



The UMC All-In-One

Project Team

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Timeline

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As a group, we set out to create a central source of information on the University Memorial Center. My team and I researched potential users through a survey to learn more about what they were looking for in an app. We took their input and designed prototypes to test functionality and discoverability. We used personas to mimic a specific user and their needs to test whether our app accommodated all perspectives. We devised user flow diagrams to mimic how our personas would use our app. Lastly, we tested our prototypes using volunteers to identify pain points within our app.

Our interest in this topic came from our own use of the UMC. As a group, we felt the UMC was one of the most important buildings at the University. As regulars of the UMC, we wanted a central hub of information on it.

Research

We set out to answer this question:

How might we develop an application, using student input, that helps students better understand the current and upcoming events at the UMC?

We each developed a user research method to learn more about the students at CU.

Michael used interviews. He chose to interview a student and a student/staff to get the widest possible perspective of people that would use the UMC app. The student/staff was a grad student who was also TAing and he wanted to see if grad students still use the UMC as much as regular students would and if grad students could benefit from a UMC app.

Transcript A:

Are you a student, staff, or both at CU Boulder?

- o I am a grad student, but I also teach a class at the university.

What year are you and what do you teach at the University?

- o I am in my 2nd year of grad school and I teach a Spanish class, but my classrooms tend to be all over the place.

Do you go to the UMC?

- o No, not really.

What is the reason you don't use the UMC?

- o Well, I live off campus and when I'm done teaching classes I usually don't stay on campus.

When I was a freshman, I used it all the time but after a while, it was just easier to go to other places when I started to live off campus.

Do you use any of the CU Boulder apps/do you know any of them?

- o Ummm...I used the canvas app and I think there was a CU app that like had events and stuff but I barely used it.

What are your favorite/least favorite aspects of some of the apps you remember?

- o I don't really remember them too well because I feel like after a while I stopped using them. I mean maybe like the apps seemed kinda not something the university focuses on that much? Looking at the app store there are a lot of different apps so it's kinda overwhelming to me and I just wouldn't use any.

Would you use the UMC more if the university had an all-in-one app that combined those other apps and added features like how busy the space is and if there are available spaces to use just to name a few?

- o I mean maybe? I don't really go over to the UMC area, but I can see that being useful for people who live on campus. Maybe I would download it to see what it has to offer, but I can't say for sure, sorry.

What is the wildest idea you would like to see implemented in this app?

- o I'm not that creative so I don't know.....ummm.....maybe make it more fun? The CU apps look kinda bland and nothing really stands out. I don't know, maybe that's the point?

Transcript B:

Are you a student, staff, or both at CU Boulder?

- o I'm a student!

What year are you?

- o Uh....I'm a sophomore

Do you go to the UMC?

- o Yeah, all the time.

What are some reasons you go to the UMC?

- o Ummm...I go there during lunch to meet up with some friends between my classes for like a half an hour or so. Just like most people I also use the bookstore for supplies and stuff once and a while. When it's not busy I try and chill at The Connection with friends after class sometimes.

Do you use any of the CU Boulder apps/do you know any of them?

- o Not really, just the canvas app. I usually find stuff out from my friends or I see the emails they send out or like flyers around the UMC. The apps seem kind of meh, to be honest.

Why don't you use any of the apps?

- o I don't know, there are just a lot of them, and I've gotten this far without them so I don't really see why I would need them, I guess.

Would you use the UMC more if the university had an all-in-one app that combined those other apps and added features like how busy the space is and if the café or other fast food places are busy?

- o I don't know if I would use it more, but it would be super cool if I could see how busy the café is or like if Panda Express is packed! It would defiantly help me, and my friends figure out if we can even find a place to sit before we get there. I mean, yeah I think I would use it if it did stuff like that.

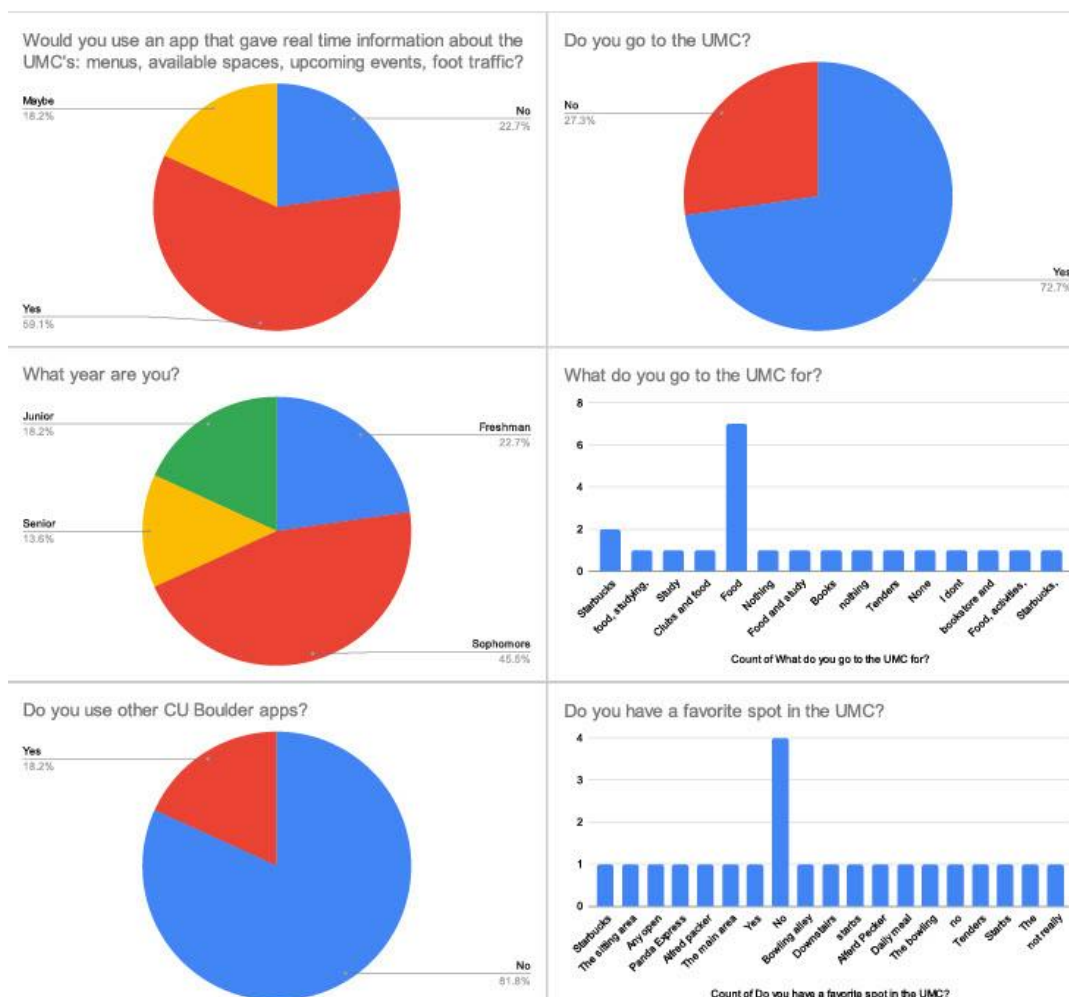
What is the wildest idea you would like to see implemented in this app?

- o Maybe like you could have a friends list in the app and your friends can like 'poke' you to let you know they are at the UMC and maybe like where they are at-ish. But I guess you could just text each other instead of using the app, whatever!

Drew used observational data from the UMC to learn more about the students that visit.

2/22	3/1
Time: 10 am	Time: 10 am
Longest Line: Starbucks	Longest Line: Starbucks
Clubs: 2	Clubs there: 1
Foot Traffic: Medium	Foot Traffic: Medium
2/23	3/2
Time: 9 am	Time: 5 pm
Longest Line: Starbucks	Longest Line: Alfred Packer Grill
Clubs there: 0	Clubs there: 3
Foot Traffic: Medium	Foot Traffic: High
2/24	3/3
Time: 3 pm	Time: 12 pm
Longest Line: Alfred Packer Grill	Longest Line: Alfred Packer Grill
Clubs there: 3	Clubs there: 4
Foot Traffic: High	Foot Traffic: Medium
2/27	3/6
Time: 7 pm	Time: 8 am
Longest Line: Subway	Longest Line: Starbucks
Clubs there: 0	Clubs there: 0
Foot Traffic: Low	Foot Traffic: low
2/28	3/7
Time: 4 pm	Time: 4 pm
Longest Line: Alfred Packer Grill	Longest Line: Alfred Packer grill
Clubs there: 1	Clubs there: 3
Foot Traffic: High	Foot Traffic: High

For surveys, I advertised the survey to other CU Boulder students using Slack and Snapchat. This allowed me to reach the highest saturation of exposure and allow the sample to be large enough to derive statistics.



Our Key Takeaways were:

- Michael: Students aren't aware of the different apps CU Boulder has, so making sure students know about our app and how helpful and easy it can be will ensure its success. QR codes around the UMC can help spread awareness of the UMC app.
- Drew: Students may go to the UMC for food but there is so much more that the UMC has and there is more going on than the students think, however, they do not know what is going on at the UMC, and therefore, there is less involvement which is what we are trying to change.
- Beckett: Students like the UMC, and many go there for food on their way to class. Most people don't use the CU Boulder Apps. If they do, it is the Rec Center App. 62% of people said they would use a UMC app.

Our personas were fake users we created to represent an archetype of users.

Beckett's Persona

PERSONA + SCENARIO WORKSHEET

NAME Rory the Reviewer

Pick a name that is easy to remember.

DESCRIPTION The Reviewer

Name a trait, such as The Hoarder, The Explorer, or The Maker.

BACKSTORY Rory is a CU Boulder student who loves reviewing food. Rory likes trying new foods and often goes to the dining hall to try out the menus.

List characteristics and experiences such as education, nationality, work history, hobbies, and family life.

RESOURCES

Rory is an expert food reviewer. He has the most complex palette. He faces obstacles with time

He wants to review food, but has to balance his course work with his passion.

Is the persona an expert or a novice? What abilities or resources do they have, and what obstacles do they face?

EMOTIONS Rory is anxious because all he does is eat. He is excited to take on the challenge.

How does the persona feel about the challenge? Anxious or confident, excited or bored?

GOALS

He wants to review food.

What action does the persona want to complete?

SCENARIO Rory wants to try some new food, his friends Caligula and Nero tell him about this new app that tells you what the dining hall is serving. Rory says "Nutrislice does that! I want to go to the UMC!" Nero calms Rory down, "My boy, there is a new app that is super cool, it tells you all you want to know about the UMC." Rory is elated because he has social anxiety and doesn't like eating with tons of people around. Rory downloads the app, and sees that the UMC has his favorite food and isn't busy.

NAME Use a realistic name. Don't use names of colleagues.

DESCRIPTOR What type of persona is it. Describe the most prominent differentiator.

QUOTE Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

WHO IS IT? Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

WHAT GOALS? What is the supreme motivator? What are (latent) needs and desires?

WHAT ATTITUDE? What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

WHICH BEHAVIOUR? What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker?
Why, how can you tell?

Michael's Persona

NAME

Tech Savvy Tim

DESCRIPTOR

The Techie

QUOTE

- "Where can I find you on social?"
- "Do you guys have an app?"

WHO IS IT ?

Tim is a college freshman at CU Boulder. He uses technology everyday and is well versed in the tech world. Tim likes to connect with people online and frequently uses apps for him to learn about activities around Boulder and the University. His phone is getting cluttered with all sorts of apps and wishes there was a way to combine some.

WHAT GOALS?

He wants CU Boulder apps to be more condensed and provide more information about spaces at the University.

WHAT ATTITUDE?

He wants to remove some of the apps cluttering his phone and hears from a friend that CU Boulder made a new app that combines some of his favorite features.

WHICH BEHAVIOUR?

Tim wants to meet up with his friends at the UMC to play some games but is not sure how busy it is. He realizes with the new UMC app he can check how busy it is at the UMC and see if there are available spaces he can use to hang out with his friends. While on his way to the UMC Tim and his friends are hungry and want to get food before they arrive. Tim checks the UMC app and sees what food they are serving at the cafe and if it is busy. They decide to get food at the UMC because the app says its not busy at the moment.

Drew's Persona

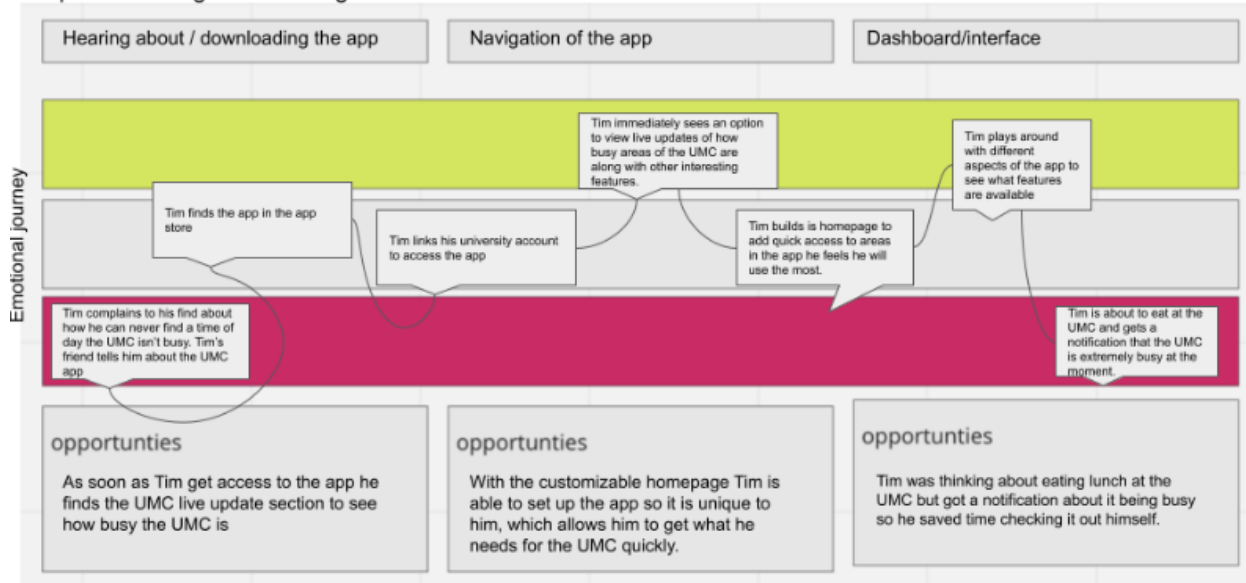
Prototyping

Following our user research phase, we began developing prototypes to test the flow and look of our app. We created journey maps from the perspective of our persona on our app.

Michael's Journey Map

Persona Name: Tech Savvy Tim

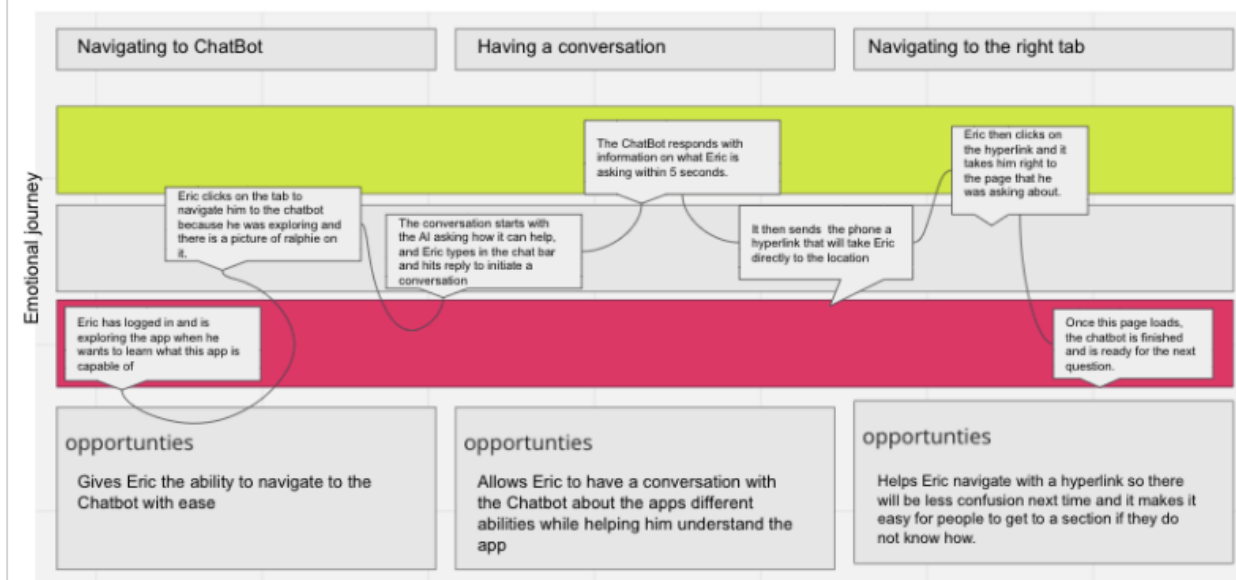
Scenario: Tim can never seem to find a good time to eat at the UMC, he hears about the UMC app that can help him find a good time to grab lunch.



Drew's Journey Map

Persona Name: Eager Eric

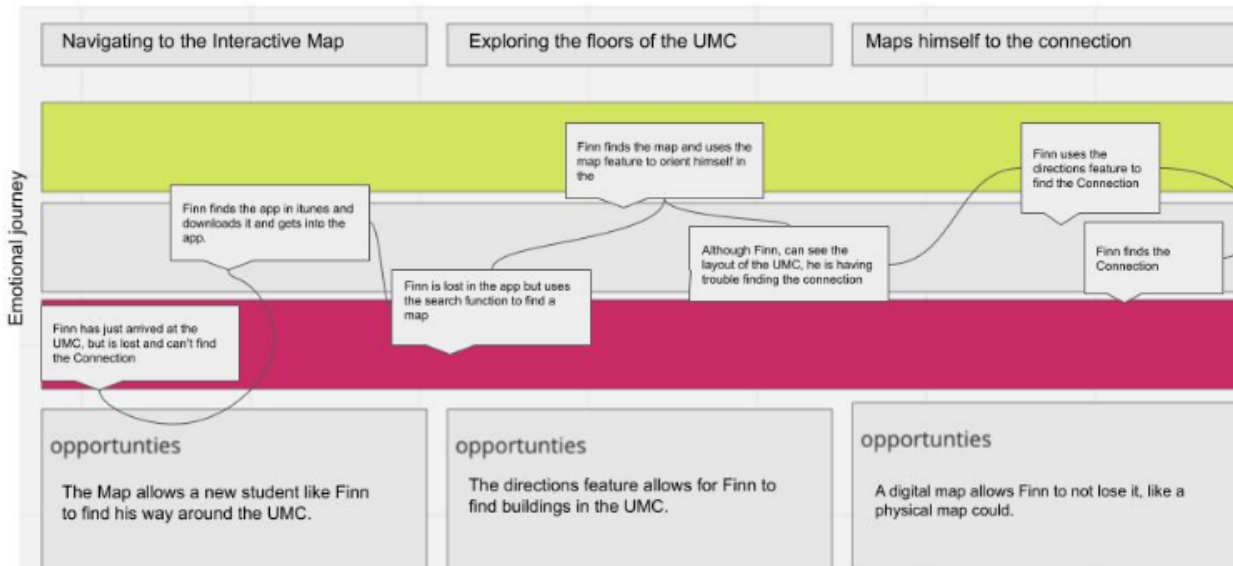
Scenario: Eric likes things to be clear and to the point because he is hyper and likes to know everything



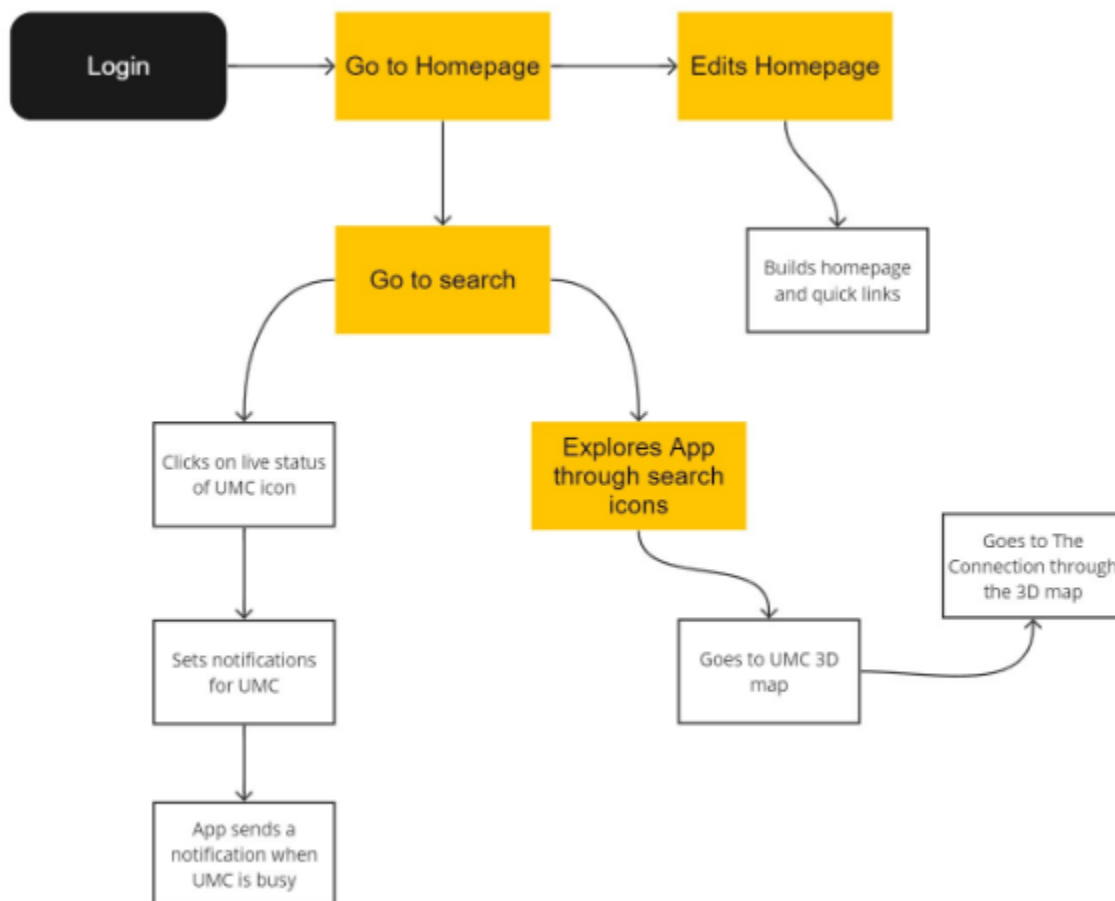
Beckett's Journey Map

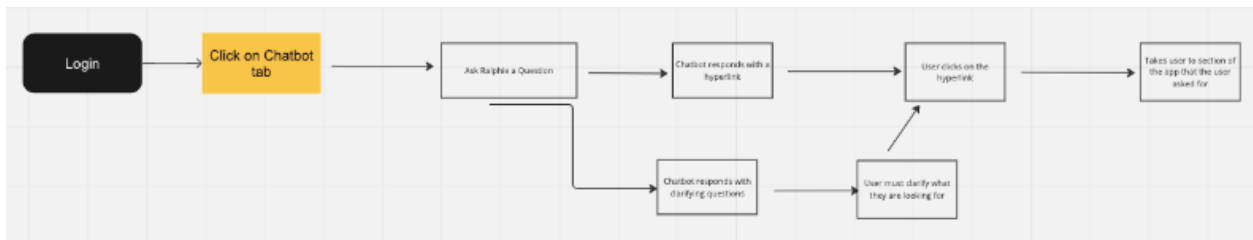
Persona Name: Forgetful Finn

Scenario: Finn is a new student at CU and is exploring campus, but gets lost easily.

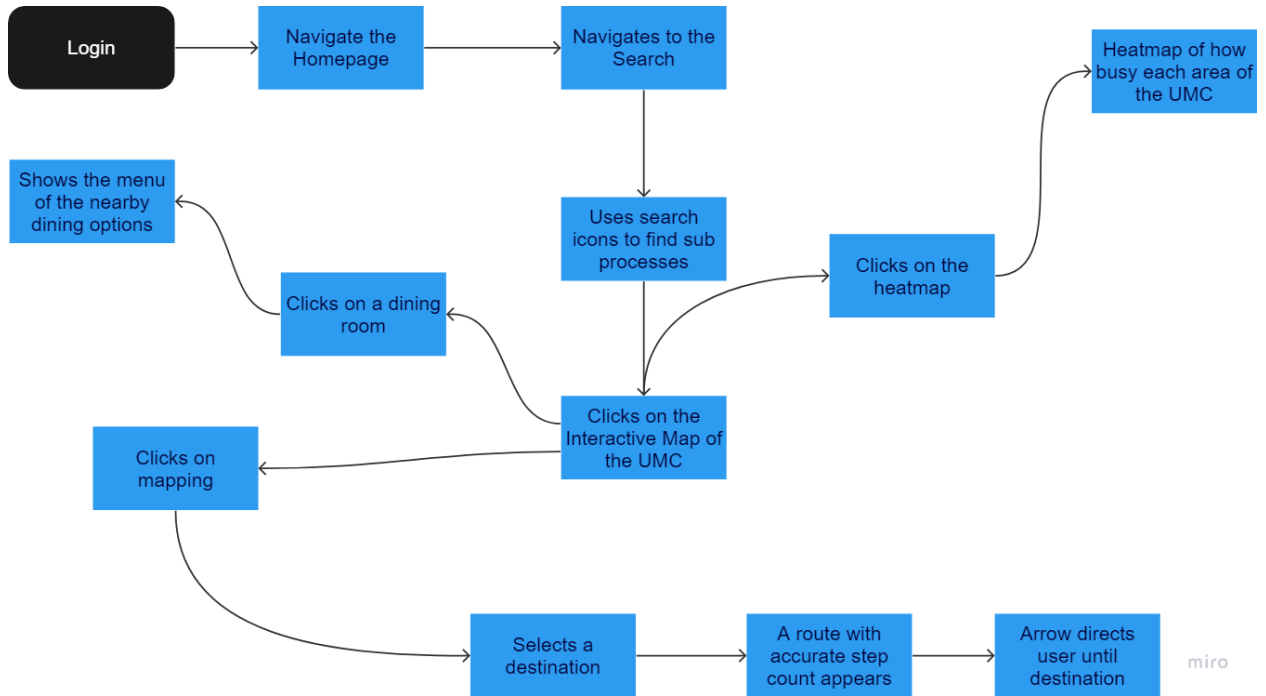


Following this point, we each focused on a sub-flow of the main application. To illustrate our sub-flows we developed User Flow Diagrams. Here is Michael's:



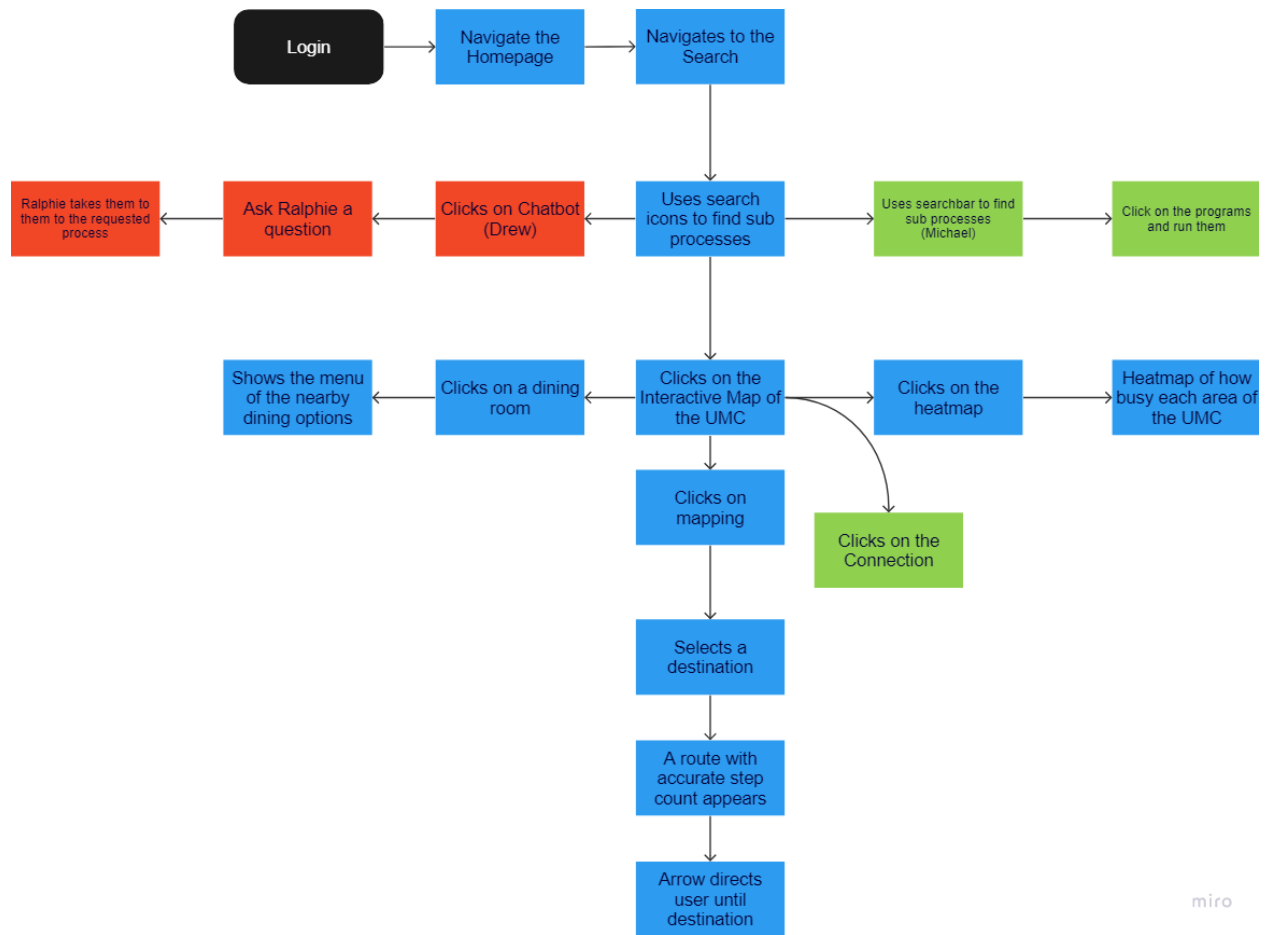


Drew's User Flow Diagram



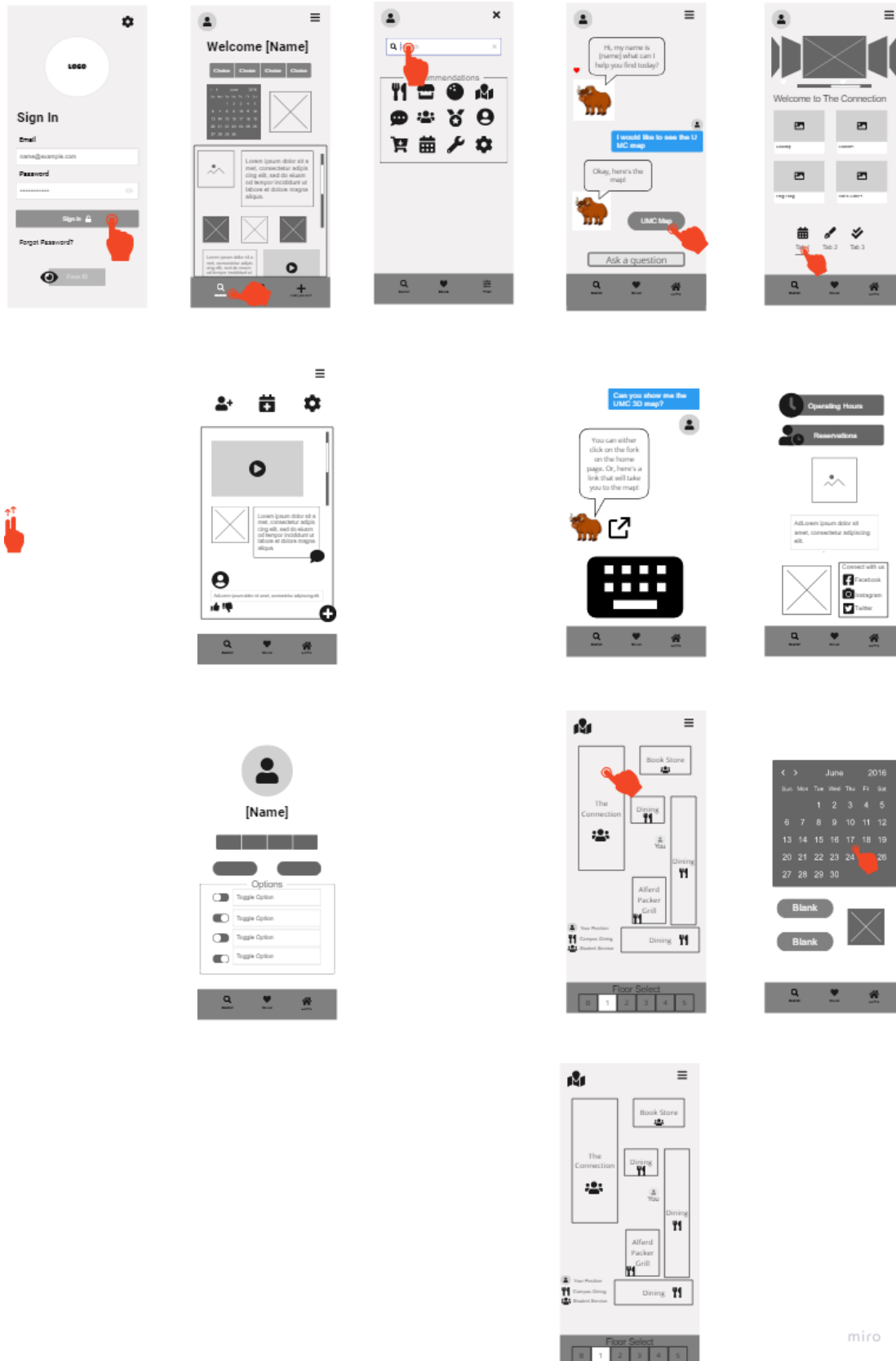
Beckett's User Flow Diagram

We combined our user flow diagrams into one large diagram.



Combined User Flow Diagram

Using our flow diagrams, we created a wireframe prototype of what we envisioned the application could look like by combining all of our sub flows. Here is our wireframe prototype:



Wireframe Prototype of the UMC App

We tested the wireframe prototype on three individuals who had never seen or participated in our design. We did this to reveal pain points within our design, confusion on functionality, for example.

Pain points we observed were:

Michael:

First Test:

- The user was slightly confused about how to navigate the home page to get to The Connection
- The user clicked on the calendar to make a reservation and then chose a specific date to reserve a time. The process worked but there were too many steps in the process.

Second Test:

- The user clicked on the triple bar icon rather than the feed on the home page to get to the expanded feed.
 - Maybe the home page feed needs to be more apparent
- The user wasn't sure where/ how to comment on the feed
 - Maybe too many choices on the feed?

Drew:

First Test:

- The user gets confused about where to go after login
- The search button is hard to find

Second Test:

- The user went to the calendar to try to find the operating hours and then go to the map
- The user utilizes the search bar the most

Beckett:

First Test:

- Hard to find the search bar on the second screen.
- Settings on the homepage.
- Hard to navigate after sign-in.

Second Test:

- The search bar is the easiest way to navigate
- Show the interaction possibilities of the map with a button.
- More intuitive icons, some might not know the connection is a bowling alley.