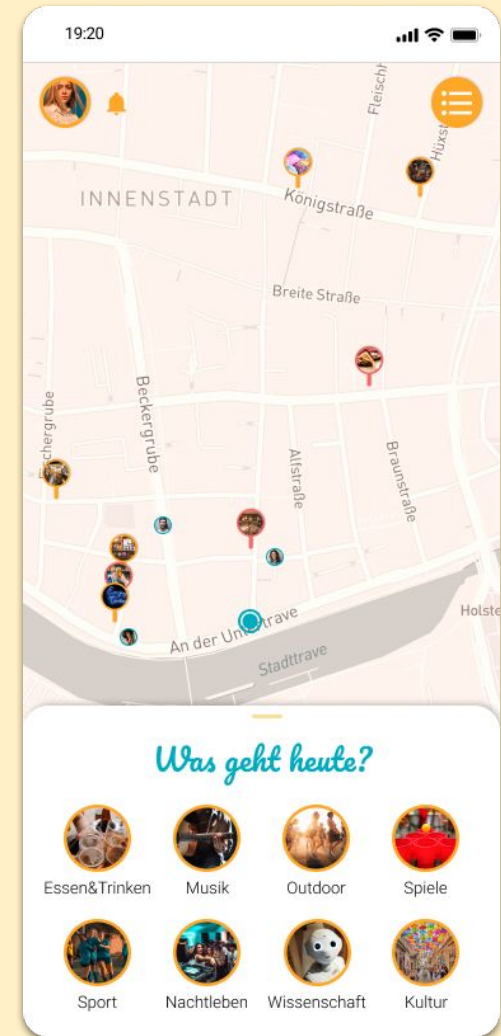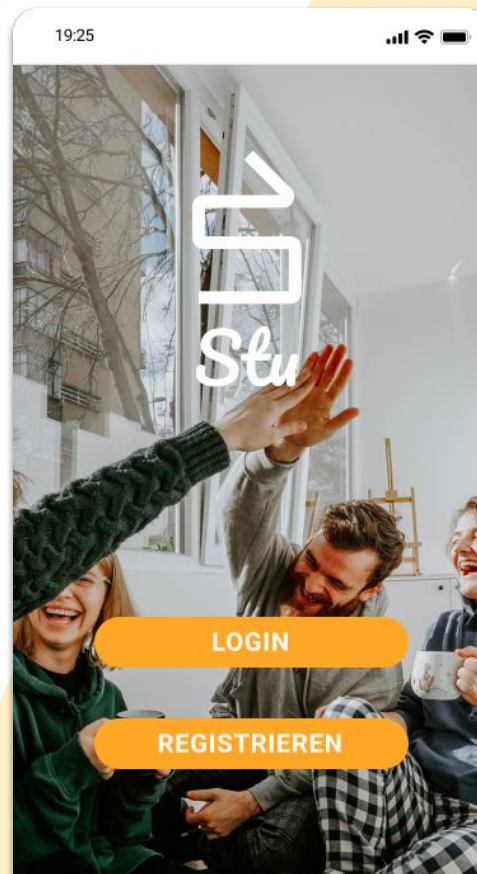# User Experience - Case Study

Stu - The "Meetup" for Students
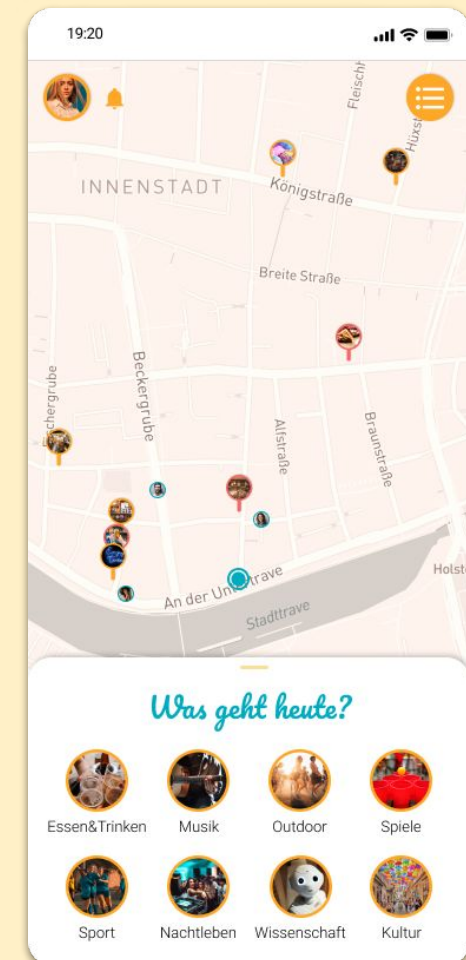
A project by

Anika Fehlhaber & Christina Tange

Gliederung

Ideenfindung
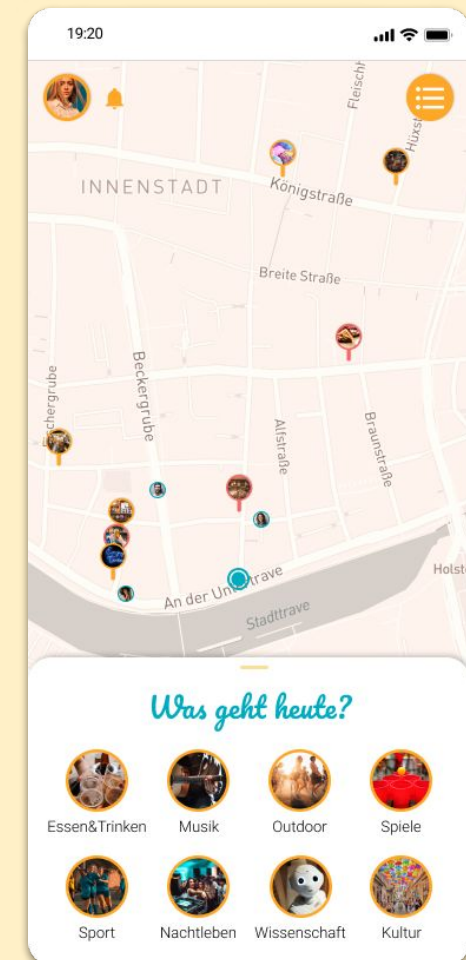
Definition of project goal

Assignment

- Development of an app idea

- Creation of the user experience concept

Finding Ideas

- Development of the project idea in teamwork

- Application of the 3-12-3 method (see next page)

Result

Digital student get-together:

- Students discover their city and can "connect" with other students.

- As they walk through their city, users find "treasures" in the form of, e.g. free beer vouchers, tickets, collection points, etc. that relate to activities in the city.

- There are stops at places of interest that suit the target group.

- At these stations, users can master group challenges together in order to receive special prizes for the group.

Result of the 3-12-3 - Method

Digital, personalized Thermomix
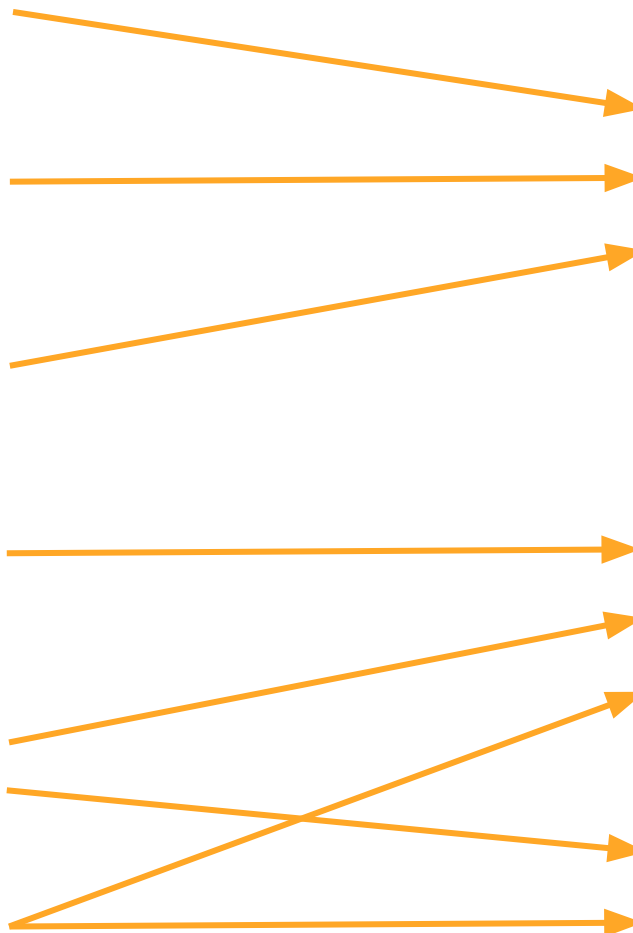
App for renting bikes

App that shows/combines options for different modes of transportation

App that suggests activities in the vicinity and shows transportation options

Activity finder

Connection of interests, group building, app to get to know others

App that allows users to playfully get to know their own city and people with similar interests, target group: students, young people

Cultural geocaching, augmented reality

"Pokémon Go for culture fans"

App with which you can playfully get to know your own city and people with similar interests, target group: students, young people

5

User groups
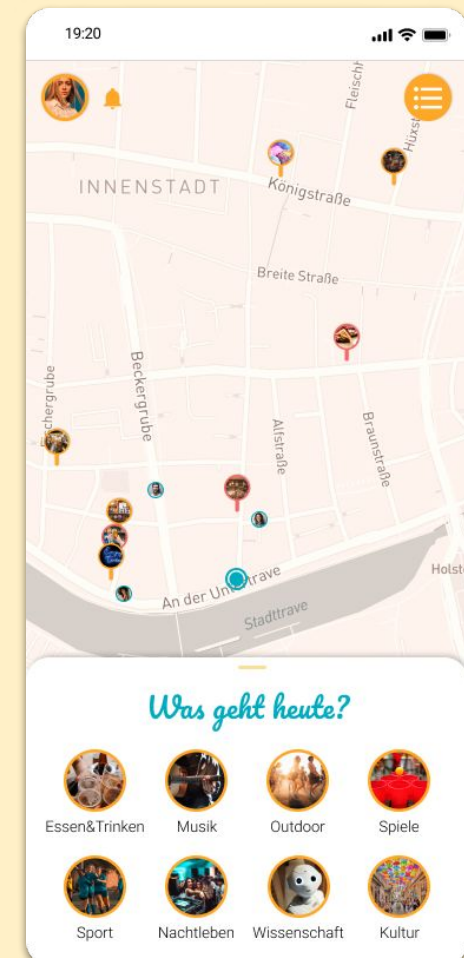
Customer segment & problem identification

Target group

Problems

Students

Especially new students and students in younger semesters

Loneliness, still few social contacts, unknown, new place of residence, disorientation in new place of residence

Entrepreneurs

Gastronomy, sports, meeting places for students, cultural facilities, etc.

Few visitors, idle time, marketing/expanding reach via social media is time-consuming and dependent on time and personnel

Definition of Value Proposition

"Pokémon Go for Students"

The digital student meeting place is an app in which students can discover their new, as yet unknown student city, make new friends and playfully win tickets and vouchers for activities in their city.

Personas

Melanie Möller

"Ein gutes Studium besteht nicht nur aus guten Noten"

Tätigkeit: Studentin
Alter: 22 Jahre
Herkunftsort: Hamburg
Wohnort: Lübeck

Eigenschaften

Extrovertiert — Introvertiert

Entdeckt gern Neues — Setzt auf Altbewährtes

Geht gern aus — Entspannt gern Zuhause

Studium — Freizeit

Interessen & Hobbies

Konzerte, Filme (besonders Star Wars), Kochabend mit Freunden, Joggen, ab und zu Billiard

Wünsche & Ziele

Einen guten Bachelor-Abschluss erreichen; ein cooles Hobby finden; das Leben genießen; möglichst viele Erinnerungen schaffen; Freunde finden, die Interesse an nerdigen Themen teilen

Sorgen & Ängste

Hat in der Corona-Pandemie viel Zeit zu Hause verbracht; hatte es schwer, Anschluss zu finden; hat Angst, das Leben zu verpassen.

Boris Schallberg

"Genieße dein Leben und hab Spaß"

Tätigkeit: Barbesitzer
Alter: 36 Jahre
Wohnort: Stockelsdorf
Ort des Betriebs: Lübeck

Eigenschaften

Extrovertiert — Introvertiert

Entdeckt gern Neues — Setzt auf Altbewährtes

Geht gern aus — Entspannt gern Zuhause

Arbeit — Freizeit

Interessen & Hobbies

Entspannte Abende mit Freunden, Live-Musik, Motorrad, Kunst, Whiskey

Wünsche & Ziele

Betrieb vergrößern; Umsatz der Bar steigern; Entlastung, um bessere Work-Life-Balance zu erreichen; mehr Zeit für Hobbies finden

Sorgen & Ängste

Umsatz der Bar stark gesunken durch Lockdowns während der Corona-Pandemie; empfindet Stress dabei, den Betrieb wieder zum Laufen zu bringen; arbeitet sehr viel; findet wenig Zeit für ausgleichende Hobbies
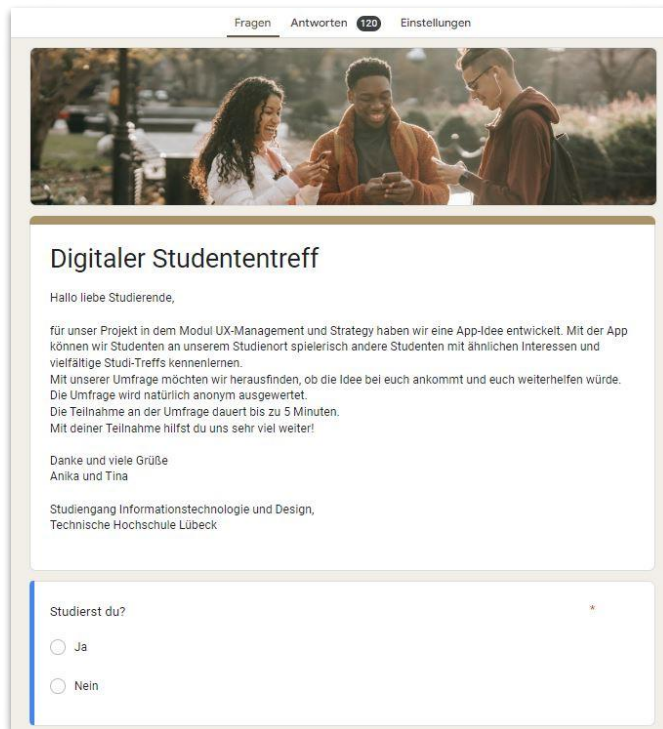
User Research

Goal

- Validation of the value proposition

- Validation of the problems identified

Primary Research - Students

- Quantitative research,
  to survey as many students as possible,
  to obtain a broad range of opinions

- Digital survey with Google Forms

- Survey of students from various universities,
  mainly students from University of Applied
  Sciences, Lübeck

User Research

Survey

https://forms.gle/mxwDrKRutx4faZJw6

Results

- Group of students in their first year of study found it average to difficult to make connections and sometimes felt lonely and disoriented.

- 64.2% of respondents would like to meet more students with similar interests. Age is obviously not relevant for this statement.

- Free text answers particularly helpful in validating the value proposition

- Ideas: Scheduling of events, chat function, display of profile information of other users

- **The interest in getting to know others is significantly greater than the desire to play a game or receive vouchers.**

User Research

Text response examples

Corona

"I think it's a good idea to get to know people with the same interests better/faster. Especially if you're new to the city or haven't been able to make as many contacts yet due to online teaching."

"A cool idea where you can definitely meet nice people, especially after all the coronavirus semesters."

Positive Feedback

"Shared interests are always a good anchor for establishing contact."

"Sounds interesting. I'd be more interested in the meeting than the winnings."

"Sounds cool, as you can quickly network for certain interests, e.g. volleyball."

Introverted

"I'm quite shy and would maybe get to know people a bit by chatting before I go out in a group with strangers. So I don't know if I would dare to actually use them."

"As a more introverted person, I would probably only use the app in a group or make an appointment with someone in advance instead of going out on my own."

Tip

"Maybe you could add a time delay. For example, if you plan to go to the table tennis table in an hour, you could already enter this."

Shortage of time

"Due to my studies, I don't have much time to relax outside. Maybe during the lecture free period, but then most people are on vacation anyway."

"Depends on the time available."

Data privacy

"Sounds exciting in theory, but I'm always very cautious about apps with too much personal information and location sharing."

Revision of Value Proposition

- The user research confirmed the target group's desire to get to know other students with similar interests.
  At the same time, respondents showed less interest in exploring their city or playful app elements and vouchers.
  The value proposition was revised accordingly.

- Suggestions for functions for planning meetings and events were also taken into account. Due to data protection concerns, the app should be able to be used without location access.

- The revised idea describes an app that focuses on getting to know other users. Instead of challenges and prizes, users can find events in the app where they can meet other users and get to know other users. The events are categorized according to interests.

- The new value proposition reads:

  An app that allows you to meet other students with similar interests at events. / An app that allows you to share events with other users.

"Pokémon Go for Students"

↓

"Meetup for Students"

13
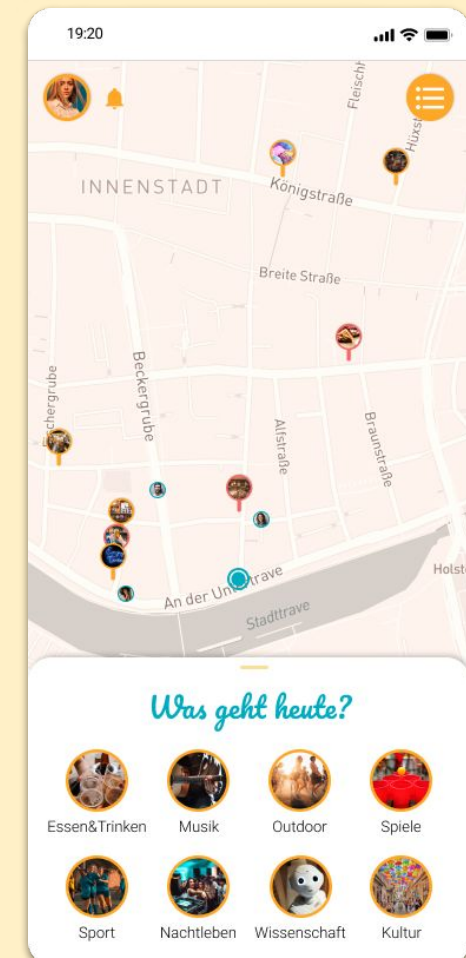
UX Analysis

Competition Analysis

Indirect & Interesting

(JODEL, Pokémon GO, bumble)

Direct

(Meetup, spontacts)

Indirect

(couchsurfing, facebook, friendsUp® WHERE FRIENDSHIP STARTS, snapchat, nebenan.de, tinder, LOVOO, STUDICARD LÜBECK)

UX Analysis - Example

Events entdecken

● Viele Filtermöglichkeiten, sehr übersichtlich

● Filtern nach Datum in dieser Ansicht (Klick auf das Suchfeld) nicht möglich, Datum-Suche auf anderer Seite

● Filtern nach Kategorien und Ort

● Möglichkeit, nach Eventtitel zu suchen

● Unklar, ob nach Beliebtheit oder Datum sortiert

gute ● Gliederung

● "Alle anzeigen" und "Beliebig" ist ungenau, keine klare Filtermöglichkeit

● Übersichtliche Anzeige der Events, alle relevanten Informationen. ●

● Stadt nicht präsent

● Farbliche Abstufung ●

● Gruppengründung zu präsent

● Kategorie sollte angezeigt werden. ●

● Anwenden-Button unten platziert, gut sichtbar, leicht bedienbar

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UX Analysis - Pro & Contra - Summary

Pro

- Chat/ message function
- Profiles with the option to enter individual information on interests etc.
- Many categories, events + groups for every interest
- Clear calendar
- Clear view of events
- Easy participation in events possible
- Profile view of participating persons possible

Contra

- Lots of planning
- Profile very extensive - takes time
- Boring design
- No route function to the event
- No special target groups
- Missing calendar
- Too many filters and settings

UX Analysis - Findings

Pokémon Go

Pokéstops als Pins
auf Map

Pokémon
erscheinen
auf Karte,
Option für
Ansicht der
anderen
Nutzer?

Crossover-Event mit
Sammelkartenspiel:
Bisasam-Sammler-Herausforder
ung 1

Endet in 13 Tagen und 6 Stunden

Fange alle diese Pokémon, bevor die Zeit abläuft, um
deine Top-Sammler-Medaille zu verbessern!

BELOHNUNGEN

1000
EP

POKÉMON
ERSCHEINT!

IN DER NÄHE

POKÉMON   RAID 4

Profilansicht auf
Karte

Nutzerstandort
durch Avatar
markiert

Map - Ansicht als
Startscreen

Menü mit
Eventübersicht
öffnen

Avatar auf Map,
Map lässt sich
rotieren

Gute Idee für
Werbung?

Pokémon in der
Nähe
= Freunde in der
Nähe?

18

UX Analysis - Findings

Snapchat
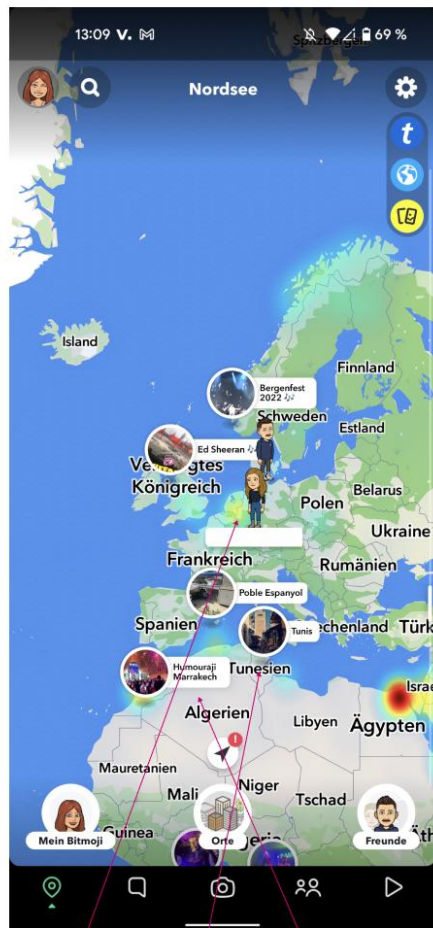
Freunde als Bitmojis auf Map

Orte markiert

Events auf Map

Jodel
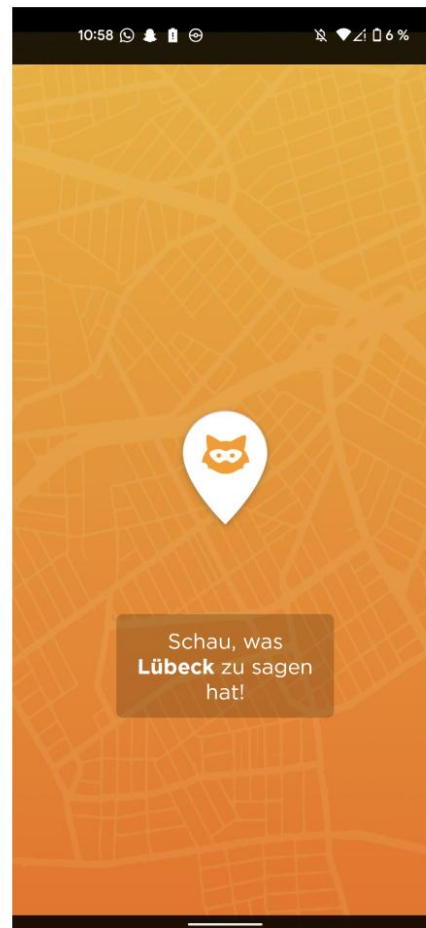
Nutzer können anonym Posts mit anderen Nutzern in ihrer Umgebung teilen
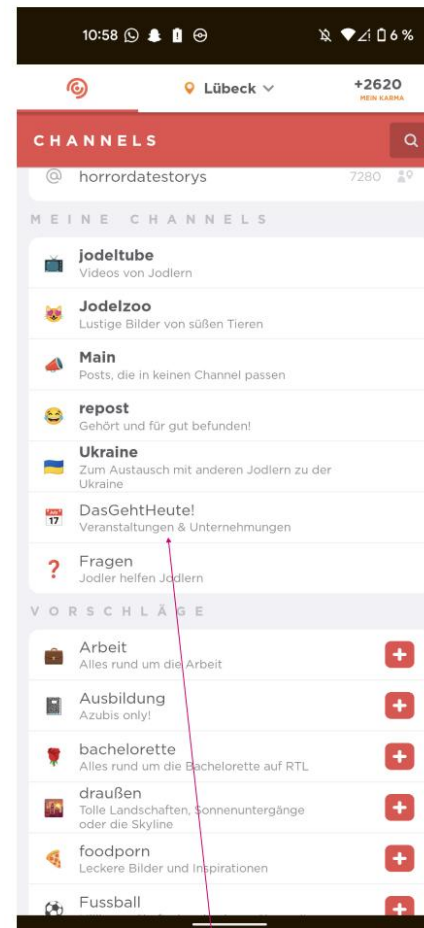
"Das geht heute" - Channel zum Austausch über Veranstaltungen / Unternehmungen

Anonymer Austausch / Verabreden im Channel zu aktuellen Unternehmungen. Chat möglich

Design Concept
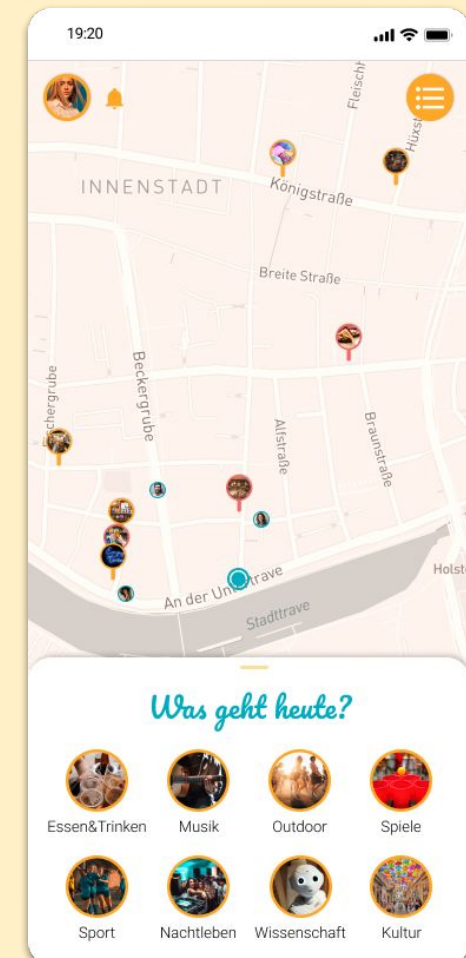
Storyboard - Key Experiences

Key Experience 1 - Map for spontaneous discovery of events

Melanie is on the move in the city and wants to experience something spontaneous. She would love to spend the evening in a student pub and get to know cool people at a fun activity like beer pong or table football.
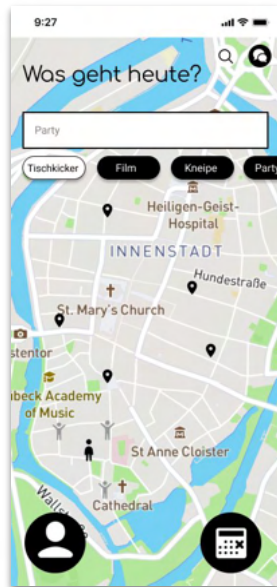
Melanie opens the app and searches for the foosball table category.
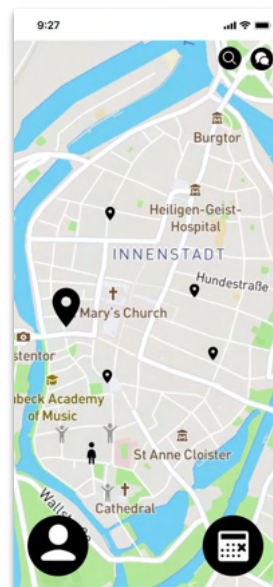
She taps on the pin next to the church.
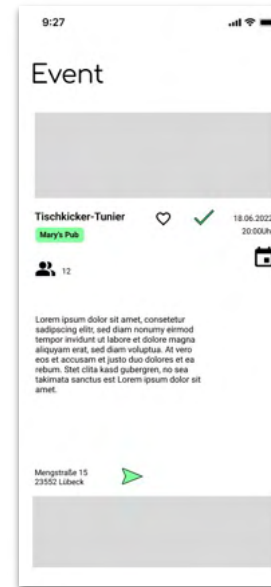
The overview of the event opens. Melanie would like to attend.

Melanie spends a nice evening! Because her team wins several times, the landlord buys them a round of free beer.

Storyboard - Key Experiences

Key Experience 2 – Discover events regardless of location

Elli wants to party and sees what's on tonight.
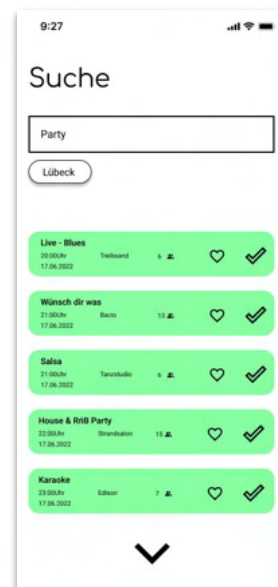
She searches for parties and finds what she is looking for.

Cool house party
-> Elli attends.

Elli has fun and gets to know other students.

Storyboard - Key Experiences

Key Experience 3 - Sharing of Events
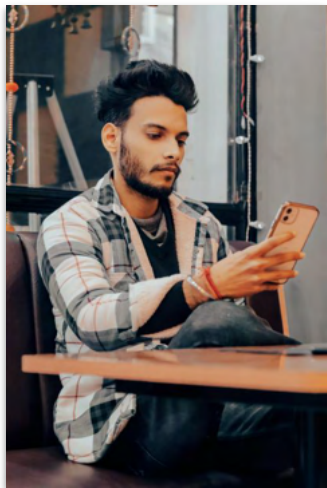
Boris owns a bar. A small concert is taking place there in two days. He would like to share it.
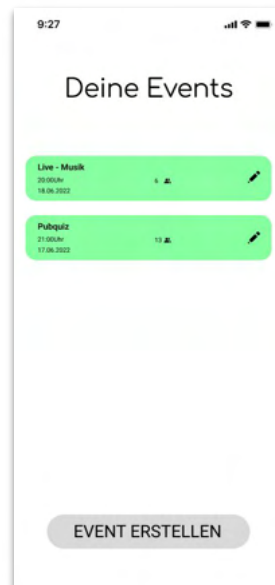
He opens the app to add a new event.
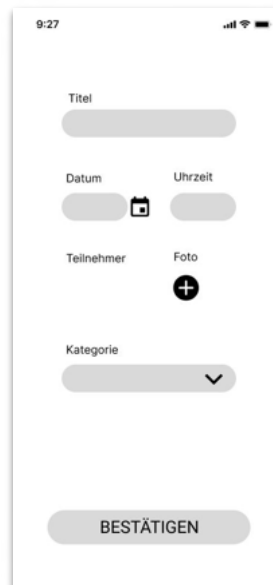
To do this, he fills out a form.
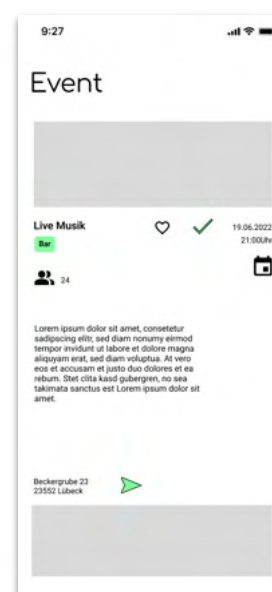
The event has been created and is displayed to other users.

The evening is a complete success. Boris Event has reached many customers. His bar is filled with guests dancing enthusiastically to the music.

Corporate Design

Primary Color
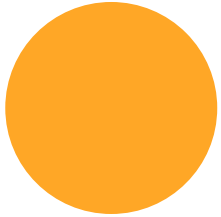
Interactive Elements
#FFA726

Text fields, highlighted
elements
#FFF0C7
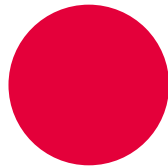
Selected
buttons
#F76969

- Orange was chosen as the primary color because its color effect is associated with the attributes social, friendly and optimistic. The primary color has a light and dark gradation and marks interactive elements in the app.

- The secondary color serves as a color accent to highlight certain information. The combination of colors is reminiscent of a sunset and is intended to motivate the user to go out and meet other users. The combination of the primary colors in combination with the white background has an extroverted and inviting effect.

- The design is based on Google's Material Design principle. Interactive elements stand out from the background with a shadow.
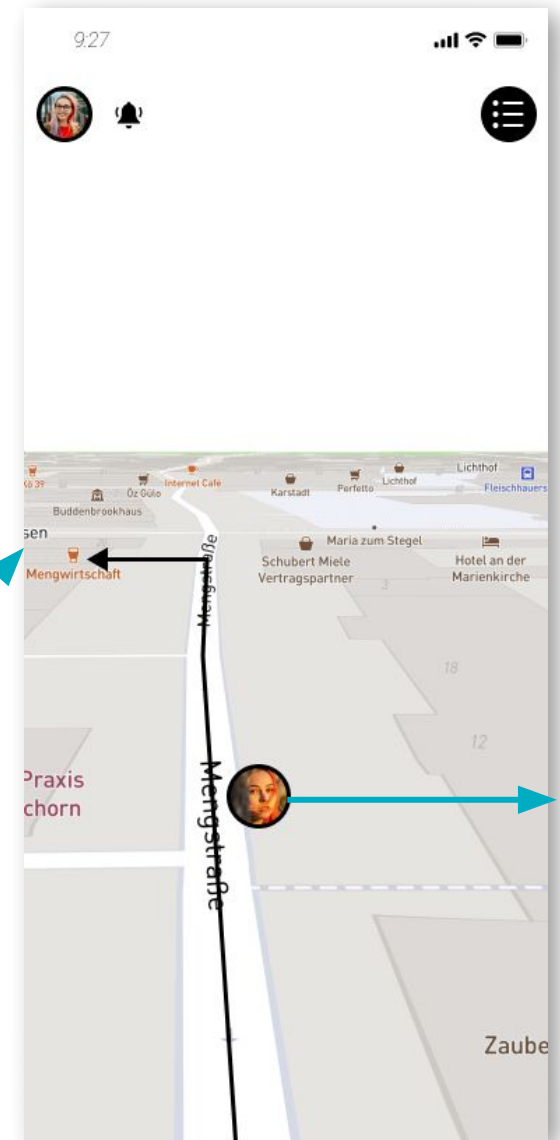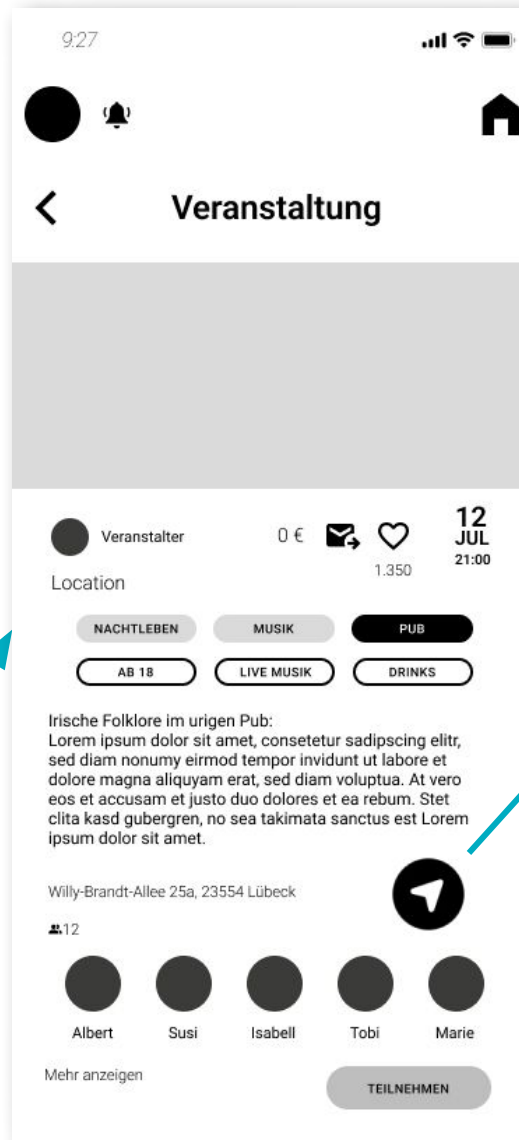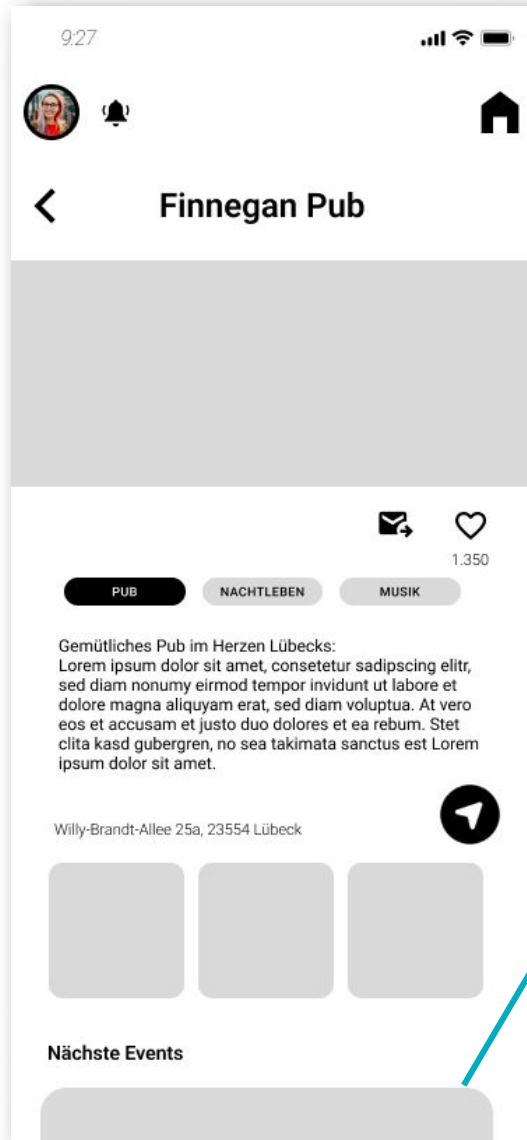
Sekundary Color

Background
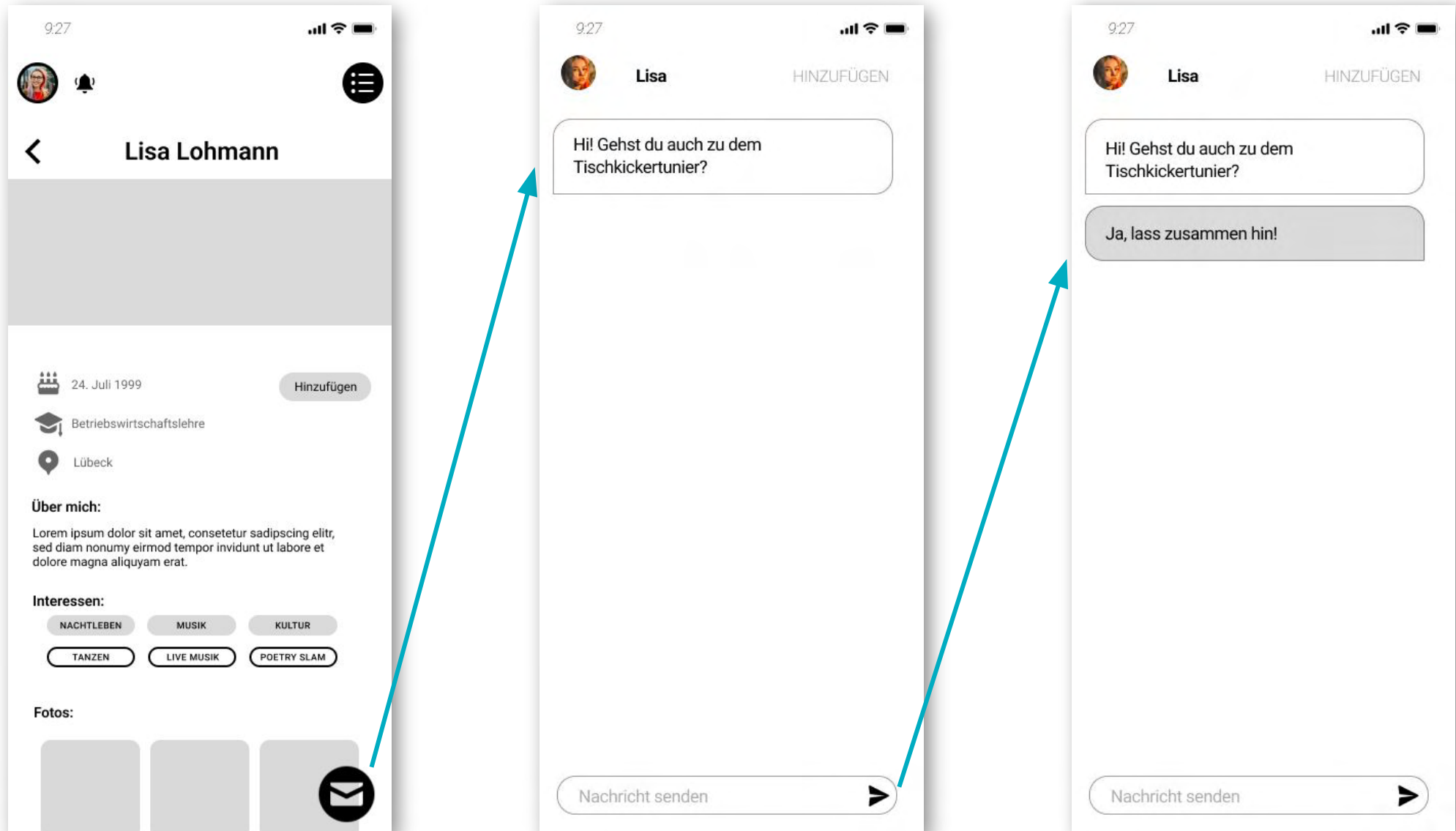

Accents
#00ACC1

Background
#FFFFFF

Prototyping

Prototyping – Mid Fidelity – Persona Melanie
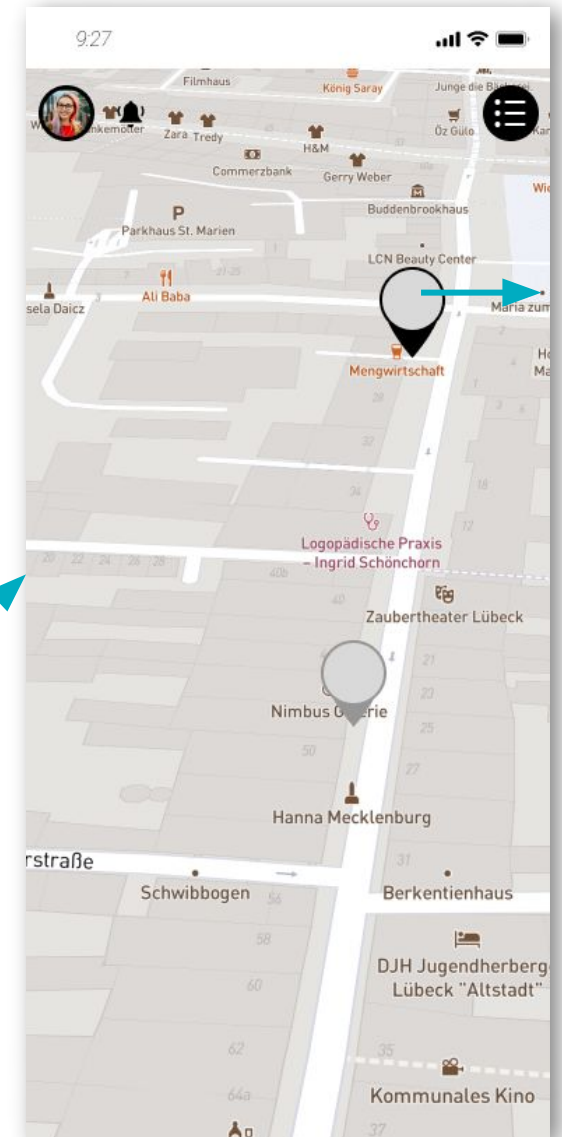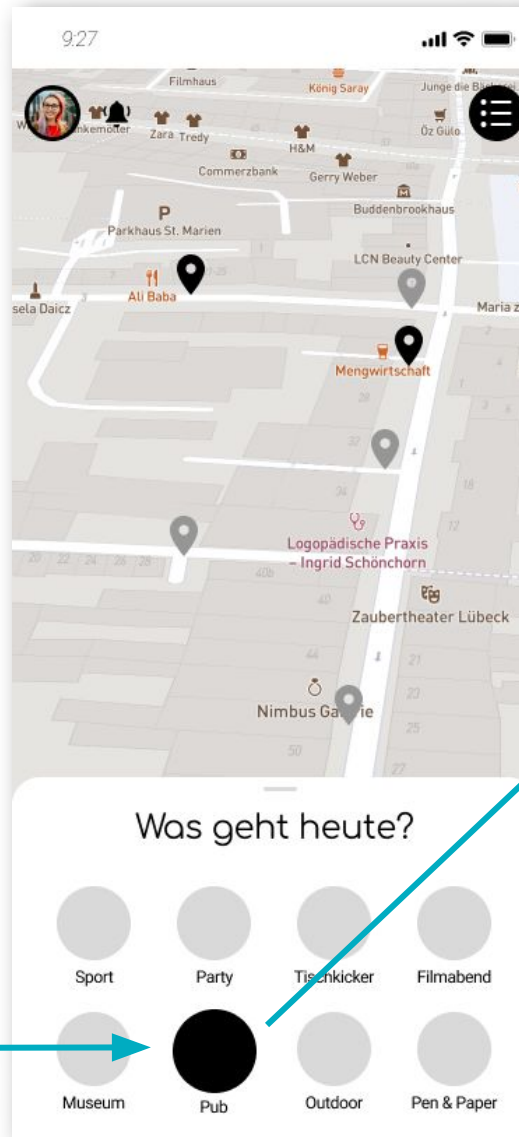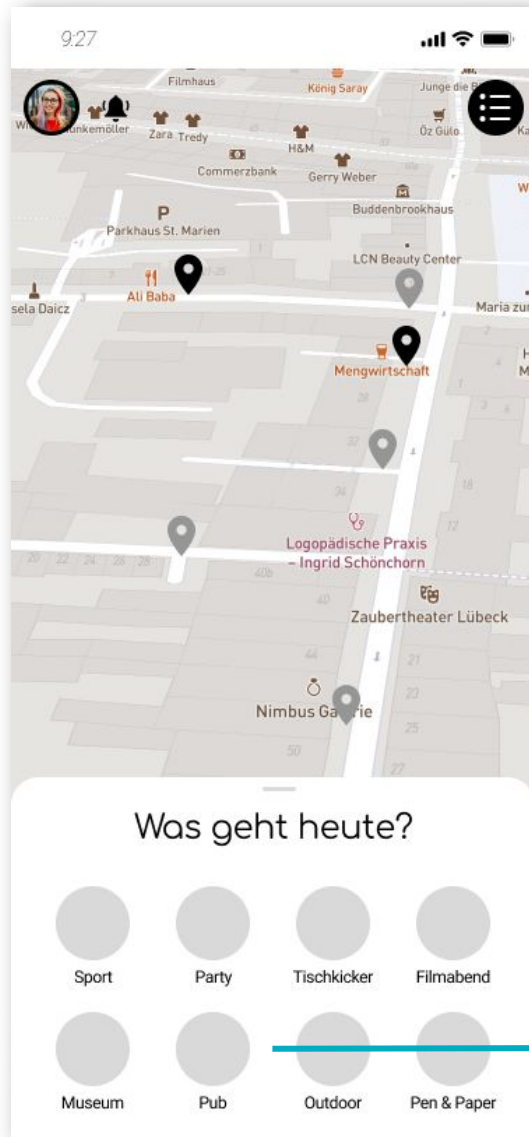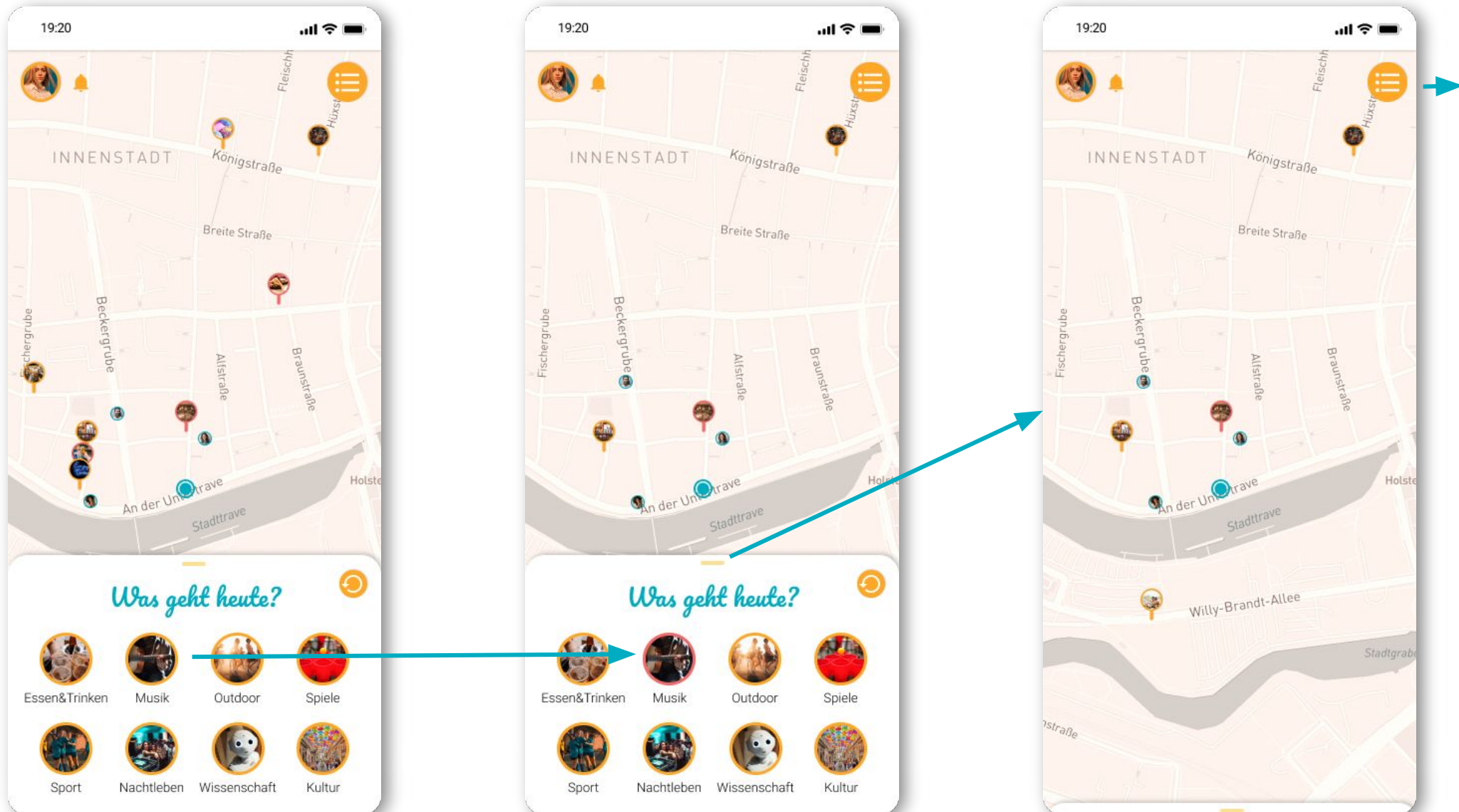
Prototyping - Mid Fidelity - Persona Melanie
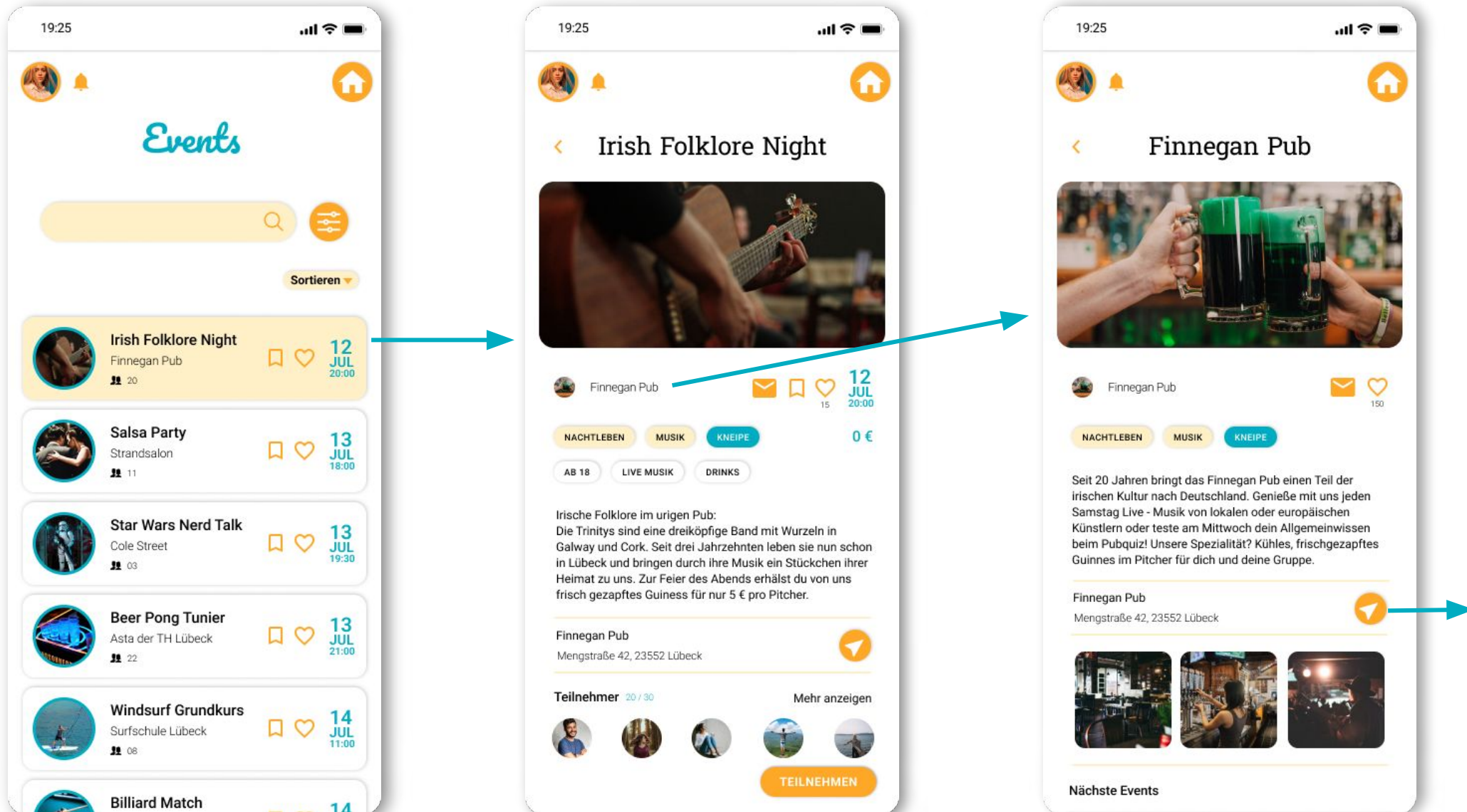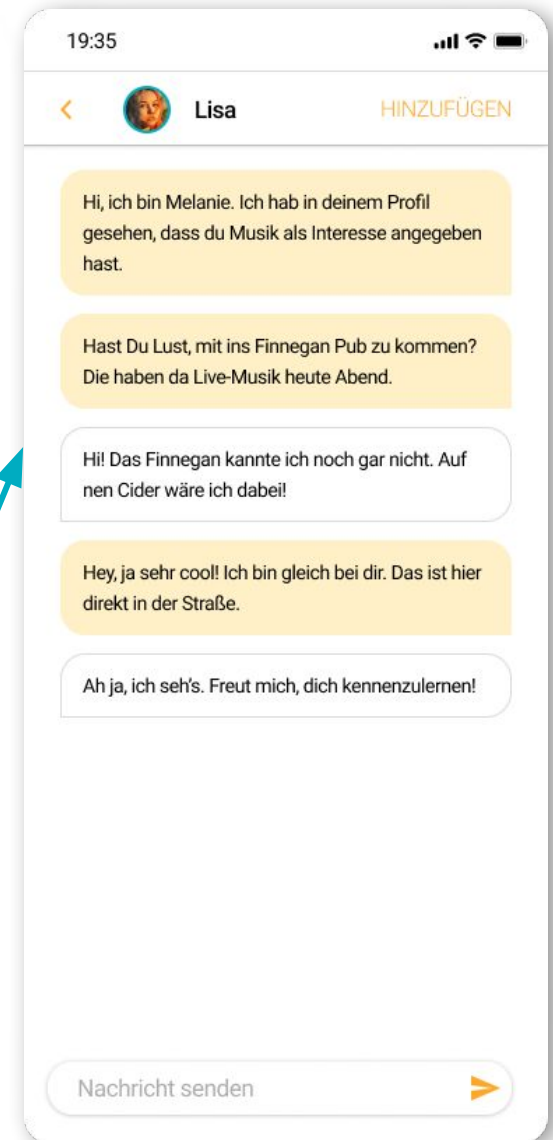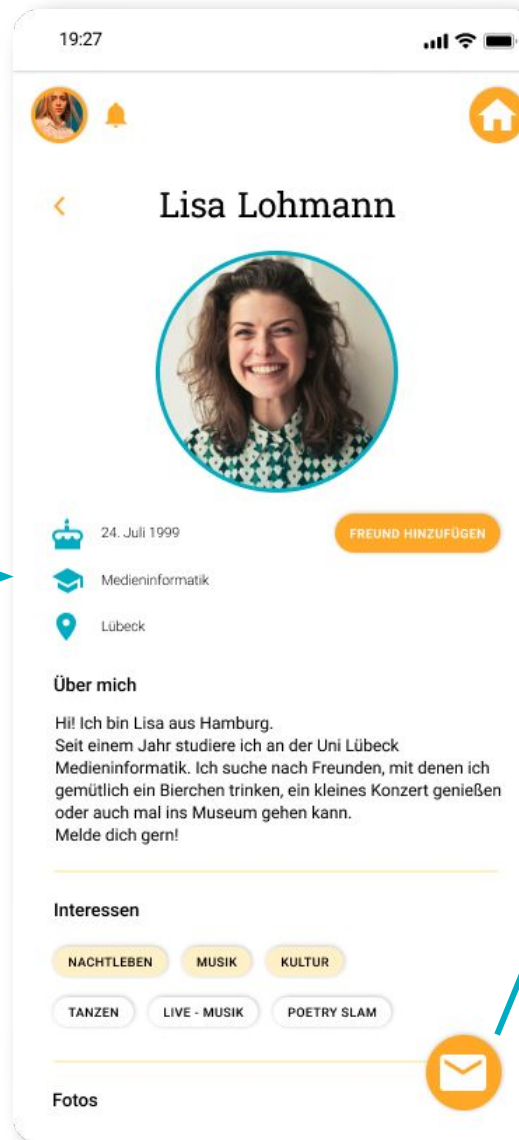
Prototyping - Mid Fidelity - Persona Melanie
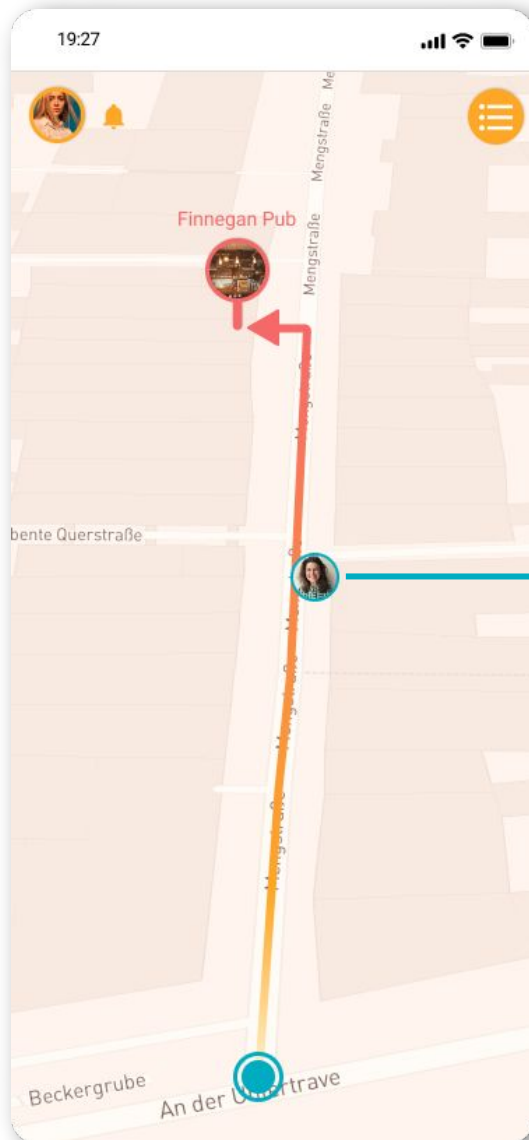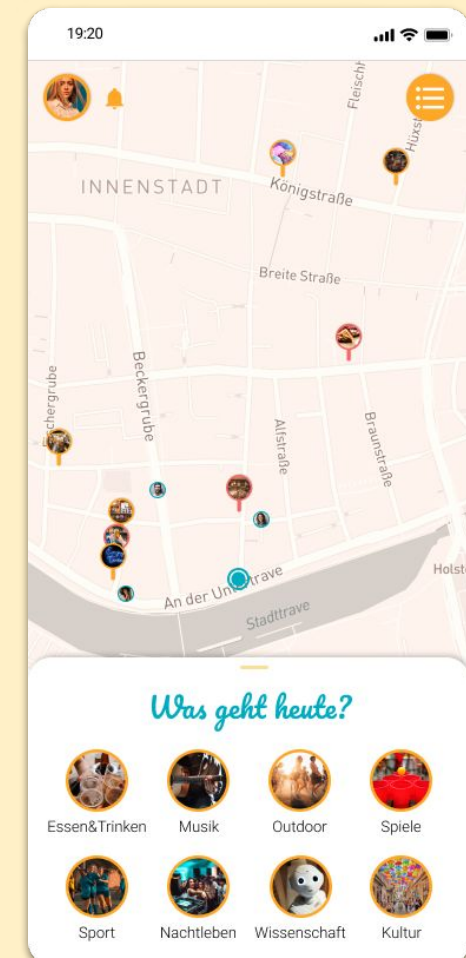
Prototyping - High Fidelity - Persona Melanie

Prototyping - High Fidelity - Persona Melanie

Prototyping - High Fidelity - Persona Melanie

Animation

Animated Prototype - Persona Melanie

https://youtu.be/VlFBRJXQy3w
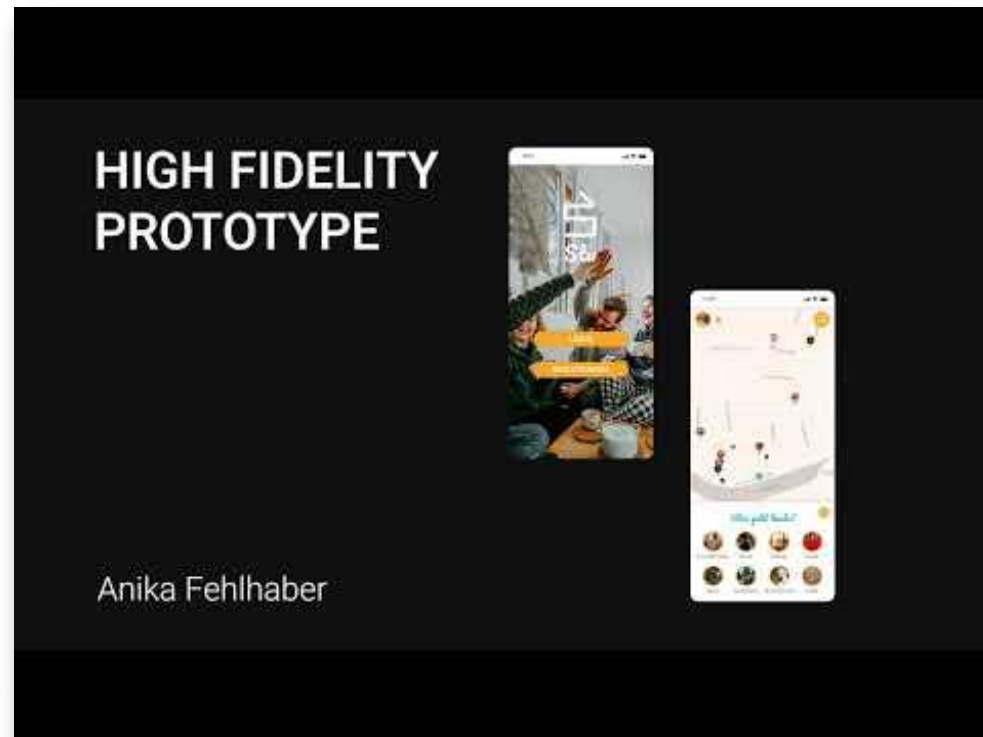
Evaluation
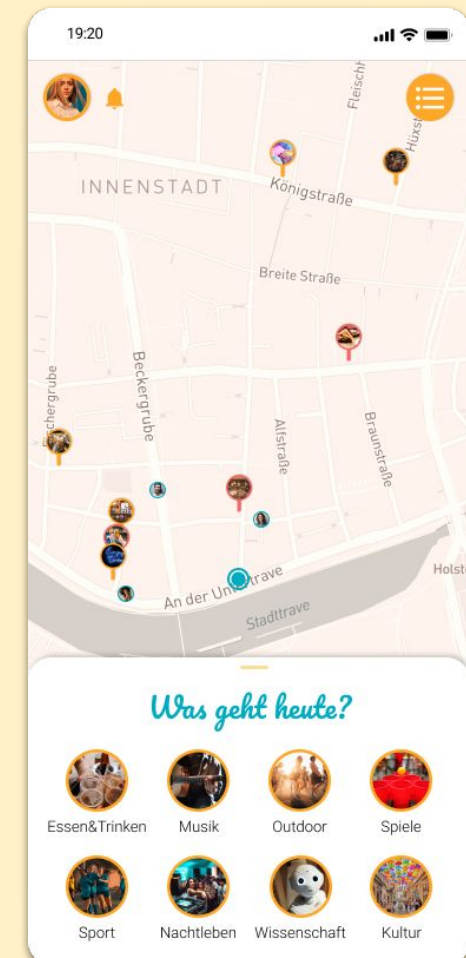
Conclusion

- Correction of the value proposition based on user research

- "Pokémon Go for students" became "Meet up for students", focus on getting to know other users at events

- New ideas through user research

- Ideas - Variety led to delving into details and difficulties in focusing on important functions

- Storyboarding of key experiences as an important method for identifying relevant functions

- Design process is not straightforward:
  New ideas for improvement arise at every conception and prototyping step

- Subdivision of the prototyping process into mid-fidelity and high-fidelity screens helpful for creating a suitable design in teamwork

- Learning a practical design thinking process through this project

- Successful team experience

Outlook

Next steps:

- Validation of the new value proposition with qualitative user research
  -> Interviews with both user groups

- Creation of a click dummy
  -> Usability testing of the prototype

- Positive feedback from the students motivates the team to further develop the prototype