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# SoDAA Center

**Created by:**

Isaac Stauffacher, Matthias Langley, Zoe  
Zou

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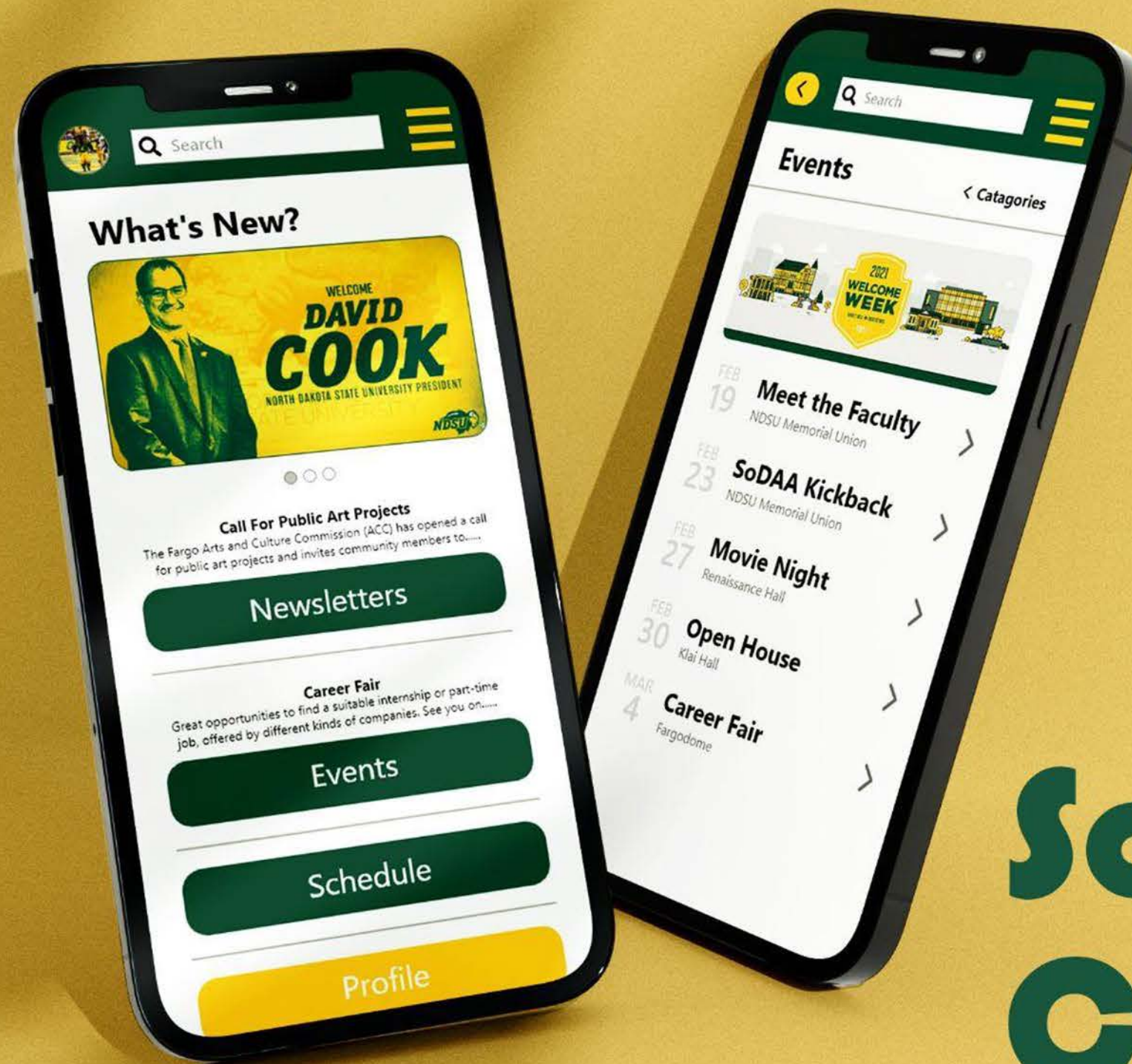
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# Introduction

SoDAA Center promotes community engagement. This app is designed for NDSU's School of Design, Art and Architecture to provide its associates with customizable updates on community news and upcoming events.



- Clear classification of information
- Quickly add all your events into the calendar
- Customizable notifications



# SoDAAA Center



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# User Research

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# User Interview

- Six participants, one SoDAA faculty and 5 students.
- 1. Do you know what the SoDAA community is?
- 2. What does your involvement in the SoDAA community consist of right now?
- 3. What is your reasoning for your level of involvement?
- 4. How connected do you feel with the rest of the SoDAA community?
- 5. What types of activities/events interest you enough to pursue involvement?
- 6. How do you feel about newsletters?
- 7. What information would you want to see on this Newsletter app of SoDAA community?
- 8. Do you have anything further you would like to add?

# Affinity Diagram



# Affinity Diagram





# Personas



*“Spending time with friends on campus is what pushes me to get my schoolwork done.”*

## Jim Williams

Jim is a 22 year old design student at NDSU. He is going to complete his bachelor's degree this year and launch his career at one of the top design firms in the Midwest. He wants to design a new lizard pen for his pet and is thinking about making that into a business.

**Age:** 22

**Education:** Design student at NDSU

**Hometown:** Denver, CO

**Family:** 1 lizard

**Occupation:** Student

## Goals

- Get more involved with my community on campus.
- Find a way to get information about campus news quickly.

## Frustrations

- Spending time looking through all the topics in a newsletter to finally find the one thing that is needed.
- Figuring out where events are without having to search an entire newsletter for them.



# Personas



“Do or do not. There is no try.”

Hunter Kroft

Hunter grew up in Billings, MT. He loves hiking, skiing and road trips. Hunter has wanted to be an interior designer for his whole life. He came to NDSU for their program. He continues to live on campus in the MCCL to connect with other academic focused students. He currently holds a job in NDSU's Design and Sign office. He hopes to pursue a job in New York City after completion of college.

**Age:** 20

**Education:** Highschool Diploma; College Sophomore: Interior Design major

**Hometown:** Billings, Montana

**Family:** Father, Mother, Older sister, younger brother.

<b>Goals:</b>	<b>Frustrations:</b>
<ul style="list-style-type: none"><li>- Networking with upperclassmen, professors and potential employers</li><li>- Build skills pertaining to his major</li></ul>	<ul style="list-style-type: none"><li>- Doesn't hear about the opportunities going on that he would be interested in</li><li>- Doesn't know what items are available to him in Renaissance Hall</li></ul>

# Personas



## Maria Alva

*"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve."*

**Age:** 36

**Education:** Master's degree in Fine Art at Syracuse University

**Hometown:** Eden Prairie, MN

**Family:** Married, a child and a dog

**Occupation:** Faculty in NDSU, graphic designer

Maria was born in Eden Prairie, MN. When she was 15, her family moved to New York. She completed her bachelor's degree and master's degree in Fine Art at Syracuse University. She became a graphic designer because she's interested in this area. Years later, she got married and moved to Fargo. While working as a graphic designer, she is also a professor in NDSU.

### Goals

- Find things in life that can make my life easier.
- Get a clear and accurate schedule from school, better to add it into calendar
- Get to know the school related information in a concise and classified way
- Have more communication with students

### Frustration

- Every school information is sent by email separately, which is messy and makes me don't have the interest to read
- All activities and events are informed by email separately, I have to record them into my calendar, these kind of extra work bother me
- Information emails are too many, sometimes I'll miss important emails among them

# Personas

## Common Goals

- Find a quick way to see news about campus.
- Find a way to be more involved with people that have the same interests as themselves.
- Have an easy way to communicate with students, staff, and people involved with campus life.

## Common Frustrations

- Looking through campus news takes a long time.
- Trying to figure out where events are.
- Never hears about opportunities going on that they might be interested in.
- Newsletters clutter up their inbox and make it hard to filter through all of them.



# User Stories

Name: Maria Alva

As a NDSU professor in design,

I want to get a clear school schedule directly into my calendar,

so that I can save a lot of time from checking all the emails and adding them into my calendar separately by myself.

Name: Hunter Kroft

As a career-driven student,

I want to be informed about networking and skill building opportunities

So that I can be in the best position to get hired out of college.

Name: Jim Williams

As a NDSU student in design,

I want to find a way to get information I need quickly,

so that I can be more connected with my school community.

# User Journey Maps

Maria Alva

Action	Check the emails for the school's works and activities	Add event into the calendar	Repeat previous actions until all the works and activities are added
Task List	<ol style="list-style-type: none"><li>1. Open the school email</li><li>2. Scroll down to find the email that is relating to school's works and activities</li></ol>	<ol style="list-style-type: none"><li>1. Open the phone calendar</li><li>2. Create new event</li><li>3. Type the work's or activity's description</li><li>4. Choose the date and time</li></ol>	<ol style="list-style-type: none"><li>1. Repeat the previous steps until all the events are added</li></ol>
Feeling Adjective	Confused Distracted Impatient	Tired Impatient	Impatient Boring
Improvement Opportunities	Classify the emails	Quick ways adding event into calendar	Quick ways to adding all the events into calendar at one time

# User Journey Maps

Hunter Kroft

Action	Find events of interest	Register	Attend the event
Task List	<ul style="list-style-type: none"><li>- Check Student Email</li><li>- Open Campus Announcement emails</li><li>- Read newsletter for events of interest</li><li>- Check bulletin boards around campus for events</li></ul>	<ul style="list-style-type: none"><li>- Go to club / organization website</li><li>- Sign form / Waiver</li></ul>	<ul style="list-style-type: none"><li>- Find Location</li><li>- Find Date / Time</li><li>- Set personal alarms and reminders</li><li>- Go to location</li></ul>
Feeling Adjective	<ul style="list-style-type: none"><li>- Confused</li><li>- Uncertain</li><li>- Overwhelmed</li><li>- Scattered</li></ul>	<ul style="list-style-type: none"><li>- Successful</li><li>- Inconvenienced</li><li>- Distracted</li></ul>	<ul style="list-style-type: none"><li>- Distracted</li><li>- Forgetful</li><li>- Tense</li><li>- Excited</li></ul>
Improvement Opportunities	<ul style="list-style-type: none"><li>- Consolidate information to one place</li><li>- Notifications for categories of interest</li></ul>	<ul style="list-style-type: none"><li>- Single platform for event registration</li><li>- Consistent registration process</li></ul>	<ul style="list-style-type: none"><li>- Automatic reminders</li><li>- Carpool opportunities</li></ul>



# User Journey Maps

Jim Williams

Action	Find good sources of information	Connect with organizations	Attend event
Task List	<ul style="list-style-type: none"><li>- Check emails for upcoming events</li><li>- Text friends and ask what events they are attending</li></ul>	<ul style="list-style-type: none"><li>- Find organization descriptions</li><li>- Find member contact information</li><li>- Contact members</li><li>- Register for event</li></ul>	<ul style="list-style-type: none"><li>- Find back to the email to check the location and time</li><li>- Set personal alarms and reminders</li><li>- Go to the location</li></ul>
Feeling Adjective	<ul style="list-style-type: none"><li>- Confused</li><li>- Uninformed</li><li>- Distracted</li></ul>	<ul style="list-style-type: none"><li>- Uncertain</li><li>- Hopeful</li><li>- Impatient</li></ul>	<ul style="list-style-type: none"><li>- Distracted</li><li>- Forgetful</li><li>- Tense</li><li>- Excited</li></ul>
Improvement Opportunities	<ul style="list-style-type: none"><li>- Classify the information</li></ul>	<ul style="list-style-type: none"><li>- Quick links to organization websites and member info.</li><li>- Organization / event descriptions available</li></ul>	<ul style="list-style-type: none"><li>- Automatic reminders</li></ul>

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# Ideation

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# Ideation: App Features

According to our research, the following are the features that would be valuable to the users of our app:

- **Concise information**
- **Customizable notifications for upcoming events**
- **News according to the user's interests**
- **Easy registration for events and addition to user's schedule**



# Ideation

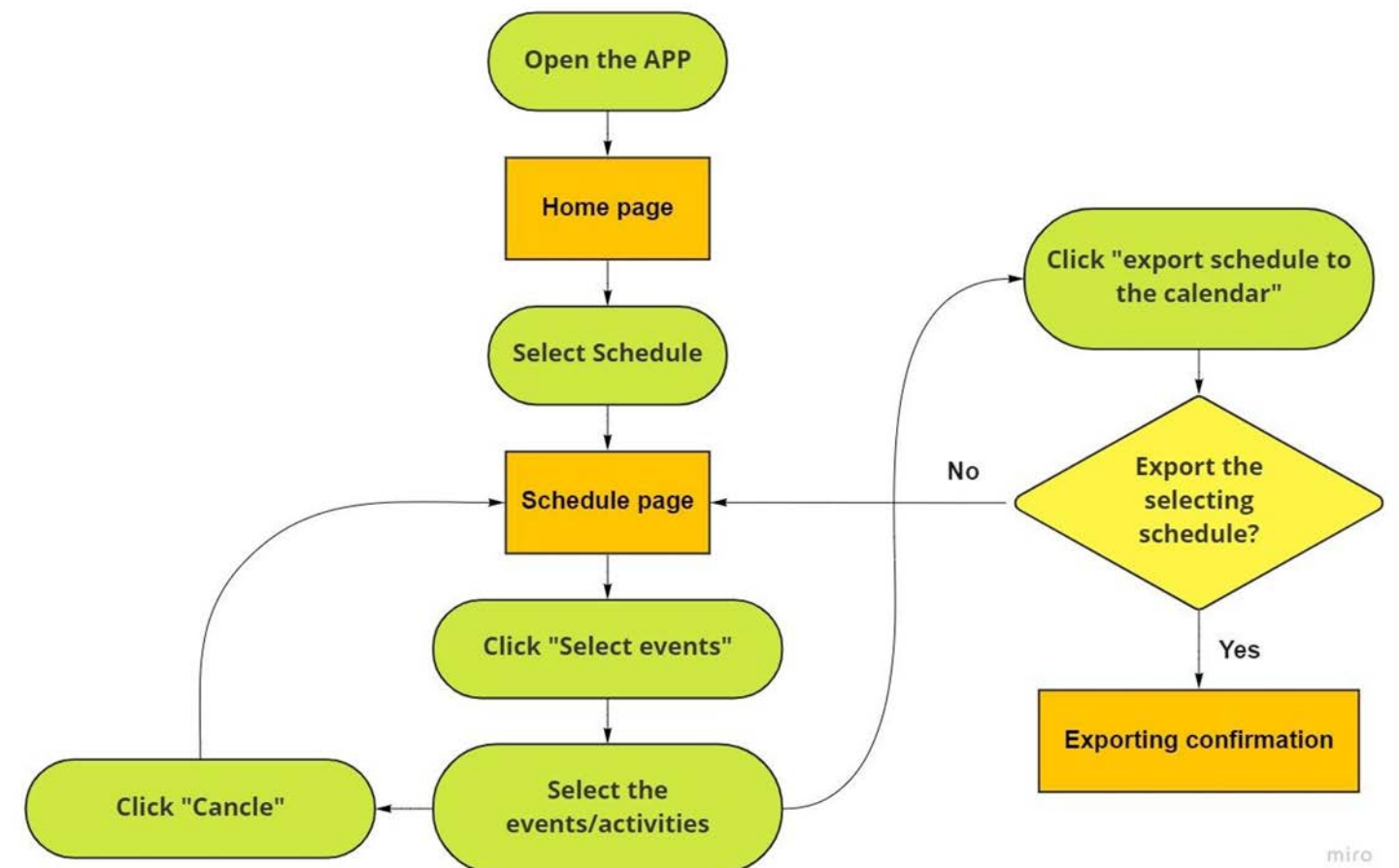
## User Flow: Maria

User problem:

Maria is a NDSU professor in design who needs a clear school schedule directly into her calendar because she doesn't want to spend a lot of time checking all the emails and adding them into the calendar separately by herself

Goal Statement:

Our Newsletter app will let users get a clear school schedule directly into the calendar which will affect professors and students in SoDAA by allowing them to click a button to export the schedule directly to the calendar. We will measure effectiveness by analyzing the users' satisfaction after using the app.



# Ideation

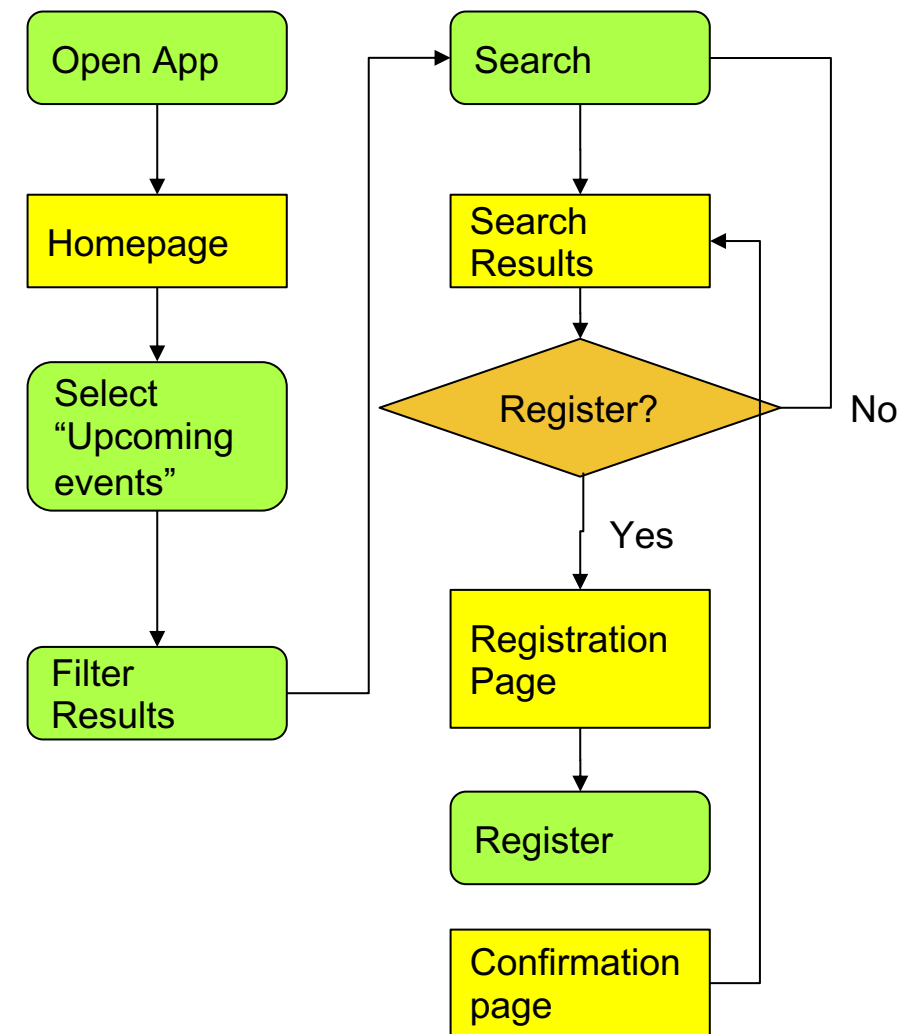
## User Flow: Hunter

User Problem:

Hunter is a career-driven student who needs to stay informed about networking and skill building opportunities at college because he wants to be maximally hireable out of college.

Goal Statement

Our Newsletter app will let users search and filter upcoming school events to match their interests which will affect career-driven students by allowing them to find networking and skill building opportunities. We will measure effectiveness by analyzing the users' satisfaction after using the app.



# Ideation

## User Flow: Jim

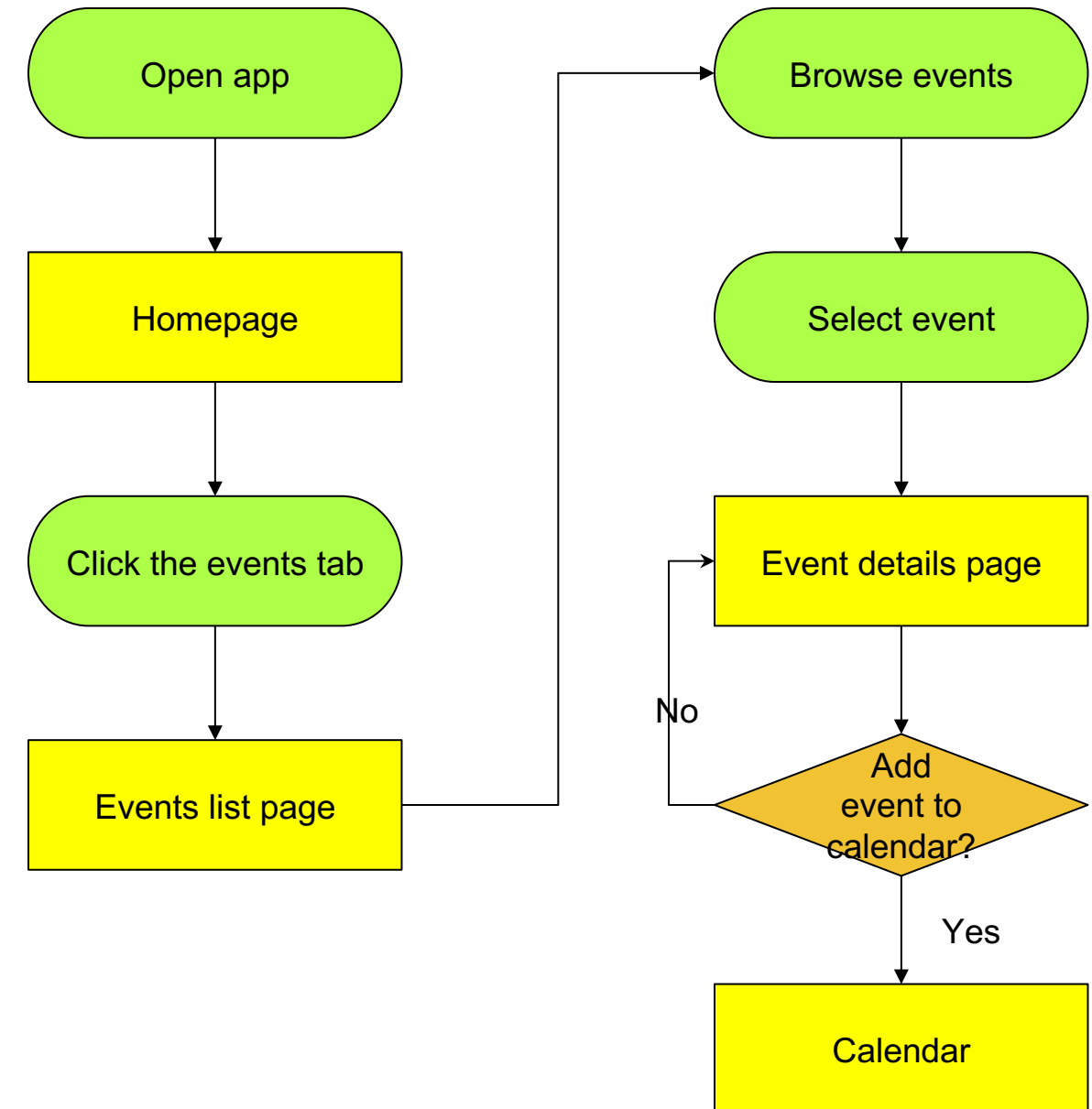
User problem:

Jim is a NDSU student in design

who needs to get the information he need quickly  
because he wants to be more connected with his school community

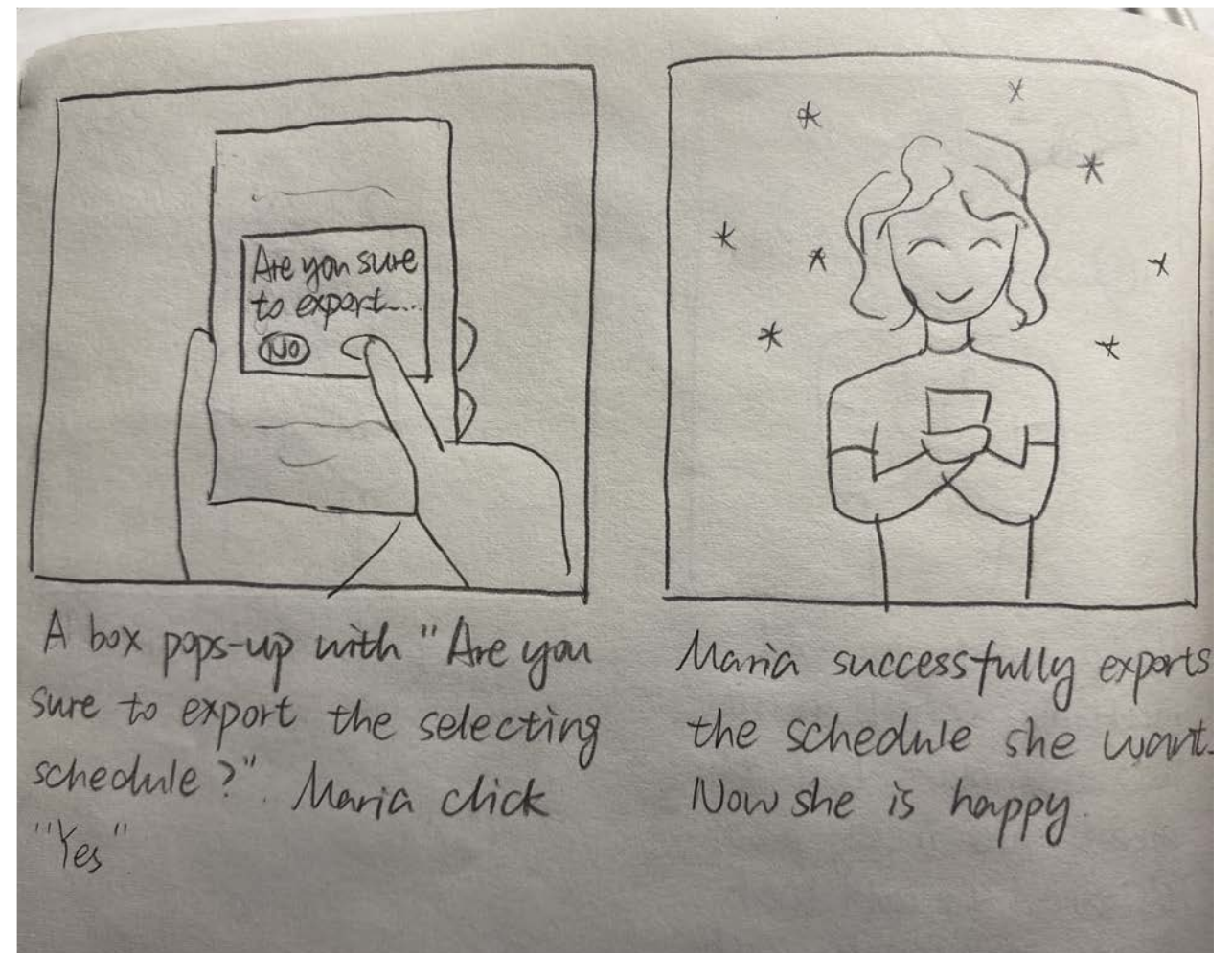
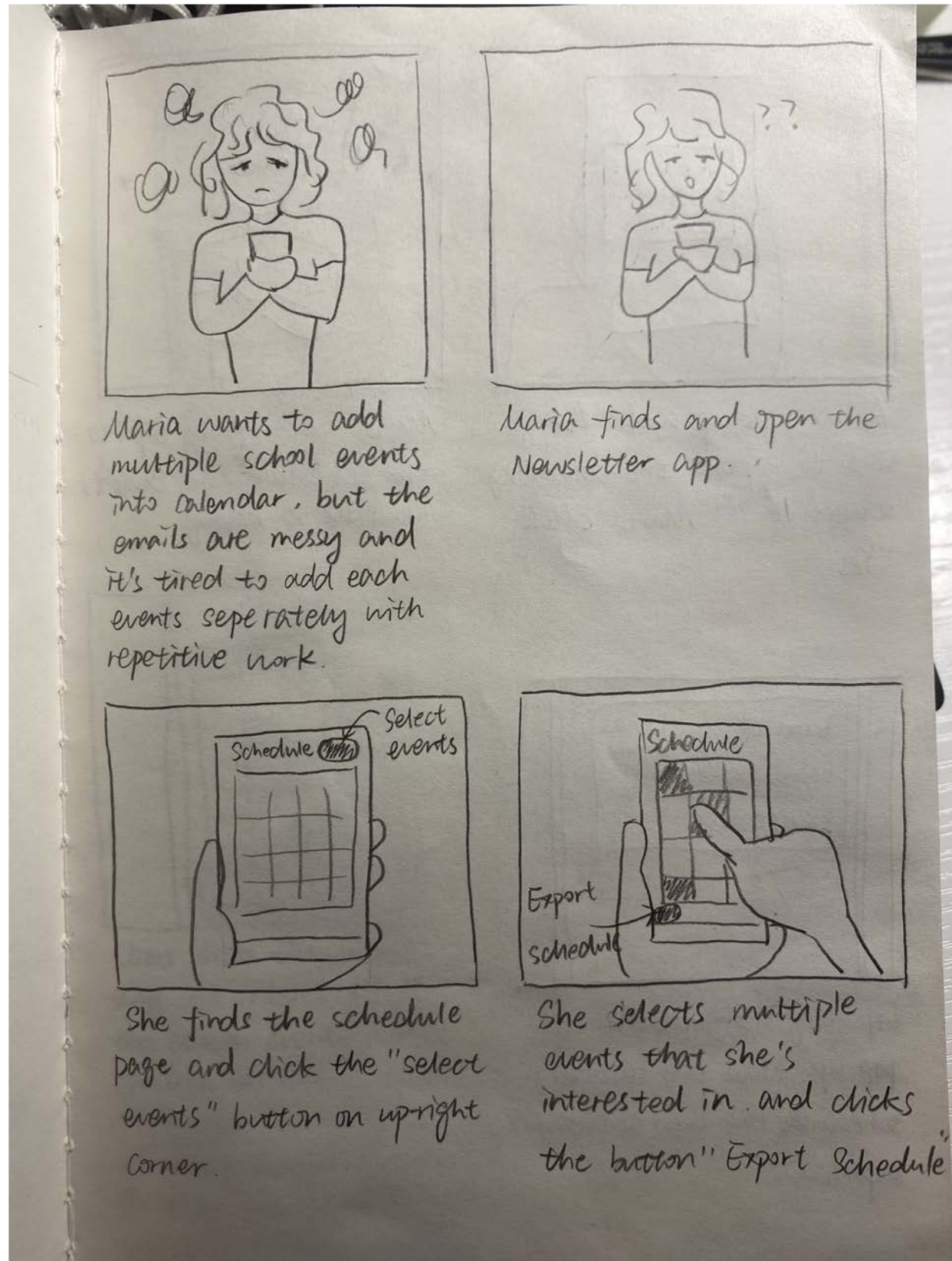
Goal Statement:

Our Newsletter app will let users find NDSU events which will affect how the students and faculty interact with SoDAA by giving them information about when events are held. We will measure effectiveness by analyzing event attendance.

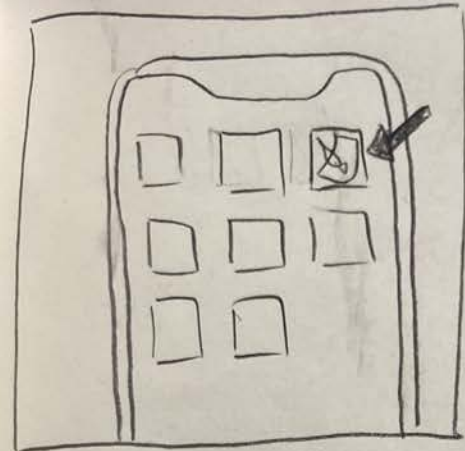




# Ideation: Storyboards



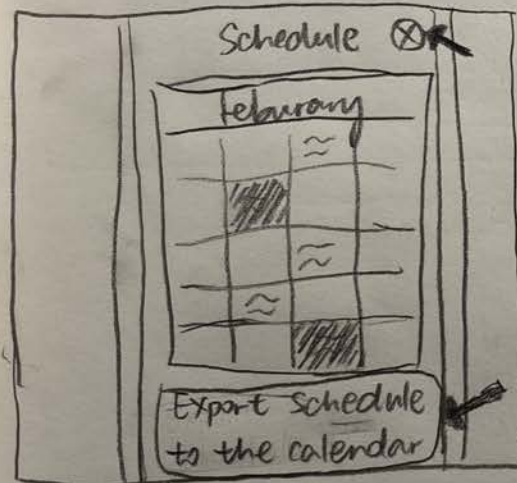




Users finds the Newsletter App and click to open it.



All events arranged by date will show up. Users can click "select events" in up-right corner.

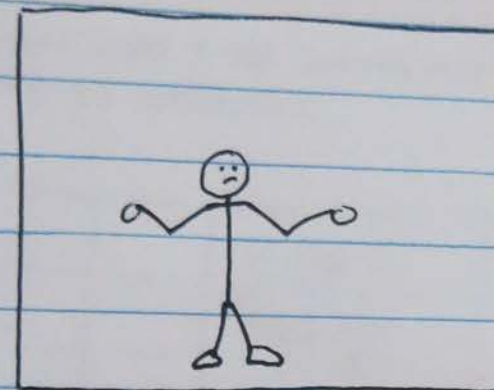


Users clicks the events they are interested in, the chosen events will show in different color. Then user can click "cancel" to return to schedule page. Or they can click "Export Schedule to the calendar" to go next.

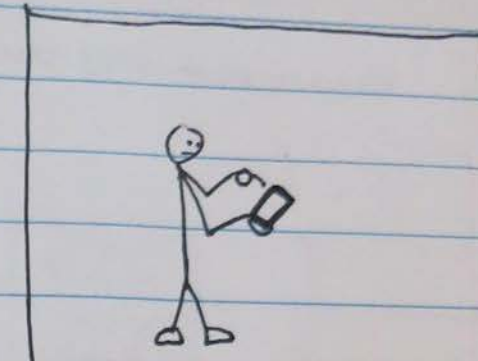


Click "Yes" to export. Click "No" to return to Schedule Page.

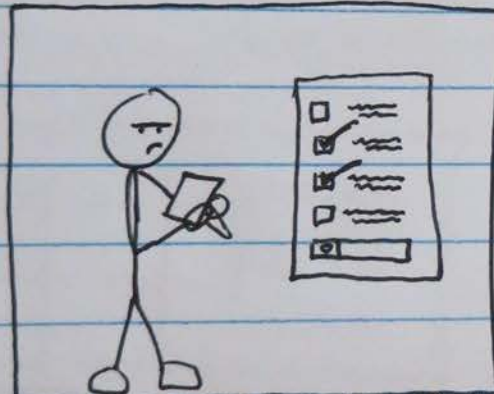
A STUDENT USING THE SODAA APP TO FIND UPCOMING EVENTS THAT FIT HIS INTERESTS.



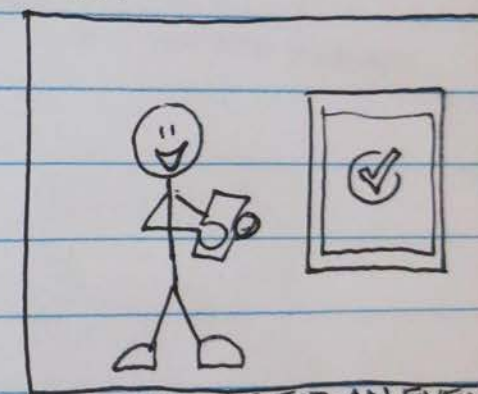
HUNTER WANTS TO FIND NETWORKING AND SKILL BUILDING OPPORTUNITIES



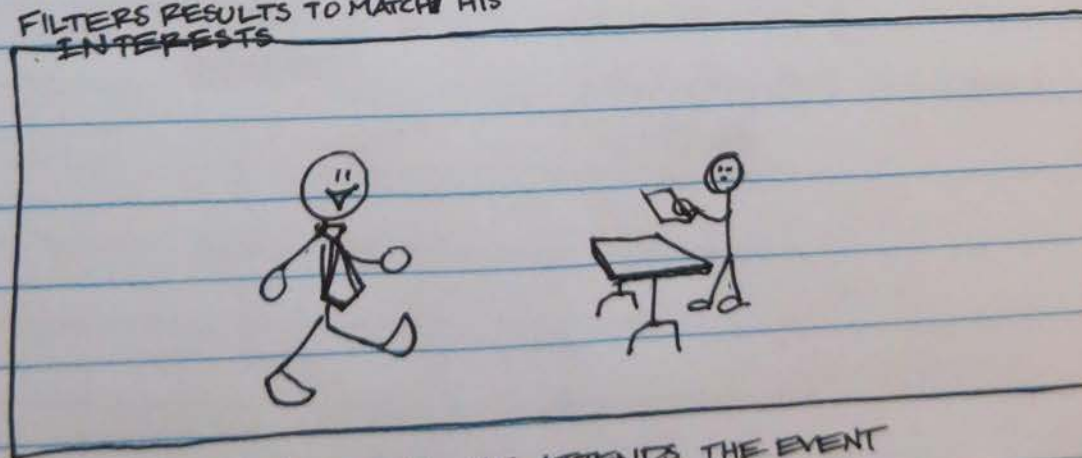
HE OPENS THE NEWSLETTER APP



HE SEARCHES FOR EVENTS AND FILTERS RESULTS TO MATCH HIS INTERESTS



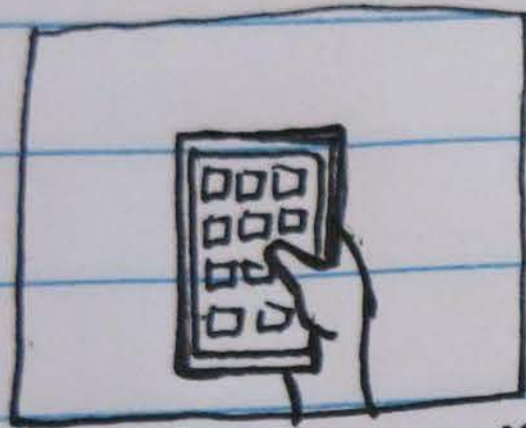
HE REGISTERS FOR AN EVENT



A FEW DAYS LATER, HE ATTENDS THE EVENT



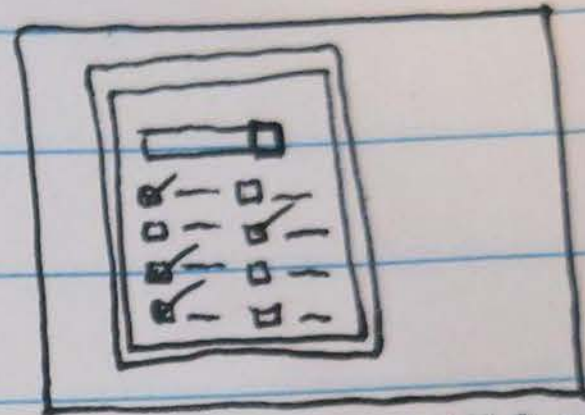
A STUDENT USES THE SODAA APP TO FIND UPCOMING EVENTS THAT FIT HIS INTERESTS.



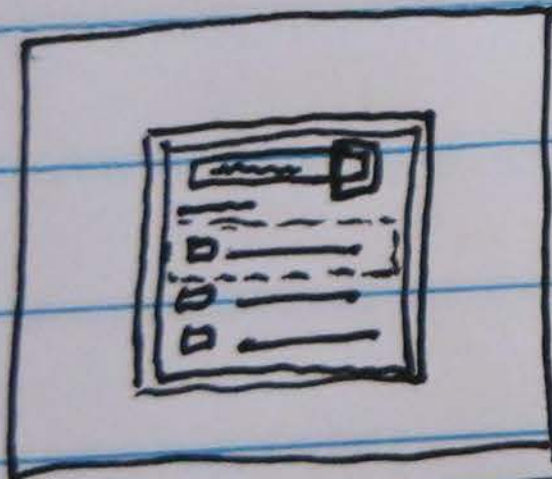
USER FINDS NEWS LETTER APP



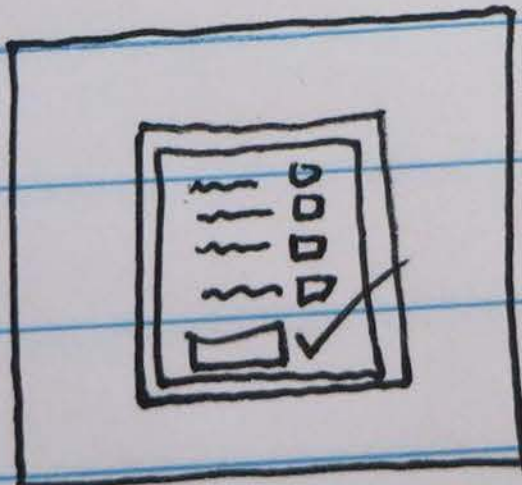
USER NAVIGATES TO UPCOMING EVENTS



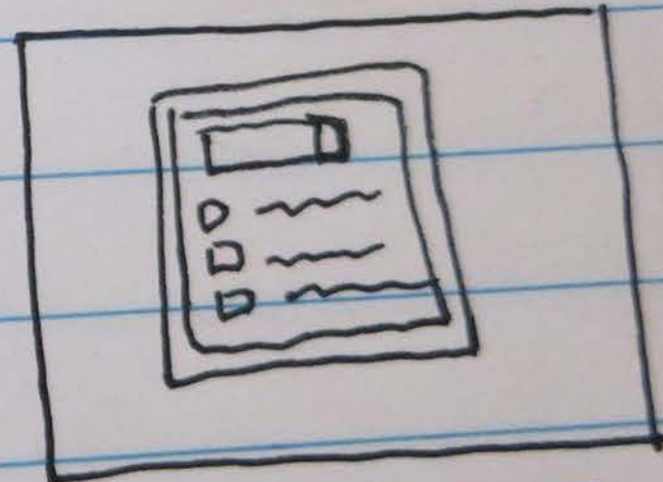
USER FILTERS RESULTS



USER SEARCHES ~~RESULTS~~ FOR EVENTS



USER REGISTERS FOR EVENTS OF INTEREST



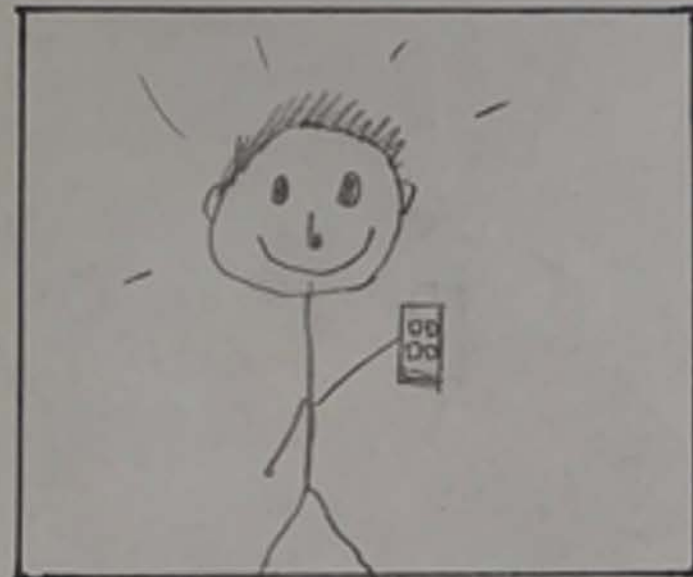
USER RECEIVES CONFIRMATION AND RETURNS TO SEARCH RESULTS



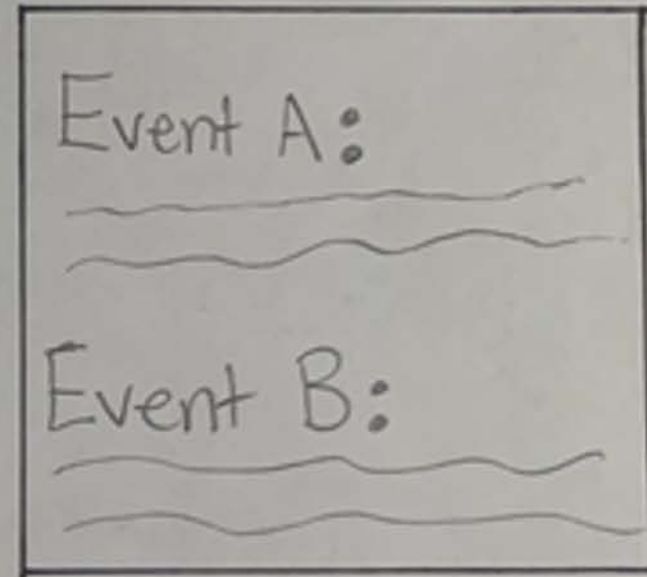
Scenario: An app that allows SoDAA members to find events around campus.



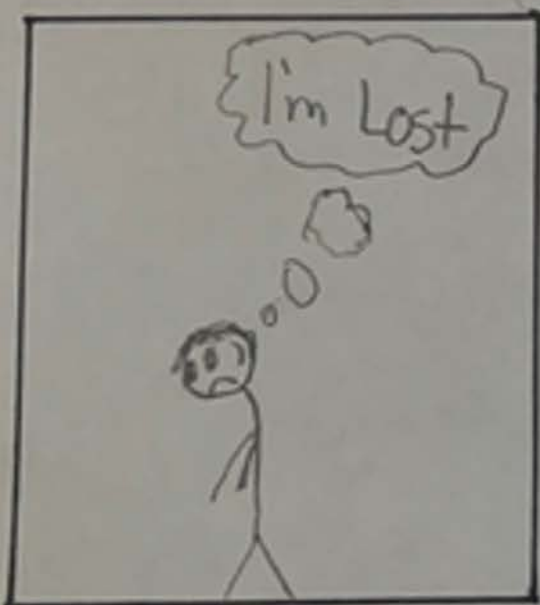
Jim's friends all went to the SoDAA social.



Jim finds the SoDAA app.



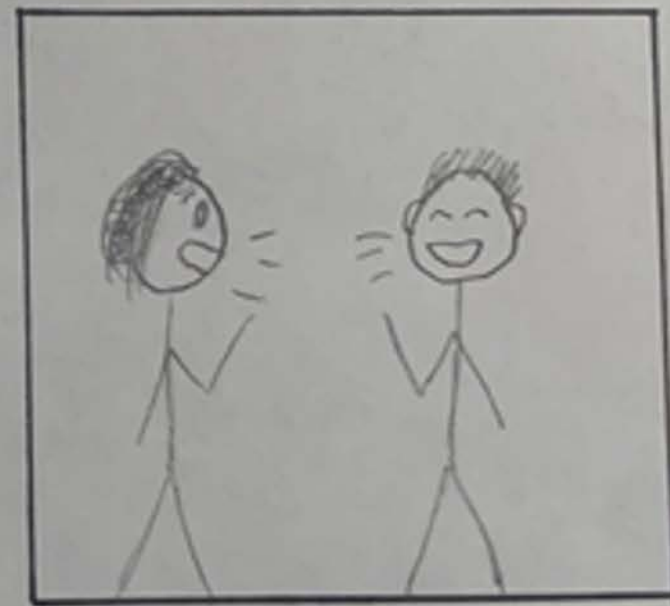
Jim scrolls through the app and finds the events list.



A former friend could not find info about events.



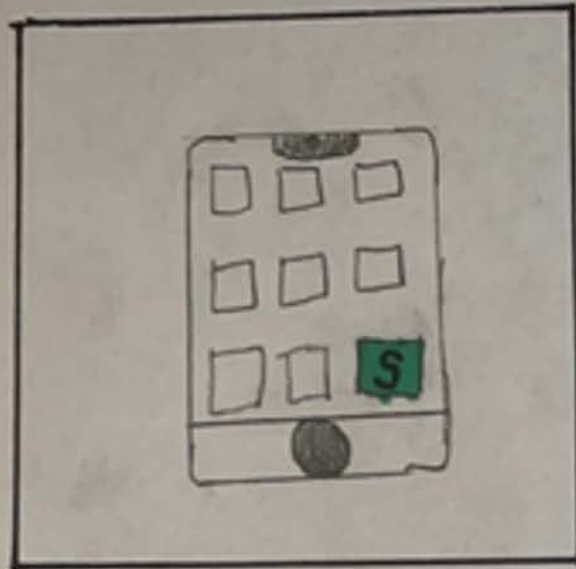
Jim finds info about upcoming events on campus.



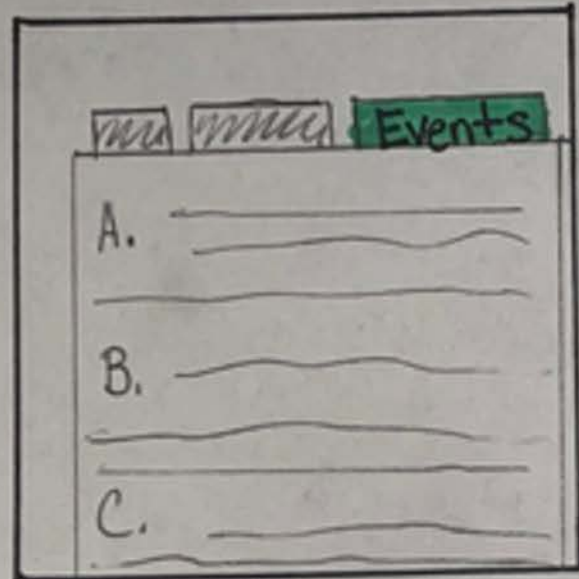
Jim goes to the event and meets new people.



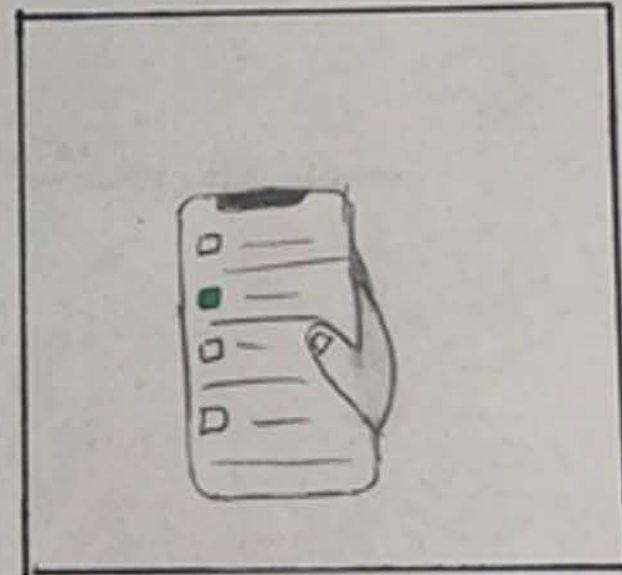
Scenario: An app that allows SoDAA members to find events around campus.



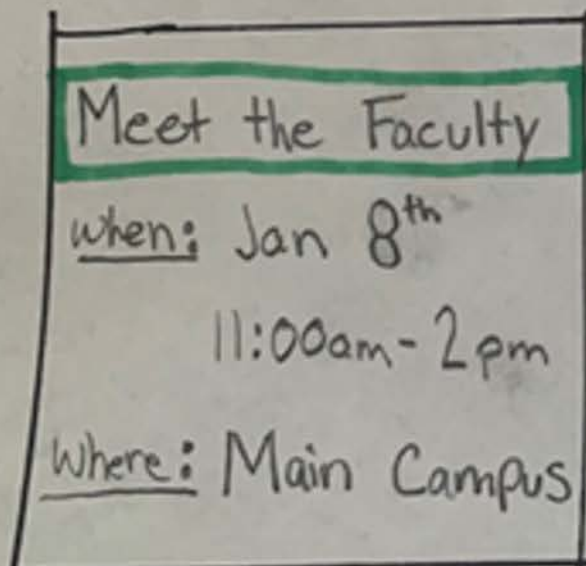
User finds SoDAA app and taps on home page.



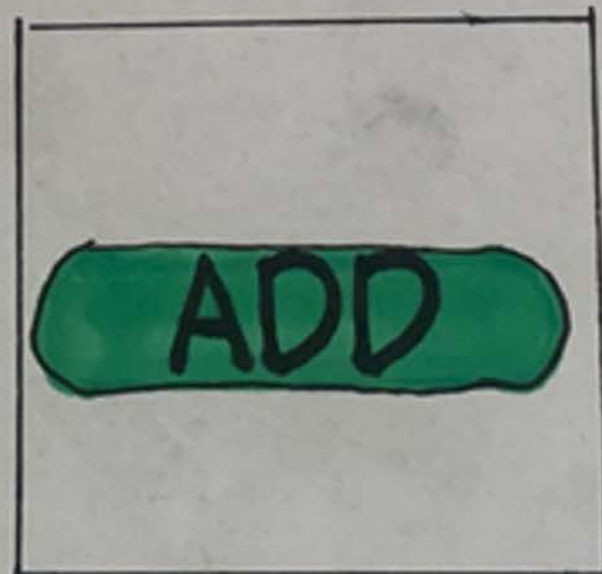
User finds the events tab and taps it.



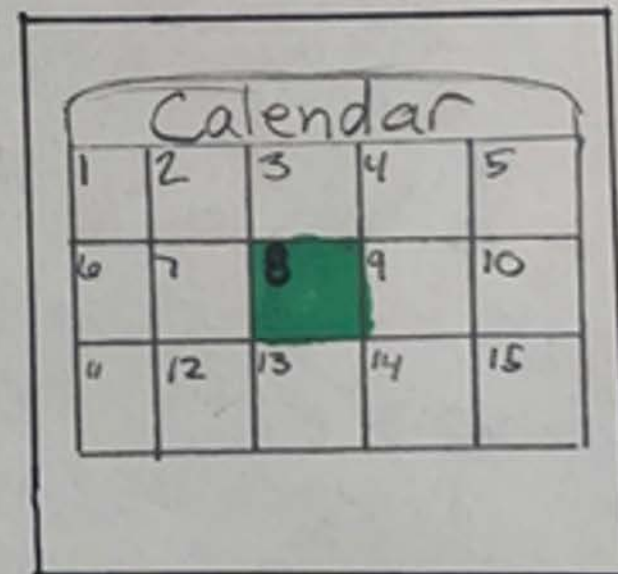
User scrolls through the events list.



User selects an event.

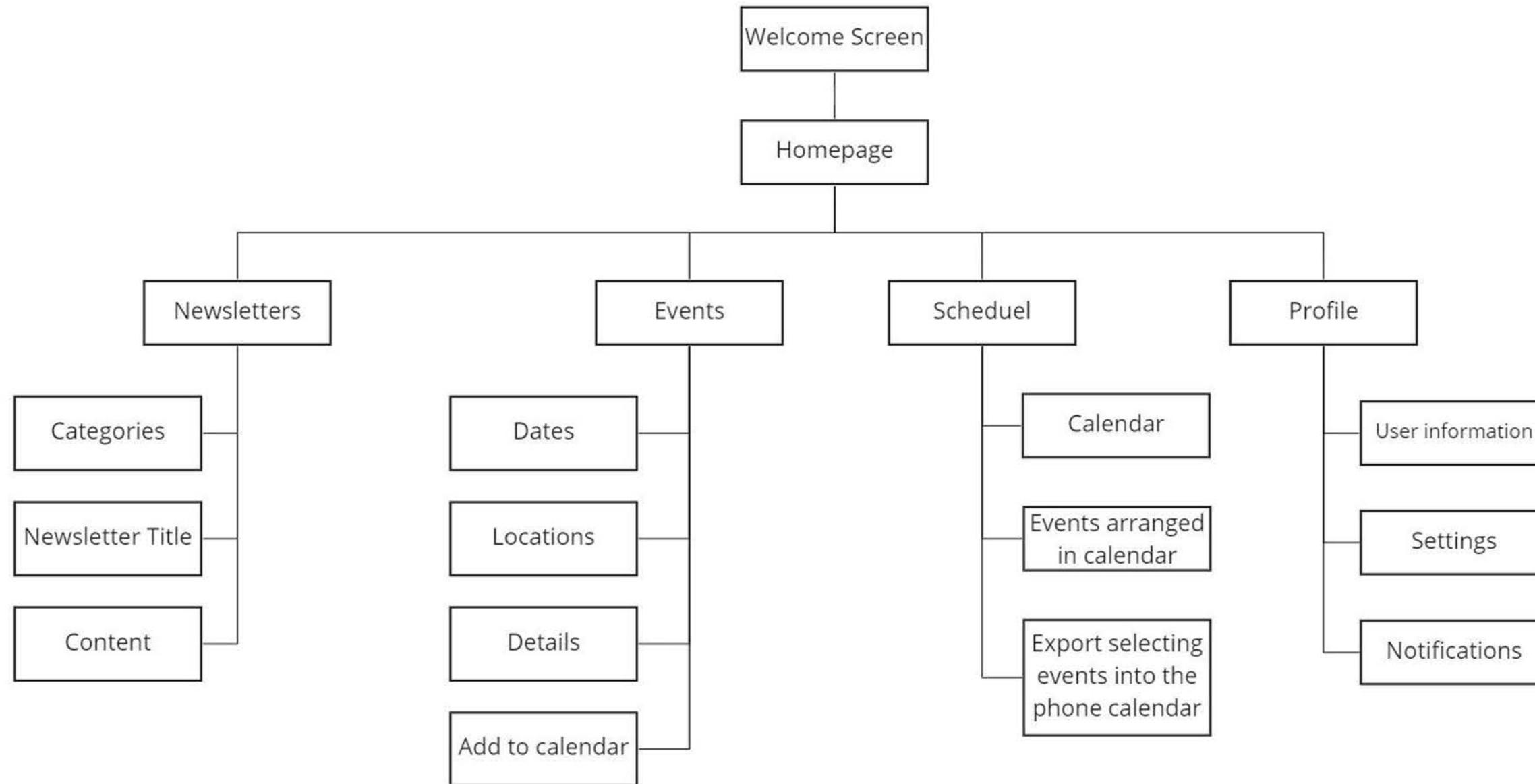


User taps on the add to calendar button.



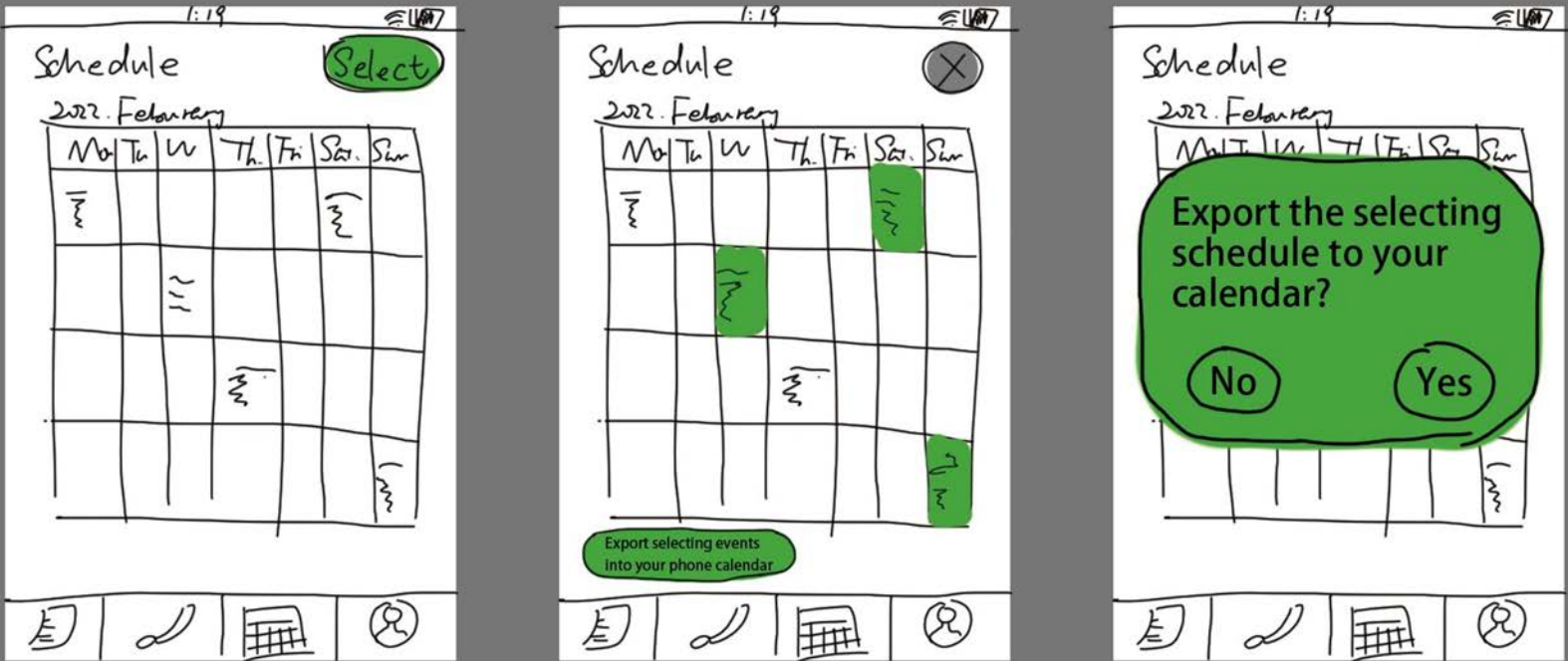
The event is added to their calendar.

# Ideation: Information Architecture

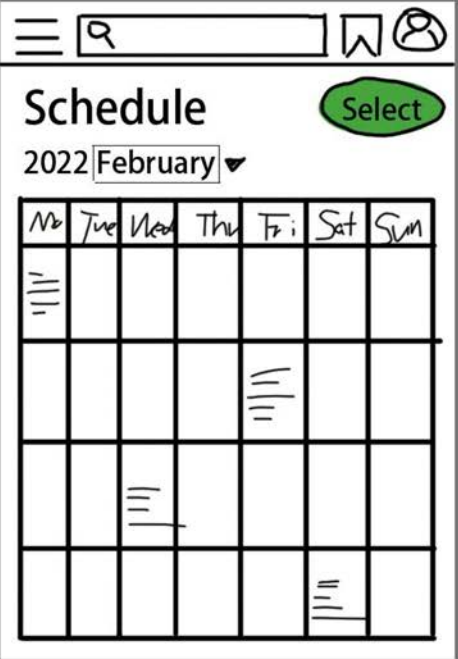


# Ideation: Wireframes

Schedule page option 1

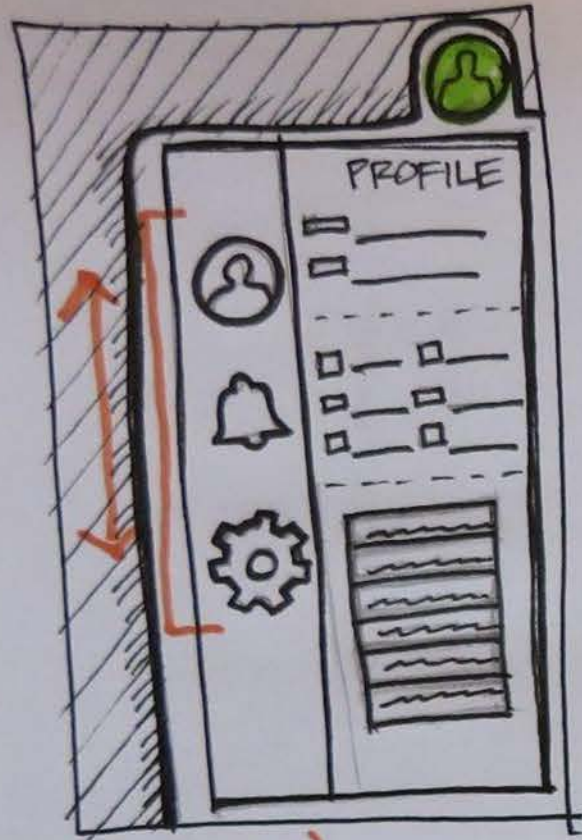


Option 2

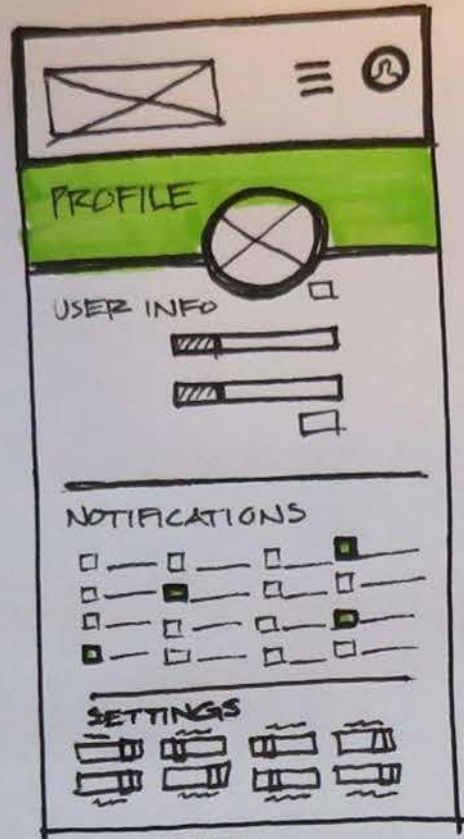




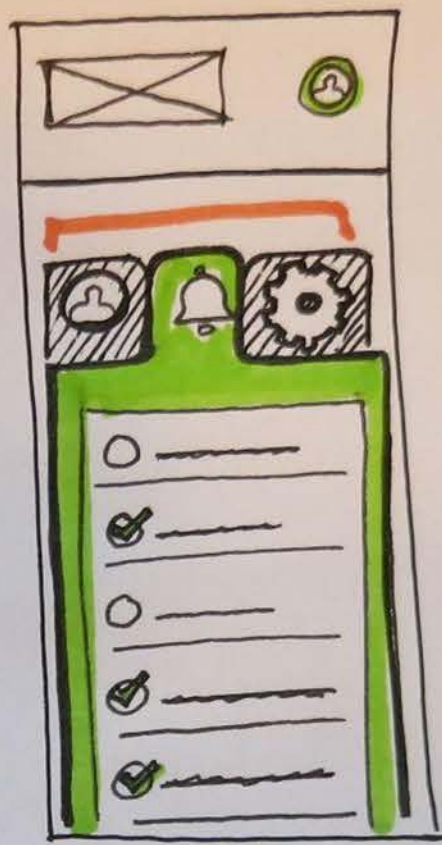
# PROFILE



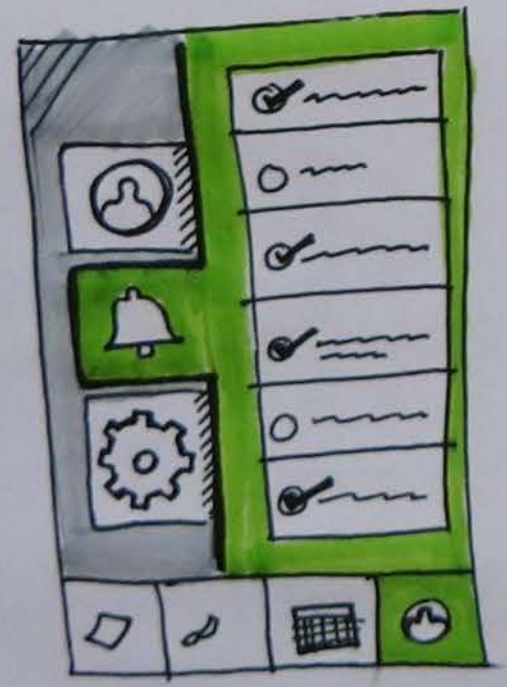
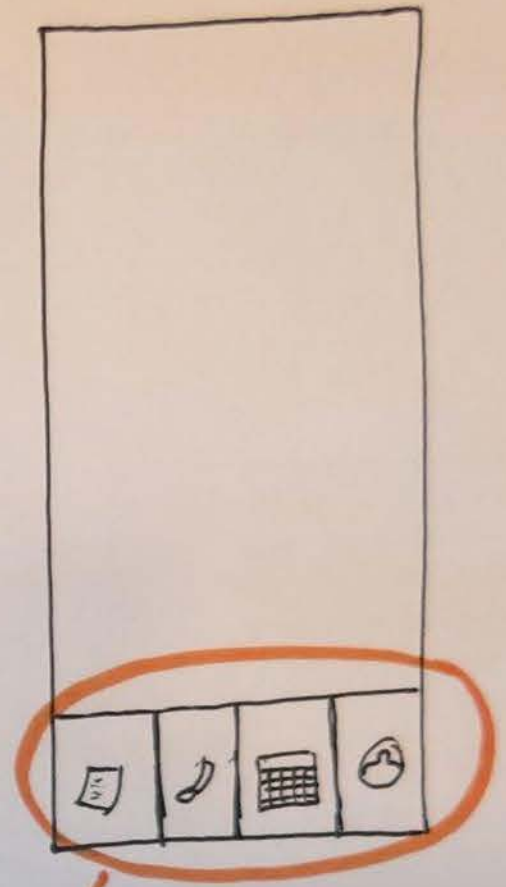
STYLE 1



STYLE 2



STYLE 3





# Events

A hand-drawn mobile app header and navigation bar. The header contains a hamburger menu icon, a search bar, a red flag icon, and a person icon. Below the header is a navigation bar with a red flag icon and a green box labeled "Events". At the bottom is a navigation bar with three icons: a calendar, a location pin, and an envelope.

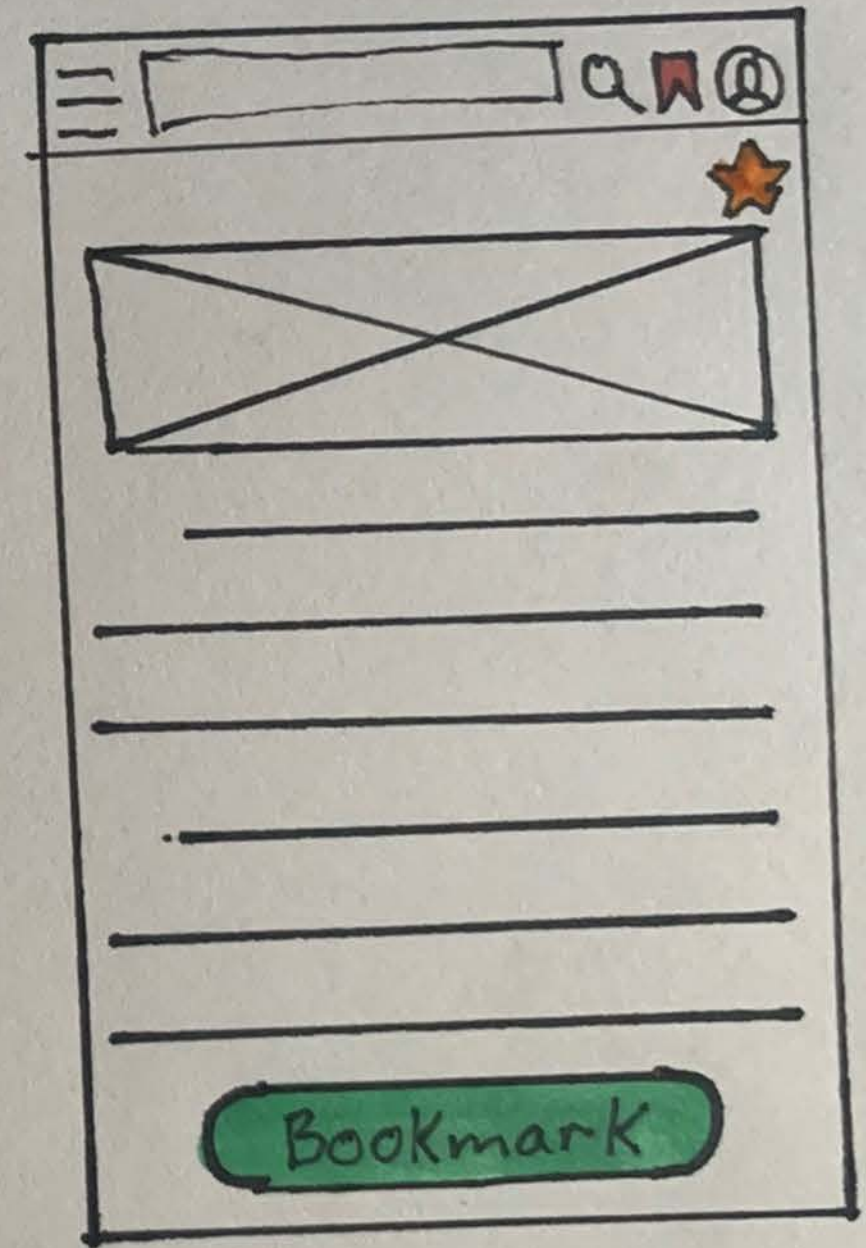
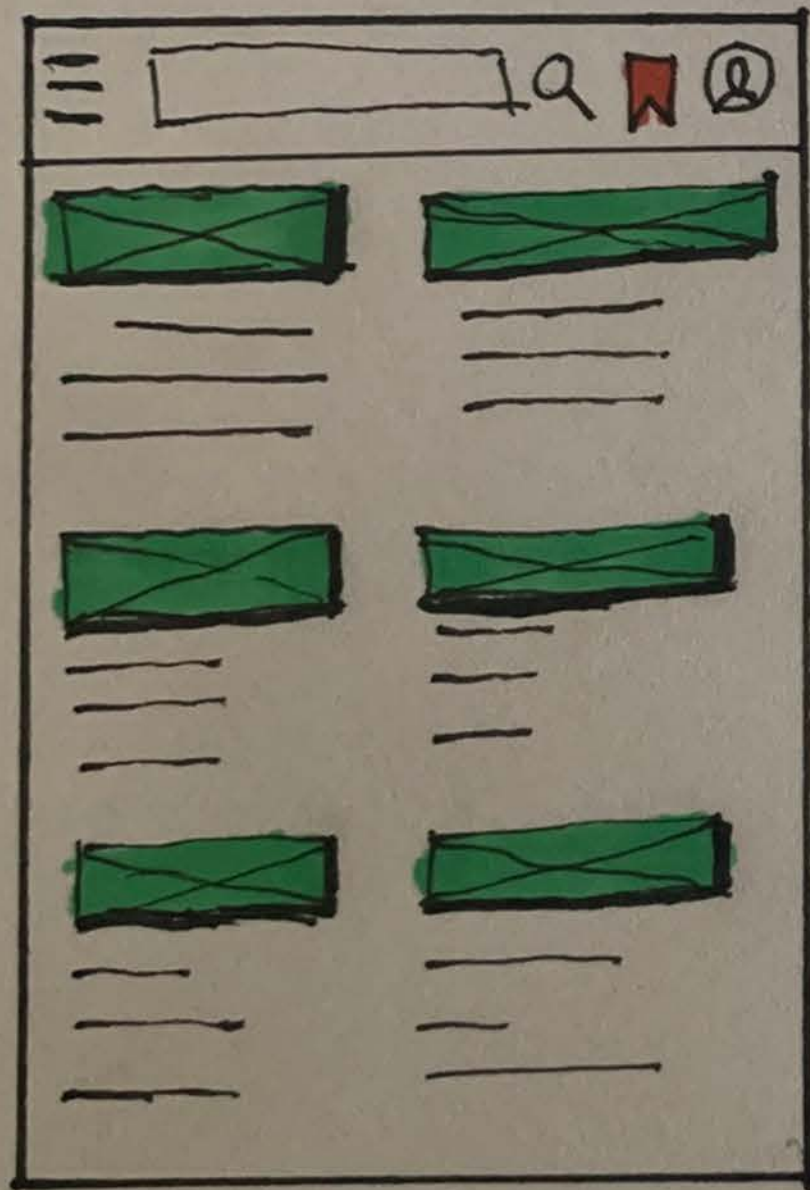
A hand-drawn mobile app list view. The header is identical to the first sketch. Below the header is a green box labeled "Events". The list contains three items, each with a red flag icon and two horizontal lines for text.

A hand-drawn mobile app event detail view. The header is identical to the first sketch. Below the header is the text "Event Name". Underneath is a date field containing "Jan 26th" and two horizontal lines for text. Below that is the text "Location" followed by an arrow and a location pin icon. At the bottom is a green button labeled "ADD" and a calendar icon.

A hand-drawn mobile app confirmation dialog. The header is identical to the first sketch. The main content area is a light gray box with a blue border. Inside, the text "Add to Calendar?" is centered. Below it are two buttons: a green button labeled "Confirm" and a white button labeled "Cancel".



# Newsletter



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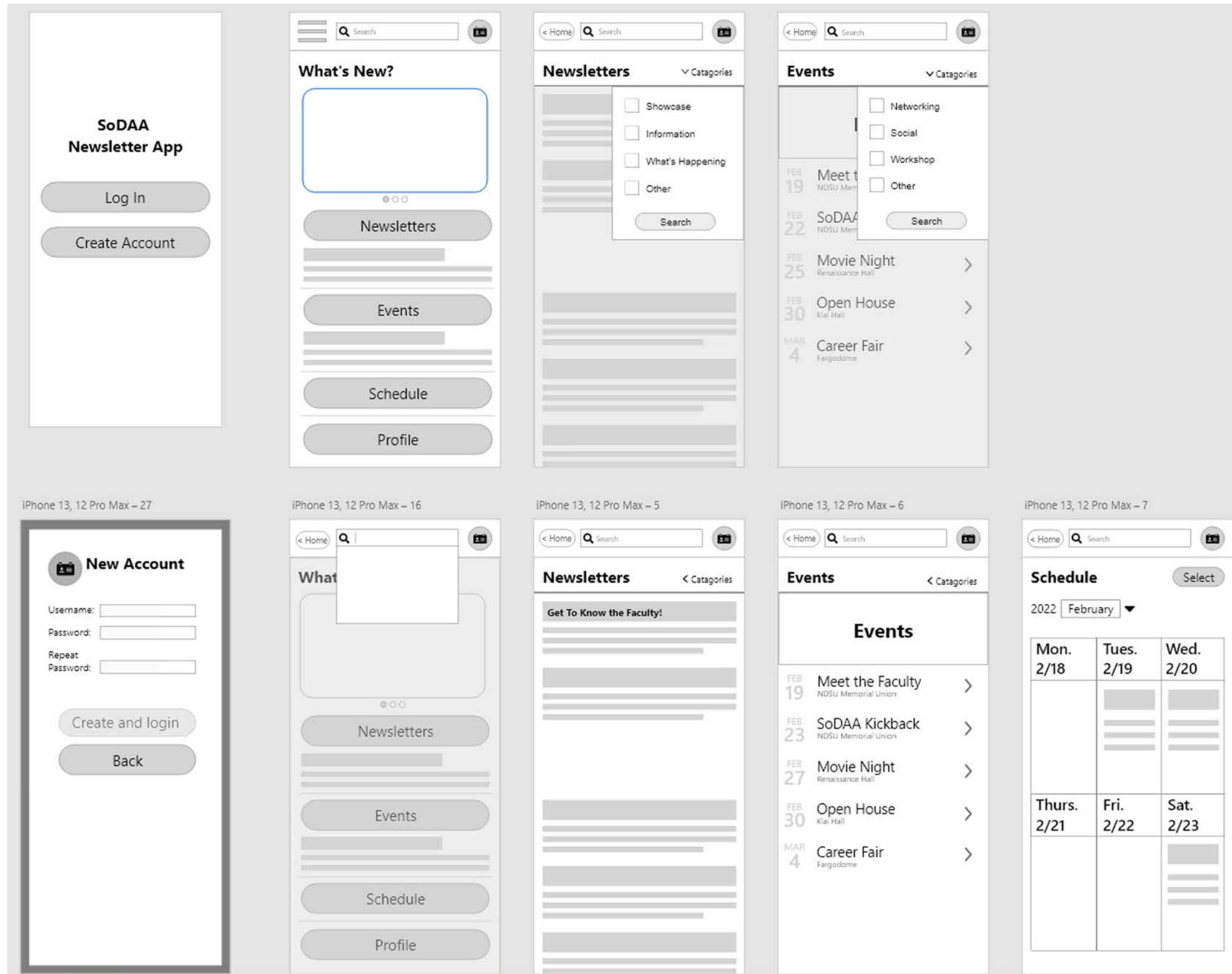
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# Prototype and Testing

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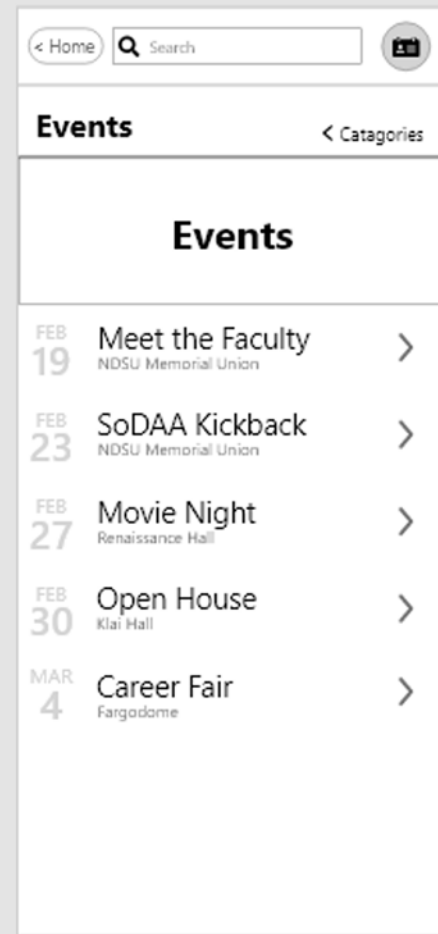
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# Low-fidelity prototype

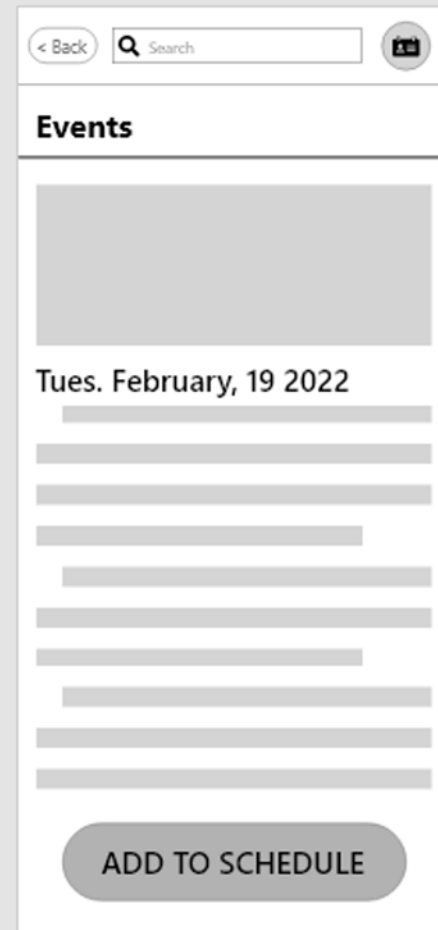




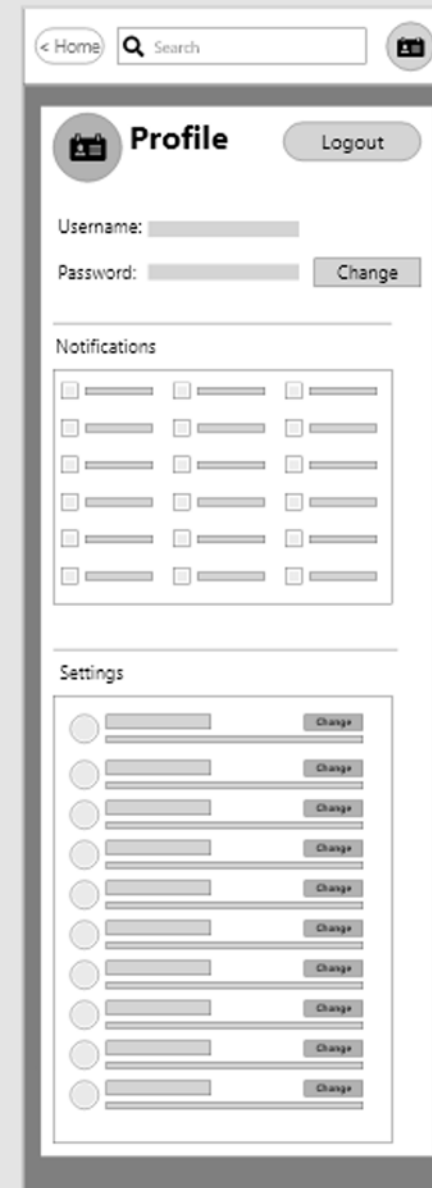
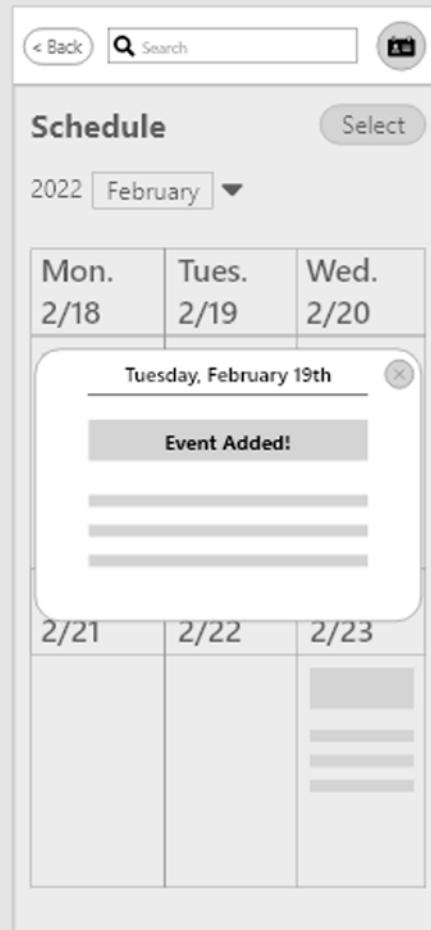
iPhone 13, 12 Pro Max – 10



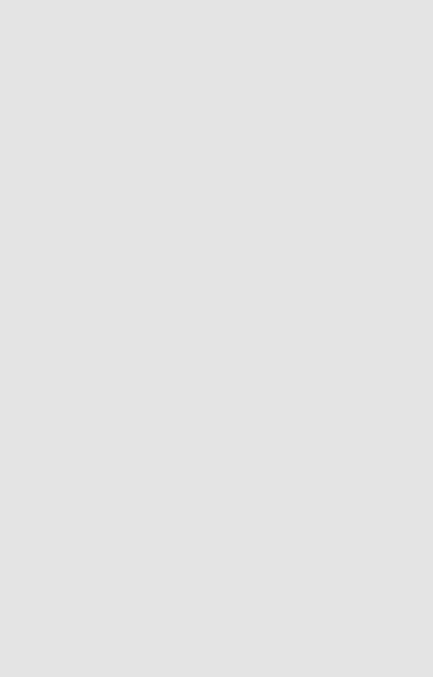
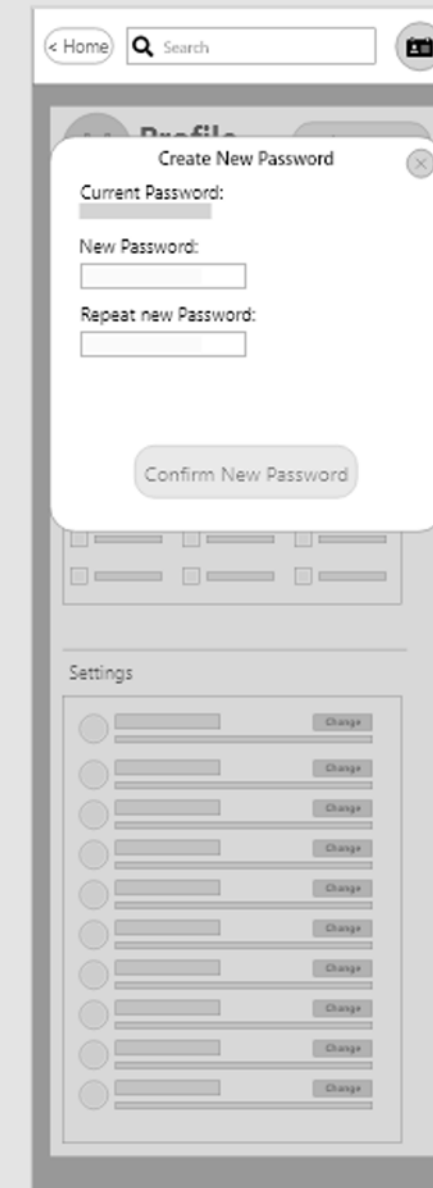
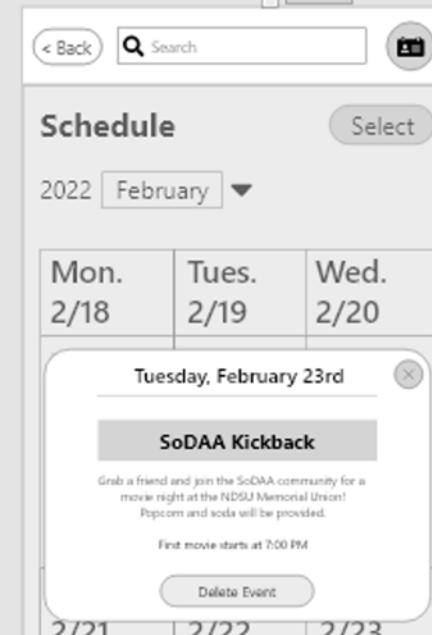
iPhone 13, 12 Pro Max – 11



iPhone 13, 12 Pro Max – 12



iPhone 13, 12 Pro Max – 17





# Prototype Testing

## Task Testing

- Create a new account and login
- Change your password in your profile page
- Change your notification and settings in this app
- Check your schedule to see what you have happening on Saturday, February 23rd.
- Delete the SoDAA Kickback event on February 23rd from your schedule
- Read the latest newsletter
- Filter event categories for upcoming Networking events
- Add the "Meet the Faculty" event to your schedule

## 6 participants

### Problems :

- Two of the participants had a little trouble with the notifications in settings.
- Two of the participants were confused about the three lines on the top left of the home screen because it's not functional.
- One of the participants did not successfully figure out how to filter event categories.

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# Visual Design

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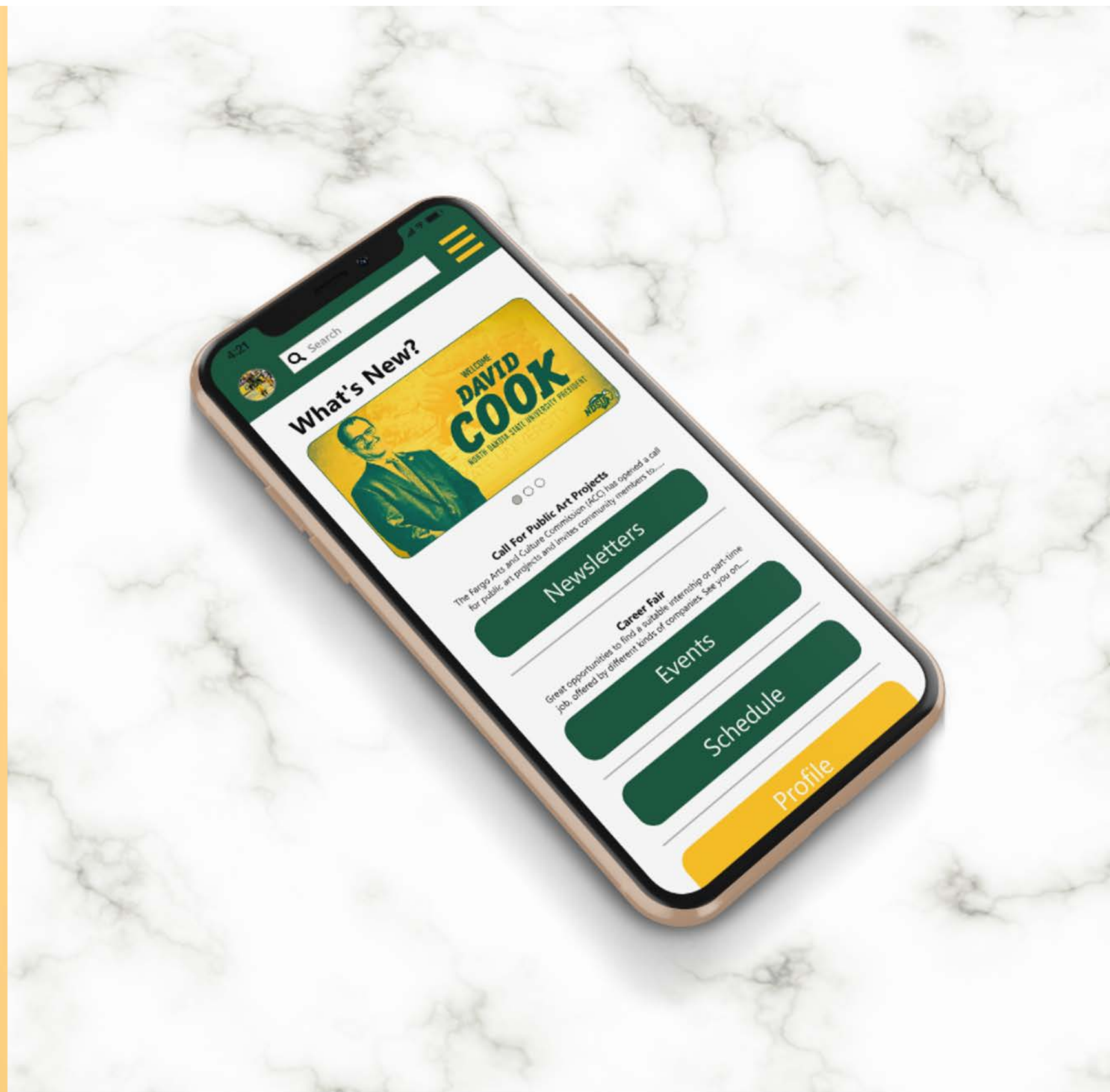
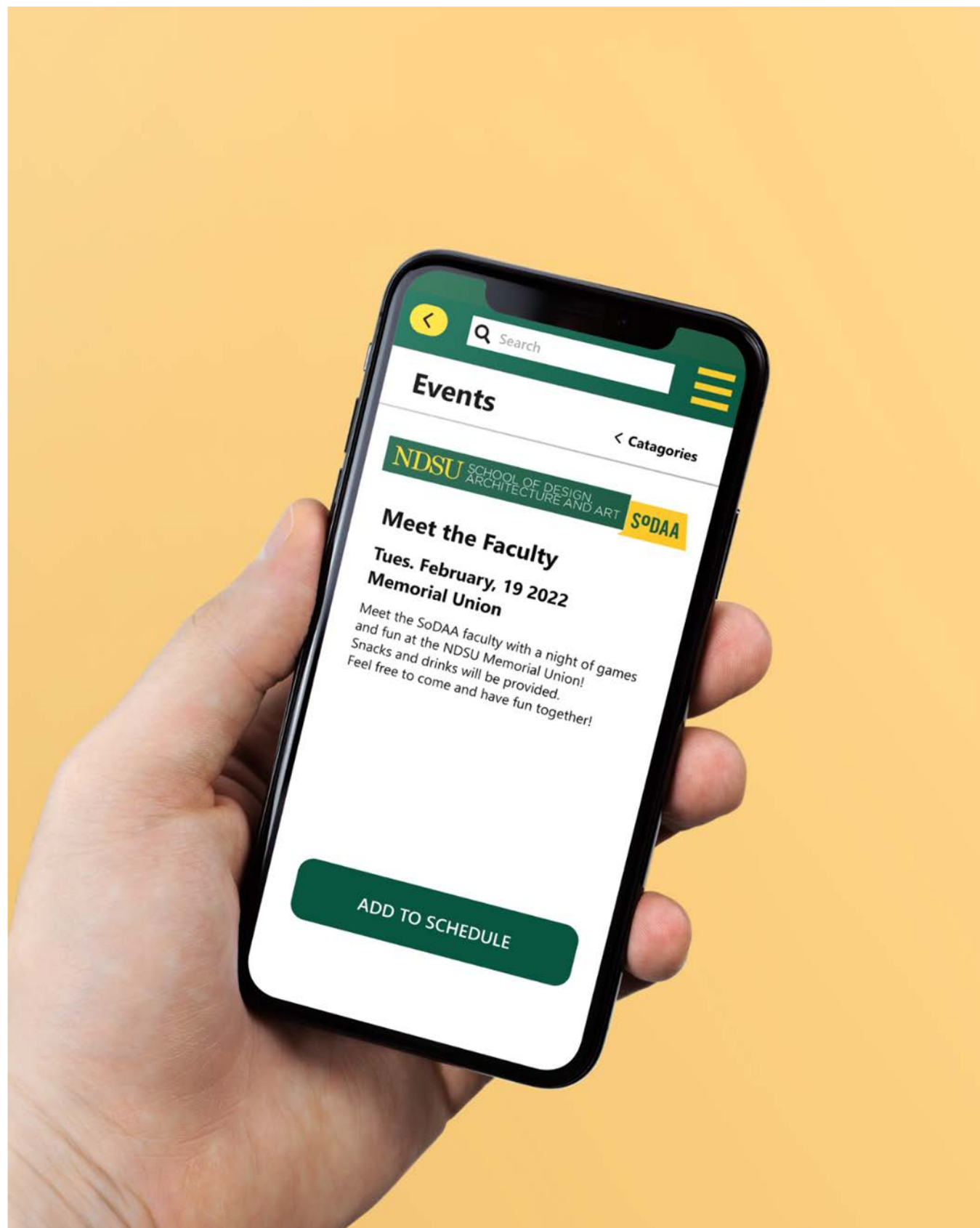
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# Visual Design





# Visual Design



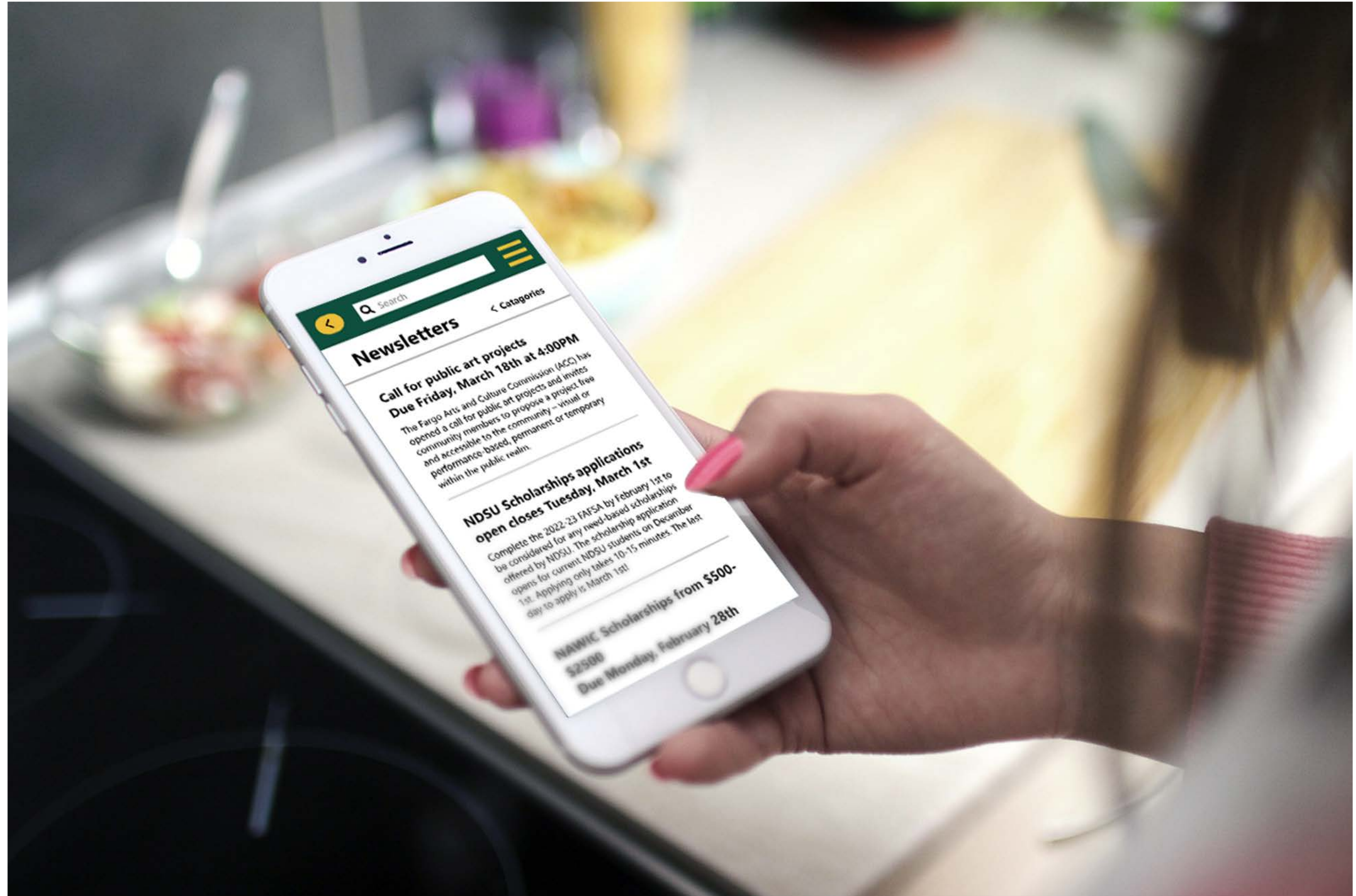


# Visual Design





# Visual Design



# Visual Design

