

Clink!



Creating Community through Connection

- Phoebe Huang, designer and researcher
- Vy Nguyen, designer and researcher
- Michaela Smith, designer and researcher

Overall Problem

Finding ways to engage in community life is hard, even when it's something you care about doing.

Sometimes it is challenging to find things that both interest you and fit your schedule, and sometimes there is so much going on that it's difficult to sort through and remember when things are happening.

Our CIs showed that main impediments to community engagement involved the lack of convenient, reliable, and customizable access to information.

Design Research

Contextual Inquiries:

CliA events - student and administrator

Music Department - Event planner

Themes:

Encourage good fit

Constraints: Transportation, Time availability, Technology, Not knowing...



6 Tasks

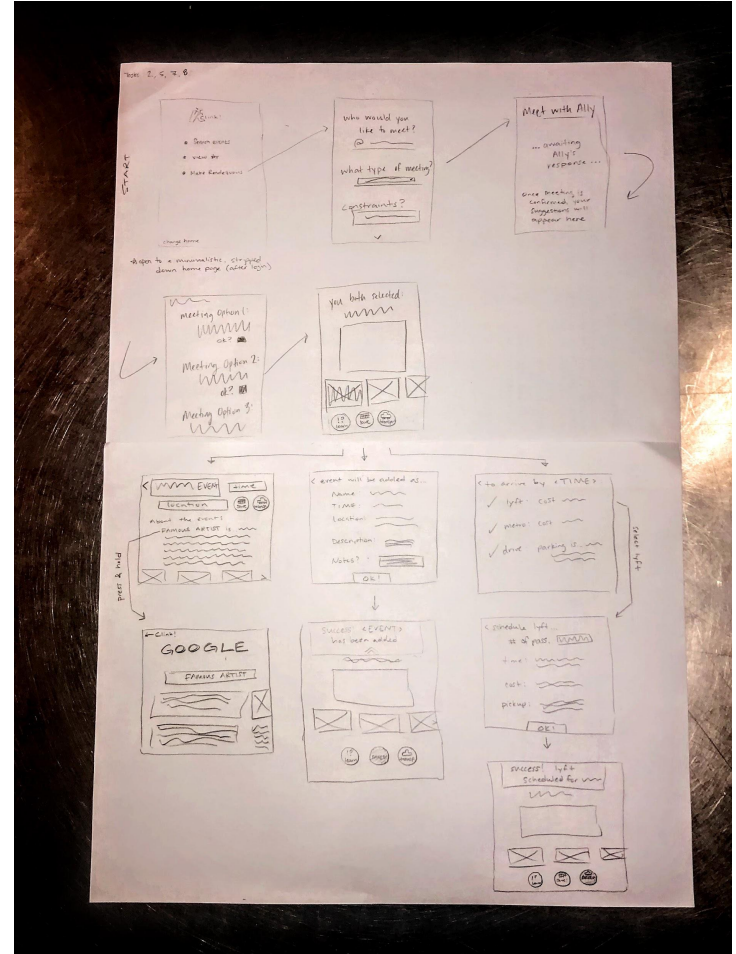
1. Search events based on personal preferences and filters
2. Publicize events for others to see
3. Share events with friends
4. Receive optimized event recommendations
5. Easily arrange transportation
6. Schedule meetups with friends based on preferences and availability

*former tasks: access detailed information, integrate with personal calendar

3 Design Sketches

Tasks:

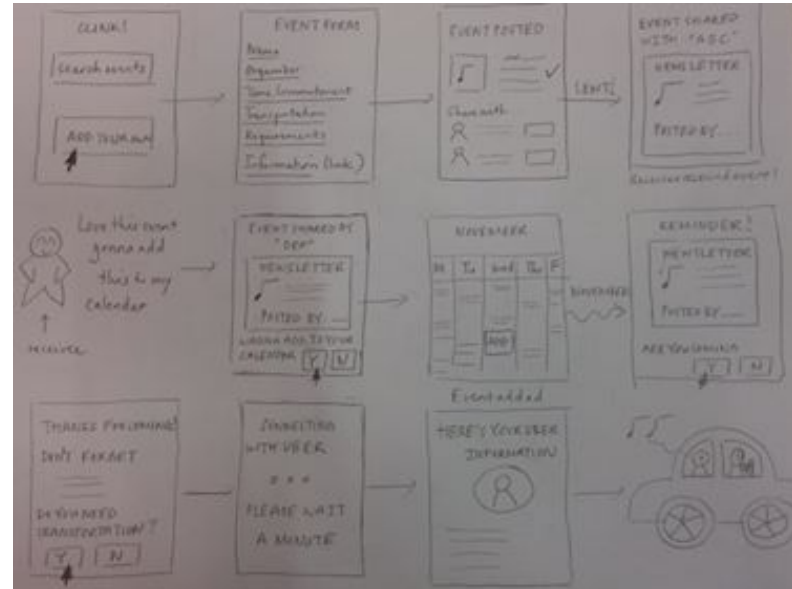
- Meeting a friend
- Gather information
- Save to Calendar
- Schedule Transportation



3 Design Sketches

Tasks:

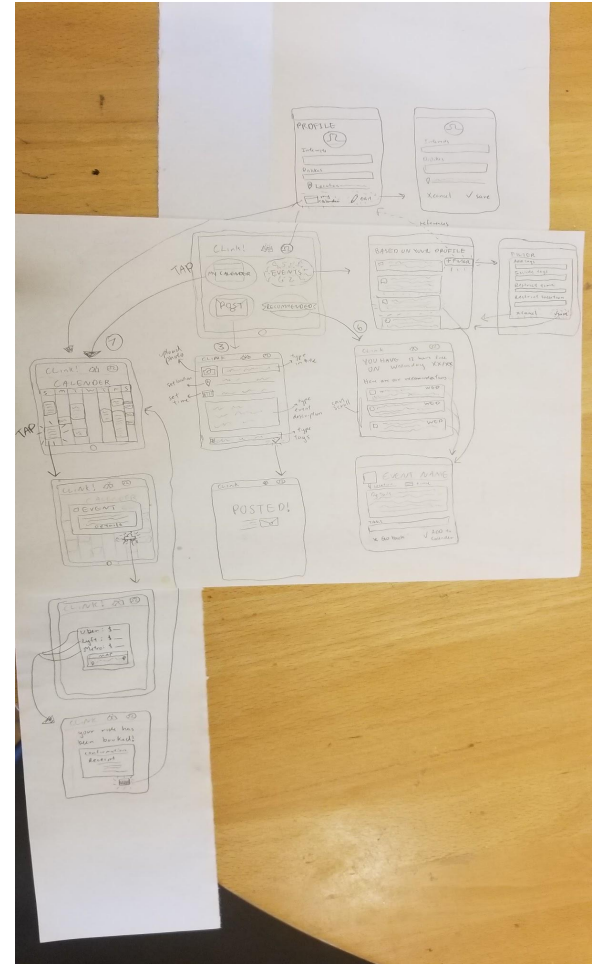
- Add event
- Share event
- Add event to personal calendar
- Schedule transportation



3 Design Sketches

Tasks:

- Search event based on personal preferences
- Publicize events
- Receive event recommendations
- Schedule transportation



Selected Design Storyboard and Tasks

- Mobile design is the best fit for people on the go, which is especially important as our app uses location data
- Minimal layout reflects our goal of simplifying the user's life
- Clearly displays features users can engage with to complete tasks and supporting tasks

Selected Design Storyboard and Tasks

- **2 Main tasks:**
 - Search events based on personal preferences and filters
 - Receive optimized event recommendations
- **Supporting task:**
 - Set up user preferences in a profile page

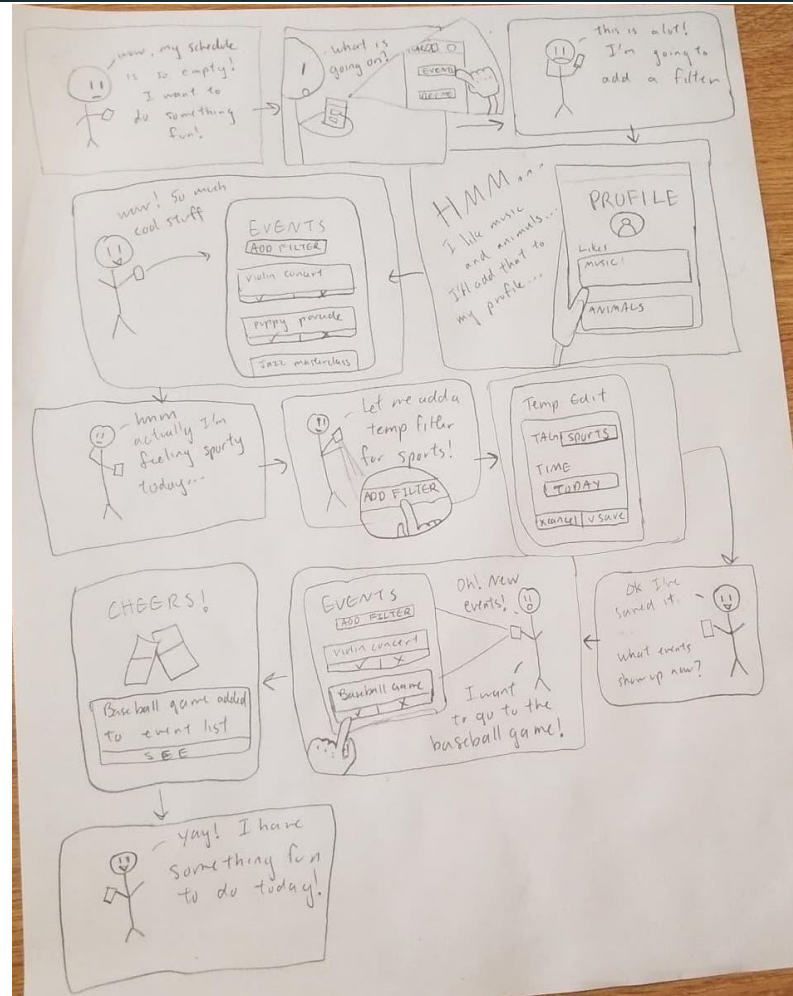
Storyboard 1:

Preferences filtering:

Interests: animals and music...

with a temporary sport filter!

→ Baseball game found!



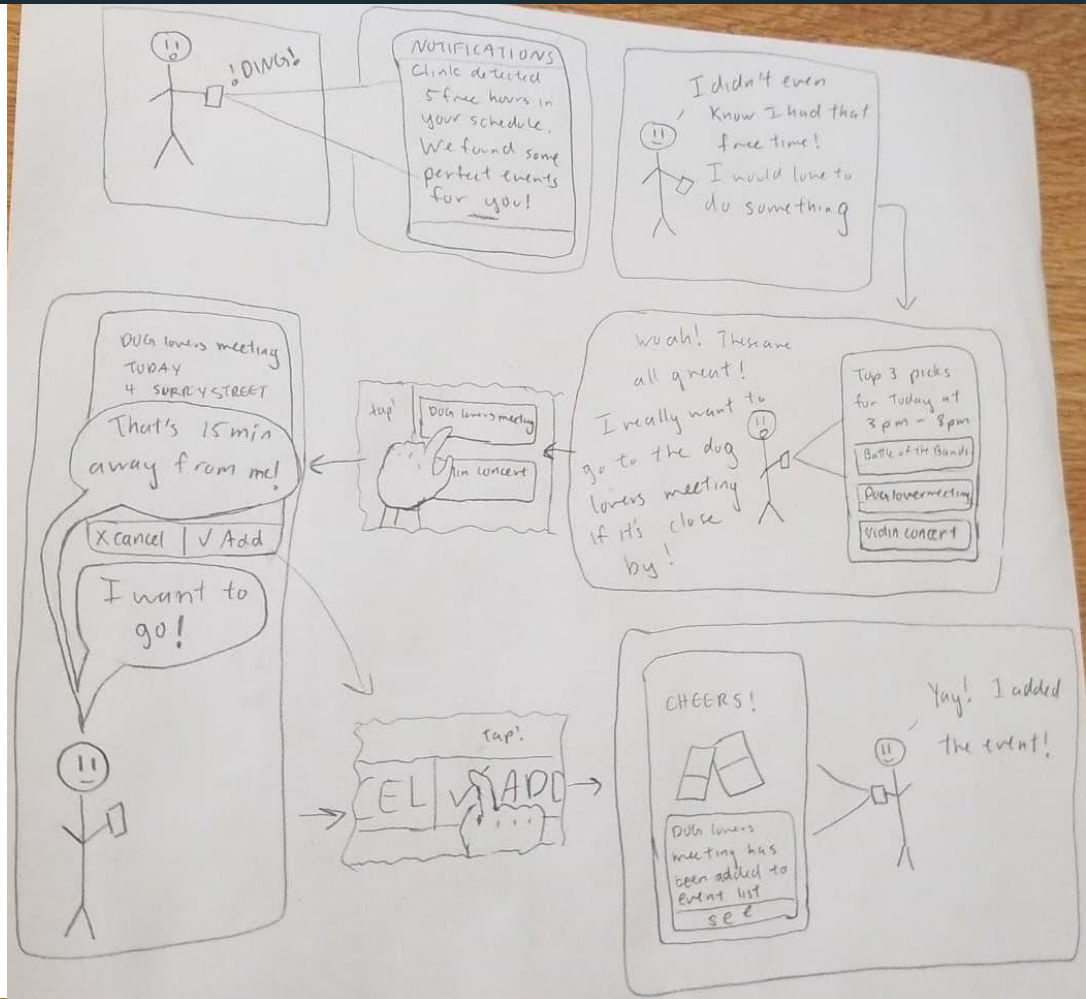
Storyboard 2:

Recommendations:

Interests: animals and music

Clink! detects free time

→ Recommends a dog lovers meeting during that time frame!



Summary & Reflection

The main thing we learned through this process is that it was really important to focus on developing a complete view of the problem before trying to think of solutions.

When we started, we often spoke in terms of 'solutions' even as we were trying to identify what the main problems were. This made it harder to change our focus as we learned more about the issue. It was tempting to want to stick to our initial solution and just update it slightly as our understanding of the problem shifted, when really we shouldn't have had any main ideas for what to make as a solution when we were still in the research phase.



Questions?

