BGU Meet UP

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Value Prop, Problem and Solution Overview

"connecting people by events"

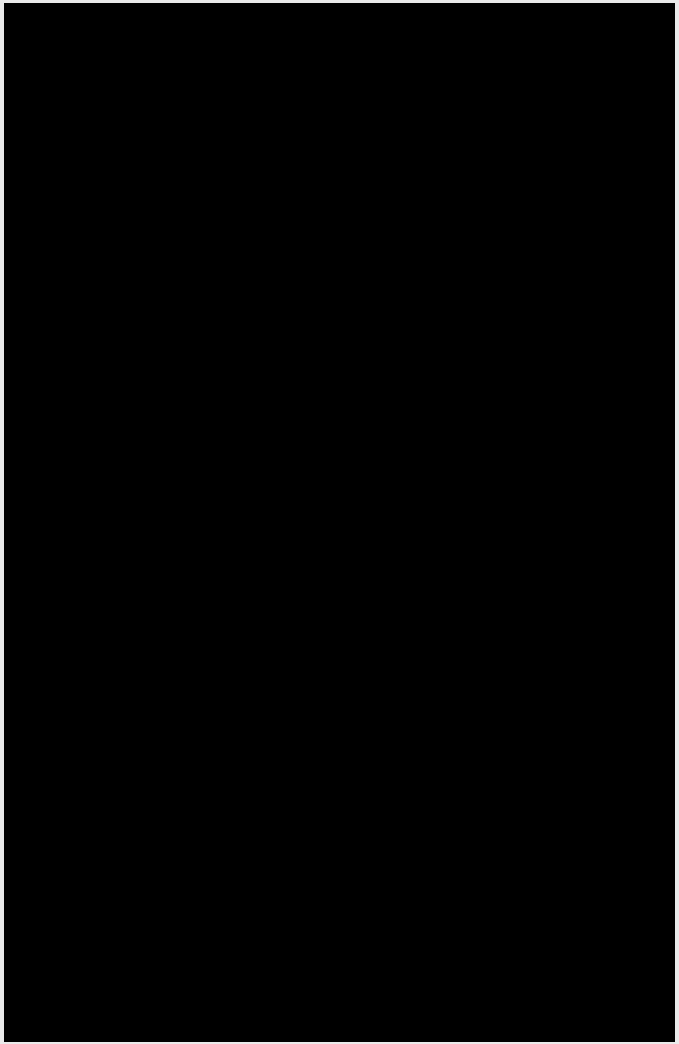
After the covid 19 pandemic we all experienced social distancing and most of us became a couch potato, our app "BGU Meet UP" can offer a resolution for this problem.

We created an app that allows people to create, join, and search for events. Our app is suitable for any person of any age and with different preferences, it helps them to connect and bond with other people with similar interests, so that every user of the app will overcome the social distancing and the laziness.

Tasks

- **Simple** - Join event: In order to join an event a user should scroll down (every scroll there is another single event), when the user finds an event that is suitable for him he will press the join button and accept or deny a reminder, then the join process is complete.
- **Medium** - Search for events: In order to search for a specific event you can use a few technics: filtering/sorting, by map (on the map you can find friends and events), by categories and by key words.
- **Complex** - Create event: In order to create an event a user needs to fill a form that is divided to steps : choose categories, choose photos , event details and inviting friends

Paper prototype video



Paper Prototype Testing

a) Methodology

Demographics: Teens, young adults

Recruitment: Family members/friends because of corona restrictions

Environment: Home

Procedure: We gave participants the following tasks:

1. Join the baking event.
2. Find Lionel Messi on the search map.
3. Create a beach party where you will celebrate the summer and the party starts at 03/04/2021 at 19:00.(add age limit to 18 years old).

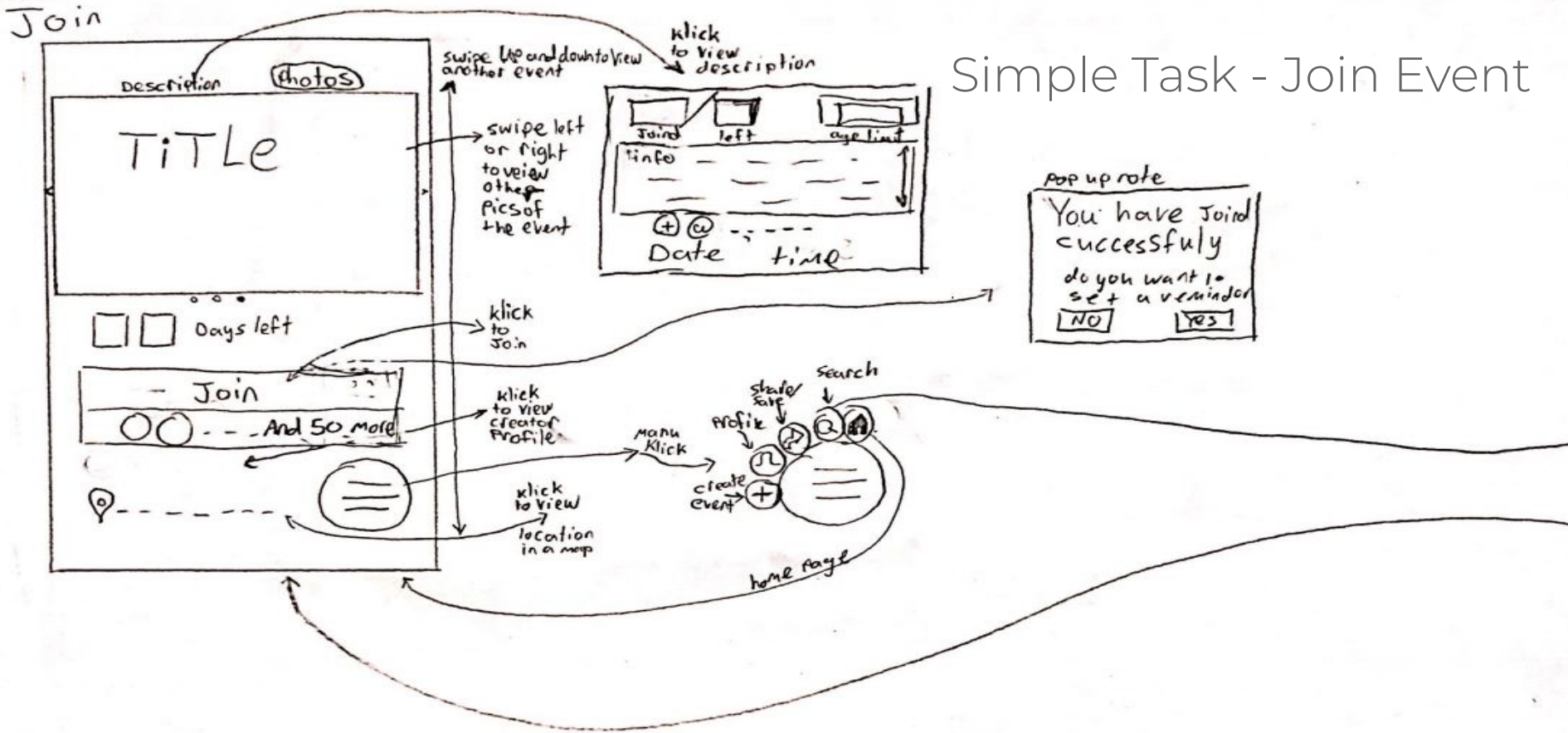
We asked the participants to complete the 3 tasks. Collect the data/results. Interview them about their experience with the app. Draw conclusions from the interview.

Paper Prototype Testing

b) Changes after testing

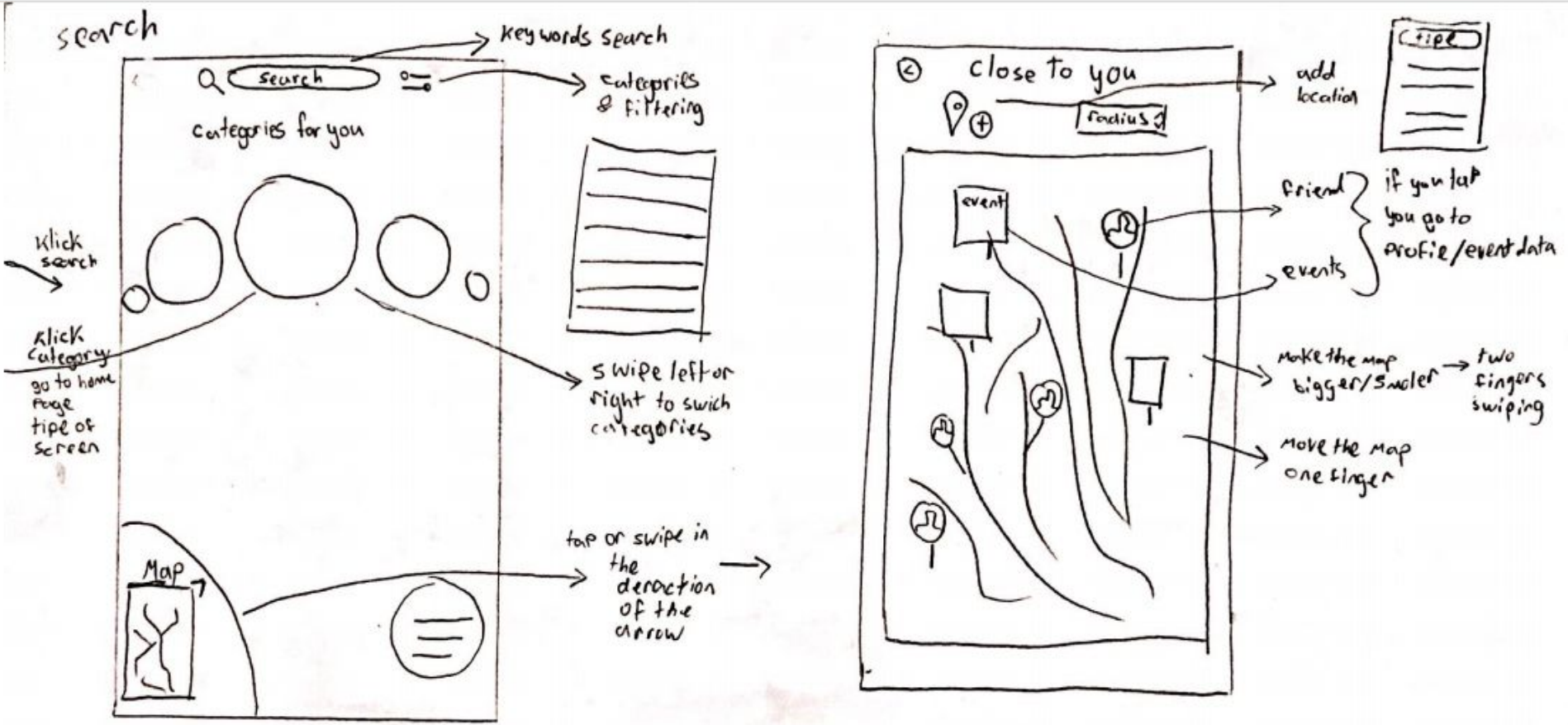
- Changed the button layout
- Made the event pictures bigger
- Used monochrome colors
- Changed the menu design
- Blurred the background when opening the menu
- Made the profile pictures bigger

Medium-Fi Prototype Task Flows



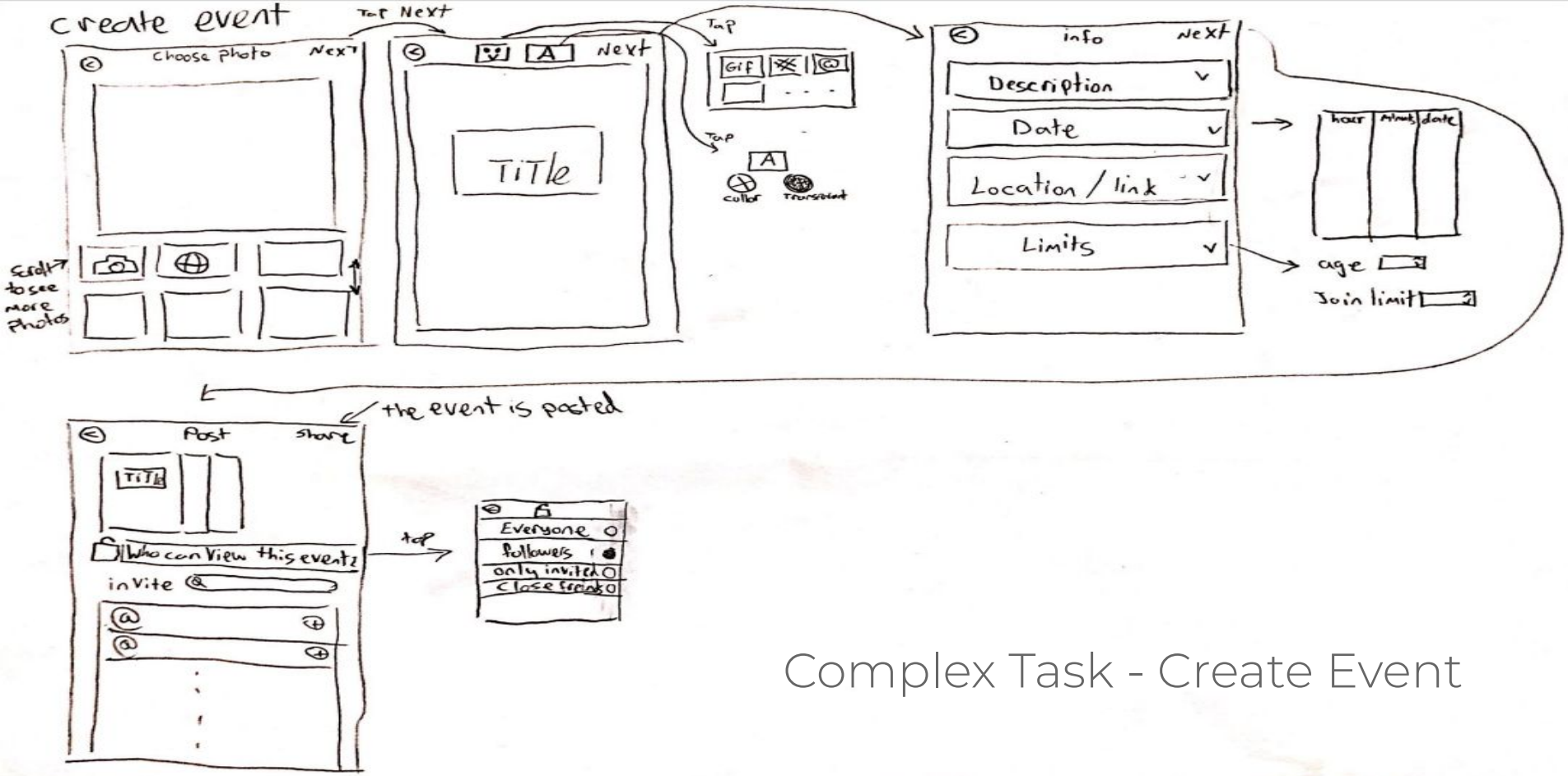
Simple Task - Join Event

Medium-Fi Prototype Task Flows



Medium Task - Search for event

Medium-Fi Prototype Task Flows



Complex Task - Create Event

Prototype overview

Limitations/tradeoffs

- for create event task we put every input on the same page and not on seperate wireframes because the users who were testing our app wanted to have all the inputs on the same page
- for switching between pictures and categories we had to use arrow buttons for moving right or left instead of swiping with fingers because of Balsamiq software limitations
- we wanted that the location bar was dynamic with the movement on the right underneath the specific event. but again it was not possible because of Balsamiq software limitations.

Prototype overview

Wizard of Oz techniques

- We showed events to users instead of using an algorithm for suggesting events (in our specific case: Robin Williams is the follower of Lionel Messi who created the Baking Together event so we suggested Messi's event to him)
- The second task was to find Lionel Messi on the map so we put him close to the user's location on the map (the user who was looking at the map didn't even need to even change the radius of the map).

Prototype overview

Hard-coded features

- Hard coded text/number inputs - users can’t input text in balsamiq
- Profile details (followers, following, notifications, inbox, created events, going to events) - for easier representation
- News feed events details (photos, title, location, date, description, limits) - for easier representation
- Category types (nature, sport ...) - for easier representation
- Map (users, events) - for easier representation