



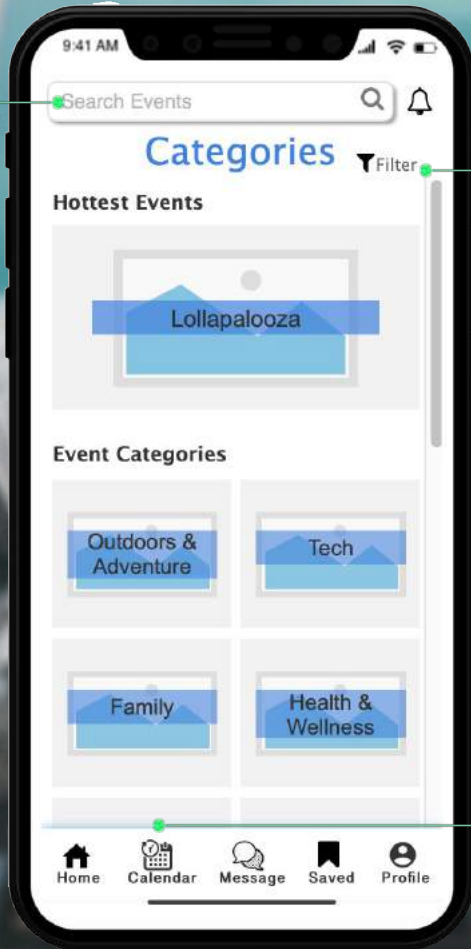
Social Q Mobile Application

Group 7

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What is Social Q?

Search Feature



Event Filter Feature

Calendar Feature

In a large city like Chicago, it's easy to get overwhelmed by the number of events and activities to choose from.

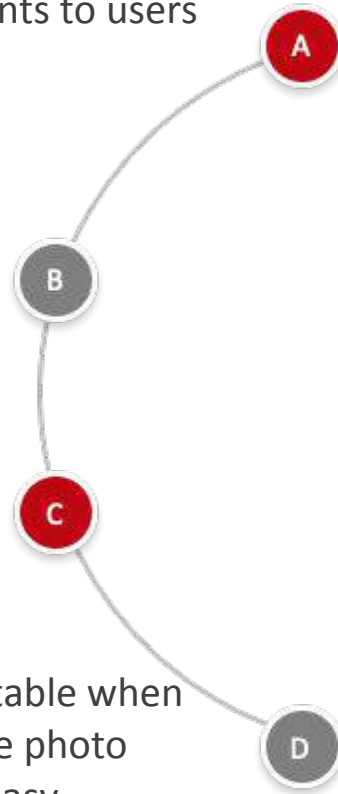
Social Q helps users expand their social network by providing an all-in-one social networking, scheduling and meetup solution.

Suggests events to users

Introduces users to new people who have shared interests by suggesting local events as places to meetup

Scheduling is simplified with easy-to-use personal calendar integration

Users can feel safe and comfortable when using Social Q because we make photo identity verification quick and easy



01

Ensure users can easily navigate

02

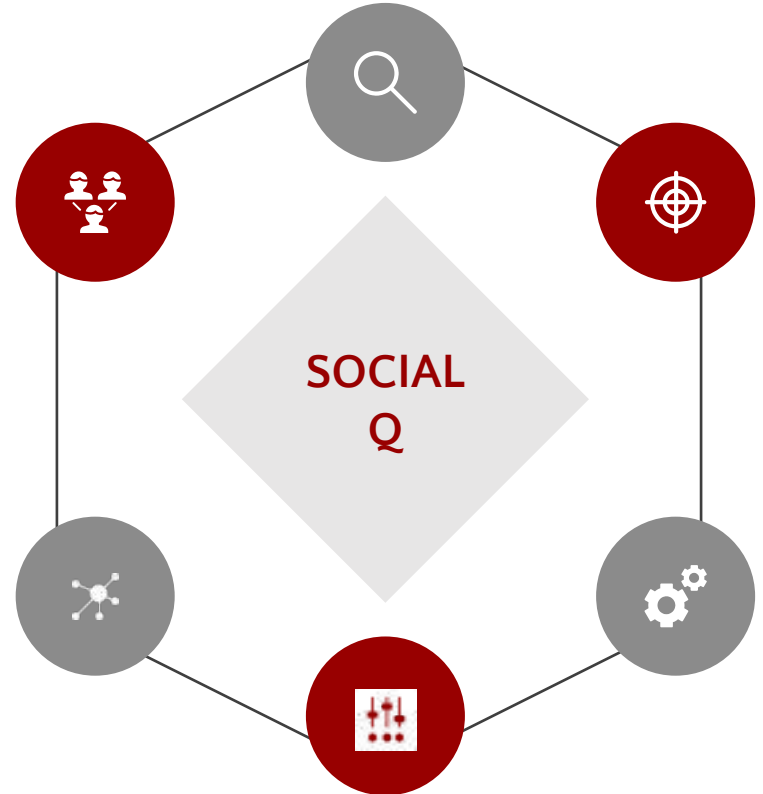
Provide appropriate filters to support user-event and user-user matching

03

Streamline scheduling to alleviate pain points identified in Journey Maps

04

Implement security features that provide proactive solutions to user's sense of safety within the app



GOALS	METHODS
Create easy navigation through intentional content strategy & information architecture	Storyboarding Hybrid Card Sort Chalkmark
Filtering for User-Event & User-User matching	Competitive Analysis 2 Prototype Usability Tests (in-person & remote)
Simplify Scheduling & Coordination	Preliminary Interviews Journey Mapping Group & Individual Sketch
Proactive security that empowers users and is easy to use	Journey Mapping Competitive Analysis Usability Tests (talk aloud, completion rates, errors & SUS)



Target Users

- Live in Chicago
- 21 years old or older
- Interested in meeting new people
- Want an easy way coordinate outings with others



Passive Users

Open to meeting new people and try new things. Attends events and activities that they are invited to by friends and others.



Active Users

Enjoys trying new activities and loves researching what is happening locally. This user typically coordinate friends and family member's schedules around an event that they discovered.



"I moved to Chicago a few months ago and started a new job. I want to make friends and get to know people outside of work"

Age: 36
Work: Behavior Interventionist
Status: Single
Location: Pilsen, Chicago
Gender: Male

Bio

Jeff is from southern California. He has moved to Chicago to start a new job and is anxious to meet new people . He is not sure what to expect his first winter in the midwest.

Goals

- Make new friends outside of work
- Looking for outdoor activities and team sports
- Get comfortable with his new neighborhood

Frustrations

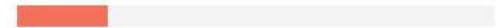
- His first summer in a new city, does not have one easy way to find events.
- Needs help finding good vegan and vegetarian-friendly restaurants near his apartment.

Motivation

Incentive



Fear



Growth

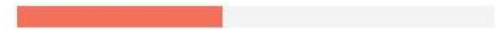


Social



Technology

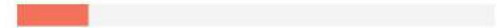
IT and Internet



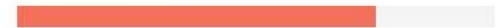
Mobile Apps



Software



Social Networks





Jeff's Journey Map (Passive Event Goer)

36 years old, Behavior Interventionist



Customer journey

<p>Step 1: get invitation from friend to attend a storytelling event via a text message.</p>	<p>Step 2: Check his availability/ schedule in his calendar.</p>	<p>Step 3: Check the event description online (what this event about? and what is the theme of storytelling ?)</p>	<p>Step 4: He decides to go the storytelling, so accept the invitation with friends</p>	<p>Step 5: input / add this storytelling event to his google calendar</p>	<p>Step 6: He searches for that event info again online to see if he need to buy a ticket or it's free.</p>	<p>Step 7: Since the event it's free, he emails the event organizer that he's going to attend the storytelling event this weekend.</p>	<p>Step 8: He's waiting for the email. Then he receives the confirmation email from the event organizer that they have a seat available for him</p>	<p>Step 9: the storytelling hosting at the book store, he goes to the book store and meet his friends at the front door.</p>	<p>Step 10- He waits in line to register/ check-in at the entrance</p>	<p>Step 11: He participates the event.</p>
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Storyboard



Channel Usage

Channel	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10	Step 11
Face-to-face											
Online											
App											
Phone											
Phone											
Print											
Calendar											
Email											



Bio

Amber is tech savvy and loves to try new things. She enjoys attending a variety of different events and often takes the lead in coordinating fun outings with her friends.

Goals

- Simple way to find local activities
- A better way to plan outings
- Easy way to communicate about upcoming events with friends or new acquaintances

Frustrations

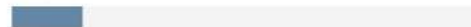
- Finding people to attend events with
- No Shows
- Coordinating a meet up place and time

Motivation

Incentive



Fear



Growth

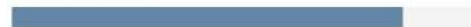


Social



Technology

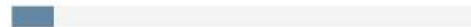
IT and Internet



Mobile Apps



Software



Social Networks



"I'm always looking to find something fun to do. Sometimes it can be hard to communicate and plan events with my friends"

Age: 27
Work: Marketing Manager
Status: Single
Location: Lake View, Chicago
Gender: Female



Amber's Journey Map (Active Event Goer)

27 years old, Marketing Manager



Customer journey

- Step 1: Searching for a cool event to attend this weekend
- Step 2: Browse Time Out Chicago and find out the independent film festival opening is at AMC river north this Sunday
- Step 3: Check on her calendar to see if there is scheduling conflict
- Step 4: Post the event link on her facebook to see if any of her friends are interested in going
- Step 5: Gather friends who are interested in a group chat to coordinate ticketing and meetup details
- Step 6: Buy group tickets
- Step 7: Send an reminder in the group chat to make sure people know where and when to meet
- Step 8: Meet with people at the movie theater
- Step 9: Watch the movie together
- Step 10: Catch up with friends post the movie deciding if he wants to go get some drinks nearby
- Step 11: Get back to home

Storyboard



Emotional journey



Channel Usage

Channel	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10	Step 11
Face-to-face											
Online											
App											
Phone											
Print											
Calendar											

- **Interviews**
 - 4 Participants, 3 Men, 1 Woman
 - Average Age: 35
- **Lo-Fi Paper Prototype Testing**
 - 4 Participants, 2 Men, 2 Women
 - Average Age: 39
- **Mid-Fi Axure Prototype Testing**
 - 7 Participants, 5 Men, 2 Women
 - 4 In-Person / 3 Remote
 - Average Age: 32
 - SUS Average Scores
 - Task 1 - Questionnaire: 83.14
 - Task 2 - Event Filter: 81.64
 - Task 3 - Find & Message Match: 82.36
- **Card Sort**
 - 8 Participants
 - Highest group in agreement: Event Categories at 65%
 - Other groups in agreement: Under 40%
- **Chalkmark Test**
 - 10 Participants
 - Average Success Rate: 69%
 - Task 1 Success Rate / Time: 40% / 21.65 Sec.
 - Task 2 Success Rate / Time: 60% / 11.88 Sec.
 - Task 3 Success Rate / Time: 100% / 4.98 Sec.
 - Task 4 Success Rate / Time: 70% / 7.04 Sec.

“Technology has made people anti-social, lazy, and not want to expand their social circle.”

“Try to think more about the security such as when buying the ticket, or if I have an extra ticket how will I find that person.”

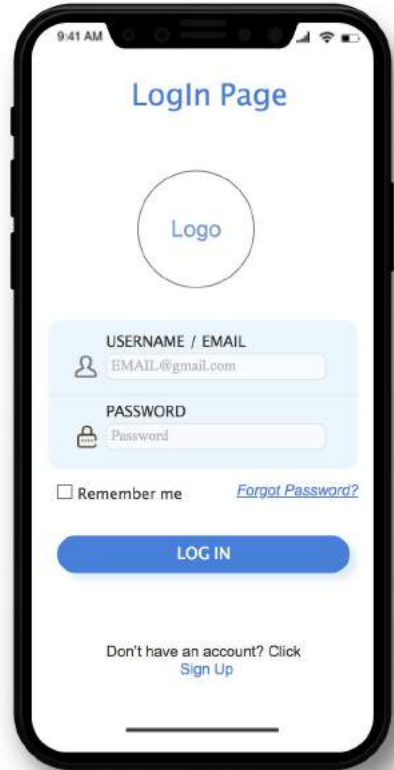
“I like how this app has pre-set messages to help me start a conversation with strangers. Sometimes, I am just too shy to ask someone out.”

“When meeting new people, I would be apprehensive if I don't know anyone there.”

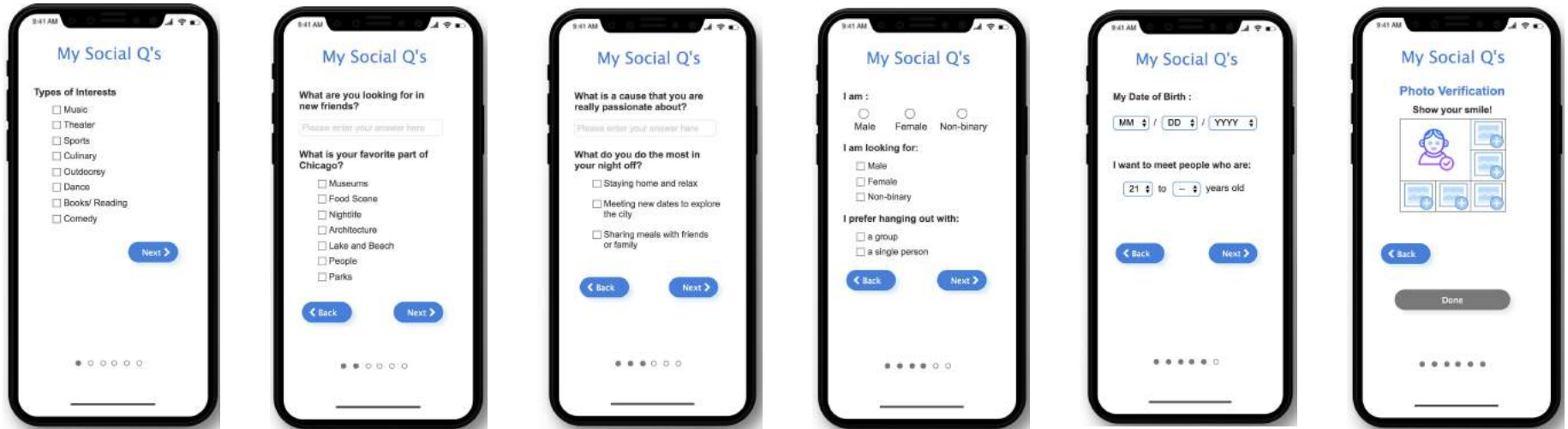
“The green checkmark is good and helpful on this kind of app.”

- Having a wide variety of event types was important to attract users of all ages.
- During the initial interviews, we discovered that we had 2 different user groups, active and passive.
- A compatibility questionnaire was created to help match users based on similar interests.
- Safety was a major concern that we learned early on that our users had. To help improve safety in the app, we implemented some security measures.
 - Verifying a user's identity by submitting photos of themselves doing specific poses as defined in the app. This will alert other users that this person is verified by displaying a green check mark.
 - Giving users the ability to block other users from contacting them and matching them for events.
 - A compatibility questionnaire and event sort / filter options allow users to only match with other users who meet their specific match requirements.

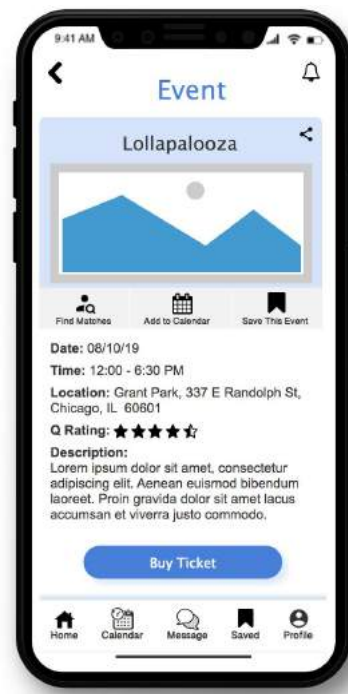
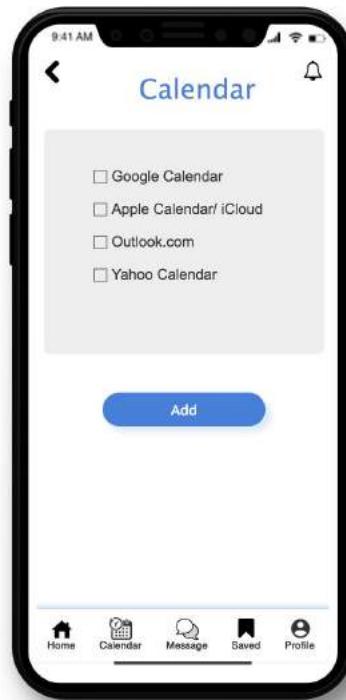
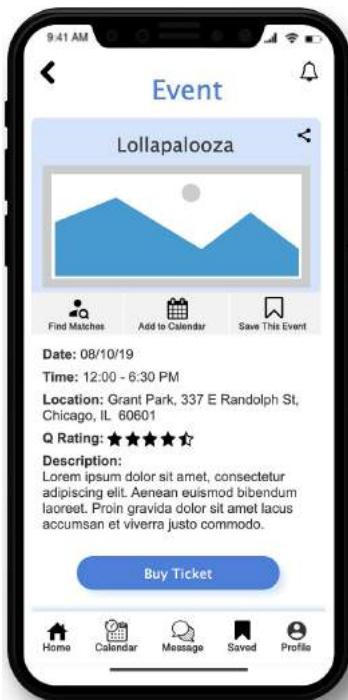
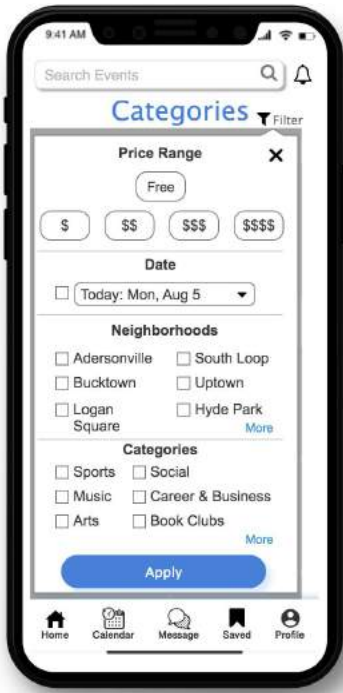
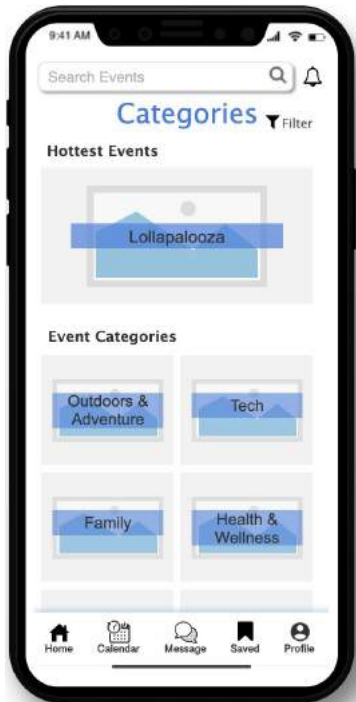
Login/Sign Up



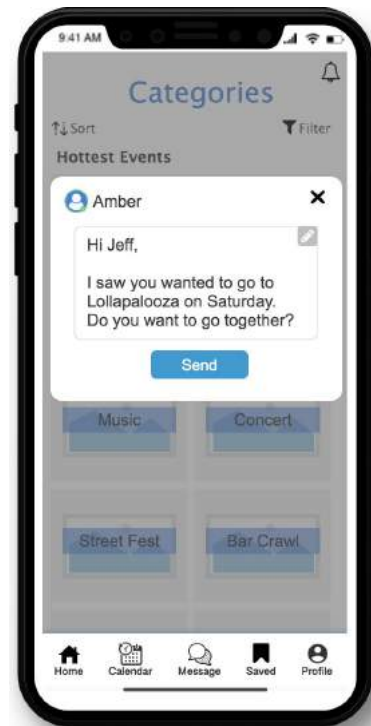
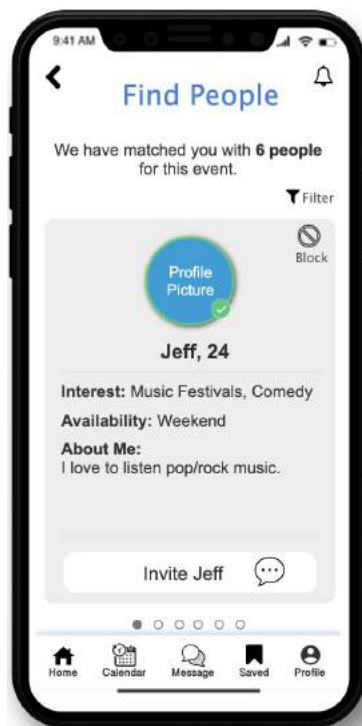
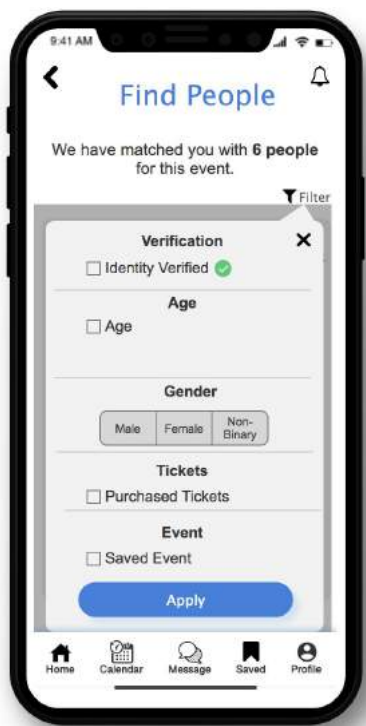
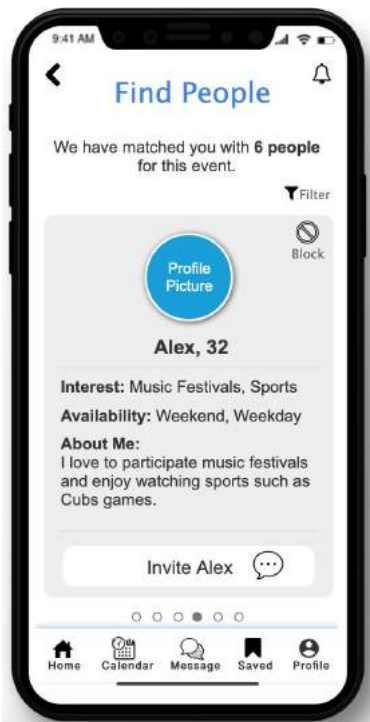
Complete Personalization Questionnaire



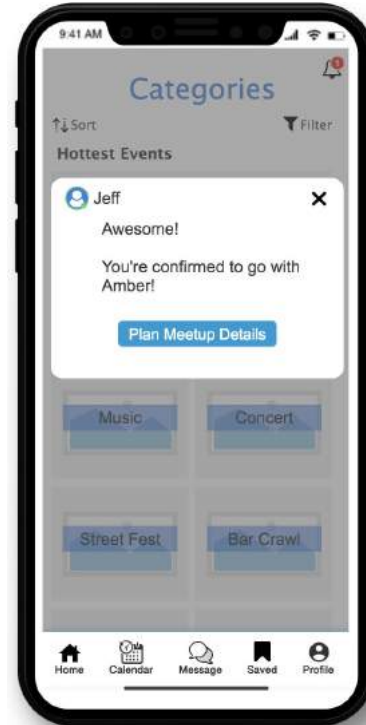
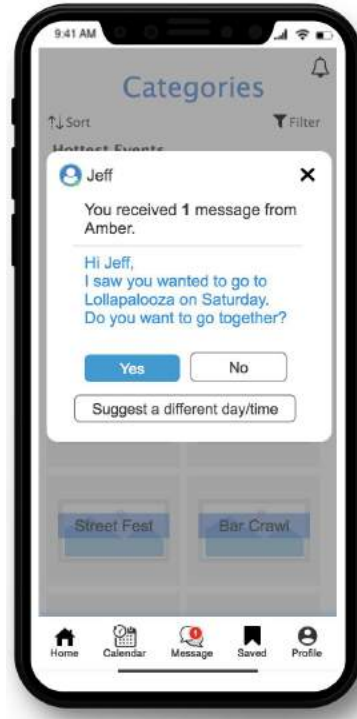
Find Events: Filter, Add to Calendar, Save Event



Find Matches & Message



Receive Message Invitation & Accepts



- Adding graphics and labels was a must for buttons, so a user could understand what it did.
- Ask for age, location, and gender demographic data in cardsort and chalkmark tests.
- Find users to test from diverse groups.
- Add the ability to sort through events by ADA preference.
- Design a logo for Social Queue.
- Create a Hi-Fi Prototype.
- Expand the functionality of Social Queue.
 - Social, Networking, and Dating.
 - Allow users to create their own events.



THANK YOU