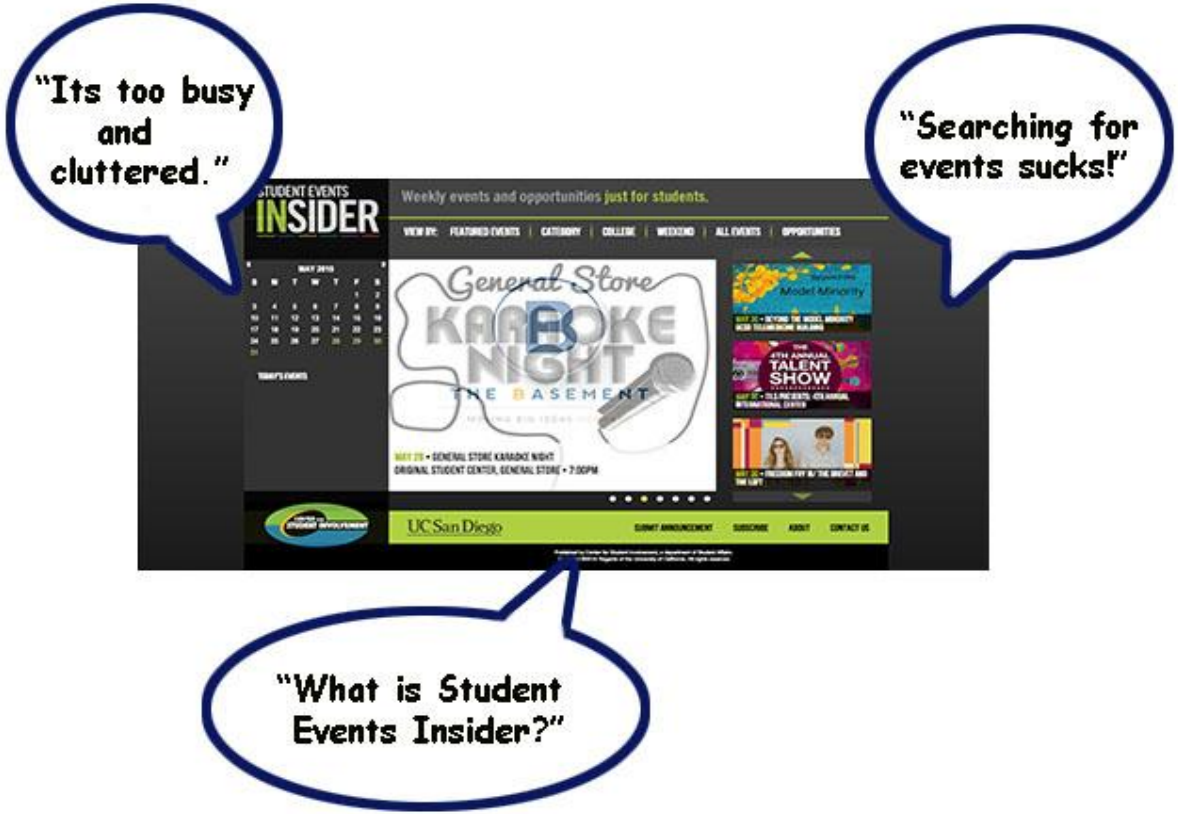
“Have you checked your pulse today?”

Aaron Tom, Anh Le, Chris Korkos, Jingchun Zhou,
Ken Lee, Mallory Kraus, and Mustafa Nasr

Goal

To revive the social heart of UCSD and get students more involved by creating a better way to inform students about events.

Problems Found

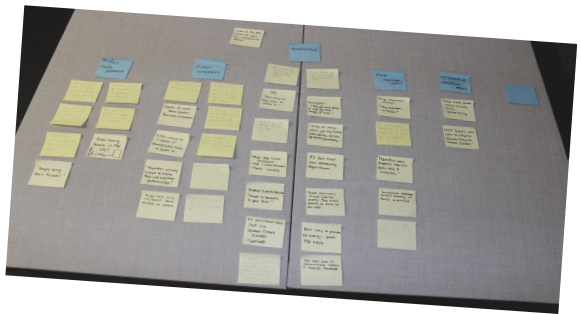


Problems Found

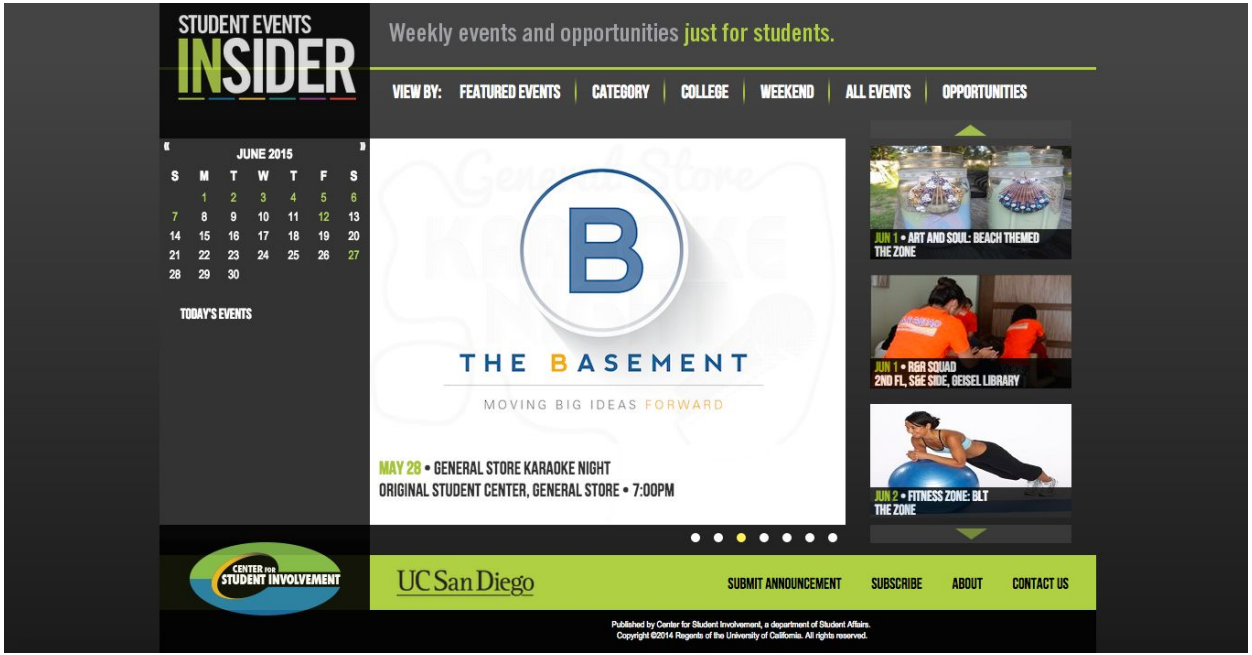
- “Student Events Insider sucks.”
- Transfers feel disconnected from their colleges
- Parking on campus is a pain, and commuters don’t want to deal with it
- Crowded design

Pre-Prototype Methods

- Interviews:
  - Center for Student Involvement, Resident Advisors, commuters, student org officers, etc.
- Surveys:
  - Traditional students, transfers, and commuters.
- Affinity Diagram



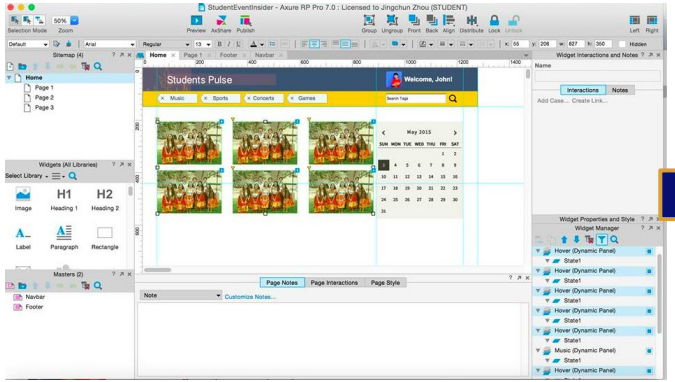
Prototyping



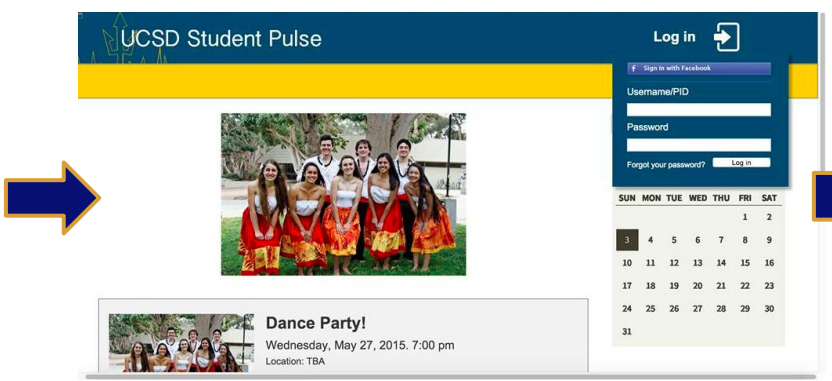
The original

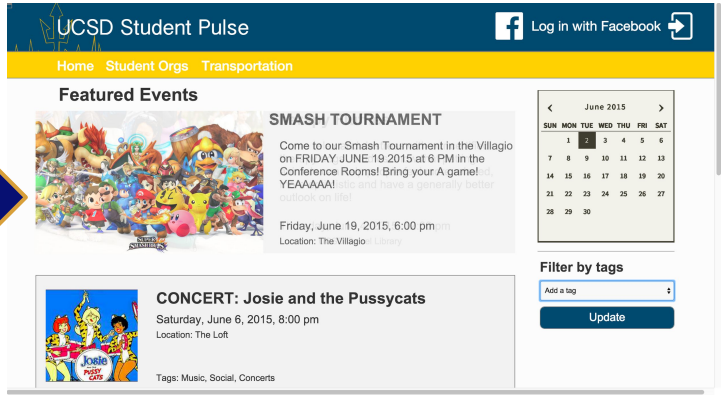
Prototype Walkthrough

Prototyping



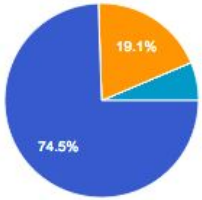
Prototyping





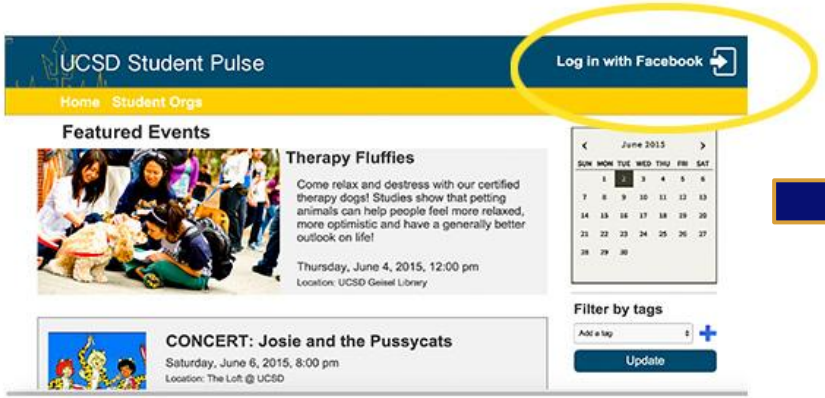
Data-Driven Design

How do you prefer to hear about events?



Facebook	35	74.5%
Student Events Insider	0	0%
Other students/ Friends	9	19.1%
Library Walk	0	0%
Flyers	0	0%
Other	3	6.4%

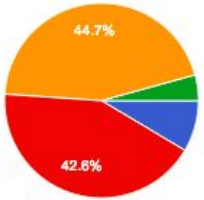
Facebook Integration



Data-Driven Design

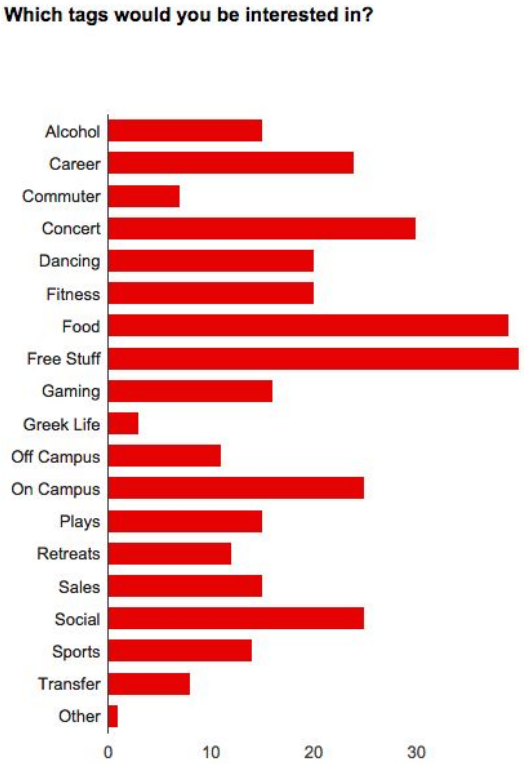
Facebook lets you know which of your friends are going to events

Friends



"I go to events regardless of whether or not I have someone to go with."	4	8.5%
"I am more likely to attend a social event with another person."	20	42.6%
"I am more likely to attend a social event with a small group (3-5 people)."	21	44.7%
"I am more likely to attend a social event with a large group (6+ people)."	2	4.3%

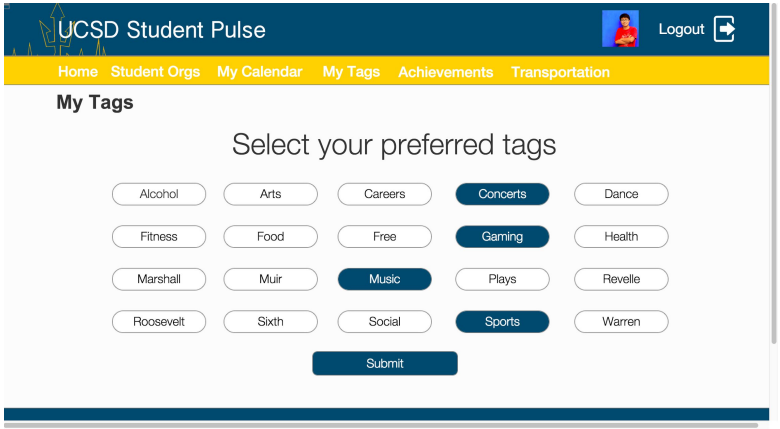
Data-Driven Design



Alcohol	15	31.9%
Career	24	51.1%
Commuter	7	14.9%
Concert	30	63.8%
Dancing	20	42.6%
Fitness	20	42.6%
Food	39	83%
Free Stuff	40	85.1%
Gaming	16	34%
Greek Life	3	6.4%
Off Campus	11	23.4%
On Campus	25	53.2%
Plays	15	31.9%
Retreats	12	25.5%
Sales	15	31.9%
Social	25	53.2%
Sports	14	29.8%
Transfer	8	17%
Other	1	2.1%

Tag Filter System

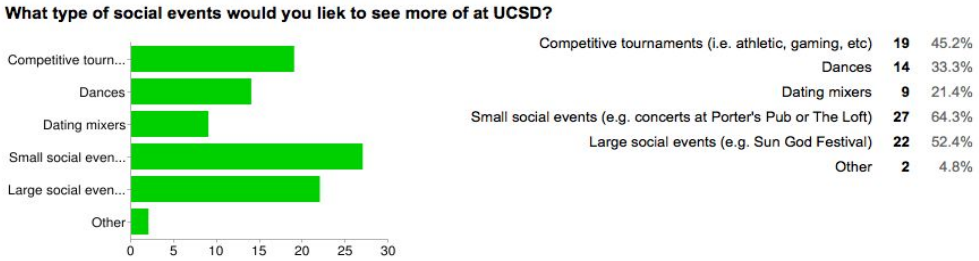
- Events displayed based on user's tag preferences
- Search for events by specified tags

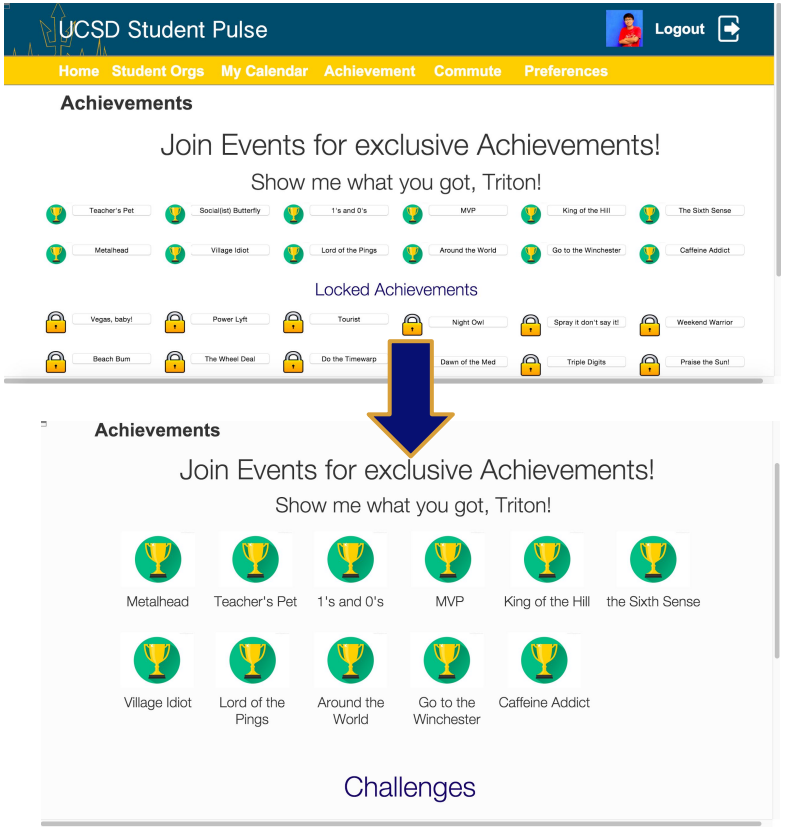


Data-Driven Design

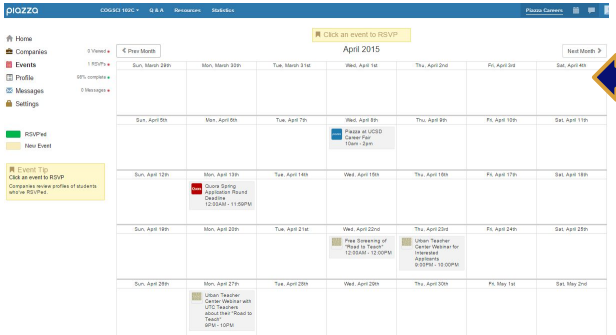
Achievements System

- Last time: users verify attendance using check-in app
  - Now: Facebook location sharing using a status update with a picture
- Reward & Competition
- Moving forward: Varied trophy symbols, ranking system



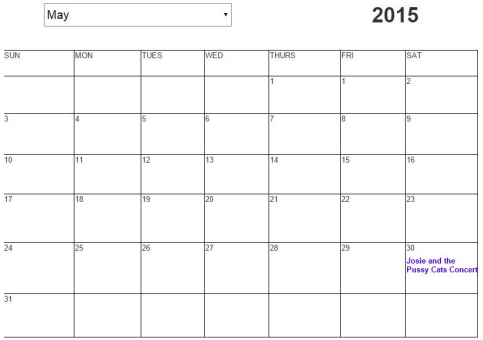


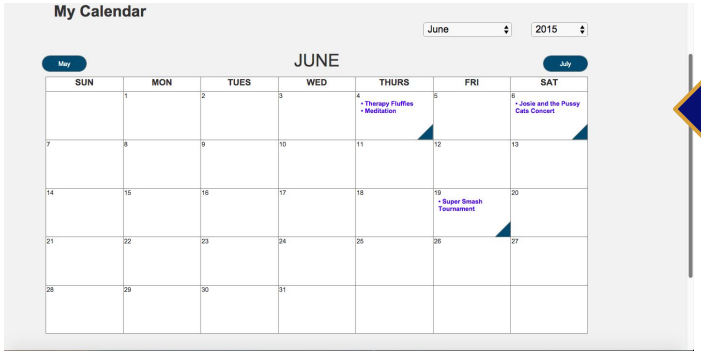
Data-Driven Design



Piazza Calendar

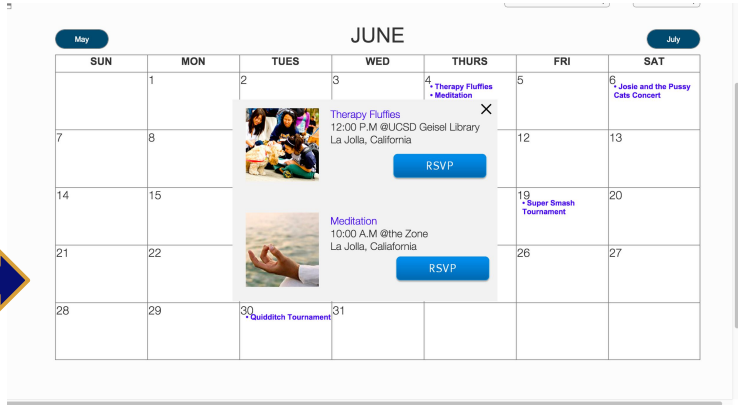
Calendar 1





Calendar 2

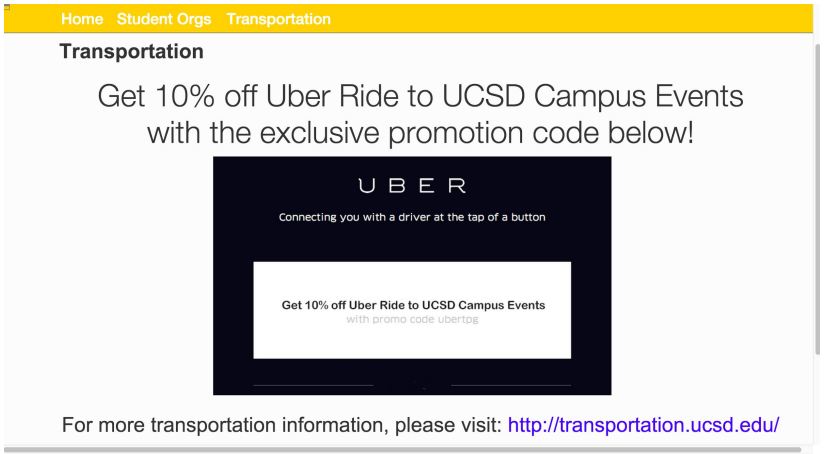
Final Calendar



Data-Driven Design

Transportation

- Ride Sharing
  - Allow third party sponsorship (e.g. Uber, Lyft, etc.)



Moving Forward

- Talk to Triton Athletes Council (TAC) and AS to gather support
- Propose to implementation of website to