



“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

"Its too busy  
and  
cluttered."



The screenshot shows the 'STUDENT EVENTS INSIDER' website. The header includes the title 'STUDENT EVENTS INSIDER' and the tagline 'Weekly events and opportunities just for students.' Below the header is a navigation bar with links for 'VIEW BY:', 'FEATURED EVENTS', 'CATEGORY', 'COLLEGE', 'WEEKEND', 'ALL EVENTS', and 'OPPORTUNITIES'. The main content area is divided into several sections. On the left is a calendar for May 2010. The central focus is a large event listing for 'General Store KARAOKE NIGHT THE BASEMENT' featuring a microphone icon and the text 'MAY 25 • GENERAL STORE KARAOKE NIGHT ORIGINAL STUDENT CENTER, GENERAL STORE • 7:30PM'. To the right of this main listing are three smaller event cards: 'Model Minority', 'THE ANNUAL TALENT SHOW', and 'FRESHMEN TRY BY THE BUCKET AND THE LIGHT'. At the bottom of the page is a green footer with the 'UC San Diego' logo and navigation links for 'EVENT ANNOUNCEMENT', 'SUBSCRIBE', 'ABOUT', and 'CONTACT US'.

"Searching for  
events sucks!"

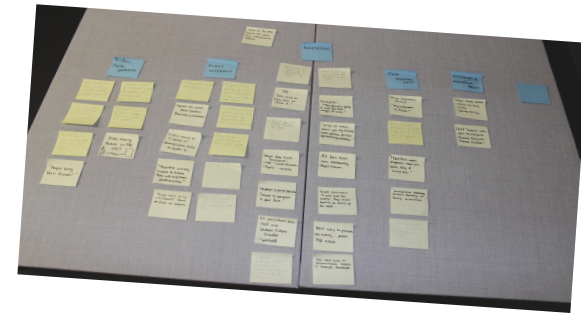
"What is Student  
Events Insider?"

# 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 screenshot displays a web interface for 'STUDENT EVENTS INSIDER'. The top navigation bar includes a 'VIEW BY:' dropdown menu with options for 'FEATURED EVENTS', 'CATEGORY', 'COLLEGE', 'WEEKEND', 'ALL EVENTS', and 'OPPORTUNITIES'. The main content area features a large promotional banner for 'THE BASEMENT' with the tagline 'MOVING BIG IDEAS FORWARD'. Below the banner, an event is listed: 'MAY 29 • GENERAL STORE KARAOKE NIGHT' at the 'ORIGINAL STUDENT CENTER, GENERAL STORE • 7:00PM'. To the right, a vertical list of event thumbnails is shown, including 'JUN 1 • ART AND SOUL: BEACH THEMED THE ZONE', 'JUN 1 • RGR SQUAD 2ND FL, SHE SIDE, GEISEL LIBRARY', and 'JUN 2 • FITNESS ZONE: BLT THE ZONE'. On the left side, there is a calendar for 'JUNE 2015' and a section for 'TODAY'S EVENTS'. The footer contains the 'UC San Diego' logo, the 'CENTER FOR STUDENT INVOLVEMENT' logo, and navigation links for 'SUBMIT ANNOUNCEMENT', 'SUBSCRIBE', 'ABOUT', and 'CONTACT US'. A small copyright notice is visible at the bottom center.

STUDENT EVENTS  
**INSIDER**

Weekly events and opportunities *just for students.*

VIEW BY: FEATURED EVENTS | CATEGORY | COLLEGE | WEEKEND | ALL EVENTS | OPPORTUNITIES

JUNE 2015

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

TODAY'S EVENTS

**THE BASEMENT**  
MOVING BIG IDEAS FORWARD

MAY 29 • GENERAL STORE KARAOKE NIGHT  
ORIGINAL STUDENT CENTER, GENERAL STORE • 7:00PM

JUN 1 • ART AND SOUL: BEACH THEMED THE ZONE

JUN 1 • RGR SQUAD 2ND FL, SHE SIDE, GEISEL LIBRARY

JUN 2 • FITNESS ZONE: BLT THE ZONE

UC San Diego

CENTER FOR STUDENT INVOLVEMENT

SUBMIT ANNOUNCEMENT | SUBSCRIBE | ABOUT | CONTACT US

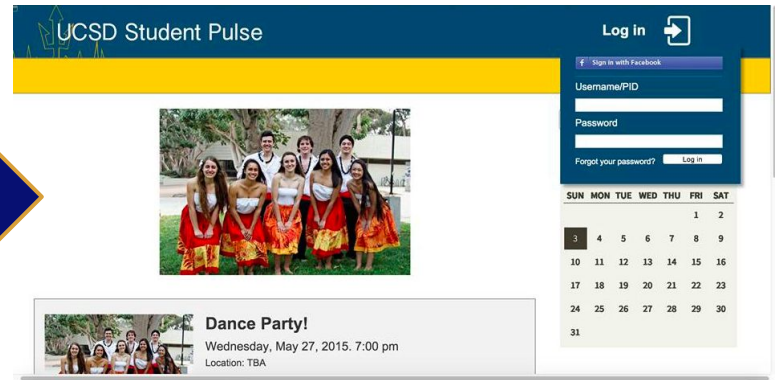
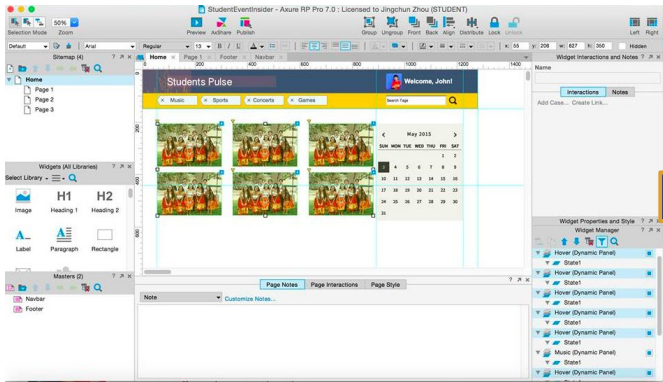
Published by Center for Student Involvement, a department of Student Affairs.  
Copyright ©2014 Regents of the University of California. All rights reserved.

The original

# Prototype Walkthrough




# Prototyping





# Prototyping

UCSD Student Pulse

Log in 


[Sign in with Facebook](#)

Username/PID

Password

Forgot your password? [Log in](#)


SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						




**Dance Party!**  
Wednesday, May 27, 2015, 7:00 pm  
Location: TBA

UCSD Student Pulse


Home Student Orgs Transportation

Log in with Facebook 

**Featured Events**



**SMASH TOURNAMENT**  
Come to our Smash Tournament in the Villagio on FRIDAY JUNE 19 2015 at 6 PM in the Conference Rooms! Bring your A game!  
YEAAAAAA! and have a generally better time on the  
Friday, June 19, 2015, 6:00 pm  
Location: The Villagio Library



**CONCERT: Josie and the Pussycats**  
Saturday, June 6, 2015, 8:00 pm  
Location: The Loft  
Tags: Music, Social, Concerts

June 2015

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

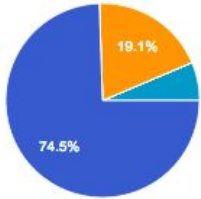
**Filter by tags**

Add a tag

[Update](#)

# 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

UCSD Student Pulse

Home Student Orgs

Featured Events

**Therapy Fluffies**  
Come relax and destress with our certified therapy dogs! Studies show that petting animals can help people feel more relaxed, more optimistic and have a generally better outlook on life!  
Thursday, June 4, 2015, 12:00 pm  
Location: UCSD Geisel Library

**CONCERT: Josie and the Pussycats**  
Saturday, June 6, 2015, 8:00 pm  
Location: The Loft @ UCSD

Log in with Facebook



Log in with Facebook

# Data-Driven Design



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

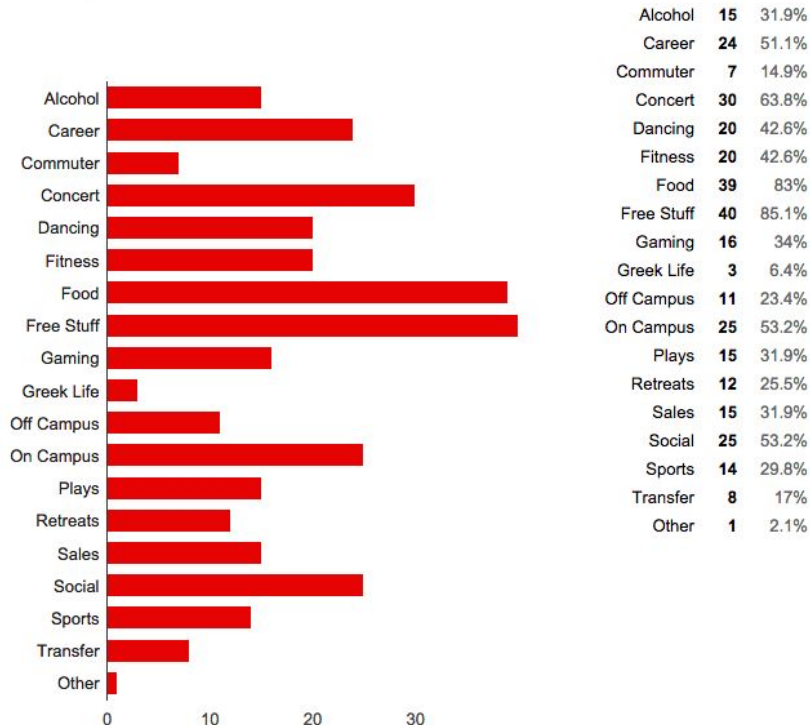
Friends



"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

Which tags would you be interested in?



## Tag Filter System

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

UCSD Student Pulse

Home Student Orgs My Calendar My Tags Achievements Transportation

My Tags

Select your preferred tags

Alcohol Arts Careers **Concerts** Dance

Fitness Food Free **Gaming** Health

Marshall Muir **Music** Plays Revelle

Roosevelt Sixth Social **Sports** Warren

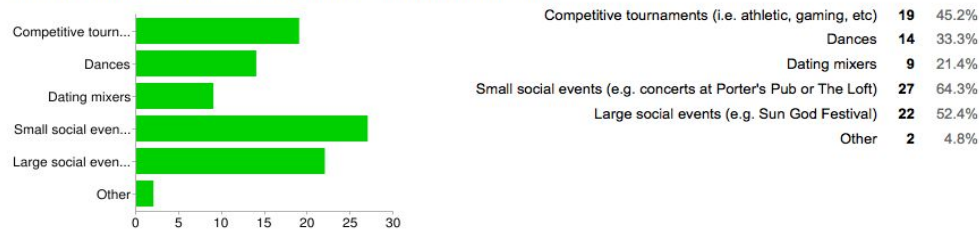
Submit

# 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

What type of social events would you like to see more of at UCSD?



The image shows two screenshots of the UCSD Student Pulse 'Achievements' page. The top screenshot shows a grid of 15 achievement icons, each with a yellow padlock, indicating they are locked. The bottom screenshot shows the same grid, but with the padlocks removed, indicating the achievements are now unlocked. A large blue arrow points from the top screenshot to the bottom one, illustrating the design change.

**UCSD Student Pulse** Home Student Orgs My Calendar Achievement Commute Preferences Logout

### Achievements

Join Events for exclusive Achievements!  
Show me what you got, Triton!

Teacher's Pet Socialist Butterfly 1's and O's MVP King of the Hill the Sixth Sense  
Metalhead Village Idiot Lord of the Pings Around the World Go to the Winchester Caffeine Addict

Locked Achievements

Vegan, baby! Power Lift Tourist Night Owl Spray it don't say it! Weekend Warrior  
Beach Bum The Wheel Deal Do the Timewarp Dawn of the Med Triple Digits Praise the Sun!

### Achievements

Join Events for exclusive Achievements!  
Show me what you got, Triton!

Metalhead Teacher's Pet 1's and O's MVP King of the Hill the Sixth Sense  
Village Idiot Lord of the Pings Around the World Go to the Winchester Caffeine Addict

Challenges

# Data-Driven Design

PIAZZO | 000000 1000+ | G.A.A. | Announcements | Subsites | Piazza Calendar

Home | Compass | Events | Profile | Messages | Settings

RSVPed | New Event

Click on event to RSVP  
Click on event to RSVP  
Compare more profiles of students with RSVPed

April 2015

SUN	MON	TUE	WED	THUR	FRI	SAT
			Plaza at UCSD Career Fair 10:00AM - 2:00PM			
	Quark Spring and Applications Round Deadline 12:00AM - 11:00PM					
		Free Evening of "Road to Tokyo" 12:00AM - 12:00PM	Open Teacher Center Welcome for Instructors 9:00PM - 10:00PM			
	Open Teacher Center Welcome for Students 10:00AM - 10:00PM					

← Piazza Calendar

Calendar 1



May 2015

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30 Josie and the Pussy Cats Concert
31						

My Calendar

June 2015

SUN	MON	TUES	THURS	FRI	SAT
			Therapy Fluffies • Meditation		Josie and the Pussy Cats Concert
				Super Smash Tournament	

← Calendar 2

Final Calendar



June 2015

SUN	MON	TUES	WED	THURS	FRI	SAT
		2	3	4 Therapy Fluffies • Meditation RSVP		6 Josie and the Pussy Cats Concert
					19 Super Smash Tournament	
		30 Quidditch Tournament	31			

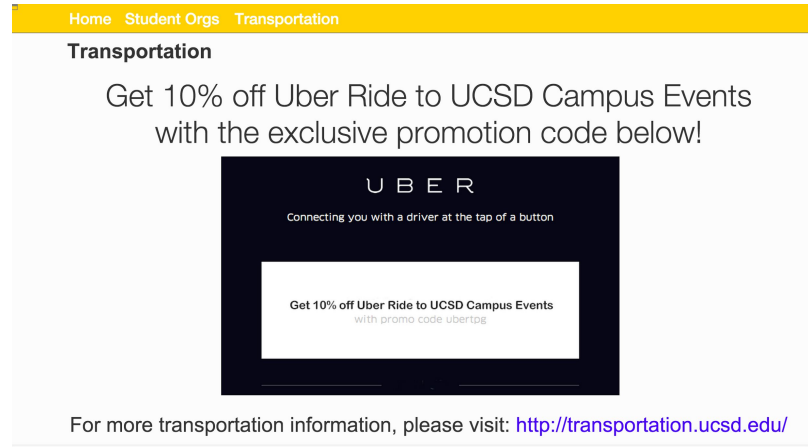
Therapy Fluffies  
12:00 P.M. @UCSD Geisel Library  
La Jolla, California  
RSVP

Meditation  
10:00 A.M. @the Zone  
La Jolla, California  
RSVP

# Data-Driven Design

## Transportation

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



The screenshot shows a web page for UCSD Transportation. At the top, there is a yellow navigation bar with the links "Home", "Student Orgs", and "Transportation". Below this, the page title is "Transportation". The main content area features a promotional message: "Get 10% off Uber Ride to UCSD Campus Events with the exclusive promotion code below!". This message is centered above a dark blue rectangular graphic that mimics the Uber app interface. The graphic contains the Uber logo (the word "UBER" in white capital letters), the tagline "Connecting you with a driver at the tap of a button", and a white rectangular box with the text "Get 10% off Uber Ride to UCSD Campus Events" and "with promo code ubertpg" below it. At the bottom of the page, there is a footer that reads "For more transportation information, please visit: <http://transportation.ucsd.edu/>".

# Moving Forward

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

