WeMingle - Meet-ups Simplified

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A Thesis submitted in partial fulfillment of the requirements for the degree of Master of Fine Arts in Visual Communication Design

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Abstract

Today’s ever-changing social life and work life demand frequent and sometimes impromptu interactions & meetings. Arranging a meeting at short notice among people poses innumerable challenges for finalization of a rendezvous and time involving back and forth communication among people involved. A plethora of social platforms mushrooming around is not able to address the challenges posed in collaboratively organizing or scheduling a meeting of people from within the city or from different cities.

A few platforms are available currently which serve varied purposes such as get-together among a group of friends, scheduling of meet ups, browsing and rating POIs. However, solutions which allow users to do all the above on a single platform with user friendly and seamless flow do not exist.

My thesis project explores possibility of finding such a solution and seeks to bring together user experience design, information design and purposeful branding in order to fashion a solution to scheduling challenges to meet ups in today's world. The project aims at providing a solution to reliable suggestions sources of reviews for POIs for groups of users without having to switch between multiple applications and/or devices. It provides a platform to discuss and interact about a POI as a group or even one-on-one. The project also provides suggestions and deals in the users’ selected area according to their chosen filters.

Keywords

Social Platform; Social Networking;
User Interface Design; User Experience Design; Mobile UI/UX;
Data Visualization; Visual Communication; Graphic Design; Typography;
1.0 Introduction

1.1 Situation Analysis

Finalization of a rendezvous, date and time acceptable to everyone in a group of friends within the city is a cumbersome process and it becomes a challenge when they are scattered across different cities/different social platforms.

A few platforms are available which serve different purposes such as get-together among a group of friends, scheduling of meet-ups, browsing and rating POIs. However, solutions which allow users to access all of the above on a single platform with user friendly and seamless flow do not exist.

1.2 Problem Statement

Organizing a meet-up among a group of people from within the city or across cities is a tedious and time consuming process at present. One has to browse through various devices, communicate using different media such as emails, messages, telephone calls etc before finalizing venue, time and participants in the meeting.

Currently, there does not exist an application or solution which allows participants to collaboratively decide on a meeting point taking into account personal choices on various factors like, time, venue, location, schedules and also of availability, accessibility of the location decided upon.

Can a digital solution be of use to a group of people to collaboratively decide on a meeting time and venue taking into consideration their personal choices on various factors?

Can such a digital solution make the process simplified and effortless for the users while being collaborative?
1.3 Review of Literature

1.3.1 User Experience Design

User Experience Innovations
by Kraft, Christian

In this book, the author explains various techniques that can be employed in design process to refine the product and give enhanced satisfaction levels to end user. Innovating around delight factors, paradoxes, context awareness and “copying” from competitors for creation of a superior product have been explained in detail in the book.

Foundations for Designing User Centered Systems
by Frank E. Ritter, Gordon D. Baxter and Elizabeth F. Churchill
Springer Publications, 2014

The book examines basic senses of a human user and explains what to do and what not to do while designing a user-centered system. With examples from everyday life, it shows how different human senses play on decision making process when a user is interacting with the system.

There’s Not An App For That
by Simon Robinson, Gary Marsden and Matt Jones
Morgan Kaufmann Publishers, 2015

In this book, the author takes an interesting approach where the issues in digital mobile world and solutions to them are juxtaposed with a typical human’s everyday-life interaction with senses and physical objects – such as vision and objects, hearing and familiar sounds, touch and objects etc. The book explains how the senses and design can be used with the above considerations to enhance mobile UX.

Mobile User Experience: Patterns to Make Sense of It All
by Adrian Mendoza
Morgan Kaufmann Publishers, 2012

The book is a good resource of theoretical and practical approaches to designing user experience for mobile applications. It explains how different factors influence the UX of a mobile application such as screen real estate, platform and method of interaction.
1.3.2 Information Design

**Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps**
by Neil, Theresa
O’Reilly Media, 2014

This book which contains numerous mobile user-centered design patterns advocates using of tried and tested design solutions instead of re-inventing the wheel. It has a well categorized library of design patterns starting from navigation to social patterns. It also explains with examples what a designer should not do to avoid making the usability poor.

**UI is Communication: How to Design Intuitive, User-Centered Interfaces by Focusing on Effective Communication**
by McKay, Everett N
Morgan Kaufmann Publications, 2013

The author brings together principles of communication design, visual design and interaction design and explains how to execute effective communication along with effective interface design. The book also talks about how to go about tackling a problem at hand starting from understanding the problem to executing the design.

**GUI Bloopers 2.0: Common User Interface Design Don’ts and Dos**
by Johnson, Jeff, Ph. D
Elsevier/Morgan Kaufmann Publishers, 2008

This book provides a library of dos and don’ts in user interface design. It illustrates with examples appropriate usages of different elements of interface and interaction design such as radio buttons and check boxes, balance between amount of visual and textual data.

**Designing with Mind in Mind: Simple Guide to Understanding UI Rules**
by Johnson, Jeff, Ph. D
Morgan Kaufmann Publishers, 2014

The book helps in understanding concepts of UI design by explaining the perpetual and cognitive psychological side of fundamentals of UI design. The author shows examples of how minds of users/viewers are affected by familiar patterns or frames and how UX can be enhanced using these familiar patterns. He describes how to take advantage of biased perception in order to achieve a superior experience in a project.
1.3.3 Social Networking

**Mobile Social Networking and Computing: A Multidisciplinary Integrated Perspective**

*by Wang, Yufeng (Computer scientist); Ma, Jianhua*

*CRC Press, 2015*

The book talks about different categories of mobile social network applications, the technology and social sciences behind them. It also talks about user behavior and interaction patterns in these social network applications.

**Social Networking Spaces: From Facebook to Twitter and Everything In Between**

*by Kelsey, Todd; Constantin, Alexandra*

*Apress Publications, 2010*

This book deals with different network sites, their birth and evolution. It covers applications such as Facebook, Twitter, LinkedIn and MySpace. It also talks about the 3D virtual social spaces such as Second Life.

1.3.4 Branding

**Branding and Product Design : An Integrated Perspective**

*by Hestad, Monika*

*Gower Publications, 2013*

This book explores fundamentals of building and designing a brand. It is a comprehensive guide which explains the process from creating a brand story to reaching their target users through different touch points.

**Letterhead and Logo Design 12**

*by ebrary, Inc; Oxide Design Co*

*Rockport Publications, 2011*

This book is a comprehensive library of different categories of logo design such as angular, conceptual, crafted, illustrated etc. This is the perfect book for inspiration and reference in logo design.
2.0 Research

2.1 Competitive Analysis

2.1.1 Let’s Meet App

Nearby Friends Notification
By Fachowcy.pl Ventures S.A.

Let’s Meet App is a mobile application which lets users geographically keep track of and be tracked by his/her accepted circle of friends within the application. User can view his/her friends on a map radar showing their current location and other attributes.

Content Model

```
HOME

- Settings
- Add friends
- Invite Friends
- Broadcast Status
```
2.1.2 Meetup

Group Activity Meet Up

Meetup is an online social networking portal that lets people from various locations interested in particular activities get together. Users can create groups to which other users can join or join existing groups.

Content Model

```
Home
  Start group
  Add group
  Groups
  Calendar
```
2.1.3 Let’s Meet Halfway
Route Finder between Friends

Lets Meet Halfway is an application that allows users to find midpoints between user entered addresses. It also allows viewing of POI in that local area.

Content Model

```
Home
  |   Maps  | Search
  |        |   Filter
  |        |   Shows Results
```
2.1.4 Friendtroid

Nearby Friends Notification

Friendtroid is an application which allows users to find POIs which are easily accessible to a group of users. The addresses are manually entered by the user.

Content Model

```
Home
/   |
/  _|
Added Addresses | Enter Addresses | POI | Settings
```
2.1.5  **Yelp**

Easy Directory & Reviews

Yelp is a website which lets users view and post reviews about restaurants, eateries etc. The application also lets users navigate, bookmark and share desired locations.

**Content Model**

```
     Home
    /   \
   |     |
  Added Enter POI Settings
  Addresses Addresses
```

Yelp 2.1.5
2.1.6  **Whatsapp**  
Online Chat Service

Whatsapp is an online chat application which lets users chat with other users or create groups and send out mass messages. It also enables sharing of location and Internet calling.

**Content Model**

```
       Home
      /    |
New Chat Favorites Calls Contacts Chats
```
2.1.7 FB Messenger
Online Chat Service

FB Messenger is an online chat application, an extension of Facebook, which lets users chat with other users or create groups and send out mass messages. It also enables sharing of location and Internet calling.

Content Model

- Home
  - New Chat
  - Active Now
  - Favorites
  - alls
  - Groups
  - Profile
## 2.2 Features to Consider

### WeMingle vs Competitors

<table>
<thead>
<tr>
<th></th>
<th>POI Browse</th>
<th>Chat Group Chat</th>
<th>Booking Reservation</th>
<th>Route Finding</th>
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<td>✔️</td>
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</tr>
</tbody>
</table>
3.0 Usability & Design

3.1 User Considerations

Screen Real Estate
User Goals & Requirement
Physical Conditions
Ease of Navigation

While working on a Mobile UI/UX project, you have to be mindful of the available screen real estate and the amount of information to be displayed. Understanding the goals and requirements of users is key, so that a successful experience can be built. Appropriate prioritization of data must be done in order to display the most relevant data to the users in the limited real estate of a mobile phone.

Another factor to keep in mind for a mobile application project is the physical conditions the users might be in while using the application - such as readability in sunlight or darkness while being outdoor, constant distraction from various sources while using the application, etc.

An application which has multiple features must have easy navigation to help users focused on their goals and keep them from getting lost.

3.2 Experience Considerations

Some questions that came up about user experience considerations while dealing with this elaborate application were:

Choosing POIs
- Will the page be a list view or a thumbnail view or both?
- Will the page have endless scrolling or page by page interaction?

Voting of POIs
- How to implement voting in the most effective manner?

Numerous important considerations arise about the experience of the different information in the application such as comments, group chats, one-on-one chats, etc. Making the users feel like they have not been bombarded with vast amounts of information is also important.

The users should not feel like bells and whistles have been added to the application just so there are opportunities for it. They should feel comfortable using the bells and whistles while knowing the use for it.
3.3 Current User-Flow

From surveying individuals from the target user group, currently, the most widely practiced user flow has been depicted in the form of a flow chart below. It involves variety of applications (google/yelp/whats app/facebook) and platforms (desktop/mobile) and at the same time making sure that every member is happy with the final choice of POI. There is a big chance here for somebody’s voice being lost in all the confusion and switching back and forth between platforms and applications.

![Flow Chart](image_url)

Figure 3.1
3.4 Proposed User-Flow

The proposed user flow for this project is one where it is more streamlined and avoiding confusion – where all discussions between members and searching for POI are within one platform itself – making it less possible for one’s voice be unheard.

![Flowchart Image]

Figure 3.2
4.0 Process

4.1 Design Methodology

A straightforward process was followed for this project, which involved five steps:

Research
Ideate
Plan
Design
Implement
4.1.1 Research & Gather Information

The target audience was surveyed to find out their pain points, problems being faced and analyze the existing situation in planning a meet-up with their friends. Questions that were asked in the survey included

“How do you plan an outing with your friends?”

“What do you find most frustrating about this process?”

“Do you find having to switch between multiple applications strenuous?”

“If there was an app which let you and your friends decide and discuss on a POI, would you use it?”

“What kind of features would you like to see on it?”

From the survey, it was evident that there was a need for such a solution.

Research was done on competitors to understand how they handled user flows and task execution. Using these successful applications such as what’s app and facebook which have similar user needs gave insight in to how to handle user flows in this project.

4.1.2 Ideate

By using applications which are potential competitors, understand current work-flows being followed.

Identify the goals and core objectives of the application -

- Finding POIs
- Creating a “Group” for users to discuss POIs
- Be able to have one-to-one and group conversations between users

Next step in this phase was to create sketches for wireframes and logo.
4.1.3 Plan

In this phase, the information flowchart and content model was conceived. This would lay out the flow of control for users.

Rough sketches of the logo help formalize ideas for branding of the application. These sketches were converted in to digital format using Adobe Illustrator, while making sure the output was coherent with principles of branding and logo design, such as typography, visual balance, etc.

Basic sketches of different application screens are also created to start the wireframing process. Using these sketches, low fidelity wireframes are produced which then are converted to high fidelity wireframes.

The high fidelity wireframes are used then to develop a basic prototype which would communicate the user flow and the content model.

4.1.4 Design

This phase was where the digital sketches of the logo was treated with color. To make sure the branding resonated well with the target audience, a poll was taken amongst members from the target audience about their choice of color palettes from multiple palettes created.

With inconclusive poll results, the palette option which was stronger from a design point of view was chosen.

This phase also constituted the creation of user interface compositions from the high fidelity wireframes created earlier. With a diverse range of target users in terms of age, the user interface of the application had to be well received by all of them. In order to do this, multiple color combinations were produced and presented to members of the audience and interviewed about their color preference. With a clear color combination being preferred, the rest of the application was mocked up using the chosen color combination.
4.1.5 Implementation

In this phase, the user interface compositions were used to create the final prototype. This prototype was used in the testing process, where the target user clicked through the different hot spots on the mock ups. The hot spots were placed where buttons would be on the mock up, and this created a close representation of how the functional application would work.

Data collected in the testing process will then be used to improve the application based on feedback and user behavior. Some areas of improvement that were made based on feedback from testing are ability to search from any page, chat one-on-one with any friend from any page, etc.
4.2 Ideation

The primary goal of the application is to assist users in scheduling a meet up within the city or elsewhere.

The envisioned application has three main components:

- **POI browse**
- **Social chat with one or more than one person (group chat)**
- **Route Finding (GIS)**

Figure 3.4
Content Model

The content model for the application is shown in the diagram above. The navigation is between 4 main contents - POI (Points of Interest), Deals, Groups and Profile.

Deals section allows users to browse and find on going deals at places or activities in any area along with various customisable filter settings. POI section on the other hand, allows users to browse and find places or activities in any area along with various customisable filter settings.

Groups section is where the user would create chat groups with his/her friends to discuss the POIs added to corresponding groups.

Profile section is where the user would set up their custom profile with a profile picture and other details. This information is by which other users of the application will identify a user. Users can also view any favourited place or activity, or past experience.
4.3 User Persona

4.3.1 User Persona Summary

- Age 16 and up
- Any occupation

Tasks
Planning an event with friends and/or family.

Frustration
- Does not like tedious process of search and booking.
- Does not like the fact that there are no platforms for collaborations with his friends.
- Does not like the long process of discussion with his friends that entail planning.
- Does not like miscommunication and waste of time that is part of planning.
- Does not like complicated technology.
- Does not like the different technologies that he has to keep track of.
4.3.2 User Persona 1

Sam Conley

- 24 years old
- Engineering Student
- Outdoor Enthusiast

“I like hanging out with my friends, outdoor activities and exploring new places.”

Goals
- Wants to make it big in his field.
- Would like to closely work with nature.
- Have an active fun comfortable life with possibilities of a family much later on.

Tasks
Trying to plan a weekend long adventure trip for him and his friends.

Frustration
- Does not like tedious process of search and booking.
- Does not like the fact that there are no platforms for collaborations with his friends.
- Does not like the long process of discussion with his friends that entail planning.

<table>
<thead>
<tr>
<th>Extrovert</th>
<th>Introvert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking</td>
<td>Emotion</td>
</tr>
<tr>
<td>Judging</td>
<td>Perceiving</td>
</tr>
<tr>
<td>Tech Savvy</td>
<td>Not Tech Savvy</td>
</tr>
</tbody>
</table>
4.3.3 User Persona 2

Jannette Nelson

- 32 years old
- Manager at local bank
- Occasional Party-goer

“I like to balance my work and personal life in a healthy manner.”

Goals

- Wants to do well in her current position.
- Does not want to change things up.
- Have a good family plan.

Tasks

Trying to plan a dinner get together with some of her close friends from nearby cities.

Frustration

- Does not like miscommunication and waste of time that is part of planning.
- Does not like complicated technology.

Extrovert  Introvert
Thinking  Emotion
Judging  Perceiving
Tech Savvy  Not Tech Savvy
4.3.4 User Persona 3

Karl Larson
- 41 years old
- Athletic Trainer
- Gym Rat

“Work hard. Play harder.“

Goals
- Wants to travel around the world.
- Wants to live a healthy life.

Tasks
Trying to plan a get-together/vacation with friends who are in different parts of the world.

Frustration
- Does not like the different technologies that he has to keep track of.
- Does not like overly complicated applications.
4.4 Initial Sketches & Ideation

4.4.1 Logo - Initial Sketches

Keywords used to create an identity for this application are:

- Collaborate
- Group activity
- Social
- Fun

Figure 4.1
4.4.2 Logo - Digital Sketches

The sketches made were scanned and outlined using illustrator. To achieve harmony in shapes and sizes, the ratio between the shapes were measured and created using the golden ratio. The concepts created were discussed with practitioners in the field and came to a mutual consensus on which concept was the most effective.

![WeMingle Logo](image1)

![WeMingle Logo](image2)

![WeMingle Logo](image3)

![WeMingle Logo](image4)

Figure 4.2
4.4.3 Application - Initial Sketches

Keeping all the requirements and user goals in mind, rough sketches were made to depict the important screens of the application.

Figure 4.3
4.5 Wireframes

4.5.1 Paper Wireframes

The rough sketches made were formalized by putting them in sketches on to a background with the common parts of the application such as the menu bar and title bar.

Figure 4.4
4.5 Wireframes

4.5.2 Digital Wireframes

The paper wireframes were converted to high fidelity wireframes with a grid system in place as base.

Figure 4.5
4.5 Wireframe Testing

The high fidelity wireframes were put to test with individuals from the target user group. Assigning them tasks and observing them attempting to accomplish them gave valuable inputs in to whether the work-flow and information architecture are appropriately done. The wireframe prototype was created using invisionapp.

Figure 4.6
5.0 Final Application

5.1 Brand Identity Design

5.1.1 Sketches

There were various iterations done on the concept that was chosen as the logo for the application. This particular concept was chosen because the alphabets ‘W’ and ‘M’ of WeMingle are represented here with a circle shape divided in the middle. The circle shape represents community, friendship and unity,
5.1.2 Digital Sketch

The iterations of the chosen logo were done up digitally using illustrator. The ratio of sizes for shapes used in the logo was calculated using the golden ratio.

Figure 5.2
5.1.3 Color Palette

In order to make sure the branding resonates well with the wide range of target audience, three different color palettes were produced and the target audience was interviewed about preference of color palette. The results from the interviews were inconclusive and hence a personal choice of the palettes was implemented in the logo. Color palette #3 was chosen for this project.

Figure 5.3
5.1.4 Final Logo

Using the palette chosen, the logo design was completed. Two kinds of logo usage were produced so that the logo can be applied across multiple platforms, such as mobile, print, etc.

A pattern, that suits the brand, available for free from subtlepatterns.com was used to complete the look of the brand on the actual application.

Figure 5.4
5.2 Application Design

5.2.1 Usability Testing 1

Using the color palette from the final brand logo, three different concepts were produced for the interface design.

To make sure the application is appreciated by all user groups, the interface design had to be tested with users from all age groups.

The final theme for the application was chosen based on user interviews done with three different visual styles.

Users from all age groups was interviewed with the three different visual styles about preferences and familiarity. Questions such as:

1. Which color theme would you prefer?
2. What was the thinking behind your preference?

Figure 5.5
5.2.2 Usability Testing 2

A live prototype was created with hot spots linked to appropriate sections of the application. This prototype behaves almost like a real application except for the animated transitions between screens. Users from different age groups were assigned tasks to perform, such as -

1. Create a group with some friends of yours.
2. Add a POI to a group that exists.

Figure 5.6
5.3 UI Design Iterations

5.3.1 Iteration 1

In this iteration, colors were applied from the palette that was chosen. Features of this iteration are:

1. Back button on all internal screens to let users traverse back to the previous page.
2. Hamburger menu icon on the right top corner.

Figure 5.7
5.3.2 Iteration 2 - Based on Feedback

Changes incorporated are:

Easier access to one on one chats - in the first iteration, to perform one-to-one conversation, it was impossible without creating a group with that individual. Agreeably, feedback was received that this needed to be simplified.

Search bar added - to perform searches for any keyword at anytime.

Figure 5.8
5.3.3 Iteration 3 - Tweaks & Adjustments

Changes incorporated are:

**Ability to traverse through breadcrumbs** - in this iteration, the breadcrumbs were given a better visual representation of the ability to traverse by clicking on them.

**Grid System** - the user interface was tweaked to align better to the grid system, based on feedback from thesis advisors. Changes were also incorporated to improve readability.
5.4 Deliverables

5.4.1 UX Video

An animated video was created that shows how elements behave within the application on interaction by the user.

![Figure 5.11](https://invis.io/B49LSUFZC)

5.4.2 Prototype

Using mocked up screen designs and Invisionapp, the application was prototyped to behave almost like the actual application up on click of buttons. Link to the prototype is placed below:

https://invis.io/B49LSUFZC

![Figure 5.12](https://invis.io/B49LSUFZC)
5.4.3 Content Brief

The content brief consists of information related to the application in terms of user persona, user scenarios, style themes used in the application, and testing and feedback.
Content

1 Goals, Objectives
2 User Objective
3 User Persona
4 Competitive Analysis
5 Content Model
6 User Scenario
7 Sketches
8 Wireframes
9 Visual Design
10 Prototype
11 Usability Report

Content Brief
Goals

Primary Goal
Assist the user/group of users to collaboratively come to a decision on a meeting point, while keeping in mind factors such as method of transportation, distance, etc.

Objectives
Using effective information design, assist users in collaboratively finding POIs and deals, and coming to a decision together with voting and comments.
User Objective

The application should enable user/group of users to interact with each other along with discussing POI’s they are interested in visiting. The application has different facets such as browsing POI’s and deals, reading and submitting comments, have one-on-one and group interactions with other users and many other features.
Competitive Analysis

Let’s Meet App
Let’s Meet App is a mobile application which lets users geographically keep track of and be tracked by his/her accepted circle of friends within the application.

Meet Up
Meetup is an online social networking portal that lets people from various location interested in particular activities get together.

Friendtroid
Friendtroid is an application which allows users to find POIs which are easily accessible to a group of users. The addresses are manually entered by the user.

Yelp
Yelp is a website which lets users view and post reviews about restaurants, eateries etc.
Content Model

The content model for the application is shown in the diagram above. The navigation is between 5 main contents - POI (Points of Interest), Favourites, Settings, Profile, Groups.

POI section allows users to browse and find places or activities in any area along with various customisable filter settings.

Here users can view any favourited place or activity, or past experience.

This section is where the user would set up their custom profile with a profile picture and other details. This information is by which other users of the application will identify this user.

Groups section is where the user would create chat groups with his/her friends.
User Persona

User Persona 1

Sam Conley

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- Wants to make it big in his field.
- Would like to closely work with nature.
- Have an active fun comfortable life with possibilities of a family much later on.

Tasks

Trying to plan a weekend long adventure trip for him and his friends.

Frustration

- Does not like tedious process of search and booking.
- Does not like the fact that there are no platforms for collaborations with his friends.
- Does not like the long process of discussion with his friends that entail planning.
User Scenario

1 Sam Conley

Objectives

Trying to plan a weekend long adventure trip for him and his friends.

1 Home

Sam reaches the home screen and clicks on POI to find the right rendezvous point.

2 Filter

He then selects the filters from the filter page.

3 Fine Tune

Sam selects attributes of POI he would like such as distance and method of transportation.
User Scenario

1 Sam Conley

Objectives

Trying to plan a weekend long adventure trip for him and his friends.

4 Results

Sam sees the list of results that are related to his selected filters.

5 Details

He then clicks on the result item that interests him the most to see more details about that POI. After finding the right POI, he clicks on the “Add to Group” button.

6 Add to Group

He chooses the group which already has his added friends he wants to add the POI to.
User Scenario

1 Sam Conley

Objectives
Trying to plan a weekend long adventure trip for him and his friends.

7 Go to Group
From there he choses go to group button which takes him to the respective group.

8 Vote & Comment
He then sees all the POIs that were added to the group.

9 Discuss
From here the discussion and collaboration with his friends begin.
User Scenario

1. **Sam Conley**

   **Objectives**

   Trying to plan a weekend long adventure trip for him and his friends.

10. **Tally Votes**

    On the votes page, he can see the current standings on the added POIs.

11. **Make Decision**

    Based on the vote standing, the group administrator, in this case Sam himself, can choose whichever he likes - Highest Voted, Custom option or a random pick.

12. **Make Reservation**

    By clicking on the chosen option, he can then make a reservation.
User Persona

User Persona 2

Jannette Nelson

- 32 years old
- Manager at local bank
- Occasional Party-goer

“I like to balance my work and personal life in a healthy manner.”

Goals

- Wants to do well in her current position.
- Does not want to change things up.
- Have a good family plan.

Tasks

Trying to plan a dinner get together with some of her close friends from nearby cities.

Frustration

- Does not like miscommunication and waste of time that is part of planning.
- Does not like complicated technology

<table>
<thead>
<tr>
<th>Extrovert</th>
<th>Introvert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking</td>
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</tr>
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<td>Perceiving</td>
</tr>
<tr>
<td>Tech Savvy</td>
<td>Not Tech Savvy</td>
</tr>
</tbody>
</table>
User Scenario

2 Jannette Nelson

Objectives
Trying to plan a dinner get together with some of her close friends from nearby cities.

1 Home
Jannette reaches the home screen and clicks on POI to find the right rendezvous point.

2 Filter
She then selects the filters from the filter page.

3 Fine Tune
Jannette selects attributes of POI she would like such as distance and method of transportation.
User Scenario

2 Jannette Nelson

Objectives

Trying to plan a dinner get together with some of her close friends from nearby cities.

4 Results

Jannette sees the list of results that are related to her selected filters.

5 Details

She then clicks on the result item that interests her the most to see more details about that POI. After finding the right POI, she clicks on the "Add to Group" button.

6 Add to Group

She chooses the group which already has her added friends she wants to add the POI to.
User Scenario

2 Jannette Nelson

Objectives

Trying to plan a dinner get together with some of her close friends from nearby cities.

7 Go to Group

From there she choses go to group button which takes her to the respective group.

8 Vote & Comment

She then sees all the POIs that were added to the group.

9 Discuss

From here the discussion and collaboration with her friends begin.
User Scenario

2 Jannette Nelson

Objectives

Trying to plan a dinner get together with some of her close friends from nearby cities.

10 Tally Votes

On the votes page, she can see the current standings on the added POIs.

11 Make Decision

Based on the vote standing, the group administrator, in this case Jannette herself, can choose whichever she likes - Highest Voted, Custom option or a random pick.

12 Make Reservation

By clicking on the chosen option, she can then make a reservation.
User Persona

User Persona 3

Karl Larson

• 41 years old
• Athletic Trainer
• Gym Rat

“Work hard. Play harder."

Goals
• Wants to travel around the world.
• Wants to live a healthy life.

Tasks
Trying to plan a get-together/vacation with friends who are in different parts of the world.

Frustration
• Does not like the different technologies that he has to keep track of.
• Does not like overly complicated applications.

Extrovert
Thinking
Judging
Tech Savvy
Introvert
Emotion
Perceiving
Not Tech Savvy
User Scenario

3 Karl Larson

Objectives

Trying to plan a get-together/vacation with friends who are in different parts of the world.

1 Home

Karl reaches the home screen and clicks on POI to find the right rendezvous point.

2 Filter

He then selects the filters from the filter page.

3 Fine Tune

Karl selects attributes of POI he would like such as distance and method of transportation.
User Scenario

3 Karl Larson

Objectives
Trying to plan a get-together/vacation with friends who are in different parts of the world.

4 Results
Karl sees the list of results that are related to his selected filters.

5 Details
He then clicks on the result item that interests him the most to see more details about that POI. After finding the right POI, he clicks on the “Add to Group” button.

6 Add to Group
He chooses the group which already has his added friends he wants to add the POI to.
User Scenario

3 Karl Larson

Objectives
Trying to plan a get-together/vacation with friends who are in different parts of the world.

7 Go to Group
From there he chooses go to group button which takes him to the respective group.

8 Vote & Comment
He then sees all the POIs that were added to the group.

9 Discuss
From here the discussion and collaboration with his friends begin.
User Scenario

3. Karl Larson

Objectives

Trying to plan a get-together/vacation with friends who are in different parts of the world.

10. Tally Votes

On the votes page, he can see the current standings on the added POIs.

11. Make Decision

Based on the vote standing, the group administrator, in this case Karl himself, can choose whichever he likes - Highest Voted, Custom option or a random pick.

12. Make Reservation

By clicking on the chosen option, he can then make a reservation.
Sketches
Wireframes

**Home**

1. **Navigation Buttons**
   Takes users to other sections of the app.

---

**Animals**

1. **Back Button**
   Takes user to the previous screen

2. **Menu Button**
   Slide out menu with links to all the sections of the application.

3. **Navigation Buttons**
   Takes users to other sections of the app.
Wireframes

Profile
1. Back Button
   Takes user to the previous screen
2. Menu Button
   Slide out menu with links to all sections of the application.
3. Breadcrumb
   Shows users where they are in the app.
4. Favorite Items
   Different items added to the favorite list.
5. Navigation Buttons
   Takes users to other sections of the app.

Vote
1. Title Bar
   Tells user which area they are in.
2. Close Button
   Close this panel and go back.
3. Comments
   Add comments about this POI here.
4. Older Comments
   Older comments added by other users.
Visual Style

Logo

WeMingle - Meet-ups Simplified

Typography

Gotham Rounded
Bold, Medium

Aa   Bb   Cc

Gotham Narrow
Bold, Medium, Book

Aa   Bb   Cc
Visual Style

Color Palette

Purple
#8856b3

Orange
#e2506c

Orange
#fda247

Pantone
Solid Coated
2076 C

Pantone
Solid Coated
702 C

Pantone
Solid Uncoated
7409 U

Blue
#2c9ccc

Blue
#2d77ad

Green
#18a07f

Pantone
Solid Coated
7688 C

Pantone
Solid Coated
2159 C

Pantone
Solid Coated
7723 C
Style Tiles

WeMingle - Meet-ups Simplified

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Final UI Design
Prototypes

User Interface Prototype
https://invis.io/PV8F3HJUH

High Fidelity Wireframe Prototype
https://invis.io/EG6MJA9BR
Usability Report

User 1

Age 18
Occupation Student
Tech Know How 4/5

Tasks Assigned
1. Find a POI in the category of restaurants within 5 miles of your location.
2. Create a new group with some of your friends.
3. Vote for one of the POIs in your groups.

Feedback Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.

User suggested adding an intro screen with description to tell first time users what its about.
Usability Report

User 2

Age 45
Occupation Project Manager
Tech Know How 3/5

Tasks Assigned
1. Add a comment to a POI in one of your groups.
2. Make a reservation for your group at a restaurant.
3. Vote for one of the POIs in your groups.

Feedback
Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.

User suggested adding adding a sign in - sign up page.
Usability Report

User 3

<table>
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<tbody>
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</tr>
<tr>
<td>Tech Know How</td>
<td>5/5</td>
</tr>
</tbody>
</table>

Tasks Assigned

1. Find a POI in the category of restaurants within 5 miles of your location.
2. Make a reservation for your group at a restaurant.
3. Vote for one of the POIs in your groups.

Feedback

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
Usability Report

User 4

<table>
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<tr>
<th>Age</th>
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<tbody>
<tr>
<td>Occupation</td>
<td>Tech Professional</td>
</tr>
<tr>
<td>Tech Know How</td>
<td>5/5</td>
</tr>
</tbody>
</table>

Tasks Assigned

1. Create a new group with some of your friends.
2. Make a reservation for your group at a restaurant.
3. Add a restaurant to one of your groups for discussion.

Feedback

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
Usability Report

User 5

Age 23
Occupation Tech Professional
Tech Know How 5/5

Tasks Assigned
1. Add a comment to a POI in one of your groups.
2. Make a reservation for your group at a restaurant.
3. Vote for one of the POIs in your groups.

Feedback
Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.
Usability Report

User 6

Age 25
Occupation Tech Professional
Tech Know How 5/5

Tasks Assigned
1. Find a POI in the category of restaurants within 5 miles of your location.
2. Create a new group with some of your friends.
3. Vote for one of the POIs in your groups.

Feedback Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.
# Usability Report

## User 7

<table>
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<tr>
<th>Age</th>
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<tr>
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<tr>
<td>Tech Know How</td>
<td>5/5</td>
</tr>
</tbody>
</table>

## Tasks Assigned
1. Create a new group with some of your friends.
2. Make a reservation for your group at a restaurant.
3. Add a restaurant to one of your groups for discussion.

## Feedback
Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
Usability Report

User 8

Age 32
Occupation Tech Professional
Tech Know How 5/5

Tasks Assigned
1. Add a restaurant to one of your groups for discussion.
2. Create a new group with some of your friends.
3. Vote for one of the POIs in your groups.

Feedback Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.
Usability Report

User 9

Age 16
Occupation Student
Tech Know How 5/5

Tasks Assigned
1. Find a POI in the category of restaurants within 5 miles of your location.
2. Create a new group with some of your friends.
3. Vote for one of the POIs in your groups.

Feedback Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.
Usability Report

User 10

Age 17
Occupation Student
Tech Know How 5/5

Tasks Assigned
1. Create a new group with some of your friends.
2. Make a reservation for your group at a restaurant.
3. Add a restaurant to one of your groups for discussion.

Feedback
Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.
Thank You
5.5 Future Considerations

Gamification
A gamification aspect has proven improved involvement. In the future, incorporating an aspect of gamification in the application, can increase engagement by users.

Friends’ Profile & Activity
Another future consideration is to have the ability to view profile of friends and view their activity to improve user engagement and bring in another level of interaction.

Error Prevention
As part of future improvement, adding a layer of error prevention to the application will improve existing user experience.

Combine Deals & POI
Combining Deals & POI would improve the process of searching and finding a POI.

5.6 Conclusion

Based on research, development and testing, WeMingle serves as a new platform which allows users to get together and collaboratively come up with a POI as a rendezvous point. With potential to be taken forward in various directions, WeMingle has proven to be an effective and efficient platform for collaboration.
Appendix

A1 Original Thesis Proposal

A2 User Testing & Feedback

A3 Ideation Documentation

A4 Bibliography

A5 Acknowledgment
A1 Original Thesis Proposal

WeMingle
The Way to Schedule Meetups

Amit Rajagopal Kozhipuram
Thesis Proposal for
Master of Fine Arts Degree
Visual Communication Design

College of Imaging Arts and Sciences
Rochester Institute of Technology
November 2015
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Thesis Defense Proposal
Amith Rajagopal Keshipuram
Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts & Sciences
School of Design
MFA Visual Communication Design

Title: We Mingle: The Way to Schedule Meetups
Submitted by: Amith Rajagopal Kozhipuram
Date: March, 2016

Thesis Committee Approval

Chief Thesis Advisor: Nancy Ciolek, Associate Professor, CIAS

______________________________
Signature of Chief Thesis Advisor  Date

Associate Thesis Advisor: Chris Jackson, Graduate Director/Professor, CIAS

______________________________
Signature of Associate Thesis Advisor  Date

Associate Thesis Advisor: Shaun Foster, Associate Professor, CIAS

______________________________
Signature of Associate Thesis Advisor  Date

MFA Thesis Candidate: Amith Rajagopal Kozhipuram

______________________________
Signature of MFA Thesis Candidate  Date
## Definition

<table>
<thead>
<tr>
<th>Definition</th>
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</thead>
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<tr>
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<td>Situation Analysis</td>
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<tr>
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</tr>
<tr>
<td>Bibliography</td>
</tr>
</tbody>
</table>

Thesis Defense Proposal  
Amith Rajagopal Kozhipuram
We
/wê/
Used by a speaker to refer to himself or herself and one or more other people considered together.

Min.gle
/miNGgel/
Move freely around a place or at a social function, associating with others.
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Amith Rajagopal Kozhipuram
WeMingle

The Way to Schedule Meetups

Addressing the lack of a solution or tool which enables two or more collaboratively decide on a meeting point, taking into account the location, accessibility methods, availability etc. for each user.

Areas of Focus
- UI/UX
- Interaction
- Information Design
- User Centered Design
- Social Networking
- Geographic Information System (GIS)

Effects/Results
- Save time & effort
- Make planning & scheduling get togethers with friends more collaborative and fun
- Promotes both social networking and human contact

Thesis Defense Proposal
Amith Rajagopal Kozhipuram
Situation Analysis
Typically when friends or co-workers decide to meet, the process of finding a point of interest (POI) or activity that everyone "OK’s" is tedious, involves a lot of phone calls & texts between each other etc. Not to mention being the one responsible for coming up with a plan/intinerary. One would spend time switching between devices and applications to figure out where you would hang out with your friends. This process could get frustrating, time consuming and arduous.

In this ever changing digital age, the most commonly followed pattern in the planning process is texting friends, search and browse different options, discuss the options and suitable schedules with friends, and finally make the booking or appointment. All these steps are most often done on different platforms, media and/or applications.

The proposed solution lets friends collaboratively browse and decide on a POI to meet up, based on their respective locations, schedules and requirements, all in one location and makes the process of planning more effortless and intuitive.
Problem Statement

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Organizing a meet up, in a big group or small, is a tedious time consuming process. Often, the user has to browse and communicate on different media and/or devices.

Currently, there does not exist an application or solution which allows users to collaboratively decide on a meeting point or point of interest, taking in to account the location, accessibility methods for each user, availability, schedule etc.

The lack of a solution which lets one or a group of friends/users collaboratively decide on a meeting point or point of interest, taking in to account the location, accessibility methods for each user, availability etc.

*Can a digital solution assist a group in collaboratively coming to a decision on a meeting point, while keeping in mind factors such as distance from each person, accessibility etc.?*

*Can there be a digital solution which makes the current process of scheduling a meeting point for a group of individuals more collaborative, at the same time effortless?*
Survey of Literature

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Thesis Defense Proposal
Amith Rajagopal Kothipuram
Mobile User Experience: Patterns to Make Sense of it All
The book is a good resource of theoretical and practical approaches to designing user experience for mobile applications.

Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules
The book helps in understanding concepts of UI by explaining the perceptual and cognitive psychological side of UI Design.

User Experience Innovation
The book covers concepts of user experience which make products such as iPhone, Amazon.com, etc. a success among its competitors.

Research and Design Innovations for Mobile User Experience
The book talks about how users are influenced by the use of applications and how some of the flaws and limitations in usability cause frustrations for users.

Thesis Defense Proposal
Amith Rajagopal Kothipura
Foundations for Designing User-Centered Systems: What System Designers Need to Know about People

The book elaborates on how UX needs to be designed with keeping in mind the user’s capabilities, user’s task, and the context.

GUI Bloopers 2.0

The book looks at bloopers in user interfaces for established applications, commercial websites etc. and explains how the reader could avoid making the same mistakes.

There’s Not An App For That

The book helps ensuring the readers UX projects are polished and flawless. It explains how to evaluate current UX methods and how improvements can be made from various aspects.
Design Ideation

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Thesis Defense Proposal
Amith Rajagopal Koshipuram
The Idea

The primary goal of the application is to assist users in scheduling a meet up within the city or elsewhere.

The envisioned application has three main components:

- POI browse
- Social chat with one or more than one person (group chat)
- Route Finding (GIS)
User Persona 1

Sam Conley
24 years old
Engineering Student
Outdoor Enthusiast

“I like hanging out with my friends, outdoor activities and exploring new places.”

Goals
Wants to make it in his field.
Would like to closely work with nature.
Have an active fun comfortable life with possibilities of a family much later on.

Tasks
Trying to plan a weekend long adventure trip for him and his friends.

Frustration
Does not like tedious process of search and booking.
Does not like the fact that there are no platforms for him and his friends.
Does not like the disagreement/discussions between his friends to come up with a plan.

Extrovert
Introvert

Thinking
Emotion

Judging
Perceiving
Jannette Nelson
32 years old
Manager at Local Bank

“I like to balance my work and personal life in a healthy manner.”

Goals
Wants to do well at her current position.
Does not want to change things up.
Have a food family plan.

Tasks
Trying to plan a dinner get together with some of her close friends from close by cities.

Frustration
Does not like miscommunication and waste of time that is part of planning.
Does not like complicated technology.

Extrovert
Introvert
Thinking
Emotion
Judging
Perceiving

Thesis Defense Proposal
Amith Rajagopal Keshipuram

WeMingle - Meet-ups Simplified
Thesis Documentation

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User Persona 3

Karl Larson
41 years old
Athletic Trainer

“Work hard. Play harder.”

Goals
Wants to travel around the world.
Wants to live a healthy life.

Tasks
Trying to plan a get-together/vacation with friends who are in different parts of the world.

Frustration
Does not like the different technologies that he has to keep track of.
Does not like manual maintenance and updation of already entered information.
The content model for the application is shown in the diagram above. The navigation is between 5 main contents - POI (Points of Interest), Favourites, Settings, Profile, Groups.

POI section allows users to browse and find places or activities in any area along with various customisable filter settings.

Here users can view any favourited place or activity, or past experience.

This section is where the user would set up their custom profile with a profile picture and other details. This information is by which other users of the application will identify this user.

Groups section is where the user would create chat groups with his/her friends.
WeMingle
The Way to Schedule Meetups

Wireframes

Logo

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Thesis Defense Proposal
Amith Rajagopal Kishipuram
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Amith Rajagopal Kothipuram
WeMingle
The Way to Schedule Meetups

Research & Gather Information
By surveying the target audience find out the pain points, problems being faced and analyze the existing situation.

By using applications which are potential competitors, understand current workflows being followed.

Ideate
Create sketches for wireframe.
Come up with the goals and objectives of the application -
- Make the decision process easier.
- Make booking process easier.
- Features, Persona.
- Potential features.
- Branding

Plan
Come up with the information flowchart, error prevention for the application.
Develop basic prototype using wireframes.

Test
Assign tasks to test users and analyse how they perform while they use the application.
Take feedback from the test users and evaluate the wireframes based on the feedback.
If required, based on the evaluation, modify the wireframes.

Thesis Defense Proposal
Amith Rajagopal Keshipuram
WeMingle
The Way to Schedule Meetups

Identity
Develop a logo which appropriately represents the application and its features and functionalities.

Come up with a suitable color palette to complete the development of the branding for this application.

Visual Mock Ups
Using wireframes created, begin visual mocking up of the screens.

Build Prototype
Using the final comps created, build a prototype which should represent the working of a full working application, except for the animations and transitions.

Test
Evaluate the application as a complete product in the hands of target consumers.

Assign tasks to the user and see how easily they accomplish the task.

Analyse results of the test and make modifications, if required.

Applications

Thesis Defense Proposal
Amith Rajagopal Koshipuram
Competitive Analysis

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Amith Rajagopal Keshipuram
WeMingle - Meet-ups Simplified

Let's Meet App
Nearby Friends Notification
By Fachowcy.pl Ventures S.A.

Let's Meet App is a mobile application which lets users geographically keep track of and be tracked by his/her accepted circle of friends within the application. User can view his/her friends on a map radar showing their current location and other attributes.

Content Model

- HOME
  - Settings
  - Add friends
  - Invite Friends
  - Broadcast Status

Thesis Defense Proposal
Amith Rajagopal Kozhuparam
Meetup is an online social networking portal that lets people from various locations interested in particular activities get together. Users can create groups to which other users can join or join existing groups.

**Content Model**

```
Home
  / |
Start group Add group Groups Calendar
```

**Definition**

**Thesis Statement**

**Situation Analysis**

**Problem Statement**

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**Methodology**

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Thesis Defense Proposal

Amith Rajagopal Koshipuram
WeMingle
The Way to Schedule Meetups

Let's Meet Halfway
Route finder between friends

Let's Meet Halfway is an application that allows users to find midpoints between user entered addresses. It also allows viewing of POI in that local area.

Content Model

- Home
- Maps
- Search
  - Filter
    - Shows Results

---

Thesis Defense Proposal
Amith Rajagopal Kozhipuram
**Friendtroid**

**Nearby Friends Notification**

Friendtroid is an application which allows users to find POIs which are easily accessible to a group of users. The addresses are manually entered by the user.

**Content Model**

```
Home
  /   \
Added Addresses Enter Addresses POI Settings
```
WeMingle - Meet-ups Simplified

Yelp
Eatery Directory & Reviews

Yelp is a website which lets users view and post reviews about restaurants, eateries etc. The application also lets users navigate, bookmark and share desired locations.

Content Model

```
Home
  ├── Added Addresses
  │     ├── Enter Addresses
  │     └── POI
  └── Settings
```

Thesis Documentation

Thesis Defense Proposal
Amith Rajagopal Koshipuram
Whatsapp is an online chat application which lets users chat with other users or create groups and send out mass messages. It also enables sharing of location and internet calling.

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FB Messenger is an online chat application, an extension of Facebook, which lets users chat with other users or create groups and send out mass messages. It also enables sharing of location and internet calling.
# WeMingle vs Competitors

<table>
<thead>
<tr>
<th>Feature</th>
<th>WeMingle</th>
<th>Let'sMeetApp</th>
<th>Let'sMeetHawaii</th>
<th>Friendroid</th>
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<tr>
<td>POI Browse</td>
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<td></td>
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**Definition**

- Thesis Statement
- Situation Analysis
- Problem Statement
- Survey of Literature
- Design Ideation
- Methodology

**Competitive Analysis**

- Dissemination
- Implications
- Evaluation Plan
- Timeline
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**Thesis Defense Proposal**

Amith Rajagopal Kashipuram
Dessimination

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- Imagine RIT Festival
- Thesis Show
- Behance, Pinterest
- Propose concept to potential buyers
- Consider copyright/trademark/patent
- Adobe Design Achievement Awards
- Pixel Awards
Implications

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WeMingle
The Way to Schedule Meetups

UI/UX
Interaction Design
Information Design
User Centered Design
Motion in UI/UX
Social Network

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Test the application prototype with users from target group.

Analyse and evaluate the prototype also taking into account the feedback received from the test users.

If modifications are required based on the analysis of results from the test conducted.
Timeline

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The Way to Schedule Meetups

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Thesis Defense Proposal
Amith Rajagopal Kozhipuram
A2  Testing & Feedback

Questionnaire for User Testing I

1. How do you plan outings with your friends/family?
2. What do you find most frustrating about the process?
3. If there was an app which would let you and your friends decide and discuss on a POI, would you use it?
4. What kind of features would you like to see in it?

Questionnaire for User Testing II

1. Which color theme do you prefer?
2. What was the thinking behind your preference?

Questionnaire for User Testing III

1. Find a POI in the category of restaurants within 5 miles of your location.
2. Add a restaurant to one of your groups for discussion.
3. Create a new group with some of your friends.
4. Add a comment to a POI in one of your groups.
5. Vote for one of the POIs in your groups.
6. Make a reservation for your group at a restaurant.
User A

Age 18
Technology Knowhow 4/5
Occupation Student

User Test I Feedback

1. By phone mostly.
2. Getting people’s voice mail and waiting for their response.
3. Yes.

User Test II Feedback

1. Blue
2. Color combination

User Test III Feedback

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
User B

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
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<tr>
<td>Technology Knowhow</td>
<td>3/5</td>
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<tr>
<td>Occupation</td>
<td>Project Manager</td>
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</table>

User Test I Feedback

1. Google places. Read reviews on Yelp/Google reviews. Texting on social media group.
2. Too many apps to switch between. Undecisive.
3. Yes.
4. Ability to see pictures and read reviews.

User Test II Feedback

1. Blue
2. Good contrast

User Test III Feedback

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.

General Feedback

Add sign in - sign up page
User C

Age 28
Technology Knowhow 5/5
Occupation Student

User Test I Feedback

1. Google places. Read reviews on Yelp/Google reviews. Texting on social media group.
2. Too many apps to switch between. Undecisive.
3. Yes.
4. Ability to vote on POIs

User Test II Feedback

1. Blue
2. Color combination

User Test III Feedback

Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.

General Feedback

Be able to search from any page.
User D

Age 21
Technology Knowhow 5/5
Occupation Technology Professional

User Test I Feedback

1. Google places. Read reviews on Yelp/Google reviews. Texting on social media group.
2. Too many apps to switch between. Undecisive.
3. Yes.
4. Ability to see pictures and read reviews.

User Test II Feedback

1. Blue
2. Color combination

User Test III Feedback

Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.

General Feedback

What if I wanted to have one-one conversation with a buddy of mine.
User E

Age  
23

Technology Knowhow  
5/5

Occupation  
Technology Professional

User Test I Feedback

1. Others making the decision and letting me know where to show up.
2. Uncertainty and no knowledge of what's happening till the last minute.
3. Yes.
4. Ability to see pictures and read reviews.

User Test II Feedback

1. Blue
2. Looks Awesome

User Test III Feedback

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
**User F**

<table>
<thead>
<tr>
<th>Age</th>
<th>25</th>
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<tbody>
<tr>
<td>Technology Knowhow</td>
<td>5/5</td>
</tr>
<tr>
<td>Occupation</td>
<td>Technology Professional</td>
</tr>
</tbody>
</table>

**User Test I Feedback**

1. By phone mostly.
2. Getting people’s voice mail and waiting for their response.
3. Yes.
4. Ability to see pictures and read reviews.

**User Test II Feedback**

1. Blue
2. Easy to read in dark/light conditions.

**User Test III Feedback**

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
User G

Age 25
Technology Knowhow 5/5
Occupation Technology Professional

User Test I Feedback
1. Google places. Read reviews on Yelp/Google reviews. Texting on social media group.
2. Some people don’t respond at all and depend on a last minute phone call to find out what the plan is.
3. Yes.
4. Ability to see pictures and read reviews.

User Test II Feedback
1. Orange
2. Looks sophisticated.

User Test III Feedback
Positive.
User was not stuck at any point showing that the flow of control made sense to the him/her.
**User H**

- Age: 32
- Technology Knowhow: 3/5
- Occupation: Technology Professional

**User Test I Feedback**

1. Google places. Read reviews on Yelp/Google reviews. Texting on social media group.
2. Some people don’t respond at all and depend on a last minute phone call to find out what the plan is.
3. Yes.
4. Ability to see pictures and read reviews.

**User Test II Feedback**

1. Blue
2. Clarity

**User Test III Feedback**

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
User I

Age 16
Technology Knowhow 5/5
Occupation Student

User Test I Feedback

1. Google places. Read reviews on Yelp/Google reviews. Texting on social media group.
2. Some people don’t respond at all and depend on a last minute phone call to find out what the plan is.
3. Yes.
4. Ability to see pictures and read reviews.

User Test II Feedback

1. Blue
2. Contrast better than the rest

User Test III Feedback

Positive.

User was not stuck at any point showing that the flow of control made sense to the him/her.
**User J**

**Age** 17  
**Technology Knowhow** 5/5  
**Occupation** Student

**User Test I Feedback**

1. Others making the decision and letting me know where to show up.  
2. Uncertainty and no knowledge of what’s happening till the last minute.  
3. Yes.  
4. Ability to see pictures and read reviews.

**User Test II Feedback**

1. White  
2. Easy to read

**User Test III Feedback**

Positive.  
User was not stuck at any point showing that the flow of control made sense to the him/her.
A3  Ideation Documentation
Member → Receive Request

<table>
<thead>
<tr>
<th>Reject?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accept?</td>
</tr>
</tbody>
</table>

No

Yes

Choose your own POI

Add to discussion

Question comes only if admin has time on "suggestions."
- POI
- Reviews
- Connect with FB
- Notification Center

- Different visual themes to cater to wider audience.

- Instructional pop-ups: "Did you know? You could change wallpaper here."

- Profile
- Settings
- Chat

- History
- Favo

- Calendar

- DEALS!!!
- Google
Admin - Method 1 - Add Location & note

Driver - Method 1 - Draw with friends with limitaing options

Member - Method 2

Show Poll Summary Screen
Booking

1. Different kinds of tables available for booking based on vendors availability.

2. Refer booking back with friends to see if they are good with it.

3. Confirm booking

4. Confirm purchase

   - Should payment be split between members?
   - Should payment be done by admin?
   - Safety of credit cards/whatever should be assured to the users via some means.

5. Hence, should there be a wallet function?

   - If yes
     - Booking, splitting expenses will never be your headache.
     - The app will calculate the balances and notify each member.
IN A WAY
CONNECTING VENDORS TO CUSTOMERS
User Persona

1. A friend trying to organize a dinner party with his close college friends.

2. A group of friends looking for a fun activity for the weekend.

3. Friends who are in different countries/continents trying to organize a meetup/vacation in a place fairly accessible for all.
WeMingle - Meet-ups Simplified

Thesis Documentation

Gianette Nelson
Manager, family oriented
32 years old
Status: Married
Location:
Driver's license: Unlisted

Goals:
- Want to do well at her current position.
- Does not want to change things.
- Have a good family life.

Tasks:
- Trying to plan an dinner get together with some of her close friends from closely cities.

Evaluation:
- Does not like communication issues when it comes with planning.
- Does not like complicated technology.

Maturity
Achieved: 4/5
Expected: 8/5
Expected: 8/5
Expected: 2/5

Verbal: 4/5
Technical: 3/5
Technology: 3/5

Personality
Interpersonal: Strong
Developing: Strong
Think & Feel (Recovery)

- Important to her
- Family, husband
- Best friends, career
- Overwhelmed, money, work
- More than others
- Significant others
- Many choices
- Lots of plans, etc.
- "Why influence her?"
- Her husband, thinking &
- Media channels, in public
- TV, magazine
- "Information"
- Helps him right
- Brief overview
- New experiences
- What moved her
- Keeps him up right

See (Environment)
Karl Larson
- Model Trainer
- 40 years old
- Silver
- Location

Goals
- Wants to travel around the world
- Wants to live a healthy life

Tasks
- Trying to plan a get together/vacation
- Frustration
  - Does not like to use multiple technologies that he has to keep track of
Engineering Student, Outdoor Enthusiast

24 year old
Student - Single
Location -

Driven, Friendly, Outdoor

Profile:

- Wants to make it in his field
- Would like to closely work
- Happy with nature
- Have a pet, comfortable family life
- Not interested in a long-term partner

Hobbies:
- Trying to plan a weekend long adventure trip for him and his friends
- Grooming
- Does not like getting ready for events
- Does not like the fact where one platform for him & his friends
- Does not like the current platform's focus on...
WeMingle - Meet-ups Simplified

Thesis Documentation

[Image of handwritten notes]
WeMingle - Meet-ups Simplified

Thesis Documentation

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A4  Bibliography


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