

User research and conception of an app for the communication among students



Log in and home screen concept of the app

Special Focus

The master thesis will examine how high the demand for such a platform is and which requirements and functions the application must have in order to provide students with an optimal user experience. First and foremost, this includes the semantic network, which would clearly stand out from direct as well as indirect competitors and enable a unique visualization of the network. A survey of the target group with 409 students helped to obtain essential knowledge. A subsequent survey based on the Kano model finally made it possible to define the necessary functions of the communication platform. The surveys, as well as user tests, provided essential insights into the problems and needs of the users and led to a continuous further development of the concept.

Based on the development of an information architecture and compact wireframes, a low-fidelity prototype is developed, which evaluates the user experience by doing a user test. This ultimately serves as a starting point for any future concepts.

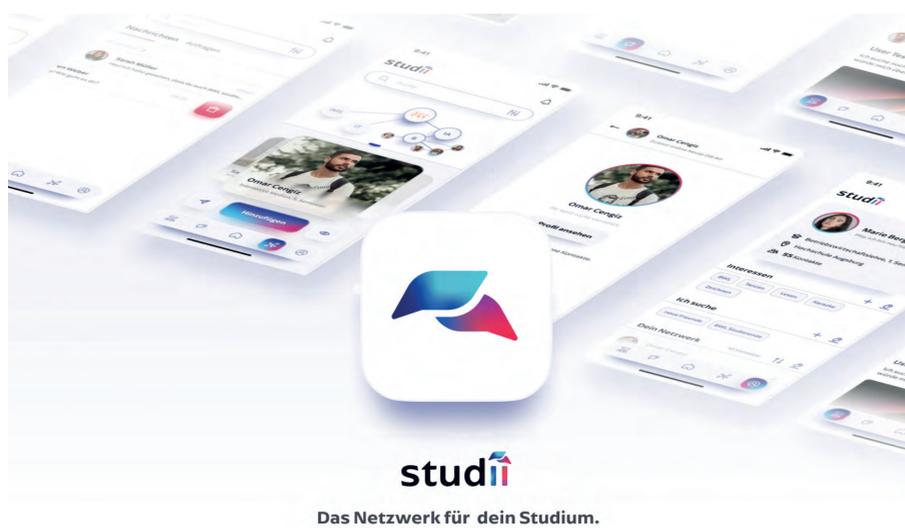
Abstract

Celine Benachour, a student in the master program Interactive Media Systems is focusing on the mobile experience through her choice of major field. Here, innovative technologies are combined with creative concepts and integral design, with a special focus on the interaction between digital content and the physical world. In this master thesis, these aspects of the two worlds are analyzed in more detail by looking for an optimal digital solution for communication among students. The object is to find out how an optimal first contact among students can succeed and how students with the highest compatibility and the same search requirements can be brought together with a low expenditure of time. The resulting product is based on extensive user research and several design iterations using a modern and agile approach.

The work structure is based on a combination of two work models and phases: The five phases of a design process, combined with the Lean UX method. The early and repeated testing of prototypes based on several iterations can significantly reduce risks. The "build-measure-learn cycle", is used here in particular for an agile development.



Heatmaps of one user test



Overview of the screens and app logo

Result and Future Work

In total, two surveys and user tests were conducted, which provided insight into the students train of thoughts, as well as essential knowledge about the interaction patterns of students. The surveys also showed that the demand for such a platform is high and further iteration is needed to create an optimal user experience and cover all user needs.

All in all, a holistic app concept has emerged, which needs further design iterations as well as user tests. In particular, the visualization of the network presents a difficult measurability of the overall functionality based on the prototypical implementation. Especially in the case of multiple branches with many different students, the visualization of such a network can become very complex and therefore also confusing.

In summary, this requires an extensive execution of several user tests, whereby a programmed prototype is necessary first.

