Process Document

Research

Christina Gambacorta
The users of this app are:

… Preparing for a conference, deciding on events  
… Finding the time/room of an event  
… Connecting with others at the conference  
… Following up on new ideas and information
Challenges

Challenge 1: Conference has 20 events and over 50 speakers/day, need a way for attendees to sort this information.

Challenge 2: Attendees may not bring their laptop; program booklet will not have as much information, require flipping around.

Challenge 3: There is no way for attendees to search for other attendees if they want to contact someone they met.

Solution 1
My app will allow users to filter conference information based on their preferences.

Solution 2
My app will provide an easy to use and interactive site for users.

Solution 3
A new feature will be added that will enhance our networking opportunities.
Objective 1: Conference attendees will be able to easily and intuitively search for the information they need.

Objective 2: Conference attendees and other users will be able to browse through our digital content, reading interviews with invited speakers, and tips.

Objective 3: Attendees that register with the app will have the option to connect with other guests and speakers at the event using our app-based networking tool.
The Beyond Academia group started with a small conference in 2013. Since then, the conference has quadrupled in size, with hundreds of graduate students and post-docs attending from UC Berkeley, UCSF, UC Santa Cruz, UC Santa Barbara, and Stanford. As it continues to grow in size, along with our content base, it becomes more challenging for users to find the information they need. The app will provide an easy tool for attendees to quickly locate desired information, instead of pulling out their laptop or searching through our program booklet. It will also provide links to our content and new features, such as a networking section.
Where will you find this UI?

… it will be linked to on our website
… a link will be emailed to conference attendees
one week before the event
Screen Size

From: http://www.paintcodeapp.com/news/iphone-6-screens-demystified
Amy Young

AGE 28
Favorite food Sushi

Hobby DIY crafts from Pintrest
Previous job Editor of her college newspaper

Familiarity with Technology Medium
Favorite Brand Anthropologie

Amy finished her PhD in sociology 6 months ago and decided she no longer wanted to pursue an academic position. Since then she has been picking up short-term writing gigs on freelancer.com and trying to decide what to do next. She feels stuck and found the Beyond Academia website while googling for ideas. She has been looking over the conference materials and is excited to have some guidance while exploring potential career options.
Create a set of three personas for different users.

Elise Benson

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>Small budget traveling</td>
<td>Medium</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Favorite food</th>
<th>Previous job</th>
<th>Favorite Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizza</td>
<td>Barista at Starbucks</td>
<td>Target</td>
</tr>
</tbody>
</table>

Elise is a 3rd year PhD student in Molecular Biology. She moved to Berkeley from a small town in Ohio, where she lived with her parents after getting her Bachelors at Ohio State. She is happy to be out of the Midwest, and enjoys visiting new places whenever she can. Her parents ask her frequently what she plans to do after she finishes graduate school; she tells them she’s unsure. She decided to go to the conference on a last minute whim when a friend told her about it a few days before.
### Persona 3

**Dan Howell**

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
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</thead>
<tbody>
<tr>
<td>32</td>
<td>Brewing beer</td>
<td>High</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Favorite food</th>
<th>Previous Job</th>
<th>Favorite Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Buffet</td>
<td>Physics tutor</td>
<td>Everything off-brand</td>
</tr>
</tbody>
</table>

Dan is a third-year Post-Doc in the physics department. He completed his PhD at Brown University and had a first-author paper accepted to Nature, before moving to Berkeley with his wife, who is a Post-Doc at UCSF. He’d like to become a professor at a large university where he can continue his research, but hasn’t had any luck yet and the two body problem seems daunting. While he isn’t sure if he is ready to leave academia, he knows he doesn’t want to go teach at a small liberal arts school, and is beginning to explore other job options where he can still do interesting research. He heard about the conference on the post-doc list-serve.
Elise is coming to both days of the Beyond Academia Conference and is trying to decide what workshops to go to.

1. She launches her Beyond Academia app on her iPhone.
2. She opens up the Monday morning workshops tab.
3. She reads through the descriptions and checks the one she likes most.
4. The workshop is saved to her schedule.
5. She repeats this for the afternoon time slot.
To view personalized information (outlined in blue) create an account or login to an existing account. Without logging in, non-personalized content is still available.
What type of experience do you want to provide for your user?

E.g., This app will provide information in a way that is clean and intuitive, but makes the user feel at ease and optimistic. The user will have the option of creating a login for a personalized experience – he or she can create and save his/her own schedule that will appear when the app is launched. This schedule will have room/time information so the user does not have to page through the program booklet to locate the logistic details of their chosen events.

If users prefer not to create their own login, he or she can still view all of the main content, and a general summary schedule will open when the app is launched.

Many of the people that use the app may feel stuck or unsure of the future. Others may be curious about the event but not sure if it is for them. The overall feeling of the app should be inclusive, positive and non-intimidating.
Formal Collage

Utilize the ‘Experience’ page (slide #13 of this document) and create a formal collage of two polar opposites. What will the overall ‘feeling’ be? Remove the ‘content and the users.’ E.g., if you were going to have a dinner party, would your home be organized? What would that feel like? Would it be cozy? How would you make it that? Take this feeling and apply it to the container/framework of your UI. What is the design shell? Don’t design it yet, just create a collage of what it could look like. Is it angry? Then create a collage of anger, using formal elements (e.g, sharp lines, tension in composition). Then contrast that for your second collage. Create a collage that communicates happy, again using the same principles of form and composition.

Do not use images or words (i.e., photographs or found imagery). Examples from Dondis (p.97 below).
Style Guide

Formal Collage

My App Title

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai