

Study in the UX of event-based social networks for Bloom

By: **Feiming Sun**

Field Project Supervisors: **Portia Nyonyo**

Academic Supervisor: **Nicolas Hine**

This problem centric design project aims to improve the user experience of the Bloom App's online and offline social features for students. The research focus on the mixed-mode social experience of students creating offline activities through online platforms.

Introduction

LINK UP is a social function in Bloom, it enables students to establish and expand their social relationships based on activities, similar locations and interests. By posting a LINK UP student can find fellow students who want to engage in an activity or a hobby. My project focused on the interaction experience and user analysis of this feature, improving the user experience by analysing competing products and researching user needs, and conducting usability testing to validate the design solution after the prototype was completed.

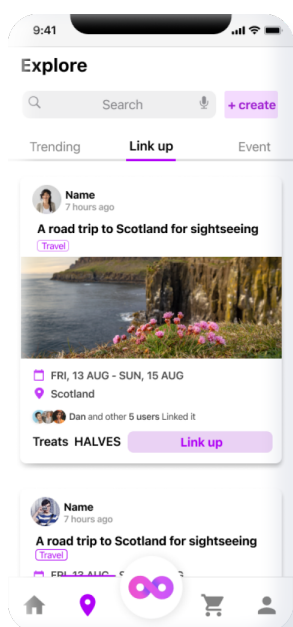
Research method

During the preliminary research process, several different research and user study methods were selected, competitors were analysed to understand market gaps, questionnaires were distributed and user interviews were conducted to find user needs and pain points, and functional requirements were sorted out based on the research results.

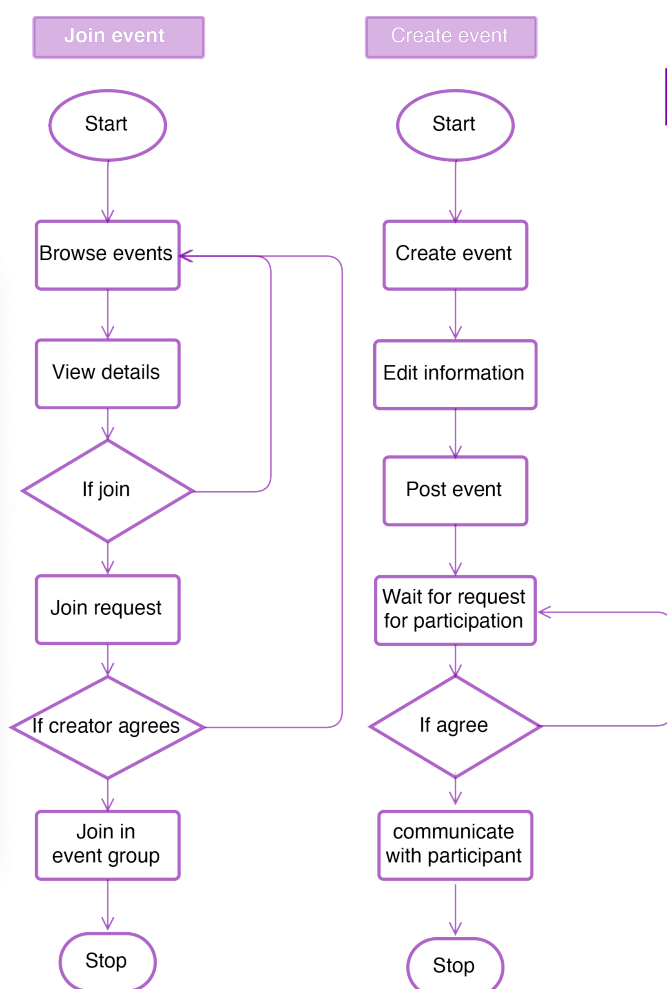


Design

Prototype



User flow



Result

Persona



Participate in events
Emma
18
Female
STUDENT

She has just started his university life and is looking forward to meeting new friends



Create events
Jordan
20
Male
STUDENT

He enjoys spending time with his friends and often invites them to offline social events

Needs

Get information about offline activities among students and find events that interest you. Meet friends with similar interests at events. Attend events organised by friends to communicate more efficiently with others.

Needs

Organise events and invite people who are interested in them to come. Meet new friends

Function

- Find an event for interest
- Request to join an event
- Invite friends to join you
- Communicate with others
- Event reminders
- Create an event
- Invite other users
- Manage request
- Manage events
- Communicate with others at tr

Future work

The prototype design has been completed. Usability testing has been carried out and the interaction process will be further improved based on the results of the testing