UOFT Clubhouse



Approach

1. Domain & Problem

   Surveys , Interviews
2. Process

   Persona , Journey Maps , Hills
3. Design

   Lofi , MidFi , Hifi
4. Test

   Usability testing , 5 sec test
5. Next steps

   More screens, Additional personas

Design Domain

Future ready students

Our overarching objective is to construct a platform that serves as a dynamic nexus, fostering connections among individuals.

The ultimate aim is to empower these individuals with the tools and opportunities necessary to not only navigate the present effectively but also to equip them with the skills and networks that will make them future-ready.

Meet Mickey





Mickey, a UofT freshman in a new city, aims to join a drama club for community involvement.



Asks personal network



Searches for information online



Too many long and unhelpful search results.



Mickey the One - person

Show

He feels all alone



Mickey the One - person Show

But he’s not alone in this situation .

r/UofT · Posted by u/ExplanationOne9200 1 year ago

How to join clubs at st george?

Advice

Hi there, I'm in my 3rd year and looking to join clubs but not sure how to do so. I found the contact information of about 10 different clubs that I was interested in and tried to contact them using the contact info listed for them and got 0 responses. How do people join clubs?! I hear all of this "join clubs" "join activities" "go to events" but where and how do I do that??? Please do help my lonely an clueless self lol. For reference here are my interests in case u know of any club or group I can join: music, books, chess, art, psychology, Spirituality

12 Comments Share Save •••

r/UofT · Posted by u/ExplanationOne9200 1 year ago

How to join clubs at st george?

Advice

Hi there, I'm d the contact
information em using the
contact info of this "join
clubs" "join my lonely an
clueless sel p I can join:
music, books, chess, art, psychology, Spirituality

12 Comments Share Save ...

r/UofT · Posted by u/[deleted] 1 year ago

How do i join a club now and am i to late

Other

Just wondering if its too late to join a club and how i would?

6 Comments Share Save ...

r/UofT · Posted by u/ExplanationOne9200 1 year ago

How to join clubs at st george?

r/UofT · Posted by u/Ok_Statistician5997 1 year ago

Are there any UTSG clubs that I could still join right now?

Other

Hi, I was just wondering whether there are still clubs that I could join right now. If so, which one?

7 Comments Share Save ...

12 Comments Share Save ...

r/UofT · Posted by u/ExplanationOne9200 1 year ago

How to join clubs at st george?

r/UofT · Posted by u/Ok_Statistician5997 1 year ago

Are there any UTSC clubs that I could still join right now?

Other

Hi, I was ju ich one?

7 Comments Share Save ...

r/UofT · Posted by u/silver4293 3 years ago

How do you join clubs here?

Advice

12 Comments Share Save ...

u/Ok_Statistician5997 1 year ago

r/UofT · Posted by u/throwaw19s 1 year ago

2

what do you do if you can’t attend the club fair?

Question

i didn’t sign up for orientation and i’m not sure what if i’ll have time to attend the club fair so is it okay if i just apply online for clubs? or do i have to meet them in person?

3 Comments Share Save ...

Share Save ...

r/UofT · Posted by u/whereismyglasspixie 1 year ago

Is there a deadline to join most clubs?

Other

I want to try to make some more friends this year by joining a couple of clubs. Unfortunately, as a commuter, I missed the club fair. I'm sure it varies case by case but is there a deadline to join them? Additionally, is the online portal a viable source to find up to date ones?

r/UofT · Posted by u/Interesting-Low2144 1 year ago

There should be a club for lonely international students.

Other

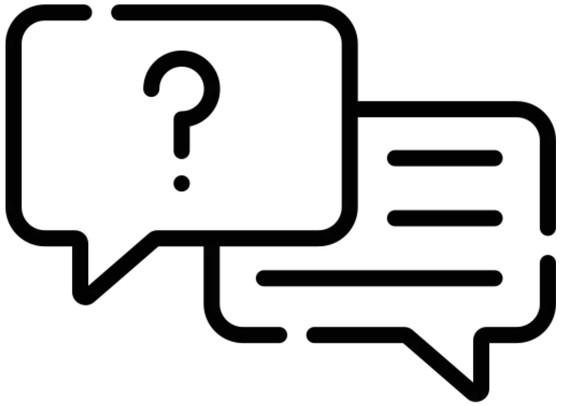
Basically the title. UofT is a lonely school for international students, especially for first-years a introverted ones.

51 Comments Share Save •••

There are over 1,000 clubs and student-run organizations across U of T's three campuses

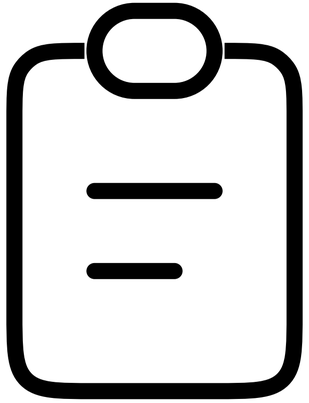
Reached out to U of T students to learn about their club experiences

Reached out to U of T students to learn about their club experiences



5 Semi-structured interviews

3 Graduate • 2 Undergrad



36 Survey respondents

17 Graduate • 19 Undergrad

From our research, we found interesting responses about club experiences

From our research, we found interesting responses about club experiences

11%

Are satisfied with their club involvement

From our research, we found interesting responses about club experiences

11%

Are satisfied with their club involvement

21%

Have left clubs because they did not match their interests

From our research, we found interesting responses about club experiences

11%

Are satisfied with their club involvement

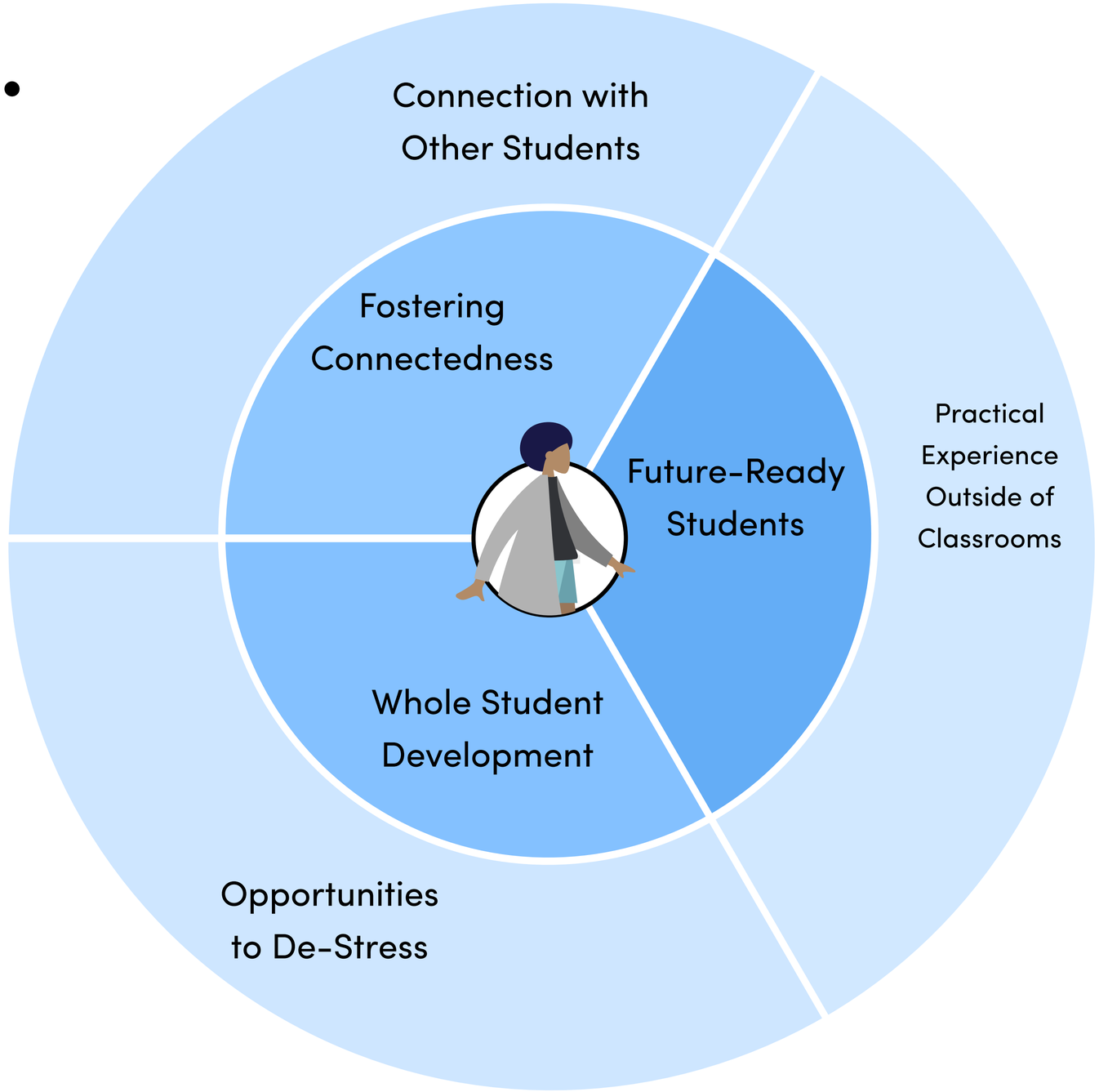
21%

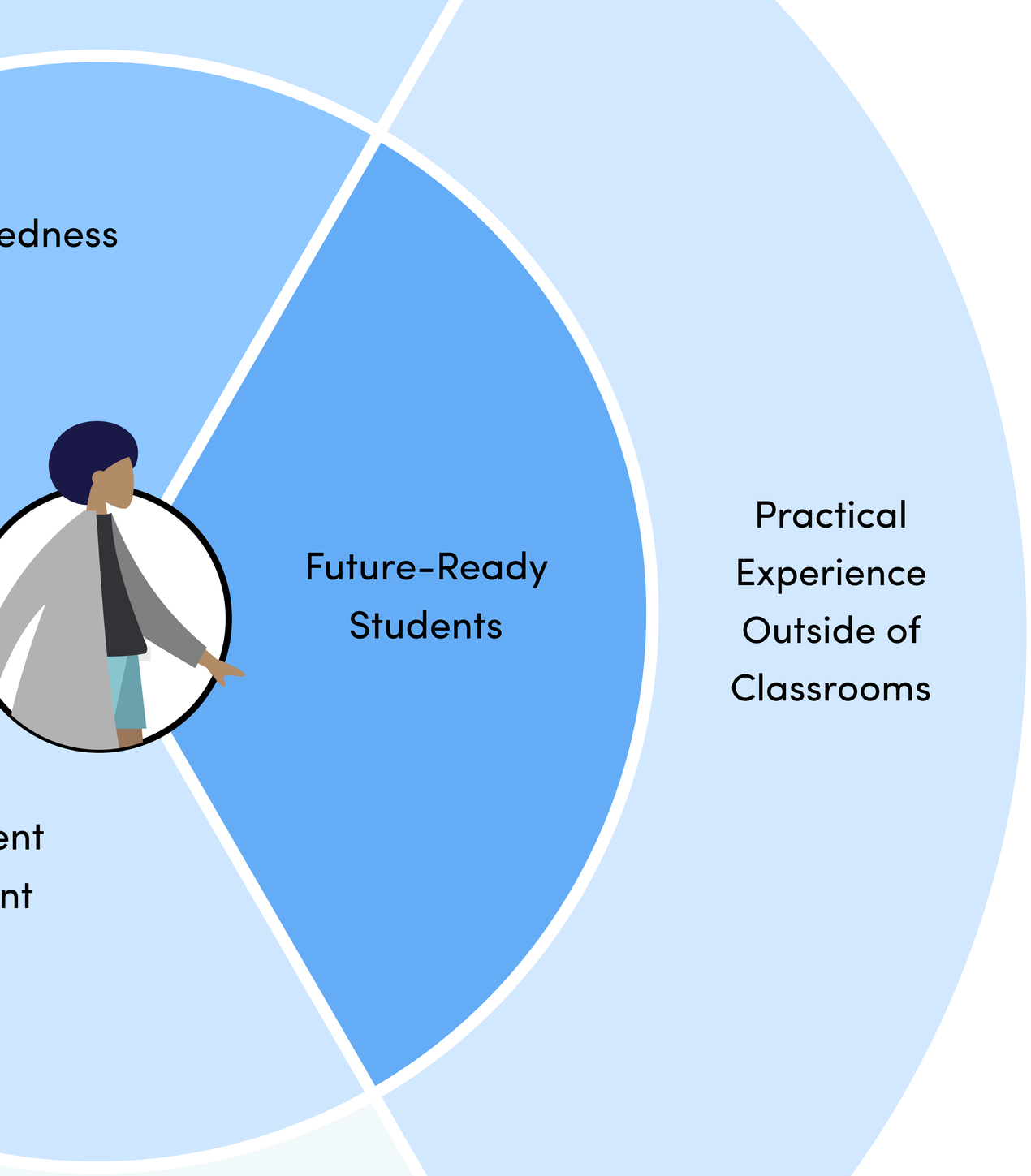
Have left clubs because they did not match their interests

68%

Join clubs with the intention to develop professional skills

Currently...


Connection with
Other Students
Fostering
Connectedness
Future-Ready
Students
Practical
Experience
Outside of
Classrooms
Whole Student
Development
Opportunities
to De-Stress

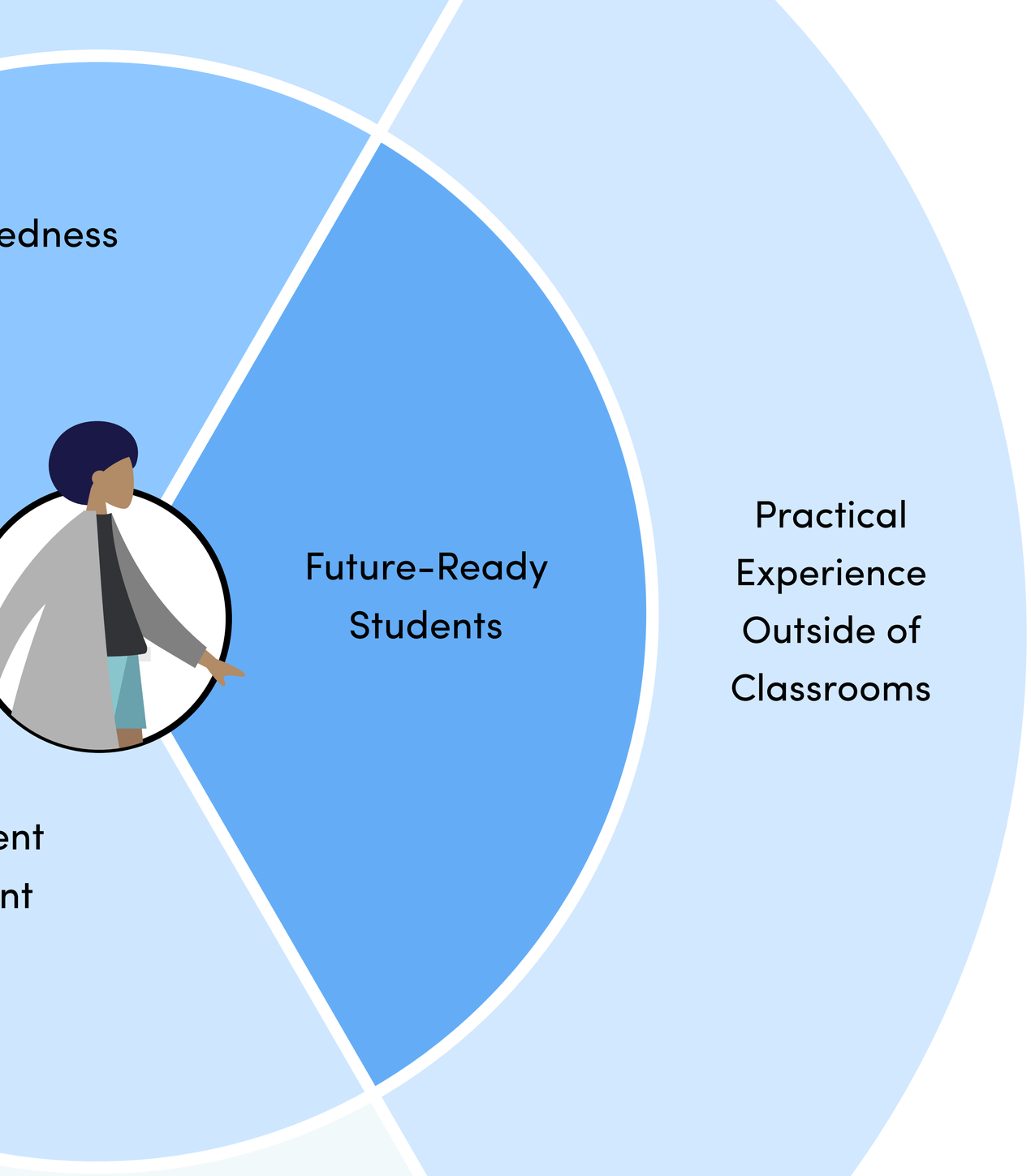


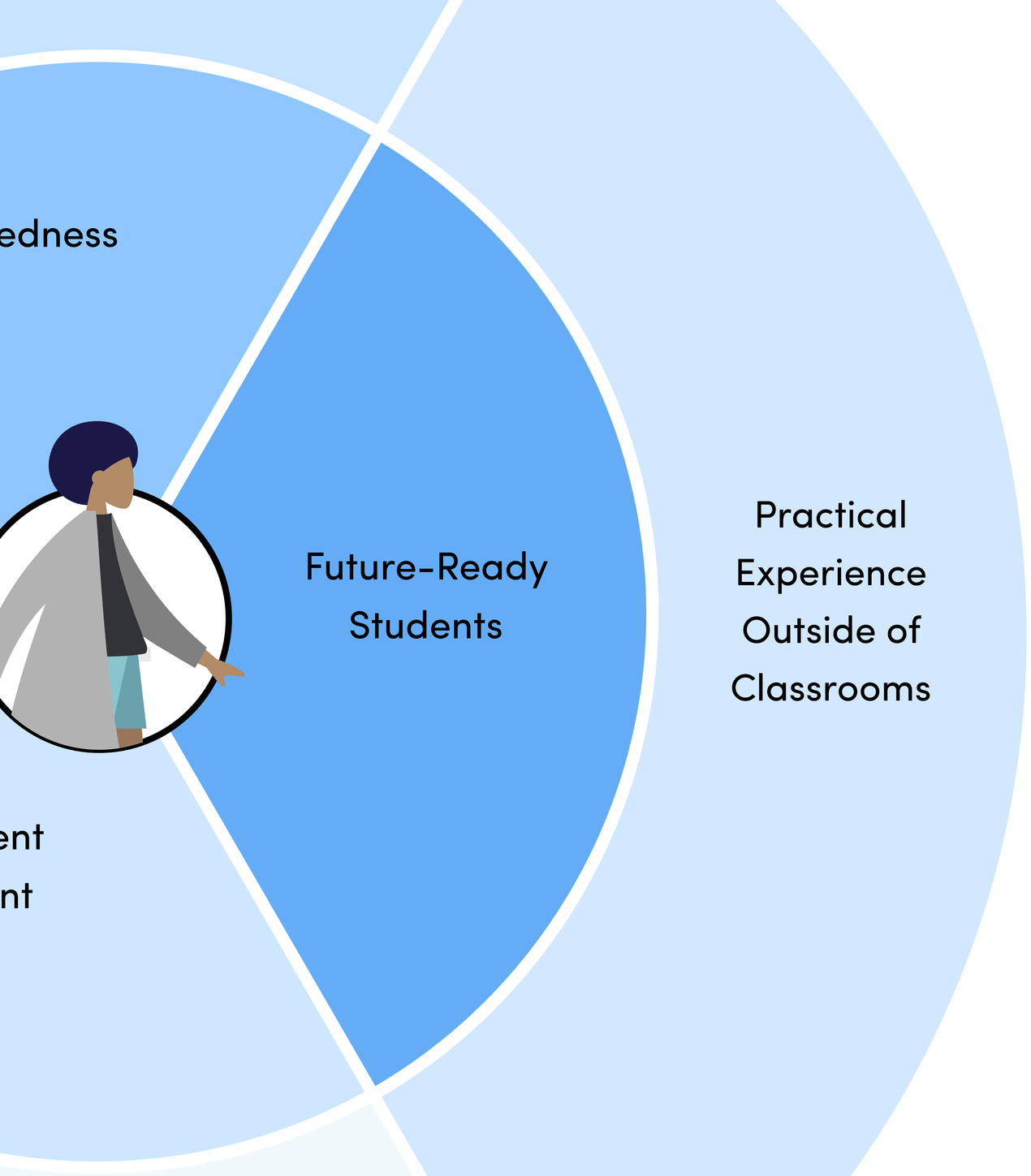
"People usually join the executive positions so that they can learn leadership skills."

“I was able to learn how to communicate with people.”

“It looks good on applications, whether you're applying for funding, an academic position, or an on-campus job.”

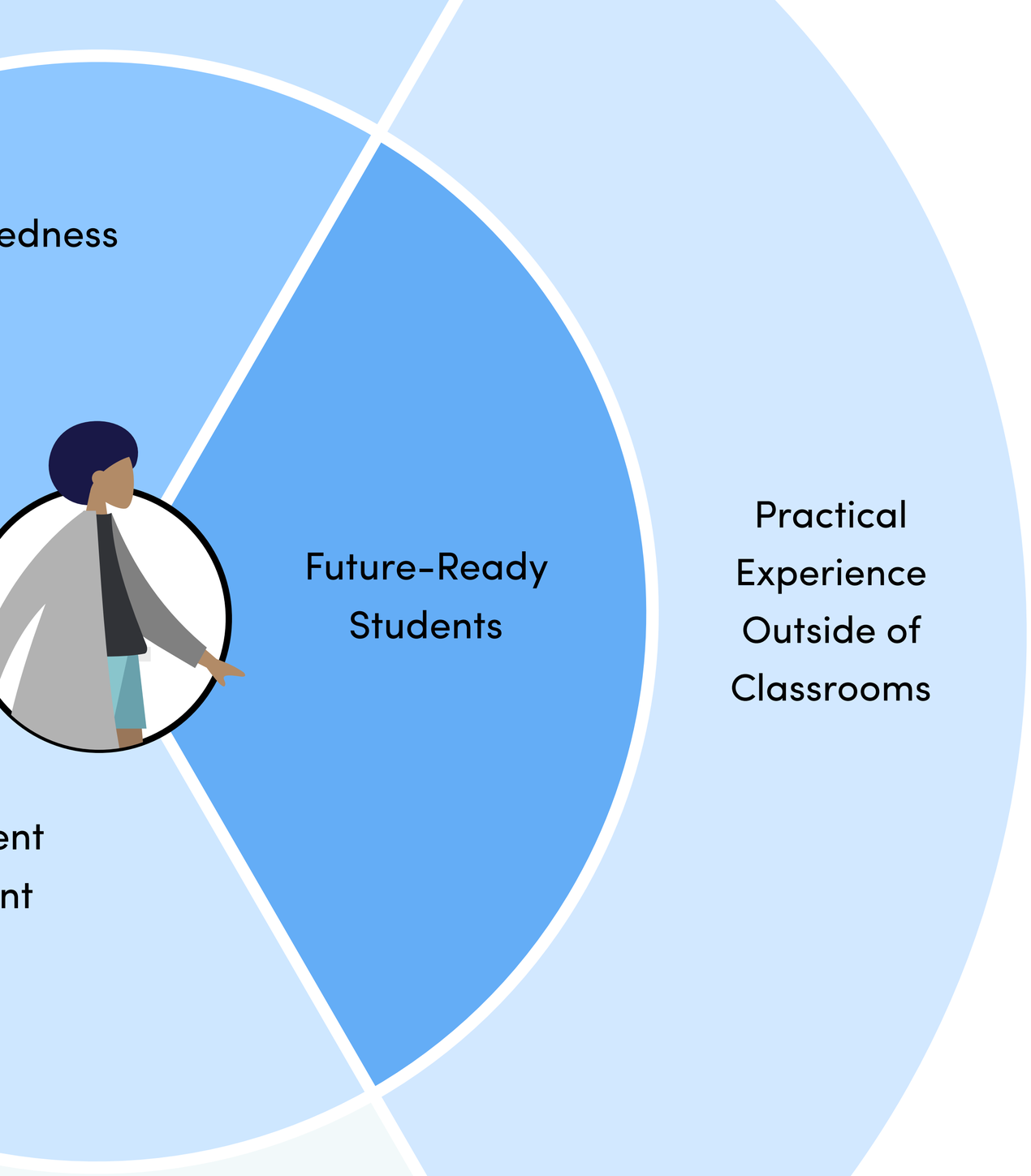
Problem With Clubs





Problem With Clubs

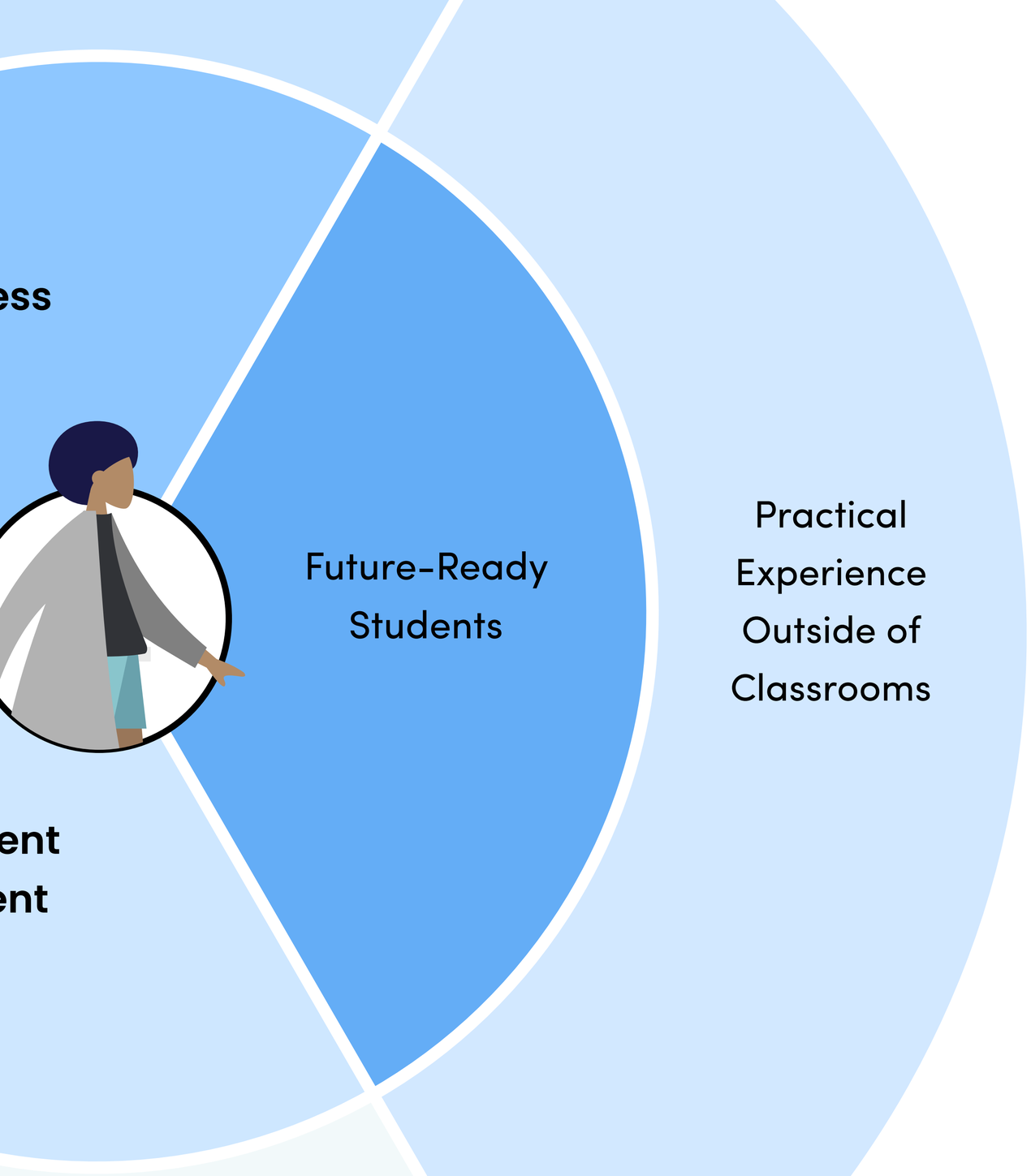
Difficulty searching for useful information



Problem With Clubs

Difficulty searching for useful information

Clubs not meeting expectations



Problem With Clubs

Difficulty searching for useful information

Clubs not meeting expectations

Not seeing clubs as professionally advantageous

Introducing

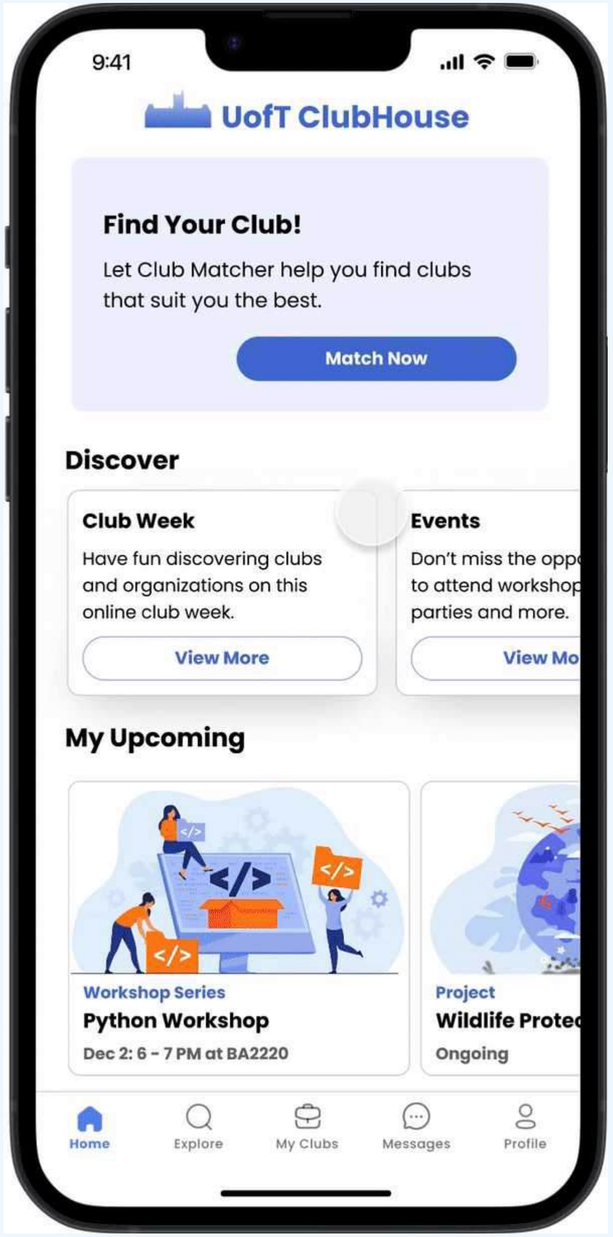
UOFT Clubhouse



Club Matcher

Find clubs that interest you

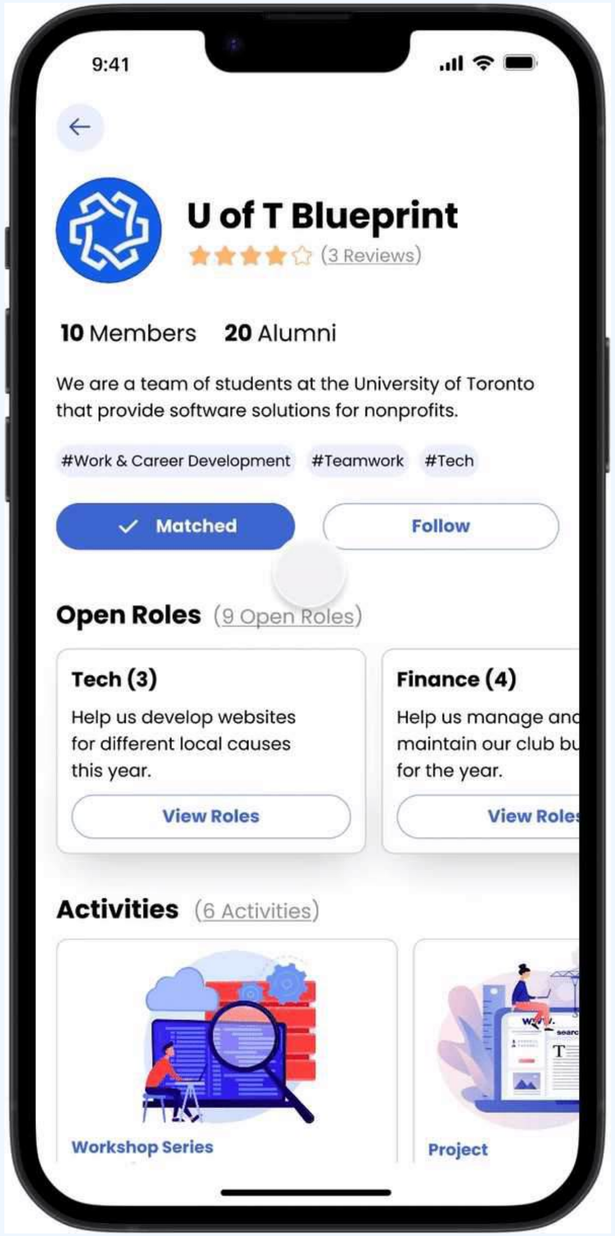
Click through the club matcher to generate a list of clubs that align with your personal and professional interests.



Club Profile

Club information in one place

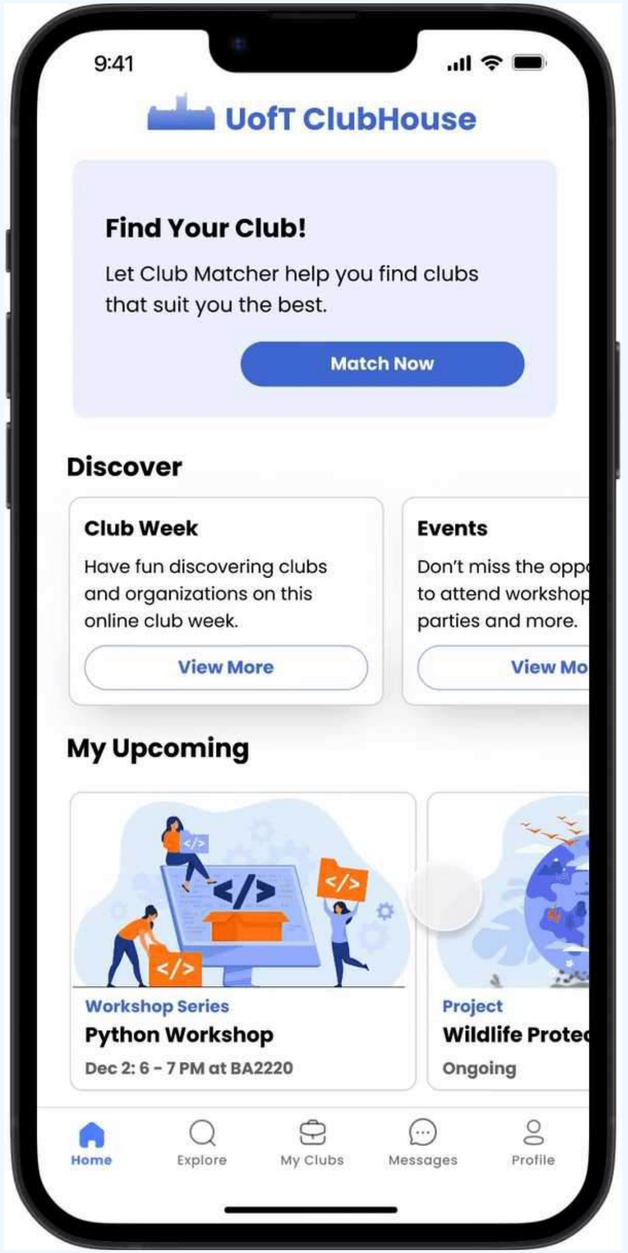
View club objectives, reviews, open roles, activities, past and current members, and recent posts all in one place.



Direct Messenger

Connect with other students

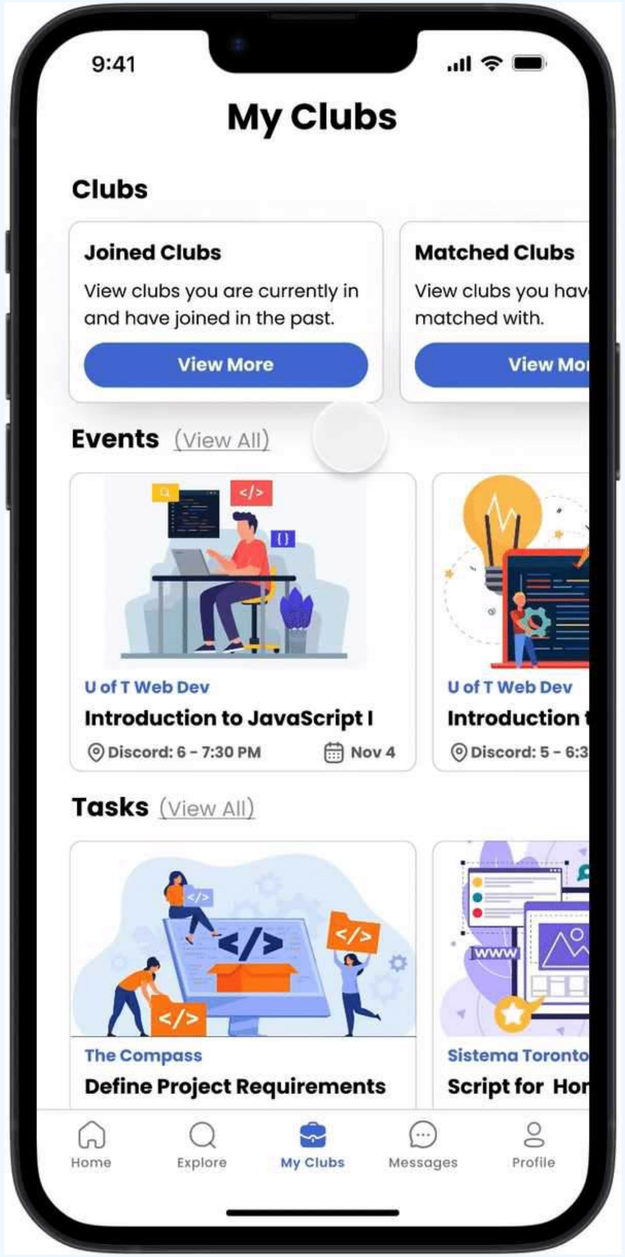
Contact past and current members to learn about their experiences and to evaluate club expectations.



Task Journal

Document what you learned

Keep track of the professional and interpersonal skills you developed through club projects and events. Leverage these experiences when applying for jobs post-graduation.



Intended Outcomes

Streamlined the process of finding clubs and student organizations

SOLUTION 01

Fostered a perception of clubs as professionally advantageous.

SOLUTION 02

StyleGuide

StyleGuide

Color

Primary Blue (CTA)

Secondary Blue

Tertiary Blue

Text

Interface

Typography

Poppins

H1 Logo Heading

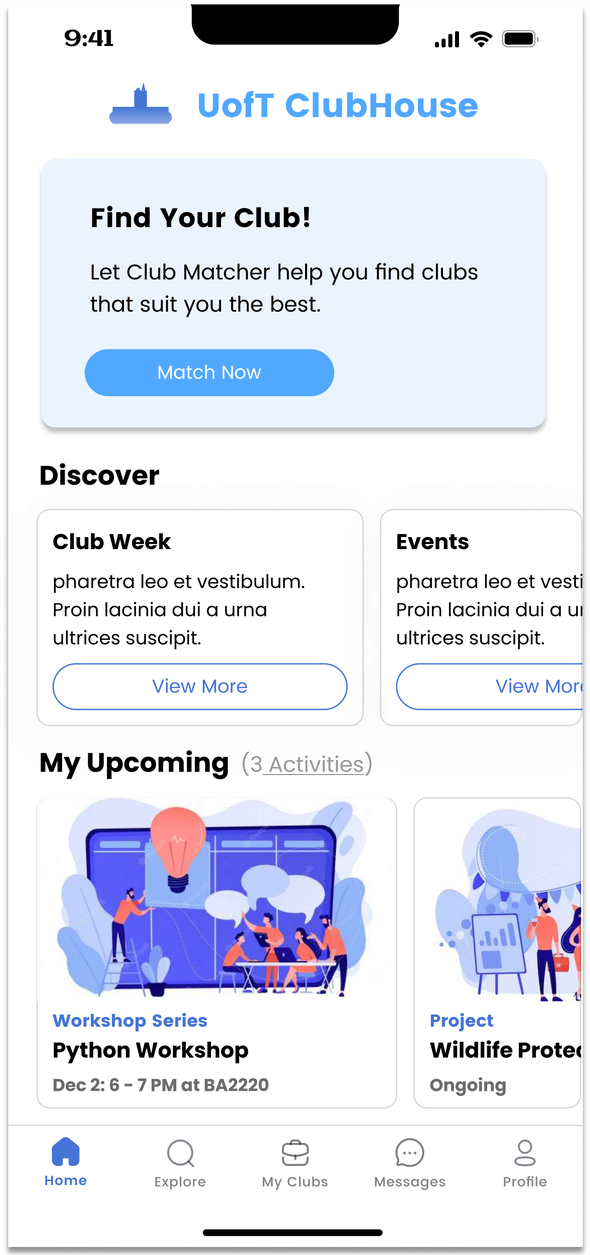
H2 Main Heading

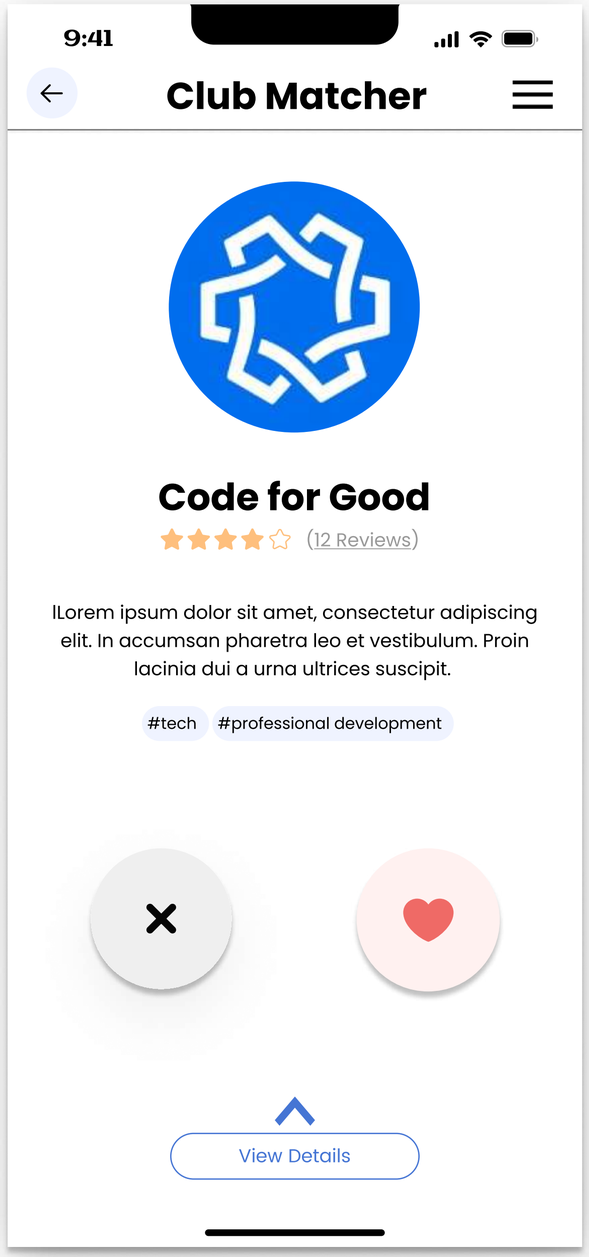
H3 Secondary Title

Poppins

H4 Paragraph Heading

Body Text





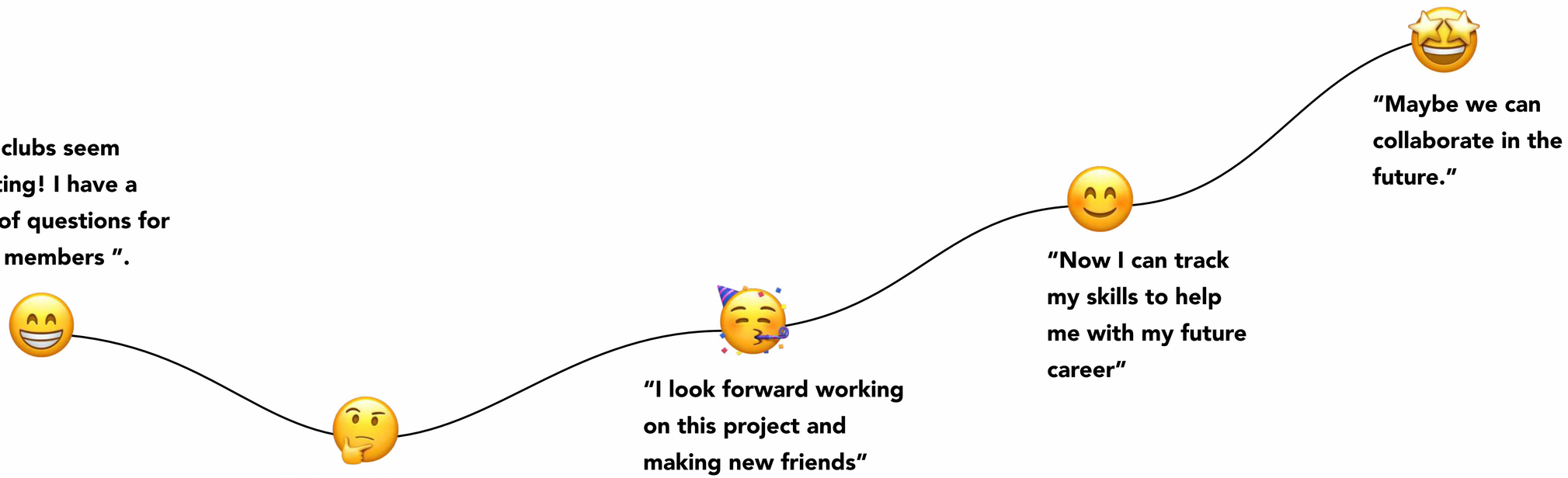
Accessiblity

Foreground Colour	Background Colour	Contrast Ratio
Primary text 000000	Secondary color FFFFFF	21:1
Primary Background 51A8FF	Neutral BG & CTA text FFFFFF	7:4:1
Primary Text B7DBFF	Primary CTA 090909	7:11:1
Neutral BG & CTA text 3786EB	Secondary CTA & text FFFFFF	8.43:1

Hannah is trying to find and join a club

To-be Scenario

1. View club matches
2. Connect with current members
3. Joins the club successfully
4. Tracks progress in club
5. Build long-term connections

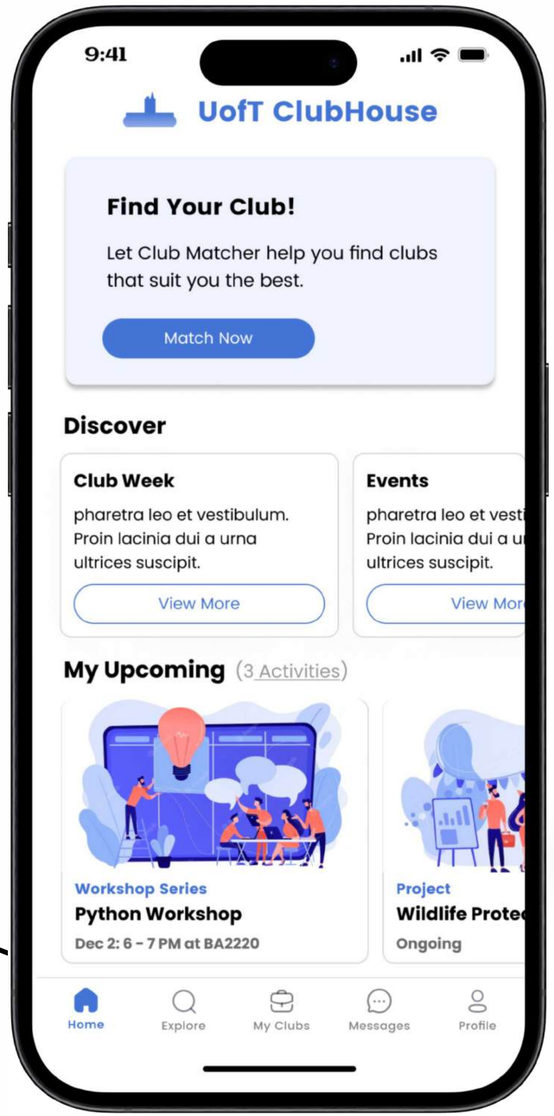


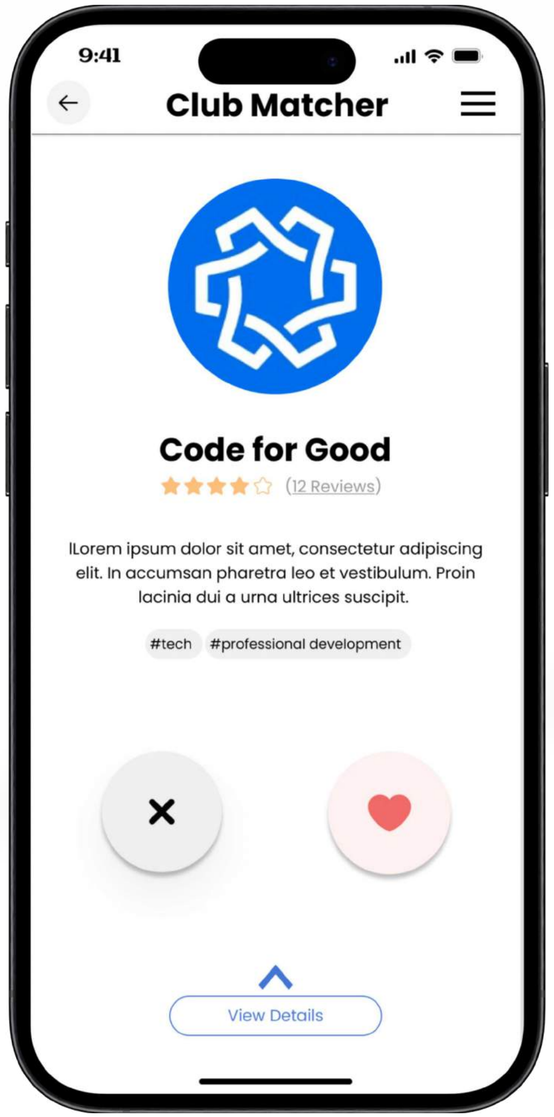
STEP 1

Views club matches



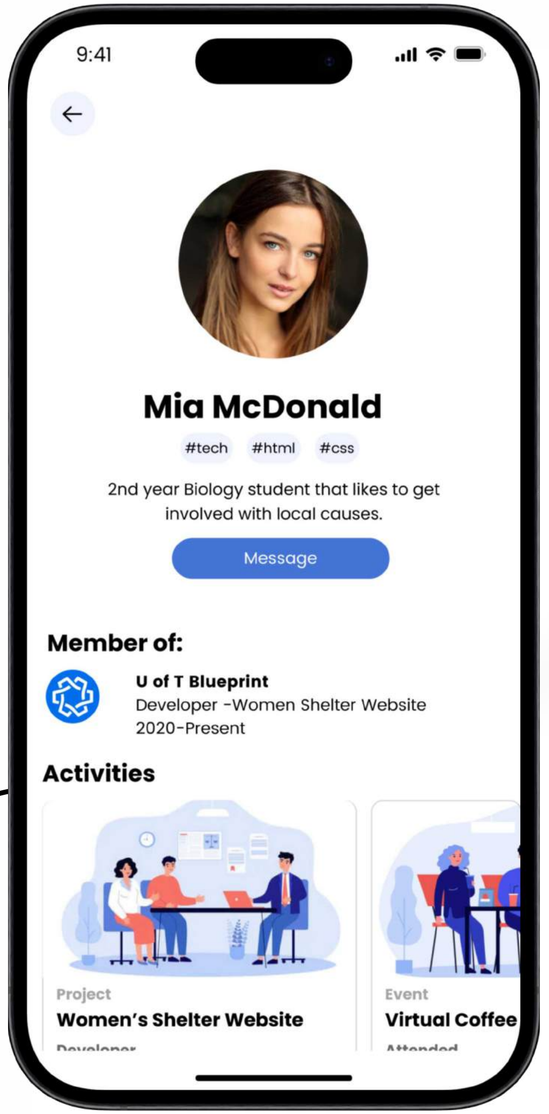
Excited

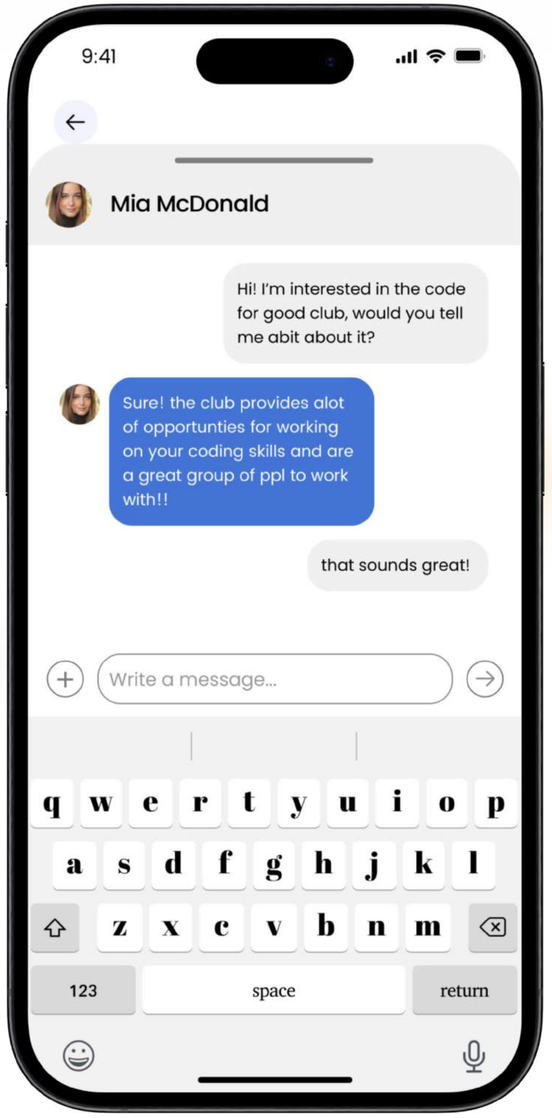


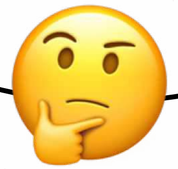


STEP 2

Connect with current members







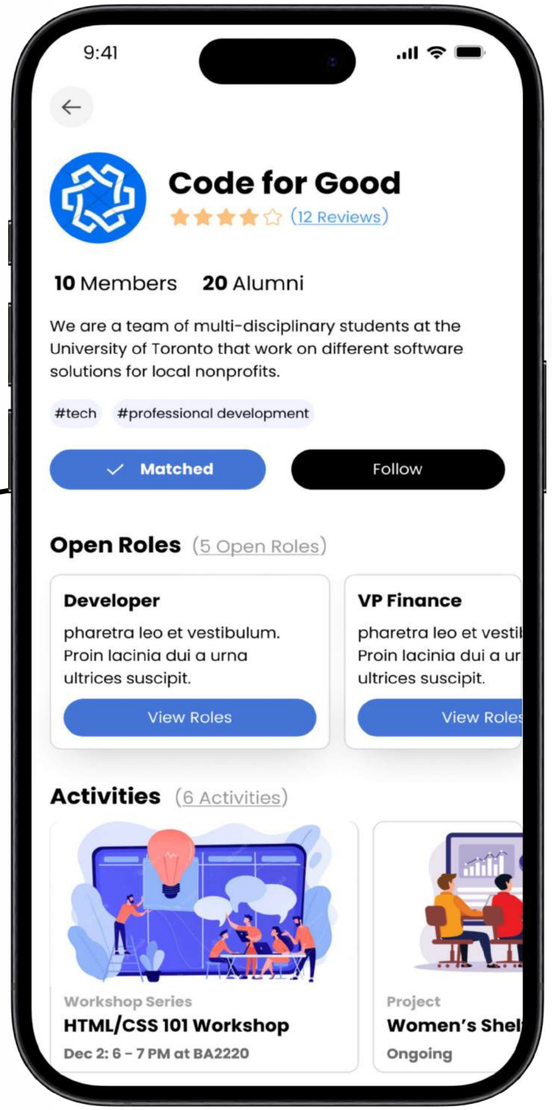
Curious

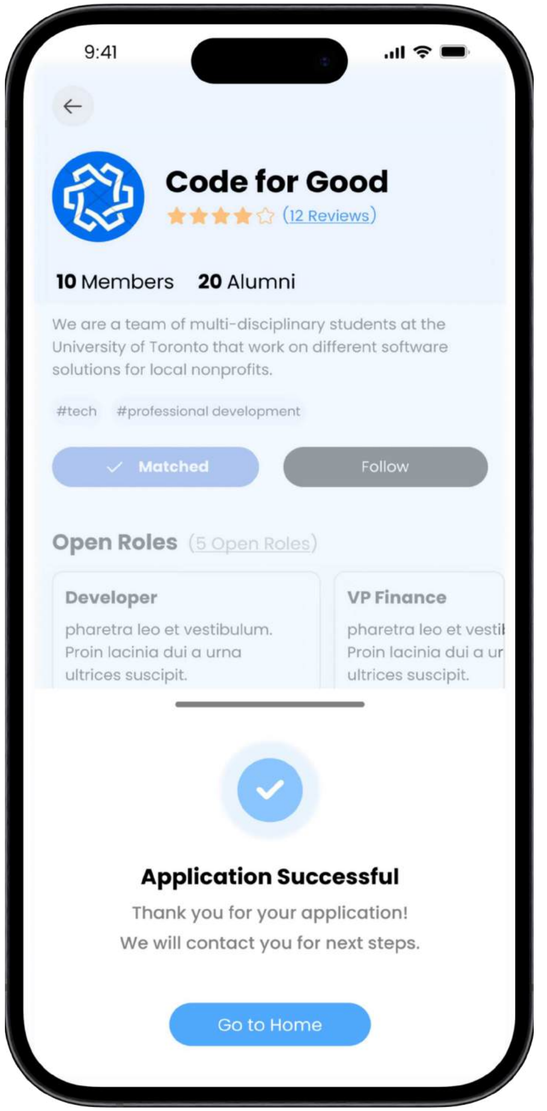
STEP 3

Joins club successfully



Joyful



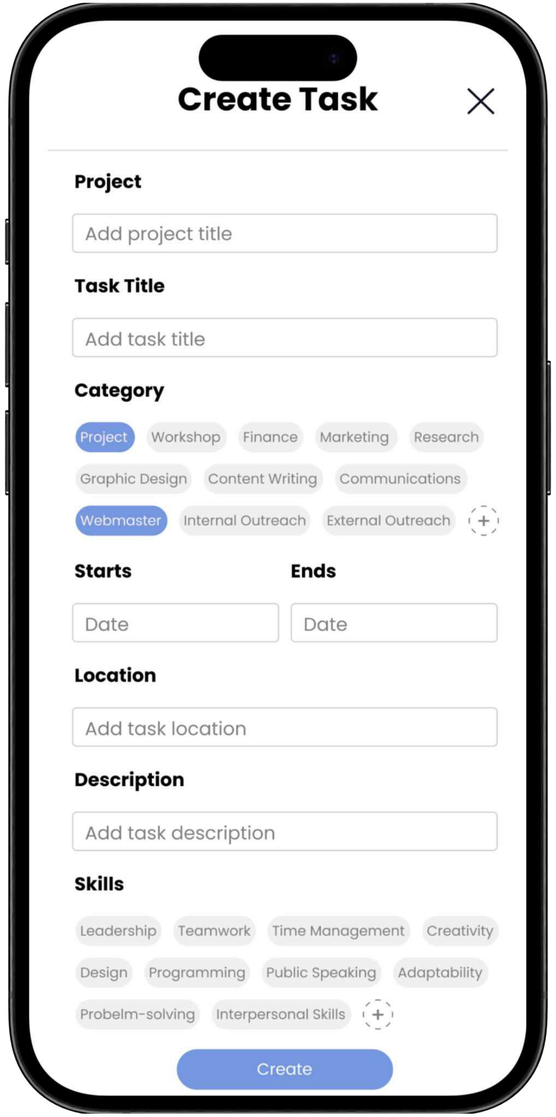


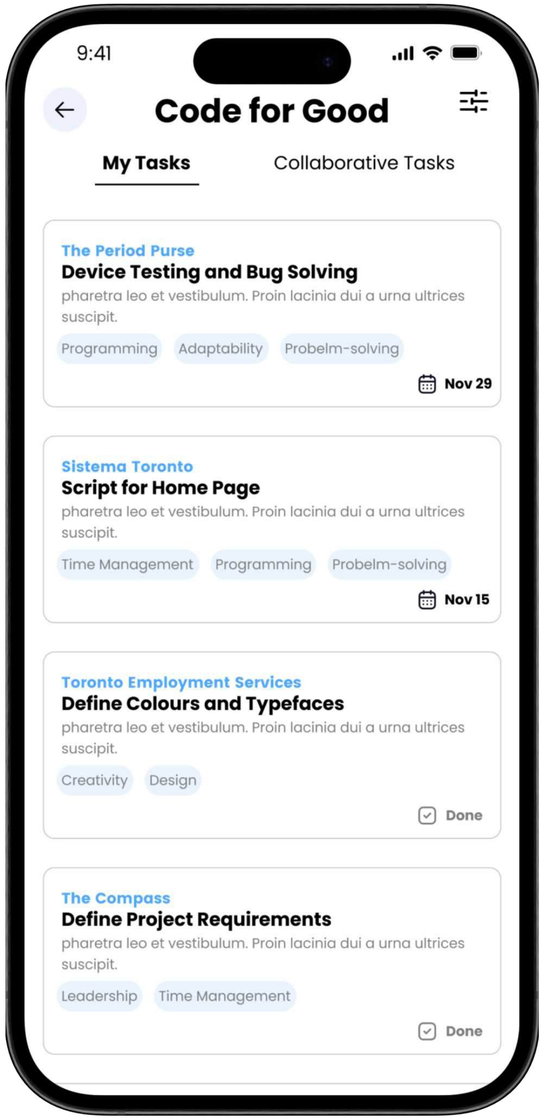
STEP 4

Tracks progress in club

😊

Fufilled



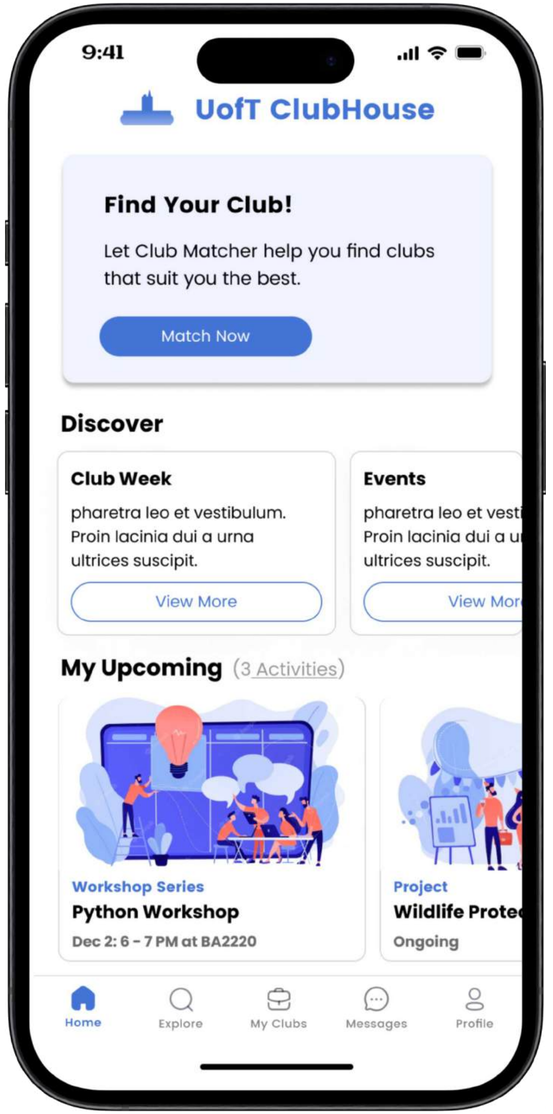


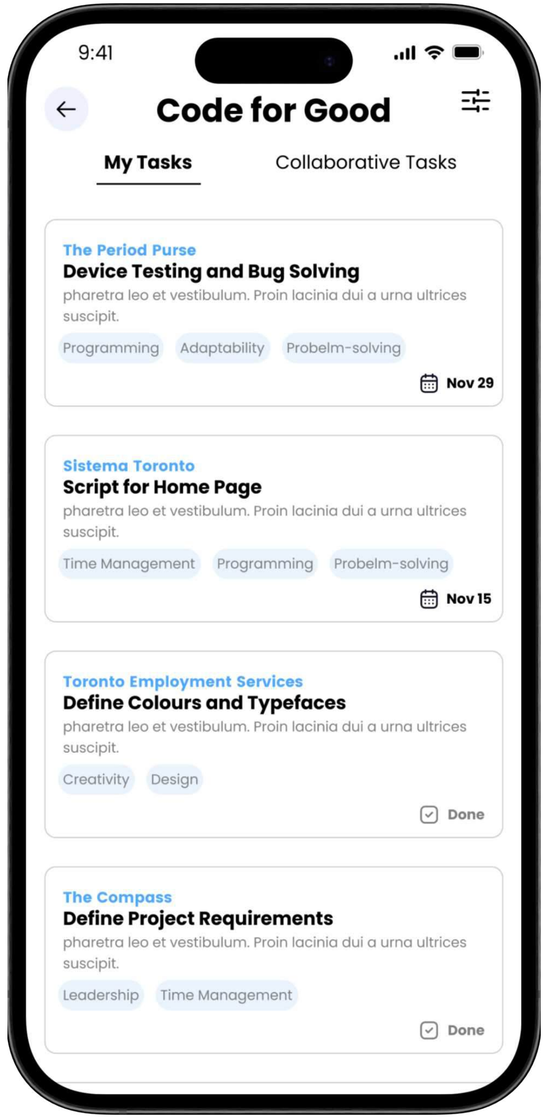
STEP 5

Build long-term connections



Eager





Research & Testing Opportunities

5 Second Test

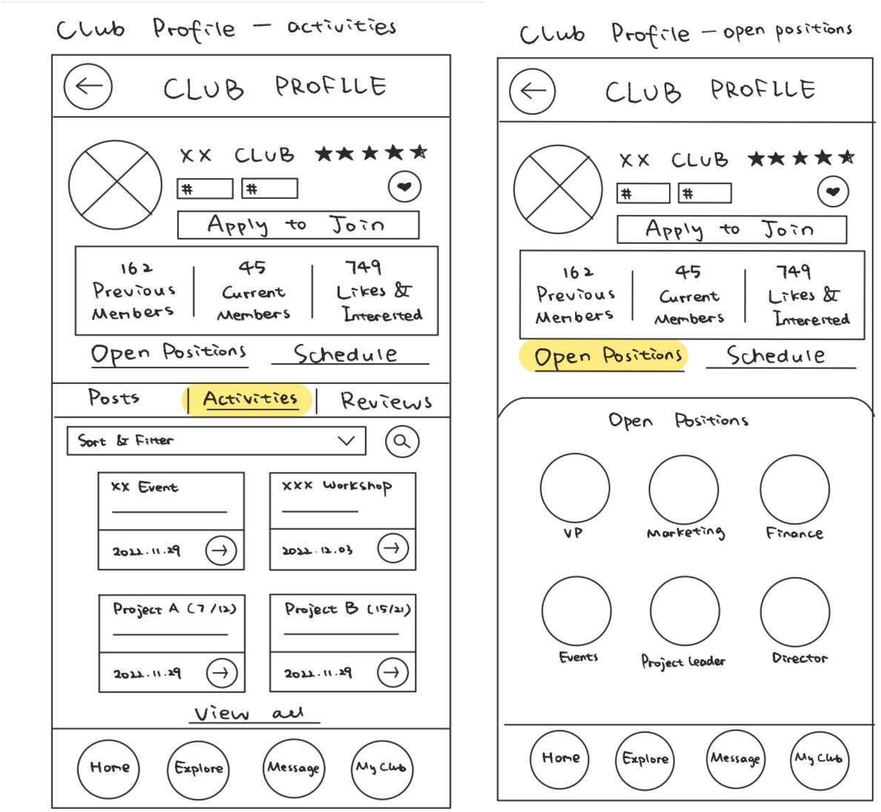
Questions

How would you describe the design after viewing this page?

What was your impression of the design?

What is the main thing you can recall?

What did you like best/least about the design?



Insights

Club profile screen was hard to remember.

One commented that the screen was “busy”

This suggests that it need to be simplifed.

Participants liked: Matching feature, reviews, messaging club members directly, sort and filter options

Participants disliked: Pop up box in club matcher, busy pages, confusing labeling

Summative Evaluation

Usability Test + Think Aloud

Quantitative Data

- Time it took participants to complete tasks were tracked using time stamps

Qualitative Data

- Participants shared their screens and interviewers transcribed participants' comments as they went along

Semi-Structured Interview

Quantitative Data:

- Participants were asked to rank on a scale of 1-5 how likely they would recommend the product, and to rank on a 1-6 scale how frequently they would use the product
- Answers were transcribed by interviewers

Qualitative Data:

- Interviewers pulled from a bank of prepared questions and transcribed participants' answers

Insights & Findings-1

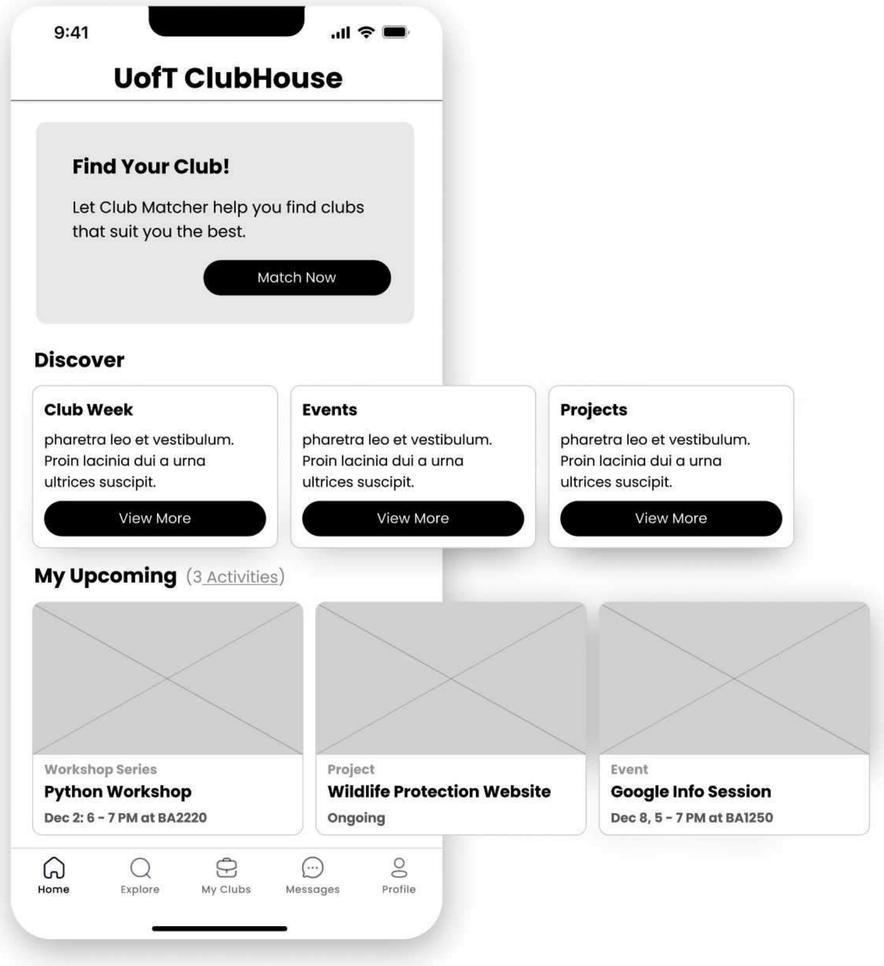
Home Page

Positive Feedback:

- Clear and easy to understand

Problems:

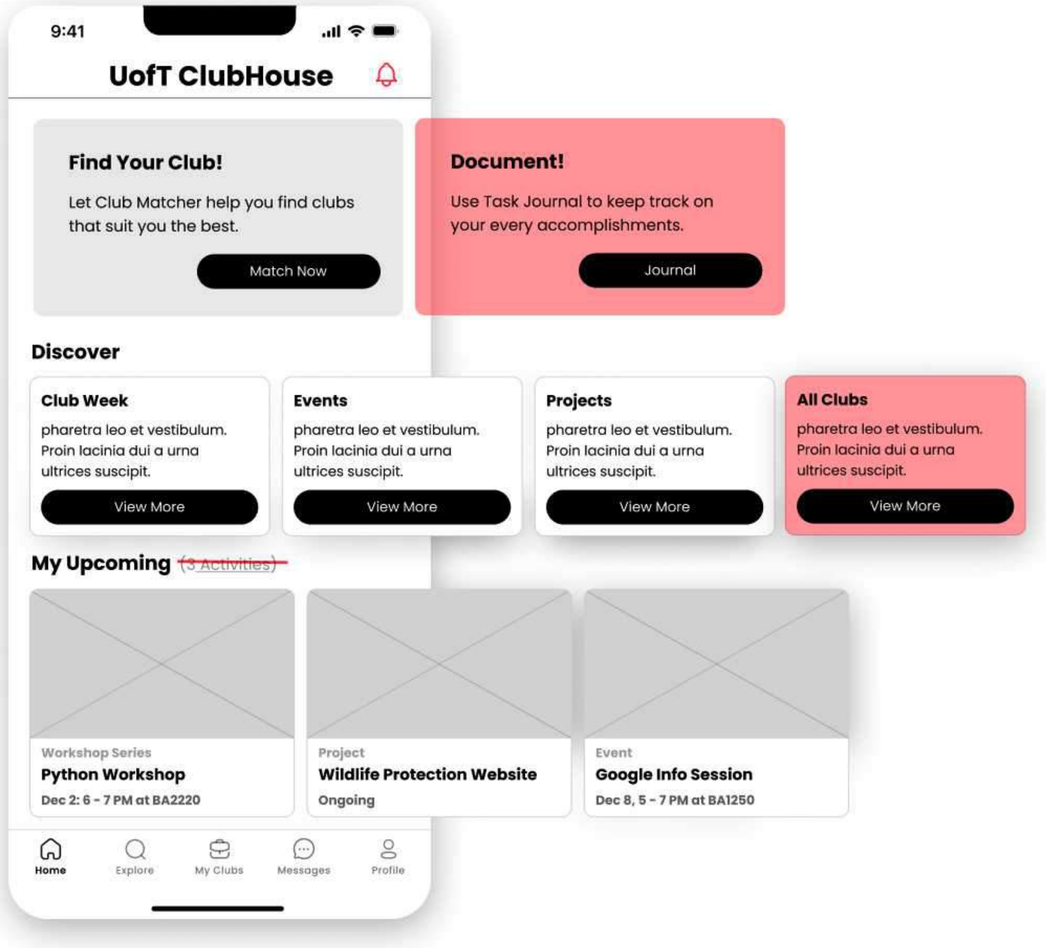
- Entrance of task journal missing
- The list of all clubs missing
- Users would like to have a notification bell



Next Steps-1

Home Page

- Task Journal can be accessed through the home page
- List of all clubs added under “Discover”
- Notification bell added on the top right of screen



Insights & Findings-2

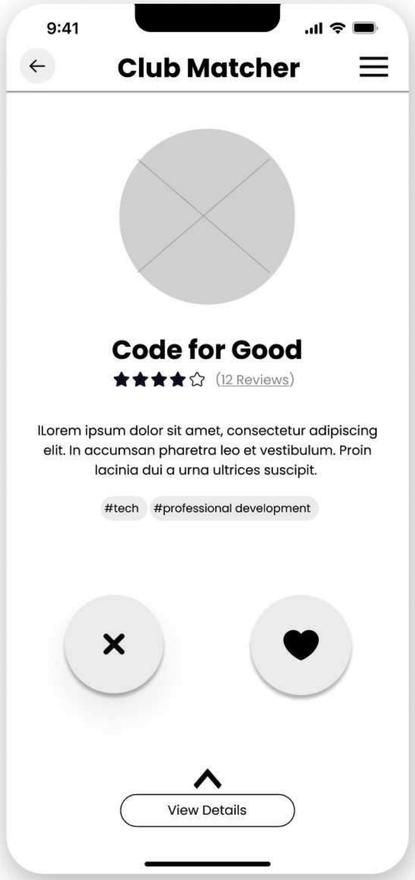
Club Matcher

Positive Feedback:

- Tinder-like matcher made searching for clubs fun, engaging and intuitive

Problems:

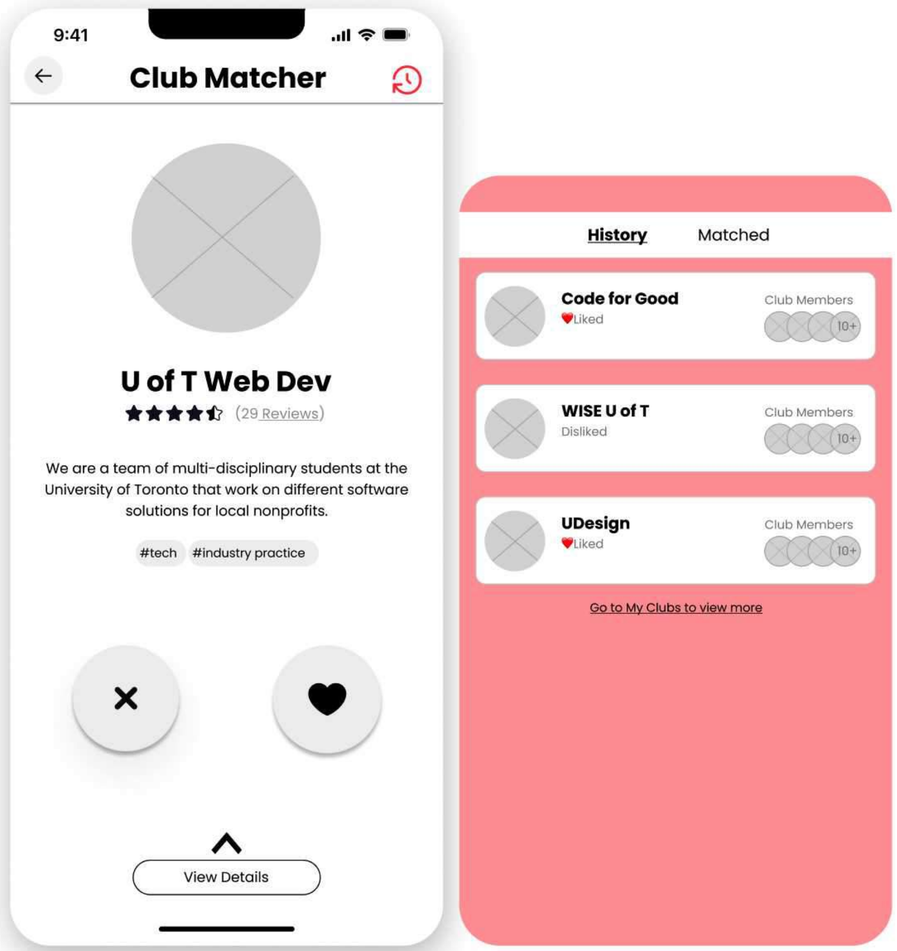
- Unable to view their Match History in case they change their mind or accidentally reject a club
- The hamburger button is confusing



Next Steps-2

Club Matcher

- **History icon** instead of the hambuger menu
- **Matching history** added to show matched and rejected clubs
- **Instructions** to navigate to “My Clubs”



Insights & Findings-3

Club Profile & Direct Message

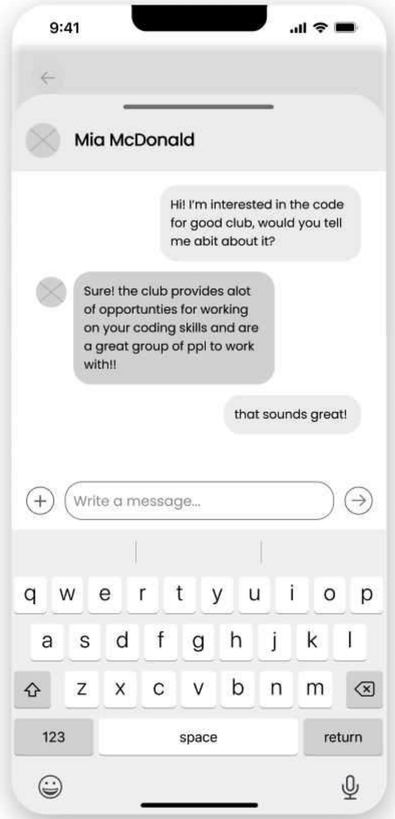
Positive Feedback:

- Centralizing club information **streamlines** the searching process

Problems:

- **Roles** are not sorted by their **corresponding departments** (Ex. marketing, finance, outreach, etc.)
- Club members might be **spammed** with non-club related question's

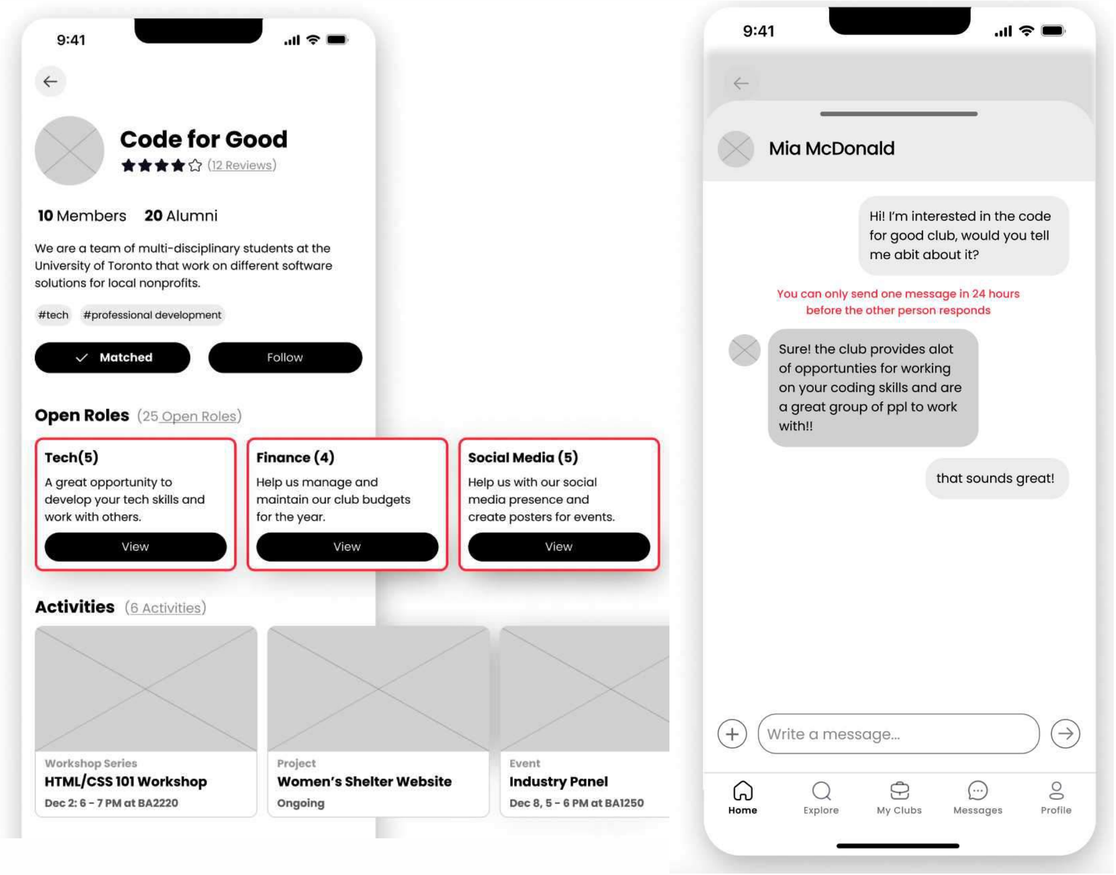




Next Steps-3

Club Profile & Direct Message

- Categories of open positions sorted by departments
- Message restriction before getting replied



Insights and Findings

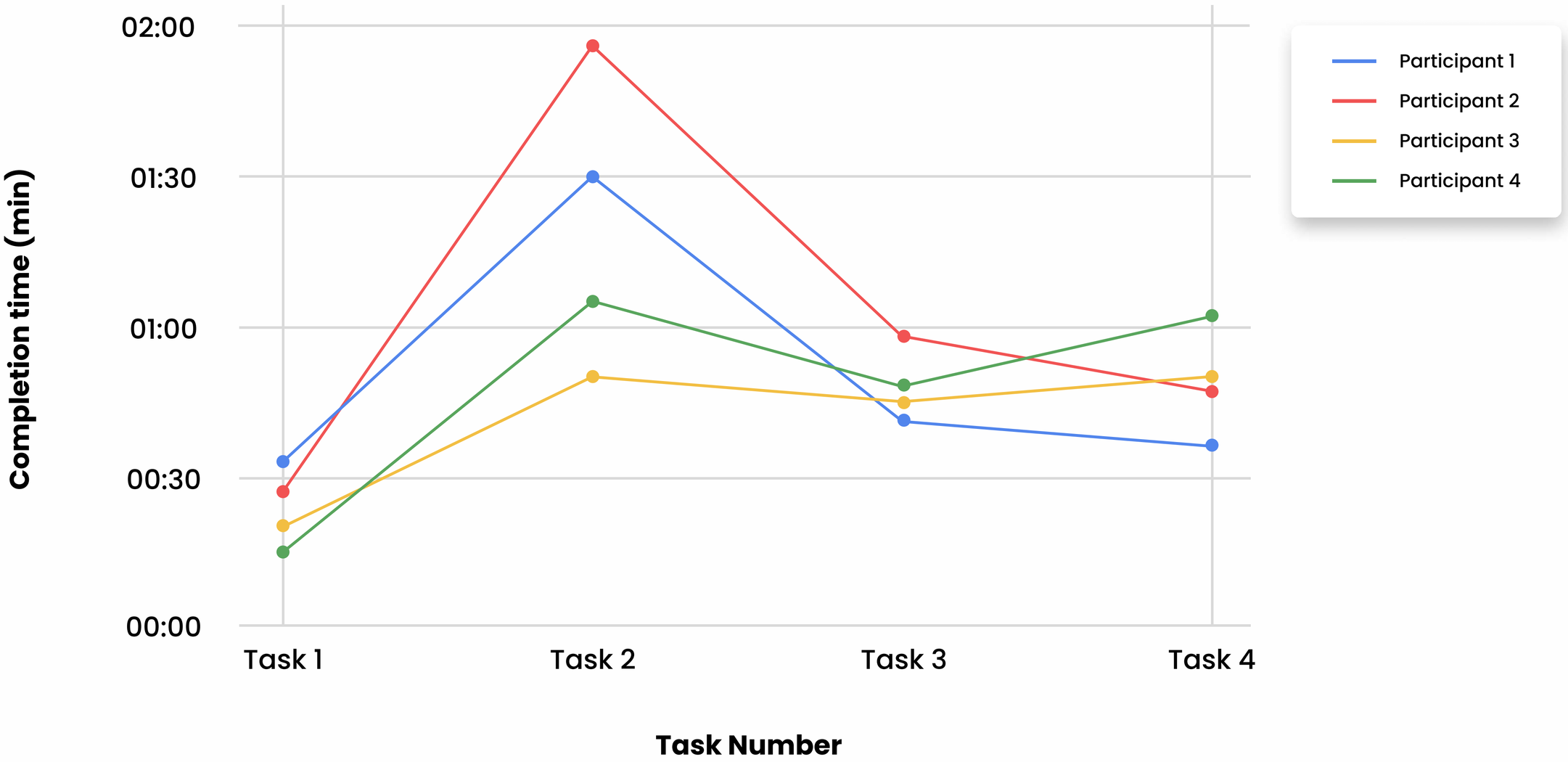
4 out of 4 Participants reported that they would use this product very frequently

“I will probably use it very frequently during the searching period, but will check 2-3 times each week to see if there are any new events that I can join in, and also use the journal function.”

4 out of 4 Participants reported that they are very likely to recommend this product to a friend

“It's actually really difficult to find different clubs and events around campus, so I think I'm pretty likely to recommend this app to people. And since everything is organized, planning your schedule isn't too difficult.”

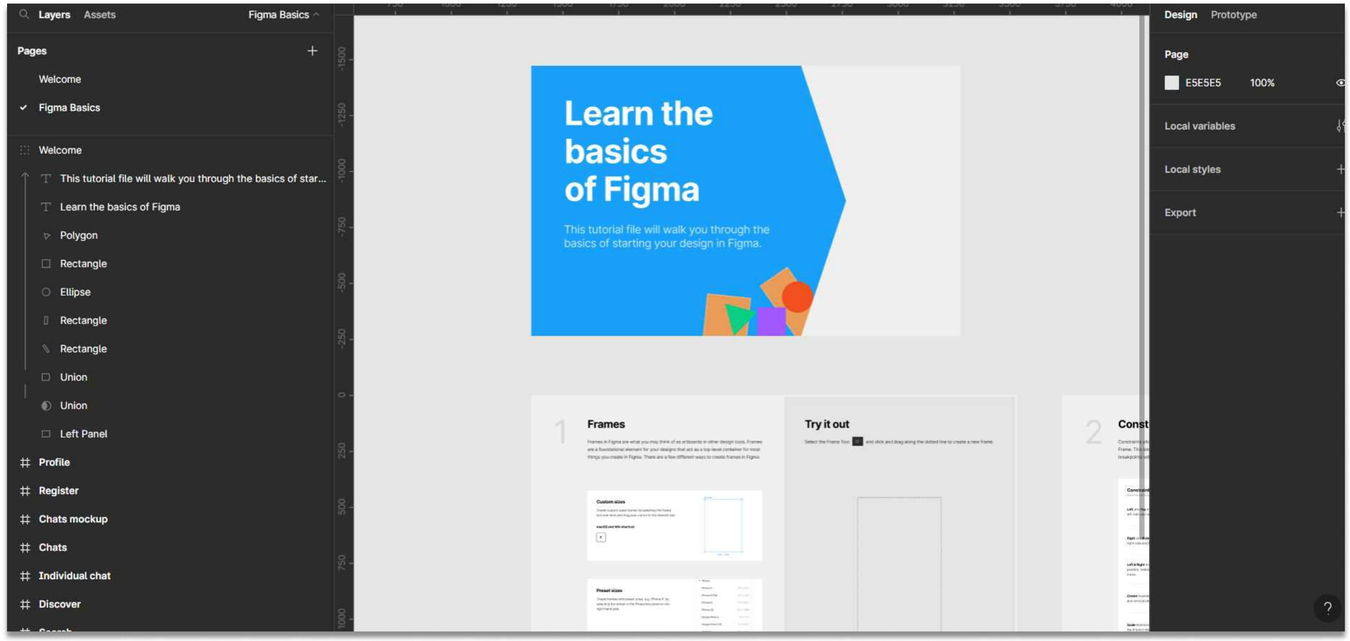
Task Completion Time



Design Impact

Figma for Beginners

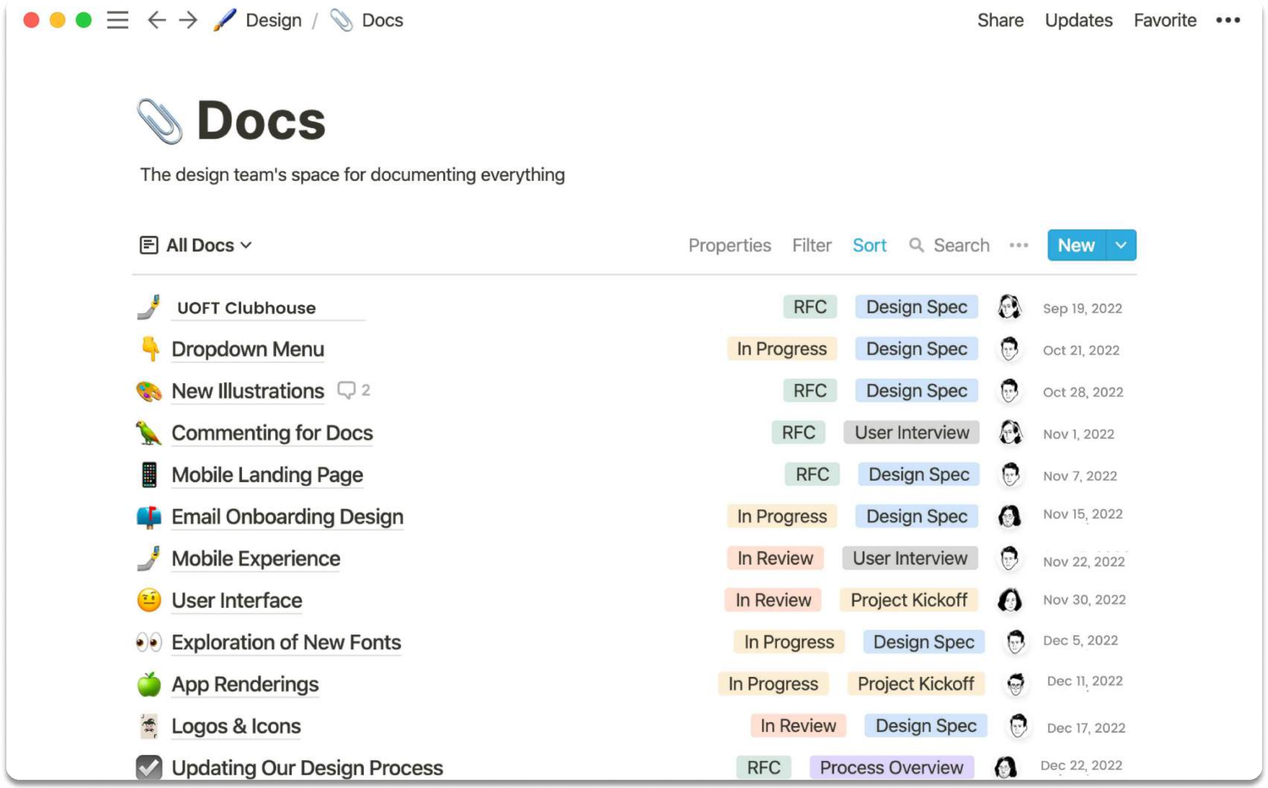
An internal side project to help educate and inform beginners on how to use Figma .This was an effort to help beginners get used to Figma



Design Impact

Design Documentation

An internal notion page to document the design process , updates and decision made throughout the project .



Next Steps

New Persona for Club Managers

- Investigate into needs from the club perspective.
- Provide data for clubs, help them promote events and recruite new members.

Develop Prototype

- Iterate on the High Fidelity prototype based on additional usability tests
- Creating additional screens for other app functions

UofT ClubHouse

Helping students be future-ready

Discover your community • Develop valuable skills • Prepare for the future