

Mobile App - Focus + Mobius Productivity App Redesign

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Client Qiushichao Website Team, Zhejiang University

Role Project Manager, UI/UX Designer

Scope Research, Branding, UI/UX

Partners Bubu, Xinyu(Designer) & Jingjing(Coder) & Shiguan(PM)

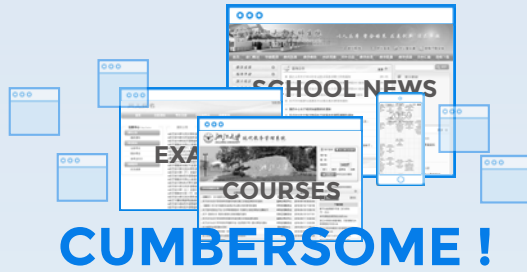
Mobile offers a simple and user friendly way to keep students' daily life in order and makes a friendly platform among the students and activities providers.

In the daytime, the new-designed Today page focus on the usage scenario right now and offer different shortcuts for noting homeworks or finding routes to classroom. In the evening, by following their favourite clubs and ordering a ticket online in Discover page, students have can seek and join hundreds of activities they like efficiently.

The smart schedule with courses, exams, daily activities and social affairs let students' academic and after-school life make one, life a Mobius, run on one side and then begin again.

EXSITING PROBLEMS

in my university



Students **waste lots of time on checking plenty of information** like courses, exams, homeworks, labs, school bus and exams from several place. Too much important information makes school life cumbersome.

To solve this problem, Mobile's old version designed by Ruolan Xia was published 2 years ago. Cards with different information showed on the Home screen. Users can click cards to see more and do actions.



Actually, there are more than 100 clubs in my university.

Kinds of activities are going every day when students describe their school life as 'boring' because it's hard to find their favorite activities in an easy way.

Students are used to find activities from **posters, paper ads, outdoor banners or sms/email**. But those ways are **inefficient for students, also expensive for clubs**.

An easy to use and cost-efficient bridge between students and clubs can make school life mobius.



Mobile App - Focus + Mobius
Marketing Plan & UI Design

DESIGN CRITIQUE ON OLD VERSION

based on user research



1

Only functions and information checked here are shown on the personalized some screen.

Data showed that more than 80% of users didn't personalize their homescreen frequently because it didn't matter. Personalization also caused the penetration rates of many functions falls.

3

On home screen, cards act as the container of information from different category.

Information could be displayed in cards is limited so that users always need to tap once to see the details. They commented in the interview that the steps were tedious.

2

Users swipe between home screen, personalization page and setting page.

Users expressed their confusion to swipe between two screens which are not parallel in terms of function. They also got even more frustrated when the gesture of swiping does not apply elsewhere in the application.

4

Users view their weekly calendar in a table with cells filled by blue.

The penetration rate of weekly calendar was relatively low. It was not because users didn't need a table view but that the information it tell was deficient. They'd rather check by manually tapping back and ahead on "course today".

In the old version, users got confused by all kinds of information on Home screen and didn't think it is efficient enough. In a brand new design, Mobile should be easier to use, let users **focus on the most important information and make actions quickly in different scenarios.**

USAGE SCENARIOS

1 Check next day's calendar before sleep / today's calendar after wake up

For students who live a regular life, they always glance the tomorrow's timetable to make sure they make their time in control. Usually, they check the timetable before sleep, after the last event today or in the early morning of the day.

2 Try to figure out where to go 5 mins before class

Sloppy students need to glance next event every time, because they may remember when the class begins but never remember which classroom to go.

3 Take a picture of homework and set reminders

When a class is over, most of students will note their homeworks and check event later to make sure they bring homework to the class. Also, they like to set reminders for homeworks.

4 Check some free time

Sometimes, students want to check their free time to preserve for activities. Or send their free time calendar to co-workers to find a common free time for discussion.

5 Search for interesting activities and get tickets

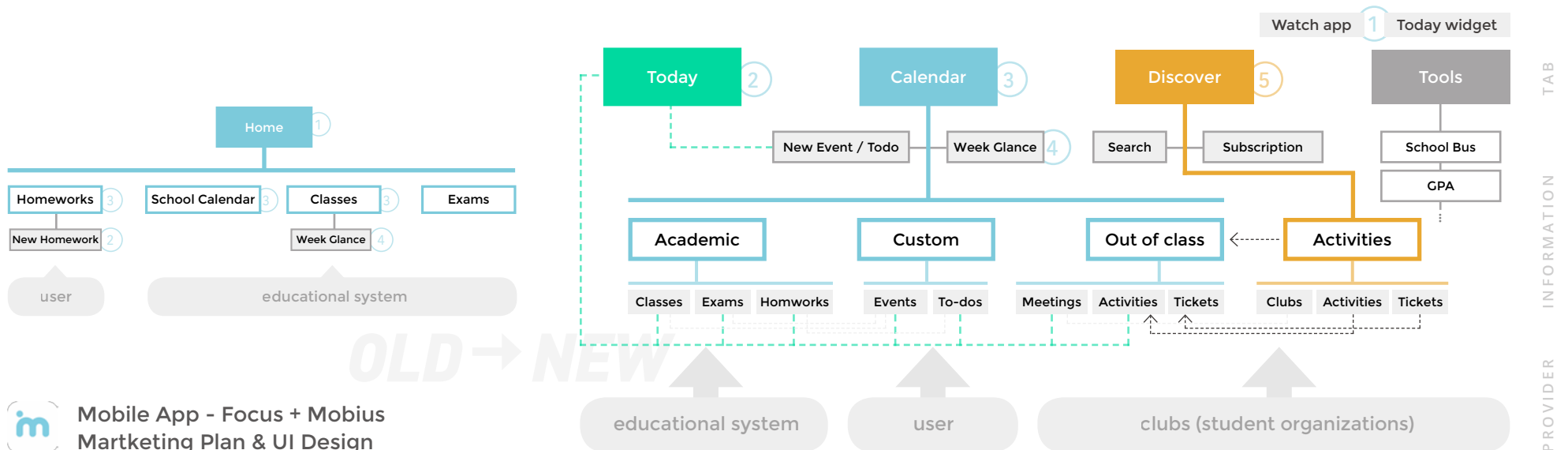
Students want to know recent activities and join them. If they need tickets, they'll preserve their time for waiting in line for tickets. In our new design, users can get their tickets by one click.

Academic Life -> Focus!

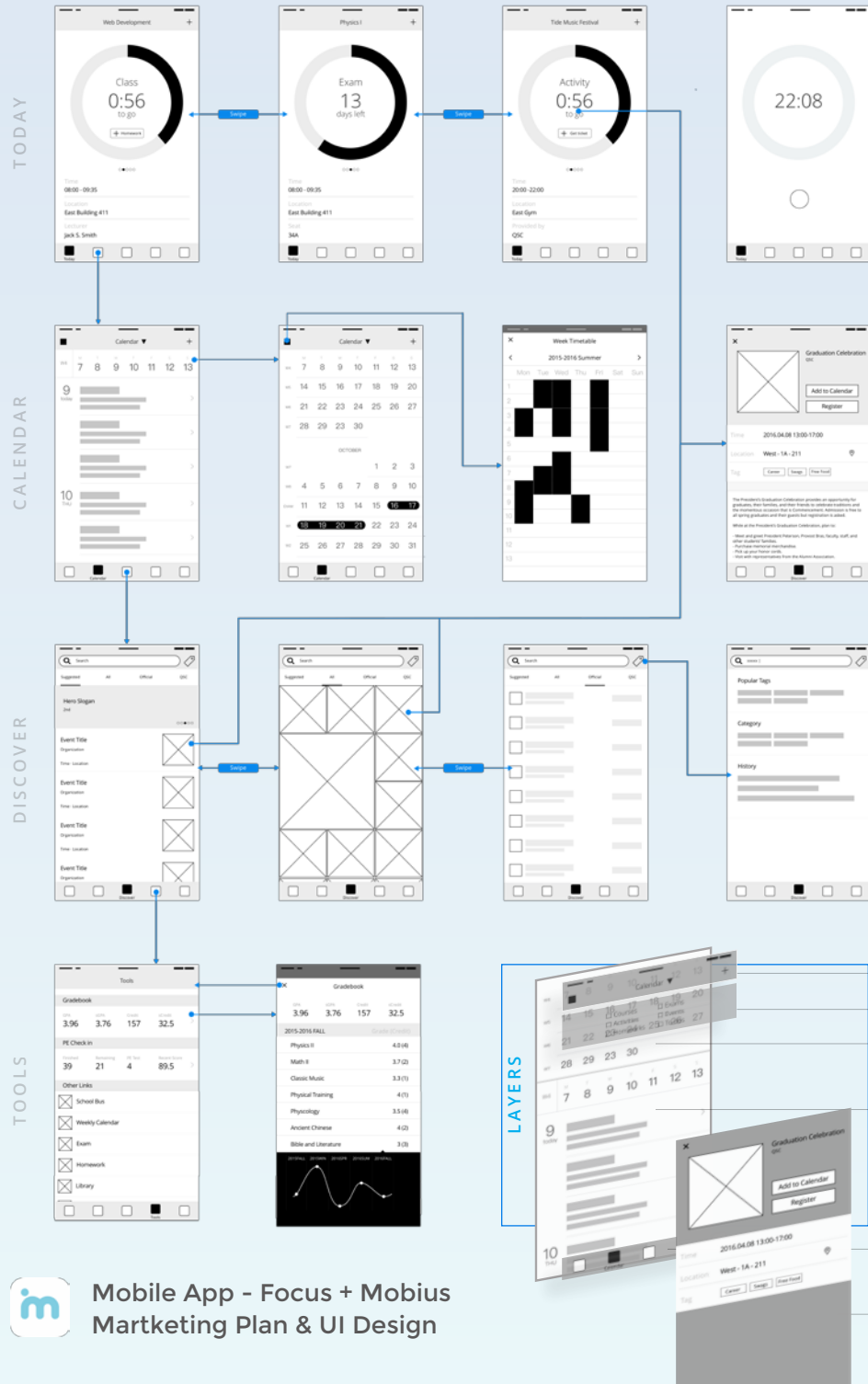
Custom functions for students with high efficiency
All-in-one calendar experience by flat ideal structure

Leisure Life -> Mobius!

Infinite possibilities for students to fill blank calendar
One-stop shop for activity providers to give ads campaigns



WIREFRAMING + USER INTERFACE DESIGN



Improved Calendar Functions

New Event

Now : [+] button
Before : X

New Homework

Now : [+] button (in class)
Before : Homework card - [+] button

Check next event's detail

Now : Swipe (in Today)
Before : Course card - Event - [Back]
Homework card - Homework

Check specific day's events

Now : Calendar tab - Month view - Day
Before : Course card - [>] button x N

Add school bus to calendar

Now : Tools - bus - [+] button
Before : X

Change Settings

Now : Settings
Before : Swipe, Swipe

New Discover Functions

Show the detail of activity & ticket

Students show QR code to activity provider as the ticket

Search and subscribe to favorite club

search by title, club name or tags, and then subscribe

Add an activity to my calendar +

Get ticket without waiting in line
can share ticket later...

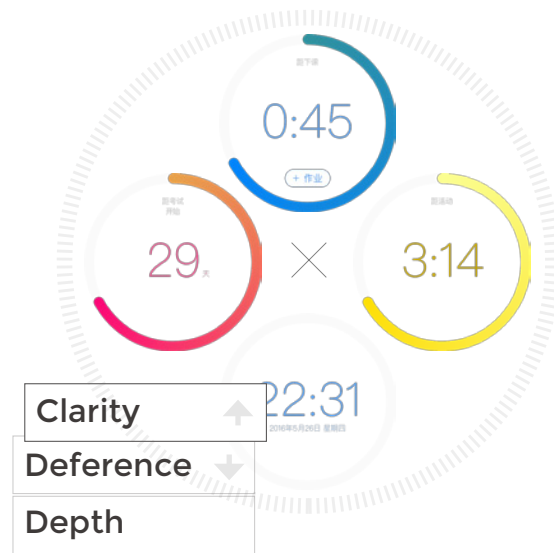
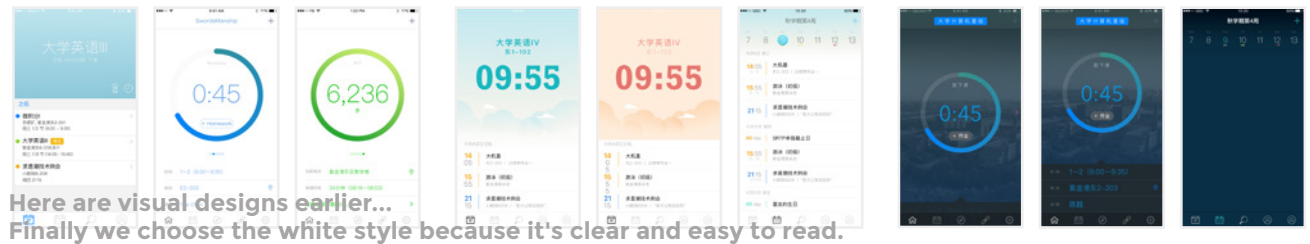


Just like a real poster wall. It can attract students to join these activities by images instead of words. Poster wall also provide a space for clubs to show their activity history.



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for iOS 10



In iOS 10 GUI guide, clarity is more important than deference. By Mobile's circle design, user can get the countdown directly and know how many percentage the event has gone.



COOPERATION

Mobile App

Focused School Calendar
+ Mobius Discovery Everyday

Wechat
Account

Official Account held by clubs
- to provide activity information
Mobile will link to it later

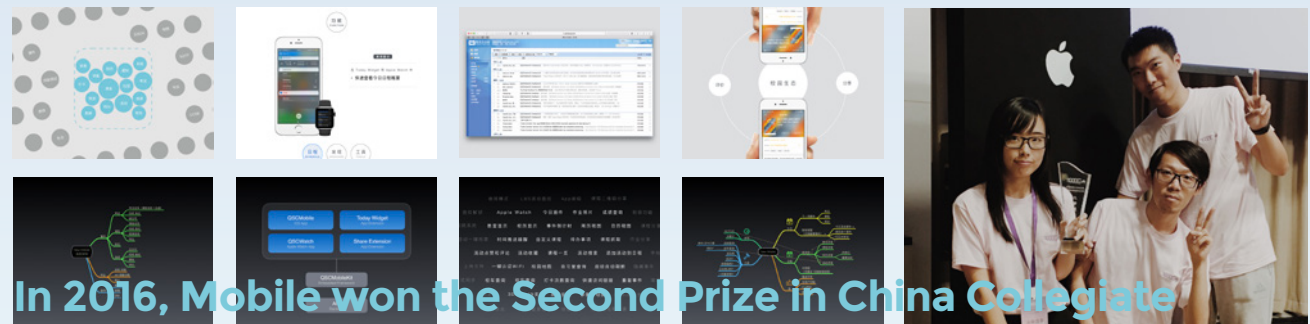
Independent
H5 App

- 3rd party h5 app now in Mobile (e.g. ZJU Teacher Evaluation)



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RESULT



In 2016, Mobile won the Second Prize in China Collegiate Computing Contest. Till Oct. 2016, Mobile has more than 100,000 users and 18,000 daily active users. 61% target students in Zhejiang University are using Mobile now.



THANKS!

ZHEN WANG

visit alej.wang to learn more about me.