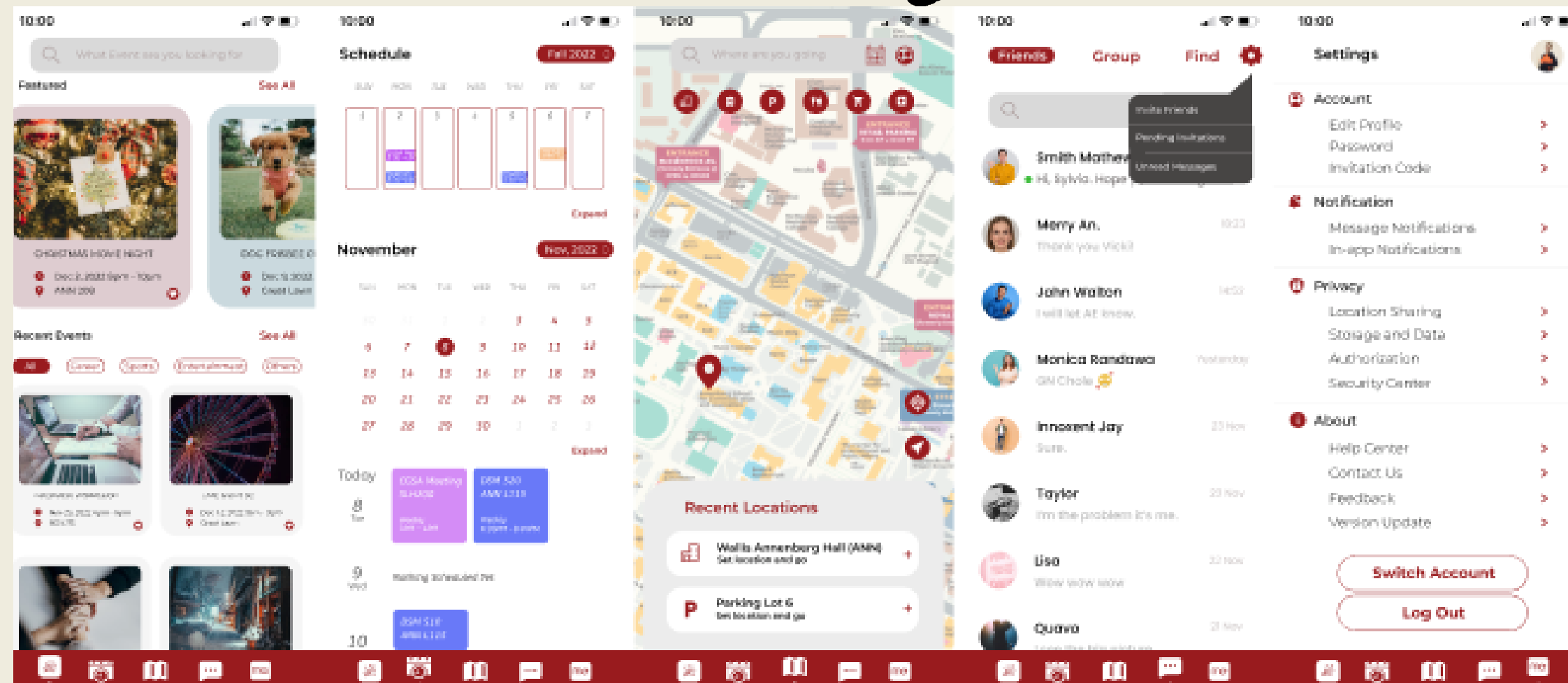# LIVESC

An all-in-one social app design for
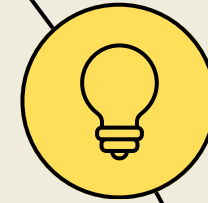University of Southern California

DESIGNER
SYLVIA

What is liveSC

liveSC

LiveSC is a social app that **levitates your USC experience**. Students are able to discover events, connect with friends, personalize schedules, and utilize it as a tool to locate and explore their campus life.

LAUNCH PLAN

liveSC

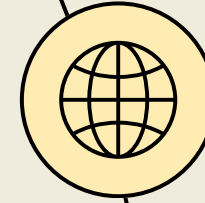## Define & Design
- Market Analysis
- Define problem
- Design System

First Prototype
- Persona
- Journey Map. User Flow
- UX Design

Funding & Test
- Coorporate with USC
- Evaluate based on feedback of users
- AB testing (6-8 weeks)

Launch in USC
- Final Prototype
- Marketing
- Support

Outside Opportunity
- Proposal to another university
- Cooporate

SURVEY ANALYSIS *USC*

Online questionaires posted to USC student forums and group chats

Section 7 of 9

Feeds

In this section, you will be asked a series of questions regarding school, club, and organization events.

To what degree do you find yourself being informed with school-related events? On a scale from 1 to 5, please rate.

	1	2	3	4	5	
Not informed at all	○	○	○	○	○	Very well informed

To what degree would you like to be more informed with school events? On a scale from 1 to 5, please rate. *

	1	2	3	4	5	
Not at all	○	○	○	○	○	Very much

Do you think being informed with club/college/school events will increase your satisfaction during college life? On a scale from 1 to 5, please rate. *

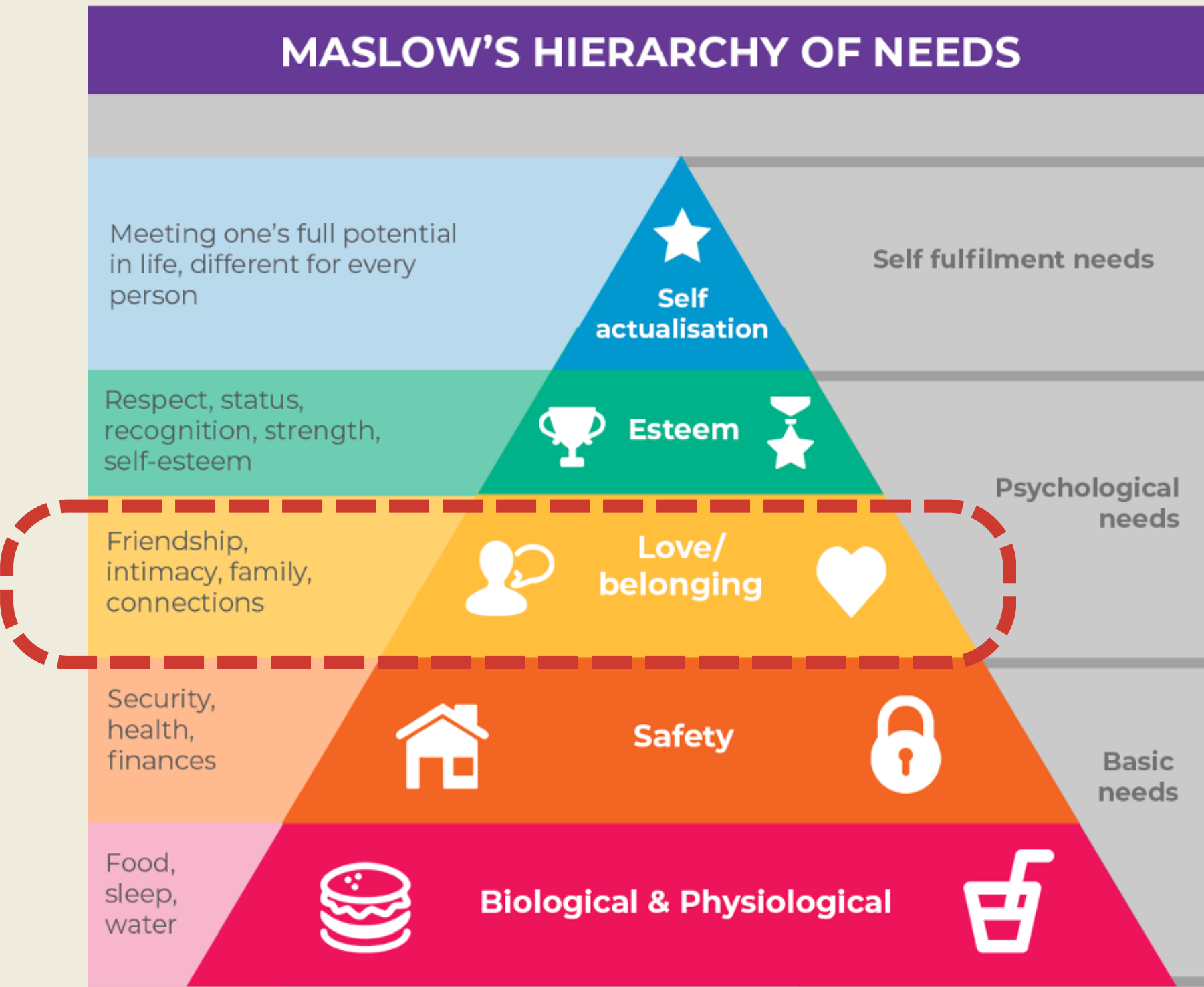|	1	2	3	4	5	
Not at all	○	○	○	○	○	Definitely will

MEASURABLES

- Linear-scale
- Respondents indicate agreements with a particular statement
- Calculating total score of navigation difficulty, etc

SURVEY RESULTS

	Freshman/First-year Students	Continuing Students
Navigation	• Average locating difficulty score of 11.2 (out of 15), • 80% using Google Map/Apple Map and reported repeated future (m = 4.75) • Use navigation tool in solving navigation needs	• Average locating difficulty score of 9 • 100% using Google Map/Apple Map and reported repeated future • Focus on user-friendly aspect of navigation tool
Events Feed	• Think being informed with school events help increase college satisfaction (m = 3.8)	• Want to be more informed with school events (m = 4.5)
Course Schedule	• Find checking course schedule on an app is helpful (m = 4.2)	• Reported often check of course schedule (m = 4)
Chats	• Reported having frequent connection with classmates or class group • Think chatting with classmates or class group over an mobile phone app increases college life satisfaction	• Willing to connect with classmates or class groups after class

MASLOW'S HIERARCHY OF NEEDS

Meeting one's full potential in life, different for every person — **Self actualisation** — Self fulfilment needs

Respect, status, recognition, strength, self-esteem — **Esteem**

Friendship, intimacy, family, connections — **Love/ belonging** — Psychological needs

Security, health, finances — **Safety**

Food, sleep, water — **Biological & Physiological** — Basic needs

For target audience, these features add to satisfaction at USC...

- **Locating specific classroom poses difficulty** to both freshmen and continuing students

- Navigation tool that fulfills locating needs with **better UX design** is the reason

- Students **reported willingness to use** and frequent usage of feeds, course schedule, and chats functions over an mobile college app

- Students think discovering event feeds, checking course schedule, and chatting with classmates will **increase their satisfaction** at USC

Competitive Analysis
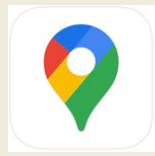
Multiple-function ←——————————————————————————————————→ Single-function

	Best Navigation & UX	Broad Complicated	Sports Game Only	School Events Only	Simple Useful
Target Audience	All	USC Students & faculty	All	All & USC event planner	All
# ratings	4 millions	115	211	16	11
Features	• Navigation to destination • Finding stores & restaurants • Indoor map	• Finding events/clubs • Post feeds • Event feeds • Chat • Campus maps • etc	• Game info • Game schedule • Live audio • Tickets purchase	• Official USC events	• Campus cafeteria menus • Customize food preference
Engagement	High	Low	High	Low	High
UI/UX	Excellent	Confusing	Moderate	Too simple	Simple

STRENGTH

- Open to all users
  - Privacy ensured
- Multiple features customized for USC community
  - Networking/social
  - Mapping
  - Discovering
- Keep in touch with all USC events
- Easy to navigate UI/UX

WEAKNESS

- Small sample size & non-random sampling of survey data
- Survey only tested one variable "mapping"
- Manually-updated indoor maps
- Lack of technicians support
- Prioritizing of events

OPPORTUNITY

- Unsaturated niche market
- Partnerships with vendors
- Partnerships with event planner
- In-app purchase

THREAT

- Convince early-adopters of a brand new app
- Convince vendors for partnerships/sponsorship
- Achieving student data from school
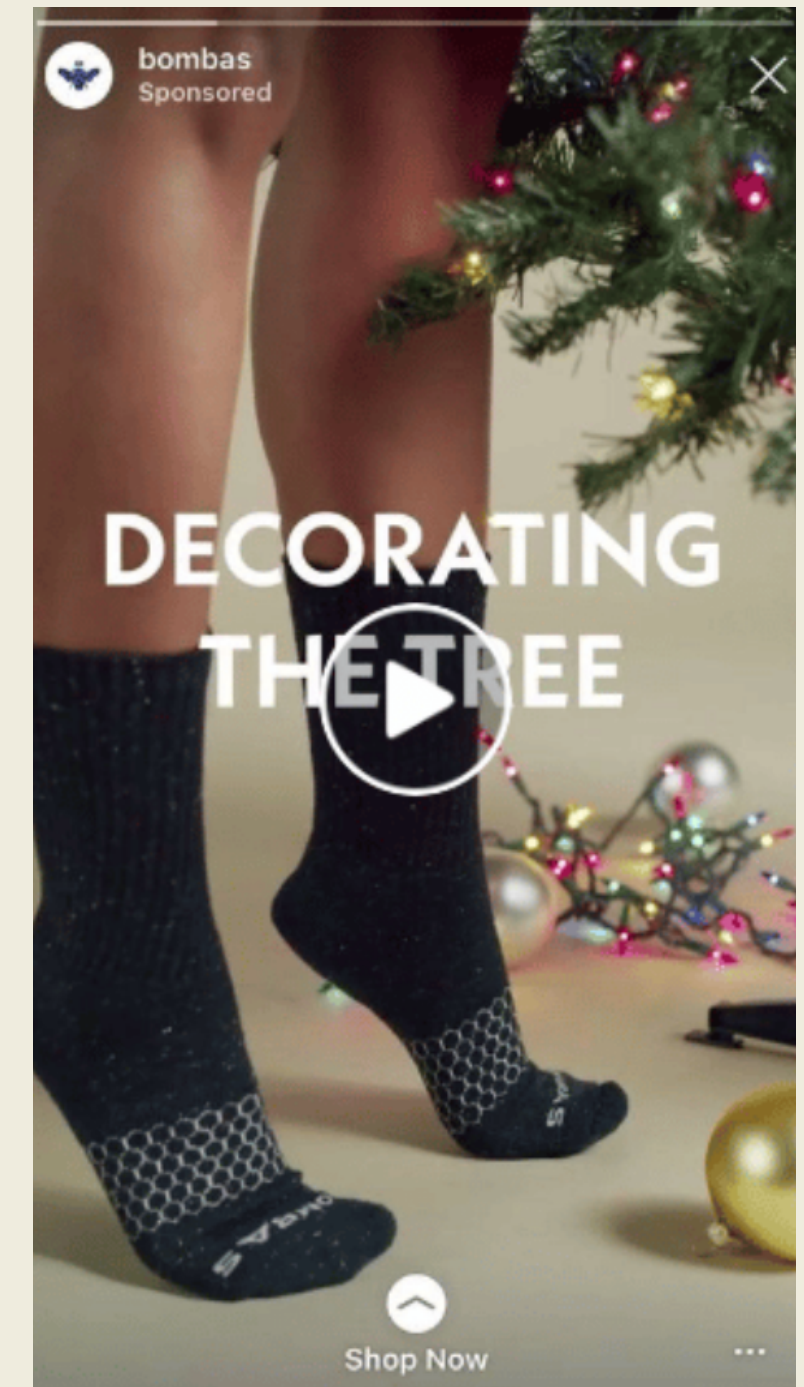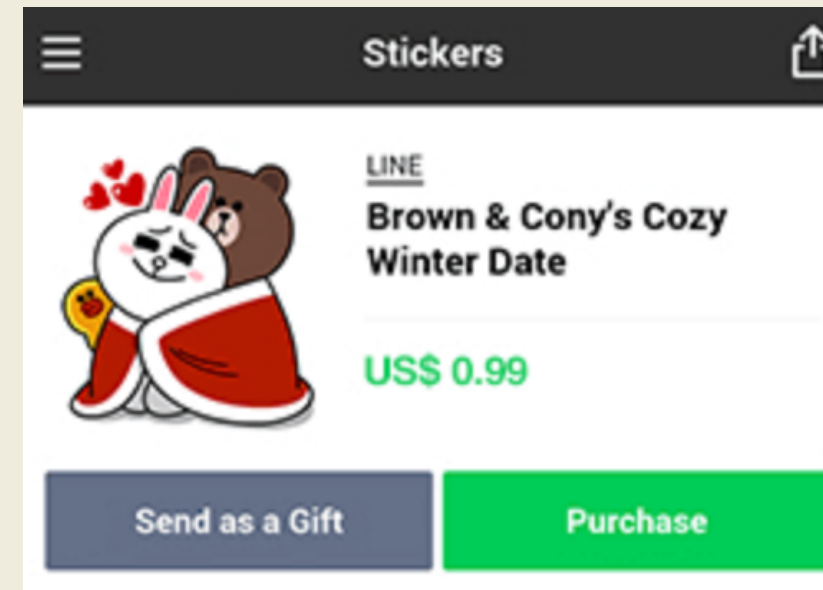- Gaining funding from school

SWOT Analysis

Monetization

Student Engagement

Off-campus vendors promotion
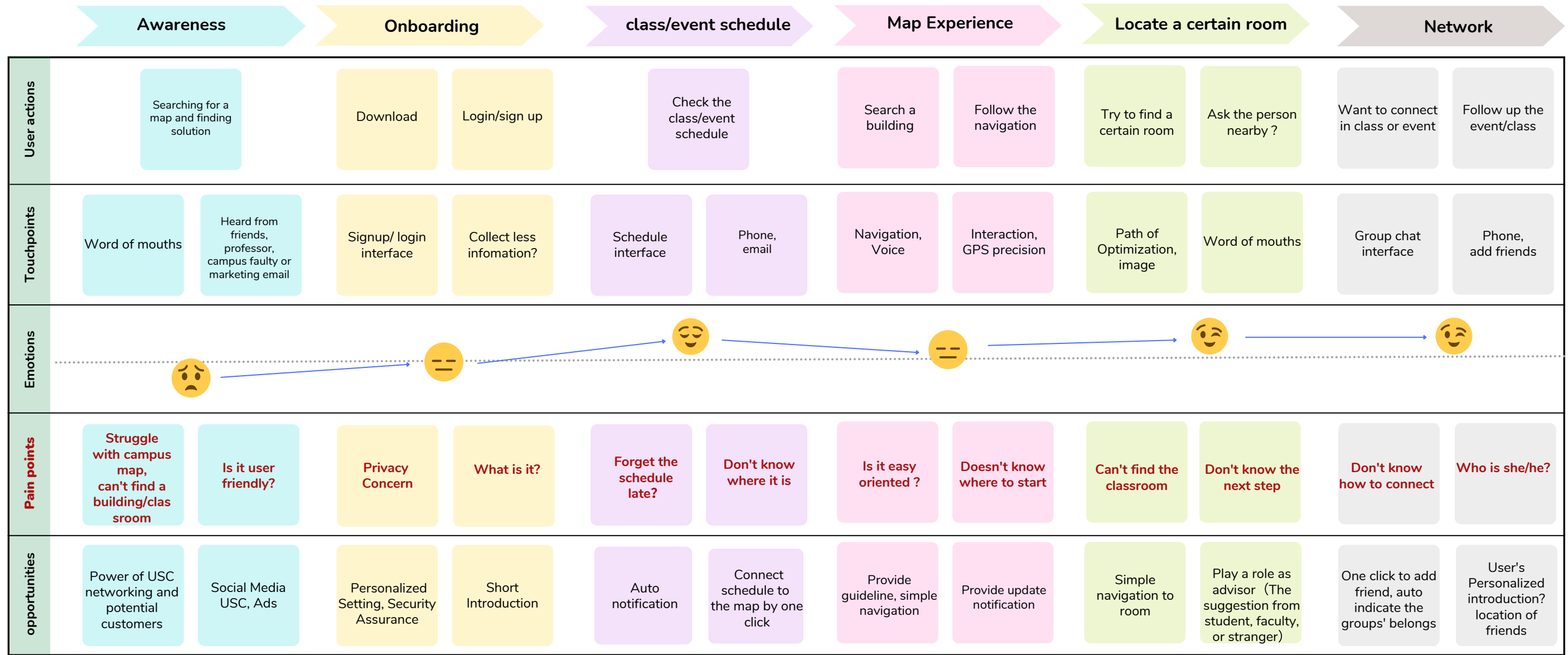
Ads paid by event planners

PERSONA & JOURNEY MAP*USC*

New Student-Lily

Anxious	Few friends	Easy to get lost	Time Cautious

Scenario:
Lily try to find the classroom for her first class in USC

"Hey, I am new here. Do you know...?"

Type: Freshman
1st yr Grad students
Transfer students

Age: 18+

	Awareness		Onboarding		class/event schedule		Map Experience		Locate a certain room		Network	
User actions		Searching for a map and finding solution	Download	Login/sign up		Check the class/event schedule	Search a building	Follow the navigation	Try to find a certain room	Ask the person nearby ?	Want to connect in class or event	Follow up the event/class
Touchpoints	Word of mouths	Heard from friends, professor, campus faulty or marketing email	Signup/ login interface	Collect less infomation?	Schedule interface	Phone, email	Navigation, Voice	Interaction, GPS precision	Path of Optimization, image	Word of mouths	Group chat interface	Phone, add friends
Emotions	😟		😑		😌		😑		😉		😉	
Pain points	Struggle with campus map, can't find a building/classroom	Is it user friendly?	Privacy Concern	What is it?	Forget the schedule late?	Don't know where it is	Is it easy oriented ?	Doesn't know where to start	Can't find the classroom	Don't know the next step	Don't know how to connect	Who is she/he?
opportunities	Power of USC networking and potential customers	Social Media USC, Ads	Personalized Setting, Security Assurance	Short Introduction	Auto notification	Connect schedule to the map by one click	Provide guideline, simple navigation	Provide update notification	Simple navigation to room	Play a role as advisor (The suggestion from student, faculty, or stranger)	One click to add friend, auto indicate the groups' belongs	User's Personalized introduction? location of friends

Goals

- Be familiar with campus buildings and facilities
- Making friends
- Feel welcomed and engaged in school life
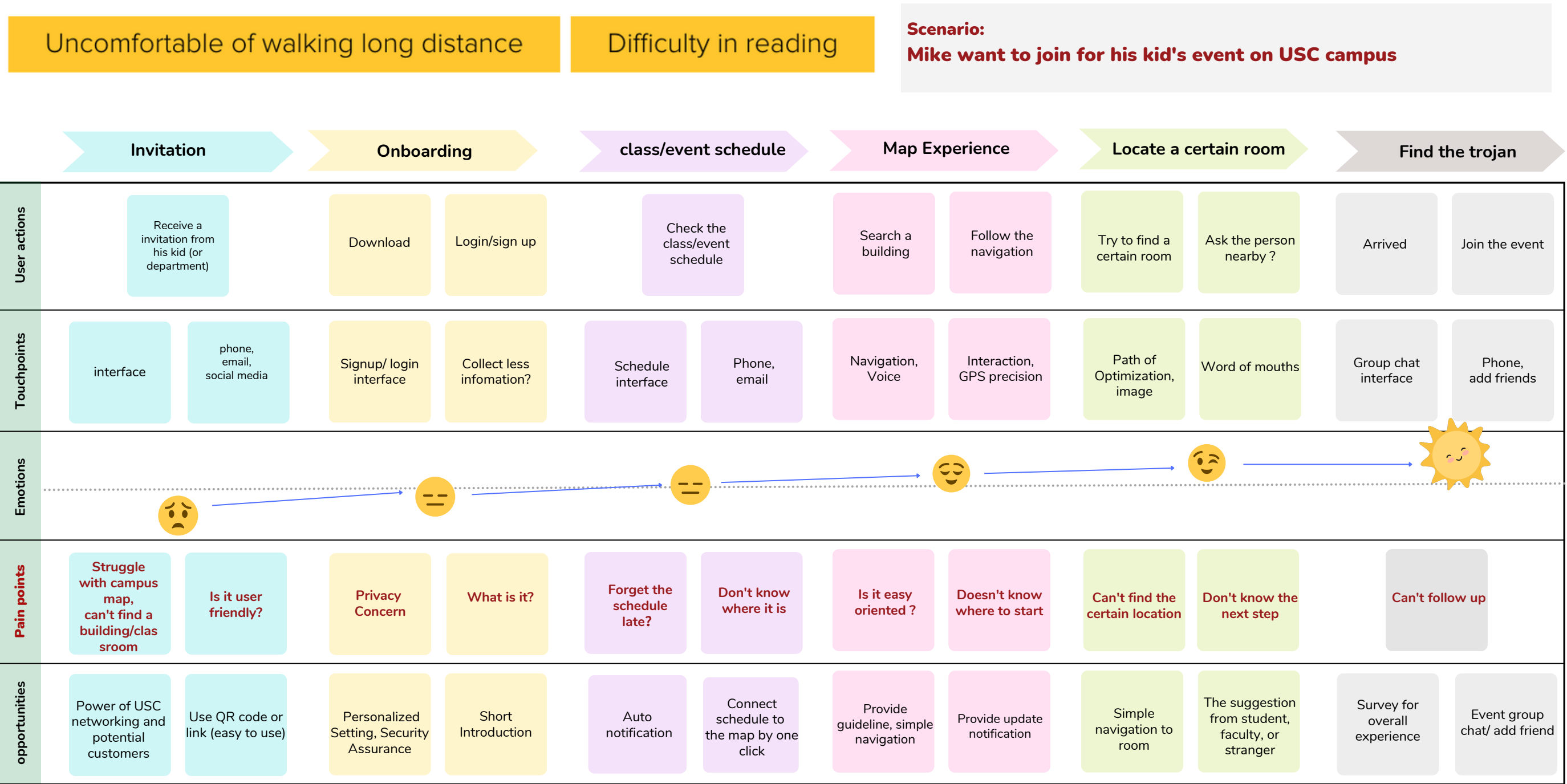
Frustrations

- No specific mapping tool to find classrooms
- Few friends to explore the community together
- Little advice from students already experienced here

Mike

Type: Guests
Age: 60+

"I am afraid that I might need help with..."

Scenario:
Mike want to join for his kid's event on USC campus

	Invitation		Onboarding		class/event schedule		Map Experience		Locate a certain room		Find the trojan	
User actions	Receive a invitation from his kid (or department)		Download	Login/sign up	Check the class/event schedule		Search a building	Follow the navigation	Try to find a certain room	Ask the person nearby ?	Arrived	Join the event
Touchpoints	interface	phone, email, social media	Signup/ login interface	Collect less infomation?	Schedule interface	Phone, email	Navigation, Voice	Interaction, GPS precision	Path of Optimization, image	Word of mouths	Group chat interface	Phone, add friends
Emotions												
Pain points	Struggle with campus map, can't find a building/classroom	Is it user friendly?	Privacy Concern	What is it?	Forget the schedule late?	Don't know where it is	Is it easy oriented ?	Doesn't know where to start	Can't find the certain location	Don't know the next step		Can't follow up
opportunities	Power of USC networking and potential customers	Use QR code or link (easy to use)	Personalized Setting, Security Assurance	Short Introduction	Auto notification	Connect schedule to the map by one click	Provide guideline, simple navigation	Provide update notification	Simple navigation to room	The suggestion from student, faculty, or stranger	Survey for overall experience	Event group chat/ add friend

Goals

- Find the nearest Café to buy a drink
- Find his grandson in the Viterbi building
- Choose a restaurant and have dinner together

Frustrations

- Cannot read the school map since the words and are too small
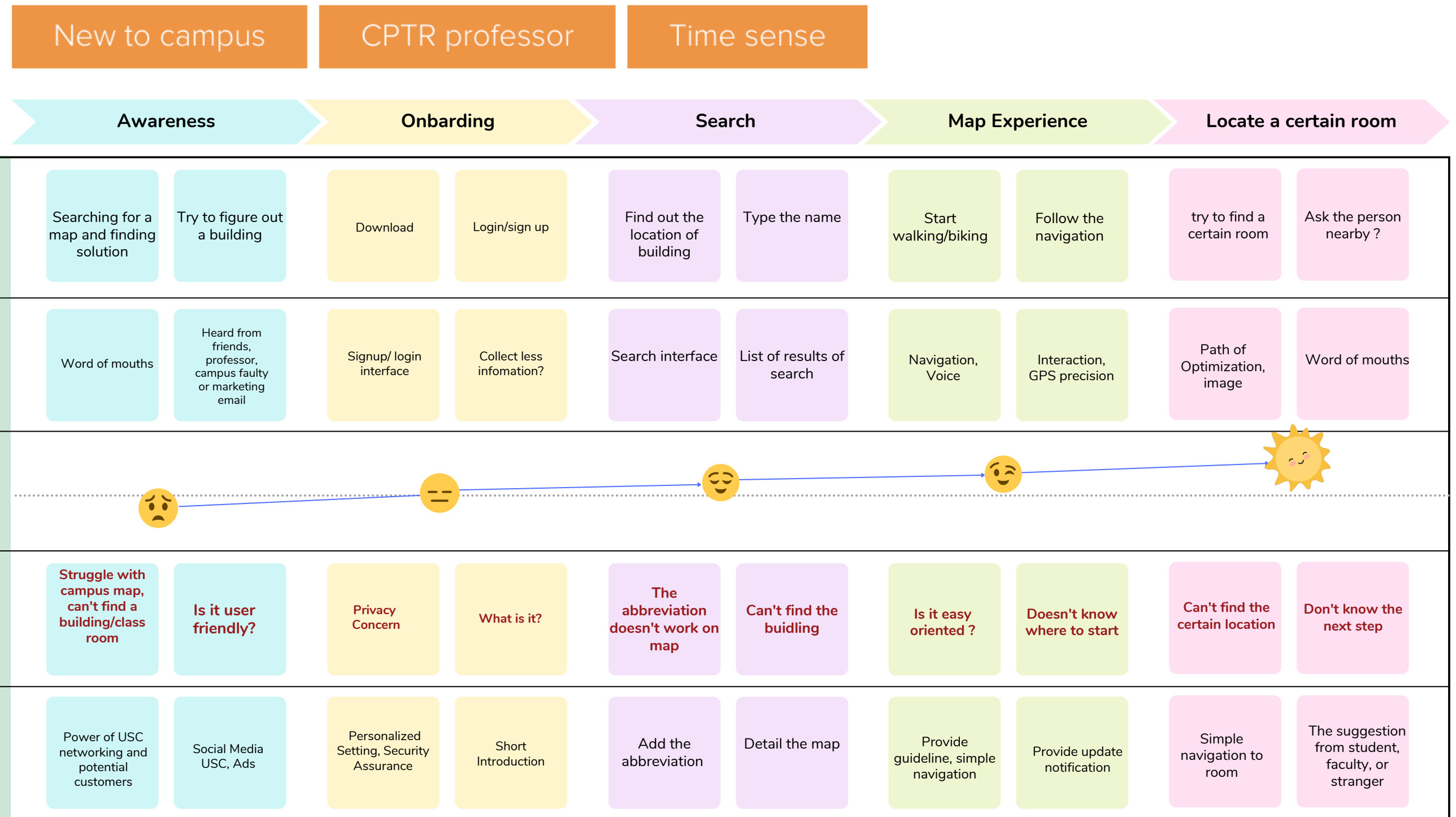- Do not want to walk across the whole campus

John

Type: **Faculty**
Age: **30+**

"This school is big!!"

Goals
- Be familiar with signed classrooms
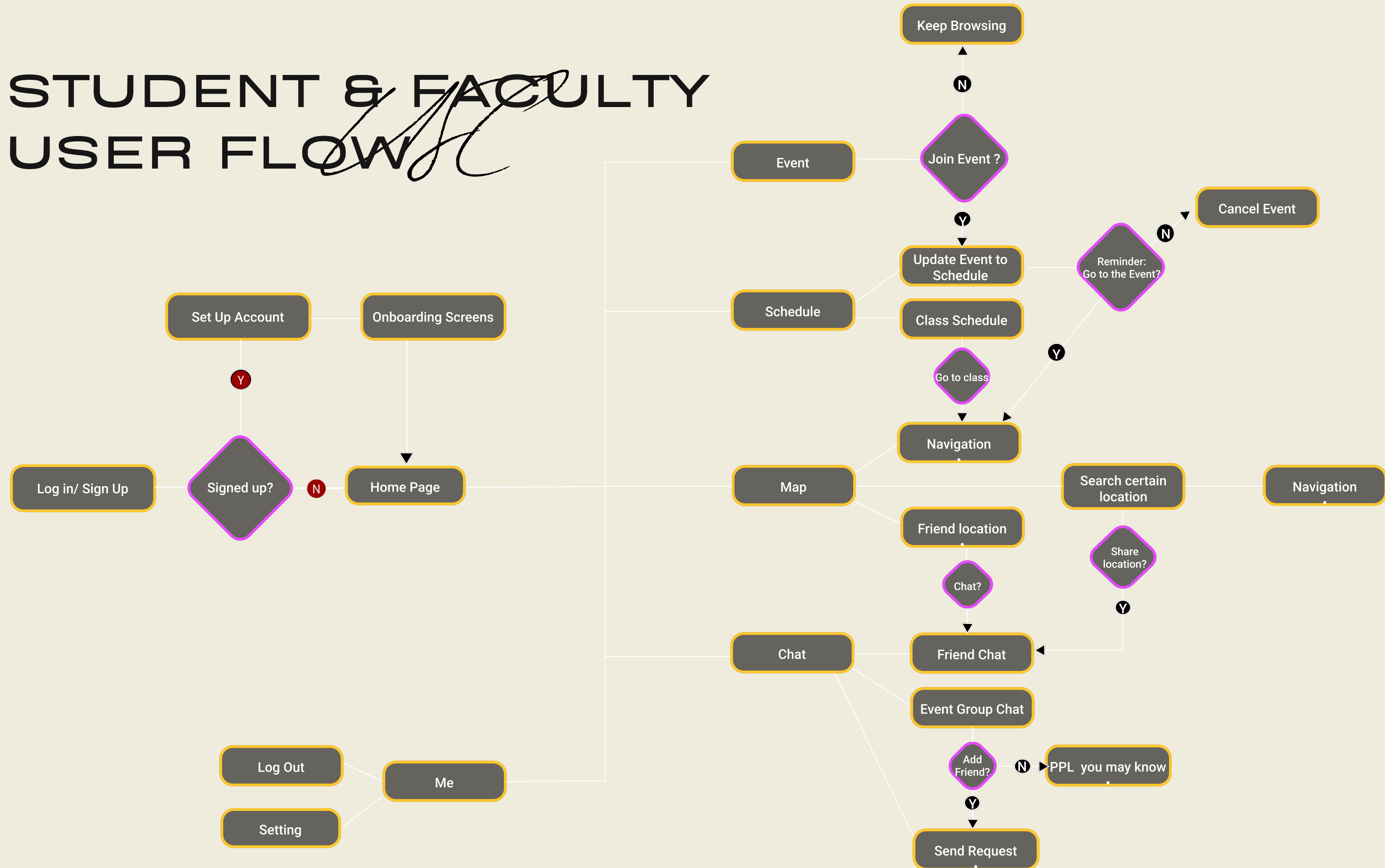- Knows the nearest parking lot
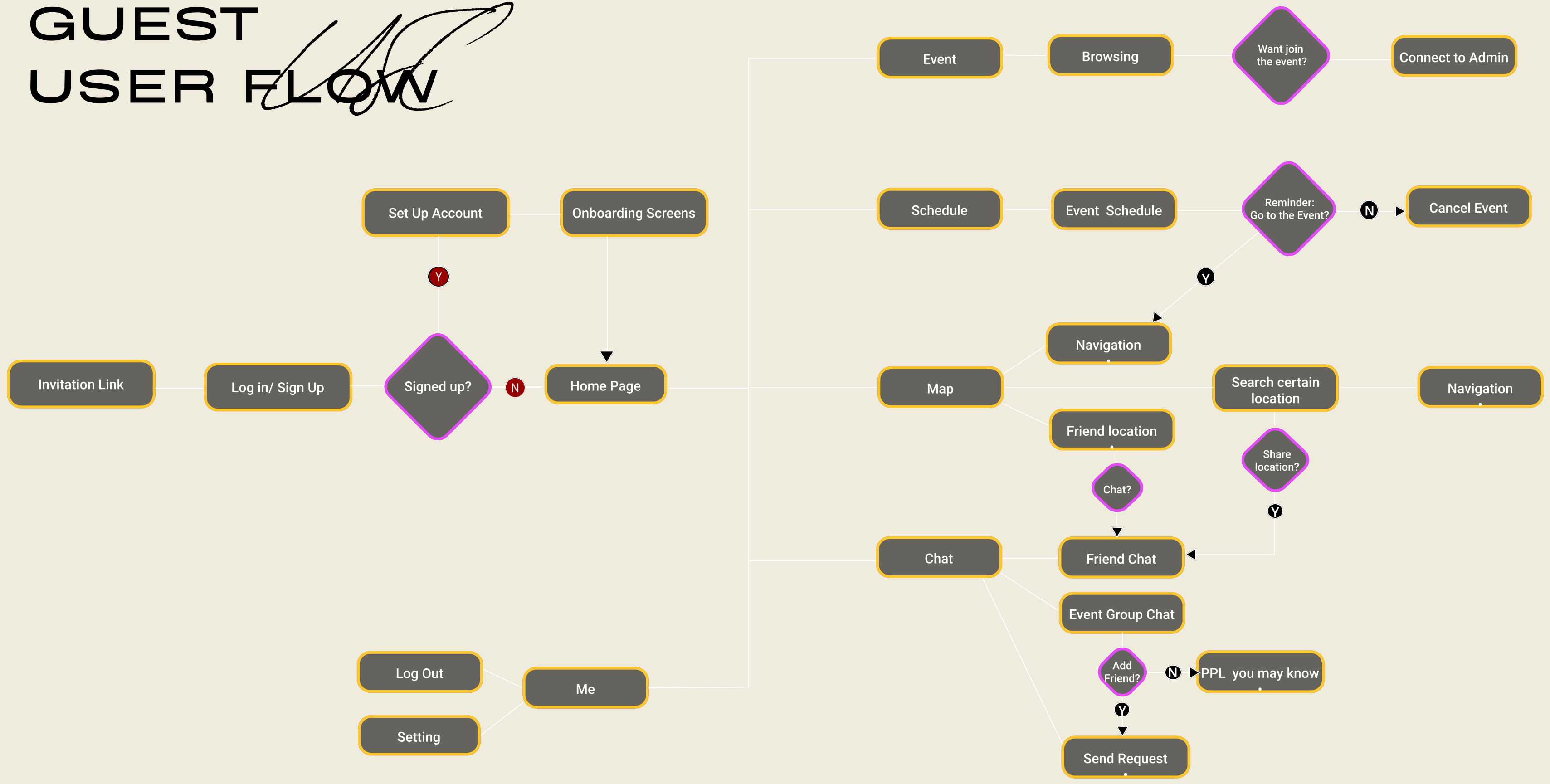- Explore labs for specific uses

Frustrations
- Time constrain

Scenario:
John needs to visit a location on the USC campus that he has never visited before.

	New to campus	CPTR professor	Time sense

	Awareness		Onbarding		Search		Map Experience		Locate a certain room	
User actions	Searching for a map and finding solution	Try to figure out a building	Download	Login/sign up	Find out the location of building	Type the name	Start walking/biking	Follow the navigation	try to find a certain room	Ask the person nearby ?
Touchpoints	Word of mouths	Heard from friends, professor, campus faulty or marketing email	Signup/ login interface	Collect less infomation?	Search interface	List of results of search	Navigation, Voice	Interaction, GPS precision	Path of Optimization, image	Word of mouths
Emotions	😟		😑		😌		😉		☀️	
Pain points	Struggle with campus map, can't find a building/class room	Is it user friendly?	Privacy Concern	What is it?	The abbreviation doesn't work on map	Can't find the buidling	Is it easy oriented ?	Doesn't know where to start	Can't find the certain location	Don't know the next step
opportunities	Power of USC networking and potential customers	Social Media USC, Ads	Personalized Setting, Security Assurance	Short Introduction	Add the abbreviation	Detail the map	Provide guideline, simple navigation	Provide update notification	Simple navigation to room	The suggestion from student, faculty, or stranger

STUDENT & FACULTY USER FLOWS

Keep Browsing

N

Join Event ?

Event

Y

Update Event to Schedule

Reminder: Go to the Event?

N

Cancel Event

Schedule

Class Schedule

Y

Go to class

Navigation

Set Up Account

Onboarding Screens

Y

Signed up?

N

Home Page

Map

Search certain location

Navigation

Friend location

Share location?

Chat?

Y

Log in/ Sign Up

Chat

Friend Chat

Event Group Chat

Add Friend?

N

PPL you may know

Log Out

Me

Y

Setting

Send Request

GUEST USER FLOW

Invitation Link → Log in/ Sign Up → Signed up?

Signed up? —Y→ Set Up Account → Onboarding Screens → Home Page

Signed up? —N→ Home Page

Home Page → Event → Browsing → Want join the event? → Connect to Admin

Home Page → Schedule → Event Schedule → Reminder: Go to the Event?

Reminder: Go to the Event? —N→ Cancel Event

Reminder: Go to the Event? —Y→ Navigation

Home Page → Map → Navigation

Map → Friend location → Chat? → Friend Chat

Search certain location → Share location? → Navigation

Share location? —Y→ Friend Chat

Home Page → Chat → Friend Chat

Chat → Event Group Chat → Add Friend?

Add Friend? —N→ PPL you may know

Add Friend? —Y→ Send Request

Home Page → Me → Log Out

Me → Setting

PLATFORM:

BOTH IOS AND ANDROID
SYSTEMS COMPATIBILITY

DEMONSTRATION
PLATFORM:

IOS SYSTEM
IPHONE 13 PRO MAX

TYPOGRAPHY:

Aa		
	H1	**The spectacle before us was indeed sublime.**
	H2	**The spectacle before us was indeed sublime.**
Montserrat	H3	**The spectacle before us was indeed sublime.**
	H4	**The spectacle before us was indeed**
	H5	**The spectacle before us was indeed sublime.**

LOG IN   Chat

🔍 Search for friends...   ↺

COLOR:

PMS 201C

PMS 123C

PMS 201C	Direct CMYK Conversion C31 M88 Y51 K22 **DO NOT USE**	Proper Bridge CMYK Conversion C7 M100 Y65 K32	Approved RGB Conversion R153 G27 B30 Approved HEX: #990000	**Light Gray** 30% Black Hex: #CCCCCC	**Dark Gray** 70% Black Hex: #777777
PMS 123C	Direct CMYK Conversion C0 M24 Y94 K0 **DO NOT USE**	Proper Bridge CMYK Conversion C0 M27 Y100 K0	Approved RGB Conversion R255 G204 B0 Approved HEX:	**Black** 100% Black Hex: #000000	**White** Hex: #FFFFFF

FINAL PROTOTYPE *SC* LOGIN PAGE

LOGIN PAGE WILL BE THE SAME FOR STUDENT AND FACULTY. BUT GUEST WILL NEED AN INVITATION CODE TO SIGN UP.

WELCOME PAGE

Welcome to liveSC

Hi Trojan!

Welcome to Trojan Community.
We are here to navigate
your USC experience.
Fight On!

Next

Schedule Your Calendar

Connect with MyUSC

Automatically show your class
schedule. And feel free to explore
upcoming events on campus and add
the event to your calendar.

Next

Explore Campus

More easy to find the classroom

Our navigation will help you find
certain place at USC campus. A
classroom, a meeting room, and bus
station, even the water-filler!

Next

Enjoy the Social Life

Chat with classmates & friend.

Interact with your friends, classmate or
people you may know at USC campus.
Check your friends' location and meet
them on campus!

Next

NAVIGATION BAR

EVENT

SCHEDULE

MAP

CHAT

SETTING
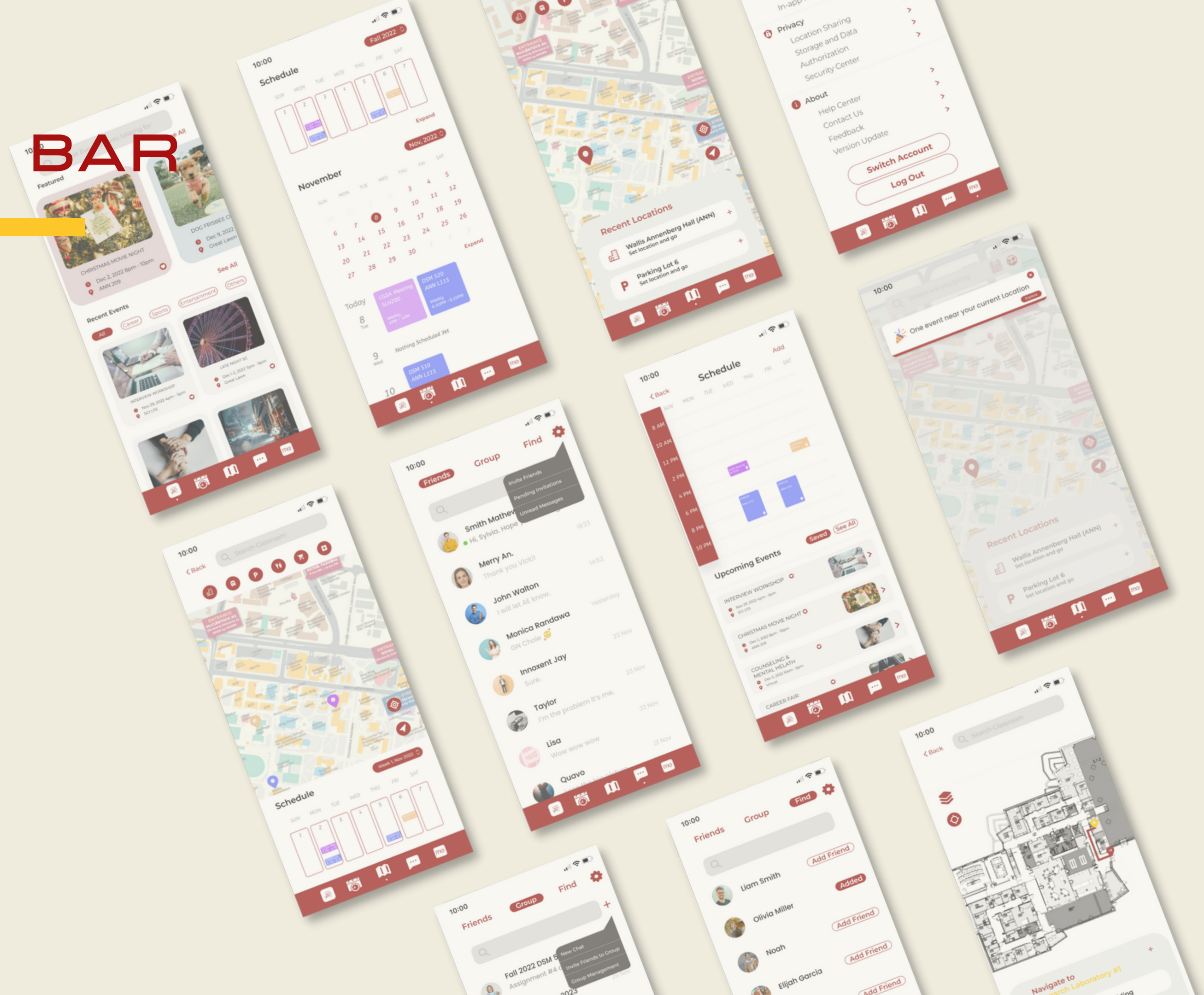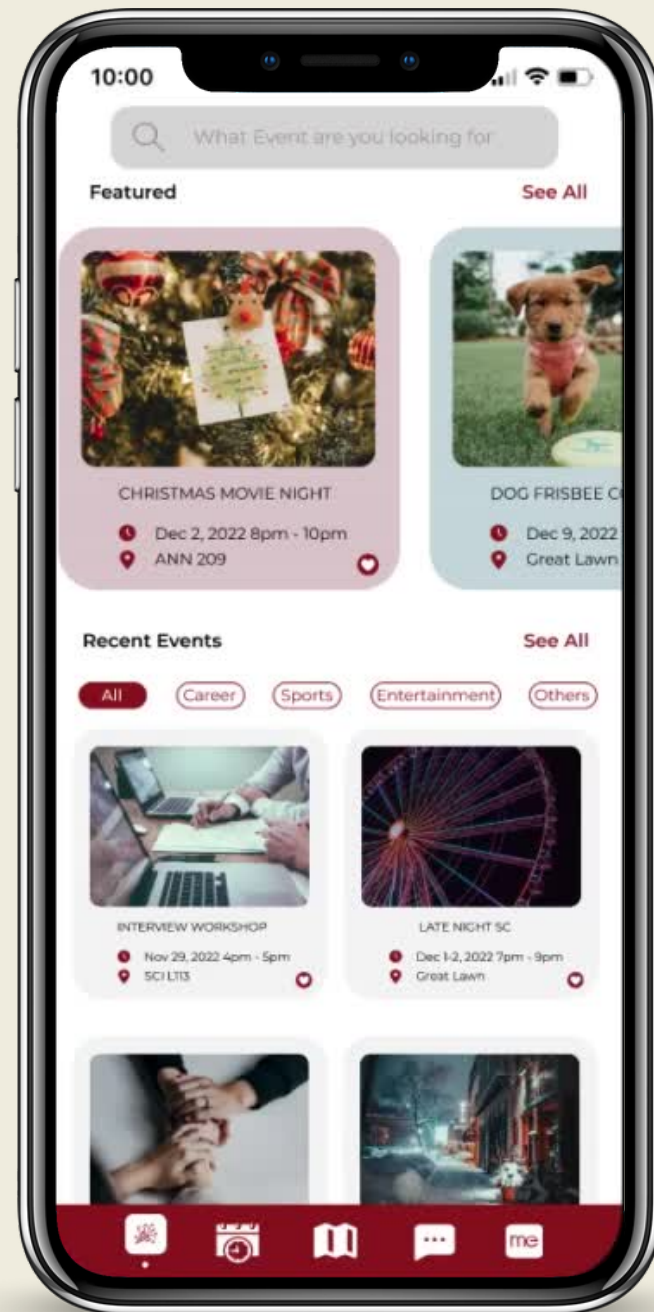
MAP
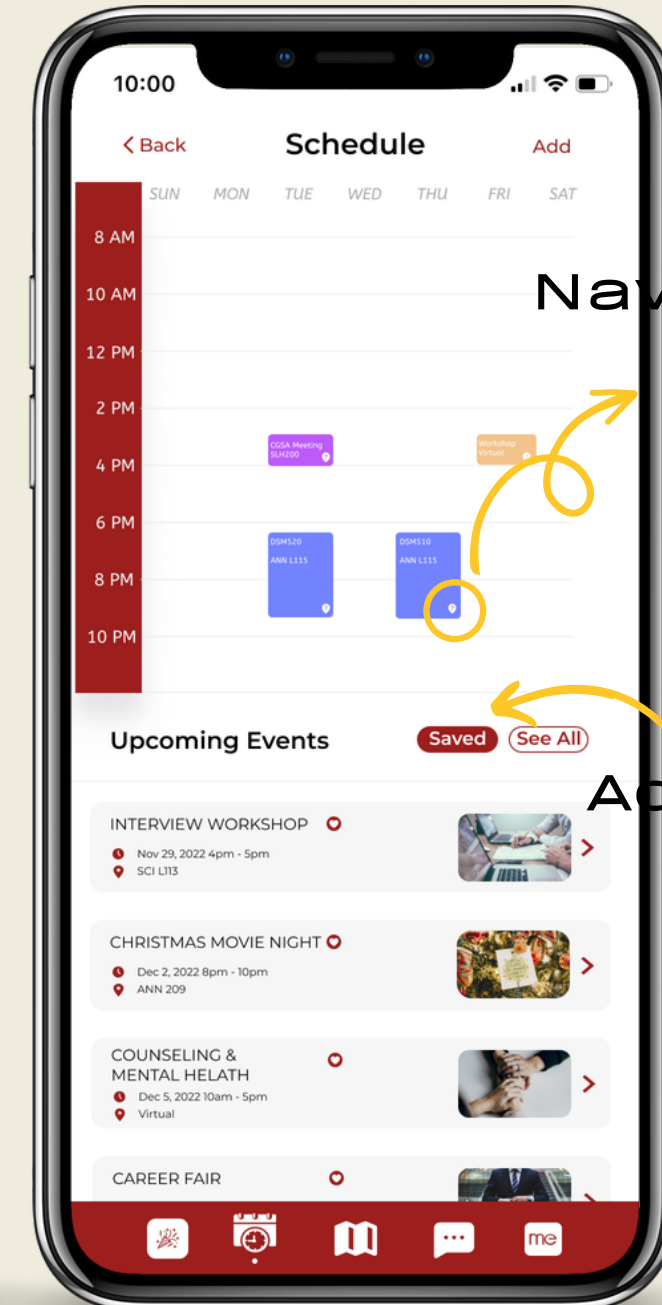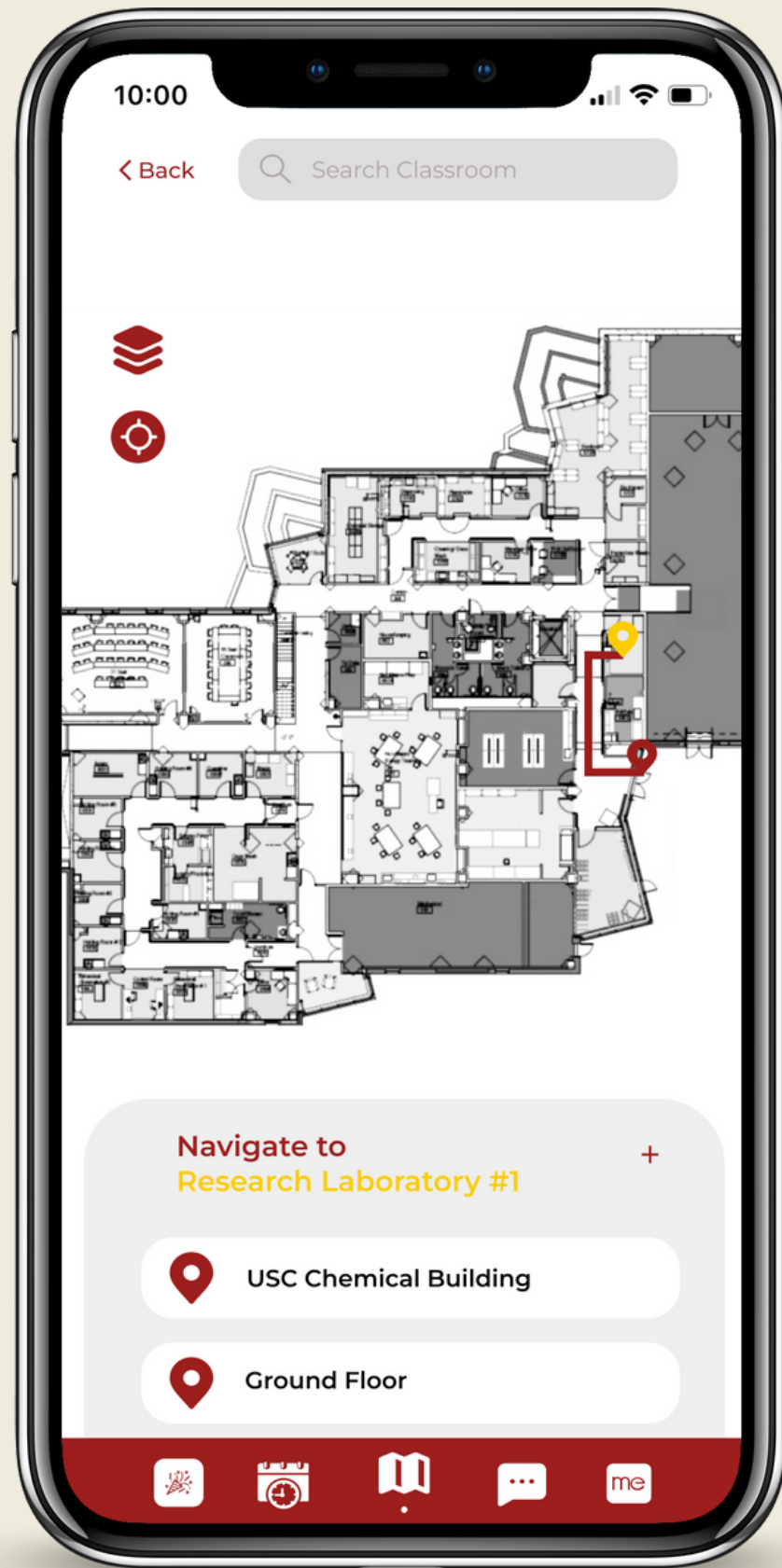
NAVIGATION

- Floor plan
- Search classroom
- Detailed location

Navigate to
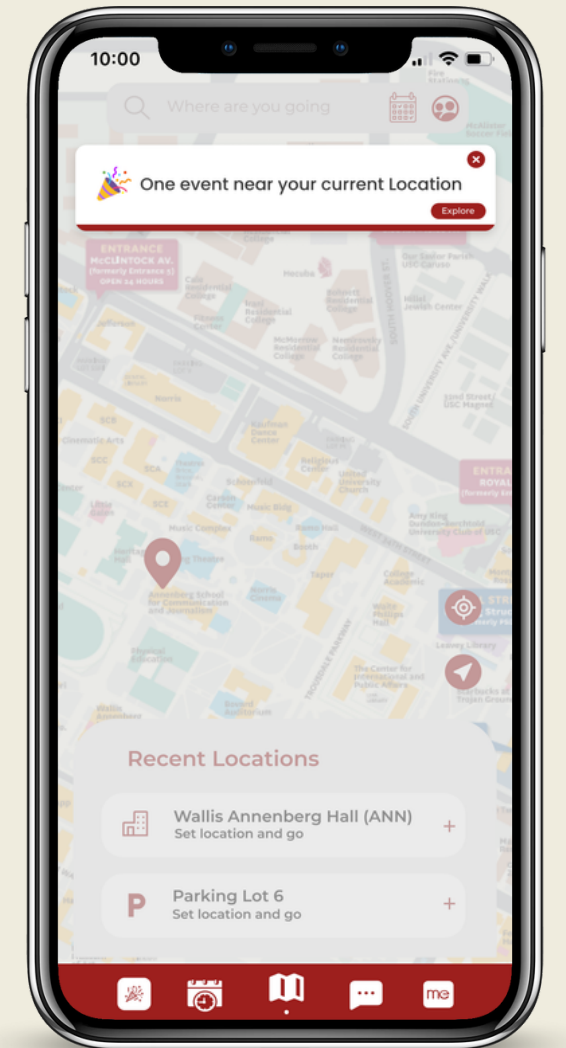**Research Laboratory #1**

USC Chemical Building

Ground Floor

OTHER FUNCTIONS
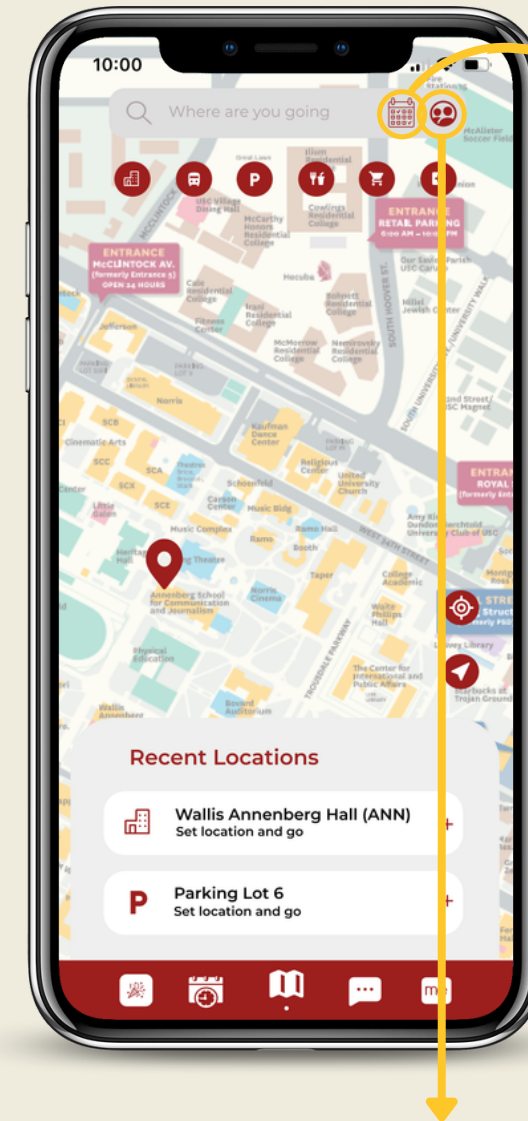
Friends' locations
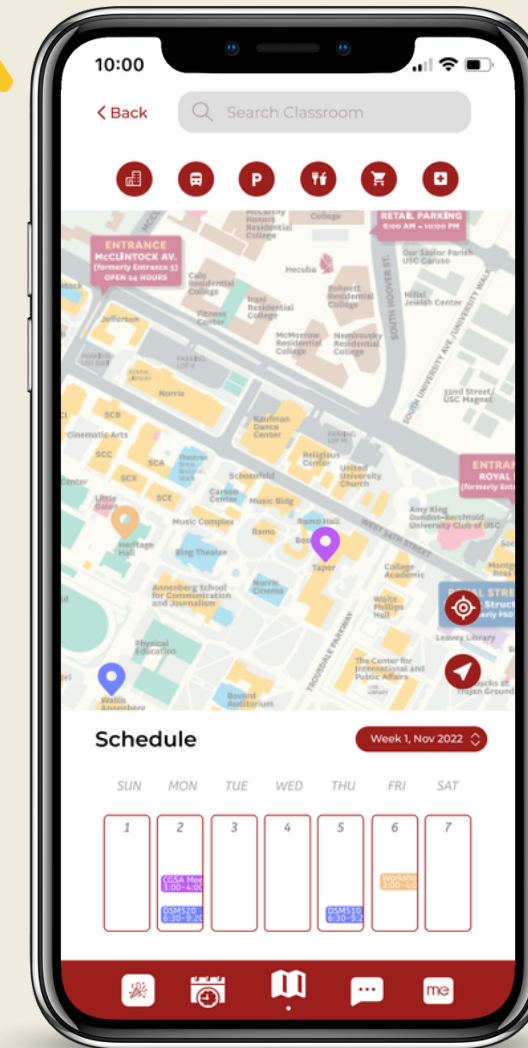
Locate Class & Events

Pop-up events

One event near your current Location

Recent Locations

Wallis Annenberg Hall (ANN)
Set location and go

Parking Lot 6
Set location and go

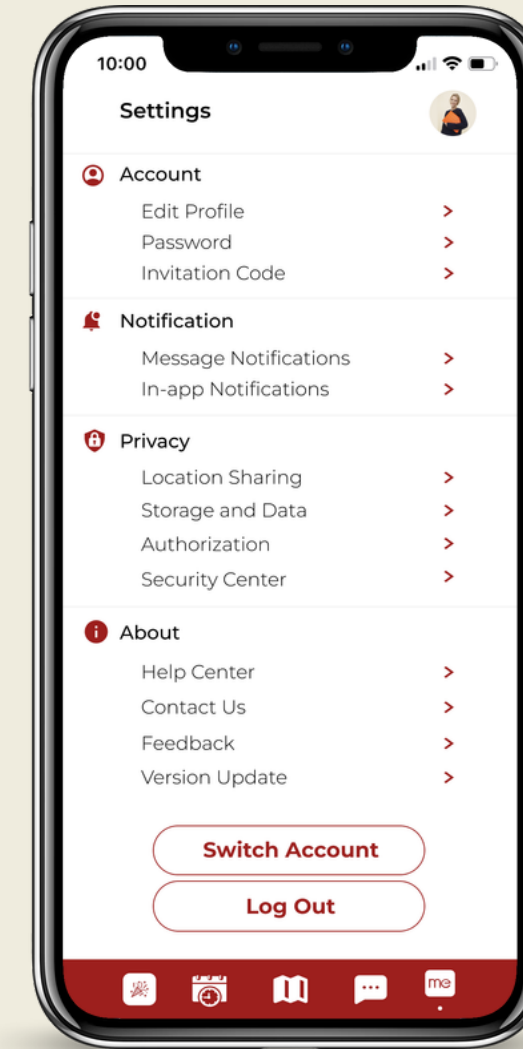Schedule   Week 1, Nov 2022
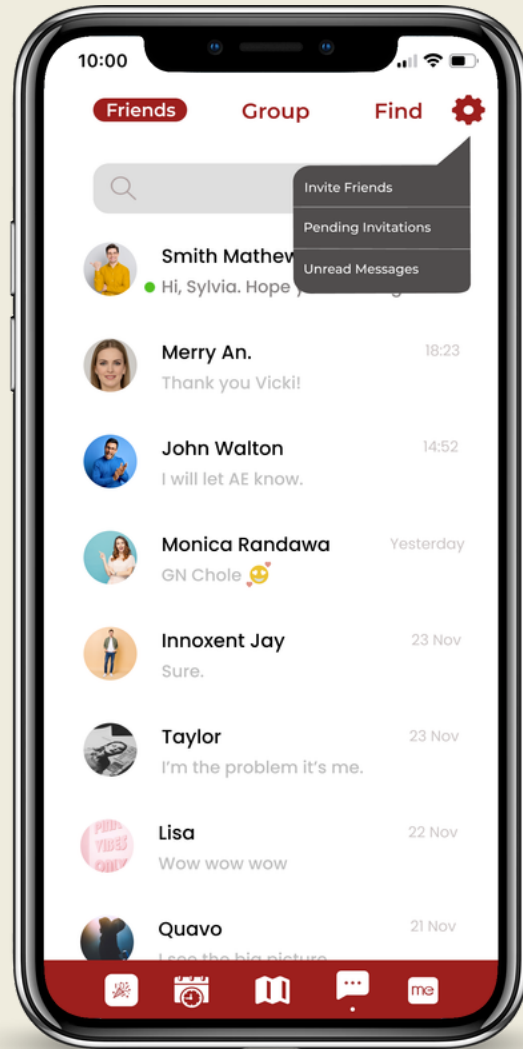
CHAT

SETTING

Messages
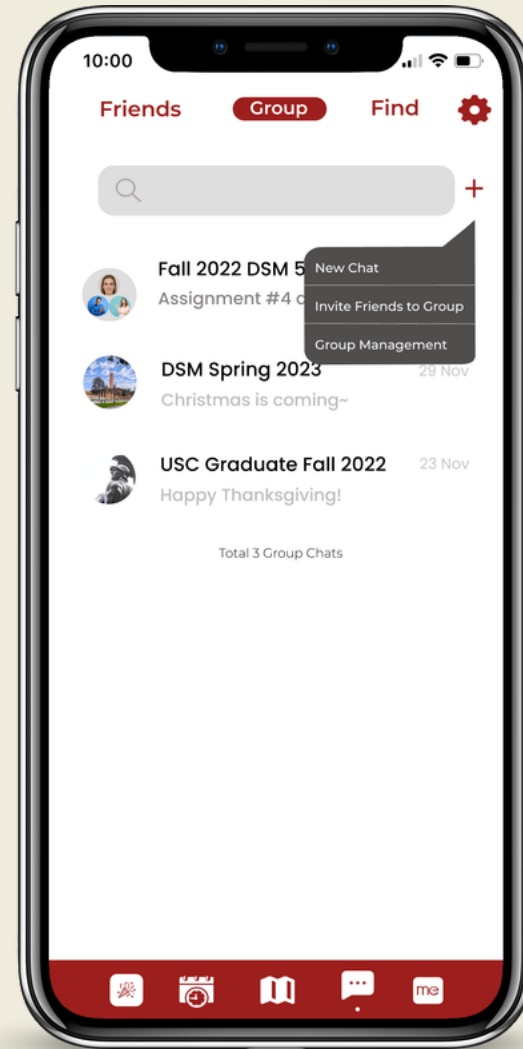
Group Chats
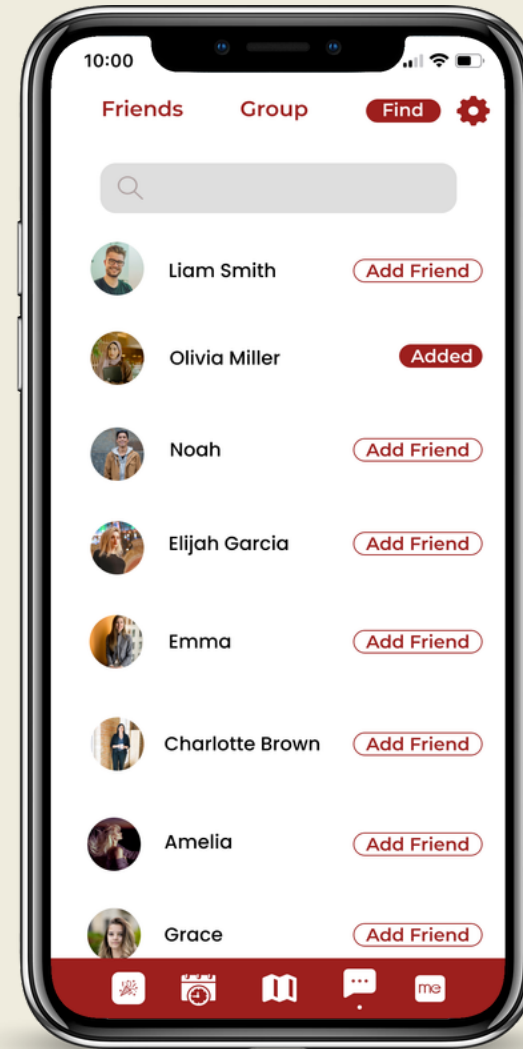
Connect with peers

- Basic settings
- Personal invitation Code
- Shared location enable