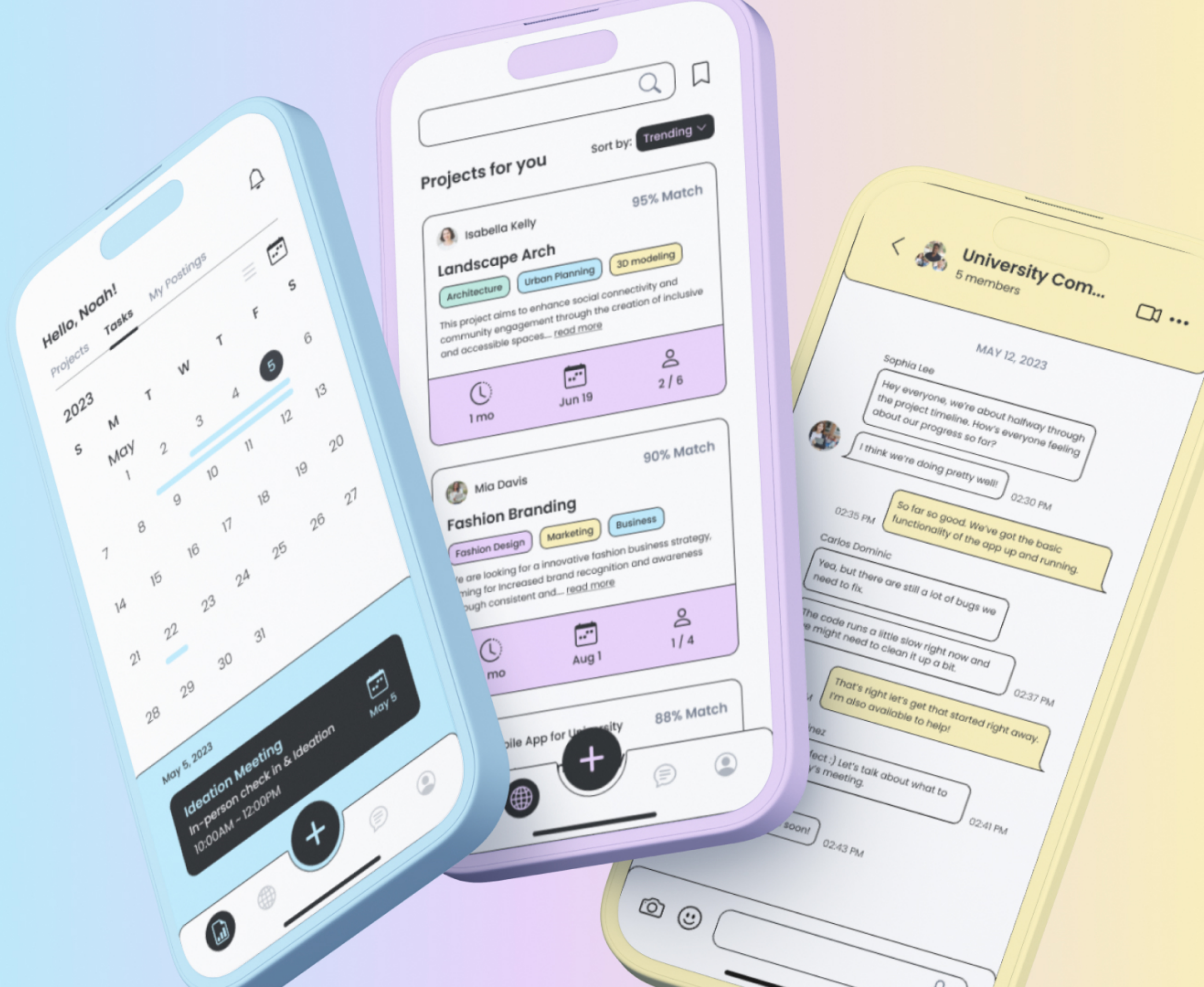




atoms

Pitch. Explore. Manage.

Project collaboration app for University students



About the project

atom is a platform to foster college students to form teams for collaborative projects and enhance their networking opportunities.

Mobile application

UI UX

User Research

Team

Leo Baek

Sunjoo Park

Joy Ham

Jenny Park

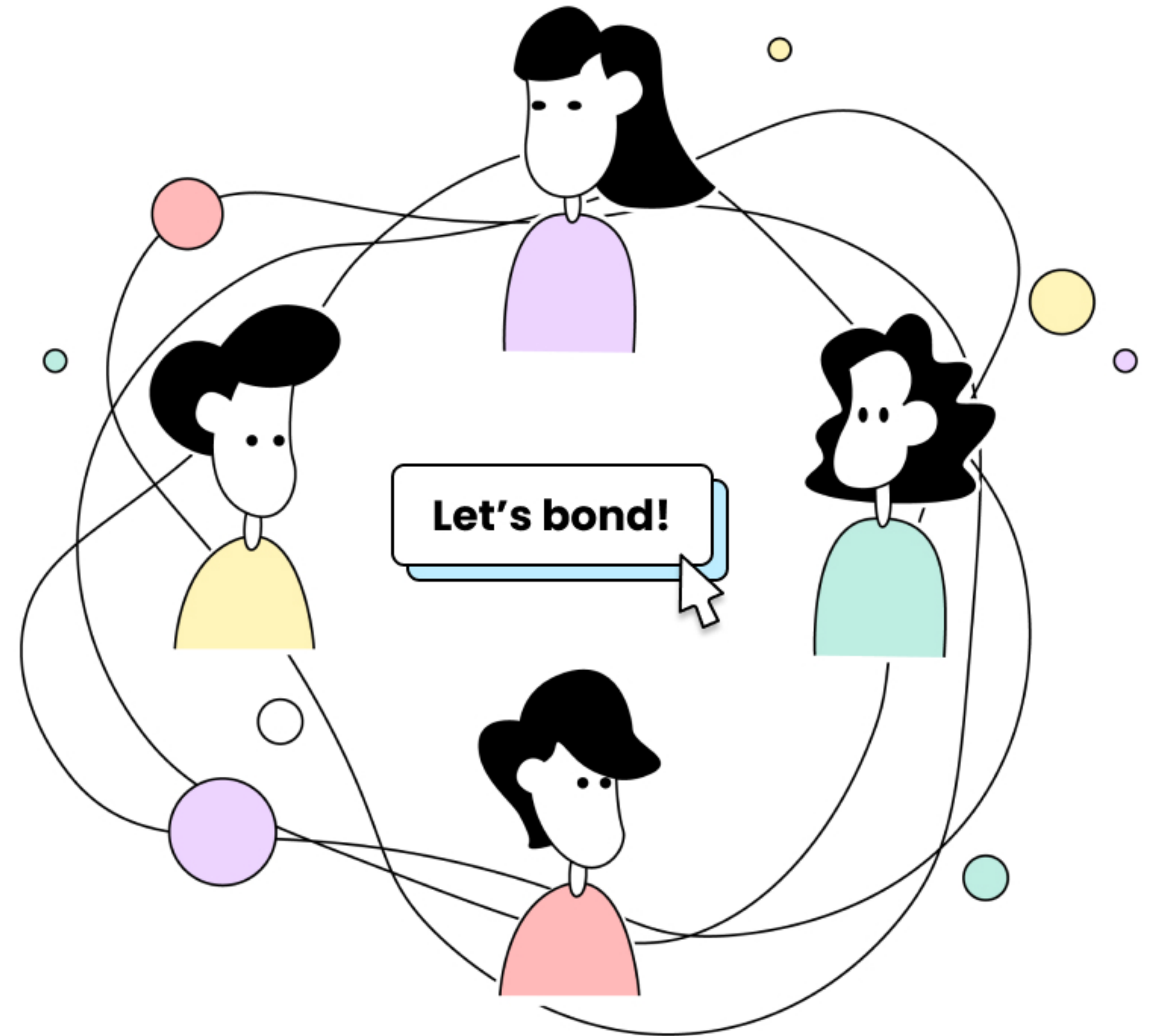
Date

June 2023

Duration

3 months

Tools



Problem

1. Lacks incentive to actively participate within in a group
2. Difficulty of making connections with users outside of their community
3. Struggles of finding group projects to join

Challenge

How can we design a tool for college students that helps **connect, empower, and collaborate** with diverse users, **enriching local communities and promoting global scale cohesion**?

How can we design a platform that empowers college students to form collaborative project teams and **maximizes their networking opportunities**?

How can we design a tool that effectively connects college students, enabling them to form collaborative project teams and expand their networking opportunities?

Solution

Project Management

Explore, manage, and pitch projects as a way of reaching out to users that share similar interests and to create an opportunity to make connections and work collaboratively together

Communication

Internal chat function to communicate with group members regarding project schedule, updates, and to-dos

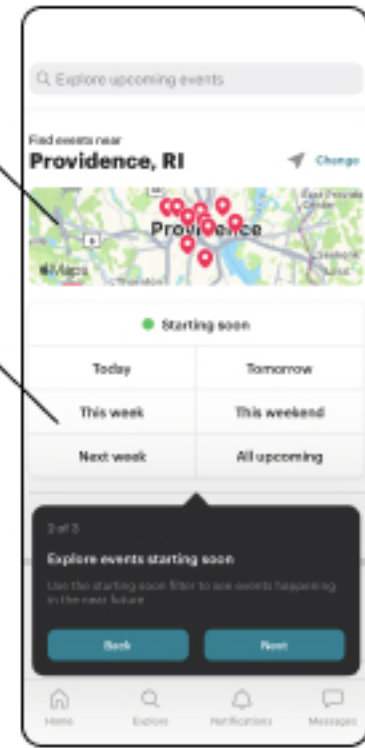
Bond

A way of maximizing their networking opportunities by forming connections with users outside of your community

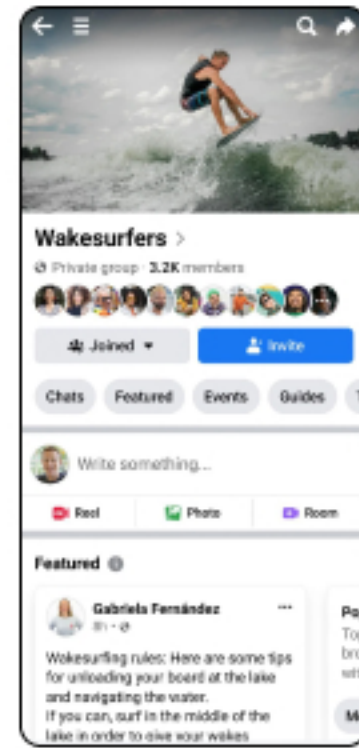
Competitive Analysis

Platforms based on Building Communities

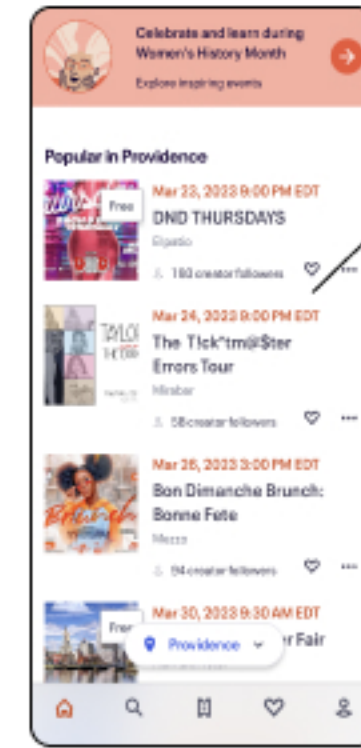
Single-use events
Weak privacy protection



Meetup



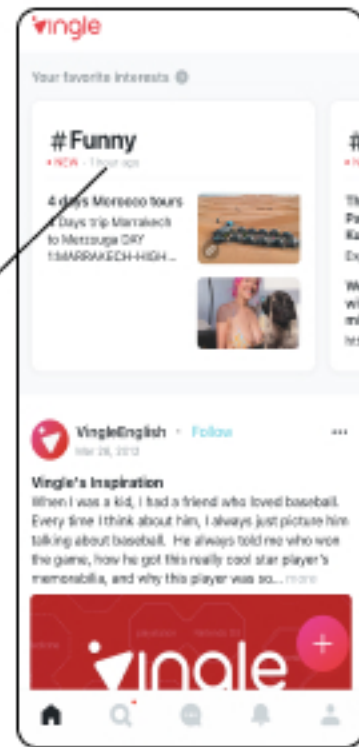
FB Groups



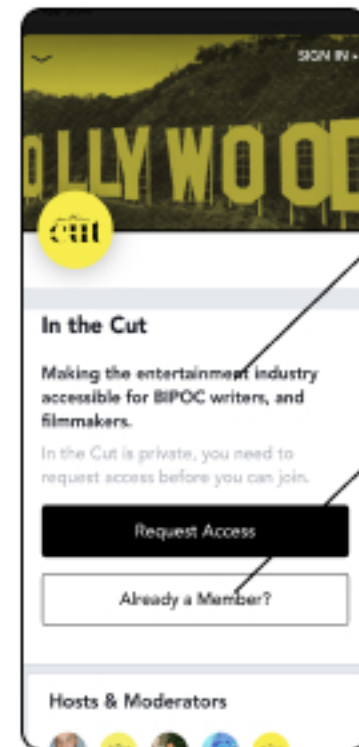
Eventbrite

Personalized feed through recommendations

Categorization by topic



Vingle



Mighty Networks

Lack of sub-groups

Low UI Quality

Primary Reserach

Survey

Majors

Industrial Design	UI	Industrial Design	Industrial Design	Industrial Design	Industrial Design
Graphic Design BA - Advertising Design Major	Psychology	Industrial Design	Industrial Design	Industrial Design	Industrial Design
Industrial Design	Human-Computer Interaction	UI	UI	Industrial Design	Industrial Design
Industrial Design	Industrial Design	Industrial Design	Industrial Design	Industrial Design	Industrial Design

Have you ever tried to recruit people for a project during your time at university? If yes, please describe the **challenges or frustrations** you have faced while trying to find and collaborate with team members.

N/A

No	No	No	No	No	No
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Similar Interests

Similar interests	Similar interests	Similar interests	Similar interests	Similar interests	Similar interests
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Outreach + Communication

Outreach + Communication	Outreach + Communication	Outreach + Communication	Outreach + Communication
--------------------------	--------------------------	--------------------------	--------------------------

Accountability

Accountability	Accountability	Accountability
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Chosen In-class or Assigned

Chosen In-class or Assigned	Chosen In-class or Assigned	Chosen In-class or Assigned
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Have you ever collaborated with individuals from different professions or with different skill sets on a project? If yes, please describe any **challenges or frustrations** you experienced while working together. Additionally, share some strategies or approaches you used to overcome these challenges and make the collaboration successful.

N/A

No	No	No	No	No	No	No	No	No
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Communication

Communication	Communication	Communication	Communication	Communication	Communication
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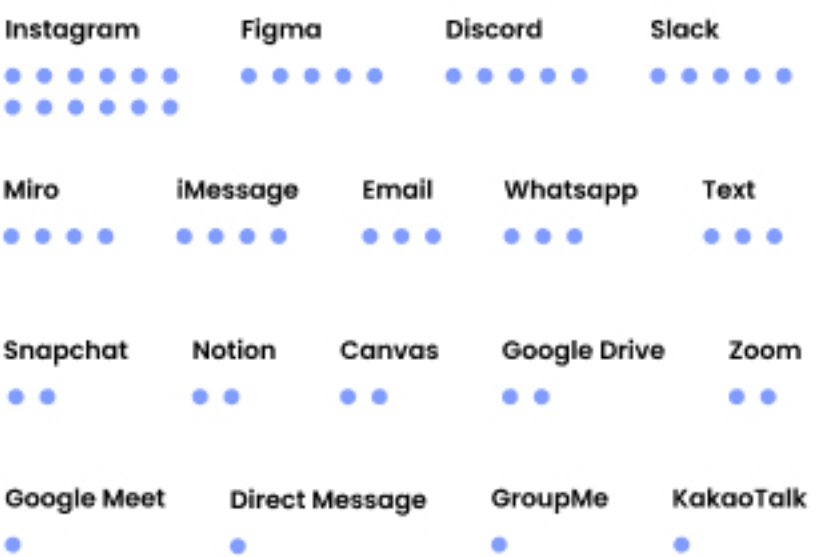
(Need for) Multi-disciplinary Teams

(Need for) Multi-disciplinary Teams	(Need for) Multi-disciplinary Teams	(Need for) Multi-disciplinary Teams
-------------------------------------	-------------------------------------	-------------------------------------

Disagreements + Conflict of Interest

Disagreements + Conflict of Interest	Disagreements + Conflict of Interest	Disagreements + Conflict of Interest
--------------------------------------	--------------------------------------	--------------------------------------

What **current apps or platforms** do you use for communication and collaboration with your fellow students? Please list them.



Are there any other **suggestions or ideas** you would like to share to improve the user experience of an app designed for university project collaboration?

Clear usability

Algorithm, connecting similar ppl

More info about users (trust building)

nope

Clear usability	Algorithm, connecting similar ppl	More info about users (trust building)	nope
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What are the most **important features** you would like to see in an app that connects university students for project collaboration?

Safe outreach + successful connection

Chat

Communication within the team

Accountability check

File upload

Safe outreach + successful connection	Chat	Communication within the team	Accountability check	File upload
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Pain Points

Trust + Reliability

Outreach

Communication

Secondary Reserach

Online Networking + Project Building

"It is a long, unpredictable process. You have to get lucky. You need people to take chances on you. Lots of things you cannot control. Rather, we are going to focus on what you can control."

(Source: <https://hackernoon.com/how-to-find-people-to-work-on-projects-with-8e41f056fcbf>)

"According to a study done by LinkedIn in 2017, 35% of participants said a casual conversation through LinkedIn Messaging led to a new opportunity."

"Networking is the most successful way of finding a meaningful job and attaining career success. 80% of professionals find networking essential to their career success."

(Source: <https://www.apollotechnical.com/networking-statistics/>)

According to a study by Forbes, some of the top benefits of using technology for networking are: Saves time (92%), Saves money (88%), More flexibility in location and timing (76%)...

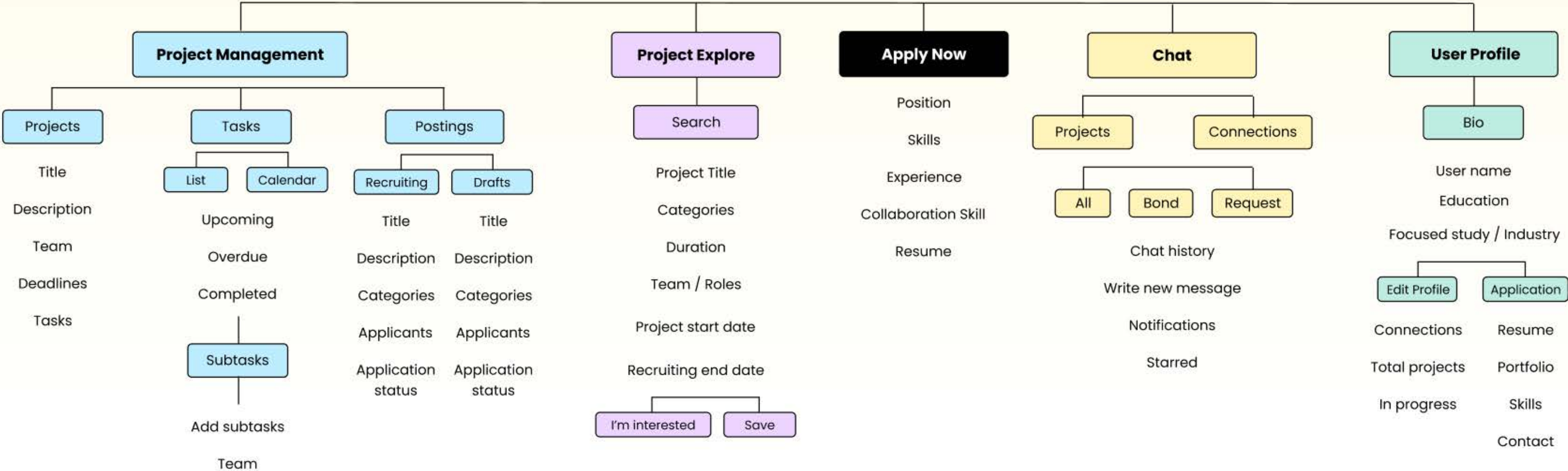
Information Architecture

Onboarding

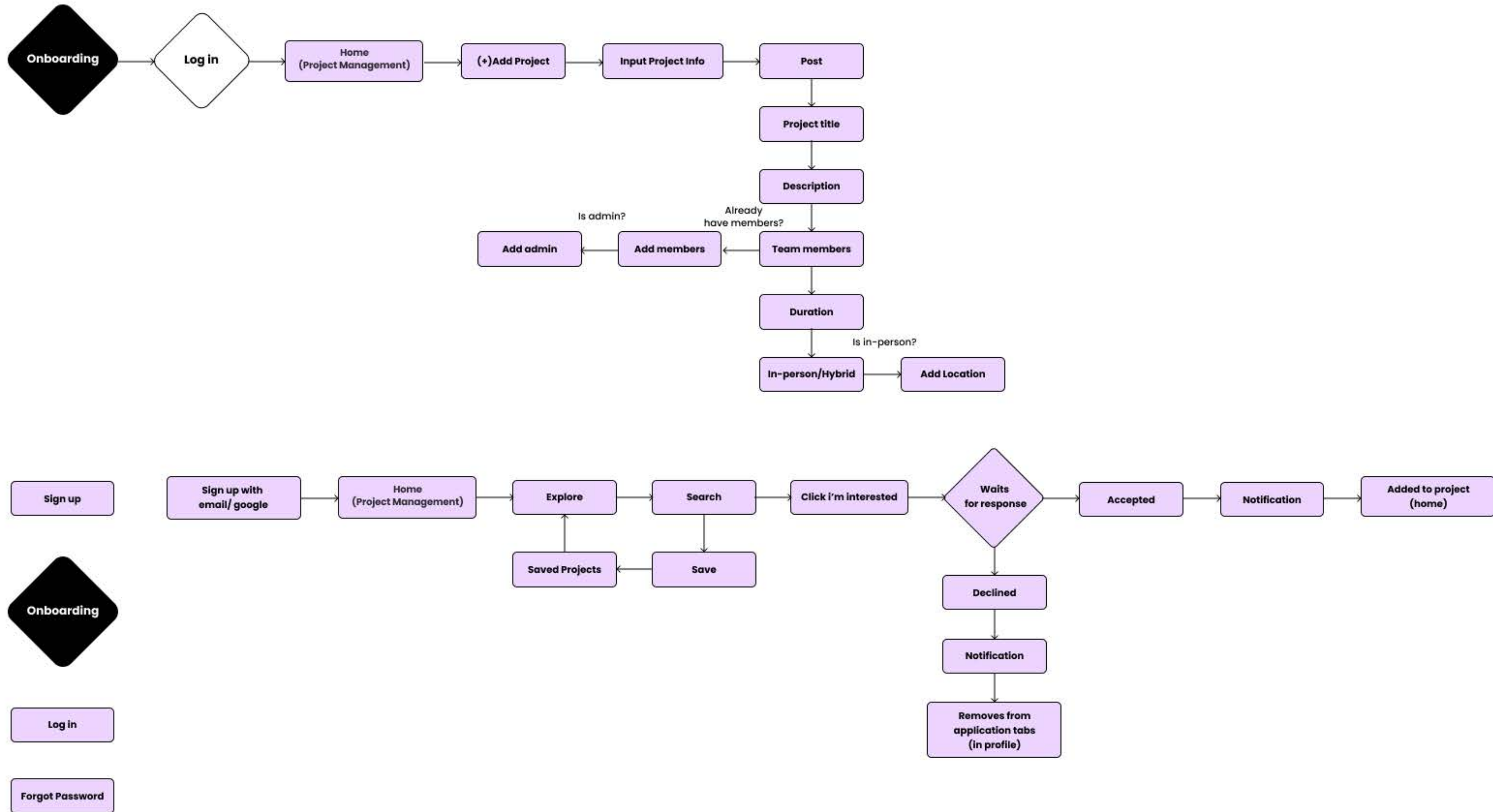
Log in

Settings

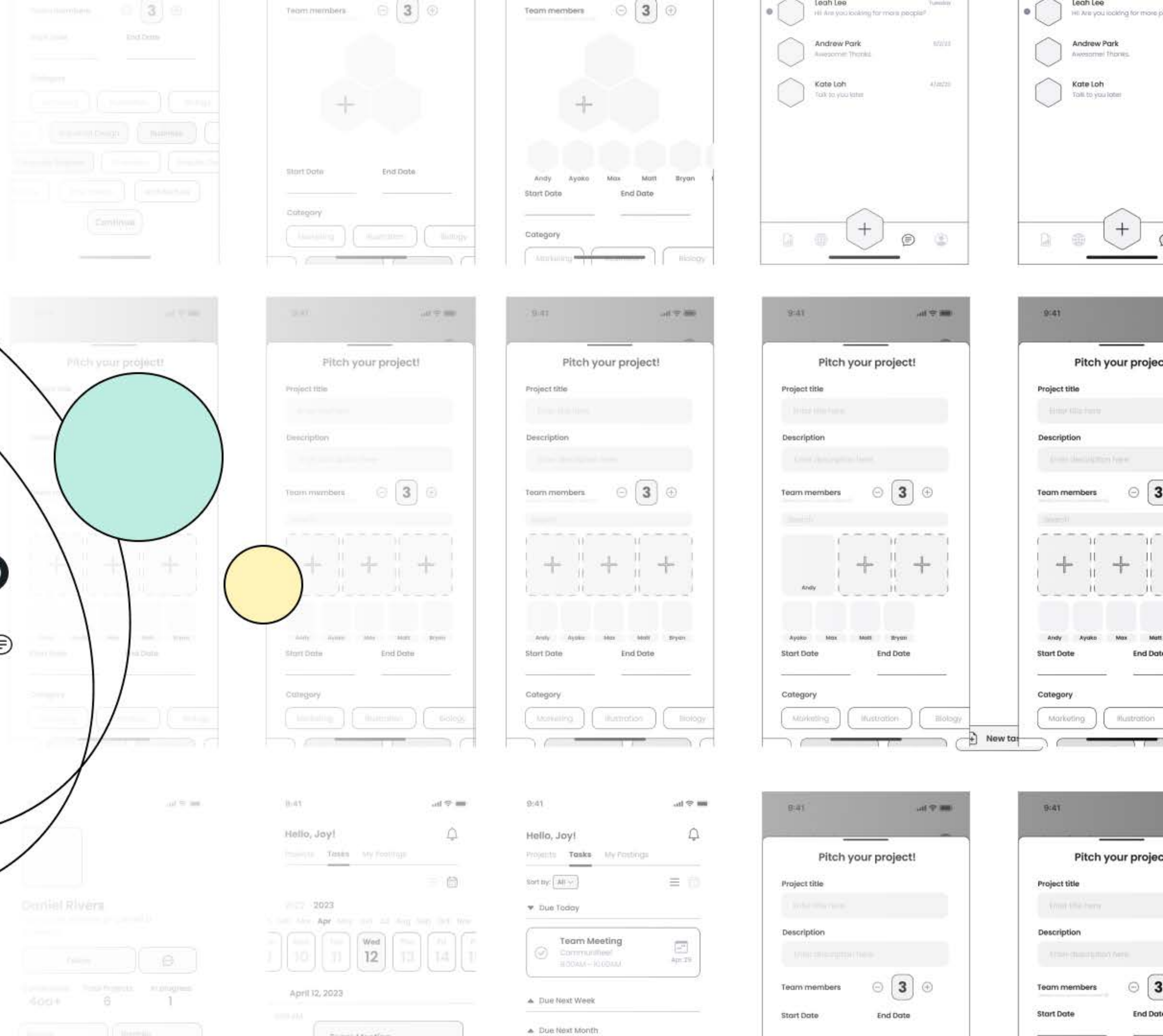
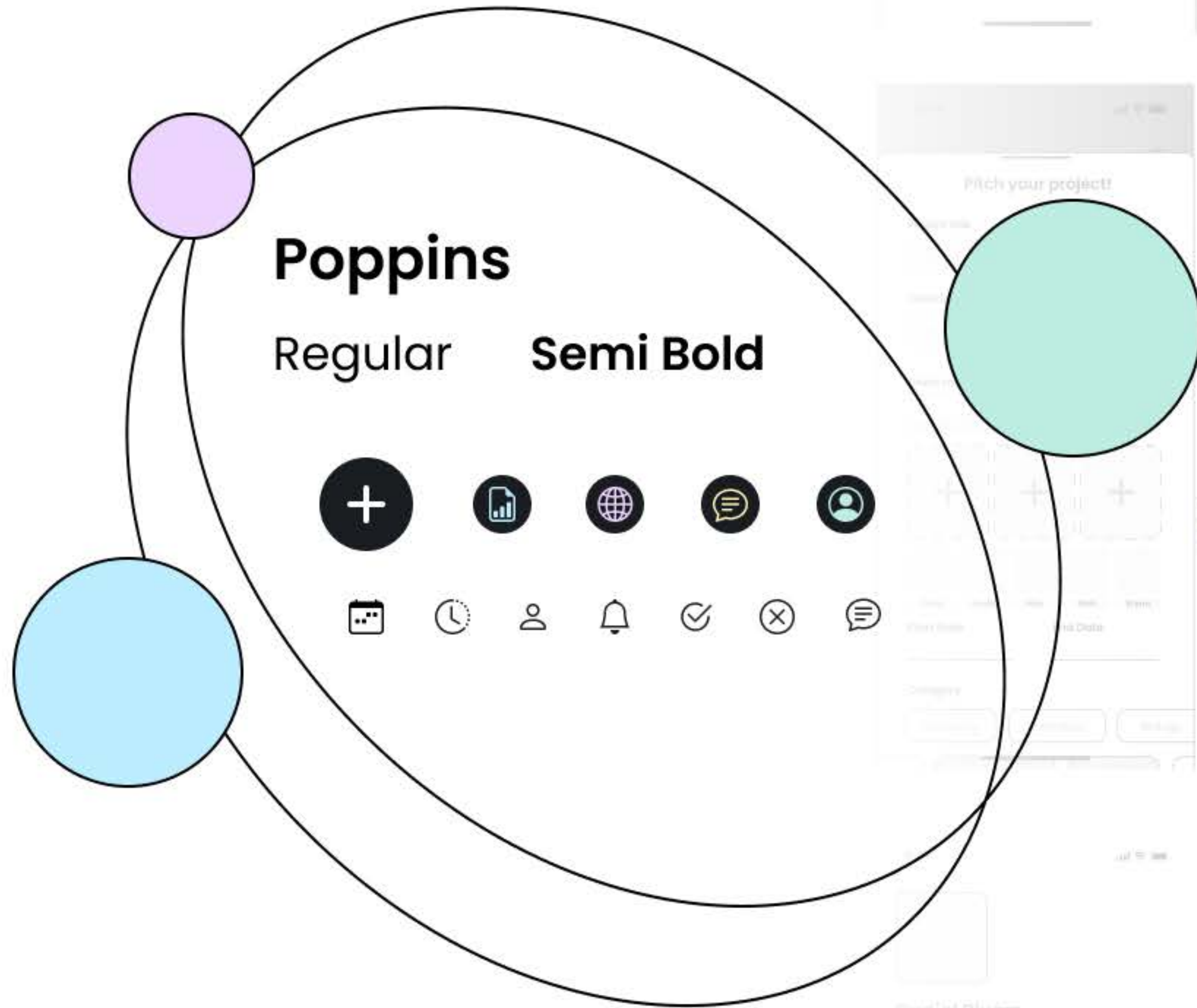
Account settings
 Privacy settings
 Notification settings
 Help / Support

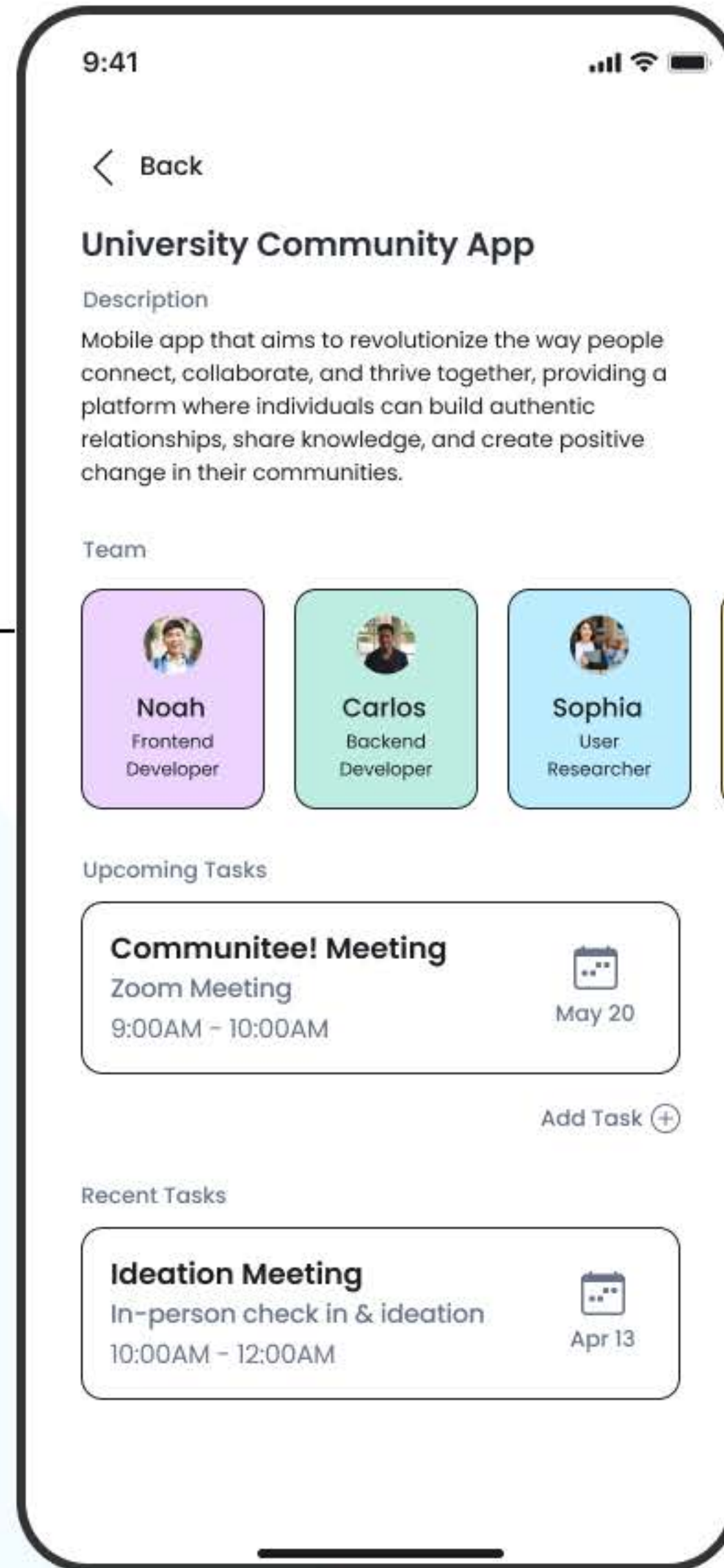
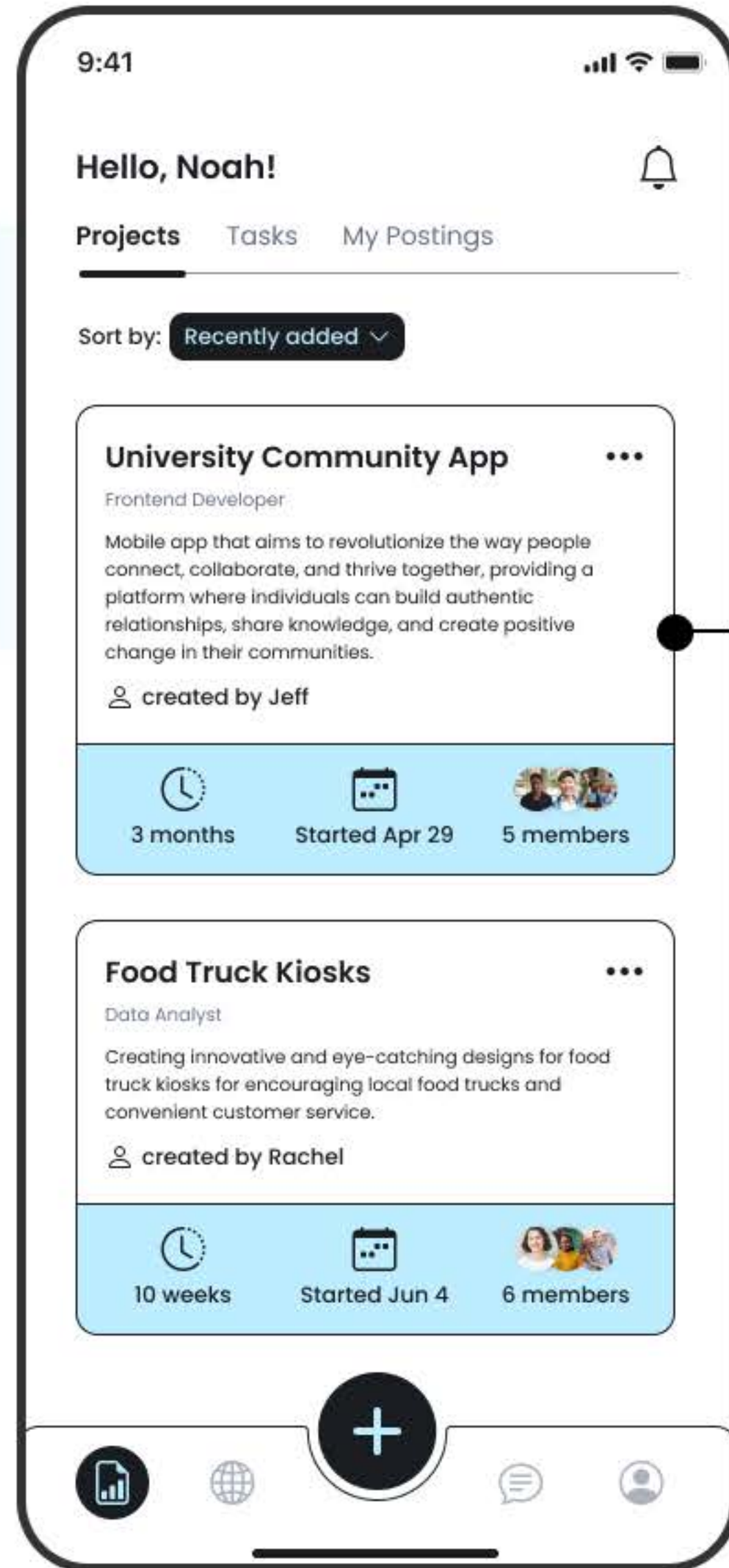


User Flow



Interface Design



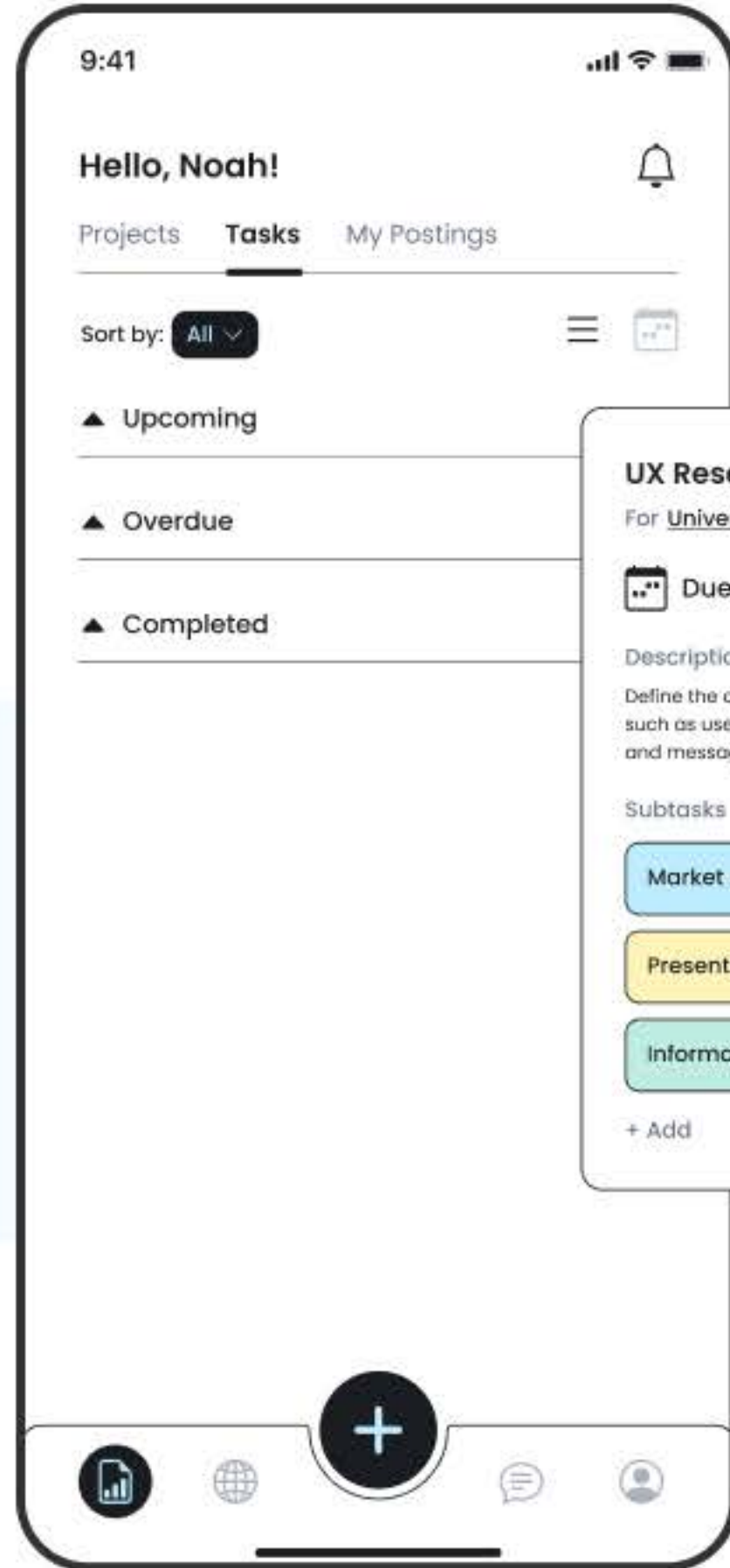


Home

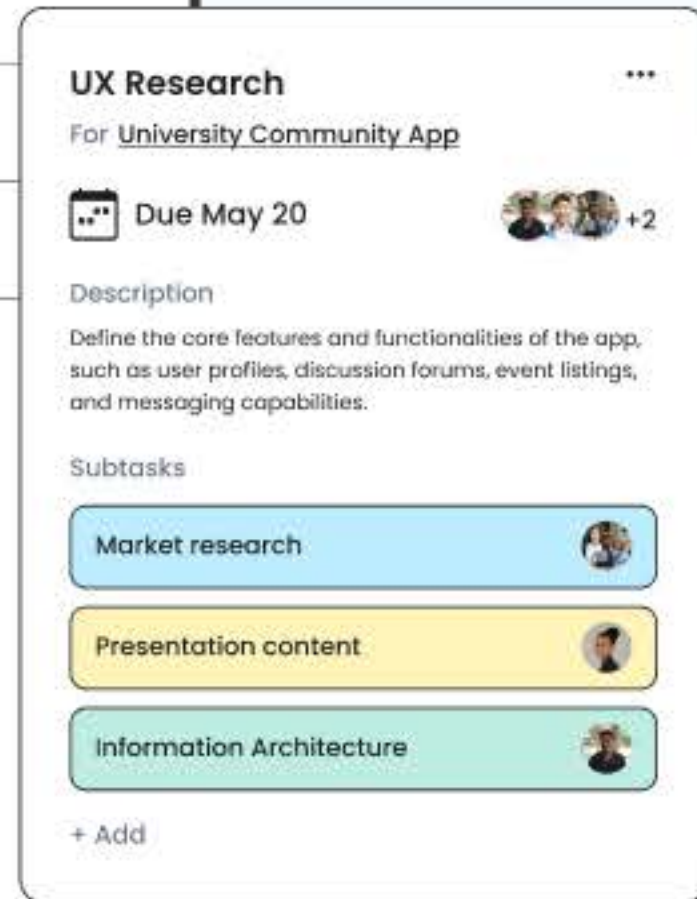
Users are greeted with a customizable dashboard that provides an overview of their projects, tasks, and deadlines.

Users can create, manage, and collaborate on multiple projects.

Each project has a dedicated page with details, including project description, deadlines, team members, and progress tracking.

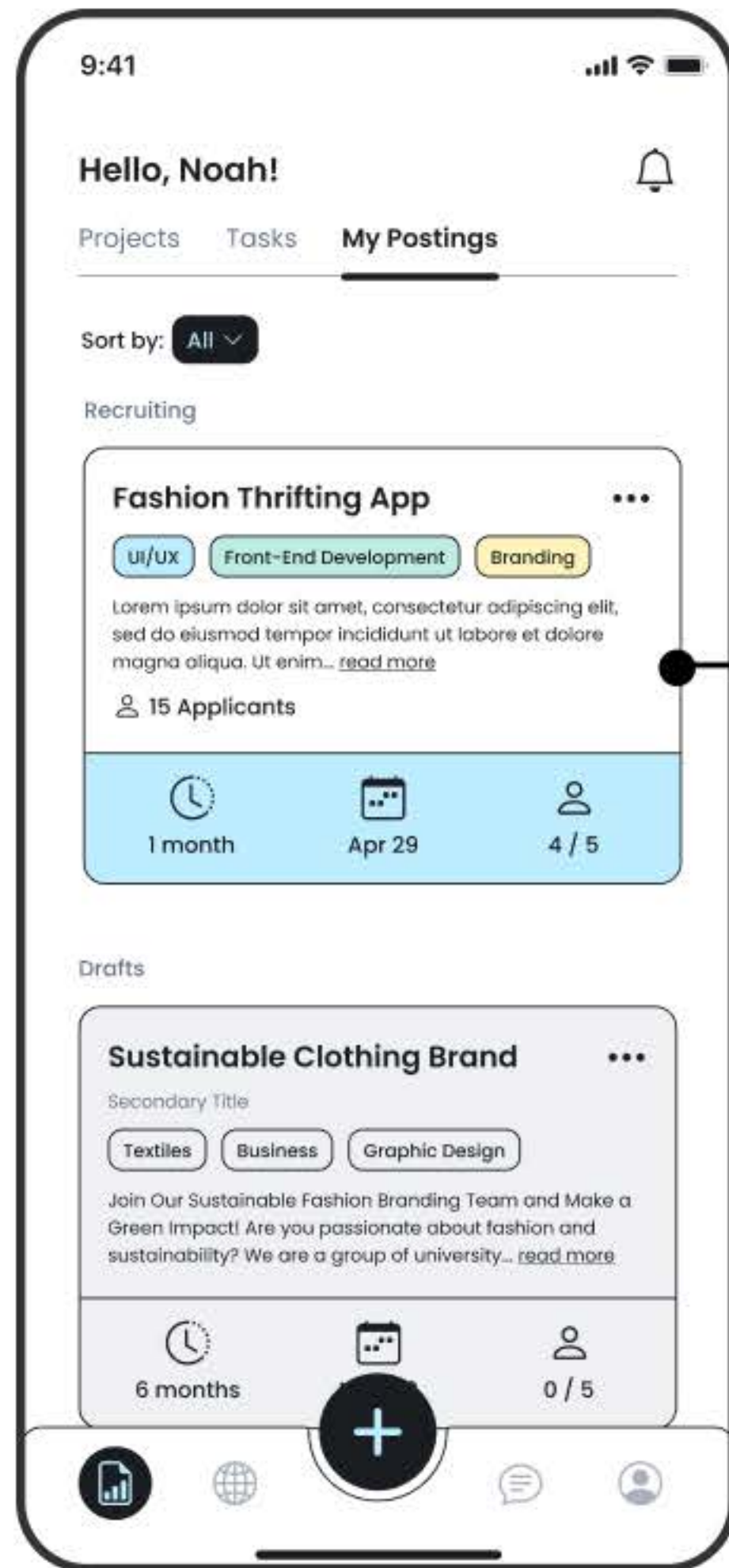


Users can create tasks, assign them to team members, set due dates, and prioritize them.



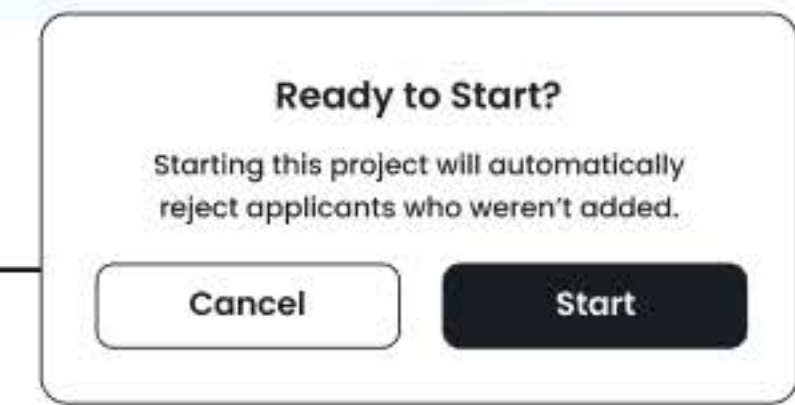
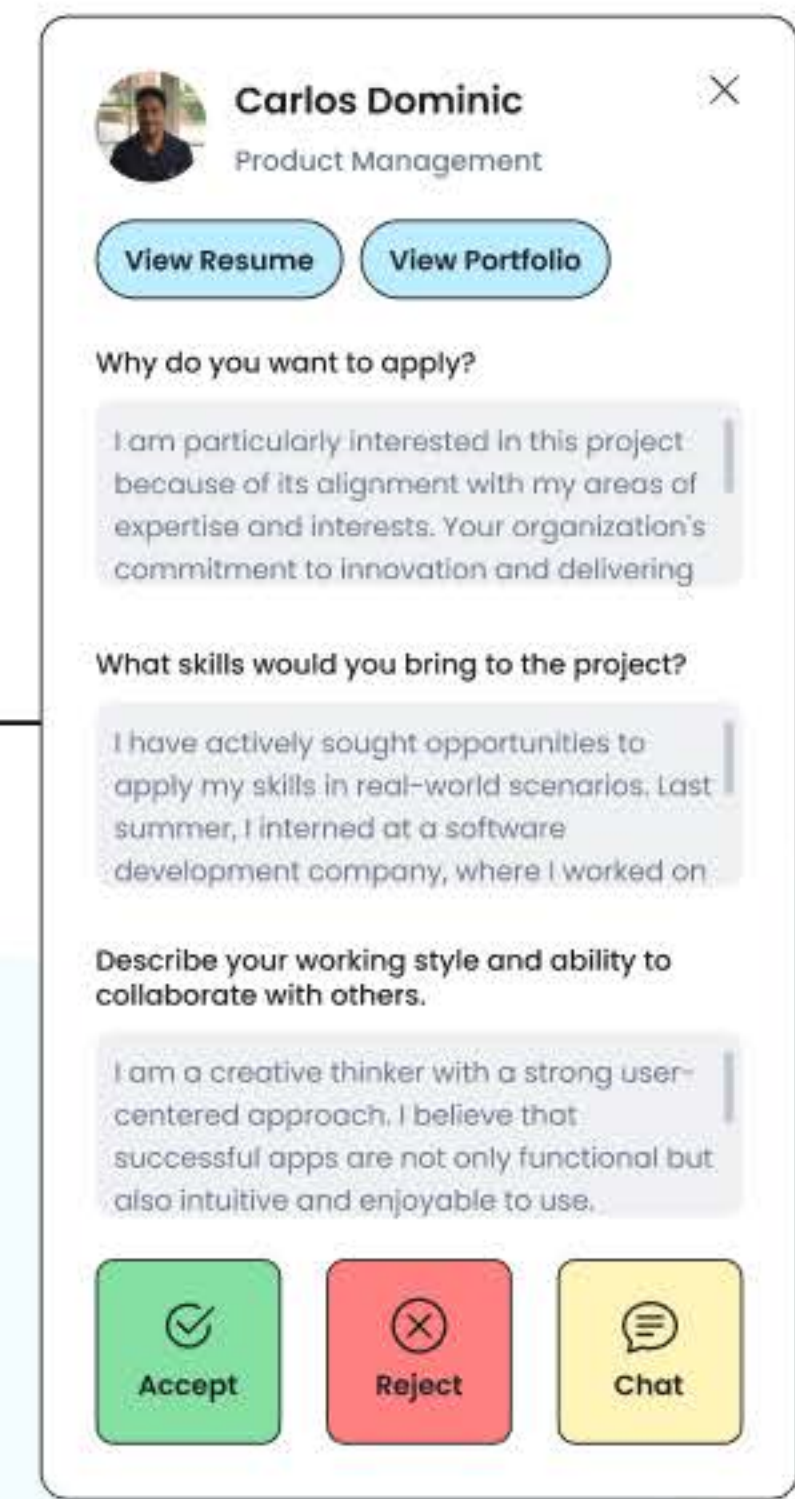
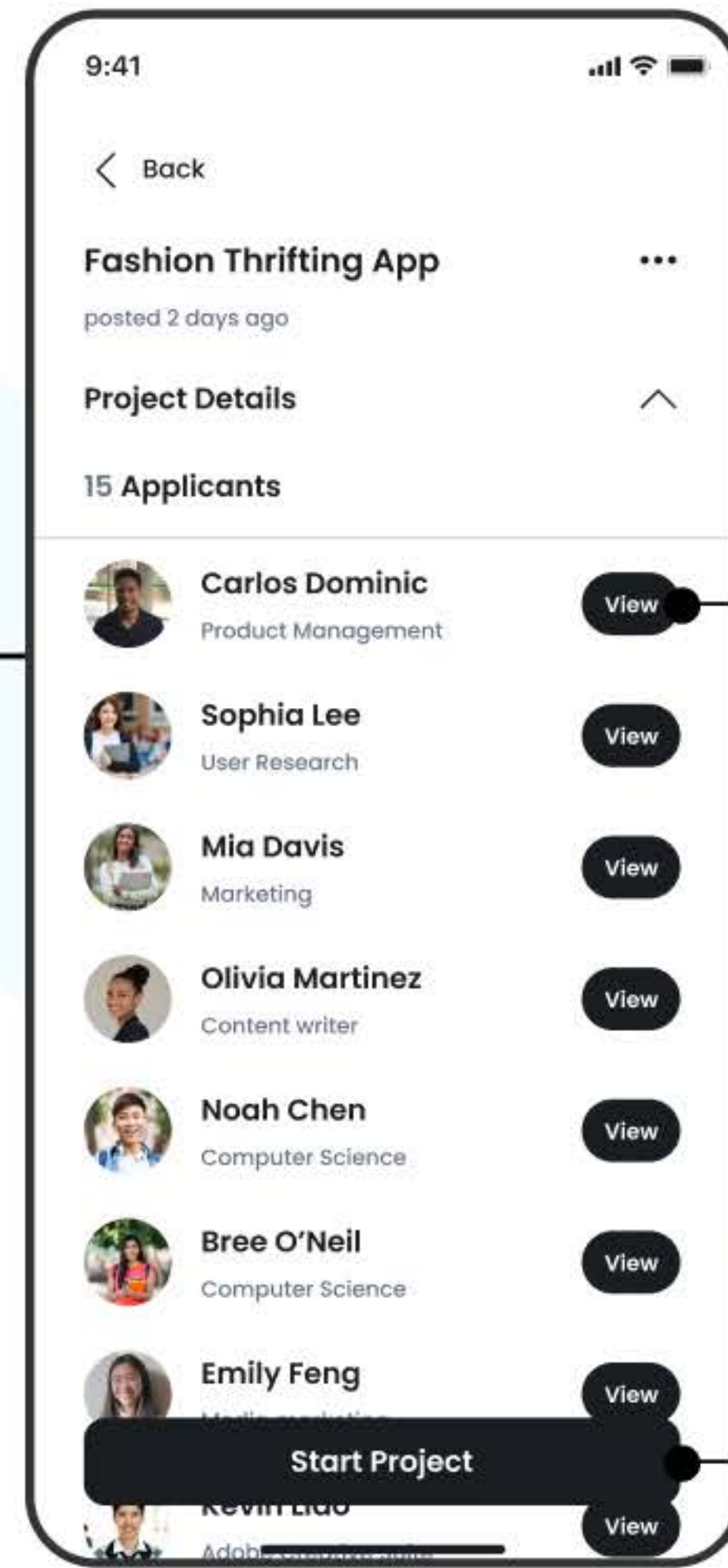
A calendar view allows users to schedule meetings, set reminders, and due dates.





Users can review their current recruiting postings as well as continue to edit drafts.

Once the recruiting post is uploaded, users can see the updates on applicants and their profiles.

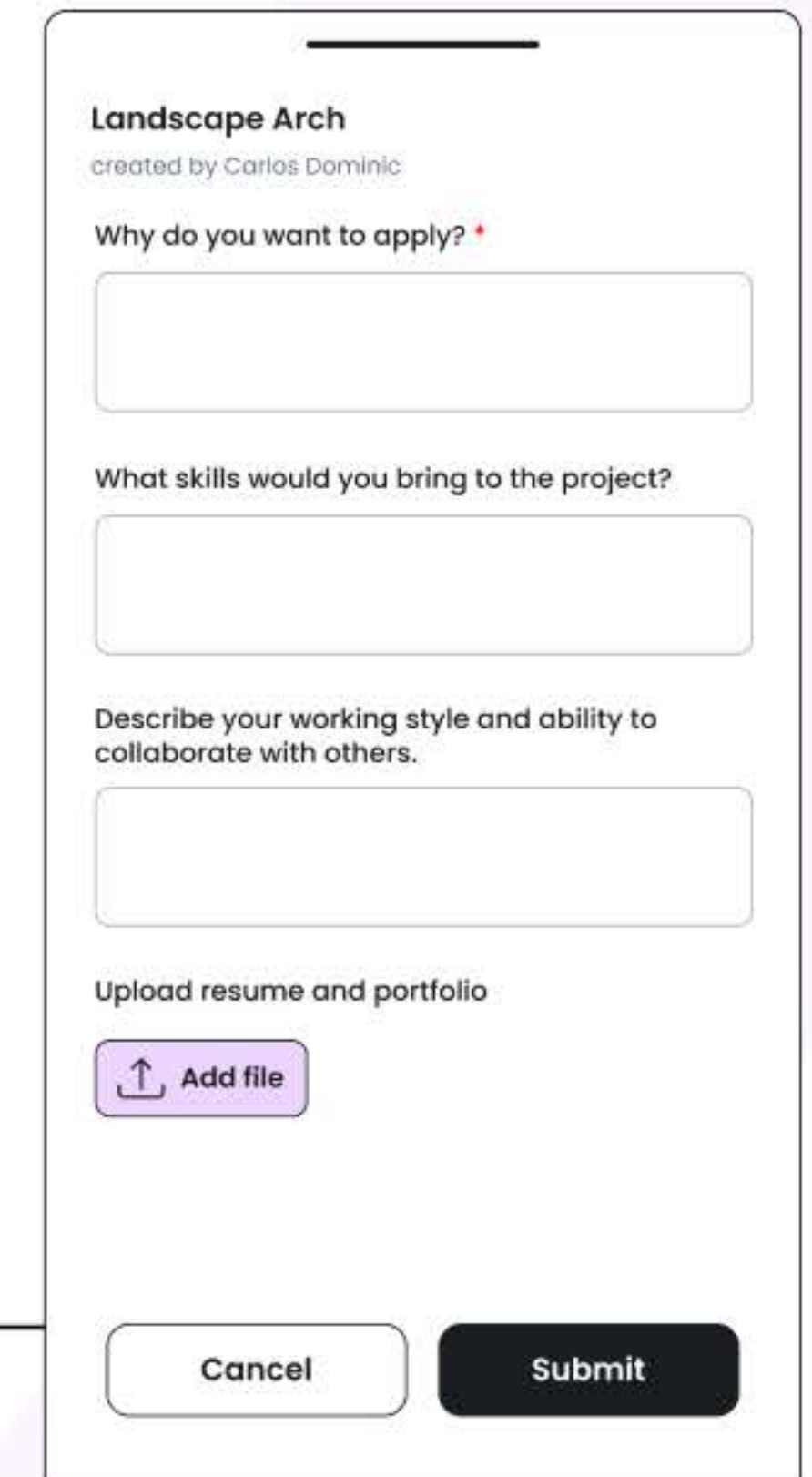
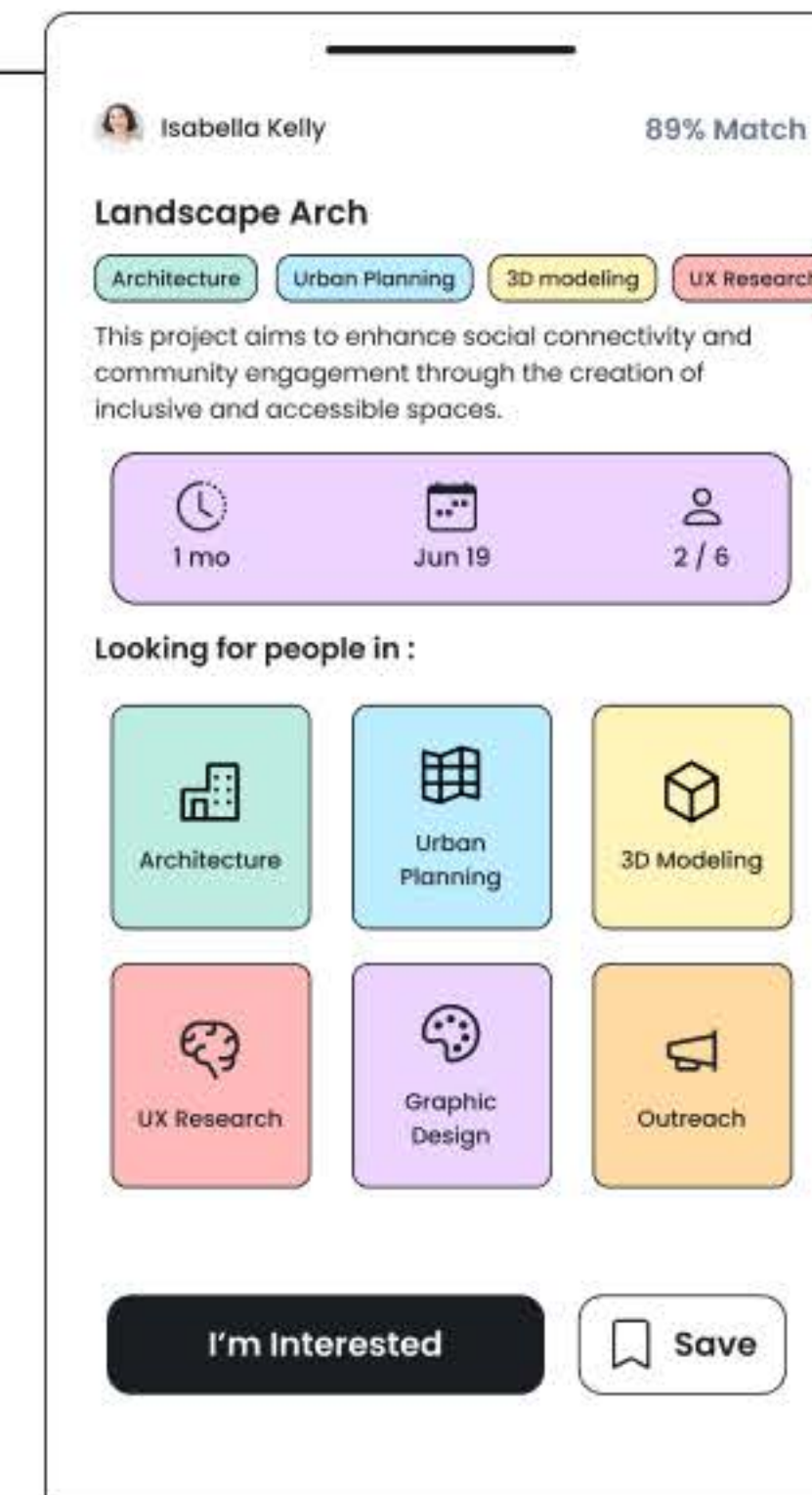
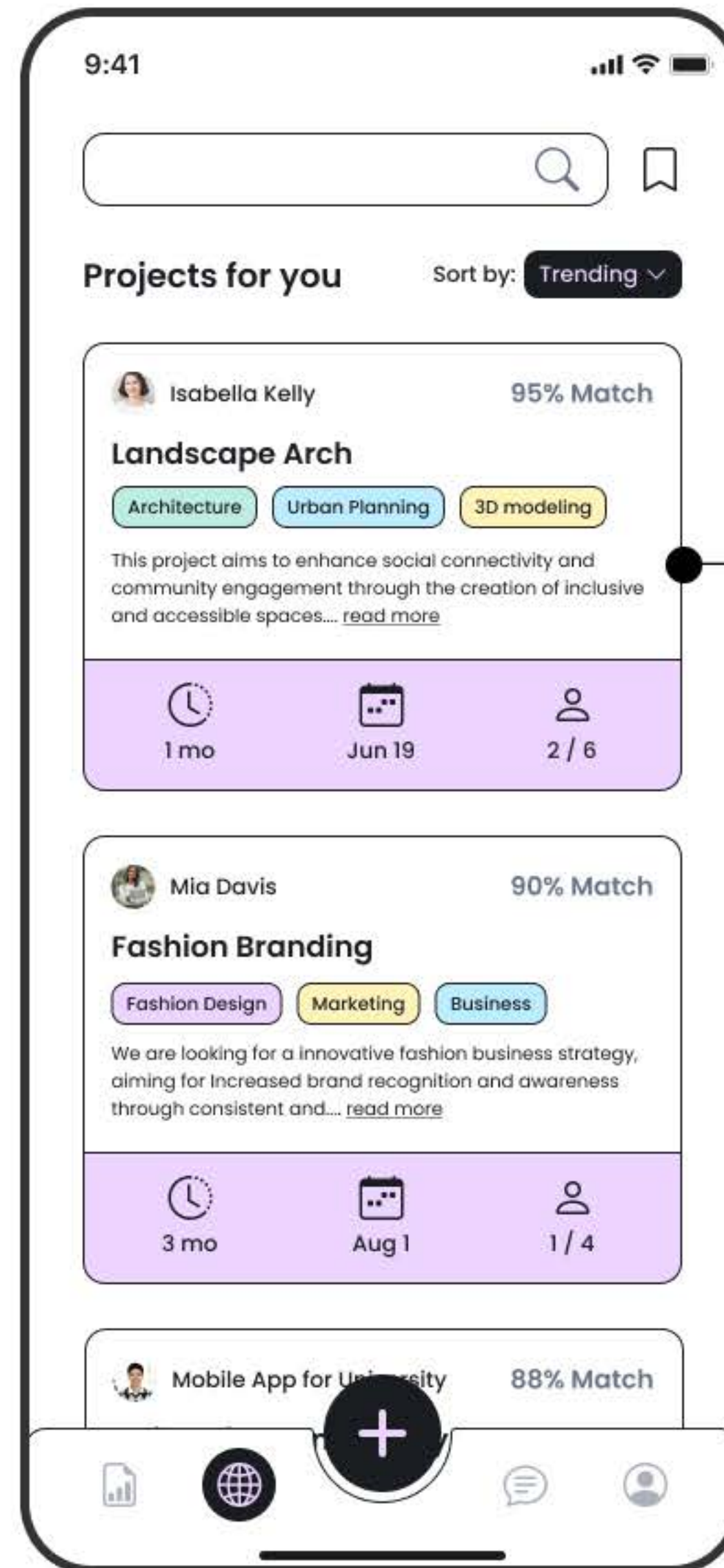


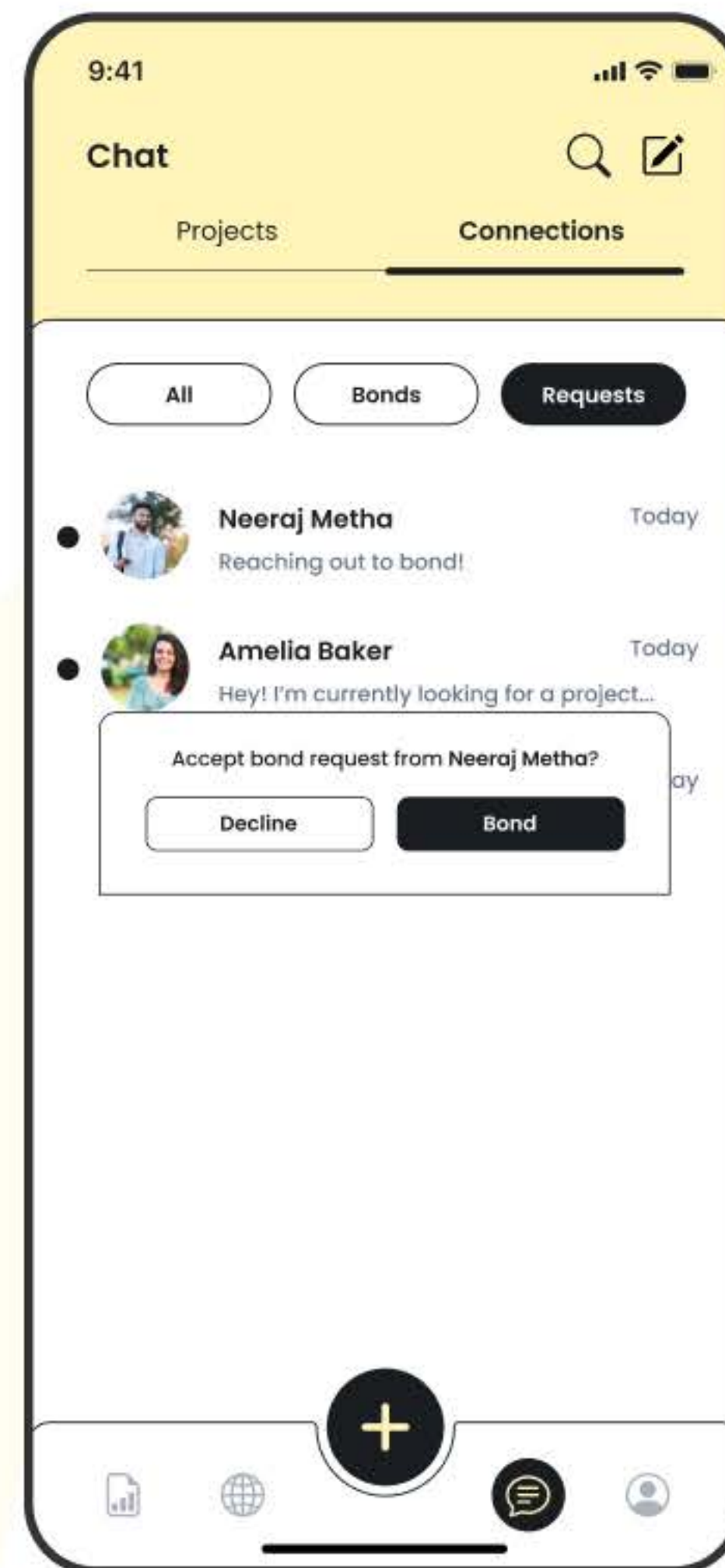
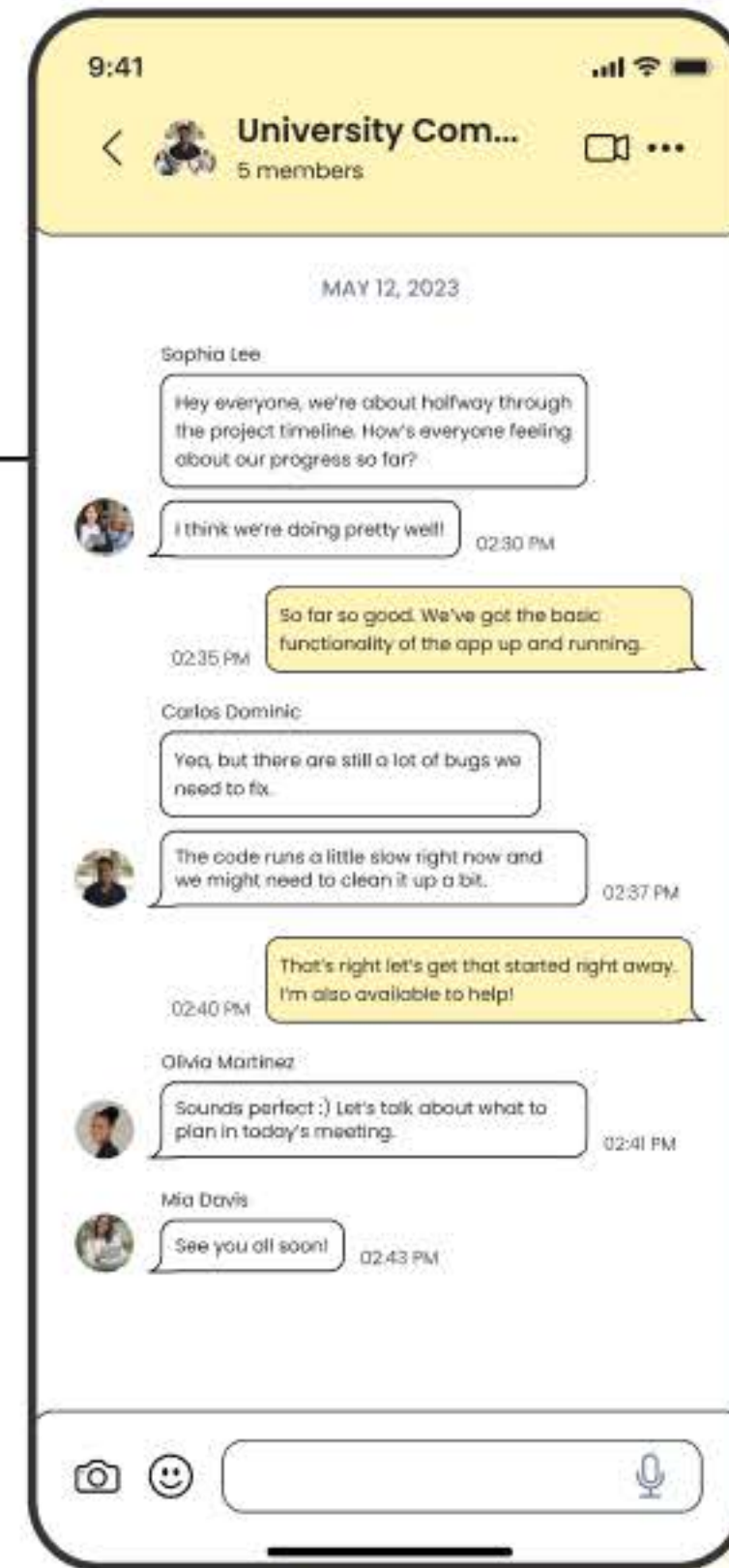
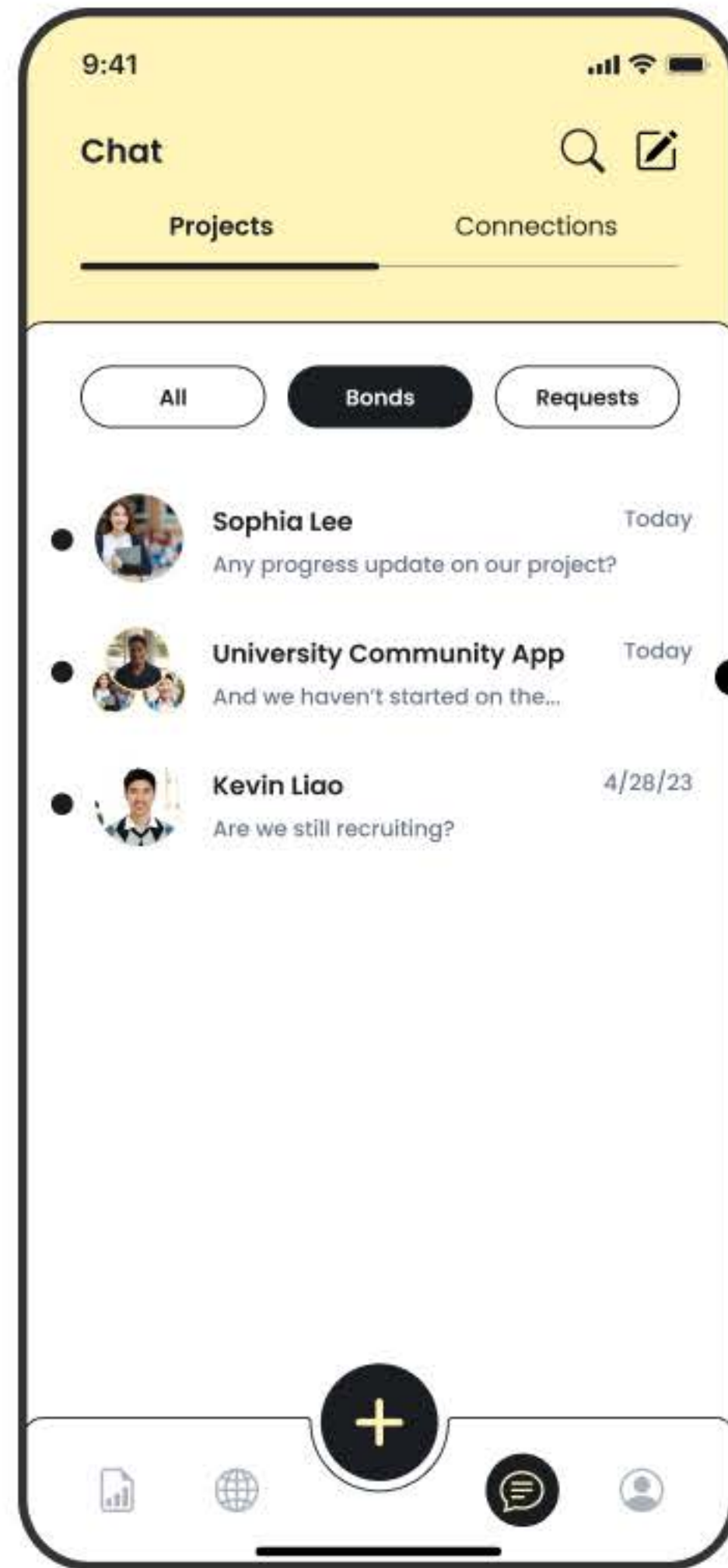
Explore

Users can search and filter project listings based on location, industry, project type, and keywords.

Users can save favorite project listings for later or apply directly.

Powerful search feature allows users to quickly find projects, tasks, documents, or team members.





Chat

Chat features allow group message for flexible work organization as well as help project seekers and applicants to communicate directly.

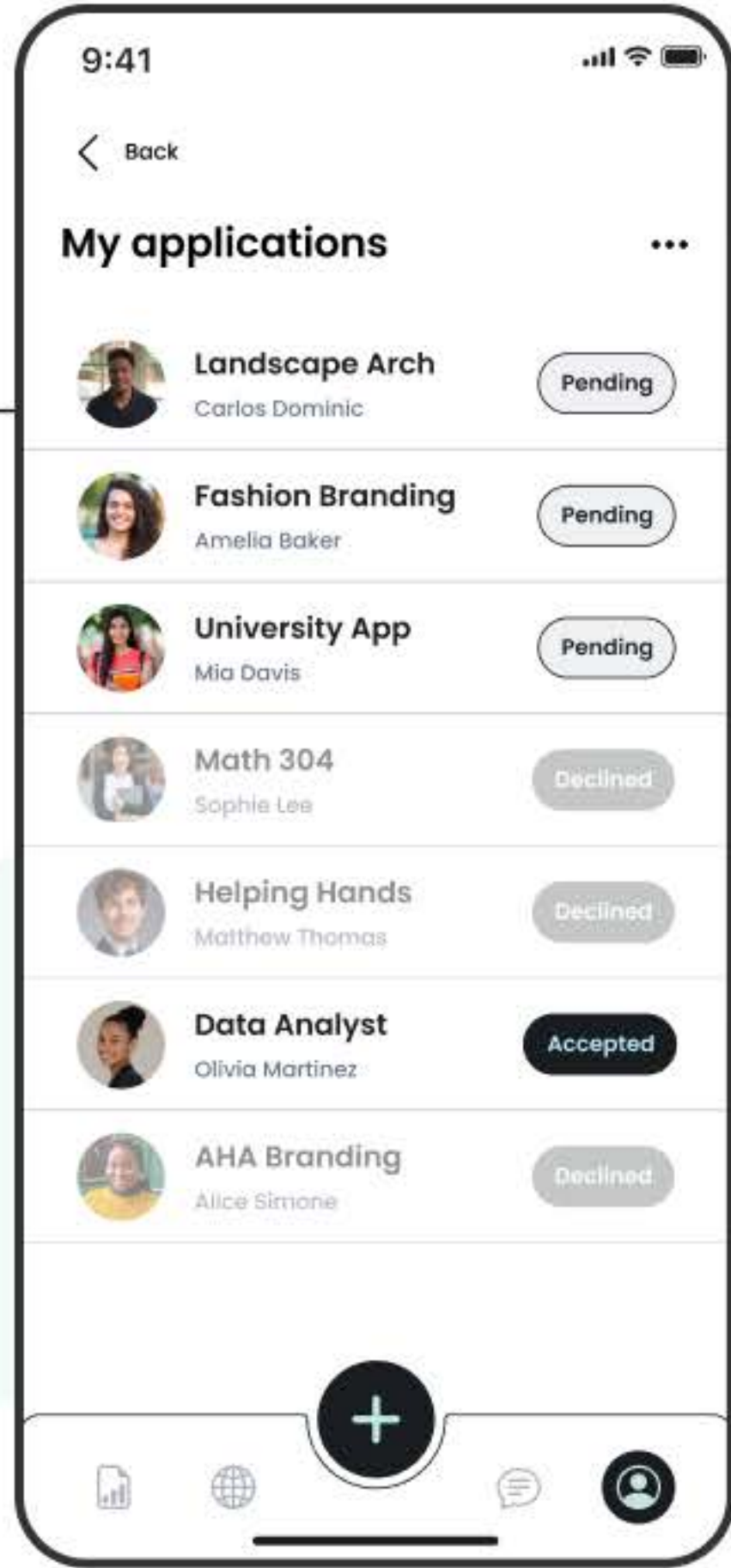
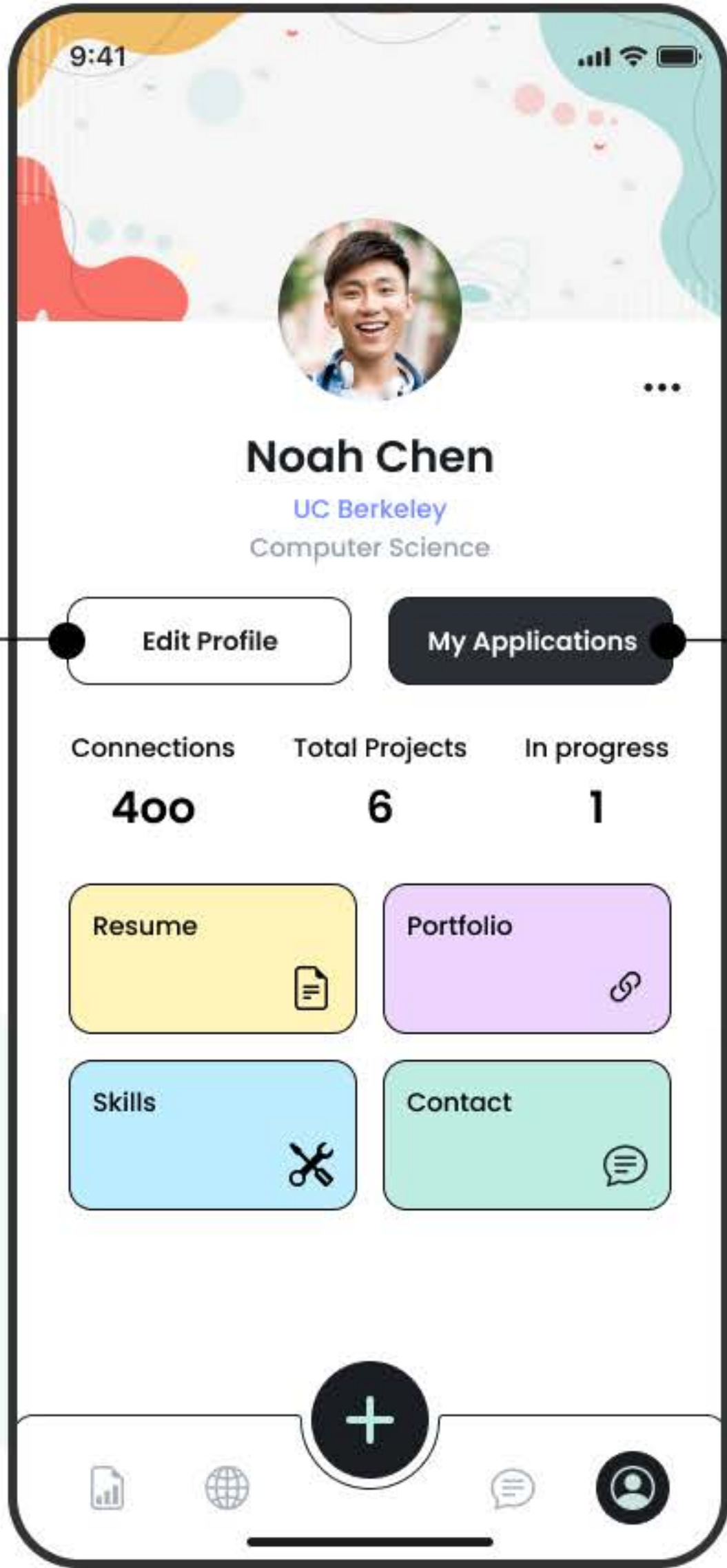
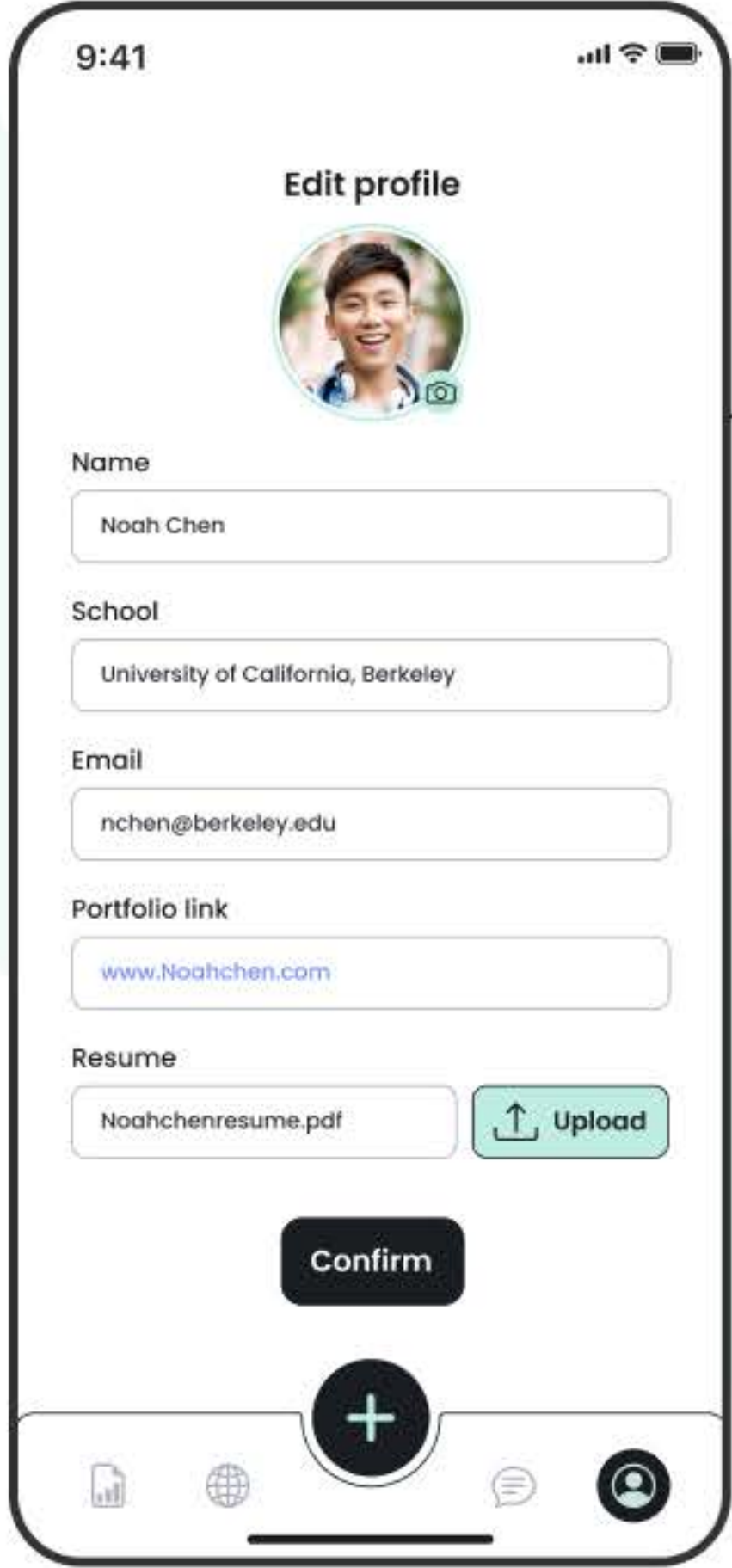
Users receive notifications for new messages and create **bonds** with new connections.

Profile

User profiles include personal information, contact details, work experience, education, and skills.

They can upload resumes and portfolios to make their application stronger.

They can track the status of their applications, view interview invitations, and submit additional documents.





atoms

