StudySphere

Discover your Learning Sphere

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Quotes

Laura

“Sometimes I forget about places that I want to work and I feel like I have to work at the library that I always go to.”

Jacenia

“I like to study places where my friends recommended.”

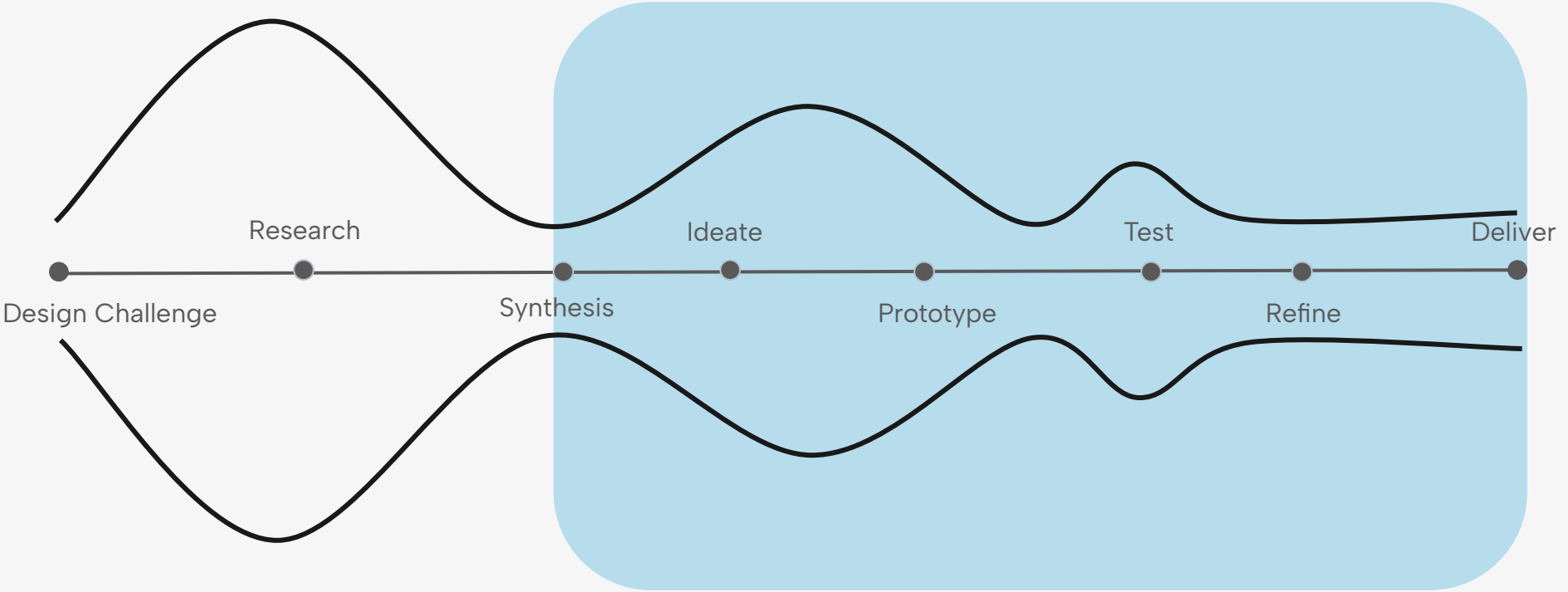
Ethan

“I want to go to different study spaces but it’s annoying to try and find spots online. ”

Lauren

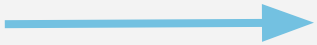
“I am always looking for cute new places to study close to my apartment."

Our Process


Research
Ideate
Test
Deliver
Design Challenge
Synthesis
Prototype
Refine

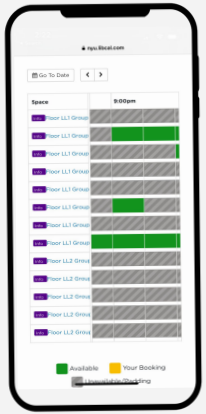
Our HMW has changed...

HMW redesign the library **study room reservation system?**



HMW help students in NYC **discover and utilize ideal study spaces** equipped with the resources they need while also **motivating them** to actively engage in these study spaces?

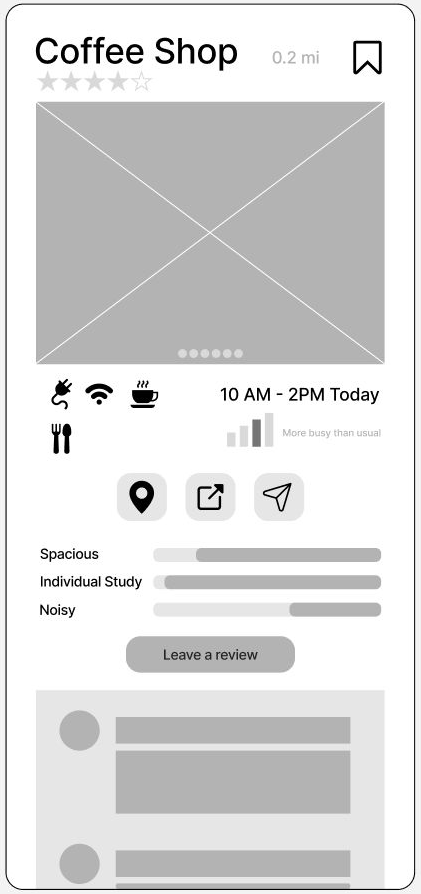
We had questions...

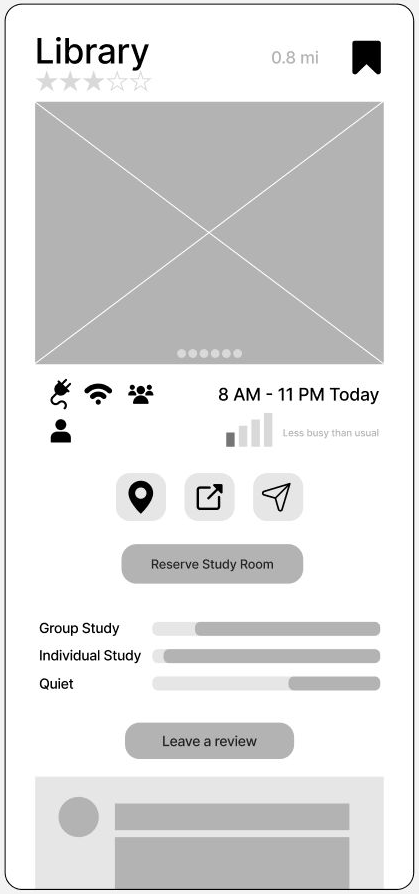


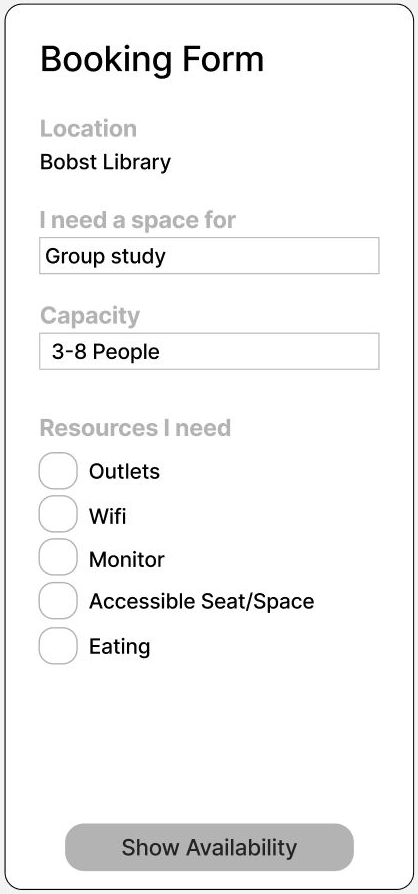
Should we solely focus on the library reservation system or more broadly, helping students find study spaces?

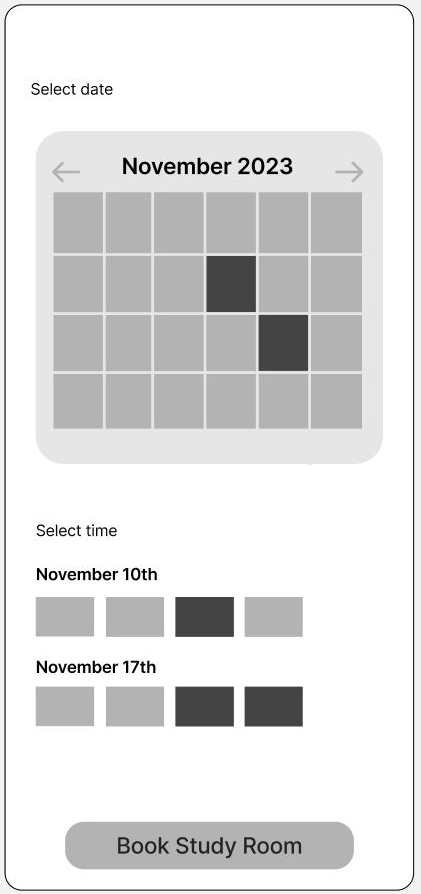
What study spaces do college students in NYC use the most?

Initial Storyboard







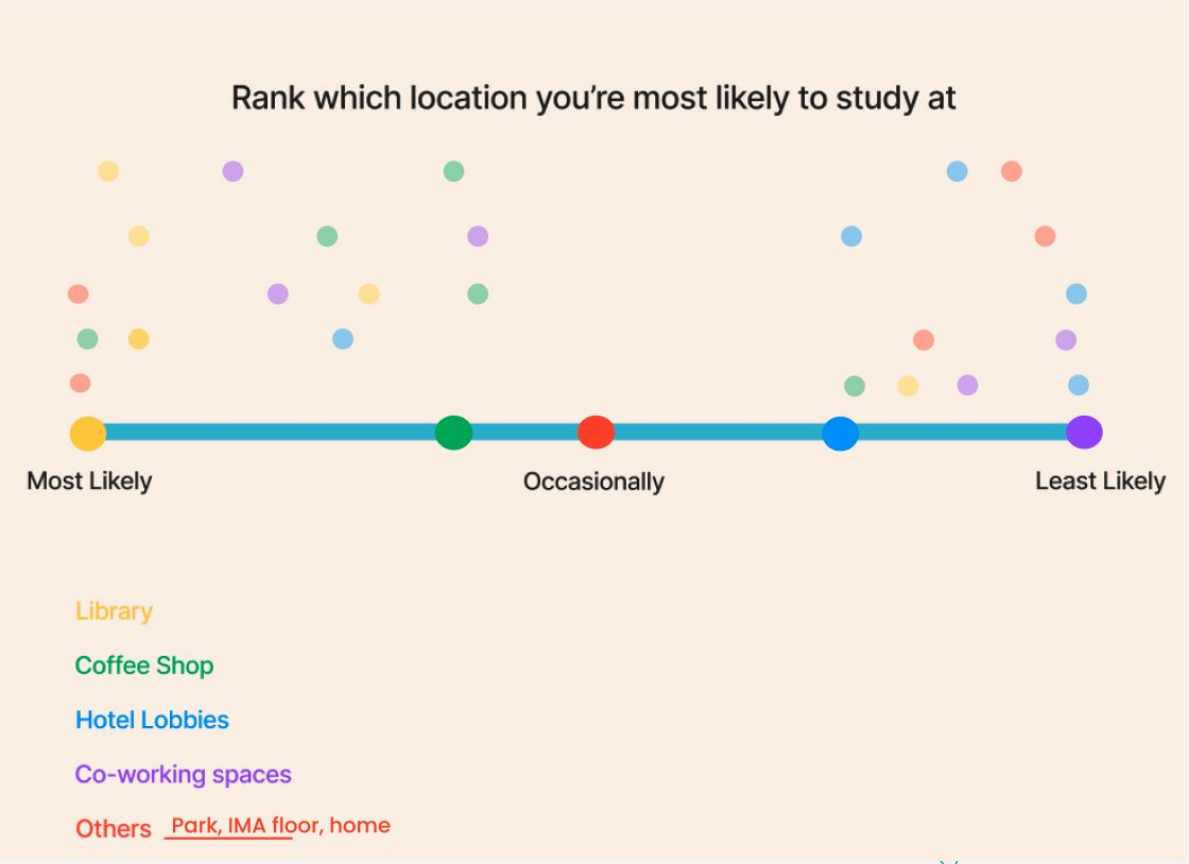


Concept Testing

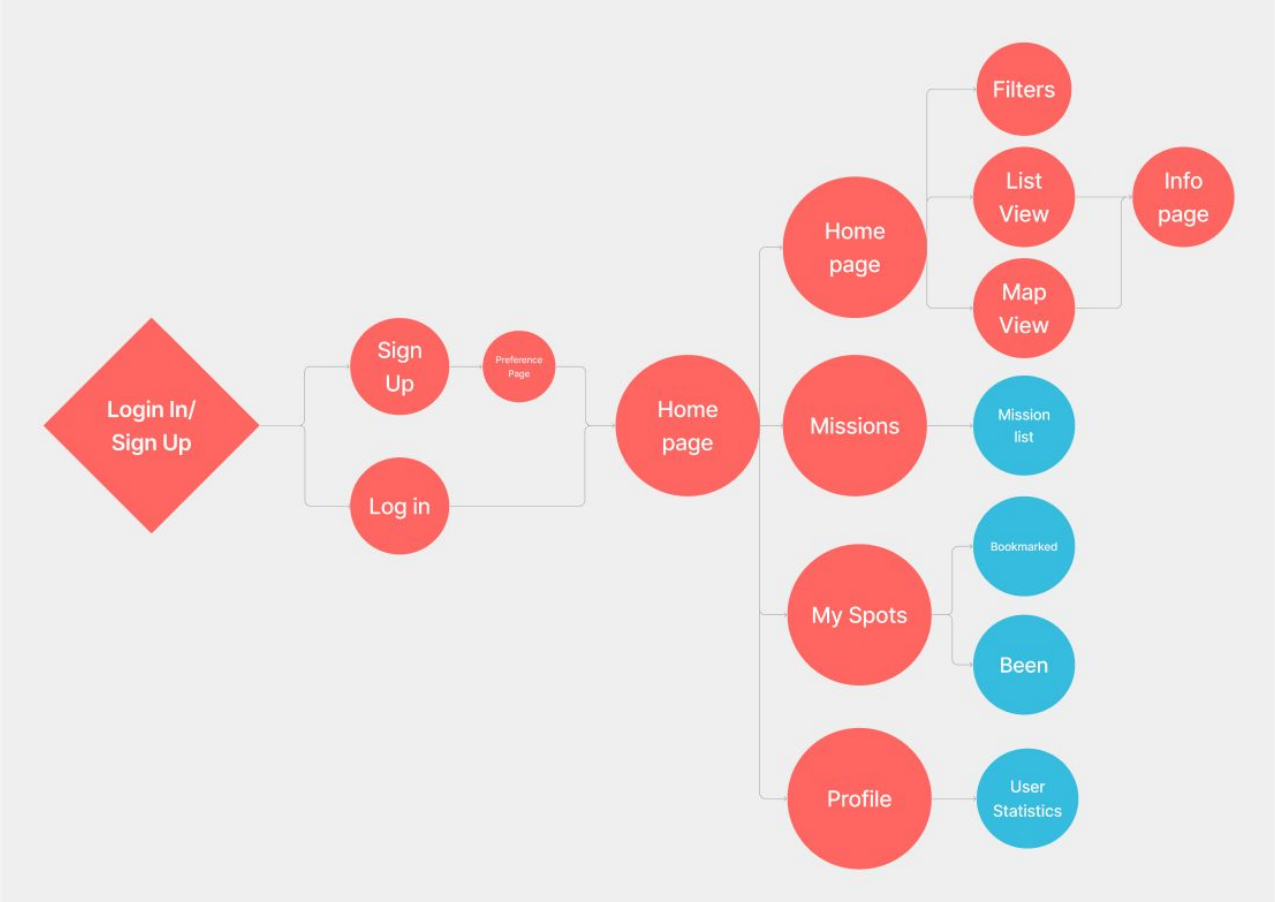
More detailed **filtering**
Emoji reviews after visiting location
External navigation map
Live Update of study room crowd levels
Save users info for future preferences

Dot-Sorting Activity

Students use all different types of study locations, **including but not limited to libraries.**



User Flow


Login In/
Sign Up
Sign
Up
Preference
Page
Log in
Home
page
Home
page
Missions
My Spots
Profile
Filters
List
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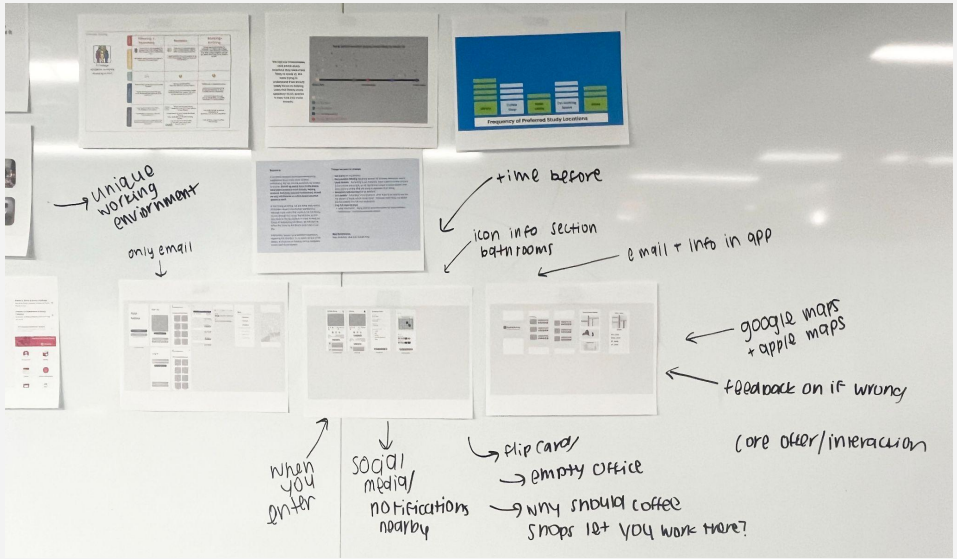
User
Statistics

Some Feedback



If we cannot control study room availability, **where do people go?**

What is the **key interaction** that keeps users coming back?

How could we encourage **productivity and reliability?**

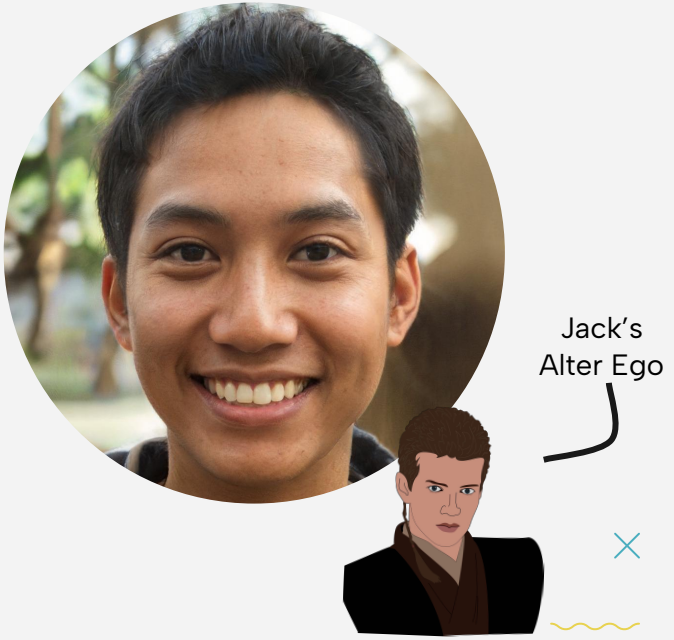
How could we cater towards a wide range of **study preferences?**

Synthesis

Address users **physical needs** in a study space
Provide **customized information**
Motivate users to try **new study spaces**
Focus on **college students in NYC** with access to lots of study spaces
Provide **study space information** ahead of arrival
Encourage users to **stay motivated and productive**

Meet Jack.

Jack is a **full-time student, majoring in Game Design in New York City. He moved to the city 2 years ago for college**, and is still discovering new things about the city everyday. If he is not studying at home, he goes to his university's library, because he knows they have **comfortable chairs, reliable wifi, and outlets**. Jack **wants to try new places to study** because he feels the most productive when he is around other people, but doesn't know where to go.



What is keeping Jack from trying new study locations?

Pain Points & Needs

Doesn't know where to go. Jack passes many coffee shops and libraries everyday, but which one should he try?

Jack is **never able to find clear answers** on if the study location is going to have **enough tables**, **comfortable chairs** for his bad back, **wifi, outlets**, etc...

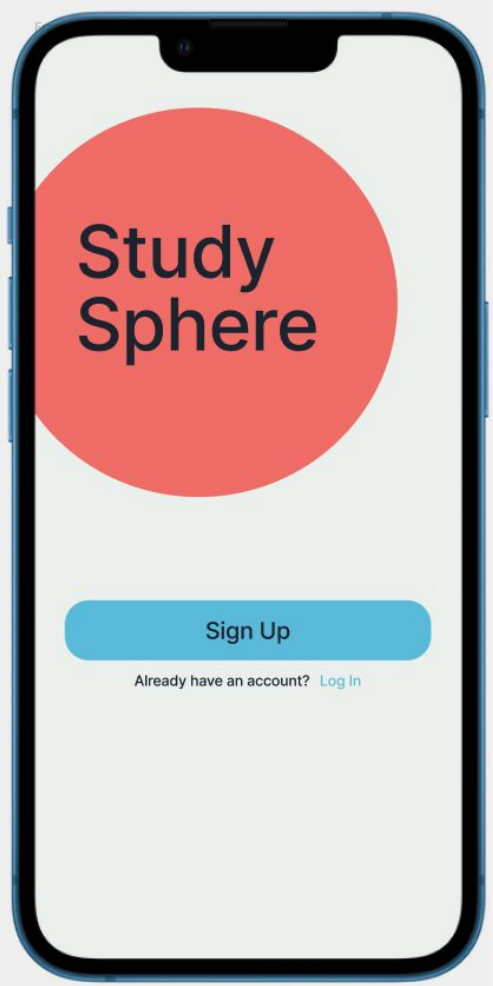
Jack often works **late into the night** to finish his projects.

Jack has so much on his schedule from homework, to classes, to his part-time job, and his social life, he **doesn't want to waste his time and money at a place** that might not be conductive to his productivity.

Opportunities to help Jack

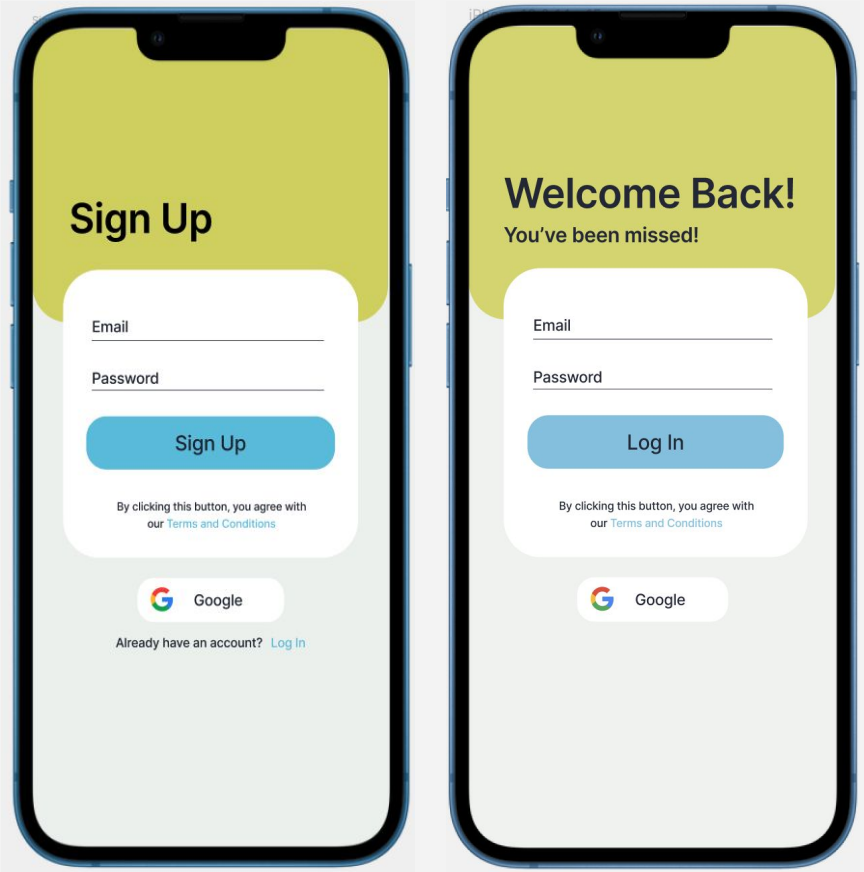
Design: StudySphere

Introducing StudySphere, your go-to destination for discovering and staying motivated in diverse study spaces across the city. From serene library study rooms to cozy coffee shop corners, StudySphere is designed for exploration. Easily check real-time availability, access detailed room info, make informed decisions with user reviews, and effortlessly reserve your spot through external links with just a tap. Explore, motivate, and find your perfect study nook with StudySphere!



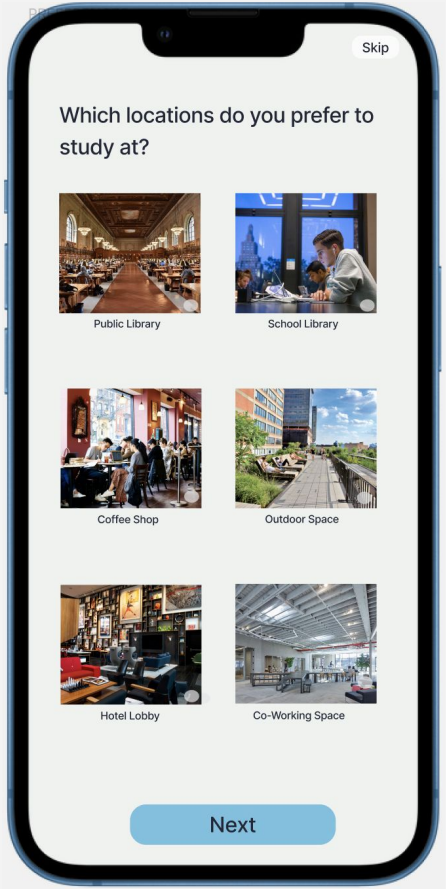
StudySphere: Sign Up & Log In

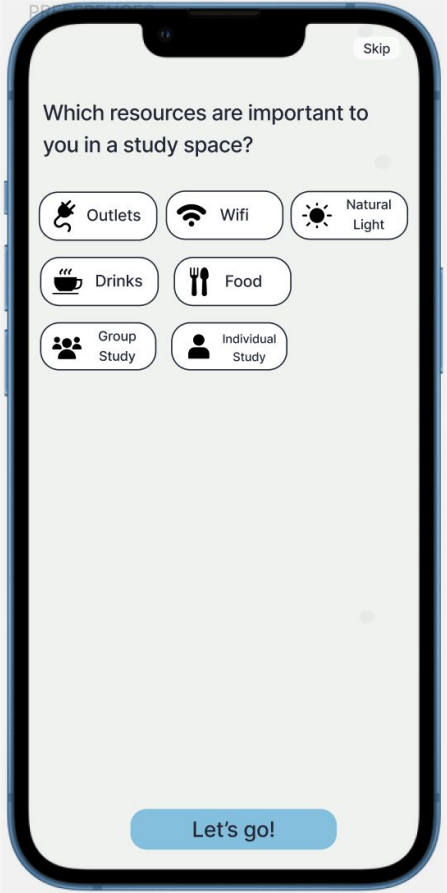
- Sign up
  - Through Email & Password
  - Jump to preference page
- Log In
  - Through Email & Password
  - Google log in



StudySphere: Preference

- Location Preference
  - More detailed library categories
- Resources Preference
  - Asks users for preference which offers specialized suggestions

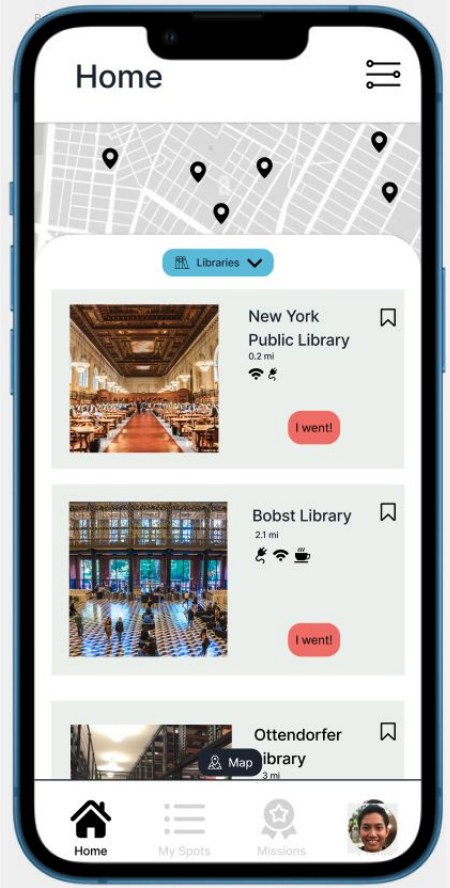


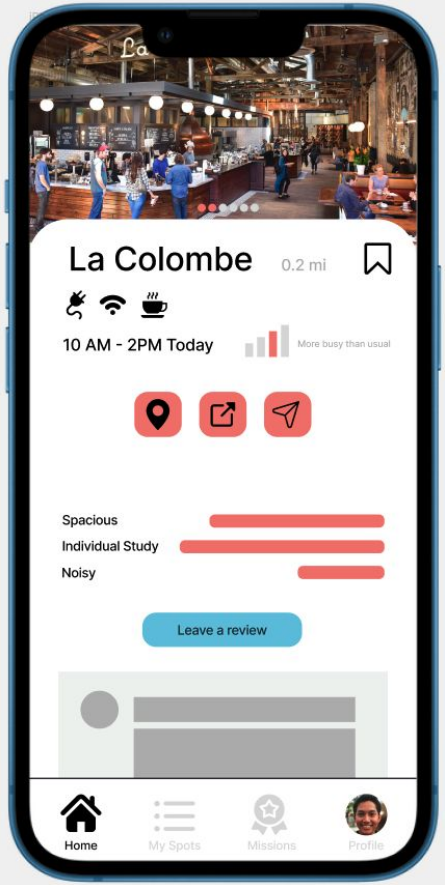


StudySphere: Home Page

- Home
  - Main page after log in
  - Providing room options
  - Filter options

- Space information page
  - Provide detailed information of resources/live availability
  - Review page
  - “Leave review” feature





StudySphere: My Spots

- Bookmarked Study Locations
  - I went button moves locations to Been
  - Sorting based on type of location
- Been locations
  - Helps users remember where they have been
  - Users can leave reviews

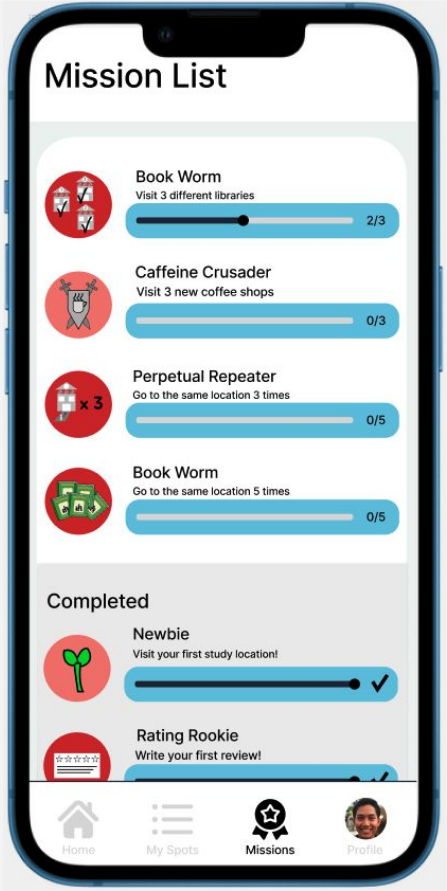
StudySphere: Reward System

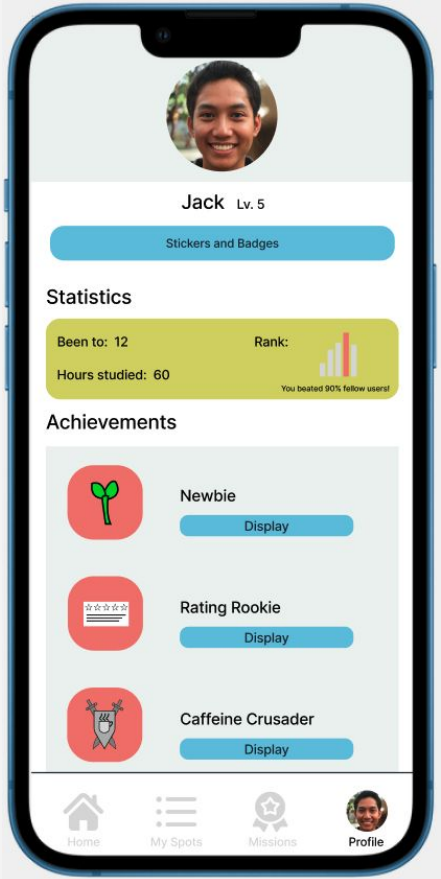
Introducing the reward system:

- Mission Lists
- Ranking
- Stickers and Badges

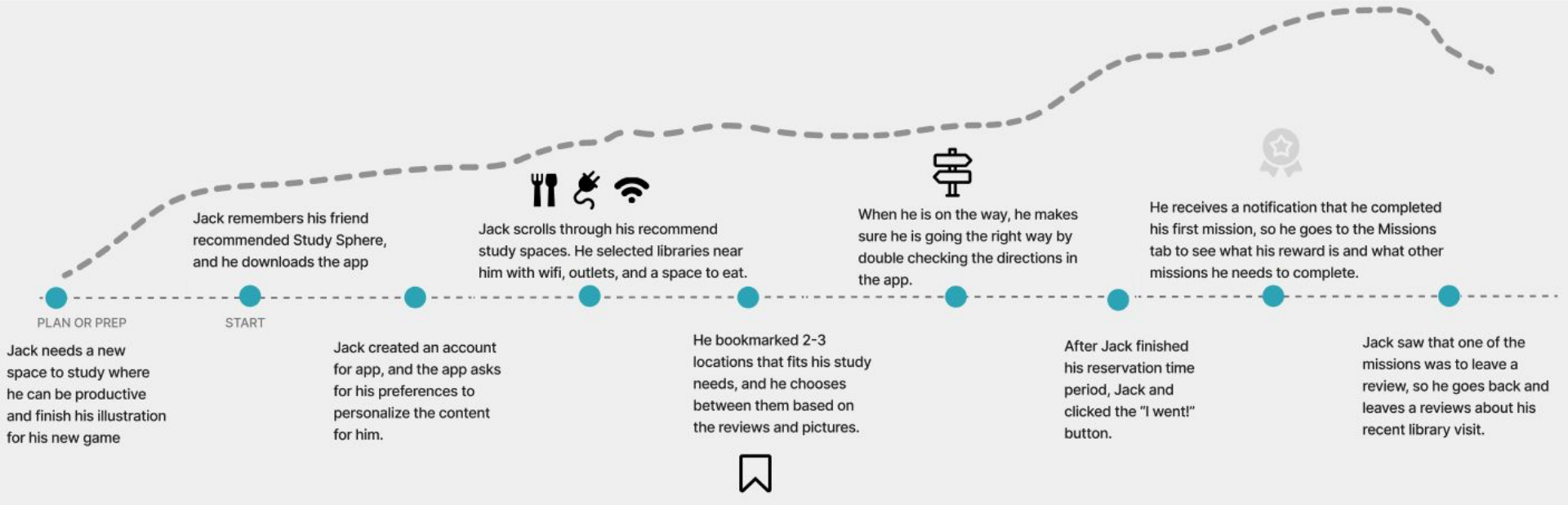
Some of our missions are..

1. Newbie
   a. Visit your first study location!
2. Rating rookie
   a. Write your first review!
3. Caffeine crusader
   a. Visit 3 new coffee shops.
4. Book worms
   a. Visit 3 different libraries





Golden Path (Future User Journey)



Next Steps

Do missions actually motivate students to try new locations? What rewards could we add besides stickers?

How would a social aspect work?

Is the current reservation feature user friendly?

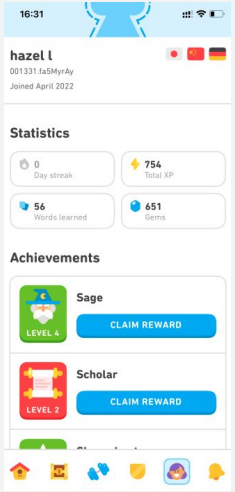
Further Usability Testing

Appendix

Link to current Figma Designs

https://www.figma.com/file/sQA9gAaSRMs1gEl2ww6eJ6/Library-Mobile-App-Design?type=design&node-id=0%3A1&mode=design&t=sU5vKTq9t58KRP7W-1

Our mission system for the app was inspired by games such as “Plants vs Zombies”, “Kirby’s Return to Dream Land Deluxe: Merry Magoland” and applications like Duolingo.



Competitor Analysis

Yelp:

- Offers suggestions and reviews for new places to eat/experience/explore
- Difficult to find real time data, specific information on resources

Beli:

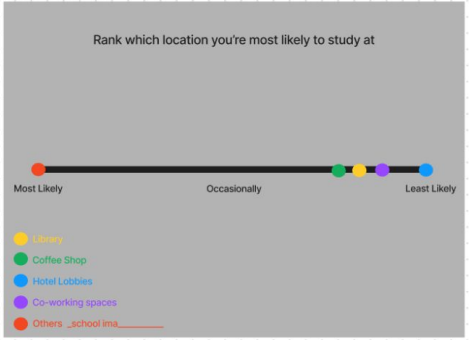
- Allows users to rank and save restaurants, coffee shops, and bars
- Also lacks specific information on seating, wifi, outlets, ect.

Concept Testing Dot-Sorting

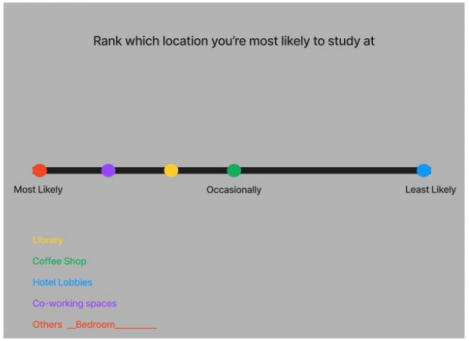
Name: Laura

Name: Lauren

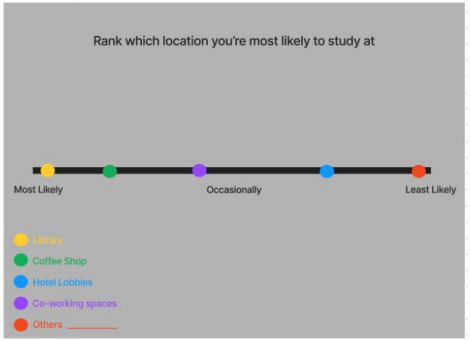
Name: Jacenia



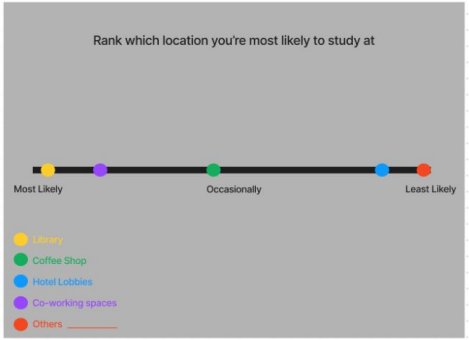
Name: Tina



Name: Eugene



Name: Rachel



Research Summary

Methodologies:

- Interviews
- Card Sort
- Immersive research: Bobst & NYPL

Pain Point:

- Users need a more organized library study room management system.
- Libraries need to conduct digital transformation.

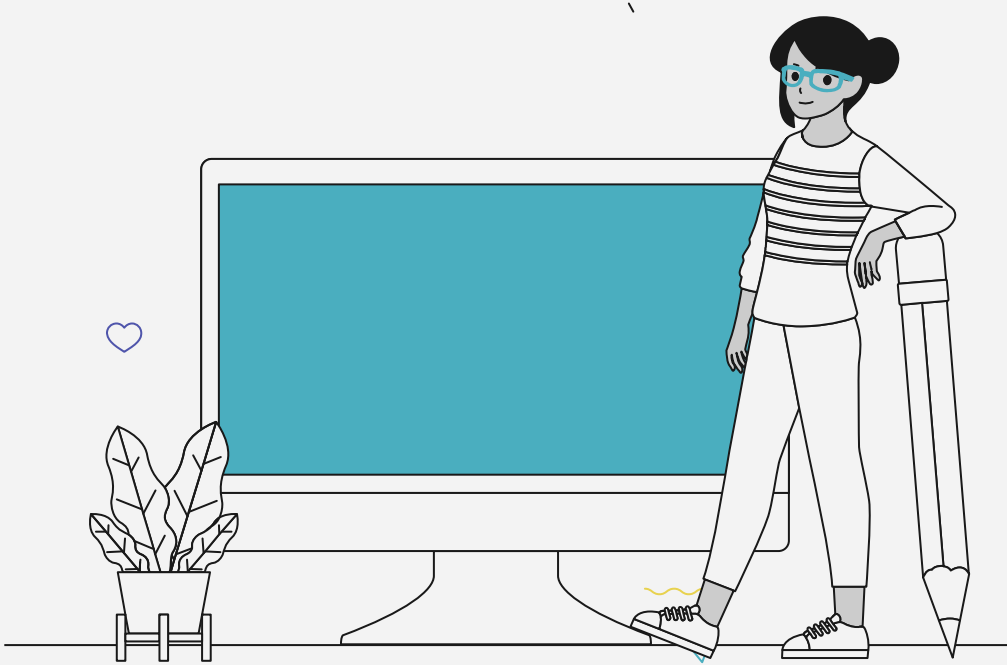
Interview Summary

6 Responders ages 19–55

Students, Teacher, Tech Worker

Key Takeaways

- Difficulty reserving study rooms
- Libraries not catering to users physical needs
- Wide range of studying preferences



Card Sort

What features are important to you when looking for a study space in a library?

- 5 responses
- Highlighted the physical needs people are looking for

Most Important

Silent study

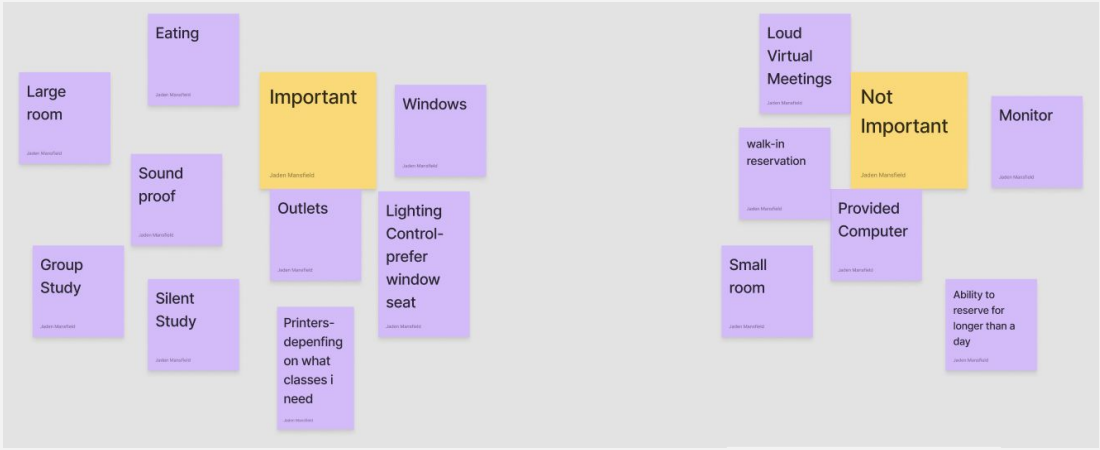
Outlets

Windows

Eating

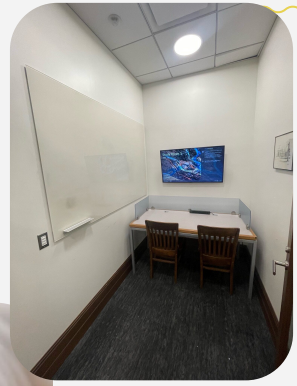
Least Important

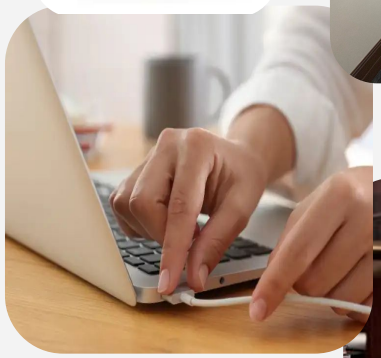
Monitor



User Needs

- Jack needs to study in comfortable chair. He has struggled with back pain since he was young.
- Jack needs reliable wifi and outlets to be productive
- Jack often needs to stays overnight in the library to finish his projects.
- Jack sometimes needs to be able to customize the room with a monitor or computer and change the lighting
- Jack needs to see clear information of the room online in advance





Jack, a busy college student, needs a space to meet with his group members in order to collaborate and encourage productivity.

How might we ensure Jack, a busy student with group study needs, can easily book and find the room he needs to study with others?

How might we ensure Jack is able to get comprehensive room information before he arrives at a new study location?

How might we help Jack, a full-time art student in NYC, discover and access ideal study spaces that are conductive to group work and equipped with the resources he needs?

Mid-point Process Summary

Interviews

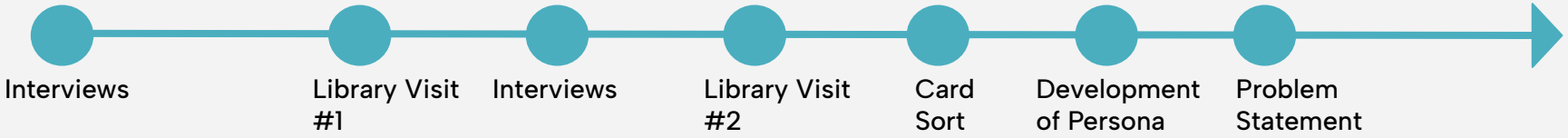
- Frustration in terms of physical pain points
- Wide range of study needs
  - Tutoring
  - Zoom calls
  - Group work
  - Silent Study

Research

- Online reservations systems lacked information and clarity
- Many library resources are overlooked and unknown

Persona

- The card sort was helpful in determining which physical needs were the most important

Moving Forward

- How could we develop a more comprehensive online reservation system?
- Help users locate study spaces near them with specific physical resources