


Clubbi,

an event management



application

Group 8

Team Members

Group 08



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INTRODUCTION

Students at our campus **face challenges** in **accessing timely information** about **various clubs and societies**, hindering their ability to explore and engage in extracurricular activities. The campus group messages, intended for communication, are **flooded with commercial spam**, making it difficult for students to find relevant club information. Additionally, there is a **lack of exposure** for many clubs, making it challenging for students to discover the diverse options available on campus. To address these issues, we employed **design thinking** to develop innovative solutions that **enhance the accessibility and visibility of club and society information** for all students.





EMPATHY

first stage of design thinking

01

EXPLORING STUDENT PERSPECTIVES: OUR QUESTIONS

Question 1: Do you **often** join extracurricular activities in university?



Question 2: What do you think about the *current extra-curricular system* in our university?

Question 3: How do you currently **find information** about club activities on campus?



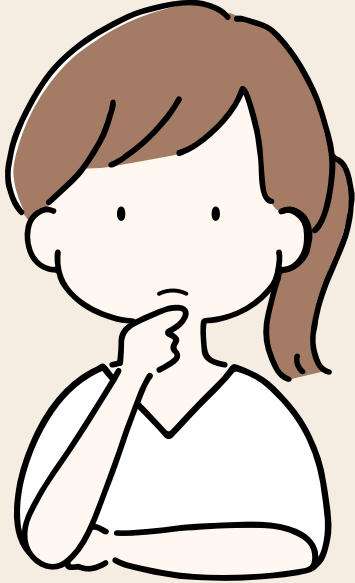
Question 4: What kind of **obstacles** have you faced while trying to search for extra-curricular activities to join?


Question 5: If there was a **brand new system** to organize everything related to extracurricular activities, how would you like it to be? Any features you'd like to see in it?



VOICES FROM THE CAMPUS:

STUDENT INSIGHTS

- 
- Limited participation** due to introverted nature.
 - Challenges in keeping up with information due to **excessive spam**.
 - Expresses a desire for a **more focused approach** to club events.

- 
- Currently **not engaged** in extracurriculars.
 - Views the current system as **messy and challenging** to find interesting activities.
 - Overwhelmed by **spam messages** on messaging platforms.

- **Actively involved** in two student clubs (GDSC and AIROST).
- Finds the current system good but **dislikes the process of looking up club information.**
- Faces **challenges in discovering available clubs** & understanding application process.
 - Prefers a **centralized system**
- Emphasizes the importance of a **new system** showcasing detailed event information.

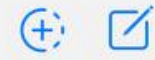


13:47

4G 56

Edit

Chats



Search

All UTM 6 UTM FOOD 3 Assignment Kawan

MPP UTM - Student Services 13:42
rafiqah razak
Vader Grab Services *Available for Ladies Only...

MPP FC X UTMians 22/23 13:37
Tahir Mazhar
Register Now or Regret Later !? Still he...

KTDI FIRST YEAR 23/24 13:13
Zulaikha Nazri
[VOTING DAY] Attention, UTM Students!

SECJH Intake 2023 2024 1 11:24
Shahliza Abd Halim
Student Representative Council Election Sess...

UTM Official Students Channel 10:55
[VOTING DAY] Attention, UTM Students!
Today is the day to shape your future! Cast your...

MPP UTM - Official Channel 10:45
[VOTING DAY] الشَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ, 你好, வணக்கம், Greeting to all UTMians, 19 Decem...

工大二手书群 Mon
Banteras Scammer di Telegram
!! Message from Jie Min Teyu has been remov...

UTM Foundation 2022/2023 July Intake Mon
Banteras Scammer di Telegram
!! Message from Rachel Yip has been removed be...

MPP UTM - Oh My Merits! Fri
[MLBB MINI TOURNAMENT] 18 until 20
December 2023 5.00 PM until 11.00 PM Onli...

The word "DEFINE" is written in a bold, black, sans-serif font. The letters "DEF" are contained within a rounded orange rectangle. A blue starburst icon is positioned at the top left of the orange rectangle. A yellow starburst icon is positioned at the bottom right of the letter "E".

DEFINE

second stage of design thinking

02

IDENTIFY PROBLEMS

Campus group messages are flooded with spam

- time consuming and unsatisfactory
- causes students to miss important event promotions
- shares the same information and spam messages

Uncentralized platform for communication of information

- creates a confusing situation
- difficult to trace back certain useful information

Lack of exposure to niche clubs

- a lot of smaller clubs might not be able to get much event information out
- many students are not aware of the existence of these clubs.





IDEATE

third stage of design thinking

BRAINSTORMING

Telecommunication Group

Create a telecommunication group that only allows clubs' leaders to promote club activities

Social Media

Create a social media page that only curate posts about different clubs and societies in campus

Centralized Platform

Build a centralized platform to gather all information regarding clubs and societies in campus

FINAL

SOLUTION

1

Centralized platform

solely purposed for promoting diverse events and activities

2

User-Friendly

- publish details of events
- no more repeated ads & irrelevant promotions.

3

Featuring Clubs

- club details
- past activities
- users may also directly apply to join clubs

4

Past records saved

- past events
- past participation
- easily accessible

PROTOTYPE

fourth stage of design thinking

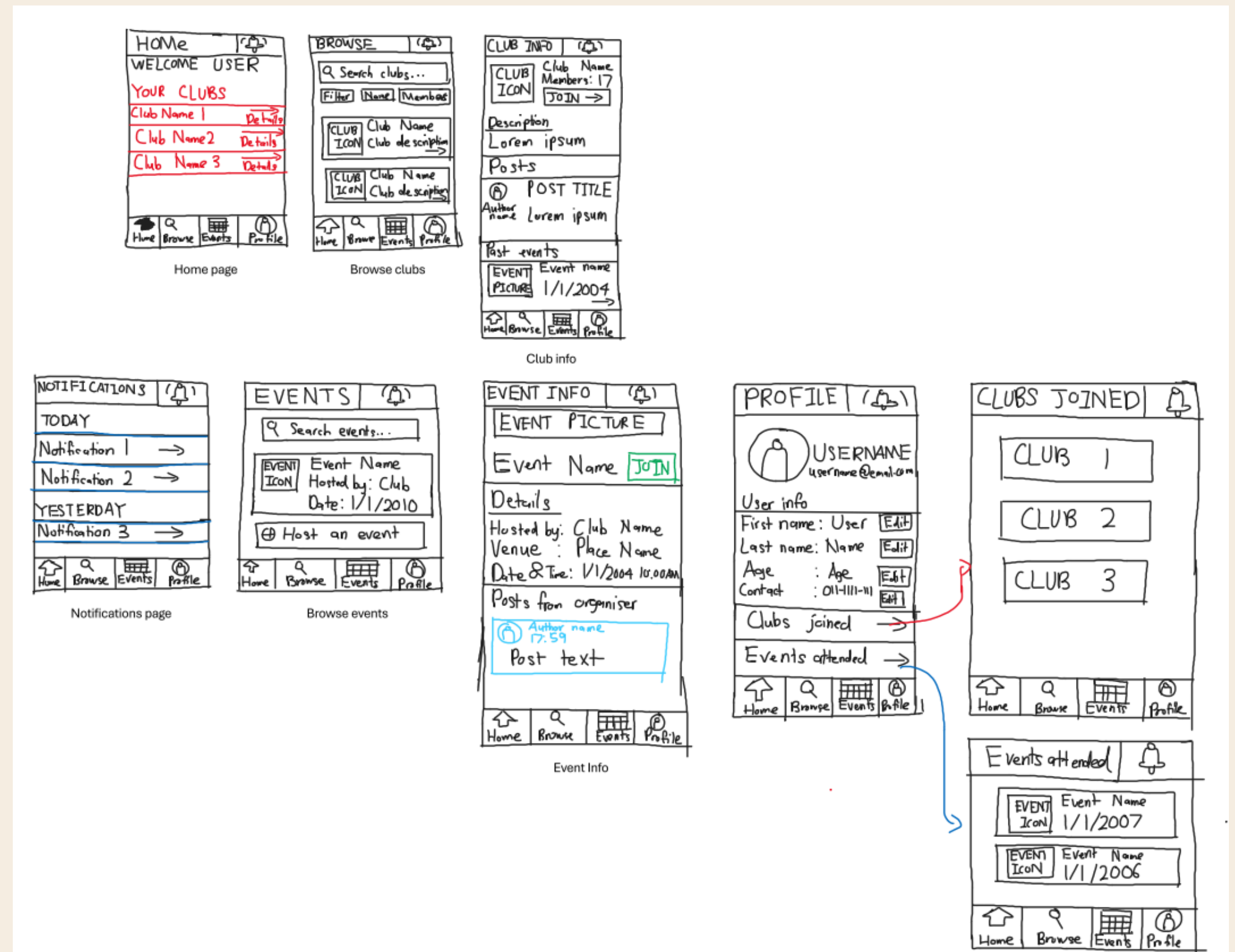
APP INTERFACE



Drafting

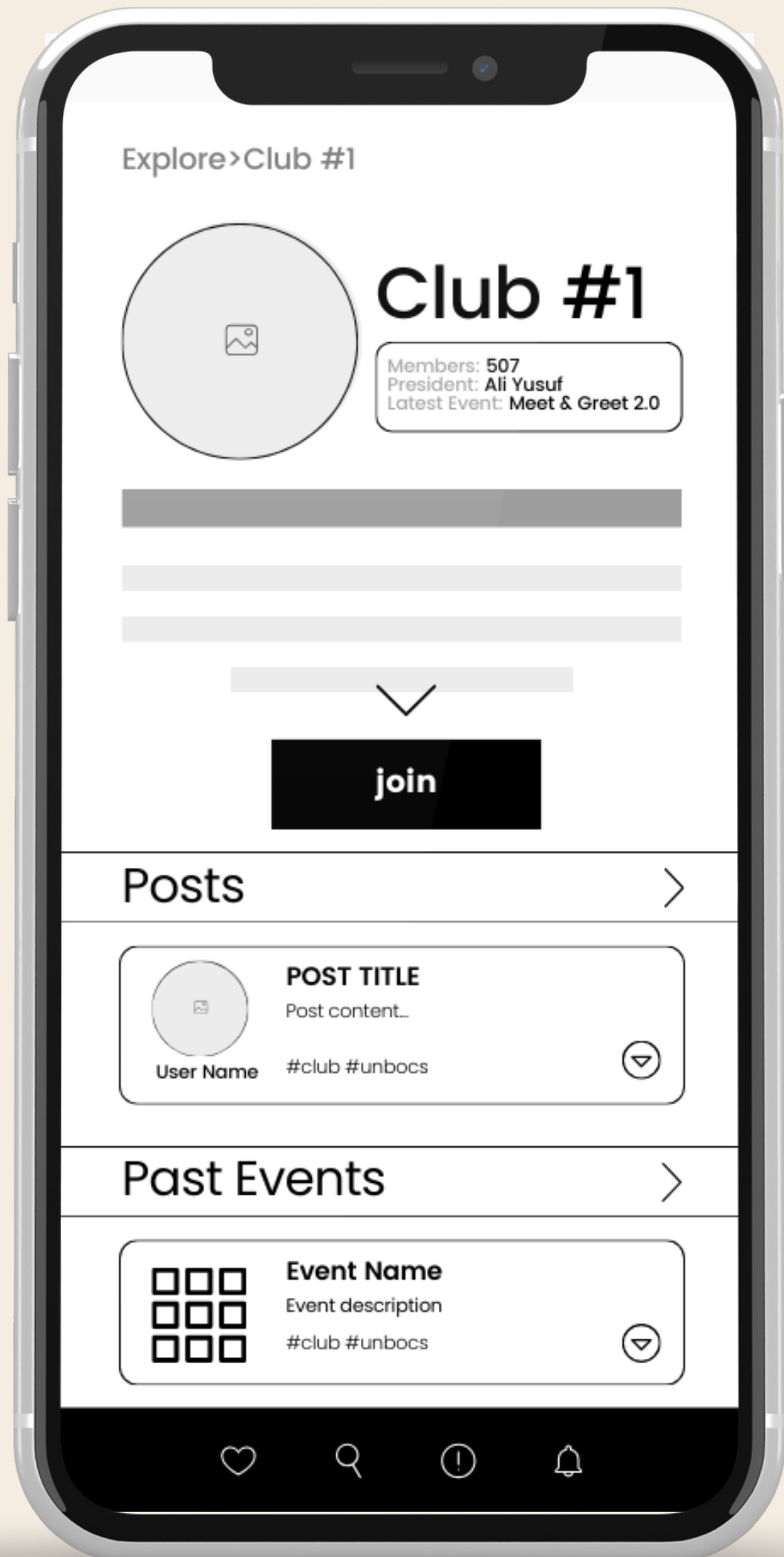
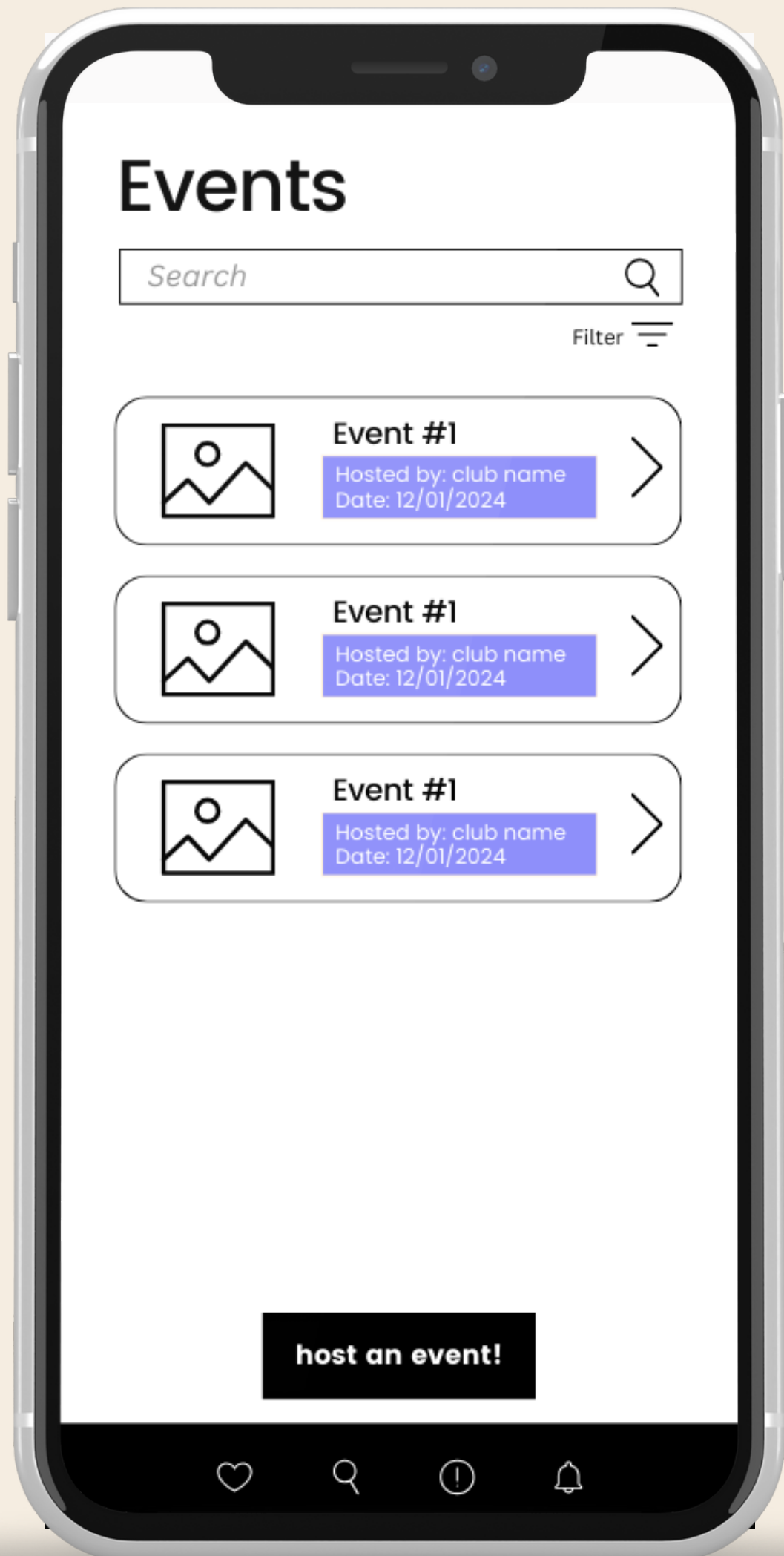
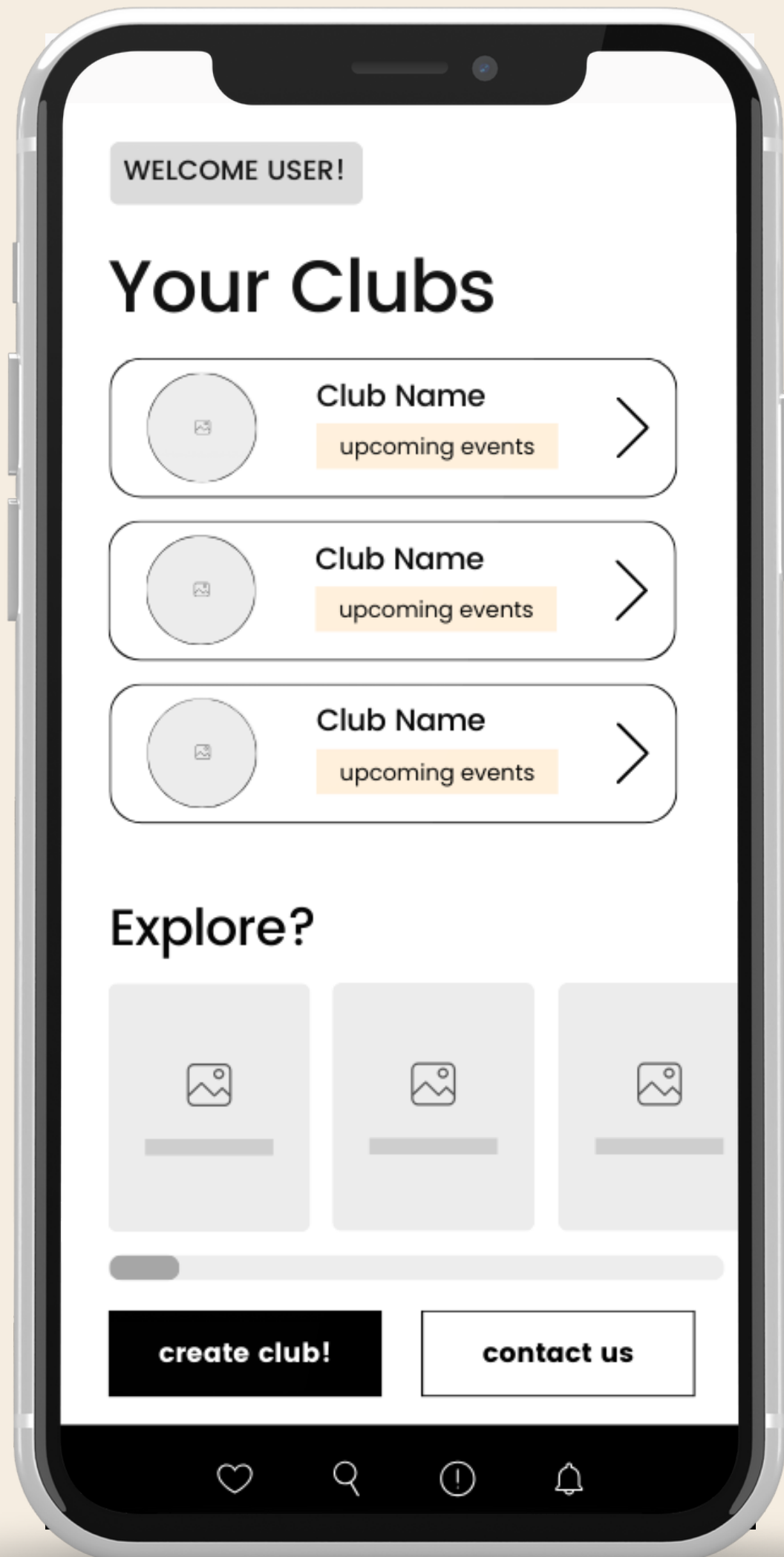


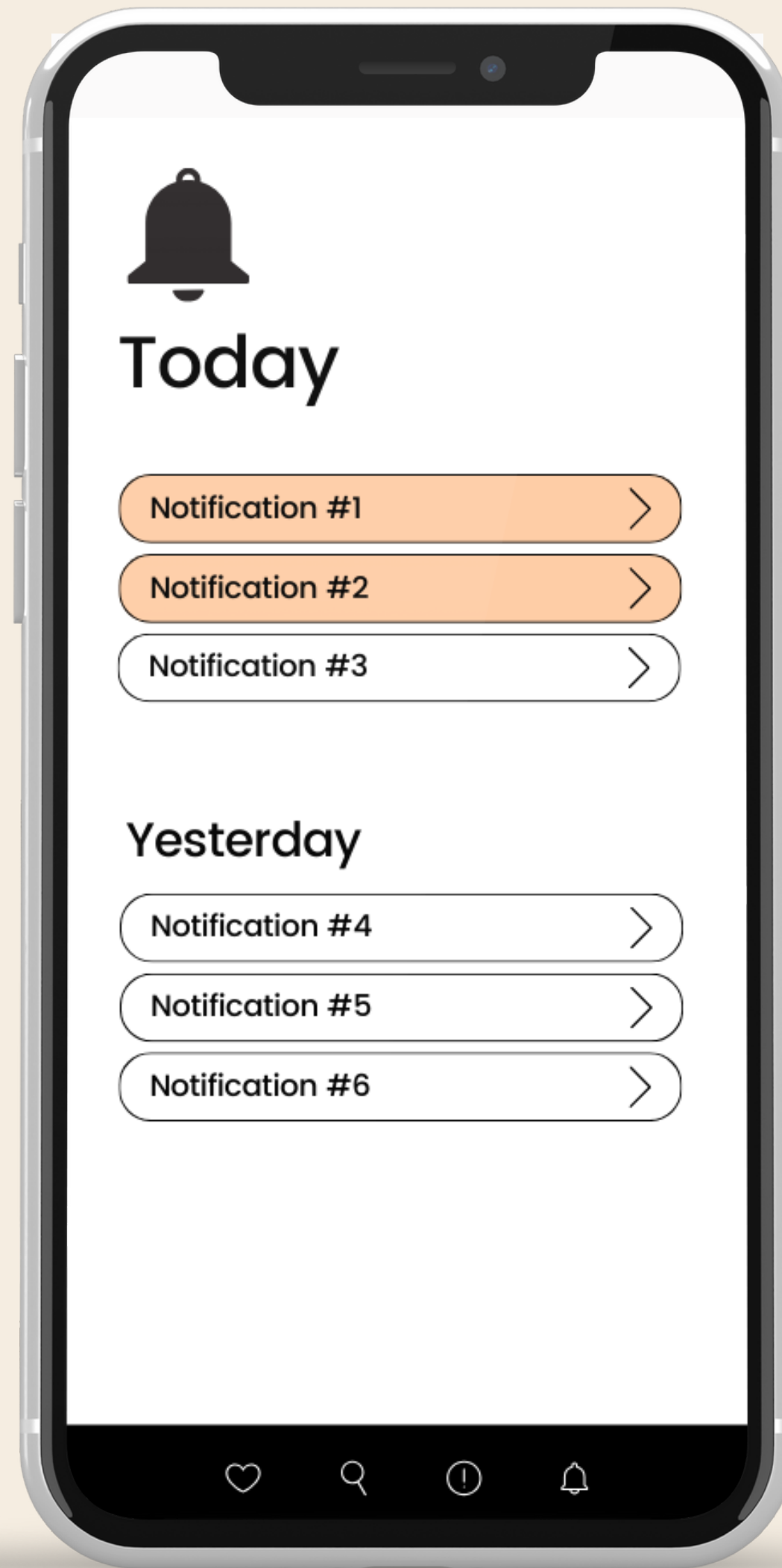
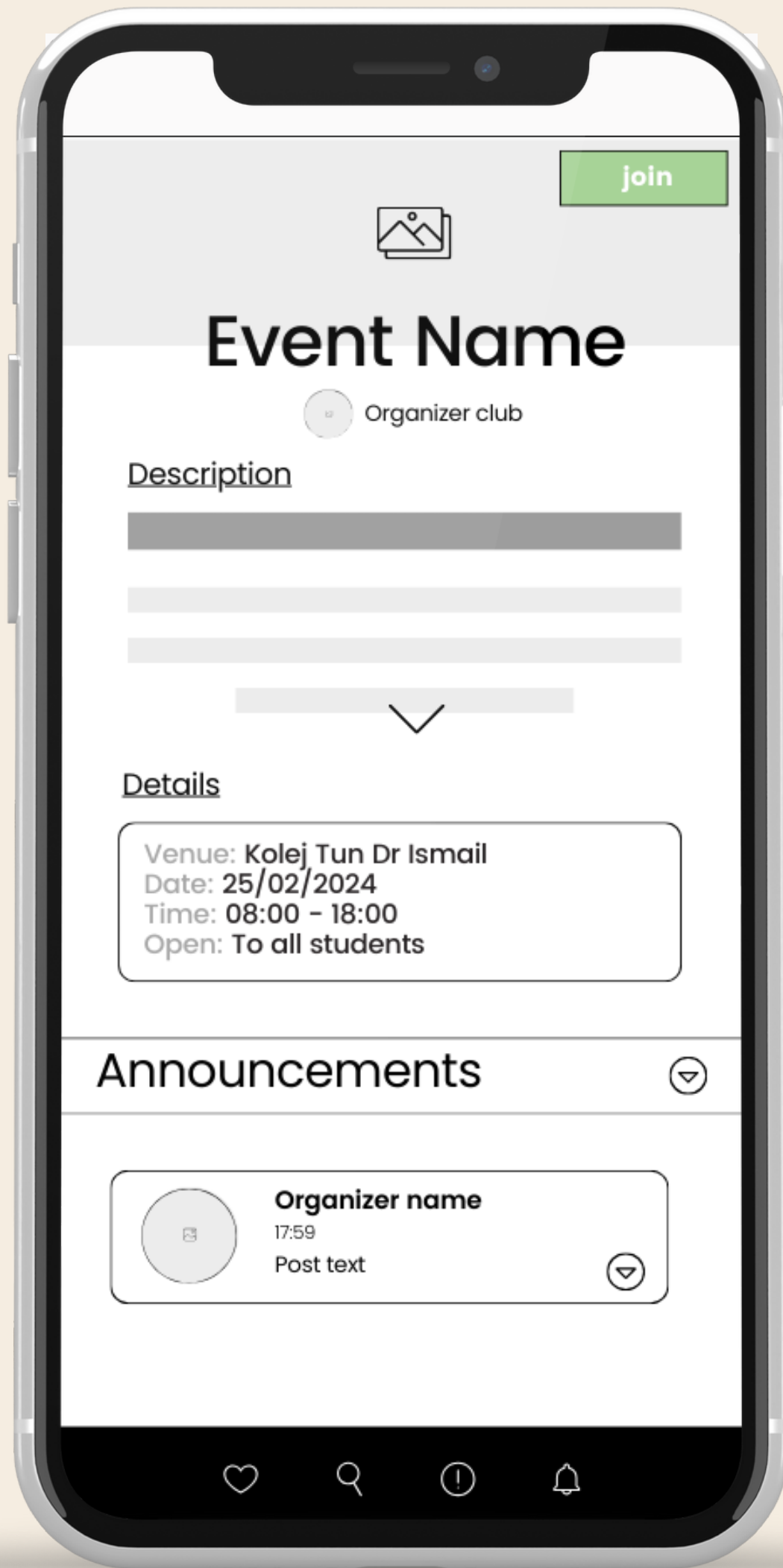
Prototyping

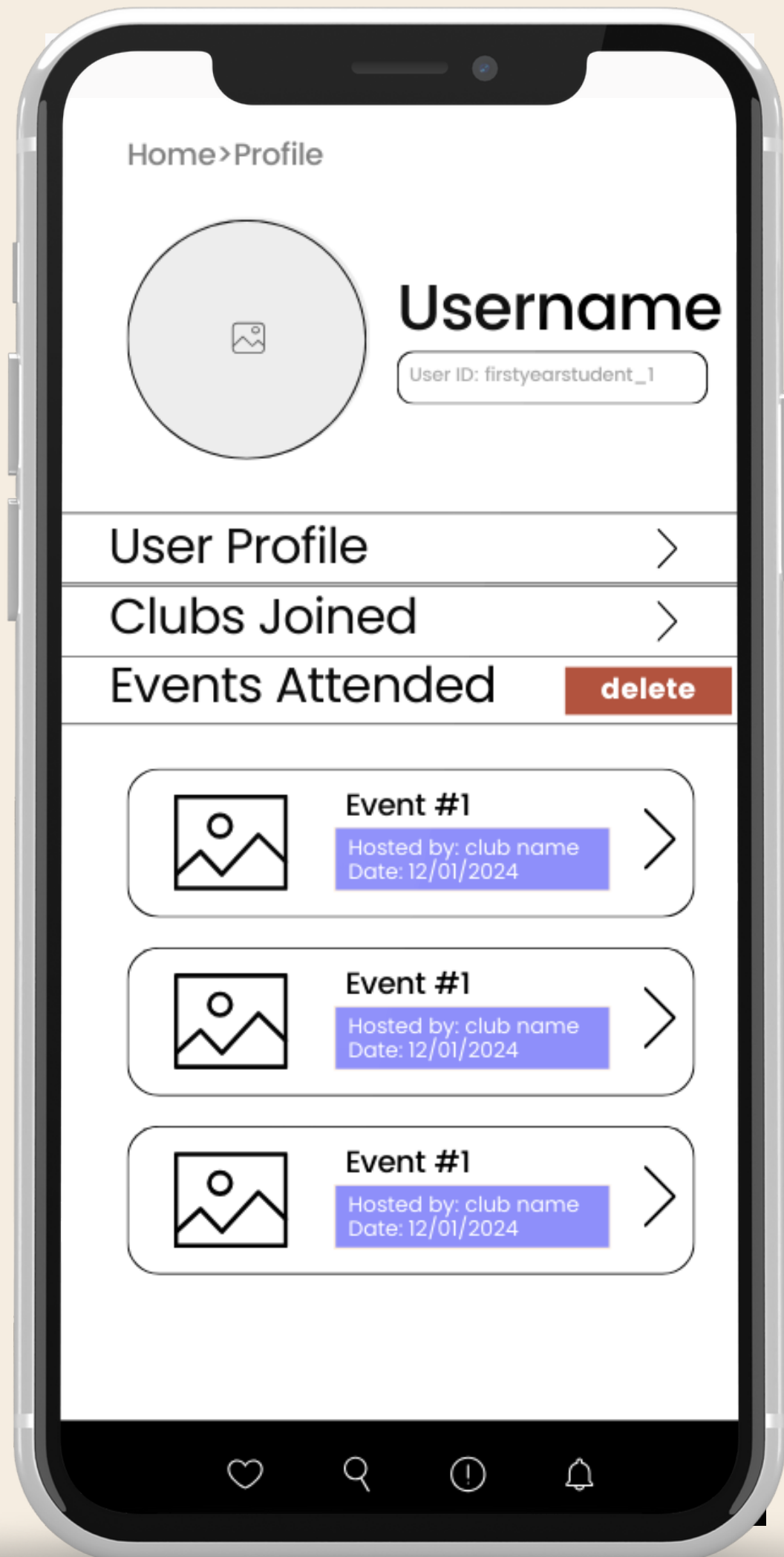
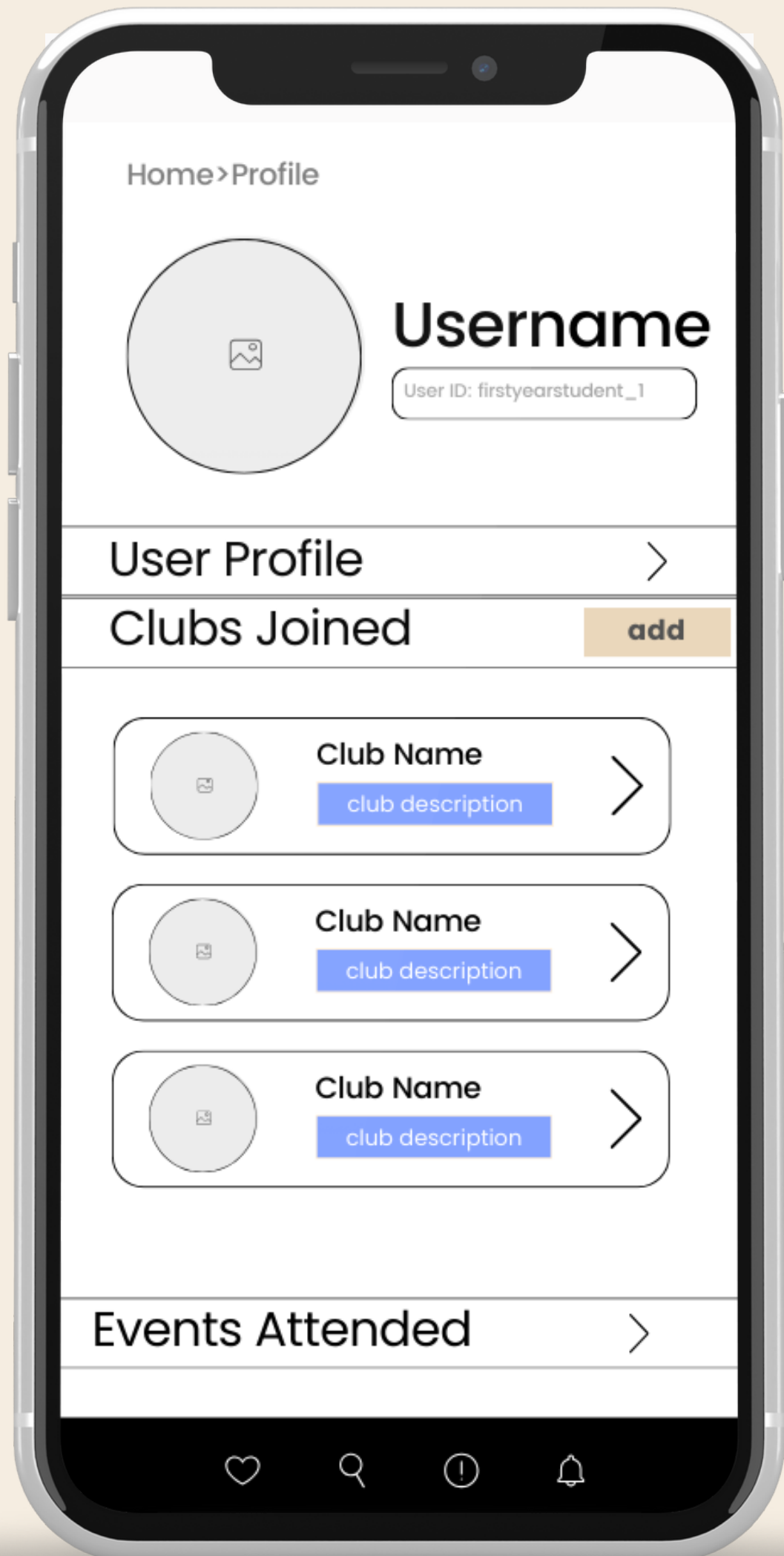


App Mockup











TEST

Ffifth stage of design thinking



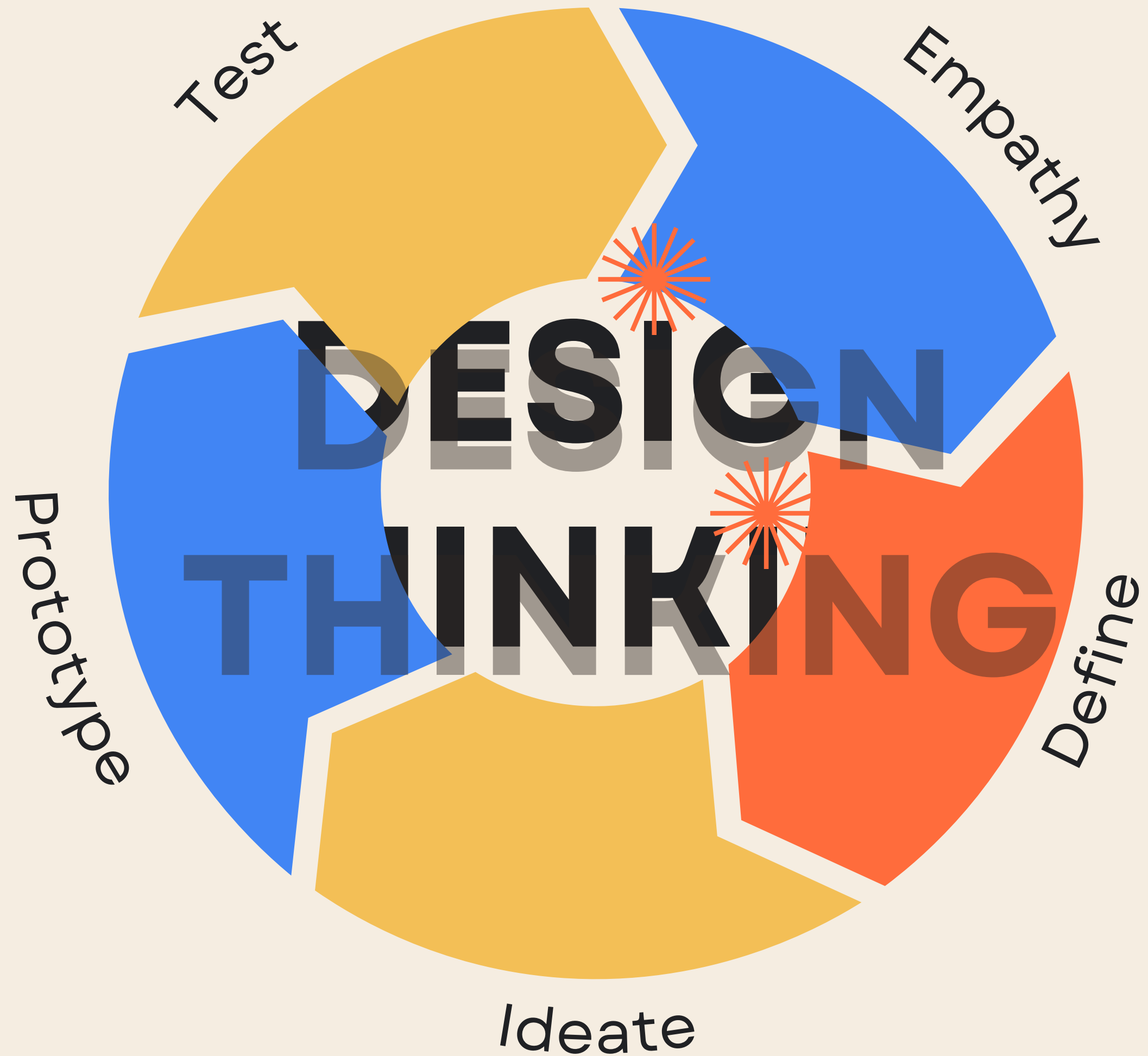
First Test



After presenting our prototype to our user, we received generally positive feedback from them about the app. It was user friendly and contains all of the features they expected. However, some further improvements could be made to refine the application better. One of the more specific criticisms we received is the complicated interface that causes our respondents to feel confused when navigating it.

Second Test

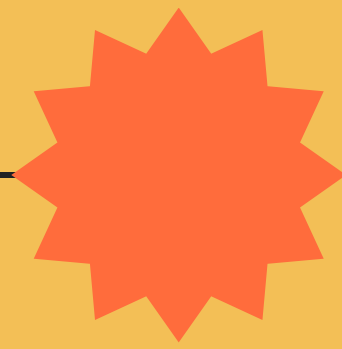
After refining and modifying our prototype by simplifying the interface, creating a cleaner and less crowded look for the app, we have shown it to our test user as well. Our respondent was satisfied with the modification.



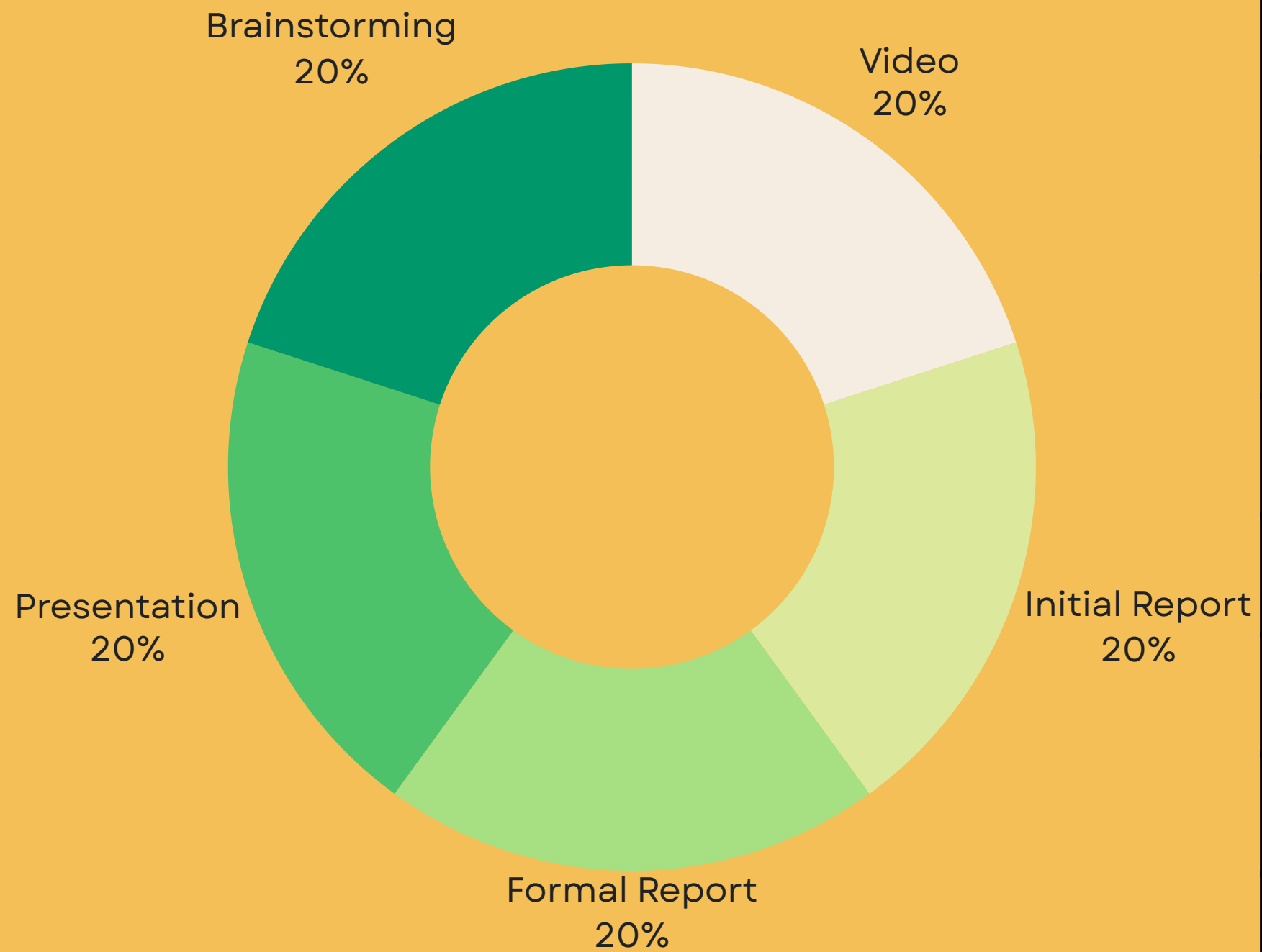
REFLECTIONS

our design thinking project with idea for a club application has been through several longer processes that, though arduous and unvisualized explicitly, it turned up to be an experience. it reshaped us into individuals who wanted to understand deeper about aspects of information system and technology. We aimed at our case by conveying systematic methodology and pointing in person. This makes it easier for us to look for problems in society and solve problems and at the same time provide

Group 8



WORK DISTRIBUTION



	Lee Lai Quen	Ow Yee Hao	Thang Wei Jie	Jabar Arya Lokananta
Introduction				
Empathy				
Define				
Ideate				
Prototype				
Testing				
Reflection				

TEAM WORKING EVIDENCE



 Thank You 

for listening

Clubbi, your way to an amazing university life!

