

**MSc. UXID**

# UX DESIGN Project

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# Stakeholder Research

## Glasgow

Largest City in Scotland

Cultural Attractions

Architectures

Shopping & Dinning

Castles & Parks

Events & Festivals

Night Life

Sports & Games

Industrials

**50000+**  
**Students**  
**from**  
**140+**  
**Countries**

### Stake holder

Glasgow City Council

**Glasgow City Council is the local authority for Glasgow.**

### Key features they fascilitate



**Education**



**Housing**



**Health and Social Care**



**Transportation**



**Waste Management**



**Economic Development**



**Leisure and Culture**

Glasgow City Council needs a mobile application to promote the highlights and vibrant student life that Glasgow has to offer for all students who would now call this city their adopted home.

Initiative to  
International Students

Educational Services

Cultural Services

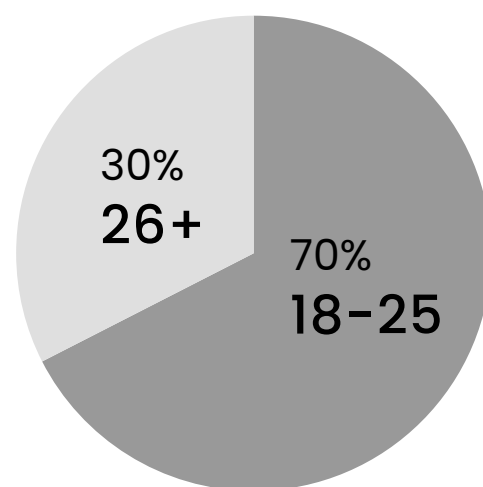
Support Services

Community Programs



# User Research

## Primary User Students



- Graduates persuing Higher education
- From different countries, cultural backgrounds and intrests

## SWOT Analysis

### Strength

- Tech savvy
- Addaptability
- Ambitious

### Weakness

- Homesickness
- Limited local knowledge
- Financial constraints
- Travel

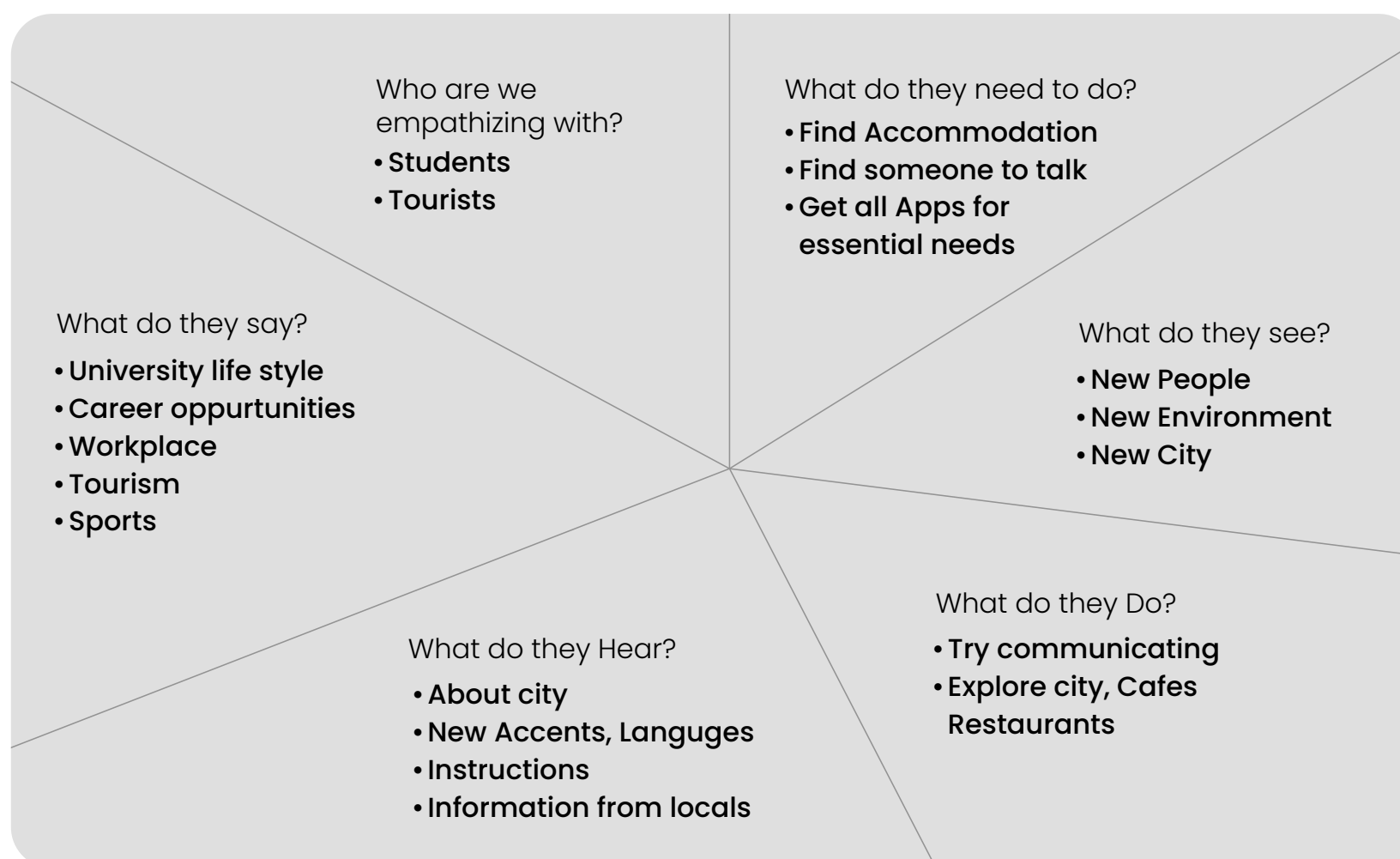
### Oppurtunities

- Carreer
- Culture
- Internships
- Mental health improvements

### Threats

- Imigration rules
- Weather/ climate

## Emapthy Map



## Pains

- Fear
- Frustration
- Anxiety
- New Life-styl, Health care
- Housing
- Academics Employment
- Finance management

## Gains

- Physical activities
- Social and Institutional support
- Effective communication Internships
- Adulthood preparation, culinary skills.

## Needs?

- Communities
- Student Deals, Offers, Discounts
- Guidance

# Personas



Riya Sharma

20 years old, Indian, pursuing Bachelor's degree in environmental science, University of Glasgow, Emma enjoys exploring both academic interest and city of Glasgow. She is living on a student budget, so highly conscious of her spending, she actively looks for deals, student discounts and budget-friendly activities.

## Scenario

Emma has half a day left due to her postponed classes and now wants to explore the city and visit one or two places within walking range.

## Pains

- Sustainability living
- Affordable transport
- Financial pressure and management

## Goals

- Managing budget while fulfilling lifestyle
- Balancing academics with passion for exploration.



Sam Cole

24 years old, Italian, doing Masters in Hotel Management thrives on meeting new people, enjoys building connections, networking & learning diverse culture around him. He is always on the hunt for new food experiences, exploring Glasgow's diverse culinary scene.

## Scenario

Sam wants to join a culinary community where he can join them for different cuisines and culinary practice.

## Pains

- Balancing studies and food exploration
- Finding roles for culinary practice
- Navigating for events

## Goals

- Build network of hospitality industry
- Developing culinary skills
- Secure role in luxury hotel chain



# Point Of View Statements (POV)

User	Need	Insight
Student	Finding Specific Restuarent	Search for Specific Cuisine
Tourist	Finding information realated to location	to know about story of a historical place
Student	Cultural Events	having new clutural experienes

Some students feel homely with specifc cuisine from their home country

Students will be intrested in knowing history or info of the location

Tourists prefer having new experiences of culture and traditions of the city they are visiting



## How Might We questions (HMW)?

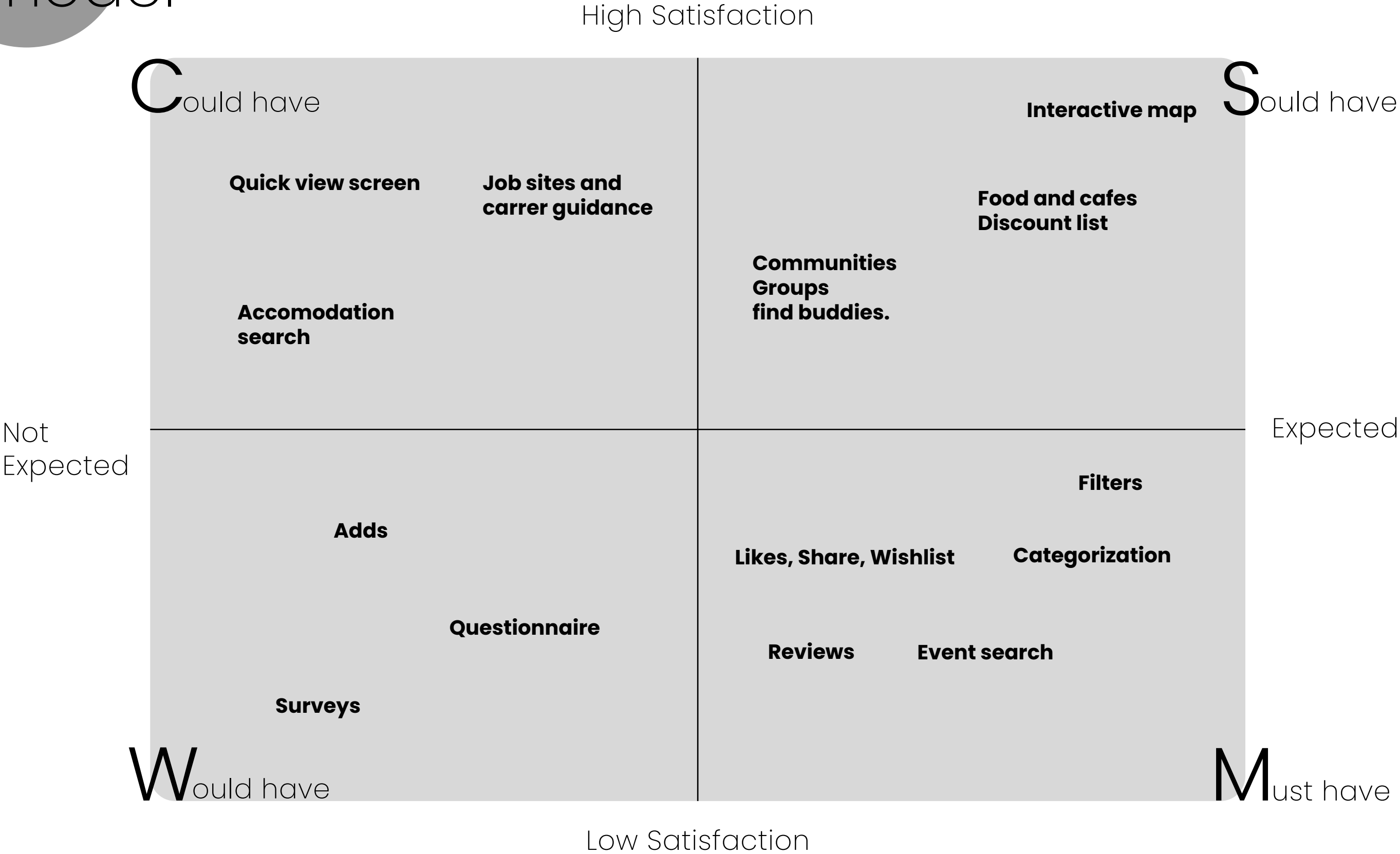
HMW help students find events and communities according to their cultural & traditional interest?

HMW make it easier for students to discover & access relavent student discounts?

HMW simplify the process of finding related information about the location?



# Kano/ MoSCoW model





# Competitors Research

## What's on Glasgow

an online guide that focuses on a wide range of activities and events happening on Glasgow, The "What's On Glasgow" website targets a diverse audience, including residents, visitors, tourists, and students.

- Basic Website UI and navigation
- They have good reach of events
- No Visual Hierarchy
- UI – Not up to the design trend
- Content and Adds are not distinguished easily

## SWOT Analysis

Website

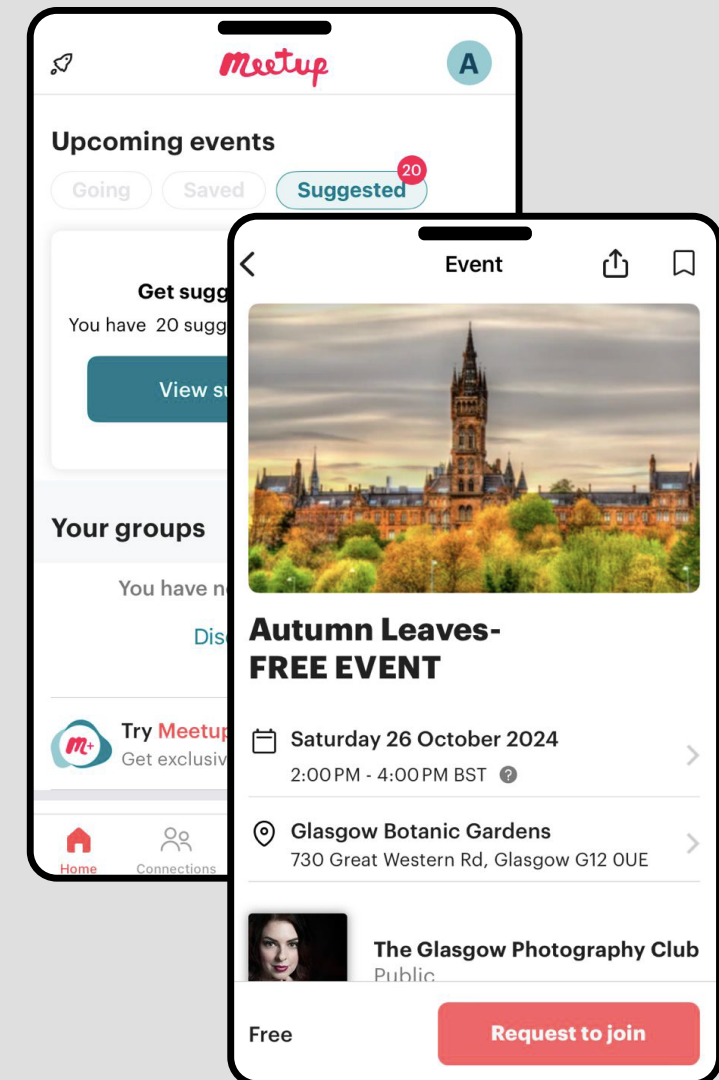
Strength	Weakness	Opportunities	Threats
<ul style="list-style-type: none"><li>• <b>Good reach for events</b></li><li>• <b>Local expertise</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Lot of info</b></li><li>• <b>Bad User Interface</b></li><li>• <b>Many Ads</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Collaboration</b></li><li>• <b>Mobile app development</b></li><li>• <b>Personalization</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Unsafe websites</b></li><li>• <b>Competition from other platforms</b></li></ul>



Meetup is a networking application for diverse users which allows to create and join groups which intrests them, it also includes categories like professional, clutural, hobbies and sports etc

## Overview

- Social networking app
- User-Friendly Interface
- Community Engagement
- Real-Time Notifications
- Responsive Design



Mobile application

# Design Development



The student support app has to be comprehensive platform designed to simplify and enhance student life. It offers an all-in-one solution tailored to meet the unique needs of students. From exclusive discounts on dining, shopping, and entertainment to convenience. Additionally, the app keeps users informed about local events, offering opportunities to engage in cultural, educational, and social activities.

Beyond practical services, the app fosters connection and community. Students can join interest-based groups, interact with peers, and build valuable networks.

Its intuitive, user-friendly interface makes accessing these features seamless, empowering students to focus on what truly matters. Whether it's settling into a new city or staying organized throughout their academic journey, the app is a trusted partner for students everywhere.

## Goals

- Simplicity
- User-Centered
- Accessibility
- Engagement
- Interactive
- Intuitive

## What are the Needs

Different cultural resources  
Events and programs  
Food and drinks spot  
Socialise and connections  
Navigation and transportation  
Help centre  
Public informations

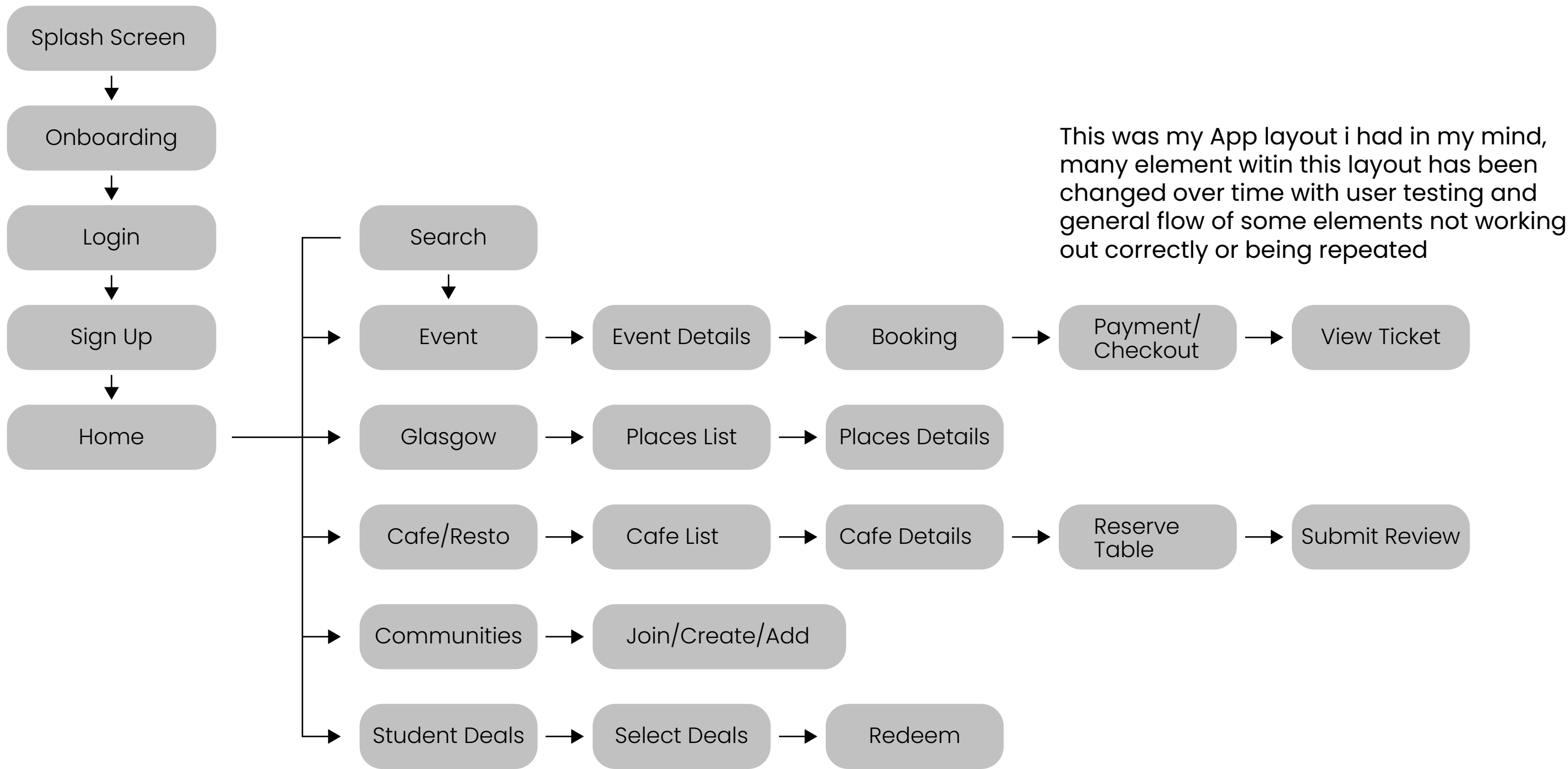
## What will it Feature

Explore Pages  
Communities interaction  
Event listings  
Quick view screens  
Navigation and interaction map  
Reviews and ratings  
Promos/ Discounts  
Student deals



# Flow Chart

A flowchart is essential for visualizing processes, simplifying complex workflows, and ensuring clarity. It helps identify inefficiencies, streamline tasks, and communicate ideas effectively across teams and stakeholders.



# Initial Sketches

Initial sketches provide designers with the freedom to experiment with diverse layout ideas and design concepts, allowing quick exploration and creativity without the limitations imposed by detailed specifications or rigid guidelines.

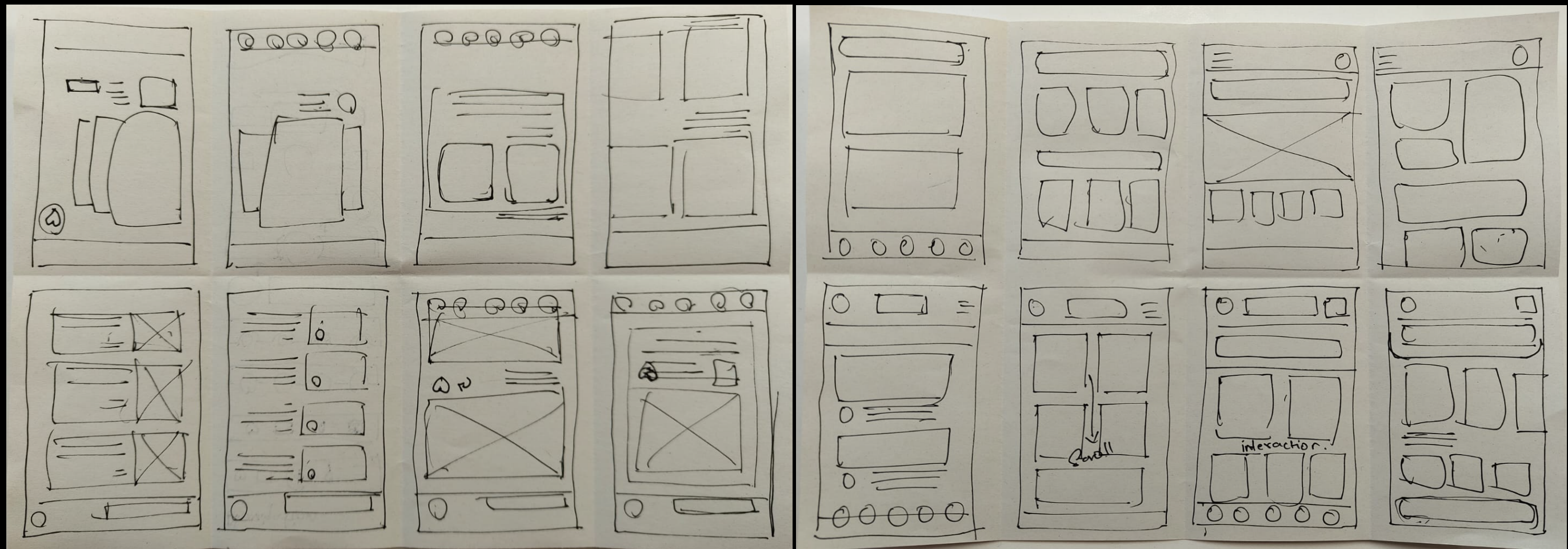
Crazy 8's

Homescreen

Event listing

Navigation

Navigation



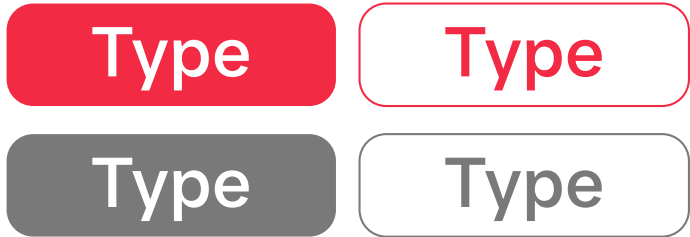
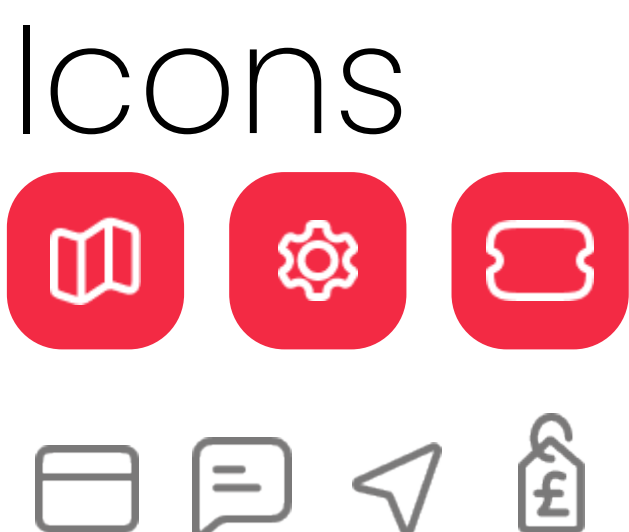


# Lo-fi Wire frames

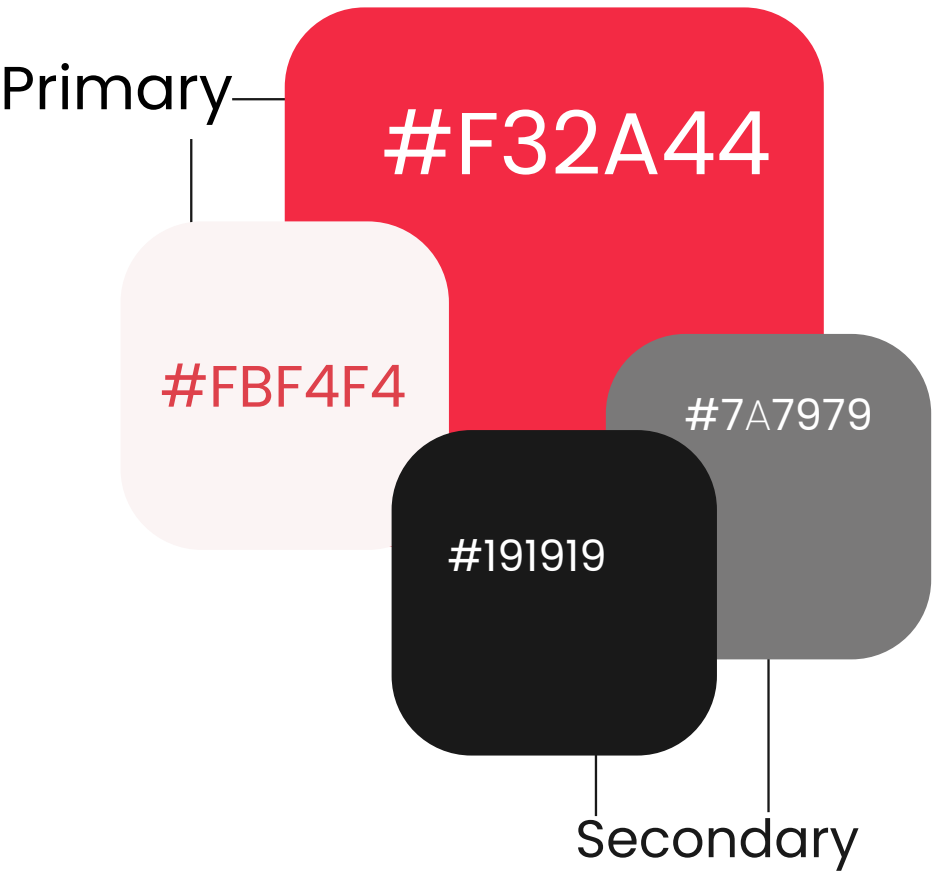
Lo-fi wireframes focus on layout and structure rather than visual design, helping to establish the basic flow of the website. They allow for testing user flows and interactions early in the design process, identifying potential usability issues without details.



# Style Tile and Branding



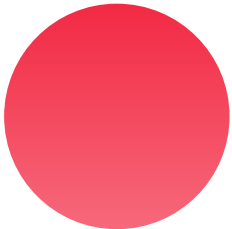
## Colour



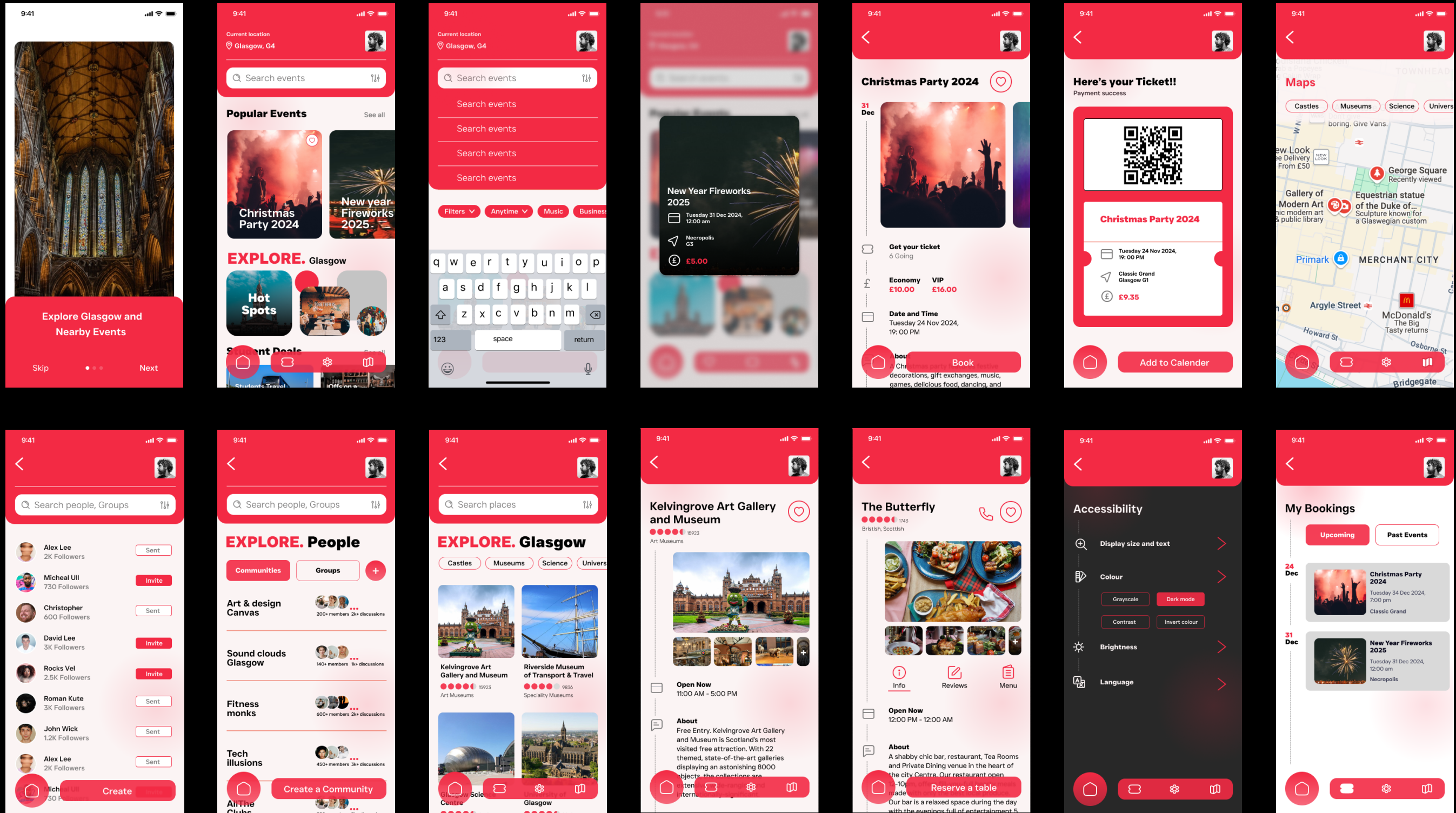
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TypeFace  
**JustSans**

**EXBold**  
**Bold**  
**SemiBold**  
**Medium**  
**Regular**



# Final Prototype

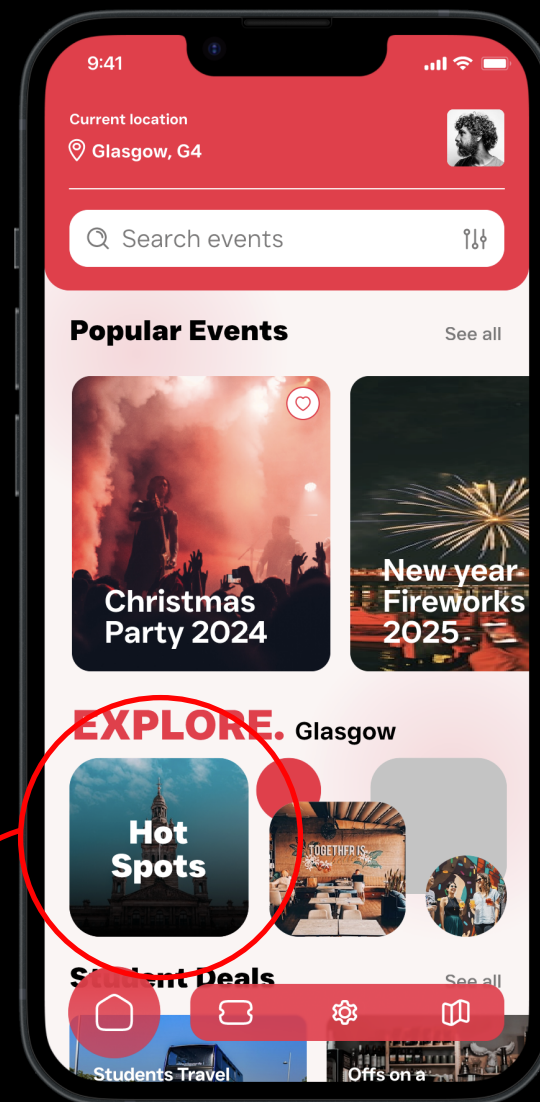


## Figma Prototype Link

<https://www.figma.com/design/WmM8xsXqIHQjSvt4bNloZK/UX-Design-Project-Figma-Prototype-File?node-id=0-1&t=ZVPFvXBiqIEC5fFn-1>

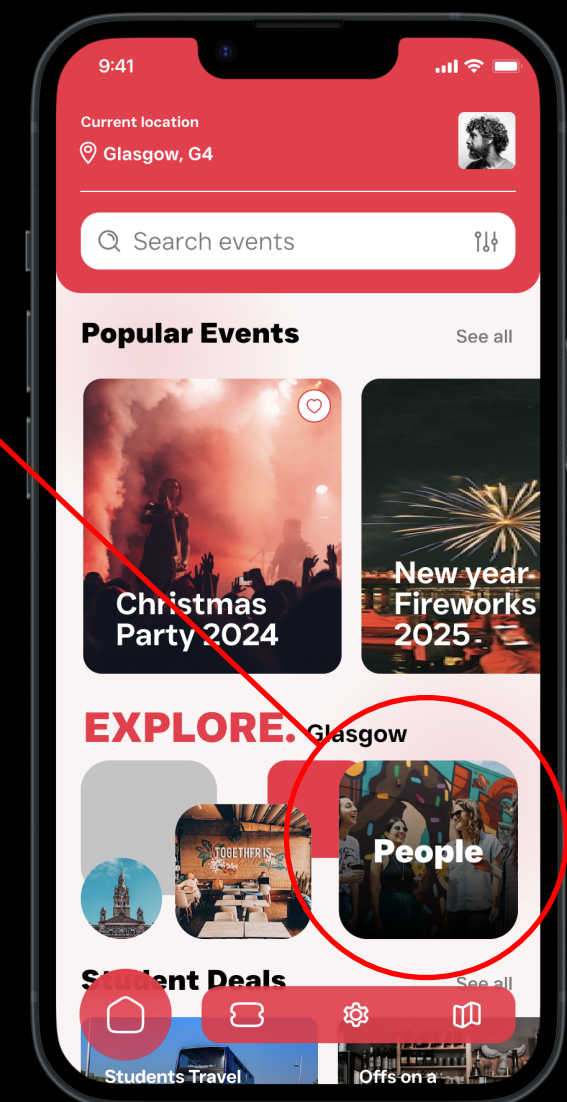
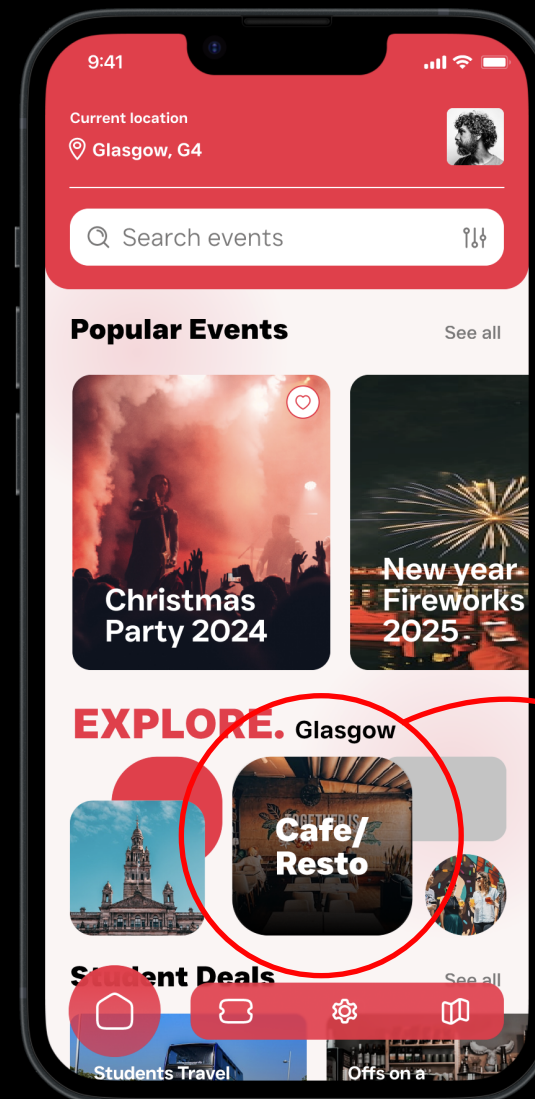


# Home Screen Smart Navigation Explore tile



Explore Glasgow Hot Spots  
One touch for all the places  
to explore in Glasgow

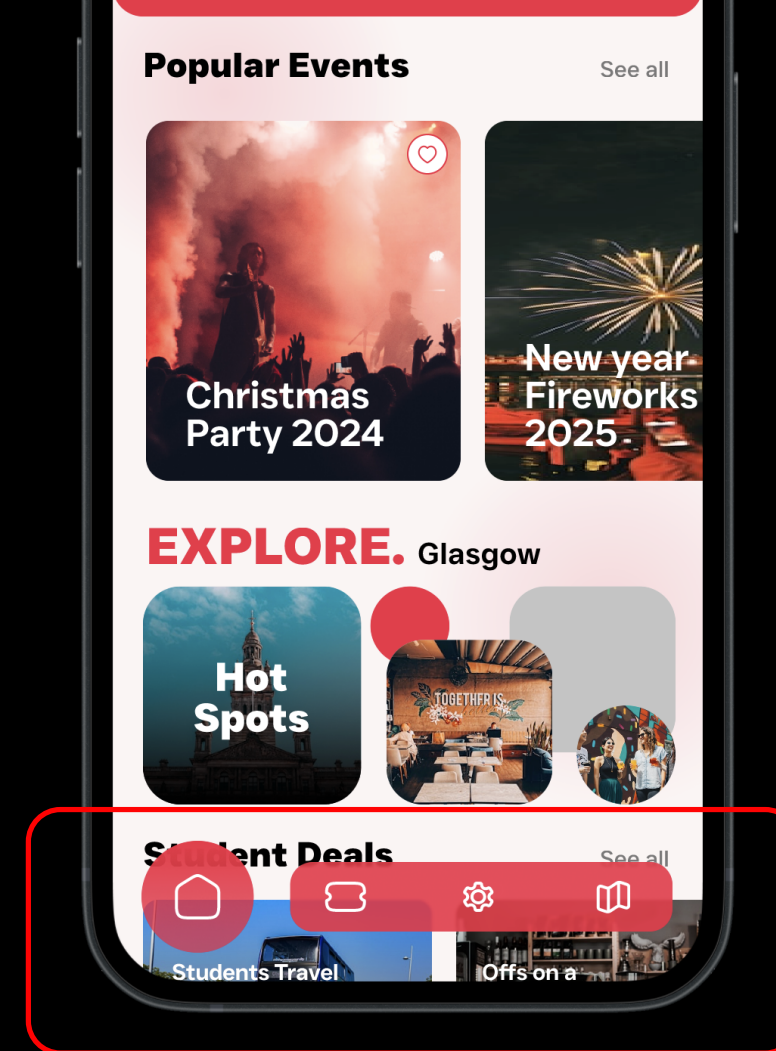
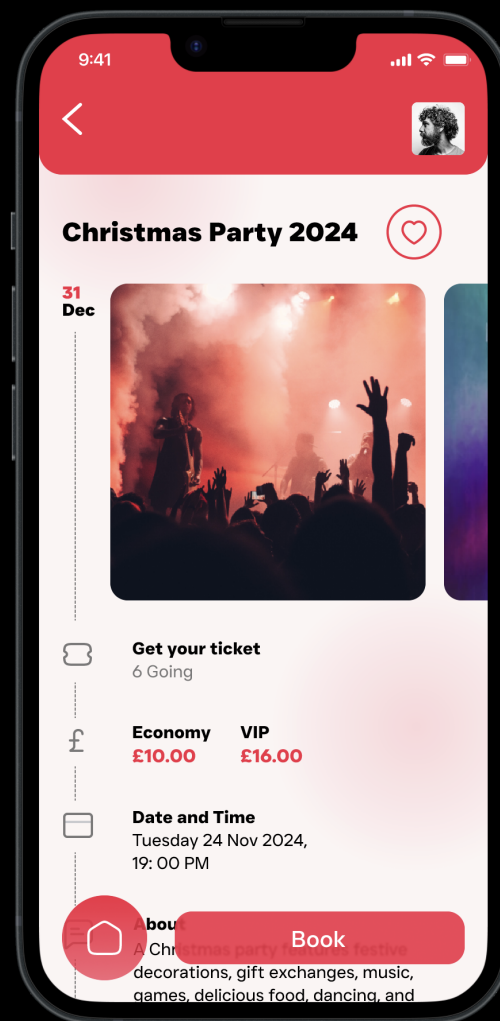
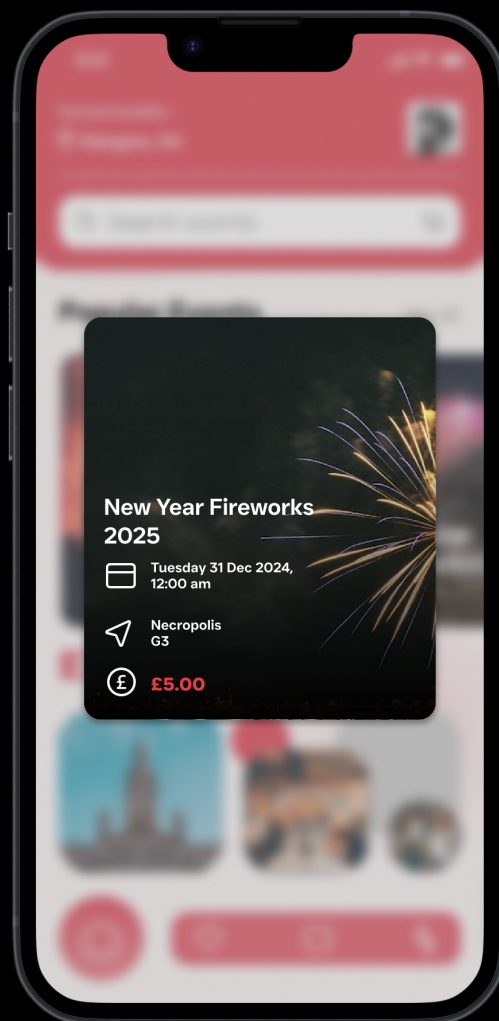
Explore Glasgow Cafe/Resto  
One touch for all the Cusines  
to explore in Glasgow



Explore Glasgow Cafe/Resto  
One touch for all the Cusines  
to explore in Glasgow

# Quick Features

Tap and Hold on the event card for a Quick view of information of the events.



Divided Navigation bar to home and other three as space take for other three can serve as CTA button where navigation bar is not required

Call to action Button in place of navigation bar where navigation bar might not be required

## Figma Prototype Link

<https://www.figma.com/design/WmM8xsXqIHQjSvt4bNloZK/UX-Design-Project-Figma-Prototype-File?node-id=0-1&t=ZVPFvXBiqIEC5fFn-1>