Stud Bud

Project 3 | Start Up Battle
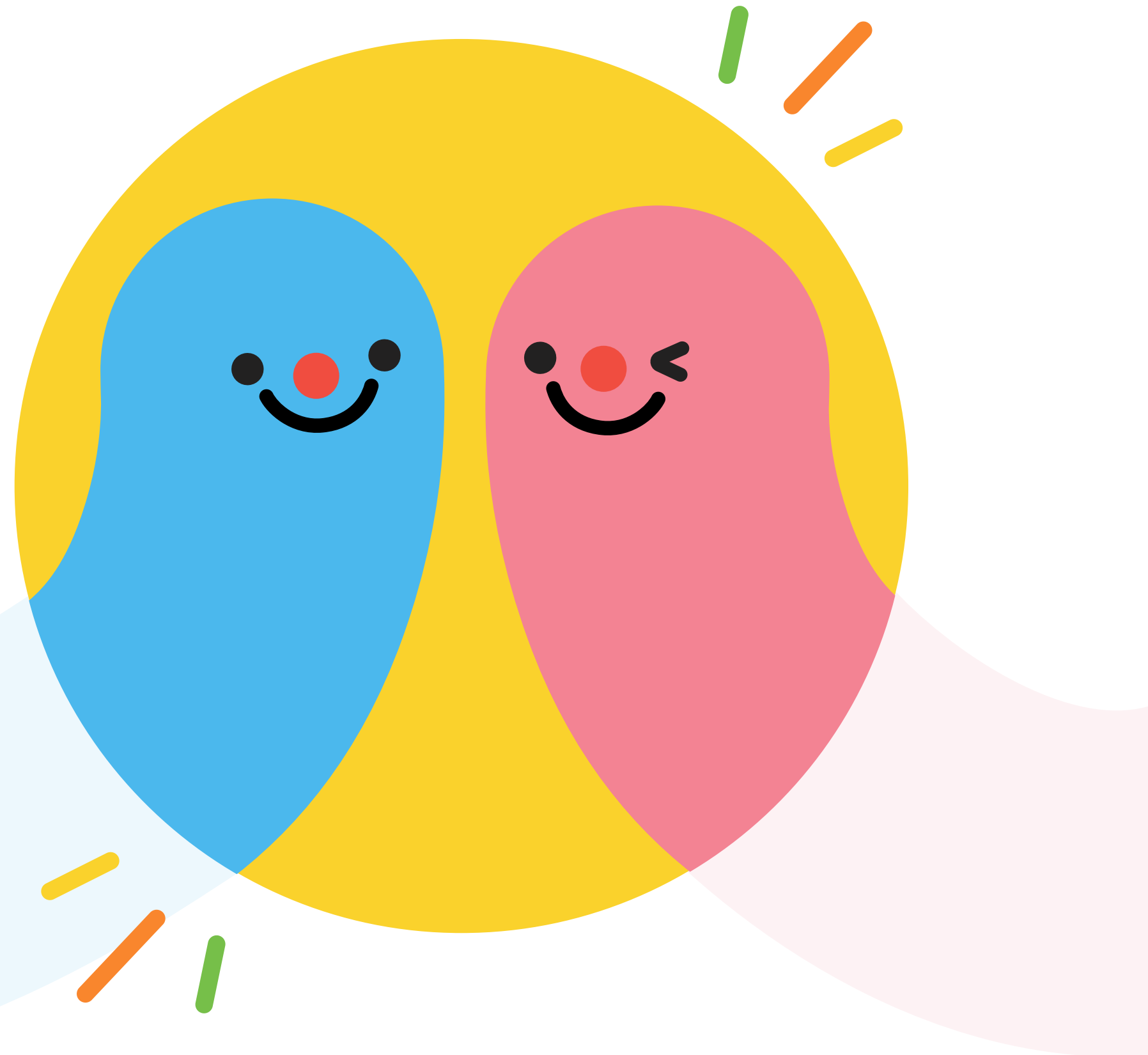
Orianna Castillo

Jenny La

Jose Madriz

Vivian Zhao

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Stud Bud: Bookworms Unite!

Stud Bud creates a community where students can study and interact with one another to meet their goals of the week. The experience includes fun visuals, study rooms with timers, a shop where worms can shop for accessories, point redemptions, and study sessions.

When was the last time you studied with a friend ?

"Pretty recently."

"Last month."

"Yesterday."

"I think last week."

"Right now."

"An hour ago."

"Today!"

"Two weeks ago."

Needs

Behaviors

Comfort

- Studying can be lonely.
- People tend to study with friends for support and to alleviate stress.
- Studying with someone going through the same experience can provide a sense of comfort and belonging.

Accountability

- Studying with friends can motivate individuals to study.
- People may feel left out or unproductive when their peers are studying.
- Studying with others creates a sense of responsibility and accountability to complete work.

Accessibility

- Quick and easy-to-use resources are necessary for staying on track.
- Complicated resources can lead to distraction and avoidance.
- People prefer simple and effective.
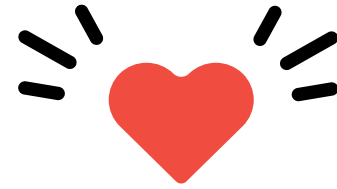
Procrastination

- People have a tendency to procrastinate.
- When overwhelmed with work, people push it off until the last minute.
- Studying alone can be challenging because of procrastination.

Motivation

- Students often struggle to find the motivation to complete assignments.
- Studying habits are often described as inconsistent and disorganized.
- Lack of a clear plan or structure can lead to procrastination and low productivity.

Feeling Lost

- Facing a difficult task alone can lead to stress, overthinking, and panic.
- Studying alone can make people feel lost and isolated.
- Without someone to reach out to, it's hard to cope with the stress of studying alone.

Our Goal
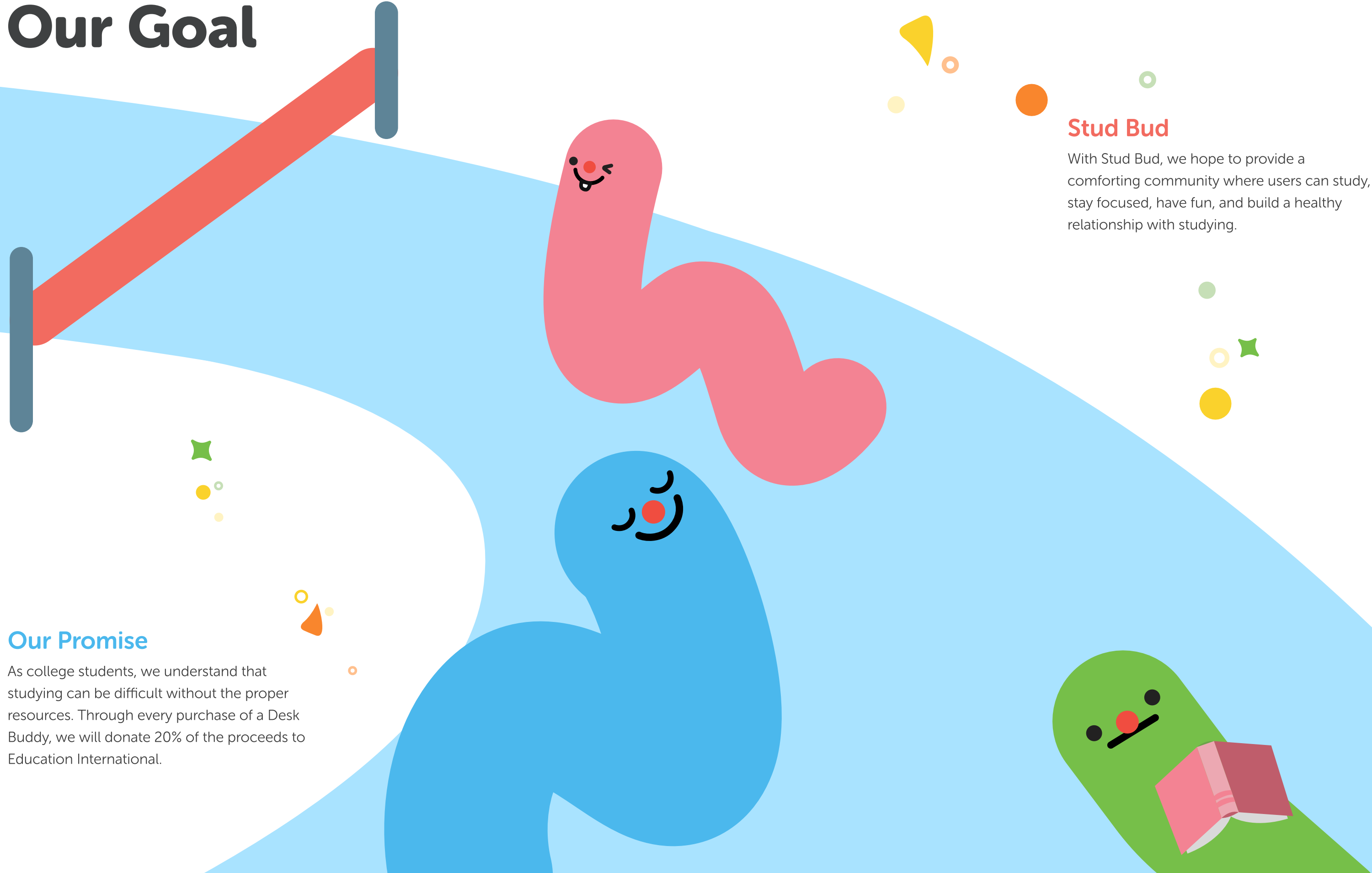
Stud Bud

With Stud Bud, we hope to provide a comforting community where users can study, stay focused, have fun, and build a healthy relationship with studying.

Our Promise

As college students, we understand that studying can be difficult without the proper resources. Through every purchase of a Desk Buddy, we will donate 20% of the proceeds to Education International.

Our Brand

Illustrations

For our illustrations, we chose to follow a gummy-like illustrative style. With this style, we were able to have flexibility in our overall branding and cohesion.

Color Palette

Stud Bud features 4 main colors: blue, yellow, green, and pink. We wanted to use bright colors that would brighten up the atmosphere for users and give color variation for all the different characters they can choose from.

Customization

Stud Bud includes a worm shop for users to purchase items using coins that they gain from completing study sessions. With these items, users can accessorize however they would like and create their own unique worm. Along with customization, Stud Bud includes facial expressions as well as a variety of worm colors.
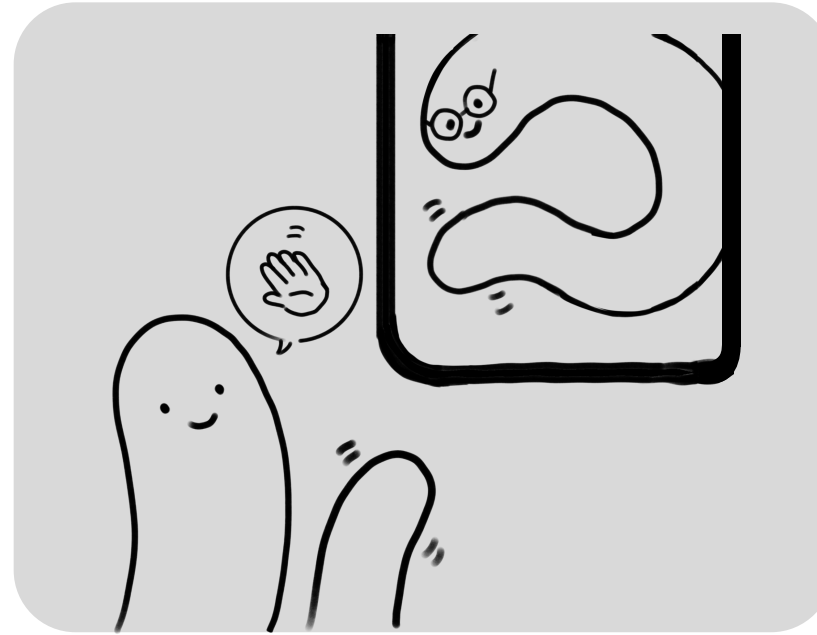
Bookworm Concept

So, why worms? The story behind our entire brand is centered around the idea of a bookworm. Bookworms are described as people who enjoy reading or studying.
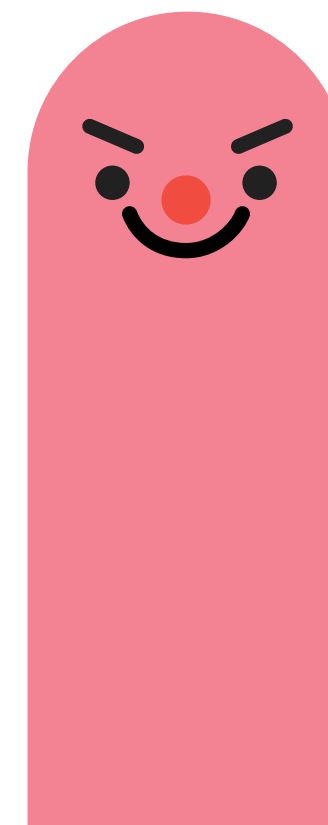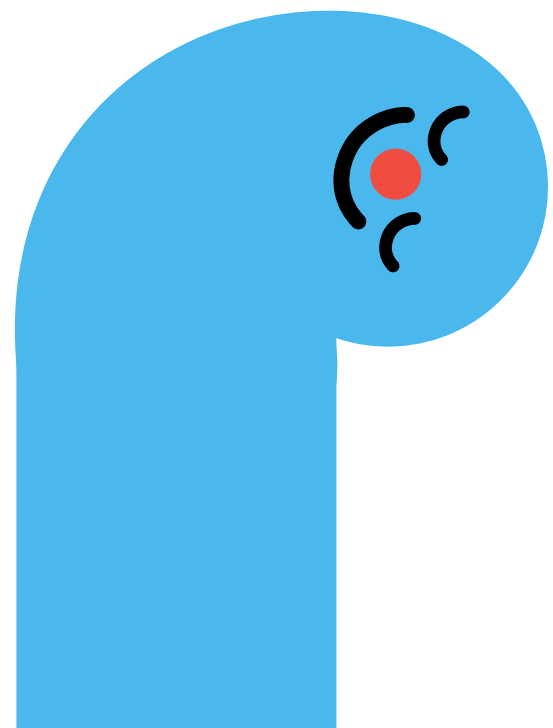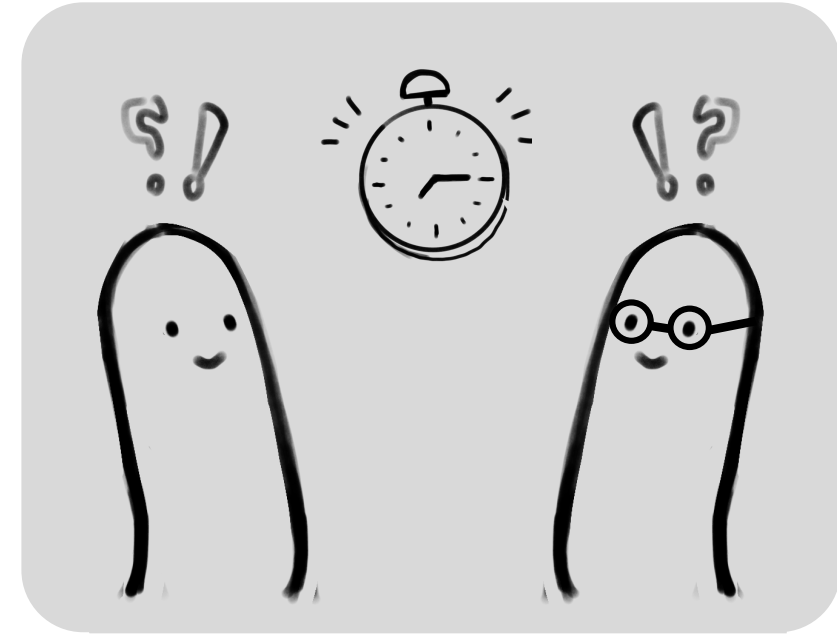
Low Fidelity Storyboard
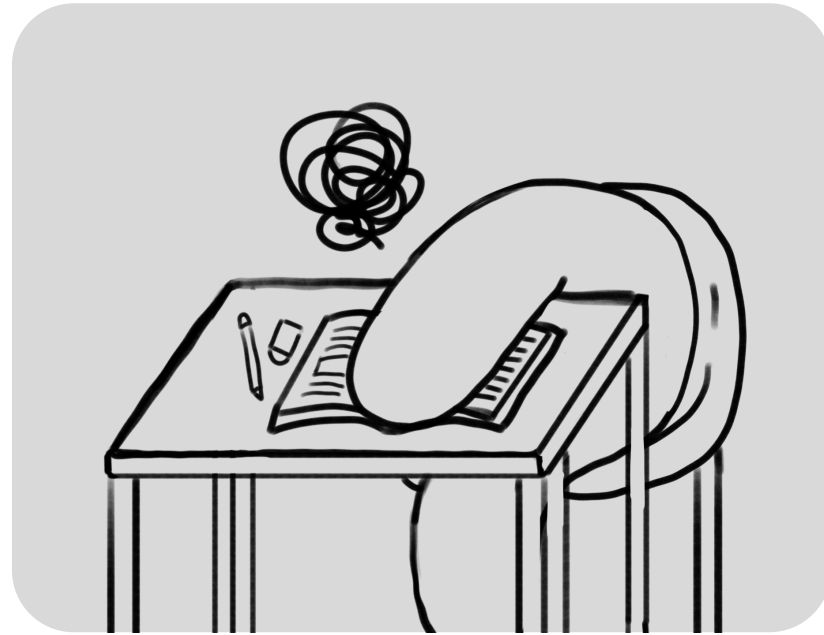
Mango wants to start studying to finish their homework, but needs to find some motivation to begin.
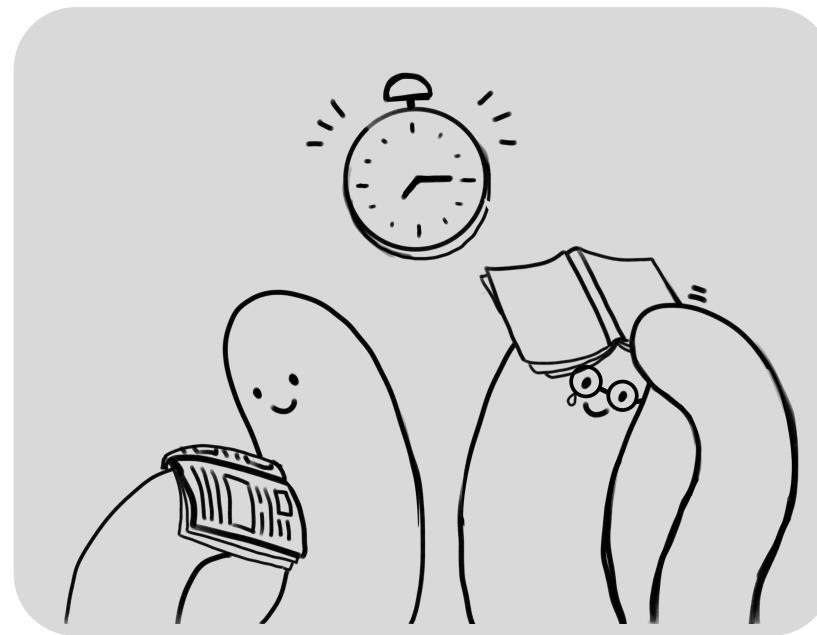

They decide to go on the app and create a private room to study, which pinged his online buddies. Mango's best friend joins and they chat for a bit to figure out how long they want to study and when they want to take a break together.


They decide to set a timer and spend the next 2 hours studying before their timer rings to let them know to take a break and to stop studying.

The timer rang and they use the 20 minutes of free time they had given themselves to play an online game together.

Their timer rings again letting them know that their break is over and they should head back to the main room and begin studying.
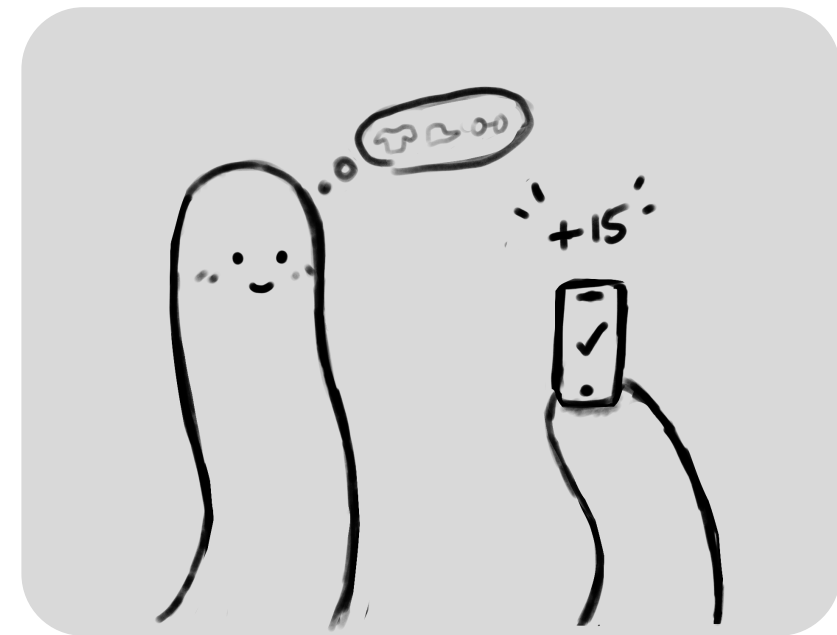

After 2 more hours, they have completed their homework so they decide to close the room and they all receive lots of points.

High Fidelity Storyboard

Mango wants to start studying for his exam, but needs to find some motivation to begin. He remembers that Stud Bud, an app where you can study with others and customize your avatar, recently added a new cowboy hat accessory that he really wants.
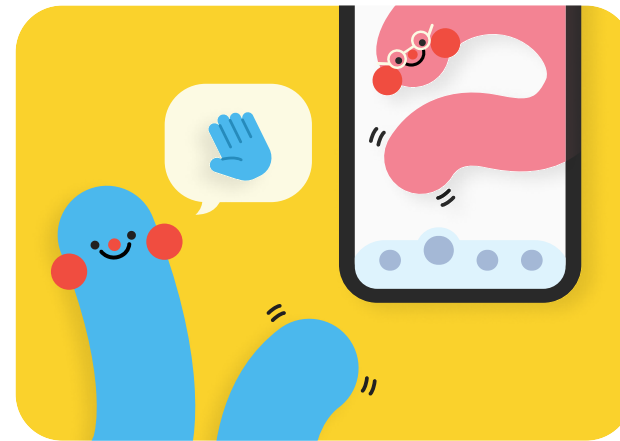
He decides to go onto the app and create a private room to study, which pinged his online buddies. Mango's best friend joins and they chat for a bit to figure out how long they want to study for and when they want to take a break.

They decide to set a timer and spend the next 2 hours studying before their timer rings to let them know to take a break and to stop studying.
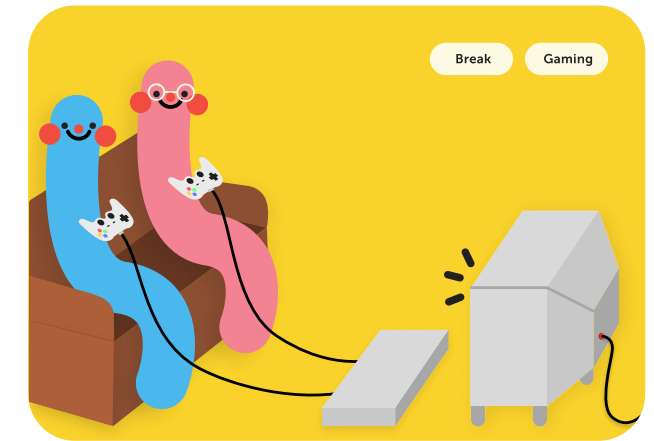
The timer rang and they used the 20 minutes of free time they had given themselves to play an online game together in their private room.
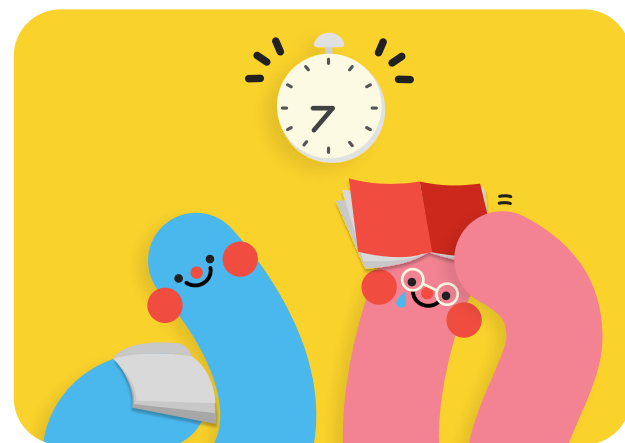
Their timer rings again letting them know that their break is over and that they should head back to the main room and begin studying again.

After 2 more hours, they have completed their homework so they decided to close the room and are taken back to the homepage. They both receive 30 points which can be used to customize their avatars.

Mango goes to the worm shop and finds the new cowboy hat that he really wanted and uses 15 of the points that he received to purchase it.

Mango is super duper happy that he was able to look cool with his new cowboy hat and also does really well on his exam.
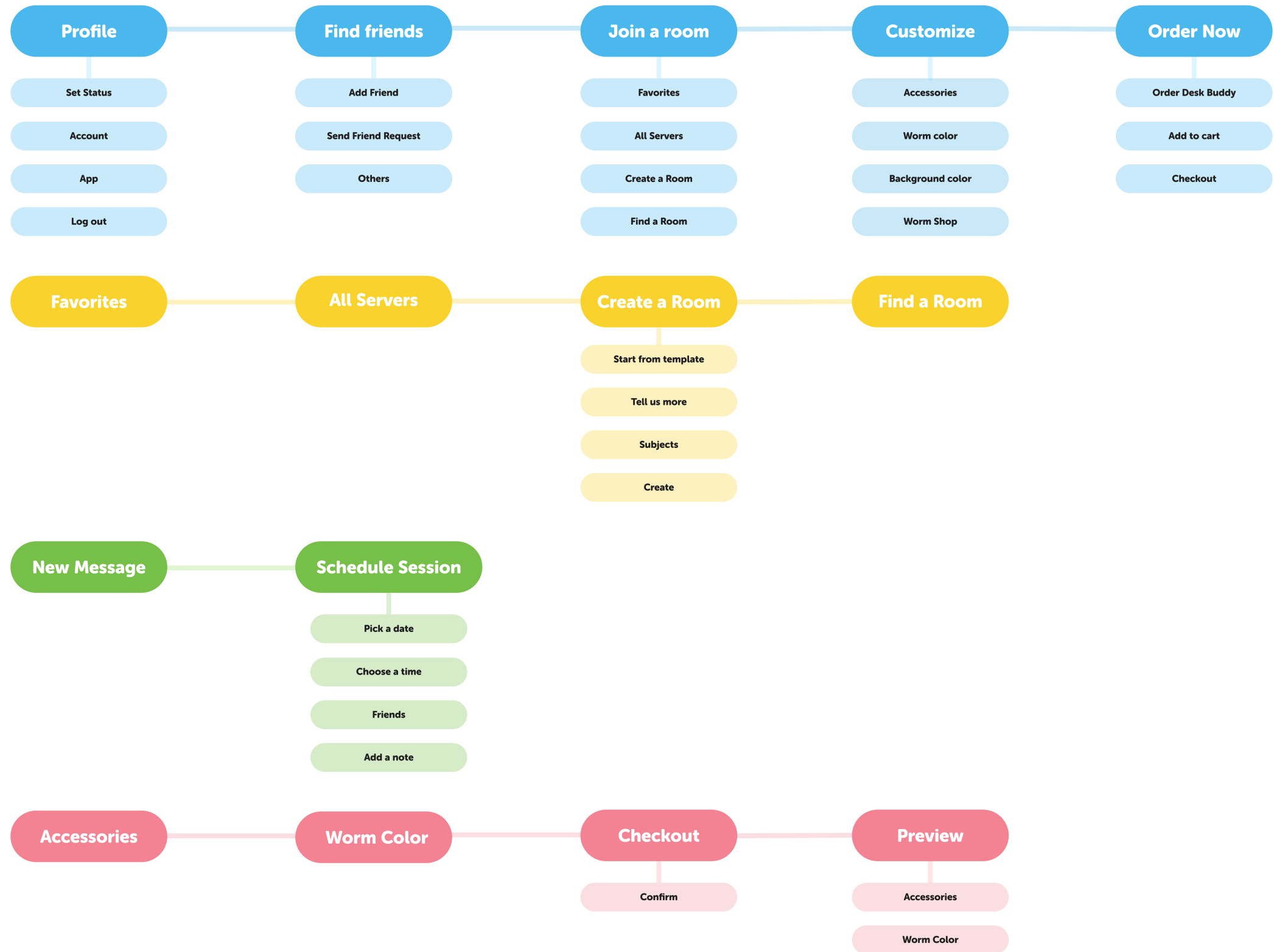
Sitemap

Home

Profile
- Set Status
- Account
- App
- Log out

Find friends
- Add Friend
- Send Friend Request
- Others

Join a room
- Favorites
- All Servers
- Create a Room
- Find a Room

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- Accessories
- Worm color
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- Order Desk Buddy
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Rooms

Favorites

All Servers

Create a Room
- Start from template
- Tell us more
- Subjects
- Create

Find a Room

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- Pick a date
- Choose a time
- Friends
- Add a note

Shop

Accessories

Worm Color

Checkout
- Confirm

Preview
- Accessories
- Worm Color

Home

Explore what the app
has to offer!

Low Fidelity | Homepage

Each member of our group created a low fidelity wireframe to reflect what we each envisioned for the homepage. In the end, we combined all of our ideas and designed a homepage that was the most effective for users.
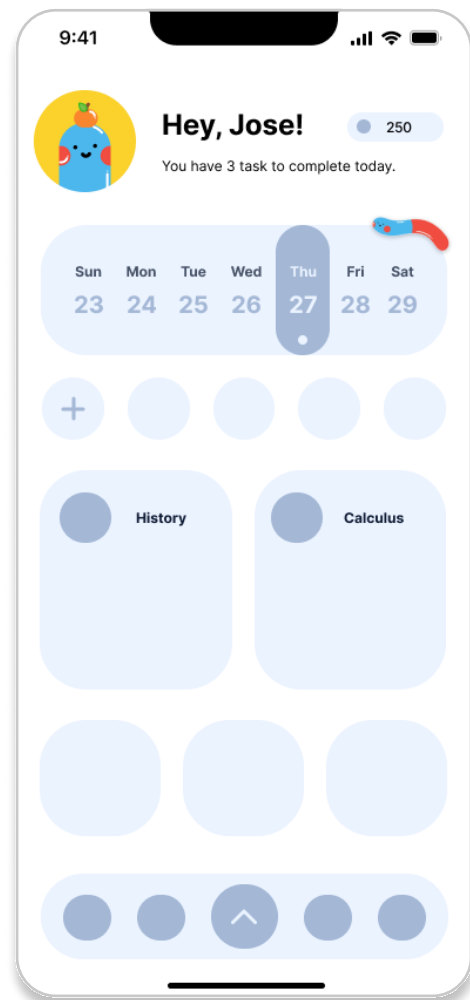
Homepage Concept 1

For concept 1, we wanted to have a calendar at the top in order for people to keep track of task they set for themselves when they first open the application.
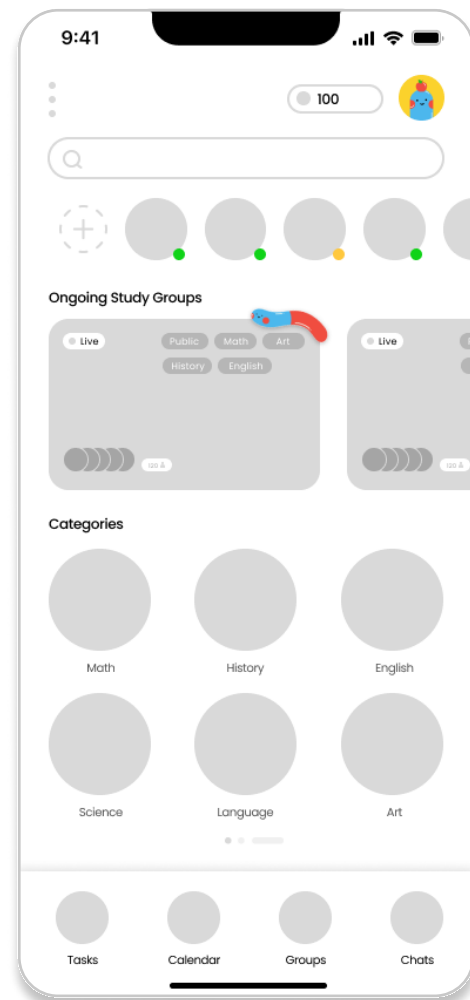
Homepage Concept 2

The ongoing study groups and categories are the main focus of Concept 2, so we designed them to be prominently featured on the home screen.
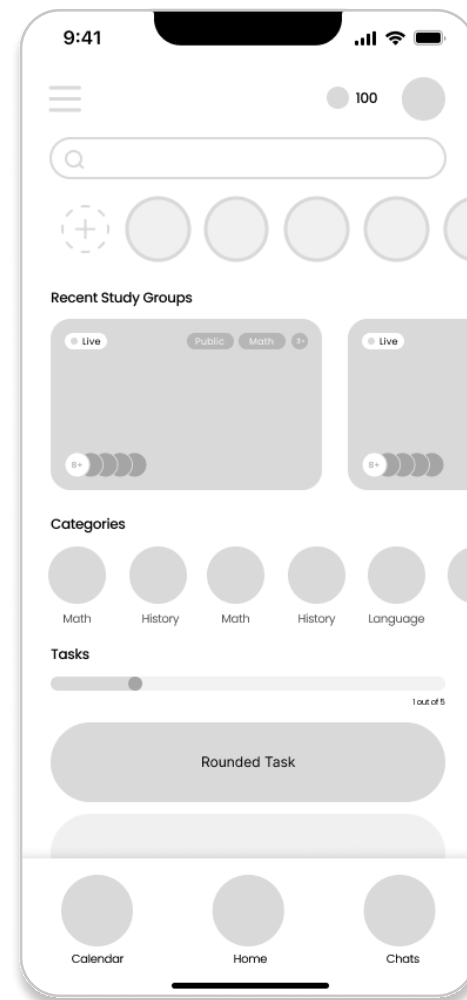
Homepage Concept 3

Concept 3 features smaller study categories and a task bar that helps users track their progress towards their daily goals. It also includes a section for tasks.
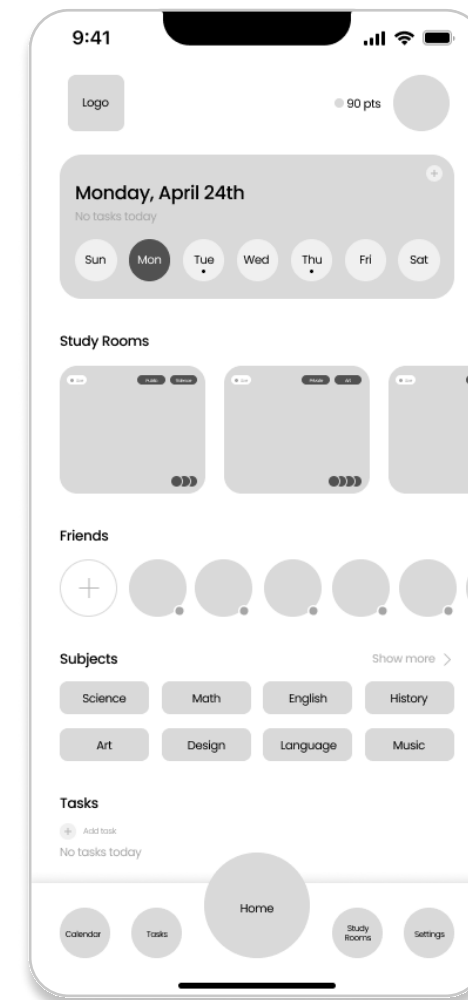
Homepage Concept 4

Concept 4 was a mix of concept 1 and 2, but at the end it was not working out so we strayed away from it.
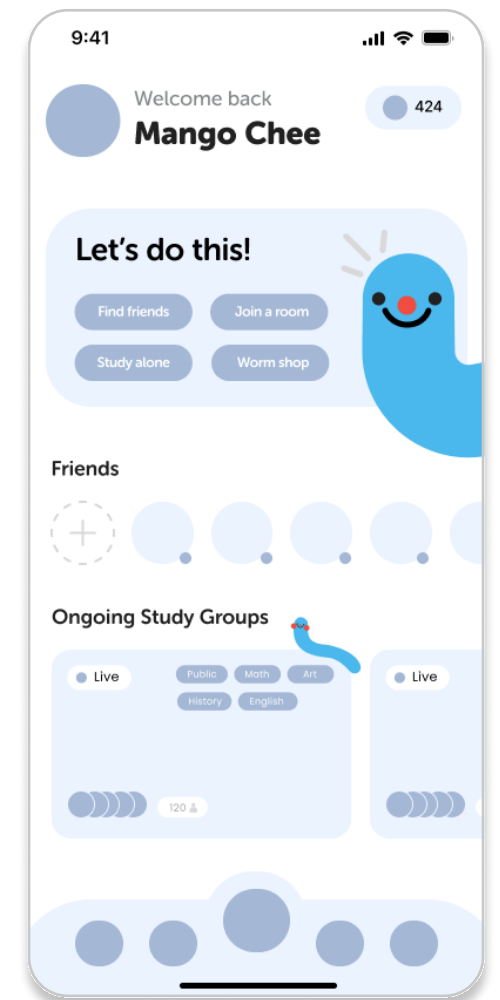
Homepage Concept 5

Concept 5 has an inviting home page with an illustrated mascot that greets users upon opening the app. This design was ultimately selected for our final design.

Profile | Finding Friends

Upon opening the app, users will be directed to a landing page that introduces them to the application. From there, users can navigate to the homepage where they can edit their profile or search for and add friends.
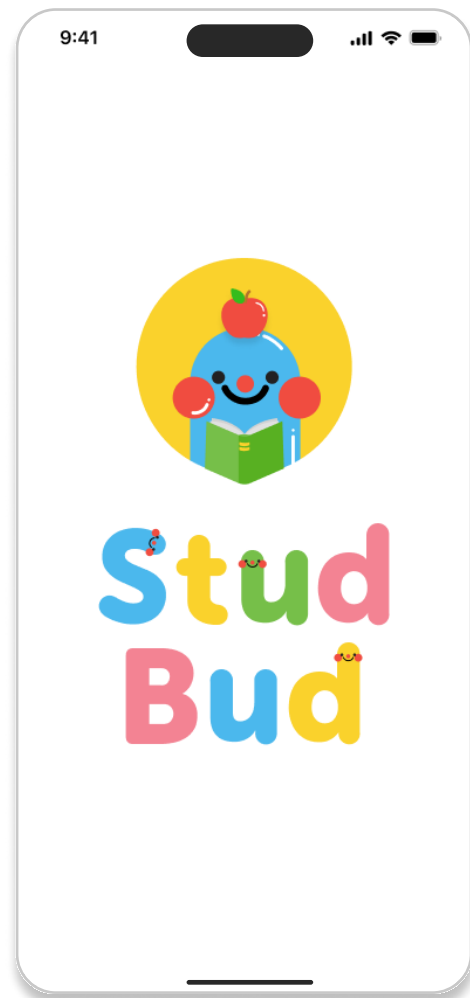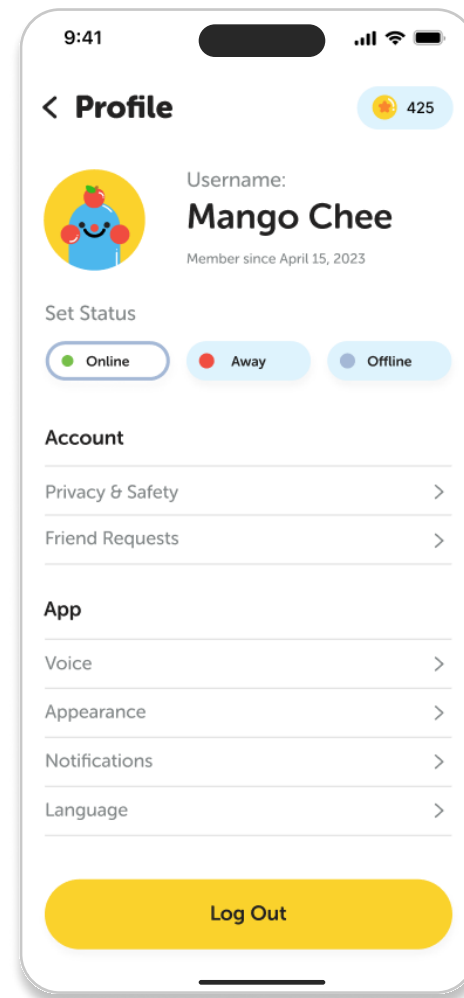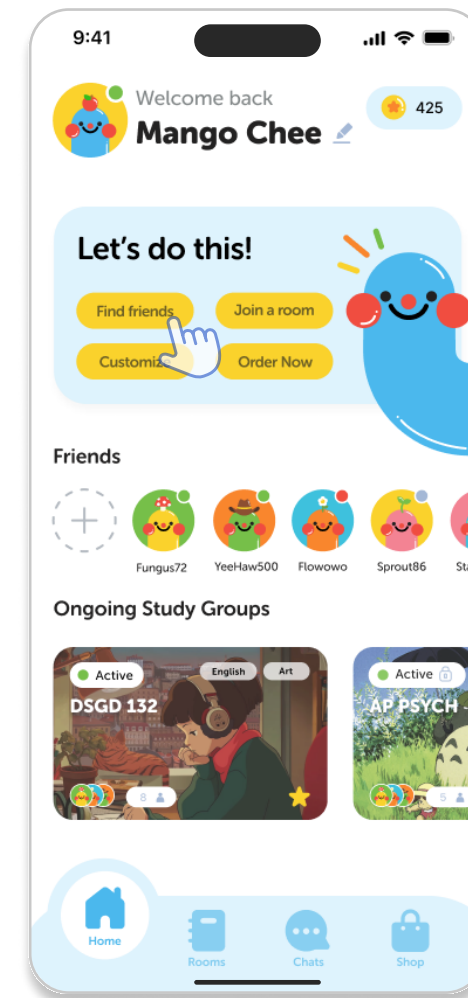
Landing Page
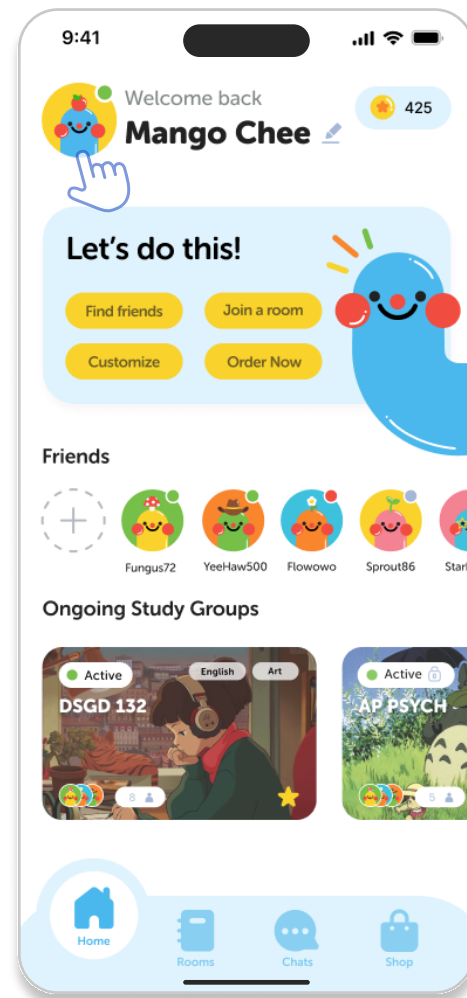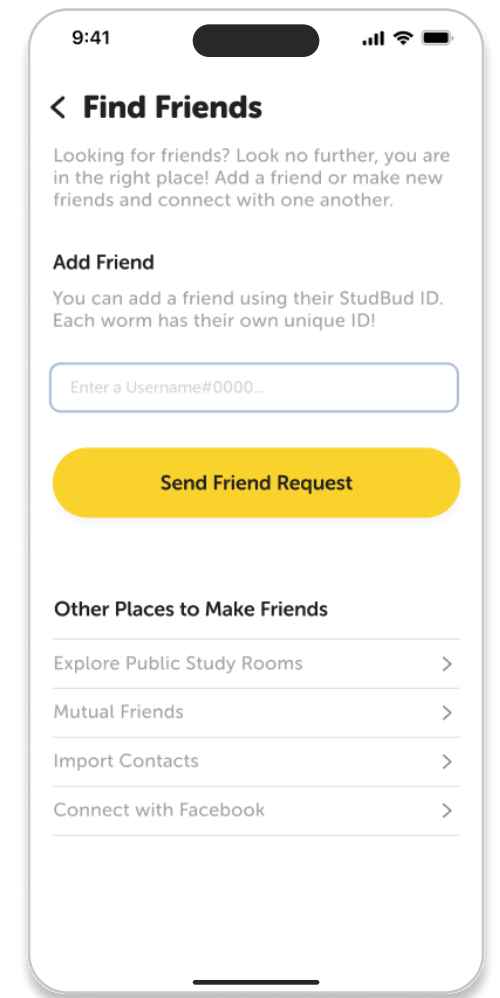
Home Screen

User clicks on their profile.

Profile

User is presented with options like setting their status, app settings, other account options such as appearance, and a logout button.
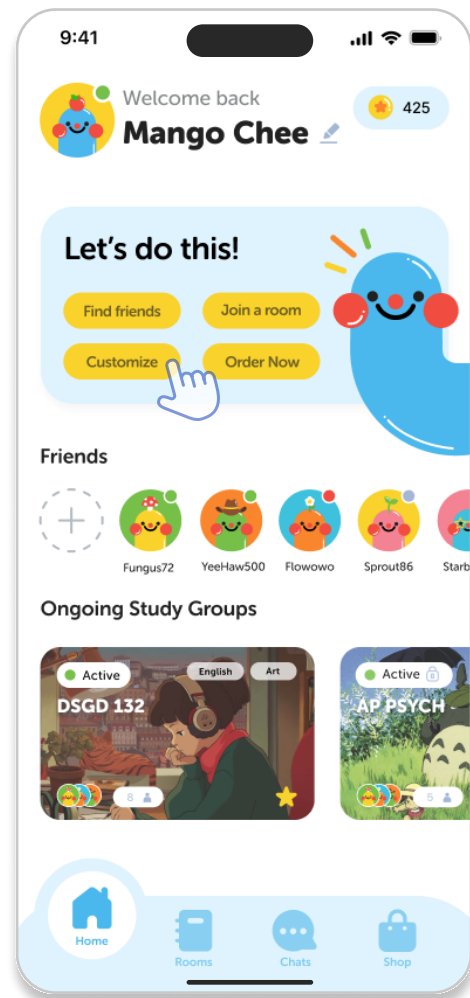
Home Screen

User clicks on "Find friends" button.

Find Friends

Users can add friends by using their Stud Bud ID's, and they are also presented with other options to find friends.

Customizing Avatar

Users can personalize their avatar by using items they have purchased from the "Worm Shop". The interface is designed to be user-friendly, allowing users to select various options and preview them in real-time on their avatar.

Home Screen

User clicks on the "Customize" option on the homepage.
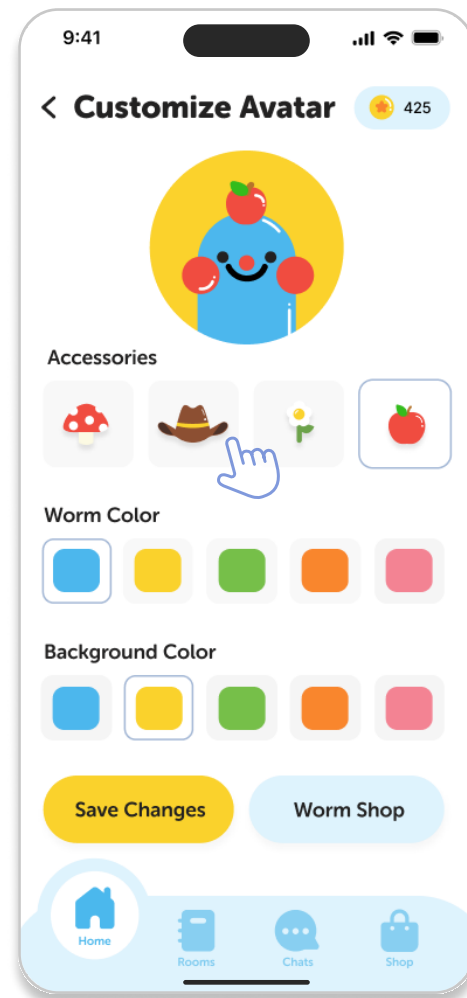
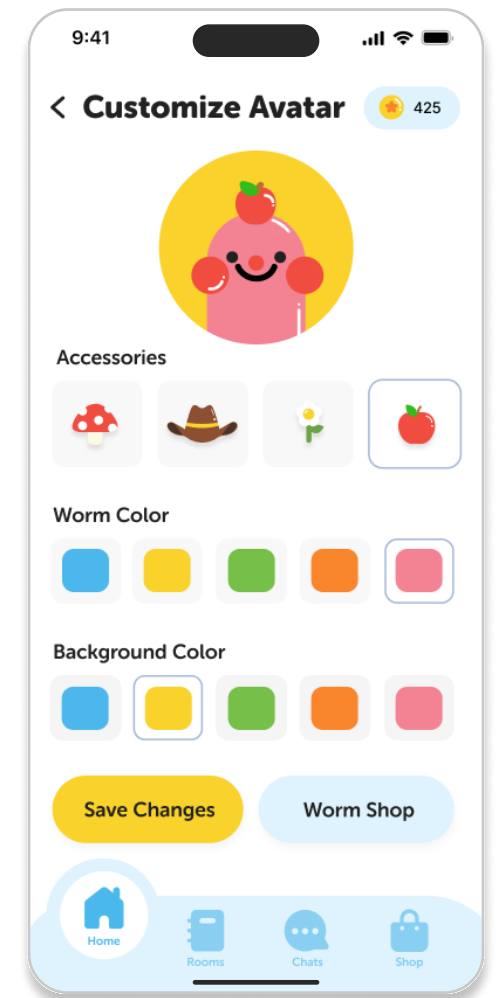**Customize Avatar**

User clicks on the flower accessory.
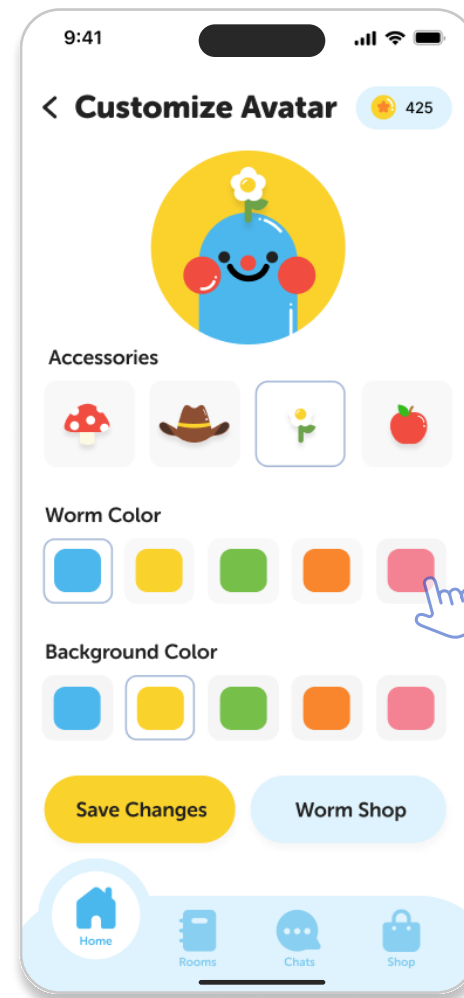
Customize Avatar

User clicks on the pink worm color.
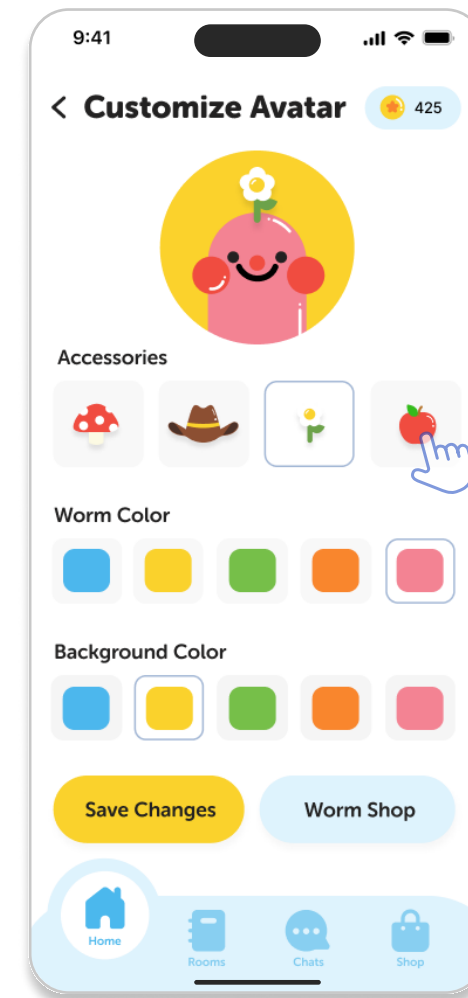
Customize Avatar

User clicks back to the apple accessory like they previously had.

Customize Avatar

User is not satisfied with their new personalized avatar and sticks with their original avatar.

Ordering a Desk Buddy

The homepage provides users with the option to order their very own "Desk Buddy" - a personalized avatar worm that can be brought to life in physical form. Additionally, users may also order other customized worms.
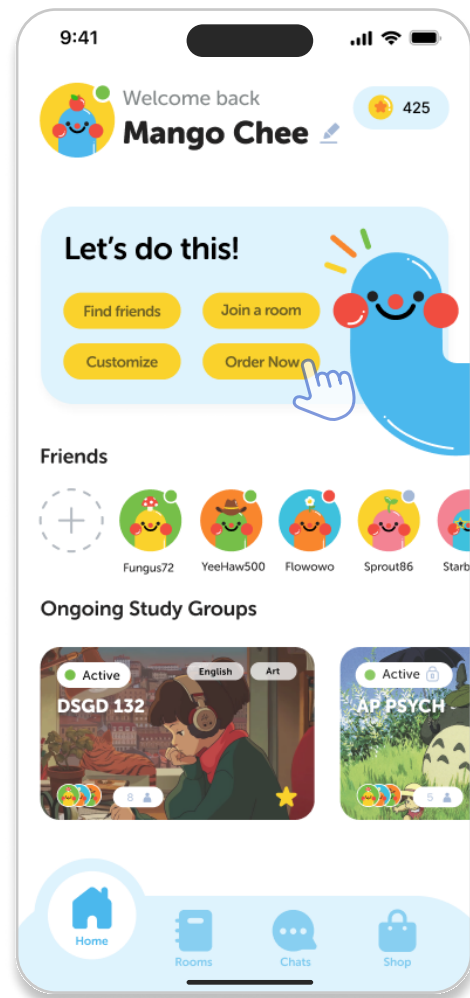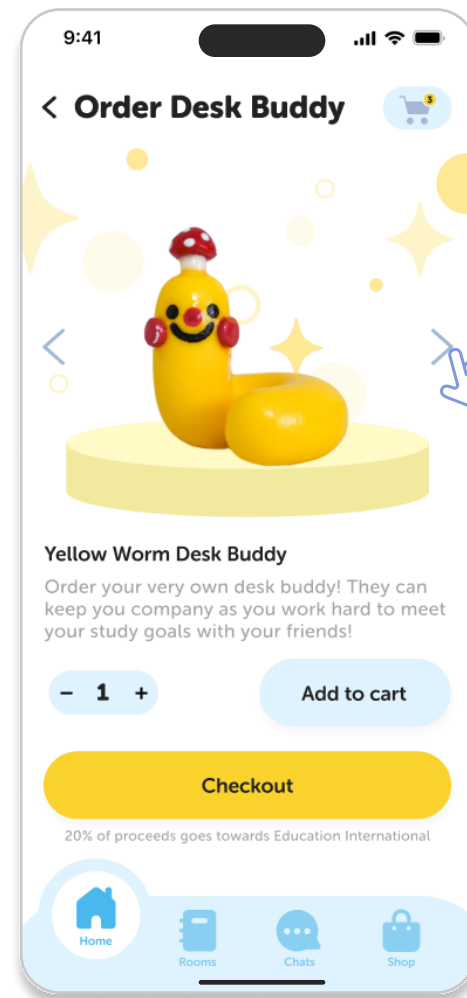
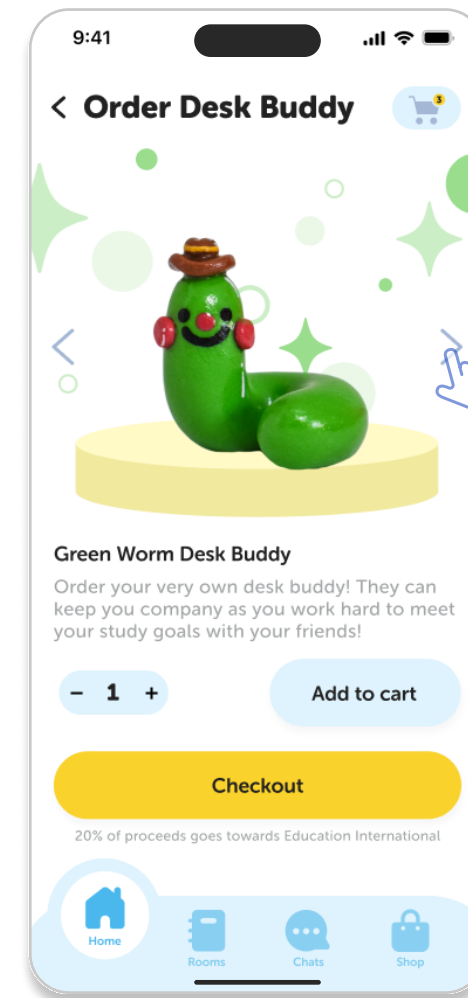

Home Screen

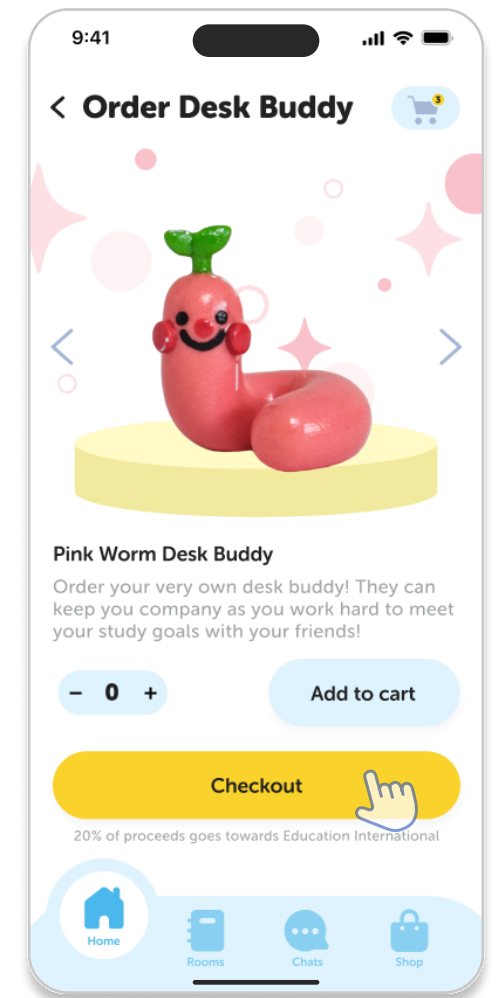User clicks the order now button.
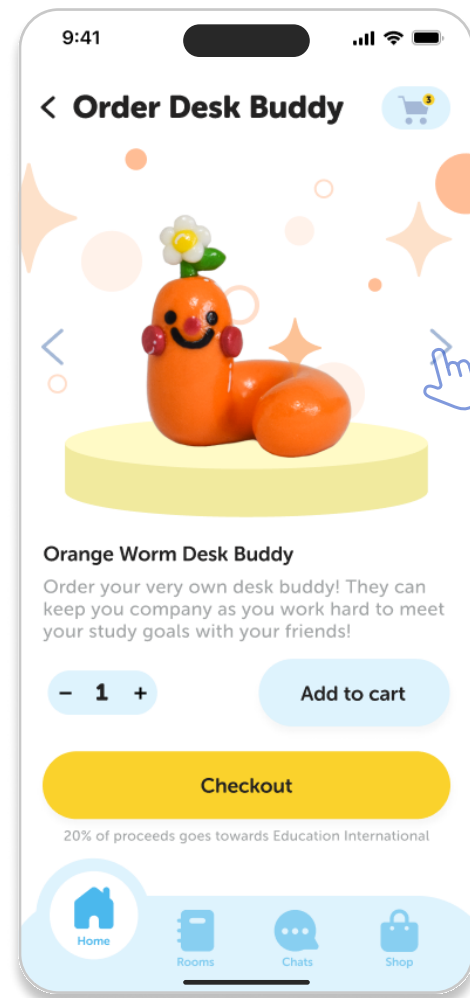
Order Desk Buddy | Selection 1

The Desk Buddy selections that are available are comprised of items that the user has already unlocked in the store.

Order Desk Buddy | Selection 2

Order Desk Buddy | Selection 3

Order Desk Buddy | Selection 4

Users can specify the quantity of each Desk Buddy they want, add them to the cart, and then proceed to checkout.

Ordering a Desk Buddy

After selecting all the worms for order , there will be a pop up page that is the checkout screen showcasing all the worms and the total cost. Once confirming the order, your desk buddy(s) will be on its way!
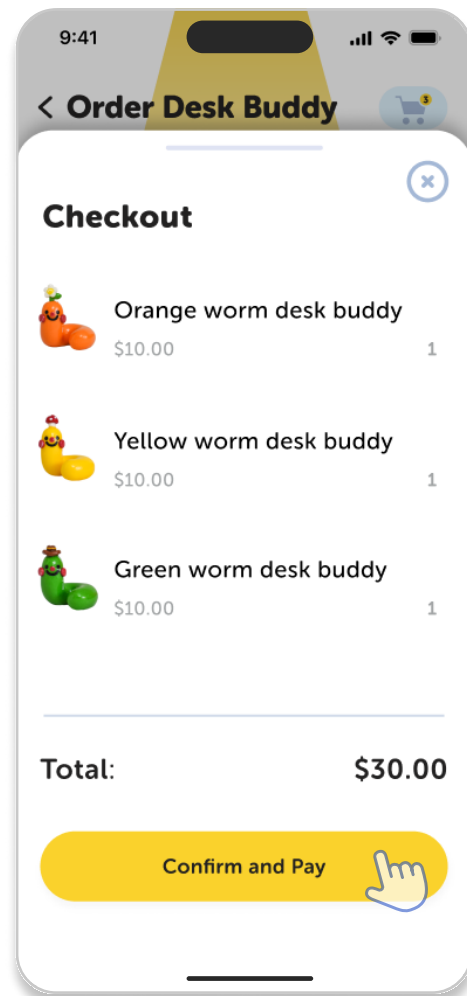
Order Desk Buddy | Checkout

User clicks on the "Confirm and Pay" to finalize their purchase.
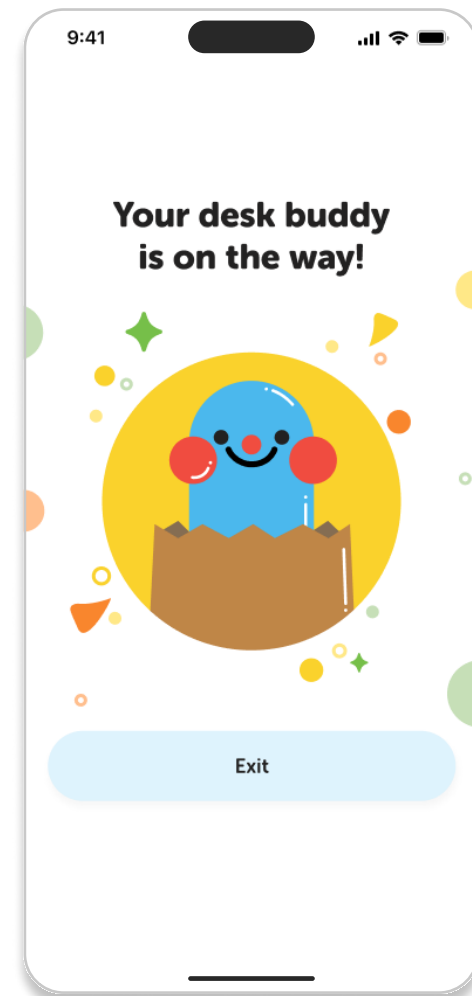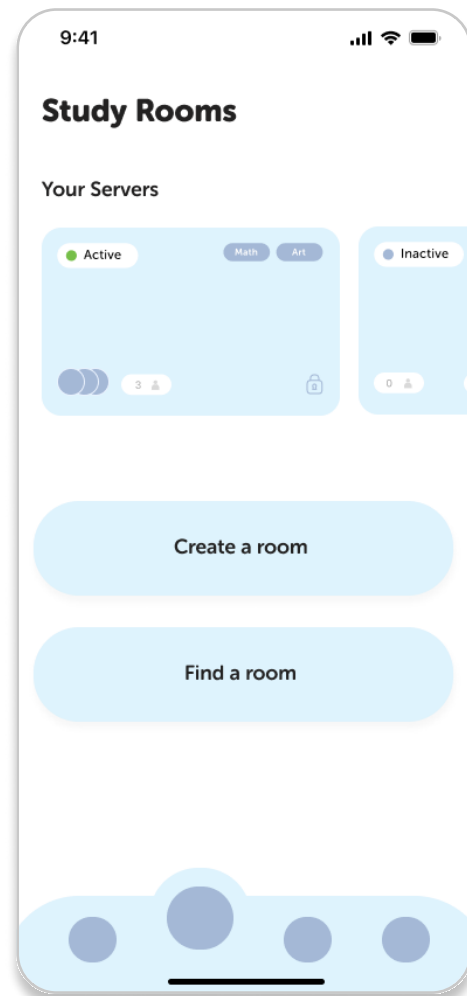

Desk Buddy Confirmation Screen
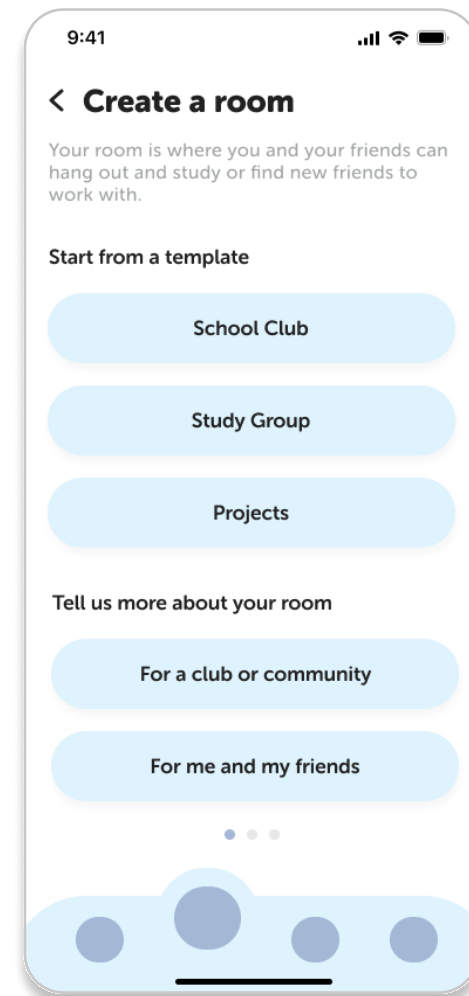
Rooms

Join a room or create
your own study room!

Low Fidelity | Creating a Room

Since joining/creating a room is one of the most important features of the app, we wanted the process to be simple and straightforward.

Rooms | Home Screen

Users wanted a way to quickly find their most frequently used servers, so we added a favorites section at the top of the screen to highlight it.
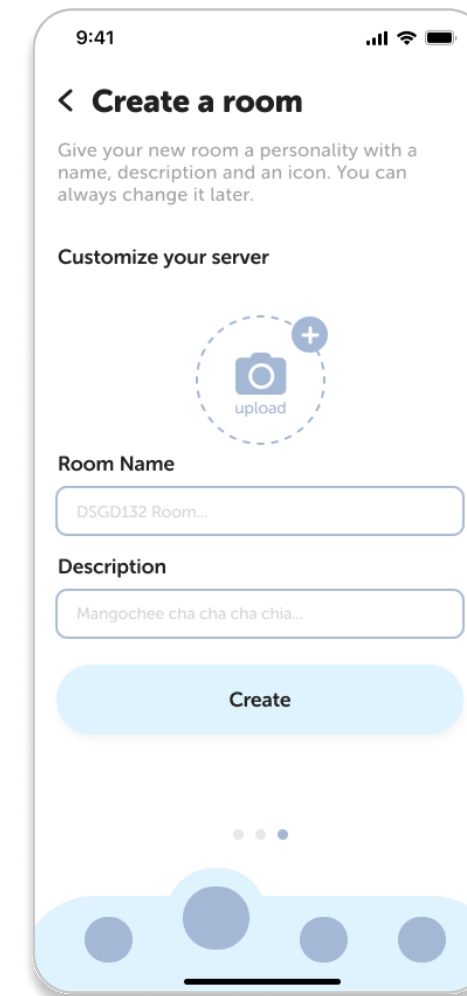
Create a room | Step 1

We decided to take away one of the buttons ("Projects") because it was confusing to our users and added a next step button instead.
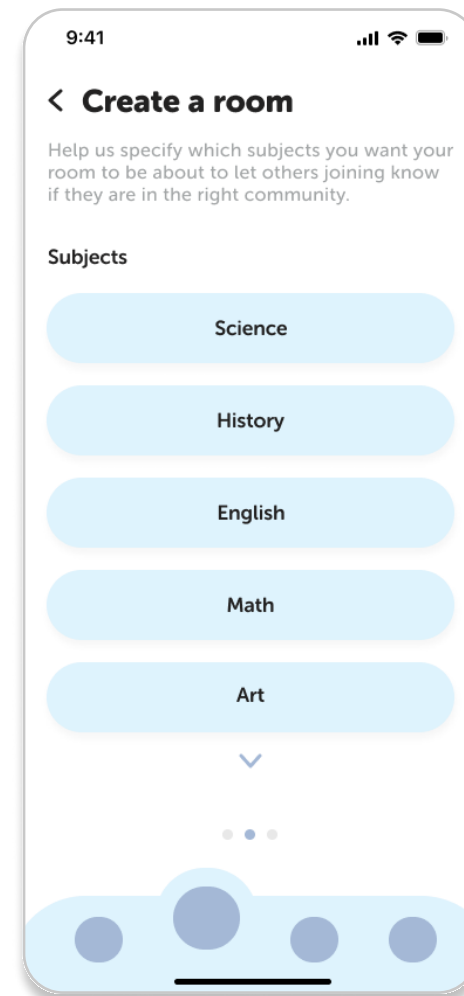
Create a room | Step 2

We also decided to remove the navigation bar from these screens as we felt it was unnecessary.
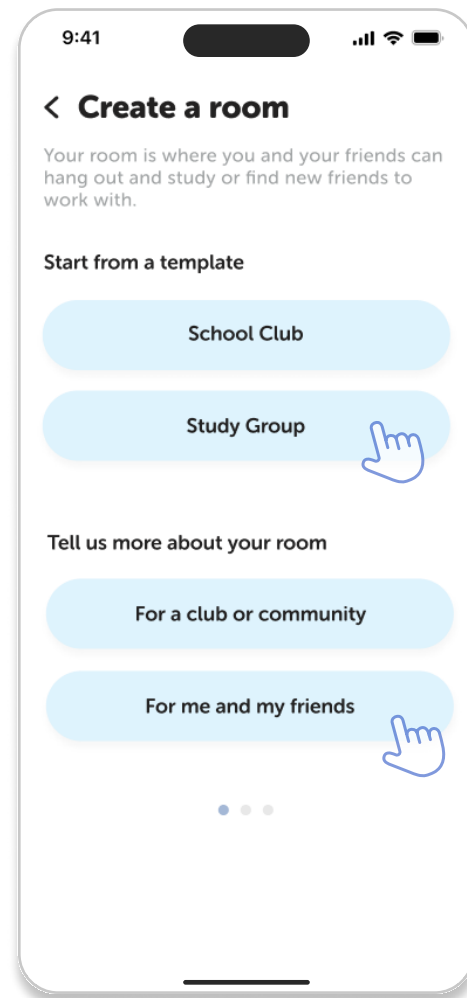
Create a room | Step 3

We increased the description size in order to allow users to read the entire description instead of just being limited to one line.

Creating a Room

Users have the option to either join an existing room or create their own. Creating a room allows users to make rooms specific to their study needs through a series of options that will help describe what the room is about.
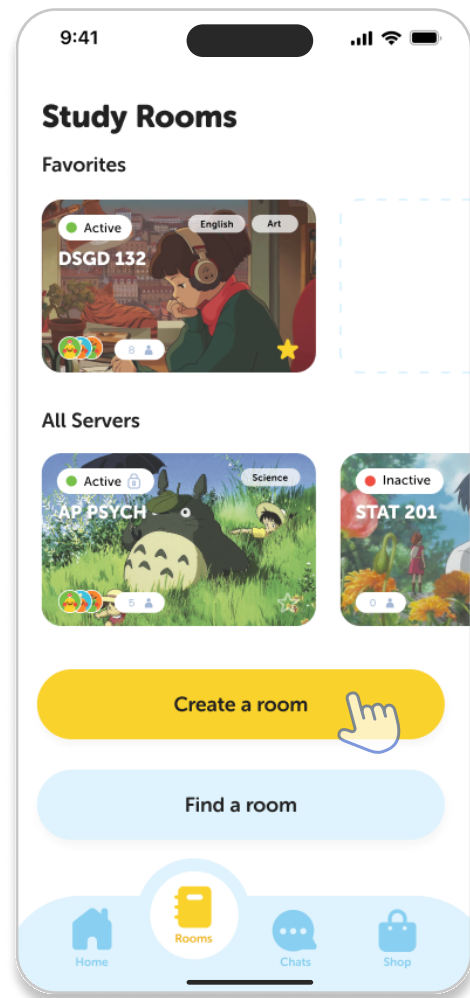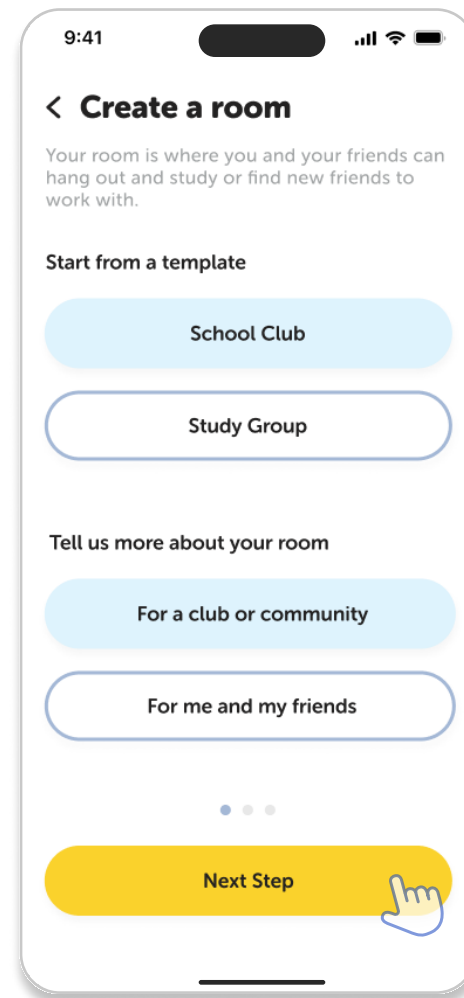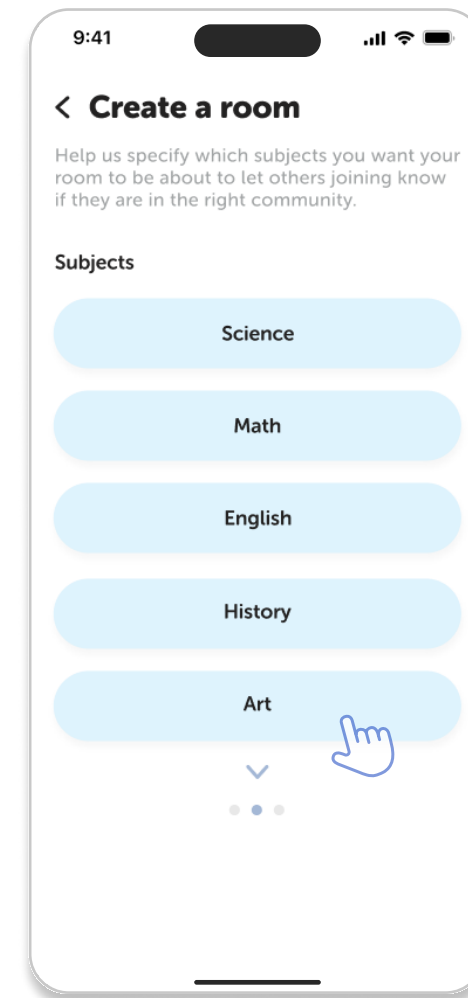

Rooms | Home Screen

Create a room | Step 1

When first creating a room, users will be given options to specify what type of study room they want to create.
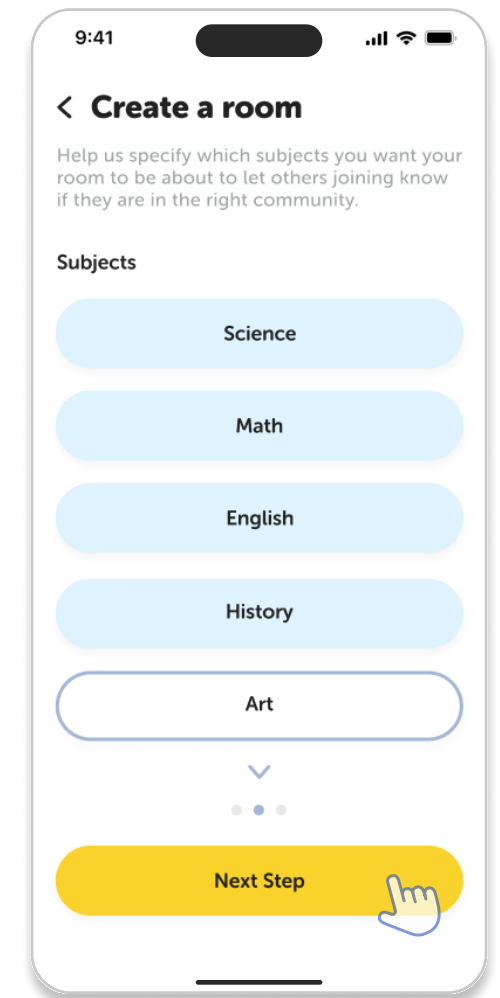
Template and more details

The options "Study Group" and "For me and my friends" were chosen for this demonstration.

Create a room | Step 2

The subjects for each room helps users narrow down what topics they will be focusing on in their respective rooms.
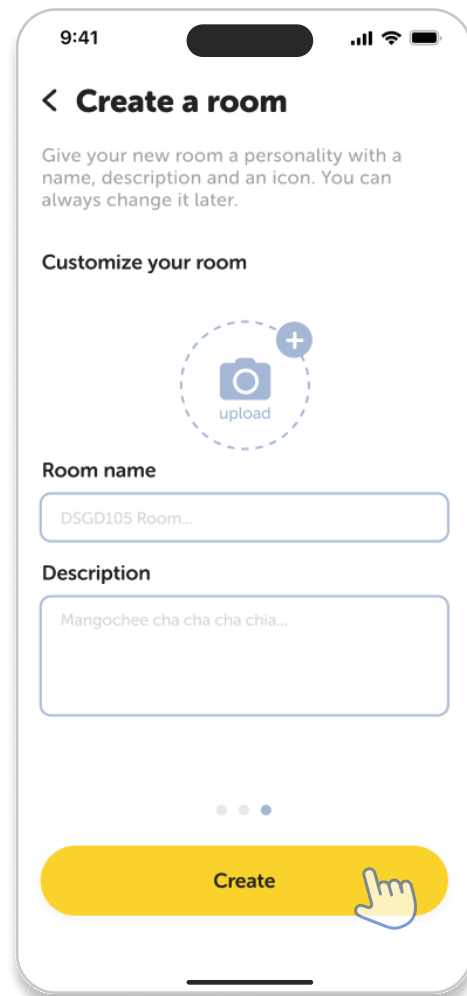
Subjects

The subject "Art" was chosen for this demonstration but multiple subjects can be chosen as well.
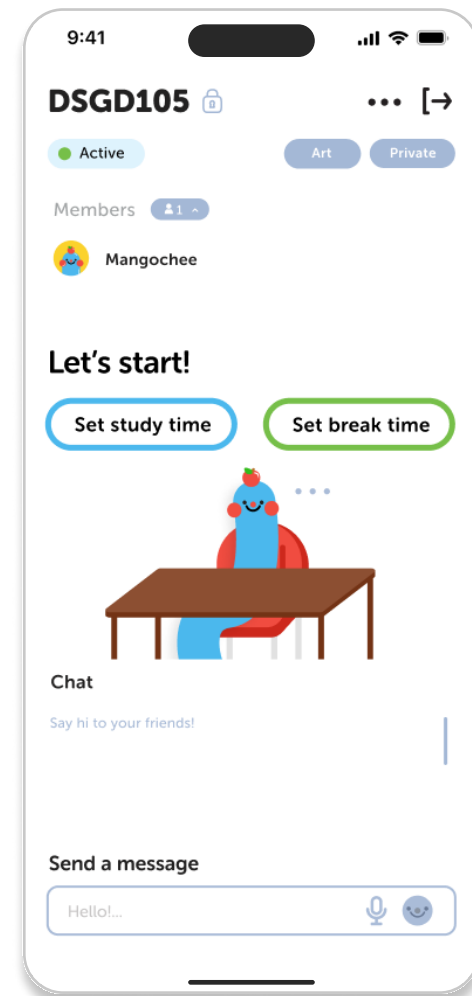
Creating a Room

After the series of options, users will be taken to a screen that allows them to customize their room with a profile picture, name, and description. Through completion, they will be taken to their newly created room.
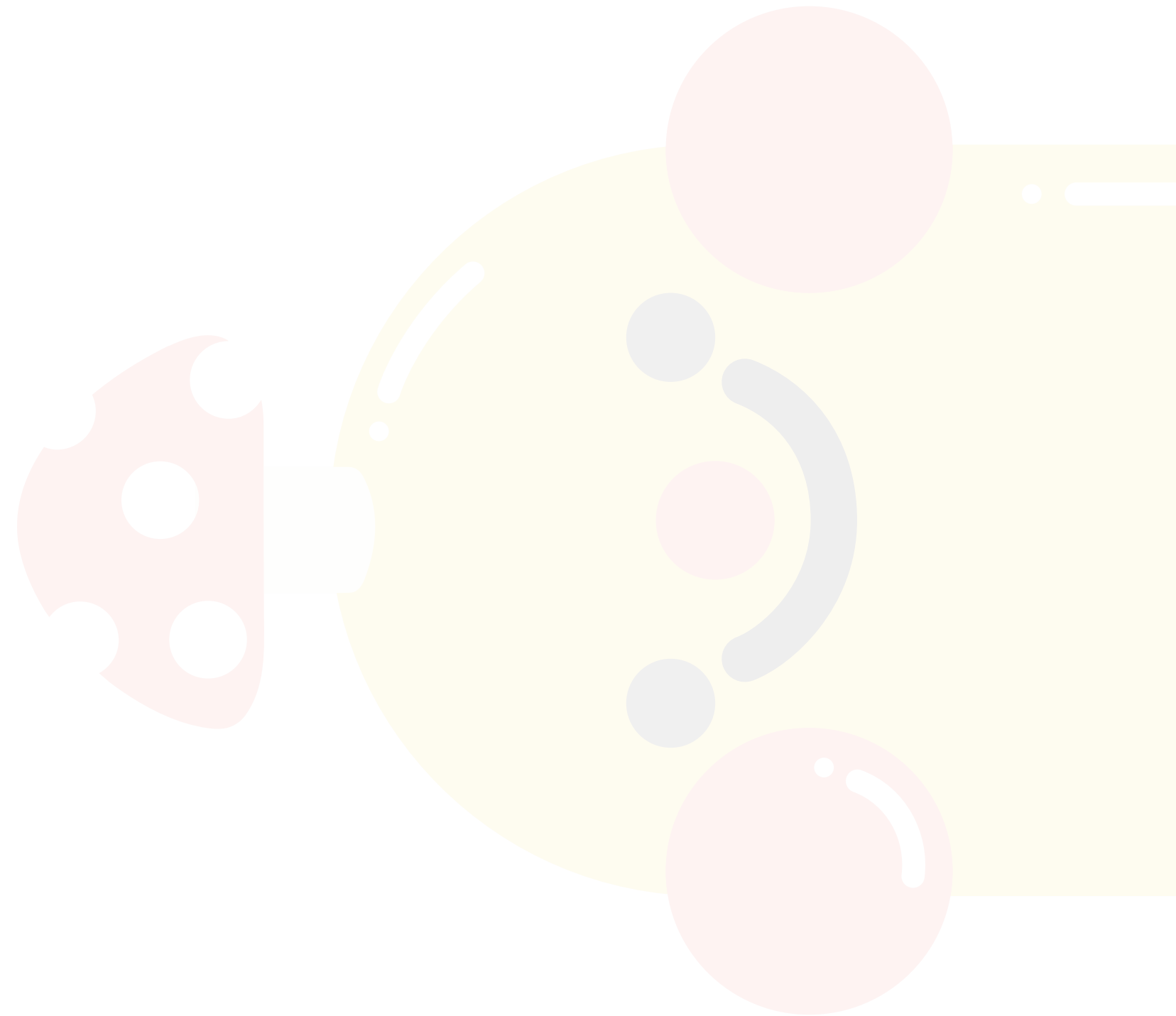

Create a room | Step 3

The last step is to customize the room with a room profile picture, name, and a short descrption.

New room

After finishing the setup process, users will be directed to a new room with the selected tags, and a locked screen only accessible to the user and their friends.

Joining a Room

After clicking the "Rooms" tab in the navigation bar users will be able to view all the previous servers they have joined, the servers they have favorited (which will be highlighted on the top of the page), or explore and find new servers that match their needs.
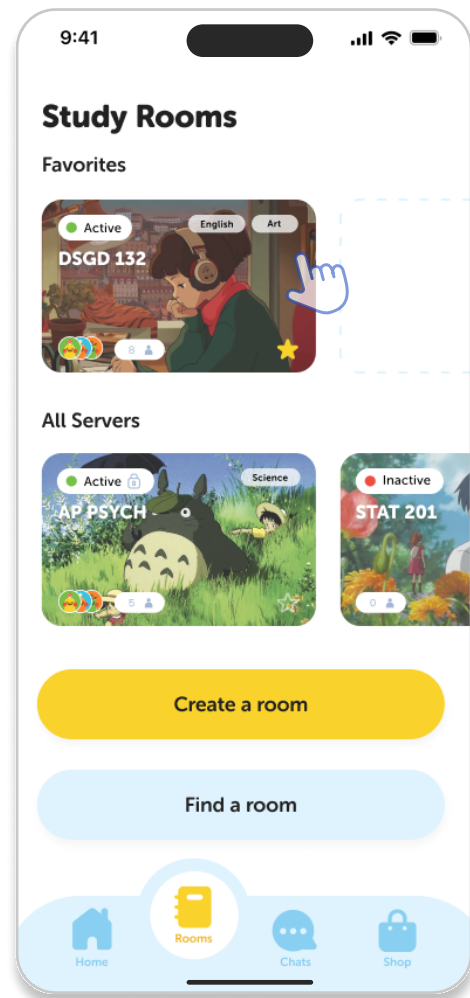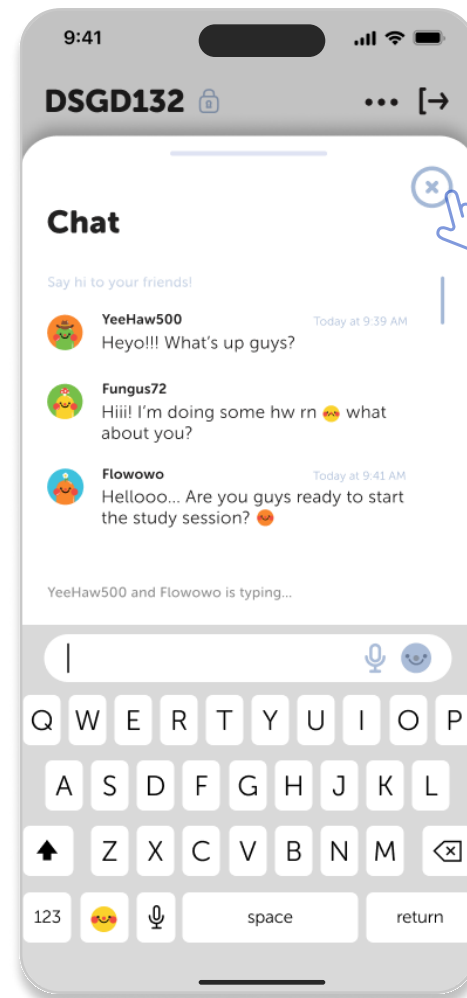

Rooms | Home Screen

User is able to view whether a server is public or private, the number of members currently active, and which subjects they are focusing on with the server tags.
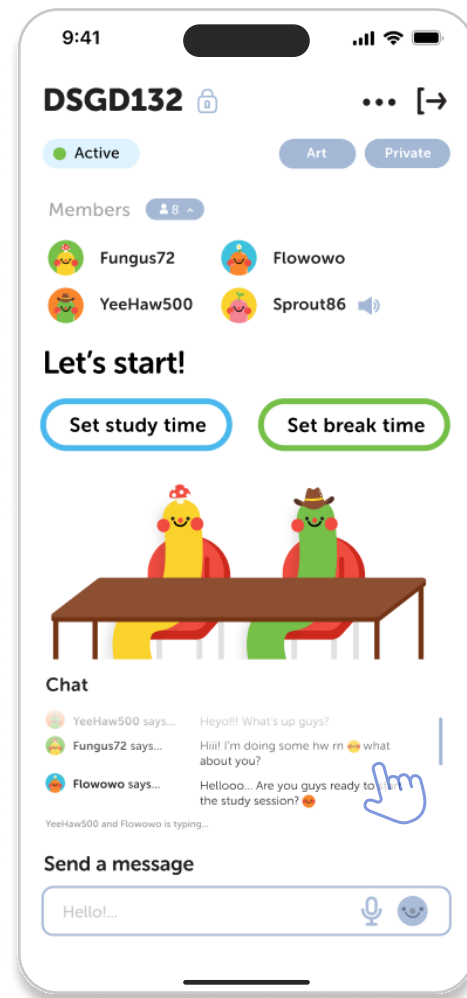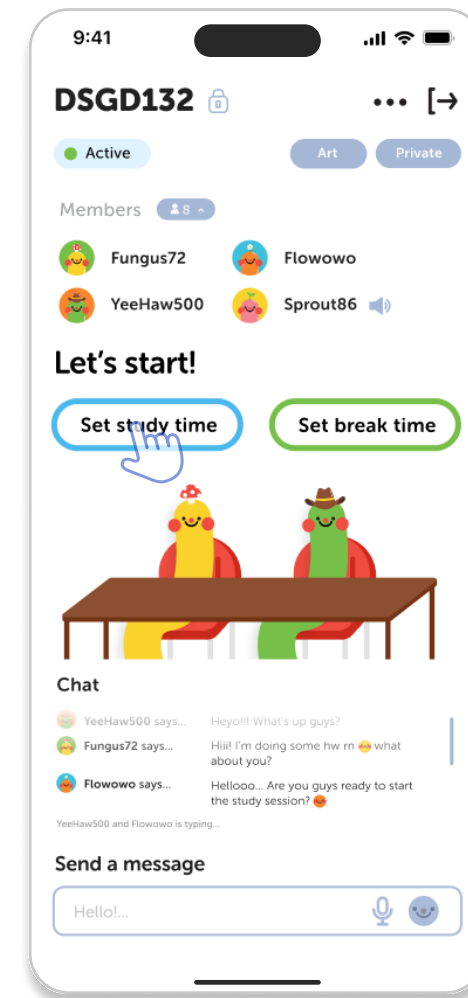
Study Room

User joins a study room where they can now view the members names and chat with them either via voice or text.
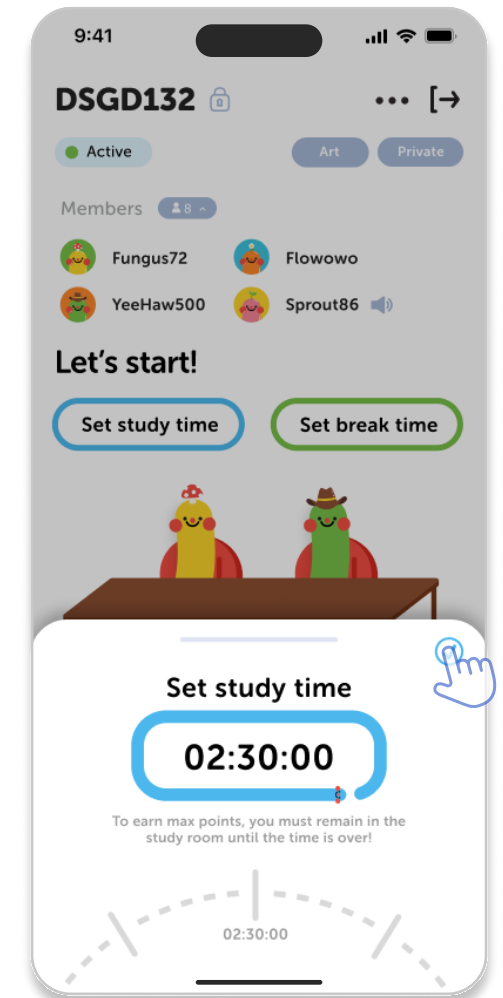
Study Room Chat

If the text chat is clicked on, it will expand to increase legibility.

Study Room

Users are able to click on the two buttons in the center in order to set a study time and break time.
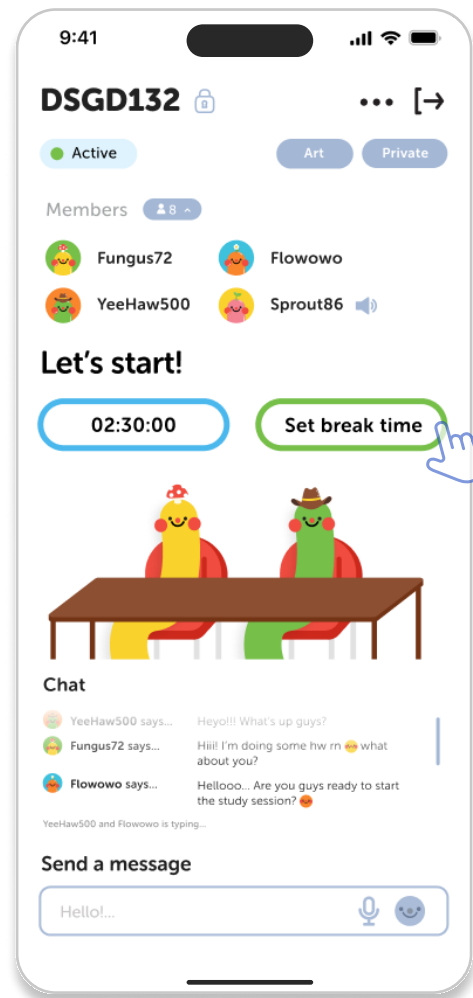
Study Room | Setting Study Time

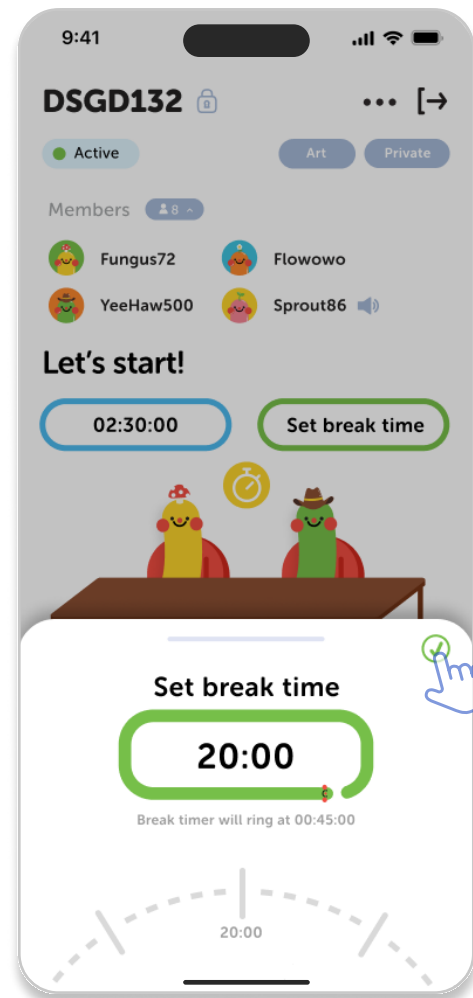The host sets the study time for 2 hours and 30 minutes.

Joining a Room

After a user has joined a room, the host has the ability to set the duration of study and break periods.
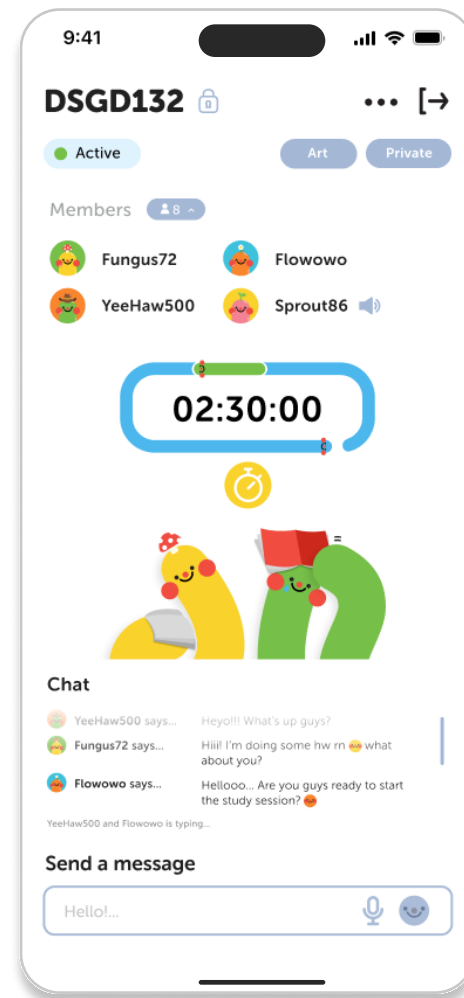

Study Room
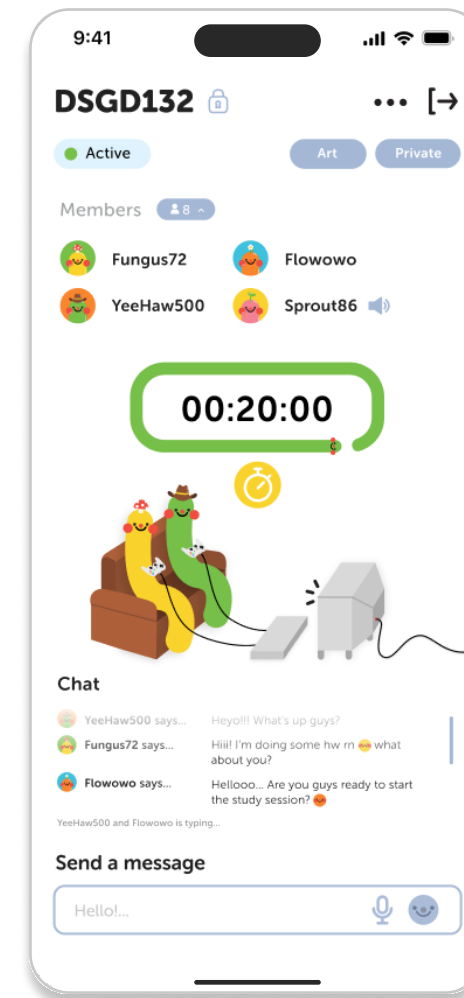
The user clicks on the set a break time button.

Study Room | Setting Break Time

The host sets the break timer for only 30 minutes.

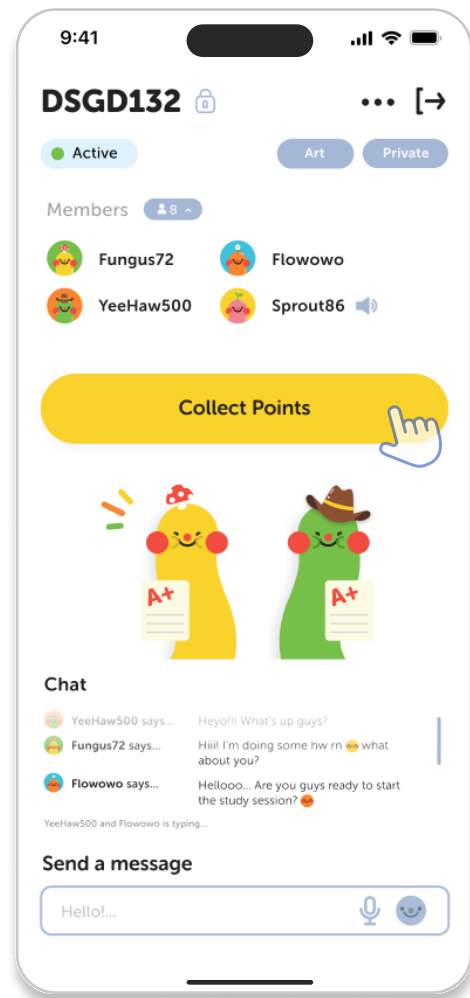**Actively Studying Screen**

Taking a Break Screen

Illustration in the center will change depending on if it's time to study or take a break.

Joining a Room

Once a session is complete users will be prompted to collect the points they earned, which they will be able to use to buy colors and accessories for their avatar. If someone was to leave a study session early they will be penalized and lose points they have earned in the past.
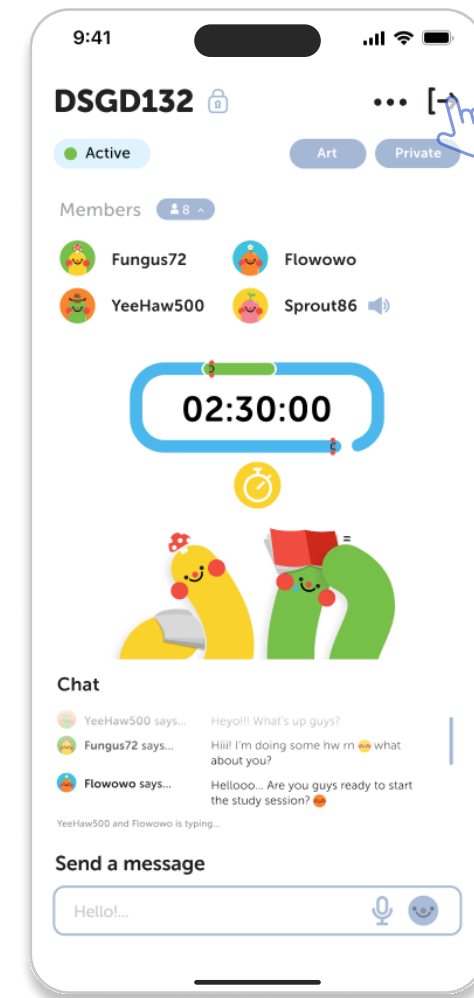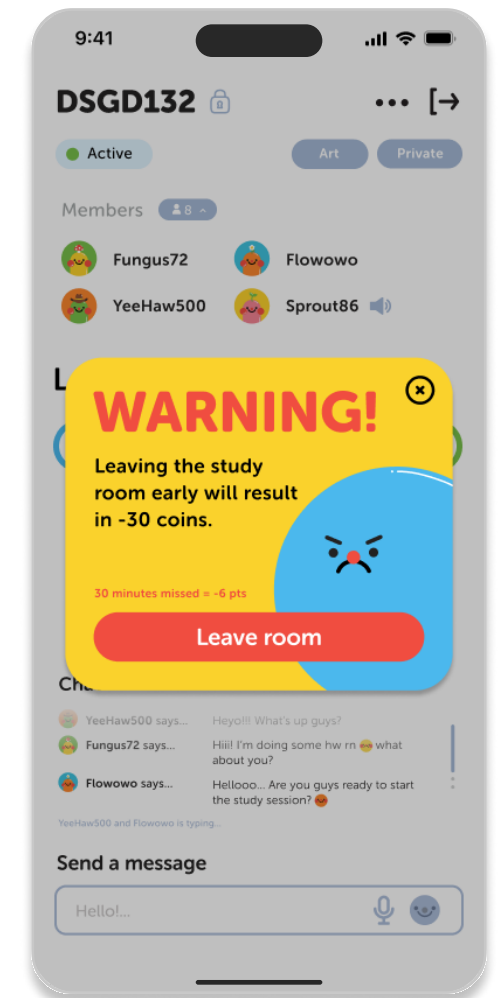

Study Room | Collect Points

After the session is complete the user clicks on the collect points button that will appear.
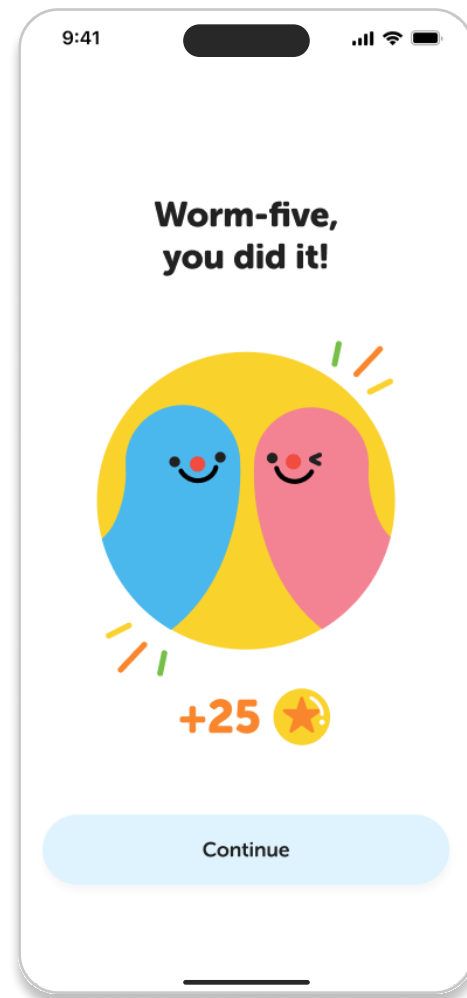
Points Award Screen

Actively Studying Screen

Leaving Room Pop-up

Warning screen prompts user that they will lose points if they leave the session early.
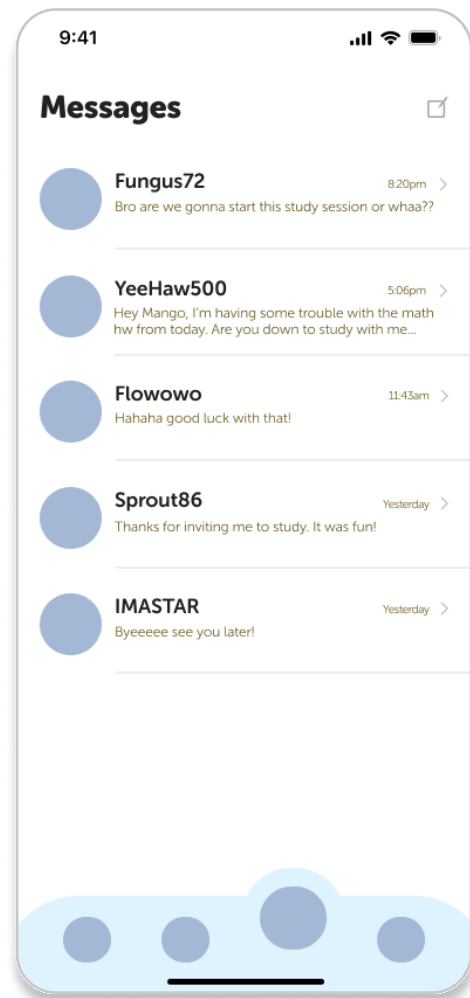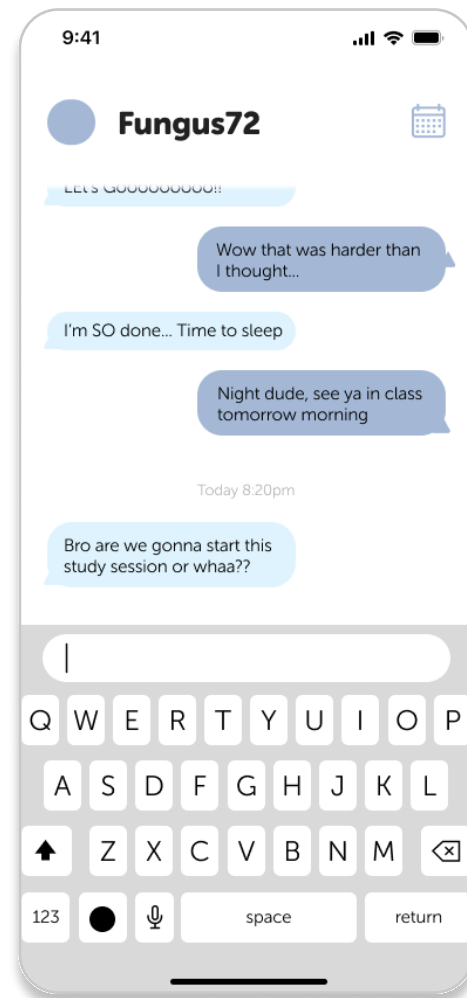
Chats

A place to socialize
with friends!

Low Fidelity | Chats

We ensured that our chat feature is both user-friendly and functional, particularly when it comes to scheduling a session. To create a familiar and comfortable user experience, we designed the chat interface to be similar to other popular social apps such as Facebook.
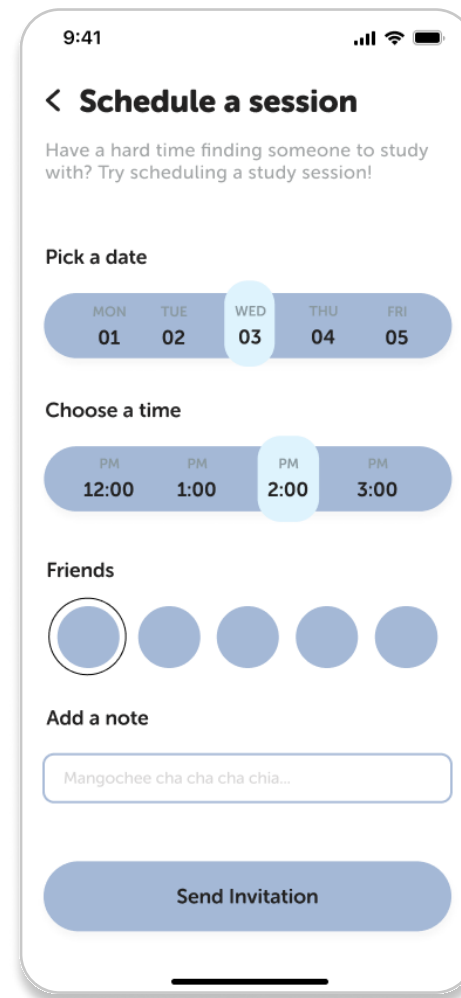

Chat | Home Screen

For this page users showed a concern of not being able to easily schedule a study session with their friends, so we added a "Schedule Session" button at the bottom.
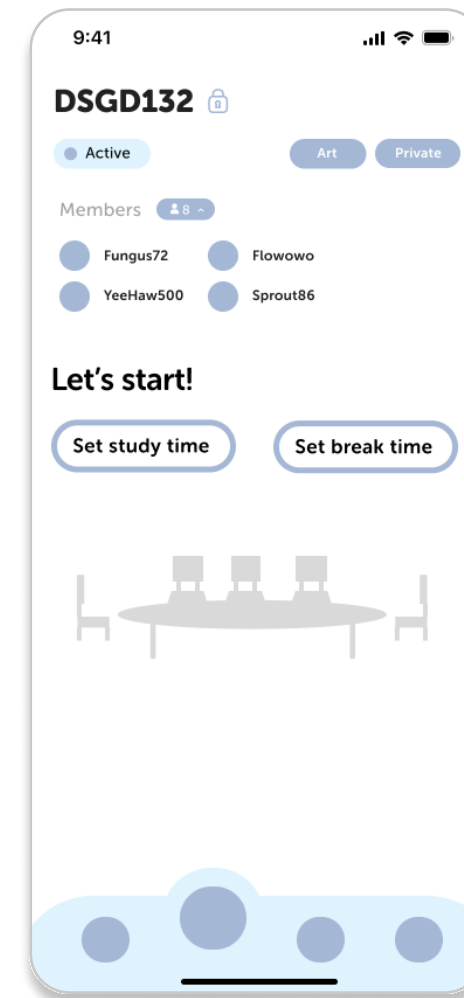
Private Chat

Users requested a chat bot similar to popular social apps and a more convenient way to schedule chat sessions within this screen.

Schedule a Session

For this page we decided to use two separate colors in order to differentiate the picking a date and choosing time option.

Study Room

We added an in-server text chat to this page for users who may not feel comfortable speaking over the voice chat.

Chats | Scheduling a Session

Users are able to have private chats with their friends and schedule study sessions with them by using the buttons provided or by being prompted by our "AI Worm Bot" if it detects you talking about starting a study session.
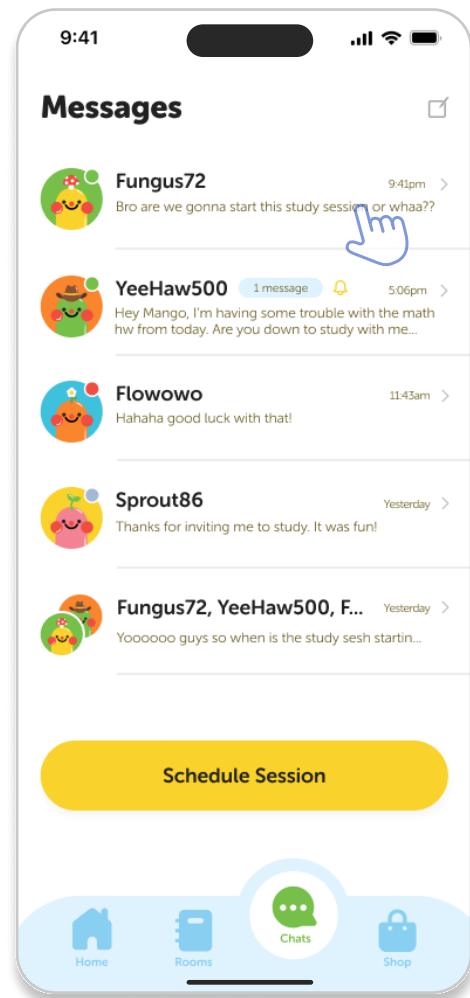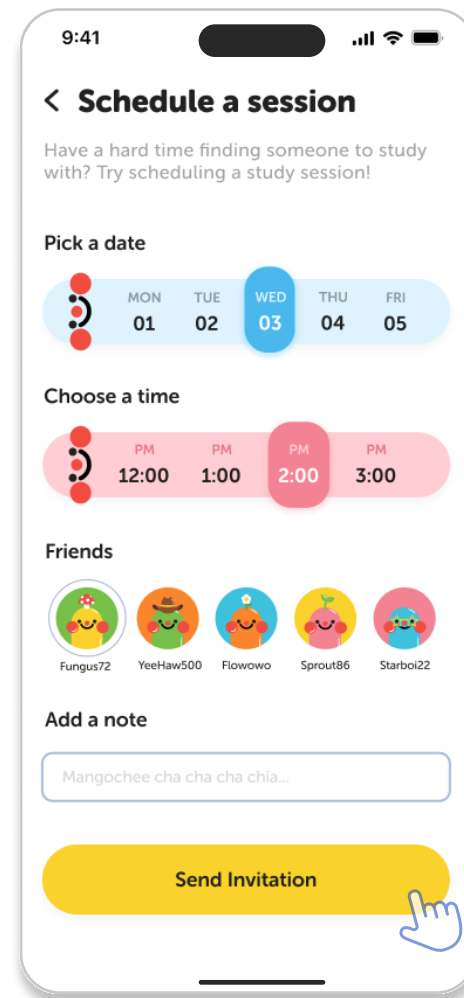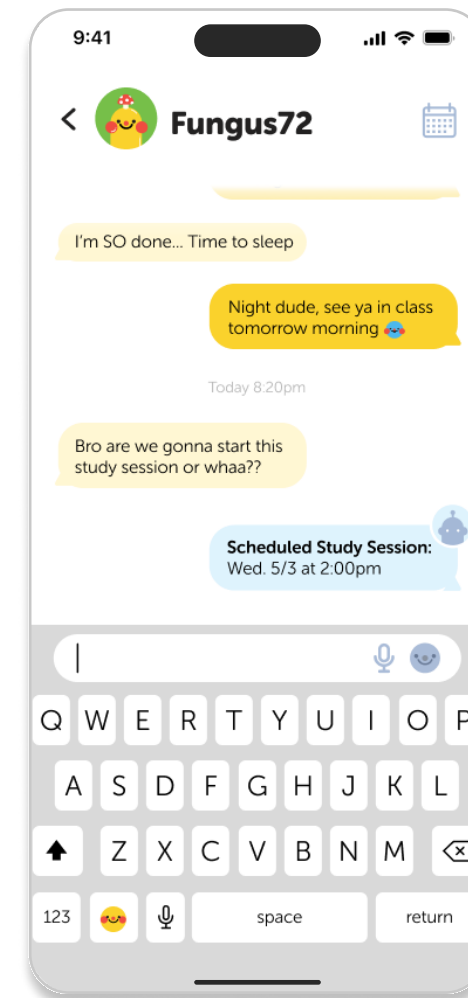

Chat | Home Screen
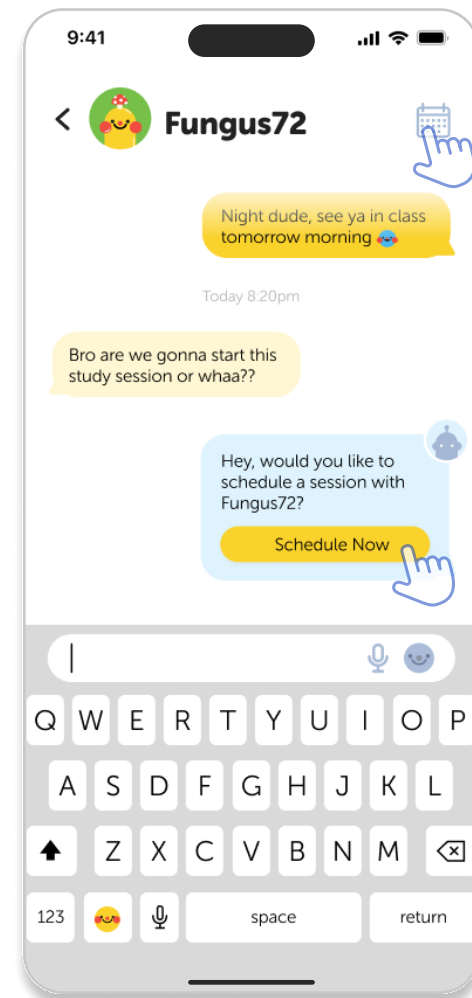
Private Chat

User can schedule a study session using the "schedule now" button on the AI Worm Bot chat or clicking the calendar icon within the chat.
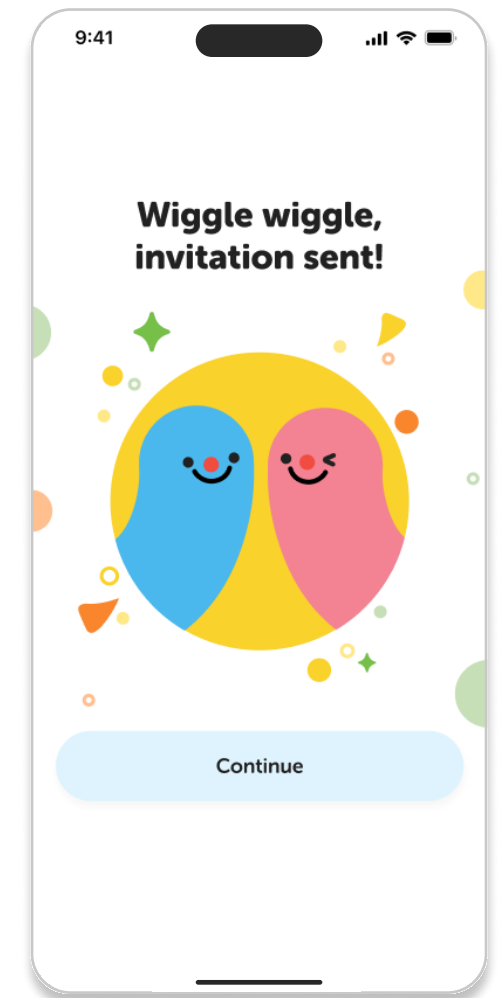
Schedule a Session

The user will be redirected to a page where they can select the date, time, friends to invite to the study session, and add a note.

Confirmation Session

The AI Worm Bot sends out a confirmation for the study session.

Invitation Sent

Shop

Try-on and purchase
new accessories!

Low Fidelity | Worm Shop

In the last tab of our navigation bar, users can purchase accessories for their avatar. The points earned after completing study sessions can be spent here. Upon user testing, users felt the need to preview the items before finalizing their purchase. This feature was implemented in our high fidelity screens.
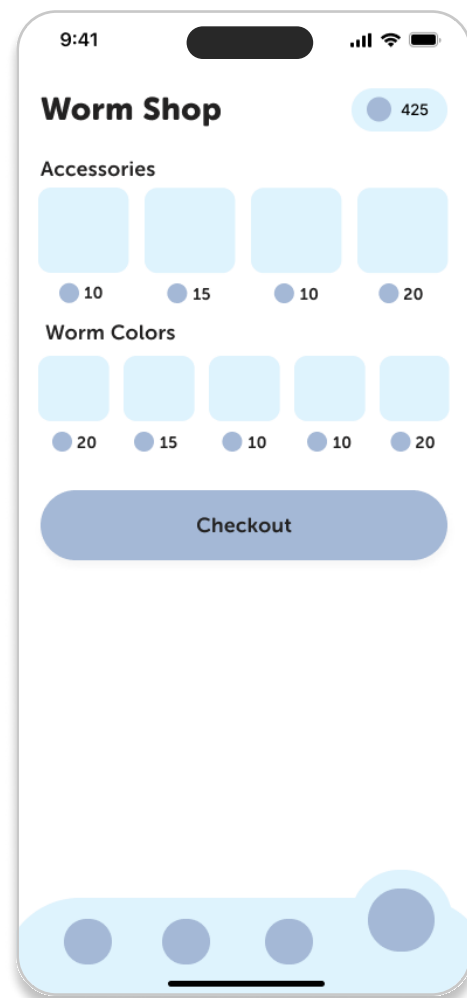
Worm Shop | Home Screen

We added an illustration to welcome users to the shop and changed the background color of the items from blue to light gray for better visibility.
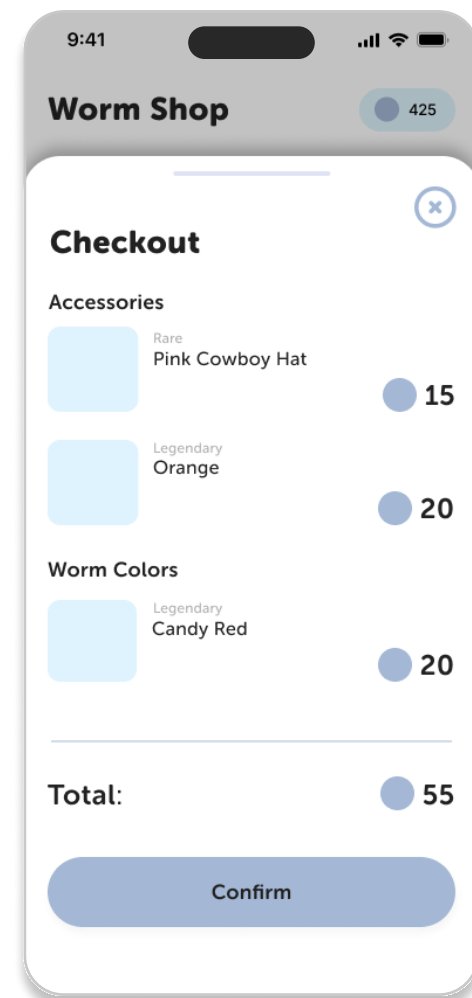
Worm Shop | Checkout

We implemented a preview feature for users to see items before they purchase and a pop-up tab for users to view their purchased items.
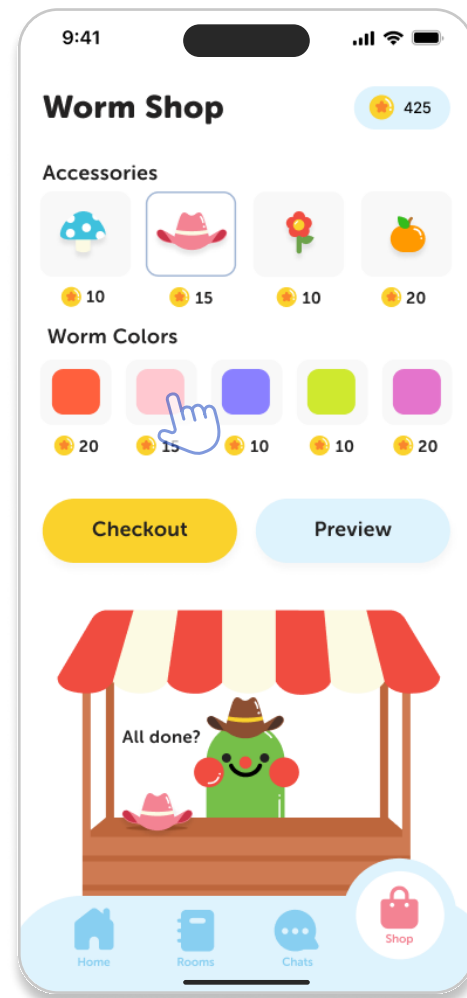
Previewing Accessories

By accessing the "Worm Shop", users can purchase worm accessories and colors using the points they have accumulated from using and remaining in study rooms. Furthermore, users can preview these items before checking out and buying the items.
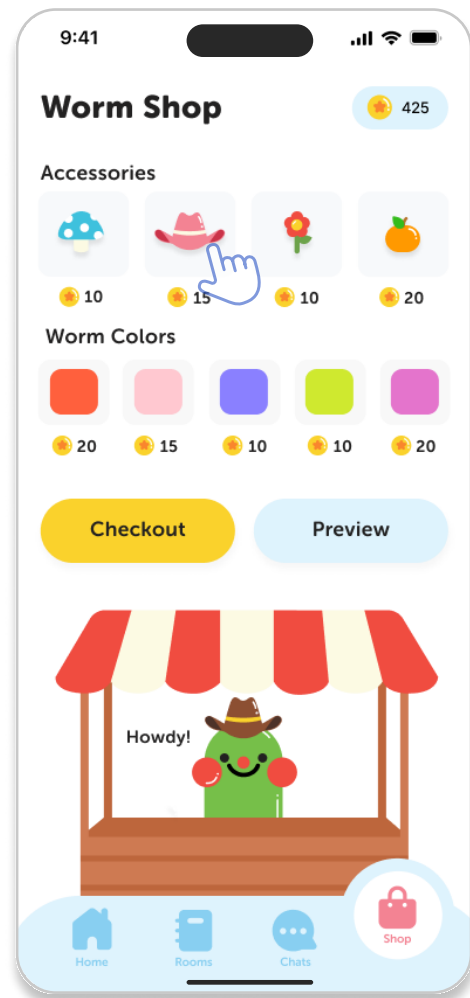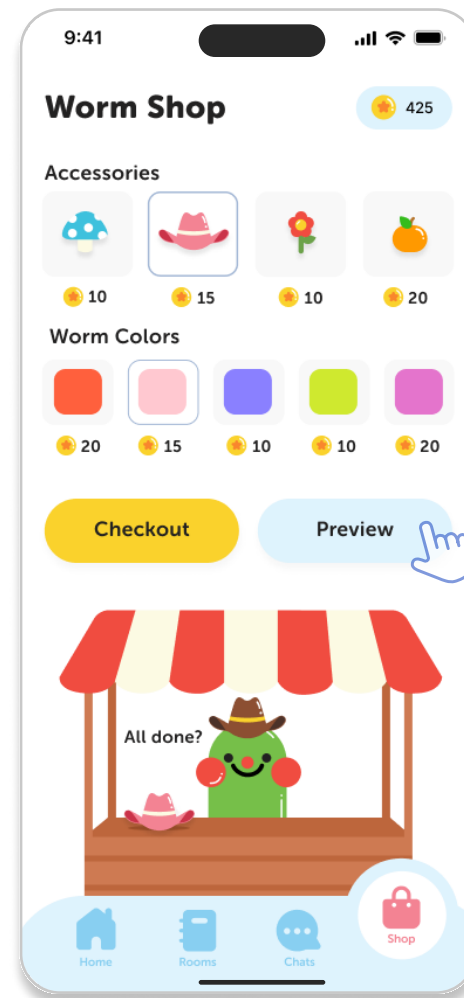

Worm Shop | Home Screen
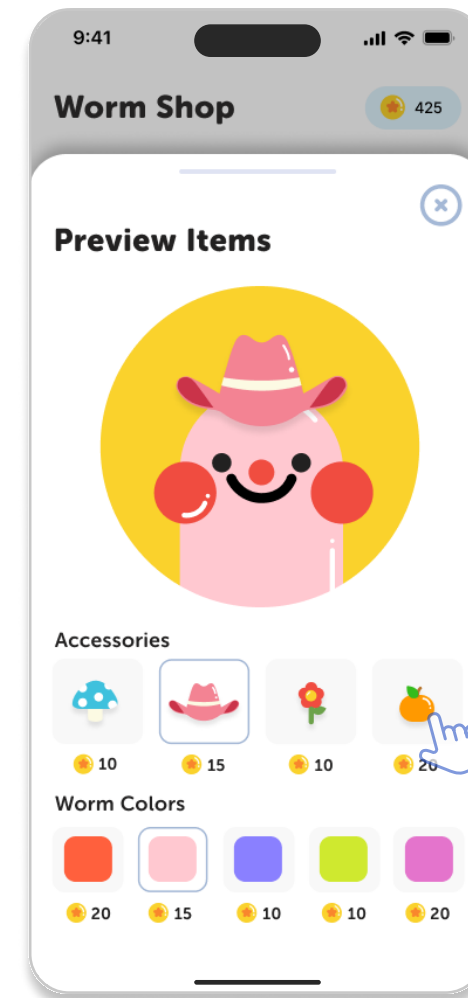
User clicks on the pink cow boy hat.

Worm Shop
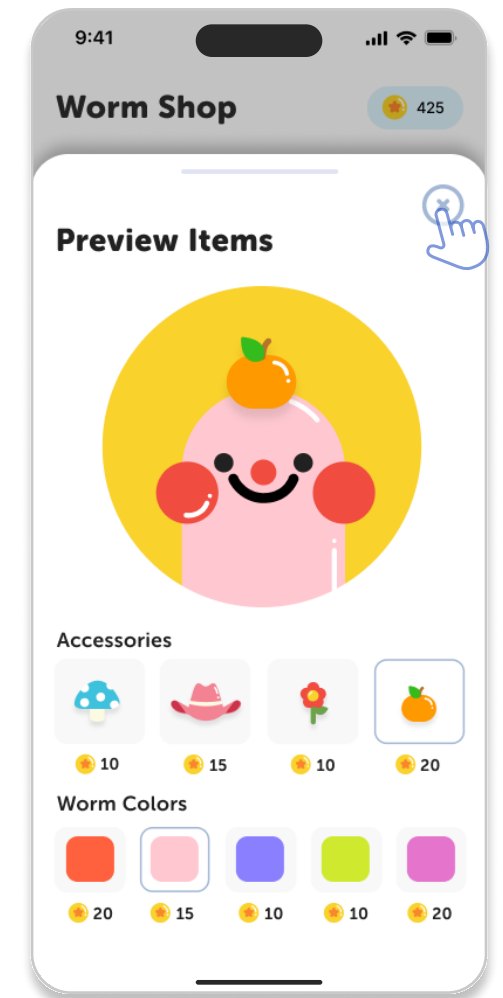
User clicks on the pink worm color.

Worm Shop

User clicks on "Preview" before finalizing their purchase.

Worm Shop | Preview

Through the preview pop-up screen, the user clicks on the orange accessory.
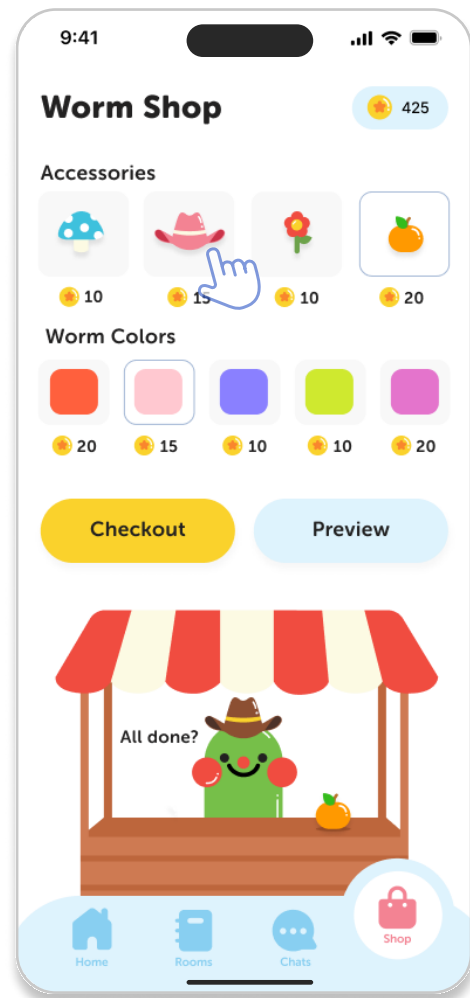
Worm Shop | Preview

The users likes how the orange looks and decides to buy it. They exit the preview screen and are guided back to the worm shop.
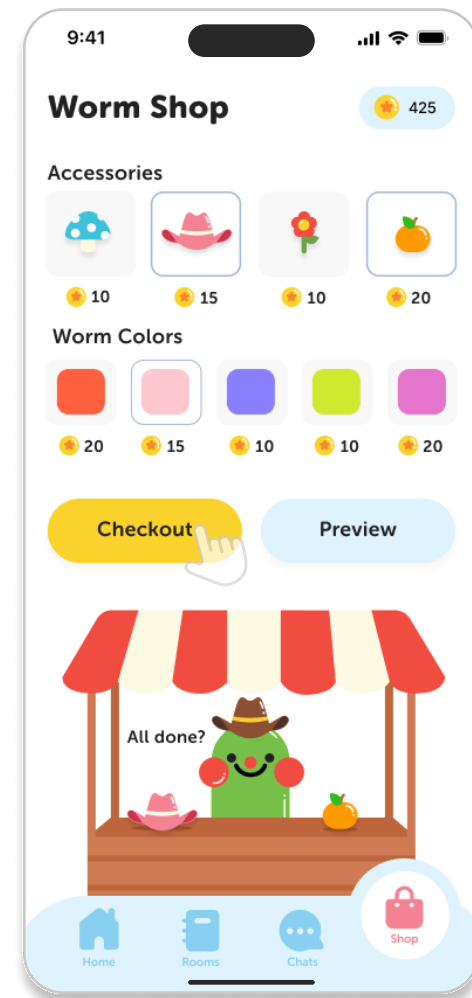
Purchasing Accessories

Users have the option to select more than one item in each category when buying items from the shop.

Worm Shop

User selects the pink hat, orange, and Pinky Pink worm color.
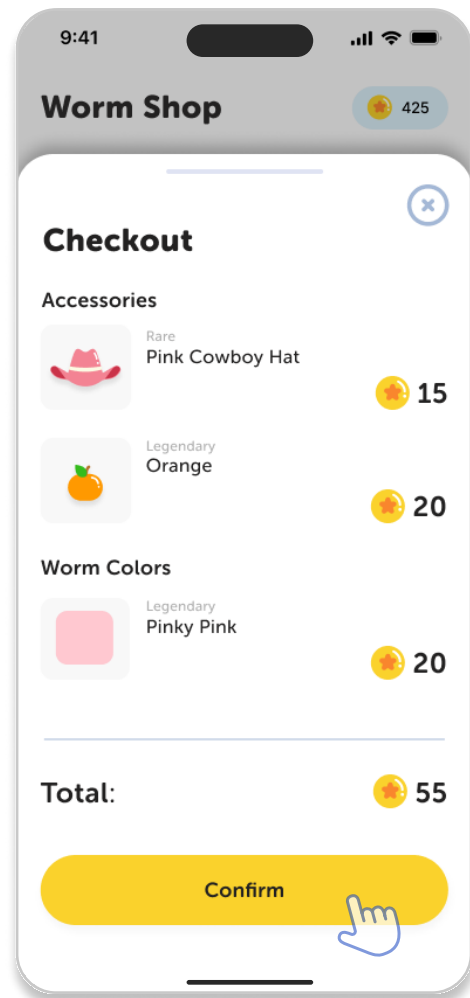

Worm Shop

User clicks on "Checkout" to purchase their new items.

Purchasing Accessories

After selecting items to purchase, a checkout screen will display the selected items, prices, and total cost. Users can confirm their purchase, view all the items bought and points used, and return to the worm shop with updated selections that replace the previous items.
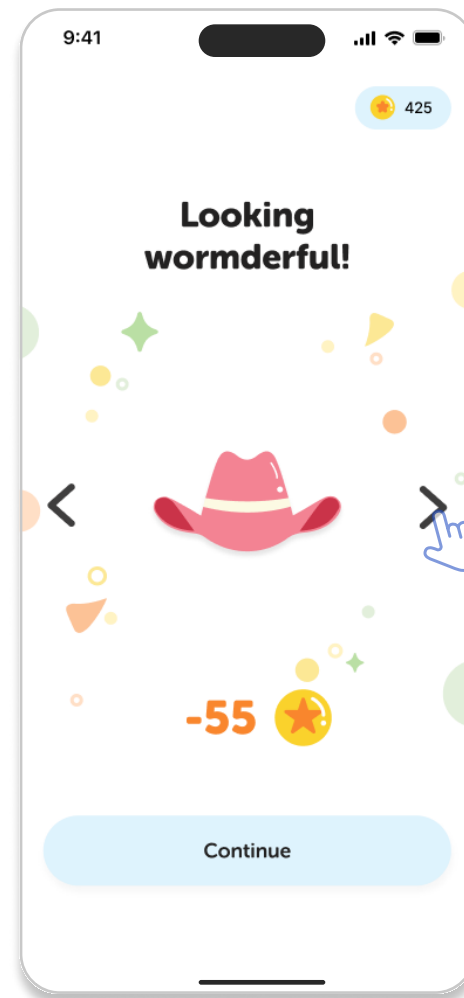

Worm Shop | Checkout

The checkout screen presents the user with their selected items and total amount. The user clicks "Confirm" to finalize their purchase.
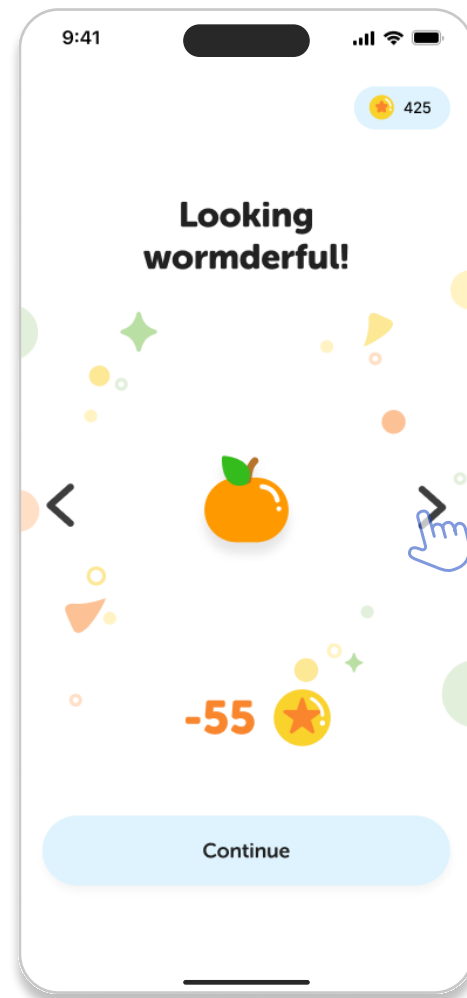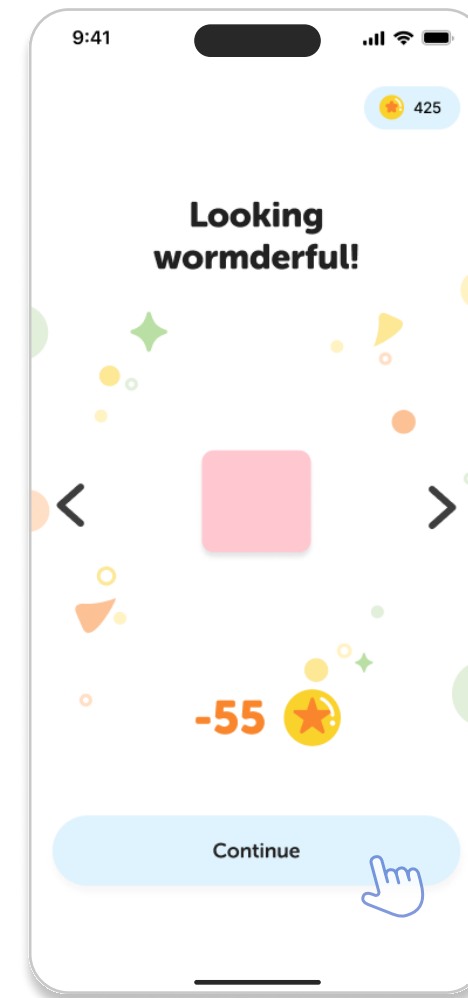
Worm Shop | Purchased Items

The user is given an overview of the items they purchased. The user swipes through their new items.

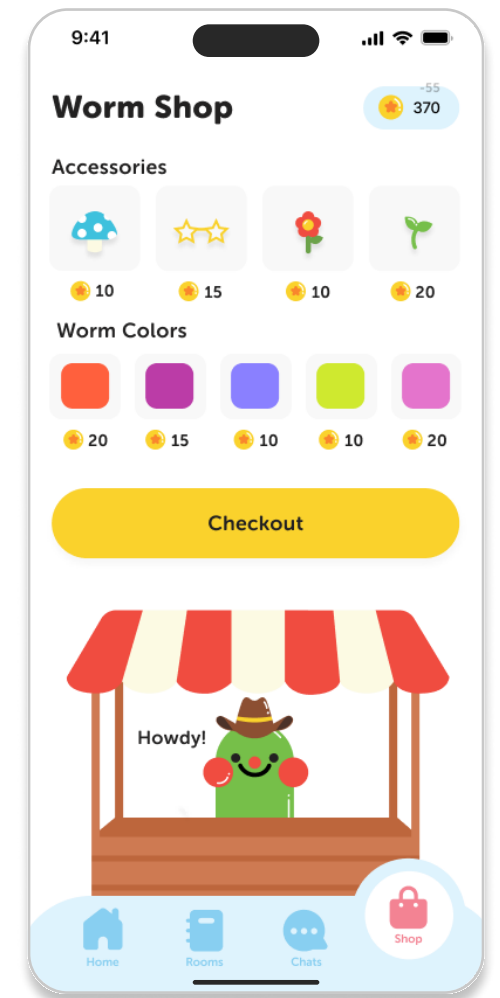**Worm Shop | Purchased Items**

The amount of points deducted are shown under each item.

Worm Shop | Purchased Items

The user clicks "Continue."

Worm Shop

The user is redirected back to the Worm Shop home screen with updated selections.

Reflection

Focusing on creating an effective community-based environment allowed us to implement a fun and friendly user experience that can be enjoyed by many.

For most students, studying is not an enjoyable task. We hoped to bring joy and comfort into that process with this app. Bringing all kinds of students together into a fun environment can create effective study habits, especially for those who struggle with motivation and procrastination.

Thank you!

Worm-ageddon creator
Jenny La

The worm connoisseur
Jose Madriz

Fellow worm enthusiast
Orianna Castillo

Comrade of the underground
Vivian Zhao