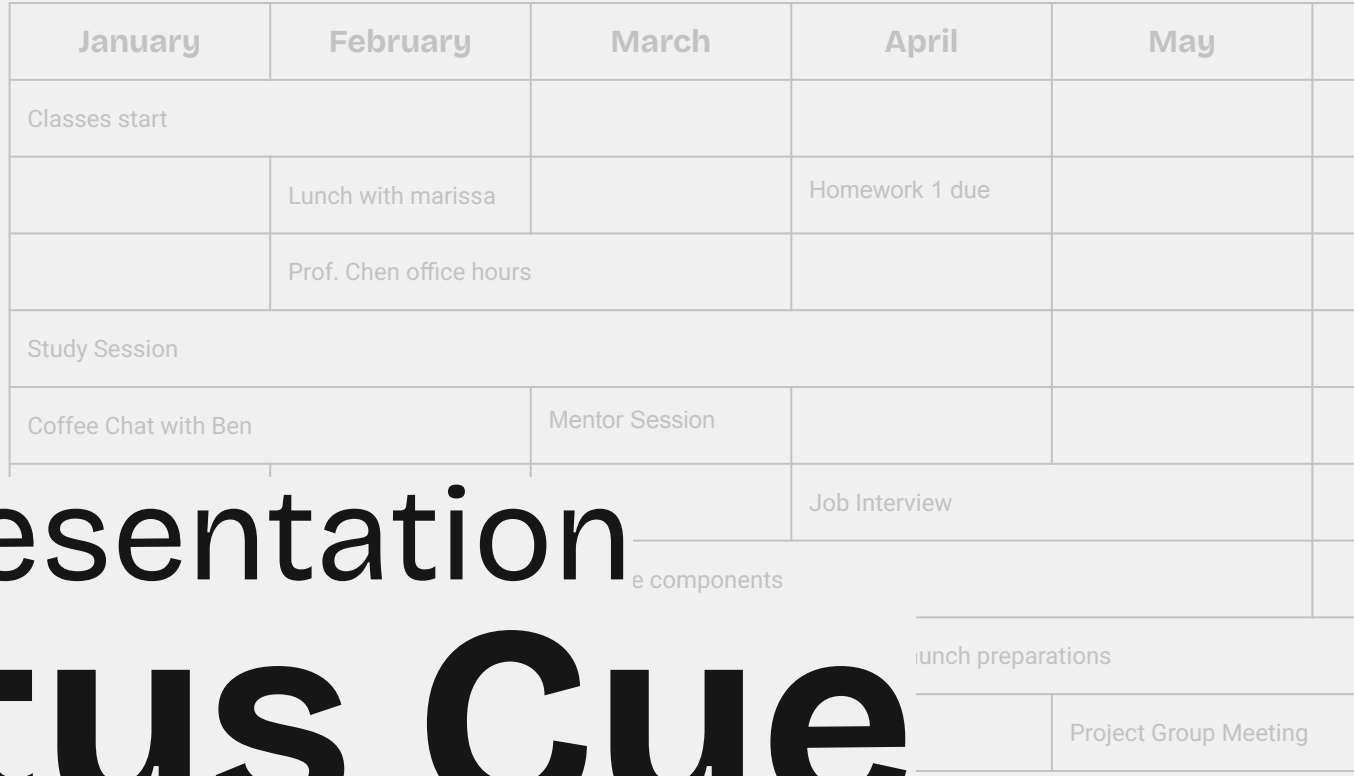
UX Strategy Malia Loo Dec 2025



Final Presentation

Status Cue

The Problem

College students spend too much time coordinating plans, texting back and forth to find a time and day that works instead of actually hanging out, leading to frustration and missed opportunities.

Hi! Do you want to get lunch tomorrow at 11?

Oh sorry I can't I have class tomorrow. What about dinner wednesday?

Oh darn. No I can't, I have a mentor session from 6-8. Thursday work?

Aw maybe next week. I'm leaving to visit my brother in Chicago on thursday...

Value Proposition

A tool to help college students easily coordinate spontaneous social events alongside other commitments in their existing calendar, reducing scheduling friction and stress so they can better balance social life with their main priorities.

Target audience: undergrad college students (18-23)

Share busy/free status with others

Share location with friends to see who is available

An app that can scan everyone's calendar and find free time to hang out

hubs where students can post events and RSVP

Messaging (i.e., a one week) schedule with others to make quick plans

Ping: Social Map

- No unnecessary social add-ons
- Real time social visibility
- Share location
- App download (multiple users)

When2meet

- Easy and fast to use
- No login required
- Used only for structured planning
- Manual input

Market Opportunities

- Many solutions are apps attempting to replace existing tools
- None combine structured planning with live social status
- Most require manual input or syncing existing calendar
- Privacy concerns with sharing location or information

Competitive Landscape

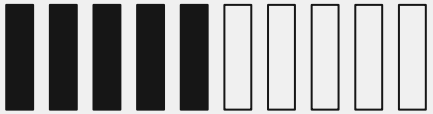
Initial Findings

Exploratory Qualitative Interviews (n=7)
Quantitative Survey (n=33)

> “I keep everything in my calendar, but coordinating hangouts with friends and executing is still stressful.”

97%

respondents use text message to coordinate social plans.



54%

respondents said they prioritize academic commitments over social activities.

72%

Have said that a successful strategy they used overcome the challenges when coordinating social plans with others is…

- Keeping organized calendar
- Planning or scheduling in advance

Hypothesis 1:

50% or more users will perceive value in seeing their friends' real-time status when initiating a hangout.

How helpful was it to see your friends' real-time status when deciding whether to initiate a hangout?

Hypothesis 2:

50% or more users will perceive coordinating a social event with the calendar extension tool as requiring low effort.

How much effort did it take to plan a social event using this extension?

Hypothesis 3

50% or more users will be more likely to adopt with the seamless integration of their existing calendars.

How likely are you to use StatusCue if it integrates with your existing calendar?

Measurement Plan

Methods + Deliverables

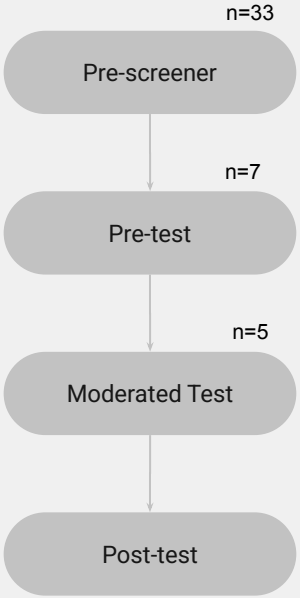
Mixed Methods

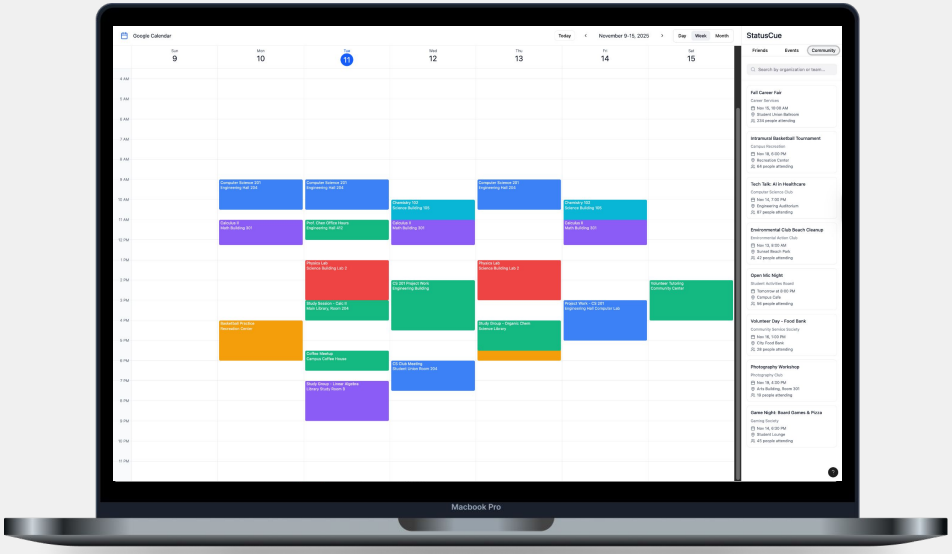
Qualitative (5-items)

E.g., How does this compare to what you currently use?

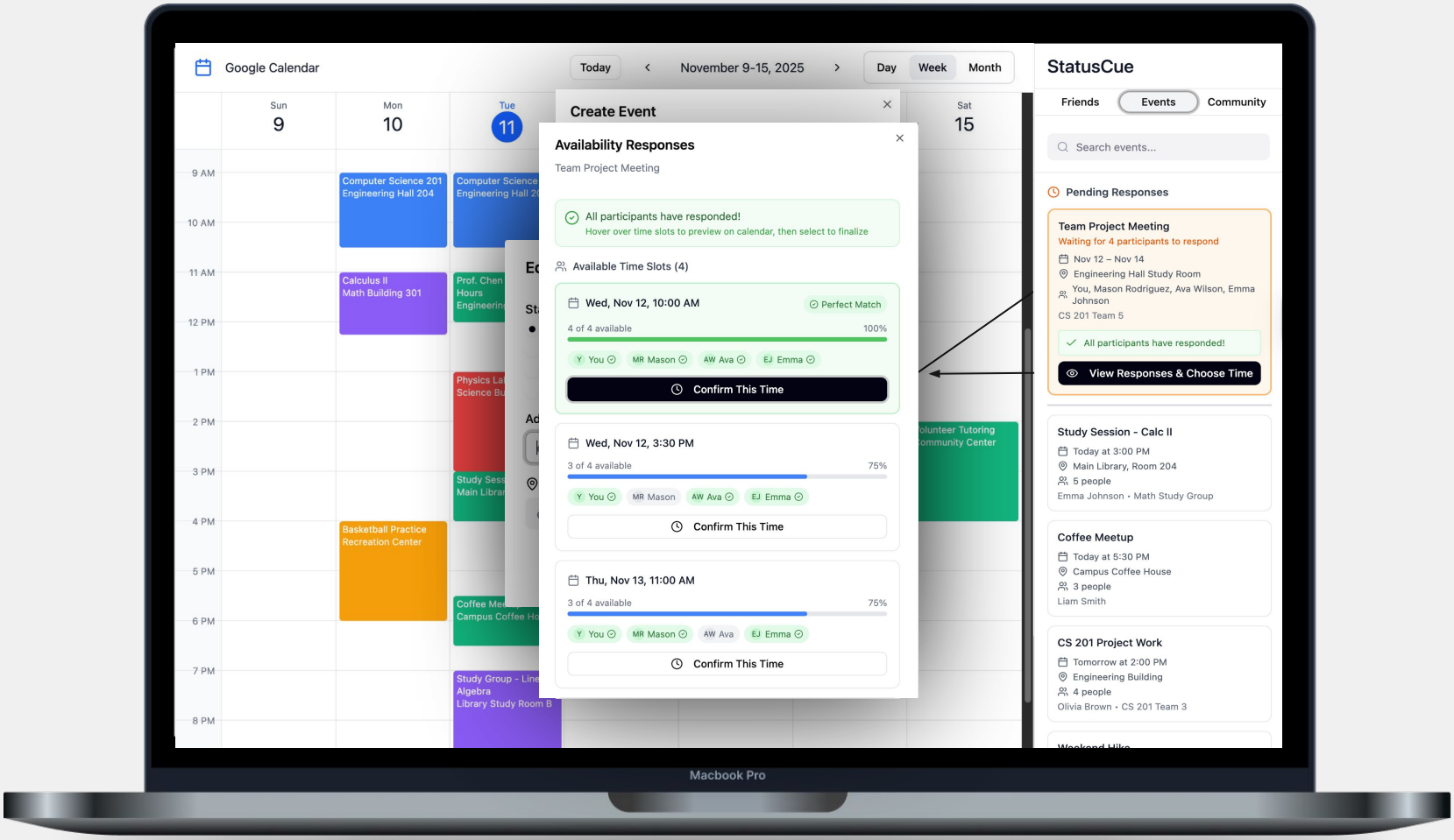
Quantitative (8-items)

E.g., How much do you like or dislike the concept? (scale 1-7)





Status Cue

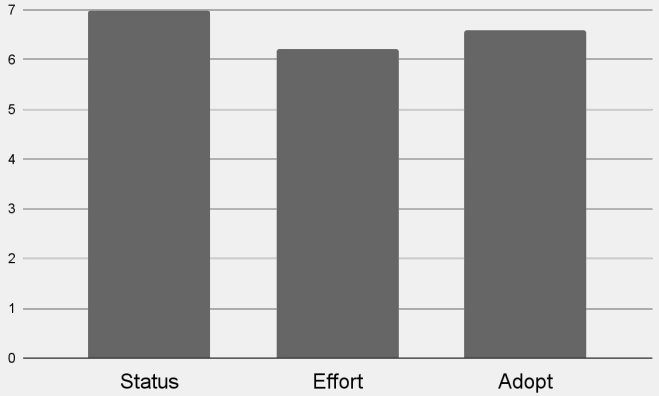

Google Calendar
Today
November 9-15, 2025
Day
Week
Month
Sun 9
Mon 10
Tue 11
Sat 15
Create Event
Availability Responses
Team Project Meeting
All participants have responded!
Hover over time slots to preview on calendar, then select to finalize
Available Time Slots (4)
Wed, Nov 12, 10:00 AM
Perfect Match
4 of 4 available
100%
You
MR Mason
AW Ava
EJ Emma
Confirm This Time
Wed, Nov 12, 3:30 PM
3 of 4 available
75%
Thu, Nov 13, 11:00 AM
StatusCue
Friends
Events
Community
Search events...
Pending Responses
Team Project Meeting
Waiting for 4 participants to respond
Nov 12 – Nov 14
Engineering Hall Study Room
You, Mason Rodriguez, Ava Wilson, Emma Johnson
CS 201 Team 5
All participants have responded!
View Responses & Choose Time
Study Session - Calc II
Today at 3:00 PM
Main Library, Room 204
5 people
Emma Johnson • Math Study Group
Coffee Meetup
Today at 5:30 PM
Campus Coffee House
3 people
Liam Smith
CS 201 Project Work
Tomorrow at 2:00 PM
Engineering Building
4 people
Olivia Brown • CS 201 Team 3
Macbook Pro

Concept Test Findings

All hypotheses were correct!

Measured based on whether ratings were 50% favorable for each participant.

- Viewing **real time status** helped users plan an event
- It required fairly **low effort** to create an event using the extension
- Participants are **highly likely to adopt** the tool if it integrates with their existing calendar



"A barrier might be just getting my friends to download the extension as well."

"I like the common availability feature, but if I don't update or use my calendar often, would that feature be accurate?"

Findings Summarized

Efficiency

Users want the quickest way to coordinate and plan any event.

Sharing Status & Availability

Most excited about being able to see their friends status and find common availability

Merge

Users do not want to download an app to replace their existing planning tools.

Next Steps

Simplify prototype

remove the “community” tab feature so users are not overwhelmed and can easily navigate through the main features of extension

Observational Metrics

use observational measures instead of self-reported measures to better understand the level of effort.

Align with Google Calendar

Redesign event creation flow to align more closely to Google Calendar, improving usability and familiarity

Thank

you