

Konnect

Anthony B.

Project overview



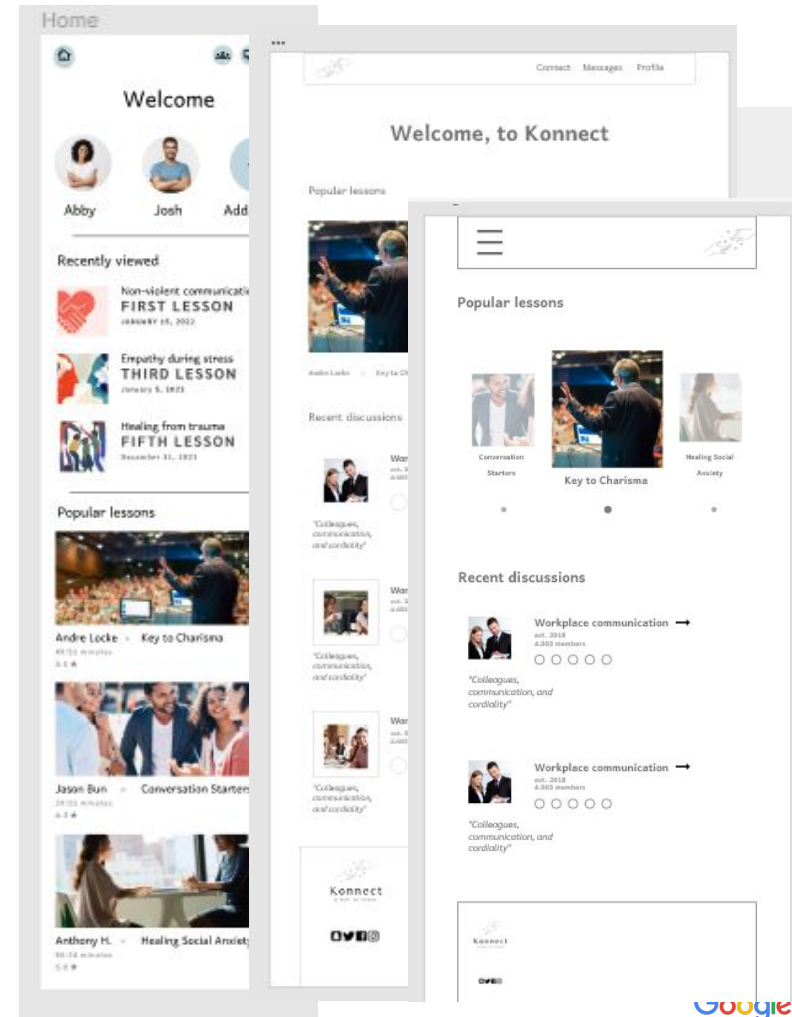
The product:

A social connection app designed to help people find common goals and improve communication skills.



Project duration:

November 2021 - January 2022



Project overview



The problem:

Lack of communication skills; feeling misunderstood, miscommunicating points.



The goal:

Help young people learn communication skills and connect with others in a meaningful way, considering emotional needs.

Project overview



My role:

Lead UX Designer & Researcher



Responsibilities:

User research; wireframing; prototyping; user testing.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



Research included studying the link between emotional well-being and quality of interpersonal relationships; testing the main user flow; and identifying points where the app could be improved to give users a more personalized, friendly experience.

Persona 1: Name

Problem statement:

Crystal is a student who needs to communicate effectively to get work done; cultivate better relationships.



Crystal

Age: 20

Education: Attending university

Hometown: Miami, FL

Family: 2 parents, 1 dog

Occupation: Student

"Yeah... I get frustrated feeling misunderstood or like people don't get it"

Goals

- Crystal wants to communicate with others in a more effective manner; get their point across

Frustrations

- Feeling misunderstood, especially in a group project context

Crystal is a university student hoping to improve their communication skills in both personal and professional arenas of life. They often feel misunderstood and want to learn effective methods of communication to fully understand, and be understood by, classmates, friends, and family.

Competitive audit

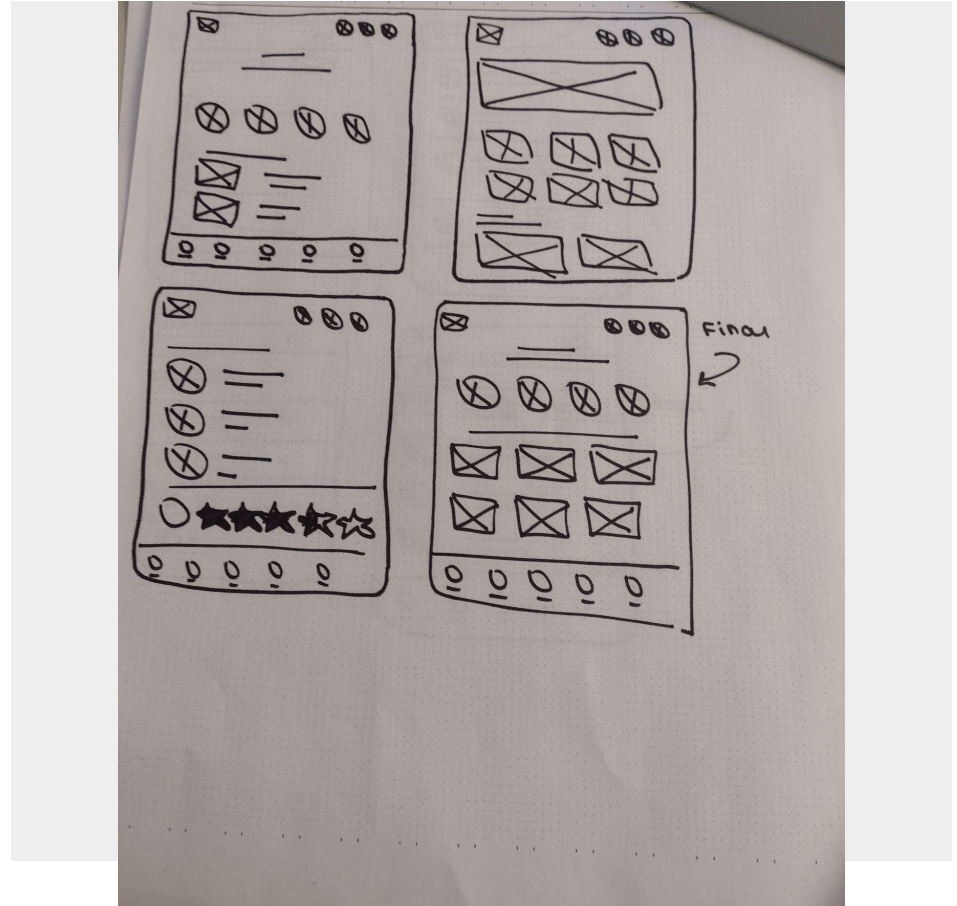
Competitors showed that good branding and purpose is essential; the app needs to combine 'the best of both worlds'.

	A	B	C	D	E	F	G	H	I
1	Competitive audit	Competitive audit goal							
2		General information							
3									
4		Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
5	Toca Pet Doctor	Indirect - dif audien	Online	Children's empathy (games)	Free	https://play.google.com/store/apps/details?id=com.tocaboca.tocabodictor&hl=en_US&gl=US	Medium	Kids	Teaches kids the values of empathy, compassion through games
6	Insight Timer	Direct somewhat	Online	Mindfulness/empathy practices	Free (or \$60/yr)	https://insighttimer.com/	Large	Spirituality/mindfulness crowd	No. 1 free meditation and spiritual wellness app

J	K	L	
First Impressions			
Desktop website experience	App or mobile website experience	Features	Accessibility
N/A + Successes - Drawbacks	GOOD + Engaging design - Maximalistic	GOOD + Engaging games for kids - Simple concept/functions	OKAY + Bright colors - May overdo
GOOD + Clear to understand, central focus on product - No 'friends' function like in app	OUTSTANDING + Delivers on every promise of app - User flow could be improved	OUTSTANDING + Ability to create groups and practice - Lack of video (pre-recorded) content	GOOD + Much content - Nuances could be improved

Ideation

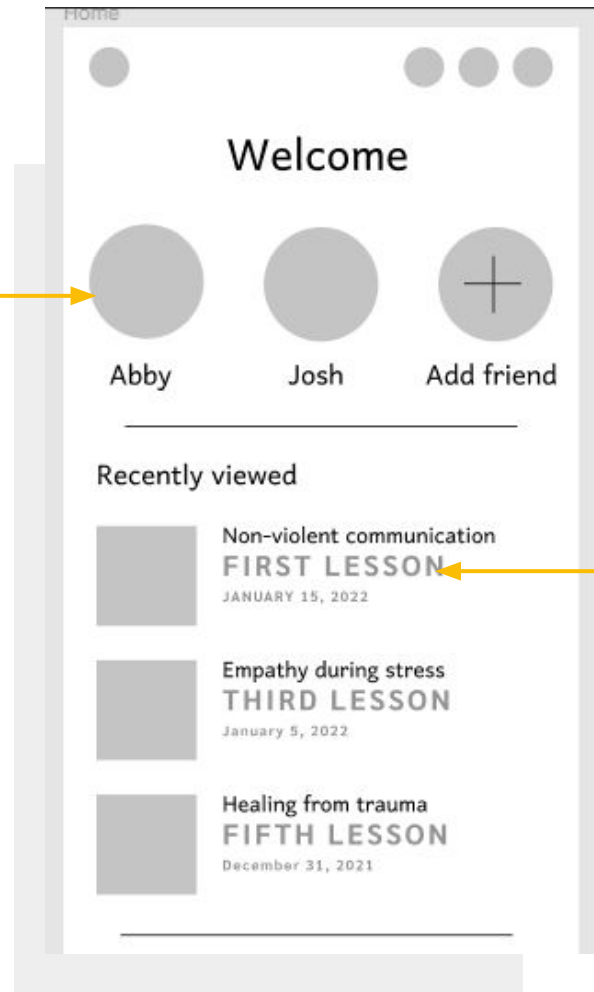
Creating an app for social connection involved ideating on different ways to measure progress, along with encouraging active communication.



Digital wireframes

The priority was making the app minimalistic; simple, yet effective at bringing people closer and inclining users towards learning experiences.

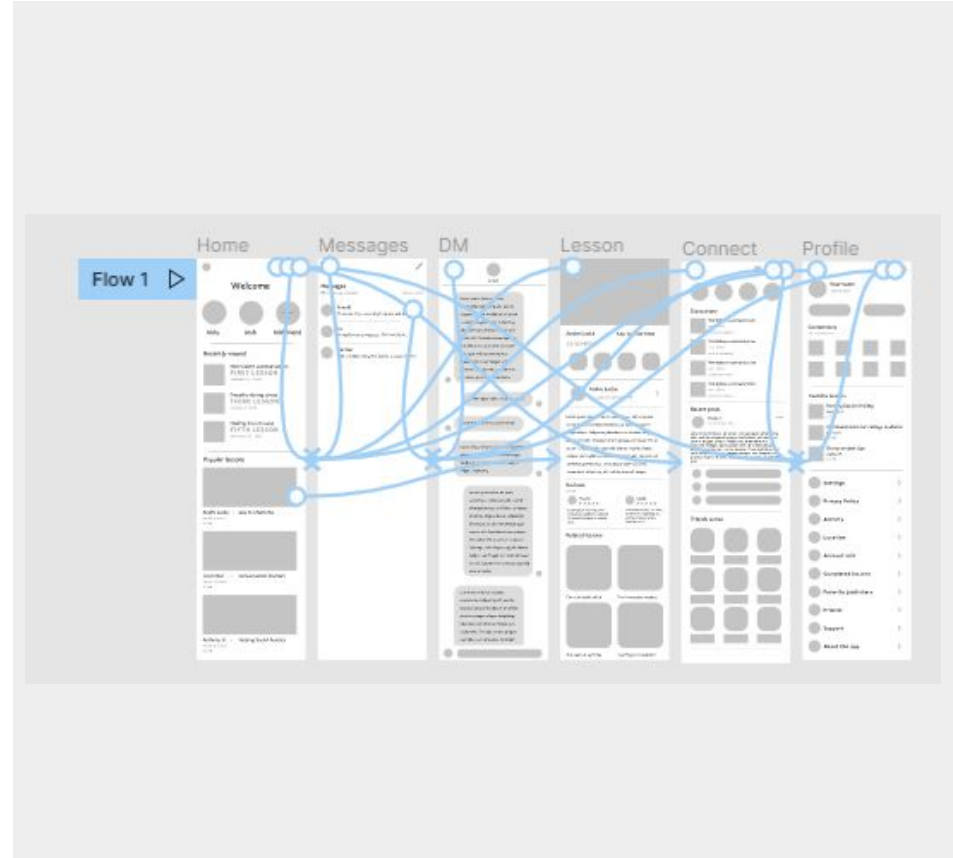
Prominent friends list displays who's currently online



Courses at a glance encourages active learning

Low-fidelity prototype

<https://www.figma.com/proto/iO5ho7vQW7BIcl6ERCeIb0/Konnect-Social-Awareness-App?node-id=2%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3>



Usability study: parameters



Study type:

Moderated usability study



Location:

Remote



Participants:

4 participants



Length:

10-20 minutes

Usability study: findings

What I learned:

1

Finding

Simplicity is king.

2

Finding

Connection needs to be
made clear.

3

Finding

The app must balance
active communication
with learning.

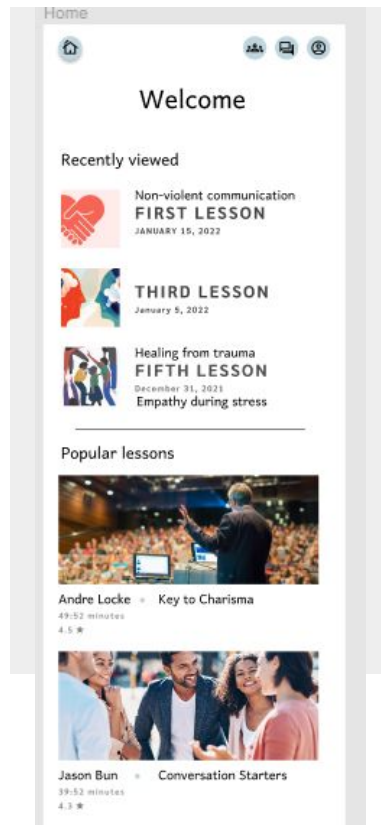
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

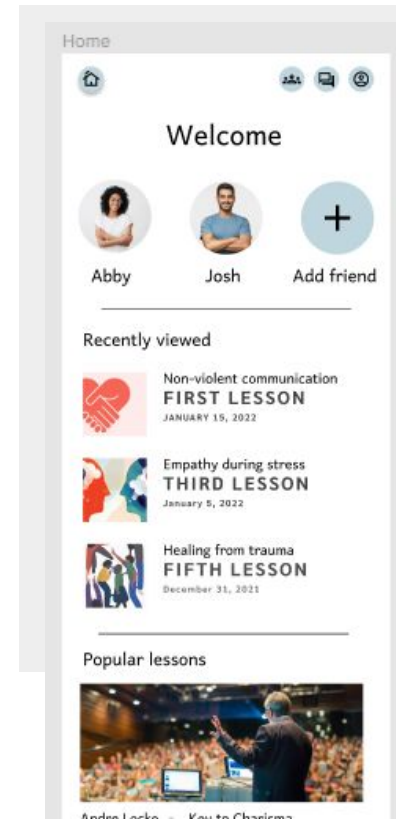
Mockups

Users responded most to the connection and empathy focus of the app; it was natural that friends and connections should take centerstage.

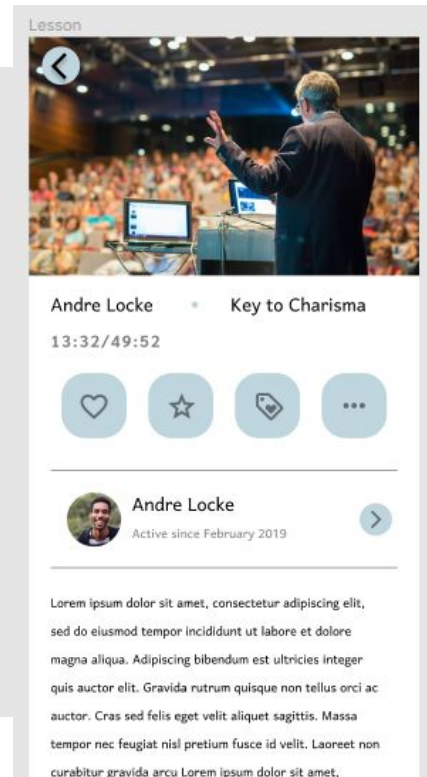
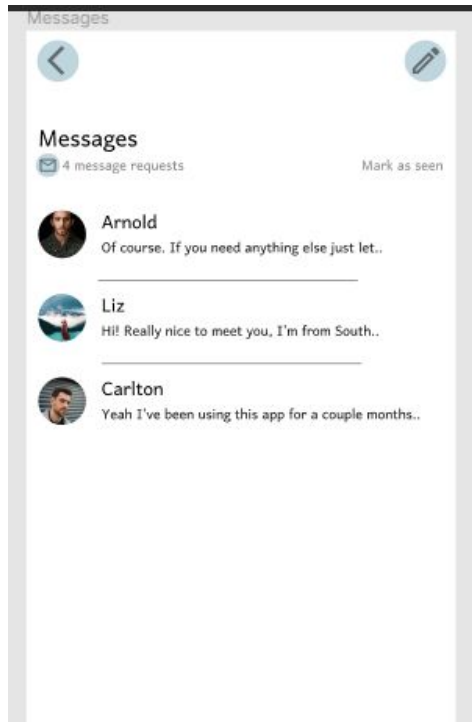
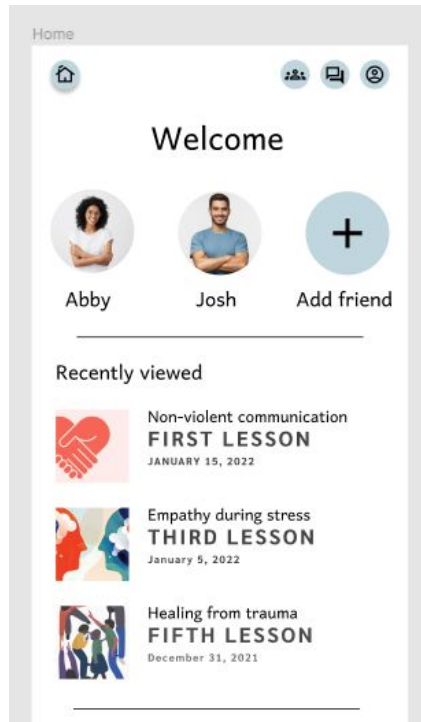
Before usability study



After usability study

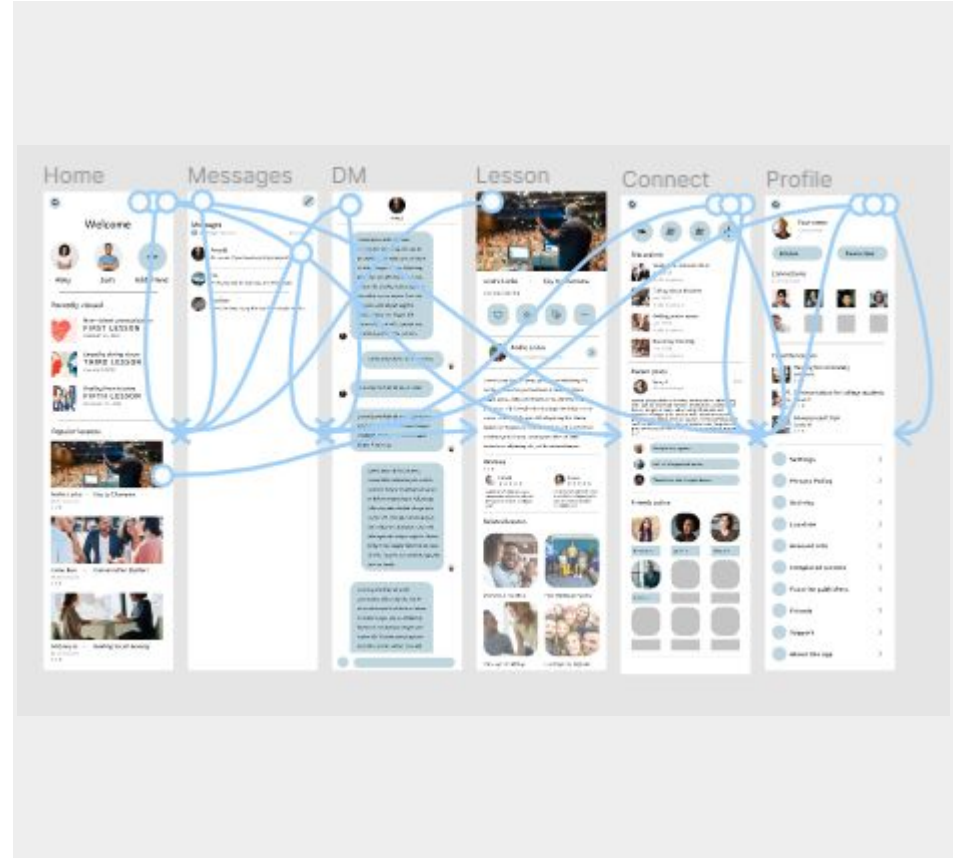


Mockups



High-fidelity prototype

<https://www.figma.com/proto/iO5ho7vQW7Blcl6ERCeIb0/Konnect-Social-Awareness-App?node-id=33%3A770&scaling=scale-down&page-id=0%3A1&starting-point-node-id=33%3A950&show-proto-sidebar=1>



Accessibility considerations

1

A solid white background provides for great contrast concerning images and text.

2

Konnect uses industry standards - 'home', 'messages', and 'profile' icons, for example - to reach a wider audience.

3

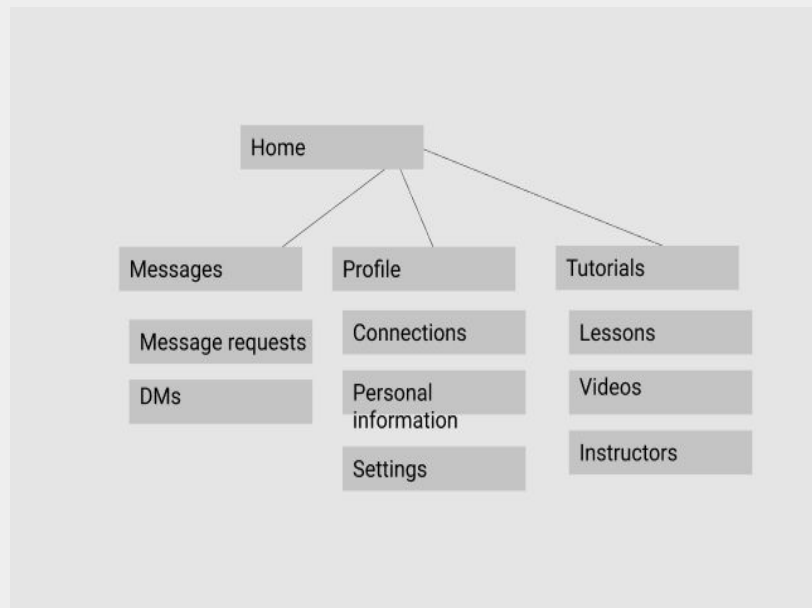
Accessibility settings are featured when tapping the 'Settings' icon on the profile screen.

Responsive Design

- Information architecture
- Responsive design

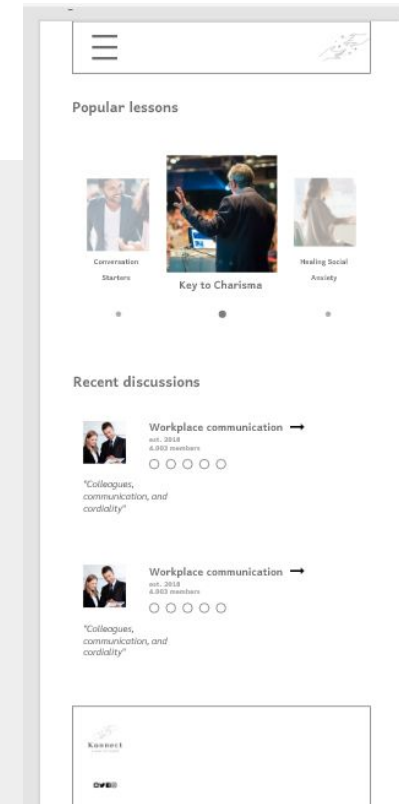
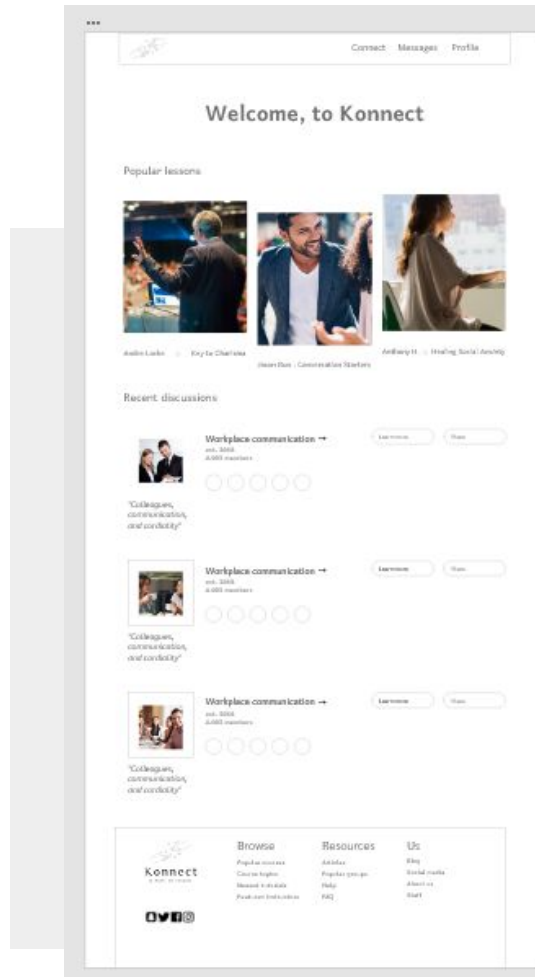
Sitemap

The site needed to be simple, yet effective; the sitemap reflects those functions within the main pages.



Responsive designs

To give a seamless design experience, key features were transferred and fluff trimmed.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Konnect is an app that will help people - specifically, young individuals interested in self-improvement - gain direction and communication skills for the rest of their lives.



What I learned:

I learned that different approaches and perspectives are essential; empathy is the cornerstone of communication, any communication, and it's something we must strive to cultivate.

Next steps

1

Next, I'd market the app and work on contacting qualified instructors to add to Konnect's knowledge and learning base.

2

Conducting a pilot study with young individuals - a group of college students, for example - would provide needed insight into what to prioritize.

3

I'd work on incorporating 'events' or seminars within the app to draw more people to the community and provide value.

Let's connect!



Want to talk further?

Let's chat: you can contact me at