

A person stands on a dark, curved horizon, looking up at a large, detailed Earth from space. The Earth is the central focus, showing continents and clouds. The person is a small silhouette, emphasizing the vastness of the planet.

WeChat UX Project Design Challenge

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Background

WeChat is a Chinese multi-purpose messaging, social media and mobile payment app developed by Tencent. First released in 2011, it became the world's largest standalone mobile app in 2018, with over 1 billion monthly active users

Process

1

Context

User research, user's problem, constraints

2

Ideation

Insights, brainstorm

3

Design

User journey flows, high-Fidelity mockup

4

Challenge

Issue found during the design

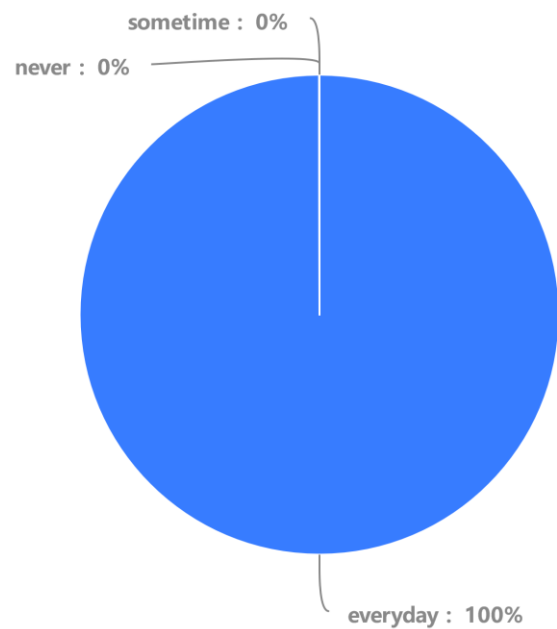


1

Who are WeChat users?

Research

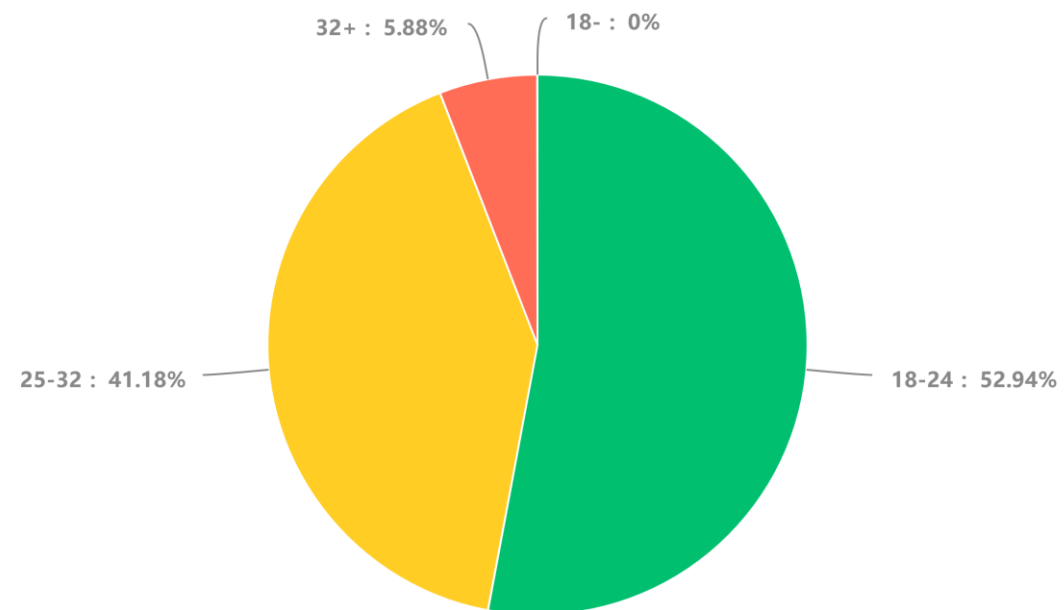
答题人数: 34



Frequency of
Using WeChat

Everyday

答题人数: 34



Age range

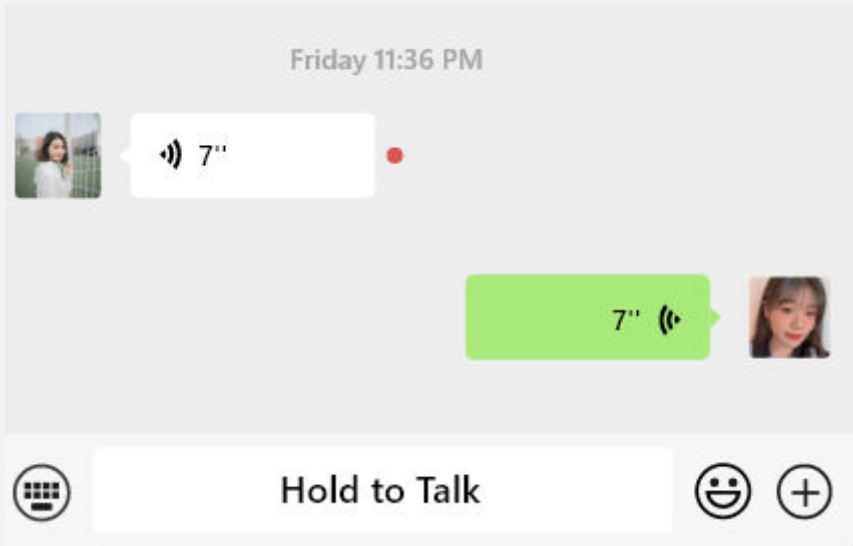
20-38



2

What do WeChat users say?

Problem



- ☐ Can't play/pause on voice message;
- ☐ Can't skip forward/ step backward when they hear the message
- ☐ Have to repeat the message after any interruption

A person stands on a dark, curved horizon, looking up at a large, detailed Earth from space. A thought bubble originates from the person's head, containing a white text box with a blue border. The background is a deep blue space.

User Research

Among 34 users, 70.6% of them think **they need a new feature on voice message**



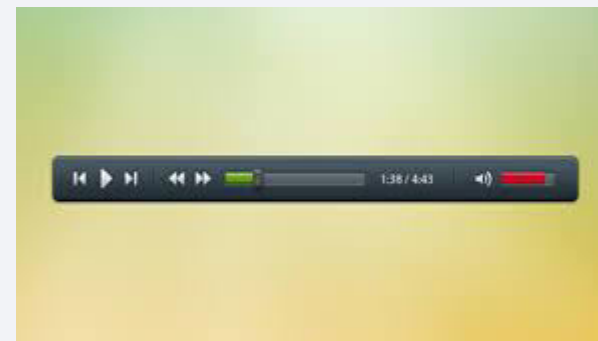
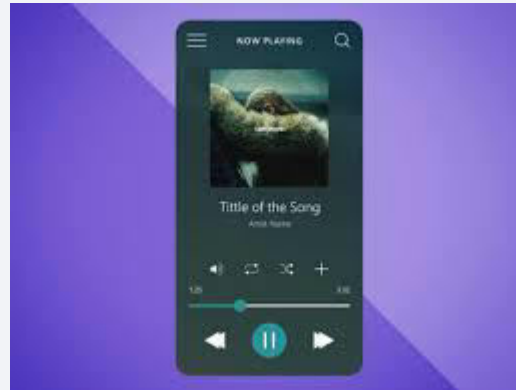
3

Provide the solution

Design

I want:

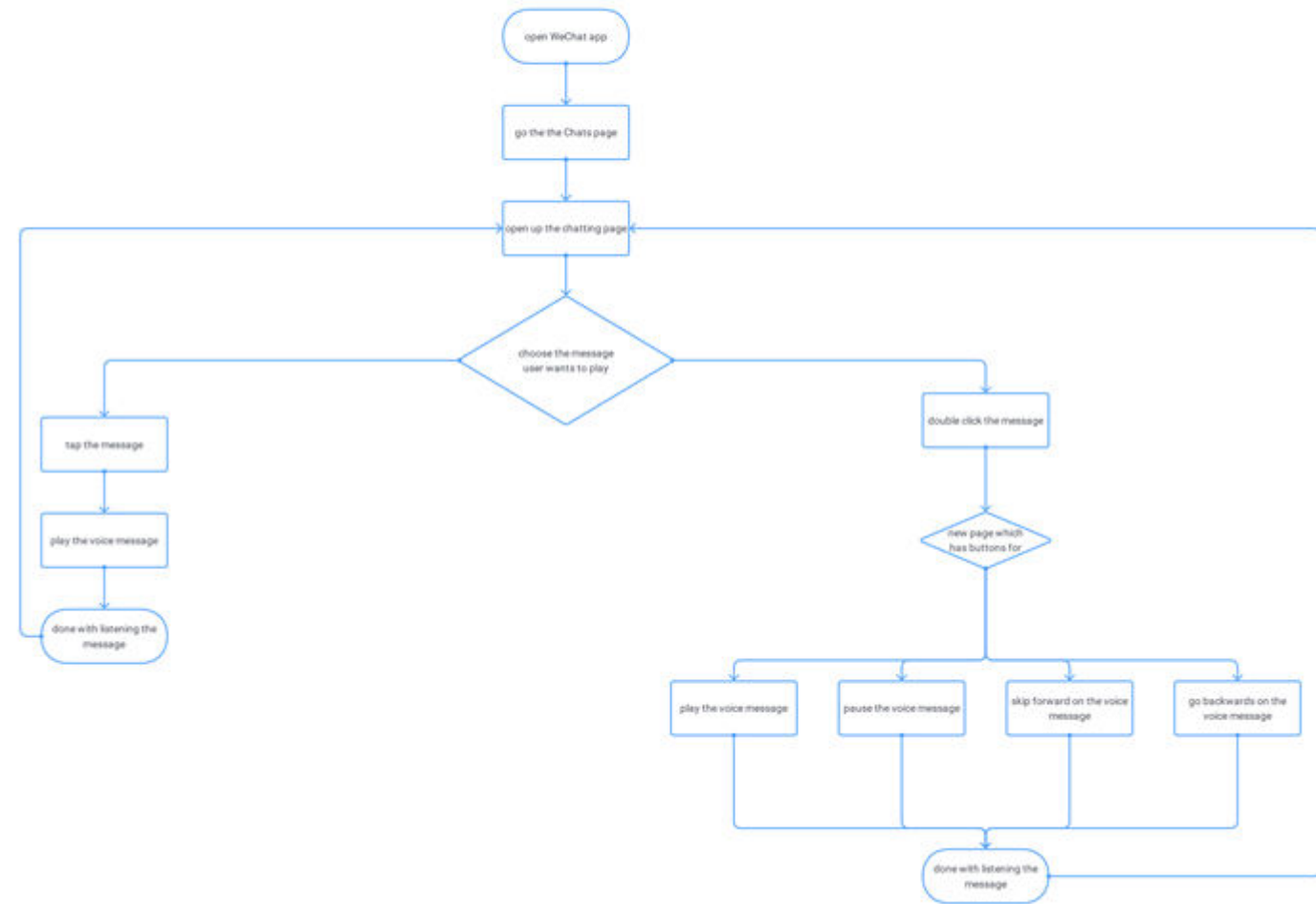
Play the voice message just like playing my favorite song!
♪ Legends Never Die



* Images are
from internet

User journal flow

WeChat-voice message





Chats



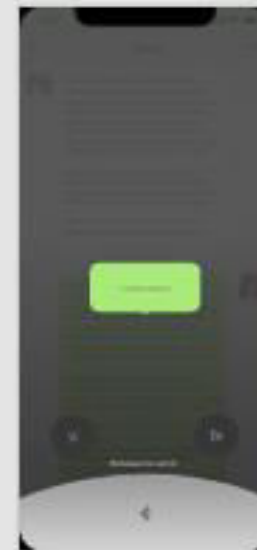
ChatPage-text



ChatPage – voice



ChatPage – send...



ChatPage –sent ...



ChatPage –sent ...



openPage- voice...



openPage-play- ...



openPage-skip 5...



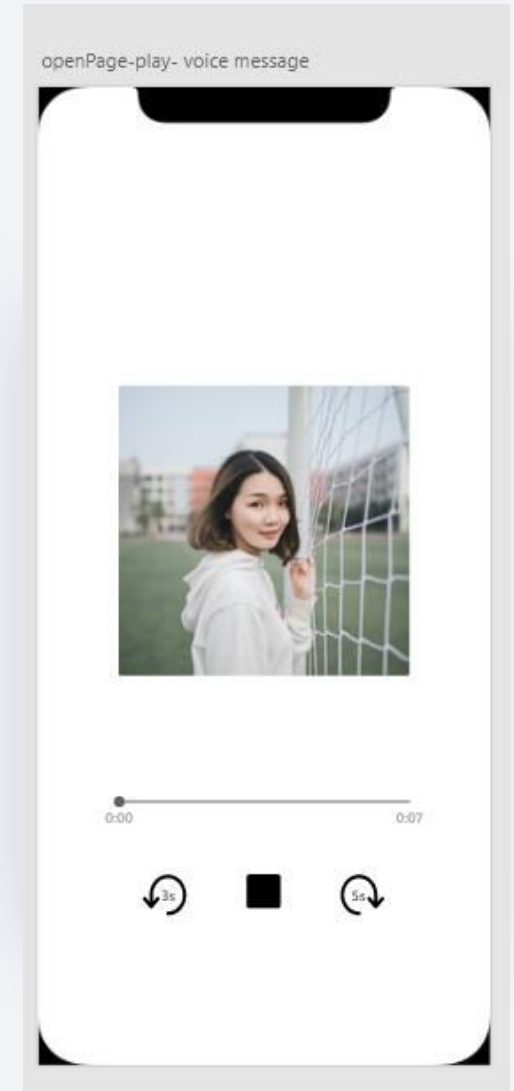
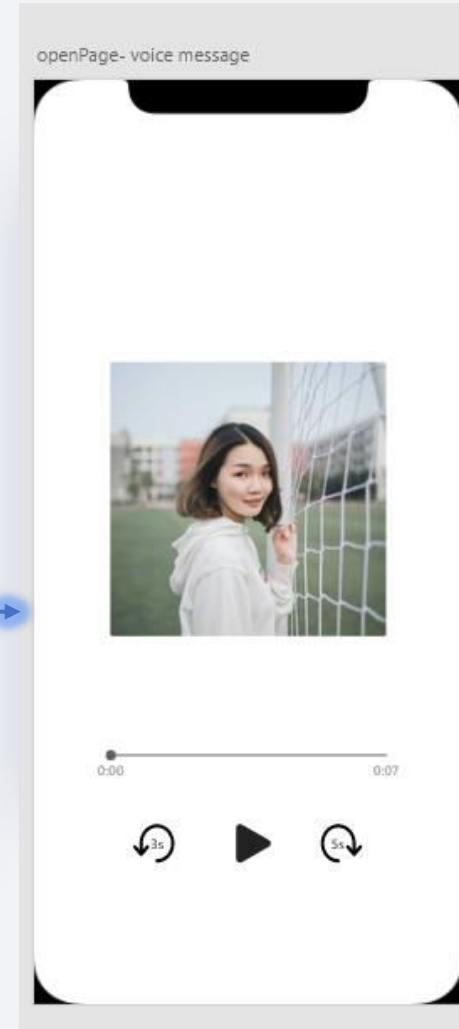
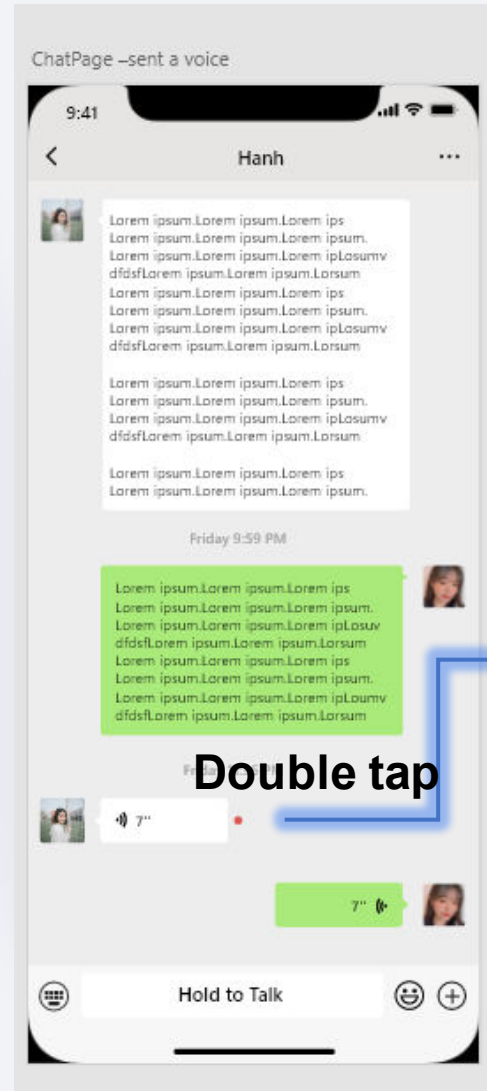
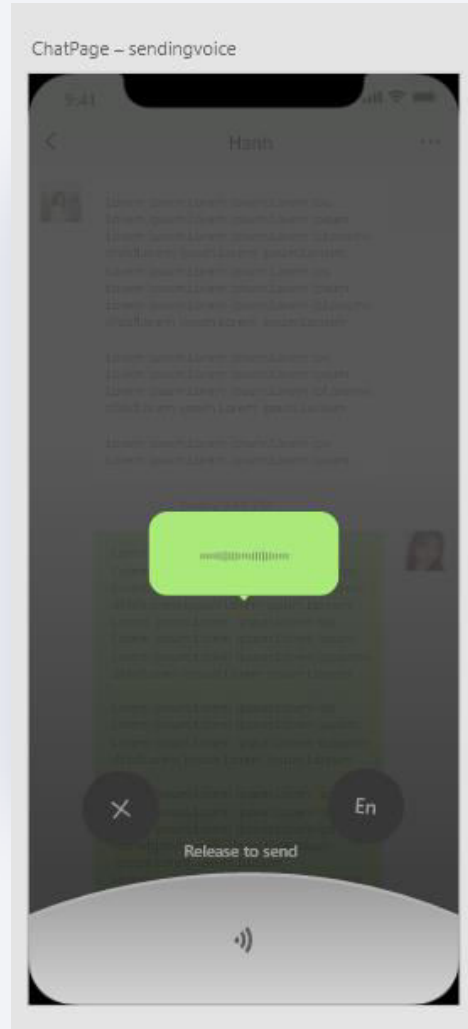
openPage-back ...



High-Fidelity



Ding Ding Ding!





4

Challenge

Never give up

Constraints:

Convert the voice
message to .mp3 file

1

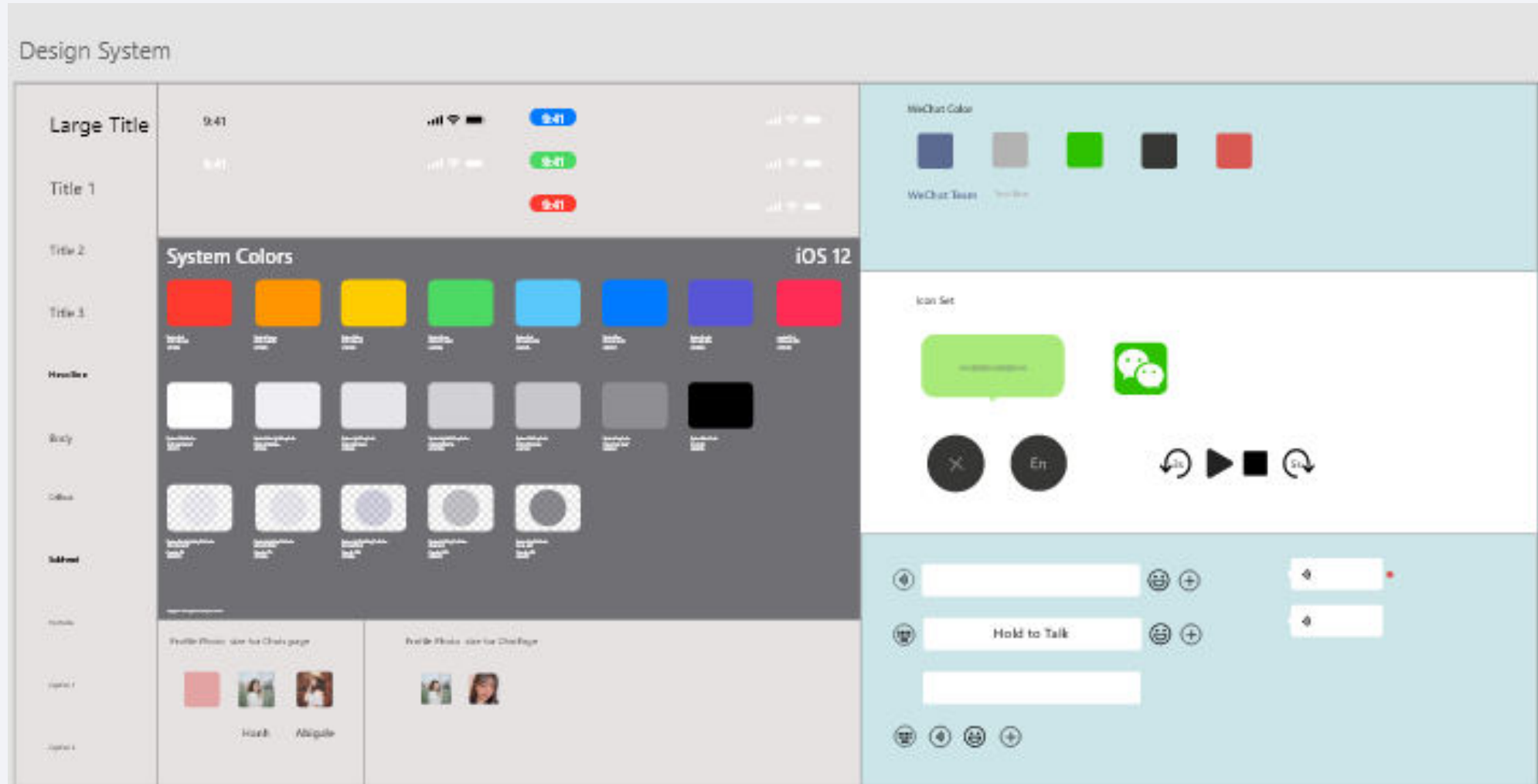
Display user's photo
on the board

2

No useable WeChat UI
kit for AdobeXD?

3

 Made it by MYSELF!!!!





Thank for watching!