

## What to Turn In

Turn this project phase into Canvas as a PDF file or link to the page the web (ideally in your online portfolio if you have one). That file must include (at least) the information below. You may add additional information and reflections as you like. Most of the information you'll include should be copied from earlier project assignments. This is your chance to update and improve those responses based on your TA's feedback. New content that you'll have to produce just for this assignment is marked with a \*

- **Project Team:** TeamTeam

- Sasha Maslowski
- Audrey Flynn
- Kendall Fronabarger
- Sonia Reyes
- Noah Bradder

- **What I Did:**

- **P1:** I was working on a different team at the time so the work I did for P1 was for a different project. I did 90% of P1 and the only section of P1 that I didn't do was write 1 paragraph about why this theme was interesting to my group and the particular facets of the theme that my team would address.
- **P2:** I focused on the question: **How might we track social media intake in order to show the correlation between media consumption and mental state?**
  - I contributed how I was going to focus on this goal and what I hoped to learn by using contextual inquiry to understand this question.
  - I detailed how I conducted my research under the contextual inquiry section.
  - I contributed the 3 takeaways.
  - I filled out the Unanswered Questions Worksheet
  - I created one persona from the person I conducted my contextual inquiry on.
  - I uploaded my raw data which includes information from IOS on app usage and then also the notes I took while conducting my inquiry.
- **P3:** We all shared our two best ideas we had over zoom and from there we discussed which we agreed on to be the final concept for our design. We ended up combining two of the ideas and coming up with our final concept. We then all split up talking points over zoom and recorded the two-minute pitch over zoom while I shared my screen.
- **P4:** I completed my wireframe that included the dictionary with the options to search the slang guide and the emoji guide. I also created the Journey Map and started working on it. Once we were done with it, I was able to paste it into the document. I also contributed the sub-flow that I based my wireframe around. Our group worked over a zoom call for a couple of hours on putting everything together. I was able to test my wireframe with my roommate and it was super

insightful. It was really helpful to have another set of eyes on my work as she was able to spot issues or mistakes that I had not noticed.

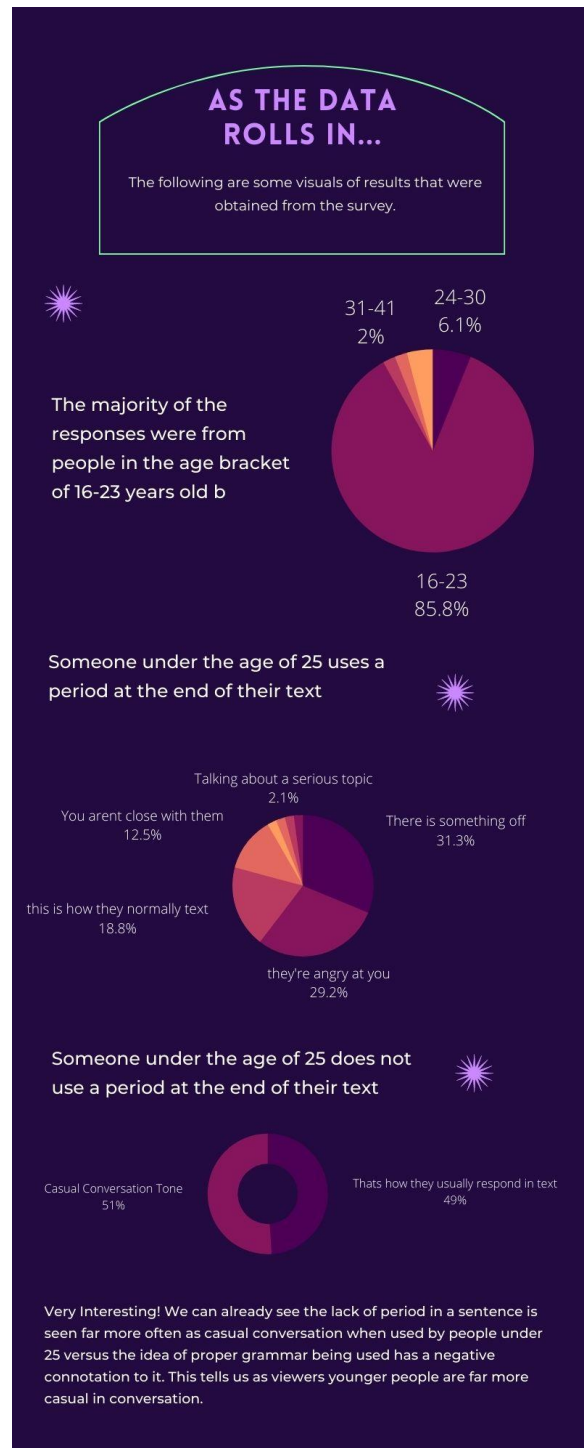
- **Timeline:** January 2021 - April 2021

- **\*Hero Image:**



- **\*Motivation:** I was particularly interested in this design theme because I definitely struggle with this issue in my personal life. I am also really interested in design for my career. Our app idea was a really exciting combination of design, analysis, and collaboration!
- **How Might We:** How might we use a digital emotion reading application to help different demographics of people communicate with one another in a more understandable/empathetic manner through text and messages?
- **User Research Summary:** copy/update your team's "research findings" section from P2
  - We found that when a user is responding and texting those who are younger in age have a far more conversational and casual manner of speaking, as well as tending to be sometimes more lenient in their conversation interpretation. They typically think someone is mad at them if someone who is in their age bracket is giving short responses or typing with periods. However, those in older age groups tend to look at messages a bit more critically and there was far more variety with the responses given, they have a more serious conversation style as well as have more personal interpretations of texts sent, for them it can really depend on the person. Not to mention that the older groups of people are also very formal when texting, always remembering to include proper punctuation and capitalization. There are some cases where they break out of the formality and combine both formal and relaxed texting but the mix up can sometimes cause confusion to the receiver of the text especially when the older generations don't interpret the meaning of emojis the same as younger people.
  - After conducting the interviews, it is clear that individuals do associate texting with different emotions. Although it is a quick and easy way to relay information, the research points out that many times, it is easy for a message to get lost in translation when it is said over text. Another key finding that came from conducting the interviews is that people are much more comfortable sending a confrontational text rather than saying it in person or over the phone.
  - Lastly, in the observation research method, a conversation between two participants who are millennials and gen z was analyzed. As millennials and gen z people are the age groups who use technology the most, the findings from this observation can be used as a standard for the habits people used while adding emojis to their text conversations. They tend to add as many emojis as possible, sometimes using the same emoji twice in a row to more strongly convey an emotion. Emojis seem to be second nature to Genz/Millennials. While they use emojis in a generic/self-explanatory way, they have also added their own meaning to emojis that can be confused to an outsider. The use of emojis helps people to better understand each other through text where there are no cues to indicate the tone/emotion. However, as the meaning and use of emojis continues to progress it might become difficult for people to keep up to date, which can lead to miscommunication.
- **Key Takeaways:** copy/update your team's "key takeaways" section from P2

- For the most part, emojis and punctuation are used correctly but less and less as age increases
- People are more anxious over the phone vs texting, texting is less stressful for people to communicate especially in confrontational situations
- Emojis have different meanings and contexts for different people based on their interactions and their ages
- **Personas and/or Infographics:** copy/update any of your team's "persona's and infographics" from P2





## Hip Harold

**Descriptor:** Tries to fit in with the modern day slang and youthful texting but ends up using wrong indicators

**Quote:** "That pizza we had earlier was super gas!" or "Omg it would be so dank if we went skiing this weekend"

**Who?** Age: 45-55 , Location: Suburbs , Works Office Job , Parent , Wants to be the cool parent

**Goals:** The person wants to be able to communicate on the same level as their children and understand the use of certain emojis and characters when texting in a 'hip' manner.

**Attitude:** The person believes that the application will help them understand how to be more in touch with the younger generations when texting. Point of view is gen x parent.

**Behavior:** Is well educated in basics of technology but doesn't know a lot of the extra features that are accessible. Can get frustrated easily when tech isn't working right. Fairly fast decision maker, time is money. Wants to make sure he is using the correct lingo to look 'cool' to others.

NAME

Use a realistic name. Don't use names of colleagues.

Anxious Annie

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Is always overthinking and overanalyzing simple texts.

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"Overthinking Texts is my specialty."

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Age: 20  
Location: Austin, Texas  
Education: Media Design  
Job title: Batch Creative, Receptionist  
Family: lives alone in a studio apartment

WHAT GOALS?

What is the supreme motivator? What are (latent) needs and desires?

The person wants to be able to communicate with friends and peers without feeling anxious and stressed when a difficult text is recieved.

WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

- Point of view is a female Gen Z
- expectation is to receive feedback/advice
- anxious about texting, looking for guidance
- wants fact based answers- algorithms and statistics to produce feedback

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).  
What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

For Anxious Annie, it is hard for her to communicate via text message. She is so used to communicating with individuals over the phone, since she has been working as a receptionist for the past 3 years. Annie has been searching for an app to help her better communicate over text without getting so anxious and worked up. She lives alone, so her social interaction is minimal, and with COVID, it has been even less. She finds herself ignoring texts for the sole reason of not knowing what to respond. Annie has done much research, however, she cannot seem to find an app that does not brech her privacy.

Which Trends, mindstyles or other indicators are applicable for this persona?

A big trend that is applicable to this persona, is the pressure that we put on individuals to text and to respond quickly.

How important are functional, emotional, expressive benefits.

Emotional benefits are a huge deal. Texting is meant to be used as an easy way to communicate, however, it has recently made users more anxious and frustrated.

Fast or slow decision maker?  
Why, how can you tell?

Decisions made on facts or emotion?  
Why, how can you tell?

Annie makes her decisions very slow, hence her quote above about overthinking many things. Her decisions are made based on emotions, she never wants to upset or hurt anyones feelings, but she needs to think of herself as well and stand up for herself.



Just sketch your first impression!



## Observation Persona-

### Artsy GenZ Alice

#### Descriptor:

- : Millennial/Gen Z. Young woman, college student. Very used to technology. Very expressive

#### Quote:

"Omggg that's soooo cool! AGHH! Such a good idea 🧐🧐❤️❤️"

- Who? Age: 18-25 , Location: college student.

#### Goals:

- This person has grown up with technology since they were born. Millennials and gen z are the age bracket who are the most used to technology therefore using emojis are second nature to them. Their goal is to use emojis the best they can to express their emotions through text.

#### Attitude:

- Likes using emojis
- Uses them as often as they can
- As new emojis continue to be added every year, this person thinks this app can help them stay updated with the literal meanings and assigned meanings to emojis . That way they can continue to effortlessly convey their emotions to friends and family to keep a healthy and more interactive conversation.

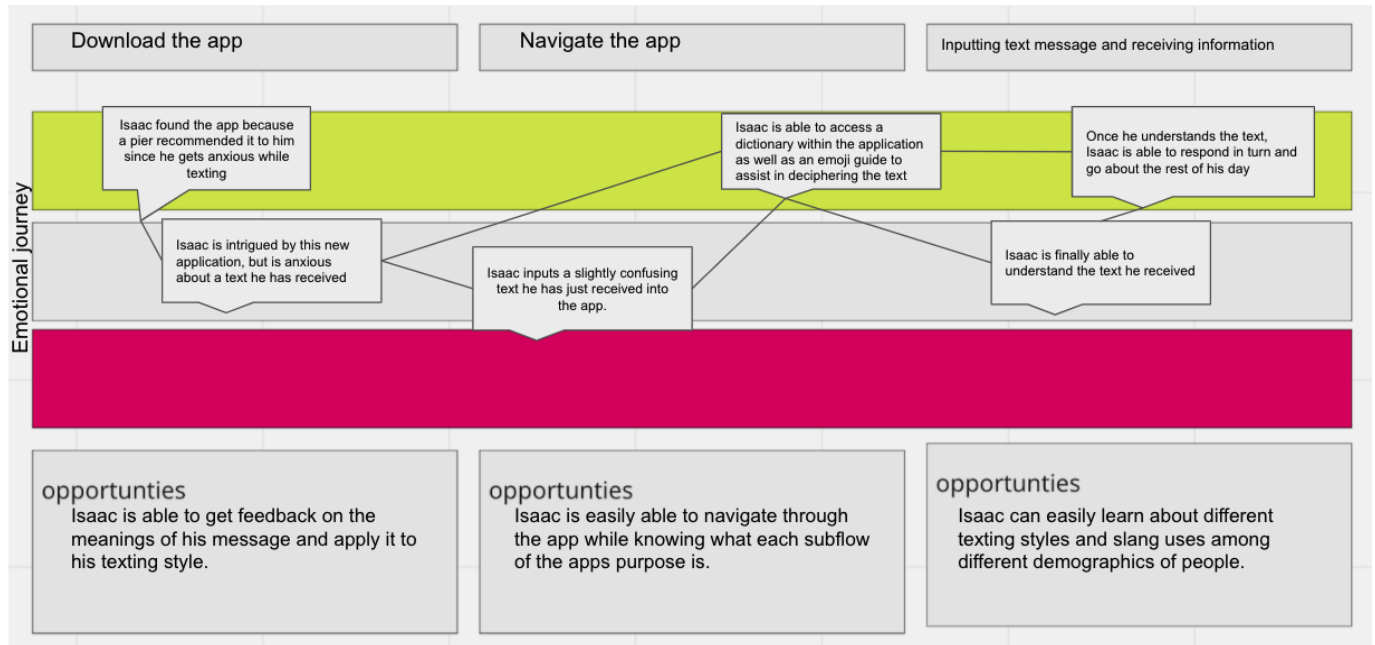
#### Behavior

- Has grown up along the progress of technology therefore they are easily adaptable to how fast new technologies are coming out. They are most likely up to date with memes and new slang/emoji uses.

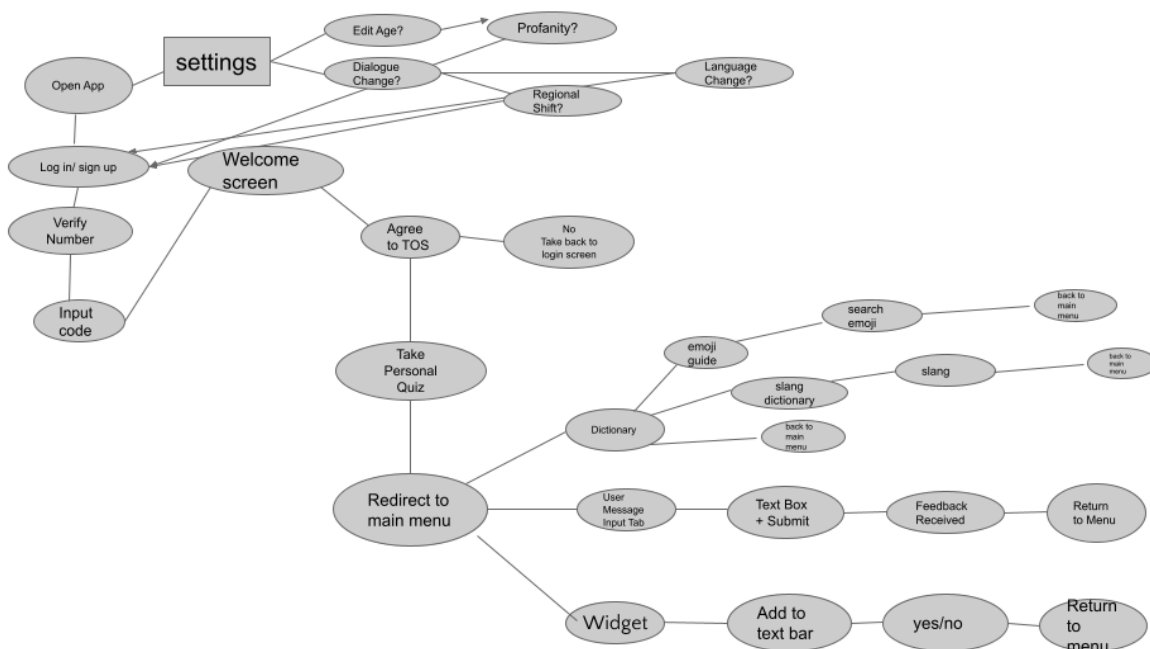
- **Journey Map:** include an image of your team's journey map from P4

Persona Name: Interested Isaac

Scenario: Isaac recently downloaded our app and is trying to understand how to navigate the app, as well as finding the meaning of a text he just recieved.

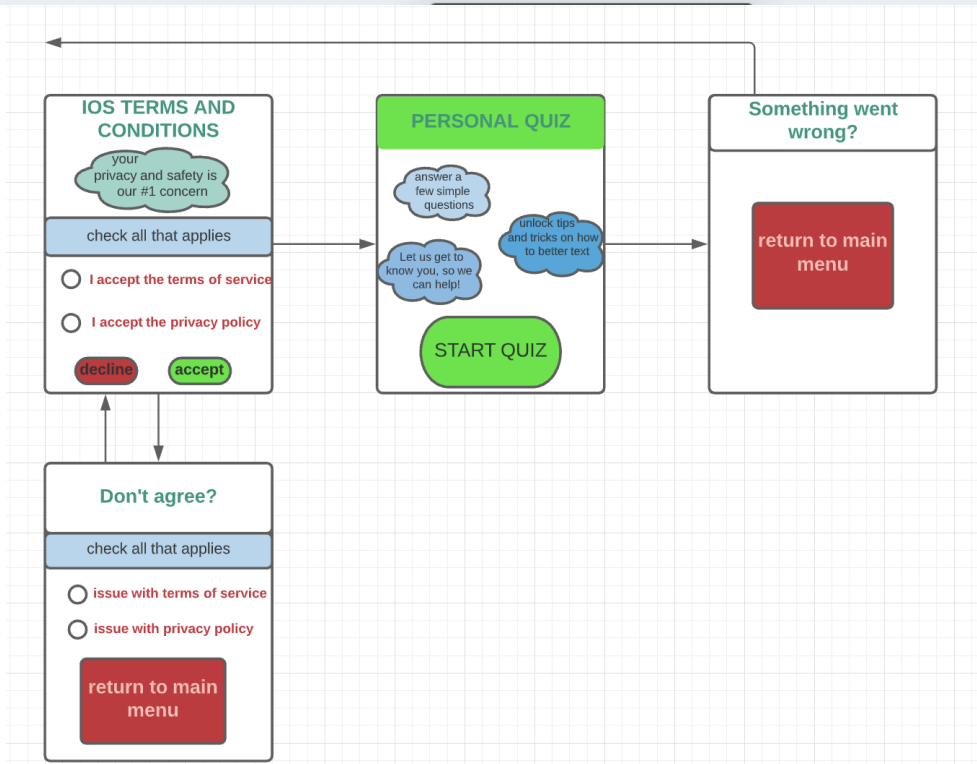
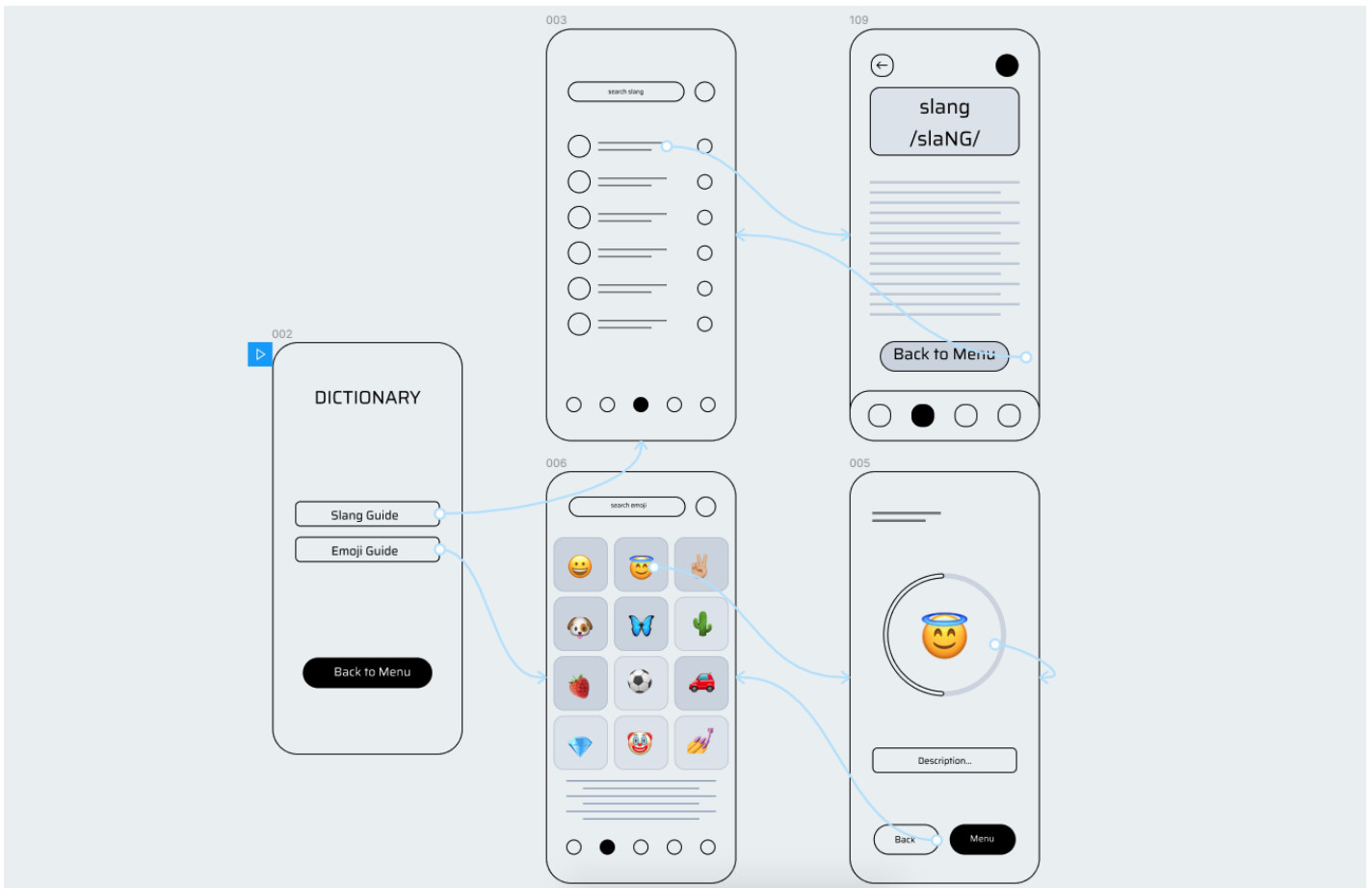


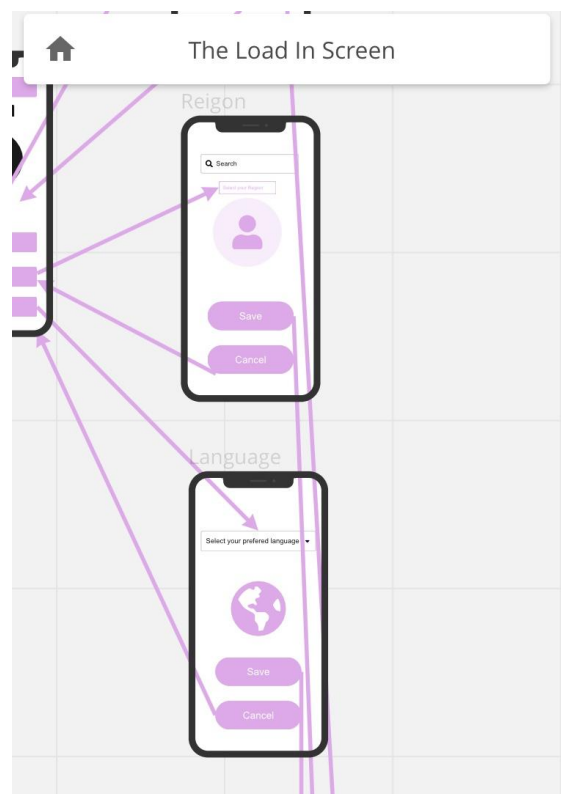
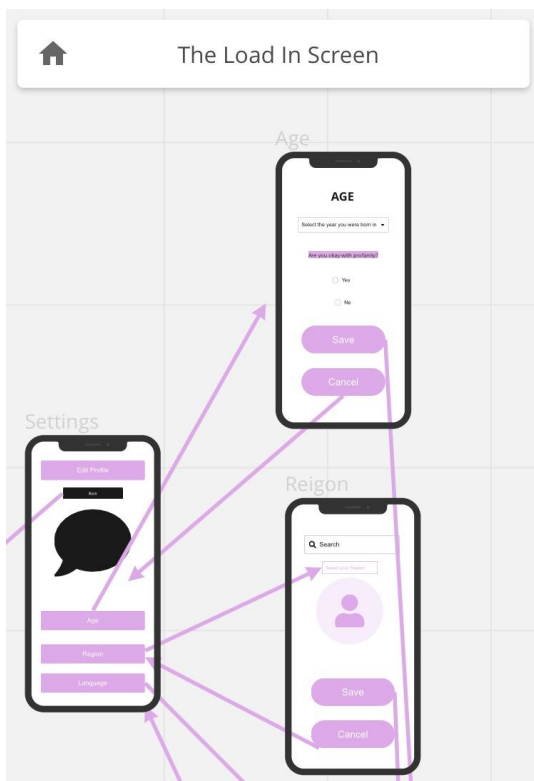
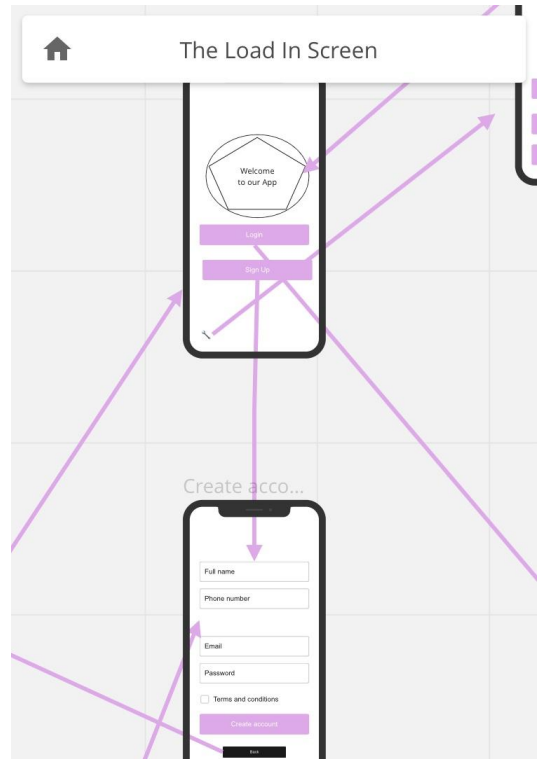
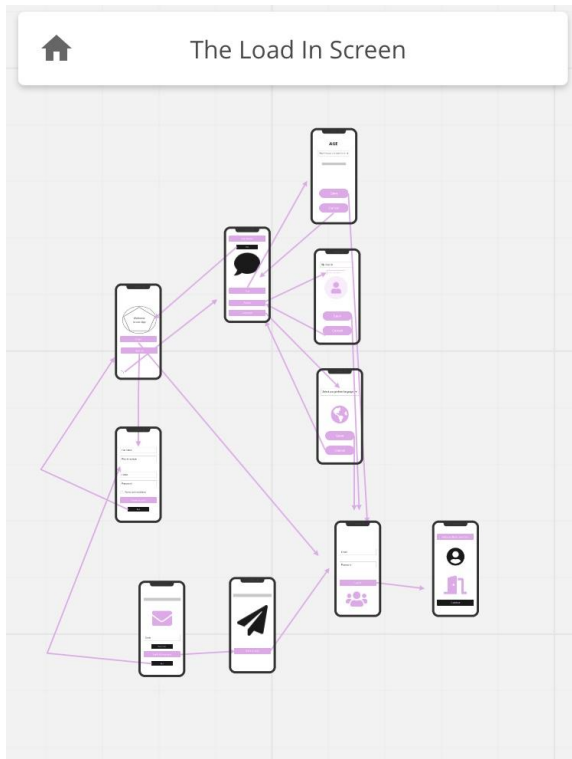
**User Flow Diagram:** include an image of your team's complete user flow diagram from P4



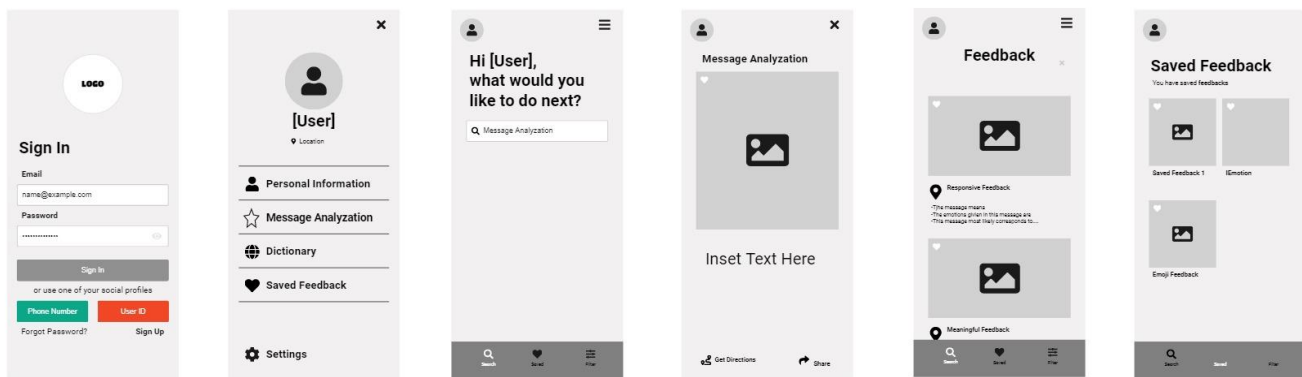


- **Wireframes:** include an image of your team's wireframes from P4









- Pain Points:** include the key pain points your team identified in P4
  - Sasha:** When testing my wireframe, my roommate was able to identify a handful of pain points. The most prominent one was the lack of consistency in the back buttons or return functions. A couple of pages had circled back arrows while others had buttons with the word “back” on them. Secondly there was no search icon to indicate to the user that the bar was a search bar. I assumed it would be intuitive but testing proved that it was not intuitive at all.
  - Audrey:** When testing out my wireframe, I had my roommate Elsa look for pain points. The first “pain point” she recognized was the check all that applies section on the IOS page. The only way to move forward in the app is if the user clicks agree to both options, so it may be unnecessary to have that. A second pain point Elsa pointed out was the lack of consistency with the colors. There were many different colors used, which made it appealing to the eye, but also difficult to navigate for simplicity purposes. I thought that the different colors would make the user feel happy and excited, but after testing, I now see how a simpler design layout may be best.
  - Kendall:** When I tested my wireframe, my dear online friend Leonna helped me find a number of pain points during the process. She first questioned why one would be able to edit their settings and age before being able to log in, which to be fair is a reasonable point on her end that I can change in the future. She also noted the lack of customer support in the welcome loadout, there was no option to email for technical support if one had issues getting into their account which was also notable. She noted that the pages were fairly plainly designed, as well as when logging in there was no reset password button which is vital when logging into an app. Considering these pain points I realize I still have a ways to go regarding the process of perfecting our log in and welcome/settings screen are

there were a number of minor functions i didnt logically think about when designing this page.

- **Sonia** : I tested my wireframe on my friend Kari. While the journey through the pages was straightforward, there were still some problems with the layout of the pages. In the first page a pain point is the lack of information about the dictionary, user input and widget. The second pain point was the buttons at the bottom of the Instructions screens. Although the icons are recognizable, the position of the icons was a bit too simple. Perhaps adding a darker menu bar or making buttons instead of just icons can help separate the page and make it more intuitive. Adding a color scheme to the buttons would also help distinguish buttons and links.
  - **Noah** : My roommate tested my wireframe based on the subflow of the message analyzer. The first pain point recognized is the fact there is a search bar when the drop down menu already has all the options of the app so that doesn't make too much sense. The other most important pain point is on the last page where there seems to be no logical way to return to the main menu from the saved feedback screen which is really a bad part if there's no way to return.
- **Refined Prototype** (optional): If you have made progress on your refined prototypes, Include any images/videos of your refined prototypes from P6 here.

