COMP3423 Human Computer Interaction WeChat UI/UX Improvements with Figma Prototypes, Group 24

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1. Introduction
2. UI/UX Improvements
3. Prototype Demonstration

1 Introduction

2 UI/UX Improvements

3 Prototype Demonstration

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WeChat is the most dominant mobile instant messaging application in China developed and operated by Tencent since 2011, which integrates various platforms including messaging, *WeChat Pay*, *Moments*, video clips, etc..

- However, WeChat is often criticized for its UI/UX designs.
- Five of the most representative UI/UX design drawbacks are selected for improvment in this project
- We will then introduce the rationale and the implementation of our redesigns, the demonstration of our Figma prototypes, and the user test paths.

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Improvement 1 - Voice Messages

WeChat supports long voice messages up to 60 seconds. The receiver can play the voice message by clicking the message bubble.

- However, the receiver is unable to locate a particular segment of the voice message.
- The receiver can only play the entire voice message if she would like for a short segment of it only.

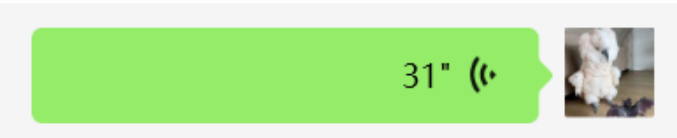

Figure 1: An example of the voice message in WeChat

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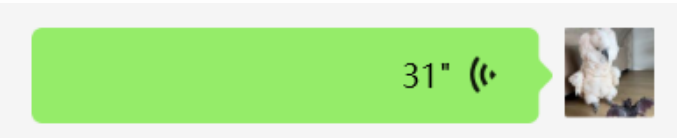

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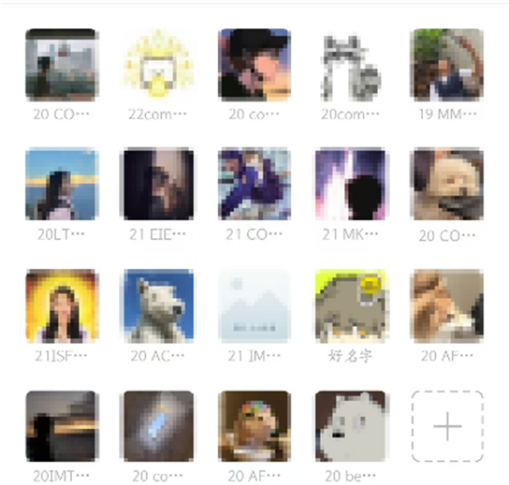
- The receiver can only play the entire voice message if she would like for a short segment of it only.
- A progress bar that is wide enough to prevent the fat finger problem is added to each voice message.

Figure 2: The addition of the progress bar to the voice message

Improvement 2 - The Group Member List of Chat Groups

A WeChat chat group can consist of up to 500 group members.

- The group member list is a 2-dimensional box of members' profile pictures with nickname under the profile, even if in the "view more" page.
- Users can not see the full nickname of a group member if the length of the nickname exceeds 9 characters.



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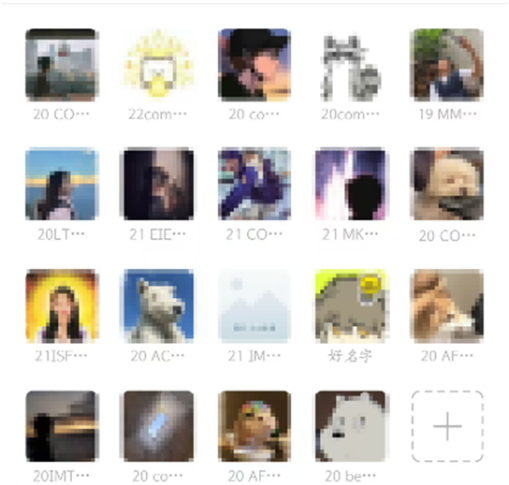

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- An array-style rather than box-style group member list is added to the "view more" page for the full display of the nicknames.

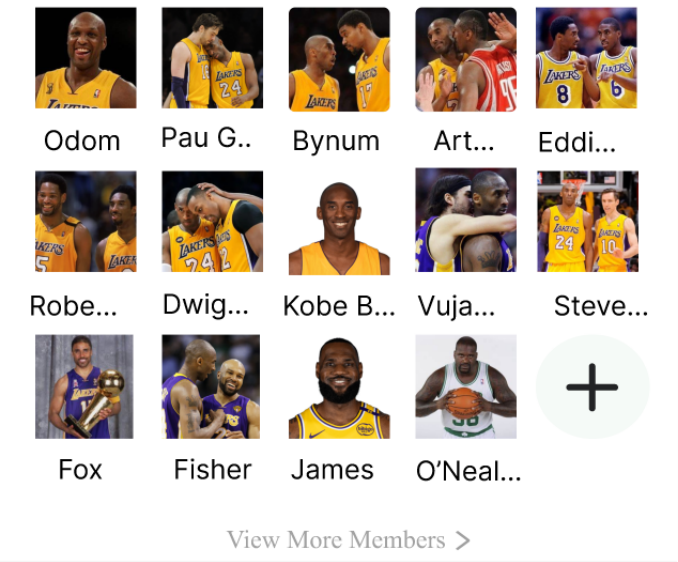

Figure 4: The thumbnail box

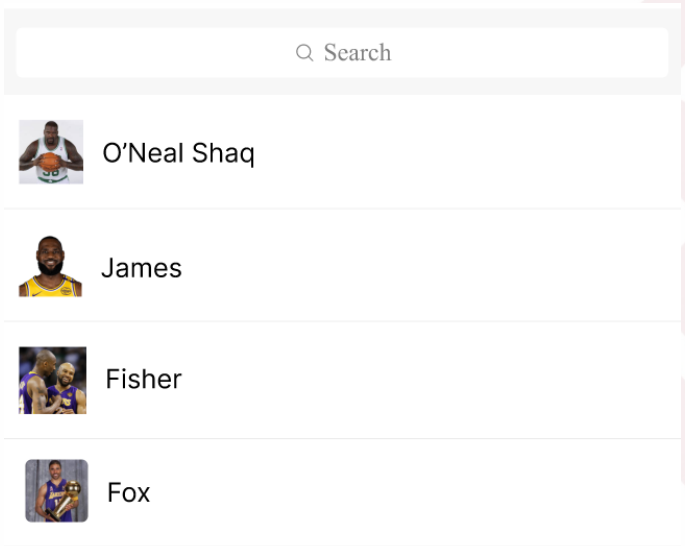

Figure 5: The "view more" page

Improvement 3 - Pure-text Moment Sharing

In *Moments*, users are required to long-press the camera button and then to select to share a pure text.

- Users have no idea that pure texts can be shared by long pressing the camera button.
- This interaction is implicit and annoying, as it has no semantic priming and a long navigation flow.

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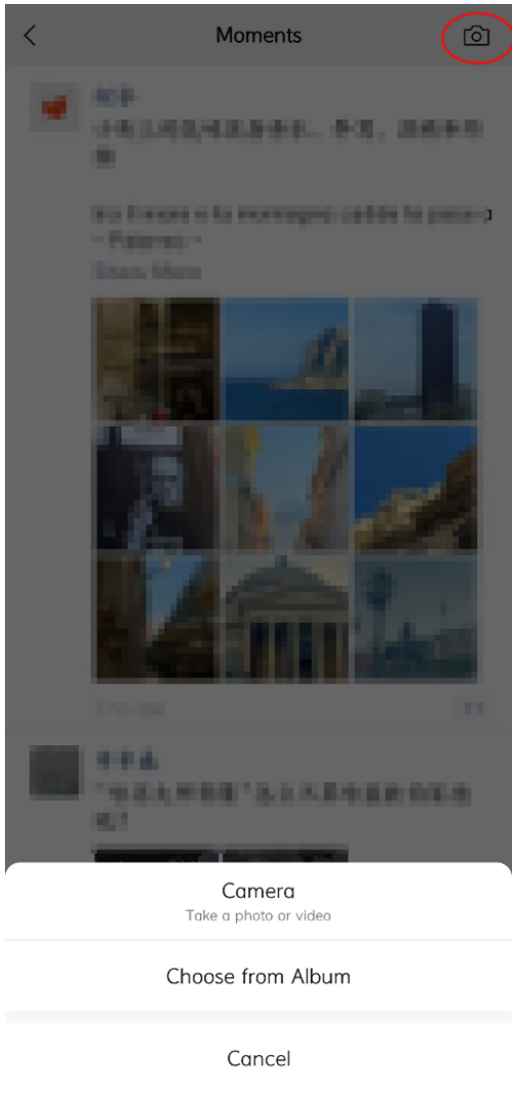
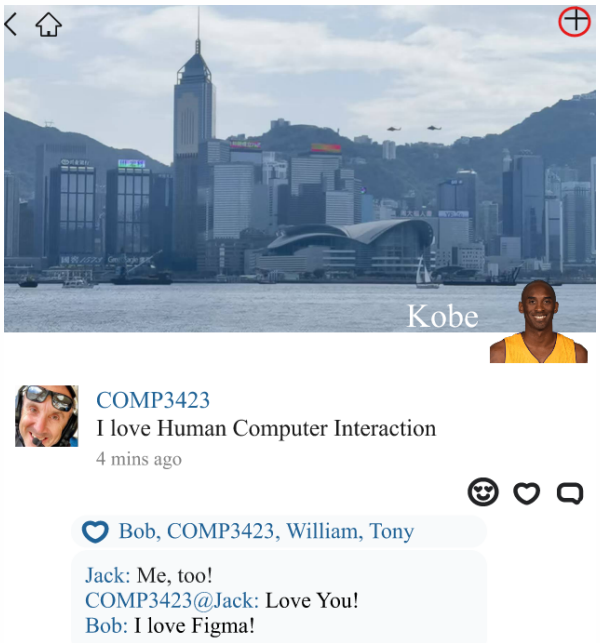
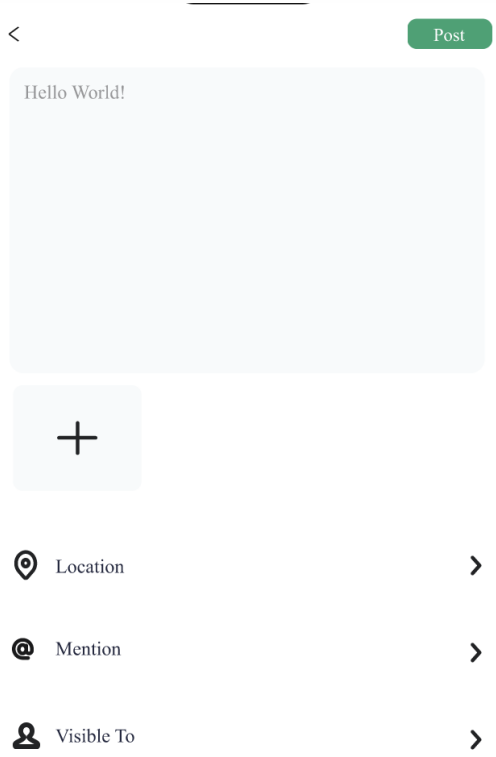


Improvement 3 - Pure-text Moment Sharing

An universal moment sharing interface is designed. A "+" button rather than a camera is used for semantic priming, and users can choose whether to upload a photo along with the text.





Improvement 4 - Like or Comment on a Moment Sharing

To like or comment on a friend's moment sharing, users have to press the ".." button first, then choose to like or comment the post. This procedure is unnecessary and inefficient.

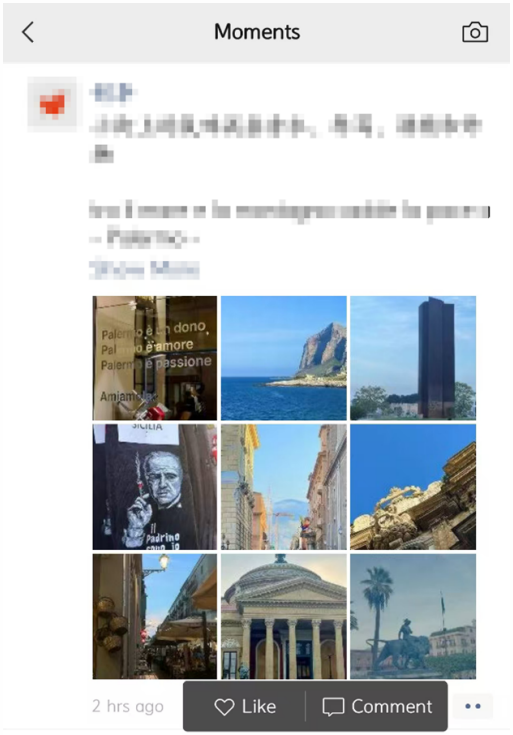


Figure 6: The unnecessary ".." button and like/comment selection

Improvement 4 - Like or Comment a Moment Sharing

Our redesign provides a shortcut - users can directly choose to like or comment on the post.

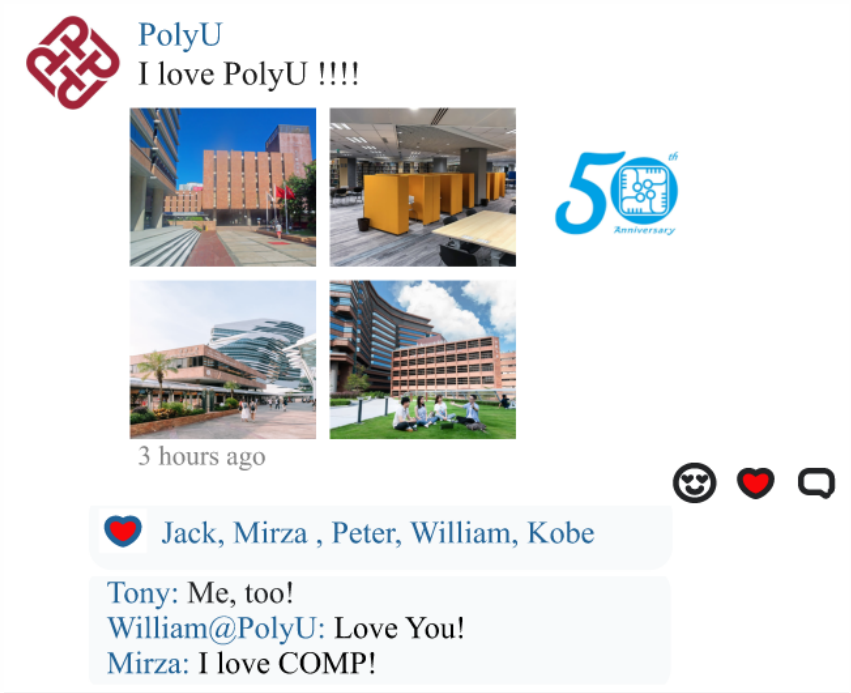


Figure 7: Removal of the ".." button for direct selection

Improvement 5 - Return to the Home Page

It is sometimes time-consuming to return to the WeChat home page.

- When browsing the *Moments*, users can access a specific friend's moment page, which can be an endless.
- To return to the home page, users are required to press the "<" button as many times as the number of such iterations.
- A home button is set next to the "<" button to directly go back to the home page.

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Let's start the demonstration on the Figma prototyping tool!