UI/UX Case Study

Social Spotter

Connect with your friends at any time and any place!

Project for 30 little Academy

Used tools:

Problem Statement

Users need a way to easily connect with friends in the same location or nearby and discover events around them to enhance their social life, increase real-time social interactions and seek opportunities for spontaneous gatherings and shared experiences.

We will know this to be true when we observe 15% increase of users every month and a notable rise in event attendance rate.

Possible Solution

Creating an app that:

- Implements real-time geolocation and event discovery features, enabling users to connect with nearby friends and discover relevant events easily.
- Alert users for nearby friends and upcoming events and encourages spontaneous gatherings.
- Allows users to create and organize their own events, foster initiative, and strengthen social connections within the app.

Target Audience

- Urban Millenials
- Travel Enthusiasts
- Students

My Role

Design Strategy | Problem Solution | Information Architecture

Empathy Mapping | Usability Testing | User Flow

Prototyping | Wireframes | Competitive Analysis

Visual Design | User Research | User Persona

The Approach

To design this app effectively, I used a user-centered approach. I conducted thorough user research to understand their behaviors, motivations, and pain points, ensuring the app met both social and event discovery. That helped me to create my user personas.

I utilized iterative design processes such as wireframing, prototyping, and user testing to gather feedback and refine the design, and I prioritized data privacy and security measures to ensure user trust and safety within the app.

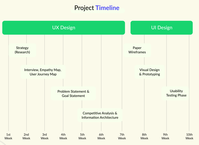
Lastly, I collaborated closely with developers to ensure technical feasibility and optimize app performance.

Design Thinking Process

The design thinking process and its five stages are crucial as they provide a structured framework for understanding user needs, defining problems, generating creative solutions, prototyping designs, and validating ideas through testing, ultimately leading to more innovative and user-centric solutions.

Emphatize	Define	Ideate	Design	Test
User Research User Interview Empat Analysis	User Persona User Journey Map Problem Statement Empathy Map	Brainstorming Card Sorting User Flow	Paper Wireframes Visual Design Prototype	Check/Usability Survey Insight Improvements

Project Timeline



Emphatize Phase

Qualitative Research

I have used qualitative research methods such as interviews, focus groups, and ethnographic studies to gain deeper insights into user behaviors, preferences, and motivations when designing a social app.

Qualitative research aims to uncover a rich, nuanced understanding of users' experiences, pain points, and desires, providing valuable insights to inform the design process and ensure the app effectively meets user needs.

Interview Questions

- Demographics (gender, age, location and education)
- Social habits (how they currently connect with friends, meeting, night-outs, sport events, etc)
- Which communication channels you use while planning?
- Do you experience any difficulties while using these apps?
- Do you prefer spontaneous or planned social interactions and activities so they can join?
- If you answered "Yes" to the previous question, please tell your reasons?
- How often do you share your location with your friends?
- Would you like to receive notifications about nearby events and friends' same event?
- Would you like a feature for creating and posting new events within the app?

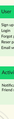
Key Insight Derived

- The age group of the users is between 20 and 45y
- On average, they have some kind of activity at least twice a month
- Online friendship is not a priority. They rate group chats but get frustrated when people start adding random people to a group chat.
- Some users would be concerned about sharing their location due to privacy reasons
- They would like to have event and location sharing within the same app

Define Phase

User Persona

A user persona represents a hypothesized subset of users' goals, pain points, and behaviors. The ultimate goal of a persona is to generate empathy for my potential users. Persona must feel like real people to the team and the client.



Sarah Chang

Age	28
Occupation	Marketing Specialist
Status	Single
Location	Belgrade

Personality

Social | Thinker | Creative

Brief Story

Sarah leads a busy yet fulfilling life,juggling deadlines and client meetings. She thrives on social gatherings, often spent exploring the eclectic neighborhoods and trying new cuisines. Her desire to achieve social life she finds it challenging to synchronize schedules with her friends.

Goals

- Aims to maintain strong connection with her friends
- seeks opportunities to socialize and discover new experiences within the city

Frustations

- Difficulty coordinating meetups with friends due to conflicting schedules
- Limited awareness of local events and activities happening in her area
- Often feels disconnected and wishes for more spontaneous interactions

Needs

- A convenient way to see which friends are nearby and available to meet
- Access to comprehensive platform that curates and suggests events based on her interest and location
- Tools to easily organize and coordinate group activities

Motivations

- Sarah is driven by the desire to explore the city and find relevant culture and night life
- She finds fulfillment in creating memorable moments with her friends

Task Flow

Create new event

Card Sorting

High-Fidelity Wireframes

Typography & Colors

Font Used

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

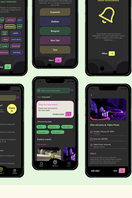
Lato Font is a elegant and modern sans-serif font. It is very neat and clean. It have even readability and variety of options. That's why I used this font.

Lato Bold	Lato Medium
Lato Regular	Lato Light

Color Used

#18D4bF | #4b8BF7 | #FF440a | #FFF43C | #2E2D2E

Visual Design


Sign up
Create an account to see photos and events around you
Sign in
Forgot password?
Log in
Log in
Log in to Social Spotter
Log in
Log in to Social Spotter
Log in
Log in to Social Spotter