

DESIGN THINKING CAPSTONE

# ONE-STOP MESSAGE MANAGEMENT

Simplifying communication Across Platforms

# One-Stop Message Management: Simplifying Communication Across Platforms

**This presentation discusses the challenges of managing multiple social media handles while maintaining authenticity and a consistent online presence. It presents insights from a survey on the difficulties faced by users, especially students, in managing multiple platforms and the need for privacy and differentiation between personal and professional use.**

# The Challenge of Managing Multiple Social Media Handles

- Managing multiple social media handles can be time-consuming and overwhelming, especially for users who have many different accounts across multiple platforms.
- Users may also struggle to keep track of important messages and notifications, leading to missed opportunities or important conversations.
- Different platforms may require different types of engagement and may have unique audiences, making it challenging to create and maintain a consistent online presence across all handles.
- Managing multiple handles can also be stressful, leading to feelings of anxiety and burnout.

# Privacy and Differentiation in Personal and Professional Use

- Some users may also find it difficult to differentiate between personal and professional handles, which can lead to confusion and miscommunication.
- Privacy concerns may also arise when users have multiple social media handles, as they may unintentionally share personal information or messages with the wrong audience.



# Brainstorming for Managing Multiple Platforms

One-stop message management can simplify communication across platforms and manage different handles in one place

Strategies for managing multiple platforms can reduce time spent on social media.

Potential solutions can also address privacy concerns.

# Benefits and Drawbacks of Multiple Social Media Handles

## Benefits of Multiple Social Media Handles:

- 1.Improved personal and professional branding: Multiple handles allow users to tailor their image and messaging to specific audiences.
- 2.Access to a wider range of information and contacts: By using multiple platforms and handles, users can reach and connect with a more diverse group of people and access different types of content.

## Drawbacks of Multiple Social Media Handles:

- 1.Difficulty in managing and keeping track of multiple accounts: Users may find it challenging to remember login credentials, stay active on multiple accounts, and manage messages across different platforms.
- 2.Time-consuming and potentially addictive: Maintaining multiple social media handles can be time-consuming and may lead to overuse, addiction, or burnout.



# The Importance of User Personas

- User personas help to create a clear understanding of the target audience's needs, goals, and pain points, which in turn can inform the development of solutions that meet those needs.
- By using user personas, designers and developers can gain insight into how users interact with their product or service and tailor their design to create a better user experience.
- User personas can help to prioritize features and functionalities based on the user's perspective, ensuring that the final product is useful, usable, and desirable.



# Persona 1: Social Media Enthusiast



**Name:** Sana

**Age:** 25

**Occupation:** Social Media Manager

**Goals:** managing social media accounts more efficiently, staying up to date with the latest trends and features, improving engagement and reach

**Challenges:** managing multiple social media accounts, feeling overwhelmed by content and notifications



# Persona 2: Casual User

**Name:** Arun

**Age:** 32

**Occupation:** Software Engineer

**Goals:** Staying connected with friends and family without feeling overwhelmed, managing social media accounts with ease

**Challenges:** keeping track of social media activity, missing important updates and messages



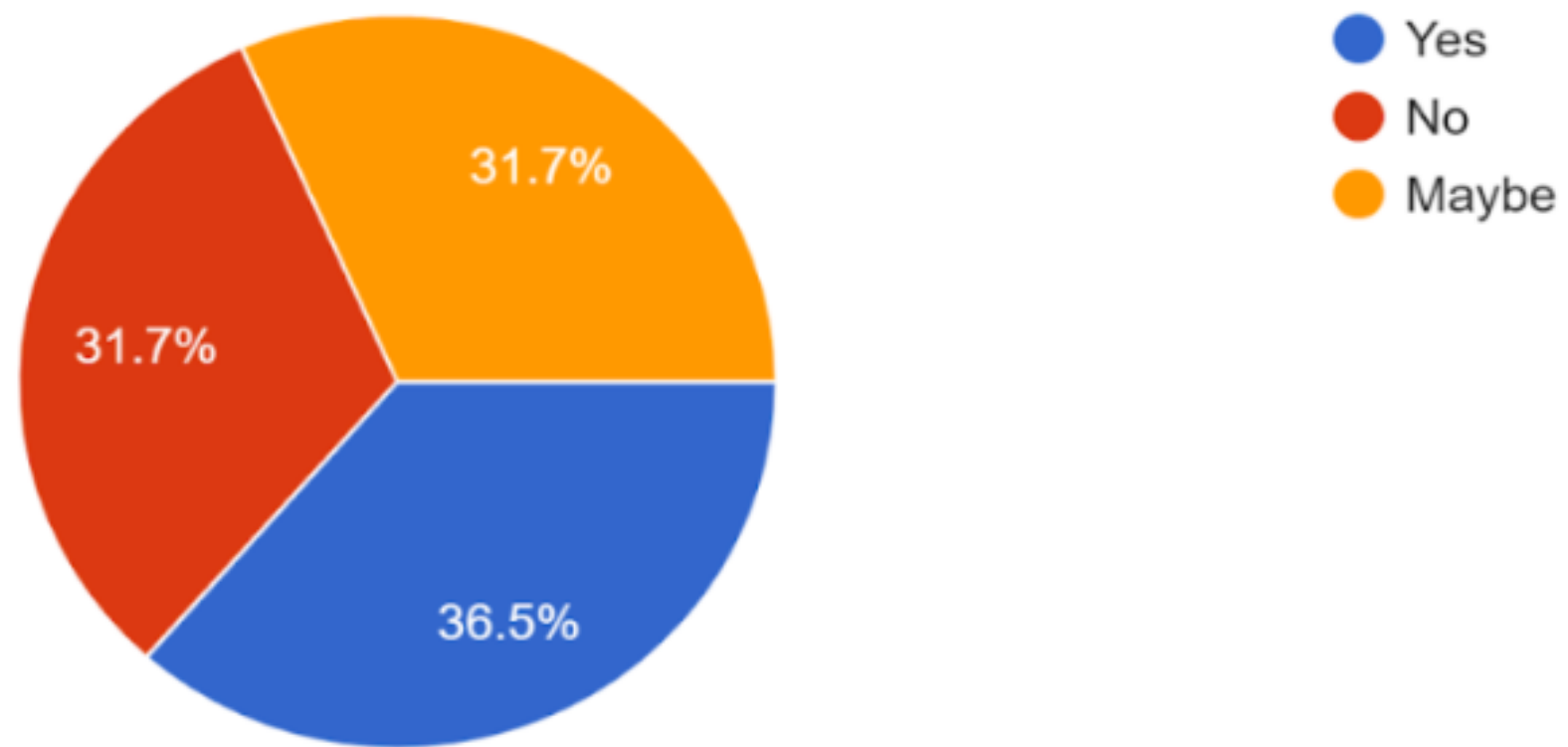
# Conducting user research to understand the needs and preferences of target users

- We conducted a survey that we sent out to our networks to see what their point of views were in terms of this particular issue.
- We received **63 responses** from our network about their two cents on the problem.
- We organized the data by questions asked and used pie charts when applicable.
- We only included detailed responses to two paragraph questions and eliminated simple answers to keep the report concise

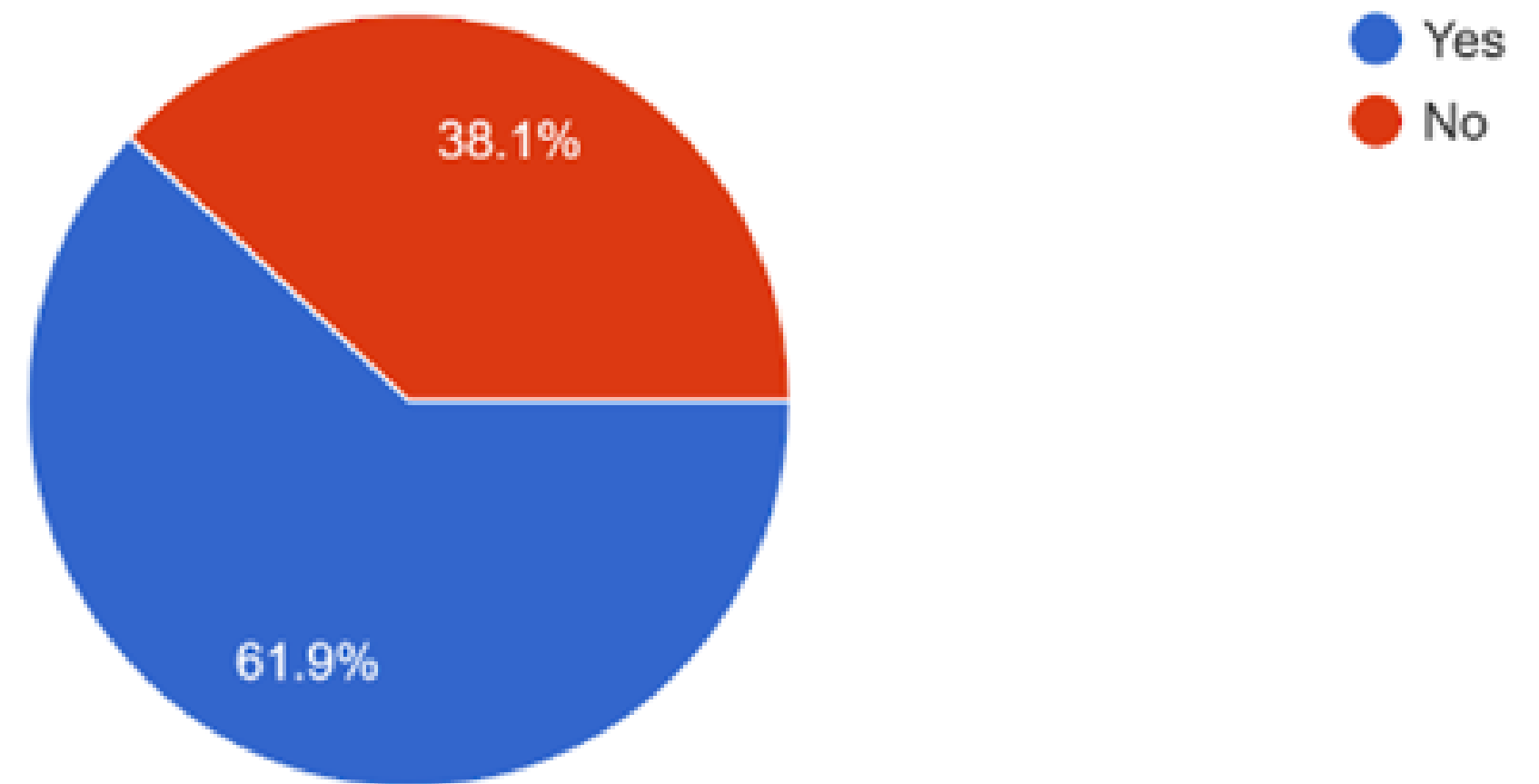


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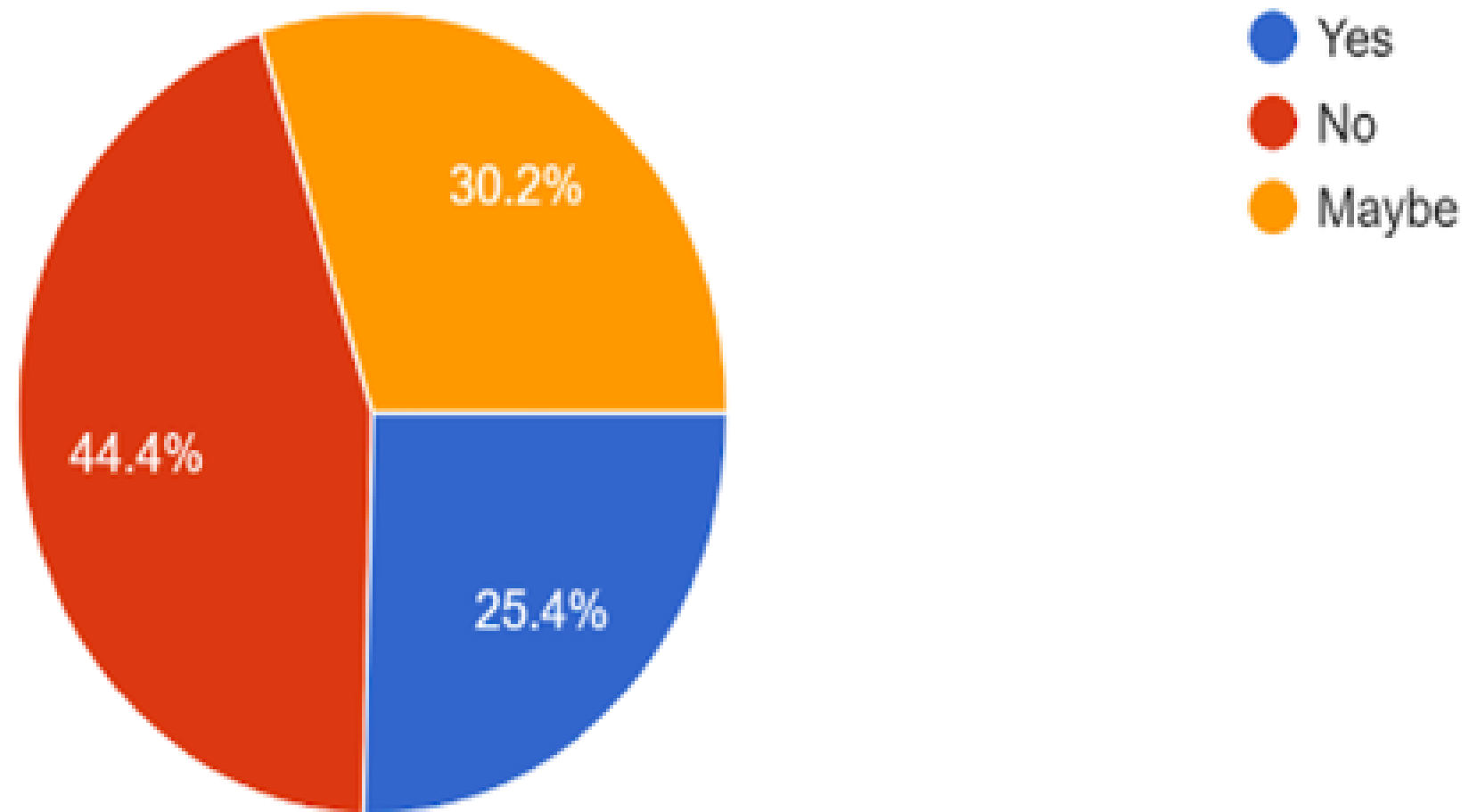
Do you find it difficult to switch between different social media platforms to catch up to different conversations with a mutually exclusive range of people?



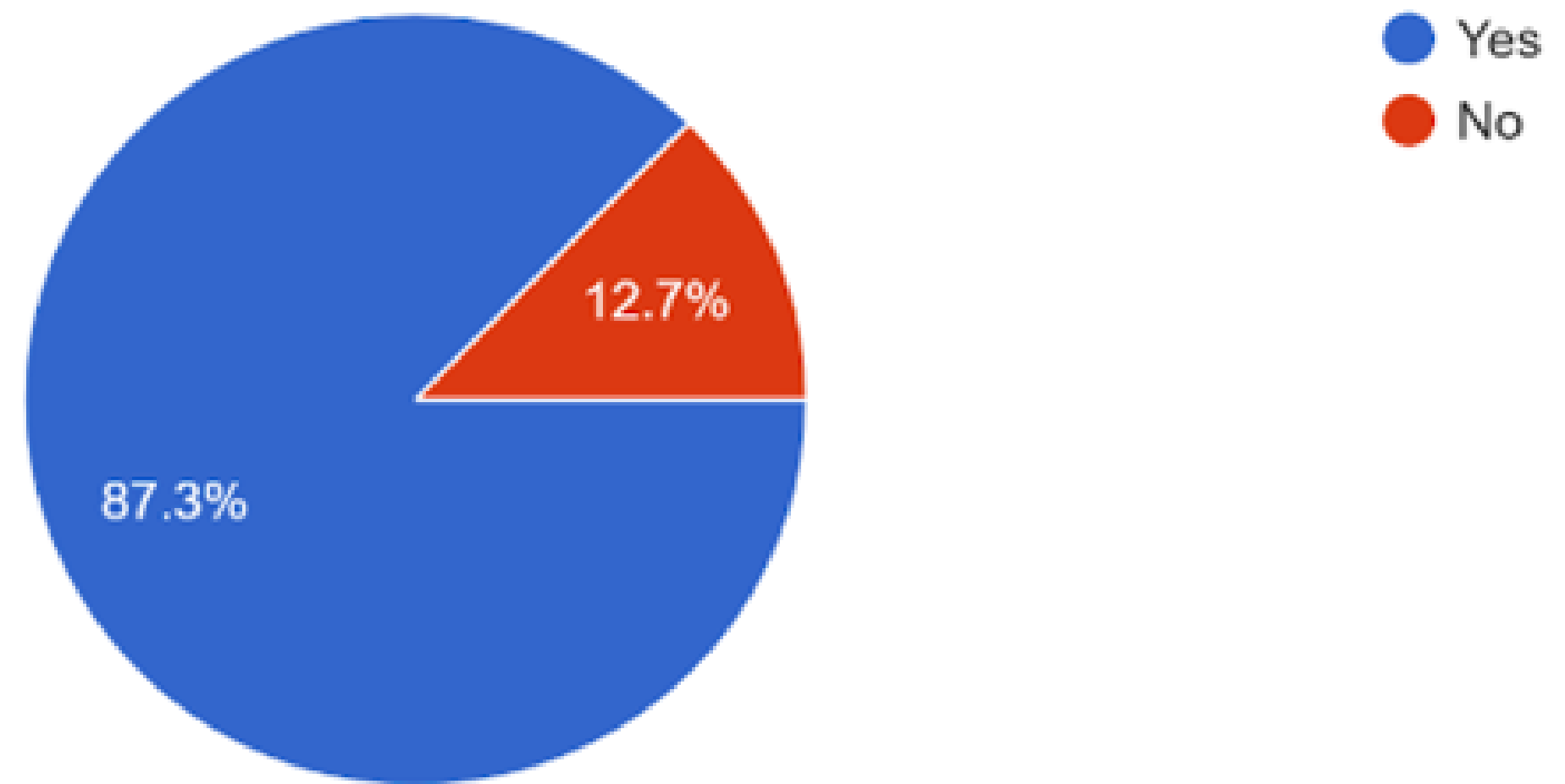
Do you face a problem of not being able to address a few messages due to lack of time to clear out messages of one particular platform?



Would you consider restricting yourself to only one platform with the intention that people will take the trouble to reach you there if they really want to?



Do you think the segregation of formal and informal platforms is fading out and all platforms are saturated with a mixture of formal and informal conversations?



5. Do you think its valid to have various social media handles? (Answer with yes or no, and why)

Few of the responses are stated below:

- Yes, because different social media platforms have different features having been one from a particular person and the other being from others. this helps increase employment and also not all the population is onto a single platform, overcrowding.
- Yes, as every media gives you new updates with the trend.
- Valid. We are different people based on the setting- personal or professional. Mixing the two could give varied impressions of yourself to friends and employers alike.
- Yes, if by various social media handles it implies on different platforms I think it would be valid as different platforms offer different features.

6. Are there other problems you face with regards to the same context or which are similar to what we are addressing? What are they?

Few of the responses are:

- At this point of time, I think it's too much to manage different social media handles and be up to date everywhere. It is an abstract social pressure in a which obviously, one can choose to not keep up with.
- Lack of division between personal and professional life, lack of privacy in professional life, not being able to fully articulate myself.
- Sometimes its hard to comprehend what everyone says on different platforms.
- Good content does not get enough attention due to social media algorithms



# Insights from the survey



- In summary, the survey revealed that people generally accept having multiple social media handles for different purposes, although some find it difficult or suspicious to have too many on one platform.
- Respondents also expressed concerns about managing multiple platforms, privacy, and social media addiction.
- To address these issues, it's important to consider the challenges of managing multiple handles, prioritize privacy, and explore ways to reduce social media use.
- It's also crucial to weigh the benefits and drawbacks of having various social media handles and how they can impact personal and professional relationships



# Stakeholders

The stakeholders of this project can vary depending on the scope and goals of the project. However, here are some possible stakeholders:

**Users:** These are the primary stakeholders who will use the One-Stop Message Management app.

**Developers:** They are responsible for building and maintaining the app.

**Investors:** They may provide funding and resources for the project.

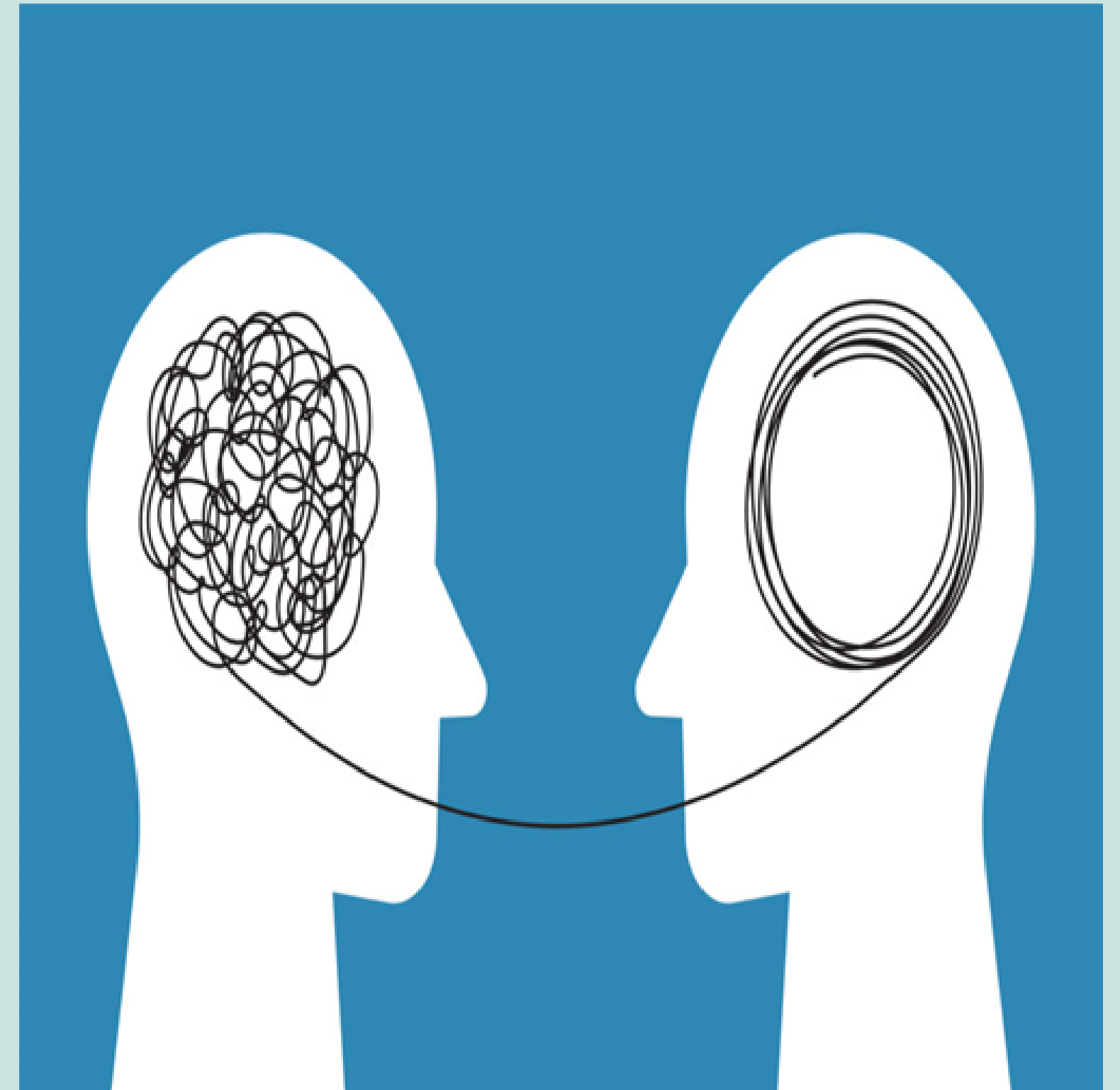
**Advertisers:** They may be interested in advertising on the app, which can generate revenue.

**Messaging app companies:** These companies may be interested in partnering with the One-Stop Message Management app to integrate their services.

**Competitors:** Other companies that offer similar messaging management solutions may also be considered stakeholders.

# Empathy tools

- Empathy tools are used to gain a deeper understanding of the needs and preferences of target users. They allow designers to put themselves in the shoes of the user and design more effective and user-centered solutions.
- The AEIOU Empathy tool is a framework used to understand the user's needs and behaviours in a particular context.
- It stands for Activities, Environment, Interactions, Objects, and Users.



# Empathy tool - AEIOU

The AEIOU Empathy tool can be used in this capstone project to gain a deeper understanding of the user's needs and pain points when it comes to managing multiple messaging apps.

## (A) Activities

By analyzing activities that users engage in when using messaging apps, such as checking notifications or responding to messages, the team can identify areas where the application can improve efficiency and convenience.

## (E) Environment

Environment in which users typically use messaging apps, such as at home or on-the-go, to determine the ideal platform for the application. Additionally, the team can interview and engage with users to understand their thoughts, emotions, and needs related to messaging apps.



**Activities**



**Environments**



**Interactions**



**Objects**



**Users**

# Empathy tool - AEIOU

## (I&O) Interactions and Objects

Additionally, the team can interview and engage with users to understand their thoughts, emotions, and needs (I and O) related to messaging apps. This will enable the team to design a solution that addresses the users' underlying needs and delivers a positive user experience

## (U) Users

Lastly, the team can observe the interactions between users and their devices when using messaging apps, which can help identify any usability issues that need to be addressed in the application design.



**Activities**



**Environments**



**Interactions**



**Objects**



**Users**

# USER NEEDS

Based on the problem statement and the goal of the One-Stop Message Management app, the following user needs can be identified:

## Primary Needs:

- Ability to access and manage messages from multiple messaging apps in one place
- Ability to prioritize important conversations and notifications
- Easy navigation and user-friendly interface



# USER NEEDS

## Secondary Needs:

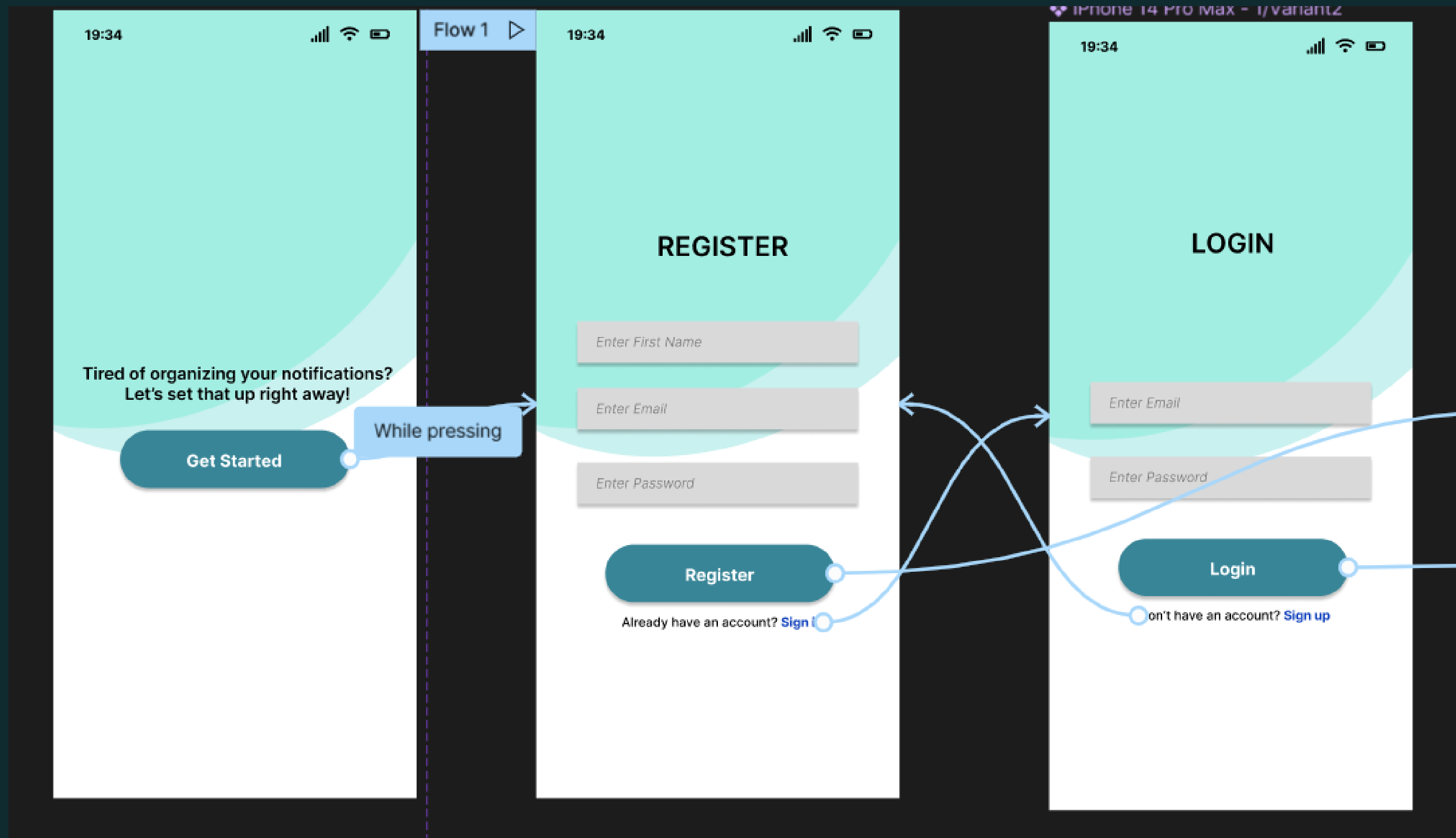
- Customizable notification settings for different messaging apps
- Ability to filter and search through messages
- Option to integrate with additional messaging apps
- Ability to sync across multiple devices

## Latent needs:

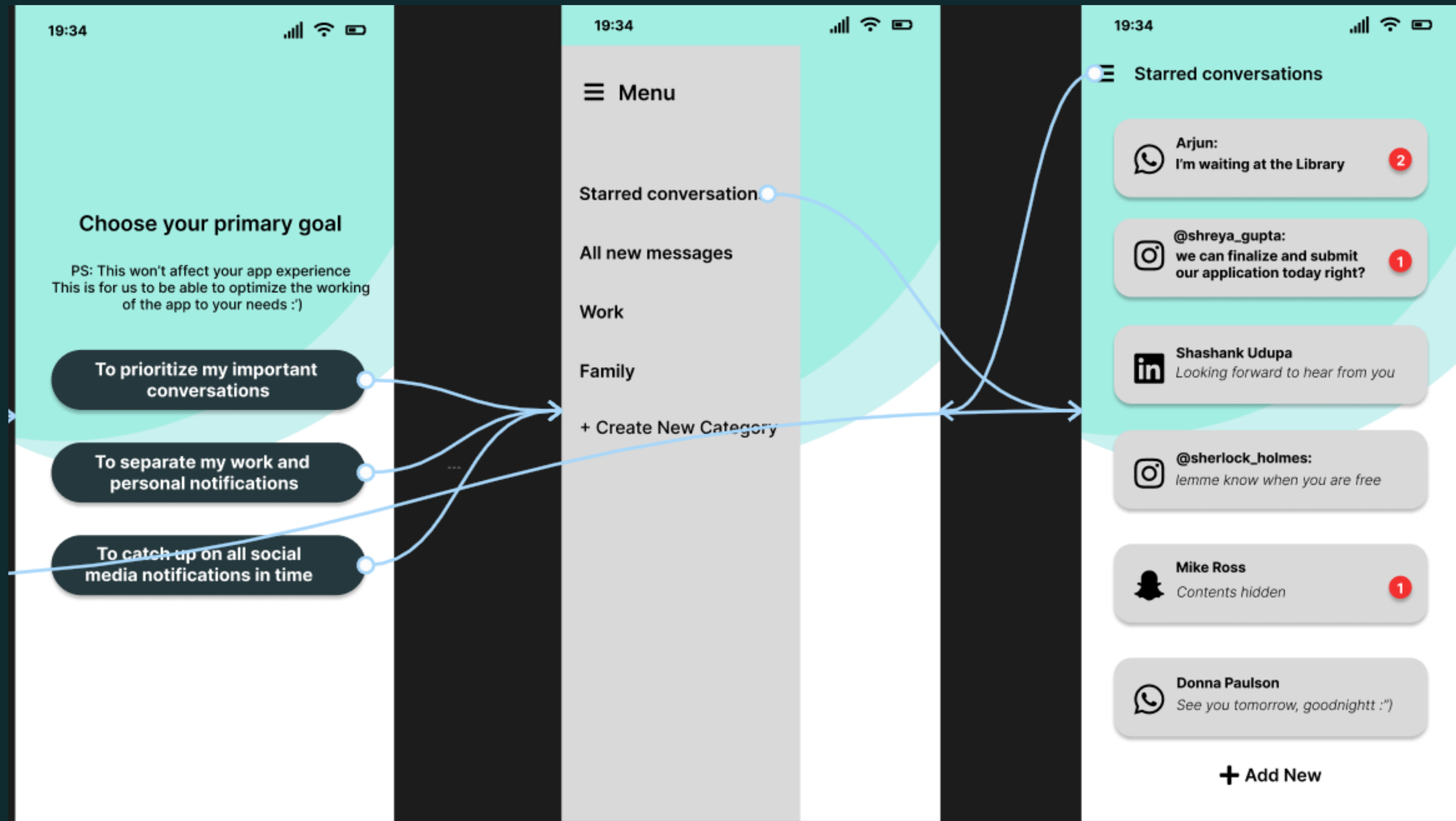
- Increased productivity and time management
- Reduced stress and anxiety associated with managing multiple messaging apps
- Improved communication with friends, family, and colleagues
- Better control over personal and professional messaging conversations



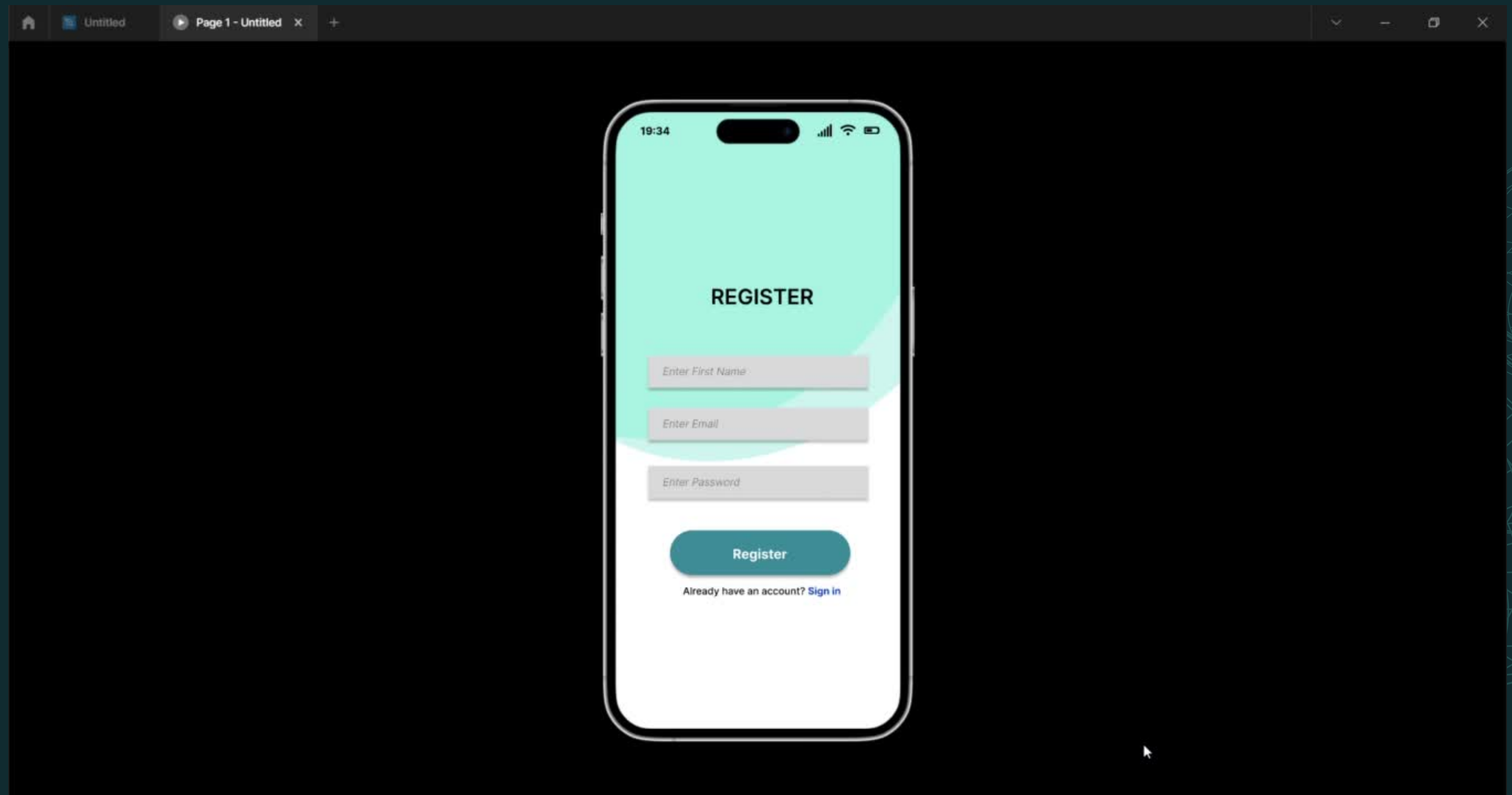
# Application Prototype



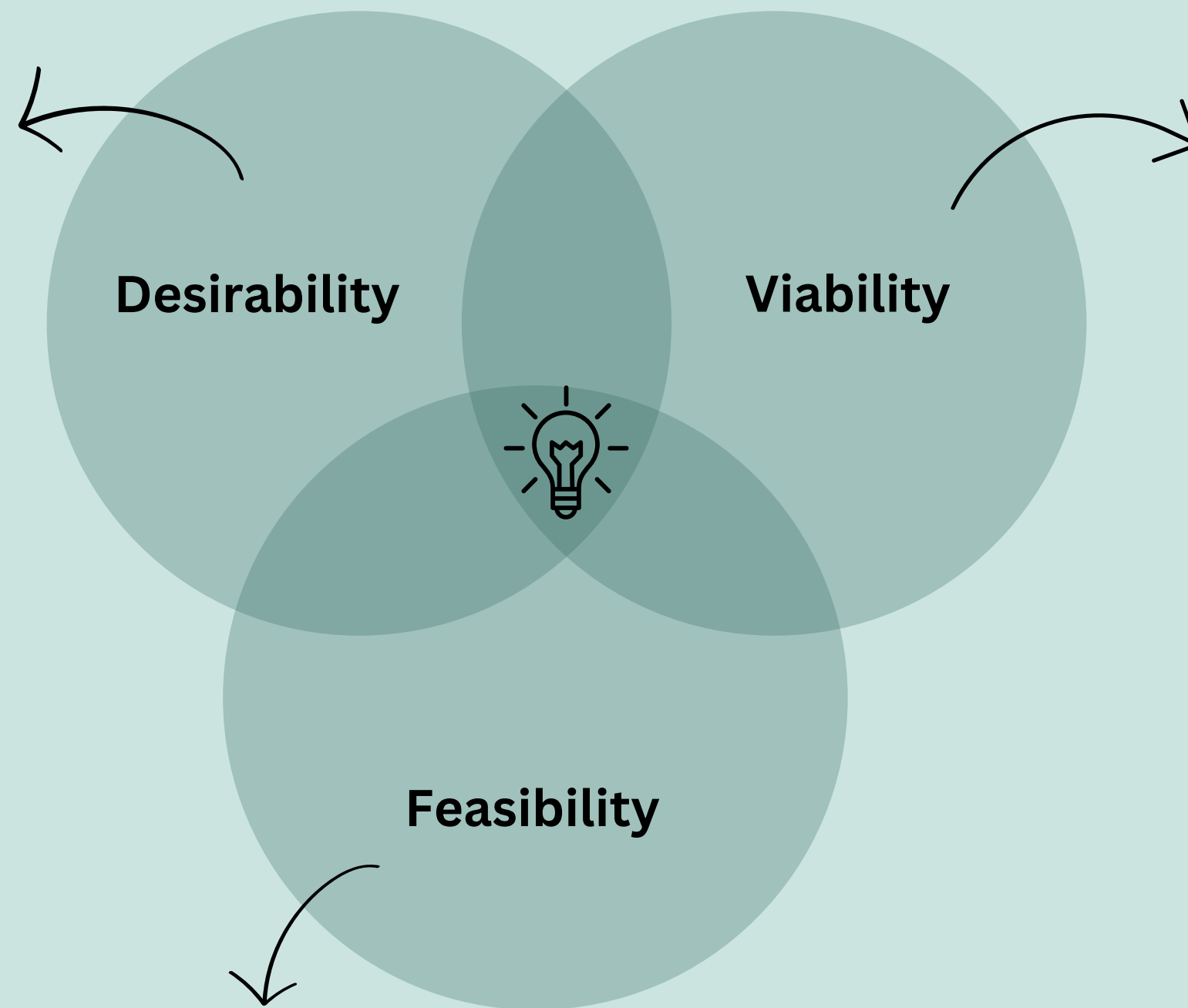
# Application Prototype



# Application Prototype



- The project addresses a common problem faced by many people, making it desirable for users.
- The app provides a solution that simplifies communication across multiple platforms, making it a desirable option for those seeking convenience.
- The app's focus on user needs and customization makes it appealing to users who value control and personalization.



- The app's development is technically feasible, with no major technical roadblocks identified during the planning phase.
- The app's regulatory and legal requirements have been taken into consideration and are feasible to meet.
- The app's development timeline is feasible, with a clear plan in place to meet project deadlines.

- The app's potential revenue streams include advertisements, premium features, and partnerships, making it viable from a business perspective.
- The app's development costs are reasonable, and the team has the necessary technical expertise to build it, making it a viable project from a development standpoint.
- The app's potential market size is large enough to make it a viable option, with many people currently struggling to manage multiple social media handles.