Discover. Discuss. Decide.

Mobile app

D'out

An app that allows users to discover events based on their preferences, discuss with friends using the in-built chat feature and decide where to go by playing a simple game.

Role	Duration
UX/UI Design, Research	10 weeks

UX/UI · research · team · user testing

Overview

Choosing things is hard especially when presented with an abundant list of options. We end up spending more time choosing what to do than actually doing it. Settling on the right activity for a group in a way that no one feels left out or not heard is extremely difficult. As the group grows larger, making a decision becomes even harder.

We intend to design a platform, encouraging users to connect with friends and family by allowing users to easily plan day-outs avoiding the never-ending choices and inevitable arguments that come with every group planning. Users can specify their interests, whether that may be watching a movie, camping or caving, kayaking or surfing—whatever type of fun activity they are looking for. Each user of a group can set their preferences, allowing the app to recommend places and events accordingly.

My role

RESEARCH PHASE

In the research phase, I worked on brainstorming the concept, requirements gathering and was responsible for framing the survey questionnaire, conducting informal interviews and performing the competitive analysis for two applications: StubHub and EventBrite.

DESIGN PHASE

In the design phase, I worked on designing the wireframes, interactive design and rapid prototyping of the home screen, events screen and profile part of the application. I also worked on the visual design system and branding of the application.

TESTING PHASE

In the user testing phase, I worked on framing the questions for the unmoderated test sessions and analyzing the results and feedback to inform the designs and iterate them further. I also helped in documenting the project and presenting it to a panel of judges.

The Process

Ideation
User Research
Features & Userflow
Wireframes
Visual Design
Prototyping
Testing

Research

Survey

Objective

To understand how people plan group hangouts.

Insights on the positives and pain points that they encounter.

Insights

Budget, distance, ambience and reviews play an important role in decision making.

Discussion in the planning process had the most friction.

Too much/ irrelevant information, less options, less reviews, etc. were some of the dislikes.

Competitor Analysis

With the research of competitors, we understood the market demand of users, helping us to combine the strengths of competitors, create new functions and avoid problems; thus, highlighting the uniqueness and marketability of the product.

Defining our competitors

DIRECT COMPETITORS

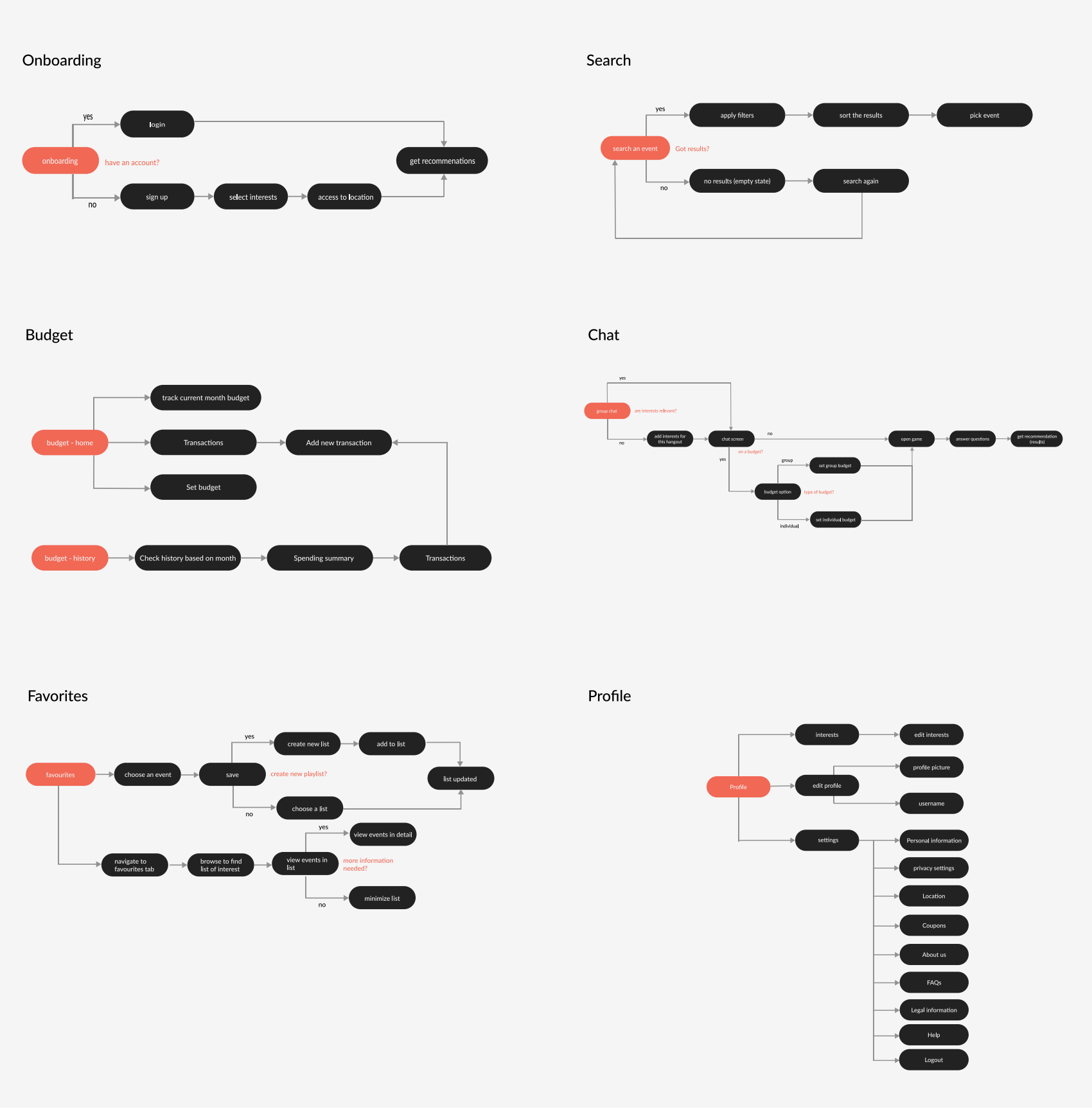
- Provides event recommendations based on interests.
- Helps users make decisions.
- Brings people together

INDIRECT COMPETITORS

- Houses reviews and ratings of services and businesses.
- Sells tickets for events.
- Helps book tables at restaurants.

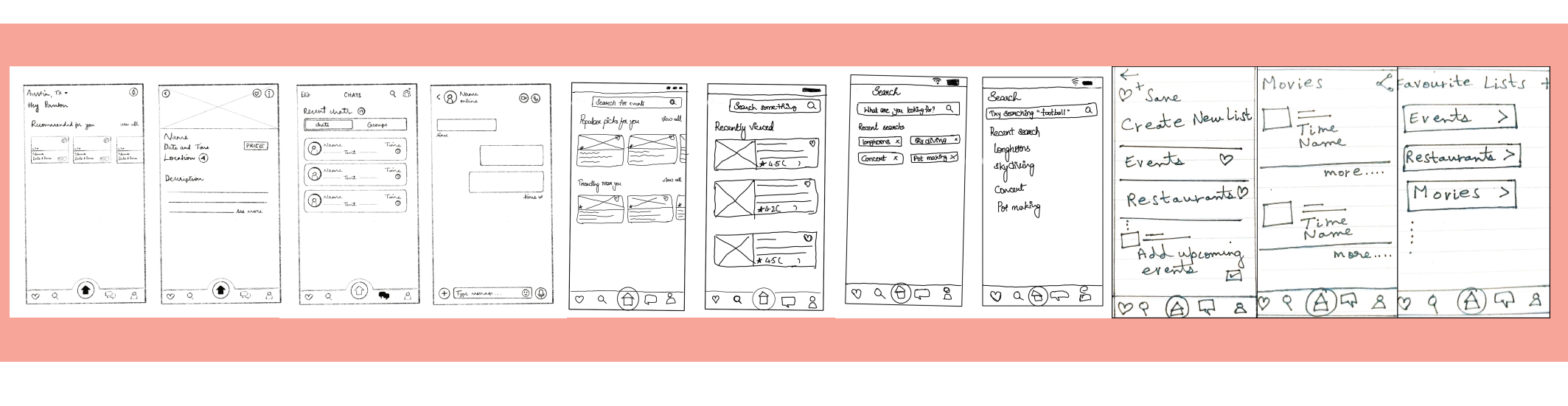
Detailed report on the competitive analysis can be found here: Competitive Analysis

User Flows


Onboarding
onboarding
have an account?
yes
login
no
sign up
select interests
access to location
get recommendations
Search
search screen
like results?
yes
apply filters
sort the results
pick event
no
no results (empty state)
search again
Budget
budget - home
track current month budget
Transactions
Add new transaction
Set budget
budget - history
Check history based on month
Spending summary
Transactions
Chat
Favorites
favorites
choose an event
save
create new list
add to list
list updated
choose a list
view events in detail
navigate to favourites tab
browse to find list of interest
view events in list
Profile
profile
interests
edit interests
profile picture
username
edit profile
settings
Personal information
privacy settings
Location
Coupons
About us
FAQs
Legal information
Help
Logout

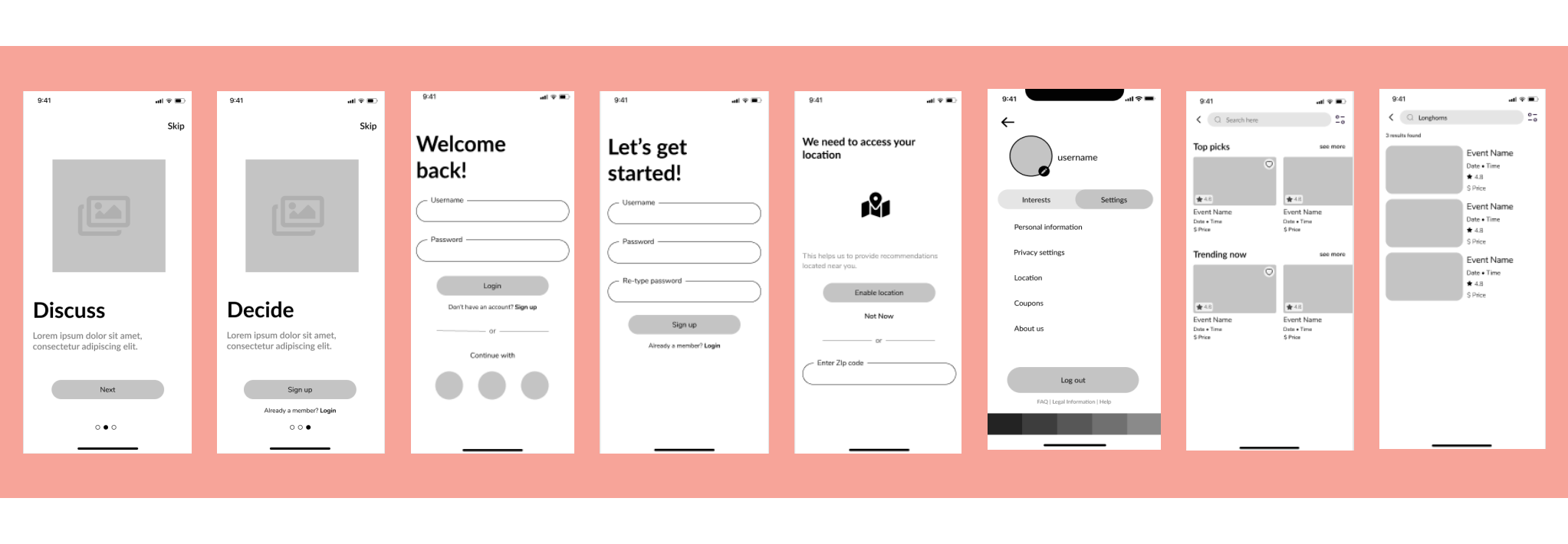
Low-Fidelity paper wireframe

After completing the feature list and user flow phases, we moved on to the design process of our app. We started off by individually designing low fidelity sketches of the app for each feature, and combining our ideas to make a final paper prototype. We decided to design paper wireframes as it is a rapid method to simulate and test our ideas. Below are the screens for the homepage and the initial features of our application.


Events
Restaurants
Movies
Create New List
Time
Name

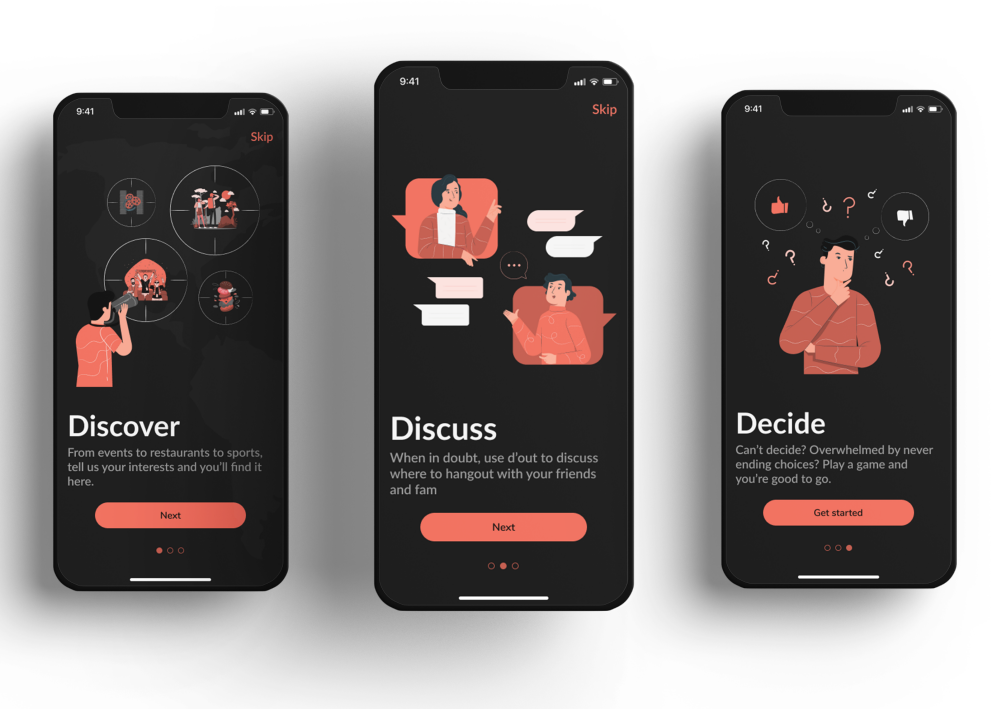
Mid-Fidelity screens

After completing the low fidelity paper prototype, we designed the mid-fidelity screens for each feature of our app using Figma. Here, we focused more on functionality rather than the visual appearance of the prototype.


Discuss
Decide
Welcome back!
Let's get started!
We need to access your location
username
Top picks
Trending now

High-Fidelity prototype

After designing the mid-fidelity screens, we moved on to the first round of usability testing followed by inspirations, style guide and the visual design 1.0 of the high-fidelity screens. While designing the high-fidelity prototype, we included the color palette of the screens, finalized iconography and typography. We designed a total of 3 iterations for the high-fidelity screens with the help of 4 usability testing rounds.

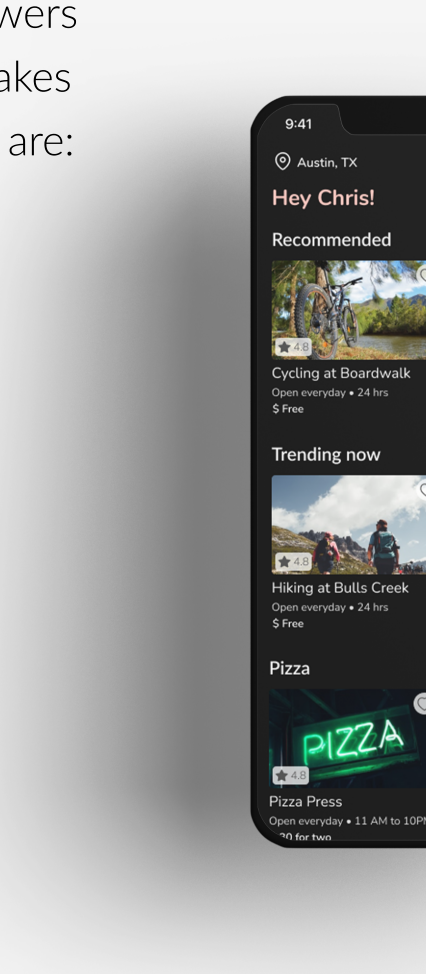

Discover
Discuss
Decide

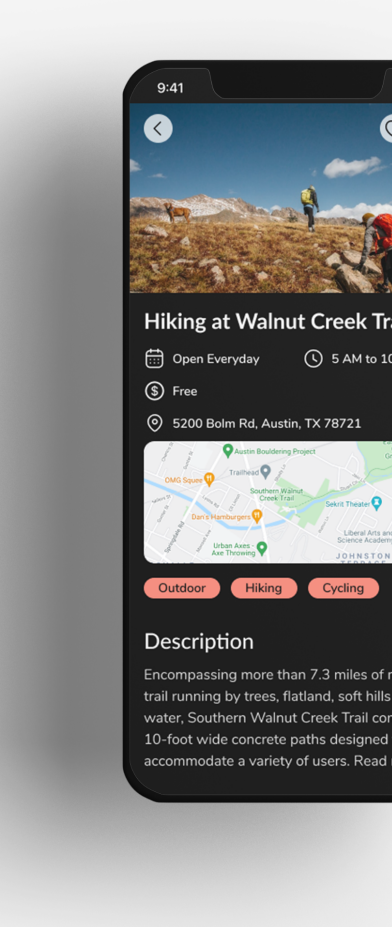
Key Features

Keeping the goals, pain points, and the requirements of the user in mind, the features of the application is determined and listed. With reference to survey answers and the analysis of competitors, few features that makes D'out exclusive from the similar existing applications are:

Home

With one simple click, users can search for everything and know what their preferred destination offers.


Austin, TX
Hey Chris!
Recommended
Trending now
Pizza

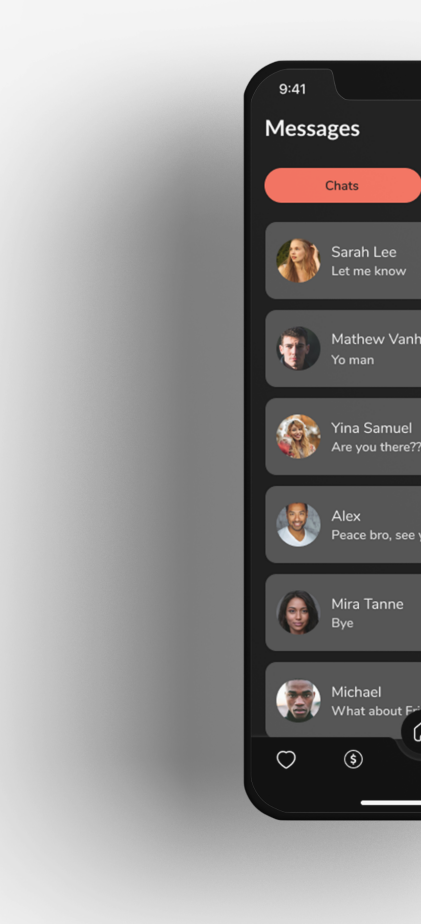

Hiking at Walnut Creek Trail
Description

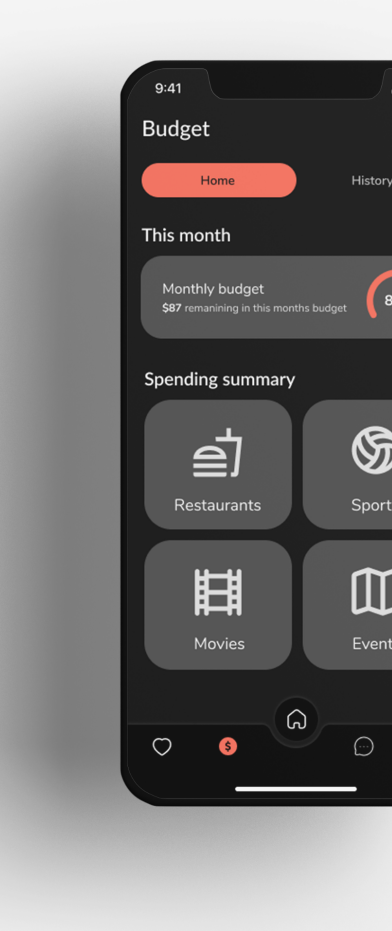
Recommendations based on user preference

Helps users to explore movies, restaurants, sport events, outdoor activities, and places that are related to the interests set by the users.

Chat

Get friends and family involved in planing an hang out by exploring and sharing events.



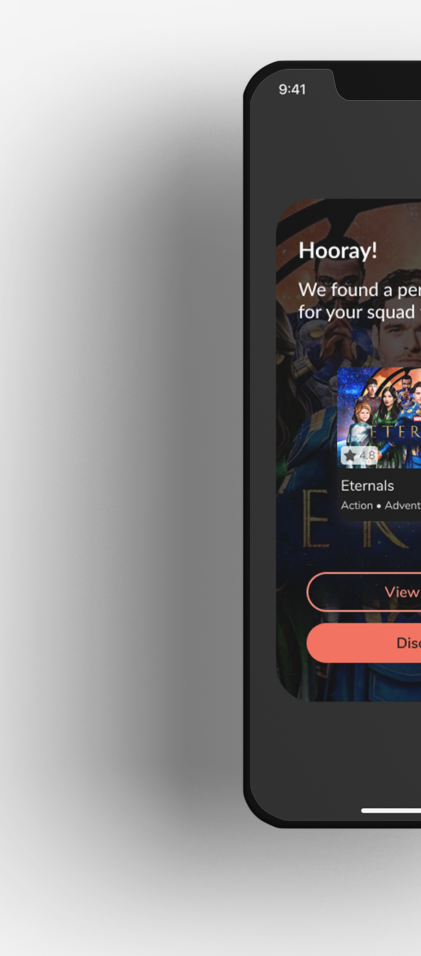

Budget
This month
Monthly budget
Spending summary
Restaurants
Sports
Movies
Events

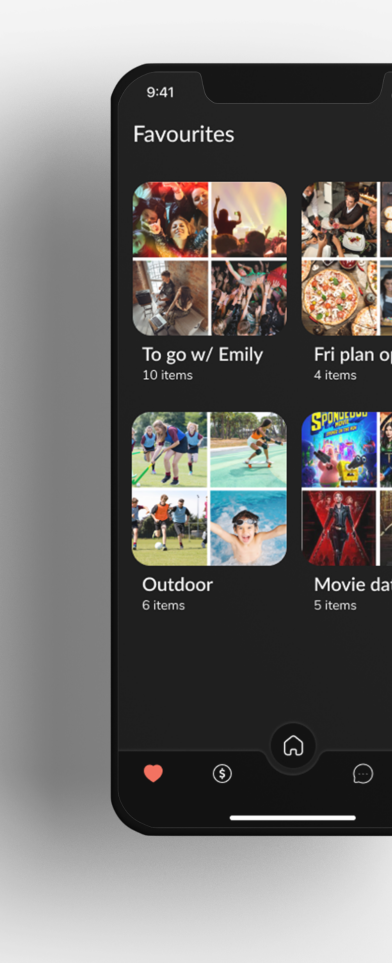
Budget

A feature to help plan hangouts and provide recommendations based on the budget that is set by the user. This also allows users to keep track of when and where they have spent money.

Gamification

A game feature to help groups of friends and family to narrow down the decision on where to go when there are many options to consider.


Hooray!
We found a perfect activity for your squad to hangout!
Eternals
View votes
Discuss

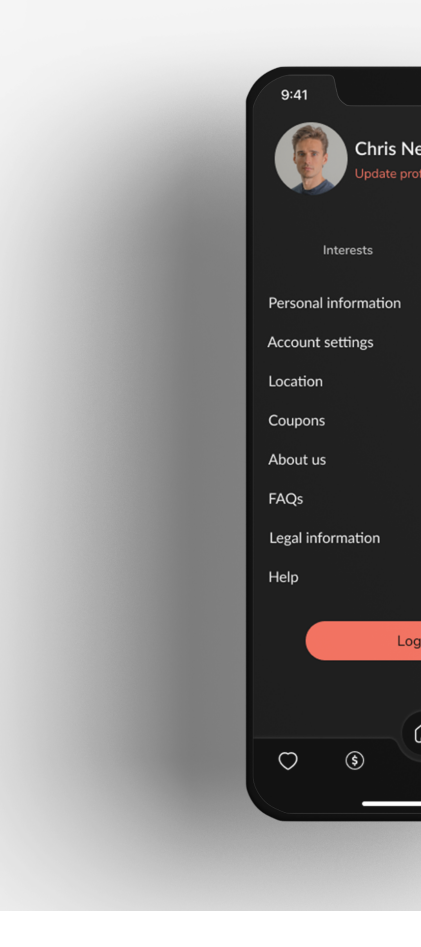

Favourites
To go w/ Emily
Fri plan options
Outdoor
Movie dates

Favorites

Provides an easier way for users to save and access their favorite events by creating customised lists.

Account

Profile and interests settings to provide an easy experience for user to customise their preferences and personal information when they want.


Chris Newman
Interests
Settings
Personal information
Account settings
Location
Coupons
About us
FAQs
Legal information
Help
Logout

Visual System

Typography

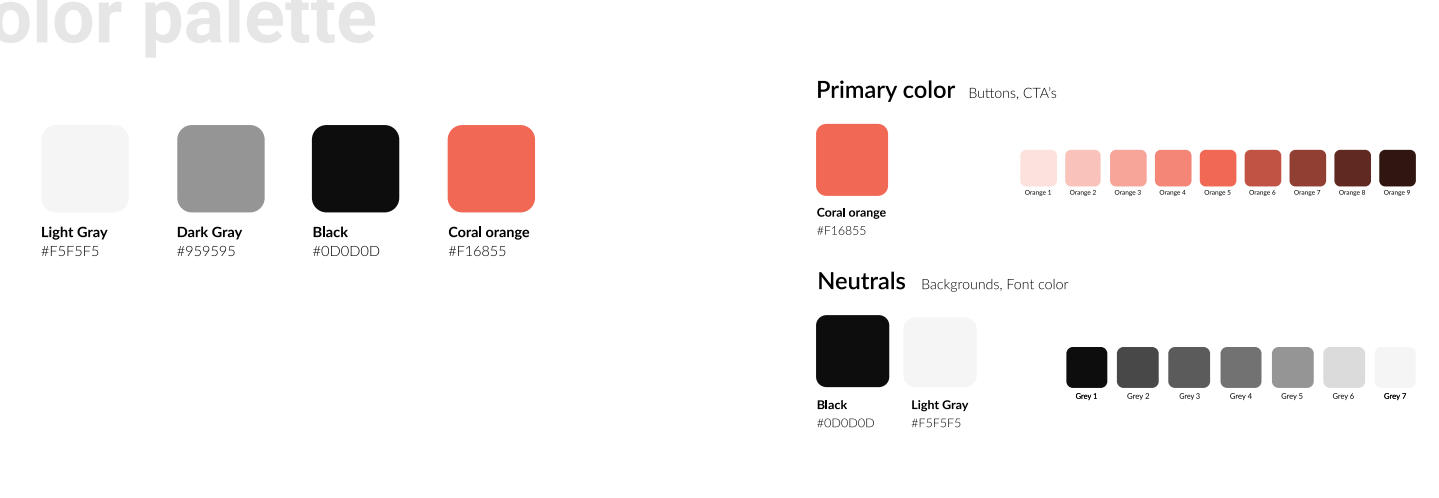
abc Lato

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()
Bold and semi-bold was used for the headings.

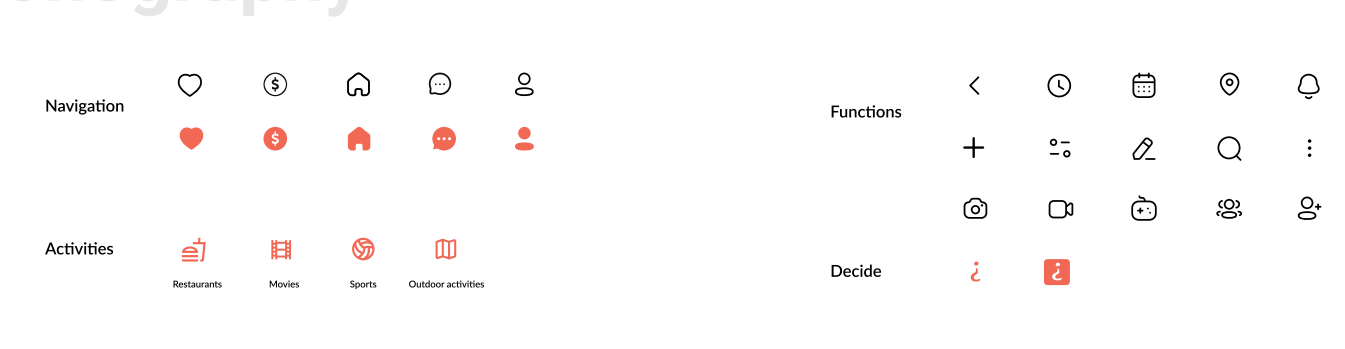
abc Nunito

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()
Semi-bold and regular was used for the body.

Color palette


Light Gray
Dark Gray
Black
Coral orange
Primary color
Buttons, CTA's
Neutrals
Backgrounds, Font color

Iconography


Navigation
Activities
Restaurants
Movies
Sports
Outdoor activities
Functions
Decide

Branding

The team explored different logo symbols for the application throughout the design phase. After some explorations, an inverted question mark was finalised to represent the idea of "deciding where to go". It also represents the letter "d" for d'out.

Final Logo · App icon · Logo with tag line

Testing

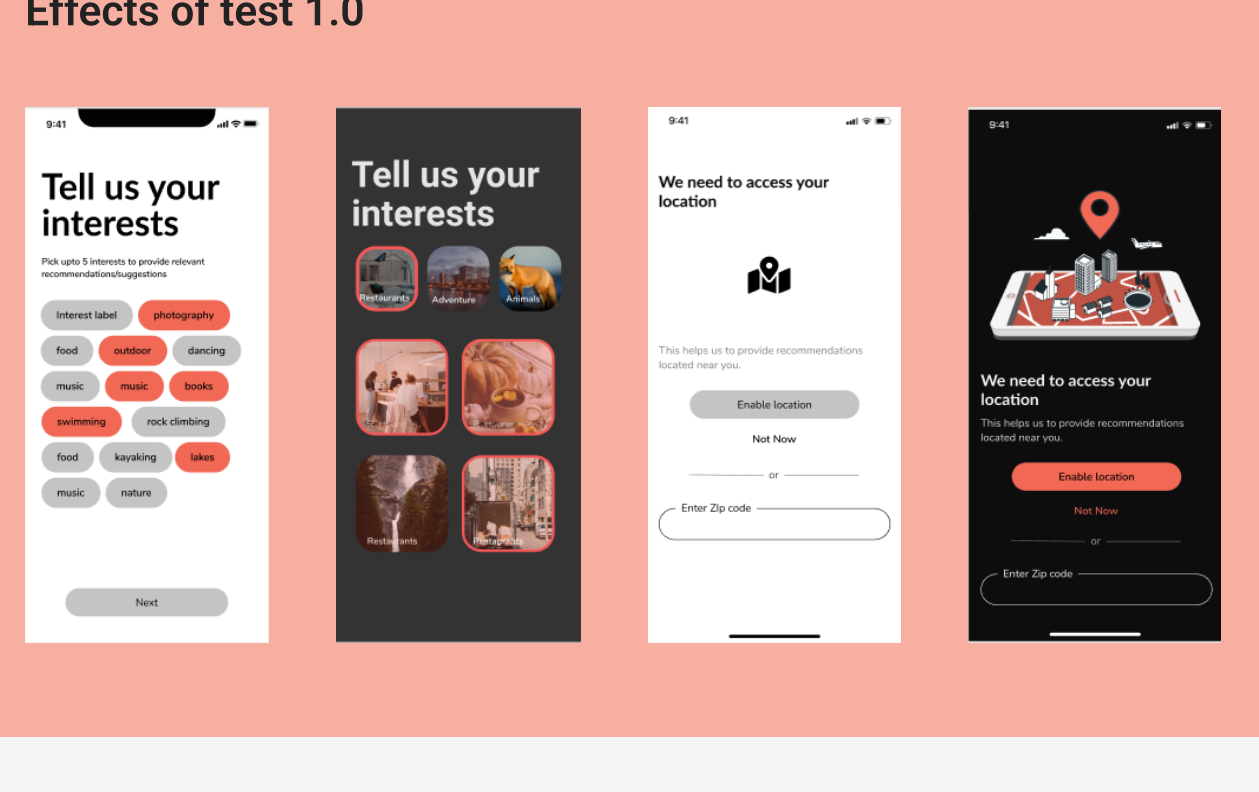
Test 1.0

Objective: Check if the information architecture and the general layout of the app is understandable by the users.

No. of Participants: 5

Results: Participants were able to navigate easily and perform the tasks. We learned that they prefer visual cues in addition to text.

Effects of test 1.0


Tell us your interests
Tell us your interests
We need to access your location
We need to access your location

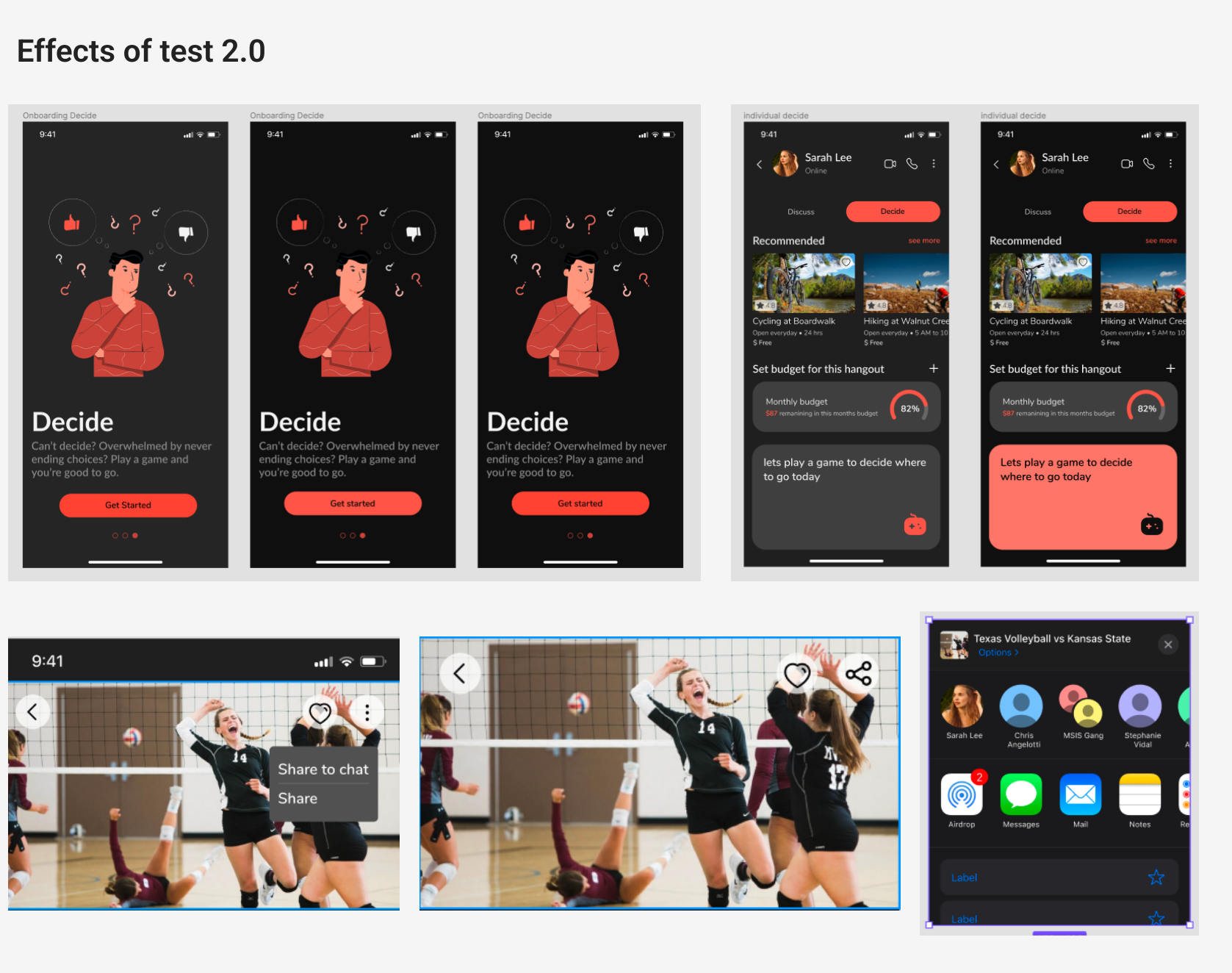
Test 2.0

Objective: See if the visual design and the language used throughout the app aligns with the expectations of the users.

No. of Participants: 3

Results: We learned that our color palette was not aligned with the vibe of the app and discovered some problems in the share, decide and budget flows.

Effects of test 2.0


Decide
Decide
Decide
Sarah Lee
Sarah Lee
Recommended
Set budget for this hangout
9:41
Share to chat
Share
Texas Volleyball vs Kansas State

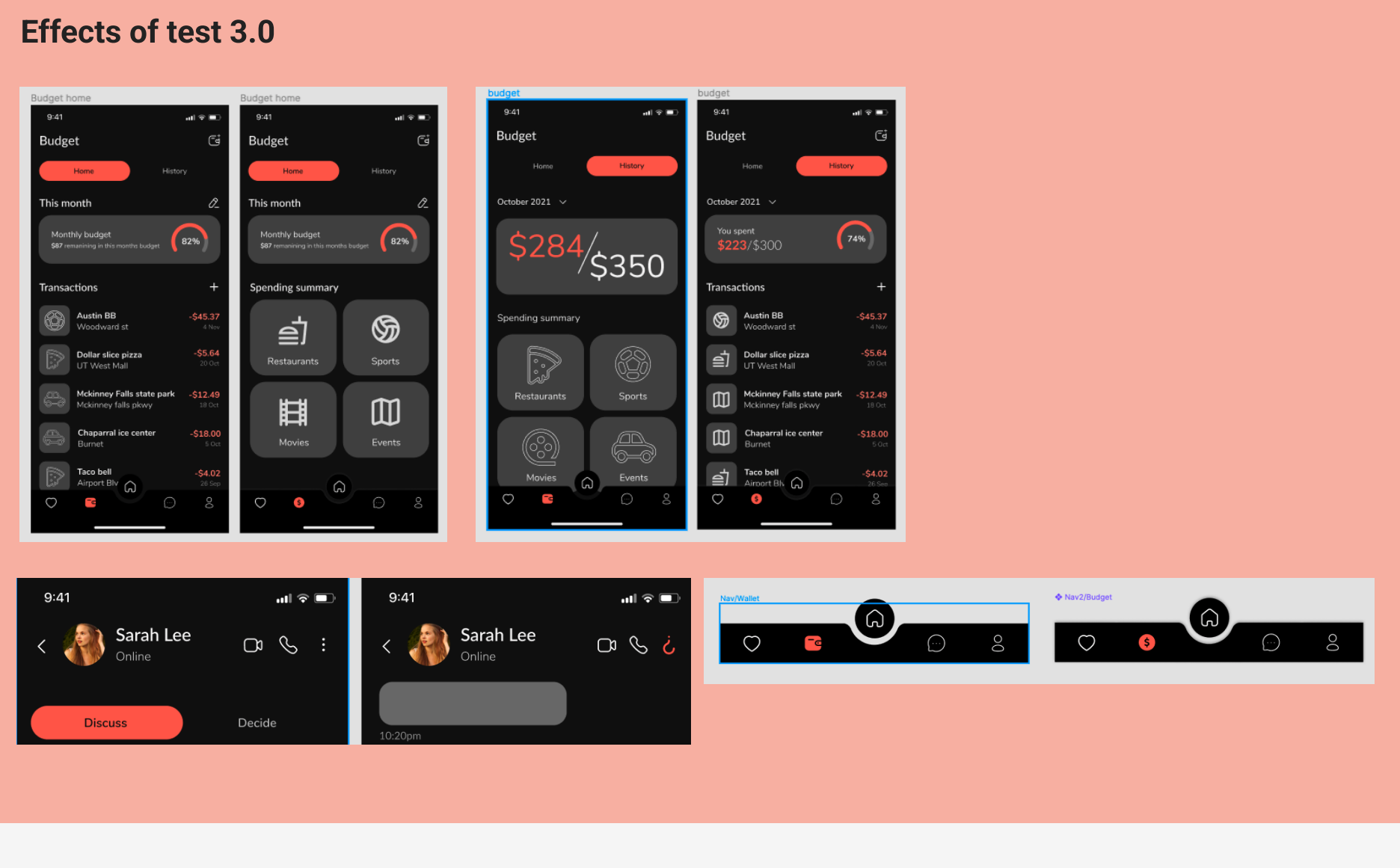
Test 3.0

Objective: See if the changes made based on the feedback from the previous round of usability testing improved fixed some issues and improved the overall experience of the product.

No. of Participants: 5

Results: A few participants faced difficulties in discovering the decide feature in the app and expressed that they wouldn't associate wallet icon to budget.

Effects of test 3.0


Budget
Budget
$284/$350
Budget
Sarah Lee
Sarah Lee
Discuss
Decide

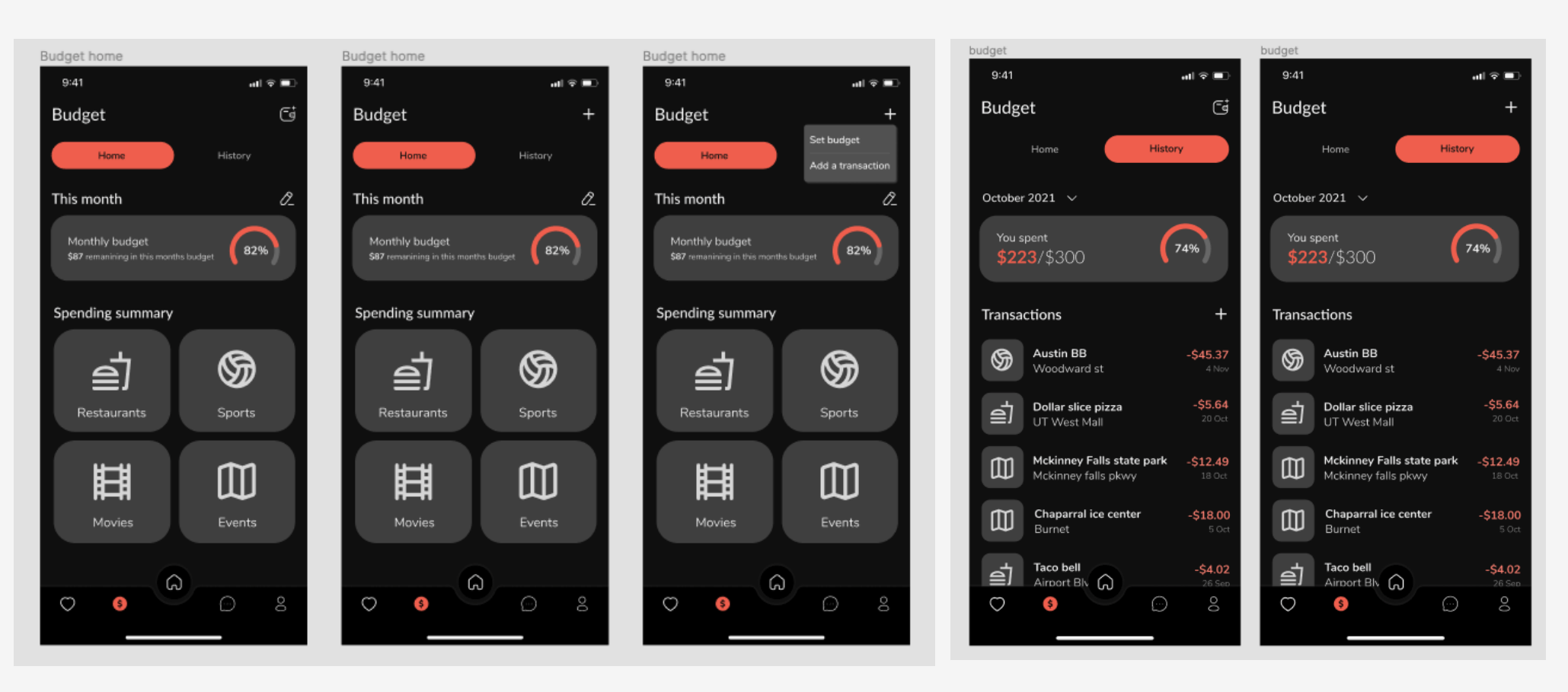
Test 4.0

Objective: Test out alternative flows to evaluate which ones are more intuitive to the users.

No. of Participants : 6

Results: Found problems with adding a transaction and a couple participants were unable to discover our decide feature. Participants mistook edit budget for adding a new budget.

Effects of test 4.0


Budget home
Budget home
Budget home
Budget
Budget
Budget
Budget
Budget
Set budget
Add a transaction
$223/$300
$223/$300
Transactions

Future scope

The paticipants found the app to be intuitive but a few participants found it difficult to discover the decide feature. As this is a new behavior that most users are not accustomed to perform, it might be helpful to add a walkthrough or tool tips for certain screens.

To help with user retention the team teased out the idea of providing coupons which can be redeemed by the users at the time of booking.

The recommendations can be futher personalized by asking user's for information such as food allergies and specific requirements.

Currently, the app relies on the users to record transactions. This manual work can be automated by integrating popular payment services or by gaining access to the user's email or messages where they receive their transactios alerts.

Lessons learnt

- I learnt about the impact that user testing can have on our designs. Though innovation and creativity is important, the challenge is to keep it intuitive.
- In this project, I learned how to conduct unmoderated tests and frame task scenarios in such a way that users could clearly understand what they were expected to test.
- Alternating between an online and offline work environment was challenging.
- It provided me with an opportunity to work in a team environment with individuals with varying skill sets and backgrounds.