

Final Project Presentation

Where it all makes sense, THIS IS the **BIGGER PICTURE!**
This is where the bits and pieces come together, and
paint the Bigger Picture, which is our Project!

Group: 11

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Problem Statement

Men who've faced bullying, harassment, or violence lack the resources to get justice. In society, they are labeled as "weak" and "not masculine".

There is no safe space for them to feel comfortable, and seek help. In this context, men actually LACK equal representation.

Solution Statement

The solution: a platform where men can share their experiences with assault, bullying, violence and so on.

Our app, **OpenUp!**, provides a safe space to survivors to share their stories. They would be able to connect to people with similar experiences and be guided by professionals, while the supporters may try to build a positive environment.

Brand Identity

Logo

The logo of our app was designed keeping in mind that the platform is exclusively for men. The UPWARDS arrow resembles the "male" symbol. The logo doesn't have sharp edges - it is meant to look accepting and non-threatening.



Color Scheme

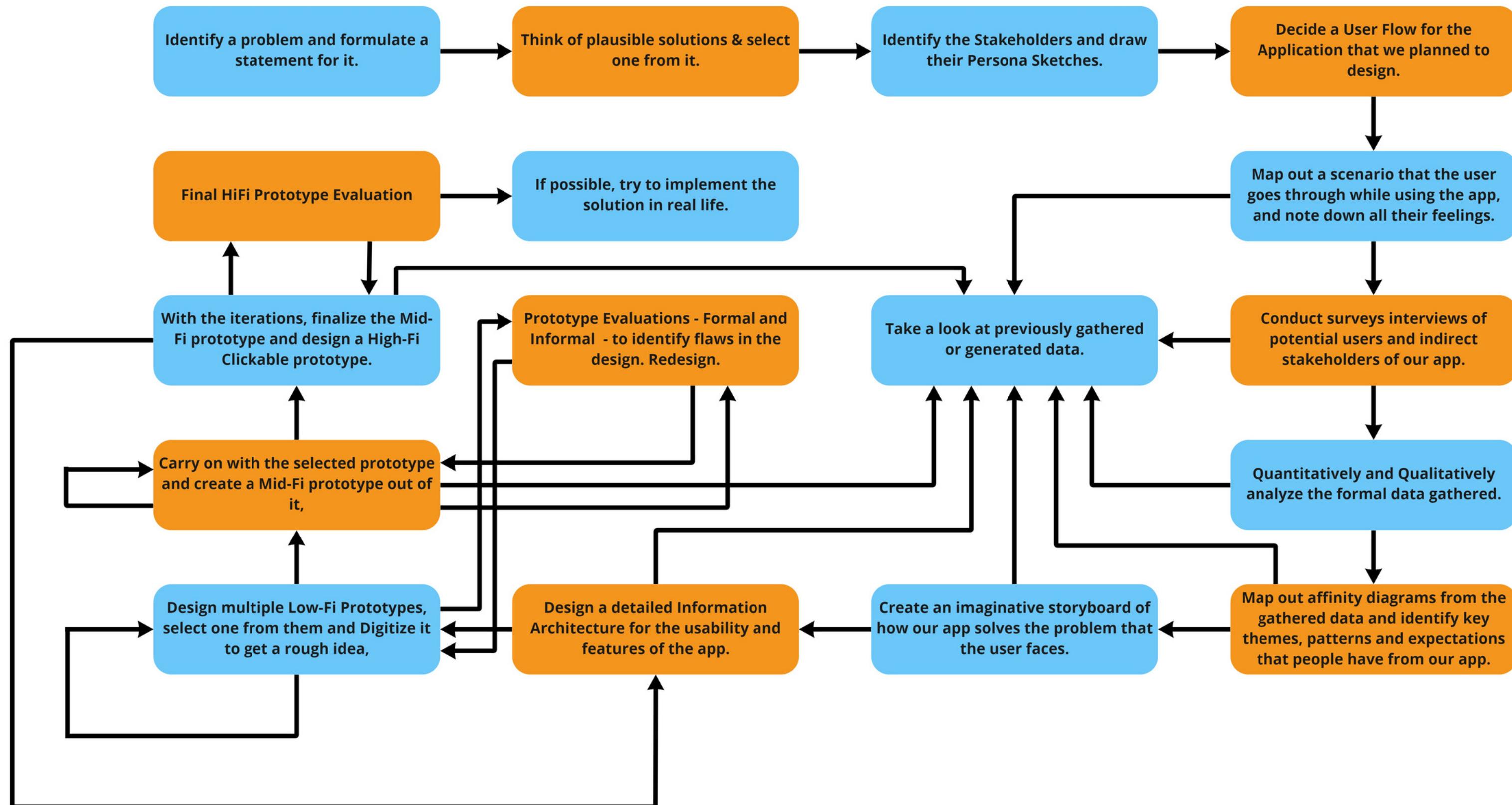
The color scheme was carefully selected:

- ORANGE: a warm shade that represents warmth and acceptance
- BLUE: a cool shade that contrasts well with orange, is typically associated with men and represents mental issues

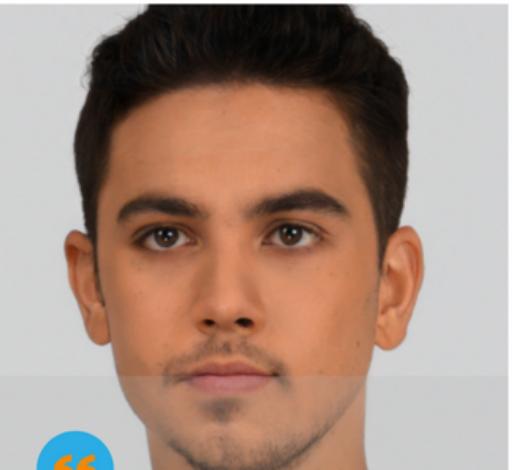
#F38905 Tangerine

#2BACE4 Button Blue

Our Process in a Nutshell



Personas

RAGHAV KAPOOR		SURVIVOR	
PROFILE		DESCRIPTION	NEEDS
Gender	: Male	Raghav is a fresher at college. He is a friendly guy, but his seniors called him terrible names due to his color and cursed him. They stole his lunch, ran away, chased him, and spread sexual rumors about him.	<ul style="list-style-type: none">• A safe, protective, accepting, and comfortable environment• To report the issue he is facing to the college authority and to the Police
Age	: 17		
S.O.	: Straight		
Occupation	: Student		
Location	: Jaipur		
		EXPECTATIONS	FEARS
<ul style="list-style-type: none">• Getting justice• Gaining satisfaction after sharing his experiences		<ul style="list-style-type: none">• Not being accepted in society, especially the Indian community• Fear of repetitive bullying	
GOALS		ISSUES FACED	
<ul style="list-style-type: none">• Wants to connect to people with similar experiences• Wants to express himself freely, but anonymously		Being bullied and beaten up by seniors	
FRUSTRATIONS			
<ul style="list-style-type: none">• General helplessness• Lack of awareness about harassment against men• Racist/colorist discrimination			

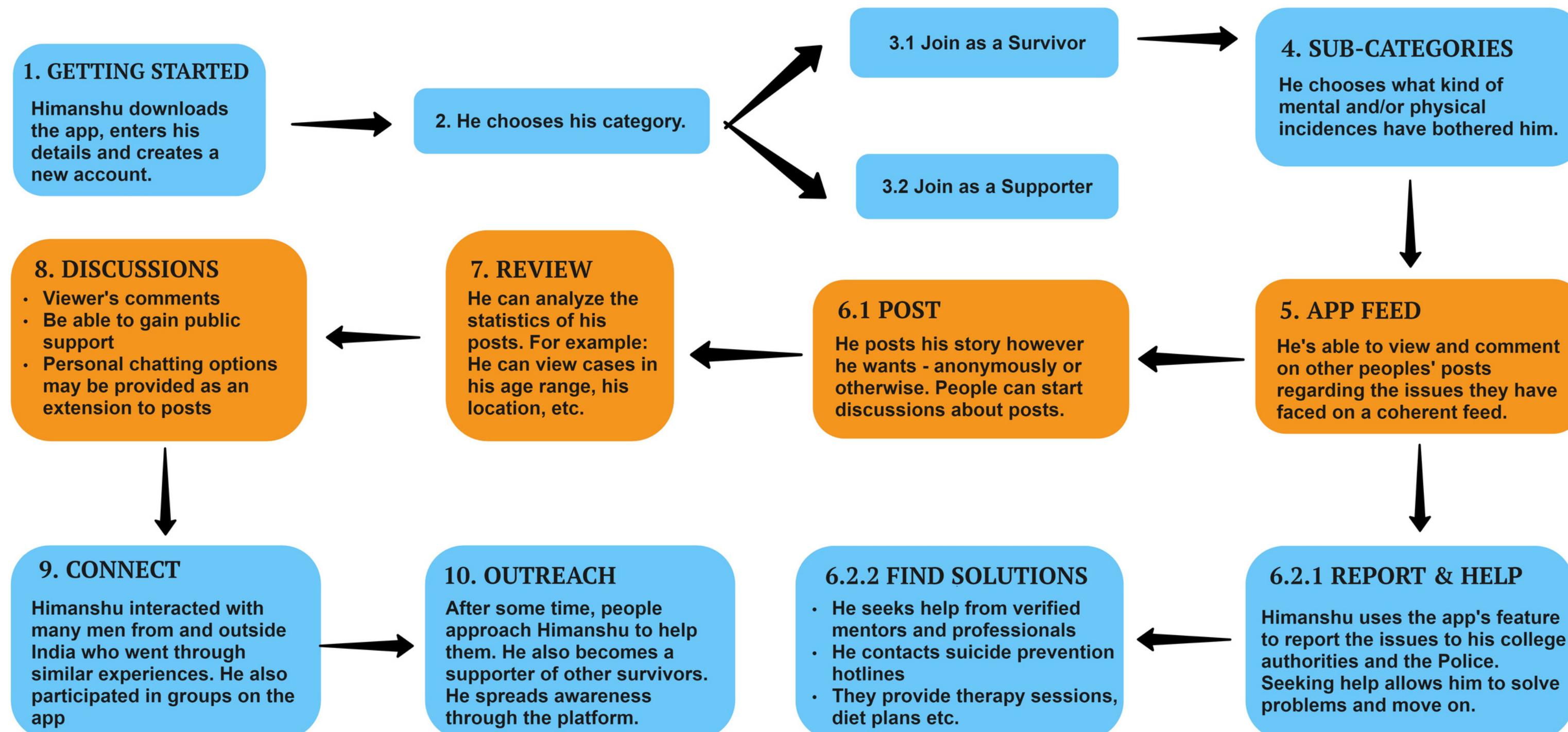
Himanshu Singh is an apt representation of a potential user for our app - a person who's suffered and wants to resolve their issues.

Raghav Kapoor's persona accurately depicts a user wanting to get his bullies punished. Hence, as a user, he is a direct stakeholder of our app.

HIMANSHU SINGH		SURVIVOR
PROFILE	DESCRIPTION	NEEDS
<p>Gender : Male Age : 18 S.O. : Gay Occupation : Student Location : Mumbai</p> 	<p>Himanshu is a young college student. After homosexuality was legalized in India, they came out, but, but ever since then, their peers started bullying them. Some even shamed them and physically hurt them. They are very timid since then.</p>	<ul style="list-style-type: none"> • Need of proper action against culprit • Express their sexuality freely • Social acceptance of people having all kinds of sexual orientations
	<h3>EXPECTATIONS</h3> <ul style="list-style-type: none"> • Freedom to express themselves without any restriction • The platform to be safe and accepting • A non-judgmental group of people 	<h3>FEARS</h3> <ul style="list-style-type: none"> • Being in close quarters with the bully or perpetrator again • Being considered weak or "less" masculine • Risking their privacy in public • Being harassed in public again/
	<h3>GOALS</h3> <ul style="list-style-type: none"> • Wants to express themselves and be themselves freely • Learning to deal with bullies and perpetrators • Wants to connect to like-minded people 	<h3>ISSUES FACED</h3> <p>Bullying, Flashbacks, PTSD, Suicidal Thoughts</p>
<p>I am this person and this Quote describes me"</p>	<h3>FRUSTRATIONS</h3> <ul style="list-style-type: none"> • Not being able to defend themselves • Not being allowed to "display" emotions and cry • Unavailability of a platform/safe space for boys 	

User Flow

Our first attempt at deciding a User Flow – the steps that a user goes through while using the App.



Scenario Mapping

A detailed scenario mapping was conducted to map different feelings of a user while interacting with our app. This covered the questions in their mind to their feelings and opinions.



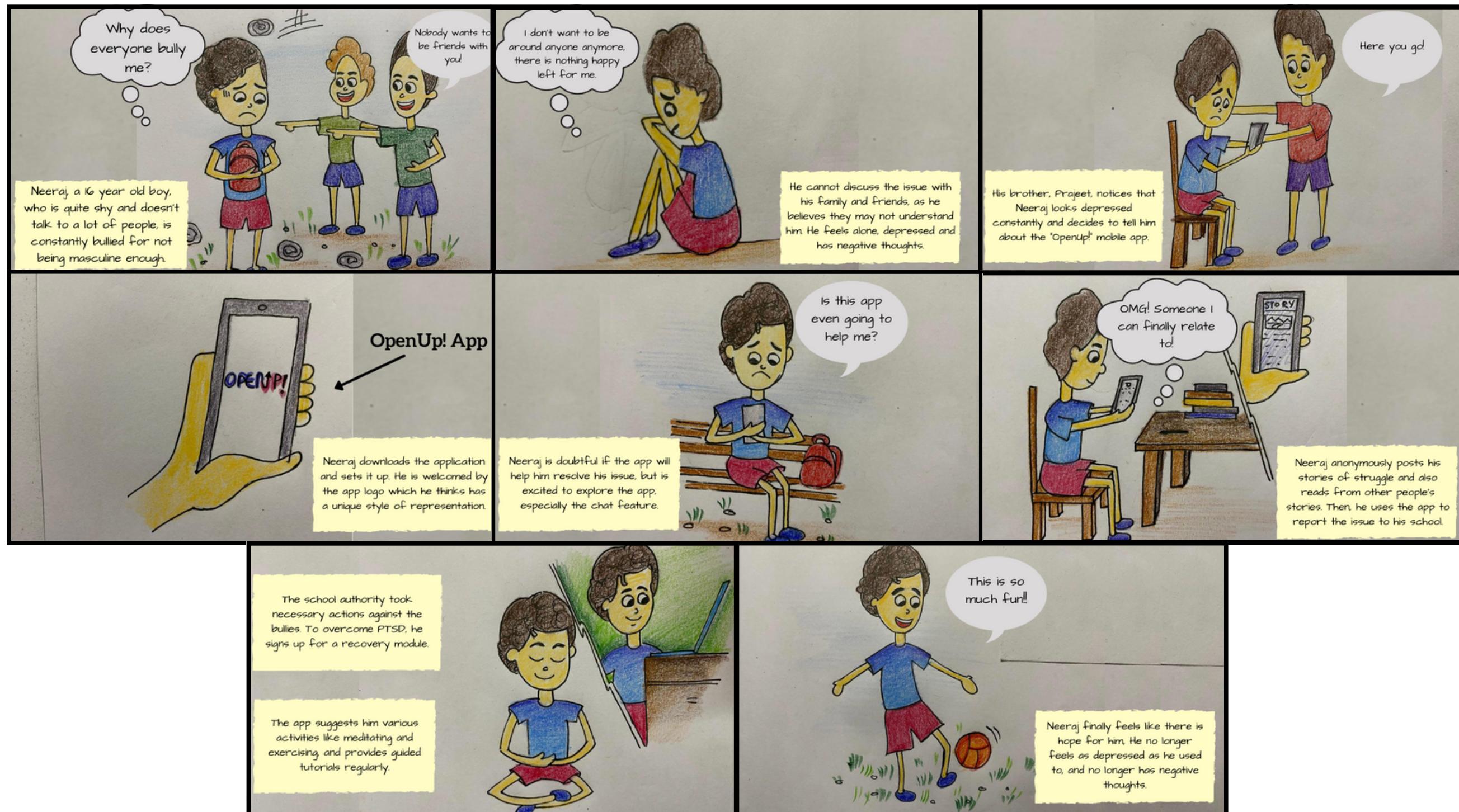
Affinity Mappings and Diagrams



Many long interviews were conducted - the ideas collected through them were collated to an Affinity Map and sorted. Notable insights were drawn from these, which gave us keys to work upon for our upcoming final design.



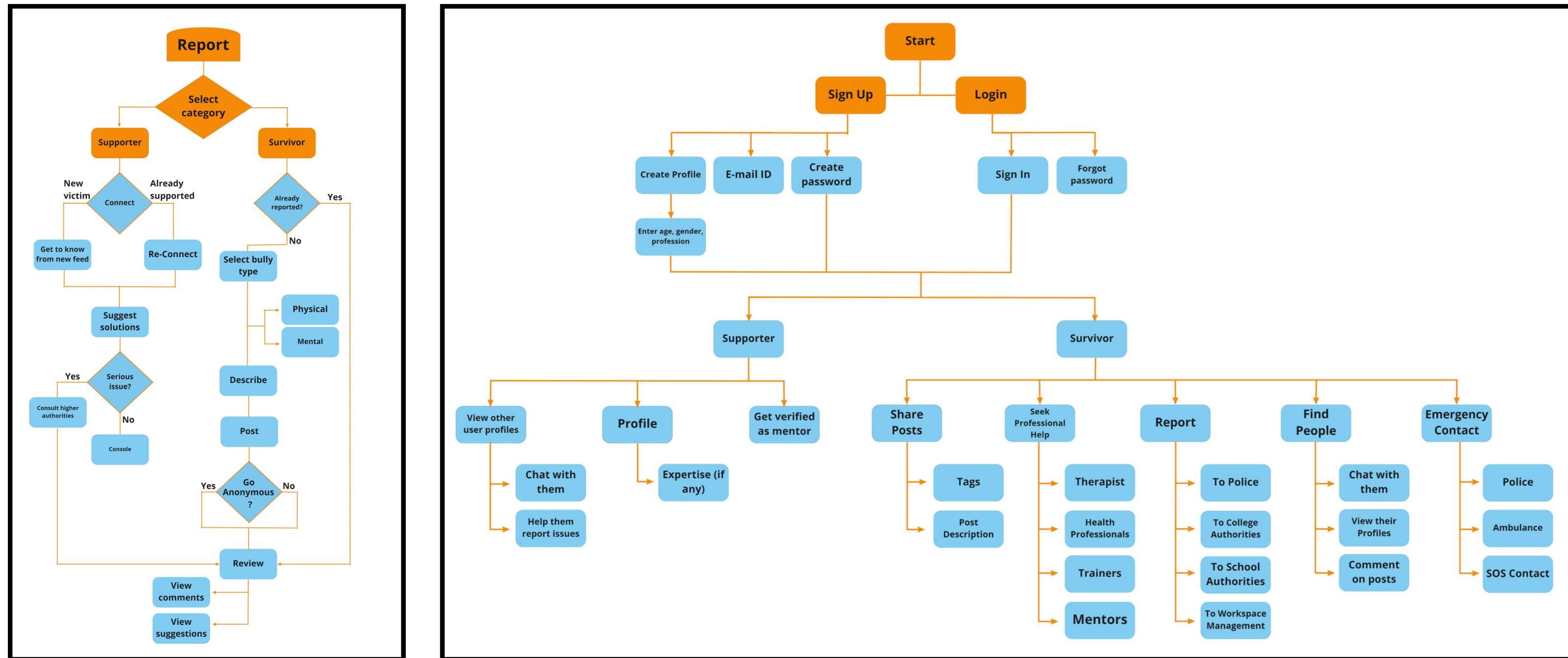
Story-boarding



This storyboard represents what an average user would go through - how they are a stakeholder and how they would use the app. It is a depiction of how using our app, can a person achieve their final goal - which in this case is to get justice and be free of bullies / and/or feel better mentally.

Information Architecture

Both Narrow & Deep and Broad & Shallow Architectures were constructed by the team to consider all possible options that the user should be able to see in our application.



Low Fidelity Prototypes

The image displays six low-fidelity prototypes for an "OpenUp!" application, arranged horizontally. Each prototype is a wireframe showing the layout of a specific page.

- HOME:** Shows a grid of five user profiles, each with a placeholder image, a "Username" field, and a "Tags" section containing five input fields.
- USER POST:** Shows a single user profile with a placeholder image, a "Username" field, and a "Tags" section containing five input fields.
- CHAT:** An empty page with a header "OpenUp!" and a footer navigation bar.
- ADD A POST:** A form for creating a post. It includes a "Post Description" section with three input fields, a "Username" field, a "Tags" section with five input fields, a "Go Anonymous" toggle switch, and an "Allow Discussions" toggle switch.
- HELP & RECOVERY:** A page with sections for "Recovery Program" (with a "Mentor" field and a progress bar), "Daily Planner" (with a task list), and "Help Topics" (with three input fields).
- PROFILE:** A page with a header "USERNAME Category" and a "Tags" section containing five input fields. Below this are three date input fields.

HOME

USER POST

CHAT

ADD A POST

HELP & RECOVERY

PROFILE

Medium Fidelity Prototypes

The image displays six medium-fidelity prototypes of an application interface, arranged horizontally. Each prototype is a screenshot of a mobile application screen with a light gray background and a dark gray header bar containing the 'OpenUp!' logo and a magnifying glass icon.

- HOME:** Shows a grid of user posts. Each post includes a profile picture, the user's name (e.g., ANONYMOUS, USER341#X, USER016\$P), a brief description, and a row of five placeholder tags.
- USER POST:** Shows a detailed view of a user post by 'USER341#X'. It includes a profile picture, the user's name, a brief description, a post content area, location ('Tristique Sollicitudin'), associated mentors ('Nulla Aliquet Enim'), and a timestamp ('Posted on: March 12, 2022').
- CHAT:** Shows a list of messages from various users. Each message includes a profile picture, the user's name, a brief description, and a timestamp. The messages are from 'ANONYMOUS', 'USER0%34R', 'USER341#X', 'ANONYMOUS', 'USERAXB5', 'ANONYMOUS', and 'ANONYMOUS'.
- ADD A POST:** A form for creating a new post. It features a search bar ('Search your chats...'), a text input field ('Post Description: Enter text here...'), and a list of recent posts. Below the list are fields for 'Add a Brief Description' (with a placeholder 'Enter text here...'), 'Add Tags' (with a row of five placeholder tags), 'Go Anonymous' (with a toggle switch), 'Allow Discussions' (with a toggle switch), and 'Add Pictures (OPTIONAL)' (with a grid of ten placeholder image slots). At the bottom are 'POST' and 'DISCARD' buttons.
- HELP & RECOVERY:** A page for managing recovery programs. It shows details for an 'ongoing Recovery Program' (Mentor: 'Turpis Egestas', Progress: 10/10), a 'Daily Planner' section with tasks like 'Meditation', 'Exercises', and 'Follow this Diet', and sections for 'Available Therapists' (with placeholder names like 'Nec Ultrices', 'Gravida Cum', 'Odio Facilisis') and 'Your SOS Contacts' (with placeholder contacts like 'Mom', 'Dad', 'Brother').
- PROFILE:** A user profile page for 'Survivor'. It includes a profile picture, the user's name ('USERNAME: Survivor'), a brief description ('Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.'), a row of four placeholder tags ('Tags: AAA BBB CCC DDD'), and a 'PROFILE SETTINGS' button. Below the profile are sections for 'Your Posts' (with entries for 'March 12, 2022' and 'February 28, 2022'), 'Available Therapists' (with placeholder names like 'Tempus urna et pharetra pharetra.', 'Massa massa ultricies mi quis.', 'Eu volutpat odio facilisis mauris sit amet.'), and 'Emergency Helplines' (with placeholder helpline categories like 'Police', 'Ambulance', 'Suicide Prevention Hotline', 'Fire Brigade', 'Senior Citizen Helpline').

HOME

USER POST

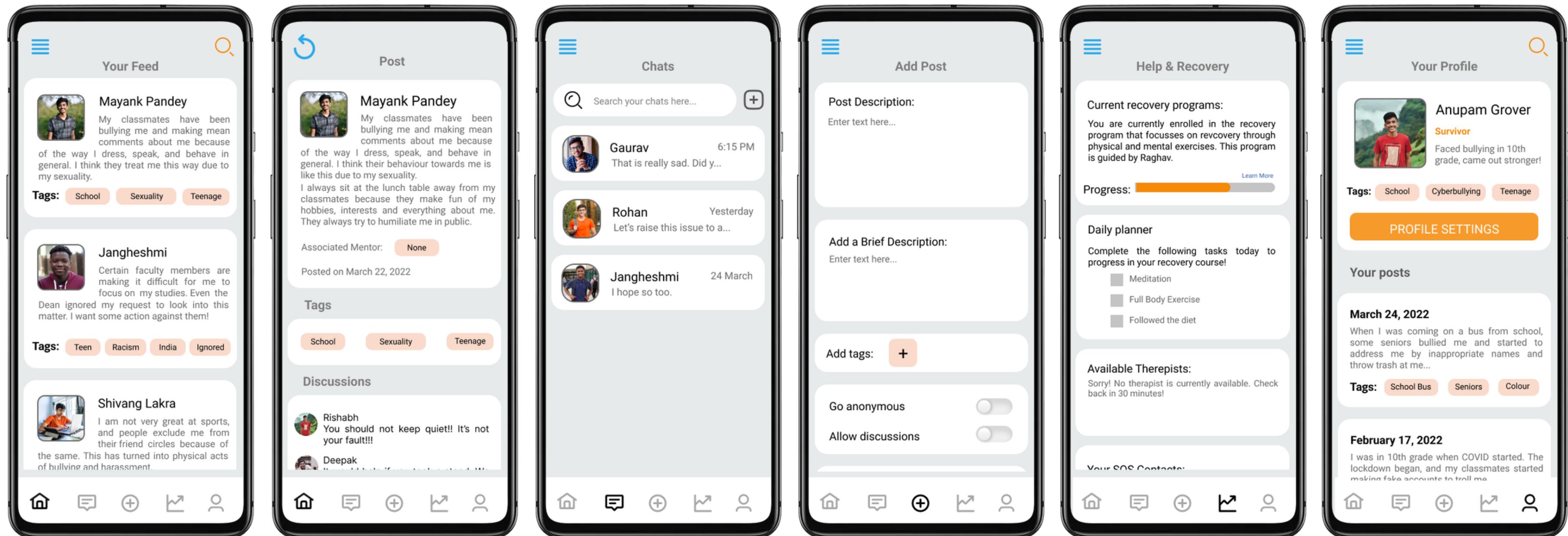
CHAT

ADD A POST

HELP & RECOVERY

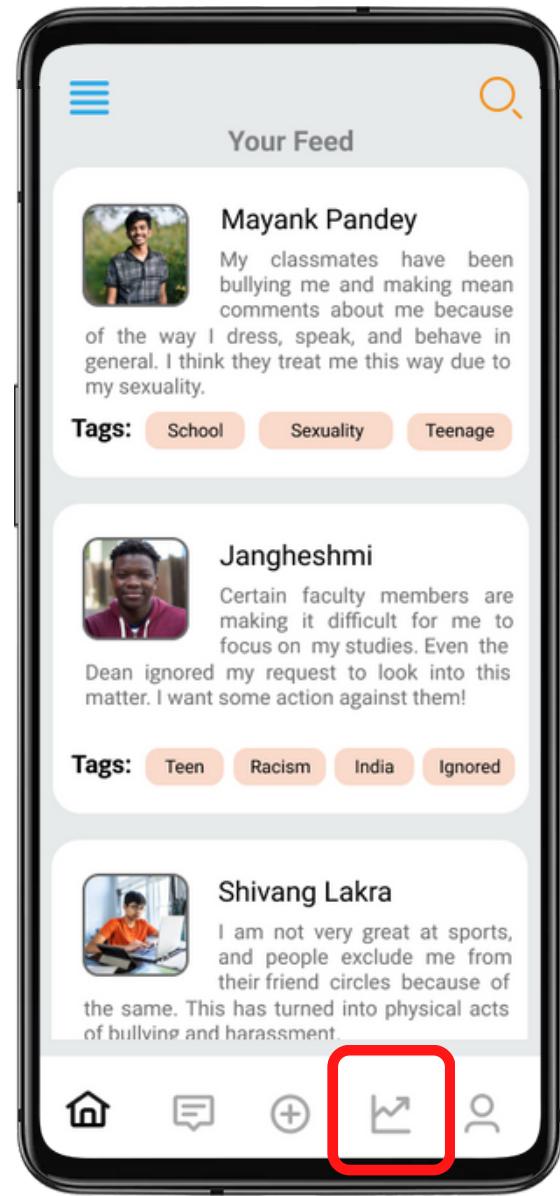
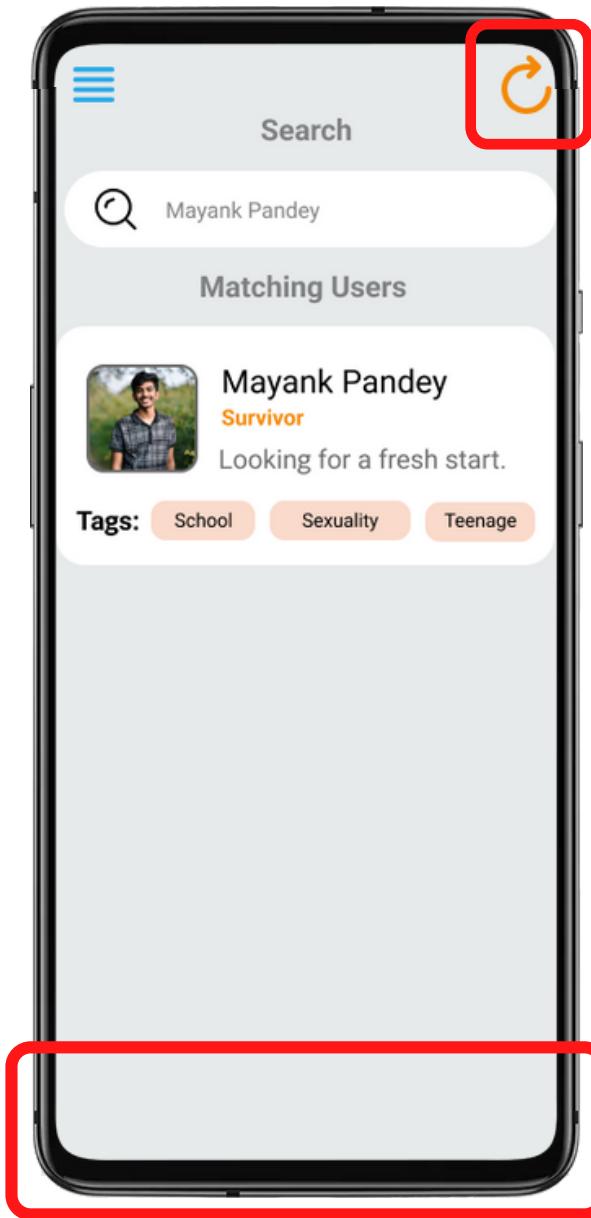
PROFILE

High Fidelity Prototypes



As is evident, a lot of re-iterations were done during the process of making the prototypes. Small scale informal evaluations led us to change some designs, for example of the HOME and HELP screens.

HiFi Prototype Evaluation

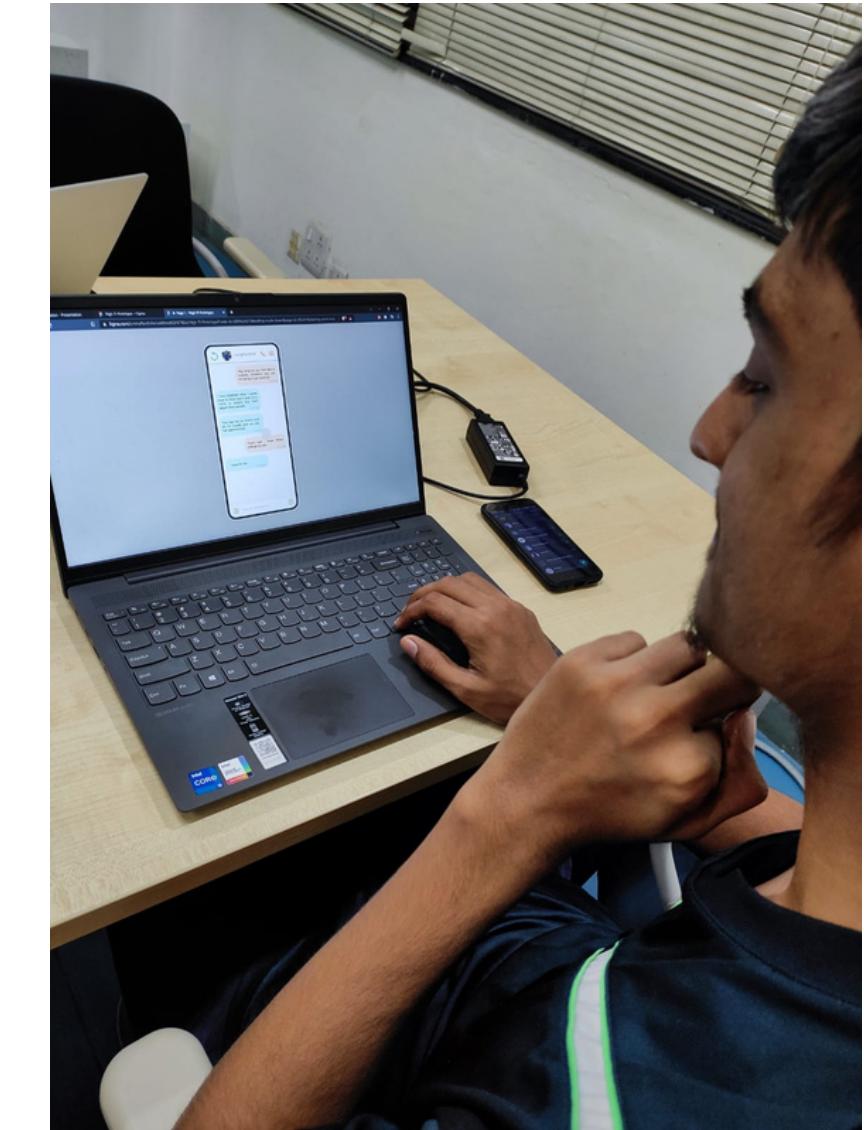


"The app is very beautifully crafted, and is highly consistent."

"The features are highly intuitive, and the goals are easily achievable."

"The sidebar is a major issue that should be fixed, before public release."

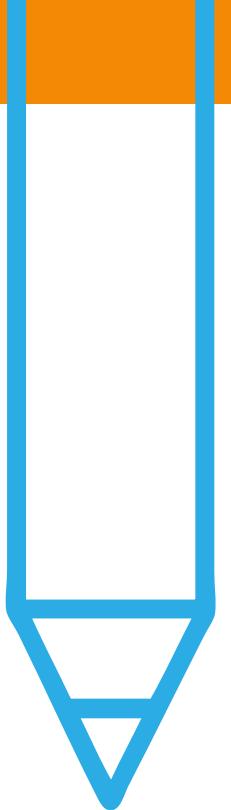
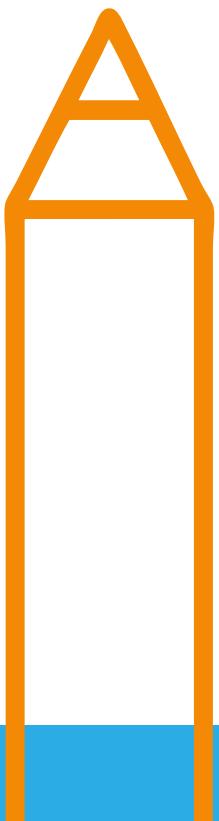
"The title given on each screen really helps in efficient navigation."



A formal testing of the app was performed by college students (as they are the most likely users). This helped us understand flaws in our design and led us back to re-designing some parts of the app.

Final Experience and Remarks

- The team's experience in Design has been exciting
- The process is an example of how products are designed in real life and how a lot of effort goes into products and software that we take for granted
- The team learned a great lesson in visual design
- It has been a journey of learning from Personas to Final Evaluation, and the continuous testing has developed a basic level of design thinking in each of us
- The domain of our project identified a significant problem, and it is **DESIGN** that can solve it!



Contributions

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Thank You