



Luis Pereyra
Brianne Allen
Vincent Pesante
Pamela Carr-hamlin

Tethered aims to develop a contemporary mobile app that facilitates social connectivity between friends.

As user researchers, we aim to identify and address individuals' challenges in maintaining relationships, utilizing user tests for deeper insights. Ultimately, Tethered seeks to alleviate these challenges through its platform.

Methodology:



Research



Ideation



Definition



Testing



Prototype

Proto Persona

We developed a proto persona to help ground and generate ideas.



Tony Tethered

- Age - 25-35
- Occupation - Works in tech
- Location - New York
- Tech Savvy
- Wants to maintain long distance friendships

Bio

Busy - on-the-go individual that wants to stay connected with friends and be social in one place. From nights out, to nights in, maintaining connections with loved ones is important.

User Interviews

After conducting 7 user interviews and creating our affinity diagram:

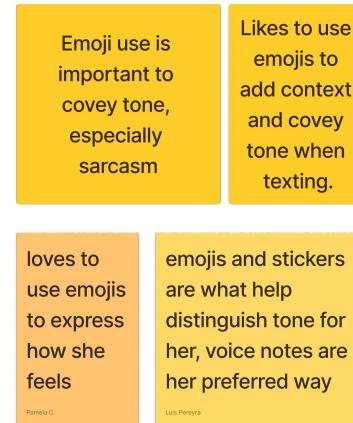
Main Takeaways:

- “Too busy to keep up with multiple platforms.”
- Users find it can become a chore, shared content and emojis help in making it more personalized.
- Collaboration is key in maintaining a steady means of communication for most users.

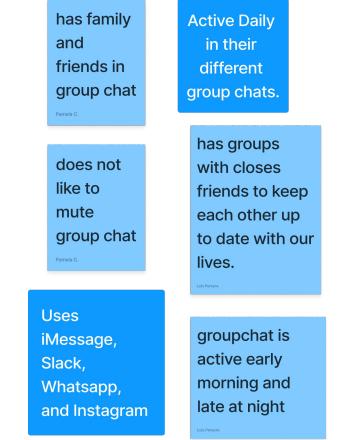
Activities



Authenticity



Group Chats



Shared Content

Competitor Analysis

Direct Competitors



Snapchat

- Streak count
- Well established



Instagram

- Group chat & content sharing
- Brand awareness



Tiktok

- Information driven & smooth UI.
- Content sharing



Figma

- Flexible collaboration boards
- Clean UI, extensive resources



Spotify

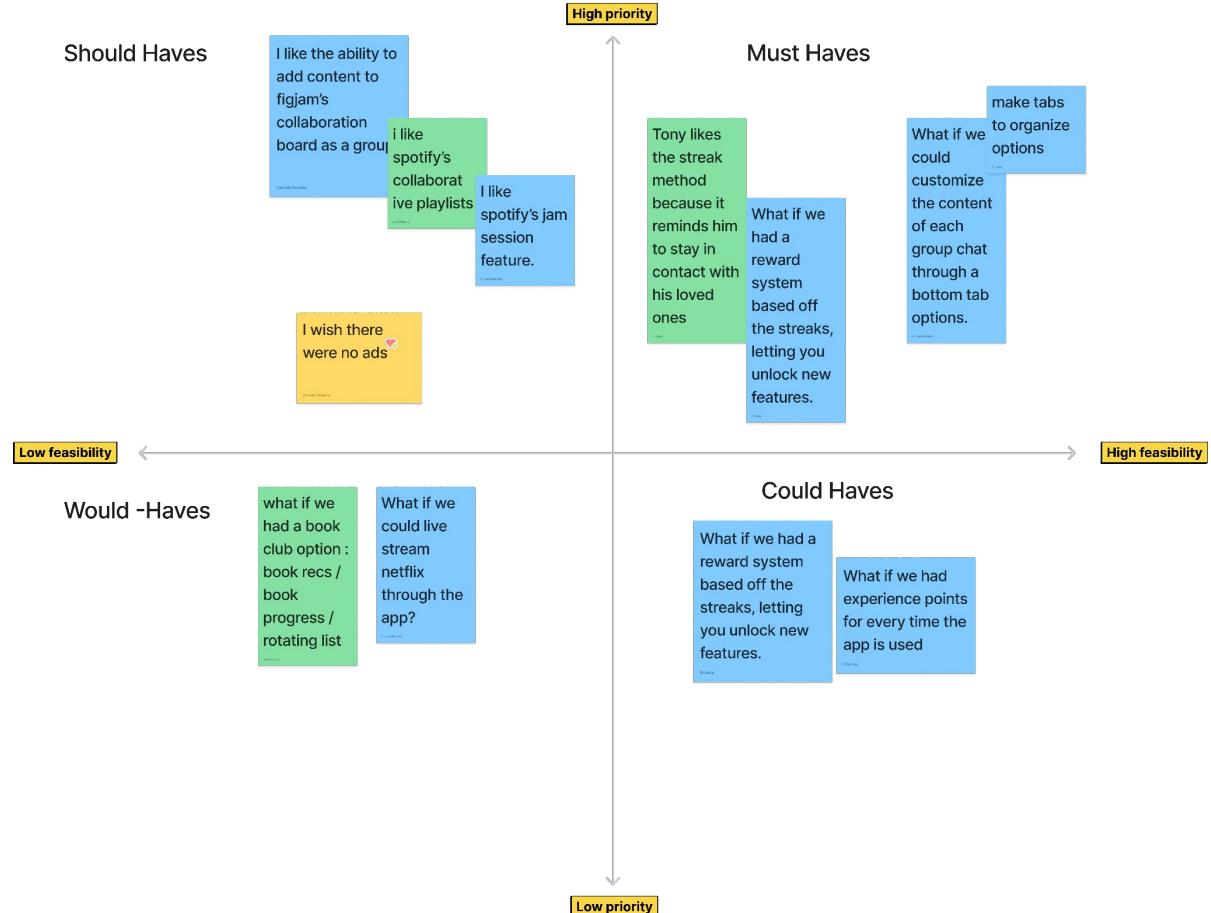
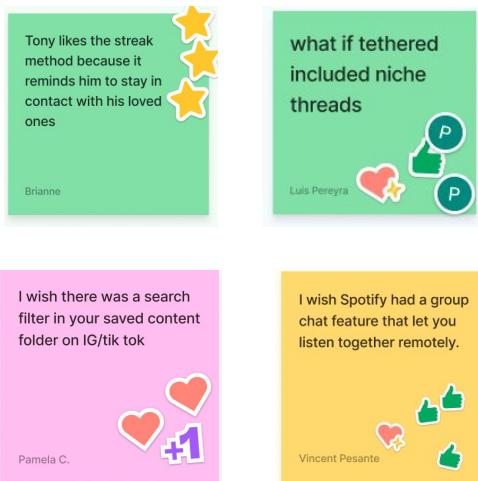
- Minimal UI
- Allows for users to listen together

Indirect Competitors

Prioritization Matrix

Most Voted

I like, I wish, What if...





Tony Tethered

Age: 35

Occupation: Designer

Location: New York

Tony Tethered wants a better way to manage all his group chats in one place and be able to stay connected to his friends and family. Despite being separated across the US, he enjoys the ability to share content and maintain important relationships no matter the distance. We believe that having a streak based platform will allow our users to build and maintain stronger connections.

Goals

- To stay engaged and connected with friends
- Create and enjoy bonding experiences with loved ones
- To become more social

Pain points & frustrations

- Forgets to respond to friends
- Breaking out of being an introvert post pandemic can be difficult
- Stressful to keep up with friends in a sea of acquaintances on social media



Tony's Journey

01-User Journey Template

0



User Name
Tony Tethered
Age
30 Years
Occupation
Designer

Location
New York

User Motivations
Busy - on-the-go individual that wants to stay connected with friends and be social in one place. From nights out, to nights in, maintaining connections with loved ones is important.

1

UX Scenario

Tony Tethered wants a better way to manage all his group chats in one place and to be able to stay connected to his friends and family. Despite being separated across the US, he enjoys the ability to share content and maintain important relationships no matter the distance.

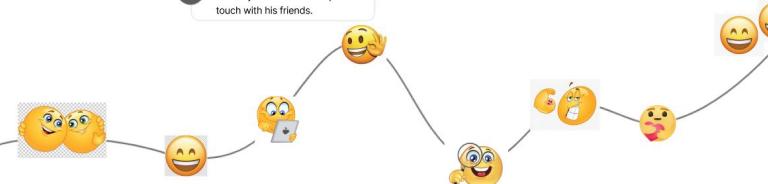
Goals

Tony wants to stay connected with friends and wants to be able to be social in one place. From nights out, to nights in, maintaining connections with loved ones is important.

2

The Experience

Awareness	Discovery	Shares	Success!
1 Tony feels overwhelmed with trying to maintain a stable work/life balance. 2 Tony is aware he wants to stay connected with his friends.	3 Tony discovers Tethered, an app where he can be social and stay connected. 4 He discovers the feature on the app to give him daily, weekly, or monthly reminders to stay in touch with friends. 5 He believes this app will help him stay motivated to keep in touch with his friends.	6 Tony invites his friends to join and collaborate with him on the Tethered app. 7 After getting his friends on board, Tony is given extra incentive through maintaining streaks to keep connections strong.	8 Tethered becomes their main choice for communication. 9 Tony and his friends feel better connected and are enjoying Tethered's different features.



3

Opportunities

Offer streak feature as incentive and a way to visualize consistency.	Opportunity to maintain solid relationships/friendships on the go.	The vision board in the app helps Tony interact more by planning fun events in real life.	Create an ad free and algorithm free zone	Add features to customize and add different relevant tabs within the group chat.
---	--	---	---	--

Storyboard



Tony feels overwhelmed with trying to maintain a stable work/life balance



Tony discovers Tethered, an app where he can be social and stay connected.



Tony invites his friends to join and collab with him on the Tethered app.



After getting his friends on board, Tony is given extra incentive through maintaining streaks to keep connections strong.



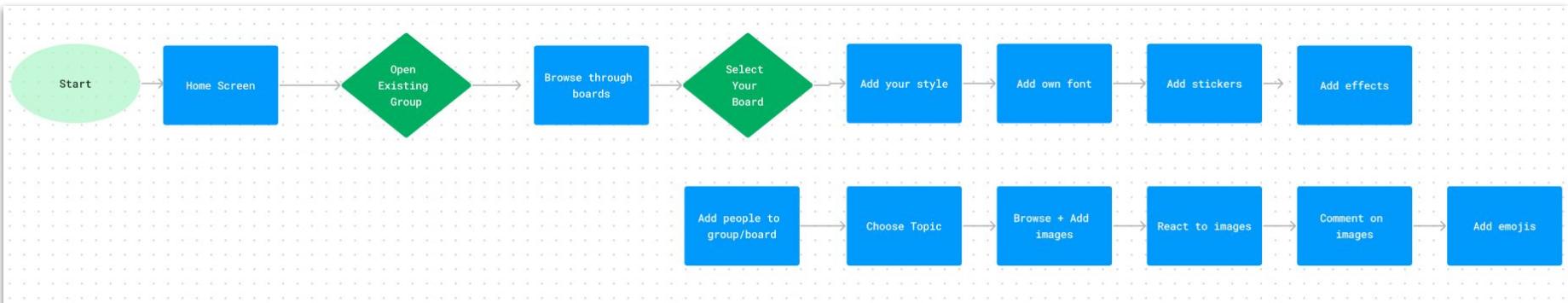
Tethered becomes their main choice for communication.



Tony and his friends feel better connected and are enjoying Tethered's different features

User Flow

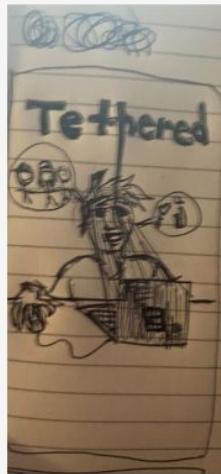
After going through three iterations of user flows, we narrowed down our flows' scope to perfect how the user would navigate with the app, and providing us with a clear view of our design. Making it as smooth and intuitive as possible. The flow below shows how a user would interact with their boards.



Sketch frames

During the ideation of our sketch, we thought about how can we highlight the best features of our app, and what is the benefit of Tethered that would continuously bring our users back.

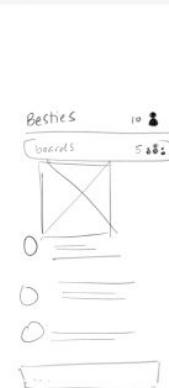
Frame 1



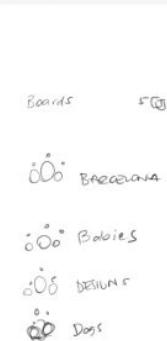
Frame 2



Frame 3



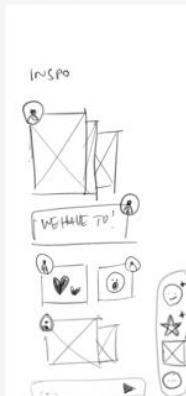
Frame 4



Frame 5



Frame 6



Digital Wireframes

The image displays a series of digital wireframes for a mobile application, likely a social or communication platform. The screens are arranged horizontally, showing various features of the app:

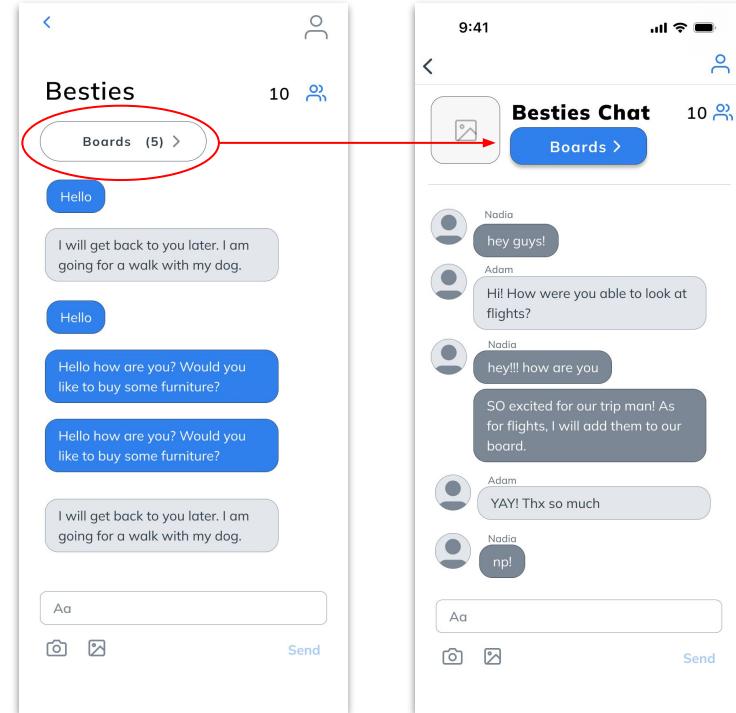
- Welcome to Tethered:** A splash screen featuring a black and white photo of a man in a suit holding a large, thin object, possibly a pipe. The text "Welcome to Tethered" is at the top, and there's a "START NEW CHAT" button.
- Your Tethered Chats:** A list of tethered chats. It includes:
 - Besties:** Shows a streak count of 23 days with 10 members. A message says, "I will get back to you later. I am going for a walk with my dog."
 - Class 2017:** Shows a streak count of 15 days with 14 members. A message says, "Hello how are you? Would you like to buy some furniture?"
 - Positive affirmations:** Shows a streak count of 7 days with 8 members. A message says, "Hello how are you? Would you like to buy some furniture?"
- Besties:** A detailed view of the Besties chat. It shows a "23 DAY STREAK" badge. A message says, "I will get back to you later. I am going for a walk with my dog." There are "KEEP IT GOING" and "Send" buttons.
- Boards:** A list of boards. It includes:
 - Barcelona Trip:** Shows 10 members. A message says, "I will get back to you later. I am going for a walk with my dog."
 - Babies:** Shows 5 members. A message says, "Hello how are you? Would you like to buy some furniture?"
 - Design Collab:** Shows 5 members. A message says, "Hello how are you? Would you like to buy some furniture?"
 - Dogs:** Shows 5 members. A message says, "Hello how are you? Would you like to buy some furniture?"
- Barcelona Trip:** A detailed view of the Barcelona Trip board. It shows 10 members. A message says, "I will get back to you later. I am going for a walk with my dog." There are "Send" and "Edit" buttons.
- Barcelona Inspo:** A detailed view of the Barcelona Inspo board. It shows 10 members. A message says, "We have to do this!" There are "Send" and "Edit" buttons.

Testing

In testing, we were given feedback on fonts, button size and general layout. Several of those recommendations were incorporated into our final prototype design.

We added/upgraded:

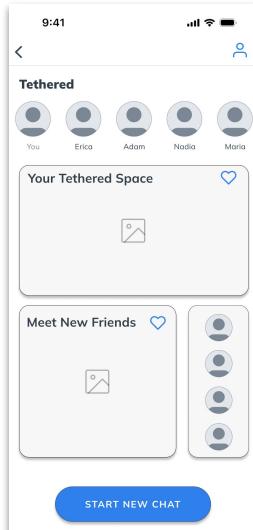
- The button to view your boards within your group space.
- We made our collaboration board scrollable and locked the bottom menu bar in place.
- We also made a point to create a pop up modal that informed the user of their current streak length when opening a group space.



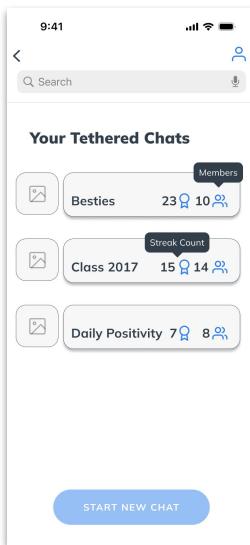
iOS Mockups + Prototype

[Clickable Prototype](#)

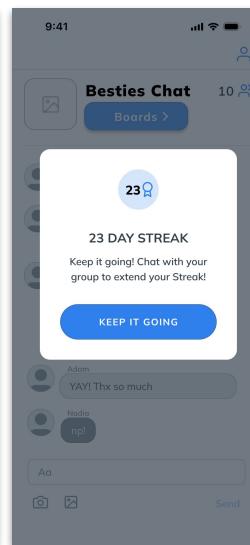
Home



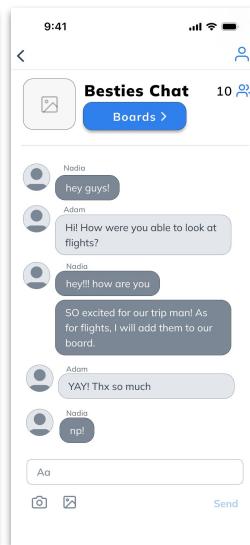
Tethered Chats



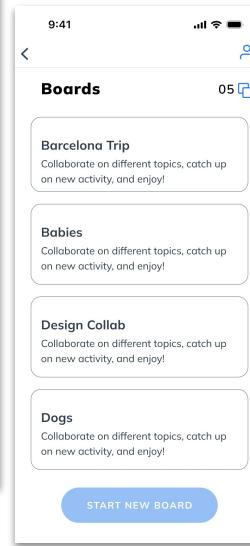
Streak Count



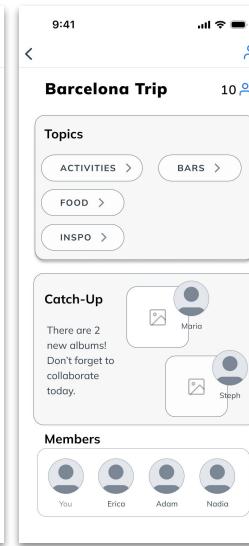
Besties Chat



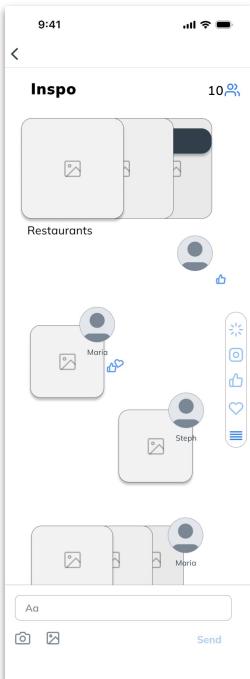
Internal Boards



Barcelona Board

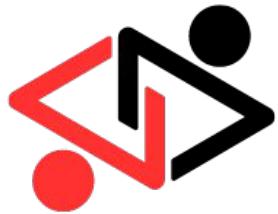


Topic: Inspo



Our Conclusion

Based on the feedback we've been given, Tethered would allow users to bridge gaps and remain connected with friends and family. Fully developing the idea would see us add more ways for our users to be collaborative within their group chat boards. We envision the ability to stream shows or movies together through the app, coordinate on planning vacations, share music and memes, and every other possible way to stay connected. We received positive feedback on our idea to include a system to maintain streaks. Building upon that with a rewards system based on streak length would keep users engaged and rewarded for keeping up with their contacts. Overall, we found our app filled an important need. With a lot of noise and distraction in the world today, keeping up with loved ones can get more and more difficult. Tethered will help keep you connected in one central location to coordinate, collaborate, and share what's important to you with the people who are important to you.



TETHERED

Appendix

Please refer to the following links for supplemental deliverables.

1. <https://www.figma.com/file/4uxtTsXZCUenotuoqXfu2y/Pamela%2C-Vinc%2C-Luis%2C-Brianne-App-Idea?type=whiteboard&node-id=0%3A1&t=Zd9blelv6DOngtdm-1>