



# salut

MEET YOUR NEIGHBORS  
&  
MAINTAIN NATIVE LANGUAGE

ADRIANA BLINDU | SPRING 2020

# kickoff.

Living abroad and still maintaining native language can be challenging. Therefore, I came up with the app that can help people keep their traditions.

# project brief.

- 1. Which **groups of people** will use the product?
- 2. Are there **similar produces** available?
- 3. How can I create a product easily **accessible** for most people?
- 4. Which common features will be **necessary** in the product?

Following a goal- directed design process for this project, I rounded out some key questions that would later help drive my process further. This was the first step when listing out my initial assumptions about my users and the product.

# affinity map.

I used affinity mapping to identify not only the general scope of the product, but which direction I wanted to take Halo? This was a form of brainstorming during my kickoff that proved to be very helpful in setting up a good foundation for my design process.



# research.

In this section, we will take a look at common behaviors between users, and the patterns I observed through user observations, interviews, & competitive analysis.

# research questions.

A questionnaire was conducted in order to learn if there would be any interesting among bilingual families and nannies to find out if they would be interesting in making new friends in their neighborhood that also speak the same language.

- 1. How many languages do you speak in the household?
- 2. Are you interested in maintaining your mother tongue?
- 3. How often do you have play dates with people that speak your native language?
- 4. Do you usually plan meet ups through your phone or laptop/desktop?
- 5. What are some of the difficulties you have when trying to plan meetup?



**85% of participants** stated that they meet up with other foreigners in order to practice mother language.



**100% participants** stated that they use their phones to connect with others.



Participants stated that they meet up at least on **average 3-4 times** per month.



**Most participants** claim that they would **love to know if there are any foreigners in their neighborhood** in order to make an easy and quick play date for their kids to practice talking their mother tongue language.



**Google calenders** are the most popular outlets for organizing get-together.

# persona creation.

Originally, I would not dedicate an entire section to creating personas for a project. However, through a goal-directed design process, I put emphasis on identifying the user’s goals before any lasting design efforts come into play. In this section I identified two primary personas, both essential to building an intuitive experience.



**Aleksandra Smith (35)**  
Stay Home Mom

**narrative.**

Aleksandra comes from Poland and she is married to an American citizen Jack. They have a son who is four years old. Aleksandra has been living in USA for over 15 years and she wants her son to also speak Polish language. Therefore, she always looks for an opportunities to meet other bilingual families and practice her mother lounge and teach her son. She says if her son plays with other children that speak Polish it will be easier for him to learn.



**Olga Ivanov (24)**  
GMU Student

**narrative.**

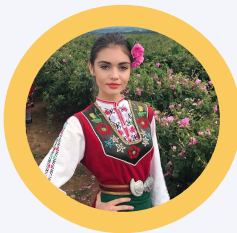
Olga is from Russia and she is an international student at George Mason University. She studies Biology and after she graduates she would like to get a job in Northern Virginia and get work experience in America. Olga has many American friends but she also is interested to meet people from Russia to be able to speak Russian and celebrate traditional holidays. She says she would be happy to have an app that tells her if there are any other Russians close by so she could make new friends and be able to practice her language.

context scenario.



Aleksandra goes to a playground and meets another mom. She talks to her and finds out that this mom is also from Poland and uses an app called Halo to connect with other parents in the area to meet up and speak their mother tongue. Aleksadra gets the app and noticed how easy and safe is to use it. She signed up and she can see other Polish people in her neighborhood that have similar age kids like her son.

context scenario.



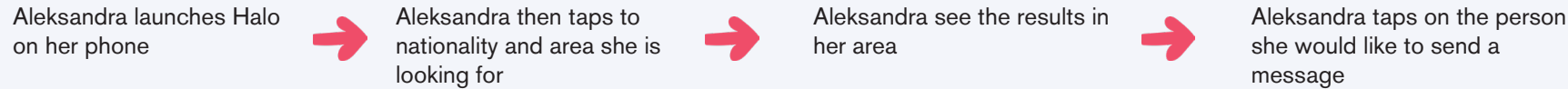
Olga meets another student at school and she says that she misses practicing talking in Russian and she misses celebrating Russian holidays. Her friends introduces her to Halo and explain her that is a great app to meet other foreigners living in America in your neighborhood. Olga gets the app and she sees that there are two Russians living in the same apartment she lives. She gets in touch with them and finds out that they are also international students from Russia.

design.

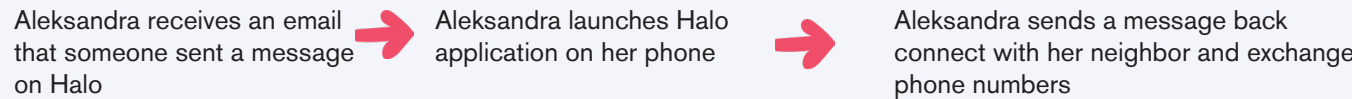
Exploring solutions through key path scenarios, and user journeys allows me to blaze through the wireframing stage of my process much faster.

# key path scenarios.

## SEARCHING FOR FOREIGNERS

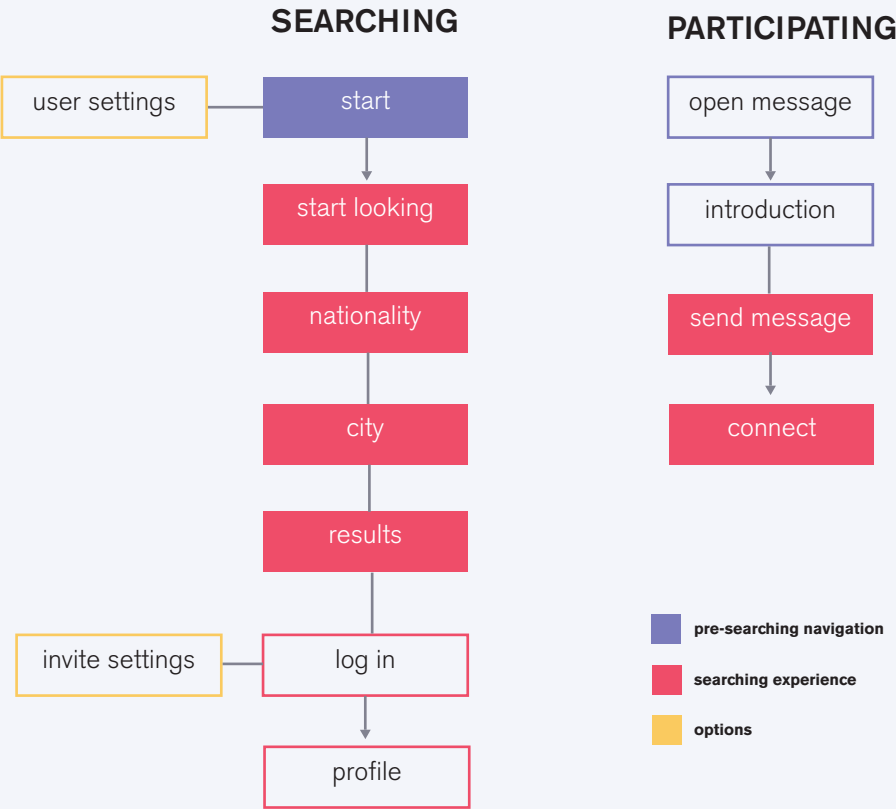


## REACHING UP TO CONNECT



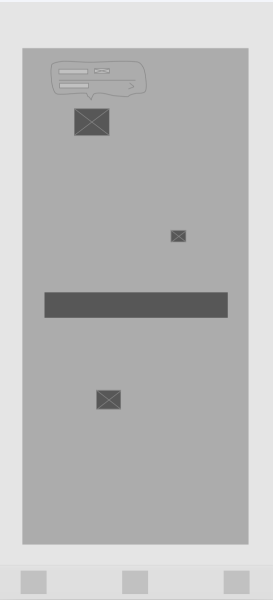
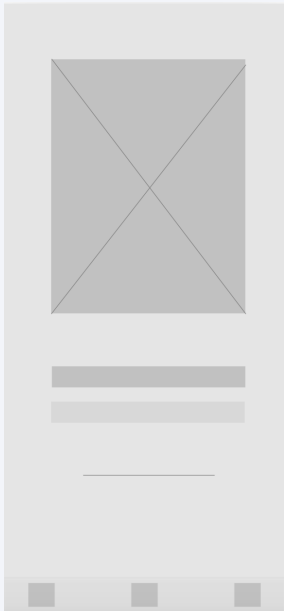
# user flow.

To better understand how I would construct the core experience for Salut, I designed a user flow. This helped me focus more on the experience and needs of the user and less so on details that I would solidify later. It also allowed me to communicate the entries and exits more clearly so I would have a better understanding moving forward.



# low-fi framework.

After confirming my scenarios, I started to put together some of the fundamental framework for Halo. The blue-sky idea was that I wanted the user to have an easy experience while searching for foreigners in his/her area.



# usability testing.

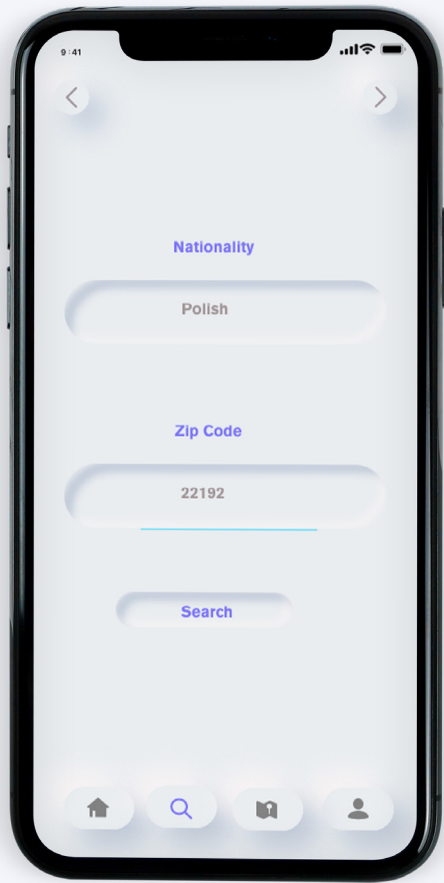
I ran several participants through my low-fidelity prototype on order to better understand their interaction patterns. They were each given a simple task of searching for a foreigner. Not the most difficult task, but it was how they thought through the process of searching that I was interested in.

1. Describe the **impression** Holla gives off in a few words.
2. What other **tools/methods** do you use when you search for foreigners to connect with?
3. What were some of the **frustrations** you had with the app throught the process?
4. Do you see yourself using this app on a **desktop** as well?
5. Would you **recommend** an app like this to your **friend and family**?

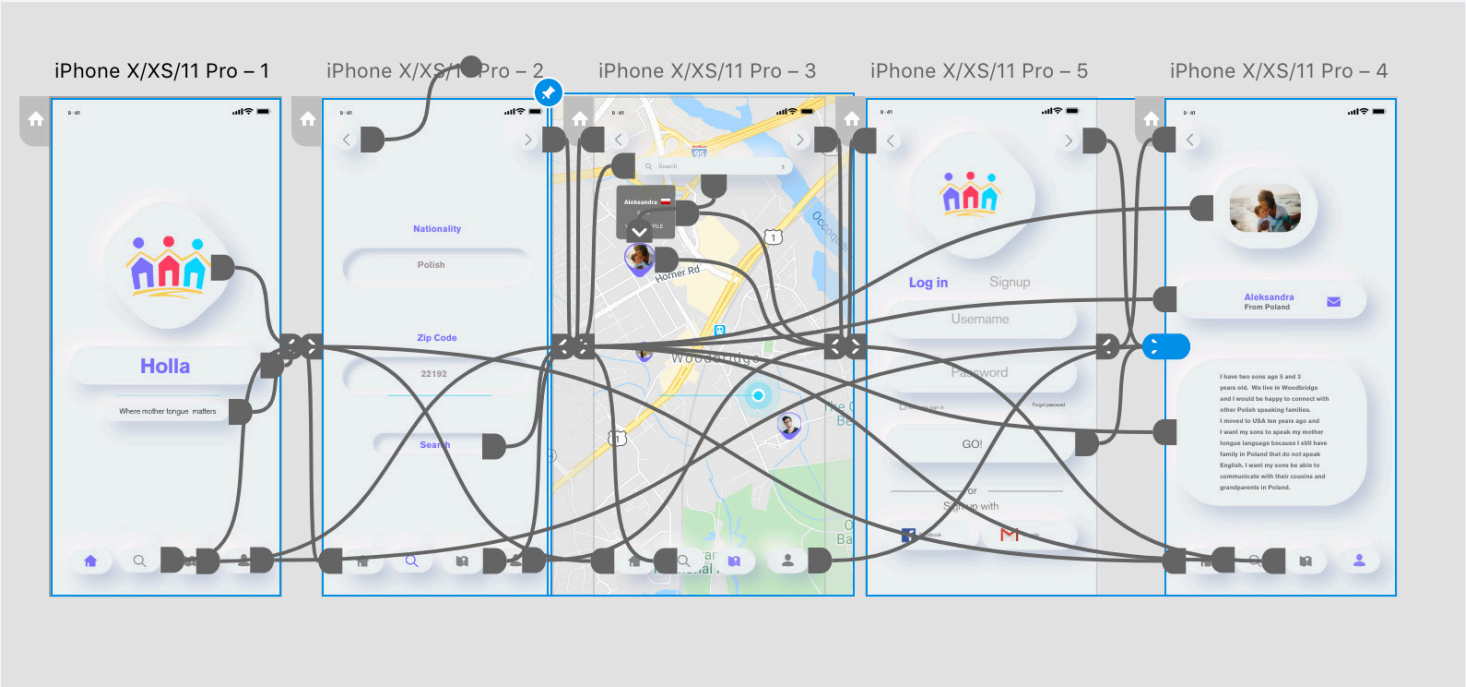


# final comps.

After solidifying the fundamental framework, I was able to take the feedback from my testing session and start to form my final comps. I used color sparingly throughout the product to help communicate intractable elements to their user. I found out that is very crucial to users to check the app before signing up. Therefore, I have decided to let the user search before putting all the personal information. However, in order to see others profile user has to sign up first.



# wire flow.



# style guide.

Using vibrant colors and playful elements, the visual style lives up to the hype that Halo promises to deliver with it's interface. It's design aesthetic is mean to bring minimal and clear look and take a step towards skeuomorphism.

|        |   |   |   |          |         |
|--------|---|---|---|----------|---------|
|        | #ef4d69   | #e55c9ed  | #faca61   | #7b7cbb  | #818190 |
| COLORS |   |   |   |          |         |
|        | <b>AaBbCc</b><br>20pt-Bold, Berthold<br>Akzidenz Grotesk BE | <b>AaBbCc</b><br>20pt-Bold, Berthold<br>Akzidenz Grotesk BE | <b>AaBbCc</b><br>20pt-Bold, Berthold<br>Akzidenz Grotesk BE |          |         |
|        | Print/Full Ver.   |   |   | App Ver. |         |
| LOGOS  |   |   |   |          |         |



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