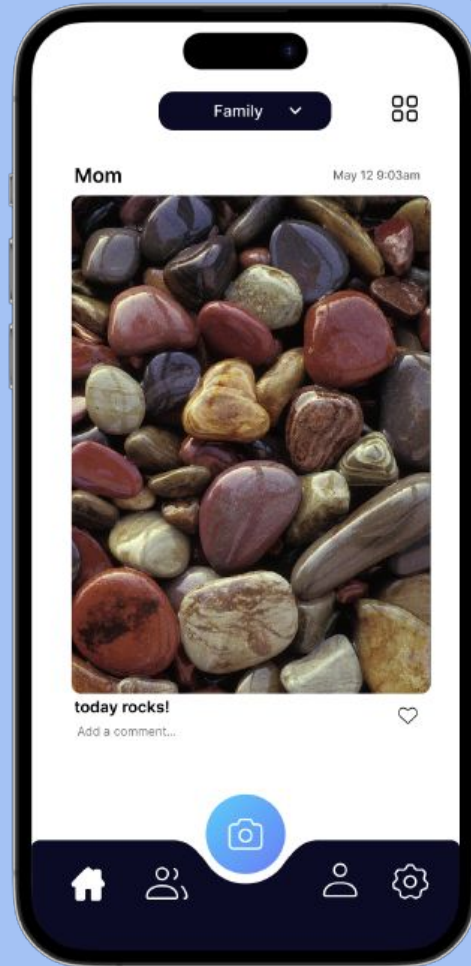


STREAM

By: Alia Koe
Digital Humanities 110
Spring 2023



Background



Families want to share daily, little moments with each other but have a hard time quickly creating content that directly goes to their family.



The Problem

How do you create a platform that allows families to connect despite their busy schedules?



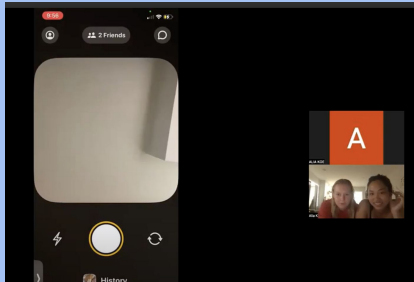
Goal/Design Statement

To create a platform that is **straightforward and easy to use** and considers uploading daily content quickly.

Research Competitor Analysis

Locket : Grid view versus a feed view can help save the user time when navigating a platform

Ekko: directing the user to the behavior that they will use most frequently also saves time and makes the user's interactions with the app more smooth



Research- Contextual Inquiry



- Families want to share moments but are not sure which channel is best (email, text, social media)
- Families have a hard time scheduling time to visit
- kids/ teens want to see what their family members are up to

User Personas



Grandma Anne

Demographics

Age: 70

Family Status: widow, 3 children, 5 grandchildren

Occupation: Retired

Challenges

- Has trouble navigating technology
- Has accessibility issues - can no longer drive, hard of hearing so conversations on the phone are frustrating, takes hours to type a paragraph of text

Goals

- Connect with kids using tech but in a non frustrating way
- Get to be a bigger part of family's life

Story

Anne is part of the elderly community but lives primarily alone. One of her kids visits every other day to take her to doctors appointment. She stays active during the day while going on walks around her neighborhood. She loves her dog named Oscar who is her main companion. She sees her family for a meal once a month but wish she could be a bigger part of their lives. Currently, she tries to call them or email them but often finds communication to be very sparse and disconnected

Needs

- interface that is easy to navigate
- a way to share daily activities



Carrie - the Mom

Demographics

Age: 55

Family Status: married, 2 children

Occupation: Yoga Instructor

Challenges

- Has trouble connecting with kids on a platform that they use
- has a busy schedule that doesn't enable her to visit her kids or parents as often as she would like

Goals

- Connect with kids using tech but in a non frustrating way
- Get to be a bigger part of family's life

Needs

- a platform that makes her feel included in the lives of her children
- allows to share fun parts of her day in the form of a photo

Story

Carrie is a mother of two children. She is a yoga instructor at the local Corepower yoga. Her favorite activities are getting brunch or going out to eat with her friends. She enjoys walking her dog every day around her neighborhood and often finds beautiful things on these walks. She is happy with her husband and they like to try new foods and go to the beach. She is a recent empty nester as her two kids have gone to college. Most of her day consists of cooking, exercising, and taking care of the house and family activities.



Rachel - the daughter

Demographics

Age: 20

Family Status: has one sister

Occupation: College student at UCLA

Challenges

- Has trouble finding time to update family on activities individually
- has a busy schedule and forgets to call family as much as she wants to

Goals

- Connect with kids using tech but in a non frustrating way
- Get to be a bigger part of family's life

Needs

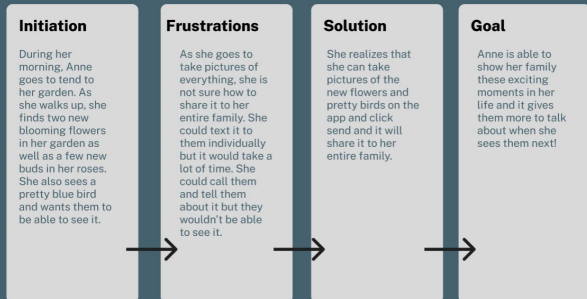
- a platform that makes her feel included in the lives of her children
- allows to share fun parts of her day in the form of a photo

Story

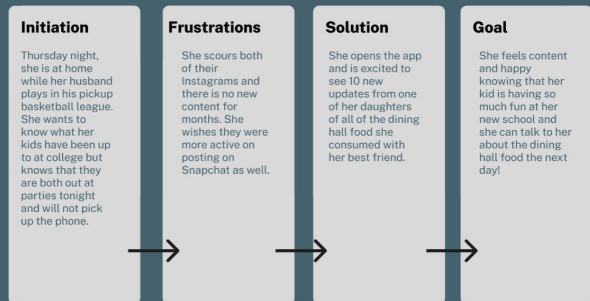
Rachel is a psychology student at UCLA. She is part of a sorority and lives in the dorms. She has classes everyday and is part of 4 other on campus clubs. Her school is an hour and a half away from her hometown. Rachel has many friends and you can often find her studying in the library. She also enjoys reading in the sun on Janns. Her goal is to become a researcher in social psychology.

User Journey Maps

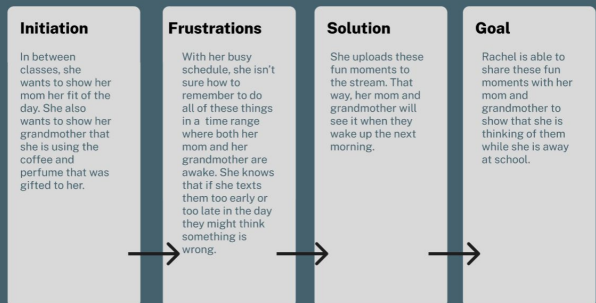
Anne's journey map



Carrie's journey map



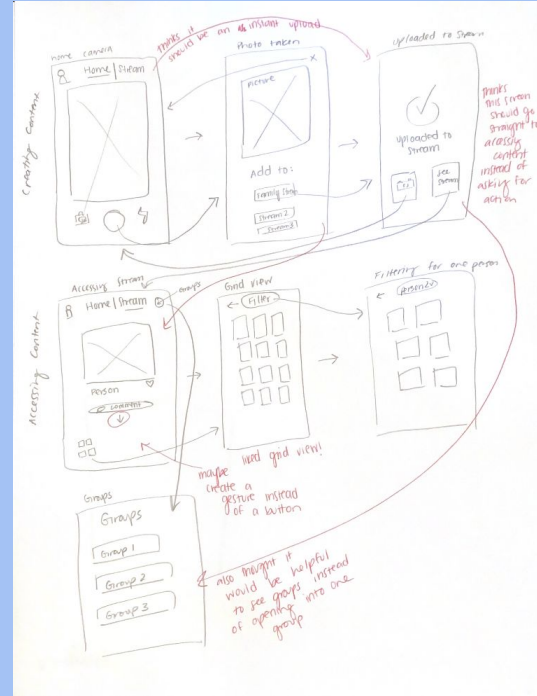
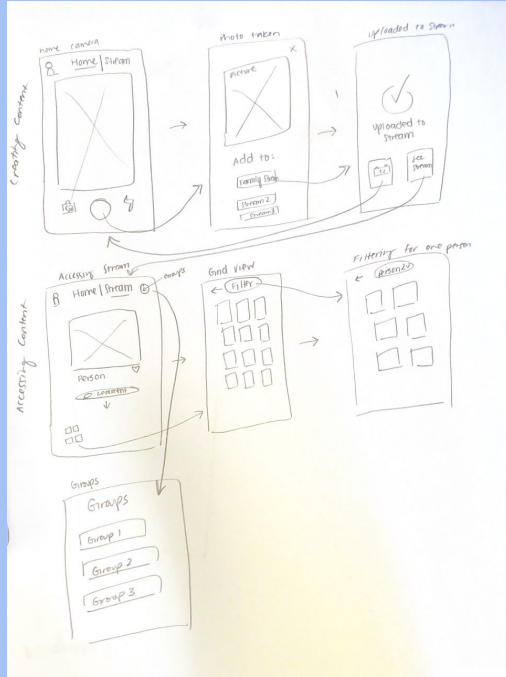
Rachel's journey map



Refined Problem Statement

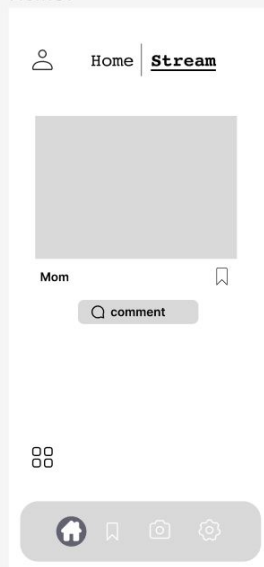
To create a platform that is **straightforward and easy to use** and considers **uploading and accessing** daily content quickly that accounts for **various levels of technological literacy**.

Low Fidelity Prototype- Sketches

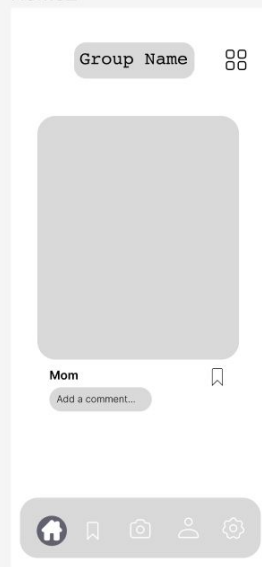


Focused Screen Iterations

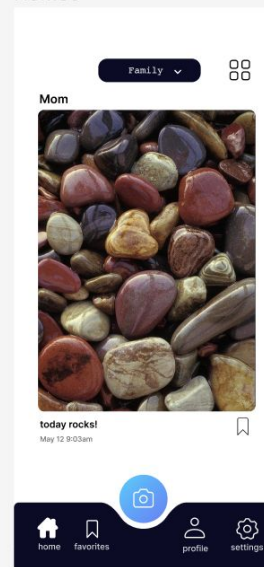
Home1



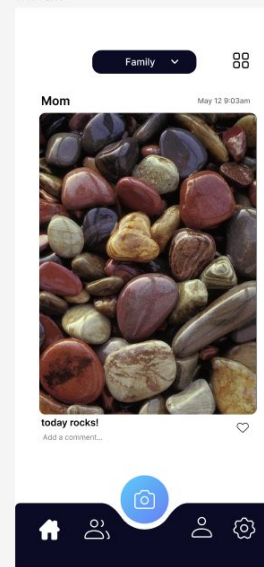
Home2



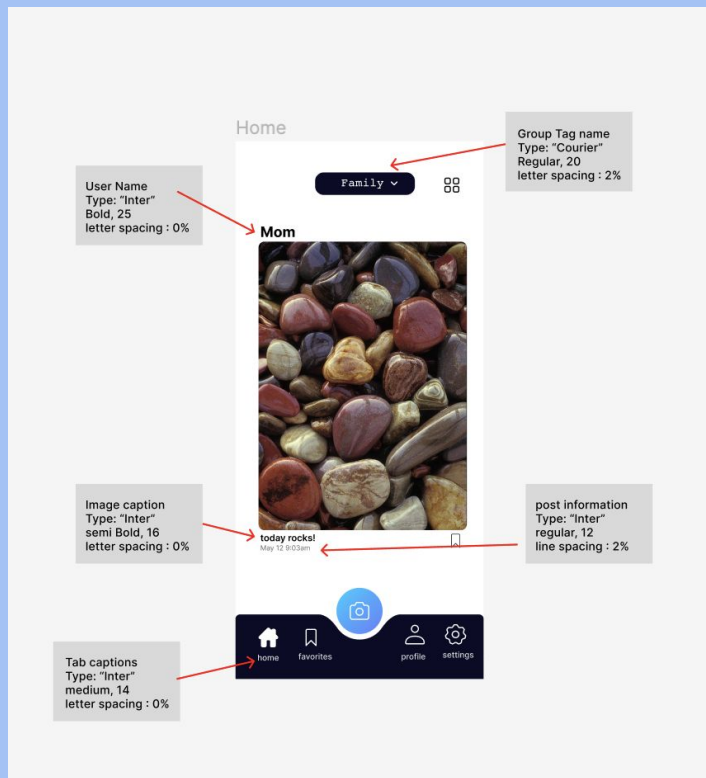
Home3







Final!

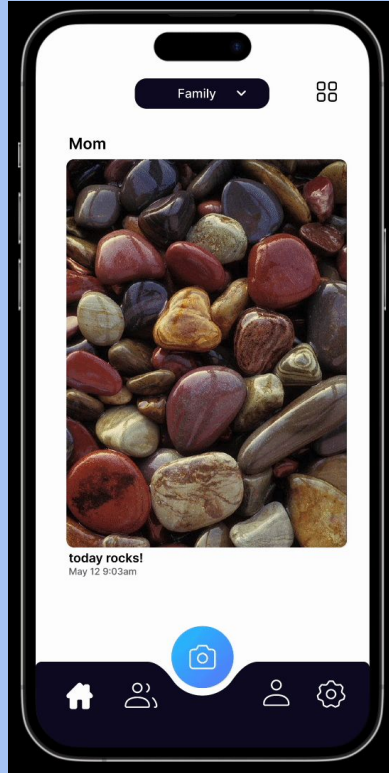


Graphic Design Element Variation



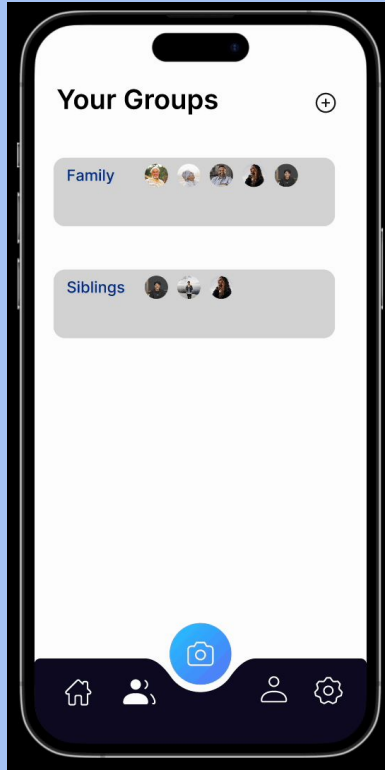
bookmark/ favorite icon	 
group filter button , rounded rectangle corners to 15 , white typography and icon, courier regular size	
camera button , circle 80×80 color: multi linear gradient blue, camera icon is white	
grid view icon size 30×30	
Navigation Bar color: dark purple , 0D0B26 typography: inter, regular, 12 pt corner radius: 26	

High Fidelity Prototype - Home



- Feed navigation
- Grid view allows user to access large amounts of content quickly

High Fidelity Prototype - Groups

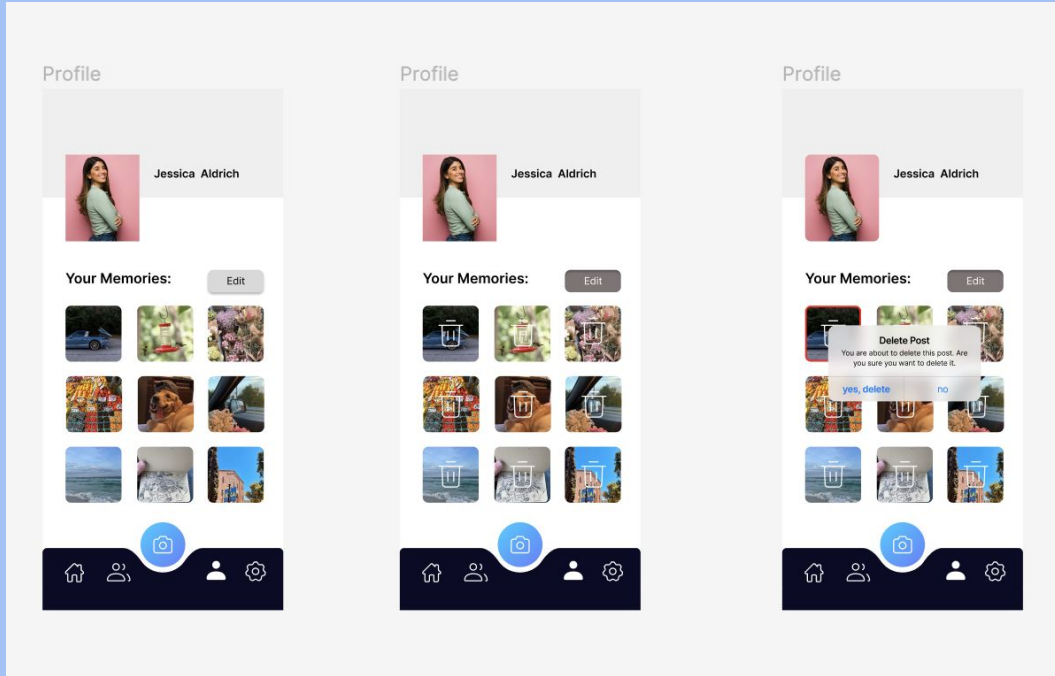


- Group Navigation allows the user to see and edit the groups that they are a part of

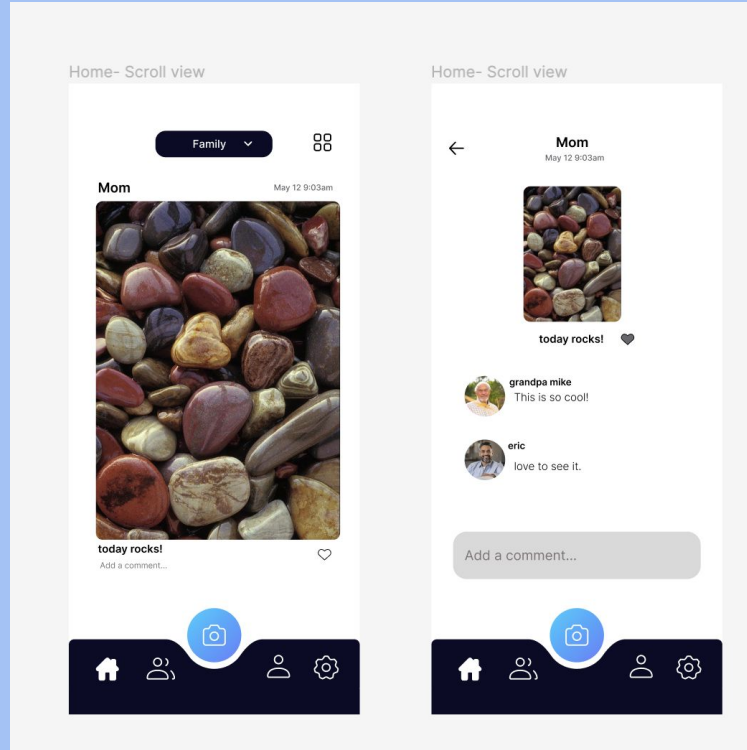
Cognitive Walkthrough/ Feedback

- Can account for wide general age range of users
- Need to increase the users ability to interact with each other for it to be a valuable resource
- Nielsen's Heuristic 3 : user control and freedom

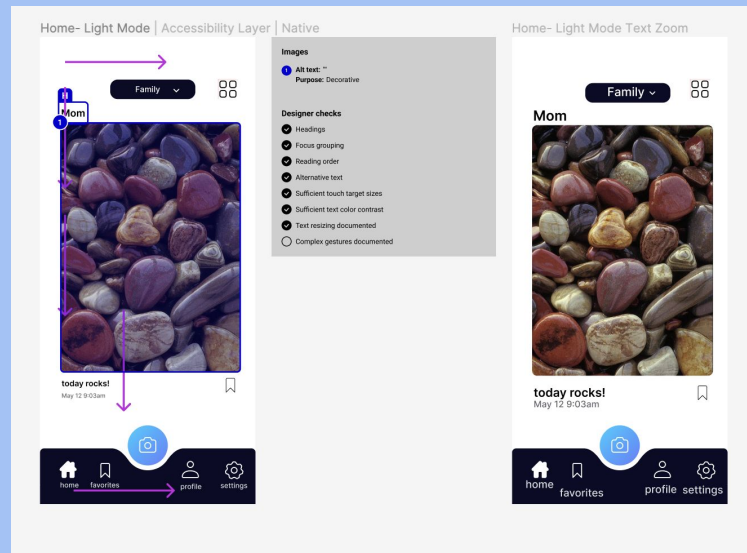
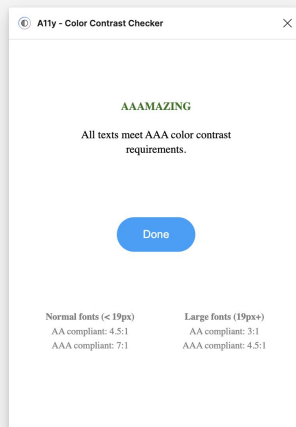
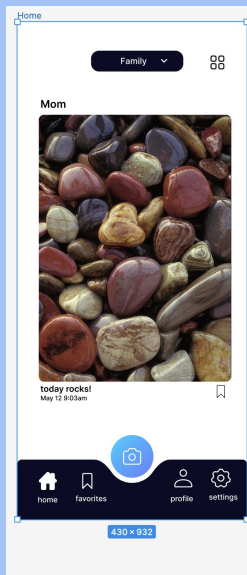
Added Features - Post Deletion



Added Features - Post Interactions



Accessibility



Conclusion

Interaction > Empathy

It is important to ask for feedback from various types of audiences: friends, family, classmates, experts because they may bring new perspectives.

Experiment!

In the typography variation and button variation I was able to refine the aesthetic of the app to look how I wanted it.

Check heuristics along the way

It is important to verify that your designs still meet the heuristic expectations. Sometimes it can get lost through the different levels of iteration.

Thank you

Link to final prototype:

<https://www.figma.com/file/8H9tEbDPLQfRNE1yCfAO7Z/Interactive-Prototype-2?type=design&node-id=0%3A1&t=SZP2vEMn3MxPyxFG-1>