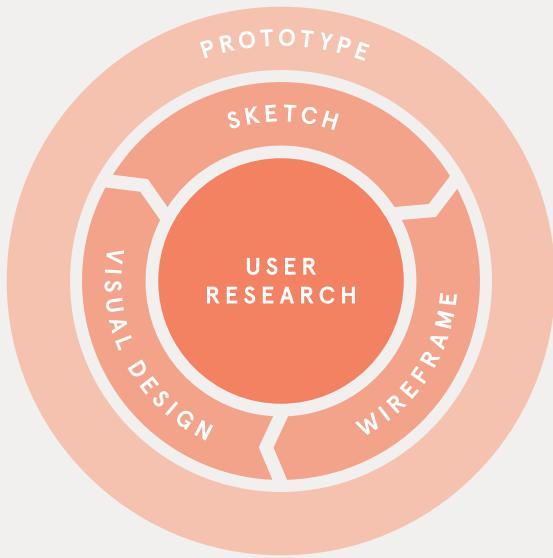


cue



I approach every project with a simple process.

I start by researching the user to learn more about their desired outcomes. Then, I move into detailed sketches defining the product. Next, I wireframe and diagram my solution to the problem and then move into visual design. Throughout the process, I constantly prototype my designs to better understand their usability; whether it be through visual prototypes, motion design, or code.

Of course, this process sometimes changes depending on the project and timeline.

design, UX, motion

CUE APP

Whether from being in a new place, or simply feeling as though we're not being social enough, there are times when all of us feel like we need to meet new people. That's why I co-founded Cue, a social app that - via bluetooth low energy - introduces you to new people within 150-feet of your location with whom you share tags.

Tags consist of any character combination you would like - the possibilities for matching are endless.

The app was designed and developed over a 3-month period as part of Startup Semester at BDW. On our team of 3, I was responsible for visual design and UX. During those 3 months, Cue took second place in the CU New Venture Challenge mobile track, and was pitched to an audience of 300 at RE:veal. In July, the app was featured in an [article by Digiday](#) about student-made products that are making waves.



Prior to diving into any visual design, but after formulating the “why” behind our app and its general function, we dove into preliminary user research and created personas. These personas, in addition to others formulated further down the line, served as a guiding light for Cue’s design.



CUE



TOM SIMON 22 YEARS OLD

Tom is a senior at the University of Colorado at Boulder majoring in Economics and Marketing. He grew up in Erie, Colorado as a middle child in a medium-income household. He considers himself to be very tech-savvy and he is very picky about the apps he chooses to put on his phone.

Tom is outgoing and doesn't shy away from new people. Oddly enough, he hasn't had much success in using apps like Tinder to branch out. He finds it to be somewhat of a weird "game" to actual convince someone to meet up using the app. He feels like most conversations often trail off because of a lack of connection. At the same time, as Tom is beginning to grow in a professional sense and attend marketing/advertising events for school, he's having a hard time networking. Tom wants technology to help him meet new people in both a romantic and professional sense, but hasn't found an app that does it in a simple, fun, and meaningful way.

Even though Tom is outgoing, in his final year at CU he feels like his social circle has stopped expanding and is somewhat stagnant - of course he still loves his friends, though. He partially attributes the stagnation to having less time to go out because of the pressure of graduation and finding a job.

PAIN POINTS

"I feel like I haven't been meeting as many new people as I used to."

"I'm so busy, I don't really have time to be outgoing without compromising on my grades."

"The girls I meet on Tinder share none of my interests - starting a conversation generally turns out to be awkward and pointless."

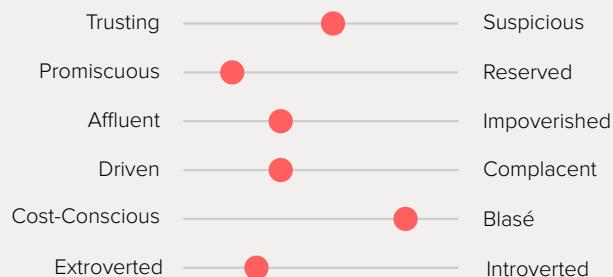
DESIRED OUTCOMES

"In the last month, I feel like I've doubled my friend base - it's like junior year all over again."

"My social life doesn't have to affect my productivity. I feel like I'm being efficient."

"I met someone awesome that shares a lot in common with me - and believe it or not, technology helped."

MENTAL MODELS



NEEDS

Automated processes that require little time investment

Matches based on actual compatibility

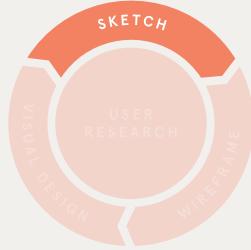
An app that makes sure users actually meet

Control over anonymity - he doesn't want to meet the wrong women

Usage flexibility - i.e. for romance, professional needs, or friends

STRATEGY FOR TOM

Tom will have a successful experience with an app that achieves his primary goal - to actually meet new people. However, this will need to happen with minimal time investment. While Tom will be most likely to use this app as a hookup app, he'll use it for professional events when the opportunity presents itself. Based on Tom's mental models, he'll most likely use this app for a variety of purposes, experimenting with it in many contexts. Messaging around spontaneity and excitement will be particularly attractive to him.



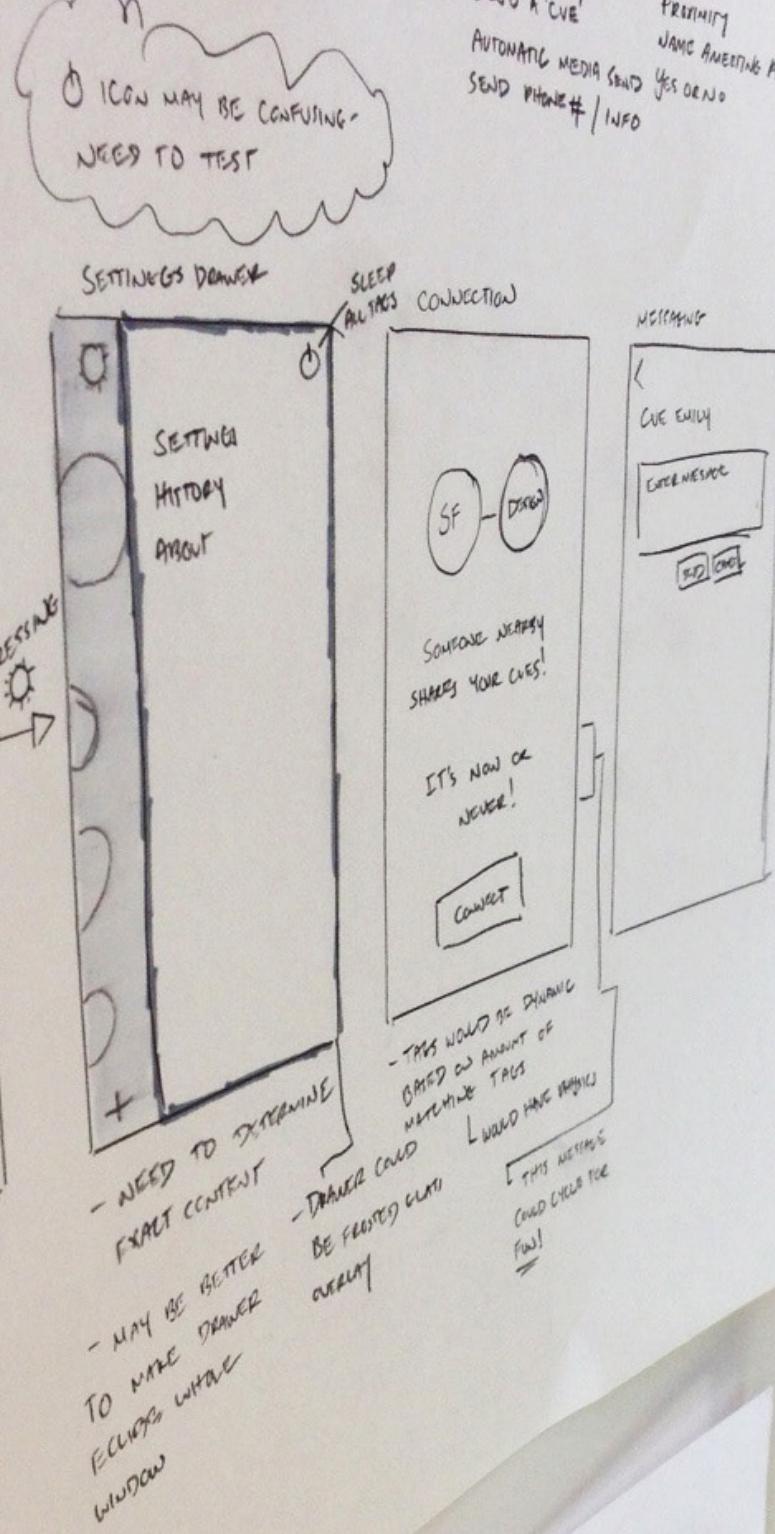
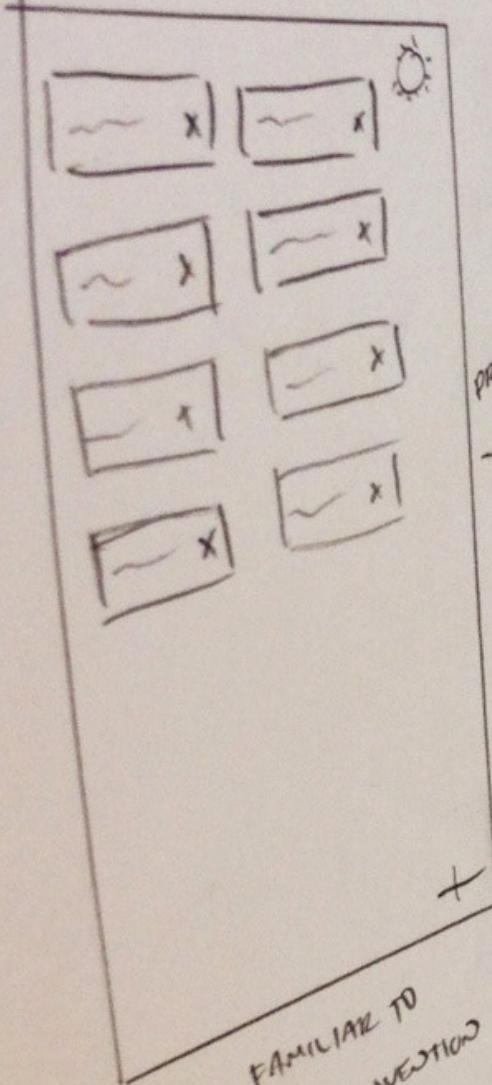
Next, I sketched out early user flows for the app, while simultaneously exploring branding. My goal in sketching was to define the core processes around adding tags and matching with others, while also ensuring our product was simple, fun, effective, and could be used for many purposes. The sketching ultimately culminated in our first rough prototype.

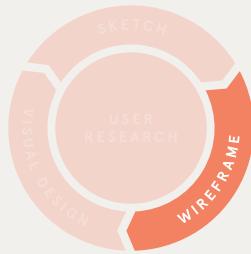


CUE

Sketch prototype: <http://bit.ly/1iNEbk9>

RESTING (ALT.)



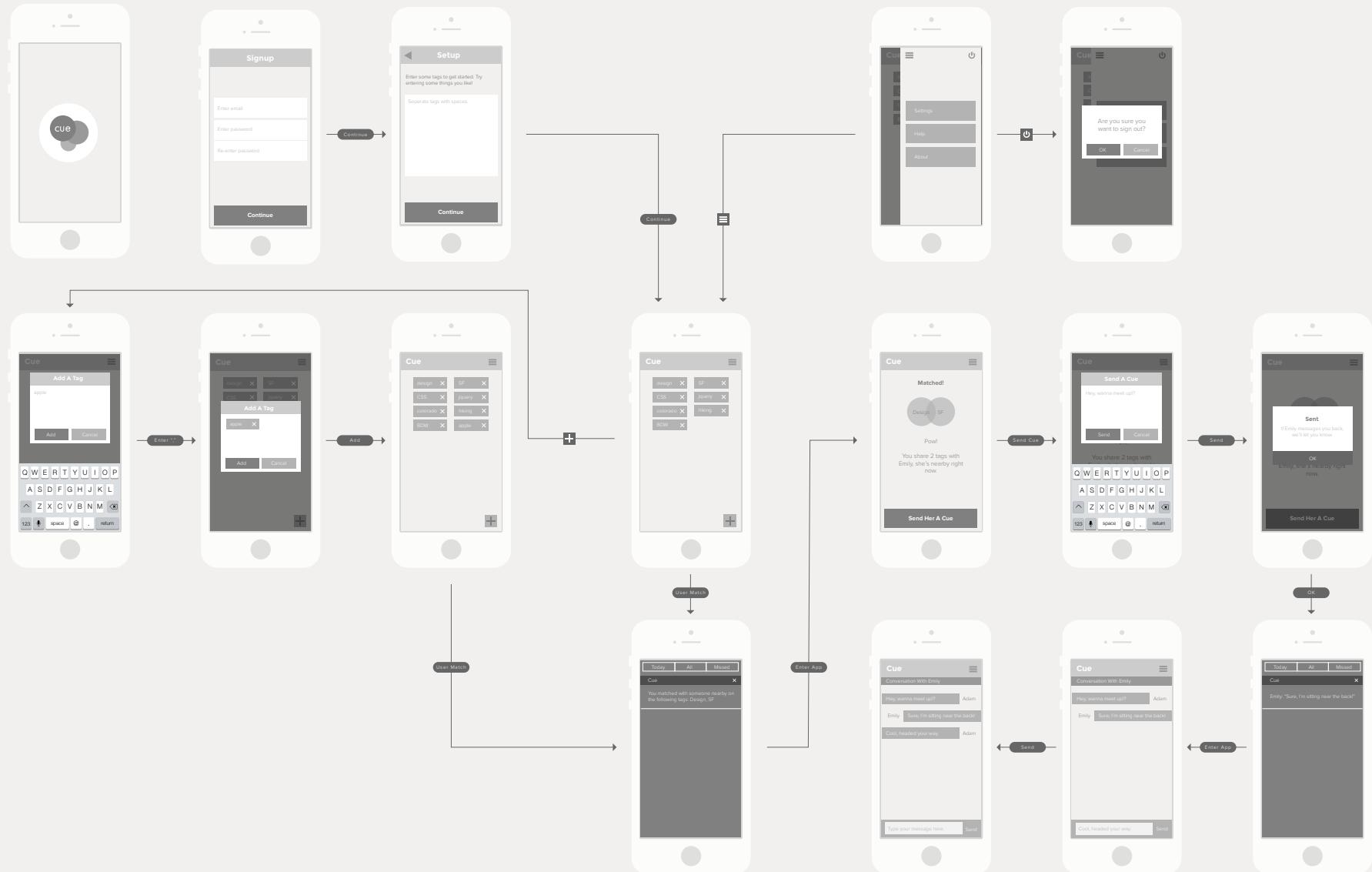


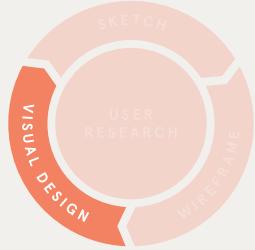
After light testing with our sketch prototype, I quickly jumped into wireframing the key areas of the app. At the same time, I laid out our wireframes in a user flow diagram that would ultimately serve as the foundation for our developer moving forward. This diagram continued to grow throughout the project. Using our wireframes, I then created a new prototype that would be used for testing.



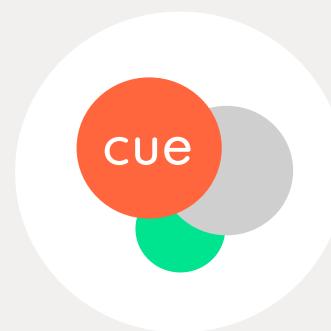
CUE

Wireframe prototype: <http://bit.ly/1kQsioB>

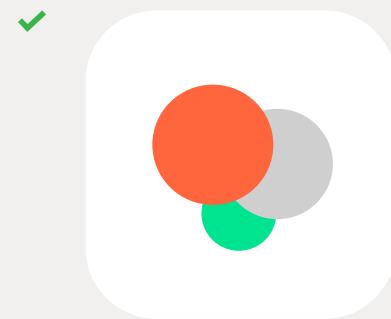
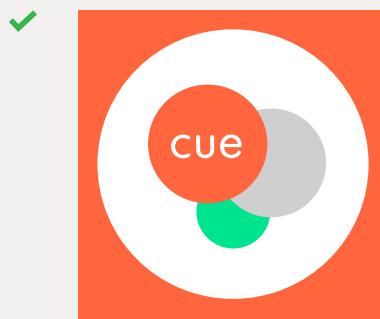


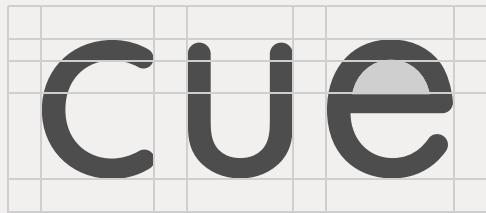


Based on our testing with the wireframe prototype, we learned that we needed to add a queue for matches, for instances where many matches could occur – like professional events. We also added trending tags to make matching easier, added a function to toggle tags on and off, and eliminated messaging in favor of a proximity-based meet up process. Armed with our learnings, I dove into the visual design of the app and then went on to create a high-fidelity prototype.

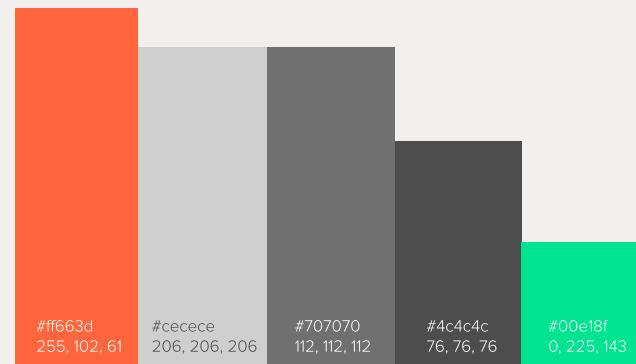


Our final logo consisted of 3 overlapping circles that symbolized the bluetooth low energy waves emitted from users' phones. At the same time, the circles went on to become a large part of Cue's UI and the matching process.





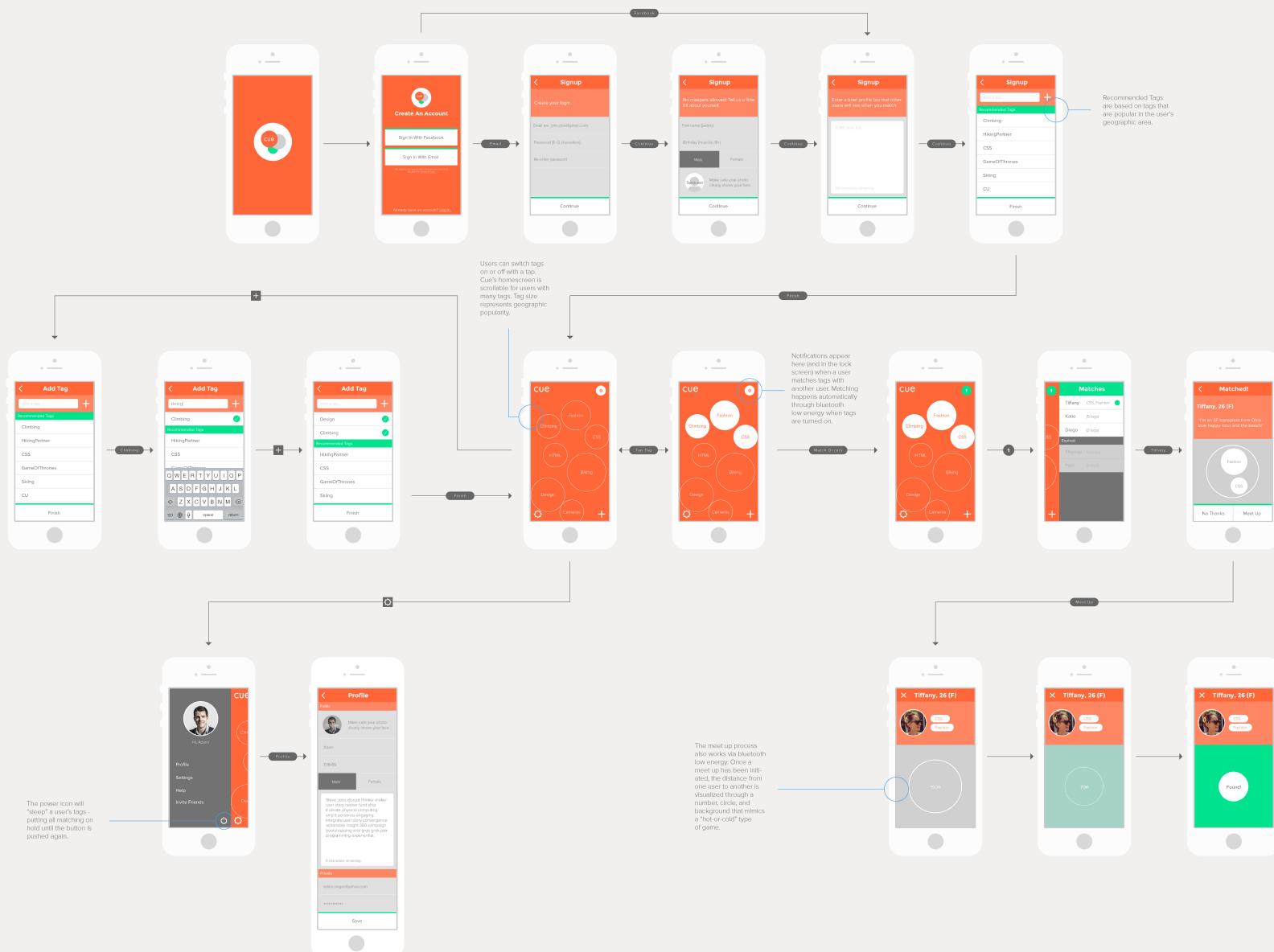
The height of the bowl in the lower case “e” of our logo type dictated the spacing of the letters in our logo and the required whitespace that surrounds the logo at all times.





CUE

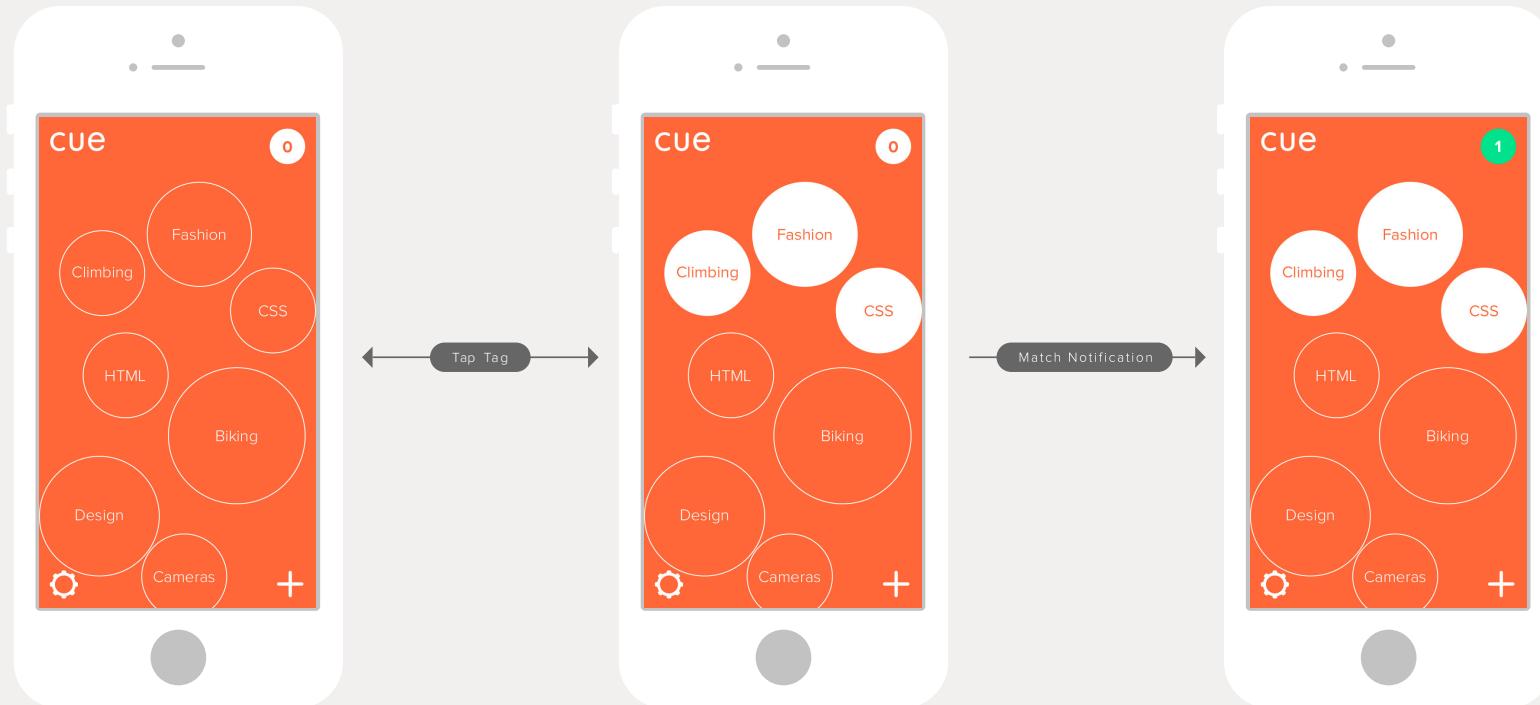
Hi-fi prototype: <http://bit.ly/1m5JaY9>





CUE

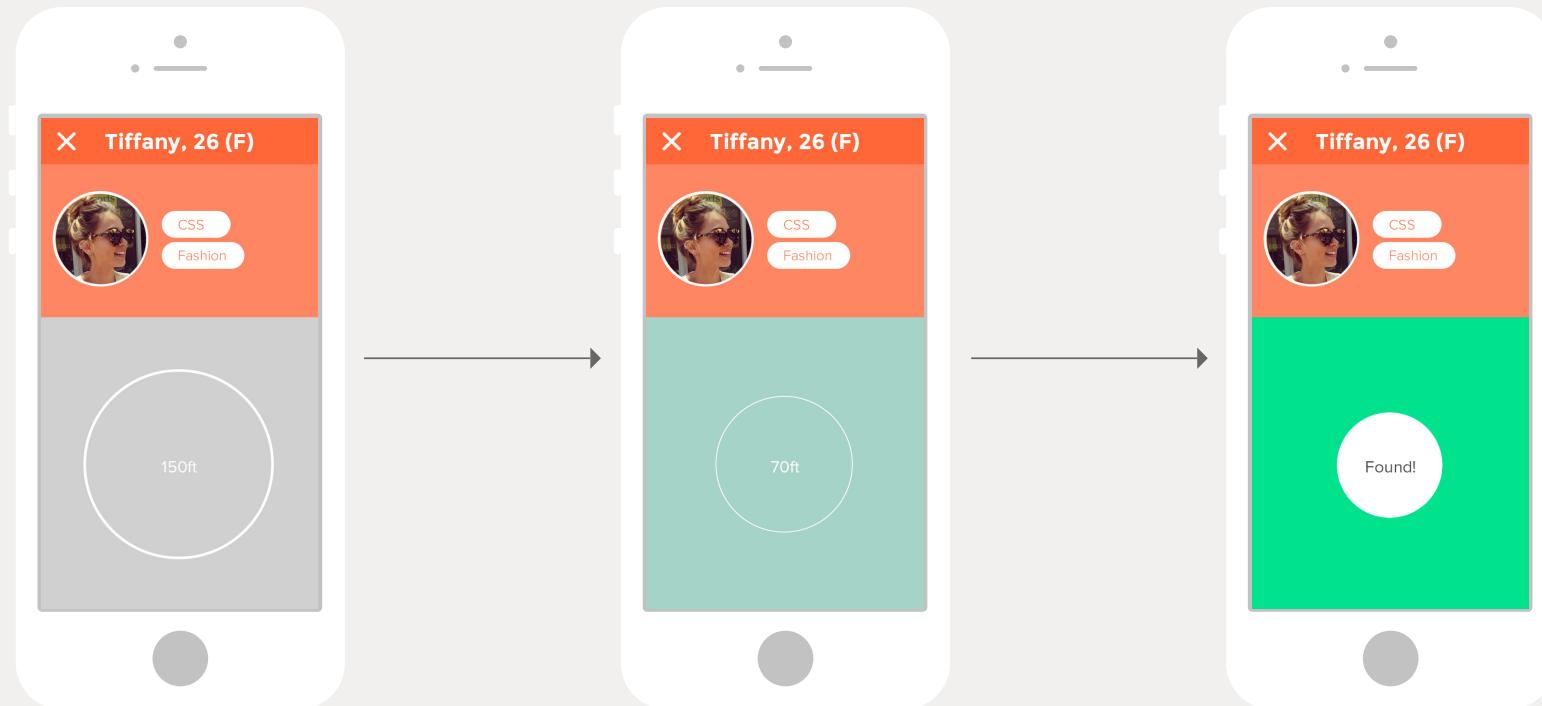
Animation: <http://bit.ly/1qvNc07>



The home screen design was simple - consisting of gently floating tags and a slide in drawer on each side (see animation).

A user would add tags, and with a tap, could toggle them on or off. When activated, a tag would turn white and float to the top of the screen. Tag size represents popularity in the user's geographic area.

When a user matched on a tag, they would receive a green notification - in addition to a notification in their device's lock screen.



As mentioned, we transitioned to a proximity-based meet up process. When users elected to meet up with their match, their pictures were exchanged.

As users then moved around, the distance from their match would shrink, and the background would slowly transition to green. In creating this process, our goal was to lead users to actually meet, rather than just message each other.

Once users came within 5 feet of one another, the distance indicator would turn into a button that would conclude the meet-up process.



C O N T A C T

See more projects at noff.me

720.346.8711

adam@noff.me

[@anoffsinger](https://twitter.com/anoffsinger)