

User Goals

How will your users understand the content of the project?

There could maybe be a small tutorial when the app is downloaded and first opened, after the "I promise not to be dick to others" pledge. Not only that but I think the users you be able to intuitively use the different tabs, as it would be similar to most other apps. It could have the catchphrase on the front while the app is loading too, so users understand what the app is used for and it's intentions.

How will your users understand the primary objectives?

Again, there could be an intro explaining what the app is intended for, lifting up other students and promoting mental health. I think a mission statement page might also be important.

What content and features do your users need, and in what form do they need it?

I think they need a questions tab, a vent tab, and a positive statement/affirmation section. They should probably be presented with some fun icons and colors, in order to help people out of their funk (if they are in one). Labels like "If you need to vent" with a vent icon for the tab distinguisher, "Need some love" with a heart, and "Questions?" with a question mark.

How do your users think your interactive projects should work and what are their experience levels with the type of media you or your team is creating?

I think my users would expect my app to work like any other app, sort of like how the facebook mobile app works with the scrolling. I think that, since we are a culture that is constantly attached to our phones, most students would understand how to use it. It would be really intuitive and, with a possible tutorial at the initial launch of the app, be easy to use.