

Design an app that lets people collaborate on writing and also post and view their content

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# Project overview



## ***Quills:***

***Quills*** is a writing collaboration app that enables users to collaborate on writing and post or view their content. It's a platform designed for writers, bloggers, poets, and other content creators to create and share their work with others.



## **Project duration:**

6th January 2023 to 5th february 2023



# Project overview



## The problem:

Writing and publishing content is currently a solitary and time-consuming task.

Collaborating on writing projects can be challenging because it requires a great deal of coordination and communication. Many writers and content creators struggle to find a productive and efficient way to collaborate and share their work.



## The goal:

Quills' goal is to help writers and content creators to collaborate and share their work with the world, making the writing and publishing process more accessible and efficient.

# Project overview



## ***My role:***

UX designer

UX researcher



## ***Responsibilities:***

- Wireframing
- HI-FE and L-FE Prototyping
- Typography and colour
- Conducting usability studies(testing product before launch)
- Accessibility studies

# Understanding the user

- User research
- Personas
- Problem statements

# User research: summary



According to user research for the Quills app, writers face challenges in collaboration, accessibility, ease-of-use, and publishing. Writers and content creators want a platform that allows them to easily publish their work and reach a larger audience, thereby increasing their exposure and reach.

# User research: pain points

1

## Limited publishing options

Many writers and content creators have limited options for publishing their work, making it difficult for them to reach a wider audience and increase their exposure.

2

## Inefficient collaboration

Coordinating with co-writers and tracking changes to writing projects can be time-consuming and inefficient.

3

## Inclusive Design

Products that are currently offered don't prioritize equity and aren't accessible because they lack assistive technologies.

4

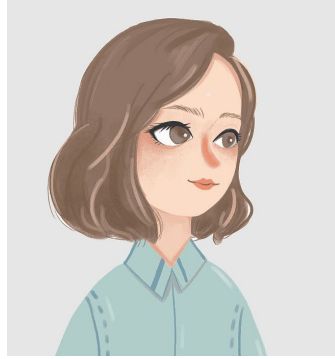
## Information Architecture

People don't like to use unappealing apps.

# User Persona:

## Problem statement:

Shalini represents a typical user of Quills app, who is a freelance writer and content creator looking for a platform to streamline the writing and collaboration process, increase her exposure and reach, and enhance her workflow. By creating a persona like Rachel, Quills app can better understand the needs and challenges of its target users and improve its offerings to meet their needs.



**Shalini**

Age: 32

Occupation: Freelance writer  
and content creator

"I need a platform that makes it easy for me to collaborate with co-writers, and reach a wider audience. User-friendliness and accessibility are key for me, as I want to streamline my workflow and deliver high-quality work efficiently."

## GOALS

- She wants to streamline the writing and collaboration process, making it easier for her to work with co-writers
- She wishes to publish her work to a wider audience.

## FRUSTRATIONS

- She is unable to find platform for writing and reading the content with organized view.
- She finds it challenging to find a platform for collaboration that is user-friendly and accessible.

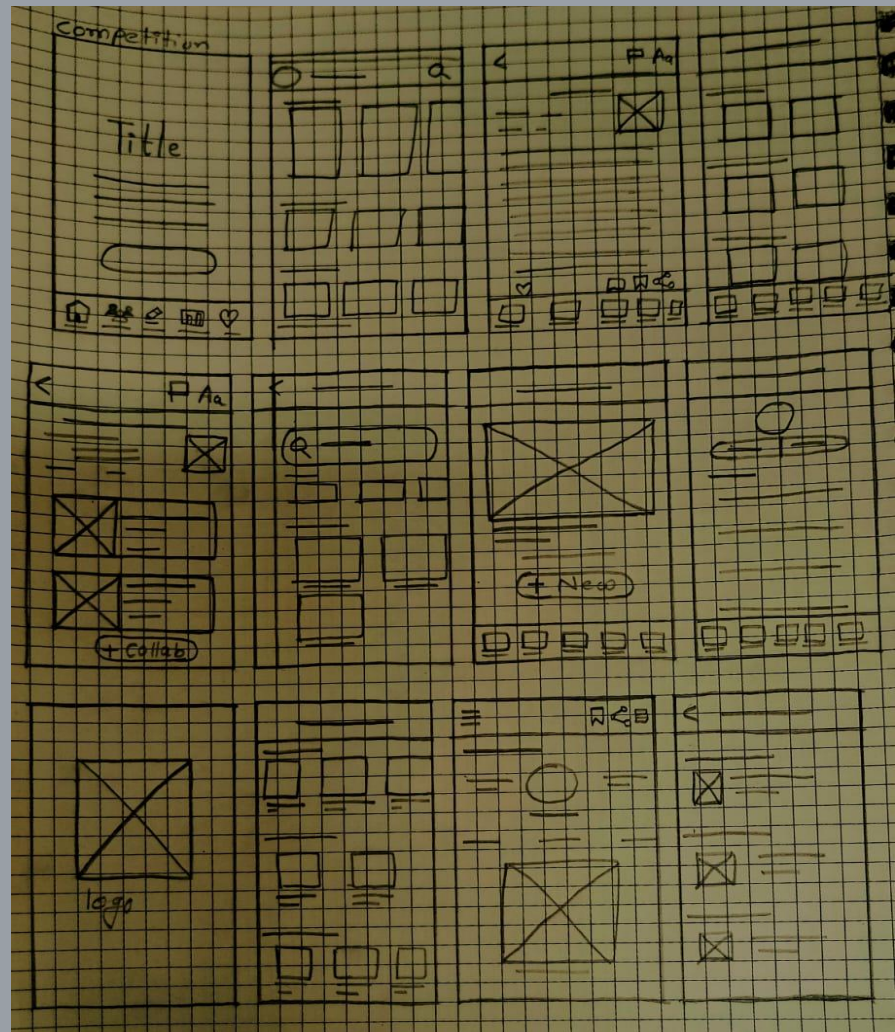
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# Starting the design

- Paper wireframes
- Usability studies

# Paper wireframes



# Usability study: findings

## Round 1 findings

- 1 Limited publishing options
- 2 Inefficient collaboration

## Round 2 findings

- 1 Inclusive Design
- 2 Bookmark option

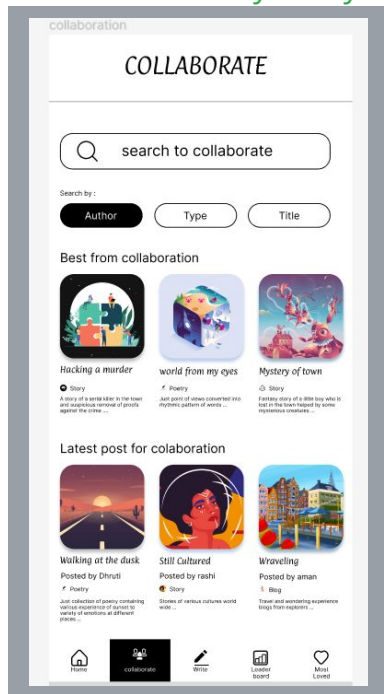
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

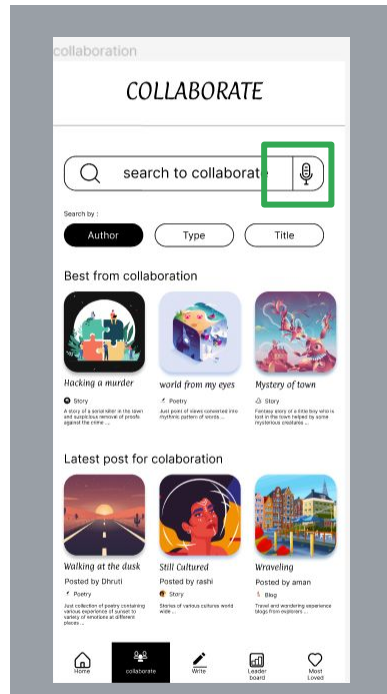
# Mockups

People with any disabilities  
wished to have speak to  
search option

Before usability study



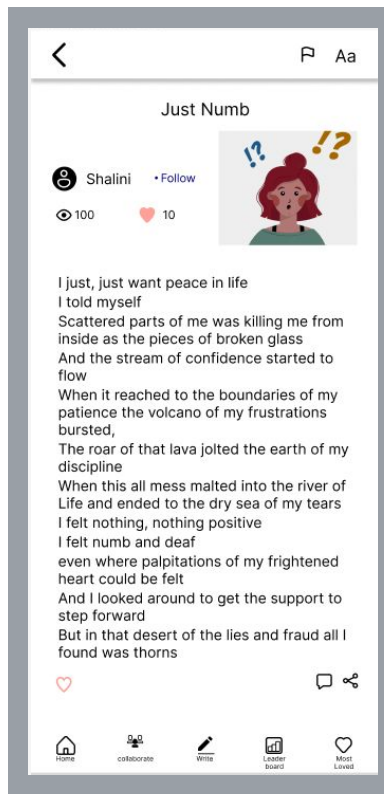
After usability study



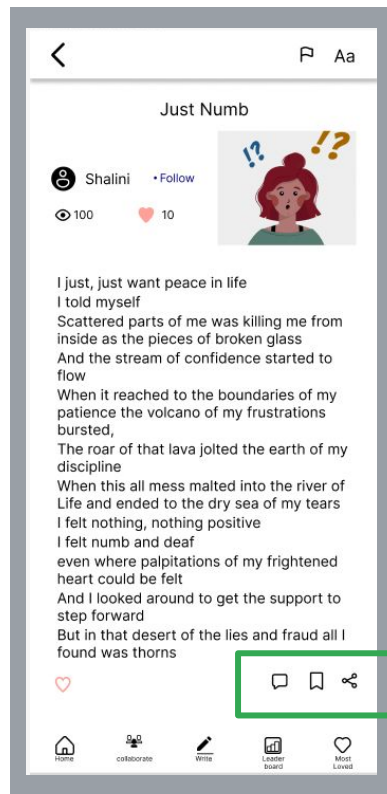
# Mockups

Users wanted to bookmark  
content they will love to  
review

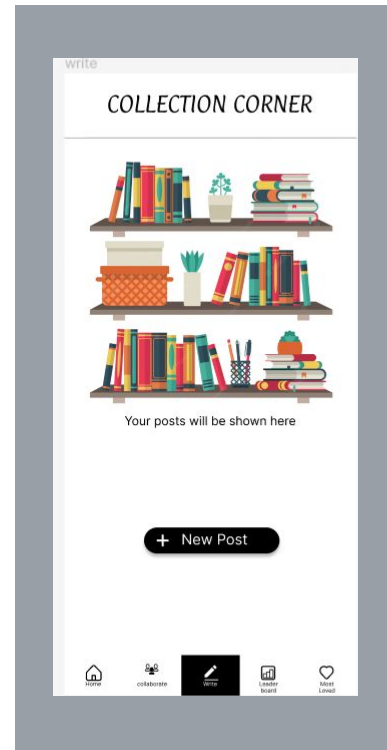
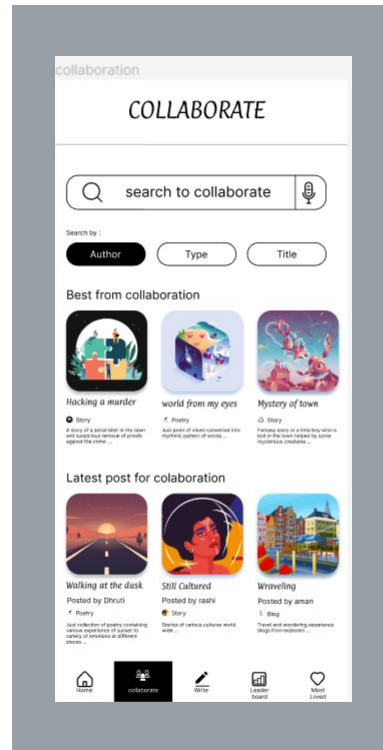
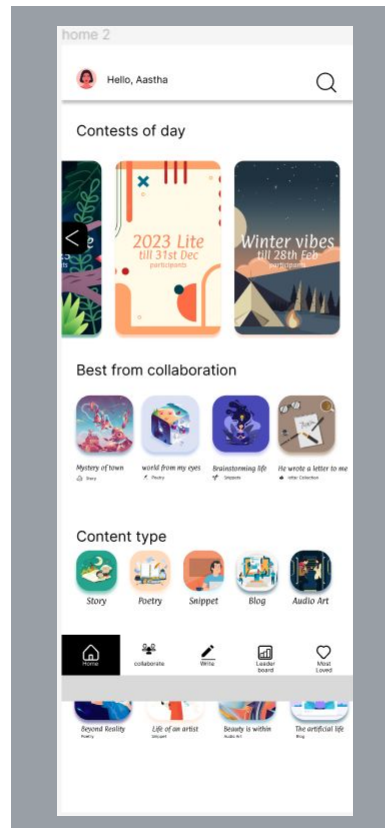
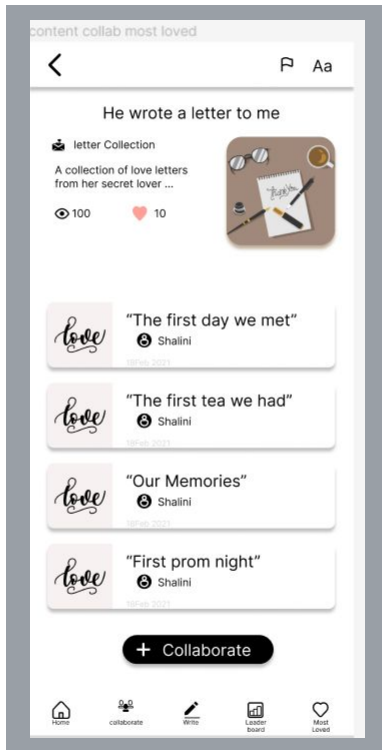
Before usability study



After usability study

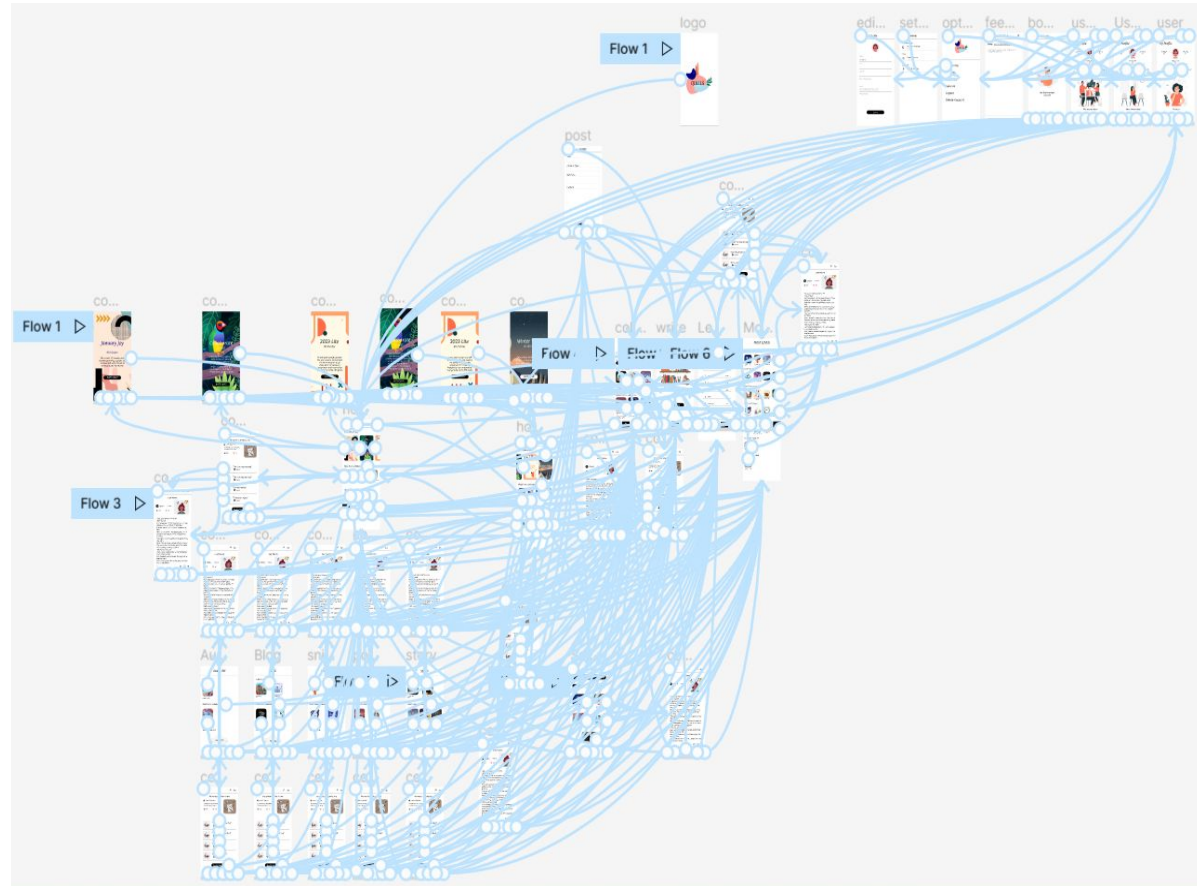


# Mockups



# High-fidelity prototype

[https://www.figma.com/proto/eigraSfHybQCi5dEEB0Oef/WOC-5.0-writer?node-id=5%3A5&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A5&show-  
proto-sidebar=1](https://www.figma.com/proto/eigraSfHybQCi5dEEB0Oef/WOC-5.0-writer?node-id=5%3A5&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A5&show-<br/>proto-sidebar=1)





# Accessibility considerations

1

## Languages

Quills supports multiple languages for writing and navigation purpose for people unable to understand english or any other than native language

2

## Speech technology

Quills supports assistive technology like TTS and Speech commands for people with disabilities

3

## Color options

Quills supports light theme and dark theme mode for the people who has visibility issues

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

"The collaboration and writing feature in one platform is an unique and beneficial concept."

-Josh (An author and mentor)



## What I learned:

How to understand user needs and how to work with deadline to complete a project with efforts to reach efficient solution.

# Next steps

1

The website for the same can be made to extend users as many people prefer websites over applications.

2

Personalized pages for writing and journaling features can be added to this to extend usability. (I.e. for story writing you can define your genre, add chapter wise writing and character backstories or description)

3

Collaboration on work and similar project from companies can be added to make it a platform for freelancers to work and earn from.

# Let's connect!



[Behance account link](#)