Social Street

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Social Street – the game that makes everyday life friendlier

Genre: Gamification app (quiz + real-life challenges)

Target audience: Young people & students, individuals with ADHD, and newcomers adapting to a new culture / ADHD, and newcomers adapting to a new culture.

Purpose: To practice and understand social cues in a safe, playful, and engaging way.

Unique value: Social Street combines digital quizzes with real-life challenges, turning everyday interactions into a game—turning everyday life into a playground where shell antics build community.

Year	Duration	Design Tools	My role
2025	3 weeks	Figma	UX designer

The Team

Carime Demczar
UX designer

Mathieu Rouch
Facilitator

Isabelle Dingsland
UX designer

Paris Thiller
UX designer

Juliette Axelsson
UX designer

Background

Social Street is a gamified mobile app designed to help people learn and practice social cues in everyday life. Through interactive worlds, quizzes, and real-life challenges, users can build confidence and improve their social skills. The app targets young people with social anxiety, individuals with ADHD, and newcomers – making social learning playful, inclusive, and accessible.

Collaboration Methods

We collaborated by using:

Figjam – for wireframing and prototyping

Figjam – for planning, documentation our workflow and the design process, and for brainstorming

Loom – for project communication and documentation

These tools allowed us to work iteratively, share feedback quickly, and keep the user at the center of the design process.

Work methods

We structured our work using Design Thinking and Double Diamond. Together, these methods ensured decisions were grounded in user insights while allowing creativity and innovation.

Double Diamond

Design Thinking

Design Thinking kept the process human-centered and iterative, helping us empathize with users, test ideas early, and refine solutions step by step.

Empathize

DISCOVER

Research methods

The methods we have chosen to use are market monitoring and competitor analysis.

- Market monitoring
- Competitor analysis

Below is a summary of the most important insights from this.

Research insights

40% of young people feel insecure in social situations.

People with social anxiety often fear being judged, playful way to practice.

Users prefer small, manageable challenges over abstract advice.

Gamification (points, badges, levels) boosts motivation and engagement.

Research summary

The market shows that there are already apps for social training through simulation and feedback, but they lack the combine realistic scenarios, live coaching, community and a focus on strengthening the self-confidence. Apps with NPC social anxiety or neuroscience, here there is an opportunity to differentiate a new solution.

Empathize

DEFINE

User Persona

User Type Analysis (Microsoft's Gamification Framework)

Our target audience consists of young people who are easily distracted engage with the app, we used Microsoft's Gamification Framework to analyze User Archetypes. The purpose of this tool is to identify different user motivations — such as achievement, Freedom, social interaction, altruism, or competition — and understand how they interact with the app. By mapping these motivations, we can design features that can shape mechanics, rewards, and feedback in a way that resonates with the target audience.

Test results for Social Street:

- Philanthropist: 20%
- Free Spirit: 18%
- Achiever: 18%
- Socializer: 15%
- Player: 15%
- Disruptor: 14%

Work Name
Age: 23
Occupation: First year university student.

Interests: It was a day to a lesson based learning, Gamification, Interaction with technology, uses apps daily for studying and socialization.

Motivation: Wants to learn through playing, learn complex topics, meet people.

Key Insight
Users are not a single mass driven by altruism and freedom — they want to help others, explore, and express themselves. Achievement and social interaction also matter, while competitive or disruptive drives are less important.

User Persona

DEFINE

Sara is 23 years old and a new student in a new city in Sweden. She is shy and often feels insecure in social situations, but she wants to develop and build new relationships. Her motivation is both personal and academic—she wants to improve her English and feel more at home. She is looking for safe ways to practice her social skills to become more confident in everyday life.

Pain Points

- Feels nervous in social situations, afraid of saying the wrong thing or being judged.
- Finds it difficult to start and sustain conversations.
- Lacks confidence in her English and avoids speaking practice.
- Wants to connect but lacks tools and confidence.

Needs and motivations

- Needs a safe environment to practice social skills before applying them in real life.
- Wants to improve her language growth (internal) and fitting in at university (external).
- Needs feedback and encouragement to build confidence step by step.

Goals

- Build a stronger social network in her new city.
- Improve her English through real-life conversation practice.
- Reduce social anxiety and enjoy connecting with people.
- Develop practical skills she can transfer from practice into everyday situations.

Quote
"I know I can get better at talking to people if I practice, but I need a safe space where I don't feel judged."

Problem formulation

DEFINE

People who are insecure or have difficulty in social situations – for example due to shyness or neuroticism – need safe and motivating ways to practice social skills. This makes it difficult for them to build relationships, participate actively in social contexts and feel confident in everyday life. There for our problem formulation is:

The lack of a safe and engaging place for social training that combines realistic interaction is the core problem of the project.

HMW – How might we?

How might we help people with cognitive or social disabilities practice social interactions in a safe and supportive environment, so they can build confidence and connect with others more easily?

Ideate - Game Mechanics

We brainstormed different ideas for game mechanics, rewards, and progression. Early concepts included quizzes, mini-games, and brings challenges, with features like streaks, shared goals and

Our Game Mechanics

- Quizzes to train and reflect on social codes.
- IRL challenges to put learning into practice.
- Points and badges as rewards for progress.
- Levels and worlds to make learning playful and show clear progression.

How We Developed This

Through our research we found that:

- Users prefer constant, small challenges over abstract advice.
- Gamification elements like points, levels, and badges increase motivation and engagement.
- To build confidence, users need both theory (quizzes) and practice (IRL challenges).

Therefore, we combined a game world with quizzes, challenges, and rewards – creating a balance between learning and play.

Prototype - Wireframes and early iterations

DEVELOP

Visual inspiration

For the visual direction of the app, we wanted something playful but still feel a light and welcoming atmosphere. The color theme is based on a mix of soft, earthy tones and playful accents, chosen to balance creative comfort and lightness with clarity. This balance supports a calm, approachable learning environment where the interface engaging and easy to navigate.

Design System

To ensure consistency across the app, we created a simple design system. This included a consistent color palette, typography, icons, and input fields, as well as defined core UI components such as buttons, cards, and progress bars. This approach keeps the design scalable and easier to adapt as new features were added.

Prototype - Wireframes and early iterations

DEVELOP

For the initial phase of our design process, we created a low-fidelity (lo-fi) prototype to quickly visualize ideas and test core concepts. The lo-fi prototype focused on screens like quizzes, challenges, and interaction flow, without detailed visual design. This allowed us to gather early user feedback on usability, clarity, and how well the core features felt before investing time in higher-fidelity versions.

Lo-Fi

Tools

Test - User testing and feedback

As part of the iterative process, we conducted user testing sessions to better understand how users interacted with the app. Participants were asked to share their first impressions — focusing on the layout, clarity, and overall feel. After this, they were given a few tasks to complete, allowing us to observe how they navigated the app and where they got stuck. through the app, discovered features, and interacted with different elements. This approach helped us identify both strengths in the design and areas that required improvement.

Results from the User testings

The user tests revealed several important insights into how the app was experienced:

- **Strengths**
The app was perceived as simple, airy and easy to navigate. Users quickly found functions such as badges and history, which confirms that the interface is logically structured.

- **Areas for improvement**
The home page was perceived as somewhat empty and did not provide sufficient motivation to start the first quiz. Some users also hesitated with more complex interactions, such as a map function and settings for language, dark/light mode and sound. In addition, there was a desire to see more content directly on the home page, such as history and badges.

- **Expectations**
Users expected the app with games, self-development and stress reduction. This indicates that the app's design conveys

These insights helped us understand how we can improve the user experience.

Implementation - Final solution

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This section presents the final prototype, which summarizes all design choices and features based on insights from user research, testing, and iterative improvements.

The prototype reflects the most important insights from our research: users need small, concrete challenges, safe spaces to practice, and gamified motivation to stay engaged.

Tools

Gamification Elements

DELIVER

1. Bringe Board (Progression System)
Each world is presented as a bringe board. Users complete challenges to earn points and complete – the player can use their development unlocks.
Mechanics: collect 5 progress – is a strong driver for motivation.

2. Badges (Achievements)
When a player gets three in a row, they are rewarded with a badge. Badges are visible in the profile and serve as achievements.
Mechanics: achievement – it strengthens the feeling of competence.

3. Challenges (Real-world Transfer)
Users receive small, concrete challenges to practice social cues in real life. Completing these challenges is the core loop, connecting the digital game to real-world actions.
Mechanics: serious play – learning in practice.

5. Immediate Feedback (Learning & Reflection)
After each quiz, users receive a short "Learning" – helps the player understand rules and feedback.
Mechanics: instant feedback – strengthens the learning process.

6. Unlockable Worlds (Exploration & Mastery)
When one world is completed, the next one opens. Exploration and mastery are the goal.
Mechanics: unlocking – drives the player forward and keeps the interest up.

Coreloop

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The core loop represents the primary cycle of actions that keeps users engaged with the product. In our design, the core loop consists of:

Action: The user performs a key activity (e.g., completing a task or interacting with content).

Reward: The system provides immediate feedback or a reward (e.g., points, progress indicators, or unlockable features).

Progression: The user sees advancement toward a goal, motivating them to continue the cycle.

By repeating this loop, users are encouraged to stay engaged, explore more features, and gradually achieve larger goals, creating a sense of motivation and flow throughout the experience.

Metrics and Results

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Due to time constraints, we were not able to fully measure and analyze our defined KPIs. With more time and further testing, we would focus on:

Future Analysis

Engagement
Tracking how often users return to the app and interact with different features.

Retention
Analyzing whether users continue using the app and progress through the worlds.

Completion rate
Measuring how many users vs. complete challenges and quizzes.

Rewards unlocked
Identifying which badges or levels are most motivating.

By tracking these, we can better understand user behavior, refine the game mechanics, and ensure the app delivers long-term value.

Insights and lessons learned

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What worked well:
The playful design, world-building, and mix of quizzes with real-life challenges made the app fun and meaningful. Badges motivated users and supported progression.

What could be improved:
Navigation and feedback need to be clearer; onboarding is required, and the longer-levels goal (three in a row) must be better visualized.

Process reflection:
Using Design Thinking and the Double Diamond gave structure, creativity, and flexibility. Testing early and iterating based on user feedback proved very valuable.

What we learned:
Continuous testing and iteration are crucial. With more time, we would have added more user tests across stages and complemented qualitative insights with surveys for broader validation.

Future Opportunities

DELIVER

Based on user feedback, we identified several key areas for improvement and long-term growth:

Short-term (next iteration):
Improve onboarding and make the app's purpose and flow

- More direct feedback after tasks (auto-return to bringe board when finished).
- Clearer bringe goal visualization ("3 in a row").
- Smoother navigation with fewer unnecessary steps.

Mid-term:
Tackle access menu showing all worlds and "You are here".

- Progress indicators for ongoing challenges.
- Contextual hints to support users during difficult tasks.

Long-term:
Introduce personalized recommendations based on progress and behavior.

- Geographical features with shared challenges in different cities.
- Accessibility upgrades (easy-read mode, text-to-speech).

Process
Future updates will follow an iterative approach: test → improve → validate with KPIs (engagement, retention, completion).

Continuing to gather player feedback will help guide improvements and evolve the game to keep users engaged.

Summary

I am grateful to my team for the excellent collaboration and creative contributions throughout this project.
I would also like to take this opportunity to thank the testers who took the time to test our game.

For further questions or to connect, please feel free to reach out.

Thank You!

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