Korddiz

Making friends in Korea can be tough, especially for newcomers. Korddiz connects Koreans and foreigners through group activities and cultural experiences.

Comedy | Global | Korea | Social Network | Meetups | Chats

Korddiz

Bridging Cultures, Building Friendships

Summary

Making friends in Korea can be tough, especially for newcomers. Korddiz connects Koreans and foreigners through group activities and cultural experiences. Whether you're a traveler or a local, Korddiz provides a safe space to build meaningful connections.

With Mission Events to boost engagement and a social media style feed for cultural sharing, Korddiz makes it easy to connect. Plus, our ID verification system ensures a secure community.

My Role
UX/UI Designer
- Product Design
- User Research
- User Flow Design
- Visual Design

Team
4 members
- 1 Project Manager
- 2 Backend Developer
- 1 Iaas and Developer
- 1 Designer

Timeline
6-month Side Project
- Ideation Phase
- Prototyping
- User Research
- Visual Design

Tools
Figma
- Miro
- Google Workspace
- Zoom

Simple User flow

Project Goal

Designing a secure and intuitive platform that fosters meaningful cross-cultural connections

Pain Point	Limited opportunities for natural cross-cultural interactions.	Lack of trust	Safety concerns and trust issues hinder meaningful connections.
Solutions	Solution Offer diverse social gatherings and mission-based events	Solution Provide a social media style feed and real-time translation chat	Solution Implement an ID verification system to build a secure and trustworthy group

Pain point 1

Lack of Natural Social Integration

Koreans want to meet foreigners but struggle to start, while foreigners also want to build communities, facing language barriers in accessing local information.

Pain point 2

Existing platforms hinder lasting connections between foreigners and Koreans.

Mission	Meeting a Foreign Friend at least twice within 2 weeks (multiple attempts allowed).		
Step	Start	Mail	Conversation	End
	Setting Age	Fill Interests	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests
	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests
Action	Language exchange app	Try to meet offline because	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests
	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests	Mutual Interests
Result	20% succeeds rate – Only 4 out of 20 participants succeeded.			

One time meetings and interactions lack lasting cultural friendships.

Source: Data from Reddit, Quora, and Facebook groups discussing challenges in forming friendships in Korea.

Solution 01

Offer diverse social gatherings and mission-based events

Provide structured meetup gatherings where users can connect with friends in Korea through shared interests and cultural exchange, fostering meaningful connections.

Discover meetups and mission events at a glance.

Meet Ups | Mission Group

- Users can choose between participating in mission events and joining meetups based on their preferences.
- Mission Events are highlighted in the top banner to increase visibility and encourage participation.

Effortless Meetup Creation

- Users can easily create their own meetups by setting the event name, date and time, and location.
- The app allows easy image selection based on the meetup name or location keywords.
- Once published, the meetup becomes visible to other users.

Meetup Details & Participant Engagement

- Users can view detailed meetup information including dates, locations, and participant counts, enhancing transparency and trust.
- The interface also displays the host's profile and participation in upcoming events, promoting community engagement.

Solution 01

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Better Joining Experience

- Users can choose to join meetups as either a participant or a host.
- The interface clearly displays the number of participants and the event capacity, ensuring transparency and helping users make informed decisions.

Other Joining Interface

- Simplified the meetup creation process by "Mission" and the event capacity approach to encourage more participation and reduce barriers to entry for first-time users.

Real-time Notifications for Changes

- Participants receive push notifications when changes occur, such as date, time, or location changes.
- This ensures all participants are always informed about these improvements.

Group Chat for Meetup Participants

- Once users join, they can enter the dedicated group chat for the meetup.
- This feature allows users to coordinate, share updates, and build rapport before meeting in person.

Pain point 02

Language barriers and lack of local information hinder social engagement

Foreigners struggle with finding reliable local information, while Koreans often face language barriers when engaging in foreign conversations.

Difficulty accessing information & networking for foreigners

Koreans' fear of speaking English

Source: Data from Reddit, Quora, and Facebook groups discussing foreigners' challenges in Korea.

Solution 02

Provide a social media-style feed

Korddiz provides a social feed where users can share daily moments, local spots, and activities, making cross-cultural interactions more natural.

Share your experiences and discover local insights.

Moments Feed | Moments Reply Feed | Post Creation Page

- Users can share about their daily life, favorite restaurants, and fun activities to connect with others.
- The interface supports photo uploads for enhancing personal and cultural exchange.
- Clicking on a user's avatar or language tag leads to their profile and language.

Solution 02

Provide a Real-Time Translation Chat

Korddiz provides a seamless chat experience for both group and personal conversations, allowing users to stay connected before and after meetups.

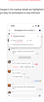
Effortlessly switch between meetup group chats and private messages.

Chat Rooms Interface | Translation Process | Chat Interface Variations

- Users can select between group chats and personal chats to stay connected before and after meetups.
- Clicking on a profile opens a dedicated chat for direct conversations.

- Korddiz integrates Papago for smooth cross-language communication.

- Any foreign text in the meetup chat can be translated on the fly, making it easy for participants to stay informed.



Express Yourself and Connect Effortlessly with Korddiz Profiles.

Profile

- Korddiz profiles serve as an identity, a hub, and a meeting participation. Helping Mentorship Cross-Language Communication, Korddiz profiles also collect and display feedback on meetup attendance.

Pain point 03

Safety concerns and trust issues hinder meaningful connections.

Despite the growing interest in social connections, safety concerns and trust issues make people hesitant to engage in online meetups. Additionally, Korea lacks a strong culture for online platforms for meaningful interactions.

Rising Social Crimes via Social Media

Desire to Meet, But Fear of Online Risks

Source: Data from Reddit, Instagram, and SNS discussions.

Fraud and safety risks are increasing, meaningful verification essential for secure interactions.

Users want to connect but fear crime. A verified system can ease concerns.

Solution 03

Verification for a Safe and Trustworthy Community

Korddiz provides a secure and verified platform for meaningful connections, ensuring all participants are fully accounted for and safe.

Quick and easy identity verification to ensure a safe community.

When ID Verification is Required

Alternative Verification Methods

Live Selfie Verification

Verified Users

Design Guide

NAMING GUIDE

Korddiz combines Korea and Kordiz.
Korea represents the platform's focus on supporting meetups between Koreans and foreigners, and incorporates the circular shape from the Korean flag.

Korddiz Korddiz Korddiz

TYPO

NakanuSquare Vip. 0.001

Regular | Light | Bold | Thin | Text | Text | Text | Text | Text | Text

COLOR

Primary
Secondary
Tertiary
Text
Text
Text