Audience Research

Emily Parker is a third year Managerial Economics student at UC Davis. Though she works hard to earn good grades, she values the relationships around her. When she is not studying, she enjoys hanging out with her friends. However, she realizes that smartphones distract her friend and her from connecting with each other in real life. She hopes to get closer to her friends that they can know each other on a personal level.

<h2>How will your users understand the content of the project?</h2>

<p>An introduction will be included in the app, illustrating what are the different sections in the app, what the app does, and how to use it. There will be a navigation bar either in the bottom or on the side to guide the user.

<h2>How will your users understand the primary objectives?</h2>

<p>The users will understand it through the motto – “Share encouraging moments with those who you care.” The sharing section will be similar to that of common social media apps. We will use a CTA button for “compose” – similar to gmail app – to prompt the user to compose content and share.

<h2>What content and features do your users need, and in what form do they need it?</h2>

<p>The users need the sharing section, sharing setting (to certain audience), tips on communications, and reward for sharing/act out kindness/endorsing other. Sections will be displayed in a minimal, straightforward form arranged horizontally.

<h2>How do your users think your interactive projects should work and what are   
their experience levels with the type of media you are creating?</h2>

<p>Users will experiment by clicking on different buttons. Users are proficient in using smartphones and are accustomed to what most social media apps look like.