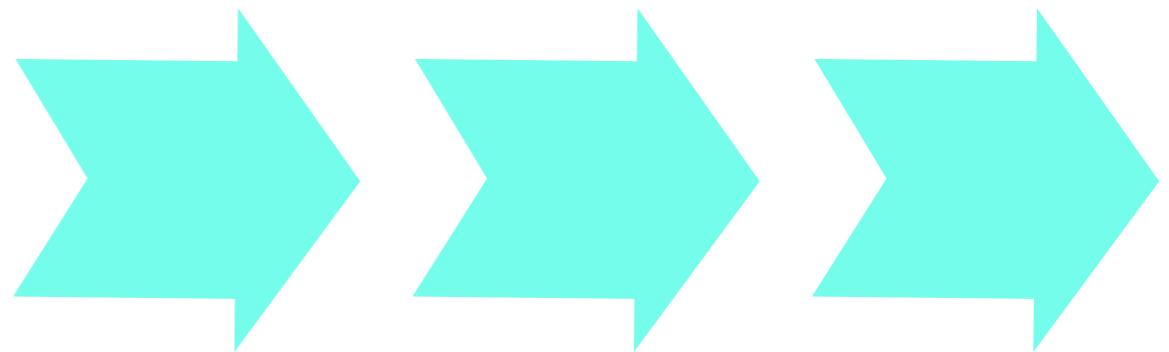




Newists

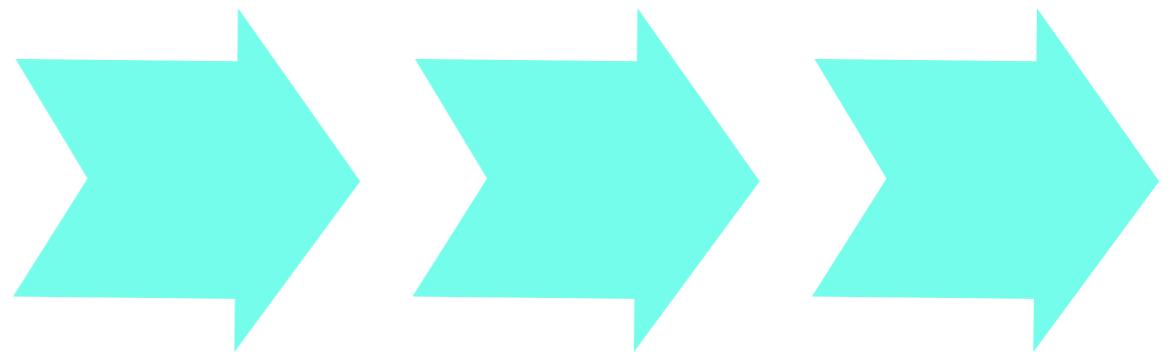
Presentation

Newists



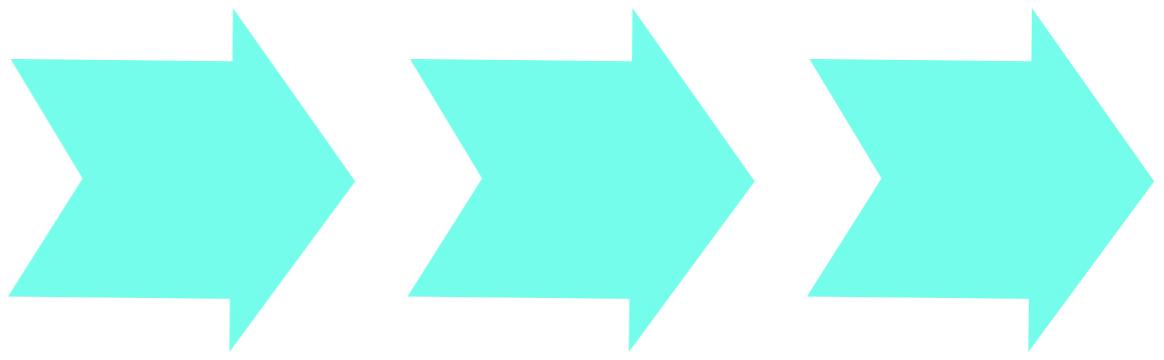
Newists is an app that helps people who recently moved or have been in a city for a short time connect with locals to build meaningful connections.

Problem



With the demands in our lives, many new residents find it hard to connect with people, restaurants, and events. Furthermore, people have to access multiple online resources to communicate with people, find great restaurants and events.

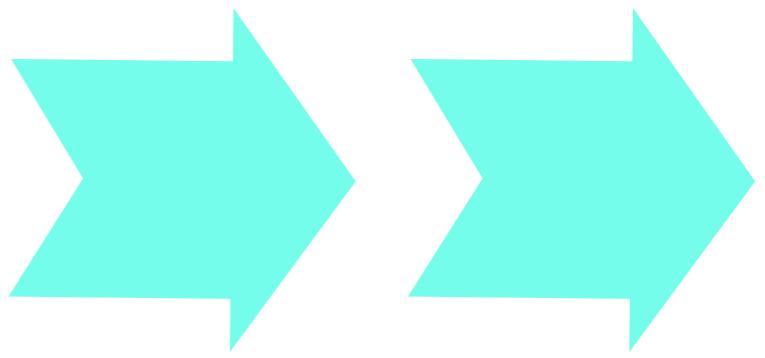
Research



I had participants fill out a 6 question google form based on inhibitors and methods used to build new relationships.

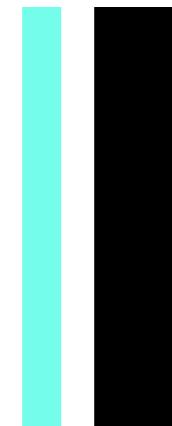
My **target audience** was people who have lived in Atlanta for less than 2yrs. The age range was 23-40 yrs old.

Research Results



Inhibitors to building relationships

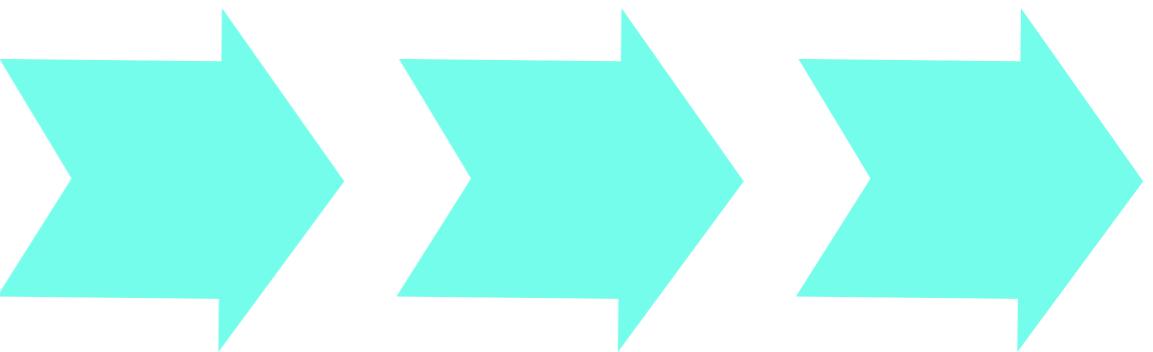
- Introverted/Extroverted
- Limited time (work & school)
- Communication methods
- Lack of knowledge



Methods to build relationships

- Phone
- Co-workers & students
- Websites/Apps
- Activities

Persona



Raven is a barista that works for one of the major coffee company. She transferred to Atlanta 6 months ago for a better opportunity within her company and to further her education in PTSD. Since she is from a small town, she is excited about the new experiences that await her in Atlanta. She is very happy that her apartment community has a coffee shop by a river and is 10 minutes away from work. She is not comfortable exploring Atlanta alone. She would like to meet people who aren't affiliated with her company or university.



Age: 24
Profession: Barista
Location: Atlanta, GA

" My experience in Atlanta has been very smooth and pleasant so far. Even though, I haven't made any meaningful connections. I'm trying to change that by branching out and doing more things."

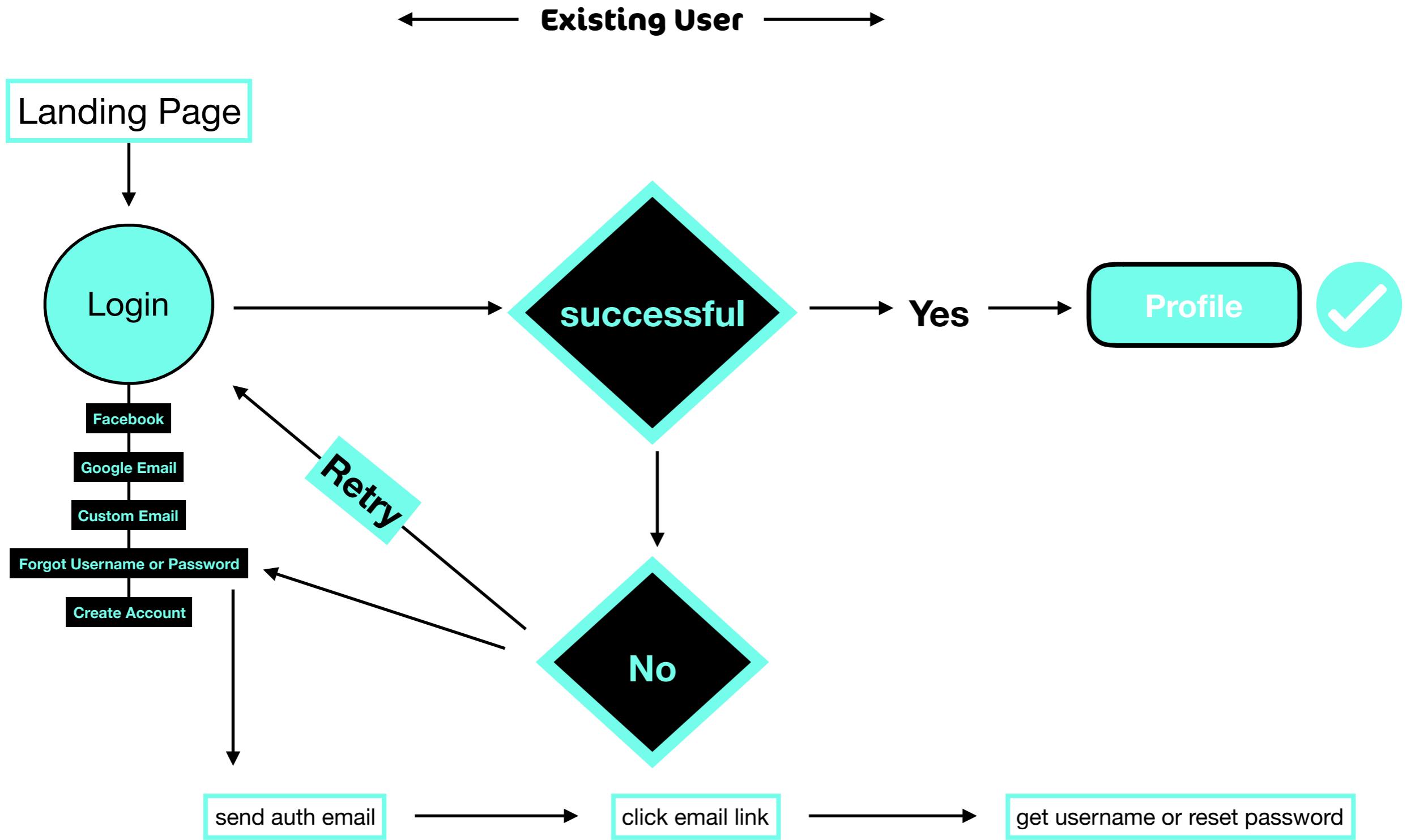
Pain Points

- Lack of meaningful connections
- She's limited time to explore Atlanta.
- The lack of recommendations of things to do by locals
- No one to hang out with outside of work and school
- Doesn't want to explore Atlanta by herself

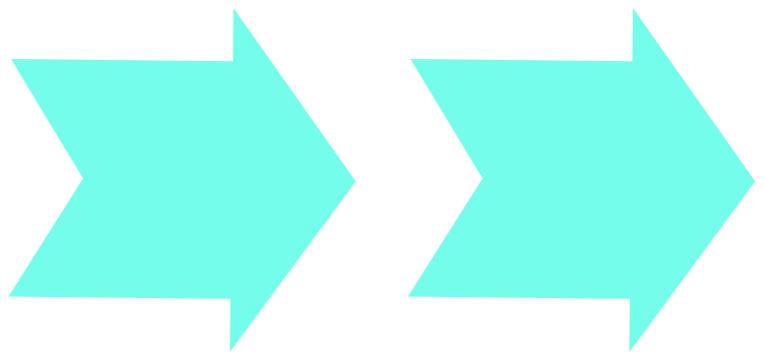
Goals

- Wants meaningful connections
- Wants more time to explore Atlanta
- Wants fun recommendations from locals
- Wants to connect with people outside of work and school
- Wants to find a partner or group to explore the city
- Doesn't want to explore Atlanta by herself

User Flow Diagram



User Flow Outline



Open app

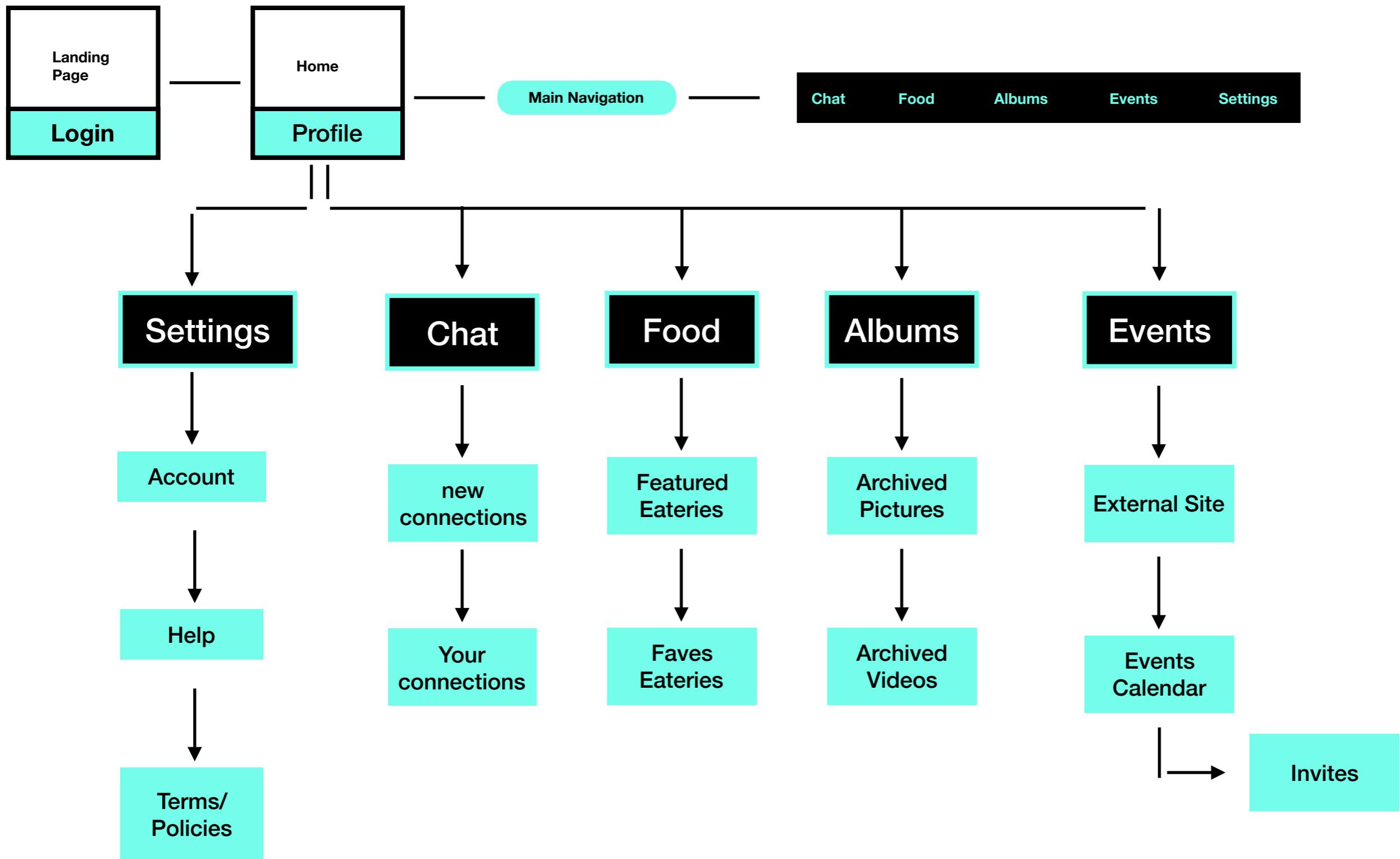
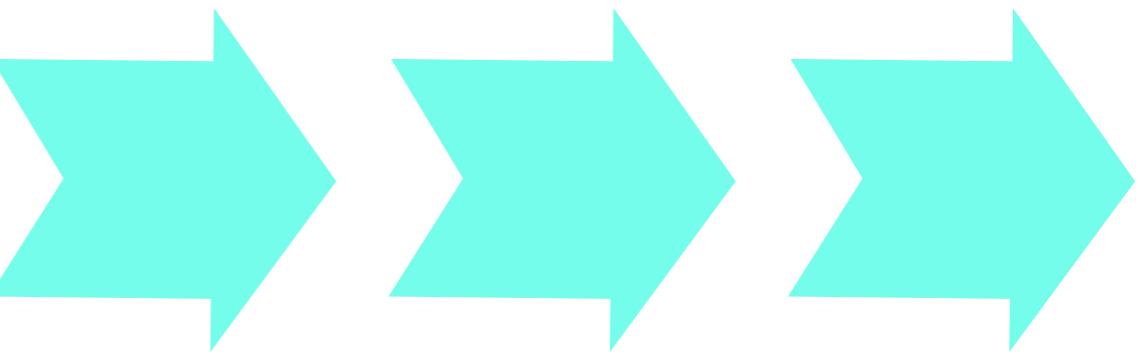
Login with Facebook, Google, email, or
create an account

If login is successful - go directly to profile
page

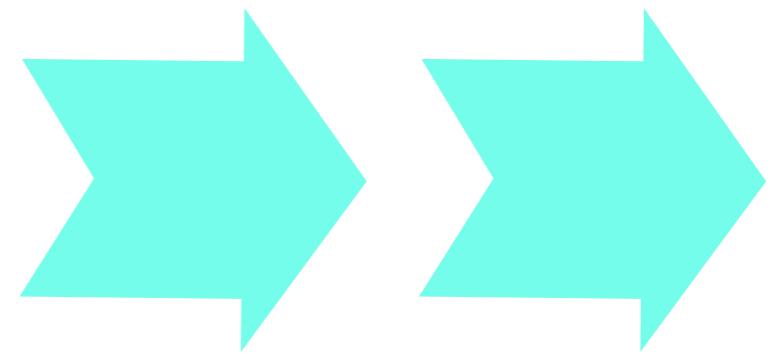
If login is unsuccessful - retry or select
“Forgot Username or Password”

- auth email sent to user's email on
account
- user's select link to get username
or reset password
- “Change password” - redirected to
“Login page”

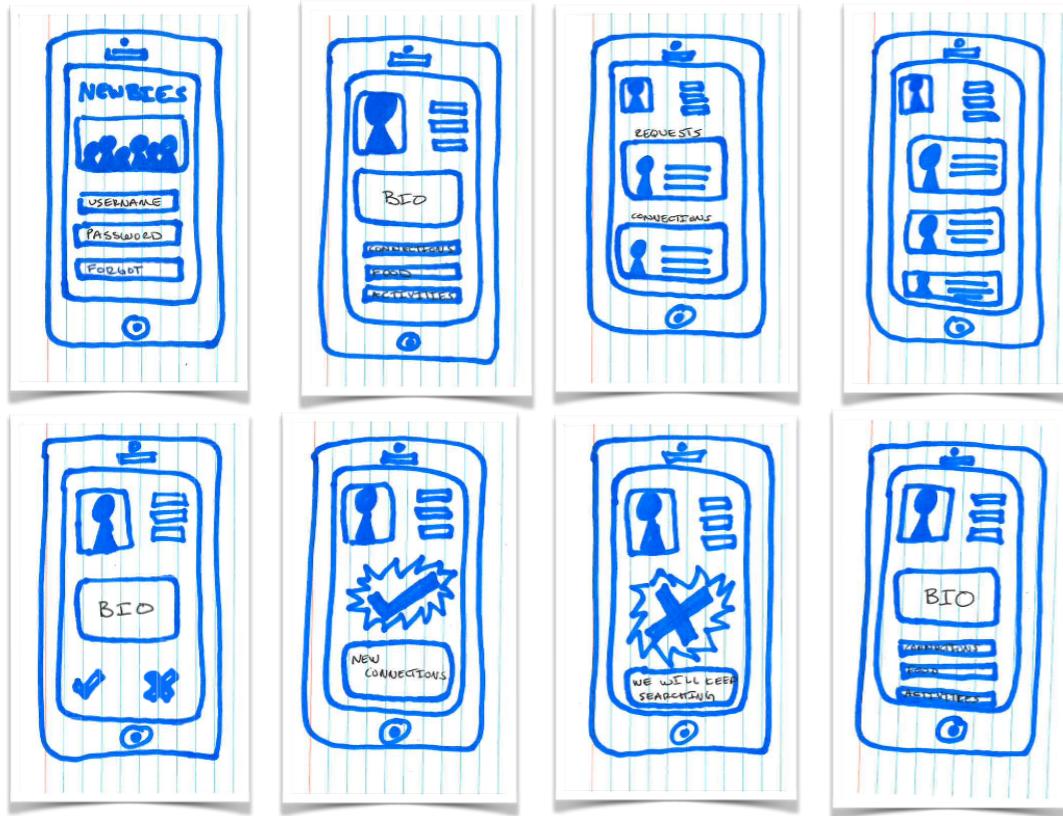
Site Map



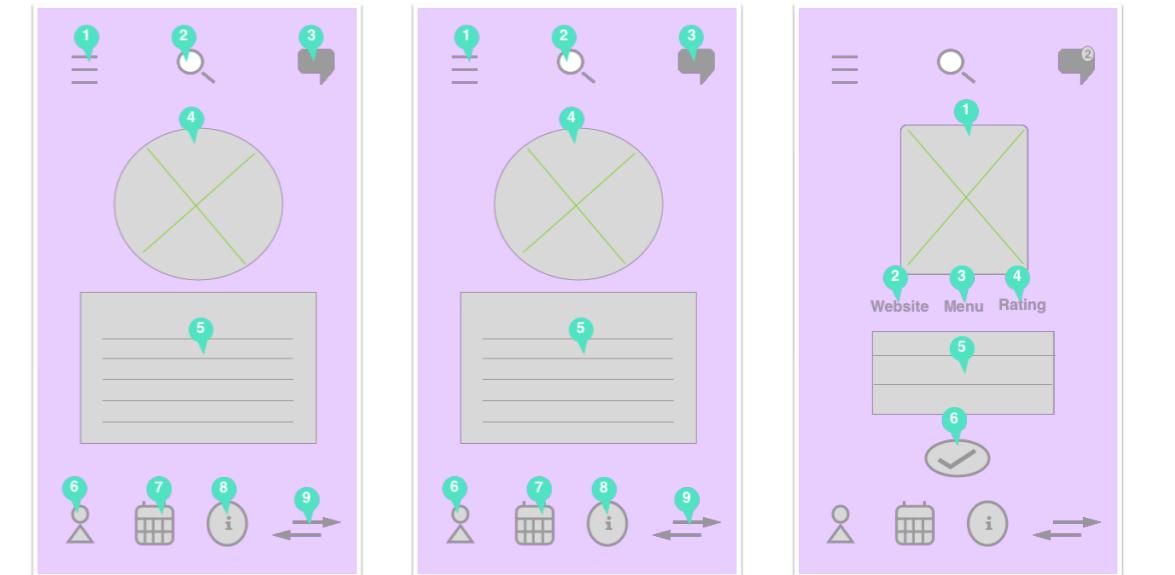
wireframes



Lo-fi



Med-fi (Sketch App)



Profile Screen

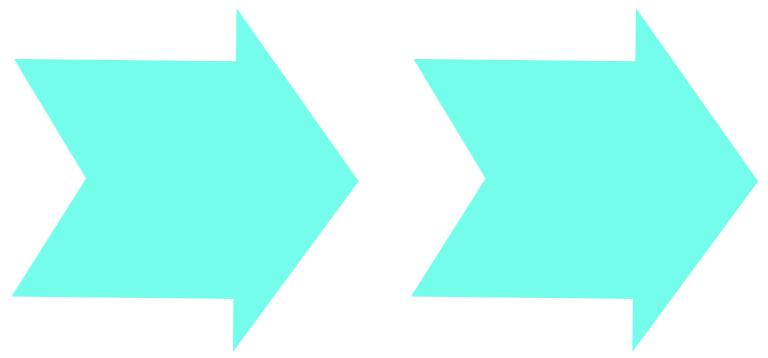
Events Screen

Restaurants Screen

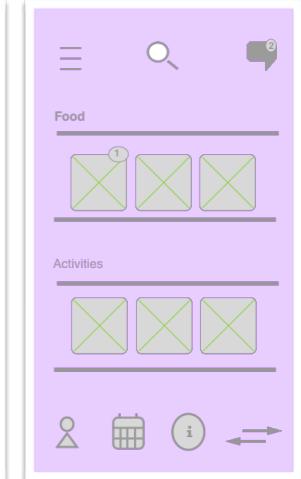
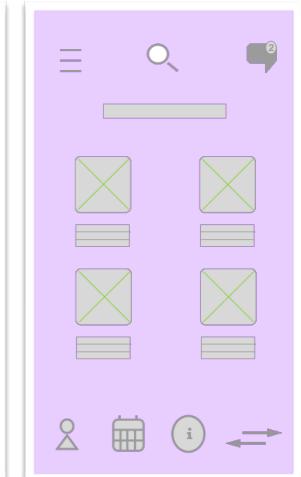
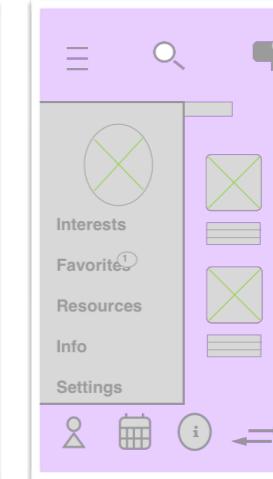
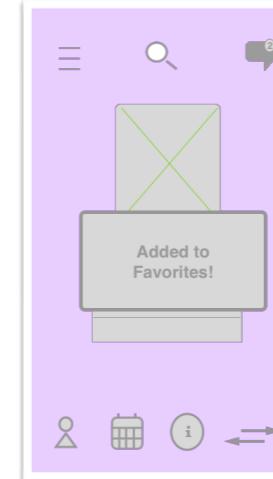
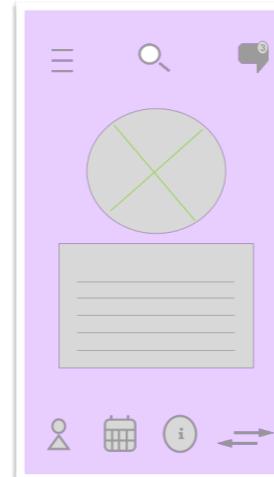
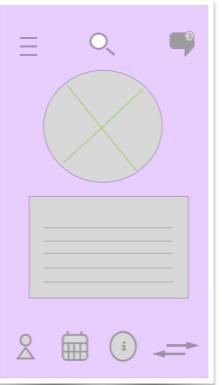
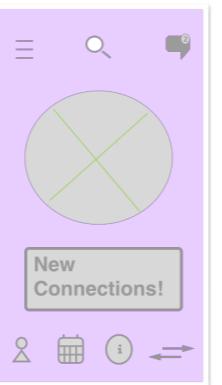
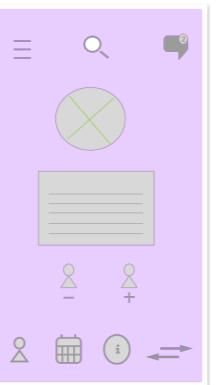
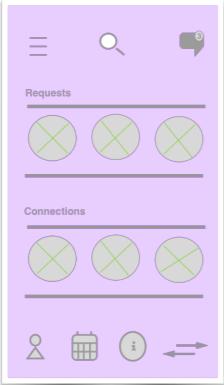
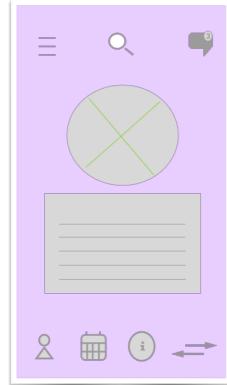
User Feedback

- Need more icons
- Likes the add/delete symbols
- Lessen the steps to add/delete a request
- Likes the simplicity of the app

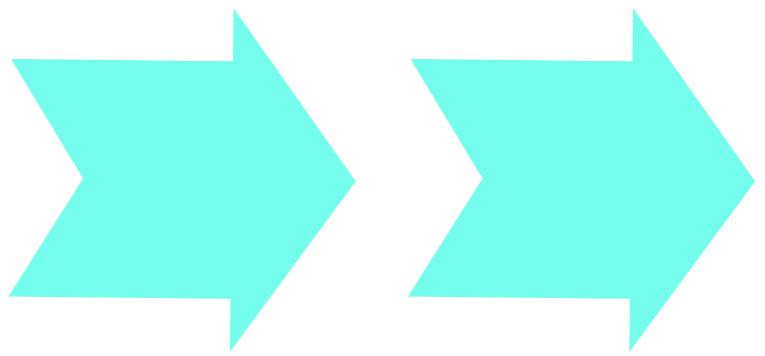
Prototype



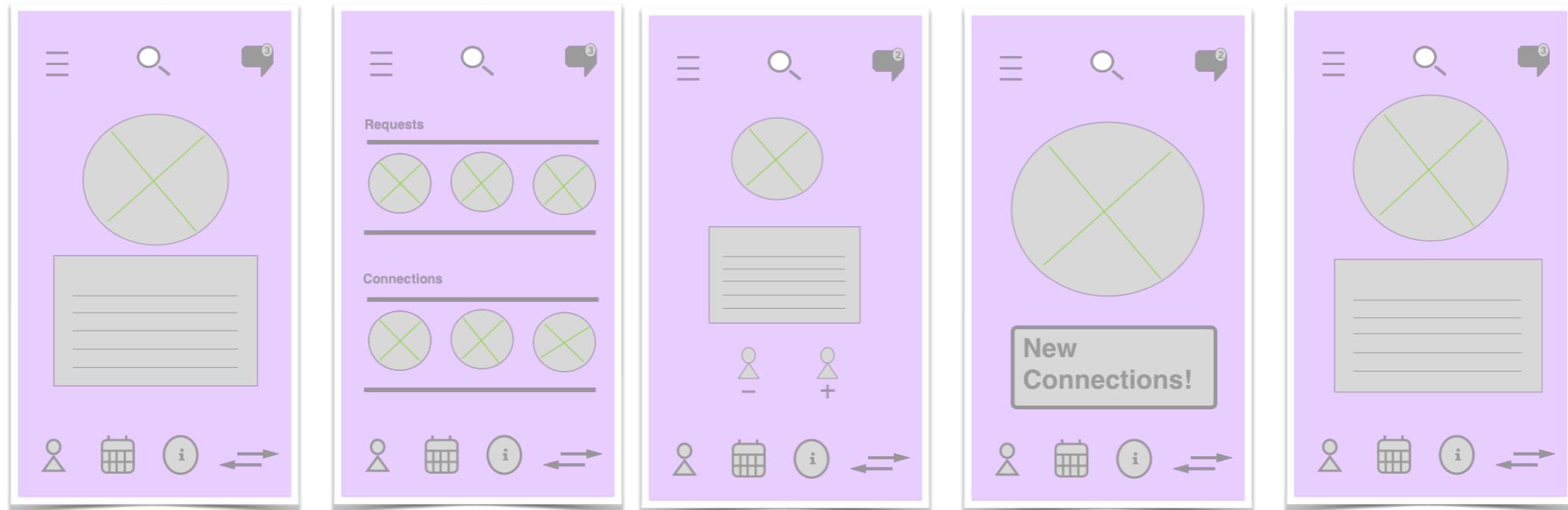
(Invision App)



Usability test (1)



Task -> Adding a connection



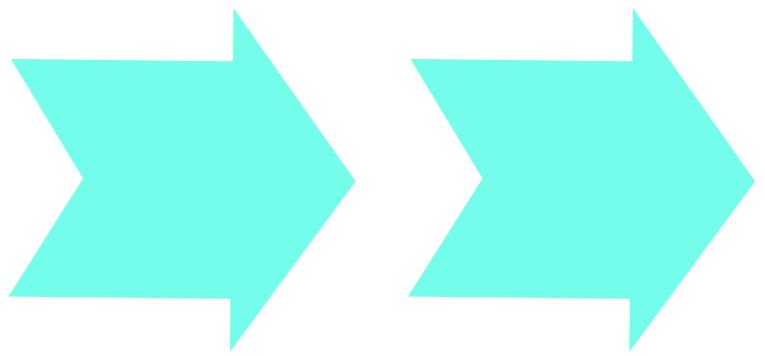
Observations

- Completed task without assistance
- Had hesitation on the next step after adding to “Favorites.”
- Selected the Profile Image on Menu to get back to Profile page

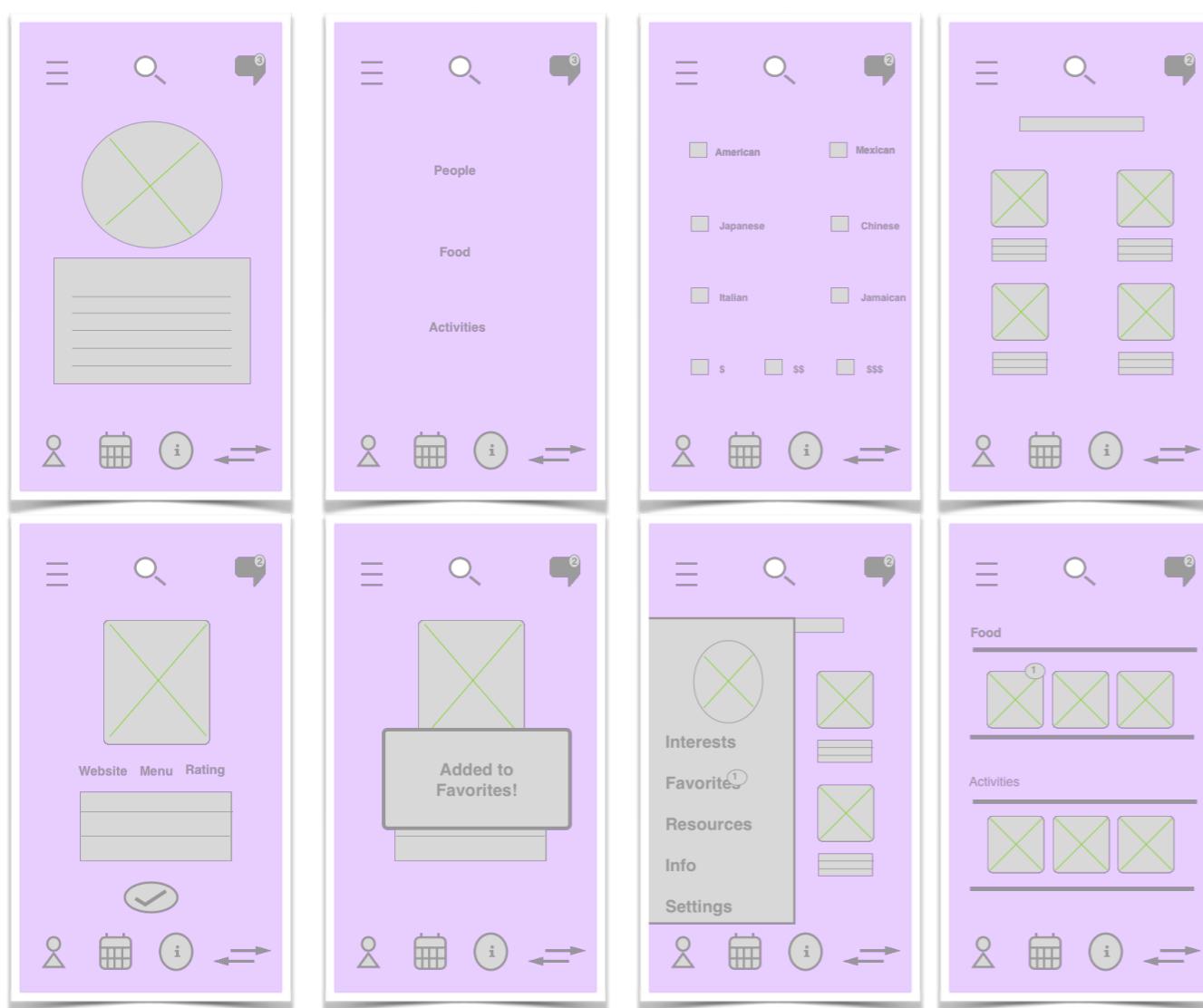
User Feedback

- Completed task without assistance
- Had hesitation on the next step after adding to “Favorites.”
- Selected the Profile Image on Menu to get back to Profile page

Usability test (2)



Task -> Adding a fave eatery



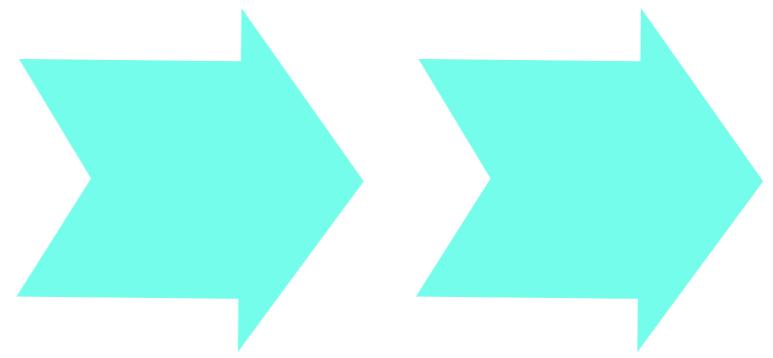
Observations

- Completed task without assistance
- Selected “Hamburger” to get back to profile
- Confused on Profile Icon
- Confused on GPS Icon

User Feedback

- Easy to complete task
- Lessen steps if possible

Takeaways



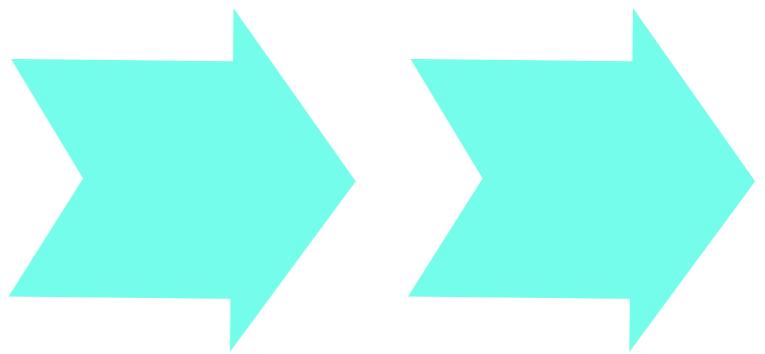
Happy Experiences

- Both tasks were easy to complete
- Icons were in a good locations which made it easy to find
- Most icon were easy to recognize
- Easy to navigate through screens
- The layout was easy to read.

Improve Experiences

- Adding labels to the icons
- App name is confusing. Change app name
- Adding add option from the chat screen to eliminate a step to add new request.
- Find a better icon for profile and GPS
- Working on eliminating confusion between “Info” and “Resources” sections.
- Limiting the steps to complete tasks

Next Step



The **Newists** app is a good concept for helping people connect with their city. With the many demands in life, an all-in-one app will allow users to use their time more efficiently. Businesses and events organizers will be able to reach a broader audience, therefore, boosting awareness and ultimately revenue.

The next phase would be to change the name of the application. Also, redesign the icons and interface for better readability. Focus on limiting the steps needed to the user's goal. Conduct user ability tests with a broader pool. Lastly, conduct some research on local events and restaurants that have a high attendance rate.