

Concept Document

connectYall
Alexandra Maftci
Denisa Coteanu
Denisa Zaharia
Salih Işık

Version 1.0
17.10.2022



Table of contents

Introduction	3
connectYall: your hobbies at a glance	3
Features of the app	3
Research	4
Design ideas	6
Feedback	7
Conclusion	7

Introduction

In this document we will cover all the main ideas of our concept, as well as how it came to life. We will explain design choices and the decisions we have made during our process.

connectYall: your hobbies at a glance

Wishing to provide people with better socialising options post COVID-19, 4 students from Fontys University of Applied sciences teamed up, and created an unique concept, that focuses on connecting people based on shared interests, not taking into account physical aspect.

Due to lockdowns and restrictions, people became more isolated and many previously common activities started to feel out of place, even developing social anxiety for some people. For international students like most of us, socialising and finding friends with the same interests as us was even harder, as online education was still happening and social activities were not yet organised. **connectYall** comes in help to those people who wish to bond over mutual interests, without the pressure of looking good at all times or useless small conversation - you can skip directly to what you enjoy doing!

Features of the app

- Create your account and choose from a wide range of hobbies;
- Check your ID to guarantee safety for you, and for other users;
- Possibility to interact with other users based on the hobbies you have in common and compatibility percent;
- Each day, you get 2 matches with whom you can choose to chat to and befriend;
- No pictures shown, until you choose to chat with that person;
- Possibility to check the “*Explore page*” and see others with similar interests to yours;
- Possibility to join a club, that focuses on your hobby;

Research

The goal of our research for this project was to define 1) if our difficulties with socialisation post COVID-19 were the case for other people too, and if so 2) identify a target audience for which we were able to 3) identify their goals and needs.

We came up with this idea based on our personal experience, as international students post COVID-19. As we are social beings, it is mandatory that we experience some form of human interaction as often as possible. Not doing so, might result in facing with depression, especially common when moving abroad. This term was defined by specialty literature as “*expat depression*”, as The Daily Sabah mentions.

To broaden our target audience, we did brainstorming sessions in which we tried to find other situations in which people might have felt socially isolated. After conducting a survey that reached 49 answers, we were able to identify a target audience, among people with ages between 18-30 years old.

Having identified the main problem we wanted to focus on, as well as a target audience, we needed to empathise more with our users. To do so, we conducted interviews, which allowed us to gather information about how they dealt with social isolation and what helped them overcome certain situations. We found out that what helped people most during these times is talk with people with whom they had things in common and could empathise, exchange ideas and maybe even meet.

Through different methods, such as empathy mapping and user journey scenario, the team observed that the most common reasons that led people to feel lonely were either moving to a different country, lacking friends with the same interests as them, or finding it hard to socialise post pandemic.

To make sure we fulfil this need in people's lives and get a better overview on how we can solve the issue, we did brainstorming sessions using multiple techniques (such as HMW questions: "*How might we reintroduce people in the 'real world' after the COVID-19 pandemic?*", "*How might we design something to help people who struggle with social anxiety make friends with the same interests as them?*"), to identify the best solution we could implement in order to help our users.

After a lot of thoughts put into consideration, we chose *connectYall*, the name we gave to an application that would connect people based on mutual interests. The name comes from *connect you all*, underlining the fact that we want to provide equal chances for everyone to make friends, not taking aspects such as physical aspect or social status into consideration.

We received many questions as to why we chose this idea, when there are already multiple socialising options on the market. The reason is that we feel like we can bring our own addition, as most of what is already out there takes into account the physical aspect very much, by making users upload photos of them, in order to stand up more. We want to provide equal chances for everyone to find a true friend.

Because we wanted to make sure we stand out from our competitors that are already on the market, we made sure that each feature we introduced in our app is unique and can still fulfil people's needs. As the research we conducted showed us, people still lack a method to escape social anxiety and go to people and just talk to them; or, if they have a group of friends, most of them revealed that they don't really have much in common, which makes them wish for more meaningful connections.

Design ideas

We started our visualisation for our product by choosing a colour palette and creating a logo.

Wanting to induce a feeling of friendliness and joy to our users, as well as the feeling of safety and calmness, we came up with this colour palette for our application and our promotional products:



The logo we created was designed to contain the chosen colours, as well as represent our core values for the app: easy to use, safe and meaningful.



Feedback

After the pitch presentation at the LiveWall headquarters, we received some feedback from our teachers as well as the company's representatives.

The main point of the feedback was that our presentation was focused a bit too much on the research part, and by the time we were closing up with the concepts, we were already rushed. However, our idea is good and now we need to make sure we plan everything right so we can “make it our own”.

We plan on listening to this feedback in order to make the best as possible from our concept.

Conclusion

Concluding the statements mentioned above, by now we have already identified the problem we want to solve and conducted research in order to get a better grasp at how it impacts people. We also came up with a solution to it, and now it remains for us to come up with sketches and prototypes, to visualise it and implement some of our features.