Mail Call

Send more than just words - touch your loved one's heart with the timeless art of handwritten letters - written digitally, delivered physically.
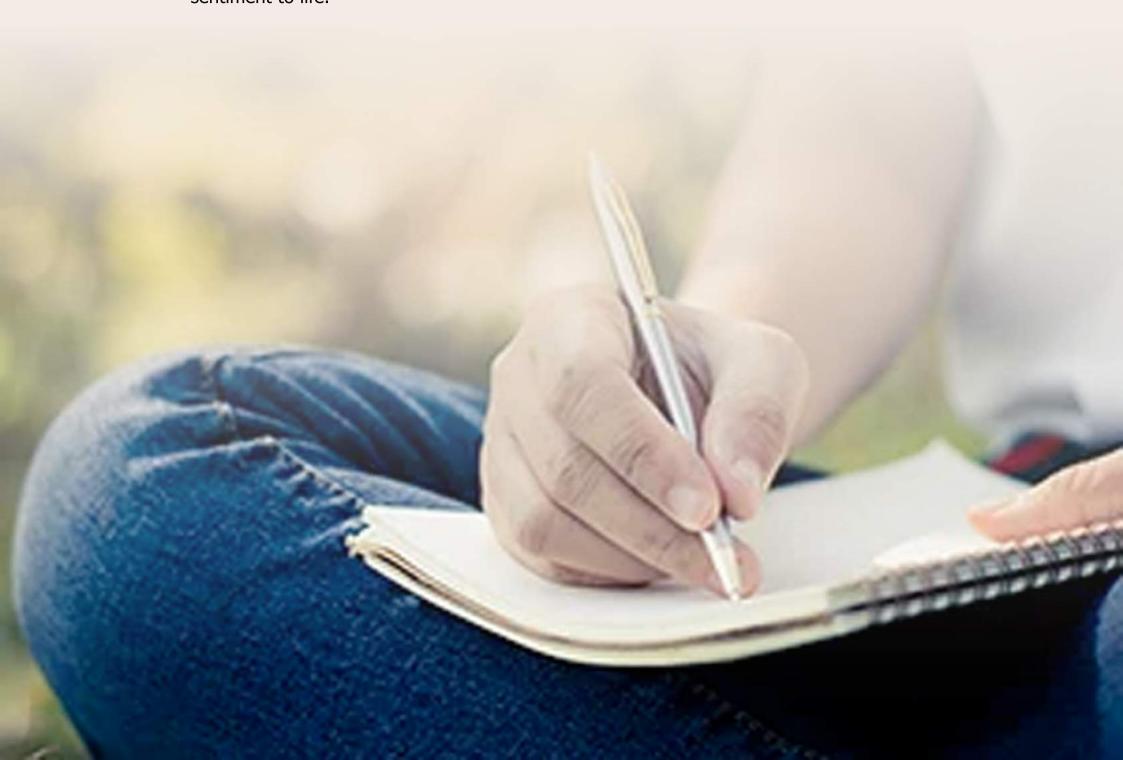
MailCall
Written Summary

Problem

During the the Covid-19 pandemic there was a surge of people experiencing isolation and loneliness. This is because they were unable to communicate with their loved ones like they used to.

Process

The process undertaken to solve this problem started by interviewing users based on the brief and the target audience decided upon. To look at creating a solution that will benefit the user's needs, in person/online user interviews were conducted to build full empathy with the users and their situation. The goal from the research is to identify user pain points and goals so possible solutions can be thought of the help fix the problem.

Proposal

My proposal based on research is to take the increase of handwritten letters/sentiments during Covid-19 and as the preferable method of communication among long distance couples / members of the military and use it to make an application to digitally bring that sentiment to life.

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Rigorous Research and Compelling Insights

Mail Call's research on the mental health of frontline workers, especially soldiers and members of the military, is grounded in UX (user experience) methods. The research started by examining scholarly articles to confirm the viability of the target market. Interviews were then conducted with people in the demographic to build empathy and identify user pain points and goals. The research also involved brainstorming product ideas and researching existing technologies, while future-proofing the product for future generations.

**"During quarantine, putting pen to paper became a sure-fire way for me to connect
with loved ones and increase my happiness"
(Martin, 2022)**

People found joy in letter writing during the pandemic as a way to keep connections with loved ones.

(After a while) "You'd get bored talking on the phone every night sometimes - like you'd be going over the same stuff and it would get awful repetitive" (user [early 20s], 2022)

> Loss of the naturalness of conversation > Talking on the phone became a task

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Social Impact

The goal of the product Mail Call is to help keep meaningful connections with loved ones and the spark of conversation al.ive. It will benifit people for generations to come by modornising the art of writing handwrtten sentiments/letters.

You don't have to be tech savvy to use this product as the service is easy to navigate and speaks for itself. With the options of writing letters by hand or typing it - you can also make it your own with stickers, drawings or by attaching photos.

If the person you're writing to does not have access to a smart phone or tablet, you have the option to send them a reply post bundle with your letter containing paper with a pre-addressed and stamped envelope.

Environmental Impact

With enviromental impact in mind for this project, I looked closly into the step-by-step process of writing a letter. When physically writing letters mistakes are made, pages are constantly ripped out and thown away to start over, there is a constant need for perfection. With this product, paper is used but instead of wasting pages writing the perfect letter - it is perfect the first time. As mistakes can be made when writing or drawing using the service. you can erase or start over in-app and it'll always be printed out perfectly,

If this product was to ever come into fruition, there can be a decision made to print on eco-friendly paper, source different types of sustainably made envelopes and use all-natural printing inks thus making the product sustainable for the enviroment benifiting the planet in a small way for the generations to come.

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Systems Thinking and Viability

Mail Call can be viewed as a system that comprises inputs, processes, and outputs. Inputs include the user's letter, formatting and design choices, and recipient information. Processes involve features like spell check, grammar check, and saving and retrieving drafts, as well as printing or electronically sending the finished letter. Outputs are the final letter and any additional products or services produced by the app. Understanding the components of the system can help designers and users to identify areas for improvement and optimize the app to better meet their needs and goals.

The viability of this product is that from the research conducted there is nothing like this product on the market the closest thing is a company from america that have an application on the maket but it dosen't contain all the features that Mail Call has to offer and theirs is only targeted at the american market where as Mail Call is worldwide and diverce - showcaseing a new niche, desireable market.

making

digital

tangible

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Creativity and Innovation

Mail Call is a creative letter writing application that provides users with an accessible interface and various formatting options to make their letters visually appealing. The app encourages users to be creative in the content of their letters, giving them access to write/draw in their own handwriting or drawing style. Users can also include photos, stickers or typed text to make their letters unique and engaging. With Mail Call, users have a powerful tool for self-expression and communication

Mail Call is a digital tool accessible through tablets or smartphones that allows users to write and send letters electronically, while giving the option to have the reciever get the letter digitally or physically.

The application offers the ability to easily make edits and revisions to letters and the ability to save and store them for future reference. Formatting options such as changing font, size, and colour of text, and inserting images are also available. Grammar and spell check functionality is available if the user chooses to type the letter.

limited

only

by

imagination

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