



BeeHappy

Germany Task Group

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Problem Space

Original problem space: lack of convenient psychological assistance

Problems space after background research: bad mood and pressure in daily lives

Target Audience

Primary personas

People who feel slightly depressed, unhappy or negative, and they want to be/keep positive or make a change.

Scenarios

- A girl just broke up with her boyfriend and feels very sad. She wants some help her out of the bad mood.
- A freshman undergraduate student, who is on a new stage of his life, feels panic, lost and nervous. He found it hard to catch up with his fellow students, and also has difficulty in making new friends. He wants to get rid of the pressure and bad mood, but just can't control his emotion.

Stakeholders and the impact on them

- Users: think more positive, be happier,
- Friends: share happiness and have closer ties to friends by helping and encouraging each other
- Family: have chance to know about other family members' situation and help them, support them

Design Process

Our design process is a process of combining 5 low-fi into one high-fi prototype.

Since the ideas of each design are very different from each other, we decided to develop the functional prototype based on one teammate's prototype.

We took the main structure of his prototype, and took the name of another group member's design – BeeHappy – as the name, which will deliver a more direct happy emotion to the users. The logo was designed later after it, which contains two little bees.

We also added "See Secret post" function to the personal profile to help managing the personal profile, and expanded it into three different

categories, by which the users can see their own posts – All, Show only to followers, and Secret.

User Research Result

Research method

We have five participants who are all university students.

All participants have done formal tests.

There are three male and two female students among our participants.

All of the participants are aged from 20 to 25.

Most of the participants are iPhone users. (4 iPhone and 1 Android)

Most of the participants use a lot of social media application.

Two main tasks

1. From register to post one post to one of most popular topics
2. From log in to reply to one of the comments I post before

What works well

The switch between different pages is smooth. In our observations, most of our participants can easily find the approach to get to the

pages they expected under the indicated scenarios.

We think it is because we took advantage of the knowledge our users already gained in their previous experiences with social media. In the navigation bar, we choose some icons that are commonly used in many popular social media.

Findings

EDIT POST ISSUE(HIGH)

Finding: The key and locker icons don't explain the functions under them, the line under back button miss lead users to input words.

Users don't know which button to click on. They confused about the key and locker icons. They assume that those two has some connections. But they can't tell the exact function under the buttons. POST UNCLEAR ISSUE(HIGH)
Finding: In the post, we suppose to let picture be the background. But it turns out that picture is messed up with the words, which is very unclear.

