A better way to text

The design process for
POP messenger

01
Problem

> The representation of digital communication has not evolved much since it's inception.

The issue

If you pay attention to the way you use messaging clients (iMessage, WhatsApp, Facebook Messenger, etc) a look at the way your friends use messaging clients, you will notice common threads. You will notice everyone hacks their messaging client to work the way they want it to.

These users are showing us their frustration with the current texting experience and need something better. The initial representation of digital communication was created for the written word, not for the conveyance of multi-media messages we are all accustomed to sending.

Mission

Our mission was to relieve the frustration towards digital communication for users like us by expanding upon the existing iMessage digital communication.

We wanted to create an application that allowed users to express themselves and emote in a way that isn't easily possible with the current state of digital communication.

02
Idea

The question

The question we asked ourselves was this: If we could remand text messaging with the available mobile technologies and high density displays, what would the messaging look like? Through our conversations we developed different methods and iterated on those methods within the iMessage and Lab Rights teams and after many days of conceptualizing and prototyping, we came up with a solution that was the winner.

01 Simple, yet robust

02 Easily customize your texts

03 Edge-to-edge messages

03
Application

User experience

The Creative Lab Rights team began the high level user experience designs independently and then met together for a collaborative white board brainstorming session. We then created an initial user experience diagram (see paper. At this point I used a mobile service that quickly allowed me to create a clickable prototype on my phone. We then had our sketches and testing there as no-screen hotspots to start early user testing.

From this early user testing we learned to either continue with our initial UX directions or if we needed to pivot away from them. Once the UX direction became more solid I made the digital wireframes for a working prototype that we continued to test with users. As we continued to learn and iterate we made the prototype more and more robust and ran it through more iterations and a minimum viable cutest application. From the user tests we were able to start building a persona for this app. We made some attempts at targeting a specific demographic, but it was difficult to narrow a segment down. What we did learn was that our core user can be narrowed down psychographically. Our core users are the Explorers and Artists. They are energetic, seek new experiences and challenges. They are early adopters and are usually the first to try new brands. Typically people that fit this profile are male, in their 20s, educated.

Our goal was to make the app as simple and functional as it could be, emphasizing on speed, ease of communication and customizability which is the heart of the product.

TOP LEVEL WIREFRAMES ON PAPER

Home
Settings
Messages
Text
Text
Text