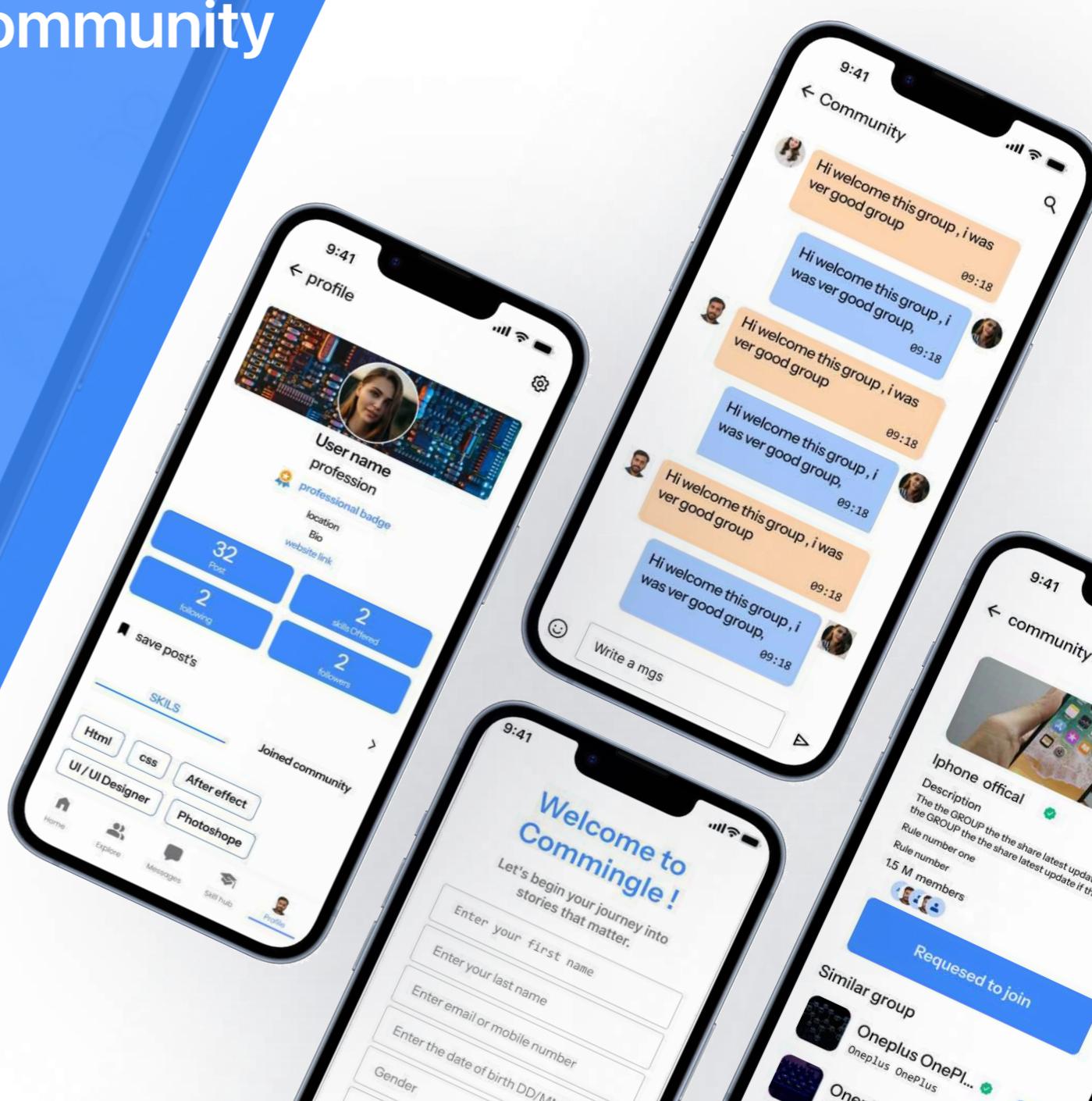


Commingle – UX/UI Case Study

Designing a Safe & Engaging Community Platform

Role: UX/UI Designer
Timeline: 2 months
Tools: Figma, AI tools



Introduction

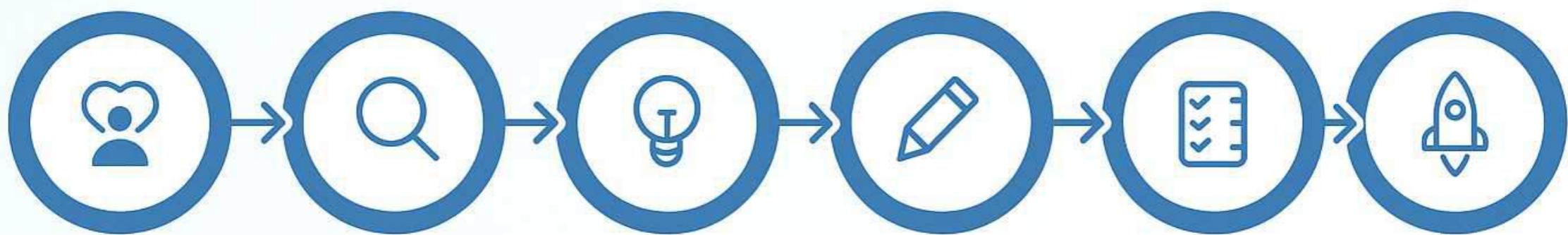
Commingle is a community-based platform that helps people connect, share skills, and grow in safe, verified communities. Unlike traditional apps, it focuses on trust, collaboration, and meaningful engagement.

- Build safe & trustworthy spaces
- Enable skill-sharing & mentorship
- Boost participation & collaboration
- Improve digital wellbeing



Design Process

Our project followed the UX Design Thinking framework, ensuring user-centered design from research to implementation.



Empathize

User interviews
& card sorting

Define

Personas,
empathy maps

Ideate

Brainstorming
& early sketches

Prototype

Wireframes &
high-fidelity UI

Test

Usability
testing &
A/B tests

Implement

Final design
& outcomes

Market Gaps in Existing Platforms

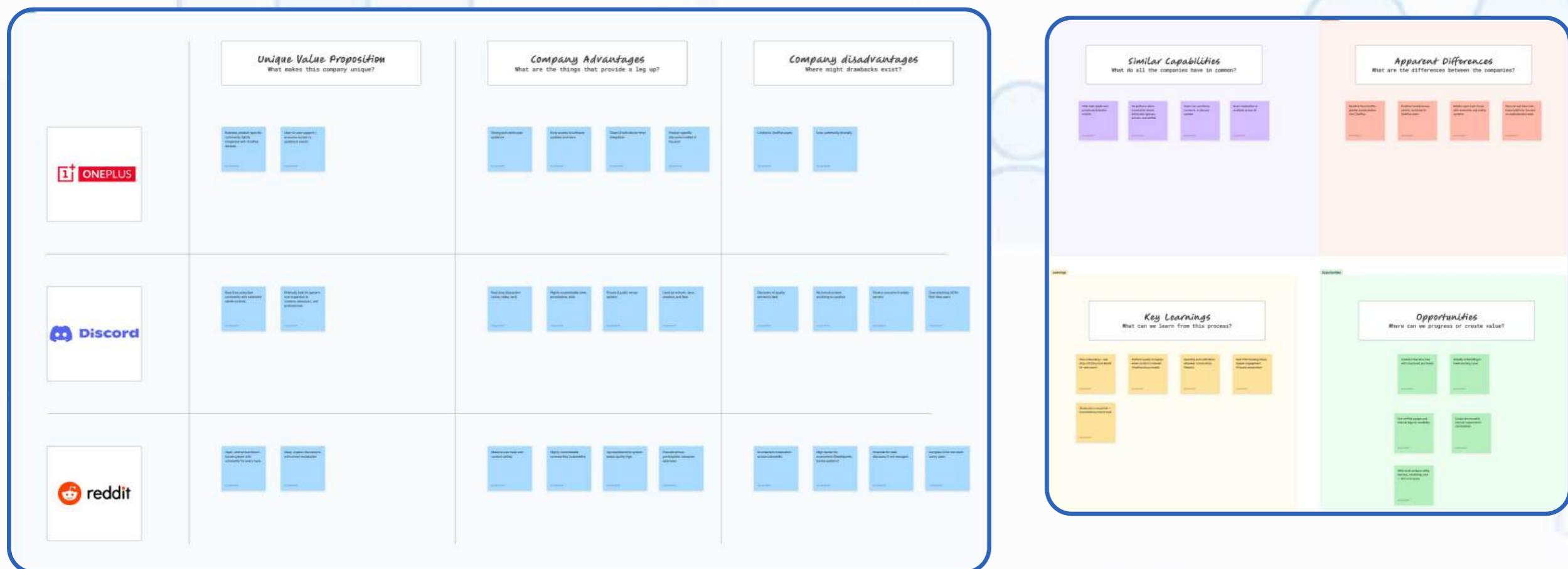
Current community platforms fail to support skill-based connections and leave users frustrated with unsafe, impersonal experiences.

- 🚫 **Fake Profiles & Spam** — Users feel unsafe and lose trust
- 🎯 **Lack of Personalization** — Generic feeds reduce relevance & motivation
- ⌚ **Time Wasted** — Users spend too long finding meaningful groups
- 🤝 **No Skill Request/Offer Feature** — Users cannot request mentorship or offer skills (e.g., UX/UI learners connecting with mentors)



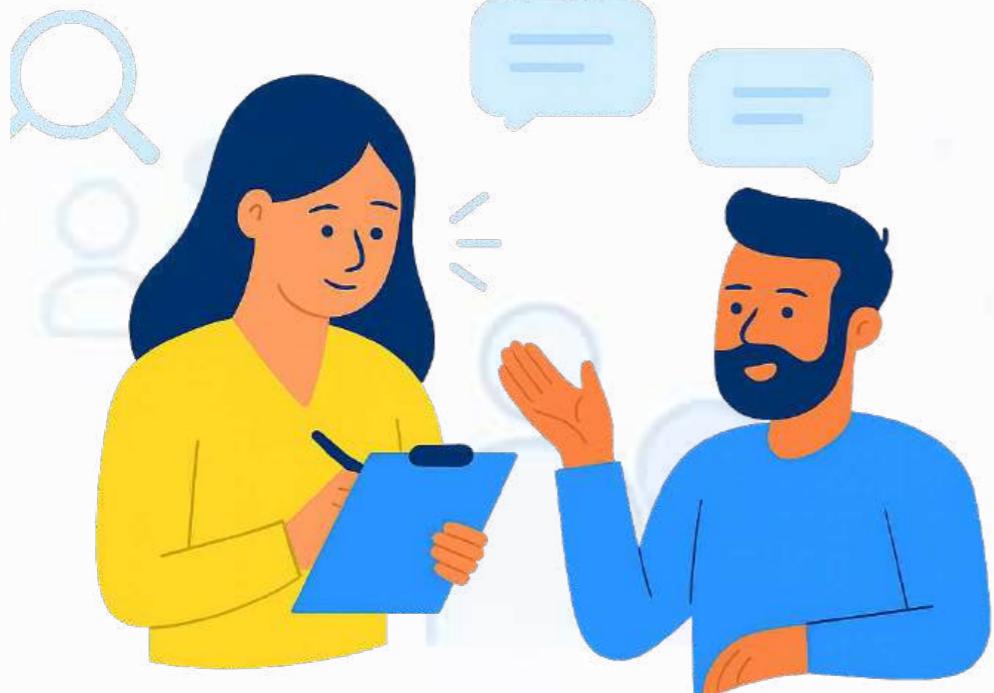
Competitive Research

We compared popular platforms to identify strengths, weaknesses, and opportunities for Commingle.



User Research – Key Insights

We conducted interviews with 8 participants (ages 20–35, students & young professionals) to uncover their motivations, frustrations, and expectations from online communities.



- **Trust & Safety First** — Users want verified spaces to feel secure
- **Skill-Sharing Motivates** — Many seek to learn or mentor through communities
- **Moderation Encourages Participation** — Users engage more when rules are clear
- **Difficult to Discover Relevant Communities** — Current platforms feel overwhelming

“I left most groups because of spam and irrelevant posts — I just want a safe space to learn.”

Personas & Empathy Map

Personas

GAUTAM



"Online communities are a quick way to connect with others."

COLE DETAILS

- Finding new friends online
- Sharing posts across platforms
- Getting rewarded for participating in communities

CORE DETAILS

GOALS & MOTIVATIONS

- Finding new friends online
- Sharing posts across platforms
- Getting rewarded for participating in communities

FRUSTRATION & PAIN POINTS

- Encountering fake accounts and spam
- Keeping up with outdated content
- Lack of rewards for community engagement

TECHNOLOGY COMFORT LEVEL



RINA



"I use online communities to stay current on the latest fashion trends."

KEY ACTIVITES

- Participating in online forums
- Posting images of her designs
- Watching fashion demonstrations

GOALS & MOTIVATIONS

- Finding style inspiration
- Sharing her unique designs
- Connecting with other fashion enthusiasts

FRUSTRATIONS & PAIN POINTS

- Overwhelming amount of information
- Unreliable sources for new trends
- Competitive fashion environment

TECHNOLOGY COMFORT LEVEL



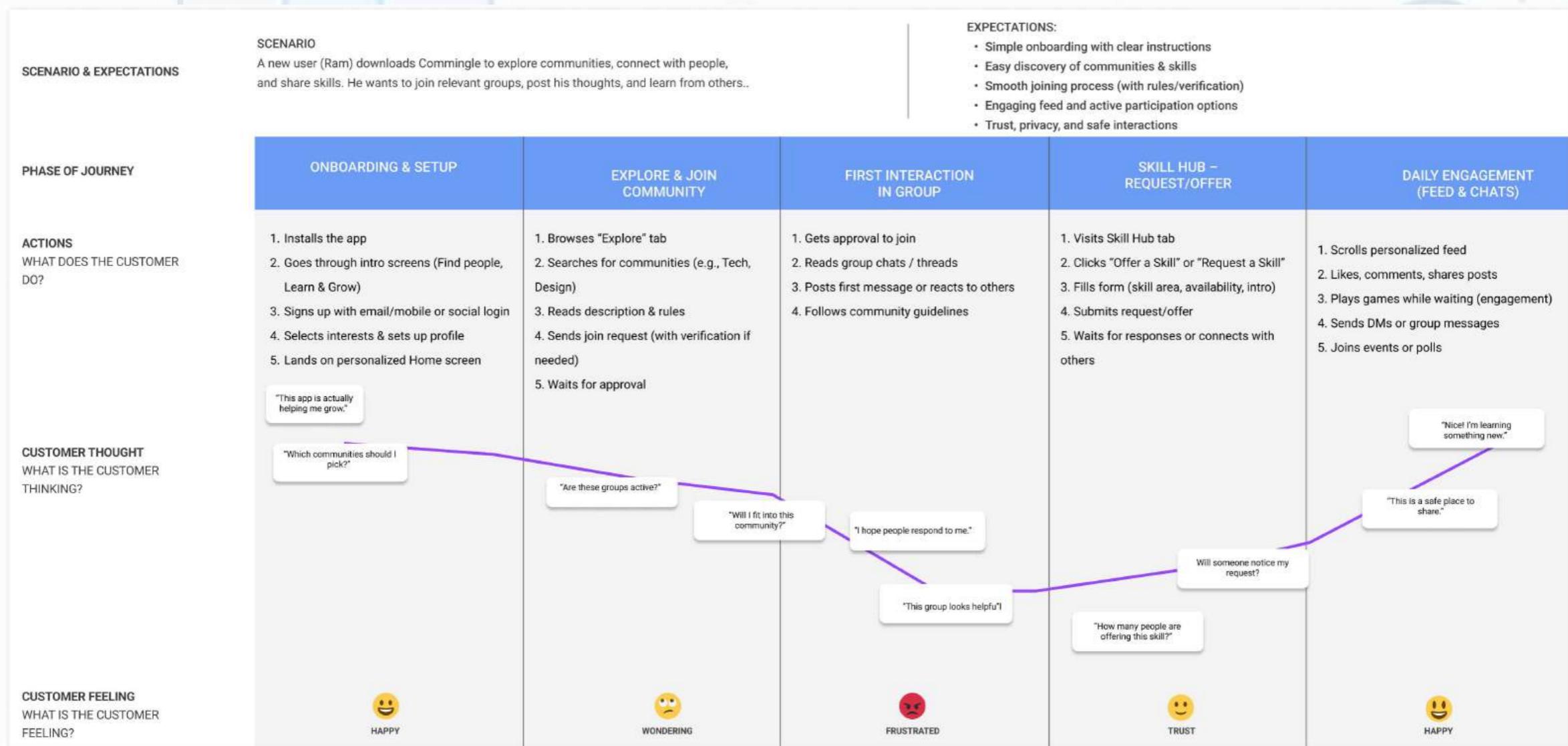
Empathy Map

EMPATHY MAP

SAYS	THINKS
<ul style="list-style-type: none">• I joined online communities like WhatsApp and LinkedIn• I gained jobs, developer skills, and network• Community size	<ul style="list-style-type: none">• Communities are both good and bad• Should I stay or exit this community?• Early update alerts from communities are helpful
DOES	FEELS
<ul style="list-style-type: none">• Actively looks for information• Participates in several online groups• Exits groups for fraud or harassment	<ul style="list-style-type: none">• Frustrated by scams and unreliability• Enjoys advice from gadget lovers for new devices• Stressed when approached for money (OPTs)

User Journey Mapping

This journey map captures how new users explore, join communities, and request/offer skills on Commingle. It highlights their emotions and pain points to refine onboarding, trust, and engagement.



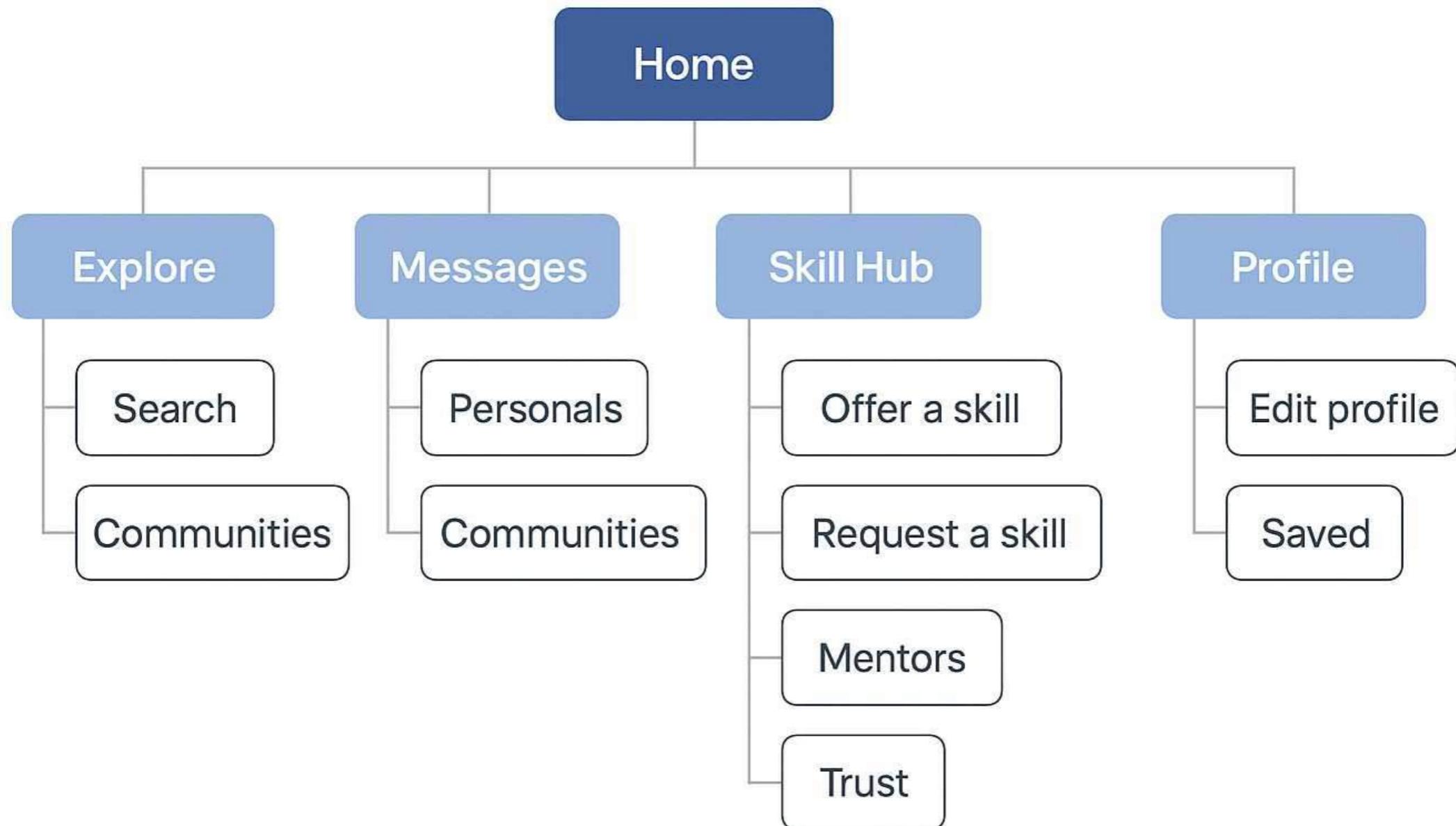
Problem Statement

Users often face spam, fake profiles, and lack of personalization in existing community platforms. There is no structured way to request or offer skills/mentorship, making it difficult for learners and mentors to connect meaningfully.

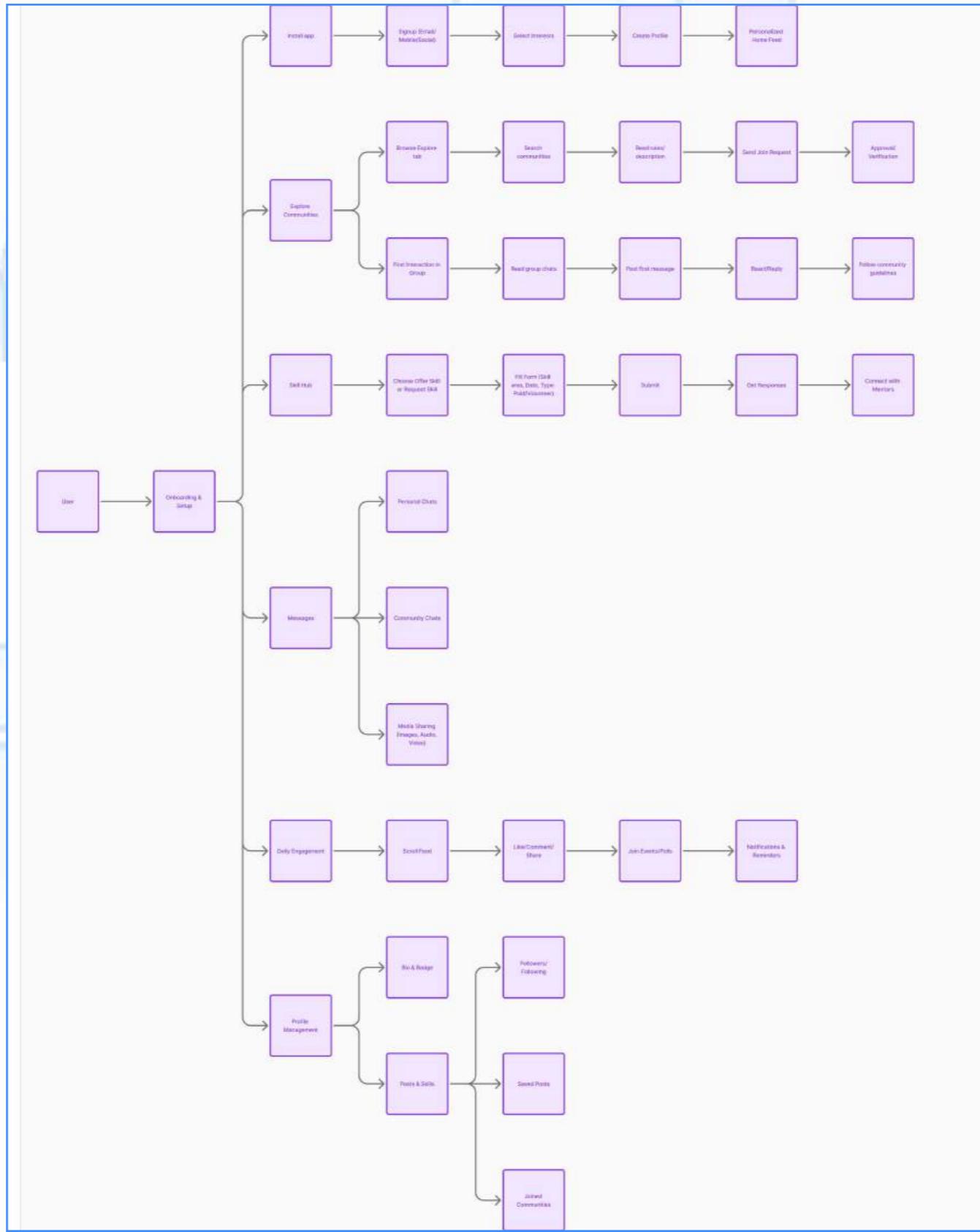


- **Unsafe spaces** due to fake accounts & spam
- **Hard to discover relevant, active communities**
- **No direct system for mentorship or skill exchange**
- **Wasted time filtering irrelevant content**

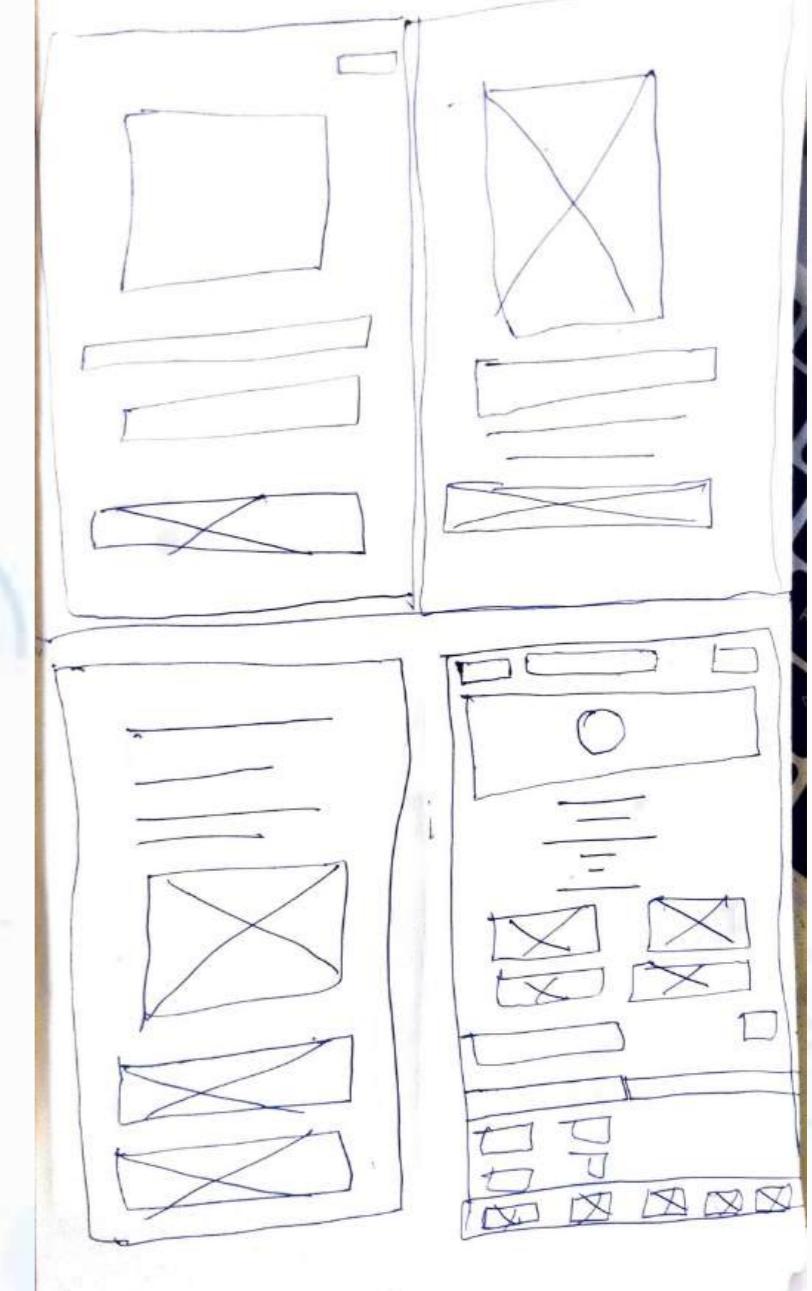
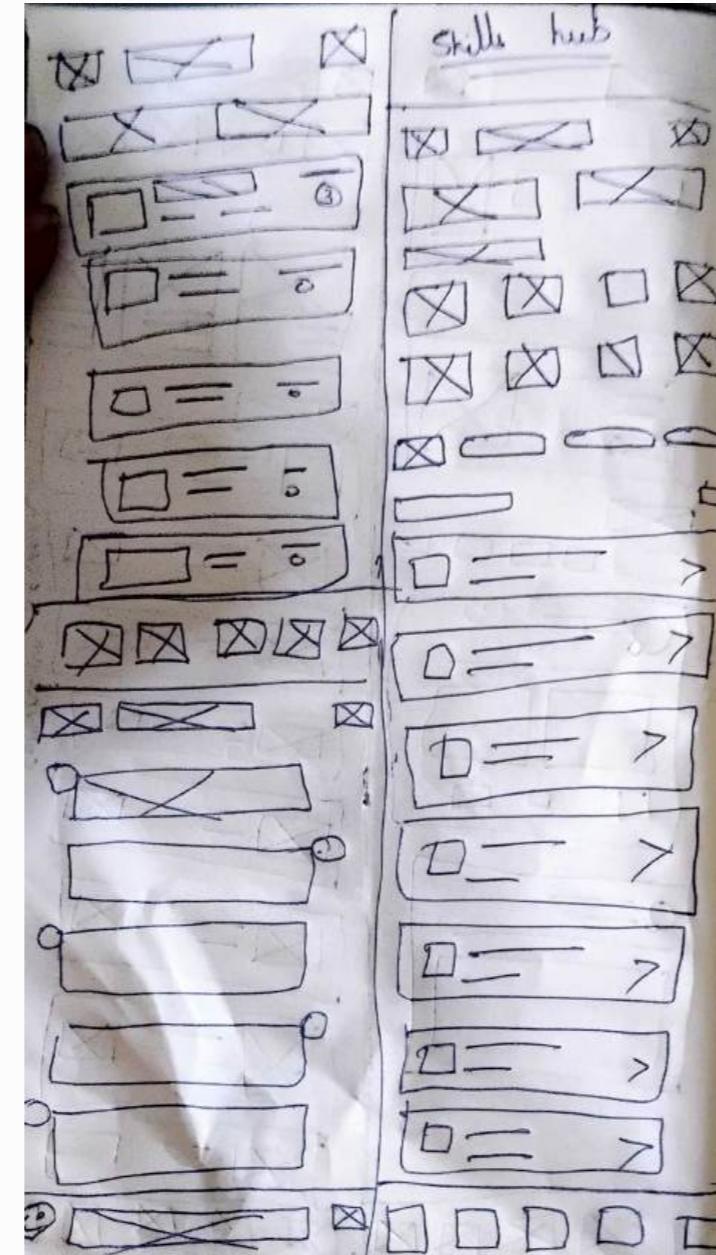
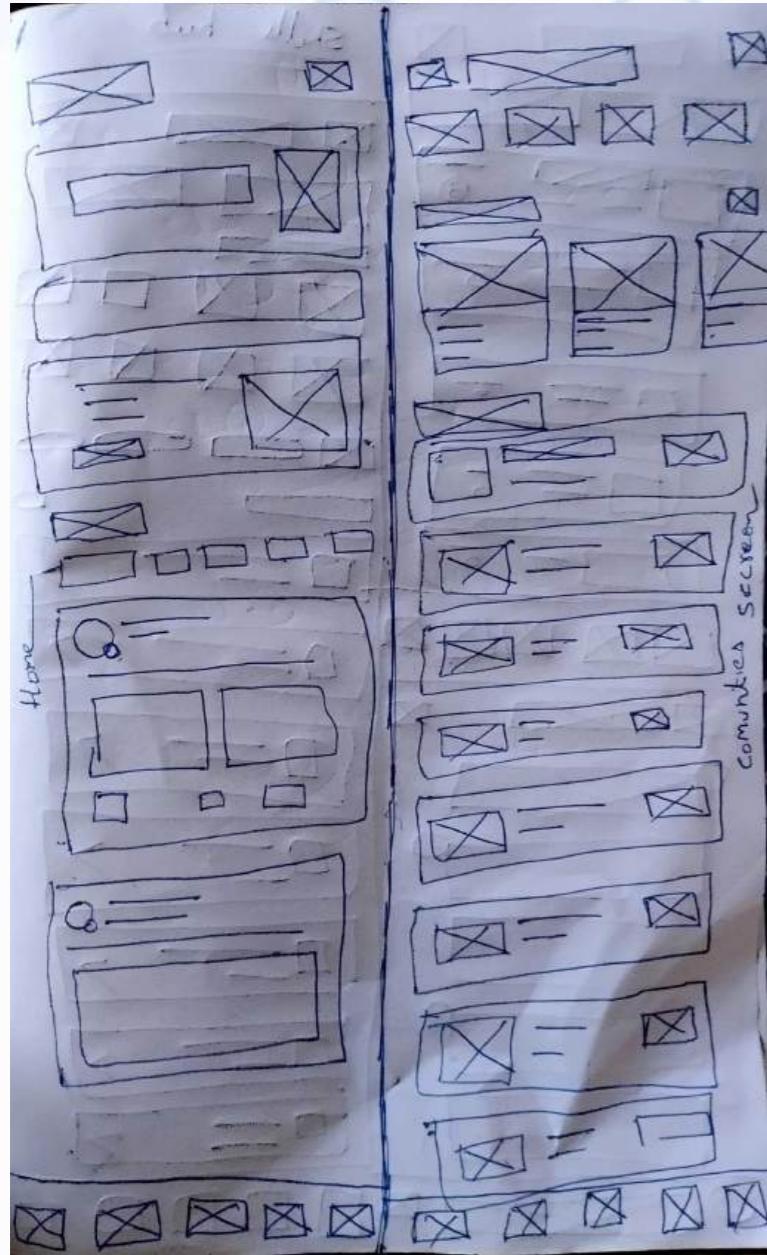
Information Architecture



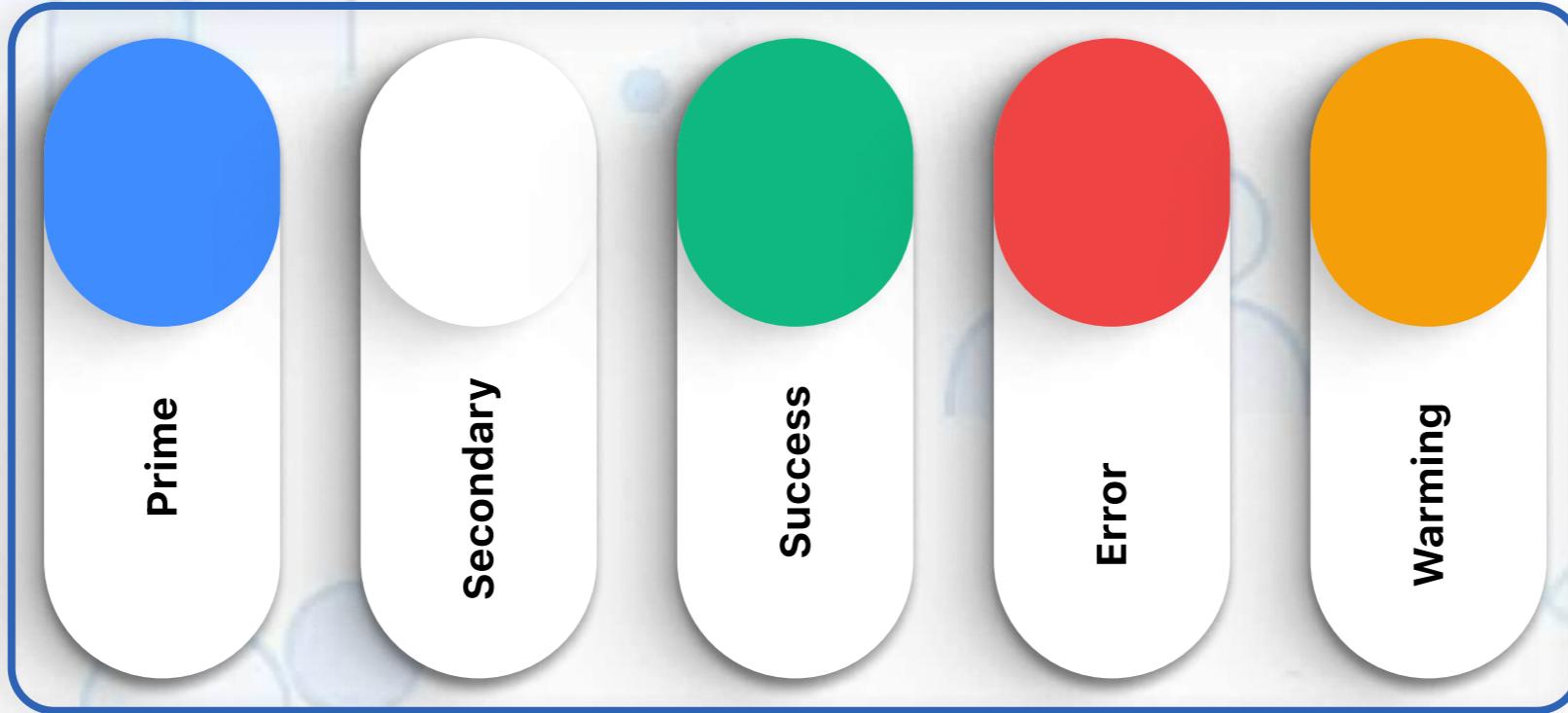
User Flow



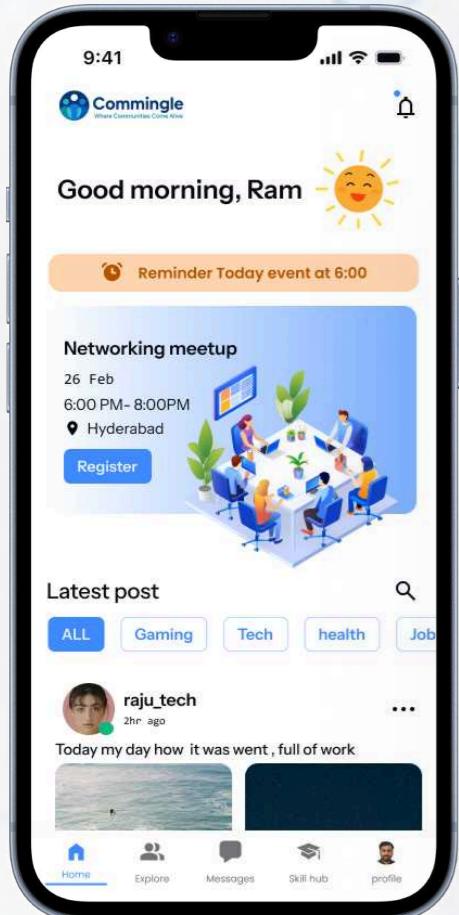
Wireframes (Low-Fidelity)



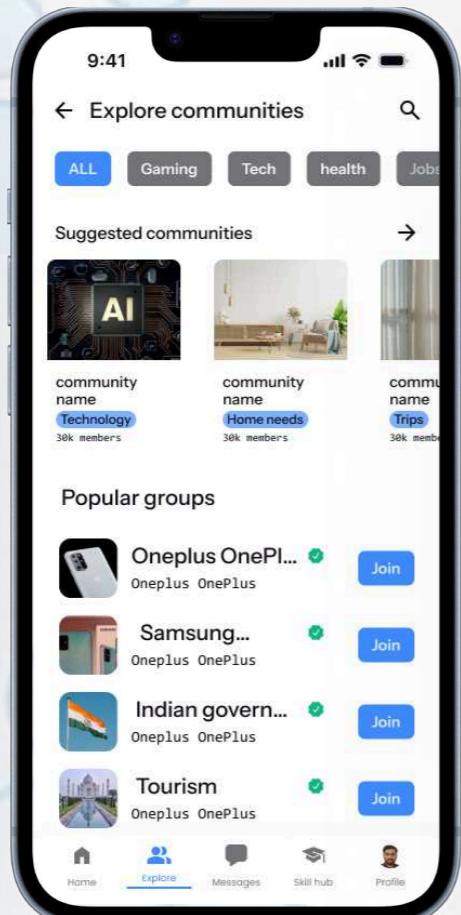
Visual Identity (Colors)



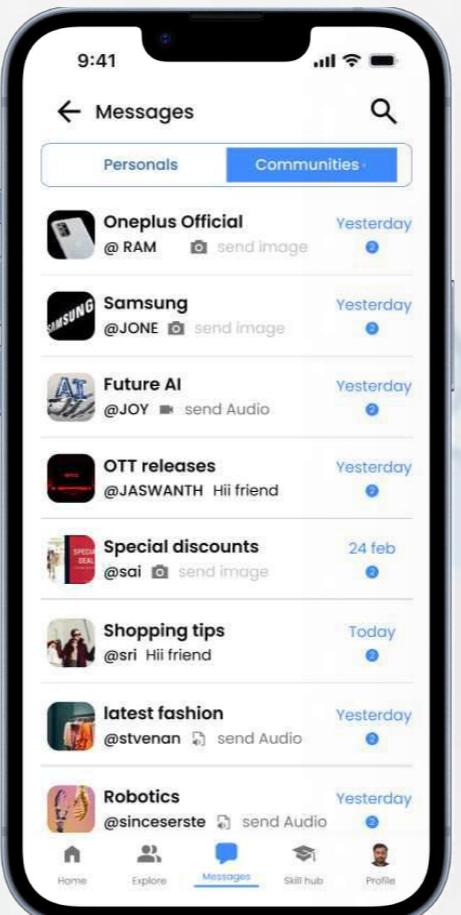
High-Fidelity UI – Core Flows



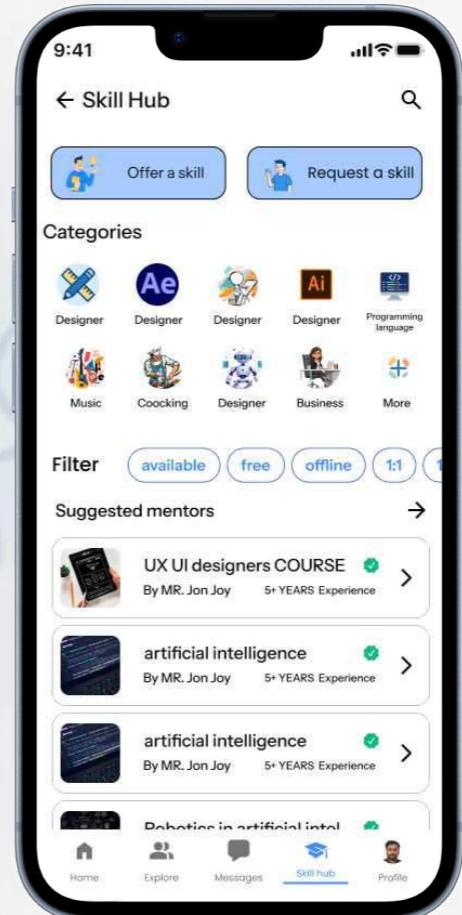
HOME



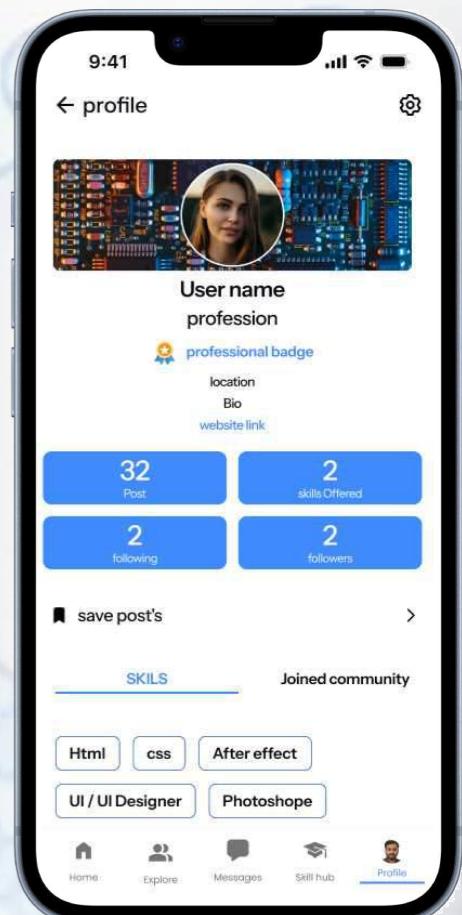
Explore
community



Message
screen



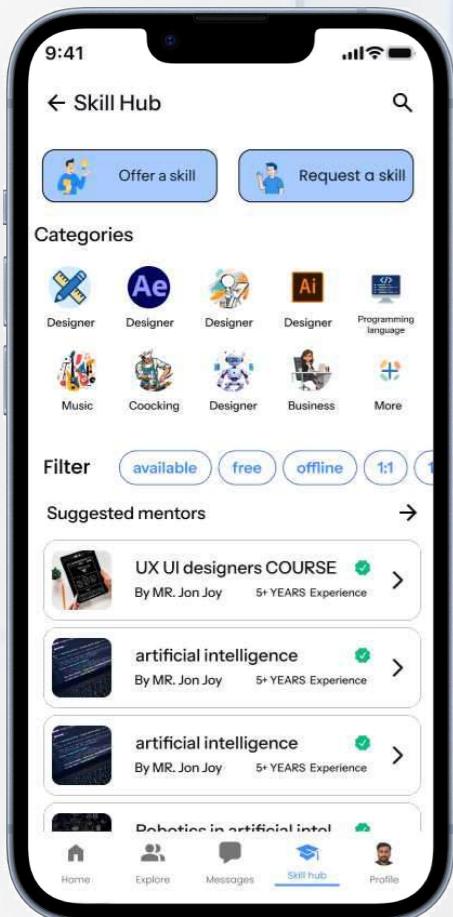
Skill hub
Screen



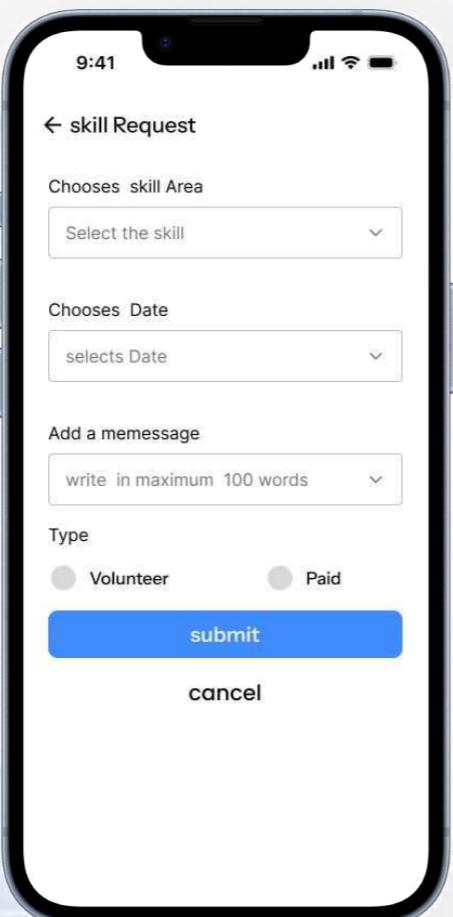
Profile
screen

High-Fidelity UI – Extended Features(skill)

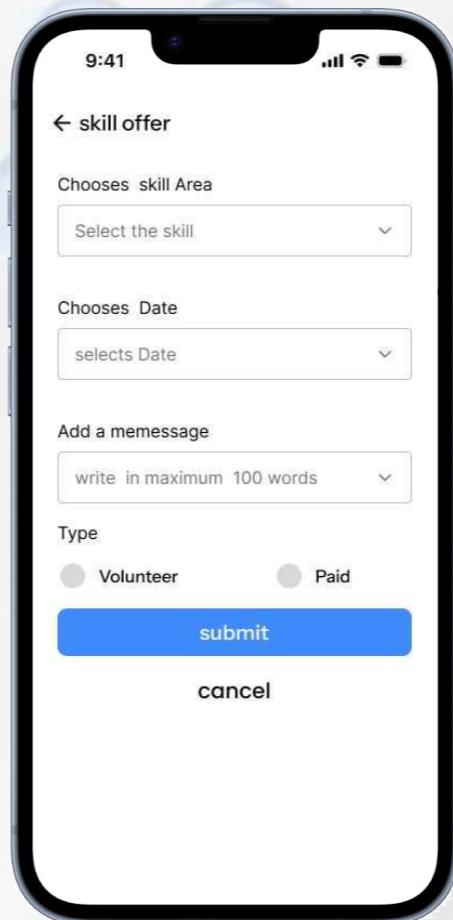
Skill hub screen



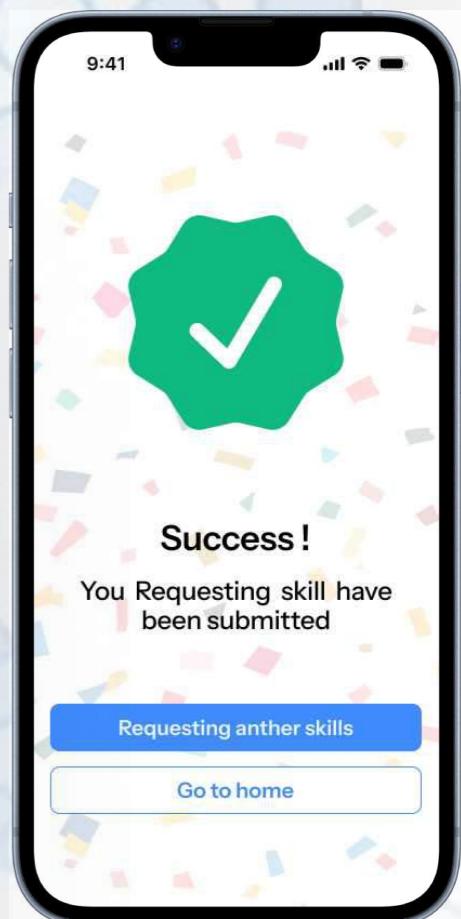
Skill Request screen



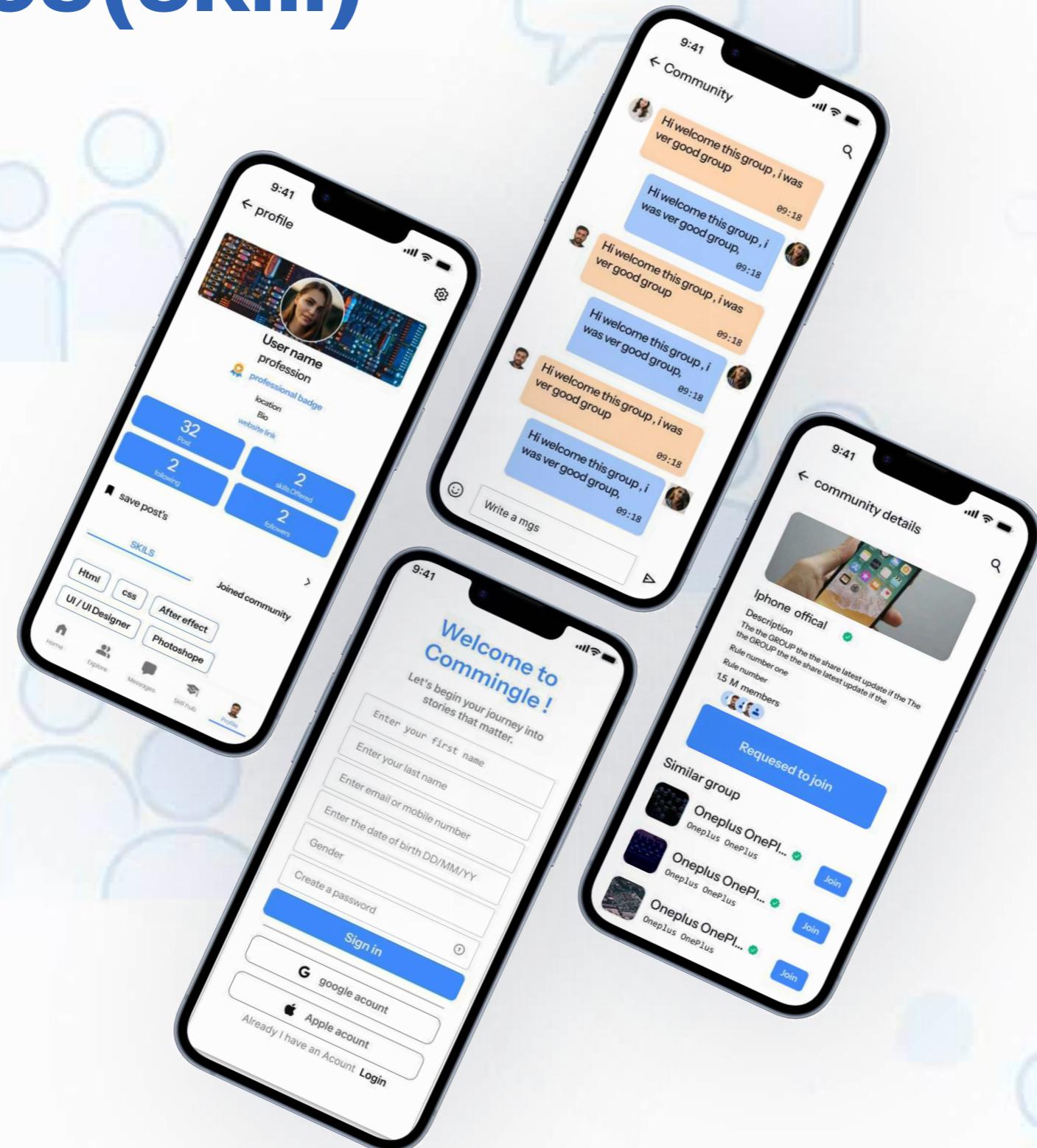
Skill Offer screen



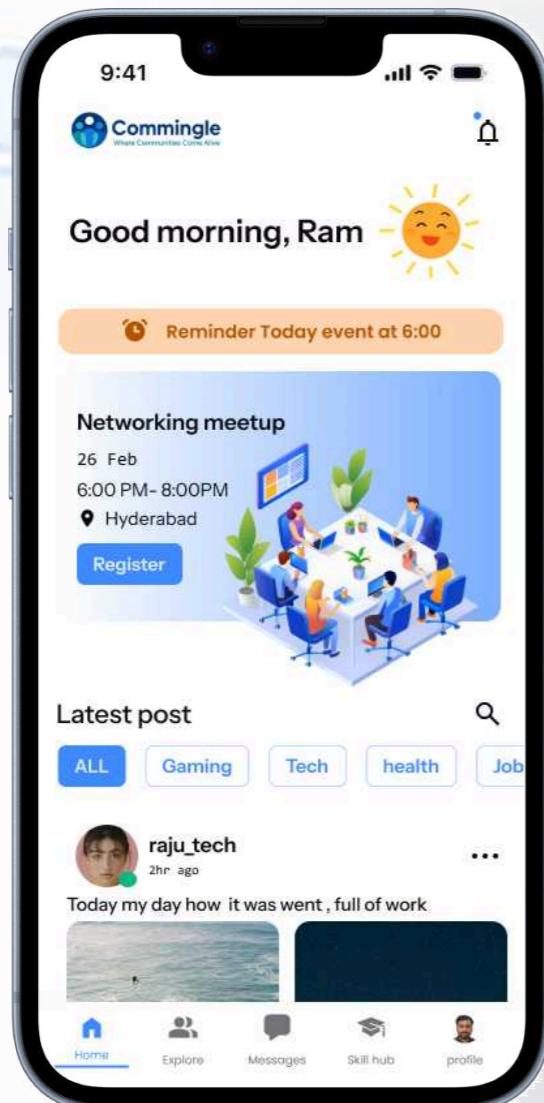
Success screen



High-Fidelity UI – Extended Features(skill)



Interactive Prototype



Click to explore the interactive prototype



Usability Testing – Insights & Results

We tested different variations of the design with real users to measure ease of use, trust, and engagement.

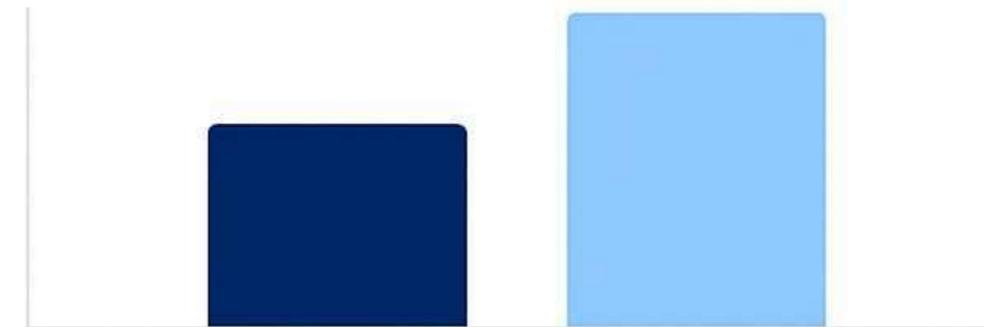
Testing Approach

 **Goal:** Identify the most effective design

 **Participants:** 10 users (students & professionals)

 **Method:** A/B testing (two onboarding flows)

 **Metrics:** Task completion time, errors, satisfaction



Variation A

Variation B

Variation A → Quicker task completion

Variation B → Higher trust & satisfaction

**Chosen Design: B
(Higher Trust & Satisfaction)**

Final Outcomes & Key Learnings

We tested different variations of the design with real users to measure ease of use, trust, and engagement.

Outcomes :

-  **Increased Engagement**— More active participation in communities
-  **Improved Efficiency**— Faster discovery & joining of groups
- **Skill Mentorship** — Unique request/offer feature for mentorship
-  **Higher Trust**— Safer experience with verification & moderation

Key Learnings:

- Early research & card sorting shaped clear navigation
- Personas & empathy maps ensured user-centered design
- A/B testing validated usability improvements
- Future scope: personalization, AI-driven community matching

Future Scope & Conclusion

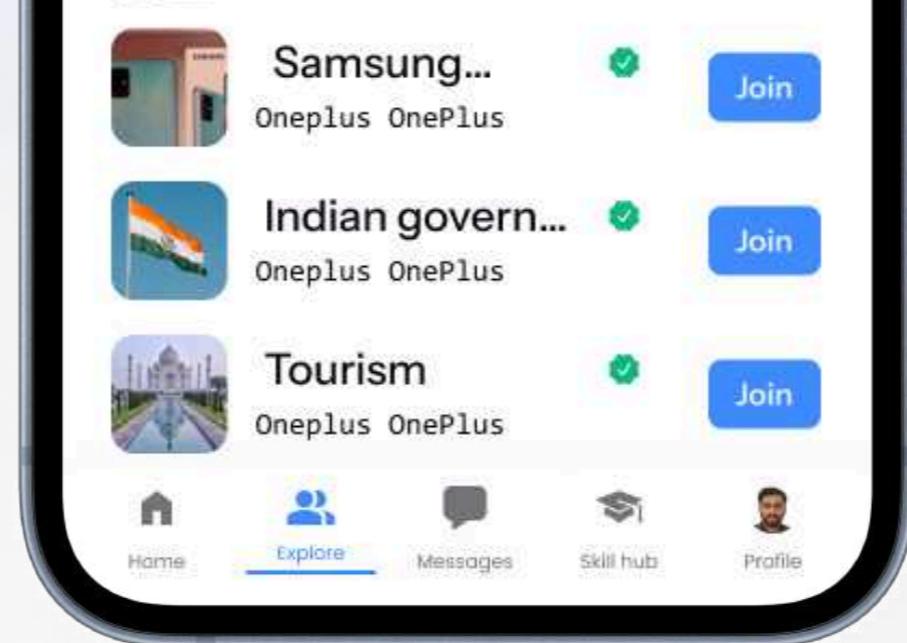
Future Scope :

- AI-driven community recommendations
- Gamified learning & mentorship
- Global expansion with multilingual support

Conclusion :

- Commingle fosters safe and meaningful connections
- Simplifies skill sharing and discovery
- Enhances engagement and digital wellbeing





Thank You

