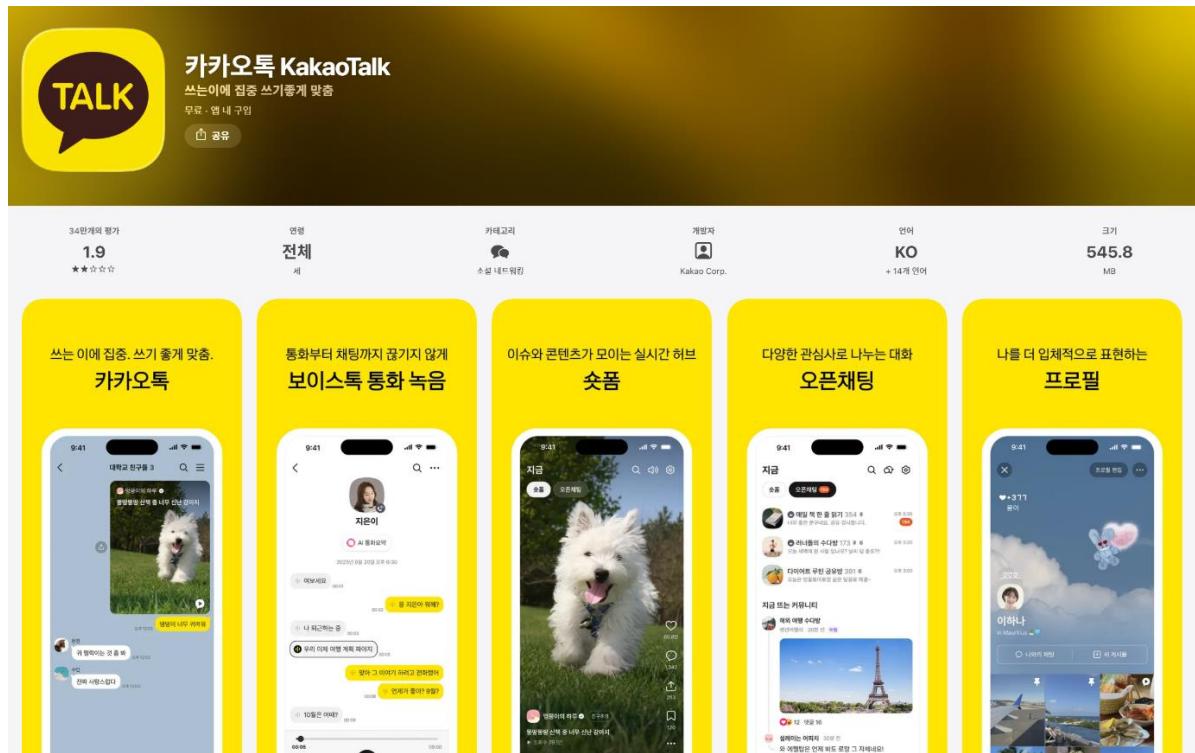


## UX Planning Document

Project: Kakao Talk UX Redesign

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**Name :** Kakao Talk

**Function:** what does this mobile application do?

KakaoTalk is a free mobile messenger application that allows users to send messages, photos, and videos, and make voice and video calls. It also integrates various Kakao services like payments, maps, and social features, making it one of the most popular communication apps in Korea.

### Existing UX Problems :

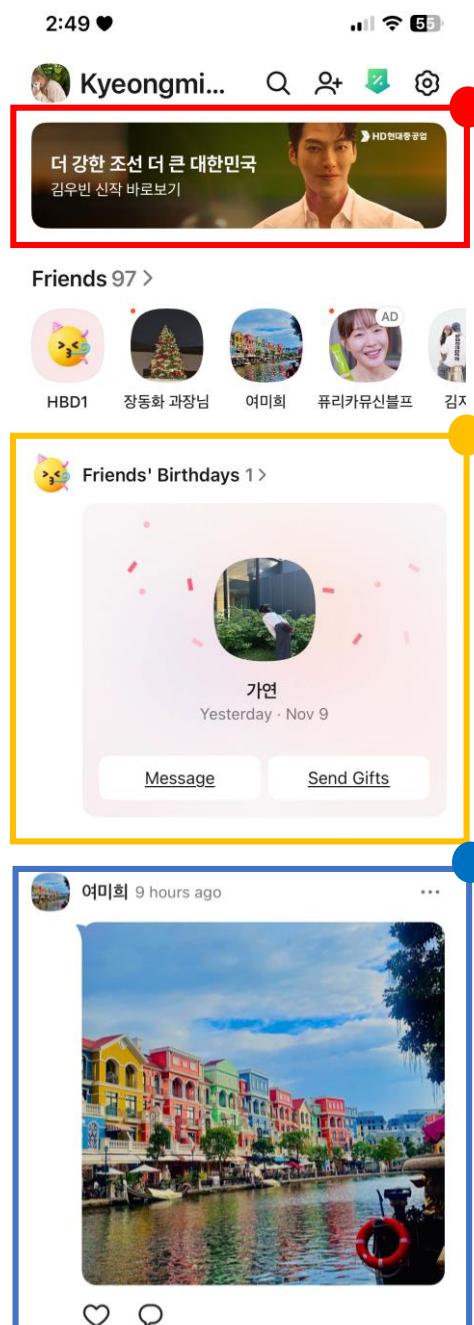
The current KakaoTalk user interface presents several usability issues that affect the overall user experience.

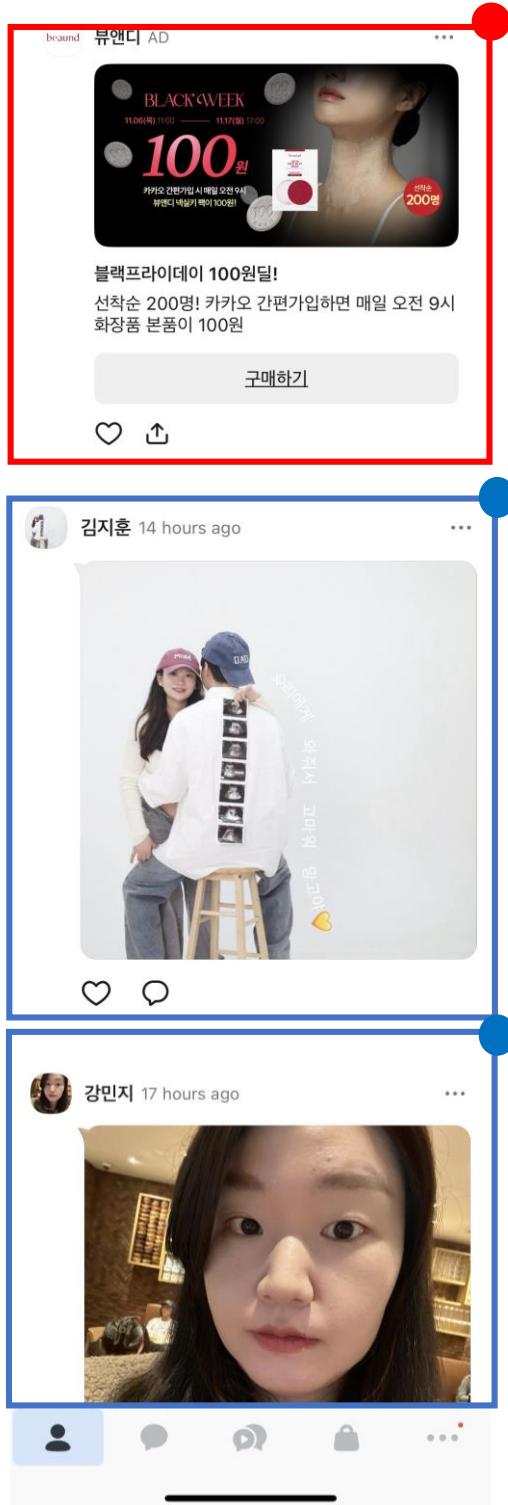
Firstly, the profile photos in the friends list are too large, which causes users to scroll excessively when trying to find a specific person. This layout makes navigation inefficient, especially for users with long friend lists.

Secondly, the birthday notifications of friends occupy a large portion of the screen, even when the user may not be interested in those events. This reduces the visibility of more relevant information such as chats or important updates.

Lastly, the presence of multiple advertisements within the app distracts users and negatively impacts the clean, minimal communication experience expected from a messenger application.

**Screenshot(s)**, as many as necessary to show what you will improve.





## How Will You Improve It?

### Minimize Advertisements:

Advertisements will be reduced and repositioned to less intrusive areas, such as the bottom of the settings page. This will create a cleaner, distraction-free environment while maintaining the app's business goals.



### **Separate Birthday Notifications:**

Birthday information will be moved into a dedicated “Events” or “Notifications” tab instead of appearing on the main friends screen. This change will reduce visual clutter and let users focus on more important content, such as recent chats or active conversations.



### **Reduce Profile Photo Size:**

The size of profile photos in the friends list will be reduced to allow more users to be visible on the screen at once. This will minimize unnecessary scrolling and make it easier to find a specific contact quickly.