**Product & UX Design**

As discussed earlier - First thing to consider is the user journey. Not only what a user does along the way but also how they might feel at each and every step and what can we do to deliver a better experience for them. I feel the current user flows are very vague. Because they are mostly unidirectional. One should also consider that the user has the entire freedom to go from one screen to other, which need not be in the same order as user flows and the app should deliver a proper experience in those cases too.   
  
Considering the entirety of the product there are currently some issues with the execution as well, which can be sorted out through careful dissection of each module. According to my understanding, I have categorized the product from a users point of view as follows.

1. **Sign Up**Onboarding has to be very strong here, and that has to be very clear which gives an idea about the app.
2. **User Profile**   
   I would suggest the user has to enter as many little details as possible to be able to go to the home screen. Shorter the signup process, better the experience.
3. **Home Screen**  
   This should be a highly suggestive & self explanative page which directs the users about what they can do on the platform. (Take a look at Facebook’s or any social media platform just after you create a new account).
4. **Entering a Community**  
   At this stage, there are a few things to consider, whether the users are free to join any community by simply posting a viewpoint, or they have to be approved by the admin, and if you are planning to have an admin there must be an entirely different page for them to manage the communities. This would create an entirely different user flow altogether, which have to be considered. But I believe there is a better way to get the users to register into communities rather than forcing them to post first, which would be a much better experience.
5. **Posting a Viewpoint**If the user posts a viewpoint, it should be ensured that the post gets views. Since there are no likes or comments, the only way to give gravitas to a post is by how many people agree, disagree with the viewpoint. If it is a new user, the community people should be able to at least know that this is from someone new so that they get the required attention. The template that is used can also be designed to be more helpful for first-time users. Also, I think it would be an interesting take if a user has the option to post the same viewpoint in multiple communities at once.
6. **Quality of Content**  
   Since most of the content users see is posted by other people, and that the posts themselves are highly textual, one should also think about making the content engaging and interesting. Also, it matters how are you going to take care of posts which are trivial or offensive.
7. **Notifications and Following**  
   It is natural that users have an anticipation about their posts and we also have to consider how much time does the algorithm actually takes to suggest a potential match, what are the minimum number of posts that one has to make before you can suggest a person. If the user is not engaged within this time it is highly likely that they might leave or lose interest. Also, the number of followers has to be taken into account. One has to react on a post to see other members views and if one chooses to follow a person, what would happen new.
8. **Probable Match**  
   I have seen from the UI screens that not only you suggest a match but also give the compatibility percentages on different criteria. These have to be very carefully picked, as the current terms that are used are very vague and I am not sure if they would convey the correct message or add any value to their opinion. Also, the users should be able to move to the next stage, that is the personal chat. I strongly believe that there should be another motivator which encourages users to chat with their matches. Since one can chat with only one person at a time, we should also consider what will happen if a user doesn’t get any matches for a long time or get too many matches because they are active on a daily basis.
9. **Chat**   
   The current chat UI would not support a fruitful conversation. Since they are having something in common which resulted from agreeing/disagreeing with some topics, it would be a good thing to have the user see what points to start a conversation on. More exploration needs to be done in this area. I believe there are multiple solutions and user testing is the only way to find out which one would work the best.
10. **Connect**  
    This is a big question mark that needs to be answered. The entire platform leads the user to achieve this final goal, and it is imperative that we should know what will happen after this stage.

Overview: There are so many things that have to be analysed and the current stage of the platform appears to be fragile and vague which needs a lot of development. It needs a fresh perspective and one has to get to the bottom of every stage and think of all the multiple possibilities and problems that users might face and also how are you as a company going to solve a problem when it arises. Here are the steps that I recommend you to follow in the coming days.  
  
1. Prepare the entire team and reframe your problem statement which answers the following questions. Why do you want to create this platform? Why should people use your platform? What are you going to give your users which they already don’t have? Involve all the stakeholders and let everyone give inputs.

2. On your own, think about all the stages mentioned above (you are welcome to add your own stages that I might have missed) and try answering how might we improve every stage?

3. It is also important to define certain metrics which you believe will give an estimate about the success of the product, it can be in terms of the total number of users, user satisfaction or users who successfully get matches, or how many times they use per day etc.

Honestly, there are a lot of things to consider, but we will go on one stage at a time. The first one would be building a thorough prototype with better functionality and we should concentrate on that first rather than the look and feel of it.

**UI Design**

Although the screens look good individually, the major issue with them is consistency.   
A style guide - (which has guidelines about the visual styles, typography, colours) has to be maintained throughout the app. But since this is the first round of testing, I suggest you concentrate more on the UX as the effort you put in designing would be wasted for all those features that might not make the cut. For testing, it is strongly advisable to build a prototype that has just enough features so that the users can understand the platform. Only after making sure of what will work and what will not, you move into the UI design. This will also give time to make definitive UX flows.

In the future, the next scale would be to develop a design system that is inclusive in nature. Since you are planning it to take it worldwide it also important to consider accessibility, which is taking care of users with all backgrounds, all cultures and ages etc.