

TRUDINH

# CASE STUDY

MOBILE APP PROPOSAL  
UNIMESSENGER

# CREATIVE BRIEF

## UNIMESSENGER

### CLIENT

#### Google Android

Google Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touchscreen mobile devices such as smartphones and tablets. Google Android currently have over 2 billion active users.

### THE PROBLEM

Today, we have lots and lots of messengers to choose from and they are all spread out into different applications. Facebook messenger, SMS messenger, Skype, and Twitter are a few examples. For example, you're having a chat on Skype with your friend while at the same time you're also texting your parents and messaging your coworker through Facebook messenger. Switching between the SMS messaging App, Facebook messenger App, and the Skype App is annoying, time consuming and additionally a waste of storage. This is where Unimessenger come in. Unimessenger is a messaging App that syncs up with all the other messenger Apps to one location so you can send, receive, and read your messages with ease without having to switch between Apps.

### SOLUTION

Develop and design a unique mobile messaging App that would unify all existing messenger service under one App.

### TARGET AUDIENCE

Primary audience would young teen to middle age user who are very socially active with their smartphone through messaging apps. Busy businessman who are trying to keep in touch with many of his client. Event planner who are constantly checking in with their associates.

### PROJECT CONCEPT

The core user value of this project is to help the user send messages with other messenger services all with one app instead of multiple messenger apps.

### USER VALUE PROPOSITION & BENEFITS

Free up storage on user phone

Free up user time

Better multitasking

Easing work flow

### ASSUMPTIONS AND RESEARCH

Research are done by looking at characteristic of what make a good messenger app and what make a bad messenger app.

# FEATURES

## UNIFY ALL MESSAGING SERVICES

Unify all messaging services(supported service only) into one home, allowing user to send and receive messages from different services from one clean and easy to use application.

## MAIN CENTRAL SOCIAL FEED

A central main feed that pull in conversations from various of sources into one unique location, where user can read and reply to the conversation.

## FILTER TAB

User can filter out messaging services to narrow down the conversation they would like to view.

## SEND MEDIA

Along with sending traditional text messages, user can also send and receive media messages such as pictures, videos, emoji, gif, sounds, and other supported files. New files format will be added in future updates.

## CENTRAL SEARCH

There will be a central search box that user can use to search conversations, contacts, and settings.

## MANAGING CONTACTS

User can add, remove, and edit their contacts within the applications.

## ACCOUNT CLOUD SYNC

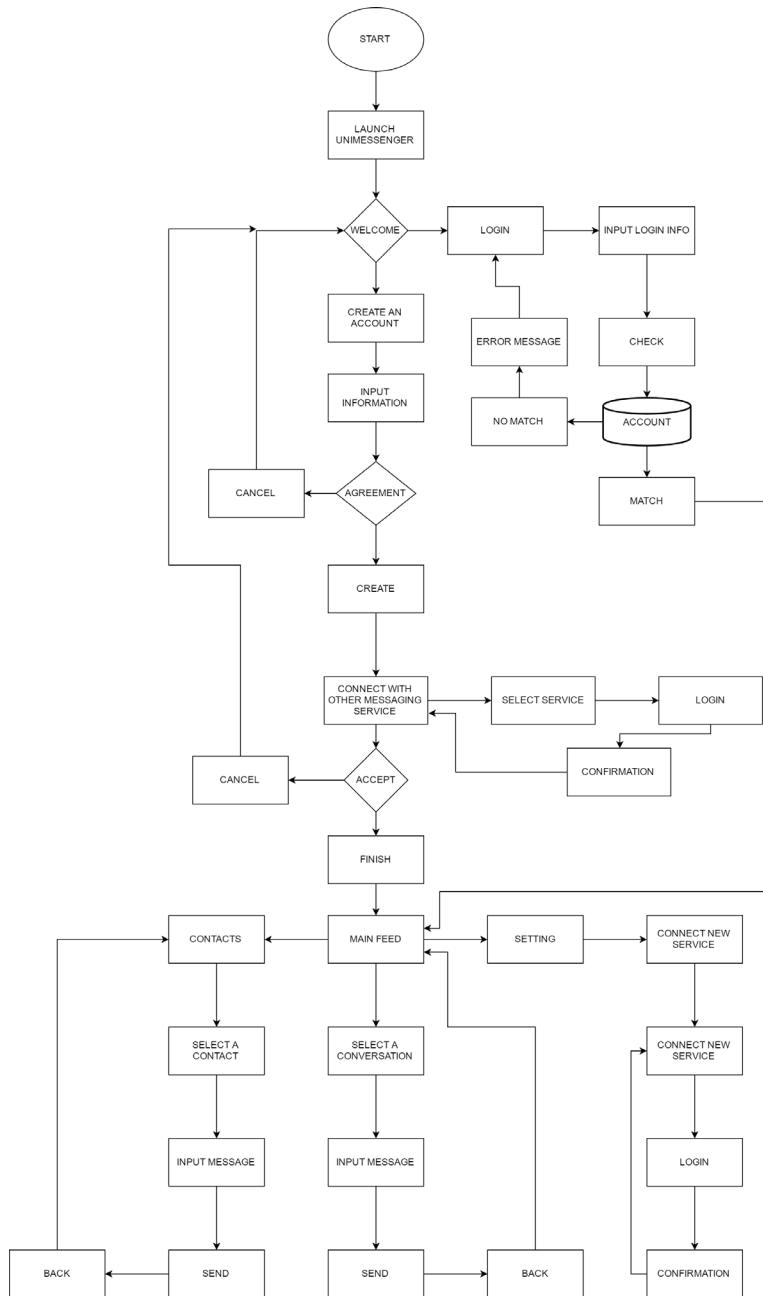
User contacts, conversations, and settings will be all sync and saved under user account profile. User may opt out on this feature in the settings.

## NOTIFICATION FEED

User can read and reply to messages directly from the android notification feed.

# FLOW CHART

UNIMESSENGER | 4



# PERSONA



## SUSAN

**AGE:** 26

**OCCUPATION:** nurse

**CONTEXTUAL CONSIDERATION:** young, impatient, large family

**LIFE EXPERIENCE:** young, inexperience, College graduate

**USER BENEFITS:** improve multitasking, free up local phone storage



## BILL

**AGE:** 21

**OCCUPATION:** college student

**CONTEXTUAL CONSIDERATION:** activist, advanced technical user, impatient with technology

**LIFE EXPERIENCE:** young, inexperience, college student

**USER BENEFITS:** improve multitasking, free up local phone storage, unify social flow



## MERRY

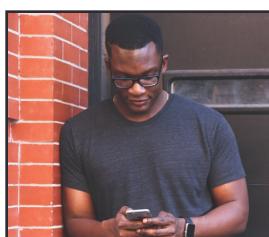
**AGE:** 37

**OCCUPATION:** major events planner

**CONTEXTUAL CONSIDERATION:** light phone user, busy schedule, novice technical user

**LIFE EXPERIENCE:** 10 years of career experience, middle age

**USER BENEFITS:** improve communication flow, free up professional time



## JAKE

**AGE:** 16

**OCCUPATION:** high school student

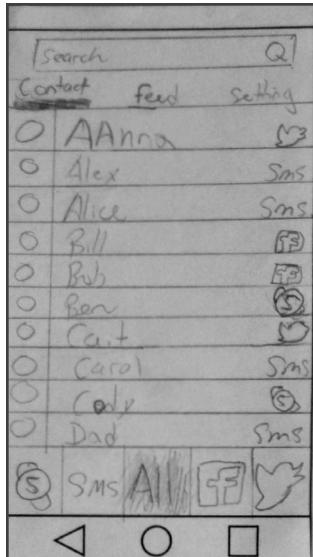
**CONTEXTUAL CONSIDERATION:** young, impatient, inexperience, lazy, very social

**LIFE EXPERIENCE:** none, still young

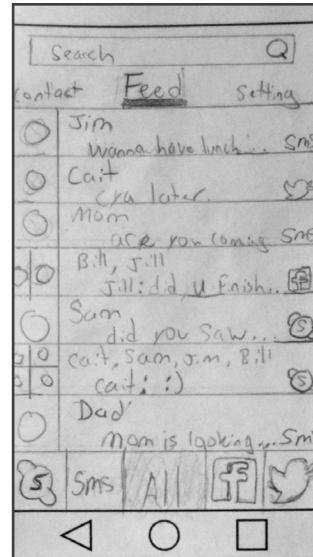
**USER BENEFITS:** unify social flow, improve multitasking, improve communication flow

# LO-FI PAPER PROTOTYPE

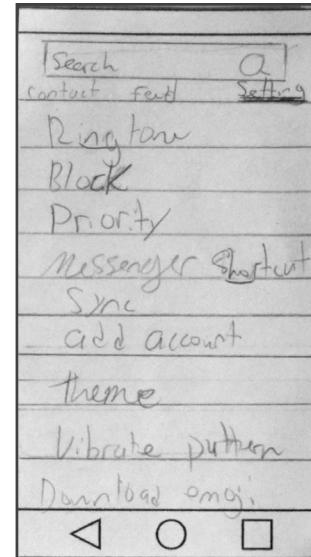
UNIMESSENGER | 6



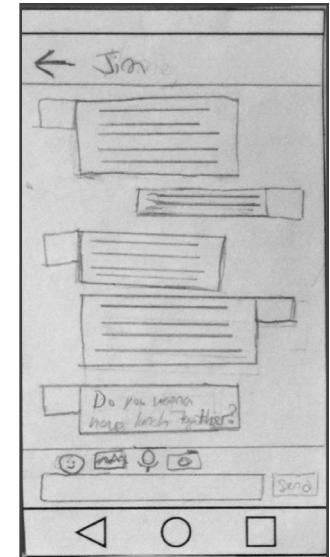
CONTACT



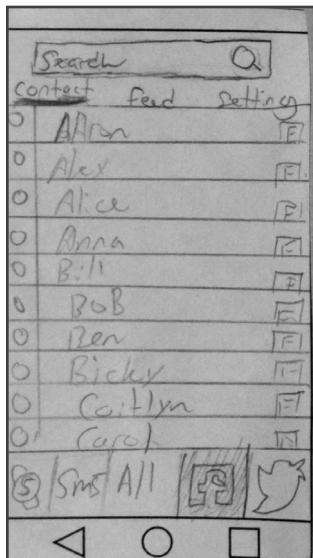
MAIN FEED



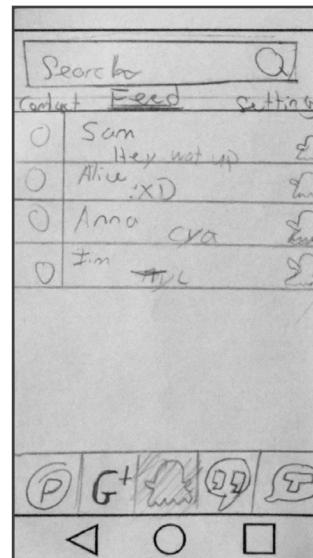
SETTING



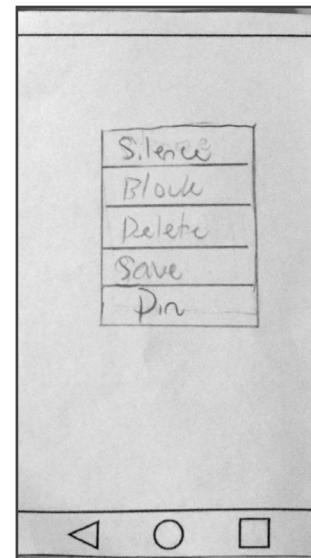
MESSAGES



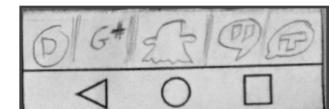
CONTACT FILTER (FACEBOOK)



FEED FILTER (SNAPCHAT)



POP-UP MENU



BOTTOM NAV

# TEST ONE RESULT

## EARLY TEST COMMENTS AND SUGGESTIONS

Need more contrast

Improve hierarchy

Concept are a bit confusing

Too much information, screen is crowded

## CHANGES

Add on-board process

Adjust text hierarchy

Add color palettes

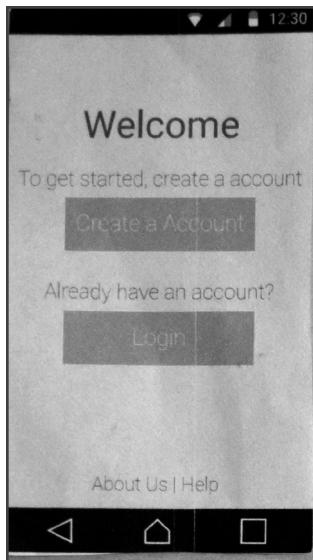
Change element layout

Improve grid layout system

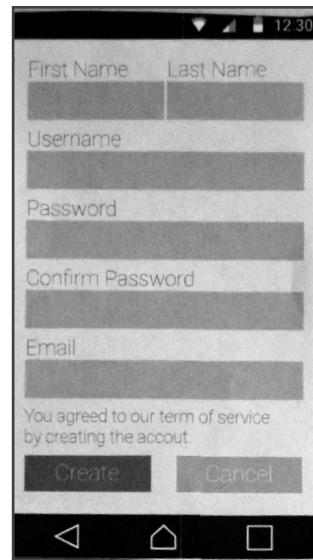
Simplify the design

# HI-FI PAPER PROTOTYPE

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WELCOME



REGISTRATION FORM



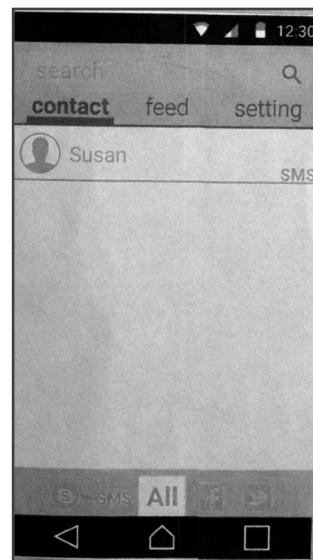
SELECTING SERVICES



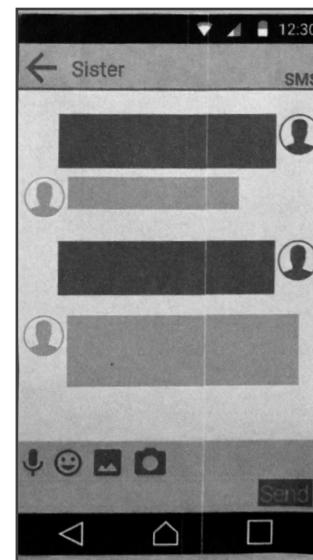
SERVICE FEEDBACK



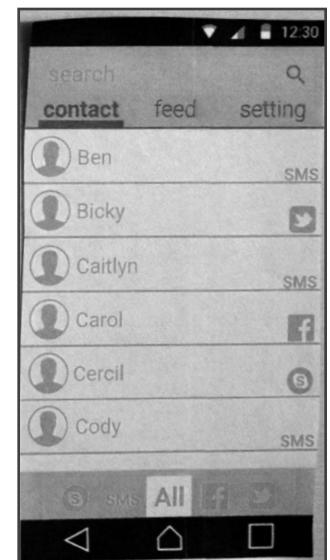
MAIN FEED



SEARCH



MESSAGES



CONTACT

# TEST TWO RESULT

## EARLY TEST COMMENTS AND SUGGESTIONS

Color give off a off feeling emotion for the app

Push contrast farther

Colors are too over powering

## CHANGES

Add confirmation screen

Adjust text hierarchy

Change color palettes

Change element layout

Improve grid layout system

Simplify the design

Move to digital prototyping

# HI-FI V2

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**Welcome**

To get started, create a account

**Create a Account**

Already have an account?

**Login**

About Us | Help

## WELCOME

First Name      Last Name

Username

Password

Confirm Password

Email

You agreed to our term of service by creating the account.

**Cancel**      **Create**

## REGISTRATION FORM

**Almost there**

Select and login into the services you wish to use with UniMessenger

 Text	 Twitter
 Skype	 Facebook
 Snapchat	 Viber
 Hangout	 Tango
 WhatsApp	 KIK
 Line	 BBM

**More**      **Finish**

## SELECTING SERVICES

search 

**contact feed setting**

 Co Worker	Wanna have lunch later? 
 Friend	Cya later 
 Parent	Are you going to your ... 
 Friend, Friend	Friend : did you finish ... 
 Classmate	Did you saw the latest ... 
 Friend, Friend, Friend	Friend : ;;) 

**S SMS All f t**

## MAIN FEED

search 

**contact feed setting**

 Classmate	 SMS
 Friend	
 Sibling	 SMS
 Parent	
 Family	
 Sibling	 SMS

**S SMS All f t**

search 

**contact feed setting**

 Co Worker 1	 SMS
---	---

**S SMS All f t**

**Co Worker 1** 

Sorry, but im going to be late for the meeting 

    Send

## MESSAGES

Email

Password

**Cancel Login**

## POP-UP SIGN-IN

Are you sure?

Connecting your text messenger with this app will allow it to receive, open, and send future text messages.

**Cancel Connect**

## POP-UP CONFIRM

# TESTING SCRIPT

## WELCOME AND PURPOSE

Thank you so much for coming in today. I wanted to give you a little information about what you will be looking at and give you time to ask any questions you might have before we get started.

Today I am asking you to serve as an evaluator of a mobile application and to complete a set of tasks. My goal is to see how easy or difficult you find the applications to use.

This is not a test to see how well you perform but instead it is to see how well the application function for a user like yourself.

The purpose of this application is to unify all of the messenger services out there into a single application. In doing so, we hope to solve the inconvenience of having to switch between different applications to send messages to friends and family with different messaging services.

## TEST FACILITATOR'S ROLE

My role is to record your reactions and comments of the mobile application you will view.

During this session, I would like you to think aloud as you work to complete the tasks I have planned for you. I will not be able to offer any suggestions or hints, but from time to time, I may ask you to clarify what you have said or ask you for information on what you were looking for or what you expect to have happen.

Do you have any question or concern before we begin?

## TASK ONE

For the first task, I would like you to launch the application unimessenger and go through the setup process.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the overall setup process.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## TASK TWO

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For the second task, at the last step to the setup process, I would like you to connect this application to your text messenger and facebook messenger.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the experience.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## TASK THREE

For the third and last task, I would like you to send a new message to coworker, telling her that you're going to be late for the meeting.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the experience.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## CONCLUSION

Thank you for completing the usability test for this mobile application. Your feedbacks will be a great help to us on building the final version of this product.

Attachment - Consent Form

# CONSENT FORM

**Consent Form (Adult)**

I agree to participate in the study conducted by the [Agency/Organization].

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: 11/23/15

Please print your name: NHUNG DINH

Please sign your name: 

Thank you!

We appreciate your participation.

**usability.gov** Improving the User Experience

**Consent Form (Adult)**

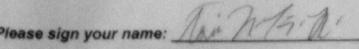
I agree to participate in the study conducted by the [Agency/Organization].

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: November 23, 2015

Please print your name: Tarin Kula Rajper

Please sign your name: 

Thank you!

**usability.gov** Improving the User Experience

**Consent Form (Adult)**

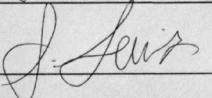
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I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: 11-23-15

Please print your name: Shomari Lewis

Please sign your name: 

Thank you!

We appreciate your participation.

# TEST THREE RESULT

## TASKS

**TASK ONE:** Launch the application and run through the setup process.

**TASK TWO:** At the last step to the setup process, connect the application to the user text messenger and facbook messenger.

**TASK THREE:** Send a message to a nonexistent person name 'Susan', notifying her that you're going to be late for the meeting.

## RESULT

### COMPLETION TIME

USER	TASK ONE	TASK TWO	TASK THREE	TOTAL
SHOMARI LEWIS	20 SECONDS	25 SECONDS	22 SECONDS	67 SECONDS
TORIN ROSIER	20 SECONDS	25 SECONDS	28 SECONDS	73 SECONDS
NHUNG DINH	41 SECONDS	64 SECONDS	34 SECONDS	139 SECONDS

### NUMBER OF ERRORS

USER	TASK ONE	TASK TWO	TASK THREE	TOTAL
SHOMARI LEWIS	0	1	0	1
TORIN ROSIER	0	0	0	0
NHUNG DINH	0	1	0	1

## USER ONE - SHOMARI LEWIS

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### **TASK 1**

User completed the task in 20 sec without any error.

### **TASK 2**

User completed the task in 25 sec with 1 error of tapping the social network icon a second time when it already is connected.

### **TASK 3**

User completed the task in 22 sec without any error. User went with the contact method to search for 'Susan'.

### **SUGGESTION**

Add a check-box next to the agree term of service.

### **GENERAL ANALYSIS**

During task 2, user tap the social network icon a second time without noticing that it is already connected. Lack of confirmation may be cause confusion.

## USER TWO - TORIN ROSIER

### **TASK 1**

User completed the task in 20 seconds, user was a bit unclear of how the Usability testing would go but quickly caught on within sec into the testing.

### **TASK 2**

User completed the task in 25 seconds without any error.

### **TASK 3**

User completed the task in 28 seconds without any error. User went with the search method to locate 'Susan'.

### **SUGGESTION**

Design was a little boring.

### **GENERAL ANALYSIS**

User completed all 3 tasks with little to nothing error.

### TASK 1

User completed the task in 41 seconds without any error.

### TASK 2

User completed the task in 64 seconds. User got confused after tapping the text messenger icons due to lack of a confirmation pop-up. Due to the confusion, instruction were needed to be repeated.

### TASK 3

User completed the task in 34 seconds without any error. User went with the search method to locate 'Susan'.

### SUGGESTION

User have no suggestion for the apps.

### GENERAL ANALYSIS

User was patient and took her time with the task which resulted in a longer completion task than other tester. With very little errors, user completed the task very smoothly.

## CHANGES

Added a confirmation alert after connecting with a social network

Give contacts a generic name for less confusion during test

Reduce color intensity

Use android design guide for a unify feel

Restyle the overall design

New color palettes

# HI-FI V3

UNIMESSENGER | 17

**welcome**

To get started, create a account

[Create an Account](#)

Already have an account?

[Login](#)

About Us | Help

**WELCOME**

## Creating an Account

First Name  Last Name

Username

Password

Confirm Password

Email

Confirm Email

You agreed to our term of service by creating the account.

[Cancel](#) [Create](#)

**CREATE AN ACCOUNT**

## Almost there

Select and login into the services you wish to use with UniMessenger

 Text	 Twitter
 Skype	 Facebook
 Snapchat	 Viber
 Hangout	 Tango
 WhatsApp	 KIK
 Line	 BBM

[Previous](#) [Finish](#)

**CONNECT SERVICE**

## Almost there

Select and login into the services you wish to use with UniMessenger

Are you sure?

Connecting your facebook account with this app will allow it to receive, and send future messages.

[Cancel](#) [Connect](#)

 WhatsApp  KIK

 Line  BBM

[Previous](#) [Finish](#)

**CONFIRMATION**

# HI-FI V3

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Almost there

Select and login into the services you wish to use with UniMessenger

**Facebook Login**

Email  
Password

Cancel Connect

WhatsApp KIK  
Line BBM

Previous Finish

**FACEBOOK LOGIN**

- Search
- CONTACT FEED SETTING
- Friend**  
Wanna have lunch later? **SMS**
  - Friend Two**  
You: See u later **Twitter**
  - Parent**  
Are you going to your sister... **SMS**
  - Friend, Friend**  
Friend: did you finish your... **Facebook**
  - Classmate**  
Did you saw the latest news on... **SMS**
  - Friend, Friend, Friend...**  
Friend: ;) **SMS**
  - Friend Two**  
You: See u later **Facebook**
  - Coworker**  
You: See u soon **SMS**
- SMS** **Facebook** **UNI** **Twitter** **SMS**
- 
- MAIN FEED**

- Search
- CONTACT FEED SETTING
- Friend 1** **Facebook**
  - Friend 2** **Twitter**
  - Co Worker 1** **SMS**
  - Boss** **SMS**
  - Classmate** **SMS**
  - Classmate** **SMS**
  - Friend 3** **Facebook**
  - Sister** **SMS**
- SMS** **Facebook** **UNI** **Twitter** **SMS**
- 
- CONTACT**

Contact Name **SMS**

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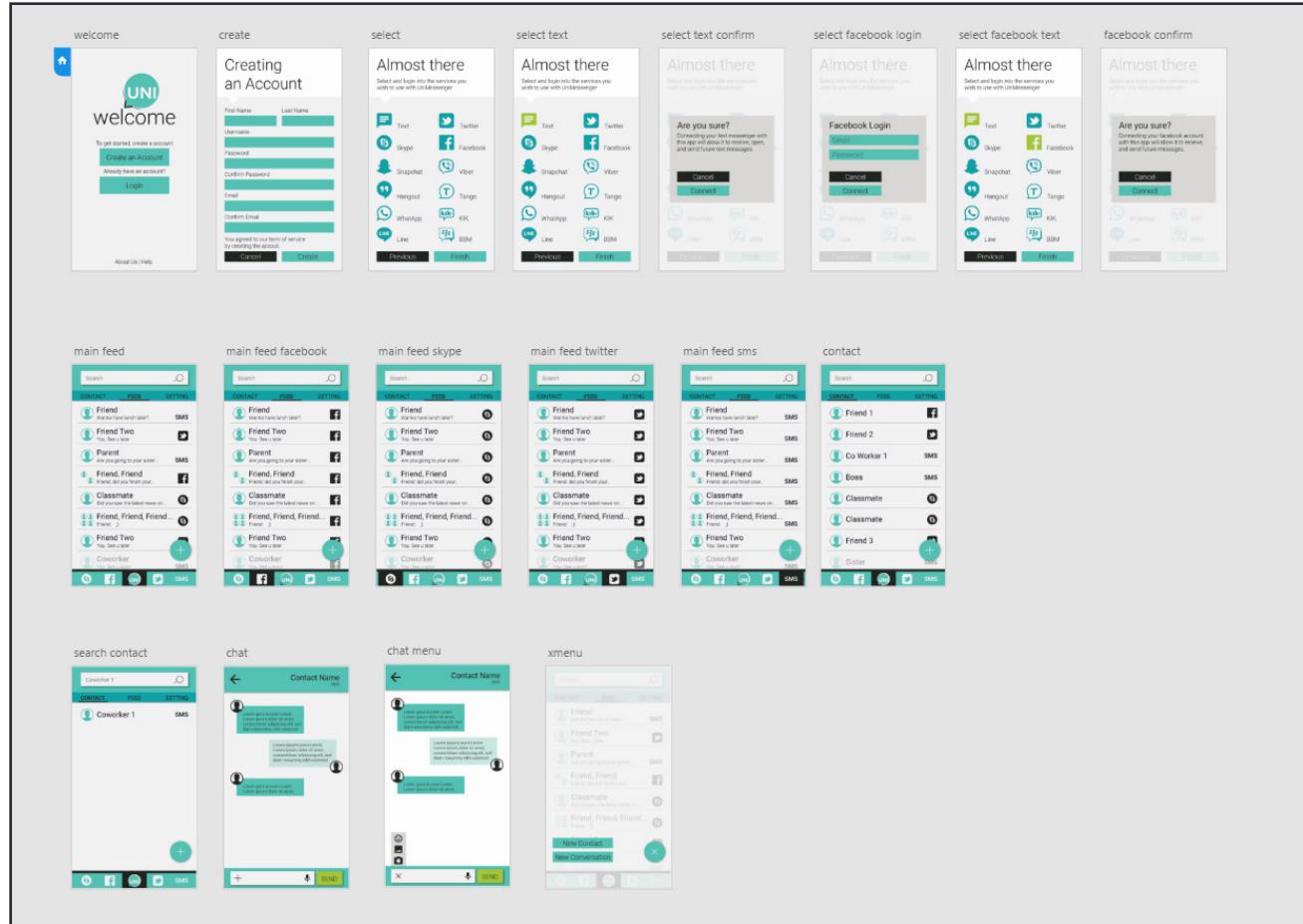
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**CHAT**

× **SEND**

**CHAT**

# HI-FI V3 PROTOTYPE



**LINK**

<https://goo.gl/9EYZ4X>

**FULL PROJECT DETAILS**

[TheTruDesign.com/unimessenger/mobile-app-unimessenger.html](http://TheTruDesign.com/unimessenger/mobile-app-unimessenger.html)