[GemQuest]

a social app that brings ✨*gems*✨ (GEnder MinoritieS)

of color together!
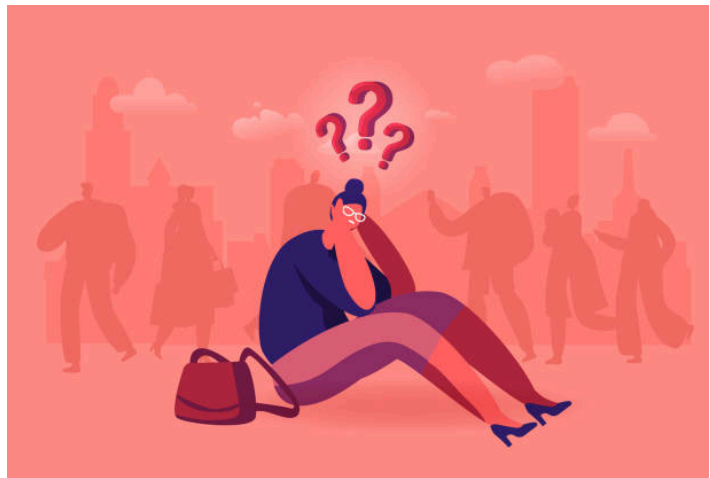
Authors

Vy Nguyen | Gregoria Millensifer | Mayra Zamudio | Kritika Pantha

Introducing: GemQuest

At Cal, many students have found it <u>difficult to find and be involved</u> with their communities. In particular, for **gender minorities (GeMs) of color** who make up a smaller fraction of the student body, it can feel <u>impossible</u>.

That's where GemQuest comes in. GemQuest is an app that lets people **post** and join in-person hangouts called "**Quests**," fostering an inclusive, safe, and fun environment based on their **identity** "**Profiles**." While doing so, users can **earn** "**Gems**" (literally!) to show off their beautiful collection with others!

The Design Process

Interviews

Our Mission

When designing GemQuest, we wanted to make sure that our **key features tackled the hardships of community-finding.** However, this process isn't necessarily always a bad experience! We also sought the good aspects, striving to **keep those ideas** in our app.

Key Questions

First, we wanted to **understand** our target audience better and fully delve into the main purpose of our app. Each person is different, after all!

How has your experience been with being able to connect with people of similar identities?

After getting a sense of who they are, we looked for concrete ideas that might help guide what **features** to implement.

What has helped or not helped you find community- was there any technology that has made it easier to find community (slack channels, discord, etc)?

What would make our app **different** and **better** from others? Even with a strong motive, reality can sometimes be challenging to consider.

What would incentivize you to use the app, meet up with people, etc.?

Seeing as our app is centered around socializing and hanging out, **safety** is an important concern for us.

What information would you like to know beforehand?/Where would you feel most comfortable meeting new people?

There's lots of **devices** out there these days- knowing which one to focus on can be tough to choose.

What device would you prefer to use when looking to connect with other people in your community?

Findings

Our interviews consisted of two female-identifying participants, who we will refer to as Person A and B. Person A is a part of the LGBTQIA+ and Latinx communities, and is an alumni from Cal. Person B is a part of RES Life and the Indian Student Association (ISA), who is still a current student. Their responses helped us decide how to structure: creating hangouts, filling out profiles, and designing game elements.

After synthesizing the two interviews, we found these recurrent themes:

- It can feel intimidating and luck-based to find your community
- SNS & chat rooms help people to connect and learn about each other
- Gamifying the app and earning rewards can motivate users
- Knowing the # of people attending, their backgrounds, the length of an event, and how close it is to campus provide comfortability
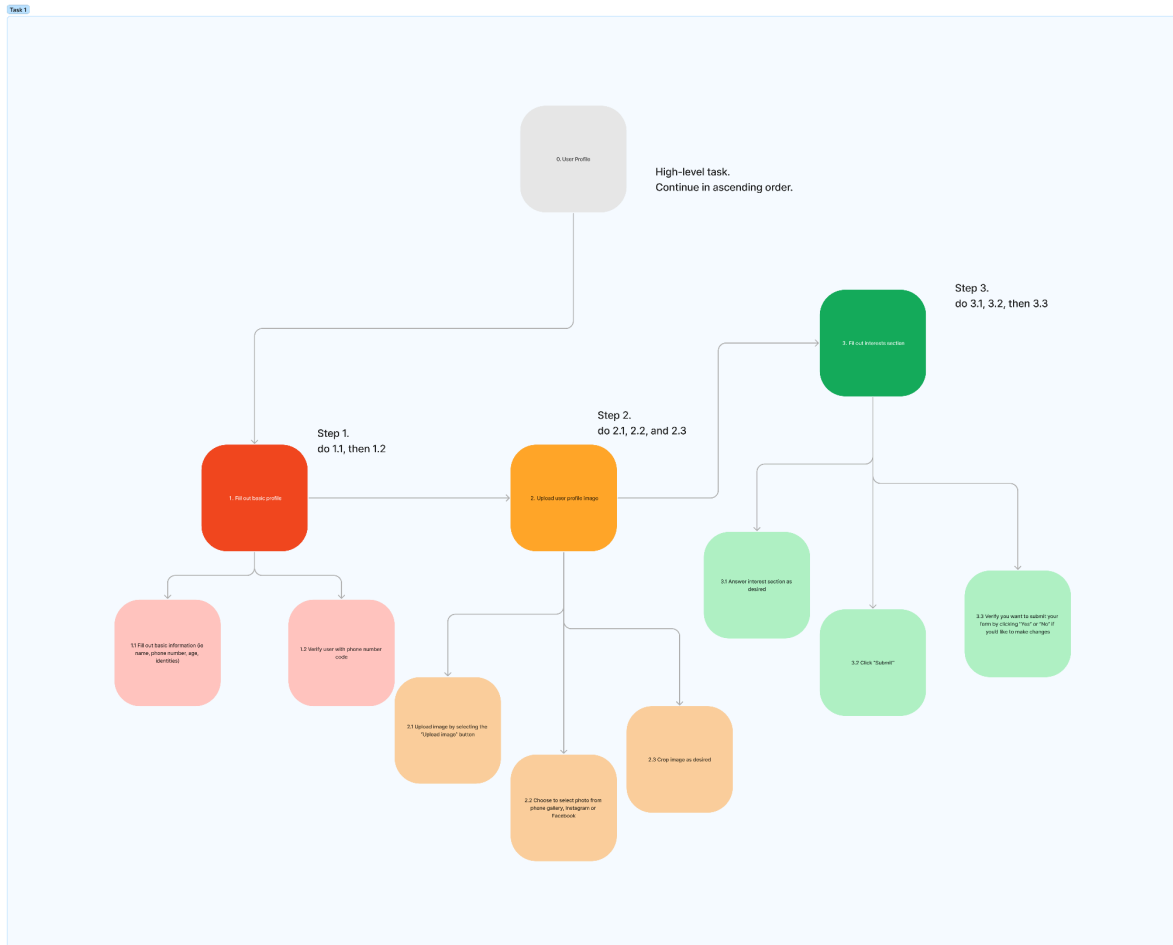- Mobile devices are more convenient

"I don't like hanging out alone; but I also don't want to invite someone to something they may not enjoy. It's embarrassing." - A

"A big community can feel intimidating, and not knowing how a person identifies themselves can be a barrier." - B
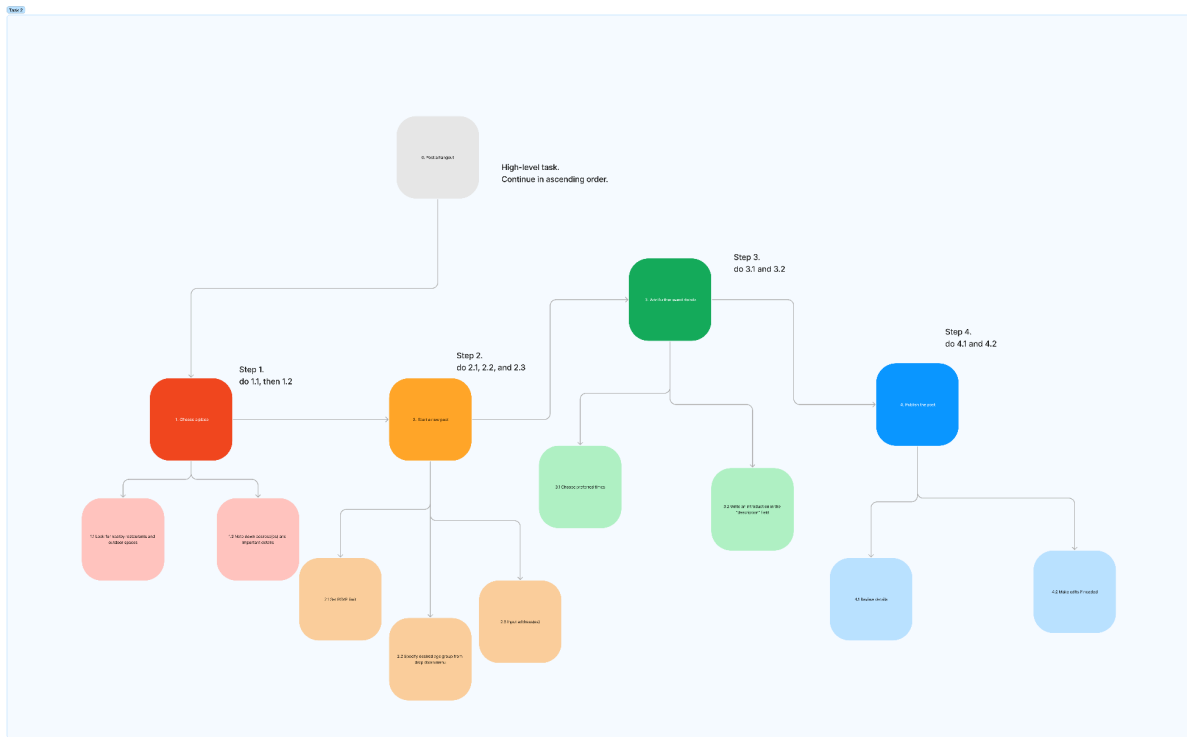
Task Analysis

Task 1 (User Profile)
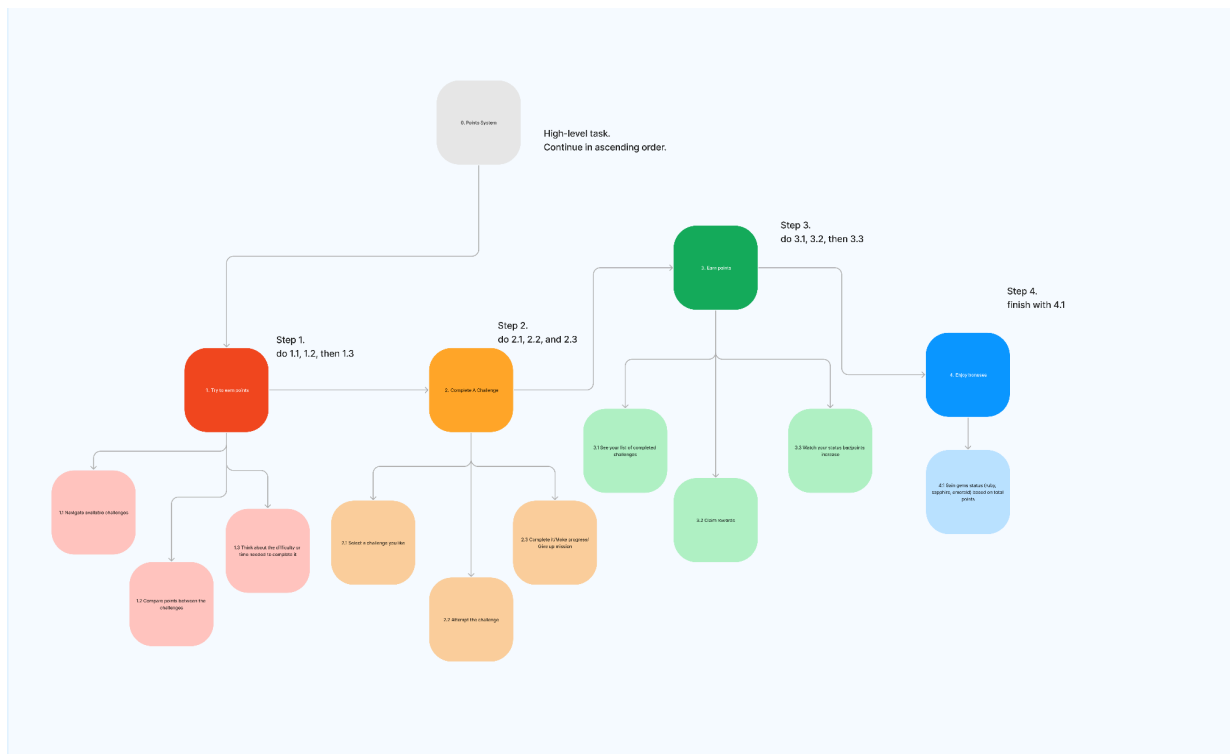

Task 1

0. User Profile

High-level task.
Continue in ascending order.

Step 1.
do 1.1, then 1.2

1. Fill out basic profile

Step 2.
do 2.1, 2.2, and 2.3

2. Upload user profile image

Step 3.
do 3.1, 3.2, then 3.3

3. Fill out interests section

1.1 Fill out basic information (ie name, phone number, age, identities)

1.2 Verify user with phone number code

2.1 Upload image by selecting the "Upload Image" button

2.2 Choose to select photo from phone gallery, Instagram or Facebook

2.3 Crop image as desired

3.1 Answer interest section as desired

3.2 Click "Submit"

3.3 Verify you want to submit your form by clicking "Yes" or "No" if you'd like to make changes

Task 2 (Posting Quests)

Task 3 (Goals & Gems)

Sketches

GEM Quest

Sign In

New User

Create Account

Name*:

Birthday*:

| MM | DD | YYYY |

Email*:

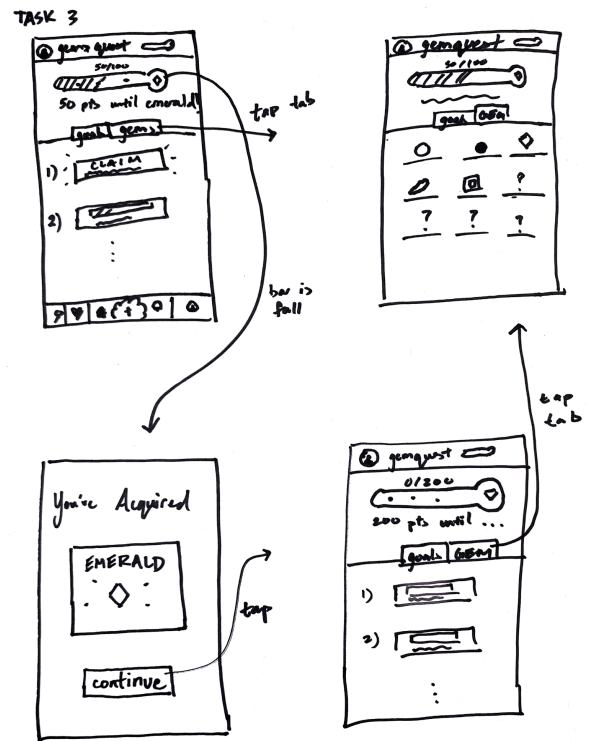@berkeley.edu

Pronouns*:

Password*:

Confirm Password*:

NEXT >

Sketch 1A

Screen 1 (left)

GEM Quest

Build Profile

Ethnic Identity
_____

Do you have pets?
_____

Coffee, tea, or both? Or boba?
_____

Dietary Restrictions?
_____

Comfort meals/food?
_____

Scroll

Screen 2 (right)

GEM Quest

Personality Type:
_____

Top Movie:
_____

Top Show:
_____

Top Book:
_____

Movie, Show, Book Person:
_____

Music Taste:
_____

Top Artist:
_____

Sketch 1B

Sketch 2

TASK 2

GEM quest

upload

title of event

date & time

age group ▼   RSVP limit ▼

address

description

SUBMIT   SAVE

fils up when completed

« August 2023 »
Su Mo Tu We Th Fr Sa
29 30 1 2 3 4 5

4   50
5   55 AM
6   00 PM

GEM quest

EXPLORE

Age group ▼   Date ▼

title   9/8
RSVP ▼ ♡

filters!

Sketch 3

TASK 3

gem quest

50/100

50 pts until emerald

goals gems

1) CLAIM

2)

tap tab

gem quest

50/100

goal gem

○   ●   ◇

?   ?   ?

bar is full

You've Acquired

EMERALD

◇

continue

tap

gemquest

0/200

200 pts until ...

goal gem

1)

2)

tap tab

Sketch 2   *Sketch 3*

Heuristic Evaluations

⚠️Visibility of system status⚠️

- If a user does save a draft of a quest they are making, there is no indication that the quest is a draft (there should be some indication that the quest they are working on is a draft or if its new) {**minor**}
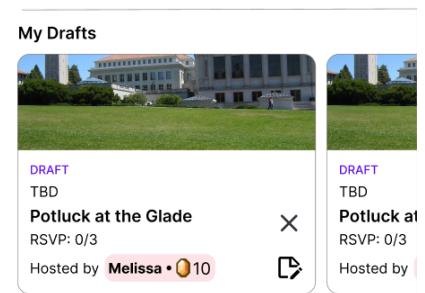
⚠️Match between systems and the real world⚠️

- Usually, when i go to edit my profile on other apps, the edit profile button is at the top with the little pencil on paper icon, but we have it all the way at the bottom which the user has to scroll down to {**minor**}
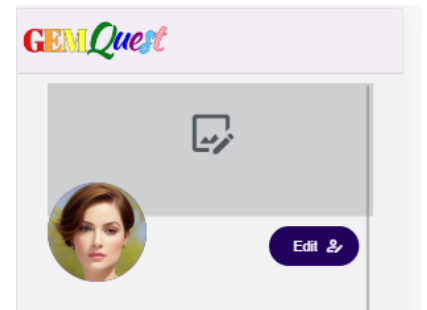
⚠️Flexibility and efficiency of use⚠️

- Some users may only want to fill in required information and explore the app first, so it may be helpful to have the "Save profile" button earlier. {**major**}
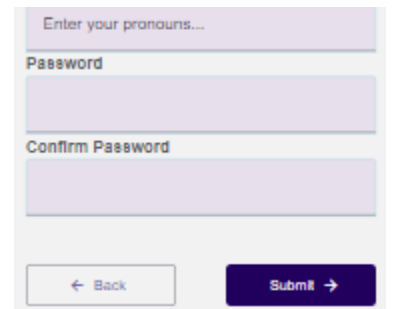
⚠️Aesthetics and minimalist design⚠️

- Home page buttons for "Log in" and "Sign up" appear cluttered with profile pictures and arrows; removing one of these would create a more simple design. {**major**}
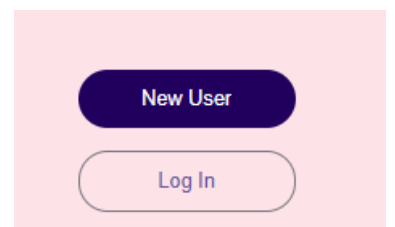
**From our thorough Heuristic evaluation, we also noted that our app doesn't provide documentation / instructions on the gamification concept, so we included "learn more" buttons in our design (figma prototype) to solve this problem. We also made several other changes, such as implementing more "Back" and "Cancel" buttons throughout to give users more freedom. Overall, this was a very helpful step in our design process and informed a lot of frontend changes for our app!
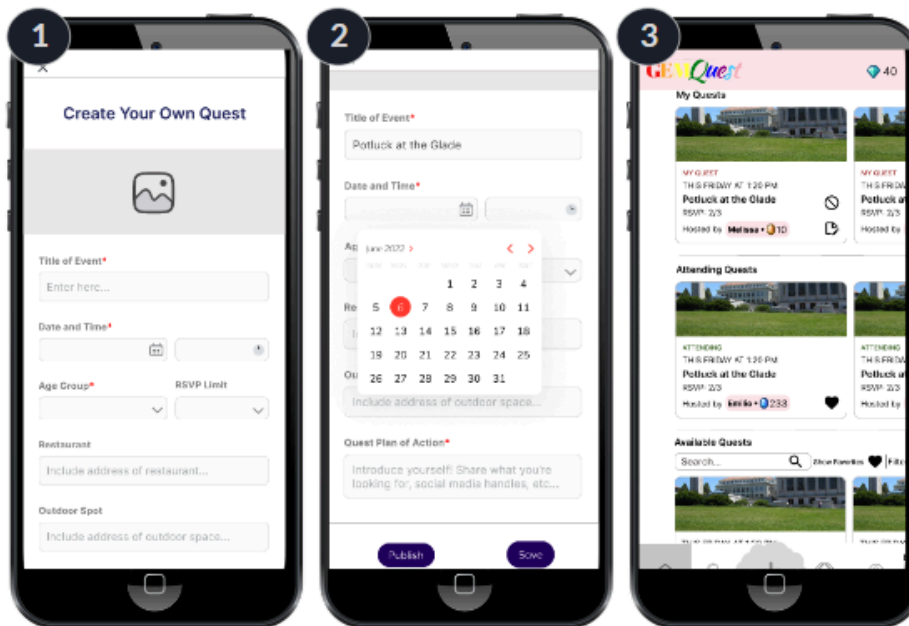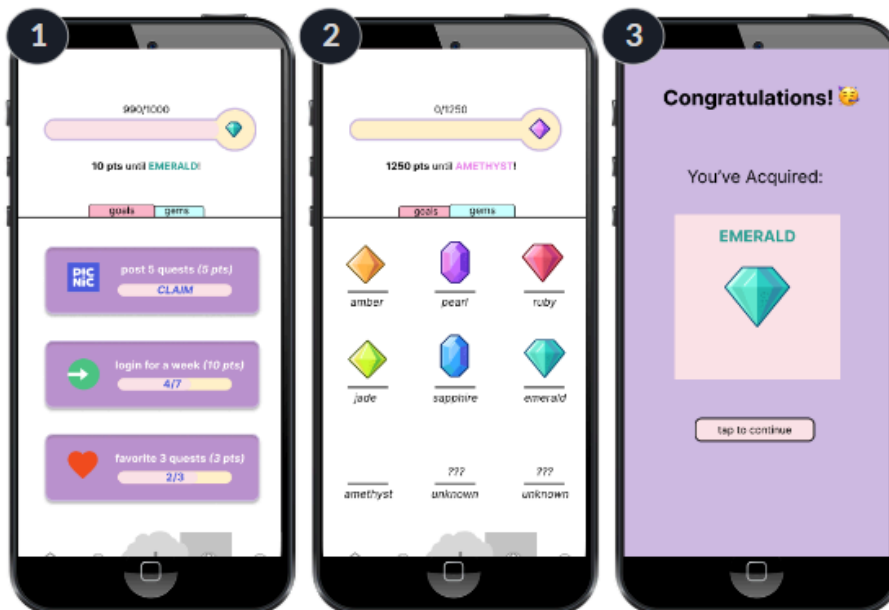
Figma Prototype
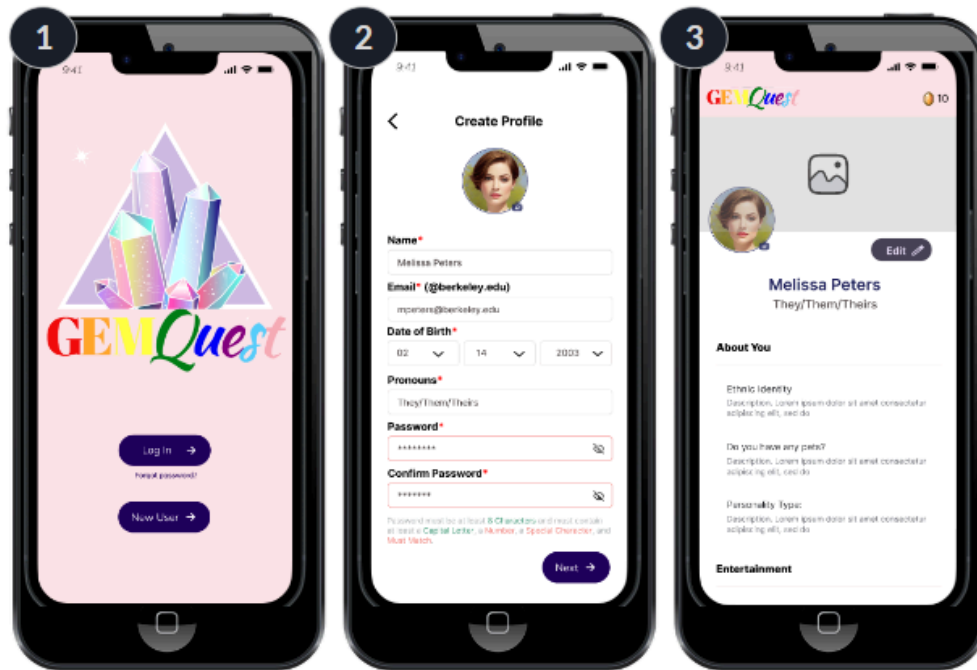
Task 1 (User Profile)

Task 2 (Posting Quests)

Task 3 (Goals & Gems)

App Features

Task 1 (User Profile)

Users will start by **creating a user profile** (identities, interests, hobbies, age). When they first open the app, they will be prompted to create a profile by completing a series of questions. This will help our users **gain background information** of the other users and also be able to meet people in their communities.

GEMQuest

New User

Log In

Forgot password?

Name

Jack

Email

jack@berkeley.edu

Birthday

01/01/2002

Pronouns

they/them

Password

•••••••••••

Confirm Password

••••••••••

← Back

Submit →

Build Profile

About You

Gender Identity:

Enter gender identity...

Ethnic Identity:

Enter ethnic identity...

Personality Type:

How would you describe your personality...

Do you have any pets?

Enter the kind of pet and any other information about your pet you'd like to share...

Food

Dietary Restriction?

Task 1 (screens cont.)

Entertainment

Movie, show, book person:

Enter your movie, show, and book person...

Top Movie:

Enter your top movie...

Top Show:

Enter your top show...

Top Book:

Enter your top book...

Music Taste:

Describe your taste in music...

Top Artist

Enter your top artist...

Clear   Save

GEM Quest

Edit

Jack
they/them

About

Gender Identity:
Nonbinary

Ethnic Identity:
Asian

Personality Type:
extrovert

Do you have any pets?:

Home   Explore   + Quest   Gems   Profile

Task 2 (Posting Quests)

Users can **post a picnic/hangout** at a certain location and RSVP as a host. When making a post, they can add a limit to the number of people that can join. This allows the user to **gain control** over how intimate they'd like the hangout to be. This also allows other users to know beforehand how many users will be attending when deciding to join a meetup.

Task 3 (Goals & Gems)

The app will feature a points system where users can **gain rewards** from completing challenges. We would show challenge progress in the form of a status bar and points in a score. This will **motivate a continuous** use of the app.
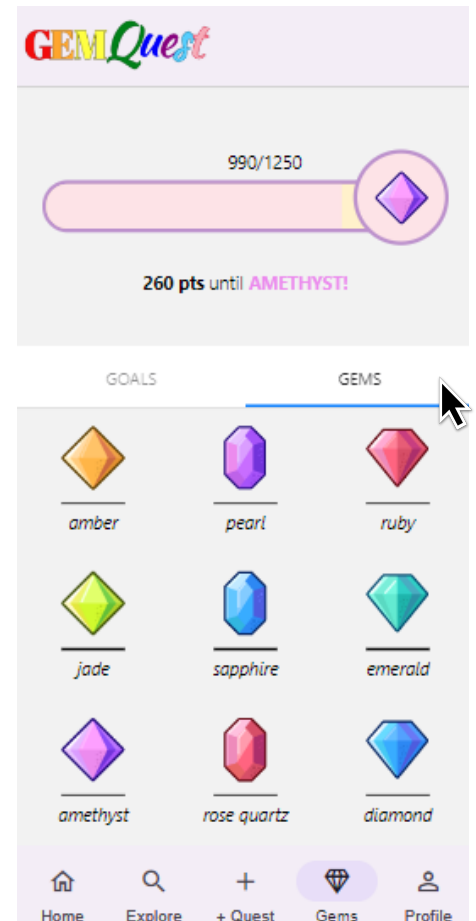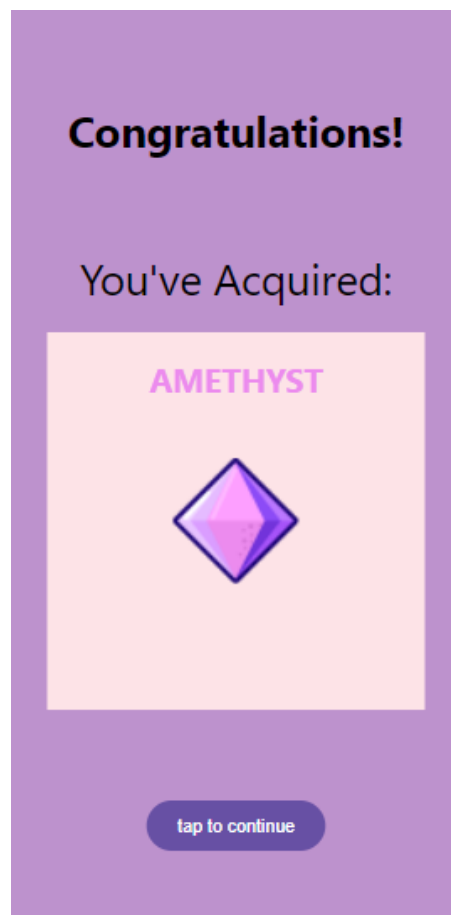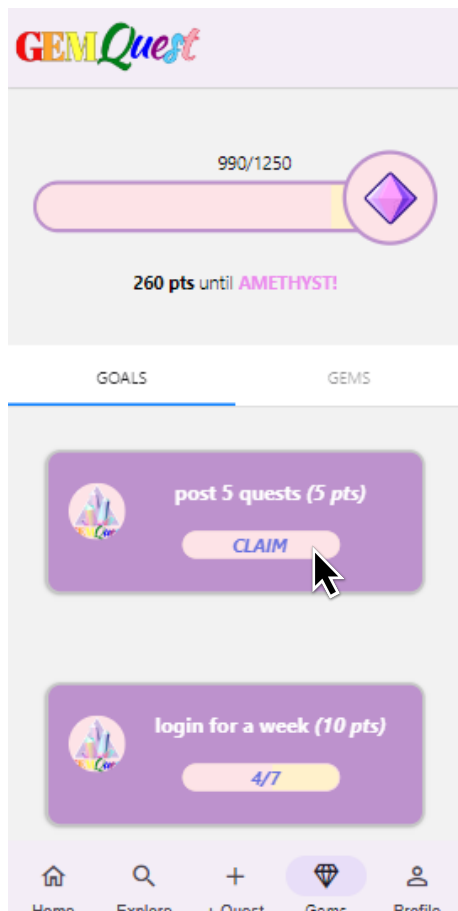
User Evaluation Findings

User Evaluation Studio Critique

We originally did not have a sign-in page. We had primarily focused on the "New User" task. We decided to add this. We did get feedback on the password validation process. Our passwords require a number, capital letter, special character, and a minimum of 8 characters. The user was struggling to meet this requirement because we do not have a "show password" icon. We plan to implement this in future iterations of this app.

Final Presentation Critique

We received positive feedback from the final presentation critique. The idea of incorporating gamification packaged coupled with the dream of unifying the **gender minorities** (GeMs) and **people of color** (PoC) community was well received. We plan to add our Explore page. This page will show different hangout areas and restaurants in the Berkeley area.

Accessibility

Figma Prototype

We conducted an accessibility check on the font colors and sizes using [WebAIM Contrast Checker](). We found that our colored text did not pass the contrast test. We changed the colors to meet WCAG AAA standards. We also changed the font size to be at least 14pt and font weight to be bold for all colored text.

Web Application

We added alt text for all images and logos. We conducted a tabbing order test and found the tabbing order is correct for all screens. We also ran an accessibility check on each screen using the [axe DevTools - Web Accessibility Testing]() chrome extensions and found 0 total issues.

Conclusion

We created GemQuest because we wanted to make finding a community at Cal an easier and more fun process for gender minorities of color who often find it hard to belong in many campus spaces. From our own experiences and user interviews, we noticed gaps in the current methods, including large clubs/campus groups where it was difficult to make meaningful connections and lack of activity in slack/discord channels.

Our intuitive profile and event design is inspired from existing social media applications and minimalist design, but has a personal touch of quirky questions that work as great conversation starters and freedom to craft your perfect hangouts! We hope the gamification aspect with challenges, gem collection, etc. will keep our users engaged, and make lasting connections in their time at UC Berkeley!

Appendix

GitHub