

Case Study

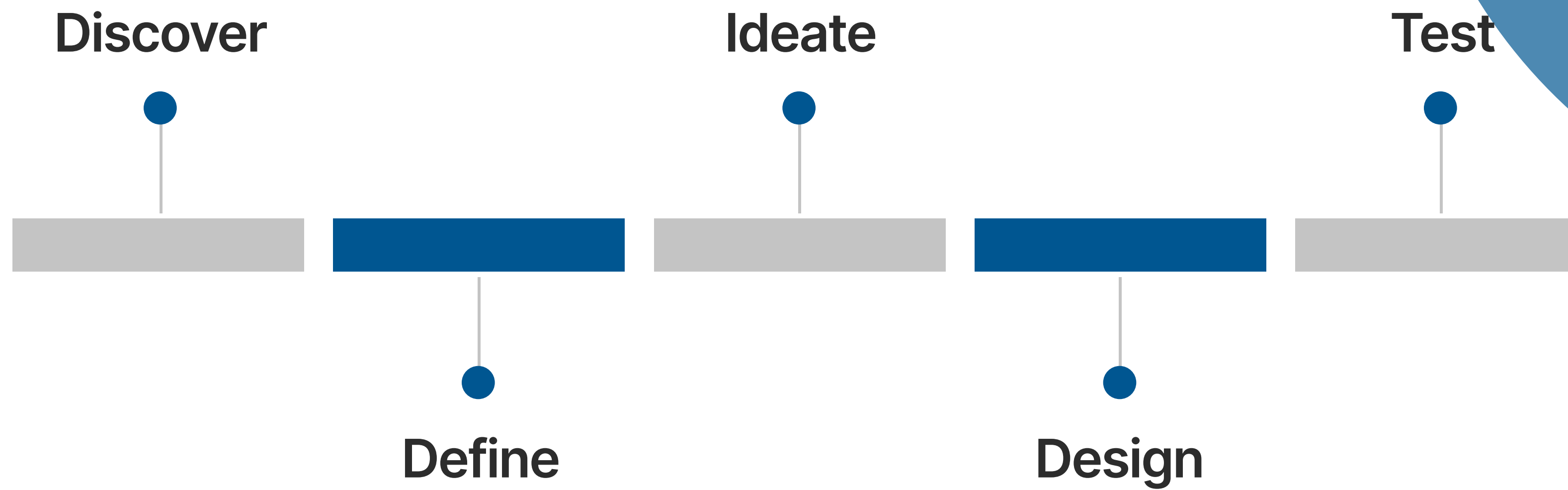
ConnectMe

Discover, connect, and engage with like-minded individuals who share your passions and interests, fostering meaningful interactions and a vibrant social networking experience.

Zarar Afzal



Design Process



Discover



Product Description

ConnectMe is a social networking platform that revolutionizes the way individuals connect and engage with like-minded people.



Project Duration

Project was done over a span of a week as a part of my Product Design Internship at Bytewise

Discover



Problem:

low user engagement and retention. Users are finding it difficult to discover relevant content and connect with like-minded individuals.



Objective:

Curate personalized content feeds and facilitate seamless connections with like-minded individuals, empowering users to discover relevant content and forge meaningful connections within our social networking platform.

Define

User Persona

User Personas are developed to comprehend situations from the viewpoint of the user. I developed a persona to assist in developing the wireframe.



Sarah



28



Waco, TX



Event Planner



Married

"Traveling is not just about exploring new places; it's about connecting with the world and finding pieces of yourself along the way."

About

Sarah is a 28-year-old travel enthusiast and adventure seeker. She loves exploring new places, trying different cuisines, and meeting people from diverse cultures.

Goals & Needs

- Discover inspiring travel stories, seek recommendations, connect with like-minded travel enthusiasts, and find travel partners.
- Personalized content feed, travel-focused communities, location-based search, and events/meetups feature to facilitate connections and trip planning.

Motivations

Sarah aspires to use ConnectMe to easily find inspiring travel stories, join travel-focused communities, connect with fellow adventurers, and plan exciting trips together. She desires a platform that helps her foster meaningful connections with individuals who share her passion for exploration.

Everyday Activities

1. Browsing and sharing travel stories, recommendations, and tips.
2. Engaging in travel discussions
3. Planning trips, exploring destination-specific content, and finding potential travel partners.
4. Attending virtual travel events
5. Sharing personal travel experiences
6. Discovering local travel events and meetups to connect with fellow travelers.

Frustrations

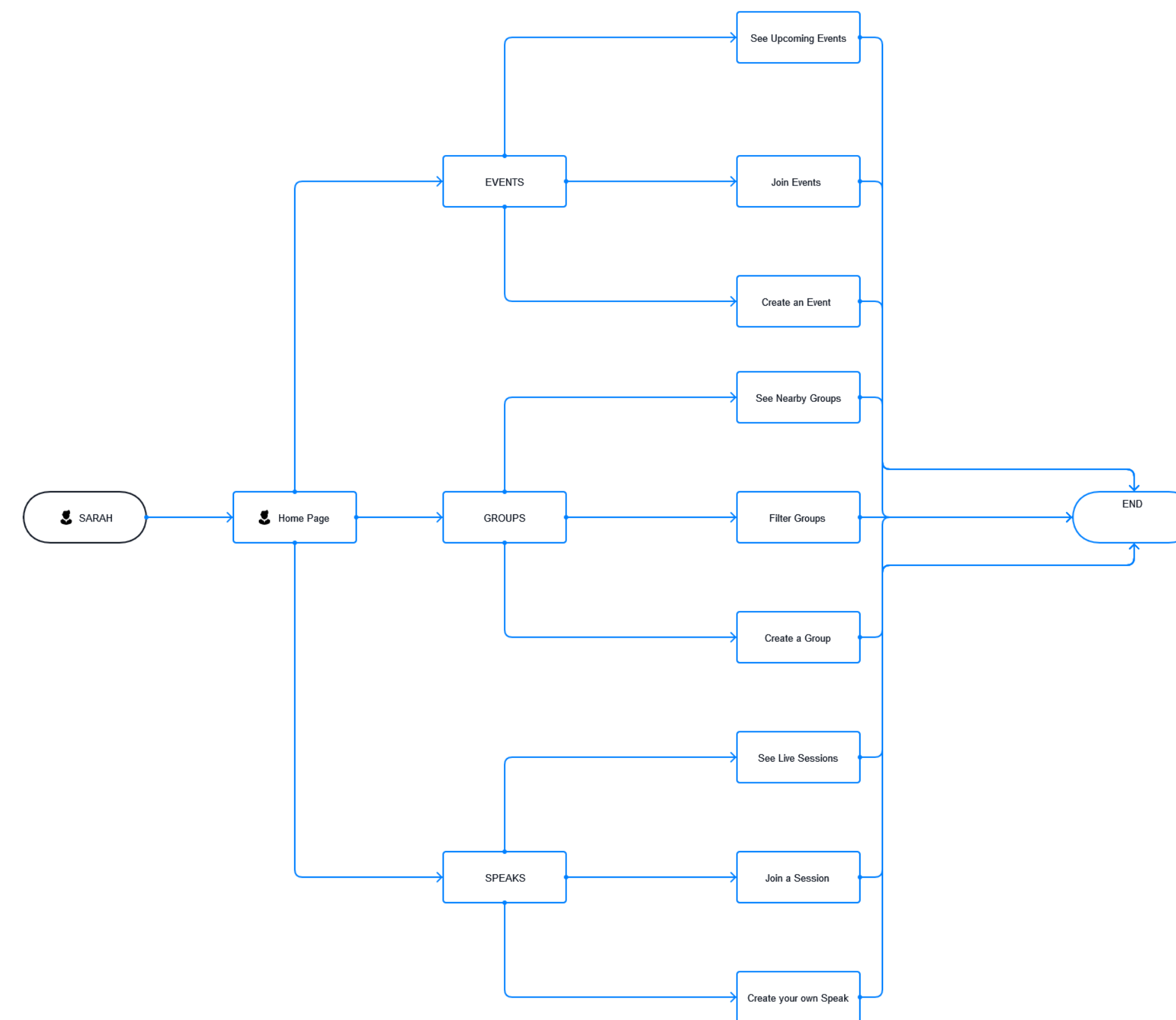
Sarah finds it challenging to discover relevant content and connect with fellow travel enthusiasts on ConnectMe. She wants to share her travel experiences, seek recommendations, and find travel companions, but the current lack of targeted content and like-minded connections hinders her engagement.

Device Usage

- Desktop
- Social Media
- Mobile
- Tech-Know-How

User Flow

User Flow is a representation of the path a user follows in a visual format, providing a user's every step, from the entry point to the final user interaction.



Design

In the design phase, we use the knowledge gathered so far to come up with as many solutions as we can find and also find the most efficient, elegant and effective methods to run and implement those solutions.

Low Fidelity

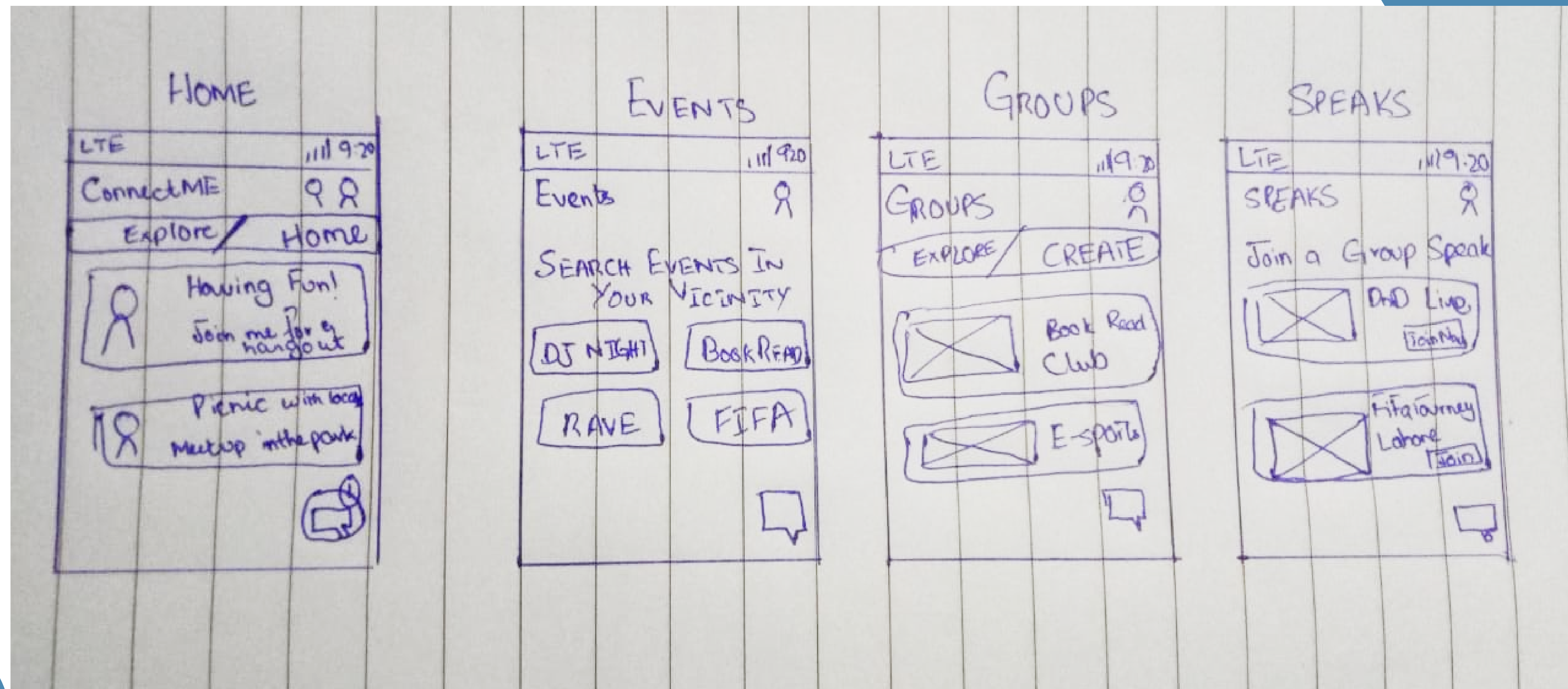
- Paper Wireframes

Hight Fidelity

- Mockup

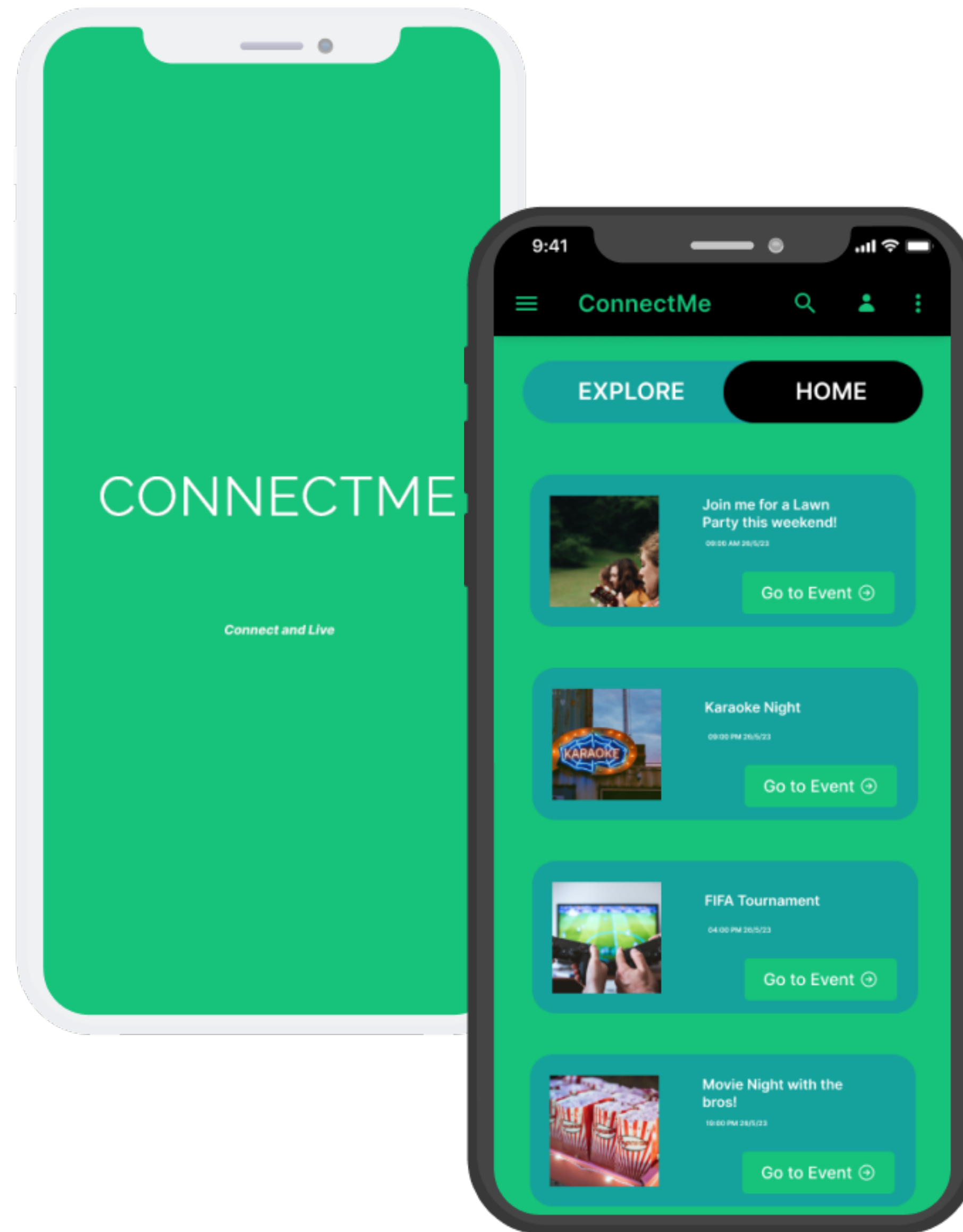
Design

Paper Wireframes



Design

Mockup



Contact



Thank You for reviewing my work