Group 3.14

Kindred

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01

Problem & Target Audience

What is the Problem & Pain Points

Users who form promising connections but fail to develop long lasting and meaningful friendships.

Pain Points:

- Busy and unpredictable scheduling.
- Anxiety in reaching out post-meeting.
- Lack of communication and effort.
- Difficulty finding people they have things in common with.
- Lack of opportunities and structure to consistently maintain connection.

What is the Audience

College and University students (18 to 23) who are open to or want to build meaningful and long-lasting friendships.

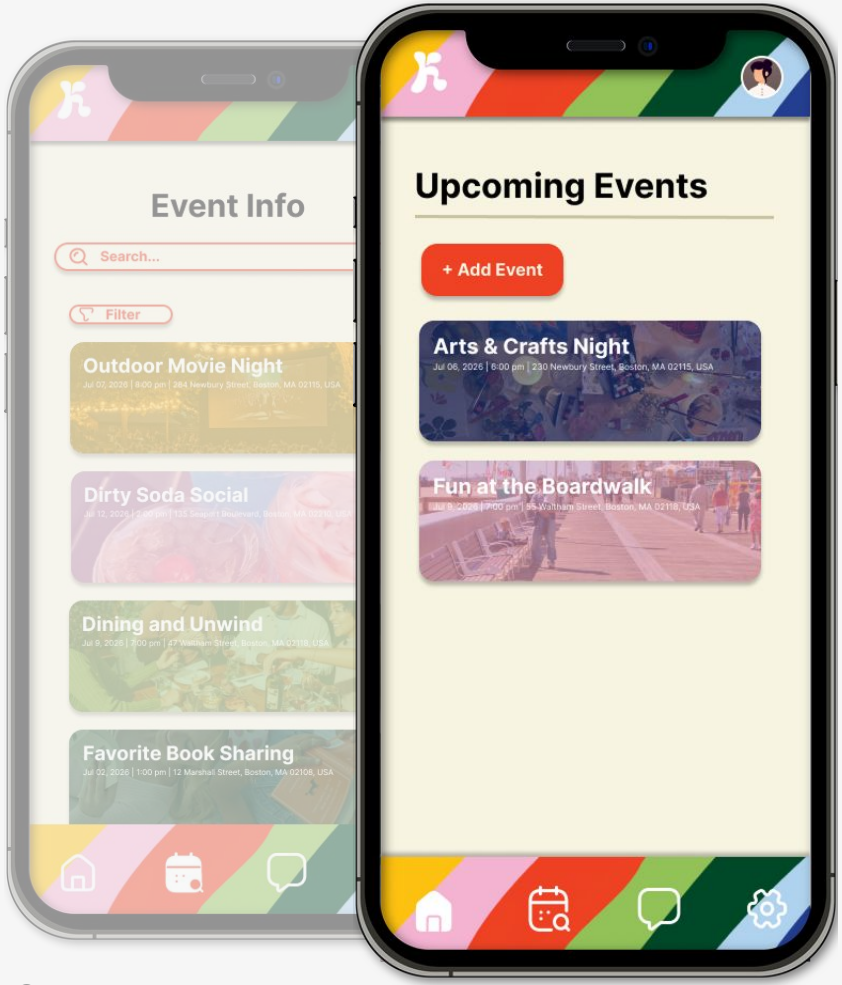
- First years.
- Transfer students.
- Students who have low success in going to school host events.
- Students who have busy or inconsistent schedules.
- Students struggle to maintain connections.
- Students who are looking for a platonic connection, not dating or networking.

02

Solution

Our solution to this problem is Kindred, an app designed to help people find and organize local events that align with their personalities & interests





- Easy to find & register for low-pressure social events.
- Customizable and tailored to your interests and personality.
- Follow-up messaging.

03

Design Process



Interviews

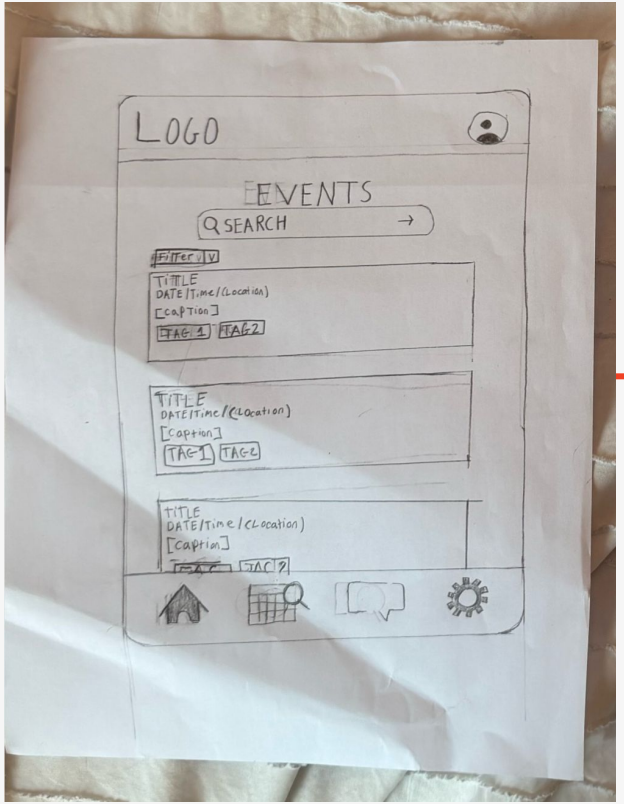
- We identified that users had difficulty meeting new people, time and commitment issues, feelings of doubt and anxiety, a lack of incentive, and friendships that faded.
- We created 2 tasks. Task 1 had the user register to join an event.
- Task 2 had the user set up a new chat with another user.
- These tasks represent common user activity and were sufficient to test our prototype and find possible improvements.



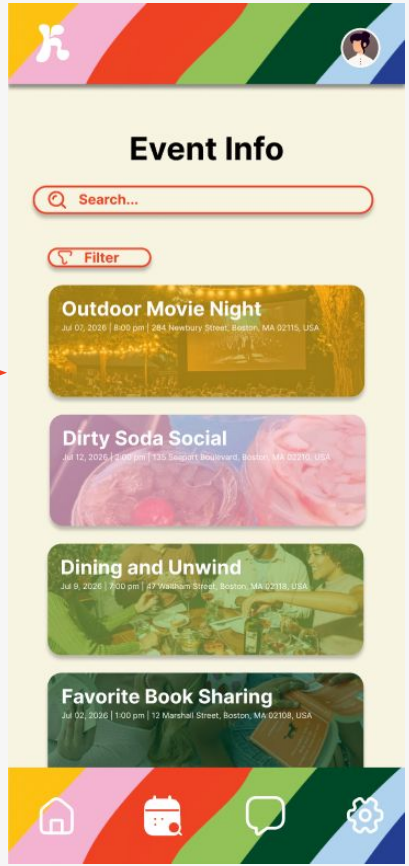
Low-fidelity Prototype

- Users did not click the check box that is required to be selected before registering for an event.
  - Solution: added a red asterisk and if box not checked before registering, a message is displayed
- Users were unsure which page they were on.
  - Solution: highlighting the specific page the user is on

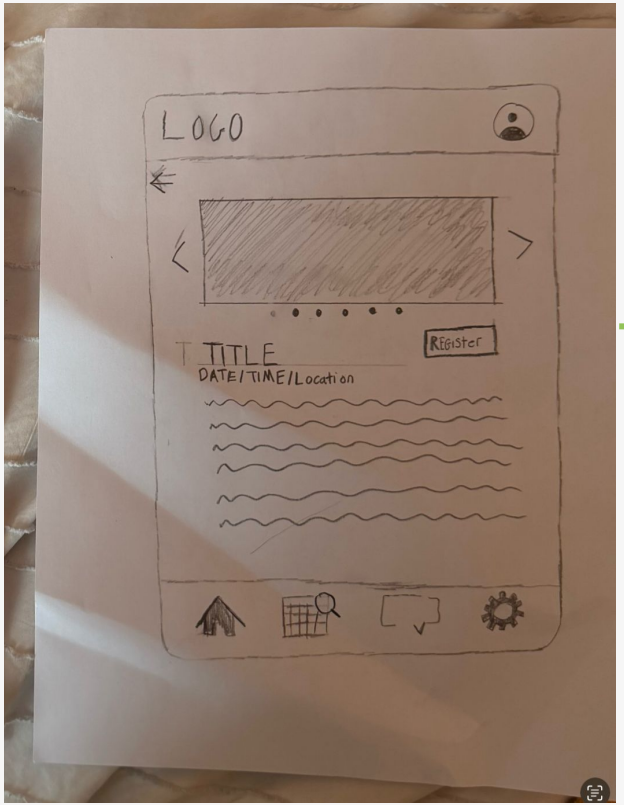
Events Page



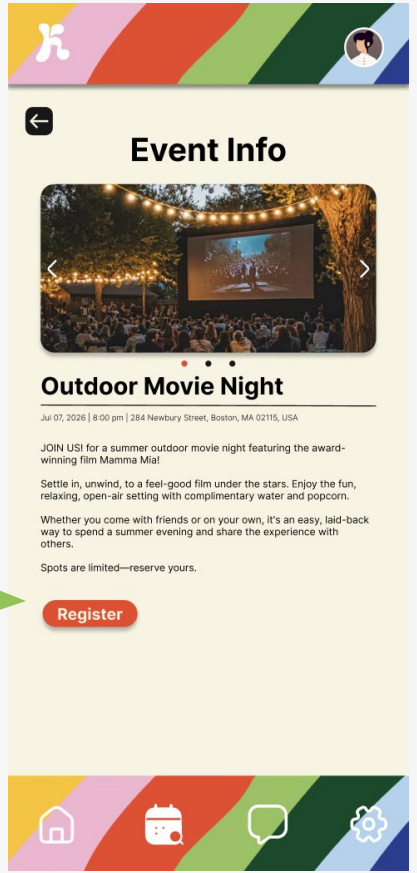
Event cards



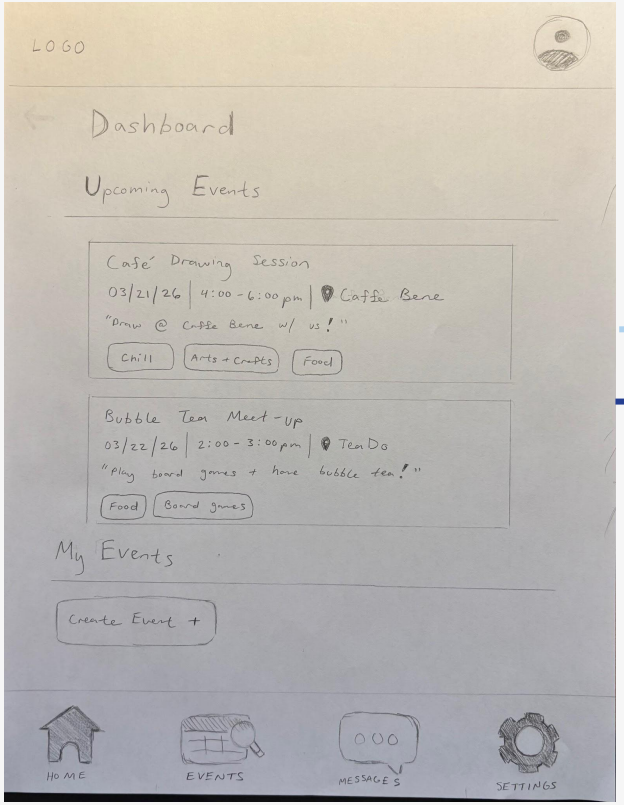
Event Info Page



Change the positioning for better hierarchy

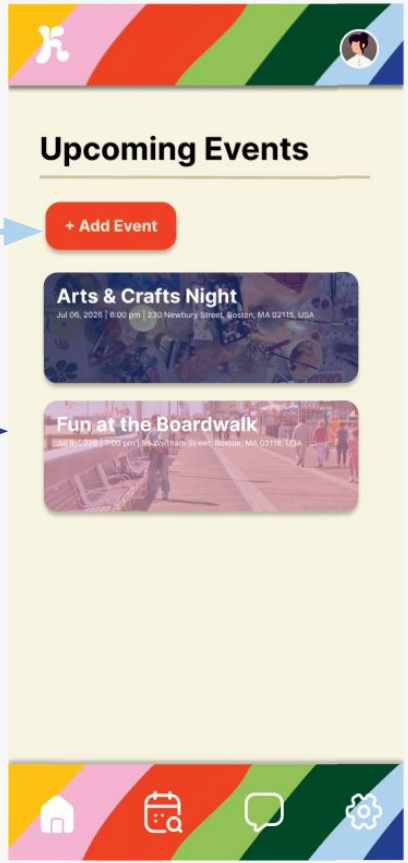


Upcoming Events Page

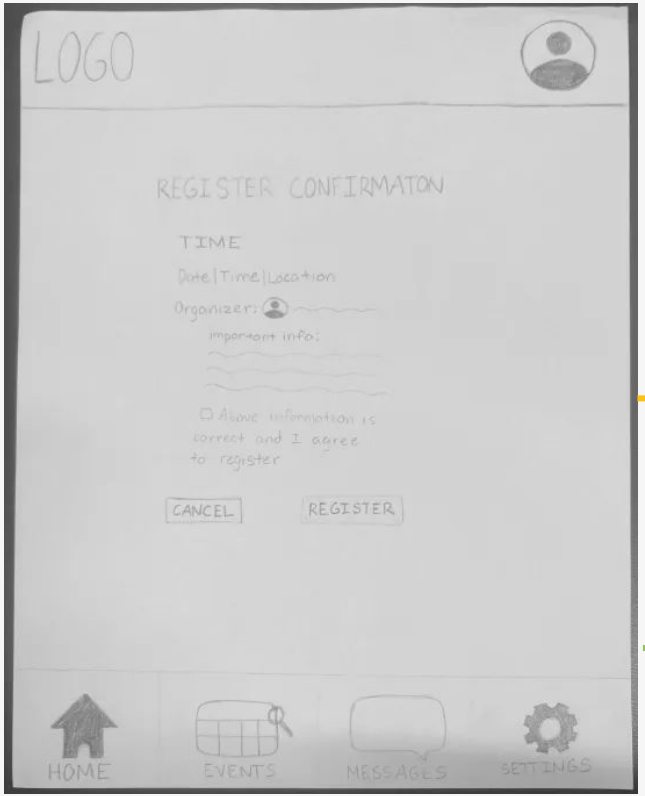


Change the positioning for better hierarchy

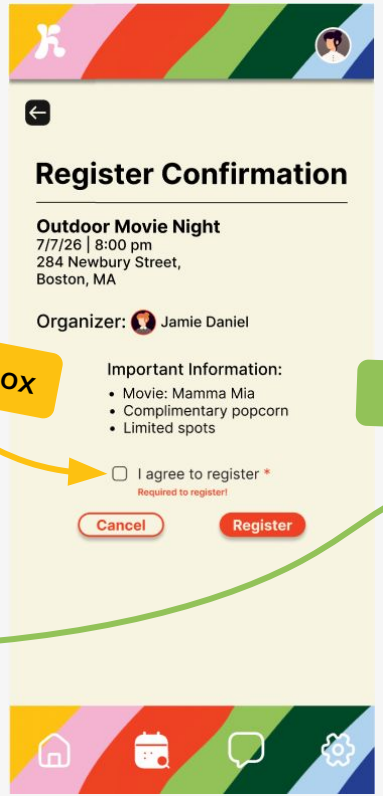
Event cards



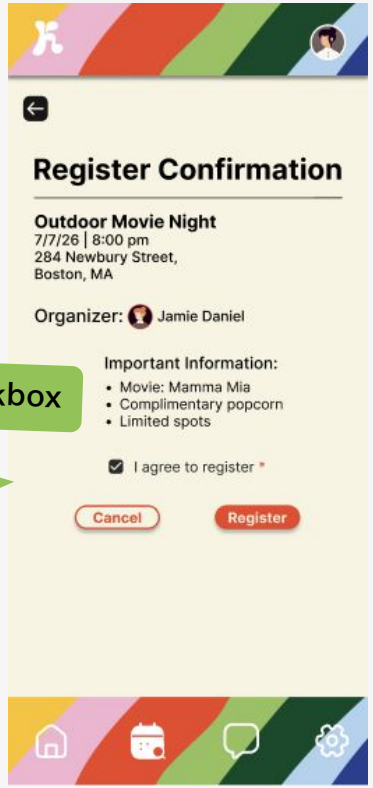
Register Confirmation Page



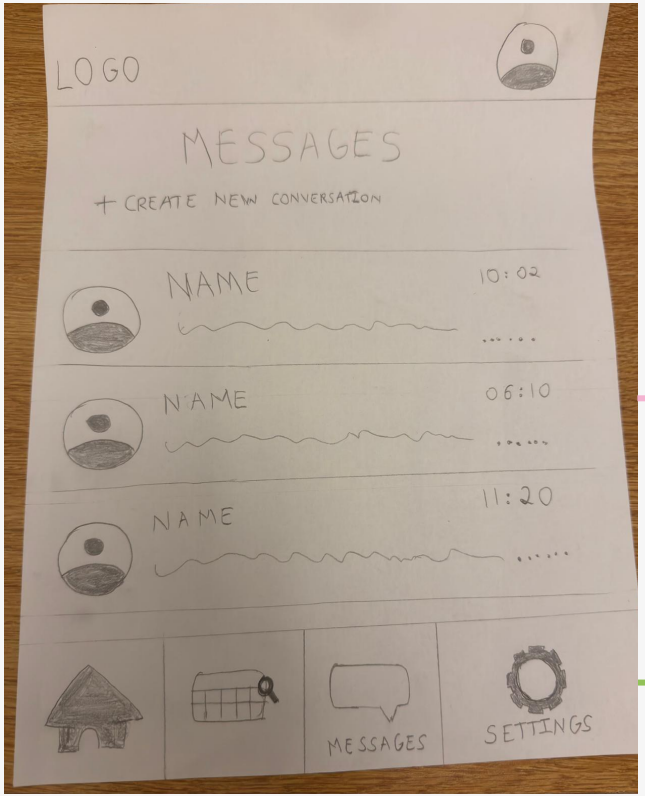
Checkbox



Checkbox

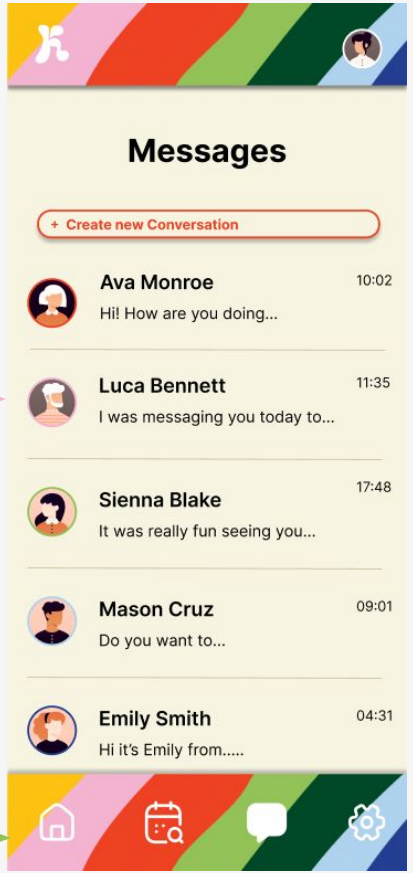


Message Board

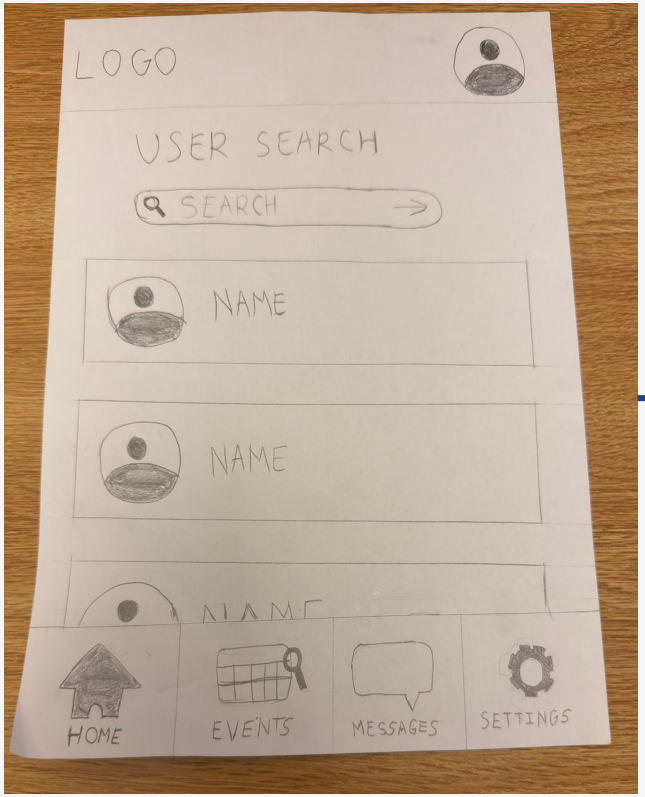


Message contact list

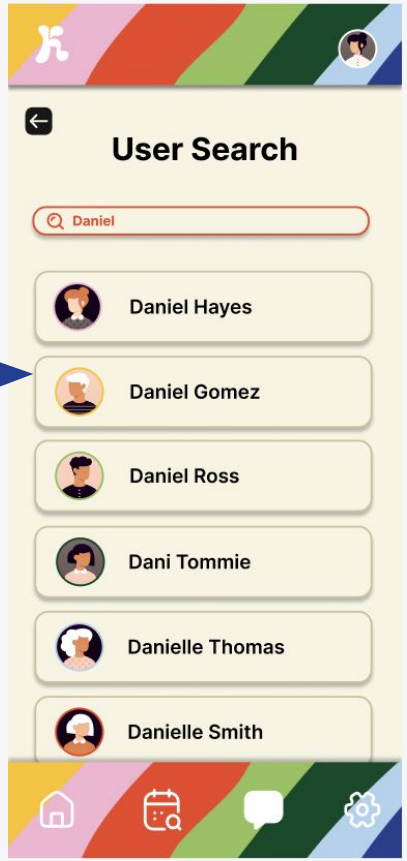
Bottom nav bar



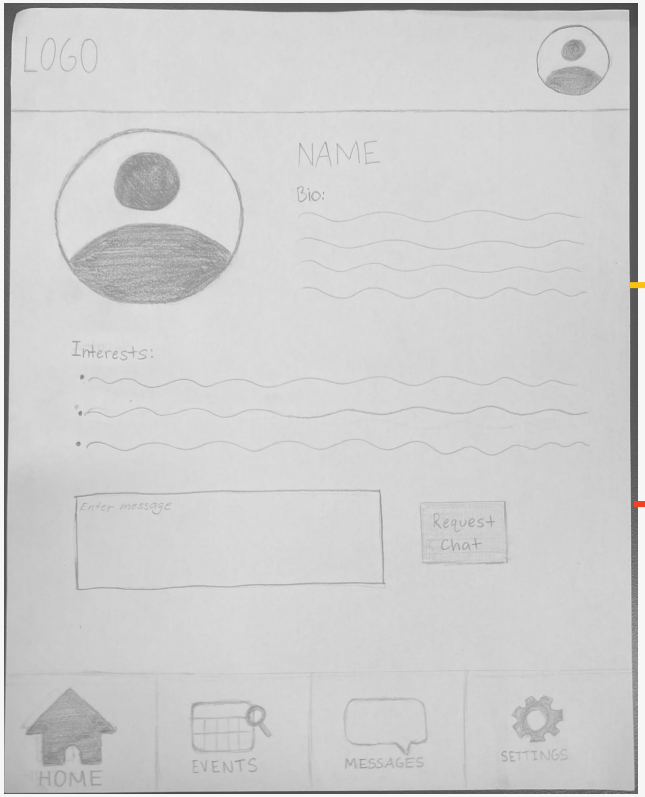
User Search Page



User profiles list

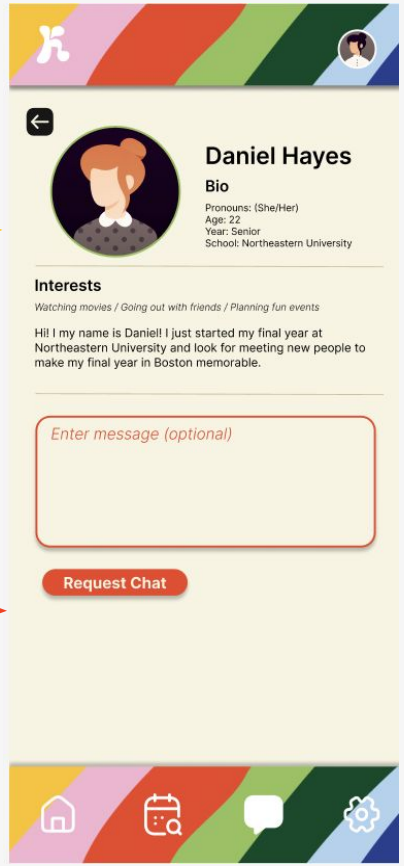


Send message/request Page



User Bio

Request chat

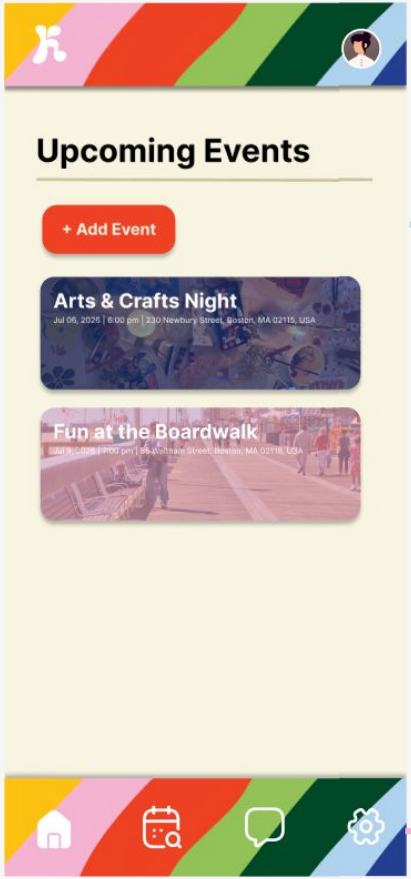


High-fidelity Prototype

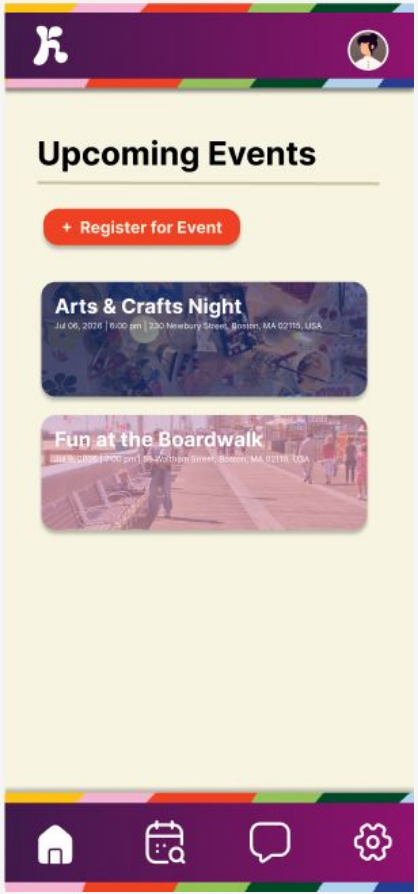
- Users clicked the “Add Event” button on the home page instead of navigating to the events page
  - Solution: replacing the text “Add event” with “Register for Event”.
- Users would have liked a confirmation pop-up after registering for an event
  - Solution: adding a pop-up and a signalling animation.
- Users felt that the colors on the navigation bar made it look too busy.
  - Solution: adding a simple color gradient bar on top of the navigation bar.



Before



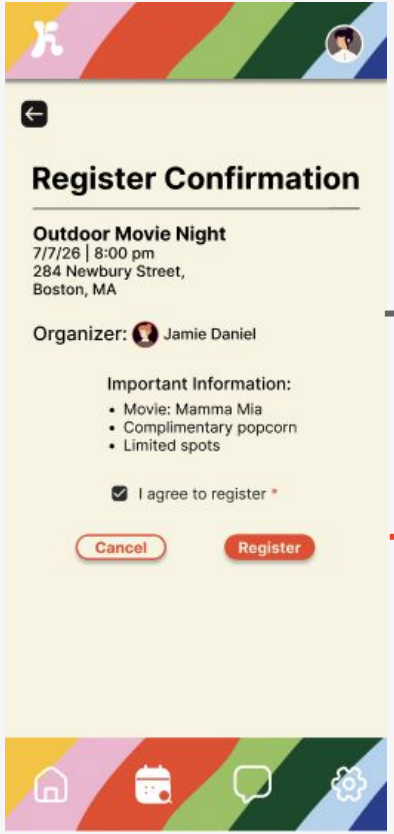
After



Register for event button

Navigation bar

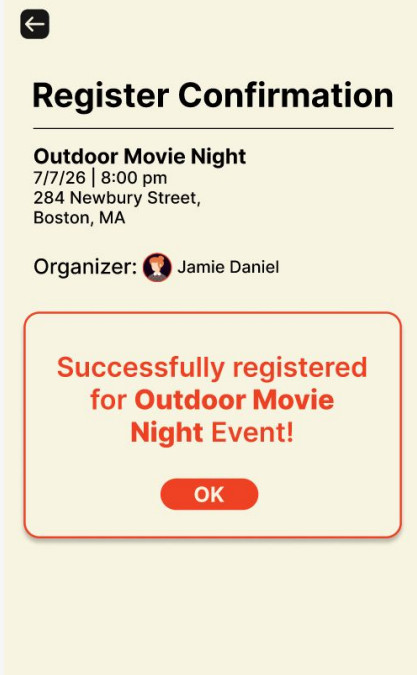
Before



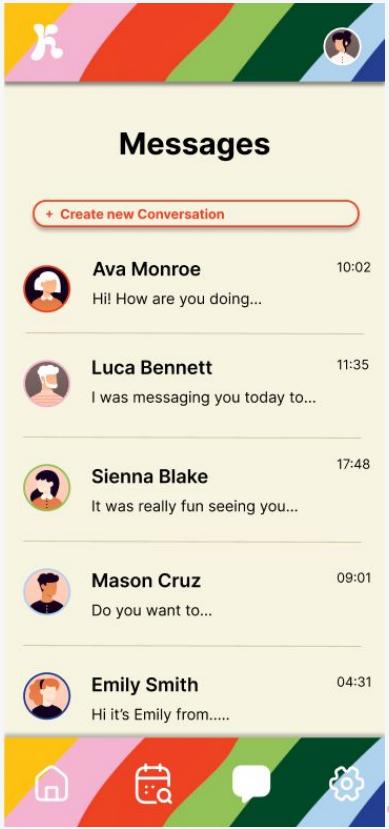
Would immediately return to dashboard

Pop-up confirmation

After



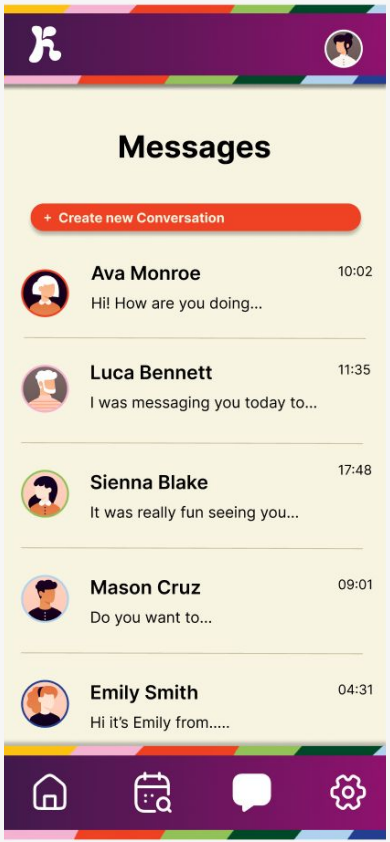
Before



Changed button color

Navigation bar

After

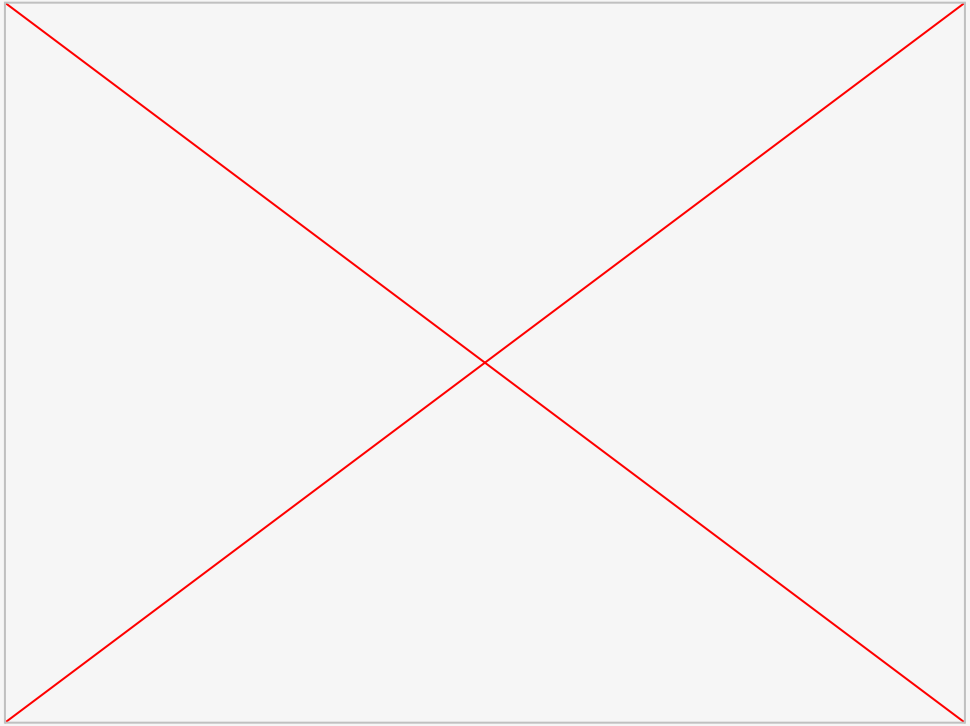


04

Demo



Figma



05

Reflection of Future Opportunities

If We Were to Start Over:

- Try to appeal to a more specific type of user.
- Make our interfaces to be more obvious and direct.
- Add accessibility features so our app could be used by every type of user.
- Experiment more with different color and design choices.
- Add more animations.
- Add more security features.



Thank you!

(We are now open to any questions)

