

April 2020



DUX ASSIGNMENT 1

PROPOSAL

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Approved by: God



ABOUT TALKACTIVE

A social media chatting app where texts are limited and users are instead required to take a video of whatever they choose to do, to interact with other. This concept is meant to tackle mental wellness has the potential to be used after covid, as this app acts as an alternative to the usual messaging platforms where users mainly text or call each other.

OUR MISSION AND VISION

To encourage users from around the world to put themselves out there and help foster communication with others worldwide through similarity pairings. We aim to bring an open and inclusive chatting community.

NAME RATIONALE

Why did I pick such a simple name, well let's break down the word, Talk means to speak in order to pass on information from one person to another while Active is meant to means to be engaging and energetic. By putting these two words together, TalkActive, it is meant to promote active conversation or interaction between people from all over the world.

Research

2a. Which COVID-19-related solution are you planning to work on

My app is intended to help promote mental wellness. So I will be subsequently targeting Mental Health.

2b. Why did you choose to work on this concept?

The reason why I wanted to target this concept is that Covid has made all of us very closed off due to the mandatory quarantine in our homes where we all experienced feelings of loneliness and isolation. Not to mention, that there were months when all of us were isolated from our friends and our daily routines were drastically interrupted. This app can help boost mental wellness as it encourages users to put themselves out there and interact with others

2c. Benefits to retaining this solution post-COVID-19

As my app is intended to work like a normal social media messaging app, users are still able to continue to use it as such. All features in my app were purposefully placed to ensure that it would be usable in any case regardless of the event. My app will still continue to promote interaction among users and act like a normal messaging app.



What makes my app stand out

Instead of the usual way or form of interaction which is over text or call, my app requires users to instead take short videos of themselves in order to interact with each other. The reason for this is that I personally find that we are unable to convey our true emotions and intentions when we text each other, so the next best thing would be to take videos where users are able to talk and show their surroundings but in addition to the conventional texting, posting of stories and calling, my app will introduce users to those who have similar likes or dislikes as them as a way of fostering better and longer-lasting bonds. Last but not least, my text prompts for new users. This is so as to help break the ice and make users more comforted knowing that my specialised text prompts are there to start or guide the conversation.

DESCRIPTION

A brief summary and introduction to TalkActive



3a. Summary of proposed enhancements to be made, explaining why this is still useful post-COVID-19

As mentioned before, users will first be required to answer a series of questions that will ask them things like their favourite color, they're hobby, they're secret talent or even their thoughts regarding a specific event. Afterwards, an algorithm will match them to other users on the platform who have similar answers as them. Once a 'Link' has been formed, users will then be able to start conversing with their chosen 'friend'. Additionally, conversation prompts and starters will be provided to host smoother conversation. But the main focus would be that users take videos of themselves instead of just texting each other. Even after COVID, it can still be used as a normal messaging app that centralizes around taking videos

3b. Who are your target audience and how can your app help them fulfil their goals?

My app is open to anyone, youths, adults or even seniors but mainly centralized around attracting youths and teenagers. Young people these days are always finding new alternatives and ideas, my app provides another solution that is very overlooked.



FEATURES:

Mobile Phone App:

1. Chat with others online, through taking a video, messages are limited to 5 per day
2. Linking system that pairs users by their similar answers
3. Provides default starting conversations based on common likes or hobbies
4. Users are able to post stories and look through their galleries of the videos they have taken with TalkActive
5. Profiles of users require them to take a short 15 second video of themselves either explaining a fun fact or their hobby
6. Users are required to fill up a short questionnaire to help algorithm pair them up
7. Users are also able to look through other users stories and like or thumbs it up!

Apple Watch App:

1. scroll through other users stories on their Feed
2. Message others
3. Record a video, meaning being able to look through iPhone's camera and being able to take a photo or video
4. Look through their gallery or videos they have filmed using TalkActive

COMPETITIVE ANALYSIS

Competitors: 5a. BeReal, Telegram, Omeagle

Similarities between me and my competitors:

My competitors all share a common factor, they are all in the social media messenger industry, identical to my theme. They aim to ensure connectivity between users around the world by utilising text, video calls, voice call and photos

What makes them my competitors:

All our apps share similar features but here is a short introduction to what these apps really are.

BeReal is centralised around taking a single photo from both your front and back camera each day as a way of keeping streaks. Additionally, users are also able to comment on each other's posts. But BeReal is not as popular as other messaging apps like Whatsapp or Telegram

Telegram is a very popular and well known messaging app that even I use on a day to day basis. Their interface is easy to navigate and the addition of their stickers is what made them as famous. Telegram allows anyone to design their own stickers and upload them into the app, not to mention, that they're custom language packs where they change the wordings and headings of your app interface to suit your liking and the addition of multi coloured themes.

Omeagle is a video calling app where users on the platform can be randomly put together in a single call. People mainly like it for that fact that random people are pitched together with them and that they get to interact with users from all over the world.

What makes me stand out from them:

My app contains a variety of features that come from all these other messaging apps, my specialised algorithm and text prompt make my app exclusive and uncommon hence attracting new users





DESIGN RATIONALES:

The reason for specific design choices

DESIGN RATIONALE

For my design rationale, I wanted to go with a bubbly sort of comfortable home like feelings. So with that, I designed my own background image items and pieced them together. As for the round shapes, research suggests that rounded shapes or circles are commonly associated with positive feelings. I wanted my app to radiate a sense of comfortability and relaxation

COLOR RATIONALE:

As for my color rationale, I chose warm colors like orange red and yellows as a sense of comfort and warmth. Additionally, it is shown that colors like yellow is a sign of friendship and camaraderie. For my blues, I wanted it to show a sense of calm and inviting vibes so I also added purples as they are the closest color next to blue and also purple represent qualities like wisdom and royalty.

USER JOURNEY

Phase of journey	Sign up for TalkActive	Set up your profile and answer the 'Get to Know You Better' section	Continue to use, chat with others
Actions What does the customer do?	<div>Enter Username</div> <div>Enter Password</div> <div>Enter email,</div>	<div>Put profile picture</div> <div>Enter in name and basic information</div> <div>Introduce yourself, basic description</div> <div>Answer the set of questions</div> <div>Submit the questions and wait for a 'Link' up</div>	<div>After 'Linking', chat with friends</div> <div>Record video stories</div> <div>Browse through 'Feed' and enjoy</div>
Touchpoint What part of the service do they interact with?	<div>Sign up/ Login</div> <div>Sign up/ Login</div> <div>Sign up</div>	<div>Profile</div> <div>Description</div> <div>Introduction</div> <div>Linking Process</div> <div>Linking Submission</div>	<div>Chat</div> <div>Video Recording</div> <div>Feed</div>
Customer Thought What is the customer thinking?	<div>Starting off the app now</div>	<div>Other users will know how I look like</div> <div>Users will get to know me better</div> <div>I am setting the TalkActive algorithm. Link me</div>	<div>I can start chatting with others!</div> <div>Trying out a new messaging format</div> <div>I can see what others are doing!!</div>
Customer Feeling What is the customer feeling?			
Process ownership Who is in the lead on this?			
Opportunities	<div>Apply autofill to make beginning process faster</div>	<div>Allow transference of data from other apps</div> <div>Allow a separate set of questions each time users re-enter they're answers when 'Linking'</div>	<div>Possibly increase number of messages per day</div> <div>Allow for stickers to be used</div>

PERSONA

“ Tough times never last but tough people do. – Robert H. Schiuller ”

BIO

Jadon is a determined and ambitious individual that is not afraid of taking up any challenges posed. His open-mindedness and willingness to constantly improve himself makes him a responsible and reliable individual that will always make sure to finish tasks to the best of his abilities.

AGE

20 Years Old

PROFESSION

University Student

FAMILY

Single

LOCATION

Singapore, SG

GOALS

To pursue his passions in music and exercise

FRUSTRATIONS

- > Feels restricted due to medical conditions
- > Demanding and bossy workplace environment

MOTIVATION

- > Explore different ways to earn extra revenue
- > His passion in fitness motivates him to strive
- > To constantly work to improve his skills and stay relevant

10%

Introvert

90%

Extrovert

70%

Empathetic

70%

Thinking



Jadon
Ngai

DAY IN A LIFE OF JADON

Day In The Life Of JADON

8:00am - Wake up and head to school



9:00am - Reach school and check TalkActive



2:00pm - Finish class and head out to a cafe, chat with others in TalkActive and have a quick meal



3:30pm - Freshen up and meet TalkActive friends at the park



6:00pm - Reach home and rest



8:00pm - Continue chatting on TalkActive and head to bed



EMPATHY MAP



DEMO VIDEOS

For both digital and paper prototype



DIGITAL PROTOTYPE

https://ivid2.np.edu.sg/media/Digital+Prototype+Demo/1_sqmjeitb

PAPER PROTOTYPE

https://ivid2.np.edu.sg/media/Paper+Prototype+Demo/1_5fbbnnpr





REFERENCES

Figma Link:

https://www.figma.com/file/qOGIw2kkXuNTP7IqiOP42H/DUX_Assg1_P03_Prototypes_Jolie-Ngai?node-id=226%3A1893

Links & References

About the colour Yellow:

https://www.business-standard.com/article/news-ians/crack-colour-code-celebrate-friendship-aug-4-is-friendship-day-113073000499_1.html#:~:text=Yellow%3A%20Yellow%20is%20known%20as,a%20bright%20and%20lively%20personality.

About the colour Blue:

<https://www.verywellmind.com/the-color-psychology-of-blue-2795816#:~:text=Because%20blue%20is%20favored%20by,sign%20of%20stability%20and%20reliability.>

Questions to make new friends:

<https://www.mantelligence.com/questions-to-ask-a-new-friend/>

About the colour Brown:

<https://www.verywellmind.com/the-color-psychology-of-brown-2795816#:~:text=A%20sense%20of%20strength%20and,dependability%2C%20security%2C%20and%20safety.>

Mobile UI Kit:

<https://www.figma.com/community/file/836596421863073964>

Apple Watch Reference:

https://www.google.com/search?q=40mm+apple+watch+screen+dimensions&rlz=1C1KNTJ_enSG950SG950&sxsrf=ALiCzsb0pxqym0fFsVU9nriIoeWoqnnbwQ:1653381404666&tbm=isch&source=iu&ictx=1&vet=1&fir=mhkO8oauGZMK1M%252CQFbG6hDVA6iUwM%252C_&usg=AI4_-kRGqPU3JZTP7cqdw9eGIwPuIDW5Q&sa=X&ved=2ahUKEwj_qbba3f-f3AhUeSCwGHQpbDzMQ9QF6BAGGEAE&biw=1920&bih=929&dpr=1#imgrc=dCnXIaPrUeZQBM

Reasons for round shapes:

<https://www.sciencefocus.com/science/why-do-we-find-circles-so-beautiful/>

Color Palette

Fire Bush (YELLOW): EBA031
 Periwinkle Blue (BLUE): 8AA4FF
 Dark Beige (BROWN): AA8E65
 Blue Chalk (BLUE): E5EDFF
 Hippie blue (BLUE): 6595AA
 French Beige (BROWN): A67F5A
 Artclick Blue (BLUE): 0500FF
 Biloba Flower (BLUE): 9DA7FF
 Twilight (BLUE): 4B5299
 Burly Wood (BROWN): DFB996
 Dusty Rose (RED): D17171

Submission Links:

Visme (Persona):

https://my.visme.co/editor/Q0IYNFo5Y3IIRXcyUC8yNGpiamcrZz090jo7IRvtM4ISf9uB61_iU49c

Creately (Empathy Map):

<https://app.creately.com/d/fR1YyqK6jAp/edit>

Canva (Day in a life):

https://www.canva.com/design/DAFBbohoCJs/qDdROU_C4DHKbiZX4fNllw/edit

Miro (User Journey):

https://miro.com/app/board/uXjVOy2Hwhc=

Figma (Mobile):

<https://www.figma.com/file/qOGIw2kkXuNTP7IqiOP42H/DUX-Assignment-1?node-id=226%3A1893>

Figma (Iwatch):

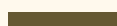
<https://www.figma.com/file/qOGIw2kkXuNTP7IqiOP42H/DUX-Assignment-1?node-id=242%3A2363>

REFERENCES

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Designed Images:





THANK YOU

TALKACTIVE