

presentation

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Interface Design | GRDS-387-A01  
Holly Quarzo | Spring 2016

# Story

Melissa Park is an international transfer student from Korea who came to the US to pursue her Bachelor's degree at Georgia State University. Melissa **has been having a hard time adjusting to a new environment.** She has been suffering from **depression** and **anxiety disorder** since she was in Korea. She is **new to the culture**, and she also **missed the opportunity to make as many friends as a freshman during a freshman orientation would do because she is a transfer student.** Melissa claims that she is "stuck in between" a **group of Korean and a group of non-Korean, Anglophone students.** She **feels she is a close friend with neither of the groups.** From time to time **she is afraid she would end up having no close friend in this country she is not familiar with.** She would like to reach out to Anglophone students so that she could strengthen her English skill but she is **afraid their Anglophone peer would make fun of her accent.** Her reading, writing, and listening skill

is decent but her speaking skill is not. **Whenever she has to explain herself, she would much rather write it down than to verbalize it.** All these things on top of her **academic,** and **financial struggles** make her feel so stressed and worsen her depression and anxiety. She thought of going to the counseling service available within the school but she did not end up going because **she would feel pressured to say everything on spot and forget most of the things she would like to say.** Despite her hardships, **she couldn't tell much about them to her parents because most of the time they do not understand much about the cultural differences from Korea to the US.** Since her parents live on the other side of the globe, there is only so much their parents can do. She also would prefer not to share it with her parents because she doesn't want her parents to think they have wasted so much of their money to make her go to the country she is not familiar with and suffer so much.

# Pain Points

1. Hard time adjusting to a new environment and a new culture.
2. Not feeling comfortable verbalizing her thoughts in English on the spot, feeling more comfortable writing her thoughts down rather than speaking.
3. Feeling isolated.

# Brag Points

1. Providing a stepping stone for an international student to express their thoughts in written language rather than having that pressure to do so verbally on the spot in the language they are not familiar verbalizing with.
2. Providing a bridge to an international student who wants to reach out to local students.
3. Providing a bridge to an international student who struggles to reach out to the counselor within their school due to the language barrier.
4. Providing a bridge to a local student who is willing to help an international student out.

# Targeted

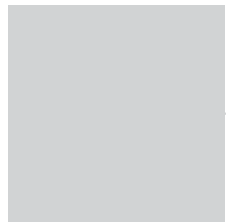
## Users

- Students studying abroad who are having hard time coping with the cultural and social differences, and language barrier (Primary)
- Local students who want to reach out to International students
- Faculties (teachers and/or counselors working within school)

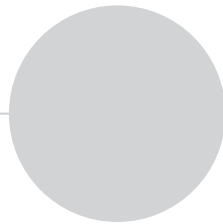
## Devices

- iOS and Android devices

# Flow Diagram



Welcome screen



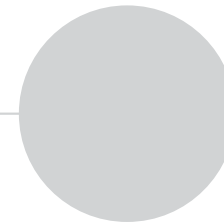
Input name and .edu email, tap next



System stocks input



General Status (International or Domestic; Student or Faculty)



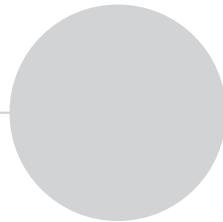
User can tap the categories they belong



The system stocks input, pulls out topics the user could follow



Concerns that the user have (topics the user can follow)



The user can tap some of their concerns



The system stocks input, pulls out people the user can follow based on the user's inputs



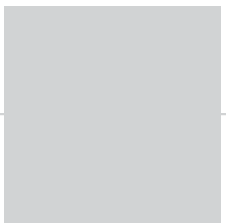
People the user can follow based on the concerns they have (paginated cards)



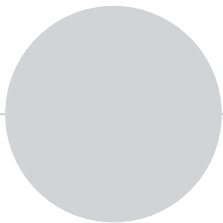
User can swipe through and tab follow button if they wish to follow some people



The system stocks input, pulls out the page asking permissions to have access to native phone features



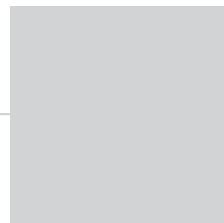
Permission to access to the native phone features



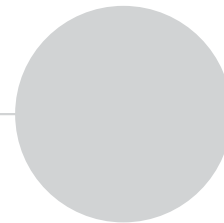
User can allow/not allow access to the native features



The system stocks input



Home page



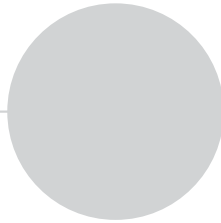
User can tap the write button



The system pulls out the writing page with keyboard



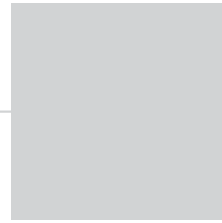
Writing page with the drop down menu, post their writing anonymously and share it to the counselor(s) working within their school



User writes things down, and tap the drop down menu to see more functionality



The system pulls out the drop down menu with write and translation options



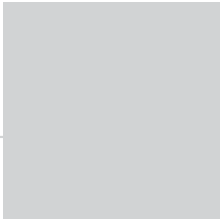
Page with drop down menu that has options to write or translate



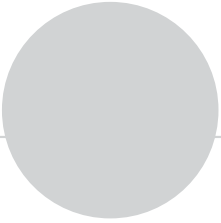
User can type a sentence and click "Translate" button



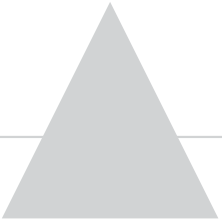
The system pulls out the translation



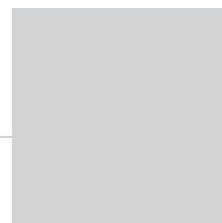
Page with translation functionality and the button to forward the translation to the writing page



User can type a sentence and click "Translate" button



The system pulls out the translation



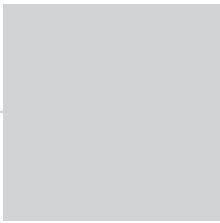
The page with the translation



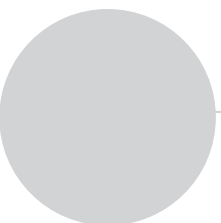
User can click the forward button to copy and paste the translation to the writing page



The system copies and pastes the translation to the writing page



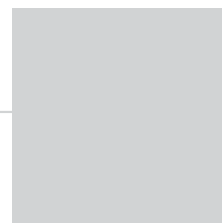
The writing page with the user's writing



User taps the "Post" button



The system pulls out grammar correction functionality



Proof reading page with grammar errors underlined in red



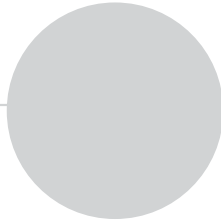
User can long press the errors to see the correction



The system generates corrections



Proof reading page  
with suggested  
grammar correc-  
tion



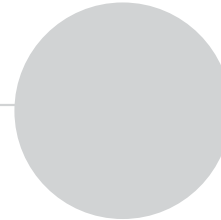
User can tap the  
correction



The system cor-  
rects the error



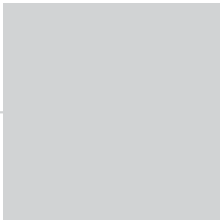
Proof reading page  
without grammar  
errors



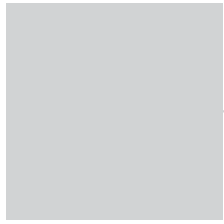
User can tap "Post"  
button



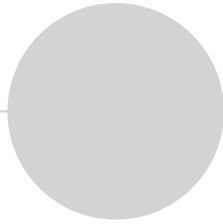
The system posts the  
writing anonymously  
and sends the concern  
to the counselor's Inbox



Success alert



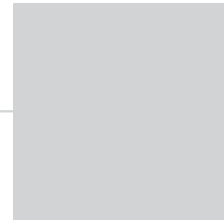
Home page with new notifications



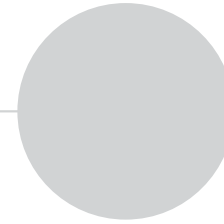
User can tap the notification tab on the tray navigation



The system pulls out the list of notification



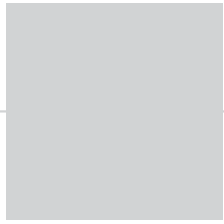
Notification page – new comments on the user's post



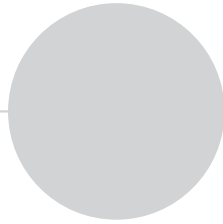
The user tabs the new comments notification



The system directs the user to the comment section of their original post



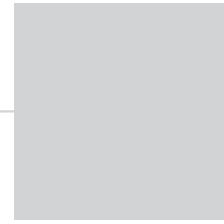
The comments on the user's post



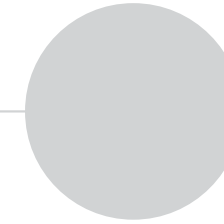
The user can read each comment and tap the reply button next to the comments to reply



The system pulls out the keyboard



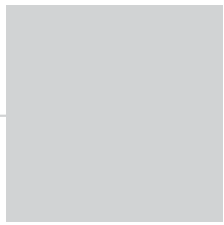
Comment section with keyboard



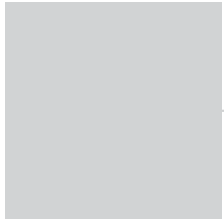
The user can type their reply and tap "Post" to post it



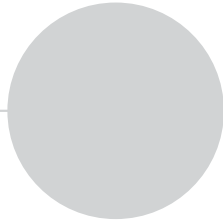
The system posts their reply



Page with the user's comment posted



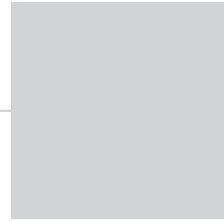
Home page with new message notification



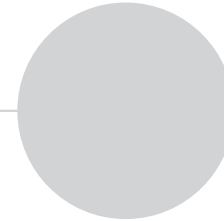
User can tap the message tab



The system pulls out the message inbox



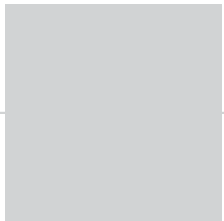
Message inbox page



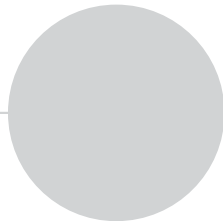
The user tabs the new message



The system directs the user to the message page



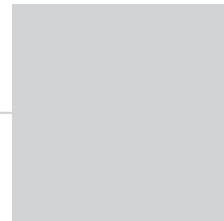
Message from the counselor with the suggestive date to the future appointment (calendar functionality)



The user can accept the appointment by tapping the date

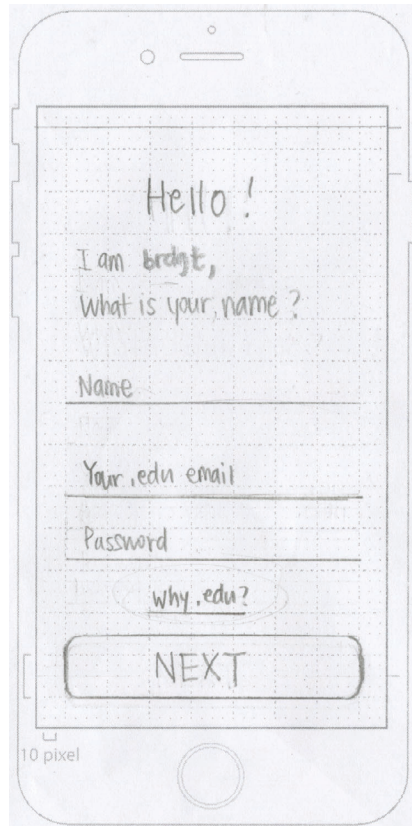


The system adds the date to the user's calendar and set up a reminder for the date



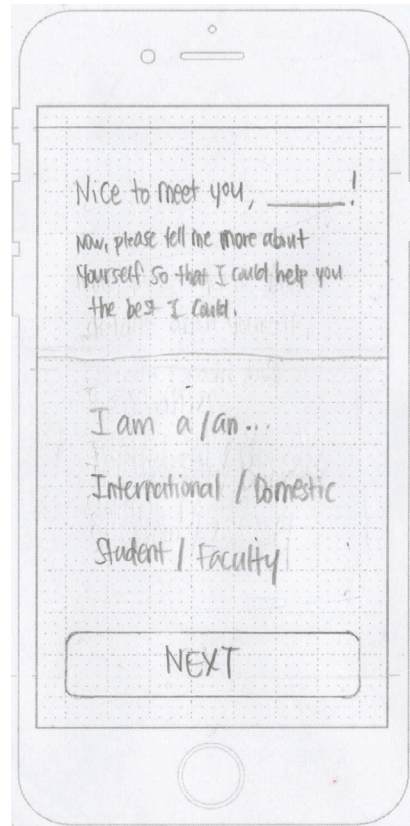
Date added alert

# Storyboard



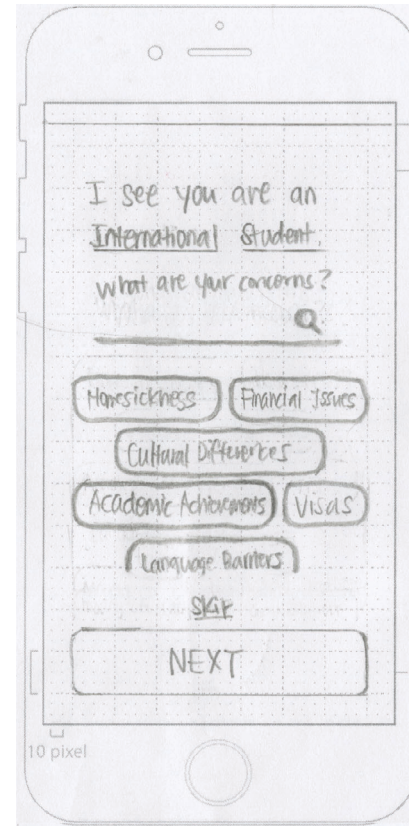
Setting a friendly tone from the beginning.

UT: I originally named my app "brdgt" an abbreviation for "bridge it". However during the usability test one brought up a concern whether an ESL international student would understand what that means.



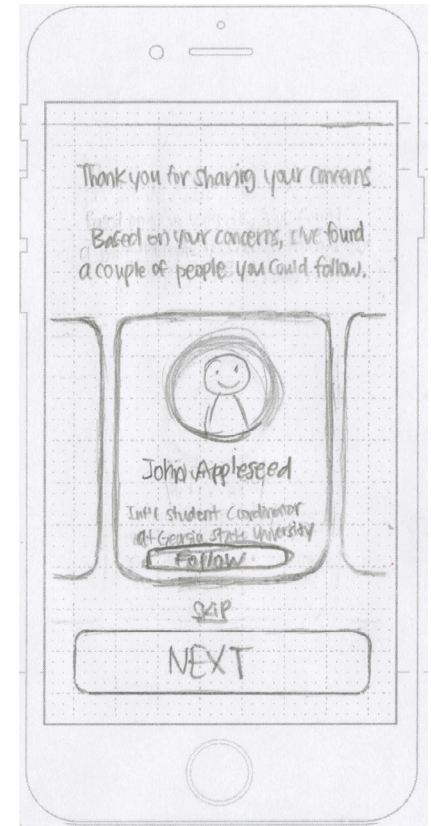
Choose whether the user is a/an, domestic/international, student/faculty.

UT: One suggested to add another screen before this screen to show the input, and another screen after this screen to show how the app would react when the categories (domestic/international, etc.) are selected. Another suggested I could add the back button on the top left corner. That way, the user could always go back to the previous screen when they accidentally chose a wrong option



Concerns the user has (Topics to follow).

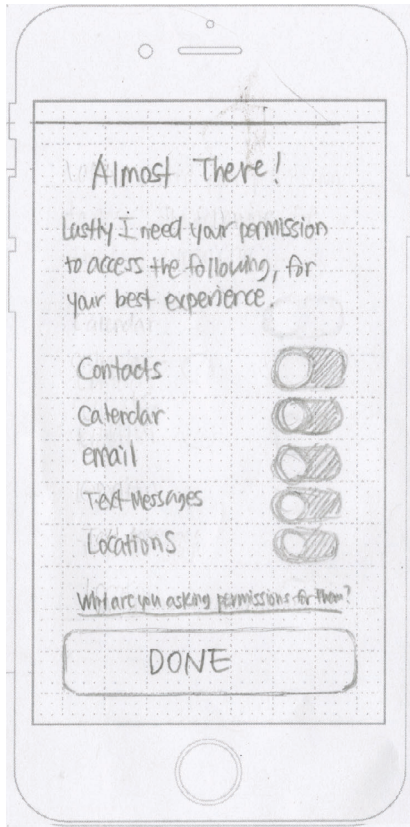
UT: One suggested I could change the tone of the writing because the word "concern" might sound negative. And the whole wording sounds like international students are on the bottom of the overall hierarchy. However, since my purpose of the app is to help international students who are in trouble, I would keep the tone as it is so that it would sound understanding and willing to listen to their concerns.



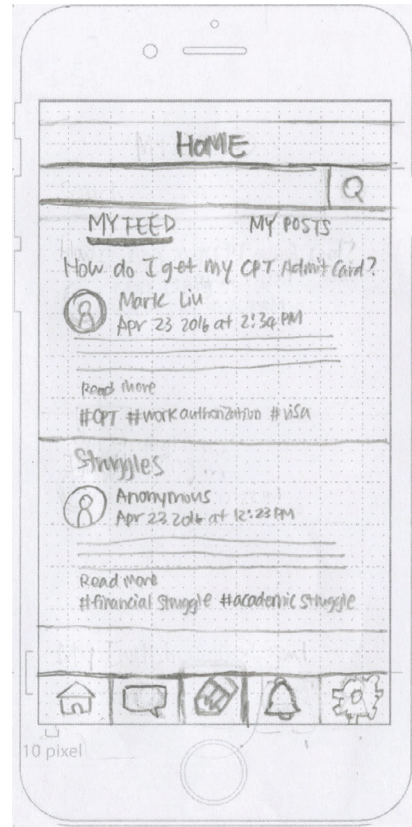
People to follow based on the concerns the user has.

UT: One wished there would be more option for a user to personalize (setting up their country of origin, their native language), and more opportunity for the user to connect with other people in the beginning (joining groups, getting social activities suggestions based on people the user follows, etc.)

\*UT: Usability Test



Permission to access to native phone functionalities.

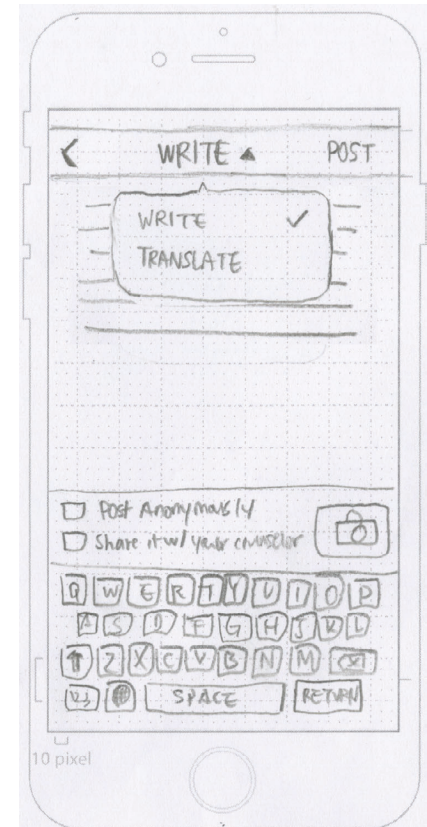


Home page with posts based on the topics the user follows.

UT: One said I could change how the message/inbox icon looks like so that it would take less time for a user to figure out that that is a message icon (maybe I could change that to an envelope icon).

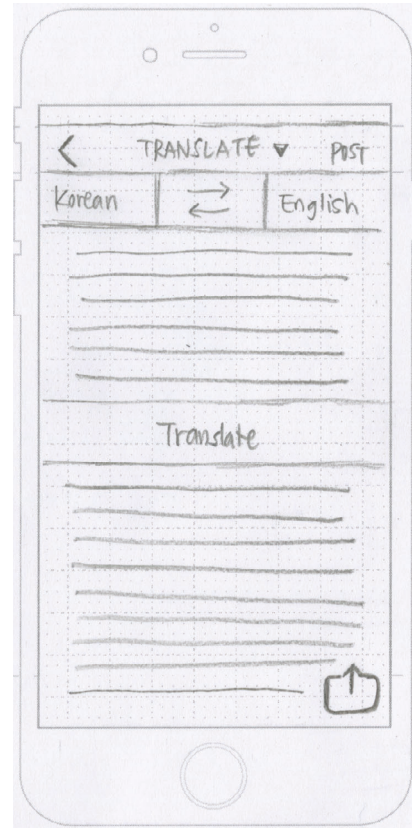
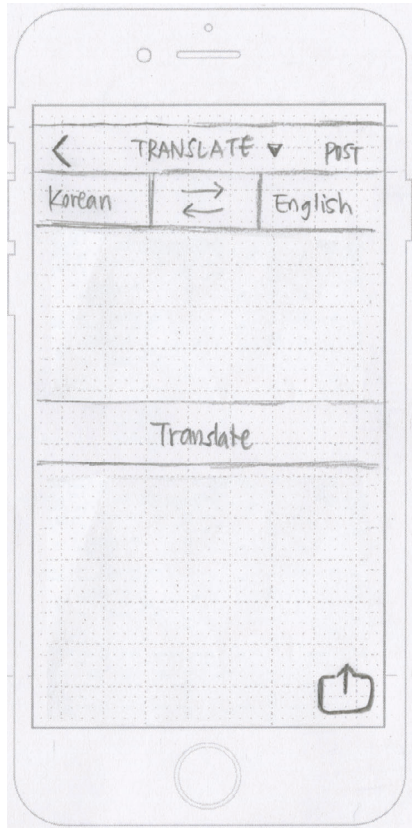


Write page with options to post anonymously, share it with your counselor, and post pictures.

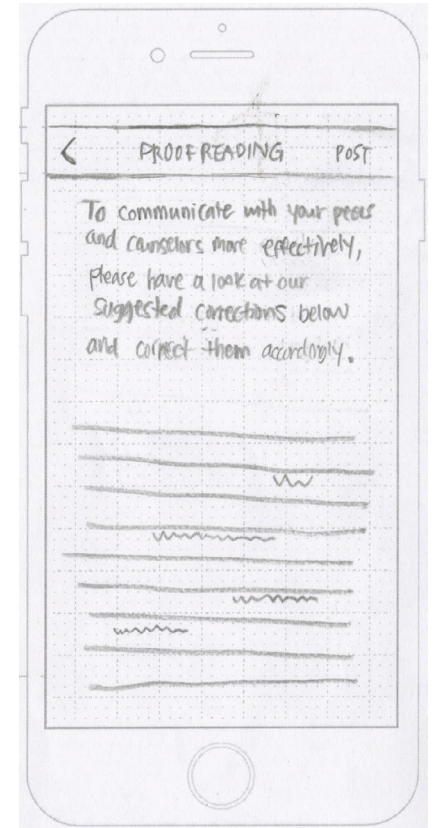
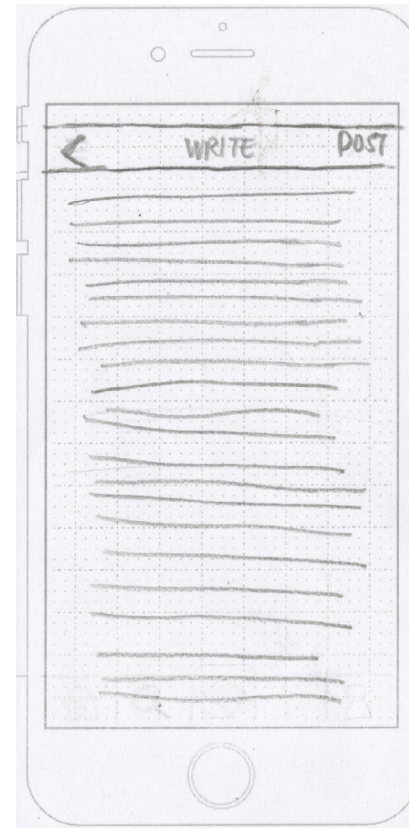


Translating functionality within the Write page.

UT: One suggested I could make the translate functionality more visible so that it would take less time for a user to figure out where that functionality is.

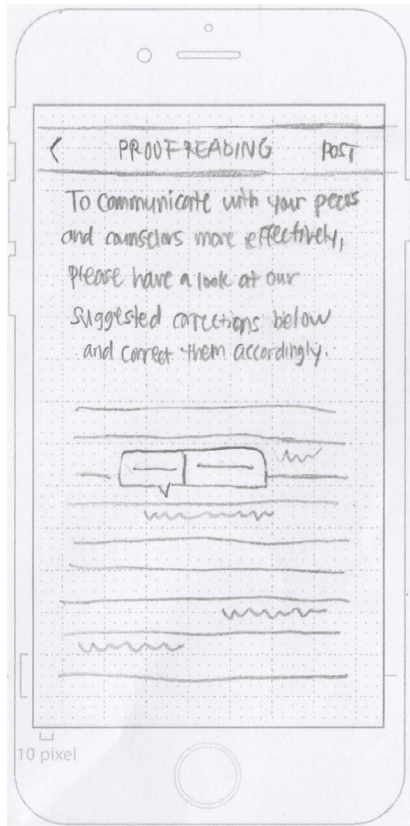


Type in language the user wants to translate to English.

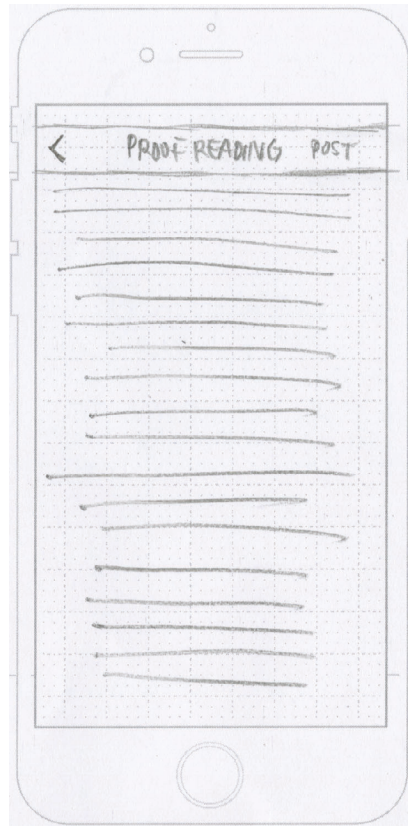


Proof Reading page with some grammar issues the user can fix.

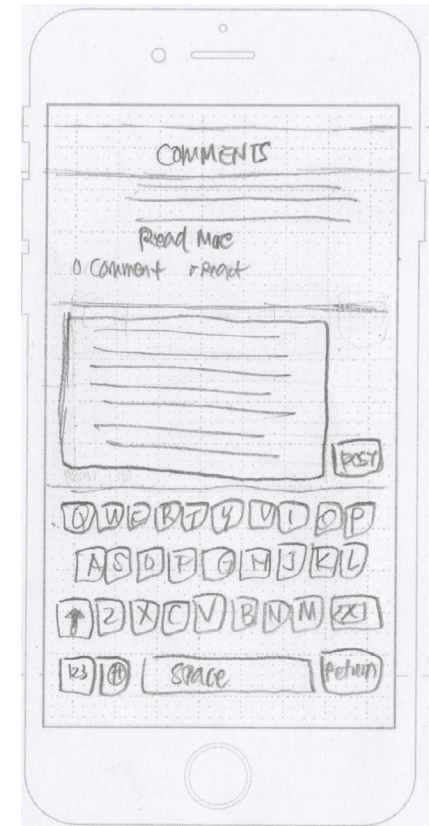
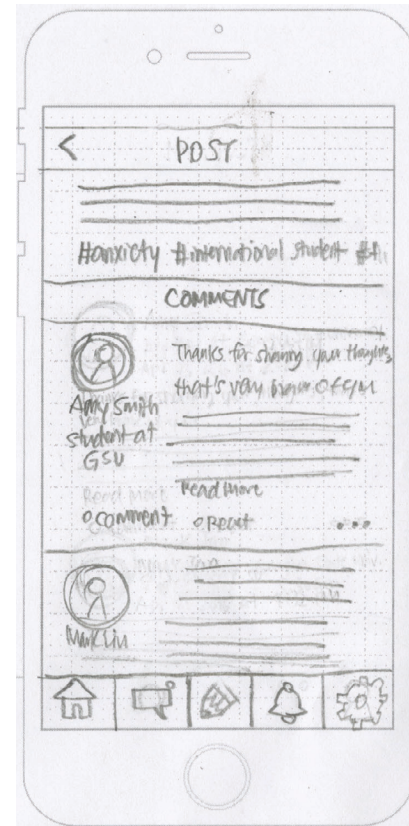
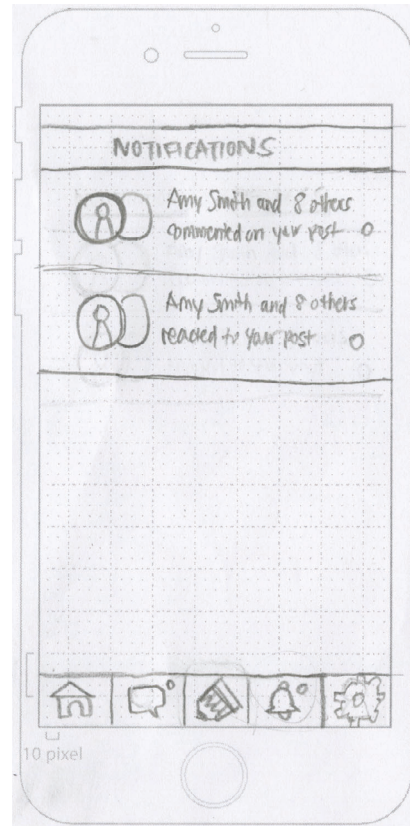
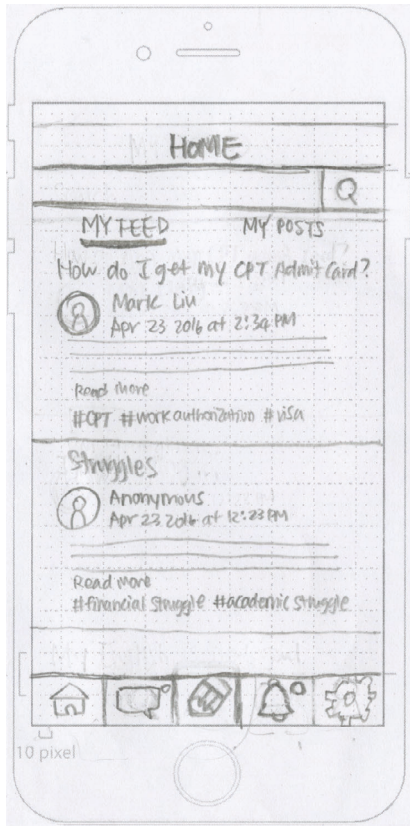
UT: One suggested, instead of creating another page for this proof reading section, I could just add this as a part of the Write page as an additional functionality within the page.



The user can long-click the errors to see the suggested corrections and correct them



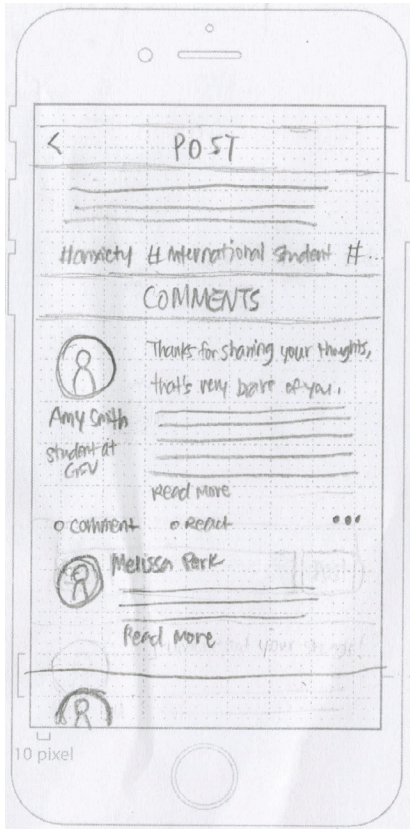
Success alert.



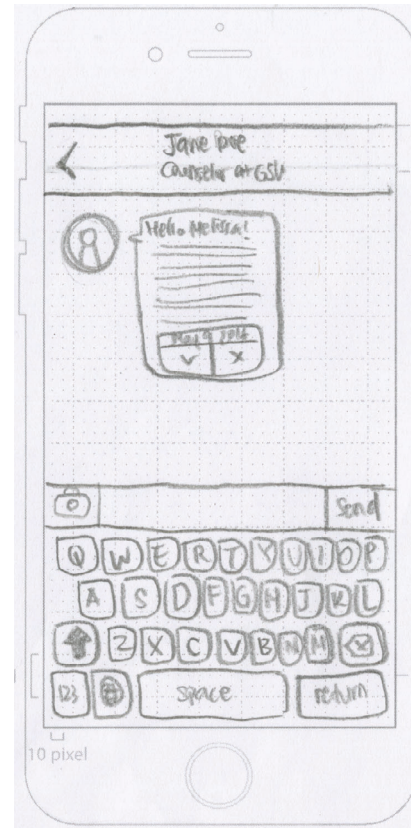
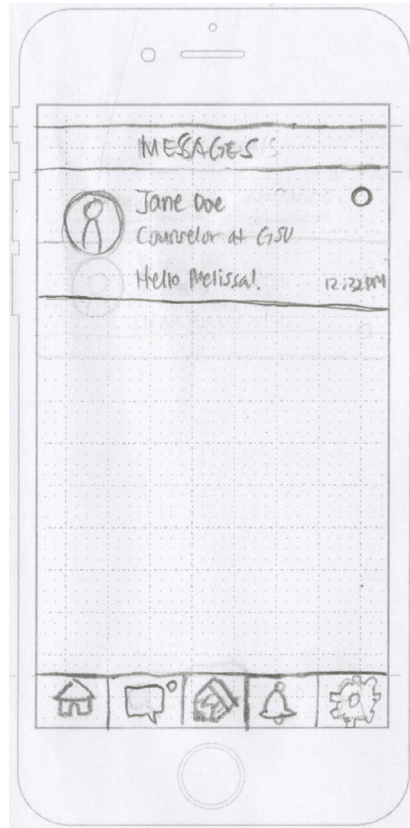
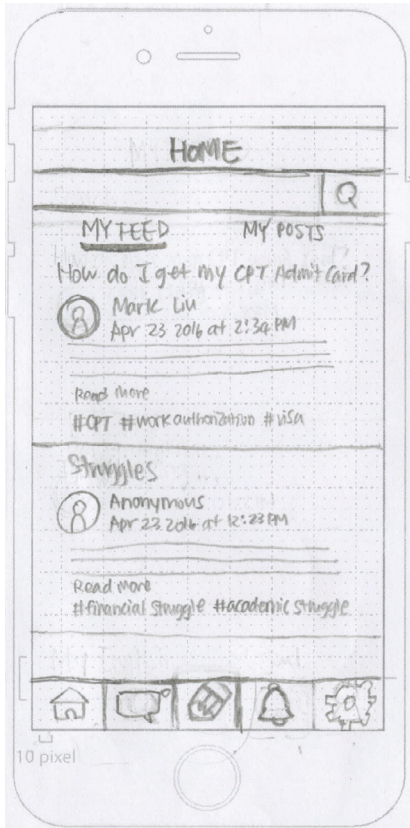
**New notifications.**

UT: One suggested I could move the small circle (notification) on the left side because people usually read from left to right. It would be easier for the user to distinguish read/unread messages.

**Comment on other people's comment(s).**



Comment posted.



New message from the counselor.

The message from the counselor with the suggested date the user can have an appointment with them. The user has an option to either accept or decline the request.

Date added alert.

# Next Steps

During the usability test, people were very positive about the idea of the app, and its overall functionality. People found the overall flow of the app logical.

However, some suggested to make the the app feeling more "personal" so that the supposed user(s) of the app, struggling international student(s), would feel more welcoming and comfortable using it. They also suggested to create more opportunity for the user to personalize in the beginning, as in, providing the option to choose their country of origin, their mother tongue, etc. Some also mentioned that the app could suggest the user to different groups and events based on the concerns (topics) and people they follow. That way, through the app, the user would feel more comfortable connecting with other people.

Overall, the test was successful. Moving forward, there are some functional and visual (mostly visual) adjustments I need to make to communicate with the user better. From small things like changing the message/inbox icon from a script bubble to an envelope, making the translate functionality more visible, adding Back button on the left corner of the first few introductory pages; to making the app feel more "welcoming" and "comfortable".

# App Icon

# For iPhones



App icon for the App Store (Required for all apps)  
1024x1024 (scaled down to 200 x 200 to fit into this document)



iPhone 6s Plus and iPhone 6 Plus (@3x)

180 x 180



iPhone 6s, iPhone 6, iPhone 5, and  
iPhone 4s (@2x)

120 x 120

Named my app "brdgit", an abbreviation for "bridge it". Originally named "brdgt" but during the usability test one brought up a concern whether an ESL international student would understand what that means. I added "i" between "g" and "t" so that the meaning would be clearer.

Chose feminine (because "brdgit" sounds like a female's name), warm, yet slightly gender neutral color for the wide variety of the users of this app (regardless of their gender). I also chose the gradient of two analogous colors to further emphasize that this app would bring groups of different (international and local) yet the same (they are all human) people together.

## For iPads



iPad Pro (@2x)

167 x 167



iPad and iPad mini (@2x)

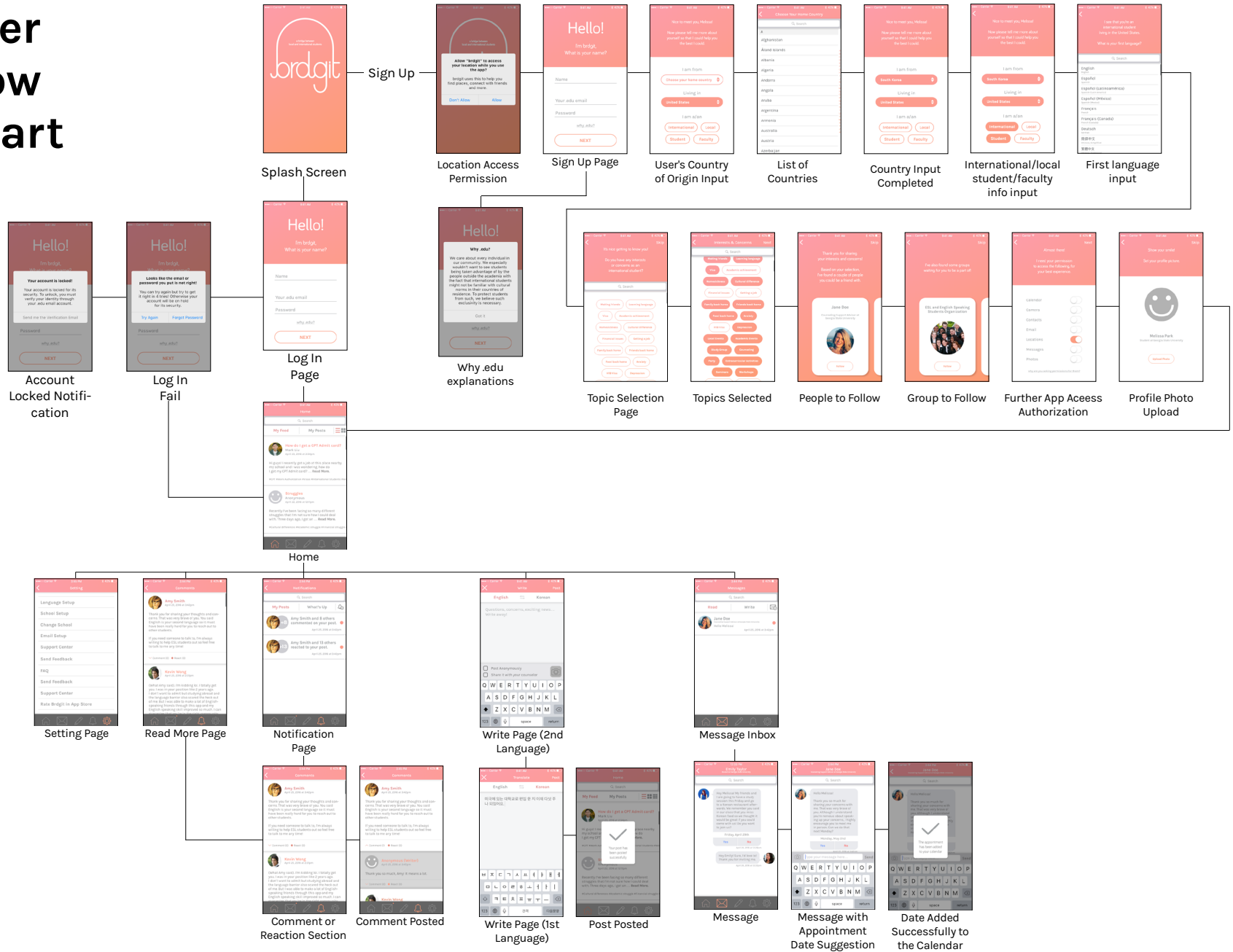
152 x 152



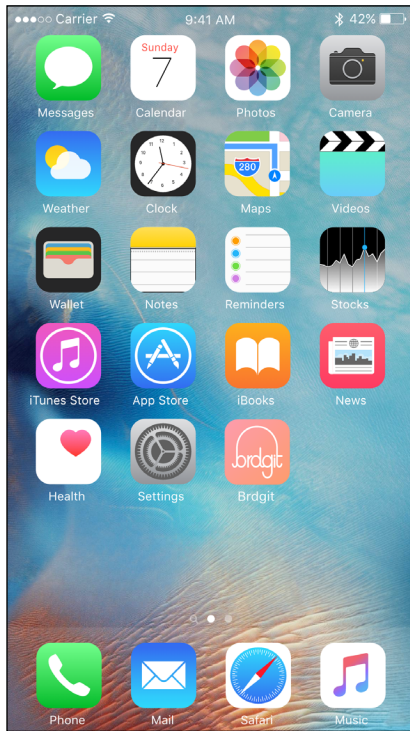
iPad 2 and iPad mini  
(@1x)

76 x 76

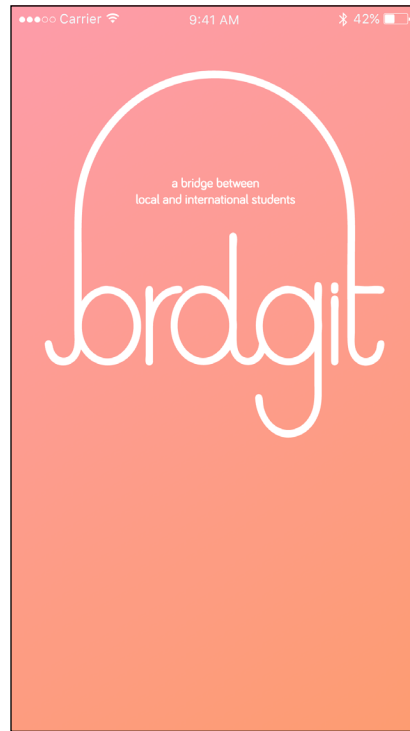
# User Flow Chart



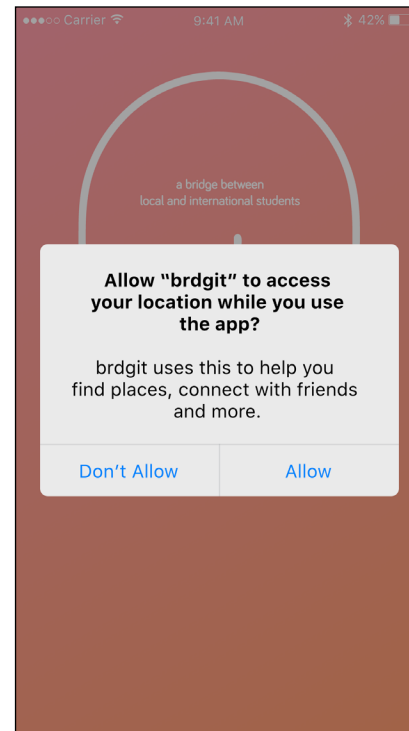
# Visual Comps



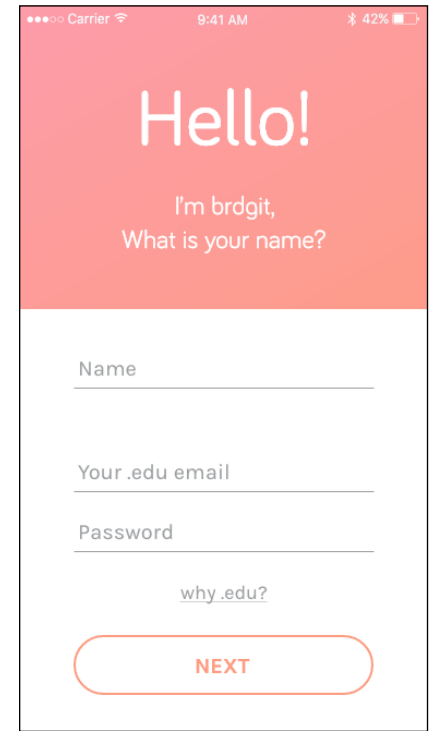
Homescreen with the app.



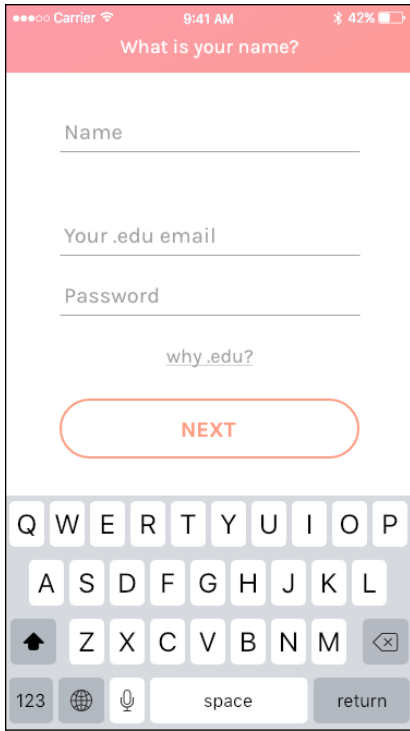
App splash screen with the logo in the middle.



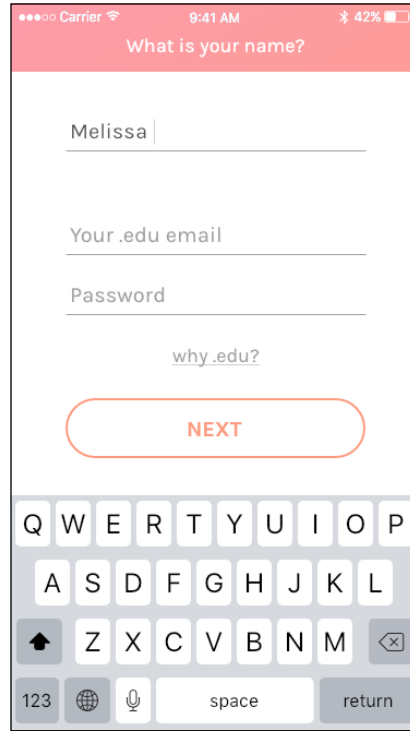
Asking the user a permission to access the user's location while using the app so that the app can send the user helpful information based on the location (such as events happening around them, finding friends they can connect with based on the location).



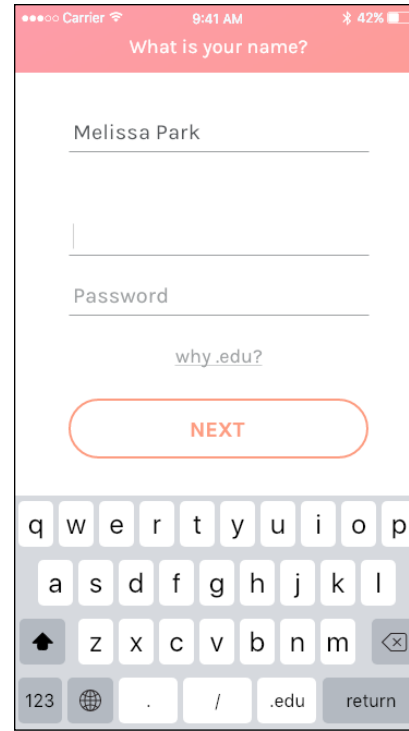
Setting a friendly tone from the beginning. Name, .edu email address and password Input field with the huge "Next" button.



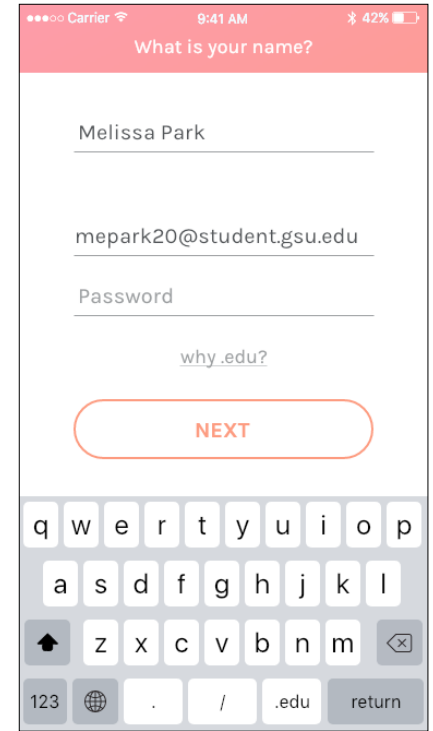
When the user clicks the name input field, the keyboard pops up.



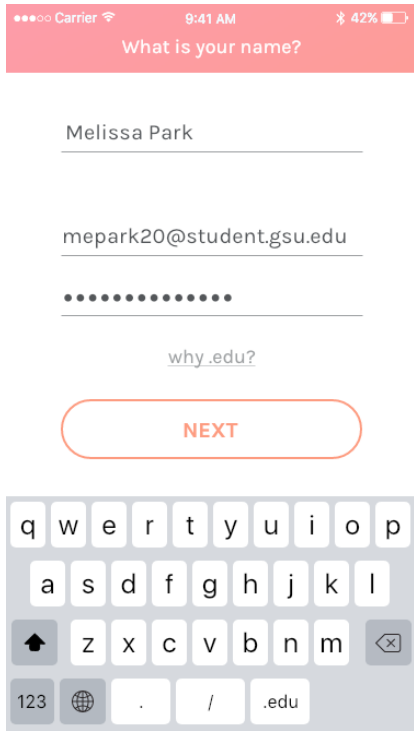
When typing name, the app autocapitalizes for the first letters of an each syllable.



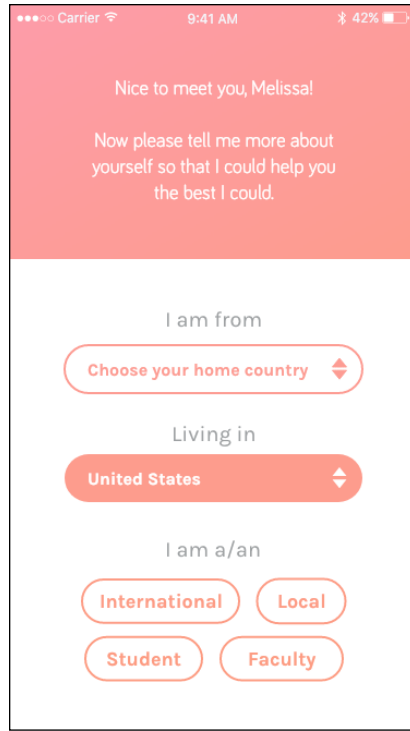
When the email input field is clicked, the keyboard changes and .edu button shows up.



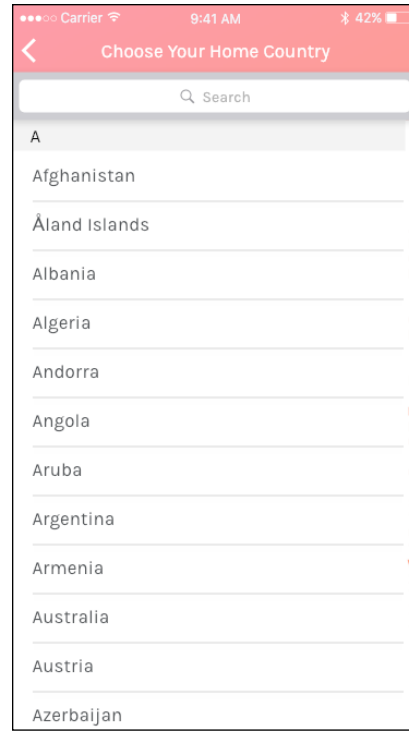
The user can simply type their .edu address and tap the .edu button.



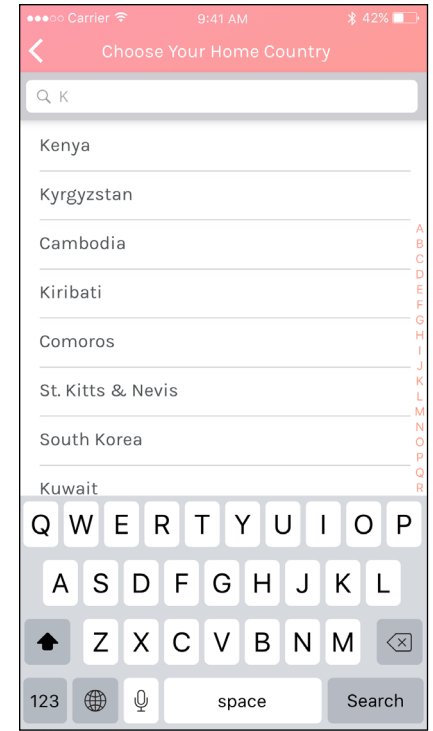
When the user clicks the password input field, the "return" button changes to "Go" button. Once the user write the password, they can simply press "Go" button or "Next" button below the password input field



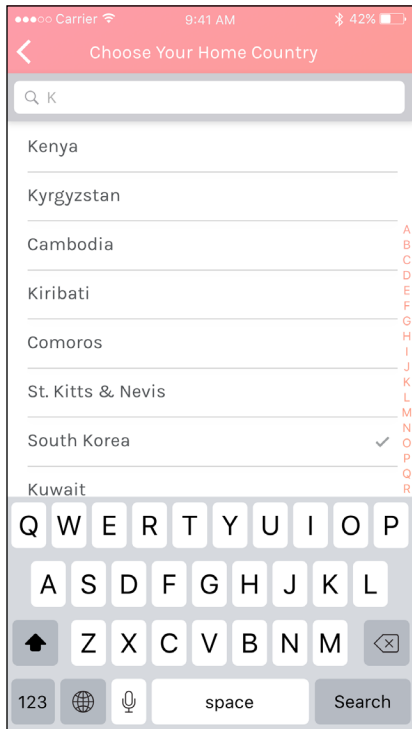
Here on the welcome page the user can choose whether the user is an/a, international/local, student/faculty. The location is set up automatically based on the location information the app had an access to in the beginning.



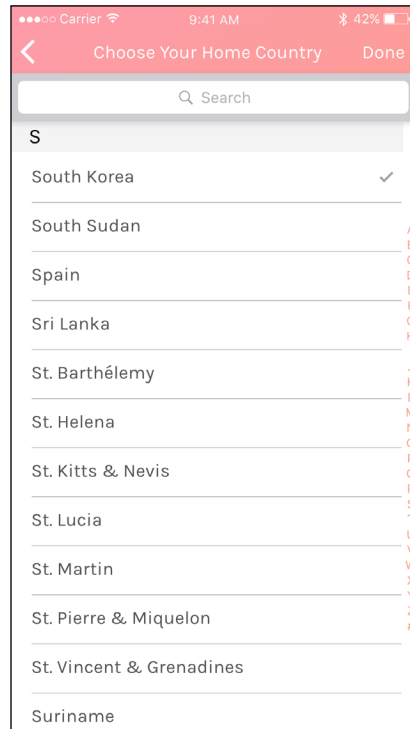
The user clicks "Choose your home country" button and it will direct the user to the page with the list of all the countries in the world, organized in alphabetical order.



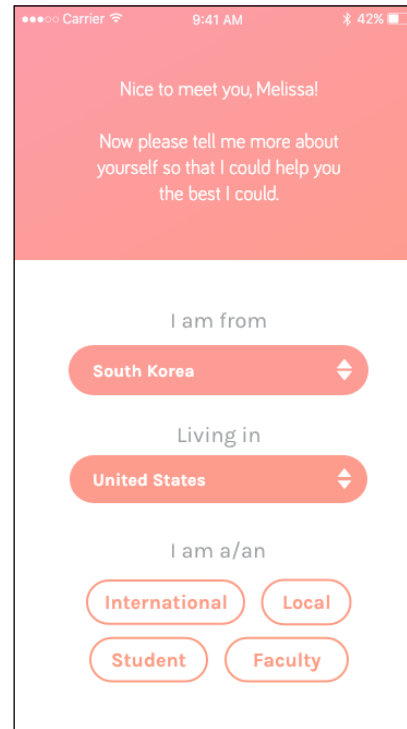
The user (Melissa Park), is from Korea, so she tries to look up by typing "Korea". When the search bar is selected, the keyboard shows up from the bottom. The page filters the list based on the input.



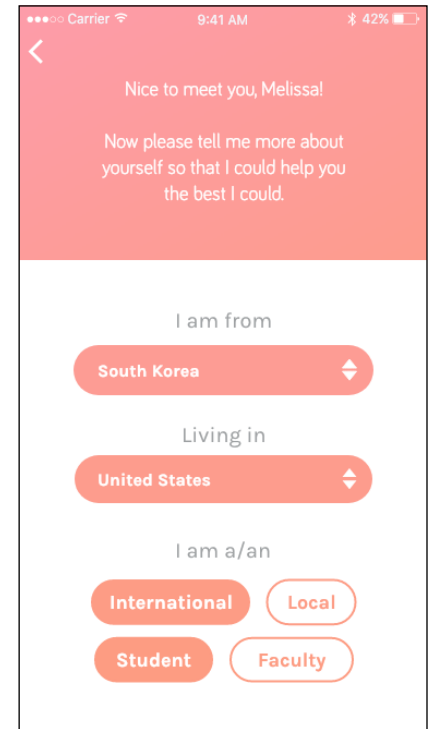
Melissa sees "South Korea" on the list and she can simply press on the list to set the country as her country of origin. The tick mark would show up on the right of the tab which indicates the country has been selected.



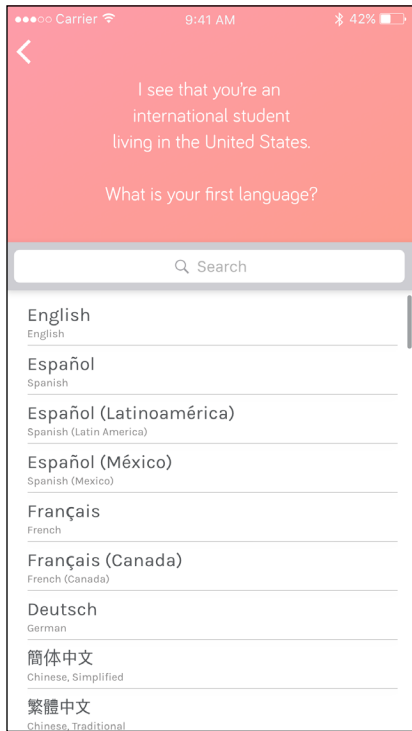
When the user lightly clicks on the blank space, the keyboard disappears and the list shows the names of the country based on the correct alphabetical order. So in this case, the list would show the countries with the names that start with the letter "S". Since the correct, rather colloquial name for Republic of Korea is "South Korea", not just "Korea" since it can be mistaken with North Korea. The "Done" button shows up at the top right corner once a country is selected. The user can click "Done" to go back to the welcome page.



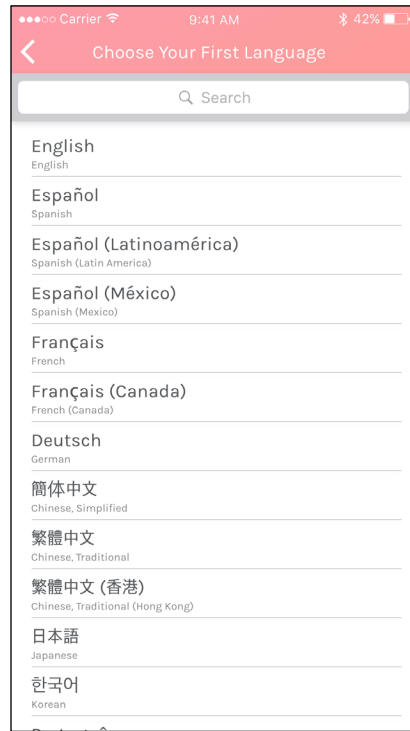
The welcome page would now show the country of the user's choice. They always have options to change the country of the origin and the current residence by simply clicking the "I am from" and "Living in" sections.



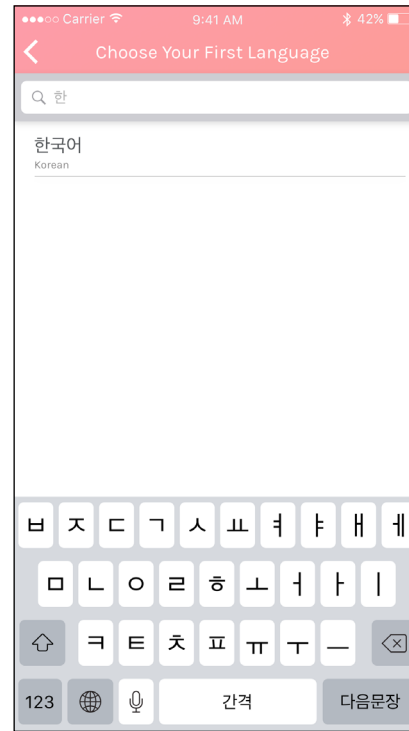
The user chooses whether they are an/a international or local, student or faculty. Once the options are chosen, the "Next" button shows up on the top right corner and they can click it to move to the next page.



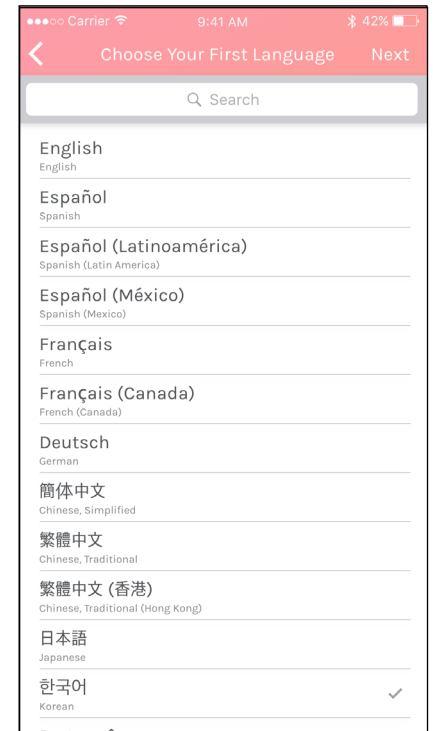
Based on the user's selection the app figures that the user is an international student living in the United States. It then asks the user's first language.



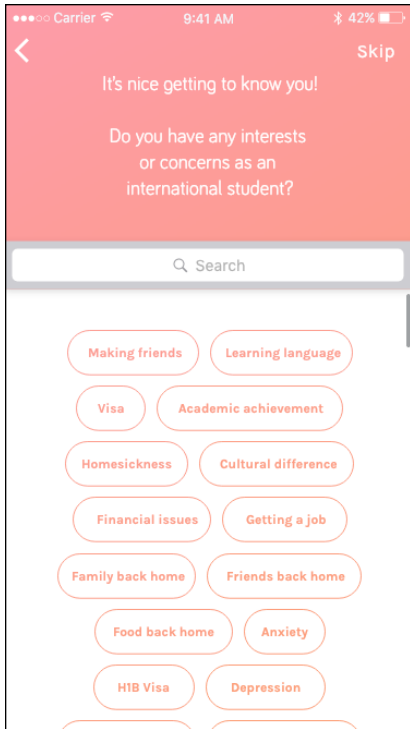
When the user goes through the list, the top half of the page will get smaller and will eventually change to this smaller top bar with a shortened phrase.



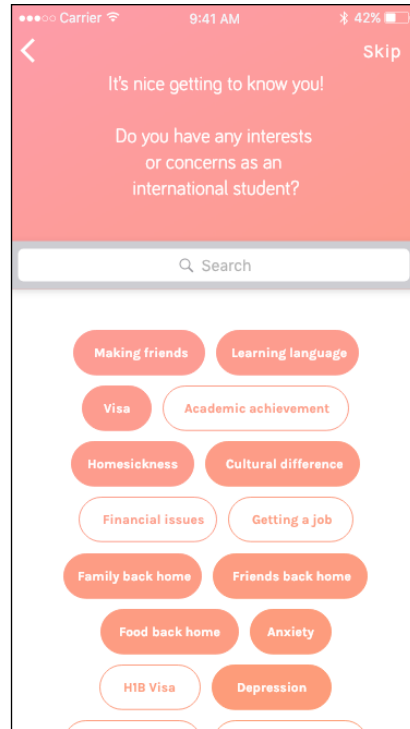
The user either can type the name of the language in their own language and the app automatically finds the language that matches with what they type.



When the language is selected, the tick mark shows up next to it and the "Next" button shows up on the top right corner of the page. The user can click it to get out of this list.



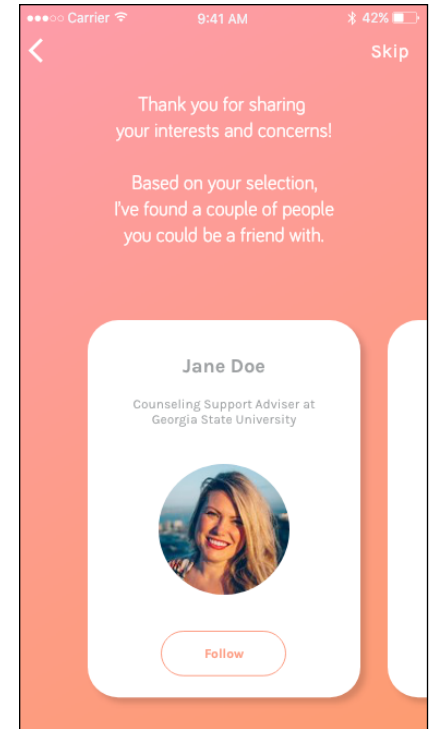
Special interests or concerns the user has (Topics to follow). Kept the friendly tone.



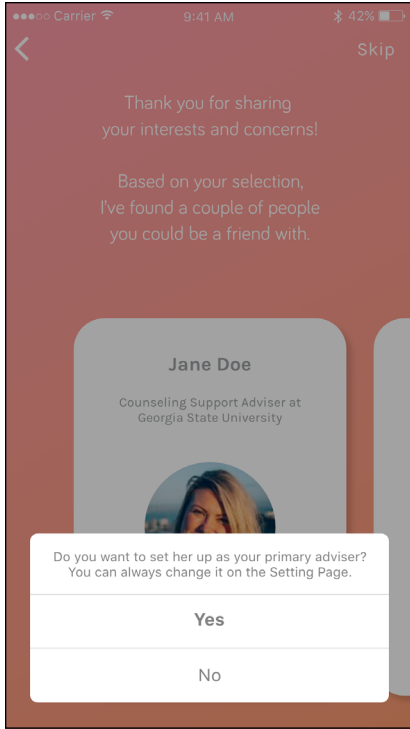
How it is going to look like when each "interest" or "concern" is clicked. The "Skip" button on the top changes to "Next" once a button or more are clicked. The bubbles list is cropped at the bottom in such way to indicate that there are more selections on this list.



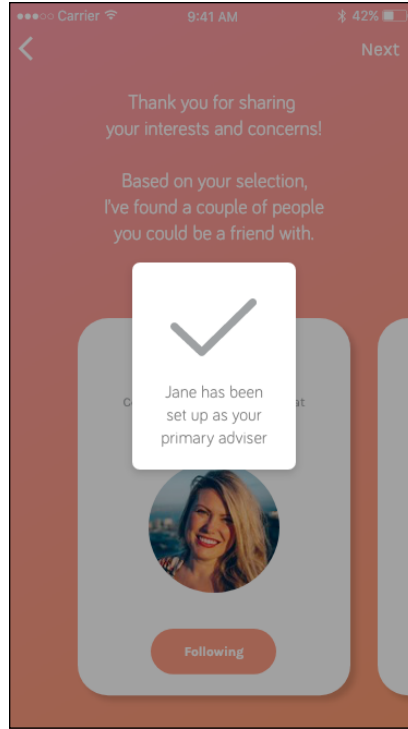
When the user goes through the list, the top half of the page will get smaller and will eventually change to this smaller top bar with a shortened phrase. Once the user finishes choosing the topics, they can click the "Next" button to move on.



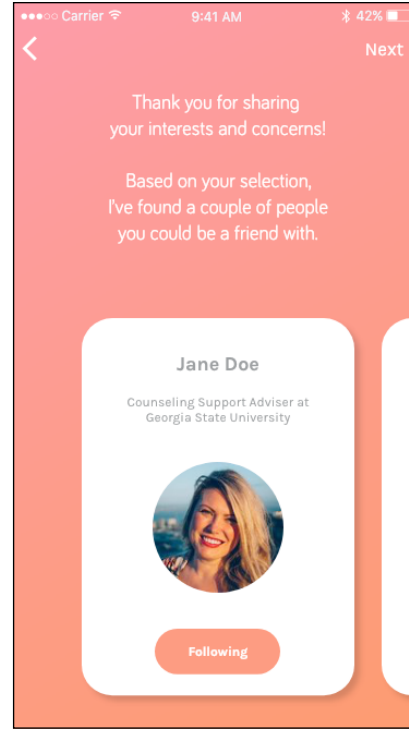
People to follow based on the concerns the user has (paginated cards). By default, advisers (counseling support, international students, financial, etc.) of the school which the user goes to will show up first on the list. By prioritizing them, the users would have a better idea on to whom they can talk to when they face crises.



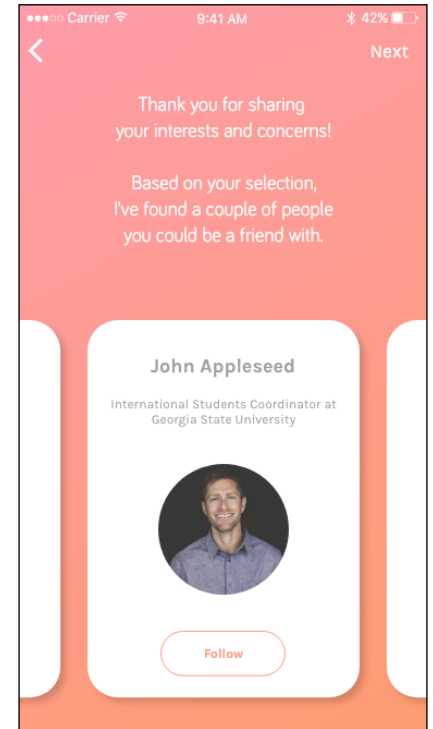
Once an adviser is selected, the user would get an option to set the advisor up as the user's primary adviser. It also has a description that the user can change it on the Setting Page. "Yes" is set in bold because it is a recommended option for the most of the users in general.



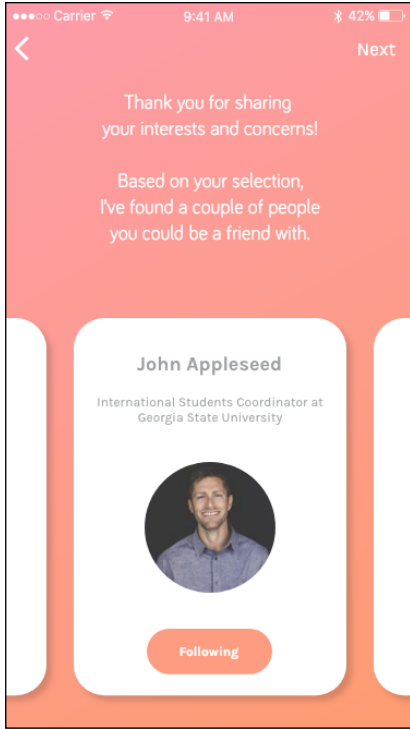
The page with success alert. It shows that the adviser has been set up as the user's primary adviser.



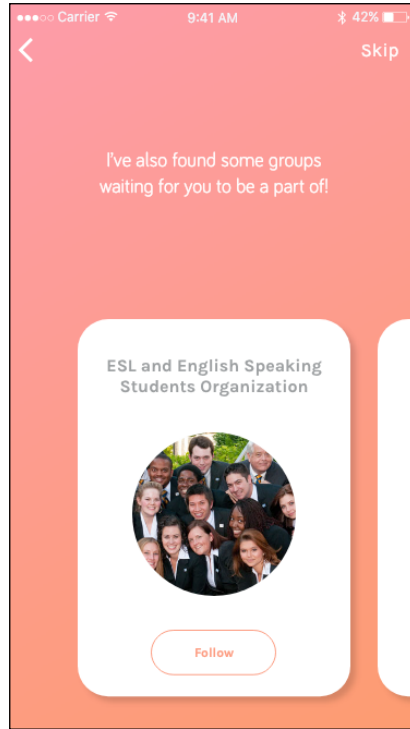
How it is going to look like when the user clicks "Follow" button. The "Follow" button changes to "Following". The "Skip" button changes to "Next" button when the user follows a person or more.



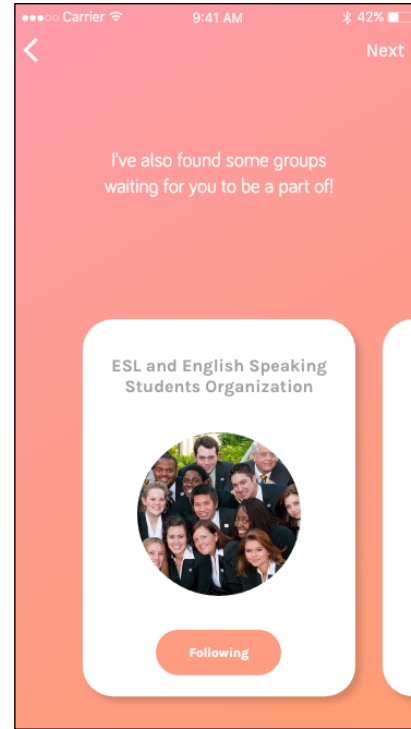
How the list will behave when the user swipes the card list to see more people to follow. The cards on the list are cropped in such way to indicate that there are more options on the list.



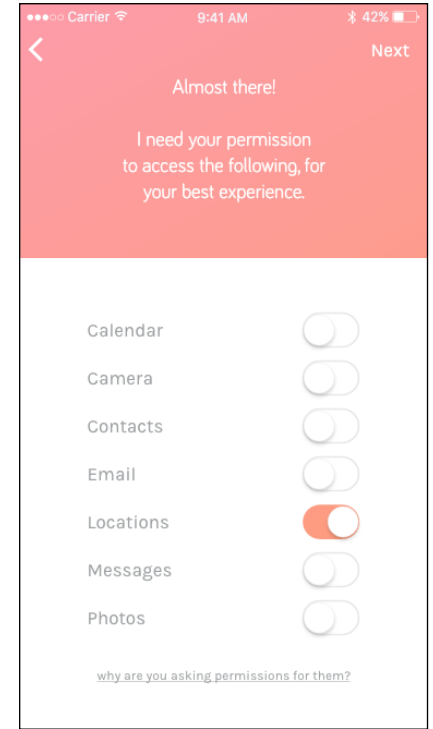
The "Follow" button changes to "Following" when the user clicks the button.



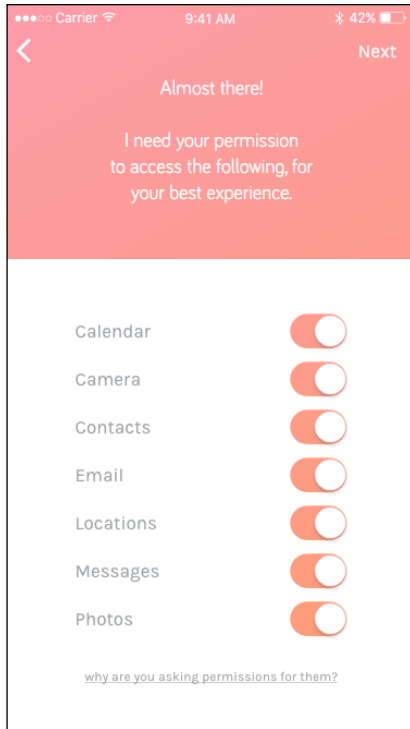
Groups the user can join based on their special interests and concerns.



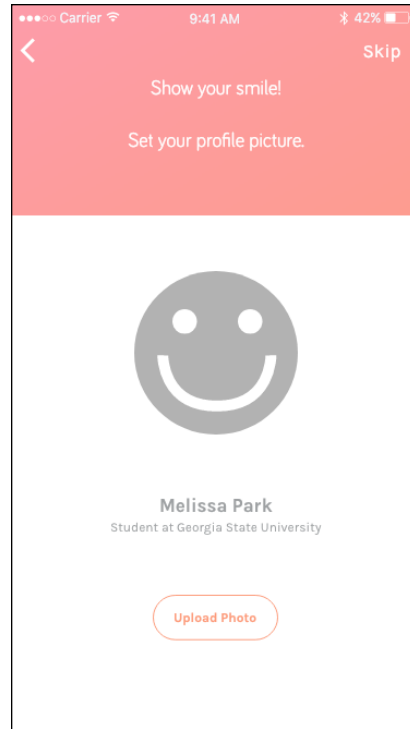
How it would behave when "Join" button is selected. The "Skip" button on the top changes to the "Next" button when the user joins a group or more.



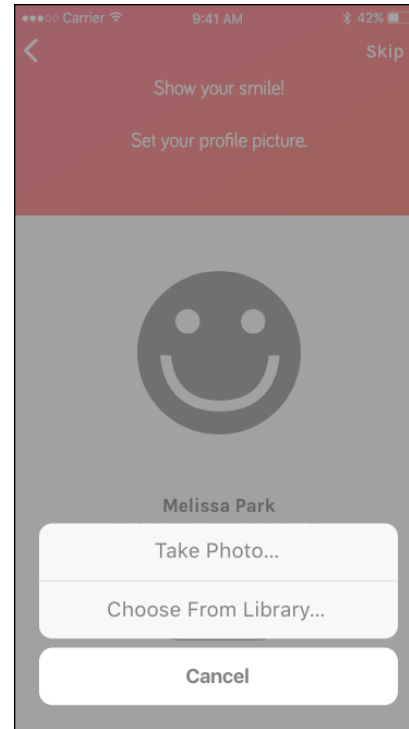
Permission to access to native phone functionalities. Locations access has already been granted from the beginning.



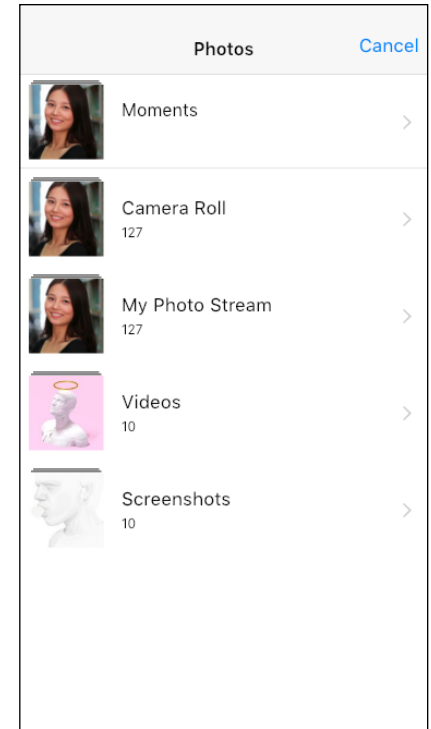
The user can either simply choose next if they don't want the app to have access to any other functionalities. Or select the functionalities they could give the app access.



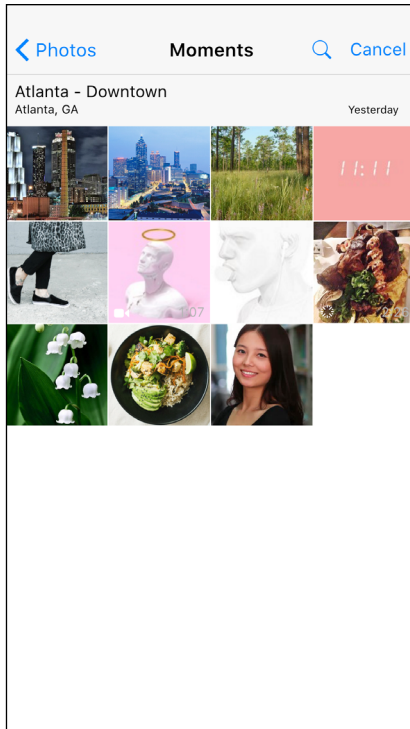
Uploading a profile picture to add more personality to it. The gray smiley face is the default/anonymous icon.



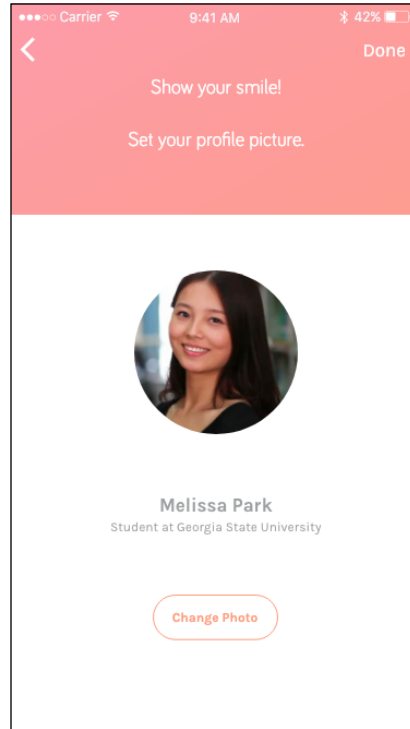
The user can click "Upload Photo" to add a profile picture. They could either choose it from the library or take photo.



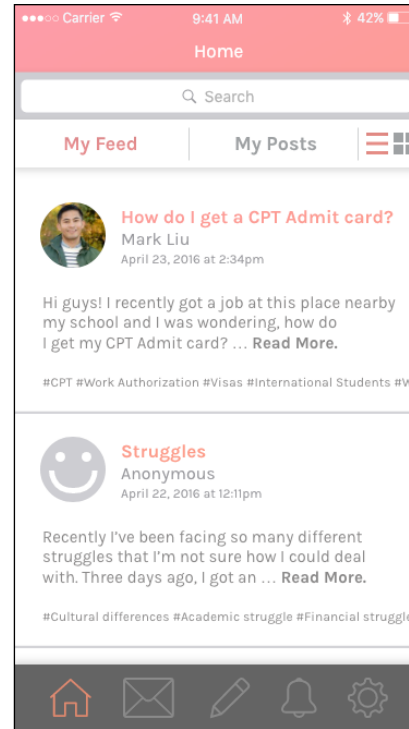
How the native app functionality will behave when the user decides to choose a picture from the library.



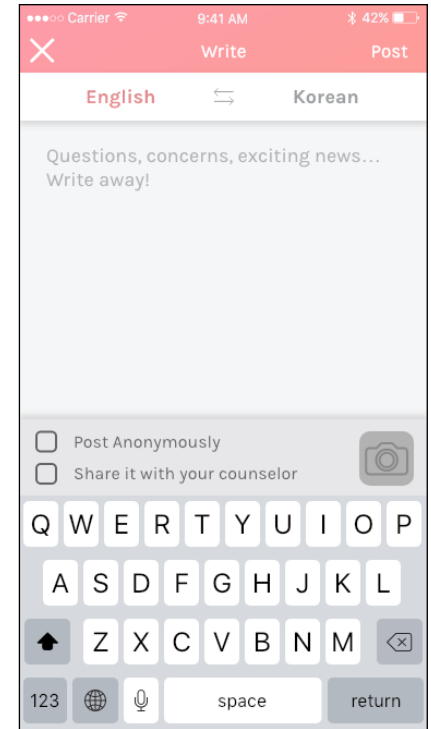
How the native app functionality will behave when the user chooses the Moment folder. It will show different pictures and the user can choose a picture to set up as the profile picture.



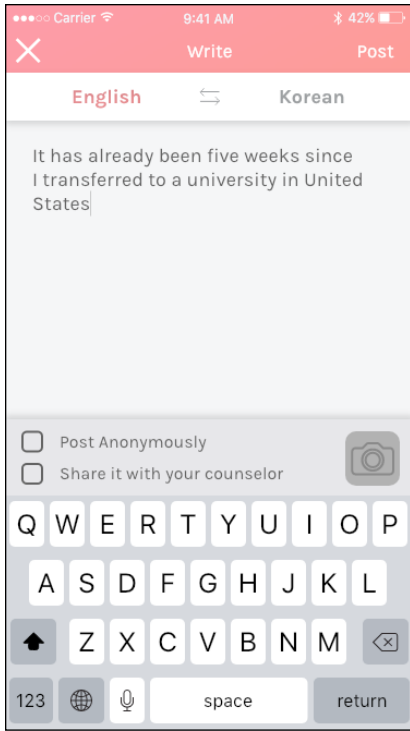
How it will look like when the user uploads their profile picture. The "Skip" button on the top changes to the "Done" button. And the user is ready to use the app!



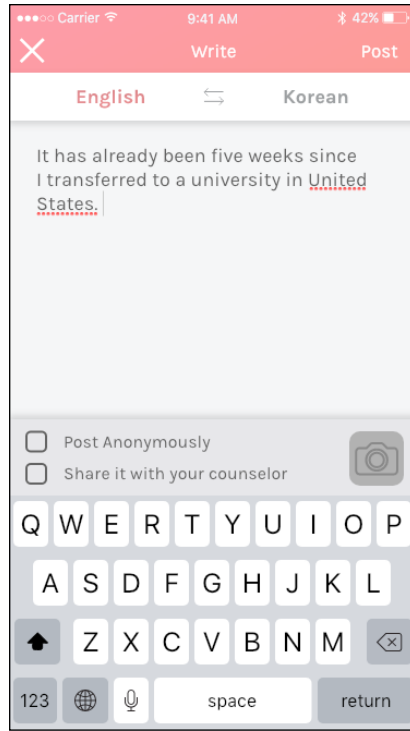
Home page with posts based on the topics the user follows. The user can tell they are on the home page because of the title written on the top and the highlighted house icon on the tray navigation. The user also has an option to see the post either in the list, two or three column modular grids.



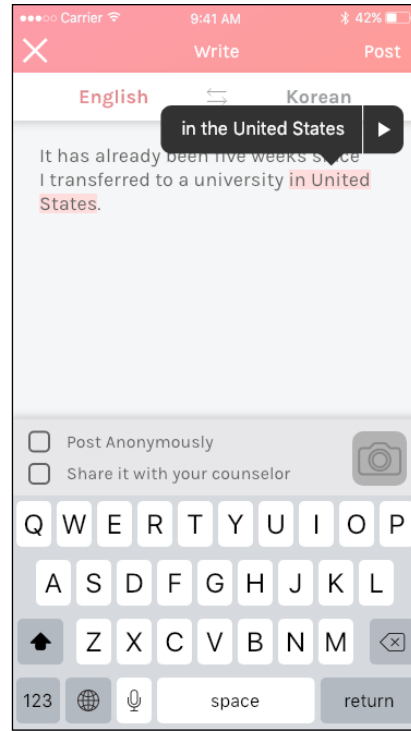
Write page with options to post anonymously, share it with your counselor, and post pictures. Kept a friendly tone by having a placeholder text that is different from "Write something..."



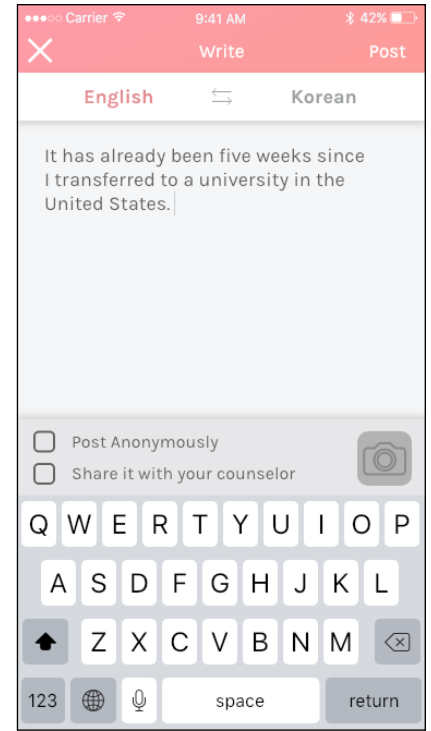
The user can type whatever they want to talk about.



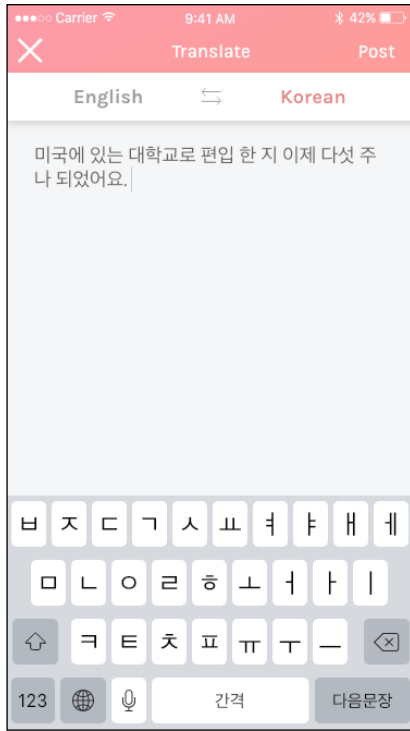
Grammar error alert.



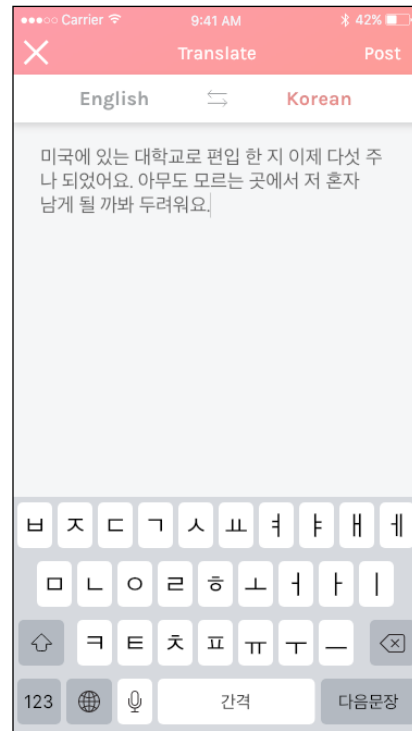
The user can tab the error to see the suggested corrections and correct it.



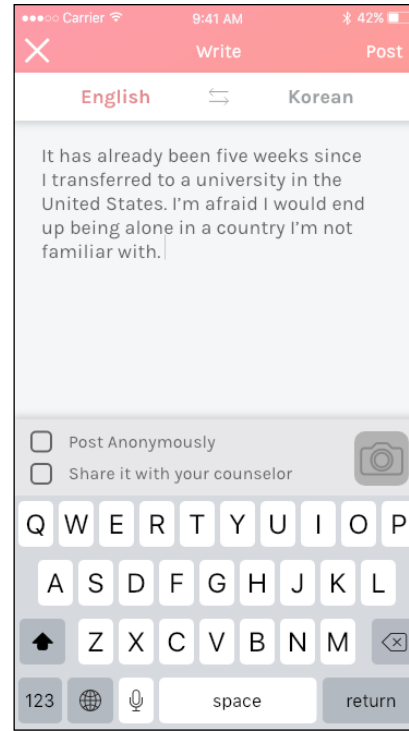
Grammar error corrected.



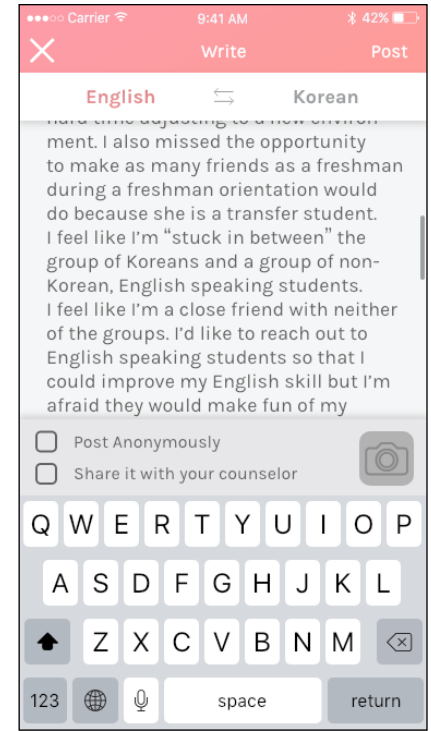
When the user switches the language, the app would automatically translate the sentence in the right context.



The user can continue to type things they want to say in their own language.



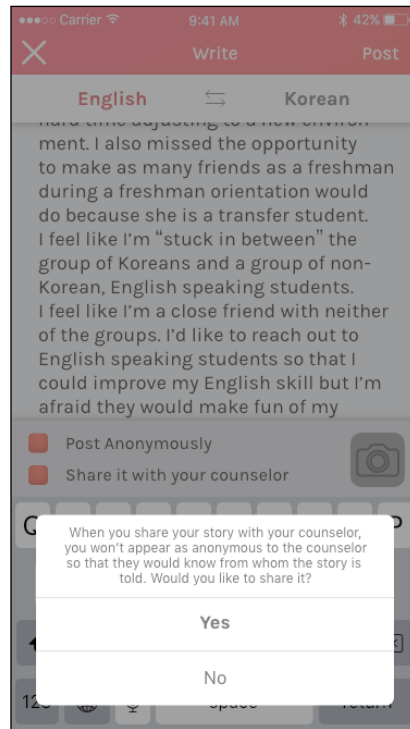
They then can switch to English page and everything will be translated into English and in the right context.



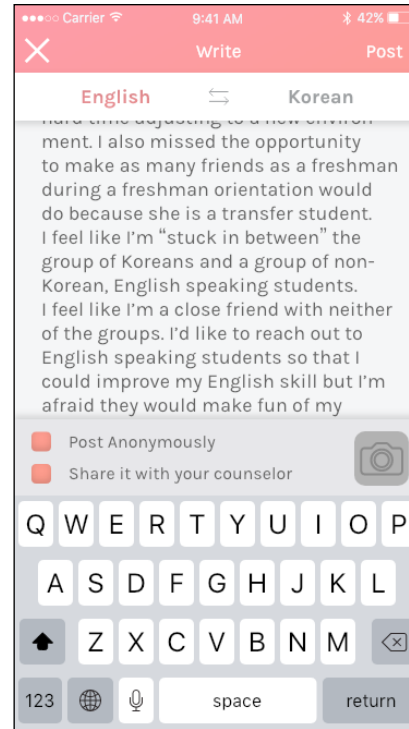
The user can continue to write.



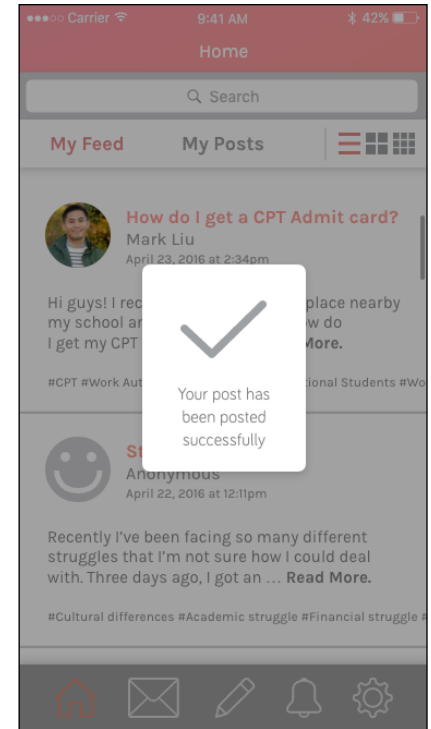
The user has the option to post anonymously. When the box is selected, the color changes to the app's signature color.



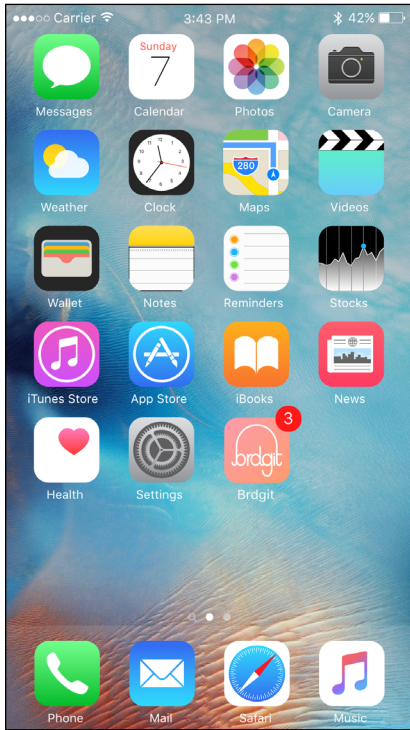
The same thing goes with the "Share it with your counselor" option. But it will notify the user that once they share it with the adviser, they won't appear anonymous anymore so that the adviser would know from whom the message is coming.



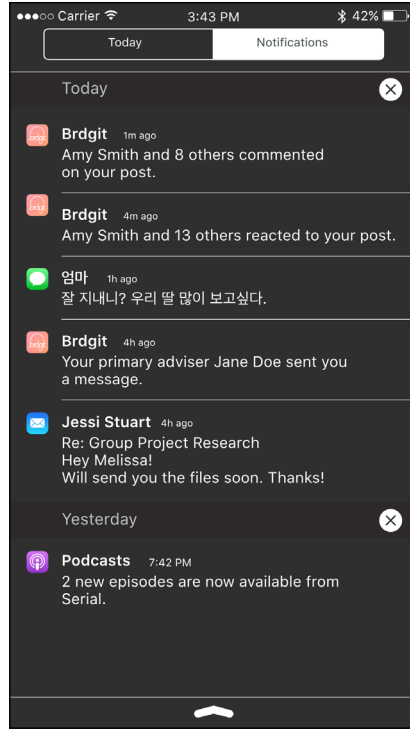
Once everything is set, the user can click on the "Post" button on the top right corner.



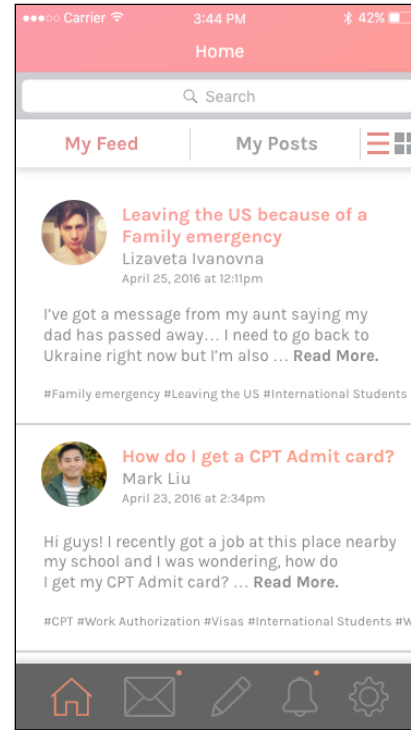
Success alert.



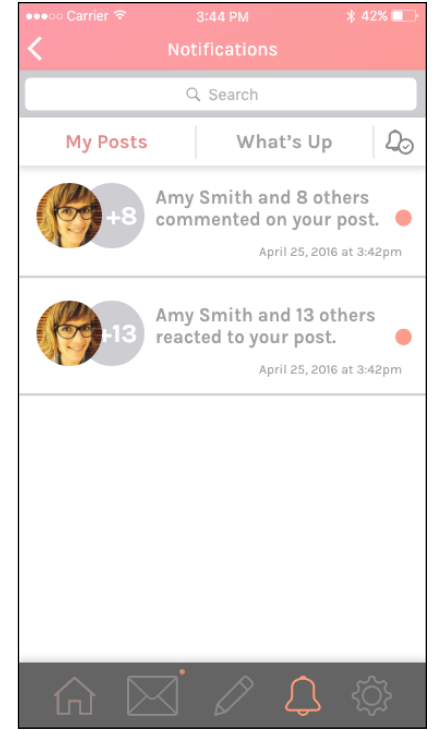
Phone home screen with new notification bubble on top of the app icon.



How the app notifications look like on the notification center.

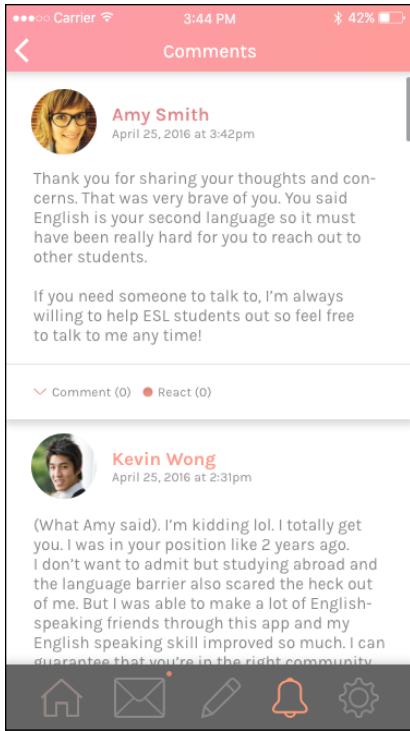


Home page with new notifications alerts. One for New Notifications and another for a new message.

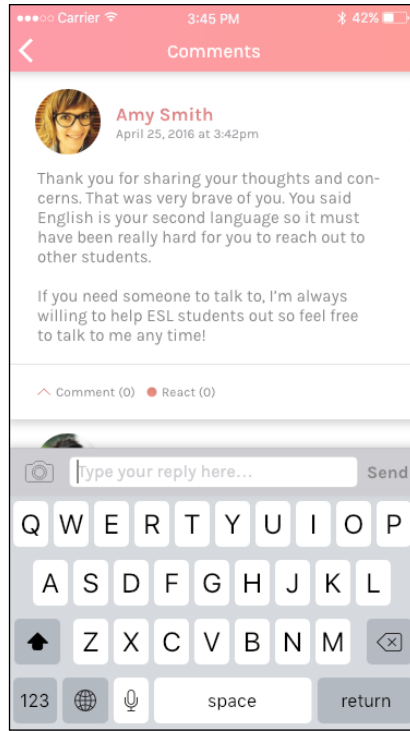


New notifications. The circles on the right indicate the notifications are unread. If the user click the bell icon with the tick mark that is placed on the top right corner of the section, all the notifications will be marked read.

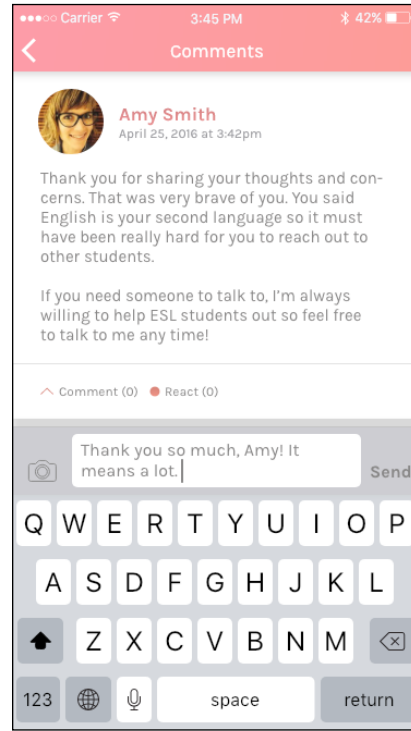
The What's Up tab has the notifications from and informations on the list of events happening around the user that would suit to her topics of interest/concern.



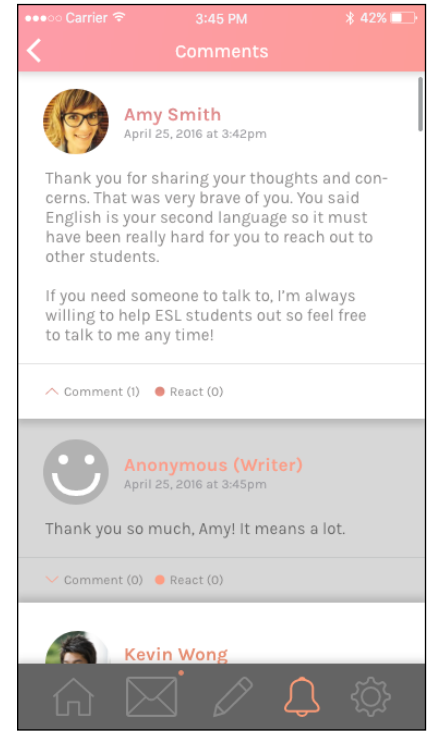
Comments the other app users made. The user has an option to reply and/or react to the comments.



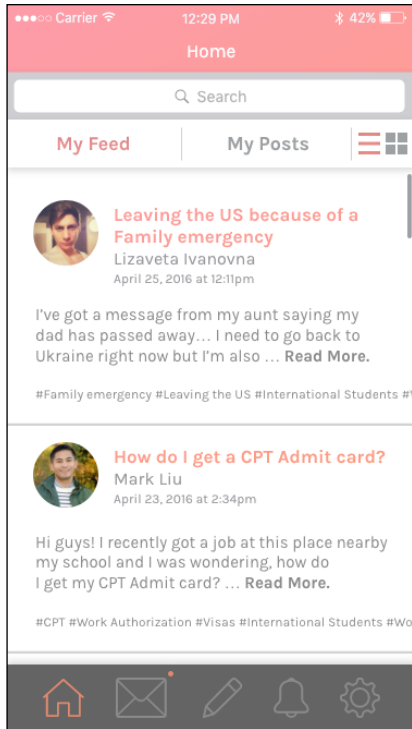
Once the user clicks the "Comment" section, the keyboard shows up and the user can type their reply.



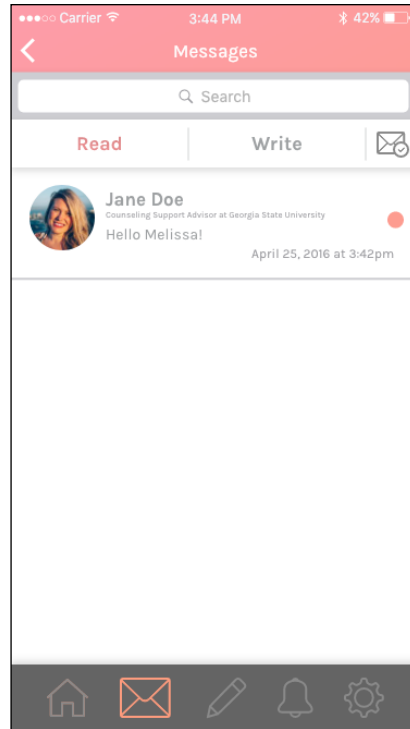
Once the reply is typed the user can hit "Send" to post the comment.



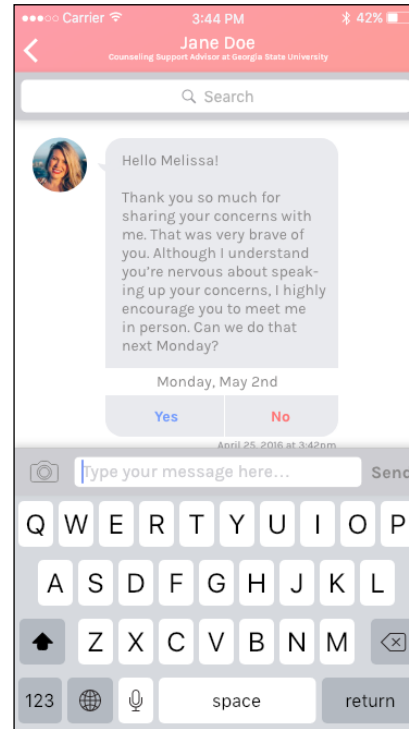
Comment posted.



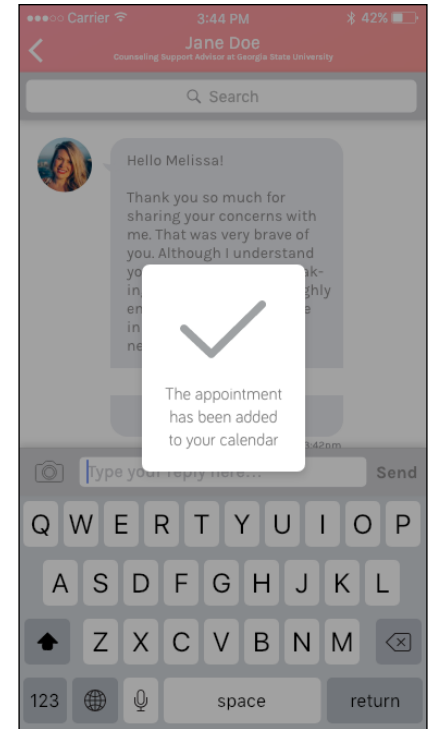
Home page with a new message notification



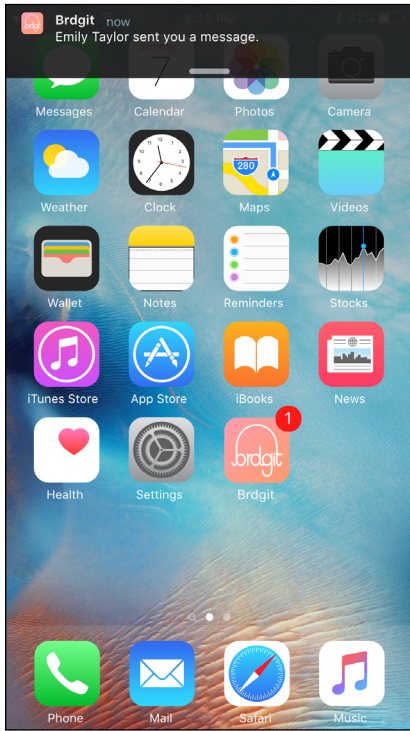
New message notification. The circle on the right indicates the message is unread. If the user click the envelope icon with the tick mark that is placed on the top right corner of the section, all the messages will be marked read.



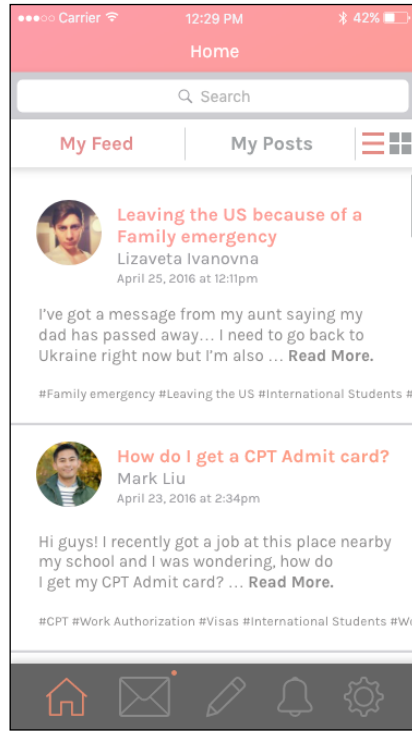
The top bar shows the counselor's name and a brief information on her. The message from the counselor has a suggested date the user can have an appointment with them. The user has an option to either accept or decline the request.



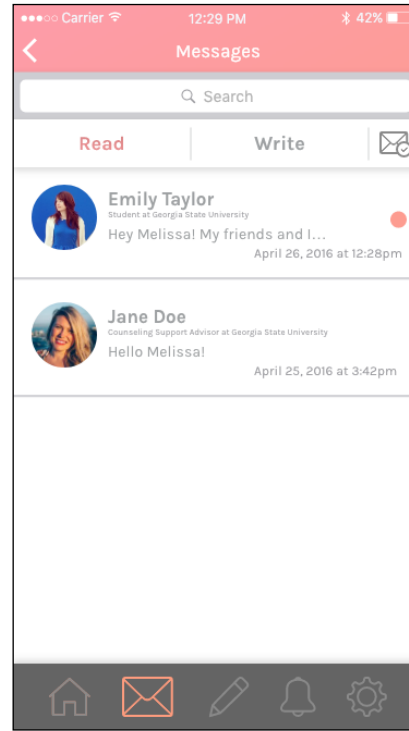
Date added alert when the user selects "Yes". The information gets automatically added to both the user and the counselor's phones' native calendar app.



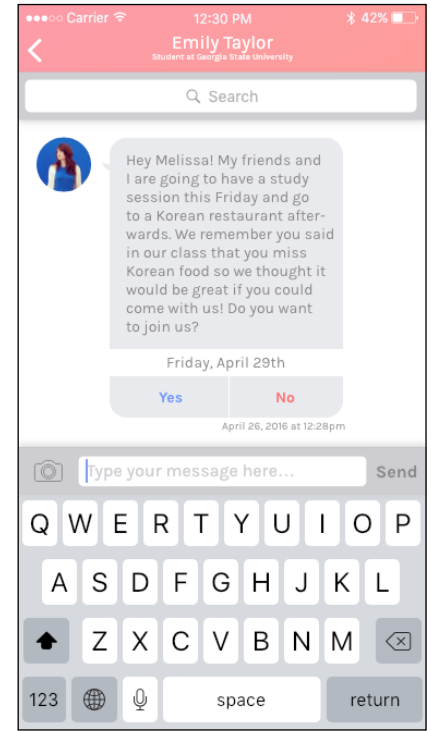
Real-time notification on the top.



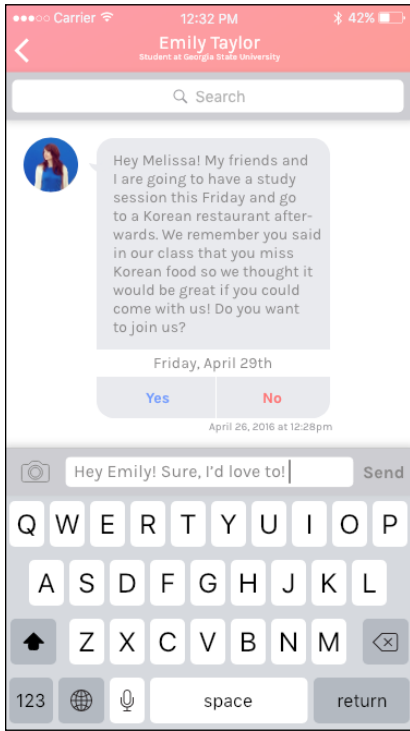
Home page with a new message notification



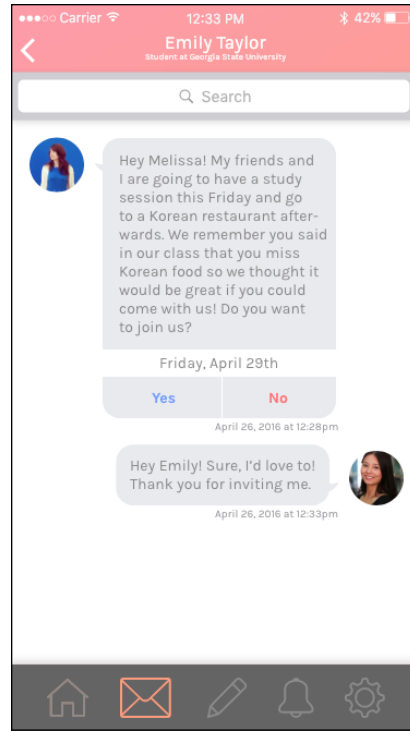
New message notification. For the previous message, the circle on the right is gone since it's read. Any new and additional messages are placed on top of the old and read messages.



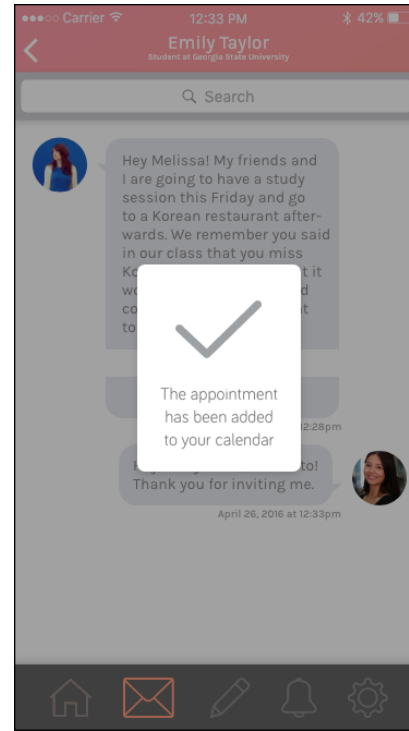
A message from the user's peer. The invite functionality is available to anyone using the app. Whether they are international/local, student/faculty, a user can send invites to anyone.



The user can type the reply and press "Send" to send it.



How it's going to look like when the user replies back to the message.



Date added alert when the user selects "Yes". The information gets automatically added to both the user and the user's peer's phones' native calendar app.