



Hi

Hangout

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Hangout is an online platform for people to join interesting events and activities while meeting someone new in the local communities around their area.

Not sure what to do this weekend? ***Hangout.***



Initial Problem Statement

People need a way to **interesting activities during their free time** because **they wanted to learn new things.**

Goals

- To help young adults easily find their interested activities.
- To help young adults use their free time wisely on learning new things.
- To help young adults to connect with new people



Research

User Interview

Target User & Market

Working adult aging 21–40 years old that are tech-dependent, and use it for their and social life.

Goals

Research on how young working adults spend their free time on things they love to do & how they explore and find new related activities. Also to find out their habits and biggest obstacles from keeping them stop doing that.

Questions

- How do you usually spend your free time?
- When was the last time you hang out with your friends or someone?
- What is the biggest obstacles that keeping you stop doing or enjoy things you love?
- How do you find activities to do usually?
- How much time do you spend on improving yourself? or meeting someone new?
- Would you pay for a reasonable amount for an events/activities that you are interesting in to try out new things or meeting new people?

Affinity Mapping

Say & Do

I joined dance class, and I love it

I sleep on my free time, or watch Netflix

I workout on certain days after finished work

I only went for business related events these days

I have night class, sometimes I hangout with my friend

Type of Activities

Workout/ Exercise / Dancing

Food / Casual meeting / Party

Drawing / Painting

Hiking

Networking/ Business related

Time Spent

2 hours a week

1-2hours a day

Maybe less than an hour

3-4 hours a week

Feel & Think

I actually have the time, but too lazy and no motivation

I wanted to spend my time more meaningfully

Sometimes, I didn't want to go out because lacking of companion

I don't know where to start

I hope to meet someone new and have a good conversation

There's no one to talk to you at the event

User Insights

Pain Point

- *Lack of company*
- *Events don't seems interesting enough*
- *Information overflow*
- *Community is not friendly*
- *Not aware of the existing platform*

Opportunity

- *Matching feature.*
- *An app to filter the most relevant contains according to user's profile.*
- *Approach more local communities & groups to organise and manage their events in-app instead.*
- *Create a more user-centric user interface.*



Pivots



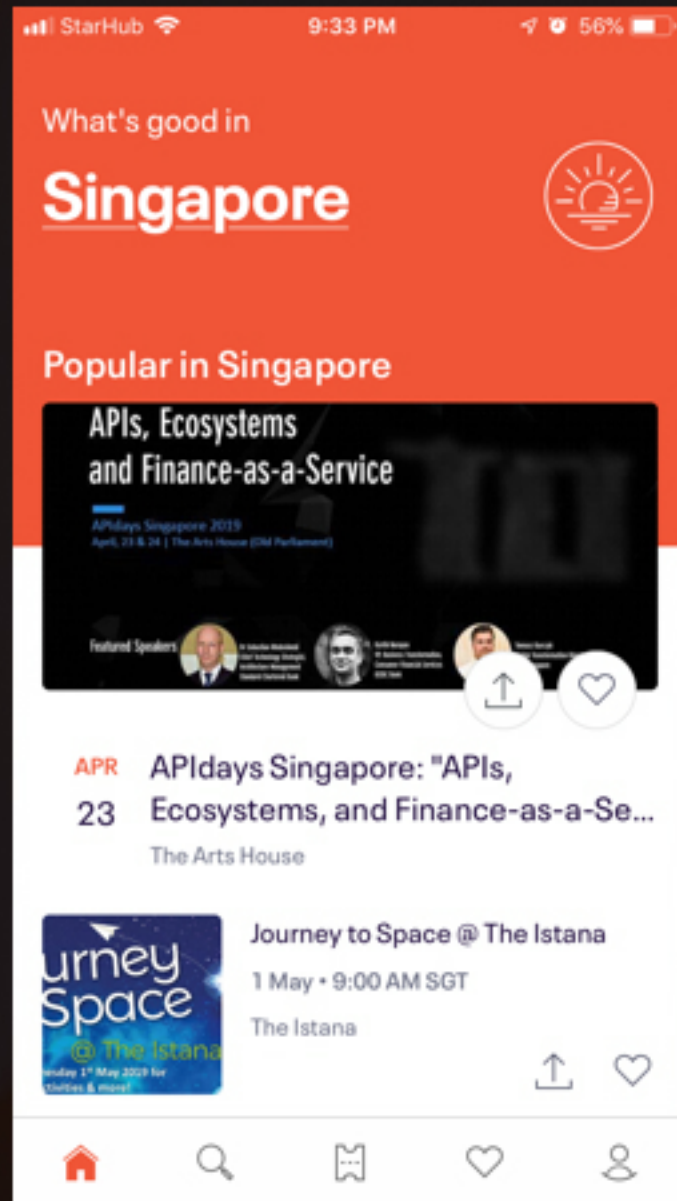
Pivoted Problem Statement & Goals

People need an easier way to find people with common interests because they enjoy doing new things together.

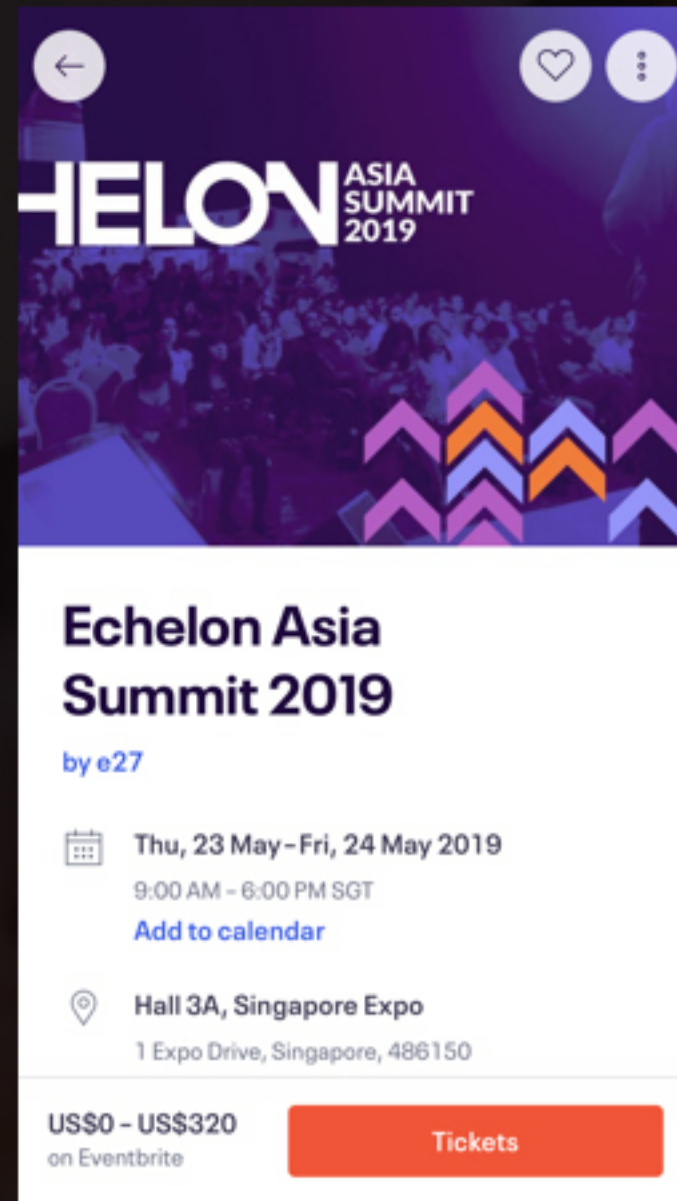
Revised Goals

- *To find the most relevant events according to the user's profile easily.*
- *To connect similar interest users together.*
- *To build a strong community amongst users' interested area.*
- *To offer more affordable events.*

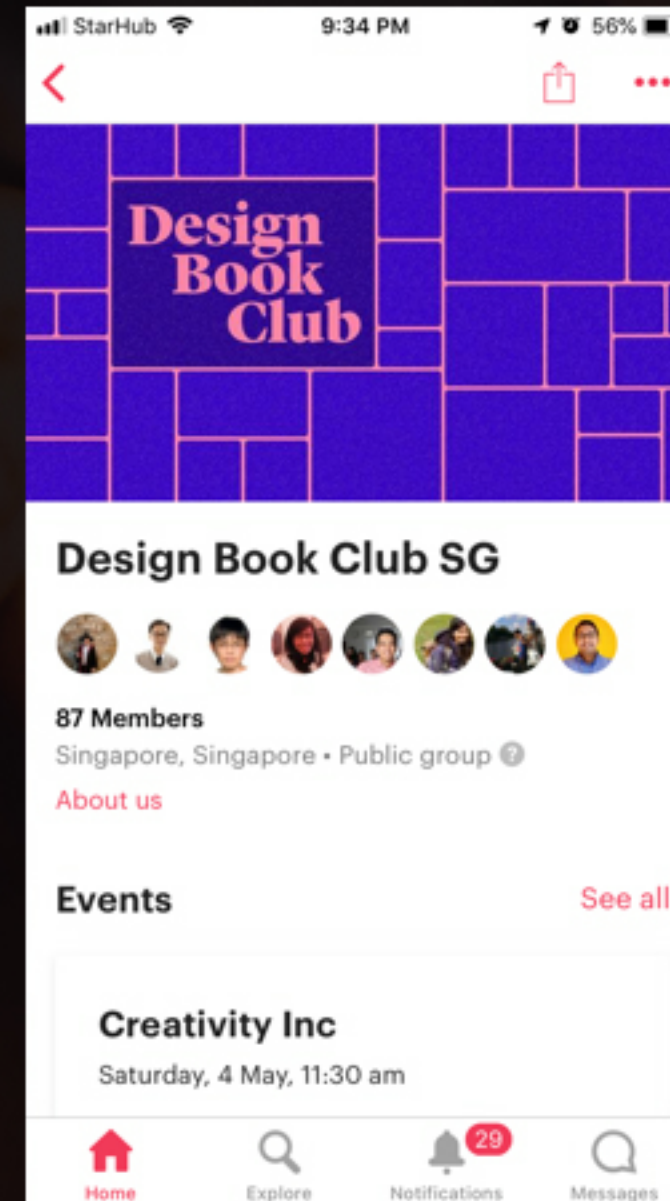
Competition Analysis



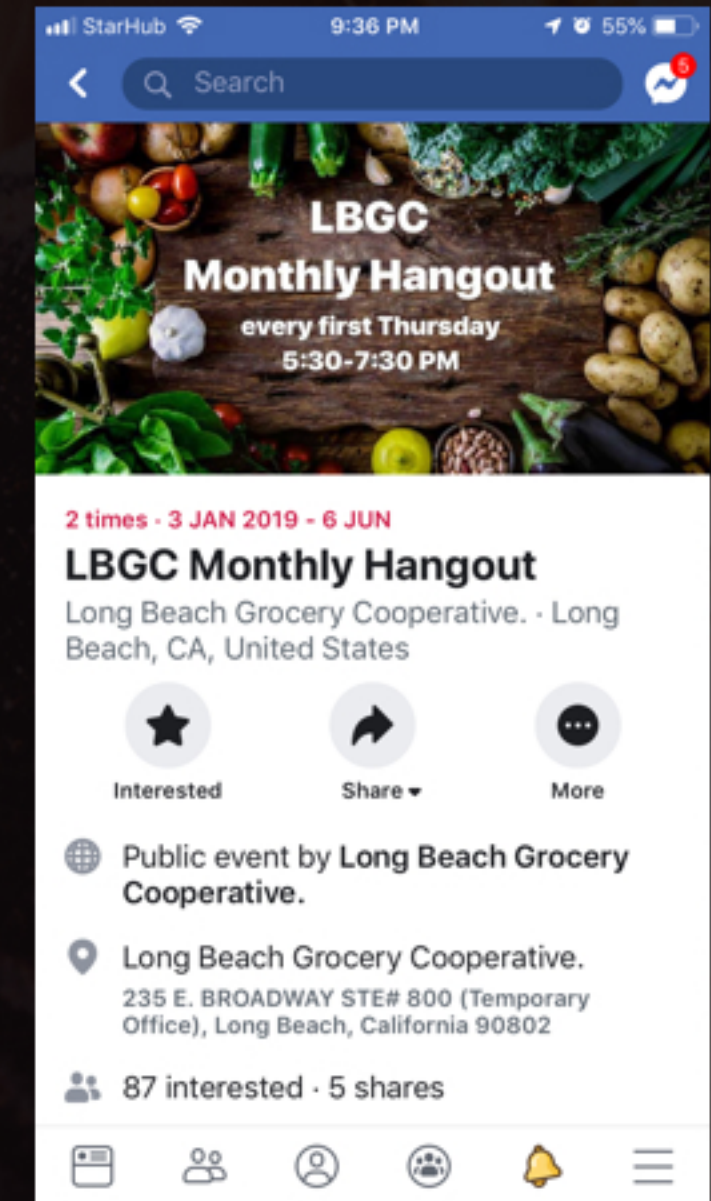
Eventbrite



Eventbrite



Meetup



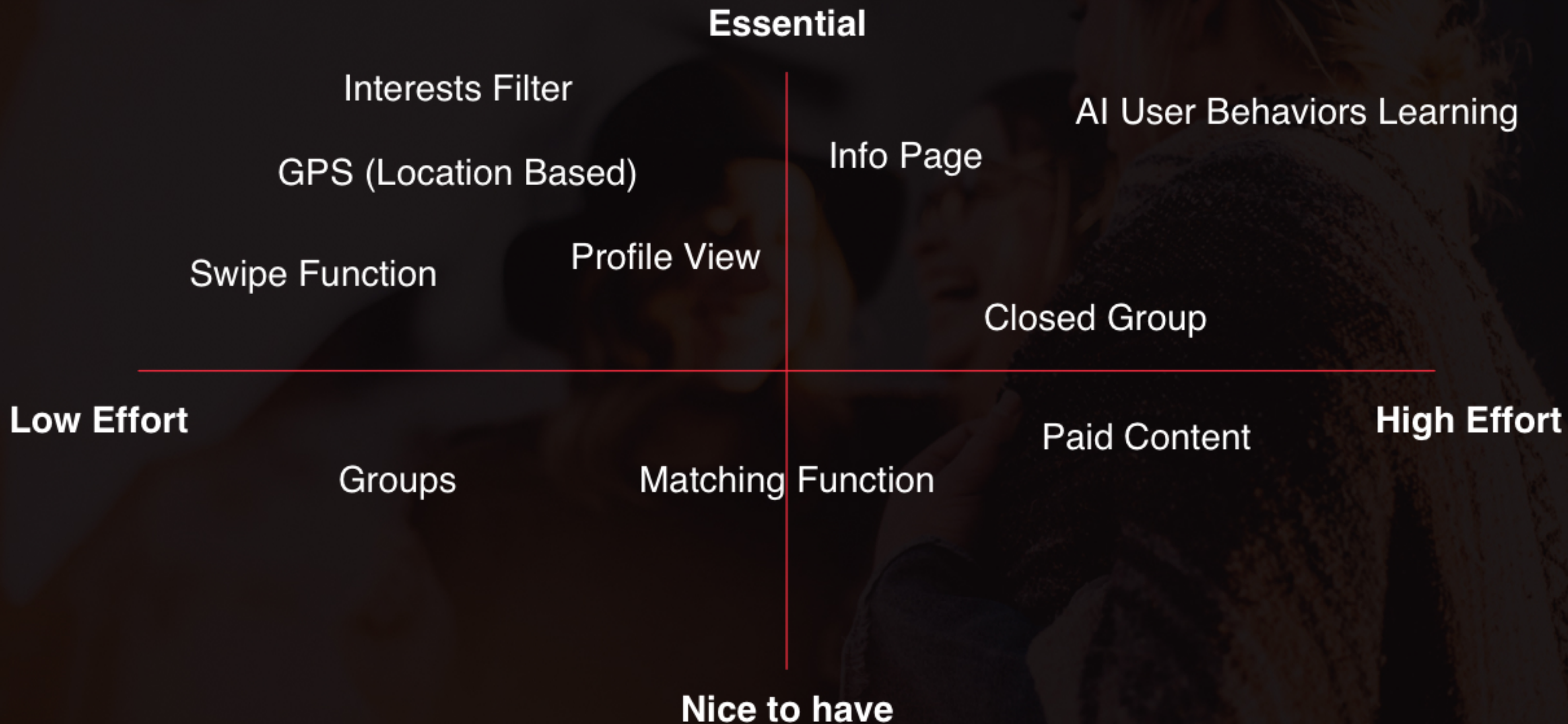
Facebook



Competitive Analysis: Features Comparison

	Eventbrite	Meetup	Facebook	Hangout
Search				
Location based	Yes	Yes	Yes	Yes
Chat	No	Yes	Yes	Yes
Simple UI	Yes	Yes	No	Yes
User Matching	No	No	No	Yes

Feature prioritisation





Personas & User Flow

Persona



Alyssa

Age : 24

Job : Digital Marketer

Marital Status : Single

Key Characteristic

- Loves dancing
- Outgoing but introverted
- Loves hanging out with friends
- Often join workshops

Goals

- Wants an easier way to discover more about events she might be interested in her area.
- Wants a company to join her while joining events or activities.
- Wants to meet new people to expand her social circle.
- Wants to learn new things.

Pain Points

- Too many unrelated events
- Hard to find a company or someone to talk to during the event session.
- Afraid of no company during activities sessions

“I loves hanging out with my friends or attending a party, but I always got lazy or finding excuses because afraid of no company or someone to talk to during the event.”

Persona



James

Age : 32

Job : Software Developer

Marital Status : Single

Key Characteristic

- Career focused
- Meet people often
- Often join company networking sessions

Goals

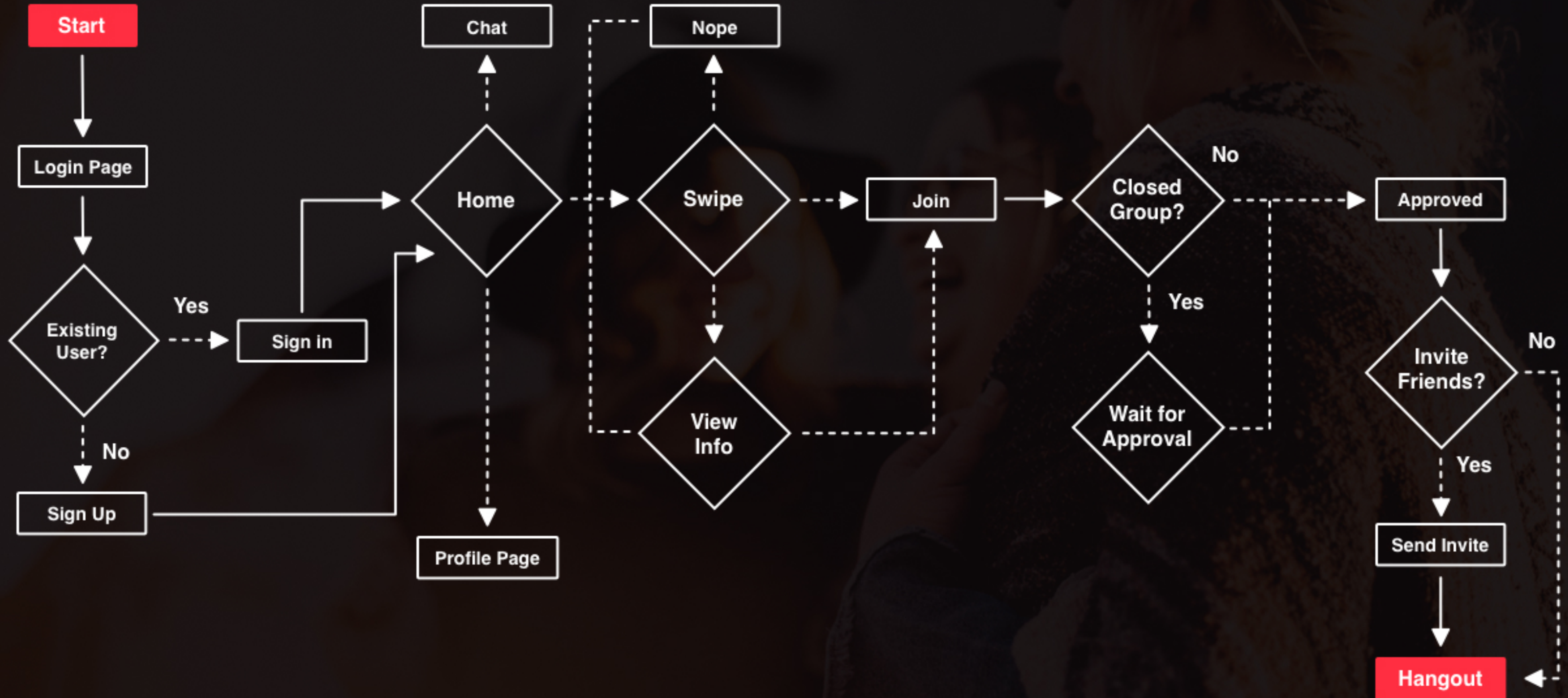
- Wants an easier way to explore new interested events.
- Wants a new way to meet new people with similar interests.
- Wants to check & match his timing with his friend's.
- Wants a new way to explore interesting things to do in his location.
- Wants to have meaningful outcome from activities, either having new friends or learning new things.

Pain Points

- Biggest blocker is time matching with his friend's
- Doesn't match the time with events.
- Often find those activities is abit non-organised or sketchy.
- Doesn't like to scroll through long list of events, and doesnt really get what he wanted.

"I enjoy meeting my friends for a drink or food, we even do some fun activities together. However, these days are really hard to find the right time to meet each others. Besides that, I also hope to expand my social circle, but I don't know how to do that."

User Flow

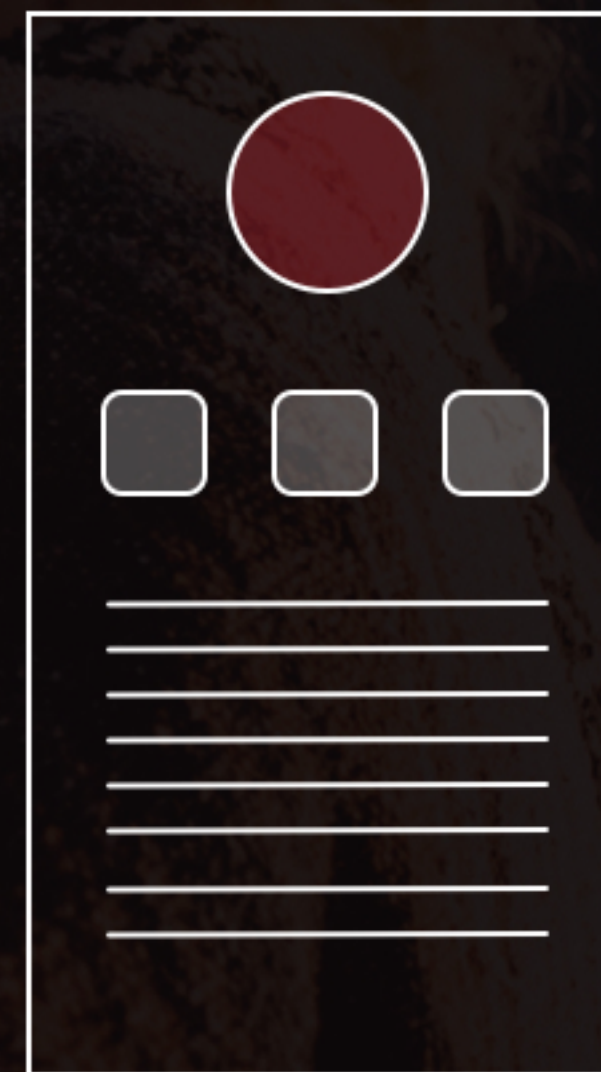
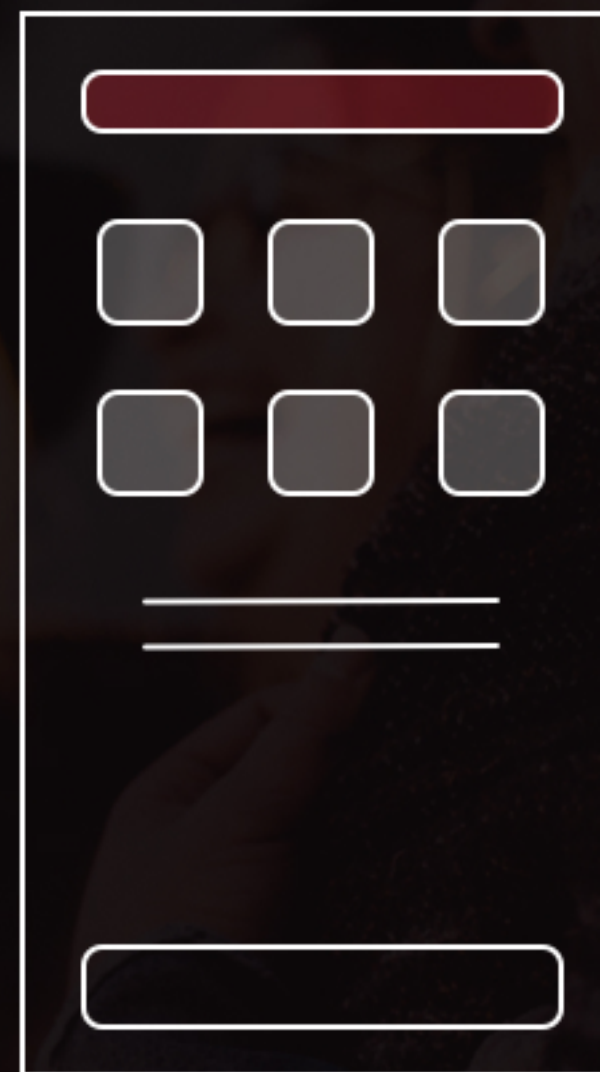




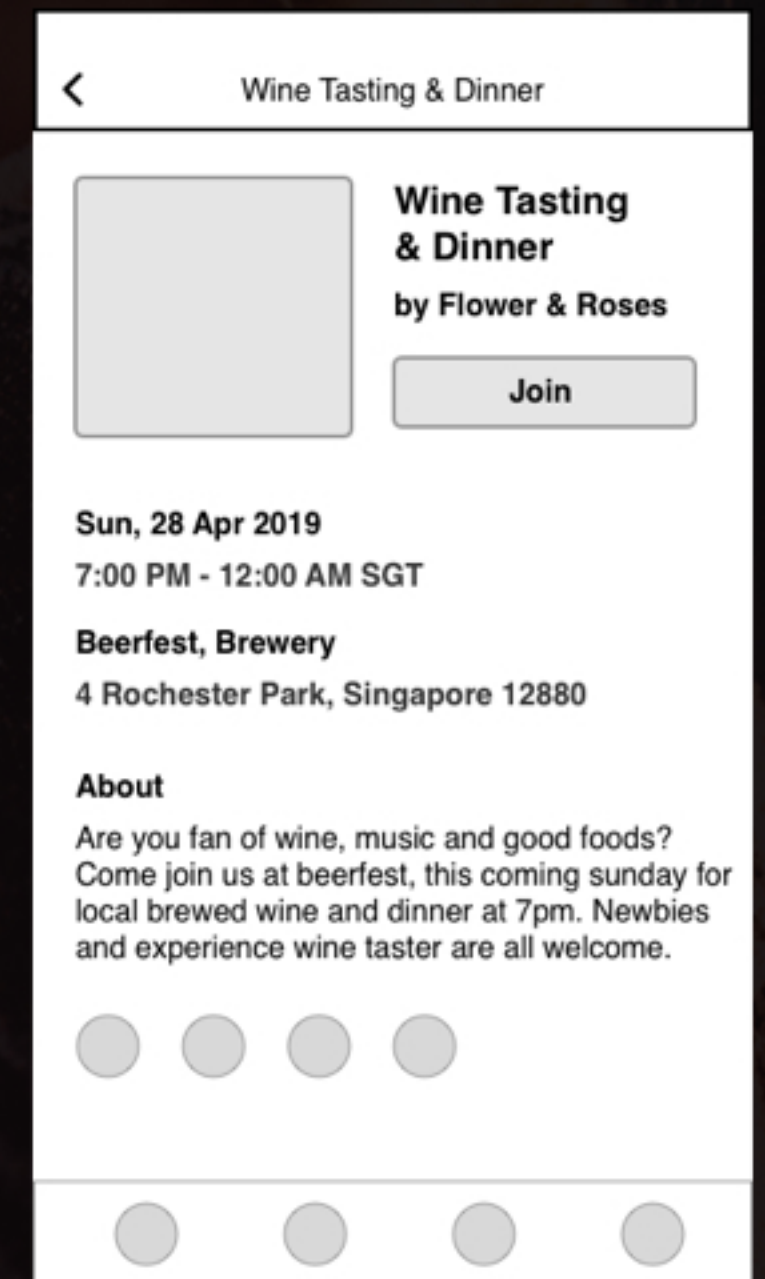
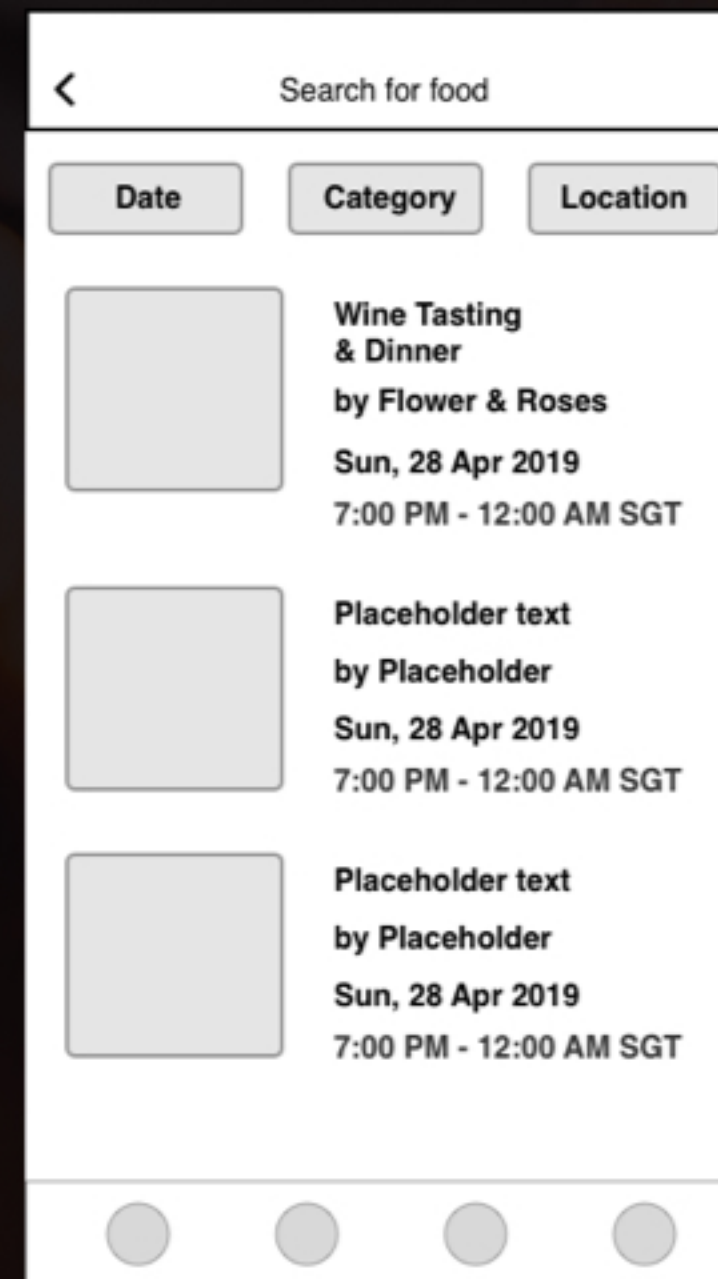
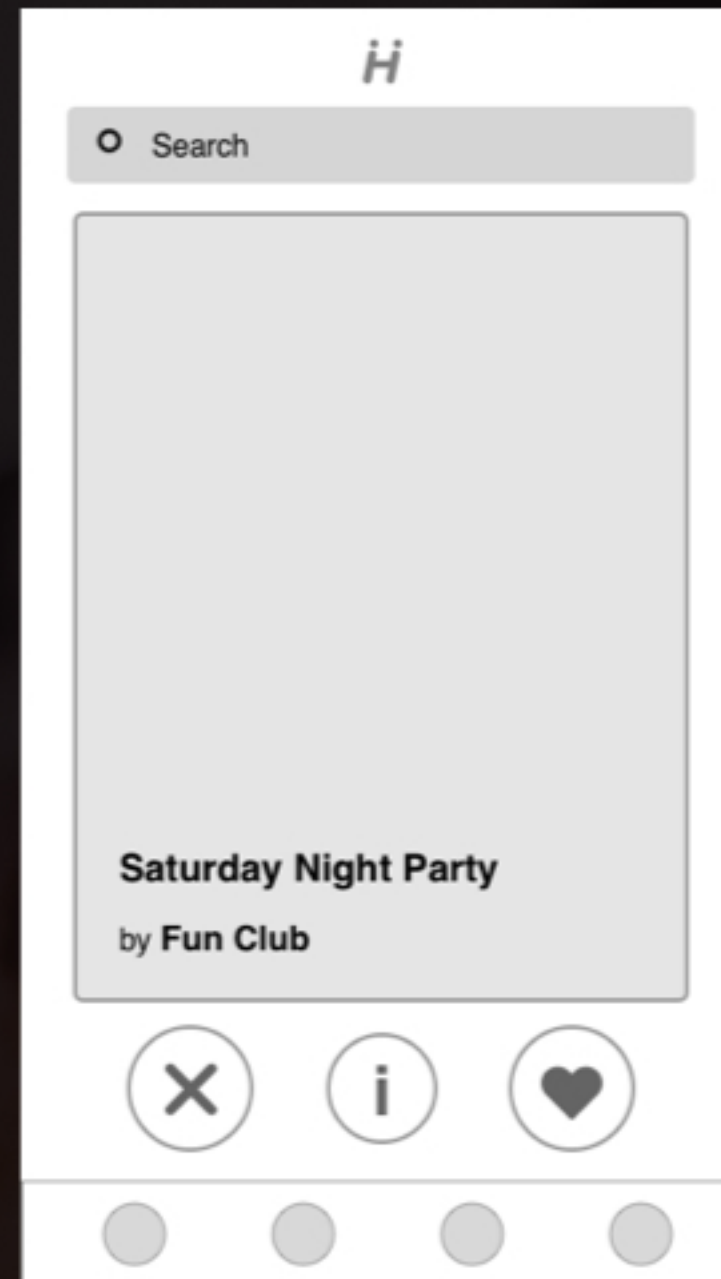
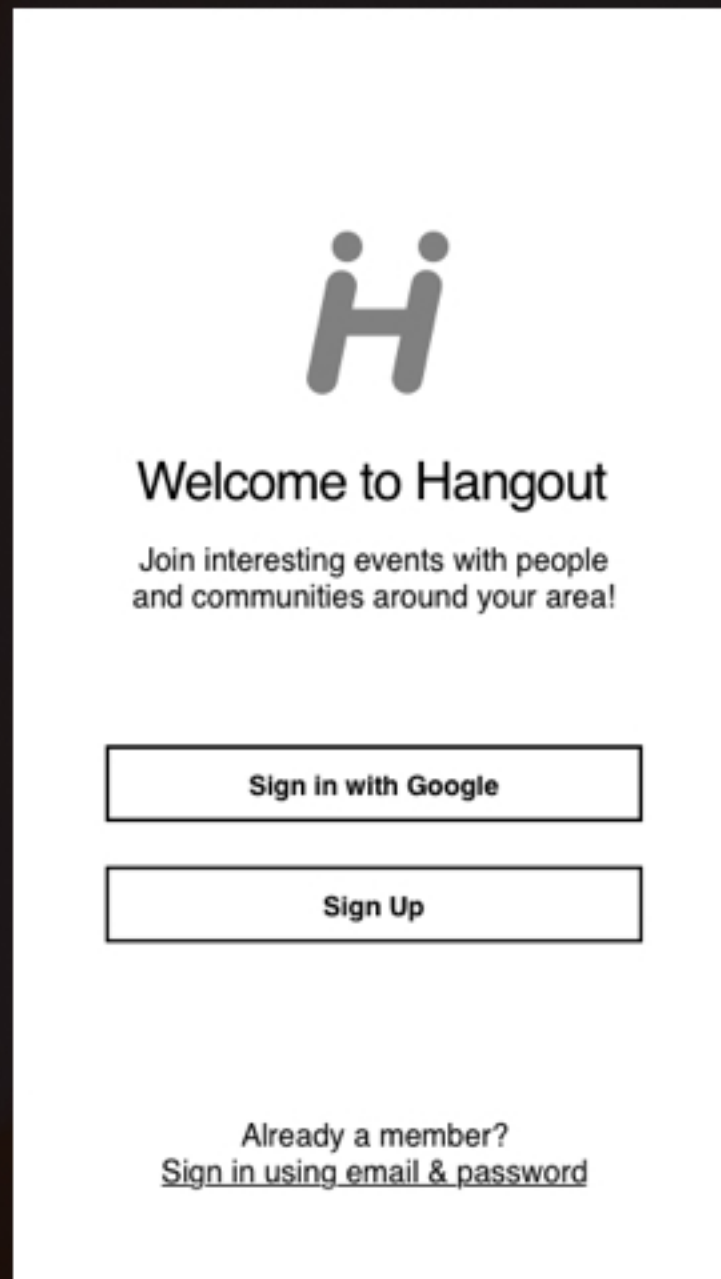
Prototype & Usability Test



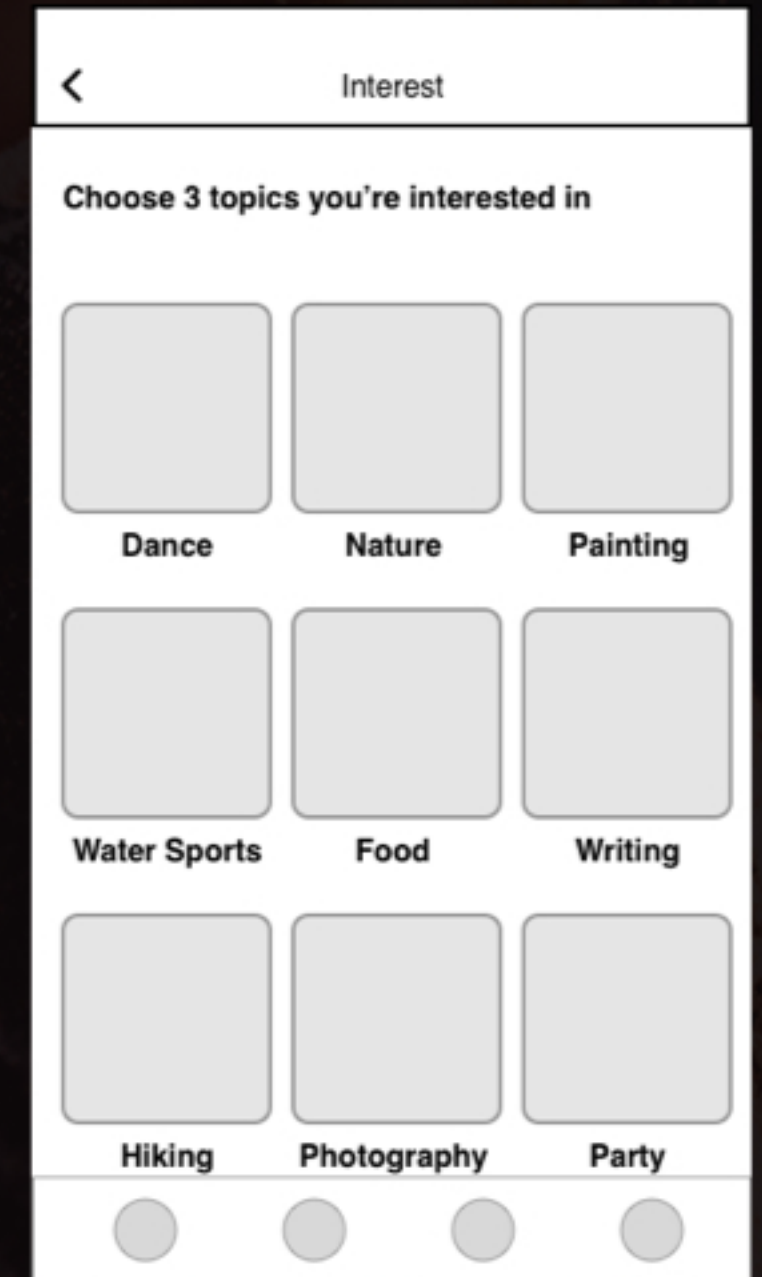
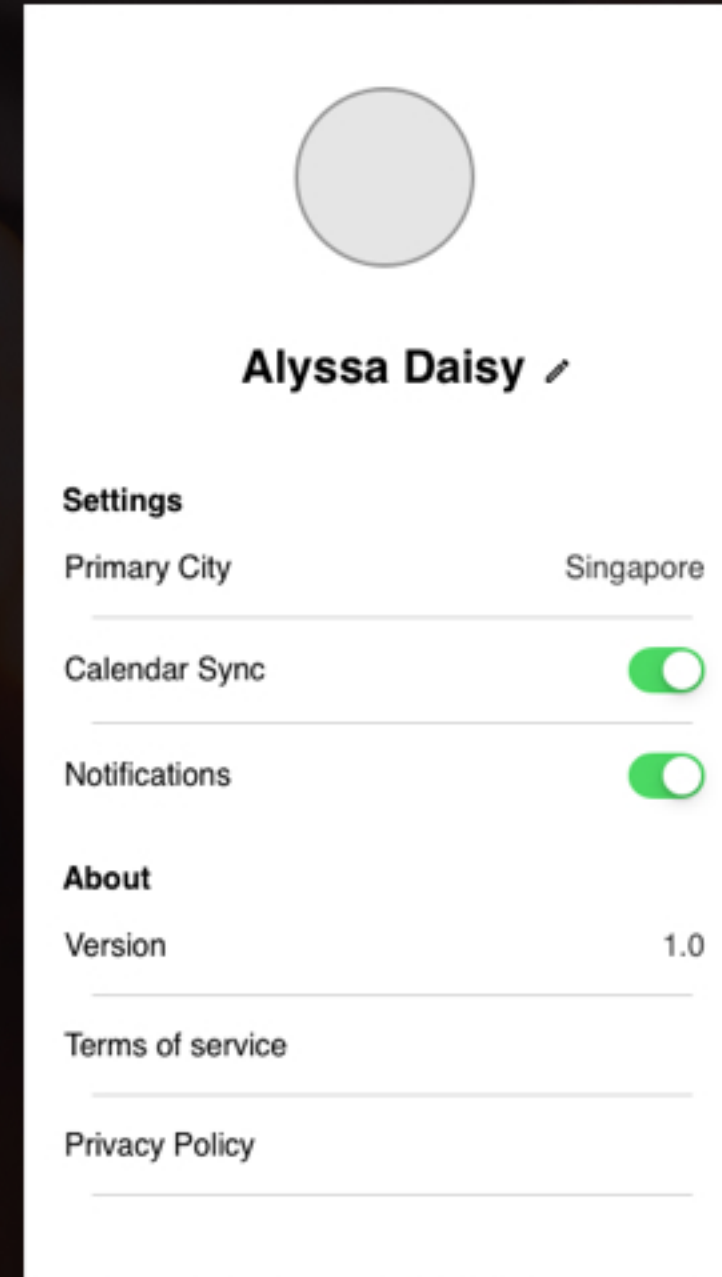
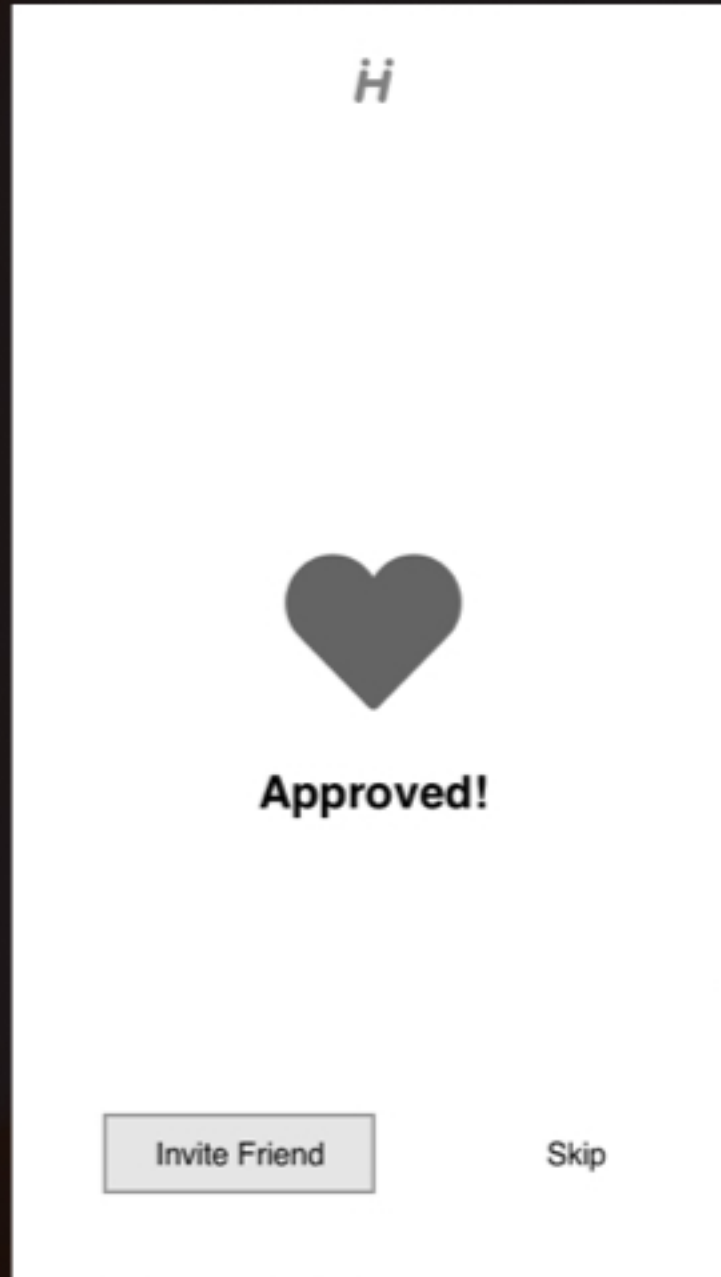
Wireframes



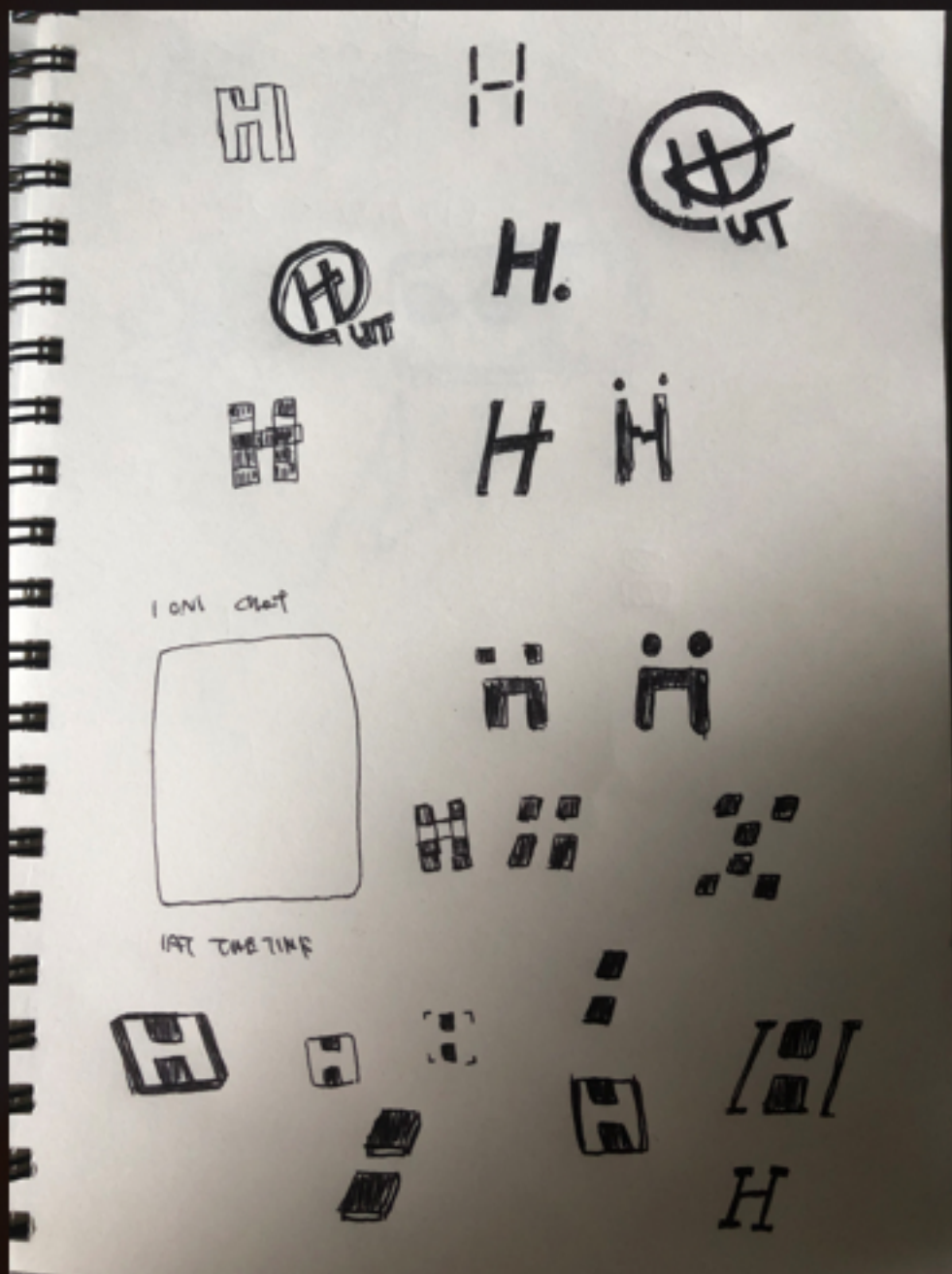
Wireframes



Wireframes



Design System - Logo



Final Design



Meaning

*As hangout try to achieve what other existing platform can't do.
Help connecting the right people together while they are finding
their interests.*

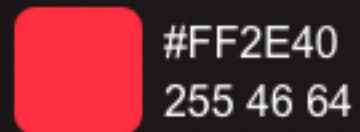
*The logo H stands for Hangout and the connecting two dots on top
of it, making it looks like two person shaking hands.*

Design Language

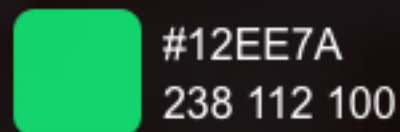
Colors

Red is the primary color of hangout, it represent passion and freshness. As for secondary, I used pink to support and create subtle difference so users can read their content better. Last but not least, when both colors combine it create a beautiful gradient of color.

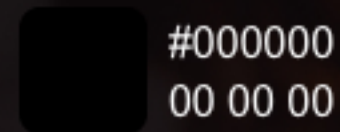
Primary



Supporting



Shades



100%

80%

62%

38%

20%

Typeface

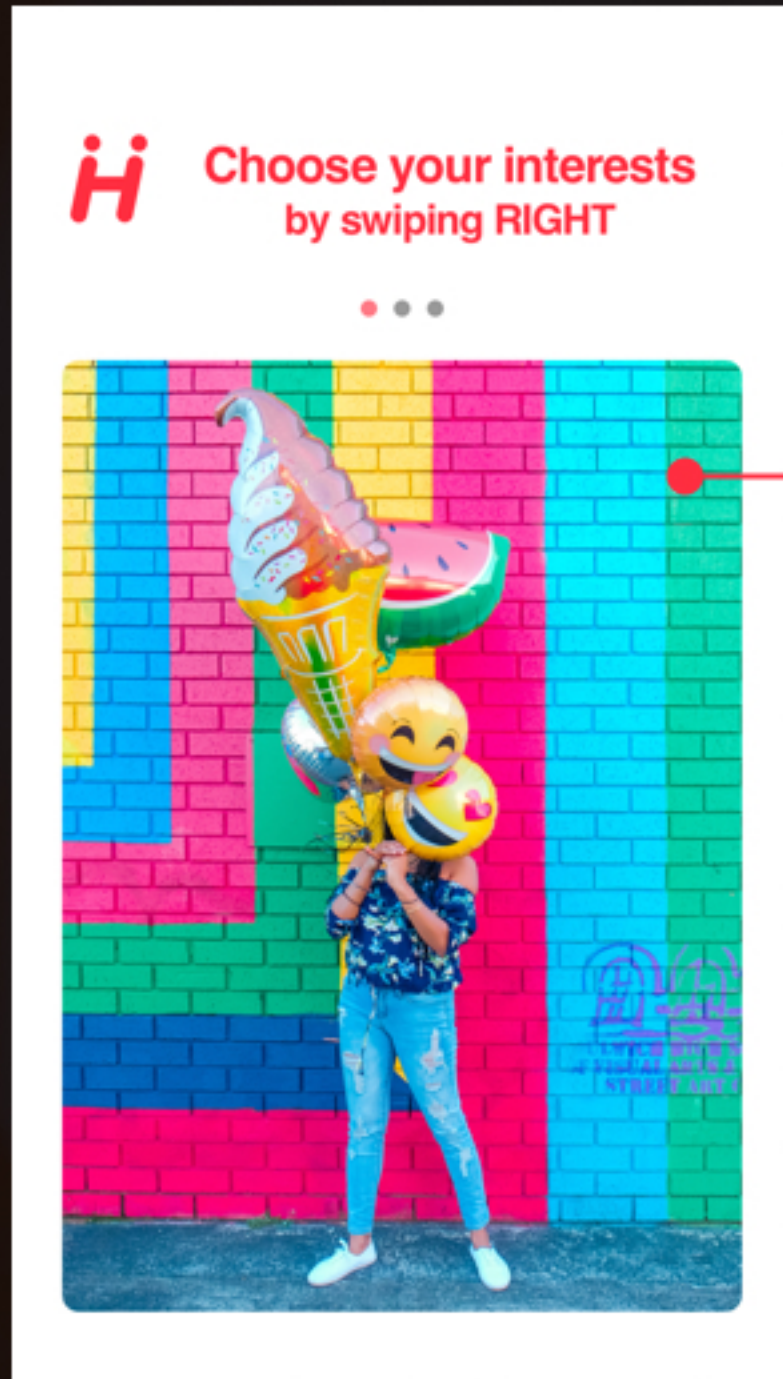
Helvetica is the only typeface we are using across the whole app to keep everything looks consistent and easy to be read.

Title	24 pt	Bold
Subtitle 1	20pt	Bold
Subtitle 2	16pt	Bold
Body 1	16pt	Regular
Body 2	14pt	Regular
micro	12pt	Regular



High Fidelity Prototype

High Fidelity : Main Features



Swipe Feature

More info button

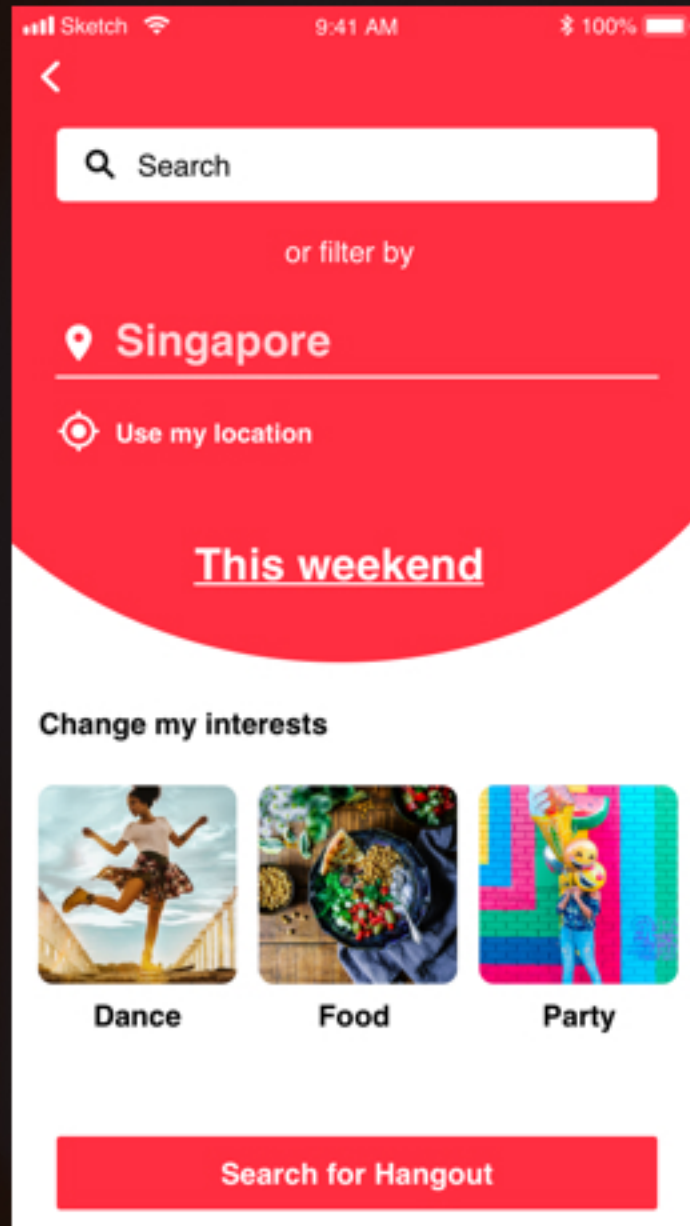


Search Function

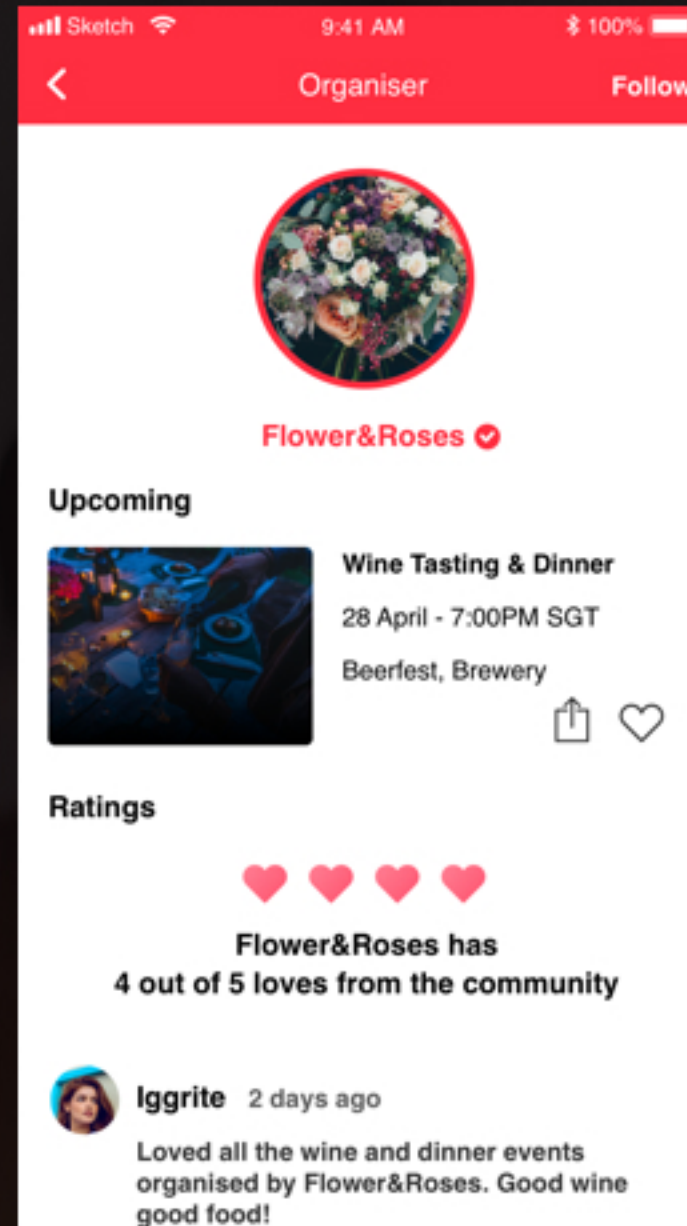
Picture speak a thousand words, to attract & gain more attention from users as it is the main contain

Instant Join

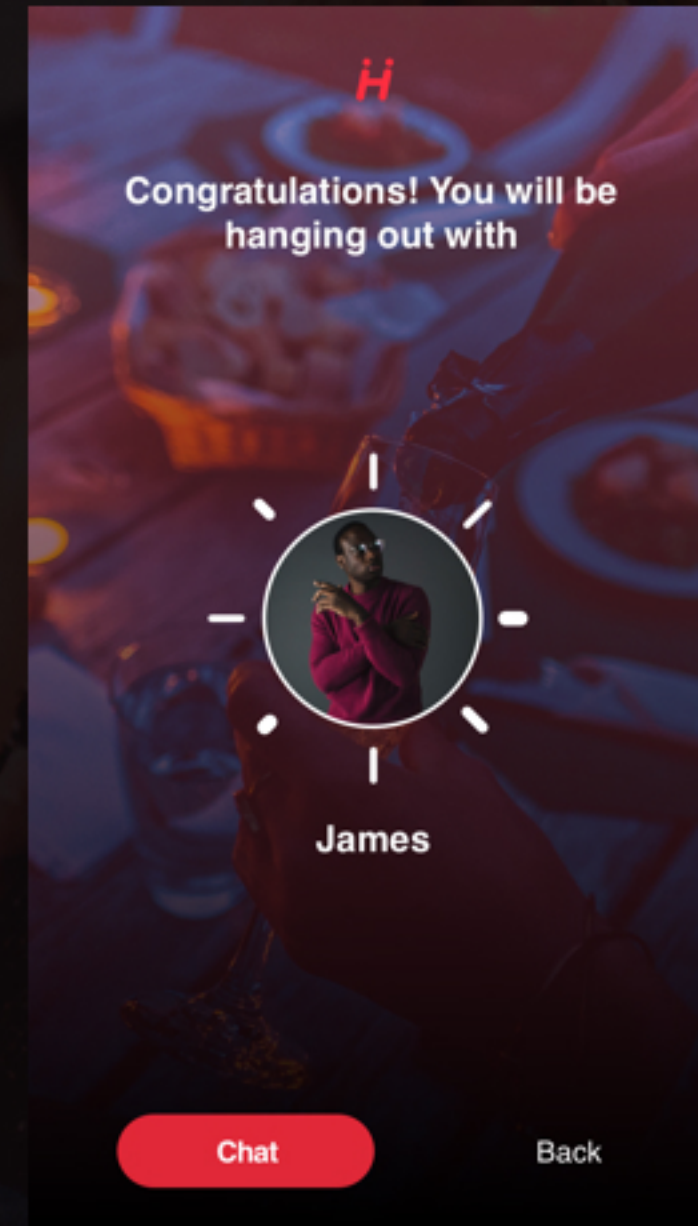
High Fidelity : Overview



Advanced search for
power users

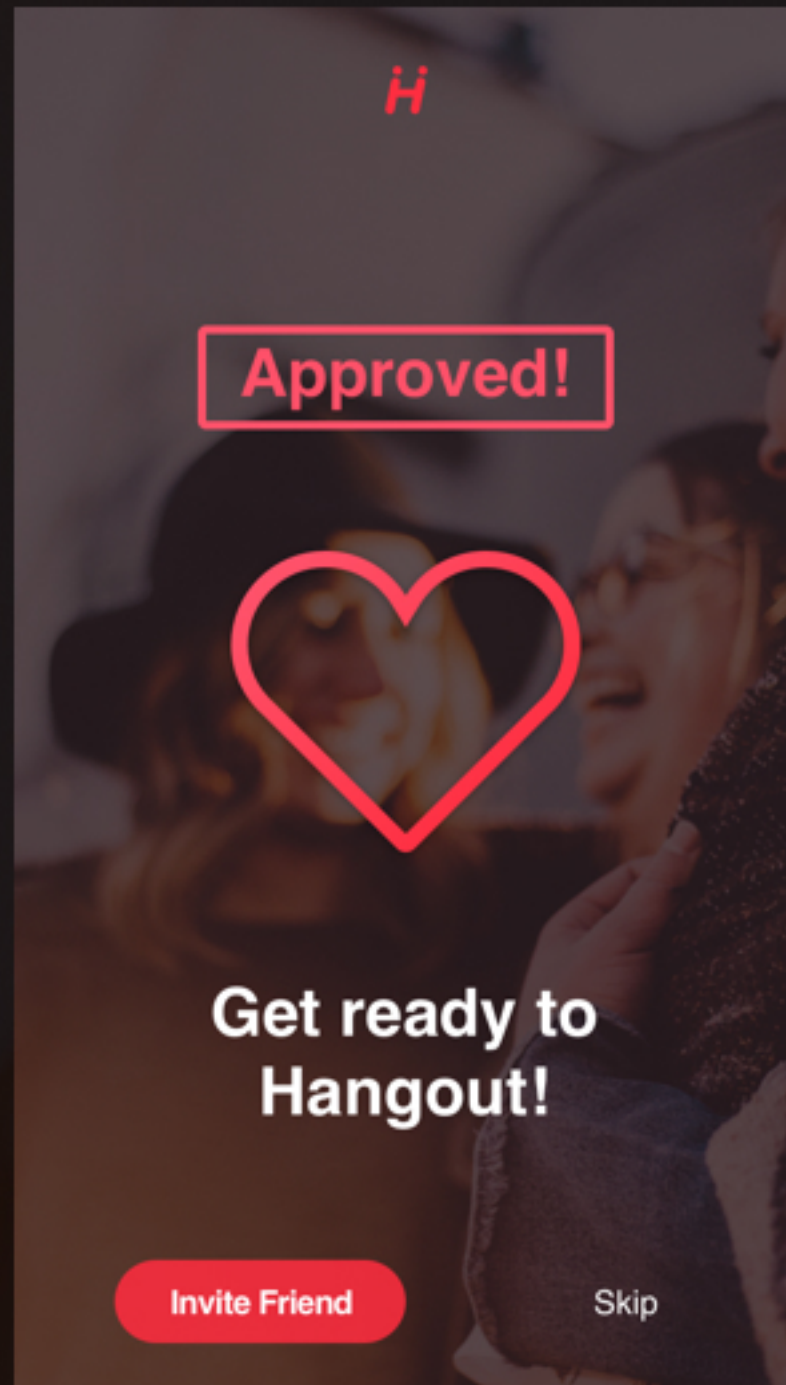


More community
friendly informations



Never-alone-again
Matching feature

High Fidelity : Feedbacks



“ I love the swipping function, it’s really addictive & simple enough to go though all the events”

“ Simple & nice UIs”

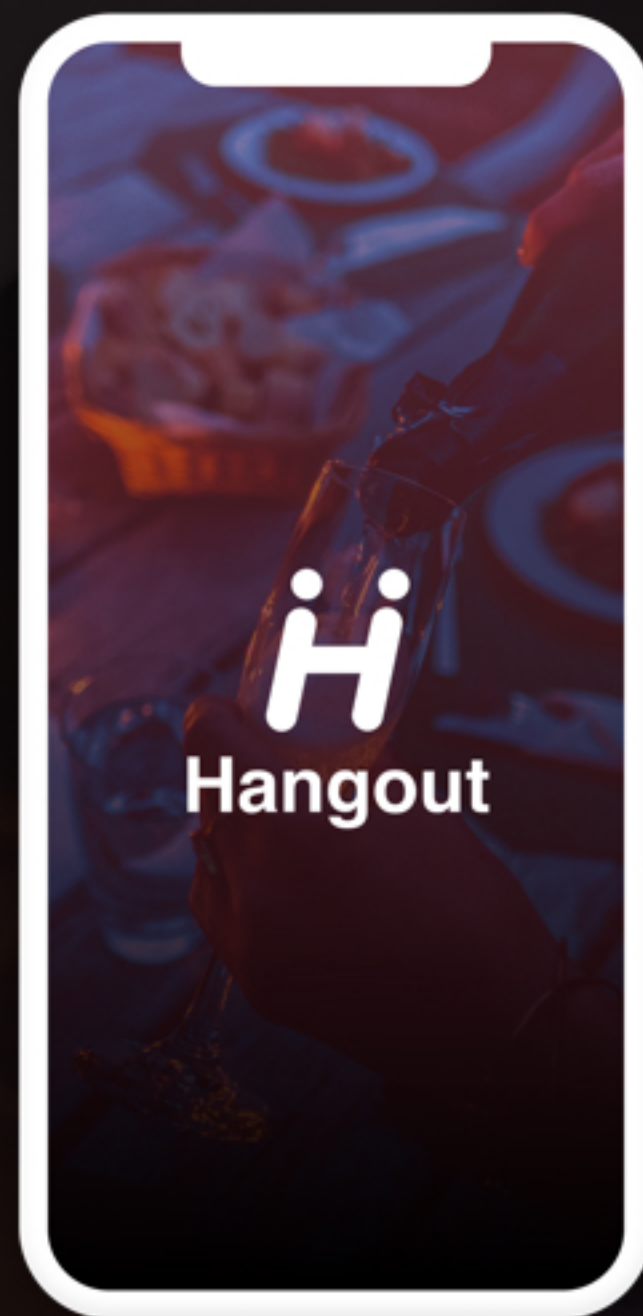
“ I like the idea the app suggest you what to do according to what I like instead of searching by myself.”

“ The matching feature seems fresh and interesting.”

“ Very useful information at the details page, definitely will use it often.”



Clickable Prototype



https://invis.io/RNRN5MM9P4M#/359217320_Hangout_Onboard



T*H*ank you!