

Case Study Today

Name of Product

Today

Company Overview

Rhozeland is today's new wave creator platform for multimedia and collaboration. Their mission is to use creativity to empower independence.

My Role

UX Researcher
UI Designer
Prototype Animator

Timeline

May 2020 to August 2020

Capacity

Single

Programs

Adobe XD
Protopie
Photoshop

Overview

As designers, creators, and artists alike, the conscious thought came to me to understand the material we view every day through our screens...

How can we make the content we view meaningful?

The solution itself came to be a platform, creating one for all creatives to compile content into concepts for share.

Research

Based on my secondary research, I made a chart emphasizing components existing platforms had...

Channel	Multimedia	Engage options (excluding reporting)	Posting / Moderation	User generated content (excluding posting)	Editor / Content creator	Audience / Community
Pinterest	✓	share, save	Real time algorithm / Light guidelines	✗	✗	General
Instagram	✓	send, share, comment, reblog, save, like, follow	Timeline algorithm / Moderate guidelines	✓ (camera, stories)	✓	General
Tumblr	✓	send, share, comment, reblog, like, follow	Timeline tagging / Moderate guidelines	✓ (camera)	✓	Niche
Youtube	✗ Video only	share, comment, save, like, follow	Real time algorithm / High guidelines	✓ (live streams, stories)	✓	General
Triller	✗ Video only	send, share, comment, save, like, follow	Real time algorithm / High guidelines	✓ (trillers)	✓	Niche
Ello	✓	share, comment, reblog, like, follow, hire	Timeline tagging / High guidelines	✗	✗	Niche / Creatives / Professional
Deviantart	✓	share, comment, save, follow	Timeline tagging / Minimal guidelines	✗	✗	Creatives
Behance	✓	like, save, follow	Timeline tagging / Light guidelines	✗	✗	Creatives / Professionals
radiooooo	✗ Audio only	share, like	Submission based tagging / Moderate guidelines	✗	✗	Niche
Dribble	✗ Image based	share, comment, save, like, hire	Timeline tagging / Light guidelines	✗	✗	Creatives / Professionals
TikTok	✓	send, share, comment, reblog, save, like, follow	Real time algorithm / High guidelines	✓ (tiktoks)	✓	General

For my next phase, I realized I had to delve into the people who were users of channels listed in my chart. I found 6 participants. All creatives are ranging from different backgrounds that use social media. These were essential in narrowing such a topic.

Qualities in the people I interviewed:

- ❑ 6 participants
- ❑ creative background
- ❑ music, photography/videography, fine art, acting
- ❑ uses social media
- ❑ recruited through word of mouth, text message

And with the interview, a few statements that stuck out to me were that.

“Creativity comes in waves.”

“Meaningful content lasts forever.”

“Puts things in perspective.”

I divided this data so the application will cater to two types: Learn and Create. Personas will help impact my solution for personalization by implementing the kinds of content needed to make the platform thrive for user types and the necessary core features that make the experience seamless between the two types.

1) Learn: They look for content to provide and educate themselves or give a perspective or new insight.

Jeremiah Coubasé



"I'm always trying to expand my mind!"

Age: 23
Gender: Male
Job: Concierge
Type: Learn

Bio

I'm currently in the midst of transitioning my life, trying to become more independent and a competent member of society.

I'm working to save up money as a Concierge, but looking for other jobs and hustles too. On my free time, I'm lead guitarist for a local band and indulge in the internet to learn and inform.

Skills / Technicality

- Creative Hands-on
- Communication
- Knowledge
- Application

Time

None - Some - Moderate - A lot

Motivations

- Curiosity
- Social
- Personal Growth
- Educate

Goals

- Attend post-secondary schooling after money is saved
- Learn as much as possible on free time
- Improve guitar skills and musical prowess
- Get more gigs for band hobby

2) Create: They look for personal reasons or find ways of motivation to help them create

Bob Cousy



"I want to share who I am through my story."

Age: 27
Gender: Male
Job: Mechanic/ Barber
Type: Create

Bio

I love my life, and love to tell people about my story. I've had a rough upbringing but want to show people that you can still be happy despite a slow start.

I'm currently making my living as a full-time mechanic, but also have a side hustle where I cut hair for others. I make good money doing what I do, because I love cars, and care about style. The grind never stops, but on my downtime, I like to go on dates and hang out with friends by going out to parties, clubs, and other social events.

Skills / Technicality

- Creative Hands-on
- Communication
- Knowledge
- Application

Time

None - Some - Moderate - A lot

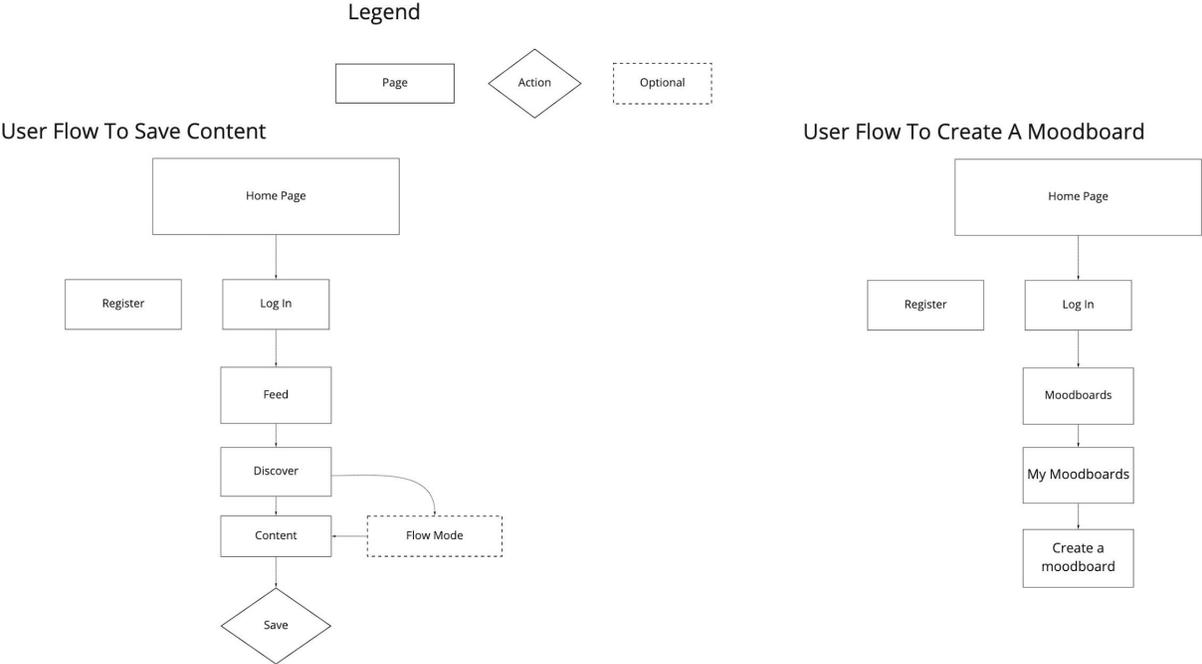
Motivations

- Curiosity
- Social
- Personal Growth
- Educate

Goals

- Save money for a down payment for a home
- Continue to grow haircut skills and portfolio
- Treat myself for upcoming birthday

Creation / Ideation

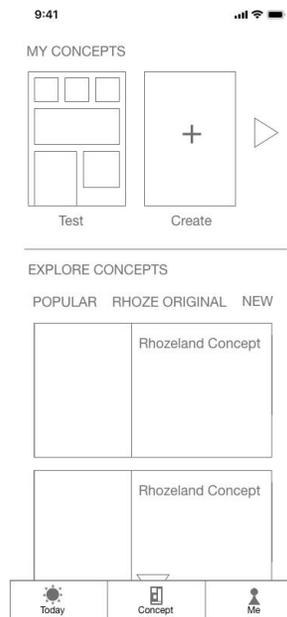


I developed two significant flows essential for the personas and application in saving and viewing content to create a mood board/concept. The number of screens was helpful in the development of wireframes.

Wireframes

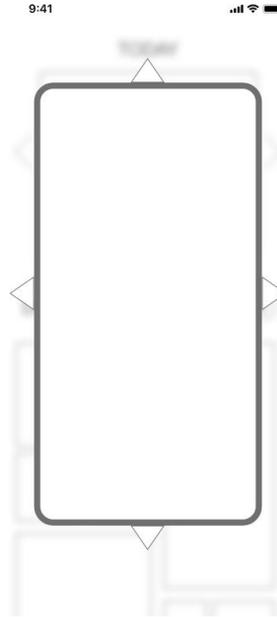
Concepts page/Moodboards:

This screen shows a brief run of how the concept page will display. The top will be the user's user-generated concept, made of content they have grouped. The bottom is the explore concepts, where the user can view other people's ideas.



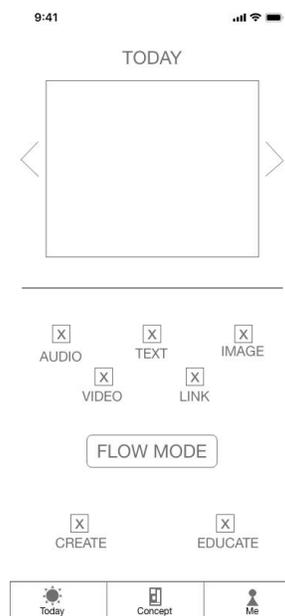
Flow Mode:

This screen shows an arbitrary version of how a user will view content on a single screen. The arrows display a swiping motion, depending on where they swipe.



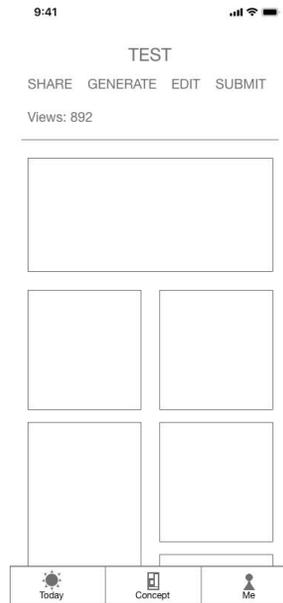
Feed:

This screen is the home page, where users will be allowed to access flow mode and view a feed of recently engaged content.



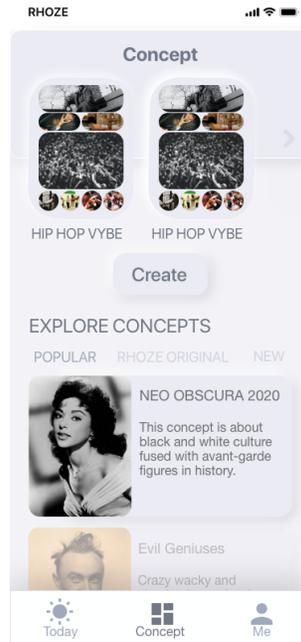
My Moodboard/Concept:

This screen is an expanded version of the screen of the concept, showing a more in-depth look at how content is categorized.

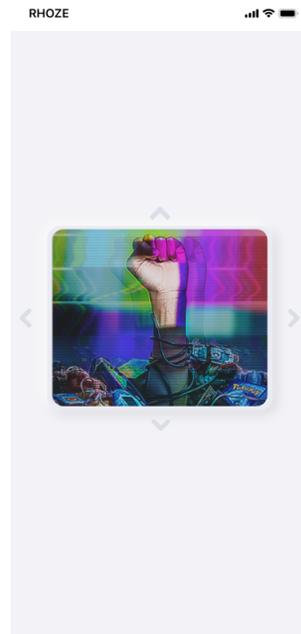


High Fidelity

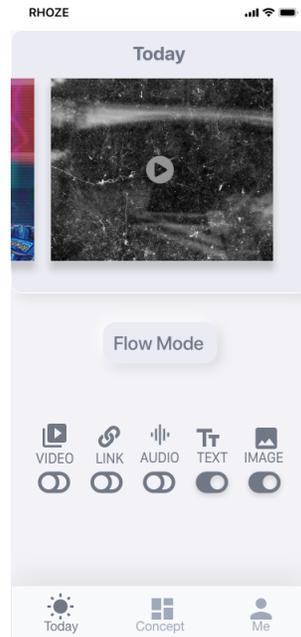
Concept page:



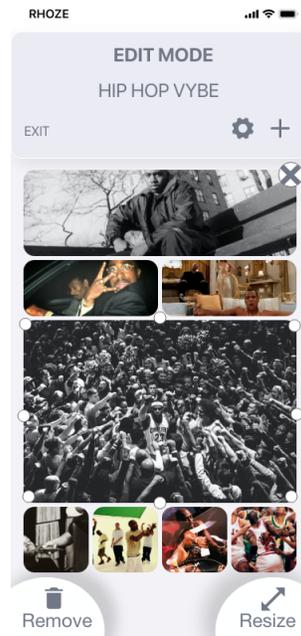
Flow mode:



Home page:



A concept (edit mode enabled):



User Testing Results & Insights

I took the high-fidelity designs into user testing. They are based in North America, cities such as Toronto, Chicago, New York. I did two rounds of testing, with participants ranging from ages 18 - 34. The majority of users are through remote testing. I created a chart examining each game.

Round 1

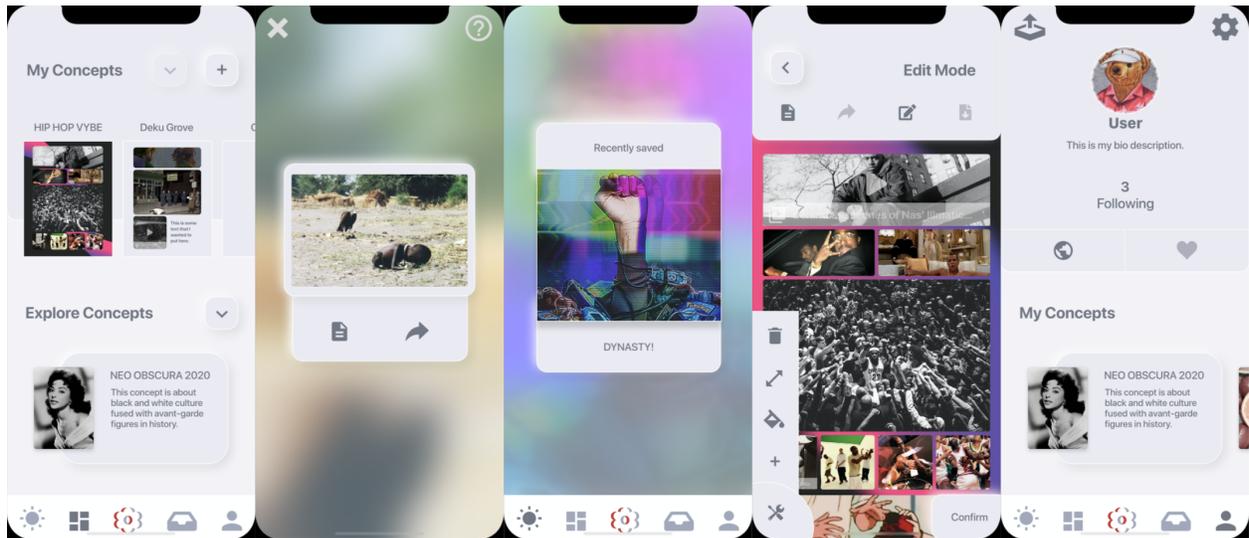
Priority	Issue	Recommendation
Critical	Flow Mode directions were forgetful	Add Toggle
Critical	Medium / Filter options in Today page were not understandable/ Today page in general	Add Toggles, rework <u>hierachy</u>
Critical	Concepts page can be more clear in the sense that the platform requires content for concepts to be made	Rework the page, add descriptions
Critical	Understanding that the application is user community based to view content and submit	Add descriptions and understanding of content and concepts
Major	Edit Mode can be made clearer/reworked	Redesign, simplify
Minor	Buttons can be reworked	Rework
Minor	Text can be changed	Rework

Round 2

Priority	Issue	Recommendation
Critical	Today page confusing	<u>Seperate</u> feed and flow (flow to <u>bottom bar</u>) Include a feed for friends and following
Critical	Rework Me page	Improve Submissions Rework design and layout Add a friends
Major	Rework Flow Mode	Redesign, simplify
Minor	Buttons can be reworked	Rework
Minor	Text can be changed	Rework

Final revision and link to the prototype

A more polished version that is presentable and functional for people to grasp the potential of this application and platform.



<https://cloud.protopie.io/p/8dbac41fae>

Impact

The process of trying to redefine our content viewing experience was nothing short of exhilarating. It opened my eyes and others to the possibility and openness to a new creative platform, a tool that can help create and spread knowledge within the app.