

FAMILYPLACE

UX (CONTENTS) - CI7830

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INTRODUCTION

Nowadays, social networking takes a huge place in our lives with products such as Facebook, `Twitter, Pinterest and many. Every one of them has its own purpose and aims. For exemple, Instagram is a social network, first and foremost, for photographs and the picture sharing. Moreover, every different place has its own, such as LinkedIn for work, FourSquare for checking in places, TripAdvisor for commercial advertising. Nevertheless, the « family » sector has always been a touchy subject. Indeed, it should never been too public but also not too personal, and accessible for everyone but also should follow the latest tech trend which can be confusing for elders.

In the popular culture, it's known that having parents on Facebook is a little bit awkward for some people, that family has no special place on any social network. Most of the time, they use WhatsApp for messaging and maybe Facebook for sharing things. Nevertheless, younger people thinks that this is annoying because it's the place outside home where they can do what they want, without its limits.

My project is to create a place where family can share anything and talk about anything on its private network. It follows the steps of the Workplace By Facebook, which is mainly a Facebook for Work. Furthermore, the platform needs to fulfill any accessibility issues such as bad vision or handicaps, and it needs to be inclusive for any family.

II. PROJECT PROCESS

a. CONCEPT - DEFINING

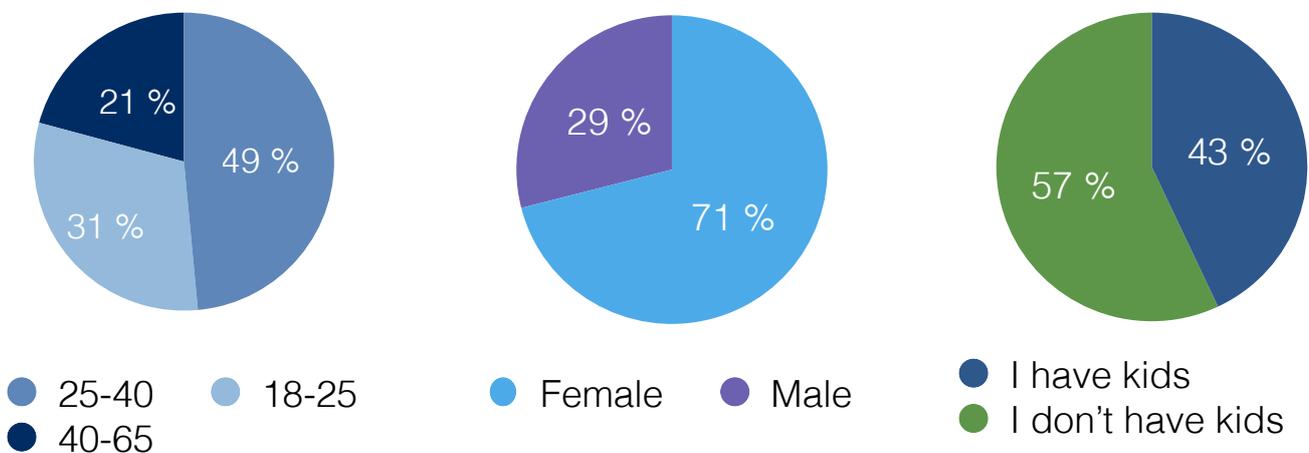
« FamilyPlace » is a social network made for family. It combines :

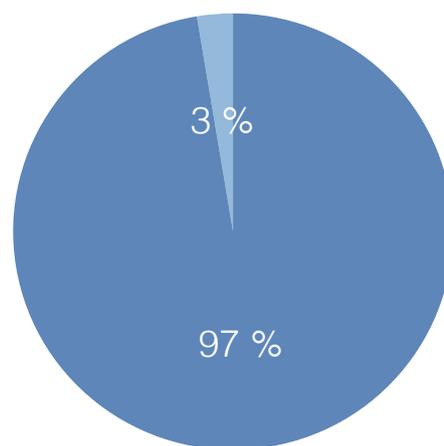
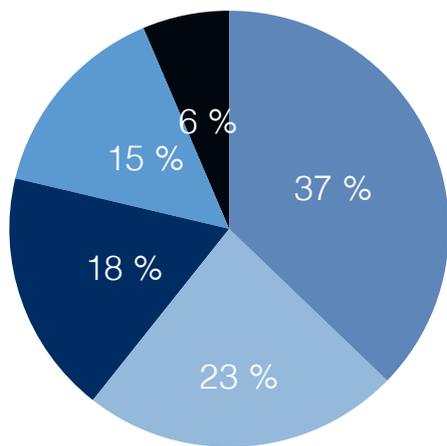
- **Sharing** content such as pictures, videos or web links and articles from the Web. Plus, the ability to create groups to share content with the people you want.
- **Communicating** with relatives, no matter where they are, using texting and video/audio calling, and even screen sharing
- **Managing** the family by creating personalized task list, timetable/ calendar and newsfeed depending on the relationship with the other relative.

The process to create the platform was based on five steps: defining, surveying, visualizing, sketching and prototyping.

b. SURVEYING

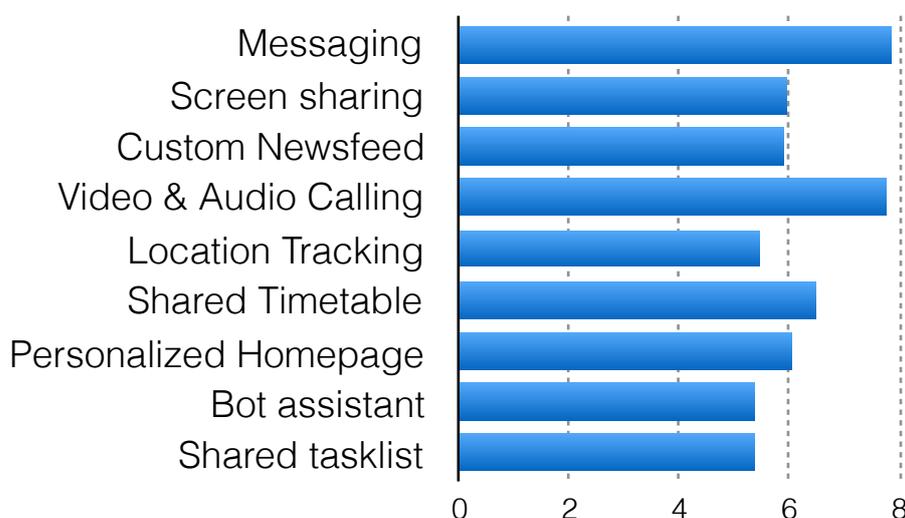
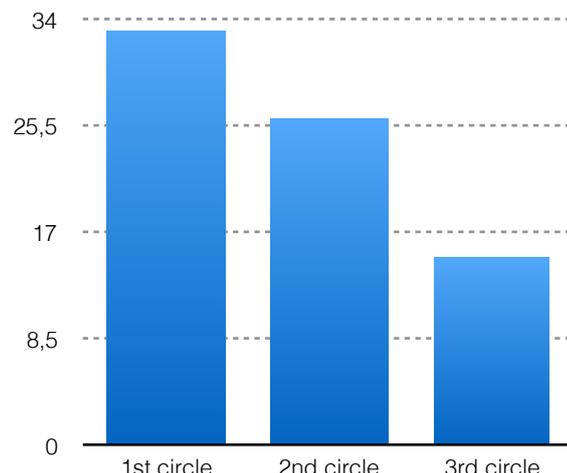
A survey based on multiple questions was made on 38 people. The average respondent was a 25-40 woman who doesn't have kids.





- Facebook
- Instagram
- Snapchat
- Twitter
- Other
- I have a member of family in my network
- No family member

As seen on the graphics below, the most used social networks are Facebook and Instagram. 3% only have a family member in their relationship on their social account, which is relatable to the social trend of nowadays. Only 41% of the people that answered have 3rd circle family (Further family) and 89% have the first circle family (Parents, brothers and sisters, cousins).



The graphic below shows the average grade over 10 of how much people wants each feature proposed. The most preferred features are Messaging, Video & Audio calling and the shared timetable.

c. VISUALIZING

After surveying and having all this data, personas and user journeys were made. In the first place, personas were made. I decided to based mine on a family, with a mother and a son from the same family.

Dale Pearson

Age: 38
Work: Strategic Planner
Family: Single
Location: London
Income: £40,000

Personality

Insecure	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Goals

- He wants to work in a major company, and not an agency like now.
- Willing to work abroad, but needs something to stay connected to his parents.

Frustrations

- He wants to stop having to go to his parents everytime they have a problem.
- Although, he's stuck with anxiety to leave London.
- He feels like abandoning his parents if he leaves away.

Bio

Dale Pearson is a Strategic Planner in London, UK. He works in an agency in Central London, in Shoreditch, since two years after graduating from UCL. Although, he lives with roommates in Mile End, in the north east of London, he can't be close to Central London but for a cheaper price. He is in a family of 2 children, he has one older sister who lives in Germany. His parents live in Wandswoth. Even if they're far away from each other they are a very close family.

He loves playing video games, running, playing music and traveling. He hates commuting and laziness.

Motivation

Incentive	█
Fear	█
Achievement	█
Growth	█
Power	█
Social	█

Brands

f i t w

Preferred Channels

Traditional Ads	█
Online & Social Media	█
Quizzes/Polls & QR	█

Margaret Pearson

Age: 60
Work: No longer
Family: Married, with two children
Location: London, UK
Income: £50,000

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Goals

- She wants to stay in touch with her children, but she wants them to have freedom.
- She's willing to learn computers and internet, because so she said, it wasn't born with that.
- She loves to know everything about everything, so she follows the news alot.

Frustrations

- She miss a platform where she can communicate and share content with her family only.
- she wants to stop doing groceries online, because one time she's going to end up in a couch the rest of her life.
- But she wants to do things with her husband.

Bio

Margaret is an able waitress for the Tabl Britain. She's married to Harry Pearson, and she has two children with him, Dale & Catherine. She's a sporty woman, she loves to travel. She lives in a house near Wandswoth Common, with her husband.

She likes traveling, learning and debating and sharing things with her family, which is here all around the land Kingdoms and -ranch. she hates not knowing things, and being apart from her family.

Motivation

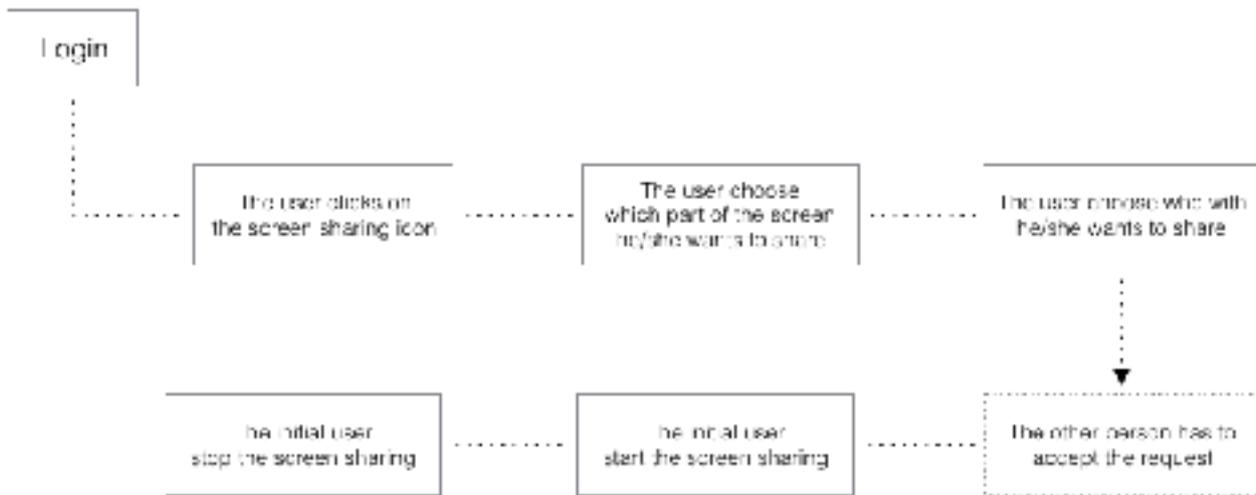
Incentive	█
Fear	█
Achievement	█
Growth	█
Power	█
Social	█

Brands

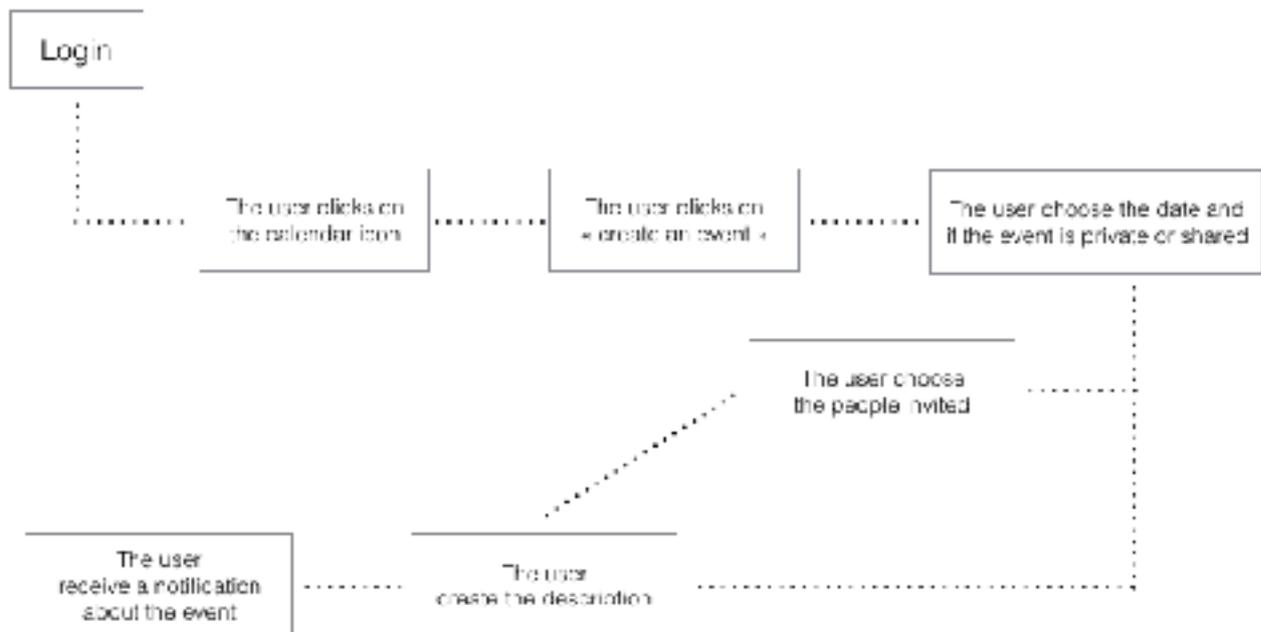
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Preferred Channels

Traditional Ads	█
Online & Social Media	█



Concerning this user journey, it represents the « screen sharing » feature, which is most of the time the most complicated because of all the privacy issues and passwords. Using the family-only security, the process is much smoother and quicker. You can choose with whom you want to share it, which part of the screen you want to share and if you want to message someone while doing it. It's also based on a accept-reject format request.



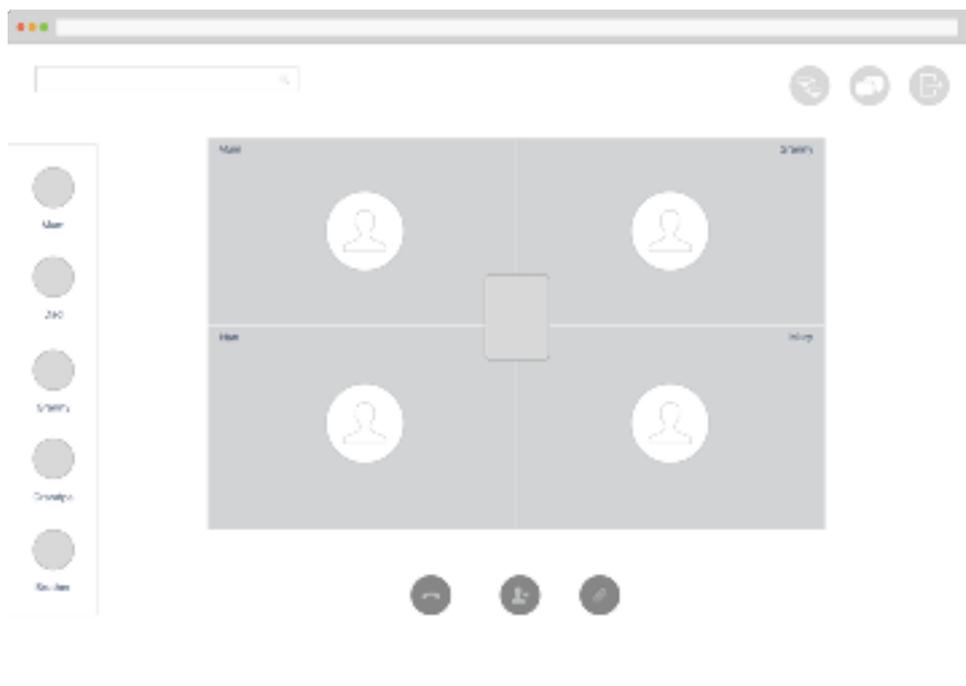
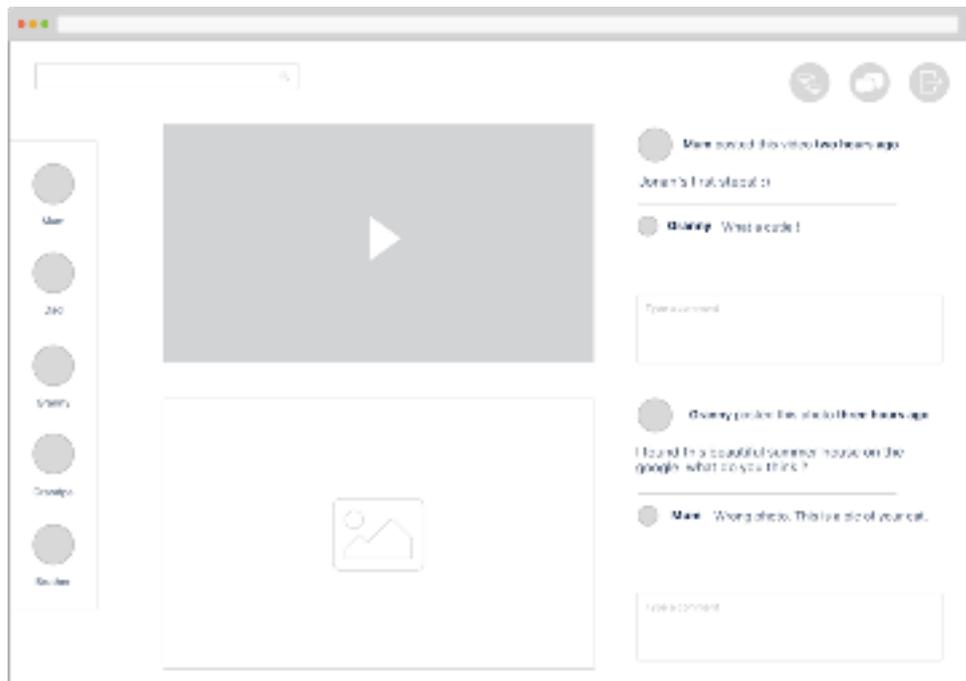
Concerning this last user journey, it's made for the question « How do I create an event on the shared timetable ». The process should also be quick. You can either take the classic path using the user journey or using an other feature where you just type a sentence like « Dinner at Laura's tomorrow at 8PM » and it will automatically and intelligently add it to the shared timetable. The classic process, tho, follows the usual path to create an event, with the question « Who ? », « When » and « Where ».

Finally, to add up to this, a competitor map was made to figure out where the app should position itself by its competitors. It is based on two factors, their social ability and their managing features. Two of them combines those two factors, tho, the two of them have their speciality and aren't the best on the same level for the two factors, which is what FamilyPlace wants to be. The black star represent the app and its position. I've analyzed every app on this map to analyse what was the main issues with them.



d. SKETCHING & PROTOTYPING

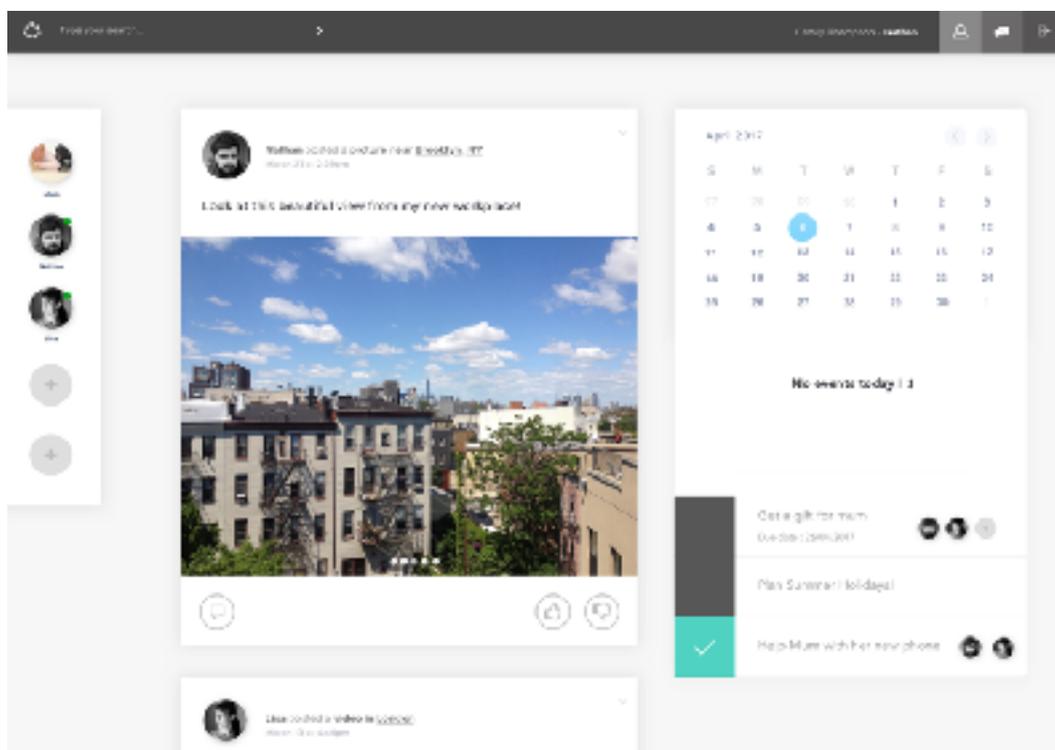
Using all this visualizing data, low-fidelity wireframes were made to actually define what the interface would look like in its early phase. It's supposed to solve every design issue noticed in the « visualizing » part.



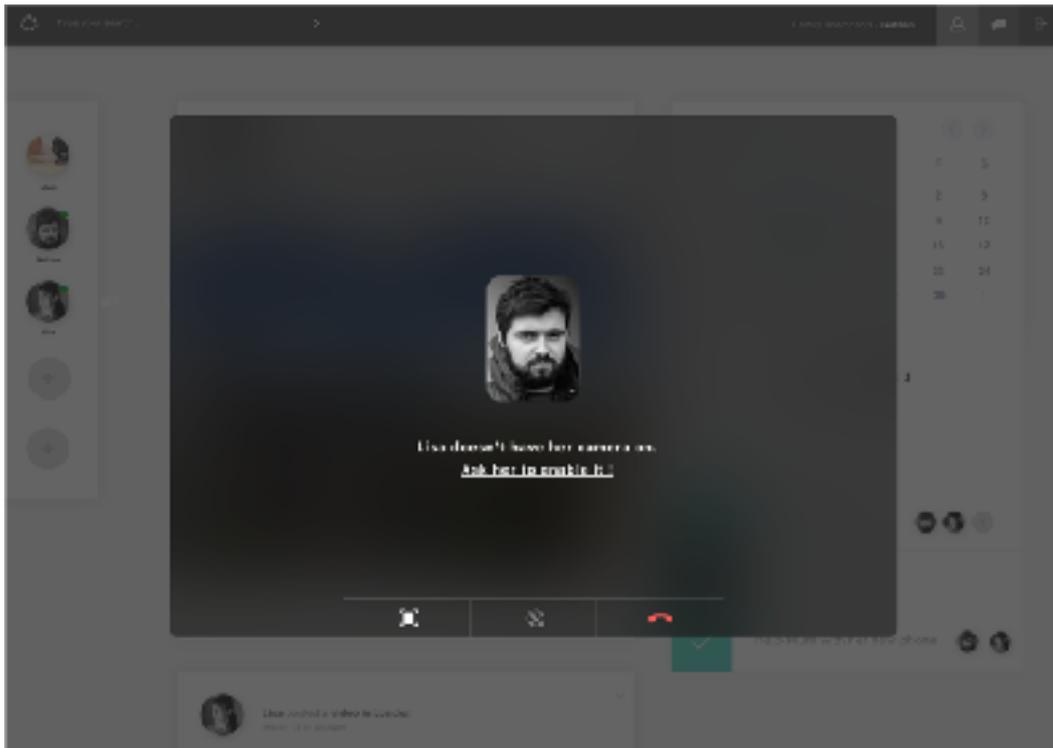
The first one represent the homepage which the user see after logging in onto the platform. It's made of a search bar, a newsfeed with the possibility on the side to comment it. Moreover, on the left side, there's a sidebar that contains bubbles with the name of the « favorites » or the closest one which you can choose or not. Finally, on the upper right, there's the main menu with the three buttons, one for messaging, one for logout and another one for screen sharing.

The second one represent the video calling screen with four users. The main issue that was solved is the « mirror » one. I've decided to put the « mirror » face in the middle. Three buttons are placed under the screens, one for adding attachments, one for adding people and one for ending the call.

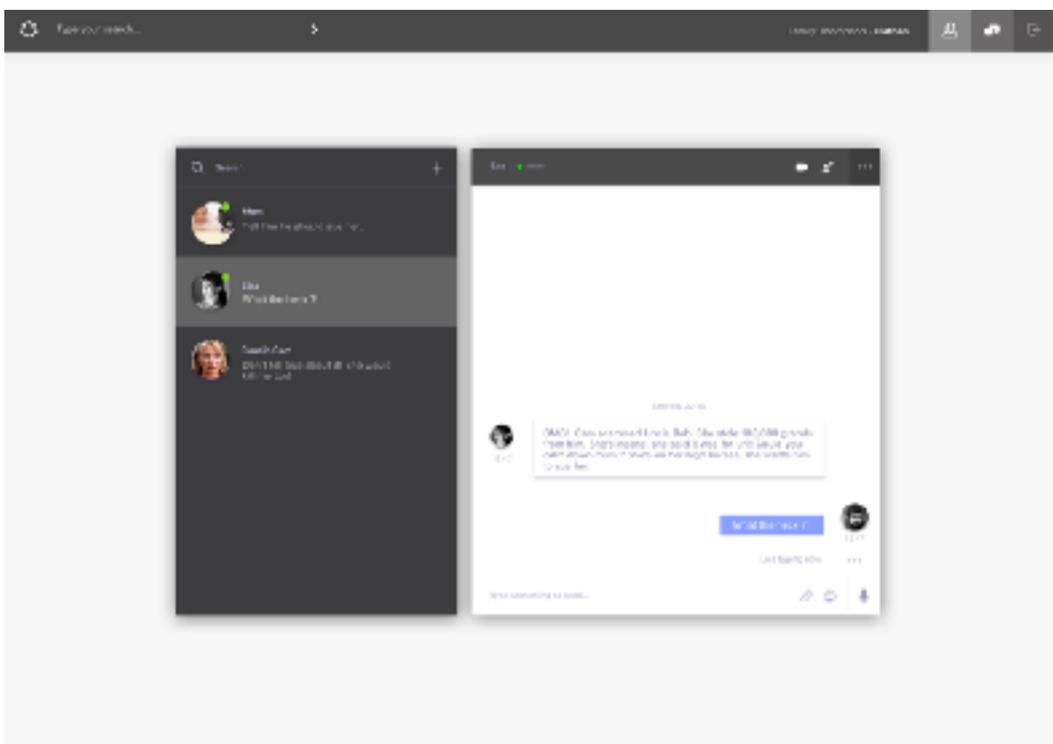
From those wireframes, I've created the prototype, by changing some bits of it after seeing the relevancy of every button and their position, using Sketch and InVision for the animations.



Homepage of FamilyPlace with the task list and timetable on the right side and a profile button on the top bar



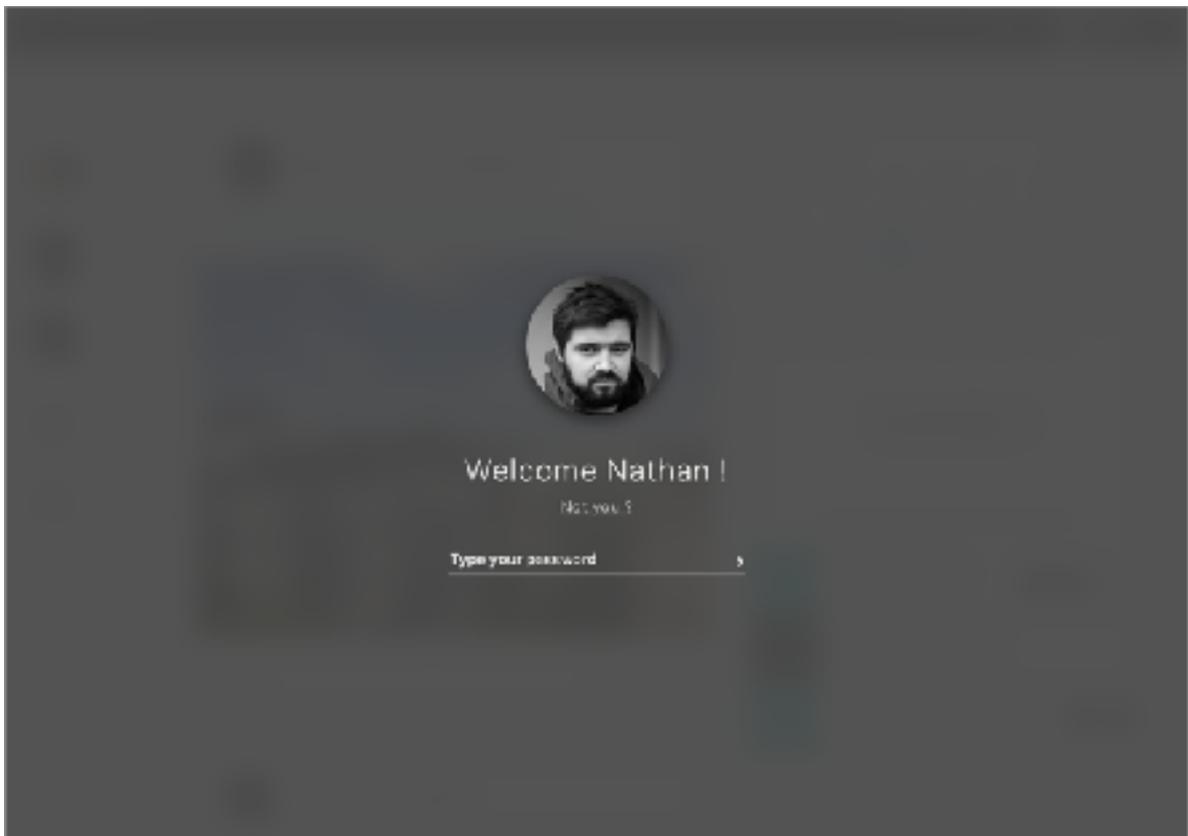
The video calling screen with a simplified screen where you can still see the background



The messaging app



The screen sharing screen

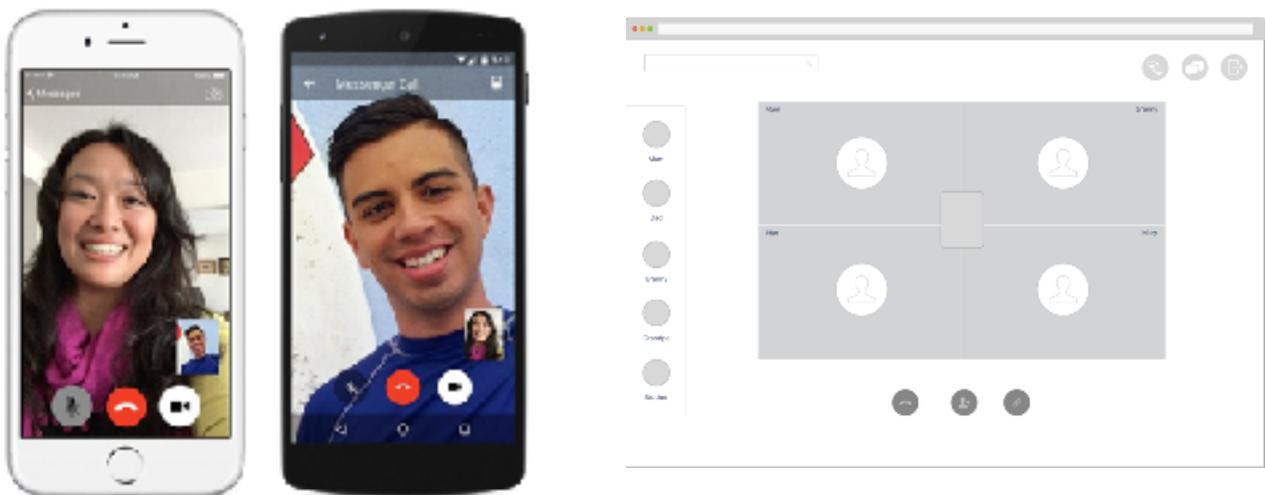


The login screen

III. DESIGN RATIONALE

a. VIDEO CALLING ISSUE

As said earlier, with this product, I tried to solve the issue of the « looking in the camera » issue. Indeed, in most video calling software, both users never actually looks the other, they mostly look automatically at their own camera and the software always puts it on the corner top or bottom, left or right (image 1). This can be considered as a small issue but it can be sometimes considered as rude by some people to not look them into « their eyes ».



*image 1:
Messenger by Facebook*

As seen on the wireframe, the « mirror » icon is in the middle so that the user always look in the same direction and not on the other side. It doesn't matter if there's 2, 1 or four people in the conversation, it goes by default in the middle as a small box. Of course, it can be dragged around if the user prefers an other position.

CONCLUSION - DISCUSSION

My project was developed using a « design thinking » process, though, I changed a little bit of it to adapt to the short time given. However, I tried to develop it the way I think it should be. The choice of the colors were chosen to have a sense of accessibility for users who may have colorblindness or not, the same for the choice between desktop and mobile, it was mainly because older people might not have the same feeling with mobile that younger people have.

As a member of a family of 5, living abroad from them, I felt like that app was right and quite inexistant in the actual time. I've tried many apps to actually keep in touch with them but also have some privacy, and none were given that. FamilyPlace gives that opportunity to have only one platform for combining messaging, social networking and managing family, even from abroad.