

Chatter

Make Messaging Easy

User Experience Case Study

Kellee Massey

Chatter

Chatter aims to help people make connections by providing a single application that collects their messaging services into one application.

The Problem

People need a way to communicate quickly and effectively with friends and family. Users can become frustrated by technology that is overly complicated, without clear direction on how the application functions.

Research

Research Goals

- How people interact with others using technology.
- Ways to improve how people with less access to technology can interact with others, including over large distances.
- What avenues are there for people to connect quickly , securely, and with minimal cost.
- How displaced people connect and communicate using technology and how to improve it.

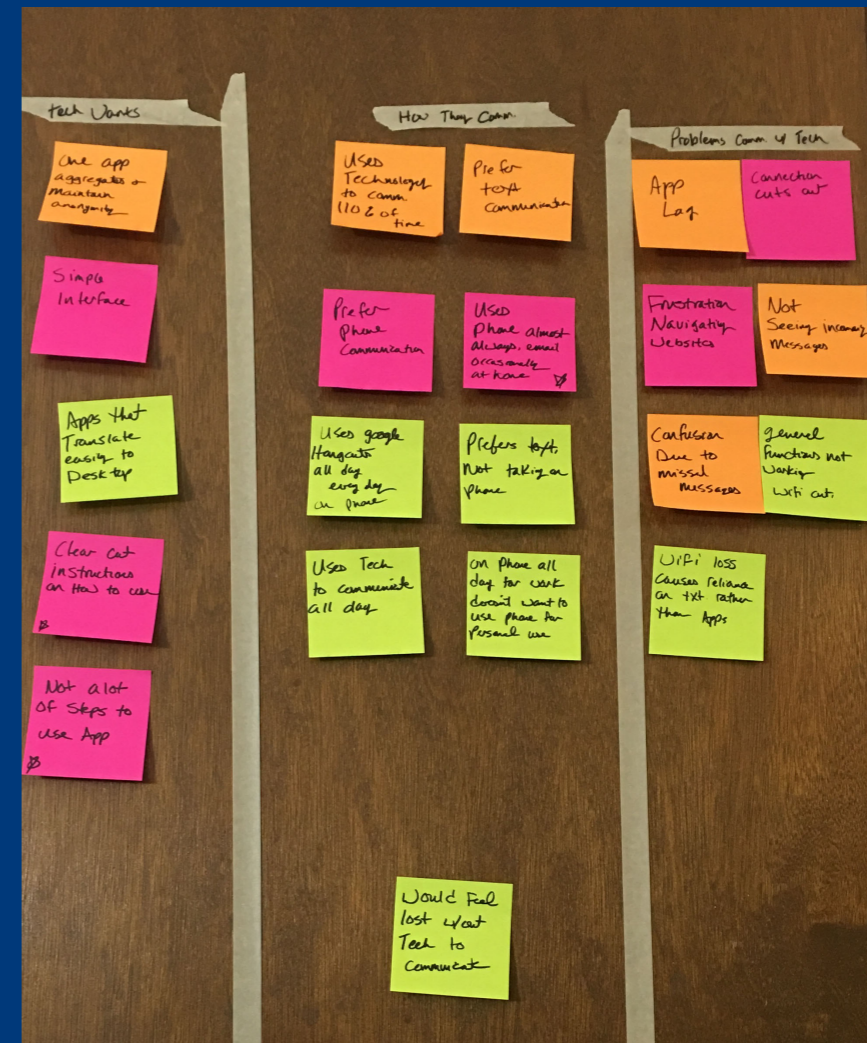
Assumptions Prior to Research

- My assumption was that people would use phones (call, text, messaging applications) to do the bulk of their communicating.
- I expected that the younger generations would gravitate toward social media when they communicated, and that older generations would rely more on phone calls and postal mail.

User Interviews

I conducted interviews with a case study of four people from different economic backgrounds, technical skills, and age groups.

The questions I asked centered around how people interact with others using technology, how they preferred to communicate, how often they communicated with others, and what factors kept them from communicating with others.



Personas



Age: 75
Work: Retired
Family: Married, 3 kids, 4 grandchildren
Location: Columbus, OH

Extroverted

Family Oriented

Impatient

Needs

- Simple interface.
- Clear cut instructions on how to use the application.
- Not a lot of steps to complete a function.

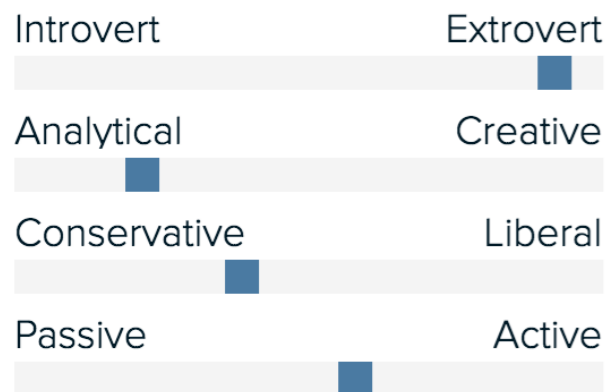
Frustrations

- Frustration navigating websites.
- Lack of clear direction.
- Updates an application can cause confusion.
- Too many options to complete a simple task.

Bio

Gwen is a retired nurse living with her husband in a retirement community. She doesn't consider herself tech savvy but is grudgingly adapting to technology to keep in contact with her immediate and extended family.

Personality

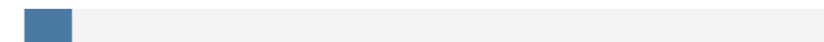


Preferred Communication

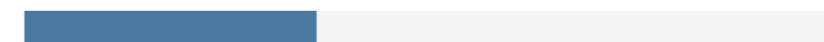
Phone Calls



Online/Mobile Application



Email



In Person



Scenario

Gwen's grandson has just moved to Chicago to live with his fiancée. In order to keep in touch, she's looking for a way to communicate. While she'd prefer to call, he's often busy and would prefer to use text messaging or some other form of text-based communication.



Age: 28
Work: Customer Service Rep
Family: Engaged, lives with partner
Location: Columbus, OH

Writer Creative Helpful

Goals

- Prefers to text, not call.
- Uses technology "110%" of the time.
- Uses tech all day to communicate.
- Would feel lost without tech to communicate.

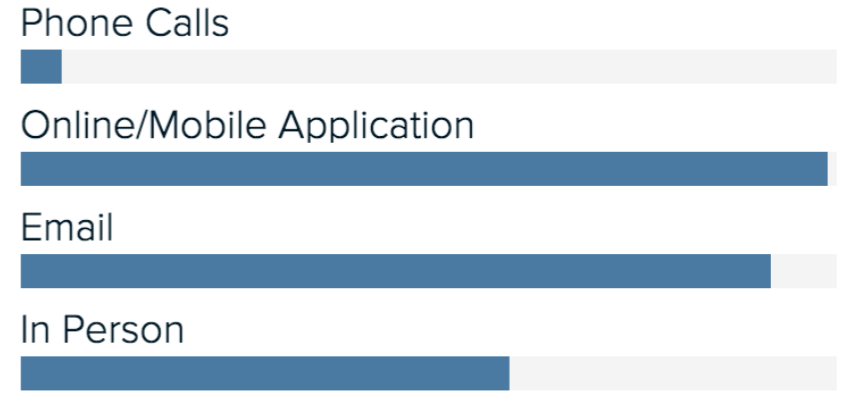
Frustrations

- Lag in apps.
- Not seeing incoming messages.
- Confusion due to missed messages.
- General functions not working in apps.

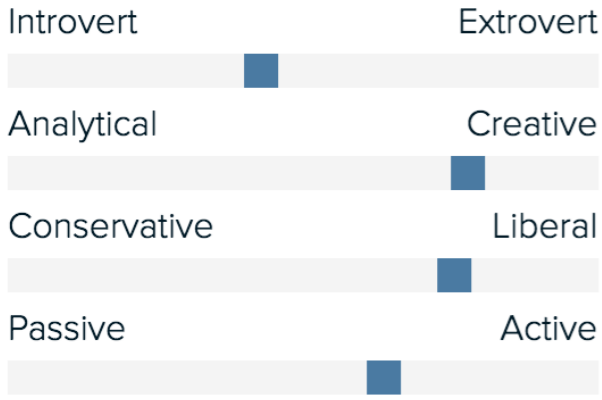
Bio

Craig has recently settled in Columbus after taking a break from his slam poetry tour. As someone who almost exclusively uses technology to communicate with several people, he's generally on the bleeding edge of technology.

Preferred Communication



Personality



Scenario

As a customer service representative, Craig is on the phone at work all day. When he's at home, he prefers to keep in touch with his friends and family through technology. As such, he uses a variety of messaging services, and would rather have one app that allows him to keep track of his messages.

Feature Prioritization

Essential

Chat Aggregation

Mobile to Desktop Application

Group Chat

Low Cost

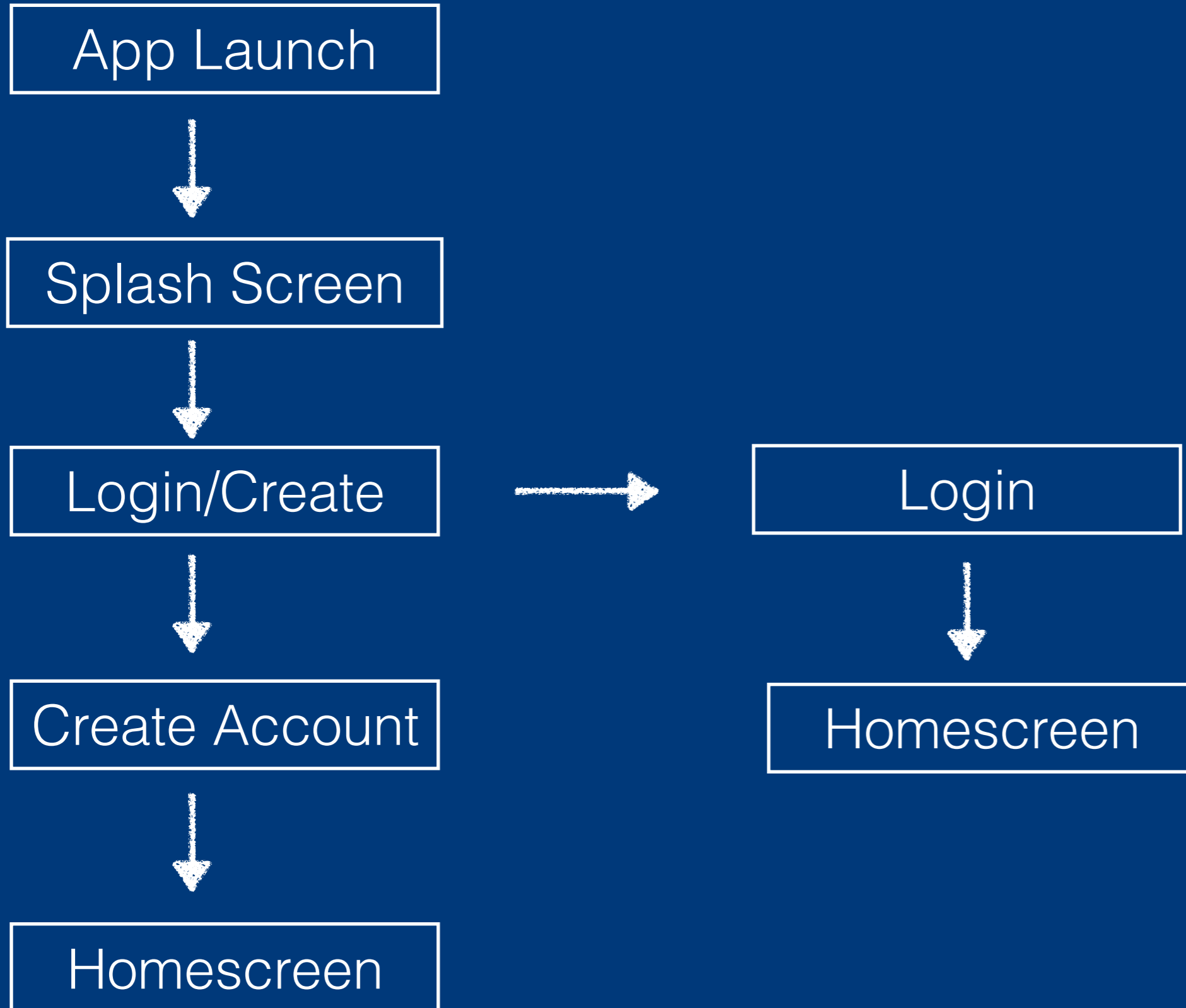
High Cost

Customizable UI

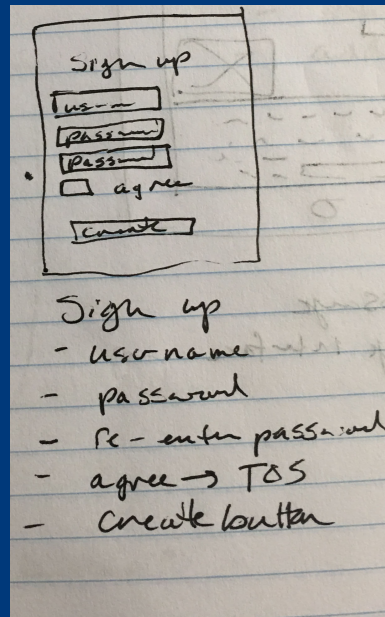
Texting service

Nice to Have

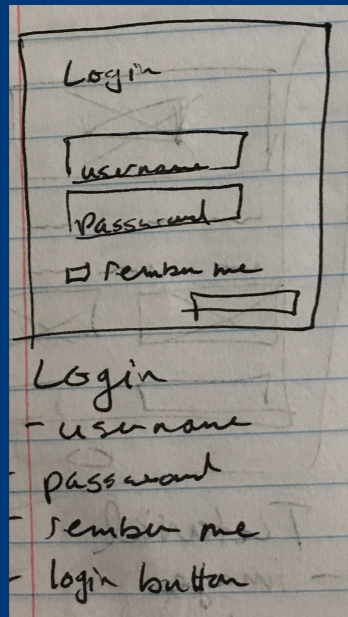
User Flows



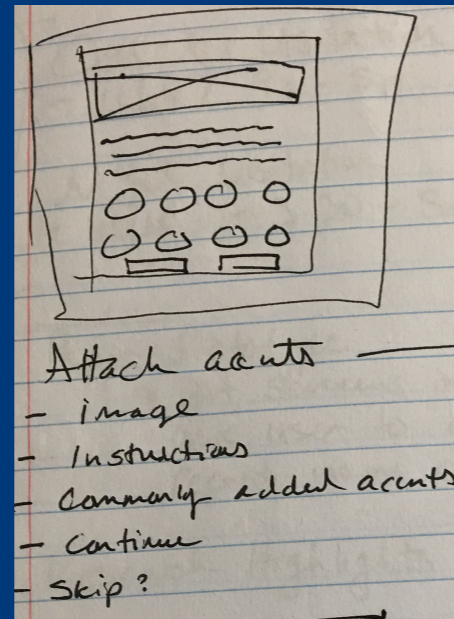
Sketches



Sign Up

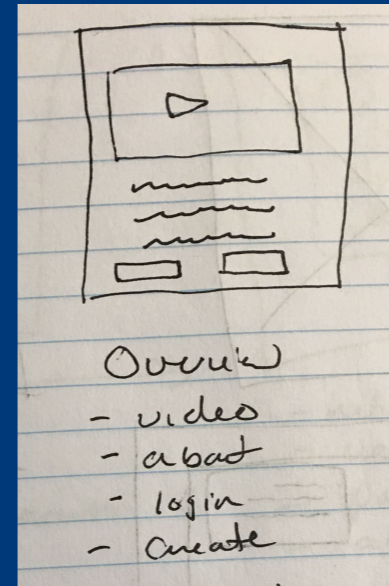


Login



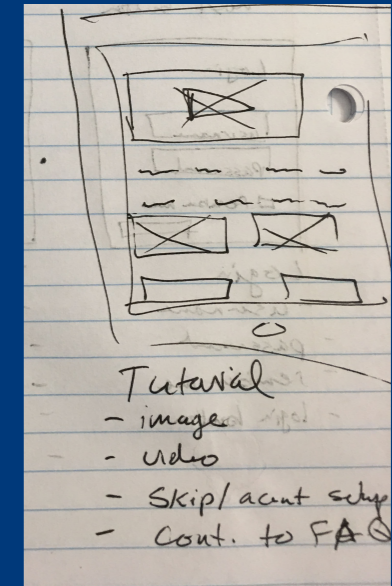
Link Accounts

Screen changed to use sliders to link accounts rather than buttons.



Overview

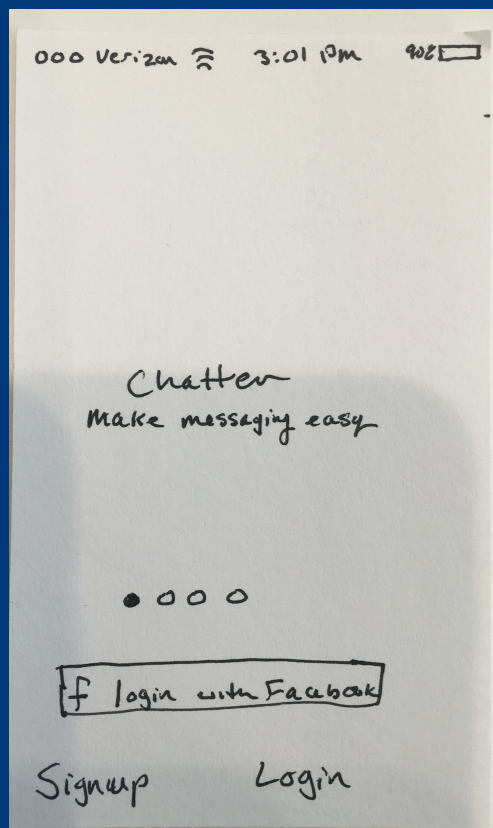
Moved to link from help screen rather than on initial load.



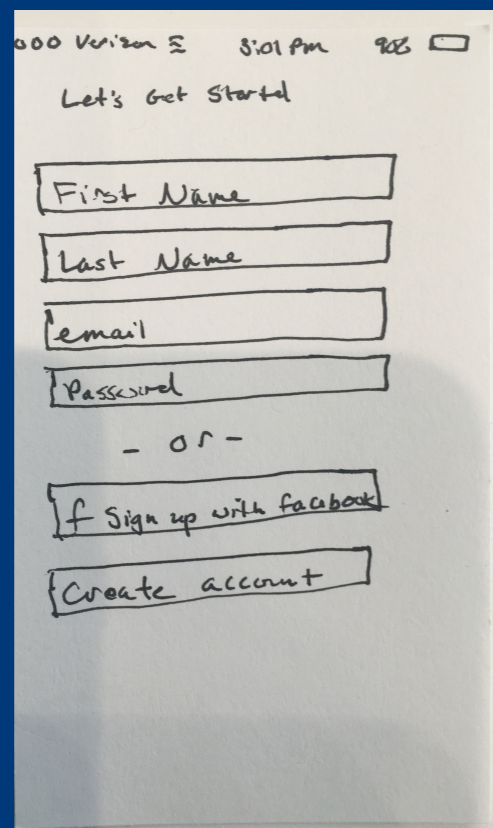
Tutorial

Removed from prototype, rolled into Quick Start Screen.

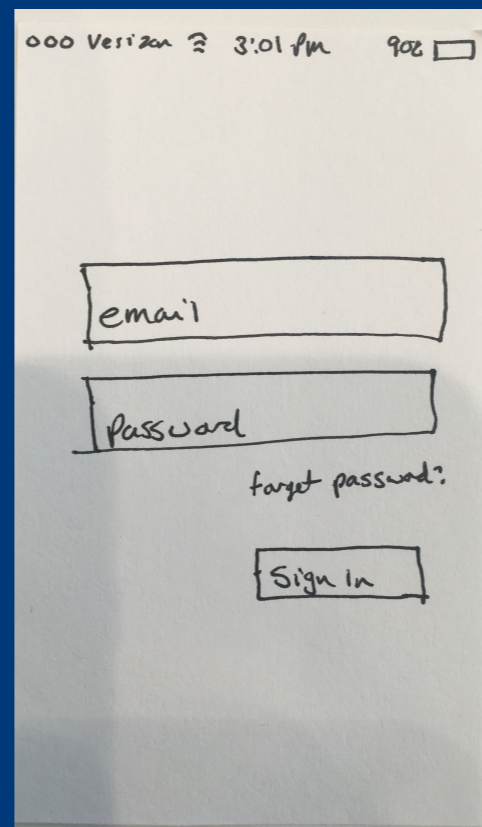
Wireframes



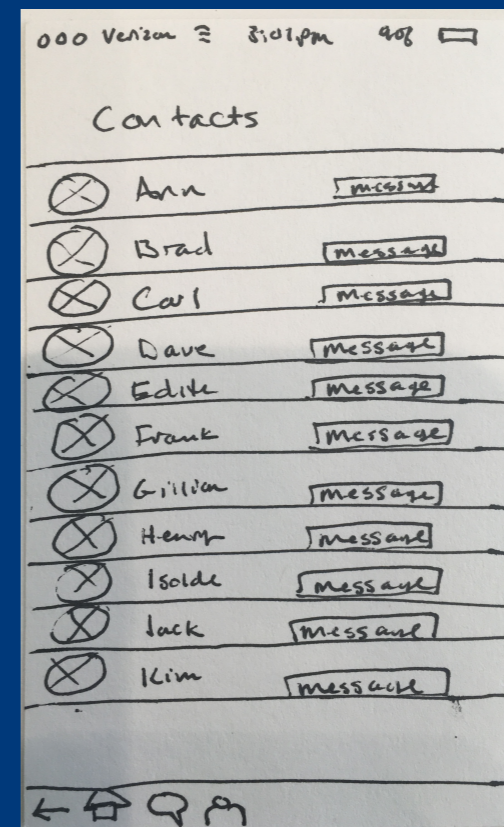
Sign Up/Login



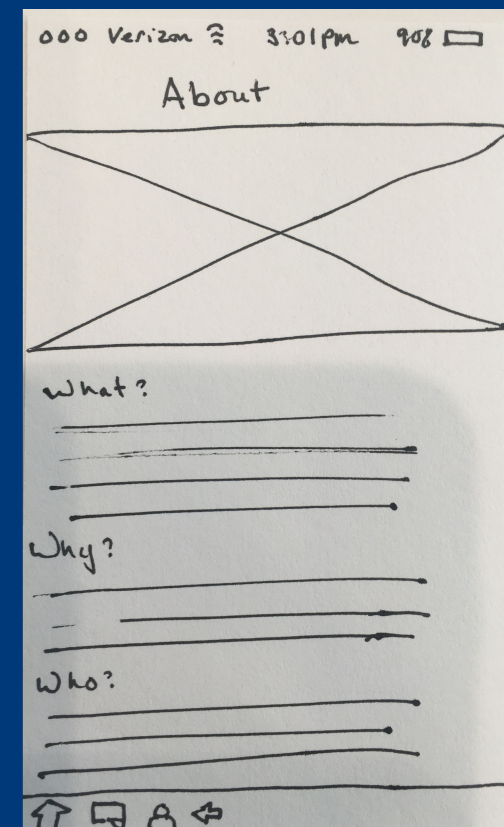
Sign Up



Login



Contacts

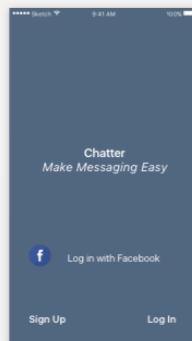


About

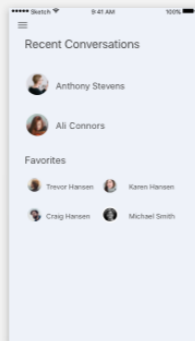
Rolled into
Quick Start screen

Wireframes

Login/Create



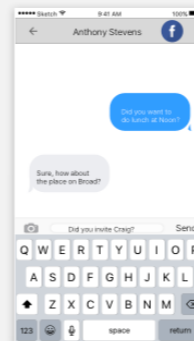
Home



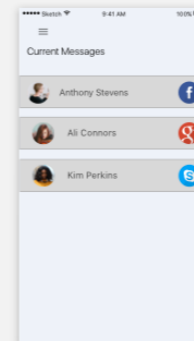
Quick Start



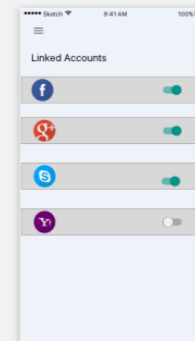
Message



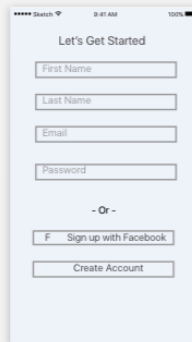
Messages



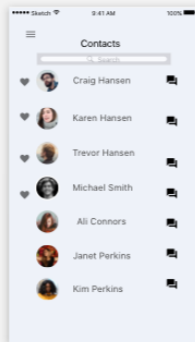
Link Accounts



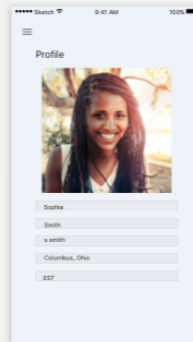
Sign up



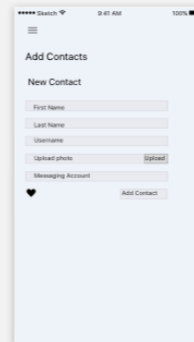
Contacts



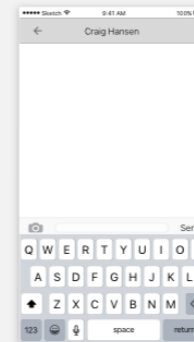
Profile



Add Contact



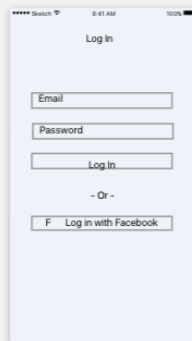
Craig Hansen



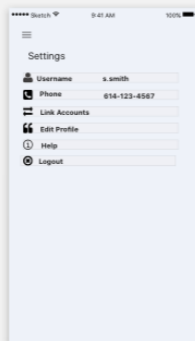
Menu



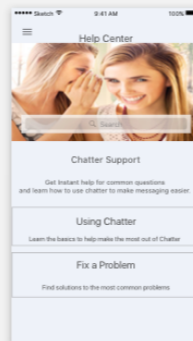
Log In



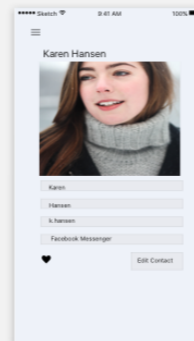
Settings



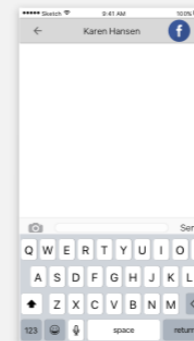
Help



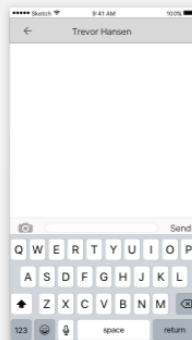
Contact Profile



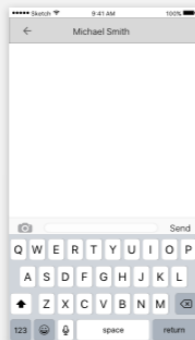
Karen Hansen



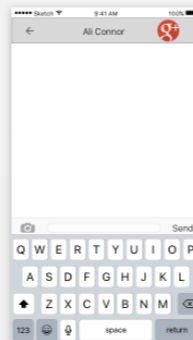
Trevor Hansen



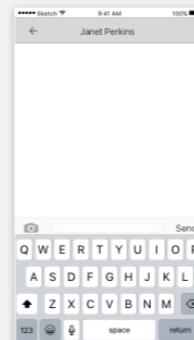
Michael Smith



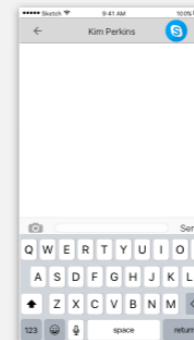
Ali Connor



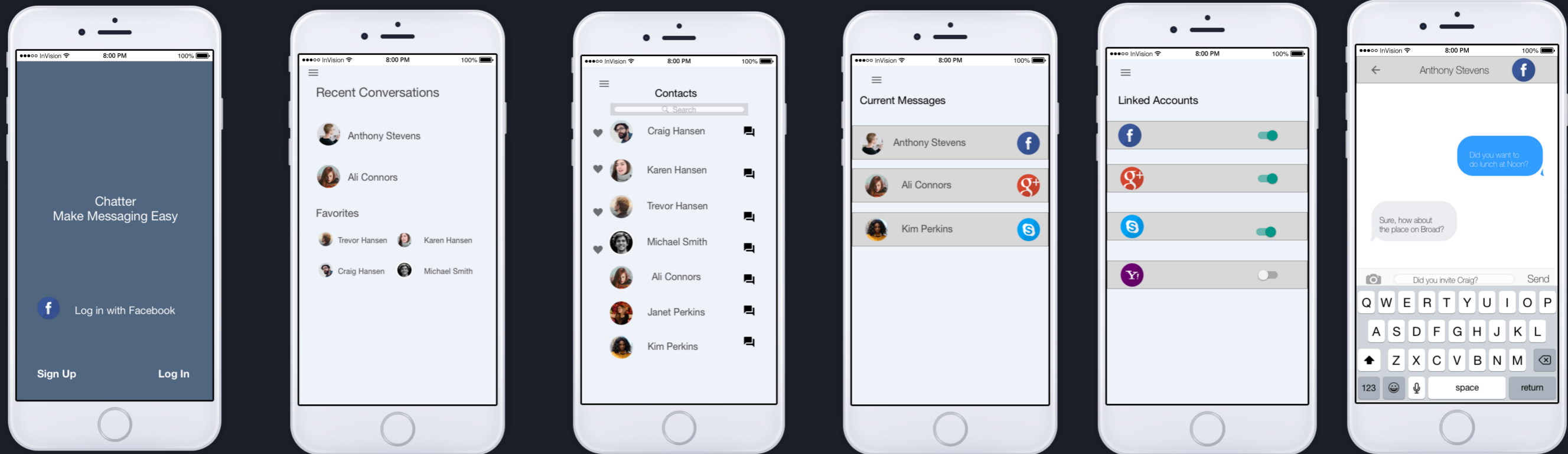
Janet Perkins



Kim Perkins



InVision Prototype



[Prototype Link](#)

Usability Test

Feedback

Pain Points & Highlights

- Screens with little text doesn't give enough direction.
- Better use of back button throughout app to help navigation needed.

What's Next

UX Improvements to be made

- Add back button to navigation to alleviate extra clicks when using menu button.
- Add clarification text to linked accounts screen.