



CONVERSATE

BY TEAM DAMQ



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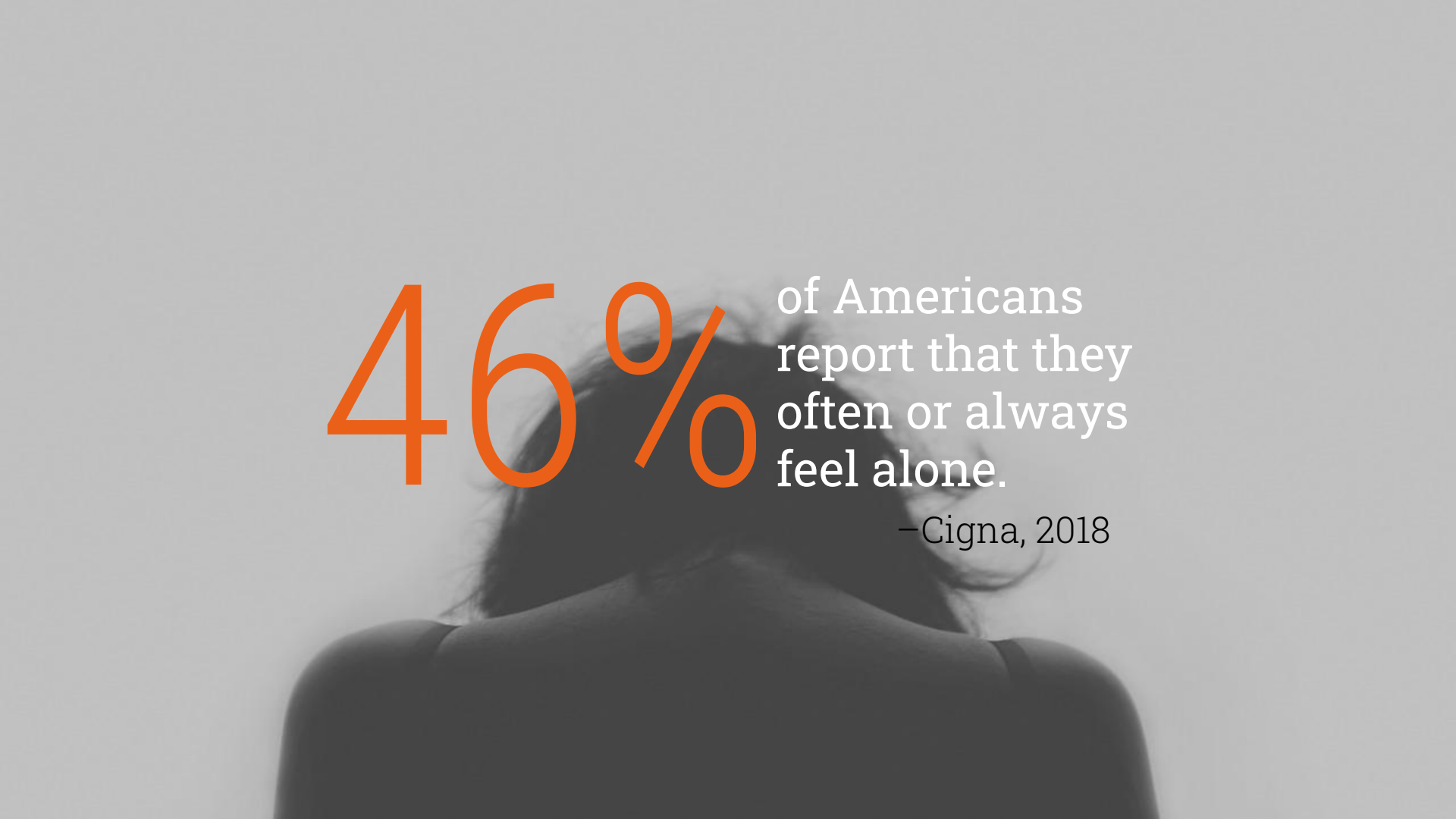


Q

Quy Ho
Project Leader /
Creative lead

PROBLEM STATEMENT

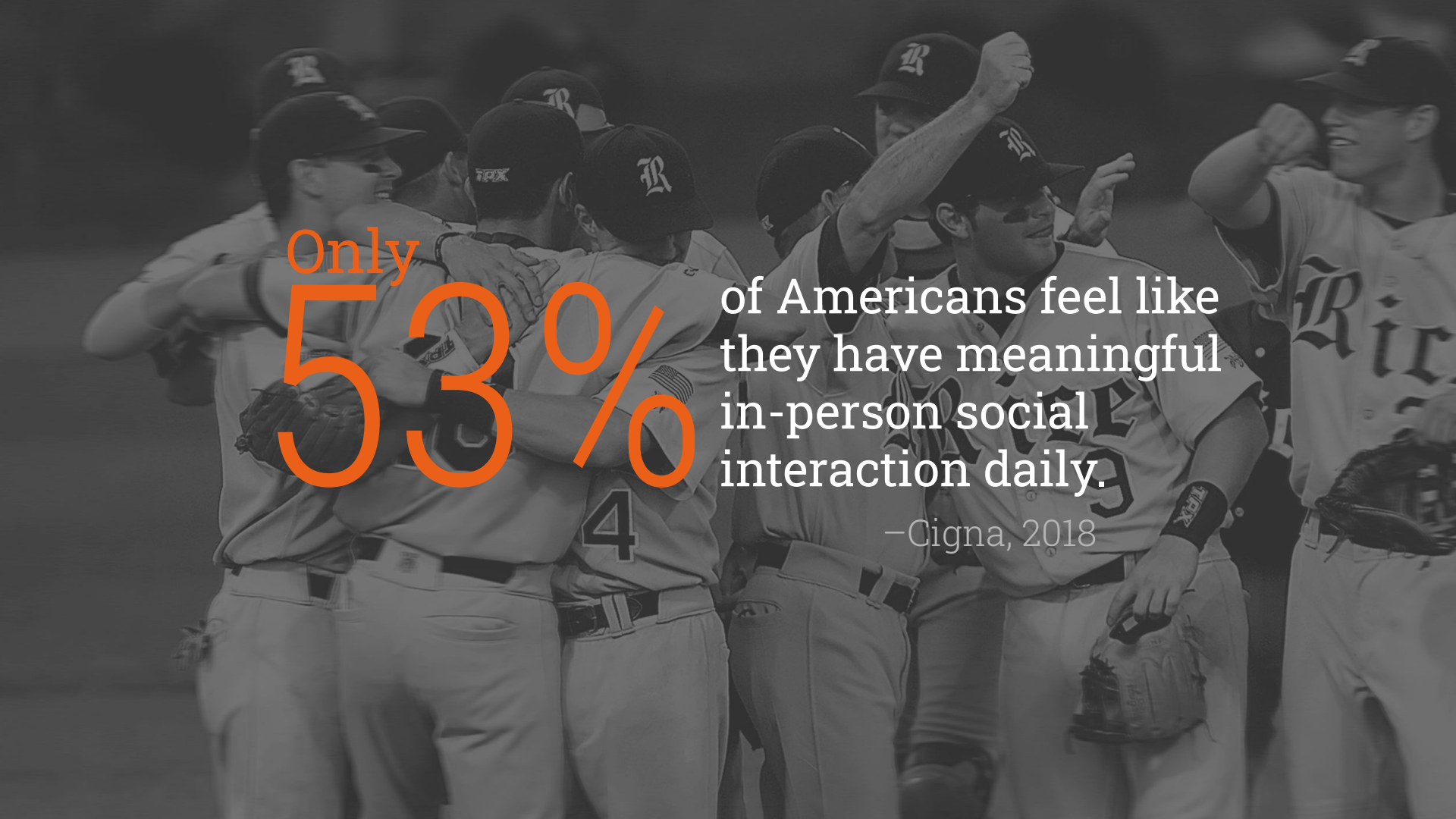




46%

of Americans
report that they
often or always
feel alone.

—Cigna, 2018

A black and white photograph of a baseball team celebrating on the field. Several players are visible, wearing uniforms with 'R' logos on their caps and jerseys. They are huddled together, with some raising their fists in celebration. The image is semi-transparent, allowing the text to be overlaid.

Only
53%

of Americans feel like
they have meaningful
in-person social
interaction daily.

—Cigna, 2018

TARGET USER GROUP

35

"hit a stage of life when they realize that they may no longer be in their prime."

Sydney J. Harris -
The American Journalist

44

"happiness levels follow a U-shape curve with their lowest point in the mid-40s after which they rise."

Professor Andrew Oswald -
The University of Warwick.

BRANDING UNVEILING



BRANDING UNVEILING



CONVERSATE







HOW DID WE GET HERE?





PROJECT BRIEF:

ANTHROPOMORPHISM



PROJECT BRIEF:

ANTHROPOMORPHISM



OUR TOPIC:

ISOLATION

Perceived social isolation represents a mismatch between an individual's social needs and the provisions the social environment offers or is perceived to offer.

RESEARCH ON ISOLATION SHOWED THAT:

- When isolated, our brains have a tendency to anthropomorphise, and be drawn to anthropomorphic beings.
- Human to human contact is paramount to reduce isolation



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RESEARCH ON THE 30's CRISIS SHOWED THAT:

- When isolated, our brains have a tendency to anthropomorphise, and be drawn to anthropomorphic beings.
- Human to human contact is paramount to reduce isolation



**PERCEIVED
SOCIAL ISOLATION**

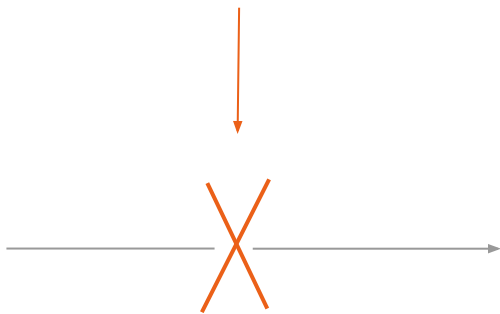


MID-LIFE CRISIS



**Anthropomorphic
design**

Opportunity



**PERCEIVED
SOCIAL ISOLATION**



MID-LIFE CRISIS



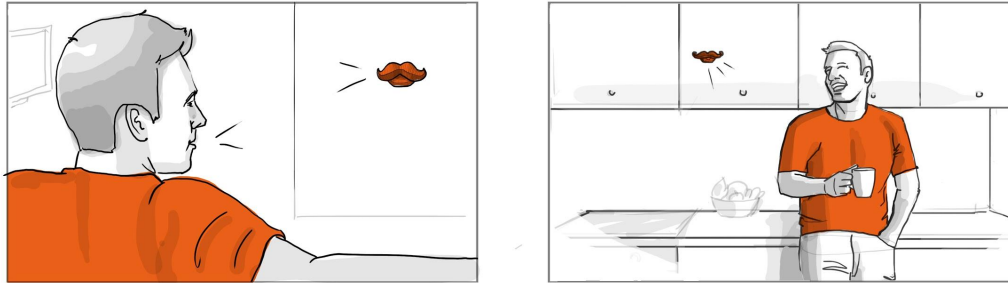
HOW MIGHT WE'S

- How might we reduce perceived social isolation through anthropomorphic design?



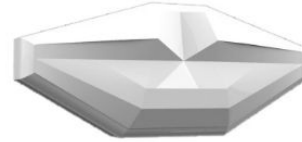
- How might we make it easier for our users to form meaningful connections?

INITIAL REVIEW

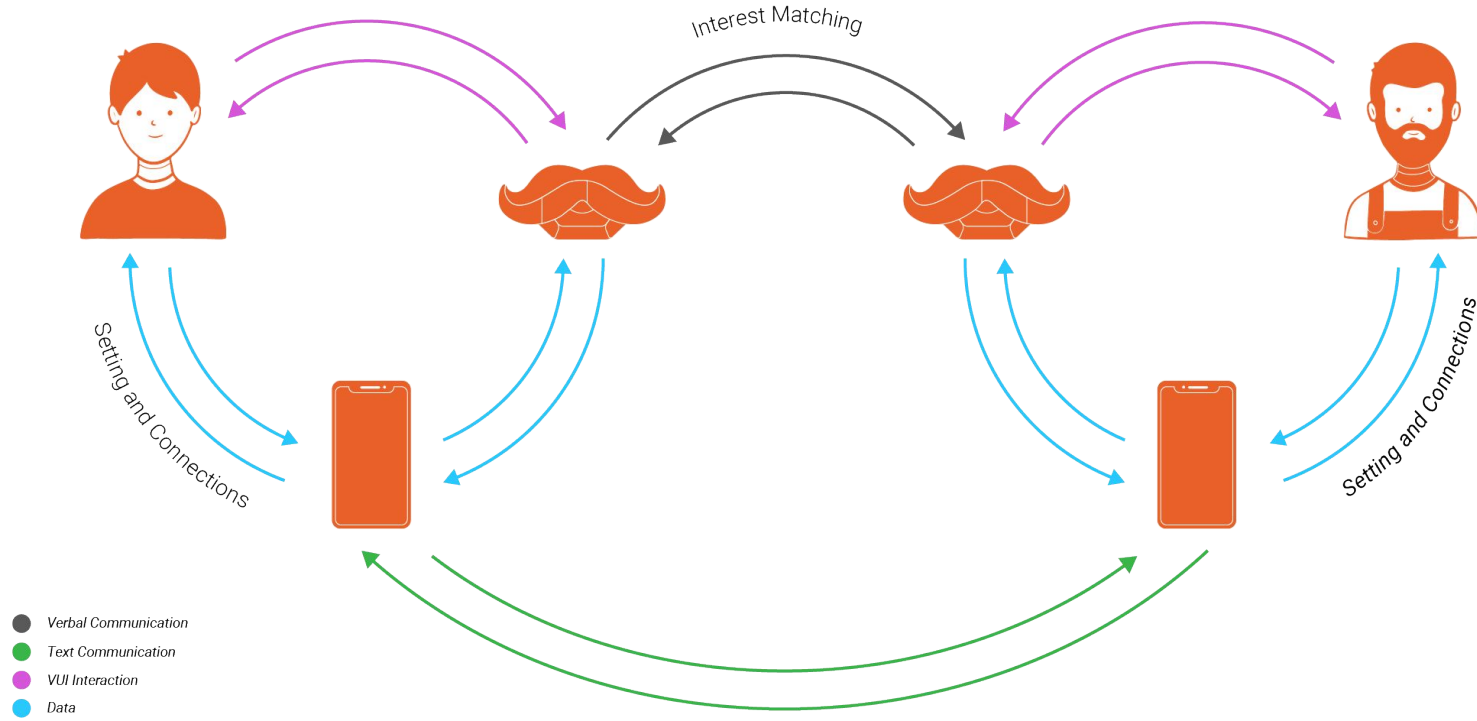


Surrounding Friends

CONCEPT 1



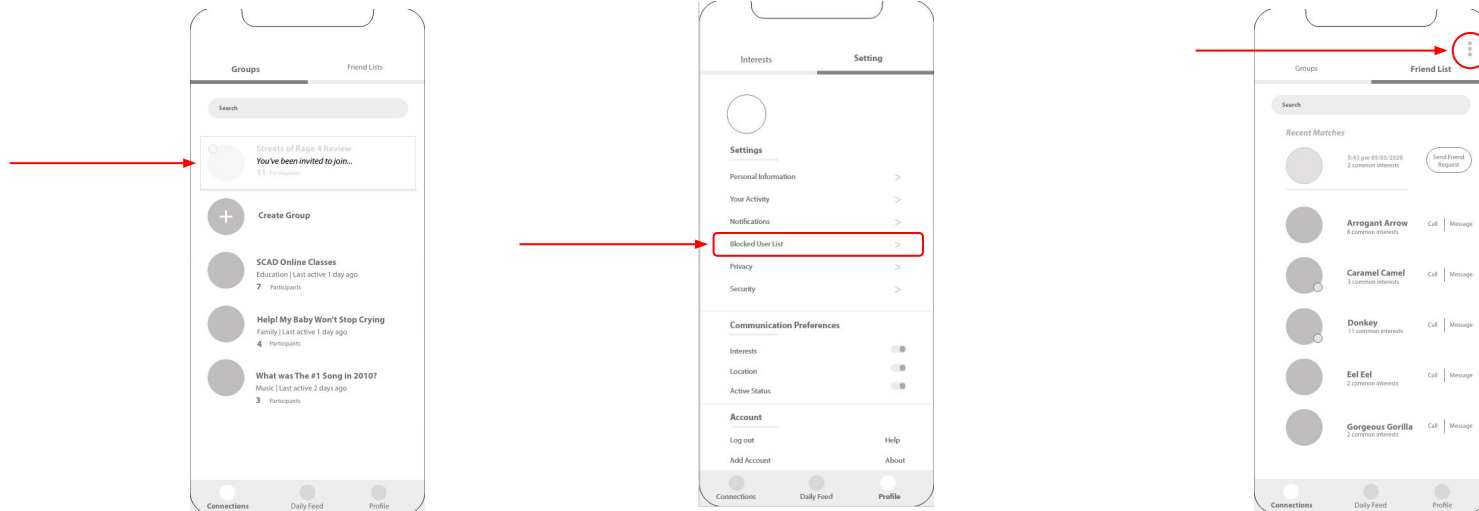
CONCEPT 1



“Does our mobile companion app support the function of our physical product?”

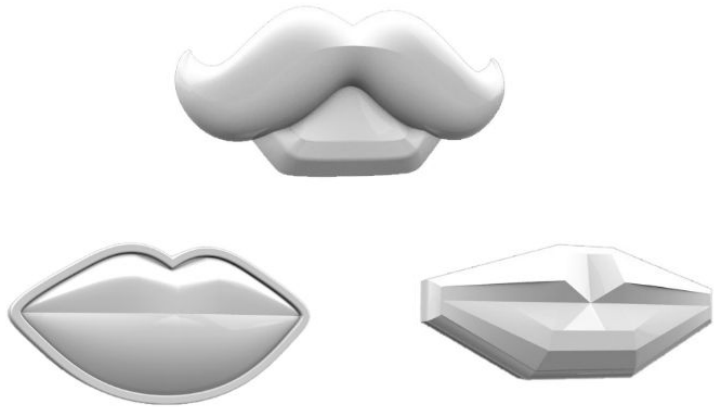
Yes, mostly!

SUS Average: 77
(n = 9)

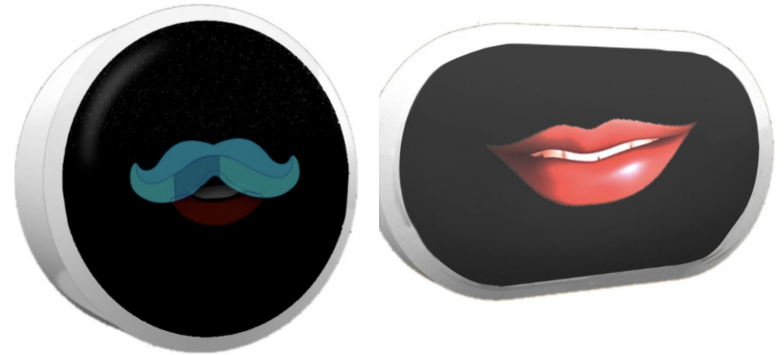


“What are users preferences for the physical design of our product?”

Too childish



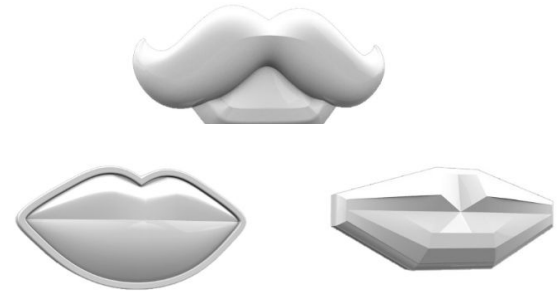
Too boring

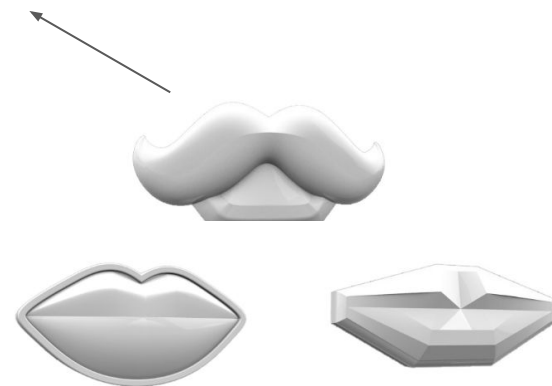
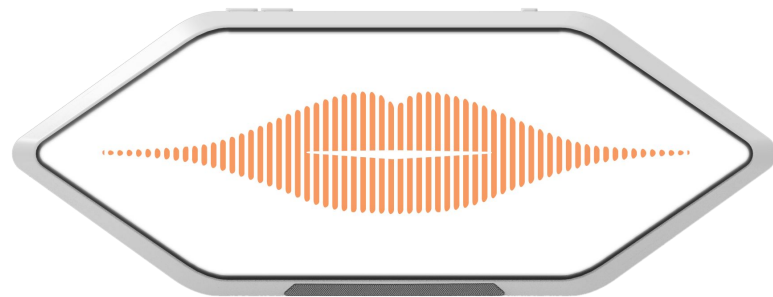


"What are users preferences for the physical design of our product?"

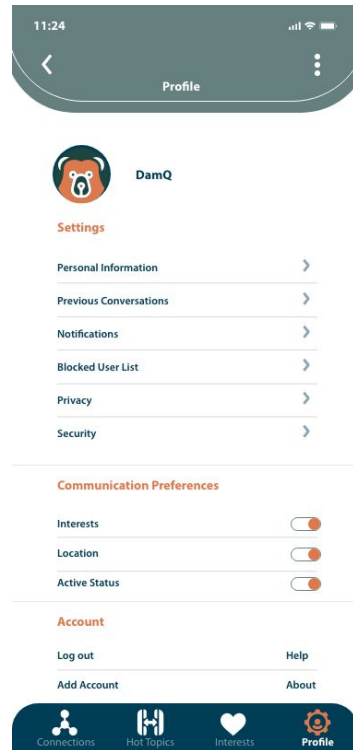
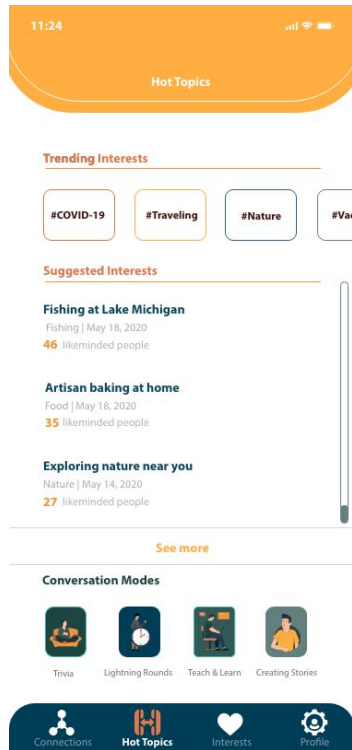
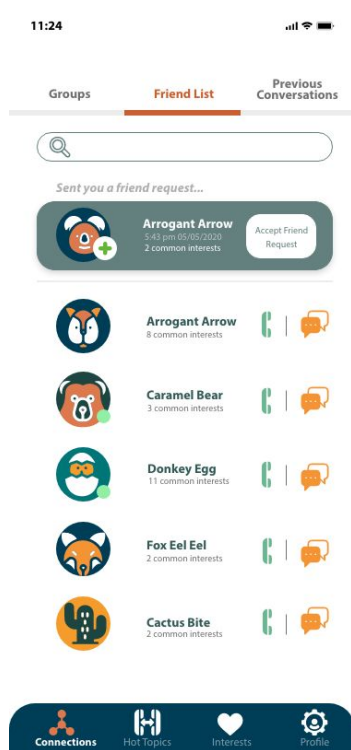
the simple
screen design
boring.

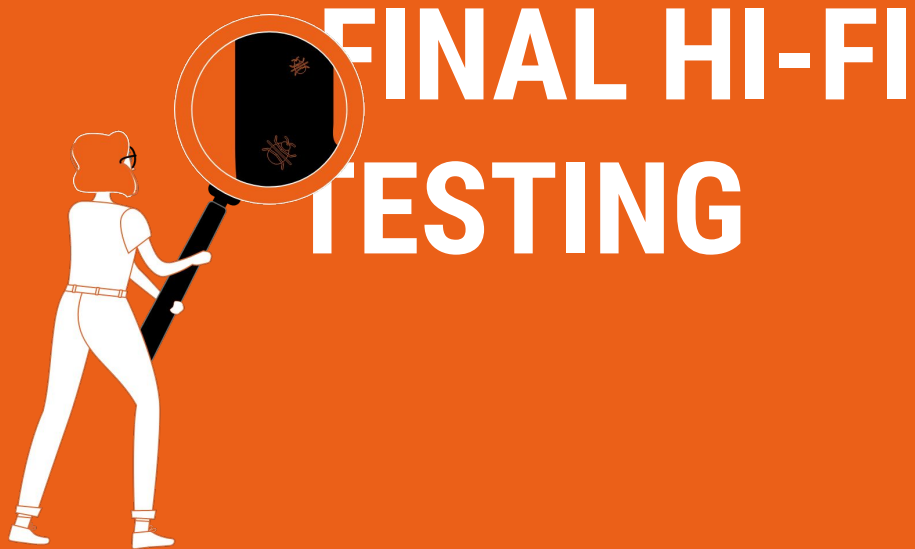
the physical
forms are
childish.



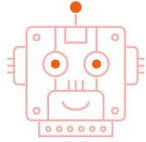


HI-FI RENDERS





EVALUATION QUESTION

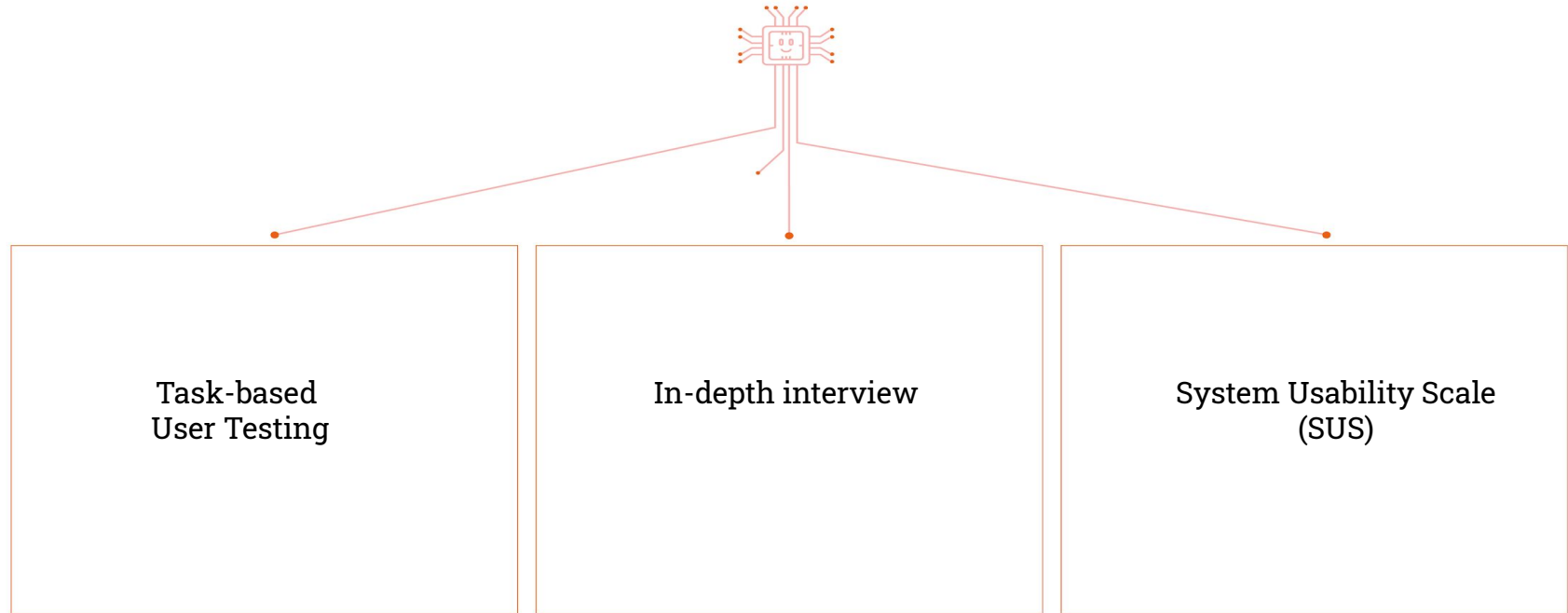


How intuitive is the use of our companion app?

And

What are user preferences on our final product physical design?

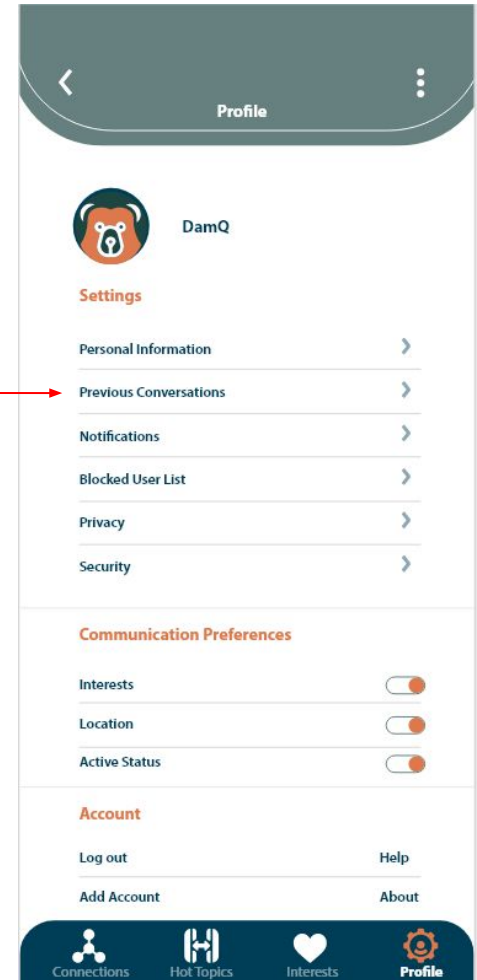
OUR METHODOLOGY



TASK-BASED PROTOTYPE TESTING

PROBLEM #1

Users were confused about the location of the “Previous Conversations” menu within the Profile tab.



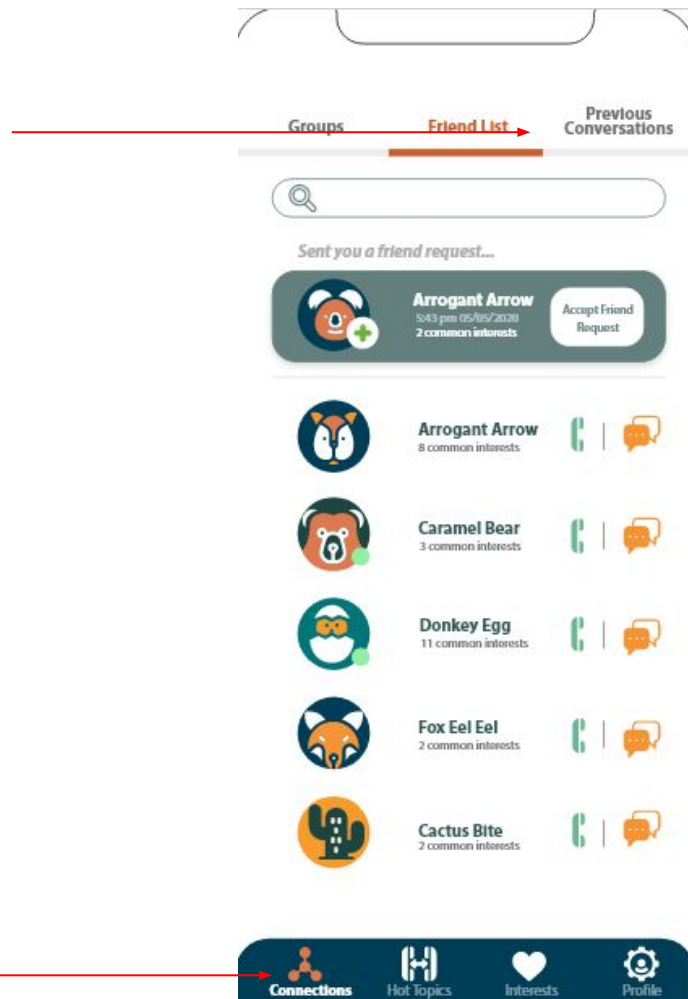
TASK-BASED PROTOTYPE TESTING

PROBLEM #1

Users were confused about the location of the “Previous Conversations” menu within the Profile tab.

Solutions:

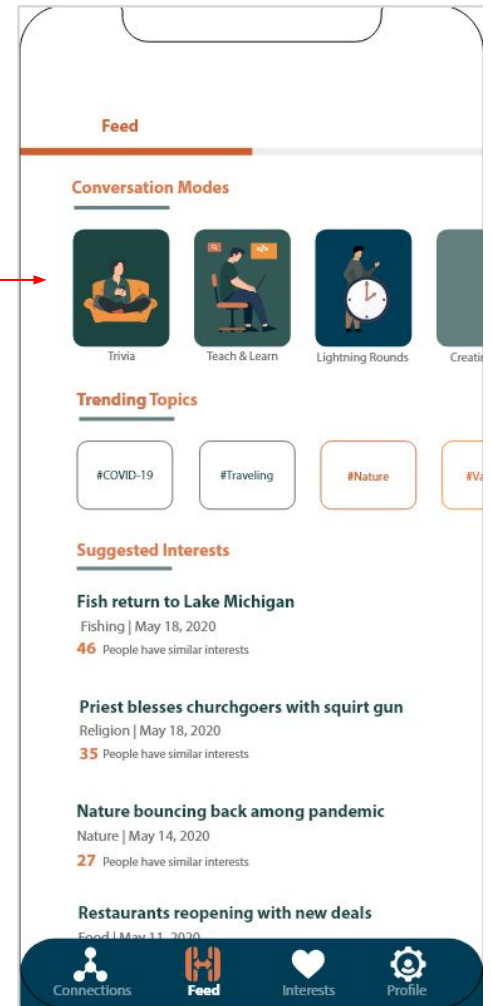
- Move Previous Conversations to Connections, in a new sub-menu.



TASK-BASED PROTOTYPE TESTING

PROBLEM #2

Users were unsure why Conversation Modes were listed under the Feed section.



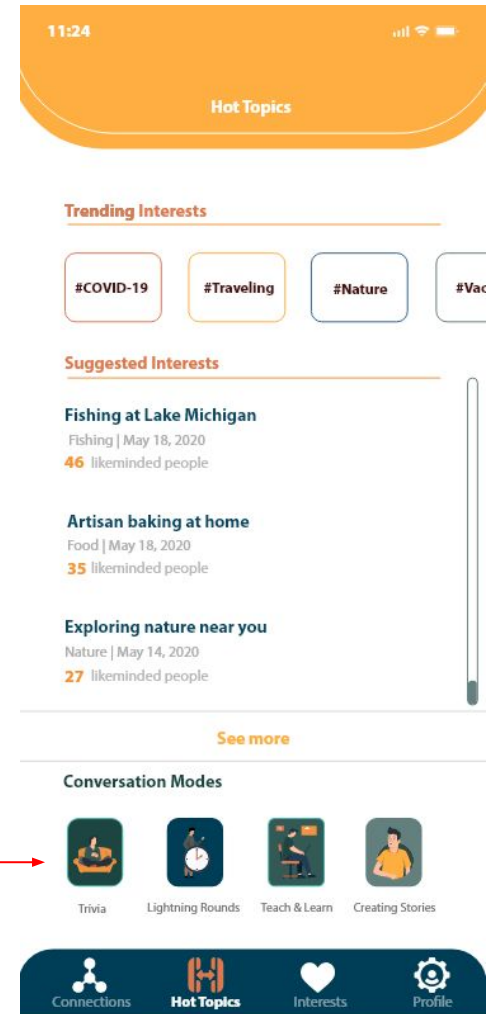
TASK-BASED PROTOTYPE TESTING

PROBLEM #2

Users were unsure why Conversation Modes were listed under the Feed section.

Solutions:

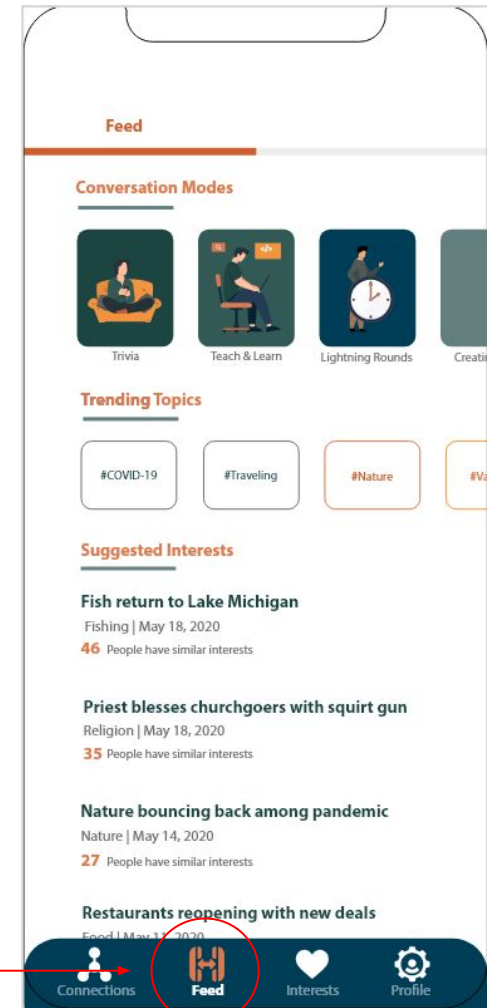
- Allow access to the Conversation Modes via the physical device interface, and push it to the bottom of the Feed menu.



TASK-BASED PROTOTYPE TESTING

PROBLEM #3

Users were still unsure of what the Feed was.



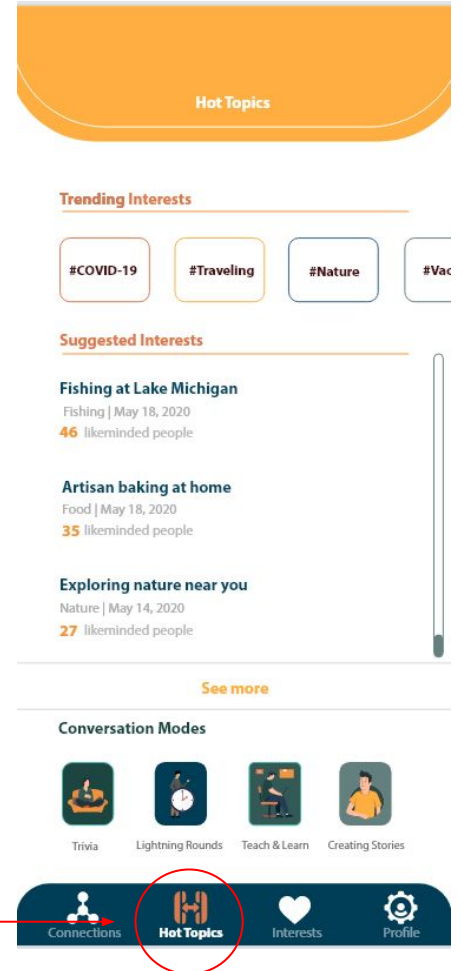
TASK-BASED PROTOTYPE TESTING

PROBLEM #3

Users were still unsure of what the Feed was.

Solutions:

- Change the name of the Feed to "Hot Topics".



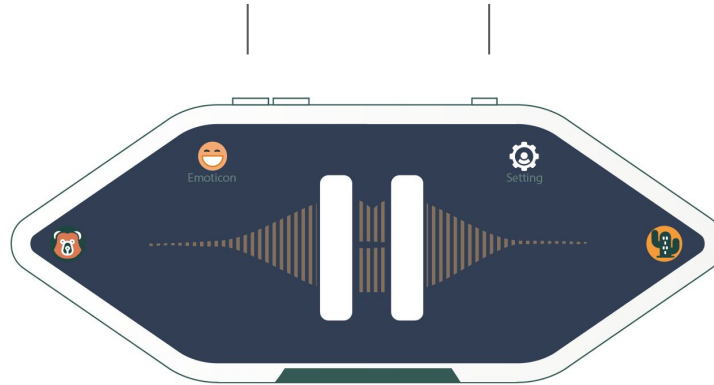
PHYSICAL FORM REVIEW



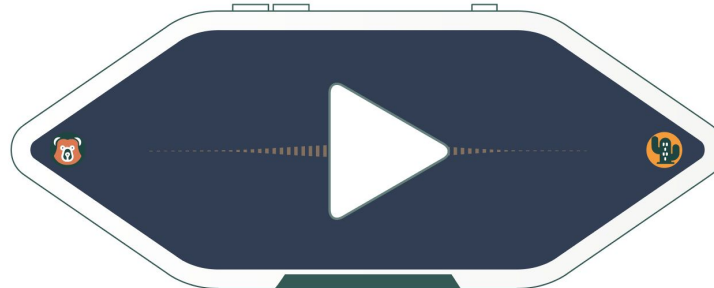
PHYSICAL FORM REVIEW

Volume Control

Hang Up (On/Off)

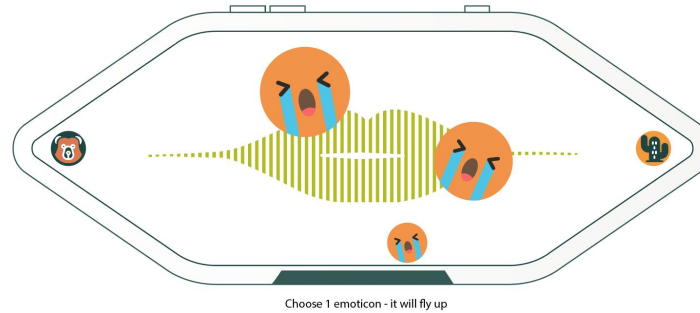


1 touch to screen - 1 more touch to hang up



Hanging up screen - 1 touch to talk again

PHYSICAL FORM REVIEW



PHYSICAL FORM REVIEW

PROBLEM #1

Users often wondered



why they needed a physical device to use the service.

PHYSICAL FORM REVIEW

PROBLEM #1

Users often wondered



why they needed a physical device to use the service.

Solution:

Integrate more clear functionality within the physical device, and sell it's strengths more with branding.

USER TESTING

ROUND II

“Do you think you would be able to make a long term connection with this device?”

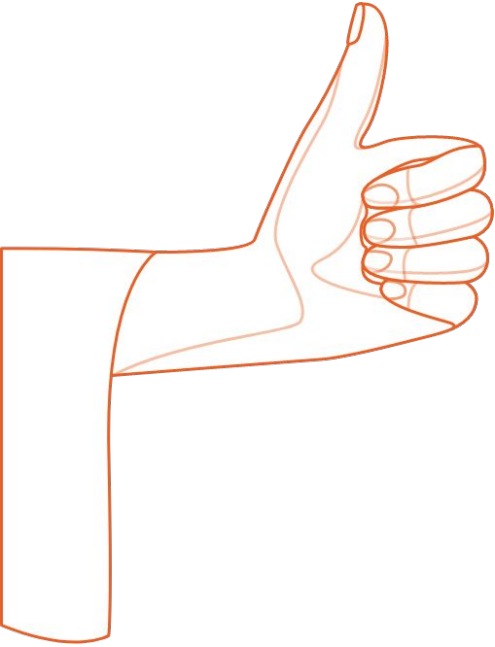
USER TESTING

ROUND II

"Do you think you would be able to make a long term connection with this device?"

80% responded yes.

n = 10



SAMPLE VOICE CLIPS



INTERACTION DEMO



BRANDING PROCESS

Myriad Pro Regular

Myriad Pro Regular AaBbCcDdEeFfGg

Myriad Pro Condensed

Myriad Pro Condensed AaBbCcDdEeFfGgHhJjLlKkPp

Myriad Pro Condensed Italic

Myriad Pro Condensed Italic AaBbCcDdEeFfGgHhJjLl

Myriad Pro Light

Myriad Pro Light AaBbCcDdEeFfGgHh.

Myriad Pro Semibold

Myriad Pro Semibold AaBbCcDdEeFfGg

Myriad Pro Semibold Italic

Myriad Pro Semibold Italic AaBbCcDdEeFfGg

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed AaBbCcDdEeFfGg

Myriad Pro Bold

Myriad Pro Bold AaBbCcDdEeFfGg

Myriad Pro Bold Italic

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Myriad Pro Bold Condensed Italic AaBbCcDdEeFfGg

Font

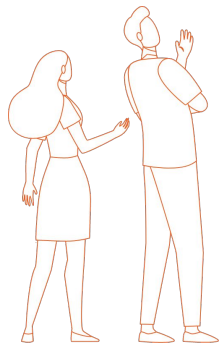


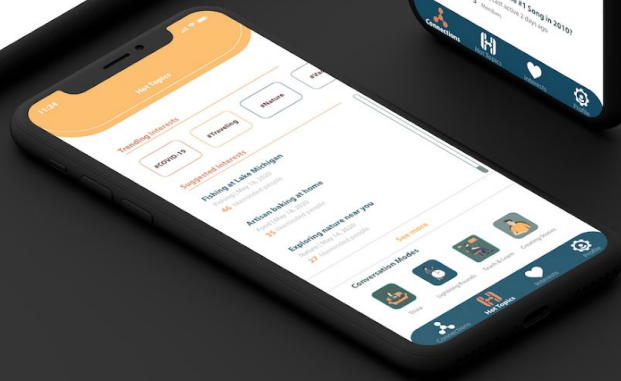
Logo

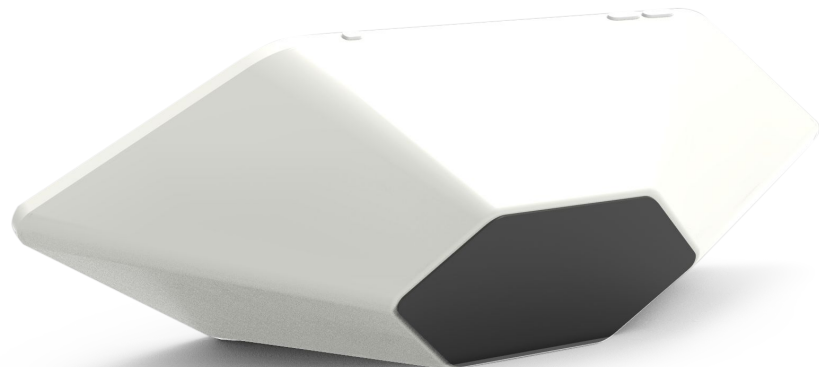
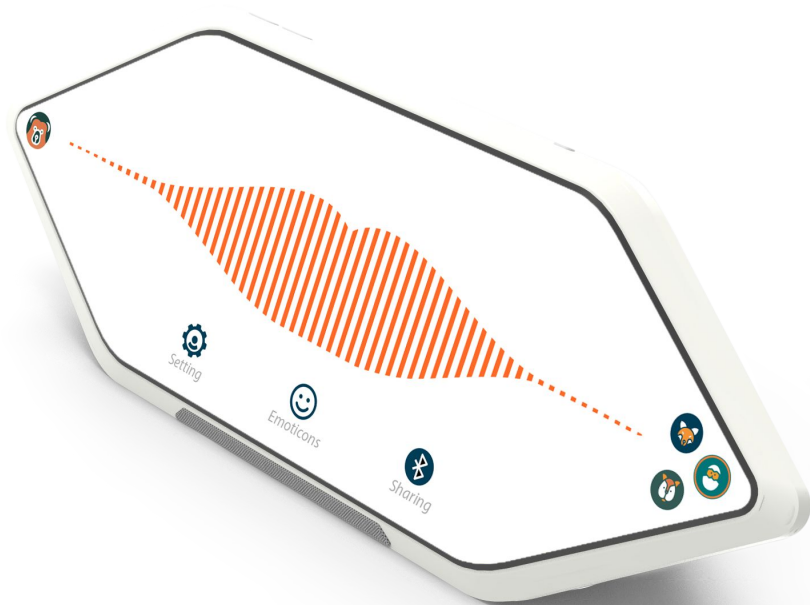


Color
Palette











CONVERSATE

**THANK
YOU!**