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Interactive Media Design
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Personal Project 02
DE0974

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Aim/Purpose

Aim:

To create a working prototype to demonstrate creating a community within a shared residence for students, Creating this will act as an ice breaker and a platform to assist students with every day tasks that they might not be used to, as this is the first time they have lived alone.

Audience:

First year students aged between 19-21 living in shared halls of residence.

Problem:

Moving away from home can be a daunting process, people are worried about not getting on with flatmates, not knowing how to confront others or not knowing a city. Students may find it difficult to approach others to try make friends. I want to act as an assistant to first time students to make moving to university a little easier.

Technology:

Using NFC technology users will be able to pay for washing machines with a wave of their phone.

Innovation/Value:

We go our daily lives living with 100s of other people we never communicate with. Creating a social platform with practical uses keeps my idea connected to a particular building, differentiating itself from existing apps.

Concepts

Idea 1

On the other side of the world - using gps users would be able to see whats happening on the nearest land other side of the world (if it was ocean, it would be the nearest images from land). Slightly like geo-caching but with images. Users will see the time of the place on the other side of the world, the temperature at that time and the weather. Users will be able to upload and view videos people have uploaded from that day. So wherever a user goes they can leave images

and notes in their trail for other users to look at. A similar app I have found is Revearth, not quite as advanced as my idea - it uses google maps to show a street view of the location on the otherside of the world. Another app which could be said to have some similarities is "Fling", like snapchat users are able to send photos, videos and start chats anonymously to up to 50 random people all over the world - to encourage conversation with people you would never normally

speak to. I would want my app to encourage learning about different cultures and countries. Another app which could be said to have some similarities is "Fling", like snapchat users are able to send photos, videos and start chats anonymously to up to 50 random people all over the world - to encourage conversation with people you would never normally speak to. I would want my app to encourage learning about different cultures and countries.



Idea 2

Tinder style music app. Choose a genre and flick through music (like/dont like) app then creates suggestions from the music you have "liked". Liked music is also compiled into a playlist so the user can go back to it. Displays unknown bands/artists aswell/ instead of mainstream. Suggests other music from popular artist's albums that haven't been released on the radio. Could also use the "liked" music to connect with people

who have similar tastes. 3 new artists that the user has "liked" are shared to their followers. Possible log in with facebook? (unsure of this). "Skip to Chorus" button to hear the main part of the song. Repost to followers. App displays info about artist, gigs etc. Siri style "speak" an artist name or title - displays top songs and albums. I would want my app to be used for discovering new up-coming artists. I have found many apps that have similar features so it would be difficult to

really make something original and different.



Idea 3

Social app, designed for students or young people living in shared residences. To socialise, ask for favours, create threads about events and parties. App would use gps to locate user and connect with local users.

If the users live in an area with many blocks of flats or shared residents, iBeacons will be used to send push notifications to ask if they live in the

block they are in at that time. This will then only show threads people have created from their block. The user will then be able to connect to other blocks in the surrounding area if they choose to.

The user can either choose to post anonymously or as their user name. My app will be used to encourage socialisation in blocks of flats and students -

freshers/non-freshers. An app similar is an anonymous posts app called yik yak, this app uses gps within a 2 mile radius for people to leave posts (like twitter) anonymously. E.g. "Anyone in Dulcie have some flour I could borrow?" "Pre-drinks in flat 31!"

The app would be safer as they would only speak to residents in their local area or block.

Idea 4

This idea acts as an anonymous agony aunt style app. Positive, useful advice (voted for by other users) they are awarded points, the more points suggests the user is helpful and trust worthy. A user can see another users points next to their username. If a user abuses the app and gives silly advice or asks unsuitable questions (voted for by the other users) their points will go down or they will be warned by

the app. The app would provide a voyeuristic approach and satisfaction of knowing other peoples business. The user will be able to see their responses/ advice they have given to others and their past questions. Again, this is similar and has been inspired by Yik Yak for the anonymity of the posts, but hopefully this app aims to provide a service with solutions to those who may want to ask a non-biased

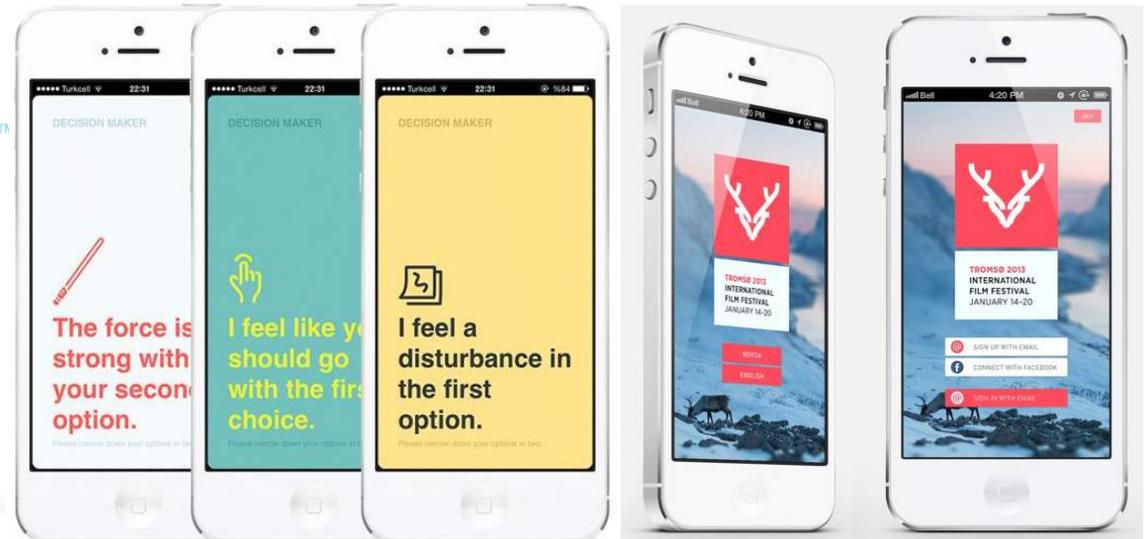
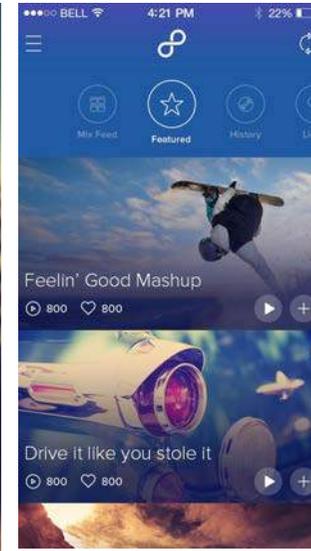
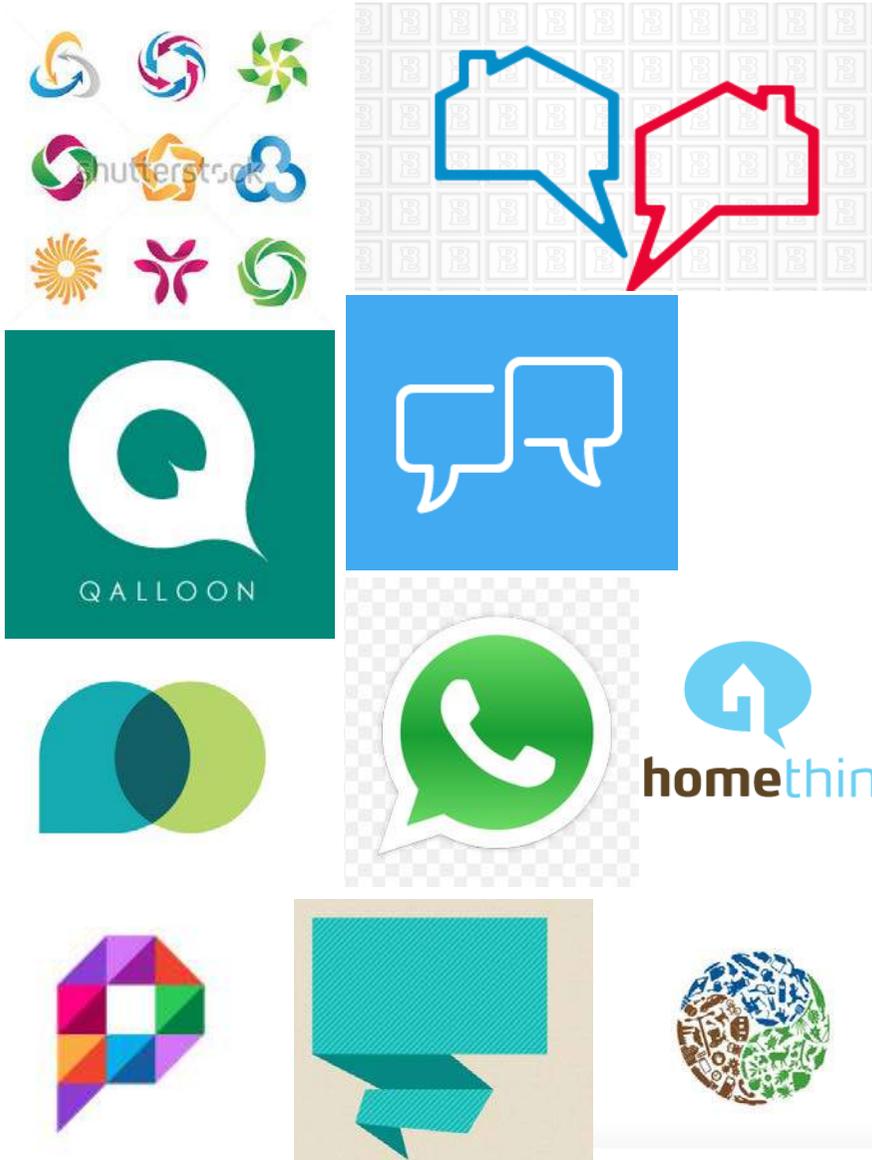
person for advice, or for someone who is too embarrassed to speak to someone they know about a problem. My idea could also be compared to the yahoo answers feature. However I would hope mine is a little more helpful as it is managed so the app is not abused. The app would provide a voyeuristic approach and satisfaction of knowing other peoples business.



Visual Research



social**bubble**

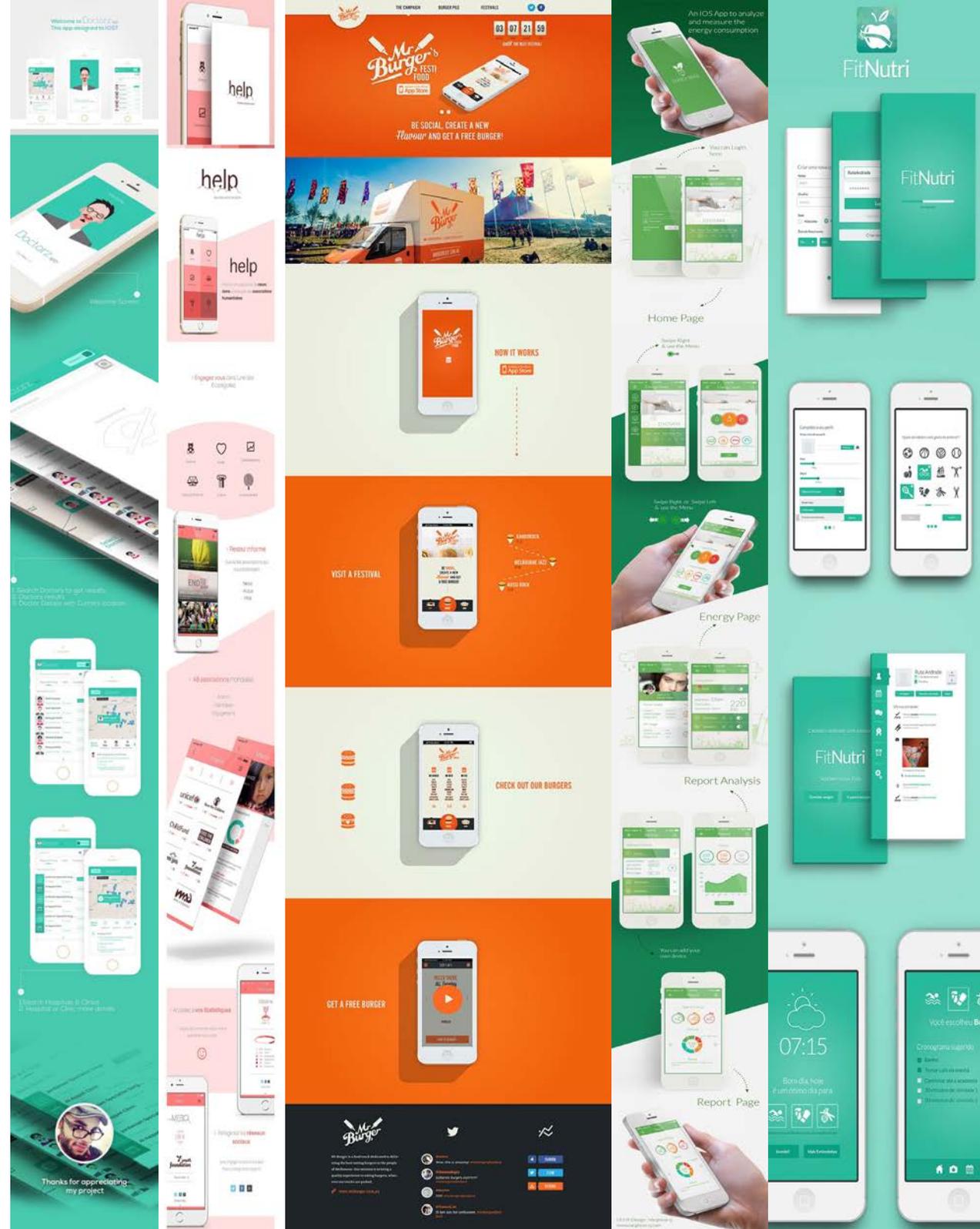


Flat UI design is not something I have considered before. My other designs have been inspired by older ios design, such as the gaussian blur backgrounds.

I think flat UI design is very aesthetically pleasing, simple and clear. Creating a project with this means my app follows current trends and fits with the latest ios interface.

It also widens my design variety and sets me a new challenge to experiment with different design types.

The designs on the right are how I would envision my app to look.



Competitor Research

Whisper

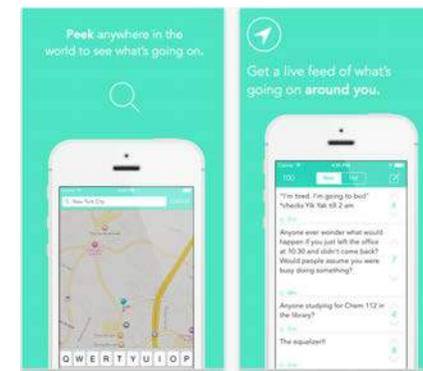
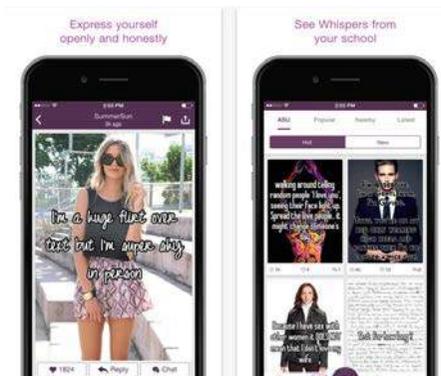
Whisper allows users to share or read other people's image-rich posts anonymously. You can share your location and find people locally or within certain groups. The user enters the text they want to share and Whisper will find appropriate images. People can like or reply to the post. People can also private message you.

It's open to anyone so anyone can connect using it. Whisper acts as an anonymous social platform where people have the power to say what they like without having to deal with the consequences or be embarrassed. I have included this as inspiration as anonymity is something I am considering including in my app design.

Yik Yak

Yik Yak is similar to Whisper with it's anonimity, however I have included this for inspiration due to its similarity to twitters feed and its users ability to vote up or down on users "yaks". If a "Yak" is down voted more than 5 times (-5) the yak is "voted out the herd" and deleted from the news feed. I really like the idea of voting up

and down, its like a facebook "like" but with a dislike button. It also uses gps so that users can only see "yaks" from the surrounding area so that the conversation is local. I plan to include this sort of concept in my design so that posts are only from people in the same building, creating a sense of community within the building.



Unii

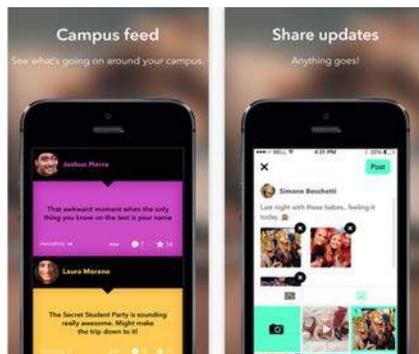
Unii would be my largest competitor app as its target audience is the same as Threads. Features like a newsfeed and being connected to other students also make it similar to my idea. However, I feel this

app concentrates on popularity and "likes", like a twitter feed for students. I want my app to focus on creating a community within the users building.

Ekho

Ekho is very similar to Yik Yak, but the user joins selected groups nearby such as their uni. I like this feature and I could use something similar within my idea, for example selected topics such as events, health

help (drs/dentists) or food. The negatives to this app are also to do with the selected features as it is taken over by the 2 newcastle unis discussing which is better.



Street Life

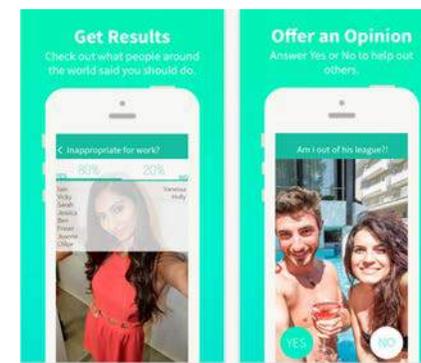
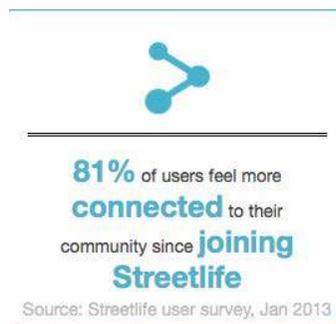
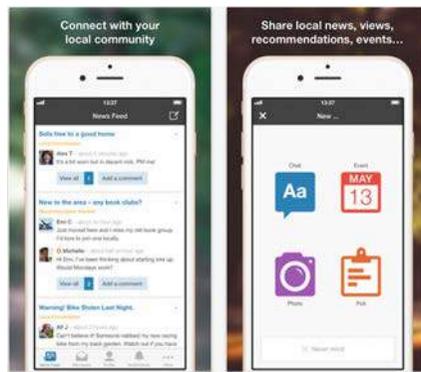
Streetlife is a great way for local communities to keep in contact with each other, it acts as a personal advertising platform, neighbourhood watch and a local information platform. Users

can select the area in their city they want to see information from. It is very simple and easy to use, I think this site/app is a great idea to get communities to communicate with each other.

Wooju

I really like the concept of Wooju, users post questions with an optional photograph so that other users can respond with their answer to help make a decision. People can select whether to send

their question worldwide or just a select group of friends. I would hope users of my app would use Threads in a similar way to resourcefully get suitable answers to their questions in the posts.



Skout

Skout's aim is to bring local people together. My idea is similar in the way that it localises the users to the surrounding area or building they are in. I downloaded Skout to have a try for myself and found it was very dating orientated - when I was under the impression it is to meet new people, not a new boyfriend. One of the first things I was asked was what my

preference (men or women). It then displayed local guys in my area.

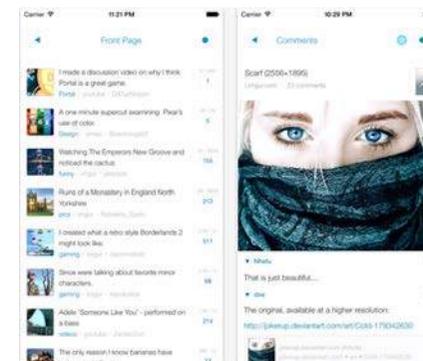
Although dating apps are used more frequently today, this is not something I would see my app as providing. I want to keep it friendly, away from online predators so that the app can be trusted and useful.



Reddit

Reddit is a site where registered community members can submit content, such as text posts or direct links. Registered users can then vote submissions "up" or "down" to organize the posts and determine their position on the site's pages. Content entries are organised by areas of interest called "subreddits".

Users reply to the posts to create threads and discussions. I use this site often as a form of entertainment - but just to read others entries. I think it is a great way to read others opinions from different areas of the world. It inspired the concept of "threads" within my app.



Research - Manor Bank

Being a previous resident of Manor Bank student flats in 1st year, I thought I would know most of their facilities that they had to offer. However, upon arrival it seemed that a few things had changed.

I noticed these screens on a flat screen tv in the reception, offering students tips to be a "good flatmate", about cleanliness and noise.

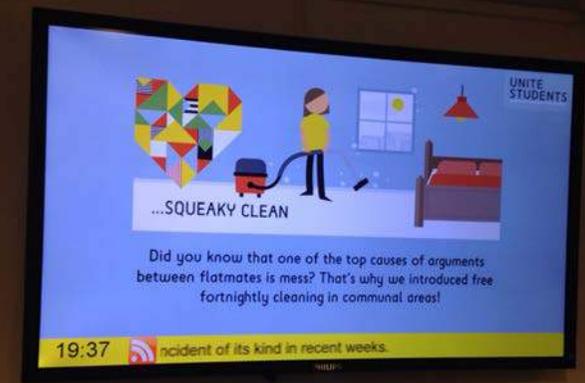
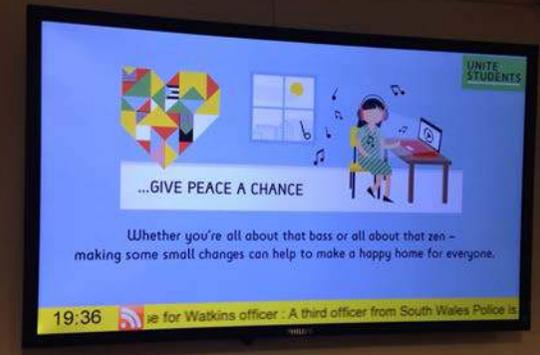
I felt that these displayed evidence that my app would be useful for students. These tips could be sent to students to a "direct messages" section within the app (that users would talk to fellow residents within).

My app could also provide notifications within the direct messages for example, if they have had a noise complaint (a warning could be sent to ask residents to be quiet, if the flat has been pin pointed), or friendly reminders when rent is due etc.

My app would be used in a comical way to address issues, say if it wasn't serious enough for a formal complaint.

Users can anonymously leave threads about complaints they have, to make other residents aware that the issue is affecting them. (or with their name if they are brave enough!)

eg. "wish flat 16 would turn the music down!"



User Research

For the questionnaire I conducted, I asked 30 young adults to answer, including past and current students.

23 people asked were 21-23
7 people asked were aged 17-20

25 people lived/plan on living in shared residence for uni.
5 people didn't/don't want to live in a shared residence due to attending university in their home town, find it too expensive or have pet that halls will not allow to keep.

20 of the students asked don't feel confident speaking to new people.
6 said "it depends on who they are" and "depends on the type of person they are".

The highest voted worries about going to university were:
"That I won't get on with my flatmates"
"My flatmates won't be my type of people"
"Being lonely"
"Not enjoying my course".

When asked to rate how comfortable they would feel in certain situations (1 being uncomfortable - 10 being comfortable)

26.7% voted a 7 on the scale suggesting they would be fairly comfortable knocking on a flatmates door.

23.3% voted a 1 on the scale suggesting the majority would be very uncomfortable going to an event where they do not know anyone.

There was a mixed result when asked how comfortable the participants would feel telling a neighbour to turn down their music face to face:

16.7% (5) people selected 1 - very uncomfortable
6 people voted a 4 - fairly uncomfortable
5 people voted a 5 - quite uncomfortable.

Again, there was a mixed result when asked how comfortable participants would feel asking a stranger in their halls a question about an event:

15 people voted between 4-6 and 7 people voted 7 - suggesting they would feel fairly comfortable.

6 people voted 1 suggesting they would be very uncomfortable attending pre-drinks where they do not know anyone.

6 people voted they would be very uncomfortable asking to borrow something from a stranger in their halls.

Technology Research

Although I want to offer something to students that Facebook can't, it is extremely common for students to have an account - which over time users "like" pages and groups that add to their profile.

The benefit of being able to connect my app to Facebook would be that the users "likes" and other interests from their Facebook page can easily be displayed through Threads. It is important that the app would not use other information as I do not want my concept to come to close to being "another Facebook".

This will be an option to link their Threads account to Facebook in the "settings" page of the app.



Life Bluetooth and WiFi, NFC is a wireless radio standard. NFC readers work at a maximum of 4 inches, which is perfectly suitable for my concept of incorporating an NFC tag to washing machines in halls.

NFC can be easily incorporated into most types of technology.

"The majority of smartphone makers are adopting the NFC payment technology in their products as a de facto standard."

NFC payments would work in the same way "wave & pay" is used now in shops. But I would

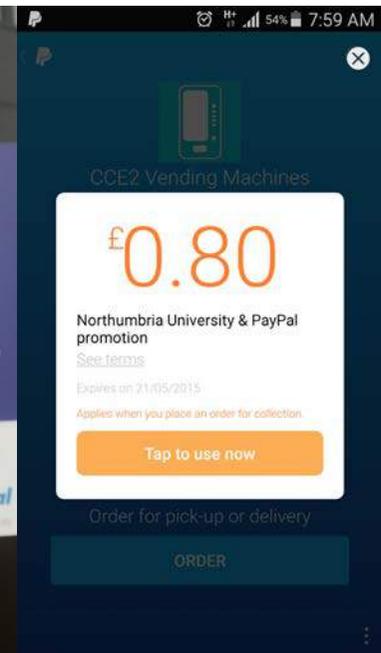
incorporate this into the washing machines, allowing users to easily pay with their phone.

Reducing a step makes doing the "chore" of laundry a little more effortless and enjoyable as it is a new technology that is not yet that common.

Another way to make paying fast and easy would be the PayPal app which would pick up each machine and their allocated number.

The user would select the machine they want to use and pay through the PayPal app.

The example shown in the picture below is of a vending machine at uni, and when it has been detected on the PayPal app I have on my phone.

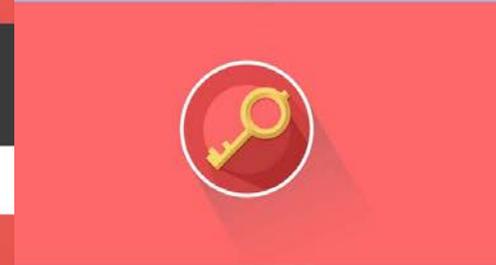
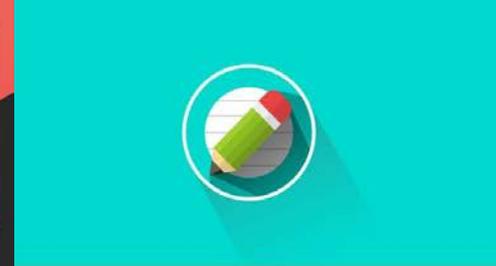
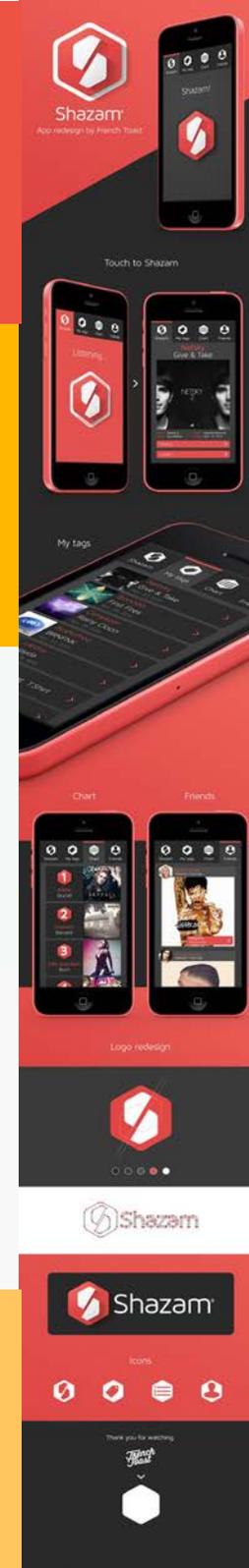
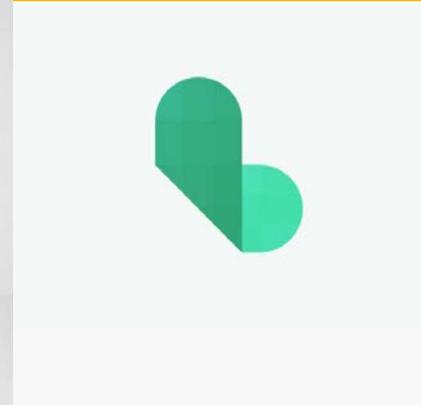
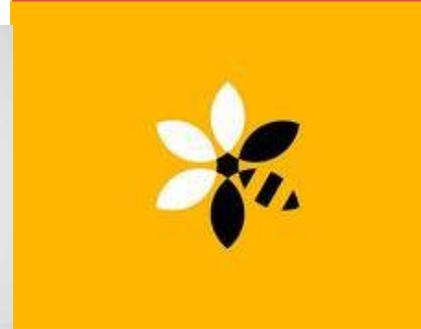


Logo Research

Logo design is really important to a company, website or app. It acts as a first impression to the customer, so being aesthetically pleasing and clear of what they are portraying is important.

To keep my designs looking professional, it is important to keep the flat design running throughout the app. I also want to keep my logo simple and clean. Cluttered logos are confusing and unattractive, giving the organisation a bad appearance.

I really like the first set of logos that cleverly use typography to compliment the word. This is something I will consider when designing my logo.



Logo Designs

Because my target audience for the moment is first year university students, I had a go at playing round with words that included "uni", and making it stand out to display what it is for.

Unite - is self explanatory, uniting people together.

Communi - is a shortened version of community, to suggest a community within university.

I then went on to "Threads" as I felt this name was a little more snappy and catchy, I could picture a user saying "Have you seen what X has put on threads?" like we would do about Facebook or Twitter.

My first design I am really pleased with, but felt the bubbles around the text were a bit too similar to WhatsApp. I then decided that instead of having the word "uni" within the logo, I could symbolise it with a graduation cap, in a speech bubble and placed it between the "d" and "s" like an apostrophe.



For this idea, if I were to extend the concept, the icon could change to an icon of apartment flats, a house or another sort of shared residence that Threads could apply to.

However, I decided I wasn't quite convinced by the graduation cap being black and in an apostrophe.



Threads

I decided to keep my final logo design simple and clear. I feel the graduation cap makes it clear that the app is aimed at students. This design, with the small change of the cap really makes a difference and I now feel this is strong logo for the beginning of a brand.

For the final exhibition, ideally I would like my logo and a screen shot of my final design on a stand up banner behind my working prototype. I feel the bright orange of my colour scheme would stand out nicely in a room amongst other "competitors" keeping it

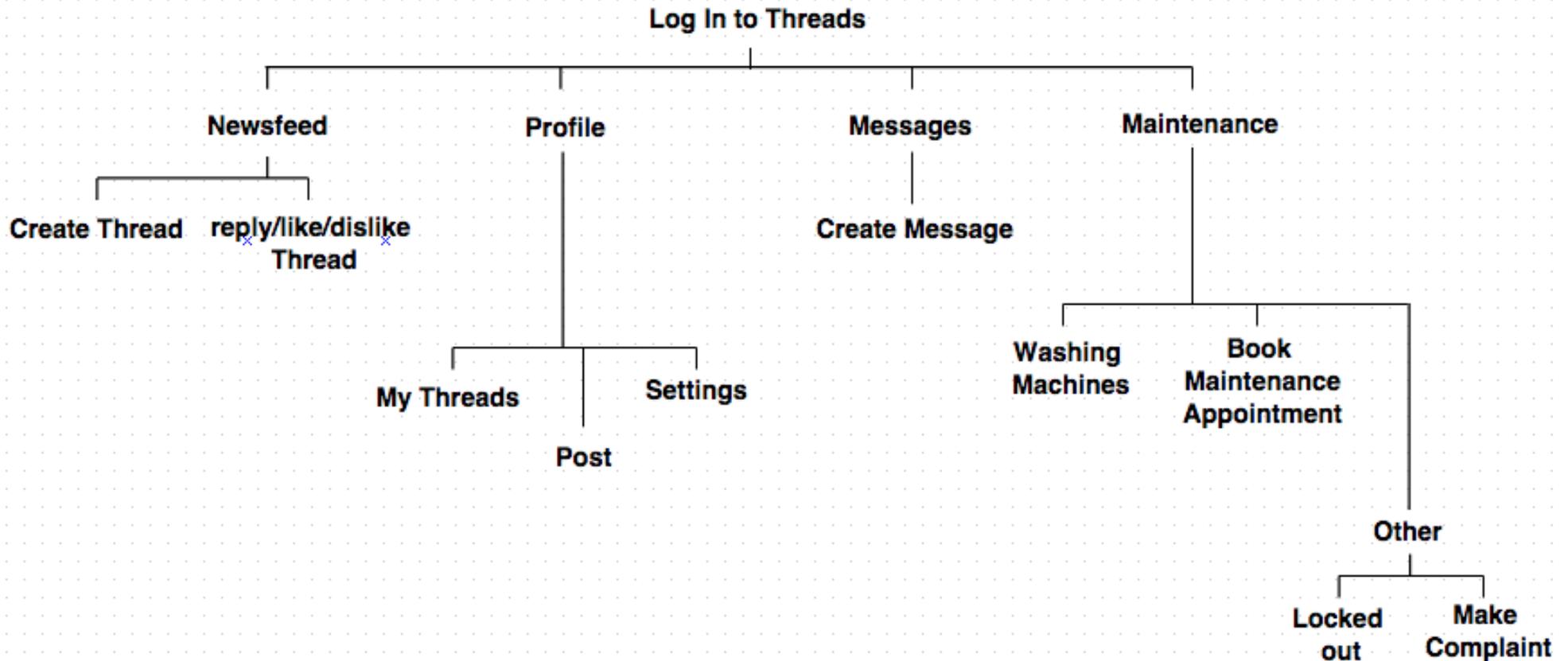
simple and professional with the white text



Threads

System Architecture

Creating a system hierarchy is key to understanding how I want my navigation to look and work. I have decided to keep it simple as possible using 4 of the main features as each of the menu selections.



Personas/StoryBoards



Eleanor

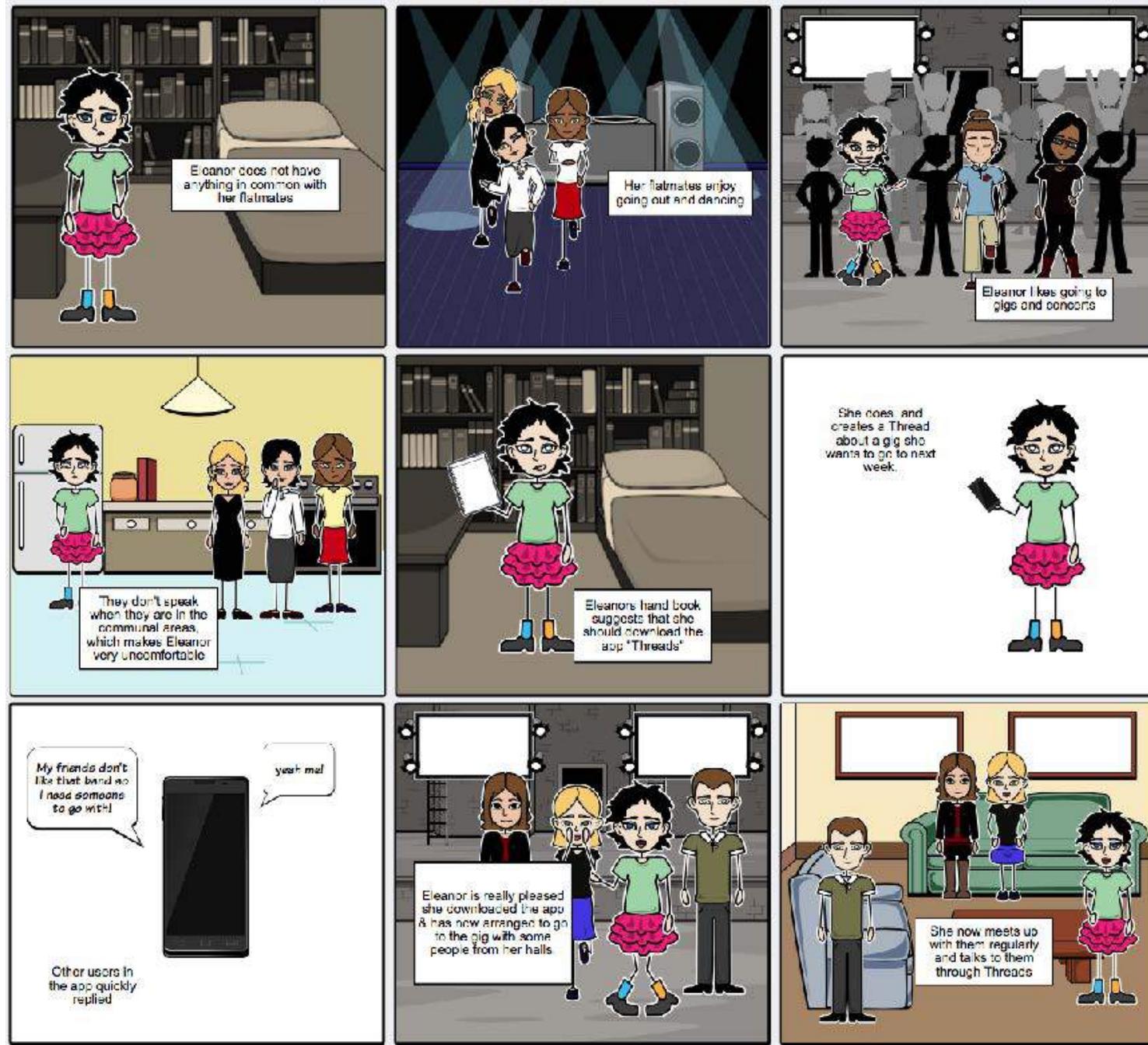
Eleanor is an 18 year old student. Before she came to university she was worried about making friends.

She knows she has little in common with her flatmates; Eleanor likes going to gigs and concerts and her flatmates go to bars.

At home she has a small group of friends she shares a similar taste in music with.

Eleanor wants to use this opportunity at uni to gain confidence and make new friends.

She feels there must be at least one other person with similar interests as her in her accommodation, but doesn't know how to go about finding them

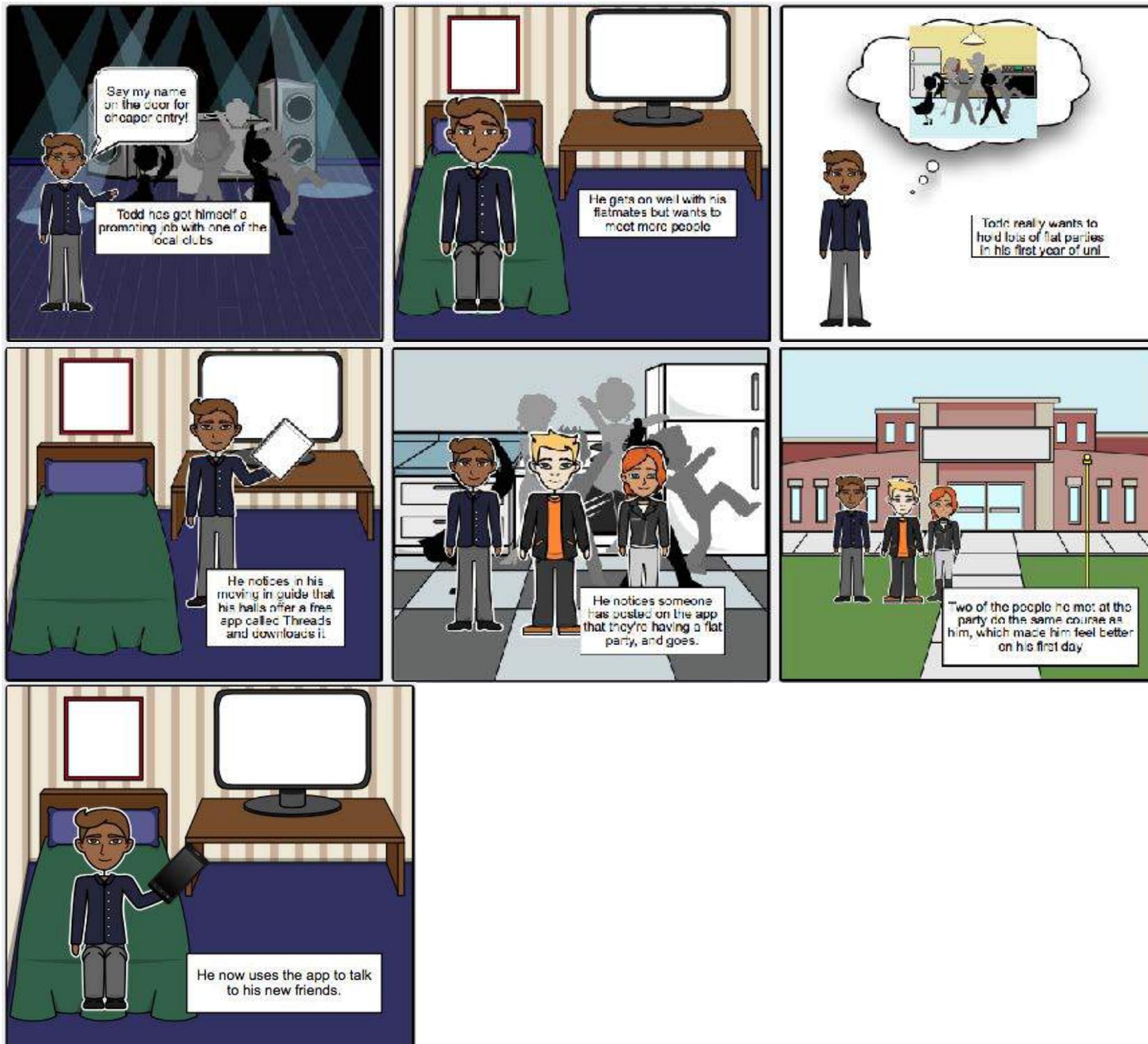




Todd is a 21 year old student, who took 2 gap years out before coming to uni. He is very popular at home and enjoys going out and socialising.

He feels 3 flat mates isn't enough and doesn't know how he's going to meet other people in his halls. He is a promoter at a local club so wants to try get as many people as possible to his events.

Todd also wants to be able to invite lots of people to flat parties. He is very active on social media.

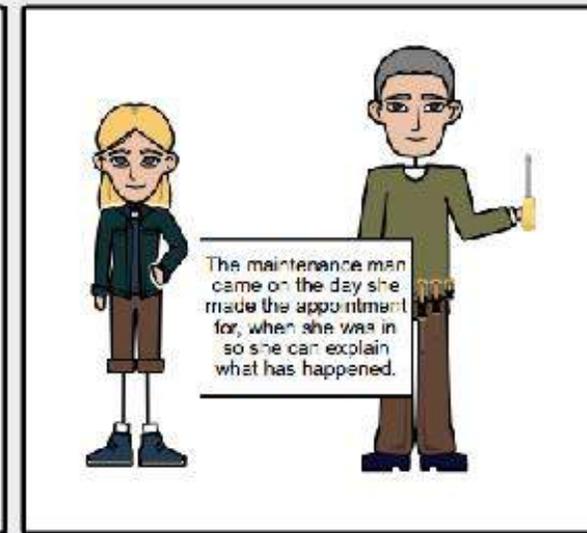
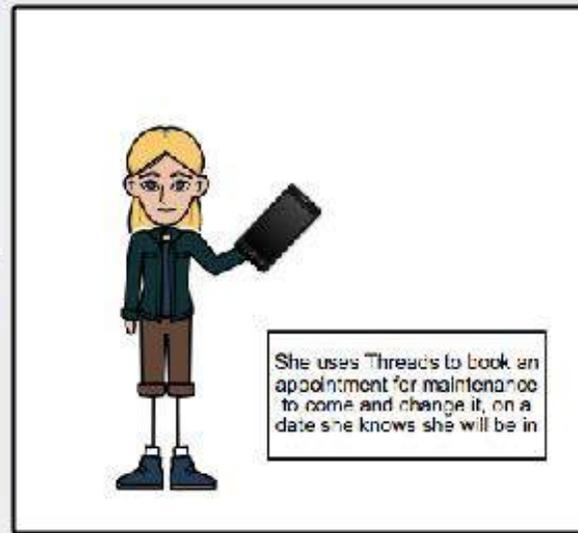




Jessica has noticed in her flat that a bulb has gone.

She does not want the maintenance to come when she is not there as she is quite a private person.

Jessica uses Threads in a practical way to book appointment for when she will be in.



Feedback

Feedback on my Threads idea was a little tough. Ben said it was an app that does what Facebook already provides, which in a sense is true. So I decided to fill out my idea to give it some uniqueness.

I began to think about all the different components that are involved when living in a block of flats/accommodation and how these could be incorporated into my app to make life easier for residents, but without losing the fun, social side to it.

Trev also said that the name "Threads" reminded him of clothes. My idea of threads was that people create threads of conversation, so I conducted a quick survey to get other people's opinions.

I asked 18 people what their favourite name out of a selected few that I thought would be suitable for my idea. The results are as follows:

Unite: 2
Communi: 0
Threads: 6
SmallTalk: 3
Circles: 4
Babble: 3

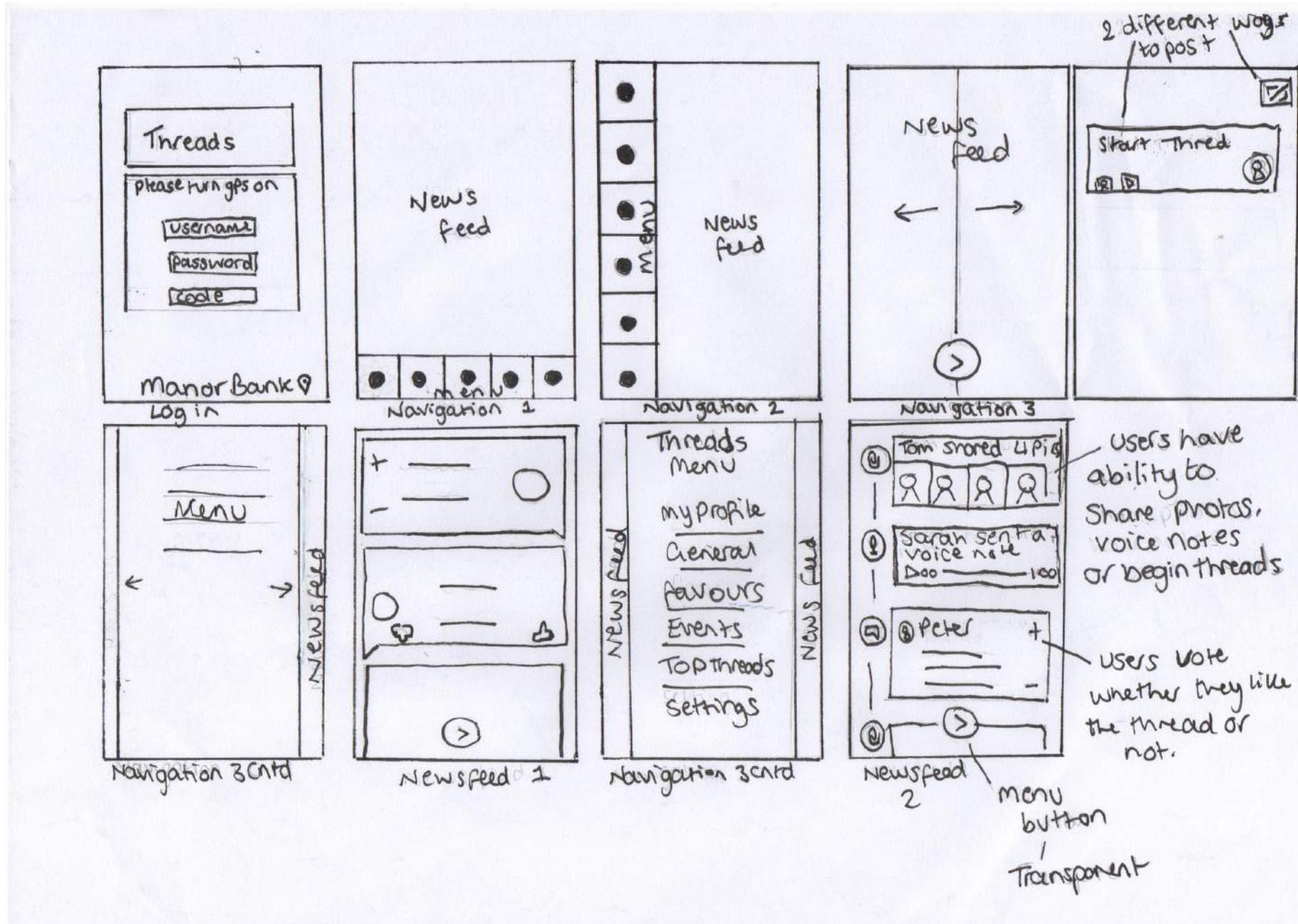
Nearly all of the people I asked, like me, put the name in a sentence; "Have you seen what xy put on 'Unite/Communi/Threads/SmallTalk/Gabble/Babble/Circles'"

Although the name "Threads" does not have immediate connection to the idea of the app, it was still a popular choice.

Low-Fidelity Wireframes

My initial sketches allowed me to test and explore different ways of displaying the navigation bar.

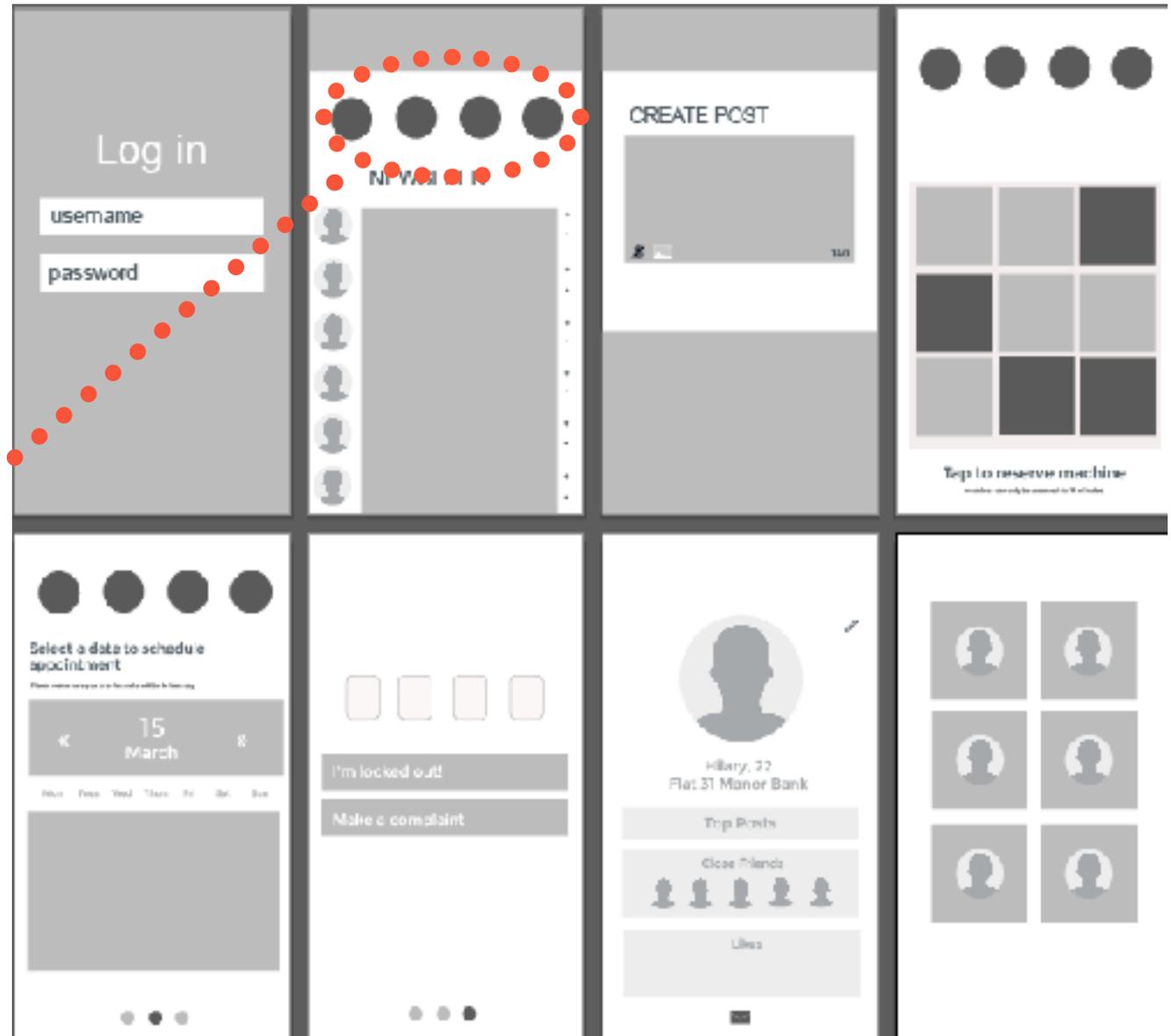
Originally, I wanted my menu to open up from the middle, but I figured that creating this in proto,io would be very difficult, also, the button (to reveal the menu) would always be either in the middle of the page or in the way at the edge. It also adds a stage to accessing the navigation, which isn't necessary - although it would look nice if done well!



High-Fidelity Wireframes

High-Fidelity allow me to visualise how I would like my final design ideas to look. As you can see, I have changed a few aspects of my design since my sketches, making sure I have considered usability and the nature of how the app will be navigated around.

My navigation will be a simple menu across the top of the screen which will remain stationary throughout the app. Allowing users to access each page wherever they are in the app.

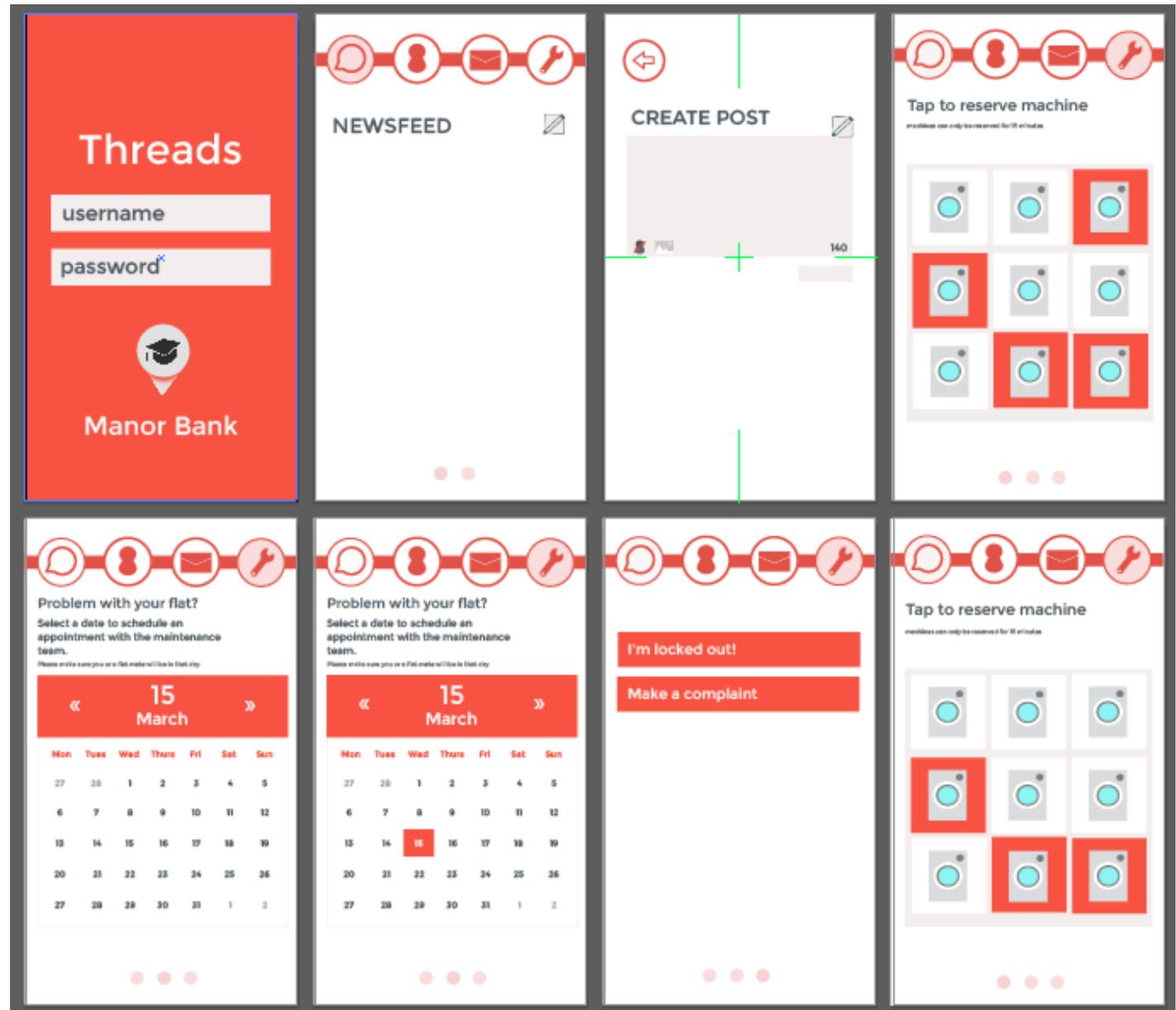


First Final Designs

Here are a few of my first final designs. I plan to ask a person who fits my target audience to test my working prototype I will create in proto.io.

I have a basic knowledge of using proto.io from a previous project. I want this design to be a lot more complex to create a sense of professionalism and authenticity.

A few of my designs I have had to create parts I would like to move in separate illustrator documents as they would be placed separately in "containers" so that the user can scroll through the content.



User Testing

As it is easy to get caught up in the technical components of creating an app, it is easy to miss the importance of usability and the fine details that make an app a pleasure to use.

I asked my flatmate to navigate to a series of pages and give me her feedback along the way.

Make a complaint through the maintenance page:

"When trying to write in the complaint box, the keyboard gets in the way so I can't read what I'm typing."

To solve this, I tried to find a way to make the complaints box move up when the keyboard appears. However, I could not figure out how to do this! So instead I designed it so that the text would be visible when typing by positioning it at the top of the page - not something I am entirely happy with but on the time scale I had it was the best I could do.

Create a direct message:

"I can type in the message fine, but the submit button doesn't say 'Submit' like the other one does."

To solve this, I made sure the submit button takes the user back to the overview of their direct messages.

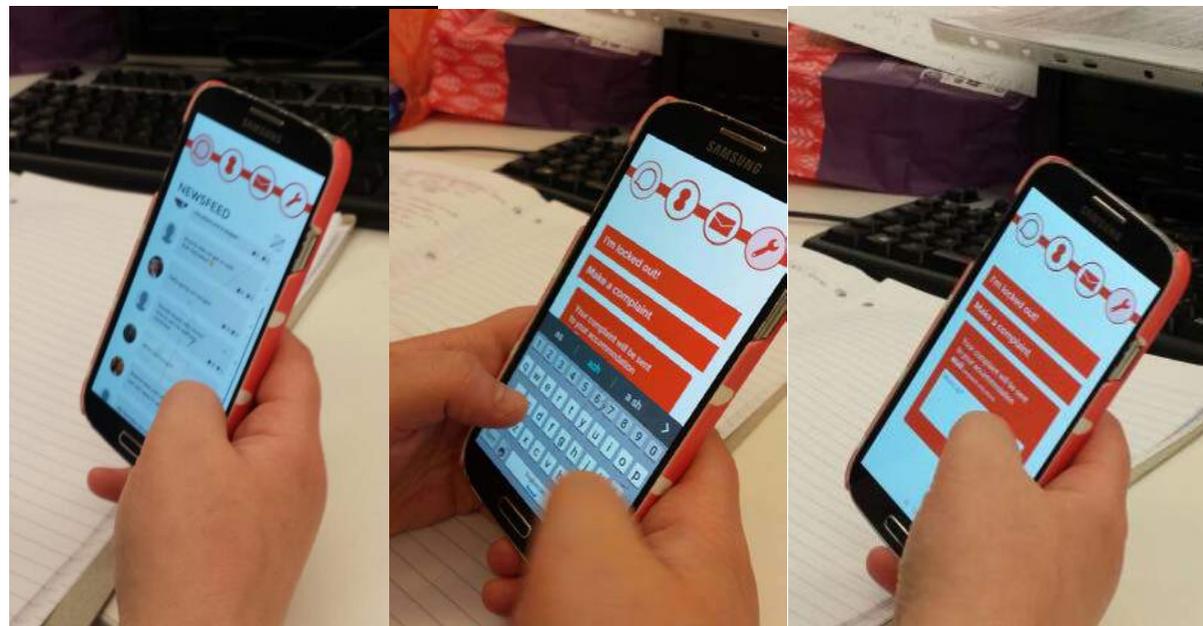
I then asked when she was testing the page where users are notified about their packages at the reception, whether a "back" button was necessary:

"No, I don't think it is. I would just press one of the menu buttons, and the profile button takes you to the previous page anyway."

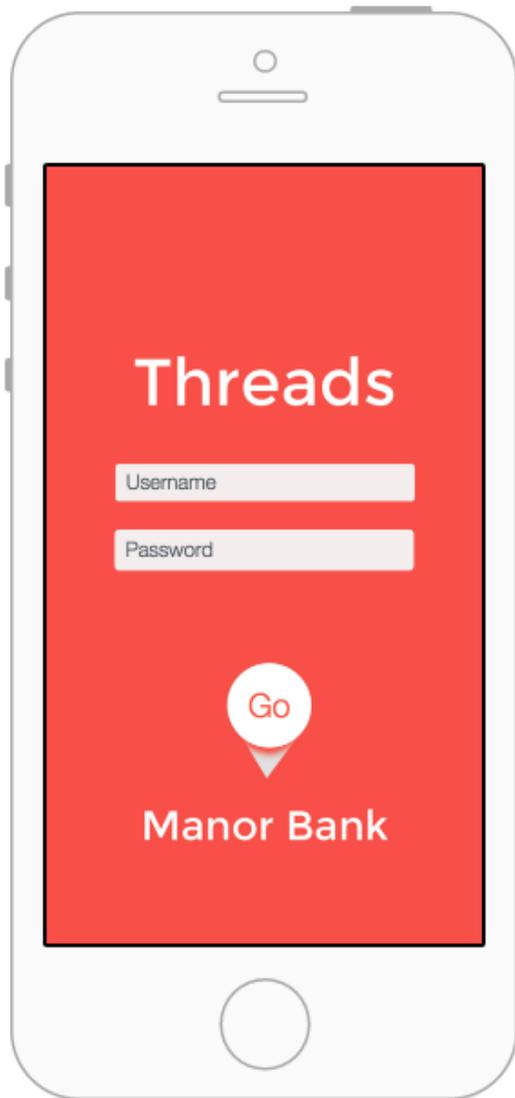
Other comments:

"On the example thread with replies, I think it would be easier to tap the original post to return to the newsfeed than pressing a back button".

This was changed after the feedback was given to me by Ellie.



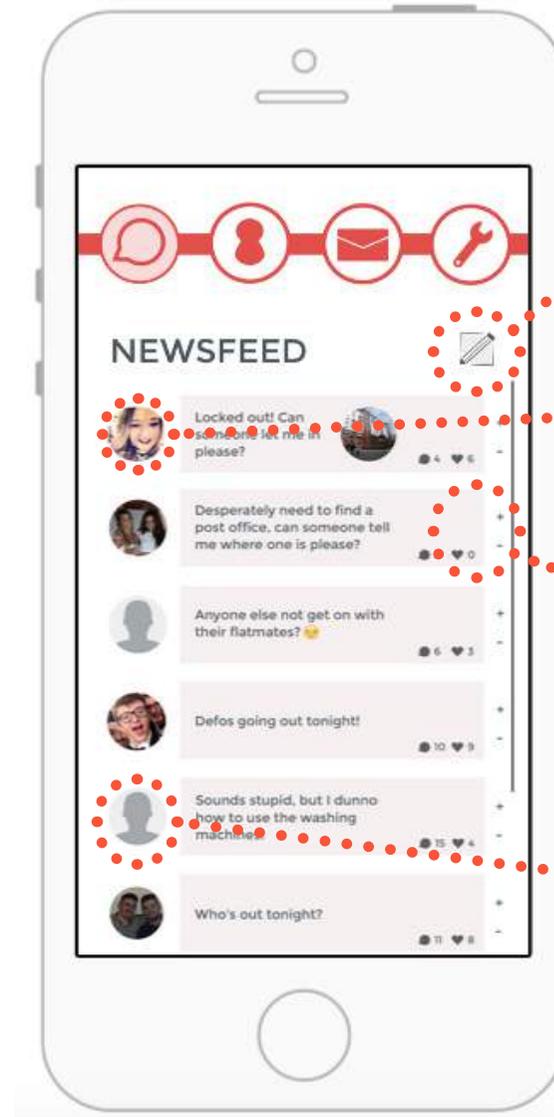
App Features



For safety, I decided to include a username and password feature which will be available in the users "welcome pack" students receive when they first move in. This will then connect the user to other students in their halls.

The welcome pack will act as an advertisement for the app, making them aware of its features and benefits.

The username and password would be provided to ensure that the user is being connected to the people sharing their block. It will be able to be changed after they have logged in. Thus meaning that gps is not necessary.

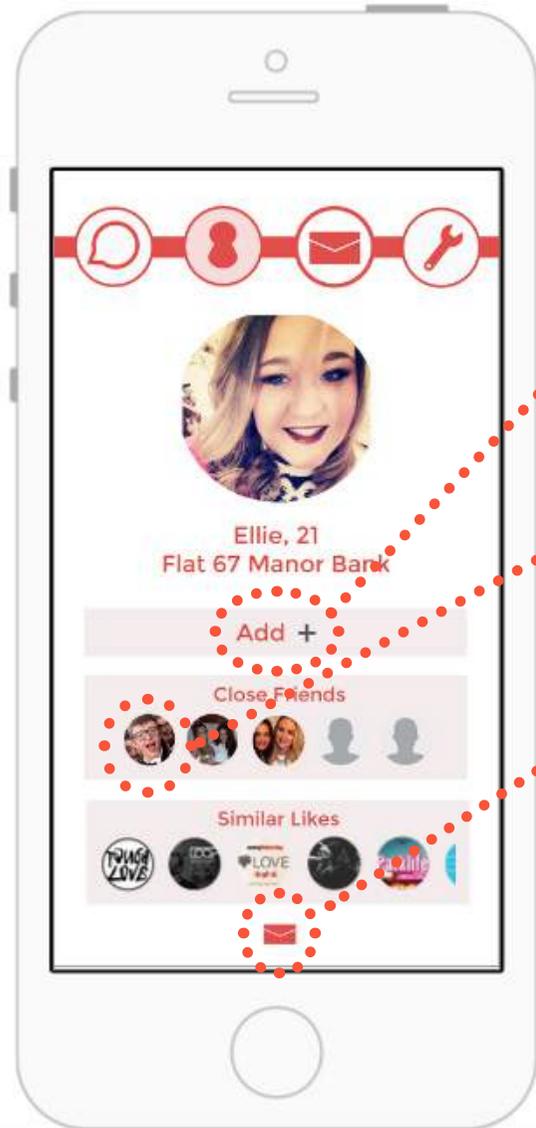


Once users have logged in, they will be able to view the "Threads" other students have posted in the newfeed and start their own threads.

Users have the ability to post anonymously or with their picture (which will link to their profile).

Upvotes and downvotes act as a way of ensuring that content is genuine and of high quality. If a users thread receives more than 5 downvotes, it is removed from the feed.

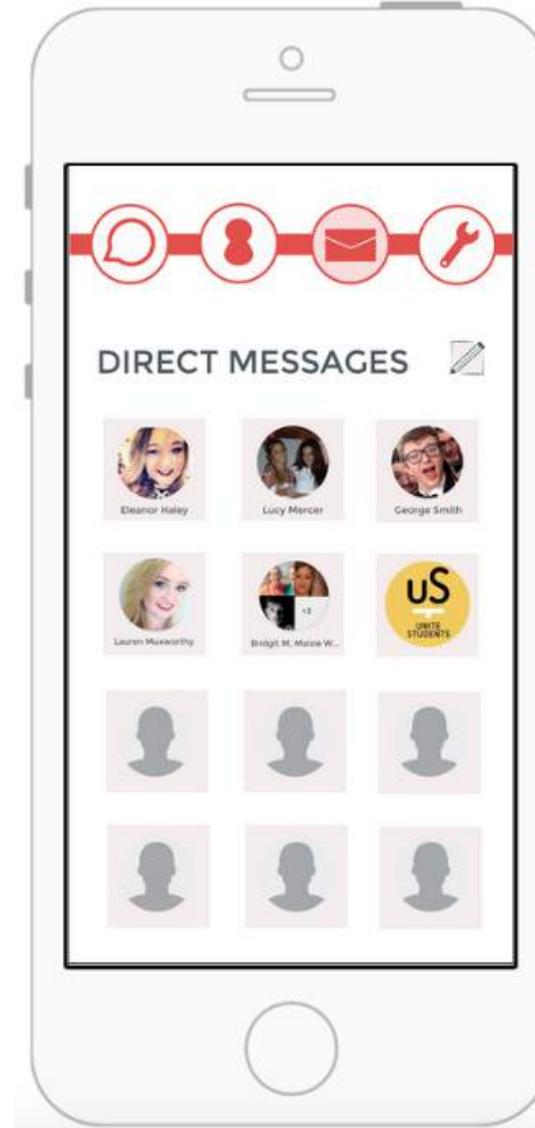
Annonimity allows users to remain unknown if they want to post about something private or have a complaint about how other residents live for example.



This is how another user's profile would look. The user has the option to add them to their "close friends" meaning their icon would come appear in their close friends section, depending on their privacy settings.

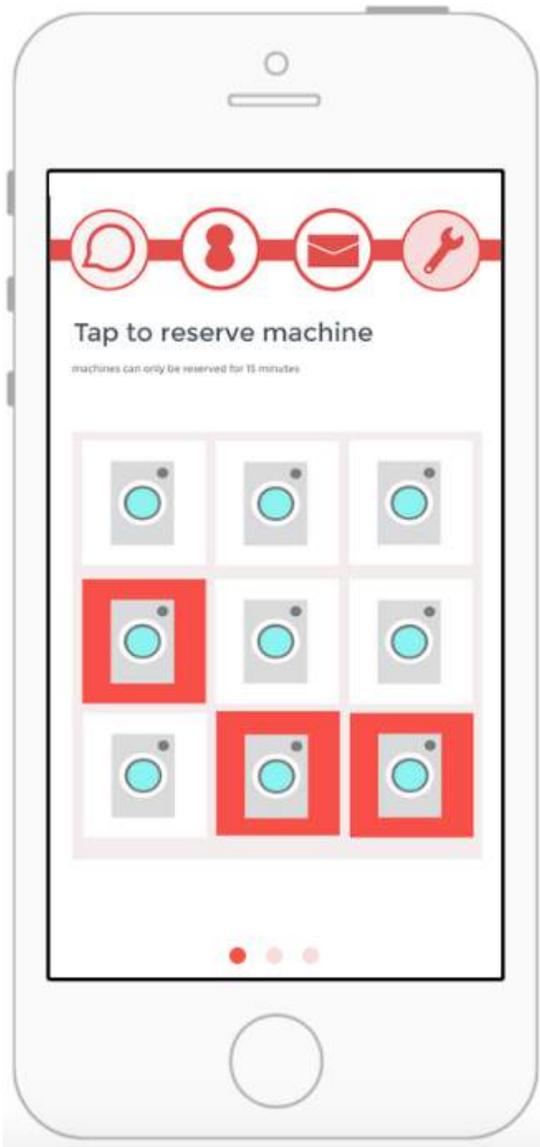
The user also has the option to direct message the user, this also depends on their privacy settings.

The navigation menu remains at the top of the screen for ease of access to other pages.



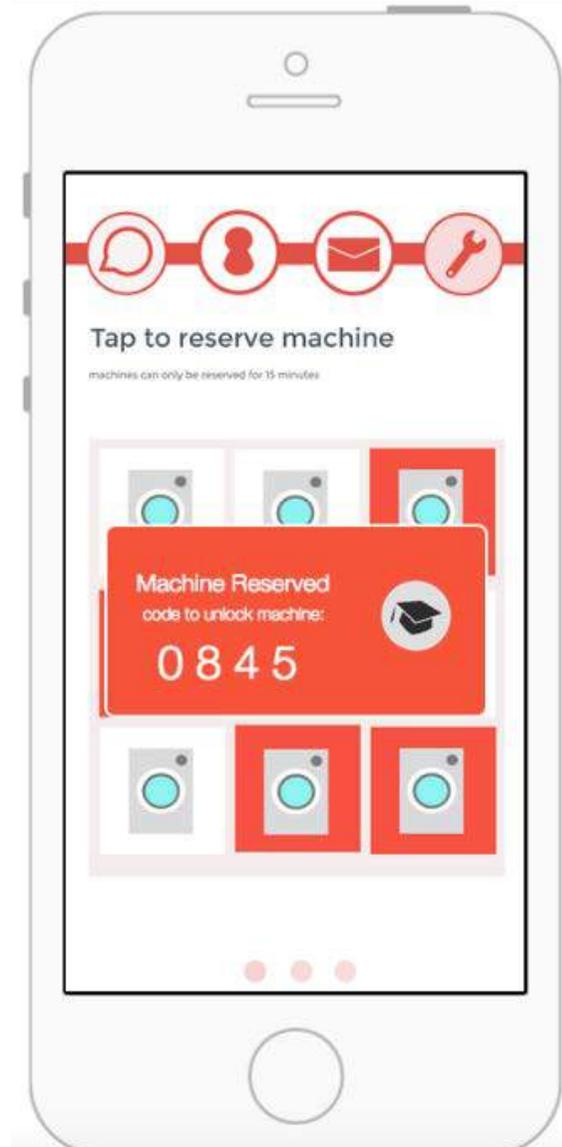
The direct messages page gives users the ability to privately message each other or create private chat groups.

Here, "Unite" - the owners of the shared residencies, will be able to contact tenants with information about inspections, rent reminders, or if someone has made a complaint about the flat.



Under the spanner icon, users have the ability to reserve a washing machine and viewing how many are available. When discussing problems with halls with friends, we all agreed that it was a nuisance to find that there were not any free washers after travelling down to the laundry room.

Being able to do this would make that chore of washing own clothes (that 1st year students may not be used to) that little bit more stress-free and simple.



Once the user has selected their machine. They will be provided with a code to unlock the corresponding washer.

Washing machines will be fitted with a key pad so that this can be viable.

To avoid abuse of reserving a machine, users will only be able to reserve the machine for 15 minutes.

Whilst I was filming for my video, I also took some photos of a user in the situation.

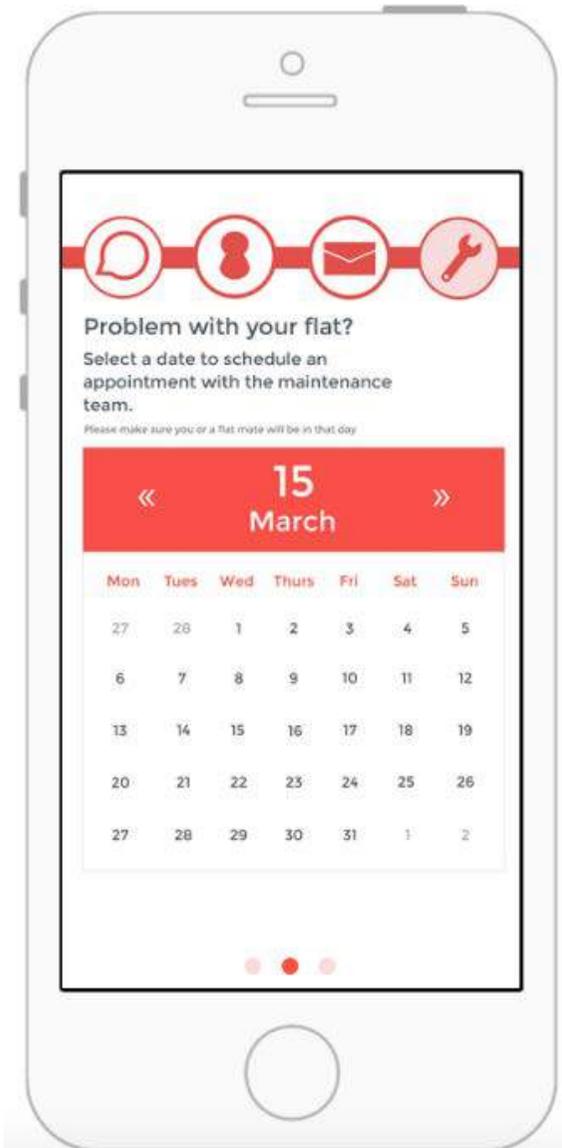
Typing the code in, and using NFC payments to pay for the washer.

Although typing in a code to unlock the washer adds a step to the users journey, it does guarantee that get a washing machine.

I decided to add NFC payments as in my research I found that most companies are swaying towards that way, it means people will be able to pay for their washing without having to go to an atm machine to retrieve cash and then buying something to get change (something I had to do many times when I had no change).

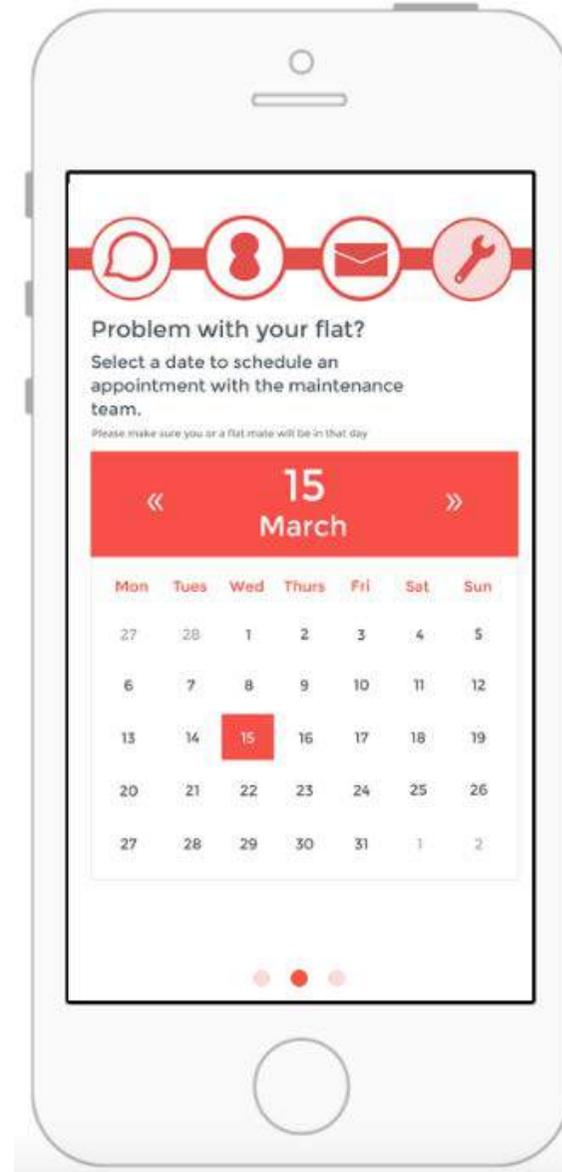
Adding this technology creates ease of use to again, make those chores a little easier for students who are living alone for the first time.





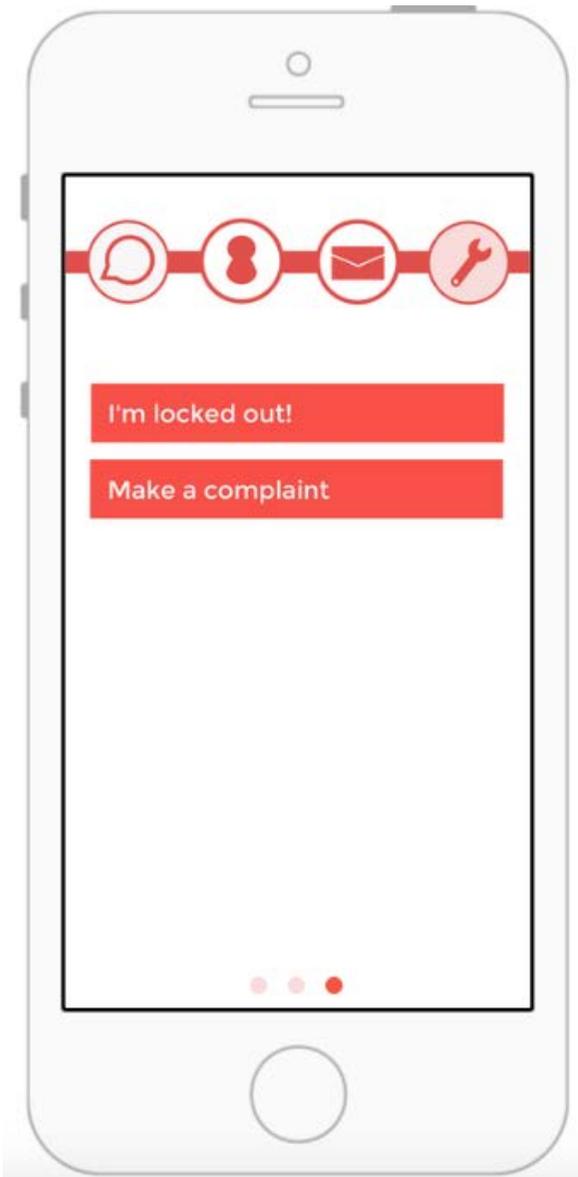
Also under the maintenance section, is the ability for users to book an appointment for maintenance to come and fix a problem a tenant has, whether it be a blown lightbulb or a leaking pipe.

This would mean the tenant would be in for when they arrive to give them more information about the problem, or it could be an option if they do not like the idea of a stranger being in their flat when they aren't.



Once the user selects a date a confirmation email will be sent to them and a reminder will be sent to their direct messages inbox nearer the time.

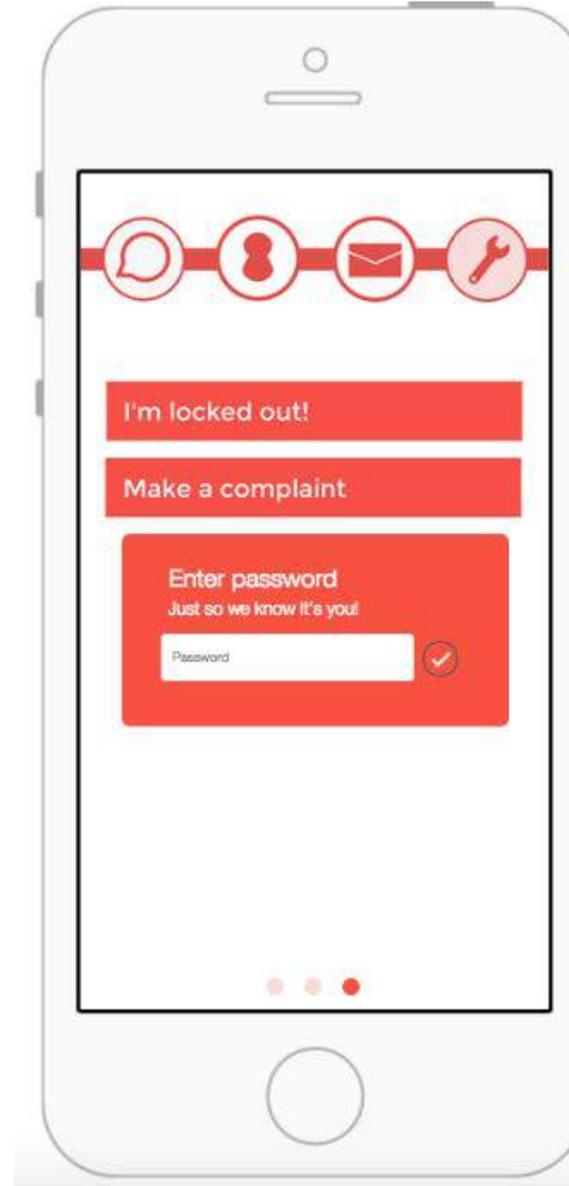
Users can click the selected date again to cancel the appointment.



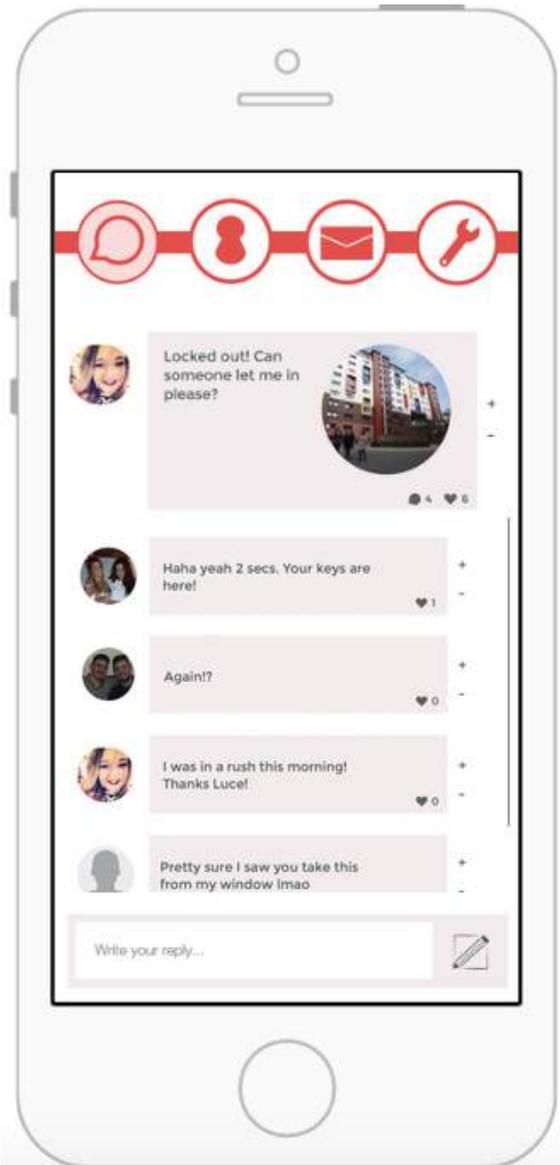
The final page in the maintenance section is the ability to alert reception or security that you are locked out.

Manor Bank halls have fobs instead of keys and sometimes these ran out of battery, meaning you would be locked out. This would also be an option for those who use keys- the doors tend to be self locking, so locking yourself out is very easy to do!

Users also have the ability to make a formal complaint through the app. This may be about noise, litter or a general complaint.

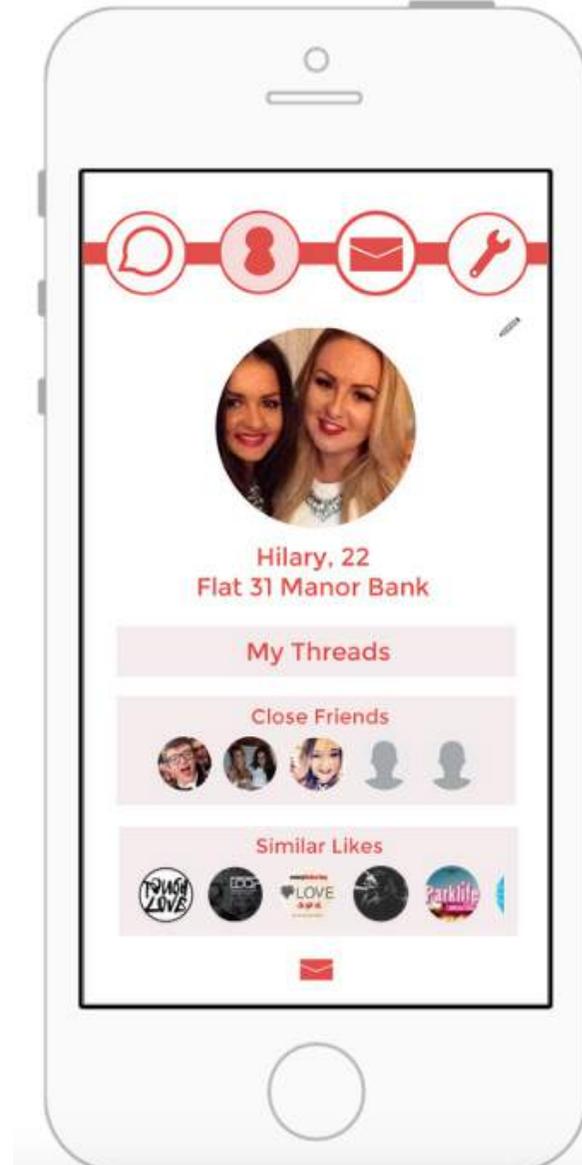


For safety and security, I have incorporated an "enter password" when the "i'm locked out" button is selected, just to confirm that it is actually the tenant who cannot get into their room and not a stranger or burglar.



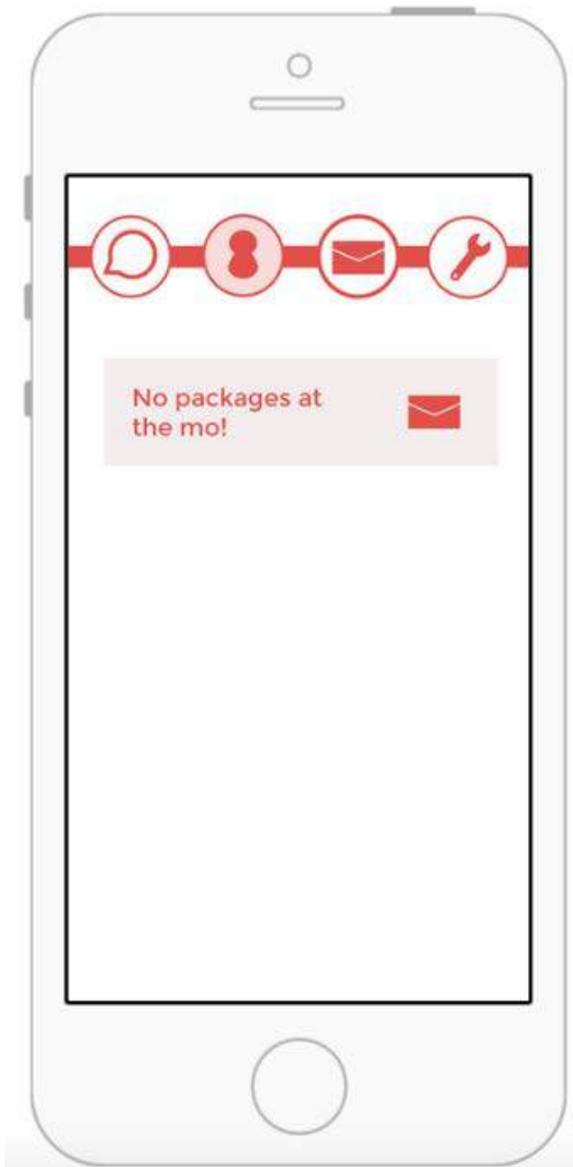
Here is an example of a "Thread" of messages. The largest message is the original post and the ones below are replies to that message.

Users are able to up and down vote on the replies too to keep content of a good quality.



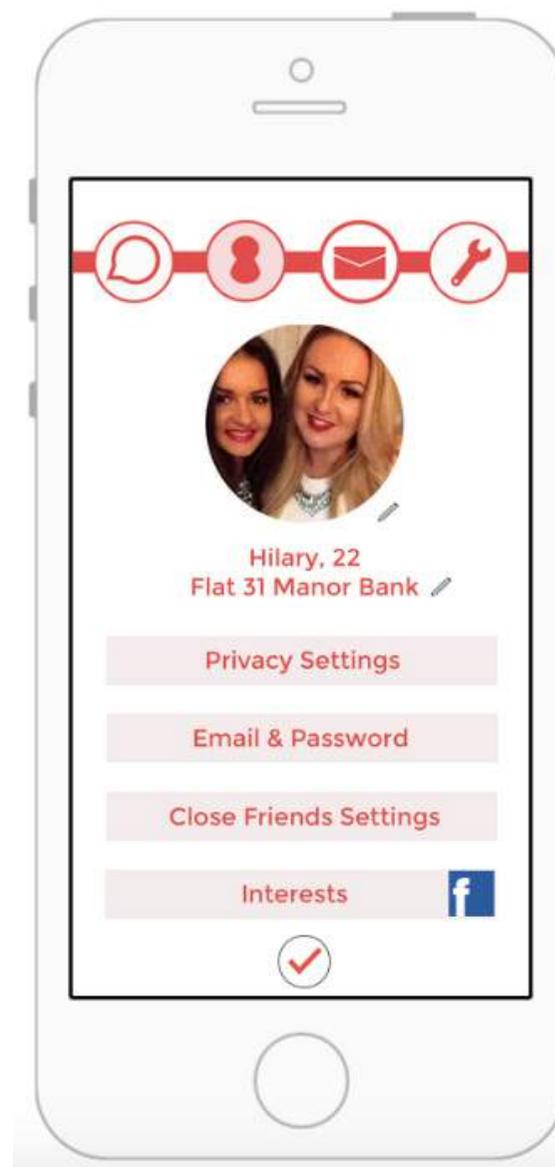
The users profile page would display their name, age and flat number (all optional in settings).

Here they will be able to view and manage their Threads they have posted, add and remove "close friends" and access the "post" notifications.



The receptionist would notify the user when a package has arrived for them at the reception.

The user would then take their phone down to the reception to show them their profile as proof that they are who the package is for.



Here, users have the ability to change their picture, edit their bio information and change their privacy settings, edit their email and password and their close friends settings.

Interests will be connected through Facebook. It is important to stress the fact that I want avoid the connection and similarities to Facebook as much as possible. However, for ease of use and as most students use Facebook, I would think it be practical to use Facebook to access a persons "likes" they have on Facebook to portray their interests. For example; club nights, restaurants, bands, bars etc



Moving In Guide Designs

As part of the package, and where students can refer to to receive their username and password to get started with Threads, I have created a page of the "moving in guide" students would receive on their first day.

I continued with the flat design theme to create a sense of a real brand.

For the exhibition I plan to create a "welcome pack", which could include things like; deodorant, coupons, condoms, post it notes, pens etc. to create an authentic product which compliments my app.



Creating the Video

It was important to create a video which portrays the benefits of my app well. I felt filming in the halls I have based my app on was necessary to create authenticity. It also meant I could get shots of the laundry room to display how the washing machine reservation aspect of my app would work.

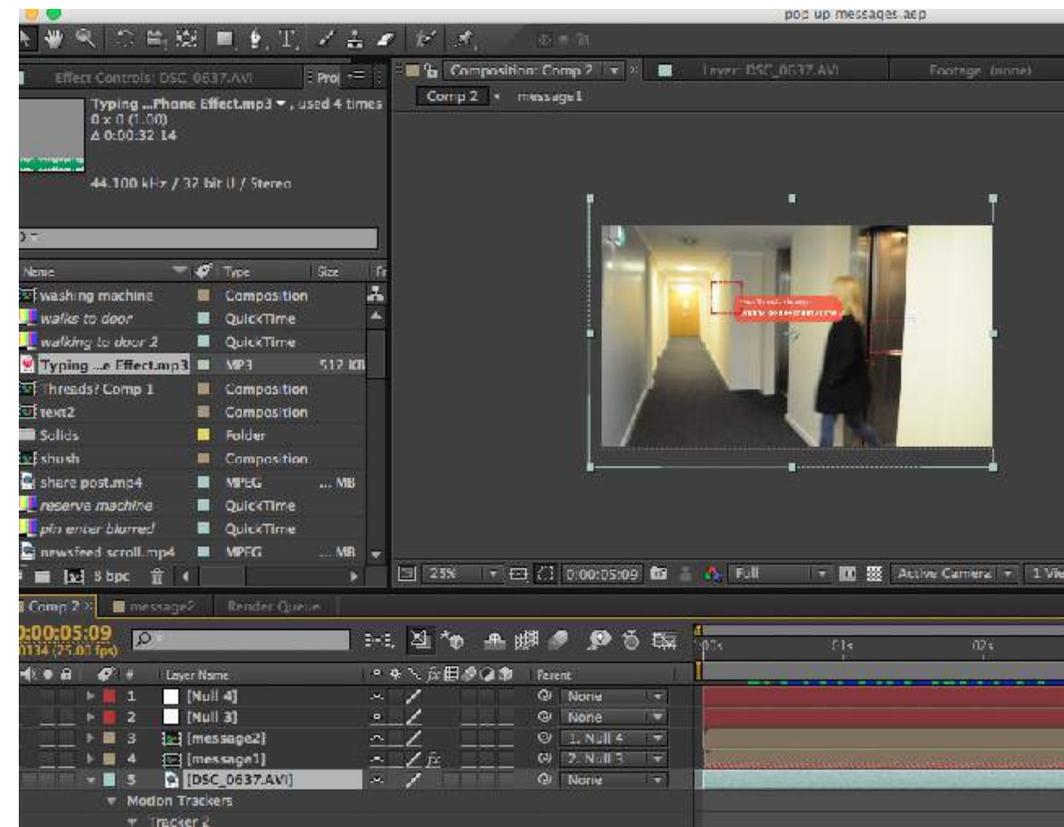
From my questionnaire I conducted, I found that one of the biggest worries before going to university was "not getting on with flatmates". I wanted to display this and show it can be solved using Threads in my video, so that the audience can relate to the character and know that this app could potentially benefit them.

I also wanted to experiment more with after effects than just editing the footage, by creating text message bubbles that tracked the characters movements and moved with her, to look like she was really texting.

I am not thoroughly happy with the over all finish of the text message bubbles and the way they move due to having to slightly speed up the video to achieve a tighter edit.

After feedback, I was told that the video focuses a little too much on the social side of the app. Changing this to focus more on the practical sides to the app has made the differences to other social networking apps clear, and a tighter edit has made my final video look further polished and professional.

The music I chose is a remix of Clean Bandit - "Rather Be". I decided on this track because it is upbeat and current and a track students will recognise and enjoy. This remix does not feature all of the lyrics which is beneficial for the voice over, so that is heard better and not clouded with the words of the song.



Evaluation

Creating a social app for students has proven harder than expected! Trying to communicate that my app is not just "another Facebook" was very important, as in feedback this was one of the first things that was said to me.

I wanted to create an app for students that would make uni life easier, by assisting them with maintenance, washing and the social side too.

I decided to create this app due to personal experience, simple things such as asking a wider audience where something might be or "whats going on in the common room?" would have been very beneficial to me in first year. Although I got on with my flatmates, I know of people who didn't, and found it difficult to meet new people when they had no other option other than to knock on a neighbour's door - a daunting thing to do.

I wanted Threads to be a connection to a particular building that a fresher might live in, so providing a log in for that particular building would allow this to happen. It is also connected to the building in the way that users can receive information and updates about their tenancy from the residence company, reserve a washing machine to save time, book to see the maintenance and much more. These are all concepts that differentiate Threads from Facebook and other social sites, meaning I feel I have succeeded in creating a new and unique app.

I am very happy with the colour scheme and style of my app. I feel it is current and up to date with ios interface styles. However, with benefit of hindsight, I would make the text a little larger as it is slightly smaller than ios guidelines suggest. However, although the text is small, I do not believe it hinders the users ability to use the app.

I feel that designing an app to create a community within a building would be a great way to meet people, and learn about new things about a city or building. We go our daily lives living in the same building as other people but never communicating with them. I feel Threads would succeed in creating a community within a halls of residence at university. It could be expanded to blocks of flats, office blocks and more if I were to carry on with this project.

I believe my logo is clean, simple yet effective and memorable - something I feel a logo should be.

I feel this project has increased my skills in user testing, After Effects and Proto.io to benefit me for future projects.