

COMMUNITY GARDEN

A mobile app designed to reward
interactions between students



A design pitch by *Jessica Zhang*

TABLE OF CONTENTS

OVERVIEW

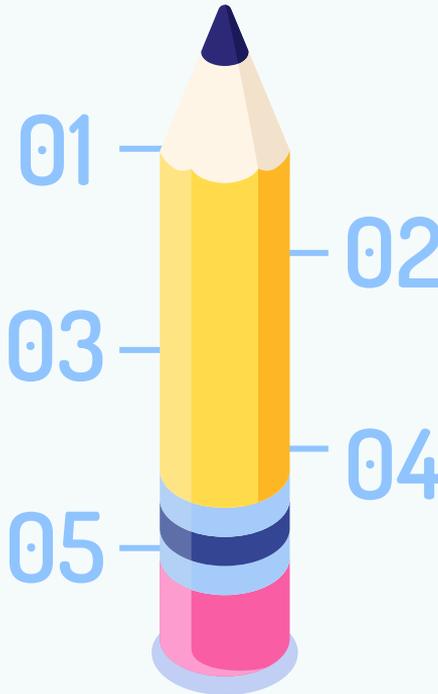
Defining how this design prompt was approached

FEATURES

What makes up *Community Garden*

CONSIDERATIONS

Ideas and features that didn't make it into this iteration



MARKET PERSONAS

To whom this app is marketed and why

BREAKDOWN

A potential user's journey through *Community Garden*

01

OVERVIEW

Defining how this design prompt
was approached



DEFINING THE CHALLENGE

“Your school wants to **strengthen the community** by encouraging experienced students to **connect with new students** and help them **adjust to campus life**.”

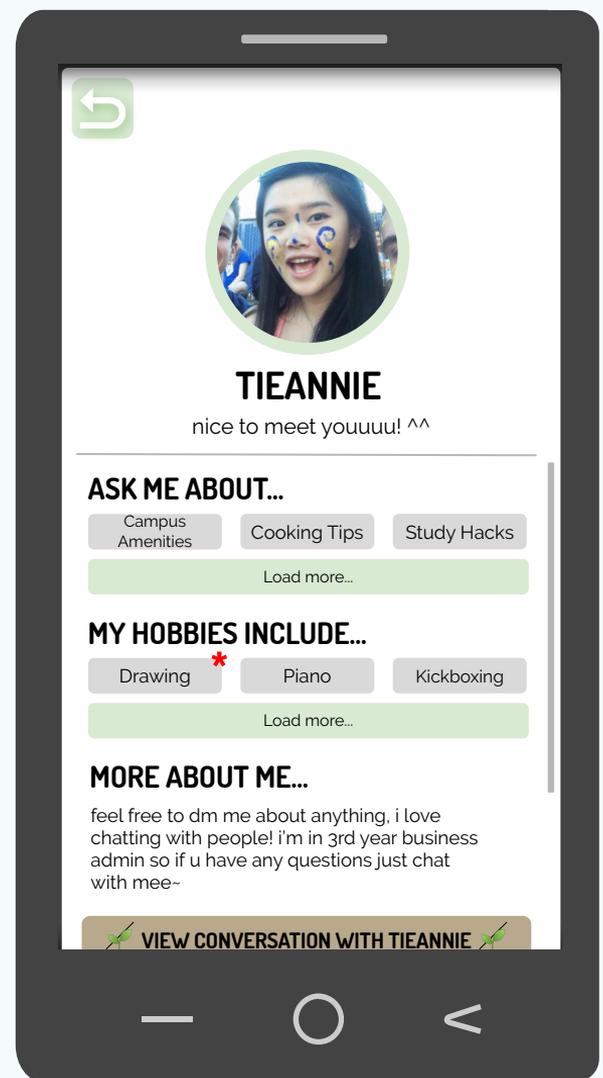
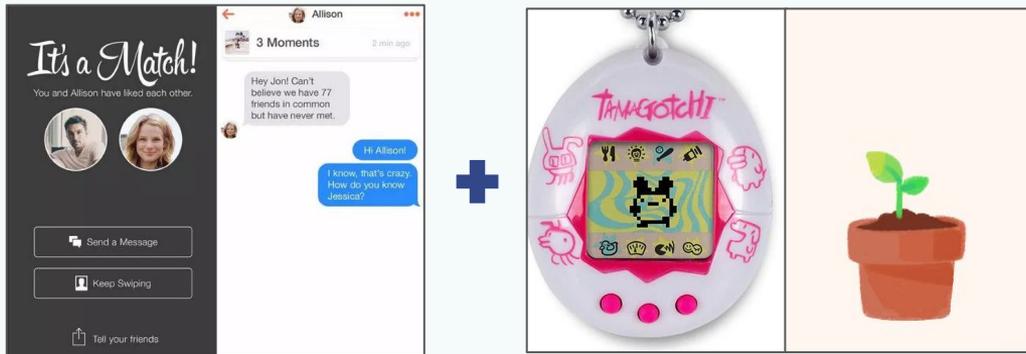
Design an experience that allows “mentors” and “mentees” to **discover each other**.”



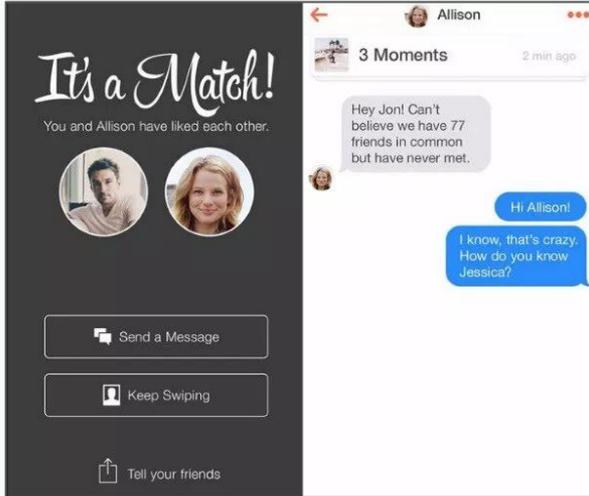
INTRODUCING...

COMMUNITY GARDEN

A relaxing hybrid between a *messaging app* and a *pet/farming simulator*.



WAIT... WHAT?



How could these two concepts possibly synergize?
How do they solve the design problem?

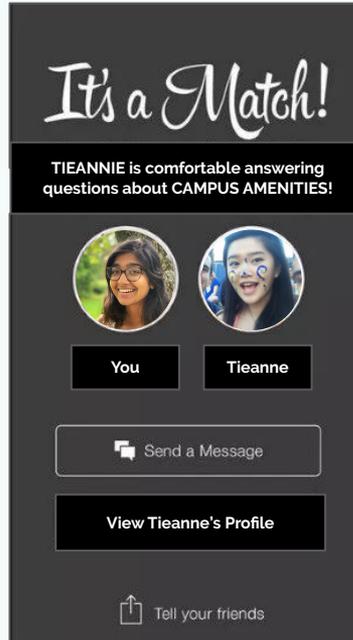
DESIGN PILLARS



CORE INTERACTIONS

Users **build their profiles** to include what they are comfortable answering questions about.

The app matches an individual who is **comfortable with the topic** to an individual **asking about the topic**.

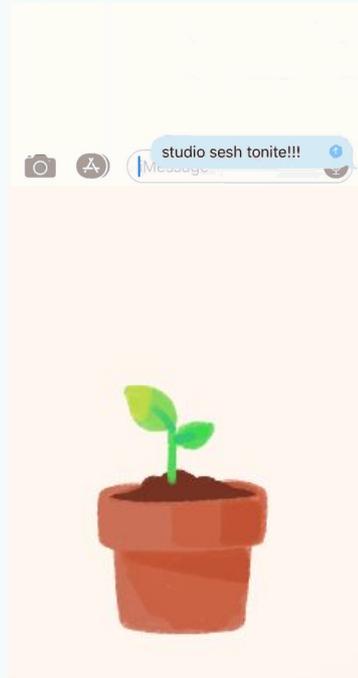


CORE INTERACTIONS

Users are **incentivized to continue using** the app through growing “Conversation Creatures”.

The creature only grows when **both parties exchange several messages** with each other.

Users are **rewarded for engaging** with the community. Collaborating to raise the creature **strengthens inter-user bonding**.



CORE INTERACTIONS

Users may *respond with auto-generated* answers.

This further *incentivizes continuous engagement between users* without the emotional pressure of having a deep conversation.

Users can also message each other normally.





MOOD BOARD



02

MARKET PERSONAS

To whom this app is marketed
and why



MARKET PERSONAS



TIEANNIE

Charismatic.
Hardworking.
Strives for success.



IMAN

Social.
Empathetic.
Eager to help.



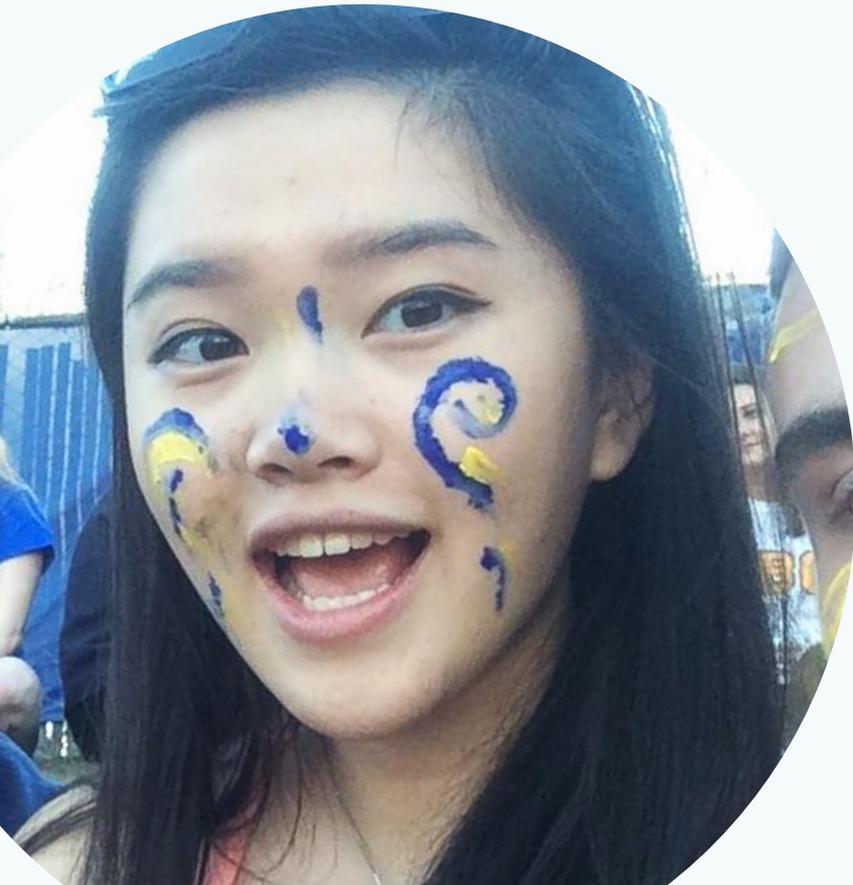
JONATHAN

Quiet.
Intelligent.
Afraid to make mistakes.



ROMA

Introverted.
Quirky.
Low social battery.



WHO IS TIEANNIE?

Program:

- Bachelor of Commerce, 3rd year

Motivators:

- Wants to establish deep connections (professionally and personally)

Social Skills:

- Adapts personality to fit individual relationships

Barriers:

- No consistent place to meet people who are drastically different from each other



WHO IS IMAN?

Program:

- Bachelor of Science, 4th year

Motivators:

- Wants to find new friends who are different to him

Social Skills:

- Perceptive
- Can befriend anyone
- Empathetic

Barriers:

- Finding a way to start conversations with people without being intimidating



WHO IS JONATHAN?

Program:

- Bachelor of Computer Science, 1st year

Motivators:

- Wants to make friends who can relate to him

Social Skills:

- Enjoys deep conversations

Barriers:

- Perceives himself as a nuisance to others
- Doesn't know where he can ask for help if he needs it



WHO IS ROMA?

Program:

- Bachelor of Arts, 2nd year

Motivators:

- Didn't make friends in 1st year and is struggling to fit into a social group

Social Skills:

- Genuine
- Attentive listener in person

Barriers:

- Forgets to reply to messages
- Puts off talking to people because it's exhausting

POTENTIAL “MENTORS”



If only I had
**A PLACE TO FIND DIFFERENT
PERSONALITIES,**

I could
**PRACTICE INTERACTING WITH
ALL SORTS OF PEOPLE**

If only I had
**A PLACE TO MAKE FRIENDS AND
FEEL CONNECTED**

I could
**HELP PEOPLE IN A FRIENDLY
WAY WITHOUT BEING
INTIMIDATING**



POTENTIAL “MENTEES”

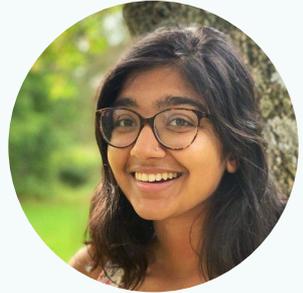


If only I had
**A JUDGEMENT FREE ZONE TO
ASK FOR HELP**

I could
**STOP BEING AFRAID OF
ANNOYING PEOPLE WITH MY
PRESENCE**

If only I had
**A SHORTCUT TO RESPOND TO
MESSAGES**

I could
**REMEMBER TO RESPOND TO
PEOPLE WHEN MY SOCIAL
BATTERY IS LOW**





FEATURES

What makes up
Community Garden

03

POSITIVE FEEDBACK LOOP



UNIQUE STUDENT PROFILES

Each student builds their profile to reflect:

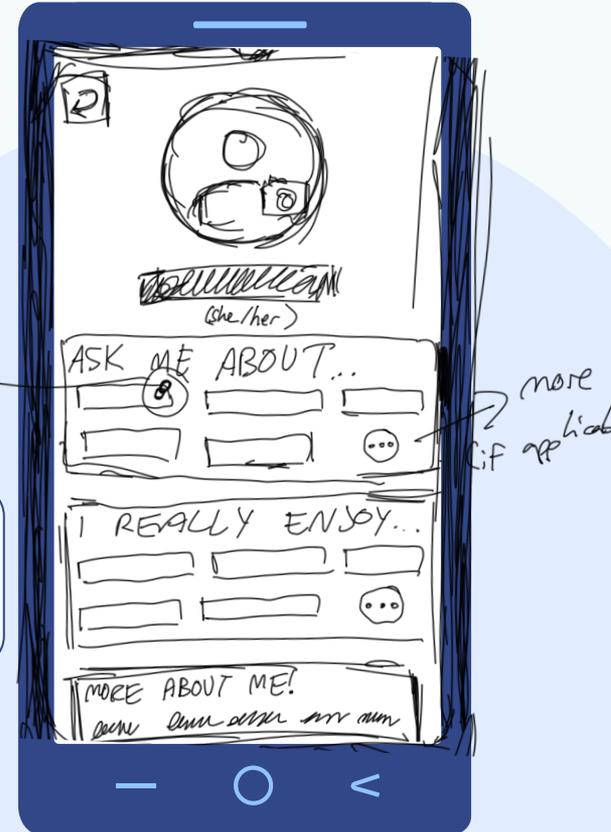
- What they are comfortable answering questions about*
- Some of their hobbies
- An optional bio where they may write more about themselves

*In my interpretation of this challenge, all users can act as both "mentor" and "mentee". It is less likely for new students to feel comfortable being "mentor"; however, some students may still wish to use *Community Garden* as a place to ask about certain topics.



It's awesome that I can include my hobbies on this app. I have some **niche interests** and this should help me **find people who share them**.

Below: Early concept profile page



MESSAGING APP

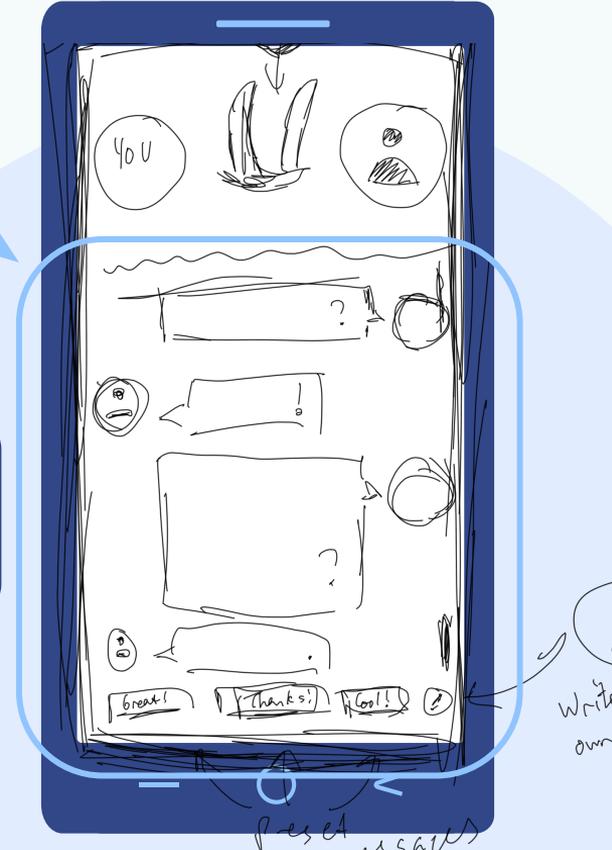
Users may send messages to each other upon being matched.

Users have access to **“Quick-Reply” buttons**. They may **send a preset answer** to the any messages they receive.



*I really appreciate “Quick-Reply” because sometimes if answering a message takes too much brain power, I’ll put it aside and **forget to reply later**.*

Below: Early concept messaging interface



INDIVIDUAL CONVERSATION CREATURES

Users **grow** a unique **Conversation Creature** with each of their conversation partners.

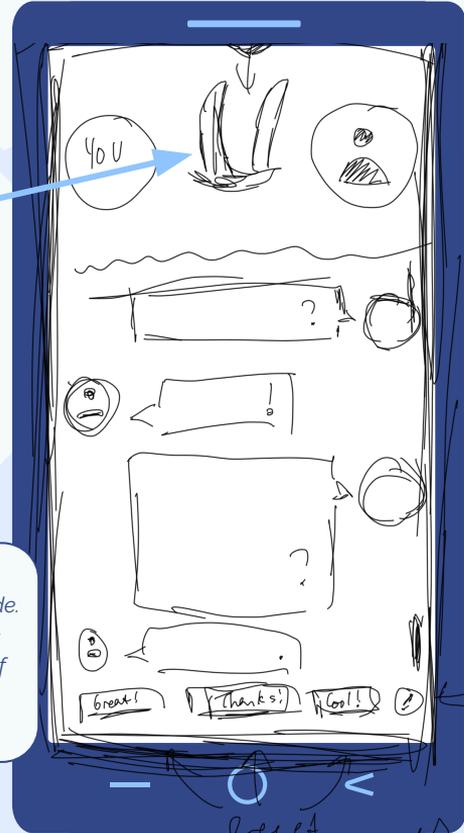
The only way to **make the Creature grow** is for each person to send a message to each other. After they have **messaged back and forth** once, the Creature will grow a little bit*.

*When Creatures are fully grown, users may choose to keep talking, thereby growing a different Creature.



Sometimes I worry that using "Quick-Reply" will come across as rude. The conversation Creature allows me to use it guilt free, because for both of us, all **interactions are rewarded**. Kind of like a snap streak!

Early concept messaging interface
(Conversation Creature in ground)

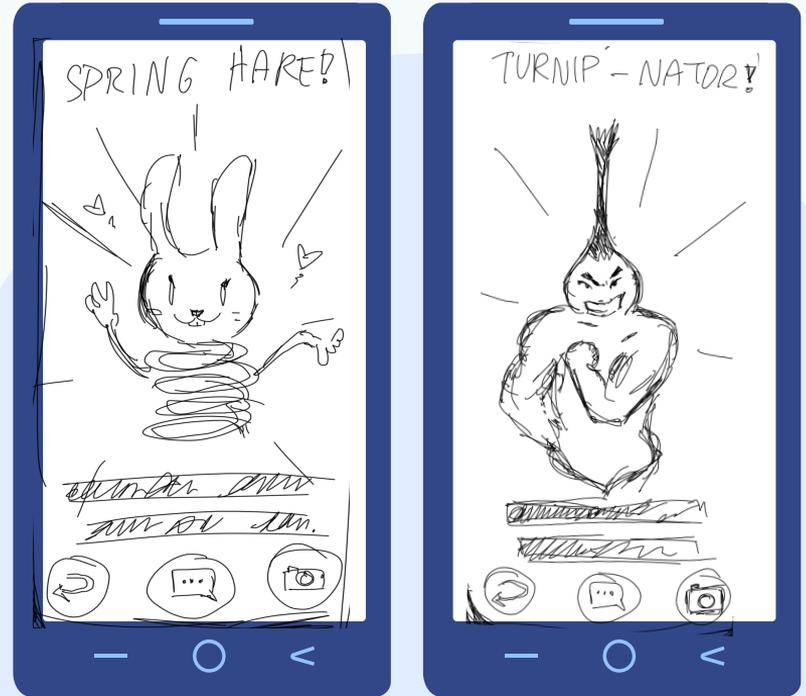


INDIVIDUAL CONVERSATION CREATURES (CONT’)

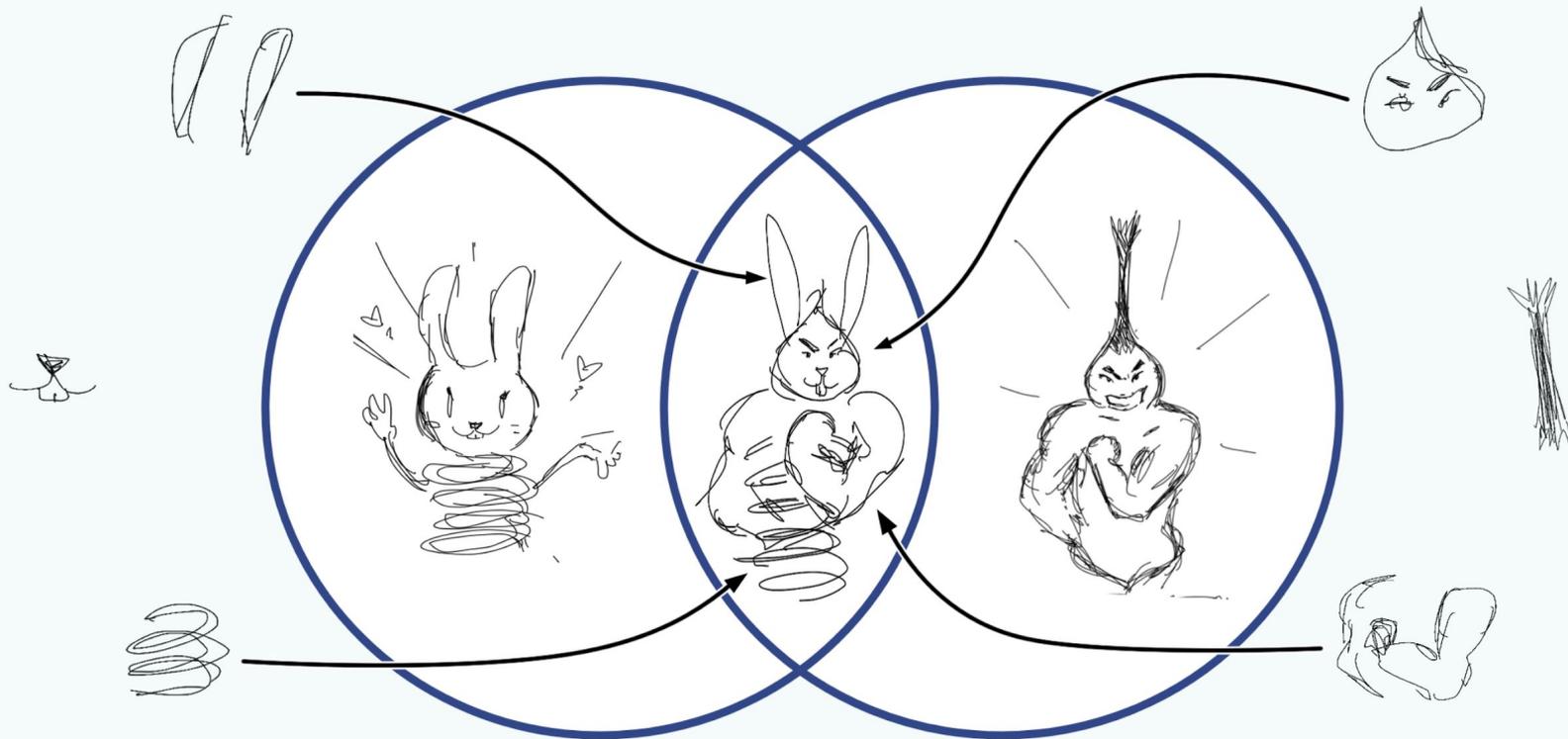
Creatures are **constructed modularly**.

Each conversation is unique - just like each Creature.

Constantly giving users something new and novel to look forward to will **increase user engagement**.



LESS DEVELOPMENT. MORE MODULARITY.



HOME SCREEN

Users manage their Conversation Creatures from this screen.

Unread messages appear as a chat bubble beside the respective creature.

Users tap Conversation Creatures to view their conversations. Alternatively, they may **view a full list** of conversations by tapping on the smile icon.

Below: "Farmville" style conversation management



04

BREAKDOWN

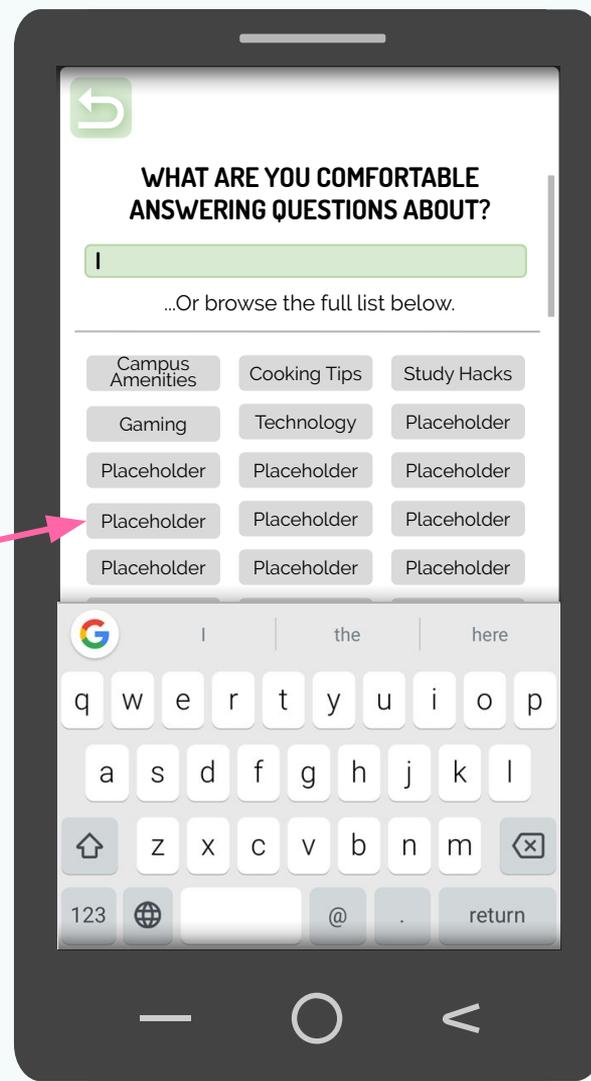
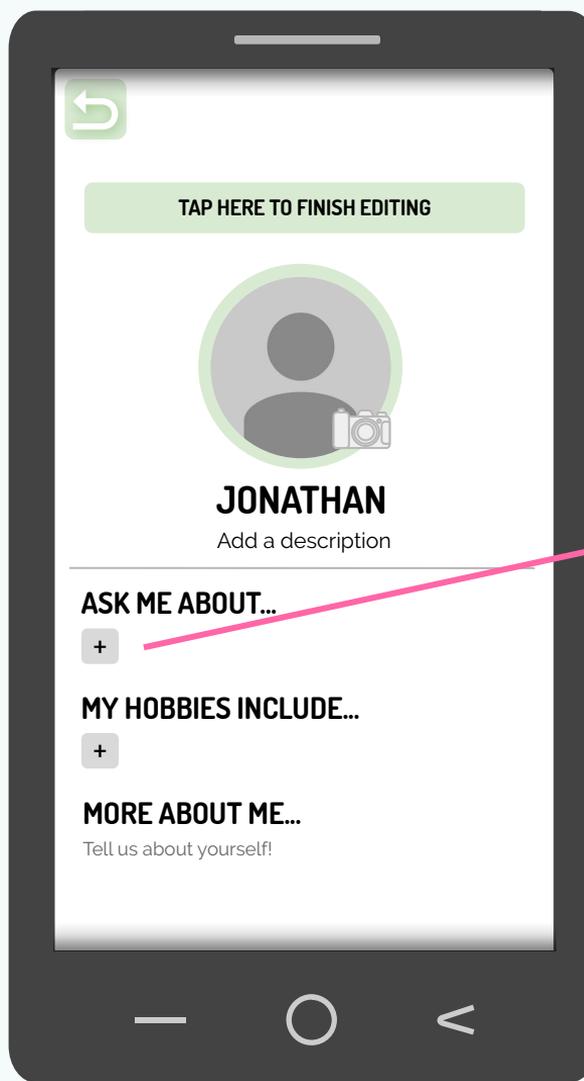
A potential user's journey through
Community Garden





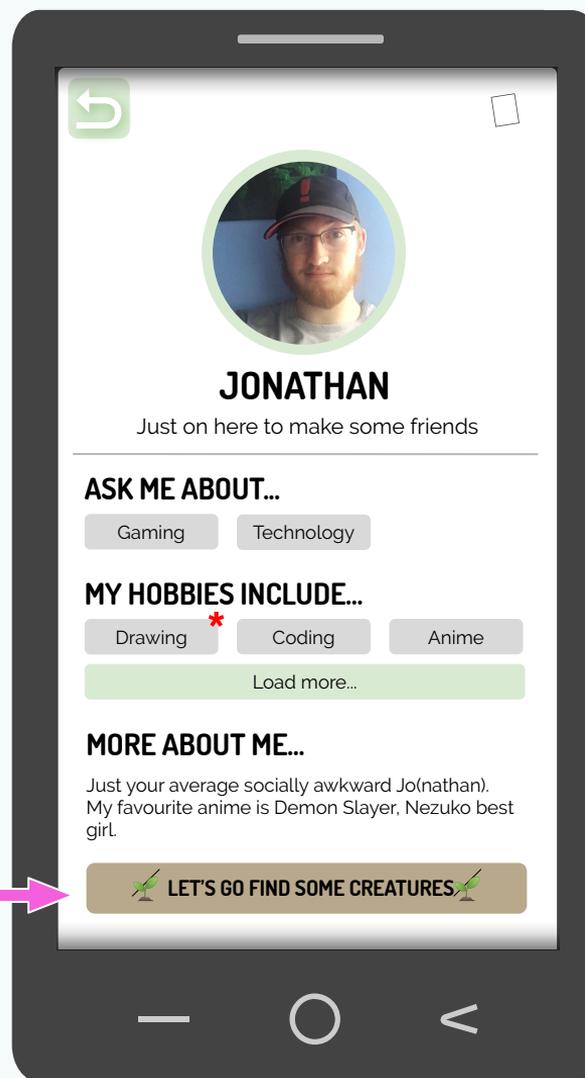
Left: Original concept

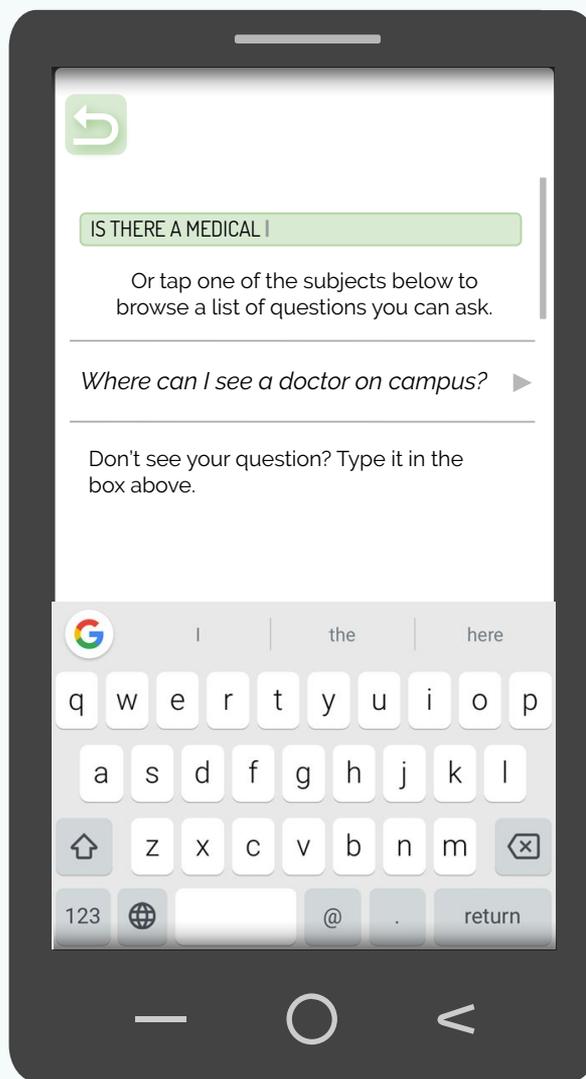
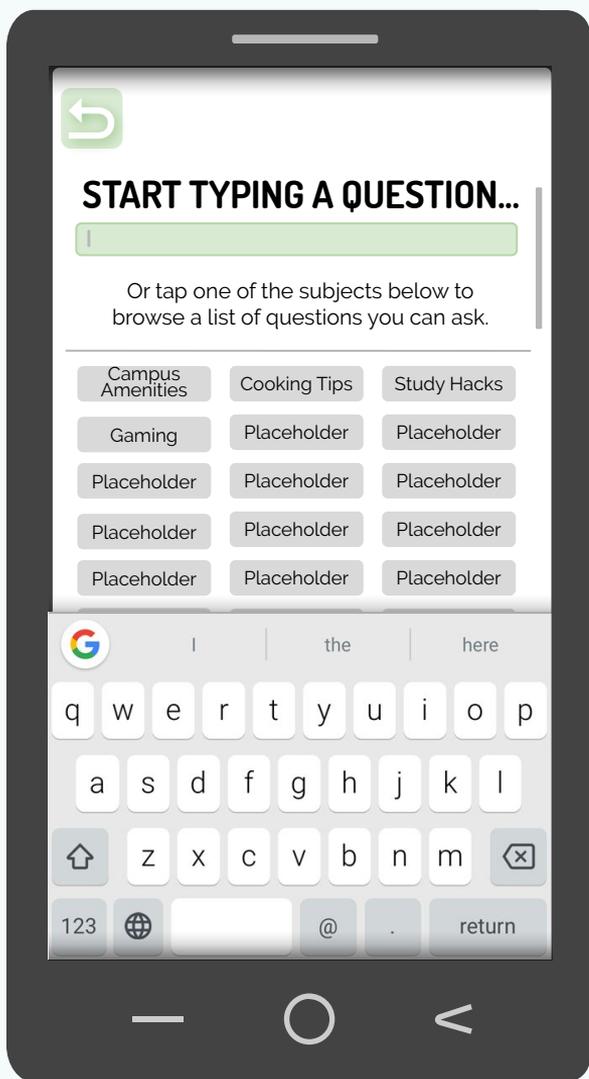
Jonathan has just downloaded *Community Garden*. He logged in using his **Student ID** - now he just has to **build his profile**.



Now that Jonathan has created his profile, it's time to **start a conversation**.

Jonathan taps on the "Let's go find some creatures" button.





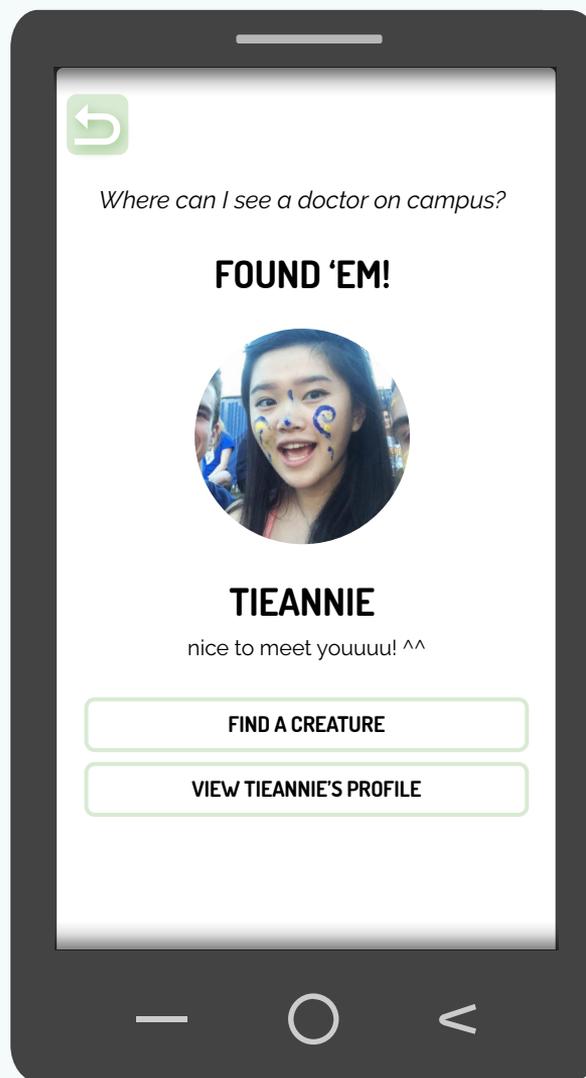
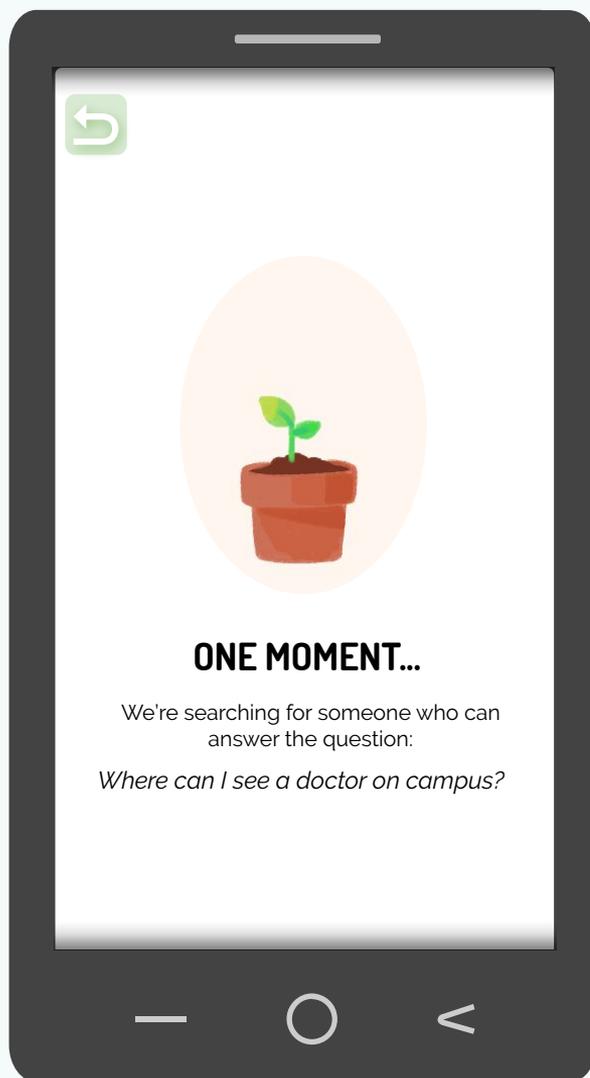
Jonathan wants to know about medical services on campus.

There's a question he can tap, or he can continue writing a full custom question*

**Users will have to tag their custom questions with at least one of the question tags*



We really like the ability to browse a list of question suggestions. After all, we don't know what we don't know!

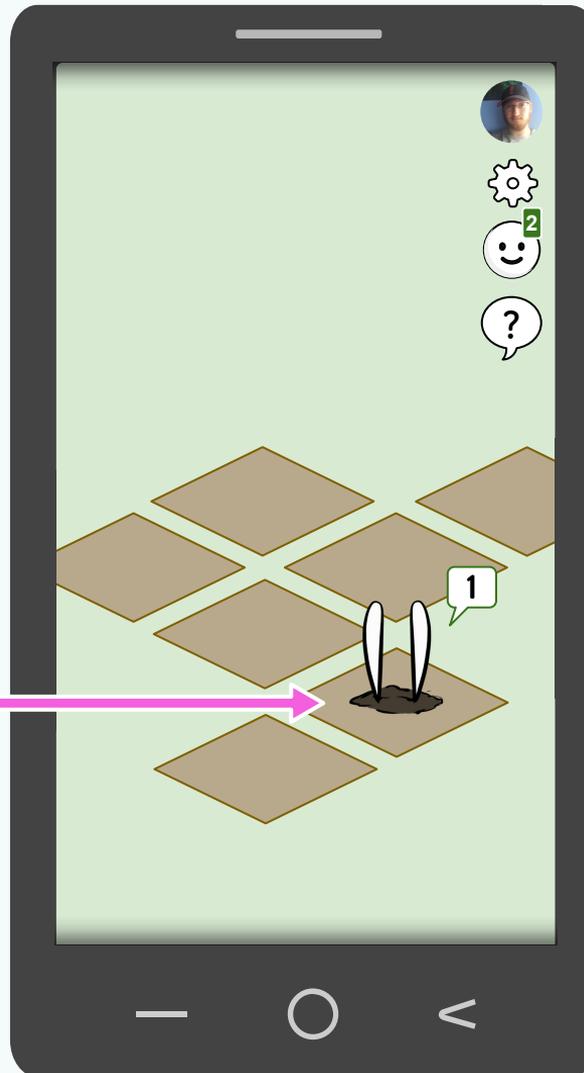


*Designer's note: Animation found on Google Images.
This is to show the concept of a loading screen.
This gif does not belong to me.*

Tieannie and Jonathan have
found a new Creature!

Each user chooses a space for
the creature to grow.

Looks like Tieannie's sent
Jonathan a message.



The user is also given a short
tutorial on navigating the
interface:



Edit user's profile



Change settings (sound, color blind
mode, screen reader mode, etc)



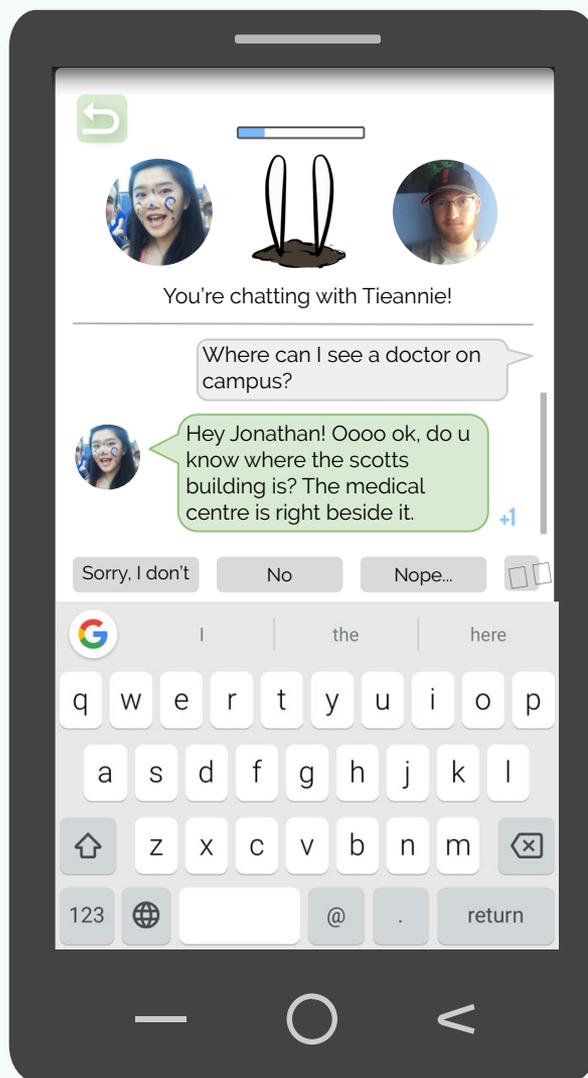
View friends list



Ask a question

Designer's note:

*Less time was spent on the home screen, so
some features (such as a help button) have not
been accounted for. Iconography is not final.)*



Between Tiannie and Jonathan is their Conversation Creature.

Sending a message to each other will **increase the Creature's growth**.

A meter for the Creature's growth can be seen just above it.

Jonathan has Quick-Reply turned on. He can **change the interface** to use a **standard text box** in the app settings.

Users may tap each other's faces to view their respective profiles.

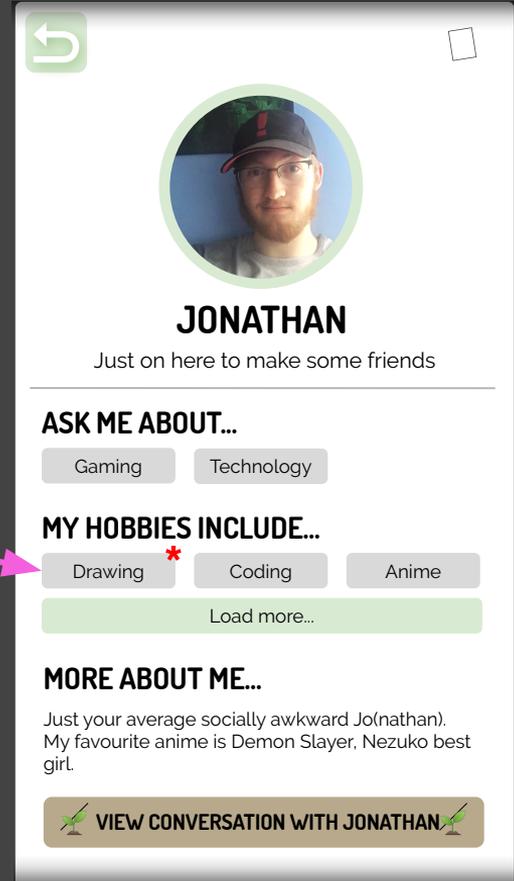
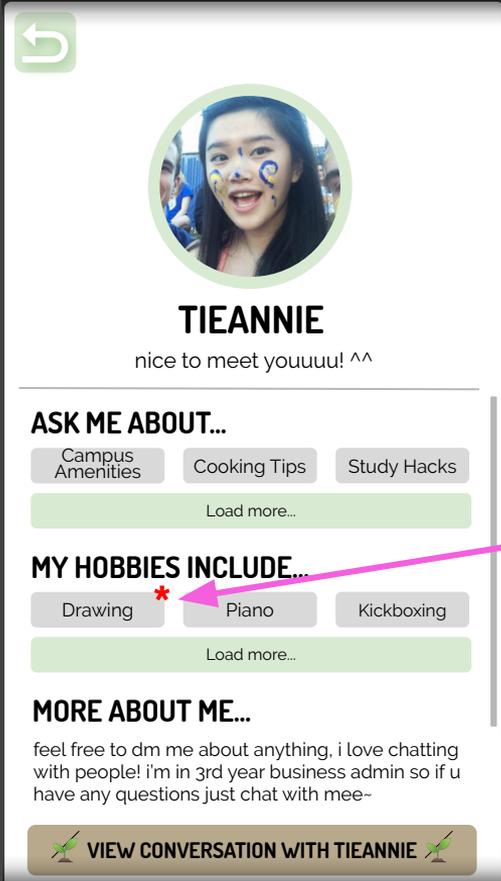
Community Garden will try to **match users with similar hobbies** to each other in order to **increase the chances of starting casual conversations**.

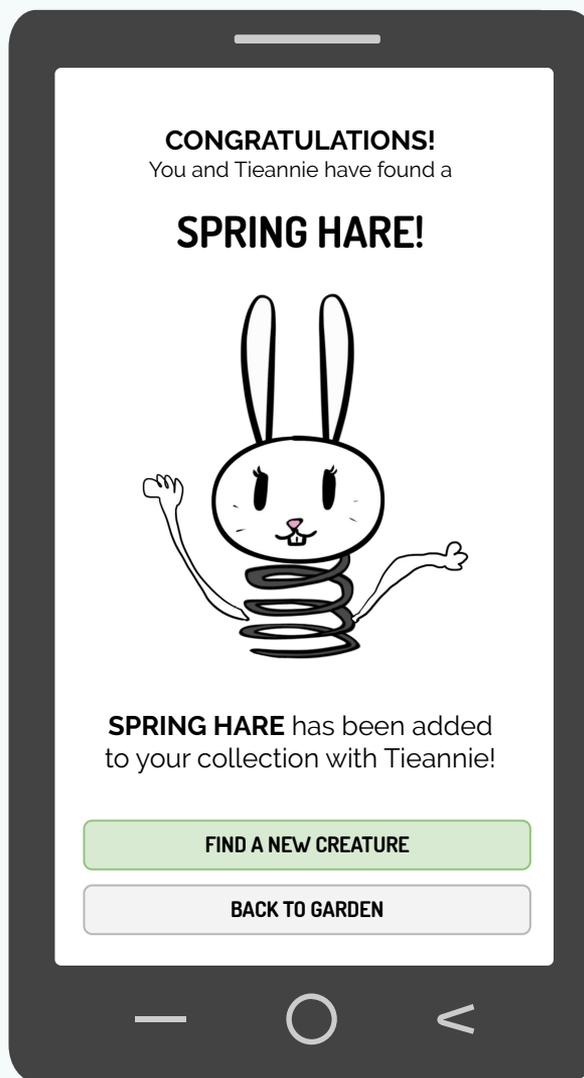
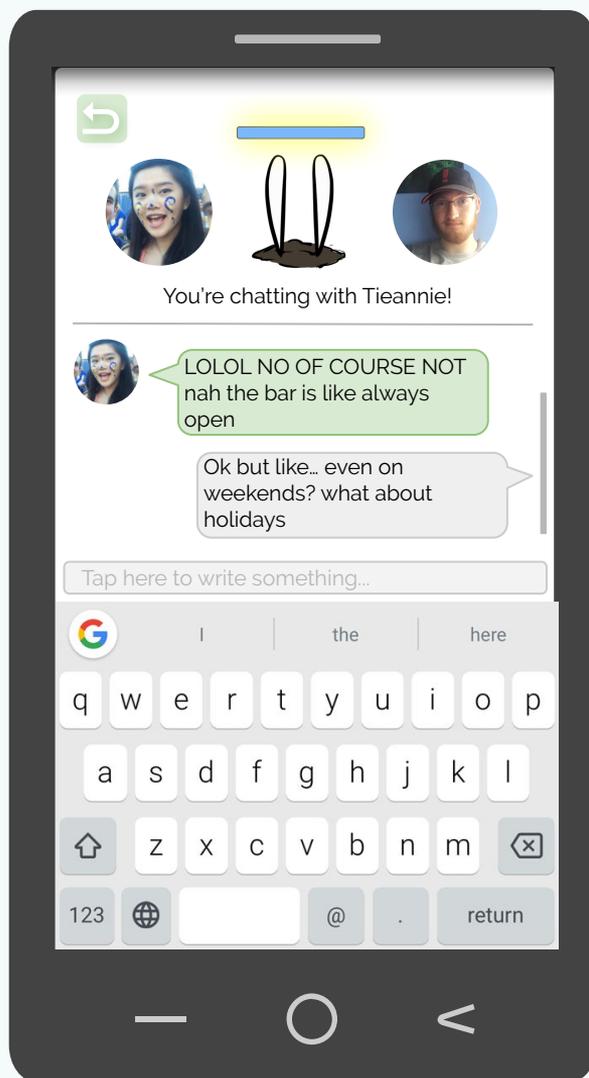
These two have been matched together since **they share the "Drawing" hobby**. Hopefully one of them will start a conversation about it with the other.

* Community Garden indicates to both users that they share a common hobby.

<- What Jonathan sees

What Tieannie sees ->



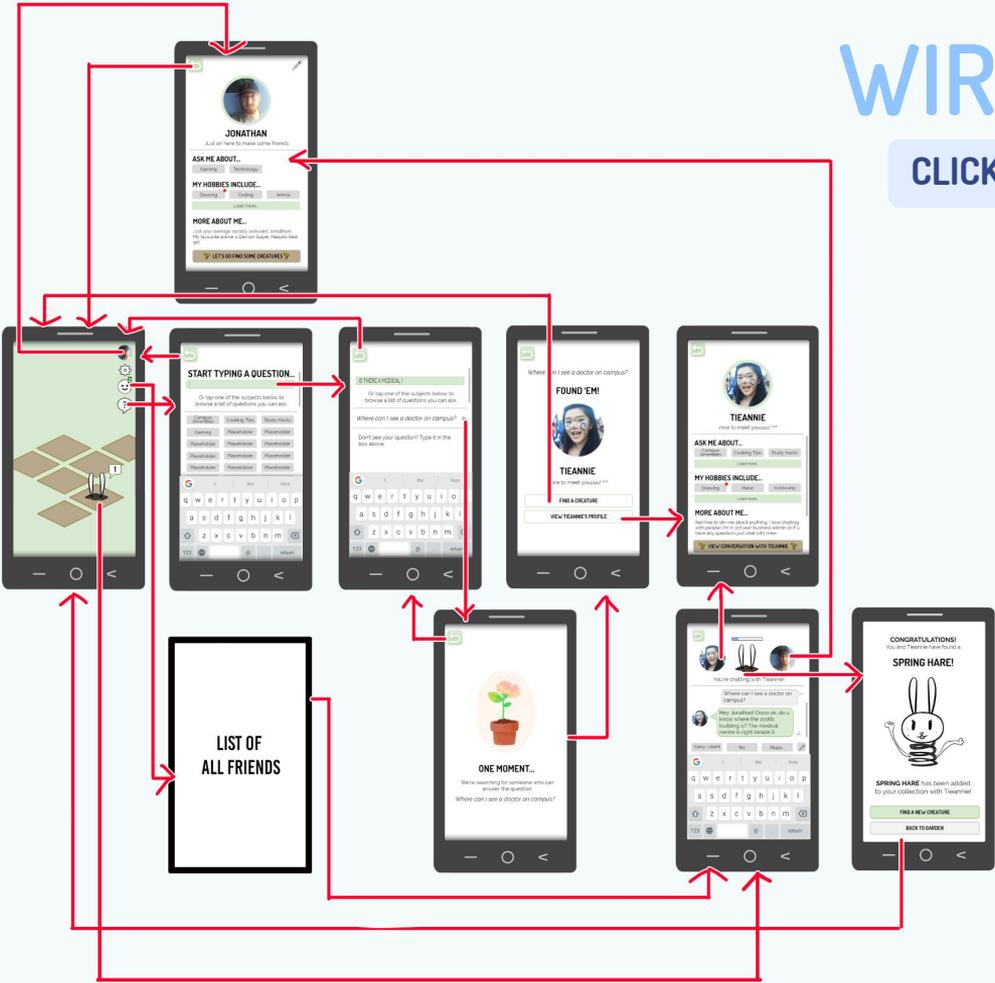


After **chatting for a few days**, Jonathan and Tiemannie have found a Spring Hare! (har har har)

Jonathan has the option to **find a new creature** with Tiemannie, or return **back to the home screen**.

WIREFRAME

CLICK TO VIEW FULL SIZE



OTHER CONSIDERATIONS

Ideas and features that didn't
make it into this iteration

05



CONCERNS



Can I find a Creature **with my pre-existing friends**?

Yes. **Enter their student ID** in the settings page. Everyone deserves to find Creatures together!

How does this app **protect me from harassment**?

Community Garden is intended to be **officially affiliated with educational institutions***. As all actions are **directly related to students' IDs**, the likelihood of students harassing each other through this platform decreases. Students who choose to violate their school's Code of Conduct through an official platform would receive **harsh consequences**.



**Designer's note:
This was extrapolated from the design prompt; I assume that the prompt was issued from the school.*

CONCERNS



Can I **screen my conversation partner** before I speak with them?

Though it was not considered while making this presentation, it would be beneficial if "mentees" had an option (perhaps on the initial "match" screen) allowing them to **confirm their "mentor" before chatting with them.**

What if I **don't want to keep typing out the same answer** to every question?

While not considered for this presentation, Roma would appreciate a feature allowing her to **store an answer to a previous question** that she's had.



OTHER CONSIDERATIONS

*What do I do if someone sends me **unsolicited inappropriate pictures**?*

Users may only **send pictures and videos** to each other **after growing their creature** to a certain level.

This is to protect against individuals who match solely to pursue romantic interests and/or other non-intended uses.

*If Community Garden **isn't supported on my mobile device** (or I don't have a mobile device), am I **excluded from the user base**?*

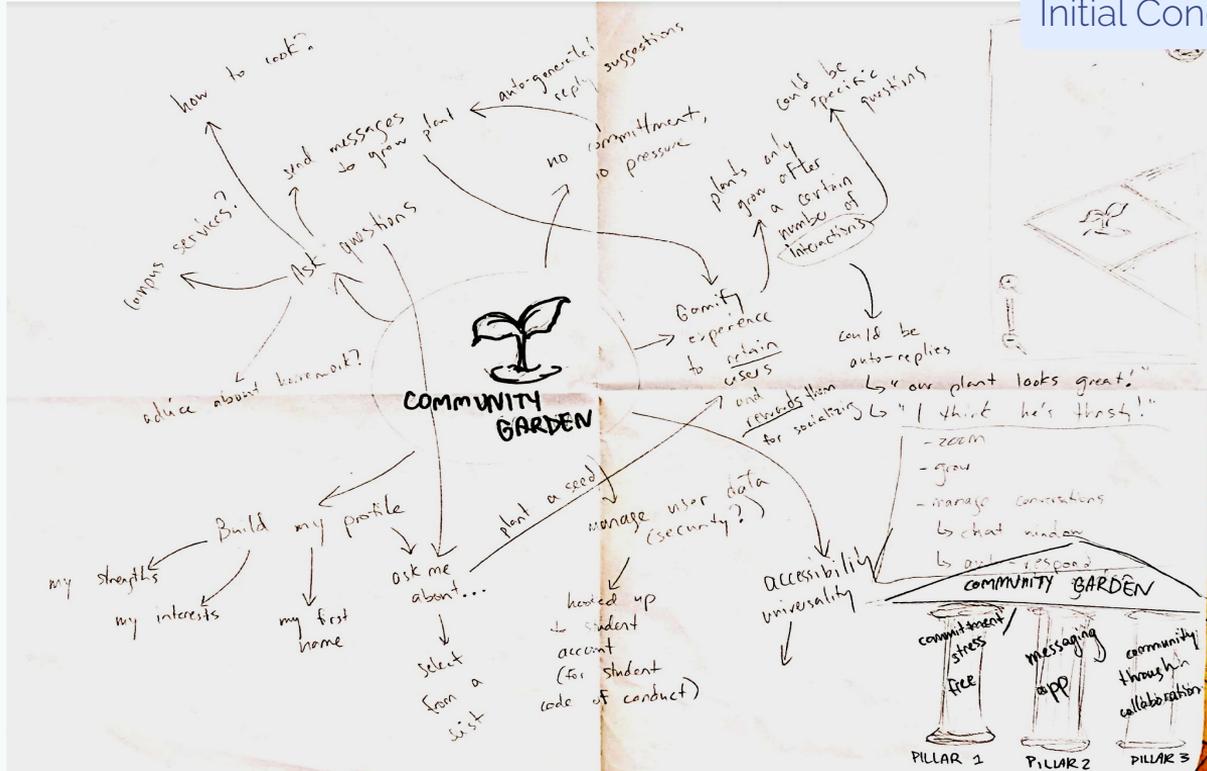
Nope! This idea was originally intended to be an **online, institution-affiliated site** with an accompanying mobile app. Most institutions **require their students to have access to computers/internet** for assignments, and public campus facilities are available for individuals who don't have a personal device.

*How can I be sure that I'll **make friends** through using Community Garden?*

Though this was purposefully designed for, there is **no knowing** whether the desired impact on campus community will occur. The only way to know for certain is to **test with individuals** such as the listed personas, and **see what improvements to make** from there.

PROCESS WORK

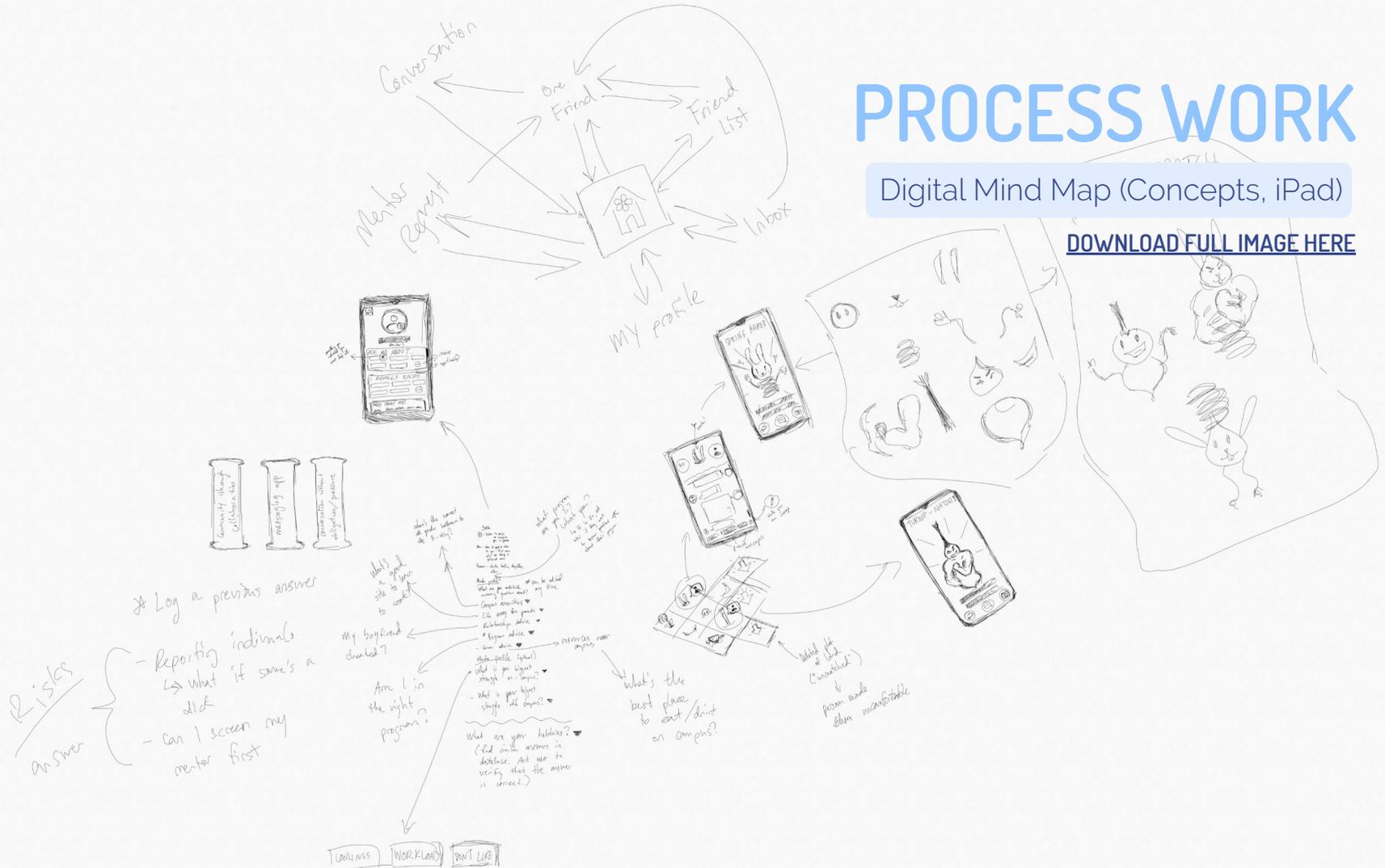
Initial Concept (Paper)



PROCESS WORK

Digital Mind Map (Concepts, iPad)

[DOWNLOAD FULL IMAGE HERE](#)





THANKS!

jessica.zhang4264@gmail.com

www.linkedin.com/in/jessicazhanggames

jesszhanggames.com

NOTE:

My initial resume included a duplicated job listing.
The corrected resume can be found [here](#)