

# convene

CONCEPT, BRANDING, WEB & MOBILE UX

# *kickoff.*

People need a way to make planning get-togethers and events easier. The problem lies within the sporadic free time spread out between each person's week. Convene intends to address this issue by finding common ground within a group's free time during the week.

# project brief.

---

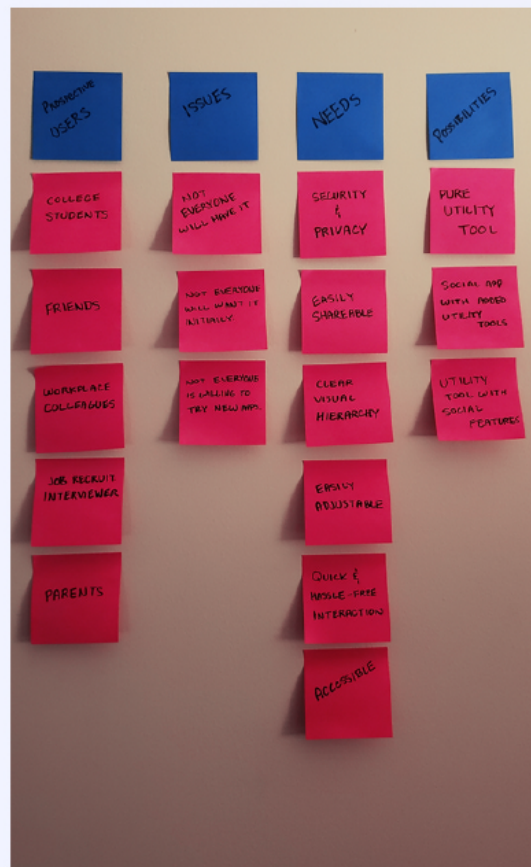
Following a goal-directed design process for this project, we rounded out some key questions that would later help drive our process further. This was the first step when listing out our initial assumptions about our users and the product.

1. Which **groups of people** will use the product?
2. What products / apps are currently **competing** in this market?
3. How can we create a product that's **accessible** for most people?
4. Which common features will be **necessary** in the product?

# *affinity map.*

---

We used affinity mapping to identify not only the general scope of the product, but which direction we wanted to take Convene. This was a form of brainstorming during our kickoff that proved to be very helpful in setting up a good foundation for our design process.



# *research.*

In this section, we will take a look at common behaviors between users, and the patterns we observed through user observations, interviews, & competitive analysis.

# research questions.

---

A questionnaire was conducted to gauge event-planning impact on people in terms of convenience, as well as which part they played in the planning process itself.

1. Are you often the **organizer** of friend or group get-togethers?
2. How **often** would you say you are invited to or plan meetups with people?
3. Which **application** if any do you currently plan small events/get-togethers with?
4. Do you usually plan meetups through your **phone** or **laptop/desktop** ?
5. What are some of the **difficulties** you have when trying to plan a meetup?



**75% of participants** stated they are usually the primary organizer of a get-together.



Participants get-together with friends, peers, or family on **average 3 - 4 times** per month.



**Google Calendars** and **GroupMe** were among the most popular outlets for organizing get-togethers.



**More than 75% of participants** stated they primarily use their smart-phone when organizing a gathering over using a desktop.



Most participant's claim to have pain-points mostly when **waiting for a response** from friends or peers.

# *when2meet synopsis.*

---

Convene is essentially based on an out-dated webapp named "When2Meet". We aim to fill in the gaps that When2Meet left open, as well as make it accessible for mobile and more intuitive throughout it's entirety. These are a few of the ways we plan to capitalize on When2Meet's oversights.

1. Move forward with a **mobile-first** mentality in mind.
2. Create a **clear, linear, and straight forward** process for organizing an event.
3. Incorporate **new intuitive UI elements** while still keeping a **familiar experience** for users.
4. Instill a **clear informational hierarchy** to help aid the event creation process as well as the participant's user input.

# *persona creation.*

Ordinarily, we would not dedicate an entire section to creating personas for a project. However, through a goal-directed design process, we put emphasis on identifying the user's goals before any lasting design efforts come into play. In this section, we identify two primary personas, both essential to building an intuitive experience.



**Lia Smith (19)**  
*KSU Student*

- Organized
- Hard worker
- Planner

---

**narrative.**

*As much as Lia loves group projects in college (she doesn't), she has a difficult time getting her group members to meet together outside of class to study. Rather than sending 20 text messages to figure out when everyone can meet, she would rather her group members respond with the times they are available. She needs something that doesn't require much effort to get any response.*



**Ian Clark (24)**  
*KSU Student*

- Procrastinator
- Known to take the backseat
- Forgetful

---

**narrative.**

*Ian claims to hate group projects, but people hate group projects because of people like Ian. He waits for someone to organize a meeting time to study with the group and doesn't contribute to the conversation. Regardless, he needs an easy way to convey his availability to his group members in order for them to setup a meeting time.*

## context scenario.

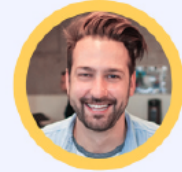
---



*Lia and 3 other students are put into a group to complete a project for class. They don't figure out a time to meet and are forced to discuss over text. None of her group members are taking charge and asking for a concurrent availability between the members, so she does. Lia discovers Convene on her phone and opts to try it out. She sends the web URL to her group and is surprised to see they actually filled out their availability. She finds a common free-time between them all and they meetup to study. Lia appreciates the ease and simpleness of Convene and reflects on what it would have been like without the app.*

## context scenario.

---



*Ian is put into a group with 3 other members to complete a school project. He leaves the class early before trying to figure out a time to meet with his group, so he has to communicate via text to figure something out. His group leader asks him when he is available to meet, but he cannot give a straight answer. Being frustrated, Ian's group leader sends him a web URL to a Convene. He fills out his weekly availability and the plan to meet is soon set into motion. Ian doesn't hesitate to fill out the Convene because of how straight-forward and simple it is to use.*

# *design.*

Exploring solutions through key path scenarios, validation scenarios, and user journeys allows us to blaze through the wireframing stage of our process much faster.

# key path scenarios.

---

## PLANNING AN EVENT

*Lia launches Convene on her phone.* → *Lia then taps to create an event.* → *Lia names her event and adds a note.* → *Lia then selects her desired dates and time zone.* → *Lia fills out her availability before confirming.* → *Lia gives the url to her friends and watches the url update live.*

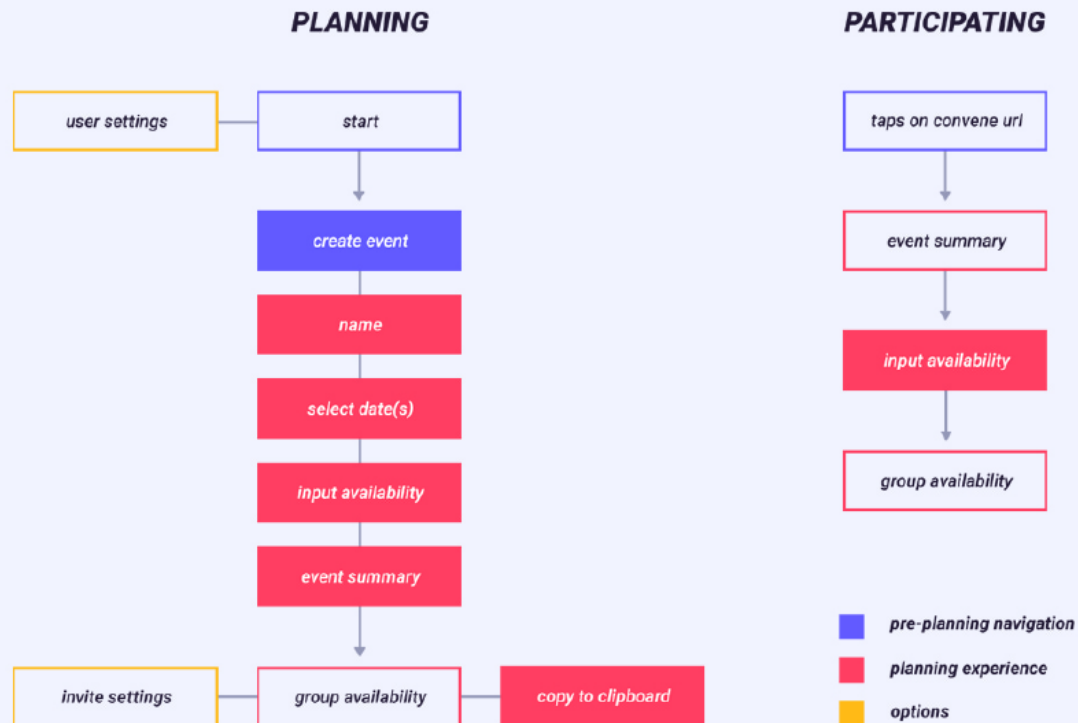
## PARTICIPATING IN AN EVENT

*Lia receives a Convene URL from her friend.* → *The Convene application launches on her phone.* → *Lia fills out her availability during the dates of the event in the time table.* → *Lia taps the submit button at the bottom of the screen.*

# user flow.

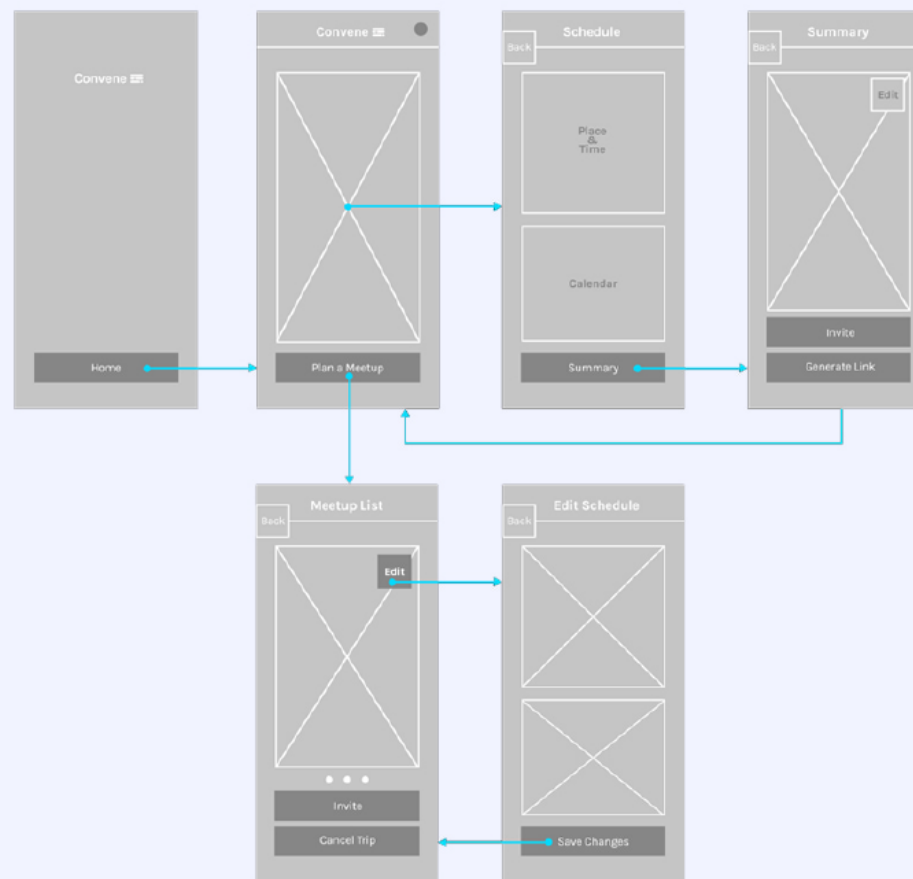
—

To better understand how we would construct the core experience for Convene, we designed a user flow. This helped us focus more on the experience and needs of the user and less so on the details that we would solidify later on. It also allowed us to communicate the entries and exits more clearly so we would have a better understanding moving forward.



# lo-fi framework.

After confirming our scenarios, we started to put together some of the foundational framework for Convene. The blue-sky idea we had was that we wanted the user to create a “story” when planning their event; something that felt like each step was a small sliver of the bigger picture. Working through the low-fidelity wireframes also helped us edge out some of the initial features that weren’t pivotal to the user’s experience in the end, such as the user profile.



# usability testing.

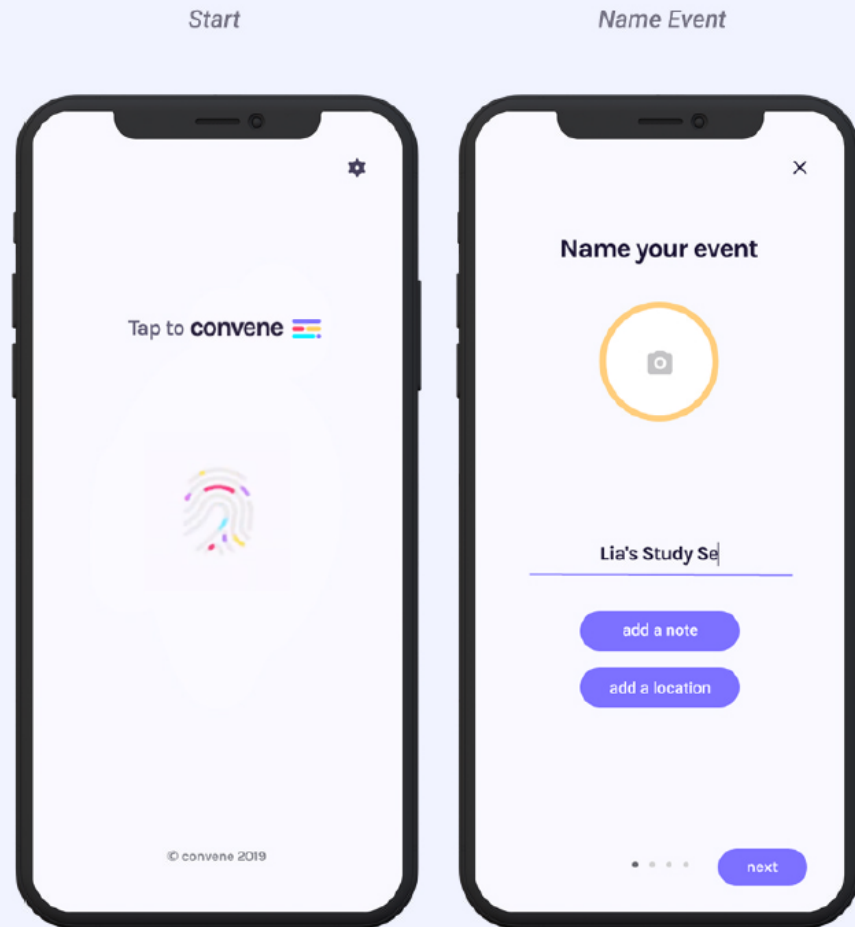
---

We ran several participants through our low-fidelity prototype in order to better understand their interaction patterns. They were each given the simple task of creating an event. Not the most difficult task, but it was how they thought through the process of creating an event that we were interested in.

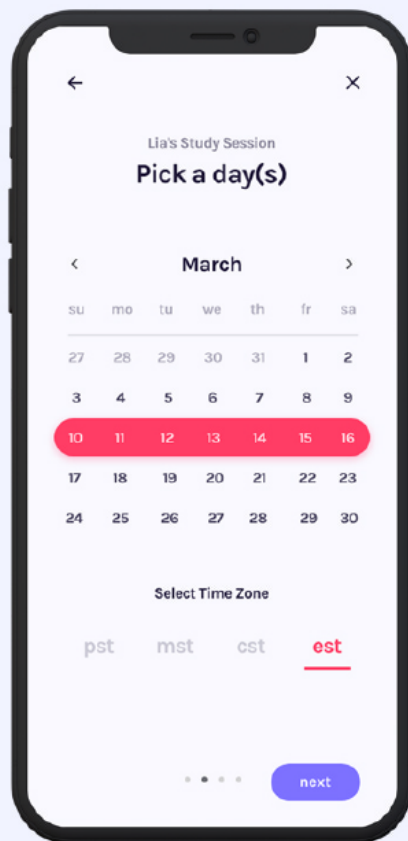
1. Describe the impression Convene gives off in a few words.
2. What other **tools/methods** do you use when planning an event with friends?
3. What were some of the **frustrations** you had with the app throughout the process?
4. Do you see yourself using this app on a **desktop** as well?
5. Would you **recommend** an app like this to your **friends and family**?

# final comps.

After solidifying the foundational framework, we were able to take the feedback from our testing sessions and start to form our final comps. We used color sparingly throughout the product to help communicate interactable elements to the user.



Select Dates



← ×

Lia's Study Session

Pick a day(s)

< March >

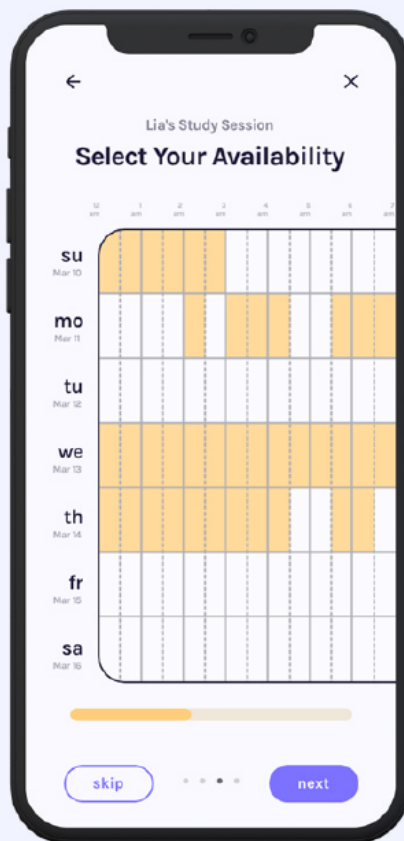
| su | mo | tu | we | th | fr | sa |
|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Select Time Zone

pst mst cst est

... next

Select Availability



← ×

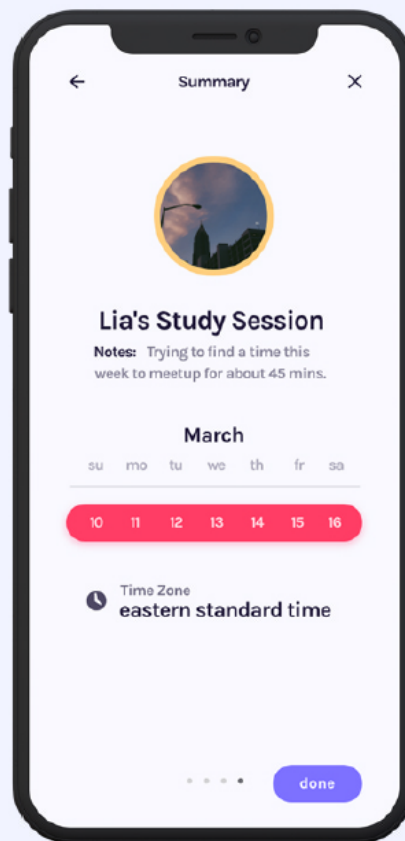
Lia's Study Session

Select Your Availability

|              | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------------|---|---|---|---|---|---|---|
| su<br>Mar 10 |   |   |   |   |   |   |   |
| mo<br>Mar 11 |   |   |   |   |   |   |   |
| tu<br>Mar 12 |   |   |   |   |   |   |   |
| we<br>Mar 13 |   |   |   |   |   |   |   |
| th<br>Mar 14 |   |   |   |   |   |   |   |
| fr<br>Mar 15 |   |   |   |   |   |   |   |
| sa<br>Mar 16 |   |   |   |   |   |   |   |

... skip next

Event Summary



← Summary ×



Lia's Study Session

Notes: Trying to find a time this week to meetup for about 45 mins.

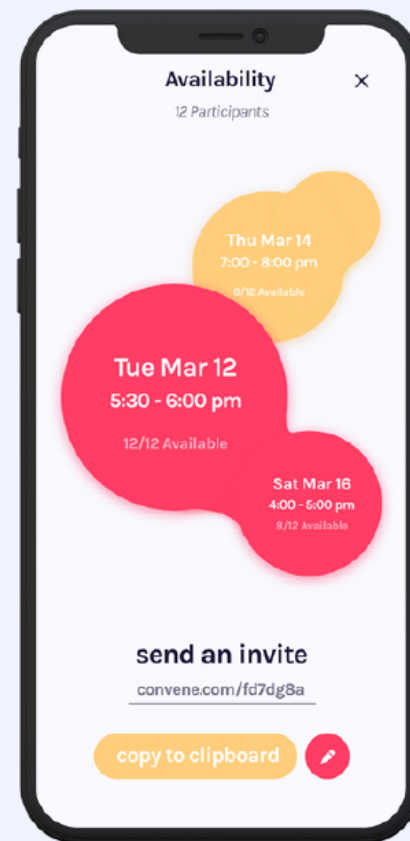
March

| su | mo | tu | we | th | fr | sa |
|----|----|----|----|----|----|----|
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |

Time Zone  
🕒 eastern standard time

... done

Availability Hub



Availability ×

12 Participants

Thu Mar 14  
7:00 - 8:00 pm  
6/12 Available

Tue Mar 12  
5:30 - 6:00 pm  
12/12 Available

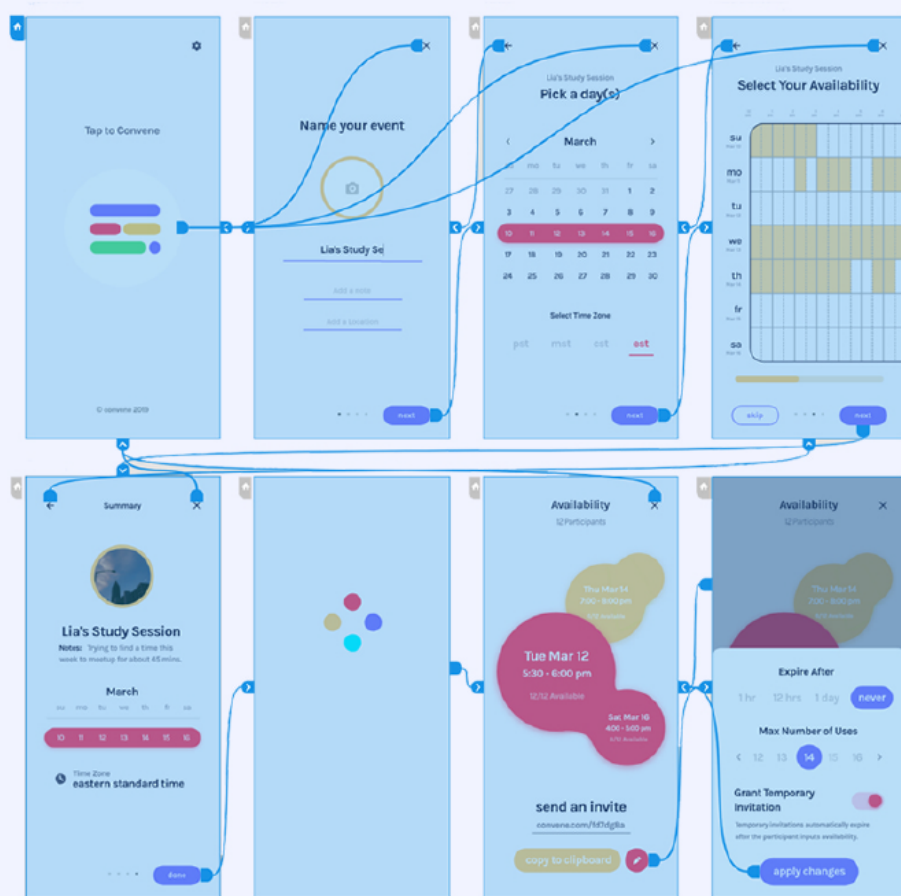
Sat Mar 16  
4:00 - 5:00 pm  
8/12 Available

send an invite

[convene.com/fd7dg8a](https://convene.com/fd7dg8a)

copy to clipboard

# wire flow.



# style guide.

Using vibrant colors and playful elements, the visual style lives up to the hype that Convene promises to deliver with it's interface. With a mix of the Roboto & Karla typefaces, we were able to convey a fun and familiar feel to all users.

## Colors

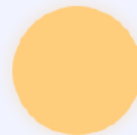
#7D71FF



#FF3D65



#FFCE7D



#00D8FF



#221A36



## Type

H1

AaBbCc

30pt - Bold, Karla

H2

AaBbCc

30pt - Italic, Karla

H3

AaBbCc

24pt - Medium, Roboto

## Buttons

Clipboard

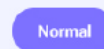


Normal



Pressed

Navigation



Normal



Pressed



skip

Horizontal Scroll Bar



Edit Invite Settings



## Logos

Print / Full Ver.



convene

App Ver.



