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Lead Designer, Cozy

When I'm not dwelling over a prototype or finding the story that runs between the data points of a user research study, you can find me on a trail lost in the trees.

Table of contents

For those feeling homesick, consider Cozy your home away from home, or maybe the next best thing. This mobile app allows you to save photos, recipes or songs that remind you of home, offers guided journaling, and connects you to local community resources.

About **Cozy**
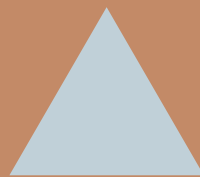
Market **analysis**

From concept ideation to early paper-and-pencil wireframes, we were in touch with our customer base and our competitive market.

homesickFM

Connects to a radio station from home

Homesick 1
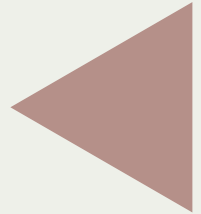
Uses sharing about food to bring comfort

It's Nice to Talk

Connects with locals to reduce loneliness

Our
competitors

1 Early Testing

Field research to understand user needs

2 Wireframes

Lean and agile low-fidelity wireframes

3 Round 2 Testing

Iterations of testing and improved mid-fidelity wireframes

Understanding
user needs
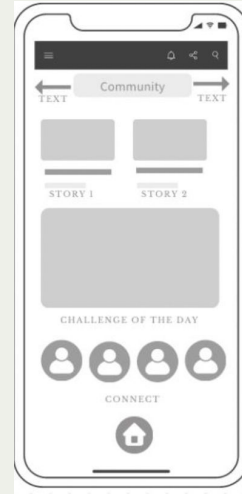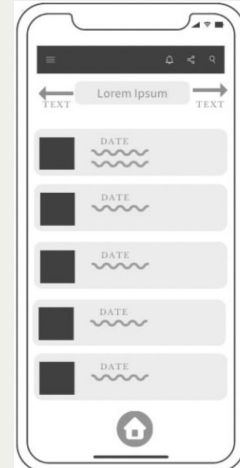
Wireframing

Initial Conceptual Designs

User Testing → Round 1 → User Testing → Round 2
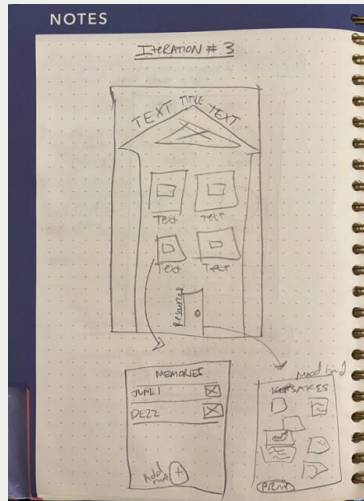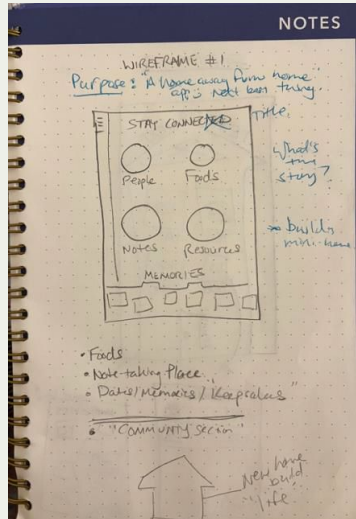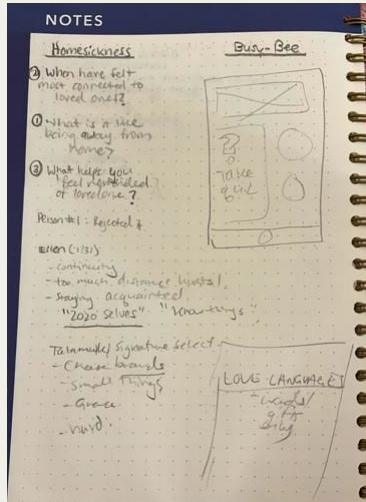
UX Testing Timeline

Preliminary field research and planned testing before deployment

January 2023   Ideation and testing to determine market needs

February 2023   Market research and rounds of testing and wireframing

March 2023   Analyze results to better formulate brand direction

April 2023   Begin development of brand strategy

May 2023   Develop interactive prototypes and test with intended customer based

June 2023 (Planned)   UX testing via card sort and tree test (using high-fidelity prototypes)

Goals & **strategy**

We clarify our vision of Cozy, from who we will serve to what the goals are for the app and how to get there with branding and journey mapping.

Goals

What Cozy is all about

Save

Allow users to save in scrapbook fashion every memory of home, whether it's a song, show, or new restaurant

Teach

Share research, books and articles through an educational tab to normalize homesickness

Point

Point, not push users to local happenings in the community based on their interests in a casual way

Business **strategy:**
"no resting without testing"

Ideation

Tested and tweaked the idea of an "app for homesickness"

1

2
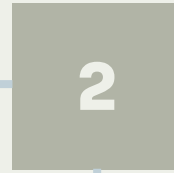
Research

Wireframe and tested with college students; conducted market analysis of competitors

Brand Strategy

Develop a brand strategy that aligns with our goals

3

4
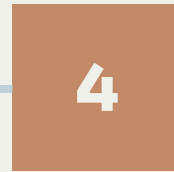
Prototyping

Build high-fidelity mockups based on research and goals

Customer Base

Primary

Graduate and commuter university students

Secondary

International college students
All college students (transfer, undergrad)
Any homesick newcomer to a place

Personas

GRADEEL, THE GRADUATE STUDENT

Gradeel recently moved away from home to start graduate school but misses her family a lot. She's looking for ways to feel less lonely while she's away for the semesters to come.

COMUNDO, THE COMMUTER FIRST–YEAR

Comundo wasn't able to find first-year housing and had to live off campus with some new roommates. He's feeling isolated from friends and family and wants more community.

BRIVENE, THE INTERNATIONAL STUDENT

Brivene is an international student from Brazil completing his PhD in environmental science. He enjoys campus, but is sad when he can't attend holidays with his family.

A Note About Using Personas

Drawbacks

Use of personas is often critiqued by UX professionals for how they fall short or can fail.

How They Were Used

To circumvent pitfalls, we were cautious in how they informed our design process.

1. **General use:** considered like we do the customer segment
2. **Specific use:** always attached to a specific, measurable task (i.e. as an actor in a journey map)

Journey **mapping**

ACTOR

Age: 27 years old
Gender: Female
School: UNC Chapel Hill
Need: Walks by a restaurant on Franklin St. that smells like home and wants to capture it in her Cozy App

SCENARIO

To be able to open the app and quickly capture the details of the restaurant and moment through various media options (take a photo, write a note, add a voice memo).

EXPECTATIONS
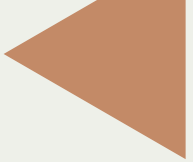
A quick and easy way to open the Cozy app and document the moment through a photo and text

Journey **mapping** (continued)

Task: user wants to add a memory of home in the app

Phases	Navigate to Board	Add Photo & Text	Save and Share
Actions ✏️	-open the app (log in if needed) -click on memory board	-click edit -snap picture -write a quick entry	-hit save -click share -choose from the options -send text. save to phone
Mindset 💭	"This loaded quickly" "That was easy to find"	"Did this photo save to my phone?" "Can I share this nore with my family?"	"That was easy!" "It works just like notes, but better"
Emotions ❤️	😃	🤔	😌
Opportunities 🔧	Keep the memory visible on home screen	Make syncing with phone abilities clear and obvious	Enable auto-save features

"This is **awesome**. I wish I had this app when I moved to campus. It gets **really hard** sometimes, and it's so comforting to have a place that **reminds me of home** and also helps me find new places to **connect**."

—Aileen Didolle,
college student

#b1b4a6

#935c3b

#eef0e9

#c0d0d8

#e4cfcb

Primary Colors

#48392e

#c38a67

#899aa3

#281f12

#b59089

Secondary Colors

This is an example of a header.
Font Family: Sora | Style: Bold |Size: 20 px

This is an of subheading text.
Font Family: Sora | Style: Light | Size: 18 px

This is sample paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. Font Family: Sora | Style: Light |Size: 12 px

This is text for hints and special callouts and other features.
Font Family: Homemade Apple | Style: Regular |Size: 11 px

Links: Active and Inactive States

Buttons

Inactive Button

Active Button

App Tiles

Defaut App Tile

Hover State: App Tile

General links

This is a link →

This is a link when clicked →

ADJECTIVES
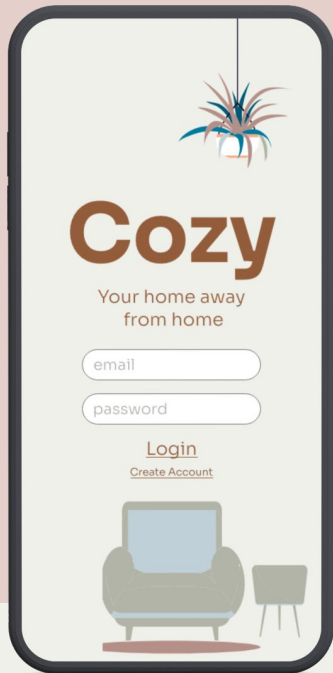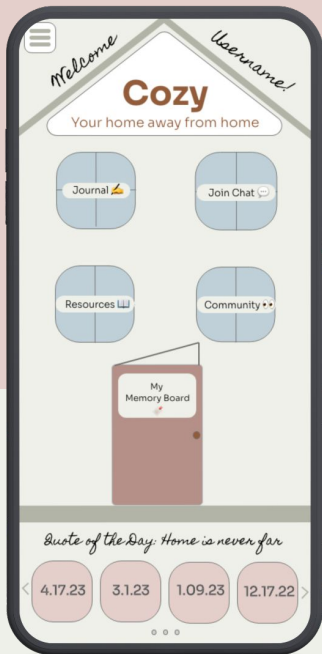Cozy

Casual

Safe

Comfy

Friendly

Prototyping

We share high-fidelity design mockups with conversion metrics to measure success, including an interactive prototype in Adobe Xd.
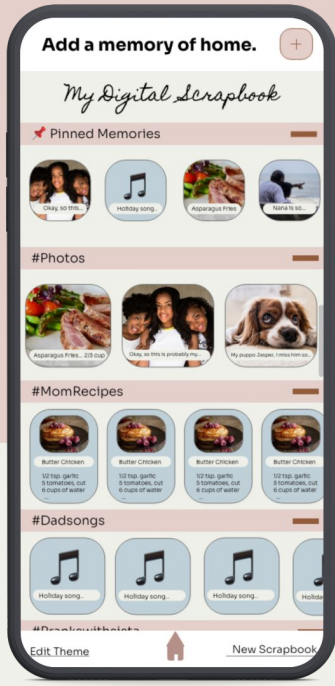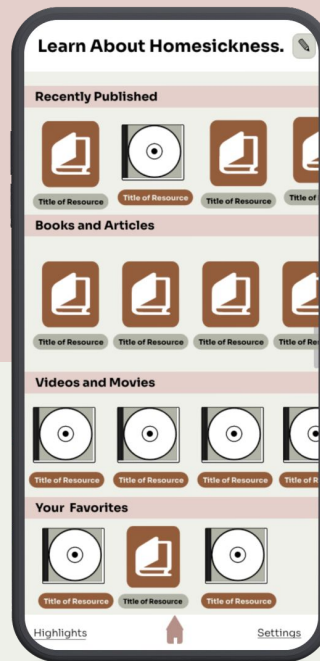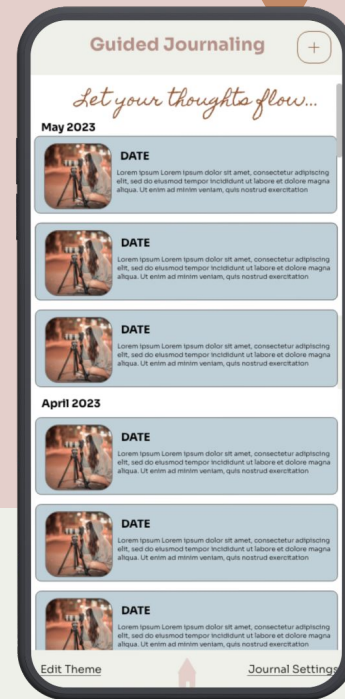
Design Mockups:
Mobile

Login

Cozy
Your home away
from home

email

password

Login

Create Account

Home

Welcome

Username!

Cozy
Your home away from home

Journal ✏️

Join Chat 💬

Resources 📖

Community 👥

My
Memory Board

Quote of the Day: Home is never far

4.17.23 | 3.1.23 | 1.09.23 | 12.17.22

Memory Board

Add a memory of home.

My Digital Scrapbook

📌 Pinned Memories

Okay, so this... | Holiday song. | Asparagus Fries | Nana is a...

#Photos

Asparagus Fries... 2/3 cup | Okay, so this is probably my... | My puppo Jasper, I miss him so...

#MomRecipes

Butter Chicken
1/2 tsp. garlic
5 tomatoes, cut
6 cups of water

Butter Chicken
1/2 tsp. garlic
5 tomatoes, cut
6 cups of water

Butter Chicken
1/2 tsp. garlic
5 tomatoes, cut
6 cups of water

Butter Chicken
1/2 tsp. garlic
5 tomatoes, cut
6 cups of water

#Dadsongs

Holiday song. | Holiday song. | Holiday song. | Holida

#Prankwiththeista

Edit Theme | New Scrapbook

Resources

Learn About Homesickness.

Recently Published

Title of Resource | Title of Resource | Title of Resource | Title of

Books and Articles

Title of Resource | Title of Resource | Title of Resource | Title of Res

Videos and Movies

Title of Resource | Title of Resource | Title of Resource | Title of R

Your Favorites

Title of Resource | Title of Resource | Title of Resource

Highlights | Settings

Resources

Guided Journaling ⊕

Let your thoughts flow...

May 2023

DATE
Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

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April 2023

DATE
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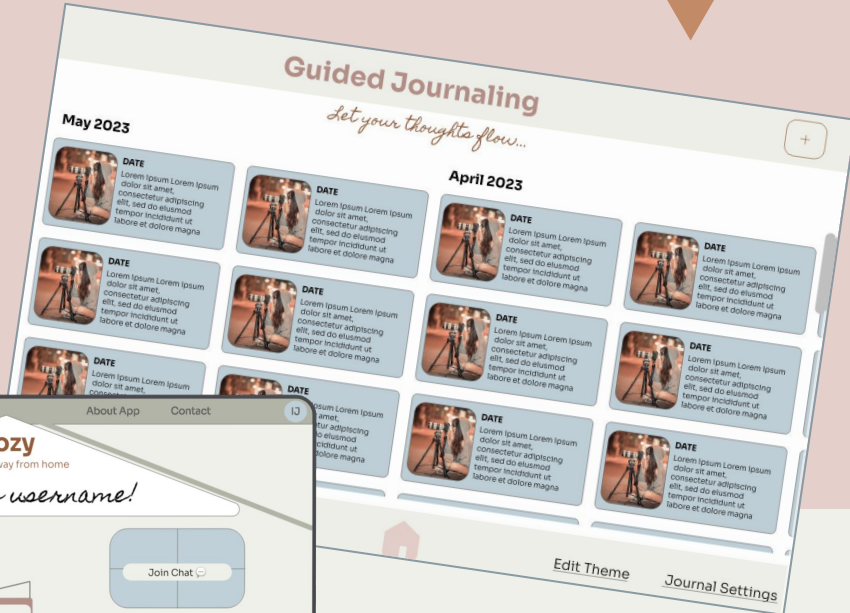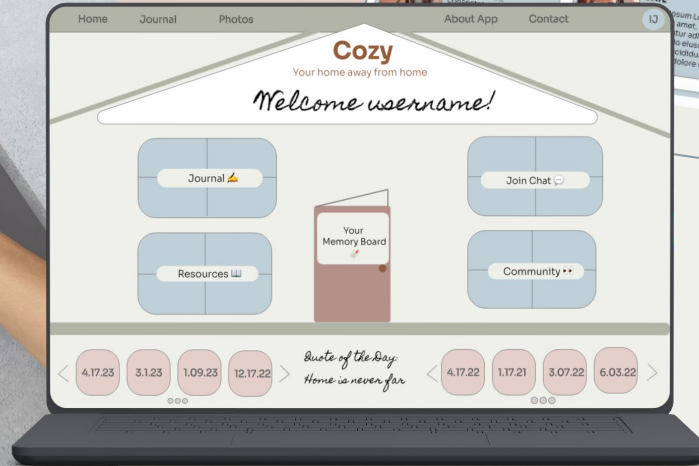
Edit Theme | Journal Settings

Journal

Design Mockups:
Desktop

Key Performance Indicators (KPIs)

Account Creation

Users who not only download the app, but also create an account

Time Active in App

Users who spend at least 5 minutes a week in the app

Customer
Conversion

Conversion **measurement**

Creates Account

User has a registered Cozy account

Opens App

User opens the app during the week for any purpose

"Time Spent"

User spends at least 5 cumulative minutes in the app per week (measured by clicks on any links + reading time in the app)

App **demo**

Interactive Prototypes:

- [Cozy App- Mobile](#)
- [Cozy App- Desktop](#)

Key
takeaways

Values
Cozy strives to save, teach and point.

Research
Market competition is weak.

Brand
Desired effect is cozy and casual.

Testing
Iterated on designs with user testing

Conversion
Measure success by time spent in app

Audience
Mainly college students

Iterative Design

What We've Covered:

➔ About Cozy
➔ Market Research
➔ User Testing & Wireframing
➔ Personas & Journey Mapping
➔ Refined company vision & goals
➔ Branding & high-fidelity prototypes
➔ Conversion strategy

Where To Go Next:

➔ Testing new prototypes
   ◆ Card Sort
   ◆ Tree Test
➔ Iterate on designs based on user research
➔ Guerrilla UX testing (3 rounds)
➔ Consider marketing strategy

Thank **you!**

DO YOU HAVE ANY QUESTIONS?
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Lead Designer, Cozy
ikra@cozy.com

All Links

Interactive Prototypes:
- [Mobile Version](#)
  - Full link: https://xd.adobe.com/view/0873ed7f-d631-4f12-9924-6519fcbaf351-5d20/
- [Desktop Version](#)
  - Full link: https://xd.adobe.com/view/f9c4826c-bcda-473c-a6ea-9d2f685abfc4-ac97/

[My 2-3 minute video presentation](#)
- Full link if hyperlink doesn't work: https://adminliveunc-my.sharepoint.com/:v:/g/personal/ikra_ad_unc_edu/EUygWoAZicFEjpTCbzABJG4Ba5fy-5SYYw1zGJYV5S1g0A?e=aQuQtZ