

Process Book

COLLEEN DIES

iphone app | UI/UX | Spring '25

RESEARCH

Creative Brief

CONVERSLY - SOCIAL CONFIDENCE APP

BE THE MOST INTERESTING PERSON IN THE ROOM

This app is designed to empower introverts and socially anxious individuals to navigate social events with confidence. By providing real-time guidance, personalized tips, and post-event reflection tools, the app helps users create meaningful connections, reduce stress, and achieve their social goals.

Objectives:

- Equip users with tools to prepare for social events effectively.
- Provide real-time assistance to ease anxiety and boost confidence during interactions.
- Offer a post-event reflection feature to encourage learning and growth.
- Establish the app as a trusted companion for personal and professional development.

Target Audience:

- Introverts and individuals with social anxiety who want to improve their social skills and gain confidence in group settings.
- **Secondary Audience:** Professionals attending networking events, students entering new social environments, and individuals looking to expand their social circles.

Key Features:

Onboarding and Personalization:

1. Tagline: "Be the most interesting person in the room."
2. Customize goals, interests, and notification preferences.

Event Preparation Tools:

1. Event-specific tips on dress code, etiquette, schedules, and maps if available.
2. Conversation starters tailored to the event type and user's interests.
3. Confidence-boosting exercises (body language tips, self-introduction prompts).

Real-Time Assistance:

1. Swipeable conversation starter cards.
2. Subtle notifications encouraging engagement.
3. Panic Button for calming exercises and exit strategies.

Post-Event Reflection:

1. Journaling prompts for tracking successes and challenges.
2. Suggestions for follow-ups with new connections.
3. Badges and achievements to gamify progress.

Key Message:

Gain the confidence to shine and make lasting connections at any event.

Tone and Voice:

- Encouraging: Inspire confidence without overwhelming the user.
- Supportive: Provide a non-judgmental and reassuring tone.
- Empowering: Celebrate progress and small wins.

Competitors

- Communication Skills 2024
- Actuality
- Flourish
- Interpersonal Skills Review
- Charisme

Competitive Differentiators:

- Real-time social guidance tailored to individual needs.
- Holistic approach, covering pre-event prep, in-event support, and post-event growth.
- Gamified progress tracking to make personal development engaging.

Deliverables

- Full Corporate Identity
- PDF Presentation
- Figma prototype

Success Metrics:

- High user retention through engaging and helpful features.
- Positive user reviews highlighting increased confidence and successful social interactions.

SUBJECT RESEARCH

THE PROBLEM

1. Increased Reliance on Digital Communication

rise of remote work: with the shift to remote work, especially after the covid-19 pandemic, many people have fewer opportunities for face-to-face interactions. virtual meetings often lack the nuance and personal connection of in-person communication.

social media: while platforms like instagram, tiktok, and twitter encourage virtual engagement, they can sometimes detract from practicing real-world interpersonal skills.

2. Decline in Casual Social Interaction

Fewer Unplanned Encounters: The rise of online shopping, remote work, and home delivery services has reduced opportunities for spontaneous, everyday social interactions.

Pandemic Aftereffects: Prolonged isolation during the pandemic caused many people to feel out of practice with socializing, making reintegration into in-person events more daunting.

3. Mental Health Challenges

Social Anxiety: Reports suggest rising rates of social anxiety, partly fueled by the pressures of online comparison and the disruption of traditional social routines.

Loneliness Epidemic: Studies indicate that loneliness has increased globally, particularly among younger people, which can make in-person interactions feel overwhelming or unfamiliar.

4. Cultural Shifts in Communication Styles

Preference for Text Over Talk: Younger generations often prefer texting or online messaging over phone calls or in-person conversations, leading to less practice with verbal and nonverbal communication skills.

The casualization of Interaction: Digital communication tends to emphasize brevity and informality, which can leave some people unprepared for deeper, more nuanced in-person conversations.

5. Overstimulation and Distractibility

Shortened Attention Spans: Constant exposure to quick, attention-grabbing digital content (e.g., short videos and scrolling feeds) may make sustained, face-to-face conversations more difficult.

Device Dependence: Many people struggle to disconnect from their devices during social situations, leading to fragmented interactions.

6. Higher Expectations for Social Skills

Networking Pressures: In professional and social settings, there is often an expectation to “perform” well, which can feel intimidating for those who aren’t naturally outgoing or confident.

Judgment Culture: Fear of judgment, exacerbated by social media’s emphasis on perfection, can make people hesitant to engage openly.

Implications and Opportunities

While the challenges are real, they also present opportunities to innovate solutions:

Apps or tools like the one you’re envisioning can help people relearn or strengthen in-person social skills.

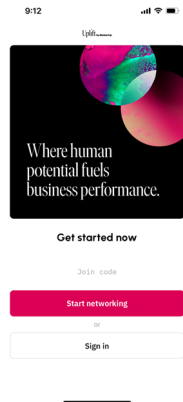
Educational programs, community-building initiatives, and mental health resources can help rebuild the confidence to connect authentically.

Businesses can create environments that encourage organic interaction, such as workshops or events with structured networking opportunities.

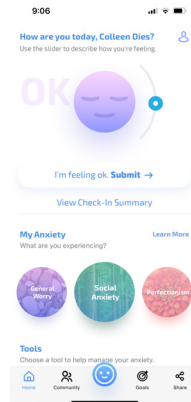
DESIGN RESEARCH - USER PROFILES

Some people are naturally outgoing and thrive in social settings—but for a lot of us, it's not that easy. **Conversly** is made for people who struggle with social interactions and want to feel more comfortable and confident in conversations. Primary users are **introverts** who prefer deep, meaningful talks but find small talk exhausting or hard to initiate. Others deal with **social anxiety** and want a way to navigate group settings without feeling overwhelmed. Then there are **students and young professionals** who need to network but aren't sure how to make a good first impression or keep a conversation going. Some users are new to the **corporate world** and want help with workplace interactions, whether it's speaking up in meetings or knowing how to introduce themselves. There are also people who just like **self-improvement** and want to challenge themselves to be more social. No matter the reason, **Conversly** is for anyone who wants a little extra support in social situations, whether it's through conversation tips, real-time help, or tools to track personal progress.

DESIGN RESEARCH



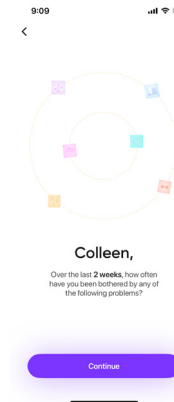
This app requires an invitation-code to join.



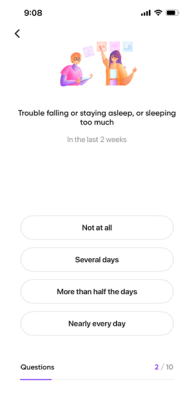
nice soft design



very stripped down and clean. not much here though



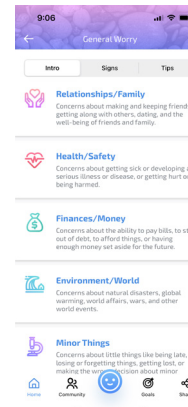
I am not a fan of models that do not allow you to skip screens



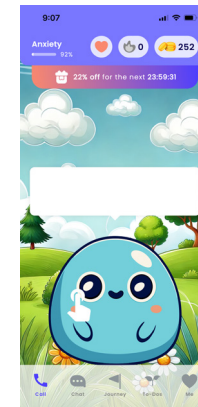
this model guides you through the process



nice way to gauge user mood. not overwhelming



too cluttered



cute but possibly too childlike

TYPOGRAPHY EXPLORATIONS

Inter

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

a nice, easily readable font

Oxygen

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

san-serif and geometric

Itim

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

friendly, and resembles handwriting

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

tall figures and easily readable

Menlo

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
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1234567890&

I like this font but the uneven quality was not working

* red box indicates which typefaces were used in final

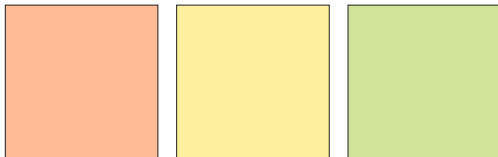
COLOR REFERENCE

Palette 1



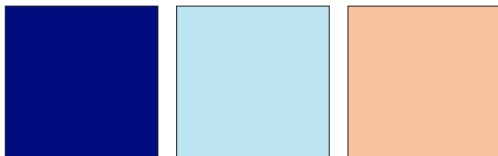
exploring soft, friendly colors

Palette 2



warm and comfortable colors

Palette 3

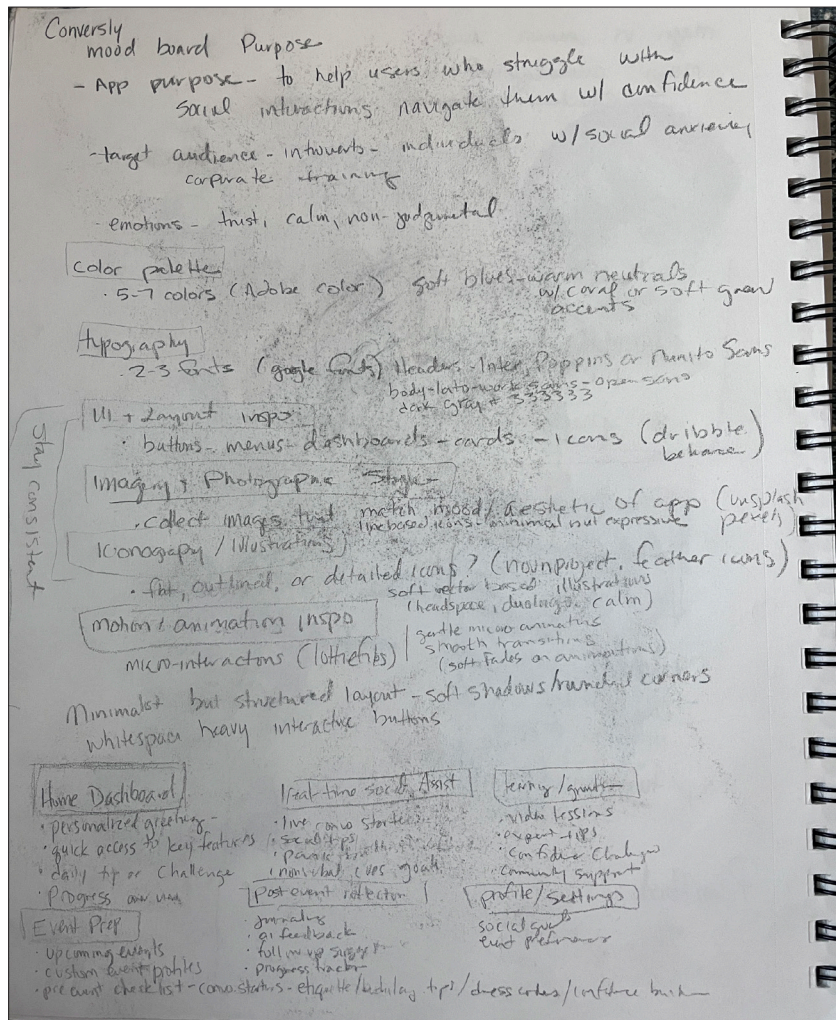


trustworthy and neither masculine nor feminine

DESIGN EXPLORATIONS

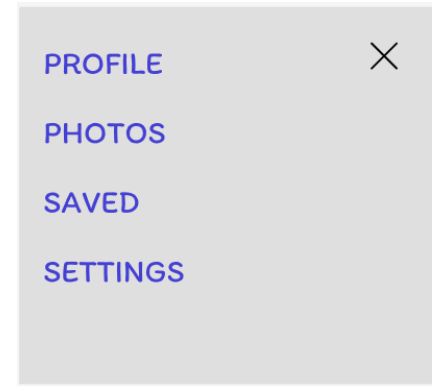
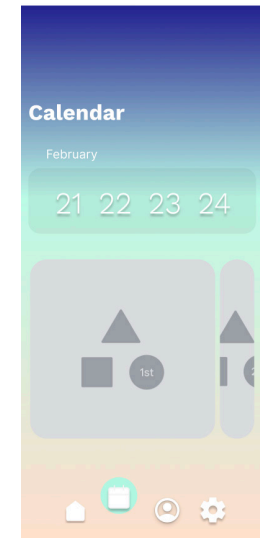
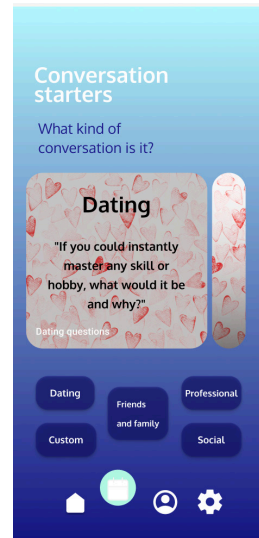
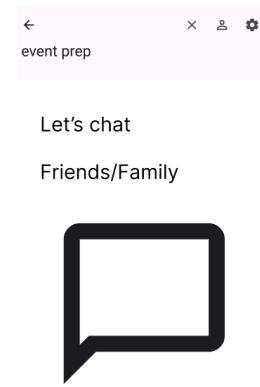
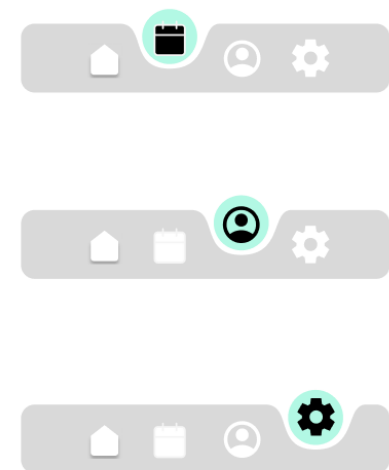
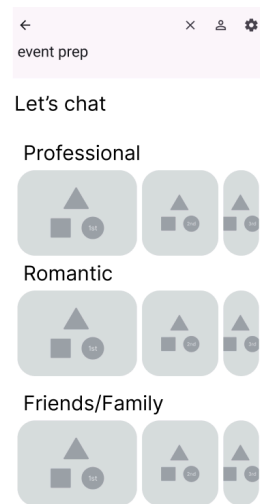
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SKETCHES



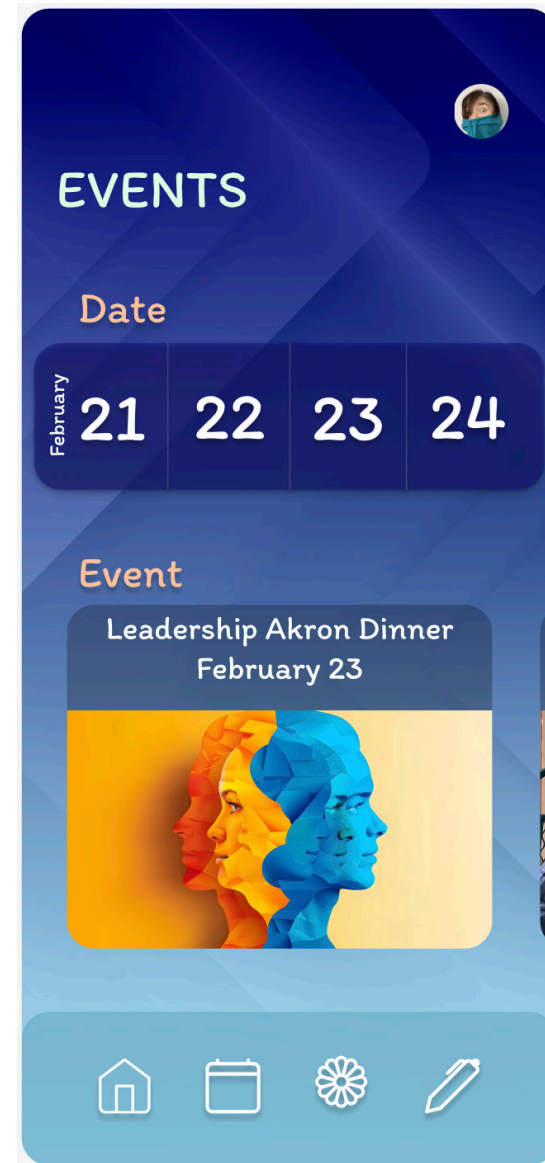
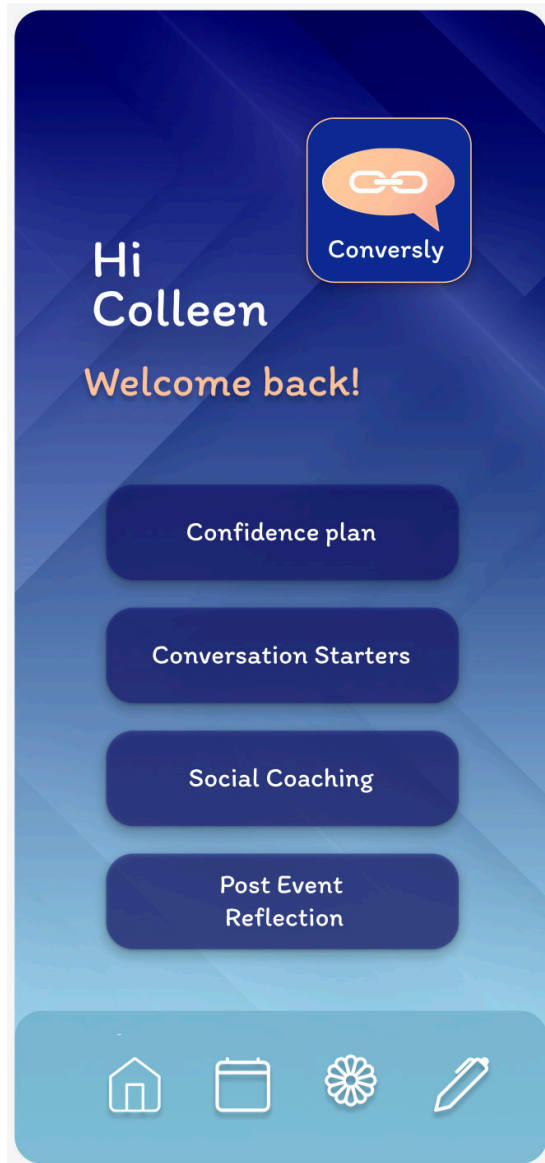
For this project, instead of sketches in a traditional sense I made detailed notes. This was helpful to me because it was the first time that I have designed something like this.

COMPUTER ROUGHS

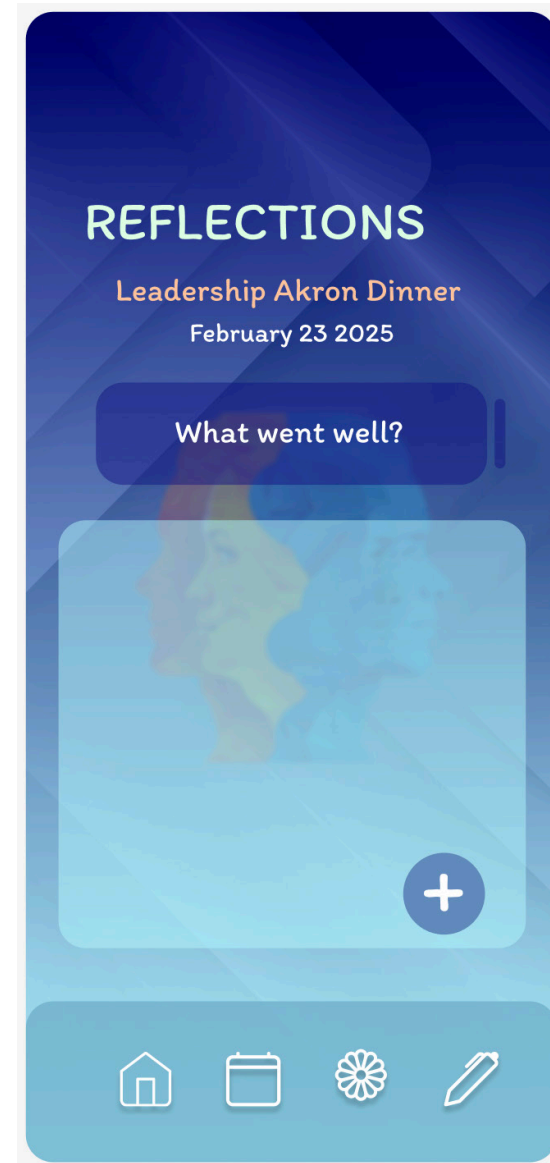


FINAL LAYOUTS

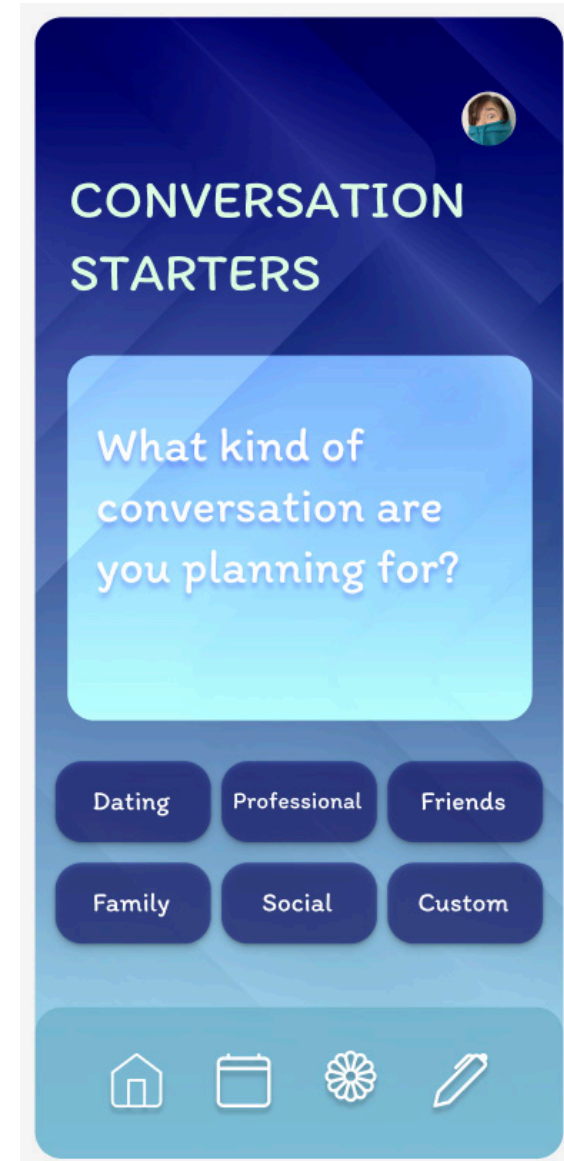
FINAL LAYOUTS



FINAL LAYOUTS



FINAL LAYOUTS



FINAL MOCKED UP LAYOUTS



Be the most interesting person in the room

Conversly is a social confidence app designed to help users navigate social situations with ease. Whether you're attending a networking event, a professional dinner, or a casual gathering, the app provides tailored conversation starters to keep interactions flowing naturally. It also offers etiquette and wardrobe tips to ensure you make a great impression. For those who want to improve over time, the post-event reflection journal includes guided prompts to help users assess their interactions, track progress, and build confidence for future events. Conversly is your discreet, go-to companion for feeling prepared, polished, and at ease in any social setting.



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