

KYLIE GARRETT – UX & UI Design

OUTSIDERS, TOGETHER

MOBILE APP DESIGN

OUTDOORS COMMUNITY

WELCOME



OVERVIEW

OUTDOOR COMMUNITY STRIVING TO MAKE THE OUTDOORS ACCESSIBLE FOR ALL

They have cultivated a successful and ever growing community filled with like-minded explorers looking for lifelong friendship.

KYLIE GARRETT

TIMELINE

3 Weeks

ROLES

Researcher, Copywriter & Product Designer

TOOLS

Adobe XD, FigJam, Optimal Workshop



AGENDA



01

DISCOVER

Learn about their
community &
their pain points

02

DEFINE

Define our user's pain
points & challenges

03

DEVELOP

COMING SOON

04

DELIVER

COMING SOON

DISCOVER

LEARN ABOUT OUTSIDERS TOGETHER'S COMMUNITY & THEIR PAIN POINTS

THE HOW:

CLIENT INTERVIEW & TARGET AUDIENCE

USER SURVEY

PERSONA

HOW MIGHT WE's

EMPATHY MAP

JOURNEY MAP

KYLIE GARRETT – UX & UI DESIGNER



PROBLEM & GOALS

USERS ARE SPREAD ACROSS 4 SOCIAL MEDIA PLATFORMS, **OT WANTS AN UPDATED APP THAT WILL FACILITATE THEIR NEEDS** – SPECIFICALLY EVENTS

OUTSIDERS WANT TO:

- 01 Know events that are happening & share those events
- 02 Easily join groups with people of similar interests
- 03 Grow in community with like-minded people



CLIENT INTERVIEW & TARGET AUDIENCE

INSIGHTS

DEMOGRAPHICS:

24-29 Years Old | 60% Female, 40% Male | Lives in Major Cities

VALUES:

- Community
- Connection
- Respect for the Environment
- Work Life Balance

WANTS & NEEDS: Have more free time to explore, Connect with, local to them, outdoorsy people to create community

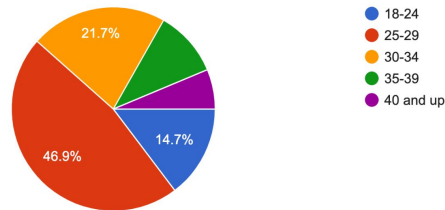


SURVEY DEMOGRAPHIC RESULTS

06/29

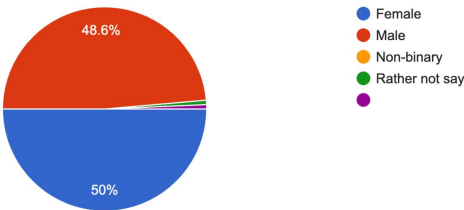
What is your age range?

143 responses



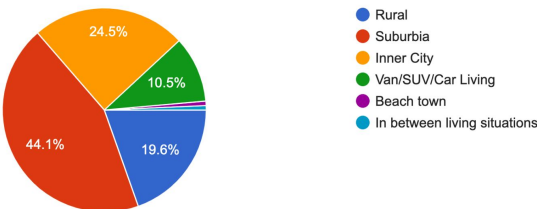
What's your gender?

144 responses



What area do you live in?

143 responses



PERSONA



ALLIE DAVIS

Female | 25 | Self-employed | Live in Suburbia | Single

VALUES: Community, connection, respect for the environment, work life balance

LIKES

- Exploring
- Trying new things & experiences
- Making friends

WANTS

- Connect with local to them outdoorsy people
- To have more free time

CHALLENGES: Struggles finding friends that like doing the same activities as her, doesn't have enough money for the larger international events and likes to stay local

HOW MIGHT WE ...

- 01 ... bring value to the outdoor community, and differentiate this app from Facebook?
- 02 ... easily organize and categorize events to best facilitate users finding their ideal one?
- 03 ... create a sense of growing community and friendships in an app?
- 04 ... create an interactive map of suggested outdoor locations?
- 05 ... facilitate conversations and connections of members?
- 06 ... educate our members on all things outdoors?

CHAT & COMMUNICATIONS

Allow application to send pictures, videos, emojis, gifs, links – similar to how facebook chat works

Kylie Garrett

Allow users to create groups chats – with the ability to add or remove people from groups

Kylie Garrett

Make sure app alerts when phone is sleeping

Kylie Garrett

COMMUNITY ENGAGEMENT

Earn badges for events, achievements, activities learned

Kylie Garrett

Being able to friend someone

Kylie Garrett

Create a home feed of all your friends, similar to Facebook

Kylie Garrett

EVENTS & GROUPS

Create categories that make the most sense (i.e. type of activity, location, age group)

Kylie Garrett

Provide a filter in the searching process for the user to weed out certain categories and whether it's an official or unofficial event

Kylie Garrett

Allow users to share events with other members.

Kylie Garrett

Have all event information located in app – but post about event happenings on other social media

Kylie Garrett

Events specifically for certain activities

Kylie Garrett

Create a calendar for each category – to view all available events

Kylie Garrett

Make each category their own feed, so that local members can chat with each other in one big group

Kylie Garrett

EMPATHY MAP

10/29

SEE

THINK & FEEL

HEAR & INFLUENCES

SAY & DO



PAIN

Worried they don't know enough about camping/ outdoor activities to join in the events.

Kylie Garrett

Travel and camping can be scary as a single person, especially as a female. So the fear of doing something alone can be daunting

Kylie Garrett

Don't want an application to get in the way of conversation. They want to be able to share everything they'd be able to in a facebook chat.

Kylie Garrett

They don't have the money or gear to do some of the events.

Kylie Garrett

GAIN

Success is traveling the world. They like to see physically what they've done too. They'll put stickers on a map of what national parks/countries they've been to. Achievements

Kylie Garrett

A community that is welcoming and inclusive.

Kylie Garrett

Want to meet up with friends they've met through the events.

Kylie Garrett

Needs an app that functions up to pair with existing social apps.

Kylie Garrett

OT CURRENT APP SCENARIO:

I want to find an event through the Outsiders, Together's current live app that's local to me in Los Angeles that happening soon

GOALS & EXPECTATIONS:

I'll be able to easily search for events in my area during a specific time. I'll be able to share the event with a friend.

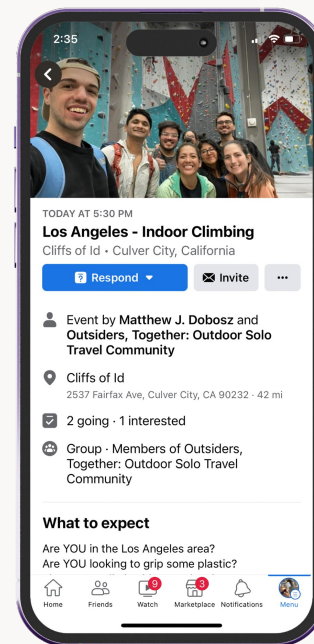
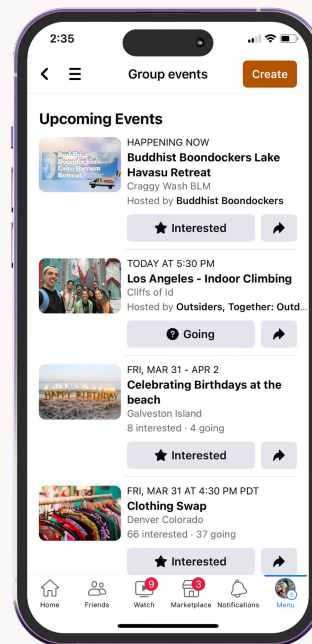
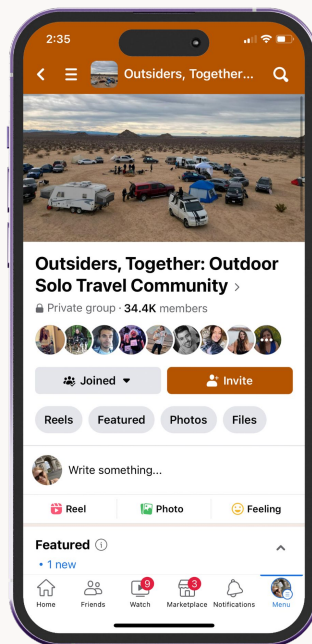
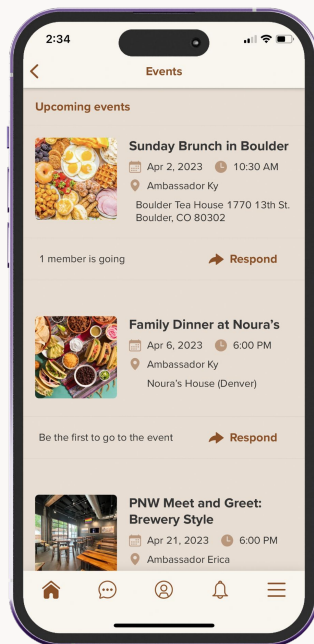
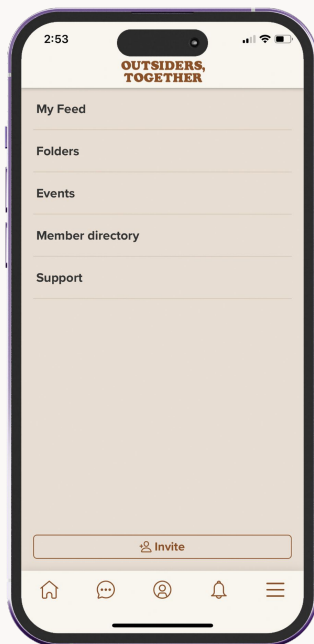


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DEFINE

DEFINE OUTSIDER'S PAIN POINTS & CHALLENGES

THE HOW:

SKETCHES

CRAZY 8s

USER FLOW

CARD SORTING

LOW FIDELITY PROTOTYPE

ITERATE

KYLIE GARRETT – UX & UI DESIGNER



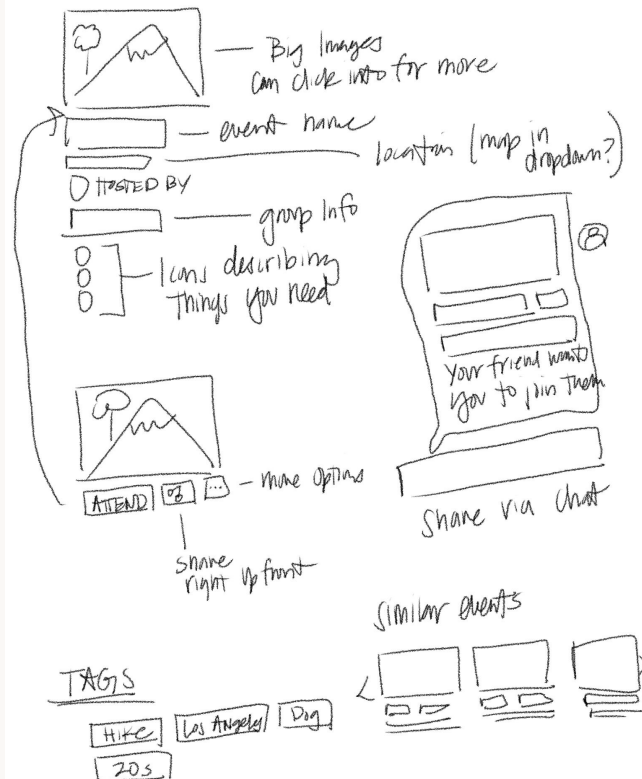
SOLUTION

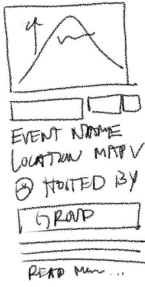
IMPROVE THE EXPERIENCE OF
SEARCHING FOR AN EVENT & GROUP
TO HELP OUTSIDERS FIND THEIR
PEOPLE AND CONNECT

- 01 Include a search bar for ease of search
- 02 Identify subcategories
- 03 Features like suggested groups & events



EVENTS





EVENT NAME
LOCATION MAP
HOSTED BY
RSVP
READ more...



EVENT NAME
HOSTED BY
RSVP



EVENT NAME
LOCATION
HOSTED BY
RSVP
ATTEND



EVENT NAME
HOSTED BY
ATTEND
RSVP



EVENT
HOSTED BY
ATTEND



EVENT NAME
ATTEND



EVENT NAME
ATTEND



EVENT
LOCATION
HOSTED BY
RSVP
READ more

FRIENDS ATTENDING

BEAUTIFUL LARGE IMAGE

39 ATTEND

RESPOND

EVENT NAME
LOCATION
HOSTED BY
Day Party
4 TOWED
BRING LUNCH

RSVP
STATUS
... MORE
SAVE, REPEAT

Event description

Icons communicating event features

Save space w/ a "show more" link

READ MORE...

COMMENTS

TYPE HERE

PHOTO

PEOPLE CAN SHARE

Social connection w/ a event chat

Save event

EVENT NAME
LOCATION
Hike LA 20s
Dog Snow
HOSTED BY
39 YES
ATTEND

tags about event @ top

maybe attach to bottom nav?

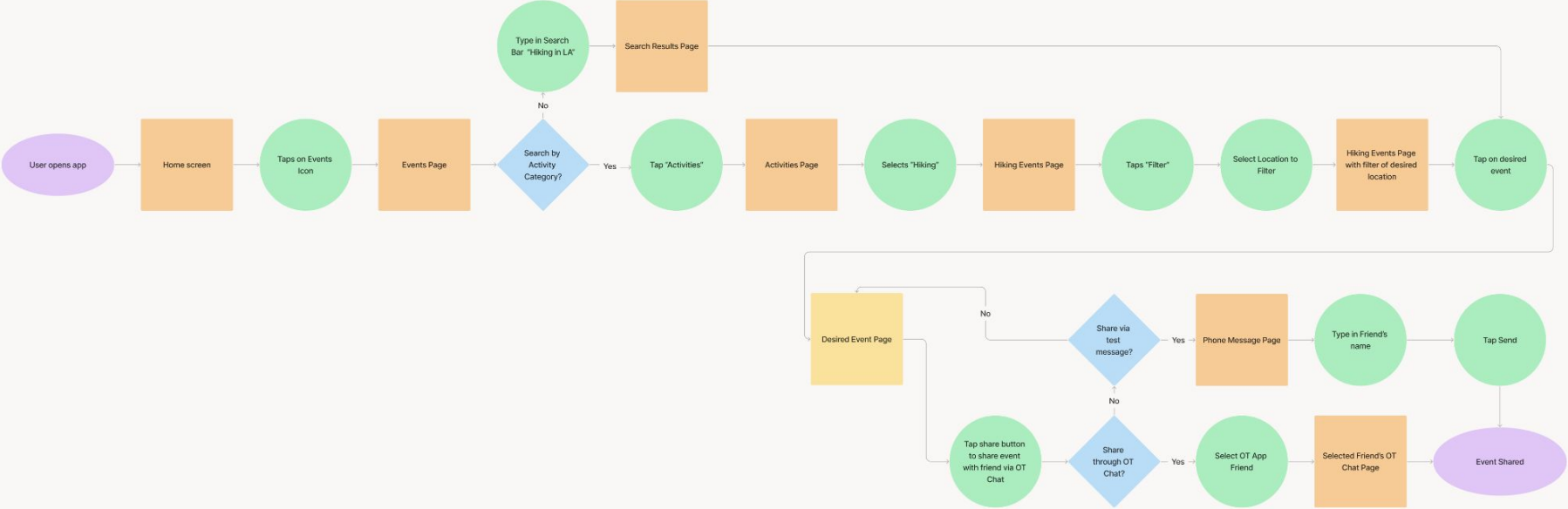
ABOUT

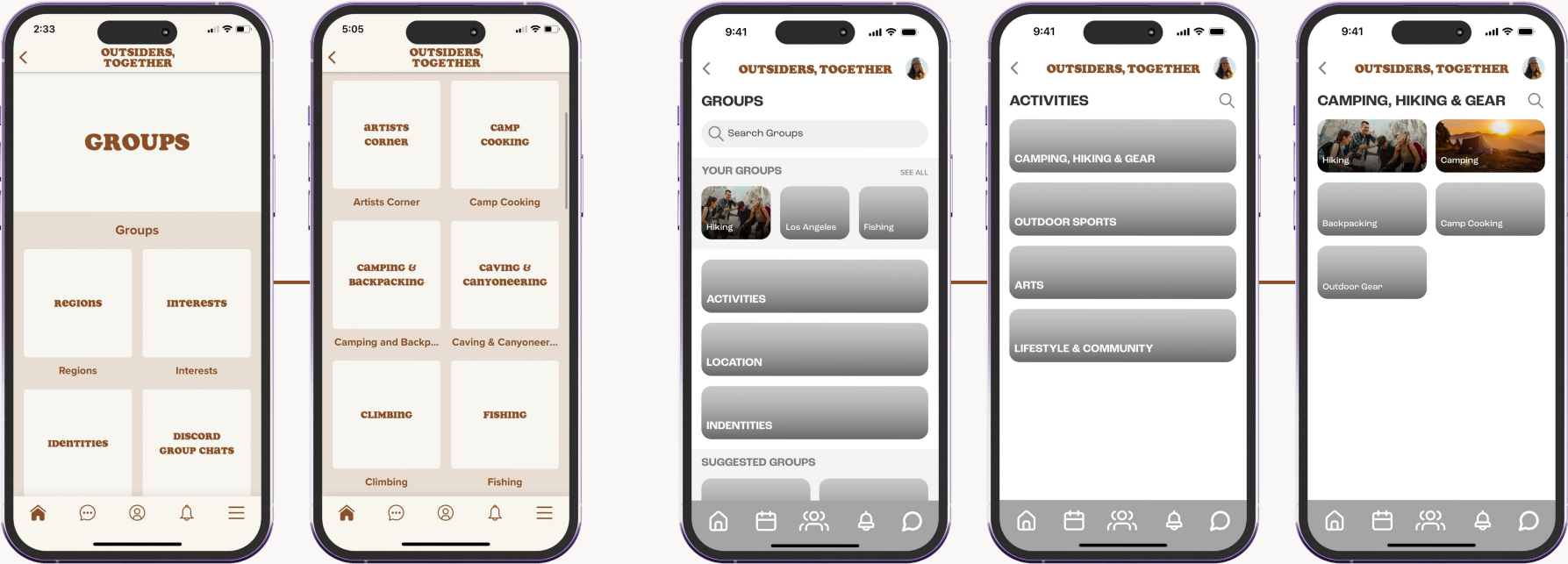
READ more

JOIN CHAT

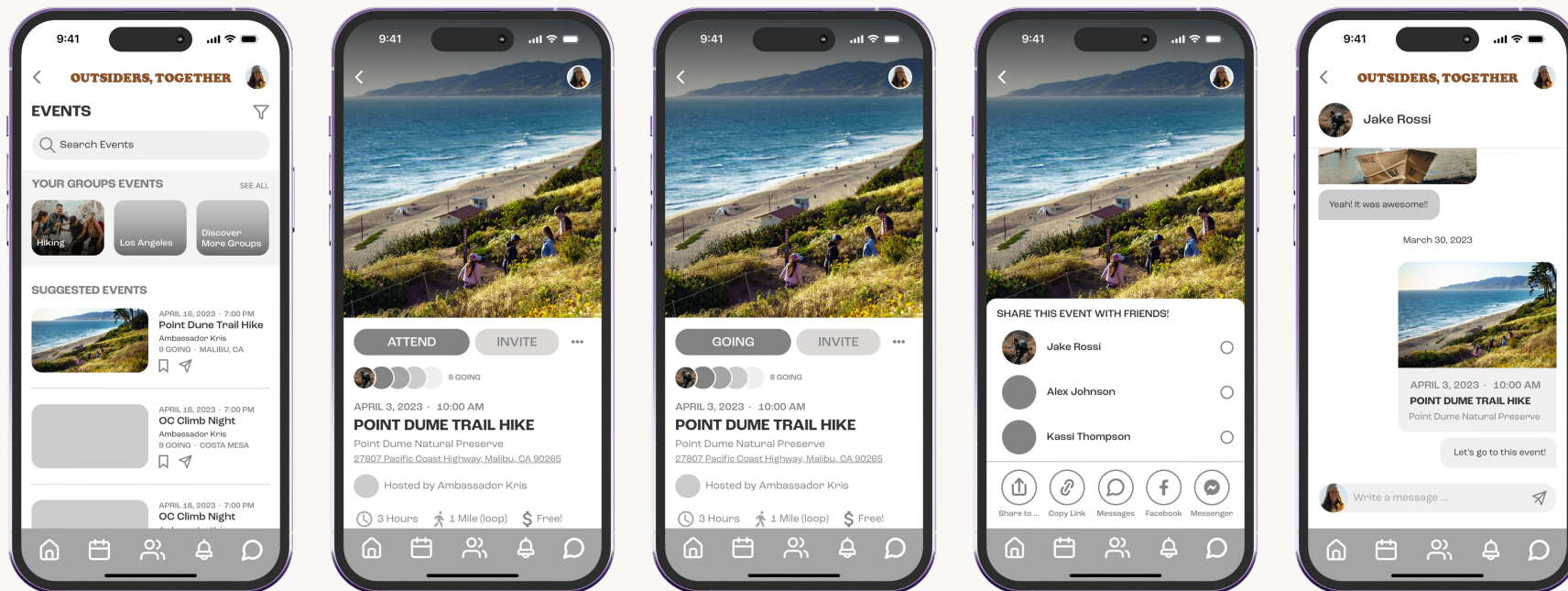
Upcoming events

separate chat





LOW-FIDELITY WIREFRAMES



LOW-FIDELITY PROTOTYPE



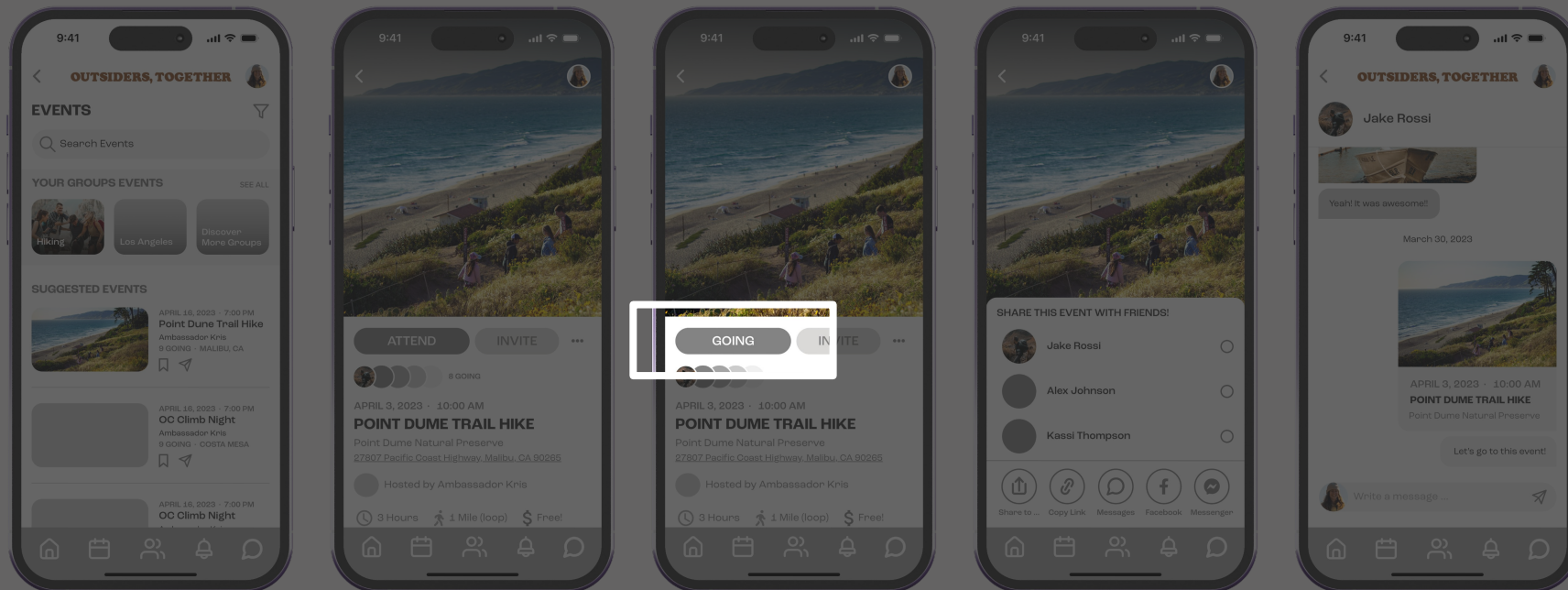
LOW-FIDELITY PROTOTYPE



LOW-FIDELITY PROTOTYPE



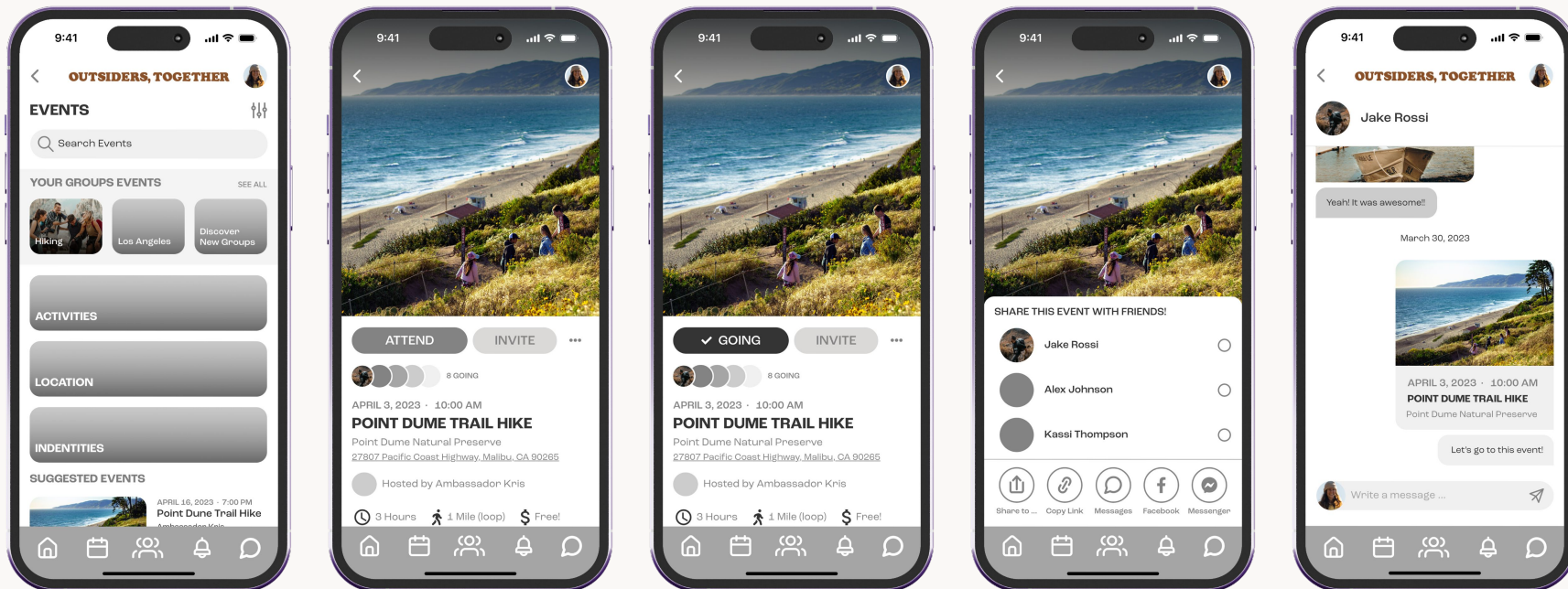
LOW-FIDELITY PROTOTYPE



LOW-FIDELITY PROTOTYPE



ITERATE DESIGN





REFLECTION



CHALLENGES & WHAT I LEARNED

MVP CHALLENGES

- A desire to design beyond the MVP
- Client wanted to see everything come together at once

RESEARCH THROUGHOUT THE DESIGN PROCESS

- Struggled with the sequence of when to implement research tasks
- Experienced the value of research at every point in the design process

NEXT STEPS

ONBOARDING/SIGN-UP PROCESS

EXPAND OUTSIDERS' CURRENT BRANDING

HI-FI PROTOTYPE, USABILITY TESTING & INTERVIEWS

A/B TESTING ON SEARCH PAGES, GROUP PAGES & EVENT PAGES

EXPAND ON FEATURES – Forward thinking

THANK YOU

ANY QUESTIONS?

I appreciate your time & feedback!



GET IN CONTACT

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📷 @blakedesign.studio

SURVEY RESULTS:

<https://docs.google.com/spreadsheets/d/1sd55EfHRIrcxbVCc0kysGOYNXhAYawJ5D6snsB8QBEO/edit?usp=sharing>

CARD SORTING RESULTS:

https://drive.google.com/drive/folders/1sLoUzdBmP_l0fPJ_AqR7ZwNqICDyKkoZK?usp=share_link

