

Primary goal of project

The premise of the project is to make Holonis more inviting by designing a new social interaction feature within platform that would assist existing users to discover new content and share their common interests by socially connecting with like minded audiences, friends or interest groups of their choice.

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| <p>Challenges</p> <p>What are the problems that need to be solved? What are the obstacles that need to be overcome?</p> | | | |
| <p>Problems</p> <ul style="list-style-type: none"> → Reduce friction when signing up → Need to help users understand what's happening for them → Increase engagement with audiences on the platform → Limited user controls for online storefront | <p>Obstacles</p> <ul style="list-style-type: none"> → Migration of angular code base to new react native code base → Small team with limited development help → Privacy concerns with introduction of social feature → Trust concerns with social media platform | | |
| <p>Aspirations</p> <p>What are the ideal desired outcomes of the project? What needs to be achieved?</p> | <p>Focus Areas</p> <p>What is the scope of the strategy? What will be focussed on for the most impact?</p> | <p>Guiding Principles</p> <p>How will the challenges be overcome? What specific mantras will guide the project?</p> | <p>Activities</p> <p>What types of activities solve the problems? What capabilities achieve aspirations?</p> |
| <ul style="list-style-type: none"> → Create a transformational social impact by bridging the communication gap between existing app users → Increase app user retention rate → To become a feature rich app and one stop destination for users looking to engage an audience and make money → Increased popularity and visibility of iOS app → Increased personalisation and user control | <ul style="list-style-type: none"> → Users and personas identified based on research findings → User scenarios (Personas have a different need and use case of a social feature) → Product features which will be added as part of social integration → Information Architecture (Adding features to the existing content structure) → Key user flows (Holospace creation, onboarding, community development, and e-commerce experience) → UI Patterns (New Atomic Ogranisims) | <ul style="list-style-type: none"> → Simple and visually consistent design : Clean and intuitive looking interface which should be an extension of existing app design; familiarity suggests of ease of use and allows for quicker development. → Foster uplifting content: Microcopy should remind the the use and need of social interaction; inform user about updated privacy and user control. → Create an engaging experience: Empathise with issues at every stage of product feature development, that will help people strengthen their relationship through music. | <ul style="list-style-type: none"> → User research → App product map → User flows → Wireframing → Low fidelity prototyping → UI Kit → High fidelity prototyping → Usability testing → Priority revisions |
| | | <p>KPI (Measurements)</p> <p>What types of measurements will be employed? What metrics will be used to gauge success?</p> | |
| | | <ul style="list-style-type: none"> → Better task completion rate (Usability testing) → Positive user feedback → Increase in existing app user satisfaction → Frequency of use of social features → Increase in app downloads | |