

CHATTERBEE

Stay Connected



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CHATTERBEE is a mobile app that makes staying connected with friends and family around the world simple, by eliminating the headache of working around different time zones and busy schedules.

"I wish I could talk to my friends and family more often but our schedules never align."

"I used to talk to my mom every day until I moved. Now we phone-tag each other for at least a week before we can have a conversation."

PROBLEM STATEMENT

User testing has shown that people are having a difficult time keeping in contact with friends and family across time zones. Due to their busy schedules and time differences those interviewed showed a positive correlation between their time differences, busy schedules and losing touch with people they care about. The most common reason given was that busy schedules and time differences make it very difficult to be able to call someone at the right time for a conversation. This has shown to cause the subjects to drift apart.



INTERVIEWS AND SURVEYS



KEY FINDINGS

The majority of people know someone in a different time zone .

When talking with close friends and family people prefer meaningful face to face conversations as opposed to text messaging.

People prefer to talk on the phone, not on a computer.

Most people use text or social media to figure out what time works for both parties for to talk. This usually takes a while and is not convenient.

NEEDS AND WANTS

Shared points of frustration

People are frustrated by the amount of time and effort it takes to plan a call with their close friends and family. This creates the desire for a simple solution that doesn't require tireless effort.





PERSONAS





PERSONA

Amelia Palmer

Age: 30

Occupation: Marketing Manager

Location: New York

“I wish I could talk to my friends and family more often but our schedules never align.”

Amelia works as a Marketing Manager at an Ad Agency in New York. Five years ago she left her friends and family in San Francisco and moved to New York for a job opportunity. About a year ago Amelia traveled to Australia for work and met some great people who she continues to stay in touch with. Amelia would love to talk to her friends and family more often but she is having a hard time staying connected with everyone due to multiple time differences.



PERSONA

Behaviors & Habits

- Prefers to talk to people face-to-face as opposed to a phone call.
- Tries to connect with family at least once a week.
- Prefers long meaningful conversations rather than short updates.
- Uses her phone to connect with people not her computer.

Frustrations

- Misses her family and would like to talk to them more often.
- Has a hard time planning a call with friends and family. Because of the time difference, either she or the person she is trying to contact is usually unavailable.
- Has an even harder time figuring out times for a group call to talk to a group of friends.

Goals









- Would like to be able to easily schedule a call between herself and another person.
- Would like to be able to easily schedule a group call with friends.



PRODUCT MANAGEMENT

COMPETITIVE ANALYSIS

General Features

App	Intuitive Interface/ Ease of Use	Audio Call	Video Call	Messenger	Group Chat	Group Call	Calendar	Notifications	Camera Filters	Stickers/ Doodles
 Viber	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	Yes
 Skype	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
 Facebook	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	No
 GroupMe	Yes	No	No	Yes	Yes	No	No	Yes	No	Yes
 JustTalk	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes
 Google	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
 WhatsApp	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No
 Facetime	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No

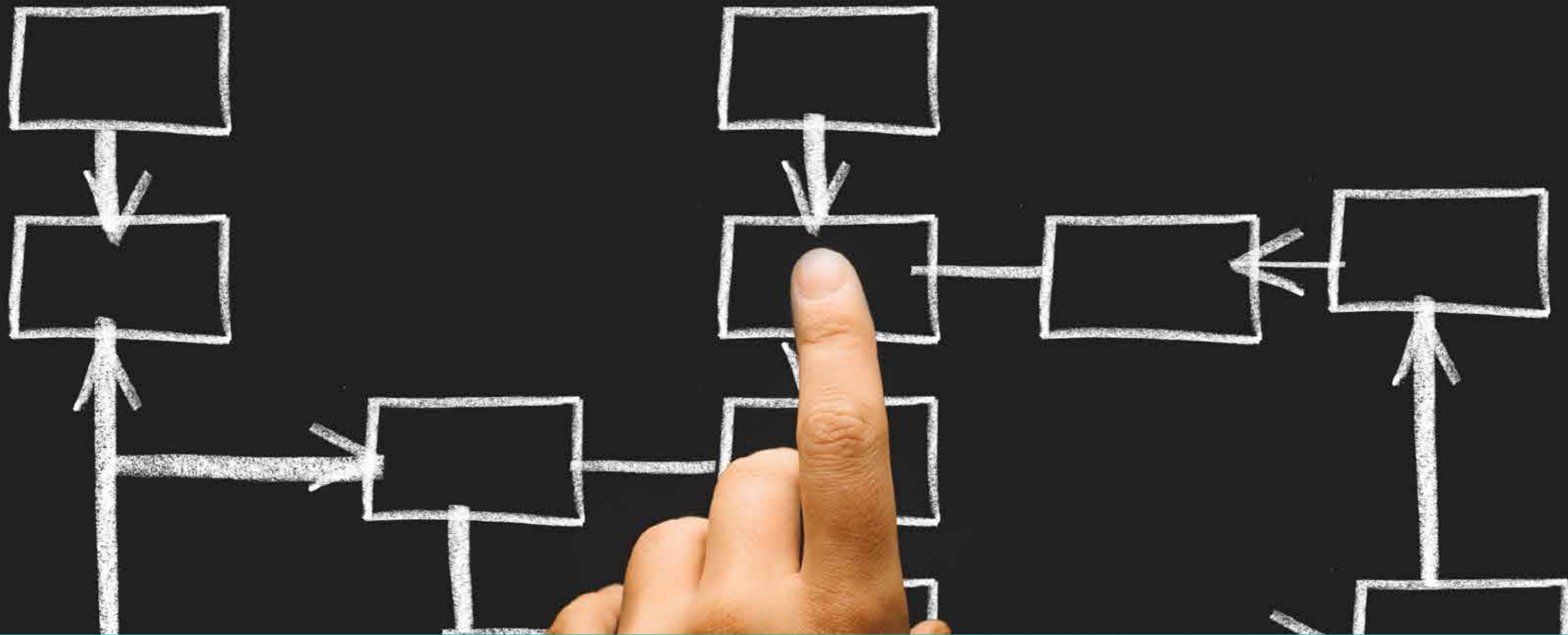
COMPETITIVE INSIGHTS

I chose eight of the major communication apps that perform similar function to Chatterbee. Some of these apps I found on my own while others were recommended by the people I interviewed. All of the interviewees stated that the main challenge with staying connected with distant friends and family is the time difference.

During my research I found out that people prefer video chat to audio chat. There also seems to be a lot of interest around camera filters, stickers and screen doodles.

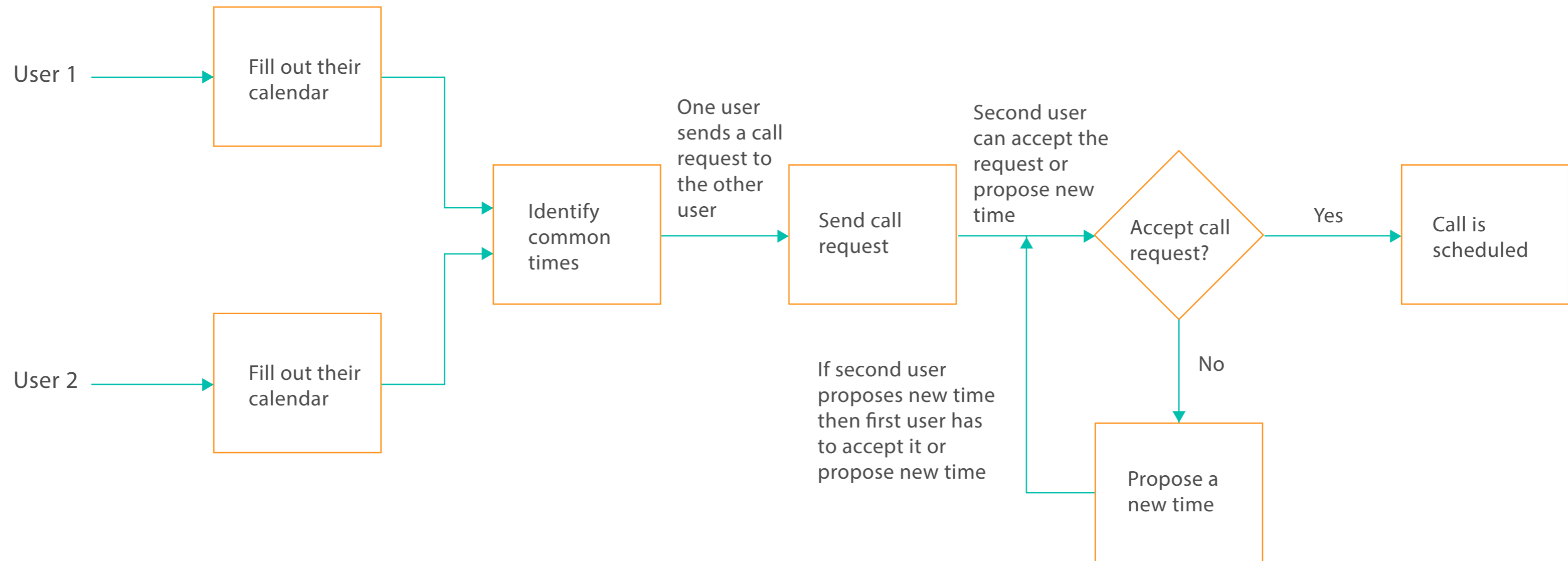
Additional Interesting Features

1. Working with Siri
2. Social aspect that allows users to follow public accounts
3. Letting the user know if people in their contacts list are using the app or not and there is always a way to invite new users to use the app
4. Creating a web link that can be sent out to friends who don't have the app installed so they can still chat with the user even without having the app
5. Scanning a friend's QR code to connect
6. Group video chat feature
7. Quick sending voice and video messages
8. Fun filters and stickers

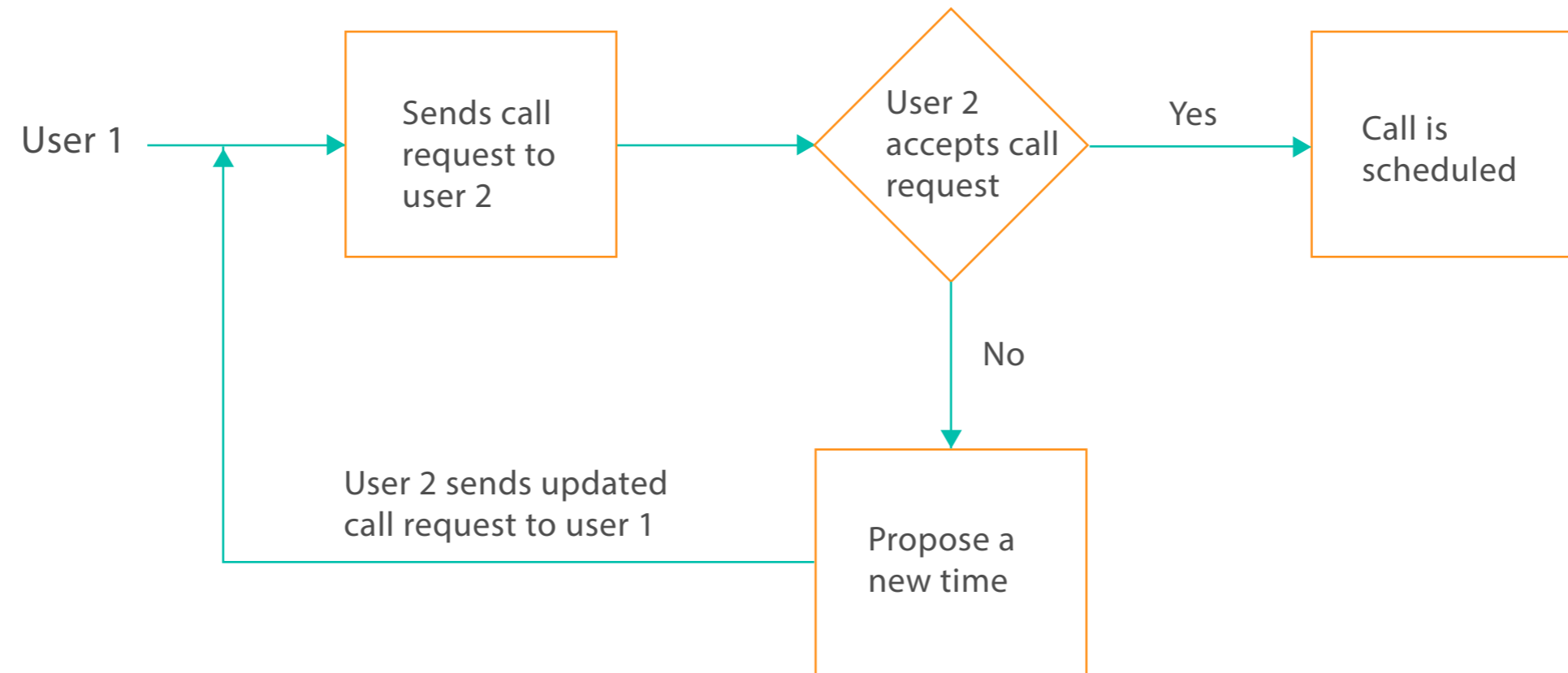


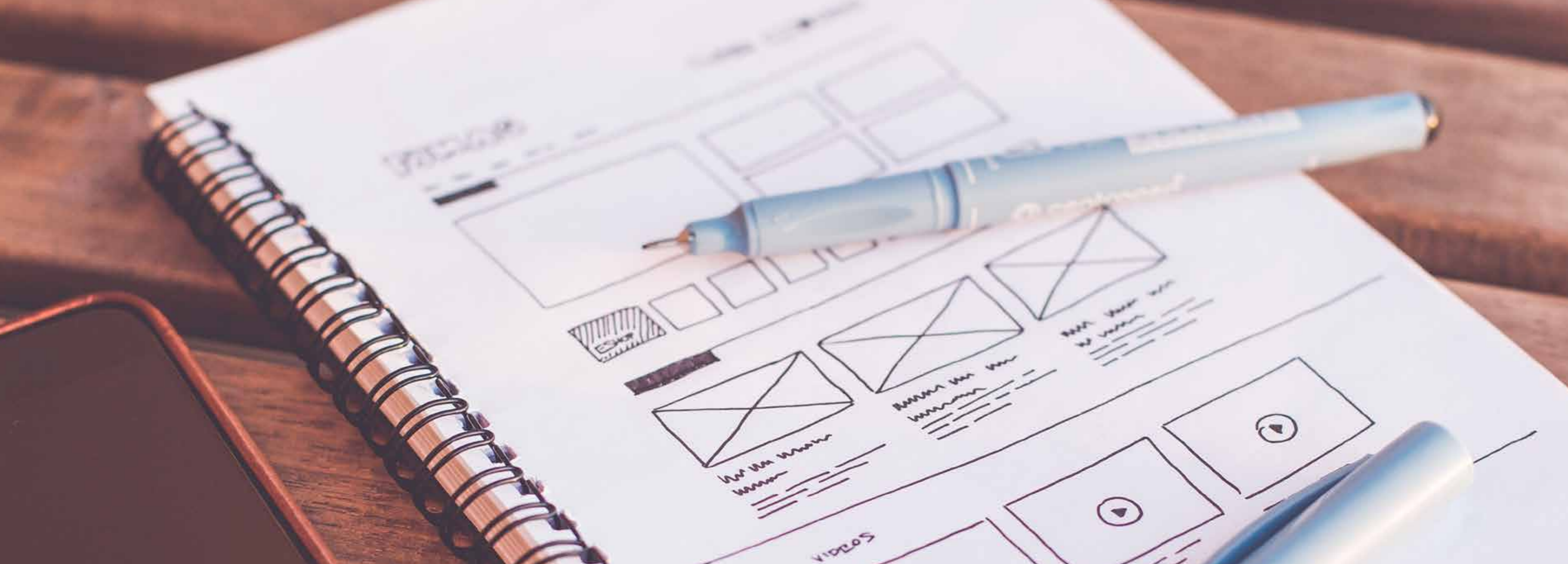
USERFLOWS

1ST ATTEMPT



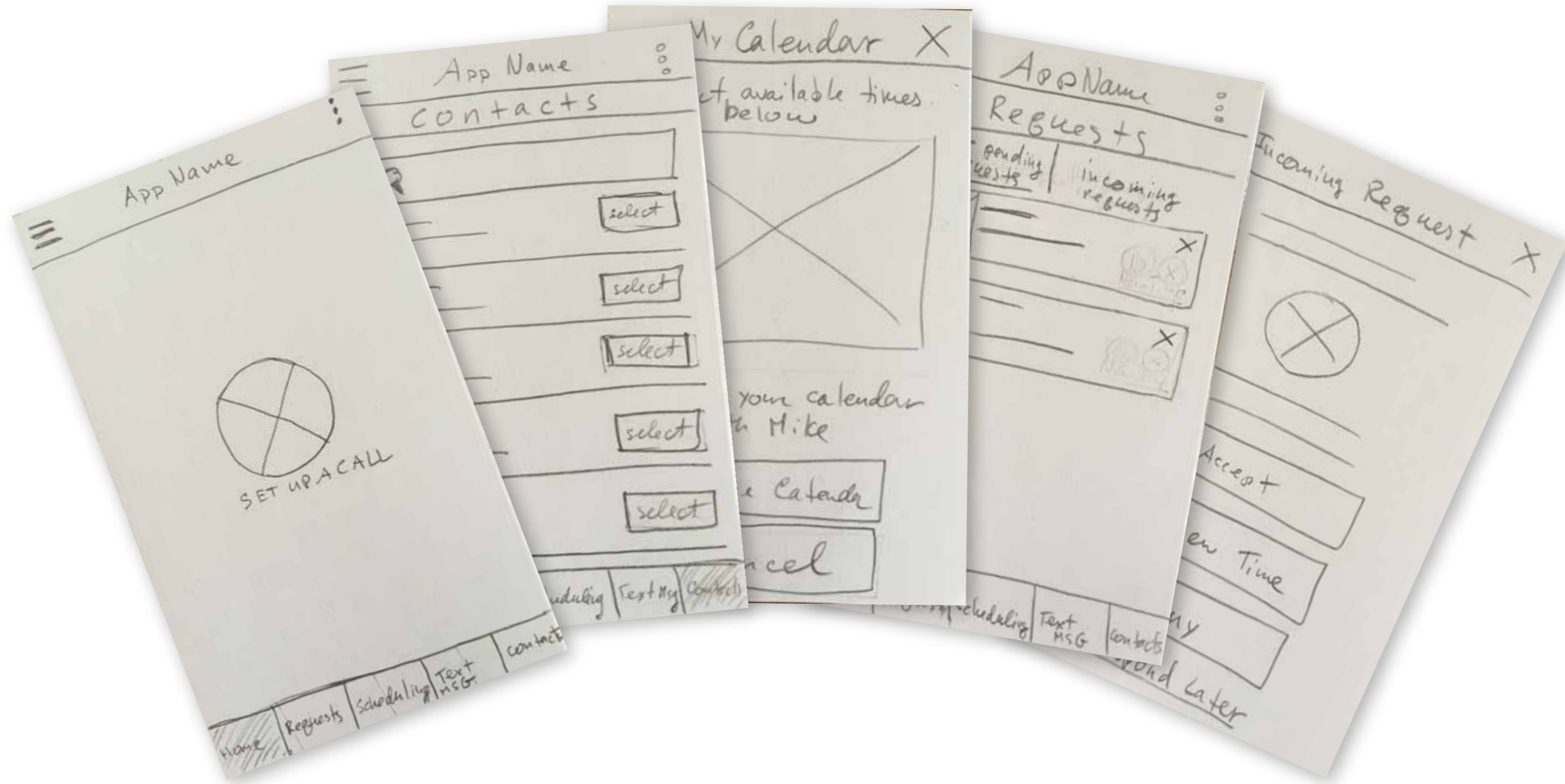
THE REVISION



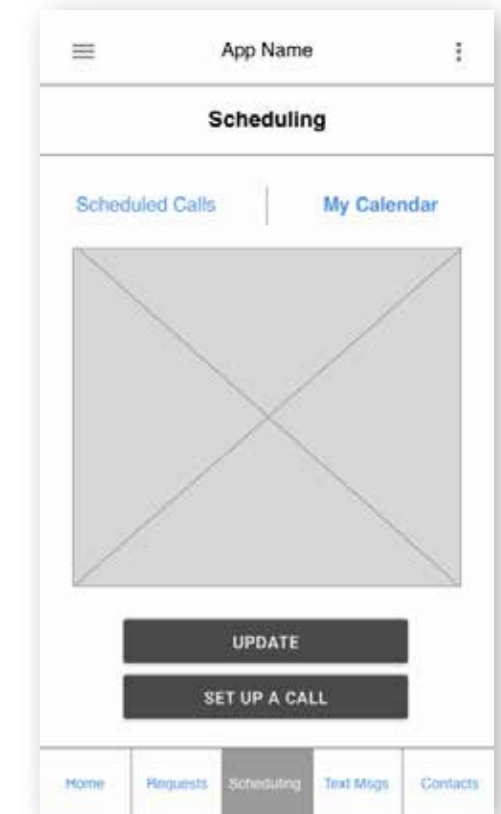
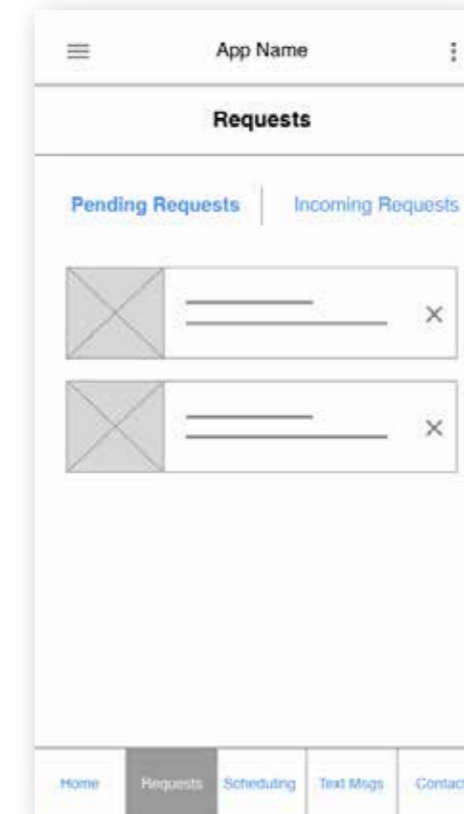
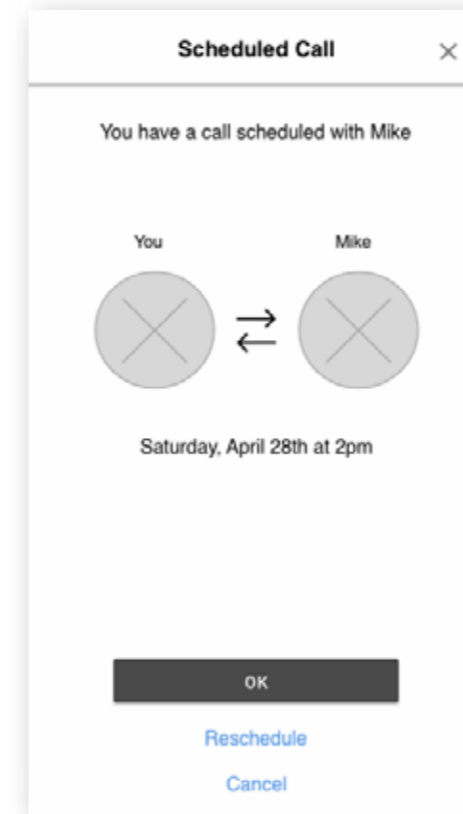
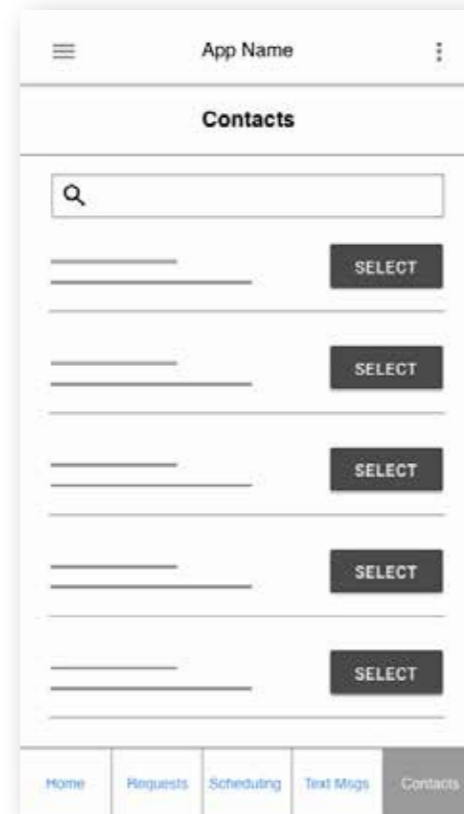
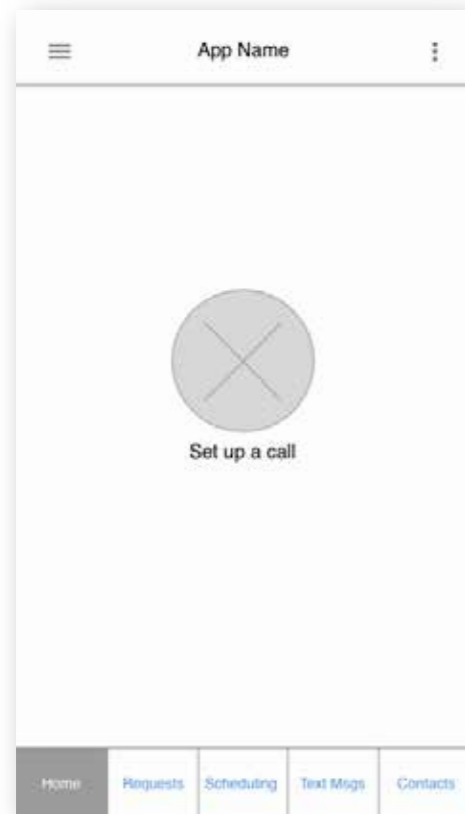


WIREFRAMES & USER TESTING

PAPER PROTOTYPE



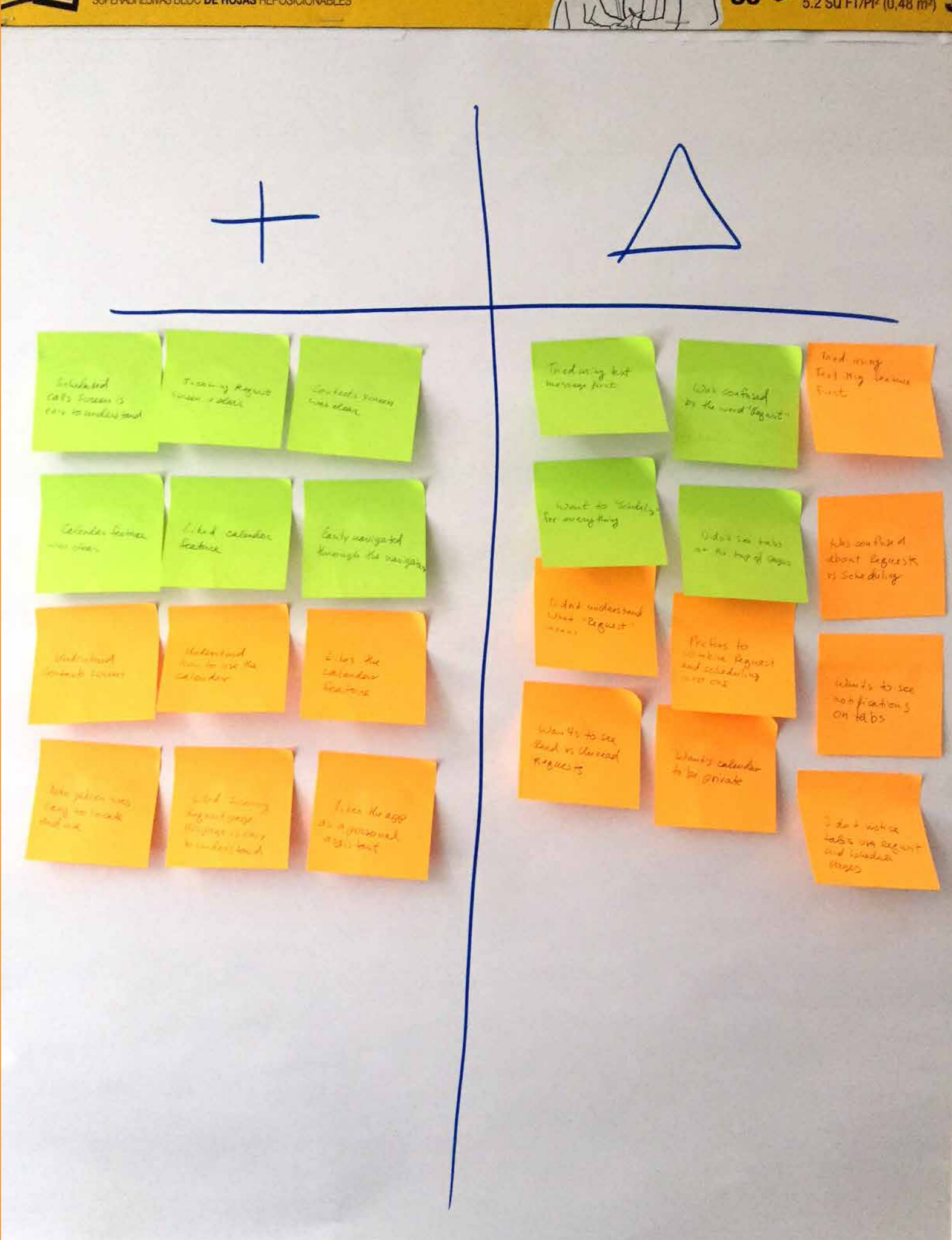
WIREFRAMES



USER TESTING

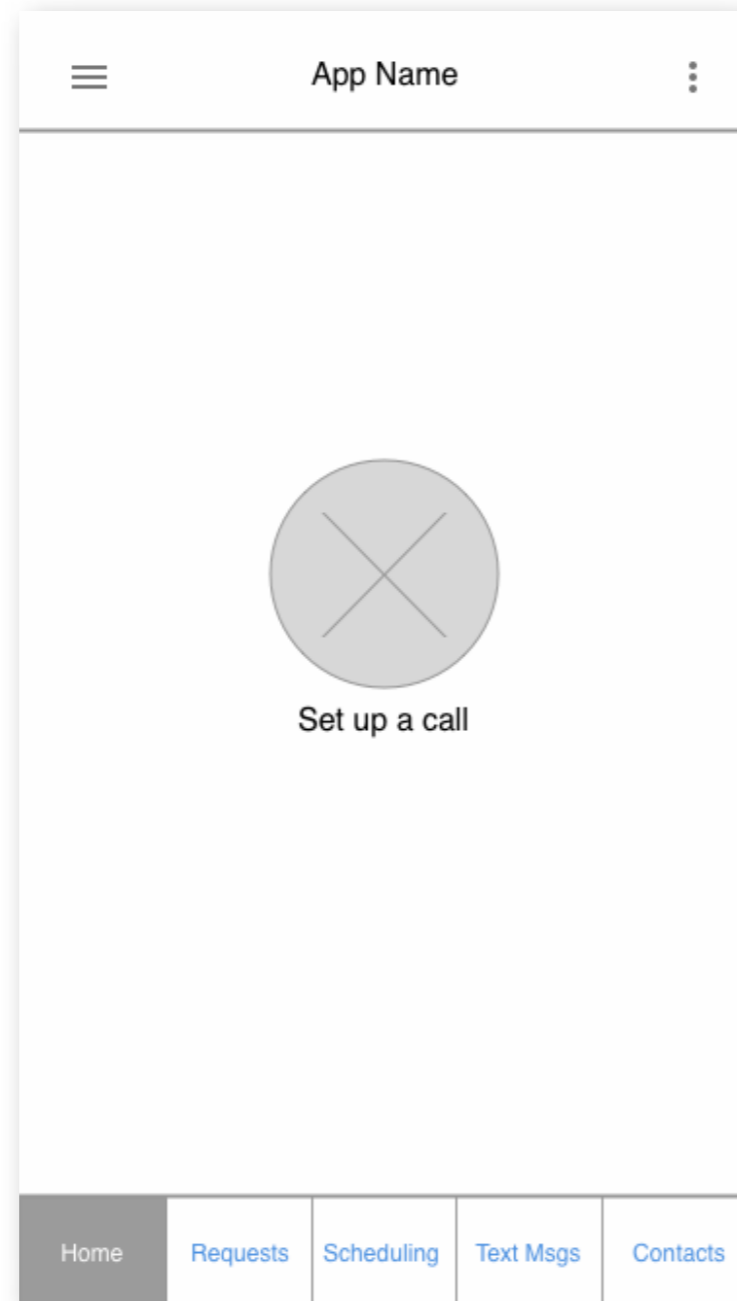
Discovery

Users were mostly confused about request vs. scheduling features. They assumed that the two were the same thing and didn't know to go to the Requests tab to check on the status of unscheduled calls. Users were also confused about the calendar feature under the Scheduling tab. This was mostly due to the location of the calendar.

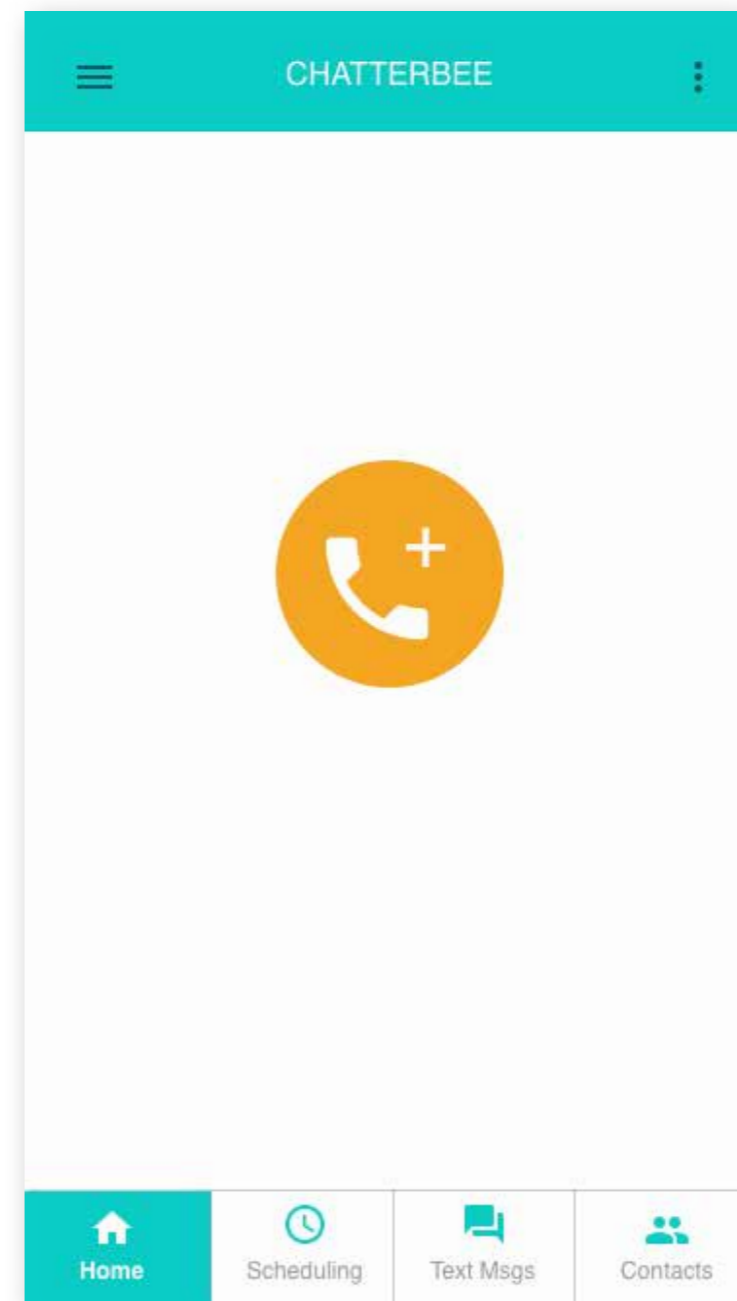


HOME SCREEN

BEFORE

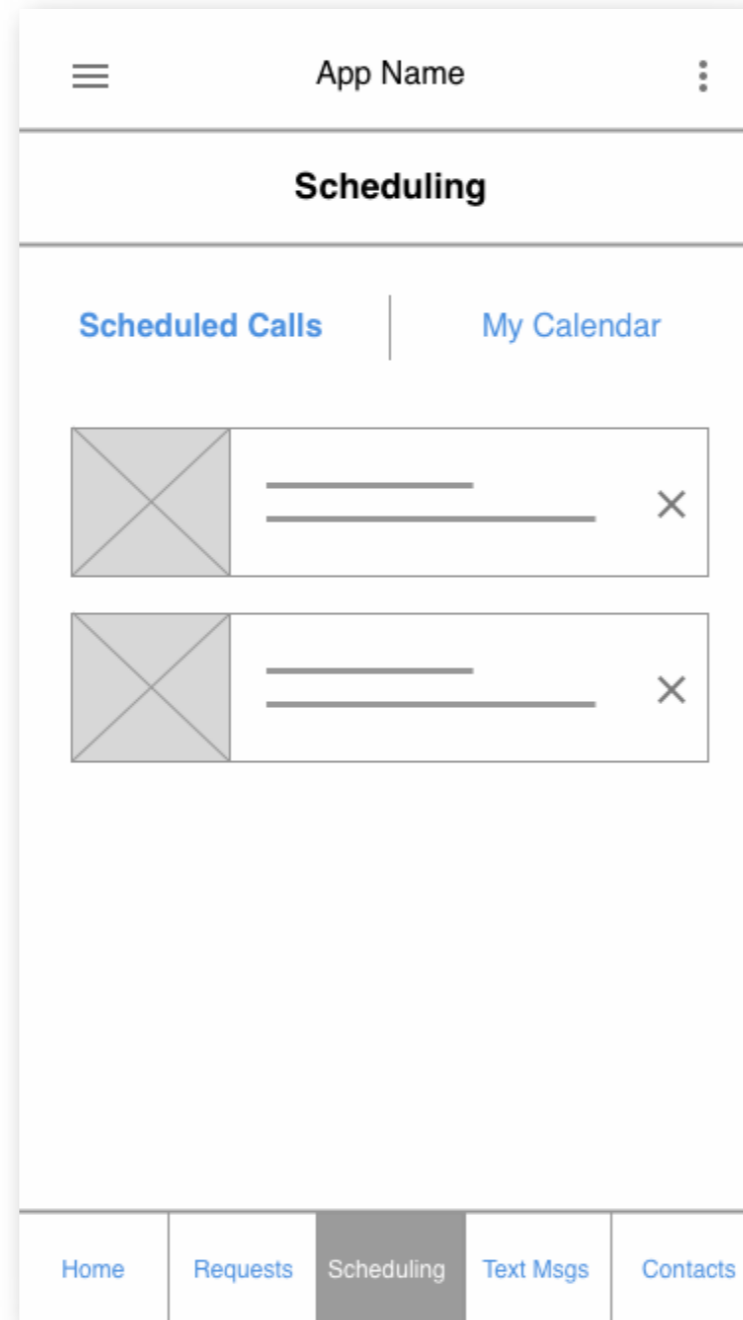
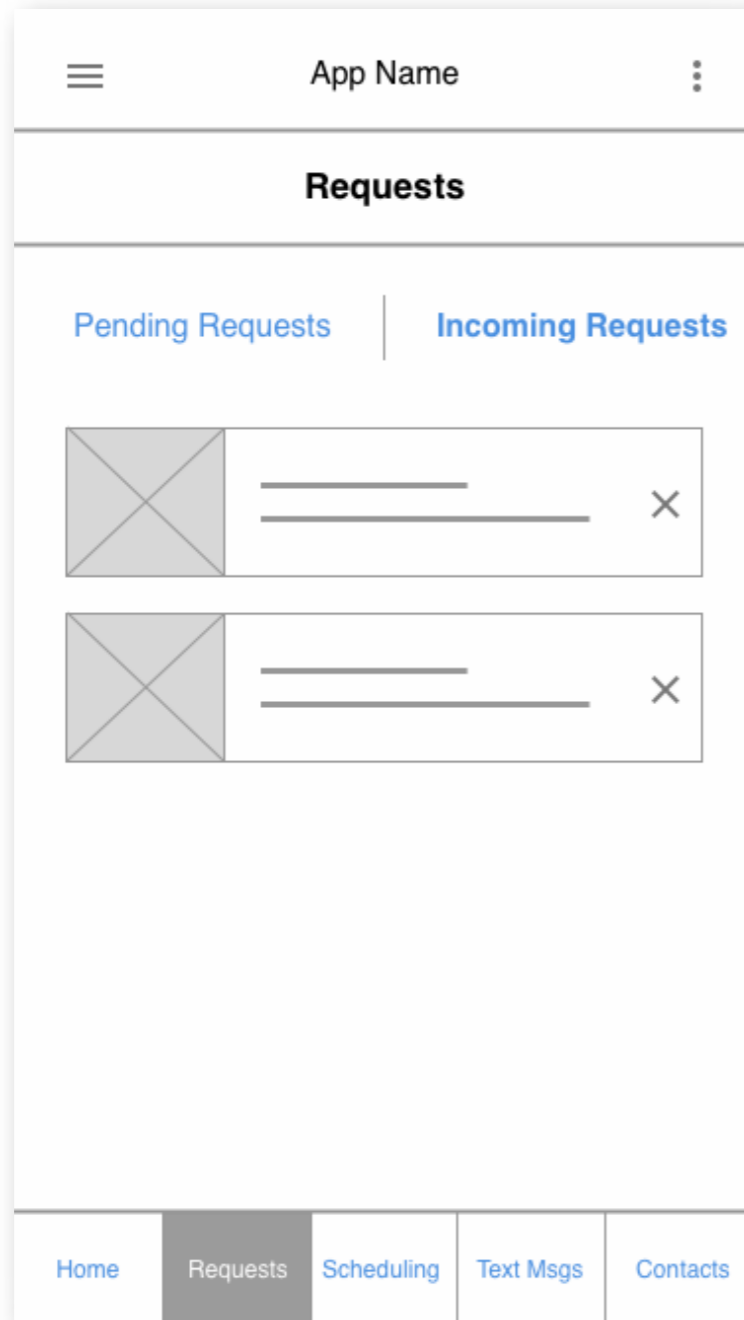


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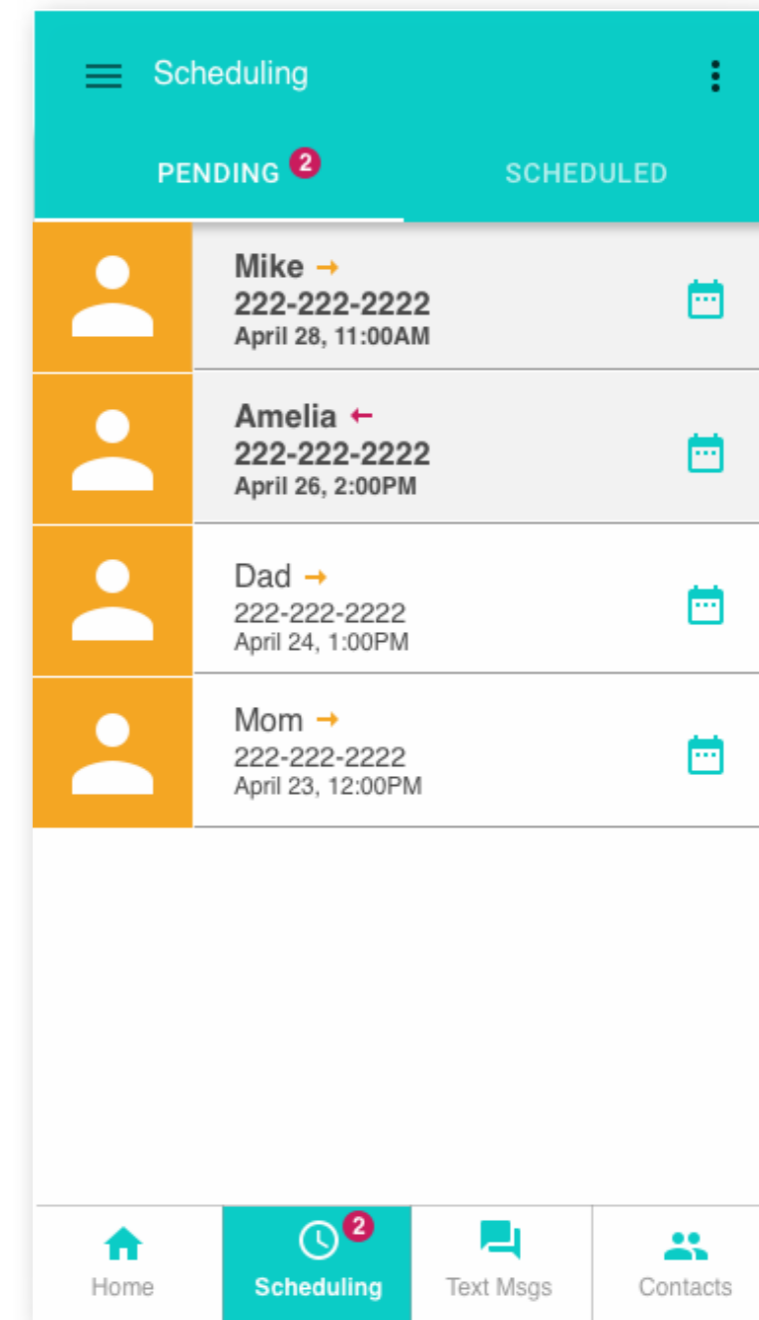


SCHEDULING SCREEN

BEFORE



AFTER





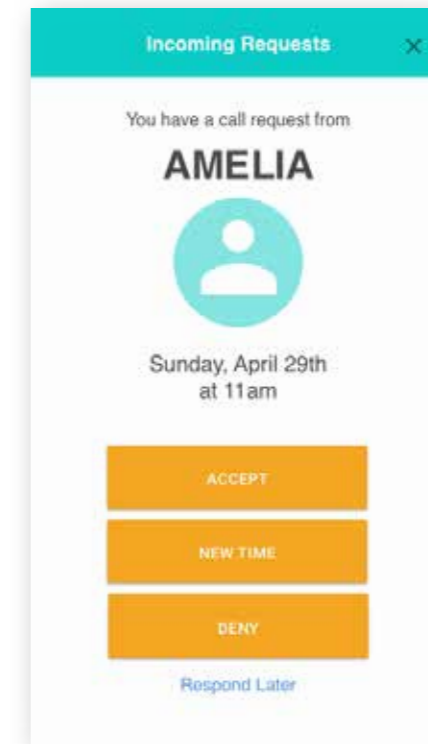
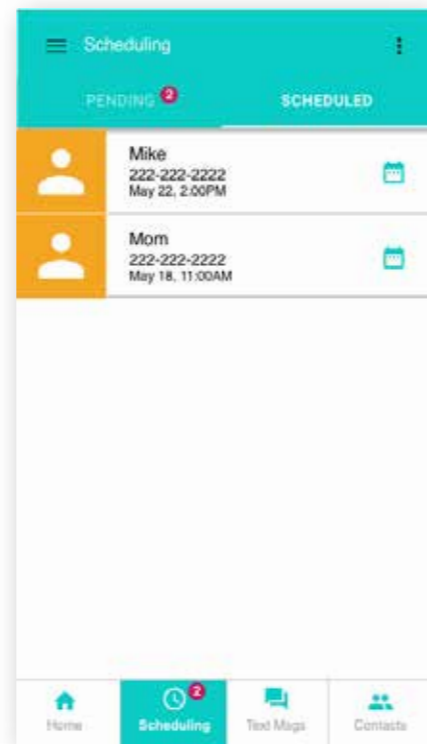
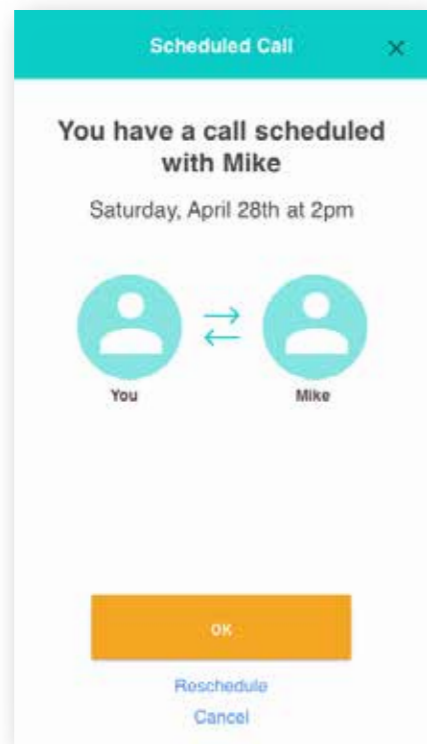
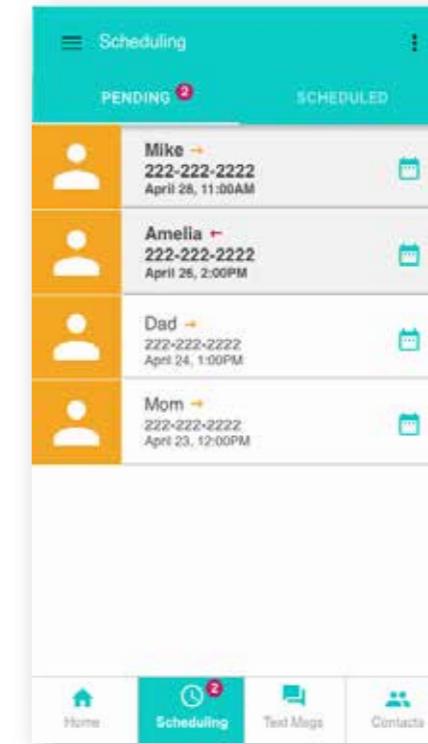
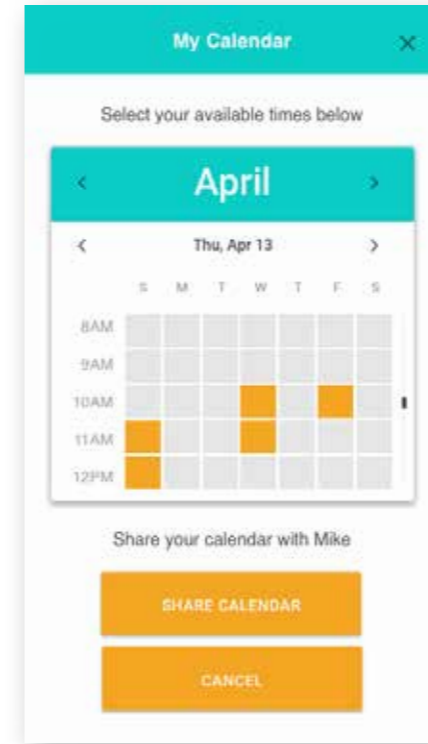
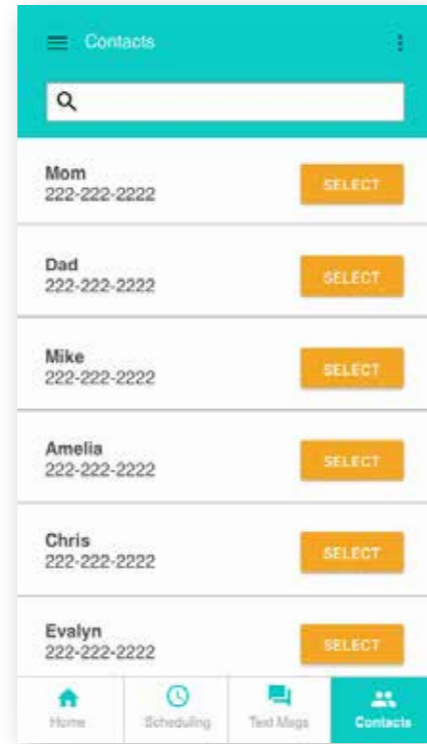
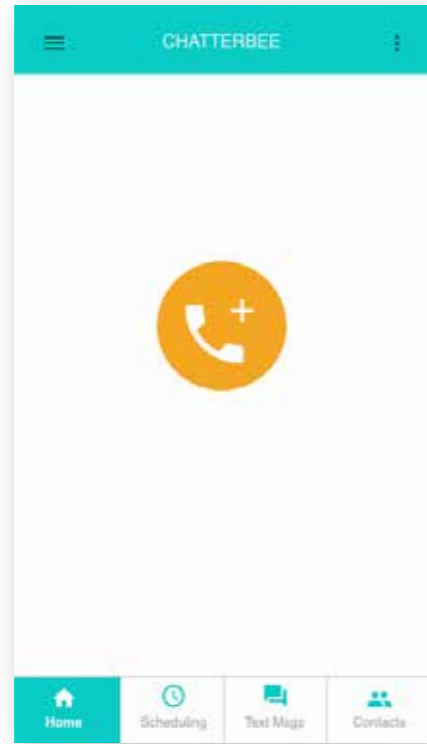
KEY INSIGHTS

WHAT I LEARNED

At the beginning of the project I thought that I had identified the correct solution without having to go through the effort of research. I was confident that after interviewing end users they would come up with the same conclusion.

I learned that my idea of the best solution is not necessarily the right one for everyone else. I ended up revising my prototype a number of times before I finally came up with something that the end users were able to use seamlessly while accomplishing the goal of simplifying communication between timezones.

FINAL PROJECT



SECONDARY FEATURES

Features in the next release will include:

Group Video and Audio Chat

Push Notifications

Stickers and Camera Filters

THANK YOU!
