



Kindred: UX Case Study

Kellee Massey

Kindred

adjective kin·dred \ 'kin-drəd \

of a similar nature or character : **like** a *kindred* spirit

The idea for Kindred grew out of a conversation I had with a friend of mine.

She was frustrated with the lack of available verifiable resources within the Columbus Ohio community. As a non-binary transwoman, she often has to go to several places for resources that she needs, and has difficulty verifying that the information is valid.

Kindred hopes to help find a community that is supportive, educational, affirming, and social. A place to create connections with people like you. With Kindred, you can create and share with others as well as find resources that have been vetted by others within your community.

Persona

To start off, I created a persona of a potential Kindred user based off of conversation I had with Maggie, along with online research. This persona was something that I continually referenced throughout the process.

MJ



Age: 33
Work: Customer Advocate
Family: Dating
Location: Columbus, OH

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Needs

- A way to identify safe spaces in the city.
- An app that consolidates queer resources all in one place.
- An app where LGBTQ people and businesses can post resources.

Frustrations

- Hard to find these places because the information is scattered and not focused in one place.
- Columbus one or two listings, but not much else
- If traveling, its hard to find and validate information.

Bio

MJ is a non-binary transwoman who lives in Columbus, Ohio. She's active in her local community, and is currently working as a customer advocate for a large online prescription services company. As she continues to become more comfortable living her authentic life, she's continually looking for vetted resources and information in Columbus. She's generally frustrated with the availability of reliable information, and would like something that consolidates the information she needs in one place.

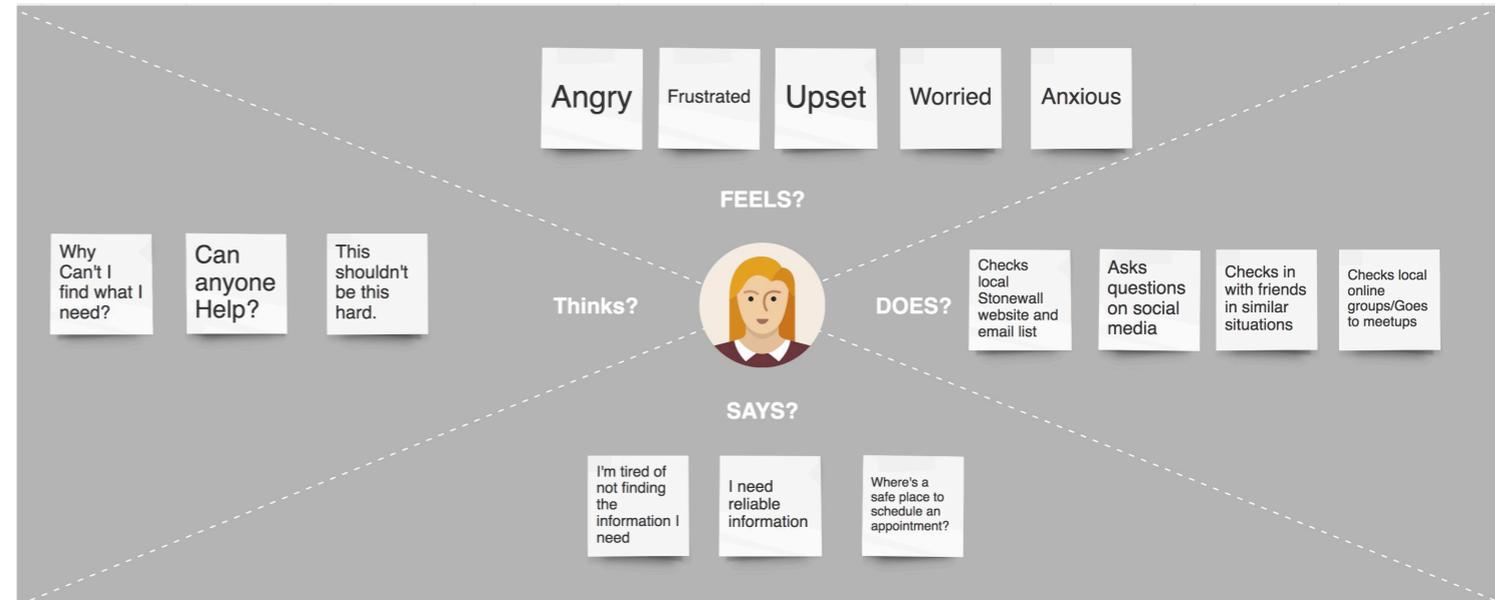
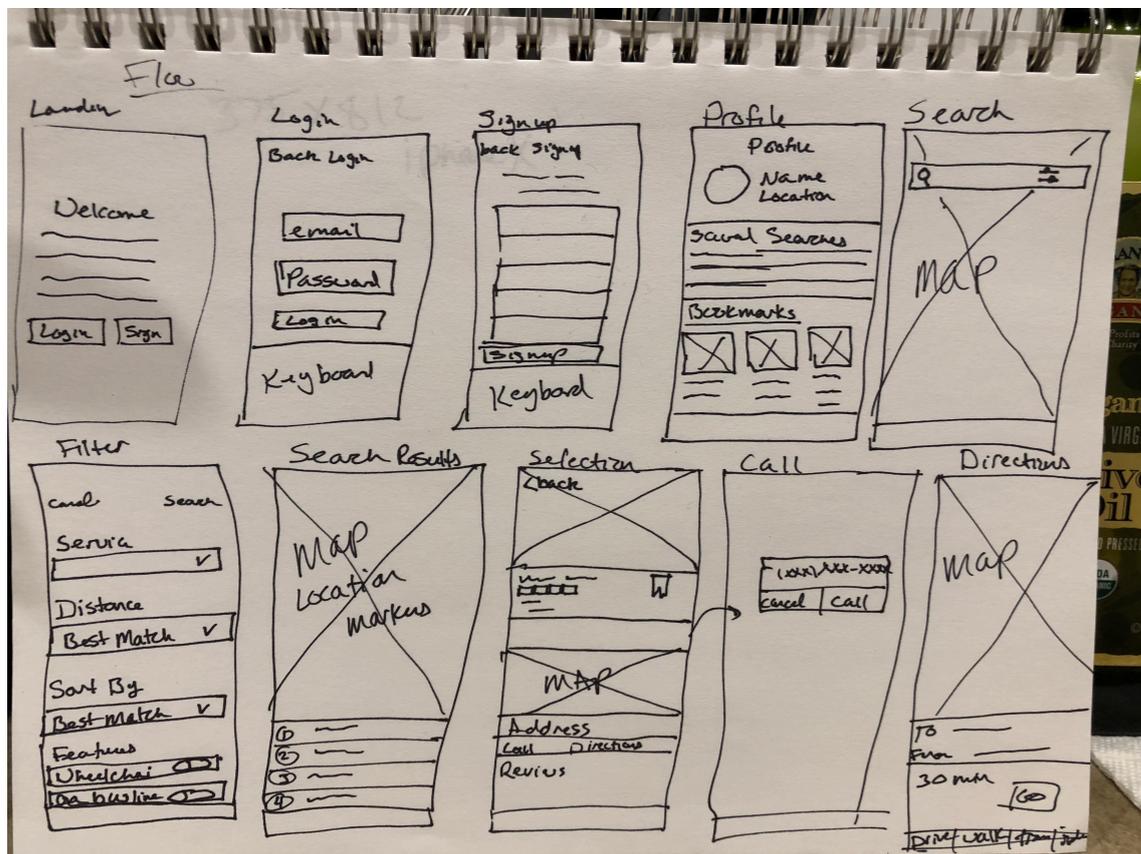
Job Stories

I used the Jobs to Be Done framework to explore the different ways that a user would use Kindred, and to understand their needs and desired outcomes. Each story contains a Situation, Motivation, and Outcome.

- 1) When I want to find a local resource to ask a few questions about my recent experiences, I want to have feedback available, so I can find verified information, allowing me to feel safe if I contact that resource.
- 2) When I am looking for a new doctor or some other service, I want to be able to know that it is a safe space for people like me. So that I'm not as anxious when I show up for the appointment.
- 3) When it's the holiday season, I want to be able to find locals to spend the holidays with, or even just chat with online, so that I don't feel quite so isolated when I can't be with my family and friends.

Ideating a Solution

Based off of the empathy map, I started with rough sketches to get an idea of how the app would take shape.



Prototyping and Validation

After doing some quick sketches, I started working on wireframes and a clickable prototype in Sketch. Once I had a working prototype, I did user testing with five people, using scenarios based off of the job stories. Feedback from the round of user testing prompted me to make the following changes.

1) Have a clearer definition of what the app is for.

When I initially mocked up a prototype, it was fairly generic feeling. To address this, I finally gave the app a name, added a few images, perhaps most importantly, added a screen after log in and registration that laid out the app's purpose.

Prototyping and Validation

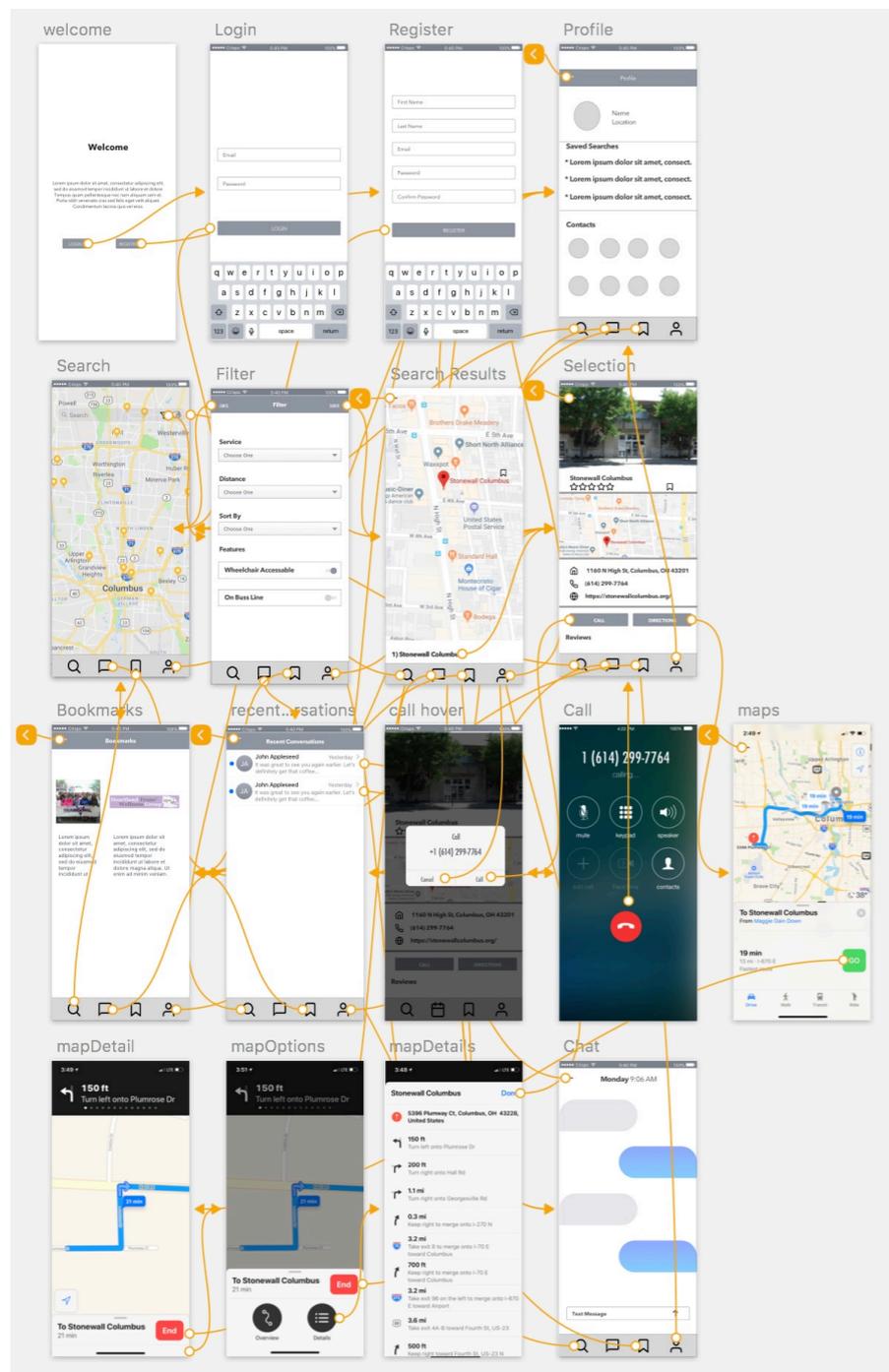
2) Have a clearer implementation of the chat feature.

The original implementation felt a little clunky. It was unclear on how to start an individual message to your contacts, and where the messages icon would take you. These issues were addressed by adding a screen that allows you to send a message directly from a contact's profile, and the addition of text along with the icons in the menu.

3) Clearing up various interface issues

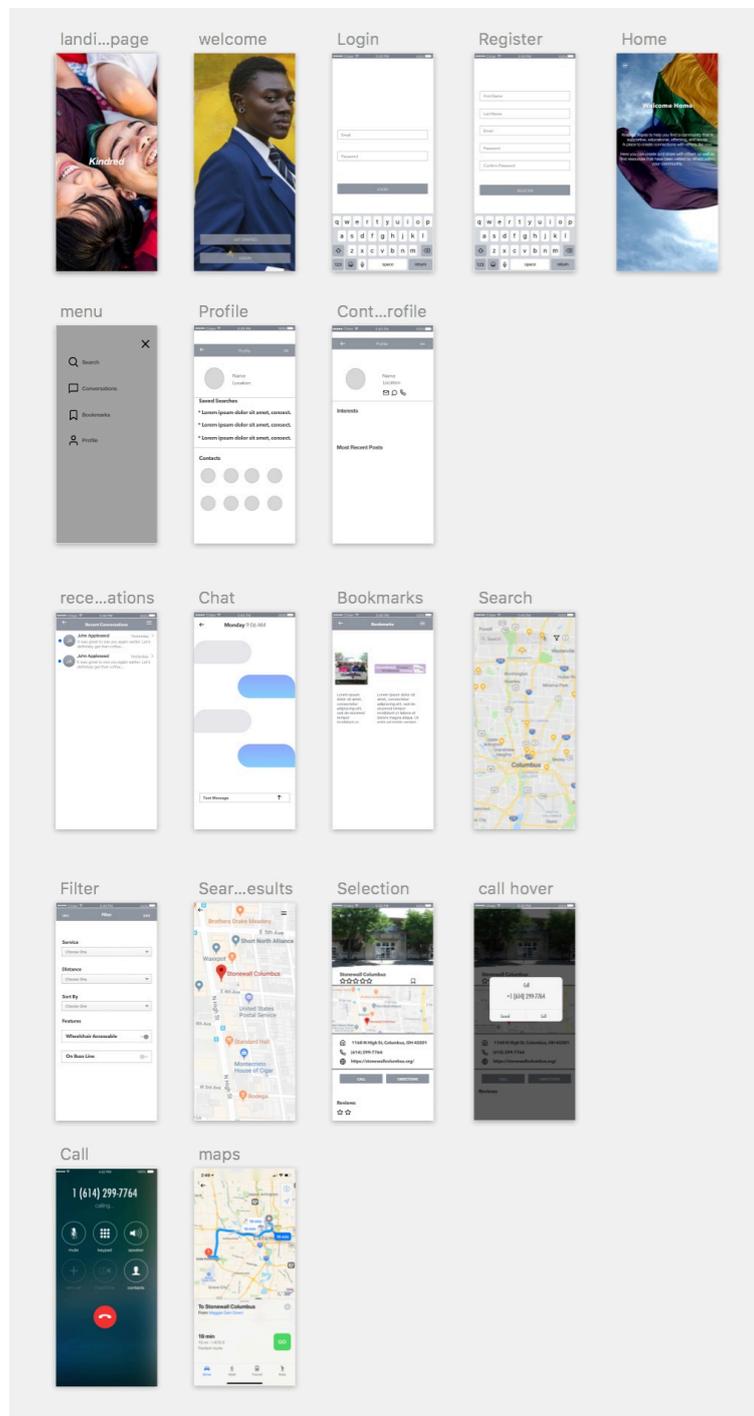
Based off of feedback received, I made changes the search screens, moved the icon bar at the bottom of each screen to a hamburger menu, and adjusted the clickable areas on the screen.

Initial Sketch Screens and Prototype



<https://sketch.cloud/s/RyAW2/all/page-1/welcome/play>

Final Sketch Screens and Prototype



<https://sketch.cloud/s/x0EA0/all/page-1/landing-page/play>

Takeaways

Overall, I'm happy with the progress the project has made. While I still have things I'll be fleshing out and iterating on.

Things I've learned:

- Everything always takes longer than you think it will.
- It's easy to continually add things to a concept that in the end, causes more bloat than use.
- Save, save, save. Even when you think you've saved your files, check again.
- Test early and often.