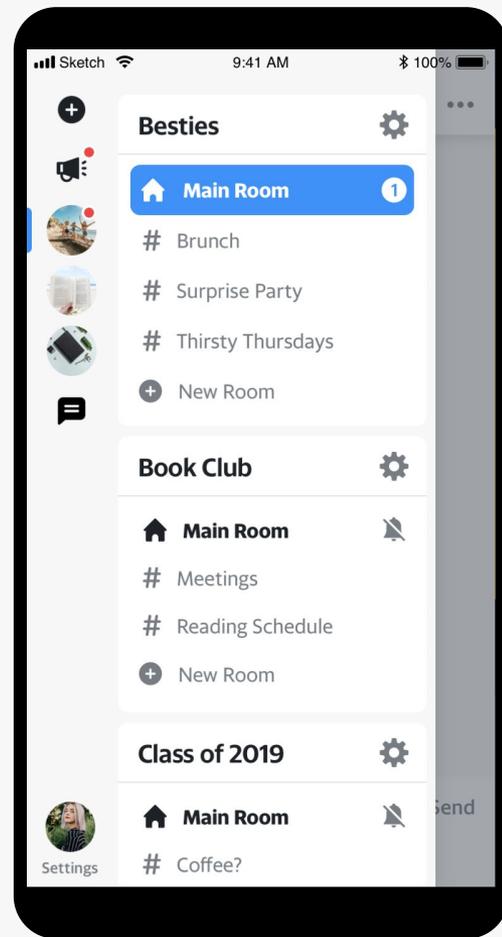


Yahoo Together

Yahoo's group messaging app

Platforms: iOS and Android

My roles: Product design, UI/UX, illustration



Case Study

Yahoo sees an opportunity in the group messaging space

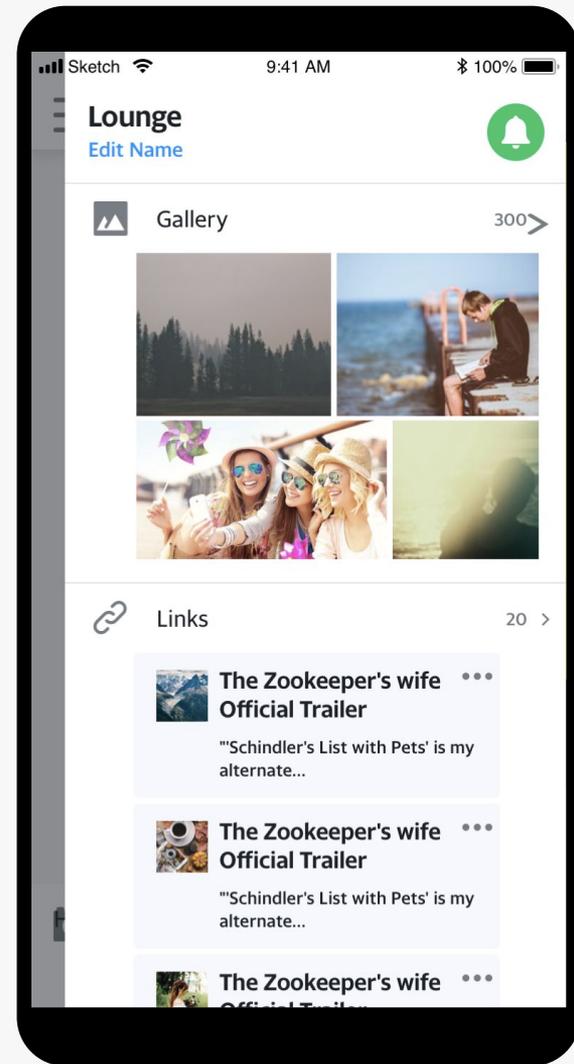
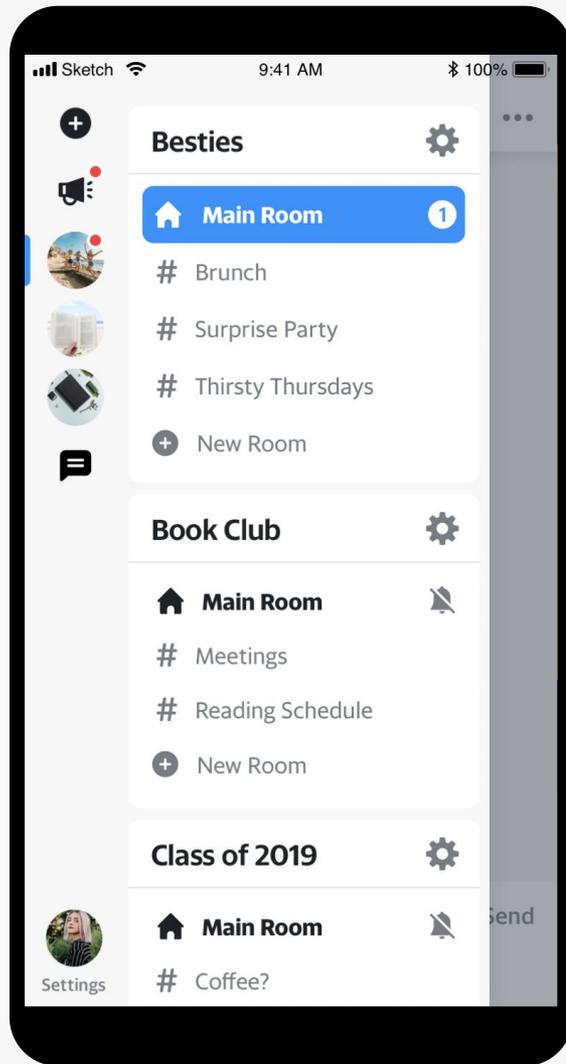
Yahoo sees the opportunity in building a group messaging app that focuses on consumer productivity. Almost all consumer messaging apps have one thing in common, that is their linear messaging format. A linear messaging format is great for 1:1 conversations, but not so efficient for a group messaging experience as conversations can lose focus easily and sometimes attachments might be difficult to find as they get buried in a conversation.

To deal with the pain points above, our team's initial goal is to build a messaging app to help groups organize and get more things done together.

When I first joined the team, the app resembled Slack closely.

Screens of Yahoo Together

When I first joined the team, the app resembled Slack closely.



Design Challenge #1

How might we differentiate ourselves from other competitors and bring true values to our users?

Strategy

Focus on a specific target audience: intimate groups with recurring events

There are a lot of opportunities when it comes to group event organization. For example, how do we streamline the process of organizing group events, collect feedback from participants, and make sure all participants are aware of important event information.



Strategy

Intimate groups with recurring events

If done correctly, users belong to an intimate group will have a natural incentive to use the app to organize future events.

Since close groups also tend to share the same beliefs and hobbies, they will greatly benefit from a topical conversation as they often need to dive deep in certain topics.



Strategy

Identify the Core Promoter

After my proposal to focus on intimate groups with recurring events, I proceeded to identify the Core Promoters of our app. A Core Promoter is the type of users who will happily recommend the app to others if they're satisfied with its service and performance.

For Yahoo Together, I've identified the Key Promoter to be the Event Organizer in a group.



Hi, I'm new!

Please teach me how to make the most out of the app and create my own groups!



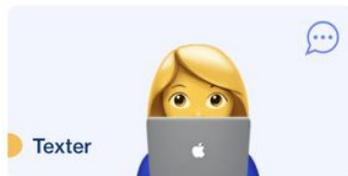
NEW USERS

Learning, need guidance

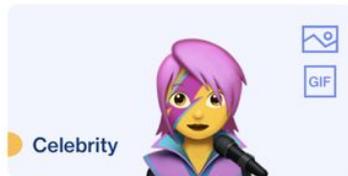


LURKERS

Minimal interactions



Texter



Celebrity



Joker



Artist

MEMBERS

Each has a unique way to communicate

Hey there, I'm hosting a dinner party!

Please help me coordinate a smooth event so that I can concentrate on preparation instead of messaging people about the event details!



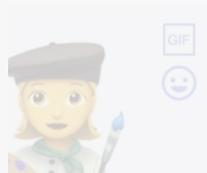
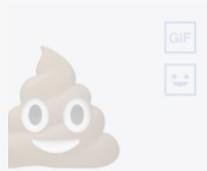
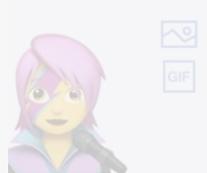
ORGANIZER

Coordinate, host, and plan events

Strategy

Help Event Organizers succeed

A great group dynamic usually involves a strong Event Planner, who initiates plans and get people to participate. By providing an Event Planner the tools they need to handle all the frictions during the event process, the Event Planner will have great incentive to invite their family and friends to use the app when they plan for the next event.



MEMBERS

The way to communicate

Hey there, I'm hosting a dinner party!

Please help me coordinate a smooth event so that I can concentrate on preparation instead of messaging people about the event details!



ORGANIZER

Coordinate, host, and plan events

Result

As a result, the team came up with a series of event organization tools to cover each touch point of the event hosting workflow.



1



'AHA!'

The initial thought of planning something

2



PLAN

Research, compare options

3



INVITE

Announce event and invite group members

4



CONFIRM

Depending on the response, decide rather or not to host an event

5



COORDINATE

Message attendees about event details

6



REMIND

Remind to make sure attendees are aware of important details

7



EVENT

Remind attendees about event details

8



RECAP

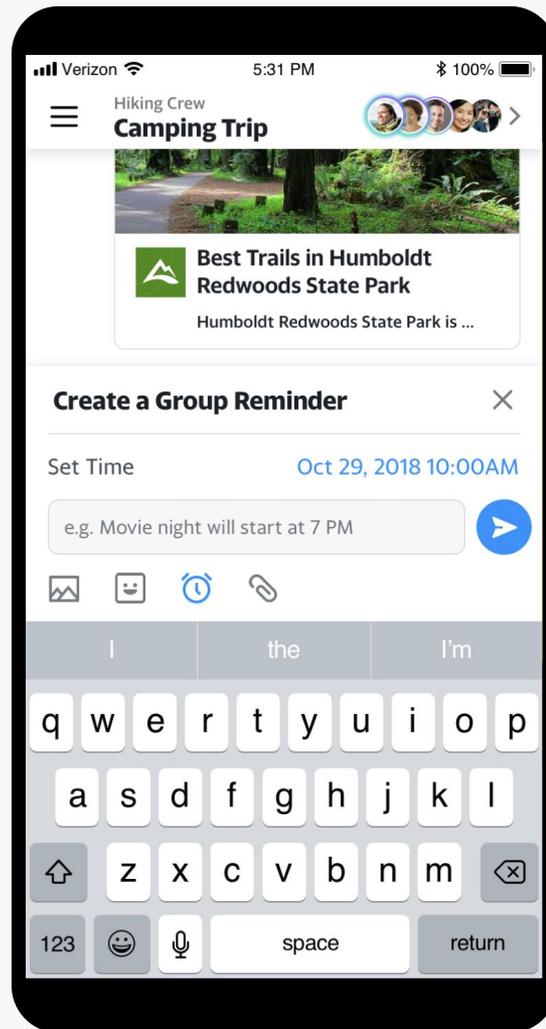
Share photos and memories

Solution

Smart in-line reminder

Smart In-line reminder is one of the event creation tools I proposed to solve two of the major frictions in an Event Organizer's workflow, and they are:

- People's forgetfulness
- Event organizer having to repeatedly message participants about event details



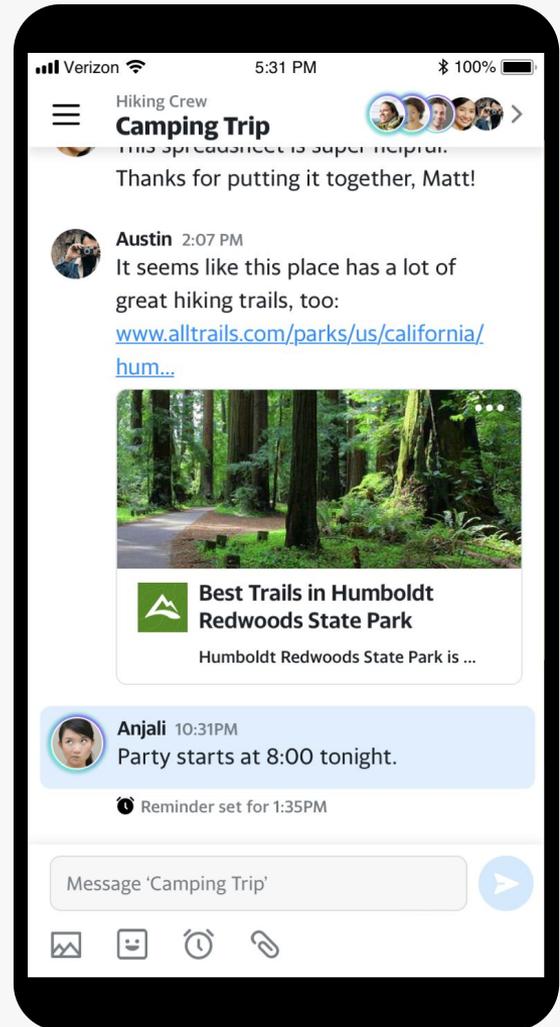
Solution

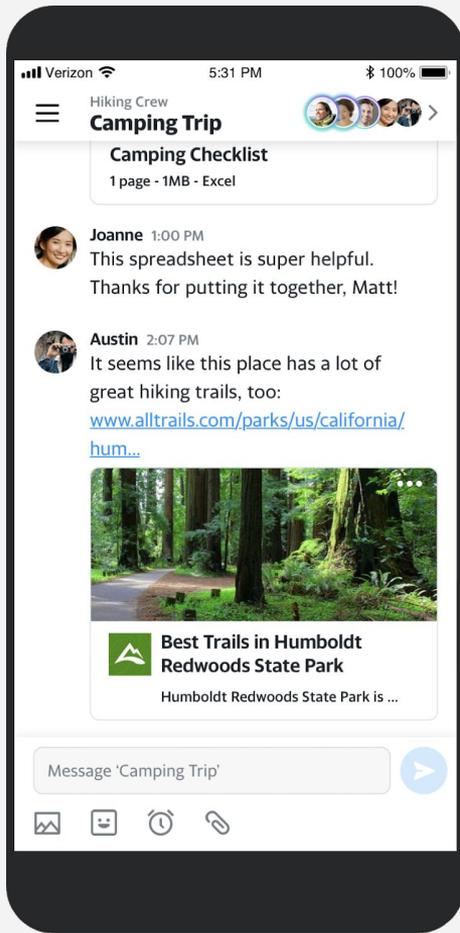
How it works

Smart In-line Reminder

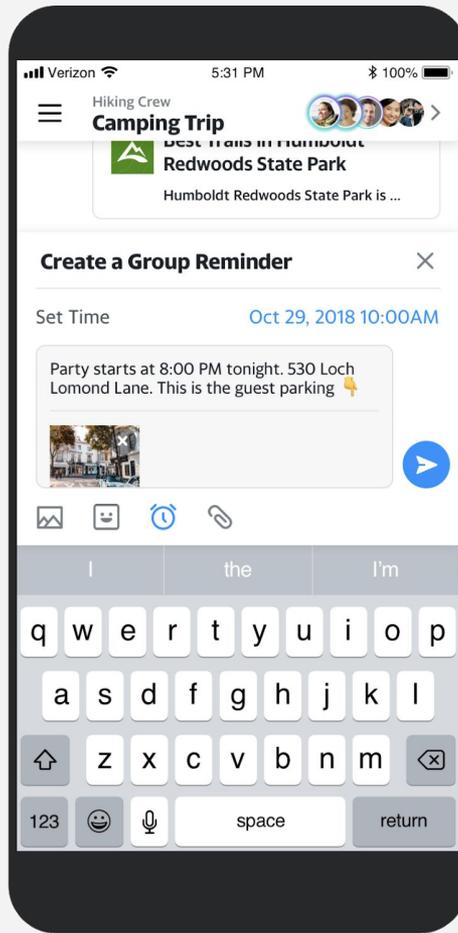
After composing a message, the user taps on the 'clock' icon in the compose bar to create a reminder associates with the message.

After sending the message, the message will reappear in the chat when the time is up. By doing so, the sender will not need to repeat themselves by messaging the group over and over again.

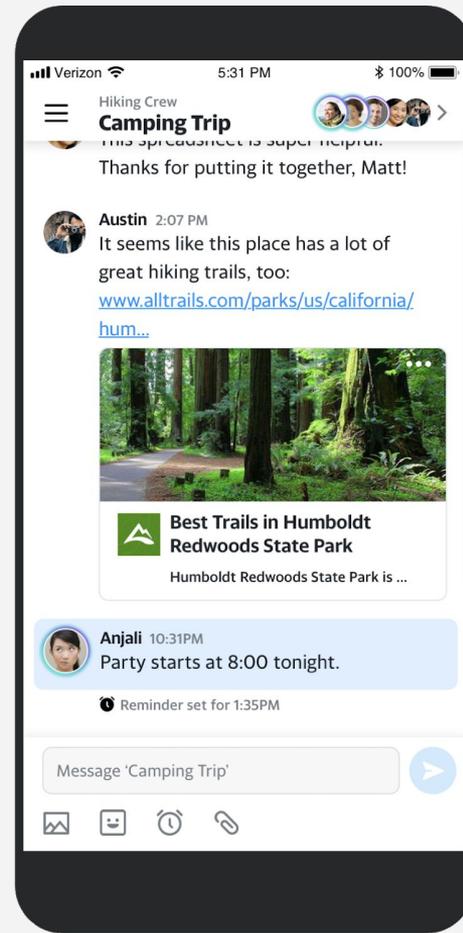




Tap on 'clock' icon



Compose message, set timer, and send



Reminder message reappears

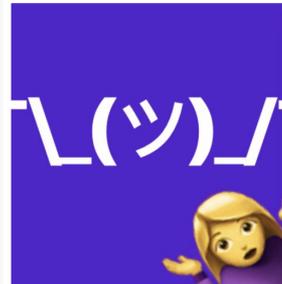
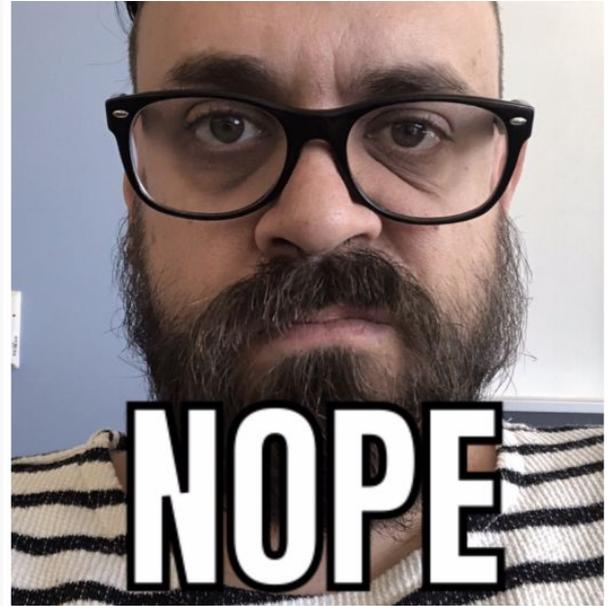
Design Challenge #2

How might we differentiate ourselves by providing a unique group messaging experience?

Strategy

A personalized group chat experience: Custom Reactions

There are two ways to send or respond with a Custom Reaction. First, by tapping on the Reaction icon in the compose bar, users can find their reaction in the Group Reactions section. Second, the user can tap on any message and respond to it with the custom reactions in the panel.



Solution

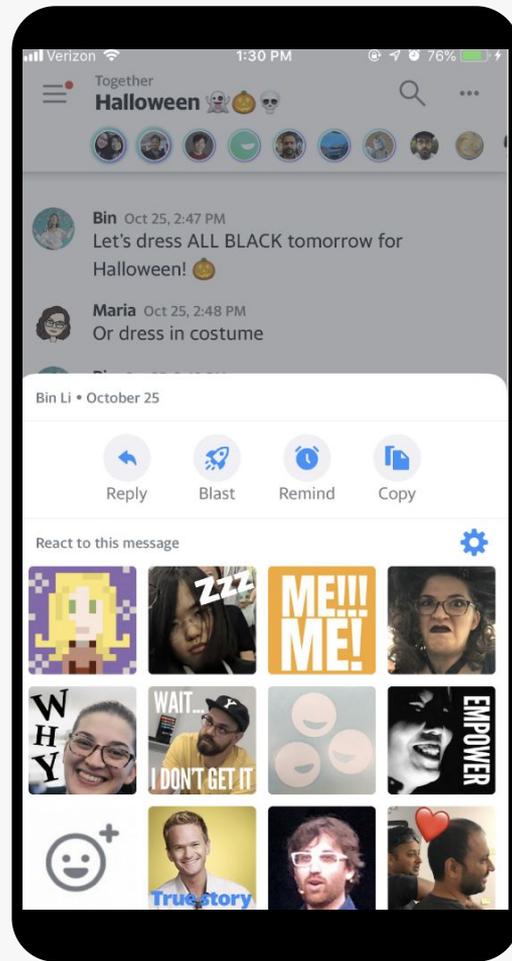
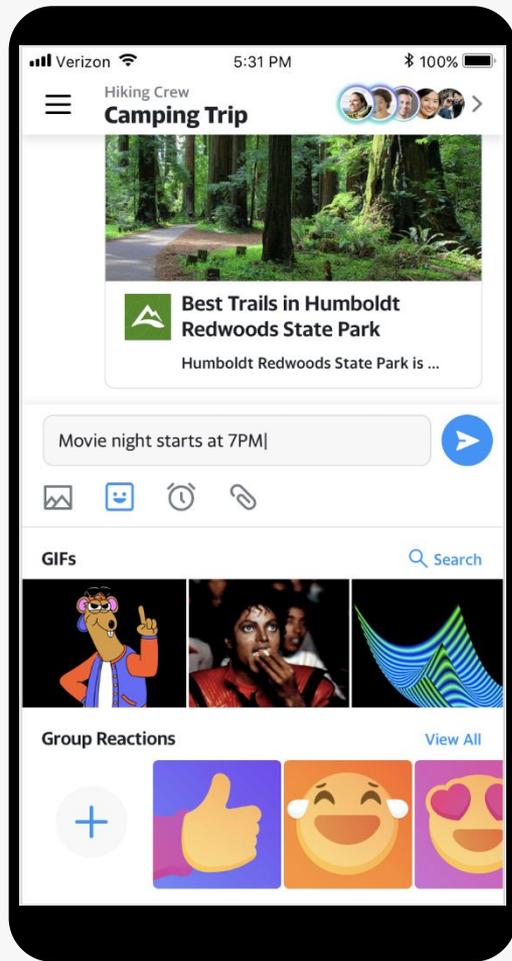
How it works

Custom Reactions

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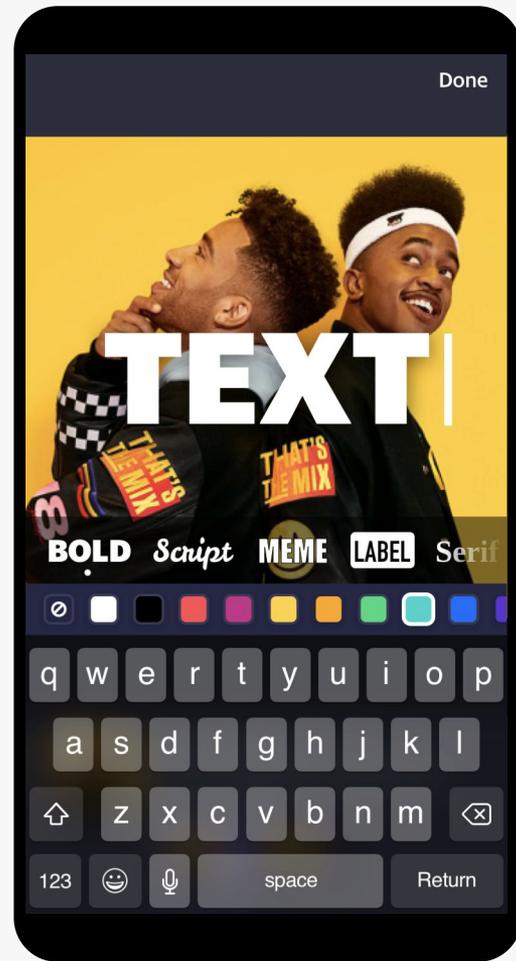
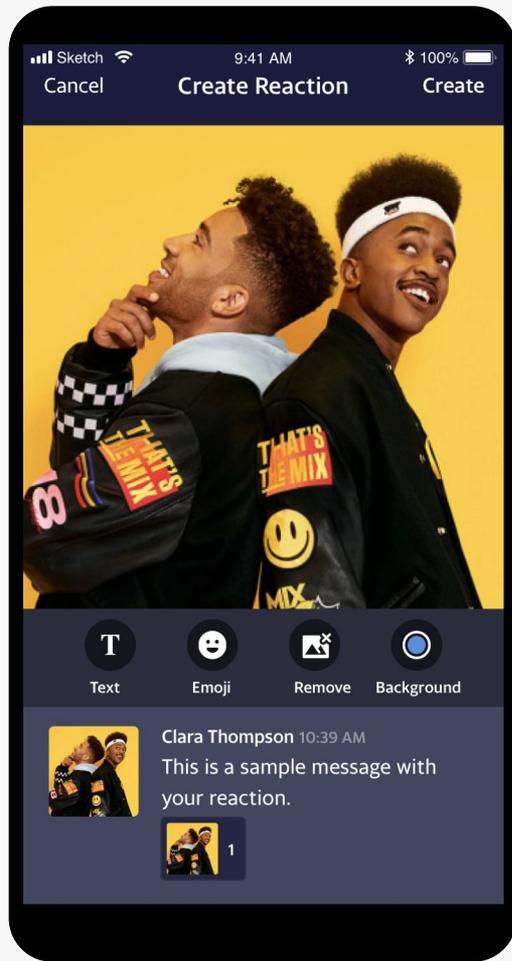
Solution

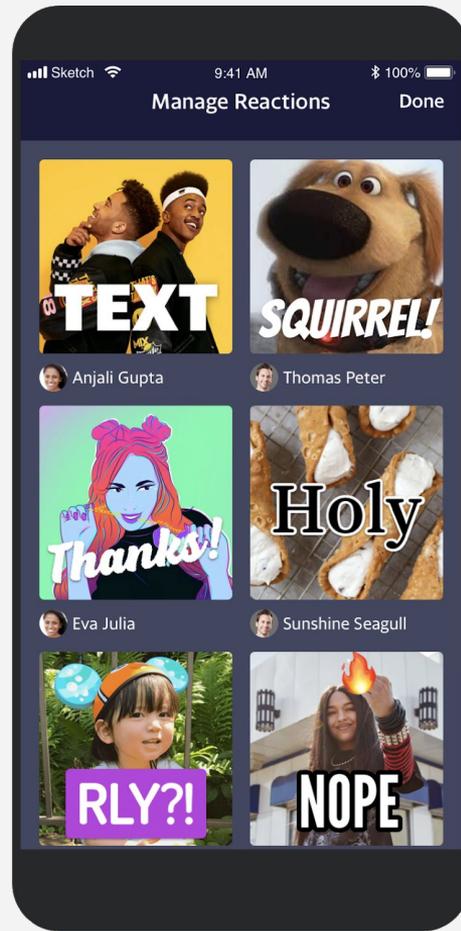
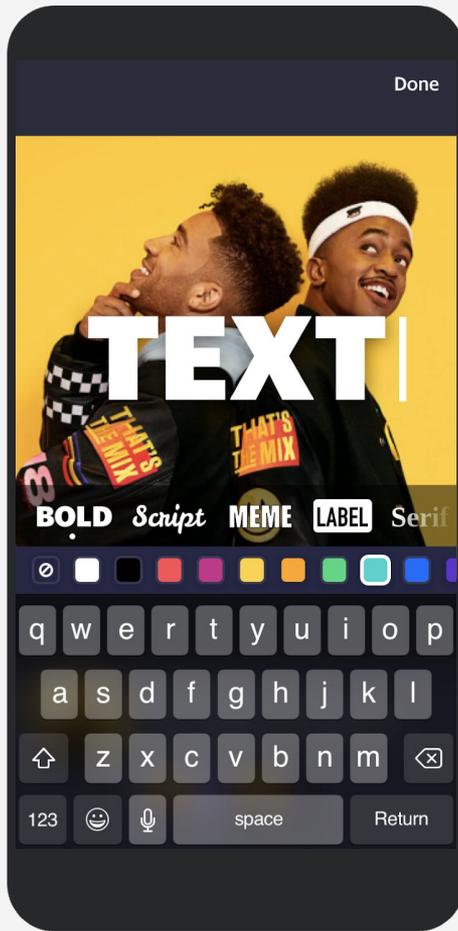
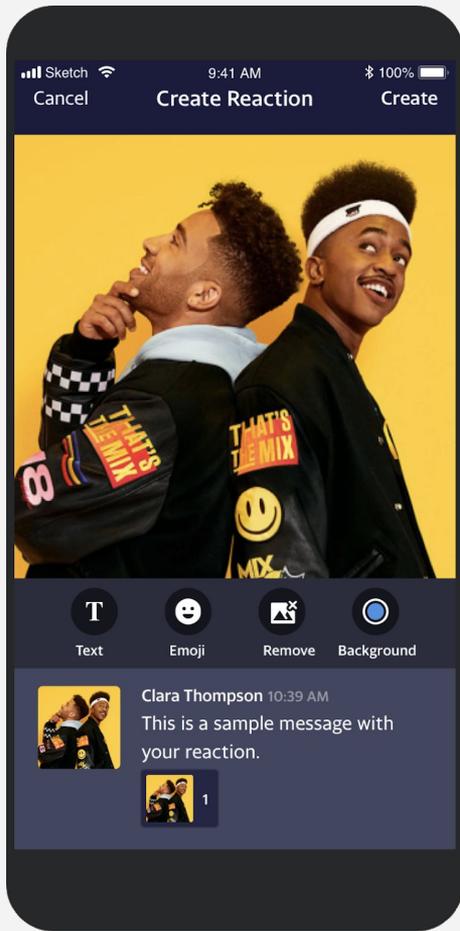
How it works

Custom Reaction Maker

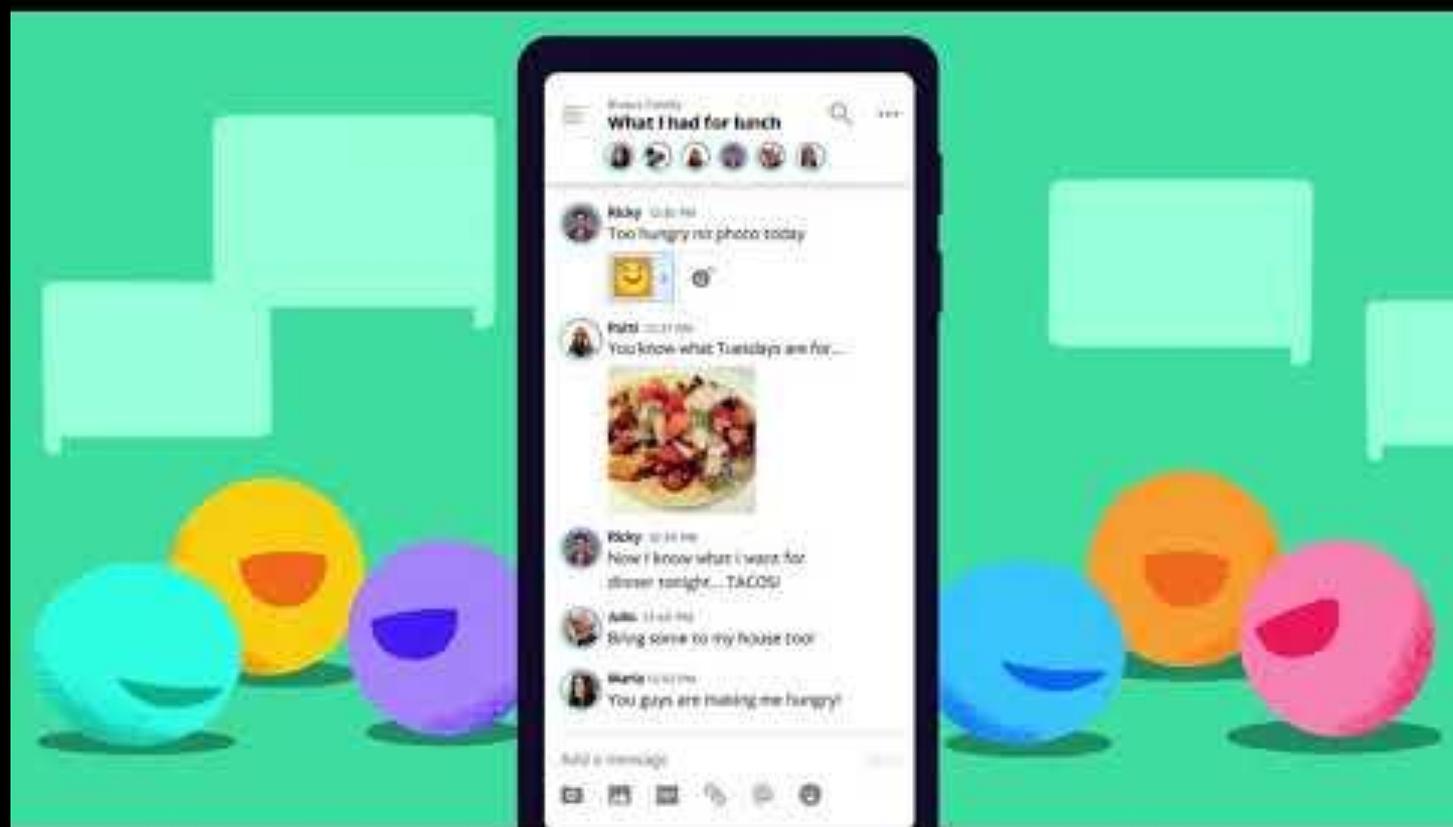
To create a custom reaction is very simple. Once the user enters the creator mode, they can take any image from their phone, decorate it with stylised font styles, colors, emojis, and background colors.

To ensure the legibility of the reaction, the user may use the preview in the lower part of the screen to preview the actual size of the final outcome.





Custom Reaction Maker



Reflection

01 Clear objectives

While framing a design challenge, make clear of what the design is trying to accomplish. E.g. differentiates, bring true values

02 Focus

When the target audience is too board and the existing design is lacking a focus, try to identify opportunities by focusing on specific use cases that will maximize the impact