



Communiti

an all-encompassing platform designed to foster and streamline
community engagement

Joy Truex

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Project Specs

Timeline: 6 weeks (~20 hours per week)

Client: makeitMVP

Methodology: Agile

Role: UX Designer

Team: Team Lead, PM, 2 UX Designers, 3 Developers

Tools: Figma, Figjam, Miro, Jira, Maze

Platform: Mobile & Desktop Website

Addressing the Problem

How might we **consolidate** the multiple tools and platforms currently used by communities into a **singular, user-friendly experience**, thereby **reducing costs**, ensuring **consistent engagement**, and providing community managers with **unified analytics** for better decision-making?

Persona

User Persona



Olivia

Age: 34 Relationship: Married

Occupation: Product Owner

Carries laptop with her everywhere

Everything needs an appointment

Creative

Community organizer and tech thought-leader. Her industry club has been very successful. But still wants to get the word out more via newsletters.

Goals

- Wants to easily schedule meetings with potential organization sponsors
- Easily send out newsletters to let members know about announcements upcoming events
- Have everything in one place so she doesn't need to keep multiple apps on phone

Fears & Wants

- 🗨️ Not getting good feedback
- 👍 To build up a bigger membership base
- 👍 To spend less time on community maintenance and more time engaging with members

Frustrations

- Often double-booked for meetings because of calendar errors
- Has to write and distribute newsletters herself which is time-consuming
- There are so many deadlines she has trouble keeping up with them all

Thoughts & Perspective

"I want to connect with my members and partners, but I'm only one person!"

Platforms



Product Requirements

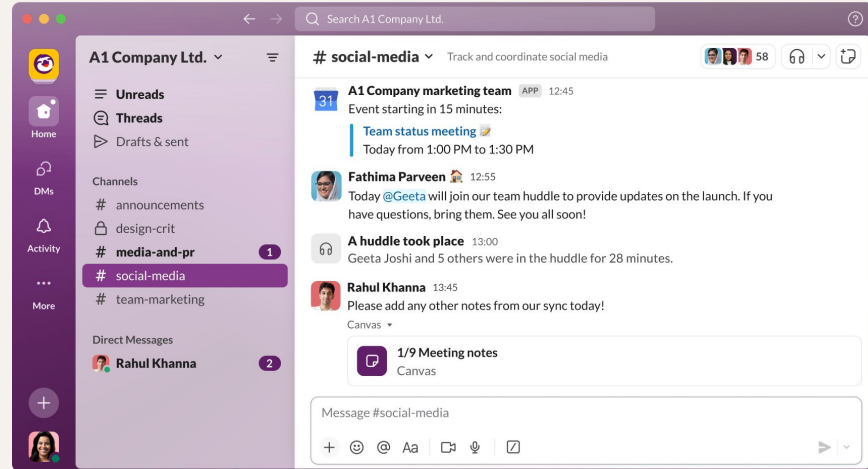
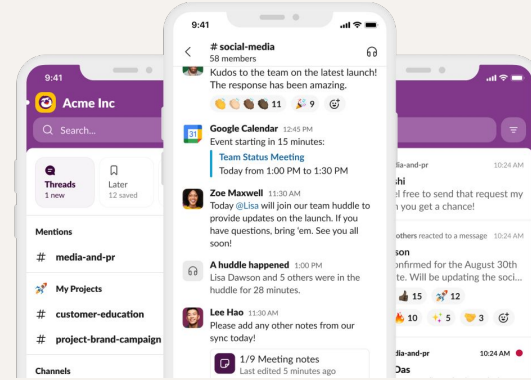
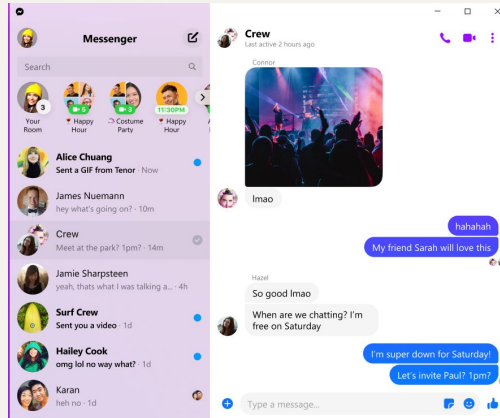
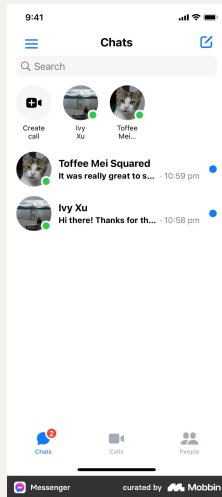
Requirement	User Story
User sign-up and sign-in	As a community member, I want access to the platform to require authentication/authorization so that information such as the communities I'm a part of, my conversations with other community members, and the events I am signed up for are kept private and secure
Newsletters and announcements	As a community member, I want to be able to easily view the latest updates and news from the communities I am a part of so that I don't miss any activities or events

Product Requirements continued...

Requirement	User Story
Chat feature	As a community member, I want to be able to communicate with other community members and the community manager so that I can build connections, and get my questions answered
Calendar	As a community member, I want to be able to seamlessly view all the events and activities I am signed up for so that I can easily keep track of them and plan for attending them.

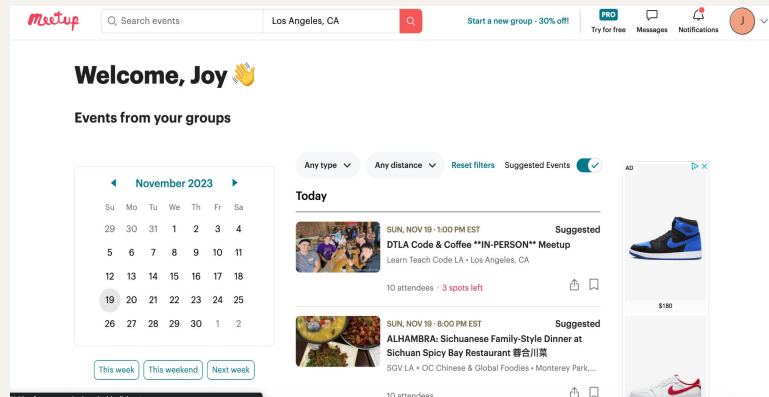
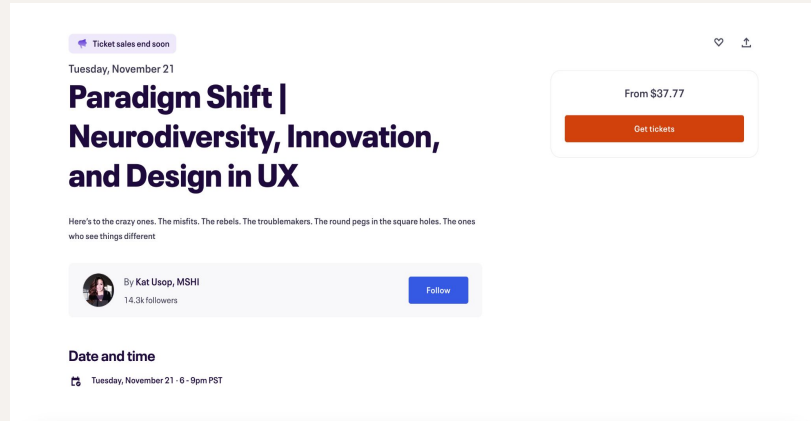
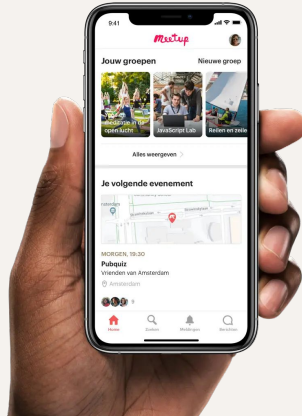
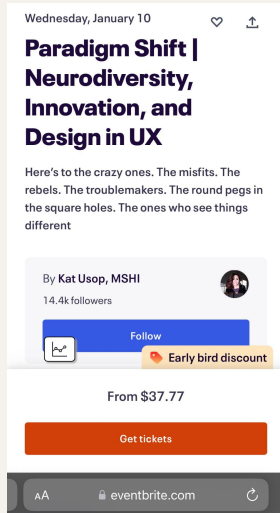
Inspiration

- Messaging
 - Facebook Messenger
 - Slack



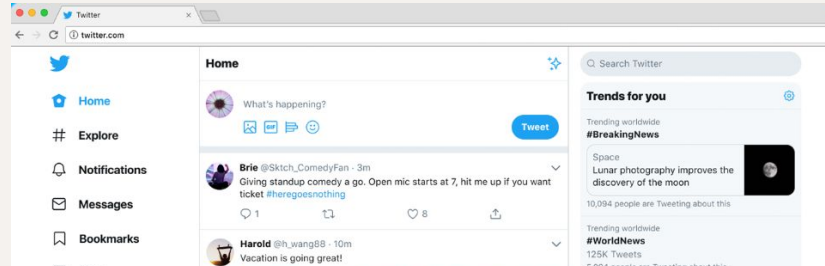
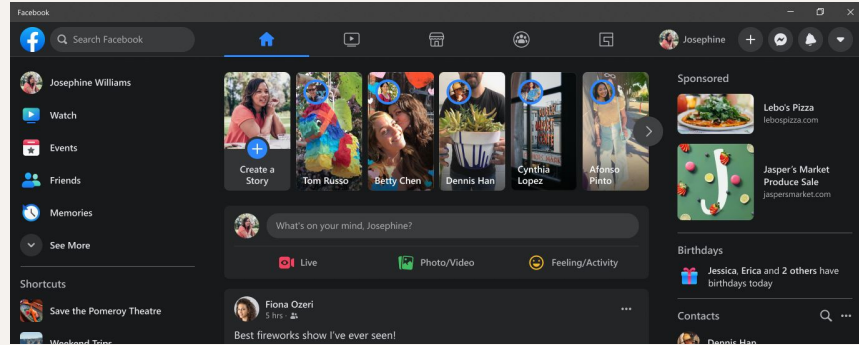
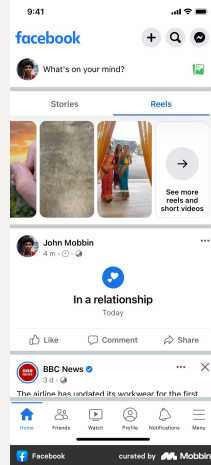
Inspiration

- Events
 - Eventbrite
 - Meetup



Inspiration

- Announcements
 - Twitter
 - Facebook



Wireframes

Onboarding Process



communiti

Welcome!

Google

Apple

Facebook

make it MUP

log in

communiti

1. What do you want to use communiti?

organizer

member

Next

communiti

2. Where are you located?

Los

Los Angeles, CA

Los Alamitos, CA

Next

communiti

3. What are some interests?

10

select pills or type in

Done

or Finish or Go

c Ommuniti

Google

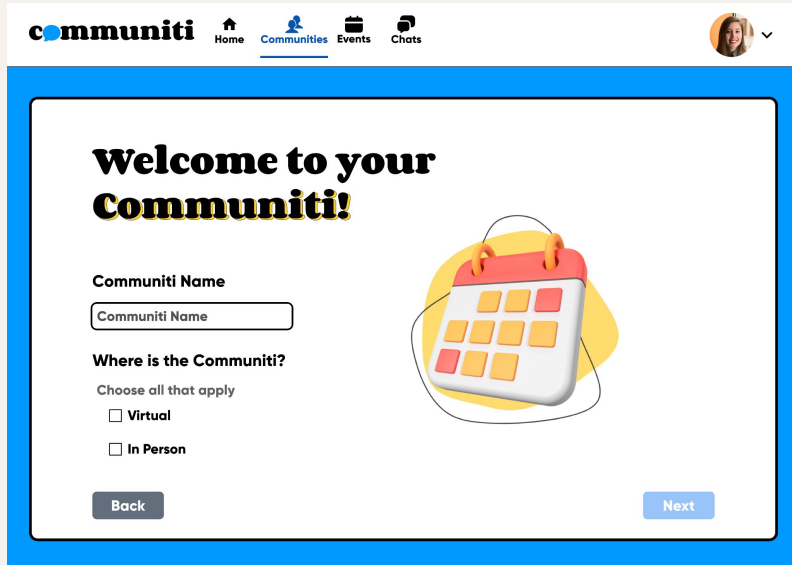
Apple

Facebook

make it MUP

log in

Wireframes



communiti

Home Communities Events Chats

Welcome to your Communiti!

Communiti Name

Communiti Name

Where is the Communiti?

Choose all that apply

☐ Virtual

☐ In Person

Back Next

A desktop wireframe of a web application. The header features the 'communiti' logo and navigation links: Home, Communities (active), Events, and Chats. A user profile picture is in the top right. The main content area has a blue border and contains a welcome message, a form for 'Communiti Name', a section for 'Where is the Communiti?' with checkboxes for 'Virtual' and 'In Person', and 'Back' and 'Next' buttons. An illustration of a calendar is on the right.



9:41

Communiti

Welcome to your Communiti!

Communiti Name

Product Pitchers

Where is the Communiti?

Choose all that apply

☐ Virtual

☐ In Person

Back Next

Home Communities Events Chats

A mobile wireframe of the same application. It includes a status bar at the top with the time 9:41 and signal indicators. The navigation bar at the bottom has icons for Home, Communities, Events, and Chats. The layout is adapted for a smaller screen, with the 'Back' and 'Next' buttons at the bottom of the form area.

Information collected when creating a Communiti:

- Name
- Location
- Description
- Image (optional)

Wireframes



A: chronological

chat	calendar	community	account
------	----------	-----------	---------

all the communities are showed in reverse chronological order , a little bubble would show which one its from

1 hr ago newsletter

~~~~~ X ~~~~~

~~~~~

3 hrs ago time change

new time: 6pm

~~B~~ categorical

chat	calendar	community	account
announcements	newsletter		
events	member posts		

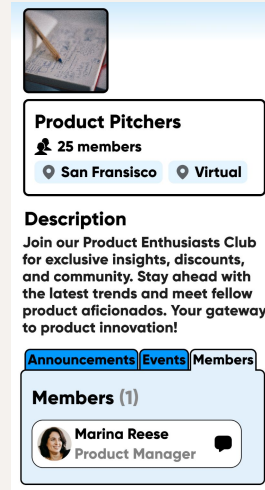
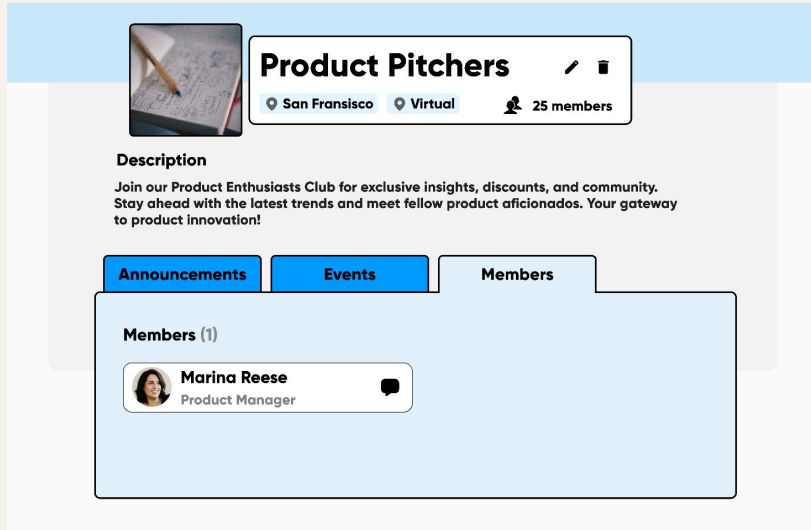
displayed in a better way but the idea is you can browse by 'bucket'

B

chat	calendar	community	account
Feed			Updates

Hand-drawn wireframe of a mobile app interface. The top bar contains a profile icon, a magnifying glass, and a plus icon. The main content area is divided into four sections: 'Feed' (with a 'Calendar' link), a large empty box, 'Calendar' (with a 'Calendar' link), and 'Announce' (with an empty box). The bottom bar contains a home icon, a magnifying glass, a plus icon, and a profile icon.

Wireframes



- Tabs help orient user on what section they're in
- Familiar in digital and physical spaces as holders of sets of info

Branding

makeitMVP Style Guide and Component Library



Colors

Primary Colors

MVP-black: Borders and Text

MVP-Light-Blue:
Text and Interactive Elements

MVP-White:
Universal White for text and inputs

MVP-Yellow:
Backgrounds and Icons

Secondary Colors

MVP-Dark-Blue:
Borders and Text

MVP-Red:
Important Text

MVP-Cream:
Backgrounds and Highlights

Primary Colors



MVP-black
#000000



MVP-Light-Blue
#0099FF



MVP-White
#FFFFFF



MVP-Yellow
#FFD21F

Secondary Colors



MVP-Dark-Blue
#00549D



MVP-Red
#FF7070



MVP-Cream
#FFF9F4



Type Kit

Fonts and Typeface for makeitMVP. Here we use retro type fonts with a mixture of sans and rounded serif.

TypeFace and Weight

Gilroy ExtraBold - 700

Corben Bold - 700

Get This Font -

<https://www.dafontfree.io/download/gilroytypefamily/>

<https://fonts.google.com/specimen/Corben>

Desktop and Tablet Text Styles

H1 - Page Header

Font-size: 58px

H2 - SubHeader

Font-size: 30px

H1 - Body

Font-size: 25px

H1 - Buttons

Font-size: 27px

Mobile Text Styles

H1 - Page Header

Font-size: 48px

H2 - SubHeader

Font-size: 27px

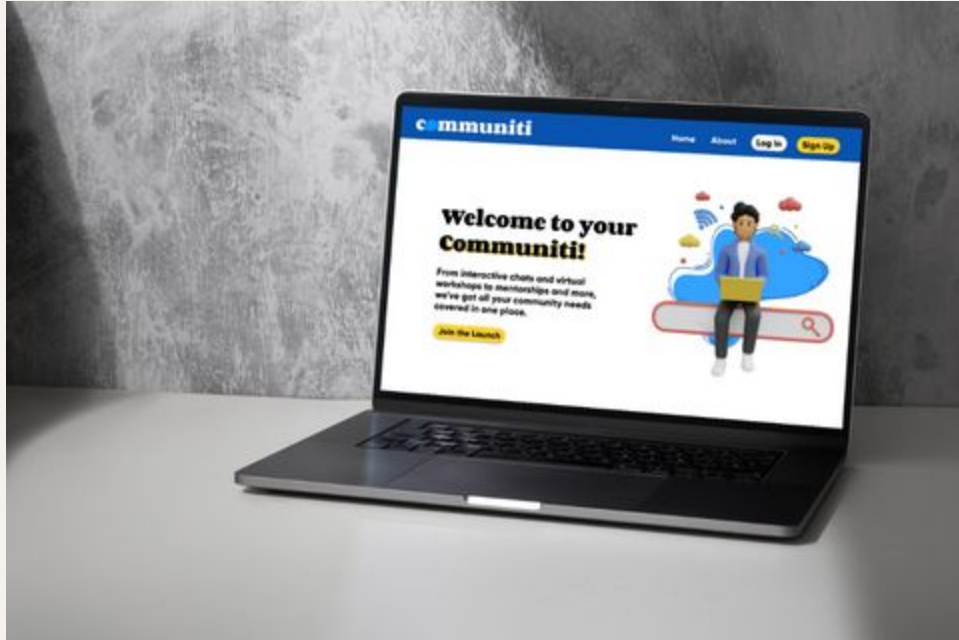
H1 - Body

Font-size: 21px

H1 - Buttons

Font-size: 20px

Design Walkthrough



 [Design Walkthrough](#)

User Testing

Task	Notes
Create a Community	Location verbiage needs clarification

Before

The 'Before' version of the form is displayed on a light gray background. The header bar includes icons for Home, Chats, Events, and Communities, along with a search bar and a user profile icon. The main content area has a heading 'Welcome to your Communiti!' with 'Communiti!' in yellow. Below this is a text input field for 'What would you like to name it?' containing 'Product Pitchers'. The next section, 'Where is the Communiti?', features three radio button options: 'Virtual', 'Hybrid' (which is selected), and 'In Person'. A text input field for 'Location' is positioned to the right of the 'Hybrid' option. A 'Next' button is located at the bottom right of the form.

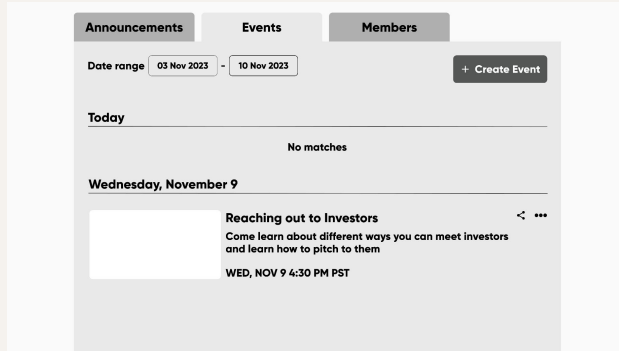
After

The 'After' version of the form is displayed on a white background with a prominent blue border. The header bar is similar to the 'Before' version but includes the 'communiti' logo. The main content area has a heading 'Welcome to your Communiti!' with 'Communiti!' in yellow. To the right of the form is a 3D illustration of a calendar with orange rings and a yellow background. The form fields are the same as in the 'Before' version, but the 'In Person' radio button is now selected. A 'Back' button is added at the bottom left, and a 'Next' button is at the bottom right.

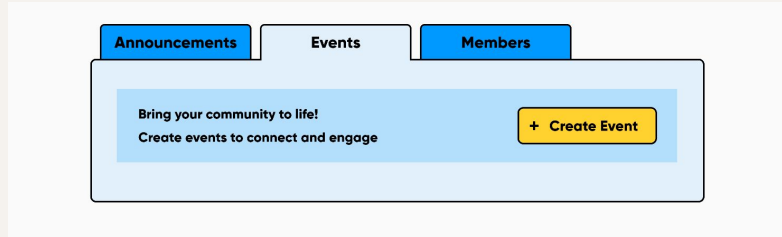
User Testing

Task	Notes
Create an Event	Confusion over events page vs events tab

Before



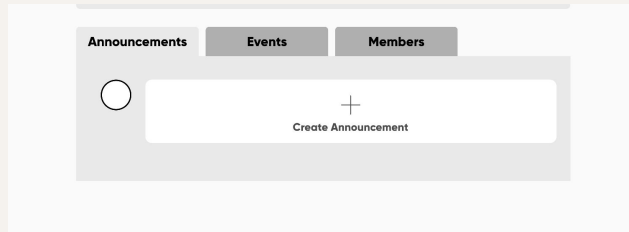
After



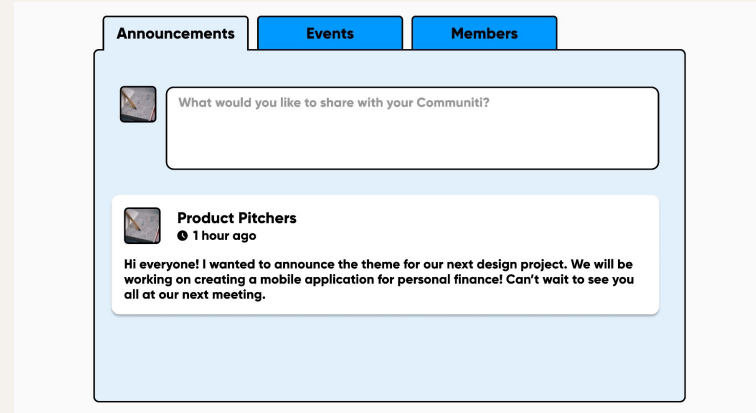
User Testing

Task	Notes
Create an Announcement	Confusion over unfamiliar button

Before



After



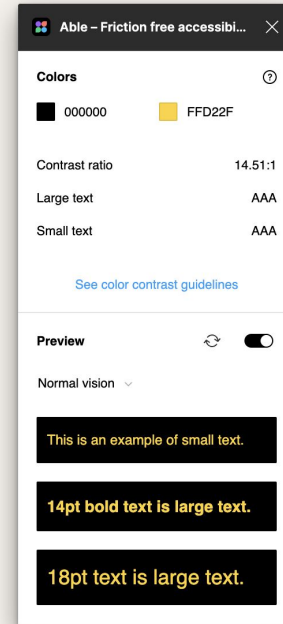
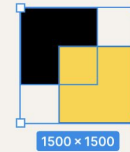
Accessibility

WCAG AA or AAA

- ❑ Colors
- ❑ Touch targets

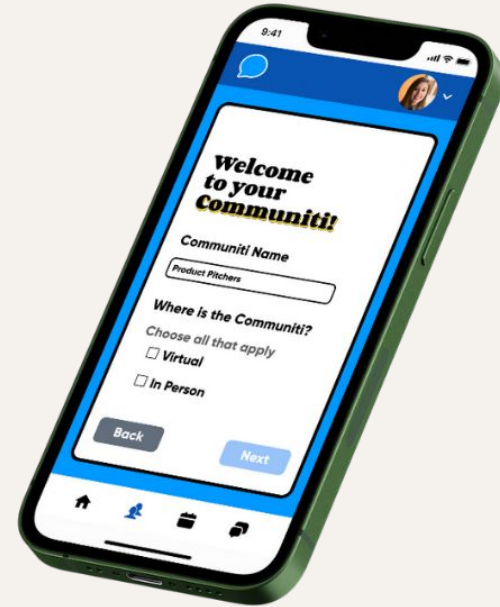
Other

- ❑ Meaning/labels



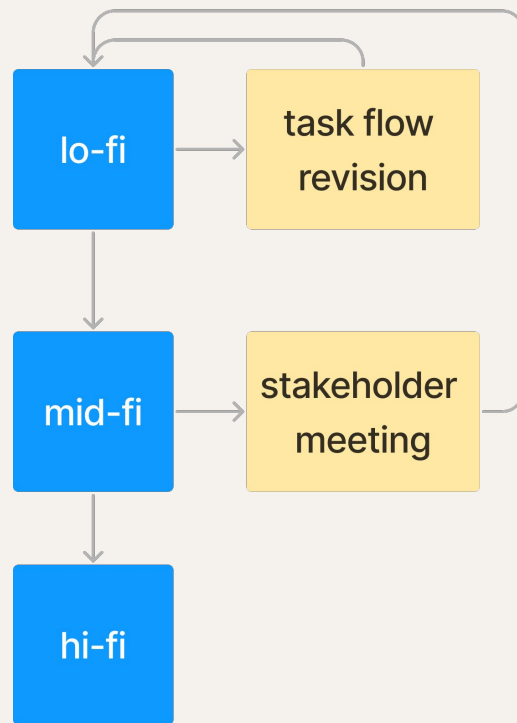
Outcomes & Next Steps

- Handoff to developers →
Launched product:
 -  [Communiti](#)
- MVP award
- Lead for next phase
- Gather user testing
- Feature prioritize for next phase



Key Takeaways

- **Stay flexible for shifting conditions** (*see diagram*)
 - Constantly ask for clarification and mini-test before sinking too much time into a draft
 - Be ready to trim the fat for the sake of a MVP
- **Process-driven users prefer efficiency over delight**
 - These types of users want to get something done quickly and move on and don't care as much about being entertained along the way



Iteration process



Thank you!