Project 3

GLASSTER

This project aims to create an APP that is more suitable for introverted and sociopathic people to communicate with each other. get rid of the constraints of time, space and distance, reject the shyness of introverted people themselves, and direct awkward chatting and interactive behaviours, but instead, use small games and personality tests to match more compatible friends, so that introverted and sociopathic people no longer have to worry about socialising.
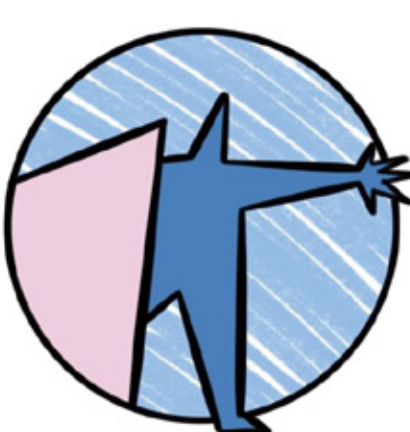
Brand Design

UI Design

Inspiration

In my social circle, most of my friends are introverted and don't actively interact with others, while I tend to be more proactive and dominant with my friends. At the same time, I often get feedback from my friends about the barriers they face in making friends due to their introversion.

Research

Causes of introversion, sociophobia, and dating disorders

A. Personality: withdrawn, low self-esteem, shy, closed, suspicious, etc.

B. Psychological factors: fear of rejection by friends, high self-esteem

C. Family: family-of-origin influences

D. Social: high pressure in the social environment and high frustration in their own interactions with people

To sum up, social apps as a whole show a trend of rejuvenation, with the majority of users under the age of 35; the ratio of men to women is unbalanced, with male users accounting for a larger proportion.
Glasster optimises the app's interface to attract female users and balance the ratio of male and female users; interactive games increase the fun of using the app, and the personality-matching social approach attracts young users.

Skecth
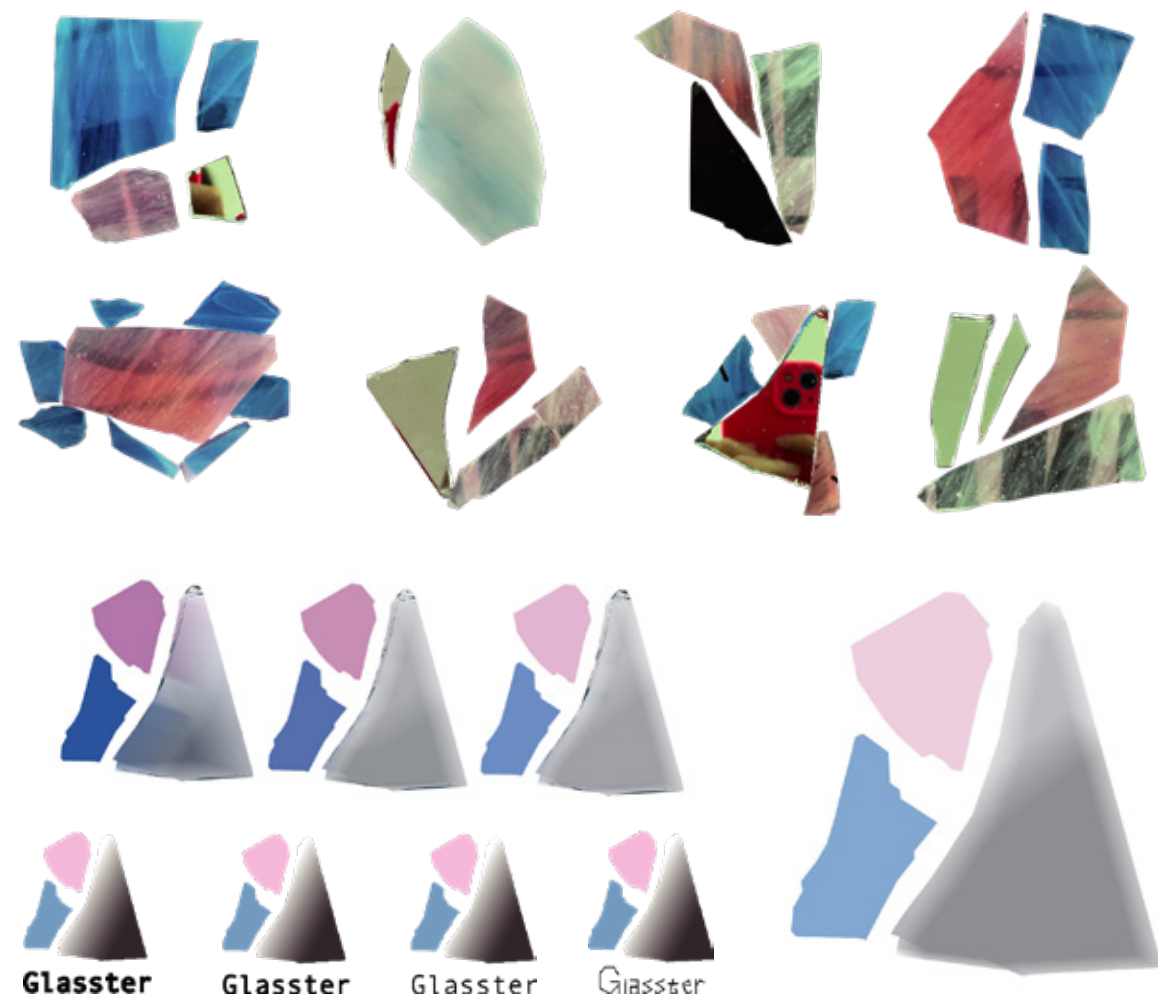
The final Logo extracts the shape of a **glass shard** to express the idea of breaking down barriers between people and gaining more friendship in glasster. The mirrors express that people of all personalities can find themselves and their friends through "mirrors".

User Persona

David
22 years old
Male
Collage Student

A.A young person who loves to socialise. Likes to share his life and see between on social platforms.

B.Focuses on his image, often posts his photos and status on social platforms, and pays attention to fashion and trends.

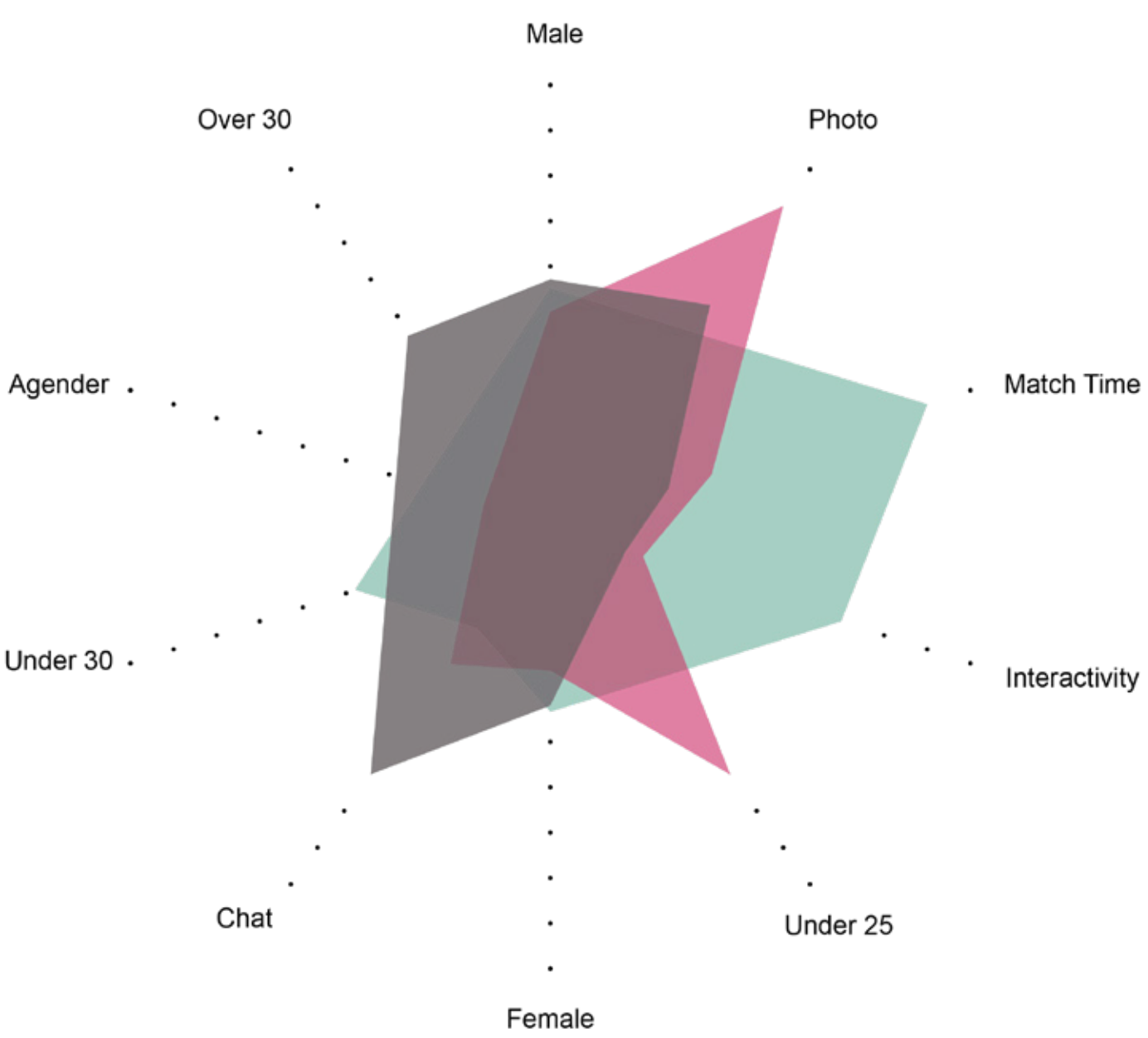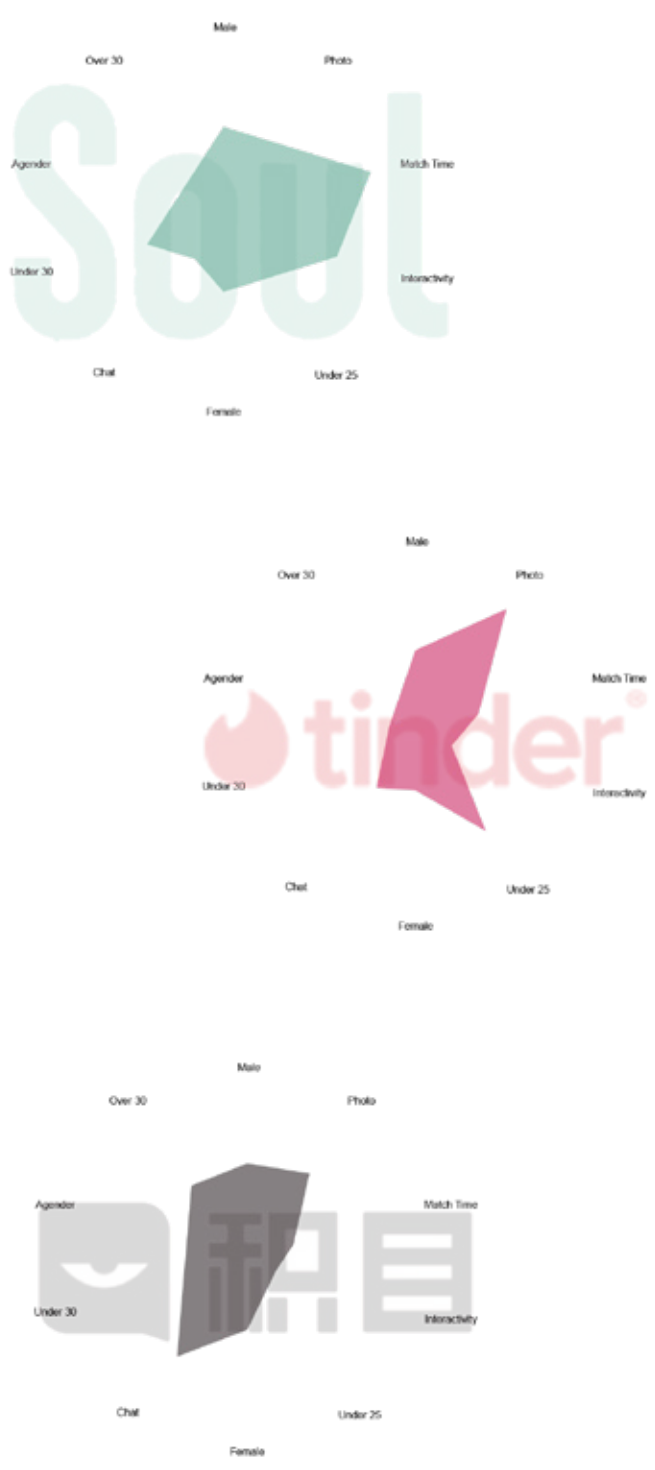C.Like to communicate with friends through social platforms and share each other's life and mood.

Lily
26 years old
Female
Office Lady

A. Like to relax on social platforms.

B. Focus on their personal space and privacy, and often express their opinions and feelings on social platforms.

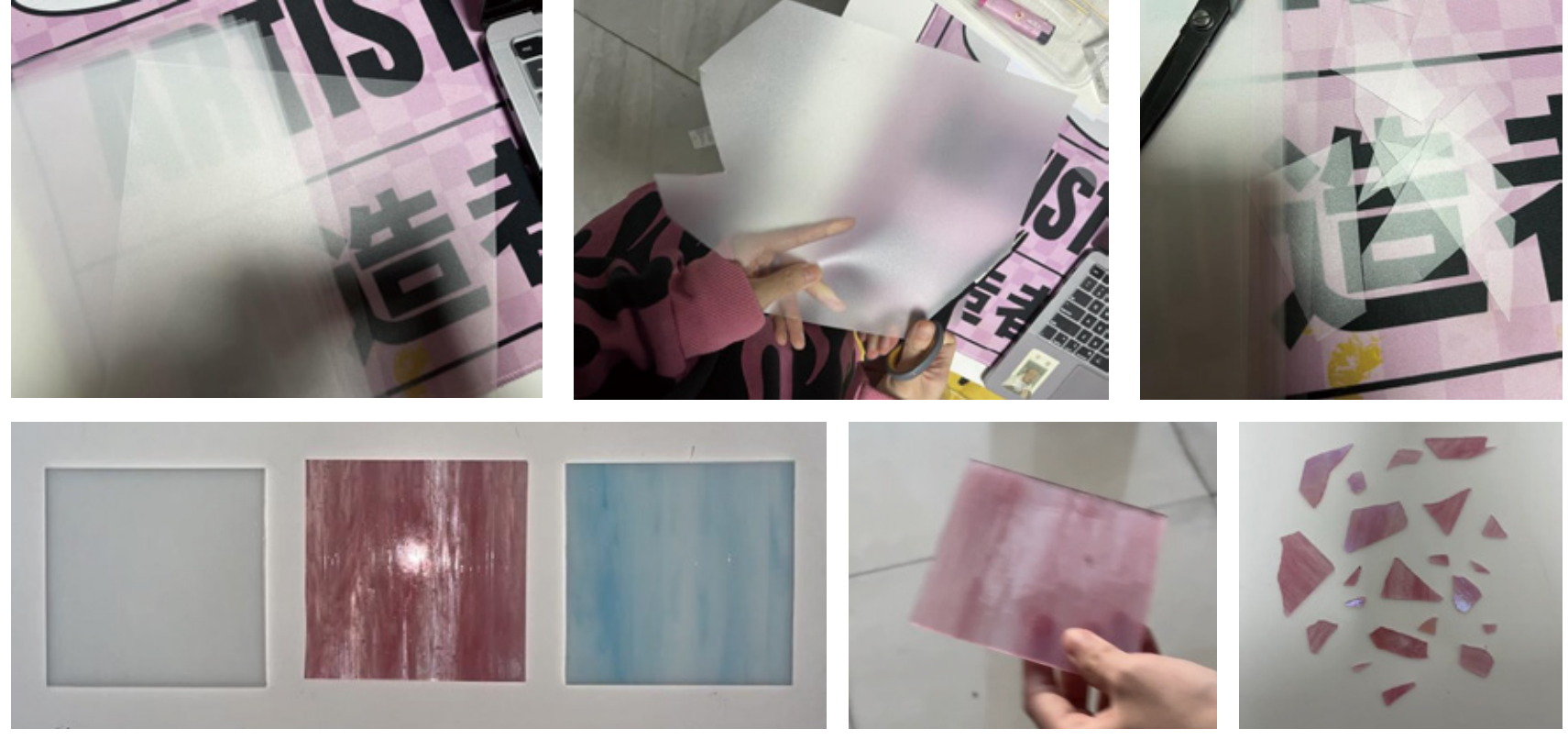C. Like to communicate with friends through social platforms and share each other's mood and work experience.

Eric
19 years old
Male
Senior High School Student

A. He likes to share his creations and insights on social platforms.

B.He focuses on his creativity and individuality and often posts his projects and ideas on social platforms.

C.He likes to communicate with like-minded people through social platforms and share each other's interests and creativity.

Experiments

Breaking down barriers with plastic and glass simulations

Logo design

Glasster takes the needs and preferences of young people as its starting point, focuses on the personality and freedom of users, and provides a wealth of dating methods. The unique matching system allows users to easily find people who share the same interests with them. Through glasster, users can find their own social circle, expanding relationships, no longer lonely.
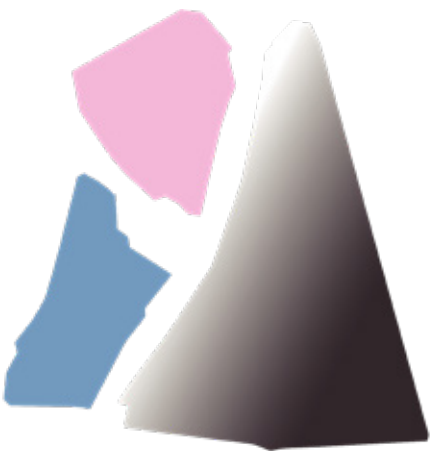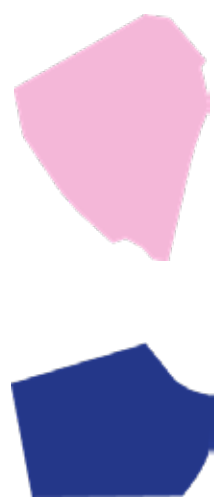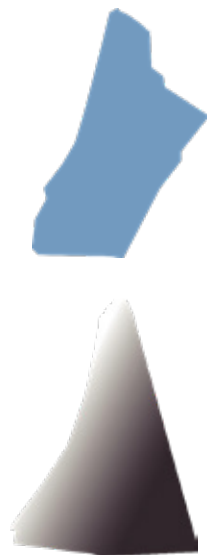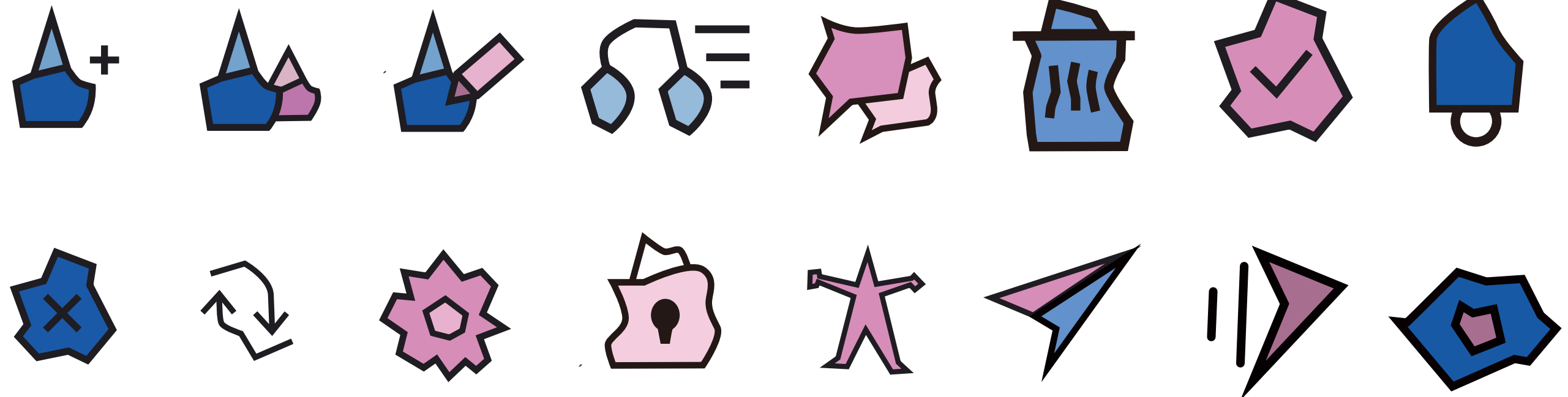
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B:226

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R:212
G:175
B:222

#1a58a5
R:26
G:88
B:165

#232323
R:35
G:35
B:35

GLASSTER

Icons

Fonts

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt
Uu Vv Ww Xx
Yy Zz

Testing

Process Link:

https://youtu.be/KmrnN7BT2mc

https://youtu.be/8UgaZHZ5kKc

Wireframe
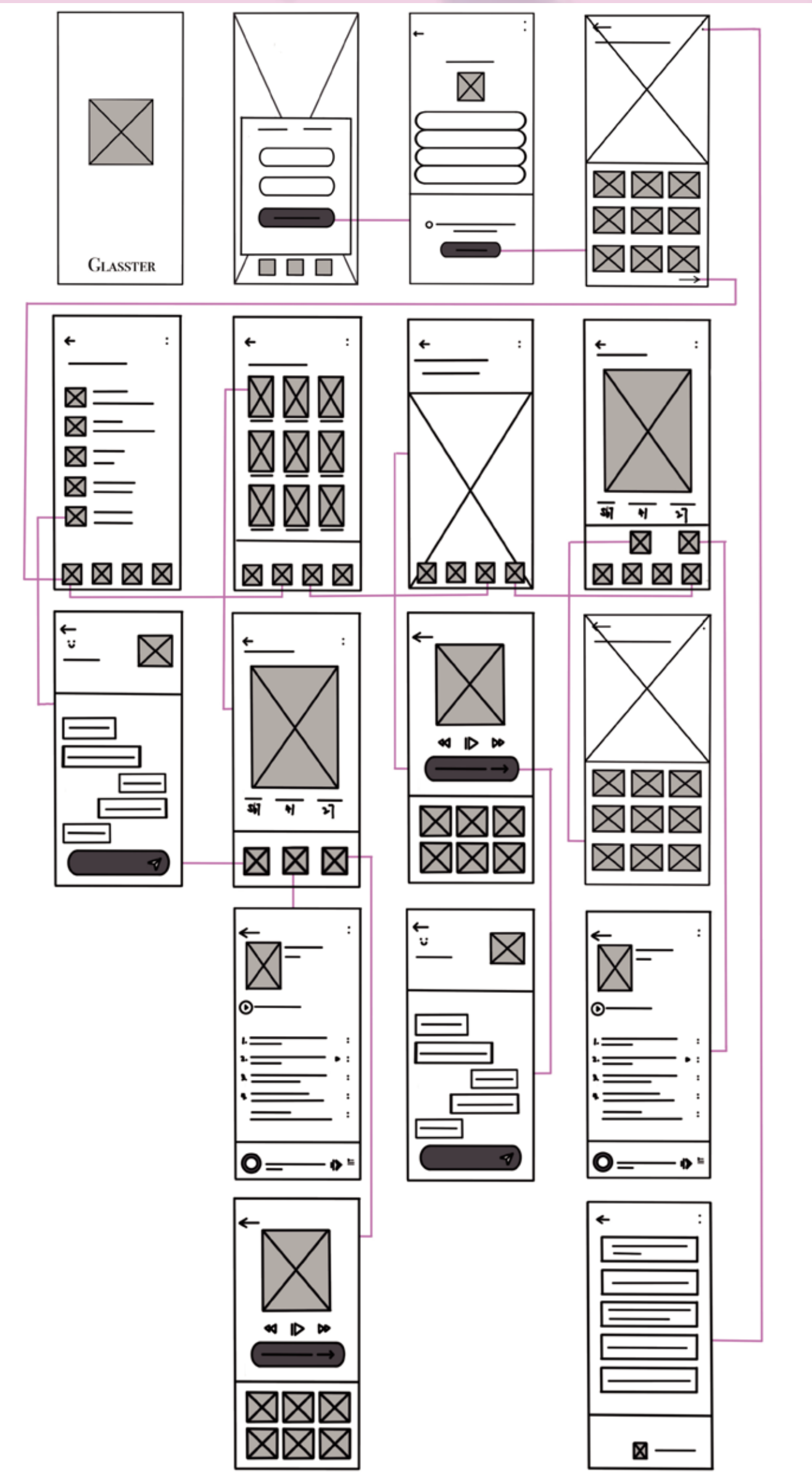
Flow Chart
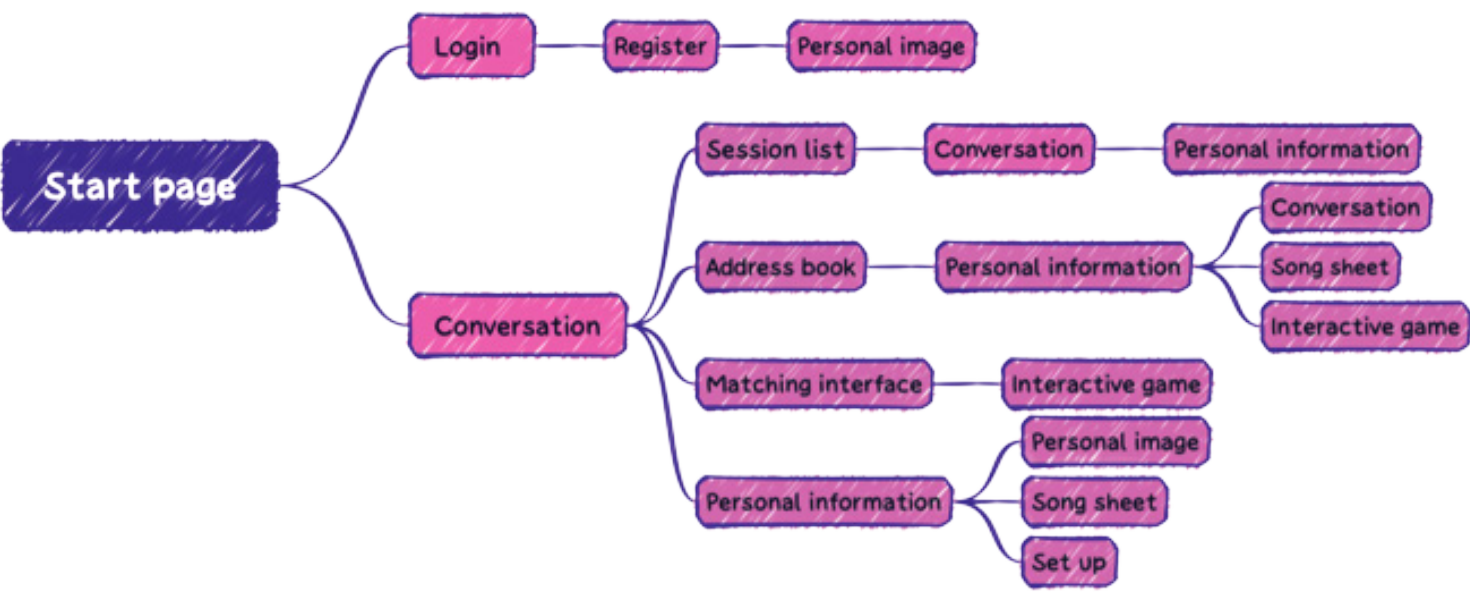
App Interactive Session

When I Was Young
Julia Ross
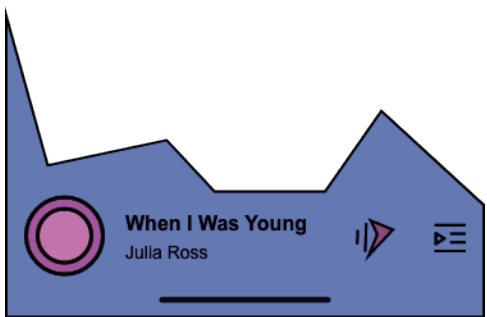
APP users to wear props, personalised image for their own custom glass shard villain, and through the sharing of music and dance action interactive mini-games to interact with the match, in the absence of verbal communication, music and fun mini-games more quickly and easily established to open the door of verbal interaction.