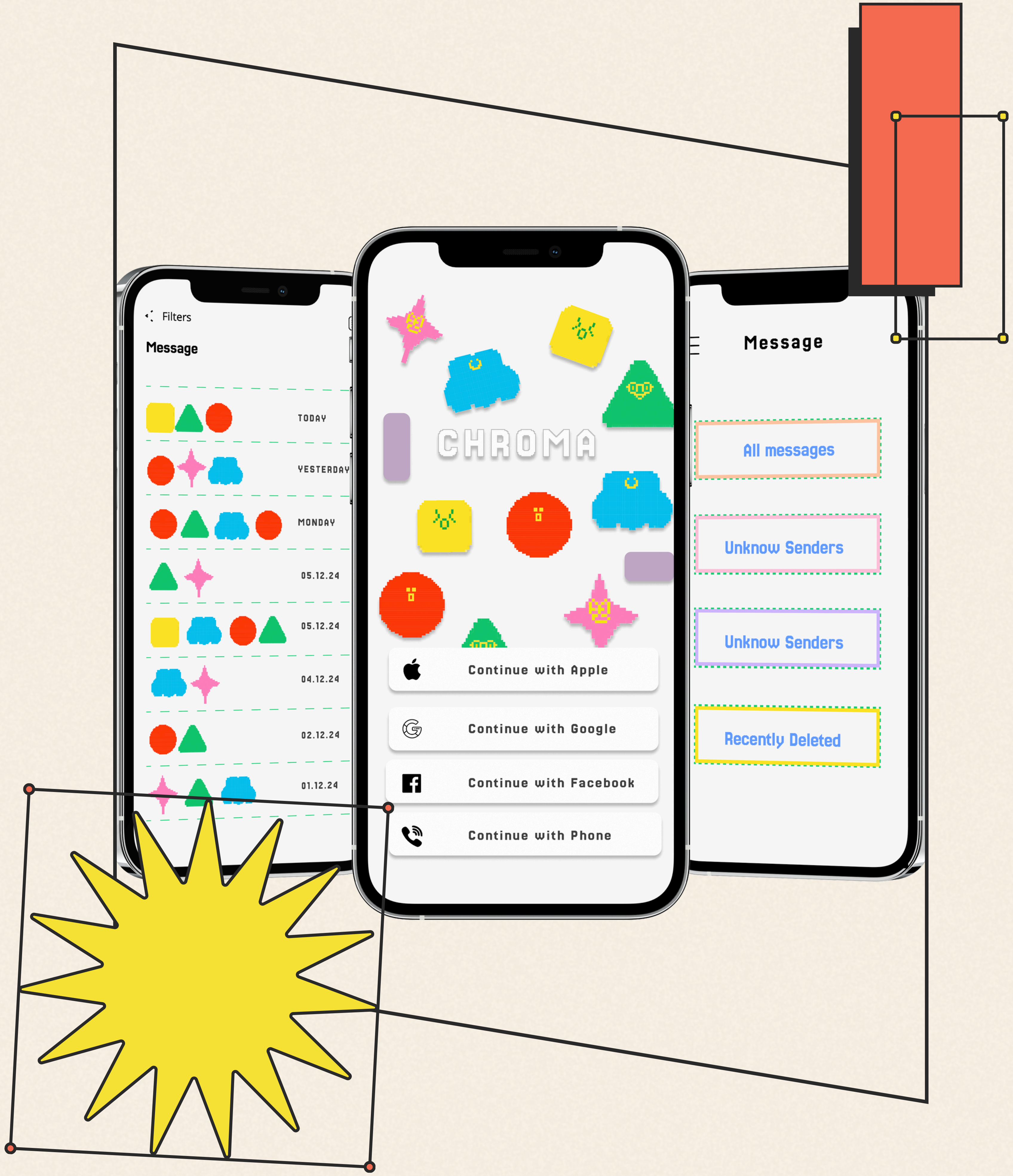

Filters
Message
TODAY
YESTERDAY
MONDAY
05.12.24
05.12.24
04.12.24
02.12.24
01.12.24
CHROMA
Continue with Apple
Continue with Google
Continue with Facebook
Continue with Phone
Message
All messages
Unknow Senders
Unknow Senders
Recently Deleted

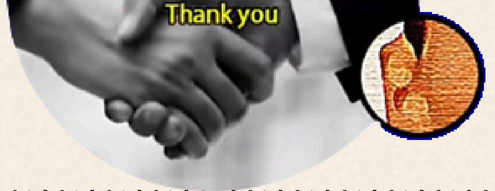
PROJECT 2
HUMAN BEING

PROJECT NAME : CHROMA

NAME : SENYAO WANG
USER GROUP : B ADULTS 21YO +

CHROMA IS A MESSAGING APP THAT USES SIMPLE GRAPHICS TO CHAT WITH FRIENDS, THE CONVERSATION BECOMES AN ABSTRACT REPRESENTATION OF SHAPES AND COLORS, AND EACH MESSAGE BOUNCES LIKE A SPRING TO PLAY WITH!

BACKGROUND



谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢谢
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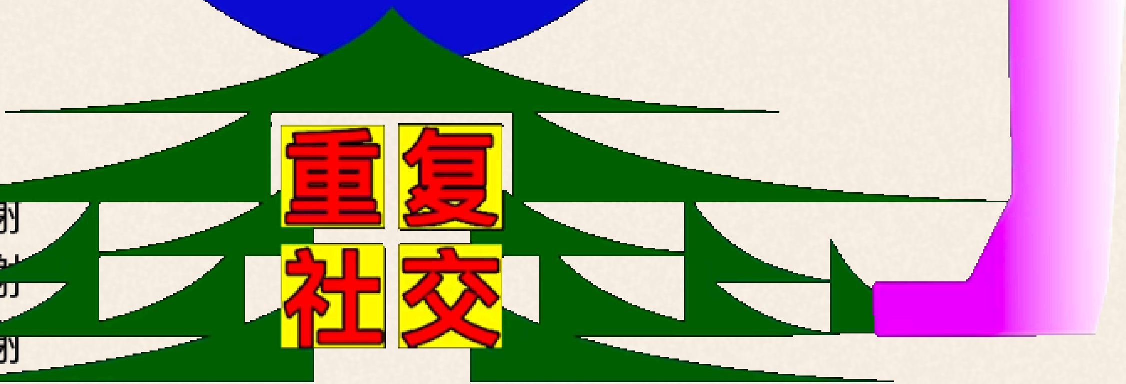
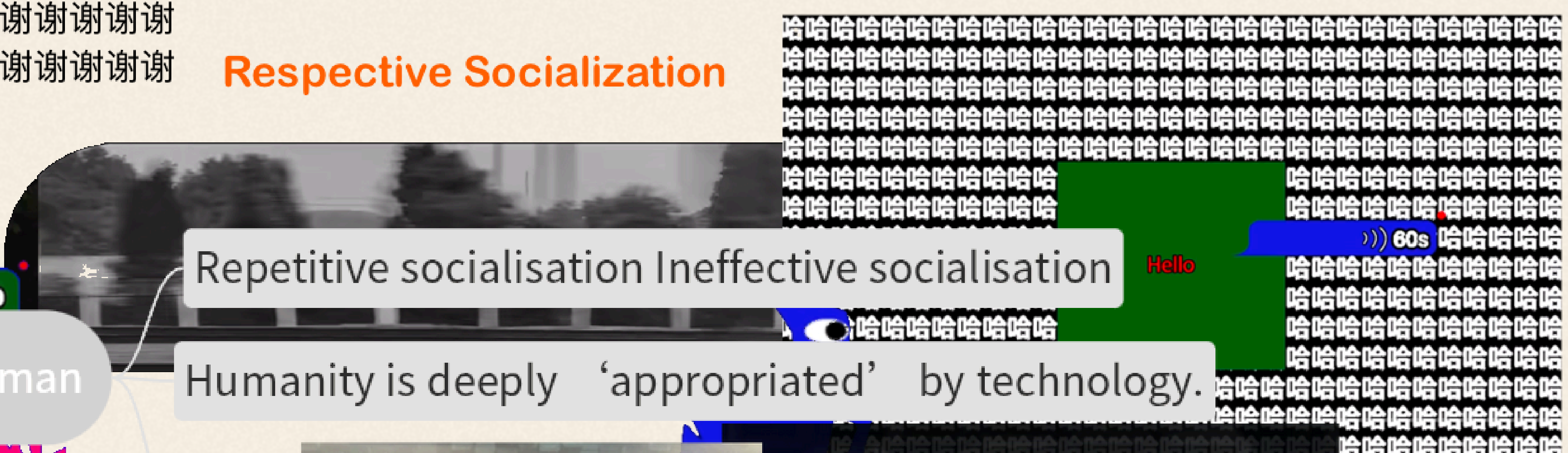


Respective Socialization

_HaHaHaHaHahaHaHa
_HelloHelloHelloHelloHello

User Characteristics
21-35 years old, fast-paced life, easily distracted by social media and information.

（好的）
OK



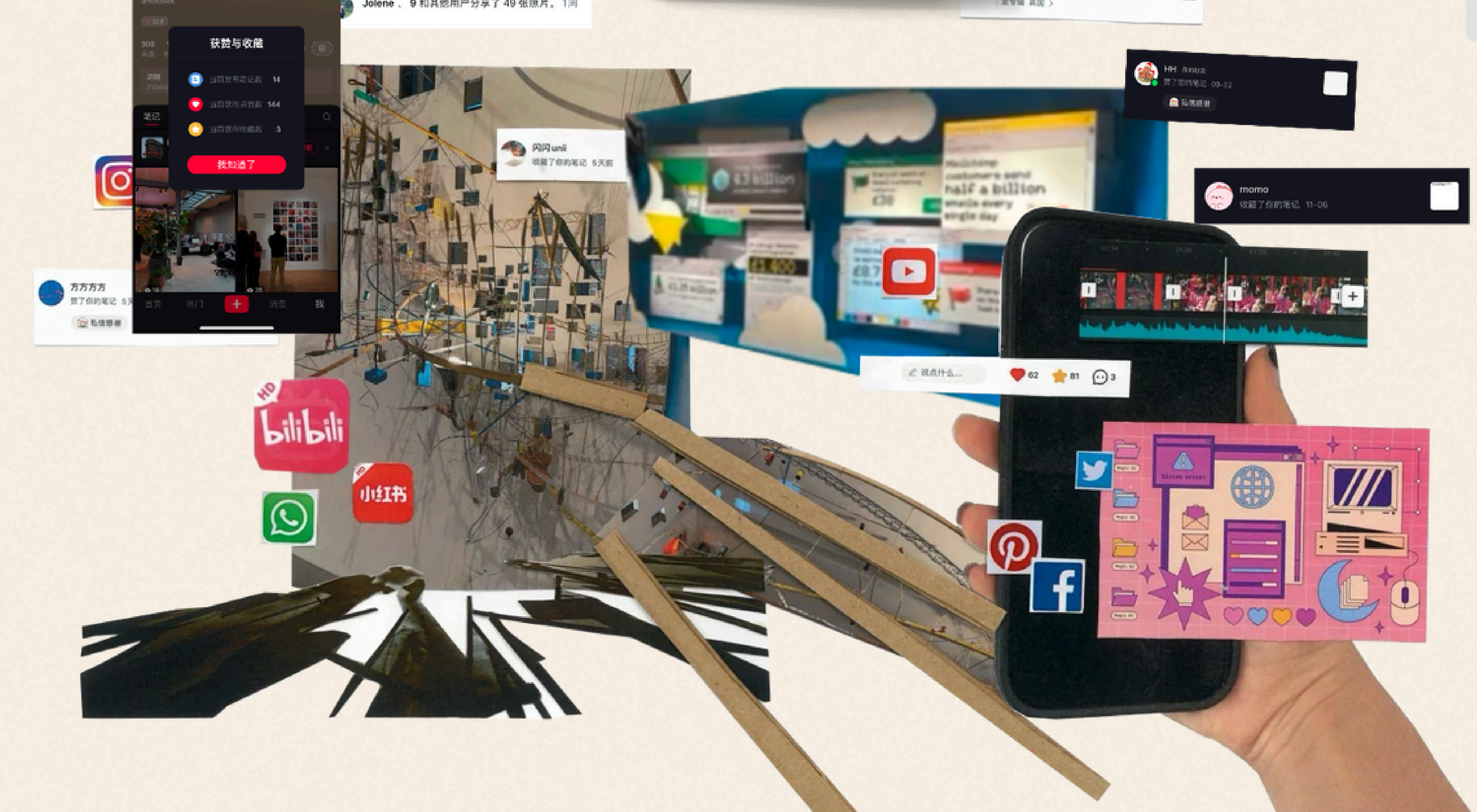
Being Human

Repetitive socialisation Ineffective socialisation

Humanity is deeply ‘appropriated’ by technology.

Complex network structures tend to get caught up in complex relationships

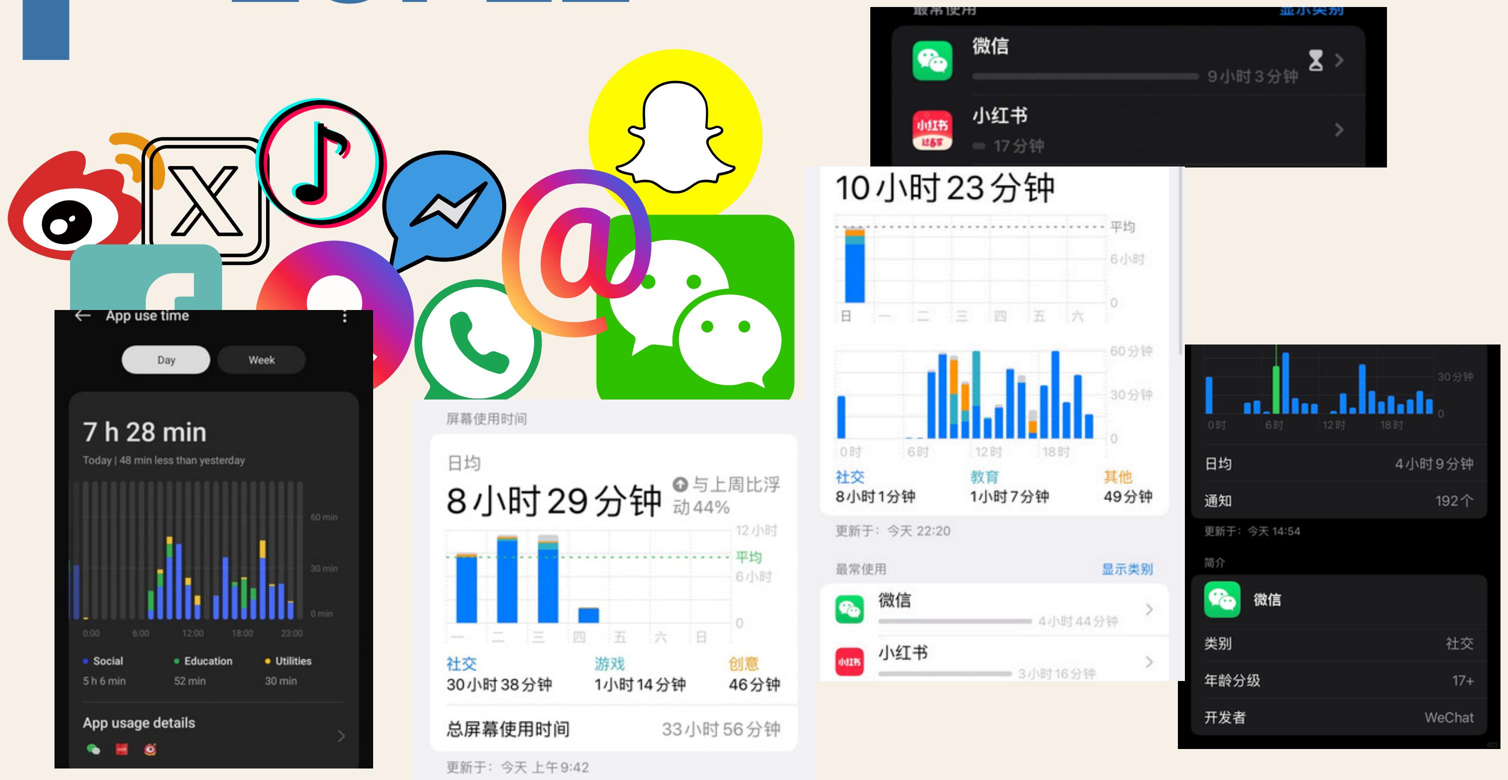
h.imlynn 赞了你的快拍。2周
Jolene、9 和其他用户分享了 49 张照片。1周


今天好明天超级好
获赞与收藏
我知道了
bilibili
小红书
half a billion

[Tristan] We're training and conditioning a whole new generation of people
"如果你没有花钱买产品
sundance
the social dilemma
[interviewer]
Uh, you're making me feel like a lab rat.
We're all lab rats.
like we're lab rats
a cure for cancer.
they're trying
enefit us.
re just zombies, and they want us to look at more ads
so they can make more money.
[Shoshana] Facebook conducted
what they called
massive-scale contagion experiments."
[Shoshana] How do we use subliminal cues on the Facebook pages
U.S. Suicide Rates
Deaths Per 1,000,000 Girls
Girls Age 15-19
+70%
Girls Age 10-14
+151%
80
50
40
20
10
0
And that pattern points to social media.

The Social Dilemma

PEOPLE



App use time
Day
Week
7 h 28 min
Today | 48 min less than yesterday
Social 5 h 6 min
Education 52 min
Utilities 30 min
App usage details

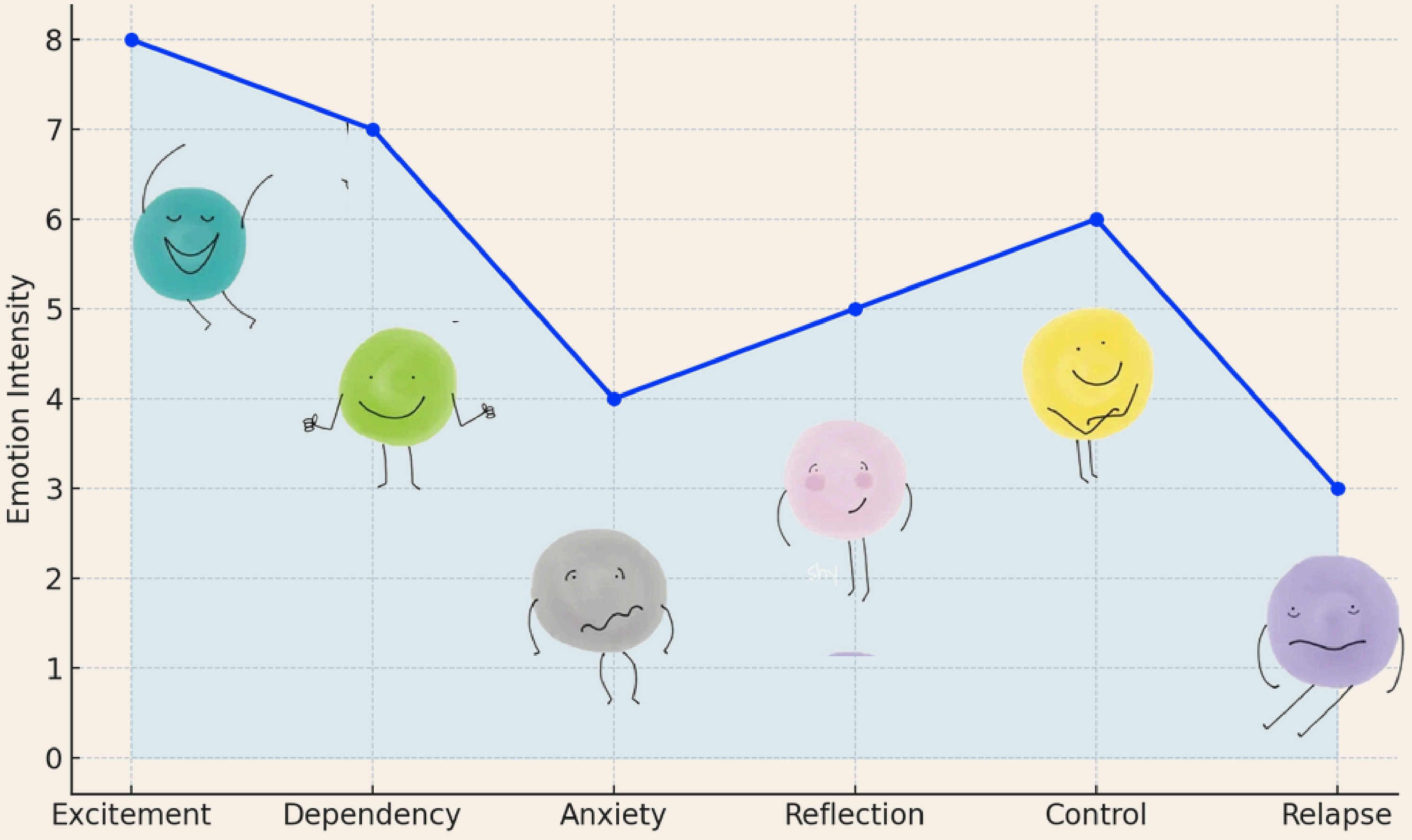
屏幕使用时间
日均
8小时29分钟
与上周比浮动44%
社交 30小时38分钟
游戏 1小时14分钟
创意 46分钟
总屏幕使用时间 33小时56分钟
更新于：今天 上午9:42

微信 9小时3分钟
小红书 17分钟

10小时23分钟
社交 8小时1分钟
教育 1小时7分钟
其他 49分钟
更新于：今天 22:20
最常使用
显示类别
微信 4小时44分钟
小红书 3小时16分钟

日均 4小时9分钟
通知 192个
更新于：今天 14:54
简介
微信
类别 社交
年龄分级 17+
开发者 WeChat

Emotional changes during social media usage



INTERVIEW

What do modern people do with their mobile phones?

JIAQI LIU

Age：20
Geder：Female

"I use chat apps on my phone every day to stay in touch with my family. Especially when I'm busy with work, sending voice messages on WeChat is way more convenient than calling."

JIAWEN FAN

Age：35
Geder：Male

I use chat apps like WeChat or DingTalk for work too. It's super handy for meetings, sharing files, or coordinating with colleagues.

YAXIN XU

Age：31
Geder：Female

Pretty much all my hangout plans and group chats with friends happen on messaging apps. I'll check them regularly just to see if there are any updates.

WEILI SONG

Age：29
Geder：Female

I often use chat apps to stay connected with friends who live far away. Video calls make it feel like we're closer.

TAO LI

Age：26
Geder：Male

A lot of my group chats are filled with funny stuff like memes, jokes, or news. It's a great way to relax during the day.

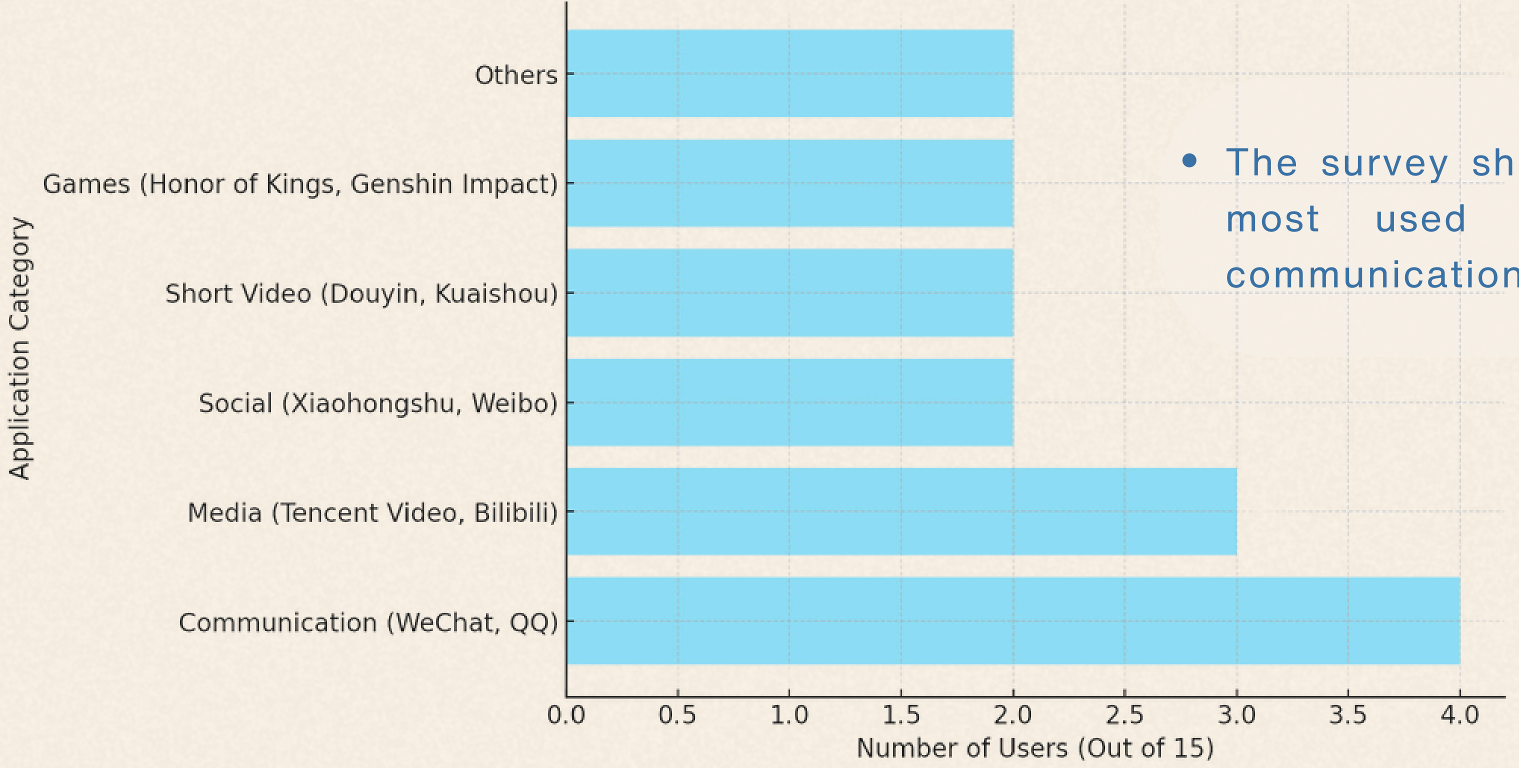
YILIN LIU

Age：35
Geder：Male

Besides chatting, I also use these apps for practical stuff like asking a store about a product, ordering food, or getting help with customer service.

ACTIVITIES

Most used application categories（adjusted to 15 people）

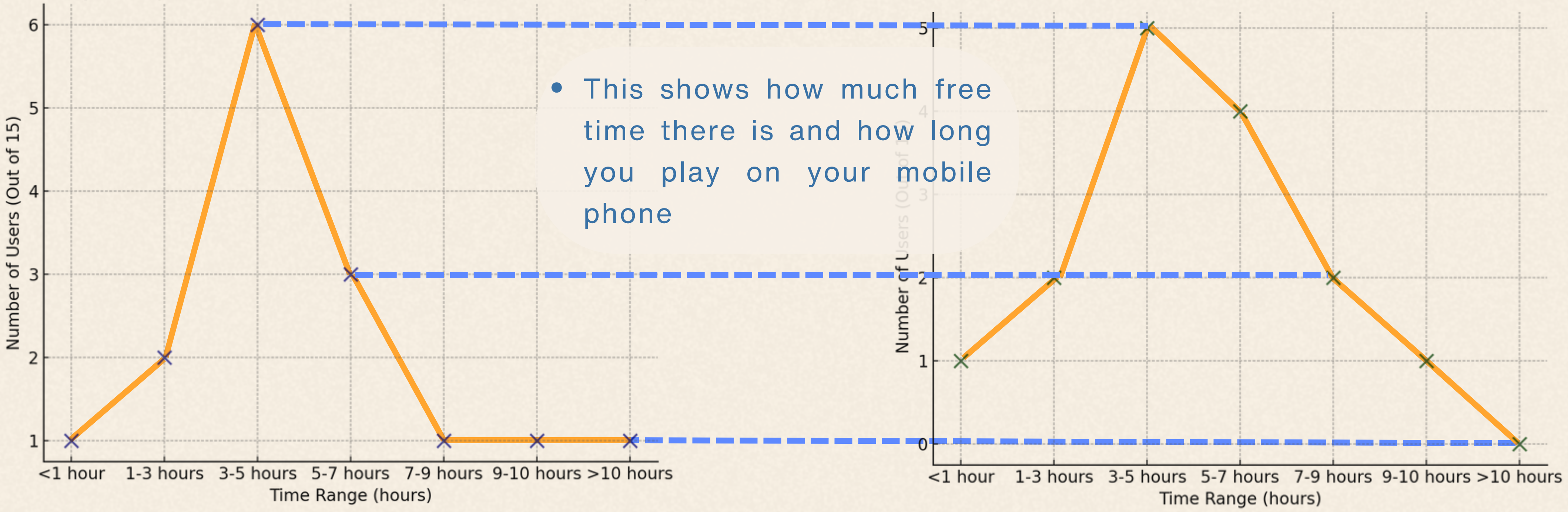


- The survey shows that the most used software is communication software.

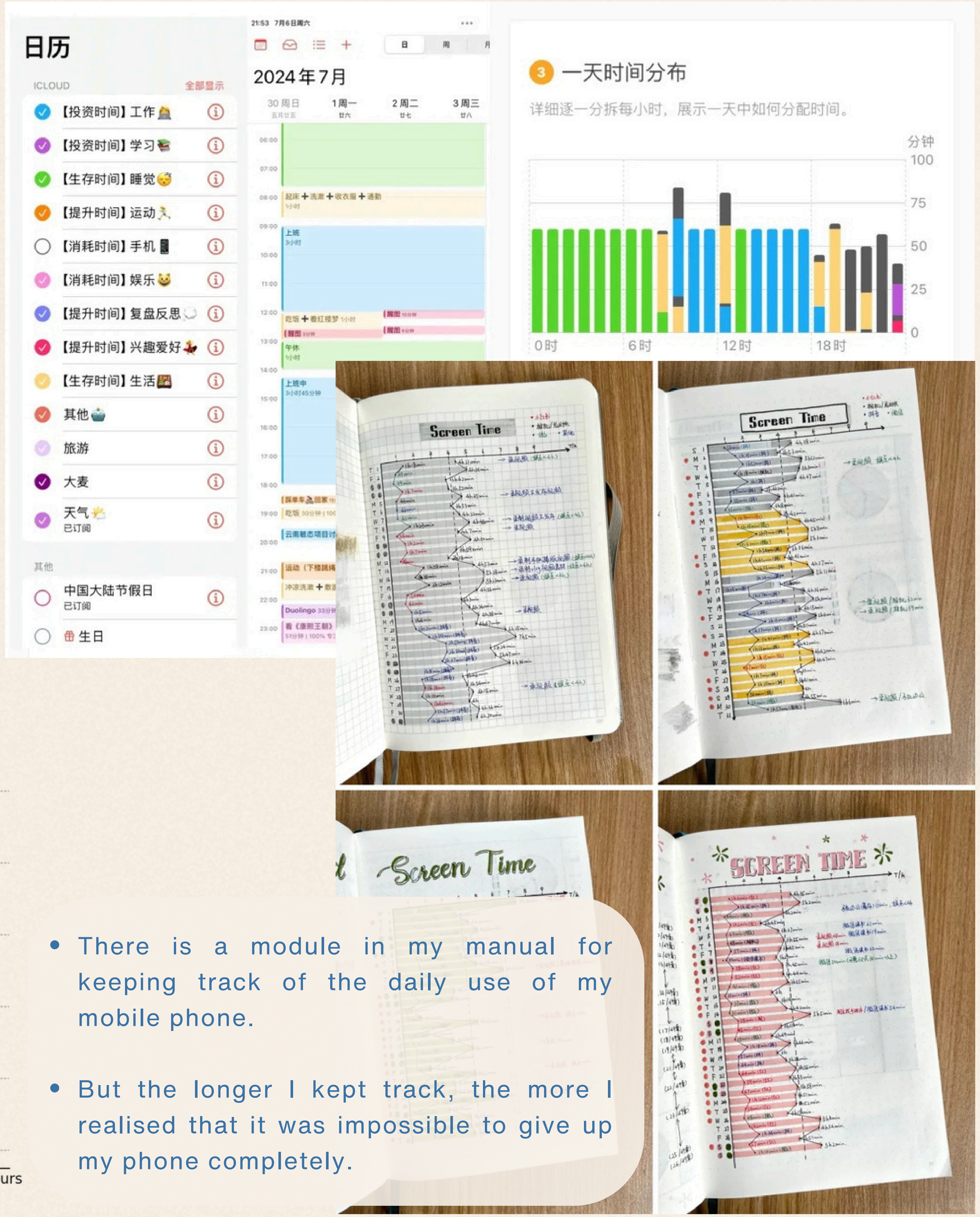
Average daily free time distribution

Average daily phone usage time

- The fluctuations in the curve over the past two days have been similar



- This shows how much free time there is and how long you play on your mobile phone



日历

ICLOUD 全部显示

- 【投资时间】工作
- 【投资时间】学习
- 【生存时间】睡觉
- 【提升时间】运动
- 【消耗时间】手机
- 【消耗时间】娱乐
- 【提升时间】复盘反思
- 【提升时间】兴趣爱好
- 【生存时间】生活
- 其他
- 旅游
- 大麦
- 天气 已订阅

其他

- 中国大陆节假日 已订阅
- 生日

21:53 7月6日周六
日
周
月
2024年7月
30 周日
1 周一
2 周二
3 周三
起床＋洗漱＋收衣服＋通勤
上班
午休
上班中
Duolingo
③ 一天时间分布
详细逐一分拆每小时，展示一天中如何分配时间。
分钟
100
75
50
25
0
0时
6时
12时
18时
Screen Time
Screen Time
Screen Time
SCREEN TIME

- There is a module in my manual for keeping track of the daily use of my mobile phone.

- But the longer I kept track, the more I realised that it was impossible to give up my phone completely.

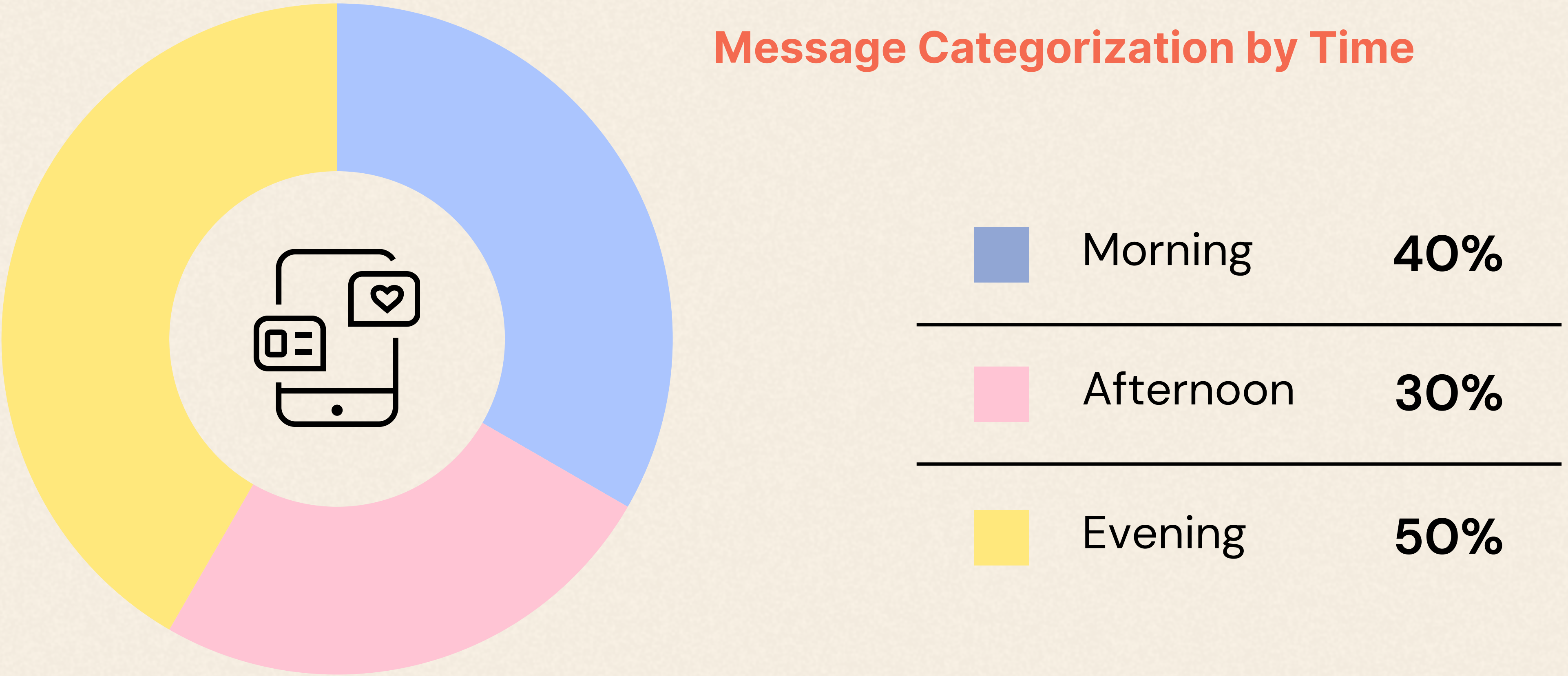
CONTEXT

Purpose of the CHROMA APP
(Key UI function analysis)

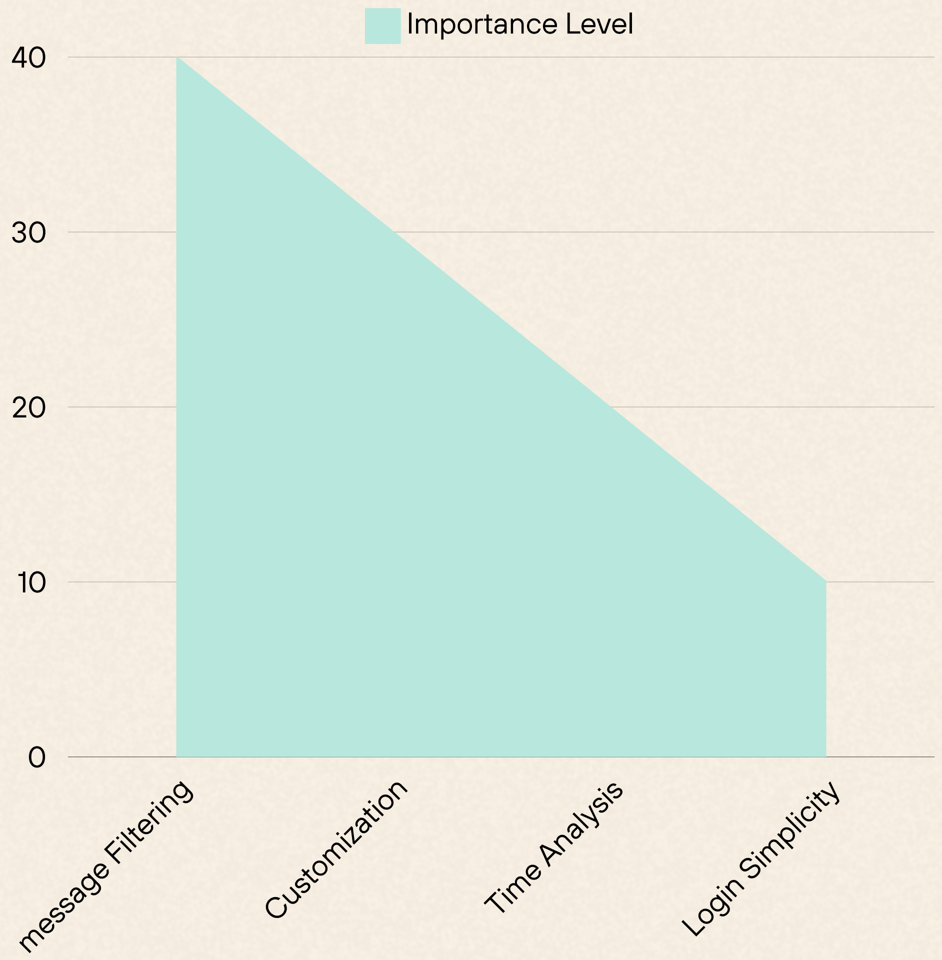
1. Message classification and filtering function:
Messages are grouped by time segment (such as morning, afternoon, and evening) for quick viewing. Divide messages into known senders and unknown senders to reduce unnecessary interference.
Survival scenario:
Users need to quickly access key information in their study/work, rather than being overwhelmed by a large number of related messages.

2. Custom functions:
Users can customize the message content by adjusting the shape, color, and expression.
Survival scenario:
This feature provides more freedom when personalized expression is needed, such as social interaction or marketing communication.

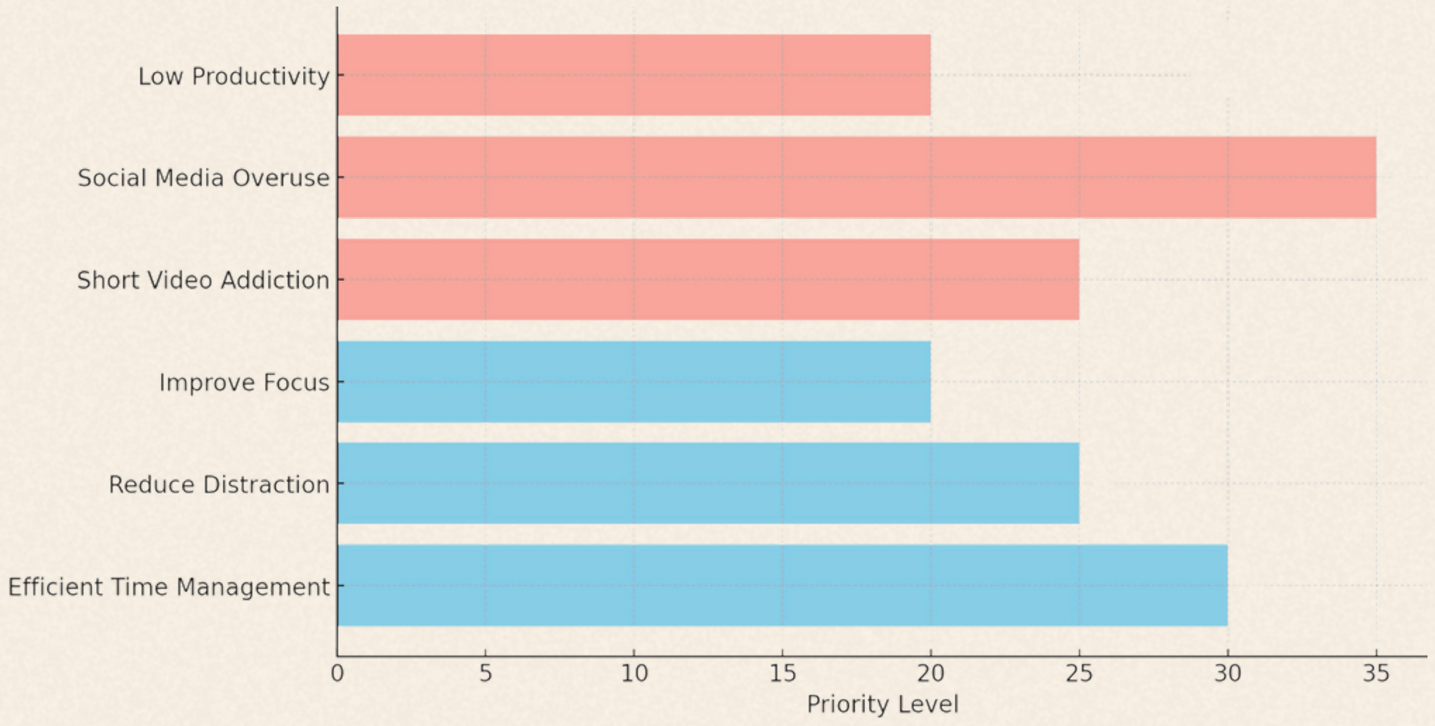
Message Categorization by Time



App Features Importance

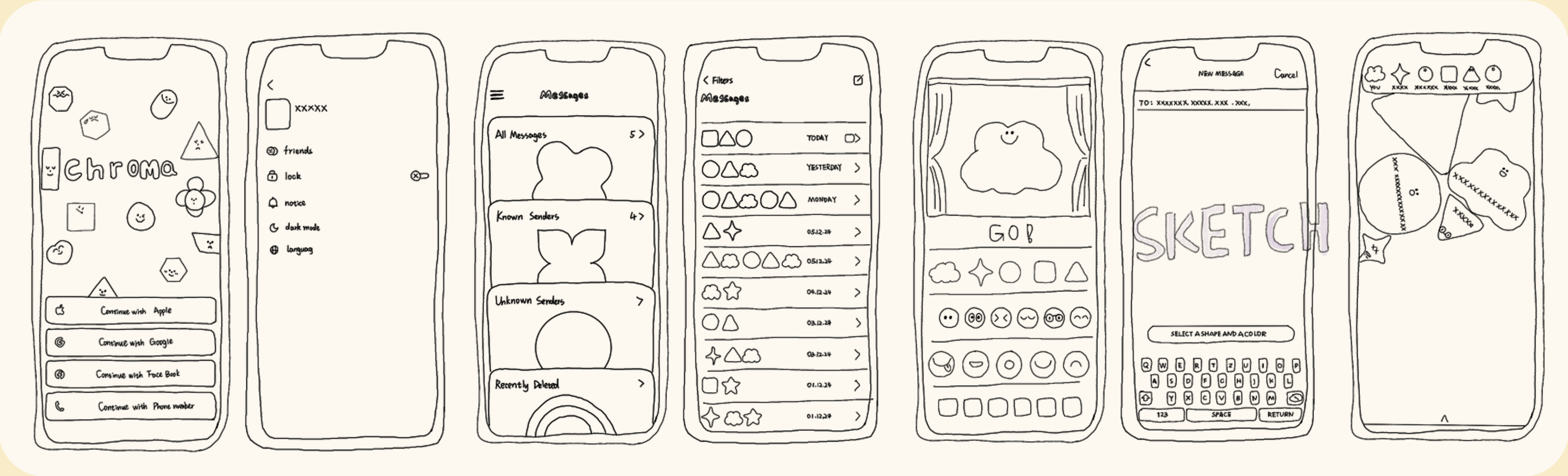


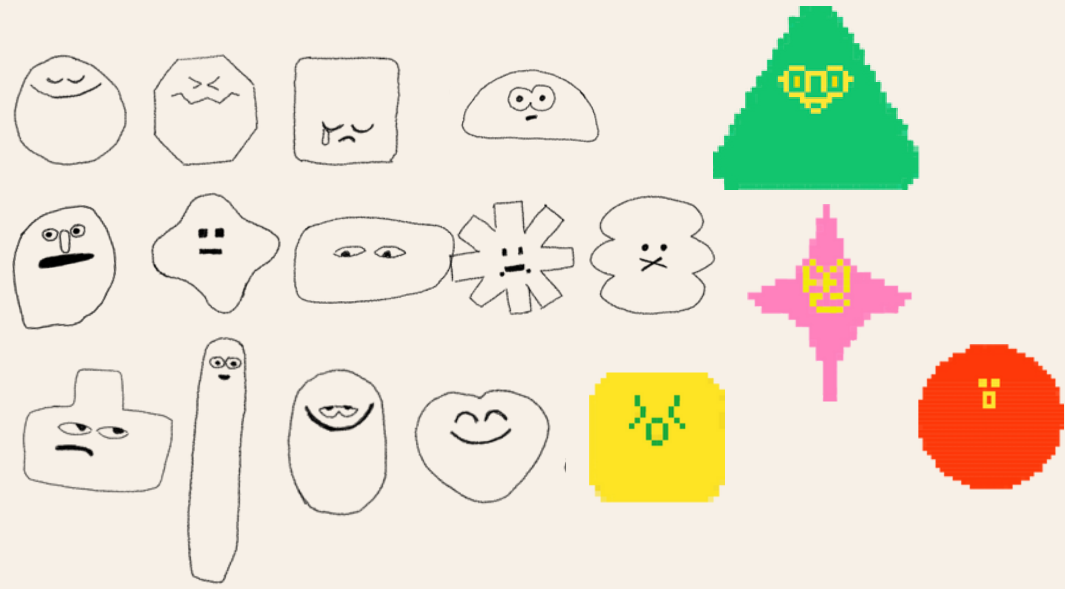
User Goals and Pain Points



SKETCH

User Group : B Adults 21yo +


Chroma
Continue with Apple
Continue with Google
Continue with Face Book
Continue with Phone number
XXXXX
friends
lock
notice
dark mode
language
Messages
All Messages
Known Senders
Unknown Senders
Recently Deleted
Filters
TODAY
YESTERDAY
MONDAY
GO!
New Message
Cancel
SKETCH
SELECT A SHAPE AND A COLOR
SPACE
RETURN



CHROMA

1.The relationship between technology and speed messing speeds up

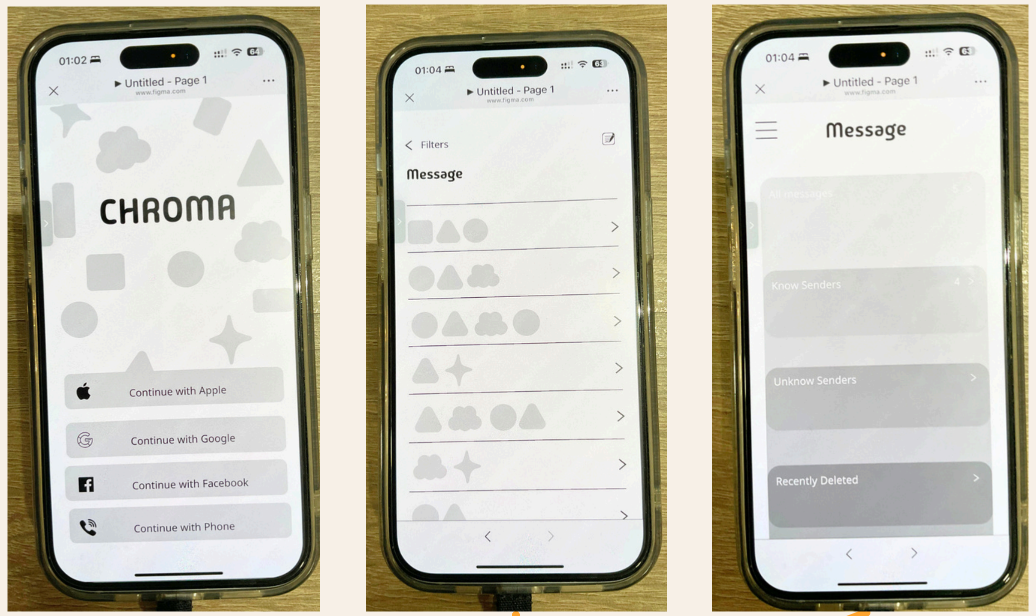
2.Emotional expression as art turning traditional text into shapes and colors to show emotions clearly

3.Humanized interaction showing messages dynamically, with realistic movement to make communication more engaging.

4.Personalization and creativity allowing users to customize shapes, colors and animations to express themselves. Making the app more enjoyable and increasing user involvement

5.Rethinking modern communication exploring how shapes and colors help express emotions and improve understanding

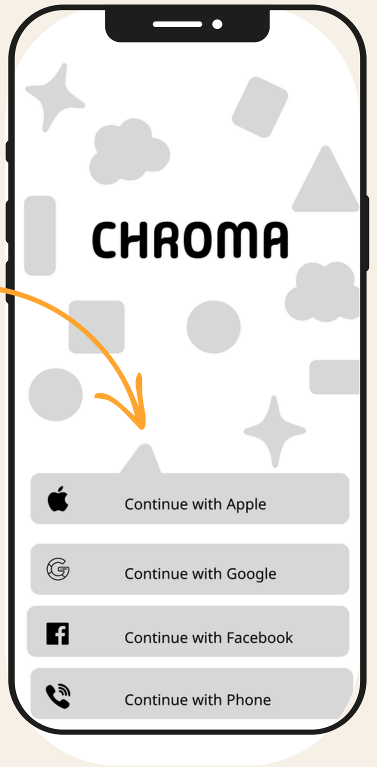
Testing video:
https://youtu.be/SoHmKxNjzM8


CHROMA
Continue with Apple
Continue with Google
Continue with Facebook
Continue with Phone
Filters
Message
Message
Know Senders
Unknow Senders
Recently Deleted

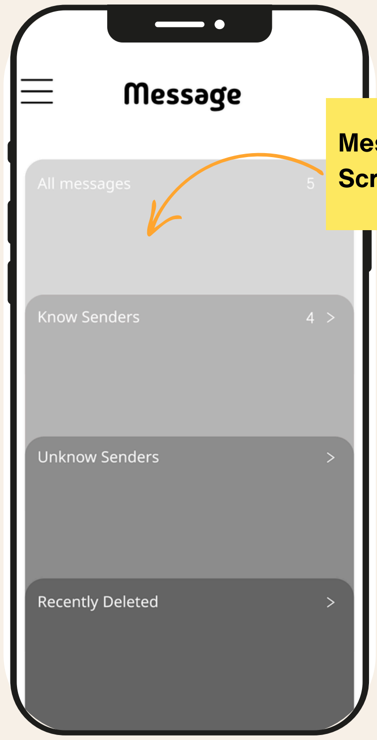
Through testing, adjustments were made for both interfaces.
1. Add time for quick access to information
2. Increase the transparency to make it easier to click and operate.

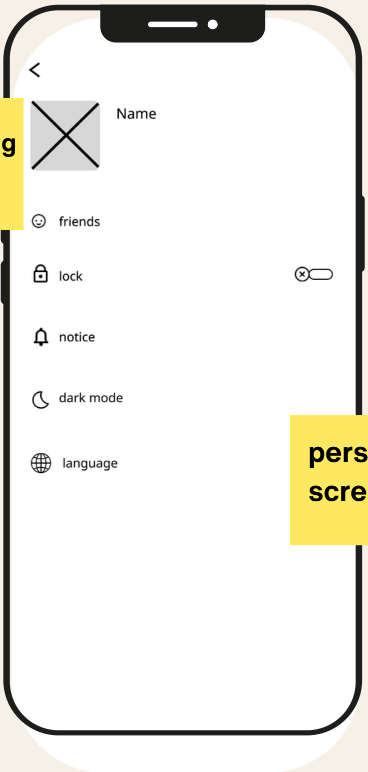
TECHNOLOGY

login screen
Apple
Google
Facebook
Phone number


CHROMA
Continue with Apple
Continue with Google
Continue with Facebook
Continue with Phone

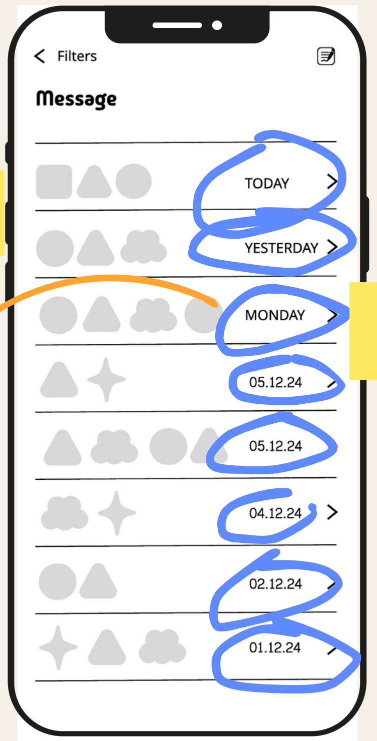
Message Sorting Screen


Message
All messages 5
Know Senders 4 >
Unknow Senders >
Recently Deleted >


<
Name
friends
lock
notice
dark mode
language

personal center screen

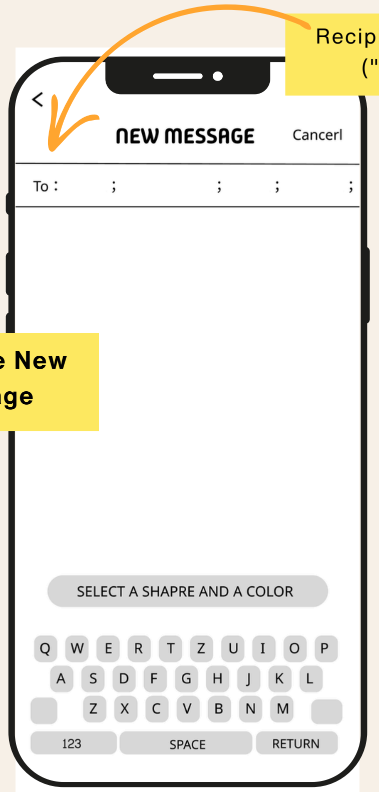
message list


< Filters
Message
TODAY >
YESTERDAY >
MONDAY >
05.12.24
05.12.24
04.12.24 >
02.12.24
01.12.24

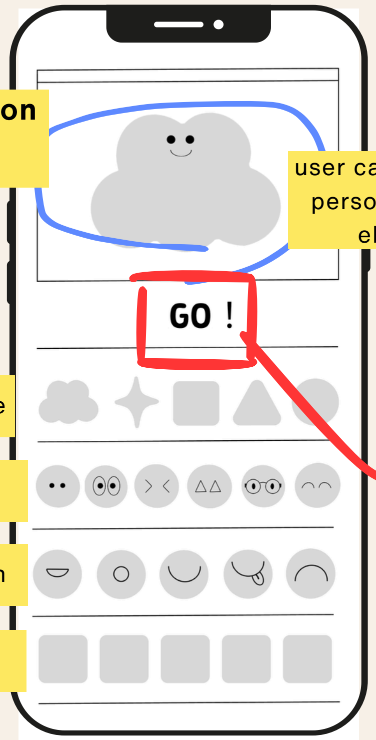
user can browse messages or notifications grouped by time periods for easy access.

Compose New Message

Recipient Field ("To:")


<
NEW MESSAGE
Cancel
To :
SELECT A SHAPRE AND A COLOR
Q W E R T Z U I O P
A S D F G H J K L
Z X C V B N M
123
SPACE
RETURN

customization message



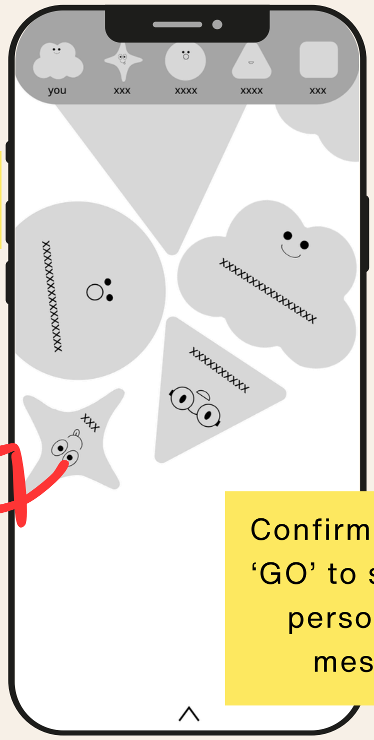
user can modify or personalize this element

message shape

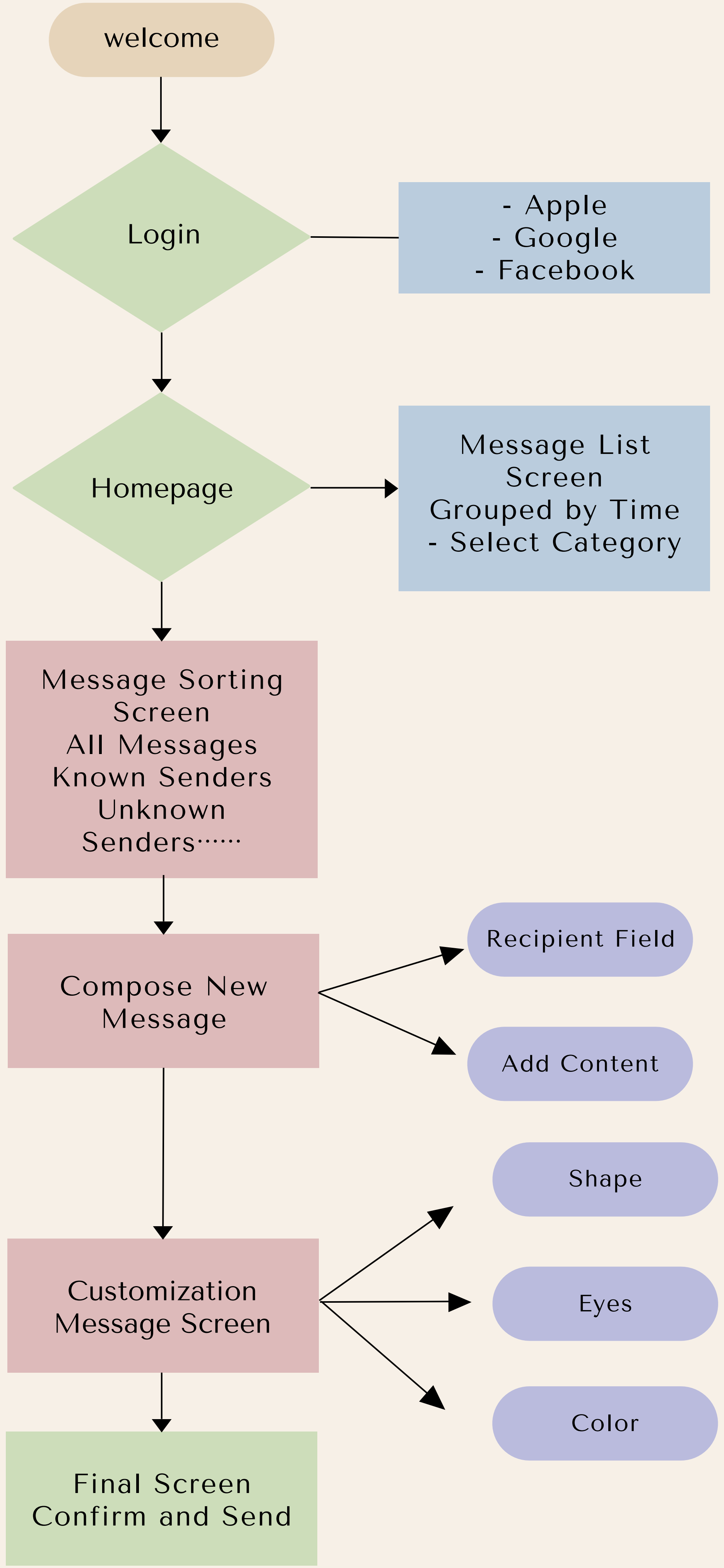
eyes

mouth

color


you
xxx
xxxx
xxxx
xxx

Confirm and click 'GO' to send your personalised message.



welcome

Login

- Apple
- Google
- Facebook

Homepage

Message List Screen
Grouped by Time
- Select Category

Message Sorting Screen
All Messages
Known Senders
Unknown Senders……

Compose New Message

Recipient Field

Add Content

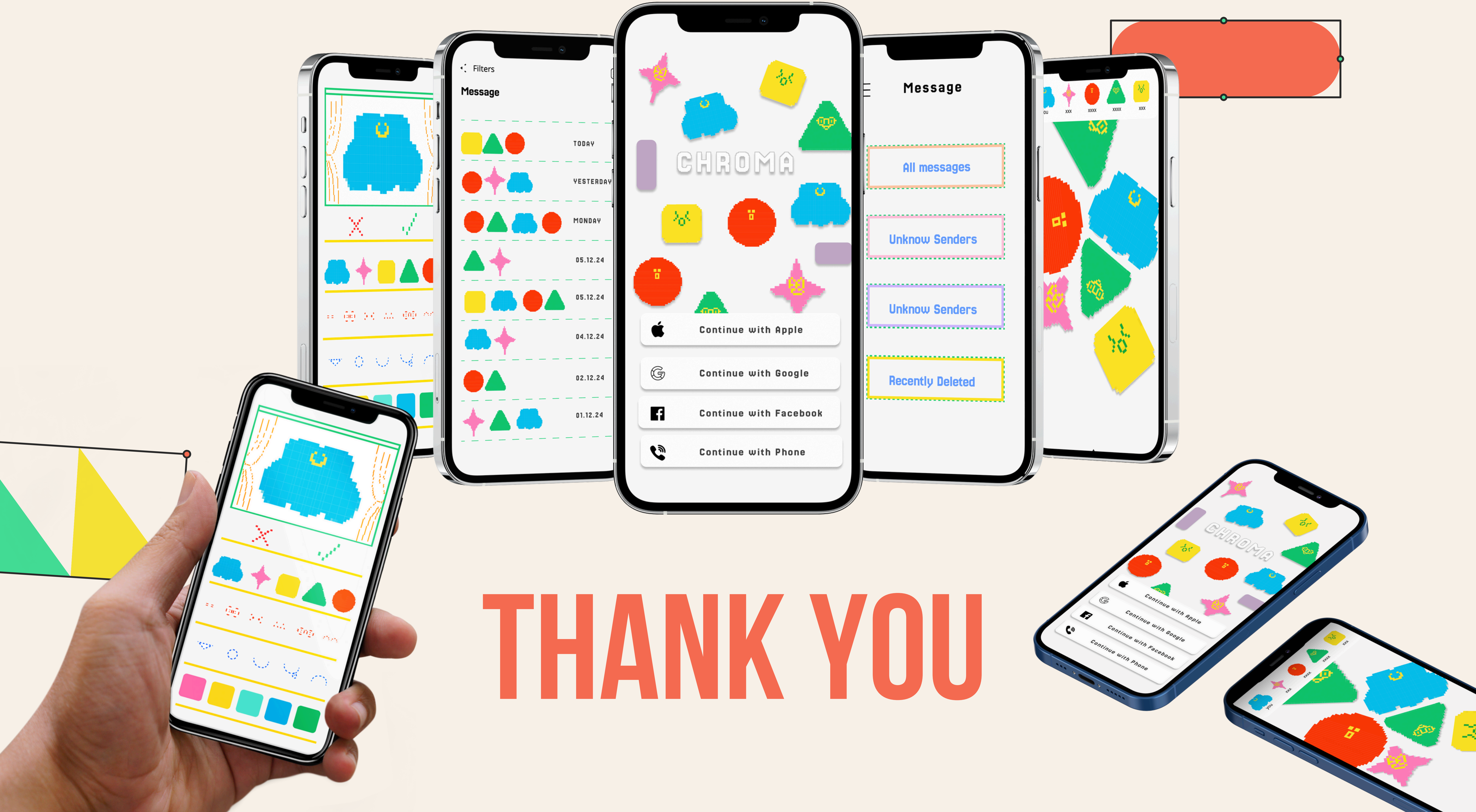
Customization Message Screen

Shape

Eyes

Color

Final Screen
Confirm and Send


Filters
Message
TODAY
YESTERDAY
MONDAY
05.12.24
05.12.24
04.12.24
02.12.24
01.12.24
CHROMA
Continue with Apple
Continue with Google
Continue with Facebook
Continue with Phone
Message
All messages
Unknow Senders
Unknow Senders
Recently Deleted

THANK YOU