

2021

UI/UX Design

Mobile App



MAITRI

Living Beyond the edges

Date and Place : 14 July 2021, Bhubaneswar



MAITRI

An Entertainment App

An app which will help you to rescue yourself from this depressing lockdown and can teach you how to enjoy life in a new way.



Member 1



Haritosh Tripathy

Student/ UI and UX Designer

Team Leader



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Member 2



Devatesh Tripathy

Student/ Non Designer

Team Order of Phoenix

Problem Identified

“

People are frustrated and unhappy for being forced to stay at home. With the increasing duration of lockdown they are losing their patience and most importantly it's affecting their mental health which leads to problems in their daily life. Design a sustainable solution which will help people to get through the lockdown and prepare them for the next wave.

”

Problem Description

In this difficult **lockdown time** people are suffering from lots of problem starting from vaccination to oxygen supply till finding beds in hospitals but all of these problems are creating one big health issue which remains unnoticed by the doctors and government. That is mental health issue. With regular **increase** in duration of lockdown people are *feeling frustrated, sad and depressed* as their social life is compromised.

They find it extremely *difficult to stay positive and happy* all the time. Humans are social being and from time to time they need to relax themselves by socialising, travelling and exploring themselves.

Although we can't let them wander, party during this **pandemic**, we came up with an idea where they can *help them to connect, enjoy and have fun with other people*. Moreover it will help them to showcase their hidden talent and we are planning to make it possible through our platform "**Maitri**"



Why is it an urgent Problem?

The larger population is facing a strong negative impact of COVID-19 on their **Mental Health**. Studies reveal that mental health issues like *anxiety, depression, stress, psychological distress, loneliness* have emerged progressively among the general population during the **COVID-19 outbreak**. Increased suicidal ideation and suicide, specifically among youth are an important concern during this time, which could be triggered by *pandemic-related consequences, such as closures of universities and loss of income and isolation due to quarantine during the lockdown period*.



During **clinical practice**, it is often seen that men and women with minimal educational exposure about mental health issues and **lack of self-awareness** find it difficult to *identify and express their emotional stress and low mood*, eventually resulting in not seeking help and suffering in silence. Due to their cultural beliefs, women often accept stress related to emotional and physical abuse, domestic violence, and repression (occurrences of which, according to studies, have significantly increased during the COVID-19 pandemic) as normal.

Rise In Depression, Insomnia Cases Due To Covid-Related Trauma: Experts

Medical experts concurred that family members were unable to grieve together after losing their dear ones to Covid due to safety constraints and social distancing norms.

NDTV.com

Pandemic-triggered mental health crisis is real: Experts

April 24, 2021, Times of India

Mental health biggest casualty in second wave

Jun 12, 2021, Times of India

INDIA REPORTS 40% INCREASE IN MENTAL HEALTH ISSUES IN APRIL

Money Control News

The age of fear: How Covid has impacted our mental health

Covid's deadly second wave has sparked off a 'fearodemic'. People are afraid of dying, of losing their loved ones, of being alone, of losing their jobs—anxieties that add a new dimension of mental-health issues to the ongoing crisis

India Today

Pandemic takes huge toll on mental health

Mental health has taken a massive toll on the people across age segments, right through the Covid-19 pandemic.

The Indian Express

Mental health of graduate students sorely overlooked

Too few resources exist to help early-career scientists deal with the stresses encountered in today's 'publish or perish' culture.

Nature

These headlines of various articles on various media and newspaper are living prove that how mental health issues are rising rapidly in India. Effective measures are needed to be taken to deal with it.

Discovery

Design

Delivery

Research Design Strategy

UX Research User Persona & Competitive Analysis

UX Research User Story & User Flow

Style Guide Typography & Brand Identity

UI Design Main Flow & Future Concept

Visual Design Prototyping

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

Day 8

Day 9

Day 10

Day 11

Day 12

Day 13

Day 14

Design Strategy

Executive Intent

The intent is to create a platform for the user where they can enjoy their life which they wanted to enjoy before corona arrived. This platform focuses mainly on mental health issues which gradually increased with the lockdown. People are feeling depressed and frustrated just by sitting at home. Many people lost their jobs during this difficult time. Starting from kids, teenagers, adults and old people everyone wants to hangout with their friends everybody wants to live a life where they can live without the fear of being dead every time they go out ; but all these wishes cannot be fulfilled. Keeping all these things in mind, we designed a platform where they can enjoy every bit of their life and can lead a stressfree life.

Special Features

- People can showcase their talents to everyone in the community. Yes they can like, share, comment and post.
- People can invite and play different kinds of games with their family and friends. All kinds of games are available here.
- People can listen to their favourite live shows starting from motivational sessions to standup comedians.
- People can also organize online events and can even earn money.

Support a life

- Engage in meaningful daily activities
- Build relationships and social networks that provide support
- Improve their health and wellness
- Live a self-directed life
- Strive to achieve their full potential

Who is our Target Audience?



- **Students** and **Kids** are the innocent sufferers of the lockdown who have to spend all of their time in their home in the *constant pressure of study*.
- **Old aged** people who used to visit temple and enjoy time with their friends are spending most of the time at home being *frustrated and alone*.
- Pandemic has not been able to stop **Working Class** people. People have started working from home and some still are working in office and has *pressure, frustration and anxiety* as constant companion.
- The last one and often ignored by everyone **House Wives** whose workload is now more than ever, they are *working tirelessly* to keep everyone happy and safe.



Why would we as users want an app like this?

Our team approached the problem by researching in both **qualitative** and **quantitative** method, by this we were able to understand the consumer needs and the problem they are facing in the *current scenario*. It is important to understand that the solution we are providing should meet their expectations or not. Also, we jotted down our ideas after spending about 5-6 hours at first. This was done to not only start the **thought process** but also to derive thought and ideas required for the project.



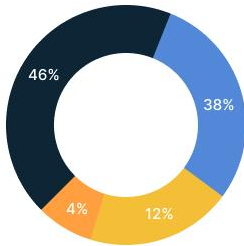
Quantitative Research

We conducted **surveys** on individuals of *all age groups, social status, gender, and other demographic factors* that could help us better account for their current understanding of **mental health**, practices they follow and resources they use to keep themselves motivated and happy in this lockdown time.

Questions from the survey:

Would you like to pay for services that could entertain you and can help you to keep motivated in the lockdown?

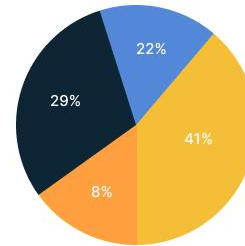
(46 responses)



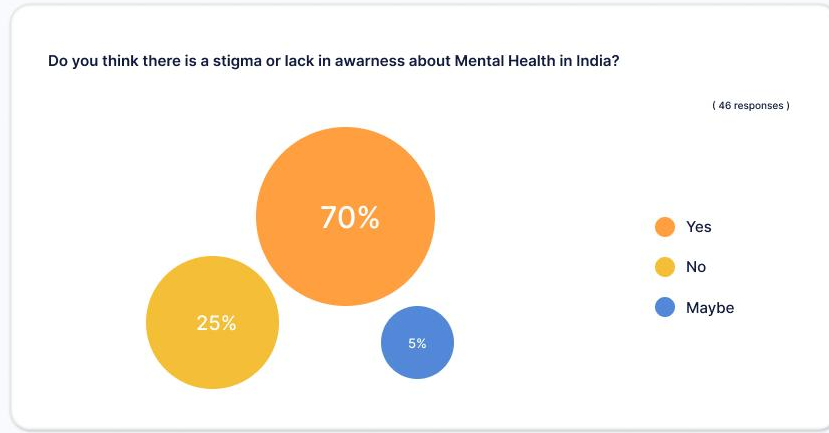
- Yes
- No
- Depends on the price
- Depends on quality of the service

Is there any existing social media app that keeps you happy and motivated in this lockdown time?

(46 responses)



- Yes
- No
- Sometimes
- Rarely



Survey Outcome:-

46% of the people were agreed to pay for a platform that would charge money to keep them motivated if the quality of service is good enough; where as 36% people's opinion was dependent on the price they are being charged. Out of all the social media apps that are present in internet 41% people found that no social media is able to keep them happy and motivated and according to 8% of people they feel happy by using the social media. 70% people feels that *mental health is a social stigma in India* and that's why people feel less secure while talking about it. 78% of people wanted to have an app that can be used as one-stop solution that would let them connect with friends and interact with them, play games and where they can listen to radio and program of their choice.

Qualitative Research



Siba Prasad Dash
IT Analyst

Experience



I was totally unprepared for it. For first few days it seemed normal, but after two, three week things started to change, I just wanted to go outside have some fresh air, meet with my friends have some fun together. With this lockdown we have to started working from home, although having job in this time is a great achievement but I didn't have anything to release my pressure, tension anxiety increased day by day.

Wants and Needs

- To stay motivated in this lockdown
- To decrease the screen time
- To listen without advertisement
- To interact with friends and have some genuine fun.

Tech

Internet



Adobe



Gadgets



Social Media



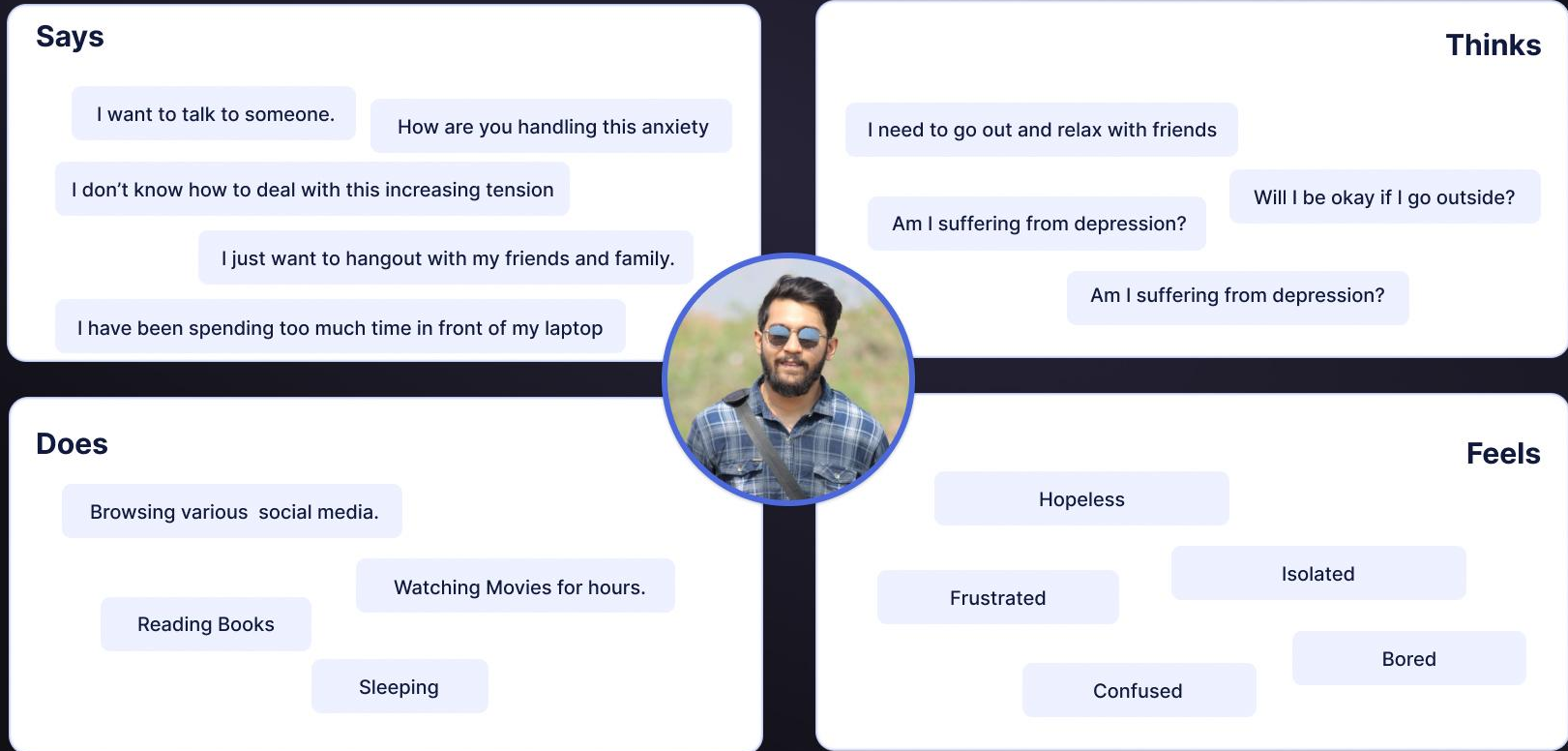
Frustrations

- Doesn't like excessive working
- The app doesn't provide proper content.
- Games take too much time and have to install them separately.

Favorite Brand



Empathy Mapping



Competitive Analysis



Features	facebook.				
Rating					
Connect	✓	✓		✓	
Radio			✓		✓
Gaming	✓				
Chat	✓	✓		✓	
Post Your Story	✓			✓	
Organize & Attend Events		✓		✓	

After studying all the informations that we have collected during User Research we found some must have features, that should be in an entertainment application designed to keep people happy and motivated during the lockdown.

1. **Security** - People should always be in charge of how much personal data they want to share.
2. **Location**- Application must use GPS/location.
3. **User Friendly**- While using the app it should feel like fun rather than hide and seek with features
4. **Events Optimization**- The app can suggest related events to the user based on their interest.



In the light of the scope of project , a number of user stories are considered and we selected those which would reflect the goals of potential user. With the user stories selected, we determined success criteria that would be helpful to determine the design solution.

User Stories

I want to interact with friends and family during these lockdown days as I am alone and far away from them.

My parents are working all the time. I don't have anyone with whom I can play.

After all day of work I want to watch or listen something of my choice, which can release my stress.

It's so frustrating watching all these tension going around, I need to be relaxed. I want to do something which makes me happy and I wish my friends to watch it.

Success Criteria

Connect with people of similar interest.

Gaming options to refresh the mind.

Radio to listen to favorite shows will be helpful while decreasing the screen time.

Ability to like, share and post your talent which can be seen by everyone and will allow you to connect with more people.

Typography



Regular Medium Semibold Bold Extrabold

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

Colour Palette



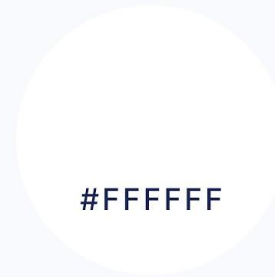
Primary



Primary



Secondary

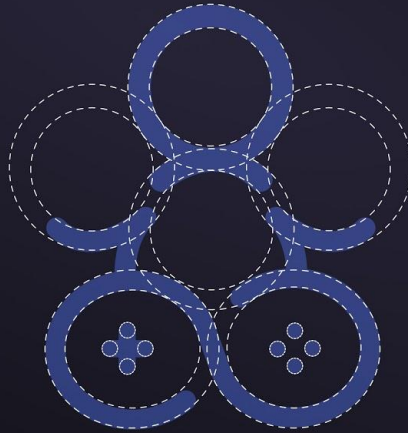


Secondary

The Colour selected are designed to be harmonious, ensure accessible text and distinguish interface elements and components from one another. Colour is also used to add meaning and support design communication. The reason behind we used Blue colour is it's seen as trustworthy, dependable and committed. The color of ocean and sky, blue is a constant and has calming influence in our world. Blue has equal appeal to both men and women. Blue also tends to lower our heart rates, blood pressure, and even our body temperature. Blue is associated with peaceful rest, profound insight, and spiritual realization.

Brand Identity

The logo represents unity among people during this difficult time. To take care of their mental and physical health we are providing a medium where people can entertain themselves and can stay happy.



+



+



Unity

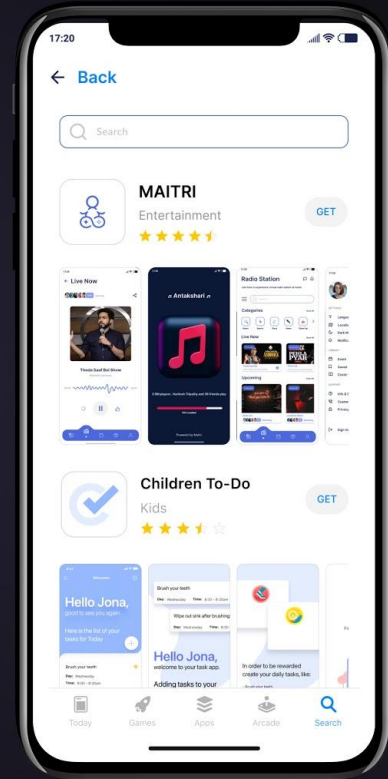
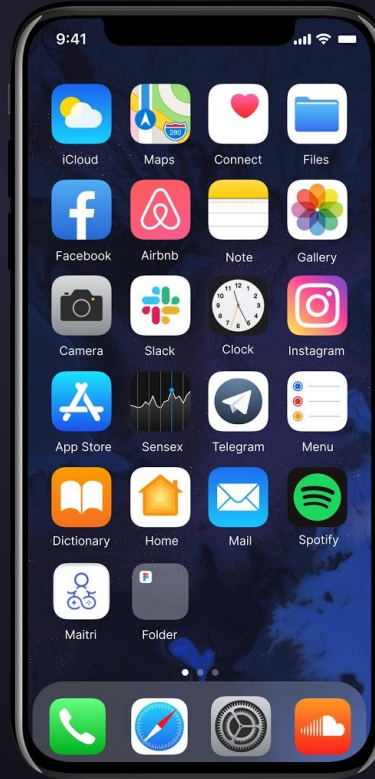
Health

Entertainment

Thumbnail Mark



Thumbnail marks or Compressed mark are often used for the cases where small scale icons are must needed. For example in App Store and Home Screen.



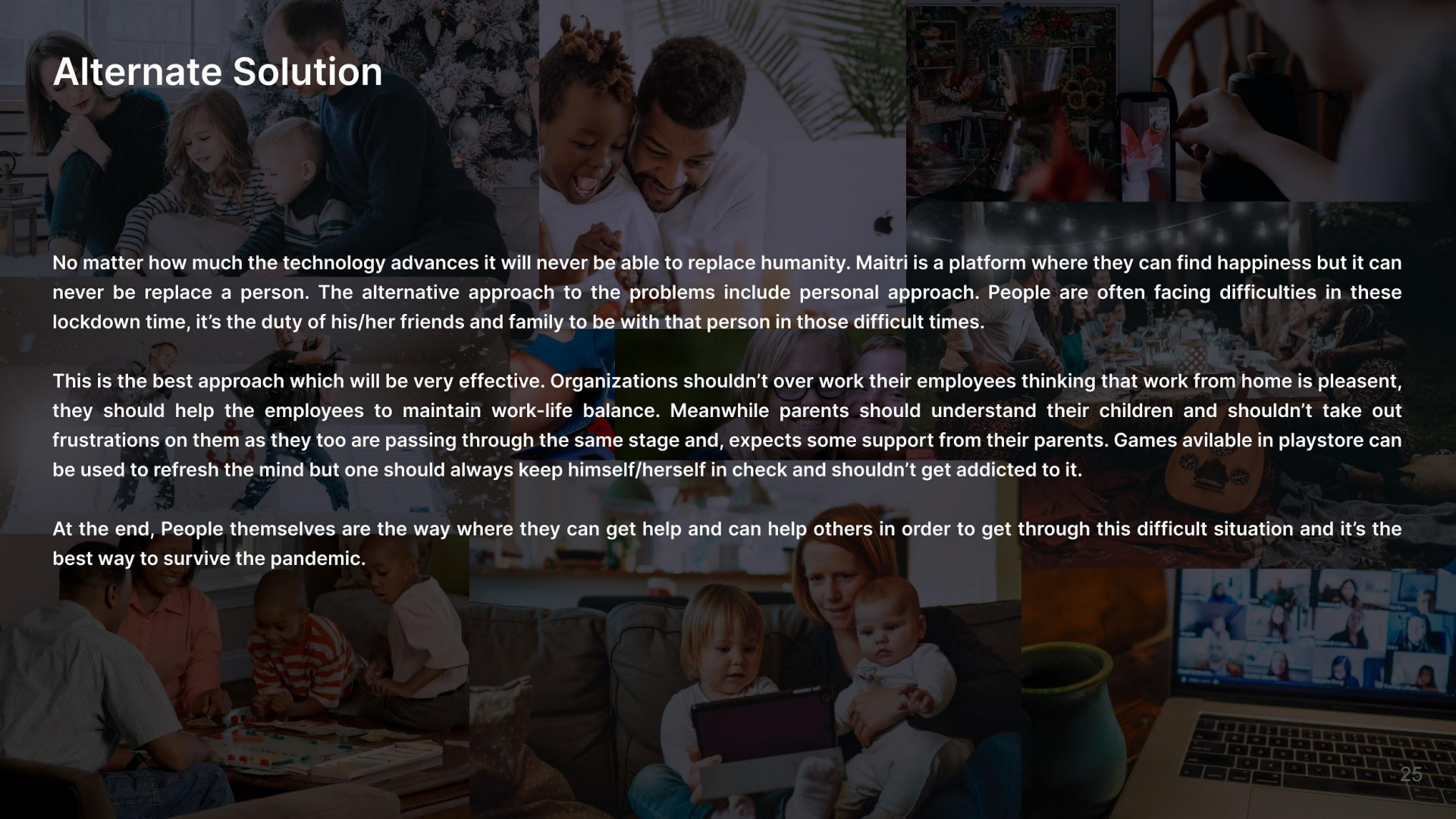
Monochromatic Theme

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



Alternate Solution

The background of the slide is a collage of various images. In the top left, a family (mother, father, and two children) is gathered around a Christmas tree. In the top center, a man and a young girl are smiling and looking at something together. In the top right, a person is holding a smartphone, and another person is pouring liquid from a kettle. In the middle right, a group of people is sitting around a table outdoors at night, possibly at a restaurant or cafe. In the bottom left, a family is sitting on a couch, and a young girl is holding a tablet. In the bottom right, a laptop screen shows a video conference with multiple participants.

No matter how much the technology advances it will never be able to replace humanity. Maitri is a platform where they can find happiness but it can never be replace a person. The alternative approach to the problems include personal approach. People are often facing difficulties in these lockdown time, it's the duty of his/her friends and family to be with that person in those difficult times.

This is the best approach which will be very effective. Organizations shouldn't over work their employees thinking that work from home is pleasant, they should help the employees to maintain work-life balance. Meanwhile parents should understand their children and shouldn't take out frustrations on them as they too are passing through the same stage and, expects some support from their parents. Games available in playstore can be used to refresh the mind but one should always keep himself/herself in check and shouldn't get addicted to it.

At the end, People themselves are the way where they can get help and can help others in order to get through this difficult situation and it's the best way to survive the pandemic.

Impact on Society

No one had ever imagined that human had to lock themselves to survive. Going outside and socializing could prove to be fatal. But then COVID-19 came, and they are going through all of the bad situation which is worsening day by day and it drastically affects the mind-set of people. People are desperately waiting to go outside and enjoy.

But if the scenario continues and people are forced to stay at home this could be unhealthy for them both mentally and physically. Maitri could help people in these times by providing them a single platform where they can connect, attend events, listen to the show of their choice, and of course by playing different games with their friends and family to refresh the mood.

Social distancing is a necessity to fight corona, but that should not stop people from socializing and Maitri is a perfect platform for it. Here games can be ice-breaker between the strangers and with help of event feature people will be able to join the event of their choice and organize events which can provide a medium to income some money. This is a perfect app which is designed to keep people happy and get them ready for the next wave.



Sustainability

India's public landscape has transformed dramatically over the last couple of months, with the most prolonged lockdown that the present generation can remember. Declared on March 24, 2020, the lockdown ensured that hundreds of millions of people were effectively confined to home. The National Institute of Mental Health and Neurosciences (NIMHANS) in Bengaluru identifies *"anxiety about death and dying in unnatural circumstances without access to family and friends"* as one of the primary psychological issues to emerge in this pandemic.

The Product that we have designed will not only help people to adjust their life style at home but also it will appear as new age social media application. Here all the features have combined in one platform due to which people don't have to download another dozens of application to chat, post, listen to songs and play games.

People find it extremely difficult to stay at home during lockdown as they crave to be with nearest and dearest people and when they got the chance they start travelling. They forget to maintain social distance; which exposes themselves and others to become the victims of covid. With Maitri in hand people can connect to their beloved ones and can experience a better life at home.

Kids, adults and old person everyone can use this app according to their convinience and can stay happy. It's an app designed not only to help people after their mental health got disturbed but also to take care of people and their mental health. Because we believe -

"Prevention is better than Cure."

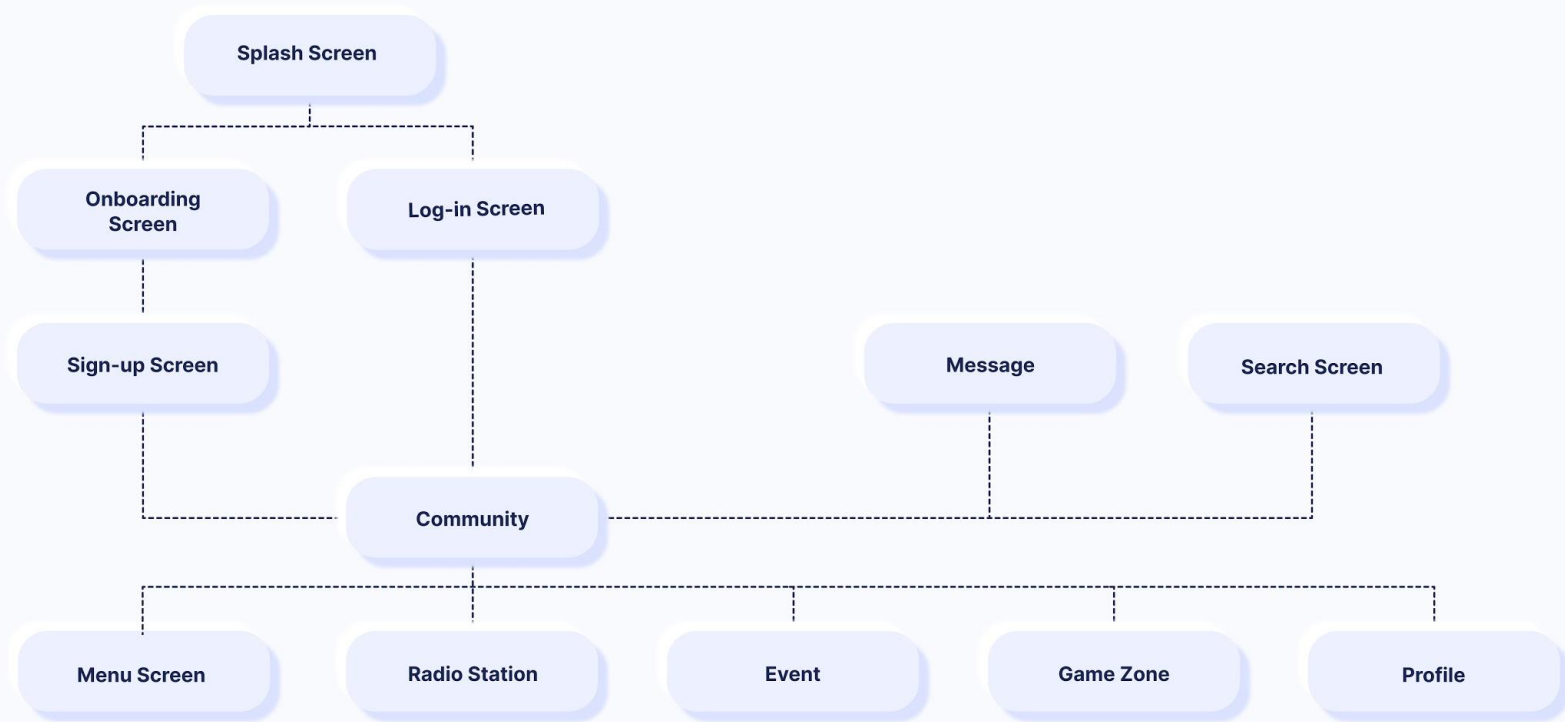
Future Scope

As we are trying to keep people happy and to avoid person to person contact through this application.

- First people have to know about the platform. We have to advertise about our application through Media, YouTube, News Paper etc.
- We have to collaborate with different radio stations and can invite various artists to shows, which will help artists to make money, and help audience to listen their favourite shows.
- We can connect with various artists and event organizers they can arrange various online events here. Example: Music concert, Stand up comedy, debates on various topics. Through these events organizers as well as artists can make money.
- Once people register in our app they can enjoy all the features.



Userflow



High Fidelity

Hello, **Team Order of Phoenix** present you

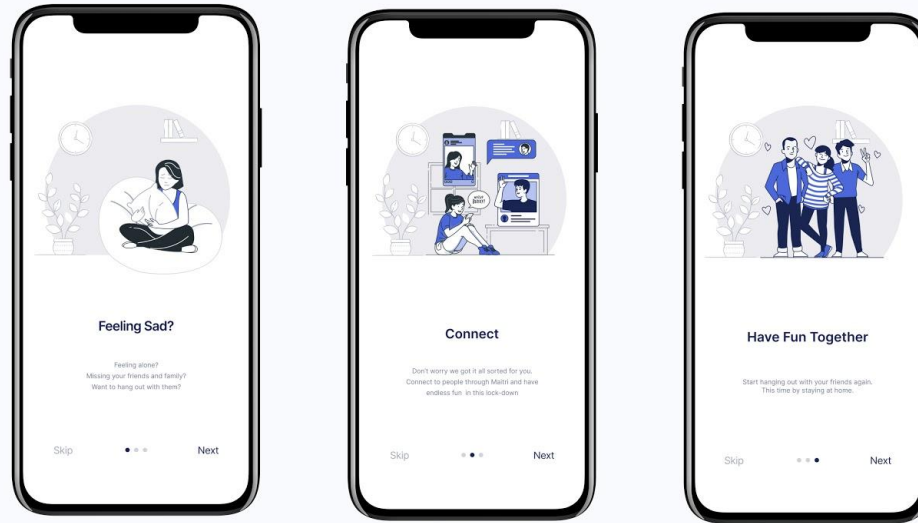
Maitri

An app designed for the solo purpose to entertain the user.

Splash Screen

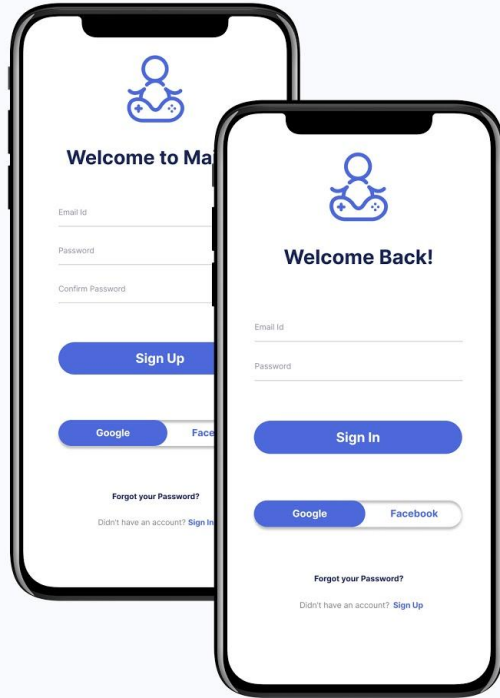
This is the Splash Screen of the app. Once the user clicks the app icon, this screen will appear.





Onboarding Screen

These are onboarding screens which will appear after the splash screen. If the user is new then only this screen will show up to inform the user about our platform.



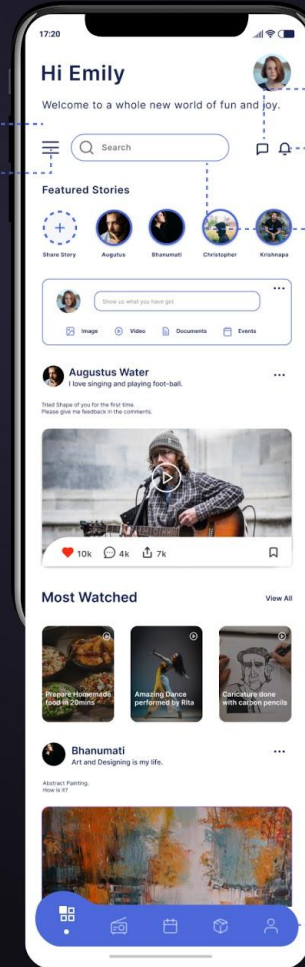
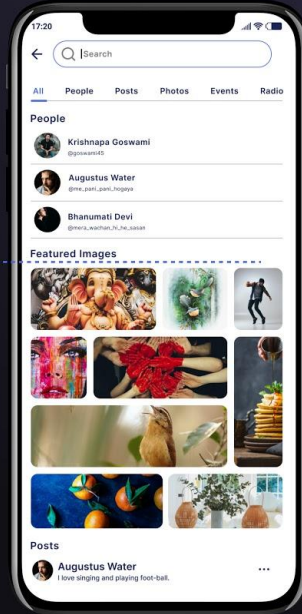
Sign In and Sign Up

- The existing user needs to Sign In and new user needs to Sign Up in order to continue in the platform.
- User can use their gmail account or facebook account to continue in the platform.
- In case of unavailability of facebook account or if the user doesn't want to share Gmail and Facebook details they can manually type email id and password.

This is community page

This is menu bar

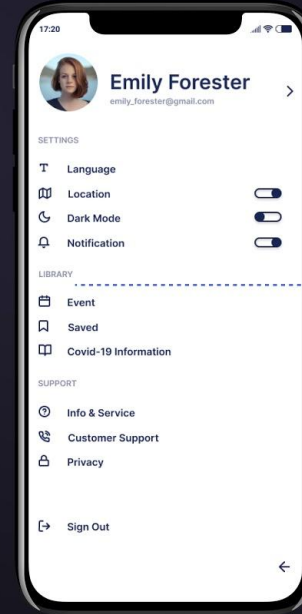
This is search screen



This button will redirect you to chat section.

On clicking the button user can check his notification

This button will redirect you to search section.

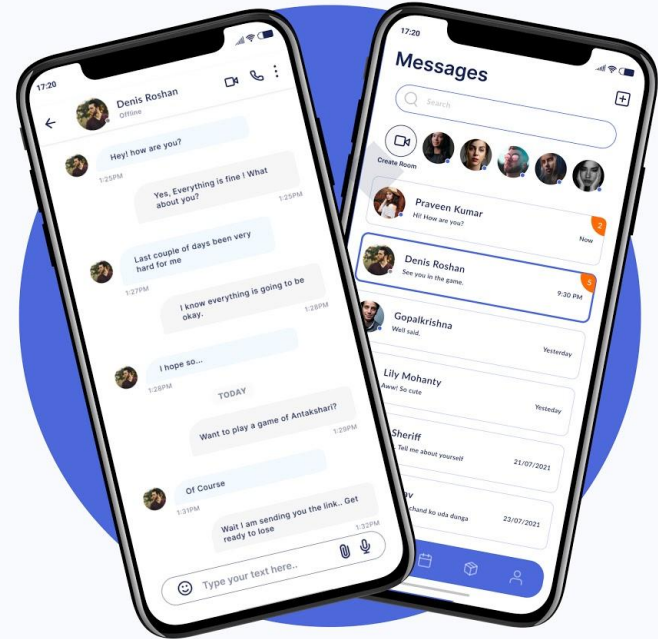


This is the Menu Screen

This is navigation bar

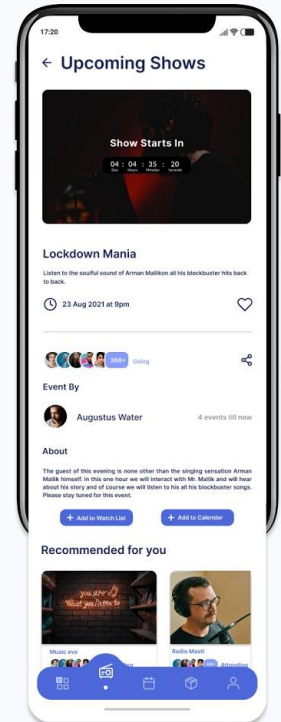
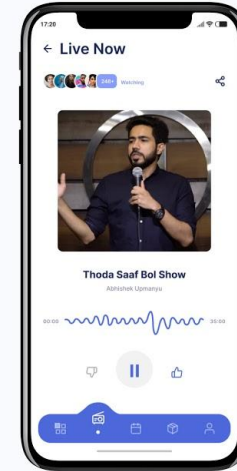
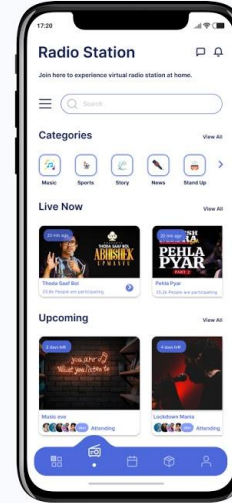
Messaging

- Maitri offers free messaging service.
- Using this feature user can chat, video call and share.
- Here user can connect with multiple persons at a time by creating a room.
- User can send invitation request to the persons with whom he/she wants to connect via Maitri.



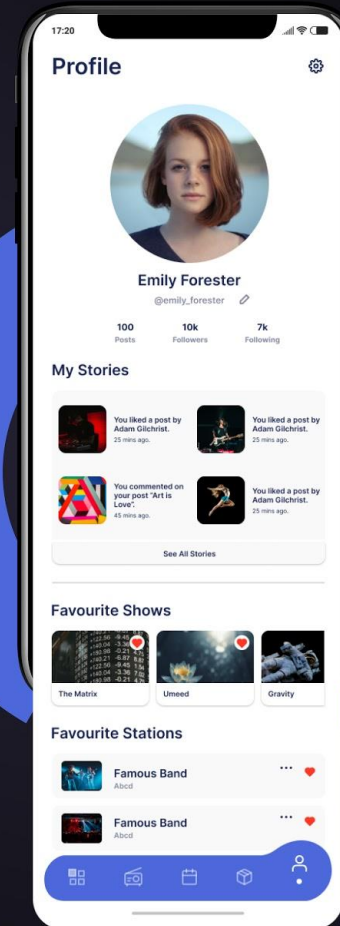
Radio Station

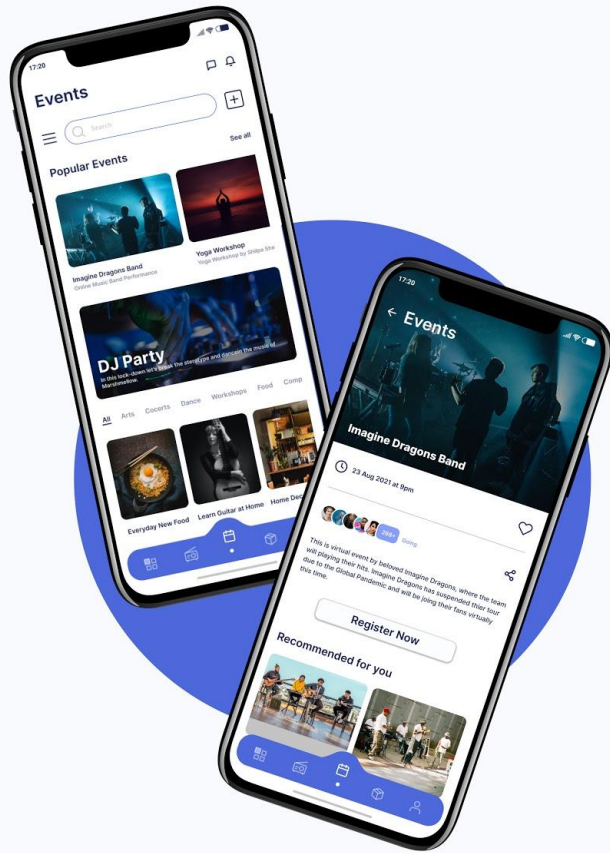
- With this feature in hand user can listen to various radio stations according to their choice.
- User can search what they want to listen or can choose from categories.
- Here user can even choose from the list of live shows that's going on.
- If the event that the user want to listen has not started yet he can add it to watch list or calender.



Profile

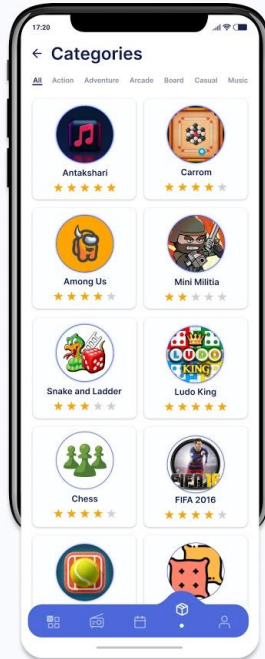
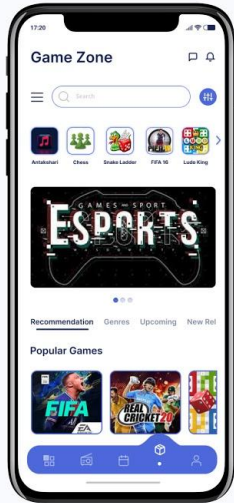
- In this screen people can change their user name, number of follower, number of followings and number of posts.
- People can see their favourite shows, favourite stations and past activities there.





Events

- With this feature user can join online events happening across the world.
- Starting from group discussions to music concert user can participate whichever event they want to join.
- User can also create events and make it paid and unpaid according to their choice.



Gaming

- Gaming is the most amazing feature provided by this application.
- You can explore variety of game or can choose game of your choice.
- Can play with friend and random people.

Game

Here we have showed the interface how the game will look like from inside. For this we have taken one game which is available in this platform with named “Antakshari”.

People can play in four ways -

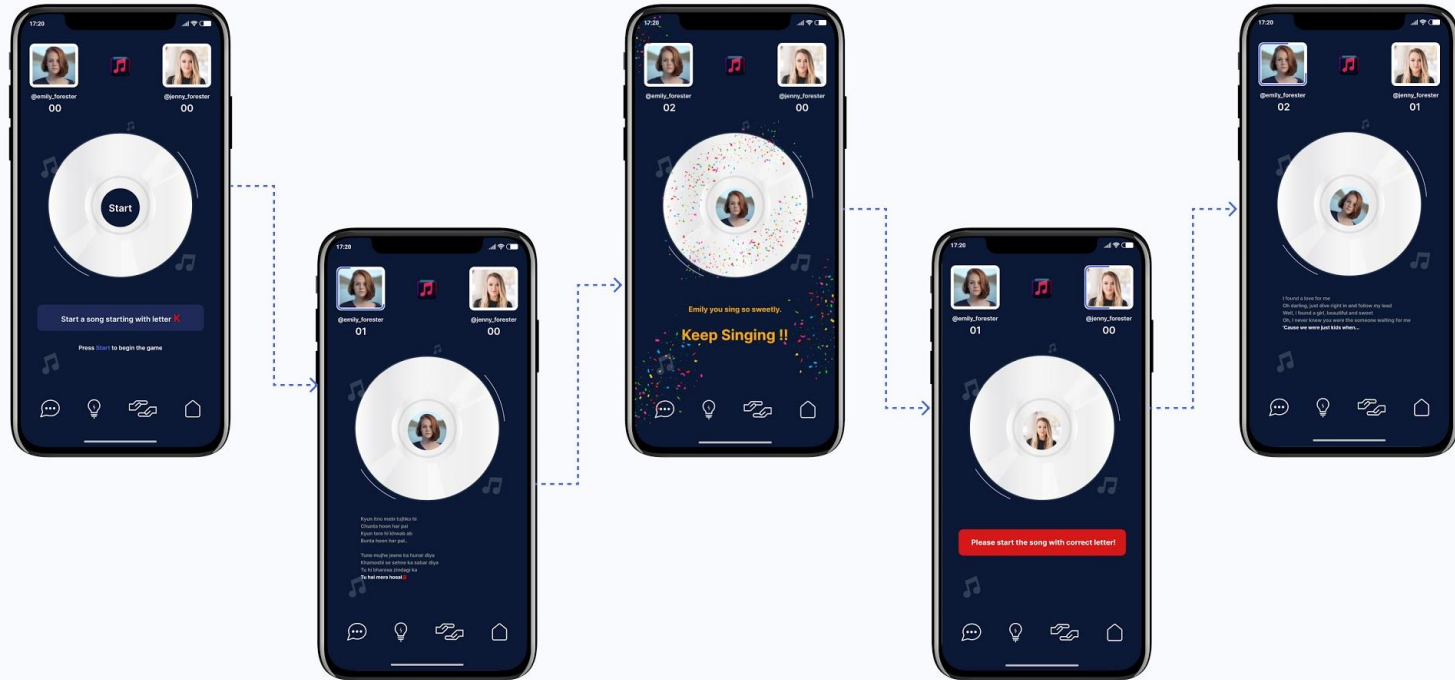
1. Play with Random People
2. Play custom game
3. Play Tournament
4. Play with Friend

Rules to be followed:-

- Upon clicking any of the play button user will be redirected to the gaming screen and upon clicking start button they game will start.
- On singing correct song player will get 1 point.
- The participant should sing in between the time limit provided. If failure then it will get passed to the other participant.
- There will be a beep sound if any participants starts the song with wrong word.



Flow of Antaksari Game



Prototyping



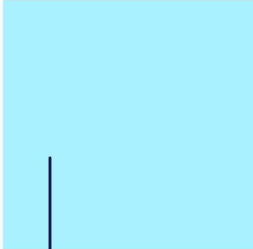
[Click here to View the Working Prototype](#)



Thank you for watching !!



Presentation by Team Order Of Phoenix



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