

2024

Mobile App

ShadowTalk

An Anonymous Voice-Sharing
Mobile App



About Project

In Today's Digital Age, Communication Has Become More Diverse And Accessible With Social Media Platforms And Messaging Apps. However, There's A Need For Platforms Prioritizing Anonymity And Authenticity. Recognizing This Demand, I Personally Worked On Developing The Anonymous Voice Messaging Mobile App.

This Innovative App Allows Users To Send And Receive Anonymous Audio Messages, Providing A Safe Space For Sharing Ideas, Poetry, And Expressions Without Fear Of Judgment. By Prioritizing Anonymity, The App Fosters Openness And Authenticity.

I Also Focused On Security, Addressing Challenges Related To Potential Misuse By Promoting A Sense Of Community And Mutual Support. This Feature-Rich App Encourages Meaningful Connections And Empathy, Revolutionizing Modern Communication By Combining User Anonymity, Usability, And Community Engagement.



Problem

Current communication platforms lack anonymity, inhibiting authentic expression and meaningful connections due to fear of judgment.

Solution

Provide a secure and anonymous platform for users to send and receive audio messages, allowing them to express themselves freely and authentically. By prioritizing anonymity, usability, and community involvement, the app fosters a culture of openness and authenticity.

Design Process

Unleashing The Power Of Human-Centered Design Thinking For Innovation And Creativity.

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|----|------------------|--|
| 01 | Empathize | Conducted Surveys And Focus Groups To Understand User Needs For Anonymity And Authentic Self-Expression. Users Expressed A Strong Desire For A Platform That Allowed Them To Share Their Thoughts And Ideas Without Fear Of Judgment, Highlighting The Importance Of Anonymity And Security. |
| 02 | Define | Identified Core Problems Around Anonymous Communication And User Security. Our Extensive SWOT Analysis Revealed That Existing Apps Often Fail To Balance Anonymity With Security, Leading To Issues Like Cyberbullying And Misuse. |
| 03 | Ideate | Brainstormed Solutions Focusing On Anonymous Voice Messaging, Community Engagement, And Security Measures. Features Such As Anonymous Voice Messaging, A Community Forum, And Robust Security Measures Were Conceptualized To Ensure A Safe And Engaging User Experience. |
| 04 | Prototype | Created Low-Fidelity Prototypes And Refined Them Based On User Feedback. The Initial Wireframes And Lo-Fi Designs Were Tested With Users, Leading To Valuable Insights That Helped Improve The User Interface And Overall Functionality. |
| 05 | Test | Performed Usability Tests, Gathered Feedback, And Iteratively Improved The Design. High-Fidelity Prototypes Were Developed And Tested, Ensuring That The App Met User Expectations For Ease Of Use, Security, And Engagement. |

Target Audience

Young Adults, Creatives, And Privacy-Conscious Individuals Seeking A Platform For Authentic, Anonymous Expression. ShadoWTalk Fosters Meaningful Connections Through Innovative, Secure Communication Features.



Who

- 1. Young Adults (18-30 years old):**
College students and young professionals who are tech-savvy and comfortable with digital communication tools.
- 2. Creatives and Content Creators:**
Poets, musicians, and writers who wish to share their work anonymously.
- 3. Privacy-Conscious Individuals:**
Users who prioritize their anonymity and privacy online, preferring platforms that allow them to express themselves without revealing their identities.
- 4. Active Social Media Users:**
Individuals who are active on social media platforms and are looking for new, innovative ways to connect and communicate.
- 5. Community-Oriented Users:**
People who enjoy being part of online communities and engaging in discussions on various topics.

Why

- 1. Need for Authentic Expression:**
Young adults often seek platforms that allow them to express their thoughts and ideas freely, without fear of judgment or repercussions.
- 2. Privacy and Security Concerns:**
The app addresses the increasing concern about privacy in digital communication by offering anonymous voice messaging, which appeals to those wary of data breaches and privacy violations.
- 3. Creative Freedom:**
Creatives and content creators can share their work without the pressure of revealing their identities, fostering a space for uninhibited creative expression.
- 4. Desire for Novel Social Media Experiences:**
As traditional social media platforms become saturated and sometimes monotonous, users are drawn to new formats that offer unique and engaging ways to communicate.
- 5. Community Engagement:**
The app provides features like community forums and anonymous chat options, which are attractive to users who seek meaningful interactions and a sense of belonging within a digital community.

User Persona

Crafting Detailed Profiles To Represent Target Audience Segments And Their Needs. Enhancing User-Centric Design Through Empathetic Understanding And Research-Driven Insights.



Alex
Persona role

About

27

Dublin

Marketing Manager

Bachelor's

Food

Single

Carefulness

Confidence

Energetic

Helpful

Creative

Technology

Background

Alex is a college student residing in Dublin. She feel uncomfortable disclosing personal identity information in public settings. They wish to engage in real-time voice sharing and chatting with others in a secure environment while maintaining anonymity.

Needs

- 1. Anonymous Sharing: Alex needs an app that allows for anonymous voice sharing and chatting. They want to communicate with others without revealing their true identity to protect their privacy.
- 2. Social Interaction: As a socially active individual, Alex wants to share life experiences, exchange thoughts and feelings with other users, while also seeking support and understanding in an anonymous environment.
- 3. Listening to interesting stories: she hopes to listen to some interesting voices. Hopefully, she can learn more about the beautiful sounds of the world.
- 4. Emotional companionship: She sometimes feels that sound can cure her loneliness and wishes to be accompanied by sound.

Challenges

User Experience: Alex seeks an app that is simple, easy-to-use, and feature-rich to ensure smooth anonymous voice sharing and chatting without requiring too much learning and operation.
Community Culture: As a food lover, Alex hopes to find a community that supports and understands their identity. They want the app to create an inclusive social environment that respects and embraces diversity.

Brands



By understanding Alex's needs and challenges, we can design a secure, user-friendly, and inclusive anonymous voice sharing and chatting app that meets their social interaction needs while safeguarding their personal privacy.



Mike
Persona role

About

18

Cork

College Student

Bachelor's

Basketball

Single

Passion

Lovely

Happy

Romantic

Creative

Science

Background

Mike is a young college student living in a relatively conservative rural area. While he doesn't mind his real name being exposed online, he is highly concerned about his privacy and security. Therefore, he dislikes sending text messages and sharing photos. He wishes to engage in secure voice sharing and chatting in a safe environment.

Needs

- 1. Security Environment: Mike is highly concerned about the security and privacy measures of the application. He prefers to choose an app that is validated and ensures that communication content and personal information will not be leaked or misused.
- 2. Dislikes Sending Text Messages and Sharing Photos: Due to personal preferences, Mike dislikes sending text messages and sharing photos. He prefers to communicate and share through voice interactions.
- 3. Simplicity and Ease of Use: Mike seeks a simple and easy-to-use application that is feature-rich, ensuring smooth voice sharing and chatting without requiring extensive learning and operation.

Challenges

Finding a Secure and Private App: Mike needs to find an app that prioritizes security and privacy, ensuring that his communications and personal information are protected from unauthorized access or breaches. This may involve extensive research and testing to identify apps with robust security features.

Navigating User Interface and Experience: Mike prefers simplicity and ease of use in the apps he uses. Therefore, he may encounter challenges in navigating through the user interface and experience of different apps. He may struggle to find an app that is intuitive and user-friendly while still meeting his requirements for privacy and security.

Ensuring App Compatibility: Mike may face challenges in ensuring that the app he chooses is compatible with his device and operating system. He may need to explore various options and ensure that the chosen app works seamlessly on his device without any compatibility issues.

Competitive Analysis

Understanding Market Dynamics And Identifying Opportunities And Threats.
Leveraging Insights To Inform Strategic Decision-Making And Drive Competitive Advantage.

Direct Competitors

Apps	Strengths	Weaknesses	Opportunities	Threat
Whisper	-Provides anonymity for user	- Limited user verification may lead to inappropriate content - Lack of real identity reduces accountability	- Expand user base with new features - Partner with mental health organizations	- Competition from similar apps - Risk of misuse leading to negative publicity/legal issues
Wakie	- Unique concept of allowing users to wake each other up with voice calls	- Reliance on user participation - Potential for misuse or inappropriate interactions	- Expand beyond wake-up calls - Implement safety features and moderation tools	- Competition from traditional alarm clock apps and other social networking platforms - Negative user experiences leading to decreased usage
Ameba	- Offers a platform for sharing short voice messages	- Limited adoption compared to established messaging apps - Challenges in monetization due to niche market	- Capitalize on growing interest in audio content - Introduce features for group messaging and community building	- Competition from larger messaging platforms - Rapid changes in user preferences and technology trends
Cappuccino	- Allows users to create collaborative audio stories with friends or strangers	- Niche appeal may limit user growth and engagement - Requires active participation from multiple users	- Expand beyond storytelling - Partner with content creators and influencers	- Competition from other collaborative content creation platforms - Difficulty in maintaining consistent user engagement
RandoChat(an onymous text-based)	- Matches users with random strangers for anonymous text-based conversations	- Risk of encountering inappropriate or offensive content	- Introduce safety features and moderation tools	- Competition from similar anonymous chat apps

Indirect Competitors

WhatsApp	Individual and group voice messaging, message playback	Limited customization options, dependency on phone number for registration	Integration with Facebook ecosystem, expansion into business communication solutions	Competition from other messaging apps, privacy concerns related to Facebook integration
Telegram	Voice messages in individual and group chats, voice notes in channels	Less mainstream than WhatsApp, smaller user base in some regions	Expansion into business communication, monetization through premium features	Intense competition in the messaging app market, regulatory challenges in some regions
Voxer	Voice messaging, text, photo, location sharing, group chats, message playback	Limited user base compared to mainstream messaging apps	Integration with productivity tools, expansion into new industries and use cases	Competition from larger messaging platforms, evolving user preferences and communication trends
Zello	Voice messaging over Wi-Fi or cellular networks, popularity in professional settings	Niche use case may limit broader adoption, dependency on network connectivity	Expansion into new industries, integration with IoT devices and smart systems	Competition from similar walkie-talkie apps, regulatory challenges in some regions
HeyTell	Quick and easy voice messaging, voice filtering, message playback	Relatively small user base, limited feature set compared to some competitors	Integration with wearable devices, expansion into new markets and demographics	Competition from larger messaging platforms, changing user preferences and expectations
Marco Polo	Asynchronous video messages, support for both voice and video communication	Less mainstream than some messaging apps, may not appeal to users looking for text-based communication	Integration with social media platforms, expansion into new content formats and features	Competition from video messaging apps, changing user preferences in communication
Viber	Voice and video messaging, individual and group chats, calls	Relatively smaller user base compared to some competitors	Integration with productivity tools, expansion into new markets	Competition from larger messaging platforms, changing landscape
WeChat	Voice messaging in individual and group chats, social feed updates	Availability limited primarily to China, may not have the same global reach	Monetization through advertising, expansion into	Regulatory challenges in international markets, competition from

Lo-Fi Screens

Prototyping Innovative User Interactions. Testing Core Functionalities And Gathering User Feedback For Iterative Improvement.



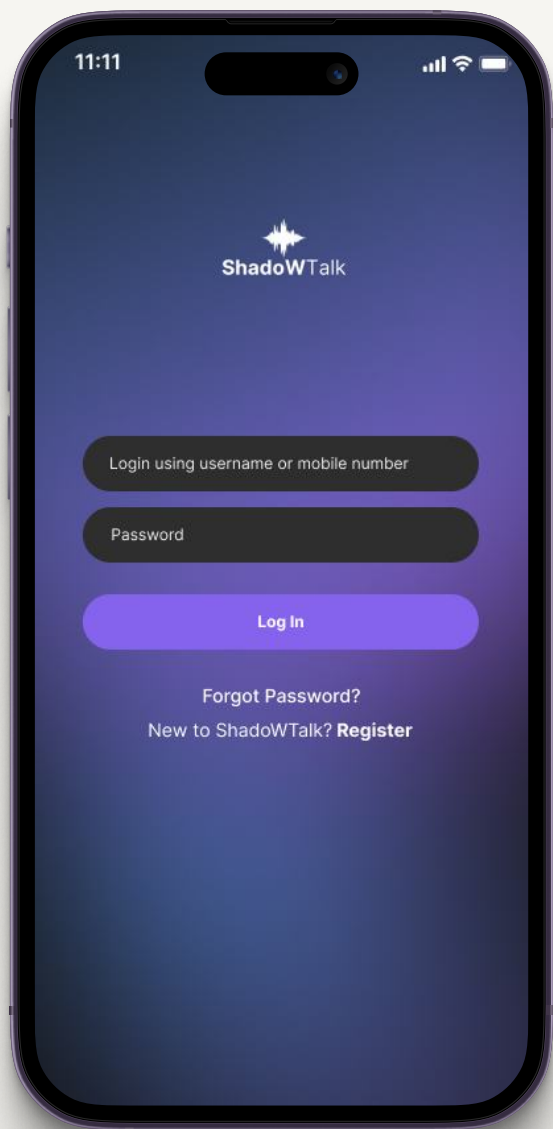
Hi Fi Screens

Creating High-Fidelity Screens For Intuitive And Engaging User Experiences.
Elevating Visual Elements And Interaction Patterns To Deliver Polished And
Seamless Interfaces.

Onboarding Screens

Designing Smooth Introduction Experiences To Enhance User
Engagement. Guiding Users Through Initial Interactions To
Maximize Adoption And Satisfaction.



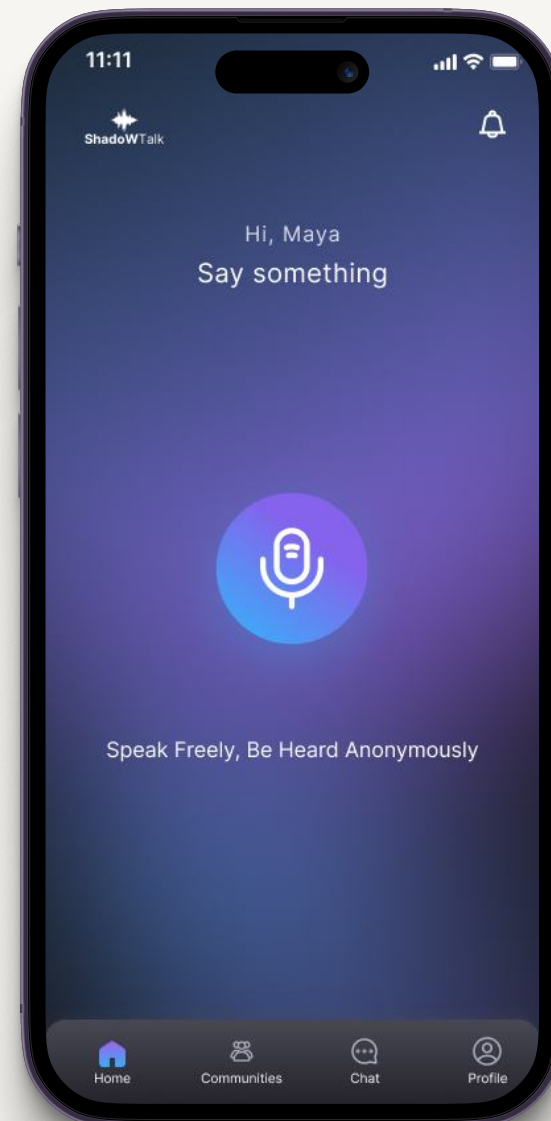


Login Screen

Crafting Intuitive And User-Friendly Login Screens For Seamless Entry Into The Platform. Prioritizing Security And Convenience To Enhance User Experience And Build Trust.

Home Screen

Designing An Engaging Home Screen To Seamlessly Navigate Through Key Features And Content. Prioritizing User Convenience And Personalization For Enhanced User Experience.





Communities & Chat Screens

The Community Screen, Users Can Share And Discover Audio Content, Interact By Liking, Commenting, Or Retweeting, And Connect With Others. The Personal Hub Includes Notifications, Personal Details, And Account Settings. The Chat Interface Focuses On Voice Communication For More Personal Interactions, While The Notification Panel Keeps Users Updated With Messages And Alerts.

Design System

Establishing Guidelines And Components For Consistent And Cohesive User Interfaces. Streamlining Design Processes And Promoting Efficiency Across Projects For Enhanced Brand Identity

Inter

Aa

Regular
Medium
Semi Bold

Primary

#8563ED

Secondary

#9E63ED
#3AAEF8

Neutrals

#ADAFC0

Primary

#121212

Neutrals

#000000



Thank You