



A community to help newcomers build real connections

Figma working space

<https://www.figma.com/design/mzU0yw2cPVHDb5rFBy2bIW/Commihub?node-id=0-1&t=LtzwHgp3qvrS6Aft-1>

Interactive prototype: Please select iPhone 15 Pro Max for demonstration

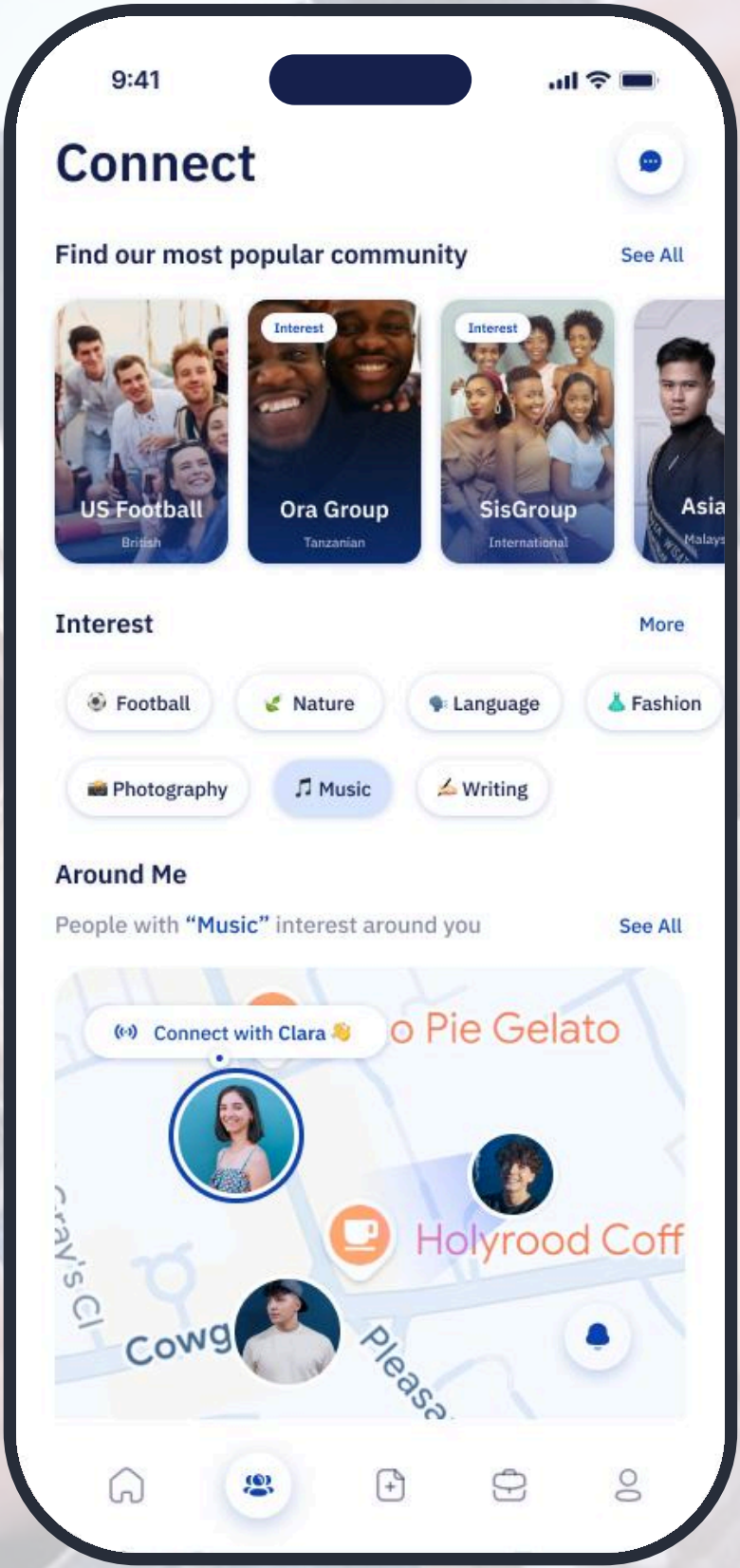
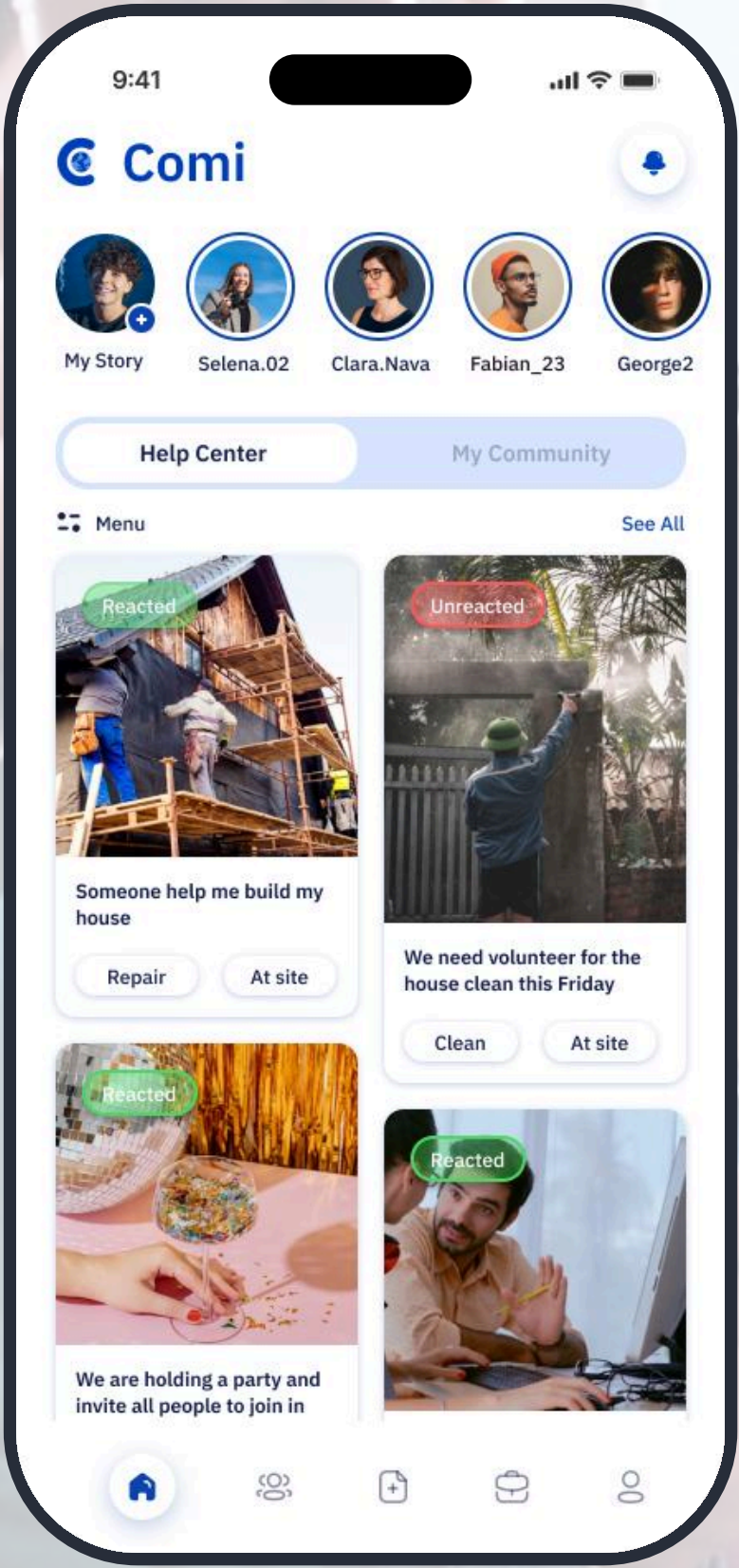
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Video walkthrough

https://media.ed.ac.uk/media/Final+Video/1_41gz2hb2

Brief

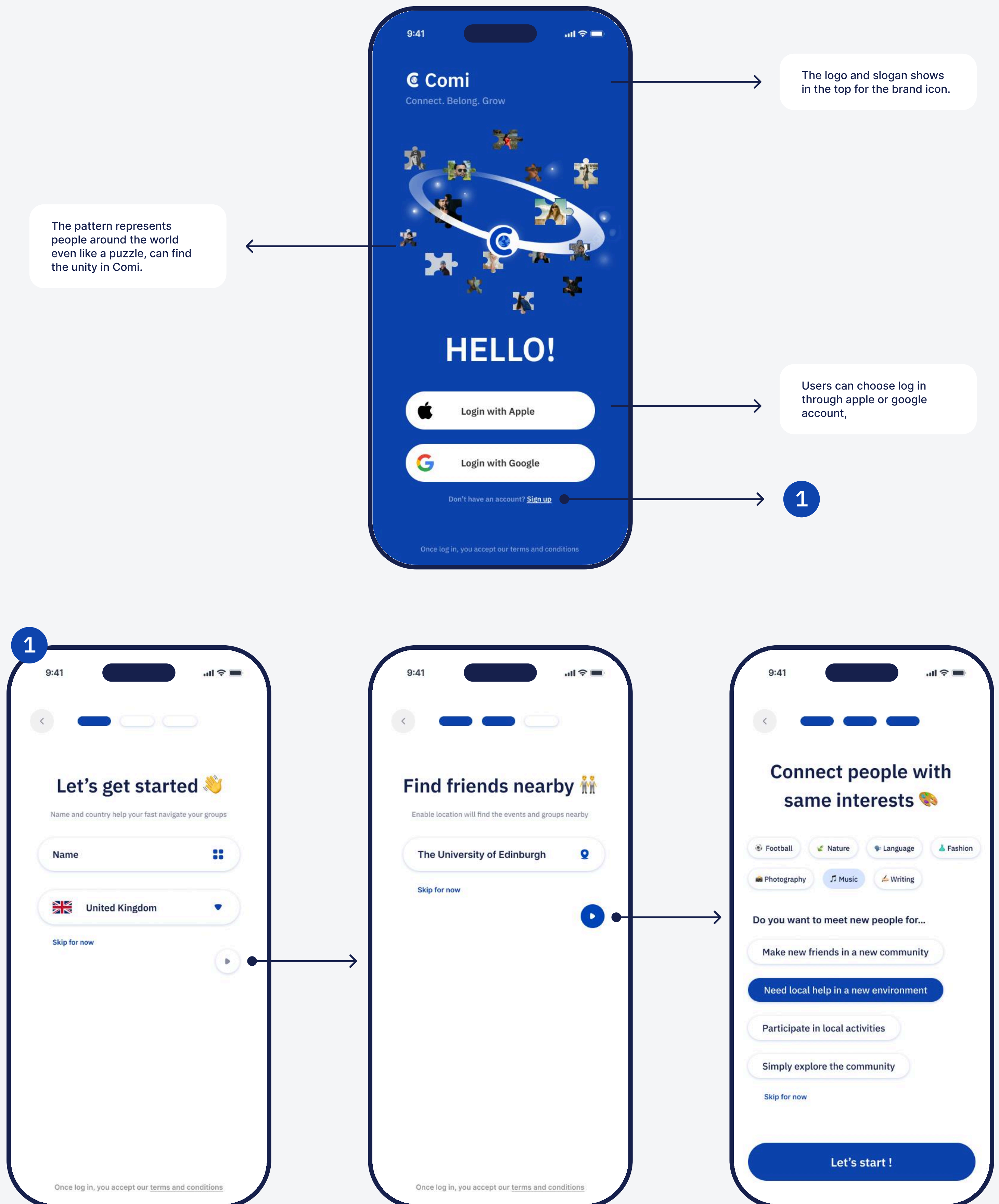
Comi is a community-based social app designed to help newcomers quickly connect with local groups, events, and people. It allows users to ask for help, join activities, and build real connections in a new environment.



Onboarding

Three steps for easy navigation

Users will be navigated in onboarding when opening the app, they can choose whether login through Apple, Google or passwords. 3 easy registration steps will help them fast navigate for a new user.

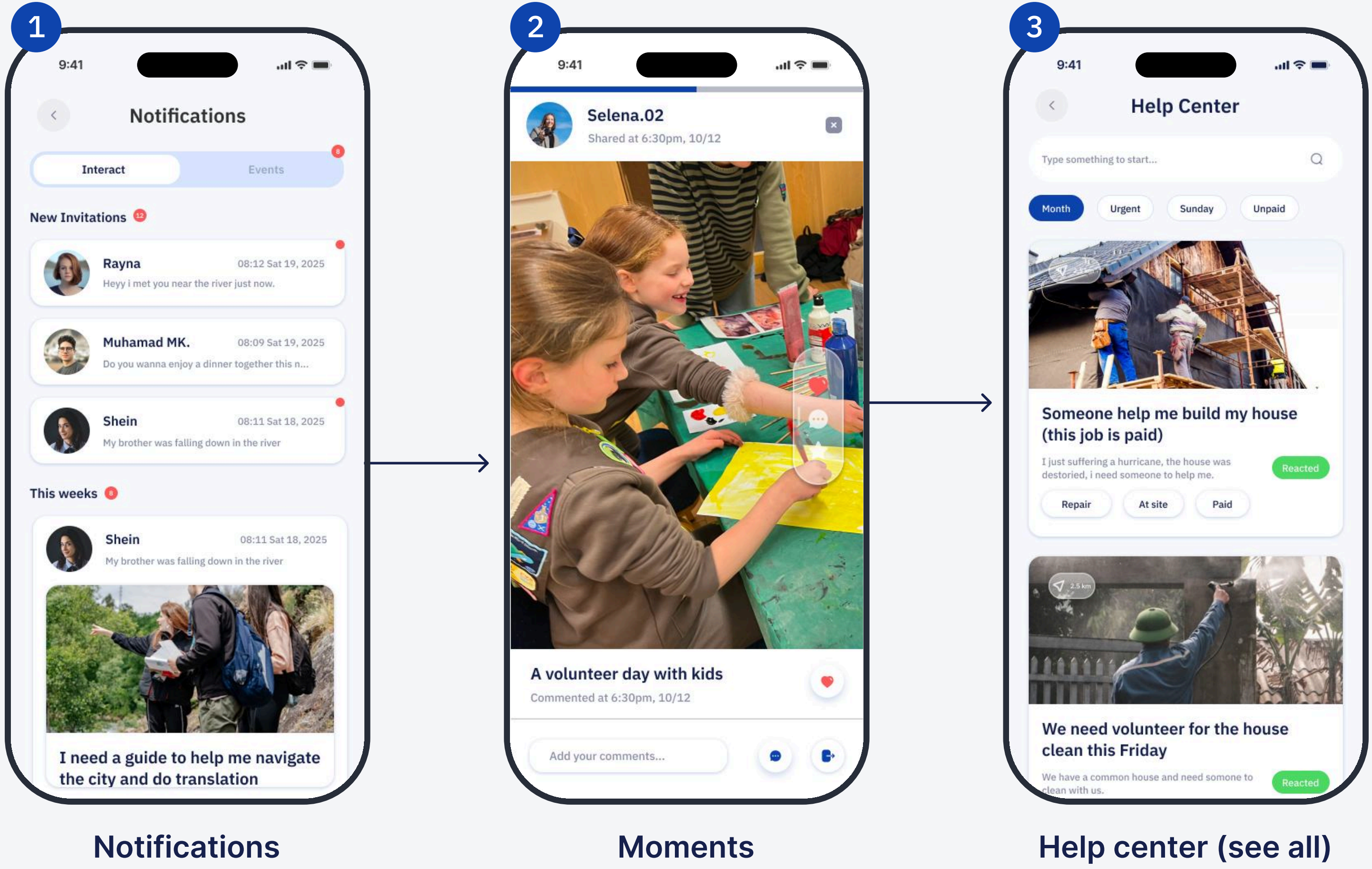
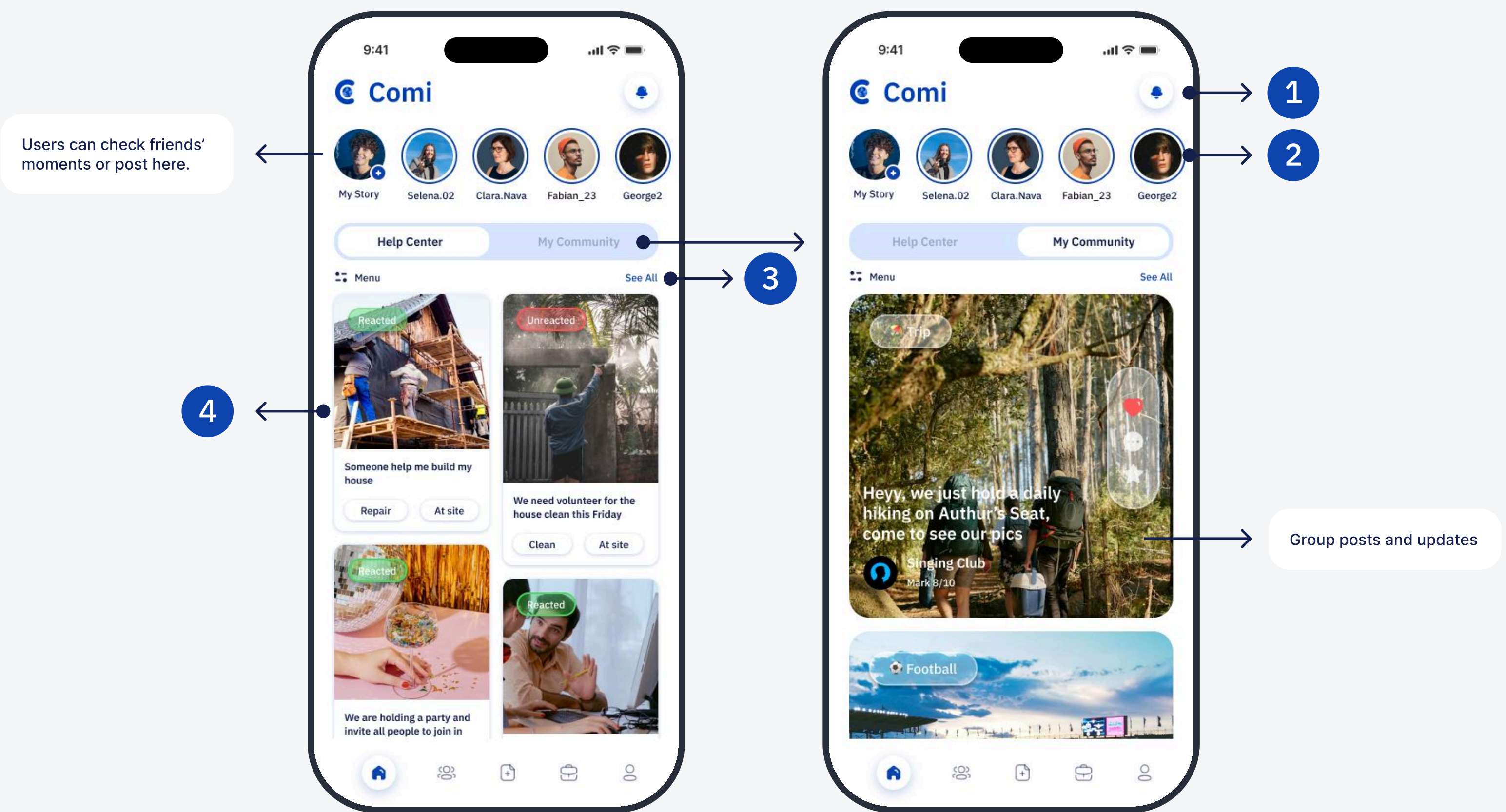


To minimize the text burden for new users, each page only needed to fill in few words. We choose interests instead of birthday/gender to [protect users' privacy](#). They can choose to finish the info in their profile page.

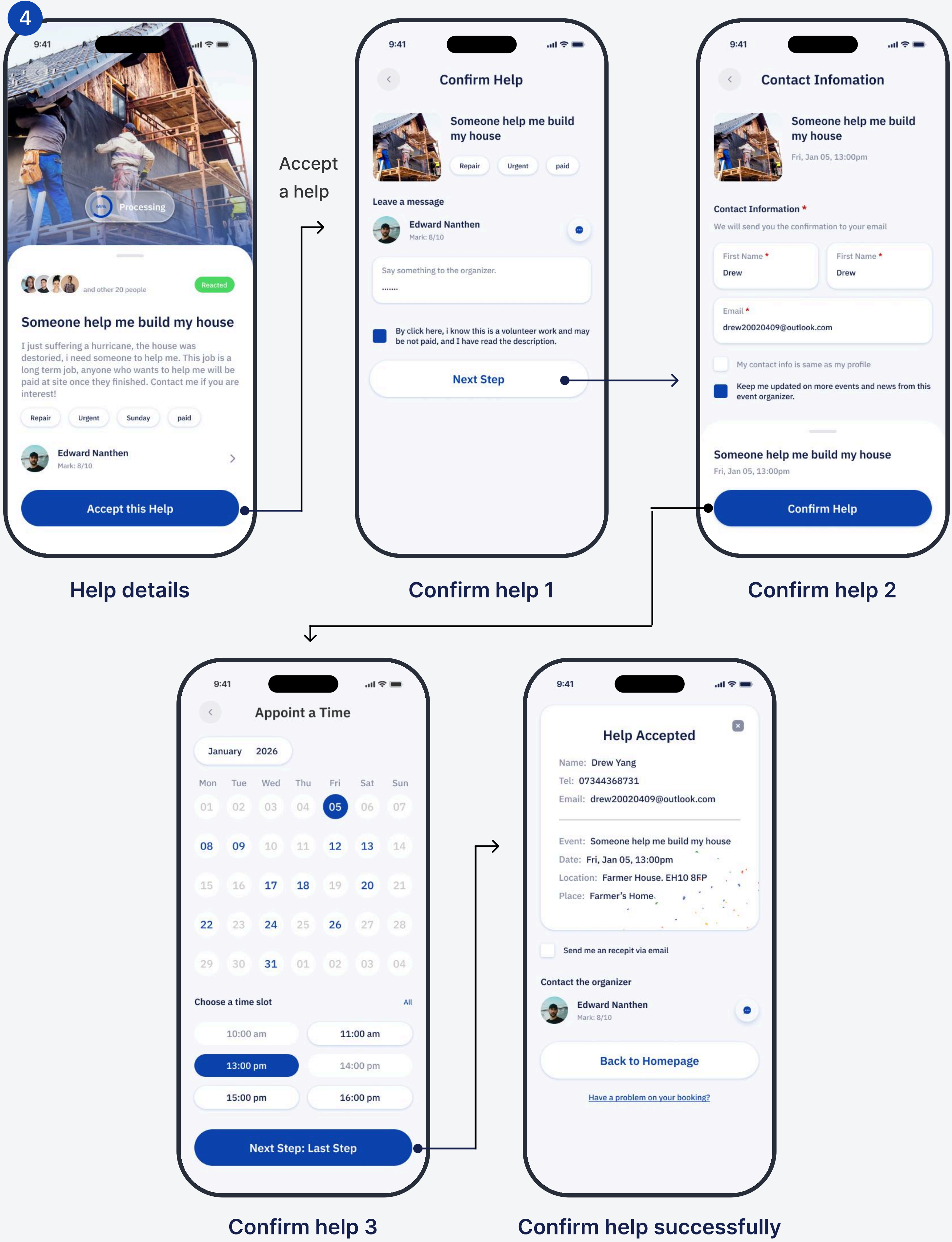
1. Homepage

Trace help posts and activities

Homepage offer two main features, first is view **friends' activities**, they can click the profile and access their dailys. Second is **view helps or activities** posted by others. They can click into the details and book the help.



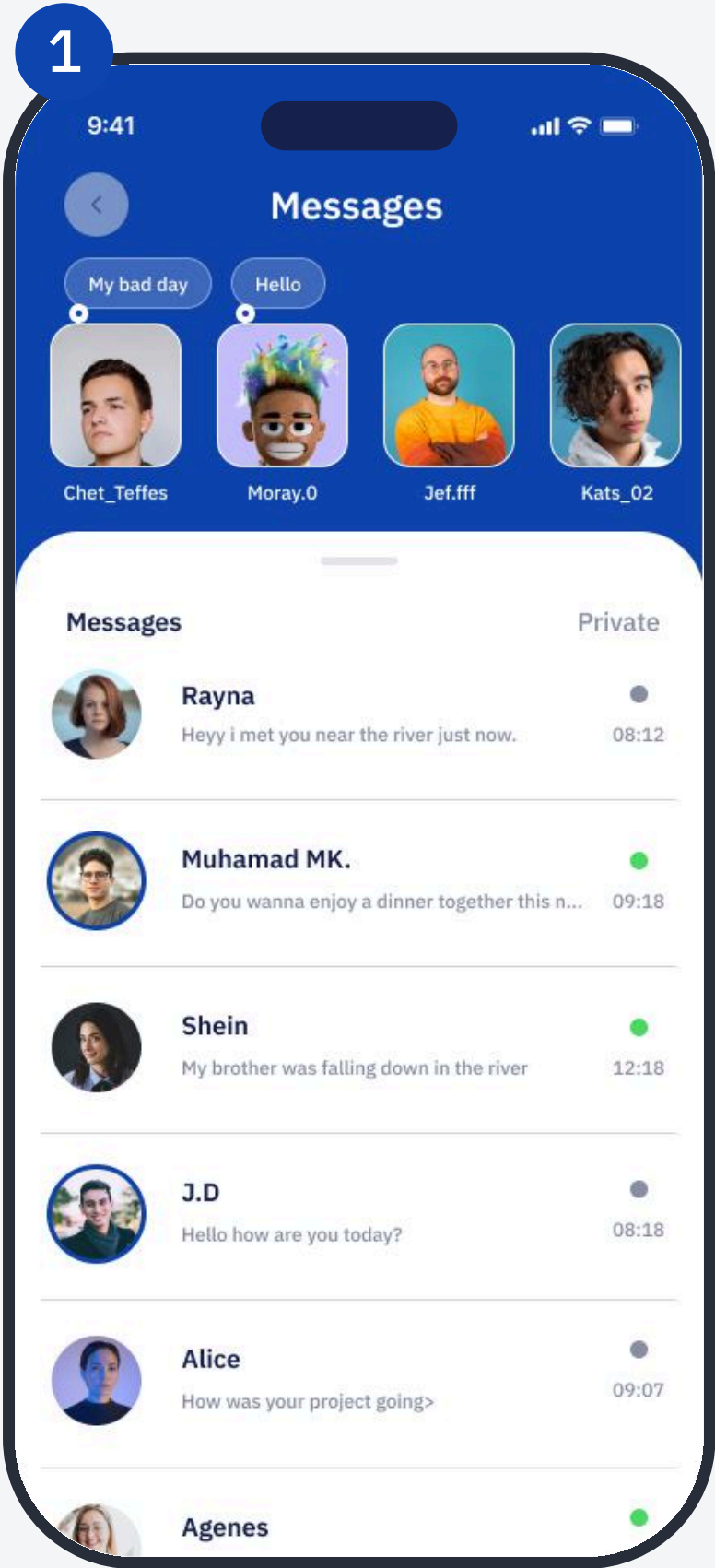
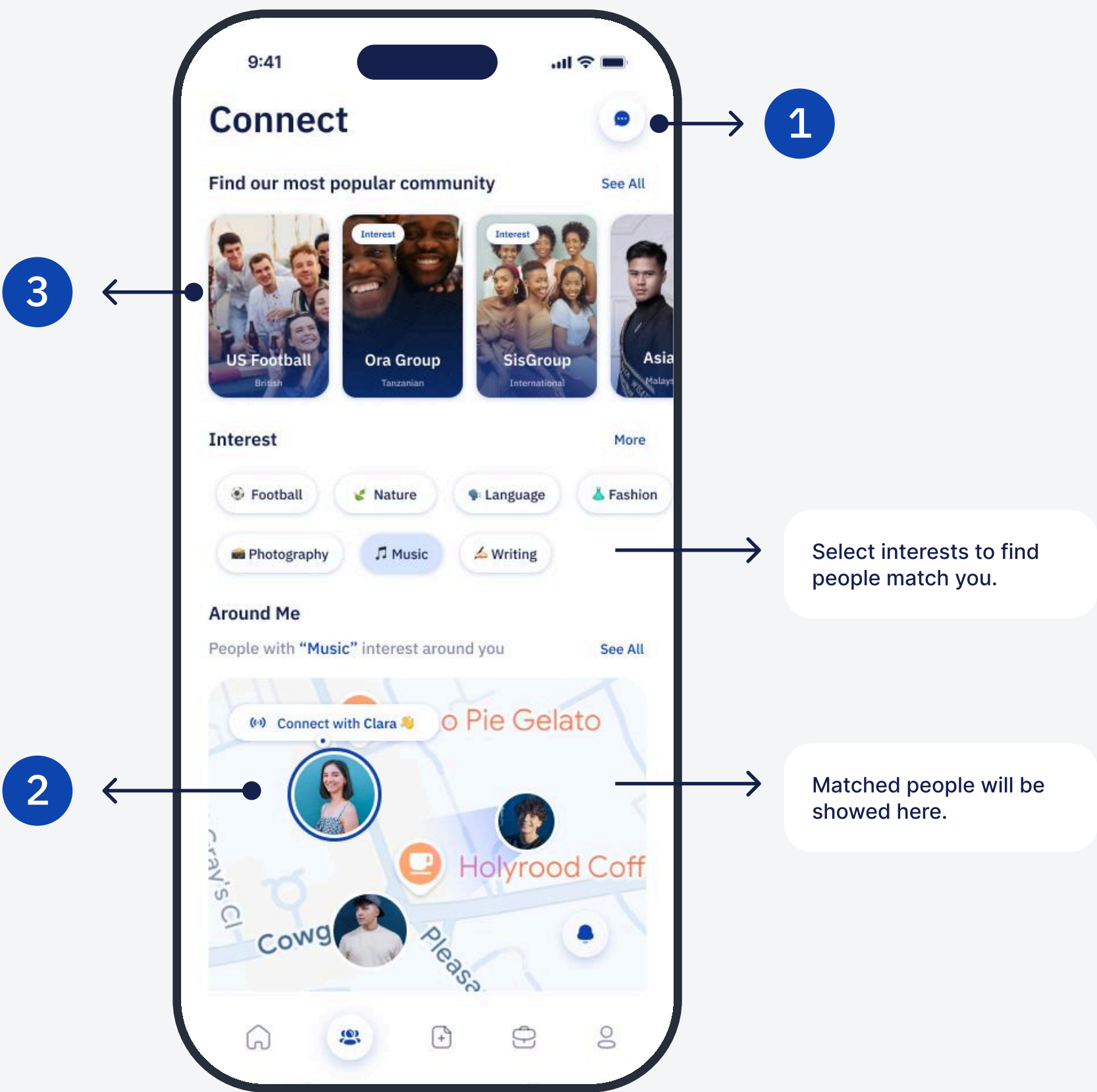
In homepage, you can scroll the help posts from other users, you can check the posts' details and accept this help. 4 steps needed for accept a help.



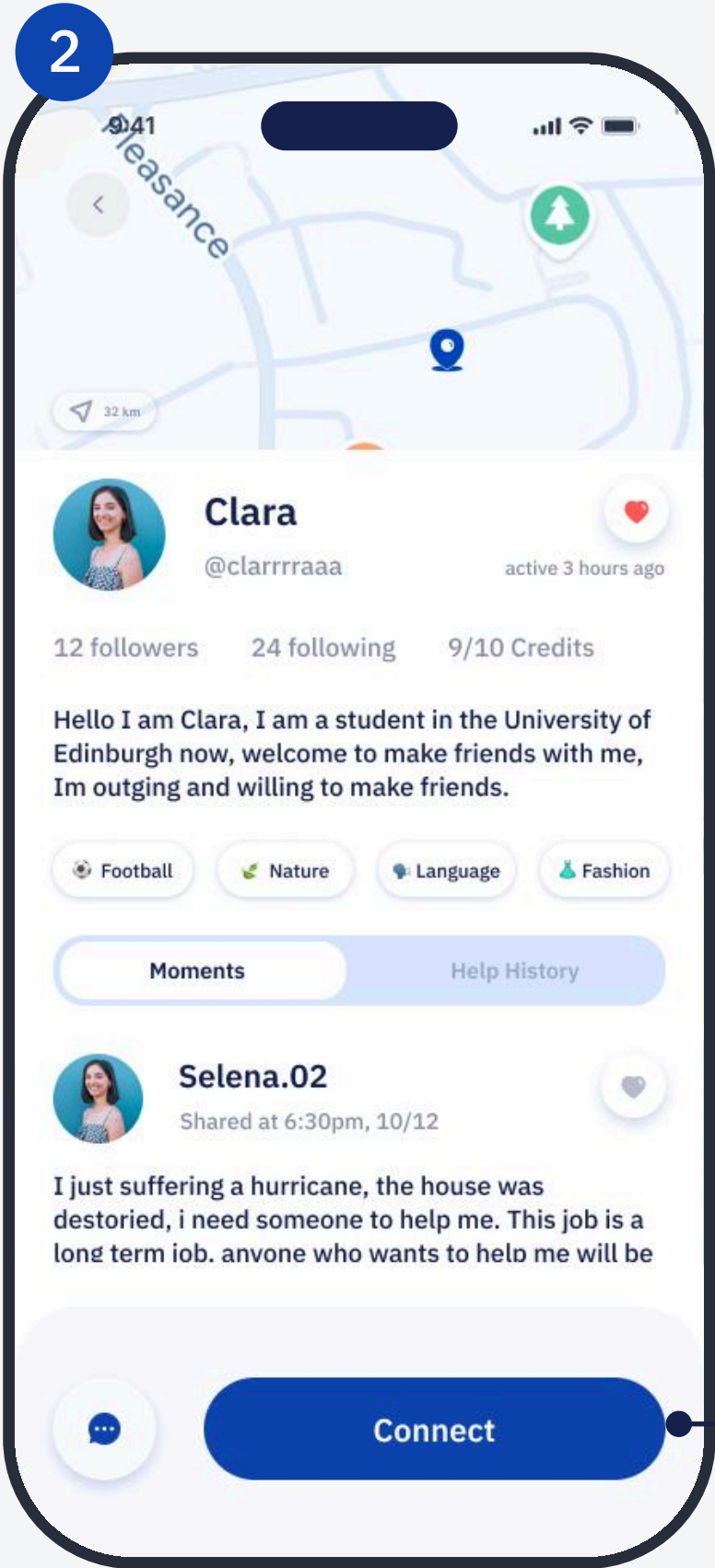
2. Connect

Connect people or groups based on location

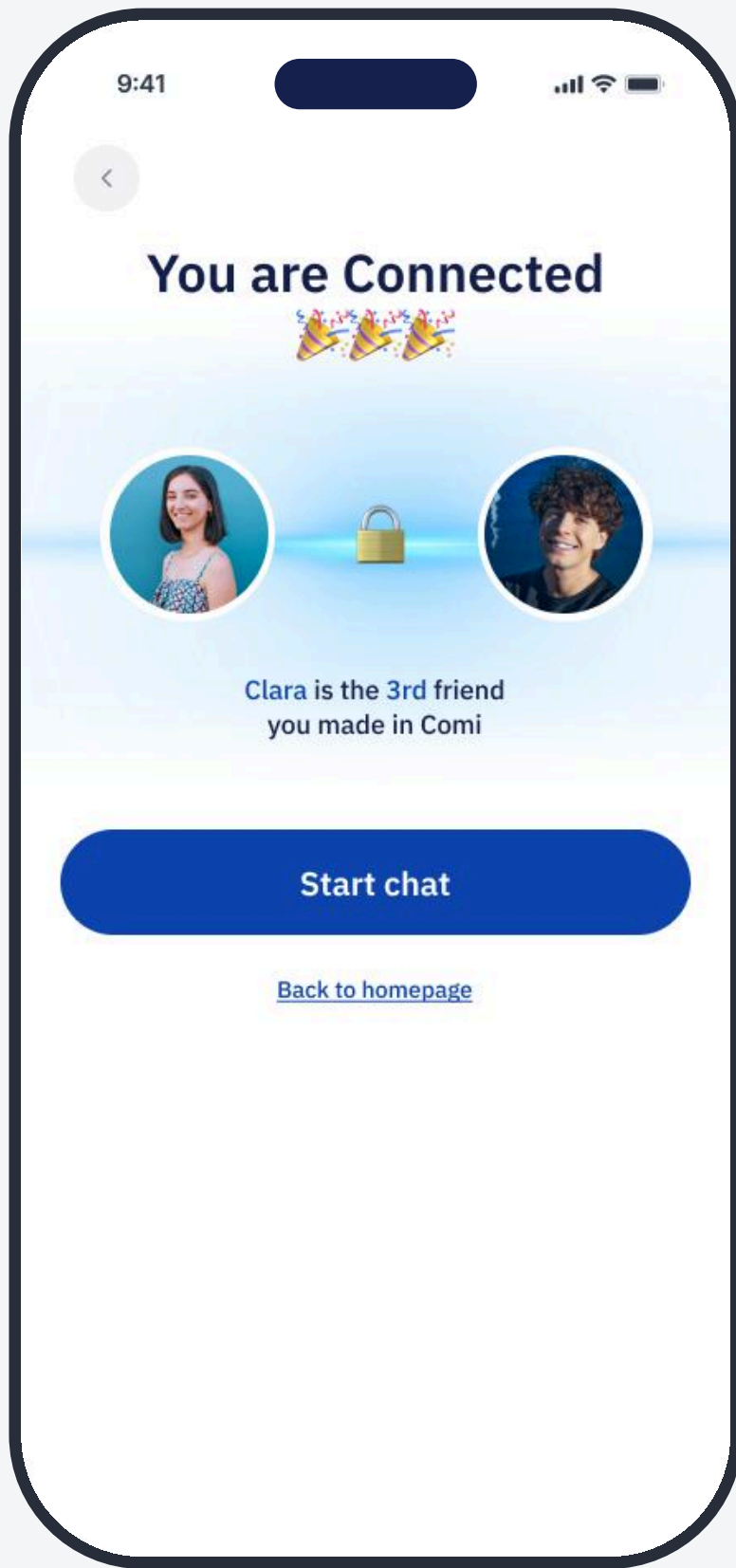
Connect module will allow users to search nearby groups or friends through interests and hobbies. Once find someone match, they can “connect” and share messages. Users also can join groups in this page.



Messages

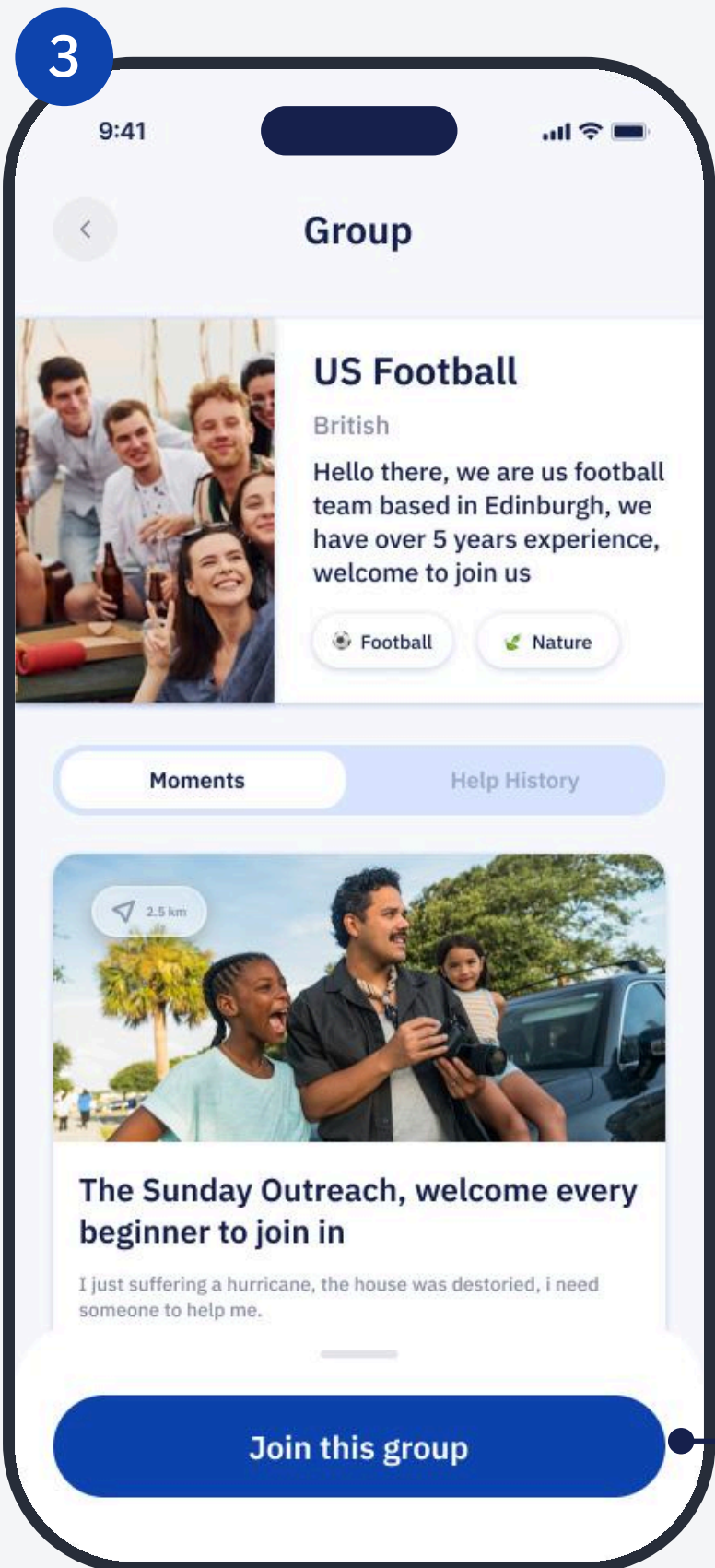


Connect (user's profile)

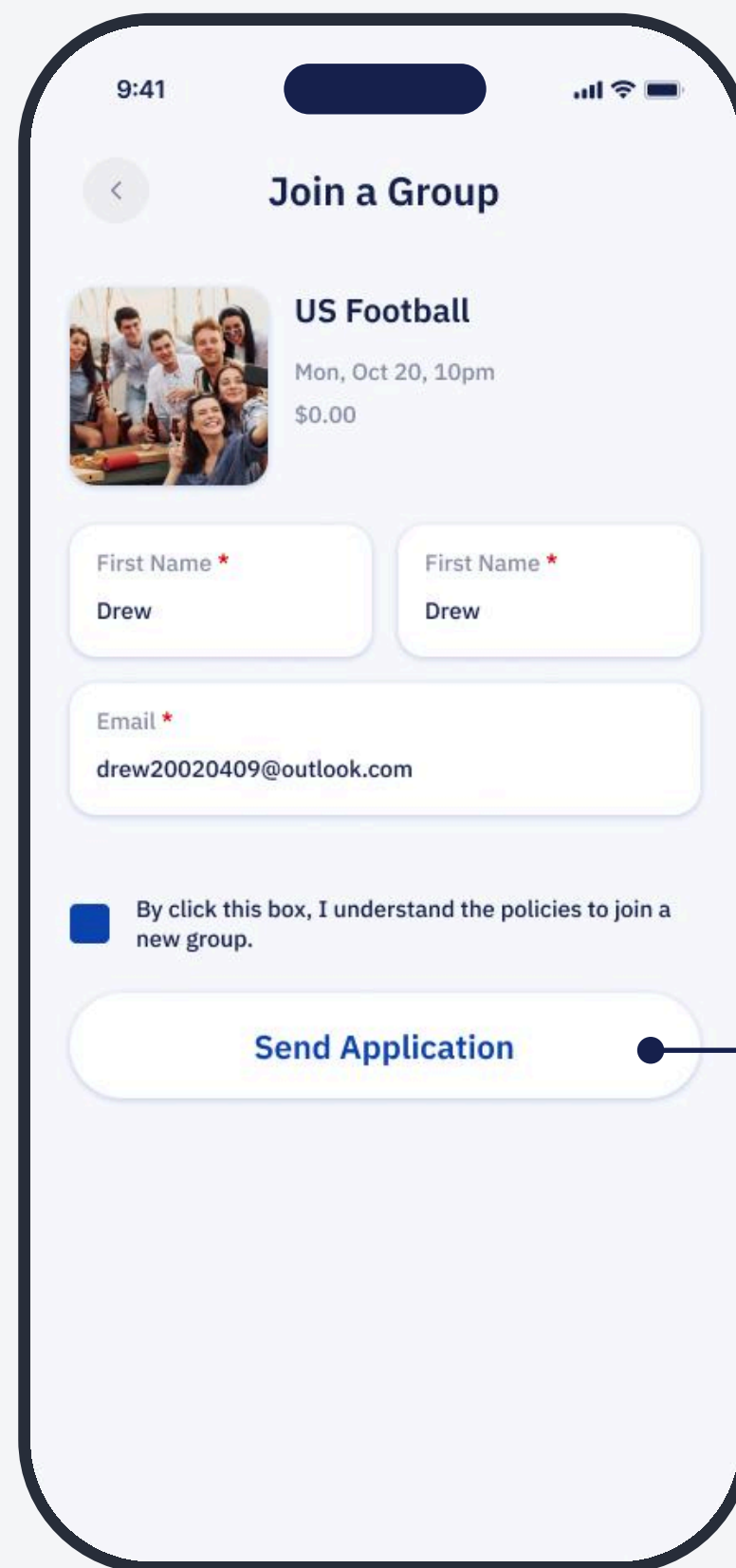


Connect successfully

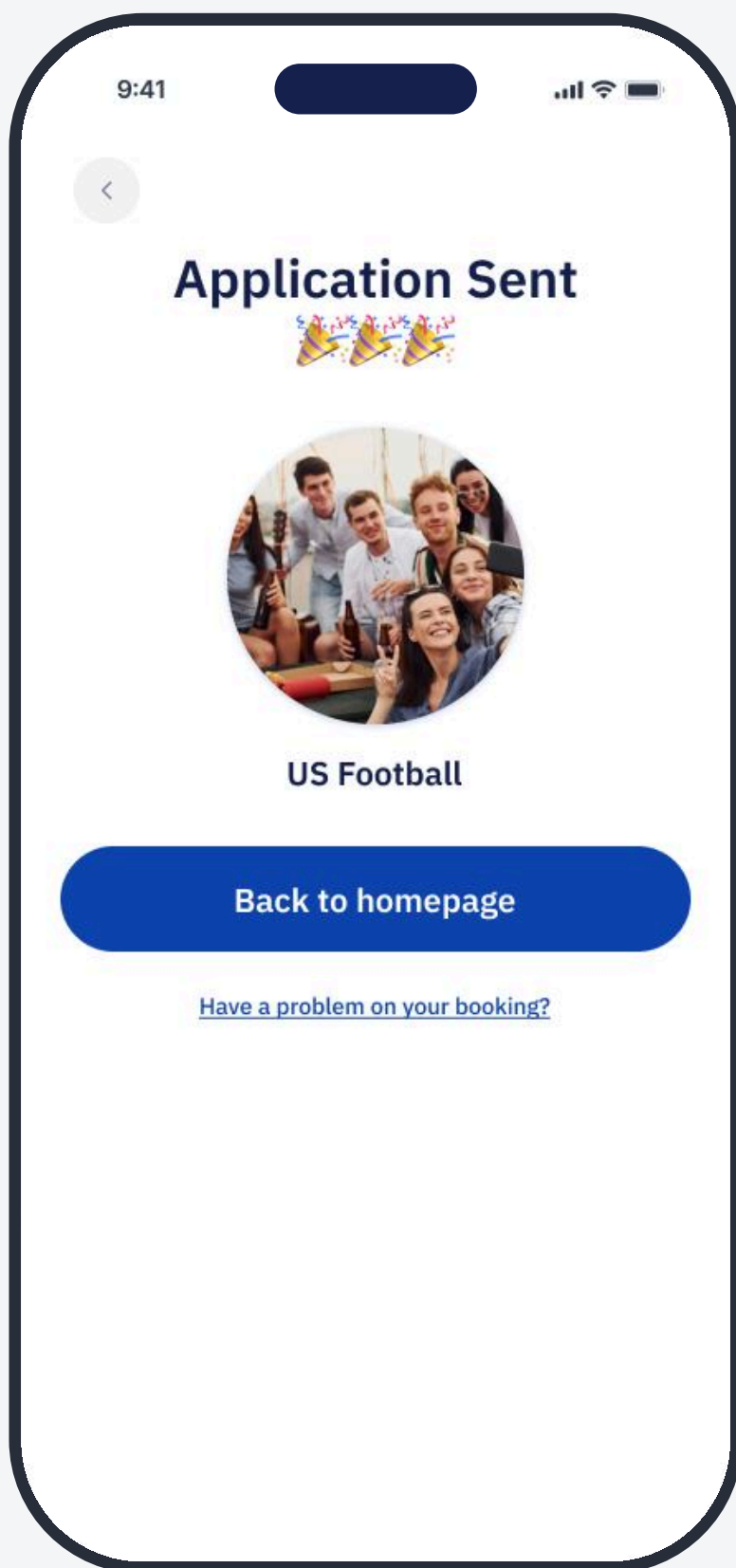
You can view the group information if you click it. Also you are able to send an application in this page.



Group info



Join a group

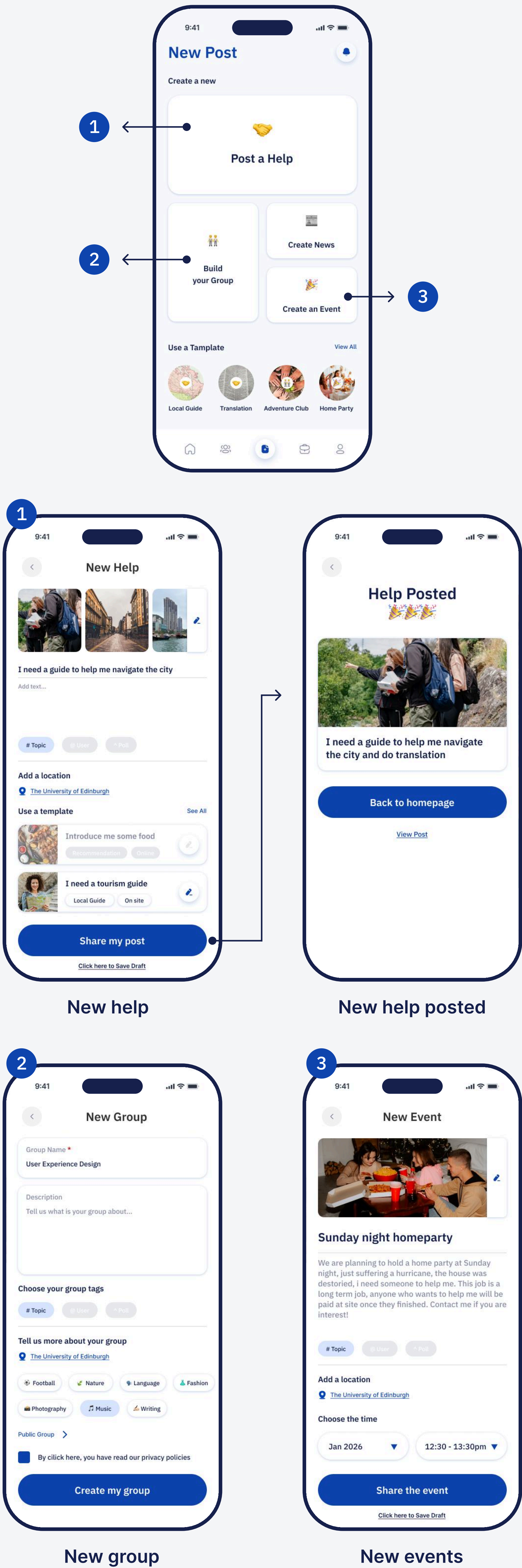


Join successfully

3. Create New

Create new help, group or event

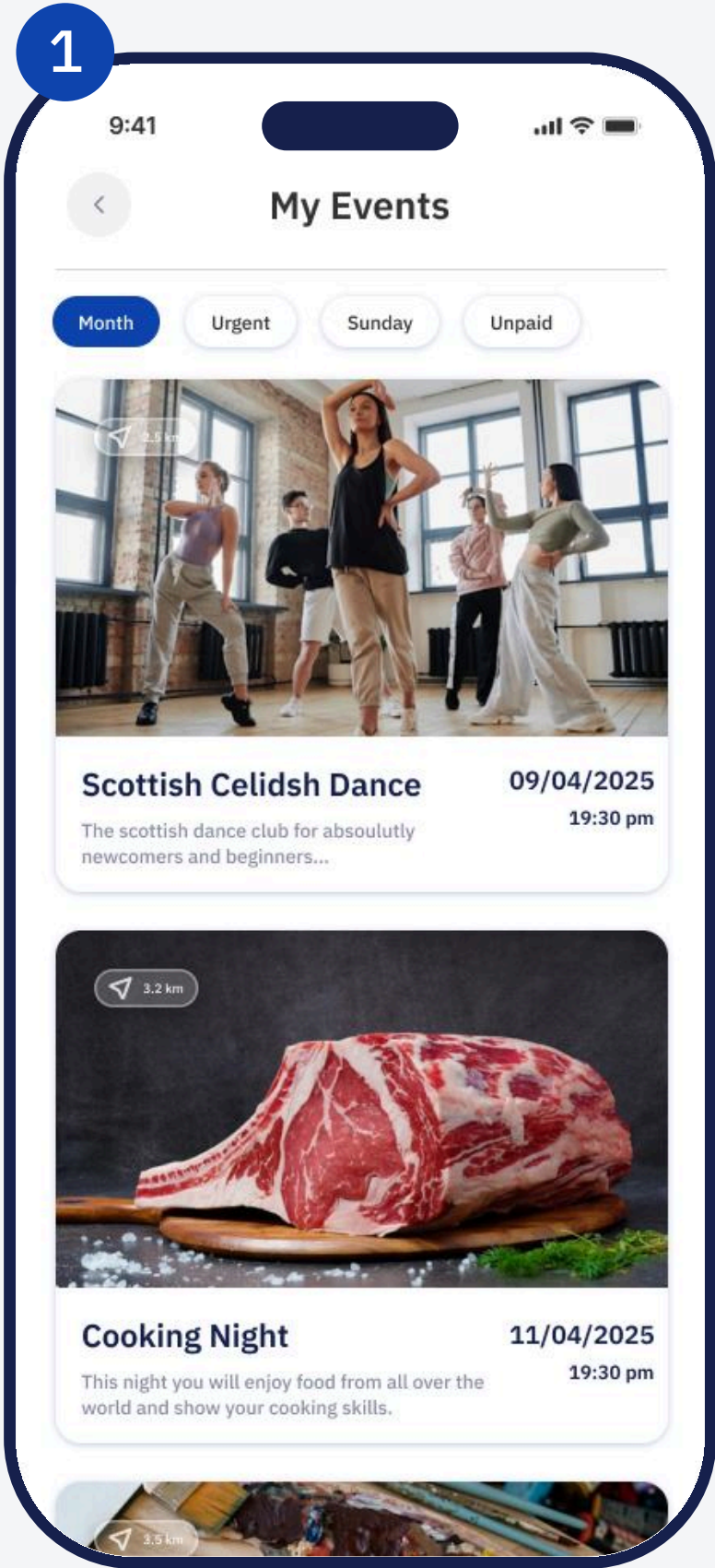
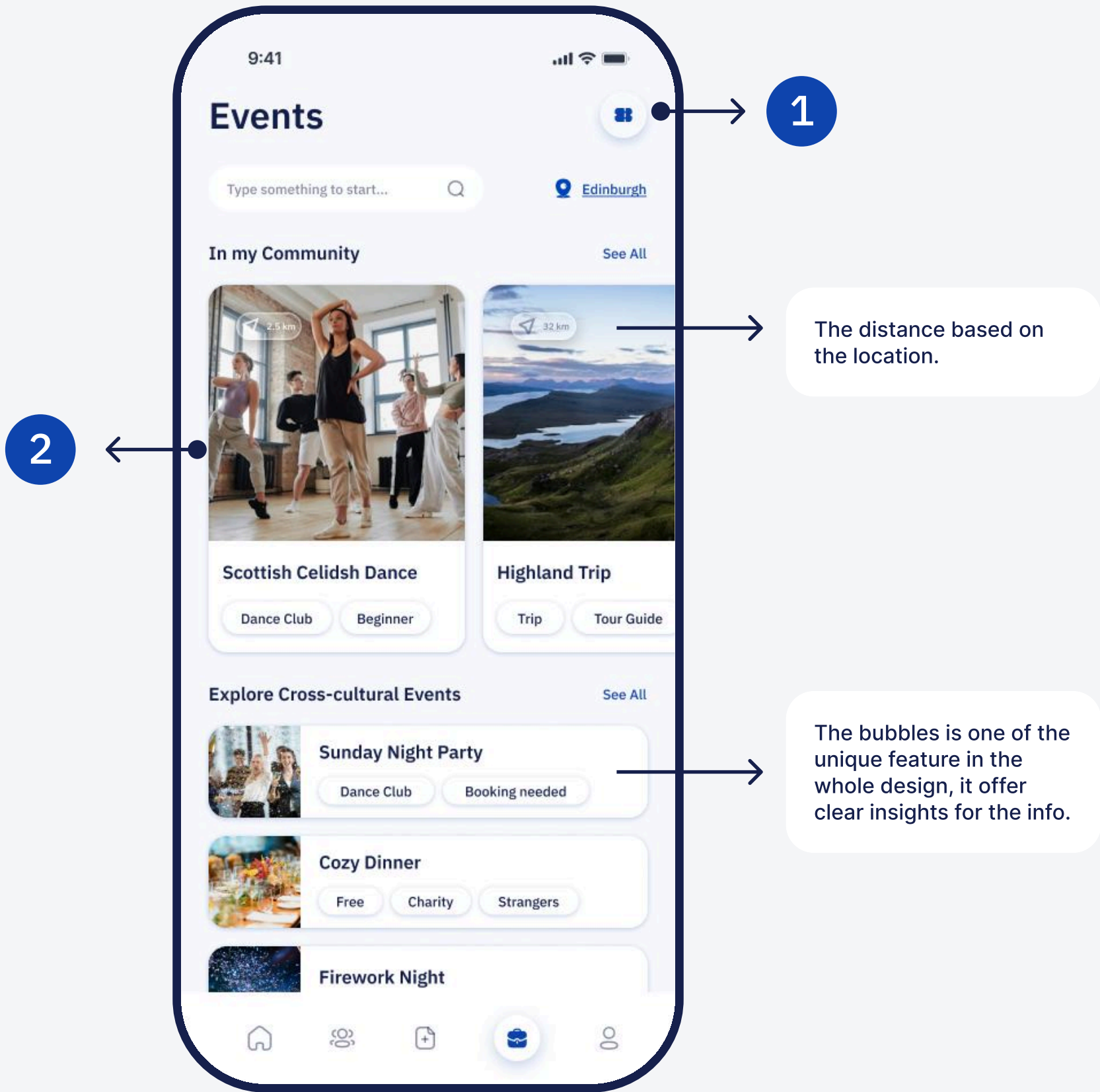
In this module, users can click the bottom bar to enter the create page. They can choose whether [create a help post](#), [a moments news](#), [a group](#) or [an new event](#). We also provide templates for them to easy navigate.



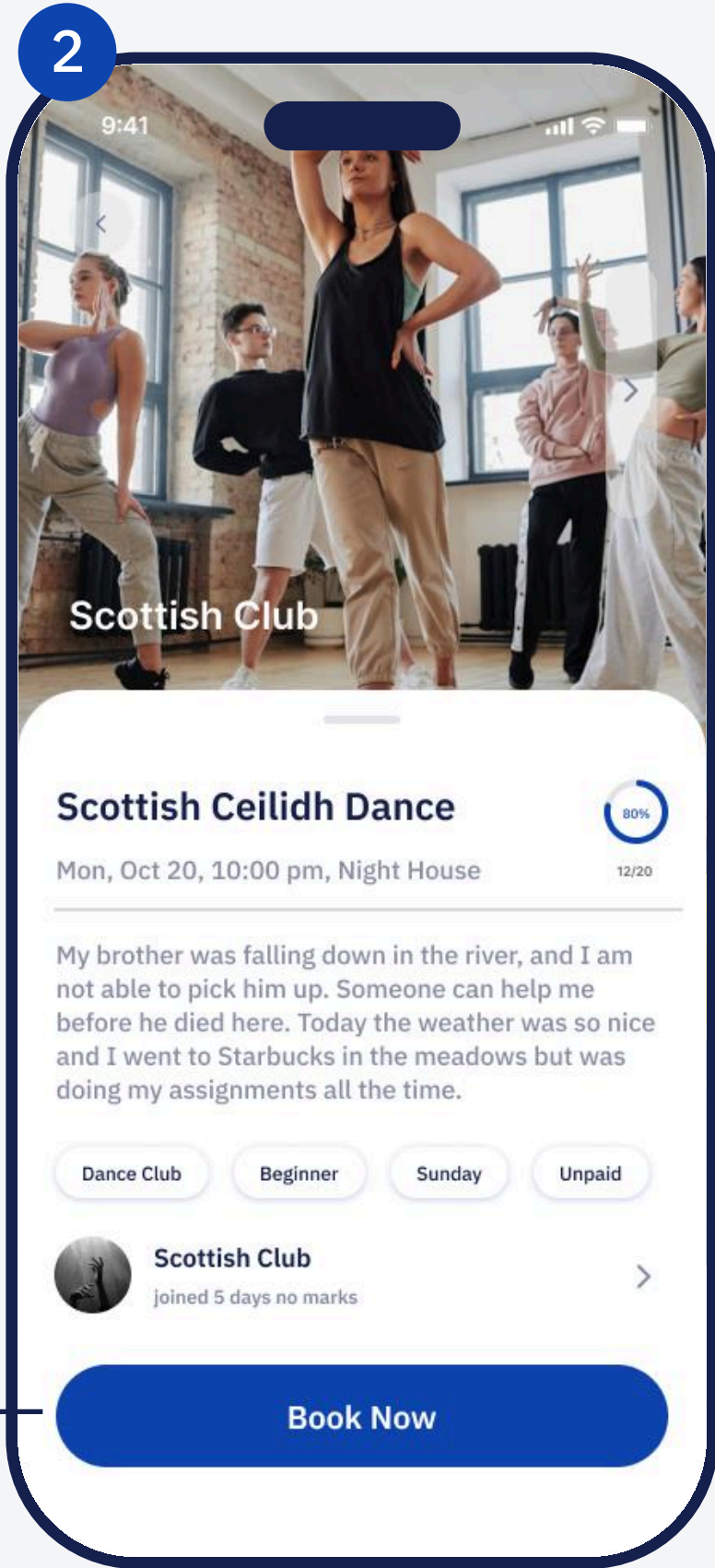
4. Events

Explore and book events to build social connection

Events module offers **wide range of event** choice for new comers. They can filter through the option of their own community, group or even explore cross-culture events, and will take 3 steps to easily book.

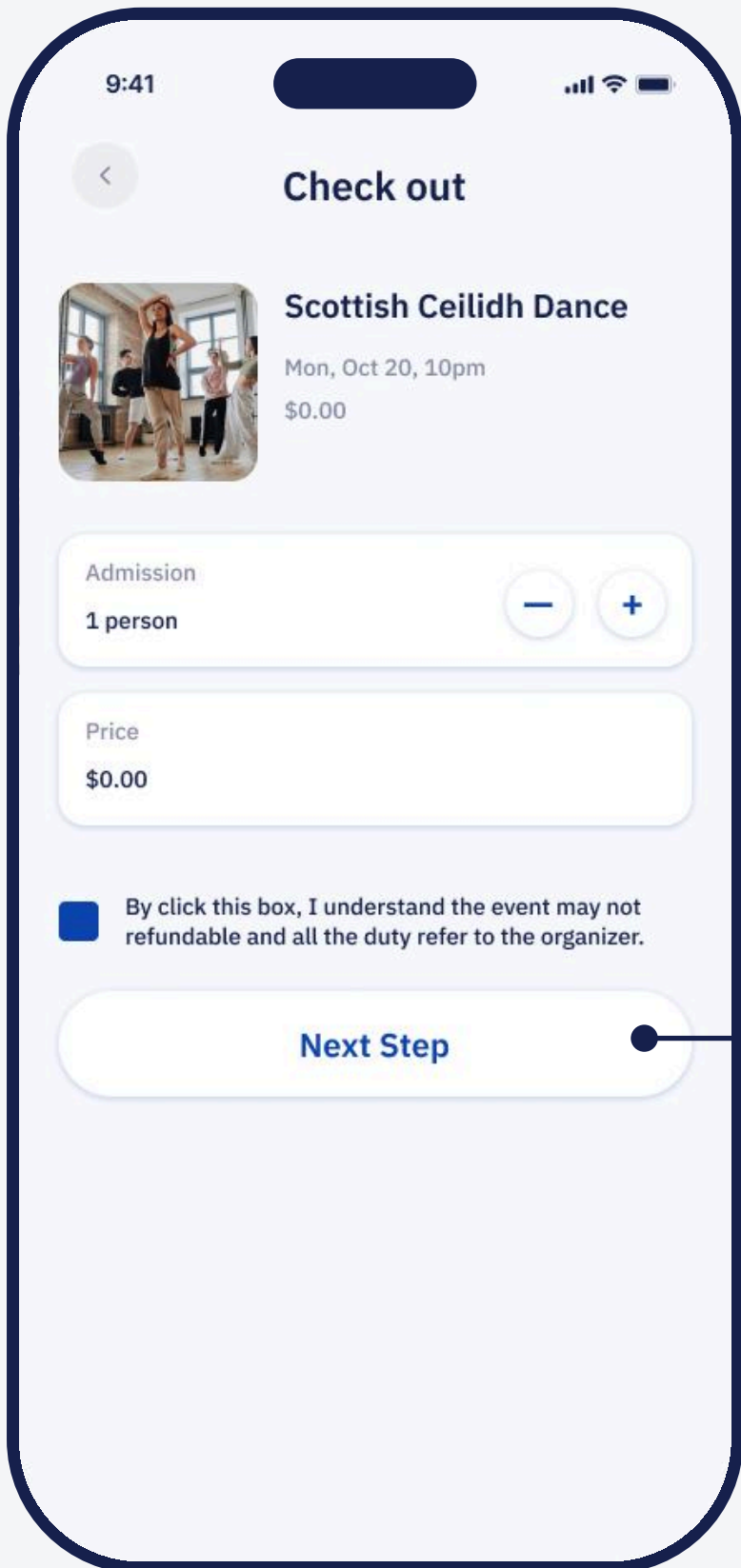


Track my events

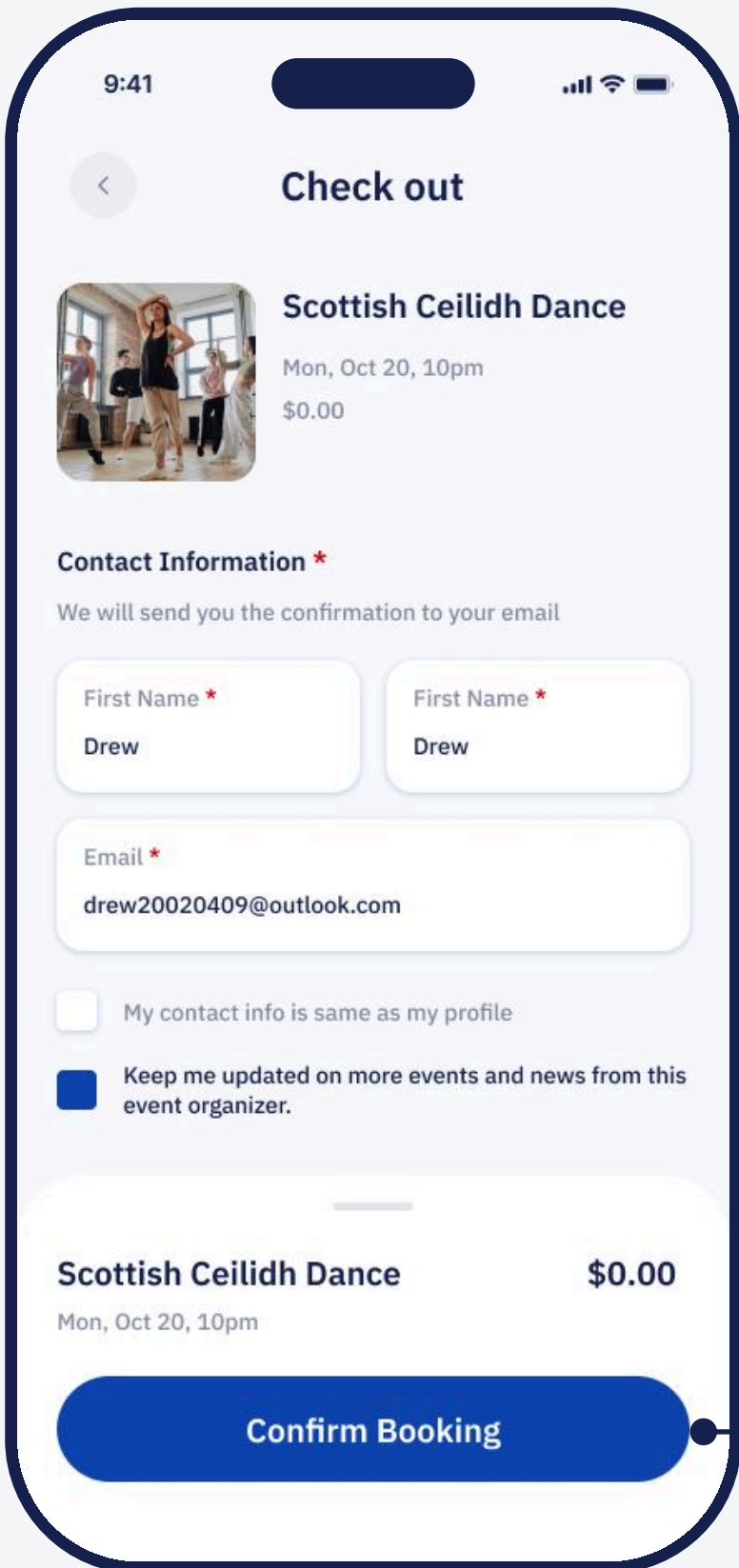


Event details

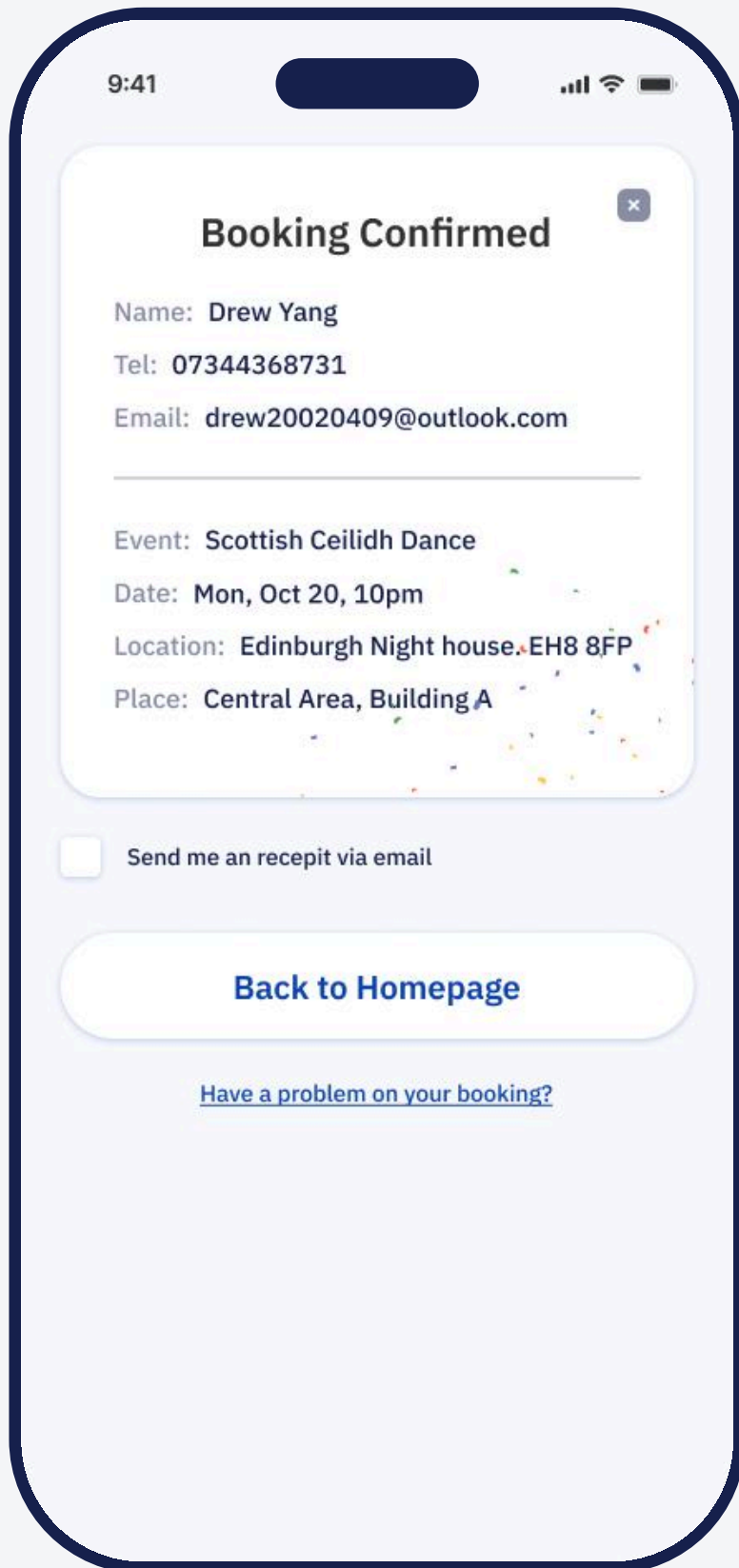
3 Steps to book an event



Book event 1



Book event 2

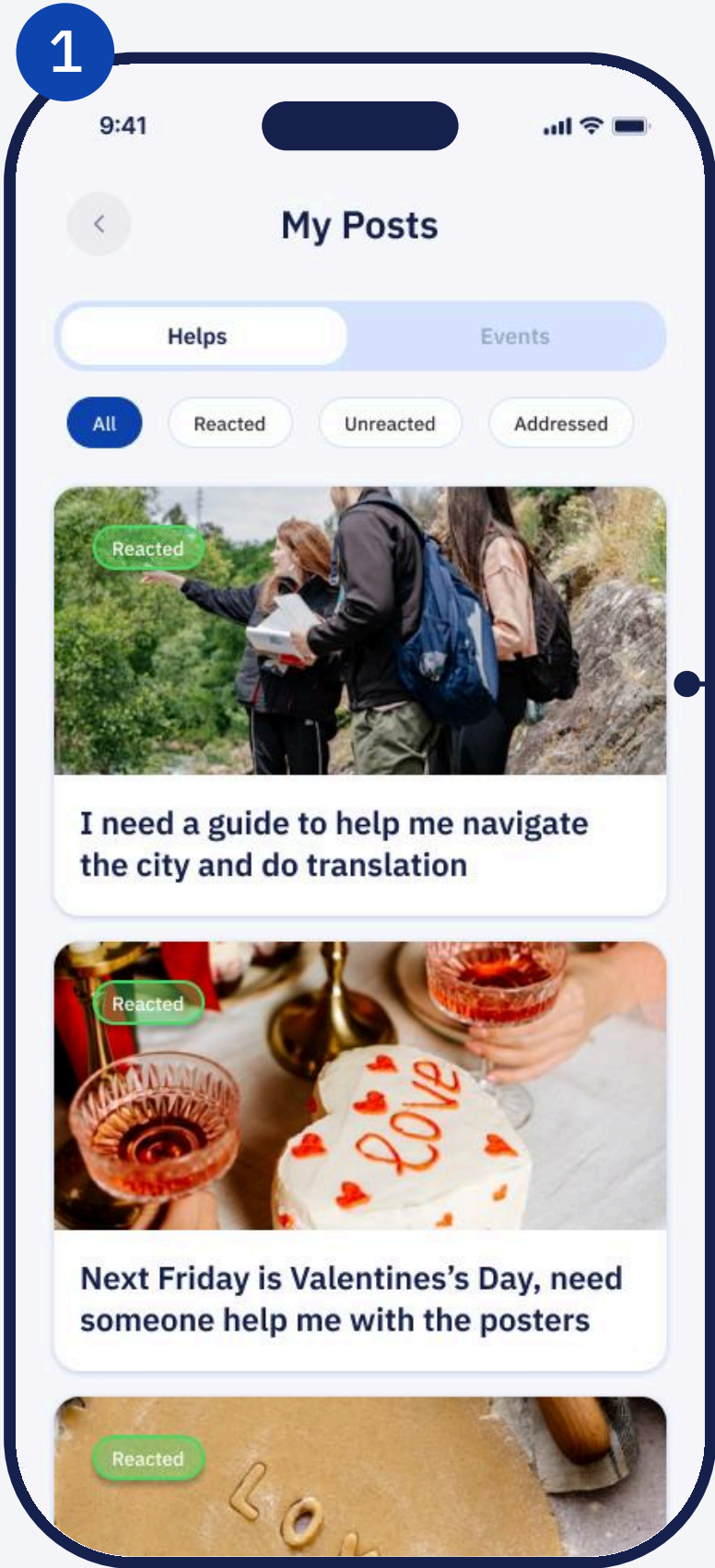
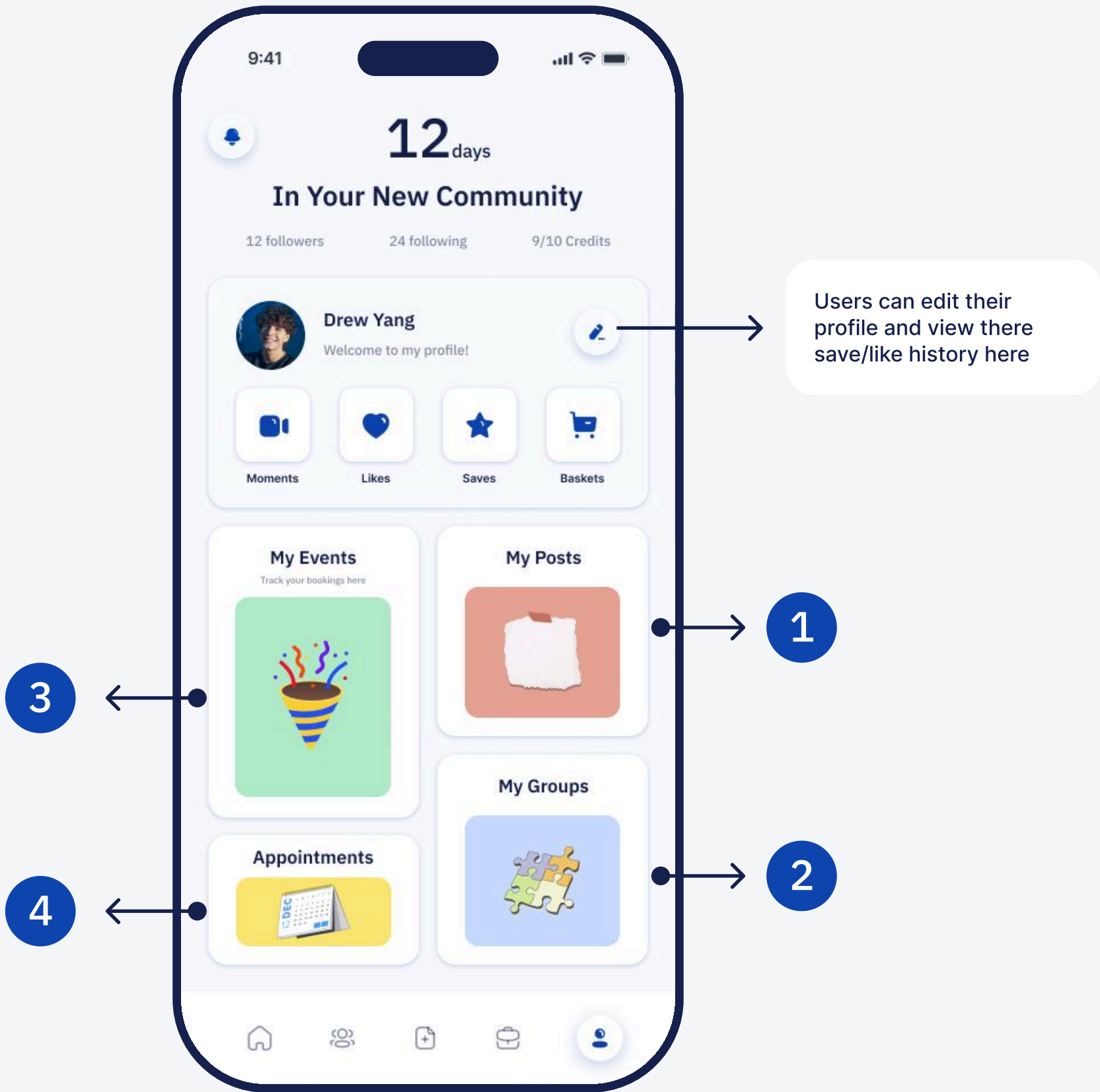


Book successfully

5. Profile

Track all the booking and history in one page

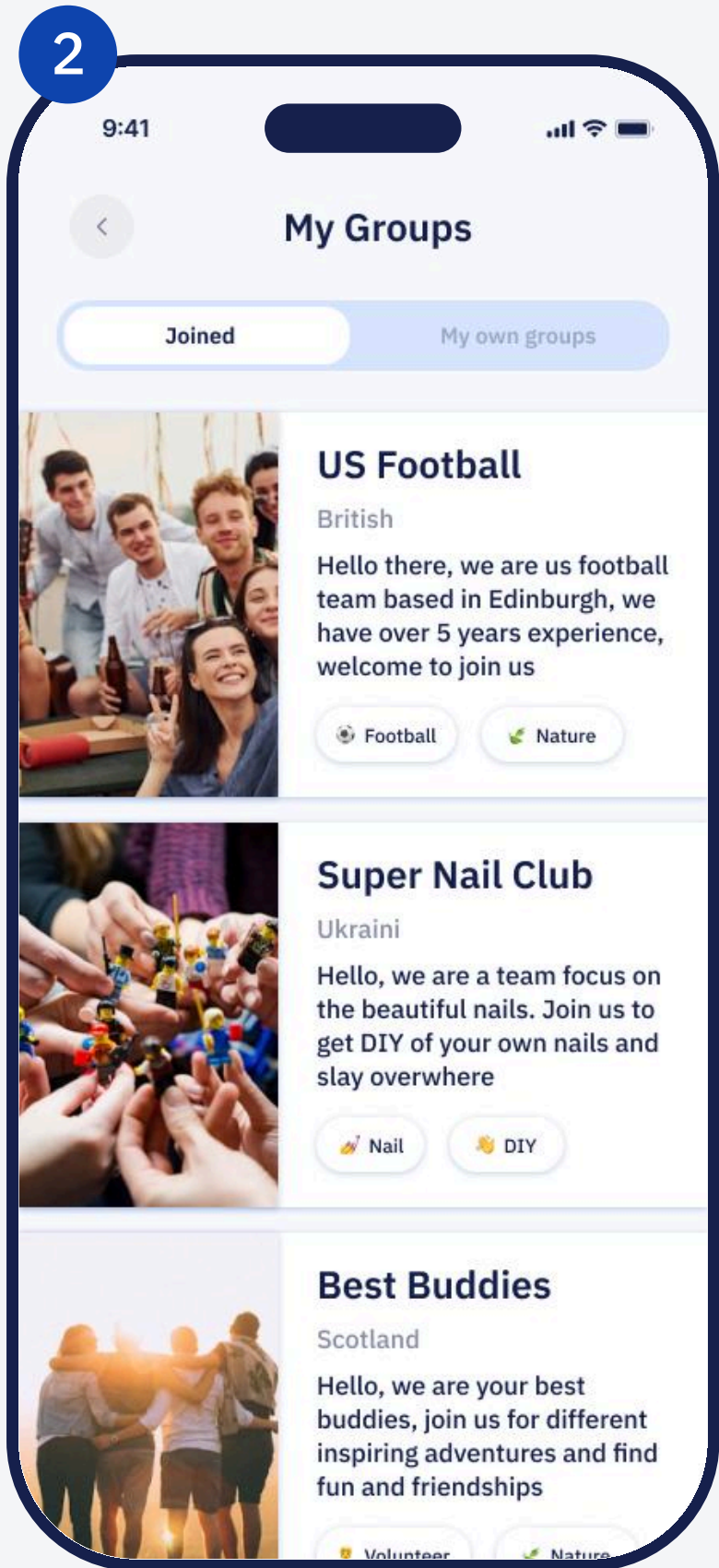
User profile records the booking, history and personal information. Through this feature, users can access their history, or track and manage the posts, groups, events and appointments.



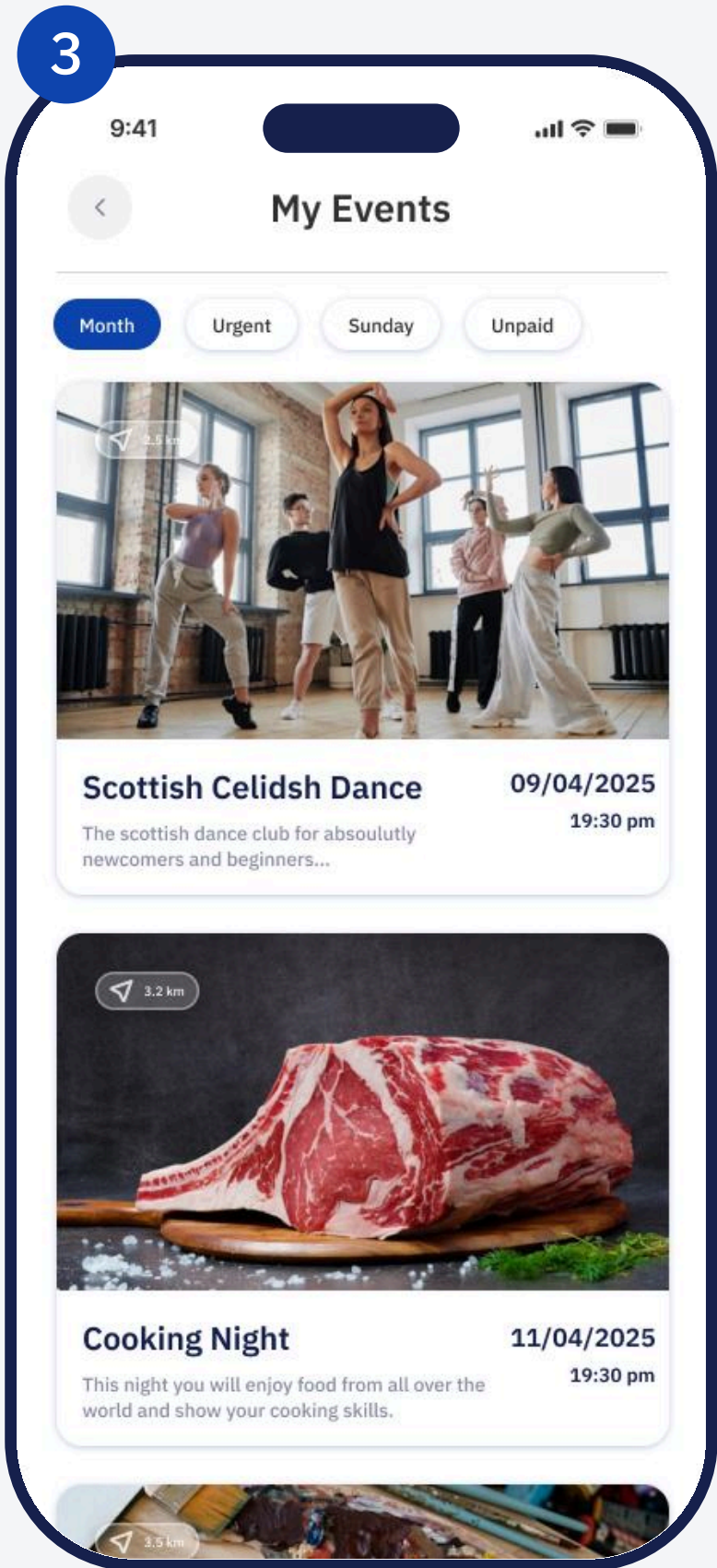
Track my events



Event details



My groups



My events



My appointments

Usability Testing Report

This user testing for Comi focuses on the clarity of navigation, ease of completing tasks, and the efficiency of user flow. We applied a mixed approach, including 1. task based testing, 2. Think aloud protocol, 3. A/B testing, and 4. short interview to ensure reliable findings on the usability of Comi.

We involved 3 participants in this study. Participant 1 and Participant 2 completed the test in-person. Their priority is to excavate the general issues in this App and compare the versions of pages. Participant 3 completed the test remotely, focusing on the user feelings and preferences. Each of them were allocated with 4-5 tasks.

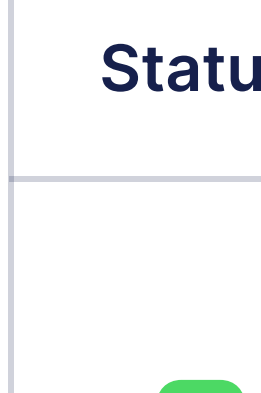
We tracked some key index throughout the sessions, including:

1. Task completion time
2. Task success rate
3. Errors and hesitation
4. Navigation difficulties
5. Feedback, comments, and suggestions

The test is demonstrated below.

Test 1: Task based testing & Think aloud

Goal: Test the general issues for some key features in the interaction flow



Name: Gowri
Occupation: graduate student in the University of Edinburgh
Test Method: In-person.

Task 1: Complete the registration flow				
Status	Time	Errors	Think Aloud	Observations
	22 s	None	Wow it looks clear Am I supposed to change the location by my self, oh wait it can't click	She understood the the onboarding immediately without any difficulties or hesitations She took around 5 seconds to confirm the location is auto or have to put manually. They she found I didn't make this feature -{

Task 2: Accept a “Help”				
Status	Time	Errors	Think Aloud	Observations
	28 s	None	What is a help Okay I can't click this bottom Yes back to homepage, done	She didn't know what is “Help” in the beginning. Then she found it is the post on homepage.

Task 3: Post a “Help”				
Status	Time	Errors	Think Aloud	Observations
	10 s	None	It's like post on facebook	She did pretty well

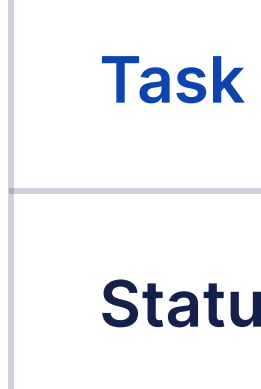
Task 4: Connect with a friend				
Status	Time	Errors	Think Aloud	Observations
	20 s	She went to group page to find friends in the beginning	That remind me of Tinder Tell me it's not a dating app right, why I can connect with her	She doubted it was a dating app She could not find the correct place of connect with friend in the beginning. And she tried to choose through interests but found cannot.

Task 5: Track and manage my post				
Status	Time	Errors	Think Aloud	Observations
	38 s	Went to Event page for looking for the post booking in the beginning	Why it's not here This is others' post right Oh finally	She was confused where to find it, she went to event and back to homepage, then tried to click and finally found it coincidentally.

Rating Sheet: Test 1				
Score	Time	Errors	Insights	
7/10	2 min	2	1. The flow for registration is perceived as simple and fast, which is positive for new users. 2. Features for track my posts or events should be put in a more obvious place. 3. Add more instruction for the new users to understand what is “Help” and lead them to different modules. 4. The connection page with feature “Connect” is wired as been recognized as dating app, which should be modified.	

Test 2: Task based testing & A/B testing

Goal: Test the user's preference of different versions and some main features



Name: Chengwei Wang
Occupation: engineer
As I back to China for some home affair, so I have to involve an non-English speaker in the test. He took more time to understand the flow and text because of the language barriers as i observed.
Test Method: In-person.

Task 1: Complete the registration flow				
Status	Time	Errors	Think Aloud	Observations
	17 s	None	Why can't i choose my natinaality	He processed the flow fluently as perceived, and finished it in a fast pace.

Task 2: Track and manage my post				
Status	Time	Errors	Think Aloud	Observations
	44 s	He was looking for the bottom at the create new page, then in the event page, finally found the profile	Where is it Is it about the posts Why i cant click here	He went to wrong places for many times and even created a new post and go back, but missed the view my post bottom. I think part of the reason is the English barrier.

Task 3: Apply to join a group				
Status	Time	Errors	Think Aloud	Observations
	30 s	Went to Event page and click into book an event	I think it's not here Let me go back	He went to the event page and looked quite confused. After stay events for 10 seconds, they checked connect page and found the bottom.

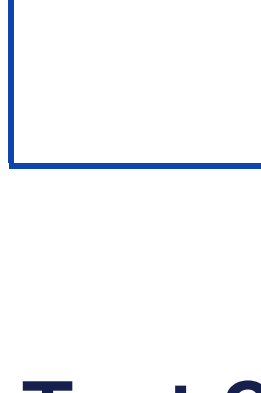
A/B Test 1: Onboarding Page					
A	B	C	Visual	Usability	Reasons
			A: 6/10 B: 8/10 C: 8/10	None None None	and the overall look was like a serious working app Version B and C are kind of similar, but version C has the brand logo on the head, which made the identity more clear, thus choosing C.

A/B Test 2: Homepage				
A	B	Rate		Reasons
		Visual A: 5/10 B: 8/10	Usibility A: 7/10 B: 6/10	He believed B had much more visual appealing than version A, which is more clear and triggered his motivation to click and use. Version A looked good as well as he thought, but the components were too small and his confused about the text on the blue bubbles. He thought the usability of version A is rather than B, since it provided more information, but overall, considered the whole effect, he would choose B.

Rating Sheet: Test 2				
Score	Time	Errors	Insights	
5/10	2.5 min	2	1. User 2 successfully completed the tasks but used more time than user 1. The main reason maybe for the language barriers. The app will involve different language version if it launched. 2. Users prefer visual appealing versions. 3. Users need bigger size of texts to alleviate their reading burdens. 4. User do not like to see too many features and functions within one page.	

Test 3: Task based testing & Short Interview

Goal: Test the efficiency of the app's main features and understand the user feeling



Name: Shriya
Occupation: Engineer
Test Method: Online

Task 1: Post a “Help”				
Status	Time	Errors	Think Aloud	Observations
	10 s	None	Can I click something here	She Found the post module very fast as it has the same layout with most apps with features of post.

Task 2: Accept a “Help”				
Status	Time	Errors	Think Aloud	Observations
	21 s	None	Oh we got more steps	She firstly went to connect page and realized was wrong, then back to the homepage and found the accept help.

Task 3: Book an event				
Status	Time	Errors	Think Aloud	Observations
	17 s	None	It's the same progress with accept helps Why we actually have to appoint a time.	As the last test was accept help, she understood the workflow of booking so she did very fast and found the correct page in the beginning.

Task 4: View my events				
Status	Time	Errors	Think Aloud	Observations
	8 s	She clicked the bottom in the corner of “Event” instead of found it in my profile	None	She chose another way to find the events in the event page rather than click in my profile which is good.

Task 5: Open messages				
Status	Time	Errors	Think Aloud	Observations
	25 s	None	Is notifications same as messages? Okay here i got it.	She firstly went to the homepage and click the notifications bottom, then asked me if its correct. After realized not the same one, she went to the connect page and found the right place.

Short Interview				
What is your overall impression to this app?		It feels really friendly and easy to use. Overall the layout is clean, and don't felt overwhelmed. So it gives me a nice impression, I think it will meet the needs for people who just arrived somewhere and need quick support.		
Which feature or module do you think is most usefule and meaningful? And would you use it in your real life?		I think the Groups and Events sections are the most meaningful. They make it really easy to discover what's happening around you and meet people around you. If i going to a community, i definitely wil use this app and these two features.		
Do you find any difficulties when using this app?		The only moment I hesitated was on the messages feature, as i just asked you, is this the same as notifications. I think if put messages at homepage should be better. But everything else was straightforward.		
Do you have some suggestions for the improvement of this app?		Maybe add a tiny explanation or short description under the button, just to make it clearer. And maybe a few more interest categories during registration. But overall, it's already pretty easy to understand.		

Rating Sheet: Test 3				
Score	Time	Errors	Insights	
8/10	2 min	0	1. The overall flow for key features like accept/post help are intuitive and clear. 2. Booking progress is short enough and not cause any confusion. 3. The bottom is not clear enough which may need interpretation or instruction. 4. People are willing to use it in the real life and features like events or groups means something to them.	

* All the participants did actually around 10 mins testing, but i only involved key index and tasks in this report

Overall Usability Testing Results

Across the 3 user tests, all participants were able to complete the core tasks, and the overall task completion rate was high, with no failures recorded, which proved the usability and accessibility of Comi App.

All 3 suers were able to navigate the app independently without guidance, but some details need to be improved, for example the difference of “notification” and “message” caused some confusion, which need my instruction to help the user navigate. Moreover, the average task completion time remained acceptable, with all the single task consuming less than 1 minute, which is friendly for users to access features without any burden. And hesitations were observed mainly during the detailed feature like “track my post”.

The A/B test conducted with participant 2 also showed a clear preference for visual clearance rather than fill too much texts within the page. The interview feedback from participant 3 also confirmed that the app's purpose and main features were generally well understood and considered useful in real-life.

Analysis on the results

Through my observation in the test, several problems were excavated throughout the session:

Within the registration flow, some users hesitated when selecting their location and interests. The problem concentrated on 1. The location feature does not have a feature like “auto located”, where users do not know if they should pu manually or it is automatic. 2. The interests module lack a instruction of “see more”. Meanwhile, the connect feature caused common confusion across different users. Throughout the process, 2 users think this feature is similar to a dating app, 1 user feel worried if the madantory use of location share will intrude his privacy. In the registration page, the limited number of interest categories was also mentioned more than once, suggesting that personalization is currently insufficient for some users.

Conclusion

However, overall, the usability testing confirms that Comi is a user friendly and accessible community app. Users were able to understand the primary purpose of the platform and complete key tasks without barriers.

What we should improve in the future

As featured in the user interview, several personalizations are revealed to enhance: 1. Onboarding page clarity. 2. Action feedback. 3. Mentioned and bottom explanation. 4. More opportunities options

Based on these outcomes and insights, the following improvements are suggested to take in the future:

1. Finalize the registration page, providing customization feature for interests.
2. Enhance the connect feature explanation. Change the connect feature from a dating app.
3. Add visual indicators for required fields, and clarify whether location is auto-detected or manually selected.
4. Reinforce Visual Affordances in Form Inputs
5. Simplify the booking process for event or posts.
6. Optimize the user flow for seeking connection and chatting with people.
7. Add messages feature at homepage to facilitate communication.
8. Provide more privacy protection (location and profile share).
9. Enhance the consistency for some components design.
10. Enhance the contrast for some texts and pages.
11. Use less texts and involve more visual images to reduce users’ reading burden.
12. Different languages version and accessibility design.

Self-Reflection and Evaluation Report

Since Submission 1, the concept of Comi have gone through significant changes. In the initial stage, this project focused on building an idea of creating a community-based app that helps people who are new to a country or environment quickly connect with local communities and find local support. At that moment, my design mainly focused on basic function planning. Features such as “Post a Help” and “Join an Event” were designed during this stage, which allowed users to seek needs online. However, through innovations, feedbacks, and the usability testing, my conception had deepened. I began to realize that if the app only focused on helping people find their own social group, it might encourage a social isolation in some extent. People tended to stay with familiar ethnical circles instead of exploring social connections.

This led me to reflect the direction of the project. I started to think how Comi could become more meaningful and useful in real life. Suddenly, I found if Comi transforms into an online platform that encourages offline communication would be interesting. So I tried to involve features like “shared location” and “interests”. Then the app could help people step into a new community and build connections in the real world. With this transformation, Comi evolved into an app that supports people in building communities, discovering nearby friends, and adapting to new environments. Users are able to receive help, offer support, and participate in real interactions. This direction allows the platform to become more inclusive and facilitate everyday life.

At the same time, I questioned myself how Comi could differentiate from existing social platforms such as Facebook and Instagram. My designs appeared visually similar to those products in some moments. But the idea of post help and its emphasis on offline interaction helped me resolve this problem. Most platforms focus on online engagement, but Comi brings online connections back into the real world. It encourages people to communicate and build relationships with real people. This shift strengthens the connection between people and their communities. The “Help” feature also became a key for the app. When users posting difficulties and needs and seeking for help, the app creates opportunities for communication, which stimulate the construction of a friendship. Users will shape their own communities through real interactions rather than scrolling passive content.

One of the most important improvements since Submission 1 is the change of the homepage. The original homepage was designed as a quick navigation hub that can navigate to several features. Although it was efficient, it felt boring and did not reflect how people engage with apps. I realized that users prefer to see content that interests them immediately instead of having to search for it. Based on this insight, I placed the help posts on the homepage. Users can now browse real requests, discover content, and accept a help task through a simple process. This innovation increased engagement and made the homepage feel more alive.

Visual refinement became another major focus. At first, I insisted on using blue bubble shapes with heavy text to highlight key information. I believed this could form a visual identity for the app. But after tutorial feedbacks, it became clear that these elements took up too much space and increased reading pressure. So I redesigned these bubbles by making them transparent and reducing their visual weight. Eventually, these bubbles were kept in a more subtle way that delivered information but not dominating the layout. Meanwhile, I increased the spacing between posts, enlarged the areas for images and text, and removed unnecessary shadows that caused visual noise. These changes improved the overall comfort of the interface in the test, and all 3 users responded positively to the new homepage.

The navigation structure also went through development. In Submission 1, it was in a basic form and had not been tested through real users. As the prototypes progressed, the structure gradually became clearer, forming core sections with Home, Events, Connect, and Profile. Through the usability testing, I observed that most users were able to locate key functions without guidance, which confirmed the effectiveness of the current architecture. But I also noticed that some users relied on text labels rather than icons, which confirmed that both visual hierarchy and guidance are necessary. I plan to enhance textual support to improve accessibility and clarity in further improvements.

The usability testing was one of the most valuable learning experiences in this project. Before doing it, I assumed that many functions would feel intuitive to users because they are logical to me. But in fact, user testing results repeatedly challenged my assumptions. For example, the “Connect” feature, my original intention was to allow users to build social links with others. But all the testers interpreted this feature as a dating app, which I had never considered before. Another example was whether the location feature in registration page should be automatic or manually selected. These small details made me fully aware of how essential usability testing is. It ensures that the app can truly function in the real situation.

Accessibility is another area that I have not yet fully explored. Although I considered basic contrast and readability, I have not completed a evaluation from the perspectives of users with disabilities. This will become an important focus in future improvements. Through testing with an non-native English speaker, I also realized how important language options are for a product. Users from different cultural backgrounds may interact with the app in very different ways, which is an aspect I will need to address as the project develops further.

This project has significantly changed my understanding of design. In the past, I emphasized on visual impact and appealing. Now, I care much more about the clarity and accessibility. Since Submission 1, Comi has grown into a more mature product. Although there is still space for the improvement, the current version already has a solid foundation of usability and real-world relevance. This experience has strengthened my understanding of what UX design means and how closely it connects with human behavior and our everyday life.

AI & Quote Reference

1. The blue effect in connect successfully

Technology Tech Png Blue Neon Design Effect Effects - Portable Network Graphics Clipart. Available at: [Technology Tech Png Blue Neon Design Effect Effects - Portable Network Graphics Clipart @pikpng.com](https://www.pikpng.com/pngvi/bTJxbR_technology-tech-png-blue-neon-design-effect-effects/)

2. All the emojis are from: Apple Emoji

3. The Puzzle in My Profile - My Group

Jigsaw puzzle. From Simple English Wikipedia, the free encyclopedia. Available at: https://simple.wikipedia.org/wiki/Jigsaw_puzzle#/media/File:Jigsaw.svg

4. The Puzzle in My Profile - My Group

LuLu Blog. How to Make a Custom Calendar for Your Wall. Available at: <https://blog.lulu.com/calendar-creator/>

5. All other images in this app are from: Unsplash (free)

Unsplash free images. Available at: www.unsplash.com

6. Icons for Draw, Camara and Ticket are quote and modified from google icons.

Google Fonts. <https://fonts.google.com/icons>

Others icons are made by my self.

No any generative AI involved in this project.

Thank You For watching !