



## DOCUMENTATION

Web Design | 5CTA1107-0901-2020

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## BRIEF

Create a beautifully designed, working website for social issue's awareness, or to promote a social cause. I chose **Loneliness**.

It requires to:

- Be professionally designed (type, layout, hierarchy)
- Be visually arresting
- Include relevant and engaging content
- Demonstrate a consistent tone of voice and design direction
- Have a seamless user journey
- Use professional quality, web resolution assets
- Work across all browsers
- Work on desktop and mobile.
- Load quickly
- Have working links/buttons

## USER PERSONA

Age: 16 to 49

Job: undefined/irrelevant.

A day in their life is: lonely.

Because...: they lack human connection (or the opportunity for human connection);  
contain an individual-level challenge that drives them into loneliness  
(confidence, self-esteem, mobility issues, mental health, etc).

Goals: combat loneliness by being informed;  
recognising the issue and taking action.

Brands: charismatic entertainment ones such as television channels;  
social media, and other expressions of personality.

They enjoy spending time: physically with people;  
share laughs;  
create experiences and memories with them.

They would visit my website because: they want the opportunity for action and getting informed;  
they want to stop the feeling of loneliness.

They get annoyed online when: human connection is through a screen and doesn't feel as "deep and meaningful";  
when loneliness is considered a mental health derived problem;  
when too much information is being displayed at once;  
when the user persona doesn't feel like the user feels.

# RESEARCH

KANTAR PUBLIC

## Trapped in a bubble

An investigation into triggers for loneliness in the UK



Supporting



## JO COX LONELINESS

start a conversation

### Combatting loneliness one conversation at a time

A call to action



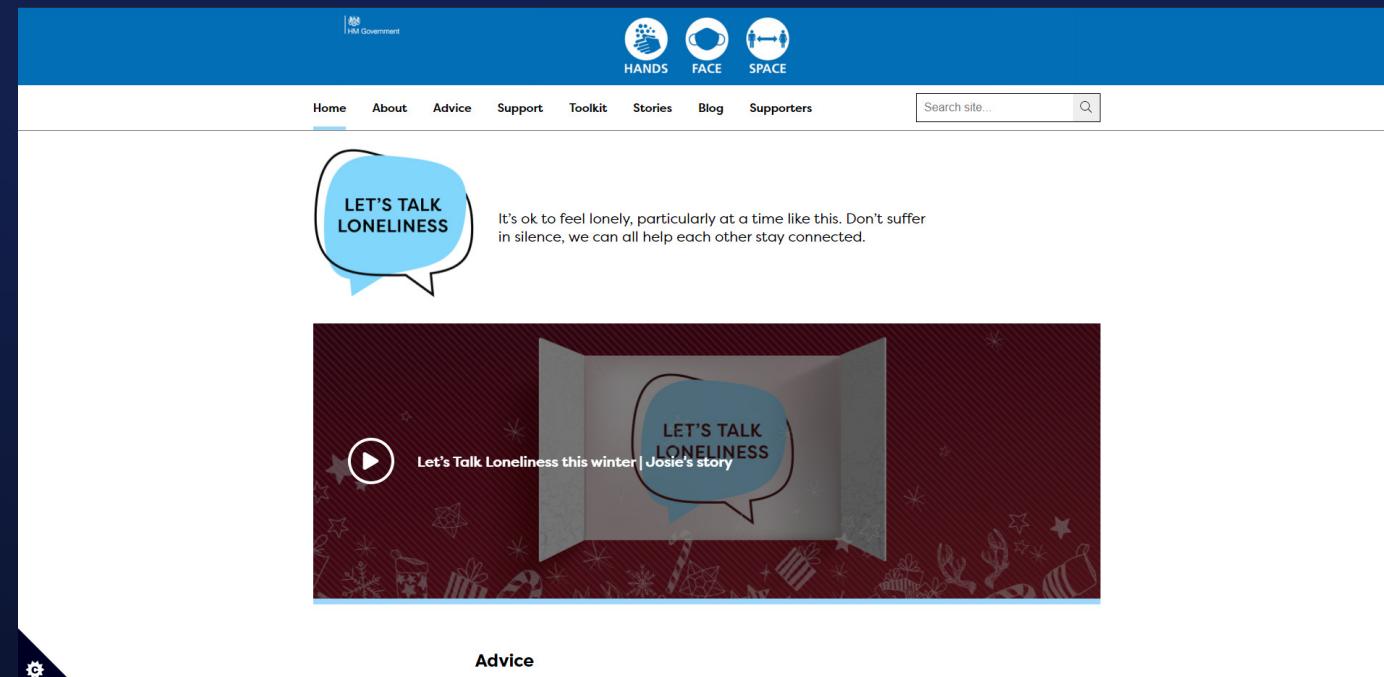
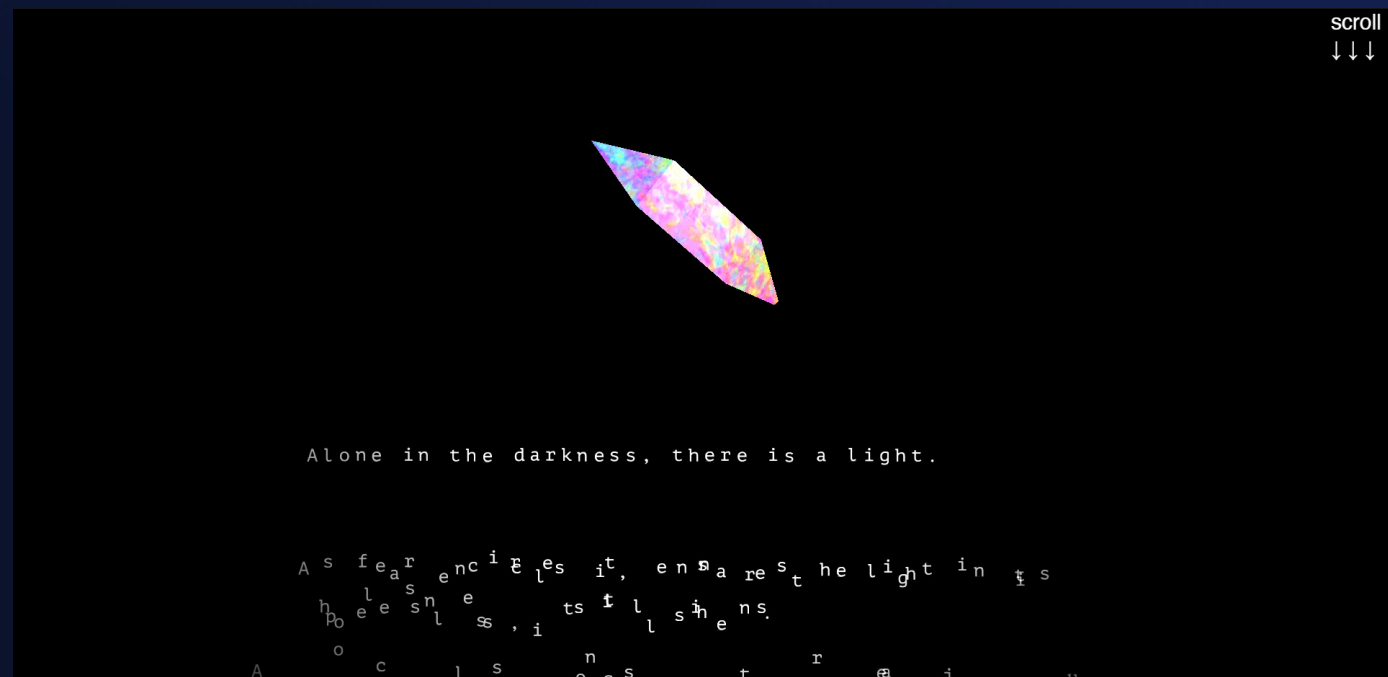
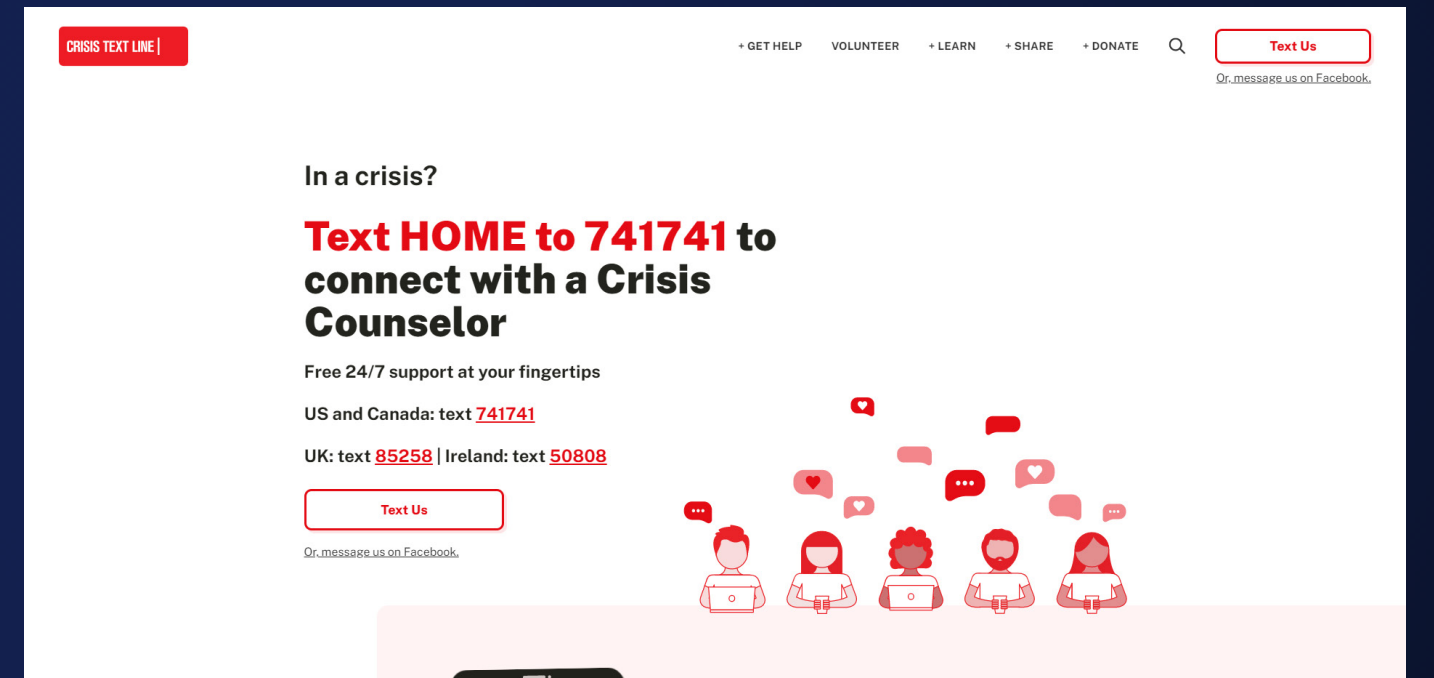
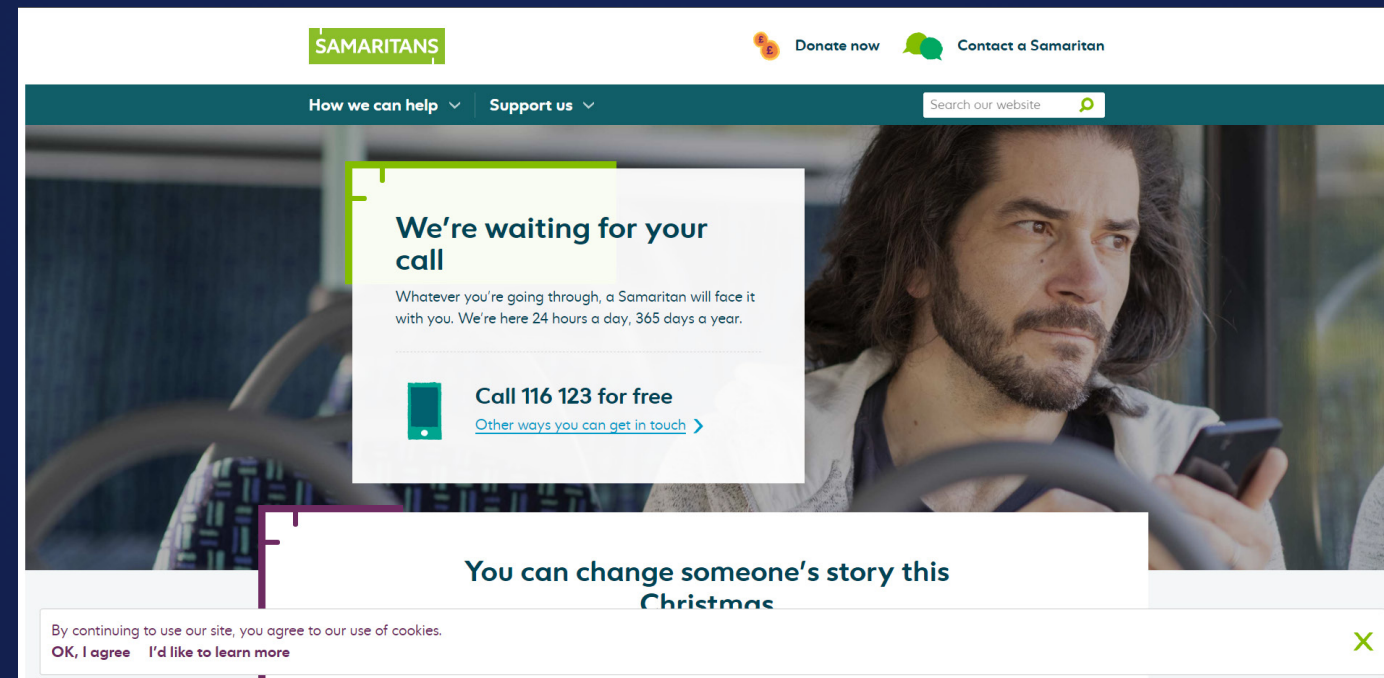
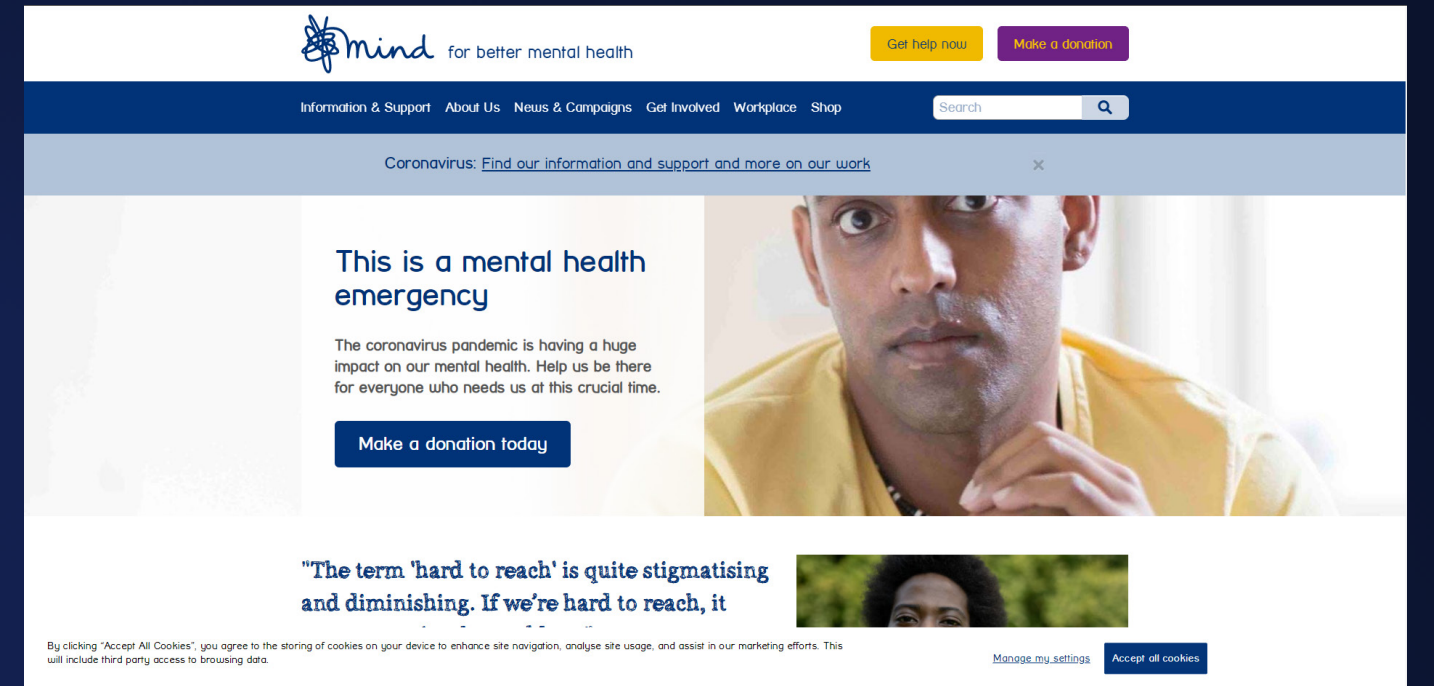
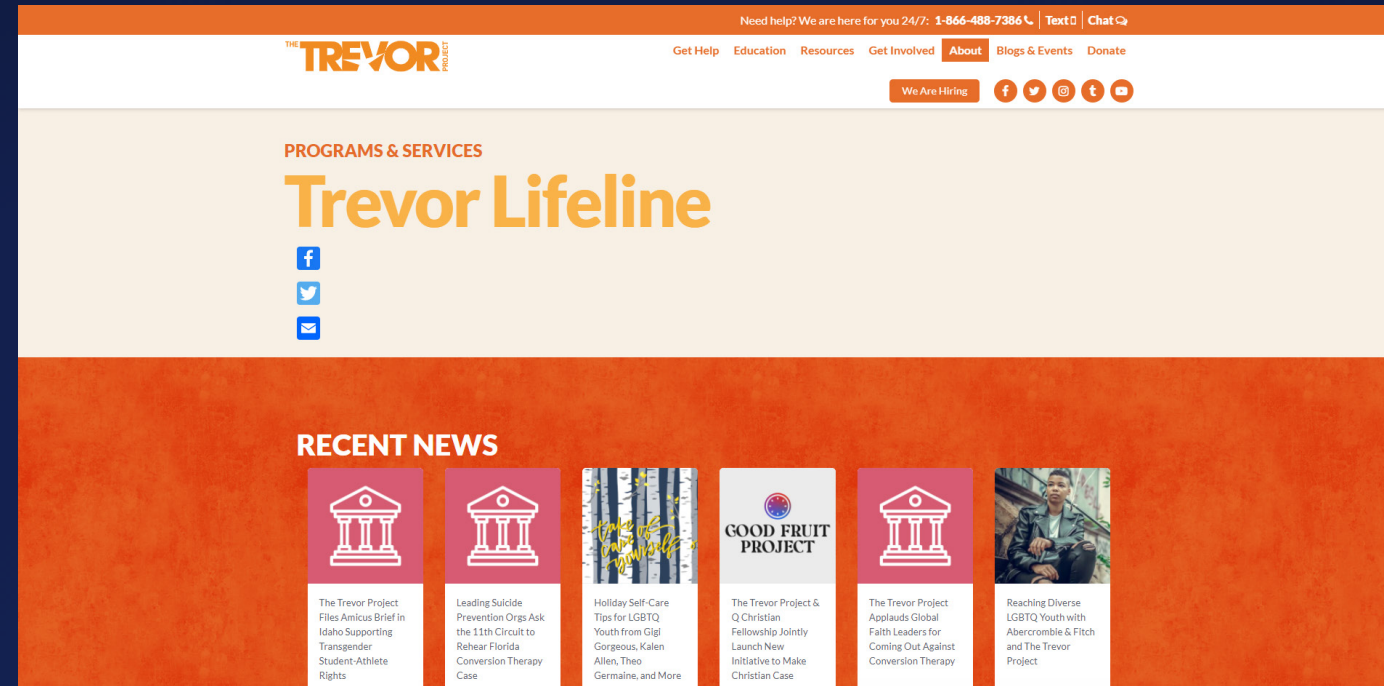
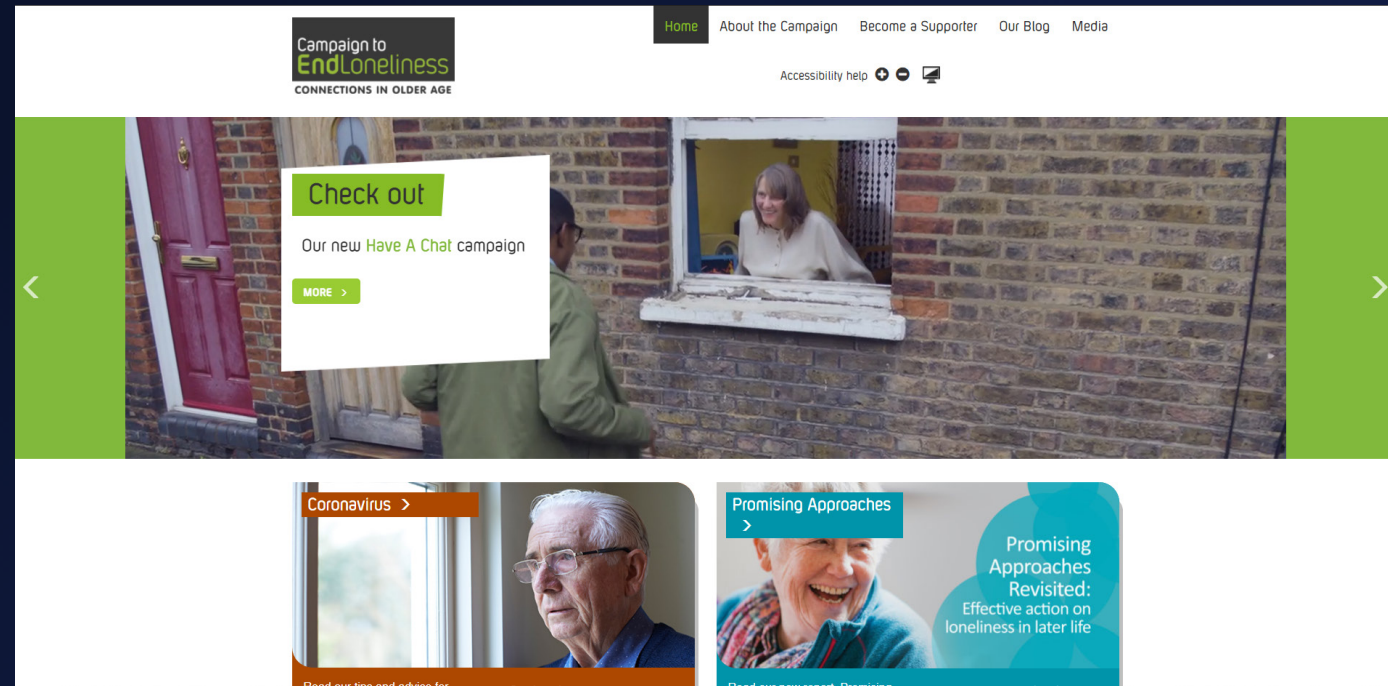
September 2018

## All the Lonely People: Loneliness in Later Life

Understanding the circumstances associated with feeling lonely and explaining what we know works in supporting people to tackle feelings of persistent loneliness



# INSPIRATION



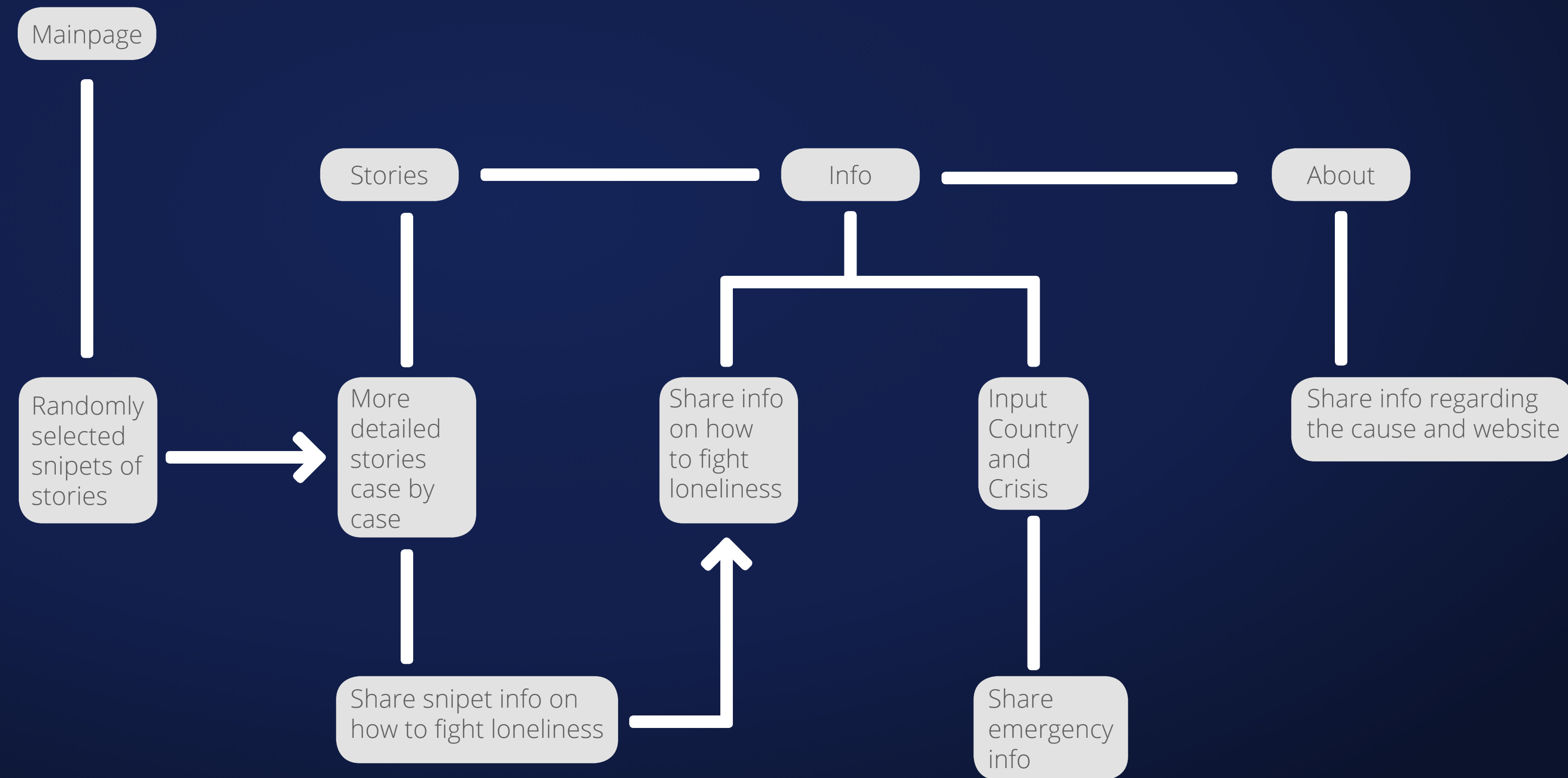
I AM LONELY

# INSPIRATION

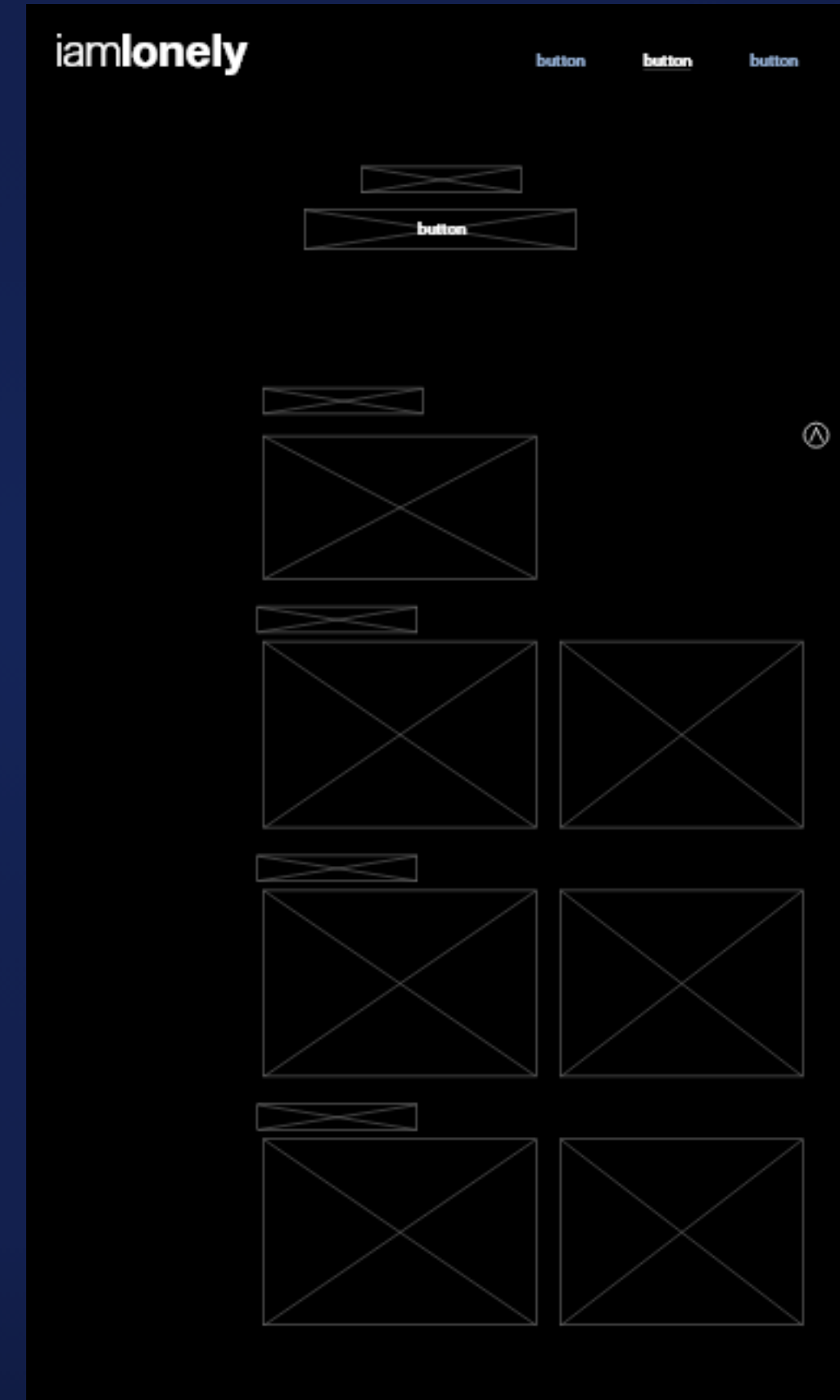
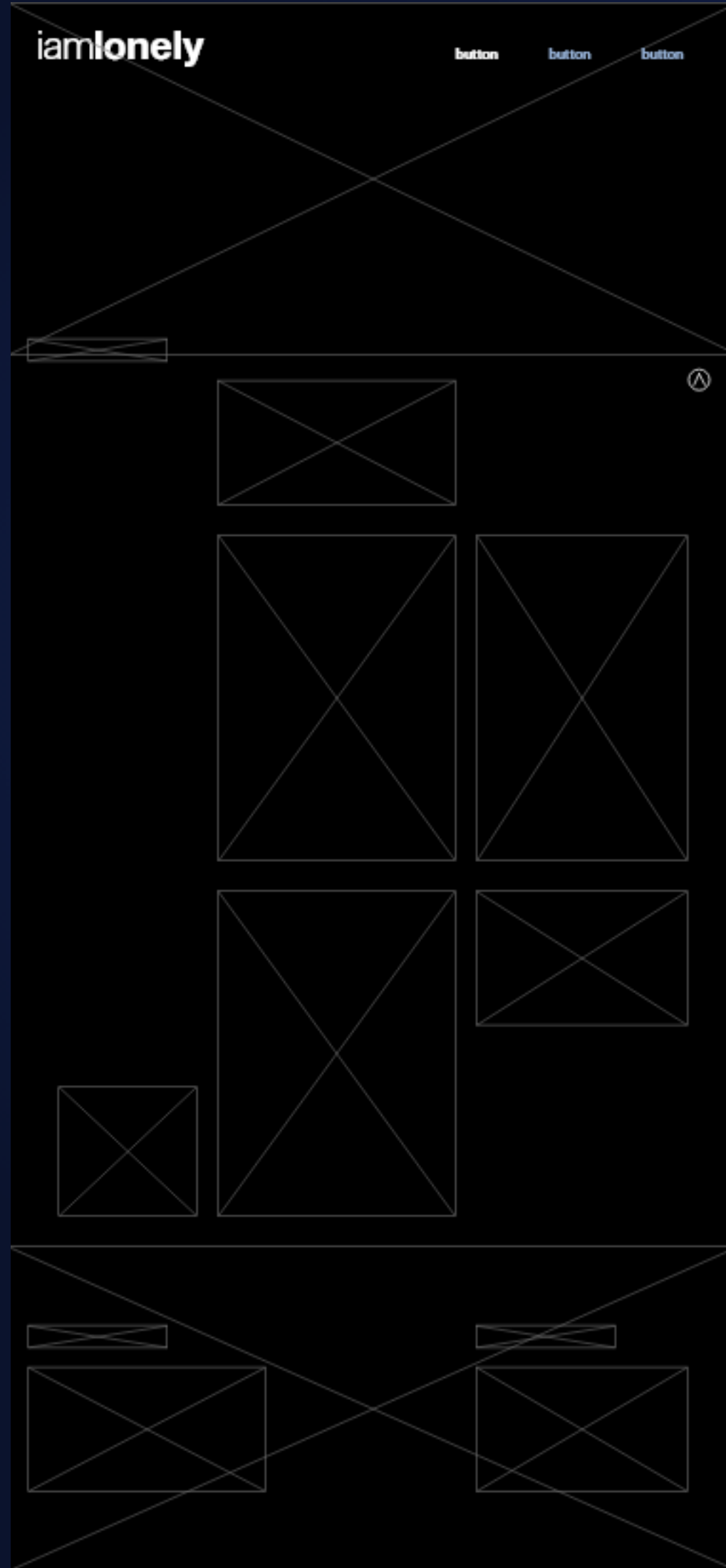


# PRIMARY AND SECONDARY OBJECTIVES

Primary objective: Share stories about loneliness  
Secondary objective: Inform and incentivize action against loneliness



# WIREFRAME

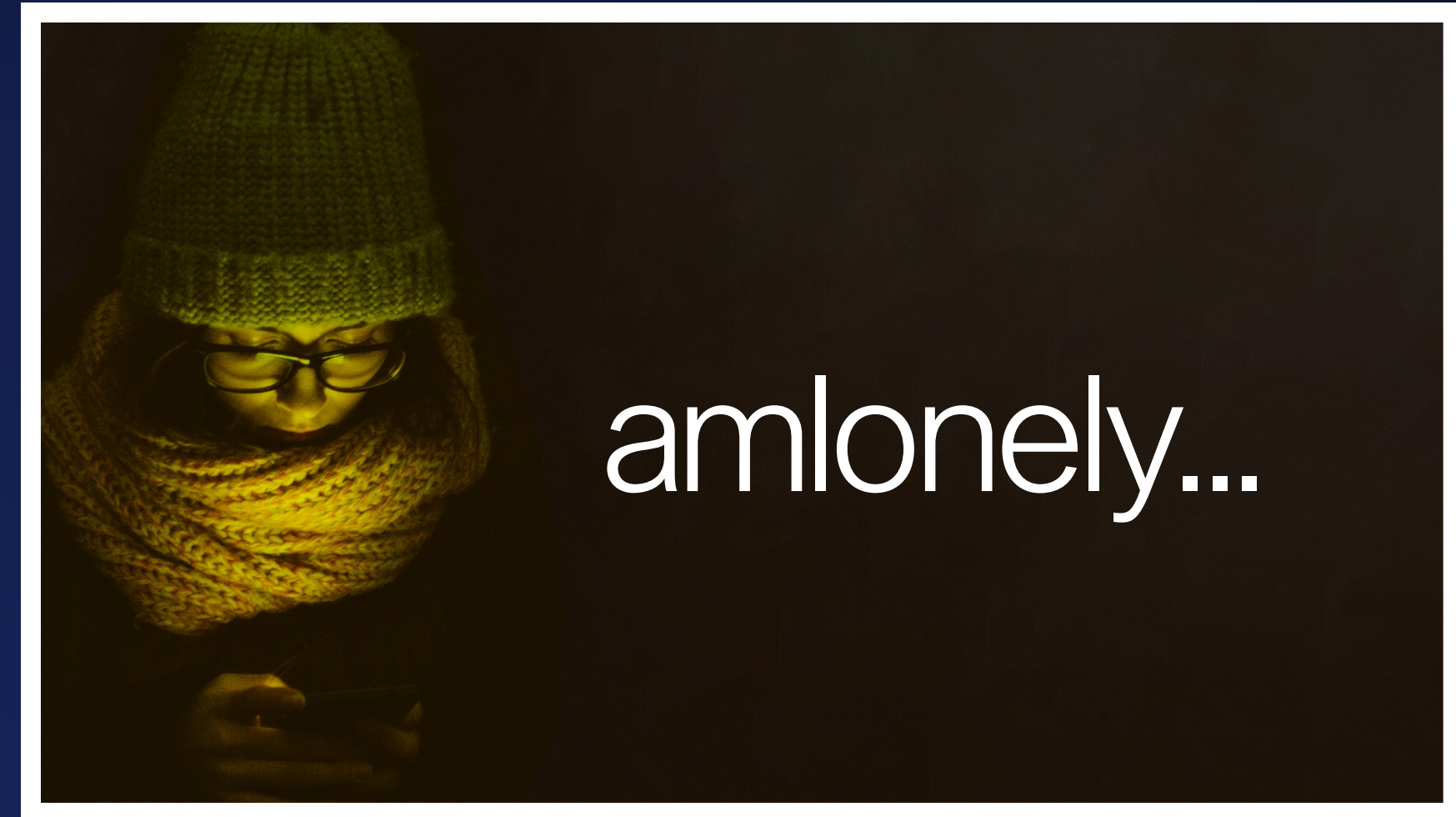
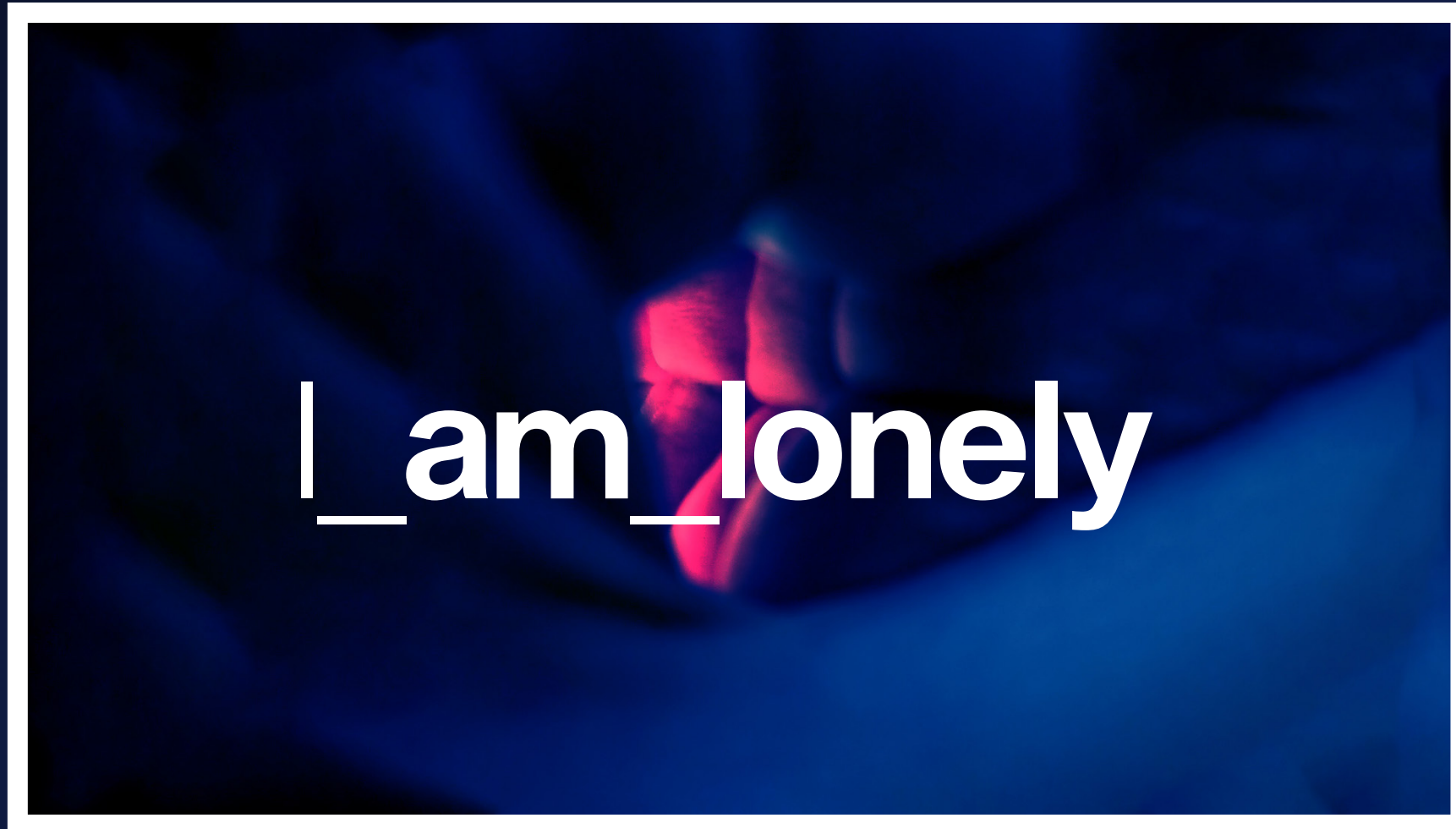


When experimenting and learning the new UI/UX software, the first finished tests were these wireframes concepts.

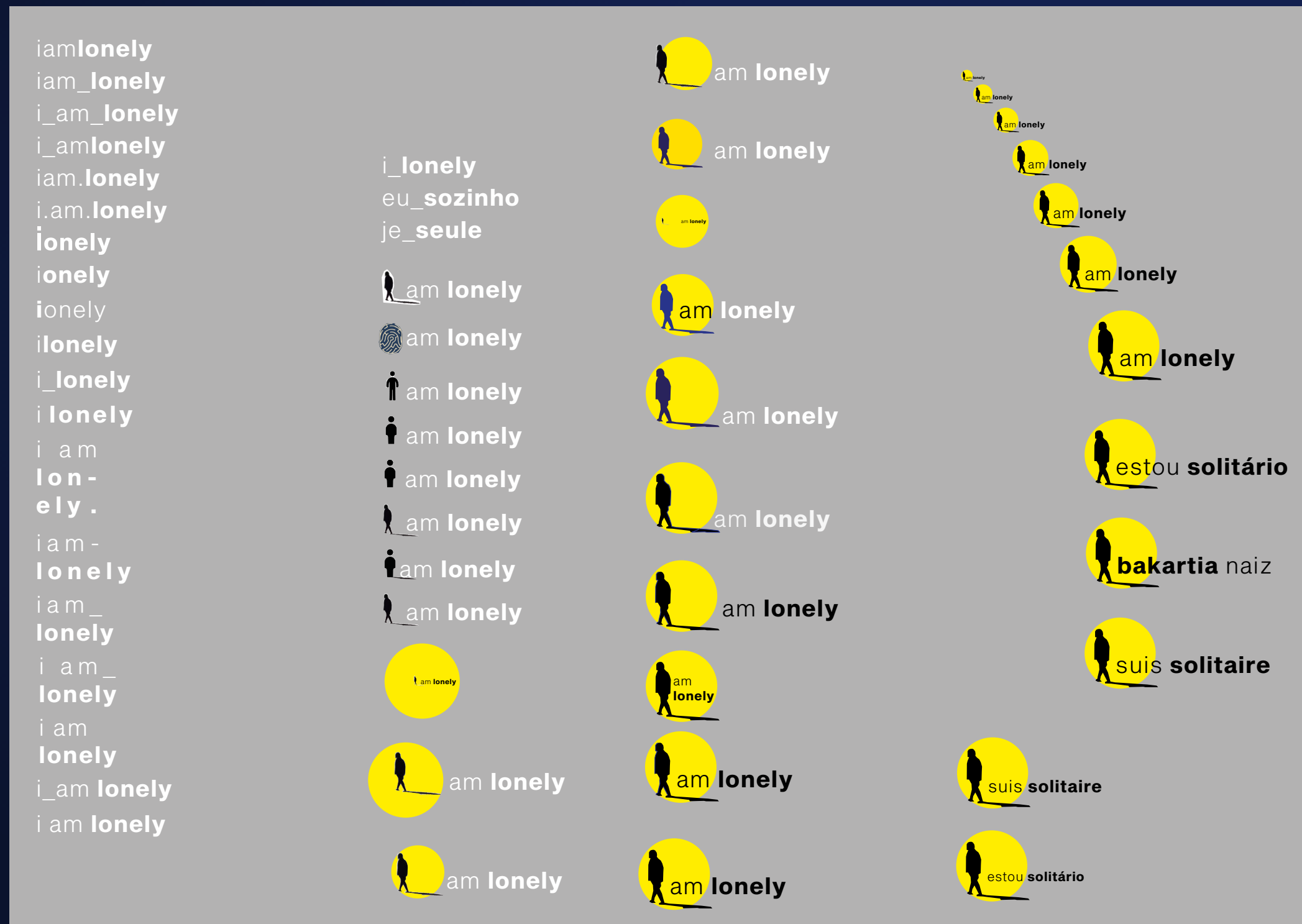


IAMLONELY

STYLEFRAMES



# LOGO



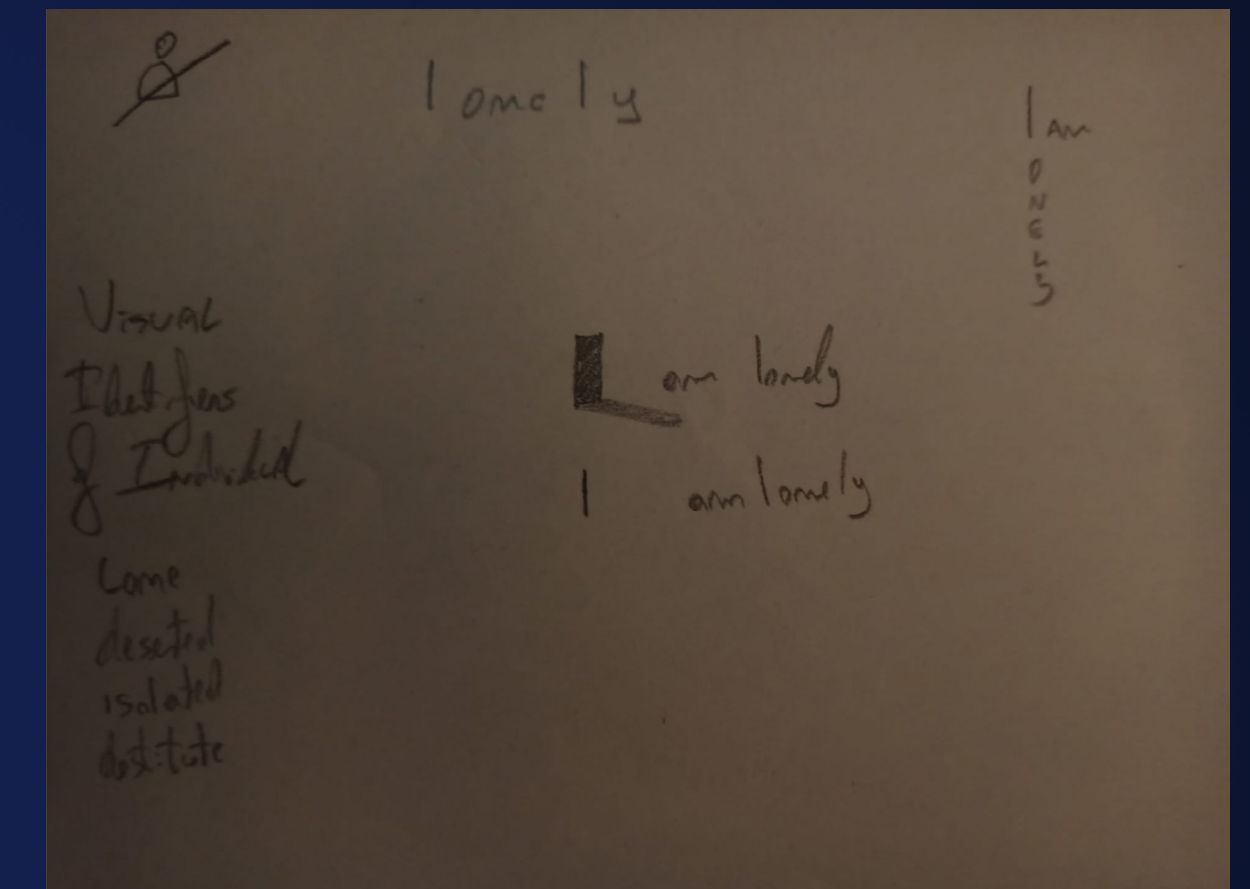
Initially there was a very big interest in creating a never-before-seen dynamic identity that only had its message consistent, while giving more emphasis on its individual. However, the idea was later scrapped for its complexity in a project that wasn't aimed at it.

When developing a dynamic logo, the main issue came when addressing and testing them with the intended audience.

For teens, it would be easy to just use an universally recognized language, such as English, or common words from an old influencing language such as Latin. For elders the connection is much harder when they don't know English, or their native language wasn't influenced by Latin.

The solution I came with was by addressing the issues as an accessibility issue, giving the logo the possibility to be seamlessly translated and remain as a symbol. It wasn't about the type or presentation; it was about the message.

The Yellow Circle implies a positive and optimistic emotional message, it suggests community, friendship, unity, and love. The abstract human silhouette creates the opportunity for anyone to identify with the character, as well to be adaptable.

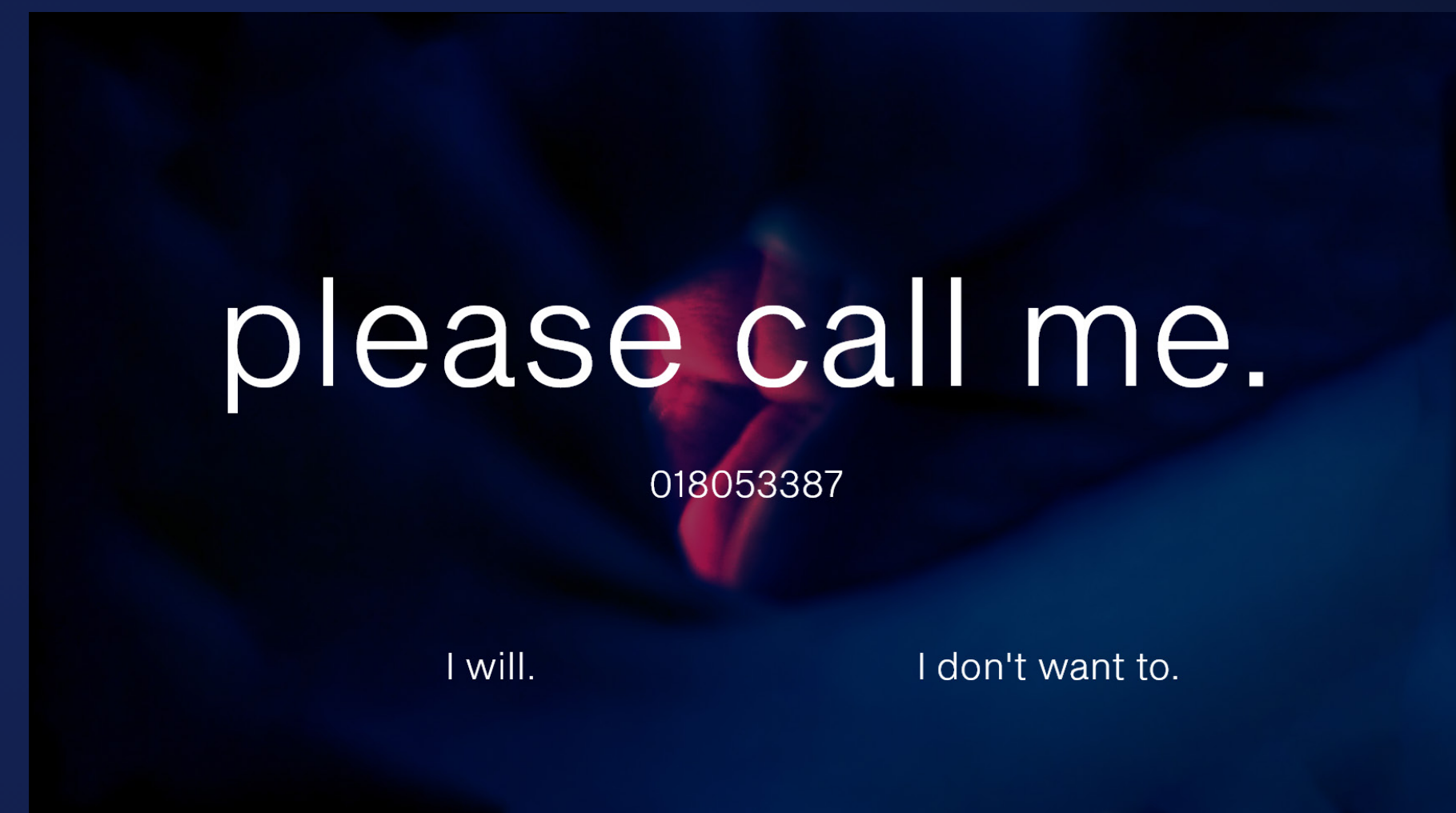


## DEVELOPMENT



When confronting loneliness, the user will look for reassurance, genuine human connection, for help. When that trust is broken, through personal experiences or by what they heard, the user becomes in need of a personalized experience. That's where the main issue was born, creating a website for every person, with any age or background, with nothing in common except a problem, became a problem.

My initial idea was to create a bot that would drive the user through a journey, note down their issues, use and explore cookies, as an advertiser would use, and identify and create a personalised experience for each user.



Due to the restrictions set on the brief, only being able to use Adobe XD, the possibility of using plugins for the new software, that introduced new features and allowed code, felt like cheating, as the challenge was to create this website and system inside of a normal version of UX/UI Design Software such as Adobe XD or Sketch.

Through testing, the illusion of a conversation doesn't work with teens, and elders lose their interest or it doesn't grab the attention at all.

## DEVELOPMENT

Through testing, it was noted down that the seamless animation (AutoAnimate and Transition) were more effective when approaching for a smooth and comfortable experience.

The asset integration between Mobile and Web Display were far more easily transferable in terms of layout, features and information display if they were designed for both mediums since the beginning. Responsive Resizing wasn't an effective option because of the radical difference of ages, and capabilities, for each user.

Setting the website to just display information and stories was, to me and my closed ones, considerably boring and didn't grab the user's attention.

When coming back to the idea of driving the user through a journey, I kept the same objective but started looking for a way to break the stigma of feeling lonely individually, instead of shouting information and stories to a collective group of people that was already aware of the issue. The main issue isn't awareness, it's action.

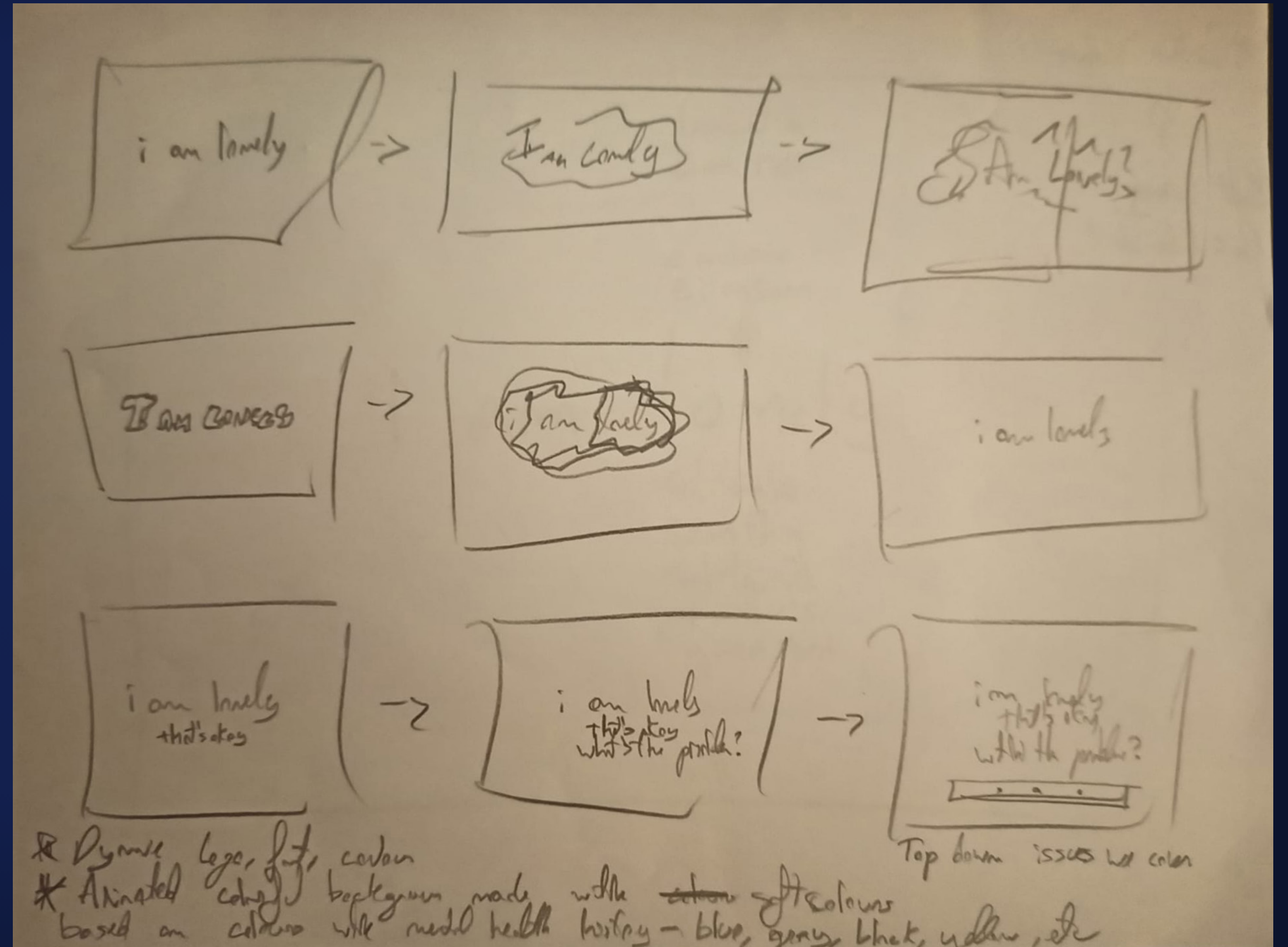


**iamlonely**

DEVELOPMENT

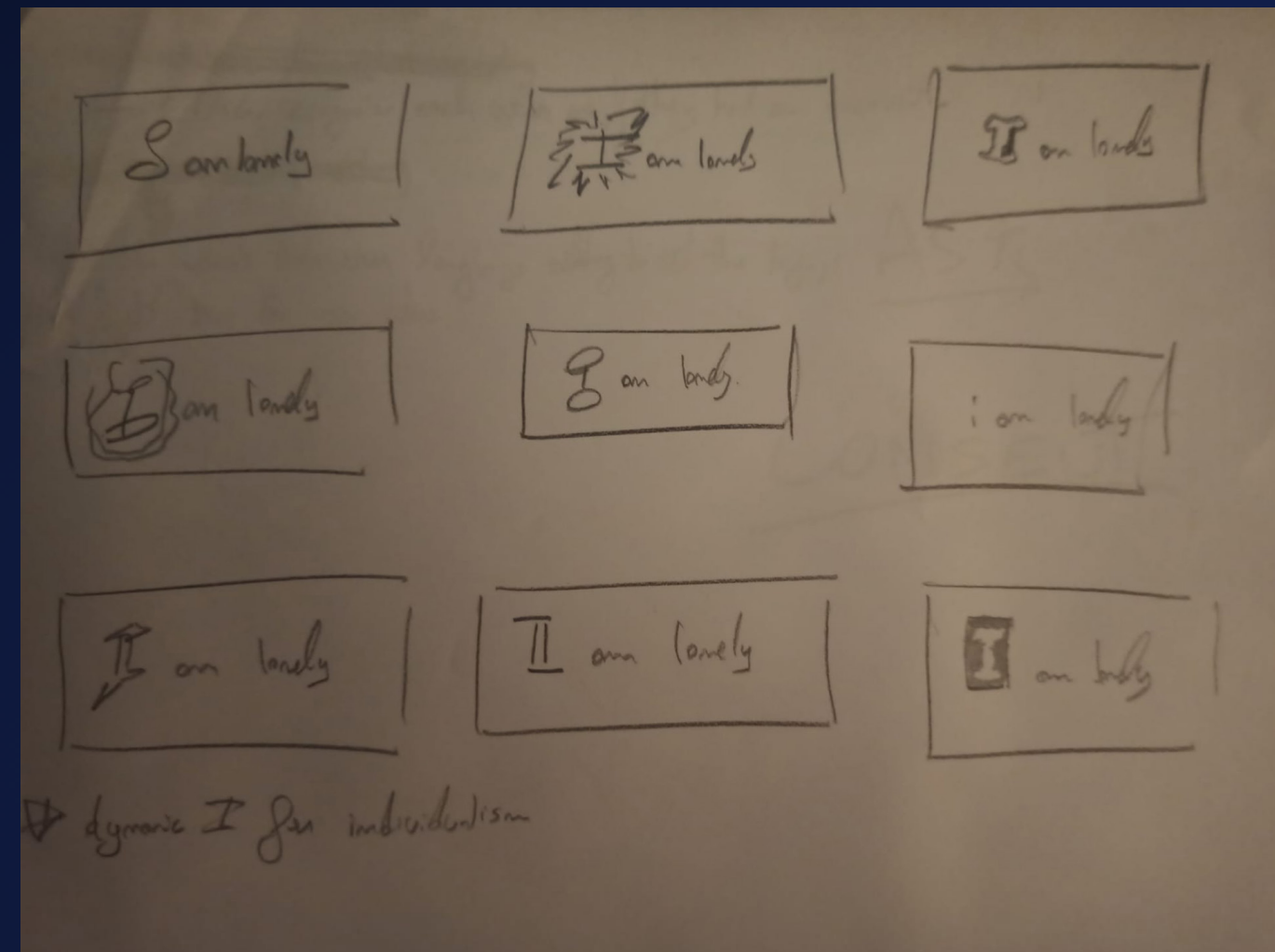
While an average user, when joining the website, could just feel sadness, another could be feeling distress, anger or in an emotional breakdown. The variety of emotions that one can feel when fighting loneliness, cannot be boiled down to just having a warm welcome and information. The Lack of information about the user makes every based approach in risk of harming or distressing the user.

The most effective approach when dealing with someone with an unknown problem is by being neutral, reassuring and giving the correct directions.



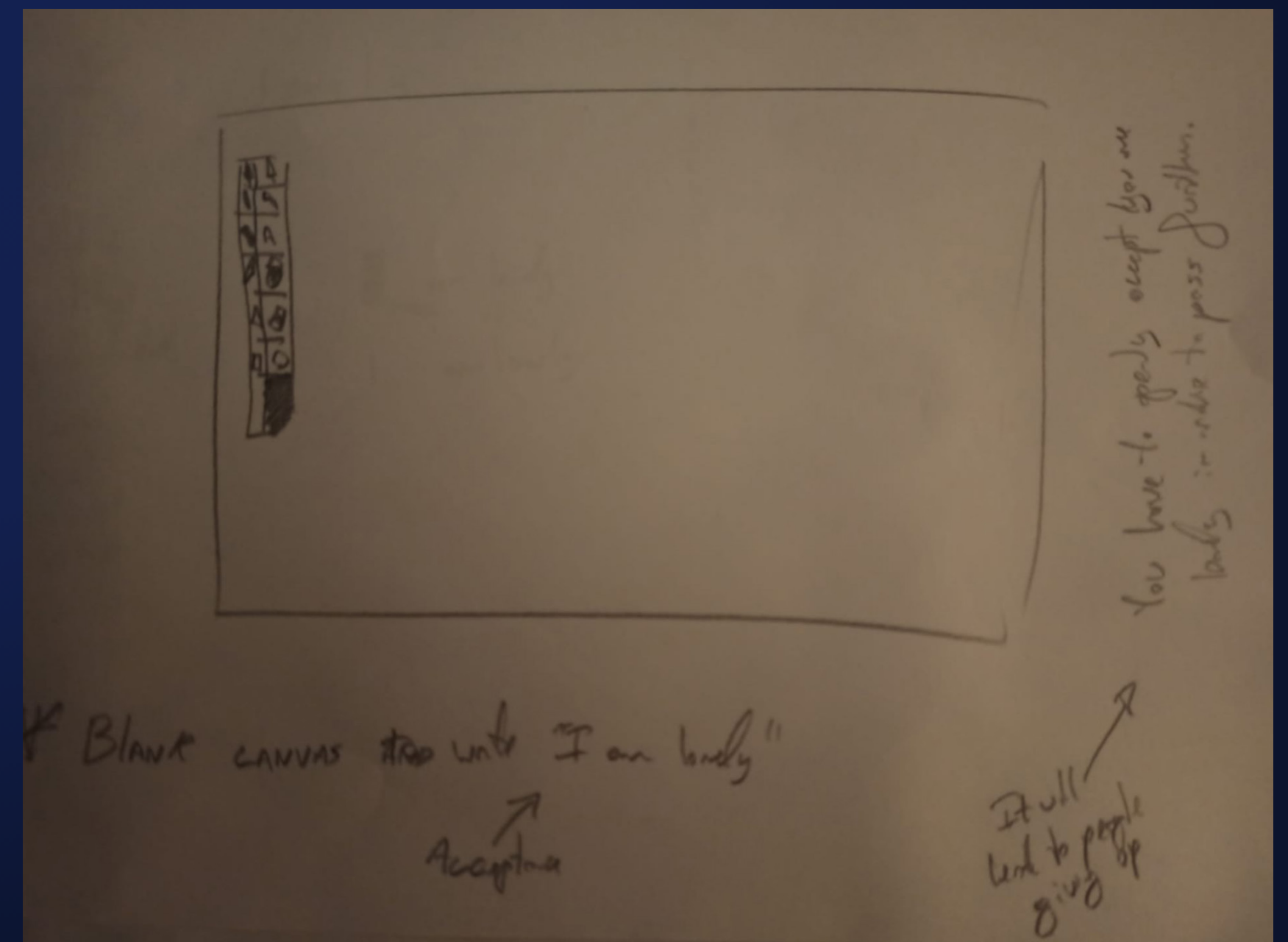
I AM LONELY

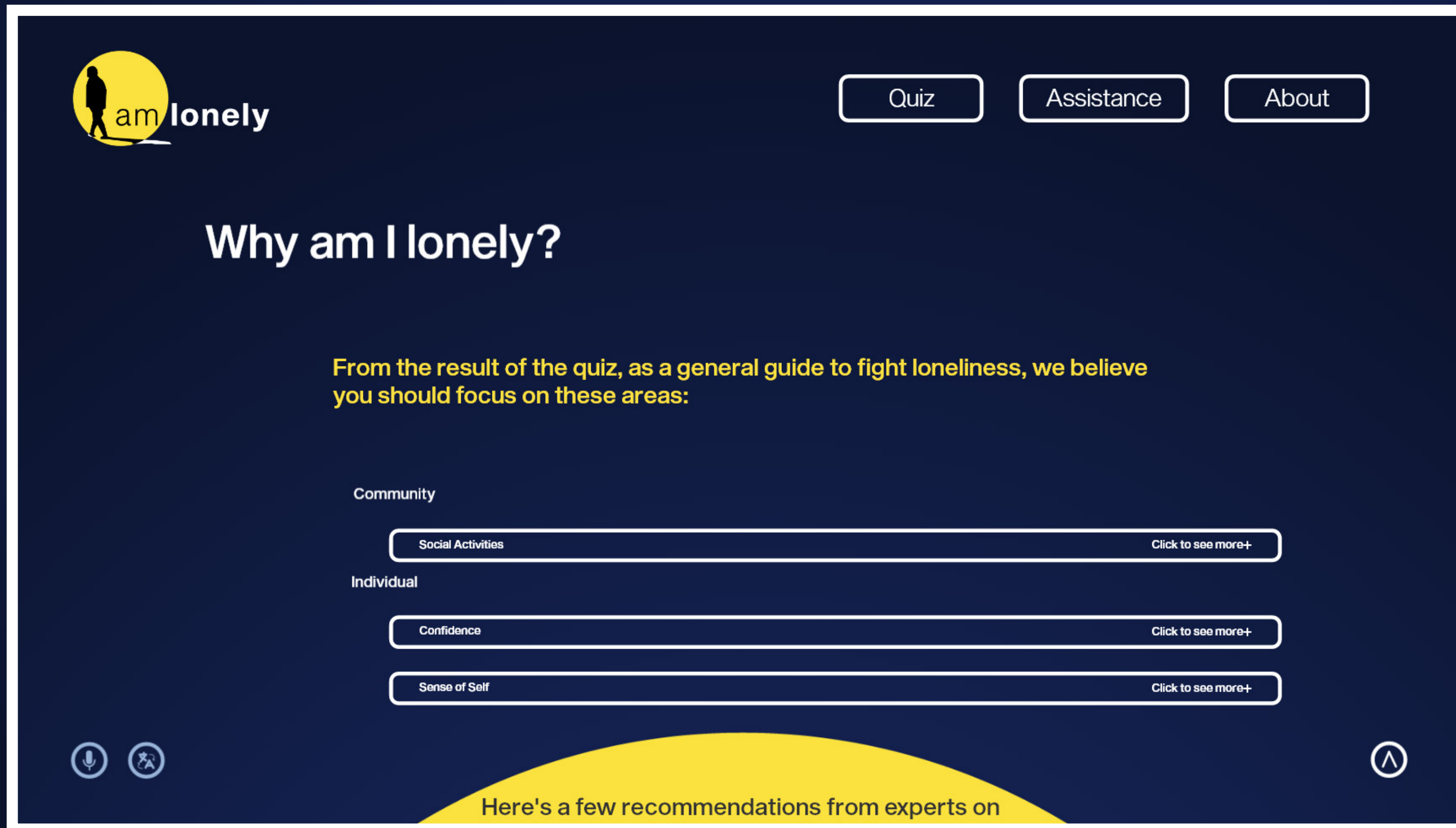
DEVELOPMENT



Focusing on the message, I started developing on how much the message and symbol could be transported and used in various ways.

One later scratched idea, because of its incapability with Adobe XD, was to host a set of tools with a canvas specific to create an individualized "I am lonely" image.





The screenshot shows a website interface for 'am lonely'. At the top left is the logo, which consists of a yellow circle containing a silhouette of a person walking, followed by the text 'am lonely'. To the right of the logo are three navigation buttons: 'Quiz', 'Assistance', and 'About'. The main heading is 'Why am I lonely?'. Below this, a yellow text block reads: 'From the result of the quiz, as a general guide to fight loneliness, we believe you should focus on these areas:'. Underneath, there are two categories: 'Community' and 'Individual'. Under 'Community', there is a button labeled 'Social Activities' with a 'Click to see more+' link. Under 'Individual', there are two buttons: 'Confidence' and 'Sense of Self', each with a 'Click to see more+' link. At the bottom left, there are icons for a microphone and a person with a speech bubble. At the bottom right, there is an upward-pointing arrow icon. A yellow curved shape at the bottom of the page contains the text 'Here's a few recommendations from experts on'.

When doing research about loneliness and resources, you more than often find stories. Stories are very good for awareness of loneliness, but they are not good for fighting against them. When someone is feeling lonely, and when they are searching on the internet about them being lonely, they are not looking for awareness of the issue. They are looking for a change, for hope, for directions.

By using the already existing research, it's possible to identify the issues that are causing one's loneliness. By this approach, it's possible to create a quiz that, on its completion, can give a very generalised direction to the user about what issues or areas they should focus when fighting loneliness.

# DEVELOPMENT

By using the previously mentioned cookies, as advertisers would use, the website is able to memorize the user's quiz results and keep a very personalized conversation with each weekly reminder.

Every time the user rejoins the website, it will become more and more personal as it influences the user's fight against loneliness.

The ability to locate and keep the count of the number of users and their quiz results, allows for the campaign to directly interchange with local and national governments with accurate data.

Here's a few recommendations from experts on how to approach these complicated issues:

**Community**

Social Activities.

Search for local or online activities that are centered around your current or past interests. Use Facebook, Online Forums, and other social media to find groups of people with common interests or identity marks.

**Individual**

Confidence.

Think about someone you know whom you consider extremely confident. When you first met them, you probably knew they were confident before they even started speaking. You knew they were self-assured because of the way they carried themselves and moved. They made eye contact, shook your hand firmly and stood up straight. Thinking positive can manifest itself in several ways. First, change your focus – because "Where focus goes, energy flows," as Tony says. Instead of getting hung up on all the ways something could go wrong, focus on all the ways it could go right. Think about how you're going to nail your presentation and how pleased your coworkers will be to hear it. What you focus on becomes your reality – and that includes what you focus on within your own mind. Replace negative words with positive ones and start seeing the bright side of situations. By changing your focus, internally and externally, you're changing your state. And by changing your state, you'll change your life.

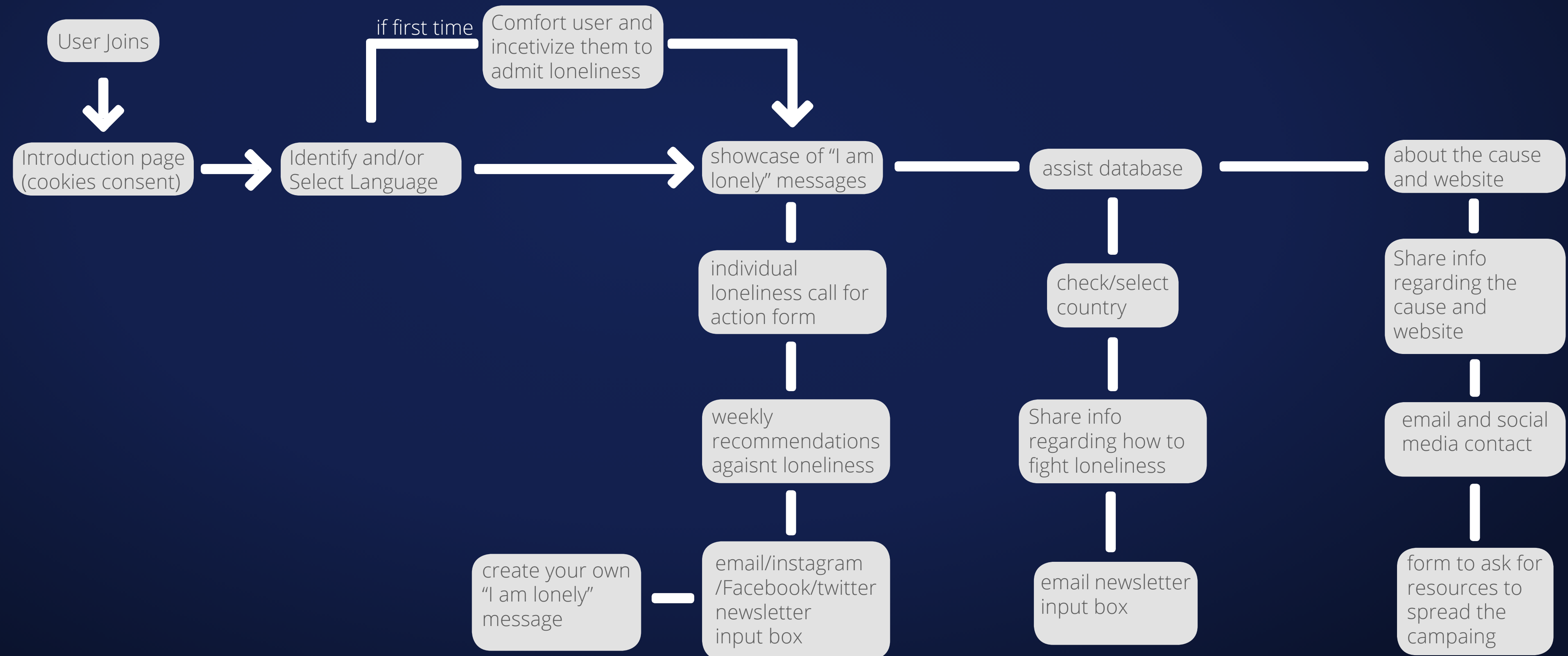
Sense of Self.

To truly know yourself and be known by others, you must distinguish yourself by figuring out what your values, beliefs, and truths are, apart from other people's opinions about what they should be. Begin by making choices for your life, instead of looking to others to make decisions for you. If you're tired of wishing you had the strength to say no, if you're overwhelmed by living a life others expect you to, if you wish you didn't have to work so hard for approval, if you don't have the courage to express your feelings or the ability to be happy with who you are, then you know you're living a life that isn't congruent with who you are. You know you aren't living for yourself.

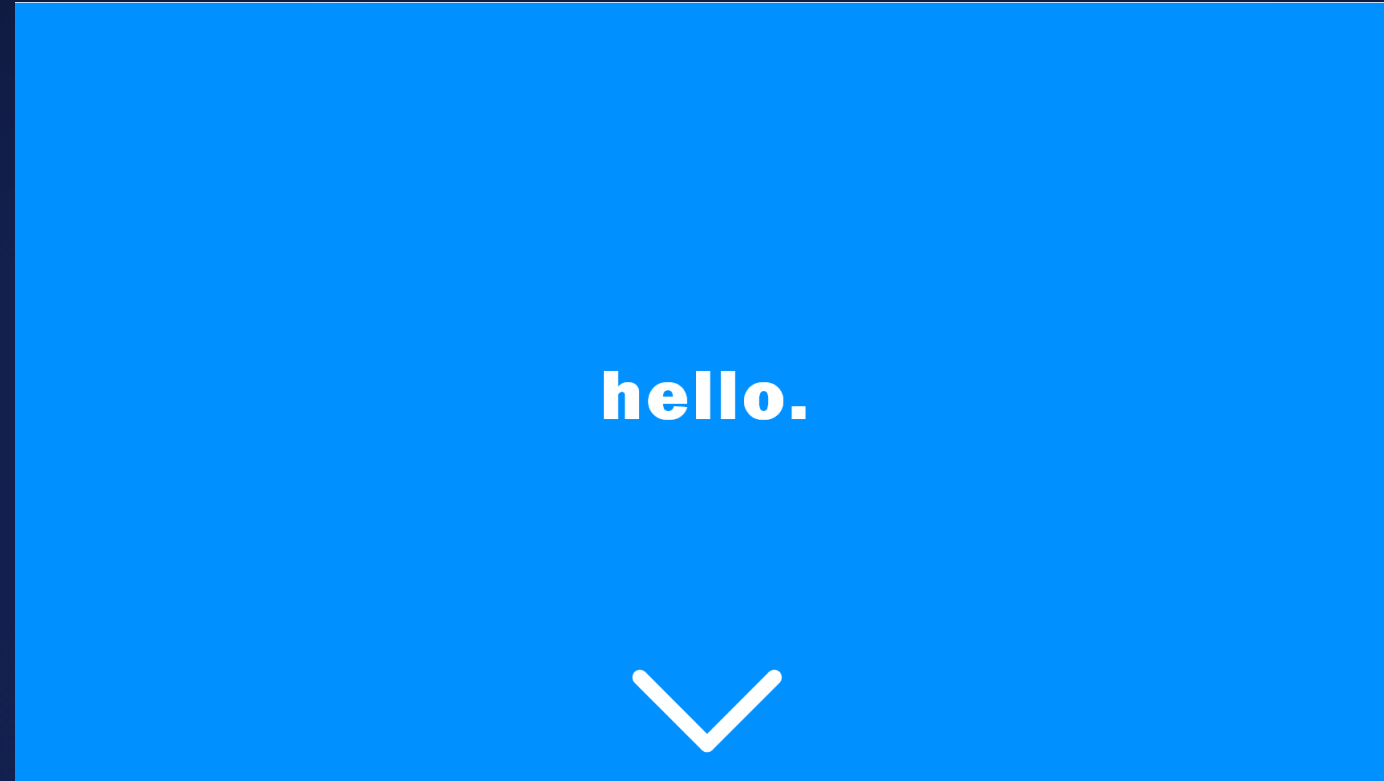


# PRIMARY AND SECONDARY OBJECTIVES

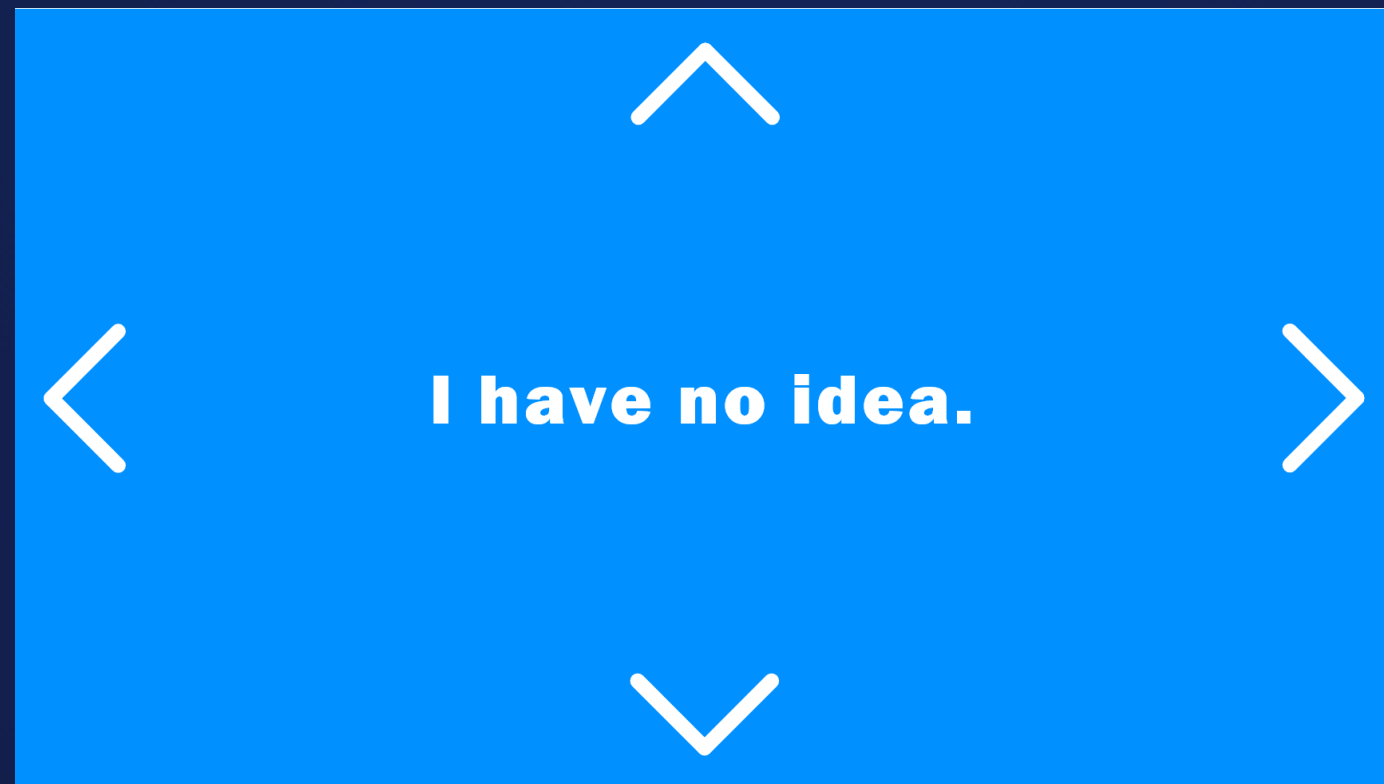
Primary objective: Break the stigma of feeling lonely  
 Secondary objective: Inform and incentivize action against loneliness



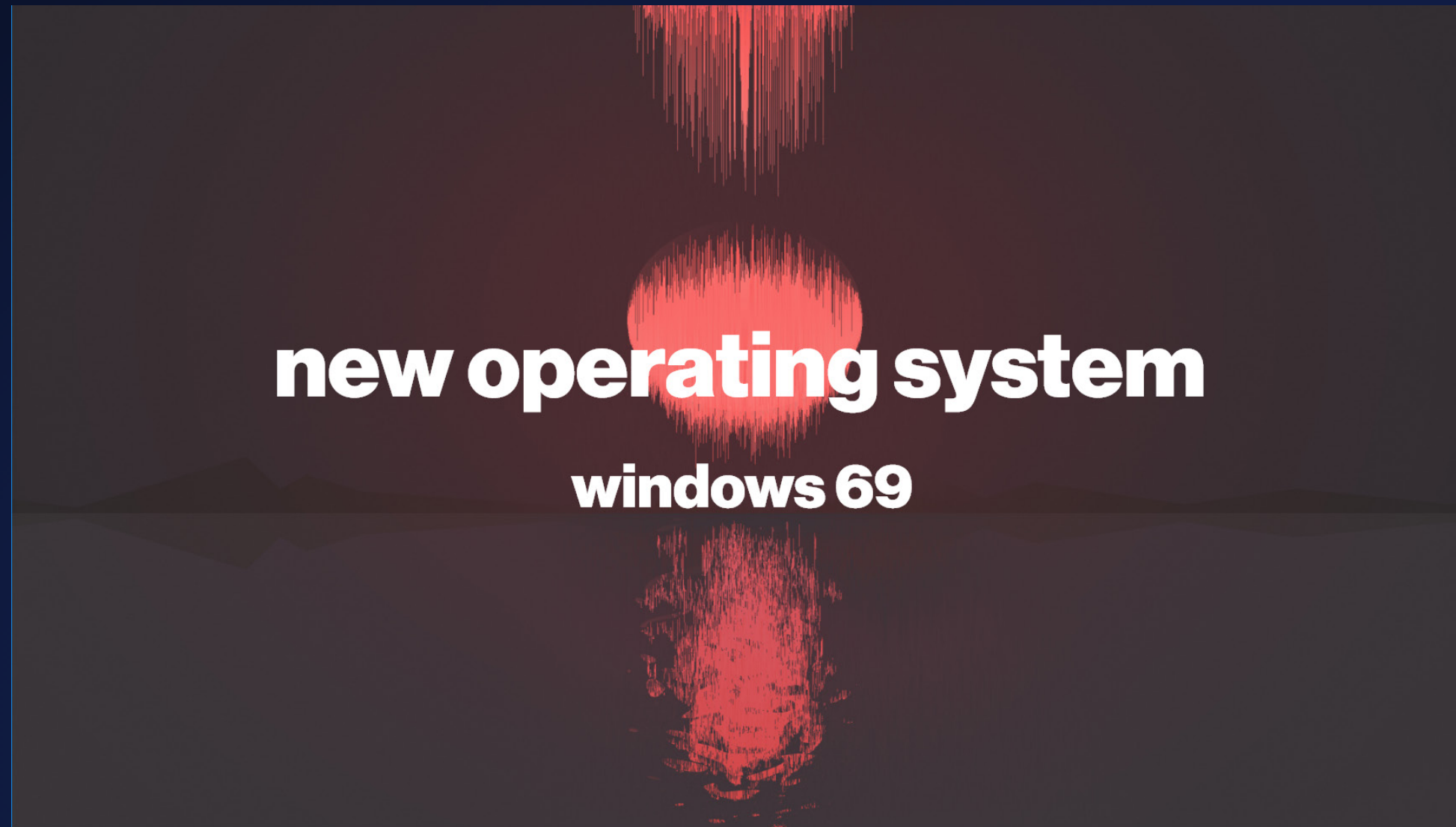
# DEVELOPMENT



Although the navigation feels refreshing, it's impractical when quickly searching for information or specific details such as looking for the campaign's information.



# DEVELOPMENT



This animation test proved the smoothness that Auto-Animate and Transition, blended together, could provide to a comfortable and seamless experience.

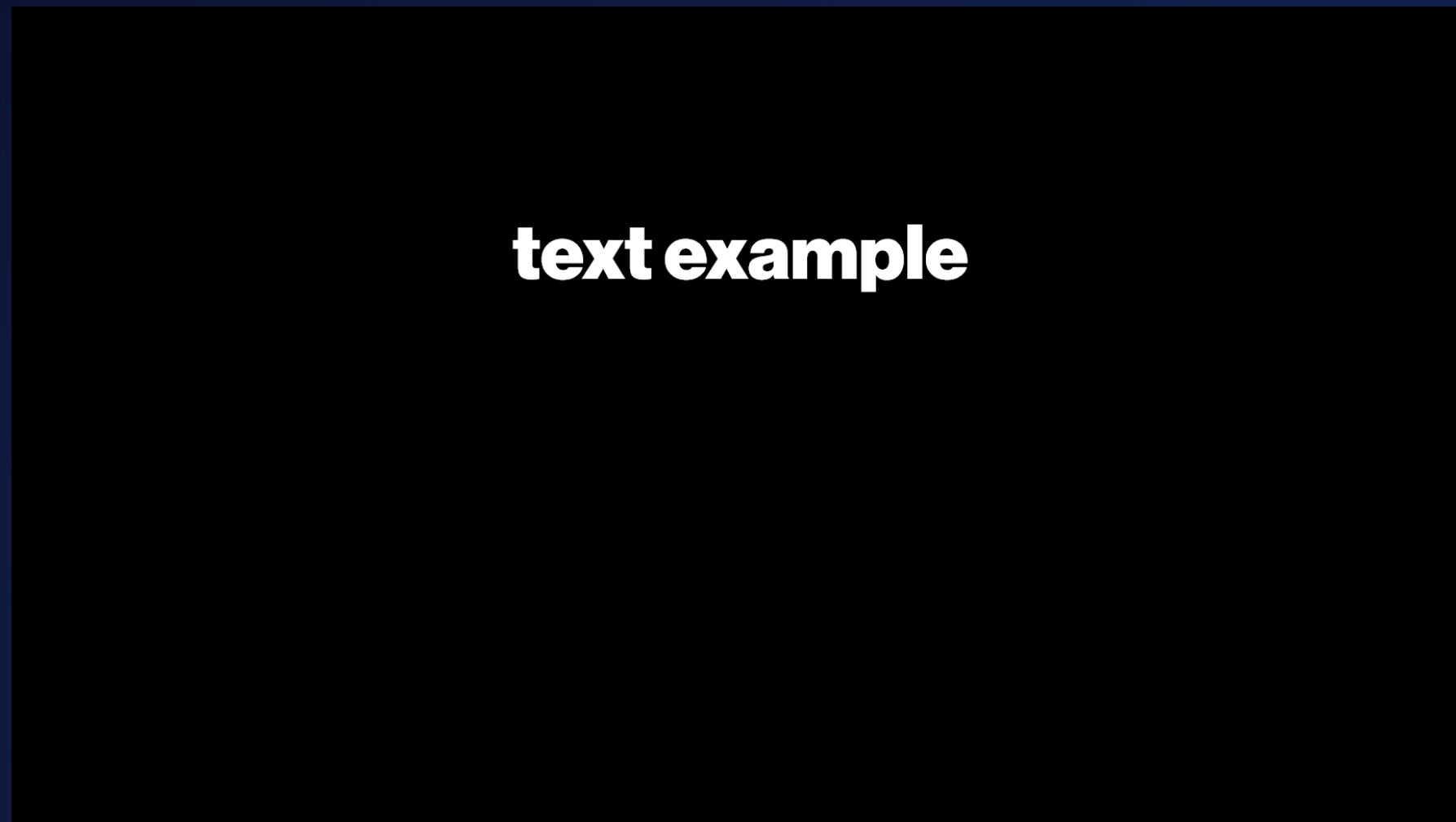
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

# DEVELOPMENT

When testing with elders, the buttons would blend with the "quirky image", leading to confusion and resulting in the user getting away from the computer.



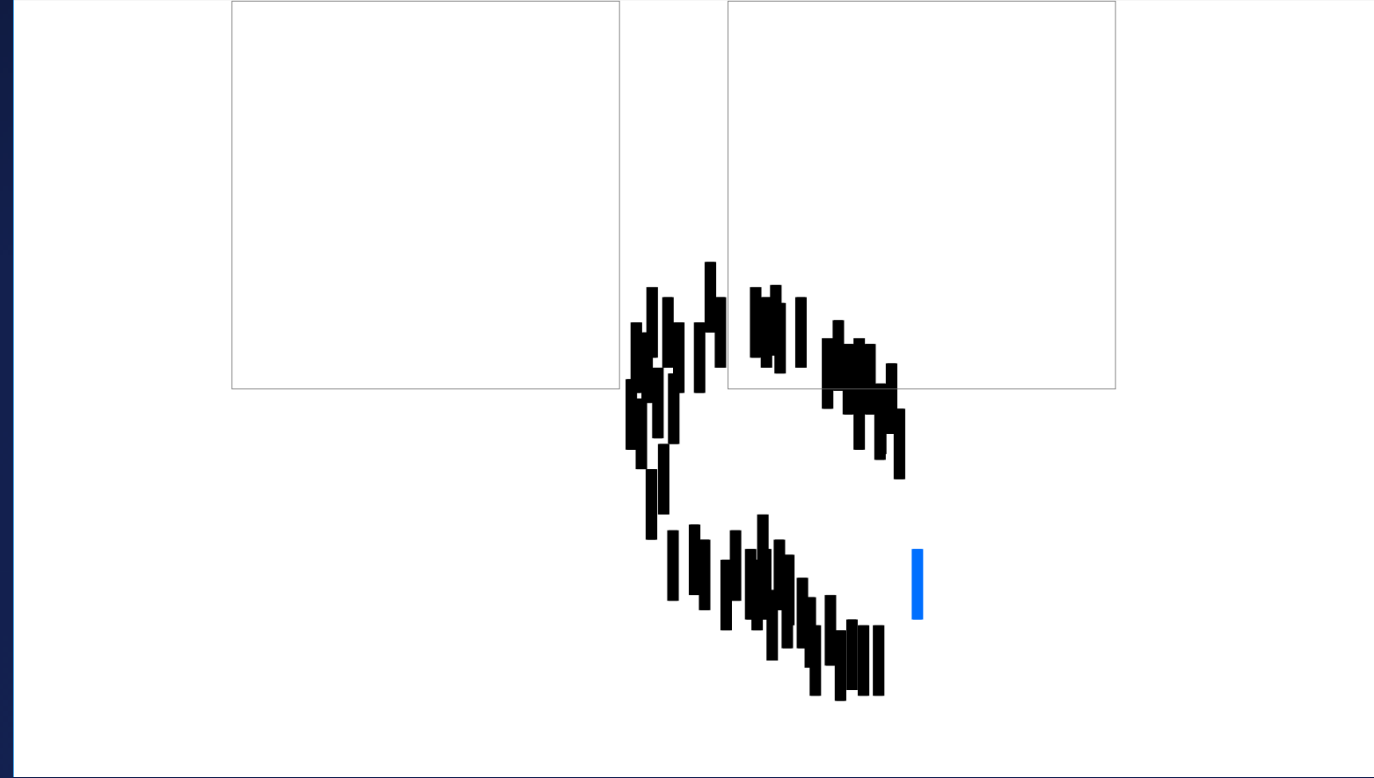
## DEVELOPMENT



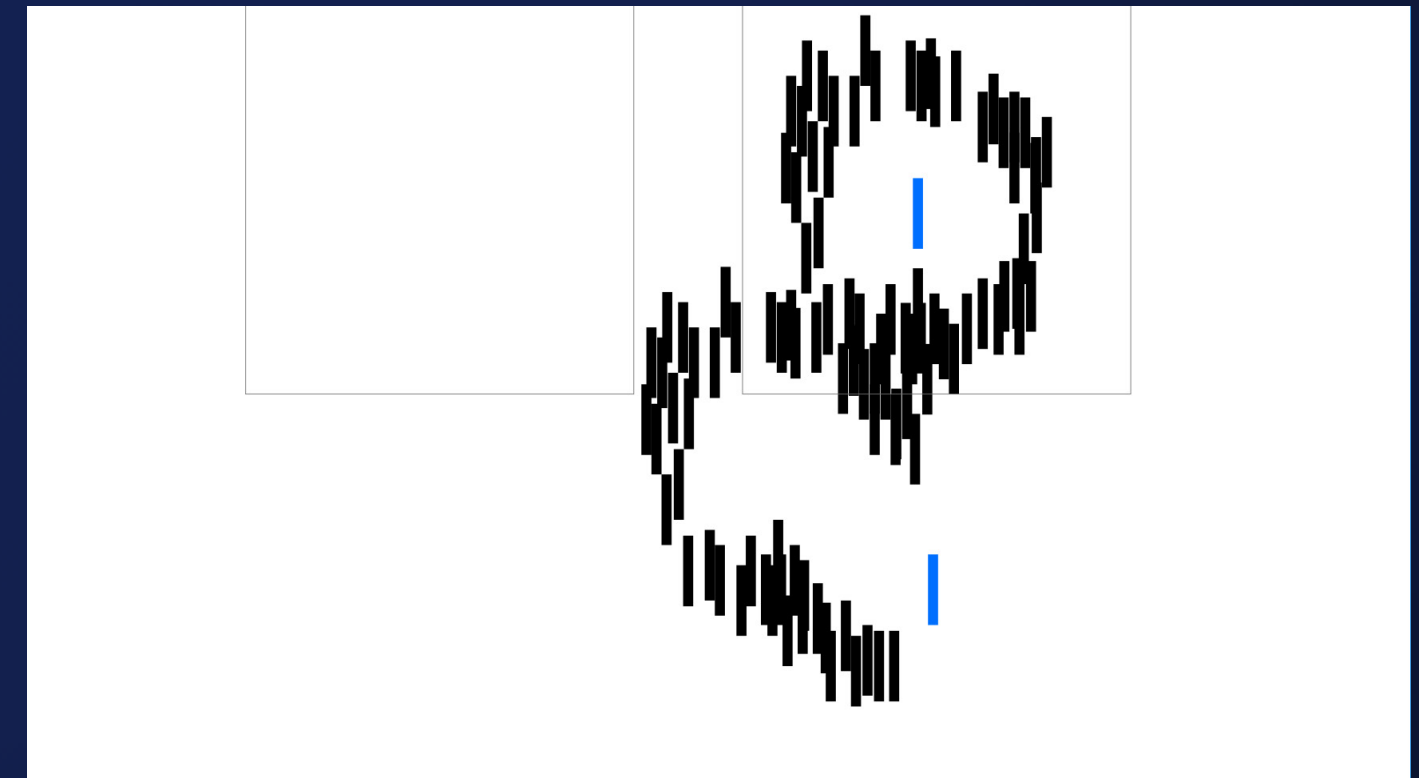
Vanilla Adobe XD, that is, without any plugins or additions, doesn't allow for any scrolling animations to occur. Using a hover system it's possible to create a replica of what a scrolling animation would look like.

Derived from the limitations of this feature, the idea was initially thought to only be used on Mobile, to complement an interactive experience, yet it was scratched for its incompatibility with movement dysfunction.

# DEVELOPMENT

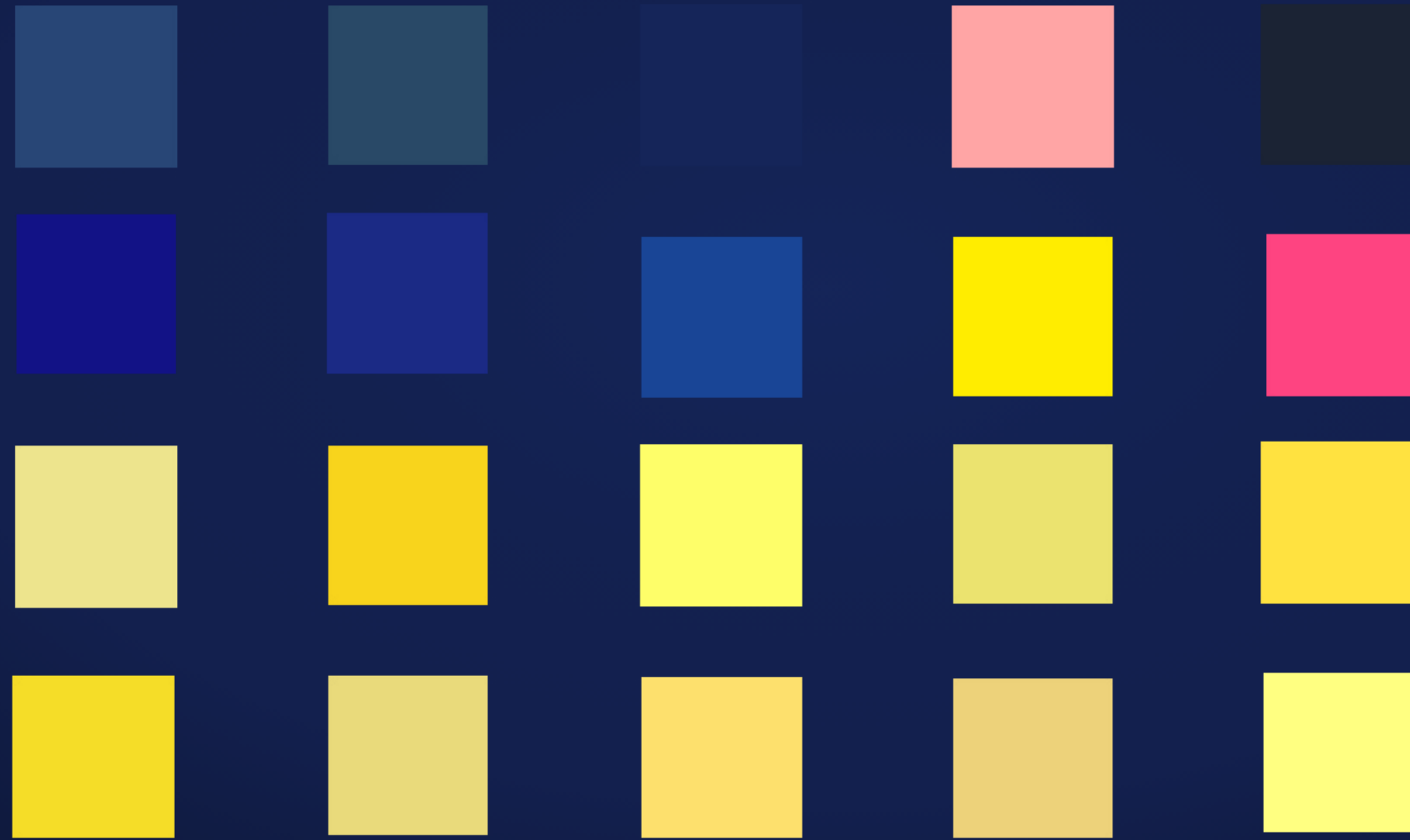


As well as mouse interactions, Adobe XD doesn't allow to create interactions derived from other factors such as mouse movement, tick by tick animations, etc. Creating the illusion of an interactive system that reacts to the mouse placement doesn't really work with a lot of assets, such as a crowd, but with a tiny one, such as one image, it works.



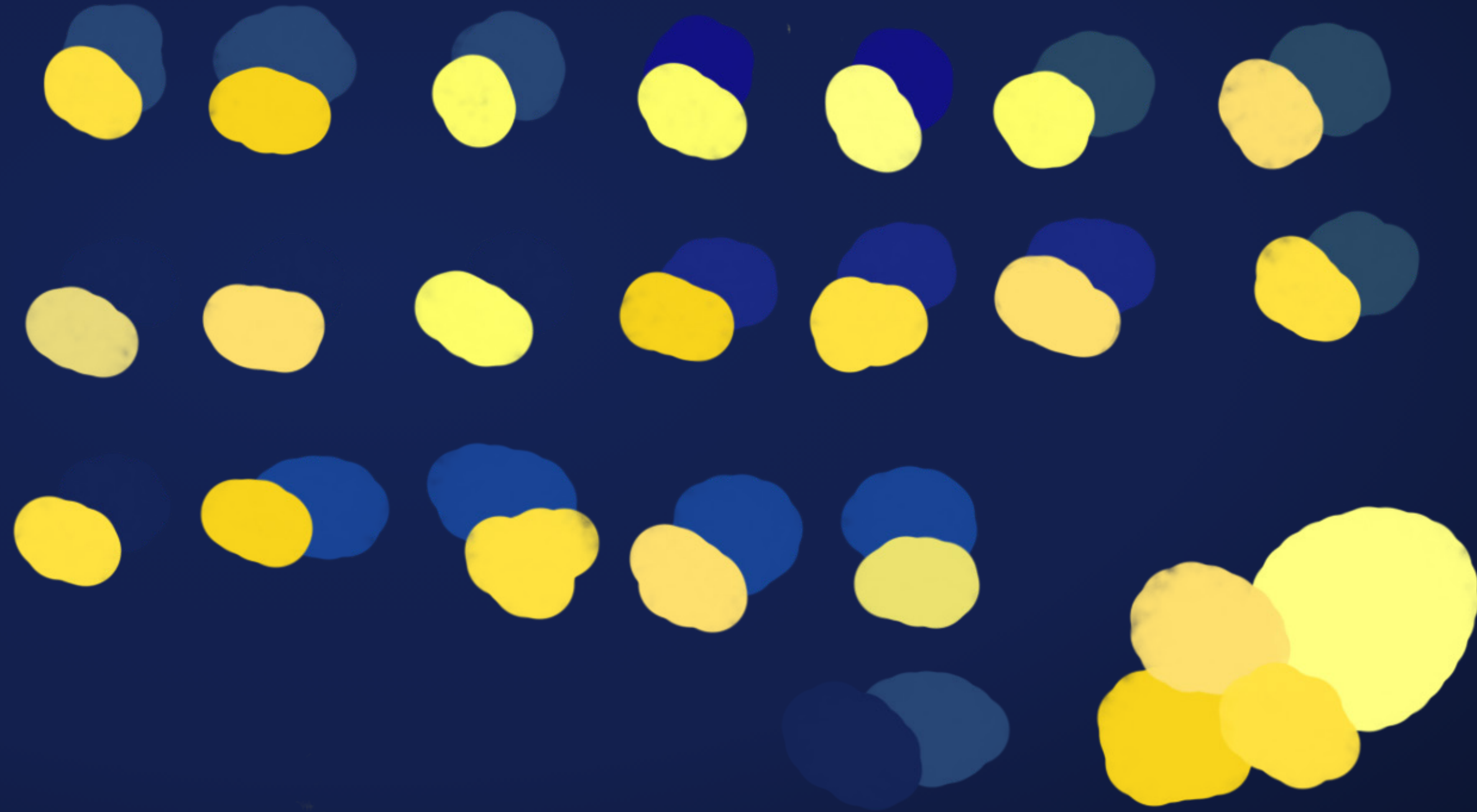
COLOR SCHEME

DEVELOPMENT



From an initial set of colours, I explored each one's hue, tint, value and combinations between each other to create the most optimistic and melancholic color palette. This colour palette would be powerful in capturing and reflecting the user while still serving the purpose of pointing them to the right direction.

# DEVELOPMENT



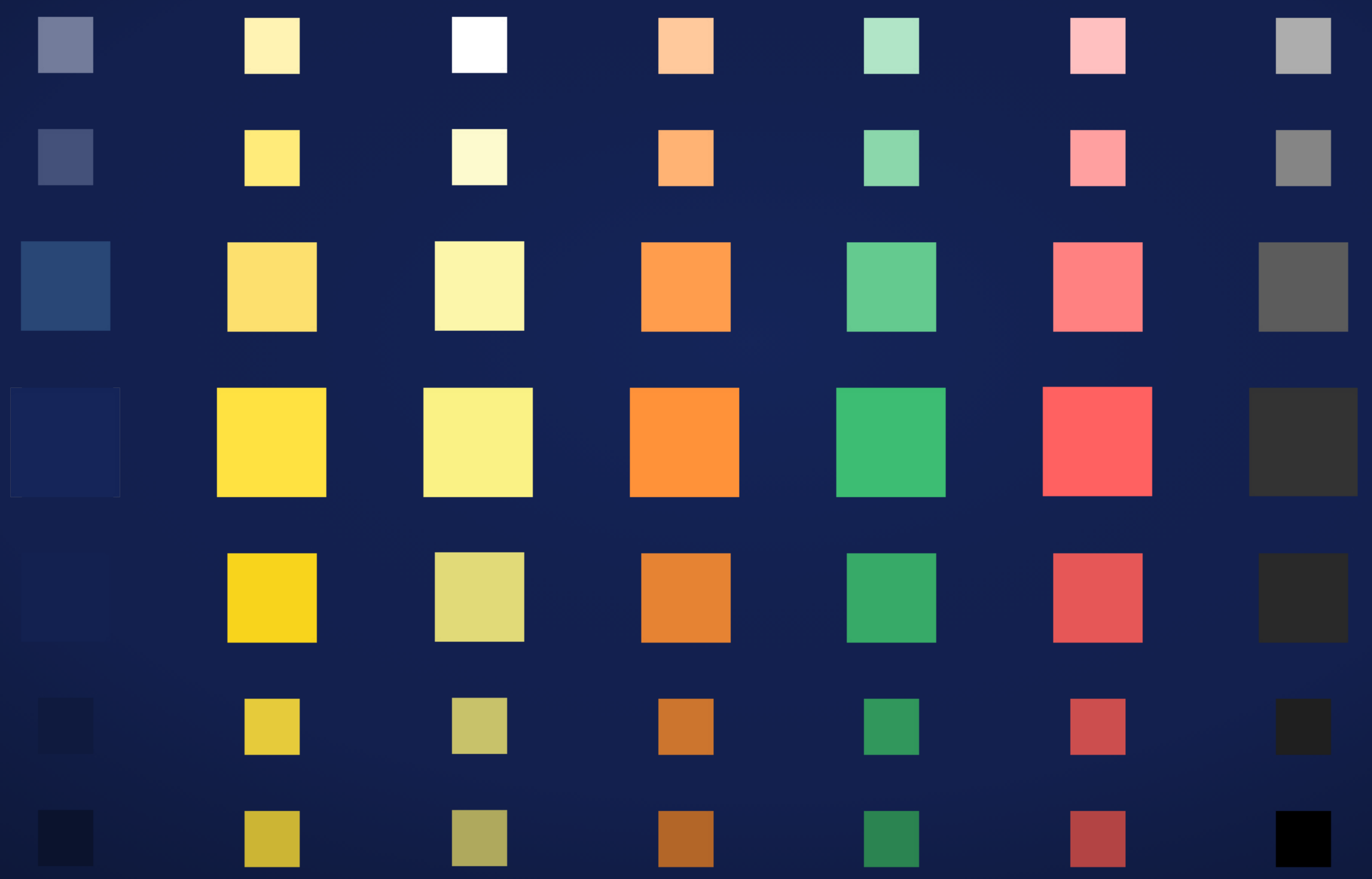
Using a contrast ratio tool, I only selected contrasts and colors that passed AA level for any size text by the WCAG. Those colors were later expanded for UI/UX purposes by a shade and tint of 20%; as well adding Success, Warning, Informational and Grey versions for inclusivity.





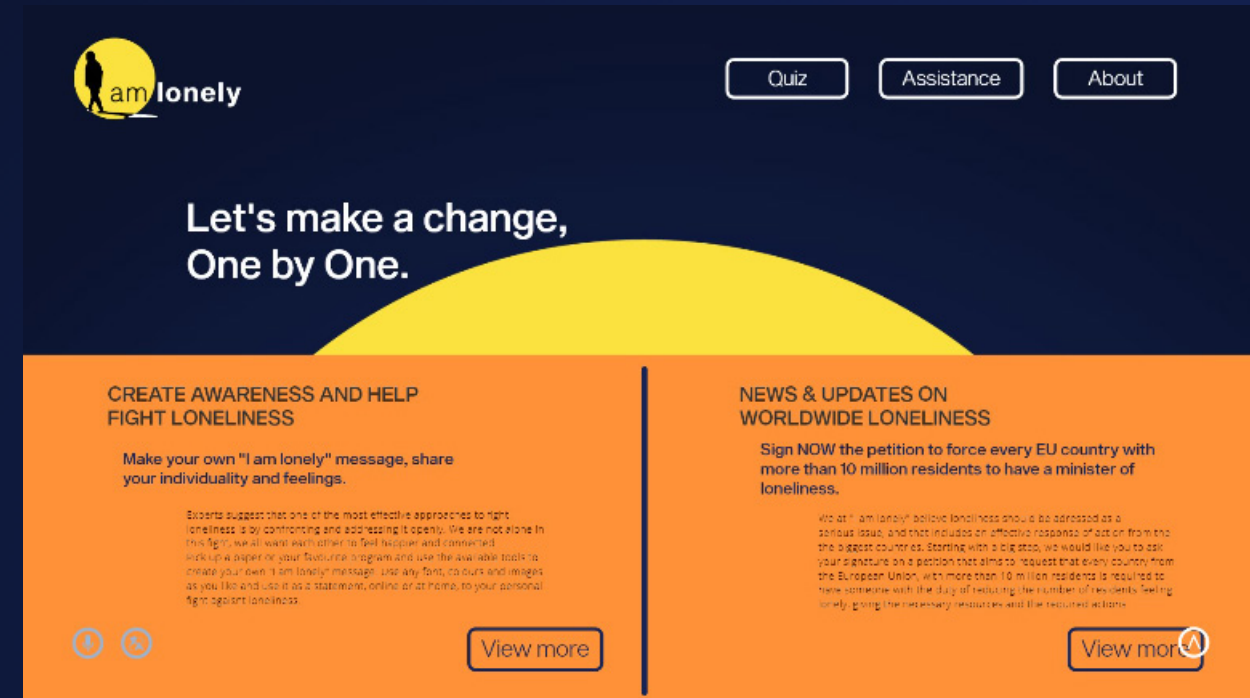
# DEVELOPMENT

## COLOR SCHEME

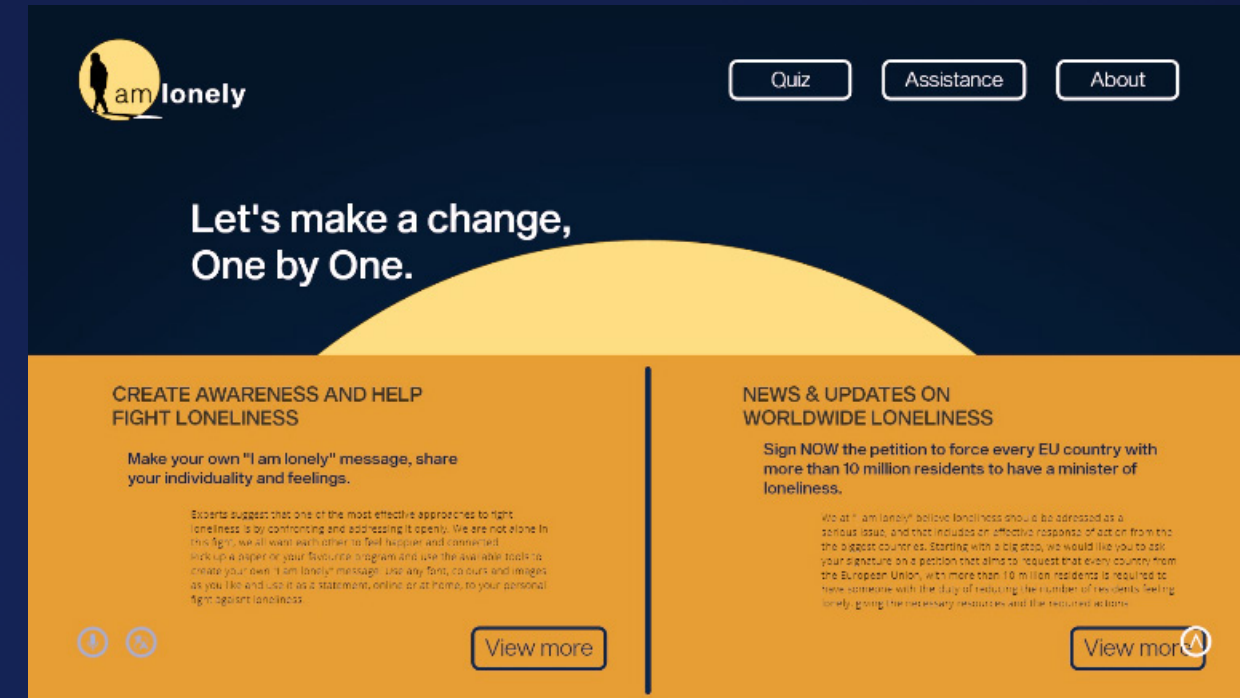


One of the deciding factors while selecting the color scheme was, again, its contrast ratio and its resistance against color-blindness.

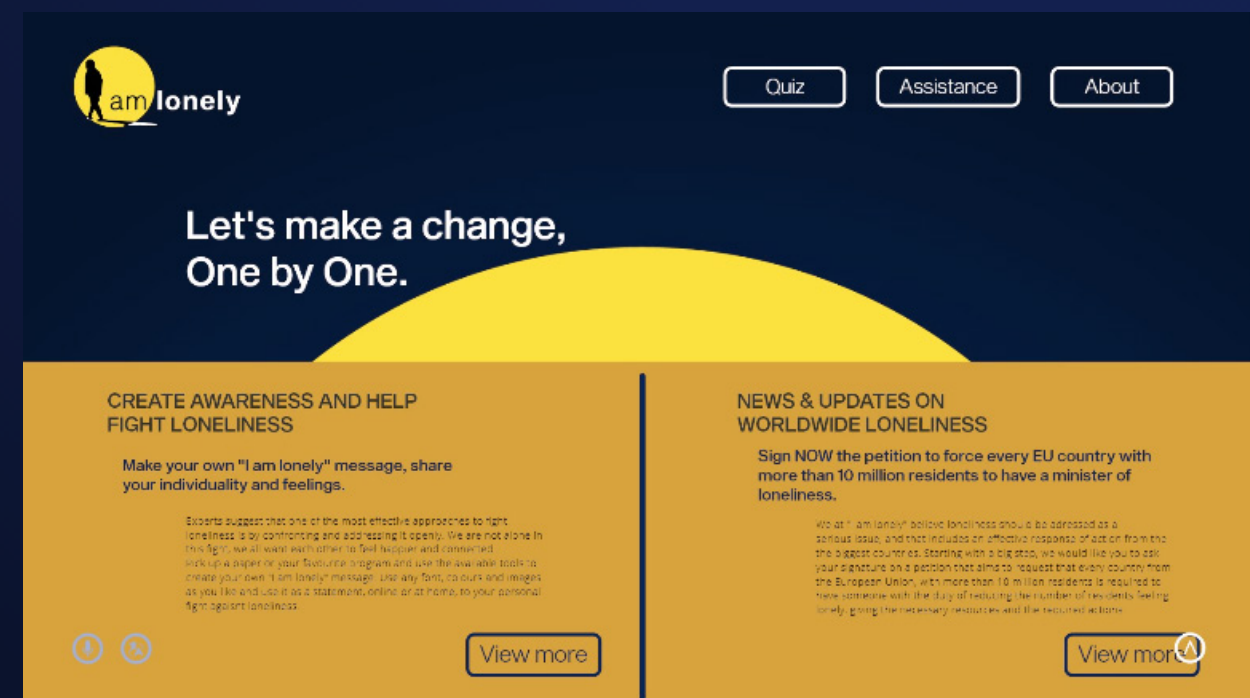
# DEVELOPMENT



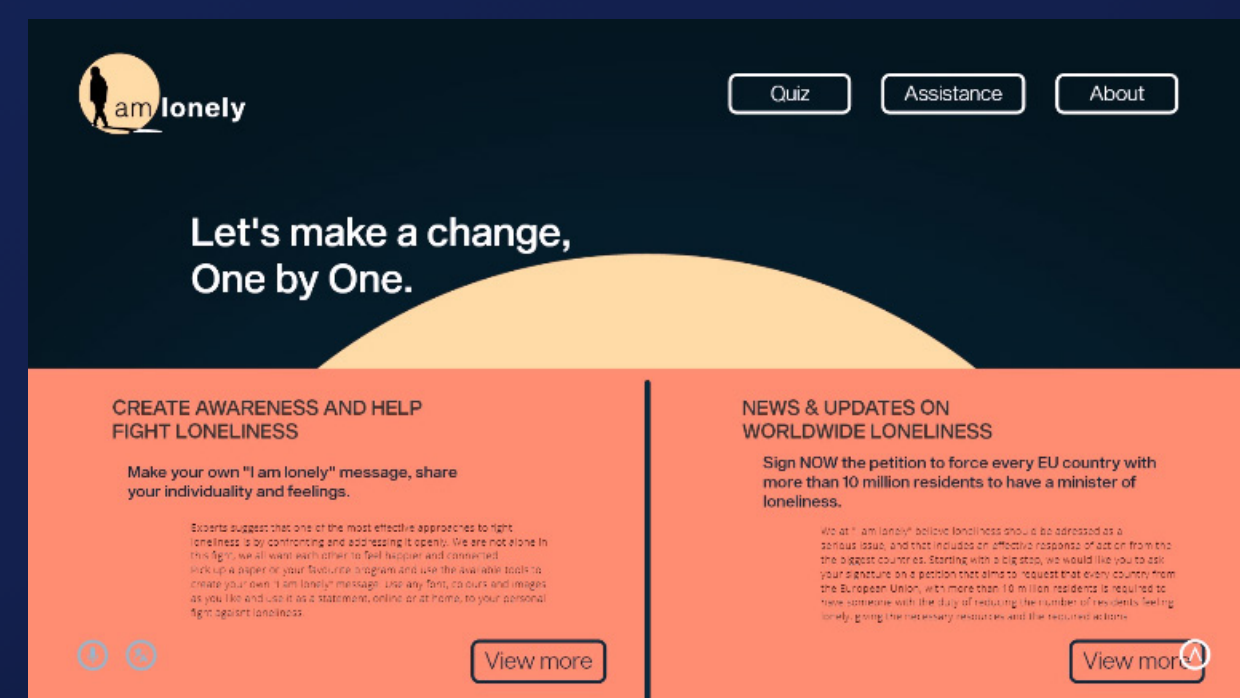
Normal View



Green-Weak/  
Deuteranomaly View

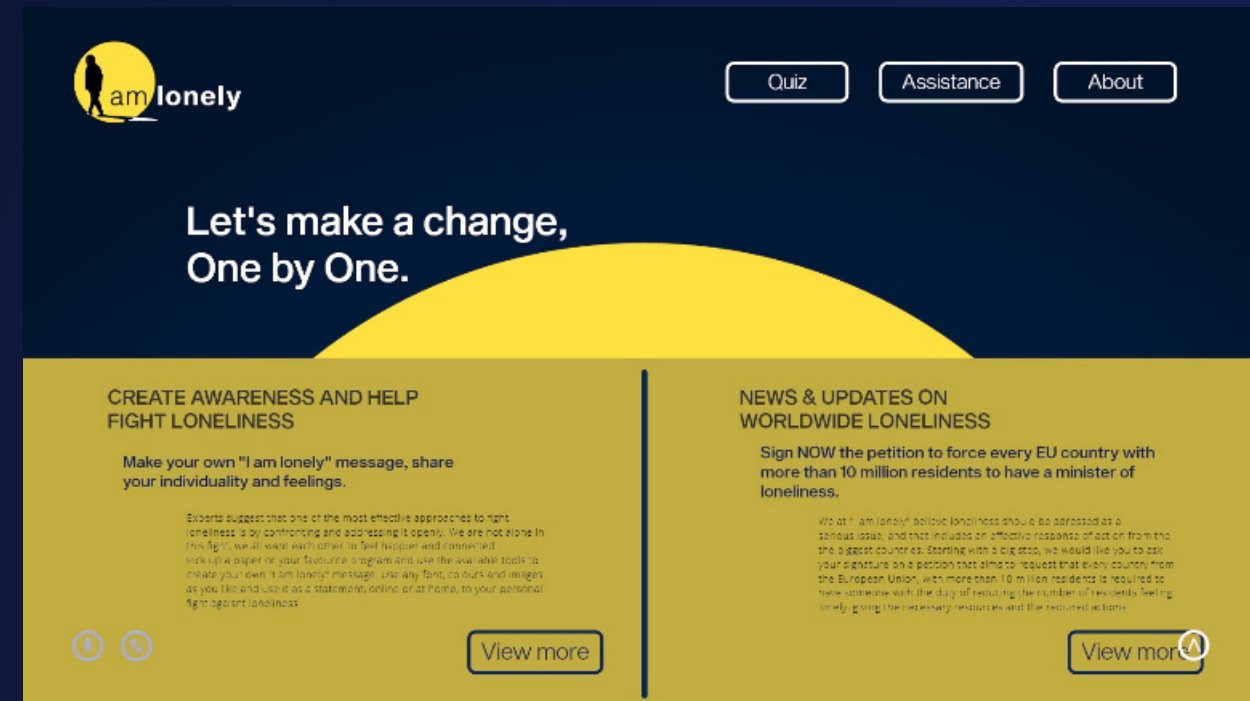


Red-Weak/Protanomaly View

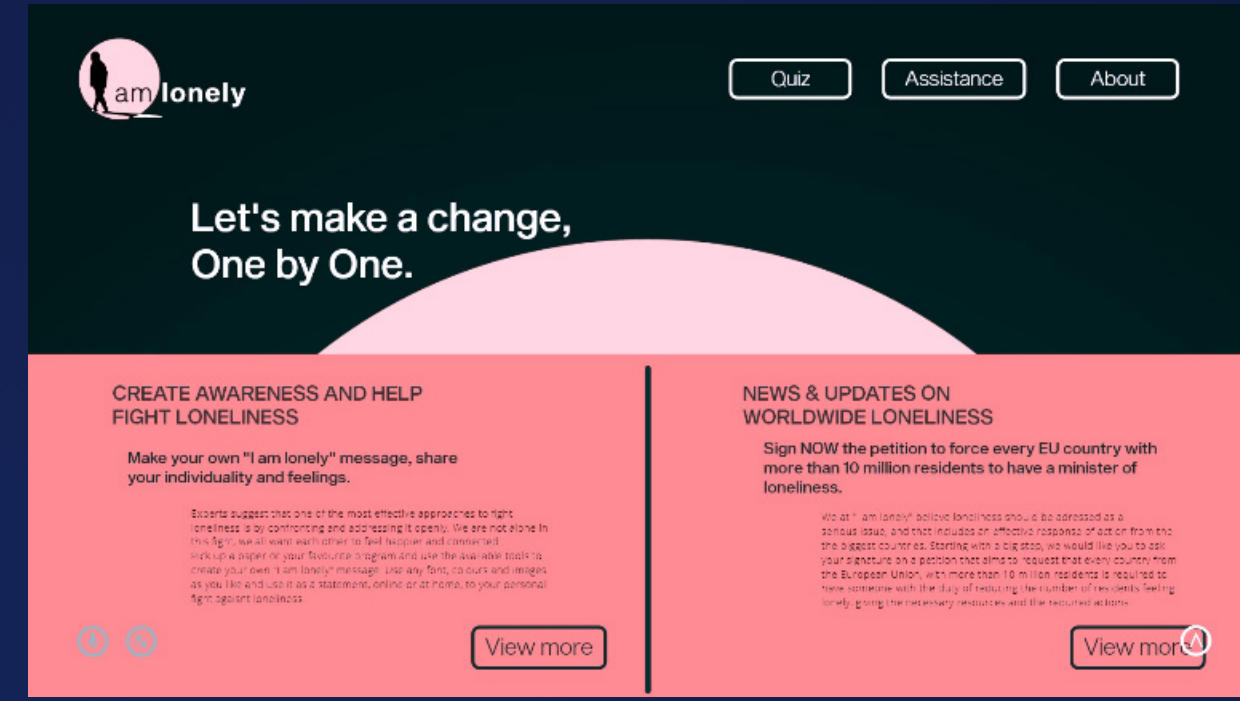


Red-Weak/Protanomaly View

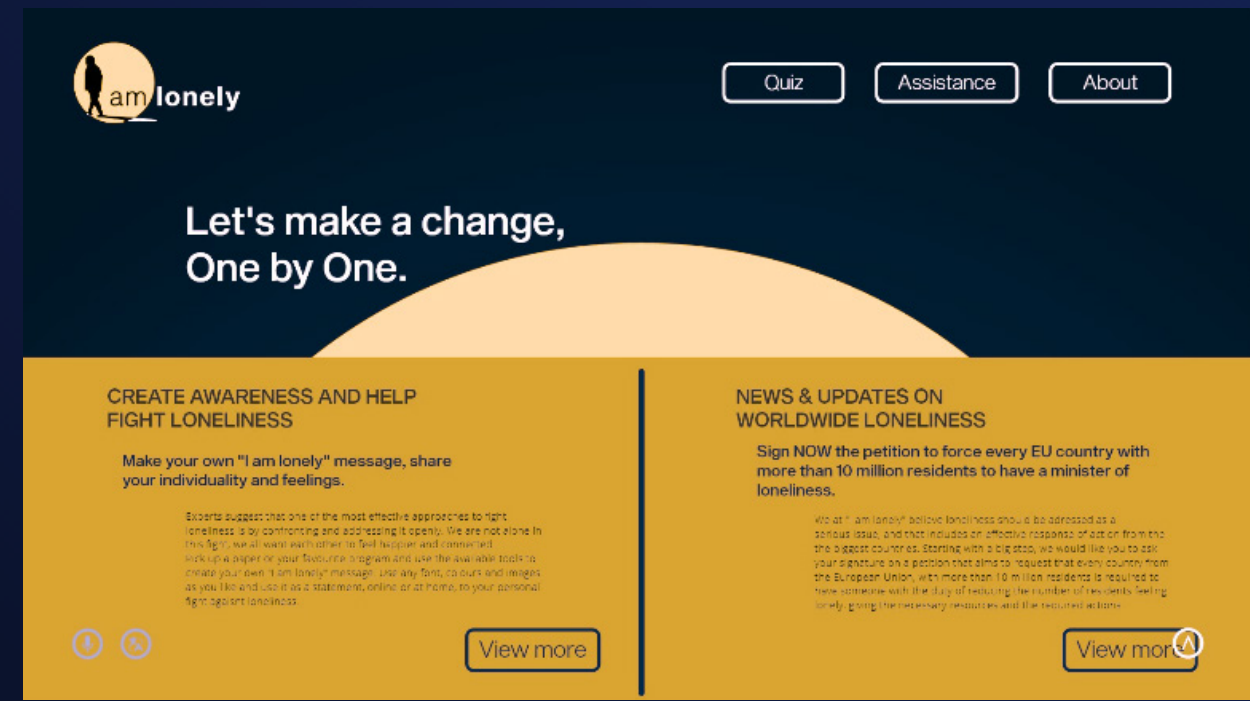
# DEVELOPMENT



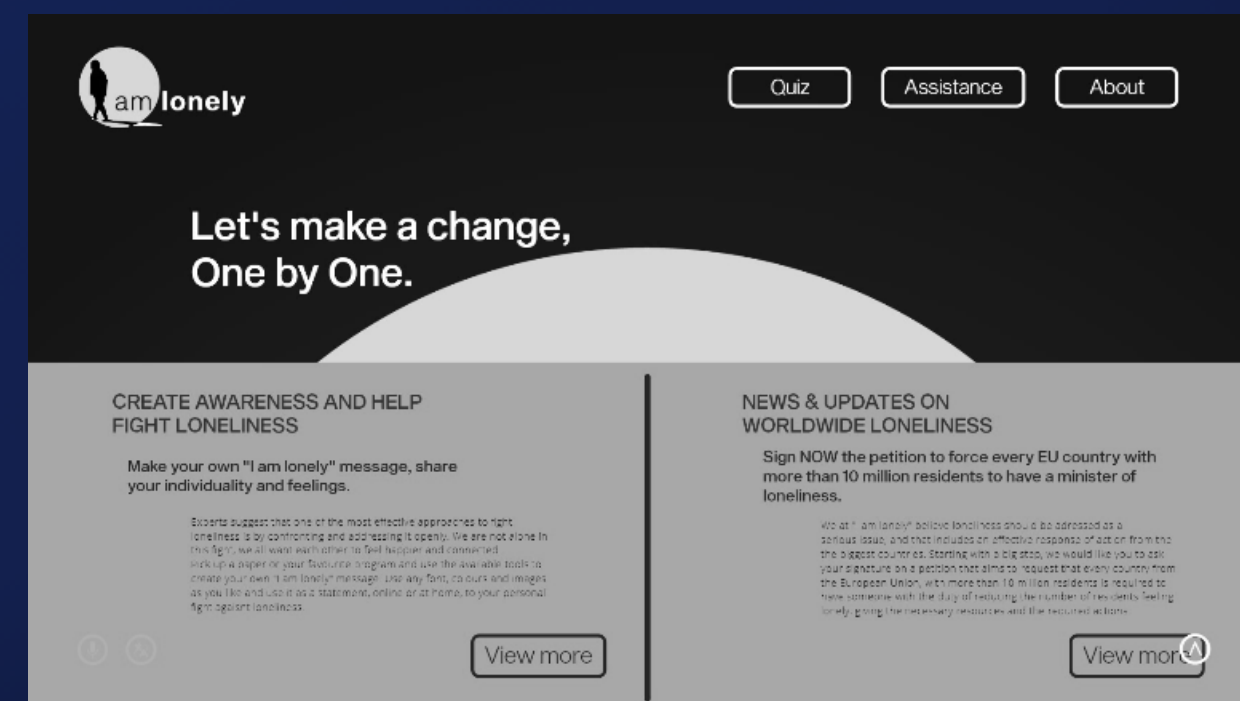
Red-Blind/Protanopia View



Blue-Blind/Tritanopia View



Green-Blind/Deuteranopia View



Monochromacy/Achromatopsia View

## DEVELOPMENT

solitário  
solitaire  
usamljen  
**bakartia** naiz  
camotha  
einsam  
lonely

eu estou **solitário**  
camotha  
einsam  
lonely  
solitaire  
usamljen  
bakartia



One of the main issues that I had when I was doing research about loneliness, was the lack of support on another languages. When addressing a global issue such as loneliness, it doesn't make sense to alienate more the user by only giving them one language option. This was also the case for the visually impaired with a text-to-speech option.

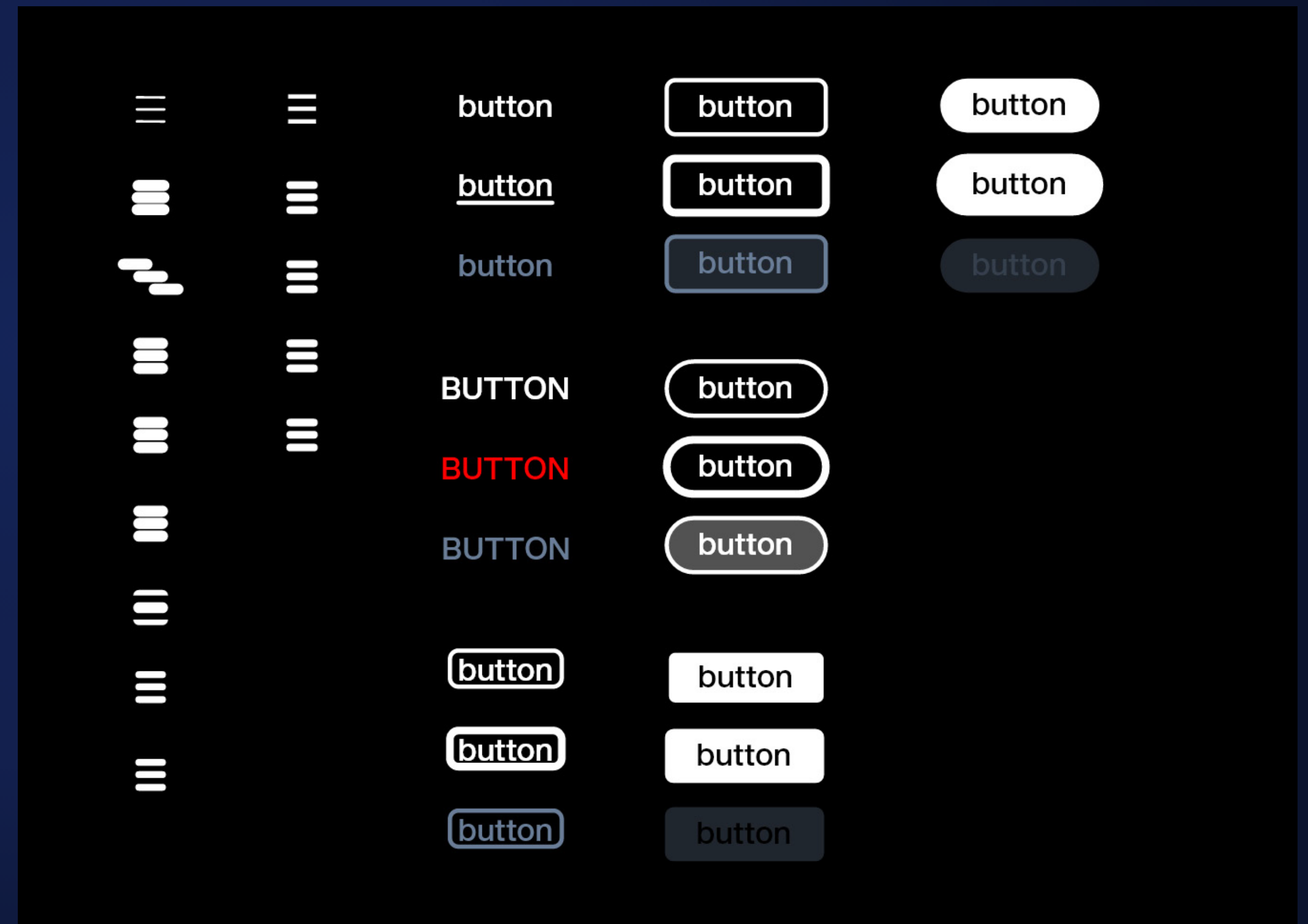
Through experimentation, it was noted down that half the participants did not recognize that the website was interactive and never moved from the main screen. The issue was fixed by later adding a continue button and reinforcing the contrast between colors and buttons.

The importance of thinking and designing around accessibility is even stronger when a cause for a user's loneliness could be their mobility and/or cognitive disadvantages.

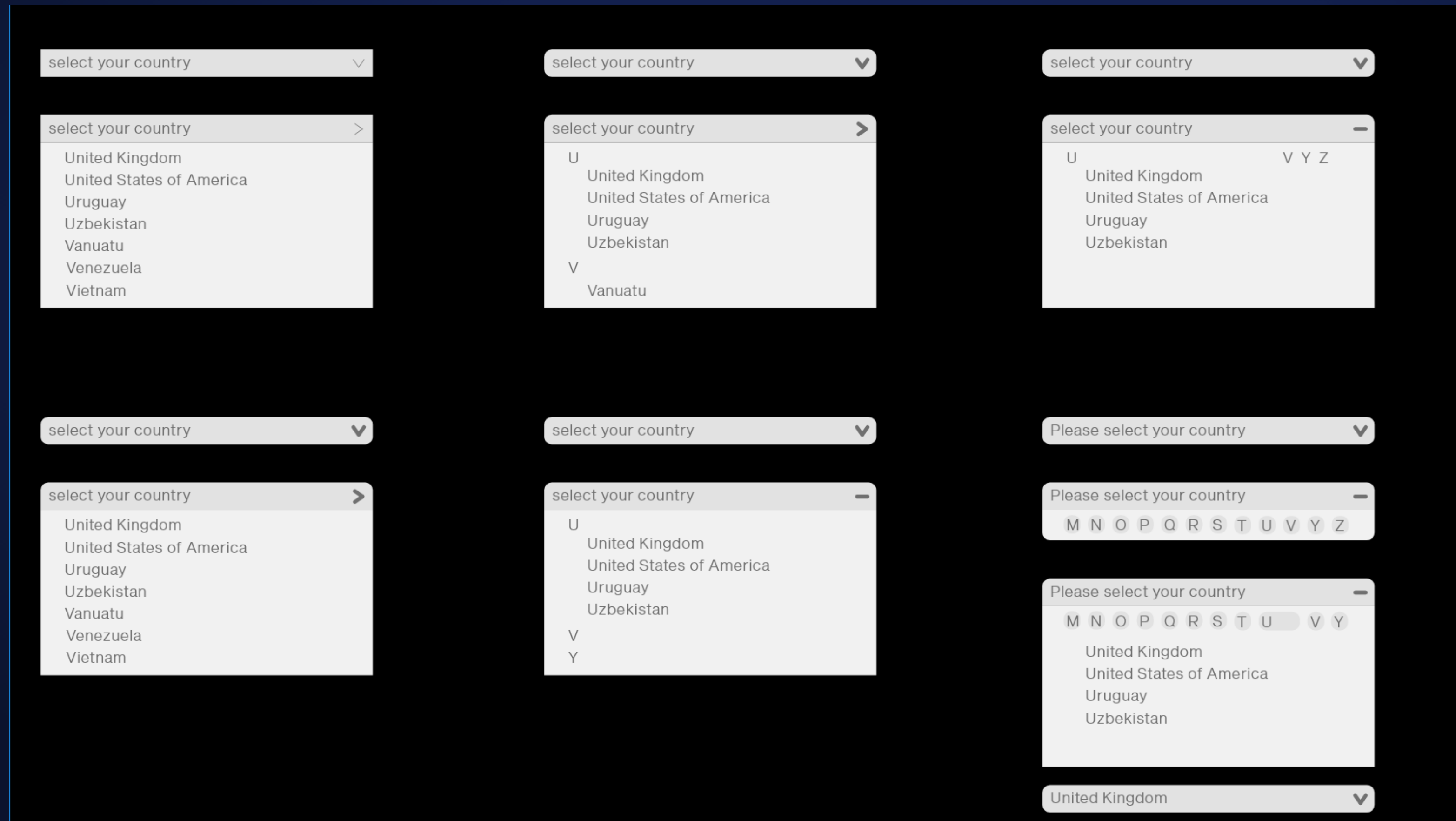
# DEVELOPMENT

Instead of graying the disabled buttons, to improve accessibility, I have added a blue-ish tint and reduced the opacity. On the main buttons, the shape of a circle was explored due to its eye-catching roundness, which would also promote friendliness and sense of comfort; as well reinforce the campaign's symbol.

Because of the age difference, the buttons must be relatively big. While this fact isn't necessarily attractive to a younger audience, it allows for more compatibility and for more users to feel comfortable when using the website.



# DEVELOPMENT



Instead of using a traditional scroll down-menu with options for each country, I decided to push the concept further and introduced an alphabetical system. By selecting the initial letter first, the user spends less time and will feel less frustrated when searching for a specific country, as well giving easy access to all the other options.

## SELF-EVALUATION

When I initially received the brief, I believed designing a website without having the code in mind was an understatement to the possibilities of what a website could achieve. In fact, I was wrong, as the greatest distinct features that my website received were derived from a place of challenging those obstacles.

When facing an issue such as creating a relatable and effective website to a group of people, from different cultures, languages and backgrounds, from a little kid to an elder, with nothing in common except a feeling that can't be easily described; with no history of approaches to this problem, besides sharing stories on the internet, this has been an incredibly scary challenge.

Through personal and unforeseen barriers, I was lucky to have the opportunity to develop the project while constantly testing with participants that fit inside the user persona.

While developing the website, its features and user interface, it was this constant testing that led to such an effective user experience.

If I were to come back to this project, I would like to reconsider the initial visual identity for a more expressive and relatable one; one way to achieve this could be done via minimalistic drawings of abstract characters, that could appeal to all ages, similar to the characters from the show "Foster's Home for Imaginary Friends"; as well I would like to experiment more with the possibility of crafting a dynamic identity that its only consistency is its message.

Overall, this project has given me a powerful insight into the UI/UX world and the innumerable possibilities of how an experience can connect with and influence its user. I believe that the website has been thoughtfully crafted and is ready to step forwards into the world as the first and the most effective website to use when fighting loneliness.

**DAXTER**

