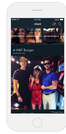
After6: to find out where the party is at



After6 is a community-based social media app for iOS that lets you explore real-time photos and videos of what's happening inside restaurants, bars, and other places around you. **After6's developer, Quasar Blu, was looking for an overall audit and improvement of the app's first-time-user-experience to increase user engagement.** I worked with a small team to redesign After6's MVP mobile app.

COMP ANALYSIS & CLIENT INTERVIEW

After comparing After6 to the current social media apps on the market, we decided to have a meeting with our clients. We were looking for answers to some of these questions:

- What features are an absolute must for the stakeholders?
- Who are your competitors and who are your users?
- What is the abandonment rate and where is it happening?
- What things do customers complain about or ask for most often?
- How has After6 differentiated themselves from the market?

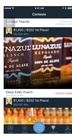
USER RESEARCH

Our team determined a questionnaire to find out the most information about our target audience. The research showed that most of the users currently use Facebook and Snapchat, go out to bars on a weekly basis, and do post on social media while they are out.

We took the current After6 app to bars around Atlanta and talked to some real users. We found that a lot of the people were familiar with After6, but were still choosing not to use it. Below are some quotes from users on why they have not been using the app.

"I don't wait to broadcast to the public that I'm at a bar. And what am I even supposed to do, just?"

"When I'm working, I can't really be on my phone. If I am, I mean one snapchat, the next it's one a day, I'm looking for"



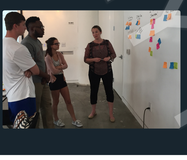
"I can't participate in the contests, we don't have that alcohol at our bar."

"I already know where to go. I have my regular spots I meet up with my friends at."

UNDERSTANDING

We compiled all of the information that was gathered to start to understand the main pain points users of After6 were facing. We found:

- first-time-user-experience was too long
- multiple feeds were confusing
- users were very concerned about privacy
- most users could not participate in the contests
- irrelevant content populating
- camera was too complicated to use
- tech issues



SKETCHES, WIREFRAMES, DESIGN

BARTENDER'S PROFILE

USER TESTING AND DESIGN CRITIQUE

We created a medium fidelity clickable prototype to test the new concept, the new onboarding process, functionality, and ease of use. We got a lot of affirmations about the new design. We found that users initiatively knew how to navigate throughout the app.

STYLE GUIDE

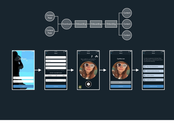
After making the necessary iterations from testing, it was time to create high fidelity mock ups in Sketch using After6's style guide and iOS standards. I then created a [living style guide](#) for the developers by synching my sketch file with Zeplin.

CURRENT ONBOARDING

In redoing the onboarding process our main goals was to get the users into the content as fast as possible to get them engaged with the app while also capturing the important information for our clients.

REDESIGNED ONBOARDING

The new onboarding does just that. It's only 5 screens and will capture the users name, email, password, birthday, and also prompt them to take a profile picture and get them engaged with the app while still in this initial setup process.



AFTER6

After6 helps you find where to go socialize with friends and meet new people by giving you a real time window into nearby places, activities and events.

Scroll through the feed to see what vibes are happening and who is there right now at the places closest to you.

Go incognito to drive people to your favorite spots by sharing real-time vibes with the community without fear of publicizing yourself at the bar.

Send flirts to friends you are meeting through the app!

RESULTS

We presented the new app design to the stakeholders and design team, along with a room full of people. This is what our client had to say:

> "I think this is a great job … It's really impressive in such a short amount of time. Compared to this we didn't know what to expect. But after the first meeting we felt really good about it and that we were on the right track … They're really style conscious."
>
> -Mark Thomas, CEO

NEXT STEPS

- Add a messaging system
- Create a whole friends tab
- Allow users to following their friends
- Create content peak mobile website
- Further interaction design
- Visual touches
- Further interaction design

Download After6 on the Apple app store!