

Concept Proposal | Final Project

Business friendly mobile messenger app

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Introduction



My idea of new messenger app is mainly targeting business productivity or team project. For instance, compatibility with scheduler (calendar app), multimedia note like evernote, and remote presentation are effective and useful features of my mobile app.

In addition, I will not change basic UI/UX concept of general mobile messengers, because my messenger should give convenience to general users as well.

Key features



Note making

to share

Calendar

to sync. and share schedule

Remote Presentation

with note made via this app

Encryption

end to end

Controlling Chatroom

by host

Target Audience

Primary

Dave Goodman

39yo. / male, Project Manager

Irvine (California), High income, Galaxy S3 user

“ I want to use messenger app to discuss about project progress effectively. Sometimes, remote presentation should be available for my customer in New York.”

Secondary

Tery KIM

32yo. / female, Housewife

SF (California), Mid-income, iPhone6 user

“ I want to send a small money or gift to my friends. ”

Competitors

Google Hangout / Voxel / Kakaotalk

Pros

Compatibility with various productivity

Google docs/slides/groups/chrome

Simple and Basic Concepts

Admin Controlled Chat

Location Sharing, Message Recall

SSL Encryption

Channel connection

News, blog browsing

Gift, Kakao Pay, Voice/Video Call



Cons

Weak functions for mobile version

Too Simple

Frankly speaking,
I have never used Voxel.
So, this app looks perfect.

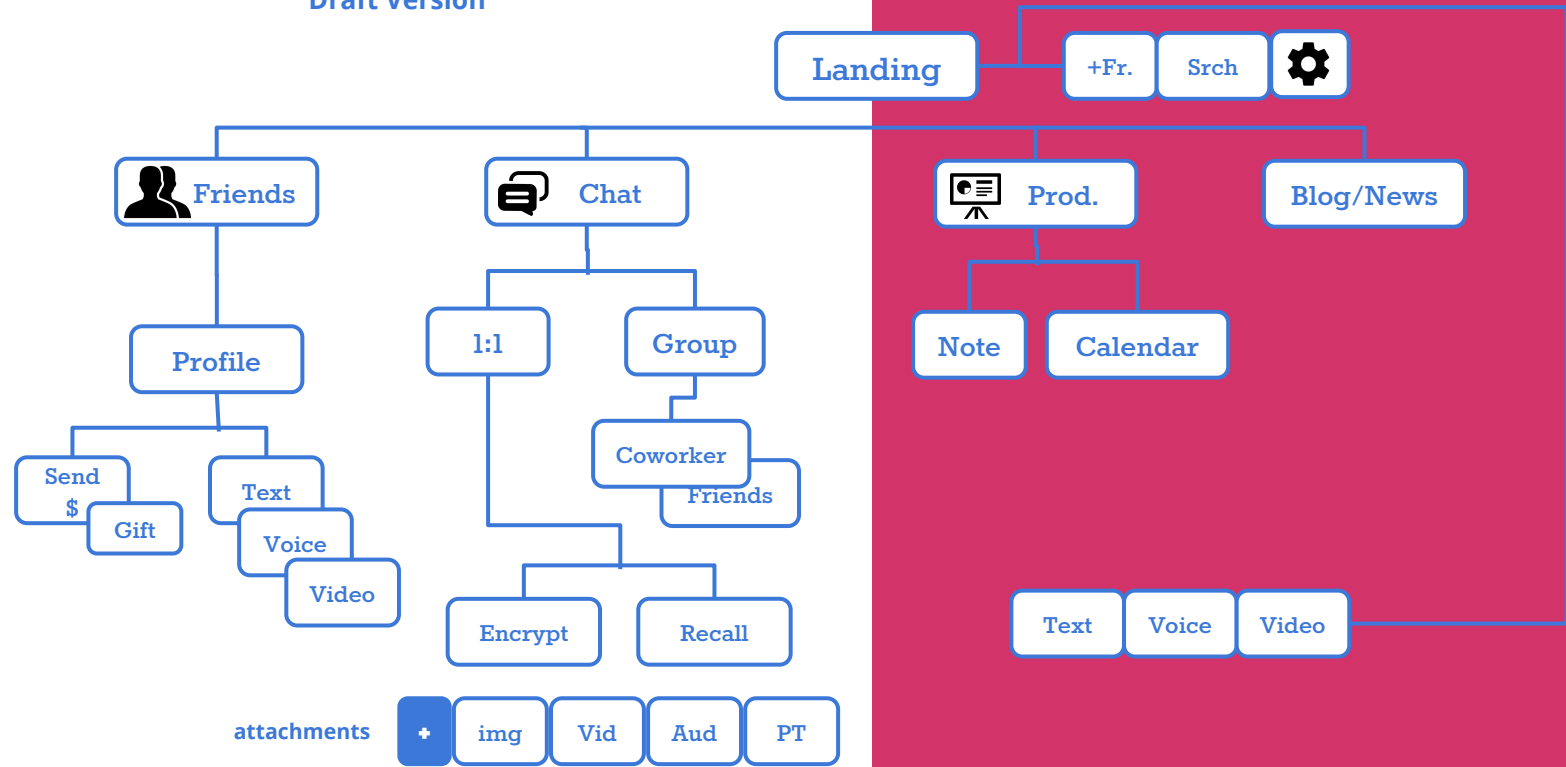
Weak security

No recall message

Targeted general users

Information Architect

Draft Version



Messenger ideation



Thank you

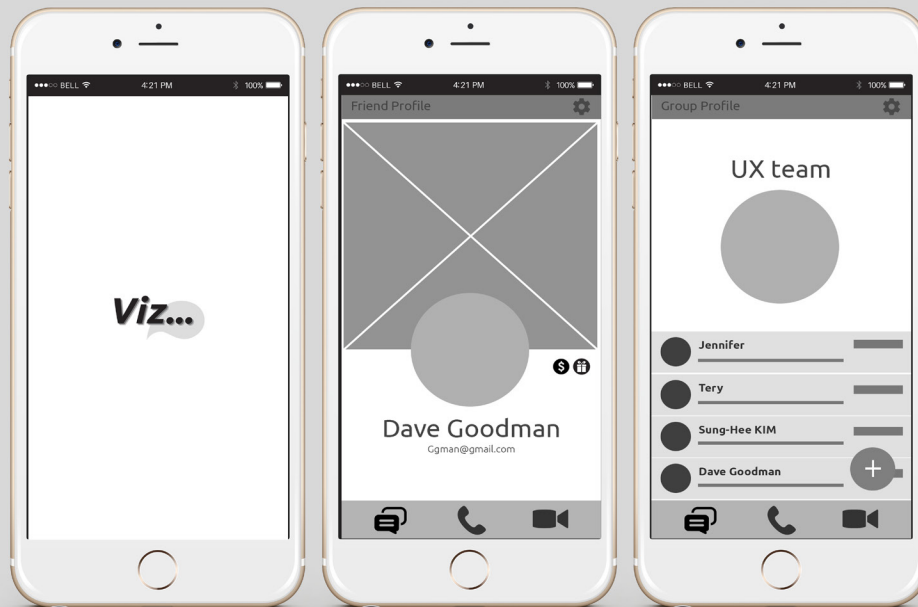
Seong-Jik KIM

#04293435

WireFrame + **Hifi-mockups** for FINAL



Wireframe VizTalk



Home

Personal Profile

Group Profile

Mockup frame iPhone 6

Ubuntu Light

Ubuntu Regular

Ubuntu Bold

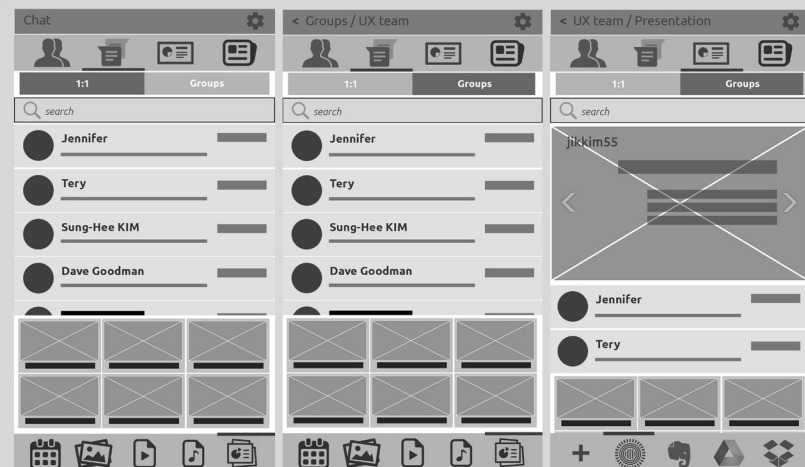
Color & Logo undefined



Friends list

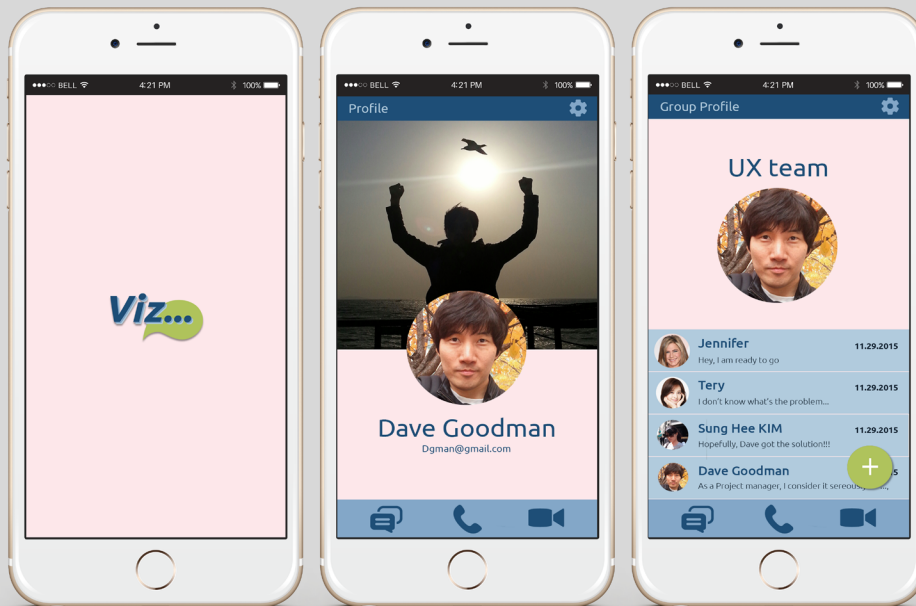
1:1 Chat

Presentation

1:1 Chat
- PT selectionGroup Chat
- PT selection

Group PT

Hifi-mockup VizTalk



Home

Personal Profile

Group Profile



Friends list

Group Chat

Presentation

Mockup frame iPhone 6

Typeface

Ubuntu Light

Ubuntu Regular

Ubuntu Bold

Color & Logo

Group Chat
- PT selection

Group PT



Thank you!

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