Mutual Aid & Communication

How do we improve our impact?

CONTENTS

Part 1:

Problem Space Recap
Persona
Product Summary

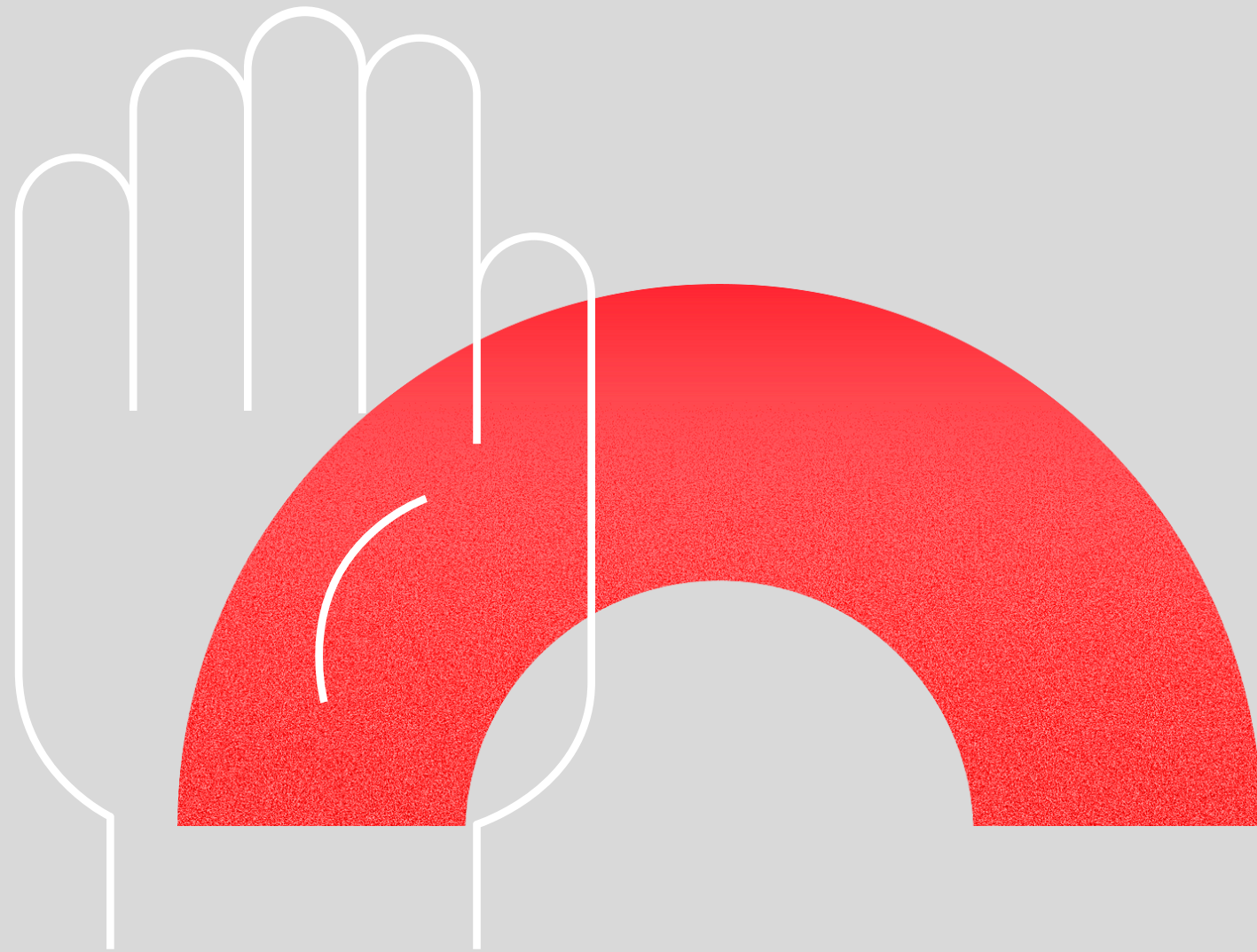**Part 2:**

Brand Identity
Brand Development

Part 3:

App Design
UI Development
High Fidelity Prototype

Part 4:

UI Library
Next Steps

QUICK RECAP

Mutual Aid is a reciprocal exchange of services and resources between community members, with the goal of sustainable community benefit.

Problem Statement

Tens of thousands of mutual aid networks and projects were established around the world since the Covid-19 pandemic began.

Because of its rapid growth in 2020, communication methods for mutual aid networks are either disjointed or anchored to Facebook.

As A Result:

There is no clear and simple route for an individual to initiate involvement in mutual aid. The lack of a centralized platform affects both potential participants, and organized groups.
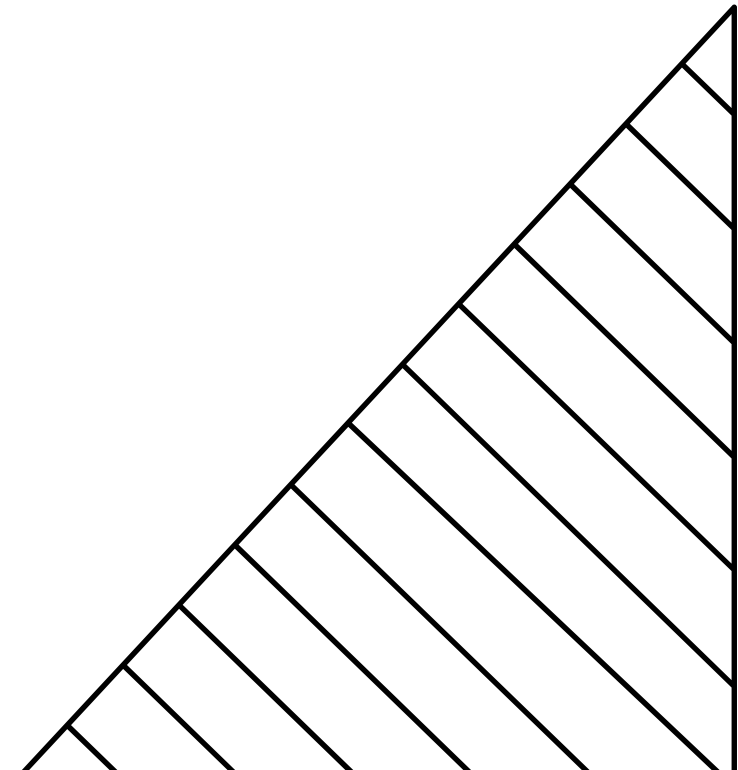
A STARTING POINT:

How might we optimize communication for mutual aid participants in order to increase community impact and involvement?

Research Findings

Communication

Each interviewee had a clear interest, but no way to either:

1. Initiate involvement
2. Continue involvement

Nearly all interviewees thought a "point person" for groups could help them.

Skill Fit

Verbalized anxiety around if the interviewees skills
would fit the project's criteria

Planning & Awareness

It's not easy to search for opportunities or refine your results, and
the large amount of time and energy spent trying to learn details
about the local mutual aid landscape is frustrating

Sana Hayes

AGE 27
EDUCATION MBA
STATUS Single
OCCUPATION Data Analyst
LOCATION Chicago
TECH LITERTE High

"Everyone has positive intentions, but no one really knows how to implement them

Personality

Extrovert   Thinker

Platforms

Website   Mobile App

Bio

Sana recently moved from Vancouver to Chicago. It was a big move, temporarily taking a large emotional toll. Now that she's adjusted and happy with her new career direction, she has a better sense of what her community could benefit from.

She's ready to explore her community and participate in donation events, but she doesn't know how to start on her own. Additionally, the close friends she's made don't share this particular interest.

It's her first time in the mutual aid scene, so Sana wants to connect with a group that aligns with her values, and help provide a meaningful impact in her community.

Goals

- Find a place to regularly volunteer
- Gain a sense of empowerment and belonging in her new city
- Meet new people with shared interests

Core Needs

- Maintain safety, stability, and a healthy headspace
- To feel like the impact she's providing is sustainable
- Knowing her efforts are meaningful

Frustrations

- Every time she reaches out, she either receives no response, or a very slow one
- She sees areas of opportunity in her community, but doesn't know how to get involved
- She doesn't feel like she knows what mutual aid group's prioritized needs are; and doesn't know if she will be a good fit

SANA'S SITUATION

○ First time participant

○ Wants to Help contribute her professional and build amateur skills

○ Is overwhelmed by options, and feels like she's running in circles

Our Product

helps you find mutual aid opportunities, compare your options, and reach out to a group member. This helps users get involved without knowing anyone prior.
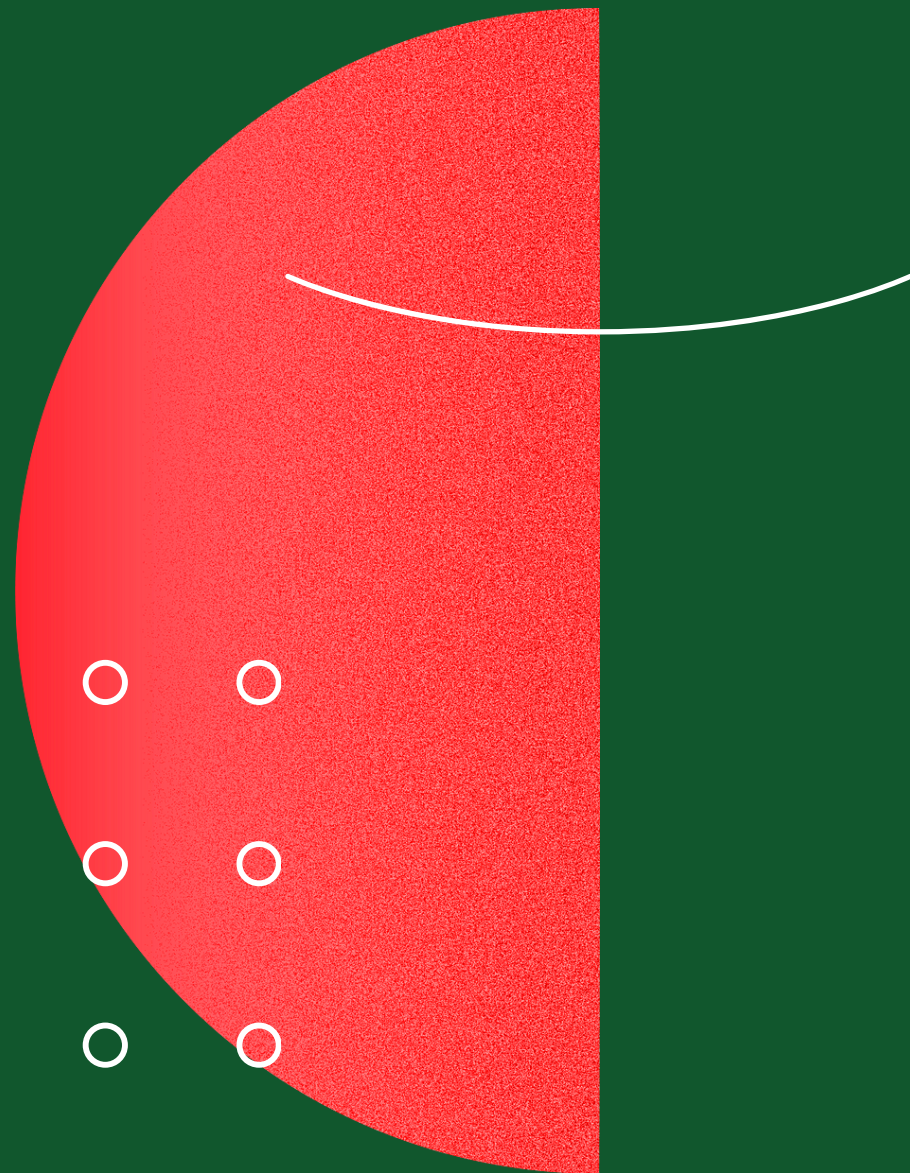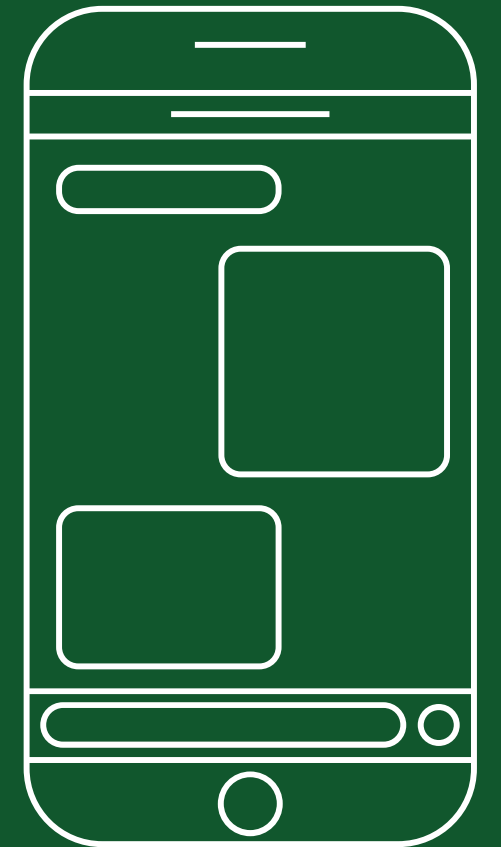
Key Features

Map Search

"My List"

Chat; direct messaging

FIRST LOOK AT BRANDING

Our target is GenZ and Millenial young professionals (child-free) because of significant free time, level of investment in their communities, and comfort level with mobile technology.

Feelings:
act, welcome, connect, involve, decide, contribute

Aesthetic:
modern, linear, organized, clean, open

Elements:
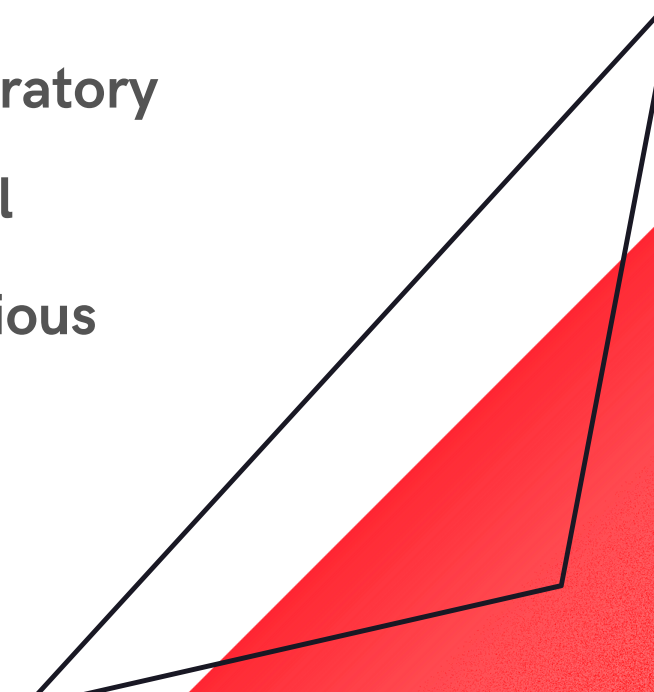angular, connected, cohesive, supportive

more...

AGILE than rigid

MODERN than traditional

INVITING than exclusive

FAMILIAR than exploratory

FRIENDLY than formal

PROFESSIONAL than rebellious

PRODUCT NAME

assembli

EXPLORING
OTHER NAMES

- Act Up
- Solidify
- Solid
- Activate
- Contrast
- Platform
- Function
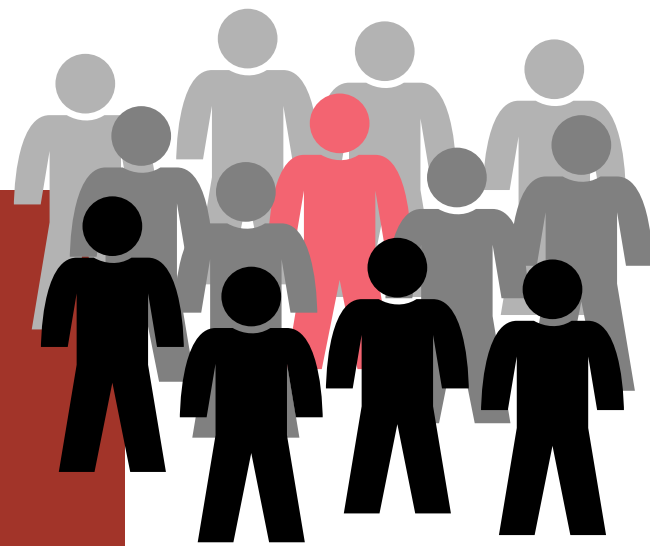
○ The word "assemble" emphasizes the collective nature of mutual aid

○ The "i" at the end reminds the user of individual accountability, the cornerstone of community development

○ Speaks to the purpose of the app: finding assemblies, events, group projects, and various ways to participate in community change

○ When an event seems like the size of an assembly, people are less afraid of intruding on intimate settings, encouraging first-time participation

MOODS, VIBES, FEELS

Based on things Sana sees throughout the day.

Design Goals:
- Visually normalize the app, make participation less foreign and intimidating

Full Board Here

PRODUCT FONT

Design Goals:

- Clear, quick reading, welcoming
- Active feeling, agile but comfortable
- a over a

Outfit Aa
Outfit Aa

The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

App Text

Poppins Aa
Poppins Aa

The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

Considerations

App

Inter Aa
Inter Aa
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

Lato Aa
Lato Aa
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

Brand

Keania One Aa
Aa
The quick brown fox jumped over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

Post No Bills Colombo ExtraBold Aa
Aa
The quick brown fox jumped over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890

Full Exploration Here

WORDMARK

INSPIRATION

- Everyday apps
- Planning and comparison
- Look and feel of a communication product

ITERATIONS

"i" resembling a person to emphasize individual action and person-ability
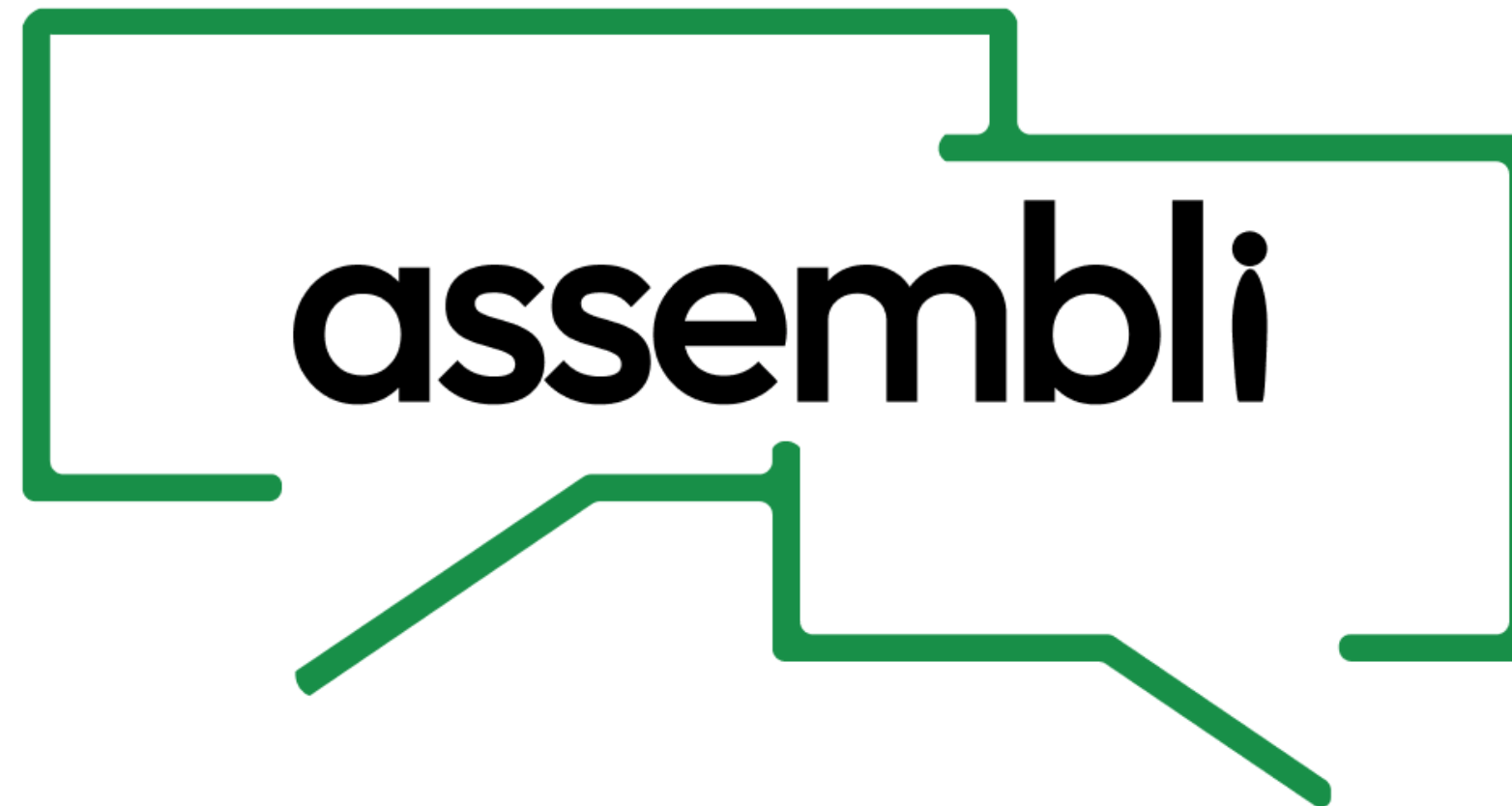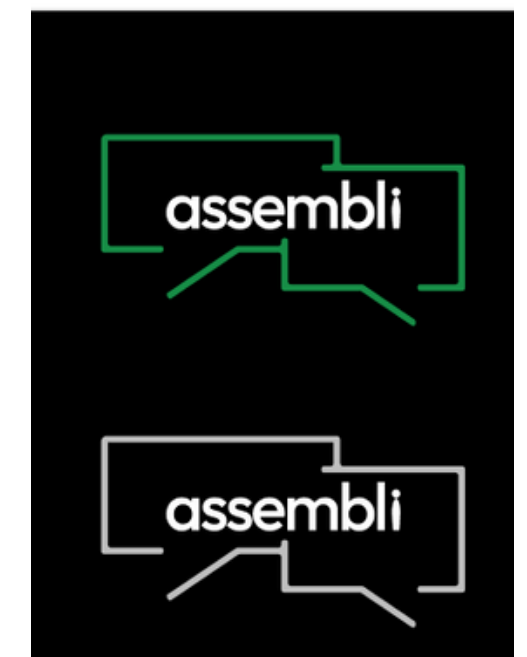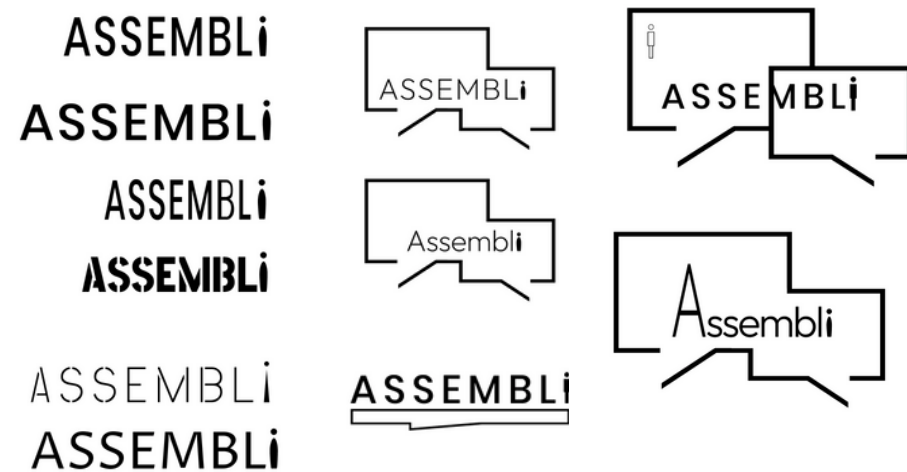
Chat bubbles act as a fun and friendly invitation to start a conversation

APP ICON

LOOK & FEEL

- Professional but not "stiff"
- Fun but emphatic and impactful
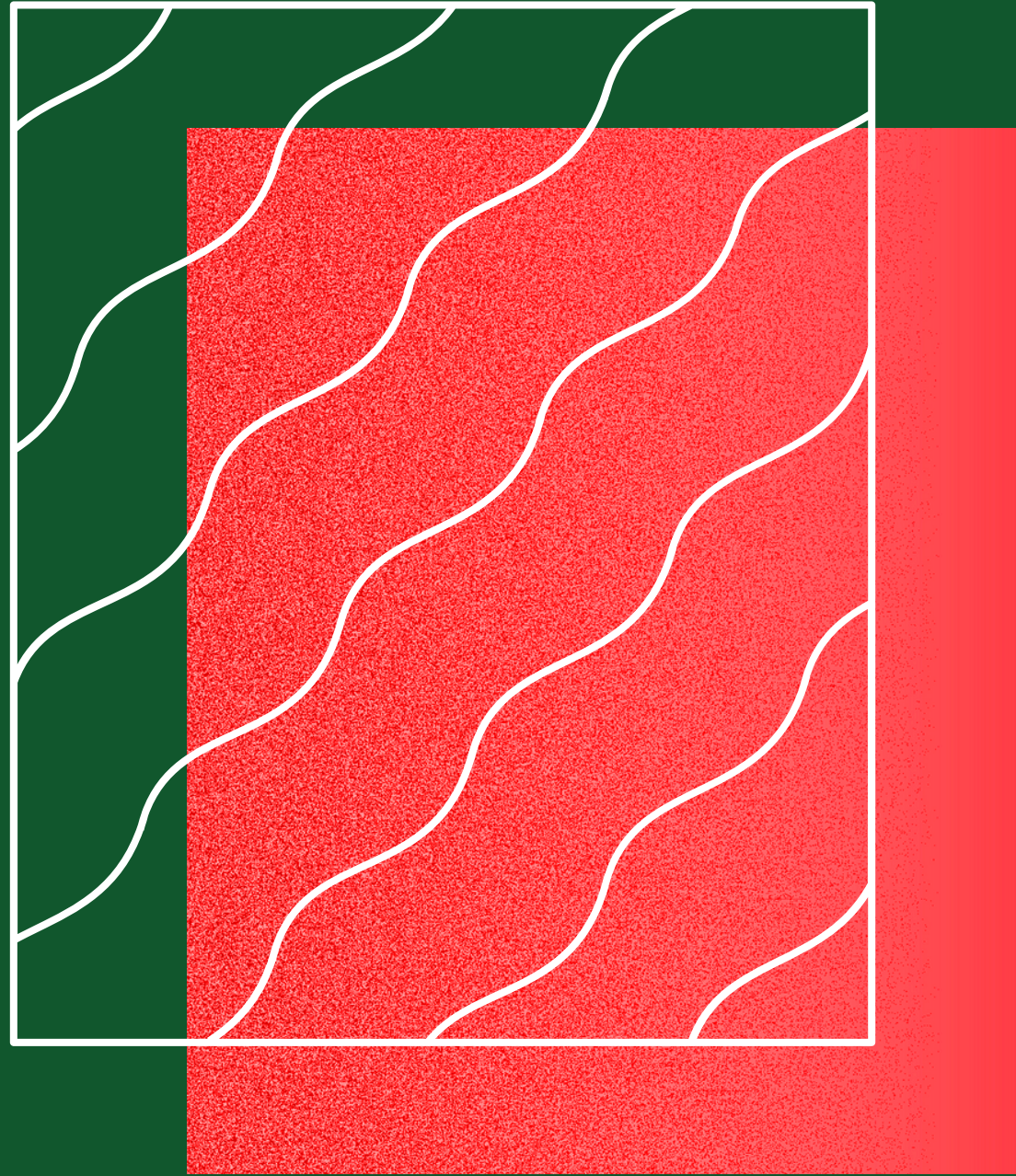- Illustration highlights product's chat feature

ITERATIONS

Chat box now coming from "i", resembling a person having a voice, speaking out

BW + INVERTED

Reduced to 1 chat bubble illustration for more negative space

Subtle gradient, increases white contrast

APP DESIGN & UI

TESTING RECAP

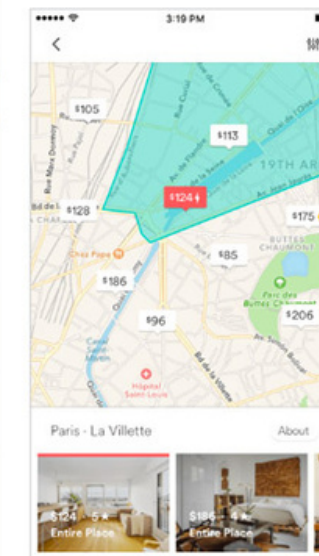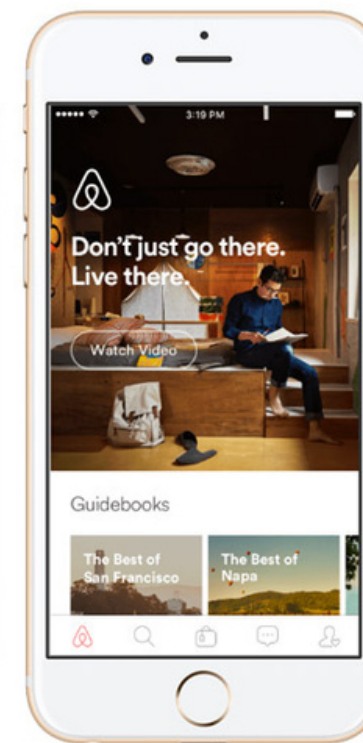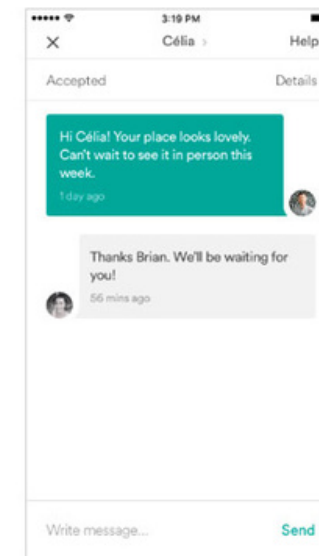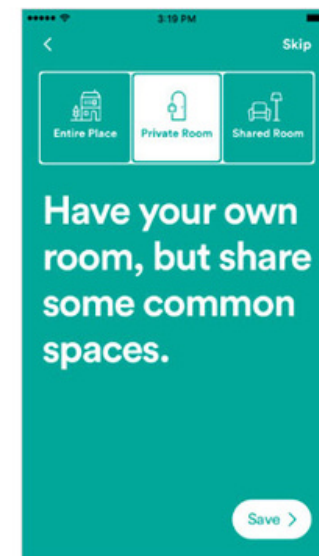Issues with My List and Chat were resolved in the second round of testing
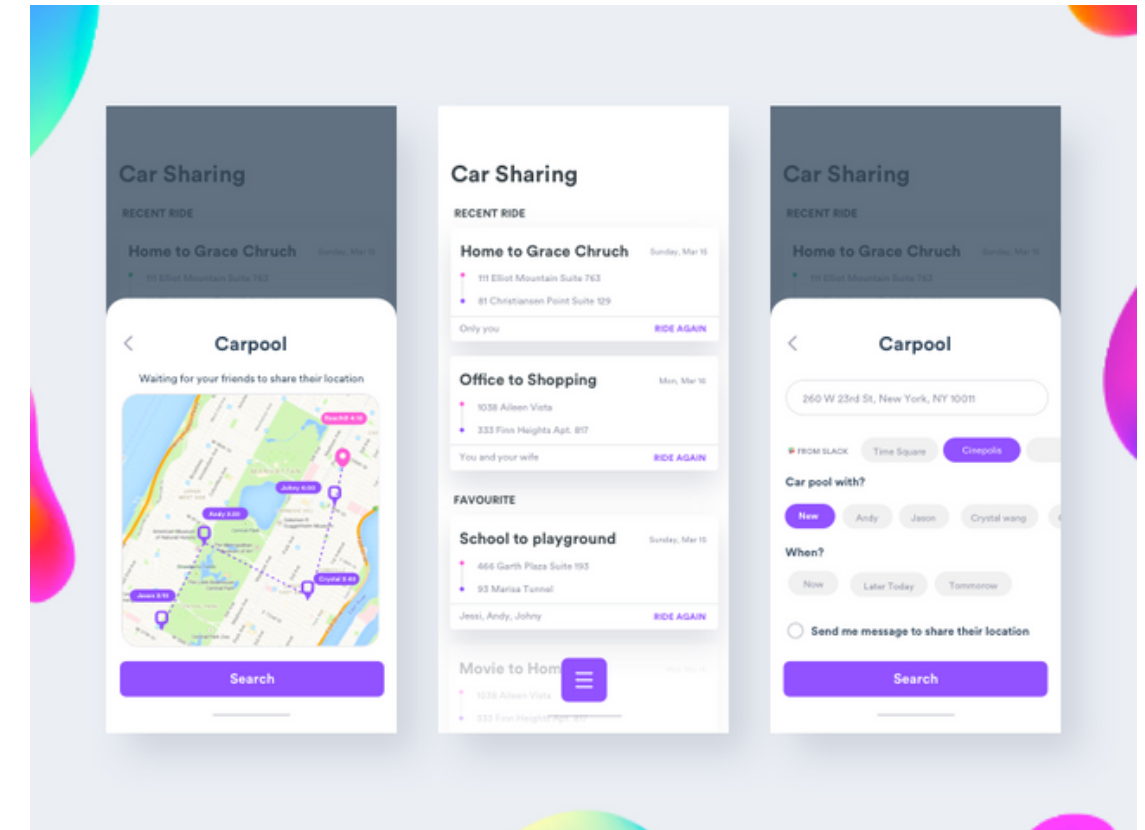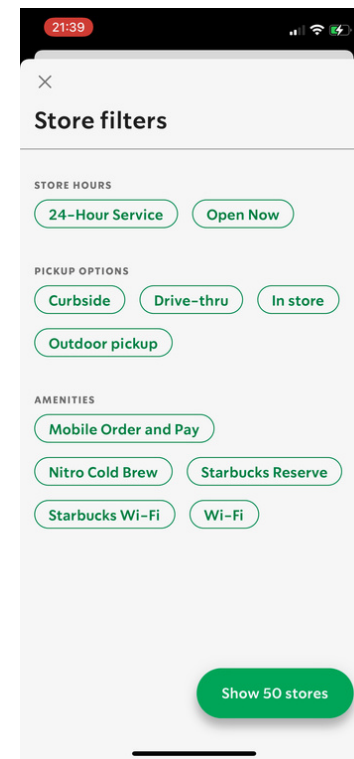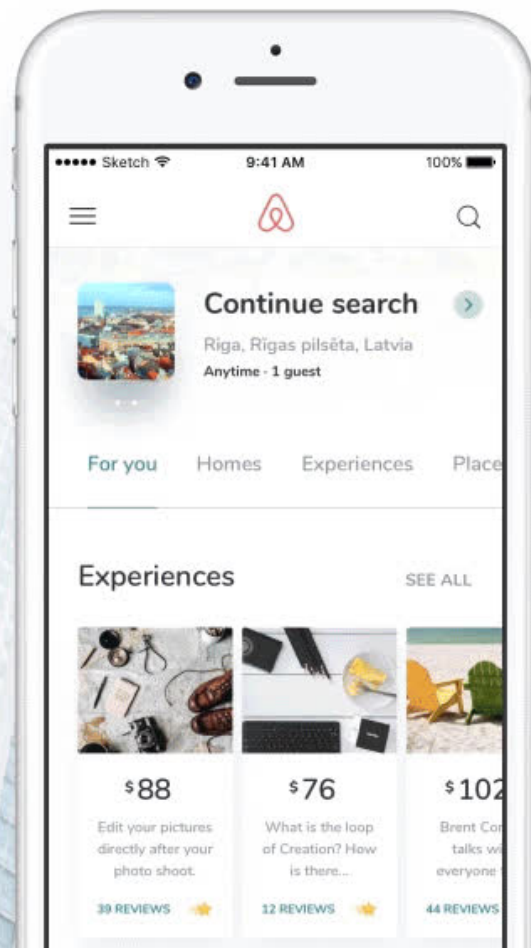
View Testing Report

UI INSPIRATION

angled, open, clear

airbnb, Starbucks, Dibbble, Skyscanner
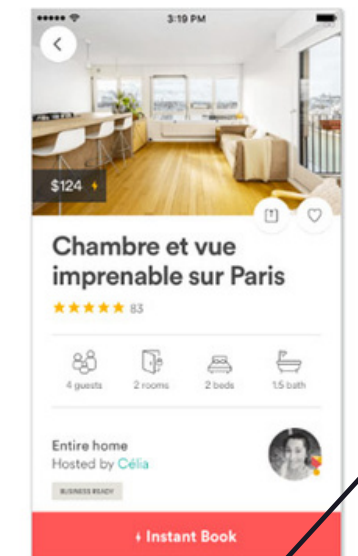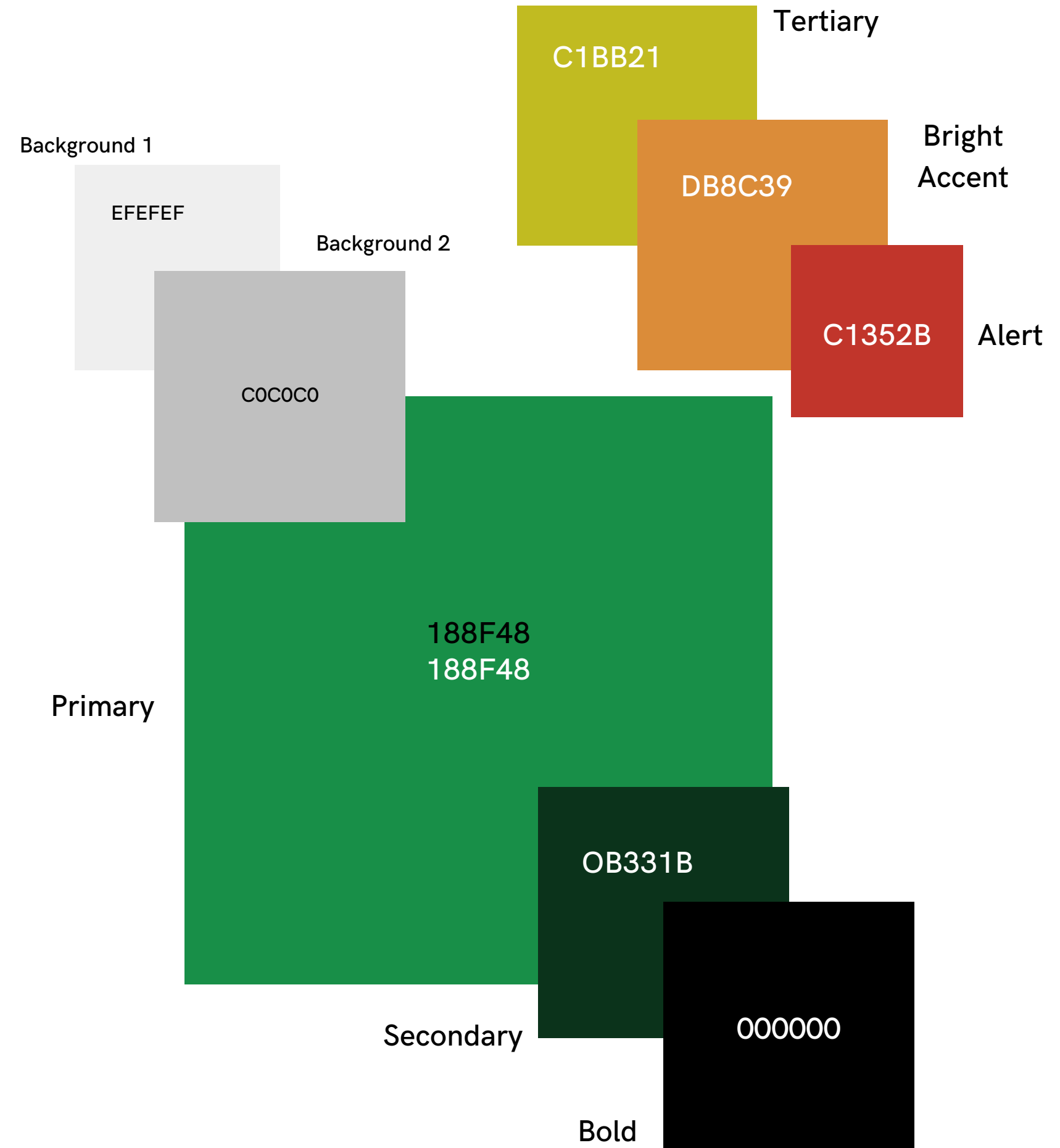
UI

Color Exploration

Design Goals:

- Bright and lively, without visual overwhelm

- Cohesive yet attention-grabbing accents

Considerations

View Full Color Exploration

Color Contrast Testing Source

Tertiary
C1BB21

Background 1
EFEFEF

Background 2

Bright Accent
DB8C39

C1352B   Alert

C0C0C0

188F48
188F48

Primary

OB331B

Secondary

000000

Bold

TYPE TREATMENT

Title, Hero

Aa
The quick brown fox jumped over the lazy dog

Poppins, Bold - 40pt, Line spacing 20, word spacing 32, letter spacing 10%

Subtitle

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Bold - 14pt, Line spacing 0, word spacing 24, letter spacing 12% - CAPSLOCK

Heading 1

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Regular - 26pt, Line spacing 16, word spacing 32, letter spacing 2% - CAPSLOCK

Heading 2

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Regular - 16pt, Line spacing 0, word spacing 24, letter spacing 6.5% - CAPSLOCK

Header 3

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Bold - 12pt, Line spacing 0, word spacing 24, letter spacing 4% - CAPSLOCK

Heading 4

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Medium - 12pt, Line spacing 0, word spacing 24, letter spacing 10% - CAPSLOCK

Heading 5

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Medium - 18pt, Line spacing 20, word spacing 20, letter spacing 2% - CAPSLOCK

Header 6

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Poppins, Light Italic - 26pt, Line spacing 0, word spacing 0, letter spacing 3.5%

Subtitle 2

The quick brown fox jumped over the lazy dog

Poppins, SemiBold - 24pt, Line spacing 0, word spacing 0, letter spacing 3.5%

Body Text

The quick brown fox jumped over the lazy dog

Poppins, Regular - 12pt, Line spacing 0, word spacing 20, letter spacing 2.5%

Subtle Body Text

The quick brown fox jumped over the lazy dog

Poppins, Light Italic - 12pt, Line spacing 0, word spacing 16.5, letter spacing 2%

Chat

Messages

The quick brown fox jumped over the lazy dog

Poppins, Medium - 16pt, Line spacing 0, word spacing 0, letter spacing 5%

Timestamp

The quick brown fox jumped over the lazy dog

Poppins, Medium Italic - 10pt, Line spacing 0, word spacing 0, letter spacing 0%

Auto-response

The quick brown fox jumped over the lazy dog

Poppins, Light Italic - 12pt, Line spacing 0, word spacing 0, letter spacing 0%

Link 1 Read Full Article

Poppins, Medium - 12pt, Line spacing 20, word spacing 20, letter spacing 2%

Link 2 Learn More...
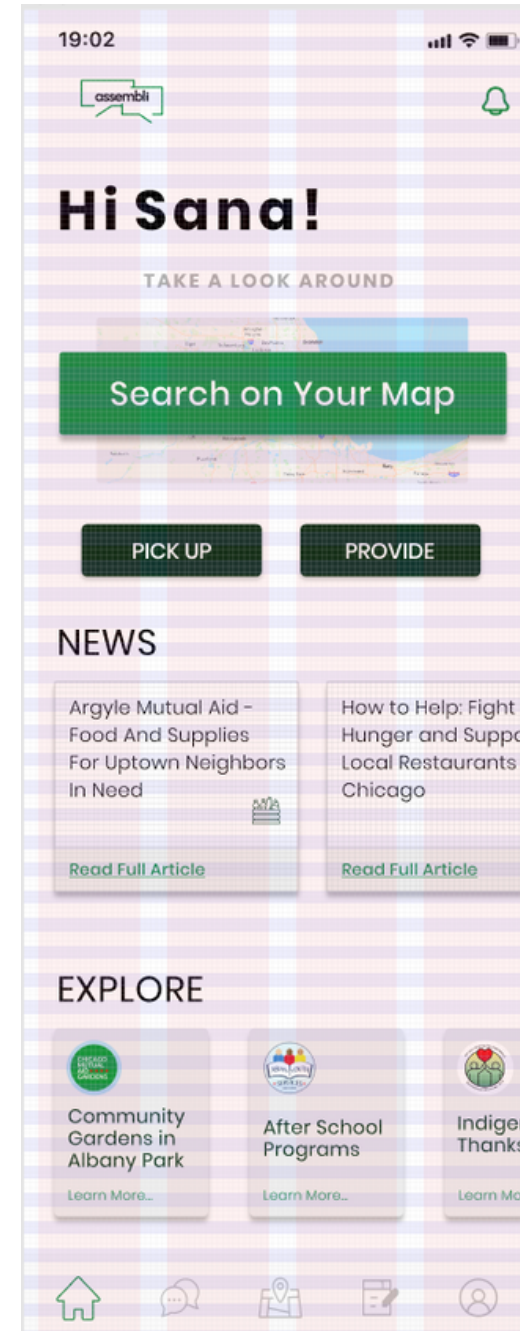
Poppins, Light - 10pt, Line spacing 20, word spacing 20, letter spacing 2%
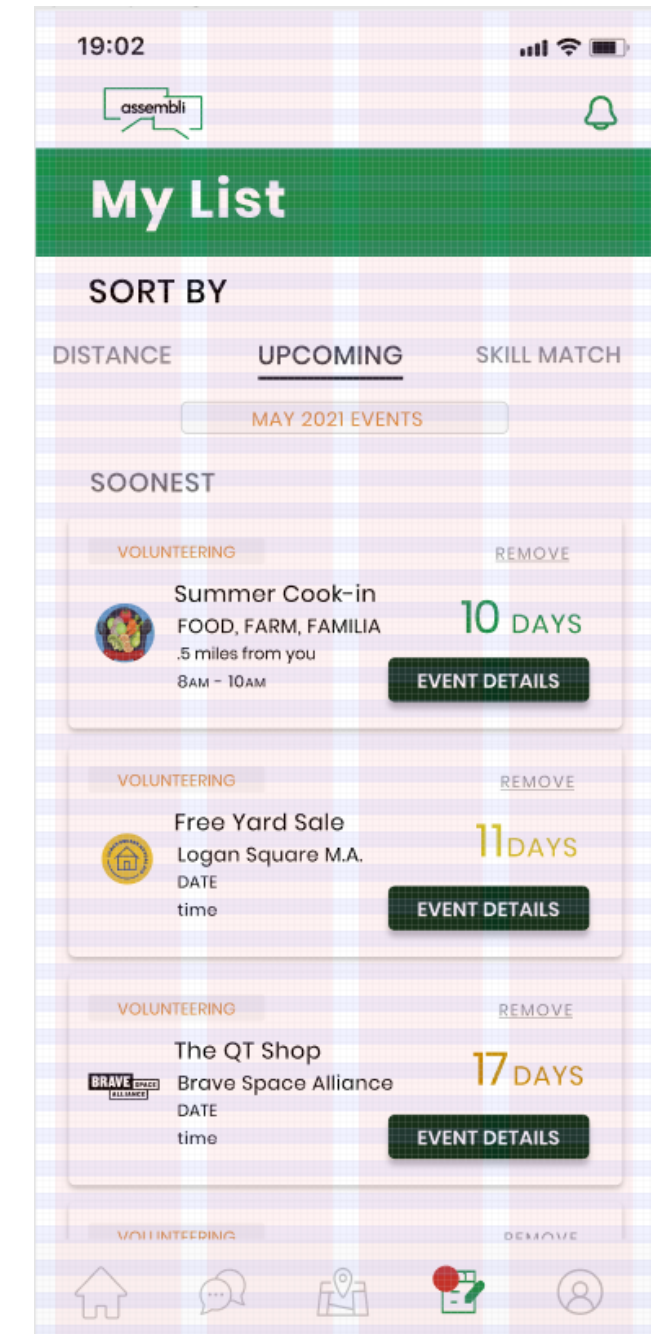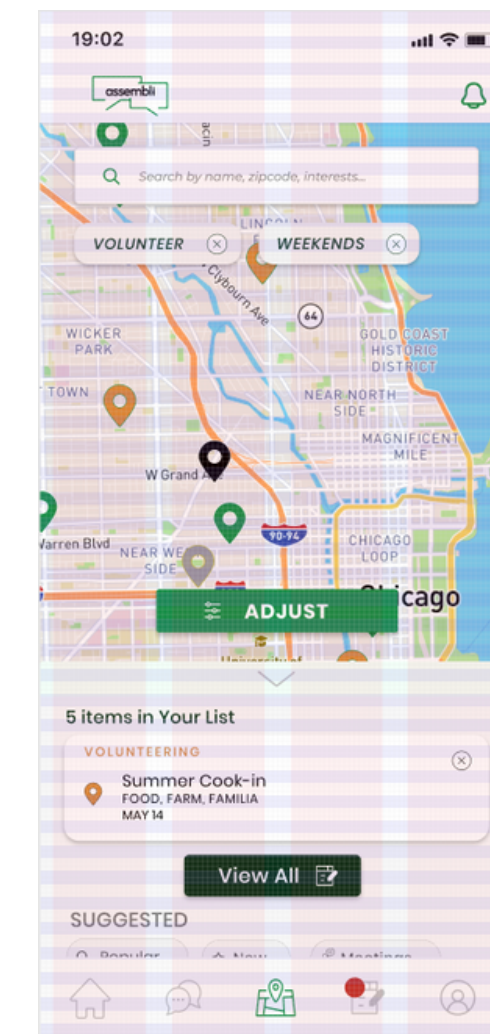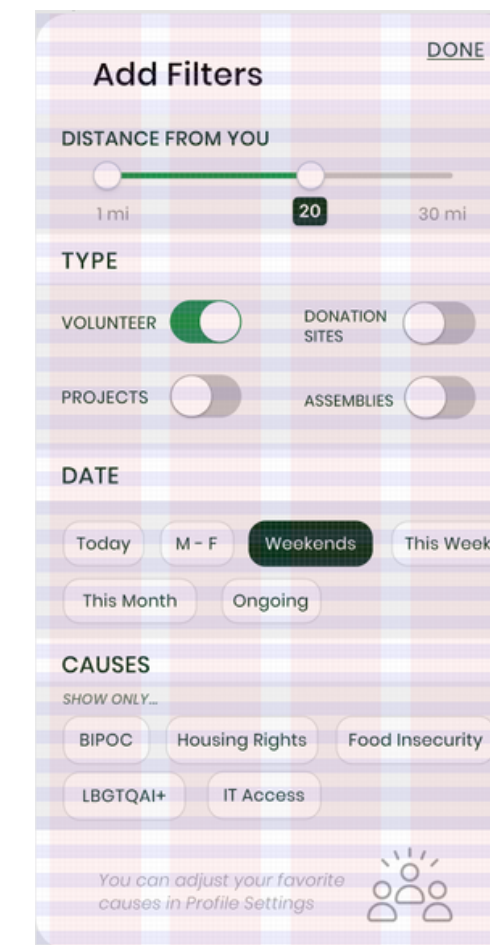
UI

Grids and Layout

Design Goals:

- Grid spacing, aligned elements
- Appropriate information hierarchy

Grid - 4 px
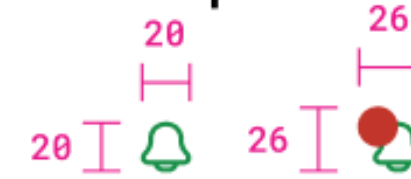Columns - gutter at 20px, margin 10
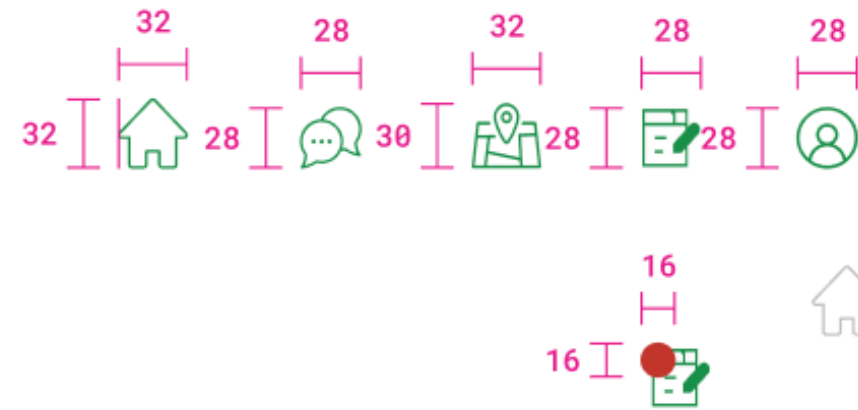Rows - 10px, gutter at 10

UI

Iconography

Design Goals:

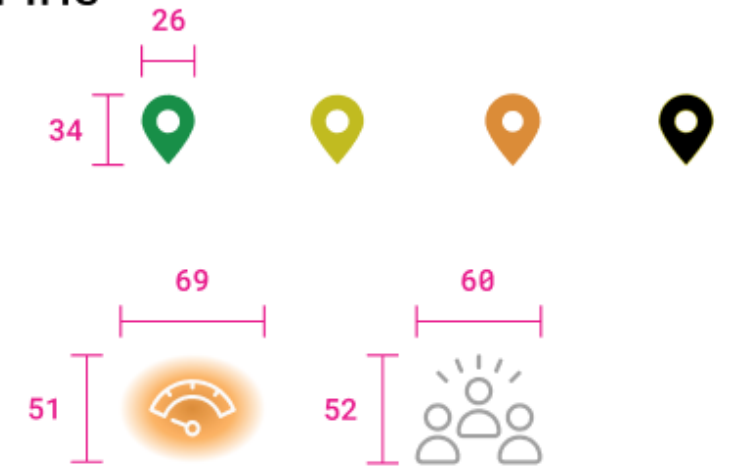- Pleasant, curved, easy-to-understand
- Friendly & active

Full Board Here

Notifications - Top Menu

20
26
20
26

Bottom Nav

32
28
32
28
28
32
28
30
28
28

16
16

Pins

26
34

69
60
51
52

Chat

20
20

28
28

28
28

24
24

Avatars

40
66
40
CHICAGO MUTUAL AID GARDENS
66

Misc.

20
20
18
20
20
20

264

COMMUTE DETAILS

PUBLIC
PARKING

19
52
Parking Garage
6315 S Ashland Ave
Open 24 Hours

19
Clark/Lake

94
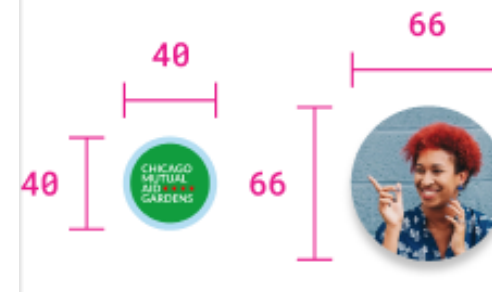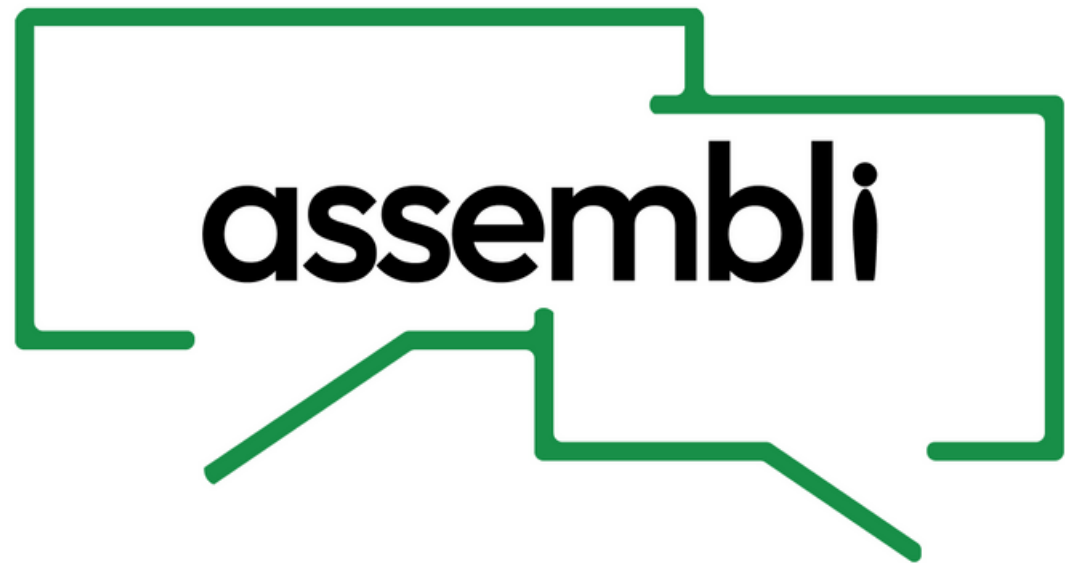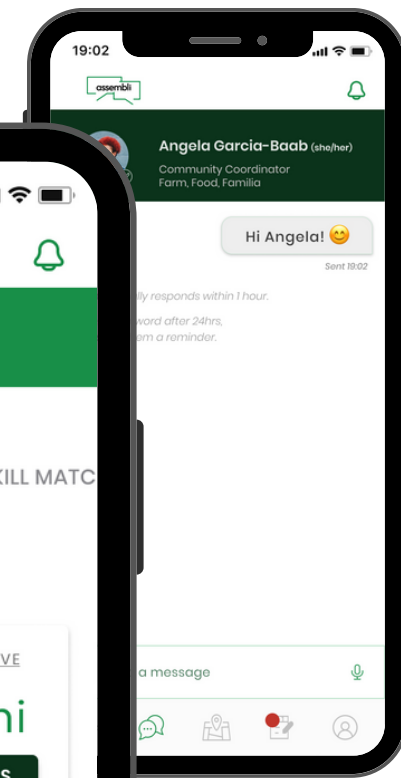
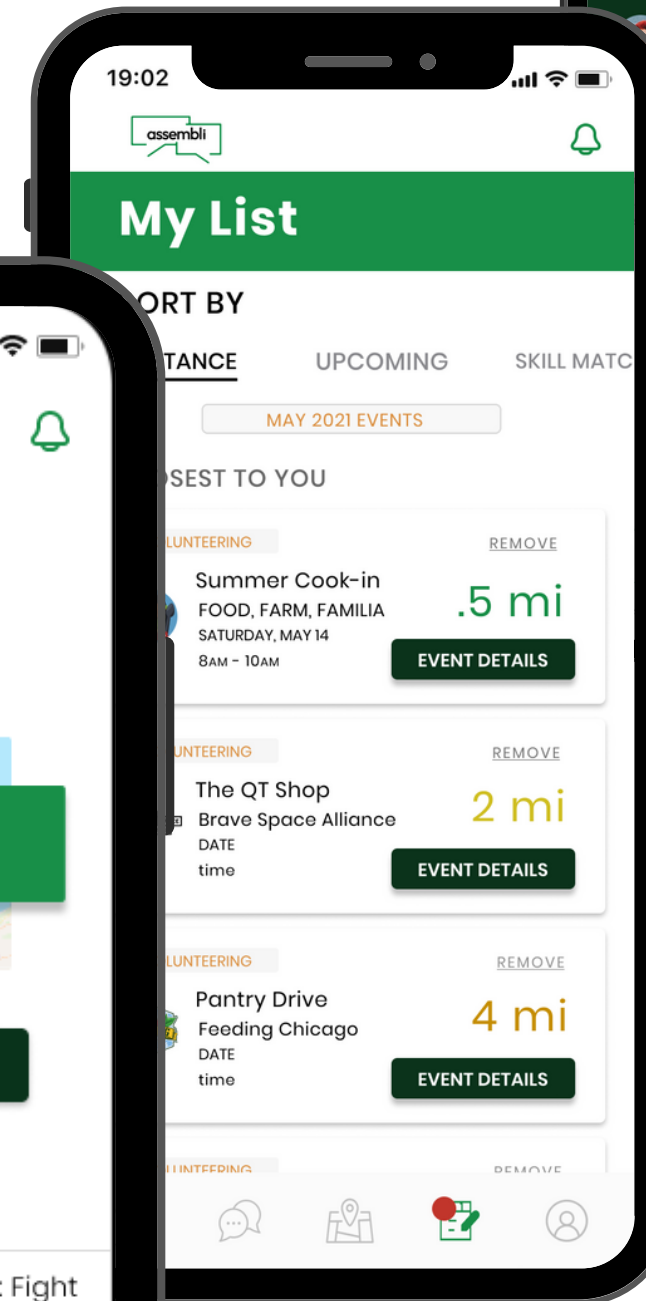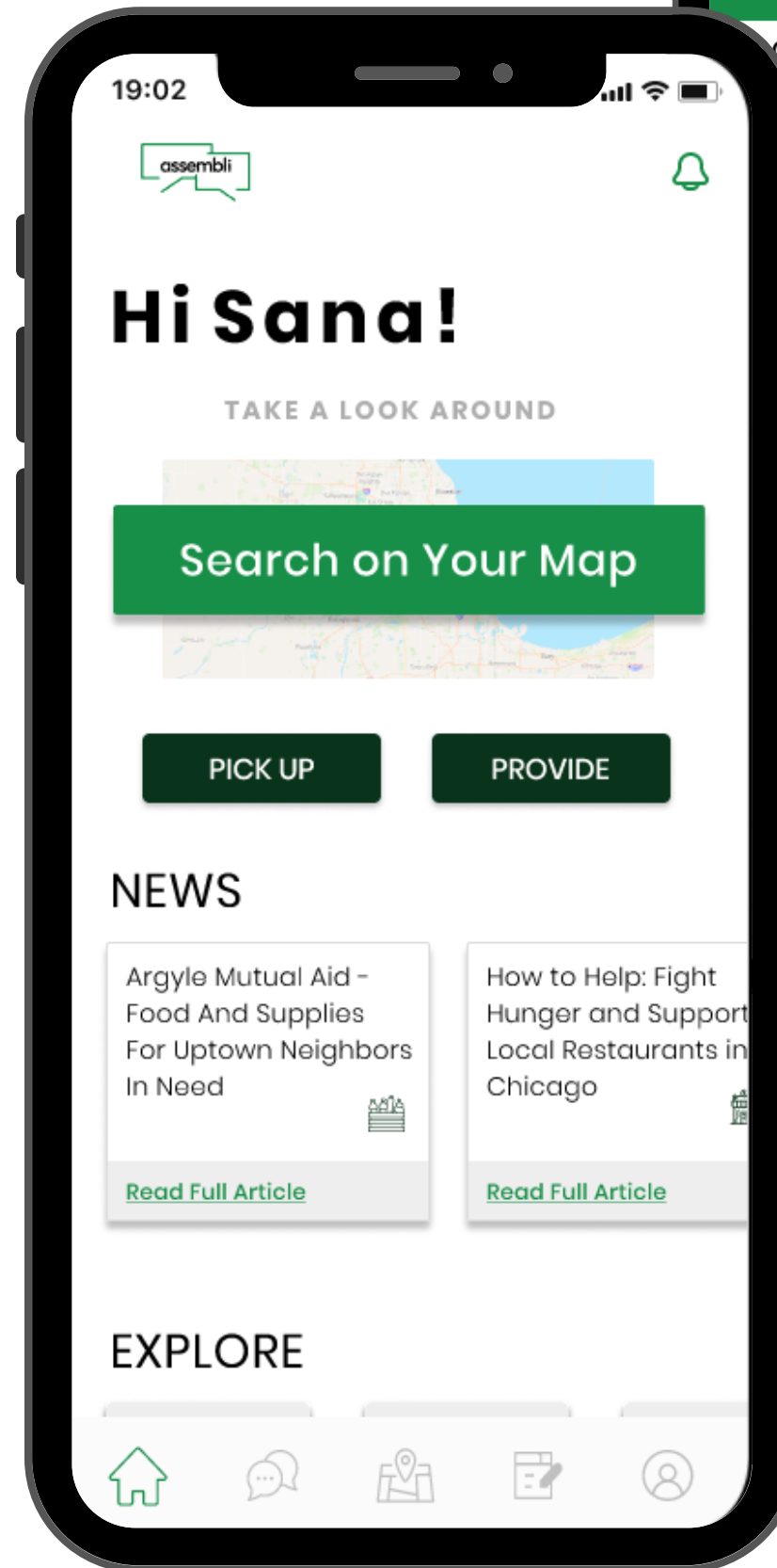# SIDE-BY-SIDES OF MID-FI AND HIGH-FI
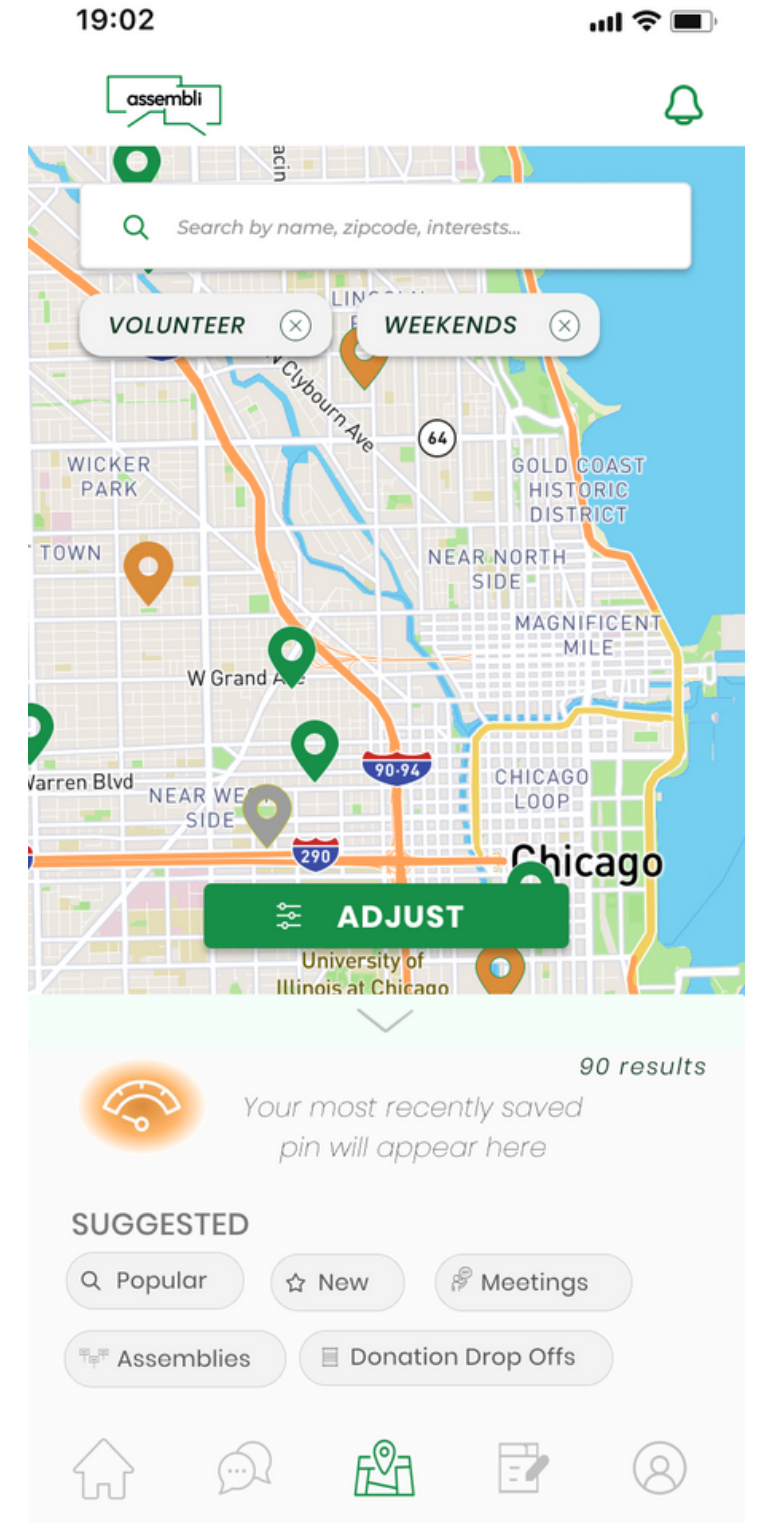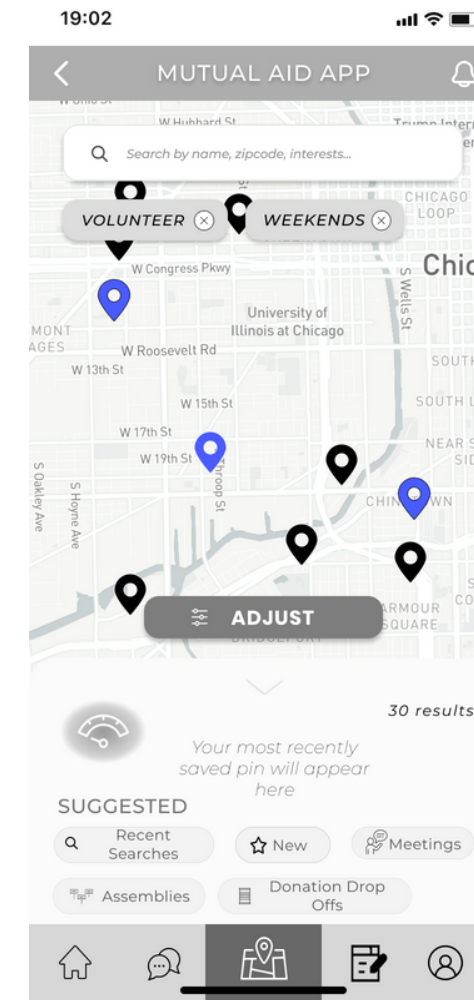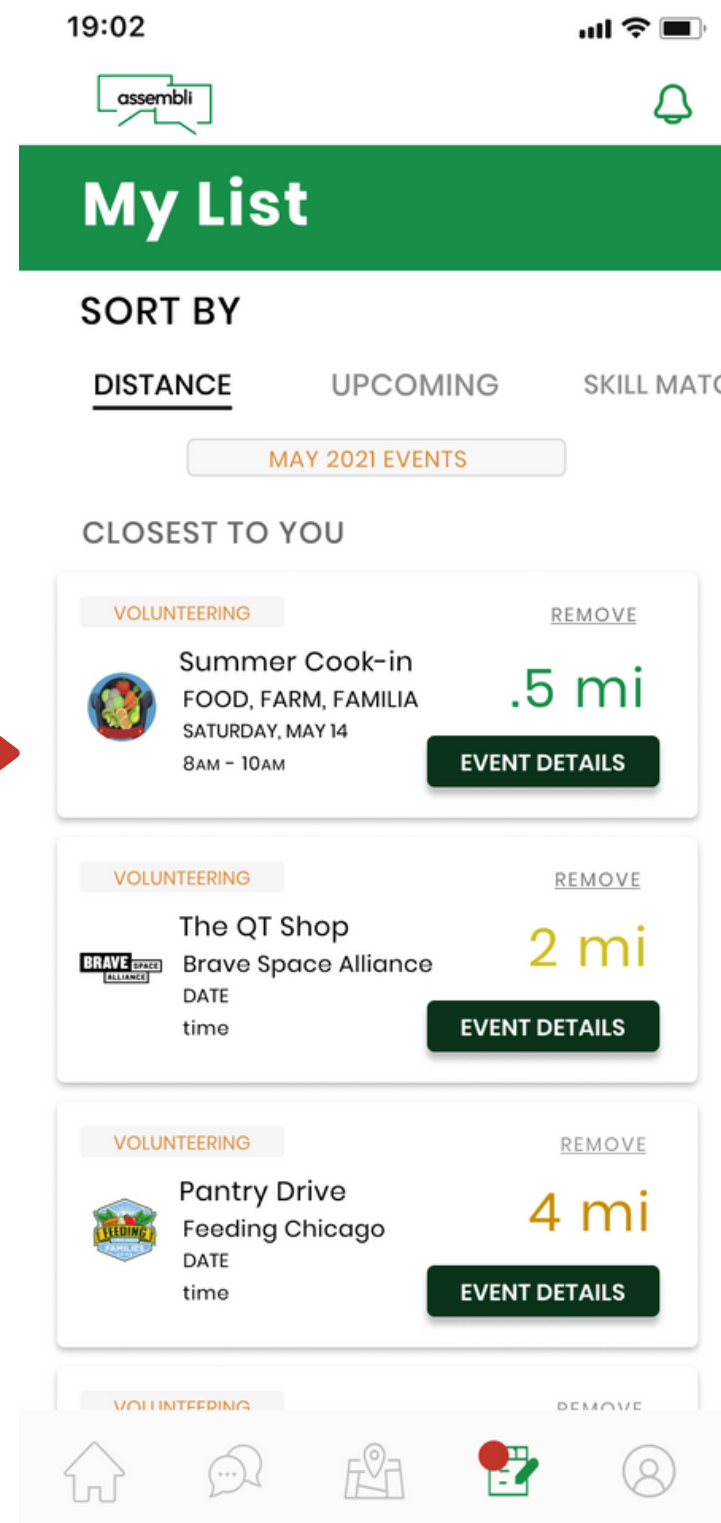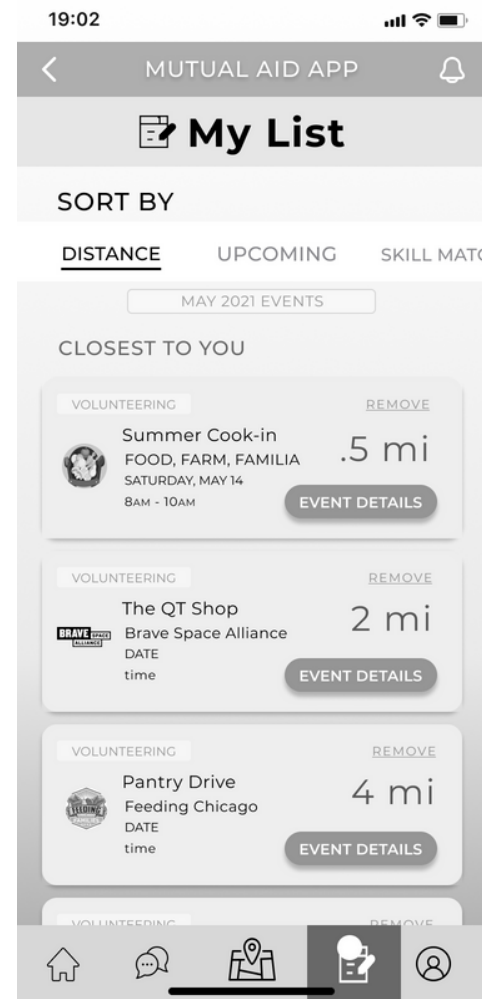
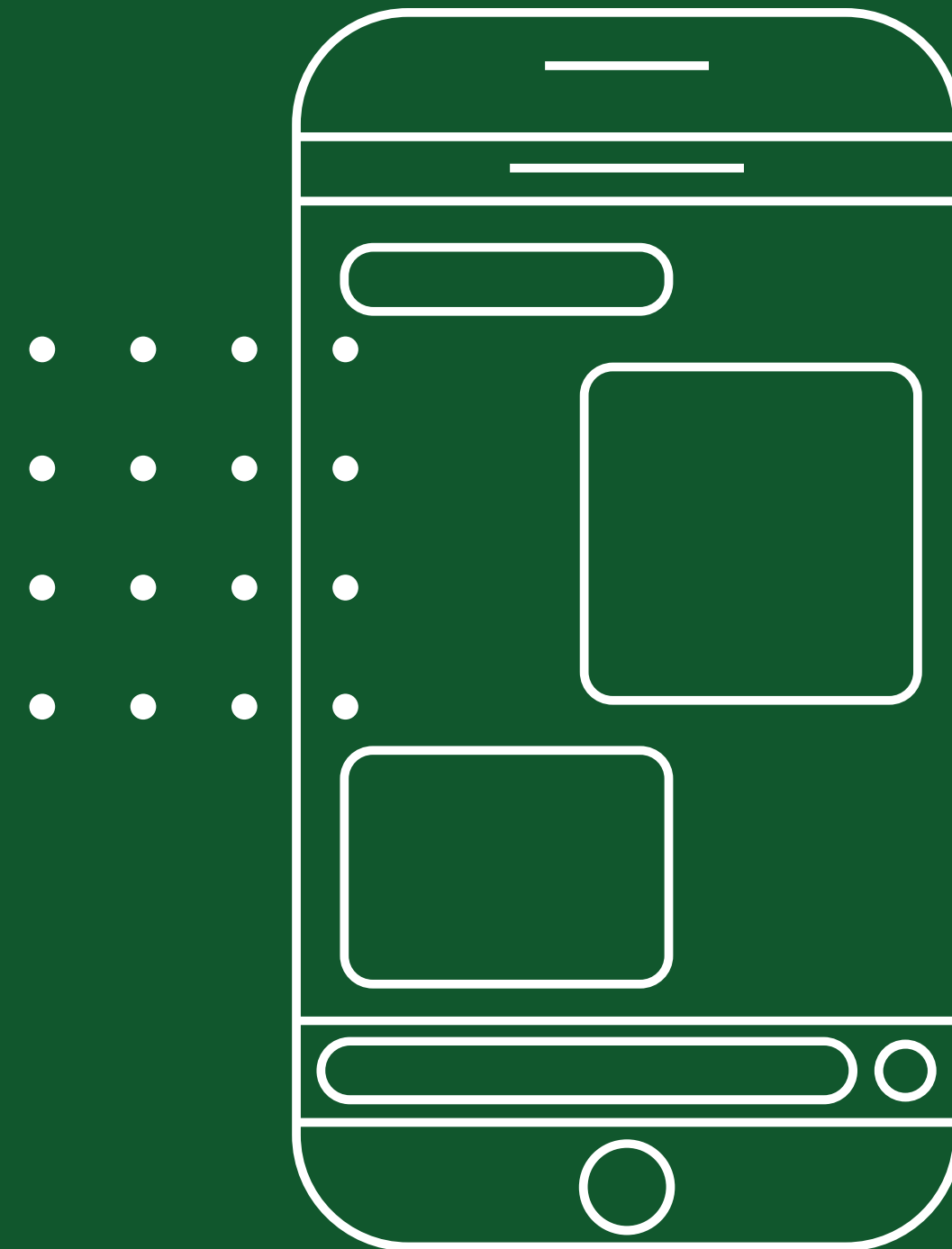# FLOW RECAP

Search for options

Compare & Choose

Start a conversation
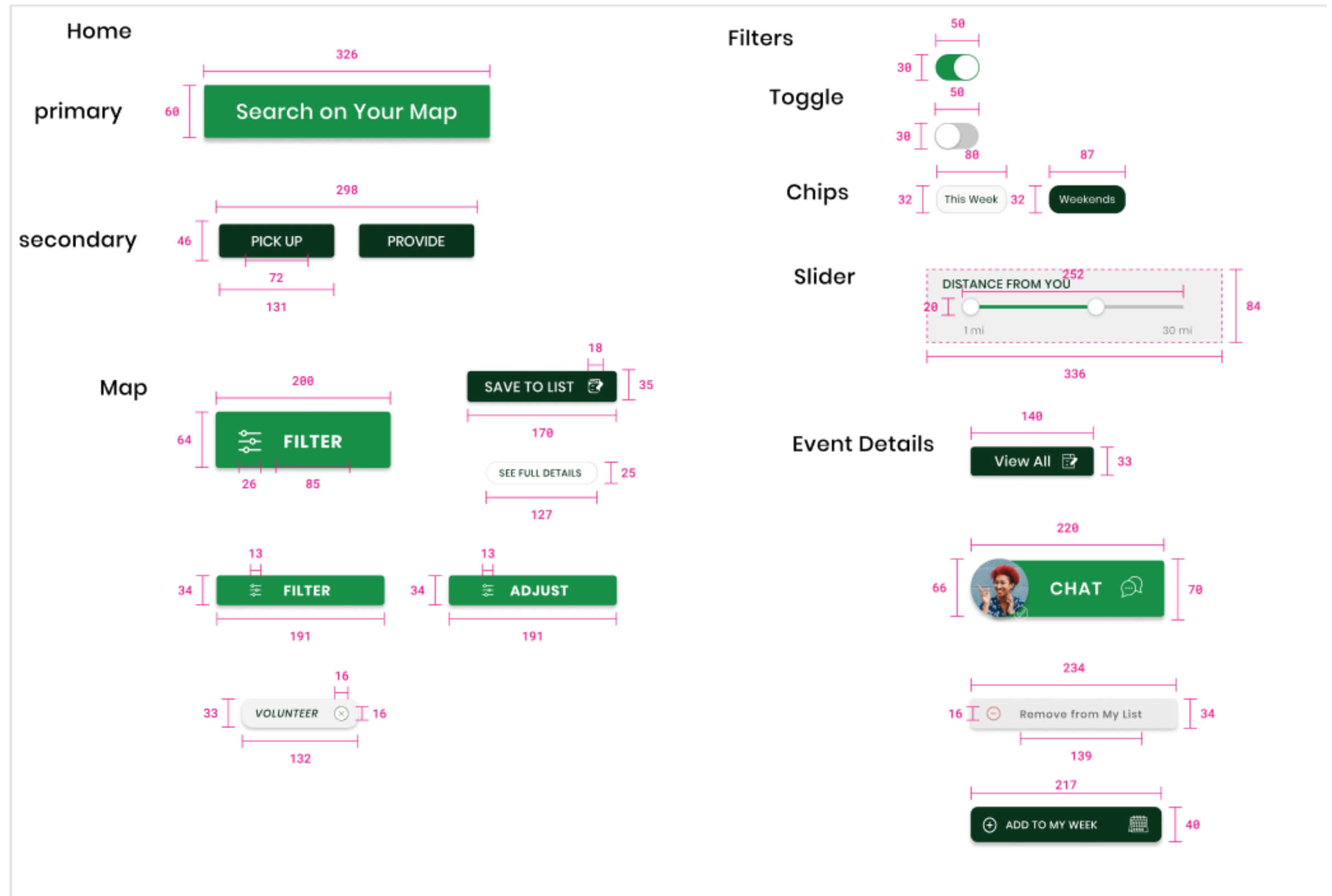
assembli

View Hi-Fi Prototype in Figma

UI LIBRARY

A closer look at assembli's elements

Full Library

BUTTONS

- Differentiated from white negative space

- Padding at 10px

- Secondary action accentuated with Dark Green,

CARDS & IMAGES

Home

News

Argyle Mutual Aid - Food And Supplies For Uptown Neighbors In Need

Read Full Article

153
178
33

Explore

Community Gardens in Albany Park

Learn More...

137
40
112

Map & My List

Event Quickview

92
15
15

VOLUNTEERING

Summer Cook-in
FOOD, FARM, FAMILIA
MAY 14

84
18
336

My List Card

336
108
71
16

VOLUNTEERING
REMOVE

Summer Cook-in
FOOD, FARM, FAMILIA
SATURDAY, MAY 14
8AM – 10AM

.5 mi

EVENT DETAILS

36
129
122

366

VOLUNTEERING   REMOVE
Summer Cook-in
FOOD, FARM, FAMILIA
SATURDAY, MAY 14
8AM – 10AM
.5 mi
EVENT DETAILS

VOLUNTEERING   REMOVE
The QT Shop
Brave Space Alliance
DATE
time
2 mi
EVENT DETAILS

VOLUNTEERING   REMOVE
Pantry Drive
Feeding Chicago
DATE
time
4 mi
EVENT DETAILS

VOLUNTEERING   REMOVE
Free Yard Sale
Avondale Mutual Aid
DATE
time
6 mi
EVENT DETAILS

VOLUNTEERING   REMOVE
Free Yard Sale
Logan Square M.A.
DATE
time
6 mi
EVENT DETAILS

10pt padding
781

Event Details

Details

DETAILS
Saturday 9AM – 12PM
Ogden Park

Join FFF at Ogden Park, Saturday morning! Seeking volunteers to help prepare, catalog, and store community meals

Please bring proof of COVID-19 vaccination, or negative test

154
300

COMMUTE DETAILS
PUBLIC   PARKING
52   Parking Garage
               6315 S Ashland Ave
Clark/Lake   Open 24 Hours

94
264

SKILLS
CULINARY
ORGANIZATION
TEAMWORK
ENGLISH/SPANISH

149
20
171

GROUP IDEALS

FFF provides weekly nutritious and culturally significant meals in Little Village, Englewood, and South Chicago.
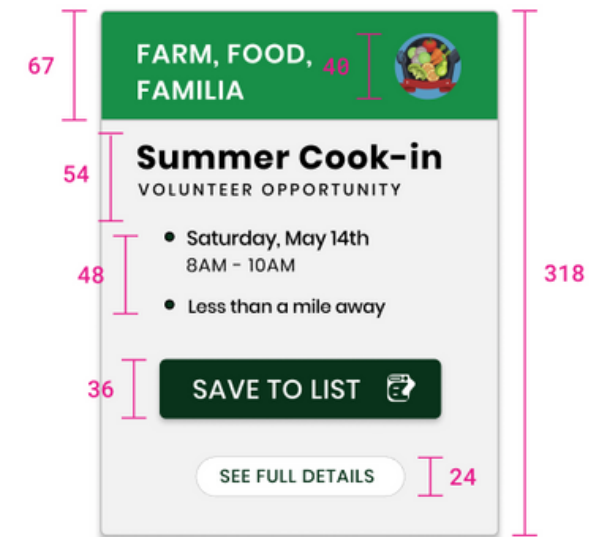
More ...

40
141
329
210
35
100
321
321

Chat

Chat

Angela Garcia-Baab (she/her)
Community Coordinator
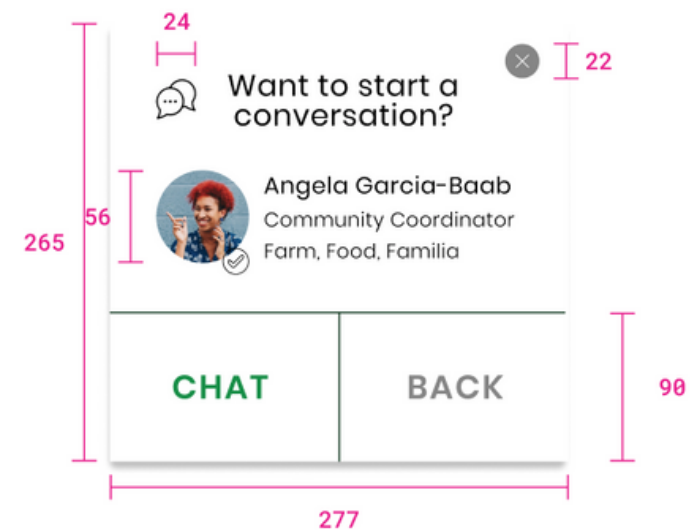Farm, Food, Familia

375
108

Send a message

375
60
16

MODALS

- Convey text-heavy info without overwhelming
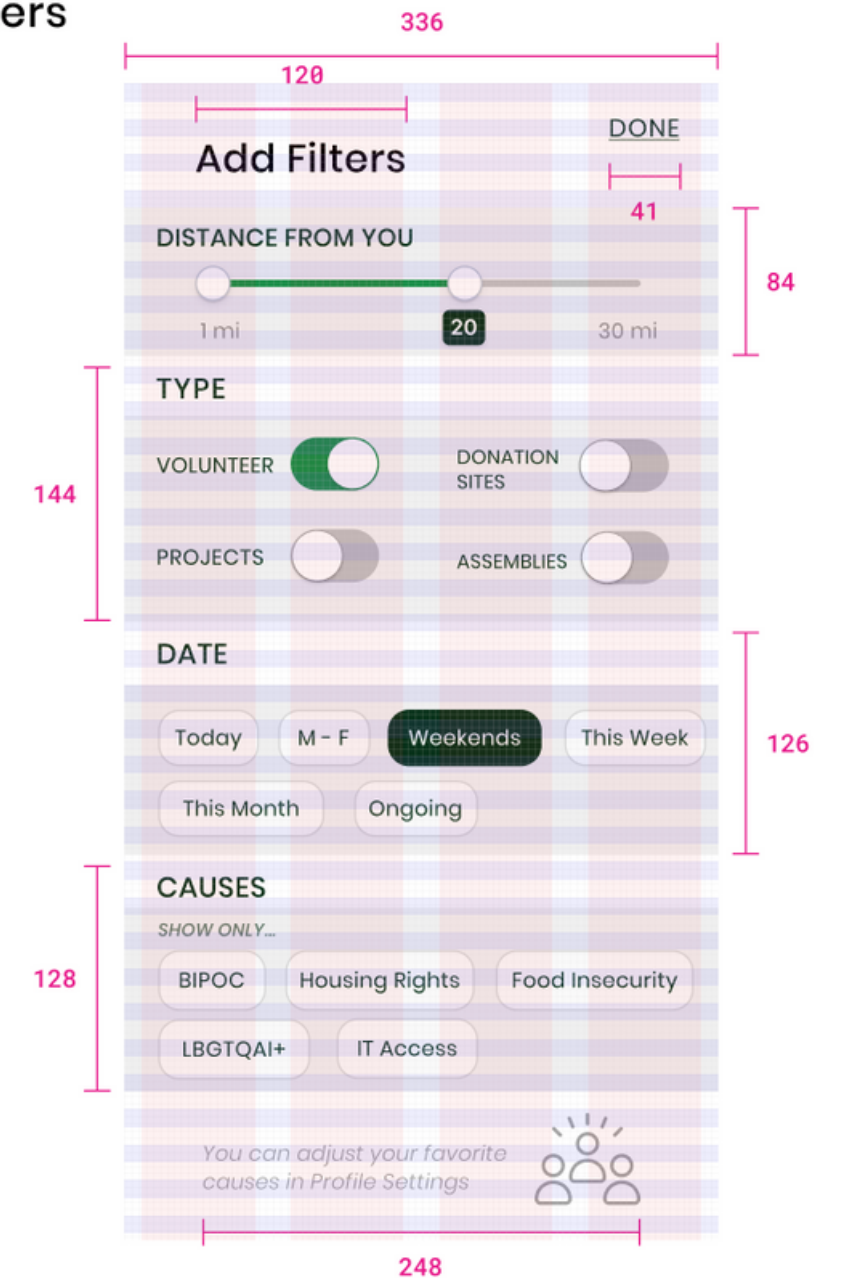- Emergency Exits available and uniformly in the top right corner

Event Details Pin

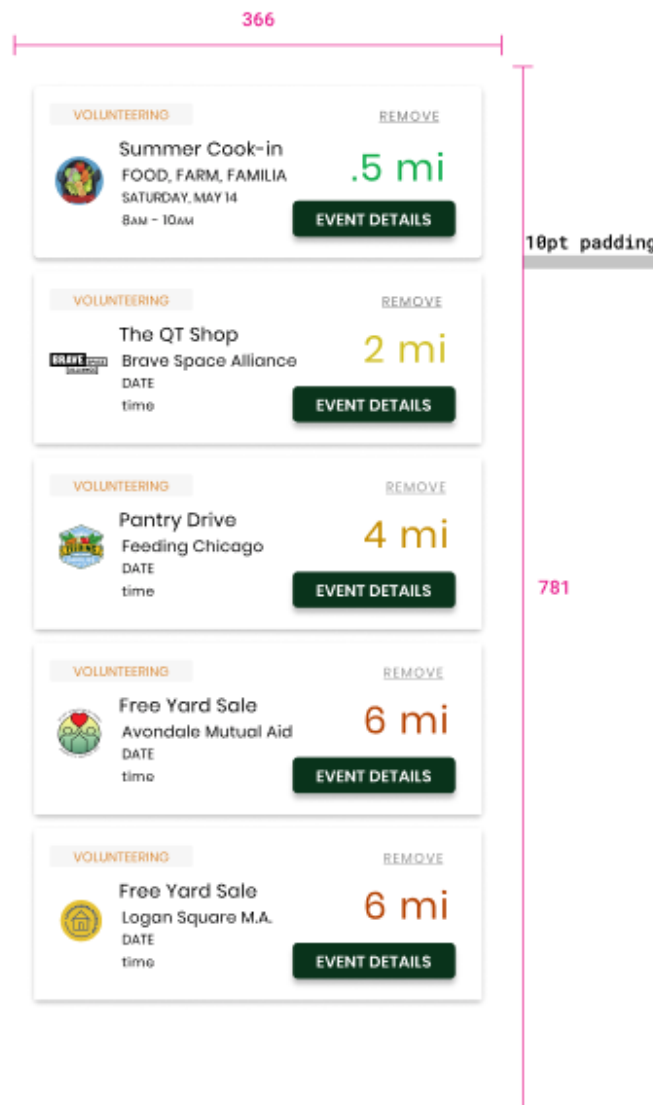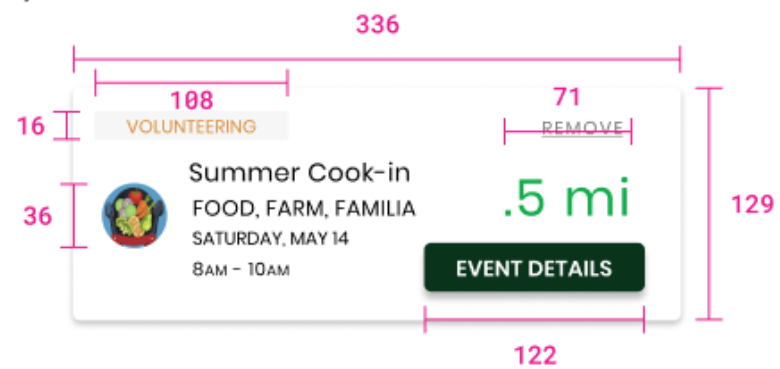
Are You Sure

Filters

CARDS & IMAGES

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Brave Space Alliance
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2 mi

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VOLUNTEERING   REMOVE

Pantry Drive
Feeding Chicago
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4 mi

EVENT DETAILS

VOLUNTEERING   REMOVE

Free Yard Sale
Avondale Mutual Aid
DATE
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6 mi

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VOLUNTEERING   REMOVE

Free Yard Sale
Logan Square M.A.
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Chat

Chat

Angela Garcia-Baab (she/her)
Community Coordinator
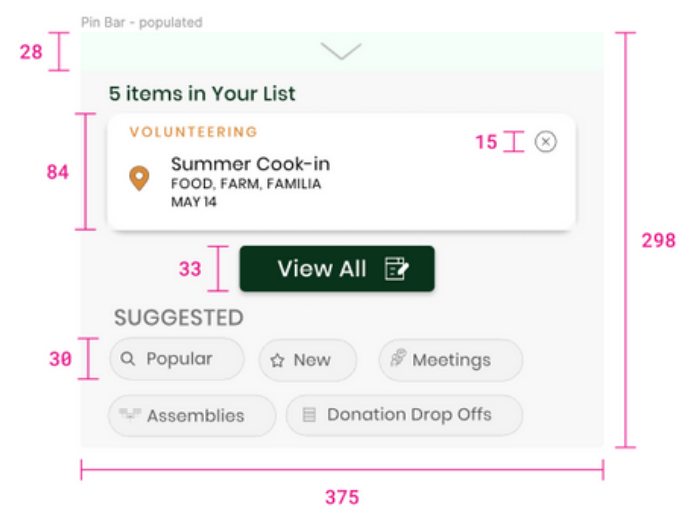Farm, Food, Familia

375
108

Send a message

375
60
16

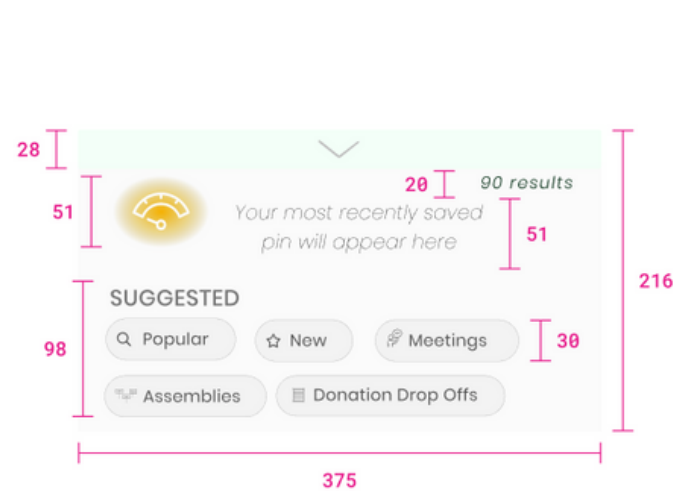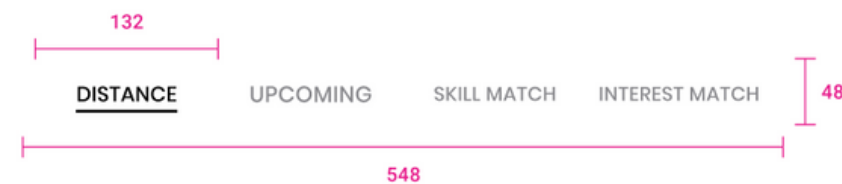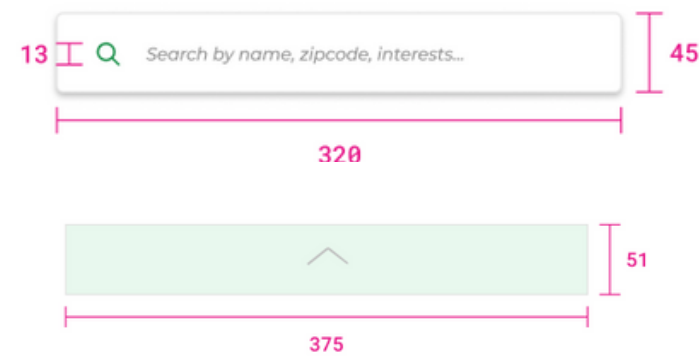# MENUS & BARS

- Help user find their location within the app
- Easy to find - attention pulling
  - Should not compete with CTAs for user attention

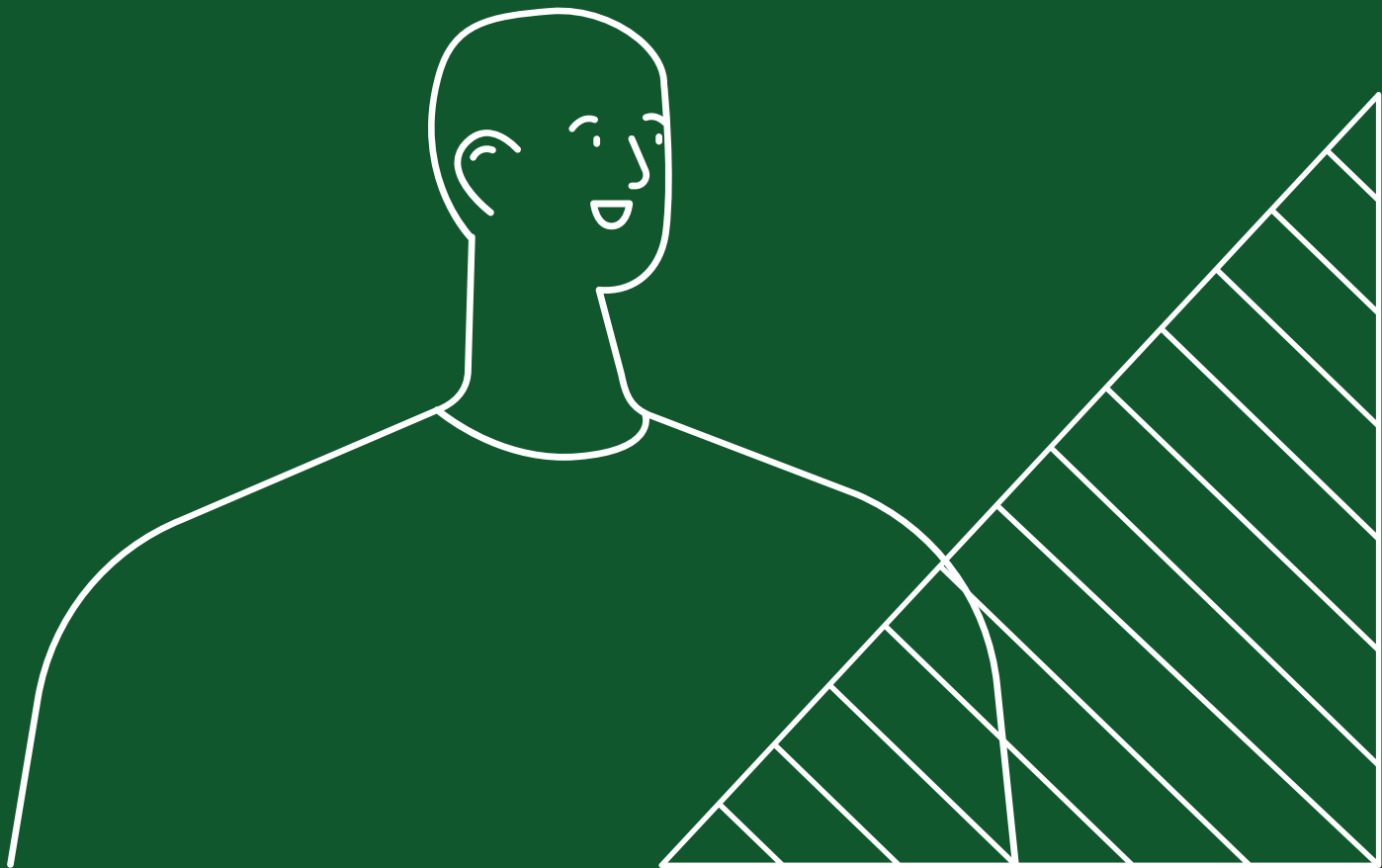## Map & My List

Search Bar

Global

Top Menu

Bottom Nav

WHERE WE GO FROM HERE

- Continued Testing

- Pathways to Event Details and other useful information without seeking info through map

- Set up alerts and notifications for events user is likely interested in
  - Personal calendar - user can manage events in-app

- Reach out to local aldermen, council people, and officials for potential funding and publicity

Thank You

APPENDIX

Links

Mood Board

UI Inspiration

Color Contrast Test

UI Library

Prototype

Sources

The Janine Soleil Abolitionist Youth Organizing Institute (AYO, NYC), a collaboration between Project NIA & EFA Project Space. Mariame Kaba, 2020.