LOUD

LOUD is a platform that allows people to create, find and join protests worldwide.
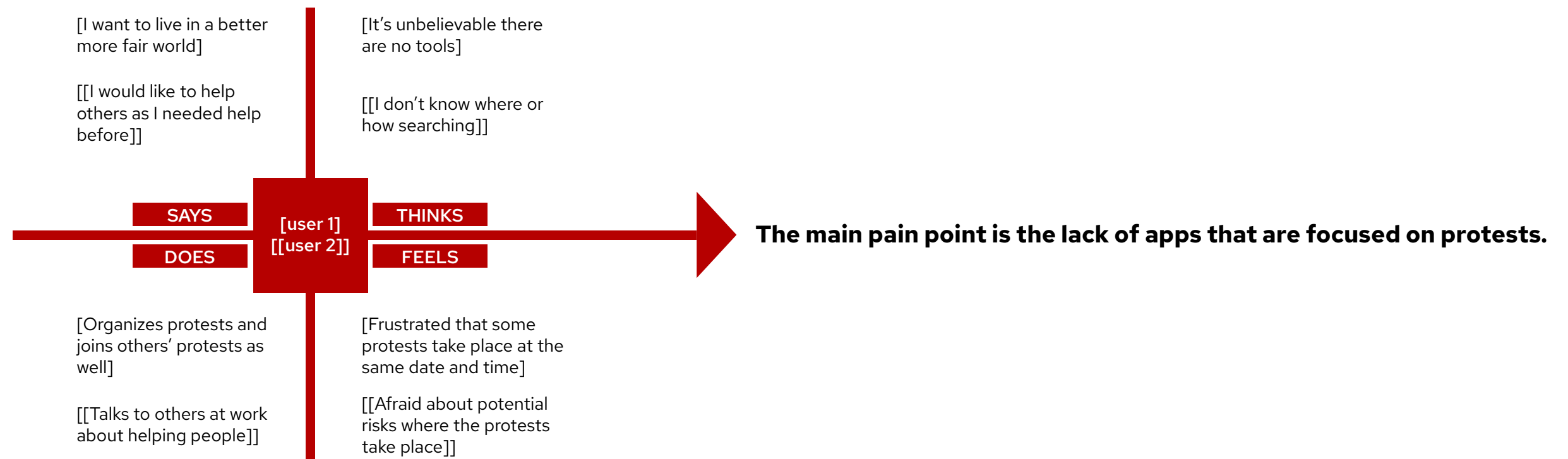
There's a lack of tools to organize this type of event as well as to be aware of them. The usual venues to communicate these actions are social networks and messaging apps, which entail miscommunication and many functionality gaps.

People usually find out about these demonstrations through media, posters, or hand-out brochures, which is good if they are at the right place and time. Still, these methods are potentially missing many people who might be interested in joining protests.

THE USERS AND THEIR NEEDS

We conducted secondary research and, in addition, interviewed a person in the world of activism as well as other person who might be interestesd in helping others by raising their voice.

The outcomes of this research traced the path to follow in determining two primary types of users, one being the consolidated activist and the other the baby protester, who correspond to those who join protests sporadically or even those who never did before because of the lack of visibility.

[I want to live in a better more fair world]

[[I would like to help others as I needed help before]]

[It's unbelievable there are no tools]

[[I don't know where or how searching]]

SAYS

[user 1]
[[user 2]]

THINKS

DOES

FEELS

The main pain point is the lack of apps that are focused on protests.

[Organizes protests and joins others' protests as well]

[[Talks to others at work about helping people]]

[Frustrated that some protests take place at the same date and time]

[[Afraid about potential risks where the protests take place]]

LOUD

As explained before, we came up with two different types of user, which led us to create two different personas, the *consolidated activist* and the *baby protester*.

Adriana

"There's a huge lack of organization. Several protests are set on the same date and time, and even for similar purposes. People can't attend more than one and the organizers are missing the opportunity of gathering more protesters."

Age: **23**
Education: **Studying Bachelor of Arts**
Hometown: **Amsterdam, Netherlands**
Family: **Lives with her girlfriend**
Occupation: **Student/part-time cashier on a supermarket**
Action Level: **Consolidated Activist**

Goals

To be able to attend as much as protests as possible.

To find protests other than the ones I'm aware of.

To be able to create my own events and gather people to attend them

Frustrations

To see how organizers set similar protests in different settings so we are missing the opportunity to get all together and have more voice.

To not get notified of changes on time.

Adriana is a very socially compromised person who pursues the idea of living in a better-for-all world. She's well-connected and usually knows about upcoming protests because someone in her circle spreads the voice. However, she gets frustrated when this doesn't happen and misses a protest.

Eugene

"I've had to protest in the past against the company I was working for together with other few peers, and we felt alone, just a handful of folks getting their voices muffled by the noise of the big fish. We would have liked to have much more people supporting us and making us stronger. I want to help others in the same situation."

Age: **51**
Education: **High School**
Hometown: **Jonesboro, Georgia**
Family: **Married, four children, three of them living at home**
Occupation: **Warehouse worker**
Action Level: **Baby Protester**

Goals

To be aware of protests near him, see info, including level of danger, and learn how to join them

To get connected with other people in his area and attend all together, as going alone to this kind of event can be even miserable.

Frustrations

Not knowing where to go in order to find information about upcoming protests that could potentially attend.

Eugene is a hard worker who lives in a small department with his wife and three teenagers, as the oldest one left home already. He has been working in different factories and warehouses his entire life and sometimes has been a victim of social injustices at the workplace. He's now working at a safe and fair place, but he wants to help others who might be in the same situation he was in years back.

IDEATION AND INITIAL DESIGNS AND PROTOTYPES

Each kind of user was more likely to use a different type of device. The *consolidated activist* is more susceptible to use a phone, either website or app, while the *baby protester* will look for demonstrations to join once they have reviewed all the available information primarily through a desktop computer. Because of this user will also use their phone the day of the protest when en route, we decided to start designing for small sizes, following a mobile-first approach.

https://shorturl.at/dkqzC
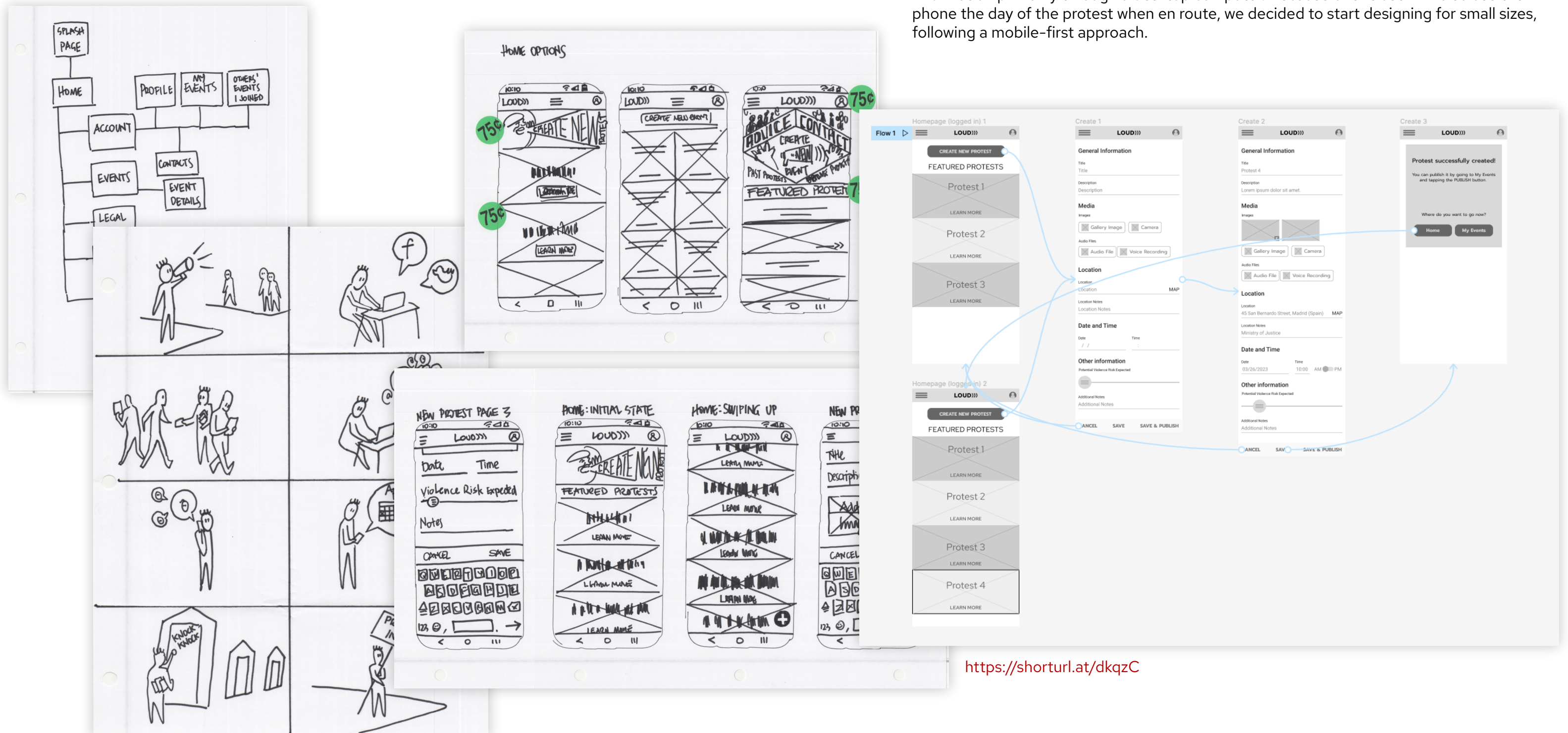
We conducted moderated usability study with two participants who would correspond to the *baby protester* persona (our Eugene) and unmoderated usability test with one participant of the kind *consolidated activist*.

Affinity Diagram

Participant 1   Participant 2   Participant 3

Location issues

Doesn't know exact location but could say where the protest should take place if they see a map

Alberto

They would like to see an additional field for location, so one for the technical address and another one for notes. For instance, the address can be 45 San Bernardo St. and the location notes, Ministry of Justice

Alberto

They wonder if just the name of a building is enough for 'location'

Alberto

Doesn't remember the name of the two streets in whose corners they want to start the march

Alberto

Inaccurate indicators

Afraid of publish it directly if tapping the Save button

Alberto

Not clear how to edit and delete existent protests

Alberto

Navigation issues

Does't know the exact date and time yet but the app force them to enter some value in order to save

Alberto

Expected a confirmation message after creating a new protest and before it goes back to the list

Alberto

Themes/Patterns Identification

1. It was observed that 3 out of 3 subjects had issues with the location field. This means that the location field lacks expected features.
2. It was observed that 2 out of 3 subjects expected confirmation when finishing the protest creation process. This means that users get confused after protest creation.
3. It was observed that 2 out of 3 subjects found some issues while trying to execute actions that were actually available. This means that the way these features are presented doesn't work properly.
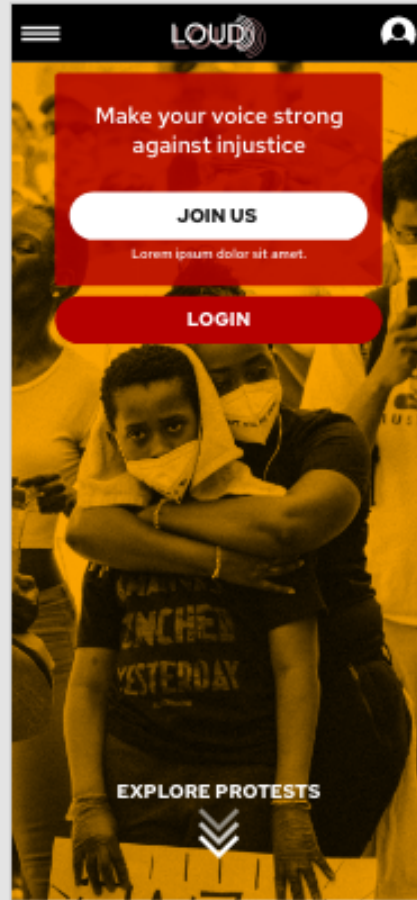
Insights

1. Based on the theme that the location field lacks expected features, an insight is: the location field needs more features, like a map feature and the possibility to include notes. **P0**
2. Based on the theme that users get confused after protest creation, an insight is: a clear message should be shown before going back to the event list. **P0**
3. Based on the theme that the way these features are presented doesn't work properly, an insight is: buttons for saving, edition, and deletion need further revision and probably descriptions close to them. **P1**
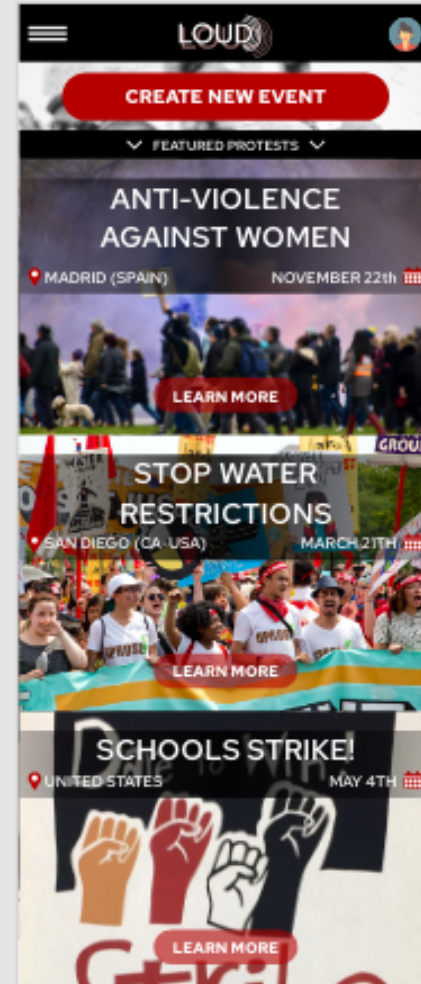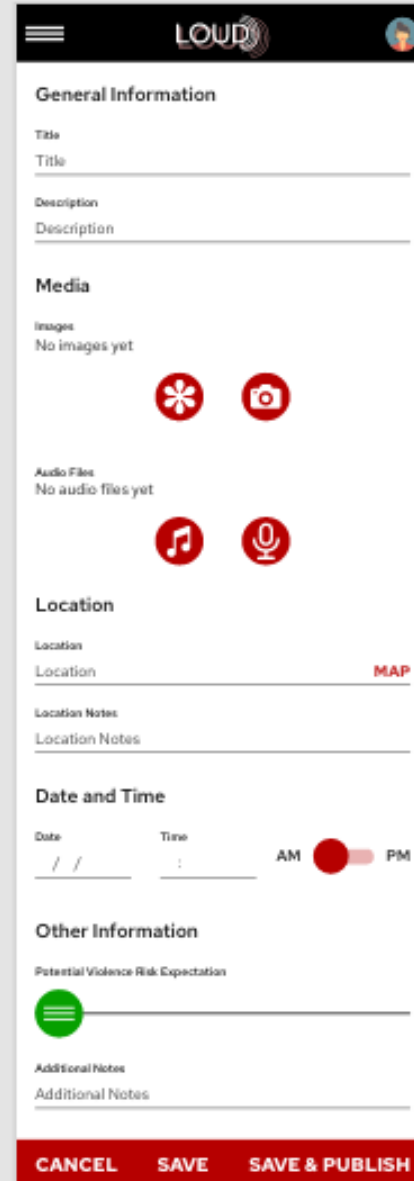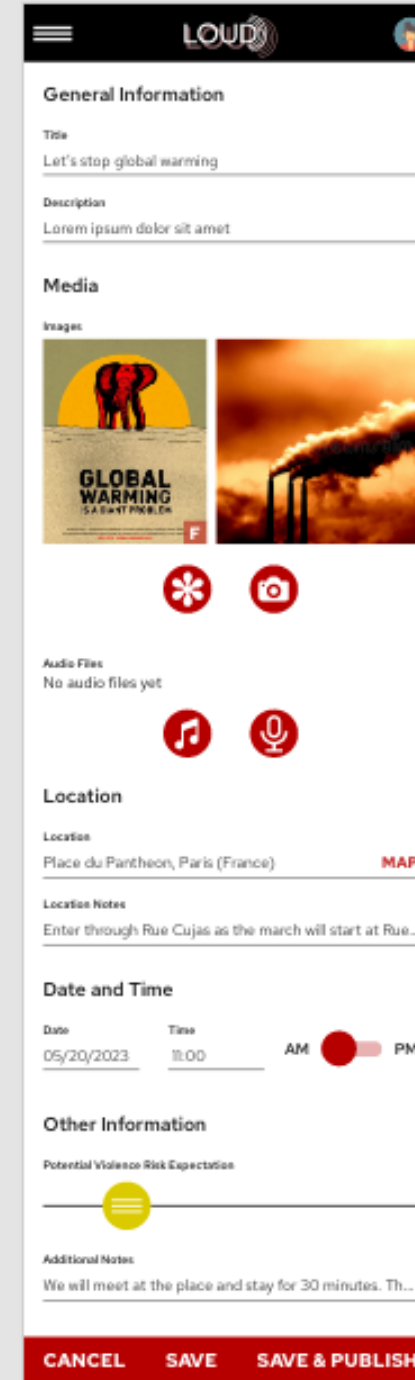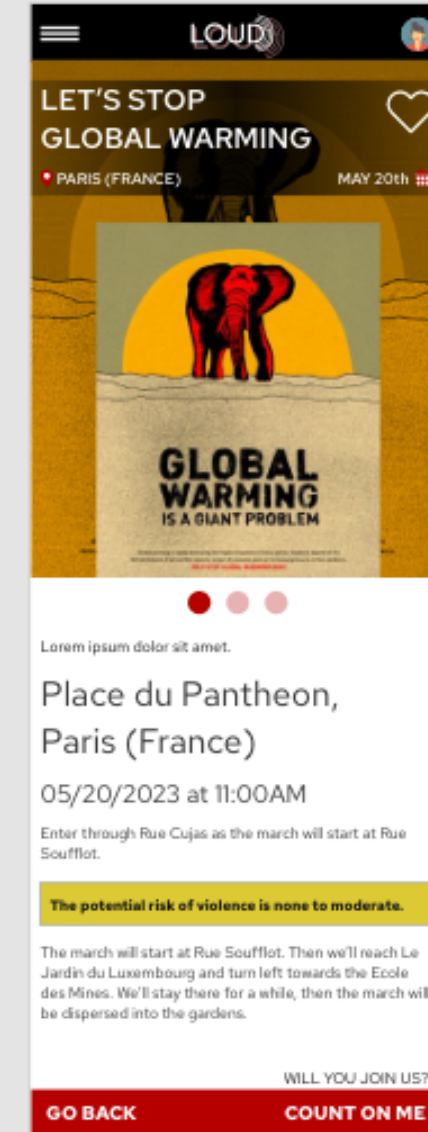
FINAL DESIGNS

Home Not logged in

Make your voice strong against injustice

JOIN US

Lorem ipsum dolor sit amet.

LOGIN

EXPLORE PROTESTS

Home logged in

CREATE NEW EVENT

FEATURED PROTESTS

ANTI-VIOLENCE AGAINST WOMEN

MADRID (SPAIN)   NOVEMBER 22th

LEARN MORE

STOP WATER RESTRICTIONS

SAN DIEGO (CA-USA)   MARCH 21TH

LEARN MORE

SCHOOLS STRIKE!

UNITED STATES   MAY 4TH

LEARN MORE

Create New

General Information

Title
Title

Description
Description

Media

Images
No images yet

Audio Files
No audio files yet

Location

Location
Location   MAP

Location Notes
Location Notes

Date and Time

Date   Time
  / /   :   AM   PM

Other Information

Potential Violence Risk Expectation

Additional Notes
Additional Notes

CANCEL   SAVE   SAVE & PUBLISH

Create New – 1

General Information

Title
Let's stop global warming

Description
Lorem ipsum dolor sit amet

Media

Images

Audio Files
No audio files yet

Location

Location
Place du Pantheon, Paris (France)   MAP

Location Notes
Enter through Rue Cujas as the march will start at Rue...

Date and Time

Date   Time
05/20/2023   11:00   AM   PM

Other Information

Potential Violence Risk Expectation

Additional Notes
We will meet at the place and stay for 30 minutes. Th...

CANCEL   SAVE   SAVE & PUBLISH

Protest detail

LET'S STOP GLOBAL WARMING

PARIS (FRANCE)   MAY 20th

Lorem ipsum dolor sit amet.

Place du Pantheon, Paris (France)

05/20/2023 at 11:00AM

Enter through Rue Cujas as the march will start at Rue Soufflot.

The potential risk of violence is none to moderate.

The march will start at Rue Soufflot. Then we'll reach Le Jardin du Luxembourg and turn left towards the Ecole des Mines. We'll stay there for a while, then the march will be dispersed into the gardens.

WILL YOU JOIN US?

GO BACK   COUNT ON ME

FINAL DESIGNS

ACCESSIBILITY CONSIDERATIONS

The used colors were checked with an accessibility tool (CCA), and we found that white color over pure red is not that accessible, so we changed that color on the entire website.