DREAMSTREAM

Mobile App

The ultimate all-in-one platform designed to uplift marginalized voices across the spectrum of artistic expression. Whether you're a creator or part of any marginalized community, Dreamstream is here to provide the resources, mentorship, and spotlight you deserve.

PROJECT TIMELINE

It took our team approximately 3 weeks to create our final concept for creators to adapt a space designed for them.

Discovery	Ideate	Design

Discovery
- Desk research
- 5 interviews
- Surveys
- Persona
- Design principles
- Refined problem statement

Ideate
- Rapid ideation
- Round Robin
- Contextual scenario

Low fidelity prototypes
- Information architecture
- Pencil wireframes
- Digital wireframes for
- testing Usability study

Usability study
- Usability test plan
- Test execution
- Summary of results

High fidelity prototype
- Look & feel
- Hi-Fi mockups
- Prototype

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My Boss😅

Good morning, Mia. I'm following up on your recent project focused on Marginalized Creators. I'm eager to see the insights from your research. Could you share your approach for identifying the needs of these creators?

Good morning. I will commence the research project by delving into the who, what, and why of the problem we aim to solve. My first priority is to define what constitutes a marginalized creator and analyze the statistical disparities they face. We must identify their everyday challenges as perceived by society and, more crucially, uncover the aspects of their experiences that remain unaddressed and unexplained. Next, by deeply connecting with my research. Reflecting on my

personal experiences, I draw from my upbringing in a marginalized community contrasted with my education at an HBCU in a privileged setting. This stark contrast sparked my curiosity about the distinct perspectives and challenges faced by creators from these backgrounds. To approach this problem objectively, I conscientiously set aside biases and prioritize thorough research. I carefully consider the most effective method, avoiding the temptation to rush into interviews; in this instance, interviews proved the optimal approach to gain nuanced insights and perspectives.

Read 6:08PM

6:28 ☾

MB

My Boss😅

Sounds great! Keep me updated, I'm intrigued to see your research.

Thank you, I will.

Read 6:10PM

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UNDERSTANDING MARGINALIZED CREATORS

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5 Facts about Marginalized Creators

01 Limited Representation

Marginalized creators often encounter lower representation in mainstream media and creative spaces.

02 Systemic Barriers

Marginalized creators may face systemic barriers such as racial or gender biases, discriminatory practices, and unequal access to resources.

03 Tokenization

In some cases, marginalized creators may be tokenized, meaning they are given opportunities solely to fulfill diversity quotas rather than being recognized for their talent and expertise.

04 Intersectional Challenges

Creators who belong to multiple marginalized identities, such as being a woman of color or a disabled individual from an underprivileged background, may face intersectional challenges.

05 Community Empowerment:

Despite the challenges, marginalized creators often form tight-knit communities that support and empower one another. These communities can offer a sense of belonging.

PREPARING FOR INTERVIEWS BY CREATING A:

1. **Research objective**
2. **Key interview questions**

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RESEARCH OBJECTIVE

Our goal was to empathize with, understand, and solve challenges faced by marginalized or underrepresented creatives across various industries. This included addressing barriers such as finding opportunities, showcasing work, and accessing empowering resources to support their success. To the right you will find the lead questions that were asked in our interviews.

Key Questions:

1.What barriers, if any, have you faced as a marginalized creator in your creative journey?

2. Can you describe any instances where you felt your marginalized identity was a barrier to breaking into mainstream creative spaces?

3. How do you perceive the representation and inclusivity of marginalized creators in mainstream media and creative industries? In your view, what are some of the factors that contribute to this representation or lack thereof?

4. As a marginalized creator, what are some of the key aspects you believe mainstream creative industries could improve upon to create a more inclusive and supportive environment for artists like yourself?

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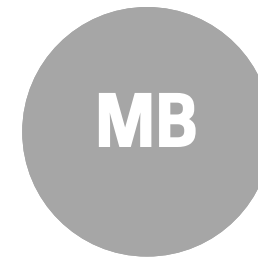
My Boss😅

Hey Mia, just checking in. I heard interviews are around the corner, just want to know your approach to interviewing.

Hi. Inspired by Stacy Abrams' impactful voter registration efforts in marginalized communities across Georgia post the 2020 elections, we decided to focus our research there. We selected 15 creators spanning content creators, bakers, and music producers from three different counties. What united them was a shared disinterest in mainstream success —they were content in their own lanes.

Read 12:06PM

INTERVIEW PARTICIPANTS AND KEY INSIGHTS...

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Who we learned from

We conducted interviews with a diverse cohort of marginalized creators hailing from several counties across Georgia.

15

Total Participants

21-32

Age Range

5

Male Participants

10

Female Participants

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What we set out to learn...

We conducted interviews with a diverse cohort of marginalized creators hailing from several counties across Georgia. The following is a list of the Georgia counties in which the interviewees were born, raised, and presently reside.

Dekalb County

Cobb County

Bartow County

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What we set out to learn...

We have conducted interviews with a diverse array of marginalized creators originating from different counties in Georgia. The following section outlines the occupations of these esteemed individuals.

Photographer

Painter

Writer

Baker

Content
Creator

Music
Producer

Lash
Technician

Music
Artist

Fashion
Designer

Here are the four pivotal insights gleaned from our interviews...

01. **Significance of a strong social media presence**
It appears that your social media status takes precedence over your work-related content, and this might be influencing your overall image or perception.

02. **Deficiency in support from their community.**
Obtaining support from our community proves to be challenging.

03. **Lack of representation in Mainstream**
In their respective industries, creators perceive that there is a limited representation of African Americans, akin to having only one "seat" at the table. Consequently, when mainstream entities venture beyond their established norms to select a creator, they often opt for a solitary individual to take a "risk" on.

04. **Achieving mainstream success is not the goal for everyone**.
Not all creators aspire to attain widespread popularity, fame, or acceptance within mainstream circles. While some creators may strive for broader recognition and acceptance of their work, others prioritize staying true to their artistic vision, connecting with niche audiences, or advocating for specific causes.

2:07 🌙

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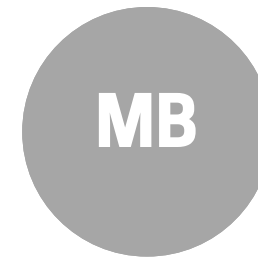
My Boss😅

Good morning, Mia, and Happy Wednesday. I read your interview insights, but could you clarify if and how the underlying problem you set out to find was discovered?

Good Morning, and Happy Wednesday to you!
Unexpectedly, we identified symptoms stemming from the cause, but not the root of the problem. Each creator thrived within their creative lanes, yet this did not address our primary objective. Our insights revealed that the core issue is the lack of resources available to marginalized communities. These creators are often required to distance themselves from their communities to access opportunities, which should not be the case. Without equitable resource distribution, they are unlikely to receive the chances they rightfully deserve.

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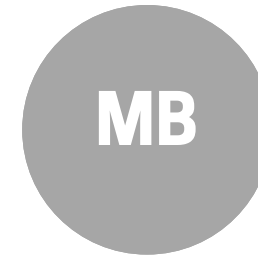
My Boss😅

Good work. So, how are you planning to move forward?

Thank you. After reflecting on the insights, we've decided to shift the direction of our research. If marginalized creators don't recognize the root issue as a lack of resources, we can use the app to advocate and raise awareness by bringing mainstream opportunities directly to them.

Read 12:06PM

DEVELOPING A PROBLEM STATEMENT
HOW MIGHT WE &
A PERSONA..

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Problem Statement :

Hannah Johnson, a talented African American photographer, faces the challenge of limited access to resources and opportunities as a marginalized creator, hindering her journey to gain recognition and break into mainstream creative spaces. She seeks a platform that can address these barriers and provide a supportive platform to showcase her unique perspective and connect with a broader audience.

How Might We:

How might we create a user-friendly app that empowers marginalized creators like Hannah Johnson to discover personalized opportunities, build a supportive community, and gain access to valuable resources, enhancing their chances of breaking into mainstream creative spaces?

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Meet Hannah Johnson

Hannah Johnson, a 28-year-old African American self-taught photographer from Decatur, Georgia, possesses raw talent in capturing moments through her lens. As a marginalized creator, she is determined to gain recognition, break into mainstream creative spaces, and connect with a broader audience through supportive communities and platforms.

Goals & Motivation

1. **Discover opportunities**: to discover various opportunities, such as exhibitions, grants, workshops, and networking events, that cater specifically to marginalized creators.

2. **Personalized Recommendations:** based on her interests, skills, and artistic style, guiding her toward relevant opportunities that align with her goals.

Behavior

- Despite facing challenges as a marginalized creator, Hannah remains determined and resilient in pursuing her dream of becoming a renowned photographer.

- Hannah is open to exploring different platforms and opportunities that can help her achieve her goal of breaking into mainstream creative spaces.

WHEN RESEARCH MEETS DESIGN...

INTRODUCING DREAMSTREAM...

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The ultimate all-in-one platform designed to uplift marginalized voices across the spectrum of artistic expression. Regardless of your background or community, Dreamstream is here to provide the resources, mentorship, and spotlight you deserve.

Selected offerings

- Individuality
- Discovering Opportunitiest
- Inclusivity and Representation
- Personalized Recommendations
- Community Support
- Skill Development/ Mentorship
- Visibility and Exposure
- Streamlined Applications
- Transparent Information

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8:06

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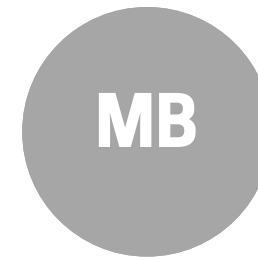
My Boss😅

Good morning, as the design phase kicks off this week, I'm curious about how you're integrating user needs in the app while addressing the underlying root cause.
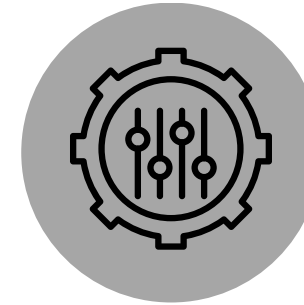
Good morning. I've created a detailed chart illustrating how we connected the main insights from our research to our four key features.
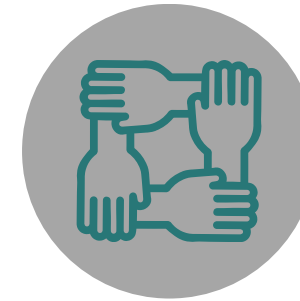
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NOW LET'S HEAR MIA'S THOUGHTS..

01. Significance of a strong social media presence

→ **PERSONALIZATION AND CUSTOMIZATION**

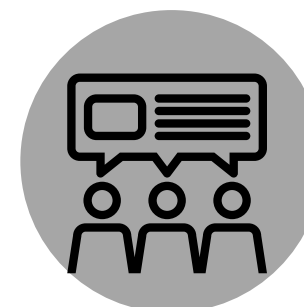**02.** Deficiency in support from their community.

→ **COMMUNITY ENGAGEMENT**

03. Lack of representation in Mainstream

→ **INCLUSIVITY AND REPRESENTATION**

04. Achieving mainstream success is not the goal for everyone

→ **TRANSPARENCY AND FEEDBACK**

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My Boss😅

Sounds great! Keep me updated, I'm intrigued to see your results.

Thank you, I will.

Read 8:09PM

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Accessible to all type of creators

The insights gathered in our research findings defined our 4 design principles

Inclusivity and Representation

Designers should prioritize inclusivity and representation in user research and persona development to create interfaces that resonate with a broader audience, including marginalized communities like African Americans, fostering a sense of belonging.
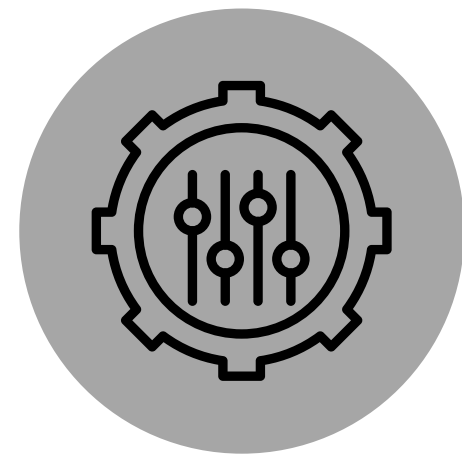
Personalization and Customization

Recognizing that achieving mainstream success is not the goal for everyone, we should implement personalization and customization features that allow users to tailor their experience according to their preferences and objectives.

Community Engagement

We can incorporate features that facilitate community engagement and support within the platform. This could involve creating spaces for discussions, feedback, and collaboration, fostering a sense of belonging and mutual

Transparency and Feedback

Transparency in algorithms and content curation can help build trust with users. Additionally, soliciting and valuing user feedback can lead to meaningful improvements that address the needs of the community.

DEVELOPING A TASK FLOW & WIREFRAMES

SCENARIO

Selected offerings:

We created a scenario to contextualize the problem space and understand how the tool would be used within the context of our persona

Hannah Johnson, an aspiring photographer who isn't interested in becoming "Mainstream" but still have hopes for mentorship, was scrolling through photography blogs, Hannah came across an article about Dreamstream's innovative mentorship program. It piqued her interest and ignited a spark of hope that she could finally receive the guidance she had been seeking.

Hannah's Task Flow

1. Open the Dreamstream App
2. Signs up for the app
3. Discover Mentorship Program
4. Introduction to Mentorship
5. Explore Mentor Profiles
6. Fill Out Mentorship Application
7. Customize Mentorship Application
8. Submit Application
9. Mentor Matching Process
10. Wait for Mentor Match
11. Notification of Mentor Match
12. Connect with Mentor
13. Begin Mentorship Journey

TASK FLOW | WIREFRAMES

Hannah joins Dreamstream to sign up
for the mentorship program. She starts by
onboarding her information.

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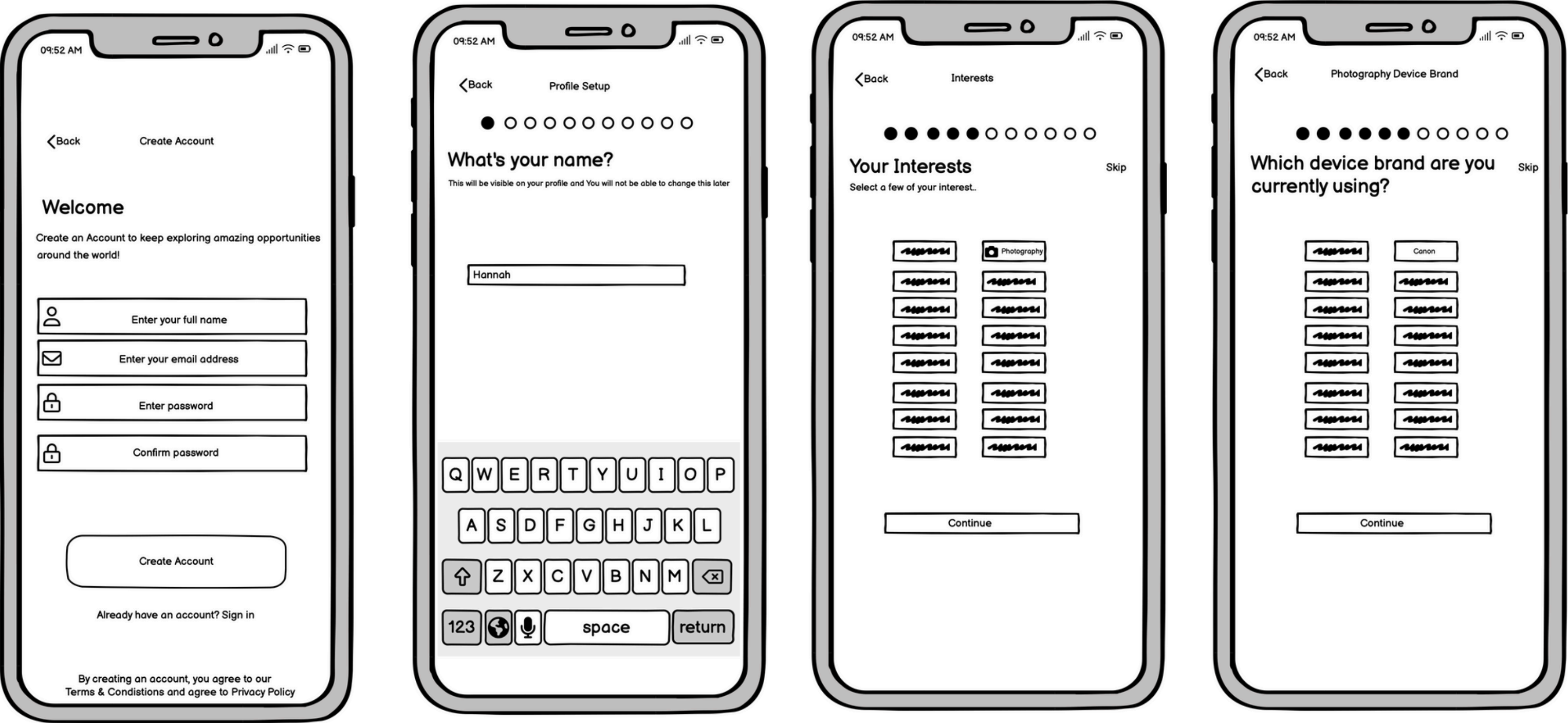
TASK FLOW | WIREFRAMES

Hannah continues onboarding her information..

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TASK FLOW | WIREFRAMES

Hannah finishes her onboarding process,
and selects the Mentor Match to begin
finding a mentor in her current field.

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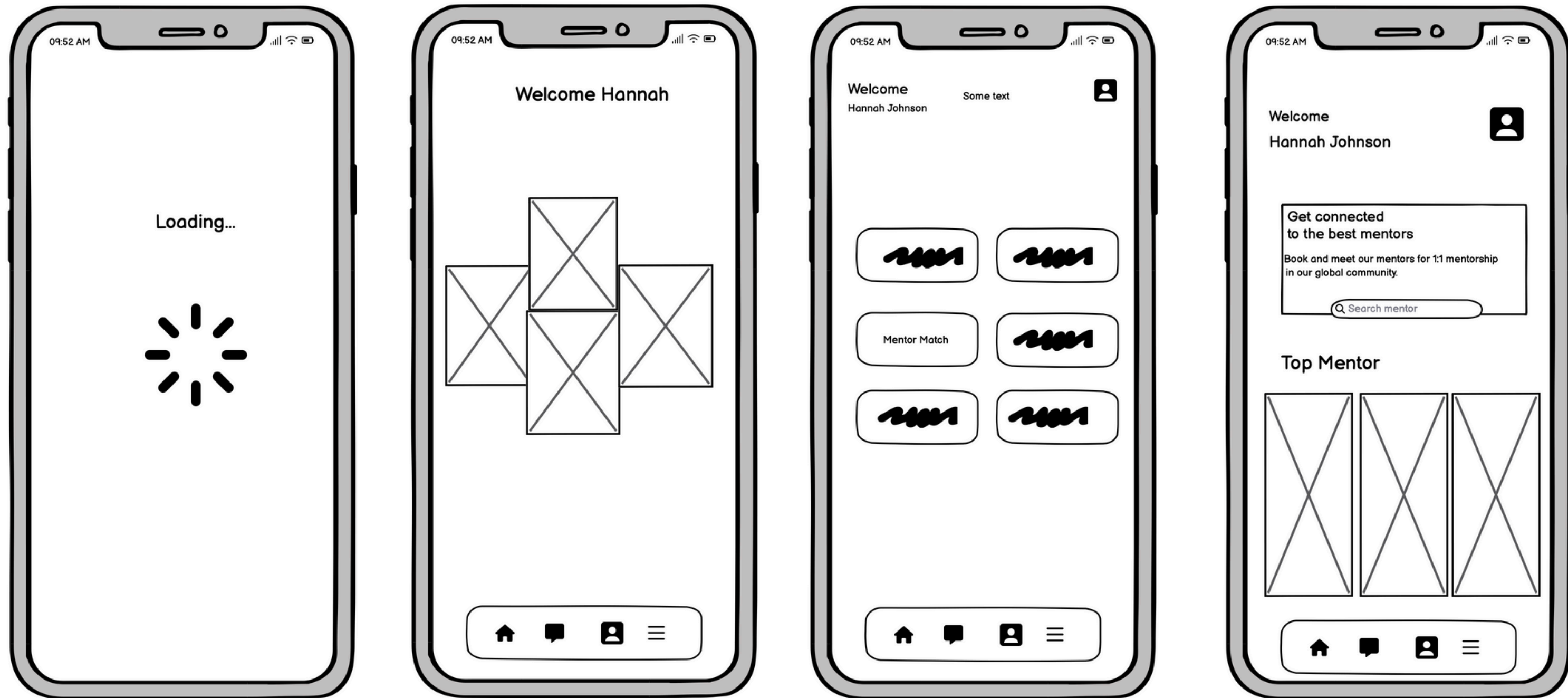
USABILITY TESTING | What we tested

Through usability studies we validated our design decisions with marginalized creators.

USABILITY TESTING | STUDY OVERVIEW

We aimed to enhance user experience by conducting a usability test to evaluate the functionality and effectiveness of our onboarding process. We tested this by creating a usability testing plan for our prototype.

OBJECTIVE
Our objective for this usability study was to determine:
(1) how easy users were
able to onboard signing up for Dreamstream.
(2) the functionality of completing
a specific task flow: finding a mentor

METHODOLOGY
Moderated on zoom

PARTICIPANTS

2 Photographers
2 A Videographer
1 A Content Creator

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USABILITY TESTING | What we found..

After conducting our usability tests, we found several areas of improvement.
The following is a selection of those improvements.

Simplified Navigation

Adjust the homepage of the
profile to involve careful
organized and optimize the
layout to ensure that users can
efficiently access the most
relevant information and
features.

Simplified Onboarding

A shorter onboarding process means
users can start
 using the platform more quickly,
reducing the time
between sign-up and engaging with its
core features.
This immediate engagement can lead
to higher user satisfaction
and lower dropout rates.

LEARNINGS &
OUR NEXT STEPS...

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Building out the Mentorship Match:

- Identify the demand for mentorship programs in your target market.
- Research existing mentorship apps and platforms to understand their features, pricing models, and user feedback.
- Analyze potential competitors and their strengths and weaknesses.
- Identify potential organizations, industry groups, or educational institutions that might be interested in
- collaborating or promoting your mentorship feature.

Building out the Community Showcases

- Identify specific niches, industries, or fields that align with our themes.
- Research online platforms, social media, forums, and websites related to these areas
- to discover noteworthy showcases

Building out Dreamstream App

- Develop a comprehensive business plan that outlines your app's vision, goals,
- and monetization strategy.
- Calculate the amount of funding you require to develop, launch, and market your app.
- Seek angel investors who are interested in supporting early-stage startups.

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My Boss😅

Great Job! I can't wait to see you present your findings to our clients.

Thank you! I'm excited for us to move forward.

Read 3:10PM

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