
Brandon Finn

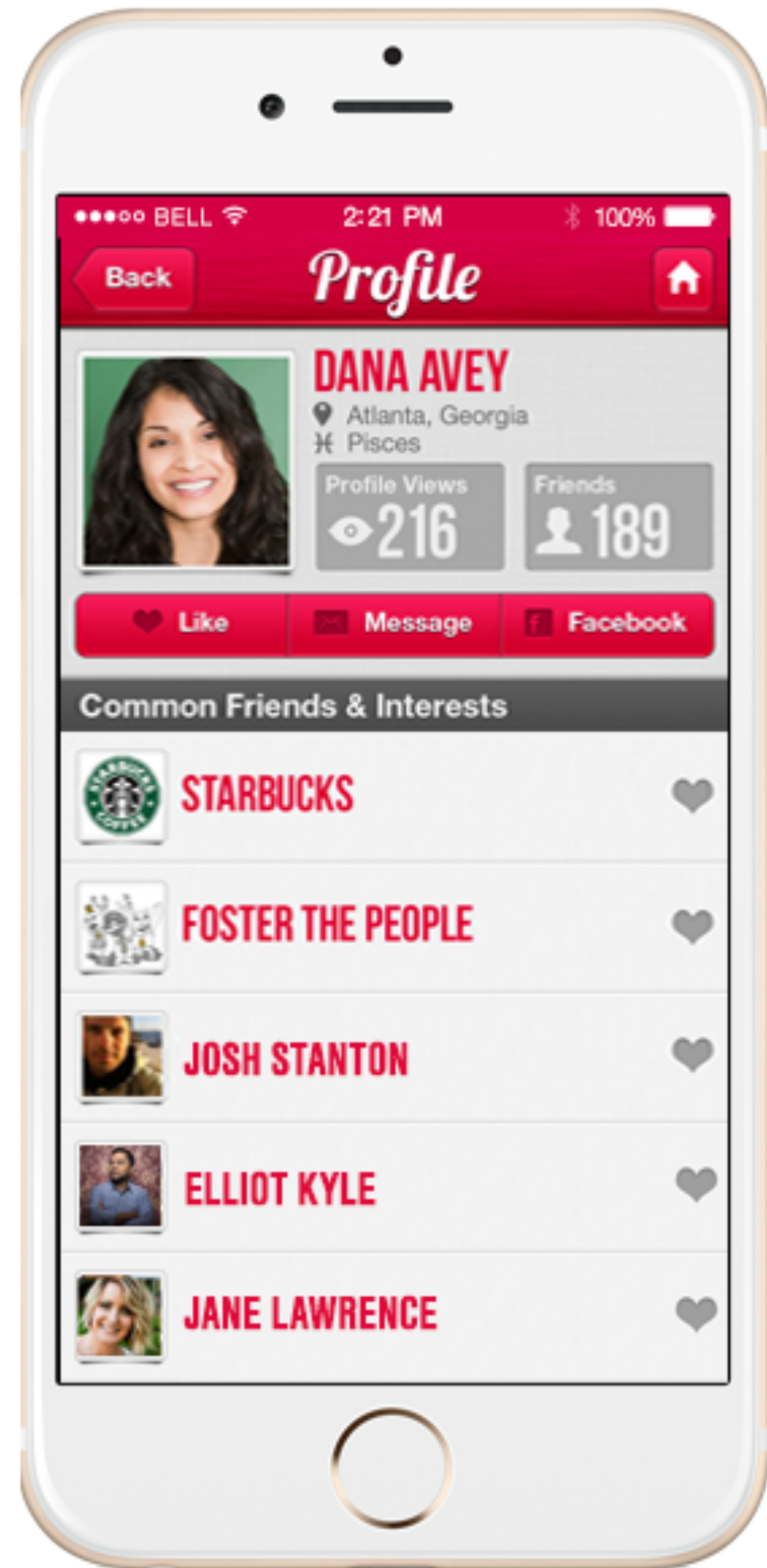
Aloha UX/UI Design Mobile: 2011-2013



Brandon Finn

Product designer

As a product designer, I start by learning everything I can about a project from stakeholders and competitive products, find ways to research what users want and need, evaluate those needs with my team, and design solutions which are validated with users before launching a new product or feature set.



THE PRODUCT

Aloha

Launched in 2011, Aloha was one of the original mobile-first social networks. It was location based, leveraging the facebook friend graph to introduce you to mutual friends in the same location as you.

MY PROCESS



1

Observe & Design

The basis of great design is observation with the goal to understand and develop empathy with the user.

2

Test & Refine

The fun part!
Gathering all the research and creating something new, delightful and useful for the end user.

3

Launch & Results

The most important part.
Did it work?

Observe & Design

Observe

For an existing product

- Start by looking at current user statistics to find bottlenecks or cliffs
- Focus on on-boarding, invites/shares, virality/organic growth & returning users
- Interview current users

Design

For an existing product

- Always design a new signup flow, since this is so important
- Design new features to address the issues observed

Aloha

Observe

From quantitative analysis I identified 2 main points to focus on:

3 minutes

Daily avg. time in app

21%

Weekly returning users

Design

Identified the two main user needs to focus on:

“Users need more to do in the app”

“Users need a reason to come back”

Test & Refine

Test

For an existing product

- User testing 2 per day for 2 week after work hours*
- Include at least one stakeholder in the room for each test, make them just sit and watch
- Choose changes to A/B test on current users

Refine

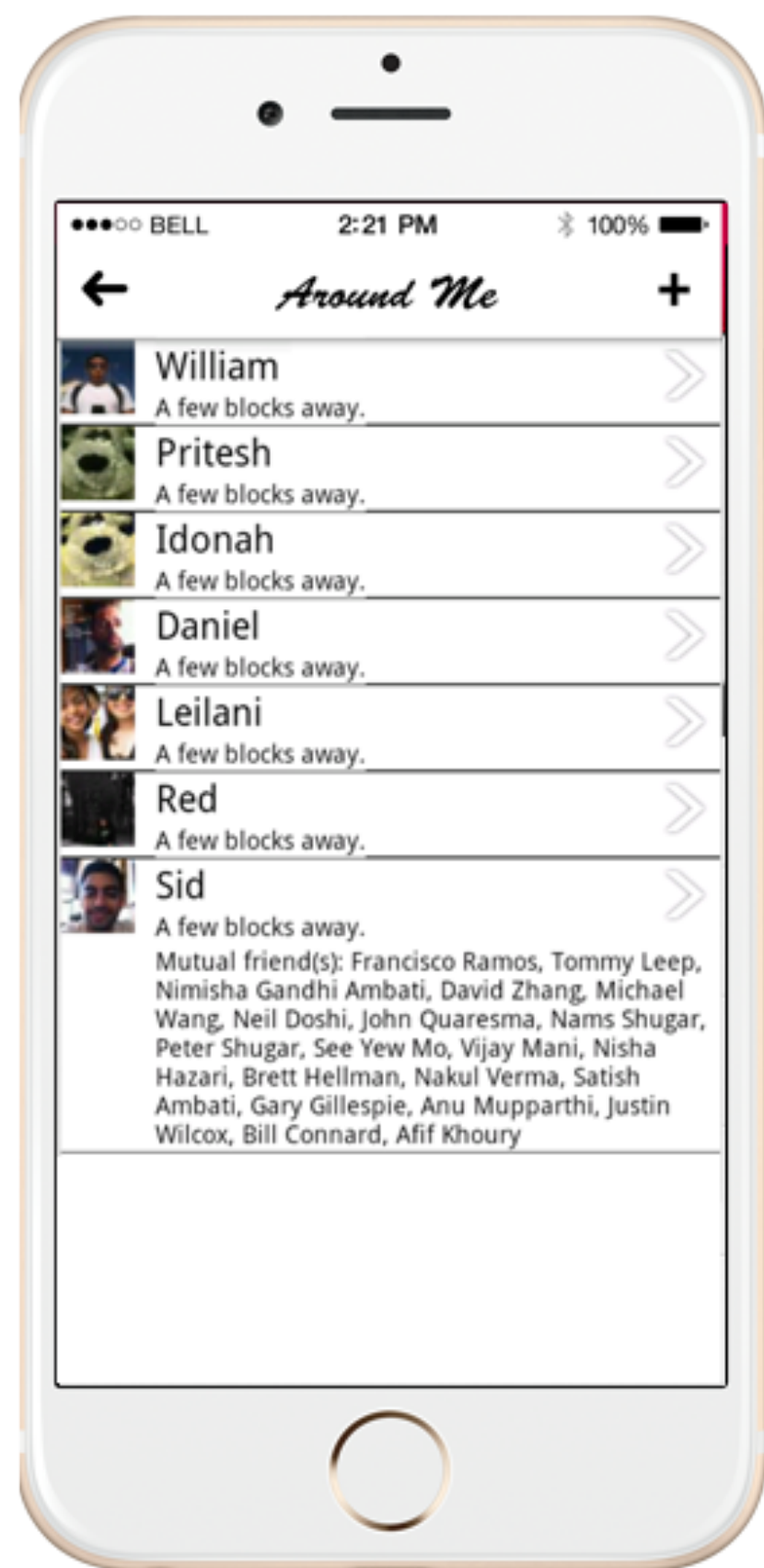
For an existing product

- Use the findings from user testing to decide which features will go to production to A/B test with a larger audience
- Wash-Rinse-Repeat

*If you run user tests during work hours, you only get people without jobs... those people tend to be a bit “quirky” and not a normal cross section of the population

Aloha

Before



Research

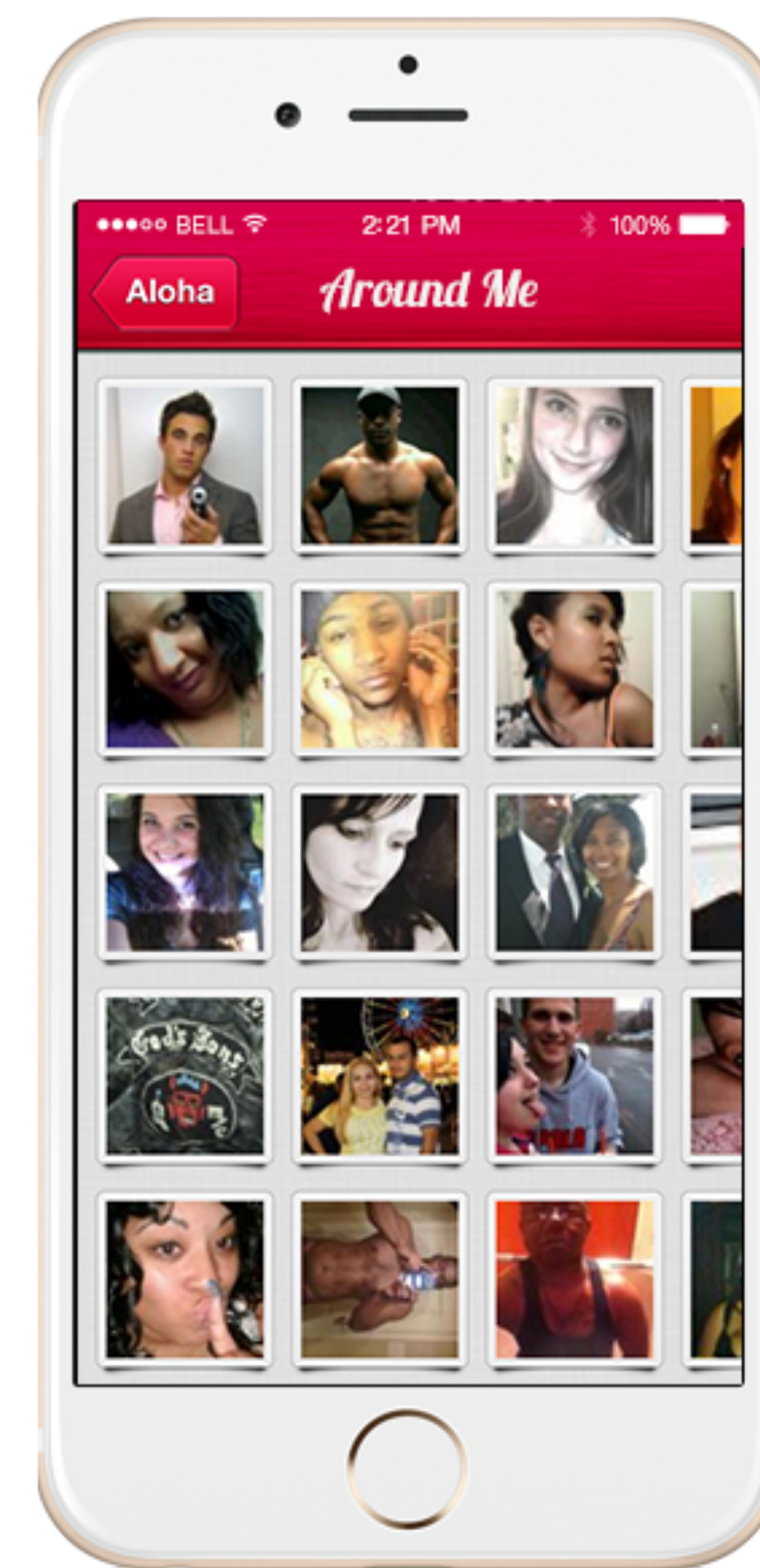
2 golden rules of social:

1. Old follow young
2. Men follow women

Research focused on female perspective:

- Specific distance is **“creepy”**
- **“who are these people?”**
- No one likes reading
- Empty room problem: nothing to do at T0

After

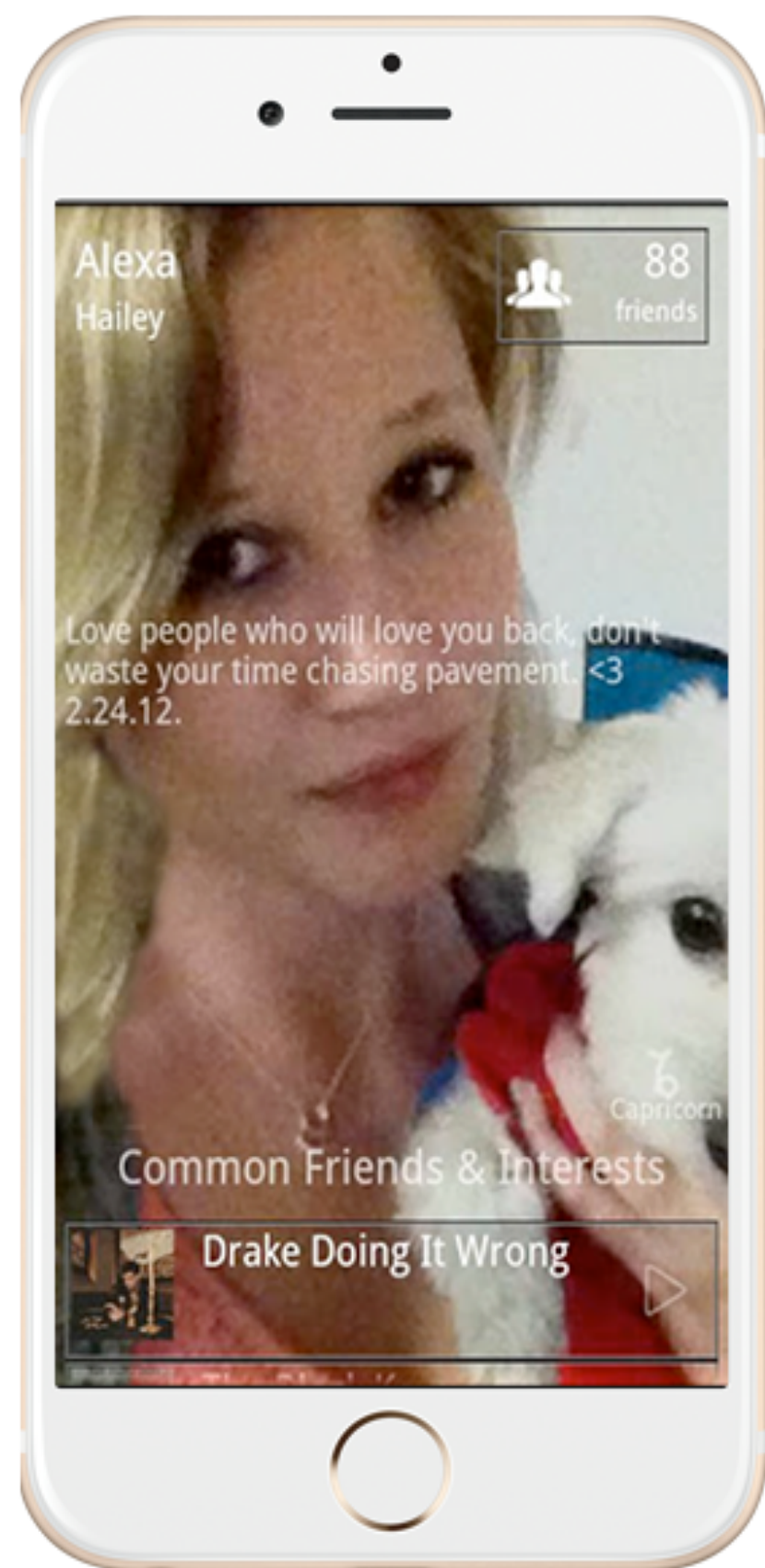


UX Changes

- Remove specific distance info
- Focus on faces “like looking around a cafe”
- Went from a rarely used screen to the hub of the user journey = solved the T0
- People started to spend hours on the app, starting at “Around Me”, and then using “common likes” to traverse profiles

Aloha

Before



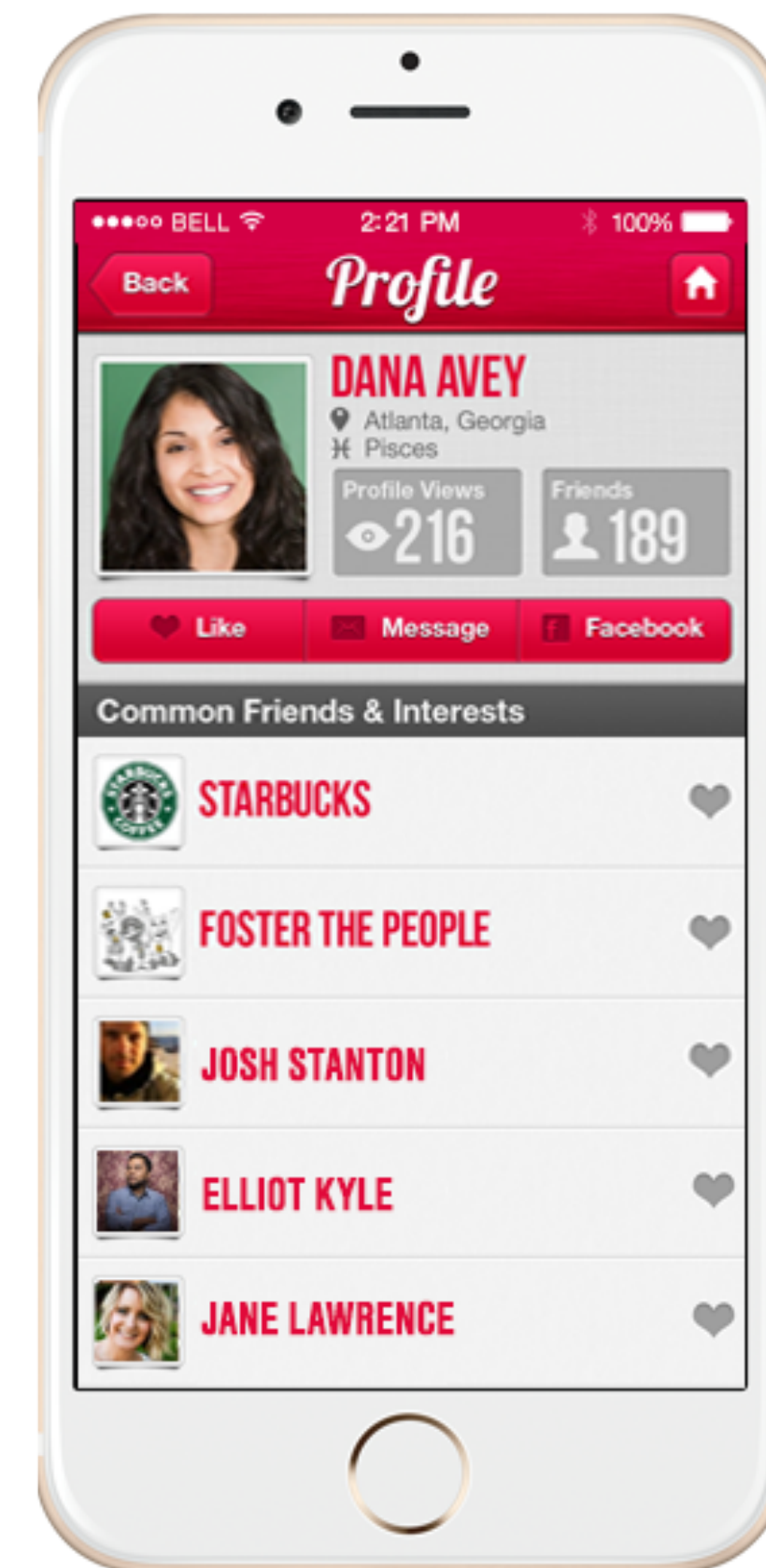
User Data

- Data analysis showed the app rewarded highly aggressive men
- This was driving away women

UX Changes

- Progressively escalated interactions with gating
- Required reciprocating actions between two users to allow messaging
- Enabled P2P blocking
- Push likes to Facebook

After



Results

- Avg. Time in App from 3 min to 10 min
- 250,000 avg. likes generated in-app pushed to Facebook per month

Aloha: Launch & Results

Launch

Aloha’s 2.0 redesign launched April 2012. The reception was overwhelmingly positive.

Over the next 6 months, the user base grew 12x from just under 5,000 to over 60,000 users.

We also observed significant positive growth in usage metrics.

Results

