

Case Study: Gen Z Social App Redesign

Project Overview

For this project, I worked on redesigning a **social media app** that targets **Gen Z** users (ages 16-24). The app wasn't getting a lot of engagement, and I wanted to make it more fun, simple, and interactive for the younger generation who like quick, visual content and easy navigation. My goal was to improve how users interact with the app and make it feel more connected to their everyday habits.

Research

I started by doing some research to understand what Gen Z users like and what they don't like:

- **Surveys and Feedback:** I talked to my friends and peers about what social apps they use and what they love or dislike about them. Most of them mentioned they want **short-form video**, more **real-time interaction**, and **customizable features**.
- **Looking at Other Apps:** I looked at apps like **TikTok**, **Snapchat**, and **Instagram** to see what works for Gen Z. These apps focus on **fun, interactive content** that lets users show their personalities.

Problems Found

The app I was working on had some problems that made it hard to use:

1. **Too Complicated:** The app had too many things happening on one screen, which made it confusing to navigate.
2. **Lack of Interaction:** There weren't enough interactive features like polls, quizzes, or challenges that Gen Z loves.
3. **Not Personalized:** The user profiles and feeds didn't feel unique, and users couldn't really customize their experience.
4. **Privacy Concerns:** Users didn't have much control over who could see their posts or what data was being collected.

My Approach

To fix these problems, I made the following changes:

1. **Short-Form Videos and Stories:** I added an option to post quick videos and stories that disappear after 24 hours, like **Instagram Stories** and **TikTok** videos, so users could share more of their daily moments.
2. **Interactive Features:** I added things like **polls**, **challenges**, and **Q&A** to let users engage with each other in real-time.
3. **Customizable Profiles:** I gave users the ability to change their backgrounds, colors, and themes on their profiles, so they could express their personality.
4. **Simplified Navigation:** I made the navigation bar easy to use, with only the most important options like **home**, **profile**, and **messages**.
5. **Privacy Control:** I made sure users could easily see and adjust their privacy settings, so they felt safe and in control of their information.

The Design (Figma Screens)

I created the designs in **Figma** to visualize how everything would look. Some of the key screens included:

- **Landing Page:** A simple, clean screen with easy access to video posts and challenges.
- **Profile Page:** A customizable profile where users could change themes and add their favorite posts.
- **Interactive Feed:** A scrollable feed with videos, polls, and live challenges to keep users engaged.
- **Settings Page:** A clear, easy-to-read page where users could adjust their privacy settings.

Results and Feedback

After making the changes, I shared my design with a few friends to get their feedback:

- They liked the **simplified design** and how easy it was to post videos and interact with others.

- Many said they felt more connected because of the **customizable profiles** and how they could share real-time content.
- They also appreciated the **privacy options**, feeling more secure using the app.

Reflection

This project was a great learning experience. It taught me that designing for **Gen Z** isn't just about making things look cool—it's about creating an app that feels authentic, fun, and connected to their lifestyle. I learned how important it is to make navigation simple, give users control over their content, and add interactive features that keep them coming back. This was a simple redesign, but it had a big impact on how people use and enjoy the app.

Takeaways:

- **Keep it Simple:** The simpler the navigation, the better the experience.
- **Be Interactive:** Gen Z loves real-time interaction—use polls, challenges, and videos.
- **Give Control:** Let users personalize their profiles and manage their privacy settings.