

# JEWOPP

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## Context

Art 575 is a graphic design for user experience class. We utilize design thinking to empathize with people who have different backgrounds from us and try to understand the shortcomings or gaps they experience. The goal is to make some part of their lives easier by coming up with a design solution.

## Brief

Social homeless are those who may feel lonely, isolated, alienated, belonging to nowhere, and to nobody. Create a design solution to support a group of students at UW-Madison who may feel a sense of isolation or lack a support system.

## Action

We chose to focus on the Jewish community on campus because we had some preexisting knowledge through friends, but wanted to learn more. With the recently passed holidays in this fall semester, we've understood that there are some frustrations about how Jewish life is viewed/treated on campus as well as shortcomings in how Jewish students can connect with each other.

## User Research

To begin this process, we started with interviewing 5 Jewish UW-Madison students. After reviewing the interviews we learned about some interesting issues that students faced on campus. Students on campus feel excluded from Jewish organizations based on varying levels of commitment to the Jewish religion. They also feel pressure to have prior involvement or friends in the org in order to fit in, and feel as if the organization itself is corrupt and exclusive. Students also feel isolated through their religion because of factors such as other students not understanding their religion, or not having a close friend group in which they can relate to on a religious level. Based on our research, we created JewOpp. JewOpp stands for Jewish opportunity and references the variety of opportunities Jewish students will be able to partake in on campus with this app. It is a way for students of all varying Jewish backgrounds (or not) to connect with orgs and other students of whom they feel they can identify best with. It is a self-driven app, meaning commitment levels are all based on what the user wants. They are able to be as involved as they want, or not all. It is a place for students to come and feel accepted as they are.

## User Personas

**Samson Alterman**

- 19 yrs
- Male
- Single
- Org: Hill
- Org: Mac
- Org: Shy/Student
- Economics Major
- Housing Desk Job

**Story**

Being new to campus is tough as I'm pretty stressed out having a job and a demanding major. My family always celebrated Jewish Holidays when I was at home, and I don't want to lose that part of my life. However, I don't have many Jewish friends on campus yet. I feel intimidated by bigger, closer orgs like Hill and Shabbat. Though not opposed to them, I want to be able to connect with Jewish people at an intimate level. Not just on the holidays so I can form a social group here of someone with them.

**Goals, Motivations, Keywords**

- Low commitment, easy/lessen options to quickly get involved.
- Small/Intimate (Not huge orgs)
- Low commitment, high access
- Jewish, Accessible, Social, Non-Commit, Inclusive/Welcoming, Tradition, Dabbed.

**Veronica Blout**

- 20 yrs
- Female
- Junior
- Sorority House
- Org: Phi Kappa Xi
- Outgoing
- Retailing Major
- Student Body Association (SBA)
- Sorority Vice President

**Story**

I was on Facebook and saw a Jewish classmate post about UW's response to the ADL BDS policy. It made me pretty angry because I feel like it was an attack on someone like me. While I'm not super devout, I do care about my Jewish background and want to make it a bigger part of my life.

**Goals, Motivations, Keywords**

- Knows about campus orgs, but she feels like she's too outcast for the org fair.
- Frustrated to engage due to current friends.
- Has frustration with UW Jewish treatment spots: remembrance of her background.
- Gets bored with her sorority friends, wants to feel excitement of making friends.

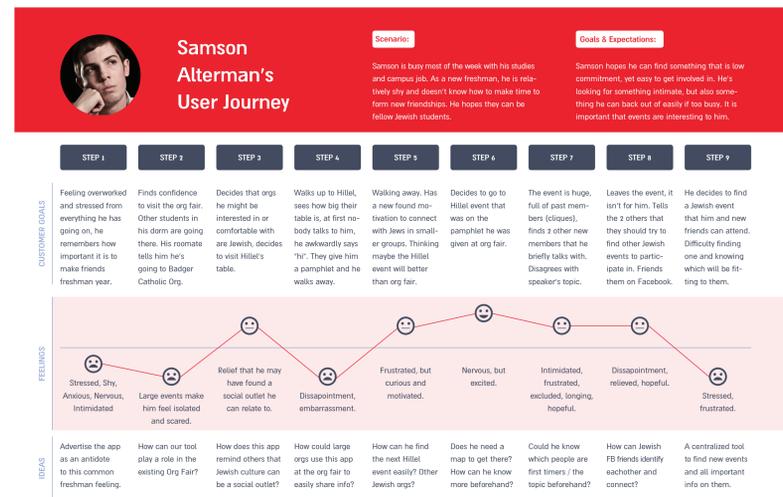
**Aaron Gagan**

- 21 yrs
- Male
- Senior
- Campus House
- Org: Mac
- Social org
- Volunteers at Temple
- Political Science Major
- Entrepreneurship Minor

**Story**

I'm a senior on campus intending to take a sabbatical. I go to synagogue with 3 very close, devout friends that he relied on for my social scene. Recently, one of them has graduated early and the other is waverering in his faith. I feel the need to find a new group to worship with, but the need to connect with people through Hill, but didn't find them to be like me. I know others, but we've never connected outside of the synagogue. I need to gather in a large group environment with people I am interested. I would be open to organizing something, but don't feel like I have an easy way to reach out/organize with people. I wish I could make someone who feels serious about their faith and ensure that they were exposed to my event at the same level as large student orgs.

## Customer Journey Map



## User Stories

**A User Story for Samson**

**Description**  
Samson is "feeling overworked and stressed from everything he has going on, he remembers how important it is to make friends freshman year."

**Current / Ideal**

**Description**  
The necessary but awkward transition to look in the org fair. They feel shy and awkward, but they are interested in the orgs.

**A User Story for Samson**

**Description**  
Samson goes to the Hillel Rackoff. It is a very large event with many people. He feels shy and awkward, but he is interested in the orgs.

**Current / Ideal**

**Description**  
Samson finds 2 other people who appear to be his group. They become friends and he feels more comfortable. He is interested in the orgs.

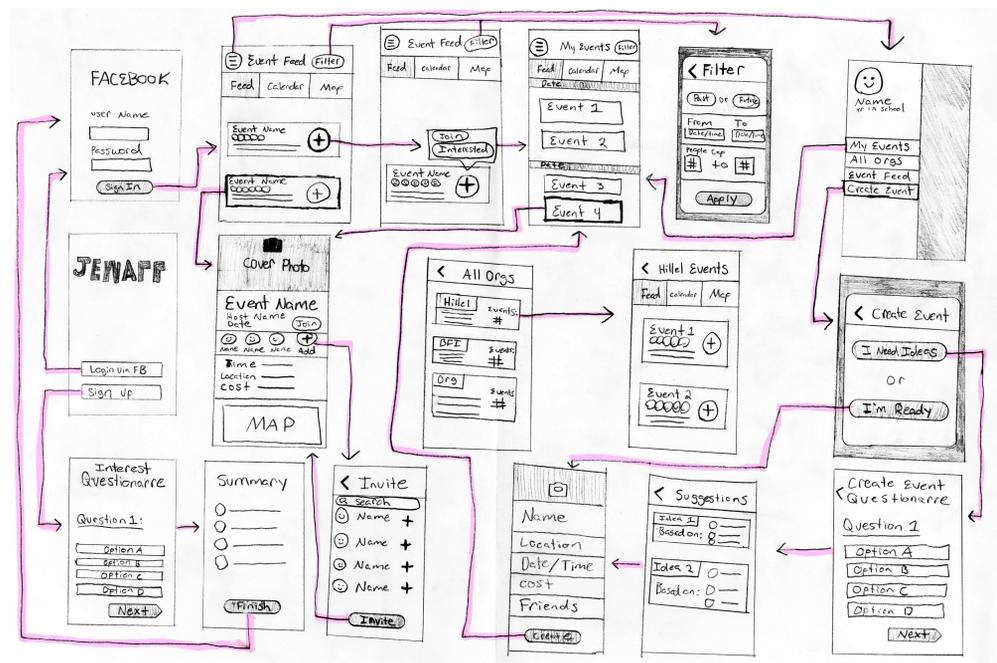
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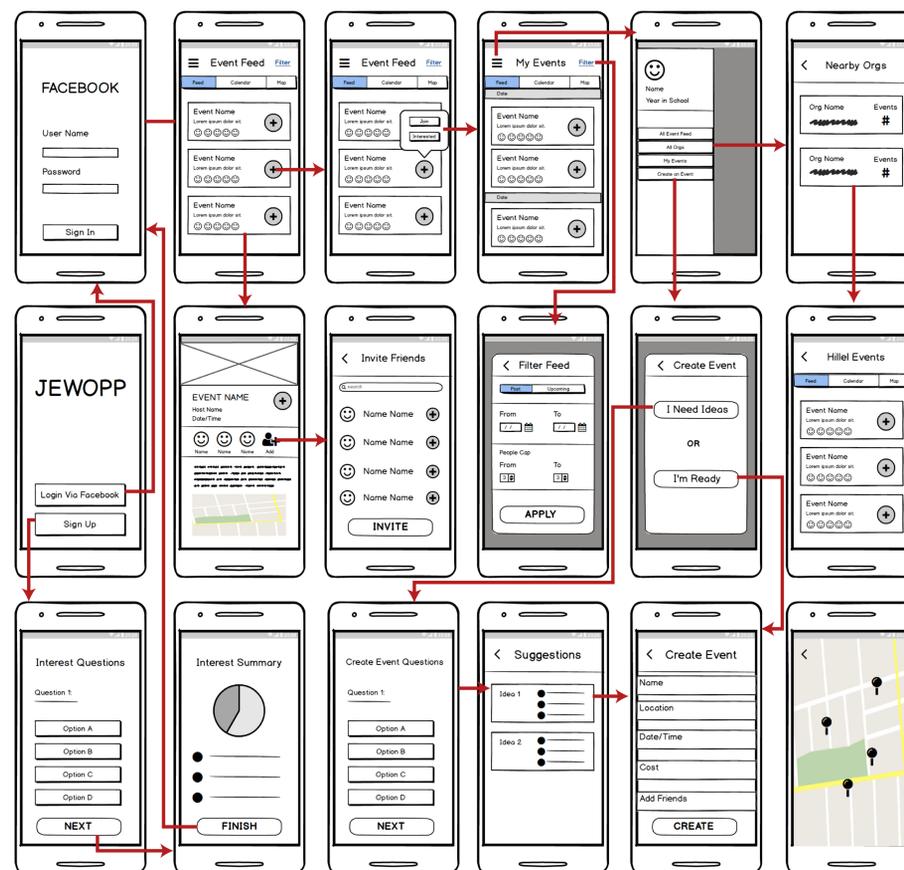
**Current / Ideal**

**Description**  
Samson, before coming to the event, he finds a Jewish event on the JewOpp app. He is interested in the orgs.

# User Flow Diagram



# Wireframes



# Brand Identity

**JewOpp**  
 JewOpp stands for Jewish opportunity and references the variety of opportunities Jewish students will be able to take part in on campus with this app. These colors were inspired by a Jewish school of design, and the scarlet red is a symbolic Jewish color for religious reasons. The logo will stand on its own on a splash screen while the 'J' alone will serve as a symbol for the app itself.



Black & White

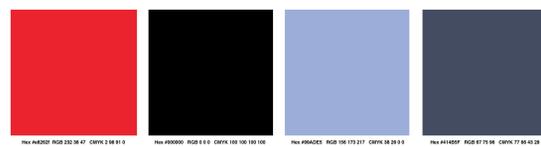
Color



Black & White Reversed

Color Reversed

### Color Palette



### Typeface

Our typeface is a visual representation of JewOpp's voice and tone. It's a modern typeface that makes it easier to read and resembles Hebrew text from Jewish history. For the title, use **Alexander Quill | Regular**, with 34 kerning between the "E" and "W". For all other text, use **Almori Neue**, with -10 tracking.

**JEWOPP**

# Prototype

