'BİLGİSOCIAL'
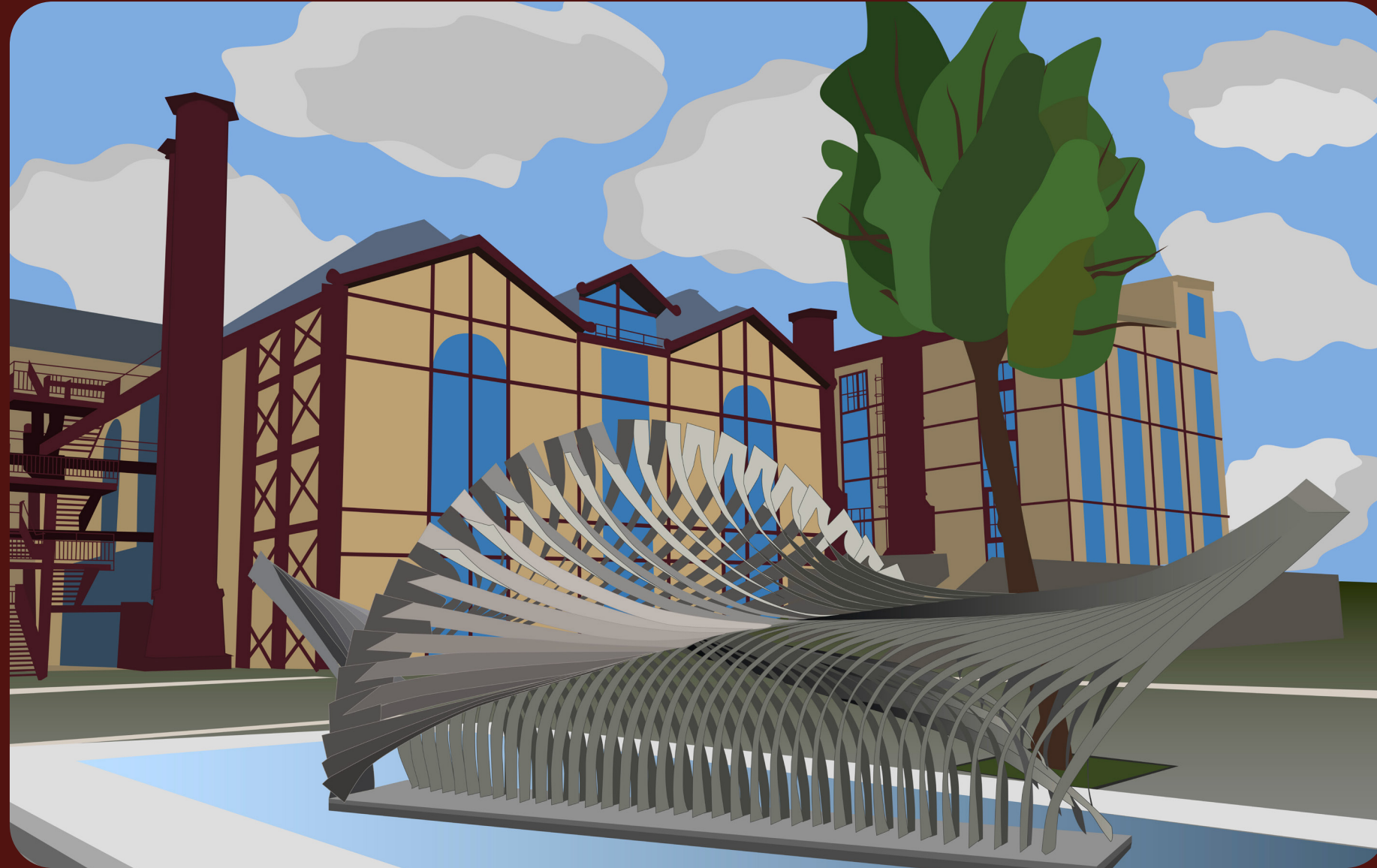## User Interface Design for Bilgi University Students

VCD Senior Project
Eda Bebek 12135037

BilgiSocial
APP Prototype

Project Proposal & Outcome

Problem Statement in the Proposal:

Bilgi University students need new ways to form new friendships and enlarge their friend circles.

In my proposal I set out to create an interface where Bilgi students can socialize with other students.

Chosen Medium in the Proposal:

In the proposal I had stated that I will be designing an app interface; because students use their phone more often than any other electronic tool.

Final Product

I created a prototype where Bilgi University students can create their student profiles, share their school-works ask questions to each other.

Final Medium

I decided that if my idea became a real life interface, it would need to be reached on the computer screen as well. As a result I decided to design both app and website prototypes for my interface.
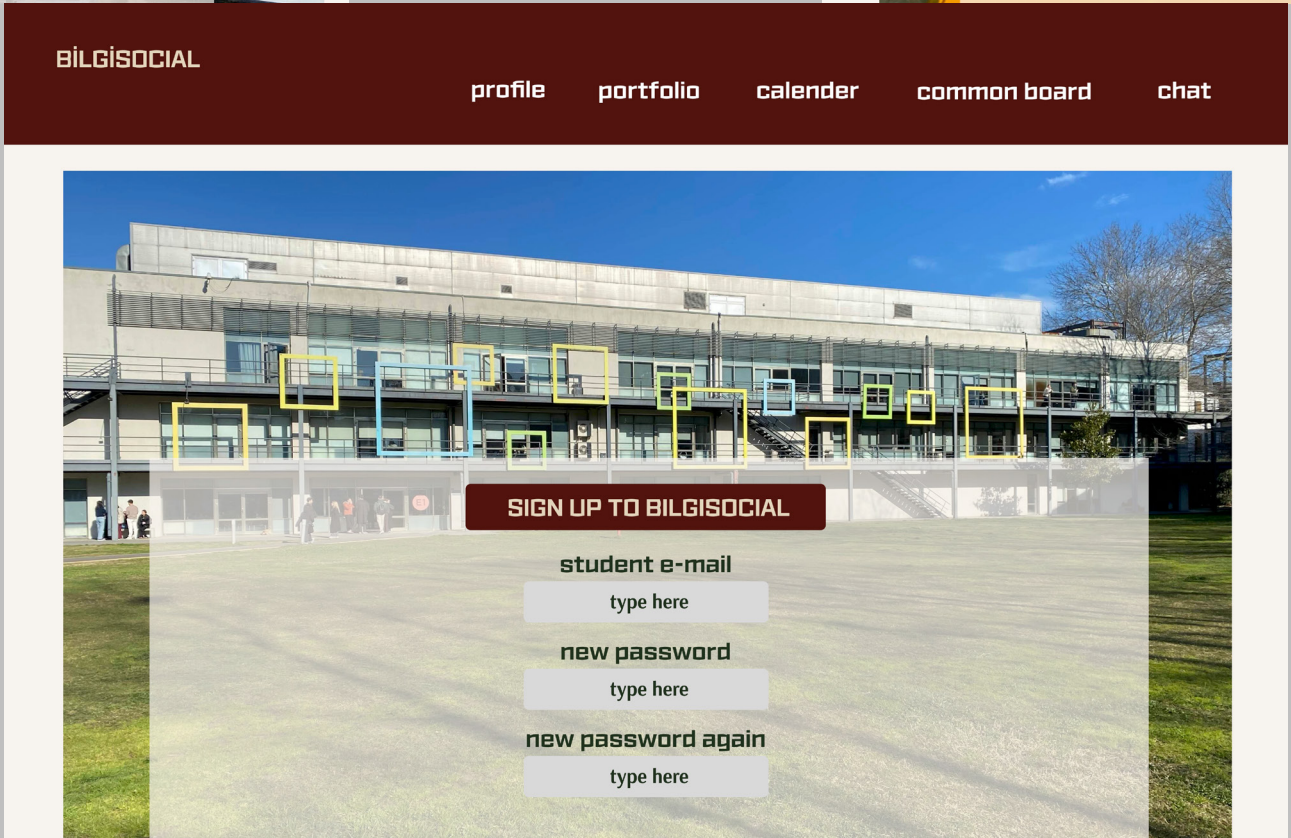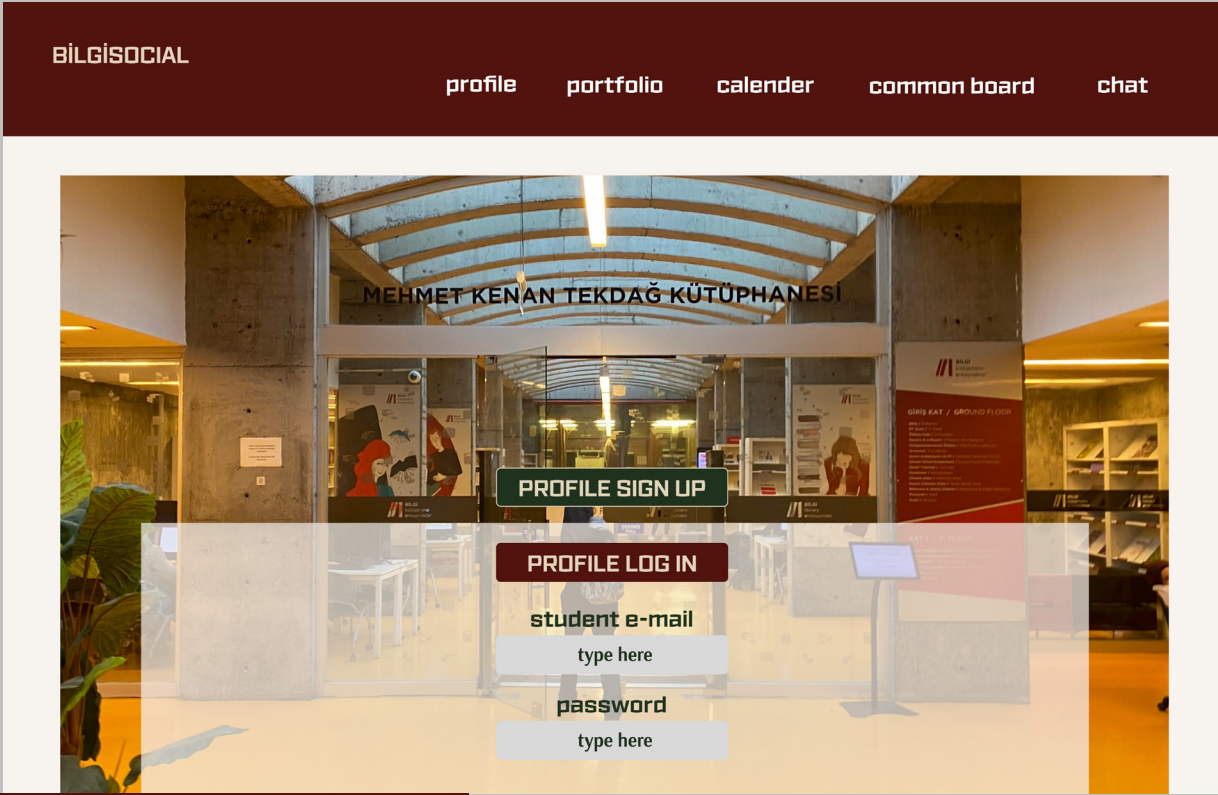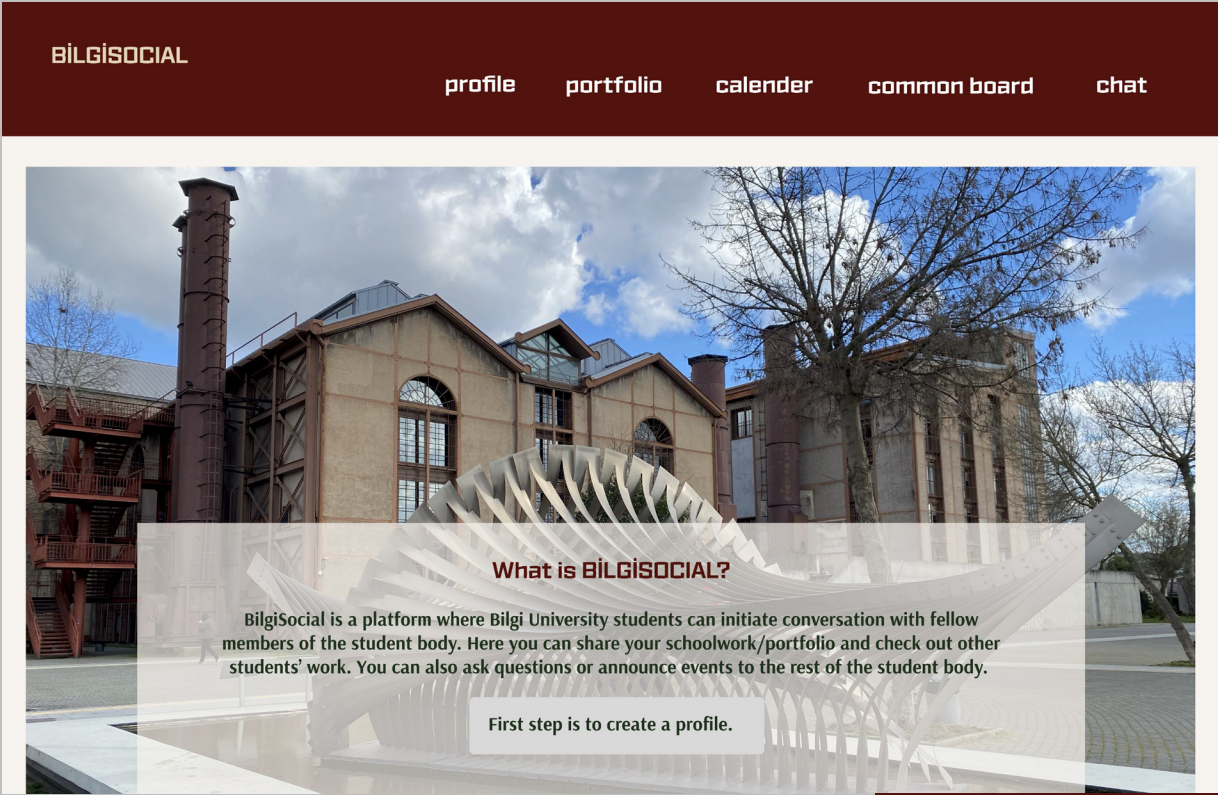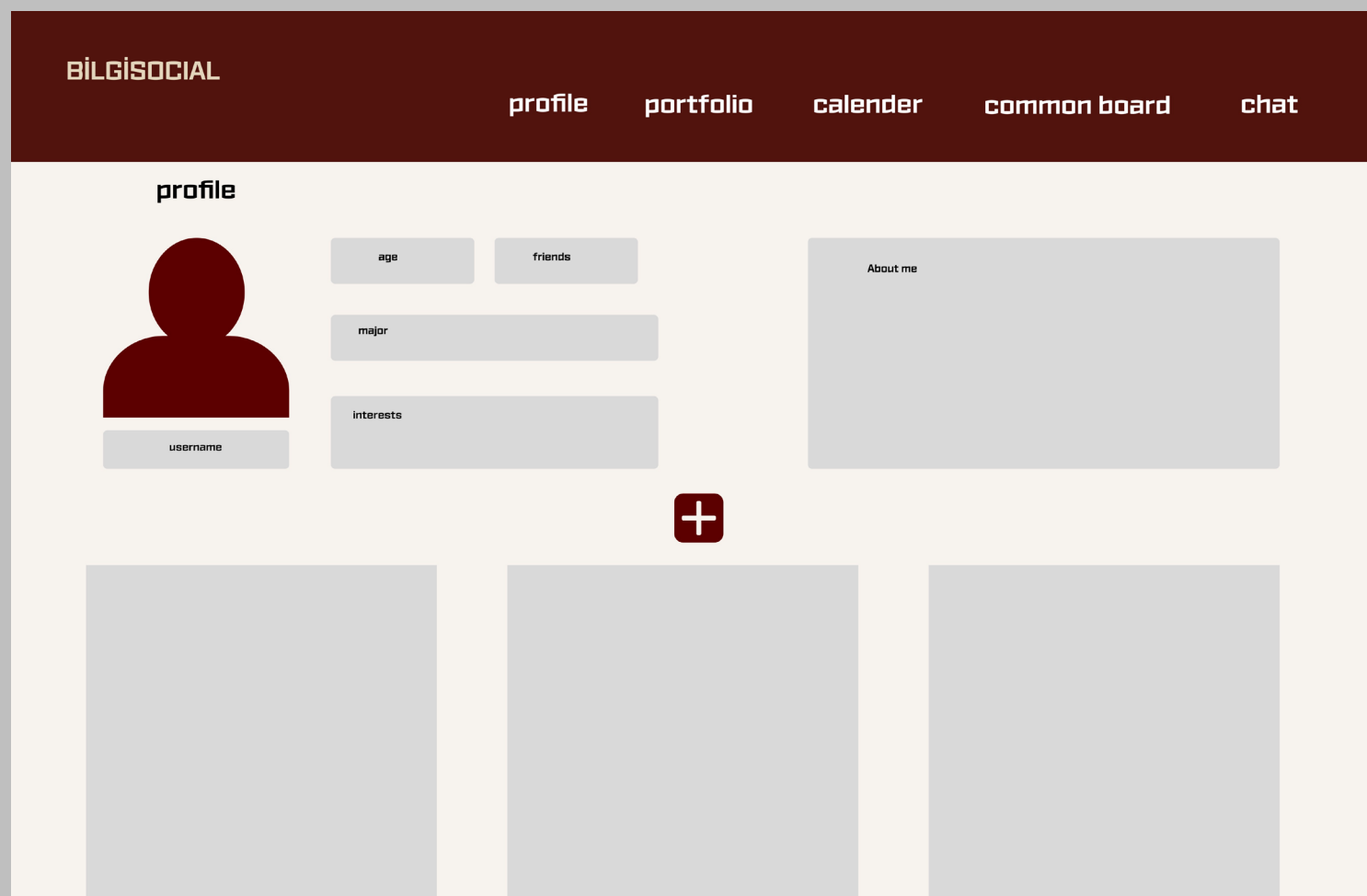
Prototype in the Proposal
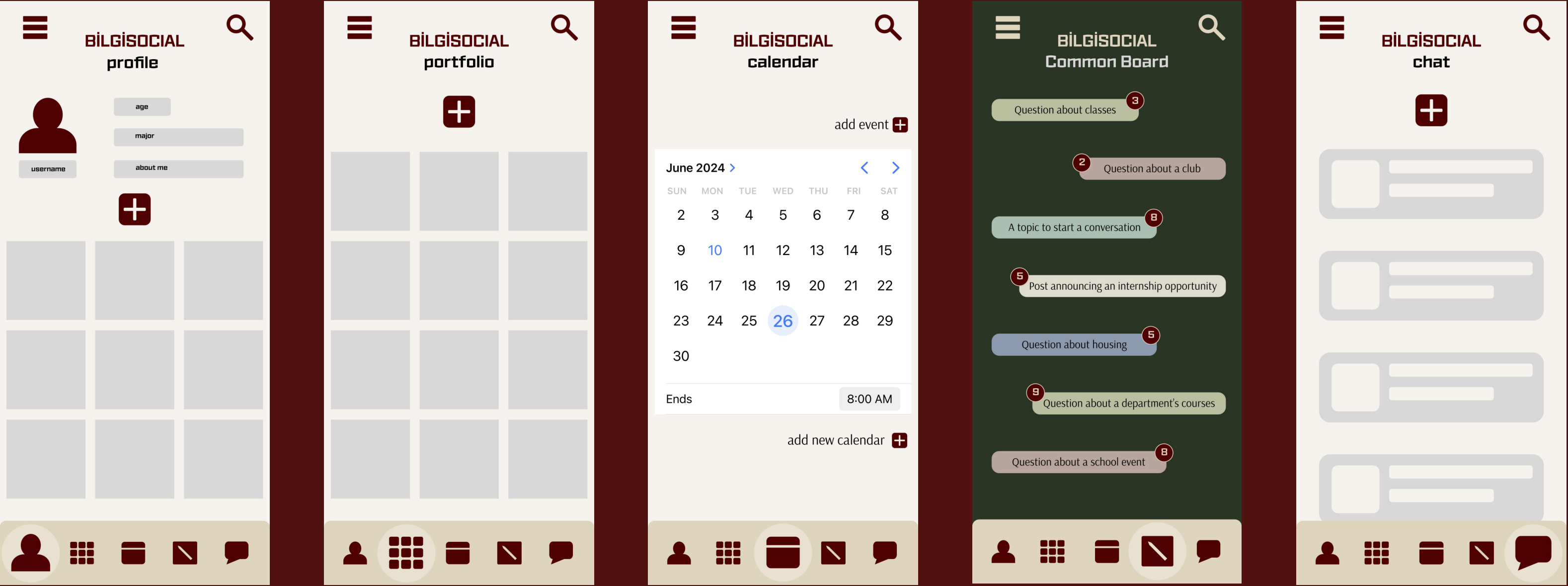
USER TESTS

Prototype before the 1st User Test

I started the semester with starting the design of my website prototype.

BİLGİSOCIAL

profile   portfolio   calender   common board   chat

What is BİLGİSOCIAL?

BilgiSocial is a platform where Bilgi University students can initiate conversation with fellow members of the student body. Here you can share your schoolwork/portfolio and check out other students' work. You can also ask questions or announce events to the rest of the student body.

First step is to create a profile.

BİLGİSOCIAL

profile   portfolio   calender   common board   chat

PROFILE SIGN UP

PROFILE LOG IN

student e-mail
type here

password
type here

BİLGİSOCIAL

profile   portfolio   calender   common board   chat

SIGN UP TO BILGISOCIAL

student e-mail
type here

new password
type here

new password again
type here

Prototype before the 1st User Test

I started the semester with starting the design of my website prototype.
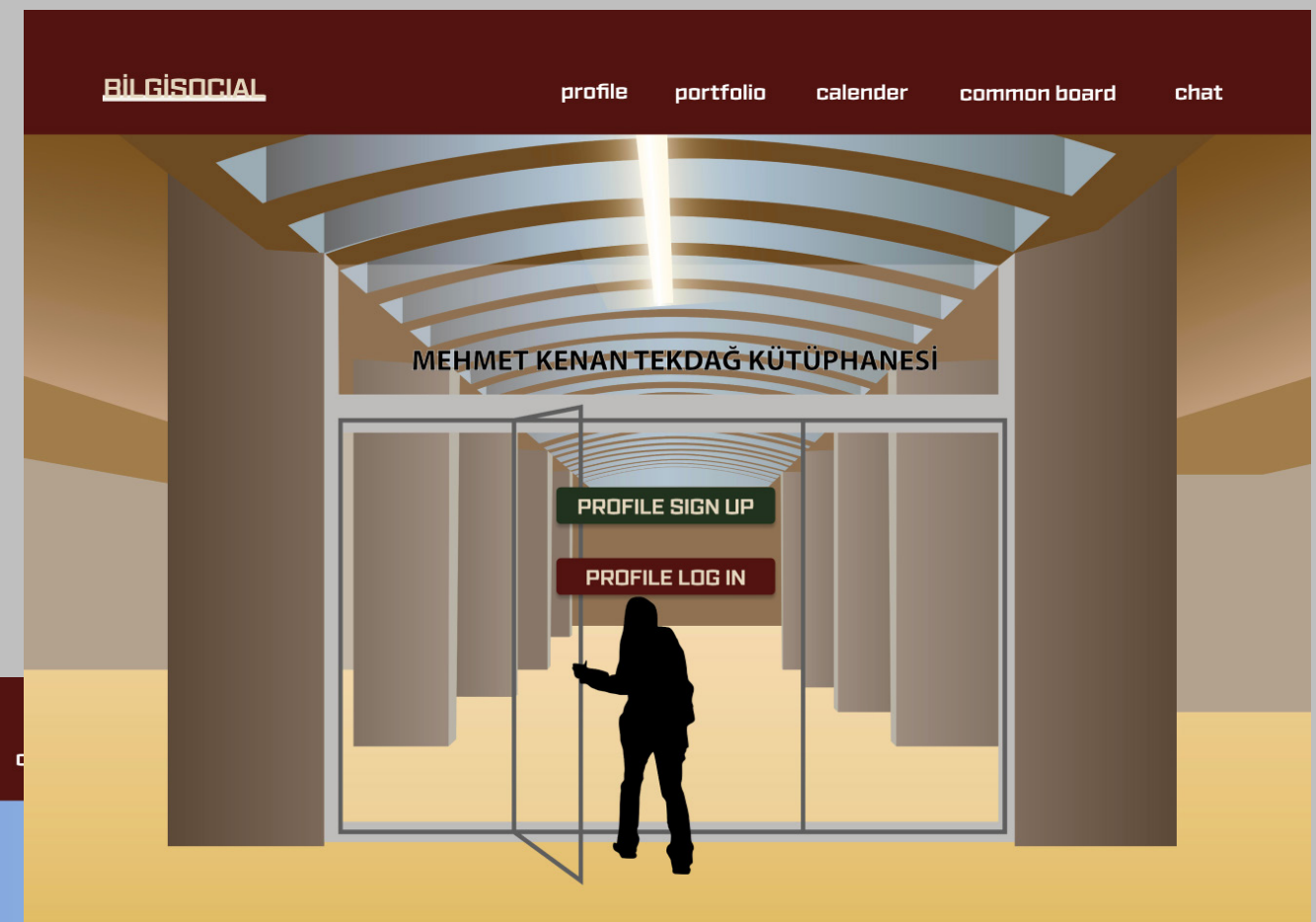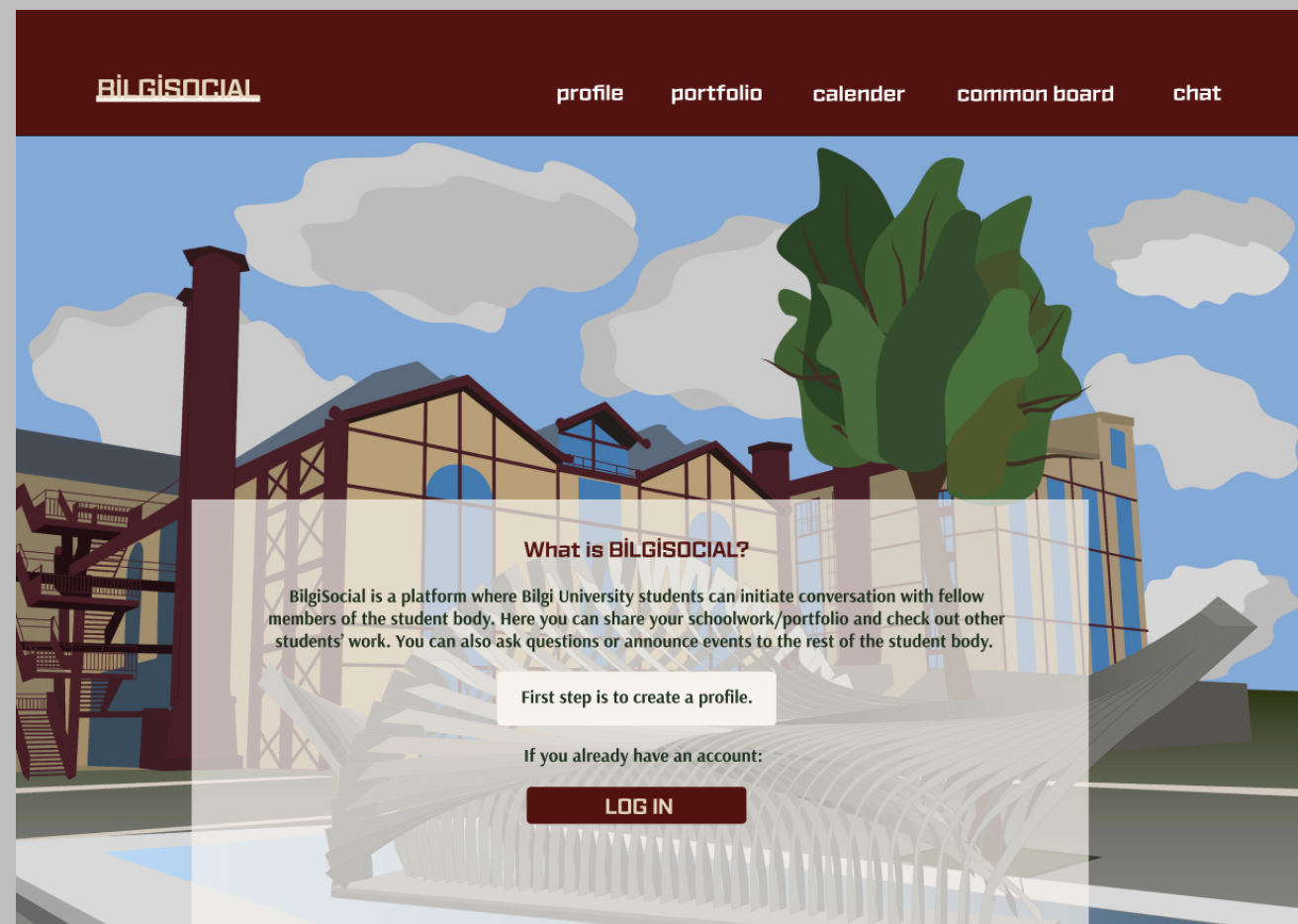
1st User Test

In this user test I asked primarily the upcoming questions:

- The Visual Language: What do they think about the colors and the overall aesthetic
- Were they able to navigate inside the prototype
- Would they like to see illustrations rather than photographs?
- What did they think about the idea, would they use it?

Users mostly answered that the colors were in harmony and the idea was useful.Some users said photographs work well and some said illustrations could work better. So in the next test I tested the illustrations.
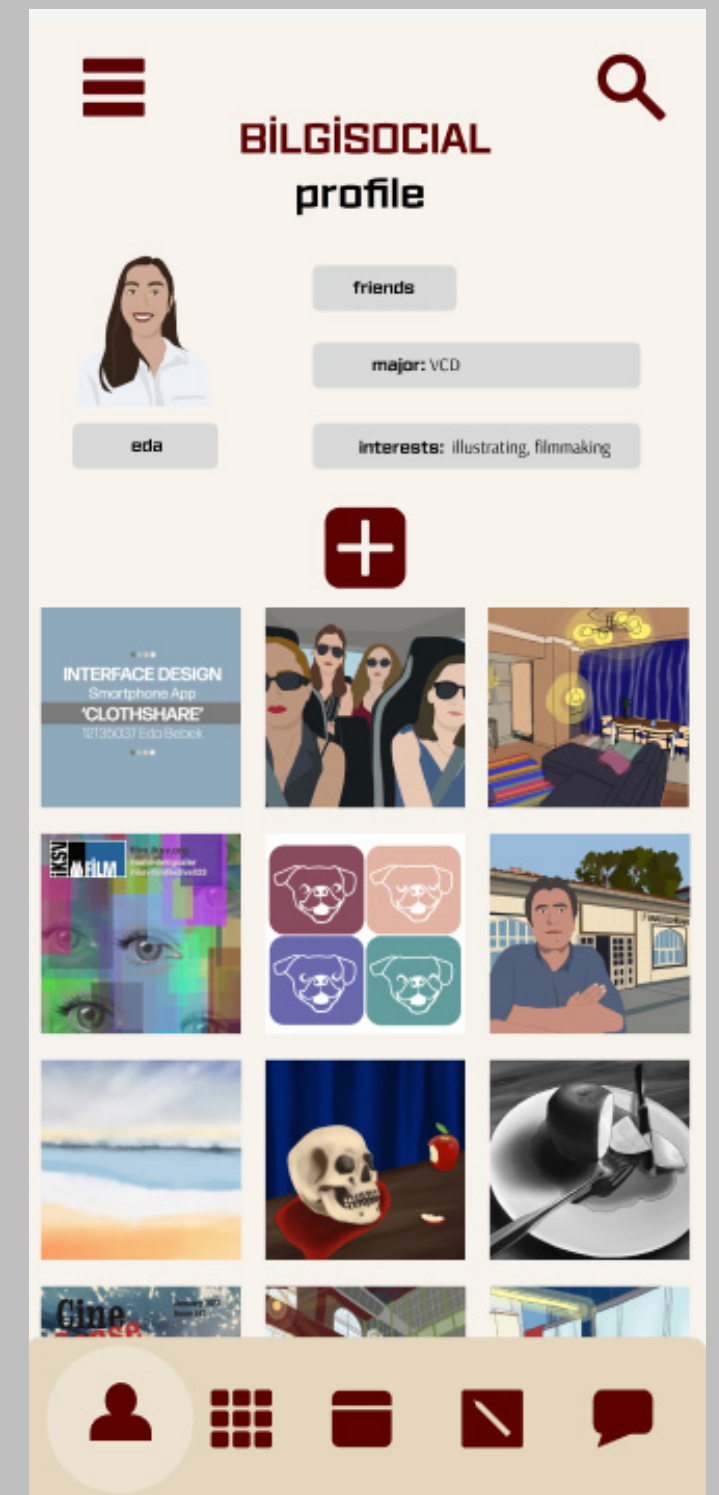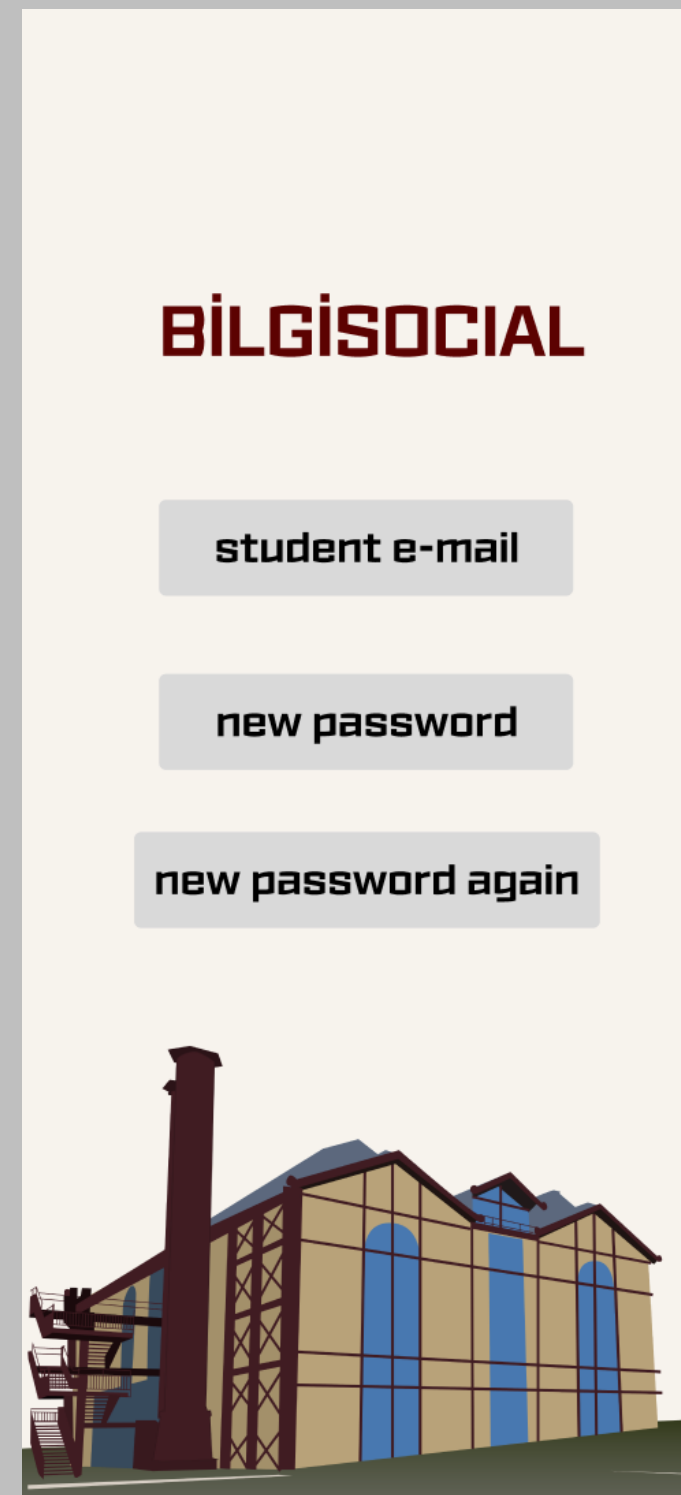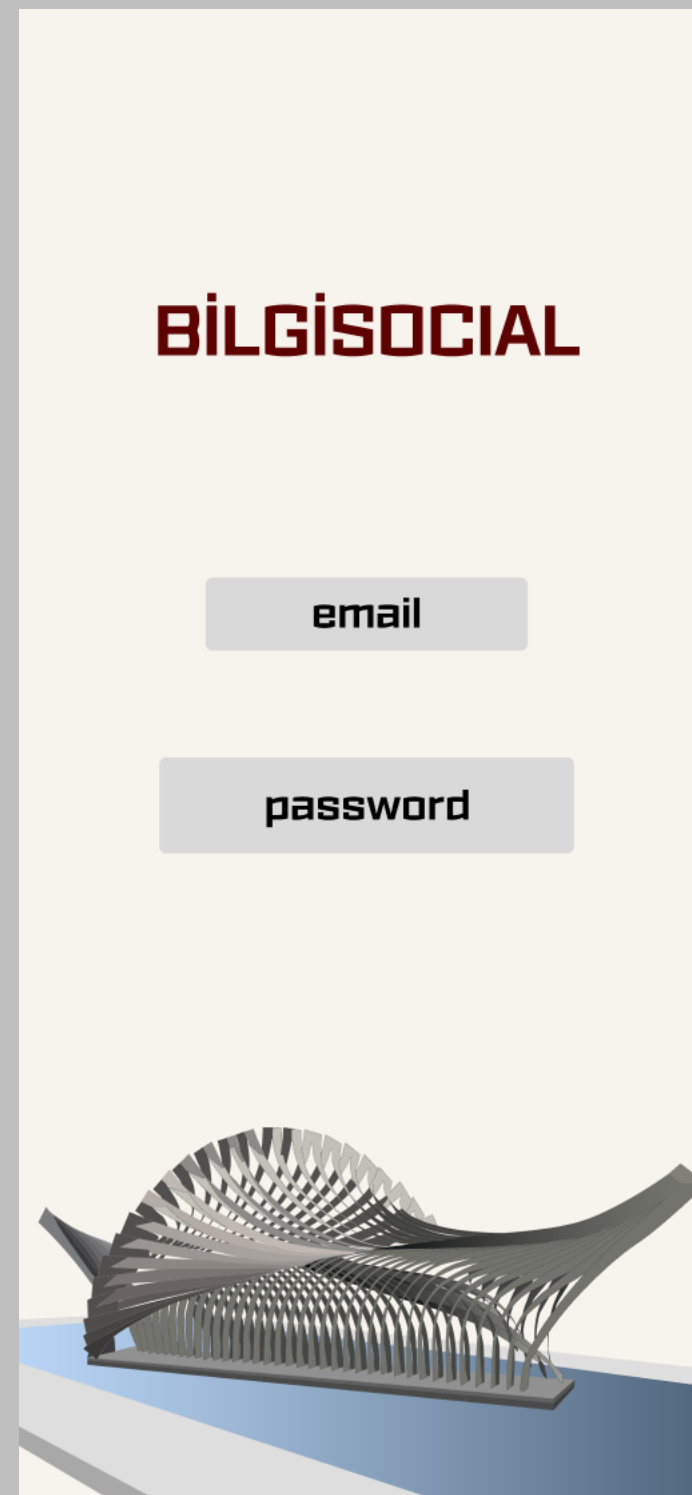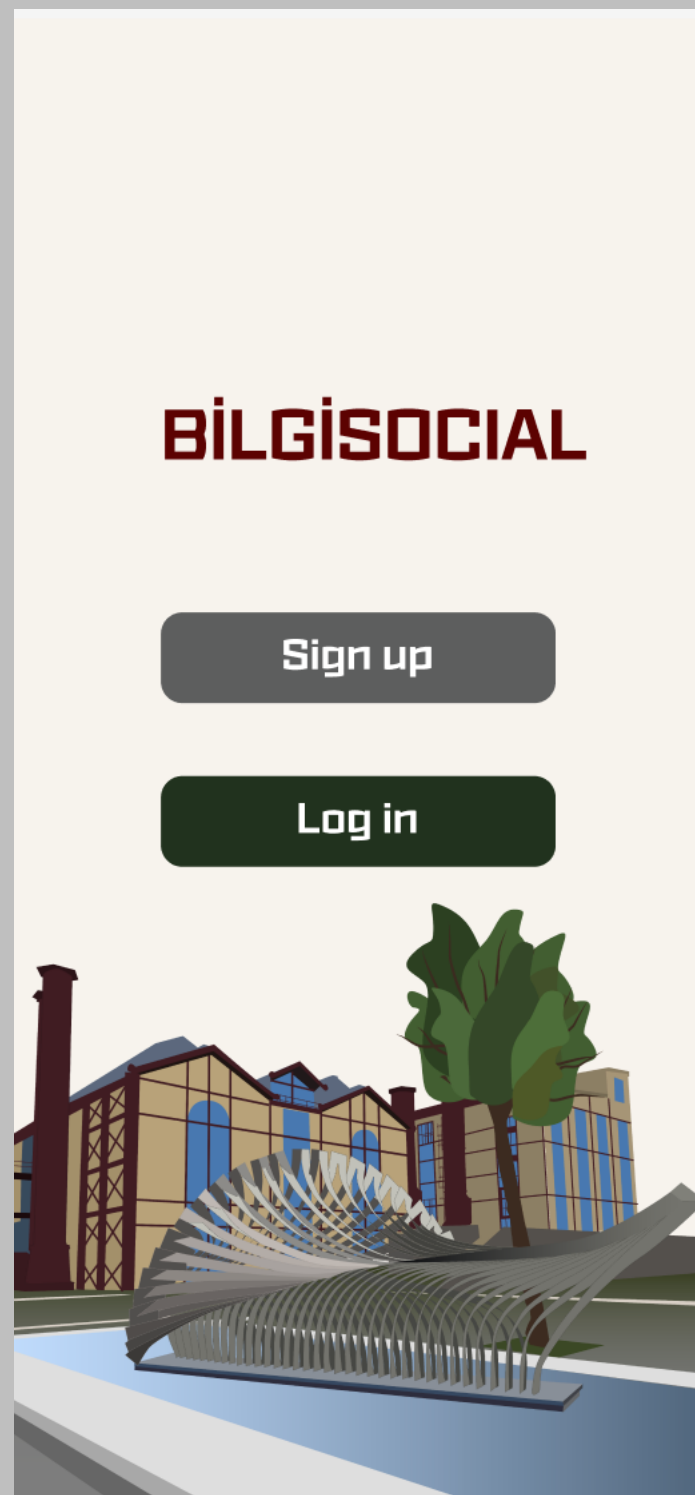
Prototype before the 2nd User Test

In this test I tested out the new visual language with my illustrations.

Prototype before the 2nd User Test

In this test I tested out the new visual language with my illustrations.

BILGISOCIAL

Sign up

Log in

BILGISOCIAL

email

password

BILGISOCIAL

student e-mail

new password

new password again

BILGISOCIAL
profile

eda

friends

major: VCD

interests: illustrating, filmmaking

INTERFACE DESIGN
Smartphone App
'CLOTHSHARE'
12120037 Eda Bebek

Prototype before the 2nd User Test

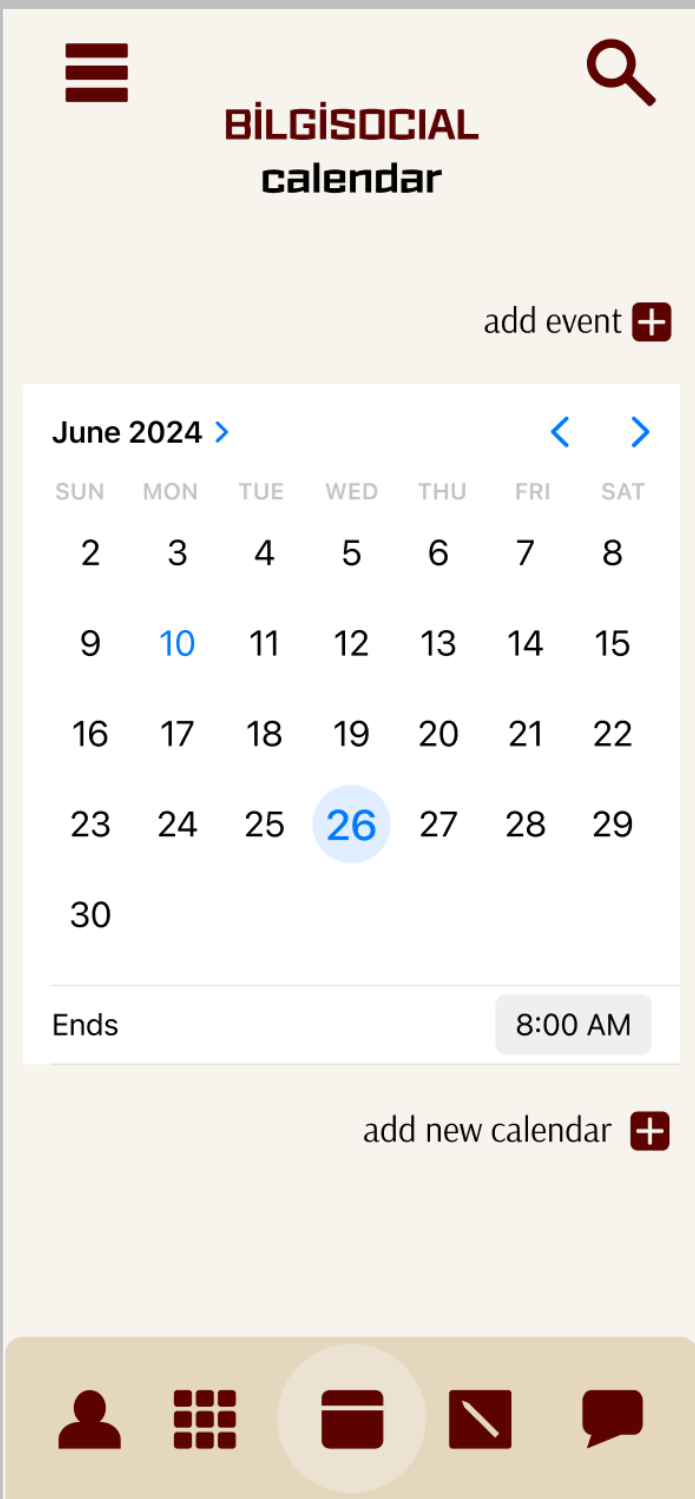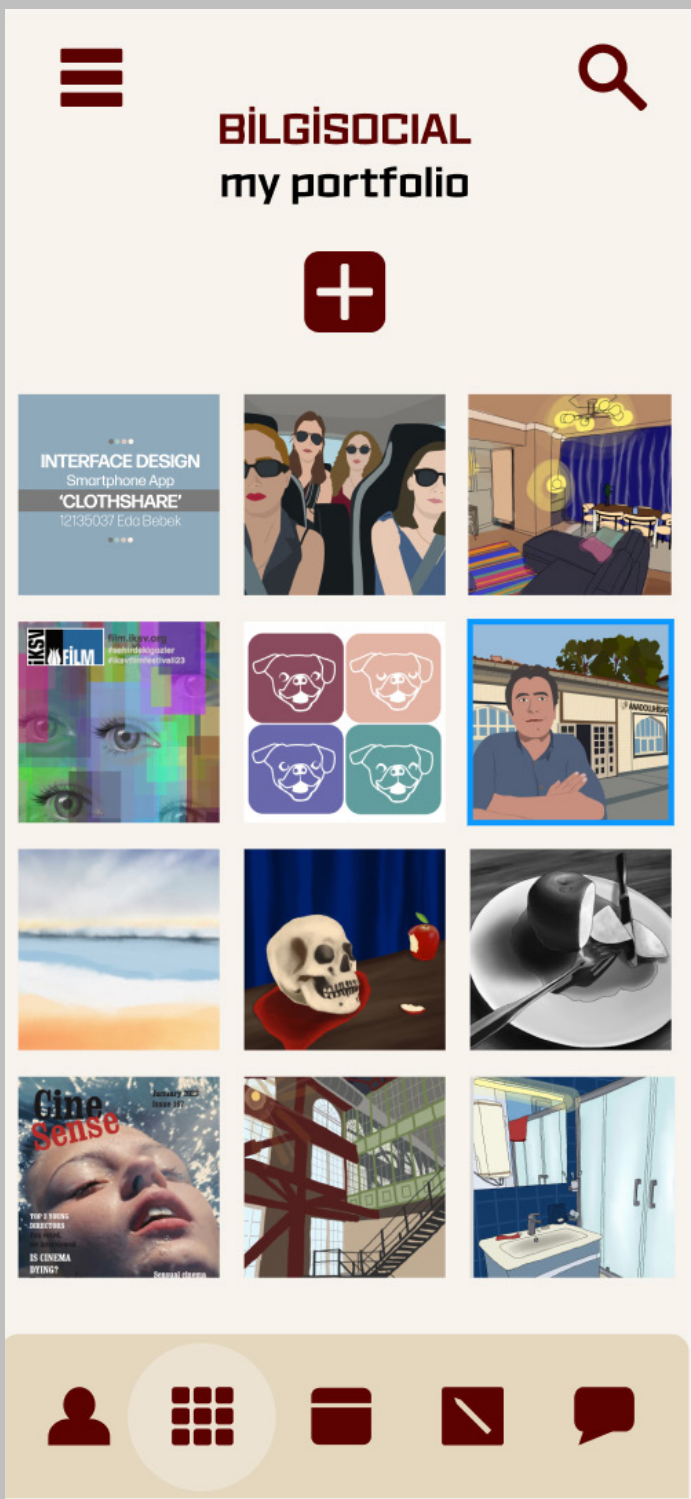In this test I tested out the new visual language with my illustrations.
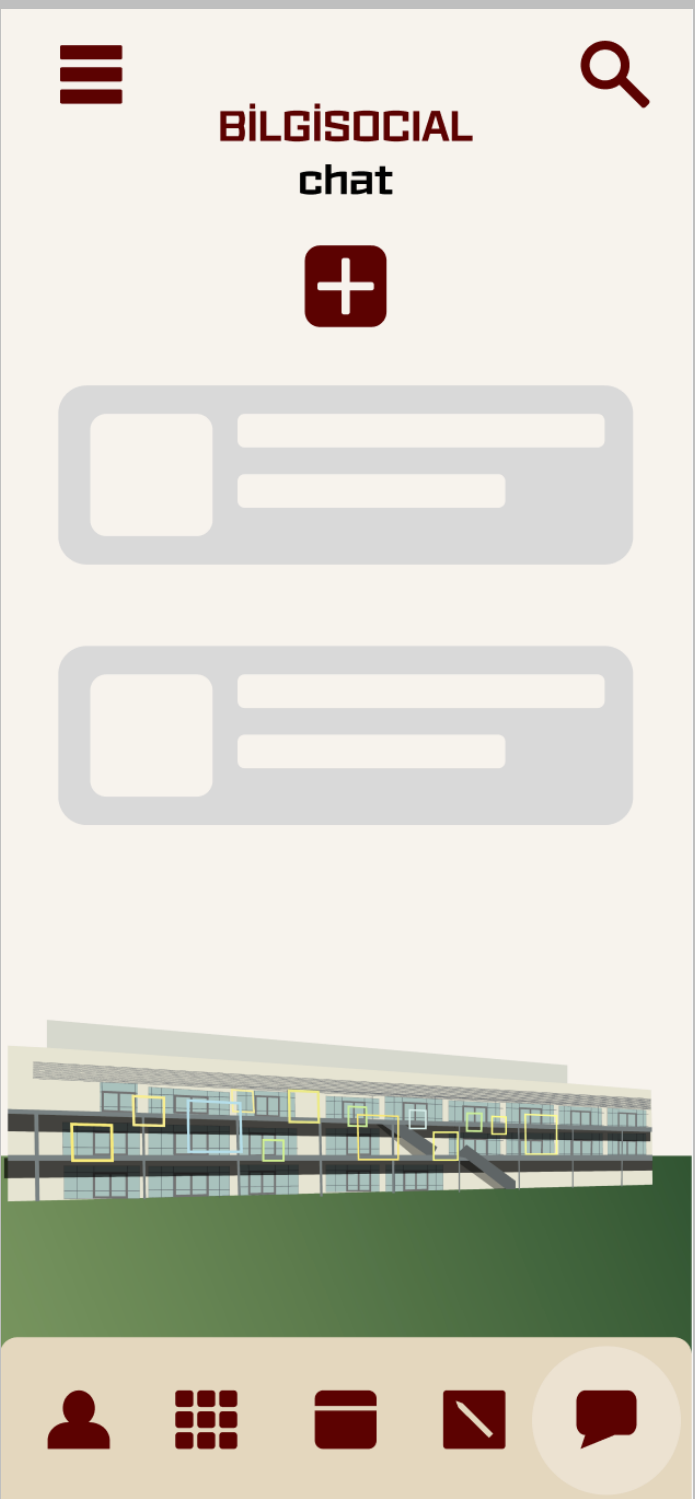
2nd User Test

In this user test I tested out :

- The Visual Language with the added illustrations
- The user experience, whether the flow works or not.
- I asked my users whether they would like to contribute to my project by sending me
  some of their work

I started collecting data from my friends in VCD to create their profiles.
Those profiles became some of my personas.

profiles from real people:

I present my special thanks to all my friends from VCD who helped me with the project. These are personas in Bilgisocial Who are studying Visual Communication Design.

BİLGİSOCIAL
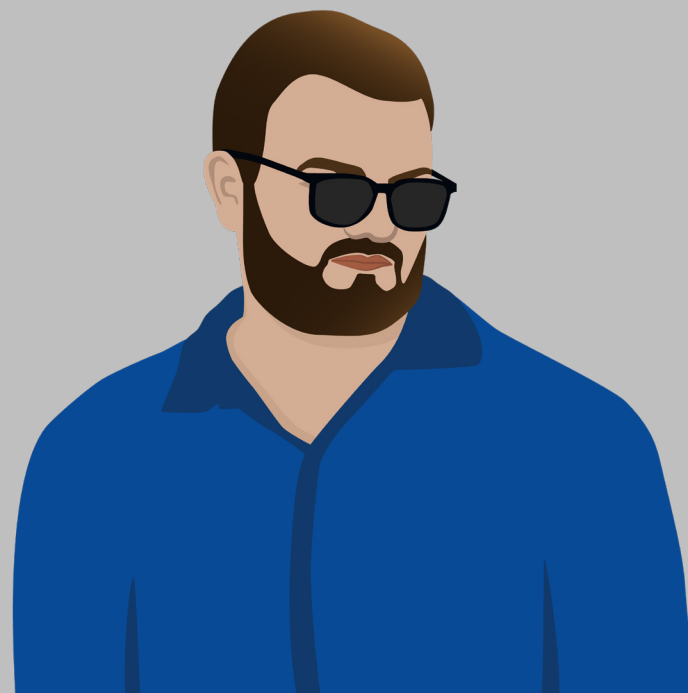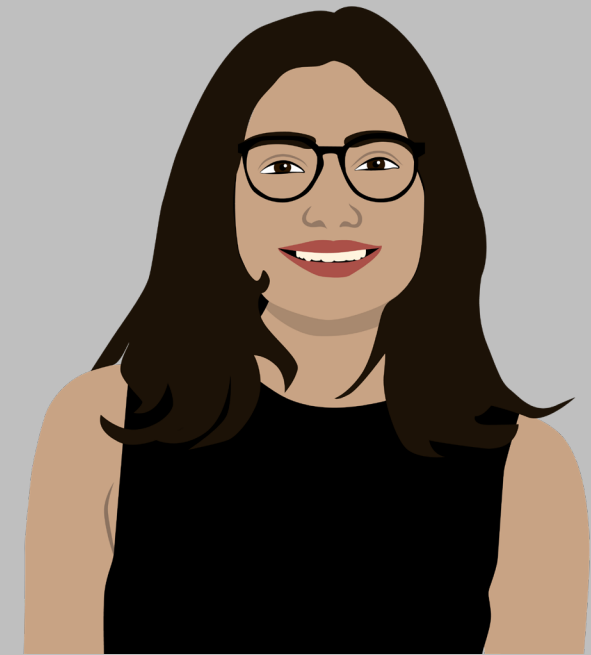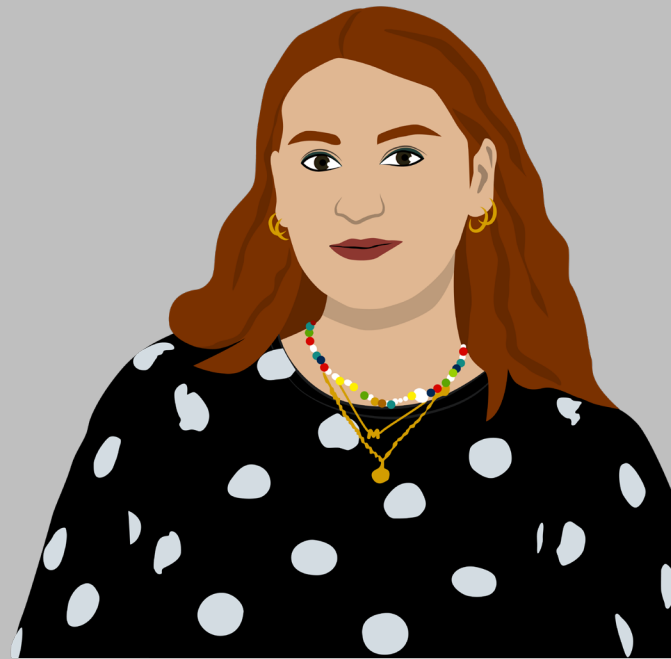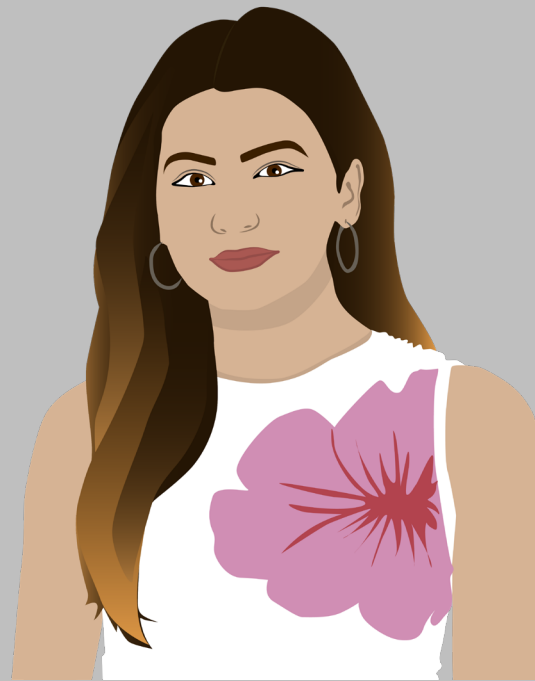
friends

notifications   2

🔍 search people

Tunga, VCD

Miray, Fashion Design

Ceren, VCD

Hamza, Gastronomy

Ezgi, VCD

Levent, Economics

Ayça, Art&VCD

Aya, VCD

other personas for variety:

Here are other made up personas to show that all students from all majors have profiles in Bilgisocial.

Çağatay - Architecture

Hamza - Gastronomy

Ahmet - Computer Science

Levent - Economics
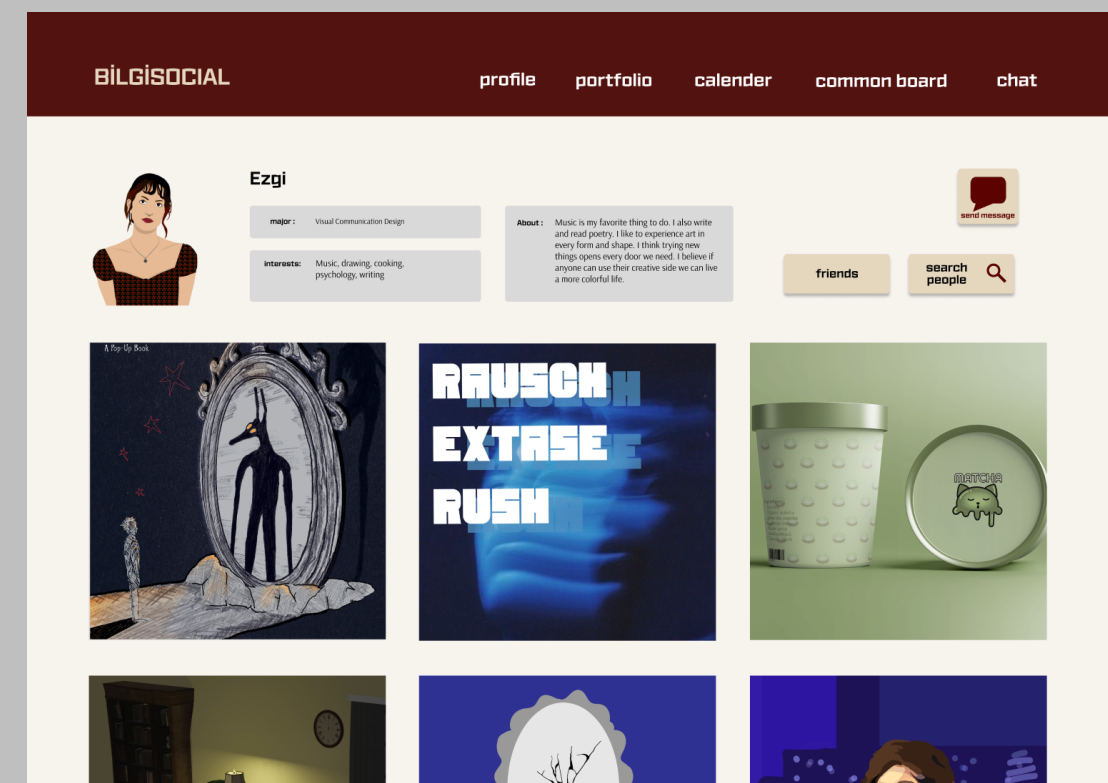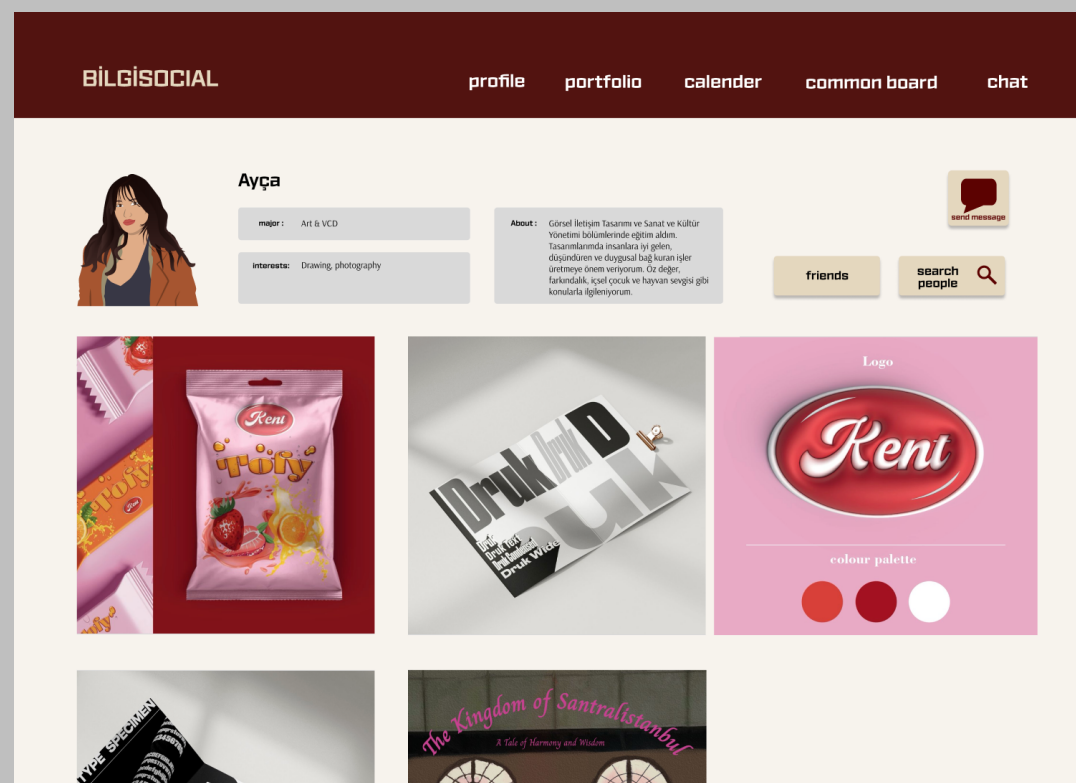
Seda- Sociology

Prototype before the 3rd User Test

I asked my friends what they think about their profiles in BilgiSocial.
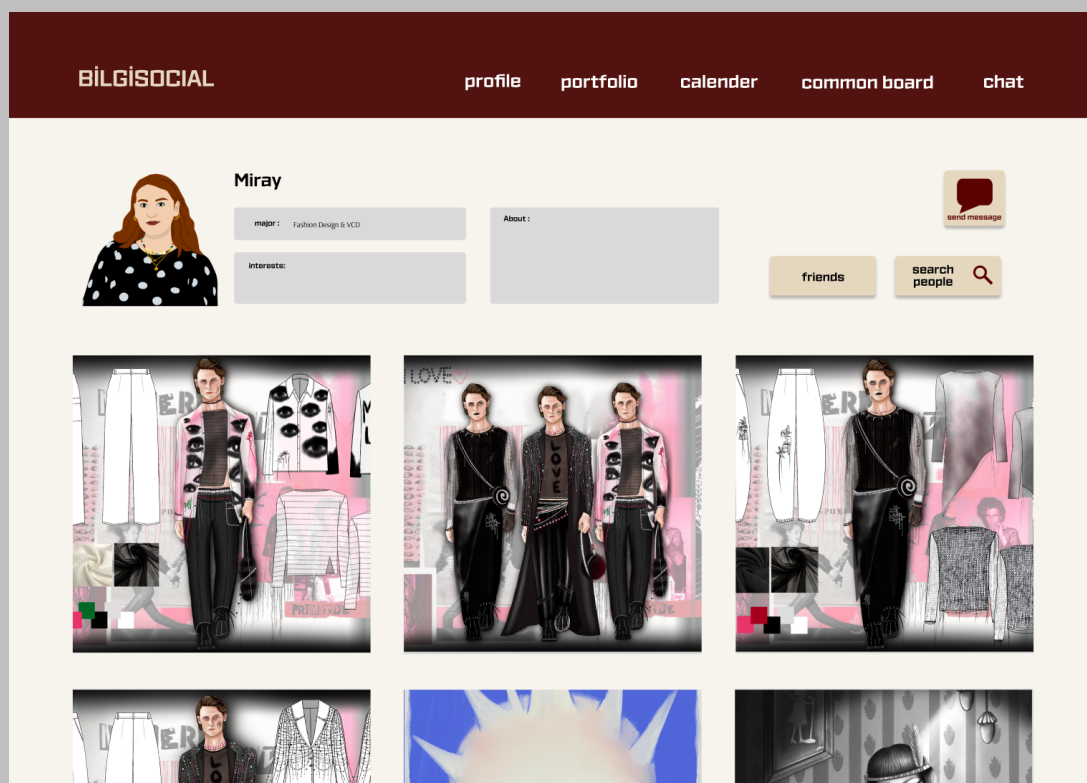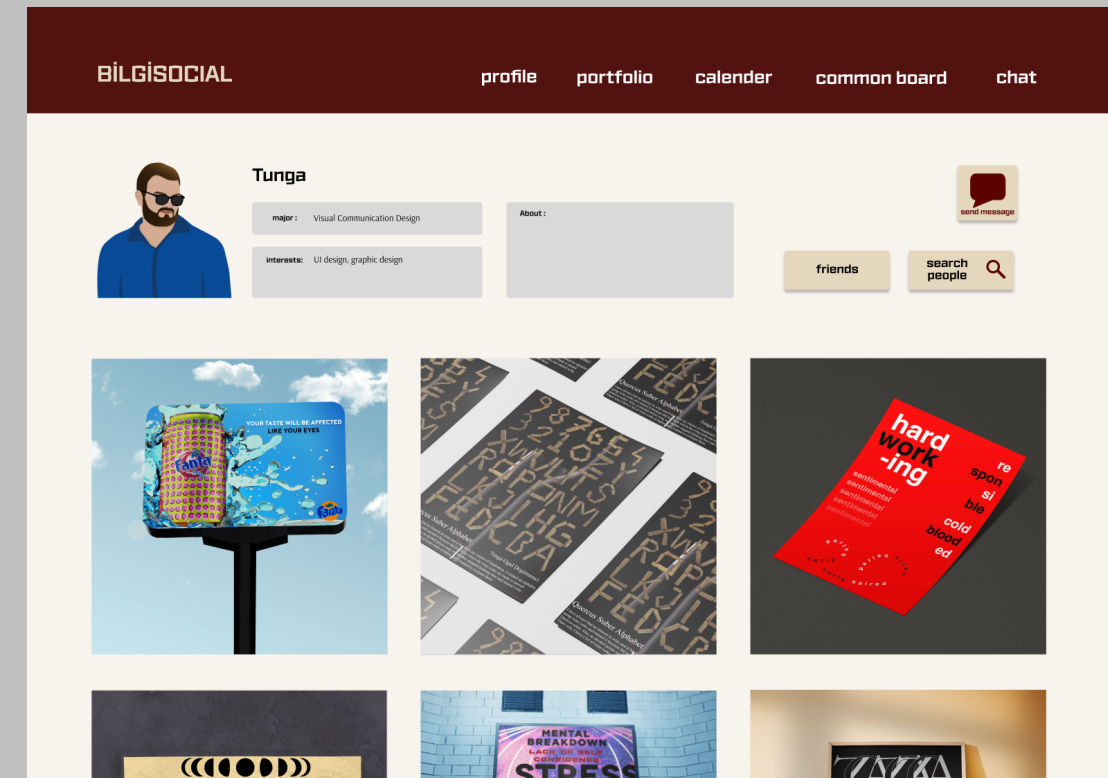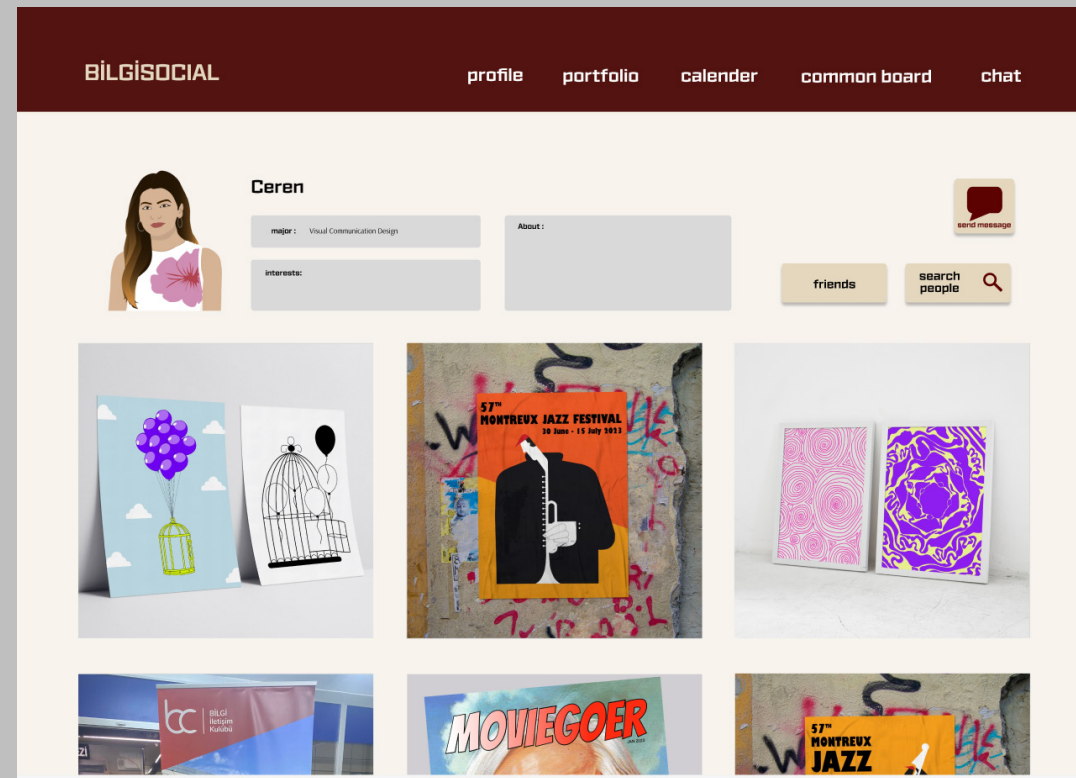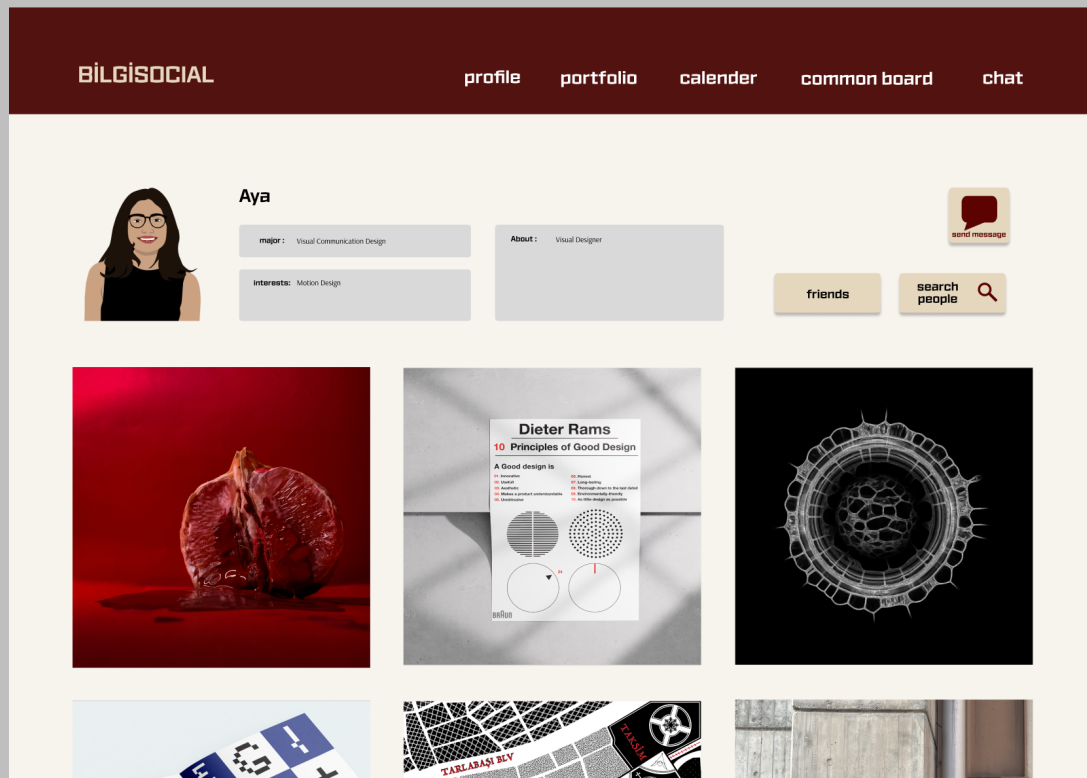
Prototype before the 3rd User Test

I asked my friends what they think about their profiles in BilgiSocial.
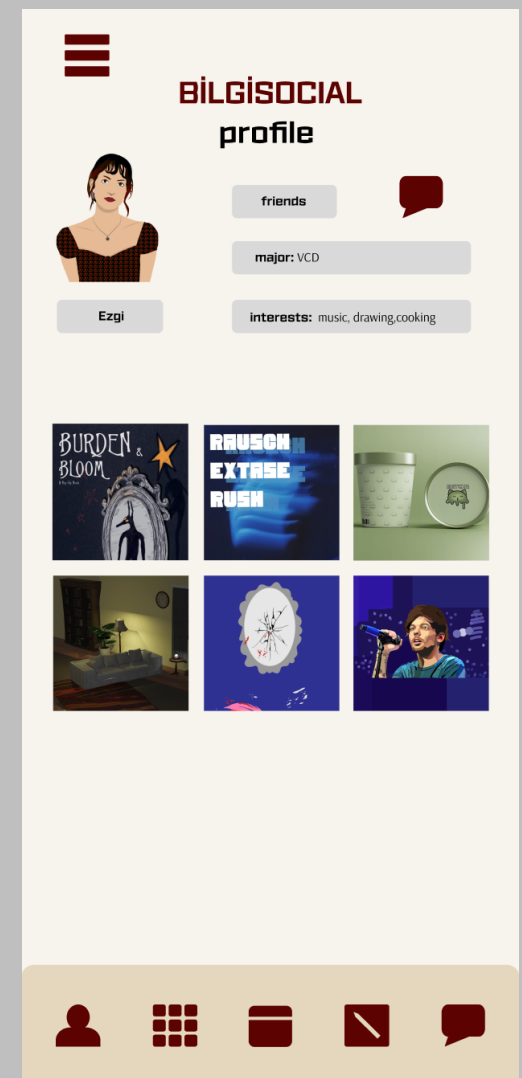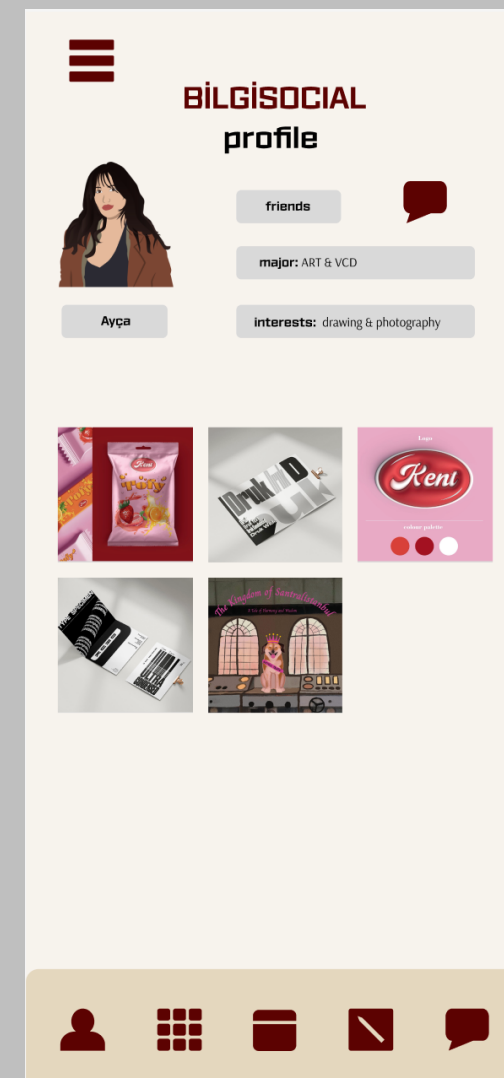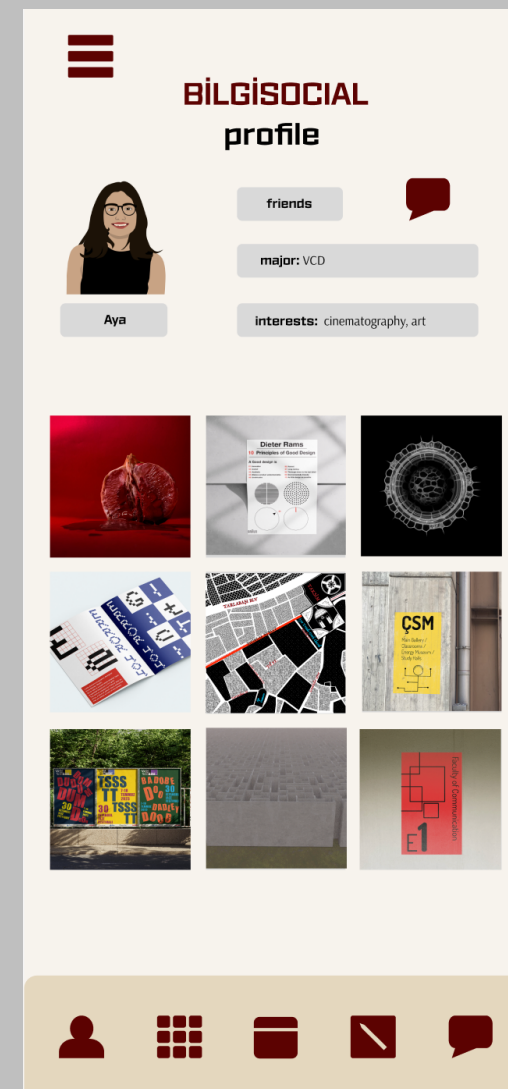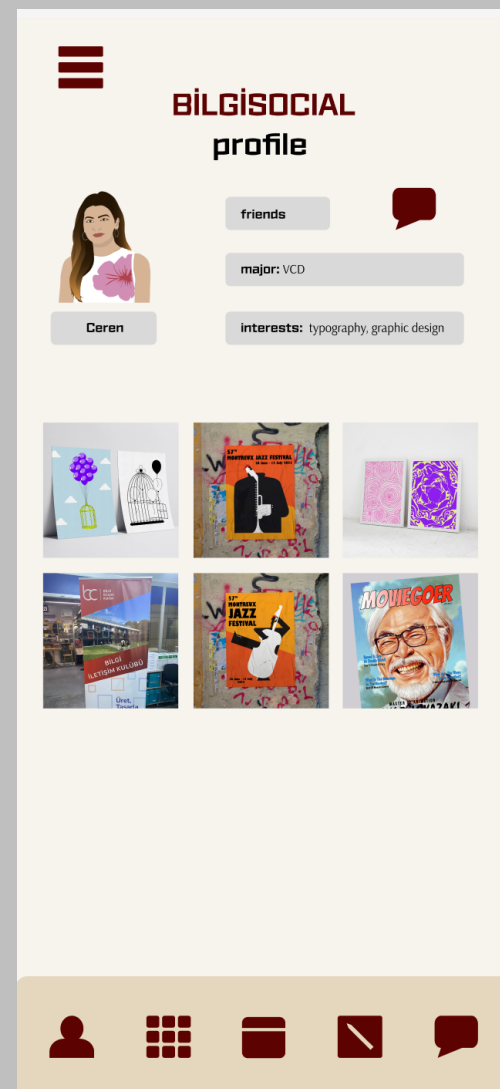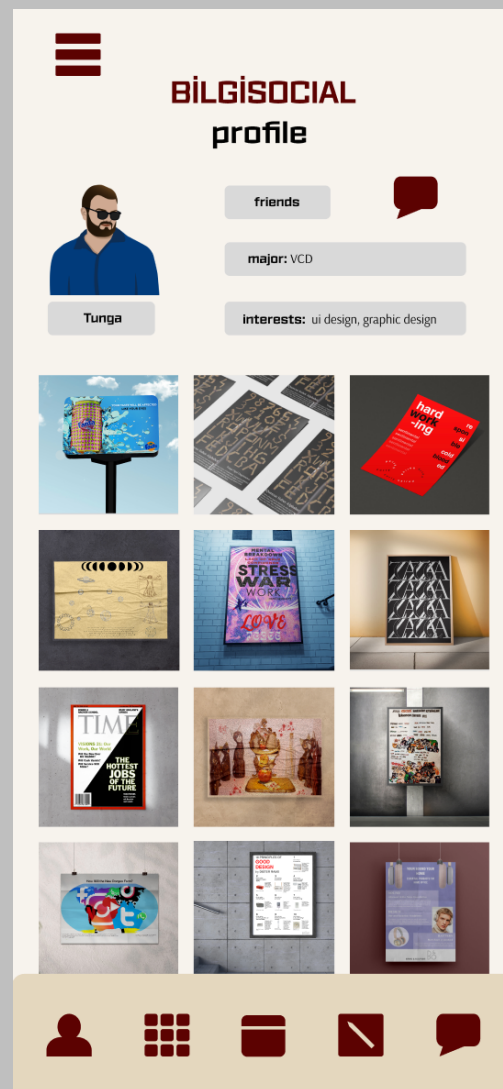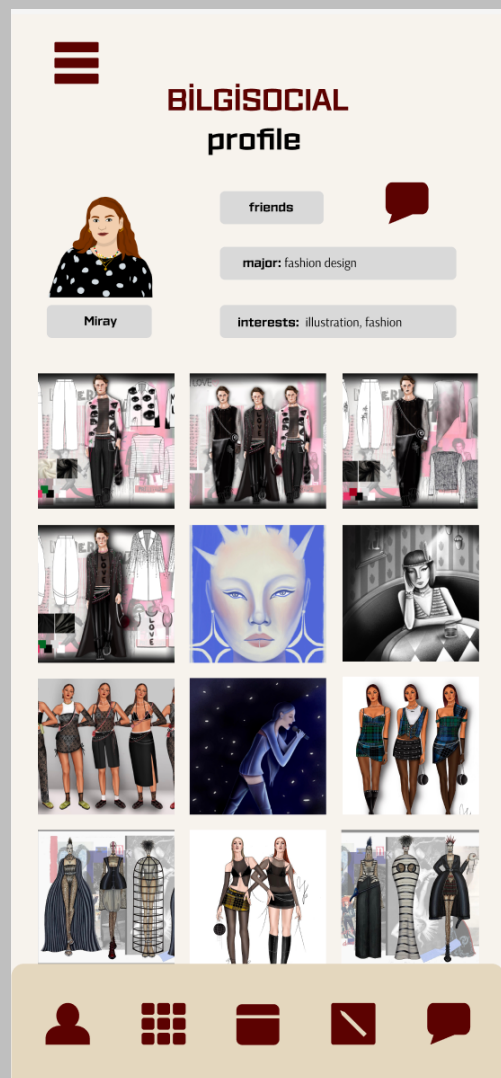
Eda Bebek

major :	Visual Communication Design

interests:	illustration, UI design, character design, filmmaking

edit portfolio

edit settings

About me

I am interested in telling stories. I like to see visual design as a new tool to tell stories. I also write scripts in my freetime. Everything I love is related to writing and storytellng one way or the other. I see design as a new tool in my storytelling skillset. I also love colors and playful visual narratives.

search people

friends

upcoming events

INTERFACE DESIGN
Smartphone App
'CLOTHSHARE'
12135037 Eda Bebek

İKSV FİLM

film.iksv.org
#sehirdekigozler
#iksvfilmfestivali23

beauty

STORYBOARD
for scenario: Ahmet

1

Ahmet is a Computer Science student in Bilgi University.

2

Ahmet and his two friends from Computer Science want to develop a phone app for secondhand furniture exchange.

3
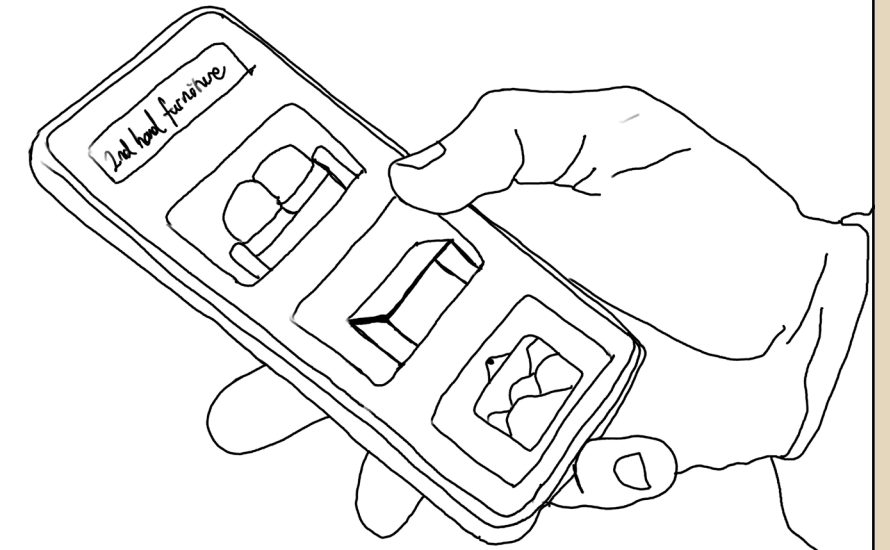
When they tried to code a prototype, they realized they know nothing about design. They decided they need designers in their team.

4
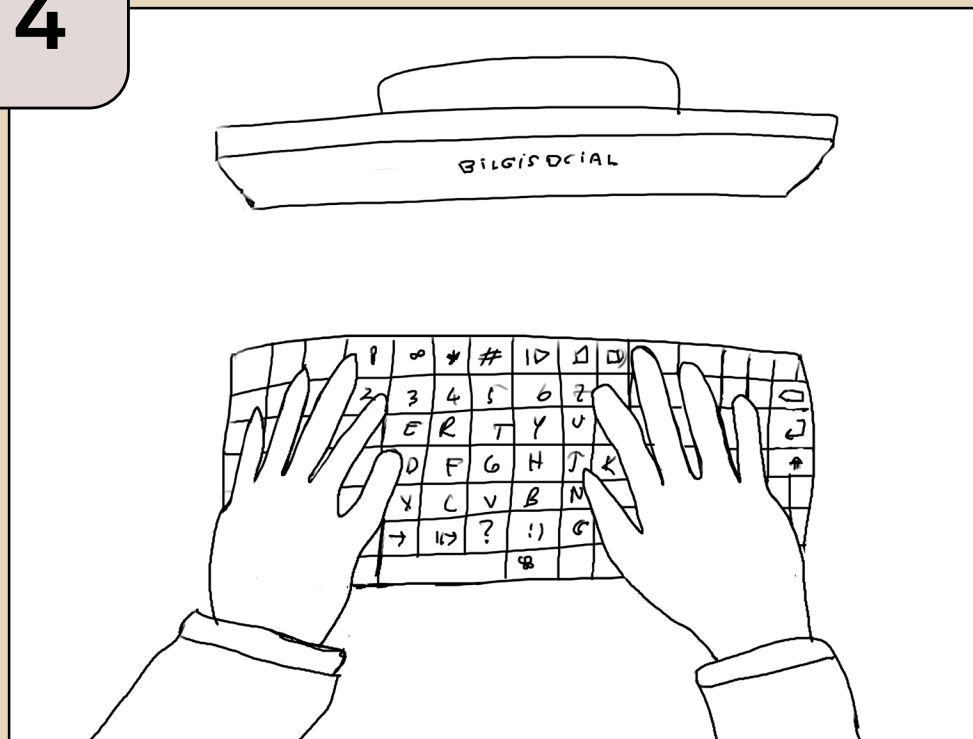
Ahmet decided to write the question on the 'Common Board' in BilgiSocial.

5
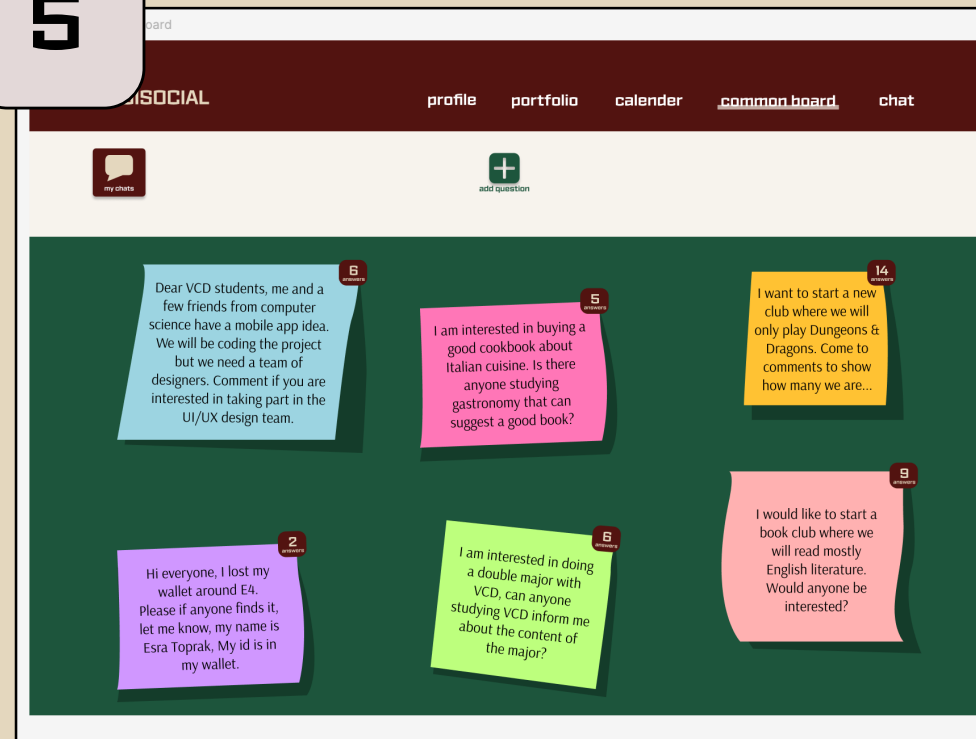
There are many other questions on the 'Common Board'. This is a page where Bilgi University students can ask each other questions.

6

Dear VCD students, me and a few friends from computer science have a mobile app idea. We will be coding the project but we need a team of designers. Comment if you are interested in taking part in the UI/UX design team.
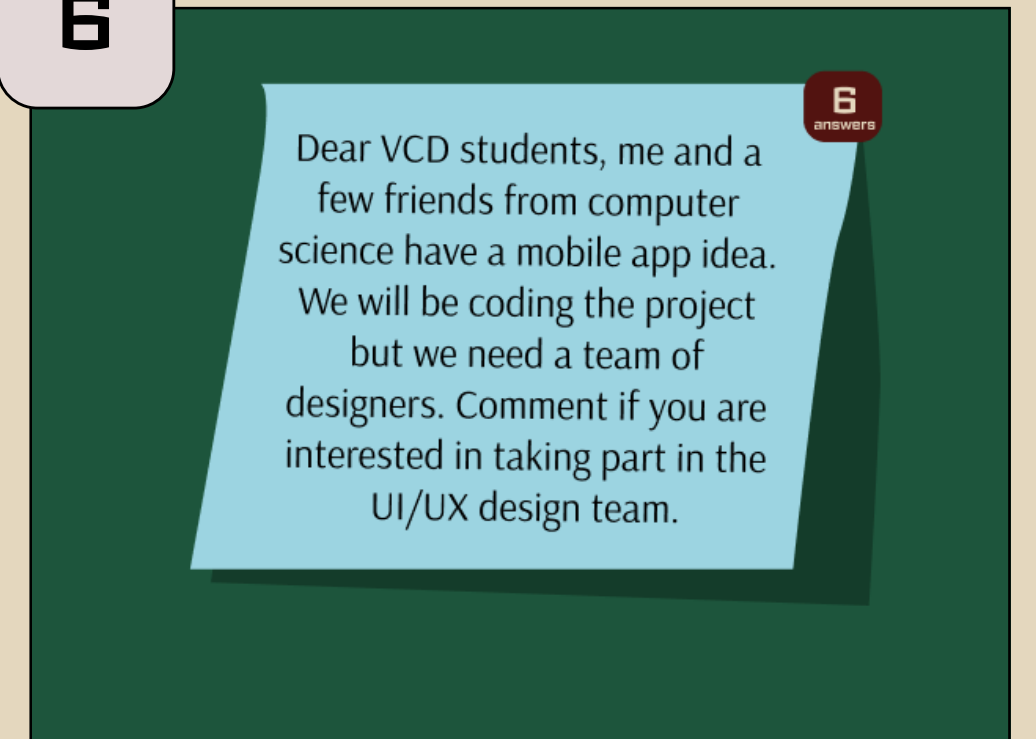
Ahmet's question gets answered by some students.

7

Eda sees the question on BilgiSocial. She answers that she is interested in the project.

8

Tunga sees the question on BilgiSocial and answers that he would be happy to take part in it.

9

Dear VCD students, me and a few friends from computer science have a mobile app idea. We will be coding the project but we need a team of designers. Comment if you are interested in taking part in the UI/UX design team.

Hey, I am interested in UI Design and I am studying VCD. I would really like to be in that team...

YOU

Hey Ahmet, I want to be a UI designer. I would like to work with you, but can you give more details about the details of the project?

Tunga(VCD)

Of course. Our project is for selling and renovating second hand furniture. We are creating an app that will be easy to use. We want it to have a fun and playful visual language. I'm not an expert, I'm sure you will be better at coming up with concepts for the design.

Ahmet (Computer Science)

Sounds really nice! I'm interested. Maybe we can meet in the campus to discuss details about the project and the design.

YOU

I'm excited about this project. Let's meet in the campus with all your team and discuss these matters. Also if you want to check, you can look at my portfolio to see the works I've designed. My profile is open for non-friends as well.

Ahmet sees the answers in the chat that he started on the common board.

10

profile · portfolio · calender · common board · chat

Tunga

major : Visual Communication Design

interests : UI design, graphic design

About :

send message

friends · search people

Ahmet checks Tunga's portfolio on Bilgisocial to understand his design language.
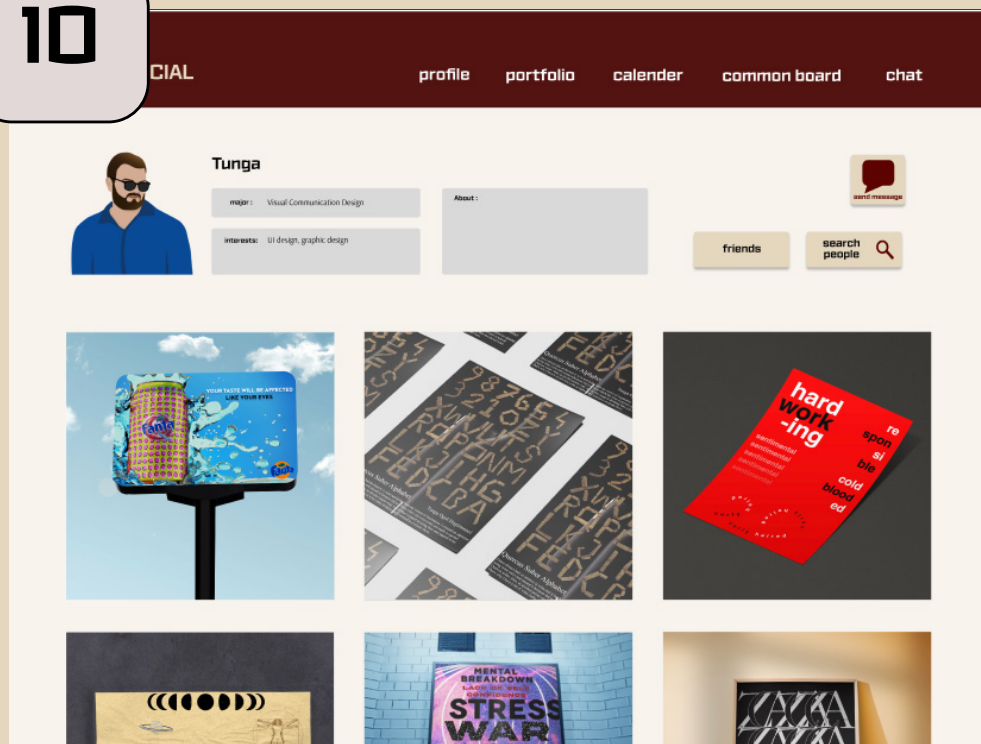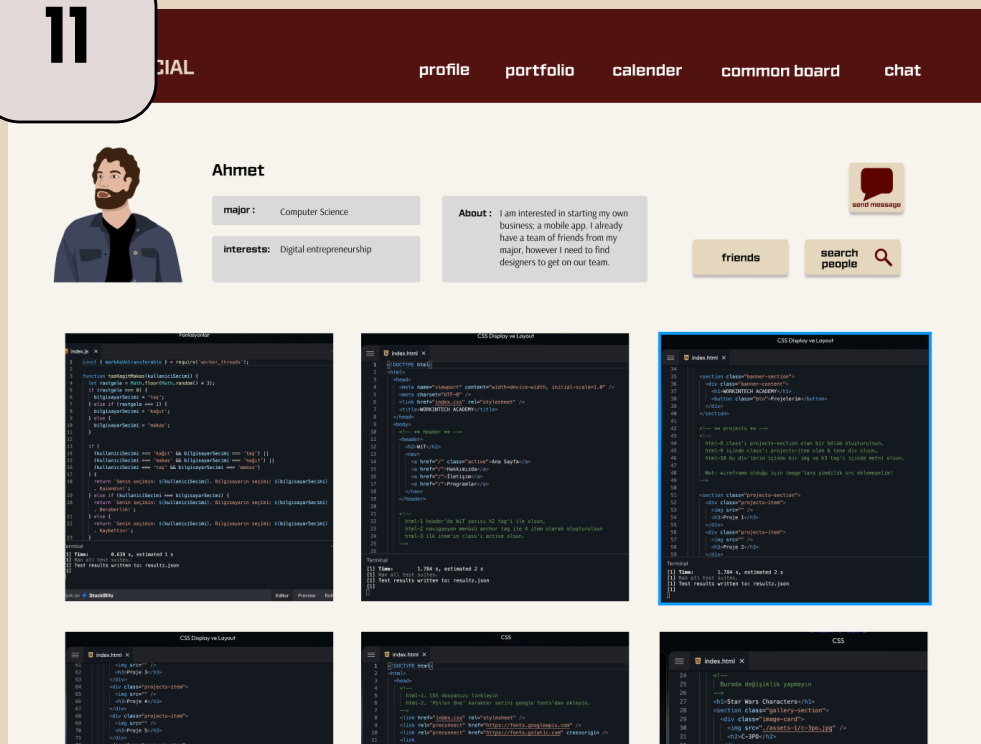

11

profile · portfolio · calender · common board · chat

Ahmet

major : Computer Science

interests : Digital entrepreneurship

About : I am interested in starting my own business; a mobile app. I already have a team of friends from my major, however i need to find designers to get on our team.

send message

friends · search people

Tunga and Eda check out Ahmet's profile.

12

m excited about this project. Let's meet in the campus with all your team and discuss these matters. Also if you want to check, you can look at my portfolio to see the works I've designed. My profile is open for non-friends as well.

Tunga(VCD)

Great idea, I'll definitely check!

Ahmet (Computer Science)

You can visit my profile as well. When do you have time? Would you like too meet inside the campus at 18:00 pm today?

add event to calender

YOU

Works for me... I'll inform my other friends as well.

Ahmet (Computer Science)

On the chat, they agree on arranging a meeting in the campus.

13

GİSOCIAL   profile   portfolio   calender   common board   chat

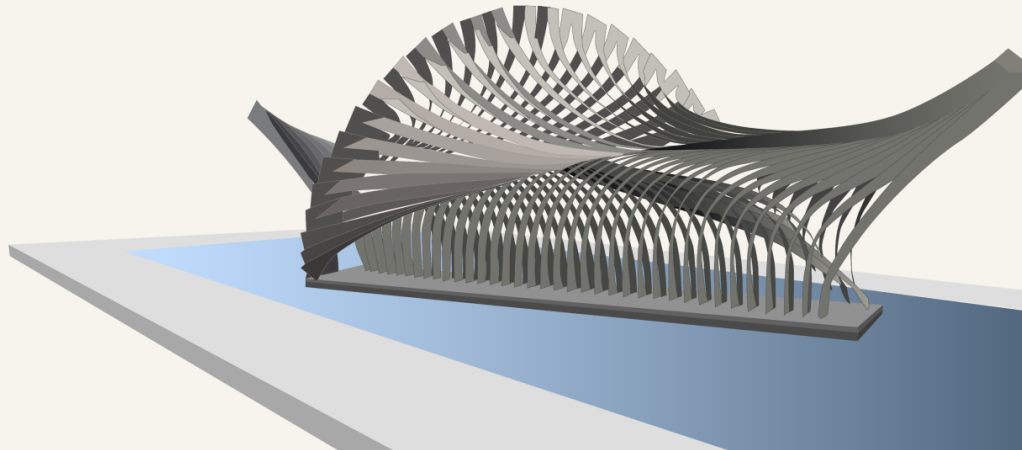add event

Event Title: App design

Event Date: June 14, 2025

Information about the event: Project team, first designer meeting

invite
friends
+

save changes

They create an event on the platform for their meeting. Each one adds add the meeting to their calender.

14

Ahmet, Eda and Tunga meet in the campus to talk about creating the UI design of the app.

Exhibition

Exhibition

Prototype Links:

Website Prototype:

https://www.figma.com/proto/PQLV6cB3bkRRY4TO7zgc0m/bilgisocial-WEB?page-id=0%3A1&node-id=552-290&p=f&viewport=441%2C164%2C0.03&t=67CP84am3bqmHpxL-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=552%3A290

App Prototype:

https://www.figma.com/proto/YeyoWqcDgoKg4LCIoU6srz/Bilgisocial-APP?page-id=0%3A1&node-id=551-193&viewport=1396%2C-1161%2C0.36&t=fY4hAayhlvYJvflm-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=551%3A193&show-proto-sidebar=1