



# OGS: Our Grandfather Story

## Case Study

Creating an end-to-end mobile app for viewers of OGS



# What is OGS?

OGS is a Singapore-based media company highlighting the untold stories of Southeast Asia. From heartwarming conversations to local flavors, OGS is on a mission to educate and preserve the traditions and cultures of Southeast Asia. OGS has significant followings on Youtube (312K subscribers), Facebook, and Instagram.

# What makes OGS unique?



What differentiates OGS from other media companies is their dedication to local news and community engagement. Beyond hitting the streets and recording honest conversations with locals, OGS hosts Facebook events that allows community members to interact with the restaurants and small businesses that are featured in their videos.





## The Problem

It's noticeable from the research that there isn't a direct line for fans/viewers of OGS to connect to each other and have a sense of community. The current content (ie: videos, short stories, events, etc.) is spread out among different social platforms and there is a large opportunity to make the content and community accessible all in the same place. Design a mobile app for a small media company to improve overall user engagement and sense of community.



## How Might We..?

How might we improve the overall user engagement and sense of community for OGS viewers?



# The Solution

1

Create a mobile app consistent with OGS website's UI and playful aesthetic

2

Merge OGS's offerings (videos and events) into one platform to keep viewers up-to-date and eliminates the need to check both Youtube and FB for the latest happenings with OGS

3

Create flows with clear iconography that will allow users to register for upcoming events and offer volunteering opportunities such as participating in an OGS video.



# Process Overview

## 1. Empathize

### Research:

Secondary  
Research

Competitive  
Analysis

User interviews

Empathy Map

Persona

## 2. Define

### Information Architecture:

Task Flows

Sketches

## 3. Ideate

### Interaction Design:

Wireframes

## 4. Prototype

### UI Design:

Prototype

## 5. Test

### Iteration and Implementation:

Usability Testing

Affinity Map

# 1

## Empathize - Research Goals

1. Understand current trends in news media apps
2. Understand OGS viewer feelings on OGS, the videos, and their engagement with the content/company.
3. Outline the features, pros & cons of OGS competitors






# 1

## Empathize - Secondary Research

- **Device usage:** More than 8 in 10 U.S. adults get their news from their mobile devices with half of U.S. adults getting their news from social media (ie: FB, Twitter, Tik Tok, Youtube, etc.)
- **Device engagement:** Nearly half of gen Z and millennials engage with the news through sharing, texting, emailing, or commenting at least once a day.
- **News consumption:** 86% of online Southeast Asian users consume news through online venues.
- **Three news trends:**
  - Enjoyment of the news is falling, less than  $\frac{1}{3}$  of the 6000 surveyed found the news enjoyable/entertaining.
  - Trust in the press is declining and so is trust in social media. Local news fares better than national news.
  - The media is failing to accurately cover communities of color.




# 1

# Empathize - Competitive Analysis

	Company 1	Company 2	Company 3	Company 4
Product name			<b>Vietcetera.</b>	
Pros	<p>Shares overlooked stories of Singapore and Southeast Asia</p> <p>Has a website for the top four series: flavors, generations, neighbors, and offbeat. Playful aesthetic with bright colors.</p> <p>Has a youtube channel, instagram, facebook, and twitter</p> <p>Has a newsletter</p> <p>Contact us page allows for direct communication with the OGS team</p>	<p>Dedicated news page for local and global events</p> <p>Is available for both desktop and mobile</p> <p>A great communication platform for users to comment, like, share, view and post content.</p> <p>Has a messaging feature and search bar</p> <p>Has event and community pages for organizations</p> <p>RSVP-ing to an event allows users to see who else is going to the same event. Event details are shown along with location, map, and discussion</p> <p>"Popular with Friends" shows events FB friends marked they are interested in</p> <p>Shows recommended content and posts</p>	<p>Shares overlooked stories of Vietnam while documenting cultural and business changes</p> <p>Is available for both desktop and mobile. Modern BW aesthetic.</p> <p>Website is organized well with clear hierarchy</p> <p>Mobile app is offered in both Vietnamese and English</p> <p>Mobile app offers a recommended nav button for suggested articles</p> <p>Mobile app has good organization with clear subcategories under main categories</p> <p>Has a search feature on both desktop and mobile</p> <p>App allows for bookmarking of favorite articles/videos</p>	<p>Shares thought-provoking ideas from experts in all fields: business, tech, design, etc.</p> <p>Is available on both desktop and mobile.</p> <p>Clear, practical organization of content</p> <p>Website has a clear way for users to participate with "Attend" and "Participate" buttons in the nav bar with event details</p> <p>Mobile app offers a recommended nav button for suggested videos, "Surprise Me!"</p> <p>Has a search feature on both desktop and mobile</p> <p>Asks users what topics they're most interested in</p> <p>App allows for bookmarking of favorite videos</p>
Cons	<p>Hardly any practical organization of videos, they're just all video galleries for each of the four series by chronological order, thus users are left to scroll for videos they might be interested in</p> <p>Website is only in English</p> <p>No events page or forums/discussion boards</p> <p>No mobile app</p> <p>Written content is only on FB and IG, not on youtube or website</p>	<p>Requires an account for access to features</p> <p>Has a lot of ads</p> <p>Lots of spam bots and privacy issues</p>	<p>Mobile app and website do not post events despite Vietcetera hosting frequent events as detailed in their FB page. However, they do post about their events in their IG and make sure to pin them to the top for easier viewing and attention.</p> <p>App only has articles, no videos</p>	<p>Mobile app has no events page despite TED hosting frequent events and conferences across the globe</p> <p>App is only in English</p>

# 1

## Empathize - Competitive Analysis

	Company 1	Company 2	Company 3	Company 4
Product name			Vietcetera.	


Key takeaways here:

- 1) Users seem to benefit from common features:  
bookmarking, video player, search bar, etc.
- 2) Lack of emphasis on or dedicated events pages

	No events page or forums/discussion boards		App only has articles, no videos	
	No mobile app			
	Written content is only on FB and IG, not on youtube or website			

1

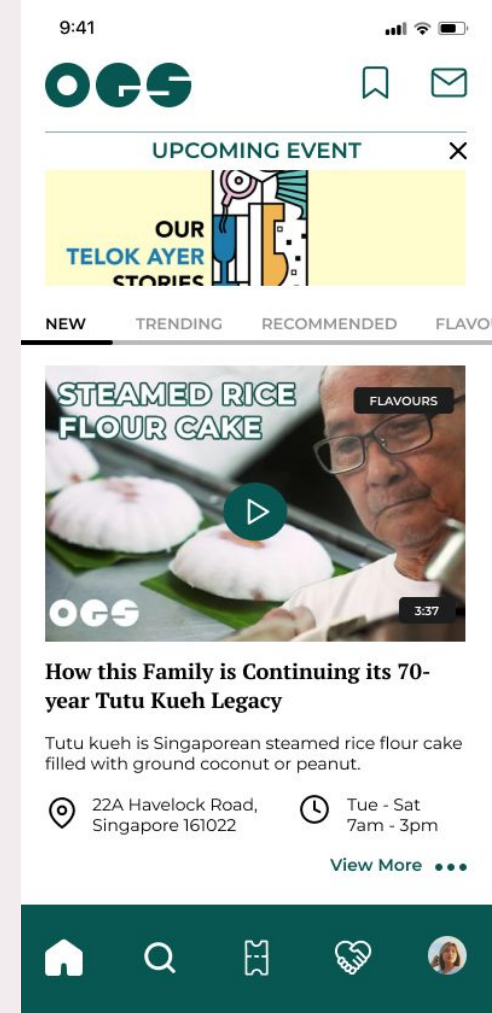
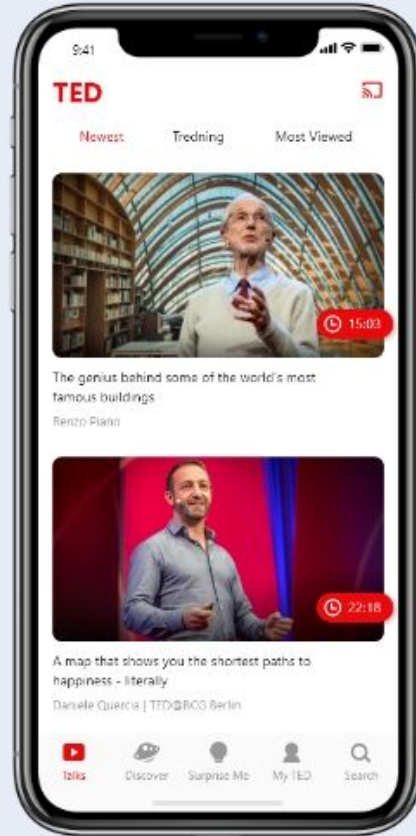
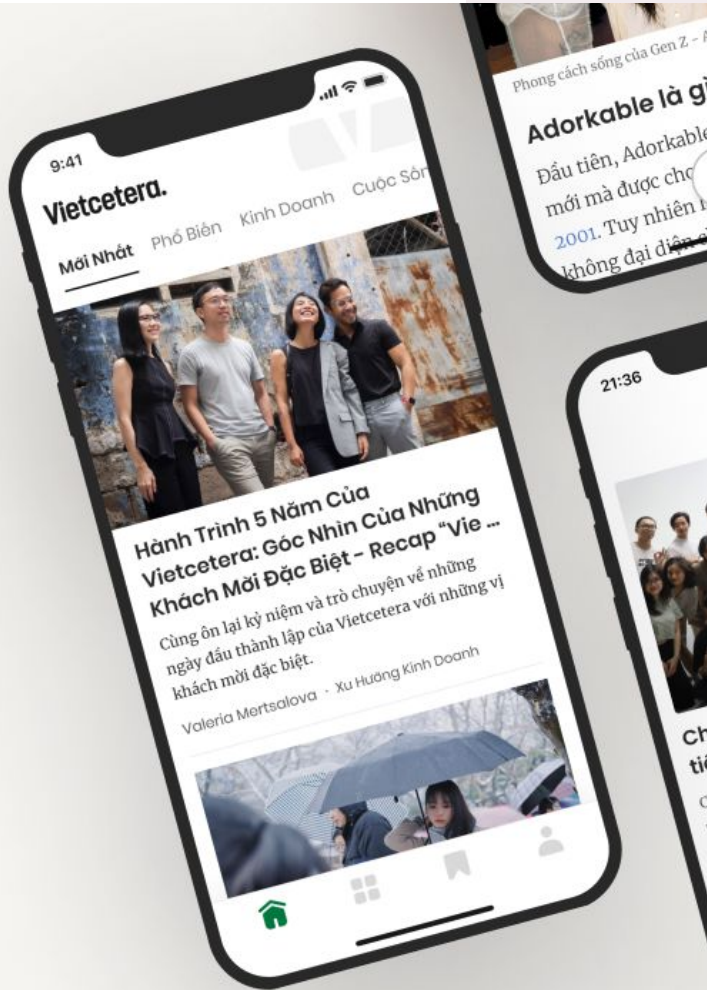
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Vietcetera has a similar audience and mission, targeted towards strengthening the Vietnamese identity and educating the world about Vietnam's culture/tradition/current events.

1

# Empathize - Competitive Analysis



# 1

## Empathize - User Research

**Participants:** 5

**Background:** Somewhat active OGS fans/viewers on FB or Instagram

**Age:** 20-34

Sample questions:

- 1) If you use news apps, which apps do you use most frequently? Why?
- 2) What do you like about OGS and why do you watch OGS videos?
- 3) What kind of OGS content do you like watching or lean towards?
- 4) Have you ever been to an OGS event? If yes, how did you find out about it? Can you walk me through how you would find an OGS event?

# User Research - General Findings

## Needs

- A way to see events in-app with the video content
- To know when events are happening altogether
- A way to see if my friends/acquaintances are going to the event.
- OGS to post their events on IG too
- OGS to host more events for more opportunities to meet the people featured in their videos
- A way to contribute to the local small business owners more than visiting the shop
- More ways to participate in OGS community like volunteering

## Frustrations

- "A little annoyed" that user has to log into FB to see if an OGS event is happening.
- OGS youtube channel has too many playlists, wants more organization to the videos like "TED Talks"
- By traditional media and its negative news

## Motivations

- OGS content is honest and (mostly) uplifting and feel-good
- Feels more connected to the local community via OGS videos
- Discovering something new, finding something that is overlooked but important
- Learning about traditional foods and culture
- Preserving the hawker community in addition to the knowledge of traditional foods and culture
- Helping and supporting the small business owners, especially those with a good cause
- Pride in Singapore and Southeast Asia

# Empathize - Empathy Map

1. *Says and Feels:* Viewers love the mission of OGS in highlighting and preserving Southeast Asian culture/food and really **feel a lot more connected to their local community** and identity as a Southeast Asian.
2. *Thinks and Does:* Viewers who really love OGS keep up-to-date with their events on FB. In general, they **wish there were more opportunities to engage with their local community** and support the shops/local businesses featured in OGS's videos.





# Empathize - User Persona



## Aleesha Ng



Age: 24



Occupation:  
Software Engineer



Location:  
Singapore



Marital Status:  
Single

"I love learning about the different flavors and cultures in my community here in Singapore. It makes me feel good to support local businesses that are preserving our Southeast Asian heritage."

## About

Alesha grew up in Singapore speaking English without much exposure to her Malay-Chinese roots. She's interested in learning more about her heritage and taste the foods her parents grew up with before immigrating to Singapore for work. On the side, she's an active food blogger.

## Goals & Needs

- Learn more about Singaporean and Malay-Chinese traditions
- Learn about hawker and Malay-Chinese culture and foods
- Learn how to make the foods her parents grew up with
- Write about her experiences in her food blog

## Motivations

- Desire to help local businesses and preserve cultural traditions and heritage
- Discover new places to eat at and new dishes to try
- Grow and educate her food blog audience and encourage readers to try new foods
- Understanding her own heritage, identity, and roots
- Connect to the local community
- Find likeminded friends

## Everyday Activities

- Hiking
- Reading and writing
- Blogging
- Eating
- Finding new places to eat

## Frustrations

- Has to research on where to eat and what to try
- Wants to help and support local businesses but doesn't know how to or where to volunteer
- Doesn't use FB much as a gen Z and relies on IG to discover new places
- Doesn't know when OGS events happen

## Device Usage

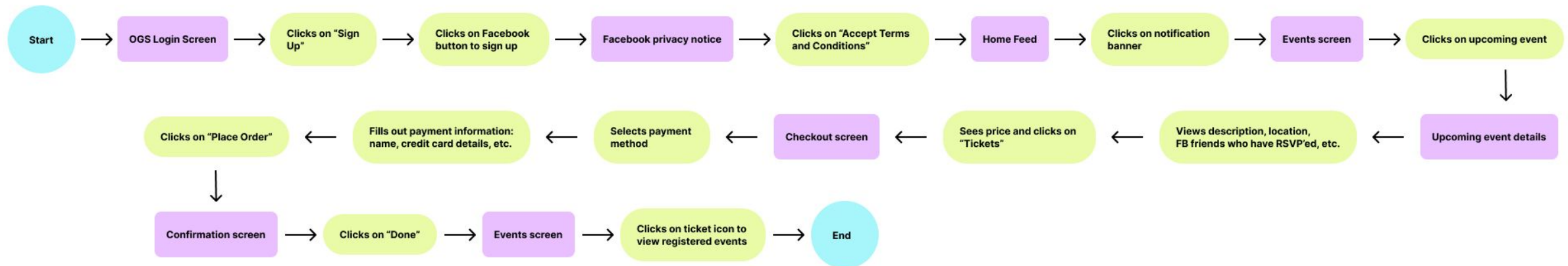
- Mainly mobile
- Laptop for blogging
- Social Media, documenting life

# 2

## Define - Task Flows

Based on my competitor analysis, I saw an opportunity in focusing on events and event registration.

**Task 1: As a fan of OGS, Aleesha wants to find upcoming OGS events to attend in Singapore and see if her friends are attending those events.**

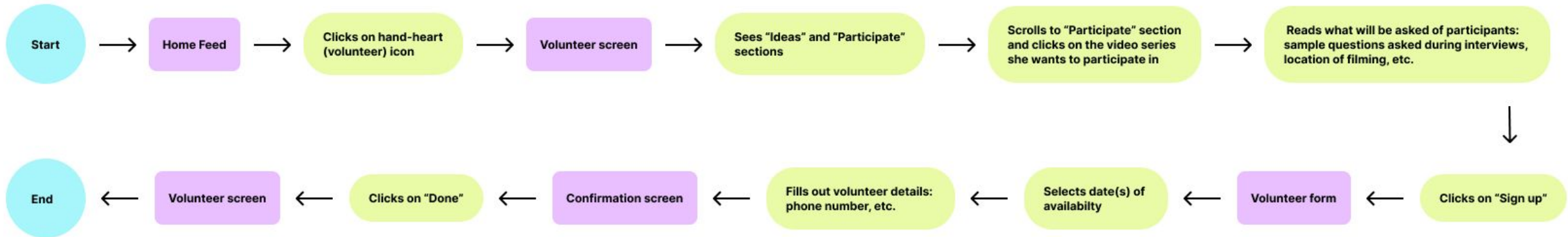


# 2

## Define - Task Flows

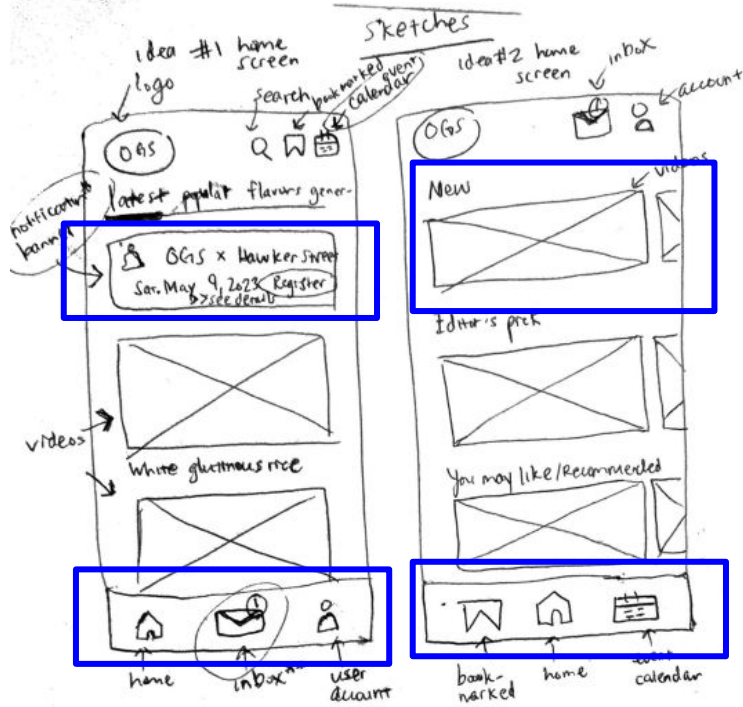
Based on my research, users will benefit from having a dedicated section for volunteering that will help them feel more connected to OGS and their local community.

**Task 2: As a fan of OGS, Aleesha wants to volunteer to help OGS grow their community and participate in their videos.**



# 2

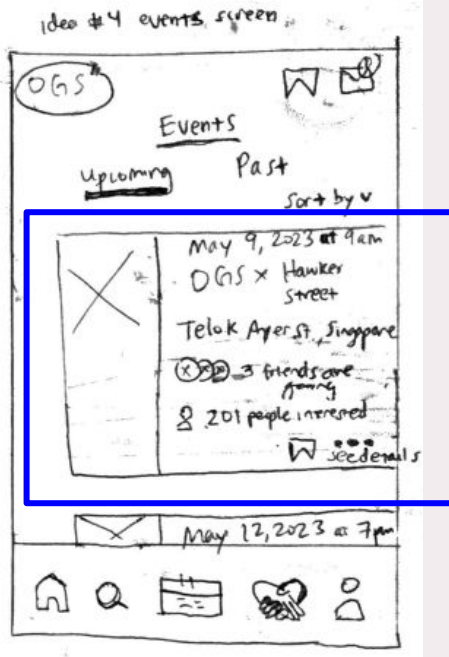
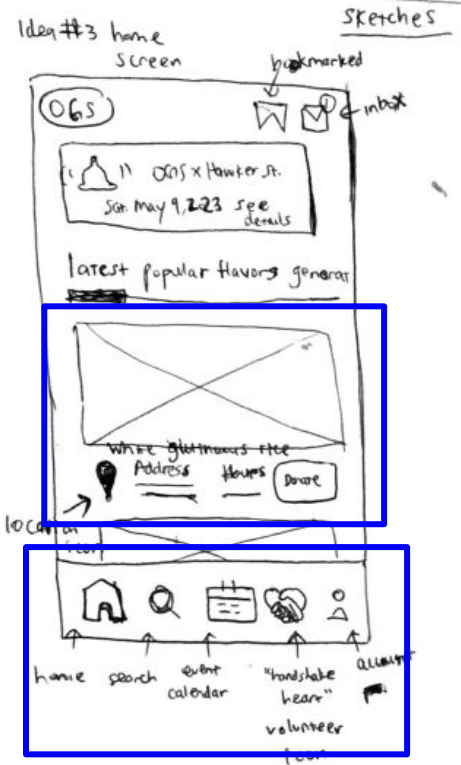
# Define - Sketches



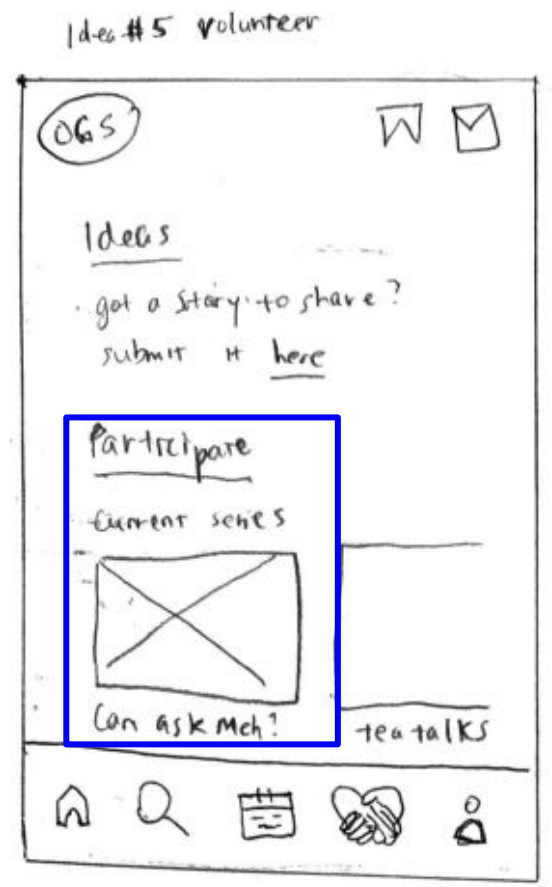
\* notification banner: alerts user to upcoming events hosted by OGS

\*\* inbox: users msg OGS directly to seek/sign up for volunteering opps? or OGS sends out forms to users directly to seek volunteers?

bookmark: for videos + events



Notes: using inspiration from Eventbrite's mobile app, this event calendar will show upcoming events to users. Users can sort by events closest to them, price, weekend/weekday, popularity (how many people shared that they were interested). They can also bookmark events for later viewing.



# Ideate - Wireframes



## Sign Up

Create an account

NAME

EMAIL

PASSWORD

CONFIRM PASSWORD

CREATE ACCOUNT

or sign up with



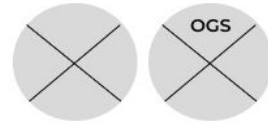
Google



Facebook

By signing up you agree to the [Terms of Service](#)

## Login



OGS will receive the following: your public profile, friend list, email address, birthday, and likes.

Edit the info you provide



This does not let the app post to Facebook

CANCEL

OK

1

## Facebook User Login

Because a significant number of OGS viewers follow them on FB, in order for the events to have social data, users will be given the option to sign up via FB instead of email. This screen mimics what FB prompts users to allow FB to have access to personal information when users login via FB credentials.

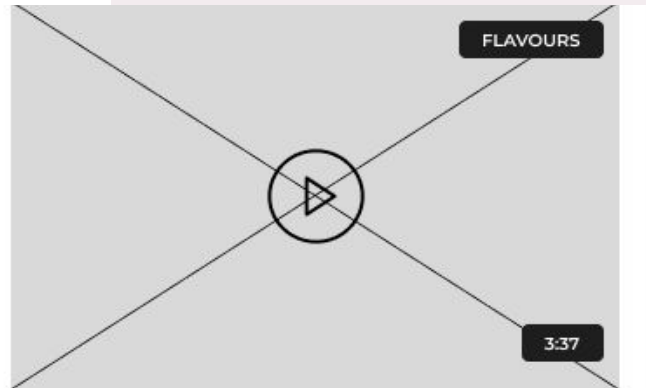
1

# Ideate - Wireframes



- 1 OGS Logo**  
For quick jumping back to the home screen
- 2 Bookmark icon**  
This is where users can see their bookmarked items: videos, events, volunteering opportunities, etc.
- 3 Messaging icon**  
Ideally when the community of OGS app users grow, users can message event attendees/organizers directly and create plans together. OGS can also send messages directly to their viewers/volunteers for updates/important information.
- 4 Upcoming Event Banner**  
Upon opening the app, users will be notified of the latest event and can click on this banner directly to see the event details and register.
- 5 Video Playlists**  
This horizontal bar allows users to see videos by playlists.

# Ideate - Wireframes

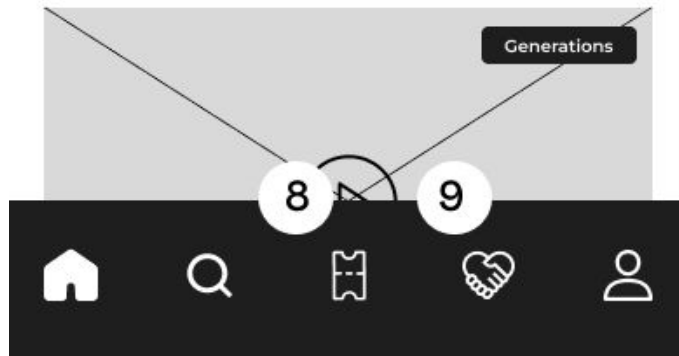


## How this Family is Continuing its 70-year Tutu Kueh Legacy

📍 22A Havelock Road, Singapore 161022

🕒 Tue - Sat  
7am - 3pm

Tutu kueh is Singaporean steamed rice flour cake



### 6 Location, time, description

This gives users details they usually ask for on OGS's food videos at a glance.

### 7 Three dots icon

Users click here to learn more about the video.

### 8 Tickets icon

Users click here to view upcoming events and access their ticket wallet.

### 9 Hand-heart icon

Users click here to access volunteering opportunities.

# Ideate - Wireframes



## 1 Share icon

Users can share this event to their friends/social media.

## 2 Friends going

Users can view how many friends/ who registered for the event to encourage them to come too!

## 3 General interest

Users can see who else is interested in going to the event. Ideally, this would pull data from FB's "interested", but also count how many people bookmarked the event.

## 4 See Details drop-down

Users can see more details about the event such as: performances, installations, shops, etc.



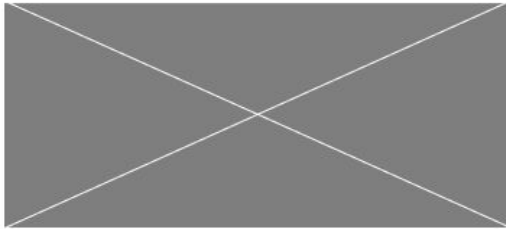
# Ideate - Wireframes

**SELECT DATE AND TIME** **5**

Friday 24 MAR • 2023 12pm - 2pm	Saturday 25 MAR • 2023 5pm - 11pm	Sunday 26 MAR • 2023 8am - 11am
--	--	--

**LOCATION** **6**

Telok Ayer St, Singapore, Singapore



**REFUND POLICY**

Refunds up to 30 day(s) before the event are permitted. Click [here](#) for more details.

**7**

\$0 - FREE **Tickets**

## 5 Date selector

Users select date/times they are wanting tickets for via these clickable cards.

## 6 Location

Users can see a map of where the event is located and click on the map to get directions via their phone's maps GPS.

## 7 Tickets CTA

Users click here to begin purchasing tickets for events.

# Ideate - Wireframes

The wireframe shows a mobile interface for purchasing tickets. At the top, there is a header "Our Telok Ayer Stories" with a close icon (X) and a callout '1'. Below this, a calendar icon is followed by event dates: "24 March (Fri): 12pm - 2pm" and "25 March (Sat): 5pm - 11pm", with a callout '2'. The main section is titled "GENERAL ADMISSION" and shows a price of "\$0.00 + \$0.00 Fee" with a note "Sales end March 23, 2023". To the right of the price is a quantity selector showing "0" and a downward arrow, with a callout '2'. At the bottom, a "Total" label is followed by "\$0.00" and a downward arrow, with a callout '3'. Below the total is a grey "Checkout" button with a callout '4'.

## 1 Selected event/date/time

Users see confirmation of their selected event and time/date

## 2 # of Tickets

Users use this drop-down to select the number of tickets they'd like to purchase.

## 3 Price breakdown

Users click the arrow icon to view a fold up of the price breakdown: fees, taxes, etc.

## 4 Checkout CTA

Users click here to checkout and type in their payment details.

# 4

# UI Design - Brand Evaluation

OGS



## White Glutinous Rice: The One Dish Wonder

Flavours | 2:12 mins

<https://ourgrandfatherstory.com/video/white-glutinous-rice-the-one-dish-w-...>



Step aside, lor mai gai, there's another glutinous rice in town.

The only dish that Steven sells at his stall is a simple dish with only rice, peanuts and shallots. Millennium Glutinous Rice is one of the remaining hawker stalls on the island known for this vanishing dish.

Chinatown Complex 335 Smith St, #02-092, Singapore 050335

Flavours

To respect the UI of OGS, I did some digging on their brand philosophy and typography.

Their forest green, muted orange, and subdued blue, all represent OGS's friendliness, freshness, and retro aesthetic.

The logo is minimalist and geometric while the typography, Montserrat and PT Serif, is casual and modern.

WATCH NEXT



Why We Volunteer: Stories of 5 Singaporeans Who Rose Above Their Circumstances

HOT THIS WEEK

# 4

## UI Design Highlights - Events



### 1 Upcoming Event Banner

Upon opening the app, users will be notified of the latest event and can click on this banner directly to see the event details and register.

### 2 Location, time, description

This gives users details they usually ask for on OGS's food videos at a glance.

### 3 Three dots icon

Users click here to learn more about the video.

### 4 Tickets icon

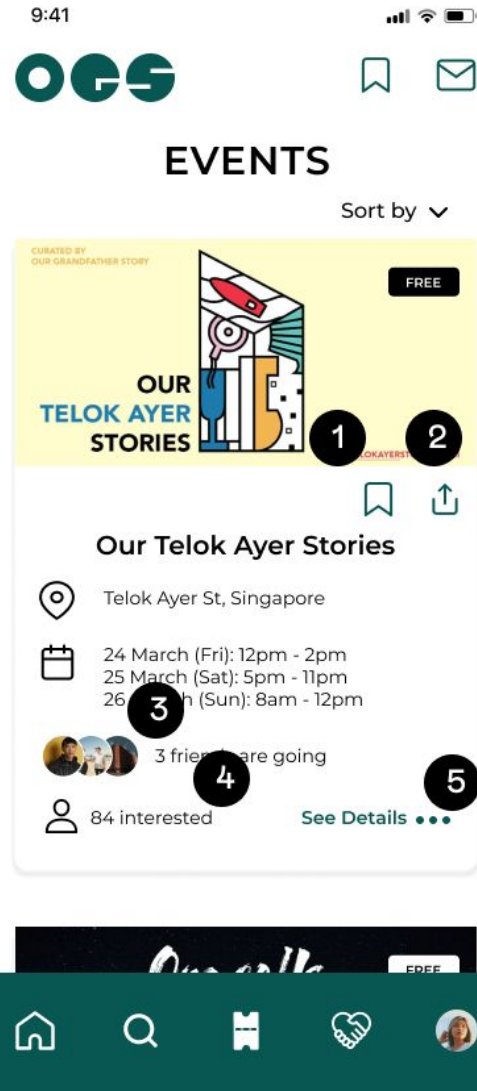
Users click here to view upcoming events and access their ticket wallet.

### 5 Hand-heart icon

Users click here to access volunteering opportunities.

# 4

## UI Design Highlights - Events



### 1 Bookmark icon

This is where users can see their bookmarked items: videos, events, volunteering opportunities, etc.

### 2 Share icon

Users can share this event to their friends/social media.

### 3 Friends going

Users can view how many friends/who registered for the event to encourage them to come too!

### 4 General interest

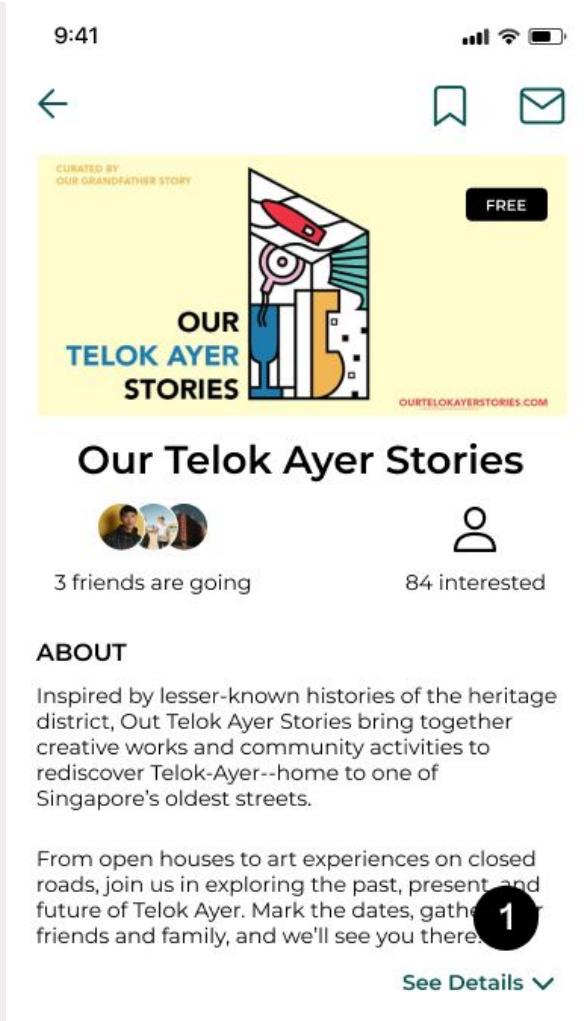
Users can see who else is interested in going to the event. Ideally, this would pull data from FB's "interested", but also count how many people bookmarked the event.

### 5 See Details drop-down

Users can see more details about the event such as: performances, installations, shops, etc.

# 4

## UI Design Highlights - Events



1

### See Details drop-down

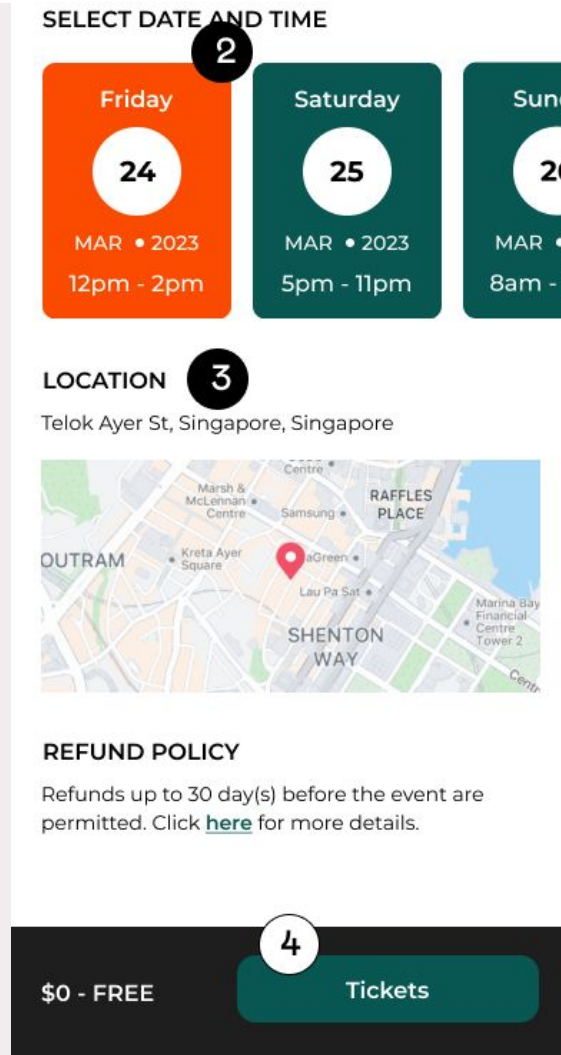
Users can see more details about the event such as: performances, installations, shops, etc.

1

See Details ▾

# 4

## UI Design Highlights - Events



### 2 Date selector

Users select date/times they are wanting tickets for via these clickable cards.

### 3 Location

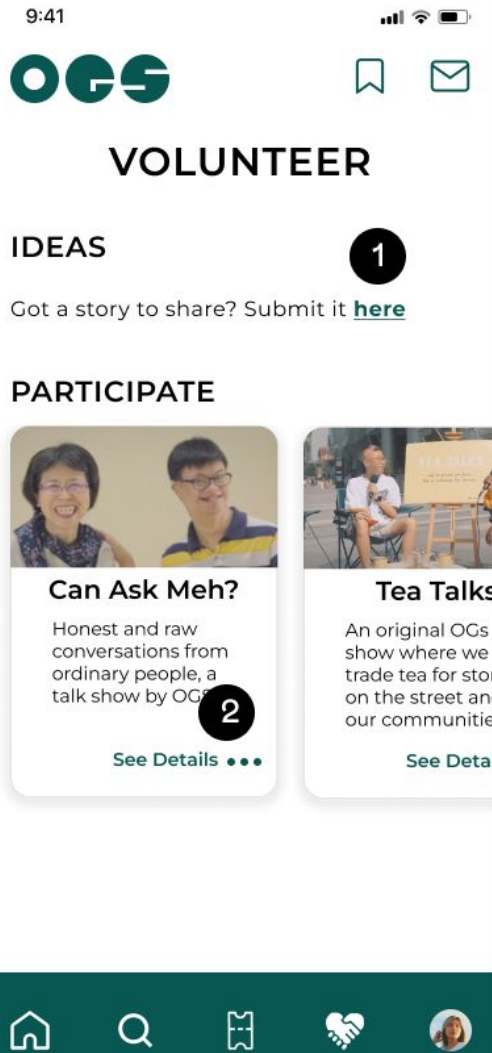
Users can see a map of where the event is located and click on the map to get directions via their phone's maps GPS.

### 4 Tickets CTA

Users click here to begin purchasing tickets for events.

# 4

## UI Design Highlights - Volunteering



1

### Ideas submission link

CTA for users to submit story ideas to OGS.

2

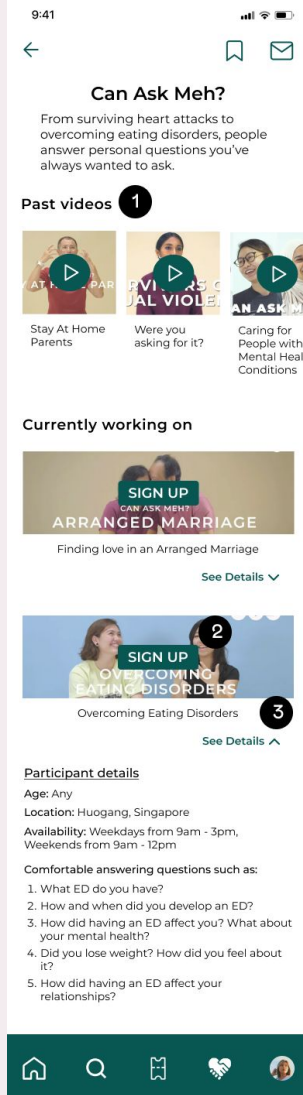
### See Details CTA

Users can view what the video series explores and access the volunteer form to sign up to participate in a video.



# 4

# UI Design Highlights - Volunteering



## 1 Past videos carousel

Users can view past videos from that particular series to get an idea of what to expect if they volunteer.

## 2 Sign Up button

Users click here to sign up to participate in a video. This button will direct them to the "Volunteer Form".

## 3 See Details CTA

Users click here to get an idea of what kind of participant OGS is looking to interview for their video. They can view what types of questions they'll be asked and see if they have availability to participate.

# 4

## UI Design Highlights - Volunteering

9:41

←

**Volunteer Form** 1

Aleesha Ng

aleesha.ng@gmail.com

+65 8389 0021

Are you over 18?\*

Yes  No

Emergency Contact\*

Michael

Ng

Availability\*

Select all that apply.

Monday 2

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Preliminary call\* 3

One of the OGS staff members will reach out to you for a preliminary call to go over the details, set a time and date, and answer any questions you may have as a participant on our show.

How would you like to be contacted?

Select all that apply.

Phone Call

Text Message

Email

I accept the OGS Terms of Service, Community Guidelines, and Privacy Policy. (Required)

Submit 4

### 1 Volunteer information

Users fill in their details here so that OGS knows what they go by and has a way to contact them before the interview.

### 2 Availability selector

Users check off days they are available to participate in the video interview..

### 3 Preliminary call

Users select how they'd like to be contacted for the pre-interview call. This allows OGS to screen their interview candidates and gives volunteers a chance to learn more about what will be asked of them.

### 4 Submit button

This button will only be active once all the required fields are completed and checked off. Users click this button to complete their volunteering registration.

# 4

## Prototype - Final Prototype

Let's view the prototype! Click [here](#)

# Test - Usability Testing

## Objectives:

- Test the two task flows: 1) Sign up for the upcoming OGS event and 2) Volunteer to participate in an OGS video
- Discover where users expect to find/register for events and volunteering opportunities
- Observe points of difficulty/confusion.

## Goals:

- Identify current pain points (ie: CTA design, placement, wording, etc.)
- Identify current successes of the navigation, UI, and user flows
- Observe user interactions and reactions to the new OGS mobile app

# Test - Usability Testing

**Participants:** 5

**Background:** Somewhat active OGS fans/viewers on FB or Instagram

**Age:** 20-34

Sample questions:

- 1) At what point(s) of this process were you confused?
- 2) What sticks out to you? What did you notice?
- 3) What do you expect to see if you click on the hand-heart icon?
- 4) On a scale of 1-5 with 5 being extremely difficult, how would you rate your experiencing registering for an event?

# Test - Affinity Map

## THE GOOD

### UI

UI is consistent with OGS's website and playful

Fairly clear iconography except for the hand-heart icon. Upon landing on the home screen, three people thought it meant charity or a button for donations.

One person thought the ticket icon would just be a ticket wallet, but once they saw events, they said it made sense.

Most of the users liked that events were scrollable cards that immediately let them know if their friends were going, how many people were interested, and what day(s) the event was taking place on

### User Flow

Flows were easy to figure out (average rating of 1.5), no one had issues completing the two tasks, easy to navigate to each flow via icons, everyone knew how to exit or go back in the flows.

Volunteering - surprisingly, this was the flow that most of the usability testers complimented since they were interested in being interviewed for a video to share their stories and experiences.

## NEEDS IMPROVEMENT

### Text

Two people thought the text under "Preliminary call" of the volunteer form was too wordy and suggested cutting it down.

One person was confused what "84 interested" meant at first, but upon seeing "3 friends" they deduced that "84 interested" means that 84 people in general are interested in attending.

One person thought that the confirmation message asked them to check the in-app "inbox" so they wanted to click on the top right mail icon of the header. After reading the complete sentence, they realized that it meant to check their email inbox. They suggested rewriting it as "Check your email for a confirmation receipt."

### Hierarchy

The "free" (rectangle) located at the top right corner of every event image wasn't noticeable to a few users. They suggested having the price/"free" be a larger font.

KT Nguyen

### Design

Two people said they expected to see a "my tickets" section when they clicked on the ticket icon while the rest (3/5) thought a "my tickets" section would appear if they clicked on their profile icon.

KT Nguyen

Two people said they wanted to be able to click on the entire card to view the details of the event and not have to click on "see details" to do so.

KT Nguyen

# Next



# Steps

1.

## Make Adjustments

Implement wording and design adjustments from user feedback. This includes clarifying text, making “free” more noticeable, and adding a “My Tickets” section.

2.

## Add Features

An overseas fan from Malaysia in the preliminary user interviews wanted to be able to donate to the small business she saw featured in one of OGS’s videos. The next prototype could include a “donate” button for the various shops/local businesses OGS highlights. Also, add messaging and bookmarking features.

3.

## Data

Gather data on user interactions: minutes spent on videos, # of shares, # signups, which events are popular, # of times they volunteer to participate in a video, etc. and understand what users truly find value in.

4.

## Test

With the edits, conduct more usability tests, and gather feedback for further improvements.

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