Hey Groop

Industry
Social Networking

Status
Live

My Role
UI/UX Designer

Year
2022-2024

About **The Product**

In today's digital world, staying connected with groups—whether friends, family, colleagues, or communities—has become more important than ever. However, traditional messaging platforms often fall short when it comes to organizing meaningful group conversations. They tend to become cluttered, with important discussions getting buried under a flood of unrelated messages. This lack of structure can make collaboration difficult and reduce engagement.
Hey Groop is a mobile application designed to address this challenge by offering a more intentional and organized way for people to connect and maintain group interactions. Whether it's planning a trip with friends, managing a project with a team, or simply staying in touch with a close-knit community, Hey Groop provides a clean, focused space for structured group conversations.
The app is built with simplicity and functionality at its core—making it easy for users to create, manage, and participate in group talks without getting overwhelmed. It goes beyond just chatting, encouraging thoughtful interaction and collaboration through features tailored for modern group dynamics.

Challenges

1. Scattered and Unorganized Conversations

- Group chats often become long threads of mixed content without any structure.
- Important information like decisions or dates gets buried in the feed.
- Users waste time scrolling to find past messages or files.
- There's no clear separation between different types of conversations (e.g., fun vs serious).

2. Lack of Focused Communication

- Apps like WhatsApp or Telegram don't allow for topic-based discussions within a group.
- Side conversations often derail the main topic of discussion.
- Group members lose interest when discussions lack clarity or purpose.
- There's no way to organize chats based on interests, tasks, or themes.

3. Overwhelming Notifications

- Users get flooded with alerts from large or active groups.
- Most platforms don't let users prioritize or filter messages.
- Important messages can be missed due to high volume.
- People often mute groups entirely, disconnecting them from key conversations.

4. No Context for New Members

- New members can't easily access older messages or pinned content.
- They feel left out of previous discussions and decisions.
- There's no onboarding or summary for group history or goals.
- Repeating information for new members becomes tiresome for existing ones.

User **Persona - 1**

Name: Aamya Sharma – **The College Organizer**
Age: 21
Occupation: College Student (Event Committee Head)
Location: Delhi, India

Background

Aamya is an energetic and enthusiastic third-year student majoring in Mass Communication. She's deeply involved in her college's cultural committee and frequently organizes fests, seminars, and workshops. Juggling between academics and event planning, she often finds herself drowning in multiple WhatsApp groups, where important updates get lost between birthday wishes and memes.

Goals

- Coordinate event planning with her team efficiently.
- Keep track of decisions, task lists, and shared documents.
- Separate serious discussions from casual group chatter.

Frustrations

- Can't find old messages when needed.
- Has to repeat details because people miss updates.
- Finds existing platforms too messy and unstructured.

User **Persona - 2**

Name: Arjun Mehta – **Remote Startup Team Lead**
Age: 29
Occupation: Product Manager at a Remote Startup
Location: Bangalore, India, India

Background

Arjun leads a small but fast-moving product team at a health-tech startup. With team members working from different cities and time zones, he relies on digital tools to manage collaboration. While Slack is used for formal communication, Arjun still prefers a more relaxed space for informal discussions, brainstorms, and bonding. However, WhatsApp groups quickly spiral out of control with unrelated content and no thread-based organization.

Goals

- Balance structured communication with casual team bonding
- Create focused discussion threads for different projects.
- Onboard new team members with context.

Frustrations

- No middle ground between rigid tools and chaotic chat apps.
- Difficult to revisit or track previous conversations.
- Wastes time cleaning up or redirecting off-topic messages.

Propositions we Offered

1. Topic-Based Group Threads

Users can create separate threads within a group to keep conversations focused and organized. This prevents clutter and makes it easier to find information.

2. Smart Notification Control

Custom notification settings let users choose what to be alerted for—reducing distraction while ensuring they don't miss important updates.

3. Catch-Up Mode for New Members

New members get a quick summary of key messages and ongoing discussions, helping them join the conversation without confusion.

4. Formal + Casual Space in One

Hey Groop supports both structured and casual chats, making it ideal for teams, students, or communities that need flexibility.

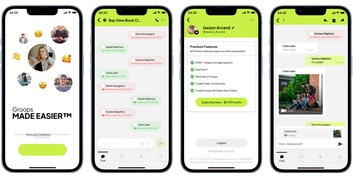
5. Clean & Simple Interface

A minimal, user-friendly design makes the app easy to use and keeps the focus on meaningful group interaction.

The **Approach**

I followed a user-centered design process, starting with research to understand how people manage group conversations. I spoke with students, remote workers, and community organizers to identify key pain points in existing apps.
Based on these insights, I defined the core features that Hey Groop needed—like topic-based threads, smart notifications, and a clean interface. I sketched wireframes, tested low-fidelity prototypes, and refined the design based on user feedback.
My focus throughout was on building an app that simplifies group communication by making it more organized, clear, and user-friendly.

The **Outcomes**

Hey Groop successfully addressed the common frustrations users face in group conversations. The introduction of topic-based threads helped users stay focused, while smart notifications reduced distractions and improved engagement. Early users reported a noticeable improvement in how they organized discussions and collaborated in groups.
User feedback highlighted the app's clean interface and the ease with which new members could catch up on ongoing topics. Whether for student committees, remote teams, or casual communities, Hey Groop proved to be a practical solution for maintaining structured, clutter-free group communication.

The **Product - Light Theme**