

Exclusivity Within Traditional Queer Spaces / Loss of Alternative Queer Spaces

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How might we encourage the creation of meaningful and sustainable queer community engagement focusing on marginalized sub-groups within the community.

.....

RALLY

RALLY

1 : to muster for a common purpose

2 a : to arouse for action

3 : to come together again to renew an effort

4 : to join in a common cause

Research

Survey Results

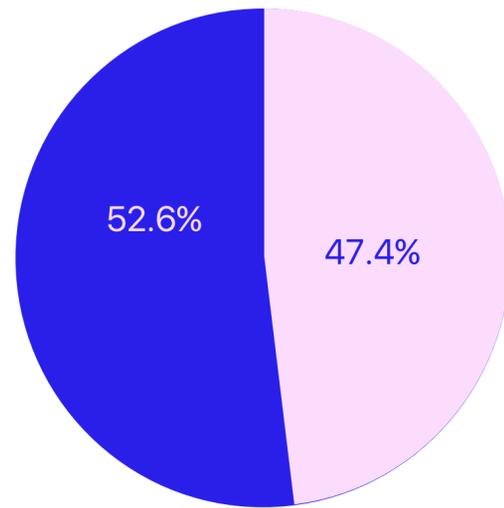
Validations

The queer community does feel a loss at the closure of certain institutions.

New Insights

Most community members would consider hosting events in their own spaces.

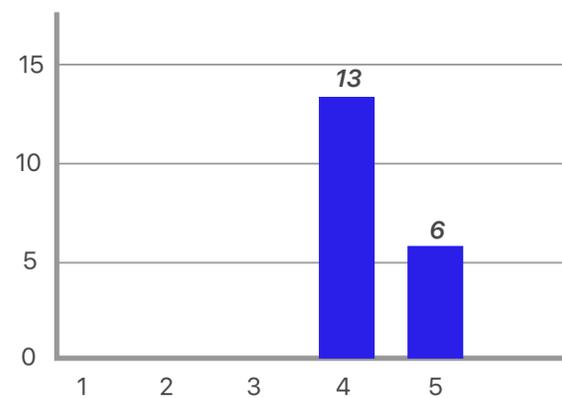
Community members are aware and vocal about what kind of community activities they want to have



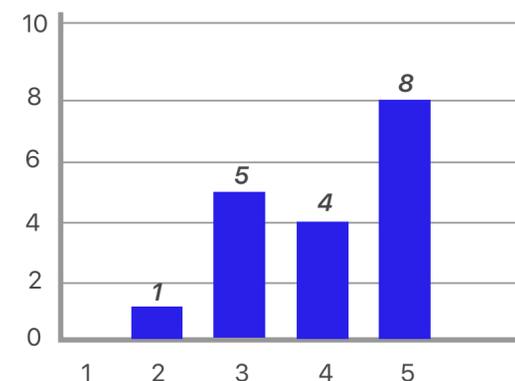
How has the loss affected you?



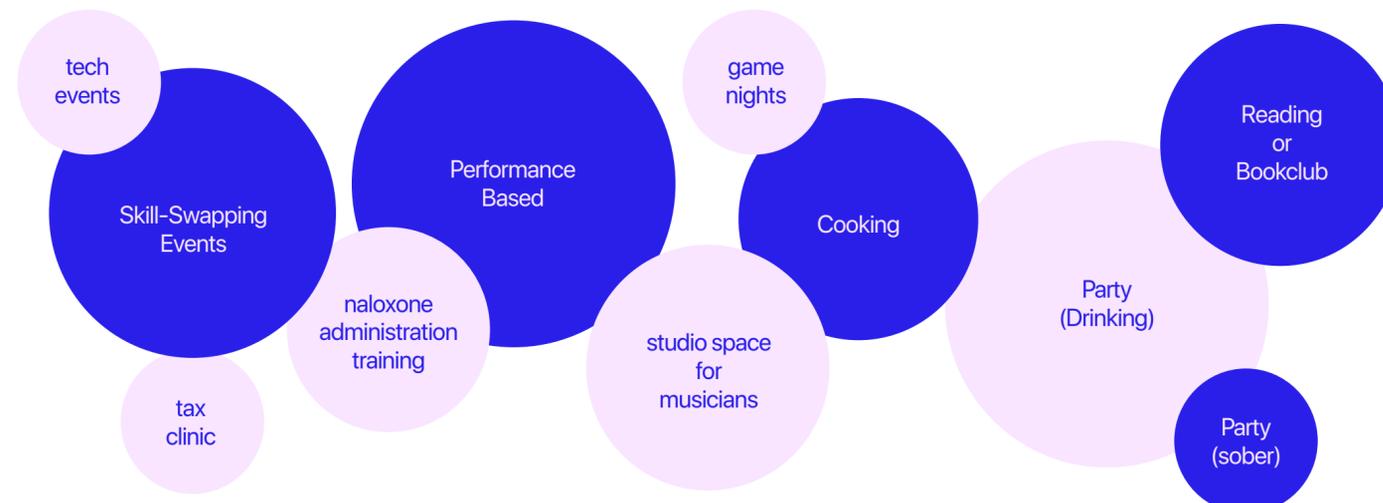
How important is it for you to go to events that are hosted by members of the queer community? Rate from 1 -5.



How important is it to you to attend events that are identified as safe and inclusive to the group? Rate from 1-5.



What type of events would you like to see on a platform like Rally?



Research

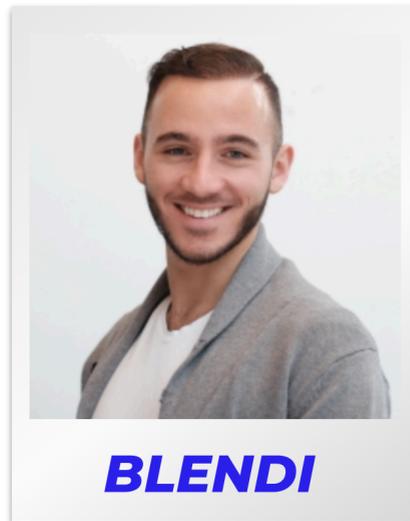
Interviews

Key Insights

Men interviewed were the only group that expressed feeling a sense of community in the Village.

Queer people from different cultural backgrounds can crave queer community within their cultural group.

All women and non-binary interviewees have expressed their lack of connection to the Village.

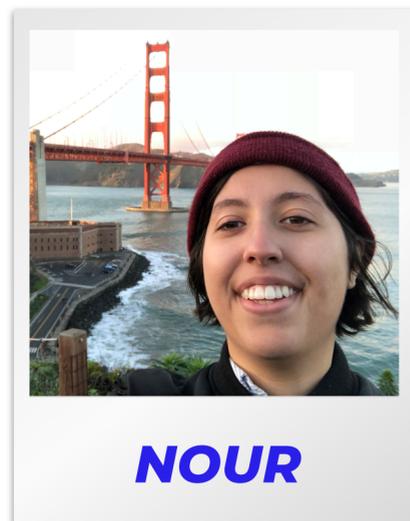


25 • Man • Toronto • Frequents the Village

Insights

As the only man that I interviewed, Blendi was also the only person who sited the Village as a place to feel comfortable.

Stated that he only hangs out with other men when he is in the Village seems to corroborate other info from primary research - that the Toronto Village is male-dominated.



24 • Woman • Toronto • Somewhat active in queer communities

Insights

Queer people that come from different backgrounds (ethnicities and cultural experiences outside of Canada) may want to find and meet others with experiences and histories they can relate to.

Because of the sensitive natures of inquiring about people's upbringing, background, and sexuality, these types of interactions can be difficult to carry out.

People that come from different cultures sometimes feel that if they meet one or some members of that community, those connections will introduce them to other people in the community.



24 • Non-Binary • Toronto • Active in alternative queer communities

Insights

Non-binary people may not feel comfortable in male-dominated spaces.

There are many core functions that a platform that facilitates queer community engagement would need to have at its core to be able to replace and improve upon the functions that queer bars brought to the community. These functions include convenience and ease, providing space for queer artists to perform, and providing space for non-men and POC community members.



30 • Woman • Toronto • Active in Chinese communities

I chose Thea as an interviewee to gain insight on how other marginalized groups and minorities connect with their community. As a newcomer to Toronto (

Insights & Assumptions

Online groups are created by marginalized groups, and minorities for many different purposes.

Physical space is also utilized. In this case the space (a church) is free to use. The community does probably not have to worry about the church closing because of financial reasons. (Assumption). Although queer meet-ups may have trouble meeting at churches because of acceptance and comfort levels of the community members, it is interesting to think about public spaces that can be utilized for free on an ongoing basis.

Persona

Who uses Rally?



MACKENA

Self Expression

Community Minded

Freedom

Creative

Sociable

Eager to Learn

Equality

Empathetic

GOALS

Make a difference, build a family

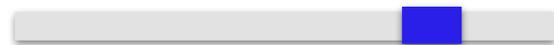
VALUES

social justice, morality, individualism and freedom of expression, environmental action

FRUSTRATIONS

misogyny, racism and other discrimination
people that don't respect pronouns

INTROVERT EXTRAVERT



EMPATHETIC APATHETIC



COMMUNITY-FOCUSED SELF-FOCUSED



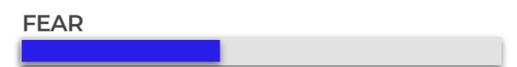
ORGANIZATIONS



HANGS OUT AT



MOTIVATIONS



BASICS

NAME : MACKENTA JUMI

GENDER : WOMAN

AGE : 24

OCCUPATION : MARKETING

EDUCATION : OCAD

BASED IN : TORONTO

BACKGROUND

Grew up in Brampton, moved downtown to go to university

Biracial, her father moved from the Caribbean in the 80s, and her mother is white and grew up in a suburb of Vancouver.

Lives alone in an apartment at Bloor and Ossington

HOBBIES

- going to parties
- DJing
- dancing
- snowboarding
- cycling
- hiking, being in nature

BIO

Mackena is 24 year old queer woman. She prefers the term queer because it is less prescriptive.

PROFESSIONAL LIFE

Mackena went to OCAD for industrial design and now she works in marketing. She enjoys her work but having time to do the things she loves is very important for her.

SOCIAL

Mackena is quite social and has a lot of friends. About half of her friends are part of the queer community. She loves hanging out with them a few times a week, at least. She hosts parties, where she invites many people she went to school with, and many friends-of-friends.

Mackena is single. She dates online occasionally, using Tinder or Her. She likes meeting people in the queer community online because it's awkward to make romantic connections with people who are connected to her friend group. Although she likes dating, she finds it harder to make romantic connections, that friendship ones.

LEISURE

Mackena also likes to connect with the community in other ways. She meets up with a group of other queer women during the summer to go on bike rides in and around the city.

She likes staying active in other ways as well. She plays squash with her friends at the local YMCA and participates in a amateur dodgeball league. Many of her hobbies involve staying active or art.

Mackena rescued a German Sheperd named Paul. She loves taking him on walks every day.

Experience Map

Why use Rally?

Validations

For a platform to solve these painpoints, it would have to be easy for users to sign up for events happening last minute/ that night.

It would be ideal if the users were shown events that are most relevant to them first. If people are already hanging out with their friends, it should be easy for them to attend something together.

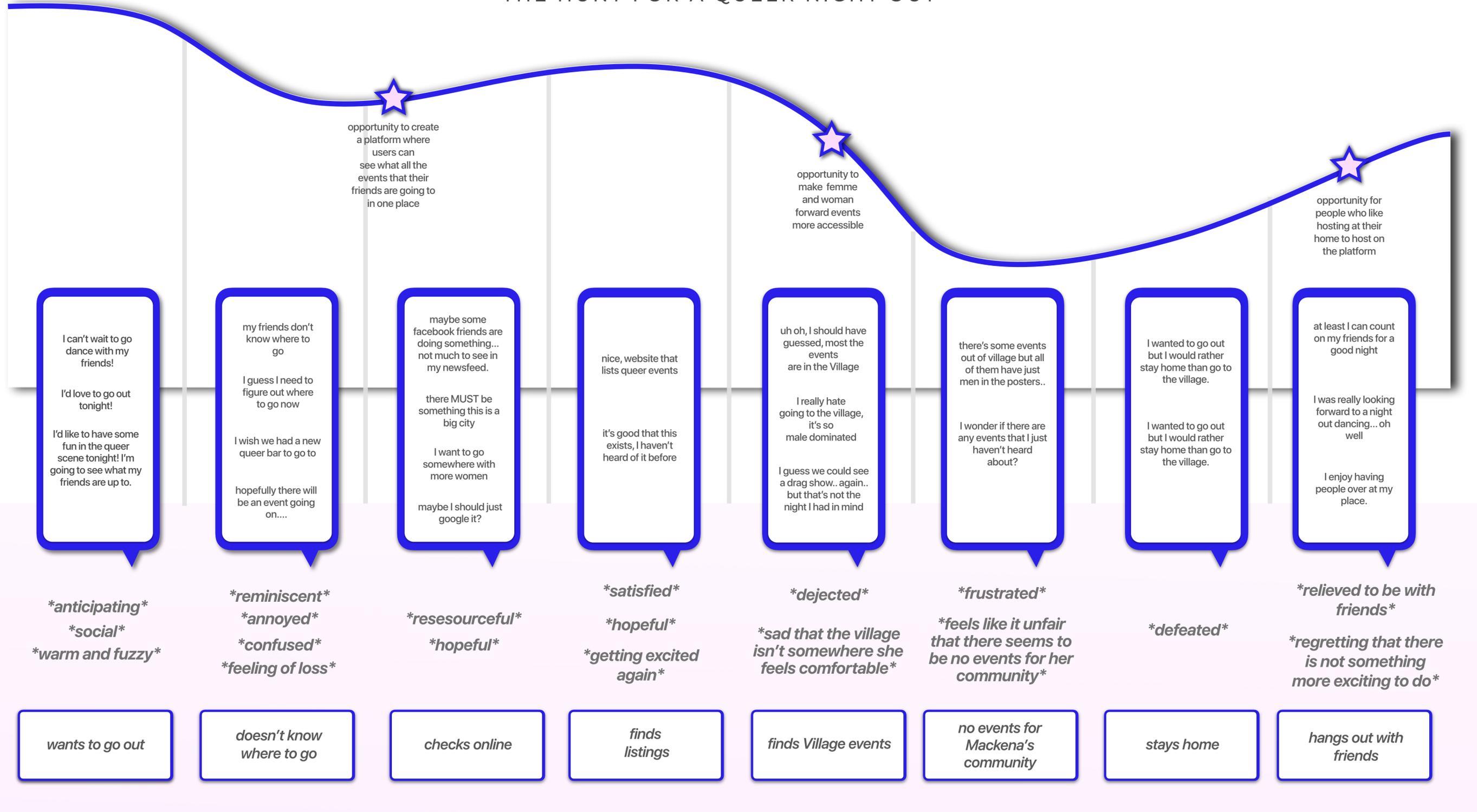
USER EXPERIENCE MAP

THE HUNT FOR A QUEER NIGHT OUT

THINKING

FEELING

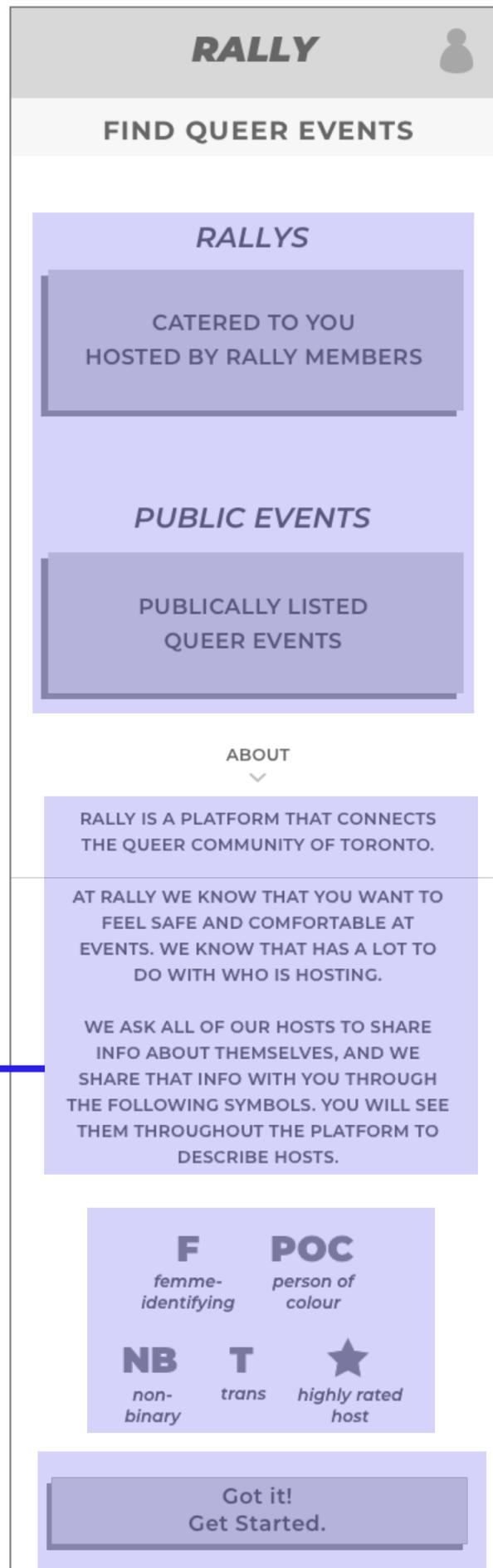
DOING



User Testing

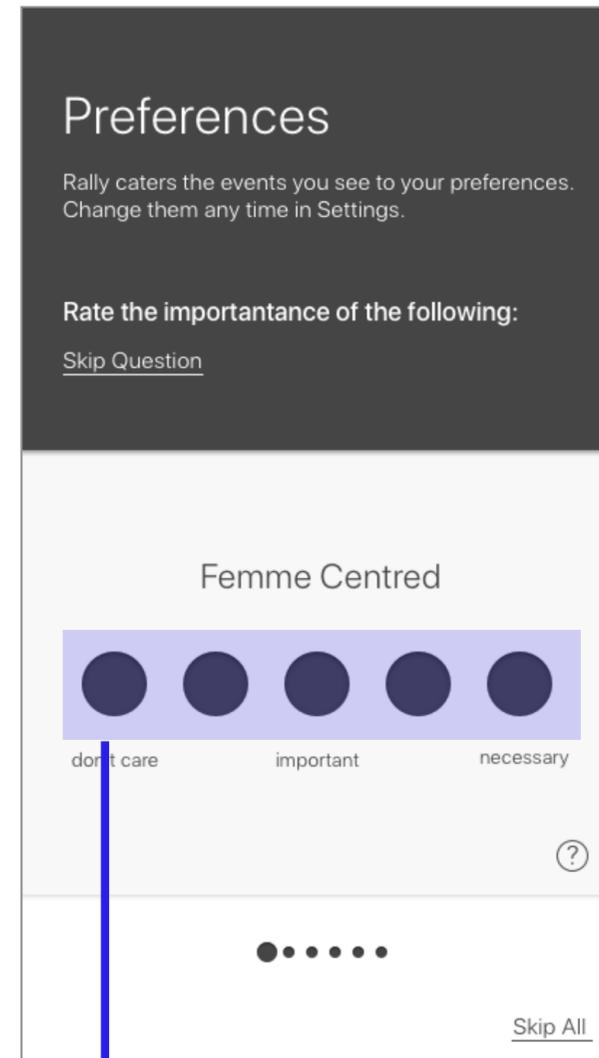
Onboarding Iterations

1



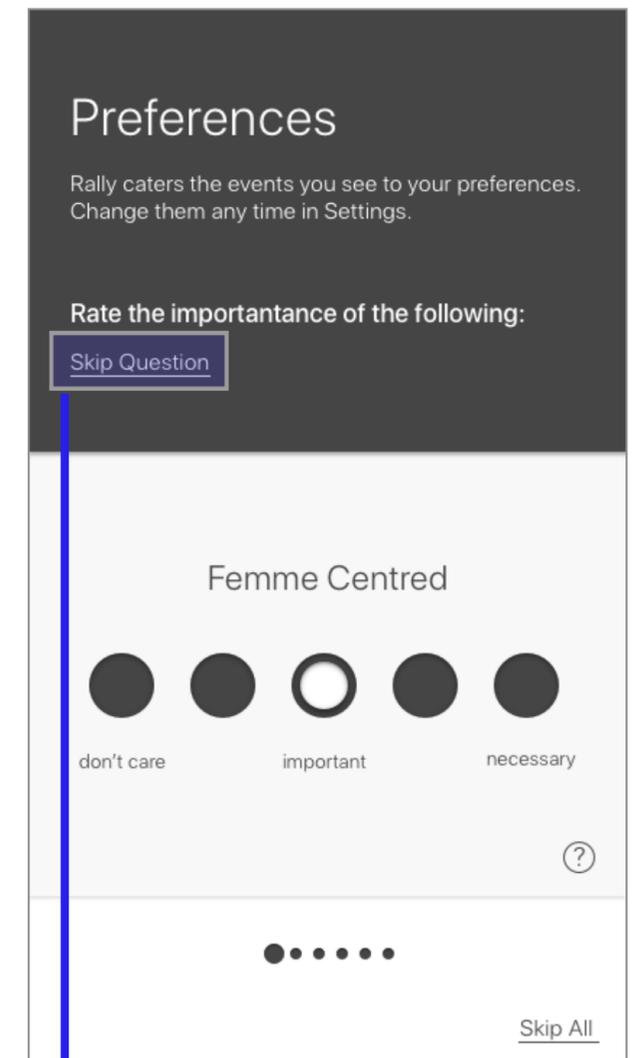
Content is hidden

2



Can be perceived as already tapped buttons

Too many CTAs

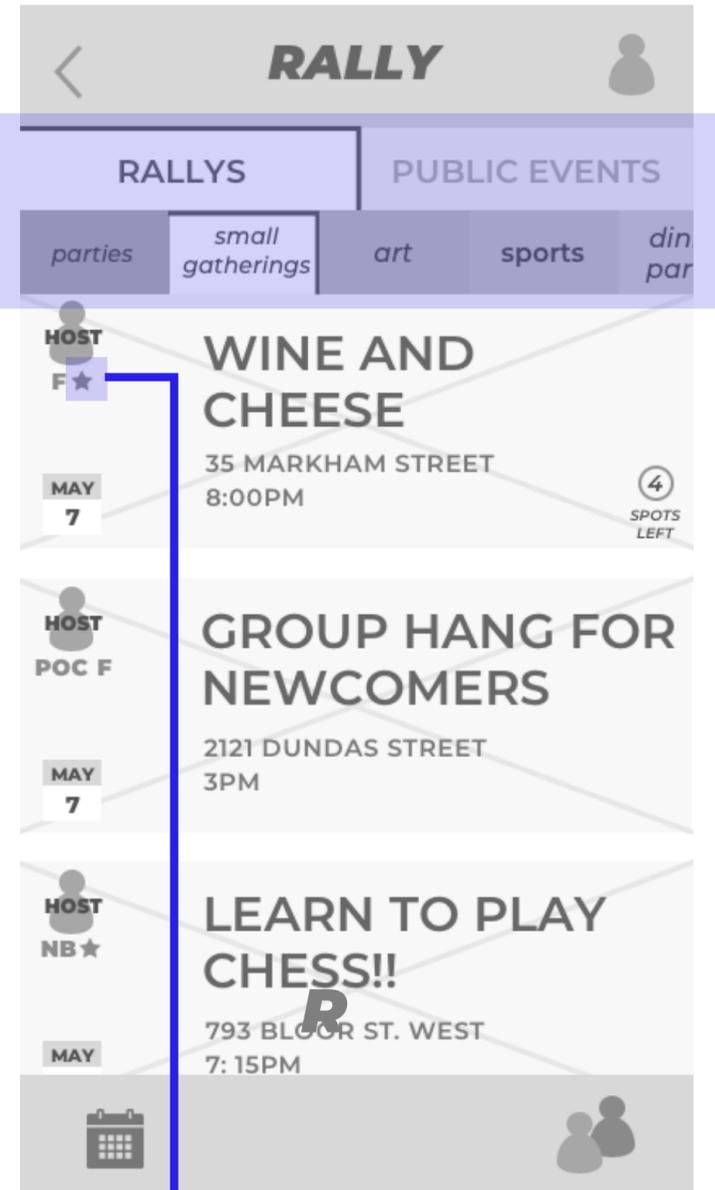


'Skip Question' option often not seen

User Testing

Browse Iterations

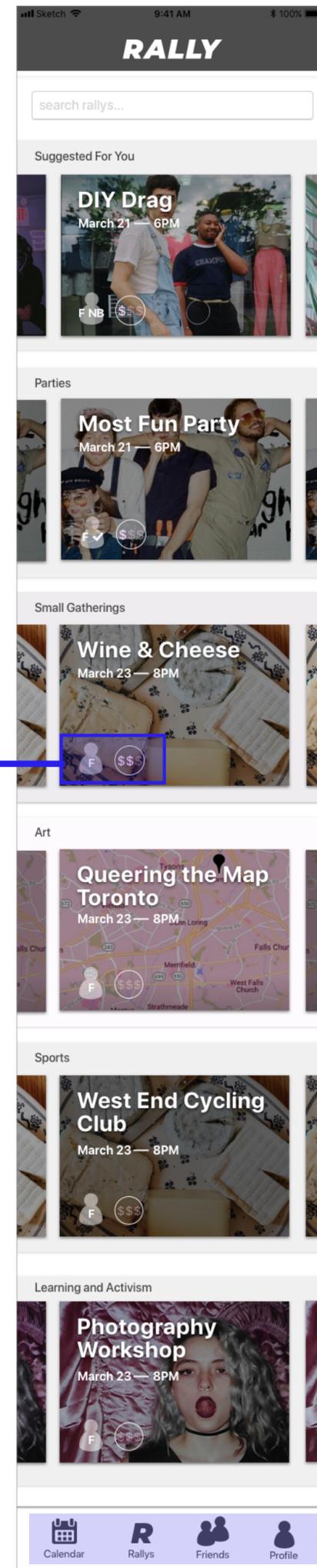
1



Too busy

One star perceived as negative

2



Icons are not legible enough

All icons look as if they are in an active state

Moodboard

Unapologetic

Energetic

Current

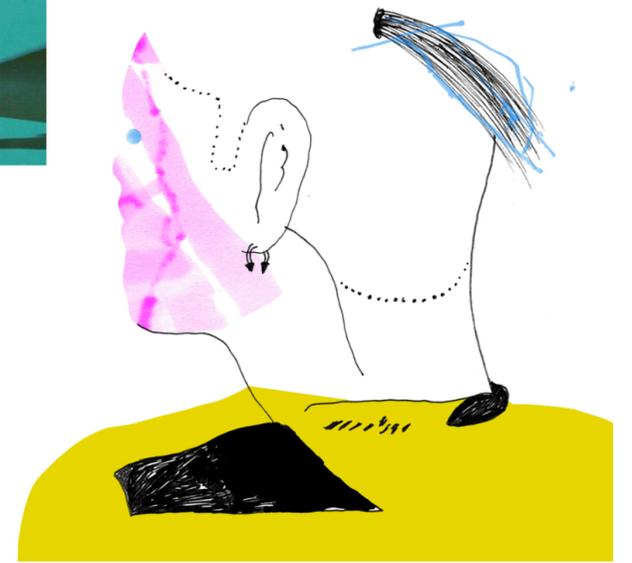
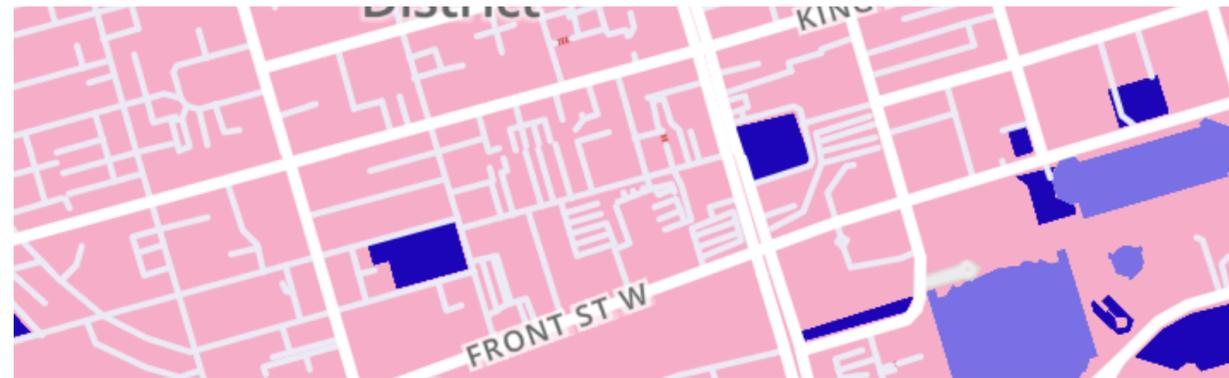
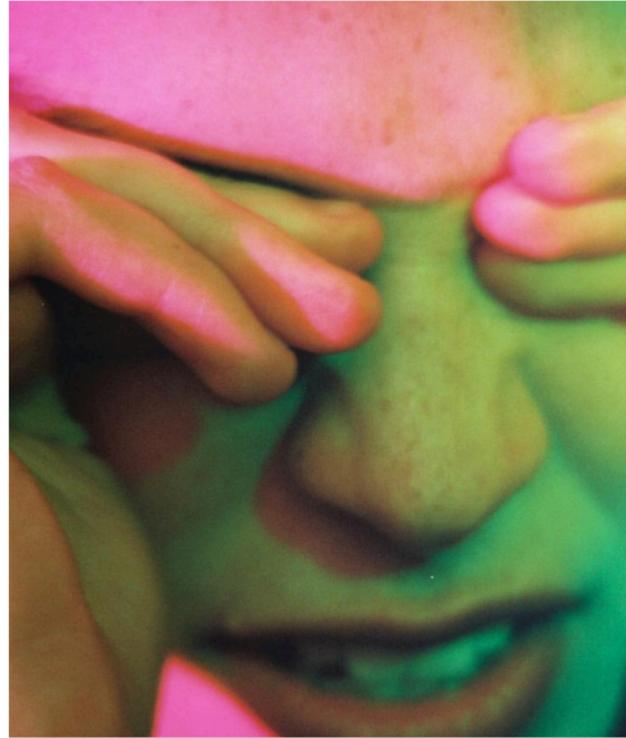
Diverse

Key Insights

Because the subject matter can be heavy or emotional to some users, a fun and energetic aesthetic can be used to counteract that feeling.

The brash and jarring aesthetic evokes a feeling of being unapologetically itself. This quality is reflective of the queer community.

Aesthetic is 'trendy' which can be risky, however the target market of Rally is young, from 18-28. This style is appropriate for that age range.



Branding Identity

Key Insights

The word Rally holds connotations of social action and purposeful gathering. It evokes feelings empowerment and togetherness. The connection between this word and the continuing fight for equality for all queer people is evident.

The word itself is written in italic — the forward tilt represents the forward motion of the queer community. The goal of Rally is to help to further inter-community engagement, and hopefully assist in that same forward/upward mobility of the community.

Shades of pink used as the main background colour. A jarring blue punctuates the pastel-pinks.

Purple (a combination of the two brand colours) is used as an overlay for all photos on event cards. This provides cohesion in the overall look of browse and event screens.

Wordmark

RALLY
RALLY

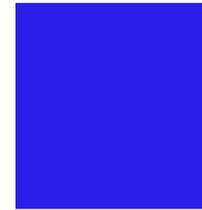


Colours

Primary



FCDCFD



291FE9

Secondary



F9E5FF



FEF8FF

Accent

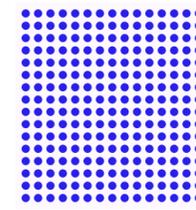
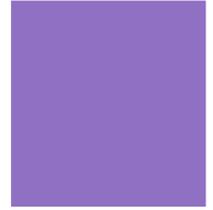


Image Overlay



8F70C2

75% Opacity

Blending - Multiply

Type

SF Pro Display

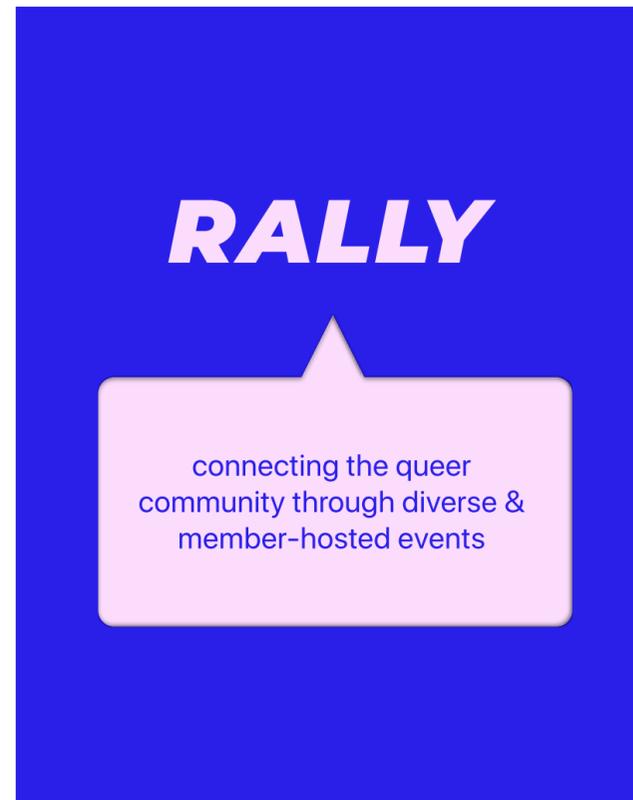
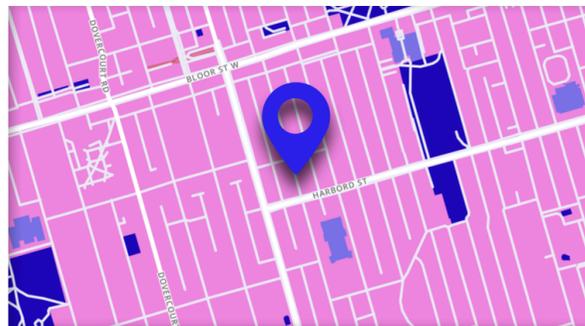
The overall aesthetic of the app is strong on most screens. To bring the look closer to what most users would expect to see, and to tone it down slightly, I chose a commonly used sans-serif.

Assets

Event Card



Map



The speech bubble style is meant to reinforce the platform's emphasis on communication.



Blue dots punctuate the interface and contribute to the energy of the visual identity.

Colours

Primary

F0DCFD 291FE9

Secondary

F9E5FF FEF8FF

Accent

Image Overlay

8F70C2
75% Opacity

Typography

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SF Pro Display Regular

Left	Centred	Right
SF Pro Display — 24pt — Regular H1 — Heading One	SF Pro Display — 24pt — Regular H1 — Heading One	SF Pro Display — 24pt — Regular H1 — Heading One
SF Pro Display — 22pt — Light H2 — Heading Two	SF Pro Display — 22pt — Light H2 — Heading Two	SF Pro Display — 22pt — Light H2 — Heading Two
SF Pro Display — 18pt — Medium H3 — Heading Three	SF Pro Display — 18pt — Medium H3 — Heading Three	SF Pro Display — 18pt — Medium H3 — Heading Three
SF Pro Display — 16pt — Light H4 — Heading Four	SF Pro Display — 16pt — Light H4 — Heading Four	SF Pro Display — 16pt — Light H4 — Heading Four
SF Pro Display — 16pt — Medium H5 — Heading Five	SF Pro Display — 16pt — Medium H5 — Heading Five	SF Pro Display — 16pt — Medium H5 — Heading Five
SF Pro Display — 16pt — Medium H5 — HEADING SIX	SF Pro Display — 16pt — Medium H5 — HEADING SIX	SF Pro Display — 16pt — Medium H5 — HEADING SIX
SF Pro Display — 16pt — Light H6 — Heading Seven	SF Pro Display — 16pt — Light H6 — Heading Seven	SF Pro Display — 16pt — Light H6 — Heading Seven
SF Pro Display — 14pt — Semibold Italics H8 — HEADING EIGHT	SF Pro Display — 14pt — Semibold Italics H8 — HEADING EIGHT	SF Pro Display — 14pt — Semibold Italics H8 — HEADING EIGHT
SF Pro Display — 14pt — Medium H9 — HEADING NINE	SF Pro Display — 14pt — Medium H9 — HEADING NINE	SF Pro Display — 14pt — Medium H9 — HEADING NINE

Body — Left

SF Pro Display — 14pt — Light

The quick brown fox jumped over the lazy dog.

Left	Centred	Right
SF Pro Display — 32pt — Regular H1 - Heading One	SF Pro Display — 32pt — Regular H1 - Heading One	SF Pro Display — 32pt — Regular H1 - Heading One
SF Pro Display — 30pt — Light H2 — Heading Two	SF Pro Display — 30pt — Light H2 — Heading Two	SF Pro Display — 30pt — Light H2 — Heading Two
SF Pro Display — 22pt — Light H3 — Heading Three	SF Pro Display — 22pt — Light H3 — Heading Three	SF Pro Display — 22pt — Light H3 — Heading Three
SF Pro Display — 20pt — Regular H4 — Heading Four	SF Pro Display — 20pt — Regular H4 — Heading Four	SF Pro Display — 20pt — Regular H4 — Heading Four
SF Pro Display — 19pt — Medium H5 - Heading Five	SF Pro Display — 19pt — Medium H5 - Heading Five	SF Pro Display — 19pt — Medium H5 - Heading Five
SF Pro Display — 16pt — Medium H6 - Heading Six	SF Pro Display — 16pt — Medium H6 - Heading Six	SF Pro Display — 16pt — Medium H6 - Heading Six

Note: Type on event cards explained below

Icons

Identity Icons

F POC NB T

Femme Identifying Person of Colour Non Binary Trans

Note: also used in conjunction with profile icon, on event cards

Event Card Icons

All identity icons can be used in any combination

Task Bar Icons - Inactive

Calendar Rallies Friends Profile

Task Bar Icons - Active

Calendar Rallies Friends Profile

Example of Usage

Calendar Rallies Friends Profile

Other Icons

Navigation icons: Close, Back, Home, Search, Profile, Location, and Identity icons (T, F, POC, NB).

List Styles

Past Events

List Title

Item 1

Item 2

Item 3

Search Bars

List Title

Item 1

Item 2

Item 3

Item 4

Event Cards

305x216 Pt Rectangle — 8F70C2 Overlay, Multiply Blend

Header One
SF Pro Display Regular — 30pt — Left Aligned — FFFFFFFF — Shadow Y:2, Blur:4

Header Two
SF Pro Display Regular — 16pt — Left Aligned — FFFFFFFF

Spacing
Vertical Spacing: 20pts
Horizontal Spacing: 83 pts

414x425 Pt Rectangle — 8F70C2 Overlay, Multiply Blend

Header One
SF Pro Display Regular — 40pt — Left Aligned — FFFFFFFF — Shadow Y:2, Blur:4

Placement
Top of screen, fill screen