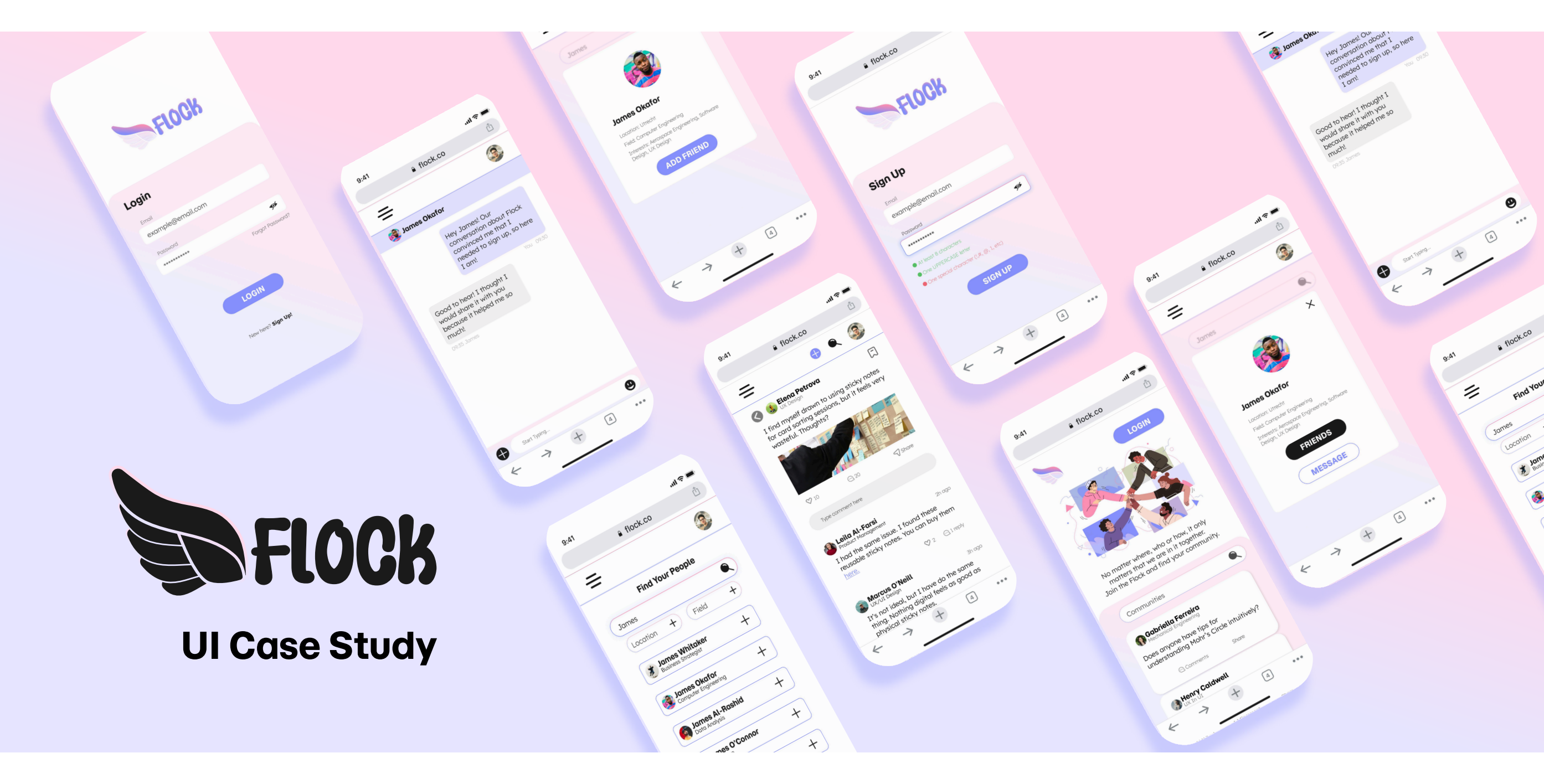
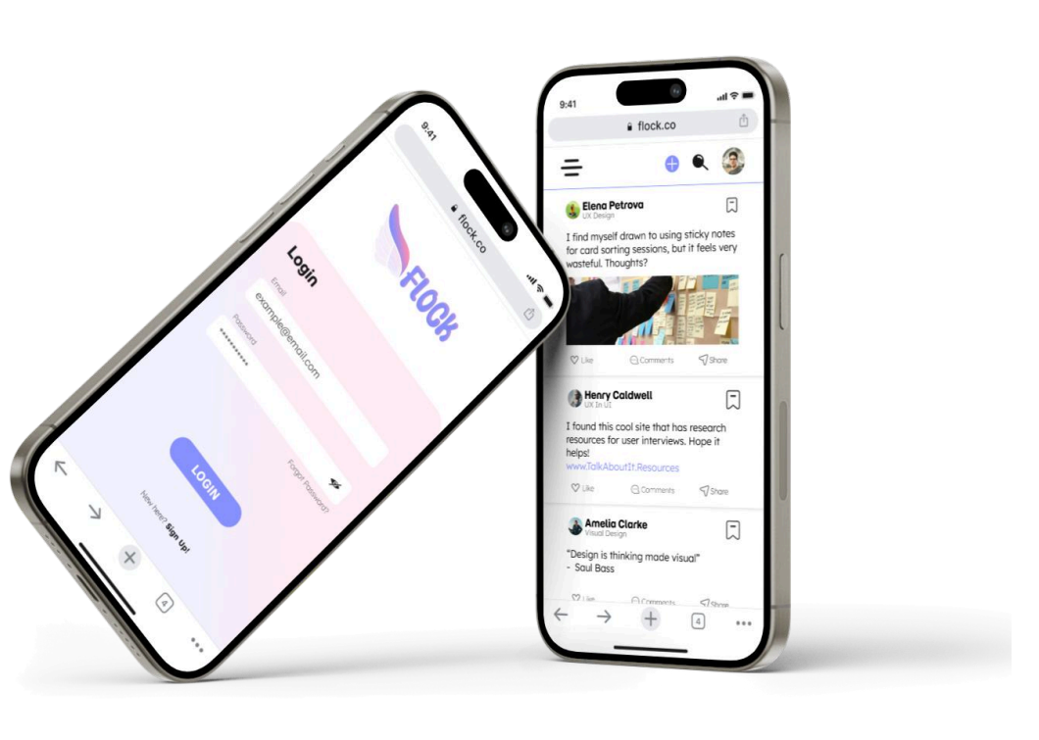
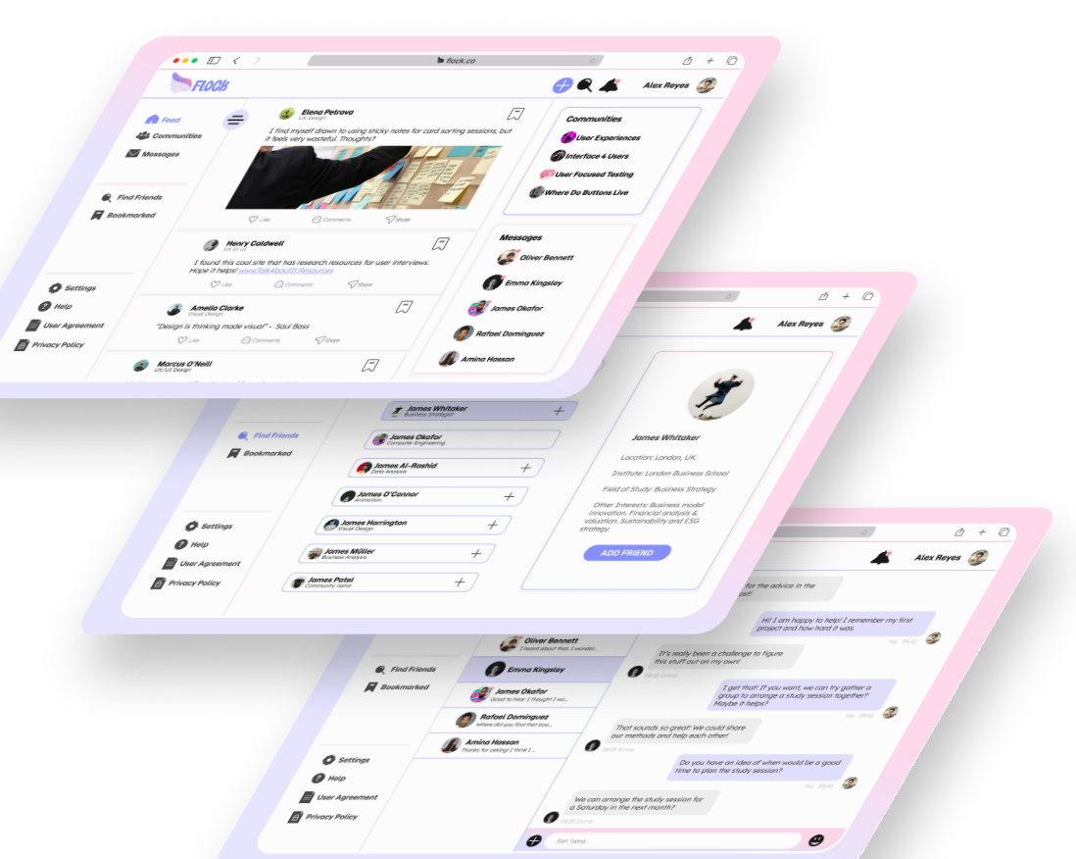


Flock is a **responsive web app** designed **to connect students from all backgrounds who share the same career interests.**

It is a social platform that gives students— in a traditional education setting or not —**a supportive place to exchange ideas, team up on projects, and help each other grow** into the professionals they aspire to become.

This case study is a student project for the CareerFoundry UX/UI bootcamp that focuses on a user-centered approach to design.





Role
UI Designer

Tools
Figma, paper & pen.

Timeline
September - November 2025

Objective

Modern life can be quite isolating, and even more so when one is working and studying simultaneously.
Thats where **Flock** comes in.
Flock offers a space for students to find that community. It opens the door for **connection, community and collaboration** regardless of an individual's background or study path, allowing for fresh perspectives and more well-rounded learning.

For many students, having a community of like-minded individuals to turn to for advice or share experiences/insights with **boosts enthusiasm and motivation while learning.**

My Process

I started out by first **understanding my target user and their experiences.** I was able to then conduct some further research into social platforms that potentially offer a similar solution or have solutions that may help Flock to feel more natural to use.

Since this is a responsive web app, I began with **a mobile-first approach to prioritise progressive enhancement** and ensure the core UI functionality needed for users to complete their tasks were designed first.
From that foundation, I expanded and refined the interface for larger breakpoints.

WHO we are designing for

Age Range: 20-30

Job Title: Retail Store Manager (Part-time)

> “I love the idea of having the right support at the right time for my course, such as study materials and advice. I think teamwork will be key to my professional development, so I'd like to find like-minded students to collaborate on projects.”

Alex | the ambitious juggler

Goals:
- Alex juggles studying and working part-time. He loves his subject, but also wants to complete his course as quickly as possible and gain marketable skills.
- To help with this goal, Alex wants to find things like relevant supporting materials, advice from fellow students on studying efficiently, and receive peer feedback.
- Alex would like to find like-minded students to collaborate with.

Tasks:
- Alex wants to find supporting materials to help him master the more complex subjects in his course.
- He wants to connect with like-minded students to share his work and collaborate.
- He wants a tool to keep him motivated and support his development as a student and beyond.

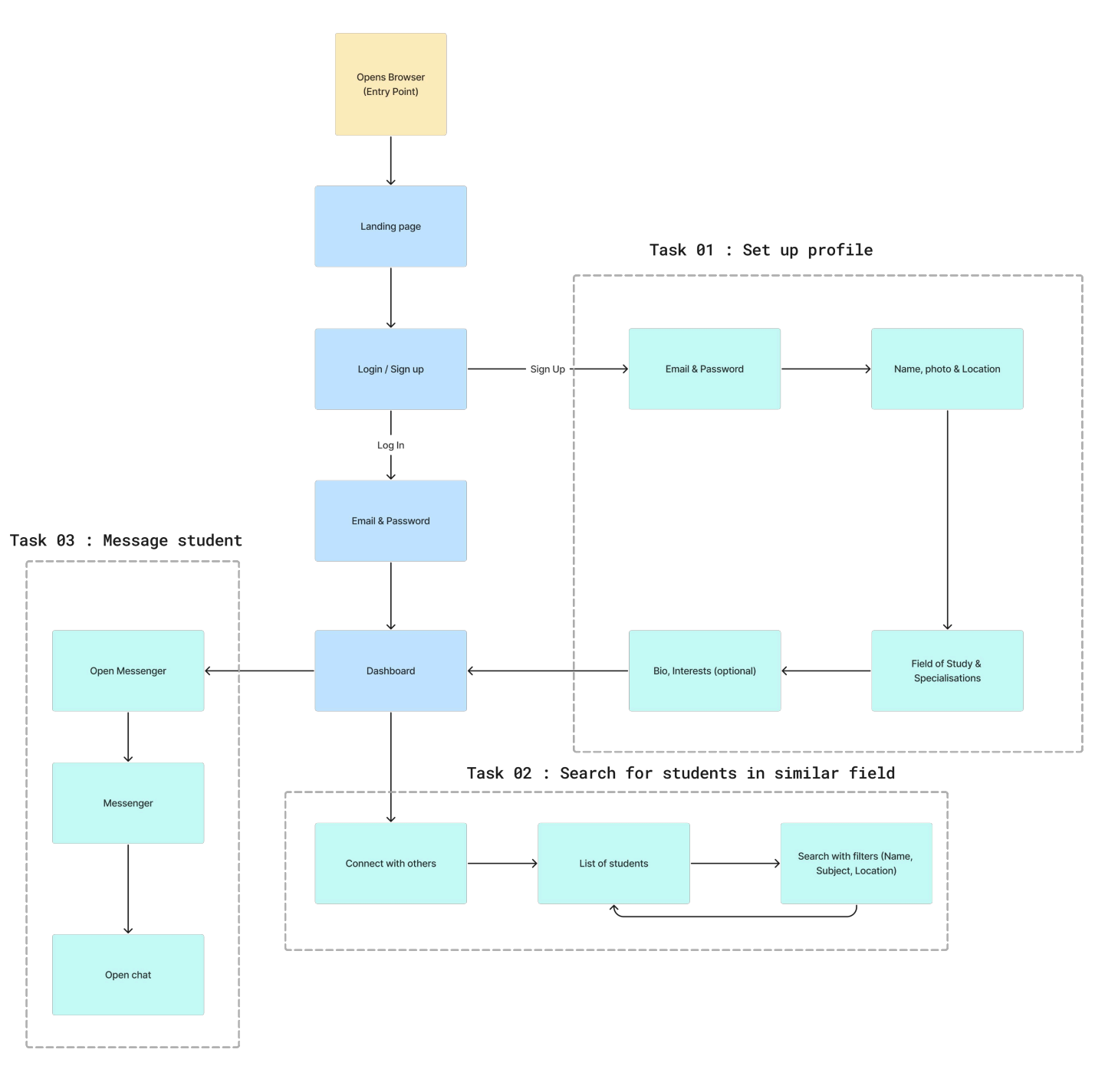
Environment
- Physical: Alex lives in a small house with his partner.
- Social: His mentor (a volunteer alumnus from his course) told him about the tool. On weekends, he likes exercising at the gym and going out with his partner and friends.
- Technological: As a retail store manager, he has a basic understanding of technology. He uses till and stock management software. His course is very text-based, but he's used online tools in the past to help with other academic endeavors.

Note: This proto-persona was provided in the project brief. I did not do the research for this.

User Flow

I created a **user flow** for the main features to better help me **identify what steps are needed to for users, like Alex, to accomplish tasks** on the platform.

This helped me better **understand and simplify** the steps a user would take and give me a starting point for designing the UI.

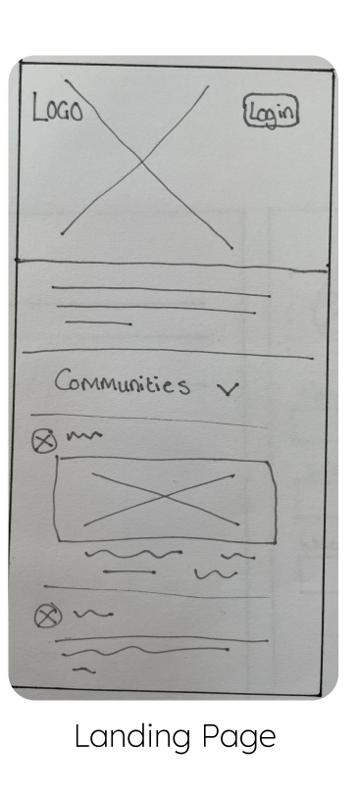

Opens Browser (Entry Point)
Landing page
Login / Sign up
Sign Up
Log In
Email & Password
Dashboard
Task 01 : Set up profile
Email & Password
Name, photo & Location
Field of Study & Specialisations
Bio, Interests (optional)
Task 02 : Search for students in similar field
Connect with others
List of students
Search with filters (Name, Subject, Location)
Task 03 : Message student
Open Messenger
Messenger
Open chat

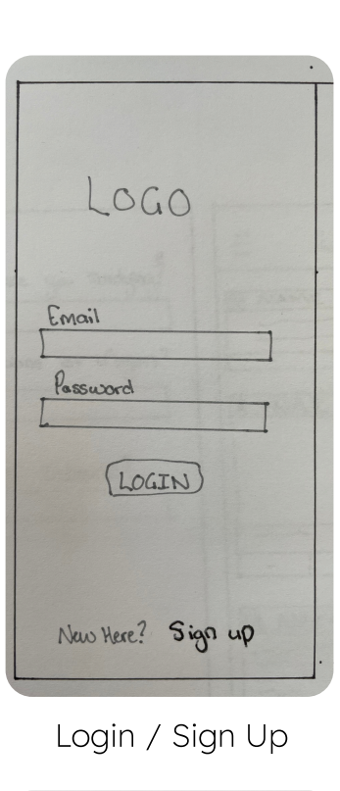
Wireframes

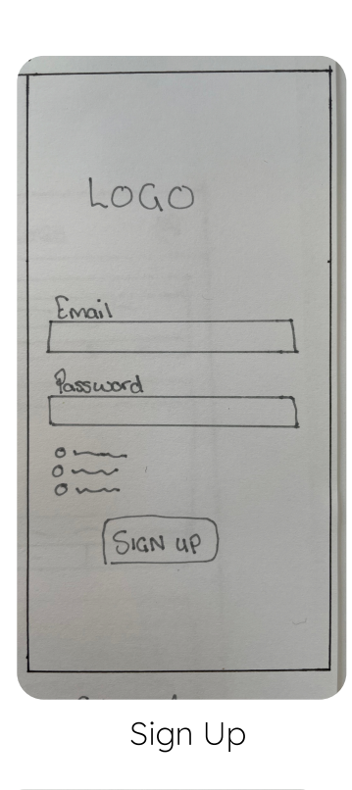
Low fidelity

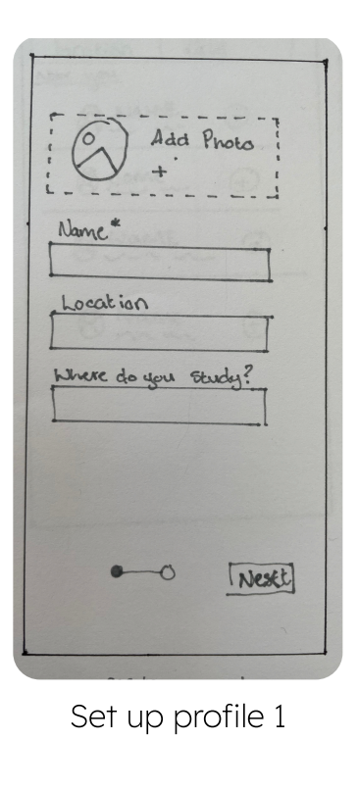
With the user flow mapped out, I began with sketching wireframes to explore ideas and layout possibilities. I could start to create the UI for the foundational features in the web app.
The main screens involved the flow for **logging in or signing up and creating a new account, searching for students to connect with and messaging those connected students.**

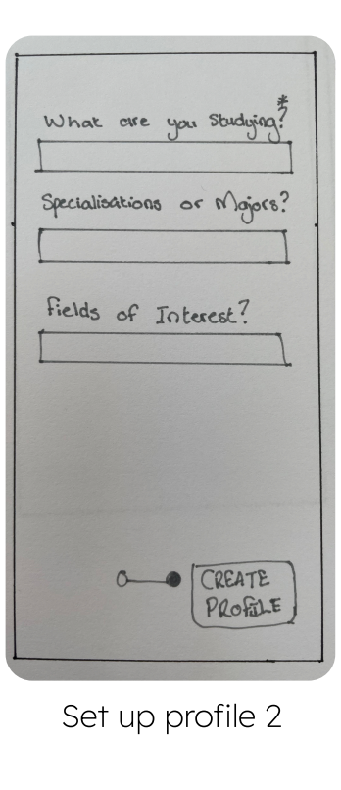
Low-Fidelity Prototype

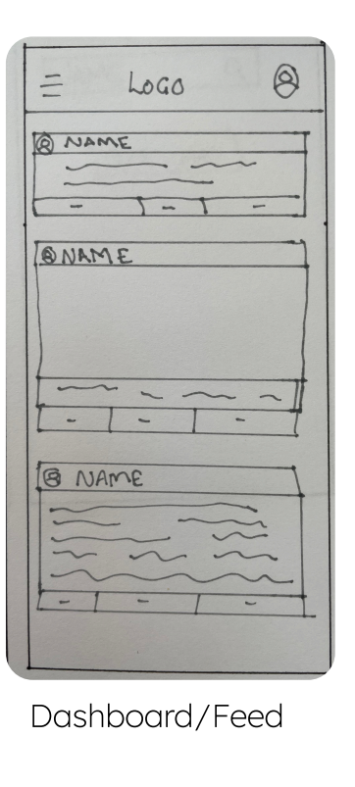

Landing Page


Login / Sign Up


Sign Up


Set up profile 1

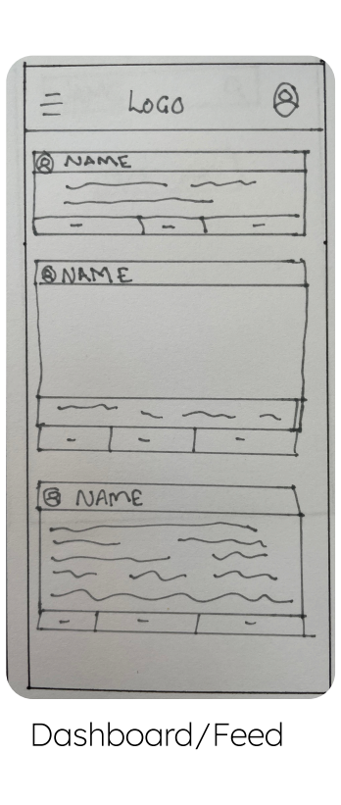

Set up profile 2

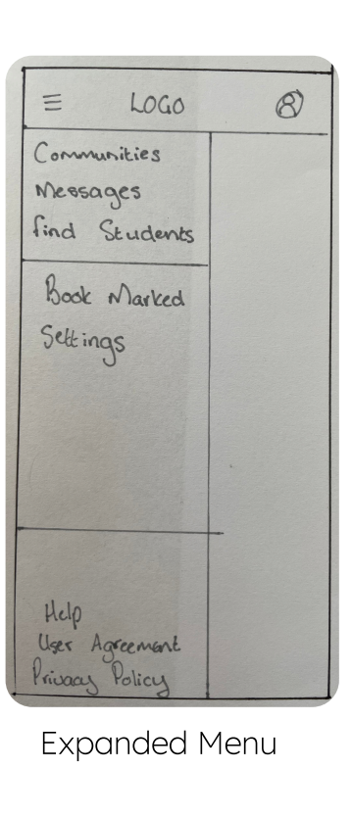

Dashboard/Feed

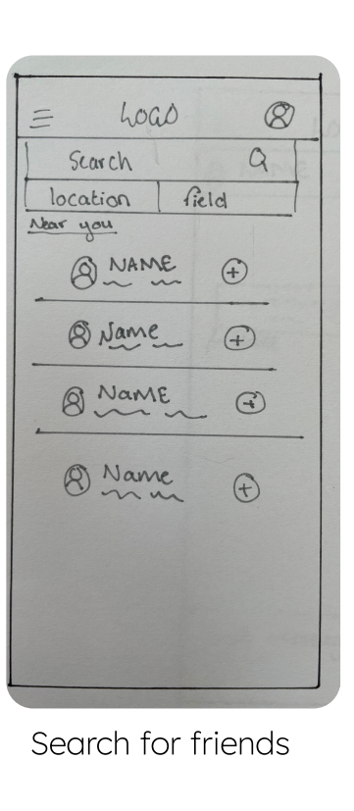
Login / Sign Up Flow

This flow addresses the the diverged path of new users vs existing users.

A user can simply log in and head to the dashboard, where new users can sign up and complete the profile setup before landing on the dashboard.


Dashboard/Feed

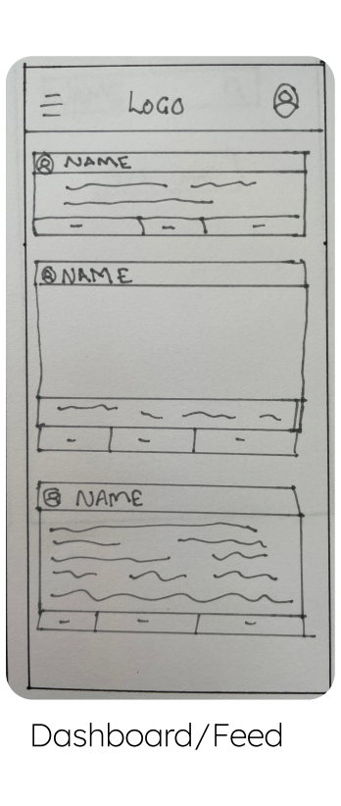

Expanded Menu

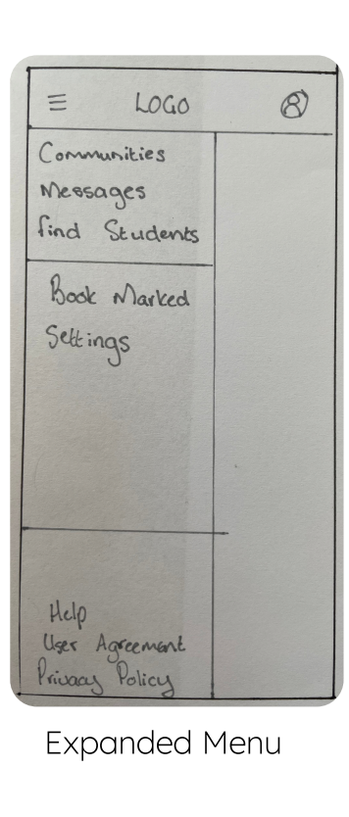

Search for friends

Search For Friends Flow

This short flow answers the need for how the user might find other students/friends to connect with on the web app.

This simple two step process helps reduce the friction of finding and connecting with other students.


Dashboard/Feed

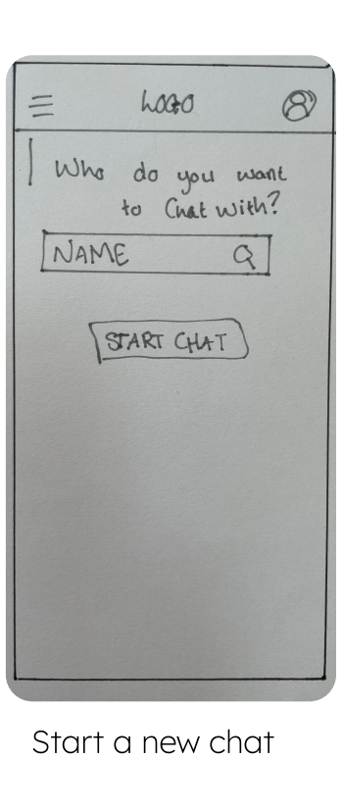

Expanded Menu

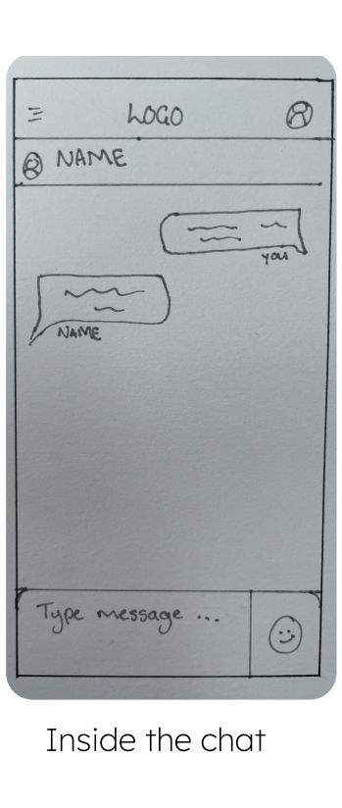
Message Friends Flow

These wireframes display the flow for how a new user would start their first conversation with a recent connection they made.

I kept in line with common UI patterns to ensure the messenger would feel easy and familiar for the user.

Messenger


Start a new chat

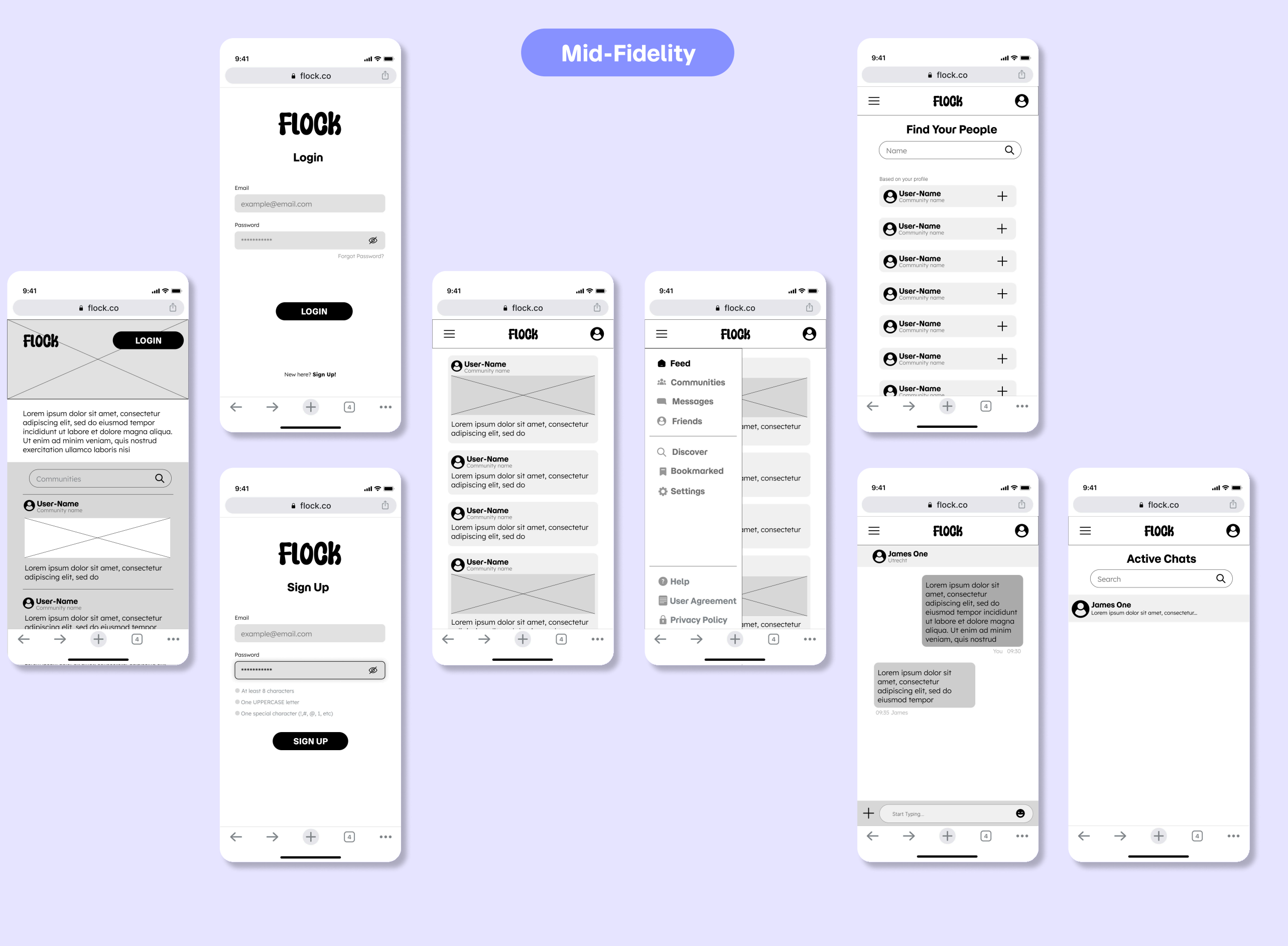

Inside the chat

Mid-fidelity Wireframes to High-fidelity Mockups

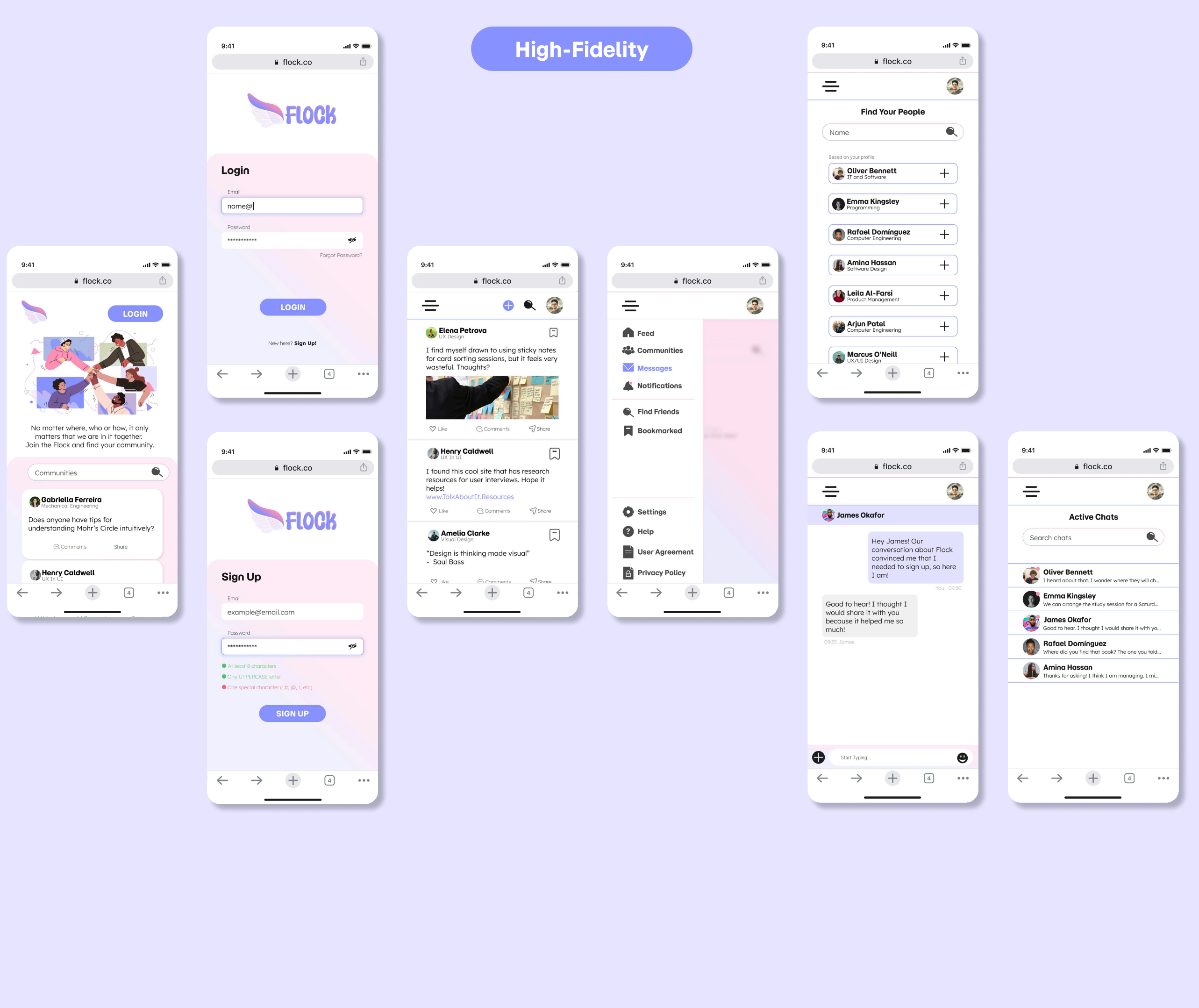
Once I had the core features and functionality sketched out, I began working on **mid-fidelity and high-fidelity iterations.** Though every minor iteration won't be shown here, you can still see the **evolution of the UI** and the way Flock was brought to life.

This was the process of **refining the UI, enhancing the visual hierarchy and developing the brand's visual identity.**

Mid-Fidelity



High-Fidelity

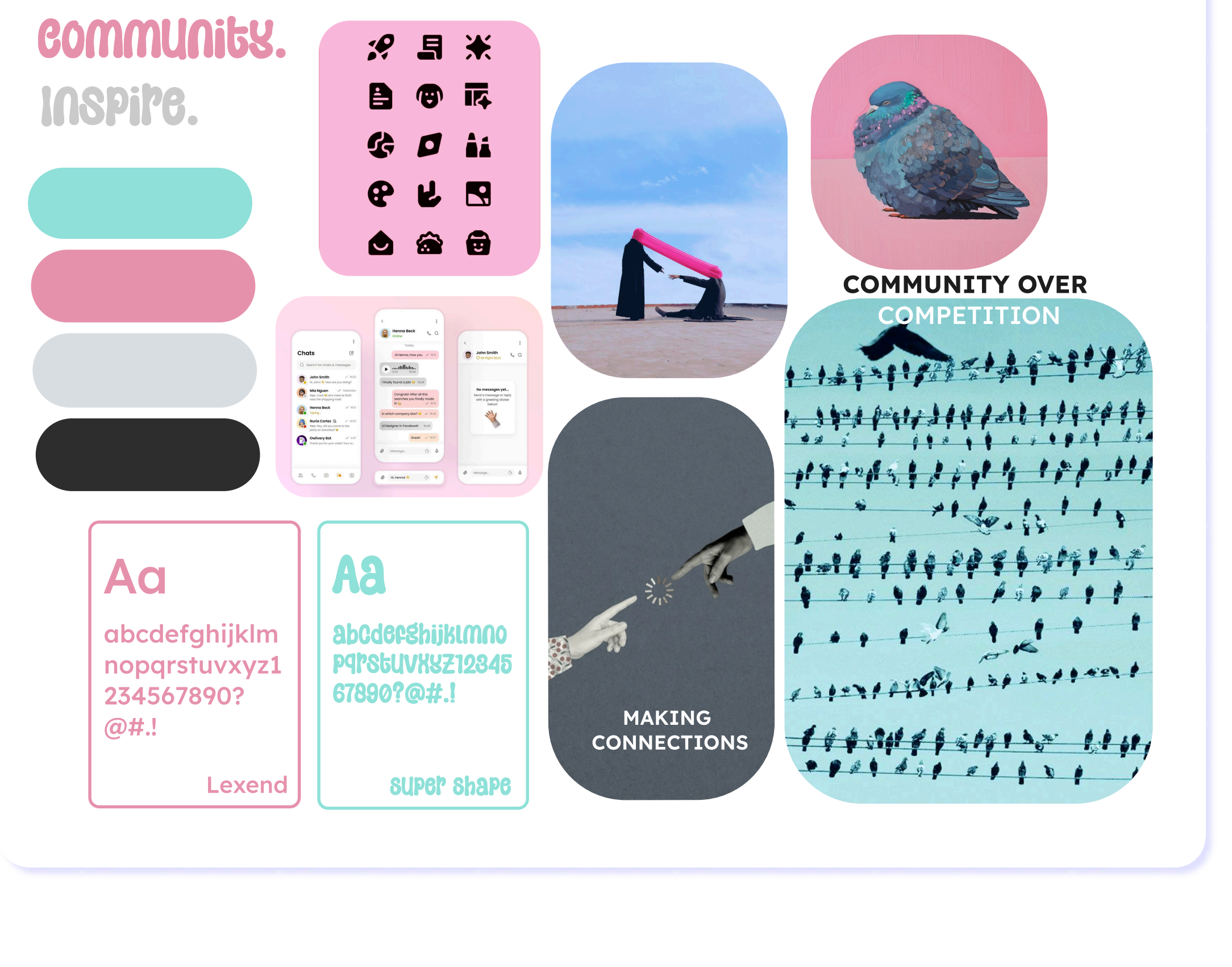


Flock's Visual Identity

Mood board

When establishing the visual identity of Flock, I started with a **mood board.** I was inspired by birds to "Flock Together" and naturally, the most universally identifiable bird was a pigeon. **This mood board informed all the aesthetic-related decisions for the UI and branding,** and kept the core values of the project in mind.

The use of the mood board was to give a **aesthetic and emotional tone to keep referring to** throughout the development of the visual identity of Flock. The mood board emphasises **community, connection and inspiration.** It further reinforces the **atmosphere of fun,** which fosters a positive experience for students.



Style Guide

Through the development of Flock's visual identity, I made sure to keep aligning the **design decisions with accessibility guidelines** to ensure that the platform would be useful and usable by anyone - reinforcing the idea of community through inclusivity.

An example of the decision I made can be seen in the chosen colour palette.
My original mood board included **bright colours that didn't offer enough contrast for usability.**
When working on the colour palettes, I ended up with a **periwinkle alternative** that was still inspired by the mood board but **made the web app more accessible to users.**

Colour Palette
Typography
FLOCK Style Guide
Intro
Logo & Branding Guide

I developed a detailed **style guide for Flock** to ensure that the **UI is consistent** at every breakpoint.

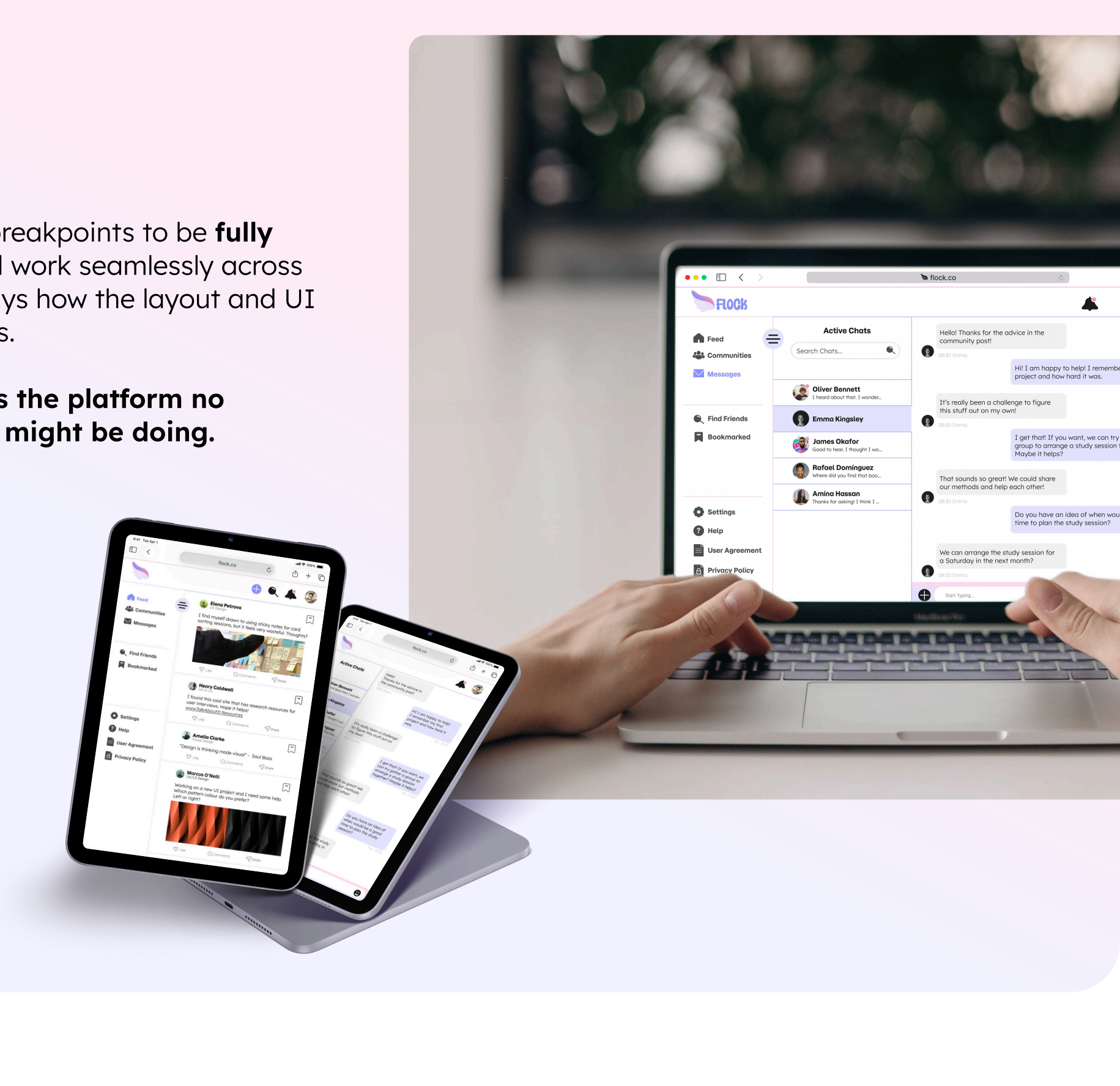
Open Style Guide

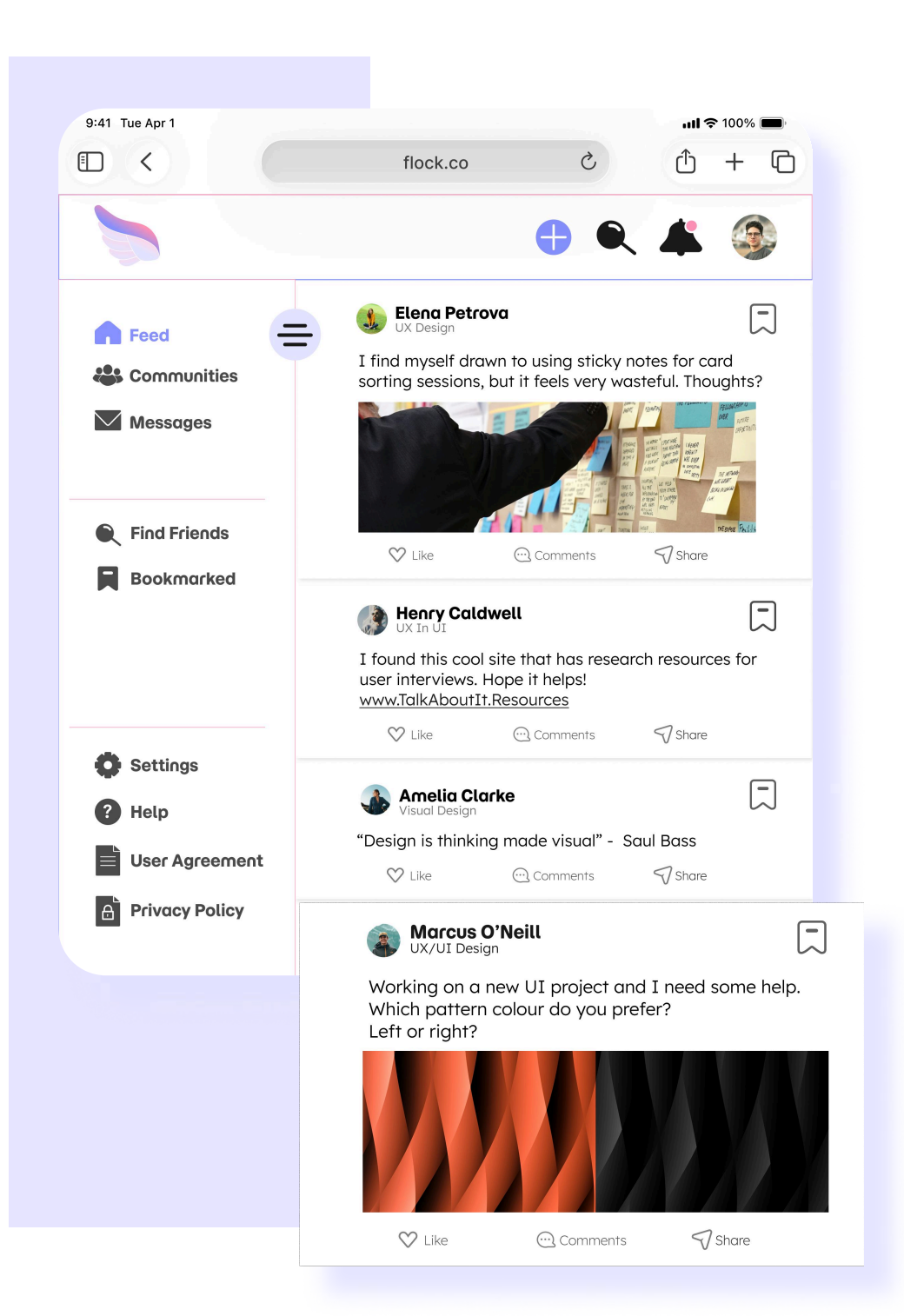
Responsive Design

I designed key screens for the larger breakpoints to be **fully responsive** so that the platform would work seamlessly across mobile, tablet and desktop. This displays how the layout and UI would respond at different breakpoints.

This **flexibility** enables users to **access the platform no matter where they are or what they might be doing.**

Open Figma File





9:41 Tue Apr 1 100%

flock.co

Feed
Communities
Messages
Find Friends
Bookmarked
Settings
Help
User Agreement
Privacy Policy

Elena Petrova
UX Design
I find myself drawn to using sticky notes for card sorting sessions, but it feels very wasteful. Thoughts?
Like Comments Share

Henry Caldwell
UX In UI
I found this cool site that has research resources for user interviews. Hope it helps!
www.TalkAboutIt.Resources
Like Comments Share

Amelia Clarke
Visual Design
“Design is thinking made visual” - Saul Bass
Like Comments Share

Marcus O'Neill
UX/UI Design
Working on a new UI project and I need some help. Which pattern colour do you prefer?
Left or right?
Like Comments Share

Reflections and What I Learnt.

This case study deepened my understanding of UI design, specifically pertaining to typography decisions and use of mood boards.

I learnt a lot about how to balance accessibility and still having a 'fun UI'.
I feel more confident when using UI patterns and my understanding of them. ie, it might work the same but can still have their own flare and thus be both unique and familiar.

I have also become more comfortable with an iterative design process.
Throughout the entire project, I was constantly being met with potential friction points that needed adjusting to ensure an intuitive and enjoyable experience for users.

As this is a student project with CareerFoundry, I found the guidance and feedback of my mentor vital in my growth as a designer.

Comparing it to my first student project with CareerFoundry, the growth and evolution of my design skills and understanding of UX is evident.