Task 1: Introduction

Validations

An LGBTQ+ hub	Building and expressing online identity	Connecting people through mutual interests or affinities	Ability to be yourself	Connection to like-minded people
“my understanding of the app is that it's like a, like an LGBT hub” “Ti offers stories and content which are focused on LGBT interest” “it's kind of a new social media for queer people.” ““my understanding is it would help introduce an interactive interconnectedness with an algorithm that would enable cross pollination of interests across the spectrum of the LGBTQI+ community” “For me, it seems like it’s a social media for the LGBTQ community specifically which I don't think there is one.”	“to kind of build like an online identity for yourself” “it connects people through topics. I think the topics that you can follow, I guess are that, well, the topics that you tie with” “it would allow users to help build out their individual profiles, networks and interests across the LGBTQI+ something that I think is very much currently lacking within the community.” “my understanding of it is, you can build out the individual details of like things that you've experienced. And you can then go out further and start tagging interests that you have and associate them to your profile and then kind of expand your interests and networks from there.” "And the meaning of Ti. Ti the app I suppose the meaning would be a, like a tie itself. A tie itself within the app is like a concept or a moment that you can choose to express a part of yourself.”	“so that you can connect with other queer people” “as your profile is built up over time Ti can provide increasingly relevant data which can be shared with others with similar interests to you.” “my understanding is it would help introduce an interactive interconnectedness with an algorithm that would enable cross pollination of interests across the spectrum of the LGBTQI+ community” “My understanding of the functionality and new concepts is that Ti is a social media platform for the LGBTQ+ community is a way for them to express themselves and see how others express themselves using common contexts called ties. So you can see who else has used the same ties as you, you can see what ties other people have used, and you can kind of build an idea of what someone is like by using these ties” “you're able to click on these different, whatever it is links to books, pictures, anything and go back and check who else is liked it, basically.”	“And the purpose I think it's to fill a gap in social media where people can just be themselves” “it will feel a gap in social media, where people can just feel comfortable expressing themselves and it will be just like, for queer people”	“And I guess the purpose is ultimately to connect you with people with that are very like like minded and makes it easier to connect with other queer or you know, people of the LGBT community.” “And it can help you connect with similar people, like minded people.”

The need for this kind of social network	A safe space
“and it's something that's kind of not there already. So it's kind of new in that aspect of it.” ““I think at the moment with things like Grindr, and Tinder, you're limited in that one within your within a certain parameter. And two, there is every single type of person out there, most of them you probably don't connect with. I think this is a great filter for that. And that ultimately, will help you meet new people and should make your journey going into the queer queer community or trying to meet new people much easier than it is at the moment.” “it would allow users to help build out their individual profiles, networks and interests across the LGBTQI+ something that I think is very much currently lacking within the community.” “For me, it seems like it’s a social media for the LGBTQ community specifically which I don't think there is one.”	“in a safe online space” “its function is to be a social media for queer people like a way to connect with queer people in a safe platform.”

Insights

Similarities to LinkedIn	A liberating effect as a counterpublic
“So if you know someone, you know, one of your first first contacts that you think has, you know, provides an exceptional skillset, or you know, they can do this, you can add them to that skill. And you can also take from their profile as well. And you can say, Okay, I think these are probably my qualities and skills that I can add to my role. And then those skills are ultimately visible to everyone. And, and you can see other contacts well, other contacts or other users on LinkedIn, that may have similar skillsets to you. And if you click into those skills, or features, you can, might you you'll see other people that also have these skills, and you could ultimately connect with them.”	“the purpose is to provide a safe space to elevate the queer community and so that they’re not like hampered by by feeling like they have to, to be silent. I think on social media, you've got your conservative answer, you've got your conservative uncle's potentially friending you from when you were younger, and then you don't feel like you can be yourself online. And maybe that's the purpose the meaning of tie to be… to elevate the queer community to its potential.”

Confusion

Confusing language	Confusing visuals
"One thing I'm not clear on is how users can go deeper with the content they're consuming. What does it mean to view the interconnectedness of each moment?”	“The new concepts, I don't understand them, I have to be honest, because they were all like emojis or just like symbols in the video, I didn't actually understand what the concepts were, in terms of a new concept of the platform. It's a queer platform. And it's a social media for queers, which is new, but in terms of the actual play by play, what is entailed? I'm not sure because it's all just emojis or like symbols in the video.”

Improvements

Clearer communication on the multi-media aspect	Show how Ties work on a profile level
“I think it could benefit from being a little bit more clear in the introduction video. That it's different types of media. Because that is your unique selling point here is that it's not just Instagram, which is all about pictures that it's there. It can be different forms media, so you can see if you're in the same fandom as different people, books, blah, blah, blah.”	“And perhaps do a walkthrough of I know that you showed on your profile that you can go into your ties, but maybe show how you would click into someone else's profile because you said you can do that but maybe just maybe just show that off.”

Task 2: Onboarding

Validations

Felt inclusive	Responded well to ice-breakers	Range of options was thought-provoking	Simple and easy to use	Felt privacy concerns were acknowledged
“I thought it was really inclusive.” “Onboarding process was inclusive, insofar as it included anything that I could foresee and what could be changed or added” “Yes, I feel that the onboarding process was inclusive for me.” “I think the onboarding process was very inclusive. I don't feel like there was anything on there that I wanted to portray or information that I felt I should give to emphasise my profile that wasn't already on there.” “Yeah, I do think that the onboarding process was inclusive, I like the way that you have the option to type your own response to the questions. In case you don't particularly identify with any of the any of the options given.”	“I really like the questions the conversation status is kind of like Hinge but like a bit more queer focused. The one like what's your favourite queer icon? It's a great one.” “I like the questions, the icebreaker questions”	“Even like the romantic preference, which is just something you don’t really talk about” “I like how the identity and pronouns, orientation screens have so many options. I've never seen anything like that before. On like dating apps or other social media platforms.” “I think the onboarding process is hugely inclusive, I think what seems to get lumped together commonly within the heteronormative kind of world is like gender, sexuality, pronouns, even biology. I think the onboarding process really breaks down that they are actual individual elements of people's like identity.” “I even saw pronouns that I'd never seen before. Which means that there's you know, a broader range of people that feel they need to be included and want to be included in this you know, discourse of pronouns I guess.” “It was really cool like to see how inclusive it was because you know there were things along with the pronouns that were like romantic like how you identify romantically I guess, which is something I never would have thought about.”	“Overall, I think the onboarding processes is simple by not overwhelming the user with too many required questions, not needing too much data at once, which really pisses me off a lot of times” “But overall, I would say it was easy to navigate and easy to understand what I had to do every time.” “I think it's like a very smooth, easy process. I think you've made it as simple as possible for people as well.” “comparing it to other social media networks, I wouldn't say there's many variances in terms of how easy I've made it and how simple it is.” “the flow itself makes good use of the space and the animations.”	“like things like the location wasn't too specific, but like specific enough.” “making the the social media site feel secure with the whole [privacy protection] thing. I think that was quite clever.” “I also like the way you can make things visible or invisible, depending on what you feel. I thought probably if I was going to download this app, I probably would leave them all invisible.”

Insights

Felt like a dating app profile (in a good way)	Some LGBTQ+ people identify by first name only	Consider having no prompts for gender identity and sexuality
“It felt like filling out a really progressive like dating app profile, but without like the kind of need to hype yourself up.”	“Also, like the first name is the only required field as I know, some LGBT people who only go by one name.”	“I mean, you could technically get rid of all of the options. Just allow the person to type Hello, identify.”

Confusion

Didn’t recognise the ability to add custom fields	UI layouts	Felt like a dating app profile
“And people might want… if it’s all about inclusively, people might want to have the option to add their own.” “I think that the queer community is so fluid and changes names all the time, and changes identities and morphs so much, that I think, although you've got so many great options to click, there should always be an option where they can type in their new words, because it'll be constantly evolving.”	“On the upload a photo screen, there's a line below the two icons. Is that a text field, I wasn't entirely sure what it was for, or if it was just a design and the design of the screen itself.”	“Is it exclusively like a dating app? I don't know. Because like that's kind of what I got when you were asking the questions were like, your sexual orientation, your romantic orientation? is it used for dating? Can you only use it for friendships as well? Maybe making it clear about us? Like is it a dating app? Or is it just like a social media?”

Improvements

Custom ice-breakers	Talk to a team member button	Accessibility considerations	Username screen issues	Phrasing
“Maybe there could be an option for users to add their own question” “maybe just some more questions more of the icebreaker questions, because it's a really good idea”	“perhaps you'll get more feedback where people say that they don't have their particular orientation as an option. So, maybe an option to talk to a member of the team at the bottom of every page.”	“The initial onboarding flow form looks quite small. I'm not sure how this would appear for users of screen readers turned on.” “The visible toggle, which appears on screen doesn't look like a native iOS component. So I'd be concerned with how that would interact with users who have accessibility settings turned on, I think iOS generally works better with using native components in that instance.” ““For the how old are you screen, I think the question should be, perhaps rephrased is what is your date of birth. And if someone asked me how old they are mode, say 28 I wouldn’t say my exact date of birth. This would also make it clearer for users with screen readers enabled.” “I think was like a couple of tweaks it could be great and a lot more accessible to other users and users from like different cultures, languages.”	“And I'm also concerned that users might want to skip the screen, if they see that there's too much text.” “On the username screen… I think there's too much text when the user taps on the text field. I don't think the data protection information is relevant to that screen itself. Maybe it could be placed somewhere else on the flow. And there's also no guidelines on what the requirements are for a username, for example, you're not allowed profanities, has to be eight characters minimum, something like that. It also seemed quite unusual to me that the user name stage is before the name entry screen, I think it's, I've seen it on other platforms that you they perhaps suggest a username based on the user's full name. So I would expect to see something similar to that unless you're, unless the platform is hoping to completely detach the user's actual name with a completely user generated one.”	“I also think some of the language could use a bit more of a human touch, for example, like coded for exploration could be built for exploration.” “For the how old are you screen, I think the question should be, perhaps rephrased is what is your date of birth. And if someone asked me how old they are mode, say 28 I wouldn’t say my exact date of birth. This would also make it clearer for users with screen readers enabled.”
Location input improvements	Definitions on gender identity and sexuality	Less stress on gender identity and sexuality	Shorter flow	
“it'd be good to be able to search for the neighbourhoods. In London, for example, there isn't really defined guidelines for areas such as like Clapham or Oval. So some people may get annoyed if it's suggesting an area where they don't actually live in.”	“I think perhaps maybe this is just me, perhaps you could add some definitions on what a lot of these are. Some younger users might not know exactly what they identify as and make benefit from like a small description. Also, I think, sometimes different cultures is slightly different terms and words for some of these terms, and so maybe a little definition somewhere could help.”	“I think maybe it could be less of a stress on gender and sexual orientation and romantic orientation like you could ask those questions. Maybe have like them less like a smaller part. I don't know because it wouldn't be as important to me personally. I suppose it might be very important to some people… Maybe more of the kind of icebreaker questions or more of the kind of like pictures or that kind of thing.” “it's like good to know like, what your sexual orientation is and stuff and like, your interests, but I would try maybe not have too many questions that could be like, like, I don't know if the intention of this has to be a social media thing and then by association be a point where someone can like meet someone for you know, like a relationship or something or of course friendship and you know, whatever. But like, I think the questions may be of like, what your interests are and all those things should be like as broad as possible and not like ‘datey’ if you know what I mean”	“from a UI perspective, it could have been done shorter. So instead of going through, I don't know different pages, I would like group some of them together, so I don't have to go like next whole time.”	

Task 3: Ti

Reaction

Validations

Easy to understand	A safe space	Space to socialise with other queer people	The need for this kind of social network	Enables genuine interactions
“it's well designed, it makes sense” “I think the feed part of the application was easy to understand” “I really like that it's quite simplistic.” “I think it just makes people feel people feel comfortable. And you've got something that they slightly know. But it's also got also got a lot of variances and a lot of differences.” “And see, I think, from the videos, the introduction videos, and what it looked what the actual prototype looks like. I think you've got it bang on. I think they match up very well.” “I think it's clean, easily and intuitively navigable.” “really progressive, really inclusive, really modern, it feels professional, it feels like it's been around for ages in a way that like, it feels like it's a mature social media app.”	“And the purpose of the app, I think it's really clear. It's very focused for queer people. So I think it's just to have like a space for them where we're to socialise safely.”	“And I feel like it's good because it's, it's purely about socialising, which could lead to something else, but not deeply. So it's not really like a dating app in that aspect. And I think that's really interesting. Sometimes you just want to make friends or just talk to people who are queer like you and you want to know what they say or what they're up to.”	“I think it really obviously offers something to plug what I think is a large hole in the current social media offerings.” “But I think why this is different, it delivers specifically and in a safe way for the LGBTQI+ community, as opposed to making members of that community conform to like heteronormative categorisations.” “Okay, my initial thoughts on tie the social network very original, sorely needed.” “I also enjoy that it's for everyone like Her, It's like a dating app for girls like Grindr is a dating app for boys like, no, we need to move past these ridiculous walls that we put up against the rest of the community and have a platform for everyone. I definitely think that it's sorely needed. And like, I can't believe that it hasn't been done already.”	“I think you you will use it completely differently to what you would use Instagram. You know, I think what what you're portraying is completely different. It's, it's just a more genuine app. I think that you feel you're very safe. And it's easier to find like minded people than probably any other social media platform that is out there.”

Enables LGBTQ+ expression
“is its purpose clear. Yeah it's a way for like LGBTQ+ people to express themselves.” “And I think the purpose is clear, for sure. It's creating a safe space online for LGBTQ+ youth. And well of any age, I guess, it would be beneficial to younger people, instead of going on Instagram to go on this, especially if they're questioning and see there's a whole world out there.”

Insights

An intellectually engaging space	Similarities to other SNSs	Makes ‘navigation’ in queer communities easier	Removes anxiety around publicly posting	Space for a *fresh* SNS
“creates this incredibly unique and engaging, intellectually engaging space for queer people.”	“I like how it merges things like Instagram, like what Tumblr used to be what Facebook used to be” “It's got a few similarities to Instagram. So it's very relatable in that sense.” “I think it brings together positive aspects, or elements of other leading social media platforms, like Instagrams algorithm and how it targets what you're interested in, Meetup's kind of ability for you to tag what you are interested in and meet other people with similar interests, which I guess is a little bit like LinkedIn as well.”	“And like, I'm not saying it could be like doubled up as a dating app or anything like this, but the ability to kind of interact with other people near your location or within your community. For whatever purposes, that's very difficult to do so through like things like Tinder or Bumble, etc. Especially from like a lesbian perspective. You kind of have to navigate. That's absolutely designed for like heterosexual people. And there's no real way to kind of go out and meet people within like the lesbian community at the moment with any sort of social media platform. I don't count She because it's an incredibly clunky application.”	“I like the idea of being able to like save specific things instead of having to put yourself... put stuff up yourself and save things that are there already and can see who else has done that that's really cool.”	“I think it's refreshing as well as a social network. Because, I mean, I'm fed up of most social networks bar TikTok. Like, everything's just becoming a bit stale.”

Confusion

The purpose of Ti	Ties	The algorithm
“And regarding its purpose, I don't know whether the app is focusing on connecting users with the same ties or showing content that it thinks I'd be interested in. Perhaps it could be a bit more focused on one or the other there.” “I guess the purpose is not 100% clear, like, is the purpose of Tai to educate the queer community in its other members? And you know, or is it a social media platform? Is it to make friends in your area like, because it's doing so many things, its purpose is not clear, but its purpose is visible, but there's many purposes if you got me, I suppose the use of the singular purpose makes it hard to answer because it has so many purposes, that there is not one clear purpose identified. It seems like it has maybe four or five purposes.”	“the ties thing and the page where you sort of click the news, all the topics you want to follow and to see what people are saying about that was a little bit harder to understand. But I'm sure like if I get to try it and explore more deeply, I can just easily understand it.”	“I'd be interested to know how the algorithm works, interested to know how it forms these parallel listed things”

Improvements

Clearer explanation	More detailed filters and sorting
“try and think about it if you're explaining it to my granny or something, you know who's genuinely not a clue what's going on.”	"I'd love the idea of only seeing content that I'd be interested in, for example, news stories. And I'd love the ability to sort out status updates from other content and perhaps a quick way to find users with the same connections.”

Using the App

Validations

Understanding of Explore Grid	Understanding of Ties	Clear icons and signifiers	Simple and easy to use	Groups are useful
“I understand the Explore view… my understanding is that it's kind of like the Instagram discover page but with more diverse types of content, not just pictures, but videos, articles, blogs, whatever. I like that this kind of has the potential to broaden what I know, or what I'm already interested in, they expose me to other things that I could be interested in, or other people that I could meet.” “Do you understand the Explorer view? Yeah. And I think I'd use it in a way that only shows me content I want to see.”	“So, from what I can gather from this ties are basically like pinned posts. Like a way of sharing your personal interests to other people, and discovering other people's personal interests. So you can pin things like your favourite song, movie, an article that you liked, a book that you liked, or hated, or whatever, YouTube videos, anything like that.” "Do I understand how the ties work? kind of I think it's a very good idea, a very good concept. I enjoy that it brings you through other similar articles and similar videos, I think that's needed. I think that like even for example, YouTube, like they present, they always give me stuff that I don't even want to see. So I wish there was a Ti type thing on YouTube.” “ I think, I guess my perception of them is that, you know, there are obvious ties that are your immediate interests, and then	“Yeah, the icons are really clear.” “there are clear identifiers for home, profile, chat, notifications, everything's in the place that you expect it to be so it's not like you have to learn where everything is.” “Are the icons clear? Yes. Because they're quite similar to what you would find on other apps.” “You've made really good use of recognisable icons for the tab bar, which are universally understood, which makes navigation to the key screens really easy to understand. I don't think any user would have a problem. Understanding those without an explanation.” “I think the icons are very clear in their purposes…” “The icons itself very clear.” “Yeah, I understood like the	“ I really like how simple the design is, it's got like a similar feel to Instagram, which I mean in like a good way that it's very clear, it’s minimalist, it doesn't get in the way of the content. It lets the content speak” “And can I navigate the app? Yes.” “Yeah, it doesn't seem complicated to navigate through the app, I'm sure. Like, after giving it a couple of tries, you can just easily understand the whole concept of it.” “Profile layout and structure. Yeah, that was pretty clear, it was easy to understand and to see what everything is and what every object on those pages is. So I wouldn't say that it was complicated to understand.” “The app itself very easy to navigate. I think I like that.” “And I think it's very clean,	“For groups, I love the ability to quickly see related posts.” “And what's my response to the group's element? Love it, I love the whole idea of it being your inner circle sees some things and people that have similar ties to you see other things. I think that's a really good idea.” “The group thing is amazing. Like I keep thinking of like younger me, or younger, LGBTQ+ youth how they would love to like, I think you had trans teenagers. Like, that's amazing. And you'll have content, I guess, related to that.”

	it's, you know, it's getting you to explore all the other skills and other you know, something else out there not necessarily that you would think of straight away that might be related to your immediate tie. And ultimately that way, that's how you're going to meet new people, and you're going to meet people that you might not necessarily normally think that you'd get on with. And I guess it's expanding your network and social network.”	different buttons and how to kind of create ties.” “Are the icons clear in terms of what they control? yes very clear their universal type of icons like the grid is universal, the notifications universal, conversations is universal, the add something with the plus sign universal, very very easy to understand.” “Are the icons clear? Yes, absolutely. It's really clear and really straightforward.”	slick. I don't like the word slick, but it is very slick and intuitive. I think it's very easily navigable.” “My initial reaction is very intuitive to kind of pick up. And I'm old, so it takes me a little bit longer than everybody else.” “very navigable very clear.” “can you navigate the app itself? Yes, absolutely.”	
Positive response to ‘favs’ on profile	Discover new content / broaden knowledge	See more of the same content	A way to meet new people	
“And it's good that you have like your main, your faves up there at the top.”	“I like that this kind of has the potential to broaden what I know, or what I'm already interested in, they expose me to other things that I could be interested in” “But I'd probably use this screen (Explore) a lot to like discover new content, like new circles, songs, for example.” “something else out there not necessarily that you would think of straight away that might be related to your immediate tie.”	“ I think I'd use it in a way that only shows me content I want to see.”	“or other people that I could meet” “And ultimately that way, that's how you're going to meet new people, and you're going to meet people that you might not necessarily normally think that you'd get on with. And I guess it's expanding your network and social network.”	

Insights

Well-segmented’ UI	Not having to create *new* content (post anxiety)
“Worst thing is when there's too many icons and too much information on one screen, I like that it's broken up and segmented quite well.”	“I think it's really cool that you can pick things that already exist instead of having to like put something up”

Confusion

Misunderstanding of Explore Grid	Misunderstanding of Ties	Unclear icons and signifiers	Difficulty using	Groups
“Do you understand the Explore view? Not fully, I think I'd have to watch it. Like I've watched it twice. I think I have to watch it a few more times. There's just loads of information it's not that the Explore view is not clearly understood. It's just that the video has so much information that I can't really remember the Explore view. It's something to do with my ties, and ties of others that are similar being in the same place? I'm assuming it's similar to like, Instagram Explore, where they show you suggestions based on what you've already liked.” “do you understand the Explore view? I am going to go ahead and presume that that is the home button with the main feed that you scroll through.”	“Understand how ties work at a conceptual level. However, I'm not sure if ties... if when I create a tie if it's specific to that post or if it's more broader than that, for example, if I create a tie with Kim Petras Malibu, does that create a tie with that song? Or with artists? Or is it with songs which are similar to Malibu?” “And I do understand how ties work, you sort of link with them by sort of adding those ties to your profile, sort of like following I think, the same sort of concept. And it was easy to understand. I thought it was cool.”	“I'm not sure I'd know what the Tie icon did. I wonder if it could be a bit more obvious in some way.” “The Explore icon also suggested to me that it was going to change the app layout to grid view, rather than navigate to a different screen... I dunno if it's just because it is quite similar to an icon Instagram uses.” “Yeah, so with the Explore view, it wasn't clear to me that swiping would only show adjacent related posts. Perhaps that could be more clear. And I'm not sure if the fields at the top of that screen are for filtering or if they're displaying the content that's currently been showing.”	“Yeah, so with the Explore view, it wasn't clear to me that swiping would only show adjacent related posts. Perhaps that could be more clear. And I'm not sure if the fields at the top of that screen are for filtering or if they're displaying the content that's currently been showing.”	“And what is your response to the groups element? Okay. That is something that I'm going to need a little bit of help with. Is that after you click on the tie, as it will go back and see who else's Oh, what am I doing here? Yeah. And so yeah, I'd need a little bit more help on that one I'm not quite sure what the groups is.” “And I'm not sure are the groups user generated and can posts belong to more than one group? How would you apply quality control to make sure users when taking on content and creating groups... as a user may be concerned that a group that I was really interested may be filled with really irrelevant data because people just don't know how to categorise them.”

“Explore view, I think that was a bit hard for me to understand… you can scroll through those, through the topics and everything. But so it's like, things that people in your circle are talking about. And that's what I understand of it. And then you can click on those and see what people are specifically saying about that specific topic or comment or link, whatever post it is.”				“But I'm not sure about how many groups can you join? Because like, I think, when you saw when you saw the, like, if someone appears on your feed, you'll see the name, their username, and like a group they're in that you're in that group as well. So I think it's hard, it might be hard to see how many groups you can have because you can be many groups, I think, or maybe just one, which I think could be could be sort of limiting for you to do in social media to just be able to join just one group.”

Circles	Conversations
“I'm interested in how the circle group functions. So how do you stop it from being like a kind of online clique of like, how do you stop it from being like exclusionary? Do you invite people to a circle? Is it like a friend request? Or is it private? Like an Instagram close friends option? Can you have like multiple circles for for different friendship groups?”	"Also, the conversation section I was wondering if... Can you like filter that by location? Or can you restrict it to just people in your city? Is there like a block function if someone not great messages you?”

Improvements

More group features	Colour-coded Ties
“I suppose it means you can like find certain things better if you can search for groups themselves. I assume you can and can they be like new groups made by anyone? I hope so.”	"Like the colour coding of like the Ties as red... I hope you can change that colour coding like make your ties different colours that'd be fun... class i'd love that I'd pick a nice cyan or Tiffany blue maybe that would be a good thing to add.”

Reflection

Validations

Connect with people	More genuine SNS	The need for this kind of social network	See themselves using alongside existing SNSs
“So I think like being being gay, like especially when you're a teenager or in your early 20s, when you're moving to a new city, and I presume, even when you're like an elderly gay person, it can be incredibly isolating. This is kind of could be a great way to, to meet people or engage with people. Like I think of like, when I was a teenager, I grew up in like country Australia, and I didn't meet a gay person until I was like 19 or 20. I think if I had something like this as a way to kind of connect with gay people, you'd feel less alone, I don't know you'd be exposed to elements of gay culture that wasn't just sex or porn or you know, characters on TV, it's sort of a much more engaging thing... that's what I feel. Um, yeah, I would definitely use this. I see this being a massive time suck in a good way. Yeah, I think this would be great.” “And it's definitely something I	“Ti would definitely be a different kind of social media app. Because it's specifically for queer people, but also insofar as it's made for generating connections, it's a little bit more meaningful than just the vacuous likes on Instagram. And so yeah, it would it would be an extra that you would have, it wouldn't be taking away from any of the other ones. It's not a dating app. And it's not just a photo app like Instagram. So yeah, it has a unique function.” “Less superficial it's more genuine it's a safe space, definitely a safe space, which I know is is one of the main factors or main features that you wanted to create for this social media platform. I don't feel like it's superficial. I don't feel like people would use it for anything untoward or non for non-genuine reasons. I think when you think of things like Grindr, I wouldn't call that a	“I think I could use the app specifically because it's very queer focused. And it's something that's kind of missing I think out there because yes, you have dating apps for queer people, but you don't have like like spaces to socialise with queer people specifically.” “especially because most gay apps are like dating centred, and this isn't, which I think is so important because we need to get away from the fact that we all want to rub genitals with each other. And that's not the only reason we're tied together. Like we should have a space where we can discuss our experiences as queer people rather than it always being to do with sex.”	(Everyone)

could see myself using. I think especially being quite new in London and wanting to meet new people. I think this is a great platform for that. I don't really think there's anything out there at the minute that could give me what I need to meet new people in the queer space. Not off the top of my head anyway.”	safe space at all. And it's not genuine. And this gives you that as well as being able to meet like minded people.” “So again, this feels kind of like a more like, like a more intimate dating profile app or, or social media profile. I like that you can put more than just photos of yourself, you can put your your interests, which I think Facebook kind of tried to do at the start, and when everybody was like uploading their favourite movies or whatever, but the kind of petered out Instagram doesn't really even attempt to do that, like Instagram is just kind of... um Instagram is kind of like people, photos of people showing off whereas this is kind of like far more engaging, and intellectually engaging, I think, which is more important.”			

Insights

Compared to other SNSs	A more public counterpublic	A more personal SNS	Restrictive mainstream platforms	Find content more easily
"Regarding how Ti fits in on other social media platforms - there's similar sites which aims to connect users with similar interest but doesn't offer curated content with an LGBT focus, which I really liked. And I could see this is a replacement for Taste Buds and MeetUp.” “And I would use it alongside Instagram for some like cross posting of general status updates, but I would mainly use it for the LGBT focus as well as connecting with users who have similar ties to me.” “So, in regard, so first question, I think Ti sort of fits somewhere in between Instagram and Twitter. Like features it offers for users, but functionalities as well. But it sort of feels like different as well, at the same time. Like it's a good mix of both. And I like the fact that you could just choose what you watching on your feed. Because you can... you could see like different things for people you might not follow but are from your circle. And then you could also see things from people that you specifically follow. It's like more focus to what you're actually interested in. So I think that's great.” “I'm thinking of other social media platforms. I think it has some similarities to LinkedIn. As I mentioned before, definitely in the ties I think that's something that LinkedIn has some similarities to be able to connect with like-minded people with similar ties. And you know, when you think of LinkedIn, you can give people skills and you can add skills. I think that is how you would connect with people with similar skill sets.”	“I actually think it's a little bit like Tumblr, but more or less, like, less secretive and more out there and more proud. I feel like Tumblr people have their secret tumblers. And there's a whole Tumblr community and Ti gives you that safe queer space that Tumblr gives you but in a more like, I'm out and I'm happy to, you know, show my profile and not hide behind the screen and the way that Tumblr has that kind of weird mystery element.” “So I think it fits in in the way like a gay kid might fit in. It doesn't, but it does... looks the same isn't the same. And it offers me everything that traditional social media wouldn't like queer content, and it'll help questioning people see stuff that they won't see on Instagram”	“I think it's a more personal experience than the way that I interact with queer spaces on for example, YouTube. Like, on YouTube, it's not a give and take between me and people I'm watching. It's like them, and they're like 300,000 subscribers. Whereas Ti allows us to all give and take in a much more organic, and realistic way, as if you're there in person. So I think it's offering that interaction in a way that others don't”	“And like I said in my first response, and I think it absolutely offers something that other social media platforms do not. And I think the way in which leading social media platforms are at the moment, if we think about Facebook, for example, I think it's quite constructive or restrictive, that it makes you conform to like heteronormative ideals or like identities. Is it I've already said yeah, I would absolutely be interested in using something like this. For sure.”	“I like the ties feature… The way you can like save things specifically and see what other like other people who have saved it way easier than like clicking into others who have saved, you know, look through a list or like the timeline feature of the Ties and who posted it and who else has tied it.”

Task 4: Additional Feedback (Optional)

Feedback			
Hiding likes	More simple explanation	Descriptions in Onboarding	Managing everyone's sensitivities
"An interesting thing they did with Instagram in Australia, New Zealand is they hid all the likes. So you can still like something but it doesn't come up as like a numeric value. It's not like 100 likes or 10 likes or whatever. It's just kind of hidden. So maybe a function like that. So you don't get that kind of anxiety when you post something or share something."	"Maybe just a little bit more dumbed down in the initial introduction for people like me" "the only thing that I got confused on was the groups so maybe a bit more explanation."	"I maybe if I'm thinking about it, like say, I think before I said there's some pronouns I didn't understand what they were, maybe if you like, click on it before you select it to like, if there's like a short definition of it, maybe just because people might be questioning they want to see"	"One thing I would say is that like, even from the pandemic, and reading the journal comments under articles, like how, how negative they are, is, is scary to see. And I have a friend working in, belong to, and when they like published pamphlets, they have all of these aggressive and older lesbians commenting being like, you're not saying the word lesbian enough, like we're not being seen, like everything is queer this trans that we're not being seen in our community. And they're all like, just piling in together being super aggressive and being very like, the PC police. And I think that that's one thing, you'd have to really, really try and figure out a way to, to counteract against the obsession people have with blaming each other online and being keyboard warriors online, even in queer spaces, because it's a very sensitive community in terms of like, things are constantly changing. So like, if one person comes out and says, like, I am rainbow binary and makes a new term, and then someone who's bisexual is like, What the hell's rainbow binary? Like, why are we always coming up with new terms? And then you have this crazy keyboard warrior fight in the comments, and everyone's throwing in their two cents. Like, I would love a platform that was safe from that negativity that I can read an article and look at the comments. And there is not these massive fights about who's right. And I think that it's really hard to fight against that. But if there was some like, filter, whereby, like, there's certain spaces where the discussion underneath can't be negative, or like, you go into like a zone in your Ti app that's all. Like, some algorithm that prevents people from writing horrible comments to each other. Like, I just hate reading that and I would be so scared that such a beautiful app could be ruined by the comments section, where everyone's telling eachother, who's more PC, and then that gets really aggressive. That's the one thing I think you need to consider. I think every app needs to consider. It's just so much negativity, like how do we create an algorithm to filter out everyone's obsession with being a keyboard warrior and keep it positive? That's just something to think about."