

KYD: A platform made for text based role-playing.

*KYD is an acronym for Kill Your Darlings, which is a phrase used in writing, that refers to the need of only keeping what is essential in order to create a good writing piece.*

As such, our design goal would be ergonomics, simplicity and peaceful screens.

The idea: Building an app that would serve as a middle ground among an internationally aimed demographic of role players.

Initial problem and situation: Role playing is wildly common across Gen-Z people.

They however do it on social media apps such as Facebook, Instagram, Twitter, Forums etc, in creating an account specific to that purpose.

All of these either aren't made to fit the goal of role playing or are outdated (forums).

The solution: We would like to build a platform that shall make the best out of what the original features in the cited apps can offer such as: writing, posting and interaction features. The ideal app would convince the presently active role-players from other platforms, to prefer the practicality of the new app. It would ideally be like what Wattpad is to fanfiction or Tumblr to microblogging.

Main themes and features: Writing, Posts of different forms of media, Chatting, Groups, sub-groups, Infinite scrolling feed.

What we would need: A design system, UX Conception and finished screens.

Conclusion: The aim is to create a simplified, minimalistic version of what other social media platforms offer as second use only, into what RPG players expect of a unique platform made for them.