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UX PORTFOLIO

A designer and project manager seeking to make an impact for social good

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1. ABOUT ME

My Process

1. RESEARCH

- Carry out **needfinding processes** that explore possible solutions through **interviews**, **observation**, and **competitive analyses**

2. IDEATION

- Come up with solutions to the problem through discussion and research
- Use **storyboarding** and **personas**
- Draw up a **feature list**

3. PROTOTYPING

- Create **digital mock-ups**, and **interactive prototypes** in order to flesh out different possibilities for features and catch design flaws

4. USER TESTING

- **Conduct tests** with samples of representative potential users to see how design features play out in the real world

5. Iterate as needed

SafetyNet is a project I designed for a UC San Diego **UX** and **Startup** design course, with 3 of my peers over a 10-week period of time.

During the time that we were thinking about what problem to tackle for our class, the news was ridden with harrowing stories of **natural disaster**, **refugee crises**, and **school shootings.**

We wanted to explore solutions to existing problems that were in common with victims of these types of emergencies.

Research

SafetyNet is an application that services two main user bases:

1. Victims of natural disaster
2. Volunteers

Therefore, we decided to **interview** several members of the two different groups about their needs, asking questions tailored to their categories. Our interviewees were all from ages 18-45 across genders and demographics.

VICTIMS

- What resources did you **need the most** in your situation?
- What were the **biggest challenges** you faced?
- Did you have resources set aside for emergencies?
- How did you get the help you needed?

VOLUNTEERS

- What **motivates** you to volunteer?
- Were there times that you wanted to volunteer but could not?
- What **prevented** you?

We furthermore conducted a **competitive analysis** on preexisting solutions to our problem.

	PROS	CONS
	• Massive pre-existing global user base • Alerts based on location • Can notify family and friends of whereabouts	• No organised method of contact • Victims must scroll through posts to see if volunteers are offering what they need - difficult to navigate
American Red Cross	• Delivery of aid and resources through relief trucks and emergency centers • Network of relief centers	• Lack of transparency for distribution of donations • Long turnover time to receive aid • No direct avenues for community members to offer assistance except through donation

Other competitors

Nextdoor gofundme airbnb

From this research and the interviews, we determined a few key elements that we wanted to focus on for the design of our project that our competitors failed to do:

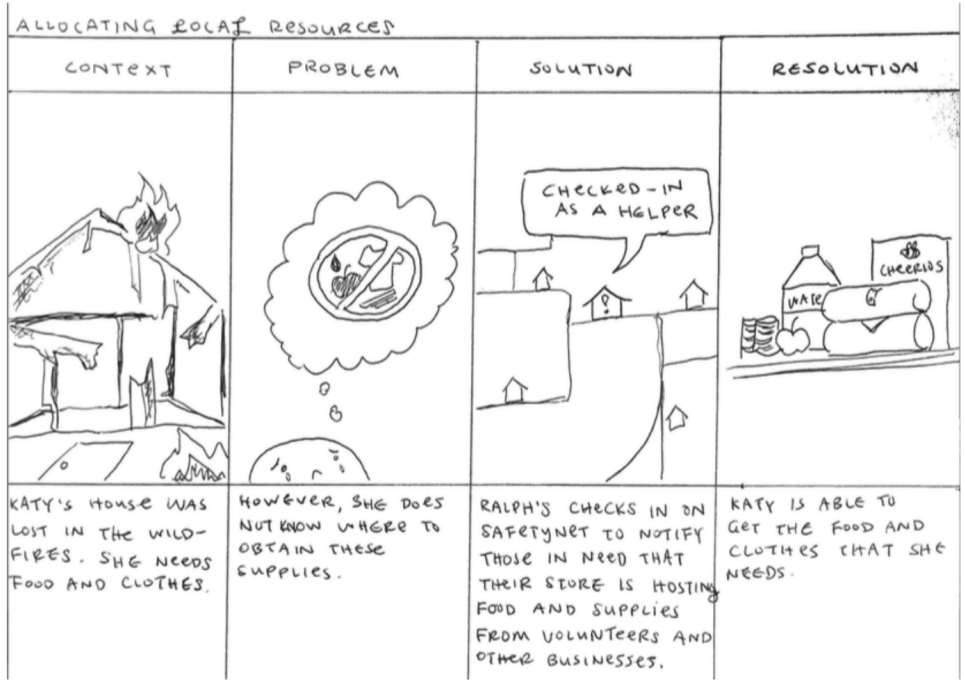
1. Providing aid *as **soon as possible*** by connecting nearby victims to nearby resources
2. Create an interface that is easy for both victims and volunteers to navigate and find exactly what they are looking for
3. Involving different community members such as local businesses for donations and shelter

Ideation

Through ideation we explored several possible directions that we could take the app in, sharing them and gaining insight and feedback through surveys.

- An application that allows everyday people to keep inventory of emergency supplies and their expiration dates
- **An application that connects victims and their needs with local volunteers and their resources**
- An application that provides emergency preparation resources to be taught in schools with check in features that allow students to alert their parents of their status

After surveying potential users, it was clear that the second option was the most popular. We created **storyboards** which described that two target **personas** would use our application for: victims and volunteers



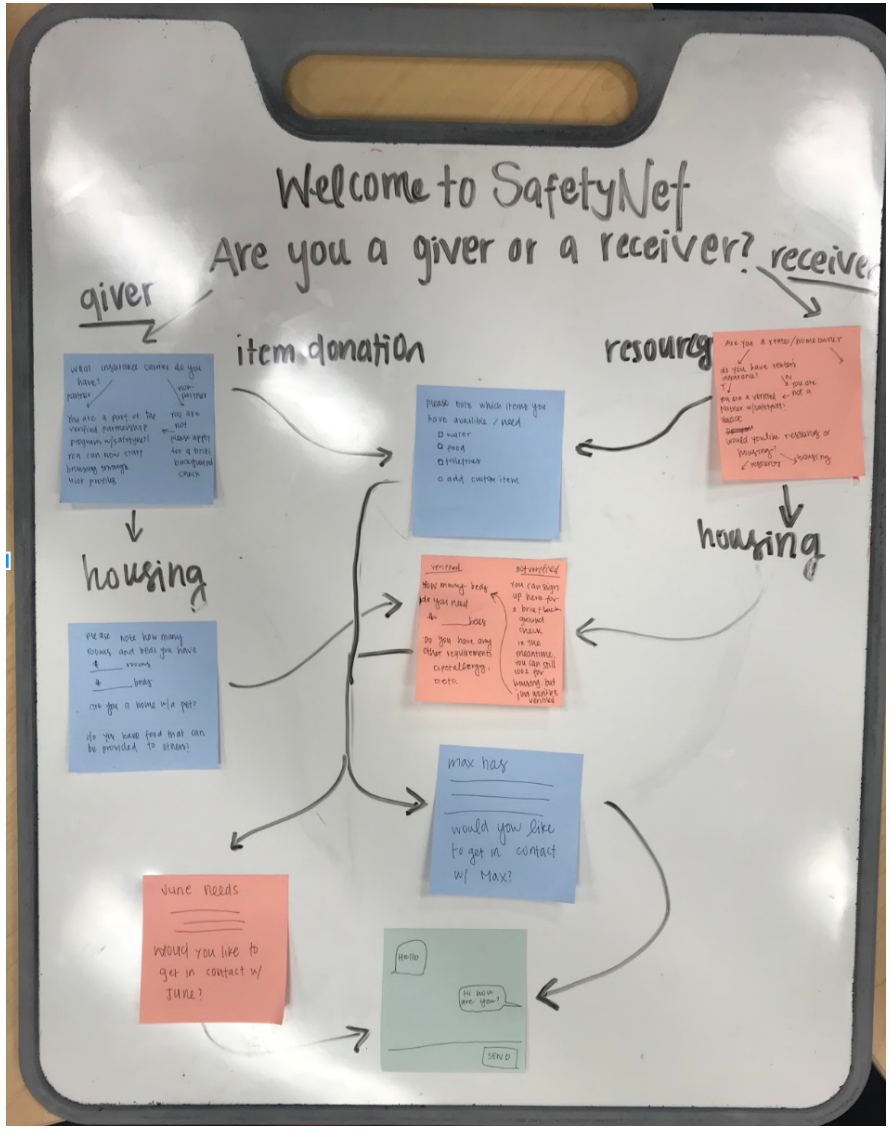
FEATURE LIST

We decided on a few **key features** which we wanted to implement:

- Volunteers (Givers) inputting available supplies/housing specifications
- Victims (Receivers) inputting supplies/housing specifications
- A Tinder-style matching algorithm that matches Givers with Receivers, allowing them to chat
- A verification system that ensures that both the Givers and Receivers are legitimate in order to create a safe community - although all people can sign up to volunteer and receive aid, if they go through a verification process confirming identity and situation, they are more likely to be matched with a counterpart

Prototyping

We utilised a Wizard of Oz service enactment in order to test out our prototype, essentially simulating a walk through the app.



User Testing

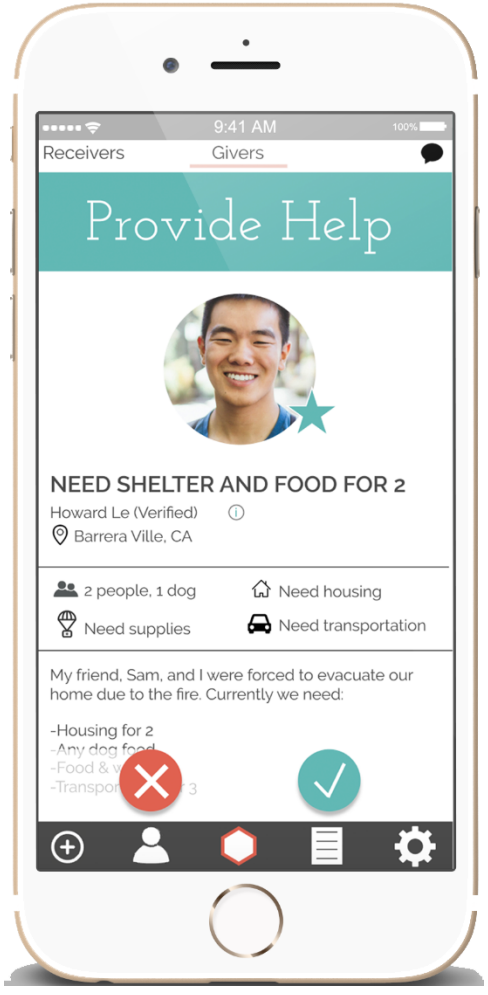
From this enactment, we gained a few key insights into our design flaws:

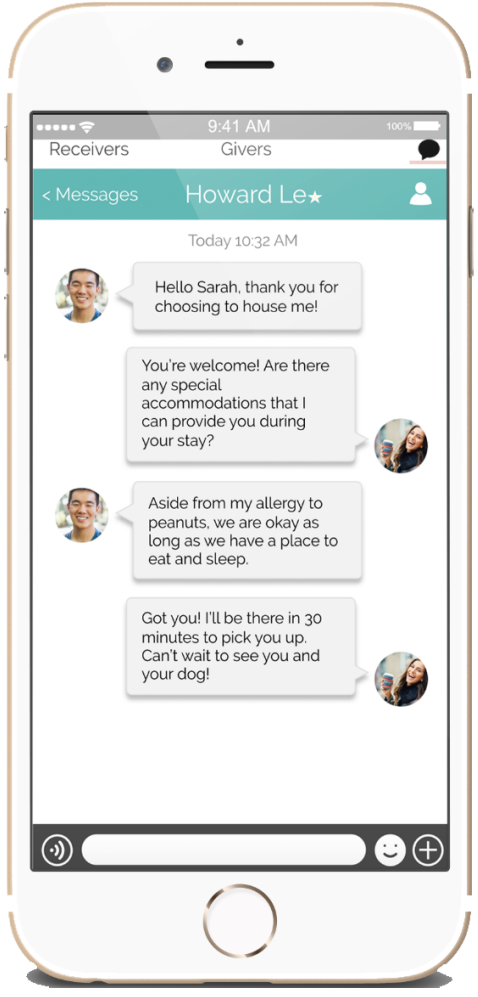
- The Giver/Receiver terminology proved to be confusing for most people we tested on
- People were not too sure what the verified status meant
- The concern of the usefulness of the application when cell service and wifi were not available was raised.

From these insights, we were able to iterate our design:

- Provide more in depth information about what terms such as giver, receive, and verified meant
- Embed offline resources such as maps for shelters into the application

Final Design





We created a high-fidelity prototype with the help of inVision, accesible at https://projects.invisionapp.com/share/H2GGYHV34GS#/screens/286657097_Welcome_Page

Reflections

There were a few takeaways that I gained from working on this project:

- Given that the class was about designing a startup, an important part of our design revolved around the monetization of our application. Because I did not want to take away resources donated to the Receivers to be used for anything other than helping them, we struggled with finding a method to monetize. We ended up exploring unconventional ideas such as partnering with insurance companies to offer SafetyNet as a service to their clients in return for a percentage of the policy fees. This gave me much insight into the struggle for non-profits and other charitable organizations to stay afloat whilst fulfilling their missions

- We initially had far too many features that we wanted to implement. It was a painstaking process to hone down all the things we wanted to achieve with the application, but it made me realize that applications are not an "end all" solution to all of the issues within a problem space. Instead, they take a problem, and whittle it down to a specific subproblem, which then can be solved. In our case, it was the distribution of resources to local people in need.

TIP4TIP

TIP4TIP is a project I designed for a UC San Diego **UX** and **Startup** design course, with 2 of my peers over a 10-week period of time.

We wanted to think of a problem that tackled the lack of ability for **older generations to understand new technologies** in an increasingly technology-heavy society**.**

We knew that for people in the **millennial** and **later generations**, learning new technologies come as a second nature, and wanted to tap into that resource.

Research

TIP4TIP is an application that services two main user bases:

1. Older generations in need of technological know-how
2. Tech savvy "Tipsters"

We began our **need finding** process by interviewing members of the older generation (which we defined as over 40 years of age) , ranging from 50 to 80 years of age. Many of our interviewees were professors, parents, and various staff at UCSD.

We asked questions such as:

- What technologies do you use in your daily life?
- What technologies do you use in your workplace?
- When you are unable to/unsure how to complete a technological task, how do you go about completing it?
- Who do you ask for help when you need technological assistance?

From the responses, we derived some **key insights:**

- Often when faced with technological problems, older generations often seek help from younger generations, whether it may be their children or their students
- A common complaint was non-intuitive interfaces that made navigation through websites difficult

Ideation

Through ideation we explored several possible directions that we could take the app in, sharing them and gaining insight and feedback through further interviews and surveys of our potential user bases, which include:

- An application that compiles how-to guides for various technologies, with a clean and interactive interface
- **An application that connects older generations to younger generations for technological support through a live chat**

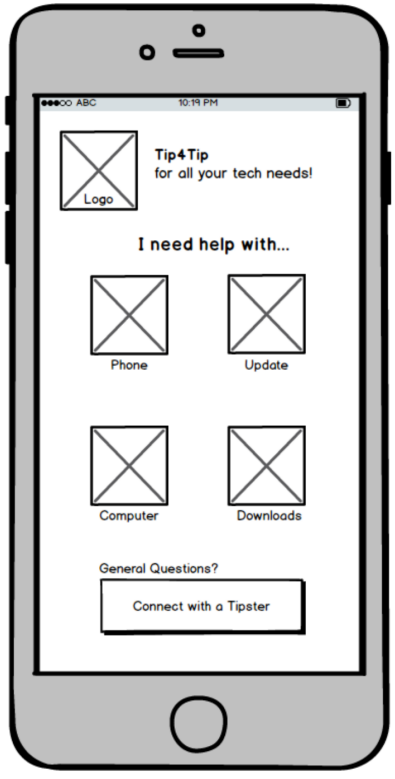
We decided to go with our second idea, as the fact that it directly **connected generations** through their needs was a popular idea that our potential users were interested in.

FEATURE LIST

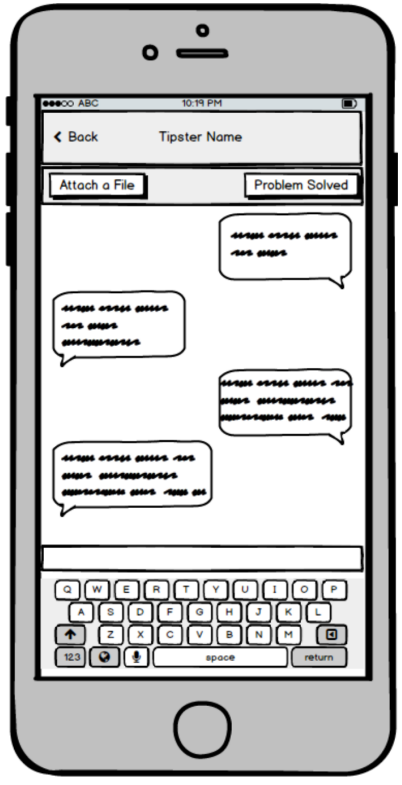
- A **live chat** between younger Tipsters and those seeking help
- A **parseable archive** of past solutions in the case that there were no Tipsters available
- A method of compensation or other incentive for younger generations to sign up as Tipsters through a rating and voluntary tipping system

Prototyping/User Testing

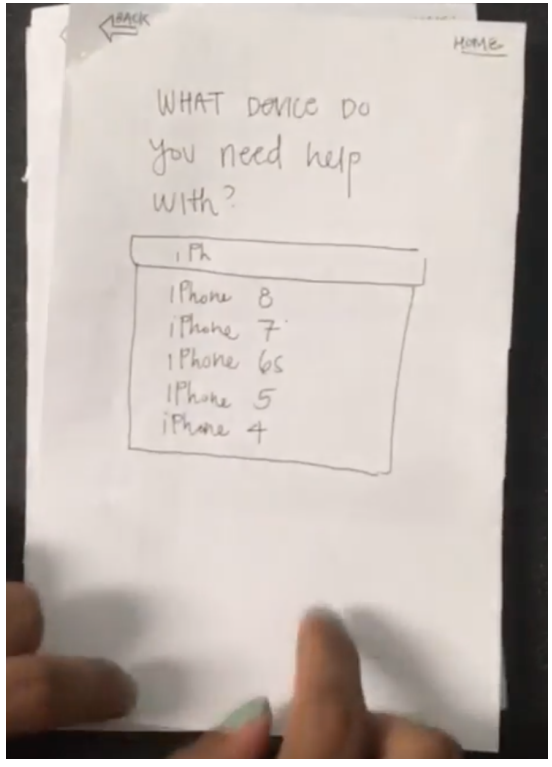
We used **wireframing (via Balsamiq)** and **paper prototypes** in order to prototype our application.



Home page wireframe



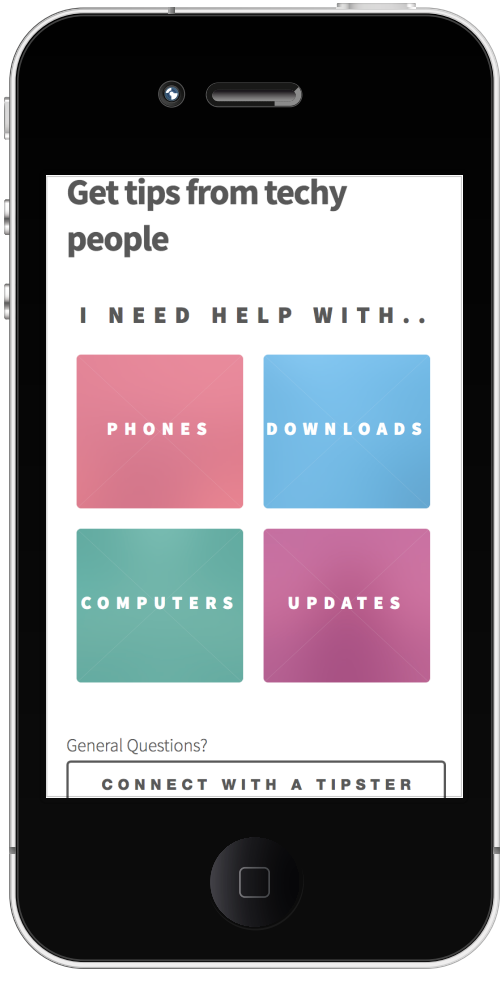
Live Chat wireframe



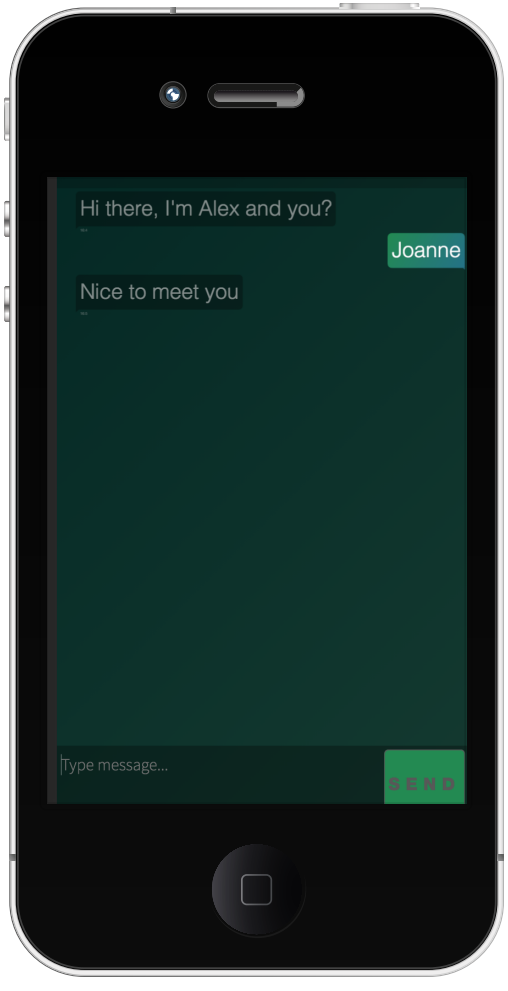
*Paper prototype video on **Youtube***

From these, we learned **key insights** for feedback, such as the use of larger buttons and simpler instructions which we implemented in our final design.

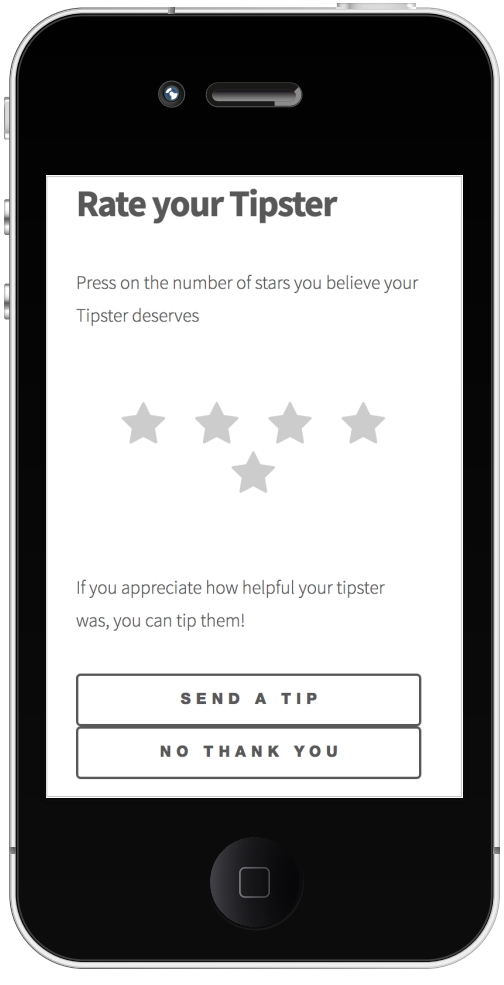
Final Design



Home page



Live Chat



Rating/Tipping System

Reflections

There were a few takeaways that I gained from working on this project:

- This project made me really think about human centered design because we were designing for a specific demographic of 40+ year old users. I quickly realized the importance of user feedback (especially feedback from those who are representative of the target user base) because there were a lot of elements that I would not have thought of myself as being needed. That being said, prototyping and iterating was essential to our process because there were many insights that we gained through various iterations that allowed us to finally deliver a product that we felt served our target user base well.

- It was my first time working with front end development languages such as HTML, JavaScript, and CSS, so there was definitely a large learning curve involved. I found great satisfaction in being able to use resources such as CodePen and other online tutorials to find solutions for implementing new features.