Design a user experience to help people to learn first-aid

Anne Korhonen

Project overview
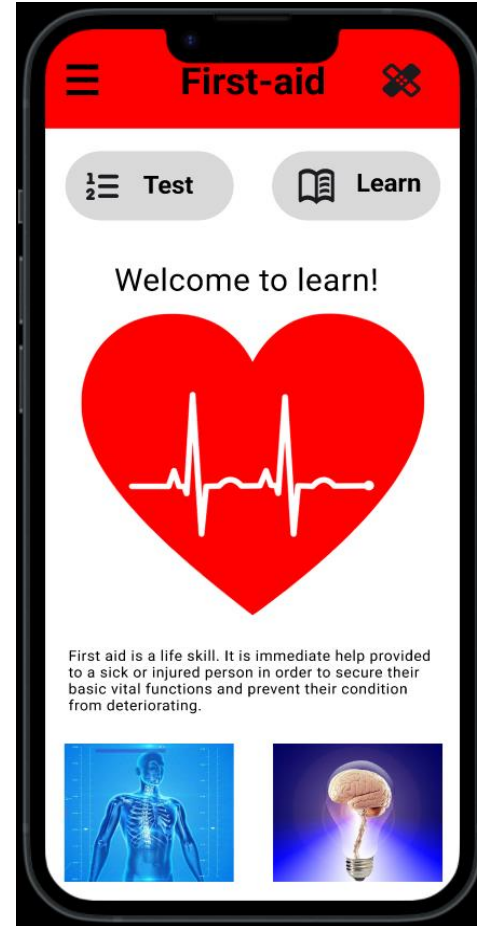
The product:

First-aid is an app and responsive website which provides first-aid instructions. Primary target users are students and teachers.

Project duration:

11/2022-12/2022

Project overview

The problem:

For teachers it is hard to teach first-aid because info is not always relevant and updated. Also info must be available with different devices such as laptop and phone. For students it is difficult to log in always in the school's platform which is not responsive. Info is not easy available and found in there.

The goal:

Design an app and a responsive website where tests and info can be found easily and quickly. Is suitable for teachers and students purposes.

Google

Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery.

Responsibilities:

Research, wireframing(paper&digital), prototyping, conducting usability studies, accounting the accessibility, iterating on designs, determining IA and responsive design.

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

Asked opinions and talked for students about the teaching, mobile plattforms and info. Then made interview questions and conducted a user interview.

Persona 1: **John**

"Dear students, let's learn some firs-aid today!"

Goals
- Teach first aid for students no matter of device used
- Find up to date and relevant info

Frustrations
- There are lot of material→don't know what to use, what is suitable for teaching, what is updated and used in Finland

Age: 46
Education: University
Hometown: City in Finland
Family: Wife, three kids
Occupation: Teacher

John teaches first-aid among other things. He needs relevant and updated info which he can first show from his laptop and then students can use it with their own devices such as tablets and smartphones. The info should found easily so that the whole class can access it quickly and with no frustrations.

Persona 2: **Lea**

"Need to learn first-aid before going in to the class where we practise it."

Goals

- Study first-aid when she has time, no matter of place
- Quickly and easily refresh her skills
- Know where to find the needed info easily

Frustrations

- Needs to log in in the school learning platform and search the topics through, some info is downloadable some is links→time consuming&challenging, not easy to do it with the phone

Age: 22
Education: Student of Health Care
Hometown:City in Finland
Family: Single
Occupation:-

Lea is a health care student who needs to study and update her firs-aid skills. She currently uses school's learning platform but it is not that easy; Lea has always to log in, search all the material through, info is sometimes available in YouTube videos, sometimes text and other formats and the platform isn't easy to use by phone.

PROBLEM STATEMENT

Lea _____ is a/an Busy student _____

user name   user characteristics

who needs   An easy access to well arranged first-aid learning materials _____

user need

because   She needs to learn constantly and not focus on how and where to find the info needed. _____ .

insight

Competitive audit

Included couple of competitors, both direct and indirect. Provided gaps and opportunities to address with the first aid app and repsonsive website.

| Competitive audit	Competitive audit goal: Identify and understand how the first-aid+teaching related products currently function.							
	General information							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Suomen punainen risti/Finlands roda kors	Direct	All around the world	First aid instructions	0	https://www.punainenristi.fi/ensiapu/ensiapuohjeet/	Large	Young adults,adults	Giving first-aid instructions
Duodecim terveyskirjasto	Direct	In Finland	First aid instructions	0	https://www.terveyskirjasto.fi/sisalto/ensiapuopas	Medium	Young adults,adults	Giving first-aid instructions in most common accidents. For home, work and leisure.
Moodle Oamk	Indirect	In Finland	Learning platform for OAMK students	0	https://www.oamk.fi/moodle/	Medium	Young adults,adults. Students in OAMK.	Give access to all the learning materials in different courses.

Google

Ideation

I did a quick ideation exercise (Crazy Eights) to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on easy and meaningful user experience.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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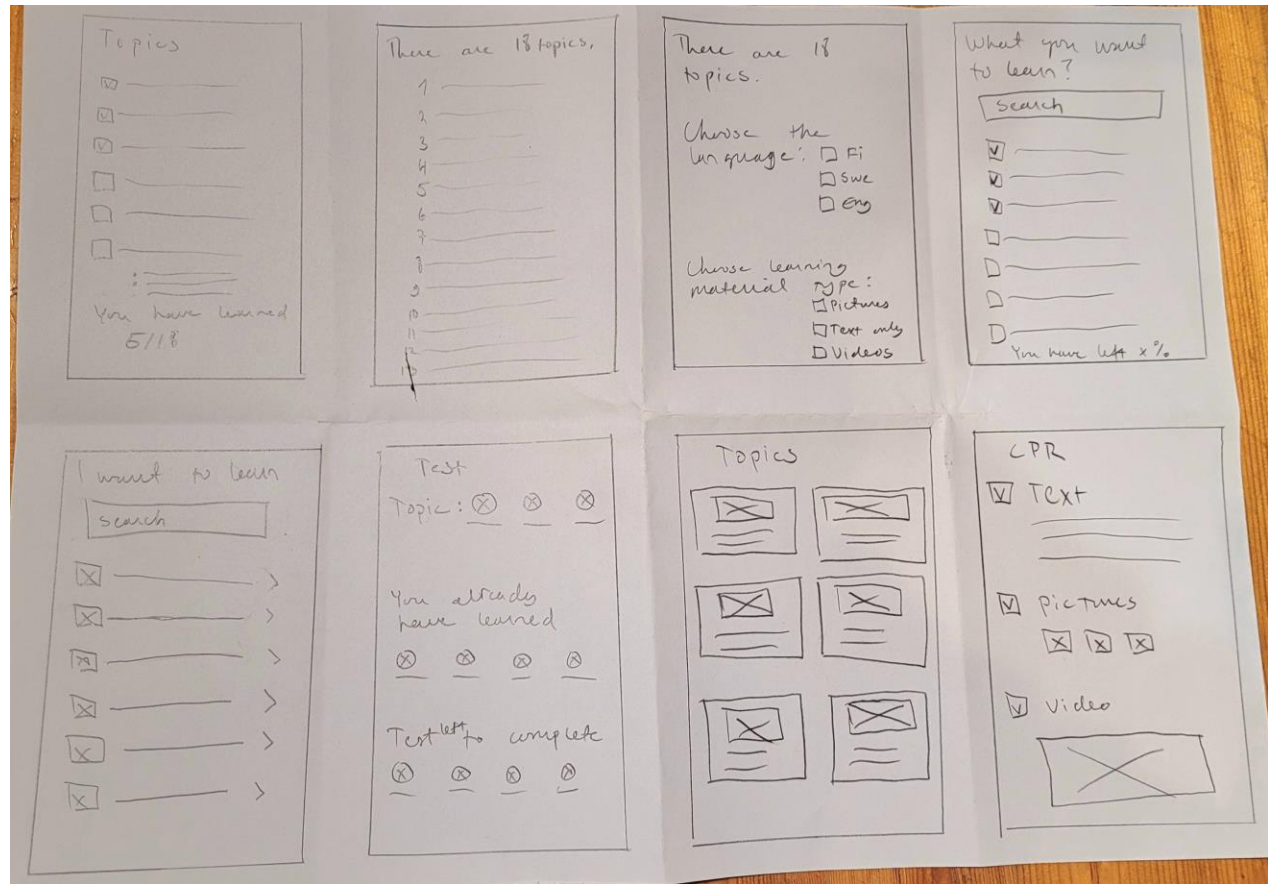
Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the First-aid app. These designs focused on easy and quick action while using the app.
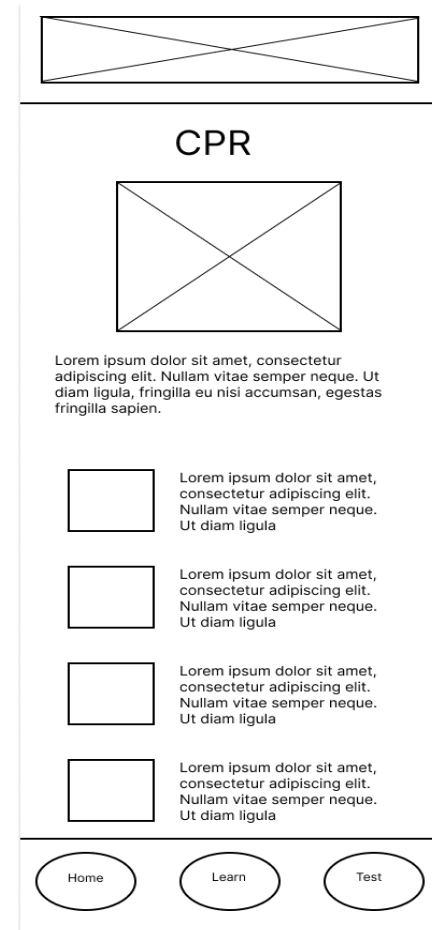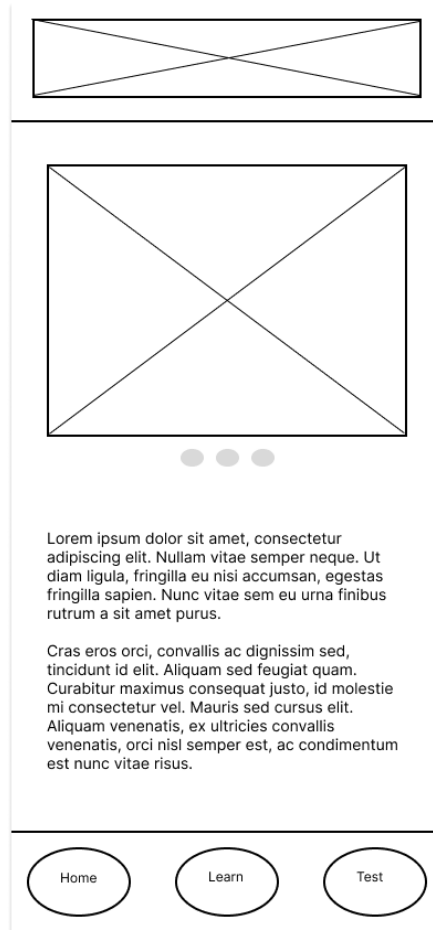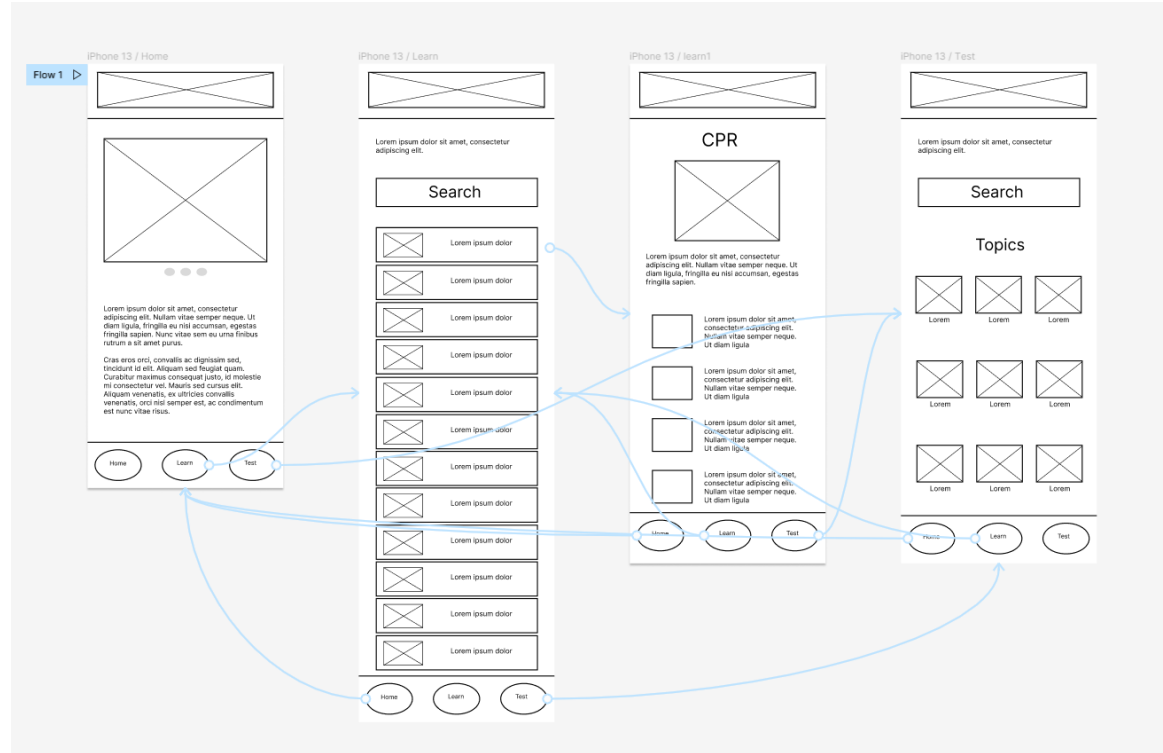
Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype which included the main user flow of the app.

Here is a link to it:

https://www.figma.com/file/gJoXwmNgT bjnA0zzrgKonb/responsiveMobileWirefr ames?node- id=1%3A2&t=QXDDa0MhZMcZhwmG-1

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

FInland, remote

Participants:

5 participants

Length:

10-15 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

This kind of app is needed.

2

Finding

Arrow to indicate there is more content.

3

Finding

The actual test of one topic.

Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Did usability study only with wireframes not with mockups.

Added an arrow to indicate there is more content.

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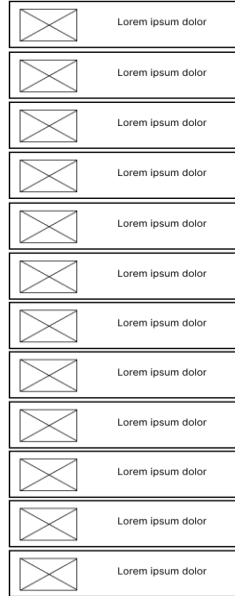
Search

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Mockups

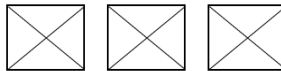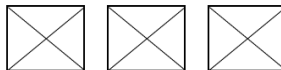Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Search

Topics

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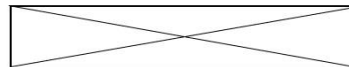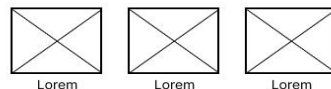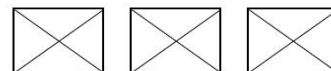
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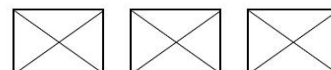Lorem

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Home

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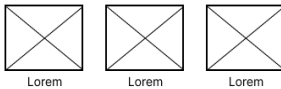
Mockups

First aid is a life skill. It is immediate help provided to a sick or injured person in order to secure their basic vital functions and prevent their condition from deteriorating.

You do not need specialist skills or equipment to administer first aid and emergency first aid. First aid administered by laypersons usually increases the chance of survival and recovery of the person affected.

There are many situations that may require first aid, and many countries have legislation, regulation, or guidance, which specifies a minimum level of first aid provision in certain circumstances. This can include specific training or equipment to be available in the workplace (such as an automated external defibrillator), the provision of specialist first aid cover at public gatherings, or mandatory first aid training within schools.

Home   Learn   Test

First-aid app

Learn first-aid here!

🔍 Search 🎤

CPR   CHEST PAIN

BLEEDING   ASTHMA

ALLERGIC REACTION   UNCONSCIOUS

POISONING   FRACTURE

Home   Learn   Test

First-aid app

Test your skills!

🔍 Search 🎤

Topics

CPR	☑
Chest pain	☑
Bleeding	☑
Astma	☑
Allergic reaction	☐
Unconscious	☐
Burns	☐
Choking	☐
Poisoning	☐
Fracture	☐

Home   Learn   Test

First-aid app

Test your skills!

A. How do you give CPR?

B. What is the most important thing in CPR?

C. What is the second most important thing in CPR?

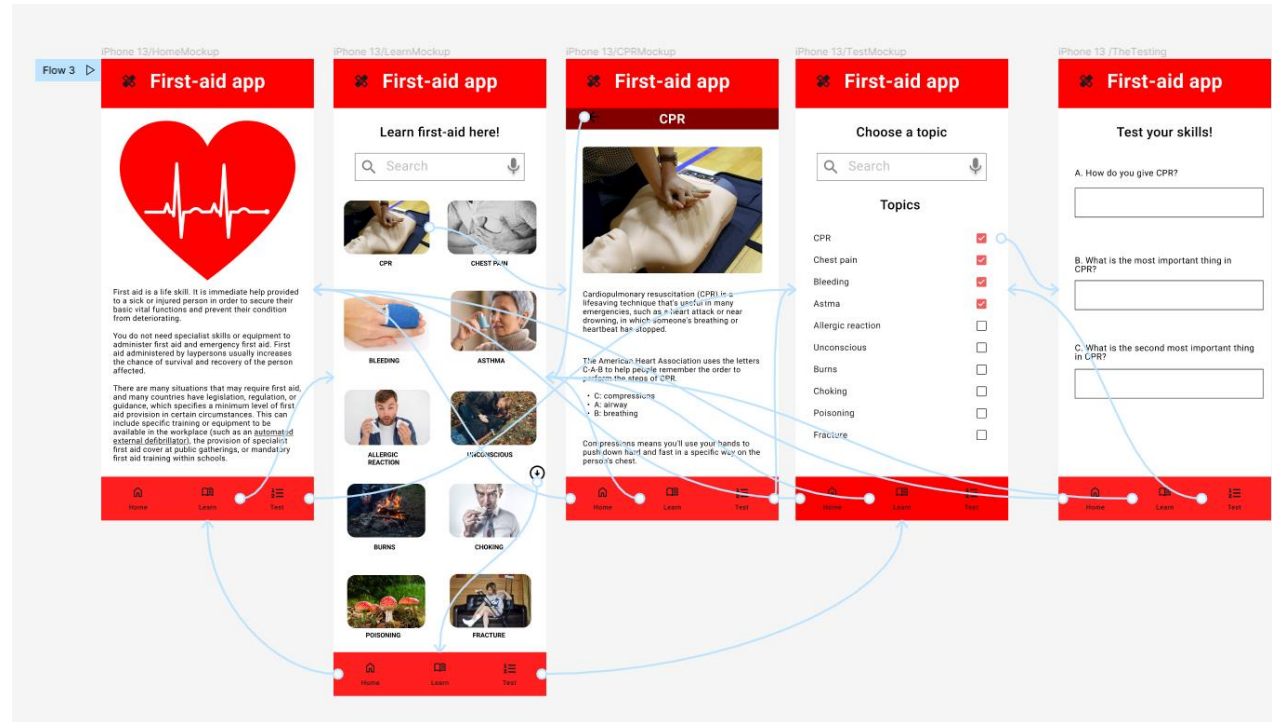Home   Learn   Test

Google

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype.

Here is a link to it:

https://www.figma.com/file/MSXmUYpKXKviNNnvf7anOS/FinalProjectMobileApp?node-id=26%3A1670&t=U5Jcggq46D7DoXko-1

Google

Accessibility considerations

1

Tested colors with the accessibility in mind.

2

Search can be used with text and voice.

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Responsive Design

- Information architecture
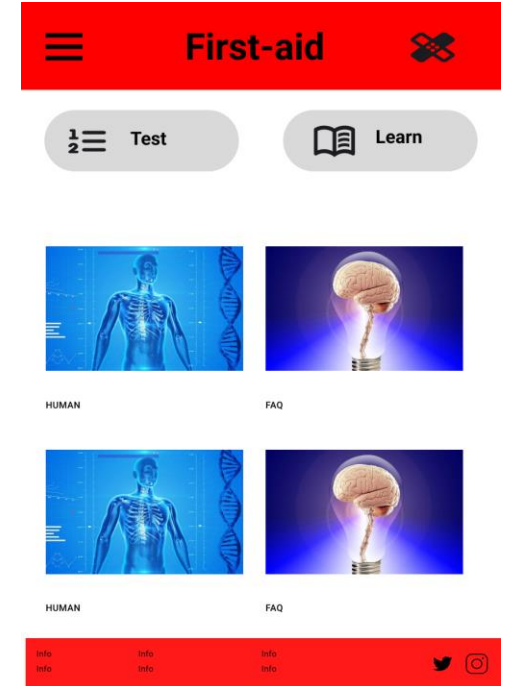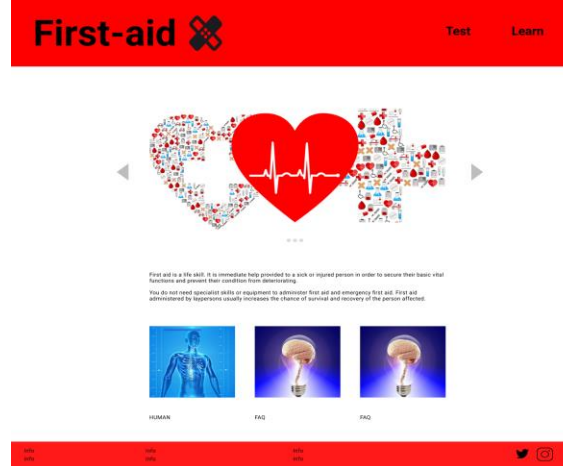- Responsive design

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Sitemap

With the app designs completed, I started work on designing the responsive website. Created a sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
Created also more complex sitemap maybe for the next project.

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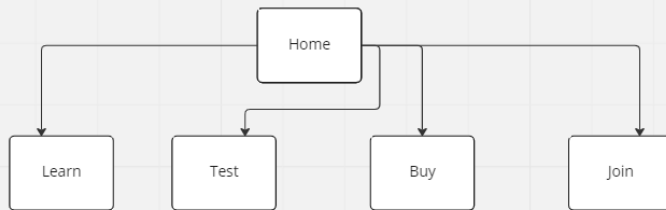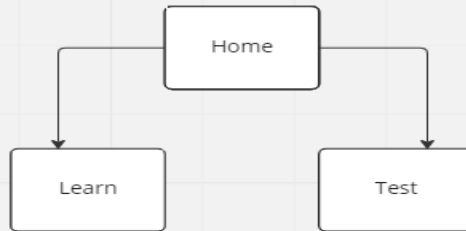
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Users shared that the app and responsive website are actually needed and well designed.

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Google

Next steps

1

Conduct research on how successful the app and responsive website are in reaching the goal of how easy and effective it is to use with different devices and users.

2

Add more info and make it more educational.

3

Use more time to make it even better and polished.

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