

HUMAN-CENTERED DESIGN

In developing this prototype, we utilized the following human-centered design techniques: 1) User Stories 2) Personas 3) User Interviews 4) Rapid Prototyping using Wireframes 5) Screen Design Sketches 6) Usability Testing

INSPIRATION

1. Seek Collective Inspiration



- Discuss and determine target audience
- Brainstorm freely
- Explore and research relevant trends
- Track themes and begin prioritizing

The team gathered in the conference room to first get re-acquainted with the task, and then in our respective roles dive into brainstorming to develop user stories with a deep awareness of human-centeredness.

Because we determined that the best product could only be developed by knowing, empathizing with, and understanding the user, we primarily focused our time on defining our target audience, the identity and needs of the likely users, and immersing ourselves in the collective knowledge of the foster care system.

We did this by sharing with one another what we already knew from personal foster care experience and what we had begun to discover through research and interviewing potential users. We identified themes, bundled ideas, and prioritized key concepts to begin to shape our user stories.

⇒ ***With that said, who IS the user and what does he/she CARE about?***

IDEATION

User Interviews, Personas, and User Stories

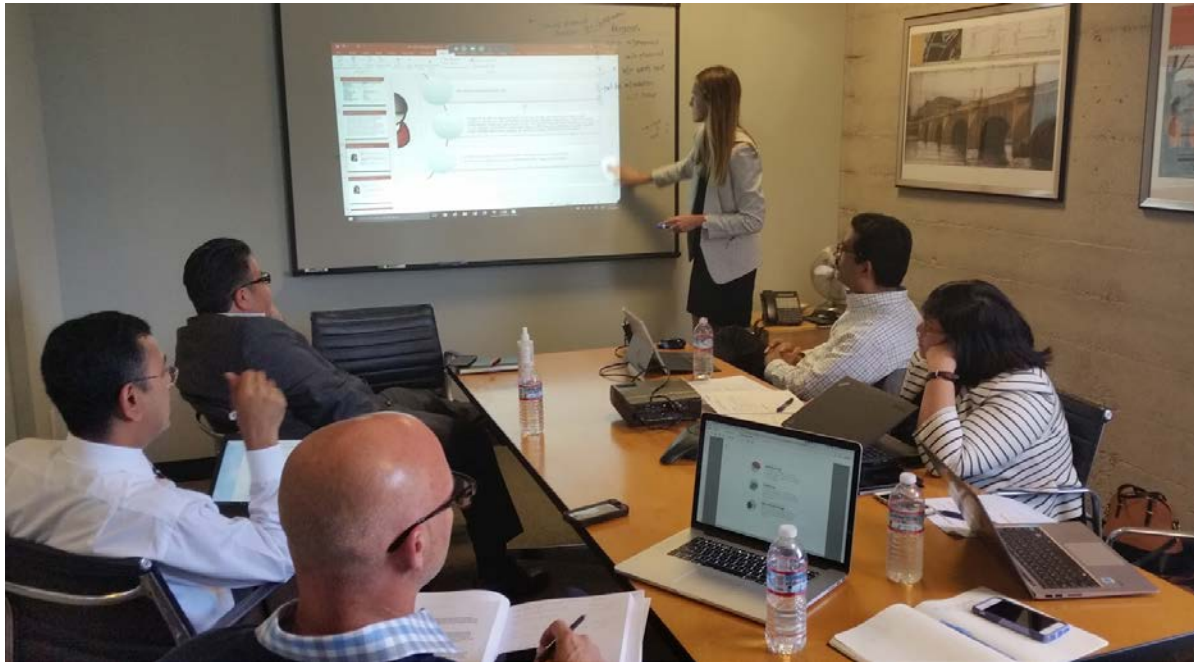
2. People first and foremost



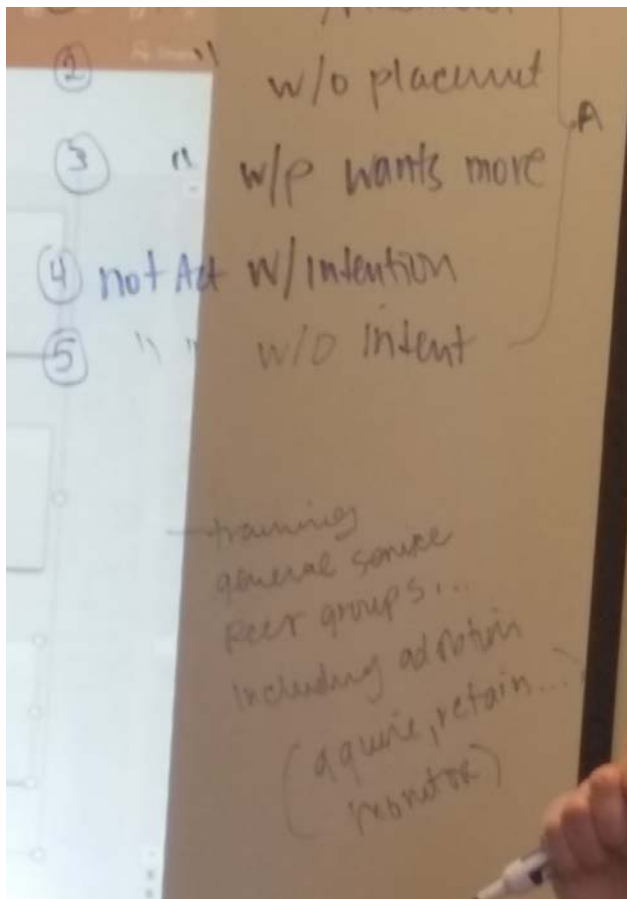
- Learn, understand, and know the user
- Keep in mind the user's holistic experience
- Default to human-centered design
- Simplicity is key

The user research team put together a collection of personas they anticipated would represent our target audience and made manual updates in real time based on the live discussion with the team including our users.

In particular, one of the users has an extensive personal background with the foster care system; she was able to enlighten the group as we brainstormed ideas for the details that culminated into user stories. We continued to interview her and utilize her expertise as a resource for understanding the user throughout the entire design process.

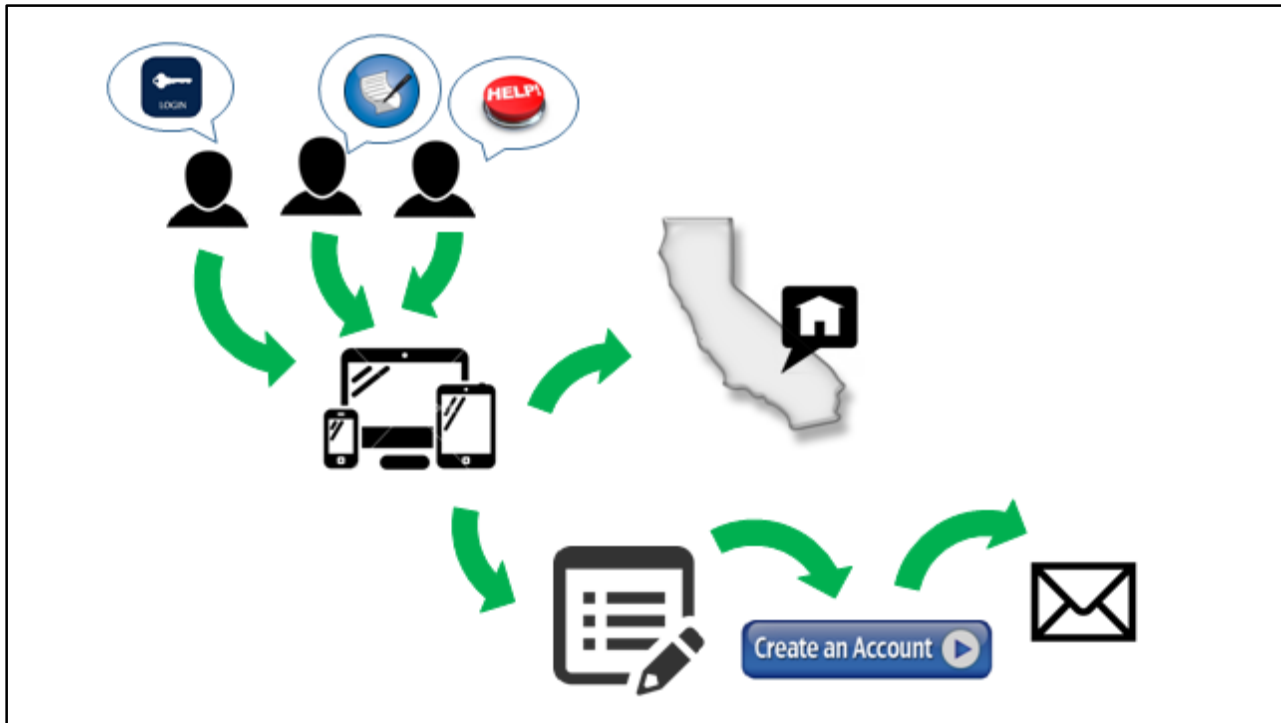


The Cambria team discussing who are users are and developing personas



Drawing up details about the different possible users and what their needs are in real time

After this initial discussion and collaboration, we were off to a good start for understanding key components for our user personas but we still had more discussing and fleshing out to do to come up with poignant yet simple user stories. Over the next 24 hours, through small group discussions and follow-up user interviews, the team iteratively defined the users we were targeting by developing the personas and then drilling down on the user stories.



Vision document business/user design team drafted as they talked through the user engagement model. They developed multiple iterations to shape our personas and capture user cases during the user interaction development process.

Assumption: We defined the parent to be a foster parent and not a biological parent

Personas: Monica (1) and Charles (2)

(1)

Meet Monica

- ➔ Licensed as a foster parent
- ➔ Looking for support and training
- ➔ Wants the best possible match for her family

Monica Cares Most About...

Best Placement

- ✓ Matching kids with the right families upfront will ensure greatest success

24/7 Resources

- ✓ Online mechanism to provide families with the information they need as quickly as possible
- ✓ Ability to communicate with caseworker at all hours

Ease of Entry

- ✓ For facilitating recruitment
- ✓ Assist her in advocating to friends and personal community about foster parenting

Monica's Story

Personal:

Monica grew up in a family with parents who were certified foster parents in California and therefore witnessed first hand the foster care dynamics from inside the home and on a relational level. Monica was impacted by the tough transitions the children weathered, in particular, when they were taken from the homes of their biological parents.

She also empathized with other transitional challenges they experienced such as adjusting to new schools, environments, families, and relationships. She believes that extensive support services for foster care parents are required for success especially in light of the lack of support that she personally witnessed.

Professional:

Monica has also been engaged with the child welfare system from policy to implementation for most of her career . Her roles included managing State and County

level programs as an Agency Official, and running the Florida and Colorado systems as a Regional and County Administrator. Sherry oversaw investigations, QA, response teams, and direct services. She also led case workers and interacted with foster care and adoption agencies within the context of community service organizations.

(2)

Meet Charles

- ➔ Experienced and licensed case worker
- ➔ Prioritizes safety and well-being of the child
- ➔ Wants to ensure children are receiving adequate care

Charles Cares Most About...

Safety and Well-being

- ✓ Assurance that the kids are well taken care of and safe
- ✓ Knowledge of child's wellbeing during transitional period to new schools and home

Proper Treatment

- ✓ Children with emotional and mental health issues are receiving correct care regularly

Support for Foster Parents

- ✓ Provide advice and assistance to foster parents via regular communication
- ✓ Offer suggestions for training and support services available to families

Charles' Story

Professional:

Charles has extensive professional experience with the foster care system in various capacities throughout his career working with the public sector. Specifically, he assisted in the creation of the eligibility determination system for foster care as part of CalWIN. Charles was also an integral part of developing a prototype for an application that tracks the approval process of psychotropic medications for kids in the foster care system. This was part of California's State System Interoperability and Integration program initiated by the Federal government.

From an advisory capacity, Charles contributed to the Court Appointed Special Advocates (CASA) organization. This particular role helped shape his priorities as a case worker of ensuring safety and promoting permanency as much as possible.

USER STORIES

1. User Story #1

As a foster parent, I want to be able to make changes to my profile so that it is reflective of my current family status so that my availability and type of placements is clear.

Persona: Monica

2. User Story #2

As a foster parent, I want to be able to search for and view children's residential facilities in my Zip Code, so that I can locate the nearest agency for obtaining training and other support services that is either near my home or near where I work.

Persona: Monica

3. User Story #3

As a foster parent, I want to be able to communicate with my child's case worker via private inbox, so that I can quickly escalate issues and/or collaboratively make informed decisions about the child's/children's health and safety.

Persona: Monica

4. User Story #4

As a case worker, I want to be able to communicate with my child's foster parent via private inbox, so that I can easily communicate with working foster parents to coordinate periodic visits as well as stay abreast of any changes in the needs of the child or additional supports that can be provided to the parents.

Persona: Charles

IMPLEMENTATION

Wireframes and Screen Design Sketching

3. Find the Heart of the Matter

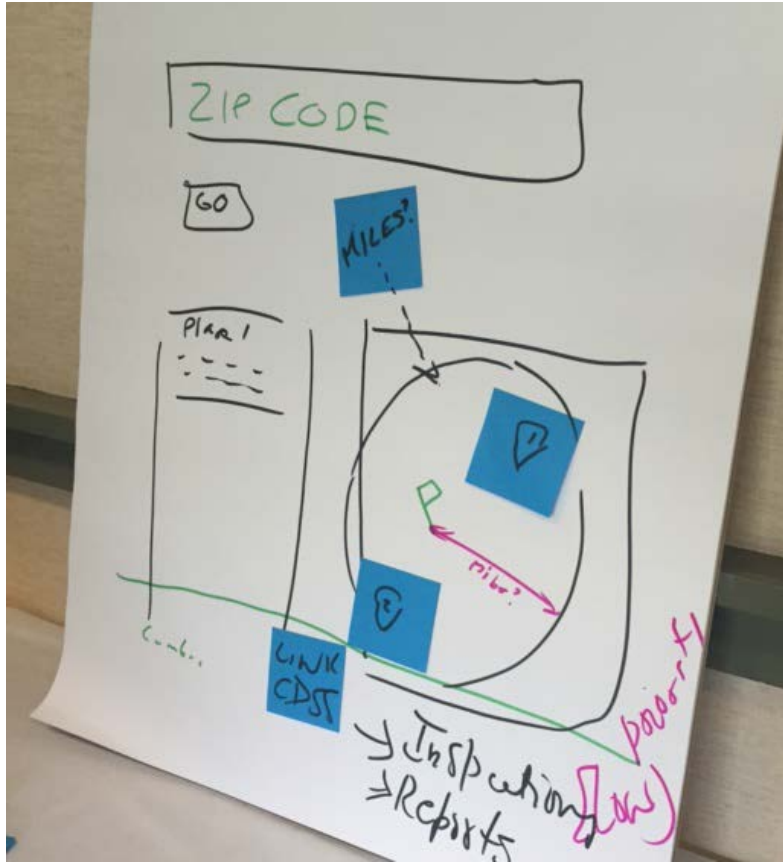


- Sketch, edit, and storyboard
- Generate multiple and varied designs
- Settle on the right technology stack
- Determine direction through consensus and build

Once we had a handle on the personas/target audience and the user stories we would build around, the interaction design team began to draft a series of wireframes that would respond most effectively to the users' needs.



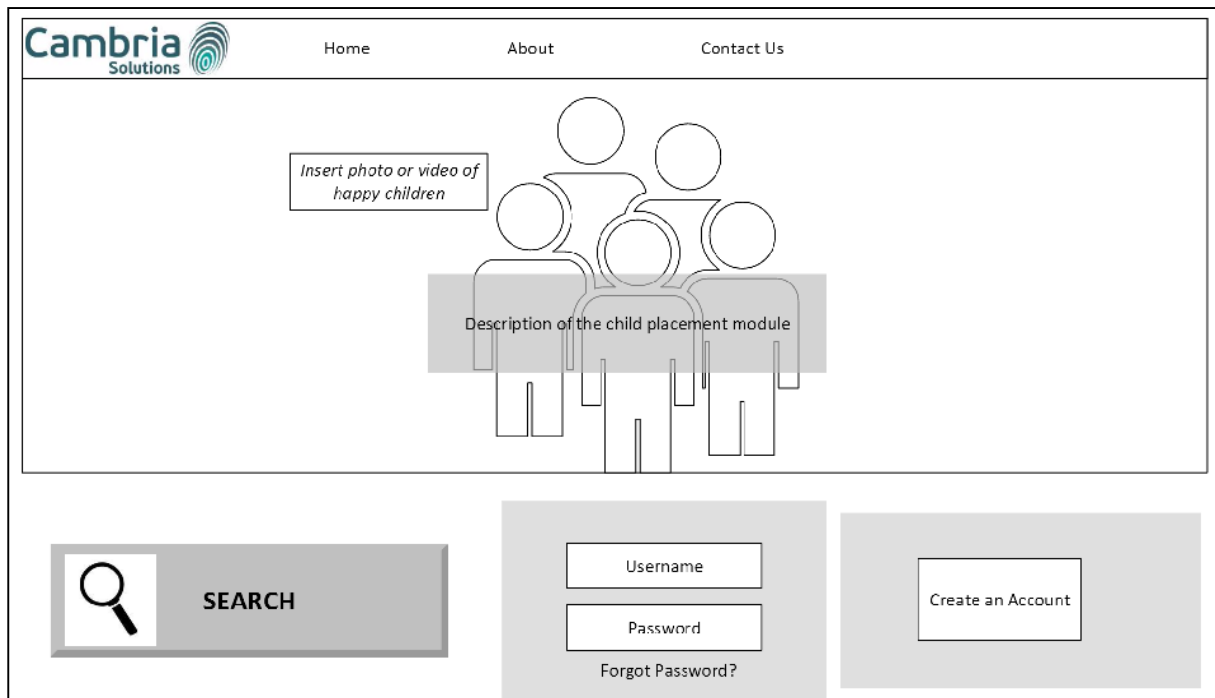
User design session






Wireframe sketch



Discussing design sketches with the users and editing



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About my House hold

1. I have 2 adults living in my home.
2. I have 3 children
3. My home's total capacity is 1 children for placement.

Initial wireframes

Visual Design and Style Guide

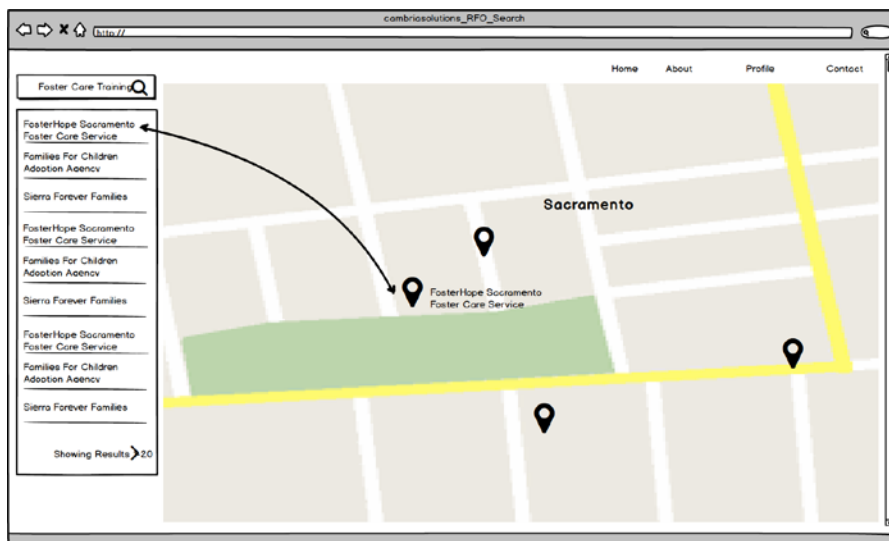
The user design team also worked with our visual designer to rapidly prototype through iterations of the wireframes based on what would most suit the experience of our identified users.

Our visual designer crafted the look and feel of the application, which included creating the style guide. Our creative process included defining user flow, producing content strategy, user testing throughout, designing visual wireframes, and establishing a digital art direction.

He drafted ideas through envisioning the user and how he or she might interact with the application, and then sketched screen designs that would appropriately speak to his or her expectations.



Search screen sketch

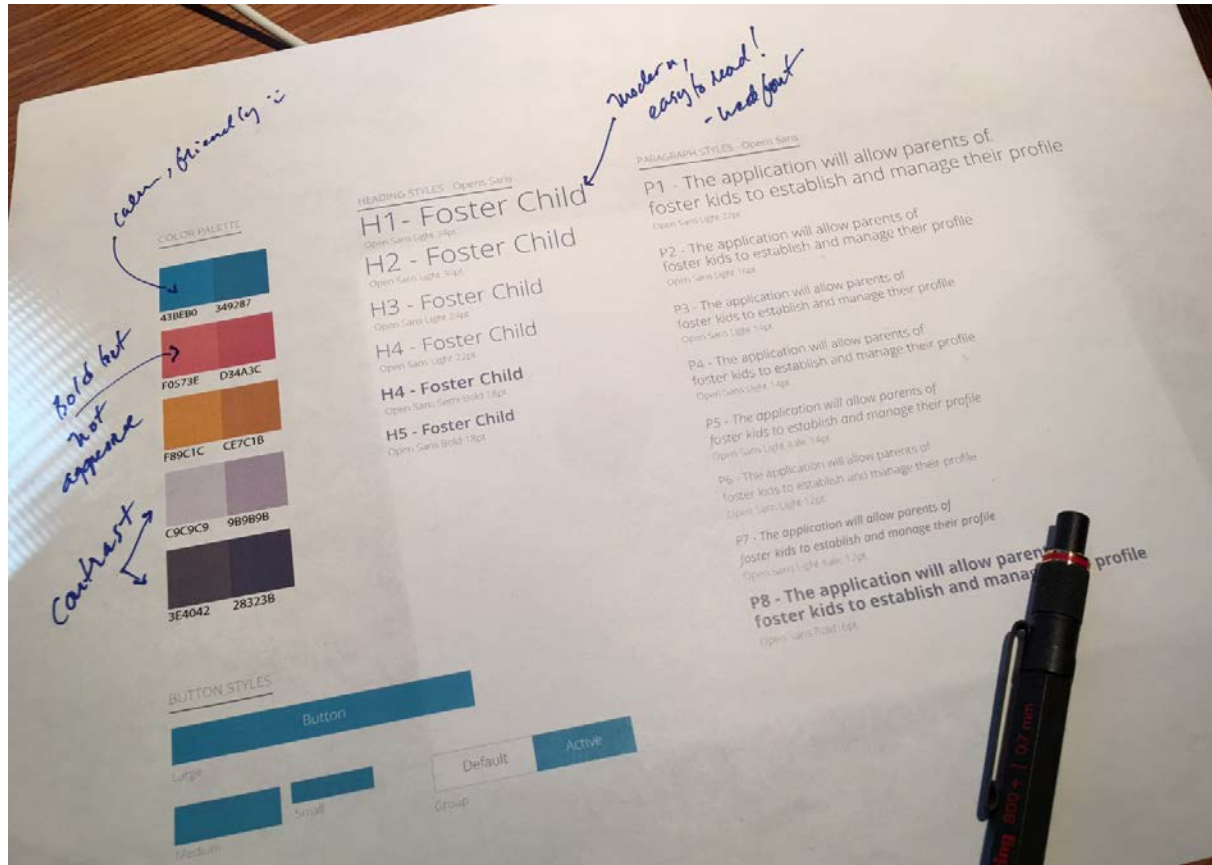


Search screen wireframe



Inbox messaging sketch

The creation of the style guide was central component to the visual design process. We approached the style guide founded on an understanding of its significant impact on the way users perceive and feel about their interactive experience and the brand itself. We prioritized the use of inspirational pictures, friendly and empathetic tone, persona based branding, being intuitive and relevant, conversational nature, and presentation of the Cambria brand.



Style guide with visual design notes

Usability Testing

4. Keep Iterating to Innovate



- Prioritize based on value and importance
- Emphasize short release cycles
- Innovate throughout
- Continuous testing (with users and across code)

Our usability testing focused on understanding the users, their needs, and what they value. With this core perspective, we continuously integrated the users' responses and feedback to innovate and prioritize with each iteration.

Our representative users, who were located in different geographical areas, became our testers and utilized a variety of devices and platforms. Based on their feedback, we noted enhancements as issues for every sprint, and used the information collected to evaluate the usability of the application and recommend improvements with each successive sprint. The users began testing in sprint 2 and continued throughout all subsequent sprints.





Live usability testing

Hi Rajesh,

Here are a few impressions from my experience:

1. Why do I need to click the check mark in order to ensure the field for my profile entry is populated? I am much more used to it remaining populated as I tab through the different fields and then accepting the changes at the end. Perhaps this is a new feature that I haven't yet experienced in most websites?

I agree. I will log this as an enhancement under the 'Profile' page.

2. What is the box that shows up under the welcome name, "Hello, Jennifer." Am I supposed to complete something there?

This is a user entered text box at this time. Do you see this box as confusing? What would you suggest we do with this box?

3. For the zip code search, is anything supposed to show up when I enter my zip code? The only thing that comes up on the map is my address.

If there is a match to any agency in your zip code, the results will show up. If not, results are not displayed. Perhaps, would you suggest us to add some sort of notification to inform the user that there are no agencies within the zip code?

Email feedback from one of our offsite users