

Problem Statement

How might we design a mobile app that empowers anyone to find personalized advice?

Overview of the Project

Problem

People need personalized advice for solving issues they cannot find answers to.

Result

An app that enables anyone to book a call with an expert to get personalized advice.

Process

After looking at the project requirements, I conducted several types of research to understand the problem space and gather information for the project. I built solutions based on the research insights, developed a solution, and then tested it.

Project timeline

4 months | September 2023 -January 2024

Tools used

Figma | Miro | Optimal Workshop | Lyssna

Project Phases

How might we design a mobile app that empowers anyone to find personalized advice?

Overview

Exploratory Research

Defining the Problem

Developing a Solution

Testing the Solution

UI Design

Delivery

Phase 1 - Discover

Understanding the problem

To understand more about the problem, I researched market competitors to see what solutions they were currently offering. After understanding the market, I conducted a quick survey to understand how frequently people sought advice. I finally wrapped up the research phase with in-depth informational interviews to get first-hand details of how customers were facing their problems.

Result

I gained valuable insight into the problem I was trying to solve and had a comprehensive view of my potential customers' needs and how they were currently solving their issues.

Survey

What I wanted to know

- How often do people seek advice?
- How satisfied were they with the answers they found?
- What type of help appealed to them?
- How helpful would a community of experts be to them?

Results: I found out that...

- 69% sought advice in the past week
- There was a positive response to having a community of experts

In-Depth User Interviews

What I wanted to know

- Where are potential customers getting their advice, and how happy are they with the answers?
- How often are they in a situation where they couldn't find advice, and what were the reasons?
- What steps do potential customers suggest we take toward building a trustworthy community that provides quality advice?

Key takeaways

- People found it crucial to get a variety of opinions to ensure quality and avoid one person's bias.
- It was vital to find a community of people going through similar things or who had prior experience with the problem.
- People who are not familiar with the language find it hard to articulate questions.

Analyzing the Interviews

Key insights

- Users need help defining their questions to get the best answers
- There was a need for personalized advice
- We have an opportunity to cater to bilingual users
- We have the opportunity to provide advice for people who do not have access to large friend groups

Caption

Finding patterns in the information

Explanation

I completed two rounds of affinity mapping to identify different groupings of information.

Caption

A detailed analysis of each interview

Explanation

- Grouping information
- Behaviors & Attitudes
 - Needs & Goals
 - Frustrations
 - Quotes & Facts

Phase 2- Define

Goal

I created a persona based on the user interviews to help guide the design as it progressed. Personas are a simple and memorable way of keeping our users and their goals in mind as we continue the design process.

Result

I turned the research into personas to keep the team on the same page and the design user-centered. A breakdown of the user's journey through the product was made, with opportunities to improve the user experience marked out.

Connect's Personas

Our two main personas keep the team aligned with user interests and needs as we design and build a solution. I also included one outlier persona to think outside the box and include other categories users might fall into.

User Stories

User stories help me visualize what our users will try to accomplish using the product.

User Journey Maps

I used journey maps to help me understand our user's journey through the product and spot places where we could improve the user experience.

Task Analyses & User Flows

I used user flows to break down each step and decision our users take to complete particular tasks.

Phase 3 - Develop

Goal

Use all the information and assets from the earlier stages to create a useful product that meets user needs and keeps to the MVP(minimal viable product) to align with business interests.

Result

A sitemap of the app was built to visualize the layout of the app. Wireframes were sketched, presented, and changed according to feedback.

Communication

At this stage, I presented my findings to my stakeholders and proposed solutions and next steps.

Sitemap

I built a sitemap of the app and refined it through card sorting research to understand my potential customers' mental models and where they would expect to find things in my app.

First Sitemap

Revisions based on card sorting research.

Wireframes

Prototyping on paper was valuable for the first stage since ideas and layouts kept changing as I developed more screens.

Caption - My desk filled with paper prototypes

Progression of the wireframes from paper to mid-fidelity.

Develop - Usability Testing

Goal

To assess how well users can navigate the app and get essential tasks done. I tested two scenarios: new users and users with booked calls.

Result

I refined my design based on the user feedback I received. The designs were updated with the new improvements.

Usability Testing

The usability tests were held from November 17-19. Participants filled out a consent form and were given the option to receive an email calendar invite.

Analyzing the Results

Method

I used affinity mapping and rainbow spreadsheets to find patterns in the data collected from the usability tests.

Result

The usability issues were ranked using Jakob Nielsen's 0 to 4 rating scale to identify five top-priority issues.

Captions

Affinity maps

Rainbow Spreadsheet

Implementing Changes

Issue 1: Improve guest login to meet users' expectations

Allow users to go directly into the app through "continue as guest."

Issue 2: Make the AI search feature more memorable

Provide a stronger cue in the search bar, and update the onboarding writing.

Issue 3: Revamp the chat feature

Testers were confused with the two chat lists in the chat feature and thought they were the same.

Develop - UI Design

Goal

Enhance user engagement by implementing UI design principles and color psychology.

Result

I developed a color and branding guide for the app. Each screen's flow, visual hierarchy, and spacing were refined using UI principles. A grid system was implemented for precise spacing and alignment.

Color Psychology of the App

I picked blue as the primary color for the app. The color is a sign of stability and reliability. Blue is known to make people more productive, which fits well with the expert consulting app.

Logo

Connect is an app that helps people connect with experts for advice and coaching. The logo combines a heart and handshake to convey a warm and friendly tone for our brand.

Voice

Connect's tone is warm and friendly. We use easily understood writing that gets right to the point. Our writing voice is fresh, concise, and professional, with a warmth that puts our readers at ease.

Grid System

Mobile & Desktop grid system

Design Collaboration

Goal

Receive peer feedback, collaborate, and get a second opinion on my design.

Result

Updates were made to the prototype based on feedback received. I tested all the suggestions and implemented the ones I agreed with.

✓ Feedback I Agreed With and Implemented

Swipe to view should be more visible

The instructional text was enlarged to improve its visibility and make it more accessible to those with visual impairments.

Make the upcoming sessions more like a list so users can see more at one time

This was an excellent suggestion since the current version did not provide a fast way to scan upcoming sessions. The large cards would have made it tedious to scroll through more than 10.

✗ Feedback I Disagreed With

Potentially make the categories square to fit the rest of the design

I did not have time for an A/B test, but I did conduct guerilla testing and got feedback that the original design was better.

• The circle design was easier to see

• The circle is a familiar design for categories

Accessibility Updates

Goal

Check the design for any accessibility issues and make the design more inclusive.

Result

I assessed the app and made updates to make the design accessible for color-blind individuals, cognitively impaired users, visually impaired users, and distracted users.

Distracted Users

This reminder/notice feature was added to allow users to continue booking even if they lost connection or became distracted halfway through.

✓ Welcome message and reminder

✓ Option to pick up where they left off

✓ Accessible language

Clear Error Sign

Color Blindness | Distracted Users

The input includes an icon so color-blind users are aware when an error occurs. The red color is only an added enhancement to the warning symbol and is not the sole indicator of an error.

✓ Icon alert

✓ Text alert

Color Contrast Updated

I updated the primary button color to comply with WCAG standards.

✓ Normal Text | WCAG AA

✓ Contrast Ratio | 4.7:1

Phase 4 - Deliver

Goal

Be able to effectively communicate my thought process behind the design and prepare assets for developer handoff.

Result

A comprehensive design system that documents the whole design with examples and a library of all the components used. The final stage was to prepare the assets for handoff.

Design System

The handoff process becomes much smoother with a design system. Documentation included in the design system makes it easy for others to continue the design without me and helps keep the design consistent across platforms.

CTA Button

Checkout the full design system

[link →https://bit.ly/3UAzbW4](https://bit.ly/3UAzbW4)