

Lezanta : Live Popup Captions

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Project overview



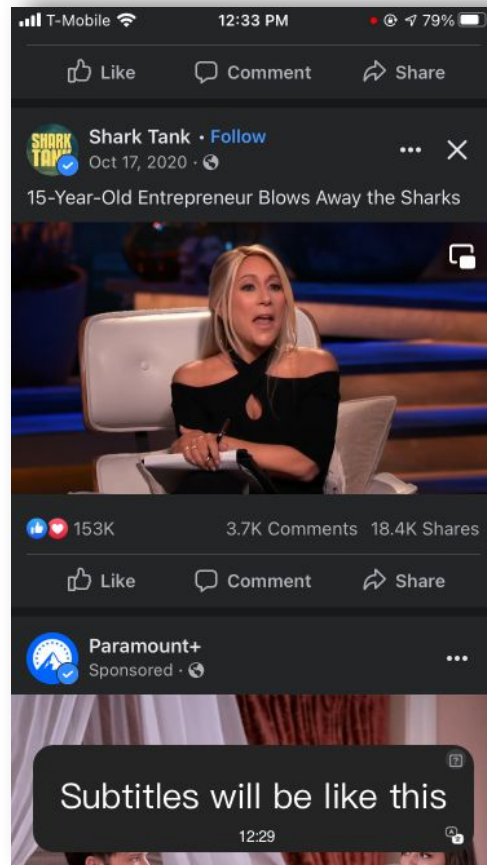
The product:

Lezanta is an app that gives an opportunity for deaf and hard of hearing people to enjoy watching videos with automatic captions.



Project duration:

We have completed from researching to design to user testing within 8 weeks by using the design sprint. Currently, we are sending our designs to engineers to build an app.



Project overview



The problem:

Not all videos offered captions.



The goal:

Allows automatic captions on every videos.

Project overview



My role:

I am a UX designer and my role is to work on complex problems and trying to simplify into solutions that work for users needs.



Responsibilities:

My responsibilities is to gather group of users and try to understand their problem and find a way to come up with a solution with a team.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



As a UX researcher, it's our job to understand their problem and come up with a solution for their needs. Accessibility is one of the most important role. It is a design to improve access to information on the service or product for individuals with and without disabilities. That is why we want to create an app that gives a full accessibility to people who are deaf or hard of hearing.

User Interview : Johnny Age

Situation: Charlie is a 50-year-old, male who lives in California. He is hard of hearing and he loves to watch videos on social media platform like Facebook, Youtube, and Tiktok. Unfortunately, most of the videos don't offer closed captions.

[UXR] *Can you describe your feelings when you're watching videos with closed captions?*

[Johnny] When I was a kid, I used to watch black and white tv with no sound. Only shows actions where I try to understand what's going on. And then after few years, the tv has updated to colors and sound but unfortunately I can't hear with my hearing loss. With changes, most tv shows have lots of communication and very less action. Then until in 1980s, they have developed closed caption and I can finally understand and fell in love with it.

[UXR] *How often do you watch videos on social media platforms?*

[Johnny] That's a good question, I am very addicted to social media, especially during the pandemic. I often watch around 8-10 hours a day. Not only it gives me entertainment, it also give me insight to expand knowledge.

[UXR] *What challenges do you face? How does this make you feel?*

[Johnny] One of the most challenges I faced is that some of the videos does not offer closed captions. However I do see some of the platforms offers automatic captions, but not in most of the videos. Fun fact, Youtube used to offer automatic captions in every videos but they changed their version to minimum videos only due to the budget.

[UXR] *Is there any way in which you feel these challenges could be resolved?*

[Johnny] Well, nowadays there are advanced technologies. I'm sure maybe one day someone will program that will allow closed caption to work in every video. Even, the automatic captions is fine. One word will makes a difference in the world.

User research: pain points

1

Pain point

Background noise.

2

Pain point

Different accent.

3

Pain point

Speaking too fast.

4

Pain point

Speaks in a different
language.

PROBLEM STATEMENT

Johnny

user name

is a/an hearing-impaired

user characteristics

who needs

to watch videos with captions

user need

because

If there is no captions, he will not understand

insight

IF/THEN STATEMENT

If Johnny has access to closed caption,
action

then he will able to understand what is going on.
outcome

USER STORY

As a/an deaf person

type of user

I want to to find a way to access closed caption

action

so that I can enjoy my time watching videos •

benefit

Problem statement and the 5 W's Framework

1

Who

Who is experiencing the problem?

Charlie Harris

2

What

What is the problem?

Trying to hear what the person is saying.

3

Where

Where does the problem show up?

Online platform

4

When

When does the problem occur?

During on his phone

5

How


Why is the problem important?

If he can't hear what's going on, then he won't be able to enjoy it.

Persona: Johnny Age

Problem statement:

Johnny is **deaf** who **needs** to access to closed caption **because** he wants to understand what is happening on the video.



Johnny Age

"I feel good treating my patients, but I also want fragrance to feel good for myself as well."

DEMOGRAPHICS

Gender : Male
Age : 32
Occupation : Registered Nurse
Location : New York, NY

BIO

Johnny is a travel registered nurse who goes countris to countries to treat patients every week. He wants to make a good impression on his patients but barely has any time to shop since he's travelling a lot. He watch streaming services in plane during his free time.

Goals:

- Able to receive the product on time.
- Hopes that offers in pick-up store before start travelling to save time

Pain Points

- Worries if my package may not able to come in time since I've been travelling alot.
- Afraid if this service may not be available in some countries.

Personality

Extrovert ————— Introvert

Thinking ————— Feeling

Analytical ————— Creative

Motivations

Social —————

Achievements —————

Growth —————

Subscription Brands

NETFLIX hulu HBOmax

Persona: Charlie Harris

Goal: Find a way to access closed caption on videos.

ACTION	Determine to find to access closed caption	Determine to find softwares that enable closed caption	Free trial	Check prices	Access
TASK LIST	Tasks A. Google it B. Try accessibility feature on websites and apps	Tasks A. Google it B. Check softwares or apps	Tasks A. Check which software or app that offers free trial B. Test each software and choose the best	Tasks A. Check which price is cheaper B. Check which gives more features	Tasks A. Purchase the subscription and access to it
FEELING ADJECTIVE	<ul style="list-style-type: none">• Confused• Intimidated	<ul style="list-style-type: none">• Lost• Painful	<ul style="list-style-type: none">• Excited	<ul style="list-style-type: none">• Overwhelmed	<ul style="list-style-type: none">• Relieved• Glad
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Google / youtube to find to use closed caption.	<ul style="list-style-type: none">• Create an app that allows captions at cheap price.	<ul style="list-style-type: none">• Create affordable price to beat the competition.	<ul style="list-style-type: none">• Create competitive audit on your app that shows why your app is the best.	<ul style="list-style-type: none">• Notify them to leave feedback and share to expand for people with needs.

GOAL STATEMENT

Our Lezanta app will let users see auto-captions on videos
product (what) perform specific actions (what)

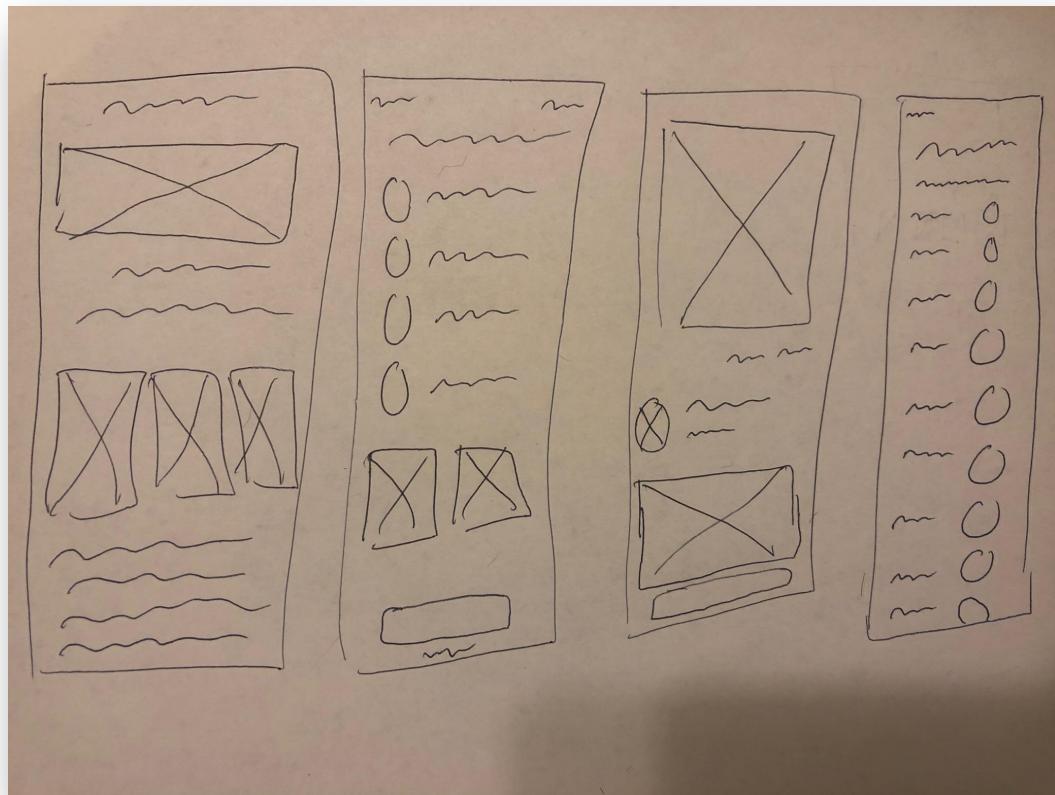
which will affect deaf and hard of hearing people
describe who the action will affect (who)

by giving them ability to understand what is going on.
describe how the action will positively affect users (why)

We will measure effectiveness by analyzing number of users of using this app.
describe how you will measure the impact

Paper wireframes

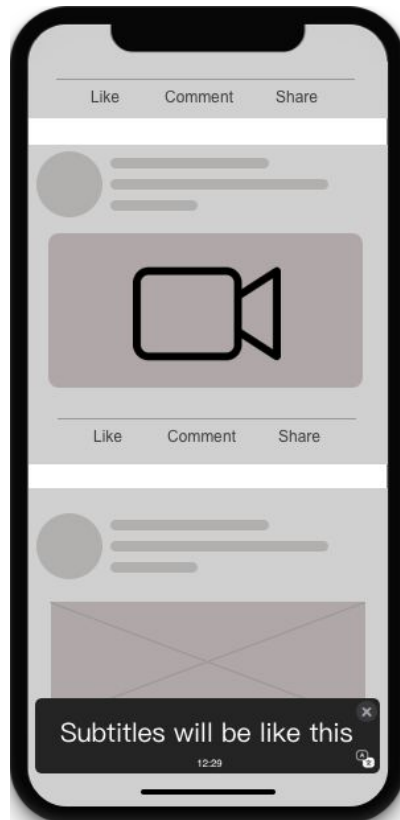
We want to make sure that users are comfortable with our app design, so that way we can have early feedback from the users before we start on digital wireframe. It's low cost, commitment, and rapid iteration.



Digital wireframes

We made sure that users have the access to auto-captions that are readability, usability, and accessibility.

When a video is playing



Auto-captions will show up.



Low-fidelity prototype

We want to give users the best user-friendly they have by giving them to design their own style that fits best for them.



Introduction	<ul style="list-style-type: none"> • Title: Usability study of Lezanta app • Author: Faiz Jamal, UX researcher • Stakeholders: Facilities from National Technical Institute for the Deaf, Rochester School For The Deaf, & Shireen Hafeez from DeafKidsCode TedTalk. • Date: 6/10/2020 • Project background: We're creating an accessibility app to help deaf and hard of hearing people to have access to automatic captions while the video is playing. We need to find out if this app is usability for users, otherwise it will be "Drop-off rates". We can check by having user testing through KPIs to determine the result. We'd also like to understand the specific challenges that users might face, not just the functionality but also for designs. We want to create a nice user-interface that allows users to be comfortable, or in other word look-and-feel by using this app. • Research goals: Determine if users can complete core tasks within the prototype of the Lezanta app. Also, determine if the Lezanta app is difficult to use.
Research questions	<ul style="list-style-type: none"> • How long does it take a user to enable captions in the app? • What can we learn from the user to know how to change a style of the design? • Are there more features that users would like to see included in the app?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> • Time on task. • Drop-off rates • Conversion rate. • System Usability Scale.
Methodology	<ul style="list-style-type: none"> • Location: United States, remote (each participant will complete the study in their own home) & Zoom meeting live-stream • Date: Sessions will take place on June 10th-15th of their choices • Length: Each session will last no more than 10 minutes • Compensation: None

Participants	<ul style="list-style-type: none"> • Participants are all deaf and hard of hearing with full-time jobs • 20 males and 16 females, between the ages of 30 and 75. All participants have hearing impairment. • The study is accessible for use with closed captions.
Script	<p>During the usability study</p> <p>A list of prompts appears on the device screen</p> <ul style="list-style-type: none"> • Prompt 1: Turn on captions and change the style of design of your preferences. <ul style="list-style-type: none"> ◦ Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything to add in the design that we do not offer? • Prompt 2: Select subscription plans. • Prompt 3: Confirm subscription and complete the checkout process. <ul style="list-style-type: none"> ◦ Prompt 3 follow-up: How easy or difficult was this task to complete? Are you satisfied with the payment plan? • Prompt 4: Choose any social media platform, play the video and captions should pop out and translate speech to text for you. • Prompt 5: How did you feel about this design? How accurate is the speech to text? <p>After the usability study</p> <p>Participants will complete the System Usability Scale</p> <ul style="list-style-type: none"> • Participants will score the following five statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree." <ul style="list-style-type: none"> ◦ I think speech to text is very accurate. ◦ I think custom design is wonderful. ◦ I find the app easy to navigate. ◦ I still need more time to understand how this app works.. ◦ The main user flow is clear.
Schedule	<ul style="list-style-type: none"> • Recruitment starts: June 10th • Study dates: June 10th-15th • Results available: June 16th



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to customize more colors.
- 2 Users want to set timer.
- 3 Users can't located contact info.

Round 2 findings

- 1 Users want to change font of the text.
- 2 Users want to set size of the text.
- 3 Users want to work on phone call.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

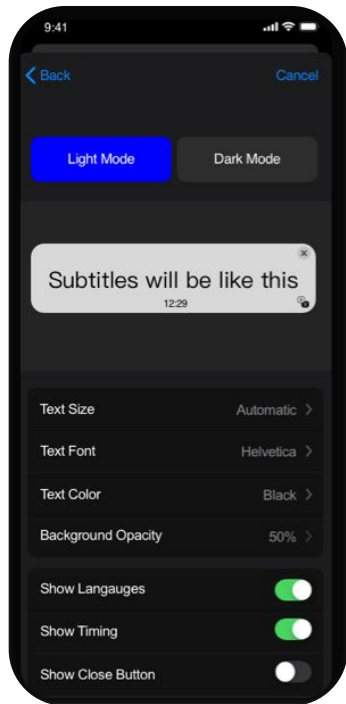
Mockups

Low-fidelity to high-fidelity
with add-on features as
requested by the users.

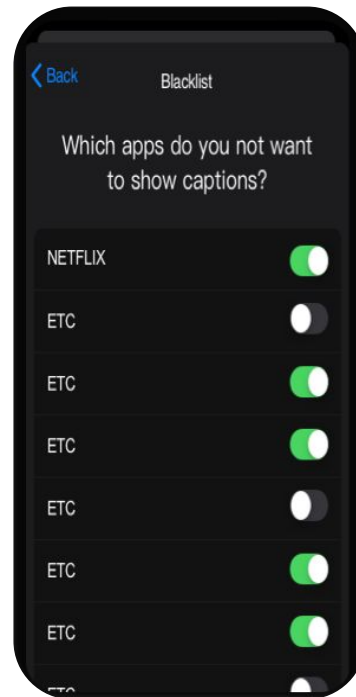
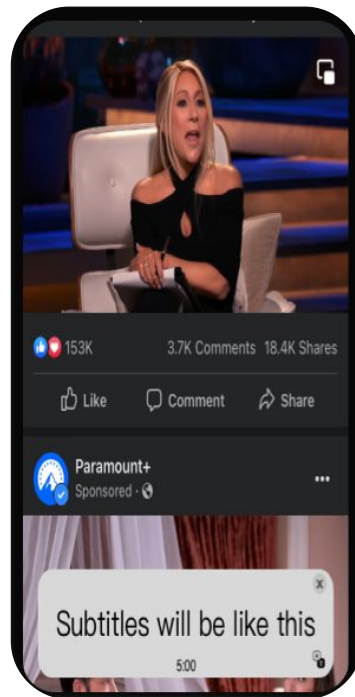
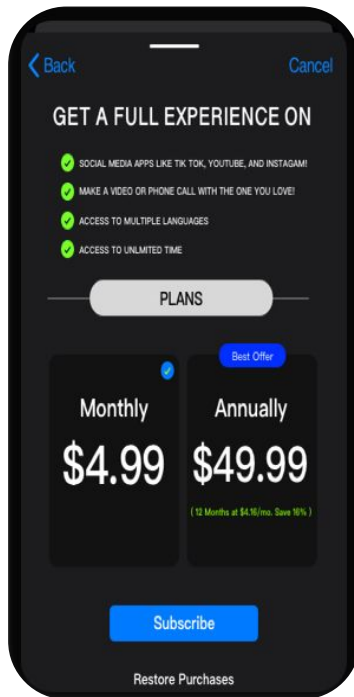
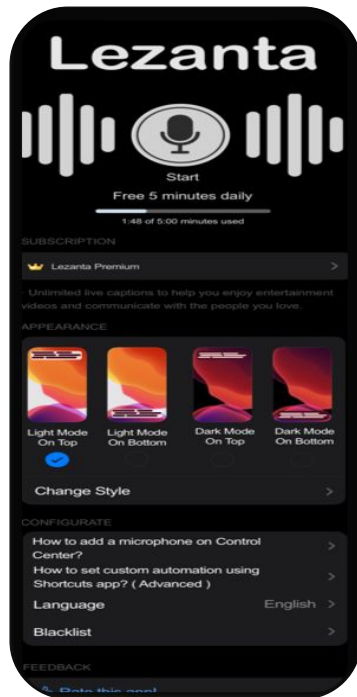
Before usability study



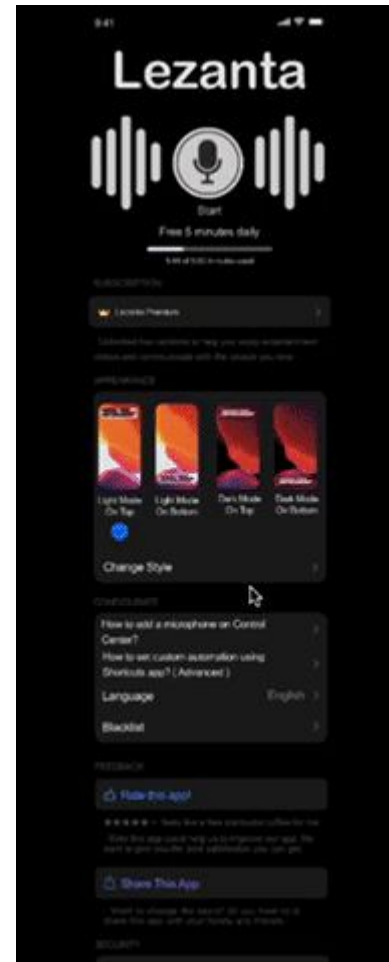
After usability study



Mockups



High-fidelity prototype



Accessibility considerations

1

Allow users to access automatic captions while watching videos.

2

Allows users to change their design for their needs.

3

Allow users to access automatic captions during a phone or facetime

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Closed captions help with comprehension of dialogue that is spoken very quickly, with accents, mumbling, or background noise which can help deaf and hard of hearing to understand what's going on in the real-world situation.



What I learned:

I have learned it's important to start with low-fidelity so that we can make unlimited changes and save time before we start on the high-fidelity. With the help of usability studies from the users, it showed us a lot what was needed to be done in the design.

Let's connect!



Thank you for your time reviewing my work.

If you would like to get in touch with me, please contact me on this website:

<https://faizyjamal.com/>