DeafMatrix

It is a social networking app for the deaf and hard of hearing community. This app will be of service to millions of deaf friends around the world with the help of today's most advanced technology.

I am pofoundly deaf but with the help of today's

TEAM STRUCTURE

BACKGROUND

newest technology including the Cochlear Processor and other advanced assistive devices.

I gather a part of a small team of a UI / UX team, a web developer, and a marketing manager. I am a UX lead manager and my role is to arrange a meeting with the team, to see if they need anything else from me.

MY RESPONSIBILITIES

PROBLEM

EXISTING ALTERNATIVES List how these problems are solved SOLUTION

KEY METRICS

List the key numbers that tell you how your business is doing

UNIQUE V

Myself, as a UI designer and a UX manager is to make sure my team and I understand the problem, gather the ideas, decide the best solution, create prototype, and work with users to test and hear their feedback to know what could be improved and run quality assurance on the latest implementation to make sure nothing is missed out and make best possible quality as we can.

Organize with a team to understand the problem and keep on track with our roles.

Plan

I've organized an online session (Zoom) to meet all the

WORKSHOP

designers, developers, and marketers and help to understand what we are trying to achieve based on user's needs.

GOAL The goal is to make sure to keep up with 8 hours of

PROBLEM

five days in order to stay on task with design sprint.

Our team sees a challenge to complete in design sprint due to world-time difference and meeting through online rather than face-to-face.

what's inculded and what's not.

WHAT IS INCLUDED

Facebook allows users to create a page

OTA / Cable have the ability to access

for a specific role for people to join.

I've reviewed all the websites and apps to evaluate what

Understand the problem

WHAT IS NOT INCLUDED Facebook does not have a strong keyword

search to find all-in-one page.

- Not all social media platform and live stream online offers closed captions.
 - Some fast food restrants like drive-thru does
- classes or a bad marketing skills since accessbiilty does not have a strong SEO.

closed captions.

- Lots of dating and friendship apps have
- access to meetup nearby. Schools and Jobs offers accessibility for

people with disabilities.

- Online courses offers advacned learning step-by-step to improve their accessibility.
- User research

Minimal apps to meetup nearby for people with disabilities.

not offer accessbilities.

- Not too many participants due to overload

AVERAGE USER PROFILES

- Teenager to Eldery (13 - 65+ years old)

I conducted the average user's profile based on their

background, demography, and their accessibility.



and I have learned from their backgrond, demographic, and their struggles. We have written down the notes of the pain

Message

31 responses

most struggle with.

Notification

USER INTERVIEWS:

I've gather deaf and heard of hearing people from social

Youtubers) and arranged them a meeting on Zoom. My team

points and try to come up with a **solution** of their needs.

media platform (Facebook, Instagam, Tiktokers, and

— Hearing Aid, Baha, and CI

User journey

CARD SORTING

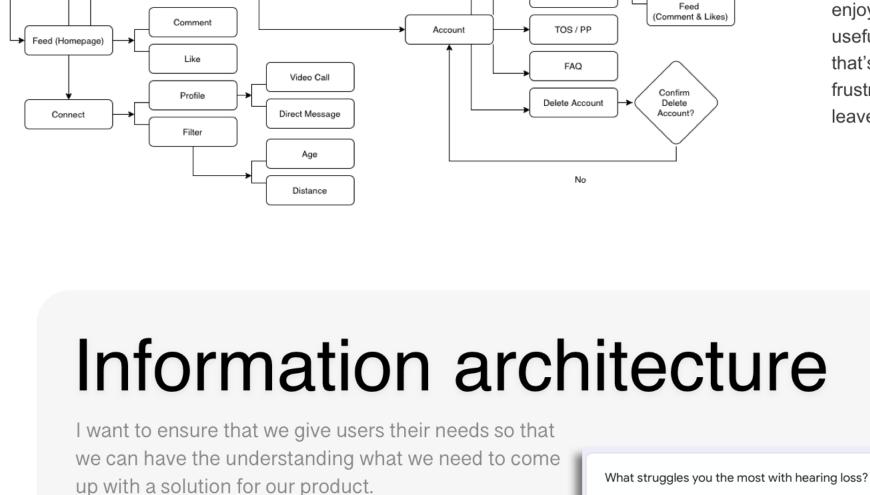
Conductive

Mixed

app.

I would like to make sure that we are on track so that a

user won't have hard time understanding when using the



frustrated and decided to leave the app.

TRIAL AND ERROR

It's important to make sure the

user has the understandinig of

this app and it needs to be

useful. If things goes wrong,

enjoyable, usability, and

that's when users get

Hear the music

Watching television Talking on the phone

demogaphic. **REPORTING FINDINGS SURVEYS:** I've run survey among 31 representatives of the target Struggles Hearing Loss Accessibility

Sign Language

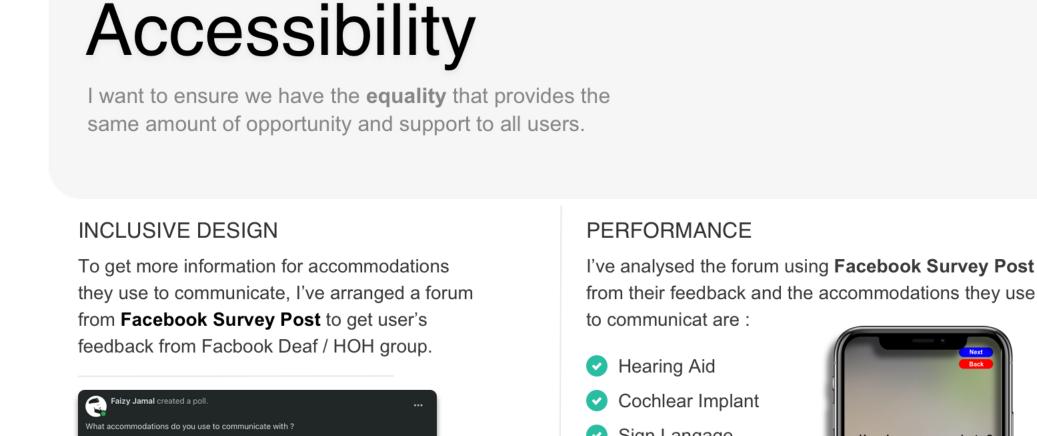
Lip Reading Sensorineural Listen to Music Closed Caption Phone Call Central

Communicate

Watch TV

Creating a card sorting will help our team understand our

users' background. I've run card sorting in OptimalSort with feedback from the users to validate based on their



How do you communicate?

Answers

about th 1.Pricing Please e range of rather th

Did not f to book t

site?

Design is

visual ex likeable.

provided manner. and stud ratings. I experien

enrolling Easy acc

How like recomm friend or at all like Likely)?

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Feb 14, 2021 at 11:30 PM

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audience using Google Surveys to see what they are

9.7% — Hear the music & Talking on the phone

67.7.9% — Communication

12.9% — Watching television

struggle with is the communication.

The researched has found people most

Sign Language Lip Read

□ Comment

Cochlear Implant

r∆ Like

Usability testing

I wanted to ensure to have users to test all the design and

prototype are in a good place before we can give it to

I've set up a remote usability test on UserTesting with deaf and heard of hearing people from social media platform (Facebook, Instagam, Tiktokers, and Youtubers) to complete a set of tasks on ths app. I've received a couple of feedback of narrated video that provided lots of insights to test our hypotheses, in one of which I was wrong: 9 out of 10 people saw how poorly the design during the account creation phase.

engineers for them to build on live.

Hearing Aid

Cochlear Implant

Sign Langage

Lip Read

Speak

https://app.usertesting.com/ Ų

UserTesting - DeafMatrix

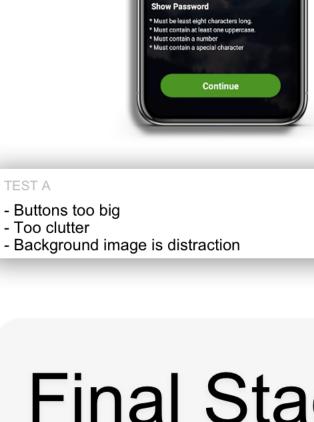
Faizy Jamal 3. I am a hard of hearing student learning ASL. I'm fron Houston Tx. Would love to know about more deaf events and meet more people who signs!

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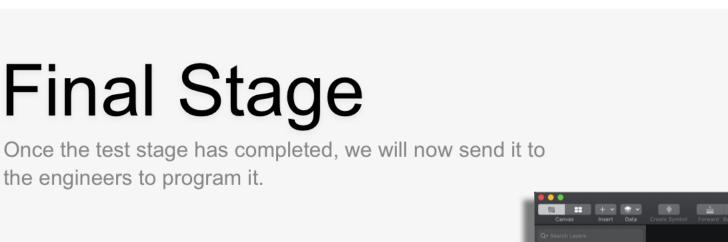
11:26 / 14:57

Confirm New Password

A/B testing Based on the users' feedback from the usertesting, it's our job to revise the design till the users' are satsifed with it.



Confirm New Password



 (\mathbf{x})

time and done daily meeting through online. Our team and I started with by understanding the problem, coming up with ideas to solve, choose the best idea to work on, design and prototype it, do a usability testing with users and prepared

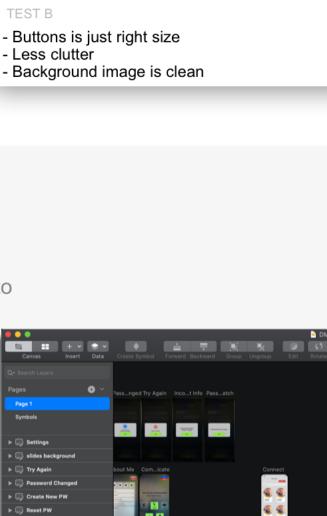
WORKING TOGETHER

Again, DeafMatrix Teams.

all the designs to our app developer to begin implementing these in code. TEAMWORK FEEDBACK: I want to thank Faizy for all the hard work he has done with us. From start to finish there was always a strong level of respect & understanding for the goal at hand. Working closely with him really took our timeframe to the next level!! He thinks about problems, finds solutions, and has awesome morale. Great communication, great working skills in outreaching, and high work quality and efficiency. He had a DEEP understanding of what work was needed and performed above and BEYOND expectations. The tone of his

During the **design sprint** timeframe, we have successfuly

completed our task even though we are in a different world-



▼ Feedback Feb 13, 2021 at 11:40 PM (AirDrop Feedbacks Apr 7, 2021 at 1:10 AM Recents ▶ 🗐 ad copy Feb 26, 2021 at 2:47 PM Pictures 🚣 Applications feedback 3.27 ▶ 🗐 Mes feedback 3.27 .zip Mar 27, 2021 at 1:01 AM Desktop feedback march 12 Documents ifeedback march 12.zip Downloads feedback march 19th Mar 19, 2021 at 5:00 PM Feedback_feb_26.zip Feb 26, 2021 at 7:15 PM 👚 faizyjamal Feedback.zip Feb 13, 2021 at 11:44 PM Creative Clo.. Feedbacks March 12th Mar 27, 2021 at 12:48 AM July 23 Aug 2, 2021 at 10:26 AM

settings

account creation copy.png

■ Communication Access Active.png

Photo Match Take Picture Copy.png

Photo Match Take Picture.png

choose to verify.png

Settinas Copy 2.pna

iCloud Drive

Update

▶ 🖨 C

▶ 鳥 Try Agair

TEST B

Less clutter

▶ 🖨 Comment communication was wonderful and emotionally engaging on all levels. To top it off, his work is incredibly professional, fast, and reliable. Thank You