Short Introduction.

'Bit about me , Johanna. Most importantly I like to add a dash of wit and humour to the everyday grind. I'm all about the adventure, but I also find joy in the quiet pursuit of learning and growth.'

Project 1 - Expert For Expat

'Empathise, Define, Ideate, Prototype, and Test. I delved into thorough research and data collection to ensure informed decisions were made to tailor the app to the unique needs of expatriates.'

Project 2 - Property Pilot

'This project involved navigating a modest budget with ambitious goals, refining my skills in effective communication, adaptability, and stakeholder engagement amidst diverse schedules and approaches.'
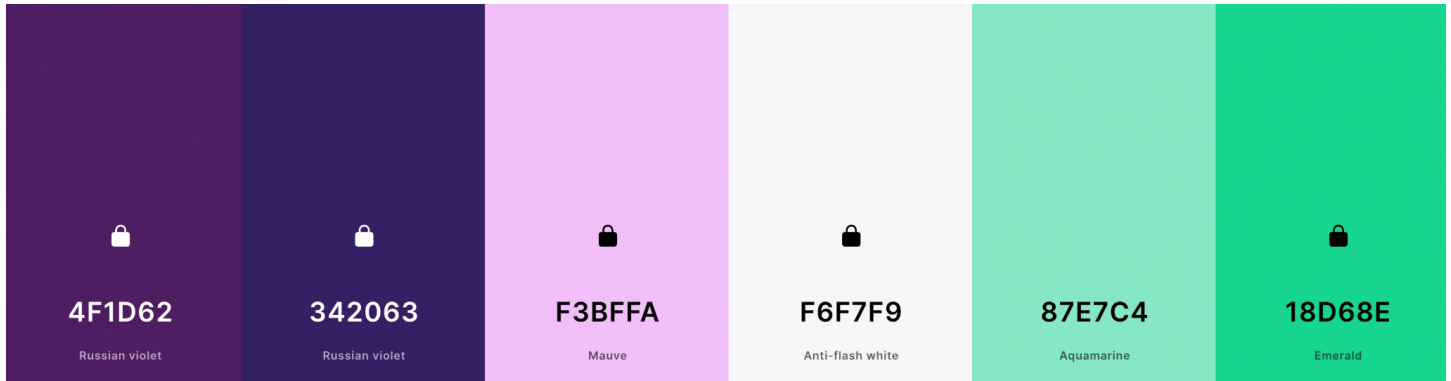
ABOUT ME

Tools - Marvel, Balsamic, Figma, Usability Hub, Optimal Workshop.

Skills - UX, UI, Frontend development.

Hello! I'm a Brit with a passion for exploration and a deep love for learning. I'm on the exciting journey of a new UX career. For the last decade I have been involved running live experiential events for big brands all over the UK. I have so many skills that are transferable, communication, time management, working and running big teams, focused on delivering excellent brand experience, attention to detail and more!

Colour Palette

4F1D62	342063	F3BFFA	F6F7F9	87E7C4	18D68E
Russian violet	Russian violet	Mauve	Anti-flash white	Aquamarine	Emerald

Here's the list of Colours and their respective HEX codes:

Russian Violet - 4F1D62
Russian Violet #2 -342063
Mauve - F3BFFA
Anti-flash White - F6F7F9
Aquamarine - 87E7C4
Emerald - 18D68E

I will use contrasting colours to make items stand out on my page. I will also make use of white backgrounds. I will use changing blocks of colour for the background to segment my page and keep interest.

Typography

Sans Serif Fonts to give my page a modern look

Roboto

Lato

Montserrat

I will use a mix of:
- **Bold**
- *Italics*
- Shades of black/grey
- Letter spacing
- Line spacing

To break up the text and writing on my page, and keep it dynamic and interesting. Ensuring that it remains accessible to the reader.

CONTENT OF PROJECT 1

The Brief

Expert for Expat is an app designed to connect users to specialists, aiding in navigating the daunting and sometimes lonely emigration transition. We offer useful tools to help organise the process and ensure a smoother journey.

Problem Statement.

"Concerned about relocating, Laura aims to find a suitable home and job while minimising financial mistakes. She's unsure about local housing and job markets, fearing unemployment. Success means Laura secures a good home and job while minimising emigration costs."

Competitor Analysis.

Key Findings -

1. **Market Landscape:** InterNations is a major player. primarily connecting expats through social media, with various membership levels.

2. **Revenue Model:** Two options. free basic membership, which gives limited access to features or paid memberships 'Albatross' £129 per annum; offers full use of the features.

3. **Thriving Expat Community:** The analysis revealed a thriving expat community, underlining the demand for services for this demographic.

4. **Market Gap Identification:** A notable market gap exists—a specialised app catering to expats during their transition is lacking. InterNations doesn't emphasise this critical aspect.

5. **Financial Viability:** The analysis affirms the financial potential of my venture, presenting an opportunity to create a user-focused app that addresses the market gap.

'While conducting competitor analysis, I discovered just one similar competitor. My research validated the presence of an evident market gap. With a rapidly expanding and increasingly accessible global audience my interest was peeked. Intrigued by my findings, I then directed my attention toward understanding my target users.'

The Research.

'Having relocated to different countries several times myself, I'm no stranger to the pull of new horizons and the obstacles that come with it. Yet, as I contemplated the vast array of circumstances and motivations behind people's relocations, I became deeply intrigued. I realised there was extensive work ahead and a wealth of data to uncover!'

Goals:

1. To Discover what motivates users to use an expert app.

2. To understand the specific challenges and hurdles expats face when moving abroad.

3. To learn more about expat behaviours and habits during the relocation process.

Techniques:

1. Surveys

2. User Interviews

3. Affinity maps

4. User personas & Mental Models

5. User Flows.

6. Card sorts.

Interviews & Surveys.

After finishing the interviews, I created a affinity maps. They helped me piece together all the information i'd gathered and find the patterns and themes within to help with the design process.

For an in depth look at results click this link. Interviews & Surveys.

Design Evolution.

Low Fi.
Time to use all that data I'd collected and begin the design. I began by brainstorming some ideas in balsamic and crated some low-fidelity wireframes.

Mid Fi
Following initial low-fidelity brainstorming, I transitioned to mid-fidelity prototyping to enhance detail and structure, which facilitated the development of visual elements while maintaining a strong emphasis on functionality and user experience.

Usability Testing.

I conducted six usability tests with participants at various stages of their emigration journey. The tests included both in-person and Zoom sessions. I soon recognised the benefits of having a well-prepared test plan and script, which allowed me to gather valuable feedback efficiently.

To analyse the data, I systematically went through the notes and recordings to create an affinity map, and then a rainbow spreadsheet to help me visualise areas for improvements. The rainbow spreadsheet was broken down into: Errors, Observations, Negative and Positive Quotes. Click here to see.

The Goal.

To assess our app's functionality and user experience. To observe user interactions, gauge intuitiveness, and ease of use, helping to pinpoint areas for improvement.

The Tasks.

1. Register as a new user and log in.
2. Navigate to an expert and make a payment to confirm a call.
3. Set a reminder for a specific date and time.

Issues 1.

Confusing language on bottom navigation bar. This disrupted the users flow, causing confusion and frustration. Resulting in user dissatisfaction.

Solution.

1. Rename "Marketplace" to "Expert Hub."
2. Rename "Search" to "User Hub," integrating user account access and search functions.
3. Rename "Tools" to "Management Hub."

Issue 2.

Lack of Clarity in CTA Button. This lead to user confusion and hesitation. Users struggled to understand the next step they needed to take, impacting the app's overall usability.

Solution.

Change to "Book a Session".

Issue 3.

lack of user registration leading to feelings of error during the usability tests.

Solution.

I updated the registration page with clear labels for entering email and password, followed by a confirmation of the password.

Issue 4.

During usability tests, users struggled with the lack of clarity and specificity in the search filter for experts. This hindered their ability to efficiently locate relevant experts.

Solution.

A new page dedicated to searching experts. Users can enter their desired location, select a common category, and/or input specific keywords relevant to their search. On the subsequent page, users will find their results.

Issue 5.

Several participants expressed a desire for extra reassurance after making payments. They wanted to be able to review the transaction details immediately post-payment.

Solution.

A "View Transaction" button that appears after a payment is made. This button would open a pop-up window displaying the transaction details for the user's review.