# An app to teach first aid for children

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# Project overview

**The product:**

ChildAid is an organization focused on improving the quality of life and health of children. The organization needs a tool that helps people learn about child first aid. ChildAid's primary target users include first time parents and babysitters or nannies who are concerned with acting fast and in an effective ways in case of an accident.

**Project duration:**

June - July 2023



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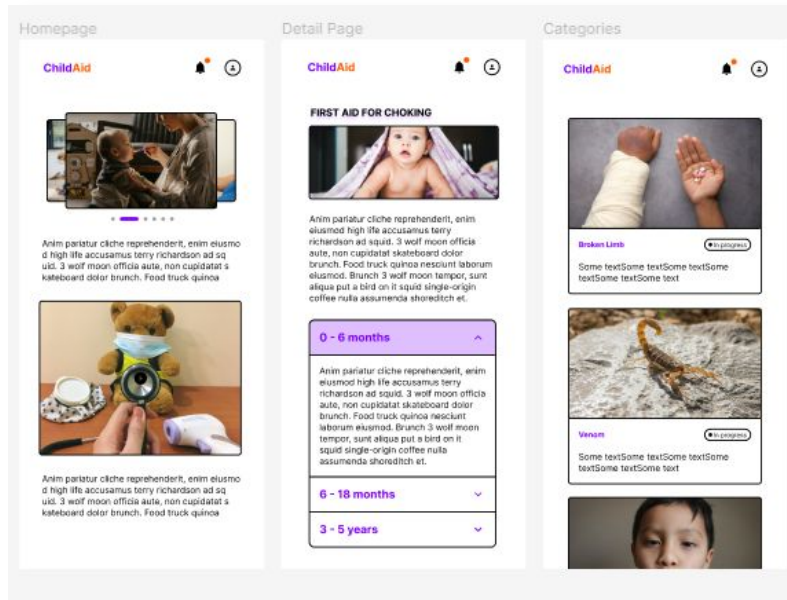
# Project overview

**The problem:**

One child in the US dies from choking every five days, and 75% of deaths occur in children under three. The strategy team at ChildAid has identified a lack of general knowledge about first aid for children and limited understanding about common hazards.

**The goal:**

Design an app that will improve education on the topic of first aid for children and help people manage their own food waste the situation in case an accident occurs.

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# Project overview

**My role:**

UX designer leading the app and responsive website design from conception to delivery

**Responsibilities:**

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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# User research: summary

I used ChildAid's data on first aid in children to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling badly about accidents that children are prone to that lead to death or brain damage, but they didn't actively try to educate themselves on how to manage the situation when it occurs. The feedback received through research made it very clear that users would be open and willing to work towards first aid for children if they had access to an easy-to-use tool to help guide them.

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# Persona 1: **James**

**Problem statement:**

James is a first time parent who needs an easy access tool to learn first aid in children because insight he wants to be prepared in the case of an accident

*"In God we trust, all others bring data"*

**Name**

**Age:** James Kondo
**Education:** Undergraduate
**Hometown:** Mariakani
**Family:** Married
**Occupation:** Teacher

**Goals**
- To always be prepared

**Frustrations**
Not having relevant information or the tools to solve a day to day problem

Teacher prepare for their classes using lesson plans. Students prepare for exams by studying. A lot of experiences in life require preparation. As a first time parent I am always worried about the safety and well being of my child. I want to always be prepared for all the things I may not prevent.

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# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the ChildAid app.

| Competitive audit | Competitive audit goal: Identify and understand the effectiveness of products and features currently used to fight food waste. | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | **General information** | | | | | | | | **First impressions** | |
| | **Competitor type** (direct or indirect) | **Location(s)** | **Product offering** | **Price** ($ - $$$$) | **Website** (URL) | **Business size** (small, medium, large) | **Target audience** | **Unique value proposition** | **Desktop website experience** | **App or mobile website experience** |
| ElimiWaste | Direct | Philadelphia, PA | App and website that help with recipe planning and food waste reduction | $ | www.elimiwaste.leftovers | Medium | Young adults and high school students | "Reduce your impact, eat smarter." | **Good** + Strong, consistent branding + Easy to navigate - Lots of complicated features | **Good** + Strong, consistent branding + Easy to navigate + All features are useful |
| Tasty With Less | Direct | Lethbridge, AB | App and website that use existing and leftover ingredients to create recipes | $$ | www.eatmorewasteless.save | Small | Young, single adults and people in college | "Eat better, enjoy more, use less." | **Needs work** + Easy to navigate + Overly simple design - Lack of useful features - Not responsive | **Okay** + Easy to navigate + Improved visual design compared to website - Feels like it's missing some useful features |
| BagItUp | Indirect | Most major European cities | App and website that connect consumers directly to food suppliers with unsold inventory | $$$ | www.foodtoyou.direct | Large | Parents and families | "Connecting food with the people who need it." | **Outstanding** + Easy to navigate + Strong branding and visual design + All features are useful and intuitive | **Outstanding** + Easy to navigate + Strong, consistent branding and visual design + All features are useful and intuitive |

| UX (rated: needs work, okay, good, or outstanding) | | | | | | |
|---|---|---|---|---|---|---|
| **Interaction** | | | | **Visual design** | **Content** | |
| **Features** | **Accessibility** | **User flow** | **Navigation** | **Brand identity** | **Tone** | **Descriptiveness** |
| **Outstanding** + Personalized recipe planning feature + Shopping list feature + Waste tracking feature + Filter feature (allergies, price, etc.) | **Good** + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech | **Good** + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time | **Outstanding** + Straightforward navigation + Clear indication of clickable elements | **Outstanding** + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity | Witty, conversational tone that aligns well with branding. | **Outstanding** + Conveys information clearly + Descriptions are succinct and to-the-point |
| **Okay** + Recipe planning feature - Ingredient list feature is confusing and difficult to use | **Outstanding** + Strong use of visuals + Use of color is accessibility-friendly + App and website are screen reader compatible | **Good** + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs | **Needs work** - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear | **Okay** + Brand identity reflected throughout design + Good use of high-quality images - Simple visual design - Inconsistent font usage | Formal, to-the-point language. Could be more playful and humorous to align with brand identity. | **Okay** + Descriptions are succinct and to-the-point - Information is not always easy to understand |
| **Outstanding** + Geographic locator feature + Ability to create profile + Pricing calculator | **Needs work** - Not equipped for screen reader tech - Color choices don't meet accessibility standards - Inconsistent use of visuals | **Outstanding** + Primary checkout user flow is clear + Quick and easy to use ordering process | **Good** + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times | **Good** + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage | Formal but friendly. Doesn't feel "stiff". Works with brand identify. | **Good** + Conveys information clearly - Overly descriptive at times |

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# Starting the design

- Digital wireframes
- Low-fidelity prototype
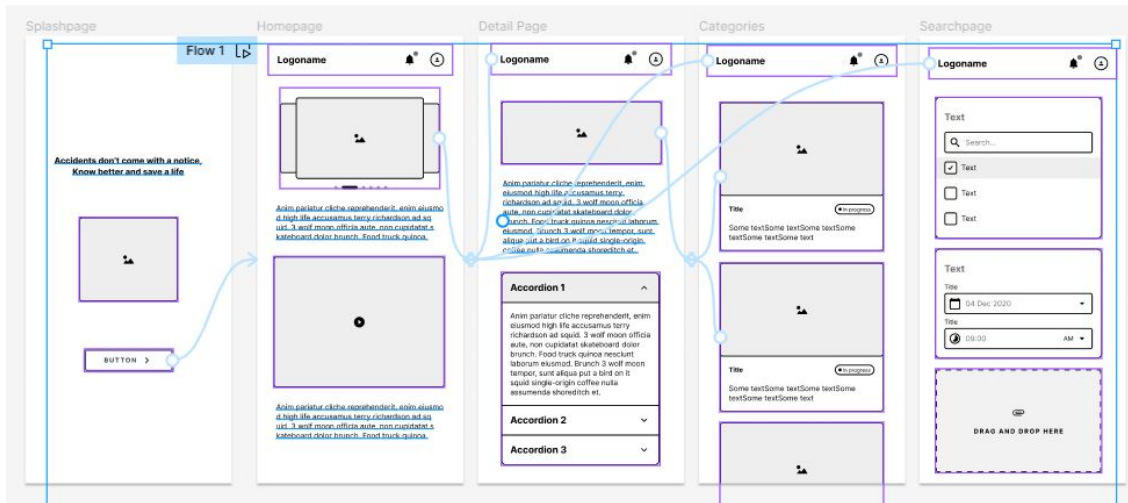- Usability studies

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# Digital wireframes

[Your notes about goals and thought process + how you responded to and implemented peer feedback]
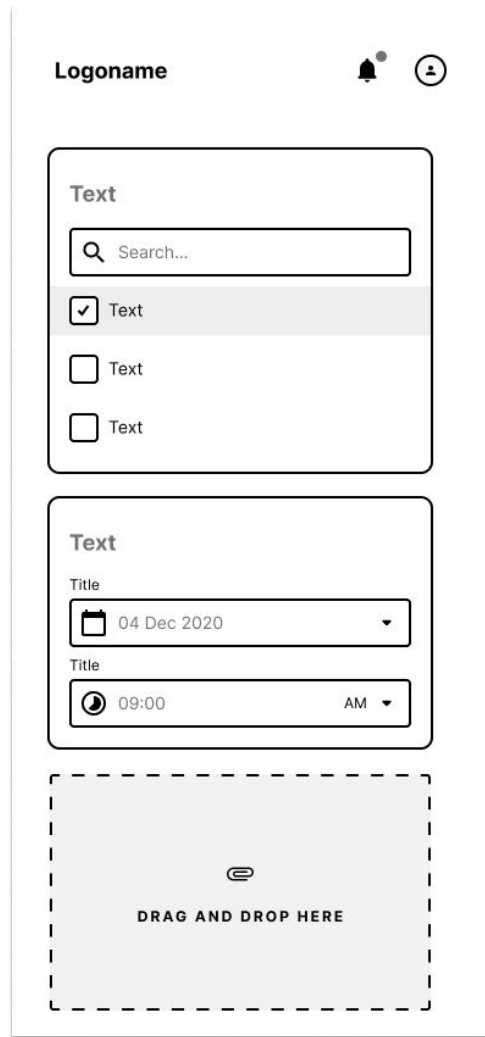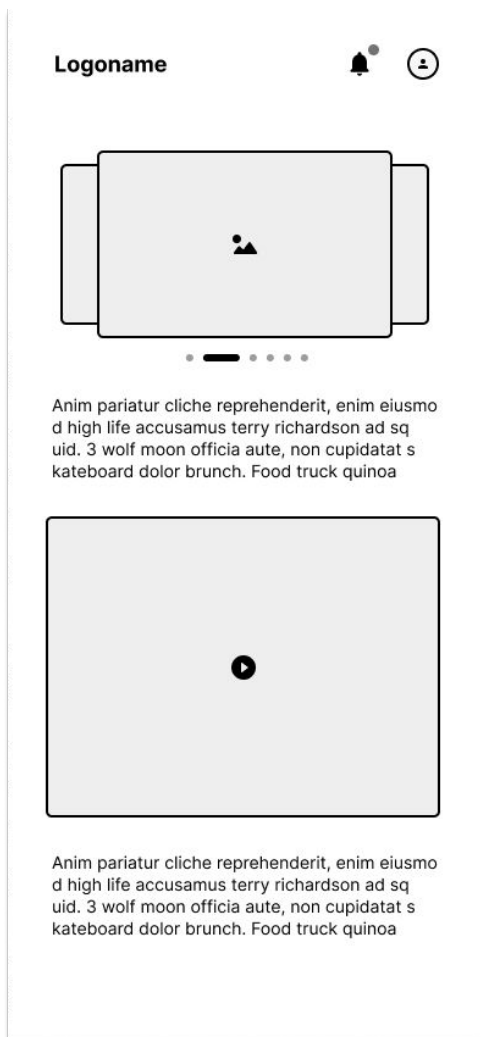
# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing a category.

View Child Aid's low-fidelity prototype



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# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

Nairobi, remote

**Participants:**

7 participants

**Length:**

30-60 minutes

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# Usability study: findings

These were the main findings uncovered by the usability study:

**1**

### First Aid Categories

People want easy access to first aid tips for hazards that can happen in the household.

**2**

### First Aid Search

People had difficulty to search the right key words when in panic.

**3**

### Image Search

People preferred clear images of a scenario they might encounter as well.

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# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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# Mockups



**ChildAid**

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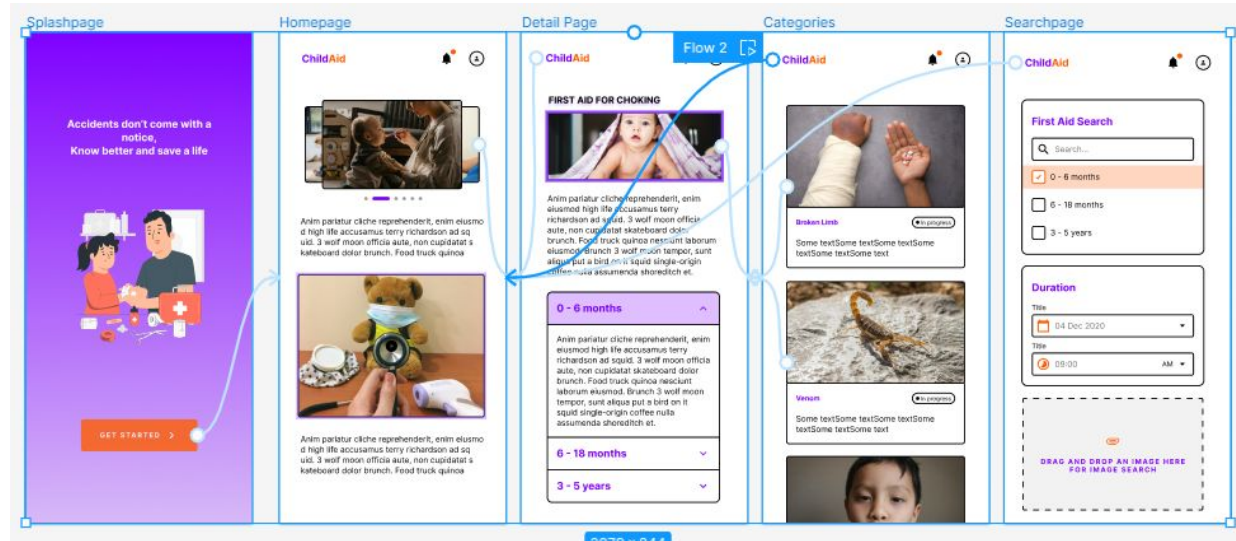
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**ChildAid**

### First Aid Search

🔍 Search...

☑ 0 - 6 months

☐ 6 - 18 months

☐ 3 - 5 years
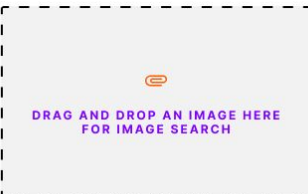
### Duration

Title

📅 04 Dec 2020

Title

🕐 09:00    AM

📎

**DRAG AND DROP AN IMAGE HERE FOR IMAGE SEARCH**

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**ChildAid**

**Broken Limb**    • In progress

Some textSome textSome textSome textSome textSome text

**Venom**    • In progress

Some textSome textSome textSome textSome textSome text

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**ChildAid**

**FIRST AID FOR CHOKING**

Anim pariatur cliche reprehenderit, enim eiusmod high life accusamus terry richardson ad squid. 3 wolf moon officia aute, non cupidatat skateboard dolor brunch. Food truck quinoa nesciunt laborum eiusmod. Brunch 3 wolf moon tempor, sunt aliqua put a bird on it squid single-origin coffee nulla assumenda shoreditch et.
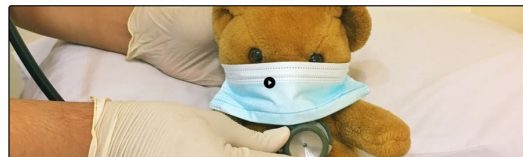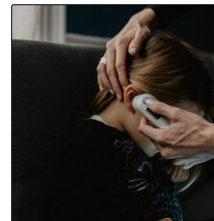
**0 - 6 months**    ⌃

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**6 - 18 months**    ⌄

**3 - 5 years**    ⌄

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# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.



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# Accessibility considerations

**1**

Clear labels for interactive elements that can be read by screen readers.

**2**

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

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# Responsive Design

- Information architecture
- Responsive design

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# Responsive designs



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# Going forward

- Takeaways
- Next steps

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# Takeaways

**Impact:**

Users shared that the app made first aid in children seem like something they could actually learn . One quote from peer feedback was that "the ChildAid app helps bring caring about the environment to a personal level in a way that's easy and engaging."

**What I learned:**

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

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# Next steps

**1**

Conduct research on how successful the app is in reaching the goal to reduce food waste.

**2**

Add more educational resources for users to learn about food waste.

**3**

Provide incentives and rewards to users for successfully reducing their food waste.

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# Let's connect!

Thank you for your time reviewing my work on the ChildAid app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: kadzomnyazi@email.com

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