UX Case Study

GoReunion

Lily Yang _Individual Project

Tools used: Miro, Figma, Adobe XD, Photoshop

GoReunion

A collaboration app to plan family reunion







THE PROBLEM: Families love to get together but nobody likes to collaborate with other family members to make the plan because everyone has their own lives.

THE SOLUTION: *GoReunion* is a mobile app that allows people to make the family reunion plan easily and share with the others so the plan can be finalized quickly.

MY ROLE: UX designer (Individual Project)

TOOLS: Miro, Figma, Adobe Photoshop, Illustrator, XD

The development process of GoReunion

Part 1: User Research

Methodology

I conduct a semi-structured user interview for better timing control and less misunderstanding.

I come up a proto persona. After the interview and survey, I synthesize my research using an affinity diagram.

Tool to use is sticky notes in Miro.

Proto Persona

Name:

Wonder Lee

Goals & Needs:

Needs to coordinate with other family members for next family reunion.

Wants to spend time efficiently and effectively to communicate with other families.

Behavioral Demographics:

Age: 48

Personality: Open, happy, love animal Occupation: Psychology Professor Relationship Status: Married with 4 kids

Lives in Salt Lake City, UT

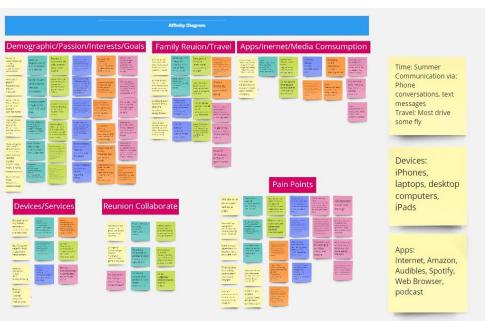
Loves family, extended family, gettogether. Doesn't like un-organized events, poor planned family reunion

Pain Points & Potential Solutions

Frustrated when everybody is not on the same page to plan for the reunion Feels unsatisfactory and time-wasted if the reunion not going well due to the factor of poor coordinated and planned.

A potential solution to solve the collaboration problem is to find a way to communicate more effectively.





User Interview Insights & Affinity Diagram

Methodology

I create an empathy map for my potential user - Wonder Lee (the name used in Proto Persona).
Tool used: Miro

Then I create a user persona for Wonder Lee.
Tool used: Adobe XD

Empathy Map

EMPATHY MAP What does Wonder say? What does Wonder think? Flexibility would Haven't use any Not like loud Facebook Page Went to learn make the reunion could be ollaboration apps or services more musics and WAS SHOOT TO challenging as my experience more problems: text continue out out WordPress. and wish there is talking at positive and family is very emzii phone not many stollings. website design one to use for the night are on Federation apinionated next get together collaboration and altima helped: Normally apent 10 hours o email phone prepare for mad foldging, activides What does Wonder do? What does Wonder feel? An organizat Supery fields 3.4 hours just Hate constitute when family get Collaborate Use Doccless 240 to 24 81 male the reunit together schedule meetings with the others, CONTRACTOR OF THE for arranging Time: Not and because for that lot of earth, let Mention to be and in charge of activities. follower Too atmir where curenough activities such as No secs to much hasdeche meals, and game, music, food fortoo ara collaborating. reunion Roles: Womnerstrapp Women's 164 W.D. mend femily - Organizer ADDRESS TO THE FOR BRIDE TOP close to cousins. nondomente and reunian plan and CANTANTA VANA children. phone of it and tall collaboration and record tape, and 1001000 accepted automotive siblings an which side of GAINS





User Persona



"I love my family and extended families. Wish I could see them more often."

Wonder Lee

ABOUT

Wonder, a psychology professor, married with 4 kids and lives in Salt Lake City with her husband. She has an open and happy personality. She loves animals and outdoor activities. She loves to get together with her families but do not like un-organized events or por planned family reunions.

GOALS & NEEDS

She needs to coordinate with other family members for the next family reunion and she wants to spend her time efficeintly and effectively to collaborate and communicate with other families.





Zoom









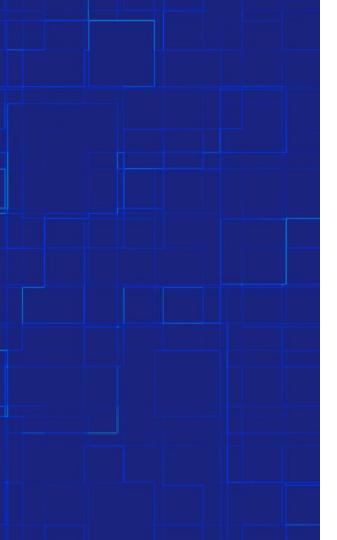
PAIN POINTS

She is frustrated when everybody is not on the same page to plan for the reunion. Feels unsatisfactory and time-wasted if the reunion not going well due to the factor of poor coordinated and planned.

POTENTIAL SOLOTIONS

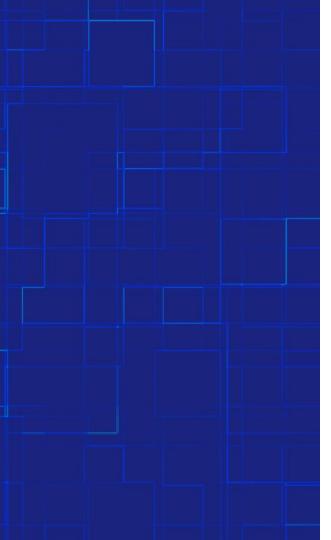
A potential solution to solve the collaboration problem is to find a way to communicate more effectively. The development process of GoReunion

Part 2: Definition & Ideation



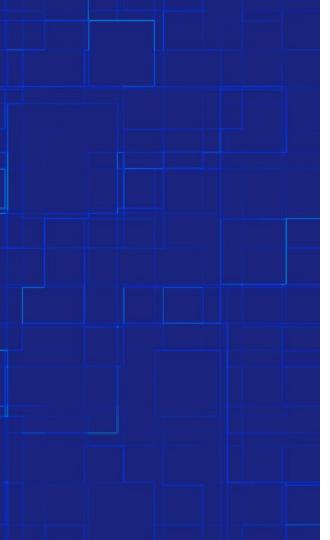
User Insight

Wonder Lee, a research professor of psychology, needs to collaborate quickly and effectively with other family members for the future family reunion because a well-collaborated and planned reunion will reduce chance of conflict and help her feel accomplished. It will also create a good environment where family members can leave family members long-lasting happy memories.



How might we...?

How might we help Wonder Lee collaborate with all family members quickly and efficiently to address all concerns, activities, schedules, meal plans to quarity the successfulness of the next family reunion?



Problem Statement

As an organizer, Wonder Lee finds herself spending too much time to collaborate with other family members about the family reunion. Technology offers many choices but hardly she can just use one to get the planning done. She still has to collaborate people through time-consuming ways such as phone calls, texting and group chatting.

Brainstorming with "I Like, I Wish, What If" Method

Hike

Amazon. Google, Spotify, Audible, bank stuff

Summer time for reunion so kids are off school and adults are easier to ask for time off

Shopping

on Amazon

because it

is easy

Directions of the map for the location

Preplanned happy mily reunion

Devices -Tablet

-Laptop

computer

Mobile phones

Organized outdoor activities

Camps in the mountains

I wish

Shorter time to reach final decision

happier and positive collaboration experiernce

Two family reunion per year: one in Summer and the other during Christmas holiday season

Most helpful app organize my day for ease the reunion plan and collaboration and ease the reunion

happier and positive collaboration experiernce

What if

Everybody has the same tastes of music and food

Everyone can travel on the same day and time with the same transportation method

We all want to go to the same place for reunion

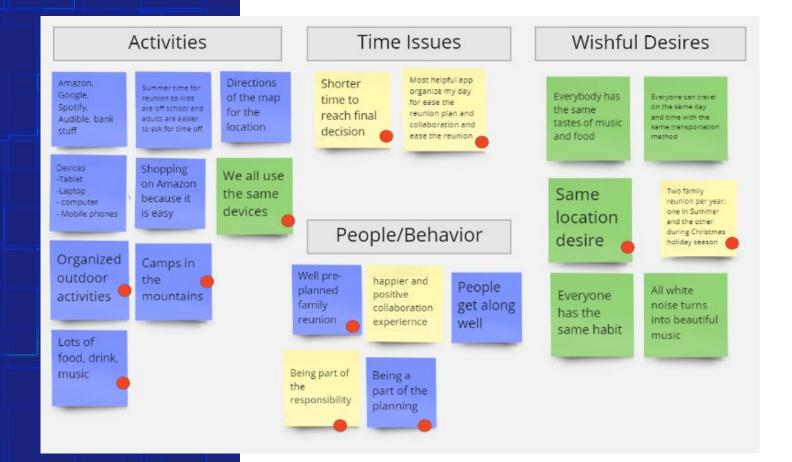
We all use the same devices

Everyone has the same habit All white noise turns into beautiful music

Feature Prioritization Process

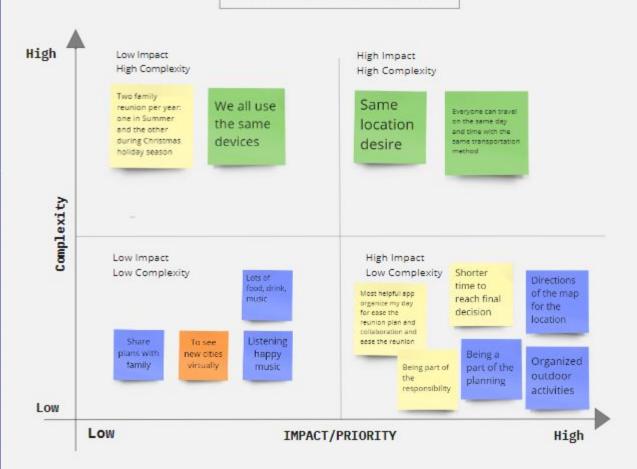


Feature Prioritization Process Cont.



Feature Prioritization Process Cont.

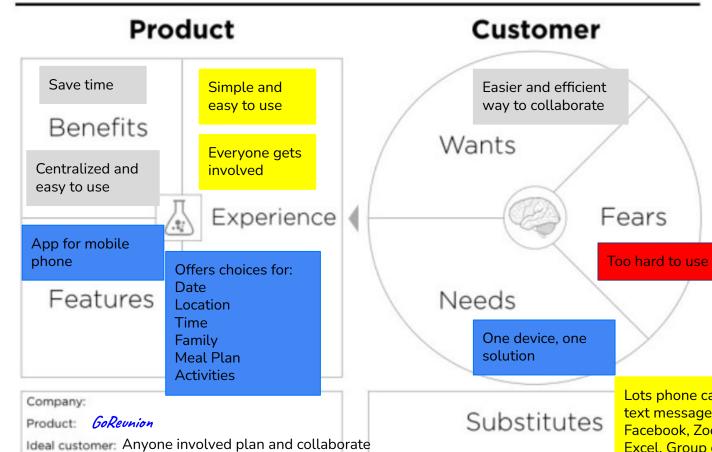
Feature Prioritization



Value Proposition

GoReunion is a family reunion collaboration app that helps family members easily and quickly plan the family reunion event.

Value Proposition Canvas



Storytelling

User **Scenarios**

WHO

USER /

PERSONA

Wonder Lee

Professor

Work and

Mobile

iPhone

Computer: PC, Mac Pro, iPad,

Married with

4 kids/husband

Femal

45

Occupation: Psychology

WHEN, WHERE, HOW.

3 USER SCENARIO(S)

Wonder, a psychology professor, is under pressure to collaborate with her 6 other sibling's families for the coming up reunion. Based on last reunion experience, she wants to get every family involved in the planning. She does not have a lot of time on the phone to call everybody or texting each family. She considers using Facebook page to create the plan but one of her sister does not use Facebook. She is thinking use Excel and share with the other family but no one wants to learn how to use Excel. She tries to host a Zoom meeting but some of the members can't attend because of working schedule.. She needs a centralized app that will help her to get the collaboration done

WHAT GOAL(S)



To reach to the extended families to collaborate the family reunion.

To plan out the details of the reunion in 3 weeks time frame, not in 3 month or a year.

To get every family's input for the reunion such as date. time, location, lodging, meal plan, and activities.

Name:

Aae:

Marital

Online

Locations:

Internet

Usage:

Gender:

RISK / EMOTION(S)

All the time

8-9 hours mim

- Hard to find an app that will reach out to all the extended family any time.
- Don't have time to learn a new complicated app.

PHASE 1

Wonder finds GoReunian an app for mobiles

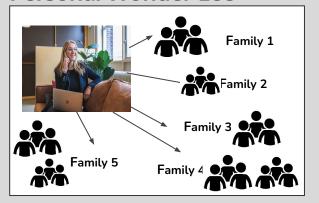
PHASE 2 She downloads GoReunion on her phone to try it out

She put As Findut in the app, and sends it to all other Voila! family member. Everyone gets to participate

the planning.

Persona: Wonder Lee

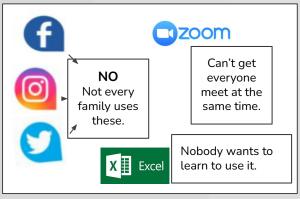
User Story



Wonder needs to collaborate with her extended families for the upcoming family reunion.



She tells everyone download the app and unzip it to install on the device,



She needs to find a quick and efficient way to collaborate with others.



She gets everybody's input and feedback in a few days.



Using the keyword search through Google, she finds our app.



The collaboration is done, Wonder is relieved and relaxed, everybody is happy.

User Journey Map



User Name

Wonder Lee

Age

45 Years

Occupation

Psychology Professor

Location

Salt Lake City, UT

User Motivations

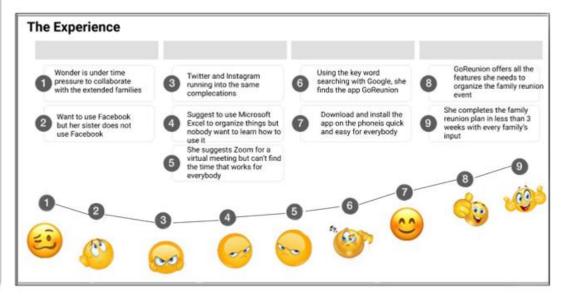
Wonder has a very busy life with a full-time teaching, 4 children, patients to consults. She loves her extended families and this year, it is her turn to organize the family reunion. She wants to find a quick and efficient way to collaborate with the other families.

UX Scenario

Wonder loves her extended familes and she would love to see them twice a year, if possible. She is stressed for collaborating and organize this coming family reunion because it is her turn to do so. She knows how much time and efforts for the past year the other people spent on the collaboration. With her busy schedule, she wants to find a quick and time-efficient way to get this task done and everybody is happy with the final arrangement.

Goals

Find a quick and efficeint way to collaborate with the extended families for the upcoming family reunion.



The development process of GoReunion

Part 3: Prototyping

Competitor Analysis



Bluescape

Virtual workspaces that facilitate team collaboration

Special Features:

- Collaborate in real-time or asynchronously
- Create and share content from anywhere on any device
- Connect physical rooms and remote participants



Connecteam

Enhance employee management with the only all-in-one app

Special Features:

- Job tracking
- Electronic signature
- Mobile survey
- Biometric recognition



monday.com

Project management made easy

Special Features:

- Real time synchronization
- Referral tracking
- Rewards management
- Client management

Competitor Analysis - Cont.



Bluescape

Virtual workspaces that facilitate team collaboration

Connecteam



Enhance employee management with the only all-in-one app

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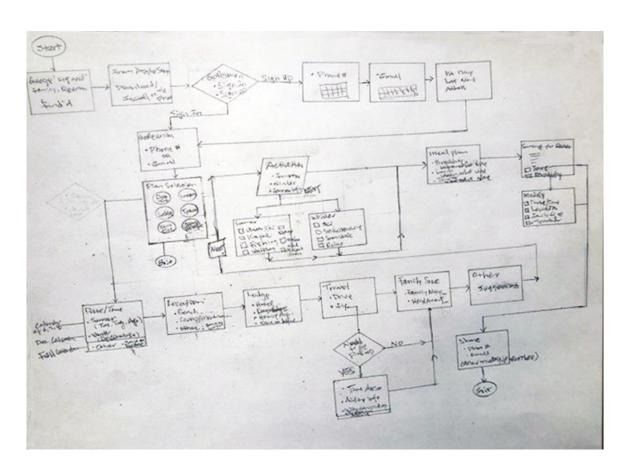


Project management made easy

Please click the following link to view the more detailed comparison on desktop versions:

https://docs.google.com/spreadsheets/d/1UMsJPjgvZ_sjWyXbh4Ydy572Uj16PQY4qGTg2hmxeEk/edit#gid=1229686124

User Flow Here are my user flows for *GoReunion* app.

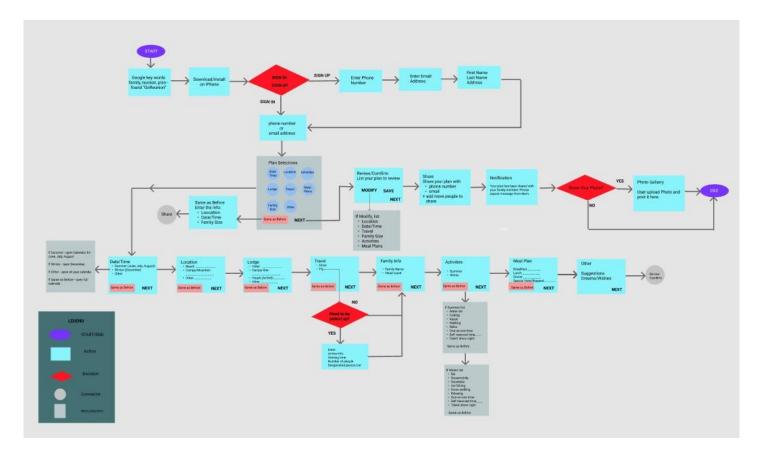




User Flow

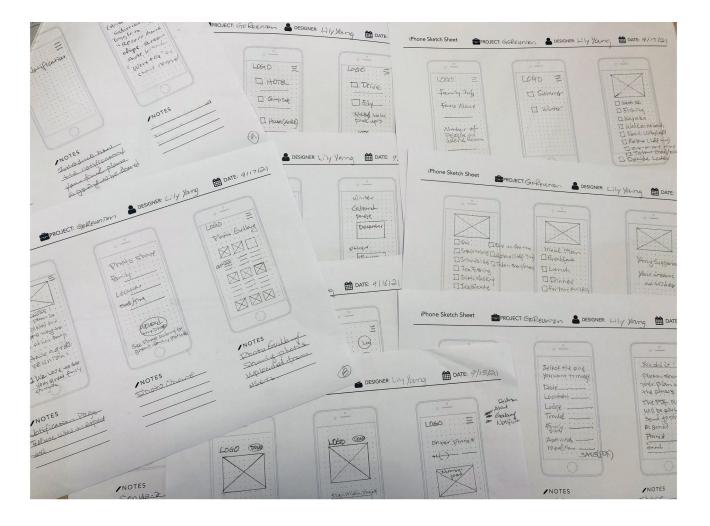
Here are my user flows for *GoReunion* app.

Digital version created in Figma

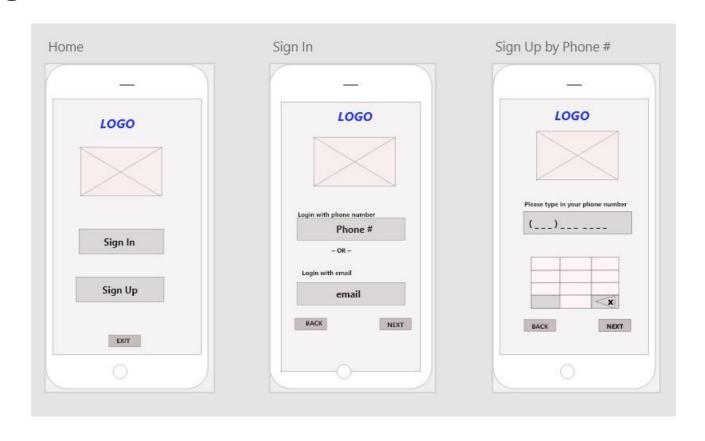




Wireframe Sketches

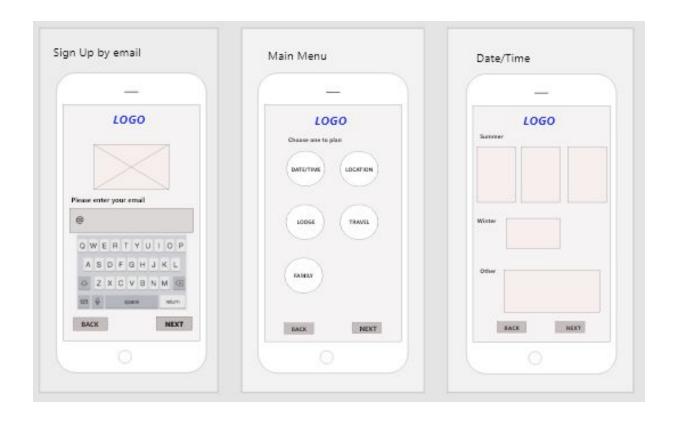


Digital LoFi Wireframes (Created in Adobe XD, here is a sample.)



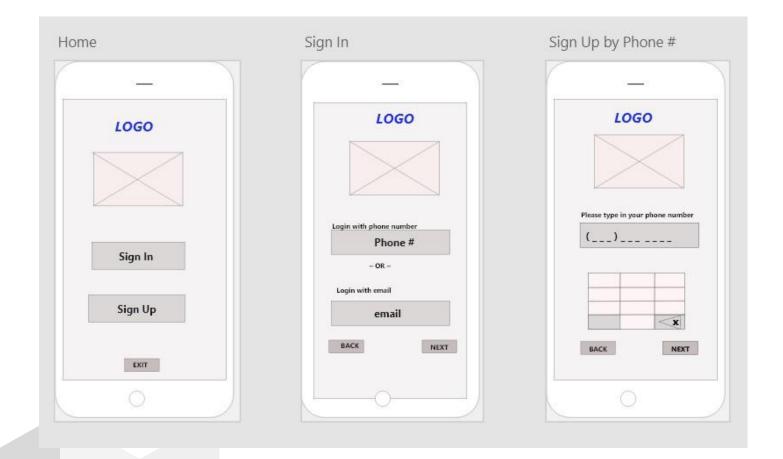
Digital LoFi Wireframes

(Created in Adobe XD, here is a sample.)



Digital LoFi Wireframes

(Created in Adobe XD, here is a sample.)



Digital Mid-Hi Fi Prototype









The development process of GoReunion

Part 4: Usability Testing

Usability Test

I create the lean guerrilla usability test plan to test the lo-fi wireframe prototype of the GoReunion app.

Here is the link to the app: https://xd.adobe.com/view/68783 48a-3d2d-447b-a4e9-da6c3f995d4 9-3d2b/ My objectives for this test are:

- (1) If I can improve the logic flow
- (2) Anything in the content missing for a normal family reunion event
- (3) Any visual or navigation changes before I move into the next stage of the development.

Usability Test

Here are the tasks I want users to perform:

- (1) Home page (Users can get in the prototype app on their devices)
- (2) Users can find the SIGN UP page
- (3) Users can find the SIGN IN page
- (4) Users can access the Main Menu Page
- (5) Users can locate the Travel page
- (6) Users can find the Confirmation page

My target users are middle-age men and women (30–50) younger grandma and/or grandpa (50–70), and single woman and man (25–40). All these people who might have to collaborate with other family members to make plan for family reunions.

- 8 emails sent out (3 men/5 women)
- showed the app on my iphone to
 family members (2 men/1 woman)

Usability Test

Devices used for testing:

- 3 on desktop PCs
- 2 Android phones
- 2 on Mac computers
- 4 on iPhones

The video file is too big to upload it here.

Here is the link to the video: https://vimeo.com/610981293

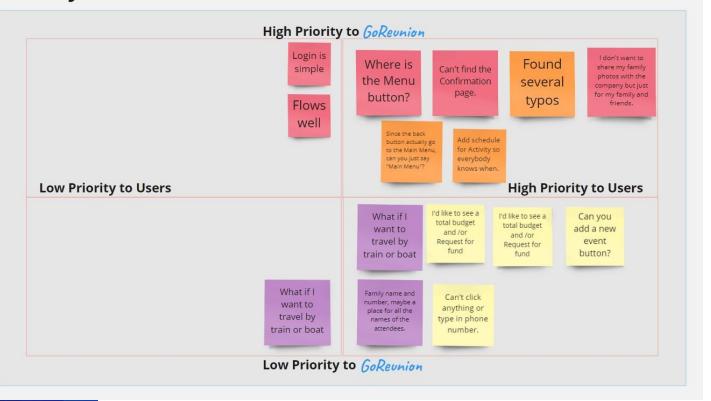
Guerrilla User Test Result Analyse

Things to **Positives Navigations** Visual Issues Frequency of Reconsider Responses High I don't want to Fixing Where is What if I share my family Login is photos with the want to the Menu several company but just Hightravel by simple for my family and button? typos train or boat Mid Prioritized User friends. Data and Can you Family name and Where is add a new Average number, maybe a Easy to Feedback place for all the the Menu event Since the back names of the button actually go button? button? attendees. access to the Main Menu, organized in can you just say "Main Menu"? Low Add "Schedule" I'd like to see a Miro option to the plan total budget so everyone knows where to and /or Flows be for each Request for Can't find the activity fund Confirmation well page. After the plan Who is doing is confirmed, the shopping add it to groceries, Facebook dishes? reunion page Can't click anything or type in phone number.

Guerrilla User Test Result Analyse

Prioritized User
Data and
Feedback
organized in
Miro

Priority Matrix



FINDING

NEXT button does not mean the same thing to everybody.
The NEXT button on the Login page takes users to the Main Menu, but some user did not know that so they felt no way to get to the Main Menu.

SOLUTION (What I have done to fix it)

I changed the NEXT button on the Login page to "Let's Plan". When user taps, it will go to the Main Menu page. Somehow, my design needs to improve and make it more intuitive to the user.

FINDING

Several typos almost everyone found and reported.

SOLUTION (What I have done to fix it)

I fixed all the typos. Lesson learned here is to avoid the embarrassment later, always double-check, triple-check before you put it out there for others to see.

FINDING

Can't find Confirmation page.

SOLUTION (What I have done to fix it)

I noticed that each page title is too small and users have to look carefully or I have to point out that they are on the correct page. I will update the page look and make sure users will know which page they are landed on by using colors or bigger fonts for the page title. I also should have a page for Preview and a page for Confirmation. Right now they are on the same page.

FINDING

Adding a map to the Travel page.

SOLUTION (What I have done to fix it)

I think it is a good suggestion but I am not if it is necessary. I would say both Location and Travel pages could add in map function. I bet the developers are going to hate it. In order to make sense for using the map, it has to based on the location selection.

FINDING

Due to the privacy issue, not everyone feel comfortable to share pictures.

SOLUTION (What I have done to fix it)

I changed the option of sharing photos, either with the company or with family members or friends with a provided email address.

FINDING

Logically, the whole thing flows well. Functionally, testers want some other features to be added in.

SOLUTION (What I have done to fix it)

Features such as who is in charge of washing dishes, shopping for groceries, I think the family might want to figure that out after the plan is done. For family name and # of attendees, it might be a good idea to add the names. Total budget and fund request, it might be useful features. I will think about it and see if I will add it and where to. As for adding a New Event button, I think that might be a function update for this app. Maybe later.

Digital Mid-Hi Fidelity Prototype Usability Testing



Go Reunion
Ready for usability test

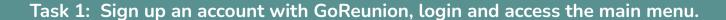
Usability Test Plan

| Your Name: |
|--------------------------|
| |
| Testing Date: |
| |
| Device Used for Testing: |
| |

Scenario:

Wonder Lee needs to make a plan for the upcoming family reunion even during the Christmas season. She wants to find an easy-to use collaborate app on the phone so she can get this task done. She googles and finds GoReunion and decides to give it a try.

Usability Test Plan

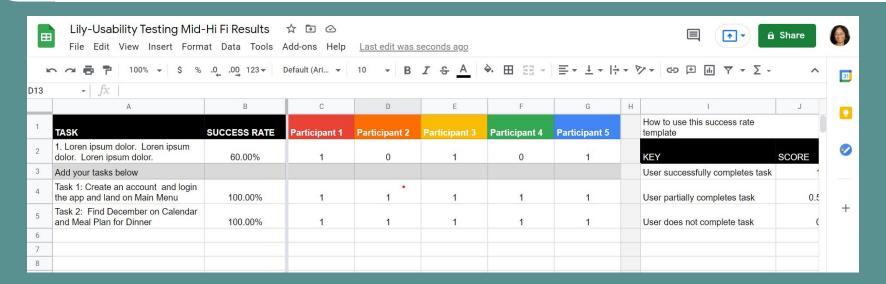


Success: Yes No No (If No, please specify why?)

Task 2: Find December calendar and let everyone know she will be in charge of the dinner on Christmas Day.

Success: Yes No (If No, please specify why?)

Usability Test Result

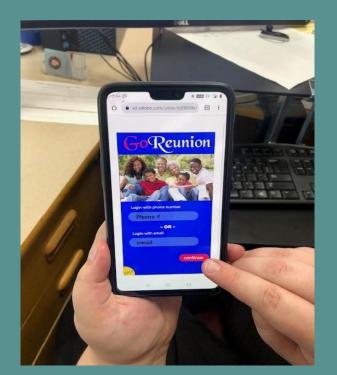


You may view the whole document from the shared drive or from this line: https://docs.google.com/spreadsheets/d/1Yr7D25fo1tM4ZQfe0_7Wb7xJ3NkmDknNiL_A8AwmGZg/edit?usp=sharing

Usability Test Screenshots



GoReuion Start page

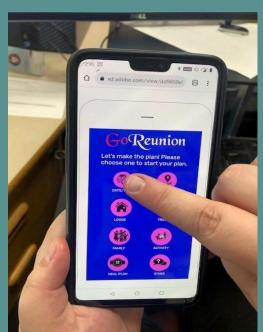


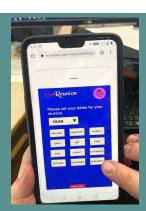
GoReuion Sign In page

Usability Test Screenshots



GoReuion Make Plan page

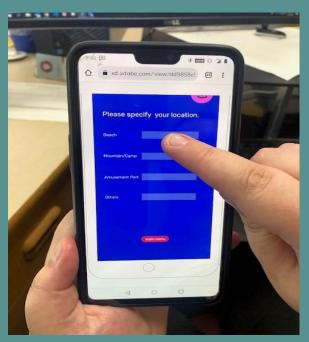




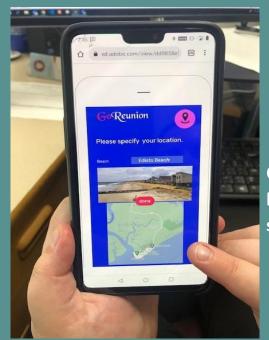
Calendar Page

GoReuion Main Menu page

Usability Test Screenshots



GoReuion Location selection page



GoReuion
Beach Location
switch map

https://xd.adobe.com/view/dd9858e5-d280-4308-b2fe-2856825d48fc-88cb/

GoReunion

I have modified and updated the digital wireframes to the mid-high fidelity and created the clickable prototype in Adobe XD. Please click the link above to view the whole app.



Final Thoughts

What a journey!

This project has taught me the in-depth process of UX design step by step. I have realized that if we have done the UX design correctly before developing a website or a mobile app, it will save a lot time and money later for both usability test and the SEO test.

Good to know all the tools

Through this project I also have learnt several tools very quickly - Miro, Figma, Adobe XD - all are very productive collaboration tools. If time permits, I would like to try InVison as well.

Practice writing better

I also realize that being a UX designer, one should not only understand the research methods and the theories behind all the researches, but also gain some technical writing skills – be able to write the user insight and the problem statement clearly and efficiently.

Final Thoughts

Put on the paper first

I had learned a lesson that using digital tool to create the user flow before working on the paper does not save time. Always work on the paper and make sure it flows logically. Changes are lot easier to make on the paper.

Expect changes

There are many changes on the way – from user flow, sketch wireframe to digitalizing wireframes, prototyping, More changes come after usability test.

Testing, testing, and testing again

Every test and every tester provide me something to be updated, from the logical design, the usability issues to graphic design such as the buttons not align up. I am very thankful with all the positive feedbacks and the encouragement for continuing this project.

Iteration is very important

This project, so far, is basically done by myself. I think it could use more iteration. There are still a lot of things can be improved such as user experience, color schemes, interface design, etc. I can't wait to start the group project journey next and expect the different new experience.



What is UX?

It is a process with specific steps of researches and development.