GoReunion

Case Study Summary

Lily Yang
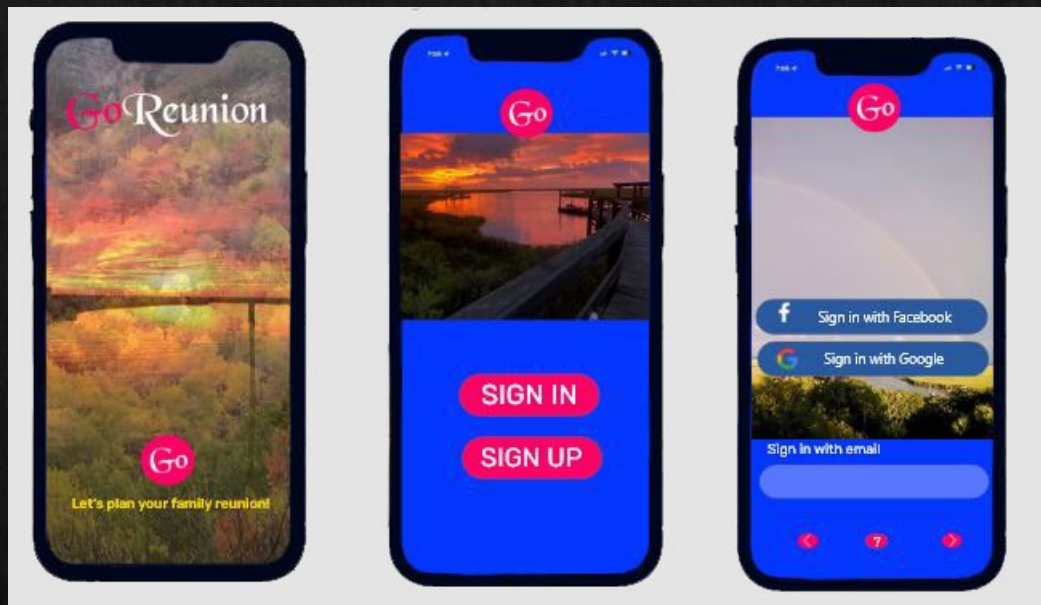
01	02	03	04
PROJECT BRIEF	THE PROCESS	CHALLENGE	FINAL THOUGHTS

01   Project Brief

Project Type

The mobile app
for IOS and
Android devices

Project Timeline

Sept. - Oct. 2021

My Responsibilities

As a user experience designer,
I did:

•User research
•User empathy
•Site design
•Wireframe/Prototype
•Usability Test

02   The Process

Background

This application was designed and developed for my UX/UI bootcamp training
assignment. By that time, I just came back from a family reunion with lots of good
memories of the happy times together with families and relatives. But there were
some unhappy events occurred that could be easily avoid if the collaboration were
done beforehand. Making plan with different families can be time consuming with
frustrations because everybody is busy. I thought there got to be something everybody
can use. I googled and found none. So I decided to develop one just for planning family
reunions.

User Research Methodology

- Planned and conducted 15 semi-structured user interviews for better timing control and less misunderstanding in Salt Lake City, Utah.
- I emailed the interview plan with objectives and questions to 10 users and face-to-face interviewed with 5 users.
- I got 7 emails back with feedbacks and answers to the survey questions.
- In total, I had 12 user interview data to work with.
- Synthesized my research using an affinity diagram. Tool to use is sticky notes in Miro.
- Created an empathy map for my potential user - Wonder Lee (the name used in Proto Persona). Tool to use: Miro
- Created a user persona for Wonder Lee. Tool to use: Adobe XD and User Personal Adobe XD Template

USER INTERVIEW INSIGHTS & AFFINITY DIAGRAM

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USER INTERVIEW INSIGHTS & AFFINITY DIAGRAM

User Research Findings

The user research data revels that:
- No one likes to spend a lot of time to make plans that changes again and again
- Not everybody uses Facebook to make plan
- Everybody uses a device but not the same
- Users would like to be able to collaborate with a centered and easy way to make plan

Based on the user research findings I generate the user insight and problem statement.

User Insight

Wonder Lee, a research professor of psychology, needs to collaborate with other family members for the future family reunion quickly and effectively because a well-collaborated and planned reunion will make her feel accomplished and spring a successful 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.
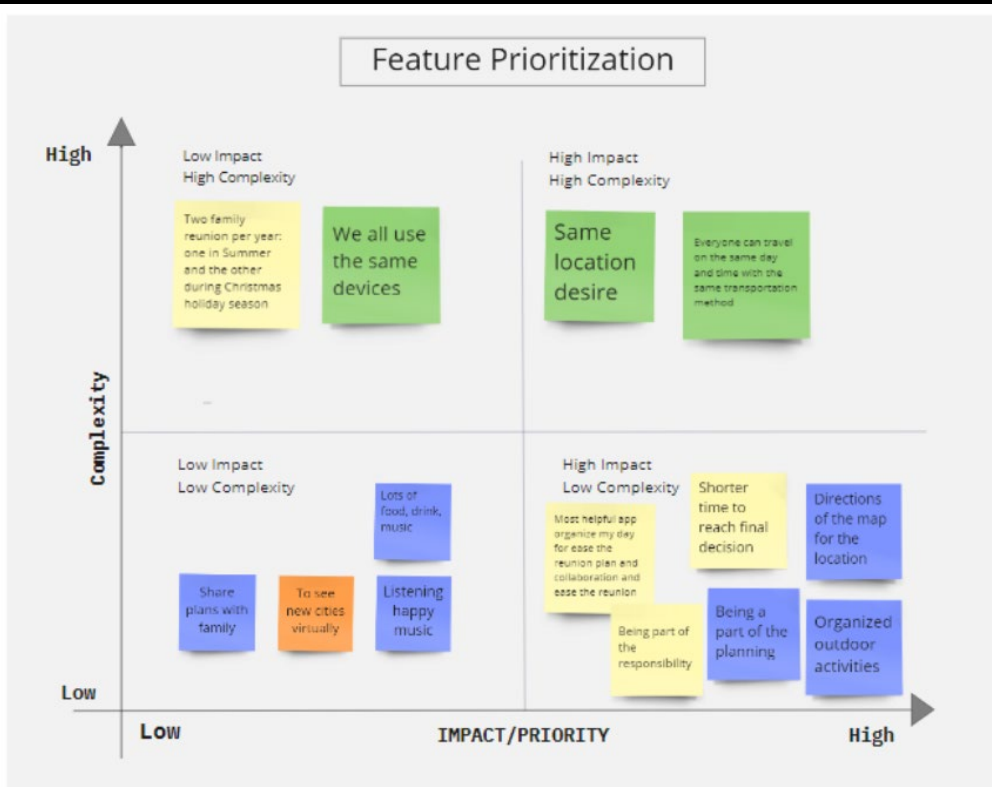
Ideation Design

For brainstorming I used "I like, I wish, What if" approach to gather feedback.

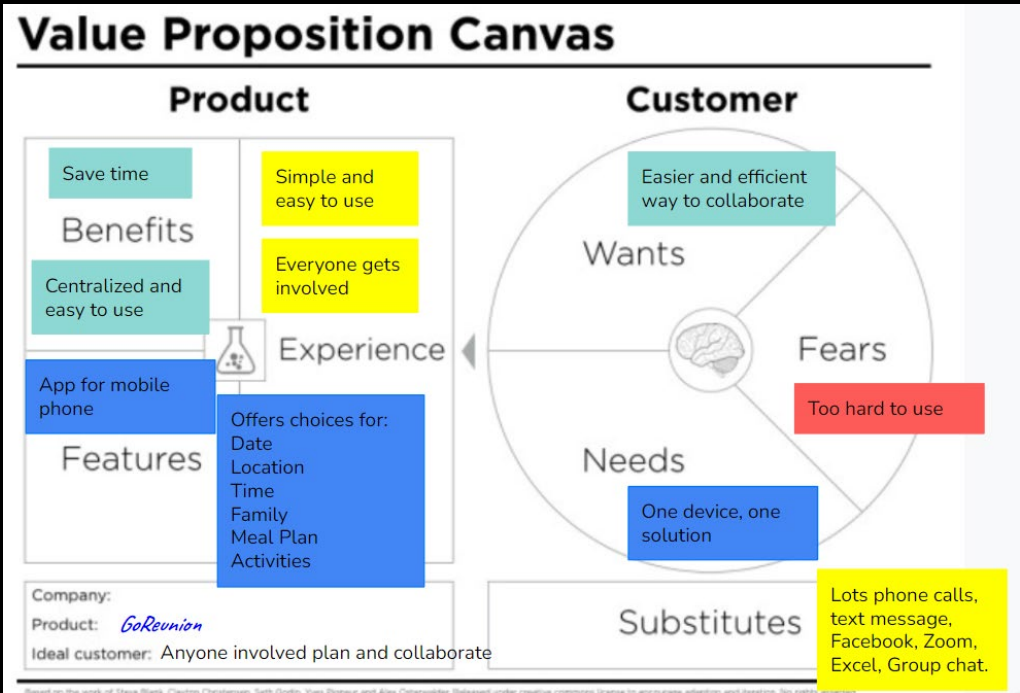### Brainstorming with "I Like, I Wish, What If" Method

I like			I wish		What if	
Amazon, Google, Spotify, Audible, bank stuff	Summer time for reunion so kids are off school and adults are easier to ask for time off	Directions of the map for the location	Shorter time to reach final decision	Most helpful app organize my day for ease the reunion plan and collaboration and ease the reunion	Everybody has the same tastes of music and food	Everyone can travel on the same day and time with the same transportation method
Devices -Tablet -Laptop - computer - Mobile phones	Shopping on Amazon because it is easy	Pre-planned happy mily reunion	happier and positive collaboration experience	happier and positive collaboration experience	We all want to go to the same place for reunion	We all use the same devices
Organized outdoor activities	Camps in the mountains		Two family reunion per year: one in Summer and the other during Christmas holiday season		Everyone has the same habit	All white noise turns into beautiful music

Followed by the feature prioritization process.

Feature Prioritization Process

I like

| Amazon, Google, Spotify, Audible, bank stuff | Summer time for reunion so kids are off school and adults are easier to ask for time off | Directions of the map for the location | Shorter time to reach final decision | Most helpful app organize my day for ease the reunion plan and collaboration and ease the reunion | Everybody has the same tastes of music and food | Everyone can travel on the same day and time with the same transportation method |

I wish

What if

Devices -Tablet -Laptop - computer - Mobile phones | Shopping on Amazon because it is easy | Pre-planned happy mily reunion | happier and positive collaboration experience | happier and positive collaboration experience | We all want to go to the same place for reunion | We all use the same devices

Organized outdoor activities | Camps in the mountains | Two family reunion per year: one in Summer and the other during Christmas holiday season | Everyone has the same habit | All white noise turns into beautiful music

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Activities

| Amazon, Google, Spotify, Audible, bank stuff | Summer time for reunion so kids are off school and adults are easier to ask for time off | Directions of the map for the location |

Time Issues

Shorter time to reach final decision | Most helpful app organize my day for ease the reunion plan and collaboration and ease the reunion

Wishful Desires

Everybody has the same tastes of music and food | Everyone can travel on the same day and time with the same transportation method

Devices -Tablet -Laptop - computer - Mobile phones | Shopping on Amazon because it is easy | We all use the same devices

People/Behavior

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

Organized outdoor activities | Camps in the mountains | Well pre-planned family reunion | happier and positive collaboration experience | People get along well | Everyone has the same habit | All white noise turns into beautiful music

Lots of food, drink, music | Being part of the responsibility | Being a part of the planning

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Feature Prioritization

- High (Complexity axis)

Low Impact / High Complexity
- Two family reunion per year: one in Summer and the other during Christmas holiday season
- We all use the same devices

High Impact / High Complexity
- Same location desire
- Everyone can travel on the same day and time with the same transportation method

Low Impact / Low Complexity
- Share plans with family
- To see new cities virtually
- Listening happy music
- Lots of food, drink, music

High Impact / Low Complexity
- Most helpful app organize my day for ease the reunion plan and collaboration and ease the reunion
- Shorter time to reach final decision
- Directions of the map for the location
- Being part of the responsibility
- Being a part of the planning
- Organized outdoor activities

- Low (Complexity axis)
- Low — IMPACT/PRIORITY — High

The value proposition is created to show how this product fills user's need and the reason why this appl is needed.

A full user persona is created for Wonder Lee.

A storyboard of Wonder Lee is created along with the user journey map to see her experience step by step with individual interactions and her needs and emotions.

Persona: Wonder Lee

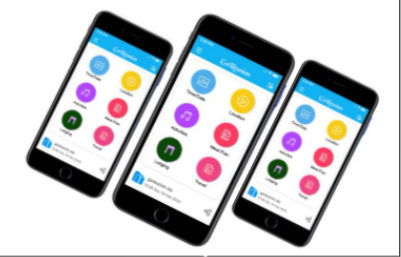Wonder needs to collaborate with her extended families for the upcoming family reunion.

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

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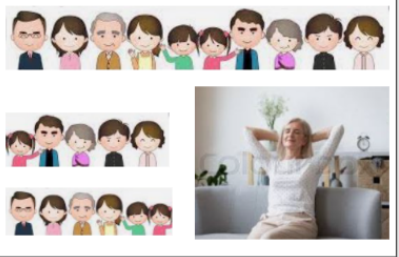
Using the keyword search through Google, she finds our app.

She tells everyone download the app and unzip it to install on the device,
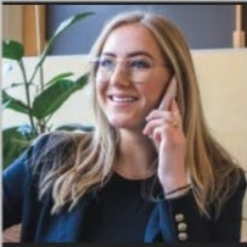
She gets everybody's input and feedback in a few days.

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.
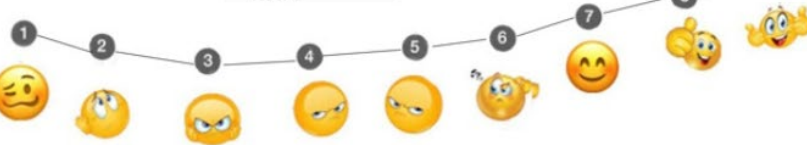
UX Scenario
Wonder loves her extended families and she would love to see them twice a year, if possible. She is stressed for collaborating and organize this coming family reunion because it is her turn to do so. She knows how much time and efforts for the past year the other people spent on the collaboration. 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 efficient way to collaborate with the extended families for the upcoming family reunion.

The Experience

1. Wonder is under time pressure to collaborate with the extended families
2. Want to use Facebook but her sister does not use Facebook
3. Twitter and Instagram running into the same complecations
4. Suggest to use Microsoft Excel to organize things but nobody want to learn how to use it
5. She suggests Zoom for a virtual meeting but can't find the time that works for everybody
6. Using the key word searching with Google, she finds the app GoReunion
7. Download and install the app on the phoneis quick and easy for everybody
8. GoReunion offers all the features she needs to organize the family reunion event
9. She completes the family reunion plan in less than 3 weeks with every family's input

I conducted a competitor analysis to gain more understand of the market needs and demands so I can develop better product with more effective UX design.

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

Here is the link for the full competitor analysis report:

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

User Flow

User flow was created to see how Wonder is going to browse the app.

Version 1

Version 2
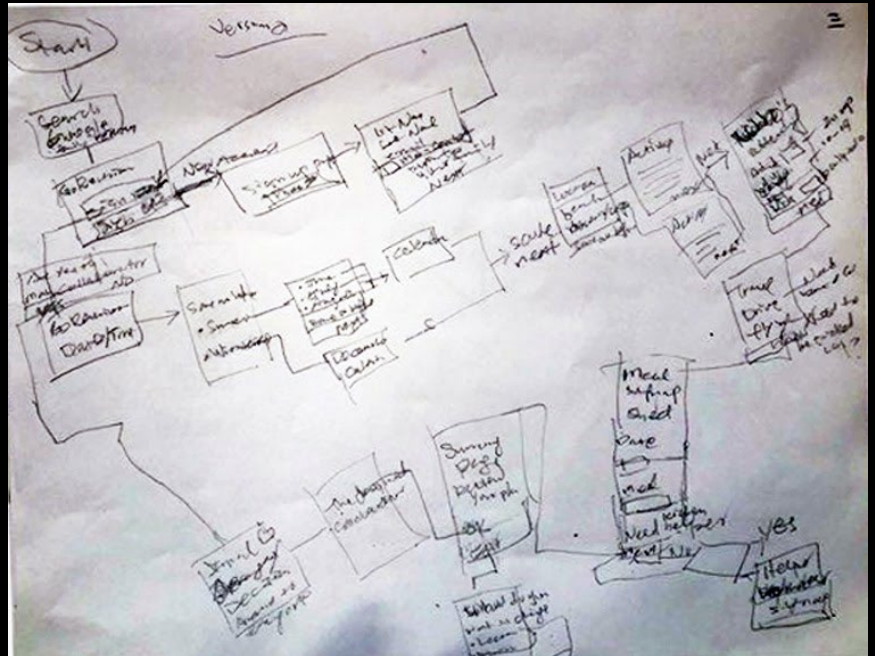
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Y4qGTg2hmxeEk/edit#gid=1229686124

User Flow

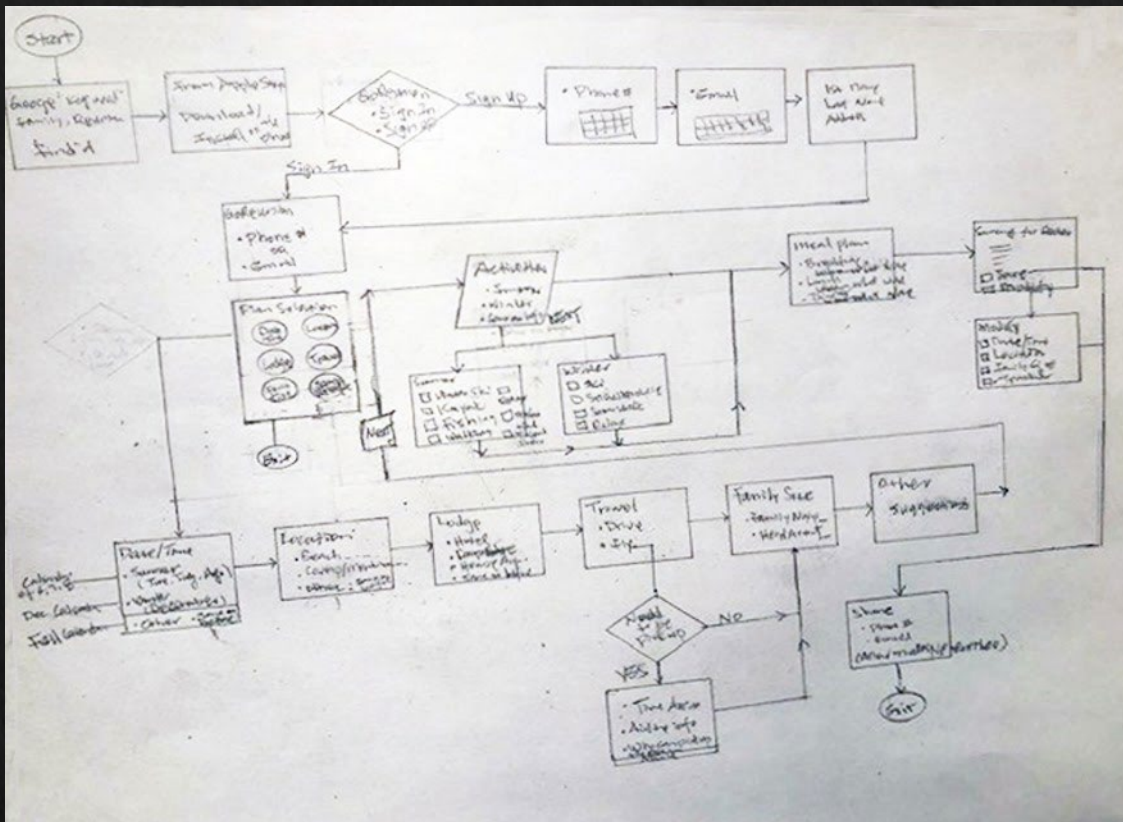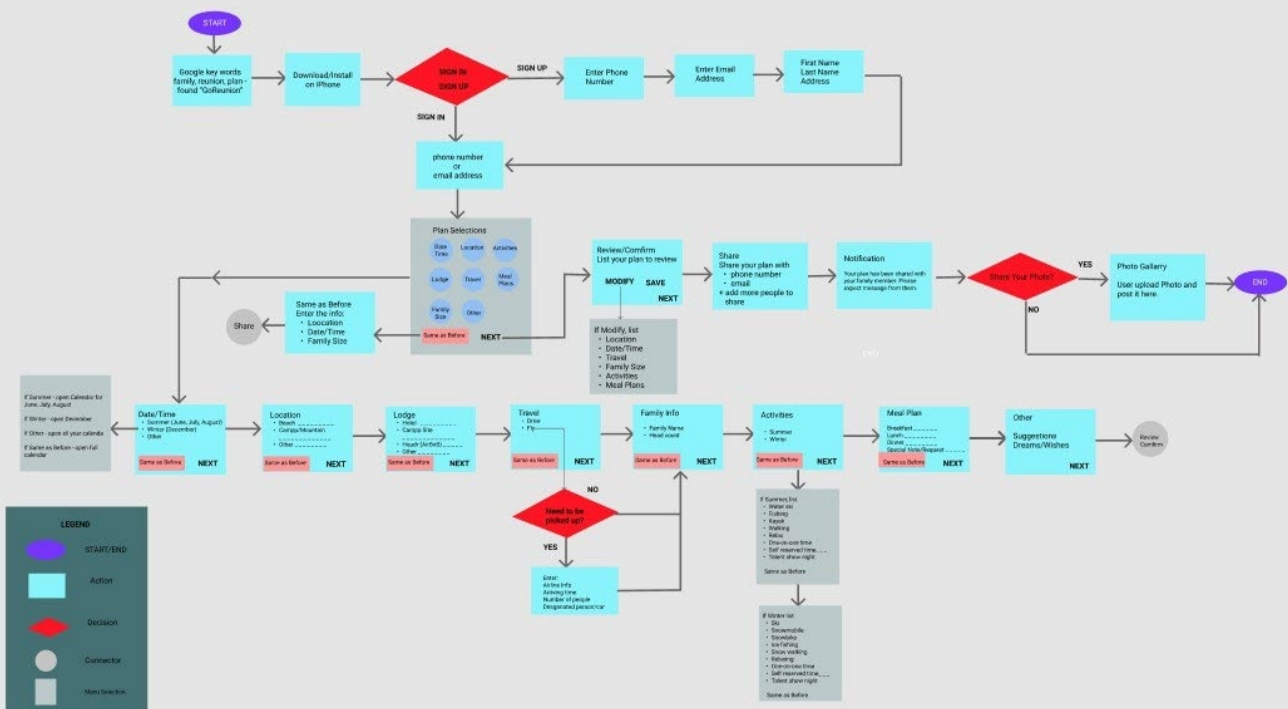Several versions of user flow was created to see how Wonder is going to browse the app.
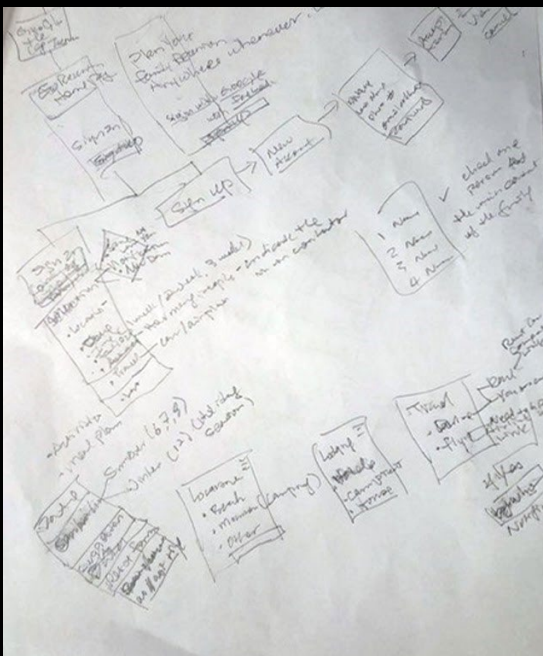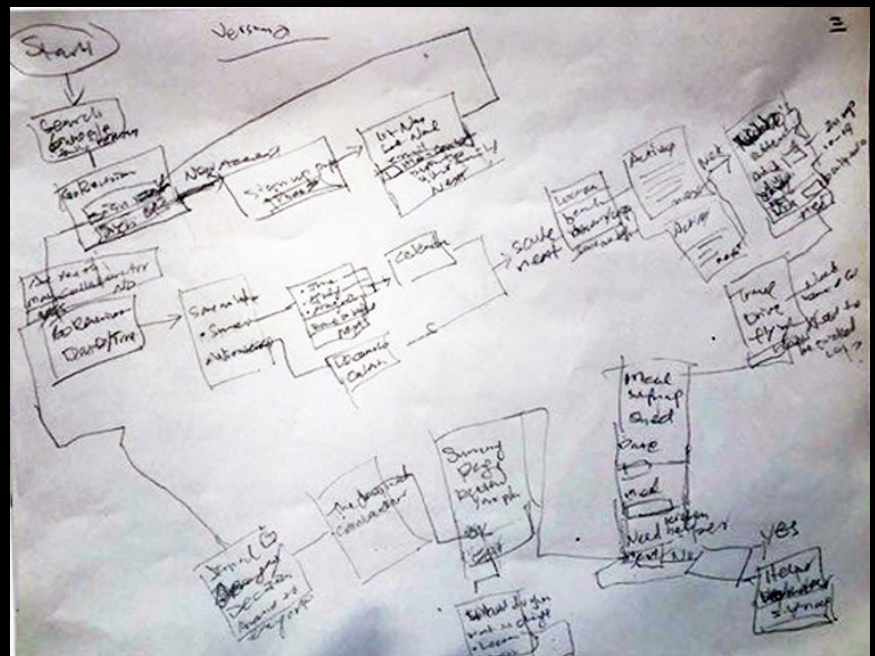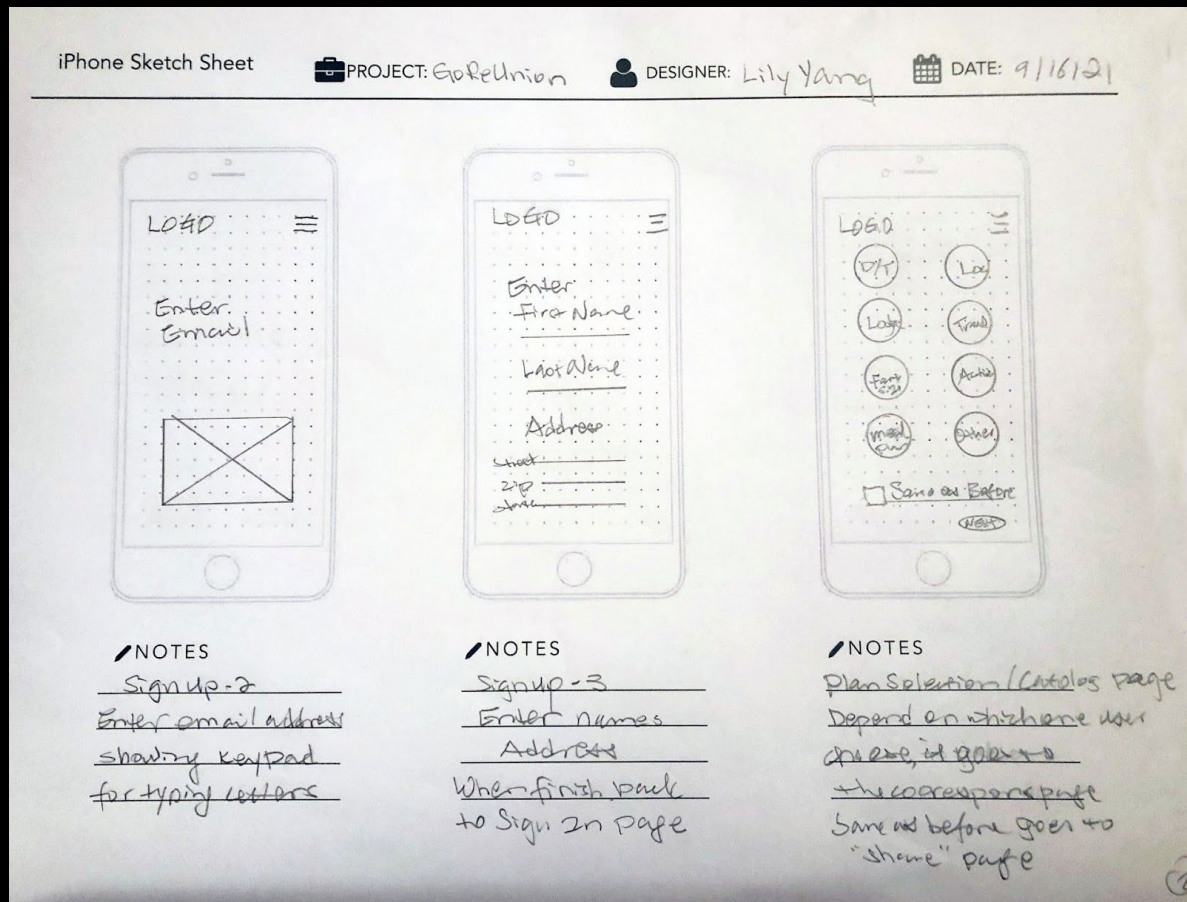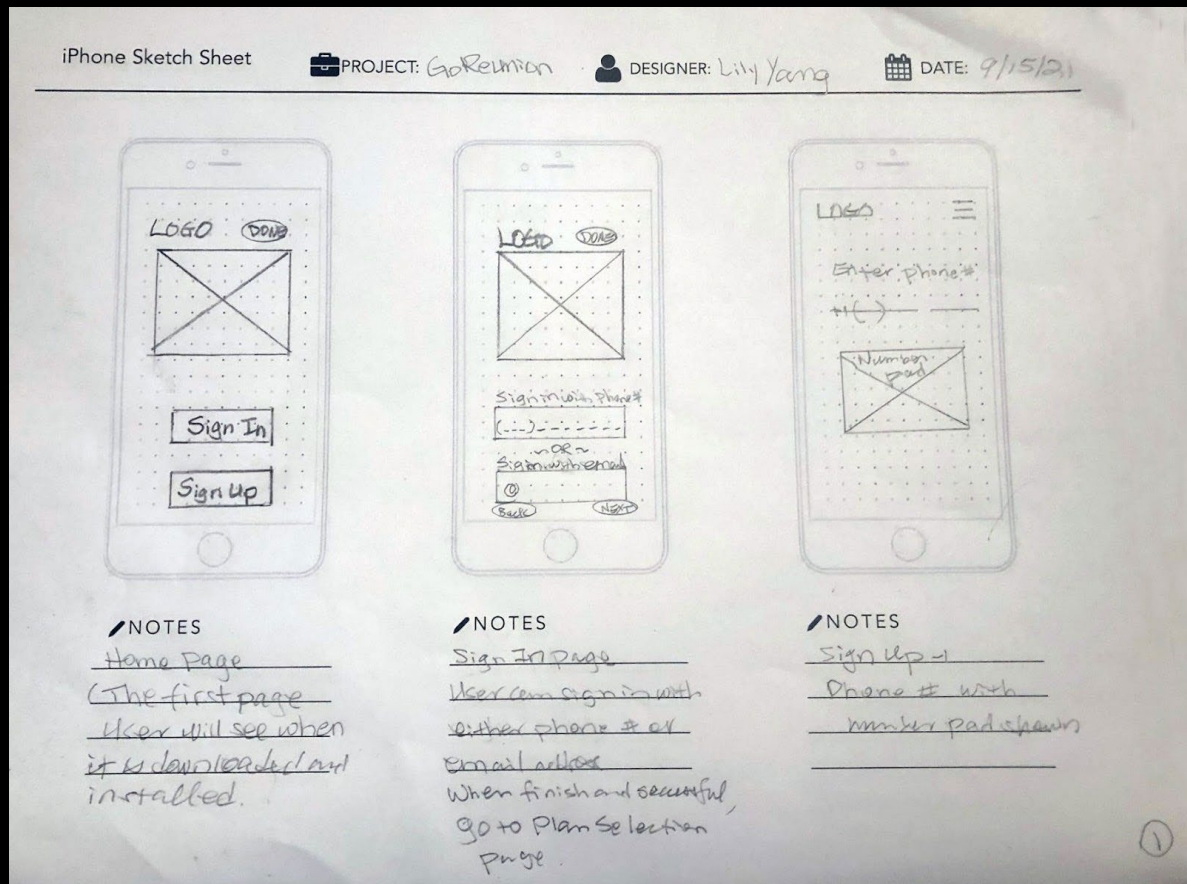
Version 1

Version 2

Version 3
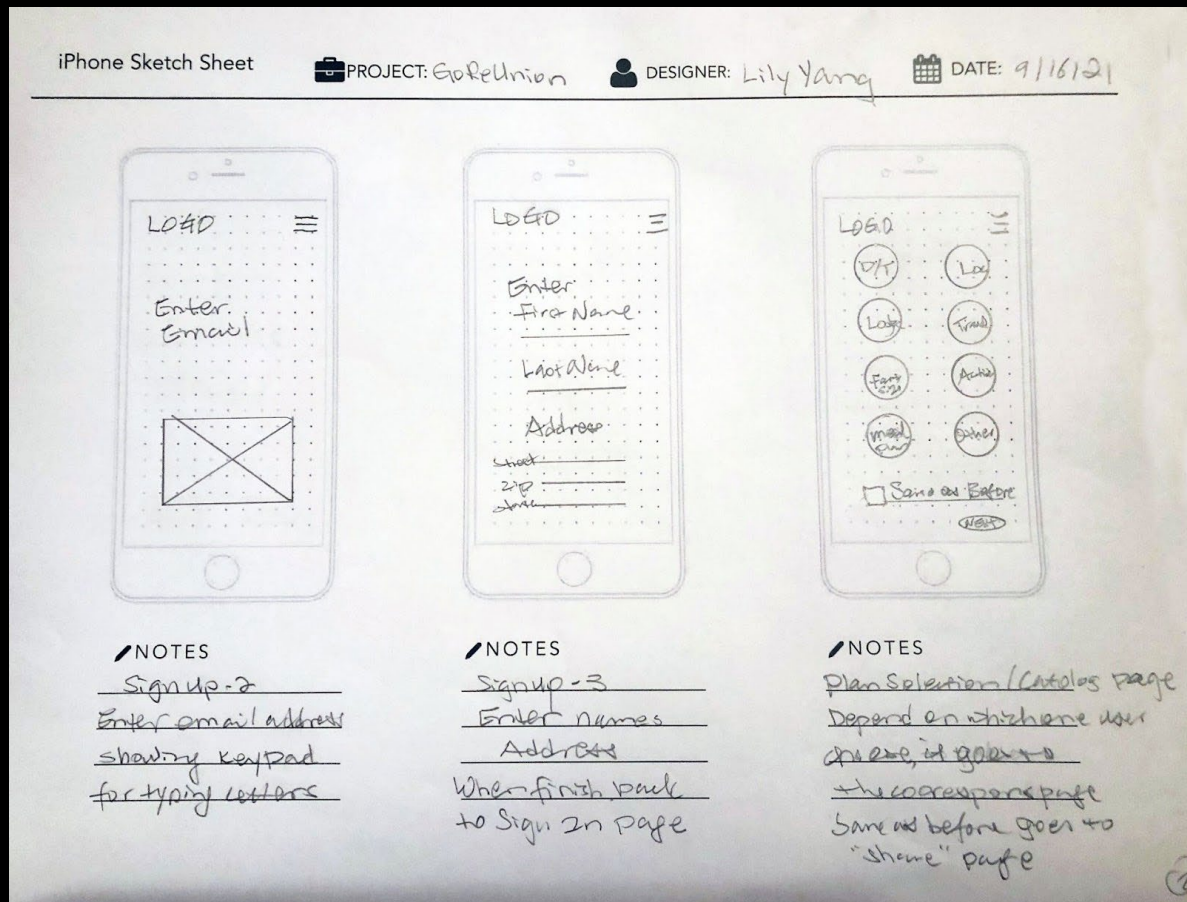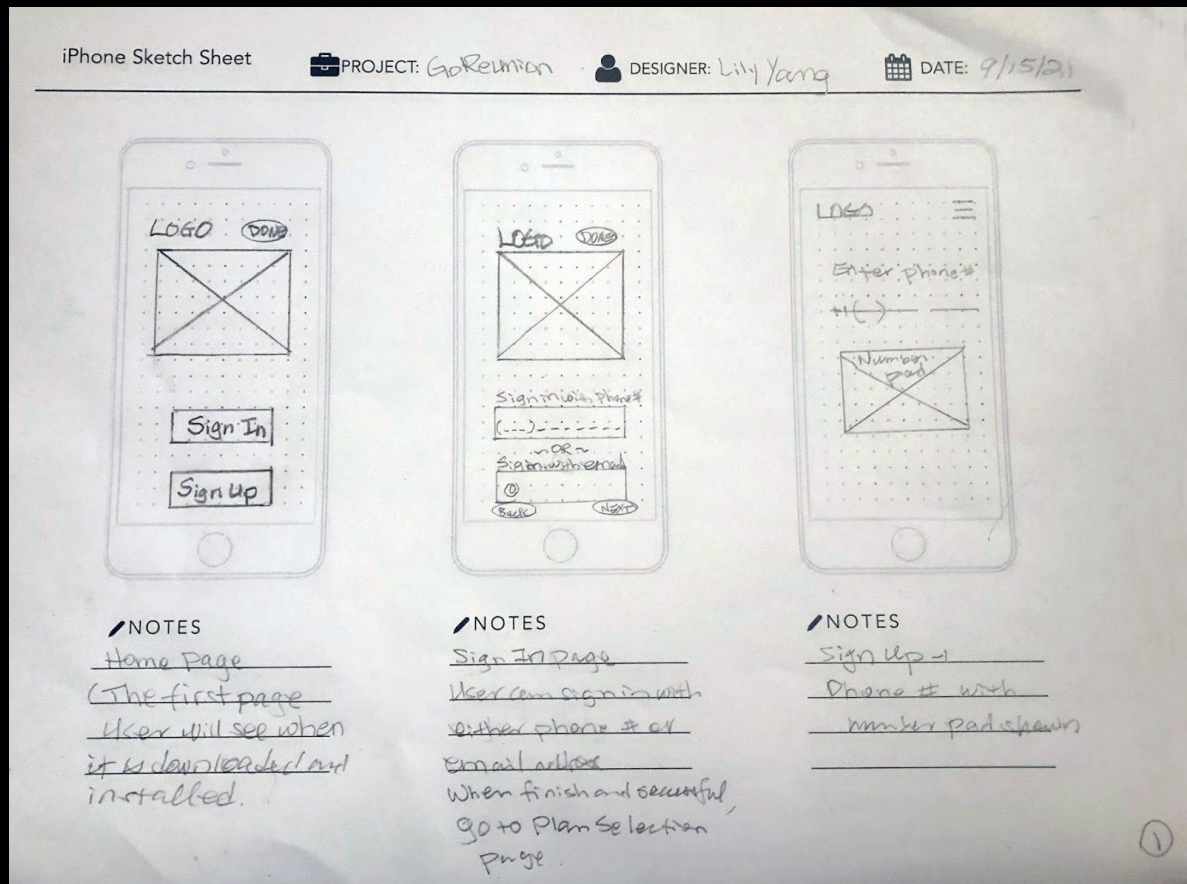

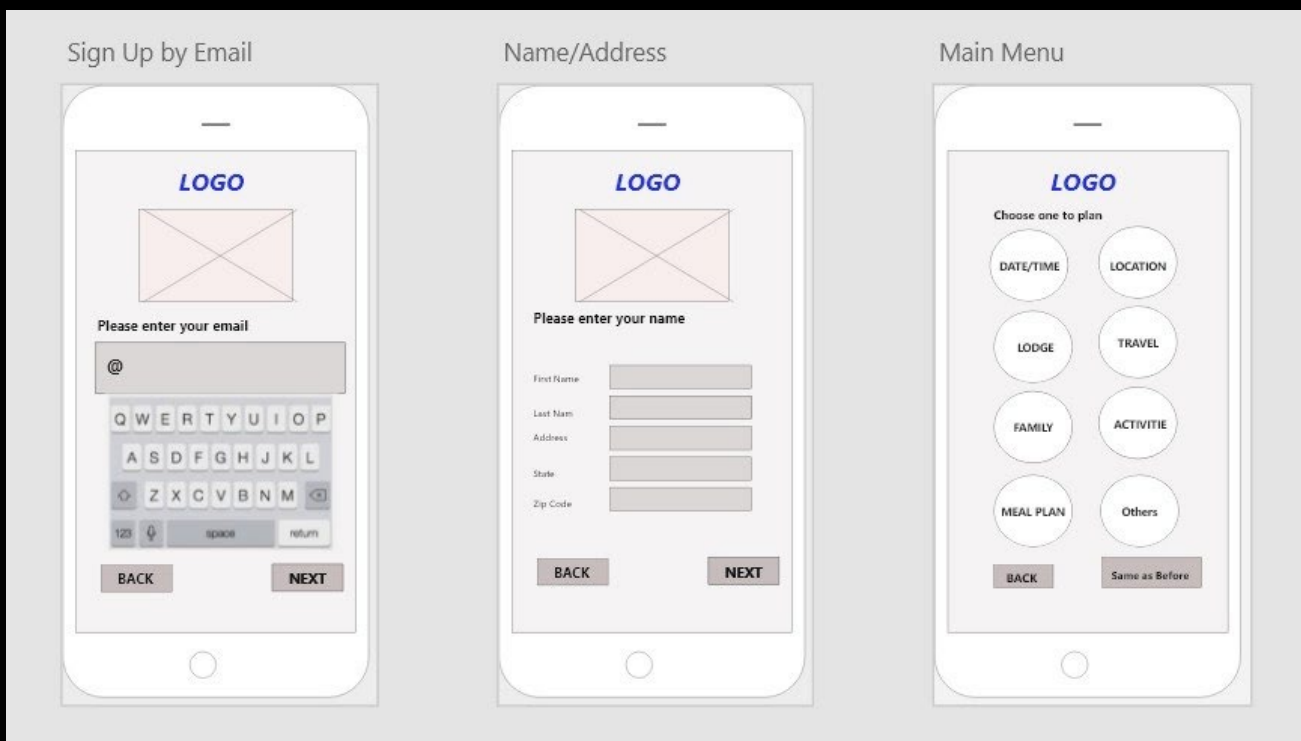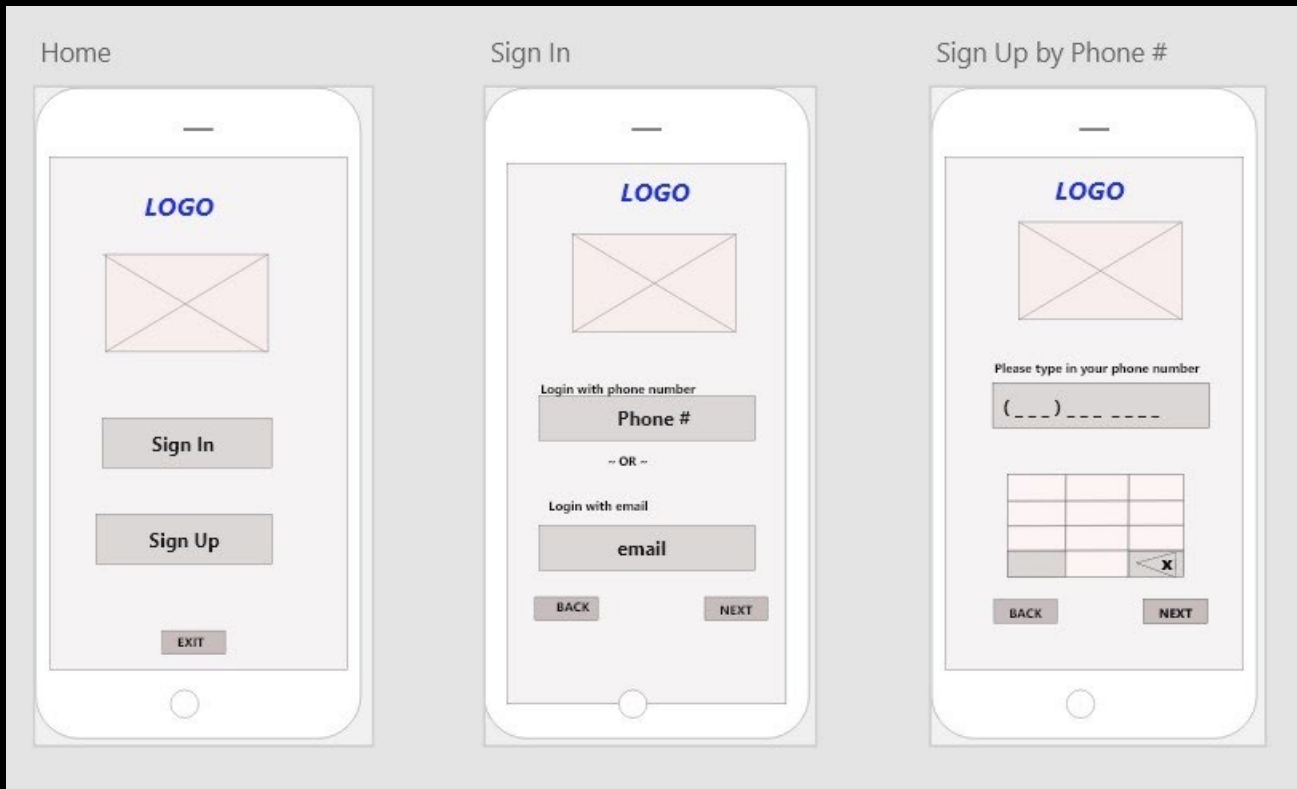Final version is digitalized with Figma.

Version 4

Wireframes were sketched for visualization of this product.

Wireframes were sketched for visualization of this product. Total are 9 pages with two shown here.
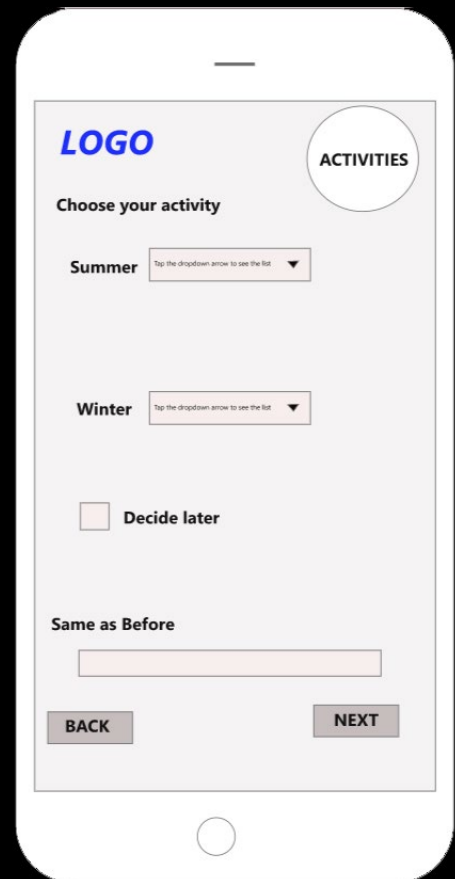
iPhone Sketch Sheet   PROJECT: GoReunion   DESIGNER: Lily Yang   DATE: 9/15/21

LOGO DONE

Sign In

Sign Up

/NOTES
Home Page
(The first page
User will see when
it is downloaded and
installed.

LOGO DONE

Sign in with Phone#
(---)--------
~ OR ~
Sign in with email
©
Back   Next

/NOTES
Sign In Page
User can sign in with
either phone # or
email address
When finish and successful,
go to Plan Selection
Page.

LOGO ☰
Enter Phone #
+1( )_____
Number Pad

/NOTES
Sign up -1
Phone # with
number pad shown

①

iPhone Sketch Sheet   PROJECT: GoReunion   DESIGNER: Lily Yang   DATE: 9/16/21

LOGO ☰
Enter
Email

/NOTES
Sign up - 2
Enter email address
showing keypad
for typing letters

LOGO ☰
Enter
First Name
Last Name
Address
street
zip
state

/NOTES
Sign up - 3
Enter names
Address
When finish back
to Sign In page

LOGO ☰
D/T   Loc
Loc   Trad
Fam   Ack
mail   Other
☐ Same as Before
Next

/NOTES
Plan Selection / Catalog Page
Depend on which one user
choose, it goes to
the corresponding page
Same as before goes to
"Share" page

②

Low-Fidelity digital wireframes and prototype were created in Adobe XD.

Home

LOGO

Sign In

Sign Up

EXIT

Sign In

LOGO

Login with phone number

Phone #

-- OR --

Login with email

email

BACK   NEXT

Sign Up by Phone #

LOGO

Please type in your phone number

(_ _ _) _ _ _ _ _ _ _

X

BACK   NEXT

Sign Up by Email

LOGO

Please enter your email

@

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123   space   return

BACK   NEXT

Name/Address

LOGO

Please enter your name

First Name
Last Nam
Address
State
Zip Code

BACK   NEXT

Main Menu

LOGO

Choose one to plan

DATE/TIME   LOCATION

LODGE   TRAVEL

FAMILY   ACTIVITIE

MEAL PLAN   Others

BACK   Same as Before

Here is the link to the clickable digital prototype in Adobe XD

https://xd.adobe.com/view/cc284f11-e4d0-4b56-bc20-c01d619268f2-997b/screen/31b2aa79-2ce3-4011-a01b-79397a5b2bfc?fullscreen&hints=off

Usability Testing & Findings

A lean usability test plan was created to test the lo-fi wireframe prototype. This testing plan has specific goals and objectives with tasks.
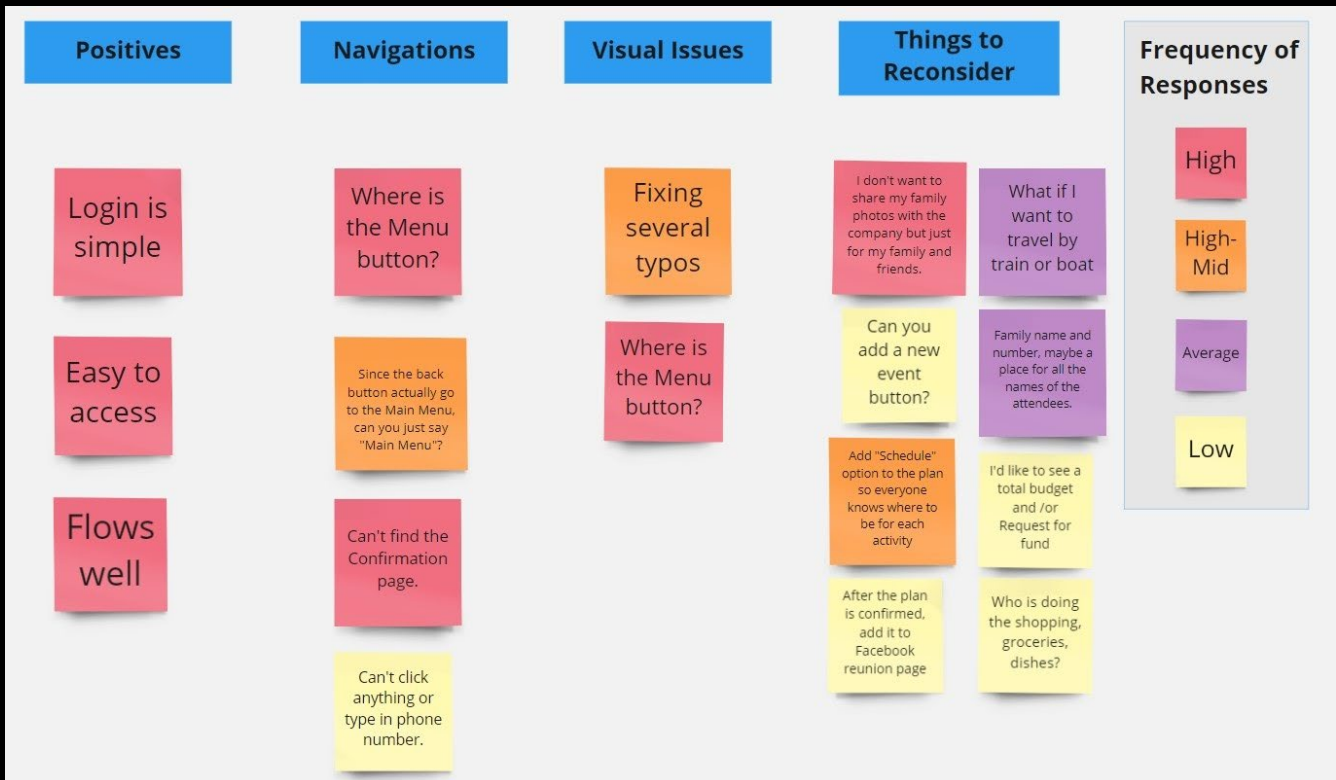
Here is the link to view the whole usability testing plan.

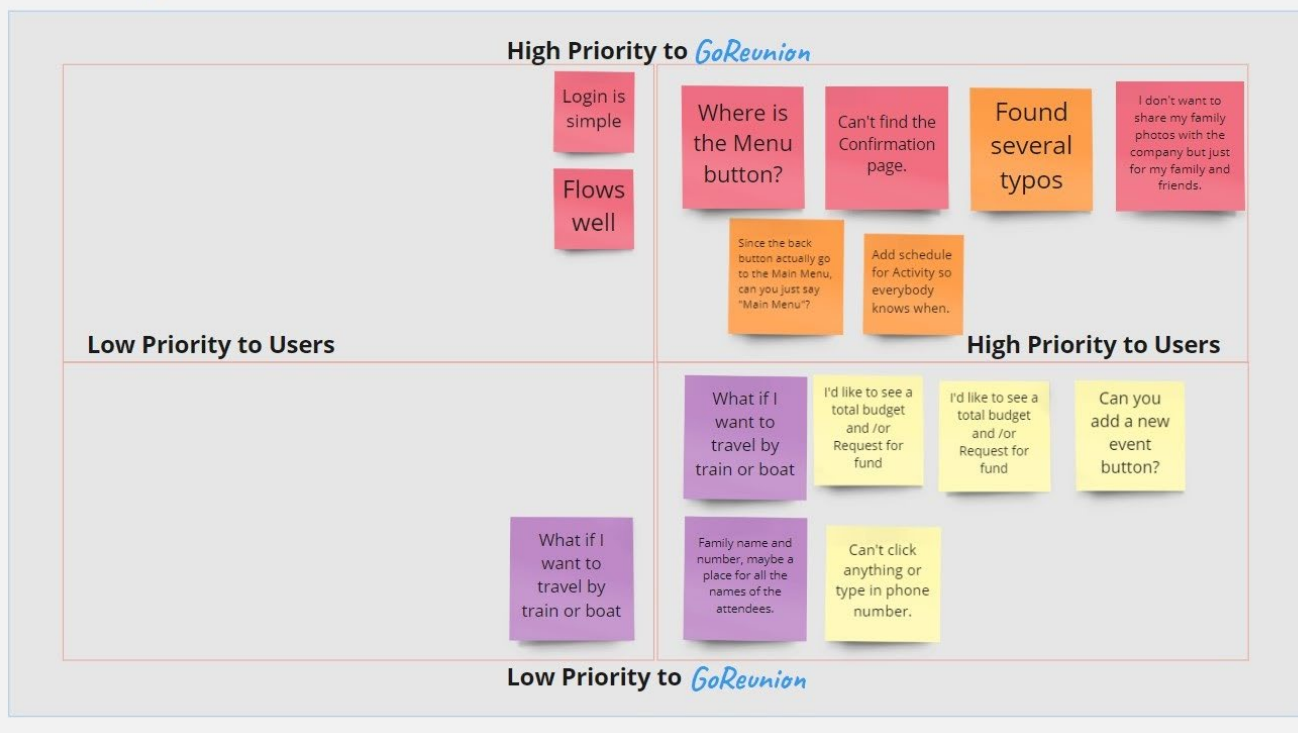https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:7a412b92-5ecf-47fa-960f-86770c71fe4f

Here is the video of usability testing. It is too big to upload it here. You may view it with the following link:

https://vimeo.com/610981293

User data and feedback were organized and prioritized in Miro.

Priority Matrix

Guerrilla User Test Result Summary

FINDING (What I have learned from the usability guerrilla test)

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 (What I have learned from the usability guerrilla test)

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 (What I have learned from the usability guerrilla test)

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.

Guerrilla User Test Result Summary

FINDING (What I have learned from the usability guerrilla test)

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 (What I have learned from the usability guerrilla test)

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 (What I have learned from the usability guerrilla test)

Logically, the whole thing flows well. Functionally, users 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.

Here is the link to the updated version of digital prototype in Adobe XD

https://xd.adobe.com/view/6878348a-3d2d-447b-a4e9-da6c3f995d49-3d2b/

Now the mid-high fidelity wireframes are ready for another usability test. A usability test with a scenario and tasks is created.

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.
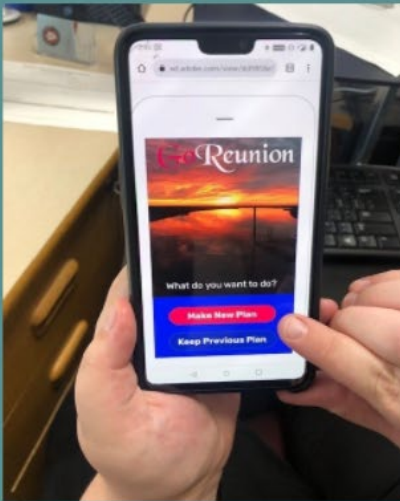
Task 1: Sign up an account with GoReunion, login and access the main menu.

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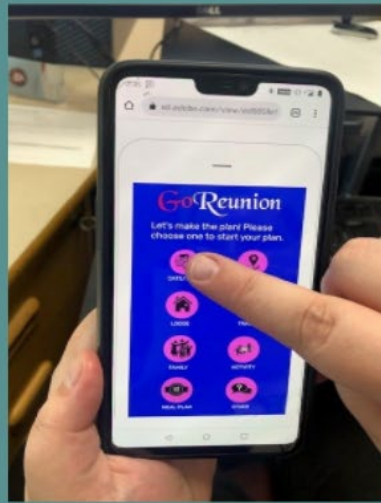
_____

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

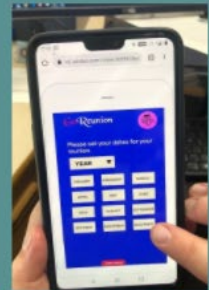Success: Yes ☐   No ☐   (If No, please specify why?)

_____

Usability Test Screenshots

GoReunion
Make Plan
page

GoReunion
Main Menu
page

Calendar Page

The modified and updated version of the digital and the clickable prototype in Adobe XD can be viewed with the following link:

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

What a journey! This is my first UX project. I have learned so much about the whole UX design process along with many new tools such as Miro, Figma, and Adobe XD. Every phase of this project is a different challenge and the big reward is to gain so much UX design knowledge and problem-solving skills on this journey.

Now I gain a new perception for why the website needs to be created with user-centered and focused approach. Because of the mobile technology develops so fast, I also agree that all website designs should take "the mobile first" approach for any product development.

Here is link to view the updated high-fidelity app prototype. In this version, I had updated all images with my own photos and built more prototype flows.

https://xd.adobe.com/view/c0dd213d-5c1c-4892-96ea-7815e3f3c7eb-958e/

This application is just finished phase I. As for phase 2, I would like to build more features such as some kind of voting system for everybody to chose either dates or locations.

I would also like to meet and talk to stakeholders and see the potential marketing for this application.

A desktop version is in the future. I plan to build a desktop version of the application for those who chose to use desktop computers only.

The more usability tests should be done to see if anything needs improved and maybe update the design with a more mobile-app feel. The current version still looks a lot like website on the desktop.

THE END
Thank you for viewing my case study.

Lily Yang
Lily.yang@davistech.edu
801-419-1154