

Getting started with HTML & CSS

1.1. Getting started with your frontend course

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General portfolio design

Introduction

Hi, I am Mélodie, Product Manager/UX Designer from London to Paris.

Creating and improving people centred-design, I strive to bridge the gap between people and technologies.

>>> Insert Linkedin picture

About me

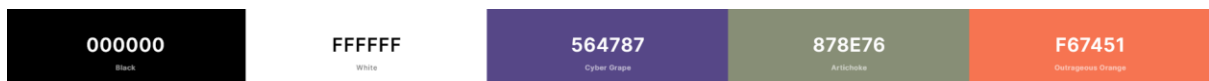
After graduating from HEC Montréal in entrepreneurship and marketing, I worked as a Digital Project/Account manager, I've worked on clients' digital strategies through data analysis and coordination of cross-functional teams. I became proficient in responding to business requirements with a customer-oriented approach and in finding stakeholders' consensus.

My curiosity in people, their behaviour in addition to the advance of new technologies and digitalization, lead me to product management/UX design, where I can mix all my interests, knowledge and competencies.

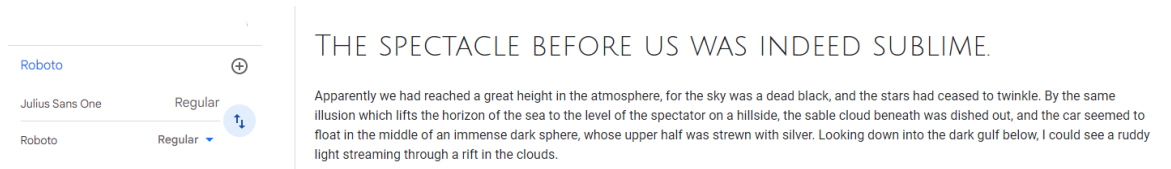
I love new challenges and having the feeling to be useful in people's day-to-day lives. I am always looking for new ways to solve/iterate or improve existing solutions. As a user experience designer, it is my mission to bridge the gap between the needs of people and possible technologies through the creation of designs or solutions that are intuitive and useful.

UI

Colors:



Typography:



Project 1: By Your'Self

BY Your'Self is a service app allowing you to find experts in different fields of work (Upcycling, recycling, renovation, DIY, gardening...). Whether it is for learning by doing or doing by yourself, our professionals are here to help and support you from a specific task to a whole project. Users will only need to book a video call appointment with their chosen professional and pay for what they get.

>>> Insert mockups

Overview and problem

"DIY" is everywhere. It's a pretty straightforward-sounding concept. But "DIY" might conjure up totally different images for different people because it can be about so many things. Basically, DIY means that instead of hiring a professional to do a particular task — or, buying goods from a store or an artisan — you're choosing to do that task or create those products by yourself with no direct help from an expert. DIY is really about you seeking out the knowledge and developing the skills you need to do something that you would usually pay someone else to do for you. How to bridge the gap between professional help on manual projects and desire to do it in person? How to bring additional value when users can find free information or tutos on the internet?

Challenge and goals

Create a simple and intuitive way to connect experts with users via video call instantly, so they can feel more confident and prepared to face their DIY problems. The app will be free to use but will require payment for any video calls done over the platform.

Competitive Analysis

To understand where By Your'Self stands in the market and identify some strengths and weaknesses of competitors, I performed a competitive analysis. I realized that here, there was no direct competition. In that sense, I choose close topic's apps as Fiverr (which connects businesses to freelancers) and Pinterest (a social media offering content on manual activities, design concepts and other topics).

>>>> Insert competitive analysis

Survey

A survey was conducted to identify users' needs, behaviours and goals about the DIY subject as well as their frustrations. Here is mixed quantitative data from an online survey with quantitative data from users interviews. I've documented users' apps/sources opinions? I also learned about the types of tasks users perform and in what context, and also which features or topics are the most important for them.

KEY INSIGHTS – Survey & interviews

- Covid-19 and ecological concerns push people to do more by themselves
- 40% of people are practicing DIY several times a month
- « DIY and learning by doing are useful for everyone »
- Everyone contact professionals for help
- “If it is too expensive or technical” it would be probably better to hire someone to do it

Topics’ ideas

- Gardening
- Sew
- Home decoration
- Renovation/Household Electronical issues
- Cooking
- Crafting/Upcycling
- Recycling

Activities

- Creating & decorating
- Crafting/Improving/modifying
- Learning
- Repairing, upcycling

>>> Insert images of questions, participants infos, survey

Personas

>>> Insert images of user personas portrait

User Journey & Task flow

To understand exactly what users want to accomplish and how they carry out a set of tasks, I created a mental model. Personas motivations helped me to determined which motivations are driving actions in order to catch all different app touchpoints and emotional experiences. Then, I went on to create a user journey map and user flow to visualize how users will interact with the app.

>>>>> Insert Jeanne's User Journey & Task flow

Sitemap

With user journey and user flow in hand, I was able to determine my app screens and design a sitemap. I ran a card sorting test using Optimal Workshop to categorize features under different sections and create a logical architecture.

>>>>> Insert final sitemap

Sketches

Next, I designed low-fidelity wireframes by sketching out a framework on Balsamiq. Screens were chosen to illustrate the app navigation and most important features to get an overall idea of how I will design it. This step was quick to create and easy to modify in order to not worry about details or loose time during iterations.

Mid-fidelity

Once I had the general concepts/designs down on paper, I translated my designs into mid-fidelity wireframes to convey form, function, and specific UI. These wireframes were created using Sketch.

>>>>> insert mid-fidelity wireframes

High-fidelity Prototype

>>>>> insert high-fidelity wireframes

Search for experts

There are different ways to search for an expert: By keywords, by categories or by recommended content. A filter function is also available to help users refine their searches.

>>>>> Insert screens of search mode (home page + Filter page)

Book an expert and pay for the service you get

Expert profiles are designed in a way that users can find all experts' information on the same screen. Once they find the perfect expert, they just need to find its availabilities and prices. Then, they just have to follow the guided booking steps until the confirmation booking page. In case of, it is still possible for users to contact the expert through messages or save him on their favourites for later.

>>>>> Insert screens of expert profile (all screen)

Typography

The app is designed with two fronts:

- Primary: Arial - Bold (title, sub-titles)
- Shree dravanagari 714, Bold (text, descriptions, buttons, alerts)

>>>>> Insert font info + sizes used

Colors

Regarding colors, we have three main colors: Navy blue to be attractive and professional, white and grey to contrast. Also, the primary text color is black.

>>>>> Insert image of the color palette

Inspirations:

<http://jonnyczar.com/>

<https://www.herasaqib.co.uk/>

<http://simonpan.com/>

<http://www.sarahjutrass.com/>

The Approach

Crafting a good product experience is like telling a good story. We have to pay attention to the details, but without losing sight of the power of the entire narrative. Great experience design takes into account all of the touch-points one has with a product or service, weaving a story together so

compelling that it will yearn to be shared and retold. Through the practice of holistic, thoughtful UX design and the execution of beautiful UI details, together we can create soulful solutions that will tell your story in a new way.