

Panda world cross-platform Design

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Project overview



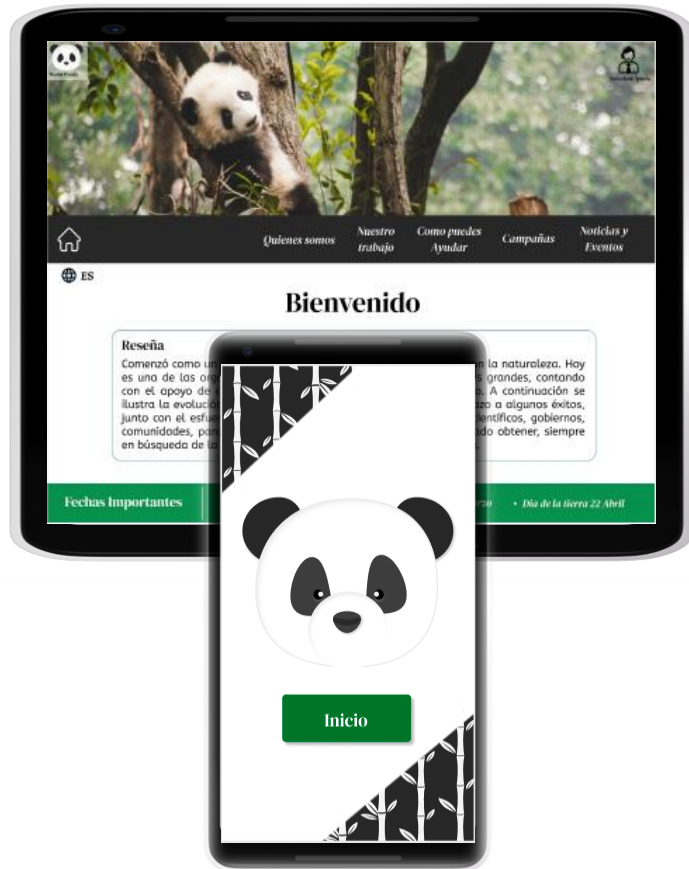
The product:

We are creating a multiplatform tool to help conserve a species of endangered panda seeking to promote environmental awareness, for our users we are making known how they can contribute to this cause from any device, we want them to be part of the change and bring them a little closer to panda life through global events, newsletters, news and campaigns.



Project duration:

June 2021 to December 2021



Project overview



The problem:

People with a spirit of environmental conservation who need to make their donations remotely and want to be aware of the programs for the preservation of the panda bear worldwide.



The goal:

Design a multiplatform tool for the World panda foundation that allows users to donate and learn about all the conservation strategies of the endangered species of the panda bear worldwide

Project overview



My role:

UX designer designing an app for Love & Flowers florist from conception to delivery.



Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I am designing for and their needs. A main group of users identified through the research were working adults and young students who have a great interest in the conservation of endangered species such as the panda bear and who do not know how they can help.

This group of users confirmed initial assumptions about users interested in conservation, but the research also revealed that ignorance was not the only factor in helping with endangered species. Other user problems include obligations, travel limitations, technological knowledge, interests or challenges that make it difficult to contribute to the conservation of the panda bear through the web or to volunteer directly.

User research: pain points

1

Time

Working adults are too busy to spend time volunteering in various parts of the world

2

Distance

The long distances in which the main endangered panda species are found

3

Accessibility

The platforms for ecological conservation are not equipped with assistive technologies.

Persona: Dann

Problem statement:

He is a busy environmental worker living in New York City who needs to make donations and learn information about the endangered panda species



Dann Carter

Age: 38

Education: MBI business

Hometown: New York, NY

Family: Mother and Father

Occupation: Financial Manager

"All beings of nature are a great gift especially the tenderness of a panda bear"

Goals

- Find a platform that suits your schedule and helps you contribute to the conservation of the panda bear

Frustrations

- I don't know how to help from my city, I would like a guide
- not having time to volunteer in another country

Dann is a financial manager in a prestigious company, lives in New York city, is a lover of nature, travel and the panda bear, has a long working day. He is an ecologist in his spare time makes visits to the botanical garden and zoos near his city, however he has not found a way to help the conservation of his favorite species from his hometown because he does not have much time, so he wants find a way to help conservation that fits your busy schedule

User journey map

It is important to have the availability of our user's time, their ease of use of new technologies, take into account their needs, be empathetic on the platform with the interests of making their contribution to the conservation of an endangered species

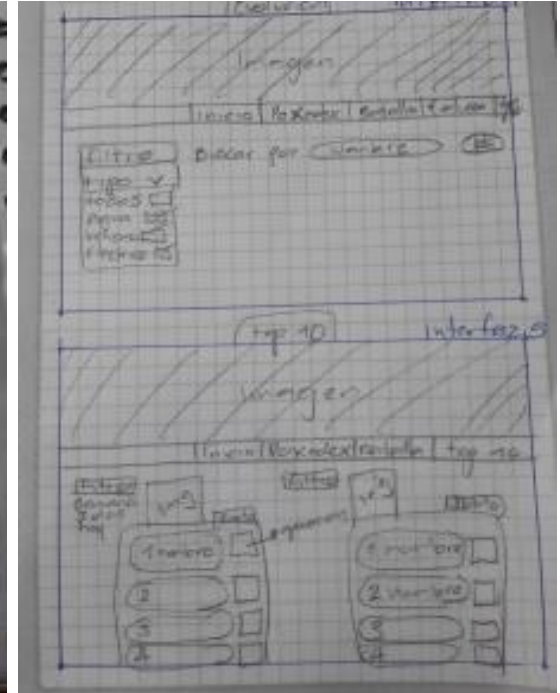
Persona: Dann Carter

Goal: make a donate or learn more about the conservation of the panda bear

ACTION	locate the means of transportation to go to the mall	find the nearest bus station	find the correct bus route to start the journey	verify that the bus stops at the mall	cross the highway to enter the mall	go through the entire mall to get to the florist
TASK LIST	-check the traffic congestion log. -search the internet for bus routes -identify which route is faster	-call the operator to locate the route -check the distance from the station on the internet -walk to the station	-pay the ticket of the route -route waiting time -get to the station	-accompany the journey in the maps application -find a seat for your visual comfort	-look for a bridge for pedestrian crossing -go up the ramp -cross the highway	-walk to get to the florist -find the fastest route by walking to get to the florist
FEELING ADJECTIVE	<ul style="list-style-type: none">• Confused• abrumado	<ul style="list-style-type: none">• Hopeful• indecisive	<ul style="list-style-type: none">• Insurance• expectant	<ul style="list-style-type: none">• Alert• distrustful	<ul style="list-style-type: none">• Tiredness• expectant	<ul style="list-style-type: none">• Animated• happy
IMPROVEMENT OPPORTUNITIES	have an application to place the point of origin and destination	chairs to sit while waiting for the bus rout		Inside the bus the name of each stop should be announced		

Paper wireframes

Initially, I started thinking about what would be the most useful content of a multiplatform tool with a social objective such as the conservation of an endangered species, what would be its main categories and the best way to present them to users, facilitating usability and creating an intuitive route for it.



Digital wireframes

In the list the user will find access to information of interest easily

As the initial design phase continued, I made sure to base display designs on research findings with users.

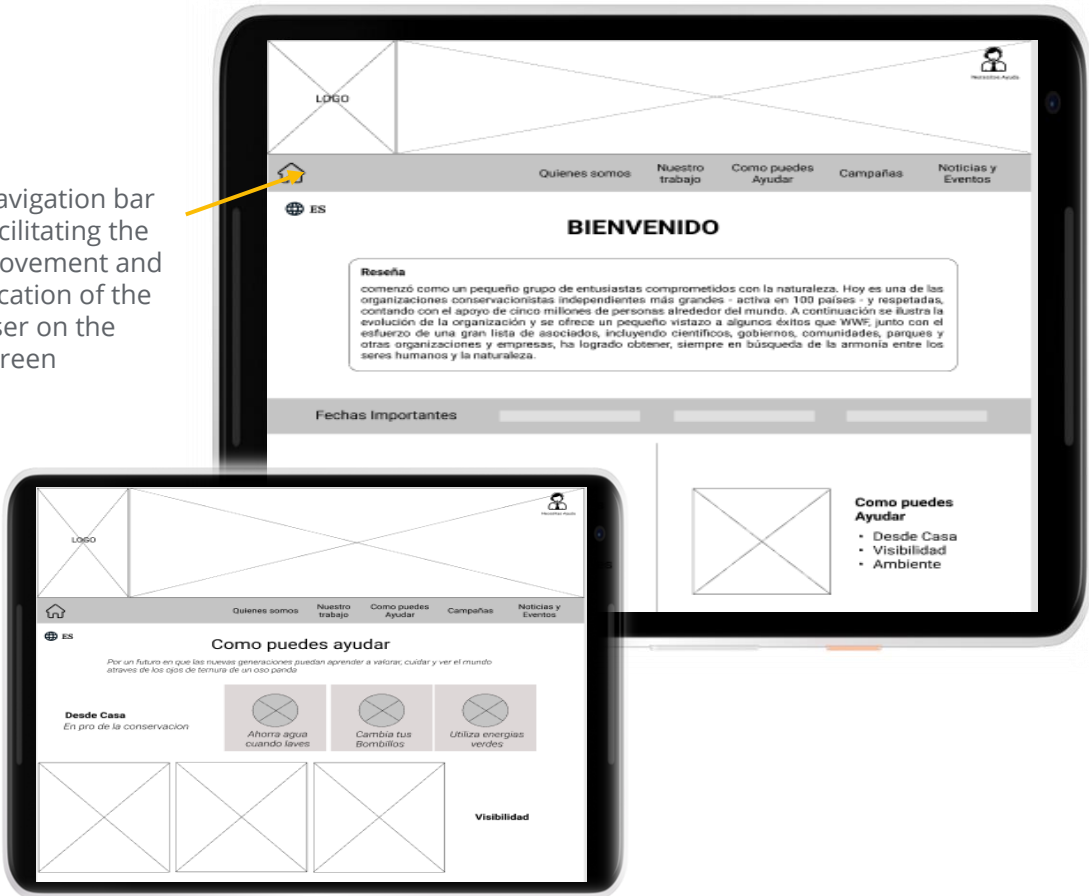


in this panel are the 4 main product categories facilitating user access

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies

Navigation bar facilitating the movement and location of the user on the screen



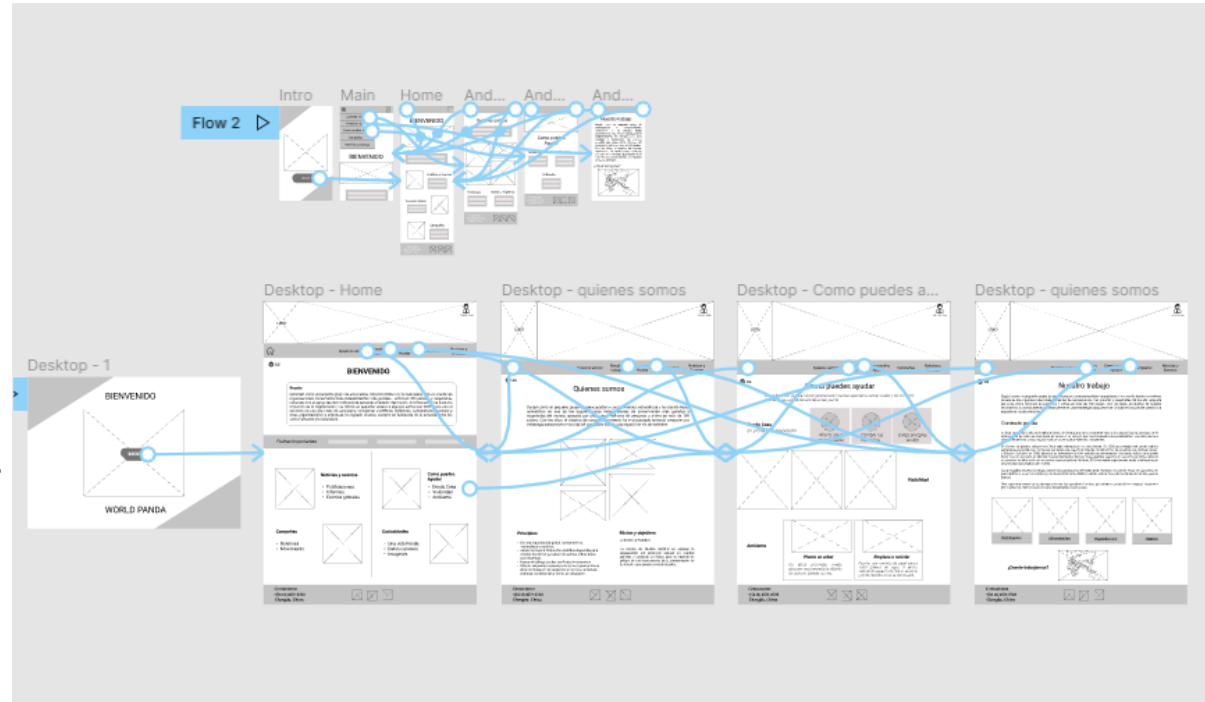
Low-fidelity prototype

I created a low-fidelity prototype looking to represent the main user flow by presenting an interface with the views and images so that the prototype could be used in a usability study.

View the World Panda

[low-fidelity prototype mobile](#)

[low-fidelity prototype desktop](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 users want to know that they can donate from the home page
- 2 Users want to know more options to help for conservation from their places of origin.
- 3 Users want to be closer to endangered species

Round 2 findings

- 1 the navigation process does not include the return to the home page
- 2 The opportunity to donate is only presented at one of the views

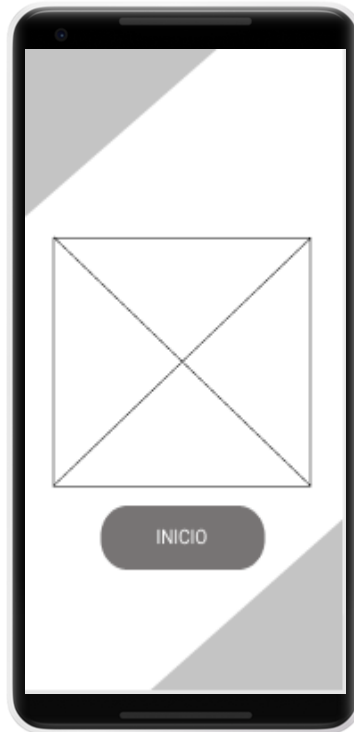
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The first designs allowed defining part of the visual structure, however, after usability studies, it was decided to place a welcome image before identifying the categories available in the following interface, seeking to characterize the page before the start of the experience.

Before usability study



After usability study



Mockups

The second usability study revealed frustration with the flow of the multiplatform tool, since for the user it was not clear where he could request help and contact the foundation, for this reason this option was modified so that it was available in all views,

Before usability study 2



After usability study 2



Key Mockups



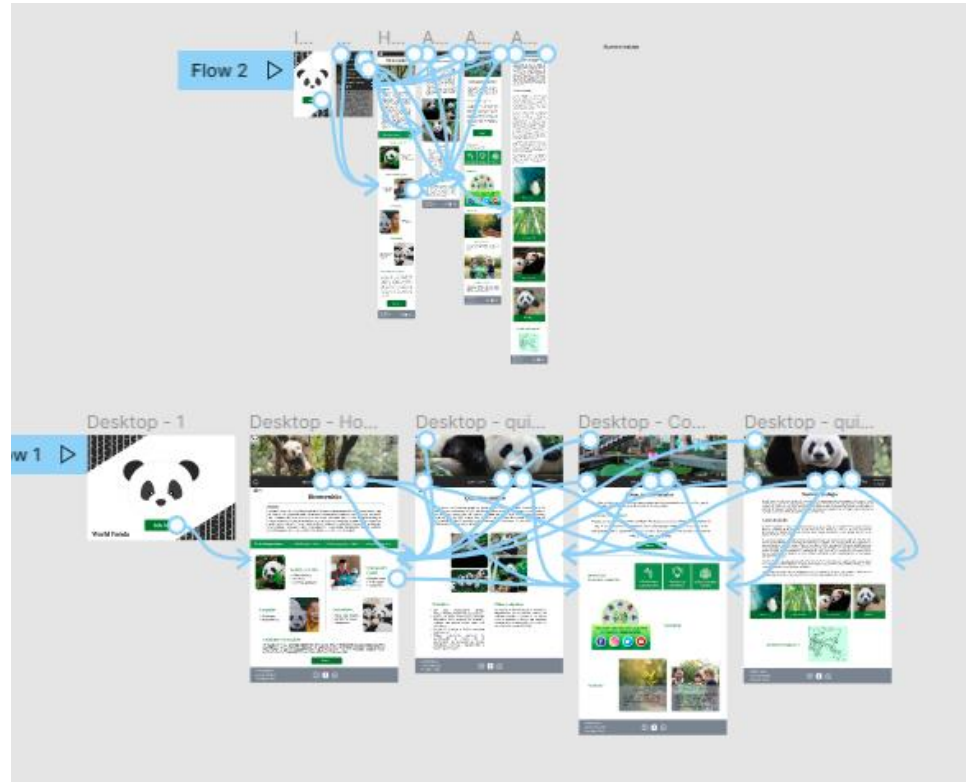
High-fidelity prototype

The final high-fidelity prototype presented cleaner and more intuitive user flows in order to facilitate access to the information in each section of the page. I also managed to meet the needs of users in the options for requesting help and how to donate additionally seeking an approach to the endangered species of the panda bear remotely.

View the World Panda

[high-fidelity prototype mobile](#)

[high-fidelity prototype desktop](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons + text to help make navigation easier in the app.

3

Used detailed imagery to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The application takes care of every detail so that its users can have a pleasant and easy experience supporting the conservation of the endangered species of panda from anywhere in the world.

One quote from peer feedback:

"The use of images within the designs is excellent"



What I learned:

While designing the multiplatform tool for the World Panda Foundation, I learned that all parts of the process are very important that each type of user has different needs. that the iteration process in the designs must be constant, and that usability studies provide relevant information for structuring the needs of the target user.

Next steps

1

Conduct another round of usability studies to validate whether the weaknesses that users expressed at the beginning of the investigation have been effectively addressed.

2

I would like to implement some additional features, such as the multi-media donation process and the dynamic location map.

Let's connect!



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

Email: nataliasita04@gmail.com

Website: https://nataliasita.github.io/Personal_Brand/