



# UI/UX case study: Redesigning Skype Mobile App

Aiming to make Skype more user friendly

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Design with Figma, Miro, Zeplin

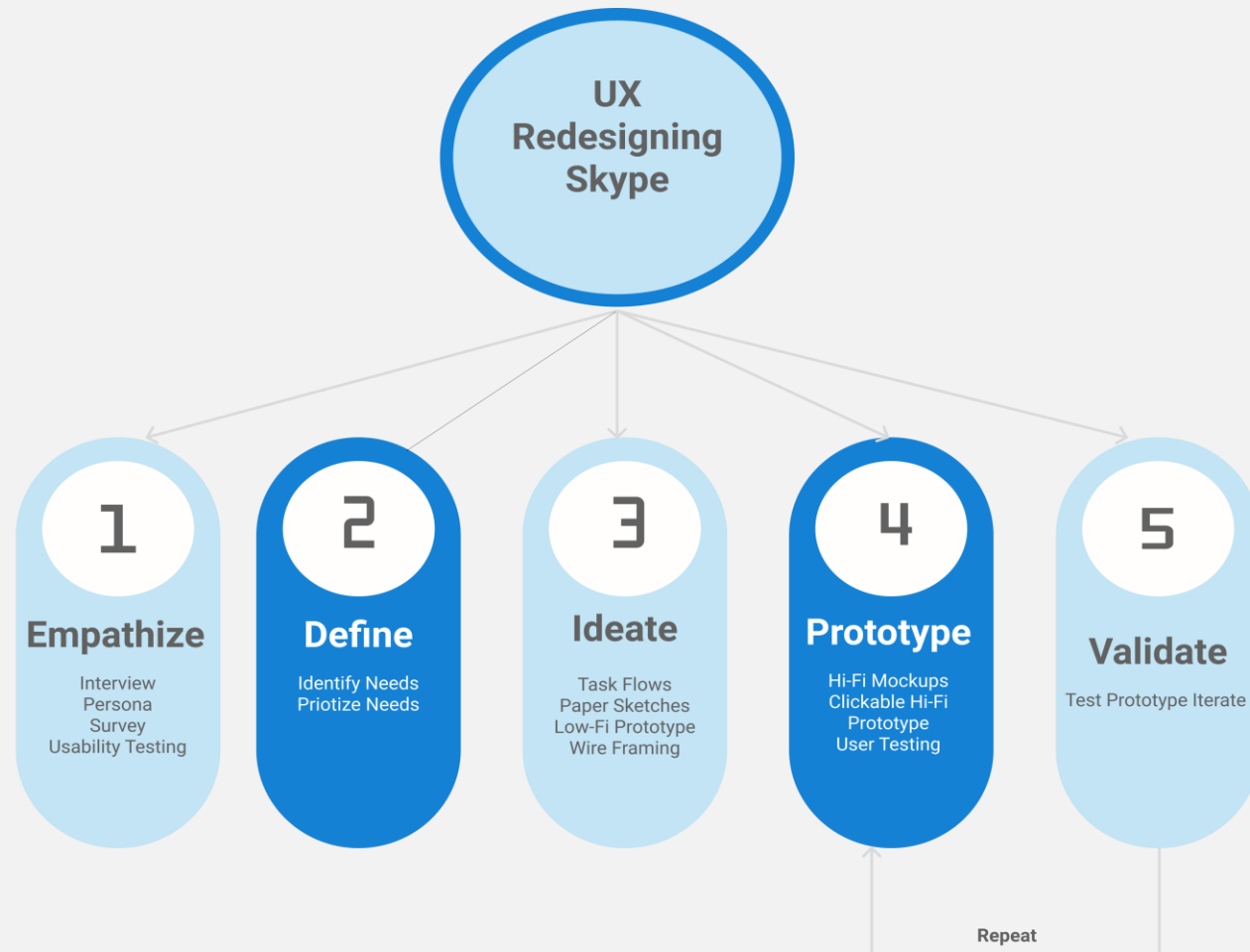
# BACKGROUND

- There are so many different communication tools used for social distancing and video conferencing. Nowadays, many people use video conferencing technology daily either for personal purposes with friends and family or to communicate with employees or team members.
- Video conferencing is so beneficial and valuable in business. It brought another dimension into business since it provides flexibility to have face-to-face meetings without the expense of travels; it also allows us to share documents and images during meetings.
- There are so many well-known solutions that allow people to communicate and socialize anywhere in the world from different locations and make life more comfortable.
- One of my favorites is Skype. It is a telecommunications application specializing in providing video chat and voice calls between computers, tablets, and mobile devices owned by the Microsoft.

# RESEARCH PLAN

- My research plan is to redesign Skype to be more user-friendly and help the app grow much more significantly than before.
- To be honest, I always was using the desktop version of skype during my online meetings, and it was so enjoyable and practical. A few months back, I downloaded the Skype IOS version suitable for the iPhone for ease. However, after two days of using it, I deleted the app and switched to the desktop version.
- In my defense, as a user, the appearance of the app is not motivating enough to stick using it. And in terms of UI/UX, it seems to build up poorly.
- This UX case study is my attempt to improve the existing appearance of mobile application of Skype.

# MY DESIGN PROCESS











# RESEARCH METHODS & PLAN

- Before starting the process, I created Interview questions, which gave me an idea of users' needs. I gathered information about the concept, end-users, problems my product is trying to solve.
- Then, I have started the interview part, in which I have interviewed 4 persons of different ages, but they were all tech employed or students.
- Based on key findings, I realized that people willing to use skype for their meetings or personal needs, but all agreed that the skype mobile app is not user-friendly and motivating enough daily.
- So, they need something user friendly and comfortable enough to interact with which covering their needs, including
  - ✓ Registration Process
  - ✓ User Interface Motivation
- ✓ While these are small numbers of data, it was more than enough for me and my little personal project.
- ✓ Based on my interview questions, I created personas of users who I knew used skype for at least three months to figure out their goals and frustrations of using The Skype App. I selected and prioritized the most and least essential features for users and the application after that.

# EMPATHIZE (USER PERSONAS)

- I summarized all the notes from users' pain points and the needs into similar categories and created a single board contains all the information from users.
- The most and least essential features selected and prioritized for users and the application after that.

	<p><b>Scenario</b></p> <p>Emma is a thesis-based Engineering Student. She uses skype for her online meetings and individual group meetings with her supervisor and her lab mates weekly. She uses Discord and zoom as extra communication tools.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- the video quality is good</li> <li>- It is free</li> <li>- it is easy to install, and it works with no much configuration.</li> <li>- Chat option with everyone or with a particular individual.</li> <li>- They can have group meetings.</li> <li>- Share screen option for their presentations</li> </ul> <p><b>Frustration</b></p> <ul style="list-style-type: none"> <li>- It freezes a lot in the middle of the discussion.</li> <li>- I have the ios version of skype because I need to keep updated with new tasks.</li> <li>- delay in getting notifications is disturbing</li> <li>- The skype mobile app is not motivating</li> <li>- it is not user friendly</li> </ul>
<p><b>Emma</b></p> <ul style="list-style-type: none"> <li>- 25 years old</li> <li>- Masters Student</li> </ul> <p>📍 Montreal, Canada</p> <p><b>Favourite Communication Apps</b></p> 	
	<p><b>Scenario</b></p> <p>He uses skype for some sort of small meetings. Also, he uses the skype mobile app to communicate with his family abroad. And He also uses zoom and Microsoft teams as extra tools.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>-Skype is an excellent communication tool. Not only is Skype popular with businesses.</li> <li>- it's also a perfect tool for connecting with friends and family from all over the world.</li> <li>- Making local, domestic, and international calls is a great feature.</li> <li>- Conduct both screen and document sharing</li> <li>-It supports large files to send, which is nice.sharing.</li> </ul> <p><b>Frustration</b></p> <ul style="list-style-type: none"> <li>- Skype freezes up</li> <li>- The Mobile App is not motivating.</li> <li>- Creating an account takes time on skype</li> <li>- Difficulty in remembering Username in registration part</li> <li>- Delay in getting a notification in the Mobile App is disturbing.</li> </ul>
<p><b>Medi</b></p> <ul style="list-style-type: none"> <li>- 34 years old</li> <li>- High tech employee</li> </ul> <p>📍 Toronto, Canada</p> <p><b>Favourite Communication Apps</b></p> 	
	<p><b>Scenario</b></p> <p>Fred is a Ph.D. student who is doing his research, and he has a weekly online meeting with his supervisor on skype. He is very comfortable with the skype features, and since Skype is free, he will stick to it. He uses Zoom as extra software.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Make international calls.</li> <li>- Ease of use</li> <li>- It is free</li> <li>- The powerful combination of video conferencing and screen sharing.</li> </ul> <p><b>Frustration</b></p> <ul style="list-style-type: none"> <li>- I believe the app is not as straightforward as the web platform</li> <li>- App is not user friendly</li> <li>- Registration process takes effort</li> </ul>
<p><b>Fred</b></p> <ul style="list-style-type: none"> <li>- 34 years old</li> <li>- Ph.D. student</li> </ul> <p>📍 Montreal, Canada</p> <p><b>Favourite Communication Apps</b></p> 	
	<p><b>Scenario</b></p> <p>Paris has been using a Skype Mobile App for several years, either when she was a student or now as a professor. She is using skype to communicate with her team members. She uses Zoom and Microsoft Team as other software.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- It is free to use,</li> <li>- Easy to use and install</li> <li>- Video and audio calls work really well.</li> <li>- Good to have a combination of video conferencing and desktop sharing.</li> </ul> <p><b>Frustration</b></p> <ul style="list-style-type: none"> <li>- Difficulty in getting a real-time notification,</li> <li>- Sometimes you get a notification for missed calls without any phone rings.</li> <li>- Creating an account takes time on skype</li> <li>- Difficulty in remembering Username in registration part</li> <li>- It is not supporting large audiences.</li> </ul>
<p><b>Paris</b></p> <ul style="list-style-type: none"> <li>- 37 years old</li> <li>- Former Ph.D. student, current college professor</li> </ul> <p>📍 Toronto, Canada</p> <p><b>Favourite Communication Apps</b></p> 	

# DEFINE

## (IDENTIFYING PAIN POINTS)

- I summarized all the notes from users' pain points and the needs into similar categories and created a single board contains all the information from users.
- The most and least essential features selected and prioritized for users and the application after that.

### Pros



### Cons

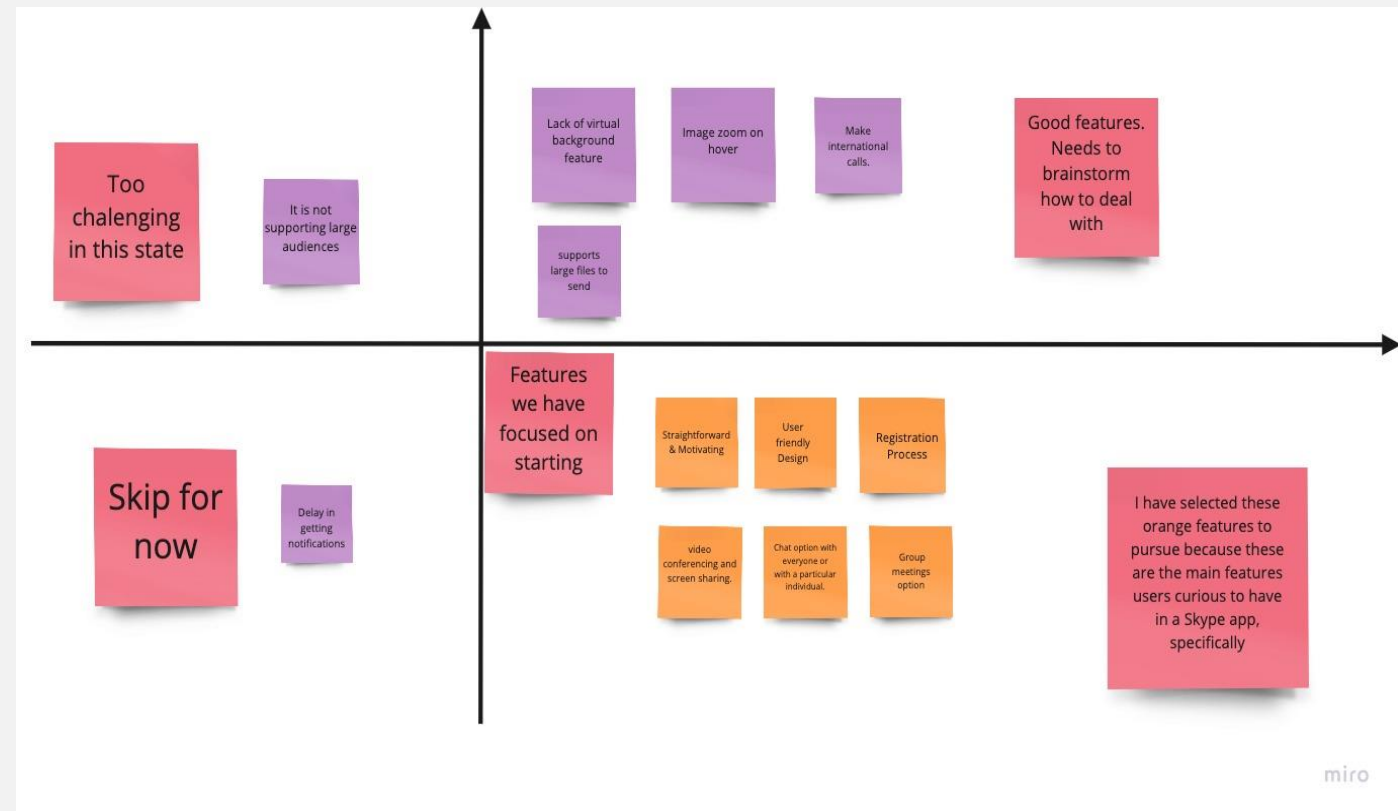


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# PRIORITIZING PAIN POINTS

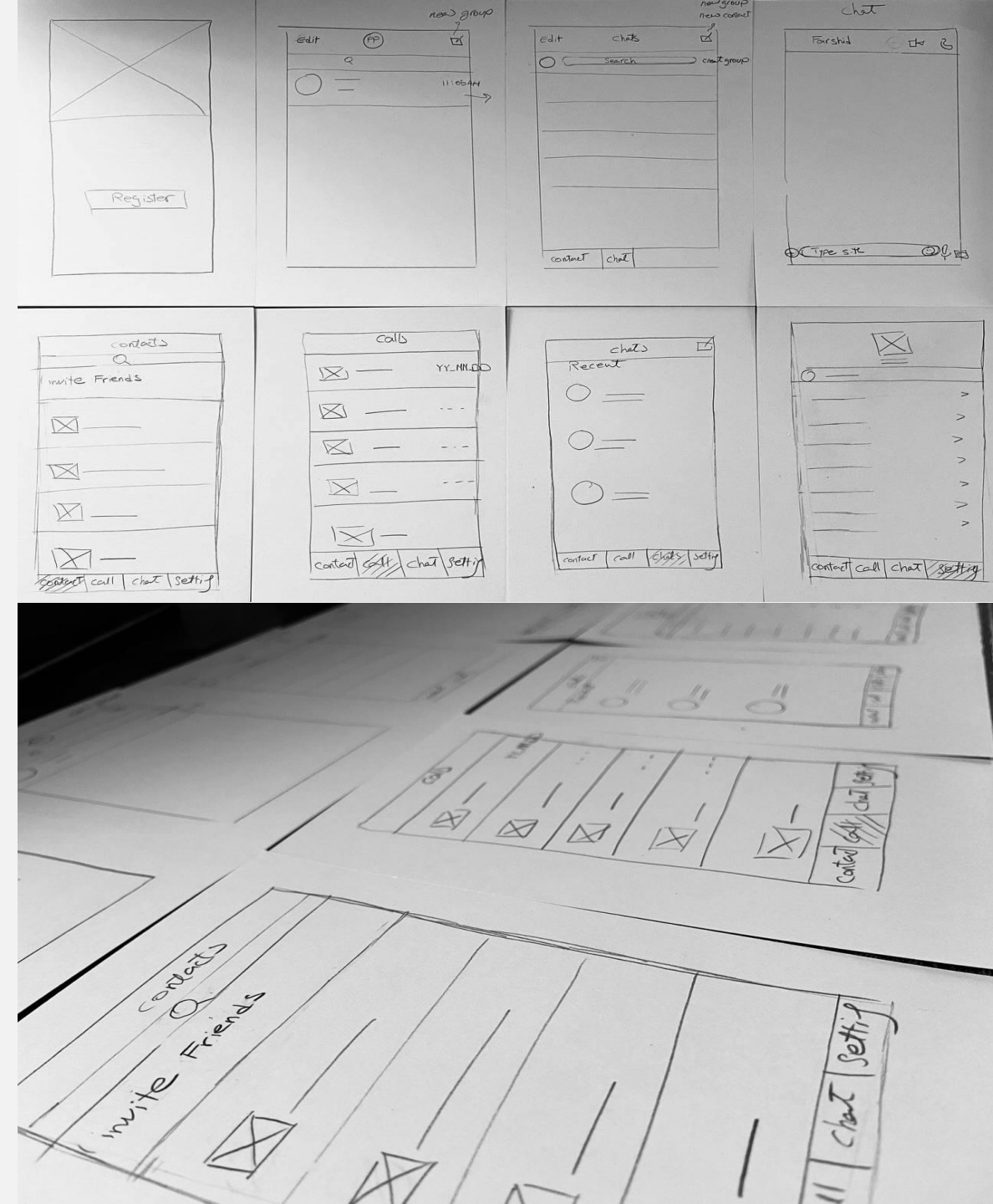
- For the next step, which is my favorite, I have created a Prioritization Matrix, which is a table that lets you rank ideas in order of importance of features for development.
- In Prioritization Matrix, we need to calculate weighted scores for each feature based on value and complexity.
- I have weighted each feature's in this project, and as a result, I formed the principal **focus** of my app, including:
  - ✓ Pain Point 1: Registration Process
  - ✓ Pain Point 2: User-friendly Design
  - ✓ Pain Point 3: Chat option
  - ✓ Pain Point 4: Group meeting option
  - ✓ Pain Point 5: Video conferencing





# IDEATE (PAPER SKETCH)

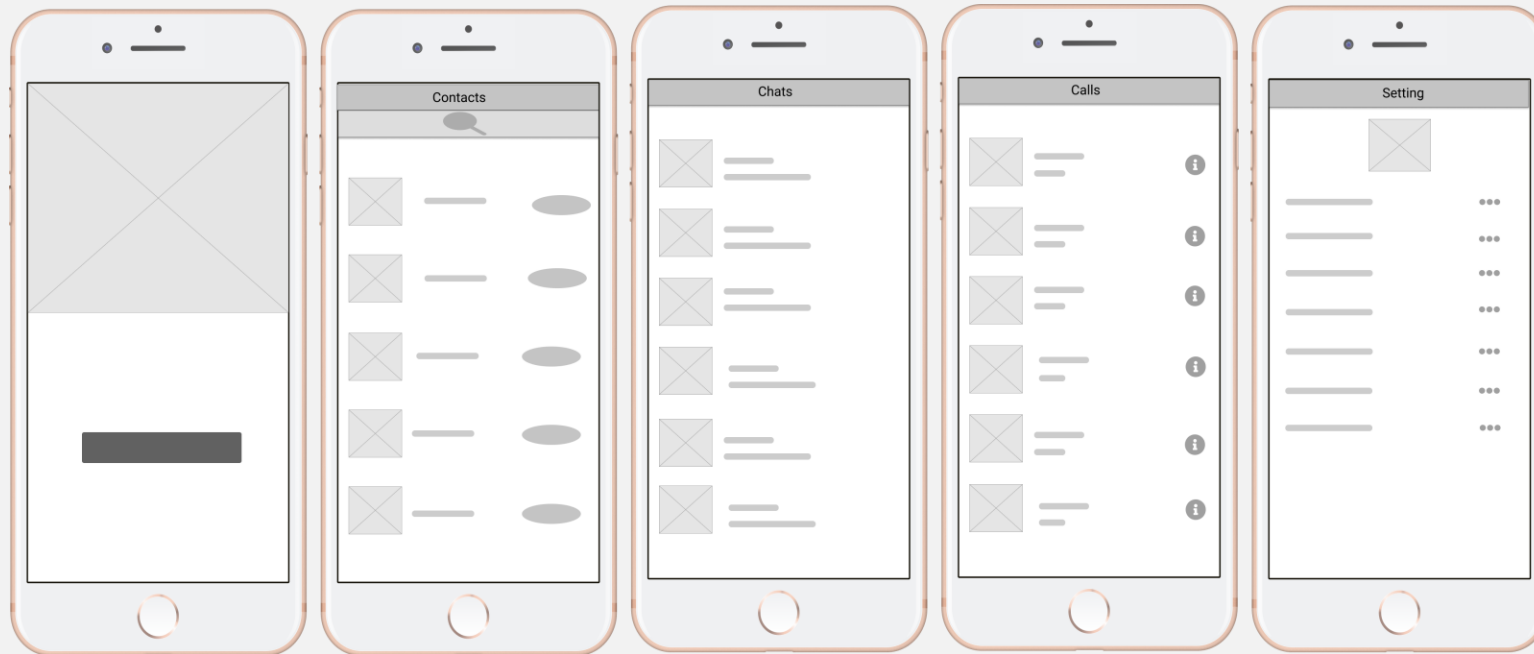
- Then it was time to start sketching.
- After prioritizing the most and least important features, I grabbed my pen and started to sketch. This was the first step to help me visualize the UI design of the App.
- I came up with several solutions to each of the pain points and made some UI Sketches.
- Then I narrow down my solutions for the Low-Fi mockups. I also tested my idea with my selected users for the interview to identify their specific needs.



## (PROTOTYPE)LOW-FI

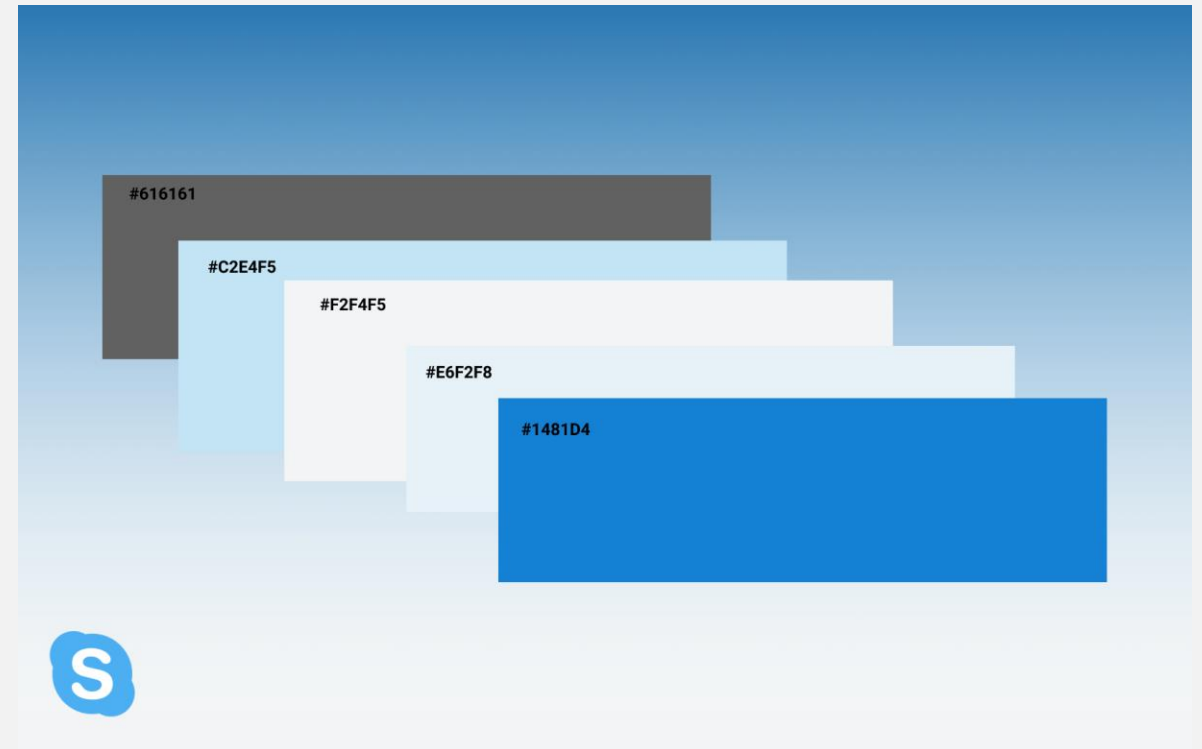
- After finishing my paper prototypes to get a clear picture of our users' needs, just like any other projects, I have started my digital visualization with Low-Fi prototyping using Figma. I believe the low-fi prototype accomplishes the design's bone and skeleton, which helps us concentrate on the essential features before starting the actual and Hi-Fi prototyping.
- In this low-fi prototype, I have established the layout and mapping the four essential pages of the app based on my sketches and user testing before and after implementing my design solutions,, including
  - Contact Page
  - Chat Page
  - Calls Page
  - Settings Page

# (PROTOTYPE)LOW-FI



# COLOR PALLET

- Then it was time to start sketching.
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# TYPOGRAPHY & ICONS

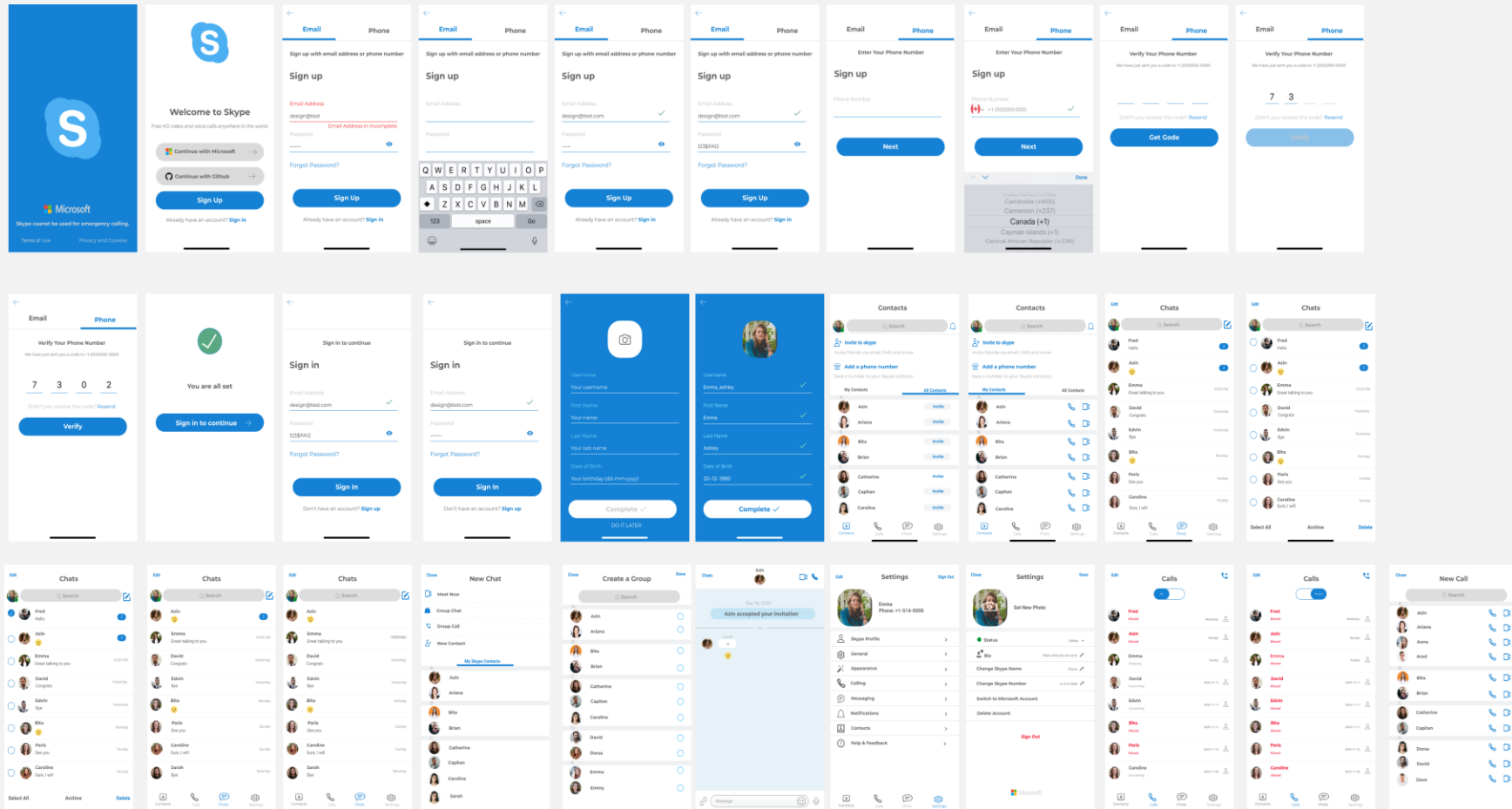
- As typography, I have used which is Roboto is a free google font. It is part of the sans serif typeface superfamily. As a pairing font, I have chosen Open Sans.
- Icons and illustrations always are an essential part of UI design. Icons should be meaningful, characteristic, and consistent; it should be compatible with the concept.



## PROTOTYPE(HI-FI)

- After finished up paper sketches and Low-Fi prototype, I jumped in to create a High-Fi prototype of my proposed solution to illustrate my ideas and represent the concept for getting quick feedback and improving the product.
- Since I am redesigning the Skype App, my focus in this project besides users' pain points was to increase the app's motivation.
- My Hi-Fi prototype was created with Figma and consists of 31 frames.
- Also, I have used Zeplin to export my prototype file to generate development resources.
- Here is the mock-up [video](#) as well as the prototype [link](#) to observe better.

# PROTOTYPE(HI-FI)



## VALIDATE (TEST PROTOTYPE)

- After creating the clickable Hi-Fi prototype, I conducted a user testing to validate my ideas and the user interface usability. It was tested on 10 users through lookback platform.



**Chosen tasks for  
the test:**



Create an account  
/Login with  
your account



Contacts Screen



Calls Screen



Chat Screen



Setting Screen





# USABILITY TESTING

- **Guided Questions for users:**
- 1- What do you think about color combination? Is it visually pleasing?
- 2- What do you think about the size and shape of buttons?
- 3- How easy can you interact in the app?
- 4- What is one thing to improve the app?
- 5- What is one thing you like the most about the app?
- 6- What is one thing you don't like about the app?

## USABILITY FEEDBACK

- **Things have done well:**
- Color combination, icons, buttons shape are right.
- The app sounds neat to users, and they like the design.
- The registration part in Skype was a problem and seemed got solved here.
- The registration with GitHub is more understandable than the real Skype.
- Most of the features are understandable.
- Cool to have a setting in the bottom menu.
- The setting in the menu is more straightforward in comparison with real Skype.

## USABILITY FEEDBACK

- **Things need to have improvement:**
- The iPhone frame is disturbing on mobile devices.
- The international call is the critical part that is missed in this version.
- The search option needs to be clear enough for everyone. What exactly we can search in the box.



# ABOUT ME

- I am Parvaneh, A Software Engineer who is passionate about UI/UX Design. I have M.Sc. in Computer Engineering from the University of Ottawa. Along with a minor degree in User experience and User Interface Design, I believe that my research understanding will help me further understand user needs to create a user experience design.
- **Skills in UX Research:** User Interviews, Surveys, Task Analysis, Persona, A/B testing, Usability Testing, Accessibility Testing
- **Skills in Design:** Visual Design, Wireframing, Low and Hi - Fi Prototyping, Figma, AdobeXD, Sketch, Marvel App, Zeplin, Miro
- **Skills in Development:** HTML, CSS, JavaScript, React, Python, Database(Postgresql, MongoDB)