Creciendo Juntos

Roberto Texis

Project overview

The product:

Creciendo Juntos it's a project focus on people with drug related problems, no matter if you are not a direct consumer, you can also find information related to drugs and drugs prevention, as well as places who treated addictions

Project duration:

All the month of November 2021

Google

Project overview

The problem:

Insert one to two sentences about the problem(s) you were trying to solve and the social need you identified.

The goal:

Increase the rate of help received by the people with drug addiction

Project overview

My role:

UX designer, leading the app and responsive website design from conception to delivery

Responsibilities:

Conducting interviews, Digital wireframing, Low Fi and Hi Fi prototyping, accounting for accessibility, iterating on designs, determining information architecture, and responsive website

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

I interview two people related to the addiction problem and what they would like to know to prevent this situation, after that I implemented the insights collected on my Personas.

Persona 1: **Alan Taboada**

Problem statement:

Alan Taboada is a entrepreneur, 3 years since he was rehabilitated, who needs a website focus on people with addiction problems because in that way there would be more easy to help them.

"The best way to prevent an addiction problem is to assist to therapy"

Alan Taboada

Age: 29 years old
Education: Bachelor degree
Hometown: Tijuana, MX
Family: SIngle
Occupation: Entrepreneur

Goals
- To offer jobs with people who feel alone
- To promote therapy to all kind of people
- To help people with addiction problems

Frustrations
- "I would have liked to receive help or information about drugs"
- "The first pass to integrate an rehabilitated person to society its by giving them a decent job"

Alan taboada has been sober for about three years, he is an entrepreneur focus on help people with lack of conditions to overcome their addiction problems. He often offer jobs of his company but often are the people with best possibilities who apply to them. He wishes there exist a website dedicated to people with addiction problems, in that manner there would be more easy help them.

Google

Persona 2: **Ernesto Sepulveda**

Problem statement:

Ernesto Sepulveda is a CNC technical who needs an app to share experiences about how people overcome addiction problems because would be more accessible for people to join it.

"The times of god are great, I enjoy of share my experiences with personas with drug problems"

Goals
- To share experiences the maybe could help to people
- Decrease the addiction problem of their community

Frustrations
- "It's annoying trying to help people and not even know their names"
- "I feel sad when I hear someone died because addiction problems"

Ernesto Sepulveda

Age: 33 years old
Education: Technical degree
Hometown: Tijuana, MX
Family: SIngle
Occupation: CNC technical

Ernesto Sepulveda is an CNC technical, he reach his goal of overcome their drug addiction, he often visits places related to provide help to people with this kind of problems, he mentioned that it would be great if there exists and app focus in the rehabilitation of the addicted problem, so this way he could help even more and rescue people of the social margination

Google

Ideation

I only did paper wireframe
focus on the Information
architecture the application
need to have, in base of the
personas I recollected.
In the next image you can
see the IA of my project

Starting the design

- Digital wireframes
- Low-fidelity prototype
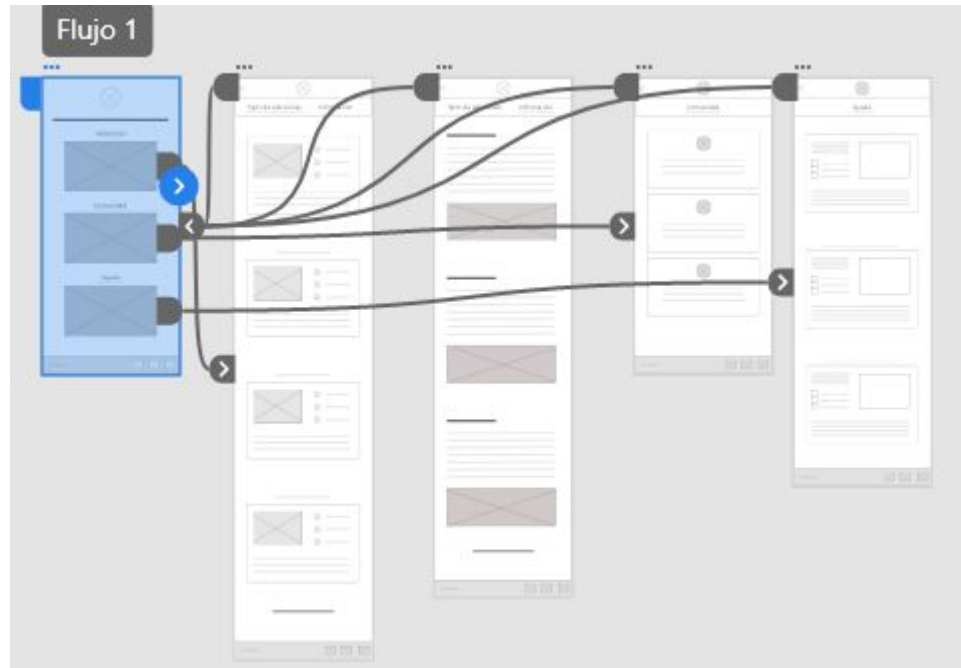- Usability studies

Google
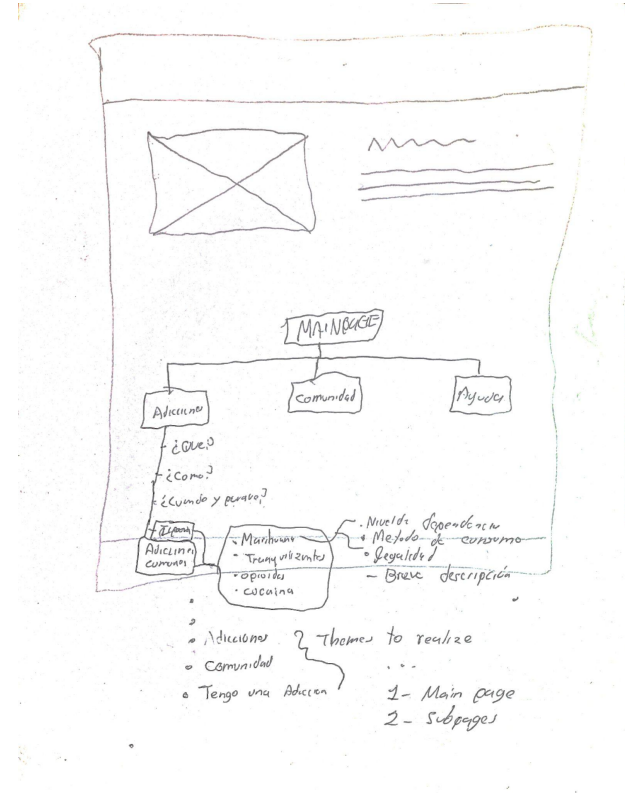
Digital wireframes

Base on my research (personas) I could notice that peopel want only 3 specific features:

1. Information about Drugs and consequences about consuming them
2. Community where thei can share their experiences
3. Help resources, as places to rehab, Nonprofits, etc...

Info Section

Community section

Help Section

Adicciones

Comunidad

Ayuda

Google
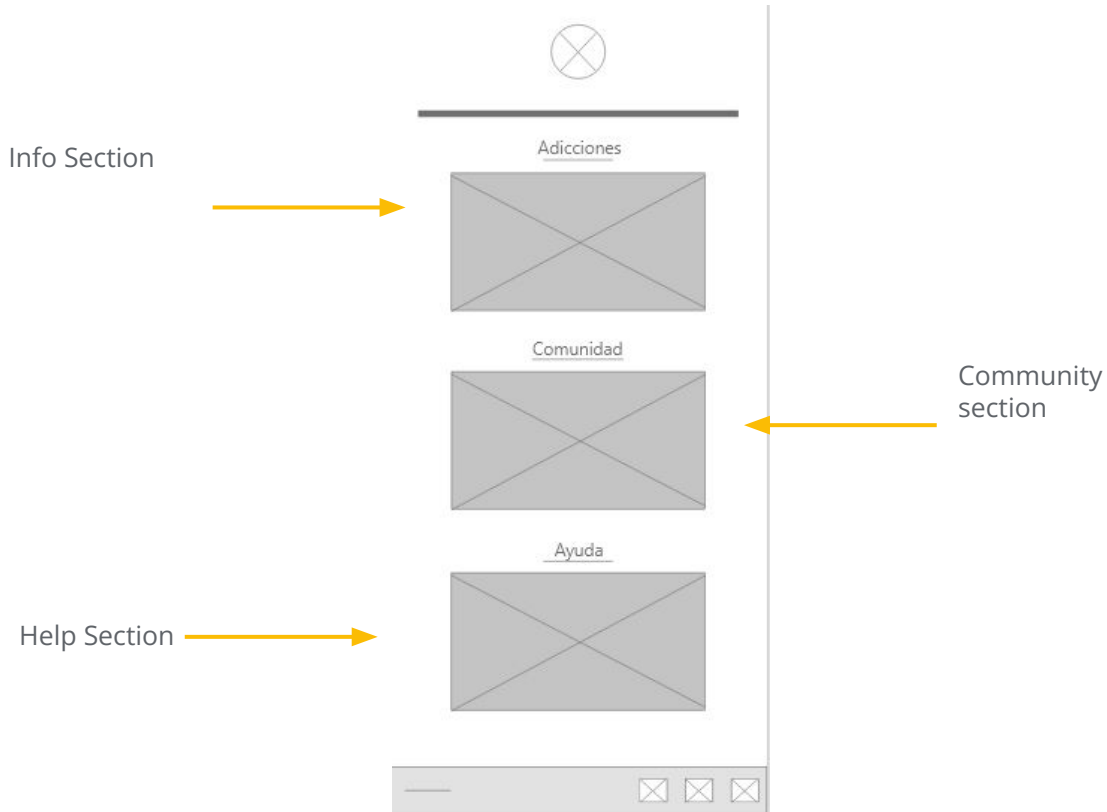
Low-fidelity prototype

[Links to low-fidelity prototypes of different screen variations and brief description of the user flow + how you responded to and implemented peer feedback]

Google

Usability study: parameters

Study type:

Moderated usability study

Location:

Tijuana, Mexico

Participants:

2 participants

Length:

40 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

People want to see the profile picture

2

Finding

Peoeple realize there not exist a way to create a profile account

3

Finding

People want to add a logo instead of a name brand on the topside of each screen

Google

Refining the design

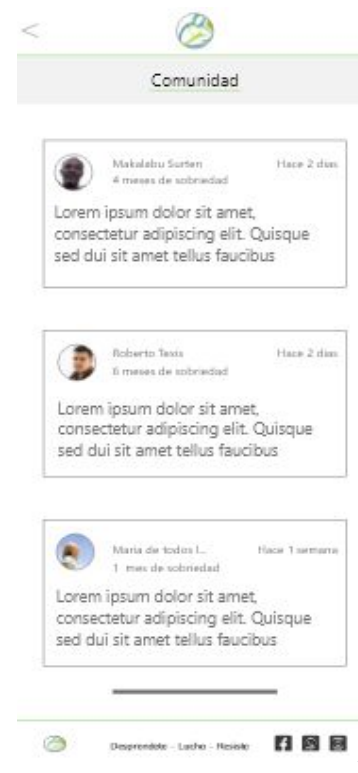- Mockups
- High-fidelity prototype
- Accessibility

Mockups

As we can notice, I
implemented the insights
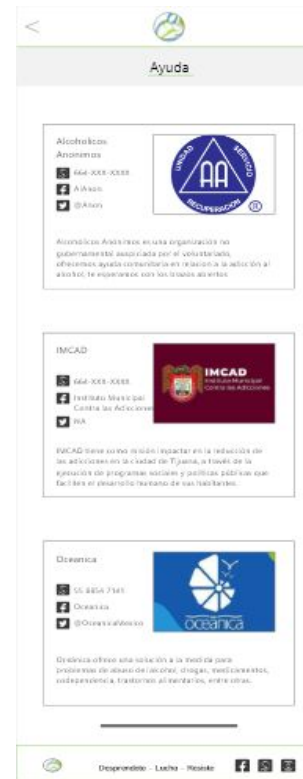(profile picture) collected in
the research of the project

Mockups

The second great
improvement was to add a
brief description about
what the cards were about
and how to locate the,

Before usability study
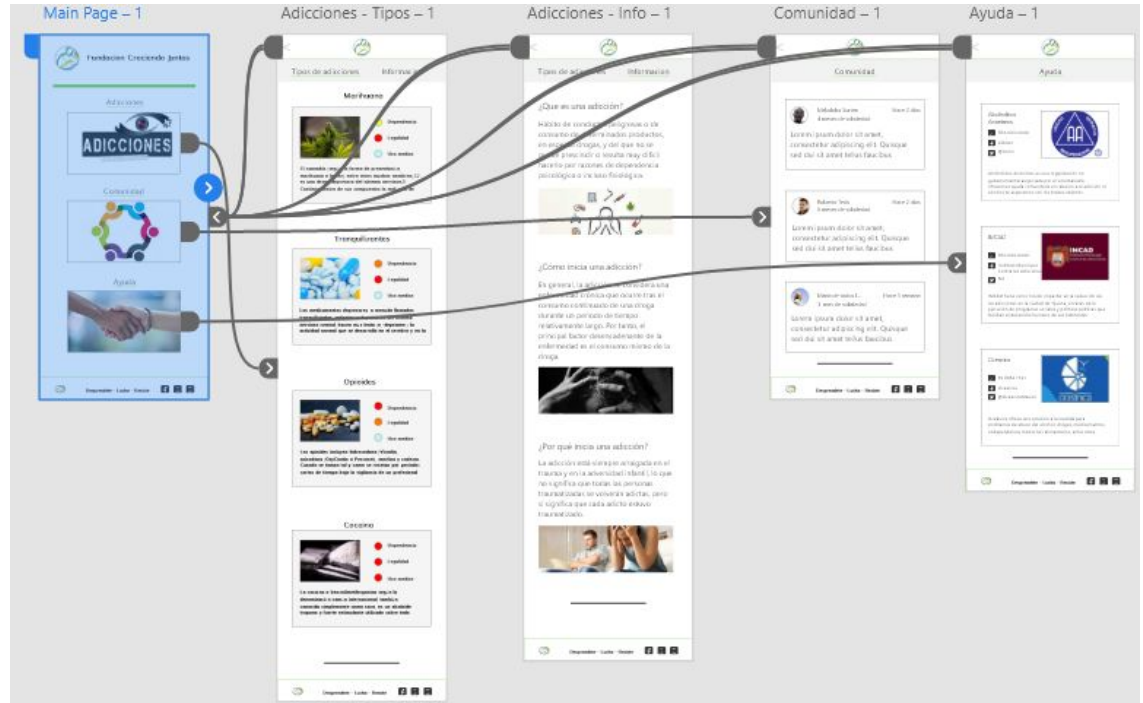
After usability study

Mockups

High-fidelity prototype

Here we can see that the IA it's a matrix type, which allows to the user to find information very quickly.

https://xd.adobe.com/view/ 41931b08-2b4c-4a1f-b37e-c d974553ffca-14c0/

Google

Accessibility considerations

1

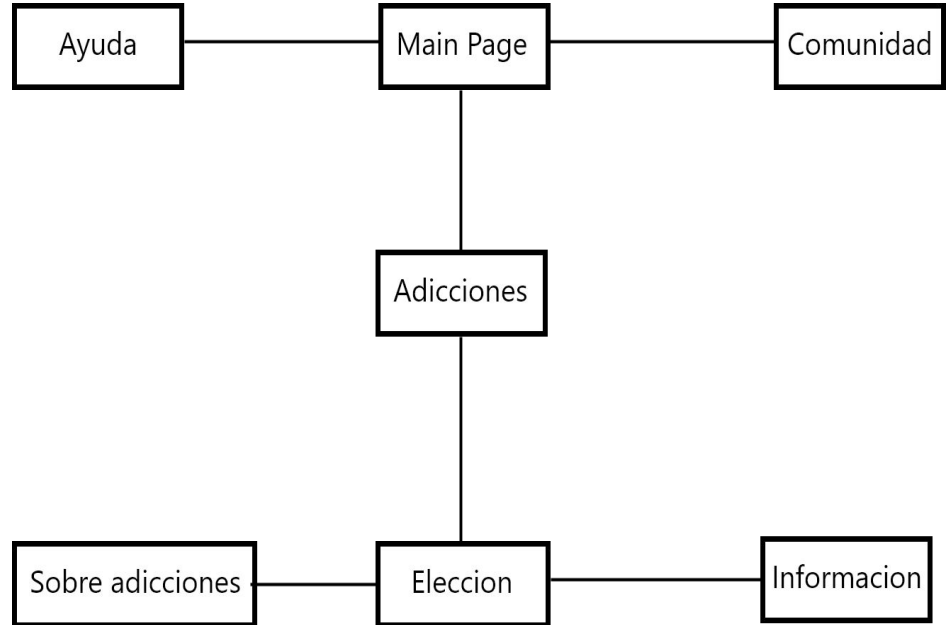Create an efficient IA that make it easier move from one screen to another

2

Create an interface enjoyable to the user

Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

The sitemap was designed in base of the mobile app, we just add a page which is called: Eleccion, this page allows the user to make decision between Sobre "adicciones" and "Informacion"

```
[Ayuda] ——— [Main Page] ——— [Comunidad]
                  |
             [Adicciones]
                  |
[Sobre adicciones] — [Eleccion] — [Informacion]
```

Responsive designs

You can see here that the designs were made with the same style of the logo brand, I add the reviews section to complete the missing part

Google
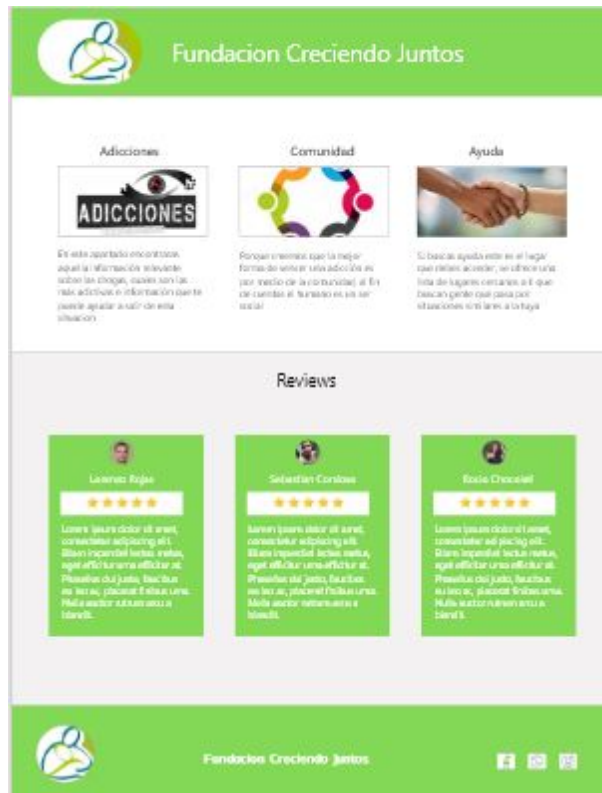
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Drug prevention project were founded to mitigate the impact the drugs have in the region of tijuana, we expect to reduce the amount of persons in addiction problems

What I learned:

I think the most fortuitous part was to learn about the people with addiction problems, and how they try to resolve their problem searching for help

Google

Next steps

1

I'm planning to send this project to stakeholders and see if they respond me

2

In the case that i'm not receive a response, I will take this project as my second case study and publish it to social media like medium

3

Do a usability test to my familiars

8

Let's connect!

Thank you for your paying attention to my first UX project, this has been a great challenge to me, i literally learned everything in about a month

You can contact me by my email:
rtexis@uabc.edu.mx
Or my linkedin account
https://www.linkedin.com/in/javier-texis-576610223/

Google