

Empower

Ryllian Zhang

Project overview



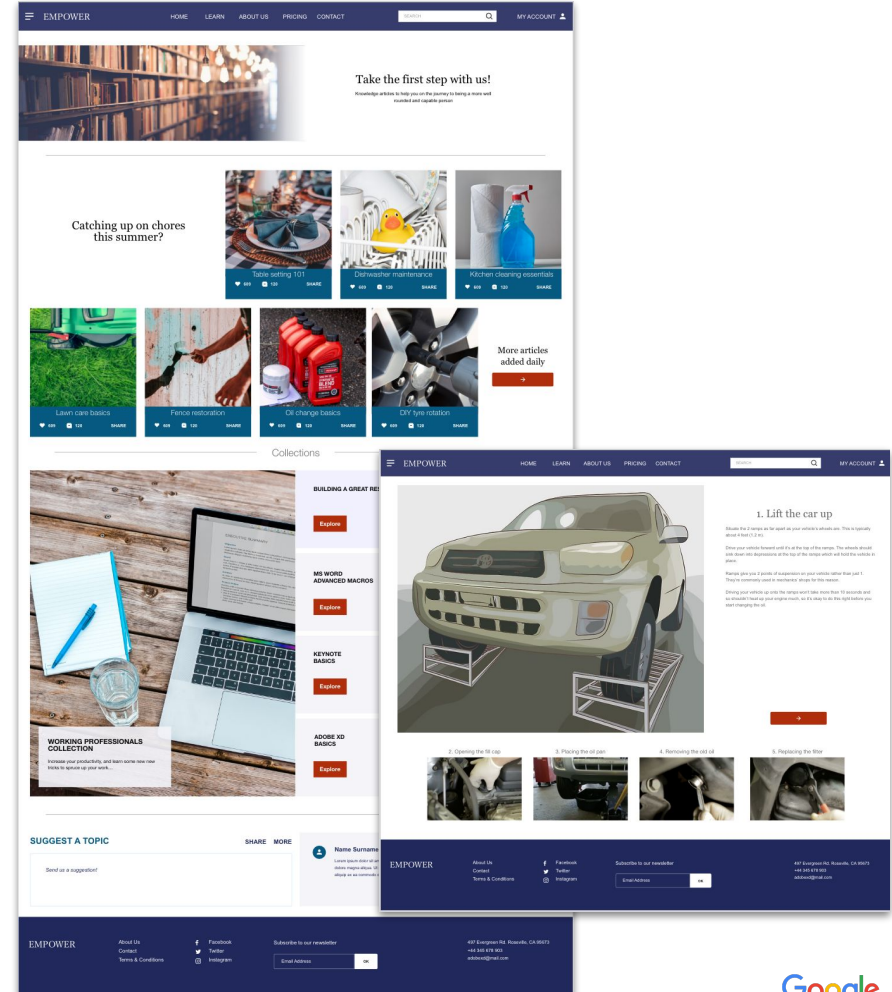
The product:

Empower is a small non-profit platform aimed at teaching young adults new skills in a digestible format, with the objective of improving every day lives with more knowledge of how the world works.



Project duration:

October-December 2022



Project overview



The problem:

Currently Empower relies on volunteers to run events at community centers, but believes they could provide a much more meaningful impact via a web platform while also making it easier to solicit donations.



The goal:

Design a modern website platform to deliver educational content and process donations.

Project overview



My role:

Lead UX designer



Responsibilities:

Everything

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was young adults who prefer “bite size” educational articles with lots of pictures.

This user group confirmed initial assumptions about Empower's customers, but research also revealed additional needs from our users. Other user feedback highlighted challenges in regards to site layout as well as visual contrast in typefaces, fonts and color choices.



Todd

Age: 28

Education: High School Graduate

Hometown: Perth

Family: Wife and infant son

Occupation: Qualified Builder

“It’s hard to find time to upskill, with everything else going on”

Goals

- To learn project management skills and transition to building project manager role at a much larger company.

Frustrations

- Inflexible schedules of typical in-person courses.

Todd is a passionate young builder with lots of hands on experience that he hopes to translate to a building project manager role.

Todd is studying project management while still carrying on his day job as a builder and caring for his young family, so prefers a more segmented approach to learning content.



Jessica

Age: 19

Education: High School Graduate

Hometown: Auckland

Family: Orphan

Occupation: Office Administrator

“Simple and clean is best”

Goals

- To learn more computer skills so she can be better at her job.

Frustrations

- Using dated interfaces which lack interactive tools.

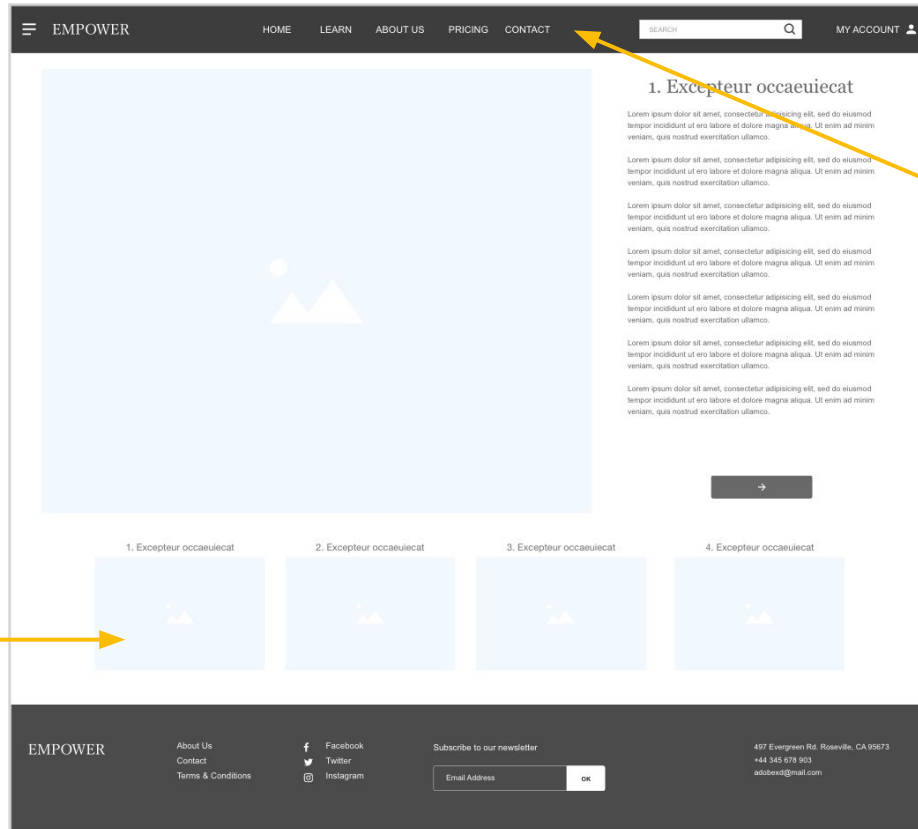
Jessica is young and enthusiastic about providing quality services to clients that she thinks is currently lacking in the market.

She feels frustrated that many technical skill learning platforms are outdated and lack tools which enable her to learn in her preferred style.

Digital wireframes

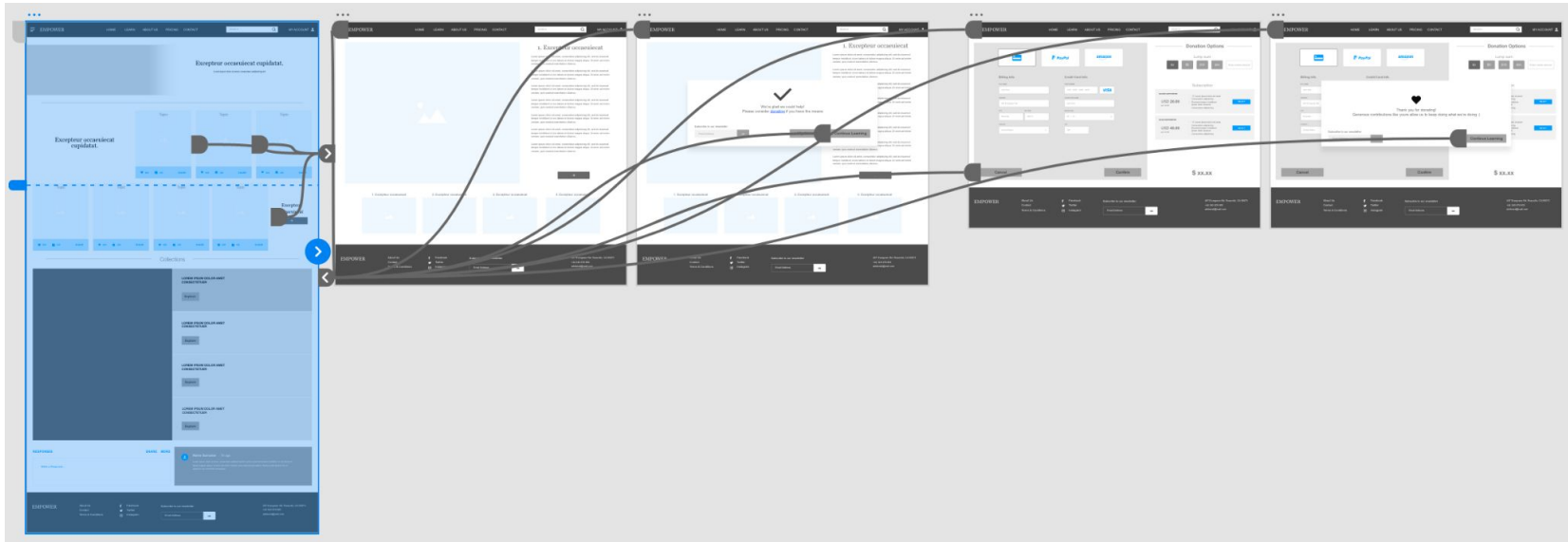
As part of the initial design phase, I made sure to base screen designs on feedback and findings from the user research.

Visual previews with numbered labels for easy navigation



Minimalistic navigation bar with accessible fonts

Low-fidelity prototype



The low-fidelity prototype connected the primary user flow of viewing a suggested article and going through with a donation, so the prototype could be used in a usability study with users.

[View the Empower low-fidelity prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

From our usability study, we found the following insights:

1

Finding

We should make the topic titles stand out against the background photos

2

Finding

We should add labels to each step's icon/photo

3

Finding

We should use text alongside the "my account" icon

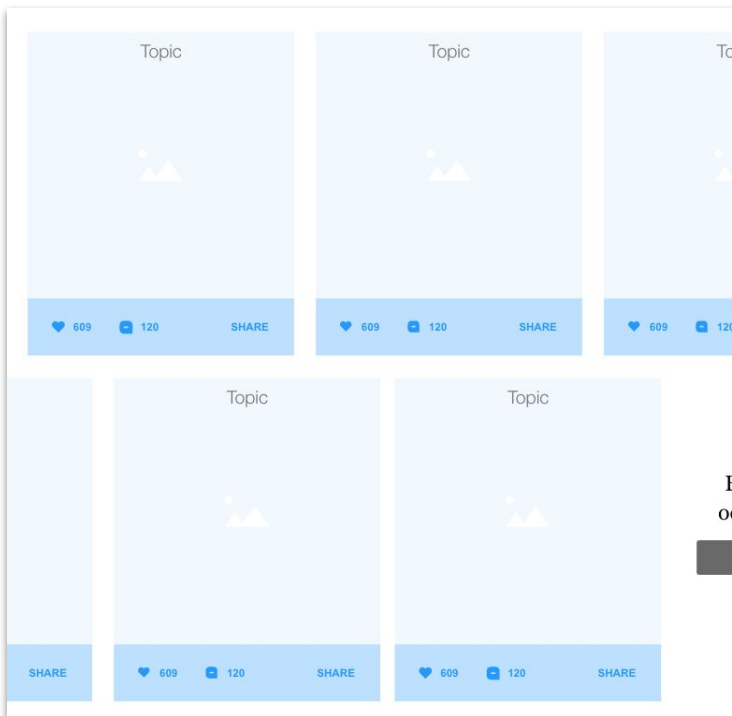
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

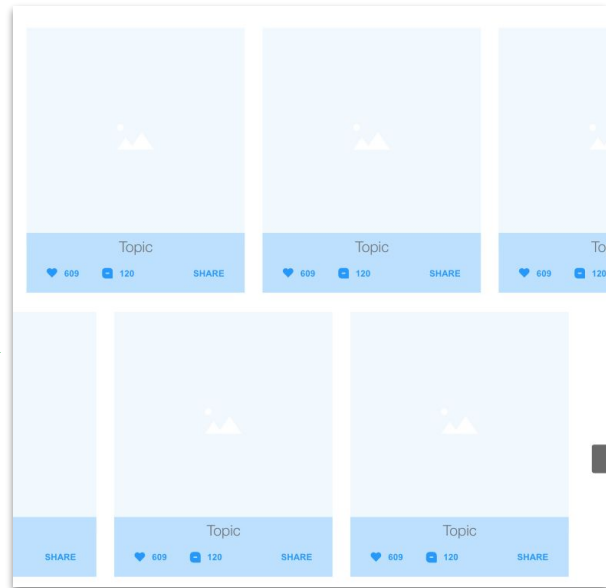
Mockups

Topic titles are much more visible regardless of the background photo

Before usability study



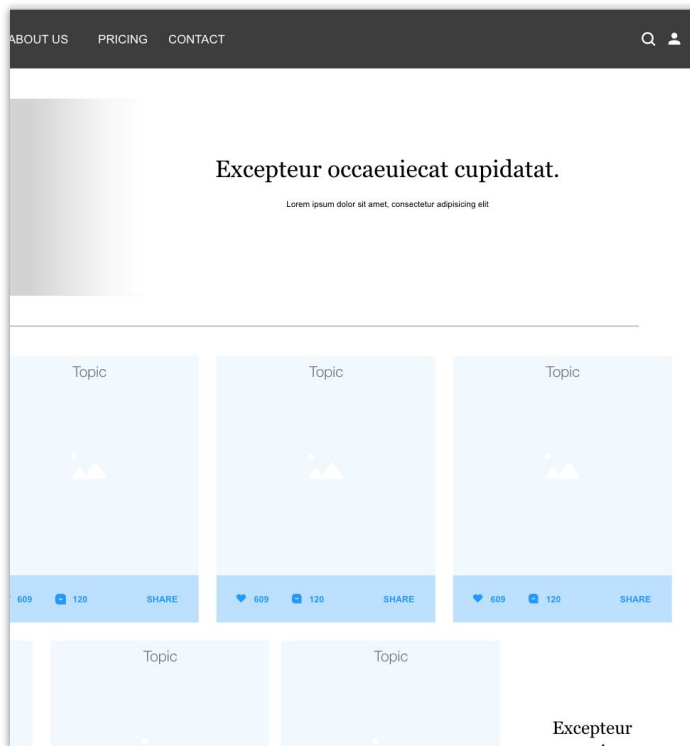
After usability study



Mockups

My account and
search features are
much more
intuitive/accessible

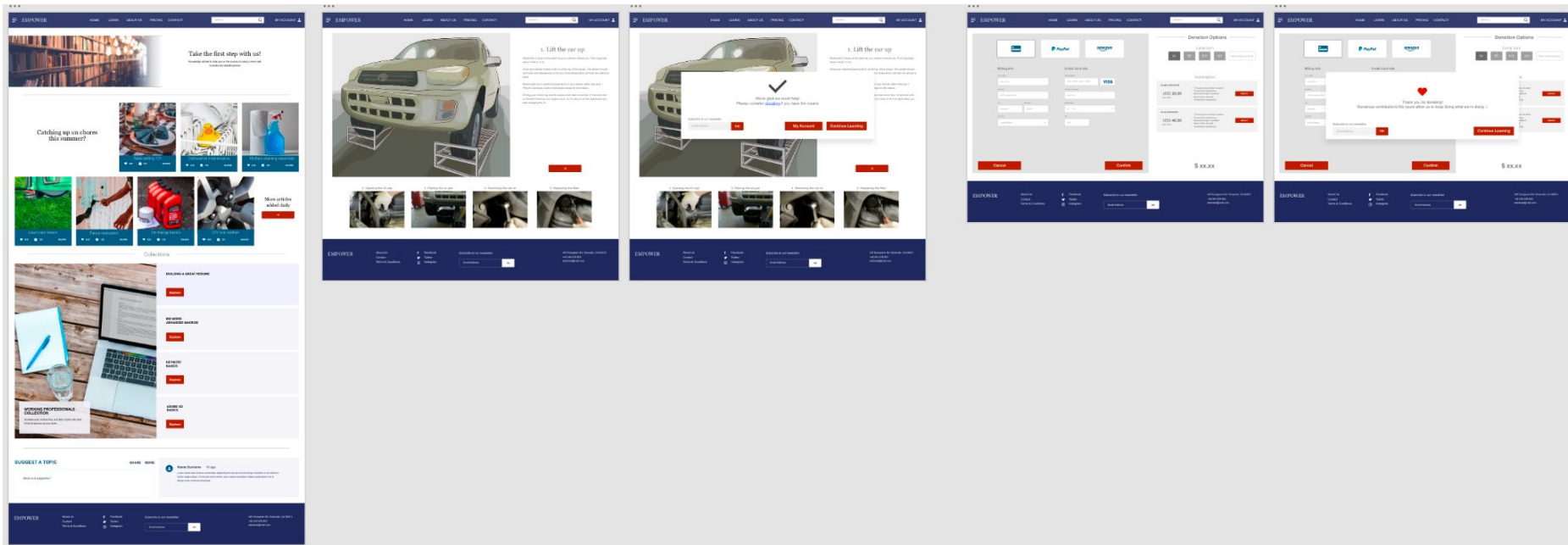
Before usability study



After usability study



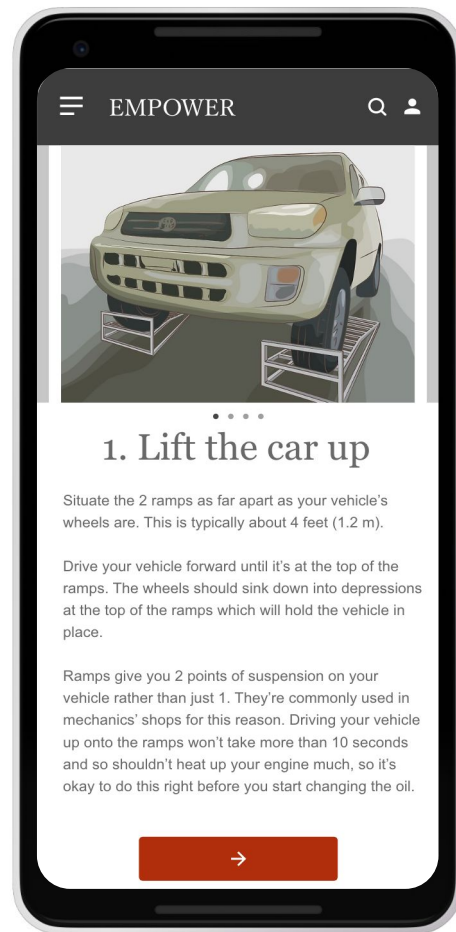
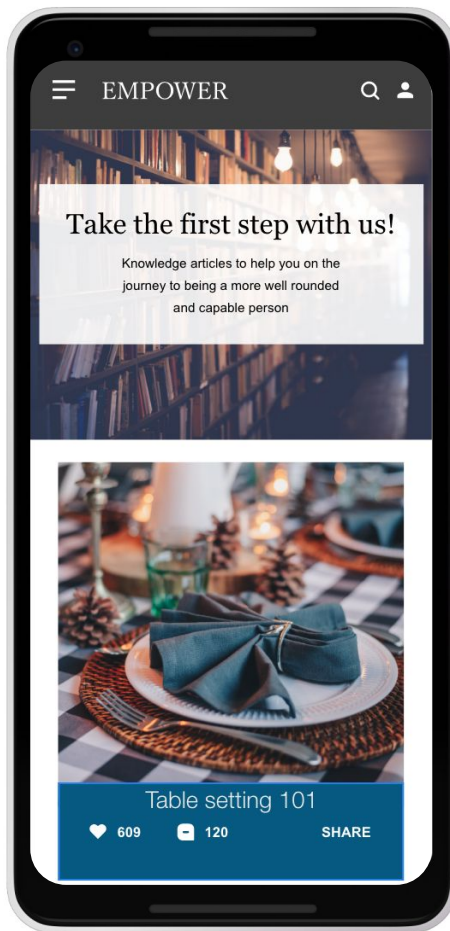
Mockups - Web



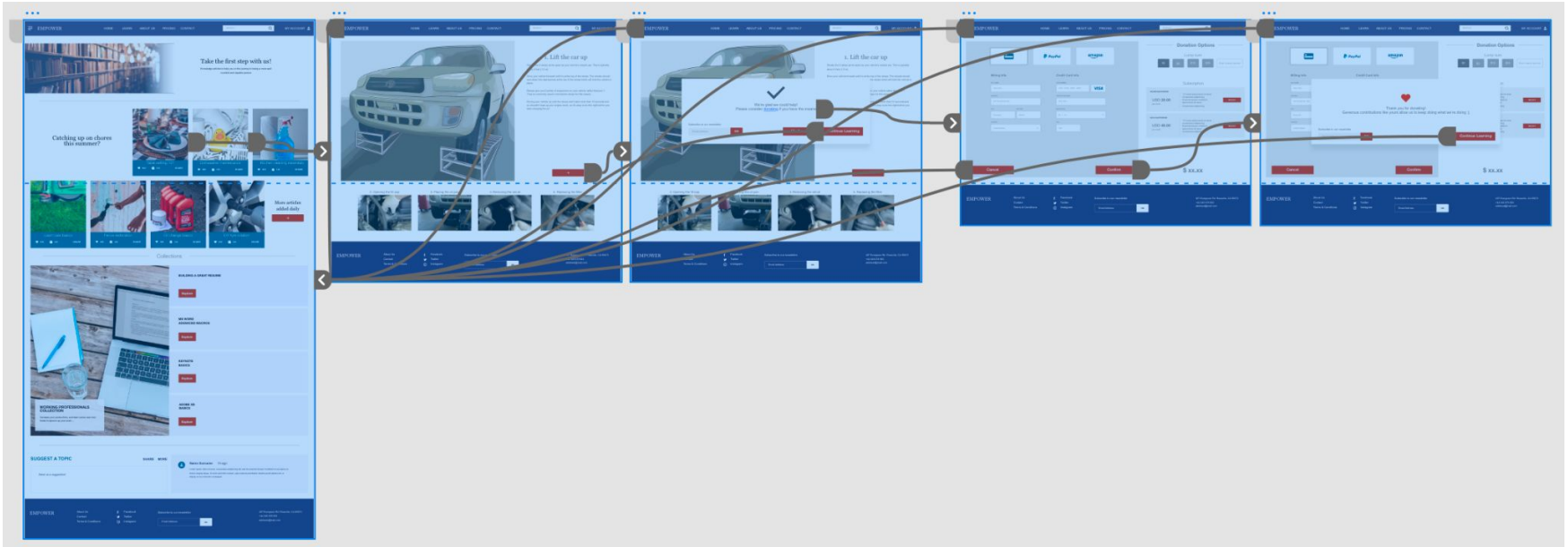
[View the mockup here!](#)

Mockups - Mobile

Same minimalistic layout as the desktop website, resized dynamically for mobile.



High-fidelity prototype



This prototype takes the user through the flow of reading an article and deciding to donate or purchase a subscription to the platform.

[View the high fidelity prototype here!](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding labels to icons and photos.

2

Utilized a high contrast color scheme for UI elements to make navigation easier

3

Used a legible typeface and font across all buttons and text fields.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website design really caters to busy young adults who just want to



What I learned:

While designing the Empower website, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



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

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