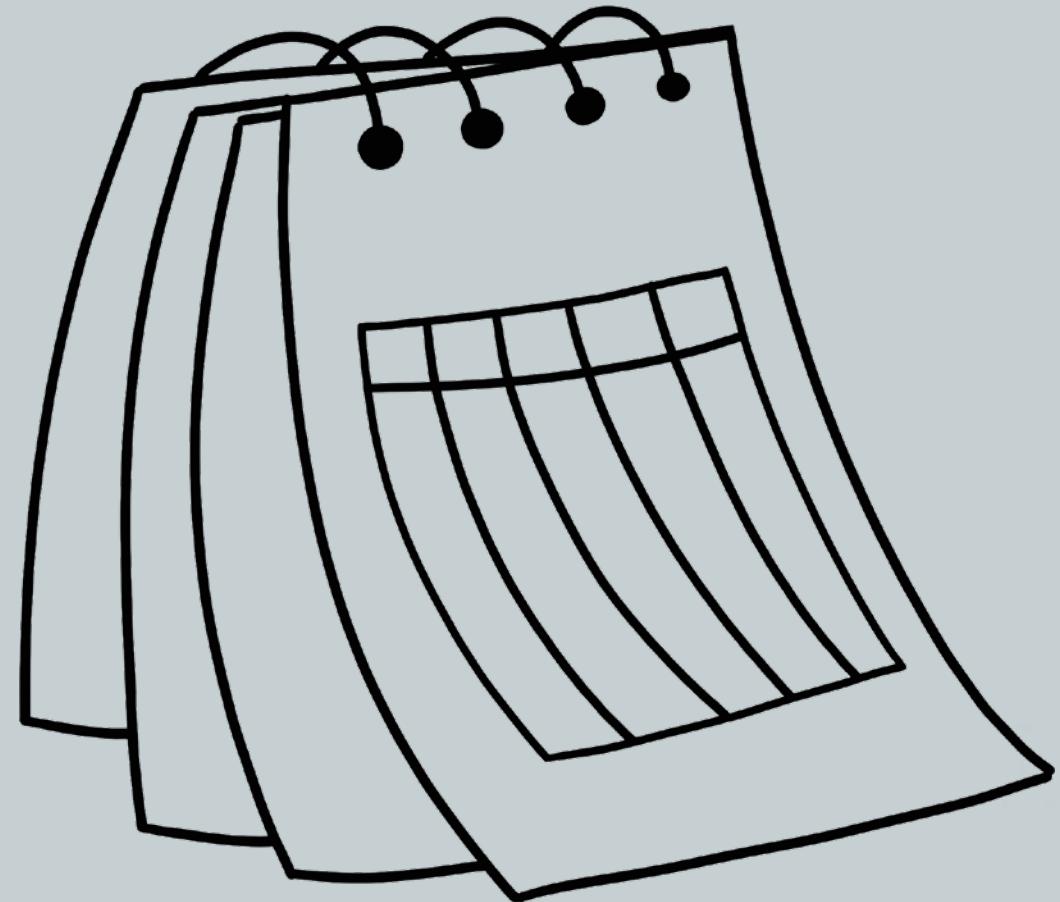


portfolio

Daniela
Kurková

Table of contents:



Cross-platform app Emotions (with case study)

La Flor app (design)

Tutors app (design)

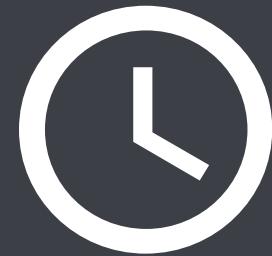
EMOTIONS

Cross-platform service to help people learn
about emotions and empathy

Project overview

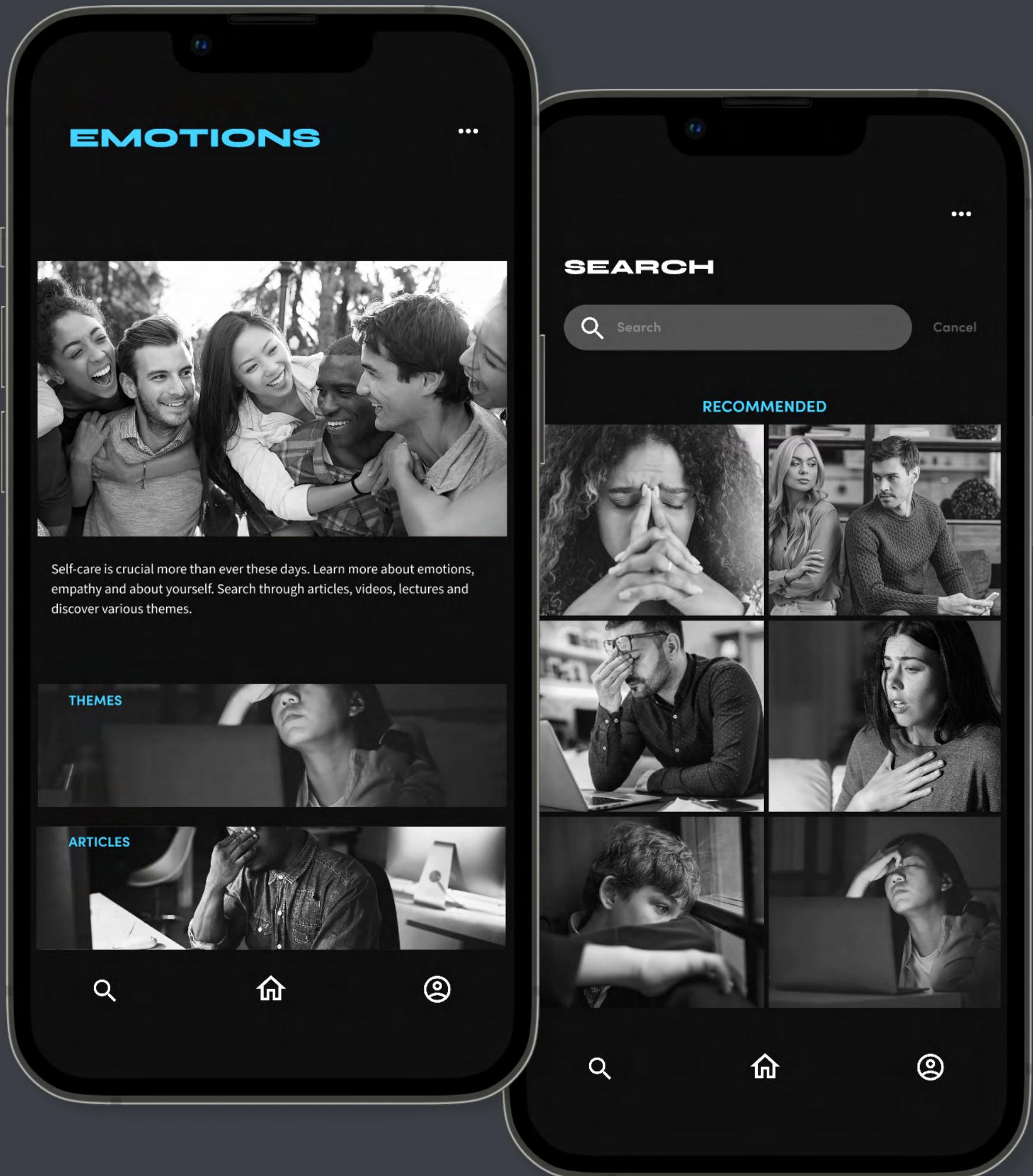
The product

Emotions is a Prague-based organization focused on mental health. The organization needs a tool that helps people learn about and manage their state of mind. Emotions' primary target users include teenagers and adults who are concerned with the mental balance and would like to learn more about who they are and what to do in difficult situations that everyone has to deal with sometimes.



Project duration

January 2022 – February 2022



Project overview



The problem

More and more people nowadays feel depressed or demotivated because the pandemic and the hectic way of living are bringing difficult moments to our lives. At Emotions, we have identified a lack of general knowledge about mental health and limited understanding about people's emotions and empathy.



The goal

Design an app that will improve education on the topic of mental health and help people manage their own state of mind.

Project overview



My role

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



Responsibilities

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

Understanding the user



User research

Personas

Problem statements

Competitive audit

Ideation

User research



Summary

Data based on people's struggles with mental health were used to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling struggling with stress, demotivation, anxiety and depression but they didn't actively try to fight against it. The feedback received through research made it very clear that users would be open and happy to work towards improving their knowledge about mental health and human relationships if they had access to an easy-to-use tool to help guide them.

Persona 1: Eva



Problem statement

Eva is a young student who needs to learn about how to control her emotions because she is not able to manage stress, which negatively influences her life.



Eva

Age: 23
Education: university student
Hometown: Prague
Family: single
Occupation: student

“I want to learn how to avoid stress and how to be more relaxed.”

Goals

- Learn more about emotions and understand why we feel them
- Learn how to handle stress

Frustrations

- Sometimes I am so stressed during the examination period, that I have panic attacks.
- I'm ashamed of some of my emotions.

Eva is a young student who doesn't know how to manage stressful situations she goes through especially during the examination period. She would like to learn more about emotions, understand their importance and stop being ashamed of feeling it.

Persona 2: Viktor



Problem statement

Viktor is a 42-year old businessman who would like to learn about themes such as how to avoid burnout, how to reduce stress and how to maintain healthy relationships because he feels he should change something in his life to be happier.



Viktor

Age: 42
Education: Master's degree
Hometown: Prague
Family: in couple
Occupation: businessman

"I want to improve essential things in my life to feel motivated and happy again."

Goals

- Learn more about some emotions
- Learn how to handle stress, avoid burnout
- Learn how to cultivate healthy relationships

Frustrations

- I feel stressed at work and I often argue with my partner
- I don't feel very happy at this stage of life and I want to work on improving it

Viktor is a 42-year-old businessman with a stressful job who is not very happy about his current stage of life. He would like to learn more about emotions and become motivated to change some things in his life to feel happy again and maintain healthy relationships.

Competitive audit

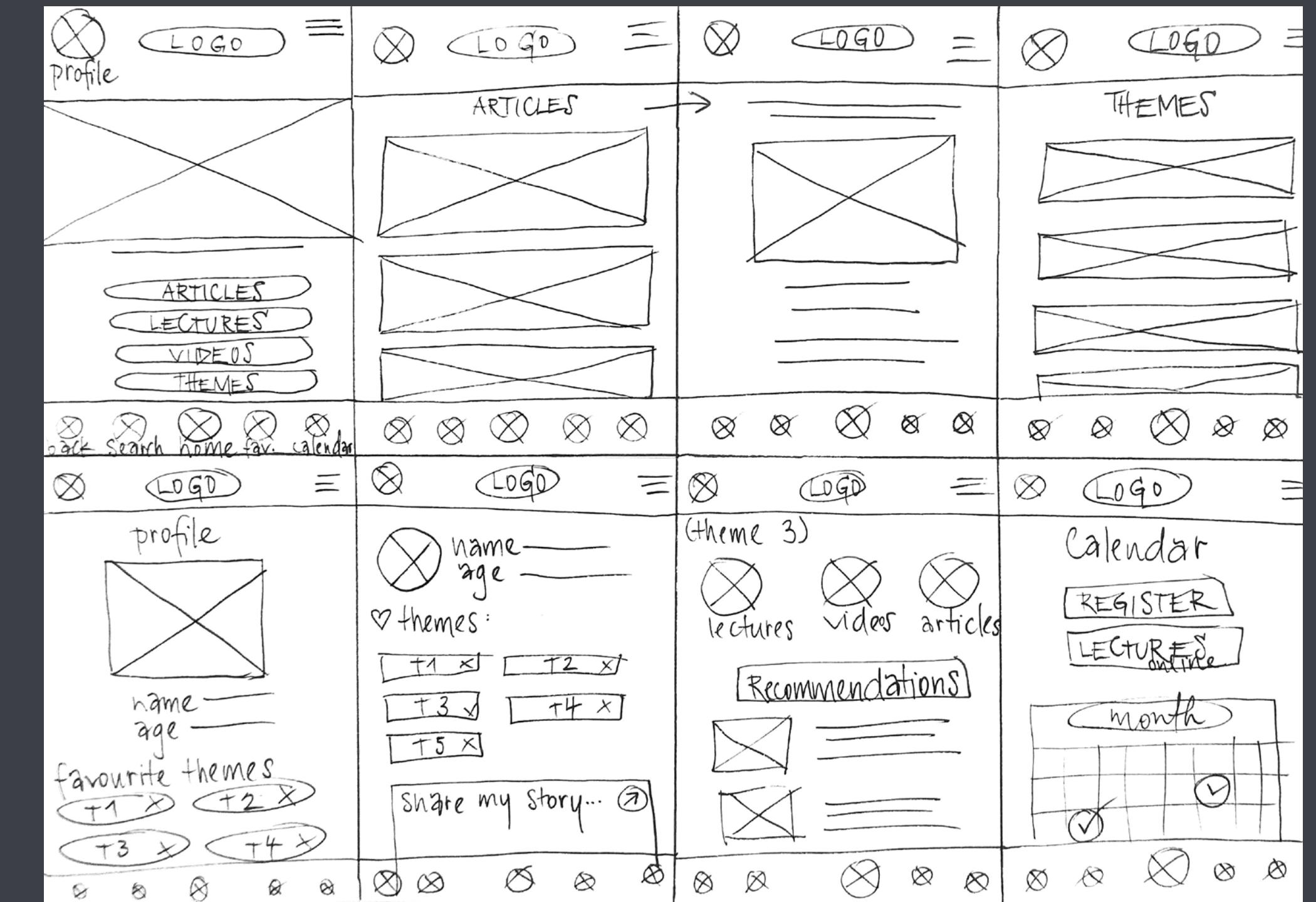
An audit of a few competitor's products provided direction on gaps and opportunities to address with the Emotions app.

	A	H	I	J	K	L
1	Competitive audit					
2						
3				First impressions		
4		Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features
5	Empathy	young people, 17+	Education focused on learning about empathy.	RATING - none	RATING + content - visual style, IA, layout, colors, font, navigation	RATING - poor
6	Moodnotes	everyone, 12+, especially young people	Tracker focused on self-care and reducing of anxiety.	RATING - none	RATING + visual elements, layout, buttons, navigation, IA - screen-reader compatibility	RATING + outstanding, clear, easy to navigate - none
7	Breeze	everyone, 4+, especially young people	Tracker focused on improving the emotional state of the user.	RATING - none	RATING + visual elements, layout, navigation, IA, navigat - screen-reader compatibility	RATING + outstanding, clear, easy to navigate - none

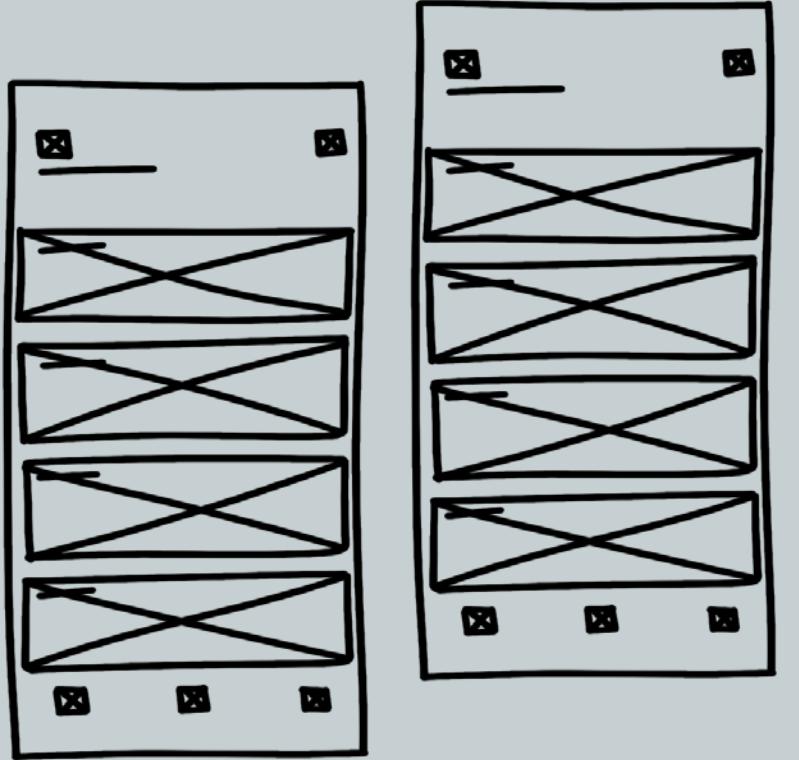
Click to view the full **competitive audit** and **audit report**

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **features focused on learning about emotions**.



Starting the design



Digital wireframes

Low-fidelity prototype

Usability studies

Digital wireframes

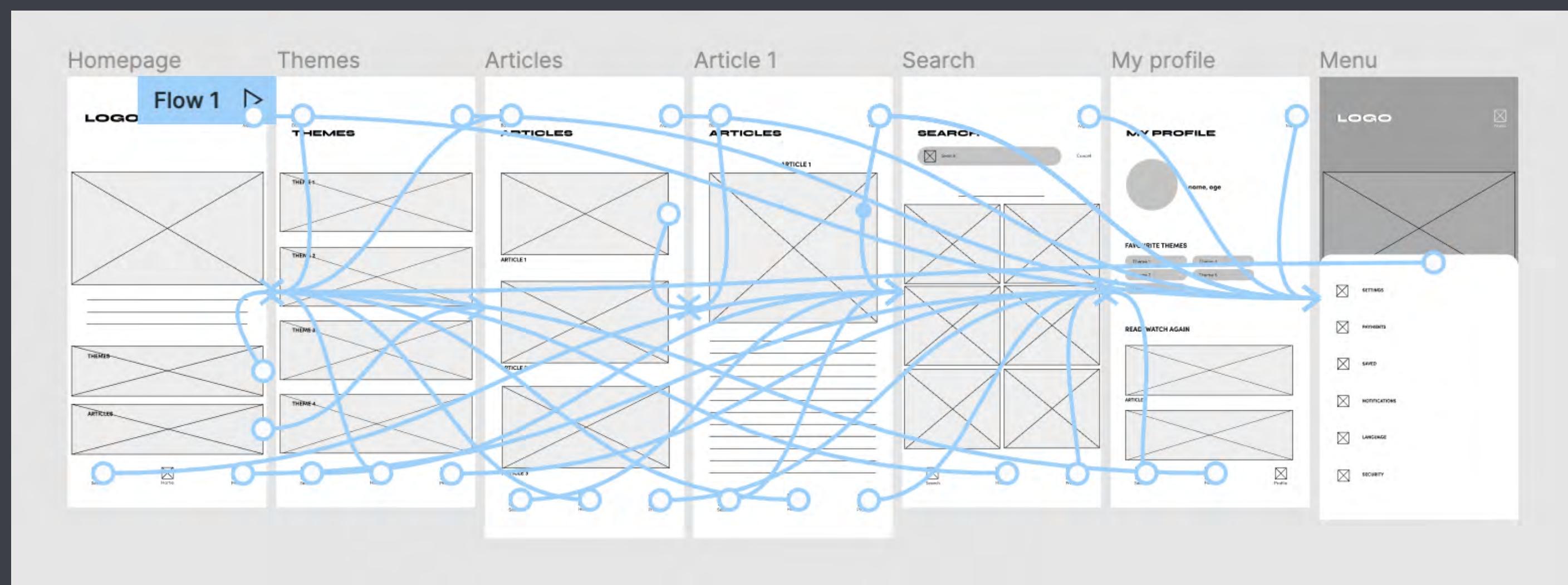
After ideating and drafting some paper wireframes, I created the initial designs for the Emotions app. These designs focused on delivering personalized guidance to users to help them learn about emotions and empathy.



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing articles and themes where users learn about emotions.

View **Emotions' low-fidelity prototype**



Usability study: parametres



Study type

Unmoderated usability study



Location

Prague, remote



Participants

5 participants



Length

30–60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Articles

People want easy access to articles that specifically focus on various issues and explain what we feel, why we feel it and how to improve dealing with problems (e.g. jealousy).

2

Add my own story

People had difficulty adding their own story to share their experience with other users in the app.

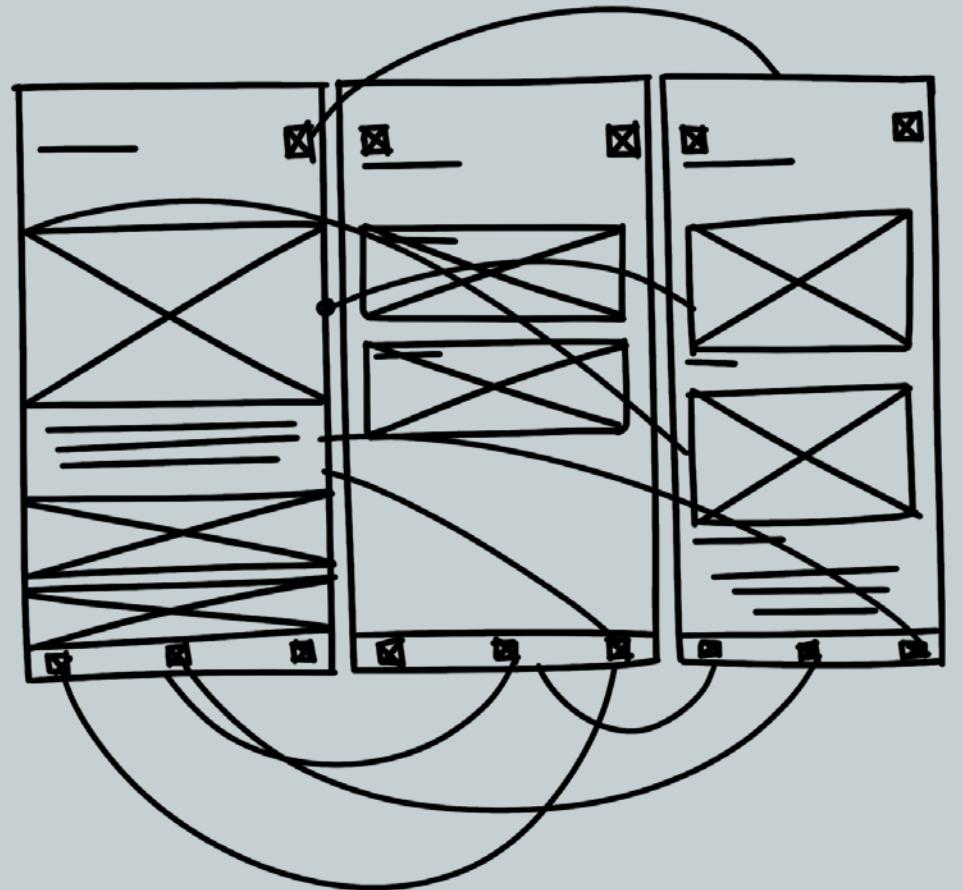
Sharing their own experience enhances the sense of community and is helpful for the mental balance.

3

Themes

People preferred clear dividing of themes (e.g. depression, stress, burnout) where they could find materials about a specific issue.

Refining the design



Mockups

High-fidelity prototype

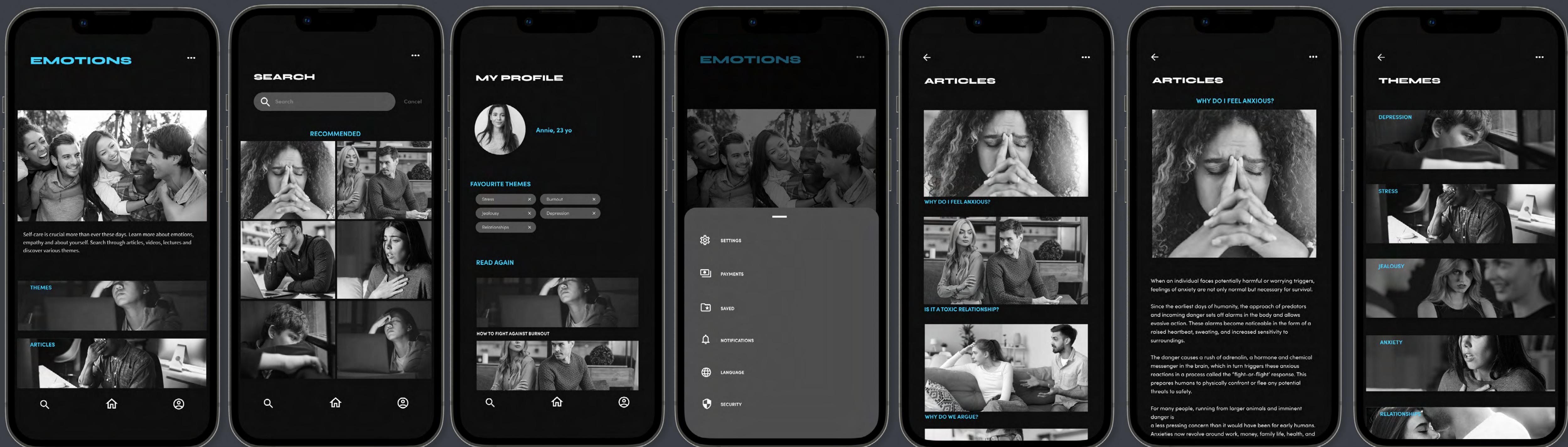
Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to articles and themes that specifically use items available in the menu.

Additional design changes included adding a simplified organization of themes page, and providing a clear position of the search bar.

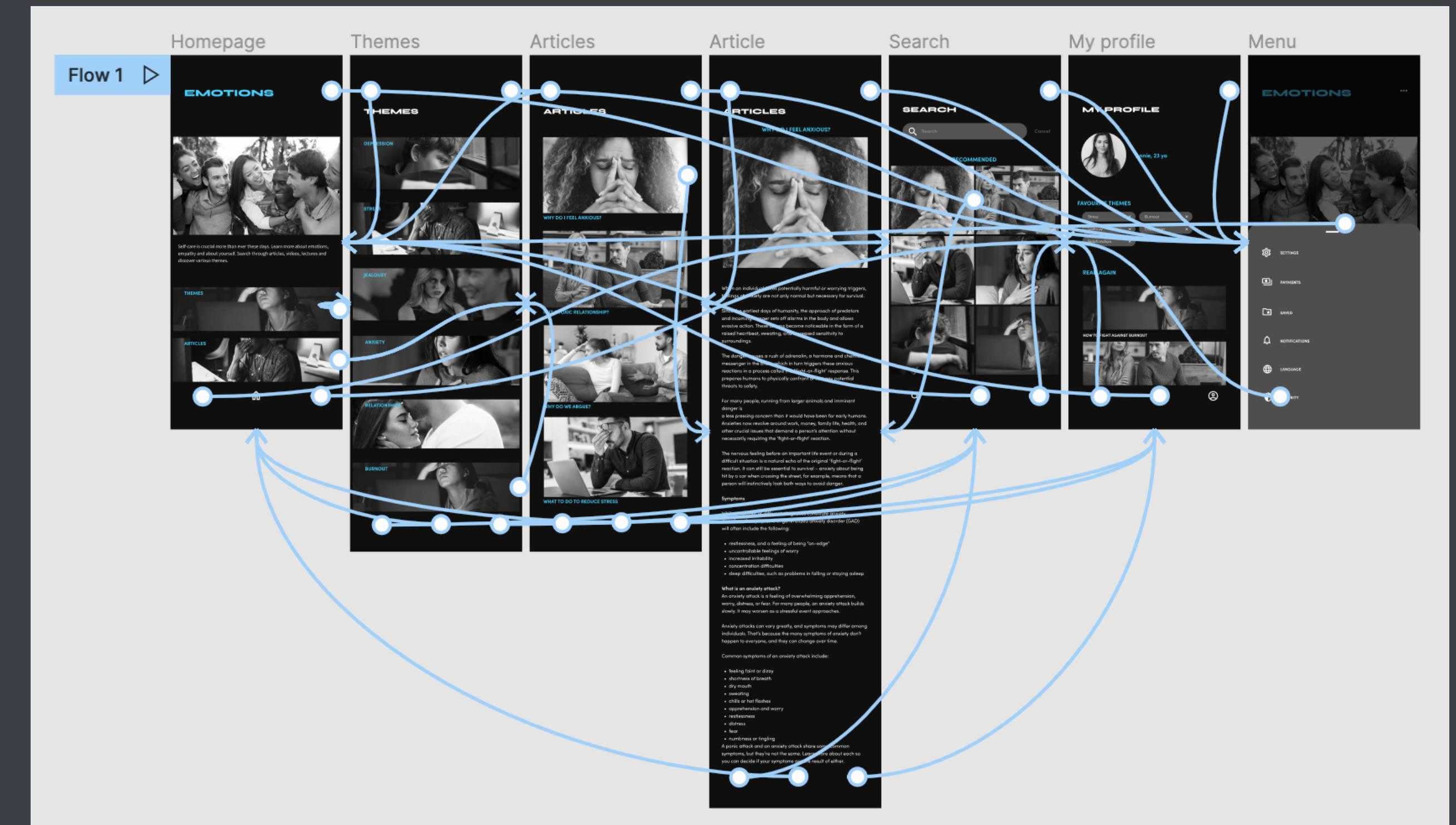
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the **Emotions' high-fidelity prototype**



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive design

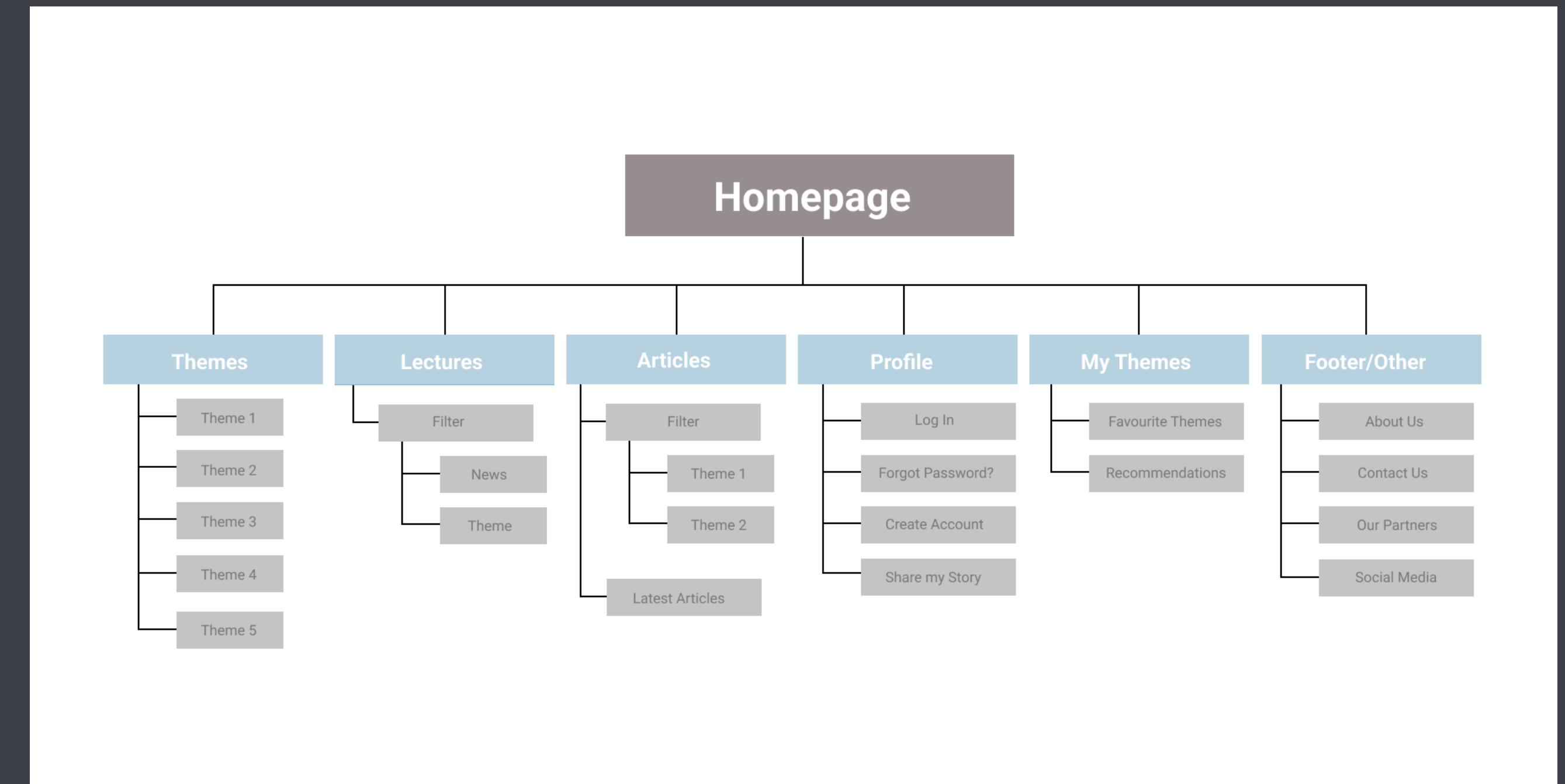


Information architecture

Responsive design

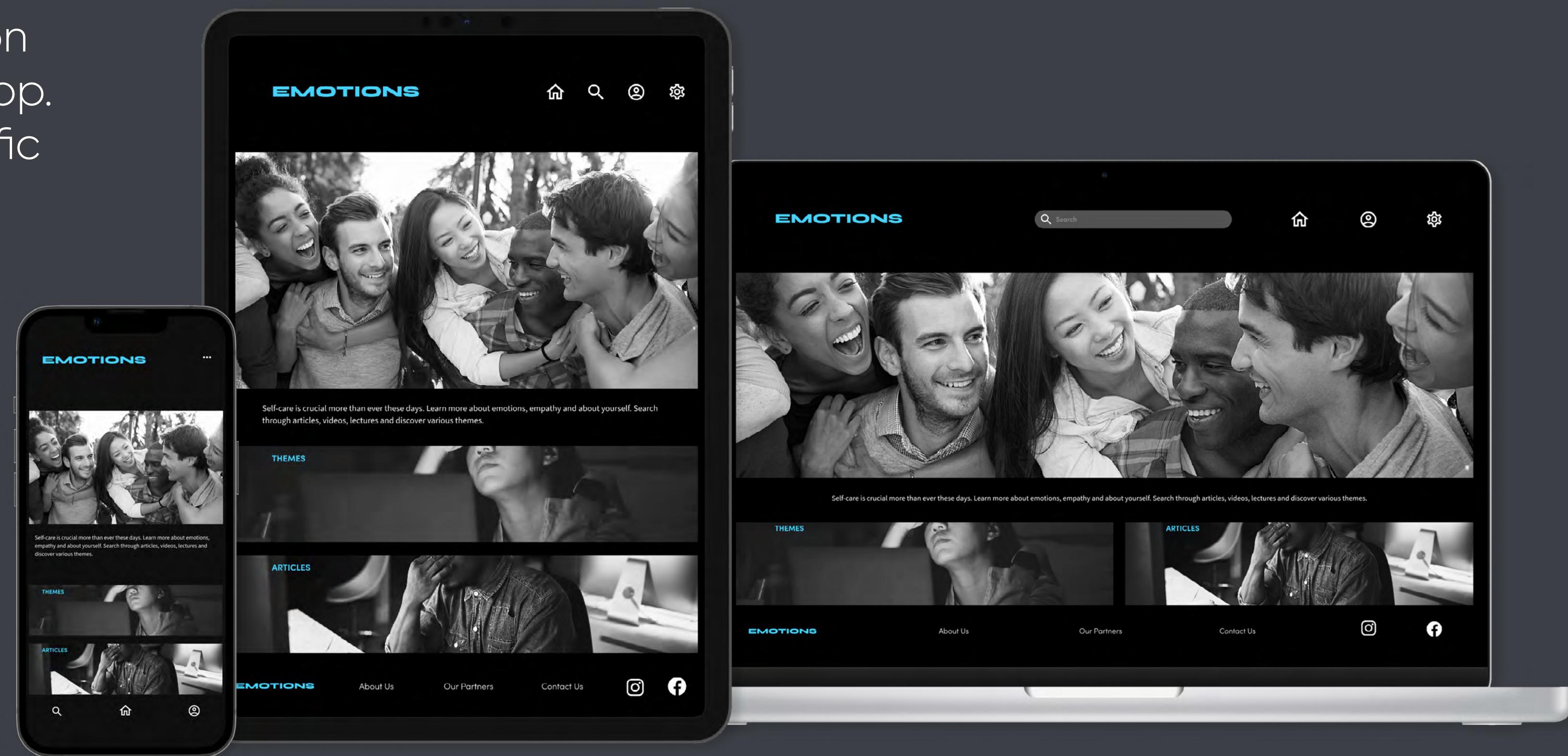
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Emotions sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

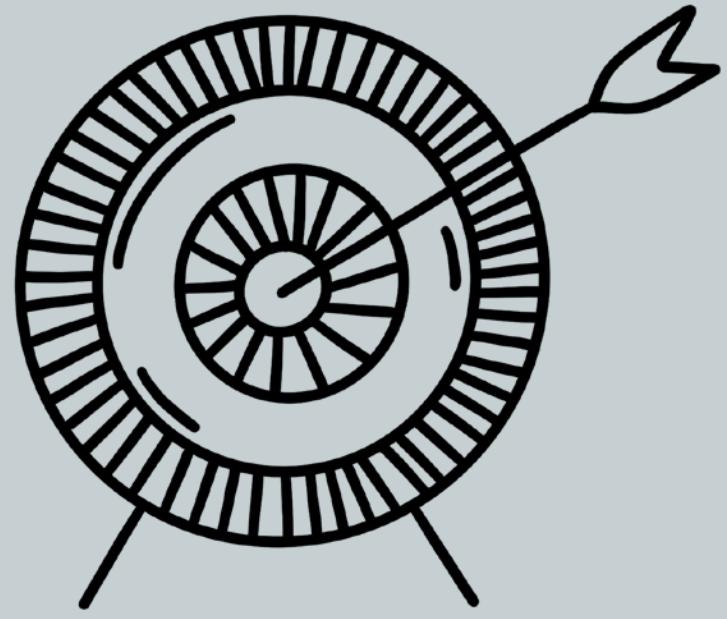


Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



Going forward



Takeaways

Next steps

Takeaways



Impact

Users shared that the app made learning about emotions and mental health seem like something they could actually improve.

One quote from peer feedback was that “the Emotions app helps bring caring about people around us and break taboos about mental health.”



What I learned

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

①

Conduct research on how successful the app is in reaching the goal to improve user's well-being and mental balance.

②

Add more educational resources for users to learn about mental health prevention.

③

Provide a chatting room where users can share their story about dealing with their issues.

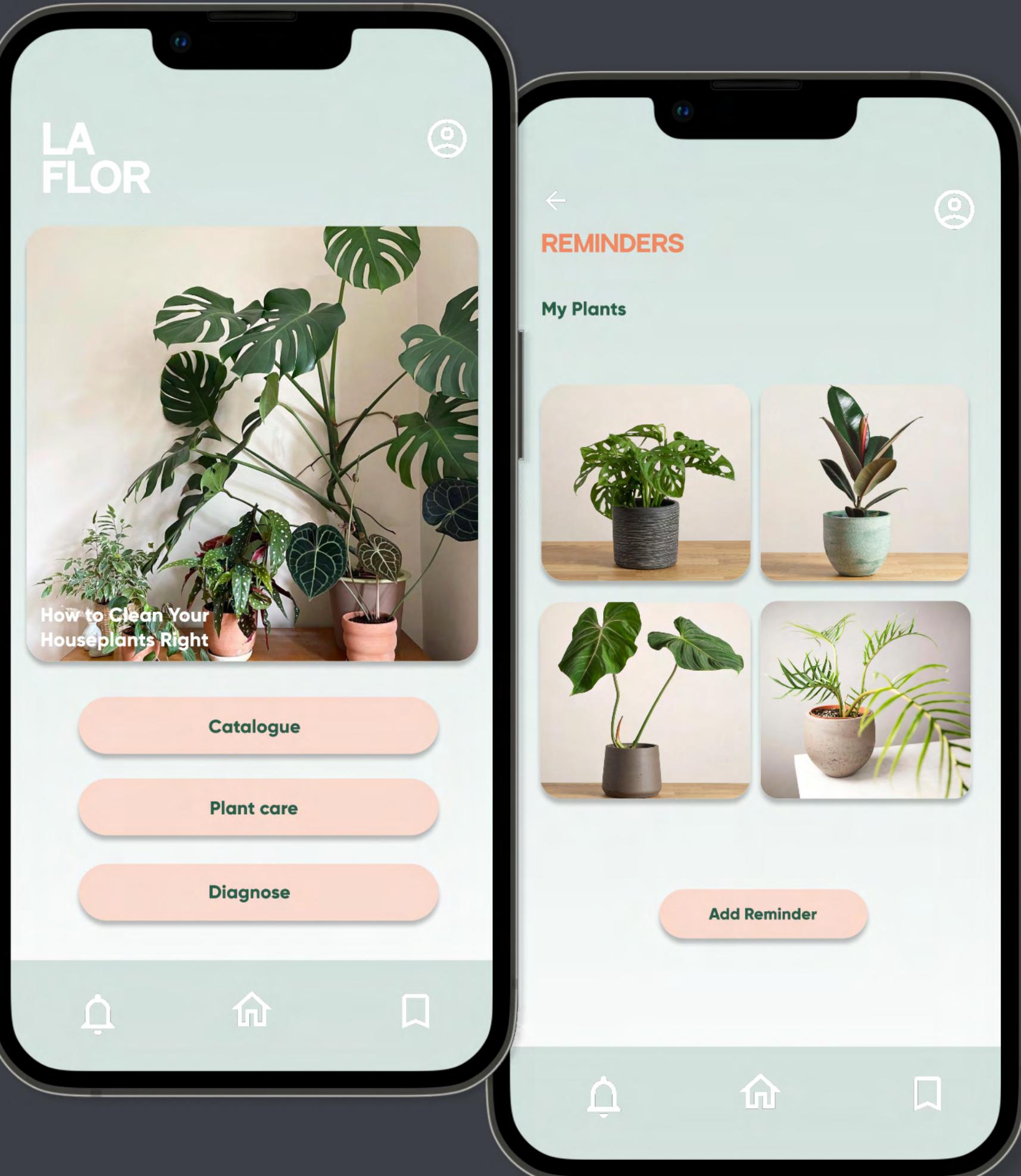
LA FLOR

A flower catalogue app for plant enthusiasts

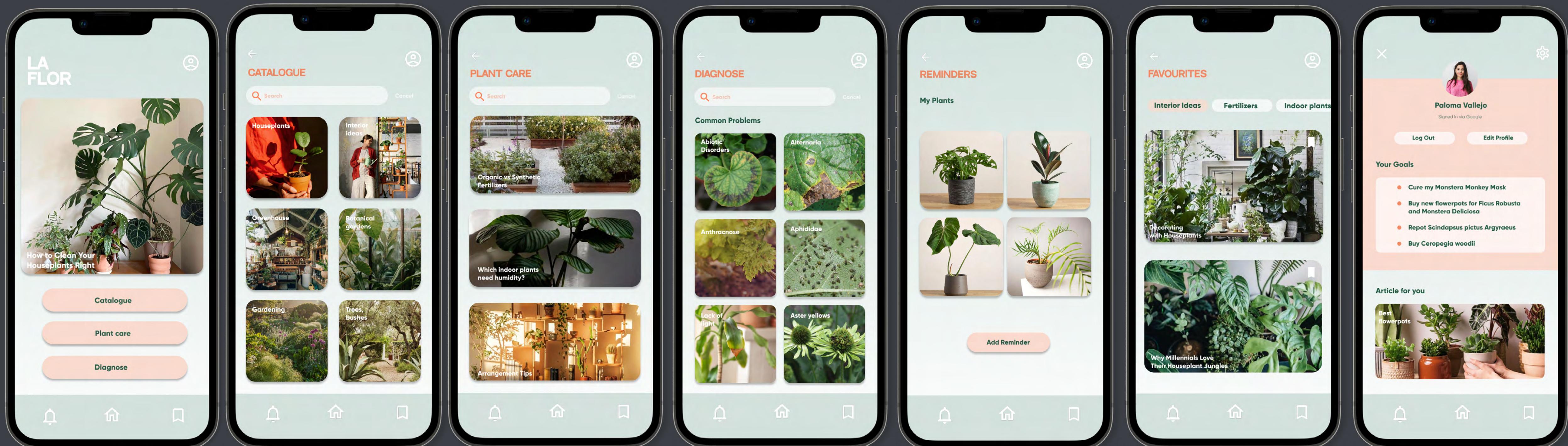
Project overview

The product

La Flor is an app designed for nature and plant lovers. Users can track their progress in growing plants, discover new ones, diagnose diseases, set up daily reminders to keep their plants healthy, plan trips to botanical gardens or find inspiration for decorating the interior with indoor plants. Target users include all people interested in nature and growing plants.



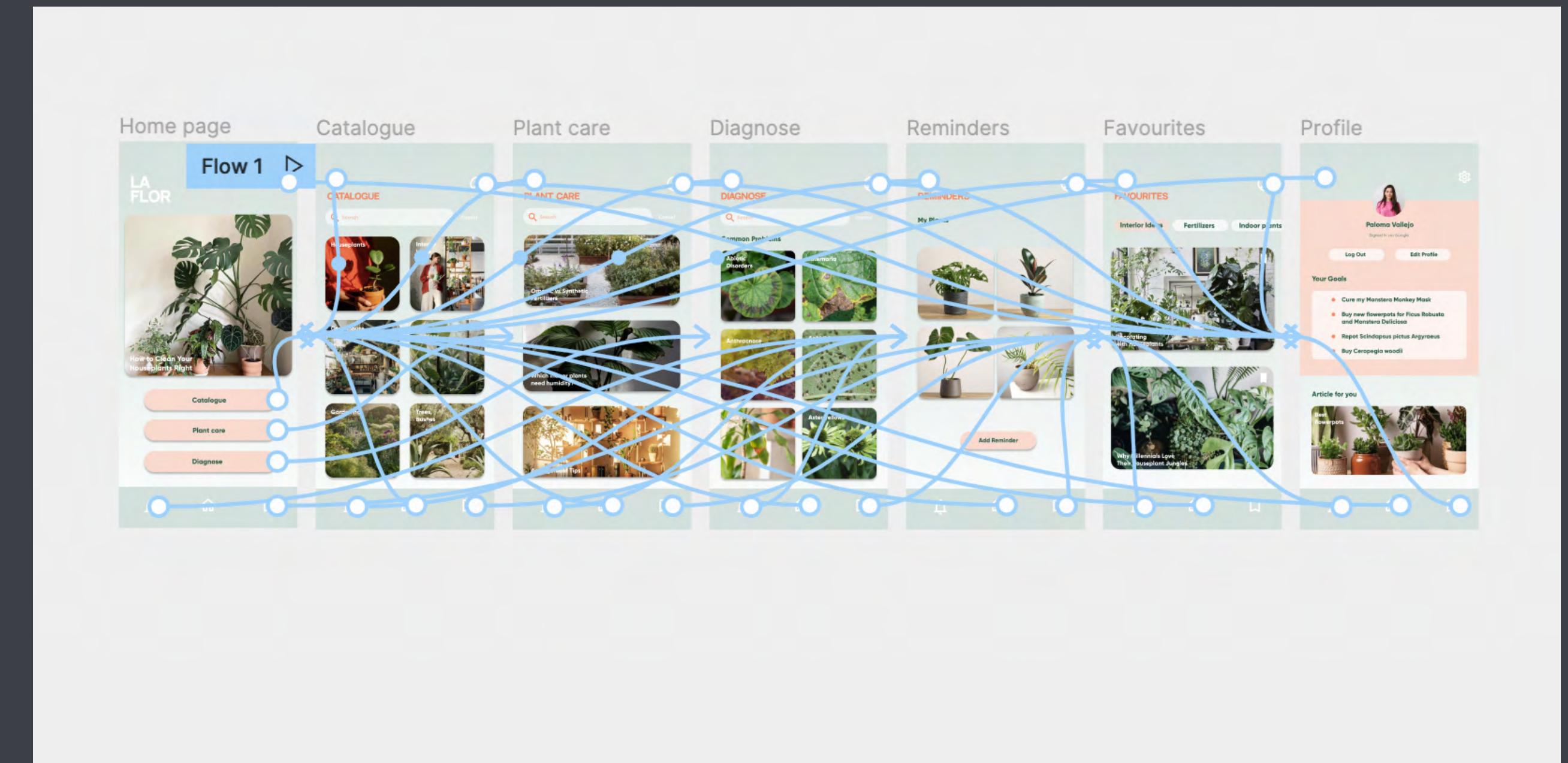
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the **La Flor's high-fidelity prototype**



TUTORS

Study partner request flow for
a tutoring service

Project overview

The product

Tutors is an app that enables users to find a tutor who will help them learn a subject. In the app, students can search for a tutor using various filters so that the tutor's offer suits exactly their needs (e.g. subject, time, place, online/offline classes). Tutors' primary target users include teenagers and university students who need to find someone to help them with difficult subject matters.



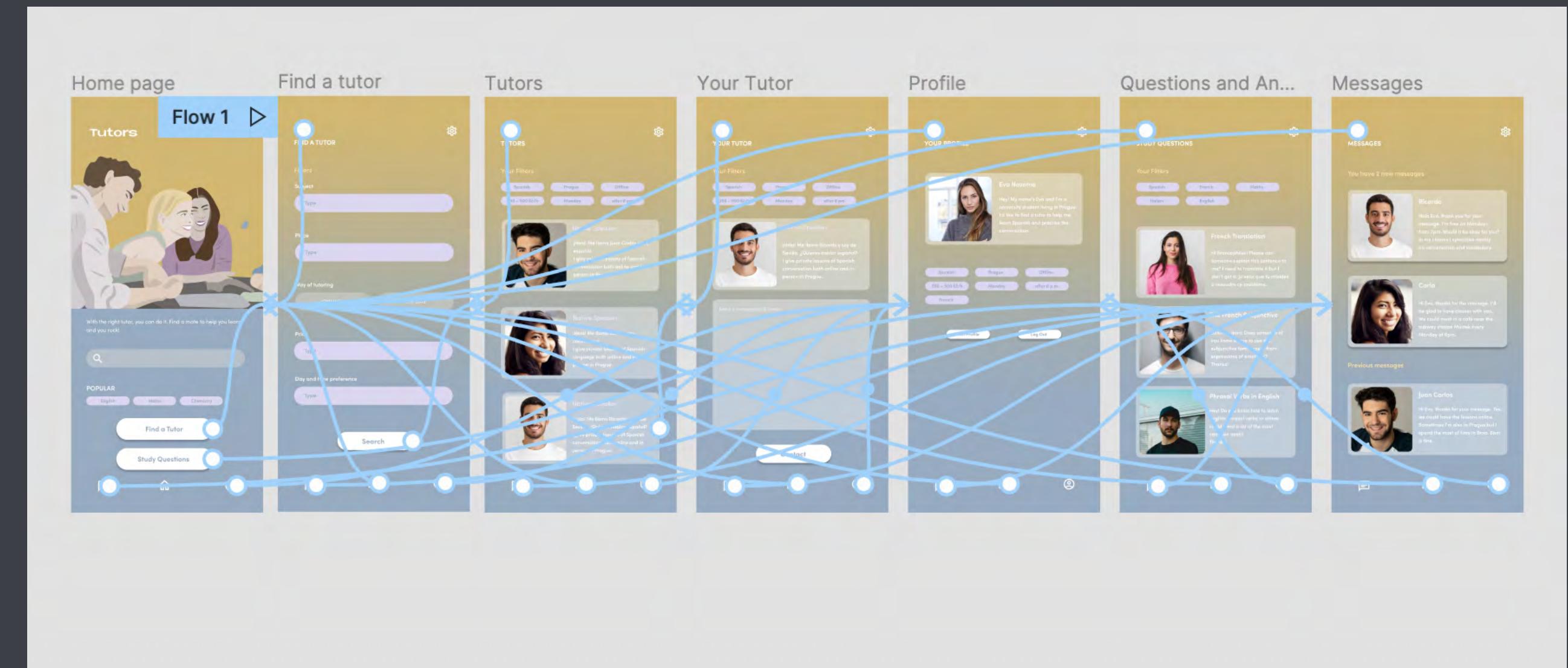
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the **Tutor's high-fidelity prototype**



Thank you for your attention



-  + 420 111 111 111
-  daniela@gmail.com
-  <https://www.linkedin.com/in/daniela/>