

Design a way to learn first-aid to young people

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Project overview



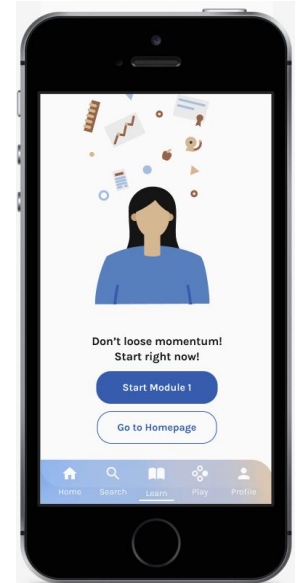
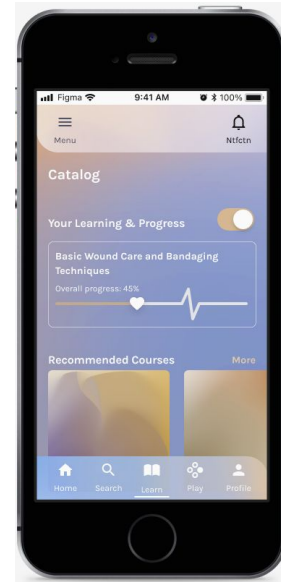
The product:

Tool for learning first aid on mobile phones and desktop devices in the form of an application and a fully responsive website. Depending on the platform, it offers appropriate learning methods and attracts young people with its attractive visual design and gamified elements."



Project duration:

May-July 2023



Project overview



The problem:

People don't finish what they start, it's difficult to motivate them, learning is boring, and learning first aid is met with resistance. People would like the opportunity to learn online in a busy world. They want to feel confident in emergency situations and expand their professional skills. It's important for the application to naturally encourage usage and stand out from the rest, so it's not just another app that users download and forget about.



The goal:

User Engagement:

1. Daily Active Users (DAU): This KPI measures the number of unique users who actively engage with the app on a daily basis. A high DAU indicates that the app is attracting and retaining users, demonstrating its value and relevance.
2. Time Spent in App: This KPI measures the average time users spend within the app per session. It indicates the level of engagement and the app's ability to provide valuable content and features that keep users immersed and interested.

Learning Progress and Retention:

1. Completion Rates: This KPI measures the percentage of users who successfully complete learning modules, quizzes, or courses within the app. A high completion rate indicates that users find the content engaging, valuable, and are motivated to progress through the learning materials.

Project overview



My role:

UX/UI



Responsibilities:

User research, wireframing, prototyping, UI designing.

Understanding the user

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

Persona 1: Aleksandra

Problem statement:

As a medical student I want to have access to practical first-aid resources to reinforce my theoretical knowledge and enhance my understanding of emergency situations, so that I can confidently apply my skills in real-life scenarios.

Age: 24
Gender: Female
Education: University student, studying medicine
Family Status: Single
Job: Part-time job at a local café
Living Place: Warsaw, Poland
Familiarity with First Aid: High, due to her medical studies

Why Aleksandra should care about this app? As a medical student, Aleksandra understands the importance of first aid in emergency situations. She seeks additional resources to reinforce her theoretical knowledge with practical skills. This app provides her with a convenient and engaging platform to enhance her understanding of first aid and keep her skills up to date.

Goals

- Enhance practical first-aid skills to complement theoretical knowledge.
- Stay up-to-date with the latest first-aid techniques and practices.
- Gain confidence in applying first-aid skills in emergency...

Frustrations

- Limited opportunities to practice and reinforce first-aid skills.
- Difficulty finding reliable and accessible resources to support learning.
- Feeling unprepared to apply theoretical knowledge effectively in real-life scenarios.

Persona 2: Paweł

Problem statement:

As a busy father I want to learn and practice first-aid techniques conveniently so that I can ensure the safety of my family and respond effectively in case of accidents, giving me peace of mind and confidence in emergency situations.

- Age: 30
- Gender: Male
- Education: College graduate, working in IT
- Family Status: Married with a 2-year-old child
- Job: Software Engineer at a tech company
- Living Place: Warsaw, Poland
- Familiarity with First Aid: Basic knowledge, but eager to learn more

Why Paweł should care about this app? As a father and someone with a busy professional life, Paweł recognizes the importance of being prepared for unexpected emergencies. He wants to ensure the safety of his family and be equipped to respond effectively in case of accidents. This app offers him a user-friendly and accessible way to learn and practice first-aid techniques, giving him the confidence and peace of mind he desires.

Goals

- Acquire essential first-aid knowledge and skills to ensure the safety of his family.
- Feel confident and prepared to respond effectively in emergency situations.
- Have a user-friendly and convenient platform to learn and practice first-aid techniques.

Frustrations

- Lack of time to attend in-person first-aid training programs.
- Limited accessibility to reliable and engaging first-aid resources.
- Uncertainty about the correct response and techniques in emergency scenarios.

Competitive audit

Based on the competitive audit, learners are attracted to platforms that offer a variety of courses, accessible pricing, and established businesses. The first impression of apps and websites should be clean and professional, with user-friendly navigation and a clear brand identity. Visual design should be engaging, and accessibility is crucial. To stand out, the proposed app should have a visually appealing interface, comprehensive courses, and a unique value proposition. It should prioritize a strong brand identity, informative content

	General information							UX <small>(rated: needs work, okay, good, or outstanding)</small>									
	Competitor type <small>(direct or indirect)</small>	Product offering	Price <small>(\$ - \$\$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	First Impressions		Interaction				Visual design		Content	
								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
American Red Cross	Direct	Step-by-step instructions, videos, quizzes	Free	https://www.redcross.org/take-a-class/first-aid	Large	General public	Official app by a reputable organization, comprehensive resources	lean and intuitive	Modern and professional	Step-by-step instructions, videos	User-friendly and accessible	Logical and easy to follow	Clear and organized	Clean and professional design with a focus on usability	Clear and informative	Comprehensive and detailed	
St John Ambulance	Direct	Training courses, resources, interactive tools	Varies (some free)	https://www.sja.org.uk/	Large	General public	Leading first aid organization, professional training courses, interactive tools	Engaging and interactive	Informative and well-designed	Training courses, interactive tools	Accessible and inclusive	Intuitive with clear progression	Well-structured and easy to navigate	Engaging and visually appealing design with interactive elements	Professional and informative	Detailed and comprehensive	
Mayo Clinic	Direct	First Aid Guide, step-by-step instructions, videos	Free	https://www.mayoclinic.org/first-aid	Large	General public	Trusted medical institution, extensive content and resources	Professional and trusted	Clean and informative	First Aid Guide, step-by-step content	Easy to read and understand	Well-guided and informative	Clear and user-friendly	Professional and sleek design with a medical aesthetic	Clear and authoritative	Detailed and comprehensive	
British Red Cross	Direct	Easy-to-follow advice, videos, quizzes	Free	https://www.redcrossfirstaidtraining.co.uk/	Large	General public	Official app by a reputable organization, user-friendly interface	friendly and inviting	Simple and user-friendly	Easy-to-follow advice, videos	Accessible and inclusive	Intuitive and user-centric	Clear and straightforward	Friendly and inviting design with a modern and approachable look	Friendly and approachable	Concise and informative	
First Aid for Free	Direct	Online courses, interactive quizzes, resources	Free	https://www.firstaidforfree.com/	Small	General public	Free courses, interactive quizzes, comprehensive resources	Engaging and interactive	Simple and informative	Online courses, interactive quizzes	User-friendly and accessible	Well-structured and organized	Easy to navigate and find resources	Visually appealing design with a user-friendly interface	Interactive and engaging	Comprehensive and detailed	

tone, and easy-to-understand descriptions. Consideration of free or affordable pricing models can attract a wider audience. It needs to be attractive especially for young people. Consider gamification.

Ideation

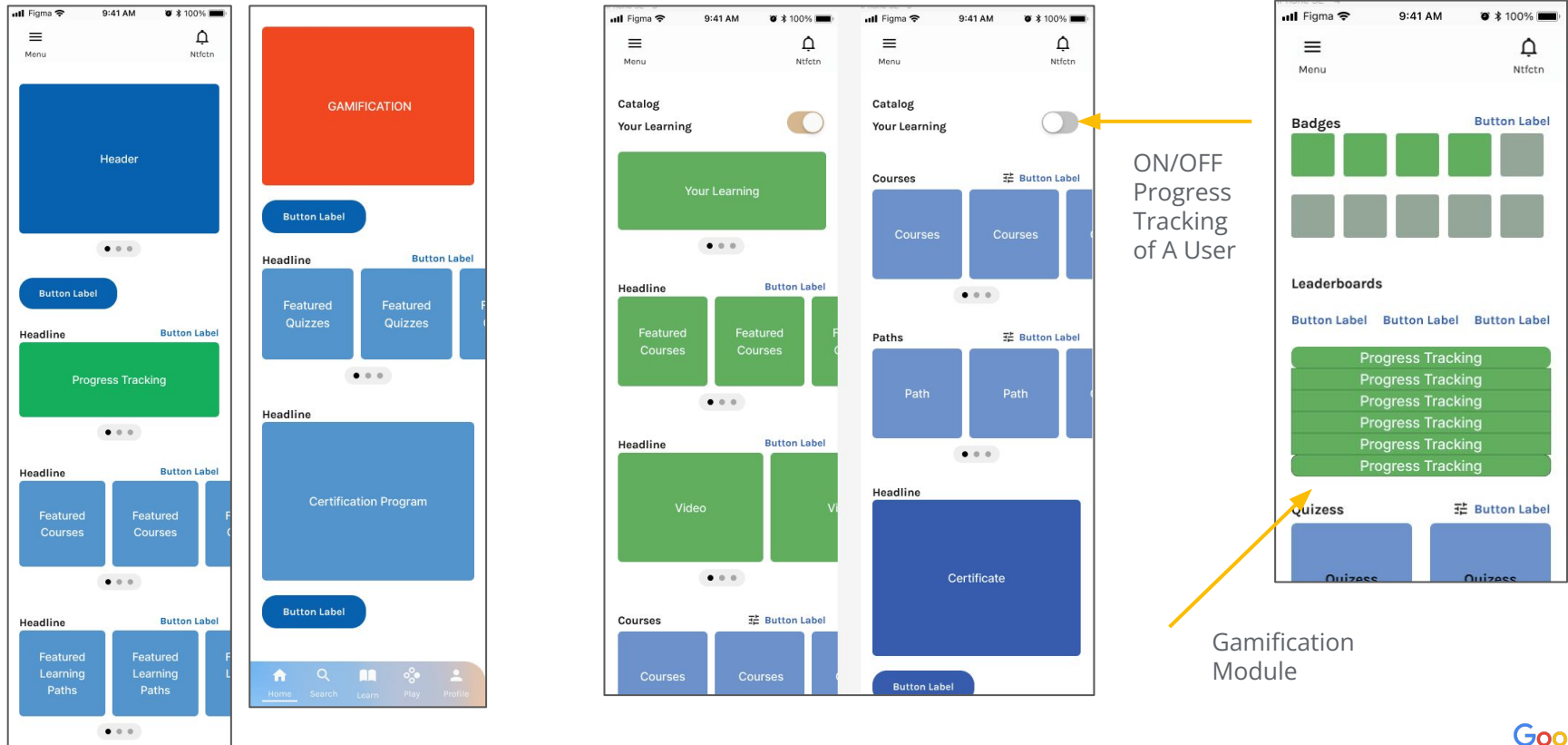
Tools:

- Video Recording and Editing Tools: Integration of tools like OBS Studio or Adobe Premiere Pro to create high-quality instructional videos for demonstrating first-aid techniques.
- Learning Management System (LMS): Utilize LMS platforms like Moodle or Canvas to organize and deliver the learning content effectively.
- Push Notification Services: Implement services like Firebase Cloud Messaging or OneSignal to send reminders and updates to users' devices.

Features:

- Comprehensive Learning Resources: Provide a diverse range of resources, including instructional videos, interactive tutorials, downloadable guides, and reference materials to support different learning styles.
- Virtual Simulations: Incorporate interactive virtual simulations that allow users to practice first-aid techniques in a safe and controlled environment.
- Real-time Feedback and Assessment: Offer instant feedback and assessment on users' performance during quizzes, simulations, and practice exercises to help them improve and track their progress.
- Social Features and Community Engagement: Integrate social features such as discussion forums, chat rooms, or virtual study groups where users can interact, ask questions, and share experiences with peers and instructors.
- Personalized Learning Paths: Implement adaptive learning algorithms that analyze users' performance and preferences to provide personalized learning paths and recommendations based on their specific needs.
- Gamification Elements: Incorporate gamification elements like point systems, achievements, and leaderboards to increase engagement and motivate users to actively participate in the learning process.
- Offline Access: Provide offline access to learning materials, allowing users to study and practice first-aid techniques even without an internet connection.

Digital wireframes of an app

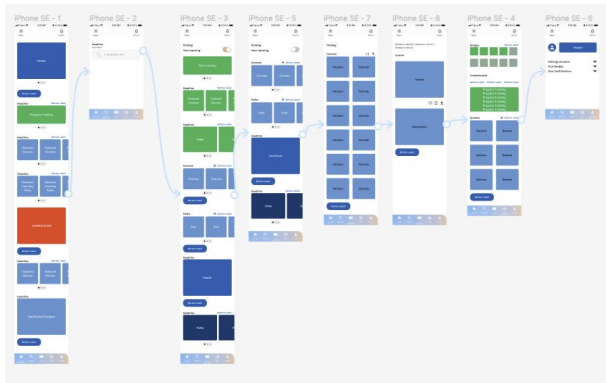


Low-fidelity prototype

Flow 1

Enrolling on the course.

User's Journey



[Link to low fidelity prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

Warsaw, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

User needs much more clear navigation, courses filtering and learning progress section.

1

Navigation and Course Search Experience

The majority of users (4/5) faced difficulties in finding the course catalog and navigating the menu, indicating a need to improve the navigation system for enhanced user experience. Making the course catalog more easily accessible would also contribute to a better user experience.

2

Course Filtering Options

The filtering options for courses were not prominently displayed, causing challenges for the majority of users (4/5) in finding courses based on their preferences. Enhancing the visibility and usability of the filtering options would

3

Learning Progress Section Accessibility

Users' experiences in locating the learning progress section varied. While the majority of users (3/5) easily found it and found the visual representation of progress helpful, a significant portion of users (2/5) struggled due to an unintuitive navigation structure. Improving the navigation to make the learning progress section easily accessible for all users is crucial.

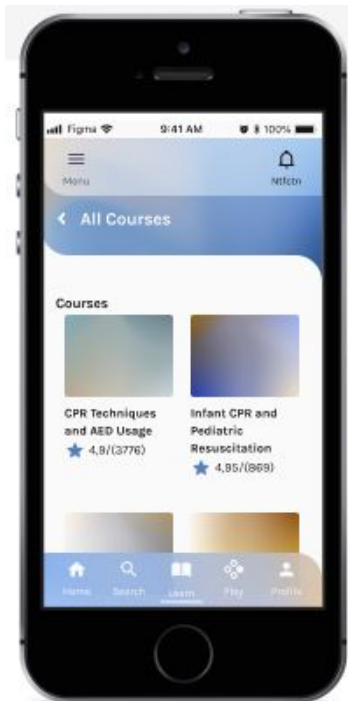
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

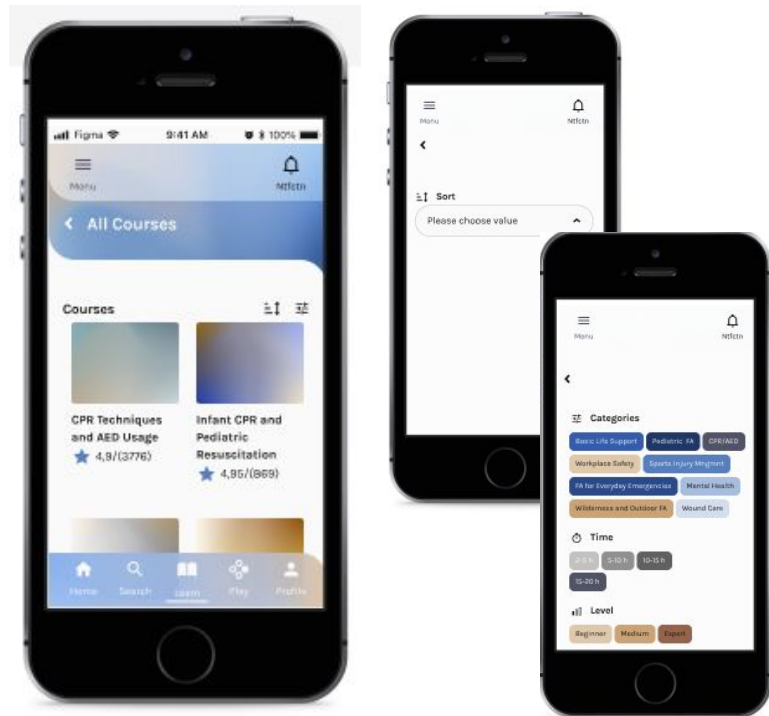
Mockups

P0 Adding the option of sorting and filtering courses so that the user can better find himself in the catalog.

Before usability study



After usability study

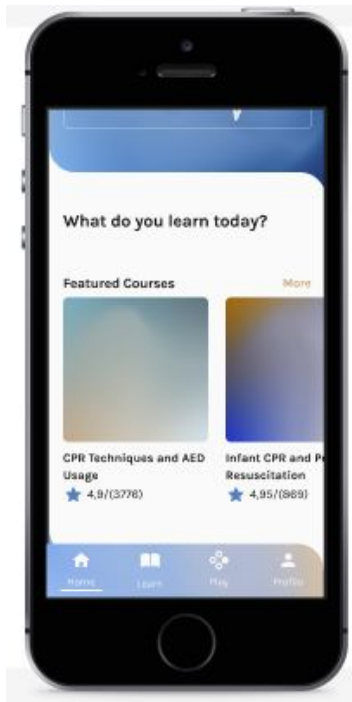


Mockups

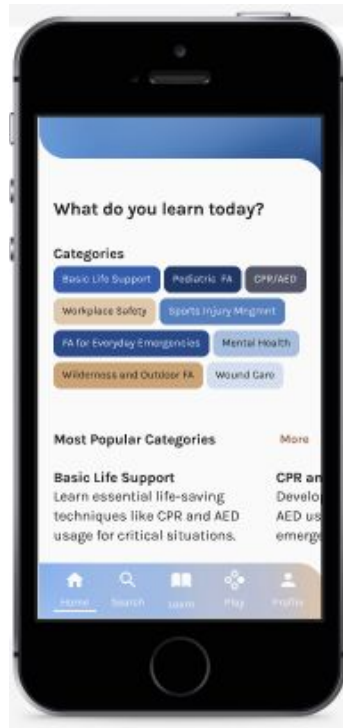
P0 Adding a category of courses already on the start page so that the user can immediately search for the topic he is interested in.

P1 Added a search engine option to the bottom menu.

Before usability study



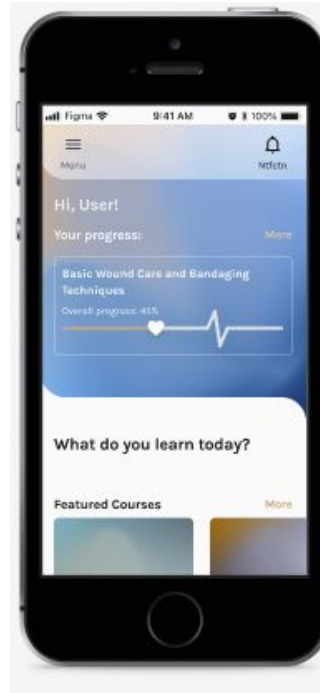
After usability study



Mockups

P3 Expansion of the progress module so that the user can better understand where he is in development.

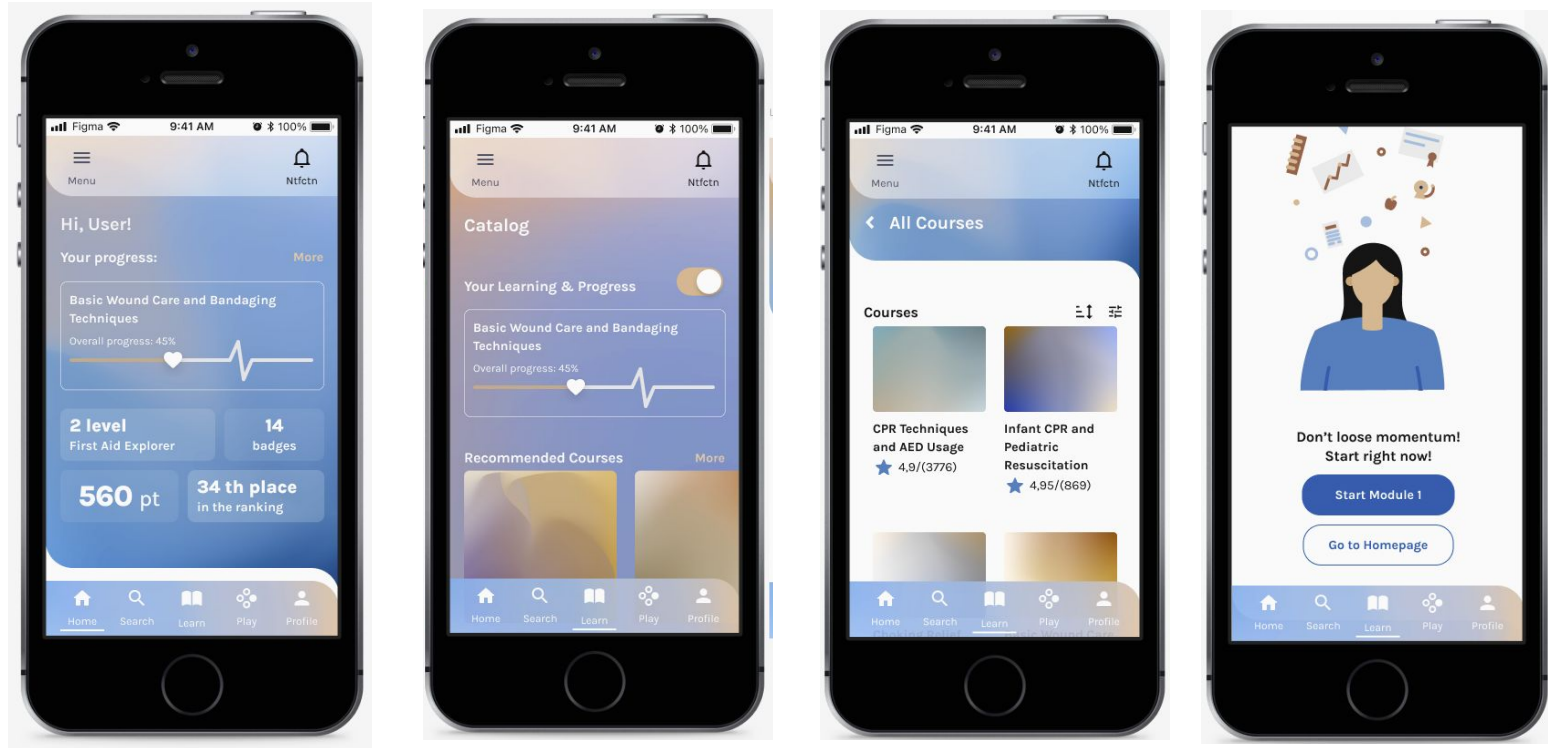
Before usability study



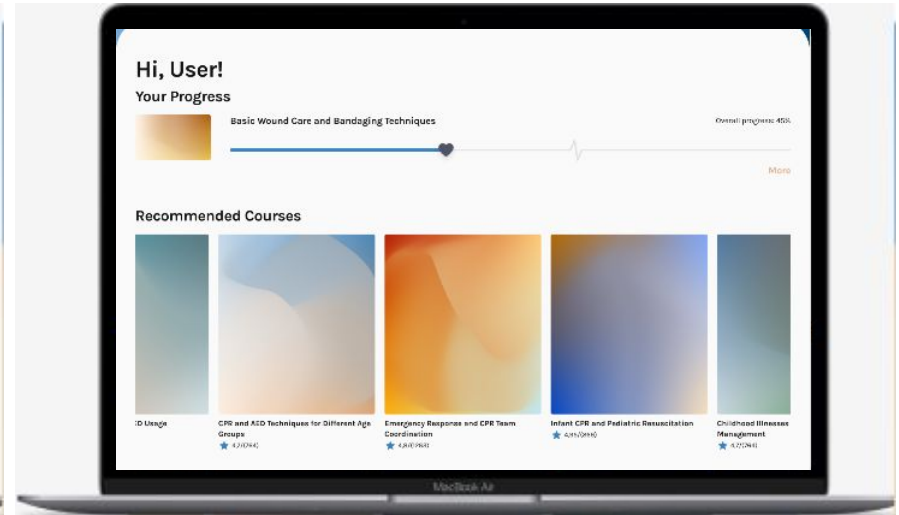
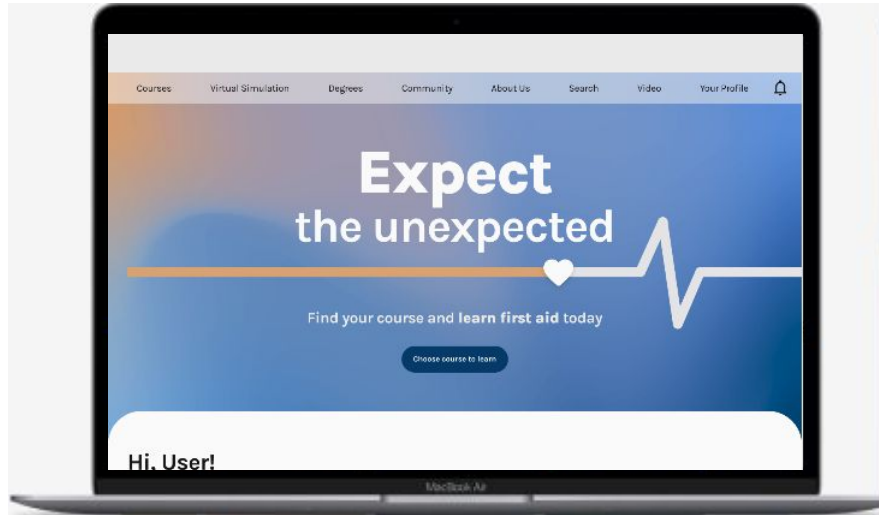
After usability study



Mockups

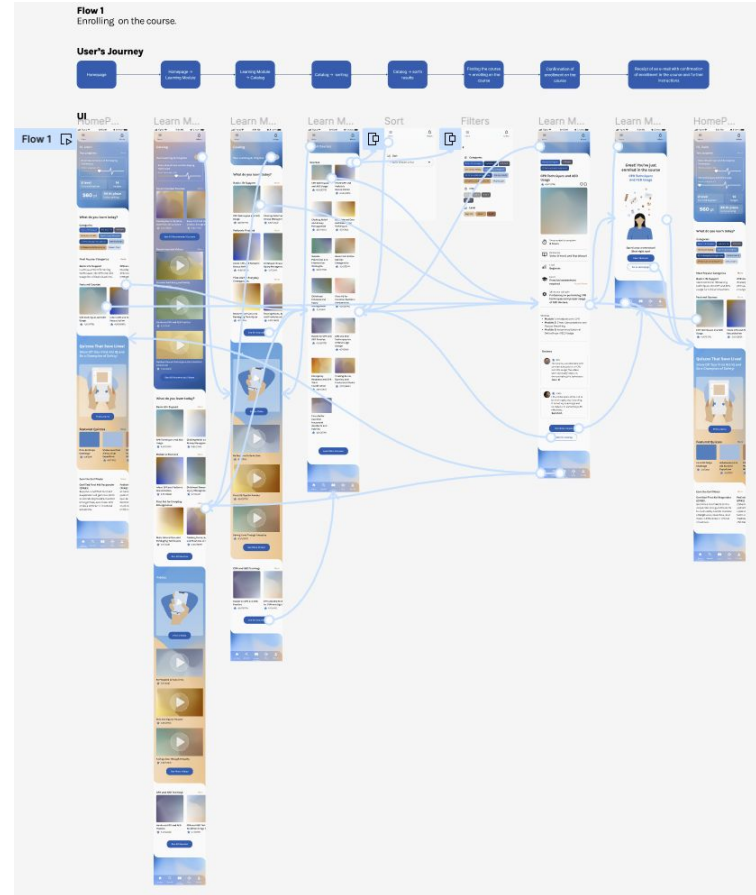


Mockups



High-fidelity prototype

[Link to prototype.](#)



Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

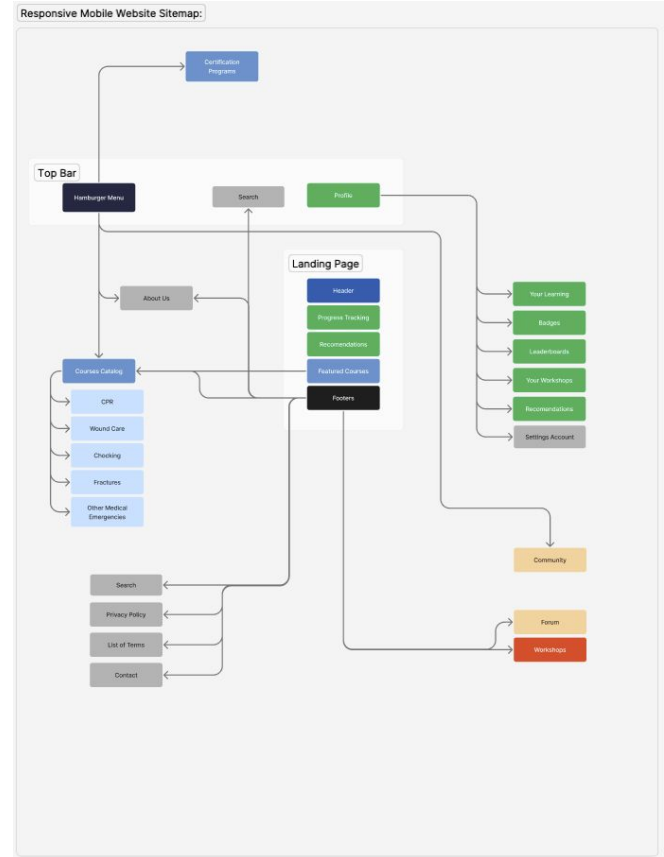
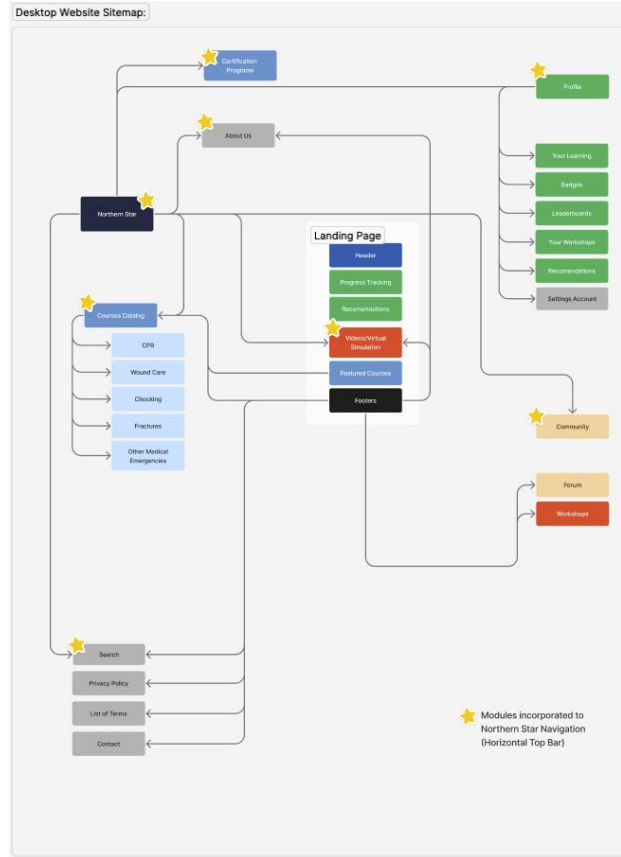
Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

Responsive Design

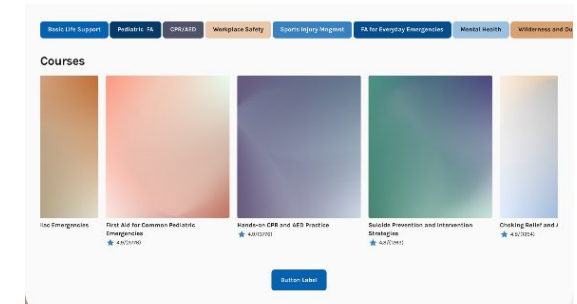
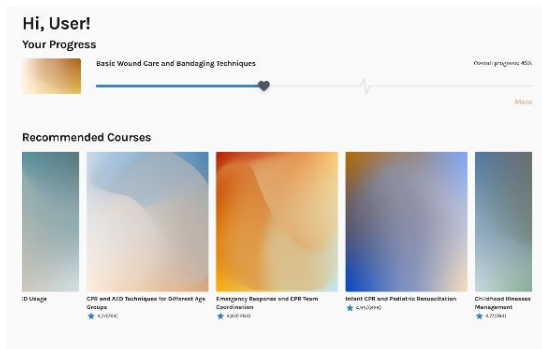
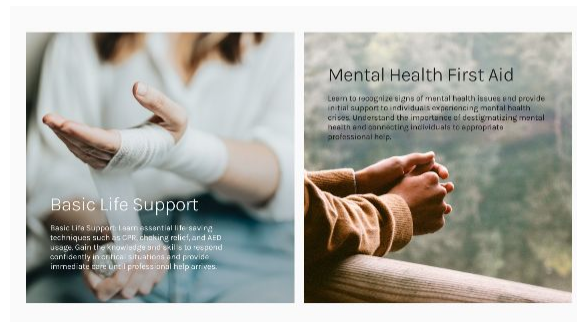
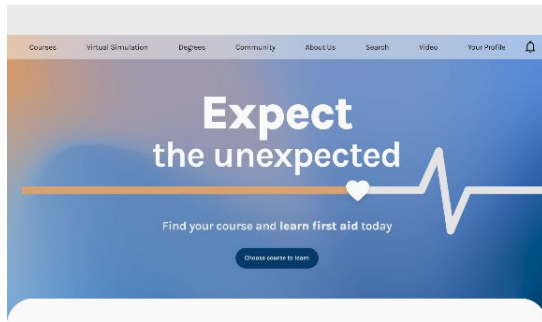
- Information architecture
- Responsive design

Sitemap

The desktop version offers a richer module of immersive first aid learning through simulations.



Responsive designs



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I received very positive feedback on how professional and aesthetic my project looks and that the application fulfills its function.



What I learned:

how crucial is clear navigation and information structure for the user's comfort and willingness to navigate the website or application.

Next steps

1

Expand gaming module -
after really positive
feedback it can be
overlooked.

2

Expand simulation
learning experience - after
really positive feedback it
can be overlooked.

3

Work on categorize
courses more.

Let's connect!



Let's stay in touch
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