

User Experience Portfolio

Jacqueline Mirell

Rosr

In the way that a creative writer uses prompts, I gave myself the task of a tongue-in-cheek prototype to design. I set out to make an April Fool's project that I would tweet out as an "exciting new app which aggregates only London properties within five minutes walking distance of a Waitrose." I researched competitor sites such as Spareroom and Rightmove, and saw that the basic searches focused firstly on location, then on price, and number of bedrooms.

Spareroom

The UK's busiest flat & houseshare website

Start your search now

W1A 1AA

Rooms for rent Rooms wanted Buddy ups (7)

Search now

1

Rooms for Rent in W1A 1AA

Showing 1-10 of 151 results

Sort by ✓ Default sort order
Newest Ads
Last updated
Price (lowest first)
Price (highest first)

Show results on a map Save search for

2

London W1H (W1) Early Bird (?) NEW

A truly stunning, spacious two double bedroom A truly stunning, spacious two double bedroom, two bathroom second floor apartment set within this prestigious purpose built block. Finished to an exceptional standard, comprising two double bedrooms,...

BILLS INC Double room £700pcm

No photos More info

3

Gumtree

Location United Ki... ▾

United Kingdom (120,889) ✓

England (103,581)

Wales (3,224)

Scotland (11,772)

Northern Ireland (2,049)

Guernsey (1)

Isle Of Man (7)

Jersey (7)

1

2

3

£ Min

£ Max

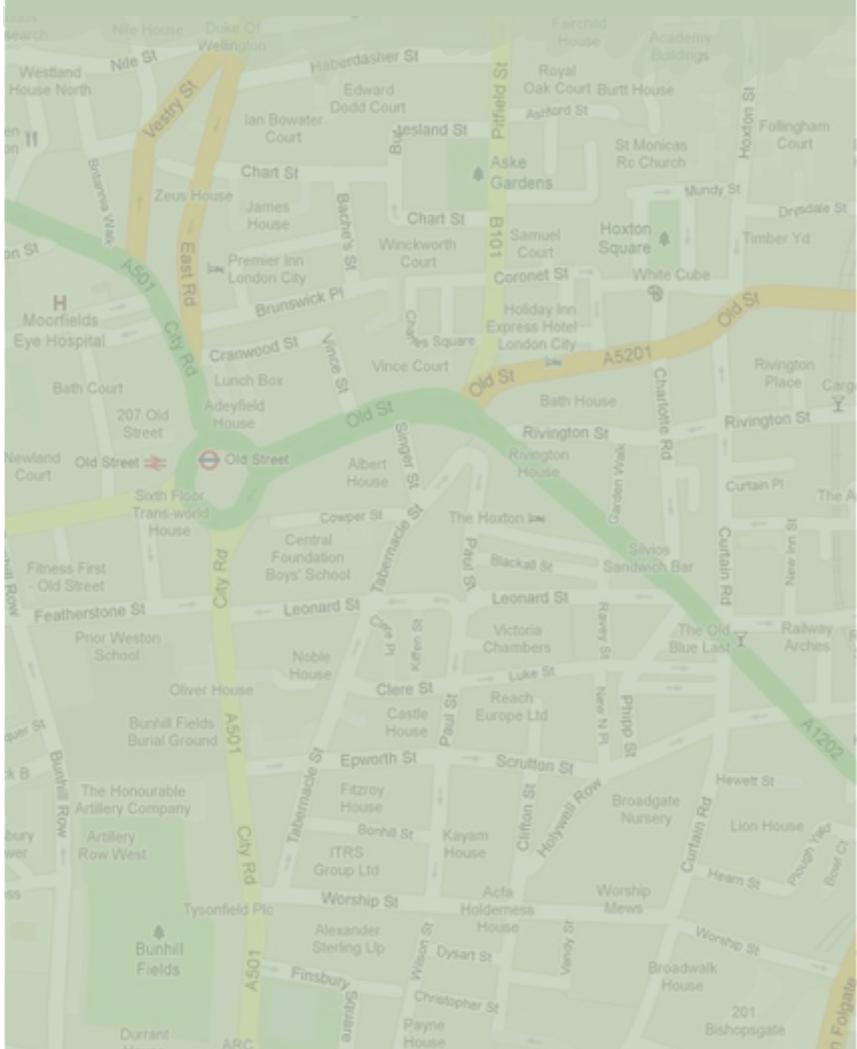
Number of beds



Using this knowledge, I developed the prototype so that the home page prompted users to search via postcode. After the desired location is entered, users can choose to filter through any of the nearest branches to said postcode. Location is secured and a Google Map overlay displays properties with "all results" as default. Users can then choose to filter through the other important goals of real estate sites, namely the price and bedroom selections. Resulting properties are marked on the map with green stars, to maintain aesthetic consistency with the Waitrose visual branding.

Rosr

Enter Postcode



Rosr

NW3 4RR



Your closest branches are:

Finchley Road Branch

Camden Branch

West Hampstead Branch

King's Cross Branch

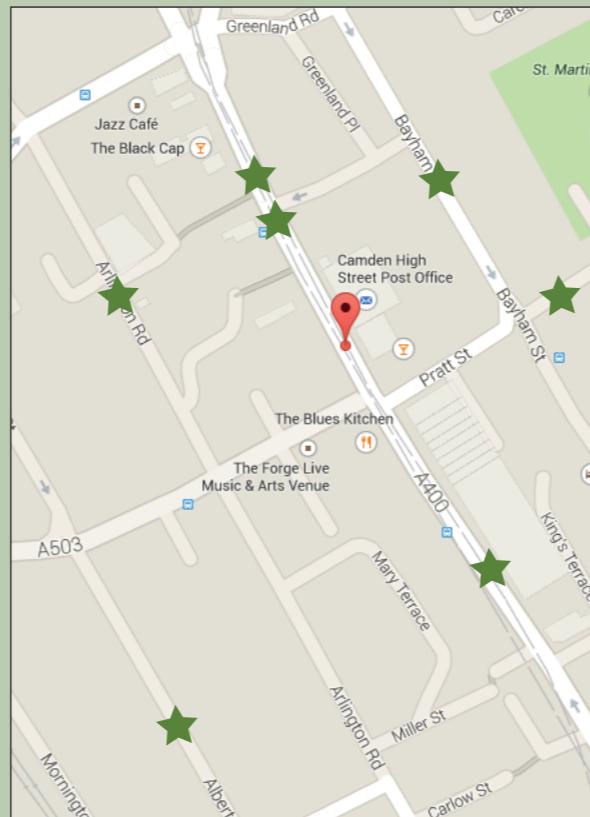
Back

Rosr

Camden Branch

<£1400 PM

2 Bedrooms



BabyLog



BabyLog was a project in an iPhone Development module, for an assignment whose deliverables required high fidelity prototypes of an iOS application implementing statistics and data. Working with two fathers, the idea came naturally. At the birth of their children, both received a red log book from the NHS.

The book is used to track all details of a child's health and growth in the youngest years, with sections for things like vaccinations and various potential complications. In a world where many parents are given minimal work leave after a child's birth, having this information in a digital form--easily shared between parents and caregivers--seems a more logical form of data keeping than with pen and paper.



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William

Billy



2 months, 3 days, 4 hours, 39 minutes
Male

Basics ➔

Vaccines ➔

Concerns ➔

Reviews ➔

Firsts ➔



+

Back

William Alfred O'Garro
Sex
I
Mother's Name

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

 +

Back 

Save

William Alfred O'Garro
Male
February 15th, 2015, 1:30pm
Sabiyyah Habib
Shamile Fiaz
Milton Keynes Surgery
18 Pond Lane, MK3 329
20 9384 728392
Hillary Clinton
19 Not Pond Lane, MK3 329
20 7383 594839

 +

Back 

Edit

William
Basics

Full Name	William Alfred O'Garro
Birthday	February 15th, 2015, 1:30 pm
Sex	Male
Mother's Name	Sabiyyah Habib
Father's Name	Shamile Fiaz
Family Doctor	Milton Keynes Surgery
Address	18 Pond Lane, MK3 329
Phone	20 09387 362736
Health Visitor	Hillary Clinton
Address	19 Not Pond Lane, MK3 329
Phone	20 09387 362736

The challenge was to translate the content seamlessly from analog to digital. An enhancement made to improve upon the original was the ability to add multiple babies. Using pen and paper, this would require multiple books. In the digital version, users can add multiple children whether they are parents to multiple young children, or if they are caregivers with a number of charges.

Another initial task was to structure the information architecture in a way that the app functions more as an "on the go" version of the original NHS book, providing the most pressing details and bits of information. Card sorting and research with recent fathers was used to decide which parts of information in the book were most important in their daily lives, each of which is now a category on the homepage.

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Back Edit

William

Vaccines

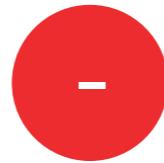
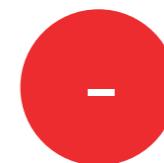
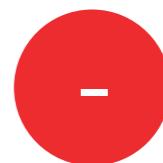
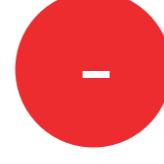
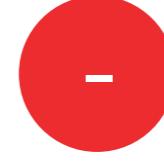
 DTaP	 IPV	 Hib
 PCV	 Rota	 DTaP
 IPV	 Hib	 MenC
 Rota	 DTaP	 IPV

 +

Back Save

William

Vaccines

 DTaP	 IPV	 Hib
 PCV	 Rota	 DTaP
 IPV	 Hib	 MenC
 Rota	 DTaP	 IPV



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Back

William

Firsts

Lifted head clear of ground, 12 weeks

Rolled over, 13 weeks

Applied for first mortgage, 1820 **Delete**

Sat with support, 15 weeks

Sat alone, 19 weeks

+



+

Back

William

Firsts

Save

What did he do?

How old was he?

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ⌫
123 ⌂ ⌄ space return

The vaccines page shows all vaccines in chronological order, with breadcrumbs to instruct users at what age certain vaccines should be provided. When users select the edit function, all check marks become "-" signs, and all future vaccines become "+" signs. This provides representation to show the user that they can easily remove a vaccine, perhaps if it was selected in error, or that they can add a vaccine once the child receives it.

The firsts is structured in a neat list, with the add button implemented as "+" sign at the bottom of the list to keep consistent with the top-to-bottom natural mapping of information. Another feature of consistency is the left-swipe to delete an item in the list, which is a standard within a vast amount of iOS applications, that aids learnability when using BabyLog.



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Back

William
Concerns

Jaundice

This is where the user would write a short recap of whatever concerns they had regarding the history, treatment, and future development of the baby's particular health issue.

Calendar: Doctor Appointment on 31/5

Teething

This is where the user would write a short recap of whatever concerns they had regarding the history, treatment, and future development of the baby's particular health issue.

No calendar notification currently set



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Back

William
Concerns

Jaundice

This is where the user would write a short recap of whatever concerns they had regarding the history, treatment, and future development of the baby's particular health issue.

Edit Doctor Appointment on 31/5

Baby's Concern

|

Delete

Set a calendar notification

+



Back

William

Reviews

✓

6-8 Week Review

One Year Review



Back

Save

William

6-8 Week Review

William Alfred O'Garro
10 lbs. 1 oz.
I
Length
Head Circumference
Breast Feeding?
Any bodily concerns?
Speech/Language
Behaviour
Locomotion
Hearing