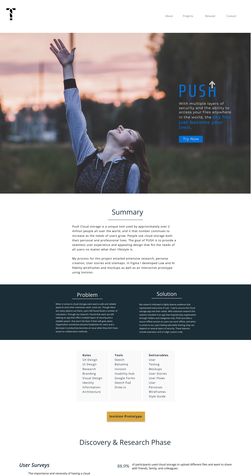


Summary

PUSH Cloud storage is a unique tool used by approximately over 2 million people worldwide. Since its launch, PUSH has seen steady increase as the needs of users grow. People use cloud storage both their personal and professional lives. The goal of PUSH is to provide a product that is easy to use and secure, so that users can focus on the task at hand, not on how and when they are storing it.

My process for this project entailed extensive research, persona creation, user stories and storyboards, in Figma, developed Low and hi fidelity wireframes and mockups as well as an interactive prototype using Invision.

Problem

What is a cloud storage service, and why do people need it? Cloud storage services allow people to store their data on remote servers, rather than on their own hard drives. Cloud storage services provide a convenient way for people to access their data from anywhere in the world, and they also provide a way for people to share their data with others. Cloud storage services are important because they provide a convenient and secure way for people to store their data and share it with others. Cloud storage services are important because they provide a convenient and secure way for people to store their data and share it with others.

Solution

My research recommendations for improvements to the PUSH cloud storage app include a redesign of the app's user flow to make it easier for users to find and access their files. The redesign would also include a new user interface that is more intuitive and easy to navigate. The new UI would also include a new feature that allows users to create folders to organize their files. The new feature would also include a new feature that allows users to share their files with others. The new feature would also include a new feature that allows users to create a shared folder that all users can access and edit.

Roles
UX Design
UI Design
Prototyping
Branding
Visual Design
Research
Information Architecture

Tools
Figma
Sketch
Behance
Invision
Loading Hub
Google Forms
Google Docs
Draw.io

Deliverables
User Flows
Wireframes
Storyboards
User Stories
User Flows
Mockups
Personas
Prototypes
Style Guide

Invision Prototype

Discovery & Research Phase

User Surveys

After conducting the initial research portion of having a cloud storage app referred through the digital realm, I wanted to see what people need of cloud storage and the audience was among me. Participants were asked questions like: Which cloud storage app do you use? Do you use cloud storage for personal or professional reasons? Why that when using cloud storage and how they used their storage? etc.

88.9% of participants used cloud storage to upload different files and want to share with friends, family, and colleagues.

72.2% of participants were from their selfing to pay for an upgrade in a cloud storage app and see the ads.

90% of people are some type of cloud storage apps Google Drive, Dropbox, and Microsoft are the three.

94.4% of participants used cloud storage for personal use, 33.3% work, and 16.6% for school.

77.8% of participants favored Dribbl as a main method of organization and then.

61.1% of participants were freedom of accessibility.

Persona Creation

After looking at the data from my survey, I was able to create Persona based on the demands of real users. I was able to determine how the product would fit the requirements of users in different demographics.

"I needed a cloud app that would be easy to use and I could share with my family which I live in different states and I need a place to store my photos and videos that I can access from anywhere in the world and share."

Clay, 31
Magazine Editor

"Keeping my work and school life separate is important to me. I need a place where I can keep all my paperwork and my photos and videos that I can access on the go and share with my friends."

Ashley, 24
Marketing Assistant

"I prefer to use a cloud app that is easy to use and I need a place where I can keep all my photos and videos that I can access from anywhere in the world."

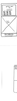
Michelle, 35
Housewife

"I prefer to be able to organize my cloud app with folders and I need a place where I can keep all my photos and videos that I can access from anywhere in the world."

Jack, 25
Software Engineer

Competitive Analysis

Where PUSH would shine and stand on the market against other powerhouse storage systems that already exist? For the comparative analysis, I used the apps which competed in my survey, currently use for cloud storage and organization. You can see the comparative analysis details here.



The comparative analysis assisted me in finding the opportunities to take when compared to other big name storage products. While creating PUSH, I wanted to provide the features that users expected from our competitors. I also decided that PUSH would offer:

Comparable services at competitive prices

Provide faster speeds

Digital codes for every discount the shop with notifications of when your file is being viewed and by who.

User flows and User Stories

By utilizing the comparative analysis, I was able to create detailed user flows and user stories. I created a storyboard for the user flow to capture glaze of capturing the movements of users. I contrasted their into User Flows in Draw.io.

Information Architecture

Sketching, Low and Hi Fidelity Wireframes

Once the user stories and flows were in order I started with pencil and paper sketches. I used Figma to create low and hi fidelity wireframes. I have done a lot of UI design in the past and I know that sometimes were done, I just then is starts by testing, several times with users. I wanted to make sure that users could use the app and understand the product's purpose. I started on a starting Ui of wireframes which is where PUSH was return within the design process. The feedback I received was that users felt that the app was too complicated and distracting. The other big issue was that navigation became confusing in the hi fi wireframes.

Mockups & Iterations

After creating the final version of mockups, color and typography were added. I created a clickable prototype with Invision and tested it with the participants of my survey. The feedback I received was to be overcomplicating. The problem lasted cost but I scared confusion and distraction and the navigation was not a great success. I was able to take the feedback and make changes to the app's flow figuring out where to go and how to get back to certain pages. With this feedback I was forced to take a pause for the council I stepped back and let the app sit for two days, after clearing my mind, I redesigned everything.

Usability Testing

Testing was done remotely and in-person. Using clickable prototypes and Invision I created a scenario for users to test the app's functionality. Testing other also helped with iterations and improvement.

I also conducted the usability test for the prototype I was very surprised the results. Although there were a few things that needed to be improved to ensure a seamless experience. Learn more about the users here.

Tasks	Findings
01 Sign in and sign out from the Dashboard	•Navigation still needed a lot of work. The users navigated easily although the location of the navigation panel with the encoding on a rectangular shape looks as if they could be buttons or links.
02 Sign in. Create, and document. Once the document is open, create a new folder and add it to the dashboard.	•Overcome the length of the menu. When the "+" button is activated to create, upload etc. frustration with the users was present. I needed to eliminate that feeling of overwhelming.
03 Sign up Once signed in, create a new folder. Upload an image. Upload an image. Search for the Pomegranate	•Add another "+" symbol to the list of files section. Users were confused and thought a new folder or category for organization.
04 Select sharing options. Once proposed to share, create a shared folder for the Wearable Tech and security features	•The sign-up page was confusing for the first first users. They were doubtful about whether they should fill in the fields and then select the plans. Idk if users would be willing to pay for a plan or complete the information fields.
	•Create icons that are complementary icons for sizes for the Label buttons, previews of folders, files, and categories.

Visual Design

Branding

The name PUSH was inspired by some of the participants. I asked three simple questions to provoke a clearer thinking process. I wanted to focus on the end goal which is how they feel or how they connect to the product they are using. When do you think of when you think of cloud storage? What emotion do you associate with? What are you using the cloud storage app? What emotion do you associate with?

PUSH represents the motivation, confidence and connection that users want to achieve and experience while using the cloud. It represents the ideal feeling of ease of files, documents, time, videos etc into the cloud. From there, things were meant so up and my product started to take shape. but not without trial and error.

"I just want to move my files or whatever somewhere safety and know that it's not going to just disappear."

"Well, I feel like it should be a simple task to push my things into the cloud, so I know they are safe and secure. I need my system to minimum but reliable."

Logo Design

I wanted to stay relevant on the simple word 'push' by using all capitals. From there I incorporated the upload symbol that the world is familiar with. Should the "U" changed a bee pretty clean and cute go it right away?

Color Palette & Typography

PUSH illustrate Free Now, Inter, Lexend and accepting gradients is a clean medium blue, use of contrasting gray and a splash of accent colors the use of typography Inter, Lexend, and Free Now to create a clean design using this principle. The use of white space really helped clean up the design and allowed for more functionality and better readability.

Since I were with the concept of "Pushing Files" I wanted a really fun tactile typeface. Since Free Now is the bell definitely. I special this with Inter and Lexend for the secondary typeface. Inter and Lexend. Inter is a used mostly for headlines and subheads and all of this following is. Moreover, the combination engages the users and allows them to read the text and find information efficiently. Check out the complete style guide here.

#C4C4C4
#0C0C0C
#E7E6E7
#E7E6E7
#E1E4E8
Primary Typeface
Free Now
Secondary Typeface
Inter
Lexend
Text Sizes
Text Sizes
Text Sizes