Seedling, a creativity tool

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Project overview

The product:

To be happier, do one creative thing every day, they say. Well, Seedling is here to help guide you. Everyone – adults and children alike – has a creative streak. But while most of us have a spirit of invention, major or minor, for too many of us it lies dormant even though it can be awakened with the simplest of acts. **Seedling** is a tool to help and guide you with creativity. You can dedicate time to more than one creative activity at a time, here we call them Seeds. Points and a streak will be rewarded along the way, to help keep you motivated and help you stay committed, if that's what you want of course -- no strings attached. Thousands of options to choose from, all you need is to get started. Not only will you be more creative but also learn something new.

Project duration:

November 2021 to December 2021
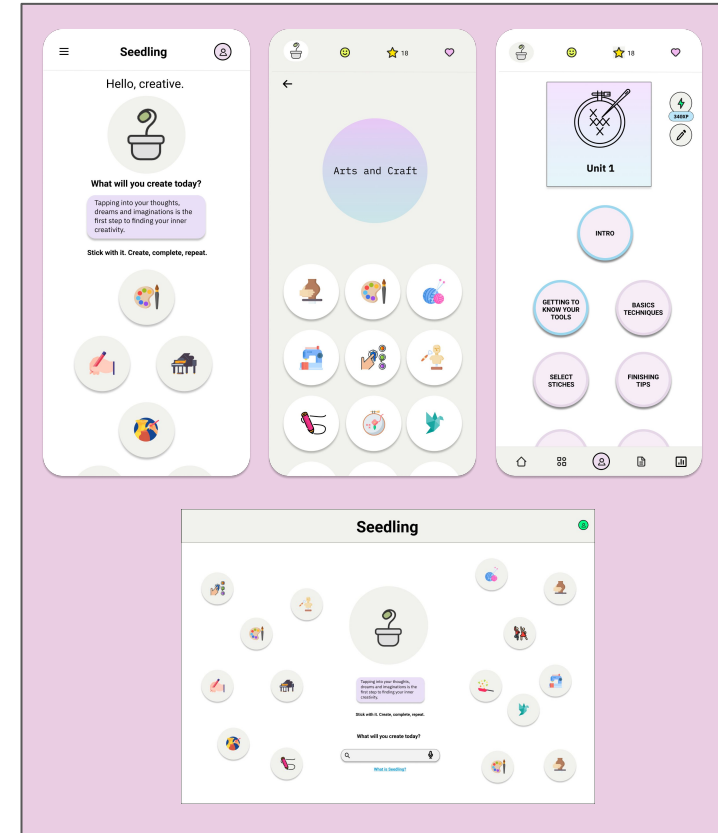
Project overview

The problem:

People who have busy schedule can't make time for hobbies, and some people who want to be more creative and can't find the motivation to work to do.

The goal:

Design a mobile app and complimentary website that serves as a tool to help guide people with creativity.

Project overview

My role:

UX designer designing an app for **Seedling** from conception to delivery.

Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- Site map

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 working adults with active lifestyles who don't have access to a tool or resource that can help them get

started on working towards their creative side.

This user group confirmed initial assumptions about **Seedling** users, but research

also revealed that finding motivation wasn't the only factor, but also how to get started? Users needed a

personalized way to make their transition run smoothly, efficiently, concise, and they needed to be aware of

their selections as they thoughtfully needed to commit to them in order to track their progress.

This included interests or challenges that make it

difficult to choose a new creative hobby/activity.

User research: pain points

1

Time

People spend too much time overthinking how they can get started in doing something new that's also creative.

2

Accessibility

Platforms and tools for creative endeavors are not equipped with assistive technologies.

3

IA

Text-heavy menus in apps are often difficult to read and select from.

Persona: **Jezebel**

Problem statement:

Jezebel is a Real Estate Agent in Austin, Texas. She struggles with finding something to do during her freetime. She wants to be able to learn something new and find a hobby that she can use to fulfill during her leisure time. SInce she dedicates her life to work she doesn't think anything much of it but then finds herself getting easily bored and wants to find something interesting and new to spice up her lifestyle a bit.

Jezebel

Age: 32
Education: MBA
Hometown: Austin, Texas
Family: Single, 2 cats
Occupation: Real Estate Agent

"I wish I was creative but I just can't find the motivation or make the time for it. I prefer technical tasks but I would like to learn to do something different."

Goals
- Find a hobby
- Be more in touch with her creative side
- Learn something new
- Find a tool that can help her do something different in her spare time

Frustrations
- Doesn't make the time to learn something new
- "I can't find the motivation to do something different in my life and I feel like I need to."

Jezebel is a Real Estate Agent in Austin, Texas. She has a stable schedule and sometimes has some free time. She dedicates her life to work & home and struggles with finding a hobby. She wants to be able to learn something new and find a hobby that she can use to fulfill during her leisure time.

Persona: **Logan**

Logan is a software developer. He focuses on Front-end web development where he takes on tasks such as code and also design. Logan is already a creative but he wants to find ways in where he can amplify that and learn about other mediums. He would like to learn other kinds of things like learning how to use an instrument, find a hobby like ceramics, painting or even expanding something he already knows.
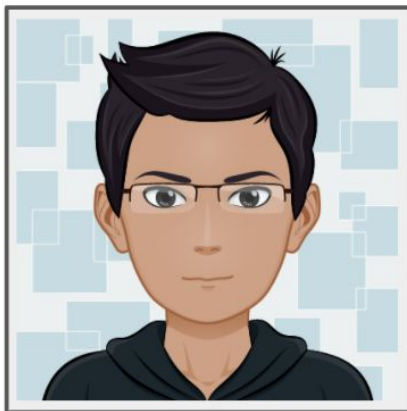
Logan

Age: 28
Education: MS in Comp Sci
Hometown: NY, New York
Family: Married, 1 dog
Occupation: Software Developer

"As a creative, I want to be even more creative in all kinds of ways. I would like to expand my horizons in other mediums but not sure where to start."

Goals

- Find a tool that can support my creativity
- Be able to expand in knowledge in other types of work other than what I already do
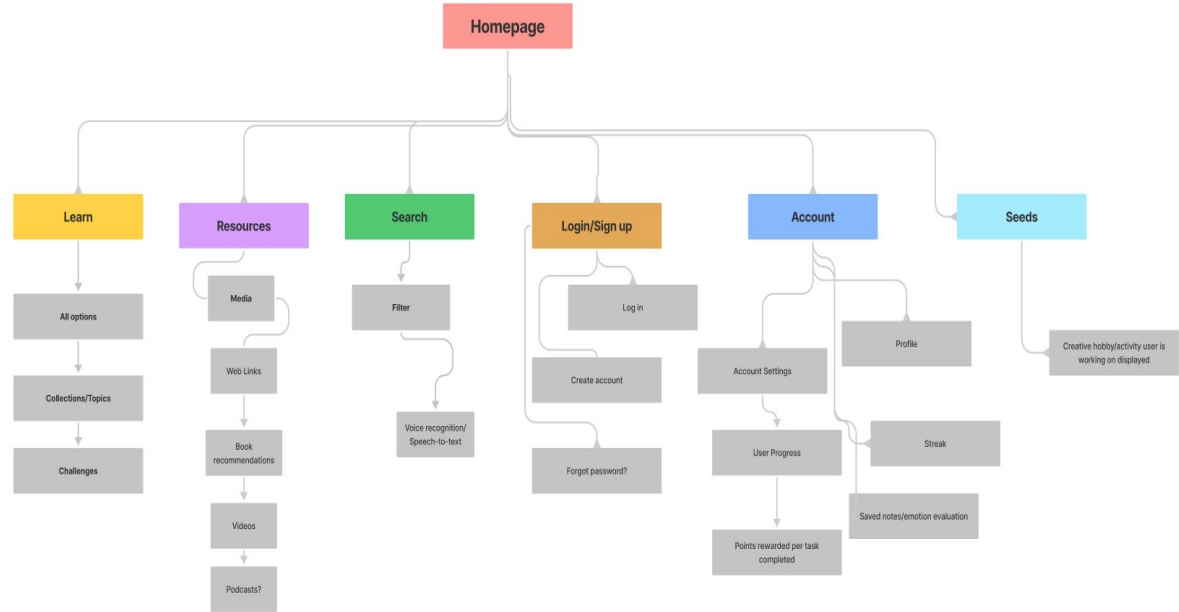
Frustrations

- Enjoys doing creative work and would like to find something else that can fulfill his downtime but also keeping his creative side in tact

Logan is a software developer based in NY. He focuses on Front-end web development where he takes on tasks such as code and also design. Other than coding and designing, he would like to learn other kinds of things like learning how to use an instrument, find a hobby like ceramics, painting or even expanding something he already knows.

Site map

Mapping an ideal efficient flow of how the shop would be presented revealed how helpful it would be for users to have access to a dedicated tool to help users with creativity and much more.


Homepage

| Learn | Resources | Search | Login/Sign up | Account | Seeds |

- Learn
  - All options
  - Collections/Topics
  - Challenges
- Resources
  - Media
  - Web Links
  - Book recommendations
  - Videos
  - Podcasts?
- Search
  - Filter
  - Voice recognition/ Speech-to-text
- Login/Sign up
  - Log in
  - Create account
  - Forgot password?
- Account
  - Account Settings
  - User Progress
  - Points rewarded per task completed
  - Profile
  - Streak
  - Saved notes/emotion evaluation
- Seeds
  - Creative hobby/activity user is working on displayed

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft
iterations of each screen of the
mobile and web app on paper
ensured that the elements that
made it to digital wireframes
would be well-suited to
address user pain points. I
prioritized a **quick and easy**

way to navigate throughout

the selections to help users

save time.
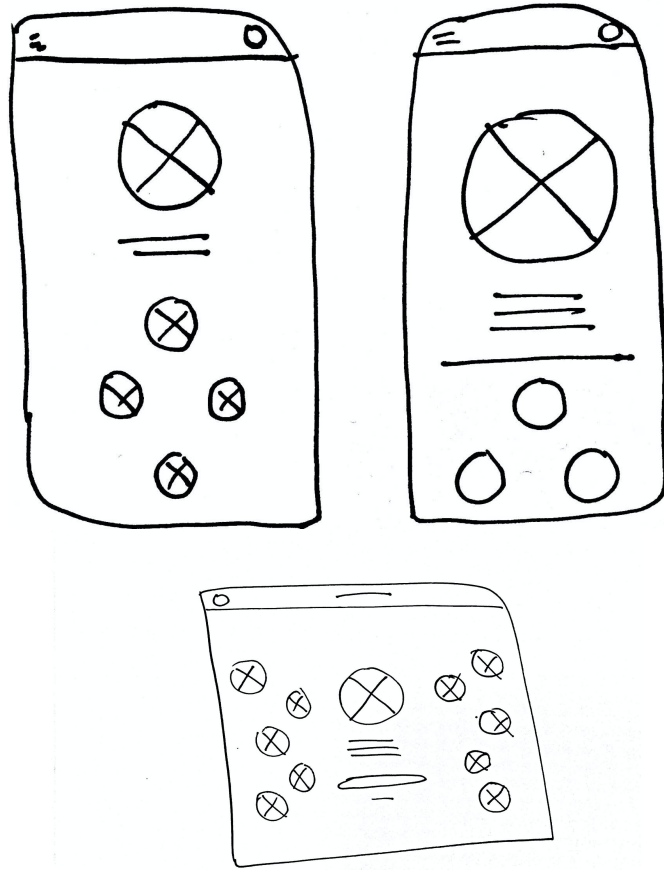
Digital wireframes

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

A welcome message to make the user feel welcomed.
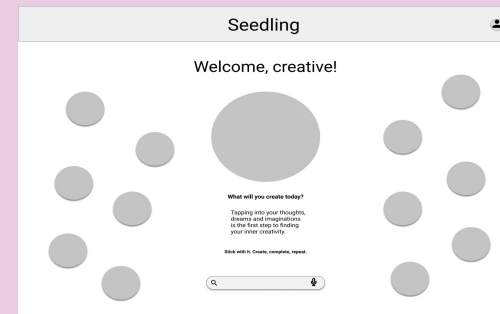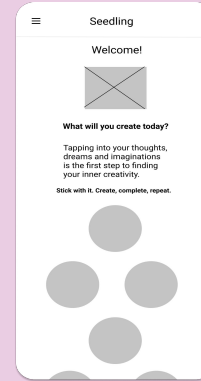
Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the web shop to work with assistive technologies.

Search bar makes it fast and easy for users to order by using a speech to text mic.
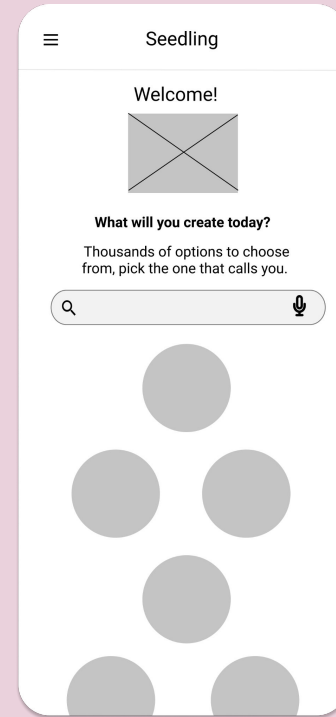
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was searching for a creative hobby, the ability to add more than one called Seeds and the ability to track progress as you learn, so the prototype could be used in a usability study.
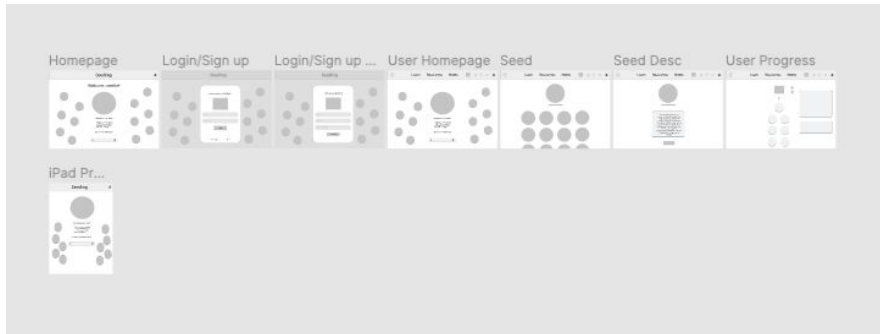
Mobile   View here: <u>Lo-fi Prototype</u>
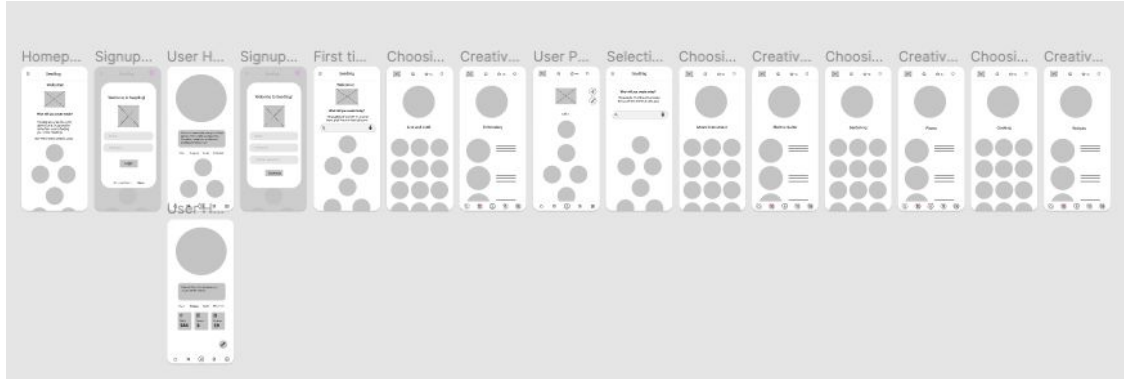
Web   View here: <u>Lo-fi Prototype</u>

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to quickly search for a type of creative activity

2. Users want an option to have personal account

3. Users want to keep track of their progress

Round 2 findings

1. Users liked the streak feature because they felt it would help them stay motivated

2. Not enough details on user progress

Refining the design

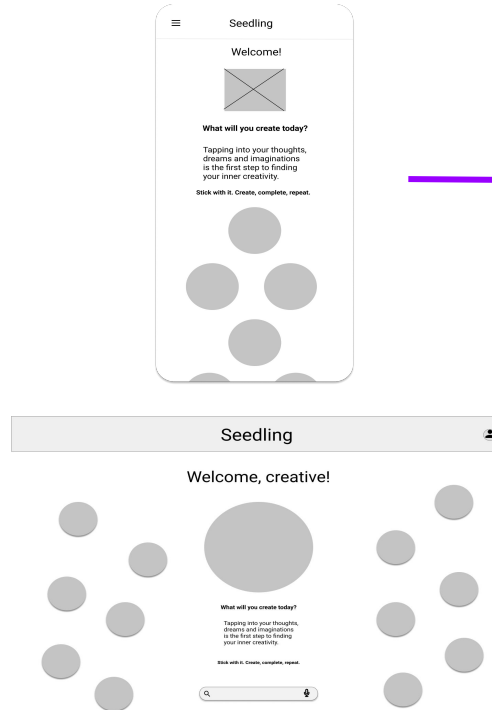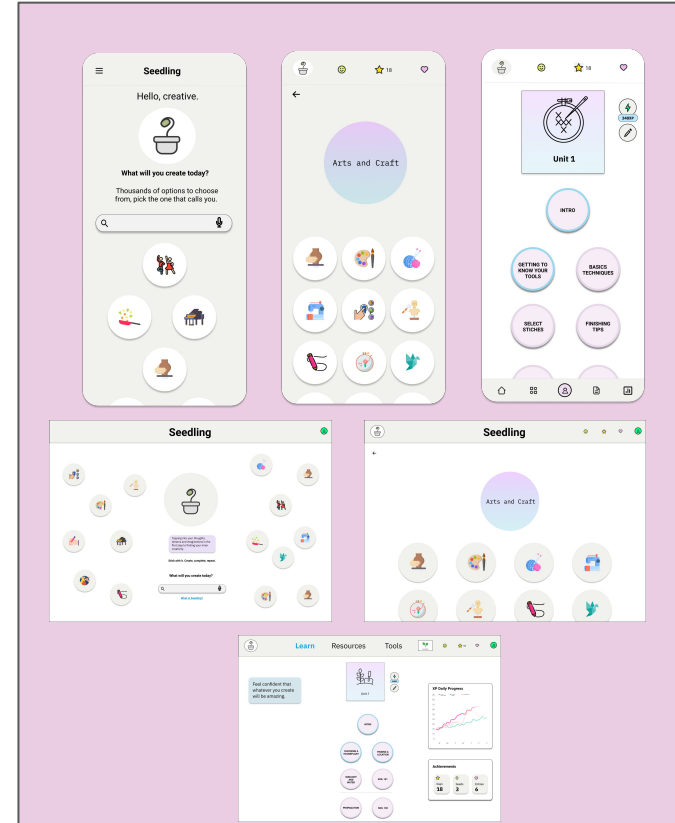- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some options, but after the usability studies, I added additional options for the user to see their progress by units. I also revised the design so users see **all the options** when they first land on the screen. Once they are logged in

Mockups

The second usability study revealed frustration and confusion with the user progress. To streamline this flow, I consolidated am option to see your progress through stats, I added a statistical view of users gaining XP rewards points once they complete a task. I also added the ability to "Check in" to state how you feel after completing a task and a notes section for jotting down important details you want to review later based on what you're learning,
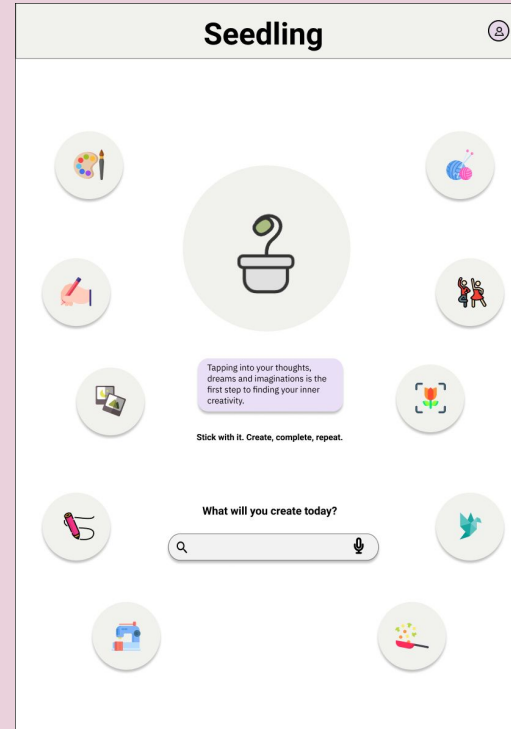
Before usability study
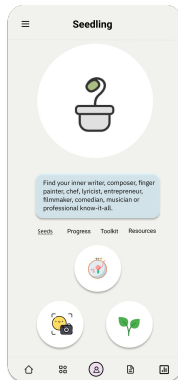
After usability study
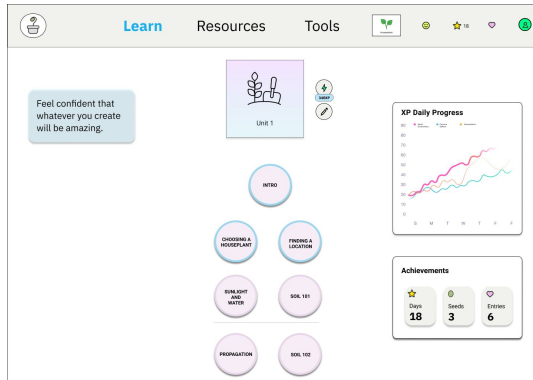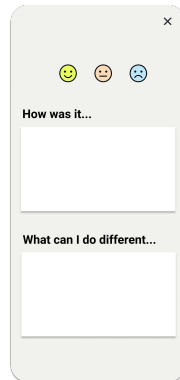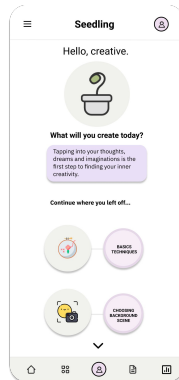
Variations

Besides a mobile app and website design, I also designed another variation for a tablet, specifically the iPad Pro 11" which in fact is a popular tool amongst creatives. It felt necessary to do it in this version as well.

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for selecting creative journeys. It also met the user's needs for keeping track of their progress.

View here:

[Mobile Hi-Fi Prototype](#)

[Web Hi-Fi Prototype](#)

Mobile

Web

Accessibility considerations

1

Provided access to users who are vision impaired by adding a mic where they can order by speaking instead of typing.

2

Used icons to help make navigation easier.

3

Used detailed imagery for creative hobbies/activities to help all users better understand the selection availability and distinguish between each selection.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like **Seedling** really thinks about how to meet their needs.

Quotes from peer feedback:

"The app had a smooth sailing navigation. I also enjoyed the simple minimalist design. I would definitely use this app if I needed to start a new creative journey!"

"I love that the app is both available in web and mobile with just a slight difference but still easy to navigate."

What I learned:

While designing a mobile app and a complimentary responsive website for Seedling, I learned that the first ideas for the tool are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the mobile app and website designs and its responsiveness.

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.

3

Continue working on design of the mobile app and website to make it easier and better for the user's satisfaction while still meeting all accessibility standards.

Let's connect!

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

Email: yfr.mrtnz@gmail.com