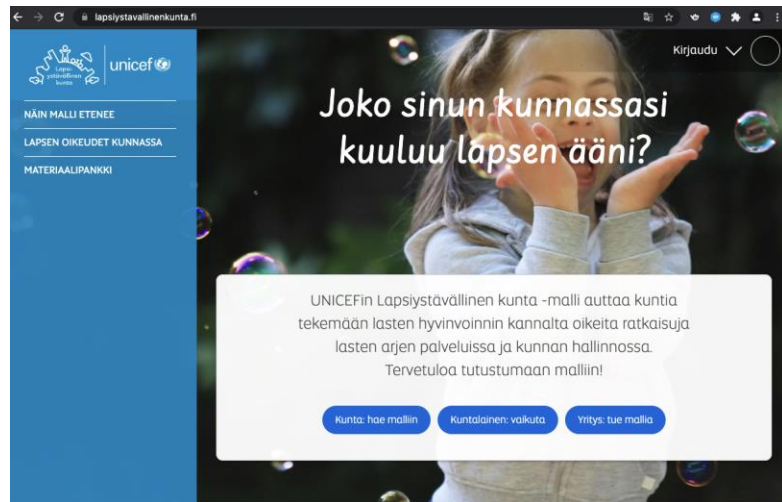


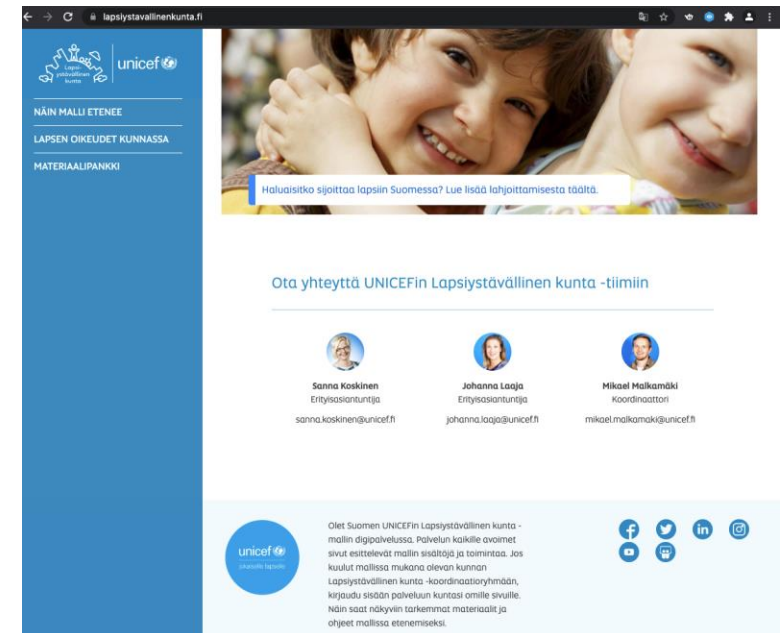
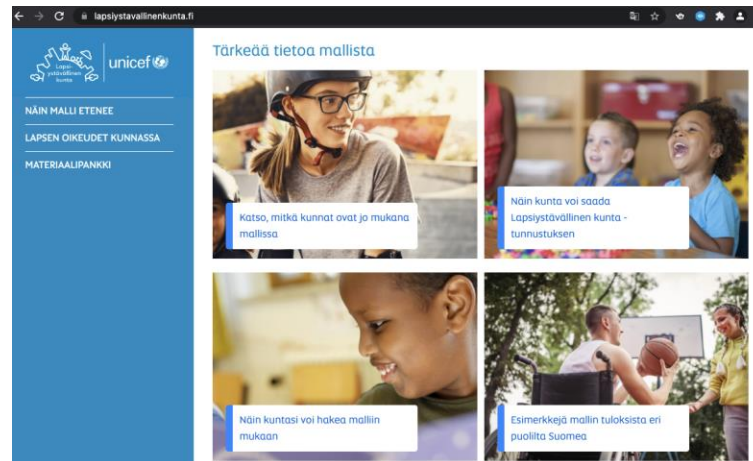
UNICEF Finland

Child Friendly Municipalities

<https://www.lapsiystavallinenkunta.fi/>



UNICEF rakentaa yhdessä kuntien kanssa lapsiystävällistä Suomea. Kaikki kunnat voivat hakea mukaan UNICEFin maksuttomaan Lapsiystävällinen kunta -malliin. Se auttaa kuntia edistämään erityisesti heikoimmissa asemassa olevien lasten oikeuksia. Malli perustuu YK:n lapsen oikeuksien sopimukseen.



The Design Problem

My team, consisting of service designers, UX/UI designers, project managers, web developers, and a project owner was tasked to develop a new website for UNICEF Finland. The goal of the website was to assist the UNICEF team manage online applications submitted by cities in Finland who want to become a child-friendly municipality.

Solution

We eventually developed and published a fully functional website for UNICEF to manage the online applications. We used the design-thinking methodology which includes 5 stages such as:

- Empathize
- Define
- Ideate
- Prototype
- Test

My Role

I created the user interface designs, interactions and visual designs. I helped in drafting and defining the key personas and initial wireframes. I also, helped evaluate our designs through user test before it was launched. Jarno, a senior helped critique my visual designs, design choices as well as design of the final website.

The design process

We designed and developed the website using the design thinking and user centered design process which consists of:

- Empathize
- Define
- Ideate
- Prototype
- Test

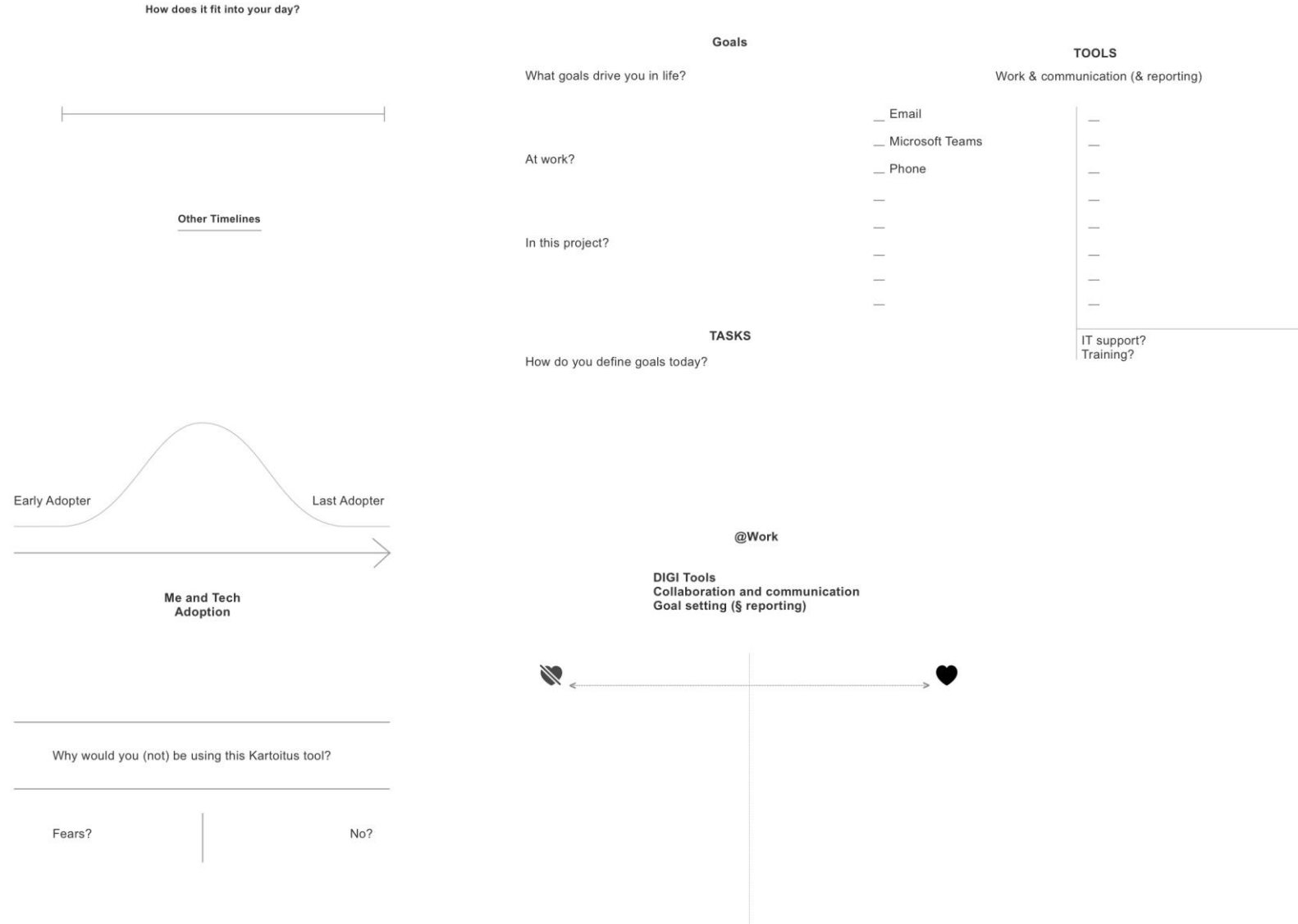
We also defined basic design principles such as easy to learn and remember, easy to use and complete user tasks and visually pleasing. We referred to these principles during the creation of the user interface elements.

The design process: Research

We used interviews and questionnaires to get insights about the website users and the project requirements.

Results

- UNICEF Finland wanted a website which is easy to use
- Their process of managing applications for UNICEF Child-friendly municipalities was very frustrating. So, they needed a membership website with an intuitive dashboard user interface for managing all applications.

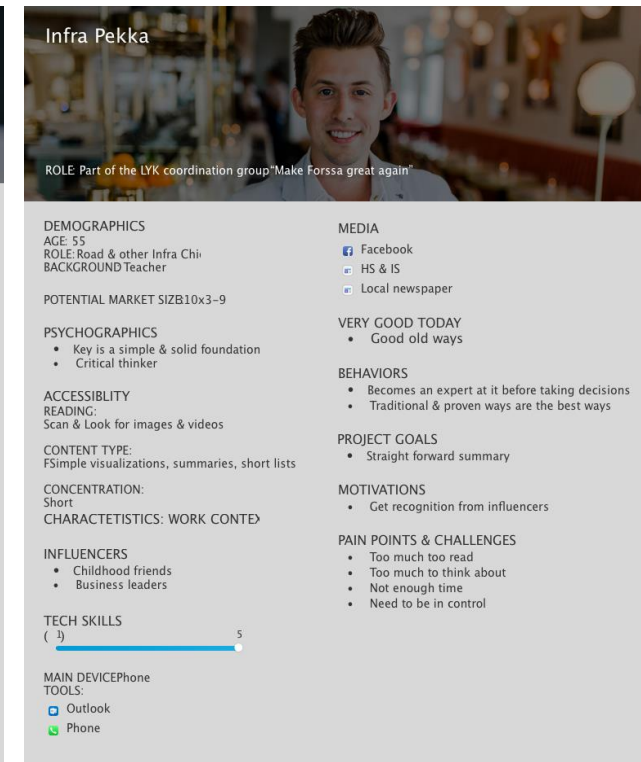
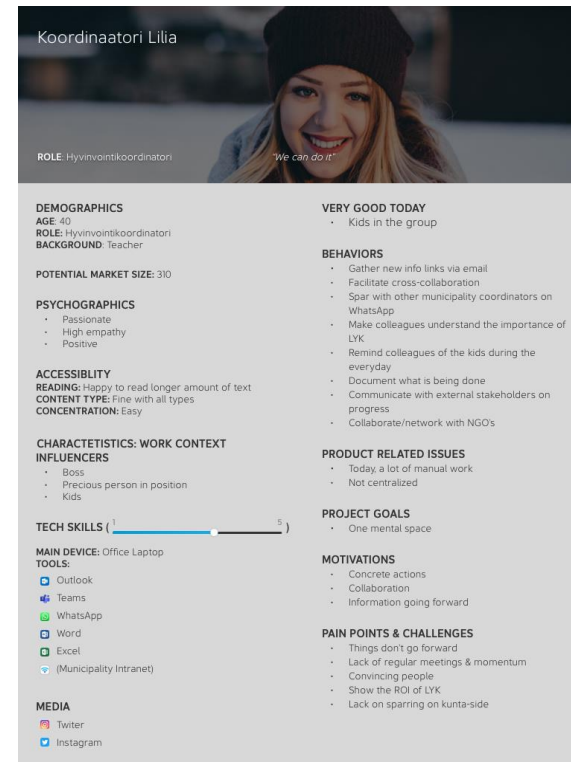


The design process: Personas

Based on the user research, it was my task to create two personas. We referred these personas throughout our design process. Each persona had goals and interaction scenarios.

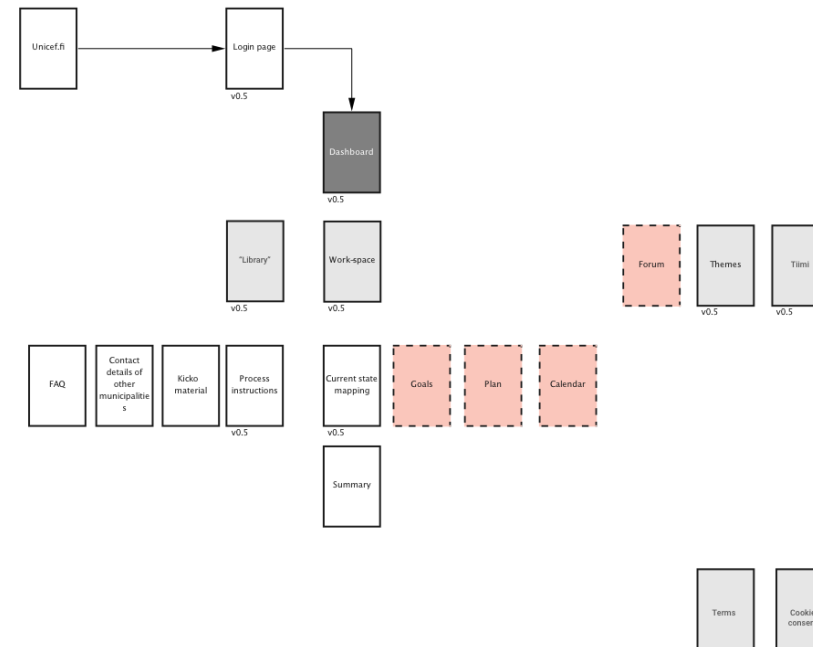
Design Impact

The personas helped us to design the website for specific users. For example, we referred the personas' names all the time in the design process instead of saying the "user", we used Lilia and Pekka as shown in the images.



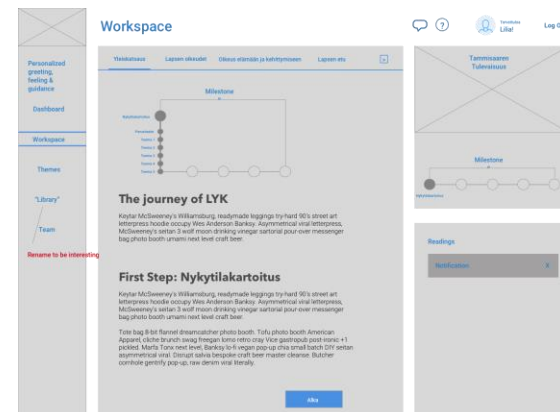
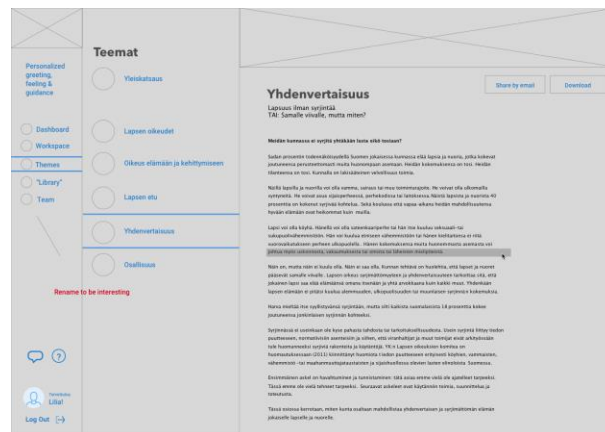
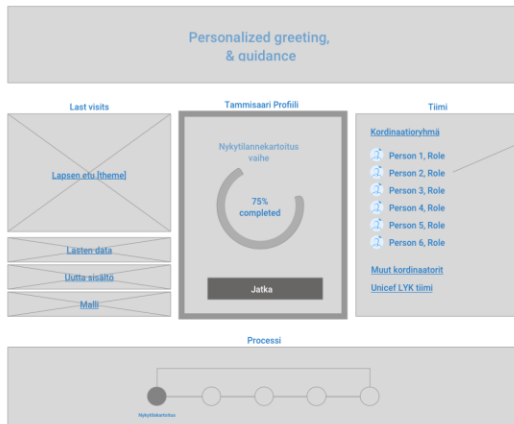
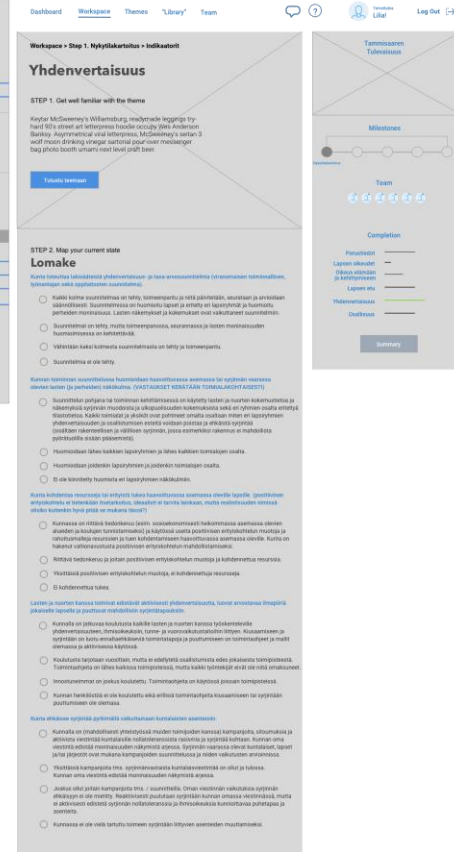
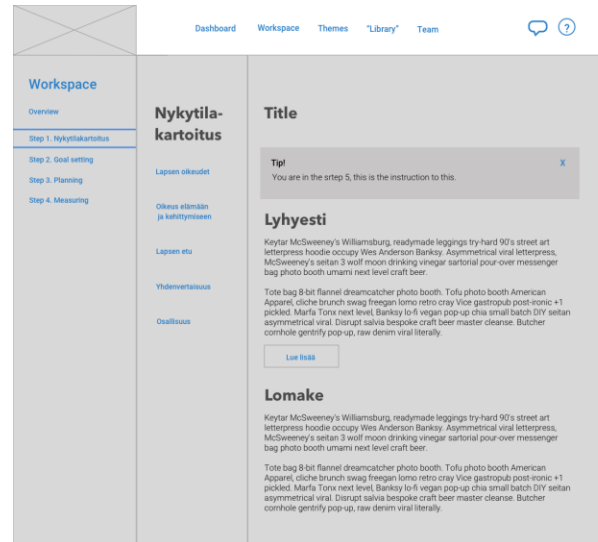
The design process: Information Architecture

I helped to create to an information architecture for the website website.



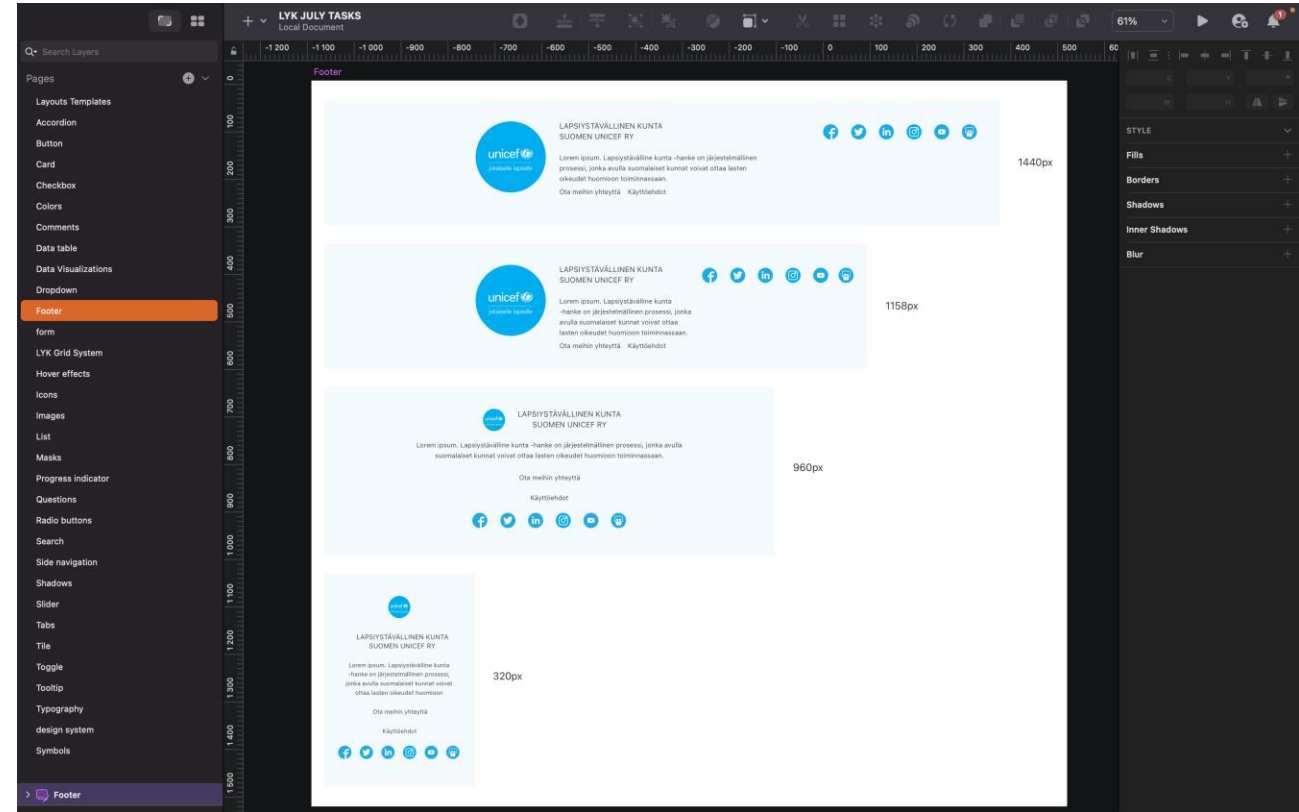
The design process: Exprorations

I helped to create the initial wireframes to be able to know where and how user interface elements should be placed on the website.



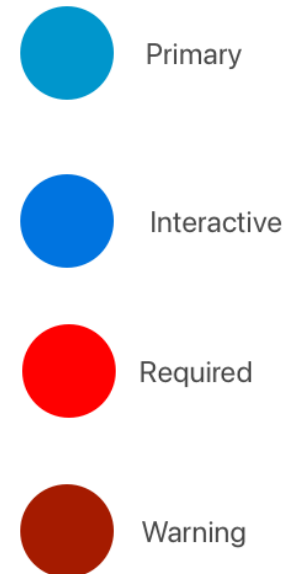
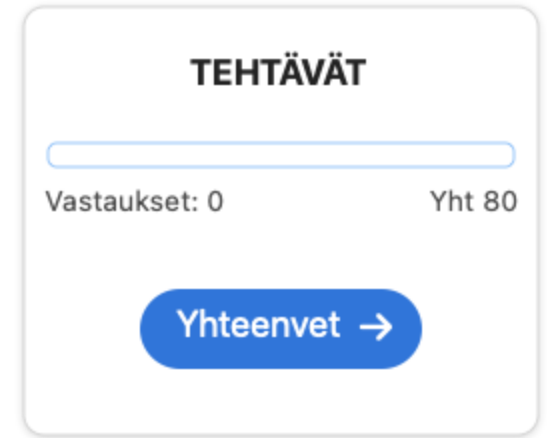
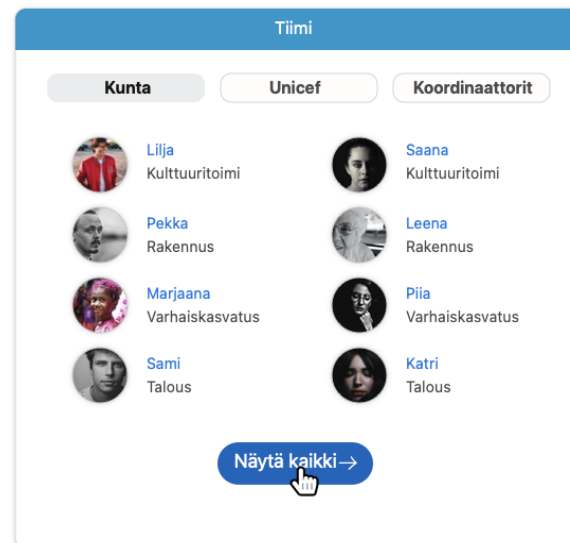
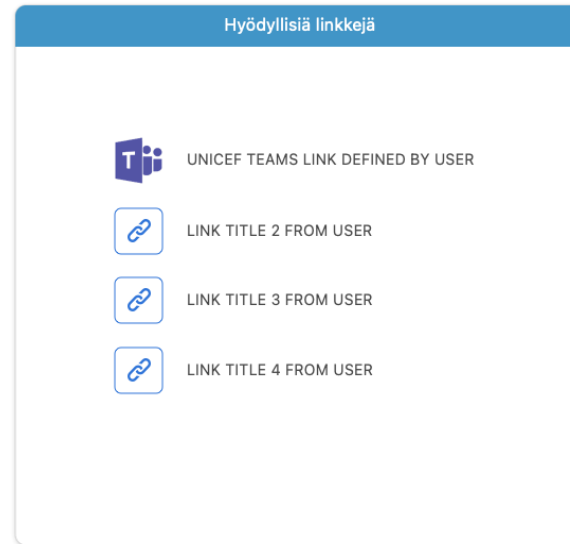
Tools I Used

- Sketch: <https://www.sketch.com/>
- Sketch Style Inventory: <https://github.com/getflourish/Sketch-Style-Inventory>
- InVision Design Systems Manager: <https://www.invisionapp.com/design-system-manager>
- Zeplin: <https://zeplin.io/> with extensions
- Color Contrast Checker: <https://styleguide.pivotal.io/tools/color-contrast/>



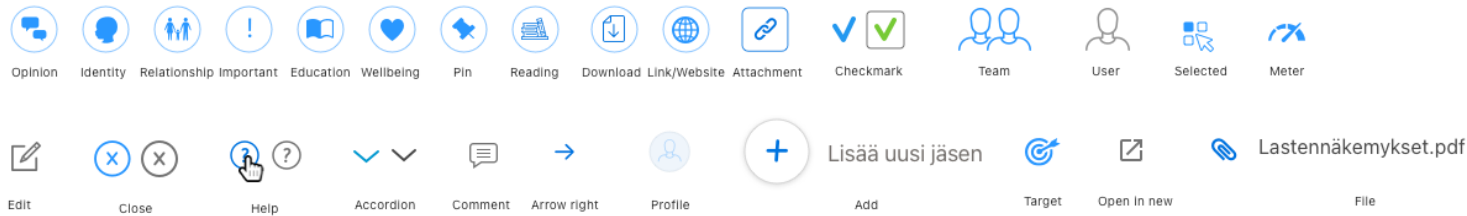
The Visual Design Language: Colors

- We created a color theme that reflects the UNICEF brand and style.
- Applying the colors in a meaningful way:
 - Primary and secondary colors were used to represent the UNICEF brand.
 - Dark and light variants of the primary and secondary colors were
 - Applied to the user interface in different ways.
 - Additional interface colors were used for background, surfaces and error messages.



I designed these icons in Sketch based on the original ones the customer provided, which were in "eps" file format.

We use these icons on the LYK website to communicate meaning. To improve accessibility, these icons are mostly used along with text. The icons are also optimized to be used for presentations and social media publications.



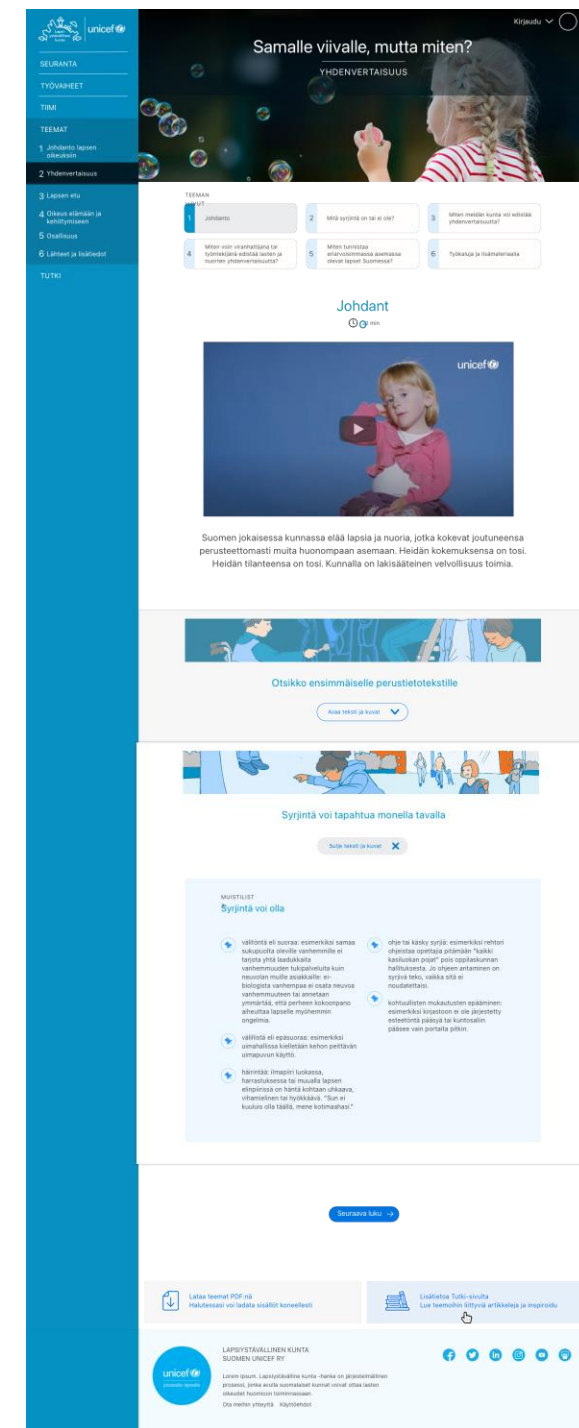
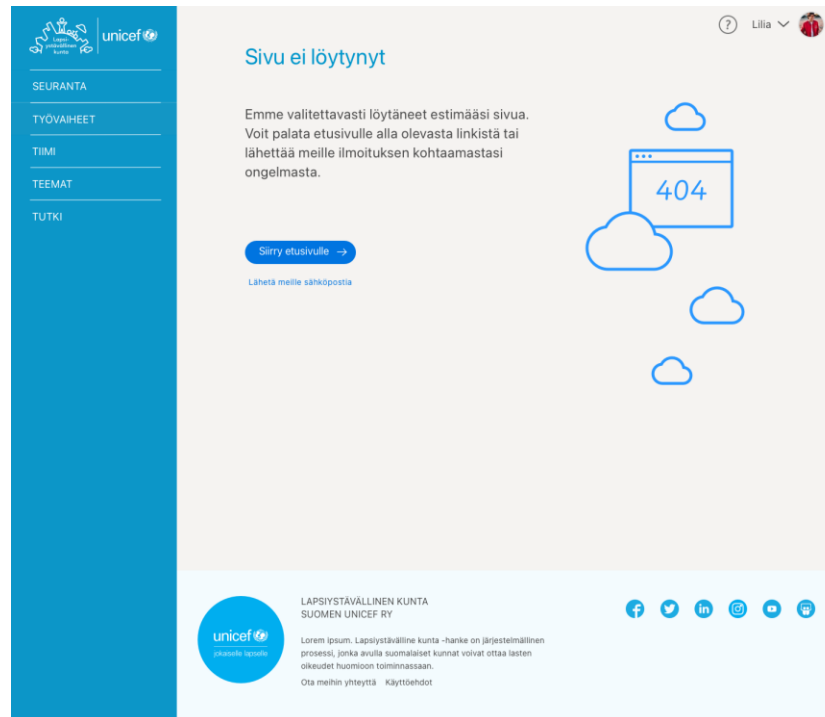
Social Icons



Other



Shapes

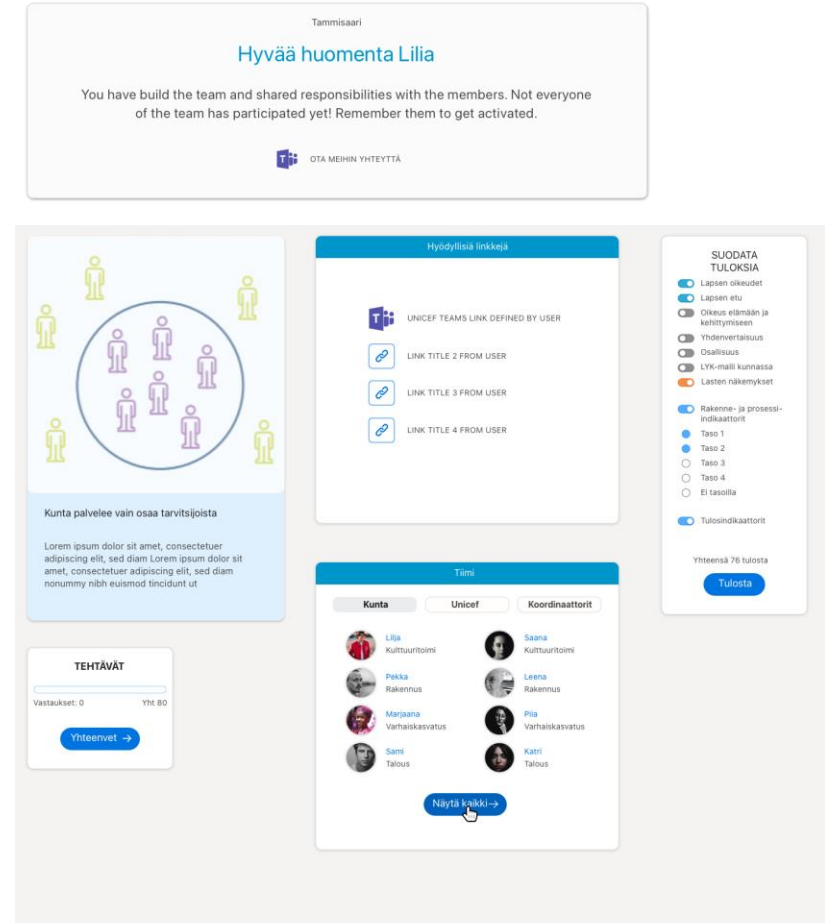
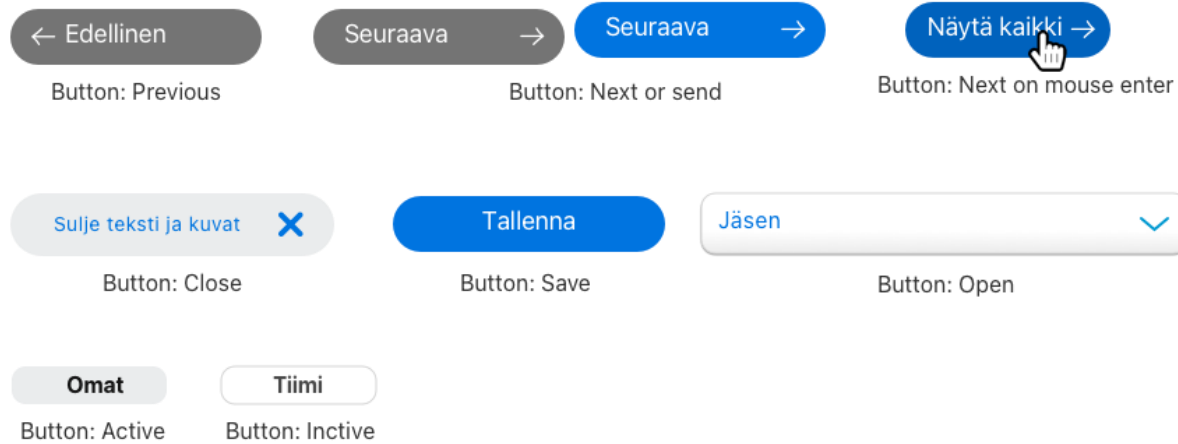


Visual forms

- I designed depth, elevation, shadows, rounded corners of interface elements using the Google Material Design Guidelines and Shopify's Polaris.

The LYK interfaces use the buttons below to allow users to take action and make choices, by clicking.

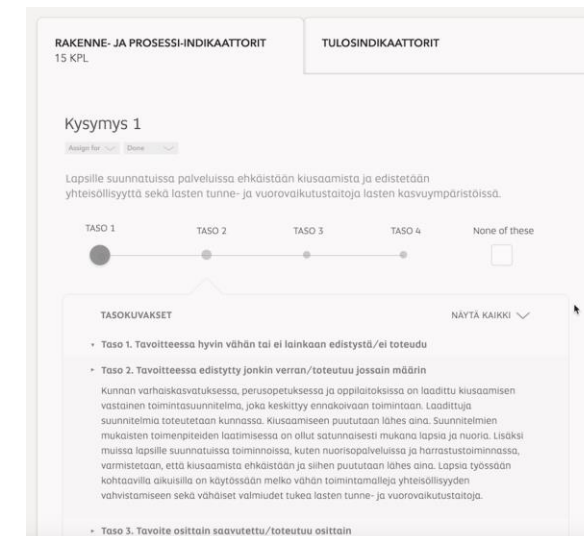
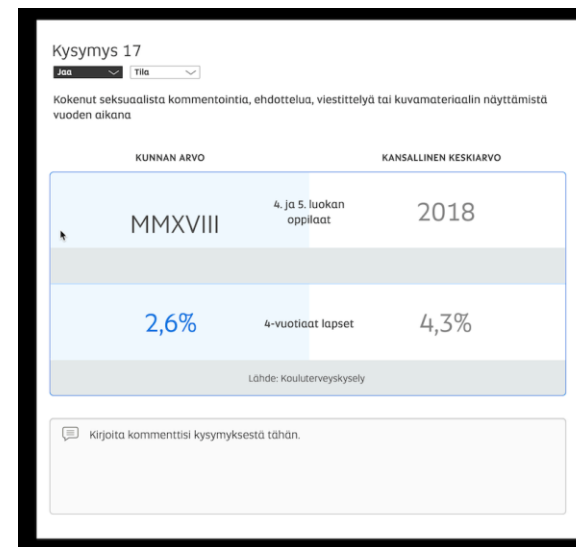
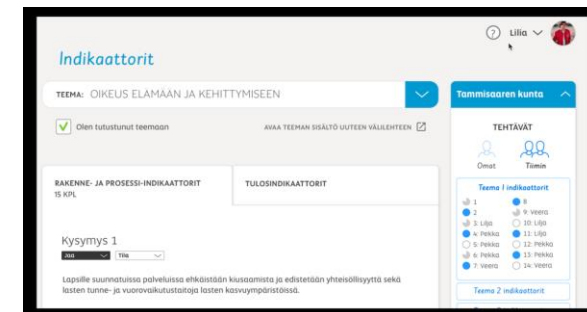
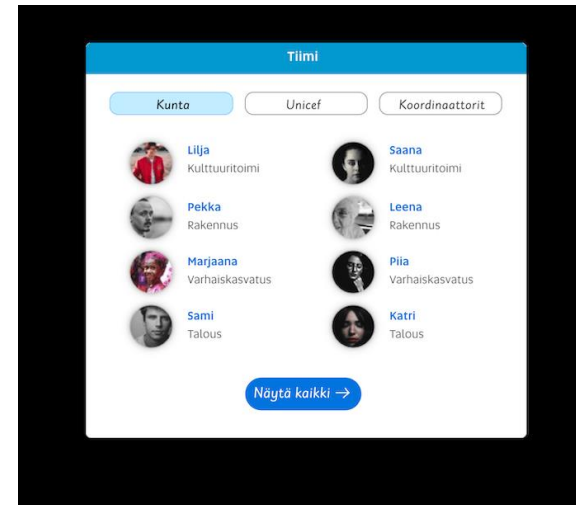
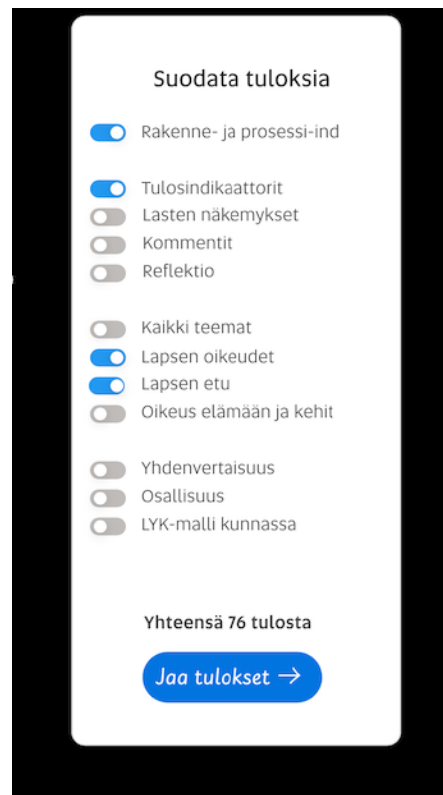
Button with lightblue color have darker blue on hover state. Active buttons have gray fill whereas inactive buttons have no fill but a gray border as shown below.



Motion and Interaction Prototyping

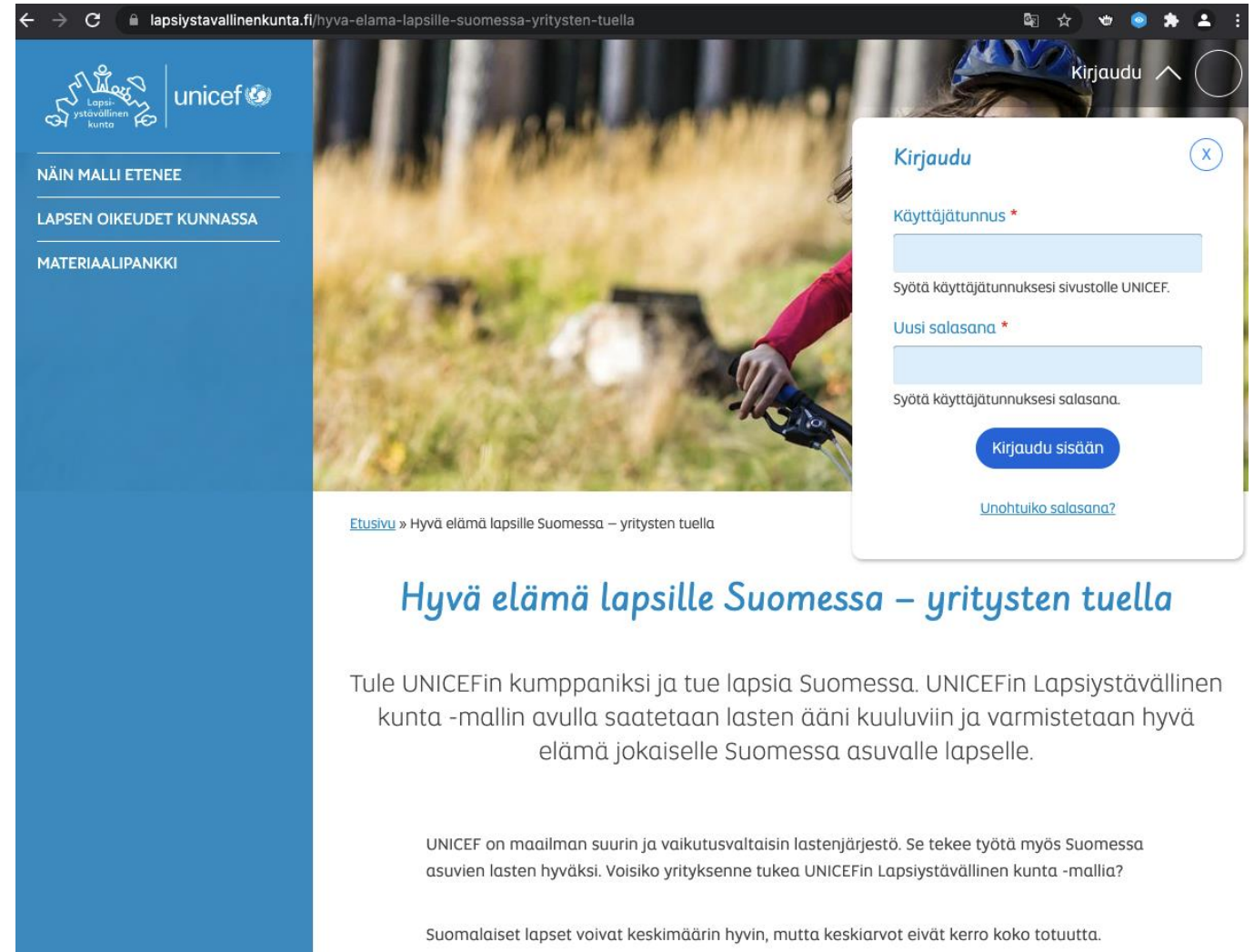
I created interactions for:

1. Hover states.
2. How information reveals and hides.
3. Tooltips
4. Tabs
5. Sliders
6. Toggles



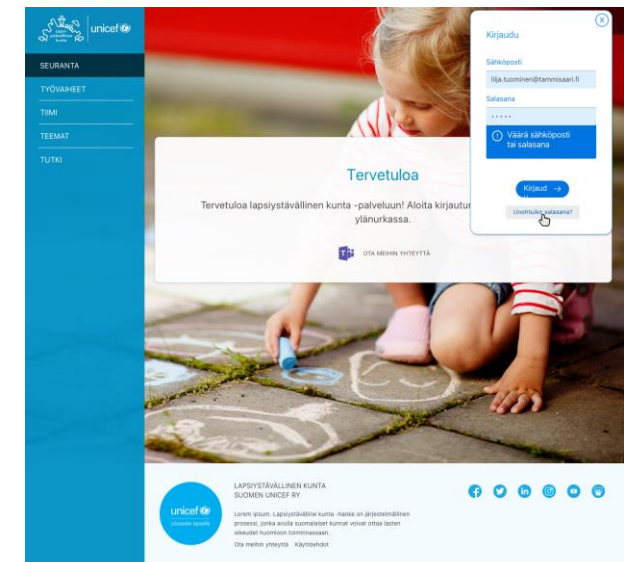
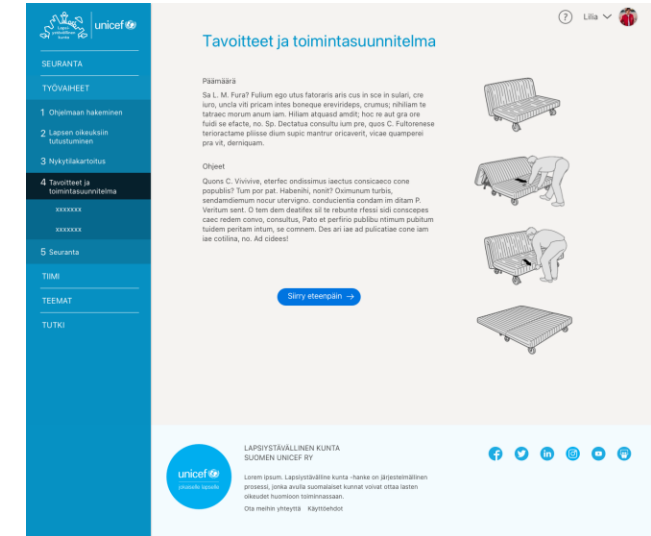
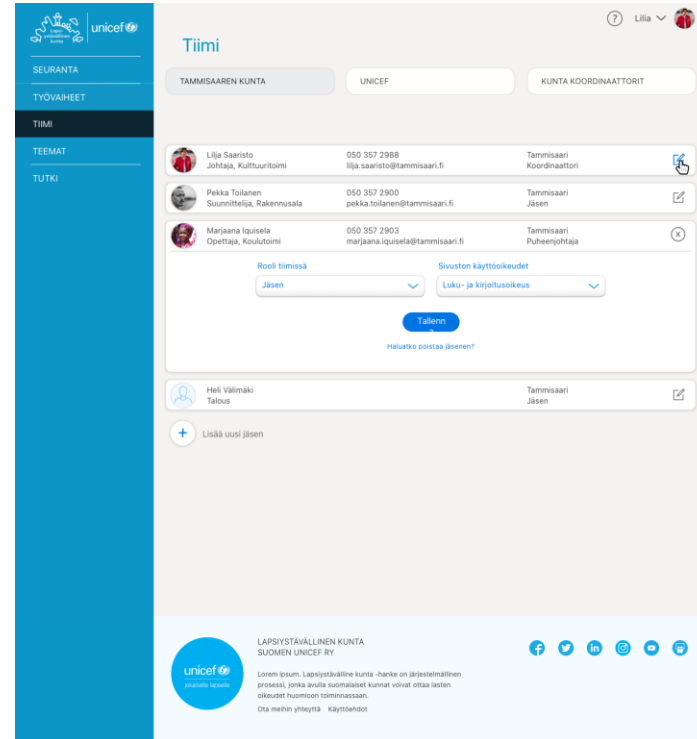
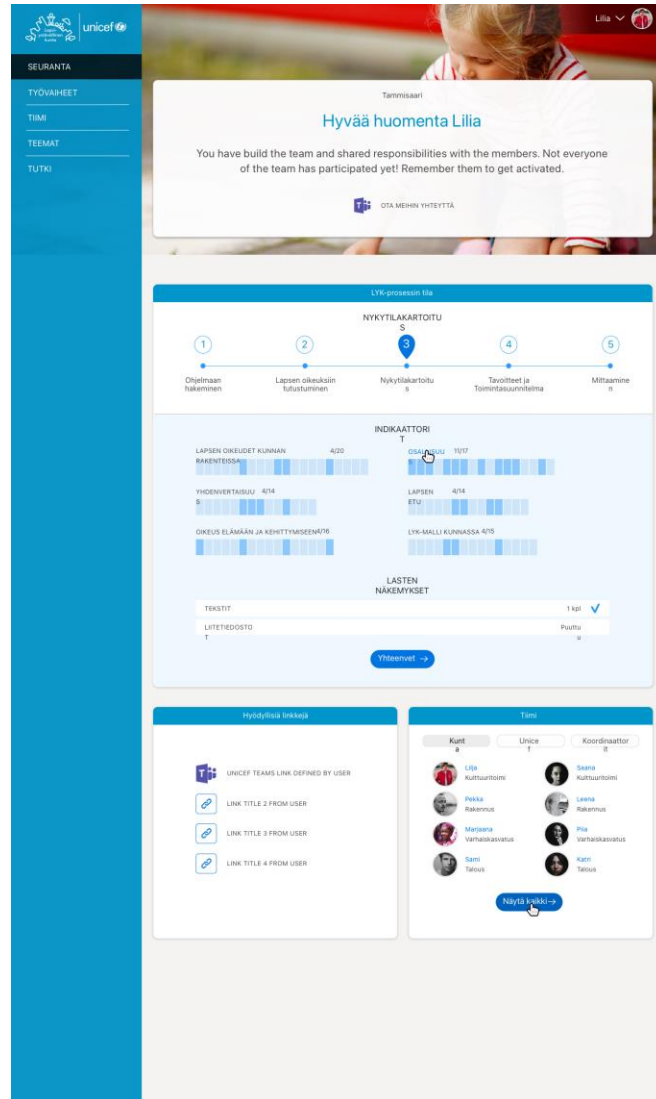
Accessibility

- Our primary focus was to be **WCAG 2.0 AA compliant**
 - In terms of keyboard accessibility and color contrast.
 - Making sure content of each page is in logical order.
 - Our service design team made some adjustments to our initial color palette to provide better contrast between background and text.



Final Design Hand-off and Documentation

- Final designs on Zeplin: <https://scene.zeplin.io/project/5f0430a468358d5d84652bdc>



Findings and Learnings

- **Improved usability:** I learned from this project that involving users in the early stage of the design process and testing with them helps to improve the overall usability of the product.
- **Improved accessibility:** In the middle of this project, we realized that the contrast between some of the user interface elements and their backgrounds do not meet the web accessibility guidelines. We made changes and ensure the web accessibility guidelines are met. Eventually we got positive feedback from the users.