



# First Aid App & responsive tablet & website

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# Project overview



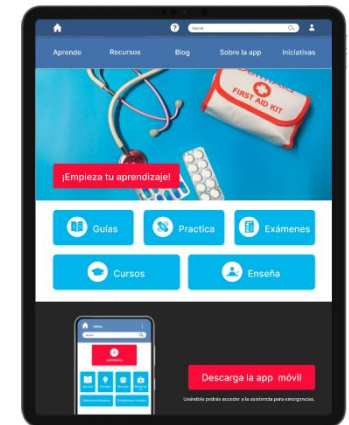
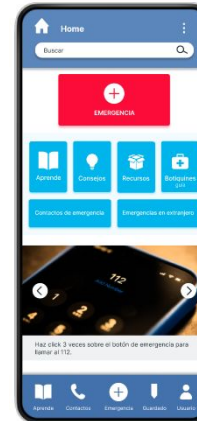
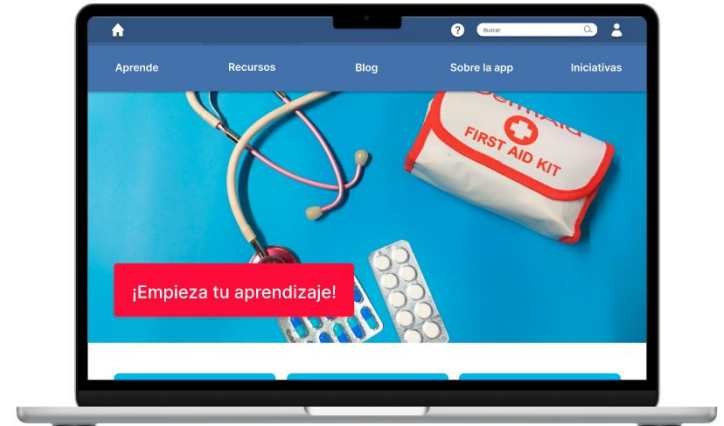
## The product:

“Aprende primeros auxilios” is a mobile app that help to learn about first aid and assist emergencies. The website version is focused on learn about first aid. Many people don't have first aid knowledge and want to learn, by the other hand, the ones who know first aid want to centralize the technics updates to be up to date. This app target is anyone who wants to learn about first aid, be updated or assist easily an emergency.



## Project duration:

August 2023 to September 2023



# Project overview



## The problem:

Many people is present when a first aid urgency happens in the street or while working. It was identified a lack of first aid and emergency assistance knowledge. For those who knew first aid, there was identified a lack of something that let them be up to date and centralize first aid information.



## The goal:

Design an app that let people learn first aid and guide them while assisting an emergency. Help users to centralize first aid technics updates.



# Project overview



## My role:

UX designer leading the app and responsive designs from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies and analyzing data, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

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

# User research: summary



I used “Aprende Primeros Auxilios” data on first aid knowledge to develop interview questions, which were then used to conduct user interviews. Most interviews participants reported feeling insecure with the process when attending an emergency and little knowledge about first aid. % participants knew first aid but needed something to centralize technics updated and get more expertise. The feedback received through research made it very clear that users would be open and willing to learn first aid and feel more capable of attending an emergency if they had access to an easy-to-use app to help guide them.

# Persona 1: Adrian

## Problem statement:

Adrian is a military or a technical lead that have first-aid knowledge but have difficulties to keep up to date. He needs a mobile app to have a guide in those situations and to learn more about first-aid (in mobile, tablet or website) because it is difficult to be up to date and centralize first aid knowledge.



**Adrian**

**Age:** 23/35

**Education:** Bachelor degree

**Hometown:** Alicante, Spain

**Family:** -

**Occupation:** Military/Technical Lead

*"I have first-aid knowledge and I do all that I can in a first-aid situation, but it is difficult to keep up to date."*

### Goals

- Having a more advanced first-aid level, going beyond the basics.
- Learn new things and update himself.

### Frustrations

- Technics advance and change fast and it is difficult to keep up to date.
- Easier and centralized access to first-aid knowledge.
- Not having a guide in first-aid situations.

Adrian is a military or a technical lead that have first-aid knowledge but have difficulties to keep up to date. He would use a mobile app to have a guide in those situations and to learn more about first-aid (in mobile, tablet or website). Suggestions: he would like to have something to set the appropriate pace in CPR and monitor the patient.

## Persona 2: Diana

### Problem statement:

Diana is a student or an administrative that considers important first-aid but has little knowledge about it, she needs a web app to be instructed and she would feel more secure if she could call someone with high first-aid knowledge to help her, because she doesn't feel secure when helping in those situations because her little first aid knowledge and little emergency experience.



**Diana**

**Age:** 21/48

**Education:** University degree

**Hometown:** Alicante, Spain

**Family:** -

**Occupation:** Student/Administrative

*"I have little first-aid knowledge but it is important and I would like to have an app to learn about this topic."*

### Goals

- Having something that facilitates calling someone with knowledge quick in first-aid situations.
- Having an app to be instructed.

### Frustrations

- Doesn't have enough knowledge to feel sure when helping.

Diana is a student or an administrative that considers important first-aid but has little knowledge about it. She doesn't feel secure when helping in those situations because she needs to have more knowledge. She would use a web app to be instructed and feels more secure calling someone with high first-aid knowledge to help her.

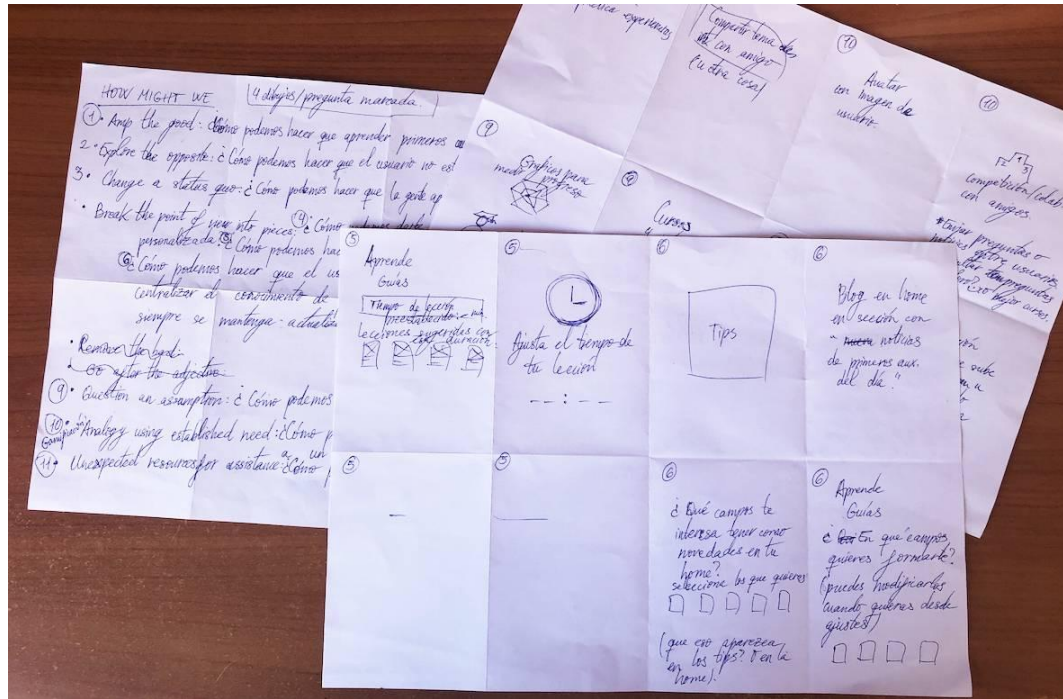


An audit of a few competitor's products provided direction on gaps and opportunities to address with the "Aprende Primeros Auxilios" app.

Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>First aid tips</li> <li>Quiz</li> <li>Learn about blood</li> <li>Accidents and emergencies</li> <li>Information what to do the First Aid Learning First Aid for First Aid/First Aid kit info</li> <li>First Aid Kit</li> <li>Account: my first aid</li> <li>medicines/emergencies/news</li> <li>advertising/share to a friend/about us</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Use of color accessibility-friendly</li> <li>Use of visuals</li> <li>Text describing icons</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Sections well marked and described</li> <li>Home don't have every sections and a little confusing at first</li> <li>Some clickable elements are not well indicated.</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Clear and comprehensible menu</li> <li>Simple and clear sections</li> <li>Some clickable elements are not well indicated.</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Good use of high-quality images</li> <li>Consistent brand identity reflected throughout design.</li> </ul>	Friendly but formal, concise	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Conveys information clearly</li> <li>Concise and useful descriptions</li> </ul>
<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Emergency guide</li> <li>Learning guide</li> <li>Preparation</li> <li>Exams to review knowledge after learning</li> <li>Save a course</li> <li>Be a volunteer</li> <li>Download</li> <li>Emergencies abroad</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Use of color accessibility-friendly</li> <li>Strong use of visuals</li> <li>Consistent and comprehensible</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Clear, simple and straightforward process.</li> <li>Available and easy to access menu.</li> <li>Simple sections with few steps.</li> <li>Numbers to call for assistance and more information in every first aid case.</li> <li>Brief information of protocols to follow.</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Straightforward and simple navigation</li> <li>Very clear design.</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Strong brand identity reflected throughout design.</li> <li>Consistent and clear icons.</li> <li>Strong and sophisticated use of color</li> <li>Low images quality.</li> </ul>	Formal and concise	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Conveys information clearly</li> <li>Concise and useful descriptions. Only necessary information added.</li> </ul>
<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Training</li> <li>Session result</li> <li>Improvement tips</li> <li>Compressions</li> <li>First aid techniques</li> <li>Instructor profile</li> <li>Leader profile</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Use of color accessibility-friendly</li> <li>Strong use of visuals</li> <li>Simple and clear navigation</li> <li>Big font size and buttons</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>OGCP process is clear and straightforward.</li> <li>Quick and easy to use.</li> <li>Easy to use and section distributed variations</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Simple and clear sections and process.</li> <li>Clear indication of clickable elements.</li> <li>Difficult to start if you're new using the app.</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Consistent brand identity reflected throughout design.</li> <li>Consistent UI, including use of high-quality images.</li> </ul>	Formal and concise, close tone (use of graphics, names of instructors, warnings and markings).	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Conveys information clearly</li> <li>Concise and useful descriptions.</li> </ul>
<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Guidelines every survival area divided into sections.</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Color not accessibility-friendly</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Clear, simple and straightforward process.</li> <li>Easy to navigate menu.</li> <li>Simple sections with few steps.</li> <li>Information very compact and extended.</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Straightforward and simple navigation.</li> <li>Very clear design.</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Consistent and clear design.</li> <li>Consistent icons.</li> <li>Brand identity needs work.</li> </ul>	Formal but friendly, works with the app design.	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Clear information</li> <li>Very compact with low space information.</li> </ul>
<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>First aid topics manual</li> <li>How to Care</li> <li>Assessing injured person</li> <li>Recovery position</li> <li>Resources</li> <li>Learn First Aid</li> <li>Workbooks</li> <li>Saved topics</li> <li>Profile</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Use of color accessibility-friendly</li> <li>Strong use of visuals</li> <li>Consistent and accessible design.</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Clear and straightforward process.</li> <li>Simple and clear menu and navigation.</li> <li>Simple section with few steps.</li> <li>Good use of graphics.</li> <li>Some clickable elements are not intuitive.</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Straightforward and simple navigation.</li> <li>Very clear design.</li> </ul>	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Strong brand identity reflected throughout design.</li> <li>Consistent and clear icons.</li> <li>Strong and sophisticated use of color.</li> <li>Good use of graphics to describe how to help injured people.</li> </ul>	Formal and concise, seems a close tone (it helps the use of graphics).	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Conveys information clearly</li> <li>Concise and useful descriptions. Only necessary information added.</li> </ul>

# Ideation

I did a quick ideation exercise to come up with ideas of how to address gaps identified in the competitive audit. My focus was especially find new forms of customization and optimize the first aid learning process for users.





# Digital wireframes



After ideating and drafting some paper wireframes, I created the initial designs for the app. These designs were focused on facilitating first aid learning and helping to assist emergencies.

The next screens will show the key wireframes of the first low fidelity wireframes.

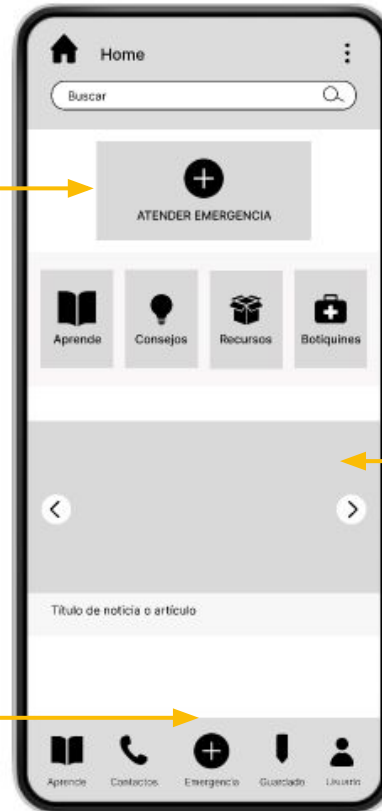
# Digital wireframes - home

The homepage show the main section to facilitate the access to the user. The nav is in the top and a bottom menu is included to facilitate quick access and managing the phone with one hand. The bottom menu show the main options of the app.

The homepage includes daily or highlighted news to be up to date.

Big emergency button on the top for an easy access

Centralized emergency button to access with one hand



News



# Digital wireframes - Learn

The learning main page is composed by a user resume showing progress and knowledge of the learning areas, a indicator of the learning level and requirements to leveling up, and a pair of buttons to see studied and pendant topics.

The bottom menu option are adapted to the categories of the learning area.

Progress section and leveling up requirements



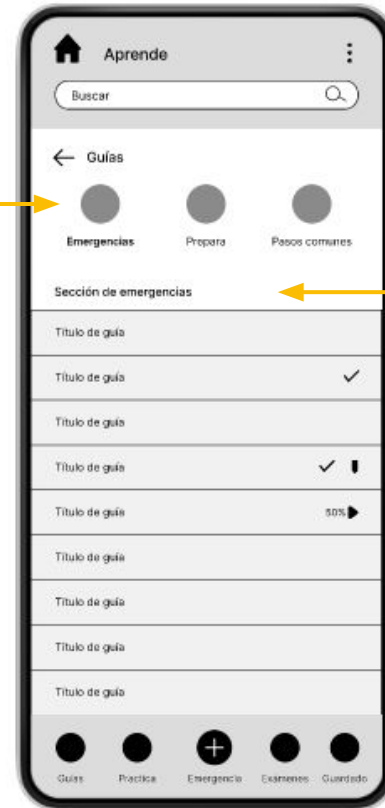
Studied and pendant topics

# Digital wireframes - Guides

The guides section shows the available categories. When one of them is clicked, the guides related to that category are shown below.

A check appears when a guide is completed. A save icon appears when a guide is saved. A continue icon appears with a percentage when a guide is unfinished.

Categories



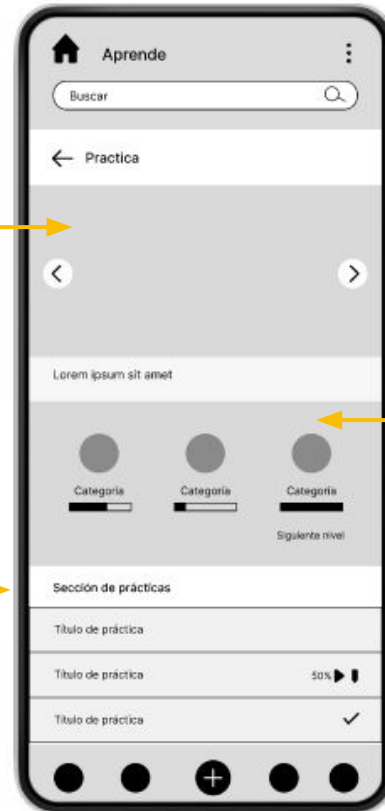
Guides related to the selected category

# Digital wireframes - Practice

The practice section is composed by a blog section with first aid technics updates, practice categories and the practices related to the selected category.

First aid technic updates blog

Practices related to the selected category

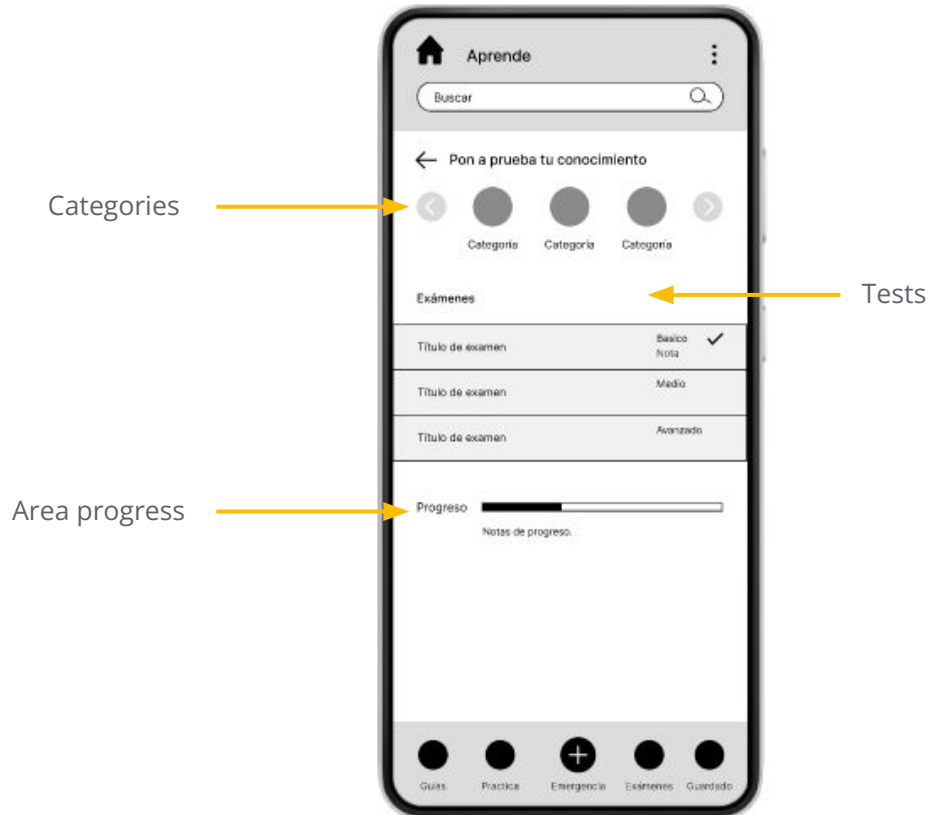


Practice categories

# Digital wireframes - Exams

The exam section is composed by the available categories to make tests, the tests related to the selected category and the user progress of the selected area.

Each test include the test level, and if it is completed, the test score and a check icon appear.



# Digital wireframes - Emergencies

The emergencies section is composed by a button of guided steps to attend an emergency, a basic steps infographic to attend emergencies, a button of assistance, a button to send the emergency location to emergencies and the disposable guides to attend emergencies.

Emergency guided steps

Buttons

Basic emergency steps infographic

Emergency guides



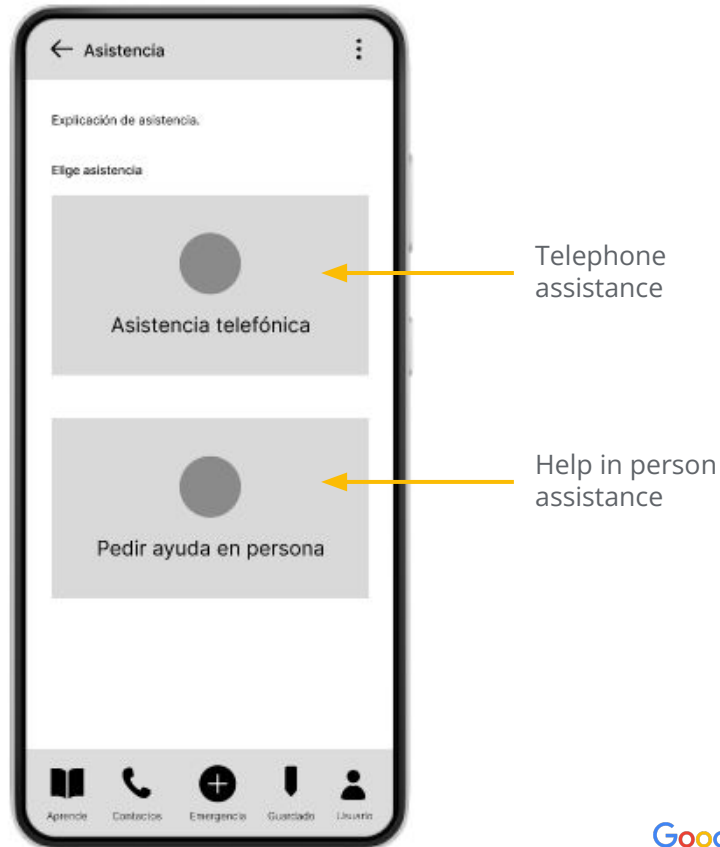


# Digital wireframes - Assistance

The assistance section is simplified and have big buttons so it is easier to the user when having to attend an emergency. It is divided on a short explanation of assistance procedure in the top, telephone assistance and help in person.

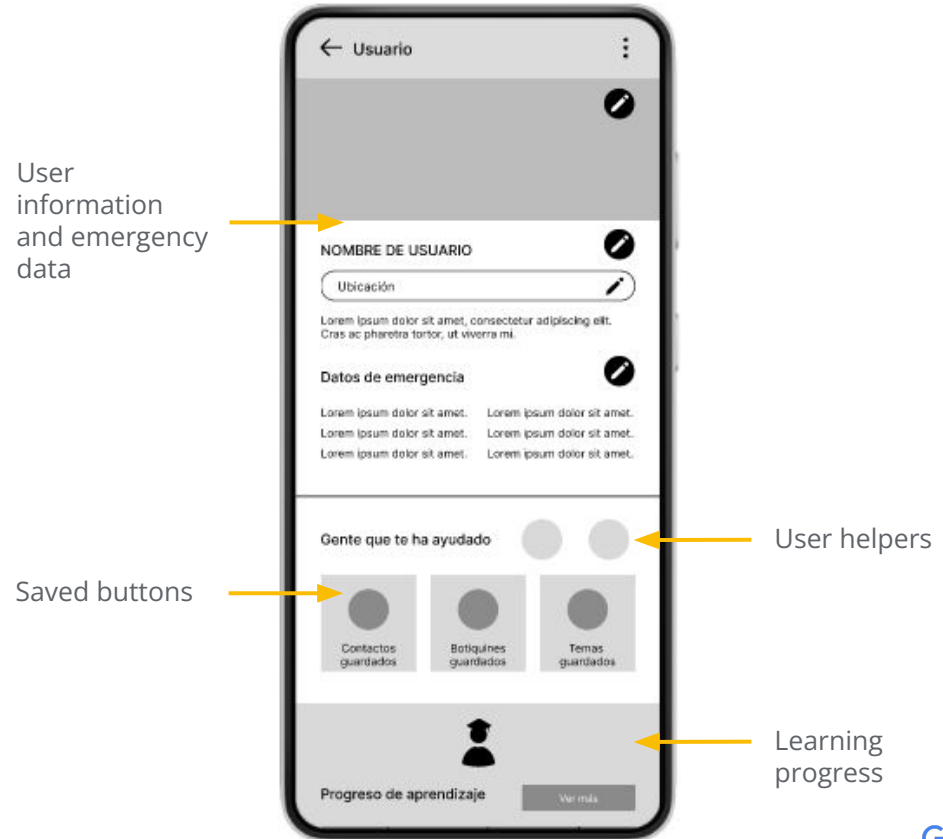
Important and saved numbers appear when telephone assistance is selected.

The user can call a person and send the location emergency to request help in person.



# Digital wireframes - User

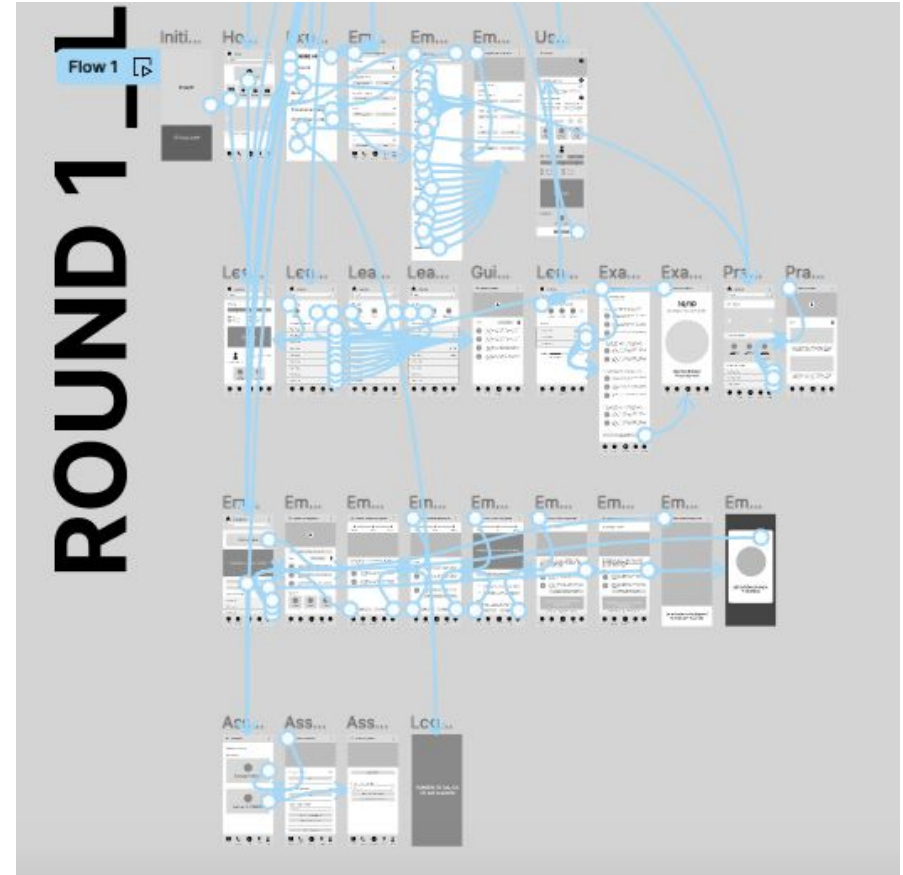
The user section combines user information with some features. It is divided in the user information (image, name, location and emergency data), people who have helped the user in emergency situations, saved contacts, saved first aid kits and saved topics. Under this information appears a learning resume and in the bottom, a button to delete the account and a button to return to top appear.



# Low-fidelity prototype

To prepare for usability testing, I created a low fidelity prototype that connected the user flow of the main features of the app (from the learning area to the emergency area and some extra features like the user section and emergency contacts).

[View “Aprende Primeros Auxilios” low fidelity prototype.](#)



# Usability study: parameters



## Study type:

Moderated usability study



## Location:

Spain, Alicante



## Participants:

5 participants



## Length:

20-40 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Simplicity

Users need more simplicity in the app, they need to be capable of finding what they search quick. Some sections could be combined to simplify the app structure.

2

## Button size

Due to the app nature, buttons need to be big and the app design very simple to be used quick and in a stressful situation if an emergency happens.

3

## Guides & Practice

The guides and practice sections are very similar and need to be more distinguished.



## Refining the design

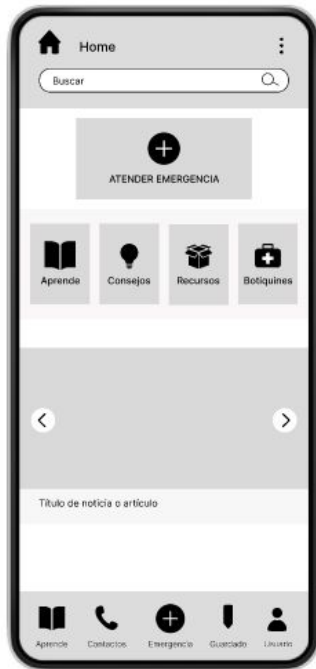
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups - home

Based on the insights from the usability studies, I applied some design changes.

In the homepage, there were added “Emergencias en el extranjero” button and “Contactos de emergencia”, so the user could find them easily and have a simple access.

Before usability study



After usability study



# Mockups - learn home

In the learning home mockup, the bottom buttons of the lo-fi version were changed for the top buttons in the hi-fi version as a learning directory.

The user resume was changed to the bottom of the page.

Before usability study



After usability study



# Mockups - guides

In the guides section there weren't structural changes.

The style of the guides was changed from a border to a bottom shadow. There were added icons to categories buttons and color and typography modifications to differentiate the active category.

Before usability study



After usability study



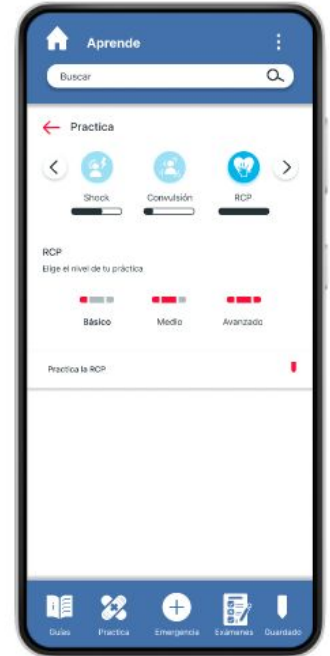
# Mockups - practice

The blog was deleted from the practice section and added to the blog section. In the hi-fi version there were added levels of difficulty to select when making a practice. In the categories was added a carousel to incorporate more categories in future iterations.

Before usability study



After usability study





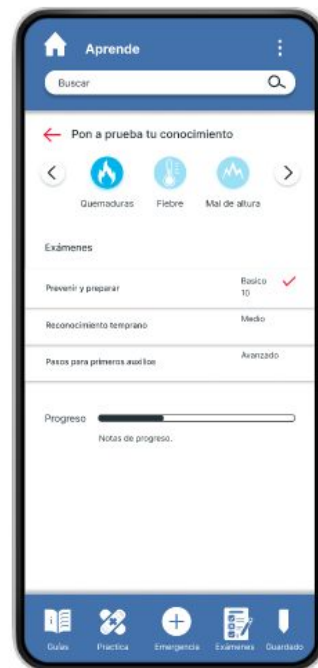
# Mockups - tests

There weren't changes on the exams section. Style was added.

Before usability study



After usability study



# Mockups - emergencies

Emergencies section was simplified, there was deleted guides section from this section. Assistance and send location features were added to the emergencies guided steps. The infographic has been maintained to indicate an emergencies resume to the user. The buttons of this section have been made specially bigger to facilitate the app use.

Before usability study



After usability study



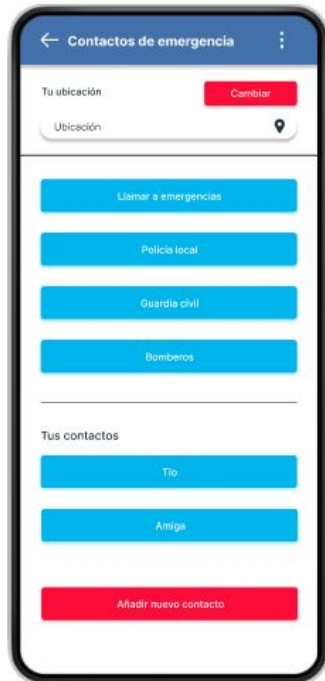
# Mockups - emergency contacts

The emergency contacts section was simplified to make the buttons bigger and to delete unnecessary information. Adding a contact has been changed for a bottom button to simplify the screen and facilitate the flow.

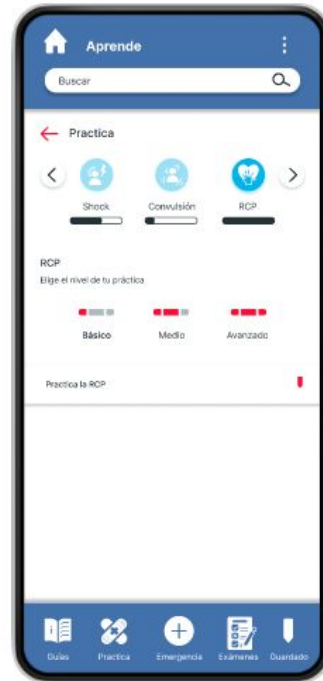
Before usability study



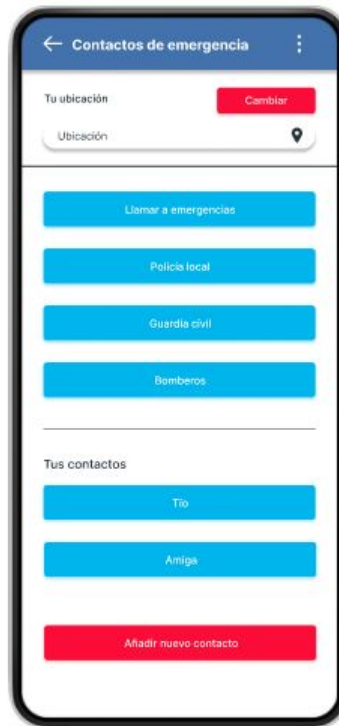
After usability study



# Key mockups



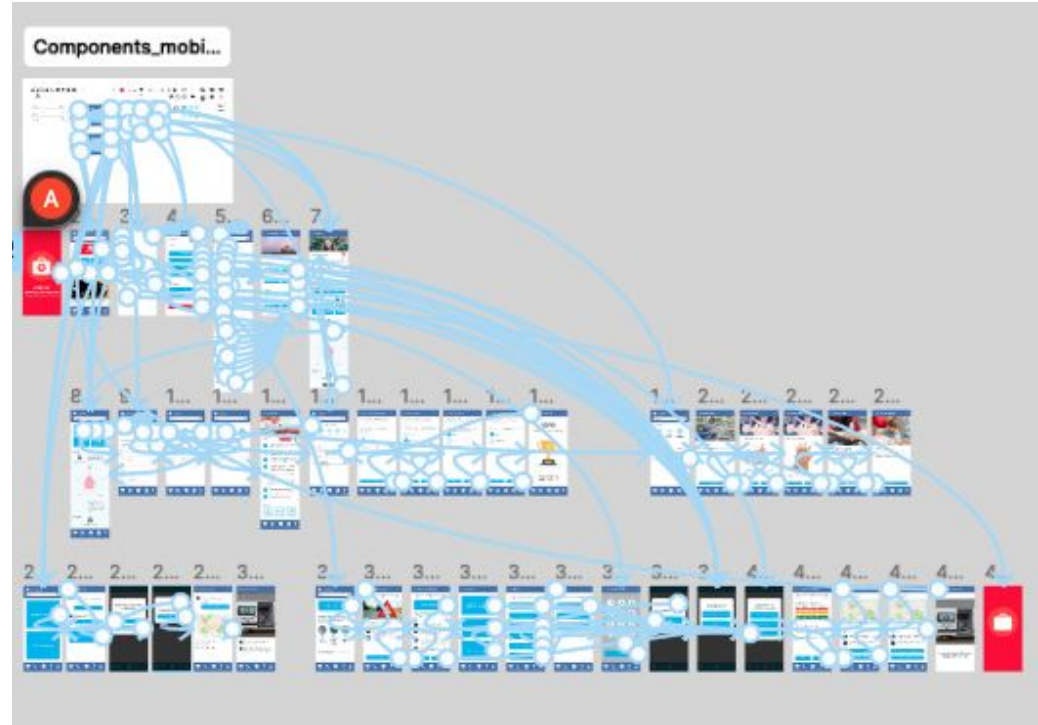
# Key mockups



# High-fidelity prototype

The high-fidelity prototype followed the same flow as the low-fidelity prototype, design changes made after the usability study were first applied to low-fidelity wireframes, then those wireframes were used as base for the high-fidelity mockups.

[View mobile high-fidelity prototype.](#)



# Accessibility considerations

1

Buttons are big to make the user easier to click them when they are stressed or have to be quick. A bottom navigation is added to the prototype so users can manage the mobile app with one hand. Voice assistance is considered too as an app feature.

2

Colors and hierarchical contrast are used so all elements are distinguishable and clear, color contrast follow accessibility standards.

Some call-to-action buttons are added to indicate the main flow to users.

3

Navigation hints are added to guide the user and explain the app features. Confirmation pop-ups are added too.

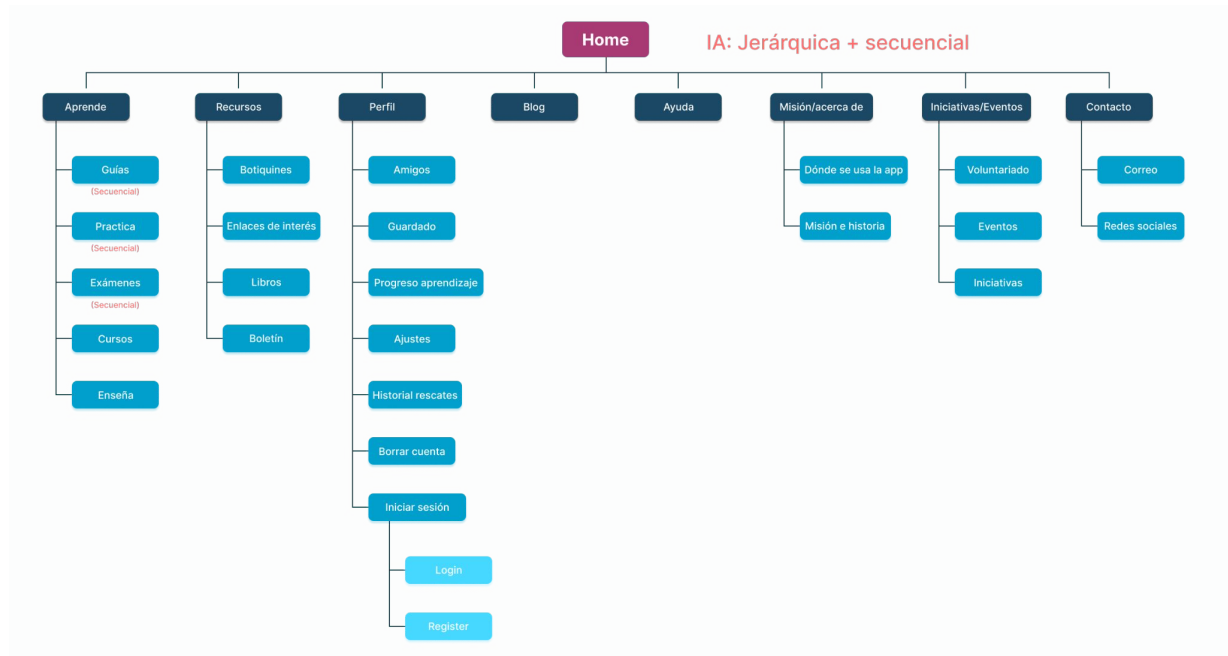
# Responsive Design

- Information architecture
- Responsive design



# Sitemap

With the mobile app designs completed, I started to work on designing the responsive tablet and website screens. I made a competitive audit and used the “Aprende Primeros Auxilios” sitemap to guide the organizational structure of each screen’s design to ensure a cohesive and consistent experience toward devices.



# Digital wireframes



The designs for screen size variations included mobile, tablet and desktop. I optimized the design to fit specific user needs of each device and screen size. The orientation of every screen variation is vertical as it is the main orientation used by the user, but a next step is make the horizontal variations too.

Some features are added to the website and tablet screen variations as they are more focused on first aid learning. The emergency assistance is only available on the mobile variation, because it is the only device that users wear with them all time or when they are on the street.

The next screens will show the key mockups comparing the screen size variations.

# Responsive designs - home

Mobile



Tablet

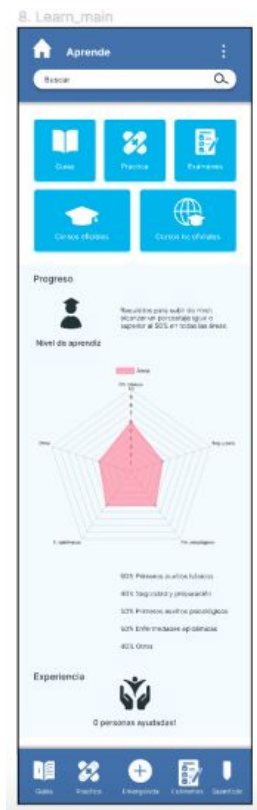


Website



# Responsive designs - Learn home

Mobile



Tablet



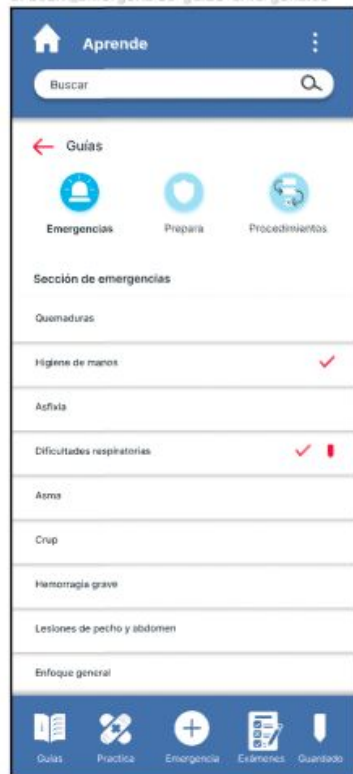
Website



# Responsive designs - Guides

Mobile

9. Learn\_emergencias-guide-emergencias



Tablet

6. Aprende-guías



Website

6. Aprende-guías



# Responsive designs - Practice

Mobile



Tablet



Website

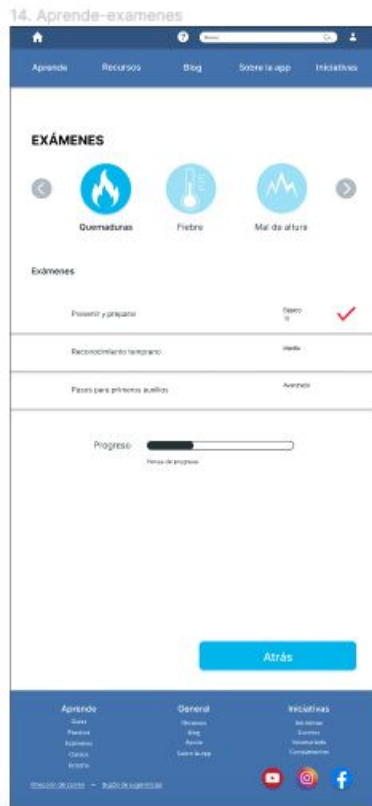


# Responsive designs - tests

Mobile



Tablet



Website



# Responsive designs - user

Mobile



Tablet



Website





# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app made easier and more accessible to learn first aid. Experienced users shared that the app would be interesting to centralize first aid techniques updates and be up to date.



## What I learned:

I learned that even though the problem I was trying to solve was resolved in different apps, every new first aid project complements and nurtures existing projects and, new designs and ideas help to make the user experience more complete and easier and resolve existing gaps that weren't identified before.

# Next steps

1

Add voice command to the app versions to facilitate the use without hands. Adapt the mobile version to the new features incorporated in tablet and website versions. Add sound to the app to make it more accessible.

2

Add some features to the app like “find an emergency” (to detect emergencies notified in the user area), show transport options when finalizing attending an emergency or the option to call a taxi, and other features.

3

Add an offline part to the app so that guides and emergency resume can be downloaded and the user can access it in the device used even if they are in a location without internet connection.

4

Make a usability study to test the high-fidelity prototype and the new features incorporated.

# Let's connect!



Thank you for your time reviewing my work on the “Aprende Primeros Auxilios” app! If you’d like to see more or would like to get in touch, my contact information is provided below.

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Website: <https://anaaldeguerfernandez.github.io>