



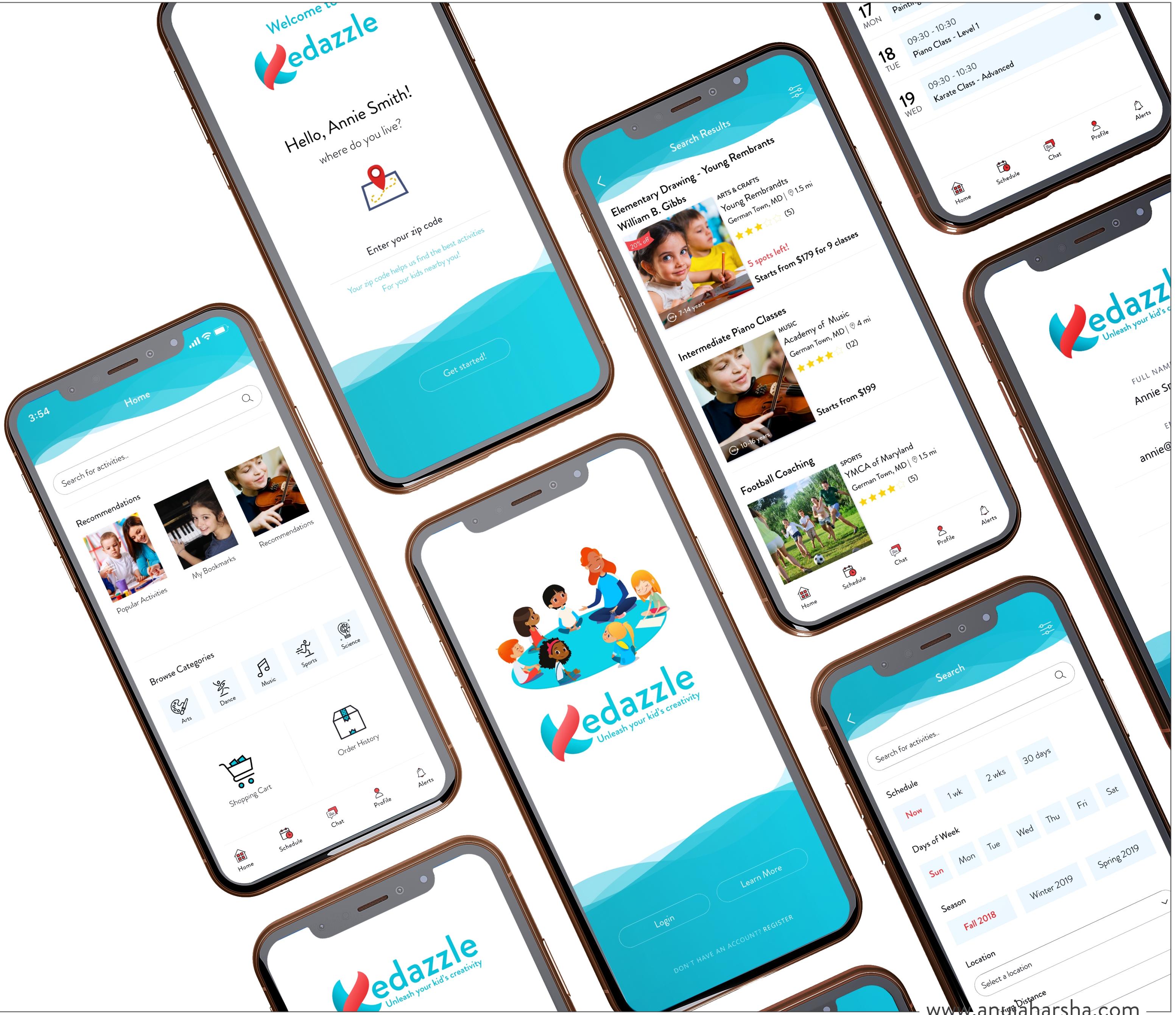
edazzle
Unleash your kid's creativity

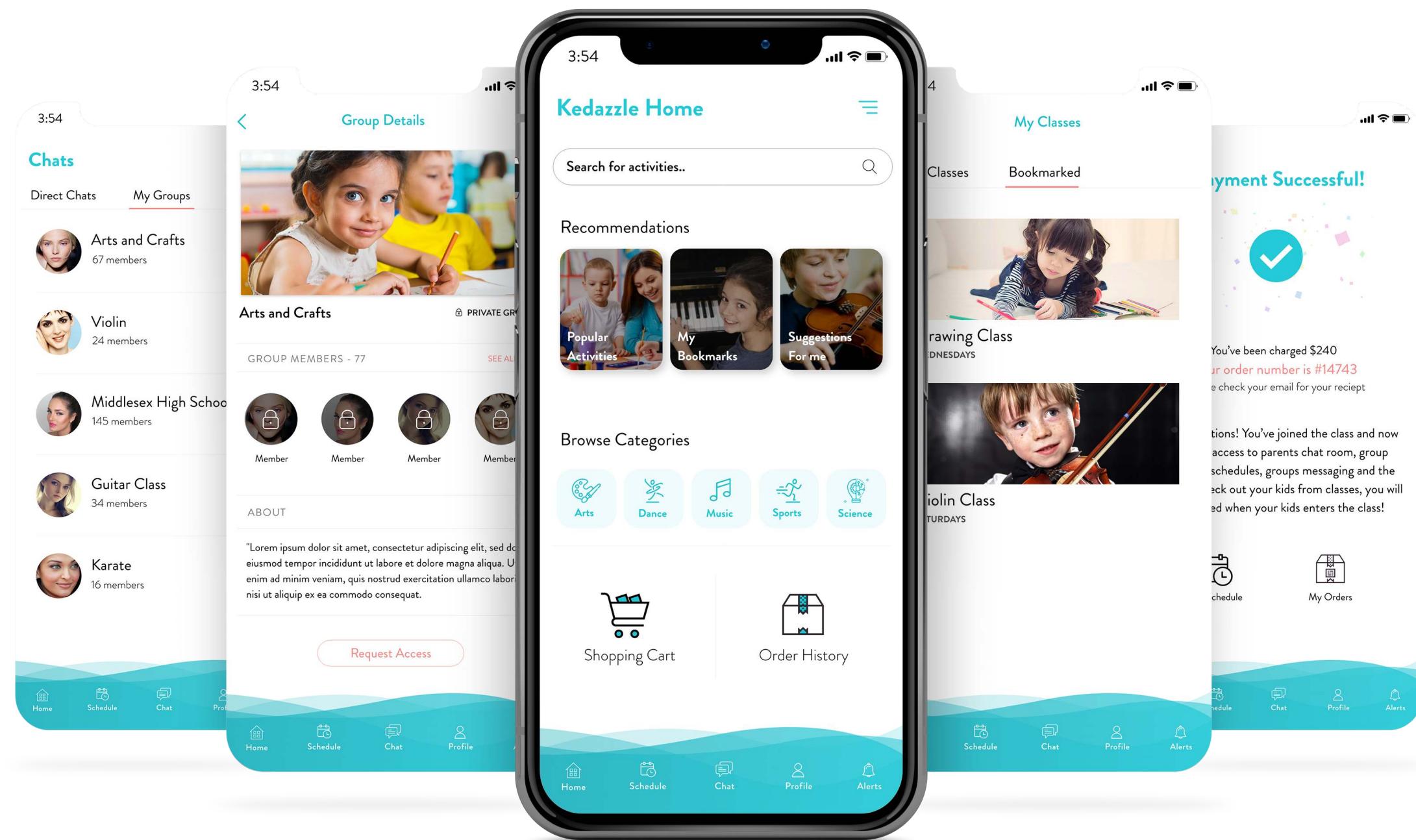


My first project at Info Triangle was as a lead UI/UX designer at Kedazzle. As a sole designer for Kedazzle, I was responsible for the end-to-end product development process, including UX research, personas, user journey, information architecture, wireframes, visual design, prototyping, and branding+marketing design.

Kedazzle is a kids activity management platform for parents and an activity management platform for businesses. Parents can socialize, check in and check out their kids, keep track of their kid's activity schedule, find classes and book them through the app. It's on the web and mobile.

This presentation primarily focuses on the mobile application.





Overview

Kedazzle is an activity management platform for parents and the activity centers to communicate with each other, manage children's schedules, and keep track of the kids' progress. Parents can also find and book activities for their children on Kedazzle.

My client came up with an activity management platform that benefits parents and the activity center. There are two aspects to kedazzle, an application for the activity centers and one for the parents. The goal is to provide a platform where parents can keep track of everything related to their children's extra-curricular activities. The activity centers it's designed in a way for them to manage their student's activities. The idea is to bridge the gap between activity centers and parents and provide them with a common platform to communicate with each other and ensure the children's safety.

The result was the launching of kedazzle at the beginning of 2020. It was initially launched in Maryland and Seattle. My client grew the users organically, and Kedazzle was received well.

UX Research

The research was an integral part of Kedazzle. Implementing Agile UX in this project seemed ideal since it was a project in its infancy, and only with my client's idea with a bunch of rough sketches we couldn't proceed with creating this app without some research. My client was not very familiar with UX and the research aspect. I requested that we get a group of parents together and conduct some research. Meanwhile, I researched competitor products and analyzed them. What they offered, their user experience, what kind of users they have, etc.

Once we had a focus group, the competitor product analysis helped me come up with a questionnaire, and I got some great feedback. I asked even more questions as I absorbed the feedback and merged it with my client's ideas. Slowly I had something to get us going to the next stage.

As we proceeded with the following steps, figuring out issues that needed to be solved, we came to a stage where we had a rough low-fidelity wireframe going; we used that as a foundation. We did another round of usability testing with them. After multiple rounds, we decided to proceed with the branding and visual design.

Once I had my first version of the visual design, I went with another round of usability testing. And as a team, my client and I had various meetings to discuss feedback, implement new features, and make iterations. Overall, I'd say it was a great example of utilizing Agile UX.



RESEARCH PHASE

Project brief, user requirement, problems, challenges, project outline, brainstorming, user research



DESIGN PHASE

User personas, UX maps, information architecture, wireframes, user interface, prototypes, team testing



TESTING PHASE

User testing, client testing, team testing, feedbacks, iterations



FINAL PRODUCT!

Challenges & Problems

Once we had some feedback after our first round of research and questionnaire tests, it was time to outline the problems.

It's a big hassle and hard to keep up with all the classes kids attend, like sports, art, dance, and music. The biggest hurdle is communicating with the activity center and fellow parents about the class details and changed schedules.

Parents' problems regarding their children's schedules include a lack of communication with the activity centers and not managing their kids' schedules. Additionally, receiving delayed notification on rescheduled classes, new classes, and information regarding their child's progress or difficulties. Another different set of obstacles is the inability to notify activity centers in case of delay in picking up their children or authorizing other guardians to pick the kids if the parents are unable to pick them up. My client, being a parent, was looking for a solution. That's how kedazzle came into the picture.

Besides creating a platform for parents, my client also created a similar platform for the activity centers that would seamlessly integrate with the parents' application. Our challenge was to design a platform for two separate audiences, which would use it basically for the same purpose: kids.

The core audience for this application is parents. The challenge we faced was how to design a platform that provided solutions for these problems and make it user-friendly so parents/guardians of all ages could use it with ease. We knew that the user experience of this application had to be flawless and easy on the eyes.

Based on these observations and challenges, I came up with three essential user personas.

User Personas

Being a parent, my client was very involved in the user persona process; her input was invaluable. We set up multiple personas based on my knowledge and my client's experience. We referred to them throughout the entire product development process. The app is built for a selective target audience; parents and guardians such as grandparents, uncles, and aunts. So it was at the beginning we decided to set up personas. My client led the research concerning personas as she was the perfect user for Kedazzle, a parent.

Nate and Sara Collins - Late 30s



Bio

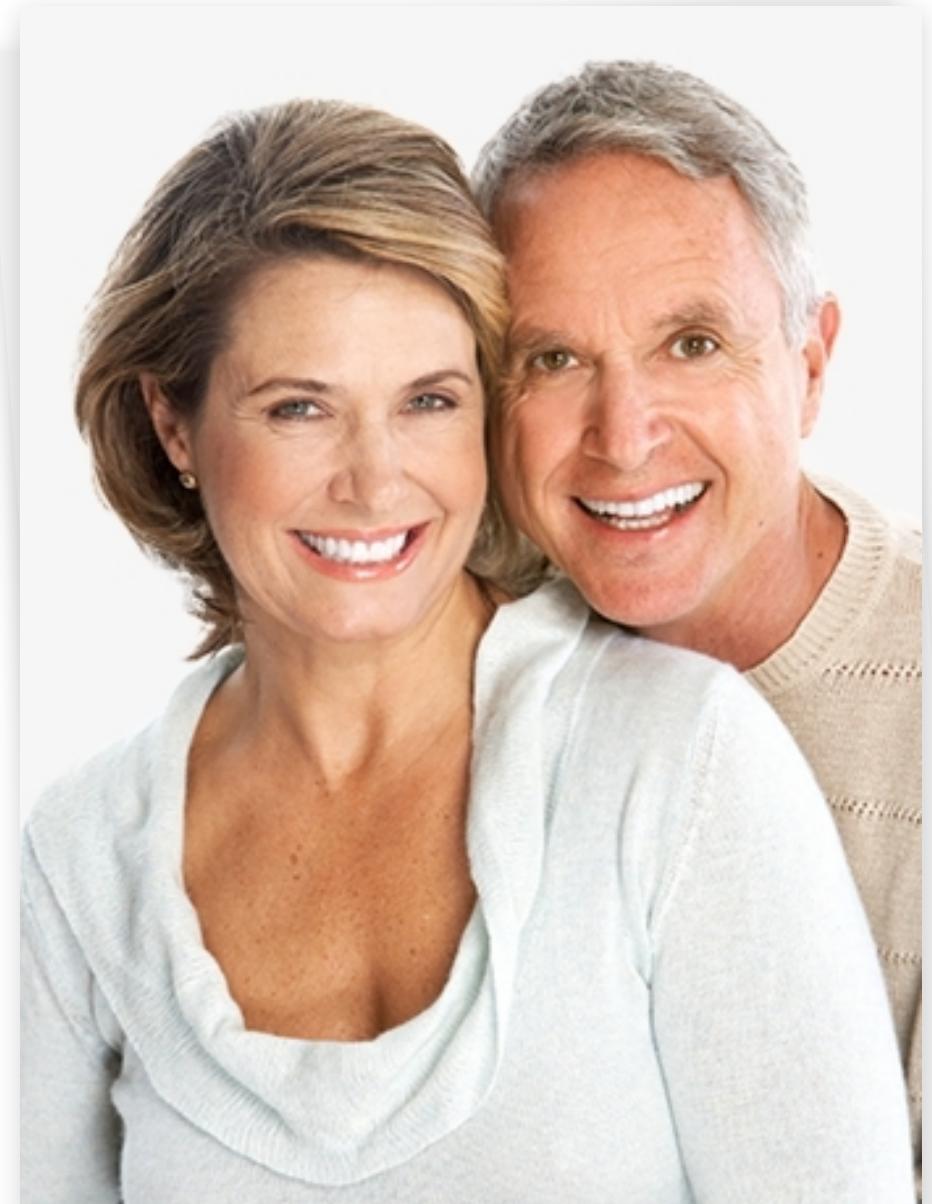
Parents to 2 kids, a boy, and a girl. Both have full-time jobs. Both the kids attend extracurricular activities outside of school. Nate and Sara live close to Sara's parents, John and Kate, and they often look after Sara's kids and pick them up from school.

Pain points

- Difficulty in keeping up with their children's class schedules.
- Lack of communication with the activity center to monitor their children's progress.
- Lack of communication with fellow parents regarding the classes, updates, and reviews.
- Lack of communication with the activity center to let their parents pick up their kids when unavailable.

Goals

The ability to get regular updates regarding their children's class schedules and progress, having swift communication with the activity center and fellow parents.



John and Kate Roy - Late 50s

Bio

Parents to Sara Collins and grandparents. They are retired and living at home. They live nearby their daughter and look after her kids when needed.

Pain points

- Difficulty picking up their grandchildren from the activity center due to lack of communication and authorization issues.

Goals

Effortless pick up of the grandchildren.



Harvey Spectre - Mid 40s

Bio

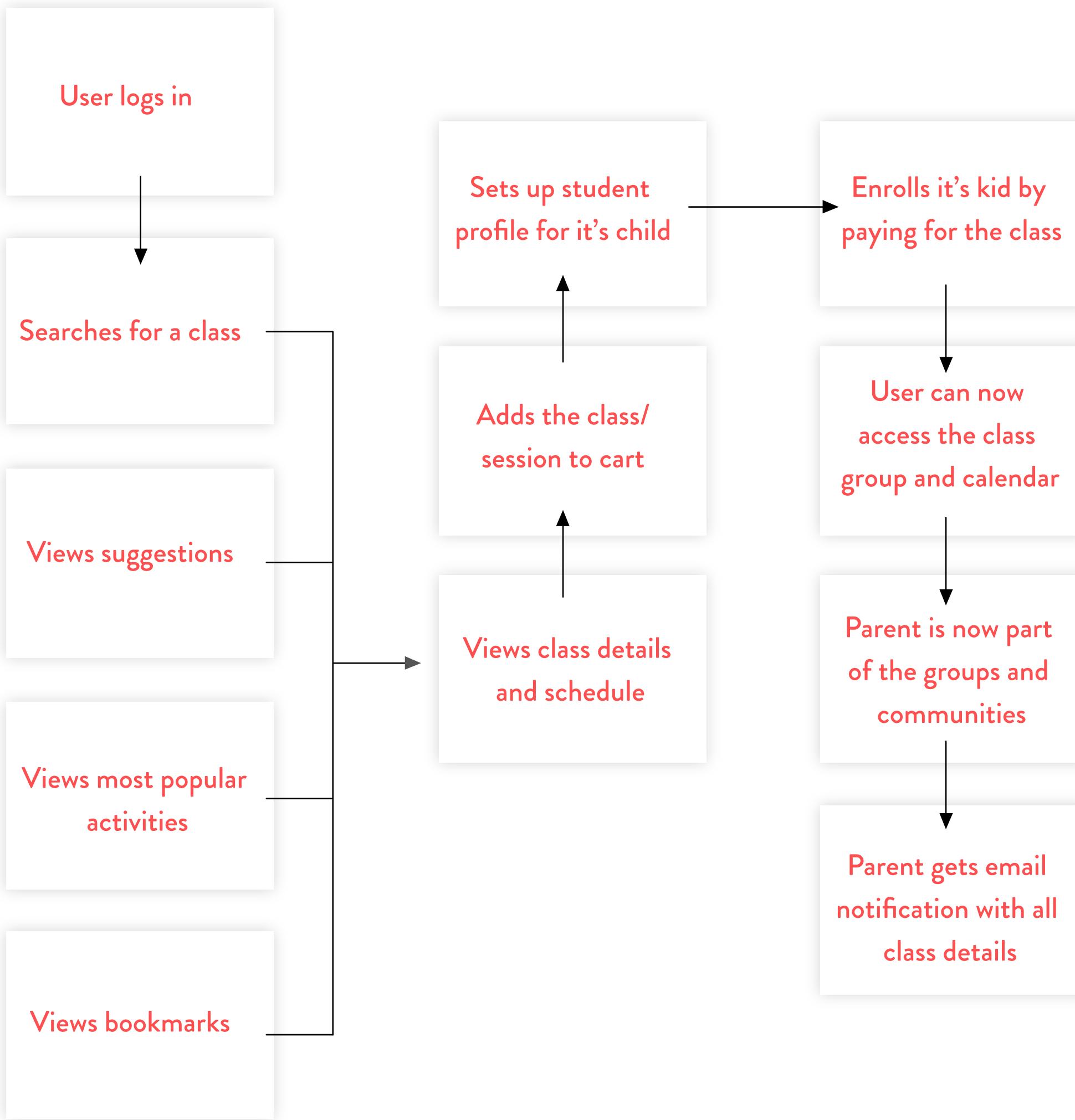
An activity center manager in charge of managing the student's and staff database, schedules, and fee management.

Pain Points

- Too many tasks and multiple software to manage them.
- Lack of communication with parents to update their children's progress.
- Issues in authorizing guardians to pick up students.

Goals:

A go-to platform where everything is in one place seamlessly integrated.

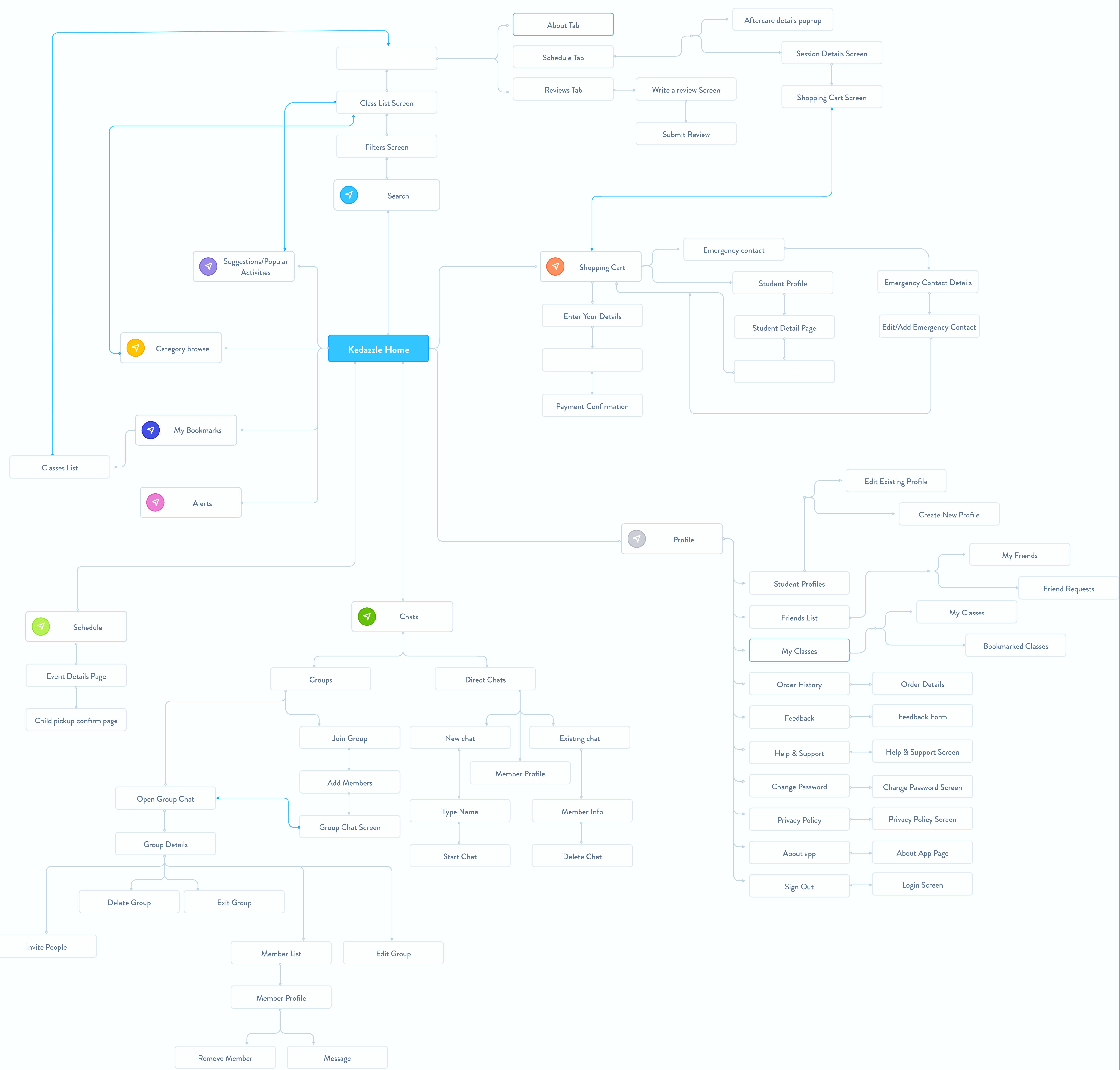


User Journey & UX Mapping

After creating personas, the next step was creating a user journey followed by a detailed architectural map of how the app's navigation would look like. I mapped out the users' steps to see how I could simplify their journey to help them reach their most important goals with the product. User journey and mapping make it more comfortable for a UX designer to map out to navigate a design process and help understand user goals better.

One of the primary user goals to map was searching for a class, adding it to the cart, buying it, enrolling the kid in the activity, and then reaching the end, where they could access the class group and calendar. It's one of the essential steps once the user achieves his primary goal of enrolling their kid in the desired class.

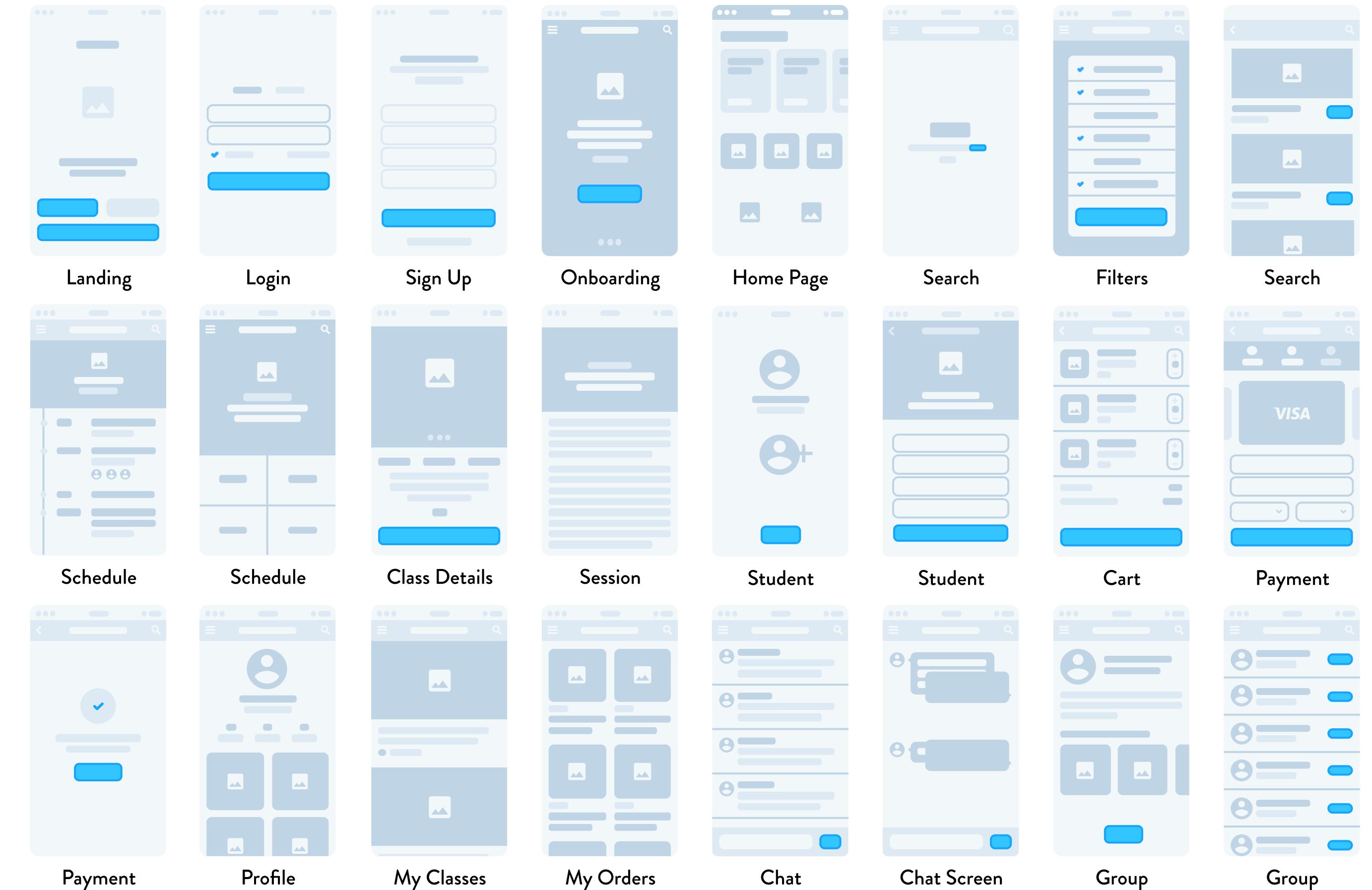
The hi - level user journey map was created with the help of my client, who had already conceptualized the main idea of the product. I shared the mapping with our group of parents we conducted our testing on to see how they felt about it, see if we missed anything, and what we could do to make the task as effortless as possible. The image of the mind map in the next slide speaks for itself.



Wireframes

Following the UX mapping came wireframes. Wireframes allow us to explore the entire framework in-depth; they allow us to make mistakes, rectify them, and improve the product's user experience. I started with low-fidelity wireframes and detailed them as the client added new features and screens. There were several iterations of the wireframes throughout the project until a final flow was ready. I used Adobe XD to create these wireframes. The UX mapping in the previous slide was a significant asset while developing these wireframes, emphasizing the importance of creating the information architecture in the early stages of product development. The main aim of the wireframes is that they're to be shared, commented on, and discussed. It allows us to make mistakes, rectify them, and accordingly improve the product.

I started with low-fidelity wireframes with essential components, and we detailed them as we added new features and screens. We have had several iterations of the wireframes until we had a final flow ready. These are only a handful of the screens I created, which are low-fidelity wireframes.



Iterating, adding, eliminating.

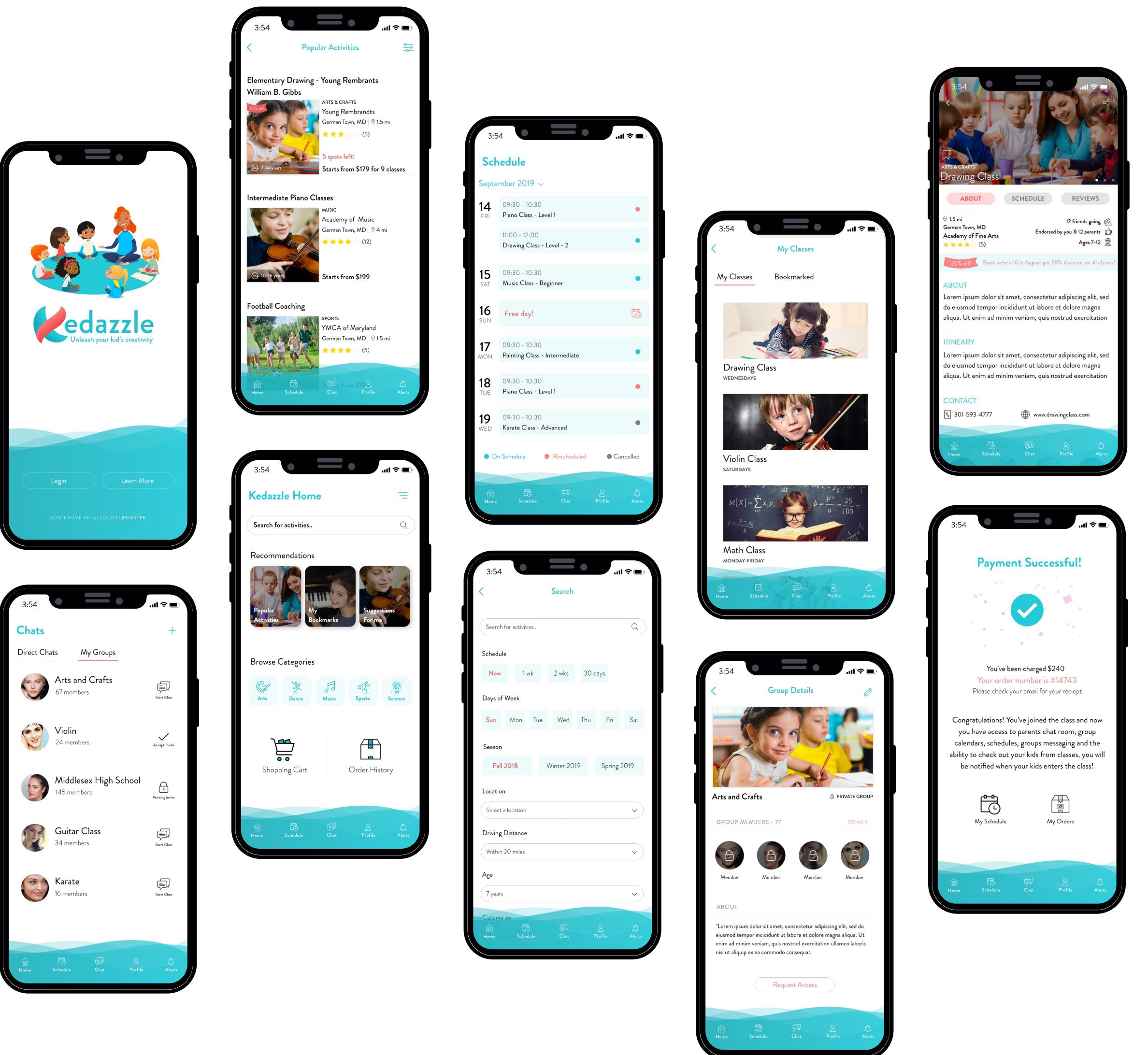
There was no other platform or system to solve these issues. So with Kedazzle, we had creative freedom to add features that parents were looking for in a medium. My user research helped us understand their problems. There was much brainstorming.

Any good app should entice the user to want to use it; the people creating the app should understand the needs and goals of their users and implement features accordingly; it also means sometimes we have eliminated ideas and features that the user might not need or use.

By the process of elimination, we were able to remove daycare, camping, and carpooling features. It allowed us to add many features, such as a separate tab for showcasing their children's activity calendar and a tab where parents can check in and check out their kids from the activity centers. Additional features include group chats, direct chats with the activity center, a global chat for all those who attend a particular activity center to receive updates about class rescheduling, adding emergency contacts, and authorizing other guardians to pick up the children.

All these features weren't added on day one. As I worked on the app, my client and I continued to add more features and made mutual decisions.

UI Design



The visual style I went with was fresh and light. For the audience we were targeting, soft colors with dark text were the way. The turquoise shade that I used represents stability and professionalism to the app and a splash of fun.

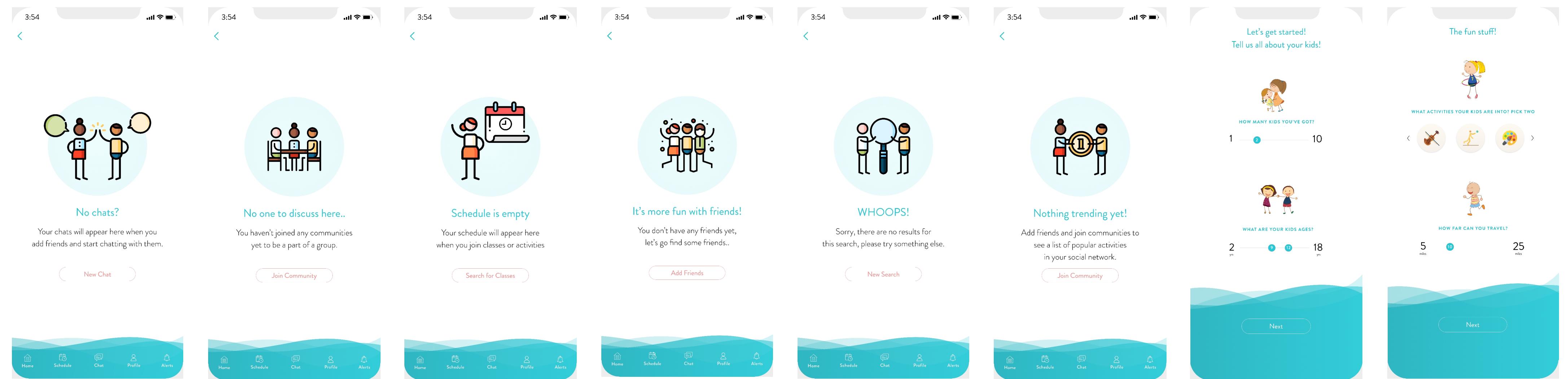
My client wanted something corporate but playful, hence the pink shade.

Once I had a final flow ready, I started creating the visual design in Adobe XD. The visual style I went with was fresh and light. For the audience we were targeting, soft colors with dark text were the way. The turquoise shade that I used represents stability and professionalism to the app and a splash of fun. I created a design system and mixed it up a little when following a particular style guide or a design system. I tried to combine a bit of iOS and Material Design into the application. Since I designed the app for Android and iOS, it made sense. I created a style guide for it, as well.

The landing page is my favorite part of it. It's elegant, colorful, but not too hard on the eyes, and illustrative but minimalistic. It uses the space just right. Once we tested the interface with the users, they liked how the app looked, the color, the design, and the feel. It helps the business mainly because people are looking for apps that look beautiful, not just functional. Creating an attractive and feature-packed application makes the users want to return to the app and use it repeatedly.

Illustrations

The visual style is fresh and light so illustrations had to reflect that. Not to childish or too professional, but still playful.



SEARCH FOR CLASSES

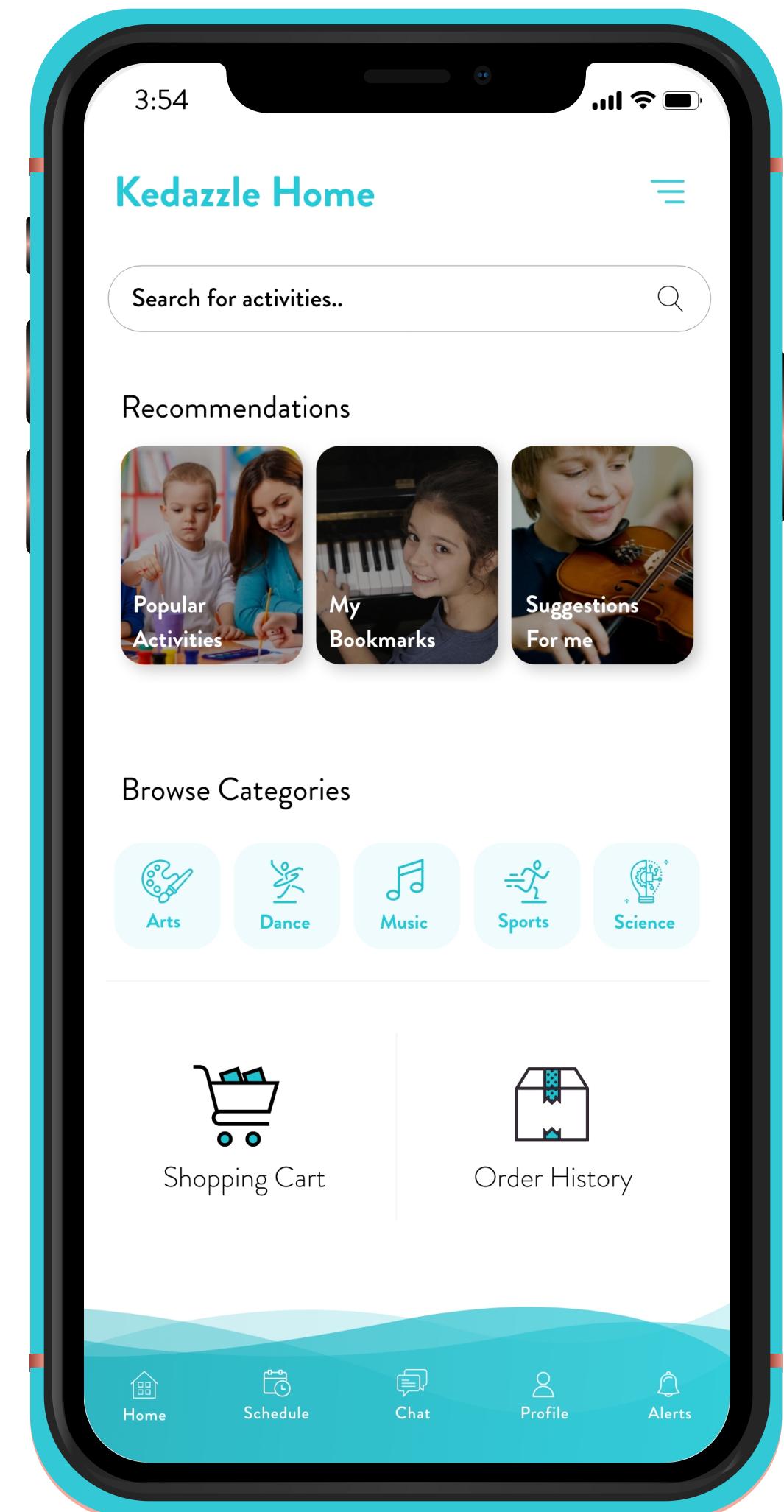
Extensive search filters for searching the desired class. Easy to use and find classes that suit your child's needs.

ENROLL IN CLASSES

Enroll your kids in the classes/activities directly from the app! Just enter your child's information, add to cart and checkout!

CHAT

Communicate with the activity center's manager or teacher and stay updated with your child's progress.



SCHEDULE

Schedule classes and check on the class schedule for easy access and save time booking your classes in advance!

CLASS MANAGEMENT

Manage your child's classes, their progress, their schedule all within the convenience of the same app with just one tap!

GROUPS

Communicate with other parents and group of parents whose kids go the same classes as yours and stay updated.

Conclusion

I grew as a designer while working on this project. It was a new domain for me, learning about activity management and creating a user experience for it. It was one of my most significant projects, yet, the sheer scale was the most challenging aspect. I created this platform from scratch to the very end, the branding, the mobile app, the desktop/tablet app, the website for mobile and web, the business portal, and the marketing design single-handedly.

This was a tremendous learning experience. During this project, the biggest challenge was to keep up with timelines and learn to work from home. Managing time and keeping up with meetings, working remotely is an entirely different experience than working in an office with a team. It took me a while to adjust. Overall, it was one of the most important projects I'd ever done.

In terms of success, the app was launched in Jan 2020 in Seattle and Maryland, it received a great response, and my client made her investment back in a brief period. But unfortunately, due to COVID, just like many businesses, due to the closing of activity centers and shutting down schools throughout the country, Kedazzle was temporarily halted in mid-2020.

In terms of me doing something differently, given the duration and the scale of the project, I took my time and delivered the best. I would've had an opportunity to improve or consult on the product if it was still alive. Unfortunately, that's not the case.