

Brittany Castillo

But first, legalese

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In english: please don't steal from me..

HELLO!

Hello! My name is Brittany Castillo and I am a graduate of Eastern Washington University with a degree in Visual Communication Design and a Certificate in User Experience Design (UX). UX to me means that there is accessibility and ease of use for anyone using the website or product. I am experienced in qualitative and quantitative testing, as well as utilizing development and prototyping tools. I have participated in the SPACED competition that YouTuber and Designer Dan Petty initiated and was sponsored by Epicurrence, Future Ada's Django Girls Code Weekend which is a local nonprofit hoping to help bring more female and nonbinary individuals into the coding world, and am currently developing a new website for a community church. When not working on projects or attending local events, I like to travel and visit friends. I have been to 19 states, to the border of both Canada and Mexico, and was in Japan for a month. My favorite part about traveling is comparing the culture and lifestyle of the people in the new location to the people in my hometown. Finding the idiosyncrasies of a culture or town gives me a better understanding of individuals' backgrounds and thus makes me a better designer. I document my travels and life by taking photos, I enjoy trying to capture the mood and tell a story is a challenge I enjoy bringing to every photo I take, whether that be that of a town or a person. I believe that taking a moment to be still and notice what is around one's self is important not only for noticing the small things around, but also to further understand the self. All these experiences and hobbies help make me a great designer because I understand multiple disciplines within design.



So you design, what's your process?

Identify

Before beginning the project, identify the problem, client, known elements, users, and audience.

Research

After identifying the above subjects, research the following to gain a deeper understanding of the project as well as ensure a deeper meaning in the designs. If a previous design exists, run a heuristic evaluation audit and suggest improvements, if no personas exist to date, research the target audience and create personas, and finally; research a proper user flow.

Prototype

The order of which I come to a final design solution is as follows, sketch using pens, pencils, and paper, create wireframes and a low fidelity, finally a high fidelity. This order is important and will ensure that all minor details are addressed and a proper user flow is implemented.

Repeat

This process, though modified slightly, also includes graphic designs and photos.

Allstate app Audit & Recommendations



Allstate[®]
You're in good hands.

Project info

Summary: The goal of this exercise is to look at an app and evaluate it using the 10 heuristics. Five pain points were chosen and redesign suggestions were recommended to create a more user friendly app.

Client name: Allstate (N/A Class assignment)

Project date: Winter 2018

Major tasks & Responsibilities: Evaluate app for pain points – redesign app to be more user friendly

Platforms: App

Design tools/UX Methods used: Sketch, inVision

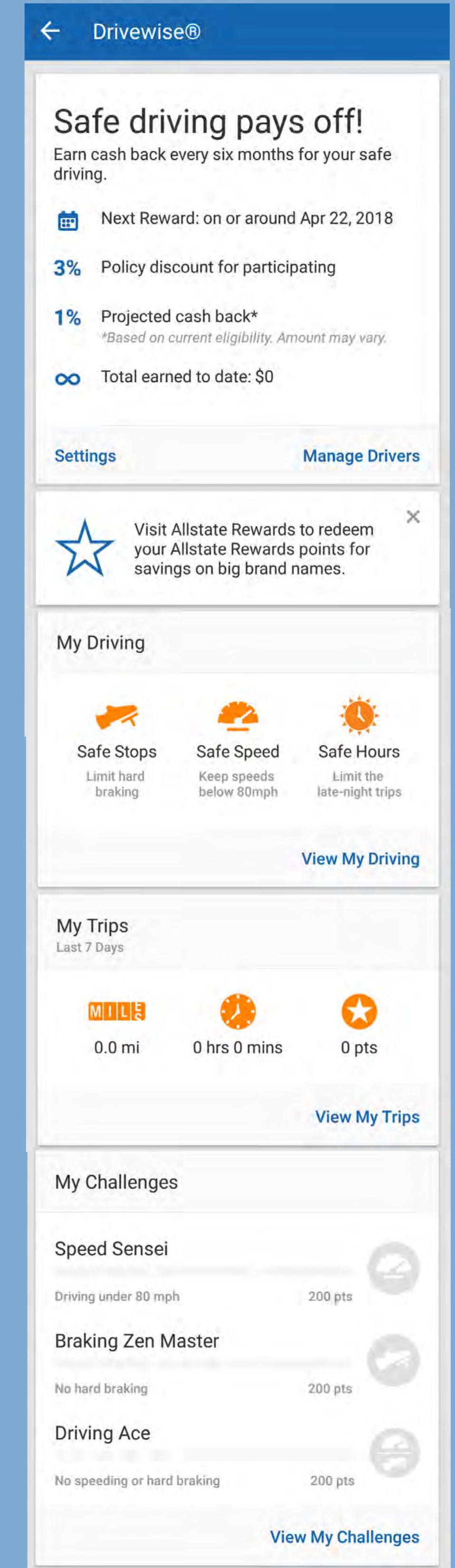
Team Members: UX Designer (me)

Link to invision: <https://invis.io/X9PA32KG8WU>

Allstate app Audit & Recommendations

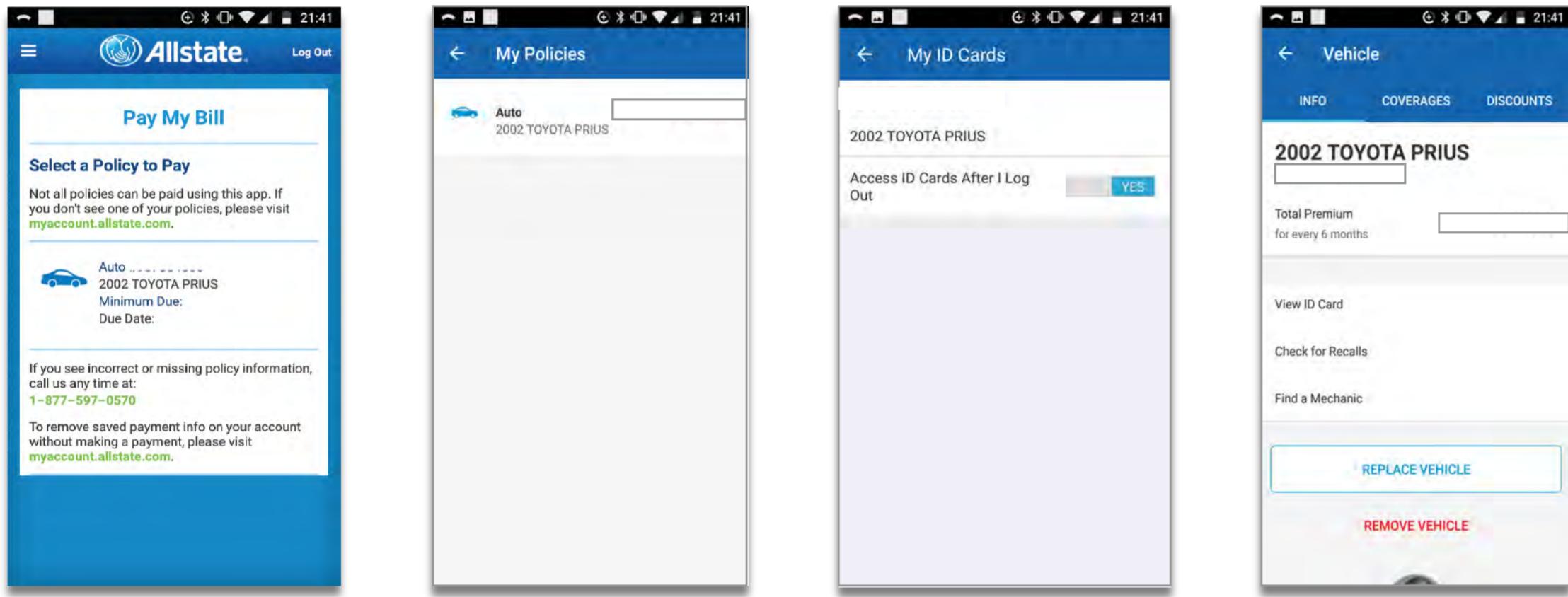
How many designers does it take to screw in a lightbulb?

While navigating through the Allstate app, I noticed that there were many inconsistencies throughout the app and that the information was scattered and difficult to find. So I ran a full heuristic evaluation and chose a few pain points to redesign. Many of the issues faced were solved by adding consistency throughout the app. I have modeled my solutions to previous pain points off of the drivewise® section.



Allstate app Audit & Recommendations

Heuristic Evaluation



Policies & Buttons:

Are these buttons? There is no clear direction for where to find the details on the policies.

Navigation bar & exit:

How are we suppose to navigate back to our previous page? This page and the following page(not included due to it containing sensitive information) only contain the menu button which allows us to run through the flow again, however running through two or three pages again is tedious.

ID cards:

Where are the ID cards? Is there a way to add to wallet or download?

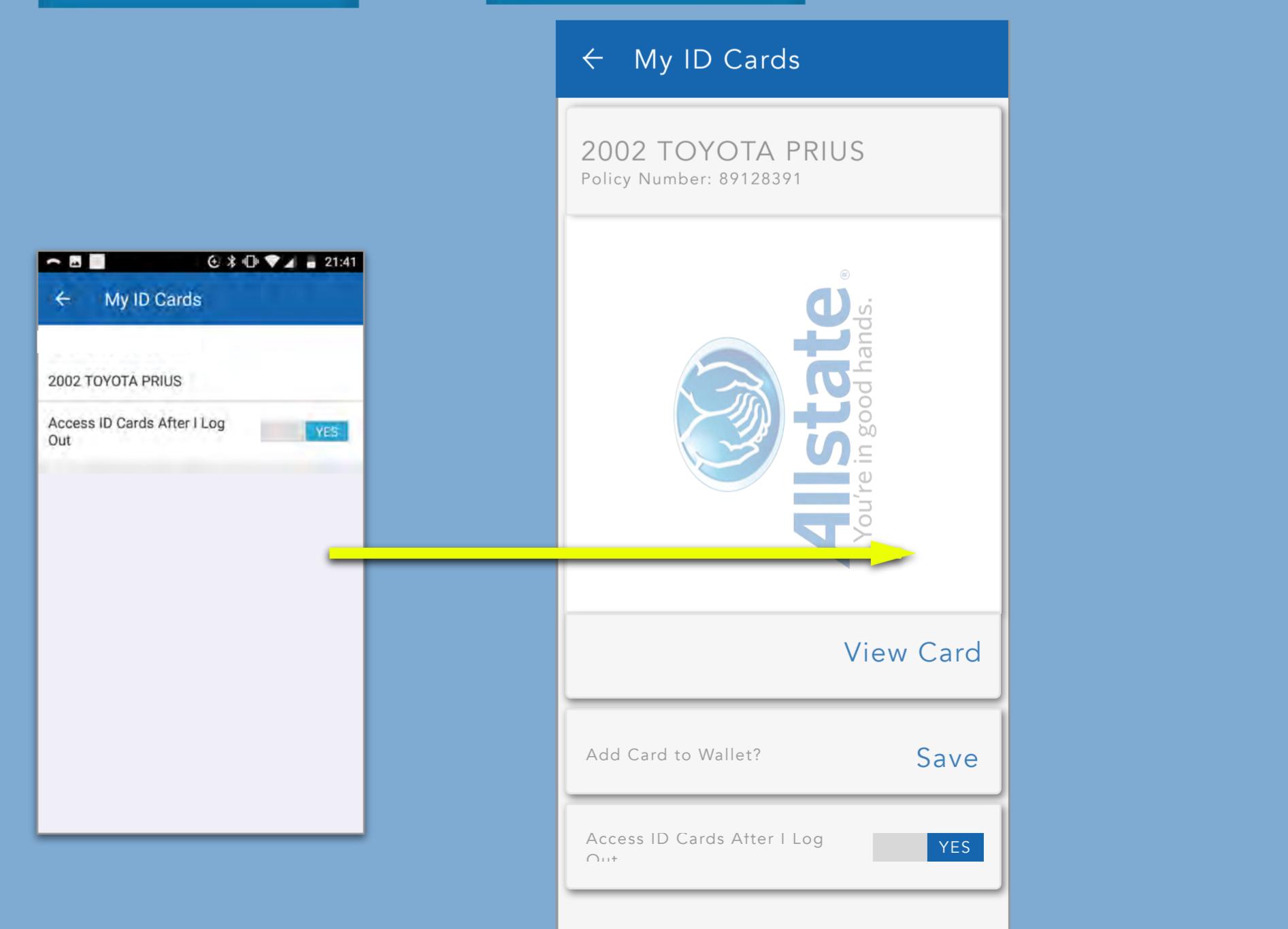
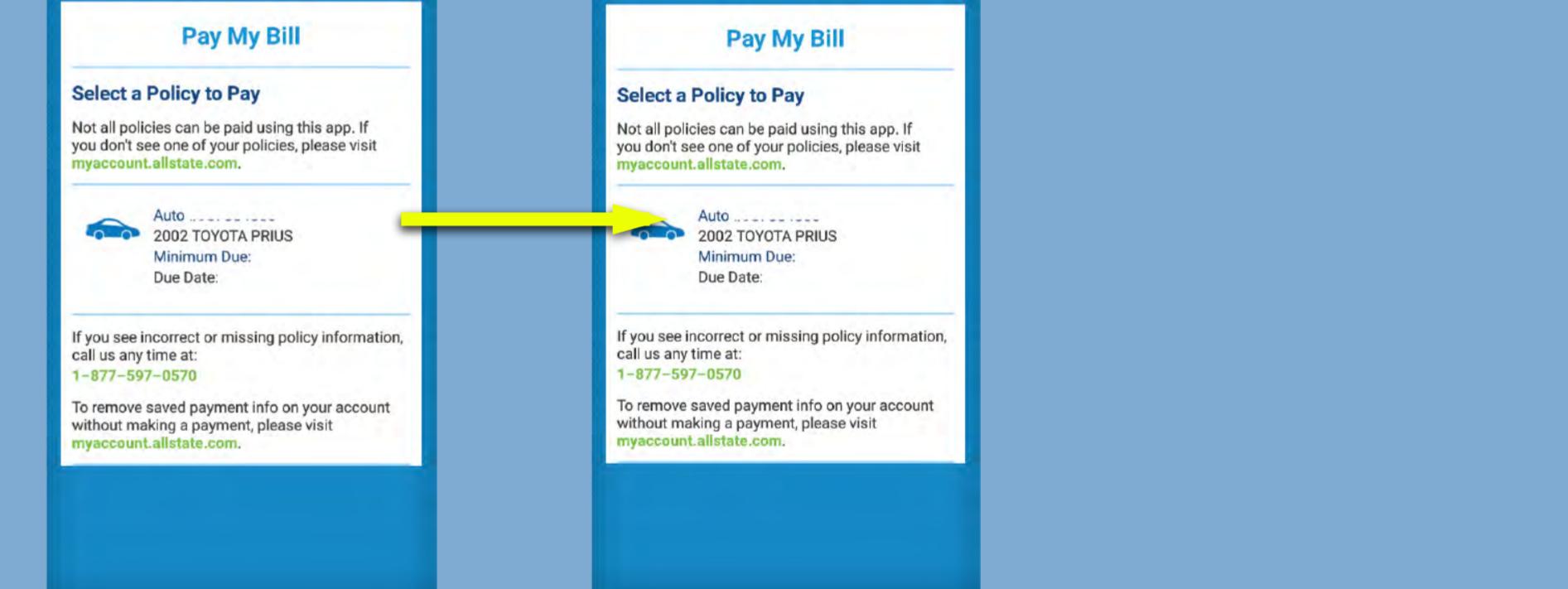
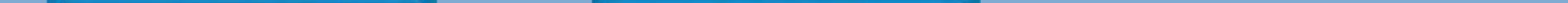
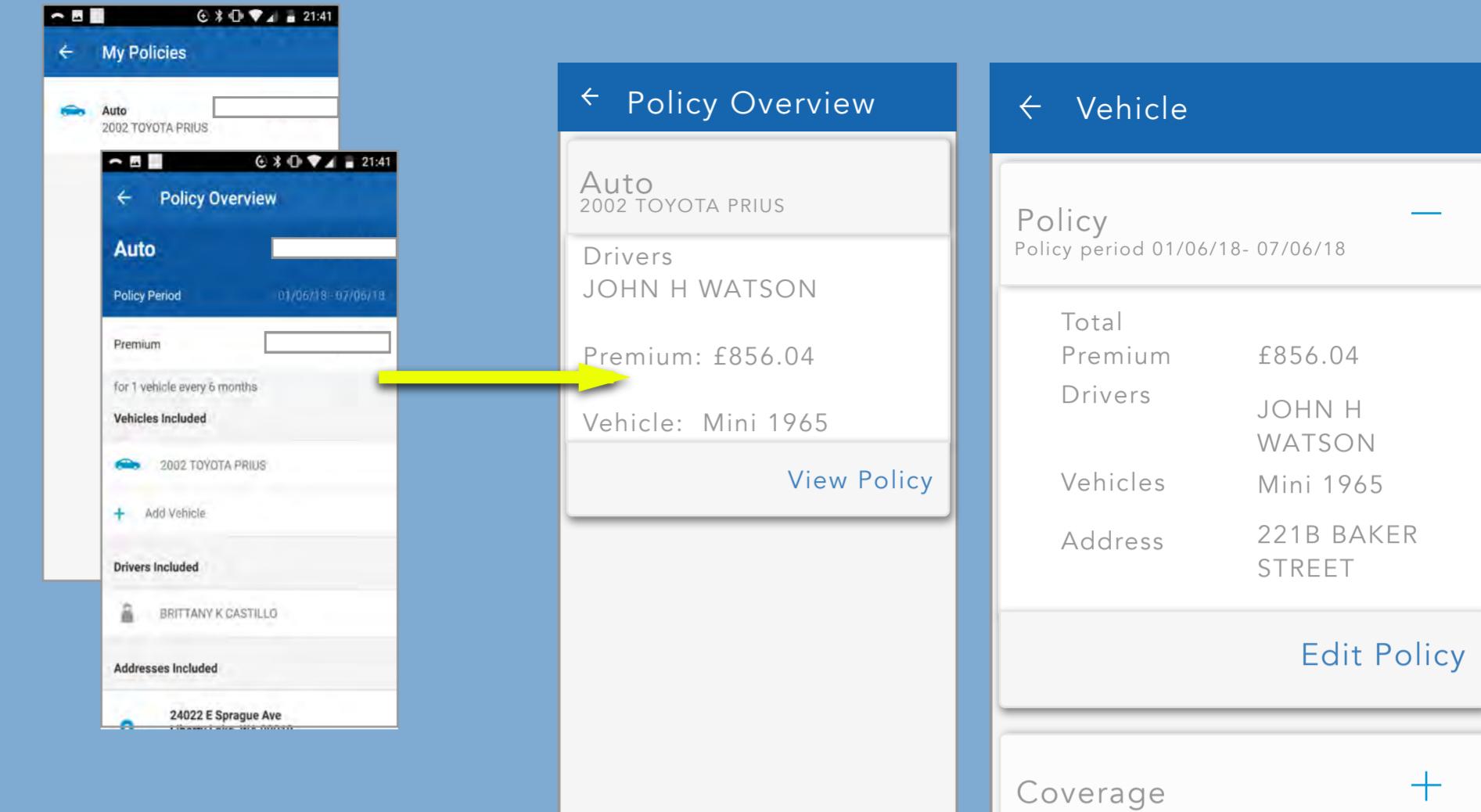
Allstate App Audit & Recommendations

Policies & Buttons:

The original design does not allow itself to a logical flow. It's not intuitive that the text "2002 TOYOTA PRIUS" is an active button.

In my recommendation, the button is clearly visible and gives the user control and freedom to navigate through the flow. Using collapsible cards, the user is even able to view all relevant information.

The new design shows the ID card as soon as the user opens the page and indicates where they can view a full screen version of the card. These are possible options for the user to access the card whenever they might need it.



Navigation bar & exit:

I have been modeling my solutions to previous pain points off of the drivewise® section. This could be a confusing page, but with the sections separated and the color differences between fonts, the page is easily read and understood. With the possible addition of collapsing the cards, this page is very user friendly.

Id cards:

For all the other pages, there is a way to go back to the previous page without having to filter through the menu.

SPACED

TO SPACE AND BACK SAFELY

Project info

Summary: SPACED is a travel agency that allows people to explore the galaxy. The challenge was creating a user friendly interface while incorporating 'out of this world' ideas to make the SPACED brand unique.

Client name: SPACED (N/A Class assignment)

Project date: Winter-Spring 2018

Major tasks & Responsibilities: Design a website that encourages and promotes safe space travel through the SPACED travel agency, evaluate for heuristic pain points, test for user ease of use,

Platforms: App

Design tools/UX Methods used: Sketch, InVision, Medium, Card sorting, A/B testing,

Team Members: UX Designer (me)

Link to Invision: <https://invis.io/S7PA336TN9G>



SPACED

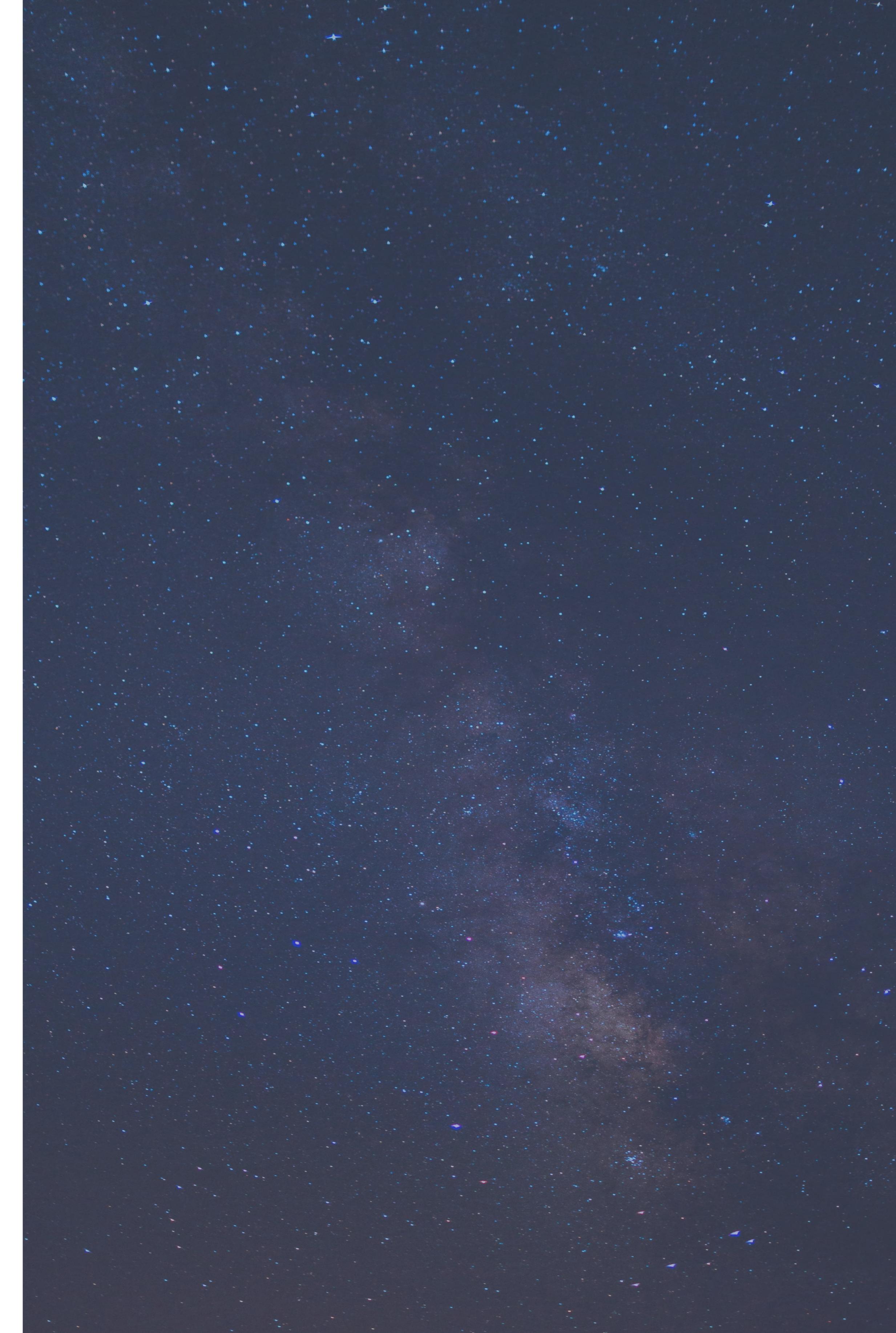
TO SPACE AND BACK SAFELY

Let the games begin!

SPACED was a competition that YouTuber and Designer Dan Petty initiated and sponsored by Epicurrence — Winter Workweek. He encouraged his followers to participate by asking for an intergalactic space travel agency website, app, or log. This company, SPACED, would be focused around providing a unique experience, and safe intergalactic space travel.

To read the design brief or more about this project follow the link below to read my write up on Medium.

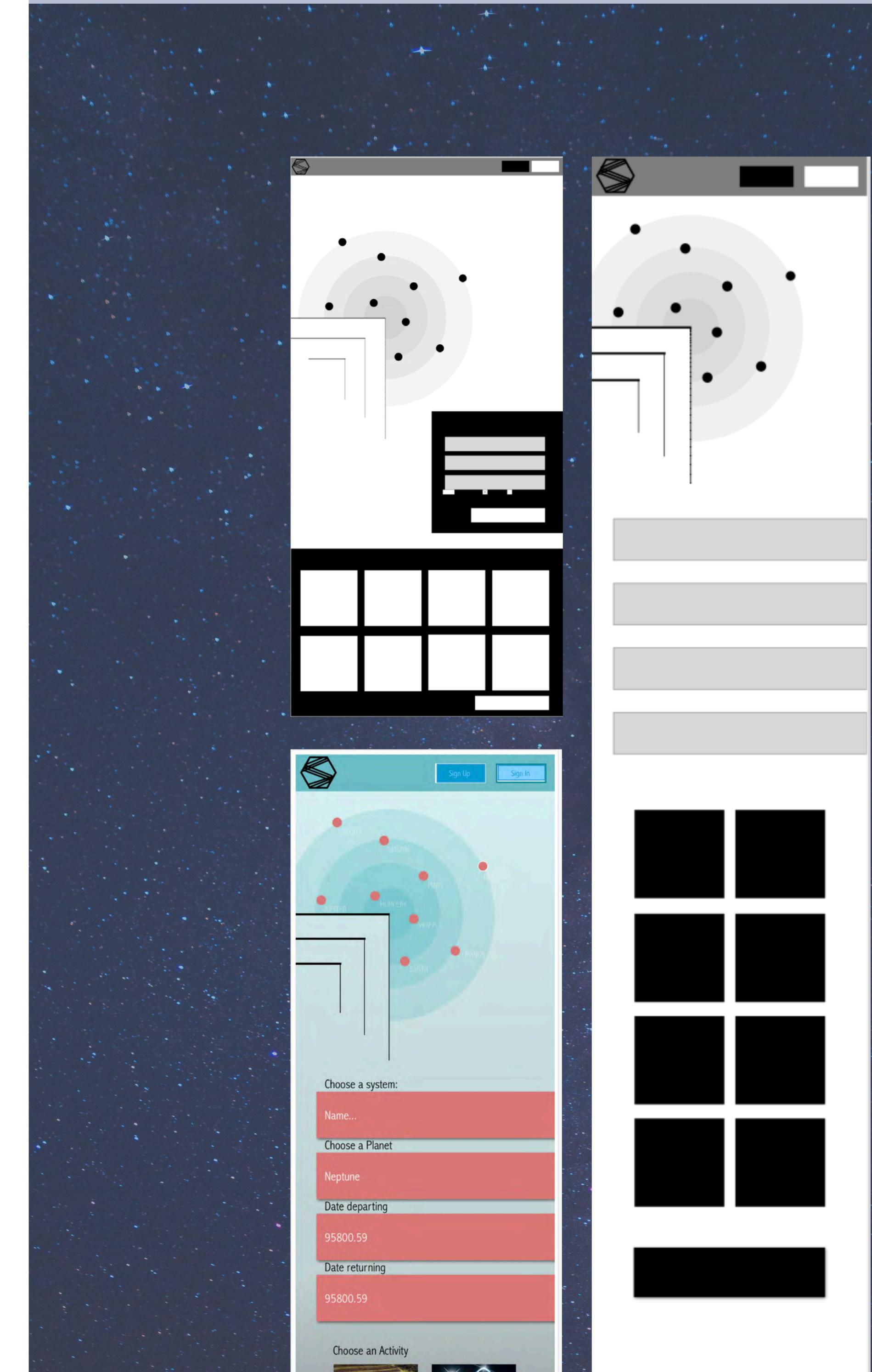
[Medium Link](#)



SPACED TO SPACE AND BACK SAFELY

In the beginning...

After all the initial research, and finally coming up with a logo design, I began making wireframes and low-fidelity prototypes. These first few sketches and prototypes are from the first iteration of my process. My professor brought up important points about flow and accessibility for the visually impaired so I changed my design drastically after this first critique.



SPACED

TO SPACE AND BACK SAFELY

What the people said about..

My second quarter in the UX program, we decided to continue editing our SPACED projects. After running a quick heuristic evaluation and critiques from my classmates I decided to focus in on redesigning my app. We followed up this redesign with various forms of testing. Beginning with card sorting, I asked my friends and family to fill out a quick online survey and organize my expected content into categories using OptimalWorkshop.com. I then moved to qualitative tests using an audio recorder app on my phone and then Silverback to record my screen and audio for the tests. (View Medium article for full research results)

Beginning with card sorting, I asked my friends and family to fill out a quick online survey and organize my expected content into categories.

Similar IAs: 6/10 5 groups submitted by participant #4	Similar IAs: 1/10 6 groups submitted by participant #3	Similar IAs: 1/10 5 groups submitted by participant #13
Partners Similar group labels Nike American Airlines Tesla Coca Cola	Partners Similar group labels American Airlines Tesla	Partners Similar group labels Nike American Airlines Tesla Coca Cola
Destinations and activities Similar group labels Planets traveled Book a trip (List of planets to travel) (List of activities) Prices Location where SPACED flies out of (space ports) Alien/Wildlife viewing	About Similar group labels Company History/orgin Contact information Prices FAQ	Destinations and activities Similar group labels (List of activities) Prices Location where SPACED flies out of (space ports) Alien/Wildlife viewing
Profile Similar group labels Returning customer Places already traveled vs not yet traveled	Profile Similar group labels Saved photographs Planets traveled SPACE between (frequent flier miles) Book a trip Places already traveled vs not yet traveled Carrers	Profile Similar group labels Saved photographs Planets traveled SPACE between (frequent flier miles) Book a trip (List of planets to travel) (List of activities)
About Similar group labels Space Suit information Space ship information NASA safety review Company History/orgin Contact information SPACE between (frequent flier miles) FAQ	Not necessary Similar group labels Nike Coca Cola	Safety Features Similar group labels Space Suit information Space ship information NASA safety review Location where SPACED flies out of (space ports) Alien/Wildlife viewing
Not necessary Similar group labels Saved photographs Carrers	About Similar group labels Space ship information Company History/orgin Places already traveled vs not yet traveled FAQ Carrers	About Similar group labels Space ship information Company History/orgin Places already traveled vs not yet traveled FAQ Carrers

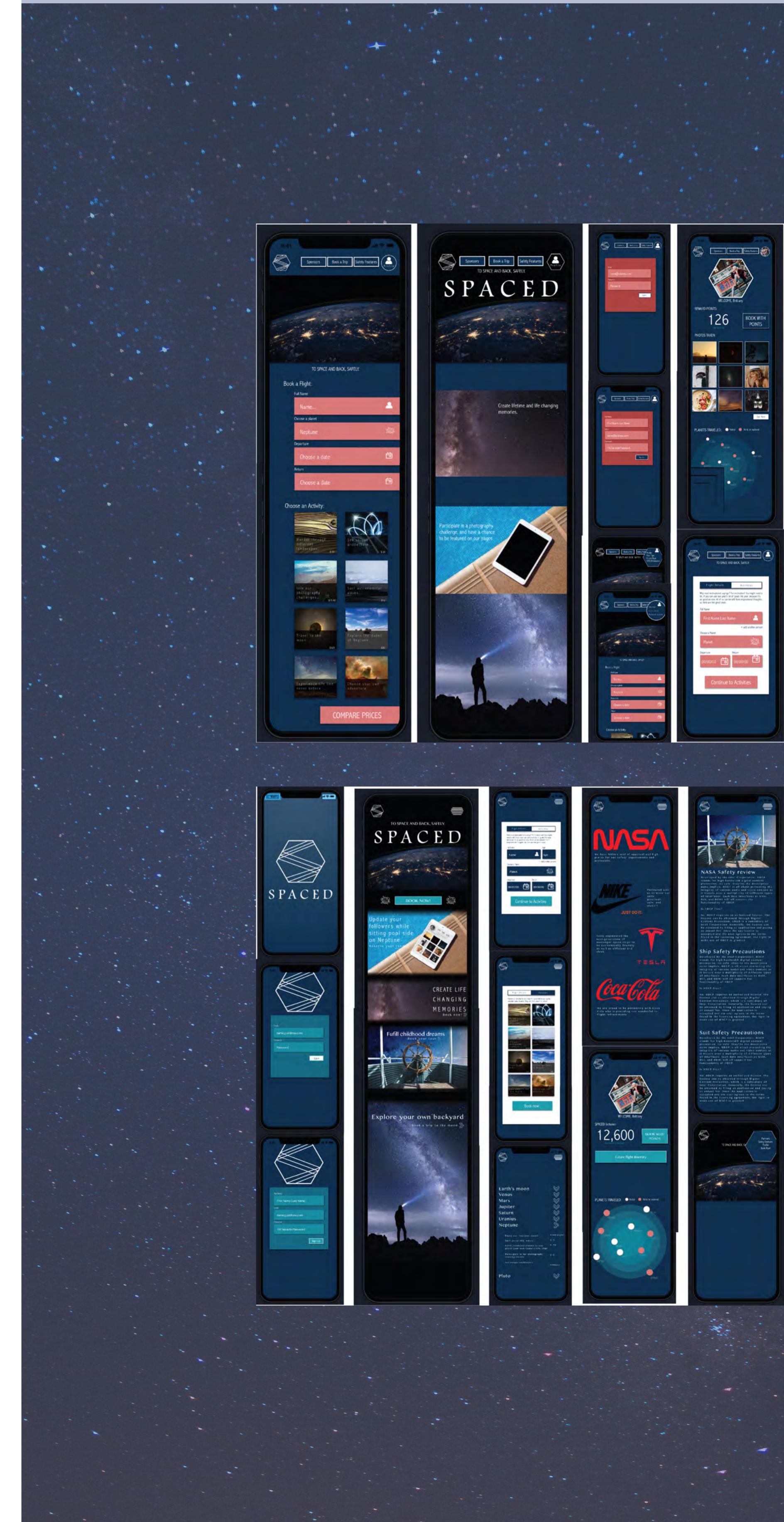
SPACED

TO SPACE AND BACK SAFELY

Generation gaps vs space travel

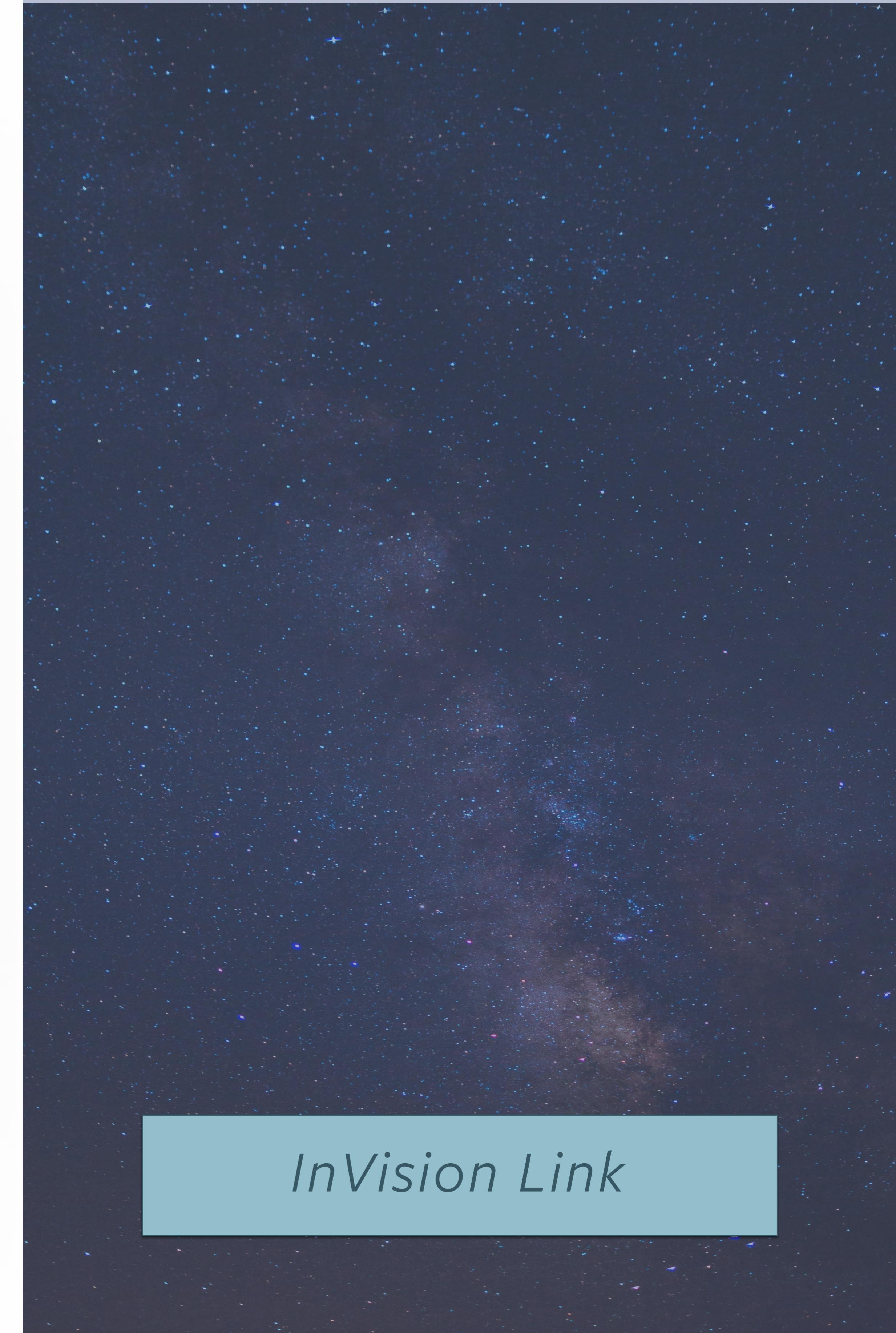
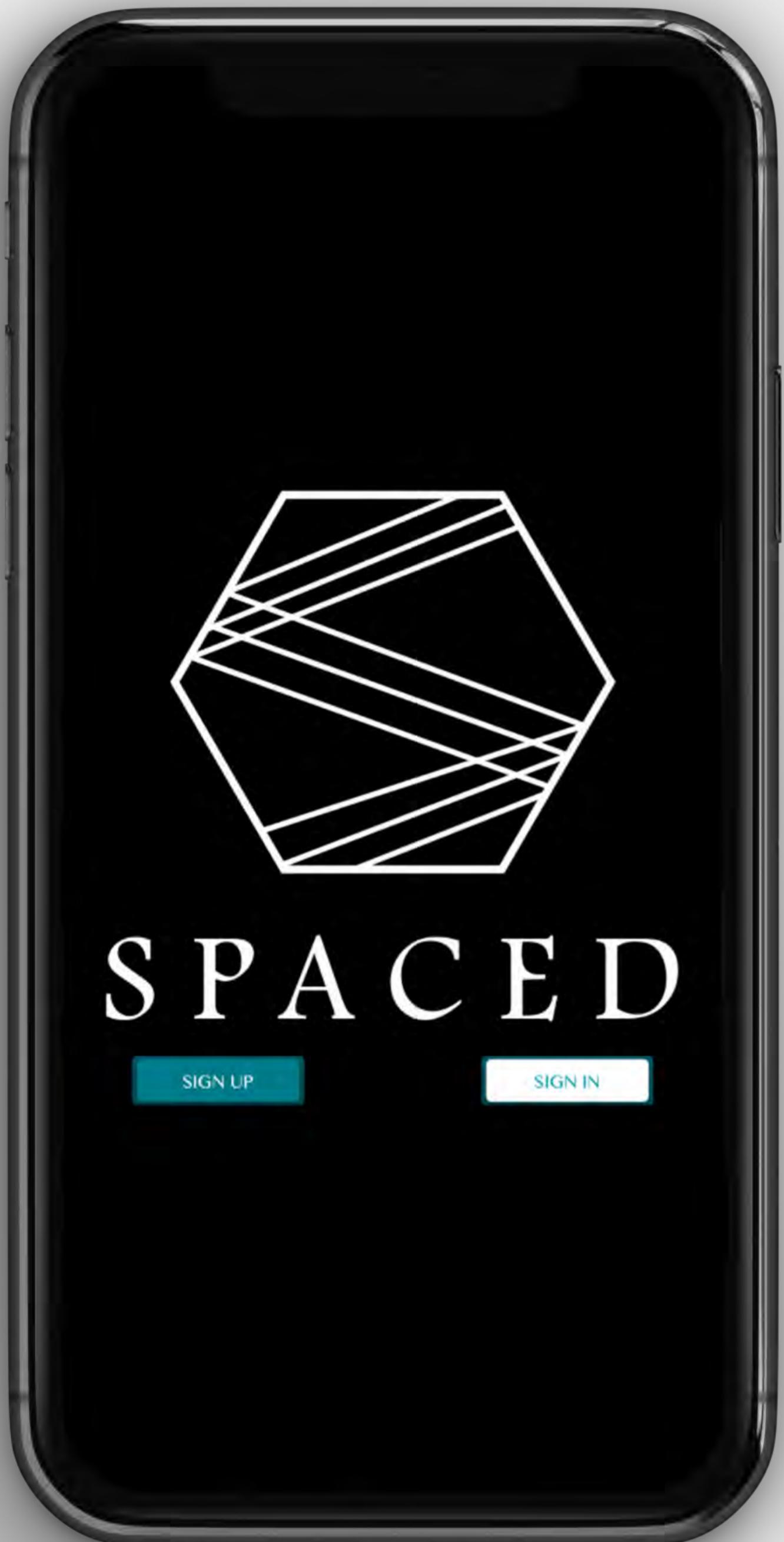
I had two generations represented in my test, X and Z. The generation X's would read everything on the page when they first opened it, whereas Z scrolled and scanned the page quickly until they hit the pictures, then continued until the bottom of the page.

Because of these tests I noticed I was missing a few key things. The first being the company's name, as well as a more noticeable hierarchy. It was not obvious that 'booking a trip' was all one element, and there were no directions to indicate what the user should do. After making these adjustments, I went back and tested again, this time my participants were able to navigate through the material more quickly and painlessly.



SPACED- Redesign

TO SPACE AND BACK SAFELY

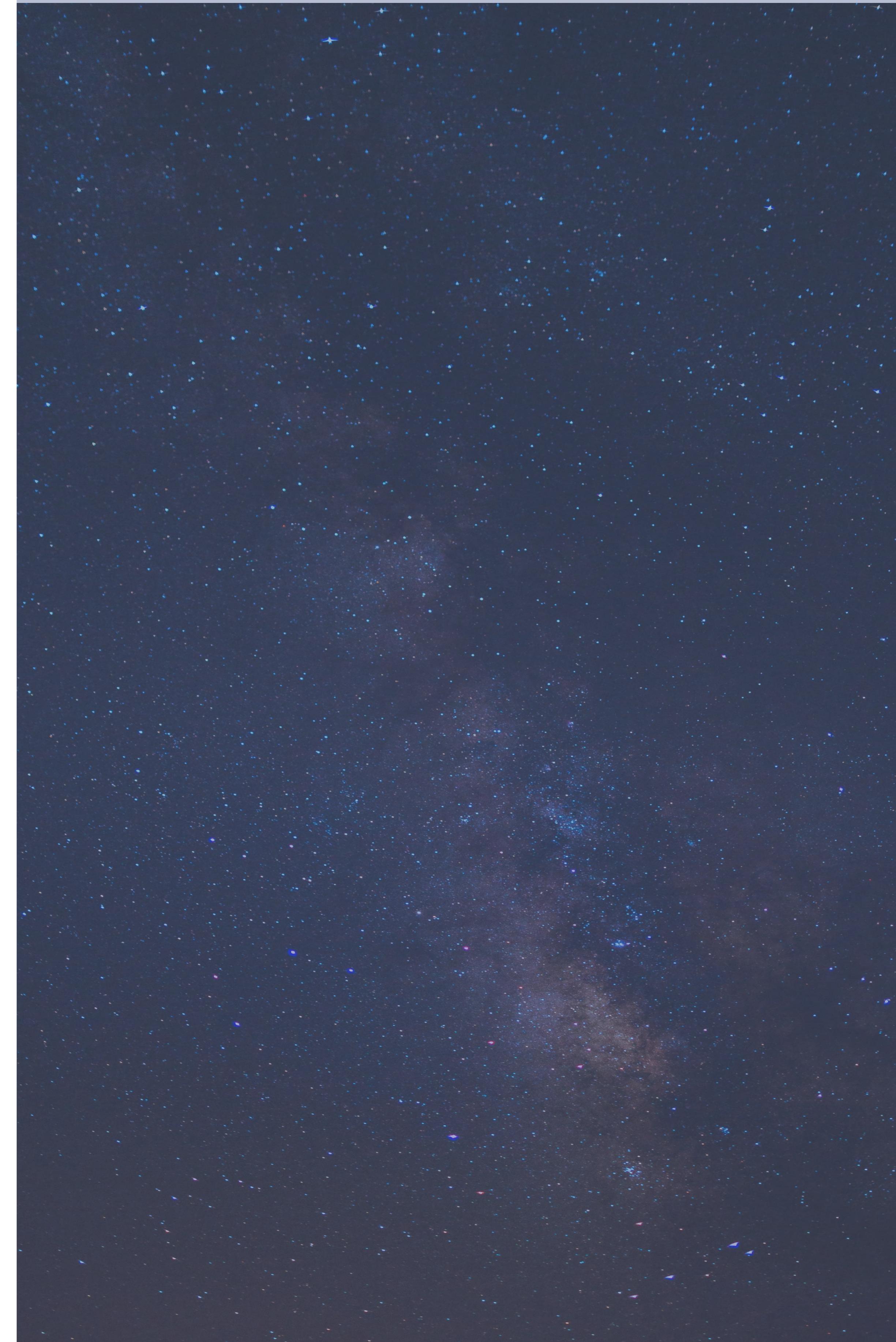


SPACED

TO SPACE AND BACK SAFELY

Reflecting back...

Even after completing all the tests and redesigns, I still have elements I would want to add in for my next go around for this app. There are a couple other smaller things I would fix as well like possibly adding in advertisements for various trips and things, as well as tweak a few design elements. As my professors are constantly reminding me, design is never finished, and there is no perfect design, only good, better, and best designs. Embracing this mentality allows for a more open mind when it comes to problem solving, and allows for the longevity of a project to be less wearing and dull.



Stream.it

One app to stream them all

Project info

Project name: Stream.it

Summary: Stream It is a service that searches all the streaming services and find the movie or show you are looking for.

Client name: (N/A Class assignment, inspired by Startup Week)

Project date: Spring 2018

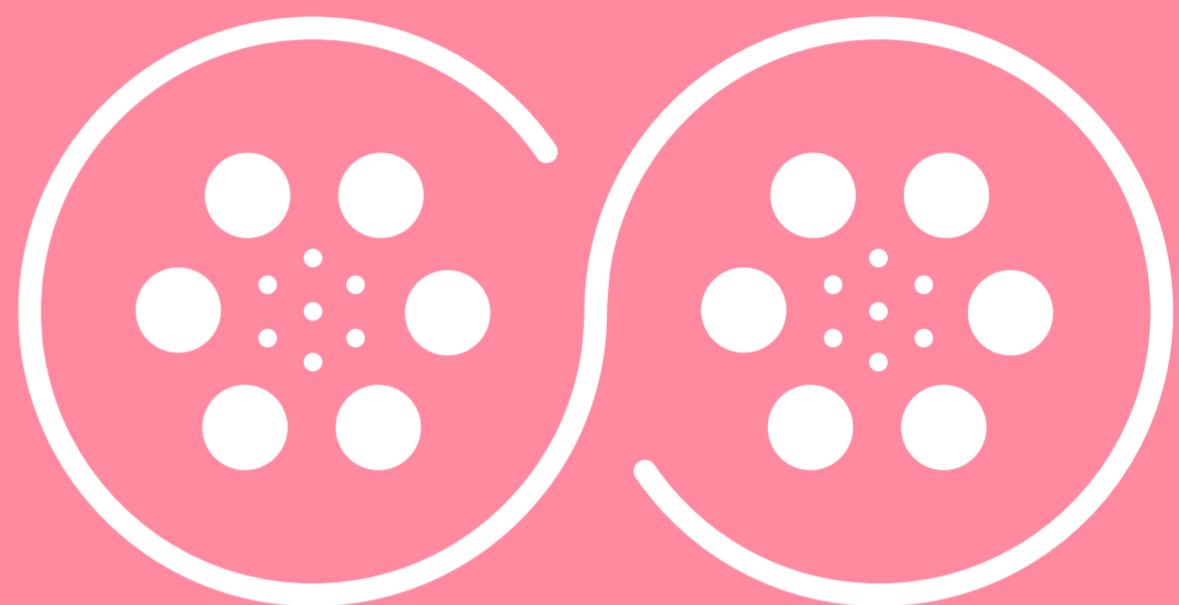
Major tasks and Responsibilities: Attend Eagles' Nest and listen and take note of the pitches. Brainstorm ideas for a new app. Once idea is generated break up into teams and do a competitive analysis. Research, Wireframe, Design and test app for usability. Each group member take the app and utilize one of the popular design systems.

Platforms: App

Design tools/ux methods use: Sketch, inVision, Medium, Qualitative tests

Team members: Gordon Smith (UX/UI designer, idea master), Allen Pettigrew (UX/UI designer, Spokesperson), Jessie Coney (UX/UI designer), Brittany Castillo(Copy Editor)

Link to Invision: <https://invis.io/T7PECXS2Z6P>



Stream.it

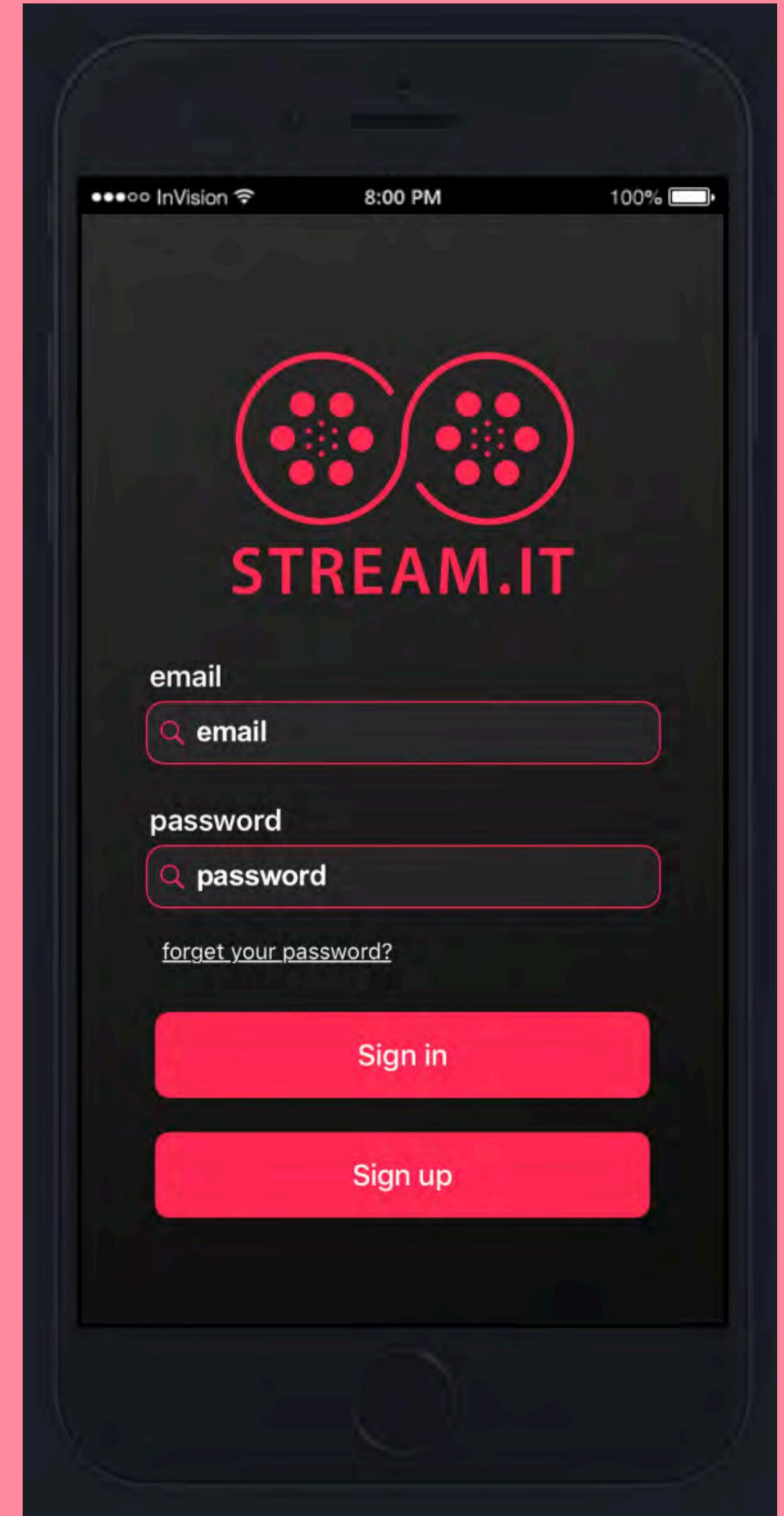
One app to stream them all

Problem Solving

Stream.it is a service that searches all the streaming services and finds the movie or show you are looking for. There are so many different streaming services out there, and many people have a subscription to multiple streaming platforms. The issue is that in order to search for a movie or show, the individual has to jump from service to service to look for it. Stream.it is the solution to this problem.

If you come across a movie or show that is not included in one of your chosen streaming services, this app will help you sign up for a free trial.

[Medium Link](#)



Stream.it

One app to stream them all

Competitive Analysis

There are a couple streaming service search engines out already. Services like Reel Good, Can I Stream it, Go Watch It, and FindSeri.es. While all these may seem similar to our idea, they don't fully encompass all we hoped Stream.it would. In one way or another, these services are restricted, either by only being on desktop, limited pool to draw on, both in services and in movies, or they are nonfunctional.

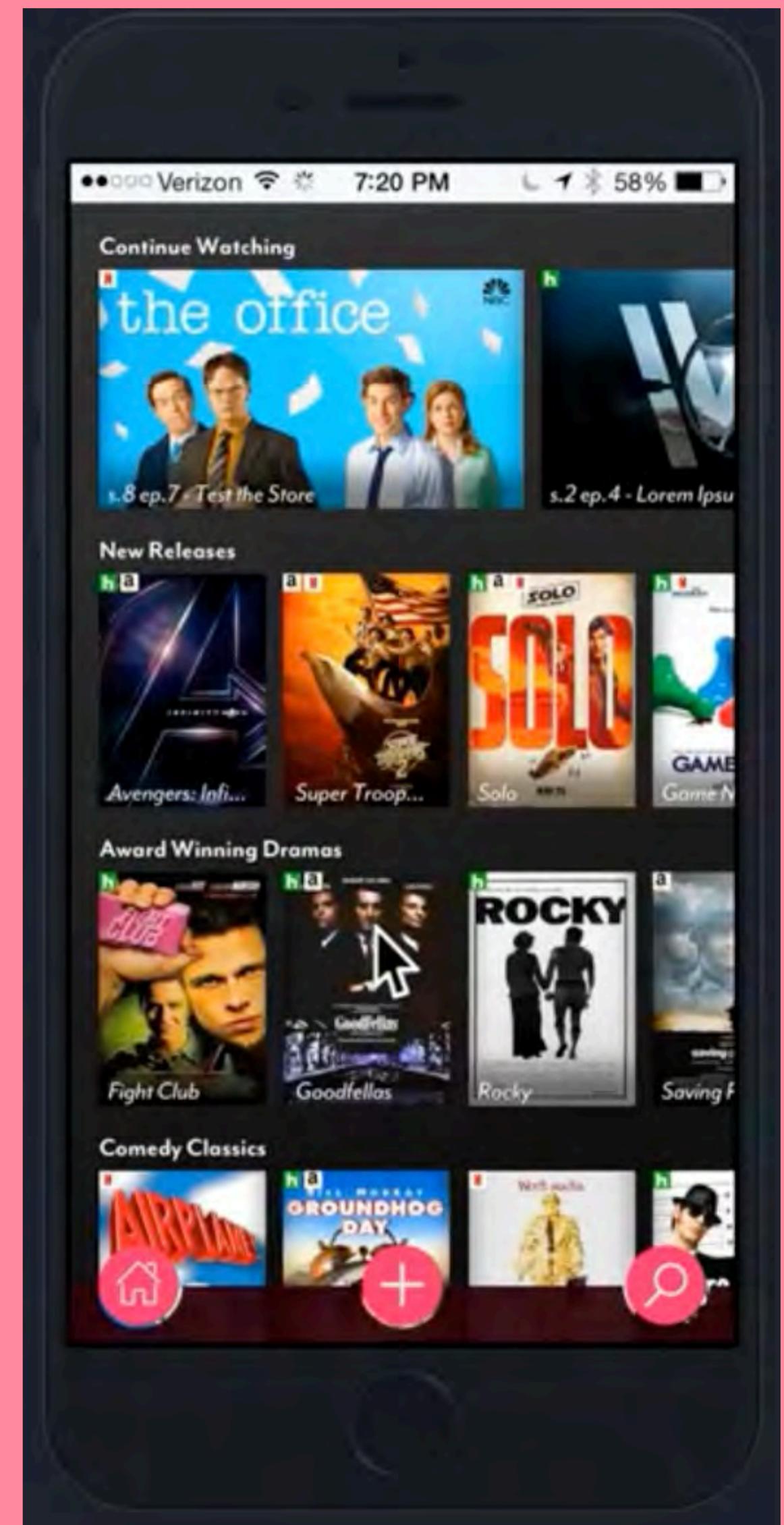
Google play has been developing this idea, and in March of this year Engadget released an article reviewing the idea and the progress Google has made. It reviewed the progress the app has been made in gathering various streaming services together to make this idea a reality. This app is still in the progress of being formed.

Stream.it

One app to stream them all

Tell us what you think

The four of us each performed a usability test. We each used a different program, Silverback, Quicktime, iPhone recorder, and Panopto to record the sessions. The participants executed all the tasks successfully. Each participant did notice one or two elements that we missed as a group, however our overall feedback was positive.



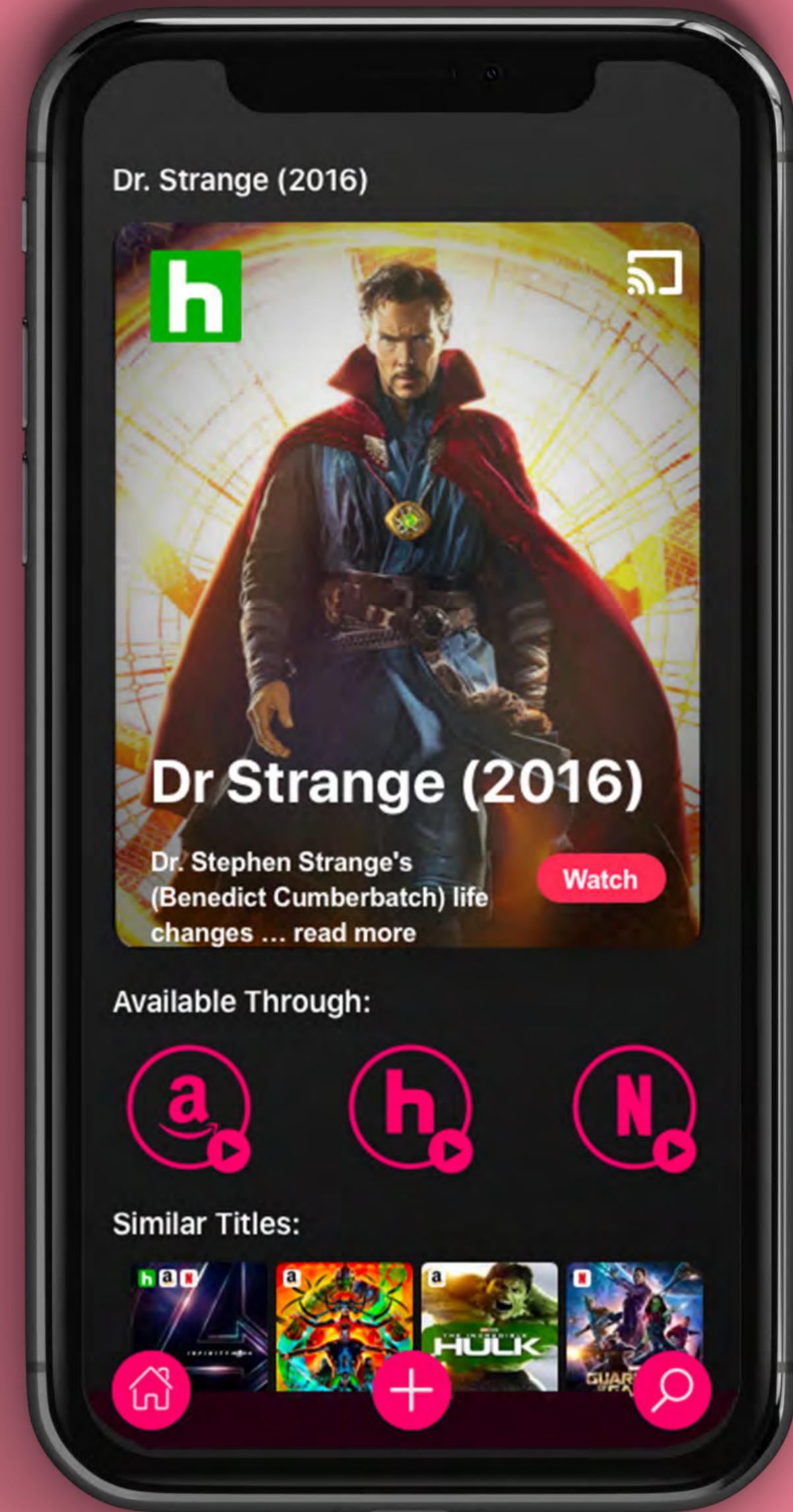
Stream.It

One app to stream them all

Branching off on my own..

Once our prototype was finished, tested, and presented we were given four design systems to implement into our prototype. I chose to implement iOS.

This was my first introduction to design systems; yes, it was bit overwhelming. But once I got use to their labeling and found the various buttons, layout guidelines, and colors I needed, I soon discovered how much easier designing with a library is. I didn't have to try to remember font sizes, hex values or use the color picker to choose an already established style. This moment right here is when I knew I would be conflicted between which I loved more, User Experience or User Interface design.



[InVision Link](#)

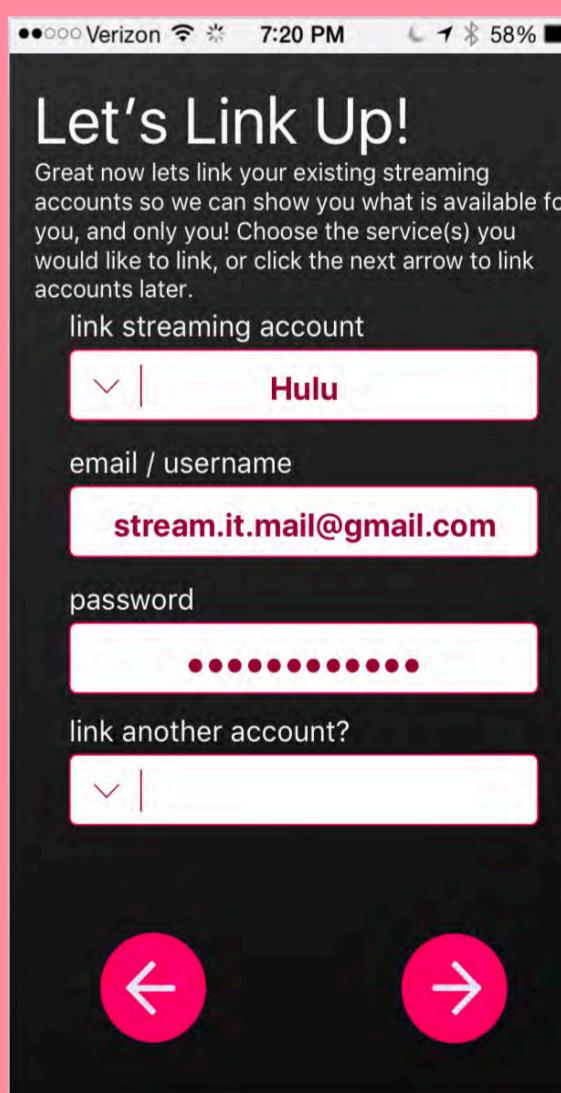
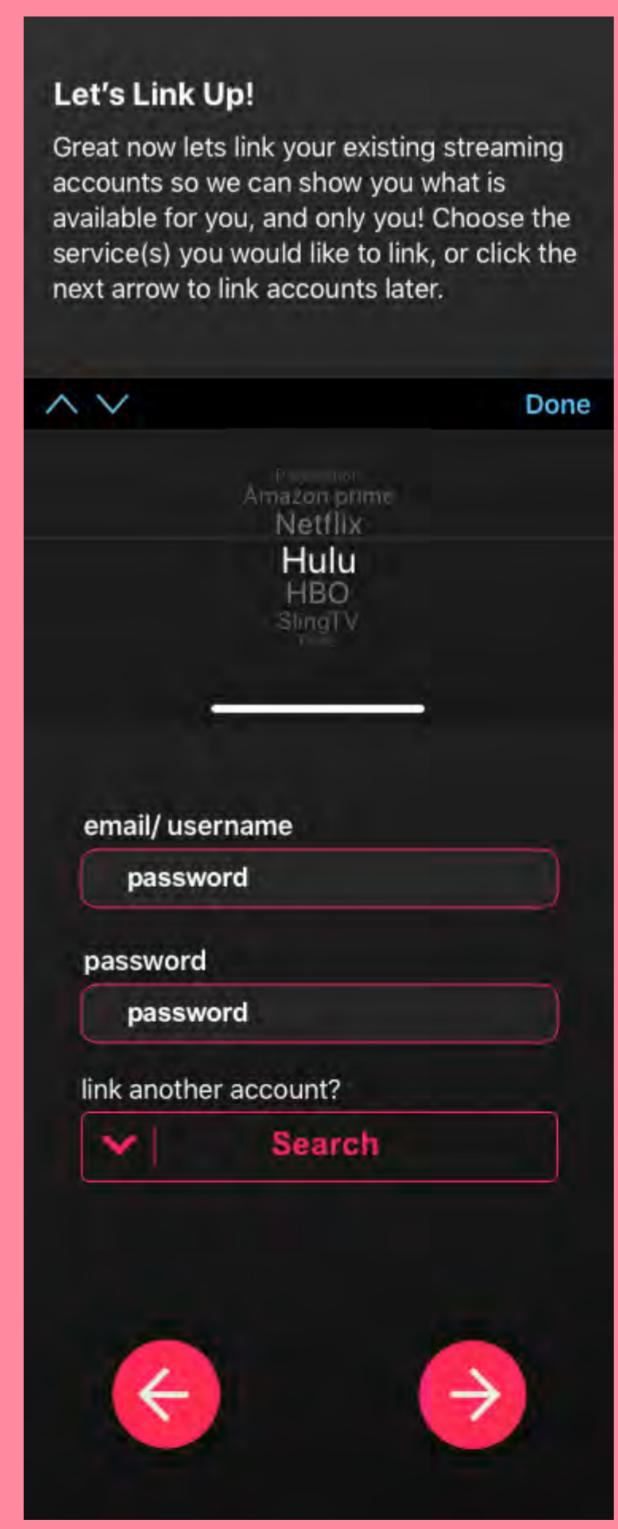
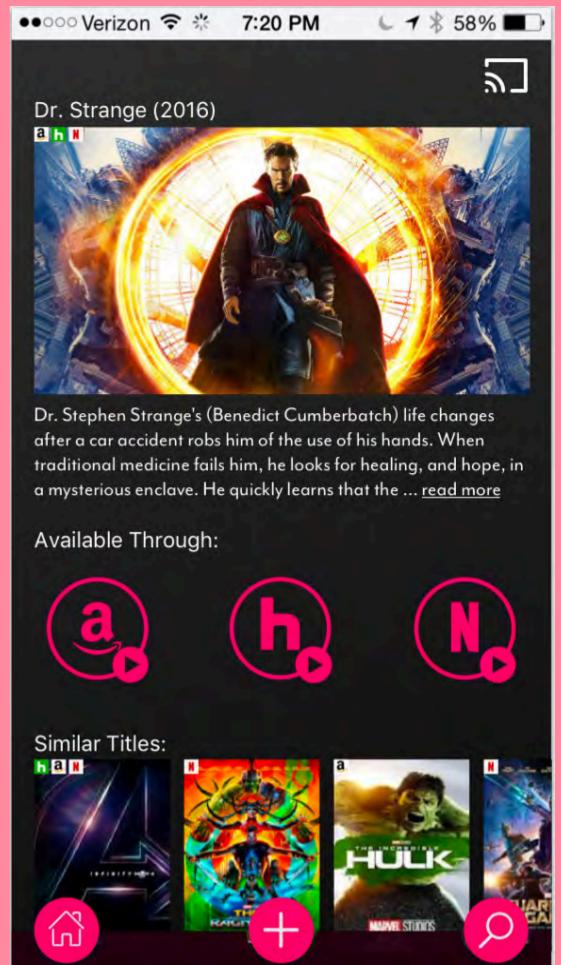
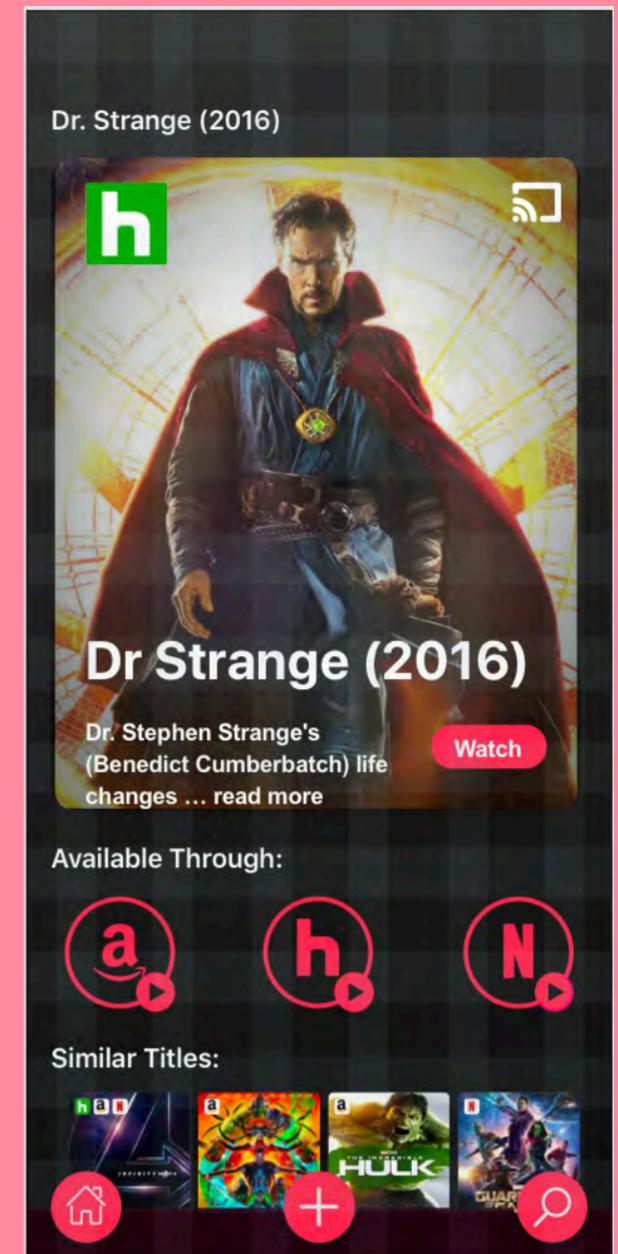
Stream.it

One app to stream them all

Comparison

Some of the most notable changes are the buttons and text entries. iOS's buttons were larger than ours- a good size to fill two thirds of the screen for enough touch sensory. The design system allowed for the app to look clean and more professional looking.

I used the widgets and models for a music widgets and the 'App of the Day' display for the selected titles and the lists of movies, taking the liberty to round the corners of the streaming service logos to match the soft edges of the buttons, widgets and movie lists.



Bucket of Dares

Choose your own demise

Project info

Project name: Bucket of Dares

Summary: Game design that would be self explanatory and easy for children to use.

Client name: (N/A Class assignment)

Project date: Spring 2018

Major tasks and Responsibilities: Design a game for children. Game must be understood without further explanation.

Platforms: App

Design tools/UX methods use: Illustrator, Qualitative tests

Team members: Brittany Castillo(Designer & Copy Editor)



Bucket of Dares

Choose your own demise

Challenge me

The idea behind this project was simple, if I can design a toy that children can easily use, I can design for adults. Children are widely known to have a shorter attention span than adults, adding this to a smaller vocabulary and less life experience makes this design more difficult than anticipated.

Originally, I wanted to have no directions except the text on the cards, allowing the box design to speak for itself. But I soon realized there needs to be an obtainable goal. So I added the quick directions on the can for easy access, and so the directions don't get lost.



Bucket of Dares

Choose your own demise

Real world experience

I was lucky enough to have friends and family who were willing to do a series of test of the game. Helping me with wording and clarification to make the game as kid friendly as possible.

Some of the things I discovered was having an various levels of difficulty to adjust for ages or various levels of skill. For example, one card says to "Choose someone to have a balance competition with. Stand on one foot and put your hands above your head. (Expert mode: other players may try to stack things on top of the competitors.)" For this card in particular, the test groups asked how they were suppose to balance, hence the addition of balance instructions and, in case the players are both expert balancers, an expert mode option. I also have two cards that would include older audiences (ages 10+). These cards include the use of phones/social media as well as references to some older concepts like King Kong and Godzilla.

The screenshot shows a vertical list of tweets from different users, each accompanied by a small profile picture and a timestamp. The tweets are as follows:

- Brittany Castillo @DigitalNative10 · Nov 22**
They texted the thumb the test that they tried to tell the tiger that they thought that they tweeted to the tester. The timer told them that the tiger texted. They thought that the tiger's test tested the Thanksgiving. The tweet thought that they tweeted the test. #testuxgame
- Brittany Castillo @DigitalNative10 · Nov 20**
Tweeting taco Tuesday, Tesla testing #testuxgame
- Brent Schneider @webmedic · Nov 20**
@ellidie @DigitalNative10 @Malia_Coney Twelve tubular tangerine turncoats tromp turbulently turning tea time topsy-turvy twas the talkative thing to tune to technicality, told the tiny terrified telephone tambourine therapist – total tissue territory! #notAColinThing #testuxgame
- Brent Schneider @webmedic · Nov 20**
@digitalnative10 #testuxgame
- Ellidie Salladay @ellidie · Nov 20**
Two Tom's trolling twin towns. Tom tickles toddler Tiana till too tired. #testuxgame
- Brent Schneider @webmedic · Nov 20**
Turbulent torrential Tesla #testuxgame

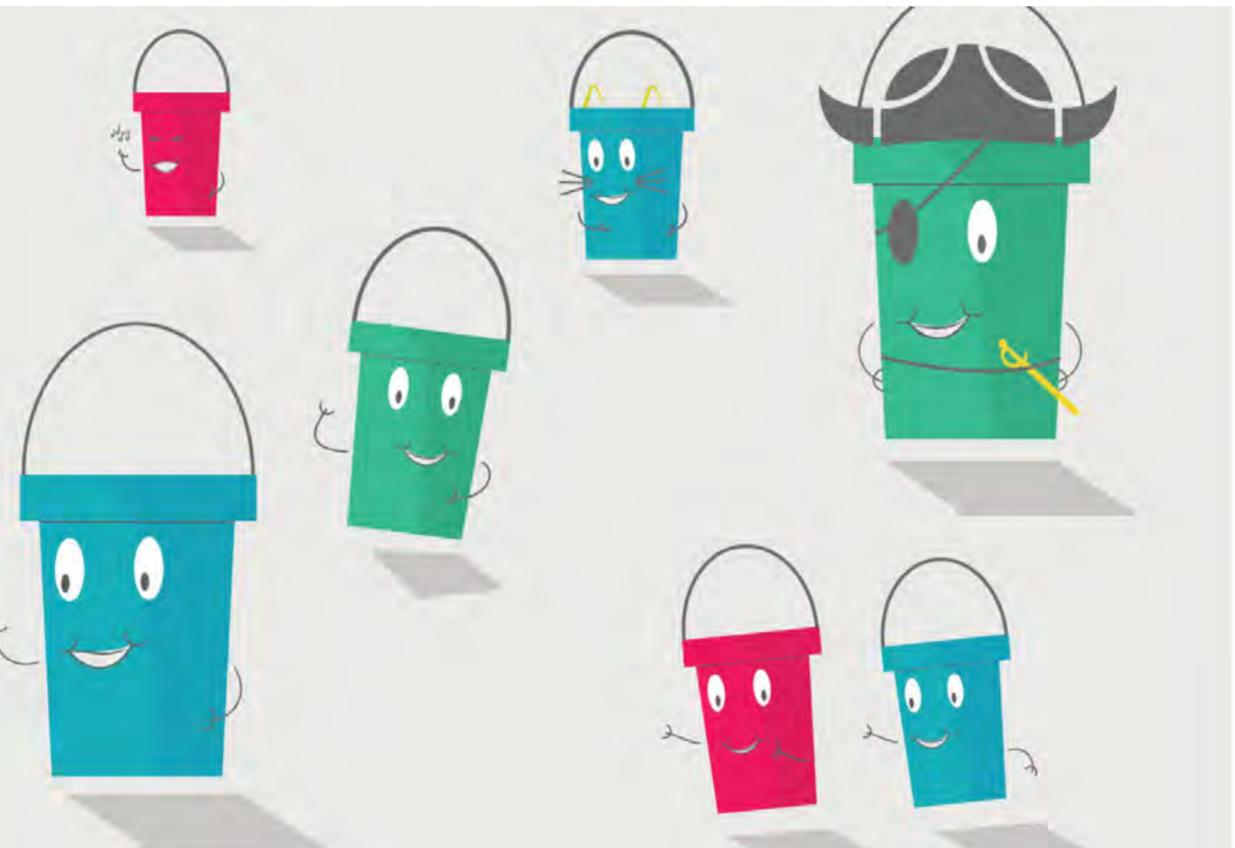
Below the tweets, there is a large photograph of a woman in a room full of computer monitors, holding up a smartphone to take a video or photo. To the right of the main image, there are two smaller inset photos: one of a woman in a room and another of a person's hand reaching up.

Bucket of Dares

Choose your own demise

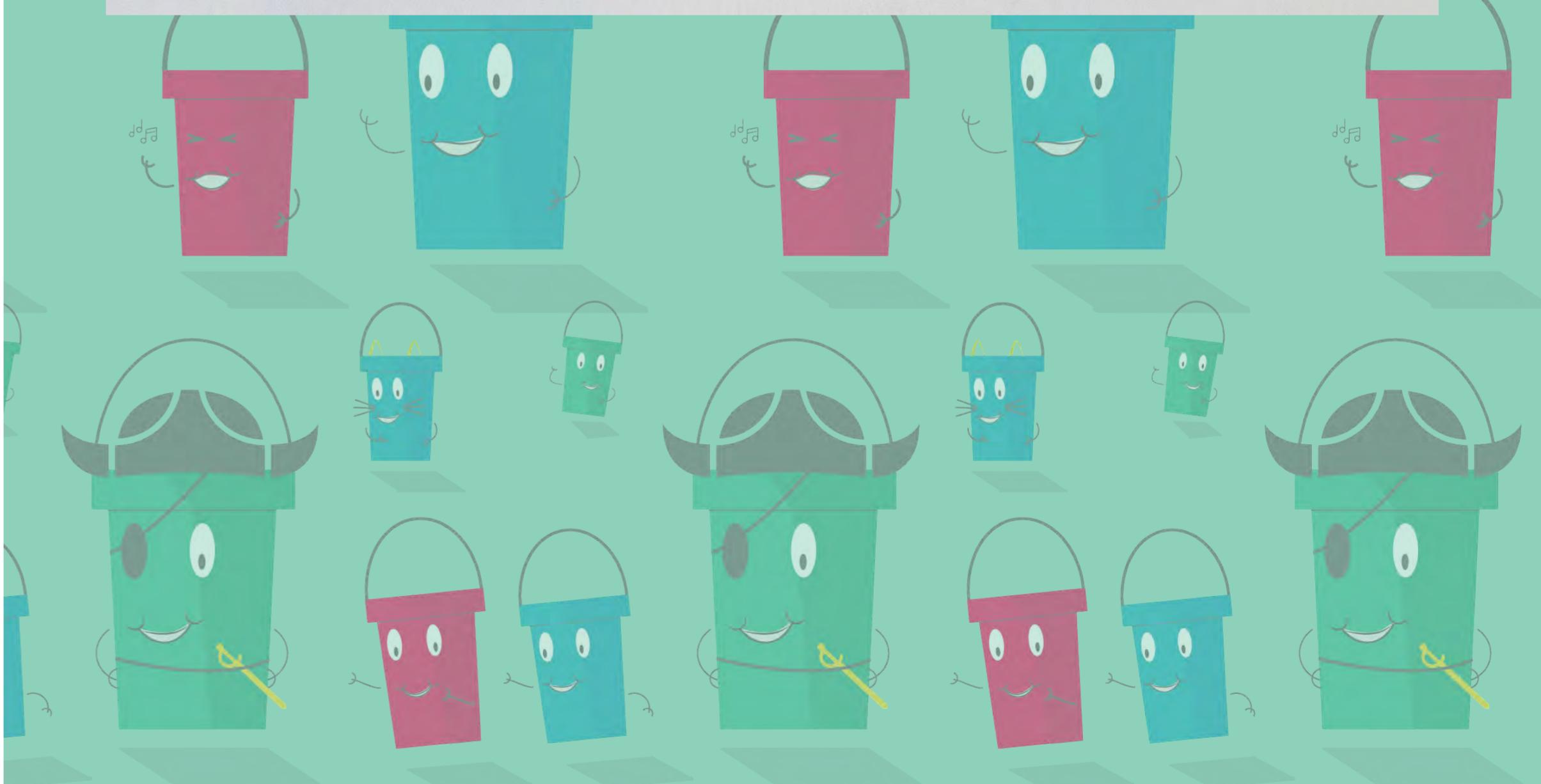
Bucket of dares

Take turns picking a dare.
Follow the directions on your chosen dare.
Players can choose to pass and take a penalty.
Each player is allotted three penalties. First
player to score 7 points wins!



Design inspired

My first package design was a hexagon pattern, with a faded almost retro color palette. After reading children's literature and testing my game with various groups I came to the conclusion that the design did not speak to my audience in the way I had intended. So I added in the bucket characters and changed my colors to be more kid-friendly, while still having a more sophisticated look.



Thank You

*for reading! Feel free to look at more of
my work at www.brittanycastillo.online*