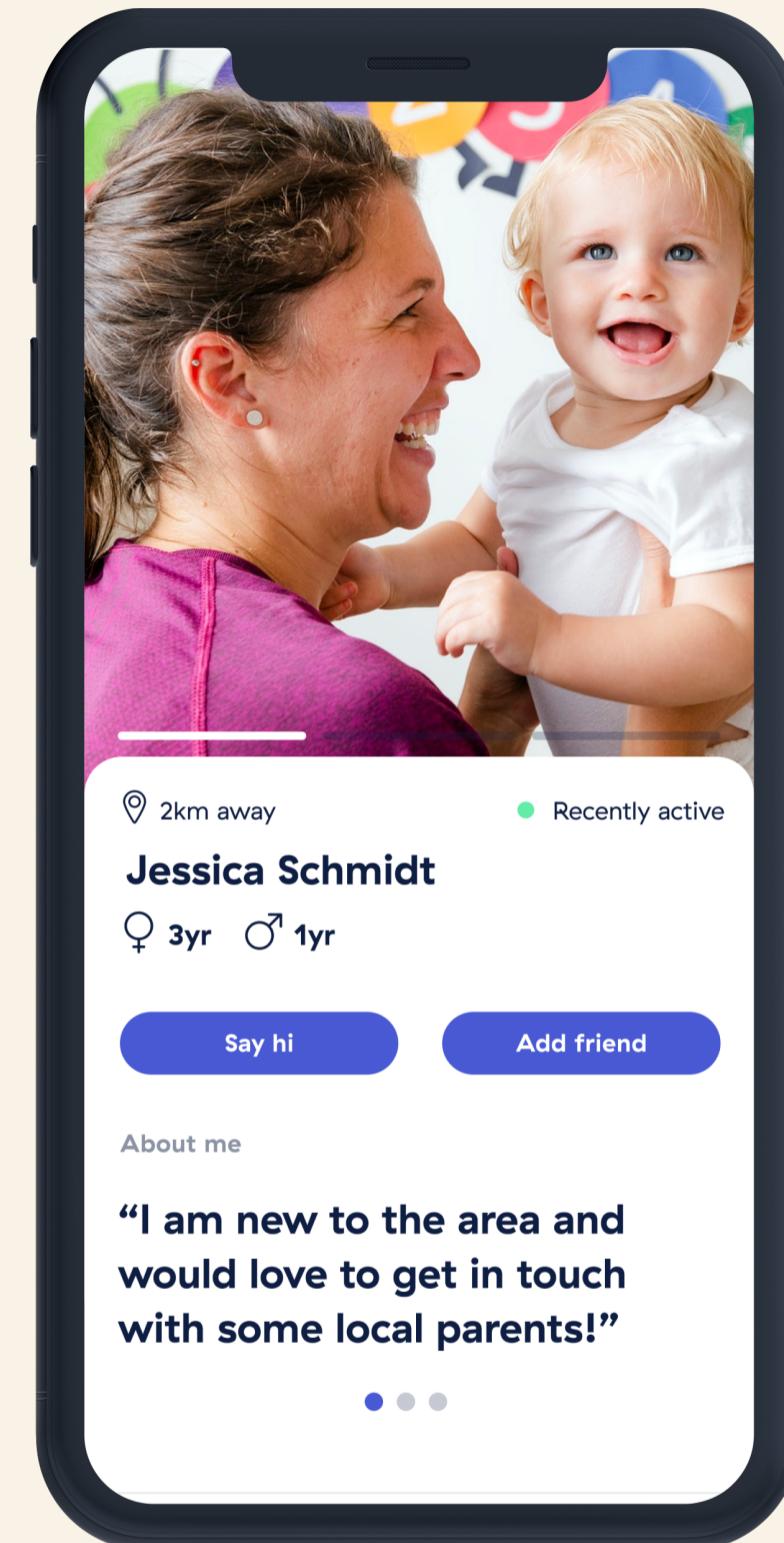


mello

Helping Families find
their Village



Background

Mello started out as SitEinander – A babysitting app for parents, to exchange babysitting amongst each other instead of hiring an expensive babysitter who might not always be available on short notice.

The challenge

SitEinander had gained a significant amount of users in a short time and there was definite interest in the platform. But in its current state, the app was not achieving the goal of facilitating a babysitting exchange and users also reported that the app was difficult to use.

Taking a closer look as to why this was happening, we realised that the user journey was not as smooth as it could be. Getting to the point of actually exchanging babysitting with another parent on the app was **difficult**. It was our goal to find out what the pain points along that journey were, and how we can translate our research into designs that will help parents reach the goal of a babysitting exchange, ultimately helping parents to build up their support networks.

Role

UX/UI Designer, on a team with Founder/CEO, Product Manager & Developers

Timeline

March 2020 – July 2020, Discovery to launch of rebrand

Project Goals

1. Evaluate our current problem statement and back it up with research & data
2. Re-visit the user journey and define painpoints of Parenting
3. Re-design the sign up flow of the app
4. Re-design user profiles

How will we measure Success?



Increased engagement on the app (more Chat messages & Friend requests sent)



Hit target for **Monthly Active Users** by September

Discover

Problem Statement
Competitor Analysis
User Surveys
User interviews
Update Problem Statement

Opportunities

Data Analysis
Affinity Mapping
Key Insights
Next Steps

Prototyping

Paper Wireframes
Digital Wireframes
Prototypes
1st round of User Testing
Revisions
2nd round of User Testing

Design

Final revisions
Final UI
Handover to Developers

Research & Planning

Discovery: Competitive Analysis

Before starting with user research, I spent some time looking at our competitors. I wanted to identify which parts of their products were particularly successful and what user experience elements they used to make the product easy and enjoyable to use. I looked at their **Strengths, Weaknesses, Opportunities and Threats that they could pose to our app.**

S	W	S	W
<ul style="list-style-type: none">- 120k Users- Newsfeed is very active, always something happening- Wide range of topics for every type of mom	<ul style="list-style-type: none">- Lack of focus- Features in the newsfeed- Room for improvement- For women only	<ul style="list-style-type: none">- Very strong brand identity- Very large userbase- Strong UX, easy sign up process- Feeling of trust & security through Selfie Identification	<ul style="list-style-type: none">- Only for women- Brand identity is very feminine and editorial- Lack of community feeling- Only in UK & USA, only in English
<ul style="list-style-type: none">- Stronger focus on their most successful part, the newsfeed- Stronger brand identity to create more user pleasure in the brand experience- Monetization opportunities	<ul style="list-style-type: none">- If they start catering for men- Similar app problem	<ul style="list-style-type: none">- Expand their userbase to more niche markets- More focus on local communities- Monetization	<ul style="list-style-type: none">- If they start catering for men- Expansion to European market
O	O	O	T

Discovery: Interviews with Parents

After familiarising myself with our competitors and identifying what makes their user experience great and which opportunities they are not covering, it felt critical to **get to know our users.**

I wanted to better understand their expectations of the app, and where we are failing to meet them.

Goals

- Form a clear picture of the **user journey**
- Identify painpoints, challenges and struggles around parenting & meeting new parents
- Validate or disprove our initial hypothesis



20 interviews

45min – 60min



40 survey responses

Some questions we asked

“

- What are the challenges in finding other parents to swap babysitting with?
- Why is it hard to build up a network?
- What were your expectations of the app when you first downloaded it?
- Does the app solve your problem in its current state?

”

Analysing: Affinity Mapping



Personas

With the analysis in hand and collecting lots of quotes from parents, we could identify three personas. These helped us to prioritise which user journeys we wanted to focus on that were most aligned with our business goals.

We created personas based on the following:

Thoughts & Emotions: Beliefs, motivations worries & goals

Goals & Needs: Wants, needs and what he/she believes constitutes of success

Everyday Activities

Painpoints

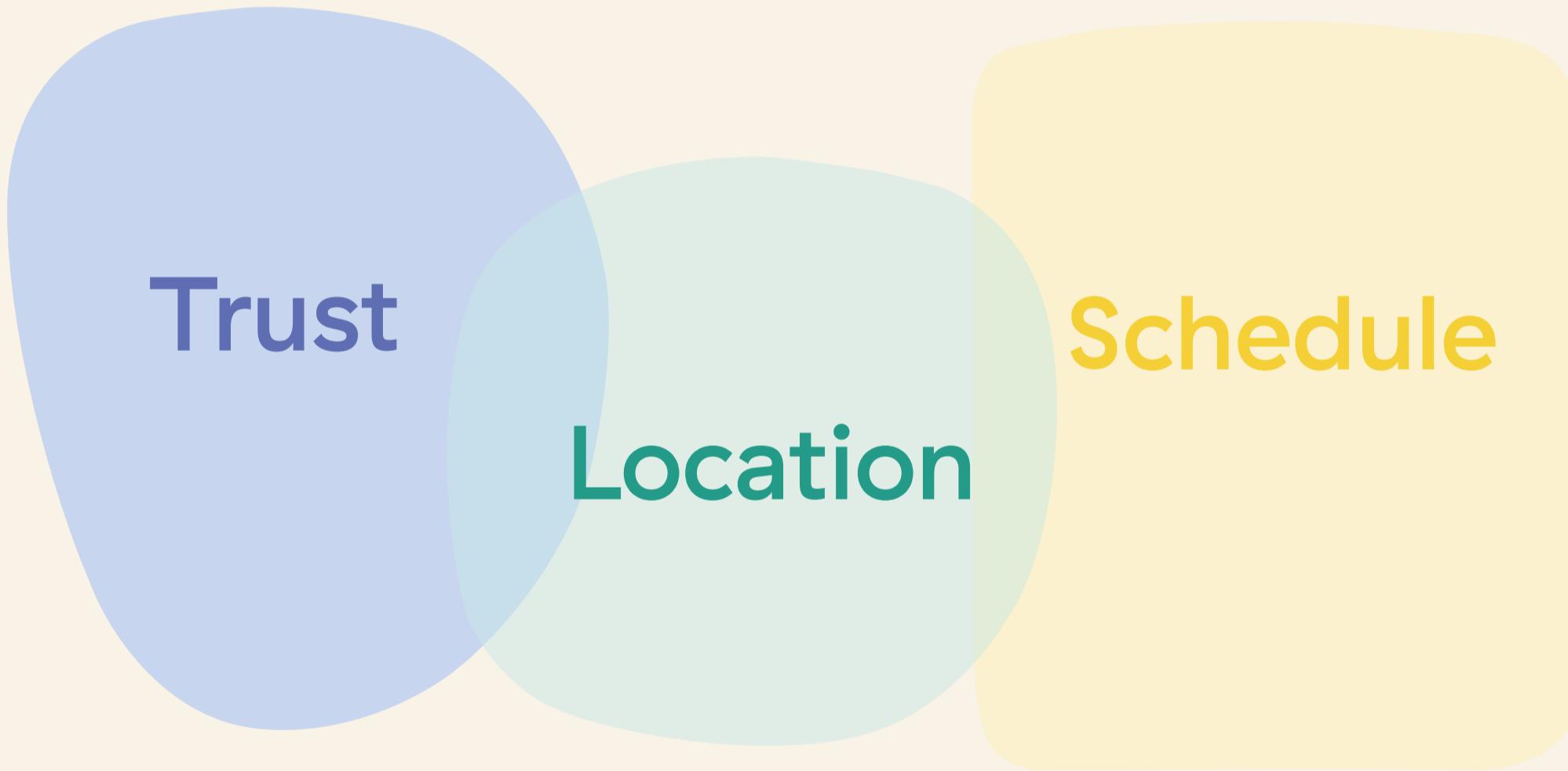
Quotes from parents

 <p>Nora, 35 years</p> <p>City Berlin, Kreuzberg</p> <p>Work Sozialpädagogin</p> <p>Relationship Status Married/Partnership</p> <p>Age of child 4 year old</p> <p>Bio Lived in Berlin for many years Has a stable group of friends with and without children. Shares a lot of activities & duties equally with her husband.</p> <p>Tech savvy? Not so much, doesn't like uploading pictures of family to social media</p>	<p>Thoughts & Emotions Beliefs, convictions, motivations, worries & goals</p> <p>I am trying to be the perfect mom... I believe lots of time, a lot of patience and praise is given for my child. I don't always want to talk about children and interests. I like to spend time with my friends.</p>	<p>Goals & Needs Wants, needs and what she believes constitutes success</p> <ul style="list-style-type: none"> I want to find like-minded parents in my neighbourhood with whom we can organize a regular playdate exchange. I want to build up a network of parents in my area.
 <p>Lydia, 29 years</p> <p>City Berlin, Neukölln</p> <p>Work Doing Masterarbeit</p> <p>Relationship Status Married/Partnership</p> <p>Age of child 8 months boy</p> <p>Bio Moved to Neukölln 2 years ago Not that many parent friends New mother & wants to build up a network of parent friends to exchange with as well as playmates for her child</p> <p>Tech savvy? Yes, active on social media accounts</p>	<p>Pains Fears, Frustration</p> <p>I have a very chill playdate neighbour organizes but I'd like to be the person who was "fearful" my child would do something that.</p> <p>Thoughts & Emotions Beliefs, convictions, motivations, worries & goals</p> <p>Having fun with my son and lots of talking to others. The behaviour of my child sometimes goes on high. He's learning new things all the time. Baby mouth is different with new feelings and abilities.</p> <p>What should I be the person who was "fearful" my child would do something that.</p>	<p>Goals & Needs Wants, needs and what she believes constitutes success</p> <ul style="list-style-type: none"> I want to find like-minded parents in my area who I can trust and exchange childcare worries with. Not feeling a little bit alone about my child's development. I want to build up a network of parents in my area who I can trust and exchange childcare worries with.
 <p>Jenny, 34 years</p> <p>City Berlin, Prenzlauerberg</p> <p>Work Entrepreneurial creative coach, but also works part time in marketing</p> <p>Bio Single mother of 2yo girl. Culturally aware but lack of free time now.</p> <p>Tech savvy? Yes, active on social media accounts</p>	<p>Pain Fears, Frustrations and perceived obstacles</p> <p>I have recently moved to Berlin and don't have many parent friends in my neighbourhood.</p> <p>Thoughts & Emotions Beliefs, convictions, motivations, worries & goals</p> <p>I have moved to Berlin and continue from staying with my husband and our two sons in a small town and the family environment. I am missing my husband and our two sons and our close knit group of friends.</p> <p>Goals & Needs Wants, needs and what she believes constitutes success</p> <ul style="list-style-type: none"> I want to meet families with similar aged children in my neighbourhood with whom I can share child-related activities with so that I don't have to do everything by myself. 	<p>Goals & Needs Wants, needs and what she believes constitutes success</p> <p>I want to find like-minded parents in my area who I can trust and exchange childcare worries with.</p> <p>I need regular and short notice childcare</p> <p>Everyday Activities</p> <p>Usually wake up at 6:30am every morning at 6:30am, then pack breakfast and get dressed in around 10-15 minutes and go to work. Usually try to organize a playdate for my girl in a park in my neighbourhood or use the local playground. I am trying to involve my daughter in the process of getting dressed, and get my daughter to help me in the morning.</p> <p>Quotes</p> <p>"The biggest challenge about being a mom & working time is to make time for myself!"</p> <p>"Since having a child, my schedule is centered around my daughter's needs."</p>

Key Findings

The user interviews and surveys helped us to identify all the **painpoints** along the user journey to get to the main goal of making a successfully babysitting exchange.

We identified the following key **themes** that we needed to focus on while designing:



We also identified that the user journey was missing an important step in reaching the end goal. Instead of helping parents to exchange babysitting, we needed to **help them get to know each other first!**

Strategy

In order to help parents meet up & get to know each other we identified two **key features** in the app that needed updating.

User profiles



Help parents gain an impression of other parents and to see at a glance if they are looking for similar things

Sign up flow



Re-design the sign up flow which will facilitate users filling out their profiles easily, quickly and more completely

Part 1: Profiles

Design Patterns

User stories helped me to identify some of the key aspects that a profile should have to be useful to parents.

Before designing the first low fidelity wireframes, I identified some successful design patterns that we wanted to include in the profile.

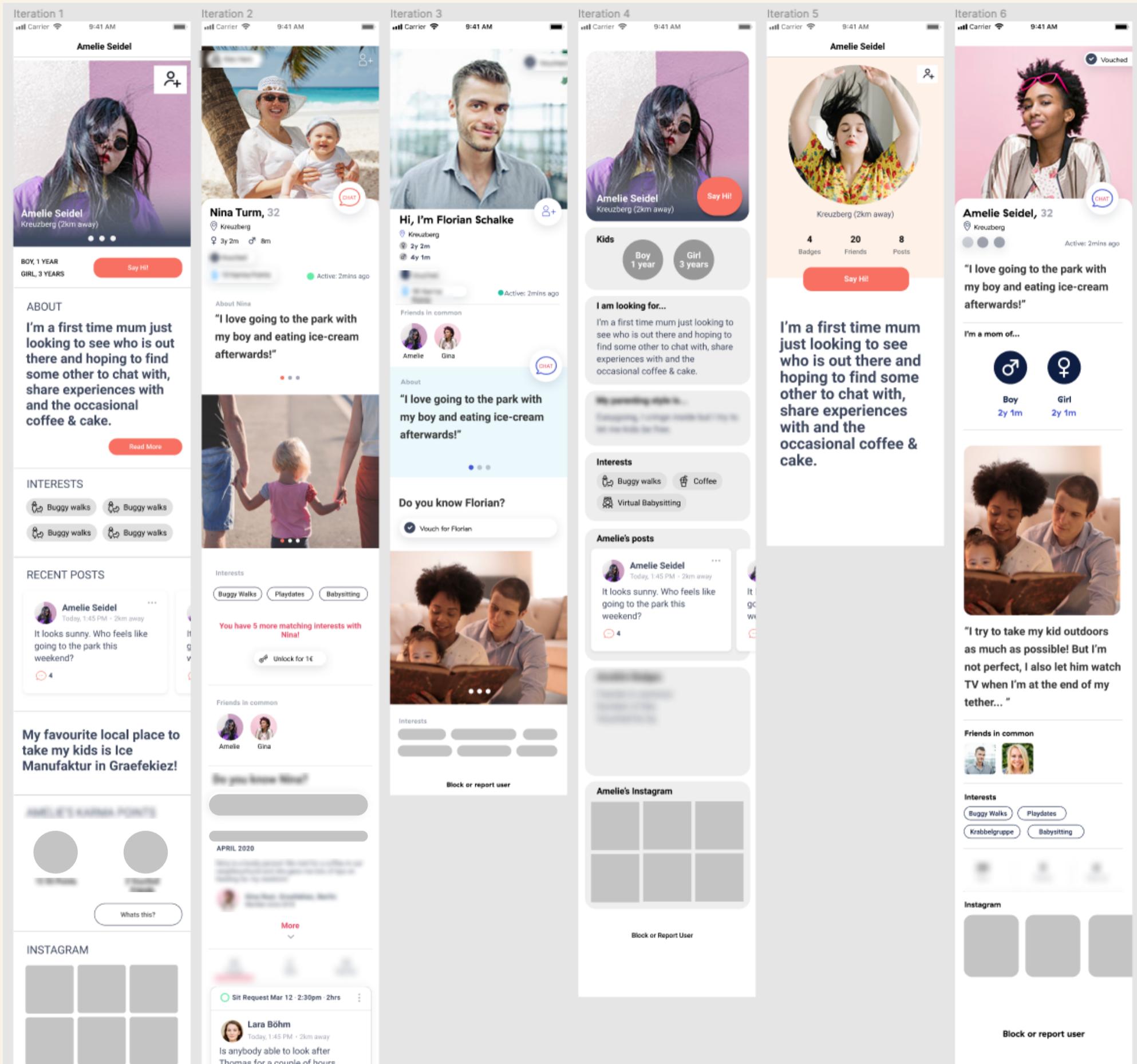
- ✓ A combination of photo's & text
- ✓ Different size text to draw attention to details
- ✓ Clear Call to Action buttons
- ✓ Easily scannable text with recognizable words
- ✓ Minimal, not overwhelming or too much text
- ✓ Critical information above the fold

1 – Paper Wireframes



Many of iterations later...

2 – Medium Fidelity Wireframes



I presented the first Iterations to my team for feedback and votes. After discussing our favourite designs & details, I worked together with our Product Manager to create the final iteration for the prototype.

Concept Testing

To evaluate the effectiveness of the **new profile** design and the **sign up flow** I tested this with 5 parents.



5 parents



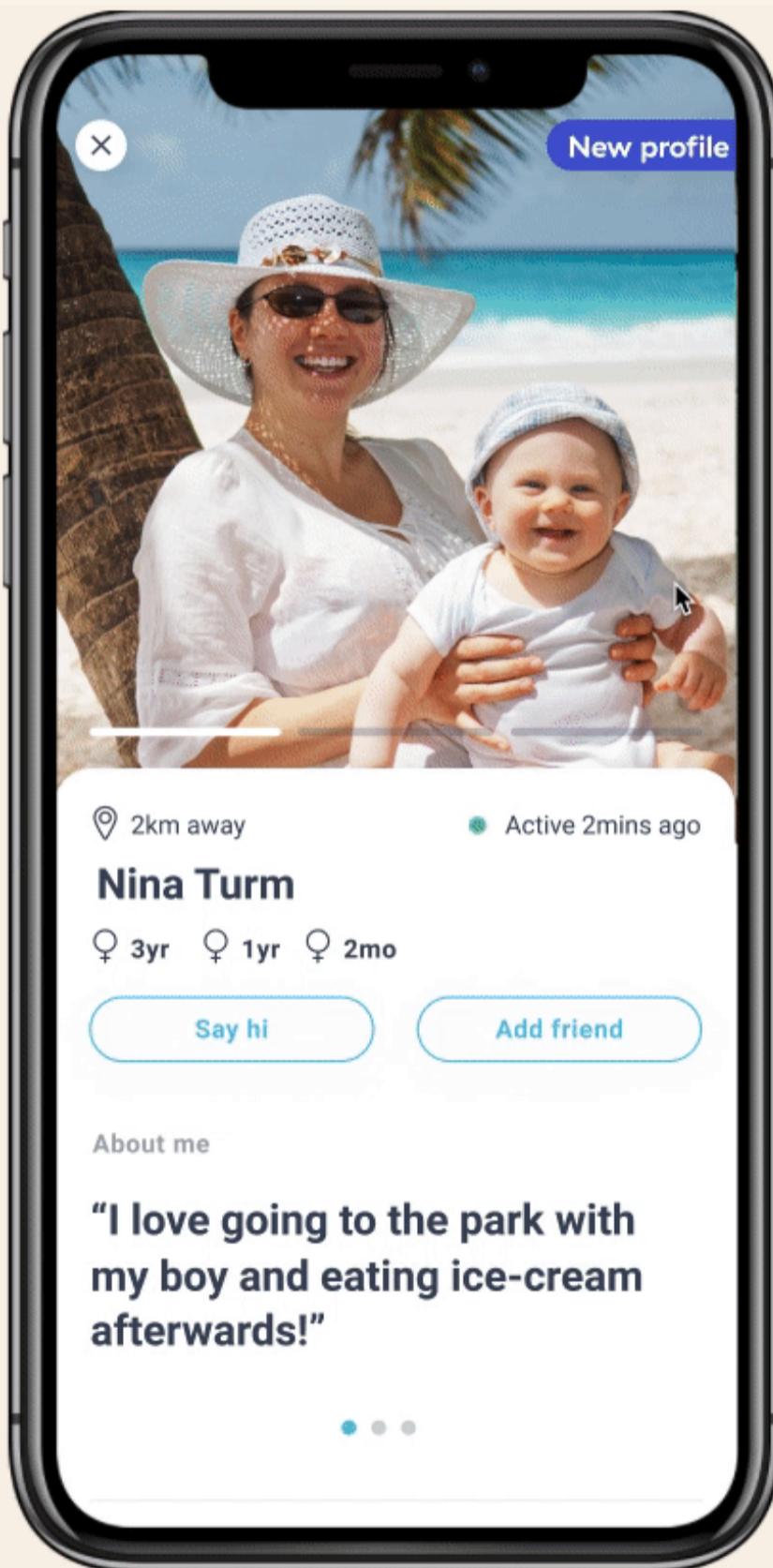
45 min remote sessions

Format

- Specific tasks with an Interactive Figma Prototype
- Open ended user interview

3 – High fidelity prototype

Our high fidelity prototype contained all the important content that we uncovered in our research and that we will use for concept testing.



Part 2: Sign-up Flow

Wireframing

With our key insights in mind I did various iterations of low & mid fidelity wireframes. We also discussed the implementation with our developers and got valuable insights on constraints.

Steps users cannot skip (MANDATORY)

The first section of the wireframe shows the mandatory steps of the sign-up flow. It consists of seven screens:

- Join our community by signing up!
- What's your full name?
- To see parents near you, add your home address
- Great! There are 10 Parents in your neighbourhood!
- Please share your email
- and create a password.
- All signed up!

Each screen includes a back arrow, a 'Next' button, and a placeholder for user input. The final screen indicates an email verification has been sent.

Steps users cannot skip (MANDATORY)

The second section of the wireframe shows the optional steps of the sign-up flow. It consists of several screens:

- Tell us about your children
- Add at least 1 photo
- Answer at least one question
- SitEinander Community Code of Honour
- Access to send Push Notifications?
- Connect to my FB friends / people in my contacts
- Info on how data is used.

These screens include various input fields, dropdown menus, and checkboxes for user information and preferences.

Testing goals

Sign up process

- Is it intuitive?
- Which sign up methods do they prefer?
- Is it too long?
- How do they feel about giving their information like location & kids age?

Profile

- What is most important to parents when viewing the profile?
- What do they think is still missing?
- How safe do they feel on the app?
- What are the factors that will influence parents to contact each other?

Some Key Learnings

Issue 1:

What are you looking for?

“I’m looking for” and “Interested in” is too similar.

>**Remove** “What are you looking for?” question.

>**Rename** this question to “Interested in” and give parents 4 main categories to choose from.
Babysitting Exchange, Parent friends, Family Friendly Activities & Playdates

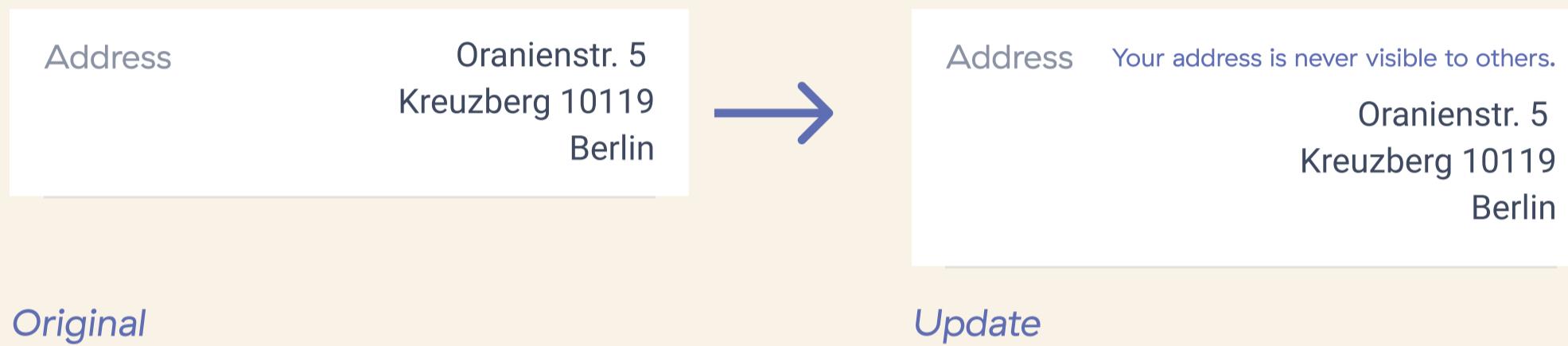


Categorising what parents are looking for will also help us track what most parents are searching for on our app and will make it easier to implement filters in future iterations.

Issue 2:

When parents see their address visible in on the “edit Profile” page, they were worried if it is public or not?

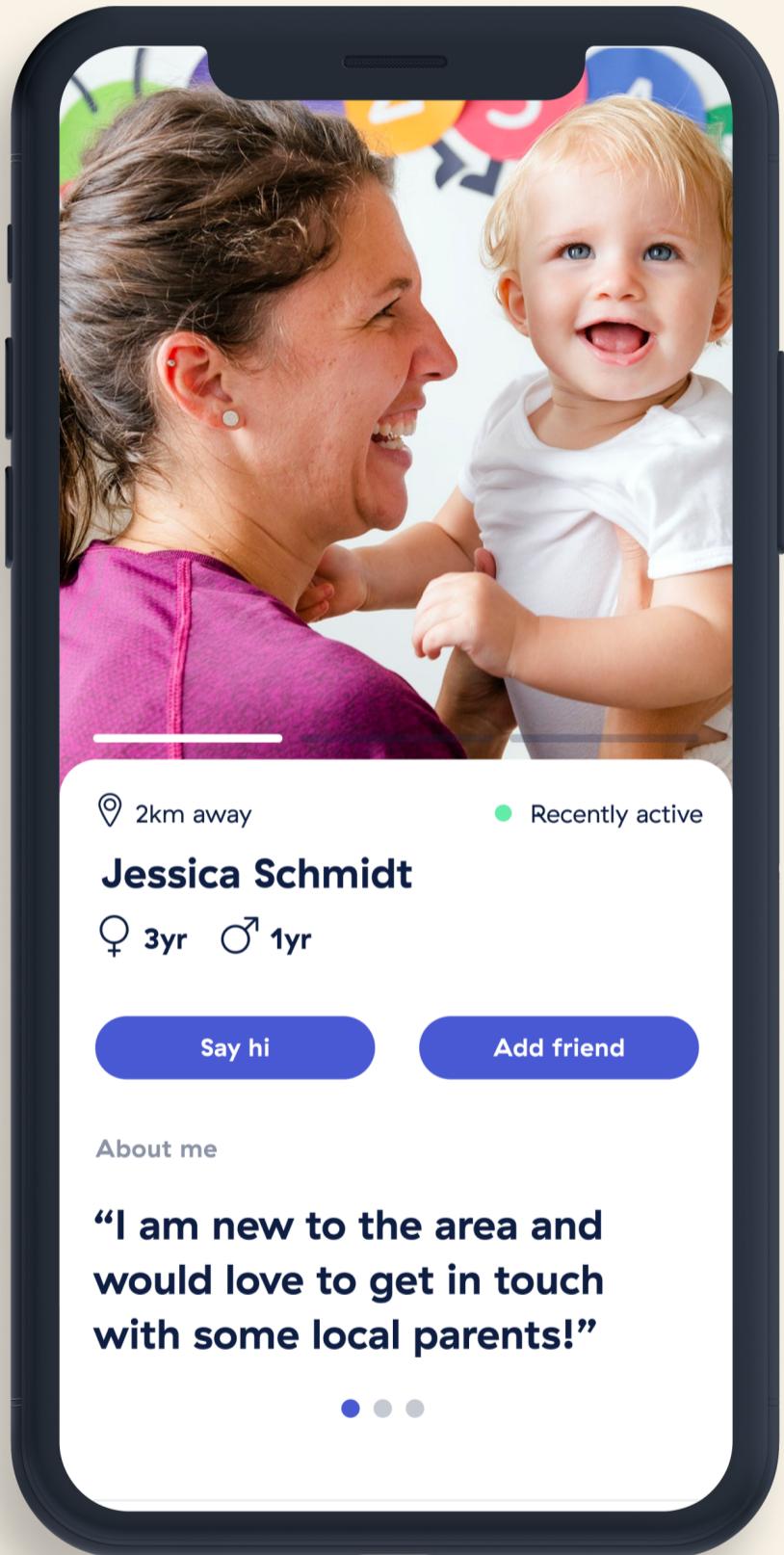
>Add info icon or “address is not visible to public”



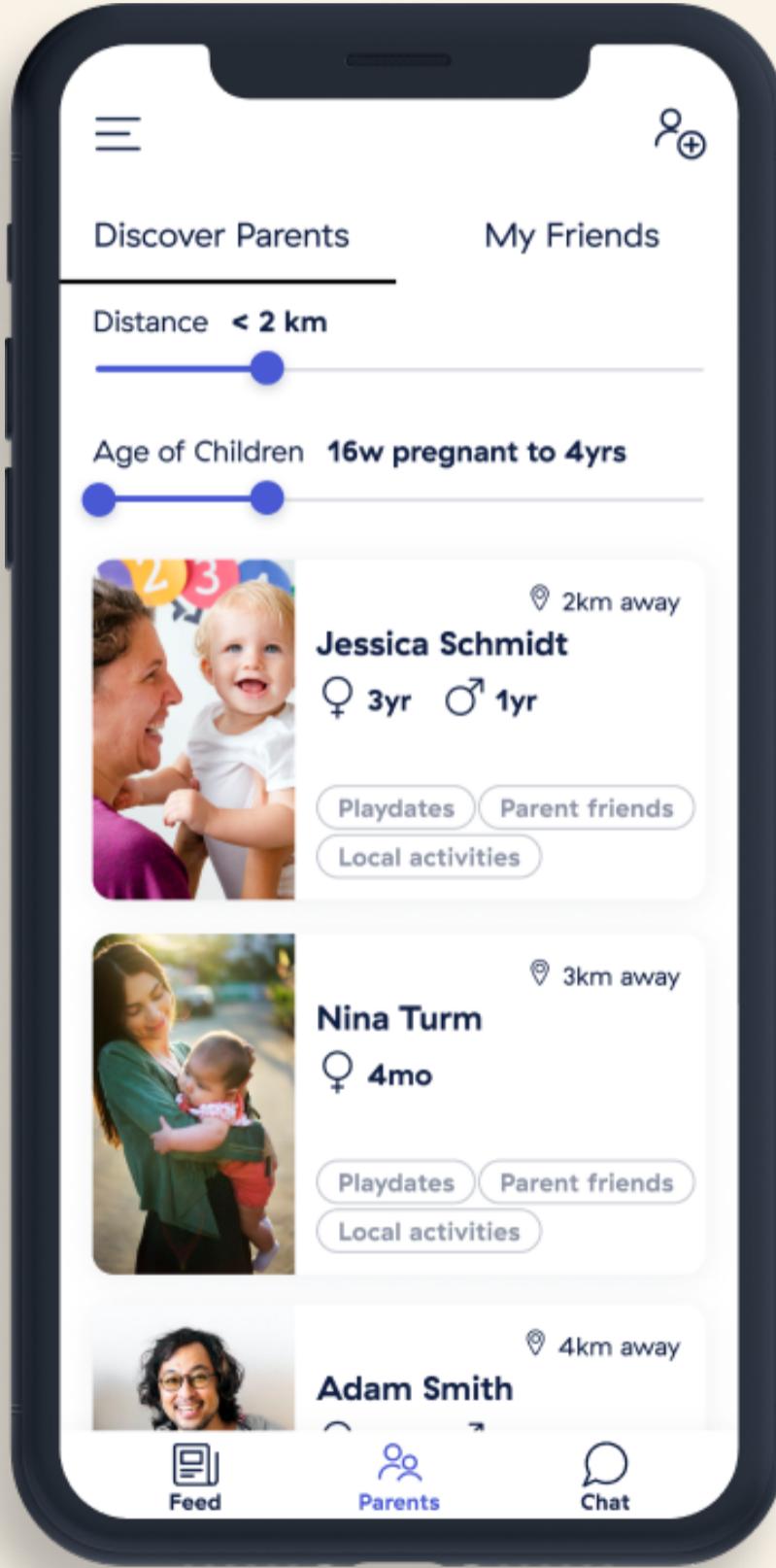
*These examples are only two of MANY findings I identified during the interviews.

Key Screens after Revisions & Rebranding

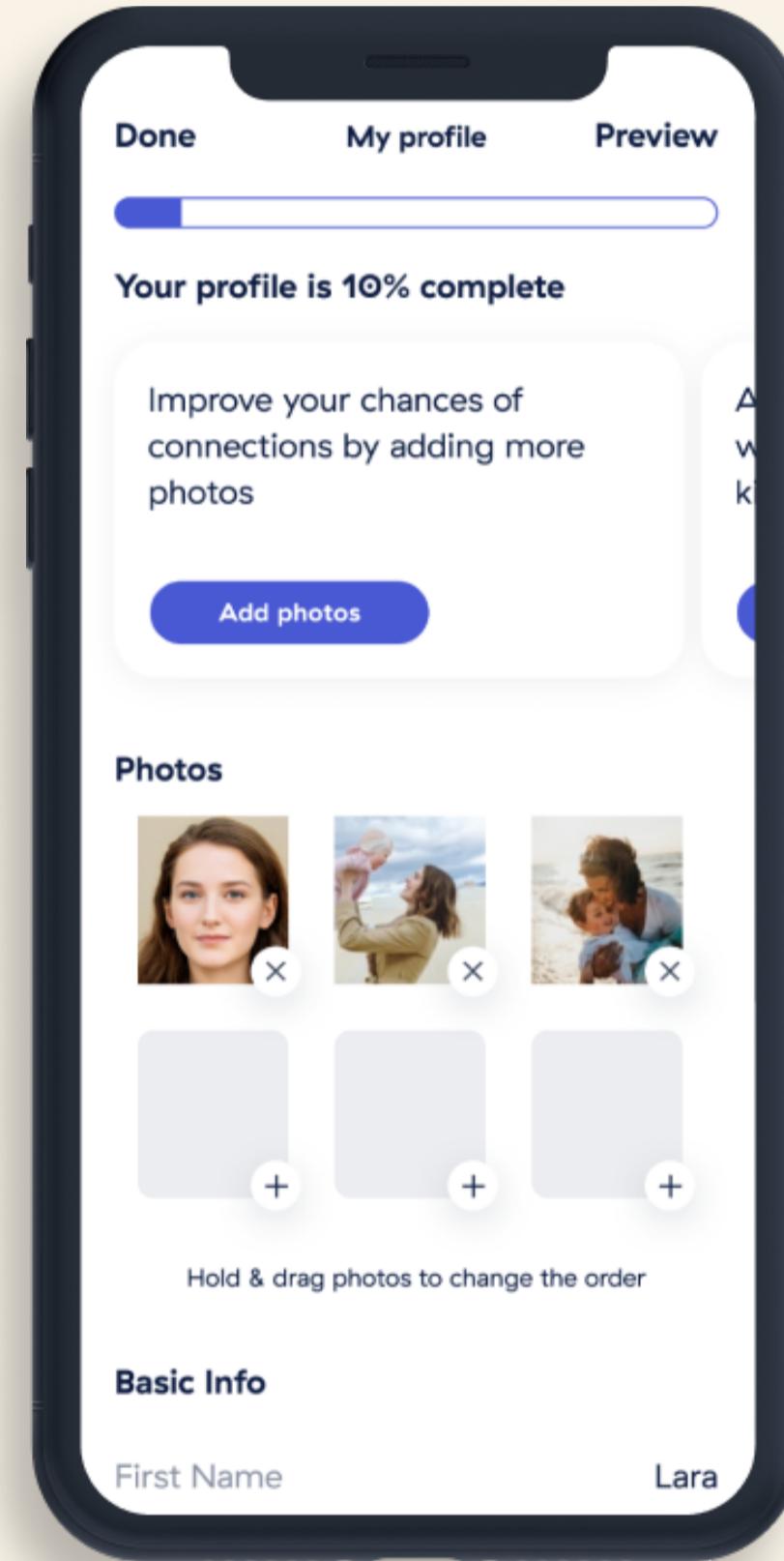
We believed that our polished product together with a new name and fresh new look would help in creating a strong brand identity and reflect our values as a company that wants to **Help parents find their Village.**



Profile



Discover Parents



Edit Profile

Outcomes



Goal

Evaluate problem statement and back it up with research & data

Result

Updated problem statement to truly reflect our customers needs

Goal

Increase user Engagement

Result

+263% user engagement after launch.

Goal

Hit target of MAU by September

Result

+180% increase of MAU from July to Sep.

Reflections

Feedback

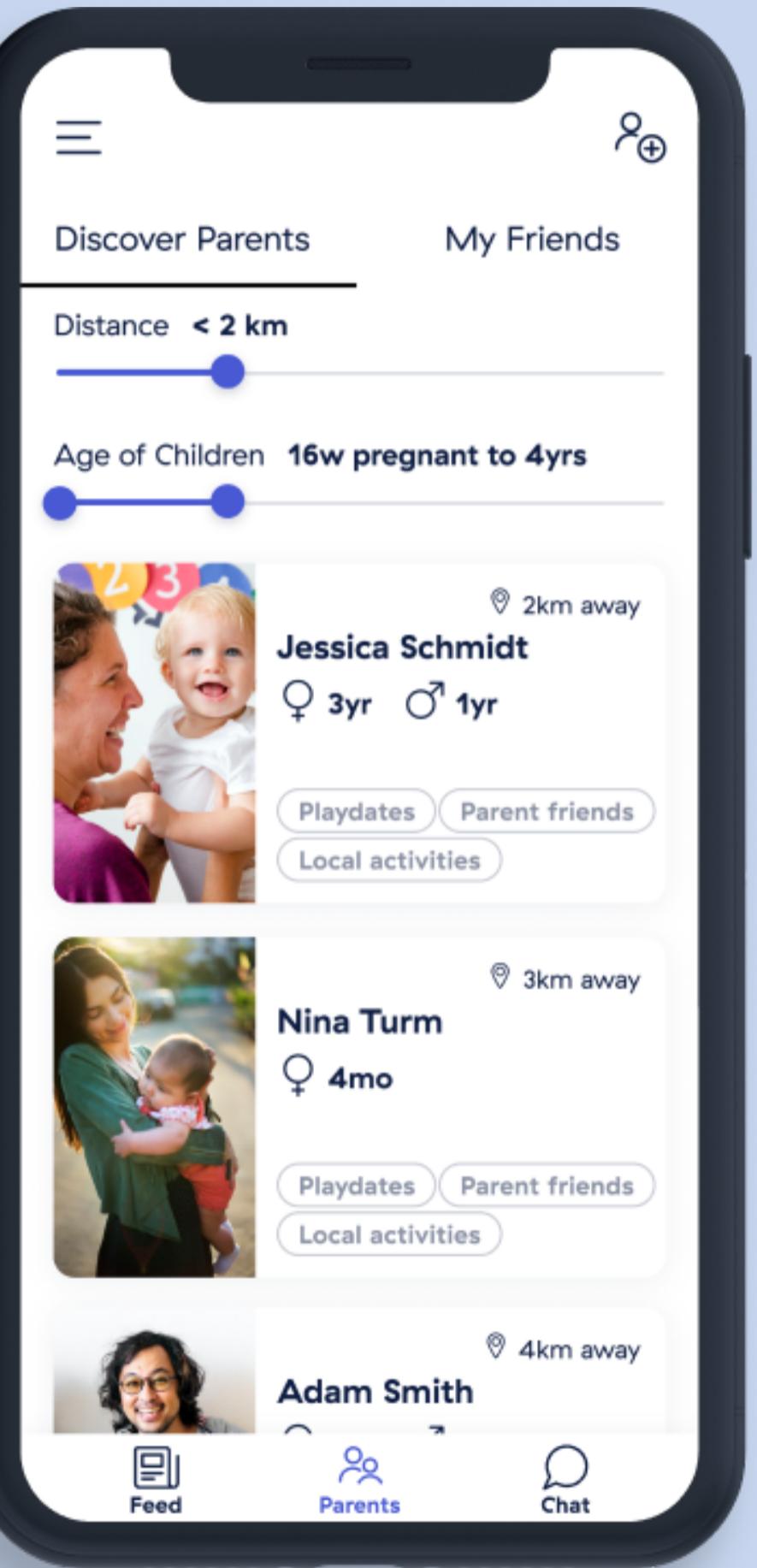
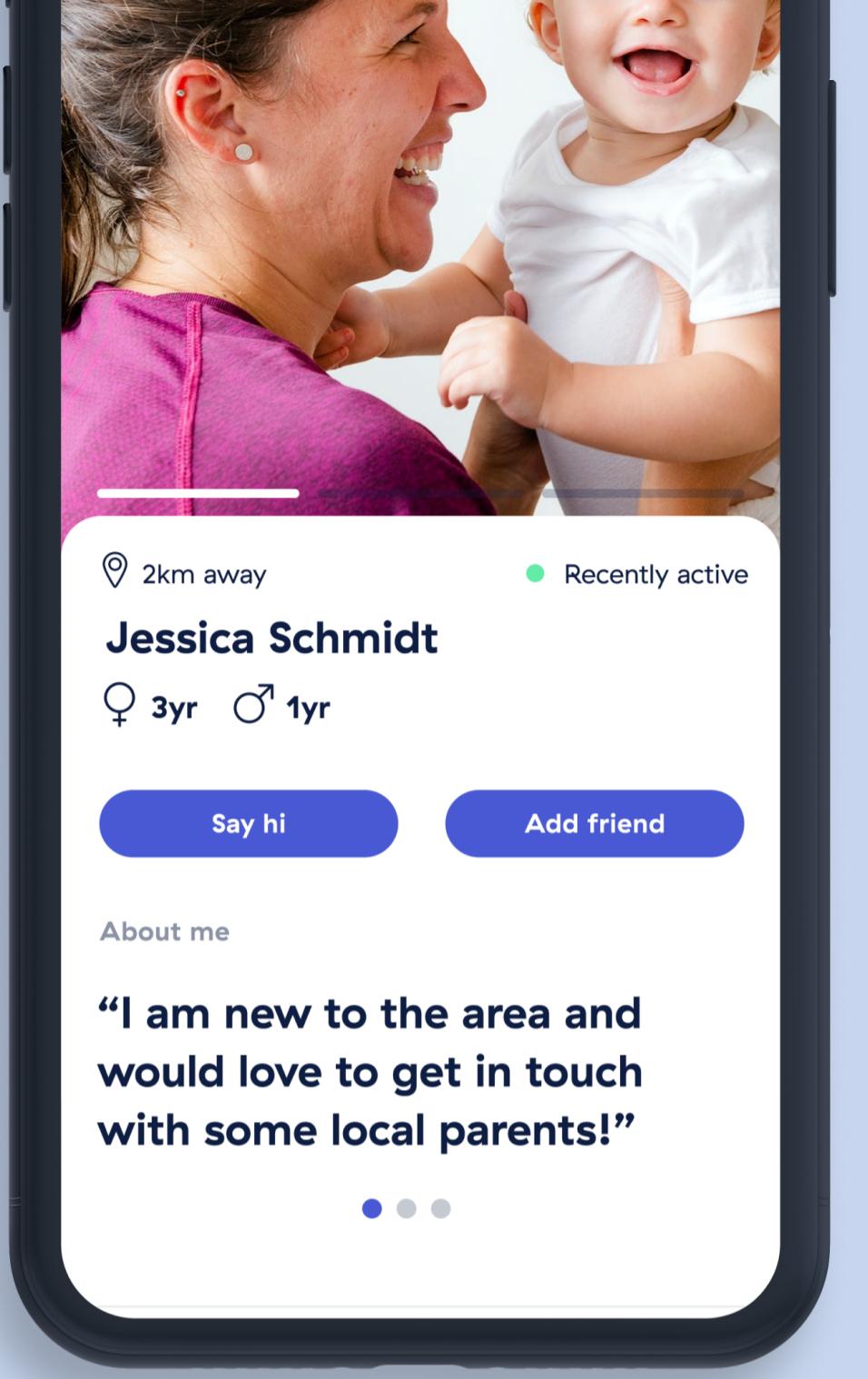
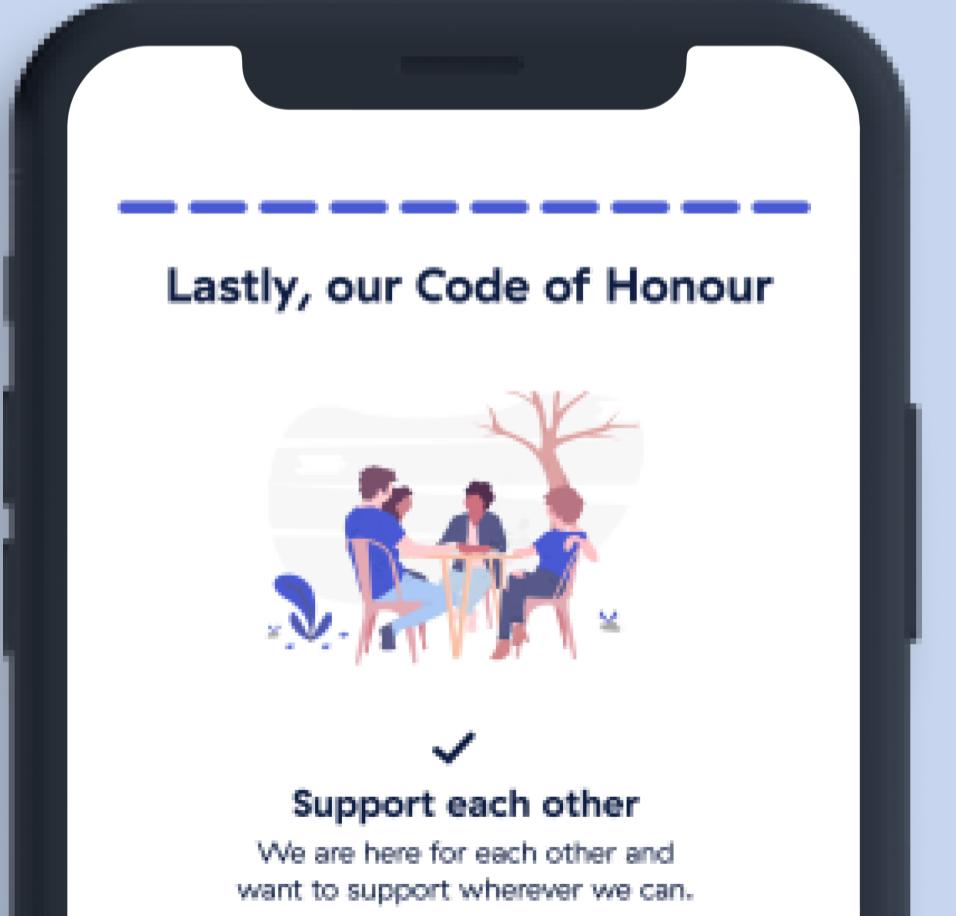
I could not have done this without my wonderful team at Mello. They have given me critical feedback and advice at every stage in order for us to shape this into a truly useful product for parents.

User Interviews

I have learnt that you can get the results that you aim for by really diving deep into who the customer is that you are making the product for. The most important thing is talking to them and asking the right questions.

Design System

Our Product Manager has been strict on implementing a design system from the start. Although this might seem like more work upfront, it is a real timesaver as the project continues and we need to design new features.



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