

# UX IMMERSION

UNDERSTANDING THE USER






































## 2.7: Mobile-First Design





































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Function	Content Type	For Persona	Mobile	Tablet	Desktop	Notes
Onboarding slides	Text, Illustration	Laura, Ben				3-max. 6 slides showing the main functions of the app, encouraging users to sign in
Onboarding video	Animation/ Motion graphic/ sound (Narrator voice)	Laura, Ben				Explaining the functions and benefits for users and experts within an attractive&informative visual space.
Sign In	Text	Laura, Ben				Users register their accounts by first time using the app.
Log In	Text	Laura, Ben				Data can be saved for frequent users
Home screen	 Text, pictures, icons   Text, Icons	Laura, Ben				 Picture slides combined with text to promote the best and newest features of website. The search feature here.   Search window plus icons showing best features and updates
Main Navigation bar	Text	Laura, Ben				To have easy&fast access to the most important functions .
Hidden side bar menu	Text	Laura, Ben				List of available features.
Main Navigation bar Above&horizontal	Text	Laura, Ben				To have easy&fast access to the most important functions . Including drop down menus.
Tour pages (tutorial)	Text, Illustration	Laura				These will be shown automatically after first login or by available updates. This can be skipped.
Help feature/page	Text, video	Laura				In this page desktop users can search how to use different features. tutorial videos will be available for complex flows.
All categories	Pictograms/Icons, Text	Laura, Ben				All available expert fields will be demonstrated and accessible in an overview page
Each category page	 Icons, Text, Videos, Pictures   Only Icons & Text	Laura, Ben				Here users find every information or source of information that the app/website is offering around one specific field. Sub-categories will be also sorted and shown in this page.
All Experts	Text, Pictures, Icons	Laura				All related Experts to each field will be listed in one page , by clicking on each profile preview box, the detailed profile will be opened in a separate page

FUNCTION	CONTENT TYPE	FOR PERSONA	MOBILE	TABLET	DESKTOP	NOTES
Each Expert profile	Text, Pictures, Icons	Laura				 On desktop the reviews are also included in profile and can be seen after scrolling down .
Seperate Expert Reviews page	Text	Laura				This page can be opened by clicking on the icon in profile page.
Prices page	Text	Laura				Customer can have an overview on the price ranges that each expert is offering based on his experience and the communication type ( Text, Audio, Video)
Time table	Text	Laura				In order to see all available times of the expert and to find the matching time for Audio/Video Calls.
Payment	Text, Picture	Laura				The costs of each session should be paid by customers in advance to booking, but the Money will be transferred to Expert account 24h after the session is finished . (similar to Airbnb policy)
User profiles	Text, Pictures, Icons	Laura, Ben				As users can enter forums and participate in discussions by answering the asked question, it is necessary they also have profile with a user name. This page can show other users in which fields, the person has been more active.
User account page	Text	Laura, Ben				Through this central space each user has access to his/her custom settings, profile edit, recent&upcoming calls and payments details.
Forum	Text, user's profile pictures	Ben				Each category has one forum, in which users can ask public questions that can be answered by both users and Experts.
Video call	Icons to (de)activate voice, video, switch to text/chat box while talking	Laura			 cons and pros should be discussed with IT team.	During a video call both sides must be able to (de)activate both camera and mic and parallel to talking switch to writing. because of security Snapshots must be excluded.
Audio call	Icons to (de)activate voice and switch to text/chat box while talking	Laura, Ben			 cons and pros should be discussed with IT team.	Same as Video calls.
Direct message PAID , Inbox	Text	Ben				For users who prefer to communicate only by text. This method might take longer than call-sessions. There should be a notification system to confirm that Expert has read the message.
Live chat FREE	Text	Laura, Ben				For pre arrangements to a call or sending files while during calls. As this feature is free Experts are not obliged to answer "Questions" here.

