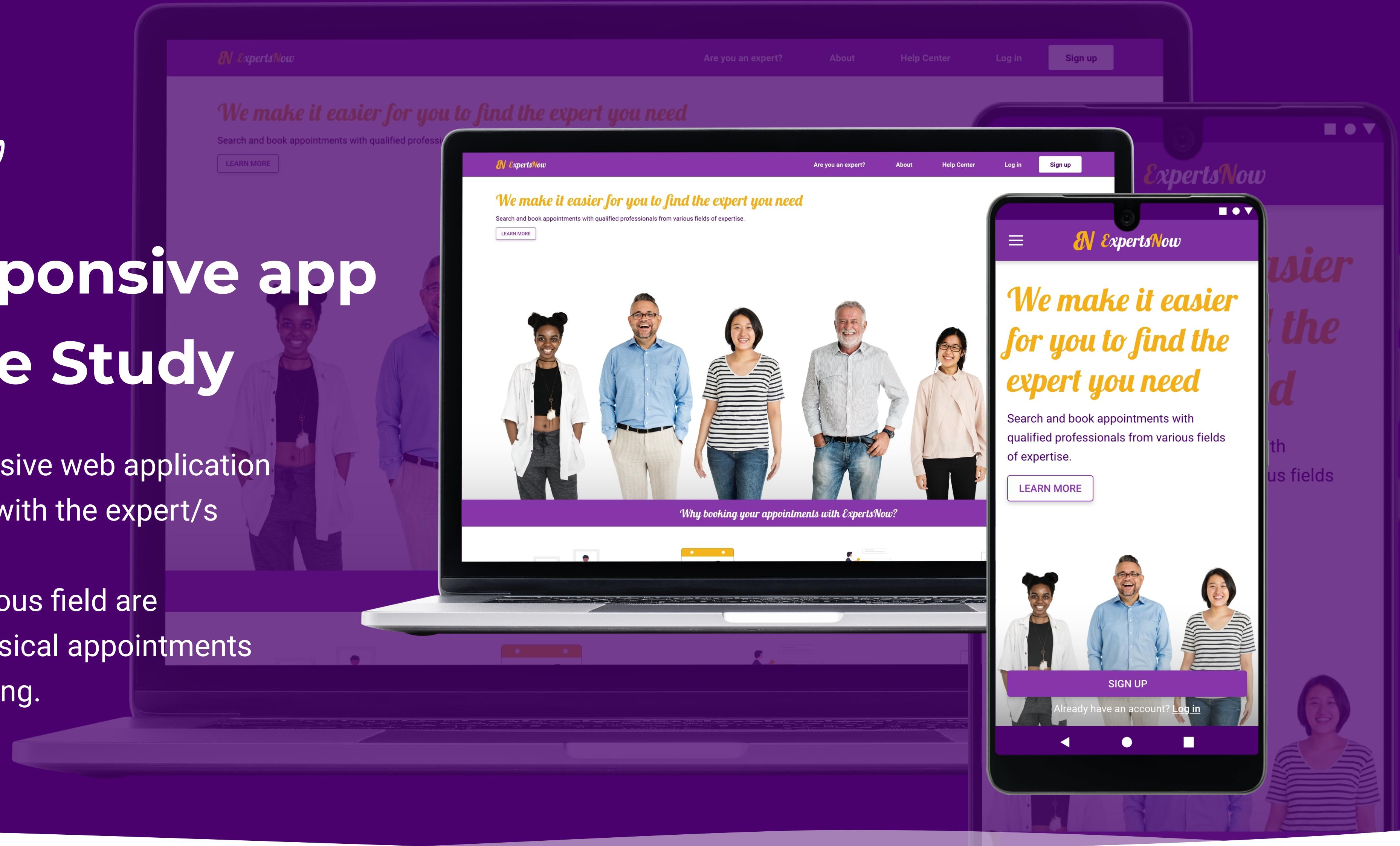




A web responsive app UX/UI Case Study

ExpertsNow is a responsive web application that will connect users with the expert/s they need.

Professionals from various field are available for virtual/physical appointments and via instant messaging.



CONTEXT

This fictitious project came to me during my online UX Design training with CareerFoundry.

MY ROLE

Sole UX/UI Designer

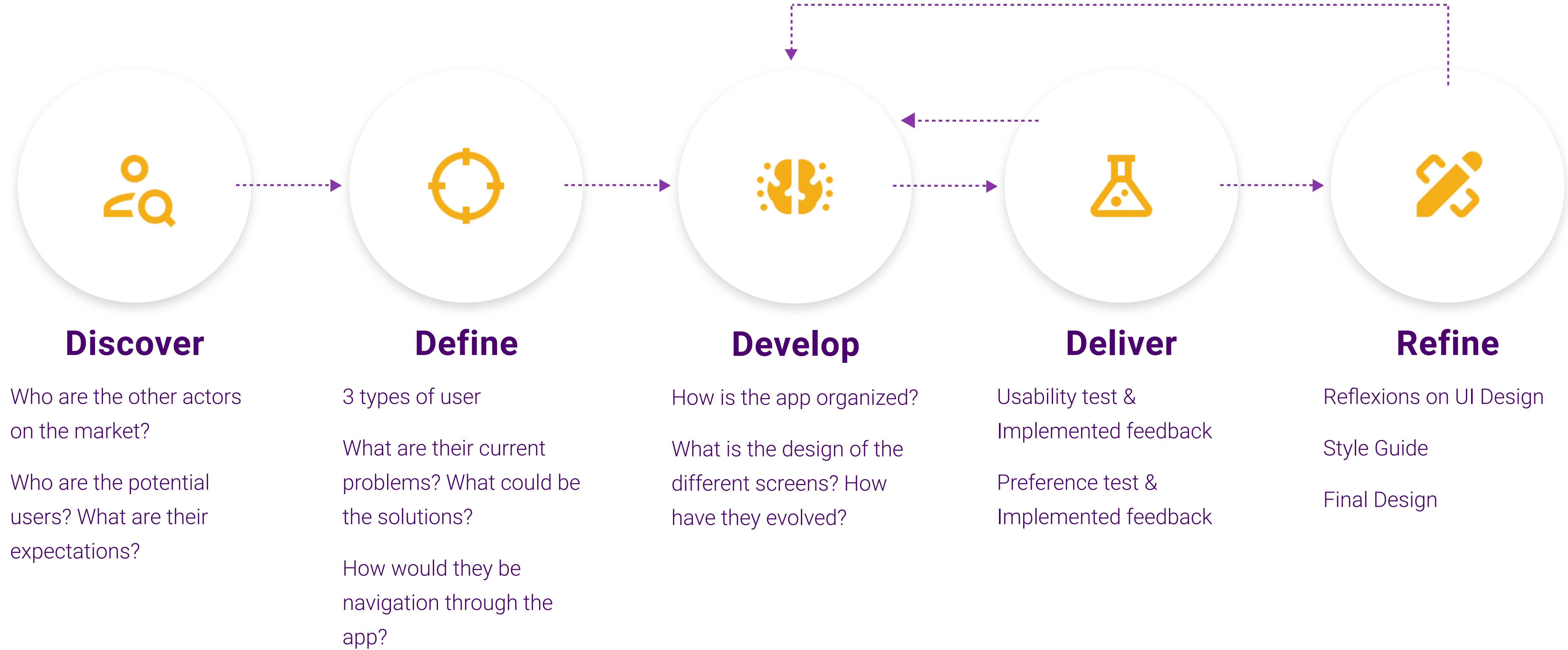
TIMELINE

6 months

TOOLS



What was my Design Process?



Design Process

1. Discover

2. Define

3. Develop

4. Deliver

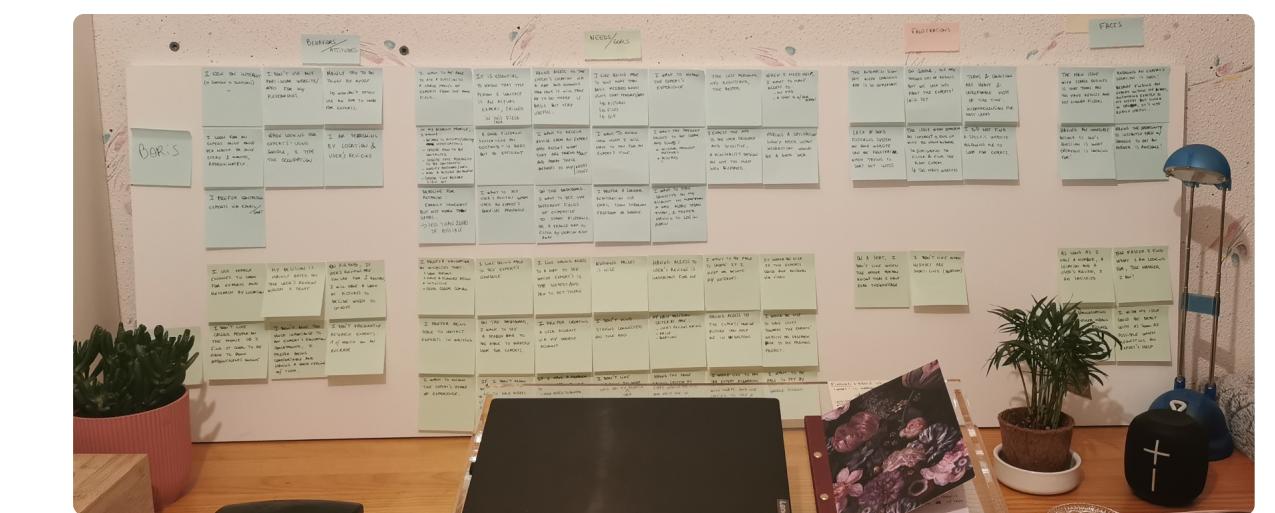
5. Refine

To better understand what would be the potential users' expectations, I **analyzed some of ExpertsNow competitors** and **interviewed 4 potential users**.

COMPETITIVE ANALYSIS



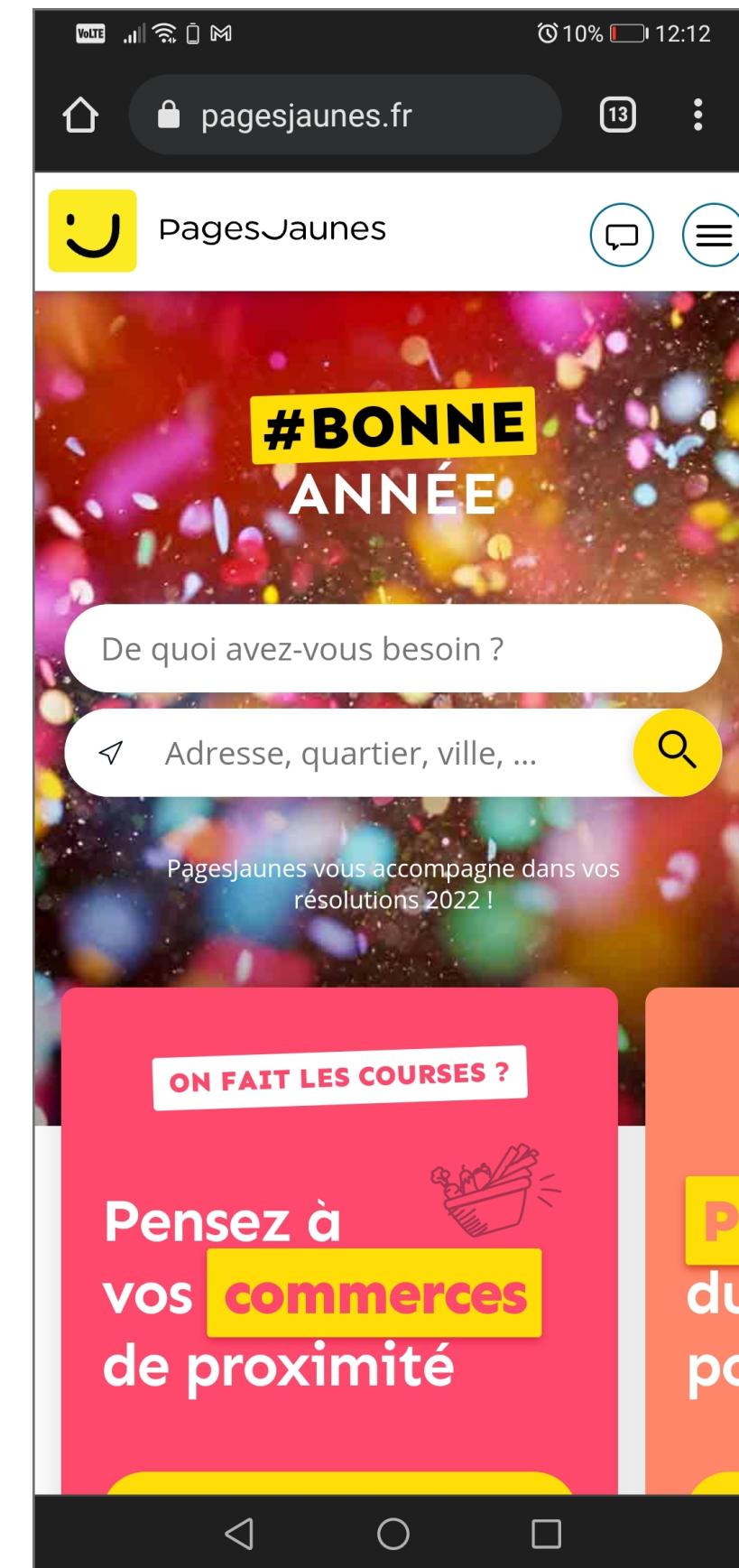
USERS' INTERVIEWS



I analyzed 2 competitors to check what they were already doing and what I could do better.

I empathized with the users in order to better determine their needs & wants.

Doing a **competitive analysis** made me understand the market better. Also, I was able to determine what **ExpertsNow** could bring to the table.



Doctolib is a e-Health platform through which its users can look for and take appointments with health professionals.

Pages Jaunes is the online French leader business directory. It gives access to most professionals, traders and craftsman contact information for free.



Doctolib



Strong position on the market: almost has monopole over the e-health market.

They have a **partnership with the French Government:** helps on conveying a serious and trustworthy image.

Only offering Healthcare services

Not providing any possibility to directly chat with the professionals for advice.

No user reviews.



Pages Jaunes

Historical position as the former single French Business Directory.

Free of use for both professionals & users.

Not well-known from the new generations: rely on its historical position - insufficient PR.

Only using Mappy for localization maps/GPS.

WHAT EXPERTSNOW COULD DO DIFFERENTLY

Offering access to experts from various professional fields.

Providing different ways to reach the experts, including via instant messaging.

Including a « review system » to help ExpertsNow users during their decision process.

With the results from the Competitive Analysis in mind, I prepared and underwent interviews with potential users in order to empathize with them and better understand their needs.



PARTICIPANTS

4



GOALS

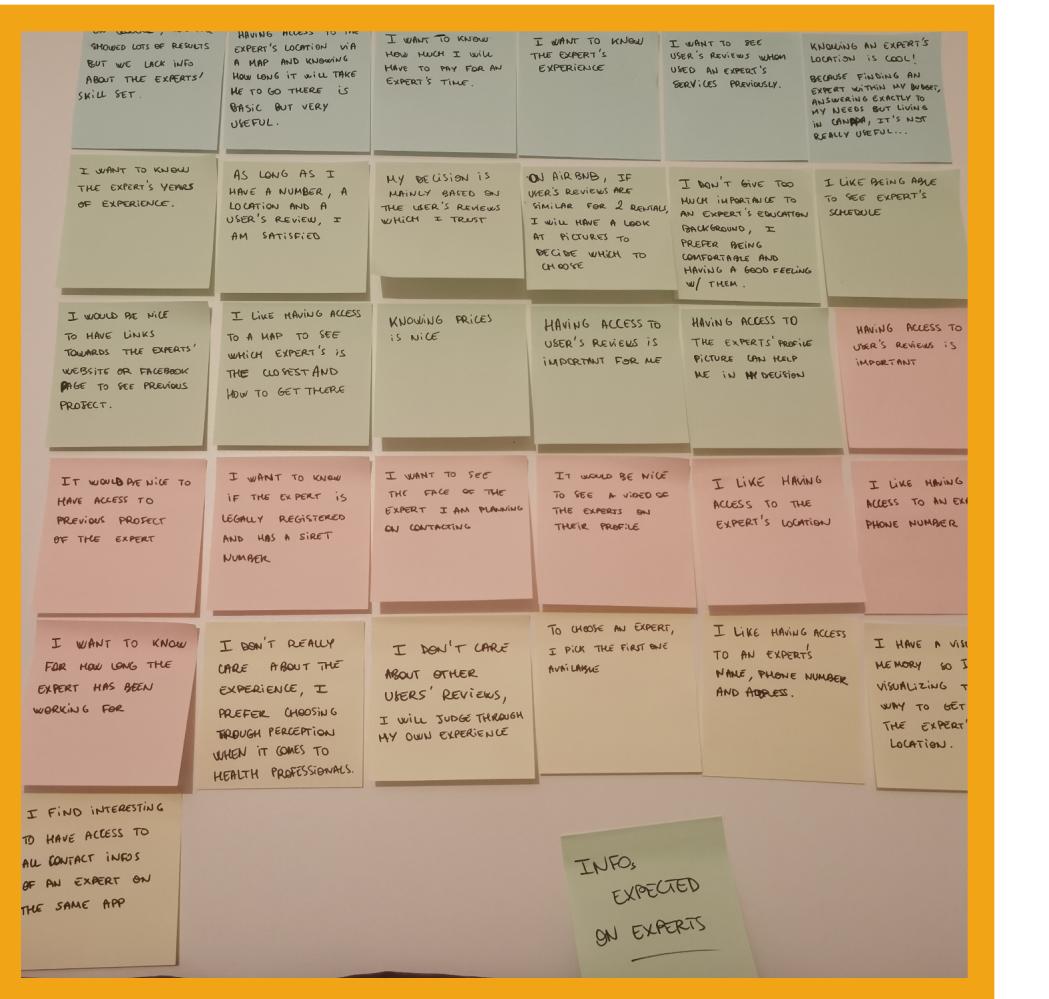
1. How are the interviewees usually looking for experts? Any difficulties? Which ones?
2. What is the interviewees experience with similar apps to ExpertsNow? What do they like/dislike?
3. What are their expectations, needs when they try to reach an expert?

I analyzed the results from the interviews through affinity maps.



INSIGHTS

1. **An efficient filter feature** will get the users less confused, waste less of their time and enable them **to find relevant results** to their search.
 2. Including **an instant messaging feature** would enable the users **to quickly reach the experts** they need advice from.
 3. **To help them on their decision**, the **users** would **need** the following information: **profile picture, price, location, contact info, users' reviews, experience, proof of skillset, examples of previous project and schedule**.
 4. Adding **a forum-like feature** will enable users **to contact several experts at the same time**.
 5. Providing **a search bar on the Homepage** (after registering/connecting) will enable the users **to dive right into their search**.
 6. **A « remember me » option** during the log in process will enable the users to choose whether or not **to remain connected on the app**.



Design Process

1. Discover

2. Define

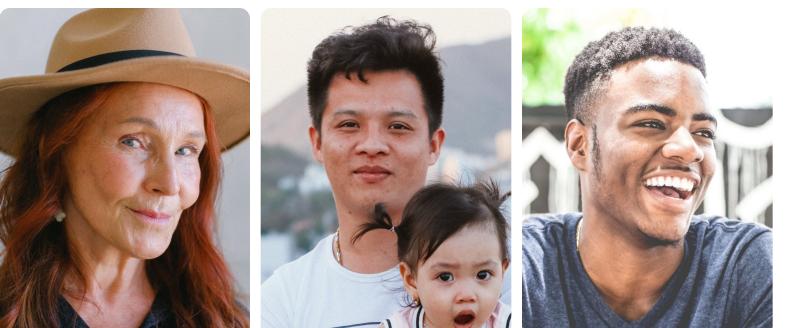
3. Develop

4. Deliver

5. Refine

The results from the Discover phase were very useful in **defining types of user** who would be using ExpertsNow, **potential solutions to answer their needs** and **a navigation flow that would facilitate their experience**.

TYPES OF USER



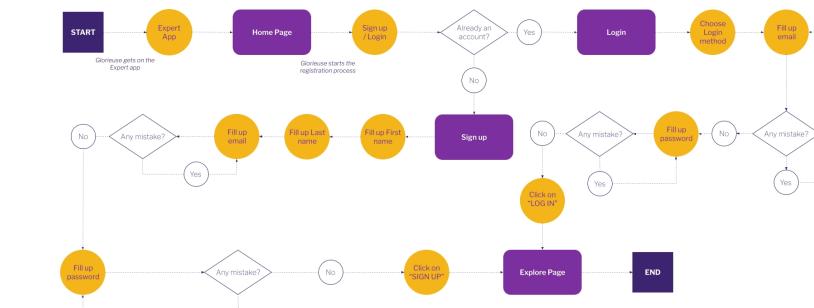
I determined 3 types of users under the personas of Glorieuse, Naruto & Luffy.

SOLUTIONS TO ANSWERS USERS' NEEDS



I determined the main problem faced by users and thought of potential solutions.

USERS' FLOWS



I created user flows on Google Drawings to help defining the organization of the key features and which screens to focus on.

To better empathize with users throughout the design process, I created 3 personas. Each defining a type of user.

Glorieuse



50+ years old

#STRAIGHTFORWARD

#SECURITY

NEED TO ACCOMPLISH

An easy and straightforward navigation experience

Having access to expert's location to find those nearby

To be able to call experts

NEED TO FEEL

Safe regarding payment

Trust regarding the experts skillset

Naruto



35 - 50 years old

#EFFICIENCY

#CONTROLFREAK

NEED TO ACCOMPLISH

To find expert efficiently

Get access to enough information on each expert to help in the decision process

To be able to reach several experts at the same time

NEED TO FEEL

In control of his experience

Confident when choosing an expert

Luffy



20 - 35 years old

#ASAP

#WORKAHOLIC

NEED TO ACCOMPLISH

A fast experience without wasting time

To be able to directly book appointments online

To be able to directly contact experts via writing

To be able to see the experts' face to check for « good vibes »

NEED TO FEEL

Relax while using the app

Pleased with response deadlines

With my 3 user personas, I was able to **define difficulties that users are currently experiencing**. And so, **think about potential solutions** to solve those pain points.



CURRENT PROBLEMS

Getting in touch with an expert from any given professional field for advice **is laborious**.

Receiving advice from experts usually takes long, most of the time an appointment needs to be scheduled.

Looking for the right expert online can be confusing and time consuming.



PROBLEM STATEMENT

ExpertsNow users need a way to facilitate direct access to experts from any professional field because they sometimes need immediate advice or answer to their question/s.

I will know this to be true when ExpertsNow will have become the main tool for private individuals to look for and discuss with experts.



POTENTIAL SOLUTIONS

A web app that **connects private individuals with experts** without intermediary.

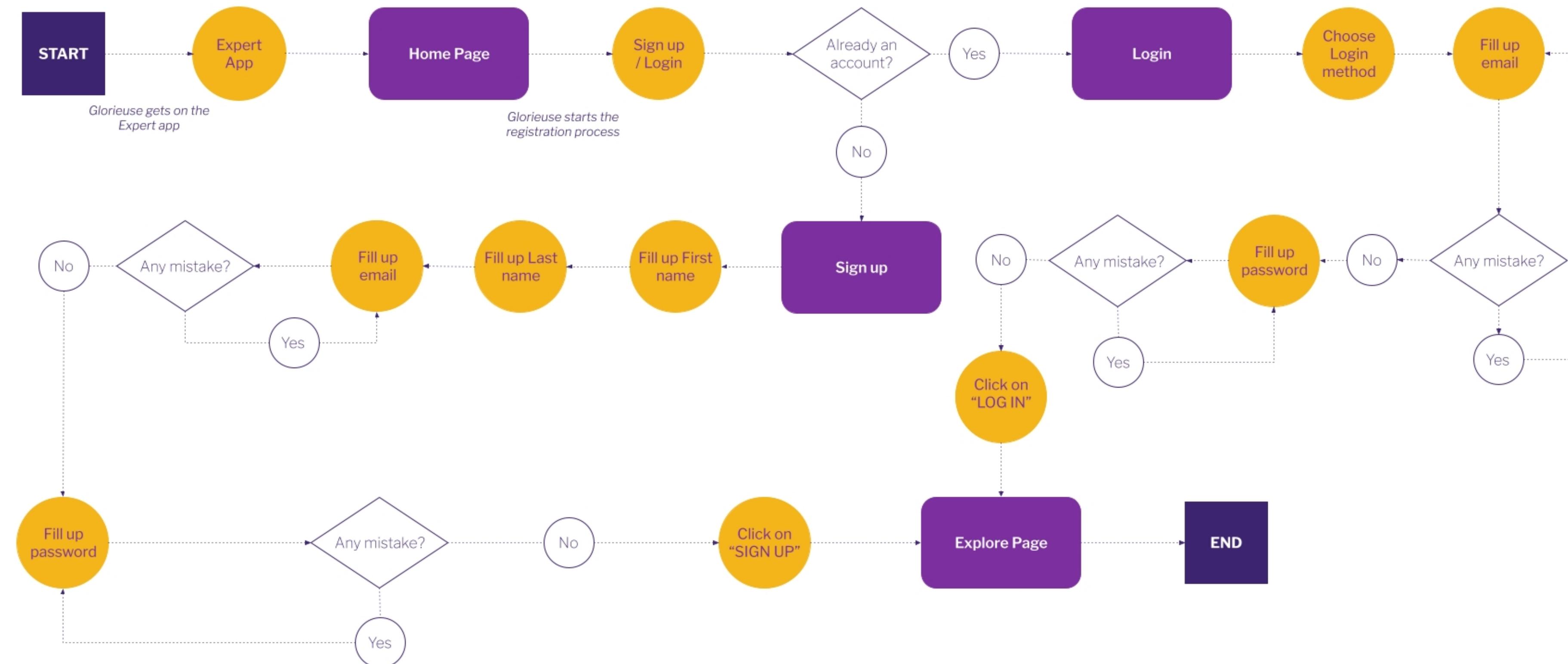
A web app giving **access to a broad and varied verified experts list** to contact at anytime.

A web app **easy to use and access to**.

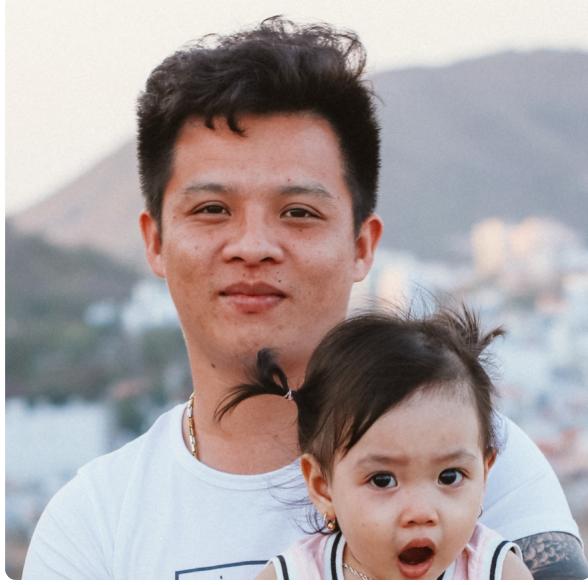
Following the three previous potential solutions, I created 3 user flows.
I focused on the **Sign up/Log in process** first through Glorieuse's needs...



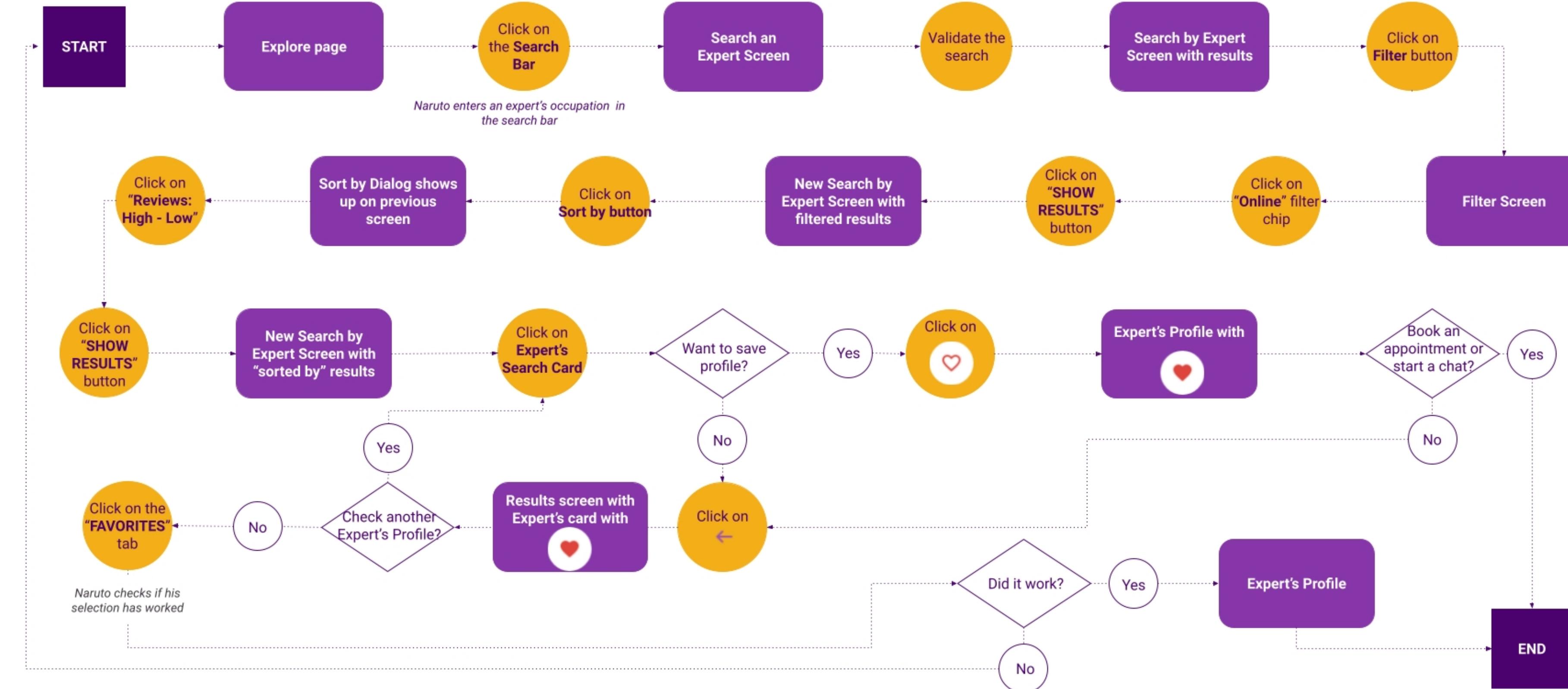
Glorieuse is not keen on technology. Therefore, she is **looking for an easy experience**, starting with a **straightforward way to register and/or connect onto ExpertsNow**.



... Then, I focused on the **Search & put in Favorites process** through Naruto's needs...



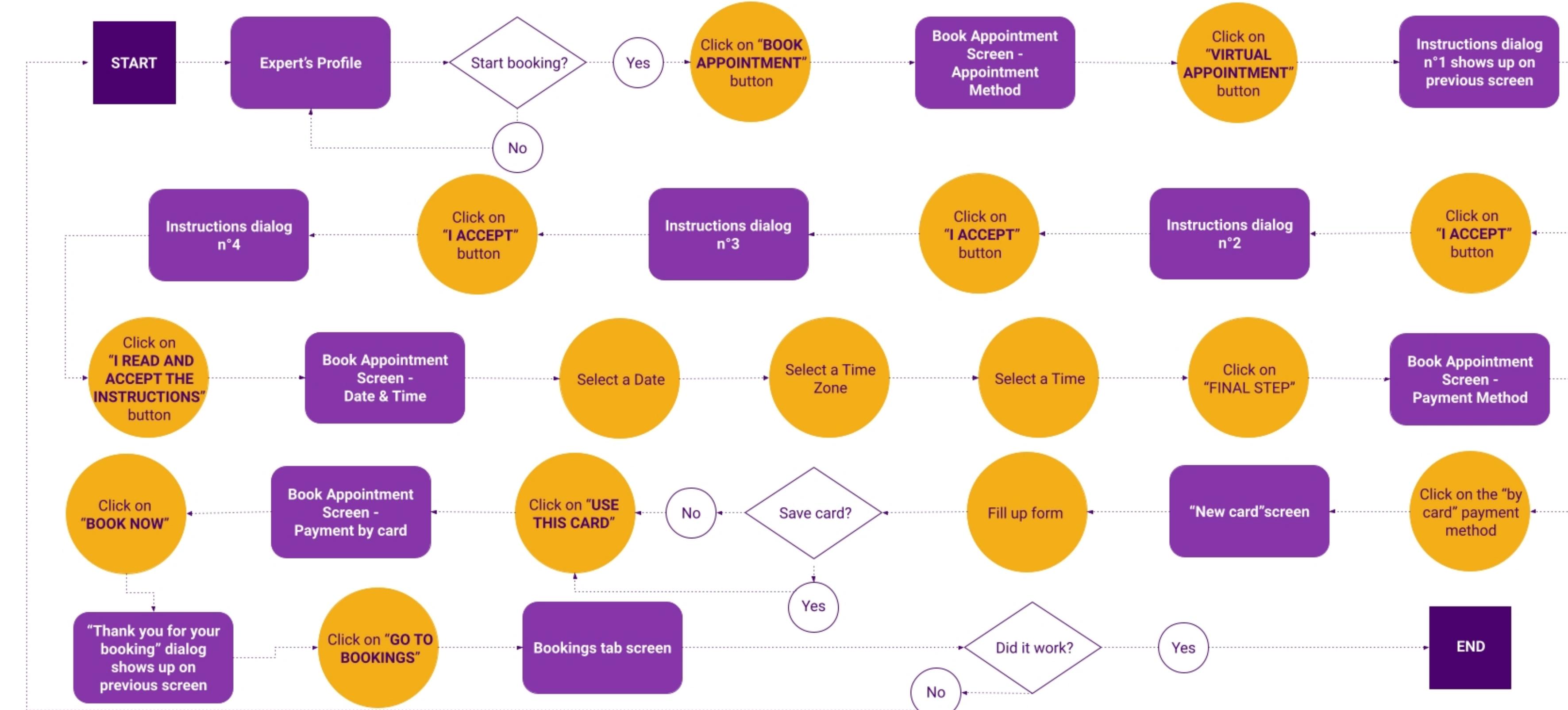
Naruto needs an **efficient way to search and filter experts**.



... Finally, I focused on the **Booking an appointment process** through Luffy's needs.



Luffy doesn't want to waste time. He wants to have access to an expert's schedule to **directly book appointments online**. Besides, he is **looking for a fast experience**, including when it comes to booking appointments and paying for an expert's time.



Design Process

1. Discover

2. Define

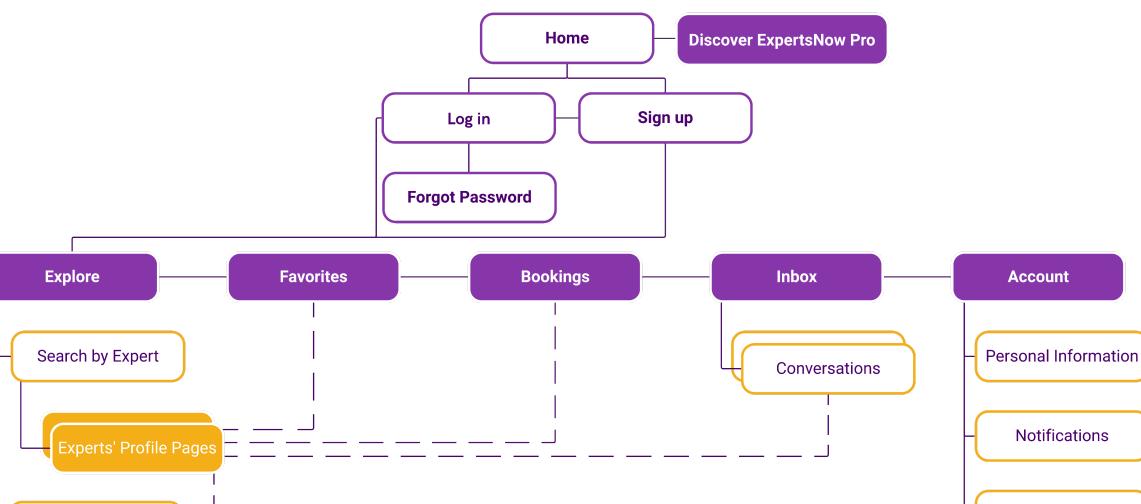
3. Develop

4. Deliver

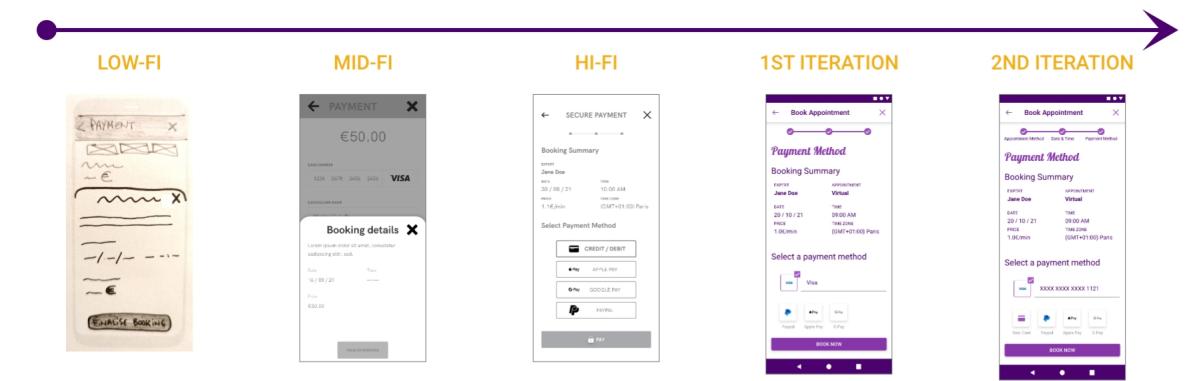
5. Refine

With the previous user flows in mind, I was able to **map out ExpertsNow** and **start designing its different screens**.

INFORMATION ARCHITECTURE



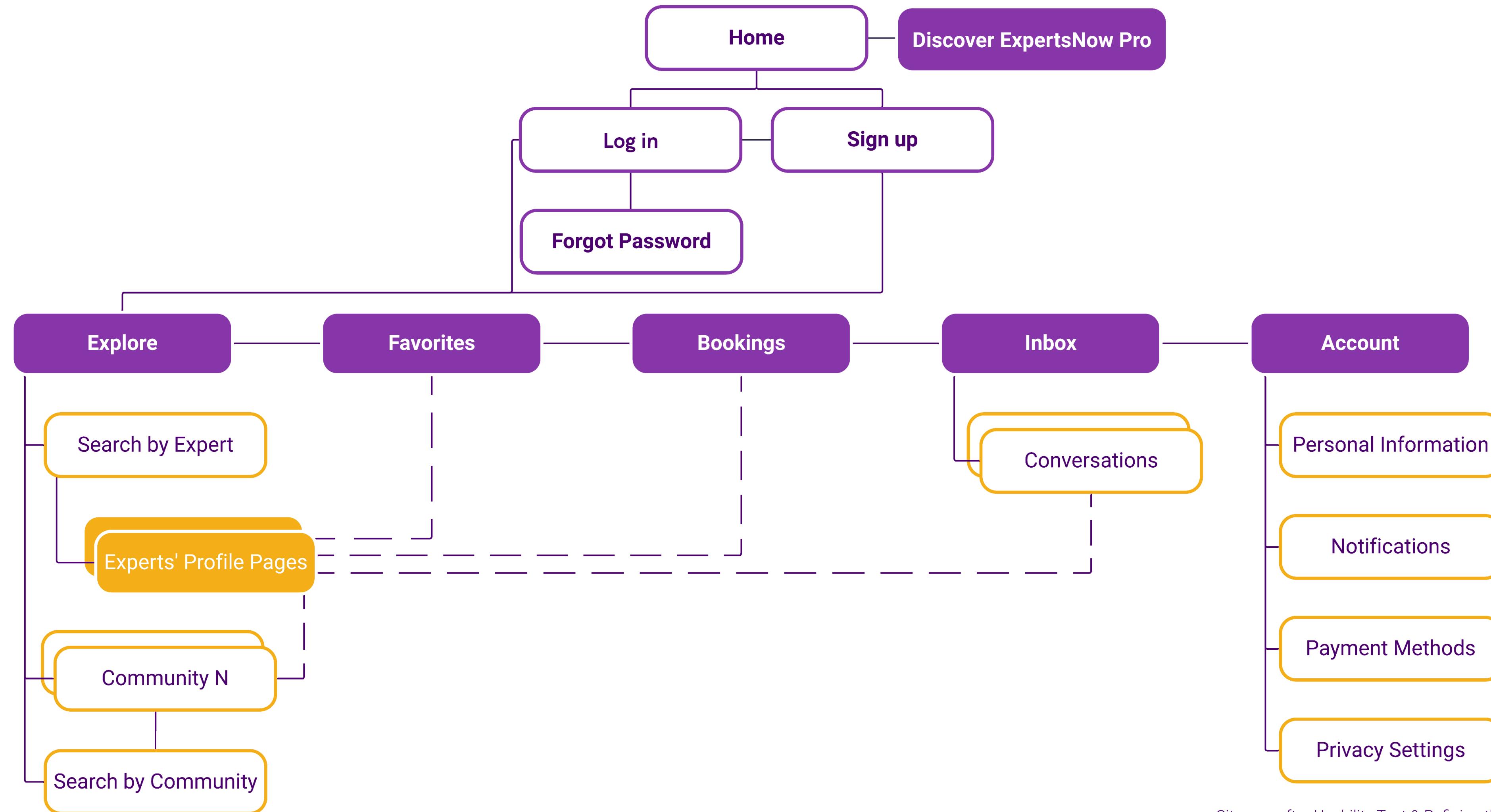
WIREFRAMING



In order to have a better overview of the ExpertsNow organization, I created a sitemap on LucidChart.

I designed ExpertsNow different screens step by step: low-fidelity, mid-fidelity and high-fidelity.

Thanks to my personas' user flows, I was able to map out ExpertsNow. **This sitemap gave me an overview of how the app should be organized and all the different screens needed.**

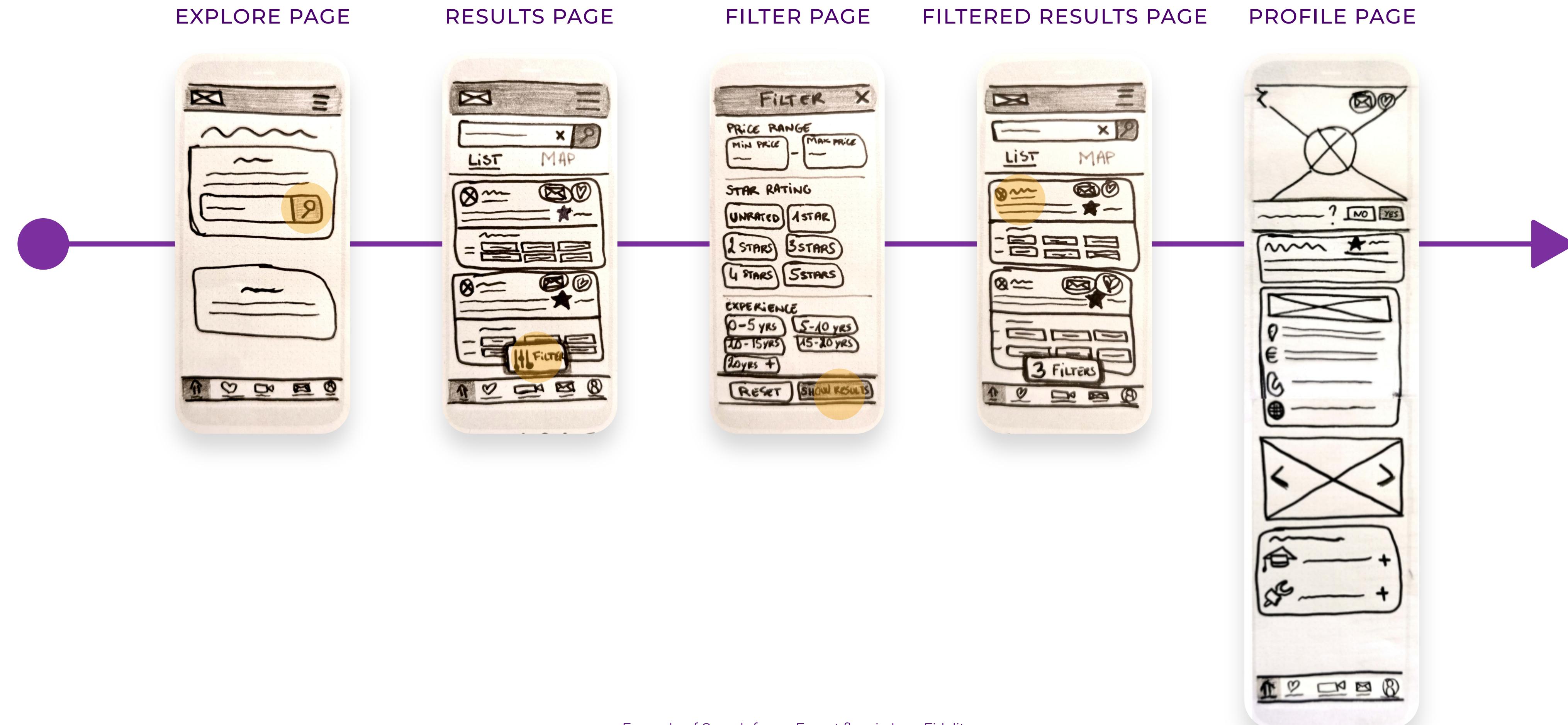


Sitemap after Usability Test & Refining the design

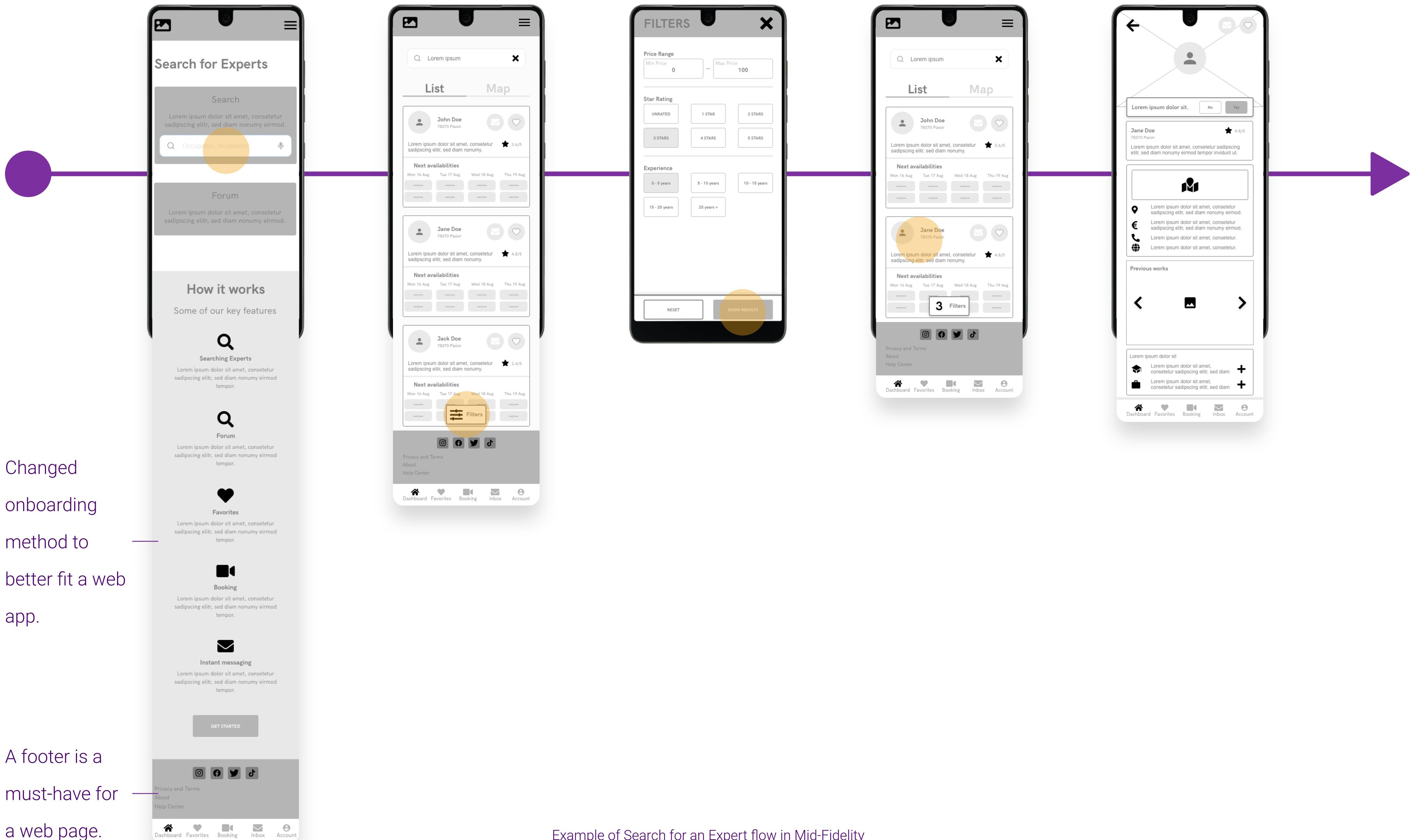
With the sitemap in mind, I was able to start **creating the different screens step by step, with a Mobile-First Design approach.**

WIREFRAMING

I started **designing low-fi wireframes** with pen and paper as **to quickly get an idea of ExpertsNow organization and navigation flow.**



I continued with **designing mid-fi wireframes** on Adobe XD to determine all the needed elements on each screen.



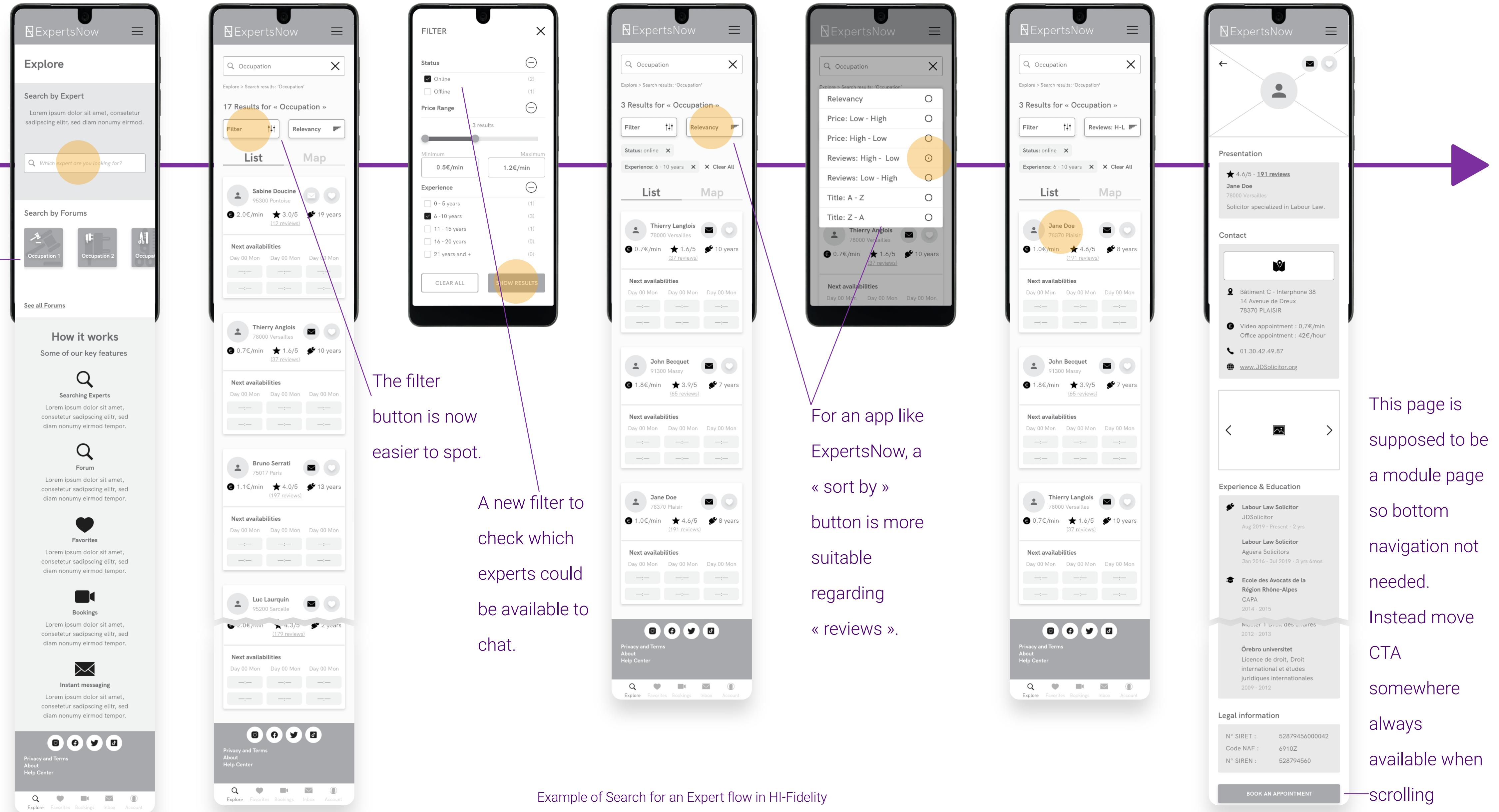
I finished the first **designing** phase with **high-fi wireframes** (still on Adobe XD) **to go into more detail**: pay attention to the different spacing and elements' sizes.

The Forums section was not emphasized enough.

The filter button is now easier to spot.
A new filter to check which experts could be available to chat.

For an app like ExpertsNow, a « sort by » button is more suitable regarding « reviews ».

This page is supposed to be a module page so bottom navigation not needed.
Instead move CTA somewhere always available when scrolling



Example of Search for an Expert flow in HI-Fidelity

Design Process

1. Discover

2. Define

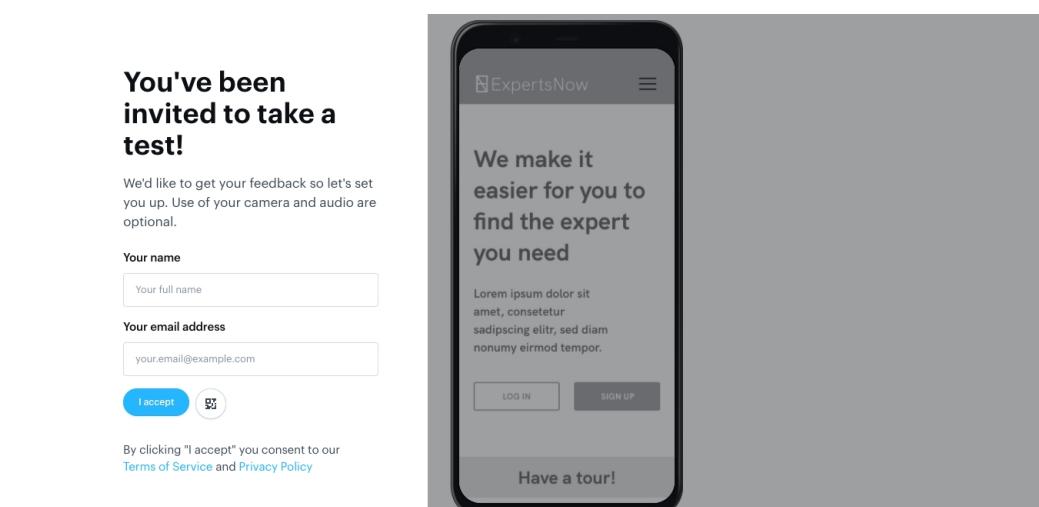
3. Develop

4. Deliver

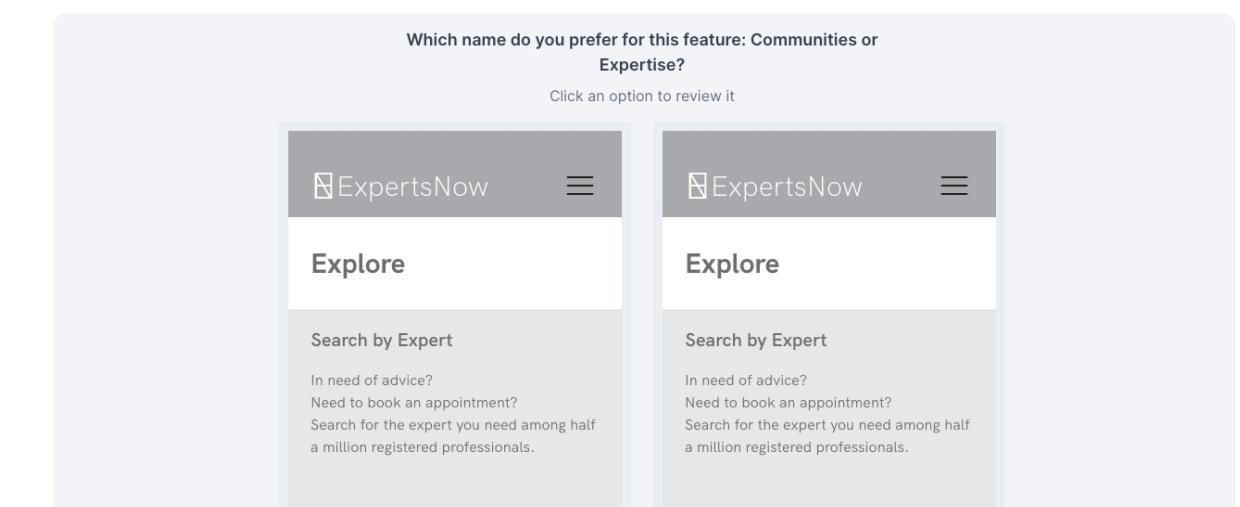
5. Refine

Once I finished designing all the screens from the 3 key features, I **performed a Usability and a Preference test** to check if the organization and navigation flow of ExpertsNow were intuitive enough.

USABILITY TEST



PREFERENCE TEST



I performed a Usability test of the 3 key features via Marvel and Zoom.

I carried out preference tests via Usability Hub regarding 3 screens that test participants felt confused on.

I performed moderated usability tests to assess the intuitiveness of ExpertsNow (1 in-person & 5 remote).



TEST OBJECTIVES

Determine if participants understand what ExpertsNow is about: is the onboarding method choice efficient?

Determine if participants are able to sign up easily: any pain points?

Observe how participants research for an expert and save him/her into “Favorites”: What do they think about the research process? Criterias?

Observe how participants book a virtual appointment: What do they think about the booking process? Did they expect every step? Anything missing and/or confusing?



PARTICIPANTS

6



TOOLS

zoom

Zoom

marvel

Marvel



WhatsApp



TASKS

1. Log into ExpertsNow from the sign up page
2. Search an Expert and save her into Favorites
3. Book a virtual appointment with this Expert

To well grasp all the pain points from the test participants, I analyzed their answers via affinity maps and then, through a rainbow spreadsheet. In my design iteration process, I focused on the 5 most urgent issues.

AFFINITY MAPS



By doing affinity maps, I gathered all the test participants observations, errors, positive and negative quotes.

RAINBOW SPREADSHEETS

The rainbow spreadsheets helped me having a **better overview of the participants' pain points** and determine **which modifications were most urgent**.

EXAMPLE OF FEEDBACK IMPLEMENTATION ON THE SIGN UP PAGE

ERROR

Lack of a straightforward way to go to the Log in page from the Sign up page.

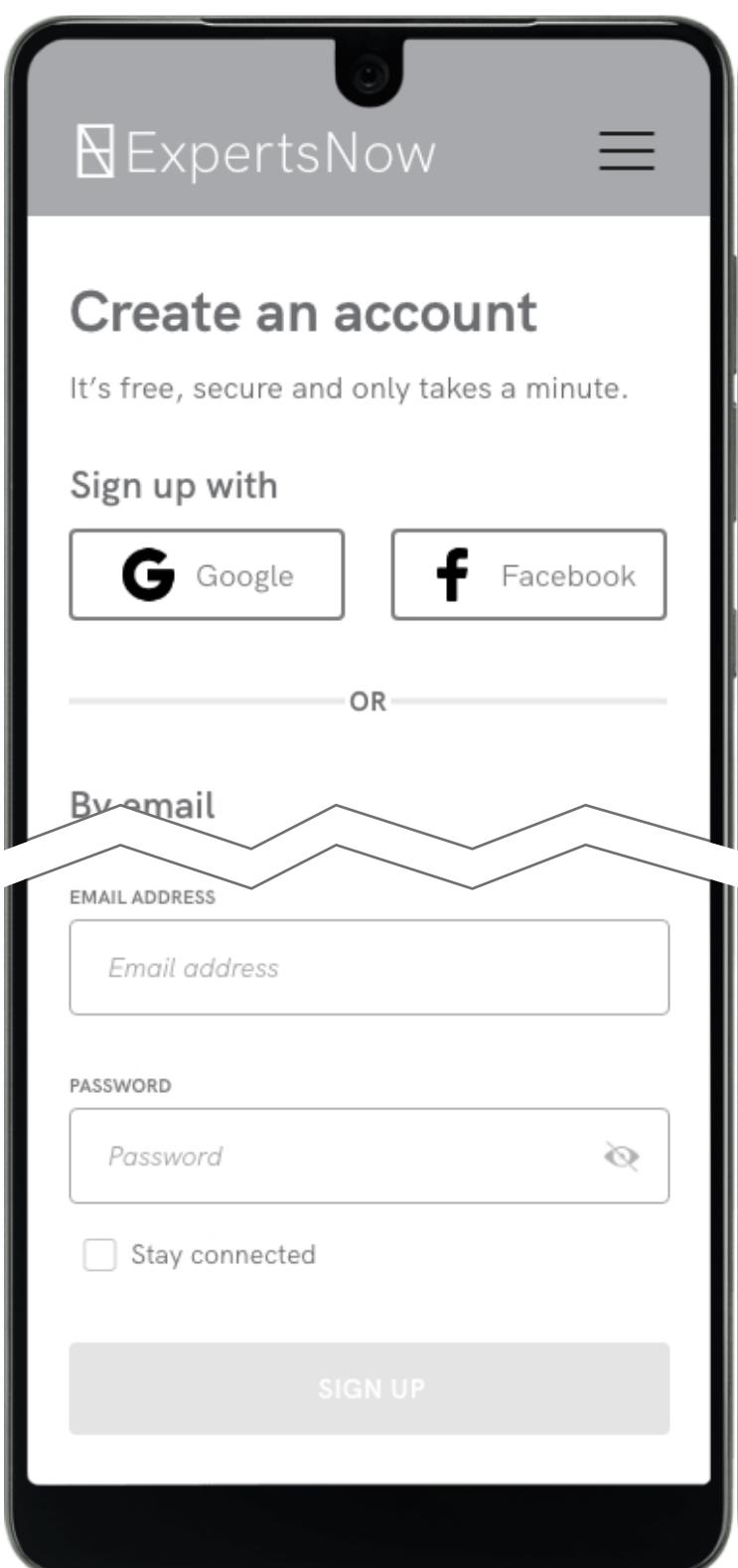
EVIDENCE

When asked to go to the Log in page from the Sign up page, **all test participants felt confused and struggled to do the task.**

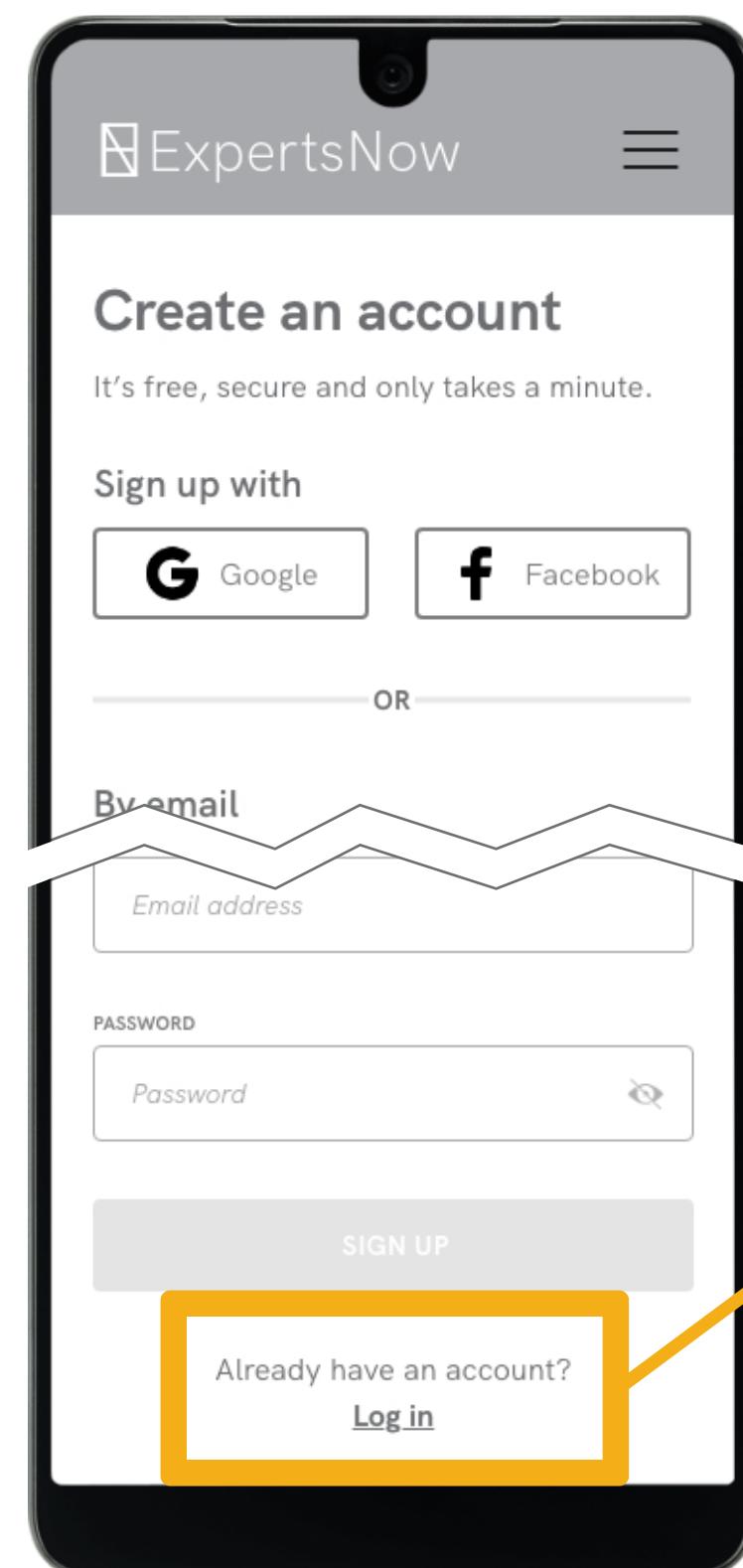
ITERATION

At the bottom of the page, I **added a question and hyperlink to facilitate the transition** to the Log in page in case of mistake.

BEFORE



AFTER



EXAMPLE OF FEEDBACK IMPLEMENTATION ON THE BOOK APPOINTMENT PAGE

ERROR

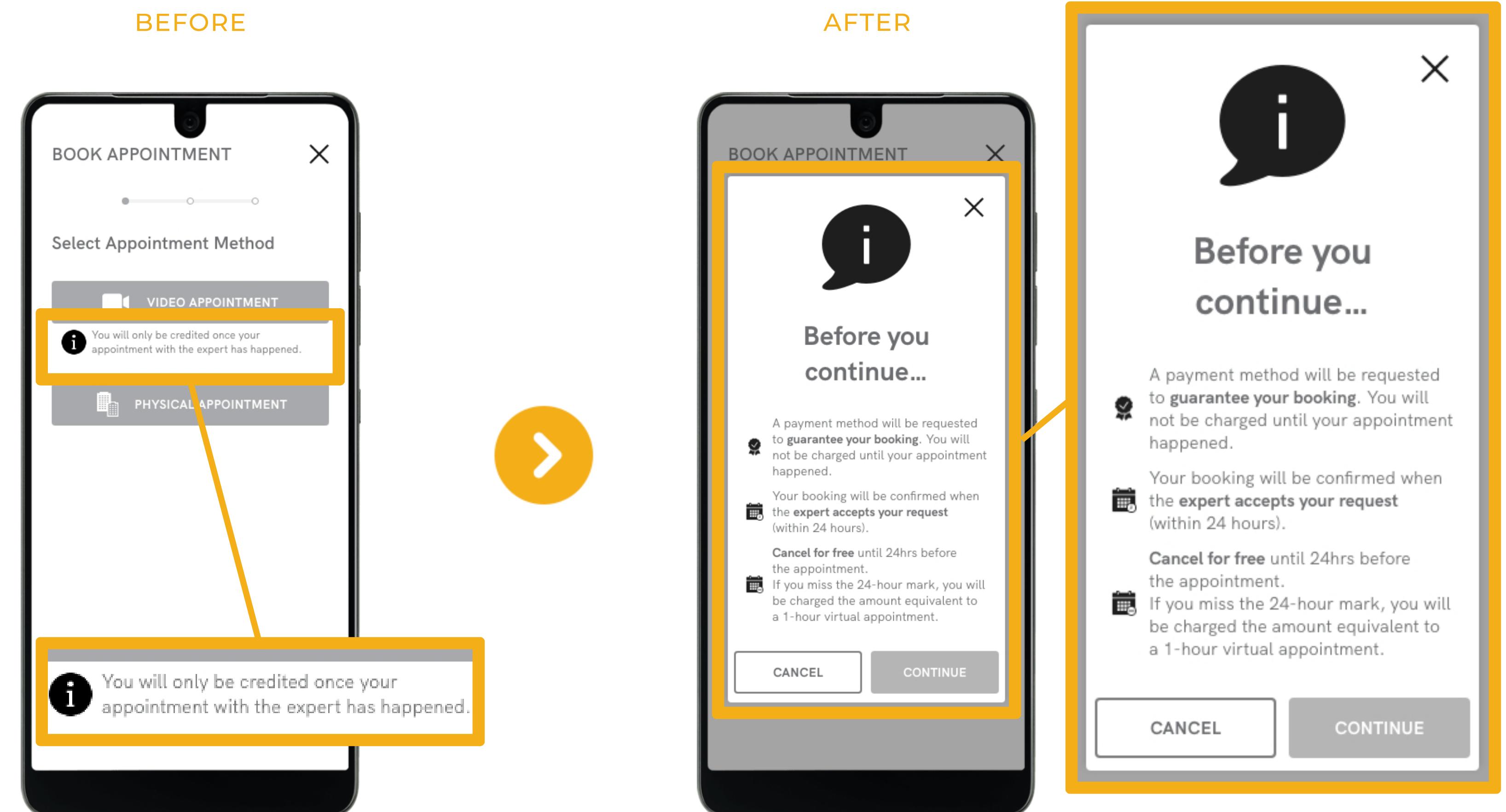
The small paragraph is not giving enough information to the users on what to expect from the Booking process.

EVIDENCE

All participants stated not feeling safe enough during the process. 2 were disturbed by the payment method request and 2 were confused by the « pending confirmation » status of the booking.

ITERATION

I changed the paragraph for a dialog where information were displayed more profusely and in a clearer way.



Participants were mainly confused while on the Homepage, Explore page and Booking page. So, I carried out 3 preference tests to come up with the best solutions to avoid further confusion.

EXAMPLE OF THE HOMEPAGE/ONBOARDING PREFERENCE TEST

1. Preference test

Which design do you prefer?

Homepage - Version A.png
1m 27s 19% 3

Homepage - Version B.png
46s 81% 13

WHAT WAS TESTED

In this Preference Test, I tested **which way users would prefer getting information** on ExpertsNow and understand its purpose: through a **video** (1) **or via pictures & text** (2) ?

WHAT WAS ASKED

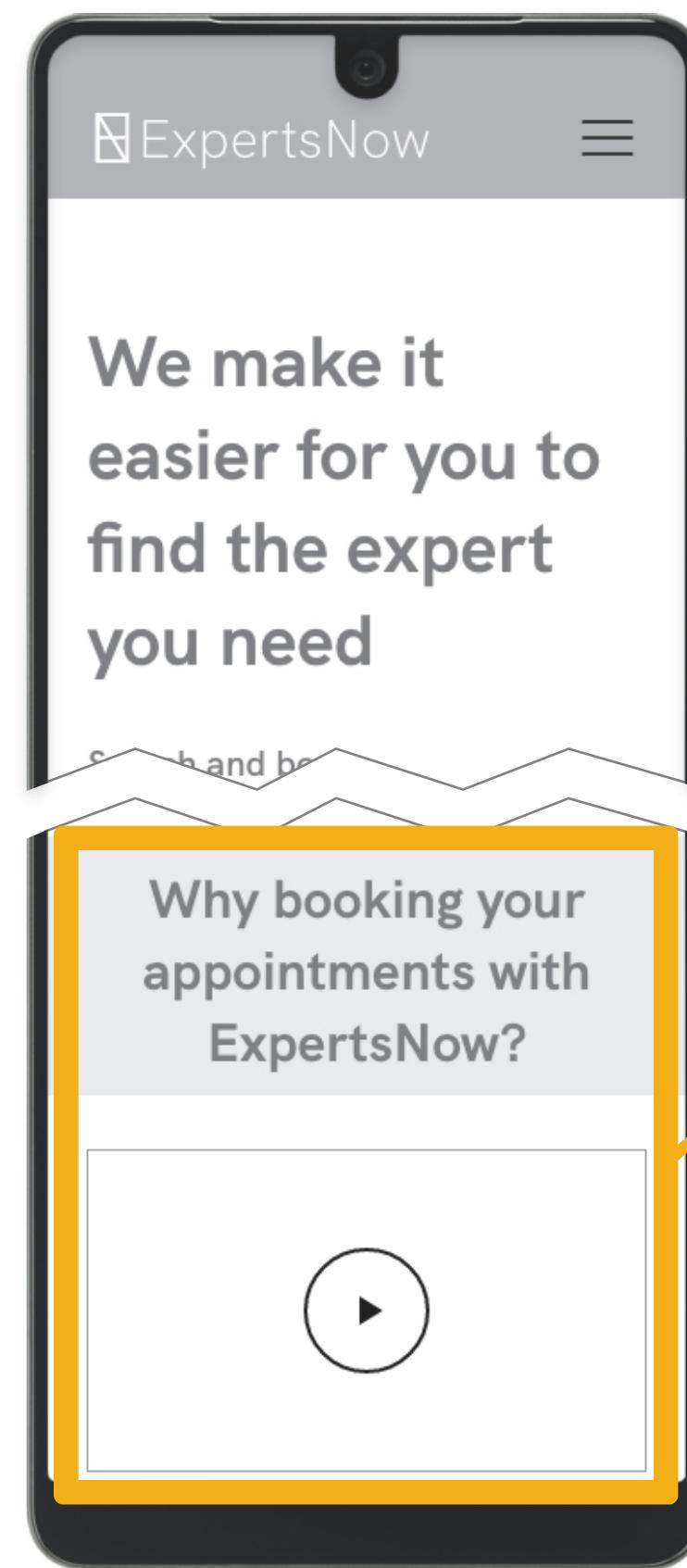
Which design do you prefer? Why?

1

19%



3



(original)

COMMENTS

1

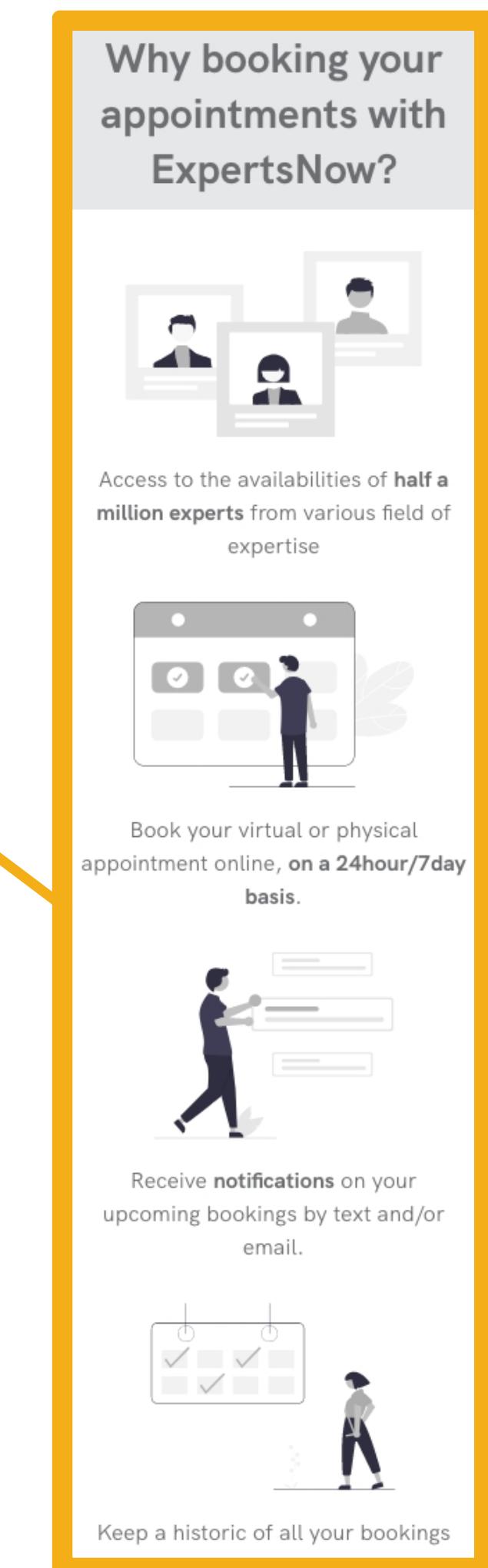
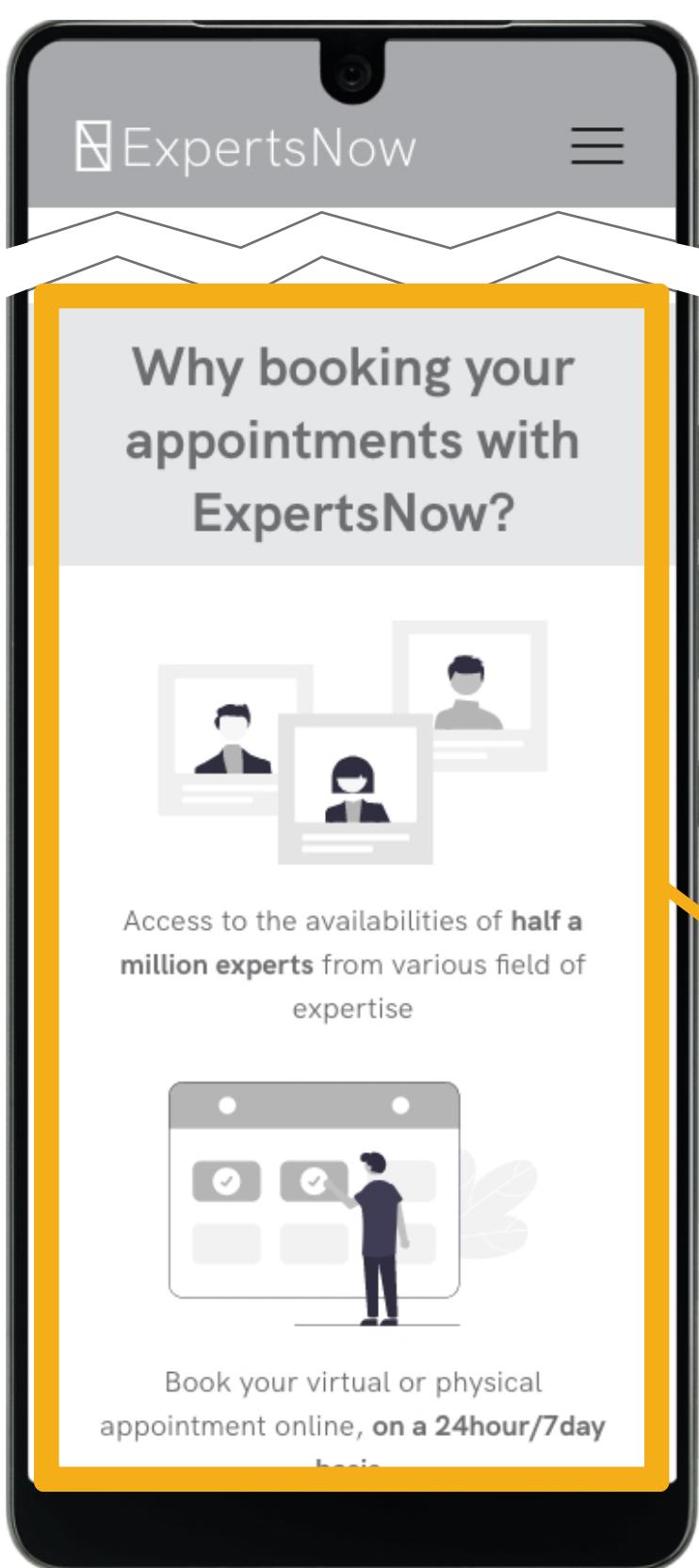
More clear

2

81%



13



2

Sometimes I don't want to watch a video and would prefer skimming through text.

Nobody got time to click and watch a video

Saving more time and information can easily be seen by user/s.

Design Process

1. Discover

2. Define

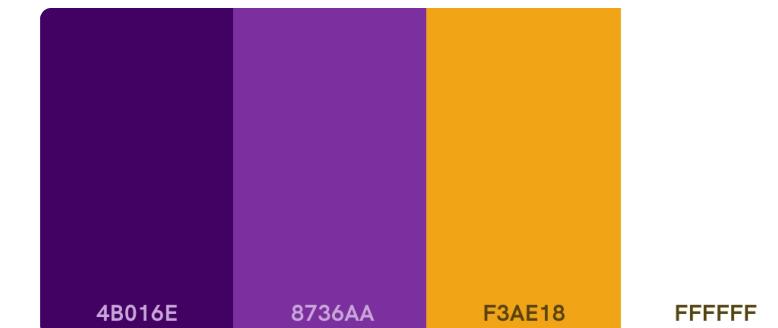
3. Develop

4. Deliver

5. Refine

After testing my prototype and implementing the different tests participants' feedback, I **focused on the visual aspect of ExpertsNow**.

REFLEXIONS ON WHICH UI DESIGN TO GO WITH



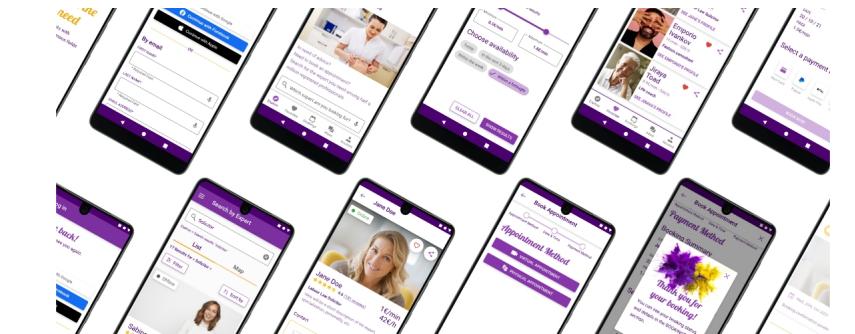
To refine the UI Design of ExpertsNow, I determined a color strategy and followed different design principles & guidelines.

STYLE GUIDE



To ease the process of refining ExpertsNow visual design, I created a UI kit which I documented in a Style Guide.

FINAL DESIGN



Before finalizing my design, I asked fellow designers to review ExpertsNow UX/UI. I also included the Web Content Accessibility Guidelines.

For the UI Design of ExpertsNow, I had to **come up with my own color strategy**. I then **refined the design of the app according to Gestalt Laws, the Principle of Design and Material guidelines**.



WHY CHOOSING THIS COLOR PALETTE?

This colors combination aims to **surprise, catch the users' attention and make them feel welcome**. I wanted something unusual as ExpertsNow purpose **is something new** on the French market.

Associating purple with yellow sends a unique and bold vibe added to a feeling of exclusiveness. Purple is usually considered « female-oriented » but this combination can be pleasing to the « male-eye » as it is often used in sport teams' logo (Lakers).

Nevertheless, since I was **looking for a refined and not overwhelming visual design** to facilitate navigation, **adding « white »** in this composition **felt essential to create space and add a feeling of simplicity**.



GESTALT LAWS, DESIGN PRINCIPLES & MATERIAL DESIGN

While refining ExpertsNow visual design, I tried to follow some of **Gestalt laws of grouping** (especially similarity) and some of the **Design Principles** (Hierarchy, Balance, Unity & Emphasis) to get a well-balanced and clear UI design.

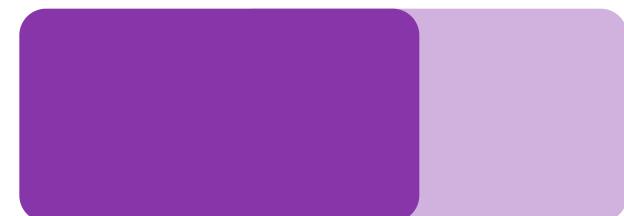
Also, and in order to provide users with designs they were already familiar with, I followed some of **Material Design guidelines regarding components** - such as buttons, bottom and top navigation bars, cards, among others.

After determining a color strategy and while following different design principles and guidelines, I created a UI kit for ExpertsNow to facilitate the new iteration process but also to prepare for a possible handover with developers. I documented this UI kit in a Style Guide (includes updates from Collaborative Design feedback & from following Web Content Accessibility Guidelines).



Color Palette

PRIMARY COLORS

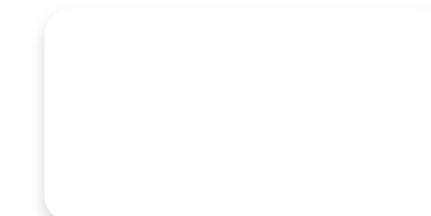


Dynamic Purple Light Opacity
Hex #8736AA Hex #D1B2DF
R 134 G 54 B 170 R 209 G 178 B 223



Dark Purple Light Opacity 2
Hex #4B016E Hex #9164A6
R 75 G 1 B 110 R 145 G 100 B 66

SECONDARY COLOR



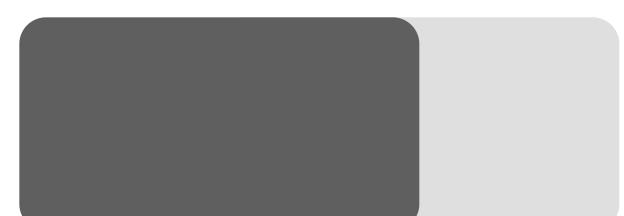
White
Hex #FFFFFF
R 255 G 255 B 255

ACCENT COLOR



Warm Yellow
Hex #FFFFFF
R 255 G 255 B 255

ADDITIONAL COLORS



Grey Light Opacity 3
Hex #5F5F5F Hex #DFDFDF
R 95 G 95 B 95 R 223 G 223 B 223



Red (error)
Hex #CE2929
R 206 G 41 B 41



Green (valid)
Hex #CE2929
R 206 G 41 B 41

Aa Typography

Headline 1

Lobster - 45px - Regular
Character spacing : 0px
Line spacing : 25px

Headline 2

Lobster - 32px - Regular
Character spacing : 0.25px
Line spacing : 42px

Headline 3

Roboto - 24px - Regular
Character spacing : 0px
Line spacing : 34px

Headline 4

Roboto - 20px - Medium
Character spacing : 0.15px
Line spacing : 30px

Subtitle 1

Roboto - 16px - Regular
Character spacing : 0.15px
Line spacing : 26px

Subtitle 2

Roboto - 14px - Medium
Character spacing : 0.1px
Line spacing : 24px

Body 1

Roboto - 16px - Regular
Character spacing : 0.5px
Line spacing : 26px

Body 2

Roboto - 14px - Regular
Character spacing : 0.25px
Line spacing : 20px

BUTTON

Roboto - 14px - Medium
Character spacing : 1.25px
Line spacing : 24px

Caption

Roboto - 12px - Regular
Character spacing : 0.4px
Line spacing : 22px

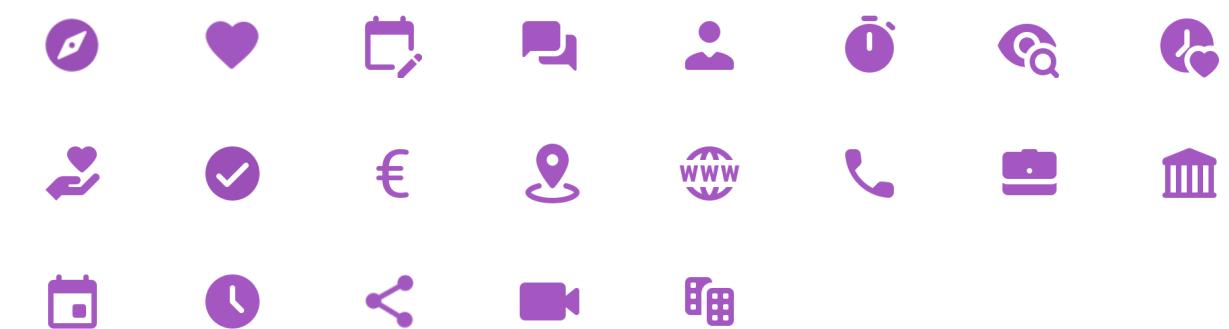
OVERLINE

Roboto - 12px - Regular
Character spacing : 1.25px
Line spacing : 22px



Iconography

ICONS 24x24px - PURPLE



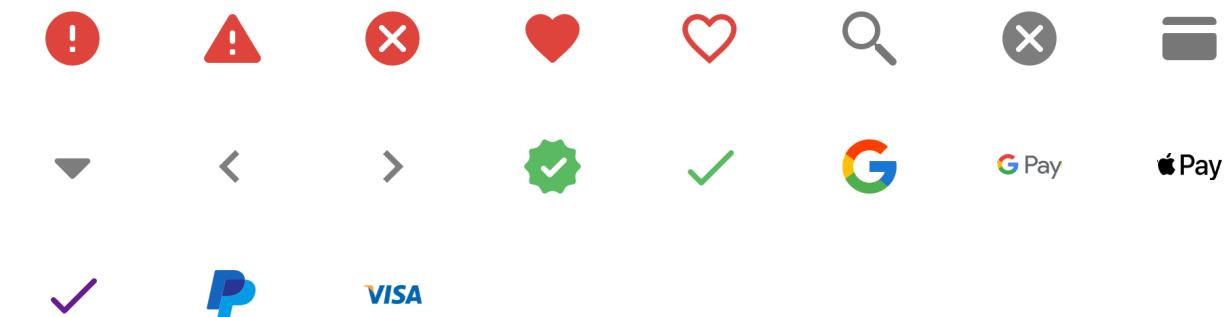
ICONS 18x18px



Source of the icons: [Icons8/Pichon](#)

Family of the icons: **Material rounded/outlined**

ICONS 24x24px - MULTICOLORS



ICONS 48x48px



ICONS 24x24px - WHITE

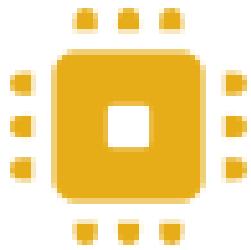


ICONS 96x96px



LOGO





Components - Cards (example)

EXPERT'S "SEARCH RESULT" CARD

● Online

Jane Doe
★★★★★ 4.6 (191)

1€/min
60€/h

Labour Law Solicitor

Here will be a short description of the expert, specialization, personality, etc.

Next Availabilities

Day 00 Mon	Day 00 Mon	Day 00 Mon
09:00 AM	09:00 AM	09:00 AM

[SEE JANE'S PROFILE](#)

● Offline

Jane Doe
★★★★★ 4.6 (191)

1€/min
60€/h

Labour Law Solicitor

Here will be a short description of the expert, specialization, personality, etc.

Next Availabilities

Day 00 Mon	Day 00 Mon	Day 00 Mon
09:00 AM	09:00 AM	09:00 AM

[SEE JANE'S PROFILE](#)

UI according to Material.io guidelines on cards

Online/Offline's size: 32x89px with center-alignment

EXPERT'S "FAVORITES" CARD

● Online

Jane Doe

1€/min - 60€/h

Labour Law Solicitor

[SEE JANE'S PROFILE](#)

● Offline

Jane Doe

1€/min - 60€/h

Labour Law Solicitor

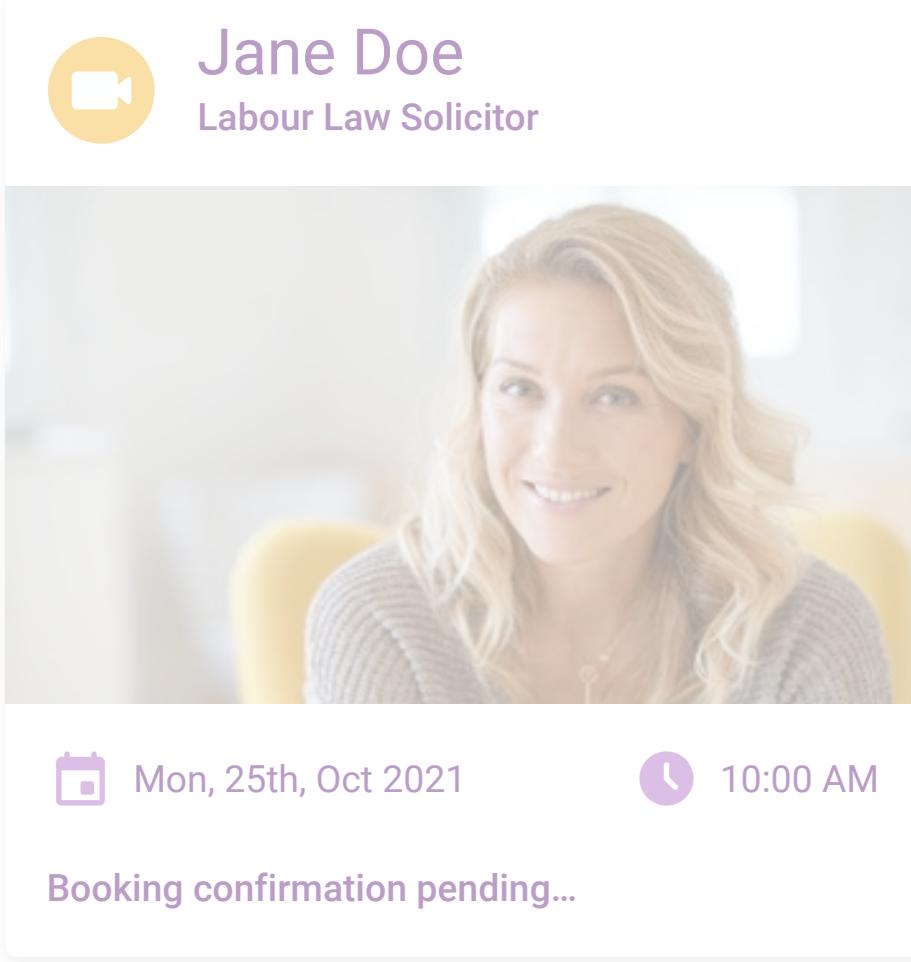
[SEE JANE'S PROFILE](#)

Card's size: 158x344px

Picture's size: 158x126px

Online/Offline indicator: 12x12px with drop shadow

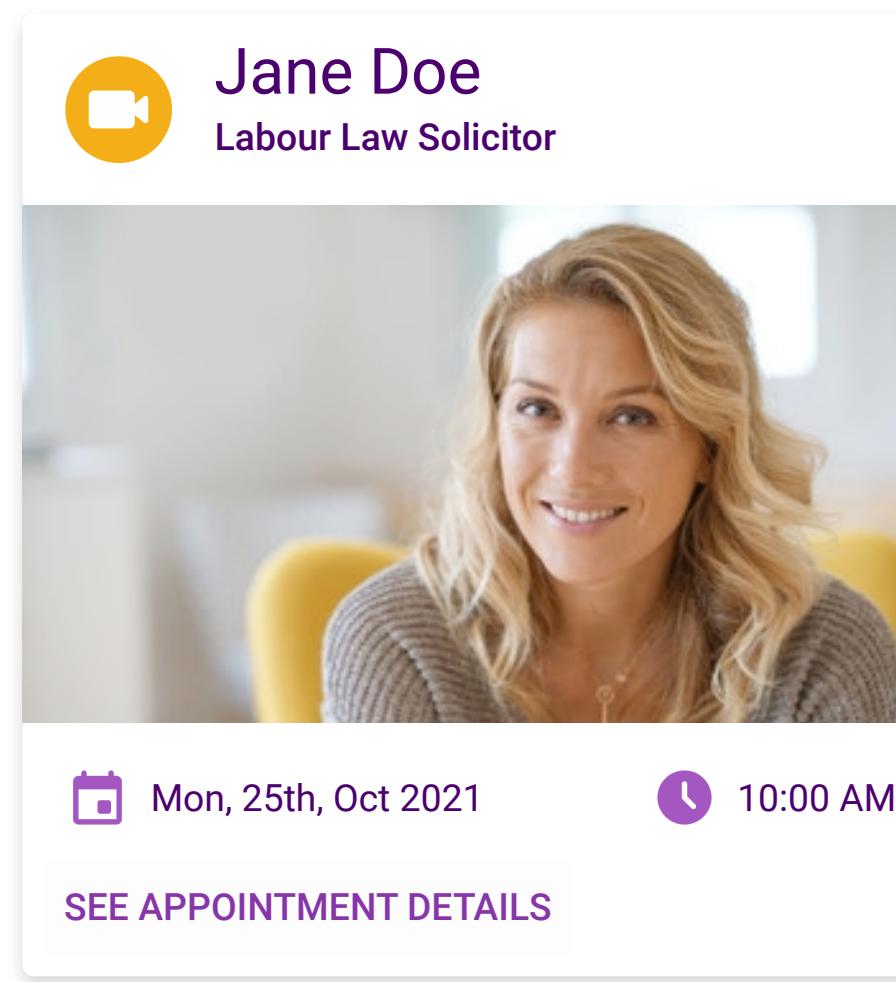
EXPERT'S "PENDING BOOKING" CARD



UI according to Material.io guidelines on cards

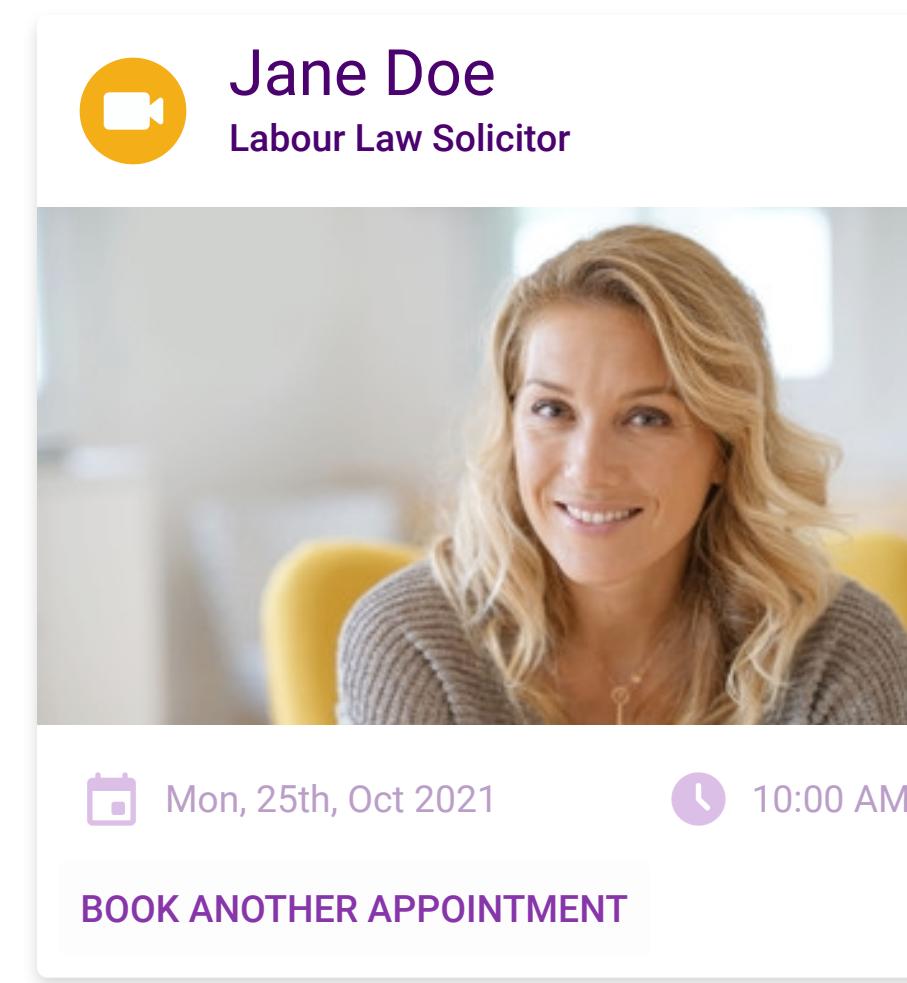
Card opacity: 38%

EXPERT'S "UPCOMING BOOKING" CARD



UI according to Material.io guidelines on cards

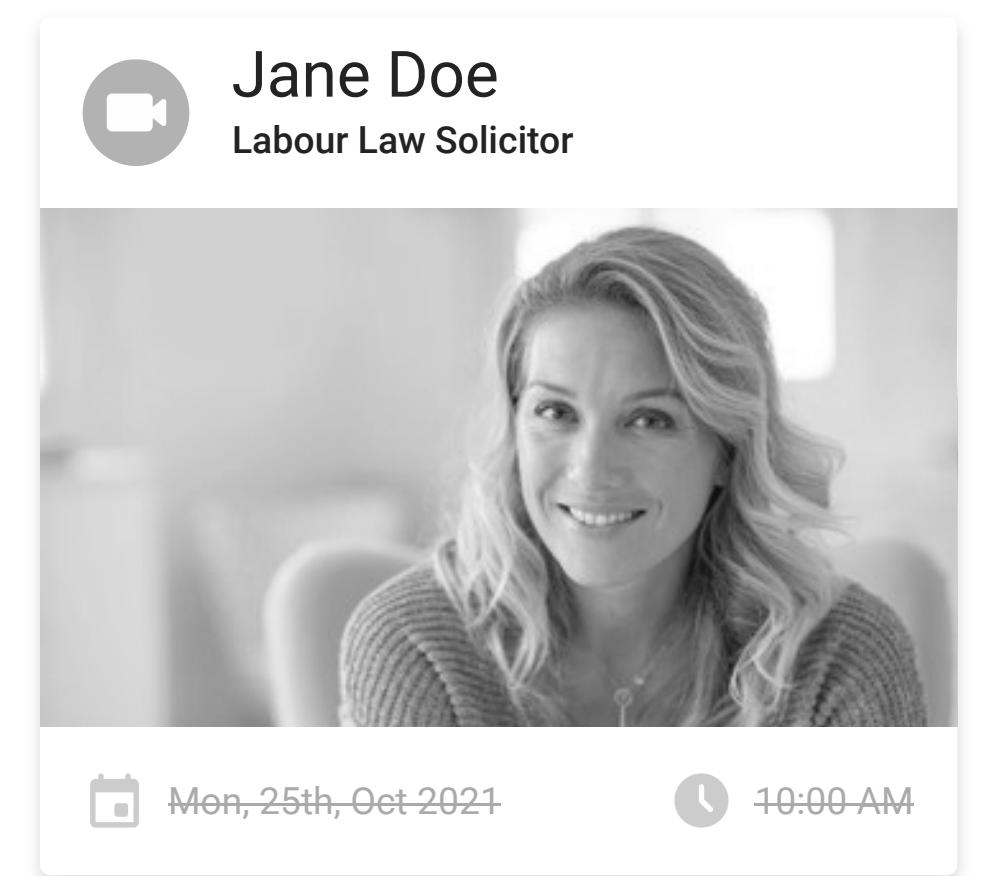
EXPERT'S "COMPLETED BOOKING" CARD



UI according to Material.io guidelines on cards

Date & Time opacity: 38%

EXPERT'S "CANCELLED BOOKING" CARD



UI according to Material.io guidelines on cards

Date & Time opacity: 38%

In a second Iteration Process, I asked 3 of my fellow CareerFoundry students to review ExpertsNow and to give me feedback from UX Designers point of view. I also took another look at the app to improve its accessibility.

Collaboration Design (example)

EMPHASIZING SIGN UP

1

The “**Log in**” & “**Sign up**” buttons were **considered hard to spot** and my peers advised to either make them bigger or move them.

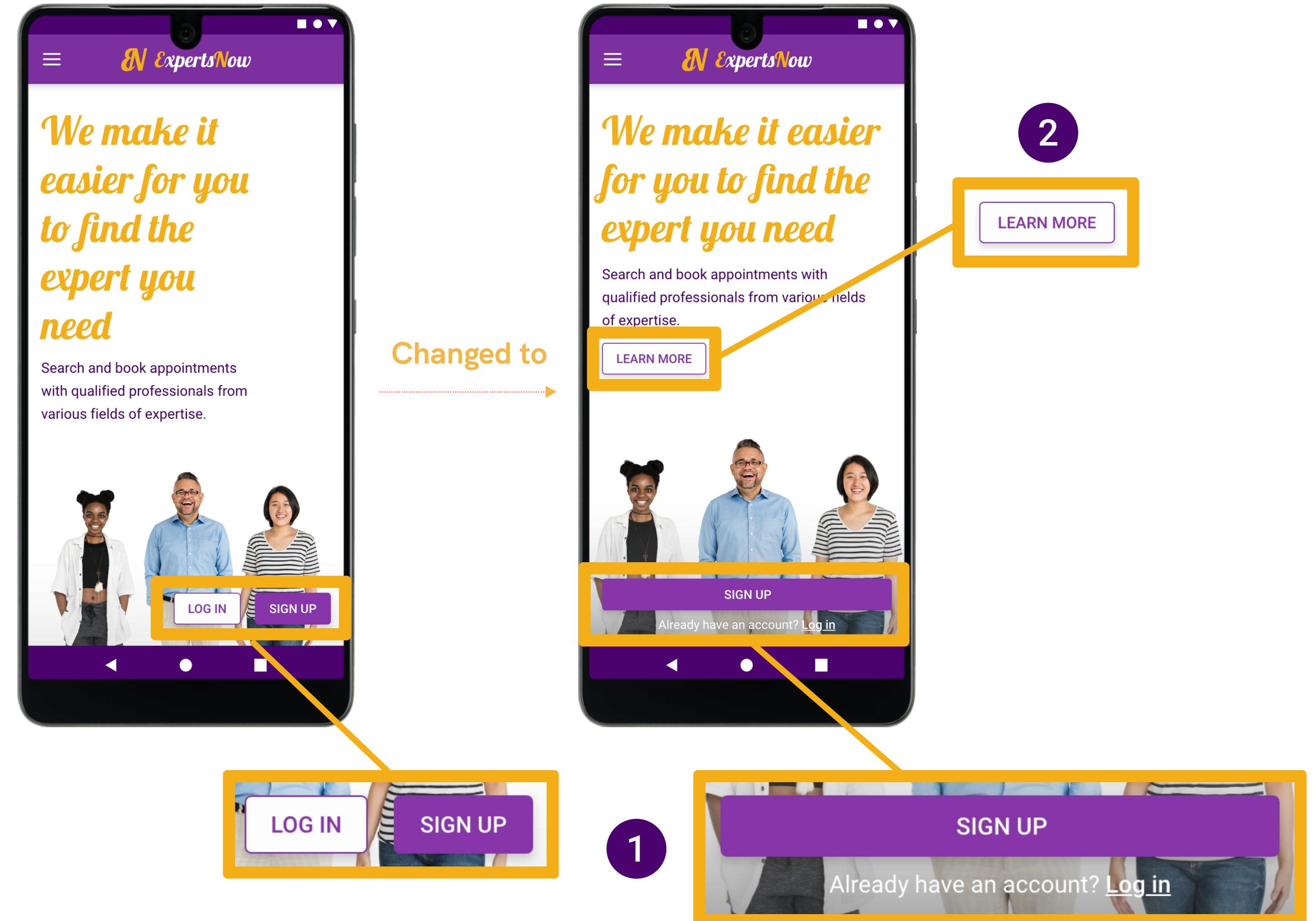
After further research, **I decided to keep the location but change the size and emphasize the “Sign up” button by changing its width**. I also increased the picture and darkened its bottom as to make the “log in” option visible.

ADDING A PROMPT

2

One of my peers **advised to add a prompt as to inform that further explanations** regarding ExpertsNow **were available below**.

I extended the area for the Headline and its subtitle so that I could add a text button labelled “Learn more”. It will enable the user to be brought to the information section after clicking on it.



Accessibility Design (example)

FORM LABELS & PLACEHOLDERS

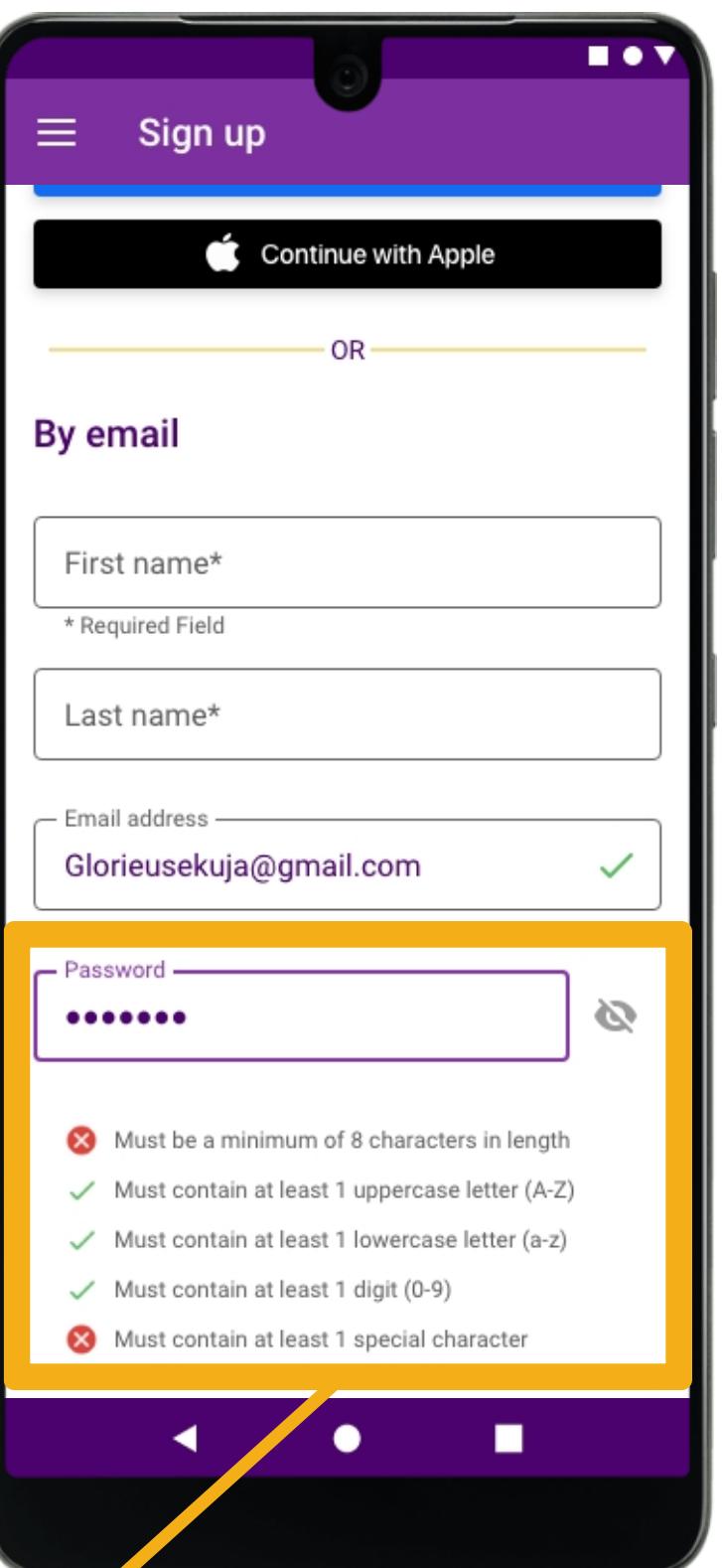
1

To improve the readability of form labels, ExpertsNow will display permanent and out-of-the-field labels.

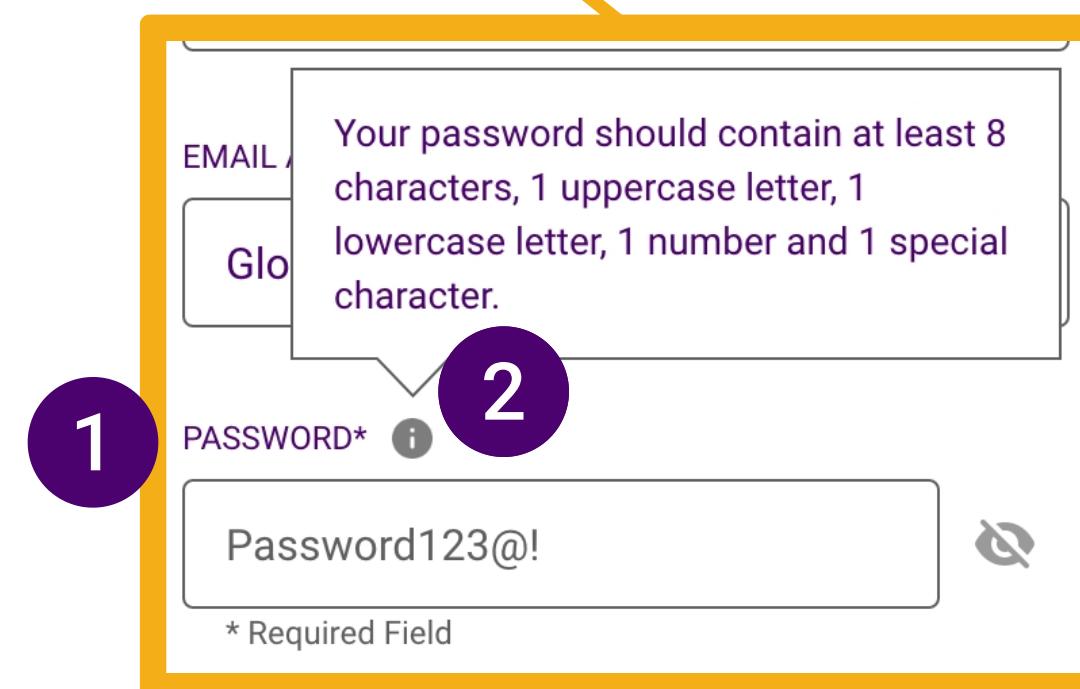
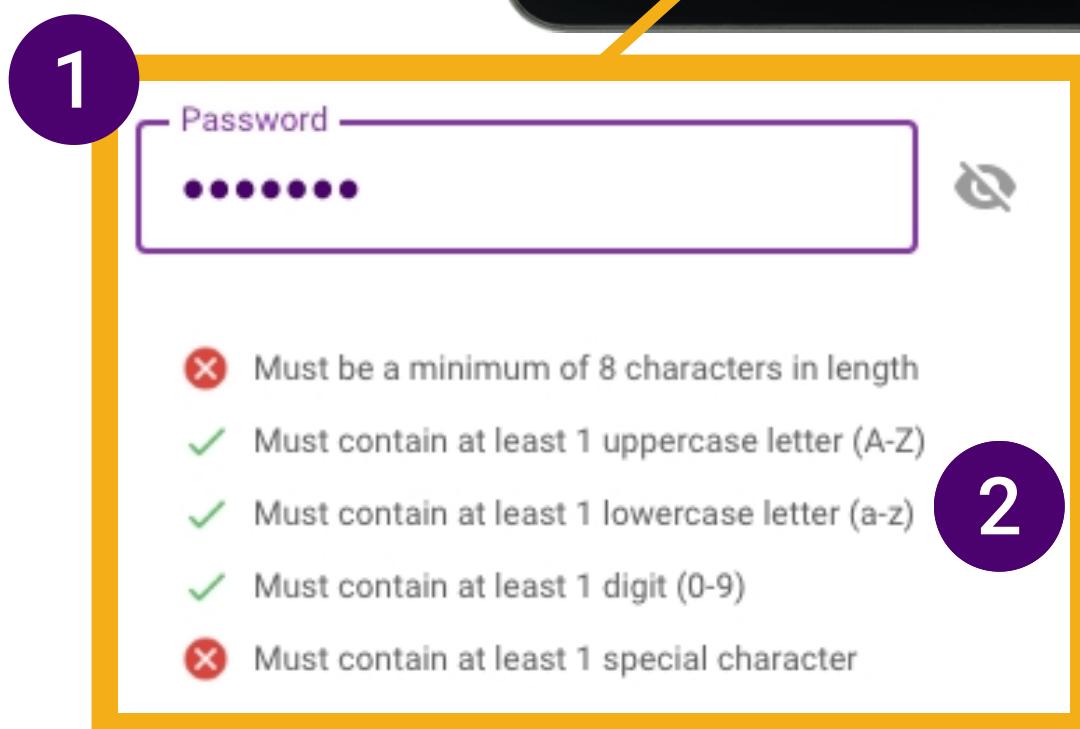
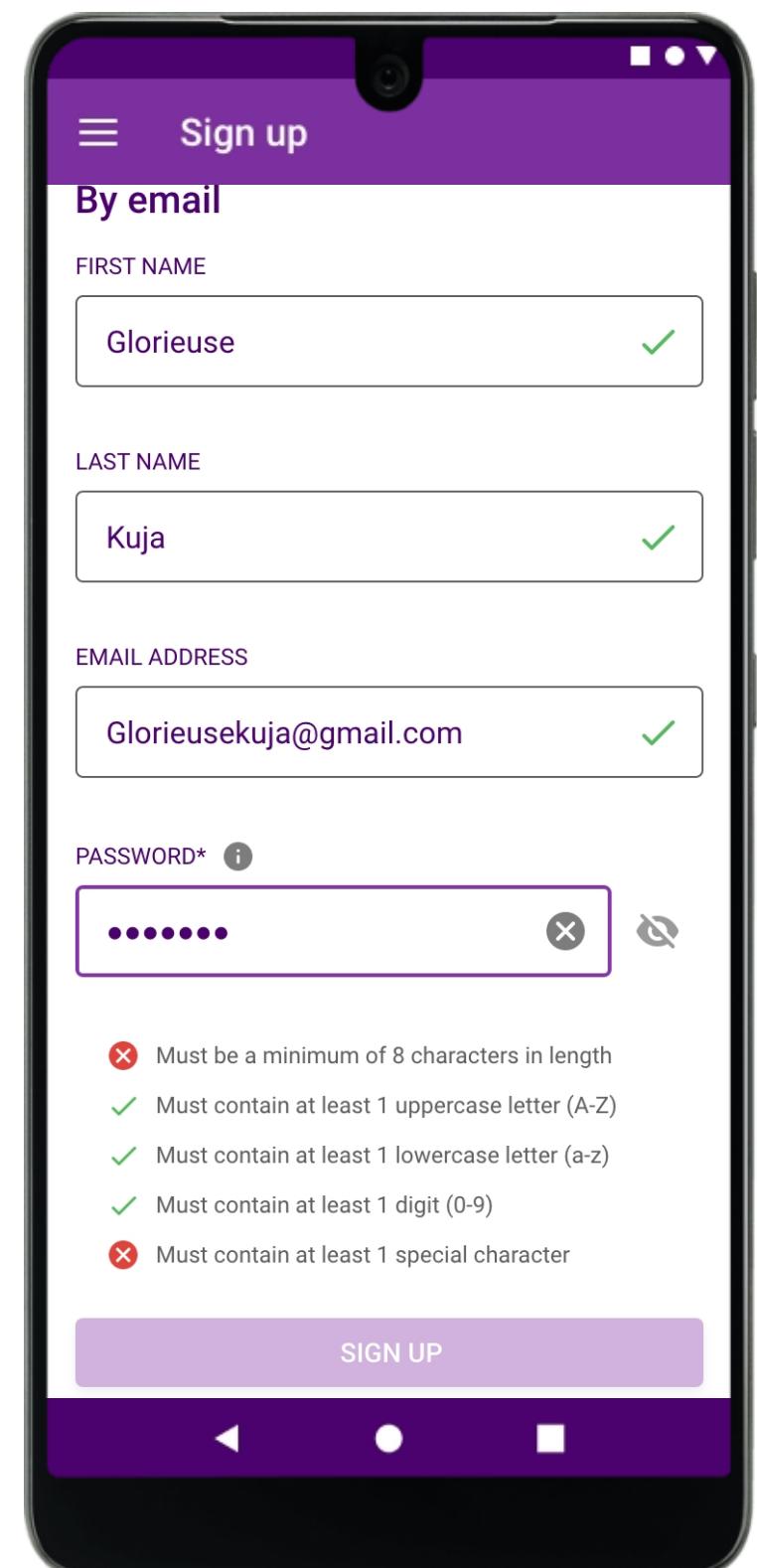
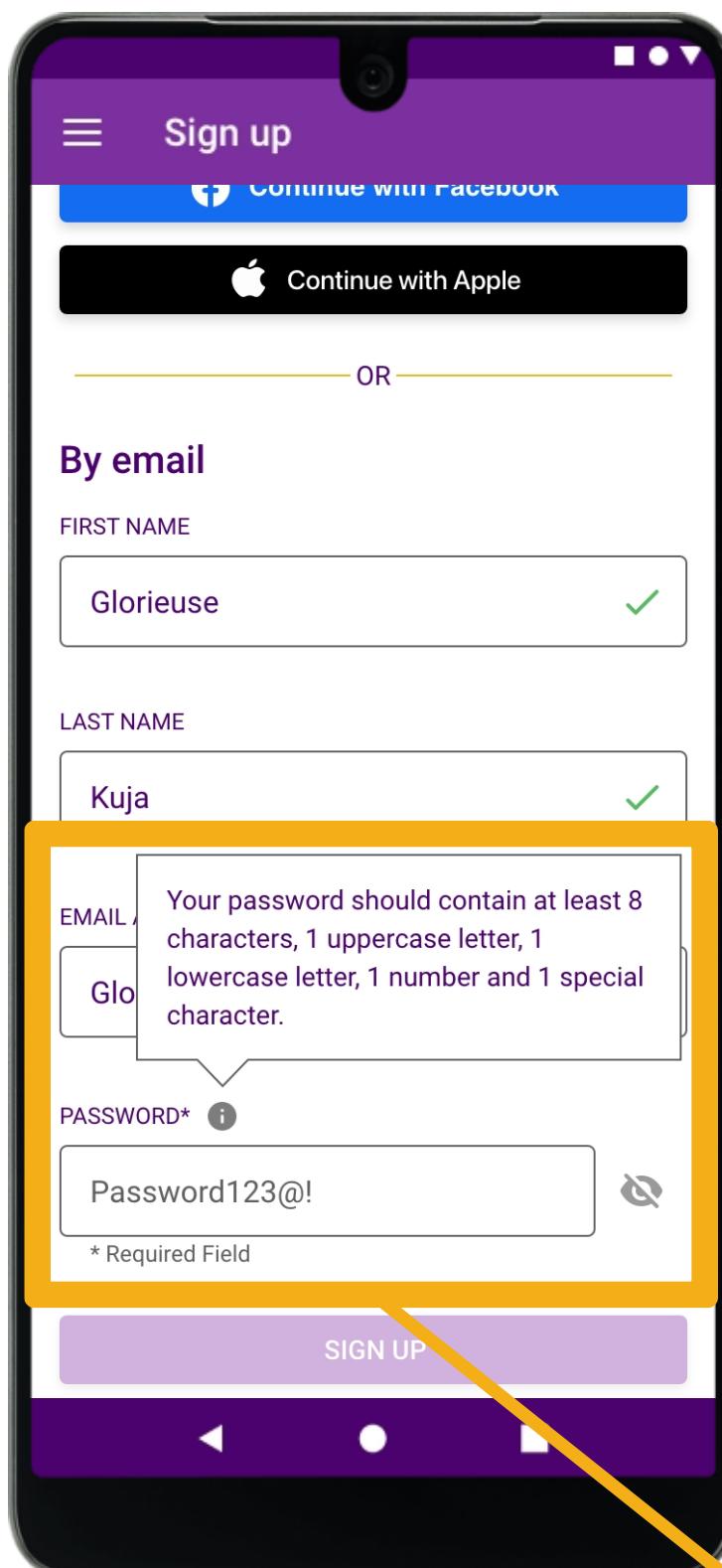
MICROCOPY

2

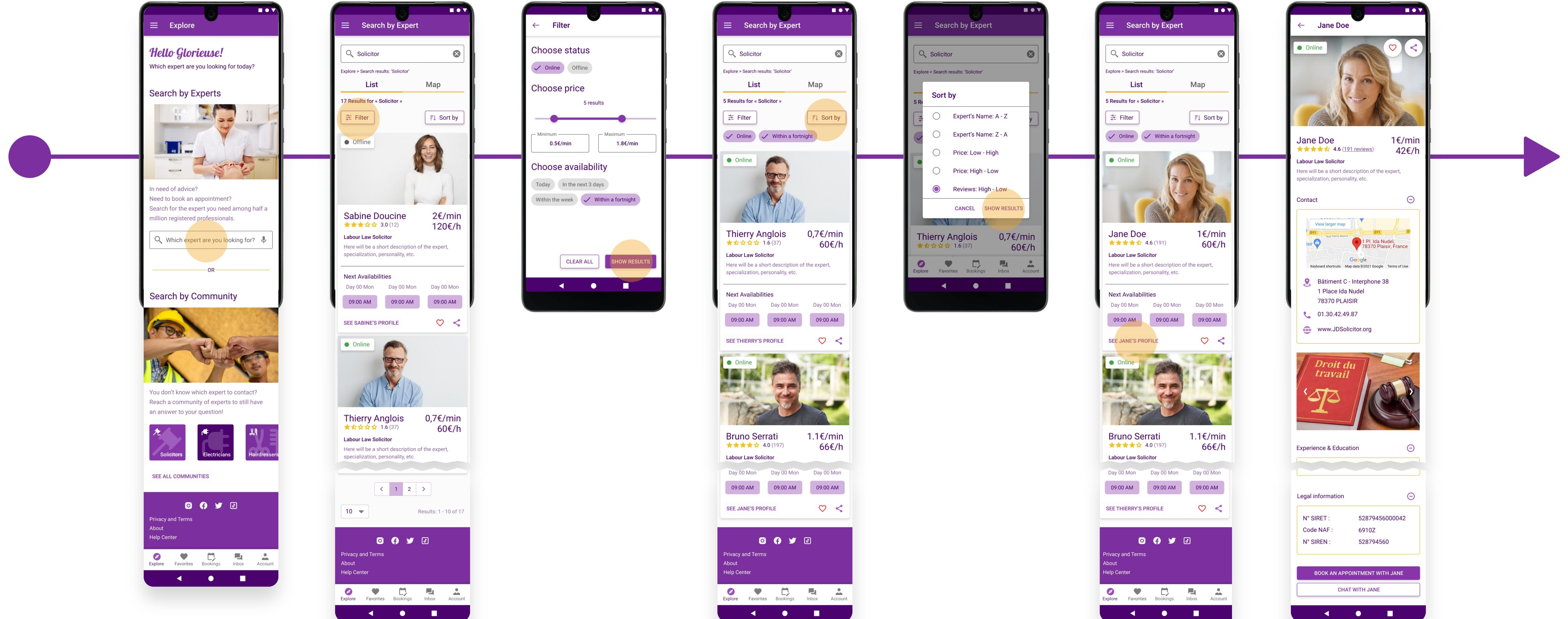
To improve the experience for screen-reader users, ExpertsNow will display hint with instructions ahead of fields that need further information before input.



Changed to



Final Design (example)



Example of Search for an Expert flow after feedback implementation and with UI Design

After the second iteration process, I **finalized updating my prototype**.

I then reflected on **what could the next steps be** to further improve the app and **what outcomes could I take from this training project**.



NEXT STEPS

During my first iteration process and following the usability test, I focused on implementing the 5 most urgent modifications. I could now **make new improvements according to the other 14 pain points that the participants pointed out**.

During the Preference Tests, 2 out of the 3 tests did not have relevant enough results: for both, 6 participants voted for a first version and 7 for the other. I should **carry out new Preference tests to get significant enough results in order to implement the best solutions possible**.

I believe that ExpertsNow should be accessible to everyone, which is why I followed some of the Web Content Accessibility Guidelines. **To verify if the app is indeed « accessible », I should carry out a Usability Test with relevant potential users.**



OUTCOMES

During this project **I learnt in details what the UX Design Process was**. While working on some of the different and varied steps I went through, I **felt frustrated at times** because of my lack of experience. **But I know now how to improve and be more efficient** regarding certain steps (especially Usability Test preparation, Hi-Fi wireframing and UI design).

I also **learnt how to use different tools**, such as Adobe XD and it **was really fun**.

Finally, what I will remember from **this project** is how much I **enjoyed it**. **Creating something according to users' needs & wants felt so satisfying and fulfilling**. **I could give sense to what I was doing** and I knew that **all the modifications** I was bringing to ExpertsNow **were in the best interest of potential future users**.

Thank you !

Credits

PICTURES

Adobe Stock Image - RawPixel.com - Vecteezy.com

DRAWINGS

Undraw

ICONS

Pichon (Material rounded/outlined)