

TURE: Mobile App and Responsive Website

fyreform



Project overview



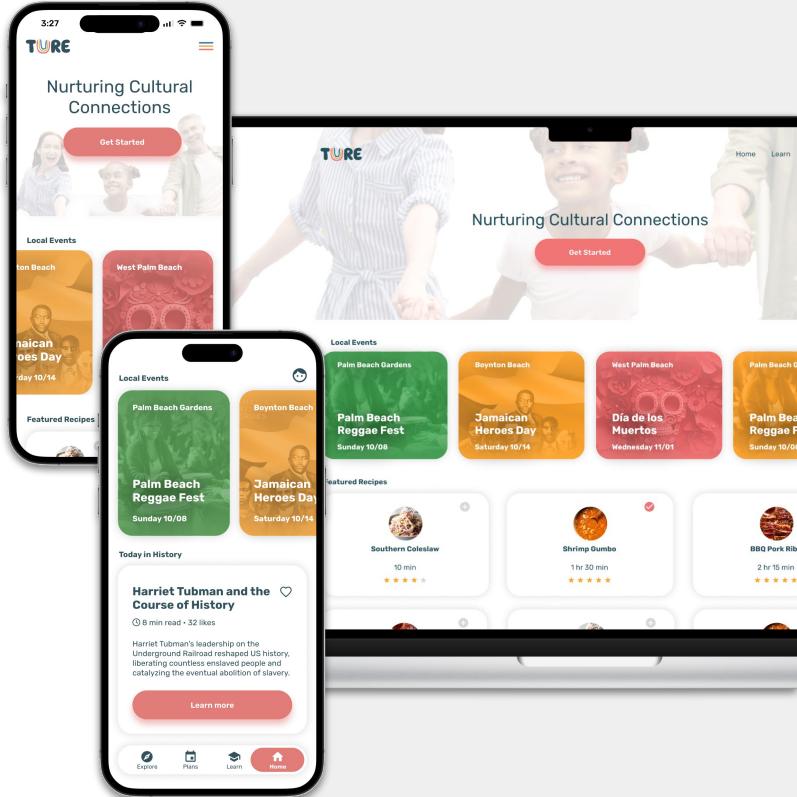
The product:

TURE is a South Florida-based network focused on improving the development of adopted and foster children. The network needs a tool that helps people learn about and experience specific cultures. TURE's target users include families of adopted children and foster parents who want to give their children of differing backgrounds a connection to their natural heritage and culture.



Project duration:

September 2023 to November 2023



TURE

Project overview



The problem:

There are 4.5 Million children in the United States are adopted, and over 400,000 children in the U.S. are in foster care. TURE has identified a lack of general knowledge of different cultures and limited resources to learn about other cultures for parents.



The goal:

Design an app that will improve education on different cultures and help parents find resources to implement those cultures into their children's lives.

Project overview



Role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I developed interview questions based on my experience as a foster parent and an adoptive parent, which was then used to conduct user interviews. Most interview participants reported feeling disconnected from their children's heritage, and they didn't know how to find resources to incorporate those cultures into their everyday lives. The feedback received through research made it very clear that users would be open and willing to participate in cultural traditions and practices of their children if there were a reliable source of information.



Persona: Aisha

Age | 40

Education | Ph.D. in Anthropology

Hometown | New York, NY

Occupation | College Professor

“I study culture for a living, but parenting an adopted child from a different culture is a whole new challenge.”

Goals

- Create a culturally enriched home environment.
- Sense of identity and belonging in her child.
- Connect with other parents for shared experiences.

Frustrations

- Wants to be an expert in her child's culture.
- Balancing a demanding career with parenthood.
- Navigating the complexities of identity & belonging.

Aisha, an anthropologist, and her partner adopted a child from India. While her academic background provides valuable insights, she often feels the pressure to be a cultural expert and is looking for practical ways to incorporate Indian traditions into their family life. She desires to create a meaningful cultural experience for her child.

Problem Statement: Aisha

Aisha is a **college professor with an adopted child from a different culture** who needs **a way to find and incorporate cultural traditions in their home** because **there is no easy place to find valuable information on how to incorporate culture into family life.**





Persona: Carlos

Age | 50

Education | GED

Hometown | Albuquerque, NM

Occupation | Auto Shop Owner

“My job keeps me busy, but I want to ensure that my adopted child understands and values their Native American heritage.”

Goals

- Introduce their child to Native American customs.
- Find time with their child to explore their heritage.
- Connect with the local Native American community.

Frustrations

- Limited free time due to running a small business.
- Finding culturally relevant resources for their child.
- Their child feeling disconnected from their roots.

Carlos, a hardworking business owner, adopted a child from the Navajo Nation. He faces time constraints due to running his auto repair shop but is determined to pass on his child's Native American heritage. He often wishes there was a way to seamlessly integrate cultural learning into their daily lives and connect with other adoptive parents facing similar time challenges.

Problem Statement: Carlos

Carlos is a **small business owner and adoptive parent** who needs a **convenient solution to introduce their child to Native American customs** because **they face time constraints due to running their auto repair shop.**





Persona: Sarah

Age | 35

Education | Bachelor's in Social Work

Hometown | San Diego, CA

Occupation | School Counselor

“I want to make sure my child grows up with a strong connection to their heritage.”

Goals

- Celebrate cultural holidays and traditions from their child's background.
- Connect with local cultural communities.
- Encourage their child to learn their native language.

Frustrations

- Limited knowledge of their child's cultural heritage.
- Difficulty finding resources or events to expose their child to their culture.
- Cultural gaps.

Sarah and her husband adopted two little girls from American foster care, whose roots trace back to Jamaica. Sarah finds it challenging to find age-appropriate resources and events to help her children learn about their Jamaican heritage. She often wishes there was an easy way to connect with other families who adopted from foster care with similar backgrounds.

Problem Statement: Sarah

Sarah is an **elementary school counselor** and an **adoptive parent**, who needs a way to learn about and celebrate **cultural traditions** because **they find it challenging to find age-appropriate resources and events.**





Persona: David

Age | 42

Education | High School Diploma

Hometown | Memphis, TN

Occupation | Factory Worker

“I want to give my foster children a strong sense of their roots, even if it means learning alongside them.”

Goals

- Explore their children's diverse cultural heritages.
- Find local cultural events to attend.
- Sense of pride and belonging in their children.

Frustrations

- Limited financial resources for cultural activities.
- Lack of educational background.
- Finding it difficult to connect with their children's diverse cultures due to limited exposure.

David and his partner are foster parents who have two children, one of African American descent and the other of Chinese heritage. Despite their limited education and resources, David is determined to expose both children to their respective cultural heritages. He often feels overwhelmed and wishes there was a simple, affordable way to learn about African American and Chinese traditions, and to connect with other foster parents who face similar challenges.

Problem Statement: David

David is a factory worker and foster parent who needs a way to explore and appreciate their children's diverse cultural heritages because there is no clear way to connect to the network of new people from differing communities.



Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the TURE app.

Competitive audit							
Goal: Compare the user experience and features of each website or app.							
General information							
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
AdoptUsKids	Direct	Linthicum Heights, MD	Access to information for foster and adoptive parents	Free	https://adoptuskids.org/	Large	Middle Class U.S. Adults wanting to adopt
Child Welfare Information Gateway	Direct	Washington, DC	Access to information for foster and adoptive parents Government backed	Free	https://www.childwelfare.gov/	Large	Foster parents in the US
Florida DCF	Indirect	Tallahassee, FL	Department of Children and Families, Protection, governmental agency	-	https://www.myflfamilies.com/	Large	Florida Parents biological, adoptive or foster
Planned Parenthood	Indirect	New York, NY / Global	Access to healthcare and educational information	\$	https://www.plannedparenthood.org/	Large	Lower income Americans, usually women and LGBTQ+ people

UX				
				(rated: needs work, okay, good, or outstanding)
First impressions		Interaction		
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
Good	Okay	Outstanding	Good	Okay
Clear Branding	+ Adaptive, so it WORKS on any device	- Quiz to determine needs	+ Versions for multiple different languages	+ Easy to find informational materials
Looks Professional	- Not responsive, so it isn't OPTIMIZED for every device	+ Easy to use and understand FAQs	+ High contrast	- Clear hierarchy, too many competing elements
Feels dense and overwhelming			- A lot of written content and no useful photo/video assets	
Good	Outstanding	Outstanding	Outstanding	Outstanding
Clear Branding	+ Fully Responsive	+ Quick "Sign Up"	+ Very good contrast	+ Easy to find menu
Appealing Imagery	+ Menu drops to bottom for easy reaching	+ Popular menu and additional item menu	+ Multiple Languages	+ Obvious where to go next
Looks amateurish	+ Key information present		+ Content is optimized for limited movement	
Very visually appealing				
Engaging animations	+ Fully Responsive	Needs work	Needs work	Needs work
Content that always covering content	+ Menu is easy to read	- Can't view all features	- High contrast for screen reader	+ Easy to find menu
Outstanding	Outstanding	- Have to give email to be contacted to sign up	- No clear secondary language options	- Still can find helpful information
Clear Branding	+ Fully Responsive		- Must have email to do anything	- Unique sign-up.
Looks Professional	+ Menu is easy to read			
Clean Design	+ Key information present	Outstanding	Good	Good
		+ Easy contact features	+ 12 Languages and "Global"	+ Easy to find pricing
		+ Compare services	+ Features page has descriptive images	+ Obvious Flow
			- Not great contrast in some sections	- Lacking hierarchy

Click to view the full [competitive audit](#)



Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **access to cultural events and information on cultural traditions.**

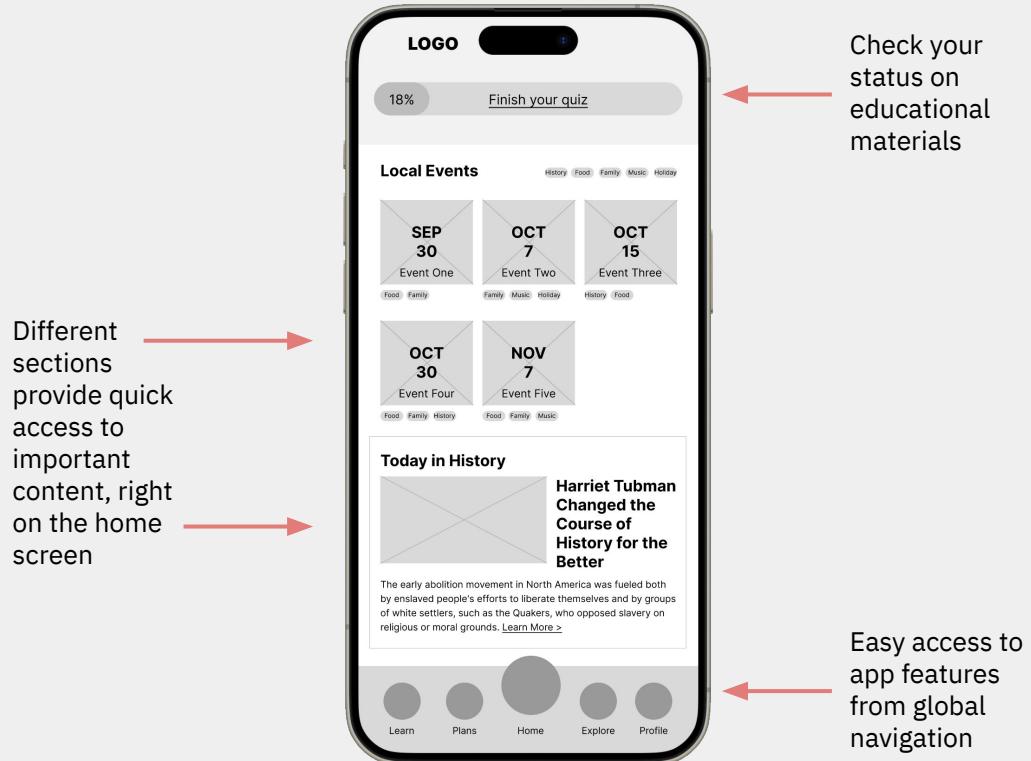


Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

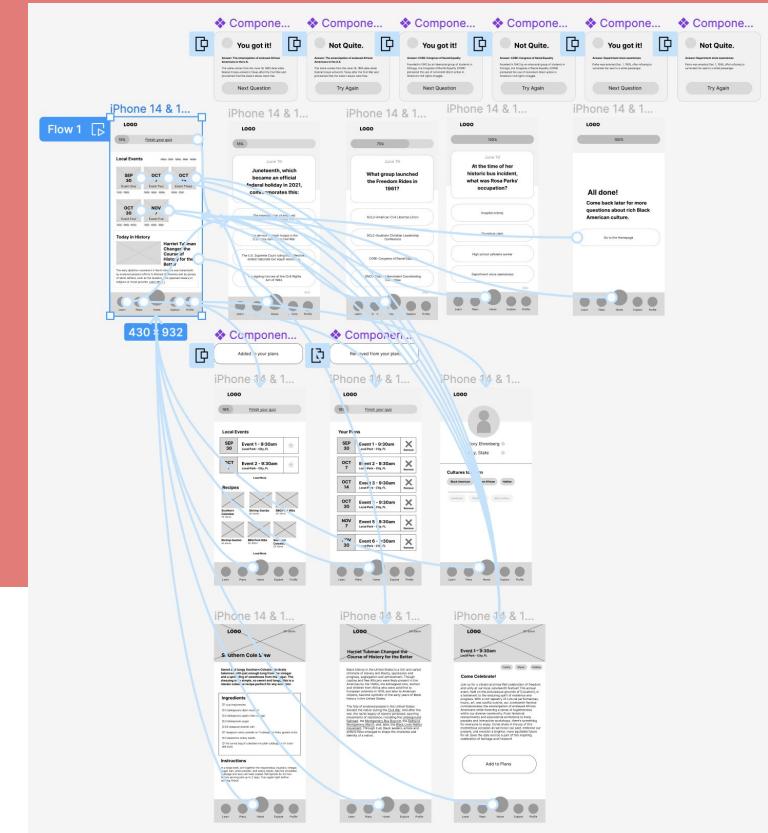
After ideating and drafting some paper wireframes, I created the initial designs for the TURE app. These designs focused on delivering our user personalized access to events, recipes and education.



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of finding a local event and adding it to a calendar.

[View **TURE's low-fidelity prototype**](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Events

People want easy access to events and traditions for specific heritages.

2

Recipes

People had interest in trying new foods that would connect to different cultures.

3

Education

People want to learn about their children's heritage without interfering with their parenting

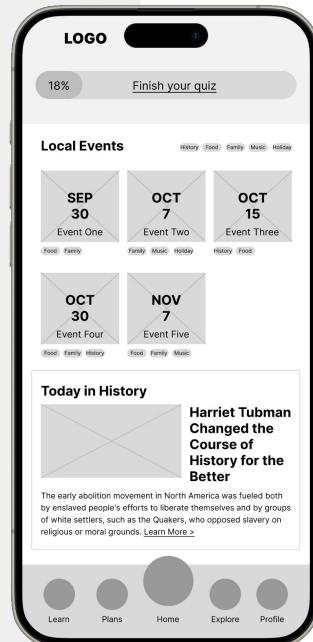
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, design changes made included making the event card horizontally scrollable to allow for easier access to other information without hiding it.

Before usability study



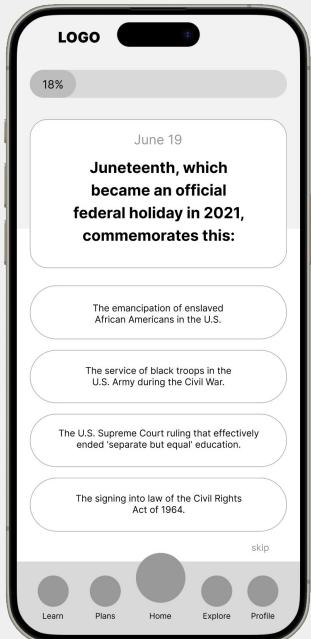
After usability study



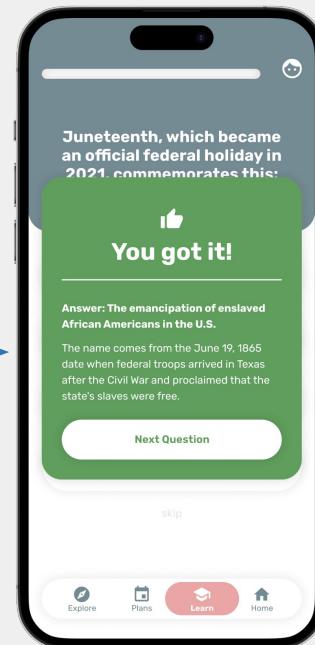
Mockups

Additionally, I applied flow changes like clear conformations from one educational topic to another.

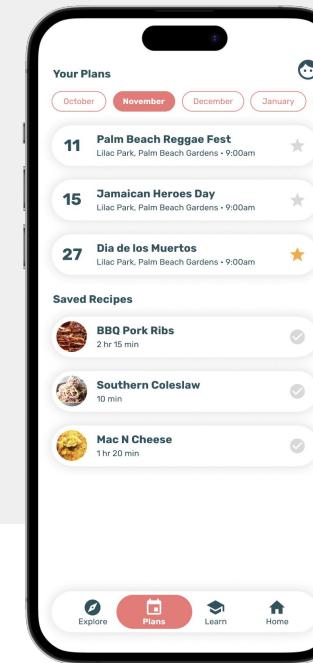
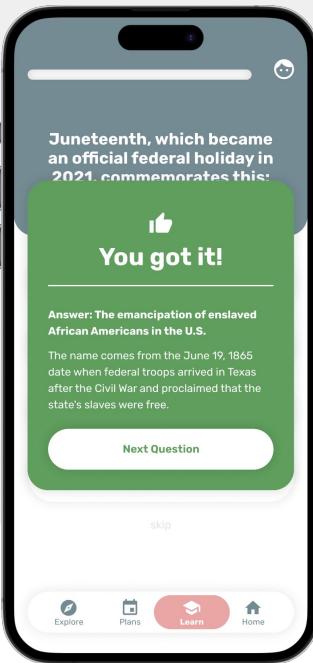
Before usability study



After usability study



Mockups

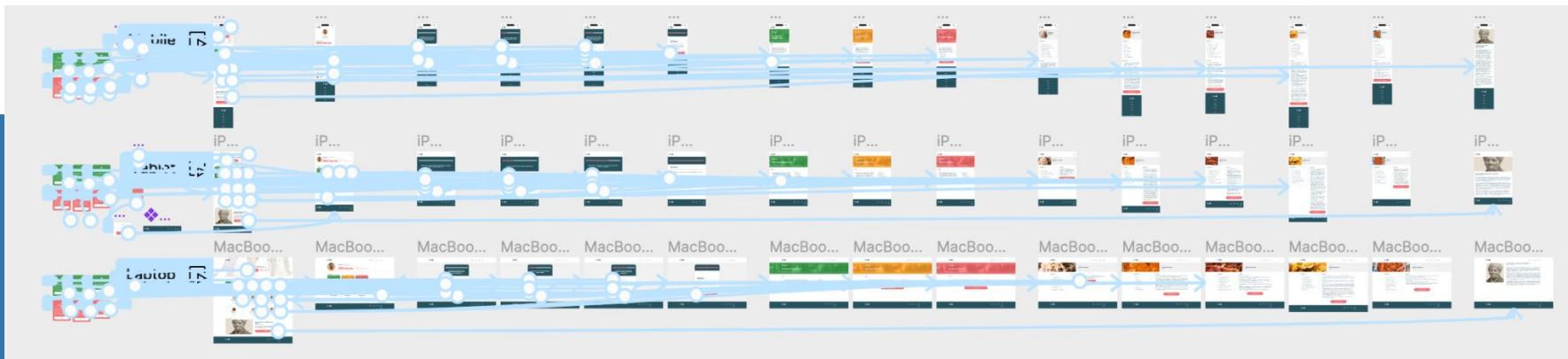


TURE

High-fidelity prototype

The high-fidelity prototype had a slightly different user flow as the low-fidelity prototype, and include design changes made after the usability study.

View the [TURE high-fidelity prototype](#)



Accessibility considerations

1

Clear interactive responses
to user actions, specifically
in the educational
materials.

2

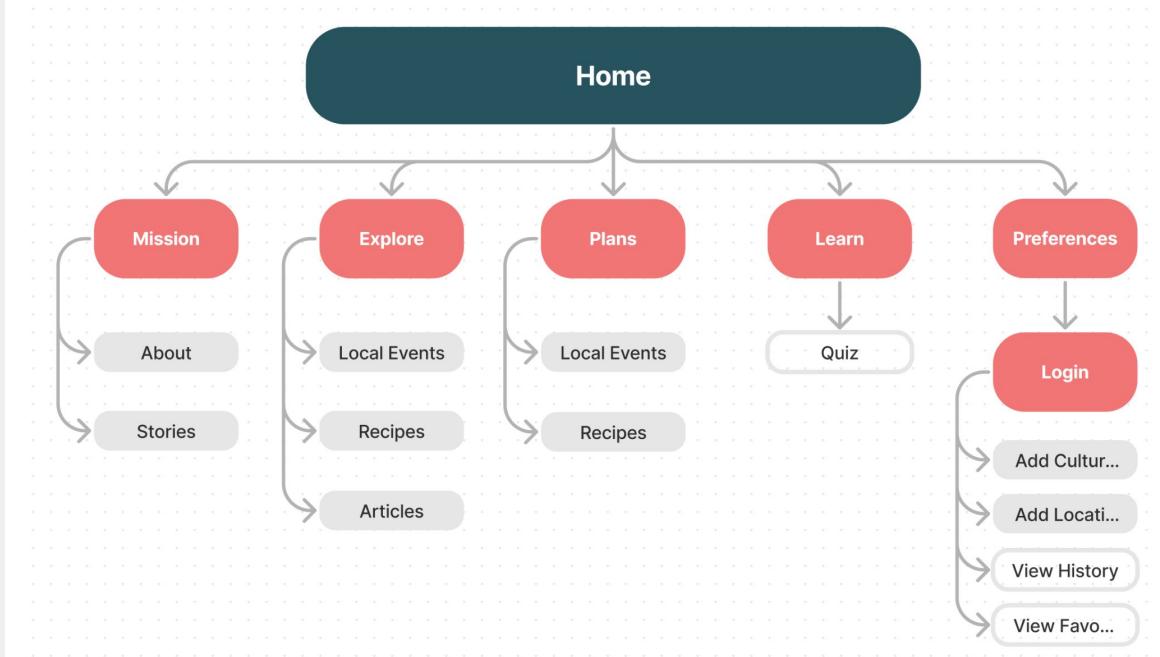
Clear iconography on the
app navigation to allow
pages to be quickly
identifiable.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used TURE sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

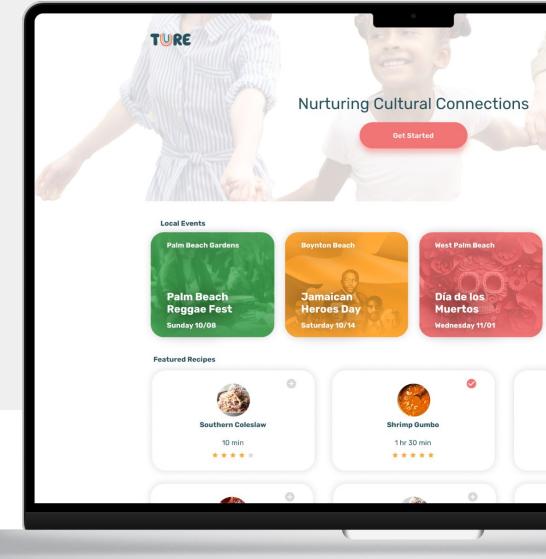
Mobile



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made them feel like they can really implement new traditions into their family life without too much extra work. One quote from peer feedback was that “the quiz was a fun way to actually learn about things I thought I knew, but clearly didn’t.”



What I learned:

I found out that when I had a big problem to solve, I could figure it out by carefully following each step of my plan and making sure it was helpful for the people who needed it.

Next steps

1

Conduct research on how successful the app is in reaching the goal to connecting people to different cultures.

2

Add more educational resources for users to learn about their children's cultures.

3

Expand the network to non-foster and non-adoptive parents to encourage local involvement.

Let's connect!



Thank you for your time reviewing our work with TURE.
Check out our Website to learn more about us and our work!

Website: www.FyreForm.com