TURE: Mobile App and Responsive Website

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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
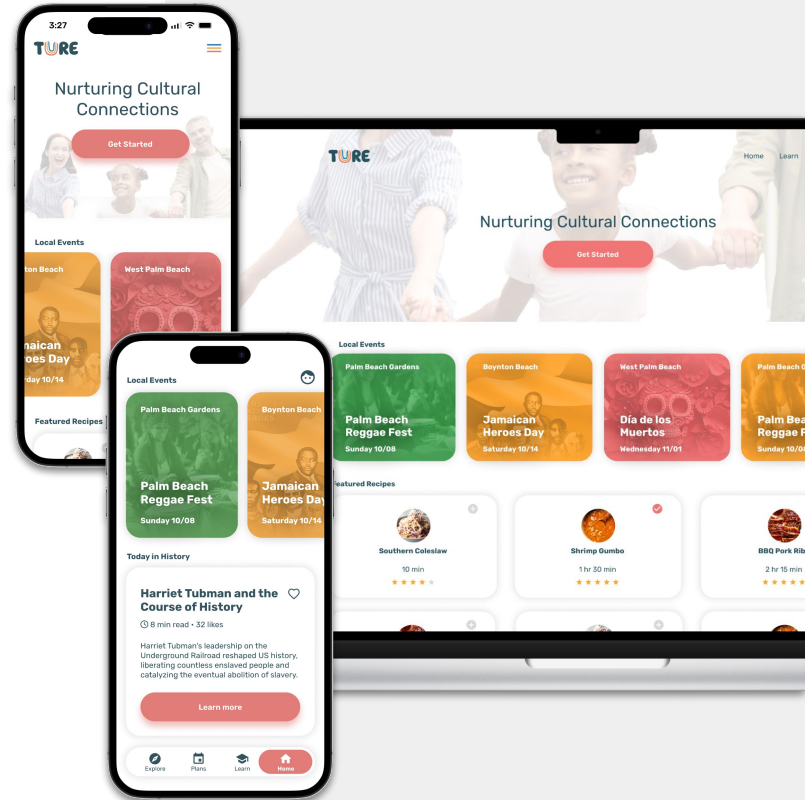
Project overview

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.

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Project overview

My 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.

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Understanding the user

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

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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 incorporated 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.

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"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.

Persona: Aisha

Age | 40
Education | Ph.D. in Anthropology
Hometown | New York, NY
Occupation | College Professor

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.

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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.**

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> "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.

Persona: Carlos

Age | 50
Education | GED
Hometown | Albuquerque, NM
Occupation | Auto Shop Owner

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.

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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**.

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"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.

Persona: Sarah

Age | 35

Education | Bachelor's in Social Work

Hometown | San Diego, CA

Occupation | School Counselor

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.

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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.**

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> **"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.

Persona: David

Age | 42
Education | High School Diploma
Hometown | Memphis, TN
Occupation | Factory Worker

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.

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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.**

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Competitive audit

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

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.**
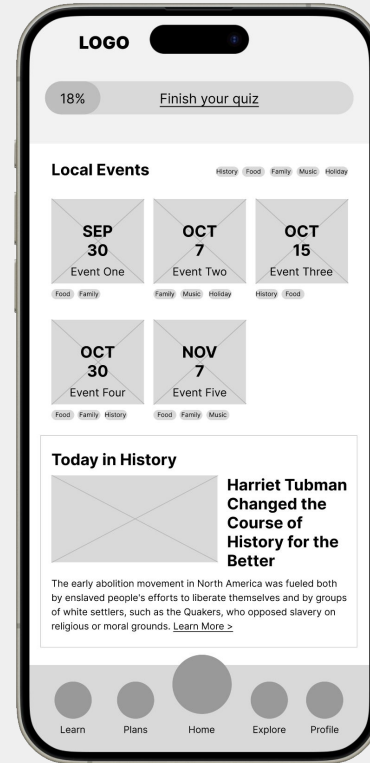

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Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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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.

Check your status on educational materials

Different sections provide quick access to important content, right on the home screen

Easy access to app features from global navigation

LOGO

18% Finish your quiz

Local Events History Food Family Music Holiday

SEP 30 Event One
OCT 7 Event Two
OCT 15 Event Three
Food Family   Family Music Holiday   History Food

OCT 30 Event Four
NOV 7 Event Five
Food Family History   Food Family Music

Today in History

Harriet Tubman Changed the Course of History for the Better

The early abolition movement in North America was fueled both by enslaved people's efforts to liberate themselves and by groups of white settlers, such as the Quakers, who opposed slavery on religious or moral grounds. Learn More >

Learn Plans Home Explore Profile

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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**
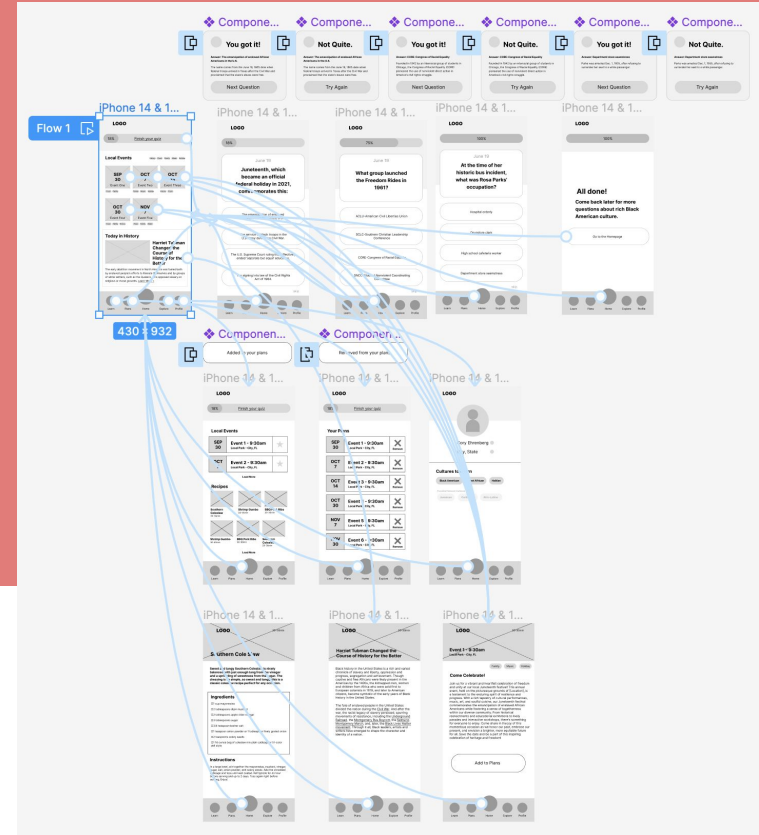
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

15-20 minutes

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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

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Refining the design

- Mockups
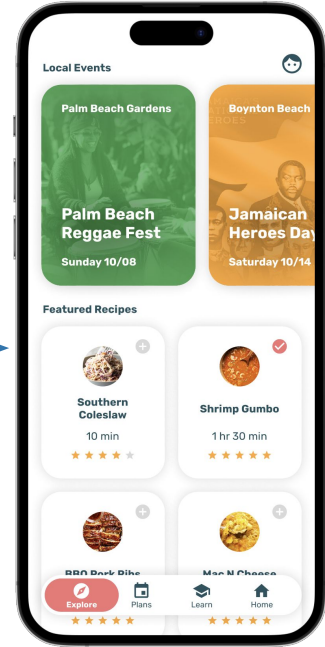- High-fidelity prototype
- Accessibility

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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.
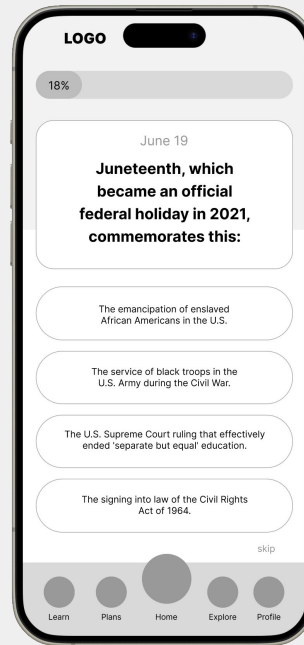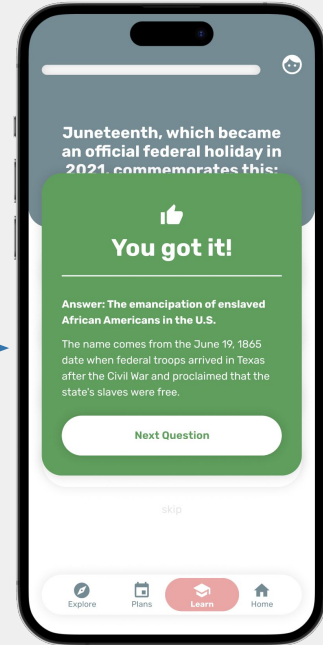
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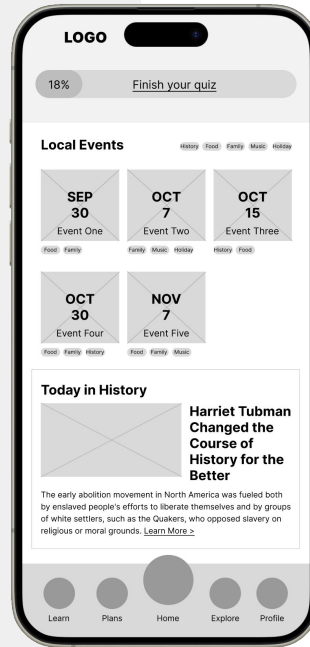
Mockups

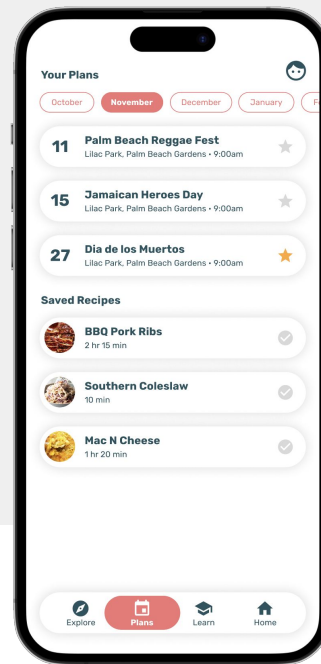Additionally, I applied flow changes like clear conformations from one educational topic to another.

Before usability study
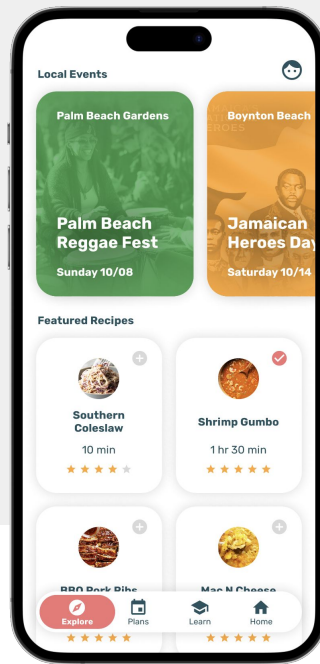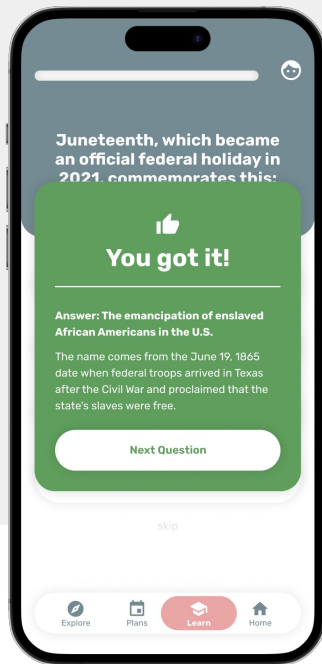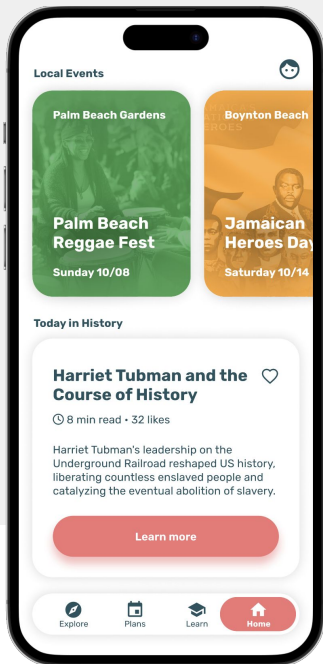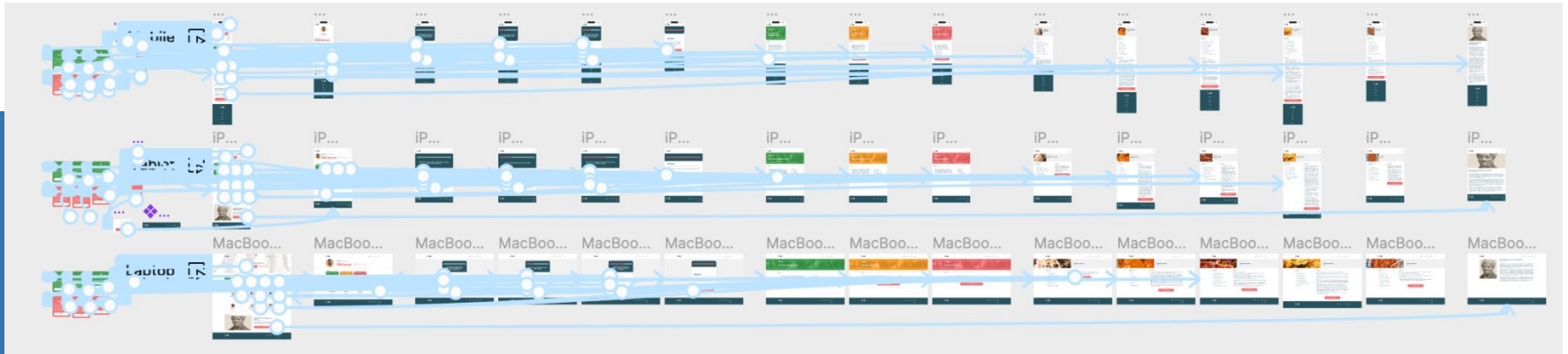
After usability study

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Mockups

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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**

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Accessibility considerations

1

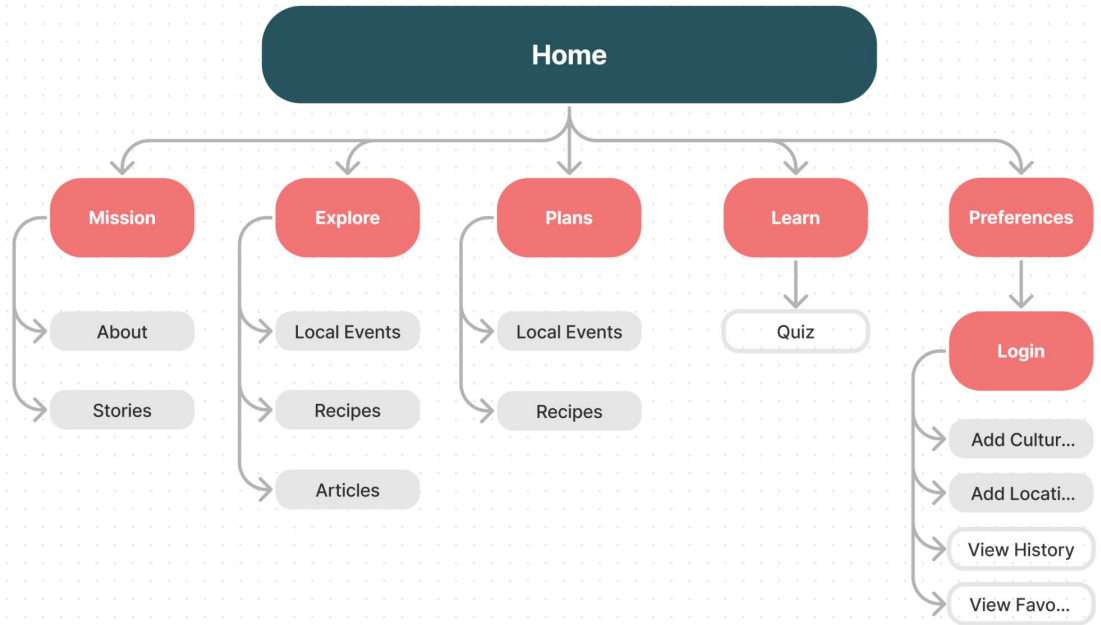Clear interactive responses to user actions, specifically in the educational materials.

2

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

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Responsive Design

- Information architecture
- Responsive design

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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.

Home

- Mission
  - About
  - Stories
- Explore
  - Local Events
  - Recipes
  - Articles
- Plans
  - Local Events
  - Recipes
- Learn
  - Quiz
- Preferences
  - Login
    - Add Cultur...
    - Add Locati...
    - View History
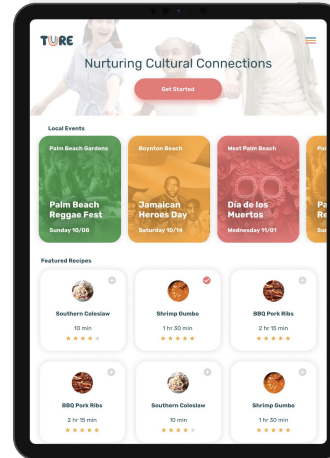   - View Favo...

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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.
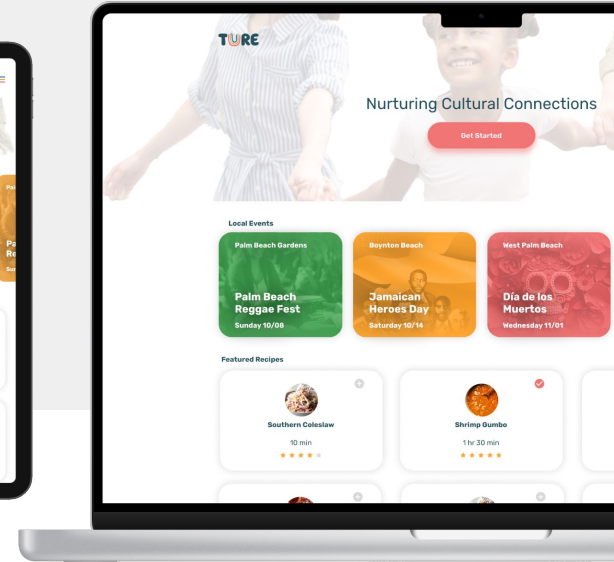
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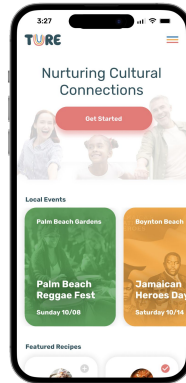
Going forward

- Takeaways
- Next steps

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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.

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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.

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Let's connect!

Thank you for your time reviewing my work on the TURE app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Dribbble: **https://dribbble.com/thecoryjohn**
Website: **https://coryjohnisme.com/**

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