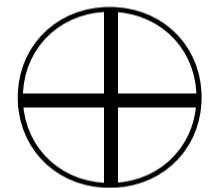


Ellidie
Salladay

UX PORTFOLIO

CONSTANT

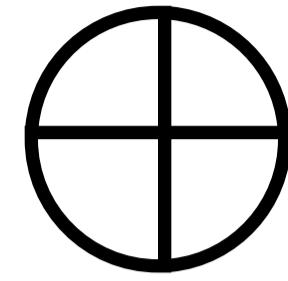
Elidie is a collector of information and design. She studied Visual Communication Design and User Experience Design at Eastern Washington University and is currently designing websites for small business owners. She believes that to achieve maximum success, one must be an open communicator with a passion for what they are doing and keep an open mind to new ideas.



OBSERVER

**PUNCTUAL
DESIGNER**

COLLAB-IT



CONNECT.
COLLABORATE.
DESIGN FOR CHANGE.

PROJECT NAME: Collab-It

SUMMARY: Collab-It is an agency that connects freelance designers and nonprofit organizations together to make quality work that gets results for important causes. Each team communicates through the app's interface and work on the campaign simultaneously from anywhere.

CLIENT: Collab-It

PROJECT DATE: June 2018

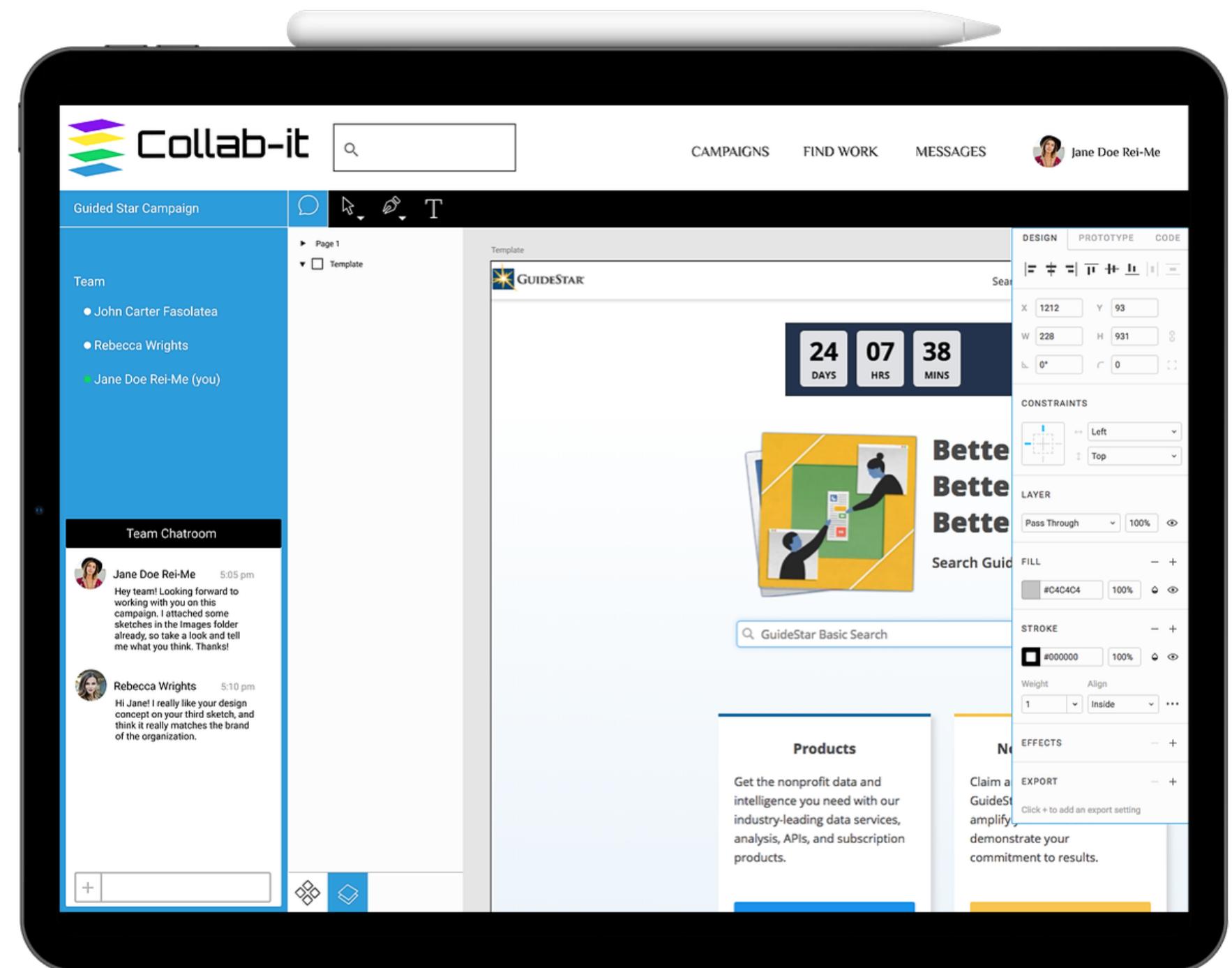
RESPONSIBILITIES: Research, Rapid-Prototyping, Testing

PLATFORMS: Web-Enabled Desktop Application

DESIGN TOOLS: Figma, InVisionApp, Design System Manager

UX METHODS: Sketches, Wireframing, Card Sorting, Usability Testing

[View Prototype](#)



Popular placements matrix

	Homepage	Profile Page	Campaigns	unsorted
Login	100%			
Sign Up	100%			
How the Website Works	86%	14%		
Find a Job	43%	29%	29%	
Post a Job	43%	29%	29%	
Edit Profile		100%		
Messages	14%	86%		
Manage Earnings		57%	43%	
Projects / Jobs You Are Currently ...		57%	43%	
Campaign Team Members			100%	
Project Files		43%	57%	

Kiara New
UI / UX Designer + Photographer
I am a homebody and enjoy being home as much as possible with my cats, which makes being a freelance designer idyllic. I value direct communication between myself and the client, whether it be in person or online.

James Shepard
Freelance Web & Graphic Designer
I enjoy working with clients to help solve problems, and being socially active. As a designer, I want to work anywhere on projects to maintain my freedom and collaborate with other designers in the industry to explore team creativity.

Five Personality Traits
EFFICIENT, CREATIVE, RELIABLE, INDEPENDENT, EXPRESSIVE

Five Personality Traits
FRIENDLY, MOTIVATED, CREATIVE, RESOURCEFUL, AMBITIOUS

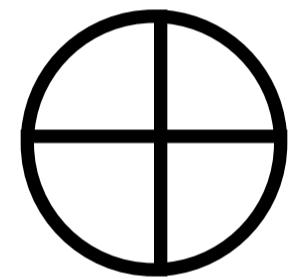
RESEARCH

There is a need for better design in nonprofit organizations. Many of them have small teams with no design experience, and thus their organization suffers because their website, ads, logos, and campaigns aren't bringing in attention in the way that they should.

I did a card sorting test with ten participants to get a better idea for my user flows. I sketched some user flows based on my card sorting results, and then put together some personas to get a better sense of the people who might use the site.

RAPID PROTOTYPING

After analyzing the results of my card-sorting that led me to a better navigation system, I began wireframing. By creating components and text styles first, I was able to create multiple pages quicker while keeping them consistent page to page.



The wireframes show the following components:

- Collab-it Home Page:** Features a search bar, navigation links (POST A JOB, HOW IT WORKS, LOGIN, SIGN UP), and a main section asking "What type of work do you need for your campaign?" with fields for "Web Developer", "Branding Specialist", and "Graphic Designer". It also includes buttons for "Create your Collab-it Team", "OR", and "Post a Job".
- Collab-it Campaign Page:** Shows a grid of four placeholder boxes for campaign posts.
- Collab-it Team Chatroom:** Displays a sidebar with team members (Jane Doe Re Me, John Carter Facilates, Rebecca Wrights) and a main area for team communication.
- Collab-it Design Tools:** Shows a sidebar with "Jane Doe Re Me" and "John Carter Facilates" and a main area with a canvas for design work, including tools for "LAYER", "FILL", "STROKE", "TEXT", "IMAGE", "VECTOR", and "SKETCH".

USABILITY TESTING

I based my scenarios and tasks around a freelance designer looking for off-site work. I gauged the user's ability to find

1. What the site is for
2. How to make an account
3. Access a current project to do work

Scenario:

You're a freelance designer, and while looking for online work, you hear about a website called Collab-it. You go to the website's main page.

Task 1—Find out more about the site. What does the website offer?

Scenario:

After browsing through the site, you want to create an account.

Task 2—Sign up for an account on Collab-it

Scenario:

You've signed up for an account and are soon contacted for by a nonprofit -Guided Star- to work on their campaign.

Task 3—Access the campaign and get to work!

The homepage features a large 'Connect. Collaborate. Design for change.' tagline. Below it is a section for creating a team, with a 'Create your Collab-it Team' button. There are also 'Post a Job' and 'Skills' sections.

A user profile page for 'Jane Doe Web-M'. It includes a portfolio section with a placeholder message 'No content displayed. Show off your work!', and a skills section with categories like Photography, Video, UX, UI, and Web Design.

How We Work

An overview of hiring and freelancing for nonprofit organizations on Collab-it.



Getting Started

Create a Nonprofit or Freelancer account in just a few minutes. Nonprofits post their campaigns that need work, and freelancers create profiles and submit quotes to open campaigns. Nonprofits review the quotes, contact the freelancers, and choose who they want to work on their campaign – up to a team of three freelancers per campaign. This allows for a comprehensive and unified campaign because the team is in constant communication through our Collab-it App, and their ideas evolve when working in collaboration.

[More On Hiring Here](#)



Payment

Nonprofits and freelancers work with another to reach an agreement on payments for each campaign. By hour, milestone, or task are some of the payment methods you can choose from and are each customizable. Payments are simple to make and easy to receive.

[More On Payment Methods Here](#)



Campaign!

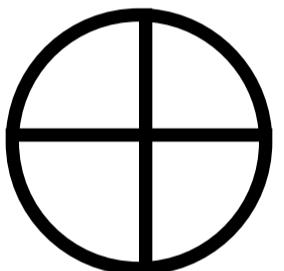
The campaign is your project, and as soon as the campaign has a team, the work starts. The team works on the campaign through our design interface tool, which opens under the campaign tab.

[More on the Collab-it Tool Here](#)

Ready to get started?

[Sign Up As Nonprofit](#)

[Sign Up As Freelancer](#)



SOLUTION

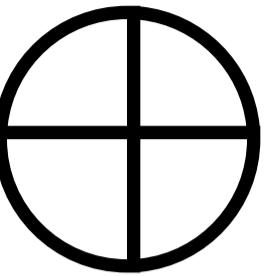
A sign-up form for a 'Nonprofit' account. It includes fields for First Name, Last Name, and Email address, along with a 'Get Started' button.

An account completion form for a 'Freelancer' account. It includes fields for United States, Create password, and a dropdown for 'I am a' (Nonprofit or Freelancer), along with a 'Get Started' button.

Read Medium Article

The main struggle I noticed in the prototype was the navigation - primarily with accessing the campaigns. Moving forward, I would experiment more with the homepage layout to clearly define/separate the nonprofit and freelancers roles, and do a more in depth analysis of the nonprofit users.

ROUTES



DISCOVER THE JOURNEY
BETWEEN YOU
AND YOUR DESTINATION

PROJECT NAME: Routes App

SUMMARY: A travel app that will allow users to get to their desired destination while discovering additional locations along the related to their chosen interests. Select what kind of service your looking for, and let your journey begin!

CLIENT: Routes Inc.

PROJECT DATE: May - June 2018

RESPONSIBILITIES: Research, Branding, Prototyping, Testing

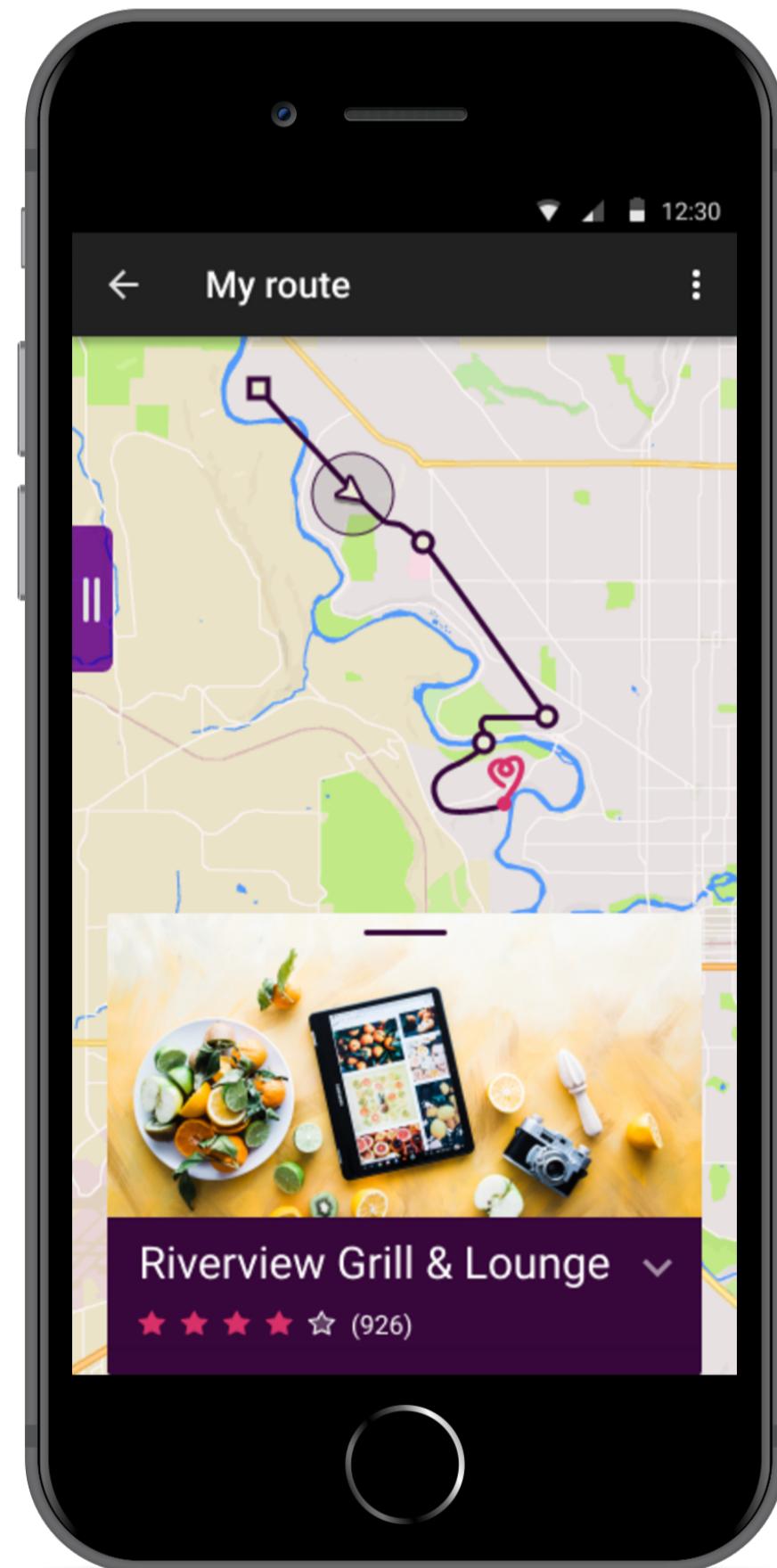
PLATFORMS: Mobile Application

DESIGN TOOLS: Figma, InVisionApp

UX METHODS: Competitive Analysis, Style Tiles, User flows, Wireframes, Rapid Prototyping, Card Sorting, and Usability Testing

TEAM MEMBERS: Brent Schneider, Kimberly Radford, and Abby Brown

[View Prototype](#)





Primary Colors – App



#D83069



#37073B



#3C3C3B



#EBEBD3

Secondary Colors - Categories



#8105B9



#75ACE8



#CA8717



#9F9696



#7BD858



#F90543



#5B5E61



#B00000

Fonts

Rokkit

Regular
Medium

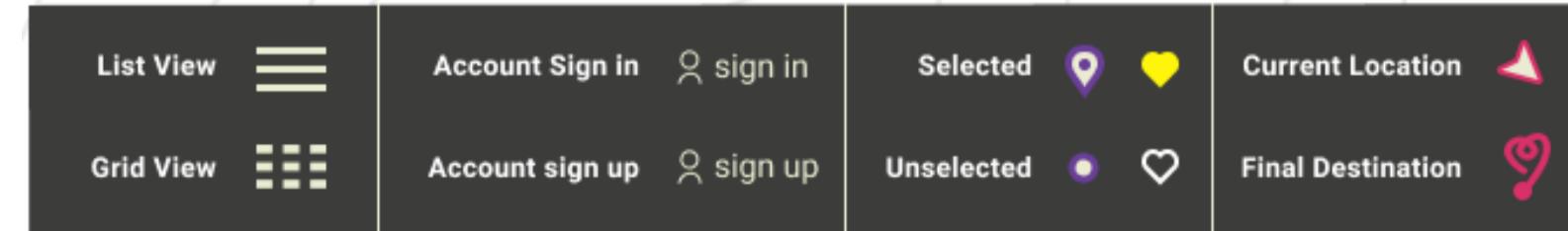
Rokitt was initiated by Vernon Adams when he was inspired by the type forms of a number of distinctive geometric slab serifs.

Heebo

Regular
Medium
Bold

Heebo is a Hebrew and Latin typeface family, which extends Christian Robertson's Roboto Latin to Hebrew. Since the Hebrew design of this family is primary, the vertical metrics are different to the original Roboto family.

App Interaction



Primary Button



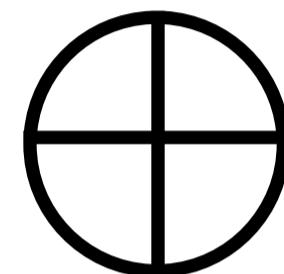
Secondary Button

change destination

SO WHAT'S THE BIG IDEA?

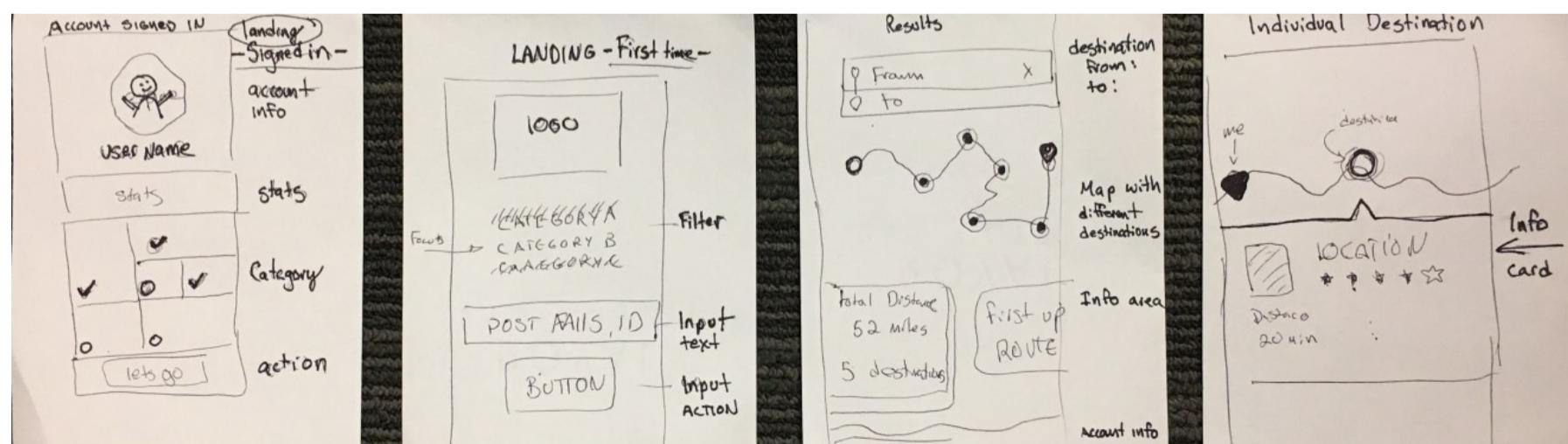
In today's hustle and bustle society maps simply rush you from point a to point b—if you go off the path the map yells at you to "return to the route!"

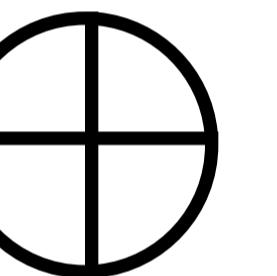
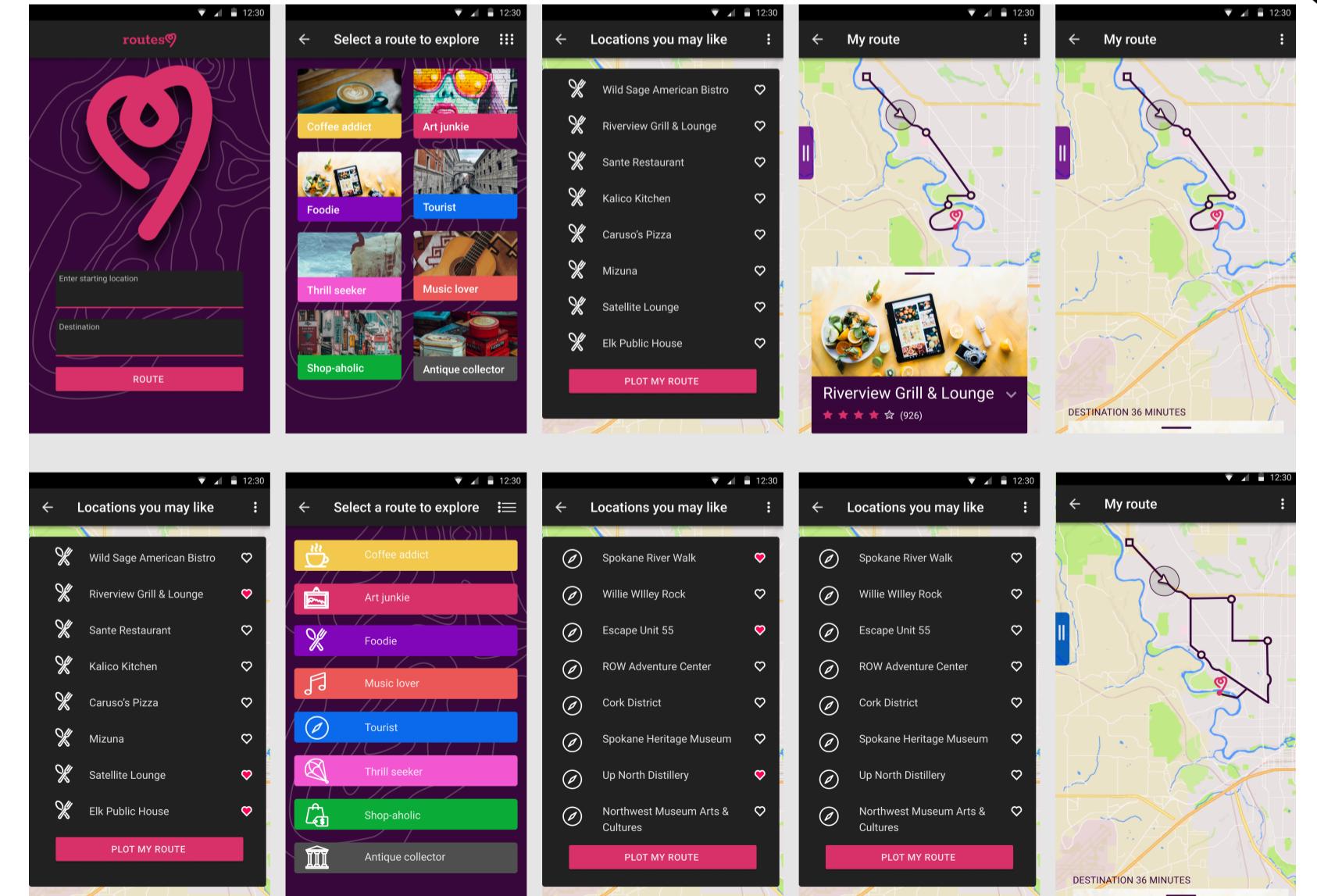
We believe the adventure lies between the destination, introducing Routes—where you can discover what is between you and your next destination. Whether you have a few hours to kill on a long road trip or are looking for new places to go in your city, Routes will make your journey easy and exciting.



WIREFRAMES

Our team conducted usability testing on random students inside JFK Library on campus and gained feedback in relation to content layout. While testing the prototype again within our group, we were able to identify and redefine the user flow from screen to screen to be more comprehensive (how to structure and organize our categories, map layout, etc).



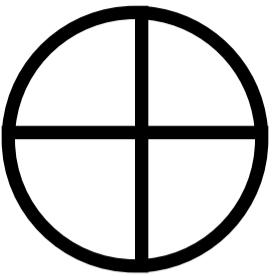


DESIGN SYSTEM

I took my team's prototype and implemented the Google Material Design system to the Routes App. This changed some app interactions we had designed ourselves, but helped to simplify the user interface.

[Read Medium Article](#)

SPACED



TO SPACE AND BACK,
SAFELY

PROJECT NAME: SPACED App

SUMMARY: A mobile app that allows you to book a flight to space back, safely. Choose your otherwordly destination, the activities you want to do, and book your flight! Travelers also have the option to purchase additional space suit gear, for an even greater experience.

CLIENT: Dan Petty

PROJECT DATE: April - June 2018

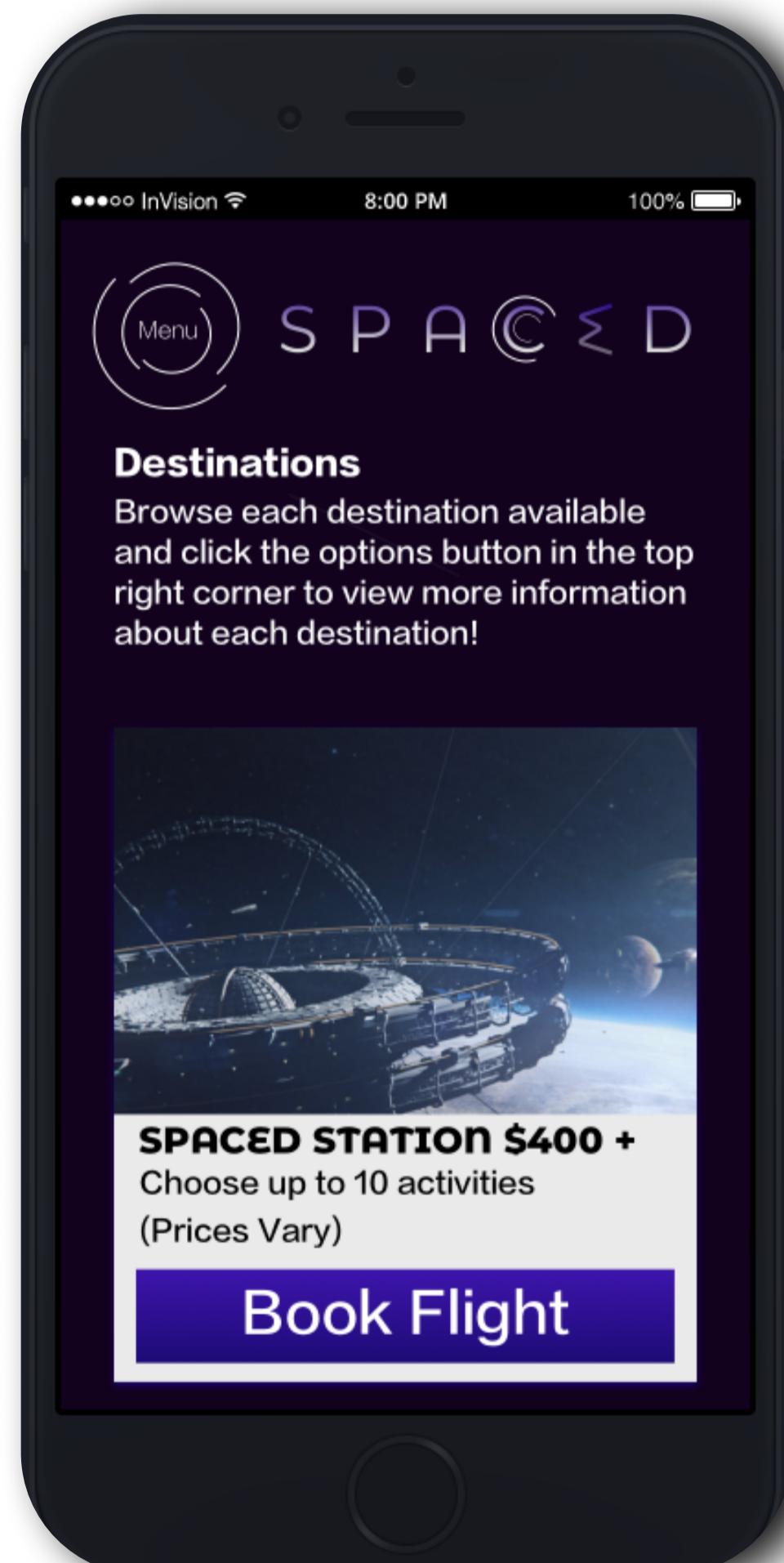
RESPONSIBILITIES: Research, Prototyping, Testing

PLATFORMS: Mobile Application

DESIGN TOOLS: Sketch, InVisionApp

UX METHODS: Sketches, Card Sorting, and Usability Testing

[View Prototype](#)

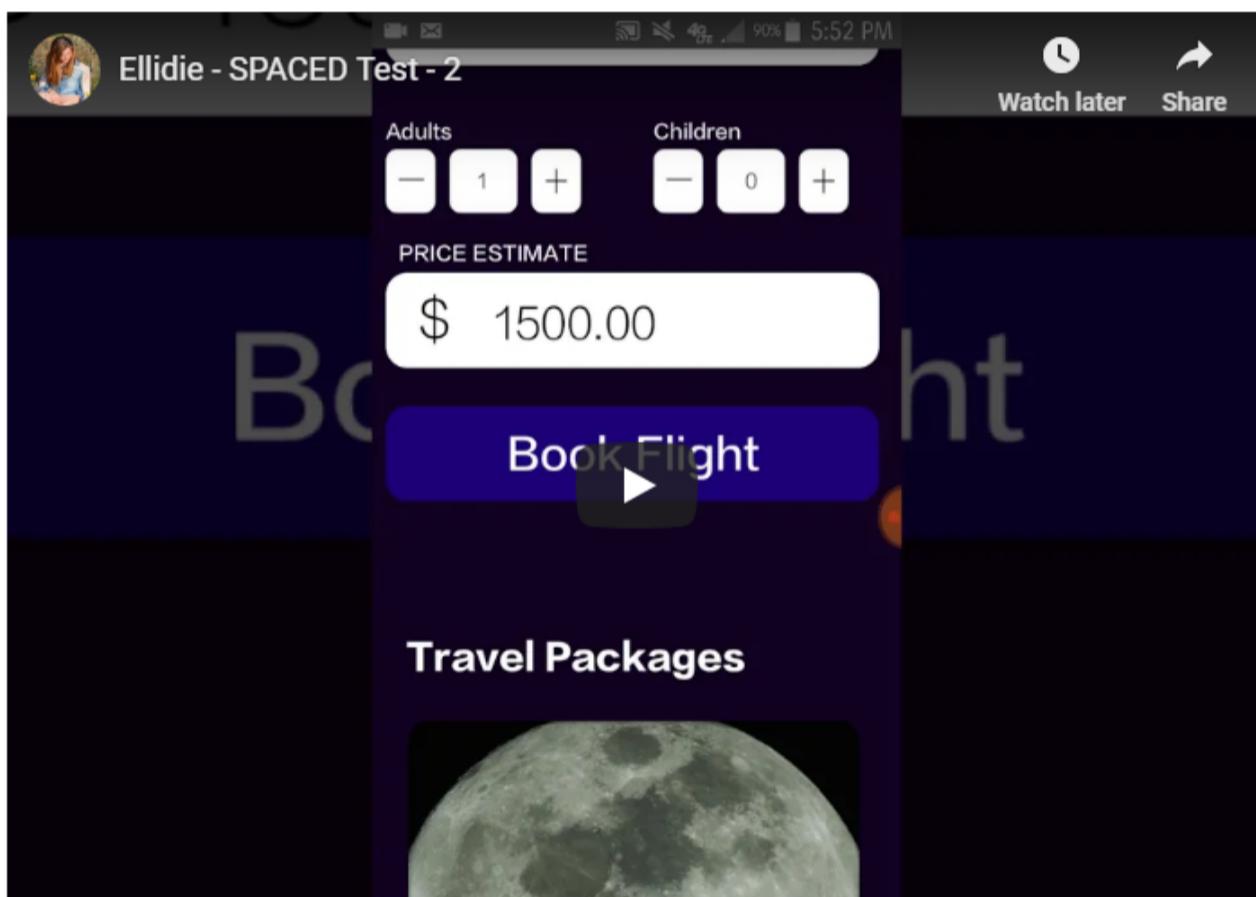


CHALLENGE: ACCEPTED

SPACED was a challenge created by Dan Petty that asked designers to create an app, logo, or website for his company called SPACED. He didn't want obvious space related logos like an astronaut or spaceship, and so I designed each to be generic and utilitarian. After the contest ended, I continued to improve and expand upon the app. I conducted usability tests to identify what worked and what needed further iteration.



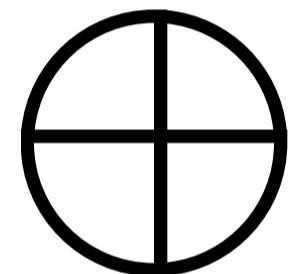
 Ellidie Salladay
May 8 · 2 min read



USABILITY TESTING

I conducted 3 usability tests by potential SPACED app users to help inform my design decisions. Each test brought something new to light, because the users noticed details I didn't even consider or notice while initially building the prototype.

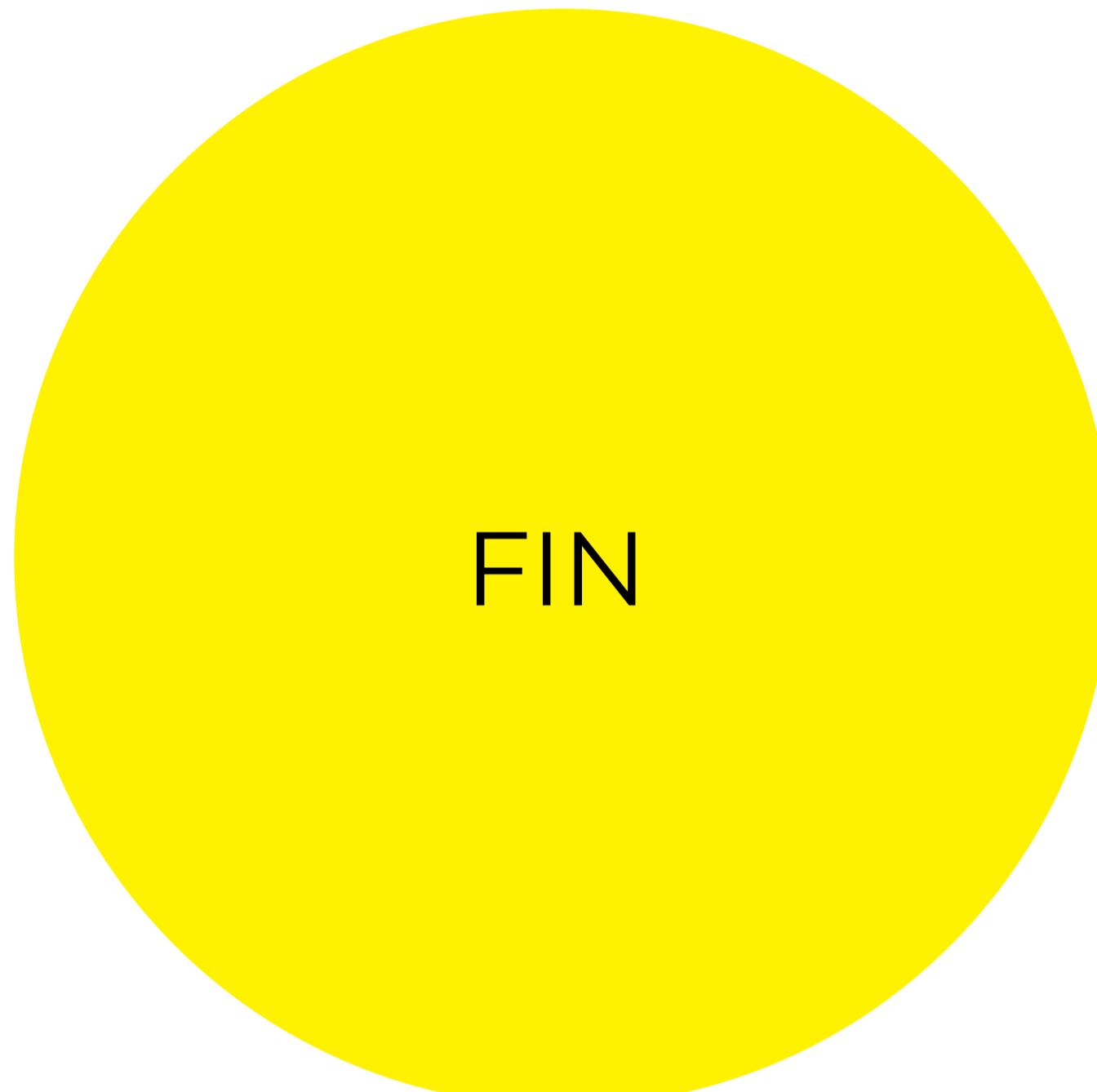
Looking back, I think I would remove the extra "Travel Packages" section under the "Book Round Trip" page to make the process of booking your trip less overwhelming, and clear that the spaceports are separate from the destinations, or put the spaceports on a different page. I wrote about my results for each test, which can be read on Medium, links below.



SPACED Test 1

SPACED Test 2

SPACED Test 3



FIN

Thank you for taking the time to look through my work. If you'd like to see more, visit my website at www.ellidiedesigns.com.