Visual and Experience Design

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UX Portfolio

about

work

EATING HEALTHY
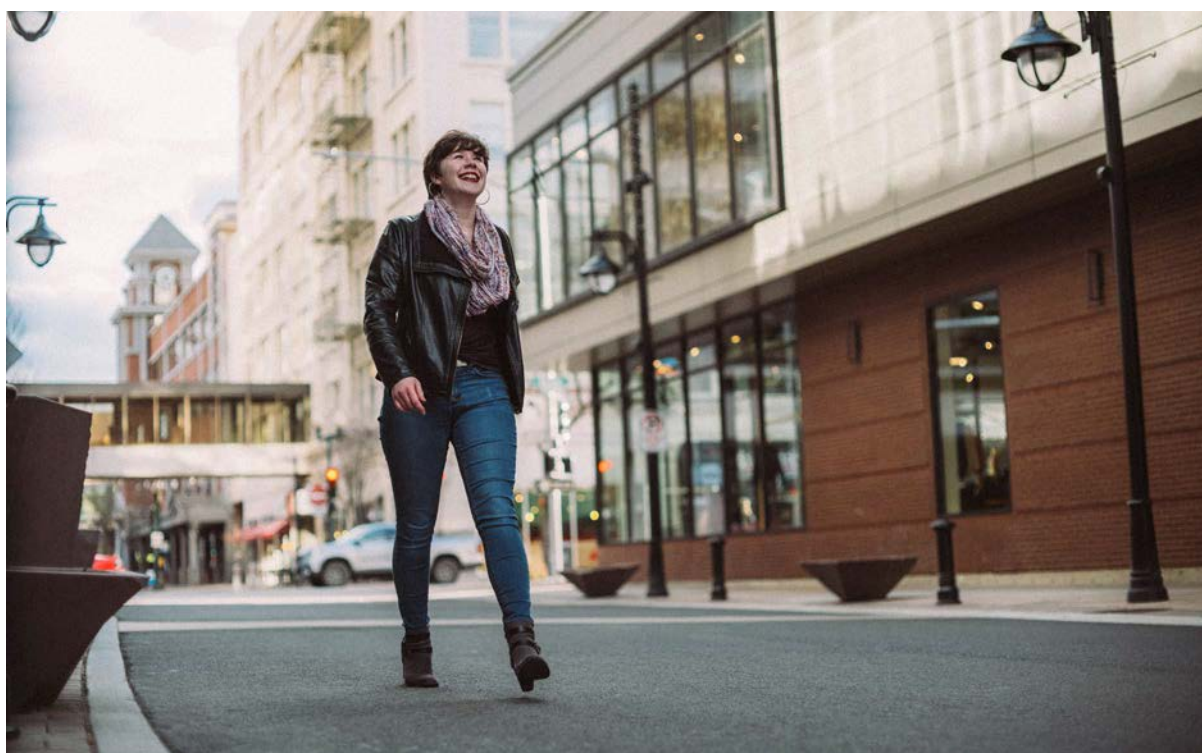
STUDENT HANDBOOK

ORGANIZATION MANAGER

I'm Danielle, a driven visual and experience designer, passionate about doing great work.

Hello there!

I'm Danielle Flinn, a driven visual and experience designer, passionate about doing great work.

I currently work as an Associate Product Designer at WebMD Health Services, where I also interned before my senior year at Eastern Washington University. I graduated in 2020 with a Bachelor of Design in Visual Communication and a certificate in User Experience Design. Prior to graduating, I interned as a Graphic Designer for the College Diabetes Network and worked in a similar position at The UPS Store 0957.

Throughout my experiences, I have designed for print, mobile, desktop, and mixed reality platforms. I have been called a self-motivated, resourceful worker with a mind for business and efficiency. I am a strong communicator, highly organized, and I possess a positive can-do attitude. My large array of creative, business, and technology skills make me an asset to any team.

Eating Healthy

How might we provide people with tools to eat healthy?

Summary

Eating Healthy is a behavior change app that provides people with the tools they need to make healthy eating choices and track their daily progress. My role as UX designer included researching similar products, creating user personas, drafting a feature map, creating a user persona, sketching and wireframes, testing the prototype, and creating a hi-fidelity version.

Status	Concept
Timeline	03/10-03/24/2020
Major Tasks	Develop UX/UI
Platforms	Mobile
Design Tools	Figma
	Adobe Illustrator
	Google Sheets
UX Methods	User Persona
	Competitive Assessment
	Feature / Content Map
	Sketches / Wireframes
	User Testing
Collaborators	Meg Lybbert (Instructor)
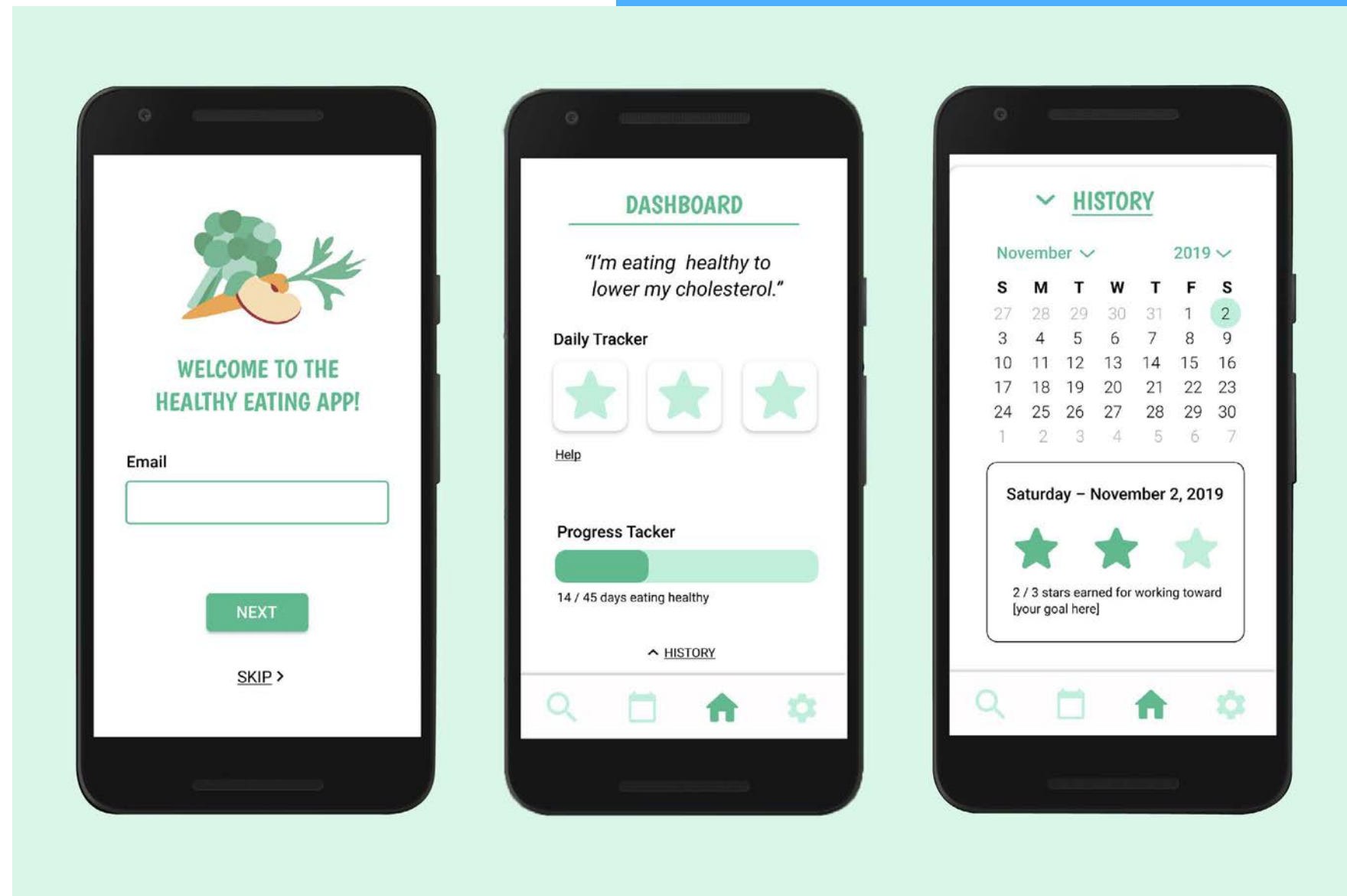
Persona

I spoke to 2 potential users of the application and created a user persona based off of their responses to my inquiries. This process helped me gain empathy for the user and understand the problem.

Competitive Assessment

In the competitive assessment I compared 3 similar applications that already existed in 6 different categories: Tracking and motivation, customizations, meal planning, reminders, visual appeal, and customer reviews. The results of this method helped identify features to prioritize in the tool.

Feature and Content Map

After completing the Competitive Assessment and user personas, I began to see trends in the features and content I needed to include in the product. Using Google Sheets I created a database to form the basic structure and information architecture for the product.

View on Google Sheets

Becky

Age: 47
Occupation: Barista
Economical: min wage (+tips)

"I want to eat healthier to lower my cholesterol, and hopefully lose some weight. But it is so hard for me to stay motivated to stay motivated when I am so tired after being on my feet all day. I just want a yummy snack."

Needs:
I need to eat healthy
I want to have yummy food options
I need a system to keep me motivted

Motivations:
I want to be healthy for myself.

Frustrations:
So many health tools are hard to use and have so many features that I get overwhelmed.
I am also frustrated by how much time it takes to look up an enter foods into a system.
I just want to be able to do a quick check in a few times a day to track my progress and remind me to eat better.
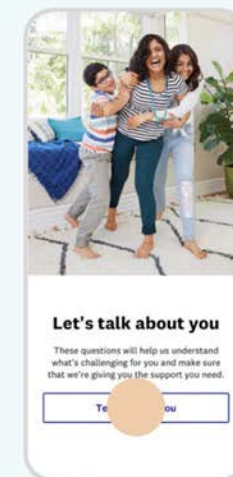
Weight Watchers
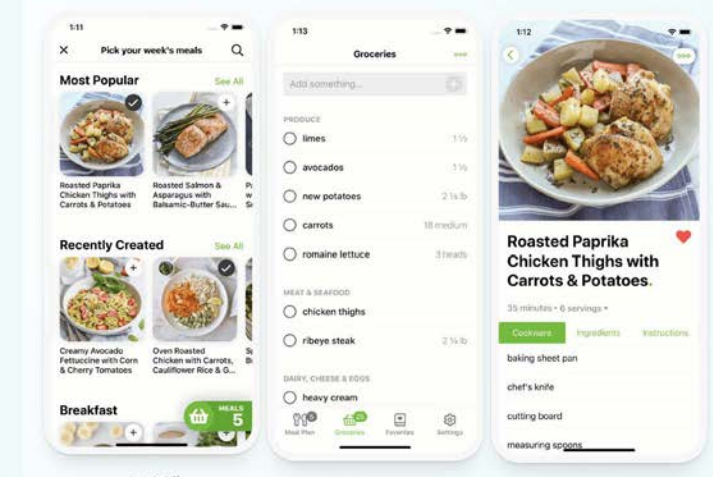
Mealime

Dashboard				
Organism	Label	Description	Core Content (atoms)	Feature / Function
Goal		text description of motivation. "I want to eat healthy to..."	text	remind the user why they are using the app
Overall Progress Tracker		Showing the progress toward reaching overall goal	text and shapes	visually show the user the progress they are
Daily Tracker		Show immediate progress toward goal	text and shapes	show the progress for today
Illustration of doing well/average		visually reward user with how they are doing	image / possibly text to tell the user to	encourage the user to keep going.
button	check in	launches the check in survey if the user hasn't taken it yet	text shape	allows the user to take the check in survey at

| Recipe Search				
Organism	Label	Description	Core Content (atoms)	Feature / Function
Image		Image of the food	image	sells the recipe to user
Recipe name		Name of the food / description of what it is		
Ingridients		list of ingredients	text	shows the user ingredients
Nutition info		shows the carbs, calories, sodium, etc in the recipie	text, table	informs the user of what they will eat
Instructions		tells the user how to make the food; includes estimated	text, bullet points,	informs user of how to make it
Button		CTA to add the recipe to meal plan	shape / FAB	adds the recipe to meal plan
Favorite button		button to favorite the recipe for quick adding to future	shape / FAB	adds to favorites

Sketching

The feature and content map formed the basis for quick sketches of each necessary screen. The sketching process allowed me to rapidly experiment with different layouts for the content and features planned.

Digital Wireframes

Using the physical wireframe sketches as a guide, I used Figma to create digital wireframe versions. I linked these wireframes together to form the first working prototype to be utilized in user testing.

View Prototype on Figma
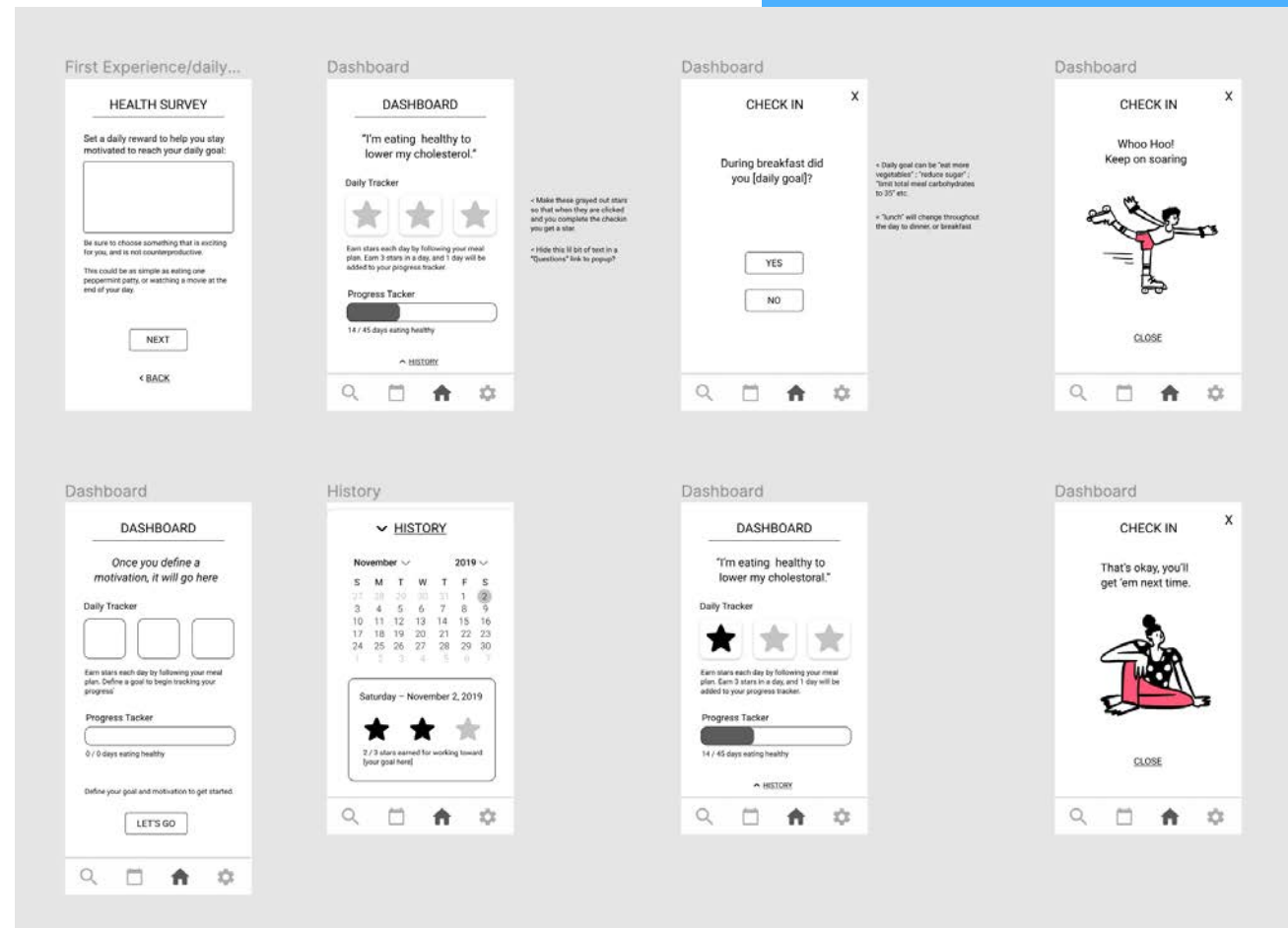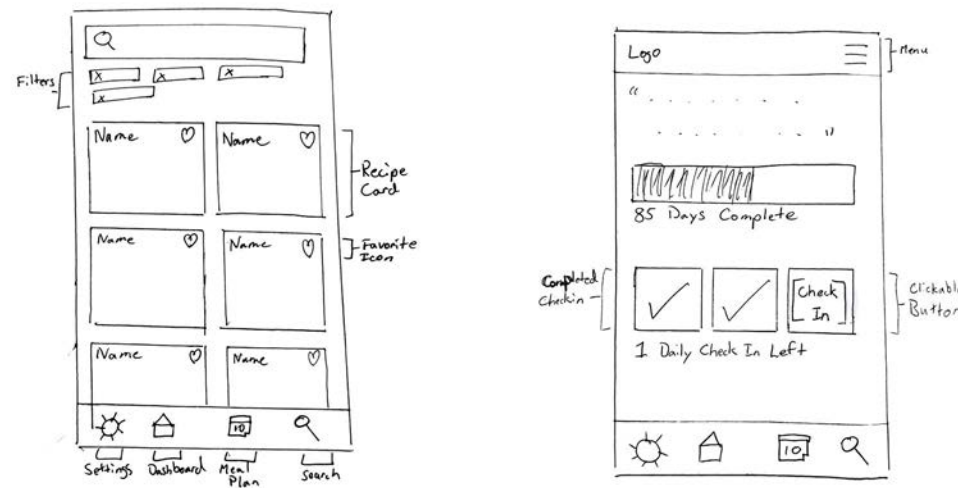
User Test

The low-fidelity prototype was used to gauge how well the app was planned and designed before diving further into the UX and UI portions of the project. I completed 1 user test in which I observed the user navigating the onboarding screens and throughout the rest of the product features.

Result

The testing resulted in valuable insights. I had thought it would be easy and intuitive to set personal goals and rewards with the design we had; but I found the user really had to think about these. To help solve this problem, I decided to revise the content in the onboarding screens and dashboard to help users think through the prompts.

User Test Notes

User Demographic: low 50's female looking to eat healthier to lose weight and lower cholesterol

What you observed or heard the user say/do:

-Sex radials in the health survey look like "o"s
-The "big" health goal set was not measureable
-The "big" reward was more of a small reward
-user was unsure how to set a daily goal, what did this mean
-user wanted to be able to add all planned meals to shopping cart. [this is a planned future feature]
-First went to the meal plan page to get a star. The wording below the stars was confusing.
-On boarding might be too long. Try to simplify the health survey questionair

-Need to create/add a "you met your goal" restart / reset a goal.

What the user told you after they finished:

-The wording on the dashboard page was too long
-recipe search and planner were nice and useful
-

What needs to go/change:

-Need to reword the dashboard page to make more sense
-Add more copy to the goal and reward setting to help give examples.

-Future versions:
Add a "you met your goal" screen
build out settings page

What works well/what you're going to keep:

-The meal search and planner functioned really well / as expected.
-The simplicity of the Nav and history pages were easy to navigate

Most important thing you learned from this usability session:

setting goals and rewards might seem easy, but it is kinda hard

Color

Because the application is designed to implement behavior change, I knew I wanted to base the color scheme in color theory. I chose to utilize greens to inspire motivation and health.

Illustration Style

Originally I wanted to utilize flat illustration in the UI to add pops of color. However, when I saw the Doodles Illustration pack by Pabelo Stanley; I knew the thicker stroked brush style and the simple black and monochrome coloring would complement the UI better than a multicolored flat illustration.

Fonts

To provide a casual feel that was approachable for users, I decided to use a font mimicking handwriting for the headers. This would tie in well with the brush strokes of the illustrations as well. I left the body and subhead fonts in the more simple and direct san-serif font, Roboto.

COLOR PROCESS

Initial thought for color pallete

After researching / refreshing myself on color theory, I decided I wanted to go with oranges and greens to inspire motivation and health.

I found some images that had a similar feel and color tones to what I wanted for the app's UI.

Next, I remixed the two image palletes into the colors below.

Final Brand / App Palette

Primary Color   Secondary Color

Supporting Colors

ILLUSTRATION

Initial Thoughts

I wanted the illustrations to be motivational visuals of characters. I thought the best way to do this was to include bright colors in a flat illustration style; similar to the one shown below.

However, as I researched other illustration styles. I found an art style by Pabelo Stanley (Figma Illustrations plugin) that used varied brush strokes and minimal color. This style was less distracting from the UX, supported a minimal look, while still being exciting.

LOGO

Initial Thoughts

I needed something that would get the idea of the app across in a quick and appealing visual.

Since the app was about eating and healthy food, I started playing around with different vegtable and fruit shapes.

I began by trying to utilize the varied stroke style found in the illustrations; however, this style was challenging to immulate with something as detailed as food is. The logo needed to be more crisp and defined.

Changing gears to a flat illustration style, I used the supporting colors to give the logo context.

FONTS

Initial Thoughts

The clean layout of the app made me wonder if it was too "boring", maybe I should try using an interesting font for the headers throughout the app.

Because of the sketchy / varied stroke illustrations, I thought this would be a good opportunity to try using a handwritten font.

Nanum Brush Script

Just Another Hand

CAVEAT

After trying several options, it was clear; the handwritten fonts were just too "sketchy". The interest they were bringing to the page, was not what I'd hoped for. They were too distracting and just plain didn't fit.

I switched gears looking for a bolder display font.

SIGMAR ONE

BOOGALOO

The first few fonts I tried, were too heavy or din't have options for lowcase letters. But Boogaloo fit great. It has the perfect weight and provides just enough variety to draw the eye without holding it in place.

I left Roboto as the san-serif body font because of the similar x-height it has to Boogaloo.

Final Prototype

The final prototype includes custom goal, motivation, and reward settings. It includes a dashboard and history view to track personal progress, as well as a recipe search and meal planning tools.
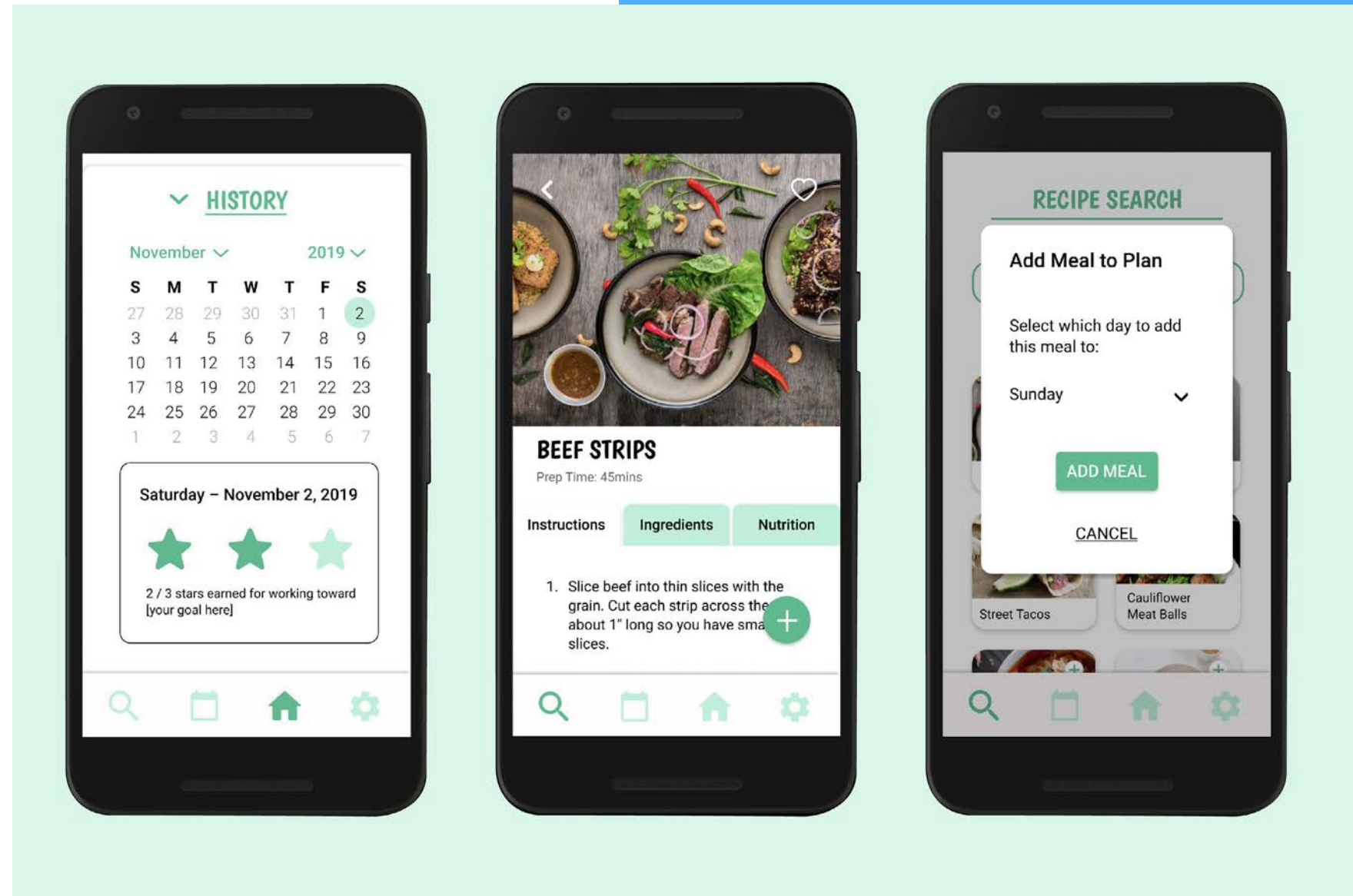
View Prototype on Figma

Response

The user reaction to the concept prototype was overall positive.

"I think if she had access to the meals and the nutritional information, it would help her remember to eat and get her body the nutrition it needs."

—Concerned Sister's response to interface

Student Handbook

How might we set students up for success?

Summary

The EWU Design Student Handbook is an informative tool for current and prospective students of the EWU Design program. The handbook provides everything a student would need to succeed in the EWU Design program. My role as writer and designer of the book, included researching content, copywriting, visual design, and production.

Status	Published
Client	EWU Department of Design
Timeline	09/25-12/13/2019
Major Tasks	Copywriting / Design
Platforms	Print / Digital
Design Tools	Adobe InDesign
	Noun Project
	Gitbook / Github
	Google Docs / Forms
Methods	Outline
	Copywriting
	Publication Design
	Digital Translation
Collaborators	Travis Masingale (Instructor)
	Ryan Weldon (Career Advisor)

Outline

I began the student handbook by drafting an outline. I started with topics I had been curious about when I started the program, and then branched out to topics students often asked me about. I organized the content topics in sections to help break the information up so it would be more digestible.

Survey

To make sure I was on the right track, I created a Google Form survey for current students and program alumni to provide input on the planned content. The results show students and alumni were most interested in the content tailored to professional development and tips for gaining real world experience.

Writting

Using the feedback from the survey and my outline, I began writing the actual content. Most of the content I drafted from my own experiences within the program, networking, and professional experiences. I took an edited draft to 4 reviewers: my mentor, the career advisor, and two trusted alumni for review. I incorporated the feedback the reviewers noted.

Welcome

Part 1: Introduction

What even is VCD?
What can I do with this degree?
Things you should know / facts that matter

Part 2: Getting Settled

Program classes / what to take
Learning environment
What you should focus on / how to succeed
The "F Words" (FEAR of FAILURE) - it's part of learning, you

Part 3: Succeeding

Do the work
Iterate
Communicate
Make an Impact / Impression
Creative Block
Be mindful

Part 4: Our Community

Professors / Advisors
Students / Peers
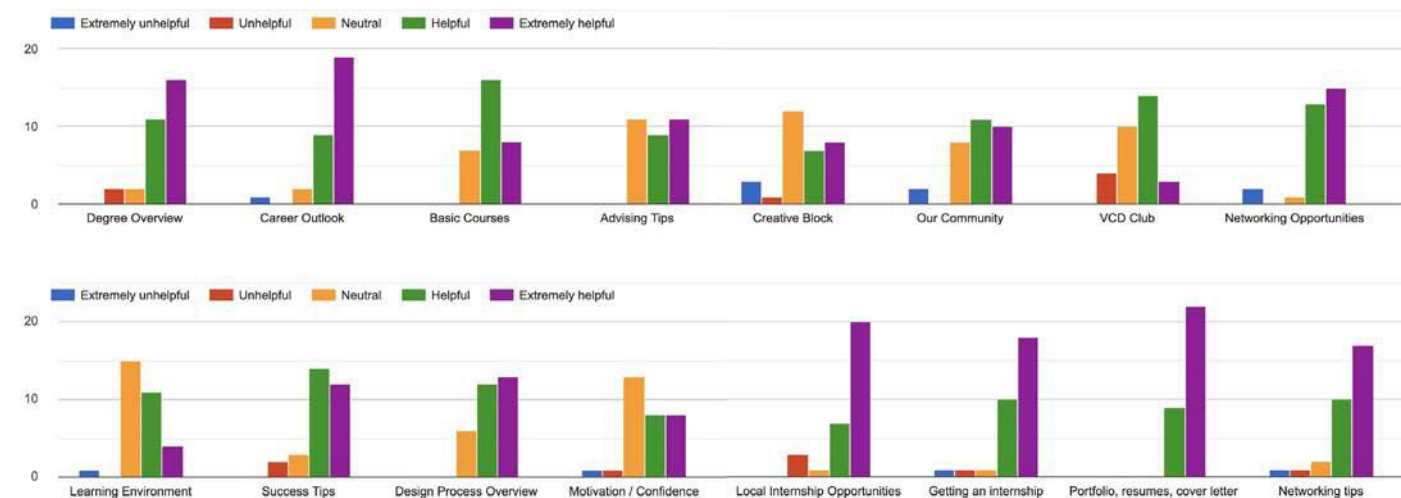VCD Club
MMC
In Spokane

Part 5: Creating your own path

Passion Projects
Local Networking Events / AAF, Spokane
UX, Terrain
Campus Opportunities
Industry Opportunities
Away Opportunities

Part 6: Now What?

Portfolios, Resumes, Cover Letters
Networking Now
Intern Now
Breathe Now

How helpful would you find the following topics?

Research

I began by researching different layout styles for various employee handbooks, program handbooks, and corporate reports. I drew inspiration from 2 specific designs; one by Noémie Pottiez, and a second layout was a design template from Creative Market by Egotype. I was drawn to the typographic treatments within the layouts and decided to remix the styles within the handbook design.

Typography and Layout

I began designing using Helvetica Now and set the titles and subtitle in all caps to help readers easily find topics. I defined the paragraph and character styles and began working on the page layouts. I started with the subtitles aligned to the left edge of each page, and using the large section titles in all caps near the top of the page.

Icons and Colors

I incorporated icons (from The Noun Project) to accompany each subsection, both to brighten each page and to add visual reference to help refer back to that section. I used the EWU black and red as a base for color, and added my own supporting colors to each icon to help make the handbook inviting
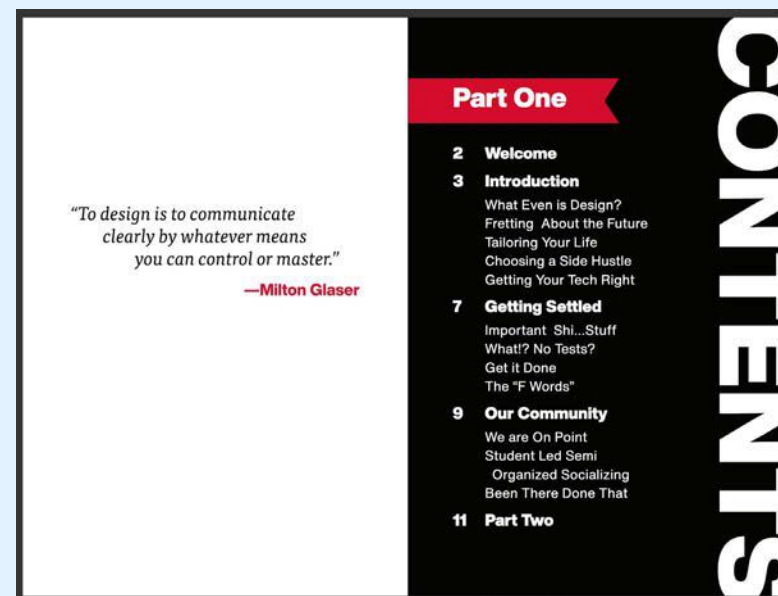
Blurb

With the design finalized, I ordered a small run of the handbooks through Blurb to distribute to department faculty. I also explained to the department how they might be able to sell the printed versions (at cost or even for a small profit to fundraise) to students in the future to help cover the print cost of the booklets.

View on Issuu

Gitbook

With the printed version complete, I new I also wanted to include a digital version of the handbook. Initially I thought I would create an interactive PDF version of the booklet; but I realized this would be hard to maintain in the long run. If anything needed to be updated, the InDesign file would need to be tracked down, edited, re-exported, etc.

I researched a few online tools and decided to try out Gitbook. Gitbook provided a seamless way to deliver the handbook content and link out the the various resources the book references. The editor interface was also very simple to navigate with and edit; this would allow future editors to make changes with very little trouble.

View Gitbook Version
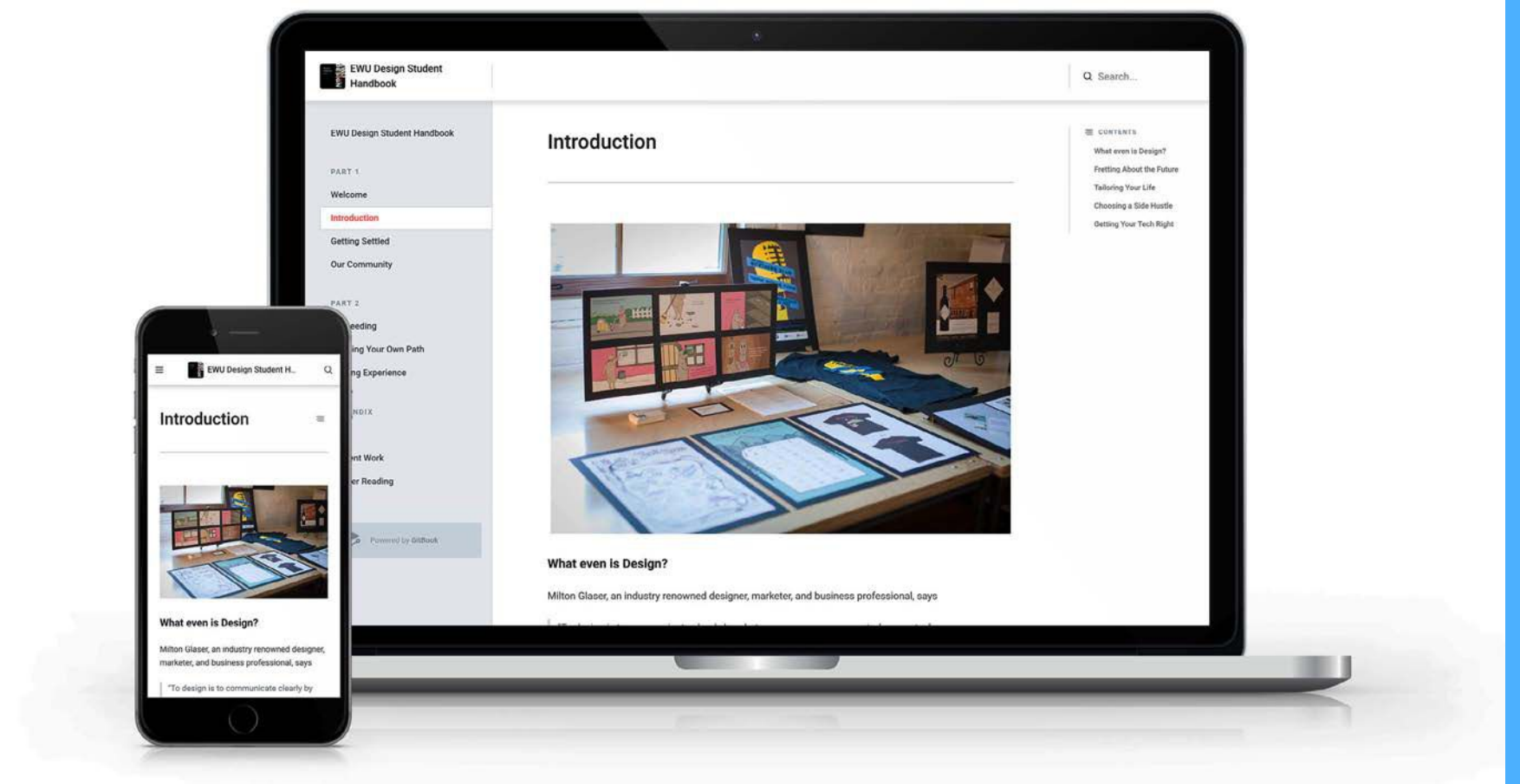
Organization Manager

How might we help students discover campus community?

Summary

The Student Organization Manger is an application that helps students discover university clubs so that they can find community on campus. My role as UX designer, included researching similar products, creating user personas, drafting a wireflow, and providing a basic UI direction.

Status   Concept
Timeline   01/03/19-01/15/19
Major Tasks   UX Research / UX Design
Platforms   Mobile
Design Tools Adobe XD
                  Adobe Illustrator
                  Overflow
UX Methods   User Persona
                  Competitive Assessment
                  Feature / Content Map
                  Sketches / Wireframes
                  Wireflow
Collaborators None
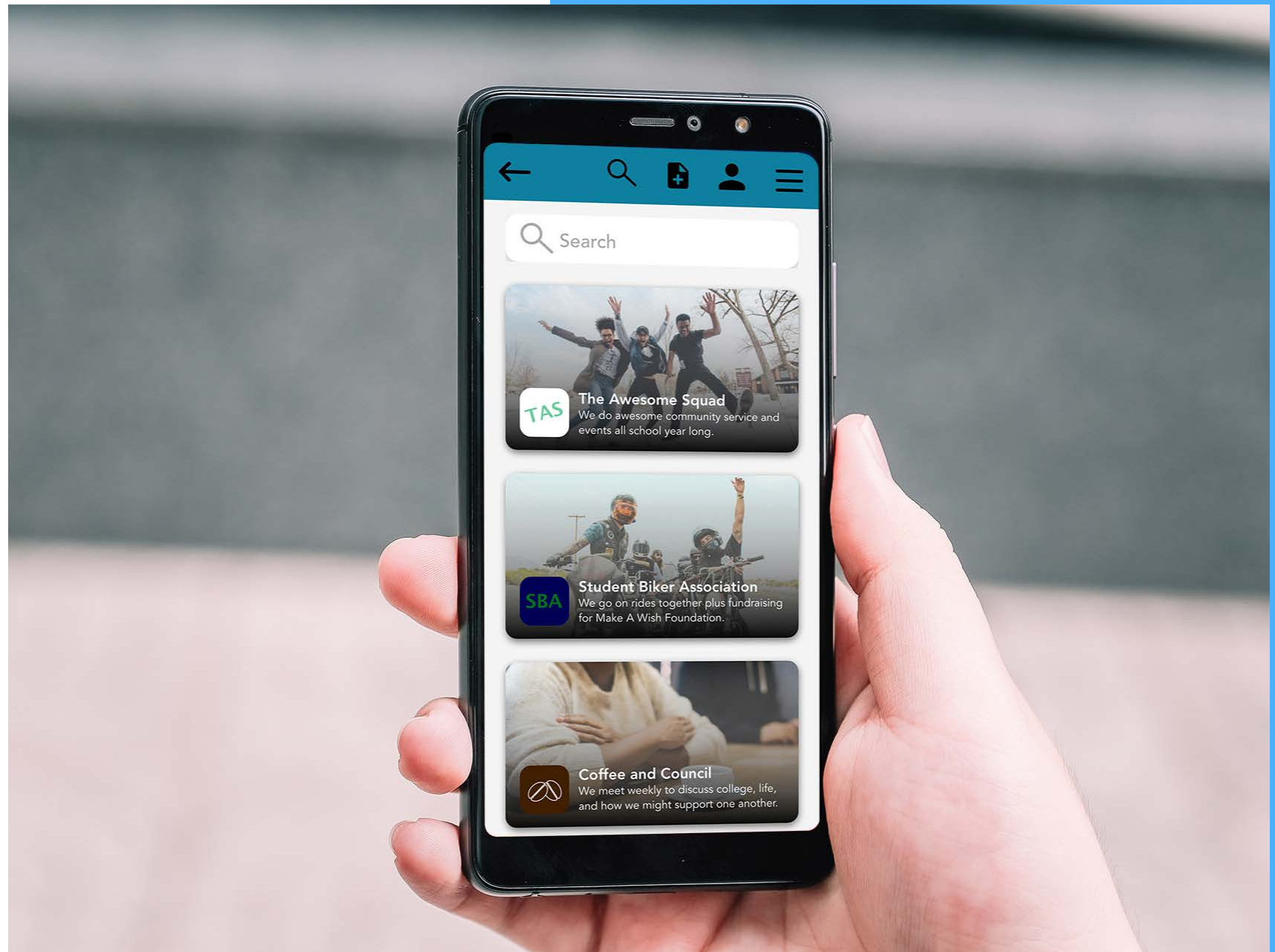
Personas

I created 4 user personas for a new student looking for campus community. I initially included 2 more reserved students and 2 more outgoing and involved students. However, I ended up focusing on the outgoing user personas because I felt their direct goals had overlap with the more reserved personas' goals.

Competitive Assessment

In the competitive assessment I researched 4 similar group/club management applications. I considered features available, visual appeal, ease of use, and user reviews. I developed to summary below based on my findings:

- Existing apps included similar features
- Apps were very text heavy
- Searching for organizations was difficult
- Search results were not organized well
- More visuals could be incorporated feel inviting

The competitive assessment helped me understand the strengths of features already in place, as well as what could be improved. This gave me a strong foundation for beginning the design phase of the project.

Sketching

With a clear picture of the problem, user goals, and competition, I began sketching wireframes for each screen the application would need. One of the reasons I love hand sketching, is it allows ideas and solutions to be visualised quickly in a simple sketch.

As I was sketching, one of the ideas I came up with was to use a swipe to hide feature to help search results be more relevant to the users. The feature works much like a "Hide this ad" on Facebook or Google. Once swiped, the organization would be hidden from all future search results. I was excited about the idea and began working to implement it in the digital wireframes.
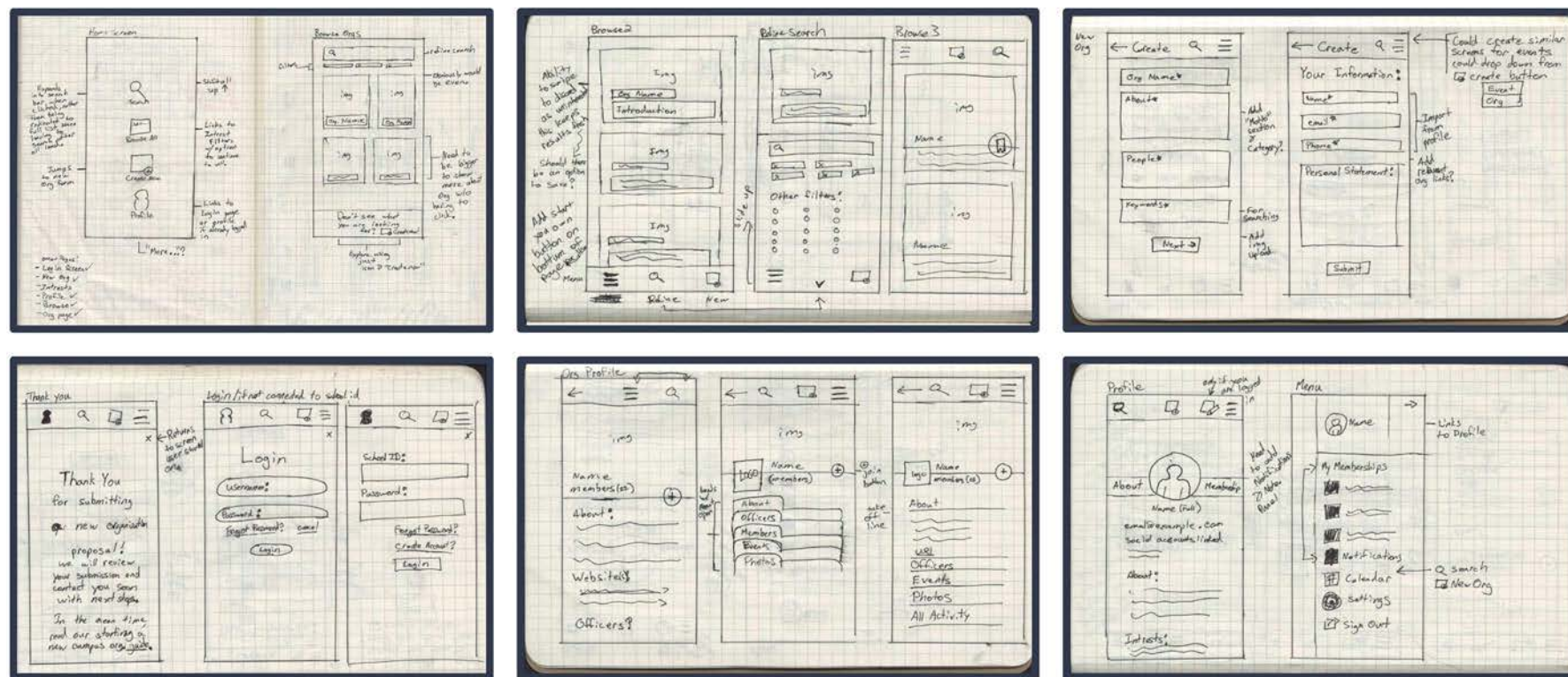
Digital Wireframes

Using the physical wireframe sketches as a guide, I used Adobe XD to bring the sketches to life. I implemented the swipe to hide feature in the wireframes, and then also included a feature to view the hidden organizations in case the user ever wanted to go back and view them or unhide one.
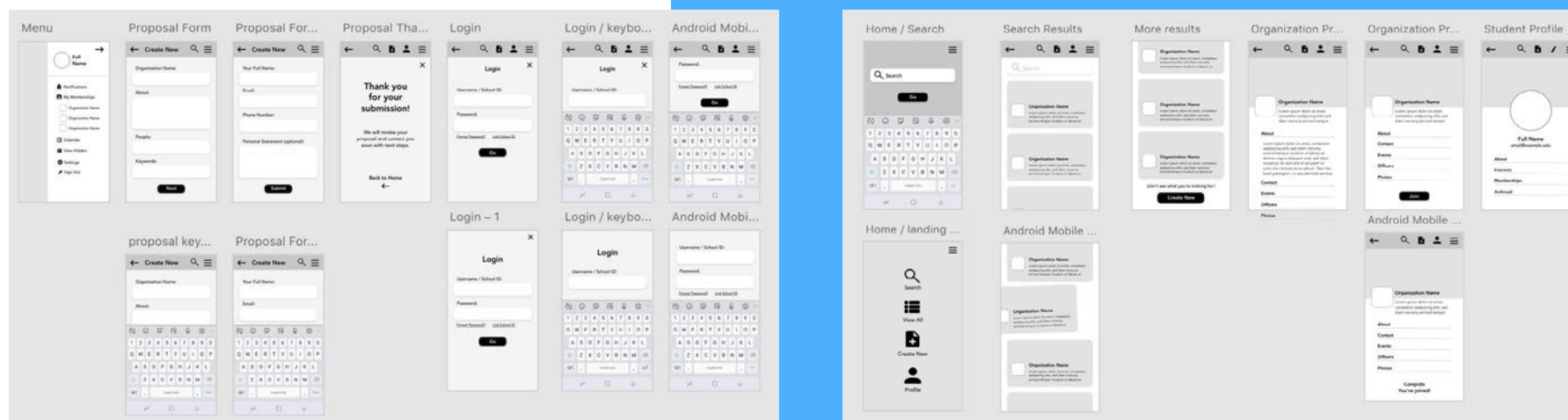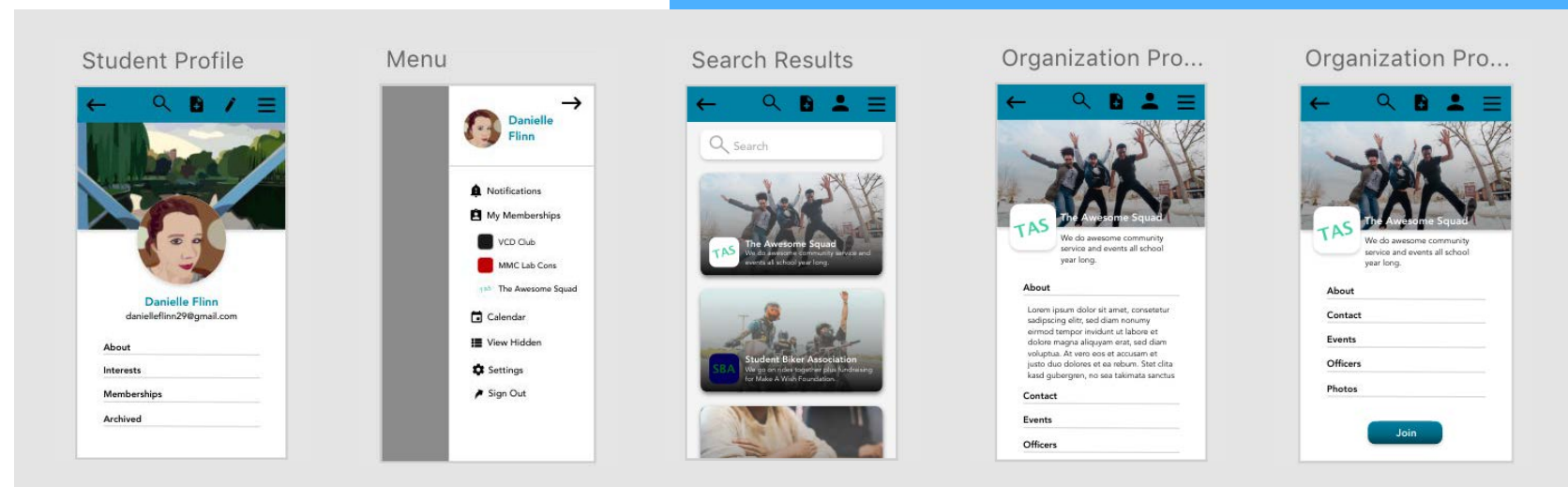
UI Development

For the basic UI elements, I chose a dark teal to give the application some professionality and an academic quality. I also included images for each organization to give the cards more visual appeal and help the users understand what each group is about without having to necessarily go into the main organization page.

Wireflow

For the final aspect of the project I used Overflow to create a wireflow showing how the user personas would navigate through the product wireframes. This resulted in an interactive proof of concept for the product and helped me see which features would be used most and might need to be iterated on further.
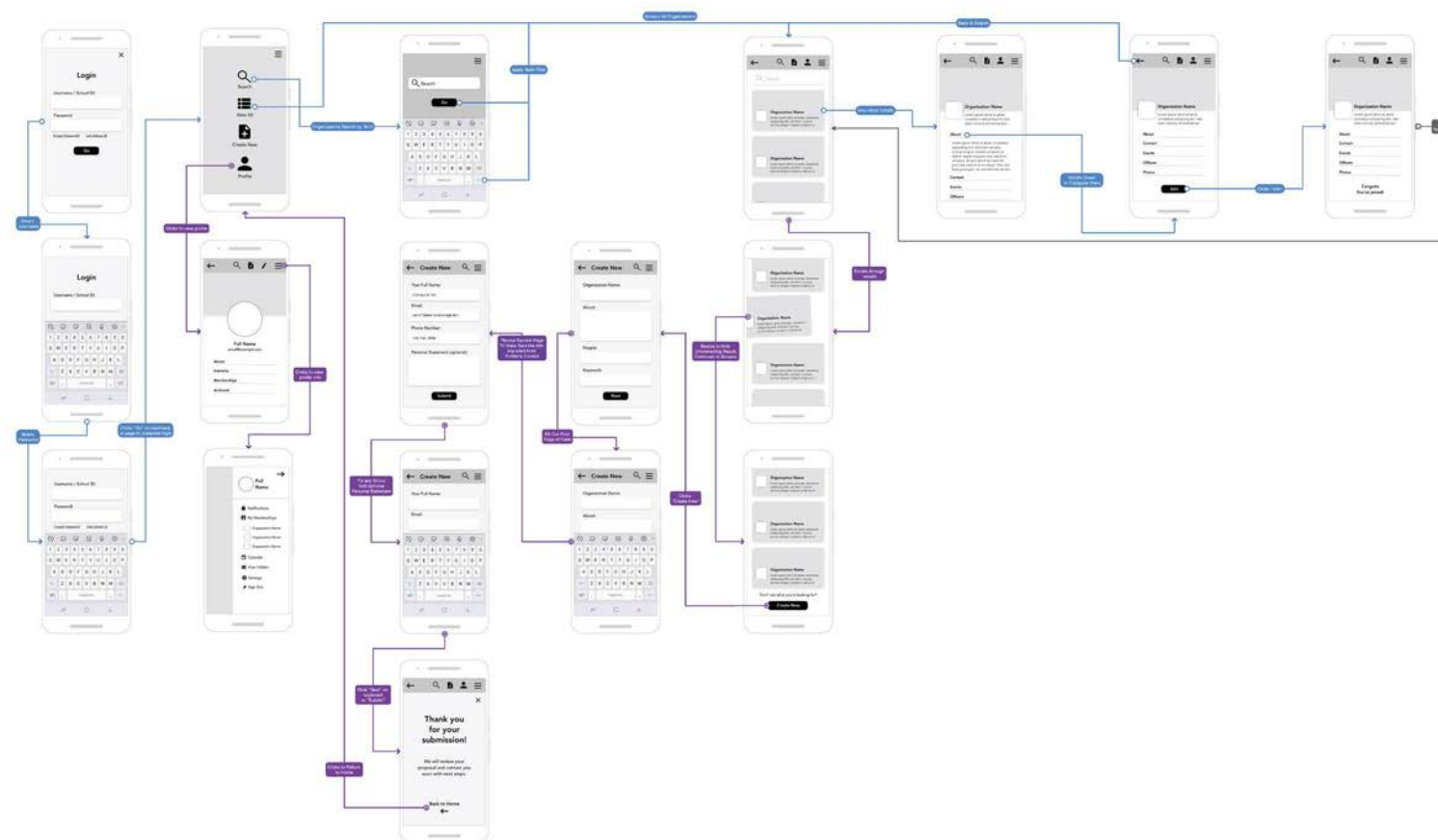
Reflection

I am proud of the work I put into the user research and wireframes for this project. The resulting comprehensive wireflow shows a well thought out product and how users could utilize the tool. The idea to hide irrelevant search result with the swipe to hide feature is innovative and would be interesting to present in user testing for future phases of this project.

If I continued developing this project, I would do user testing with the current design. Then refine the product based on user feedback, build out a higher fidelity prototype, and finally refine some of the UI elements to create a more inviting visual space.
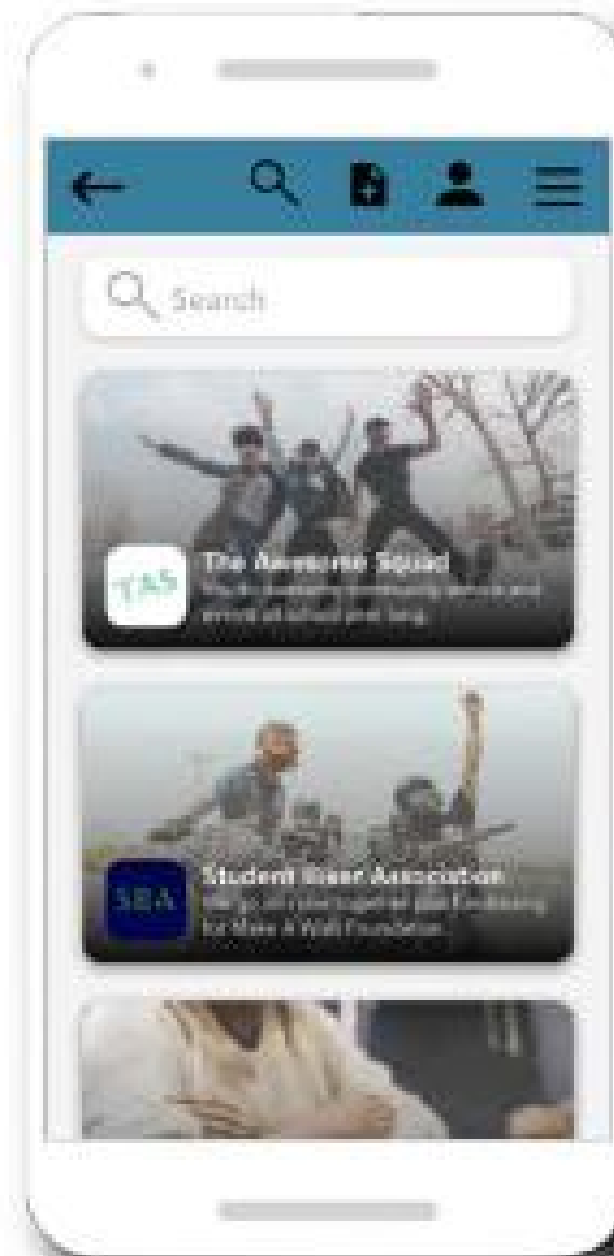
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Thank you for your interest!

Connect with me to learn more about what I do.