EMILY AUSERE

UX Design Portfolio

ABOUT ME

Hello, my name is Emily Ausere. I was born and raised in Moses Lake, WA, and I lived there until I had to move to Cheney for College. Before coming to Eastern Washington University, I graduated with an AA from Big Bend Community College. After transferring to EWU, I have been working towards obtaining a Bachelor's in Visual Communication Design as well as a User Experience Certificate. Now, I am in my final year as a student here at EWU and I am expected to graduate in the Spring of 2022.

Since Fall of 2021, I have been working as the Design, Promotions, and Marketing Coordinator for the group Eagle Entertainment at Eastern Washington University. There I have gained experience in designing work for both digital and print as well as experience in marketing specifically for social media. Some of my specialized interests include graphic, web, UX, and motion design.

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LIFESTYLE TRACKING APP

LIFESTYLE TRACKING APP
Overview

Brief Summary

Healthy Habits is an app that helps the average person keep track of all their healthy behaviors. It solves the problem of unaccountability and forgetfulness that tends to come with personal resolutions. It assists it setting goals, both short and long term, as well as providing personalized challenges along the way. My role was research, design and prototyping.

"The App for a Healthier You"

Details

Client:	Healthy Habits
Timeline:	April 2021 - June 2021
Platform:	Mobile
Tools:	Figma
UX Tasks:	Guerilla Method Sketches Wireframes

LIFESTYLE TRACKING APP

Research / Planning

Guerilla Method

Before designing the app I wanted to get an idea of what people expect out of the average apps interface. What would potential users want out of my app?

Questions:

Do you have any tracking apps?
- If Yes:
  - -What do you like about them?
  - -What would you change about them?
- If No:
  - -Why not?
  - -Would you ever get one?
  - -What would make you interested in one?

What habit would you like to see tracked in an app? why? (For Example, Miles ran, books read)

Do you prefer apps the track multiple habits or are dedicated to one specific habit?

What would deters you from certain apps overall?

What do you like seeing in apps overall?

Data Analysis

After asking this series of questions I have found that significantly more females have tracking apps than males. Specifically to track things such as menstration and overall fitness (weight and calories burned). Another popular tracking app across the board where those the tracked steps and heartrate because they are featured in many phones and smart watches.

Those who didn't have tracker apps would consider getting one if I catered to their personal interests. (For example, a women who was very into reading expressed interested in an app that would record books/chapters read).

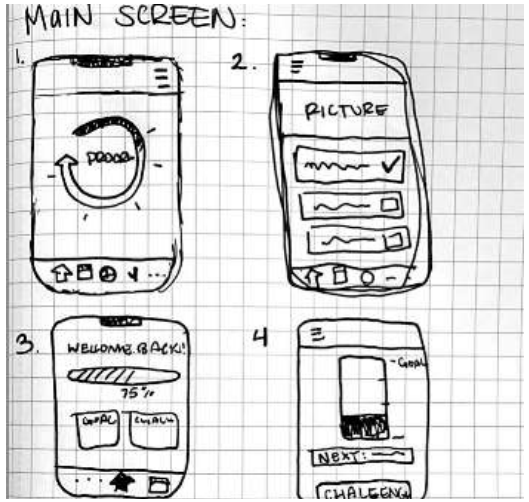
Most notable features liked amongst tracker apps are those that were aesthetically pleasing, easy to navigate, and weren't over complicated.

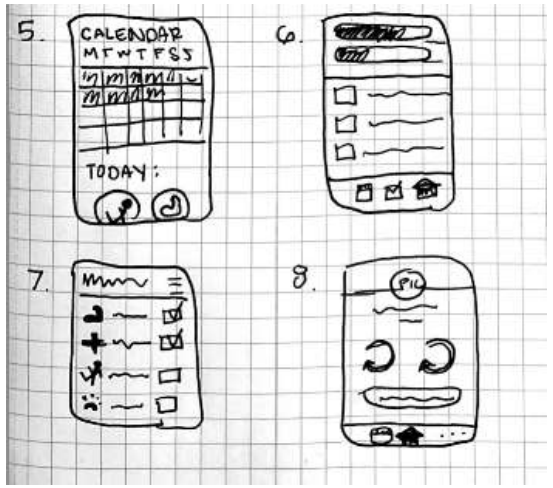
Potential users would also like to see rewards/ methods of motivation intergrated into their tracking apps so if they hit a milestone there was somesort of achievement to aquire.

Other users expressed dislike for tracker apps that were overly complicated, didn't offer tutorials, had to many adds/ distractions from the overall goals

Sketches

Quick rough sketches give me a visual about how to format my design. I allows me to brainstorm several ideas in one sitting. Which one format would be the most effective?



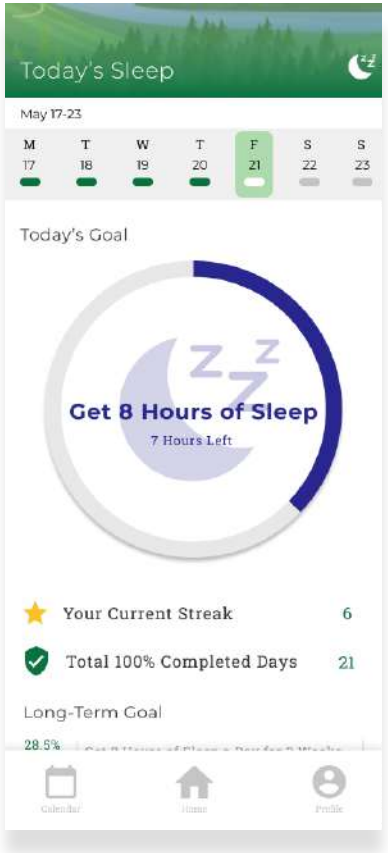


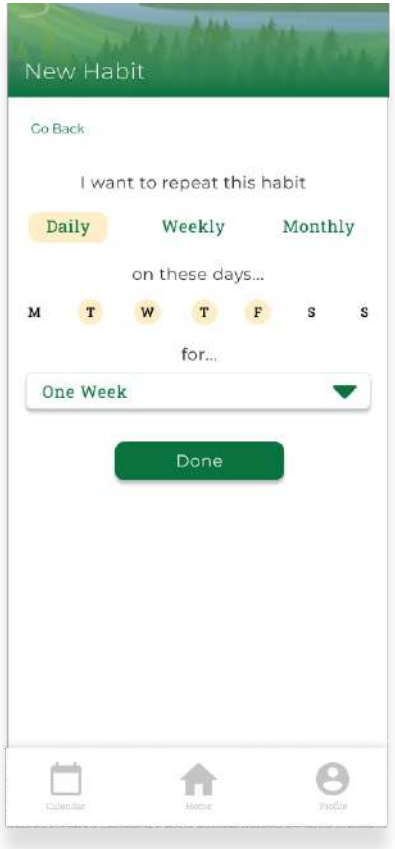
LIFESTYLE TRACKING APP

Prototypes

The goal of this prototype was to get close to what the user would experience when using the app. The prototype goes through entering the app, navigating the home page, selecting on specific behaviors, and even registering a new behavior to track.

VIEW THE FIGMA PROTOTYPE

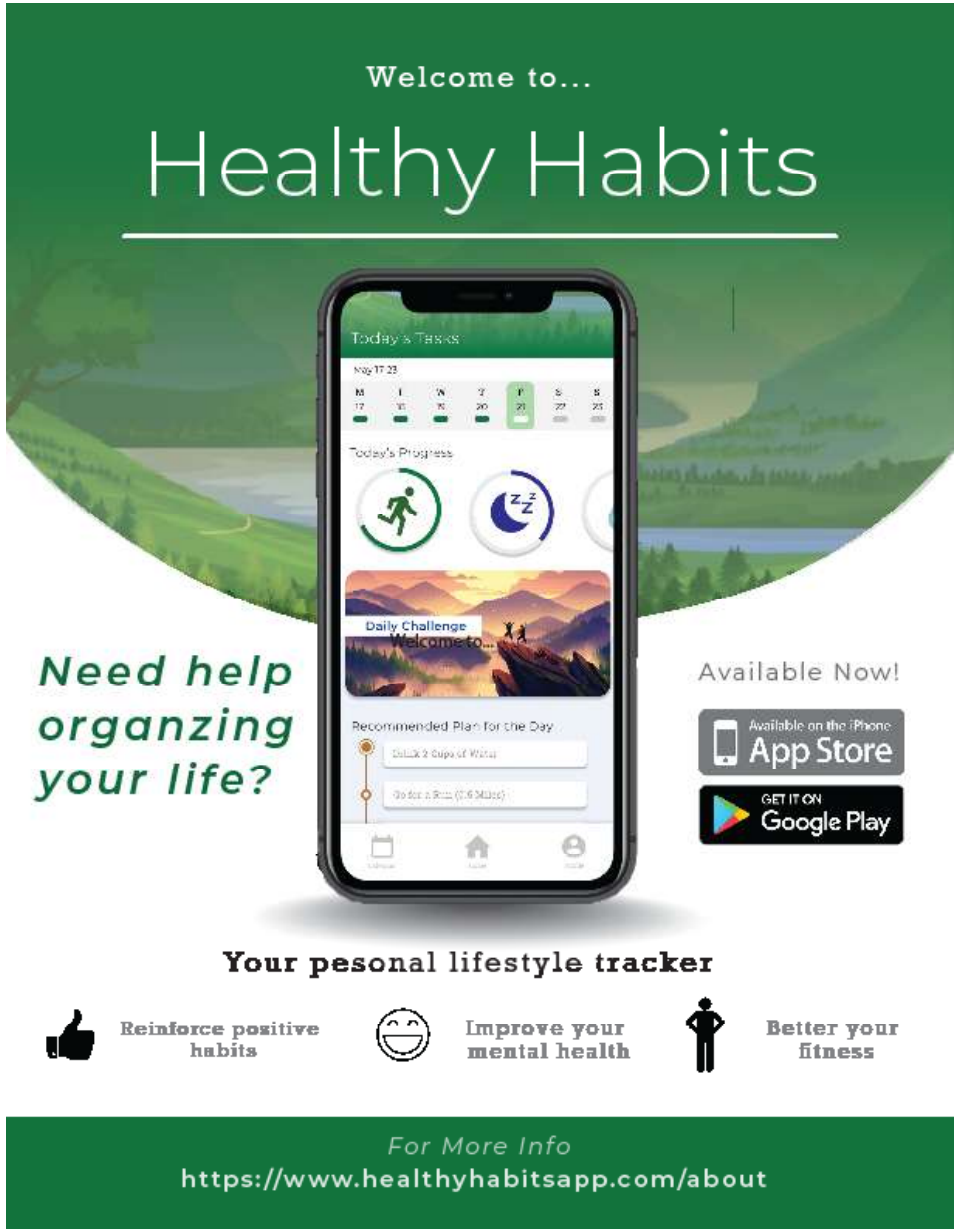




LIFESTYLE TRACKING APP

Evangelism / Bathroom UX

This flyer is designed to promote the Healthy Habits by highlighting key features. How will anyone download your app if they don't even know about it?



THERMOSTAT REDESIGN

THERMOSTAT REDESIGN
Overview

Brief Summary

Smart Thermo is a digital wall thermostat that allows the user control the climate of their house by just the click of a button. It solves the problem of lack of customization and control by allowing the user to have more say in how their house climate is controlled as well providing visual aid. My role was research, designing, and prototyping.

"Comfort made Smart"

Details

Client:	Smart Thermo
Timeline:	Jan 2021 - March 2021
Platform:	Physical
Tools:	Figma
UX Tasks: and Methods	Competitive Assessment Feature Inventory Sketches Wireframes Prototyping

THERMOSTAT REDESIGN

Research / Planning

Competitive Assessment

Before designing the app I wanted to get an idea of what was already out there and what did people like and not like about them. What should I keep? What problems need addressed?

Throught the Competitve Assessment I was able to create a Feature Inventory including a brief list of features I want to include in my interface such as fan adjustments, implemented touchscreens, and adjustable system modes.

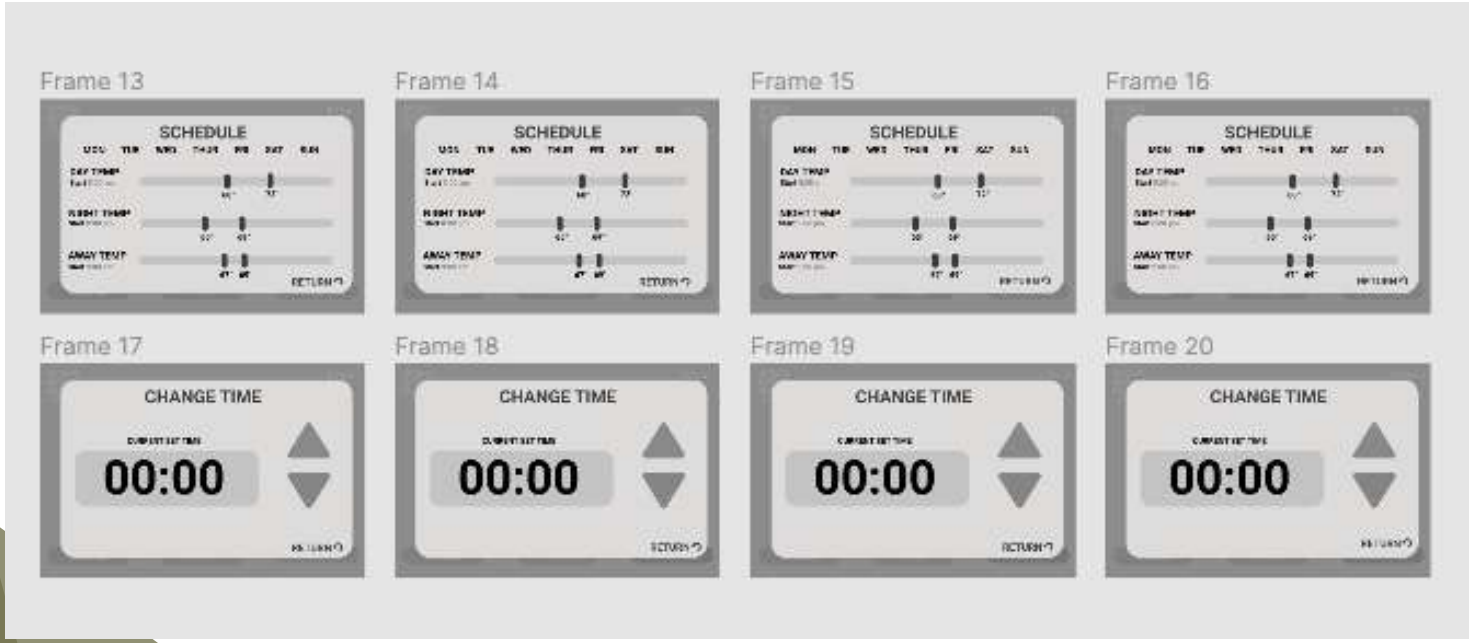
Product	Design	Features or Functionality	Flow	Intuitivness	Strengths	Weaknesses
Tashiba Carrier 	It's a smooth design, buttons are easy to push, the power button stands out. It has a simple square look nothing too special.	Its capable of cycling through 5 modes: Heat, Cold, Dry, Auto, and Fan. Its minimum temp is 64 degrees and max is 84. There is also a monitor button which allows you to see set temp, current temp, outside temp, filter remaning hour, and total running hour. Also, there is a menu button which allows you to set timers and change the flow direction.	You can switch through modes by pressing the F1 button. If you are in the monitor or menu screen you can press the return button to get you back to the home screen.	This thermostat is relatively easy to use. I don't know what the F1 and F2 buttons stand for, so when I was first learning how to use this thermostat I was confused about what they did. The menu screen also could be easier to navigate.	I like all the different modes to pick from. I also enjoy that you can set a timer and change the air flow direction.	Having to push the button a million times can get annoying when switching modes and changing temperature. Also, the menu screen is hard to navigate.
Nest Learning 	It has a simple round design and is a modern take on the round dial thermostat. With a digital screen in the center you can turn its outer dial to change the temp as well as scroll through its menu. Its selection mechanism is to simply press down on its outer rim.	It can remeber patterns in what temperature is preferred at different times in the day and adjust itself accordingly. It has an "auto away" feature where if it doesn't sense if you are home it will turn itself off to save you money. It has both a heating and cooling mode. It has an app that you can change the temperature through, as well as its compatable with the google home/alexa. Also, you can set a schedule manually for when to change the temp.	To go from the main temperature screen to the menu screen you press down on the outer rim. Then to go between selections you use the dial and press down on the outer rim again to make a selection.	This thermostat appears pretty easy to use, its not over complicated but still has a decent amount of useful functions. It's easy to switch between temperatures and would be an easy transition from a old-school dial thermometer.	I like how it has an app so if you weren't close to the thermostat you can still change the temp. I also like the round dial feel of it that way you don't have to press a bunch of buttons.	When in the selection screen I couldn't find a back button if I went to the wrong mode or such. You had to complete a task go back to the temp screen then redo the selection screen all over again.
Cadet T521 	This design is a simple as it gets. It just a round dial that alternates between the temperatures of 90 and 50	This thermostat doesn't do that much compared to other, more complex thermostats. It can only adjust the room temperature between 90 and 50 degrees. No Schedule, no timer, no modes, etc.	N/A	This thermostat is easy to use. All it requires is the ability to turn a dial to the prefered temperature.	It strength is that it is not complicated. It gets straight to the point and doesn't leave room for confusion.	It's greatest strength is its greatest weakness. It only does one thing. It could offer more such as schedules, timers, different modes, and more. In today's market with very high tech thermostats, its almost expected to some degree for a home thermostat to have more functions than a simple dial.
Lennox iComfort S30 	This design a square touchscreen design where everything you do, you do through touch.	This thermostat does everything from controlling the temp while your away, it has a fan mode, a "feels like" mode, heating & cooling, humidity control, iHarmony zoning, as well as more advanced settings such a restarting the system and mobile app connection. Which leads to the next thing it offers, a mobile app. Eveything that can be done maunaully on this thermostat can be done through the iComfort mobile app. It can also follow schedules and control different zones.	The flow of this screen reminds me alot of the Apple Ipad. Every function on this thermostat can be reached by either swiping left to right or pressing on certiain icons or buttons.	This thermostat is easy to use and its touchscreen design is recognizable as almost everyone has used touchscreens at some point in their life. I would say this is easier to use than the nes and the tashiba because clicking on you want right away is better than having to sort through a list.	I love how its a touchscreen. I think a touchscreen is the best way to offer muliple functions without making it a nuisance to find them and prevents overcomplication.	I don't think there are lot of weaknesses in this design, but I think the main screen could be simplified more to prevent it from looking too busy.
Honeywell PRO 8000 	This design is also a touchscreen design. Where each button and function you do is by touch.	It can follow a schedule and you can select which days a week have a schedule. You can adjust the fan and alternate between heating and cooling systems. To change the temperature you use the up down arrows on the right. The screen button allows you to have 30 seconds to clean the screen. The hold button locks the temperature until it is changed again.	You get from one screen from the next by pressing on the button of the screen you want to go to such as the "Sched" button to go to schedule. From there you can either click the done button or the cancel button to return to the main screen.	This thermstat is fine to use. It's layout is not the best, some thing such as fan and system don't really appear as buttons at first glance. However, it being touchscreen is nice.	It's strength is that it is a touchscreen and it does offer a few decent functions such as a schedule, alternating between fan and system modes, and provides a screen lock.	This thermostat doesn't offer as much as other thermostat which Is part of its weakness. It doesn't offer humidity options, zone options, or a mobile app. It also not that appealing to the eye.

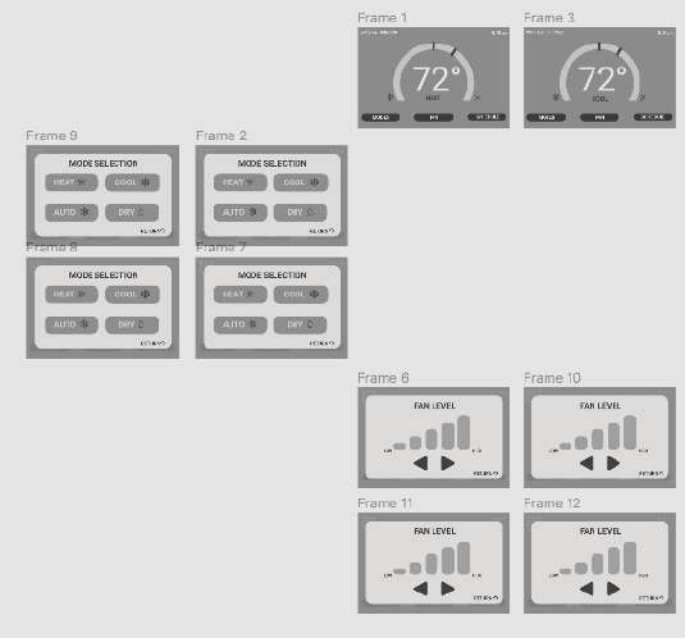
THERMOSTAT REDESIGN

First Iteration

Low-Fidelty Wireframes

Using Figma I made a rough plan
for how my thermostat will flow
and what each screen will look like



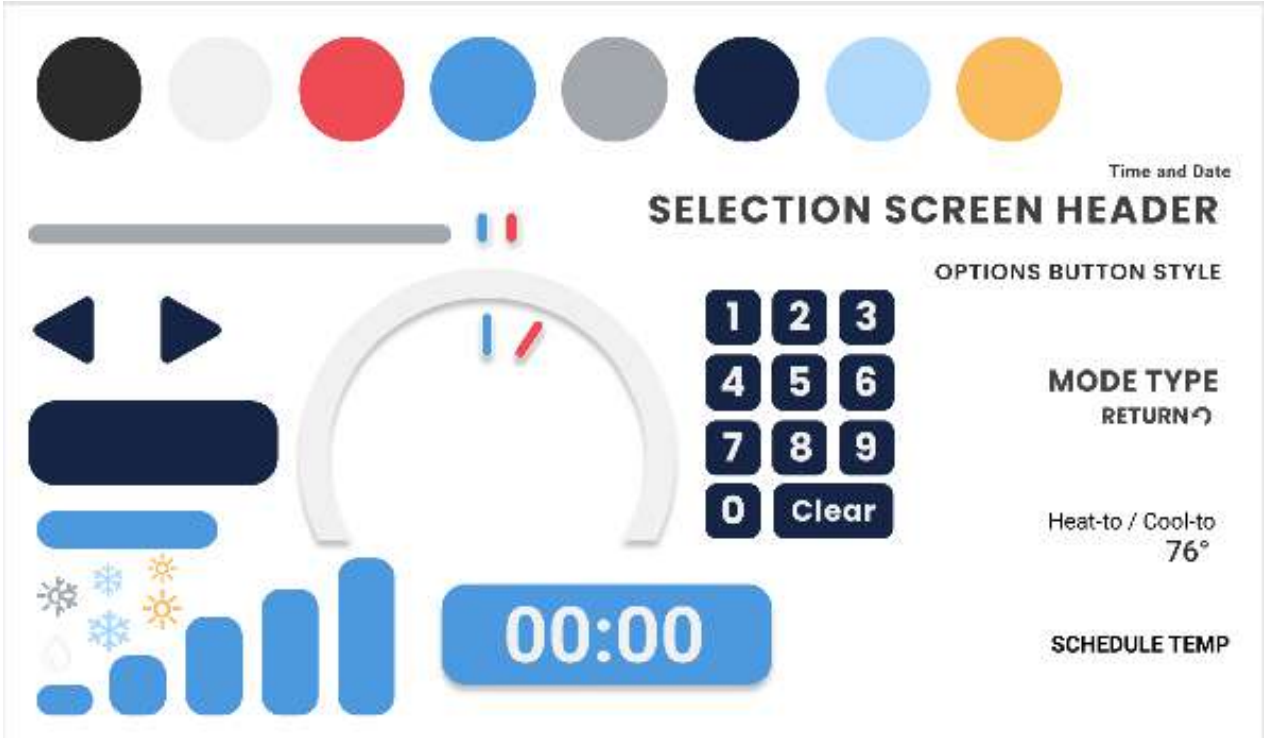


THERMOSTAT REDESIGN

First Iteration

Style Tile

Using a frame I create a design systems that shows all the components and colors I plan to use throughout my digital interface. Acting as a guide I refer back to this Style guide with designing my high-fi prototype.

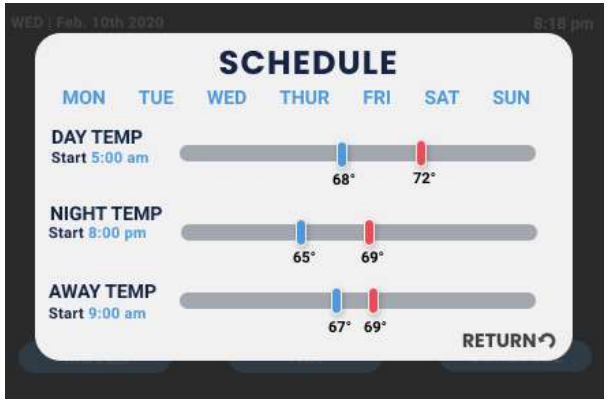


THERMOSTAT REDESIGN

Prototypes

The goal of this prototype was to get close to what the average user would experience when navigating the thermostat. The prototype goes through selecting the modes, adjusting fan speeds, and setting a schedule for your thermostat.

VIEW THE FIGMA PROTOTYPE



THANK YOU

With More Projects to Come