

Notary By Agnes

FRANCIS CACCAVALE

Project overview



The product:

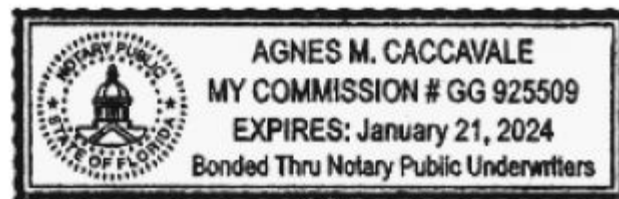
This design is a user experience as to a mobile notary business - in terms of logo design, website design and, identifying pain points or high-exchanging business throughputs.



Project duration:

October 2022 - December 2022

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Project overview



The problem:

A problem with this design was that this was completely from scratch, for a small business comprising of only one person (being a public notary). Hence, this design would become a whole design-tree from the bottom-up.



The goal:

A goal with this design was to at least create some sort of baseline, to help initialise some proof of concept; as to creating some sort of design-tree, whether that meant designing a logo, a website/responsive design et cetera.

Project overview



My role:

lead UX designer



Responsibilities:

Conducting interviews, paper and digital wireframing, logo design, low and high-fidelity prototyping, ideating, iterations, affinity diagramming, accounting for accessibility, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Creating a baseline:

A primary target in this design was to create a design-tree for a single client as to a small business.

A design-tree would have to begin as a bottom-up approach and this initially meant interviewing the client with an array of questions. Whether that meant asking.. "Who is your customer?", "What service are you soliciting to the customer?", "How does this service and customer associate?", "Is this service urgent or dire?", "What are your experiences in this industry?" et cetera.

User research: pain points

1

Color Theory

What colors will connect the industry to a particular consumer?

2

Identity

What sort of 'stamp' or logo will resonate with the community?

3

Minimalism

While creating optimizations for the website, can the user identify what the website initially is?

4

Navigating

Does the website create sound eye traversals, as if observing an oil painting?

Persona: Henry Lee

Problem statement:

Henry Lee is an automotive mechanic filing for a mortgage who needs a public notary one web search away immediately because Henry is in a meeting with a banker not about to continue without notarizing documents.



Henry Lee

Age: 42
Education: Trade School
Hometown: Ft. Lauderdale, FL
Family: Two children
Occupation: Automotive Mechanic

"I have an important meeting regarding a mortgage approaching and I need to prepare."

Goals

- Not having to postpone an important meeting because of notary issues, I need a public notary one search engine away with clear directions.

Frustrations

- Scenario: stuck in a meeting while signing papers for a mortgage without the ability to notarize documents

Henry is an automotive mechanic by trade and has finally been approved for a mortgage for his first family home, however, at the meeting Henry is stuck having to notarize documents without a public notary available. Henry will have to postpone this important meeting if nothing can be done immediately.

User journey map

Persona: Henry

Goal: immediately seek a public notary

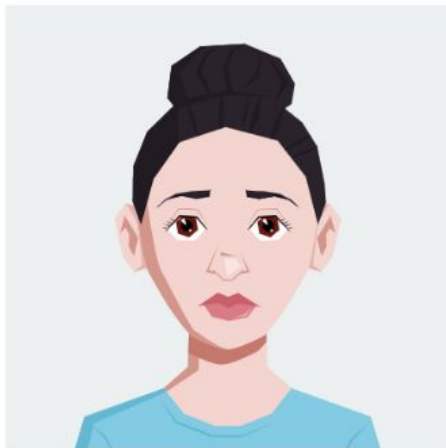
A journey map will ideally help seek some sort of base for levels of optimization in a website.

ACTION	BROWSER SEARCH	PROCESS HOMEPAGE	NAVIGATE	PROCESS ELEMENTS	REFLECT
TASK LIST	A. Type keywords, location B. Seek which URLs are relative	A. Locate elements B. Seek correspondences between elements	A. Find the navigation B. Coordinate navigation element to what is sought	A. Seek properties of elements B. Seek purpose of elements	A. Did user retain information? B. Did user understand what the website is?
FEELING ADJECTIVE	Rush	Inspective	Investigative	Contemplative	Enlightenment
IMPROVEMENT OPPORTUNITIES	Create a URL with precisely what the service for speed, less distractions.	An accessible color scheme can help seek elements quick	Navigation may need a usability study	Gestalt principles	Ask for feedback

Persona: Emelia Lopez

Problem statement:

Emelia is a dental hygienist in America on a visa who needs a notary one web search away immediately for a puppy she wants to adopt because the animal clinic will only hold the puppy temporarily for her.



Emelia Lopez

Age: 26

Education: Associate's

Hometown: Los Angeles, CA

Family: Self

Occupation: Dental Hygienist

"I'm at the animal clinic to adopt a puppy I saw on facebook and yet I have no notary ability."

Goals

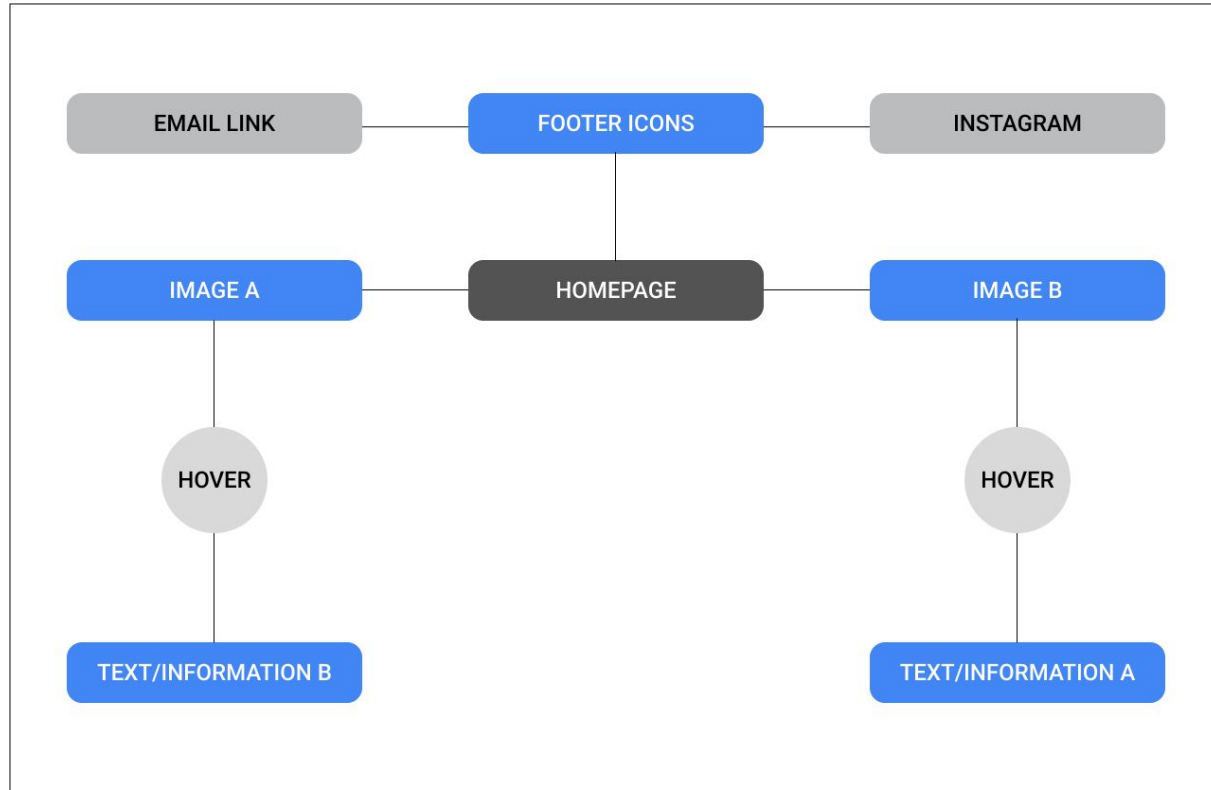
- I need an immediate public notary service in that I may not lose the ability to adopt a particular puppy at an animal clinic.

Frustrations

- Scenario: At an animal clinic to adopt a puppy and yet asked to notarize documents. The animal clinic will only hold the puppy for twenty-four hours for me.

Emelia is a dental hygienist ready to expand her immediate family with a puppy she saw on facebook. At the animal clinic, Emelia is asked to notarize some documents because she is in America on a visa. The animal clinic will only hold the puppy for her temporarily.

Sitemap

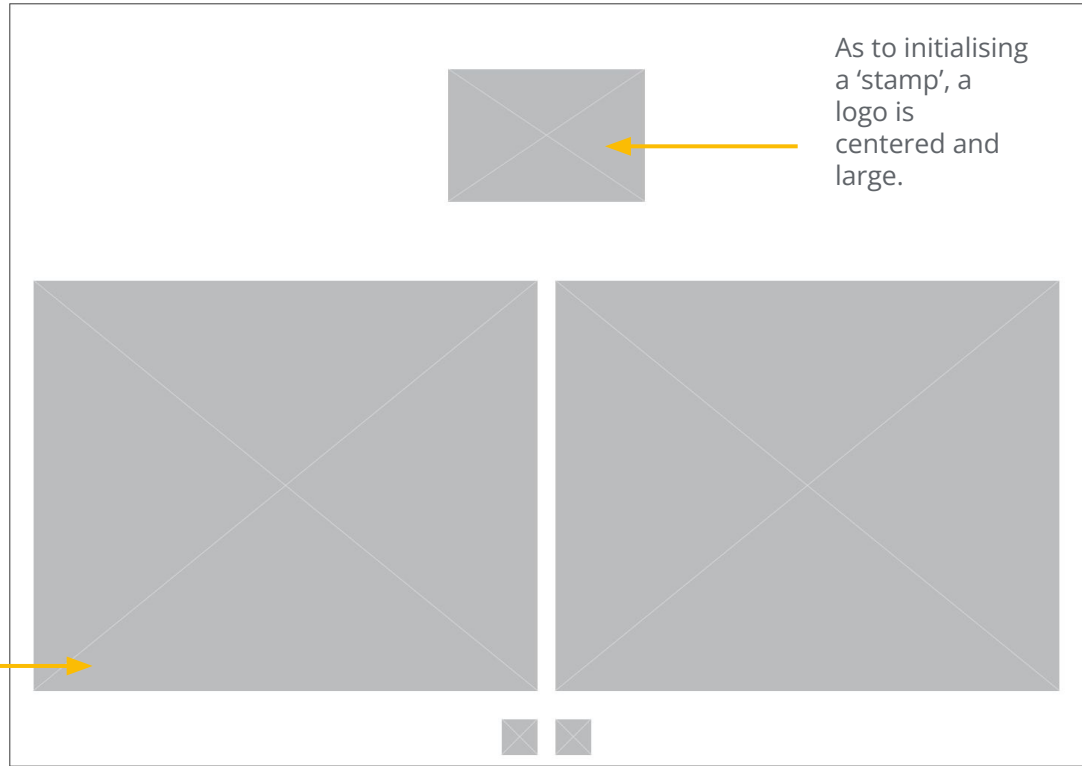


Digital wireframes:

desktop example

Continuing with the 'create a baseline' theme, wireframes initially meant an utmost minimalistic approach.

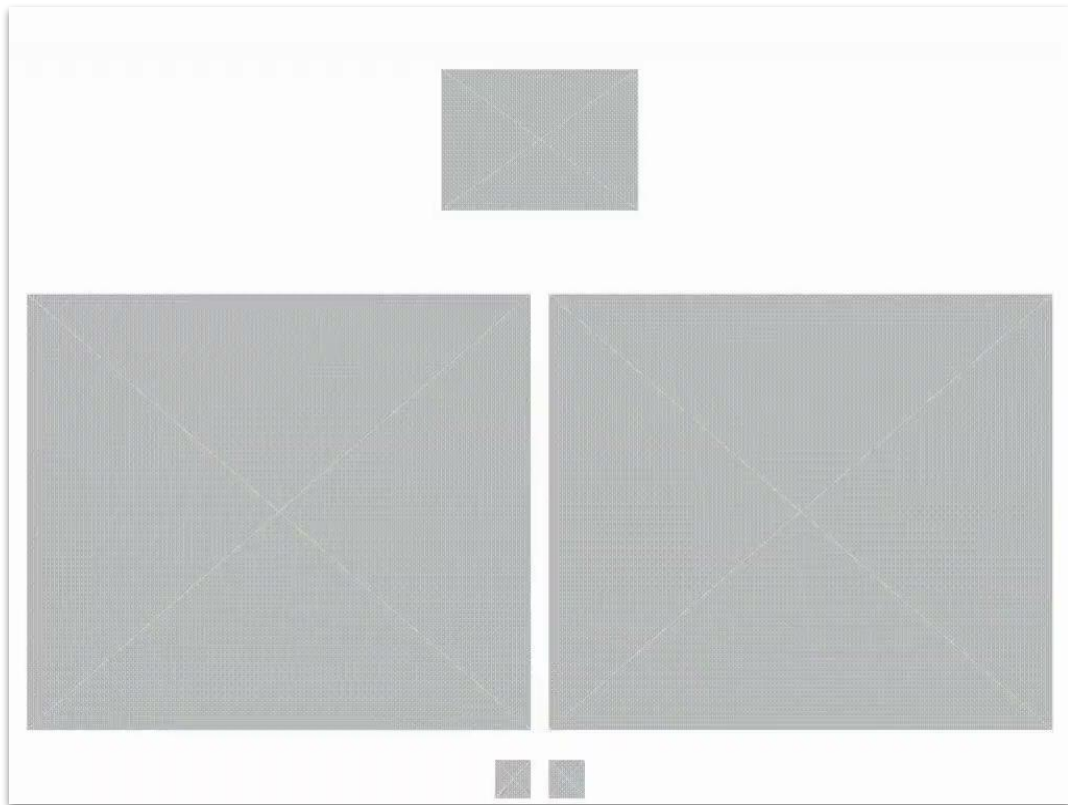
As to initializing a 'baseline', a symmetrical order of things came to be. The central images would alternate to textual information as the user hovers the cursor above said images.



Low-fidelity prototype

Desktop variation

Please click prototype window (a video link).
Animated GIFs do not exist in Google Slides just yet!



Usability study: findings

A moderated usability study was made with given tasks and prompts in conjunction with a 'think-aloud protocol'.

Round 1 findings

1 A question of legitimacy:

An initial finding was that users were wary as to whether the client was a legitimate public notary. Therefore I did scan/incorporate the client's notary stamp within a logo design.

Round 2 findings

1 Simplicity:

Users seeking a public notary are often in a rush or a hurry, therefore the page is practicing minimalism with direct information.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After some usability studies, some users were not sure whether the small business owner was a legitimate public notary, therefore I did include the individuals public notary stamp within the logo.

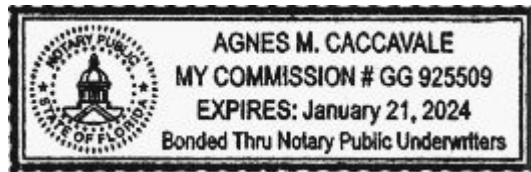
Before usability study

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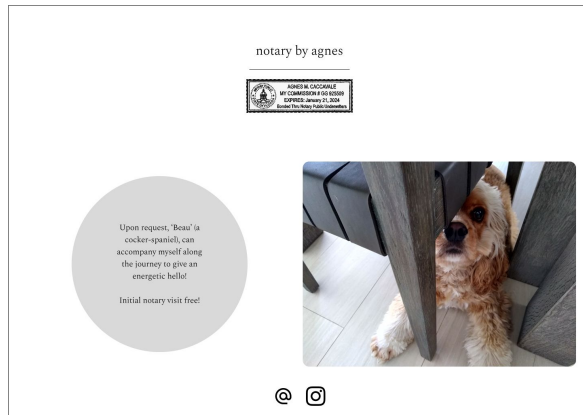
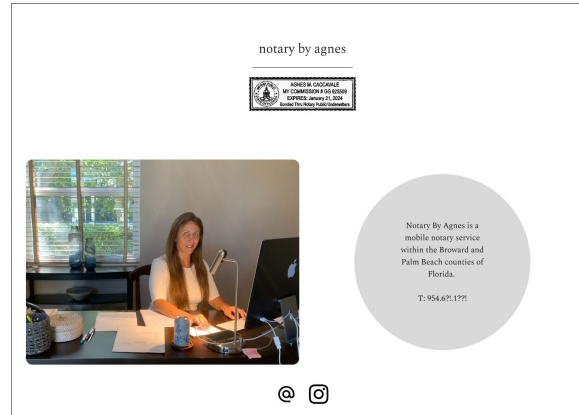
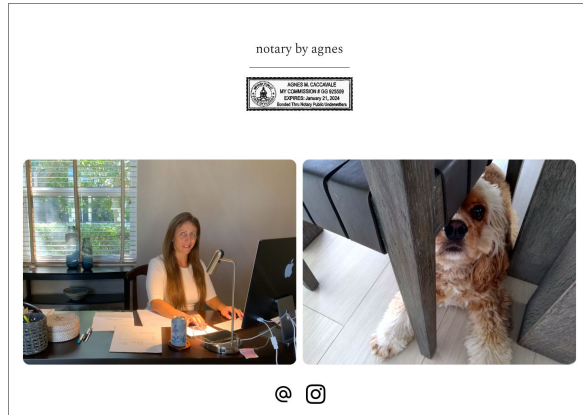
After usability study

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+



Mockups: Original screen size



Mockups: Original screen size

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Upon request, 'Beau' (a
cocker-spaniel), can
accompany myself along
the journey to give an
energetic hello!

Initial notary visit free!

Notary By Agnes is a
mobile notary service
within the Broward and
Palm Beach counties of
Florida.

T: 954.6?!.1??!



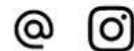
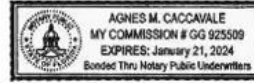
High-fidelity prototype

Desktop variation

A responsive variation will have a column structure with an autoplay feature instead of hovering.

Please click prototype window (a video link).

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Accessibility considerations

1

One accessibility consideration was, while creating a baseline design for this small business, the website layout became quite symmetrical which would help identifying elements.

2

Another accessibility consideration is the black text/icons on a white or light-grey background, creating a web accessible contrast.

3

A third example of accessibility is the insertion of universally understood icons courtesy of Google's 'Material' Design System.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

An impact of this design was that a client had a vision for a particular profitable service without any sort of direction. A design-tree was sought after through a bottom-up approach, whether that meant thoroughly interviewing the client, logo-design, or decisions regarding font and color scheme.



What I learned:

Throughout this process, I did learn an approach to an initial 'sound' structure rather than a fast-forward approach to something advanced or technical. I did learn some aspects in logo design, whether that meant seeking some artifact to include in the logo.

Next steps

1

A primary consequence to this design is an implementation with html/css. This simplicity of html/css will help scheme a 'baseline' approach.

2

Into production!

3

Create a form of feedback for the website in order to ideate and iterate.

Let's connect!



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'www.frncscccvl.com' is for hire!