

Chore Box

Jigyanshu Raj

Project overview



The product:

Chore Box is a site that helps parents and kids with an organized way to do and keep up with their household chores, get rewards, learn to invest, and donate to charity.



Project duration:

October 2022

Project overview



The problem:

During this past year of shutdowns, many households were disrupted from their norm. Without order and structures in place, it can feel like chaos. Giving kids a routine and encouraging them to stick with it, can help restore a sense of normality to their lives, which benefits the whole family.



The goal:

The goal of Chorebox is to create and instill financial literacy in the new generation. Our goal is to assist parents in teaching their kids about finances and having a strong work ethic, through taking responsibility and earning money.

Project overview



My role:

- UI/UX Designer and Researcher designing a responsive website for Chore Box, from conception to delivery.



Responsibilities:

- User Research: Conducting interviews and usability studies
- Wireframing: Paper and Digital
- Prototyping: Low and High Fidelity
- Accounting for accessibility
- Iterating on Designs

Understanding the user

- User research
- Problem & Hypothesis Statements
- Persona
- Empathy Map
- User journey map

User research: summary



For this project, I went a bit out of the norm and conducted interviews with not only parents, but older children (12-13 year olds) as well. I wanted to not only get the parents perspective of trying to keep their kid's schedules organized, but also wanted to understand a kids chore app from the kids' perspective. While the adults wanted much the same thing: to teach their kids about finances and instill a work ethic and responsibility, further research with the kids revealed that they want the chance to do the work, get rewards for it, and have some financial independence of their own.

From the user interviews, I was able to build empathy maps, user personas, and pain points based on my two focus groups (parents and children). After synthesizing this data I moved onto devising problem and hypothesis statements. I delved into secondary research with a competitive audit, and used this information for the brainstorming activities of "Crazy Eights" and "How Might We's". I topped my research with a usability study after my lo-fi prototype phase, to get a true sense of what the user's pain points with the site.

User research: Amanda's pain points

1

Financial

Amanda needs to see what her kids are spending their money on. Maddie wants to be able to have her own money and feel a little more financially independent.

2

Products

Amanda needs the kids to have a debit card so that they don't lose their allowance.

3

Process

Amanda needs an easy way to reward her kids for a job well done.

4

Information Architecture

Andrea needs an easy to follow flow to organize her kids' chores, so we need to make sure to develop an informative site with lots of detail to make it easier regulate their progress.

User research: Maddie's pain points

1

Financial

Maddie wants to be able to have her own money and feel a little more financially independent.

2

Products

Maddie wants to be able to shop online without having to ask her parents for gift cards.

3

Process

Maddie marks her chores off on the refrigerator chart as she finishes them, and waits for her parent's approval.

4

Information Architecture

Maddie is Gen Z, so needs something that speaks her digital language, easily regulates her chores, and helps teach her about financial responsibility in a structured format.

Problem and Hypothesis Statements: Amanda



Amanda is a busy mom and professional who needs an easy website experience to schedule her kids' chores and allowances, because she wants to teach them the value of financial independence.

If Amanda signs up for the Chore Box website, she would have an easily organized experience scheduling her kids' chores and allowance.

Problem and Hypothesis Statements: Maddie




Maddie is a busy young teenager who needs a comprehensive website experience for organizing her chores and allowance schedule, because she wants to start having her own financial independence.

If Maddie signs up for the Chore Box website, she would have an easily organized experience in doing her chores and getting rewarded for her hard work.

Persona: Amanda

Problem statement:

Amanda is a busy mom and professional who needs an easy website experience to schedule her kids chores and allowance, because she wants to teach them the value of financial independence.



"I want to teach my children about finances, work ethics, money, and responsibility."

Amanda Johnson



38



San Francisco, CA



Film Producer



Married, lives with husband, two kids, and two dogs.

Bio

Amanda is a busy mom who travels quite a bit for work as a film producer. She still finds time to run a tight ship at home, but not without the help of her family. Amanda and her husband want their kids to learn to fiscally responsible and learn the value of saving, donating to their favorite charities and eventually even investing.

Goals/Wants & Needs

- * She would like to be able to set up an automatic payment schedule for her kid's allowance.

- * She wants to motivate her kids to finish their chores on time, since sometimes she isn't home to remind them.

Tech

Amanda is tech savvy and uses several forms of tech in every day life, including texting with her kids when she is out of town.

Personality

Andrea likes baking cookies with her kids, digging in her garden, snuggling with her puppies, and reading film digests to stay on top of her work.

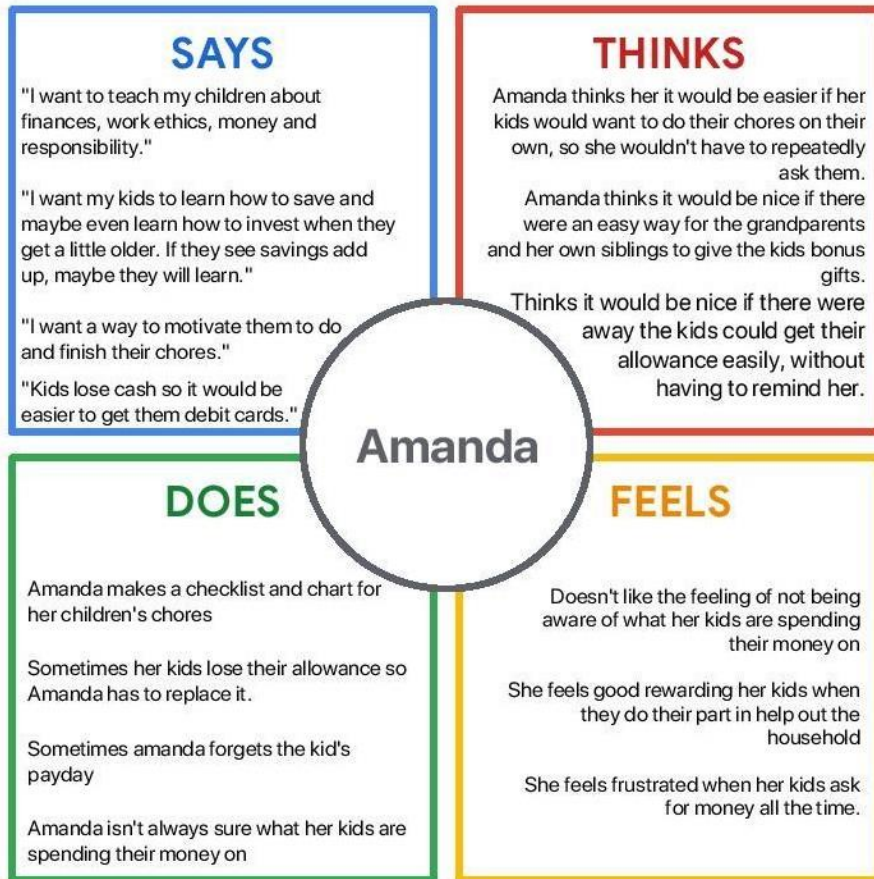
Frustrations

- * Amanda doesn't like the feeling of not always being aware of what her kids are spending their money on.

- * She gets frustrated when her kids asks her for money all the time, and needs an easy way for them to get rewarded for the help they give her.

Empathy Map:

Amanda



Persona: Maddie

Problem statement:

Amanda is a busy mom and professional who needs an easy website experience to schedule her kids chores and allowance, because she wants to teach them the value of financial independence.



Maddie Stuart



12



Madison, WI



Middle School, 7th Grade



Lives with their parents, their brother, and their cat

Bio

Maddie is a tween-ager who loves to read, play video games, and hang out with their friends. They spend their week-days doing schoolwork and helping out around the house. They love helping their parents out at home, and is saving their allowance to buy a new gaming computer.

Goals/Wants & Needs

- * They want to be more in control of their own finances.
- * They want to be able to buy things online without having to ask their parents for gift cards.

Tech

Maddie is considered Gen-Z, and has been using technology in some form, since before she could walk. Usually their parents come to them with tech questions.

Personality

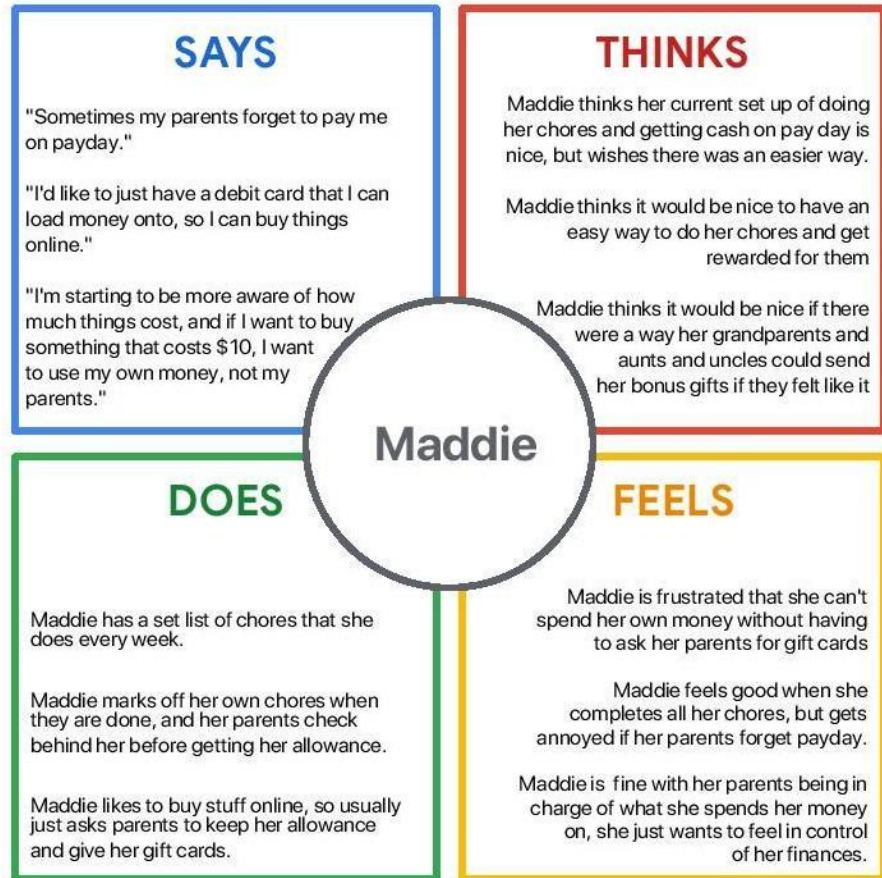
They love all things anime, texting friends, playing video games and watching Tik-Tok videos. Maddie is also very socially aware, and loves to debate current events.

Frustrations

- * They feel good when they complete their household chores, but get frustrated if they have to remind their parents on payday.
- * They need a way to be able to have their allowance on hand to buy things online.

Empathy Map:

Maddie



User journey map

Creating this user journey map helped me understand the obstacles facing Amanda on her path. It also helped reduce the impact of my own designer biases, by understanding how Amanda thinks and feels through every step.

This new comprehension allowed me to recognize roadblocks and pain-points to correct, by identifying improvement opportunities. For example allowing her to edit her kids chores on a daily, weekly or monthly basis.

User Journey Map: Amanda Johnson

Goal: Set up a chore app with auto pay to kids accounts/debit cards

ACTION	Sign In	Set chores for kids	Set chore details	Set up payment process	Pay children for chores
TASK LIST	Tasks A. Sign in to website B. Set up parent account C. Set up kid's accounts	Tasks A. Chore schedule creation B. Edit chores by importance C. Make repeating scheduling	Tasks A. Each chore gets \$ amnt. B. List for uncompleted chores C. Pick chores due dates	Tasks A. Order debit cards B. Choose payday C. Add family members for gifts and bonuses	Tasks A. Option to pay in cash B. Transfer to debit card C. Option to invest or donate
FEELING ADJECTIVE	User emotions Excited to set her kids up for success	User emotions Enthusiastic but anxious about details	User emotions Curious to see how her kids will manage their chores	User emotions Optimistic that the kids will be on board with system once they see real money going into their account	User emotions Relieved and excited to watch her children learn about controlling their own finances
IMPROVEMENT OPPORTUNITIES	Area to improve Set up alert system to notify parents when kids click done with chores	Area to improve Chore calendar, allows parents to set daily, weekly and monthly chores.	Area to improve Add a timer/date due by section for chores Notification for kids when new chore is added	Area to improve Add alert to let parent know what children are spending money on (savings or invest or charity)	Area to improve Add extra bonus section for job well done or special occasions

Understanding the competition

- Competitive Audit Spreadsheet
- Competitive Audit Report
- Crazy Eights

Competitive Audit Spreadsheet

Competitive audit		Audit Goal: Identify key competitors and review the products competitors offer				
Competitor	Competitor type	Visual Design	Pricing	Features	User Flow	Accessibility
Chore Pad	Indirect	Appealing to a younger age group, bright colors and cute animal pics and icons. Website is responsive	\$4.99 one time fee	Allows parents to easily set up digital chore charts for the kids to check off and receive stars as rewards.	Set up is easy, user flow for assigning repeating chores to two or more children is not as straightforward	Only offered in English, with no accessibility features, doesn't pass WCAG AA or AAA contrast checker
Greenlight	Direct	Clean and easy to navigate, good use of negative space and minimalist icons and colors. Website is responsive.	\$4.99 - \$9.98 monthly fee, \$4.99 upgrade to custom card	Parent account is main funding acct and allows access to up to 4 child accounts, allows for setting spending limits and allowance transfers, allowance tracker, customize chores	Easy and intuitive, primary sign in flow is clear	Only offered in English, Doesn't pass WCAG AA or AAA contrast checker
Gohenry	Direct	Simple, clean layout; colorful but not overwhelming. Clear information architecture and hierarchy, and buttons have consistent branding—website is responsive	\$3.99 monthly, custom card upgrade \$4.99	Set single and weekly spending limits, Chose where debit card can be used, block and unblock cards easily, and receive real time spend notifications, can choose only one charity, no bonus option, no invest option.	Easy and intuitive sign in and navigation flow	Offered only in English and doesn't pass WCAG AA or AAA contrasts
Busy Kid	Direct	Fun, clean layout designed to be attractive to kids 9-11 years old, colorful but tasteful, website is responsive	\$19.99 /yr, plus \$7.99/yr for each additional child card	Family plan, allowance tracker, customize chores, allowance payout, Donate to charity, send bonuses, invest in stock.	Good, easy and intuitive sign in and navigation flow	Only in English, does not pass WCAG AA or AAA contrast checker
Wells Fargo	Indirect	Basic, minimalist design, vibrant colors and straightforward hierarchy, website is not responsive	\$25.00 minimum deposit	Joint ownership for parent and child, parent can monitor child's activity of deposits and withdrawals. Allows UTMA/UGMA	Easy and intuitive user flow and simple sign in	Available in English and Spanish, passes WCAG AA and AAA contrast checker

Competitive Audit Report

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their visual layout and navigation, what resources they offer, and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

Competitive audit report for Kid's Chore site

1. Goals of competitive audit

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their visual layout and navigation, how they approach pricing for families, what features they offer, and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses.

2. Who are your key competitors?

My key competitors are: Chore Pad, Greenlight, Gohenry, Busy Kid and Wells Fargo. Greenlight, Gohenry, and Busy Kid are direct competitors, as they focus on kids chores and allowance payout. Chore Pad and Wells Fargo are indirect competitors as they offer only chores (Chore Pad) and a child's saving account (Wells Fargo).

3. What are the type and quality of competitors' products?

* Chore Pad is cohesive and easy to use. Users can see their options at a glance, and is designed to be a fun experience for younger children, ages 4+, but only give stars as for of reward. Requires a Dropbox account to sync.

* Greenlight is clean and easy to navigate, with a good use of negative space and minimalist icons and colors. The parent account is the main funding account, and allows up to a max of 4 child accounts. Also targeted to kids 4+

* Gohenry is for kids 6-18 and has with a more sophisticated layout and navigation. They offer many features including set spending limits, option to choose where debit card can be used and real time notifications of spending.

* Busy Kid has a fun, clean layout design for kids from 9-11. They have a family plan, an allowance tracker, the ability to customize chores, the ability to donate to multiple charities and invest in fractional stock options.

* Wells Fargo is not a chore app, but it does allow parents to set up a savings account for their child(ren). They offer a joint ownership of parent/child account, and parents can monitor the child's spending.

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they

handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

4. How do competitors position themselves in the market?

- * Chore Pad—Markets itself as a "chores and rewards" interface, designed to make a digital chore chart easy to access for kids and parents.
- * Greenlight—Positions itself as a debit card for kids and teens. They have a chore base, tied to their debit card for reward payouts.
- * Gohenry-- Positions itself as a comprehensive financial learning tool for parents to teach kids financial responsibility.
- * Busy Kid—Markets itself as a kids debit chart and chores app, designed to help kids earn allowance through chores.
- * Wells Fargo--Positions itself as a public, full service bank that offers a parent/child savings option for children under 18.

5. Competitor Strengths: What do they do well?

Things Chore Pad does well include:	Simple, clean, colorful layout with child friendly, bright colors and icons	Offers a star system to reward young children for completion of chores	Set up and main user flow are simple and direct
Things Greenlight does well include:	Clean and easy to navigate, good use of colors and minimalist icons and colors.	Offers 2 different experiences, parent and child.	Set up is easy and intuitive, primary user flow is clear
Things Gohenry does well include:	Simple, clean layout; colorful but not overwhelming. Clear information architecture and hierarchy	Set single and weekly spending limits, Chose where debit card can be used, block and unblock cards easily	Easy and intuitive sign in and navigation flow
Things Busy Kid does well include:	Fun, clean layout designed to be attractive to kids 9-11 years old, colorful but tasteful	Family plan, allowance tracker, customize chores, allowance payout, Donate to charity, send bonuses, invest in fractional stock.	Good, easy and intuitive sign in and navigation flow
Things Wells Fargo does well include:	Basic, minimalist design, vibrant colors and straightforward hierarchy	Joint ownership for parent and child, parent can monitor child's activity of deposits and withdraws. Allows UTMA/UGMA	Easy an intuitive user flow and simple sign in

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer. I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

6. Competitor Weaknesses: What could they improve?

Things Chore Pad could do better include:	Allow users to skip the on-boarding welcome tour	Change color scheme to be WCAG compliant and offer more languages
Things Greenlight could do better include:	Simple, clean, colorful layout with child friendly, bright colors and icons	Change color scheme to be WCAG compliant and offer more languages
Things Goheny could do better include:	Offer investing in fractional stocks and more than one charity option.	Change color scheme to be WCAG compliant and offer more languages
Things Busy Kids could do better include:	Allow parents to customize monthly chore charts	Change color scheme to be WCAG compliant and offer more languages
Things Wells Fargo could do better include:	Offer responsive web design	Offer additional languages than English and Spanish

7. How do competitors talk about themselves?

*Chore Pad--"Chore Pad is changing the way families get their chores done, across the world!" They offer parents the opportunity to take an active role in maintaining their own home, while showing them what they can earn along the way.

*Greenlight--"Greenlight is a debit card and app for managing family finances." They offer kids and parent companion apps with two different experiences: kids can save, earn and invest, while parents have approval control.

*Goheny--"Teaching Money Skills for Life." They say they are on a mission to make every kid good with money and boast over 1.4 million customers.

*Busy Kid--"Kids have earned millions in allowance and invested hundreds of thousands after completing chores through busy kids. They claim to be a financial literacy system that helps children develop basic money management routines.

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer. I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

*Gohenry--"Teaching Money Skills for Life." They say they are on a mission to make every kid good with money and boast over 1.4 million customers.

*Busy Kid--"Kids have earned millions in allowance and invested hundreds of thousands after completing chores through busy kids. They claim to be a financial literacy system that helps children develop basic money management routines.

*Wells Fargo--"Simply your life and stay in Control with Wells Fargo." They boast you being able to manage your finances, make check deposits, add cards to digital wallets, pay bills and transfer funds.

8. Gaps

Some gaps we identified include:

- *Wells Fargo website is not responsive.
- *Chore Pad, Greenlight, and Gohenry were not WCAG accessible
- *None of the websites offered the child a way to search for chores

9. Opportunities

Some opportunities we identified include:

- * Allow users to stay signed in and give each family member their own individual pin number
- * Notification for kids when a new chore has been added, or a reminder notification when a chore deadline approaches
- * Add a comprehensive monthly calendar that allows parents to set daily, weekly, and monthly chore schedules.

Crazy Eights

Identify gaps and opportunities:

How might we design a system that keeps track of all the chores and rewards? How might we allow kids to choose their own rewards?

Three ideas generated with Crazy Eights:

- Structure and organization is priority of this app, so the focus will be in the chore search and filter section. Along with this, it could have an in-site chore map, where users can click on areas that appeal to them.
- Have an area where parents and kids can see what they have accomplished that week, and the rewards coming to them.
- Incorporate sections for donating to charity and investing in fractional stock to learn financial awareness and independence.



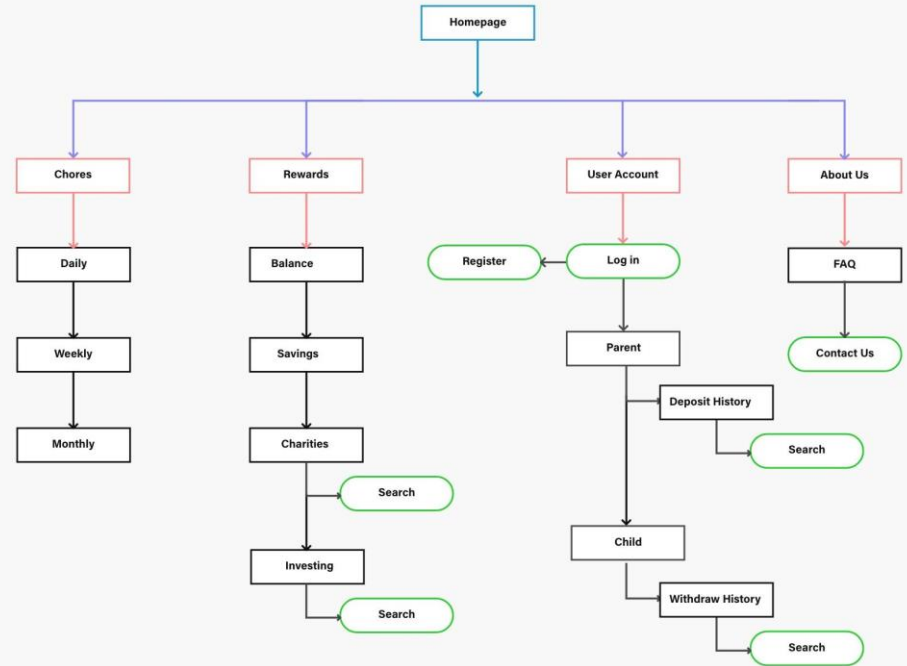
Starting the design

- User Flow
- IA Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype

User Flow

In order to design an efficient product, UX designers must have a full understanding of their users and their needs. The beauty of a user flow is, by anticipating our users needs, we can create a clear and simple outline of the path the user needs to take to complete their task.

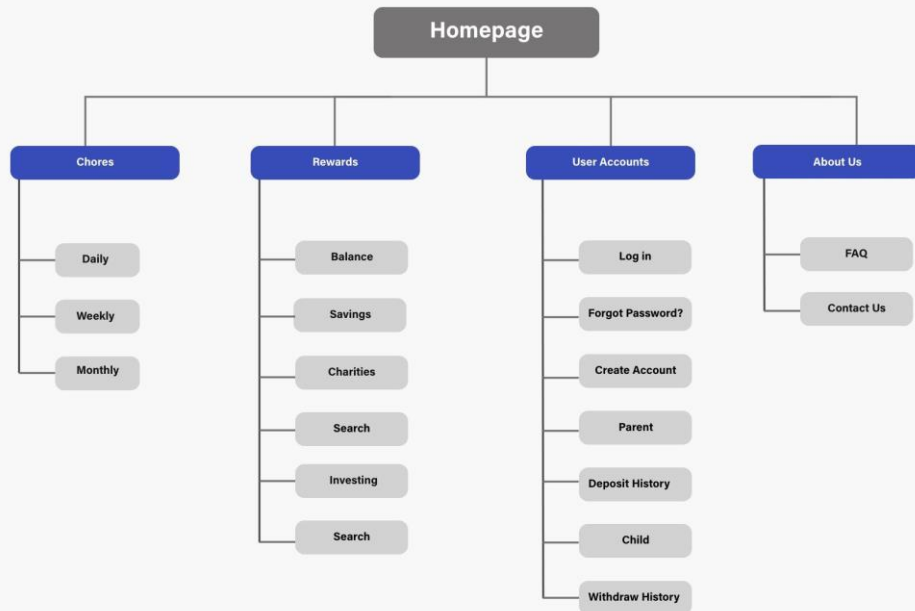
Userflow for Chore Website



Sitemap

In order to design an efficient product, UX designers must have a full understanding of their users and their needs. The benefit of a sitemap is, by diagramming and labeling our website's pages and hierarchical structure, we can meet user expectations and create a clear and simple outline of the navigation path the user needs to take to complete their task.

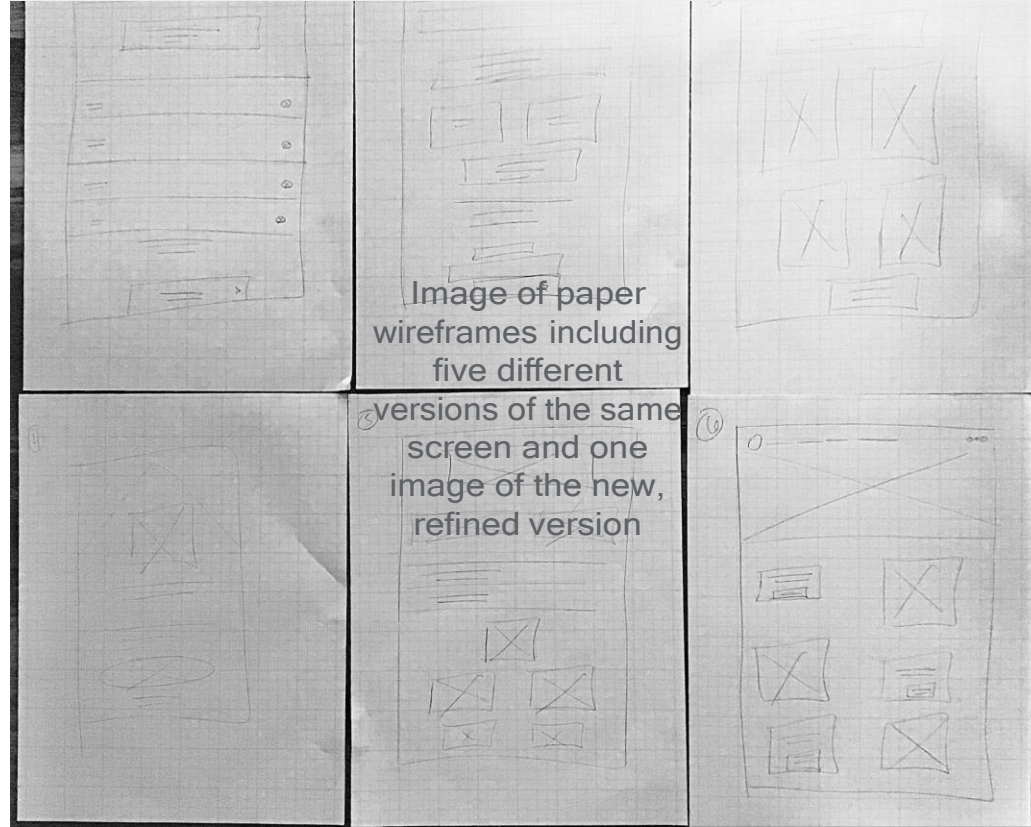
Sitemap for Chore Website



Paper wireframes

Paper wireframes are a fast and easy way to help UX designers quickly iterate and explore design ideas. I used paper wireframing as a way to rapidly address different ideas about user pain points I found in my user research.

For example, I thought it might be visually tempting to put a bunch of images on the home page. But when I thought of the user needs for simplicity and fast navigation, I decided it might be better to have just one big hero image, and a few smaller ones underneath, which represent the functions I wanted to highlight.

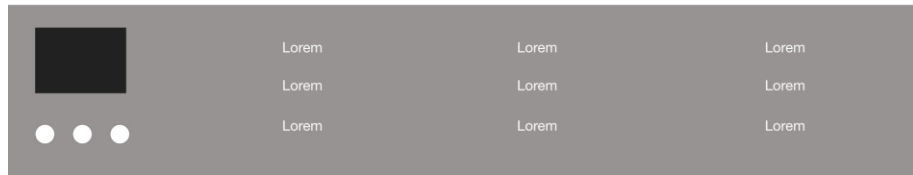
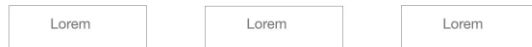
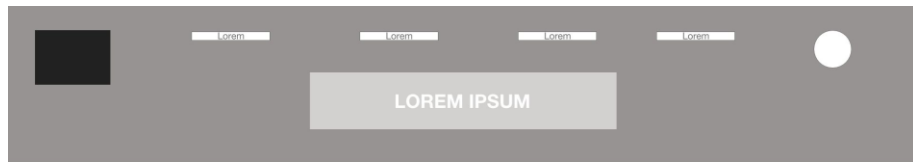


Digital wireframe: Desktop Onboarding

As the design phase continued, I made sure to base screen designs on feedback and findings from the user research. Since this is a wireframe for a responsive site, I am including the desktop and mobile versions of my initial home/onboarding screens and allowance screens.

Initially I thought of using a carousel to showcase features.

I included a broad footer to help users always find their way home.



Digital wireframe: Mobile Onboarding

As the design phase continued, I made sure to base screen designs on feedback and findings from the user research. Since this is a wireframe for a responsive site, I am including the desktop and mobile versions of my initial home/onboarding screens and allowance screens.

A mobile app needs the clarity and simplicity of a one column layout, so all features have their own card.

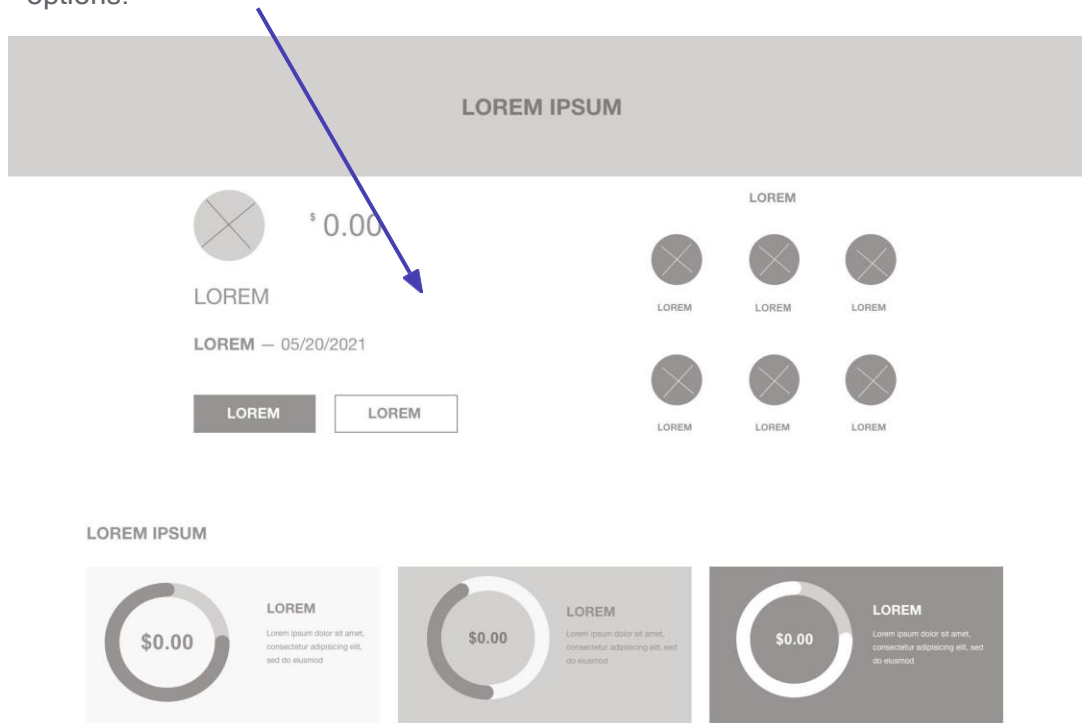
I included a broad footer to help users always find their way home.



Digital wireframe: Desktop Rewards

As the design phase continued, I made sure to base screen designs on feedback and findings from the user research. Since this is a wireframe for a responsive site, I am including the desktop and mobile versions of my initial home/onboarding screens and allowance screens.

Initially I thought of using separate cards to highlight the balance and rewards options.



I thought it might be useful to incorporate graphs to show spending and savings processes.

Digital wireframe: Mobile Onboarding

As the design phase continued, I made sure to base screen designs on feedback and findings from the user research. Since this is a wireframe for a responsive site, I am including the desktop and mobile versions of my initial home/onboarding screens and allowance screens.

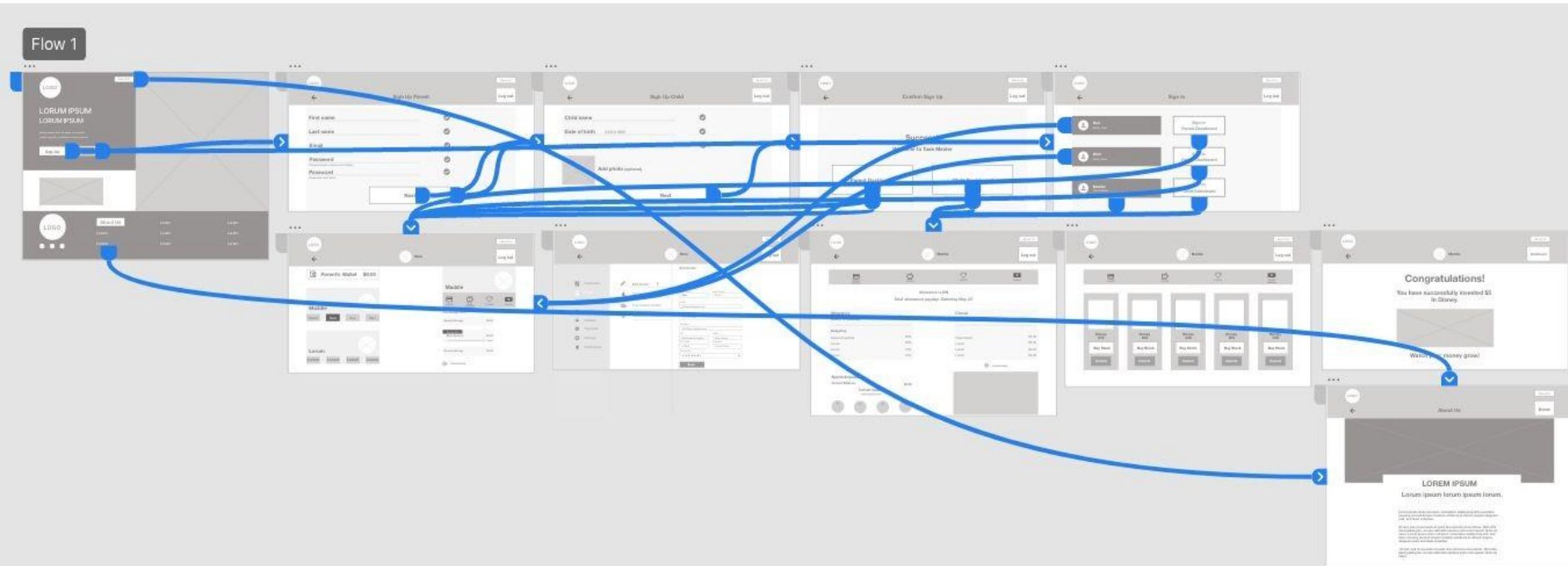
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A mobile app needs the clarity and simplicity of a one column layout, so all features have their own card.



Low-fidelity prototype

This lo-fi prototype built in Adobe XD, connects the 11 wireframes in the user flow for onboarding/signing in through a chore website. It includes connects that allow the user to proceed forwards and backwards within the sequence, and the embedded cues for user navigation are clearly indicated.



Usability Study

- Usability Study parameters
- Affinity Map
- Note Taking Spreadsheet
- Insight Identification Template
- Research Study Plan
- Usability Study Findings

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, Remote



Participants:

5 Participants



Length:

15-20 minutes

Usability study: Affinity Map



Opinion of the Chore website and sign-up flow overall

Completing prompts for navigation and sign up

Attitude about the website and completing the prompts

Usability study: Note Taking Spreadsheet

Note taking spreadsheet for chore website

Observations	Participant A	Participant B	Participant C	Participant D	Participant E
Finds this app useful	1	1	1	1	1
Does not find this app useful					
Knows how to get started		1	1	1	1
Chooses the sign-up page withing the website	1	1	1	1	1
Is confused by the sign up page		1			
Signs up through the parent section	1		1	1	1
Trouble completing the parent section					
Able to complete parent and child section	1	1	1	1	1
Confused by completing signup process					
Able to navigate to four onboarding sections	1	1	1	1	1
Has a hard time navigating to four on-boarding sections					1
Speaks in a indifferent tone					
Speaks in a annoyed tone	1				
Speaks in a confident tone		1	1		
Speaks in a positive tone				1	
Has used a digital chore chart					1
Has never used a digital chore chartbefore	1	1	1	1	
Confused by lack of family dashboard	1	1	1		1
Wasn't sure where to go on homepage					
Confused by lack of search for daily chores	1	1	1	1	1

Usability study: Insight and Pattern Identification Template

Insight Identification Template

1. It was observed that 5 out of 5 participants saw a use for a chore app. This means that the overwhelming majority find the app useful.
2. It was observed that 1 out of 5 participants had difficulty navigating the landing page. This means that for some users, it's not immediately clear where to go on the homepage.
3. It was observed that 4 out of 5 participants had an easy time signing up through the parent form. This means that most of the users find this user flow easy to navigate.
4. It was observed that 5 out of 5 participants had an easy time navigating the on-boarding sections. This means that the overwhelming majority of users found this to be a simple process.
5. It was observed that 4 out of 5 participants were confused by the lack of a dedicated family dashboard with settings options. This means that some participants found this to be a difficult process to navigate through.
6. It was observed that 4 out of 5 participants were confused by the lack of daily chores on the chores page. This means that adding a daily chores search would be a necessary addition.

Usability study: Research Study Plan, pg.1

Introduction & Research Goals	<ul style="list-style-type: none"> • Title: Usability study of Chore Website • Author: Alecia Mitchell, UX Researcher, alecia@gmail.com • Stakeholders: Task Masters executives, including Shira Amara (Head of Online Sales) and John Jacobs (Chief Marketing Officer) • Date: May 21-22, 2021 • Project Background: We are creating a new responsive website to help kids and parents manage their home responsibilities and rewards. We need to find out if the main user experience, navigating the on-boarding and sign-up experience of the chore website, is easy to complete. We also want to understand the challenging users might be facing in the sign up process. • Research Goals: Determine if users can complete their core tasks in the website, and what issues might hinder them from using our site.
Research questions	<ul style="list-style-type: none"> • How long does it take for a user sign up through the website? • Are users able to successfully navigate through the onboarding? • Do users think our website is easy or difficult to navigate? • What are the users thought processes behind the sign-up user flow and process? • What are the potential design changes we could make to help improve the user experience?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> • Time on task (how long does it take participants to complete the sign up flow?) • Conversion rates (measure the percentage of users who successfully signed up) • User error rates (target problem areas that need improvement to refine the ideal user flow through prototype) • System Usability Scale: a questionnaire to evaluate user feedback
Methodology	<ul style="list-style-type: none"> • Unmoderated usability study • Location: United States, remote (participants will complete study in their homes) • Date: Sessions will take place on May 21 and 22, 2021 • Length: Each session will last 20-25 minutes, based on a list of prompts, and includes a short questionnaire. • Compensation: \$25 Amazon gift card for participation in the study
Participants	<ul style="list-style-type: none"> • Participants consist of parents who want to have a reliable, cohesive space to set their children's chores and subsequently reward them, and family members that want to be a part of the children's development. • Two females, two males and one non-binary, ages ranging from 26-60 • One visually impaired user of assistive technologies (switch device, screen reader)
Script	<p>Before the unmoderated usability study:</p> <p>The following introduction appears on the screen:</p> <ul style="list-style-type: none"> • Intro: Welcome to our study. Before we begin, do I have your permission to record this session with audio and video? <p>Please remember that I am not testing you, there are no right or wrong answers, I am only looking for your honest feedback. This study is being conducted to help make a website that allows parents and children navigate the chore system in their homes. We'll start with a few questions, then you'll receive some prompts to complete while using the website. Your answers will help make this app easier for people to use. If you have any questions, please don't hesitate to ask.</p>

Usability study: Research Study Plan, pg.2

Script

Basic Questions

- What does a typical day in your life look like?
- Do you use a chore chart at home?
- Do you find it easy or difficult to use a chore chart, and why??
- What is the hardest part about using a chore chart?
- How do you feel about your current process of completing chores, and rewards payouts?

During the unmoderated usability study:

A list of prompts appears on the screen:

- Prompt 1: Starting on the landing page, chose to sign up for this website.
 - Prompt 1 follow up: Is there anything you would change about the process of signing up? How easy or difficult was this task to complete?
- Prompt 2: Select the child sign up page on the website.
 - Prompt 2 follow up: Is there anything you would change about the child sign-up? How easy or difficult was this task to complete?
- Prompt 3: Confirm the sign-up process and go to the family dashboard.
 - Prompt 3 follow up: Is there anything you would change? How easy or difficult was this task to complete?
- Prompt 4: From the Chores page, figure out how to search for chores
 - Prompt 4 follow up: Is there anything you would change? How easy or difficult was this activity to complete?
- Prompt 5: How do you feel about this chore website overall? What did you like or dislike about your experience?

After the unmoderated usability study

The participants will complete the System Usability Scale questionnaire

- Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
 - I think I would use the website frequently.
 - I found the website unnecessarily complex.
 - I thought the website was easy to use.
 - I found the various functions in this website were well integrated.
 - I need the support of a technical person to be able to use this website.
 - I find the website easy to navigate.
 - I think there is inconsistency within the website.
 - I imagine that most people would learn to use this website quickly.
 - I feel confident using the website.
 - I need to learn a lot of things before I can get going using this website.

Usability study: findings

These were the main findings that the usability study revealed:

1

Finding

Participants were confused by lack of settings options in the dashboards.

2

Finding

Participants were confused by lack of chore search options.

3

Finding

A pressing P0 issue was that users were concerned that they didn't get confirmation when buying a stock or donating to charity.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility
- Annotated Prototype Screen

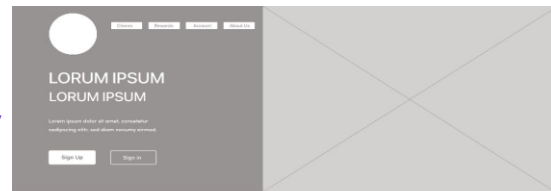
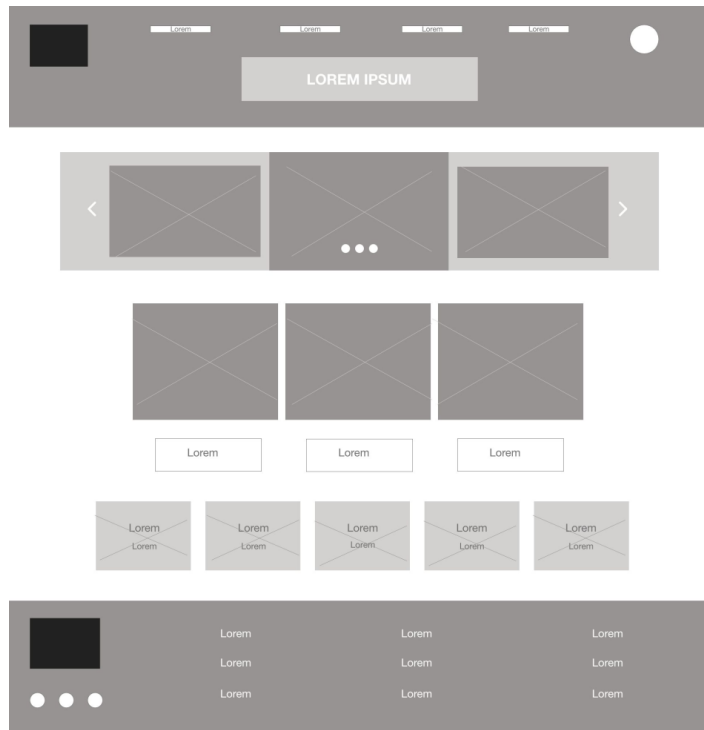
Mockups

It was clear after extensive user research, that users wanted simplicity and an easy flow through the onboarding process.

Before usability study



After usability study



Chores

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Explore



Rewards

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Explore

Donate

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Explore

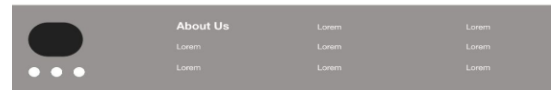


Invest

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Explore

Sign Up



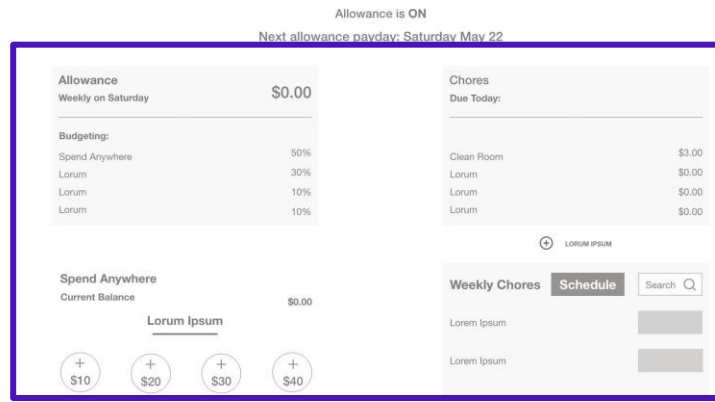
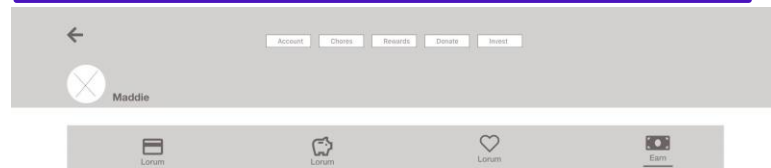
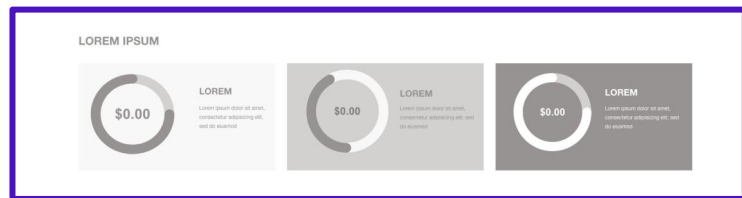
Mockups

Users didn't care as much about charts and graphs, as they did about how much money they had, their earning potential, and where it was going.

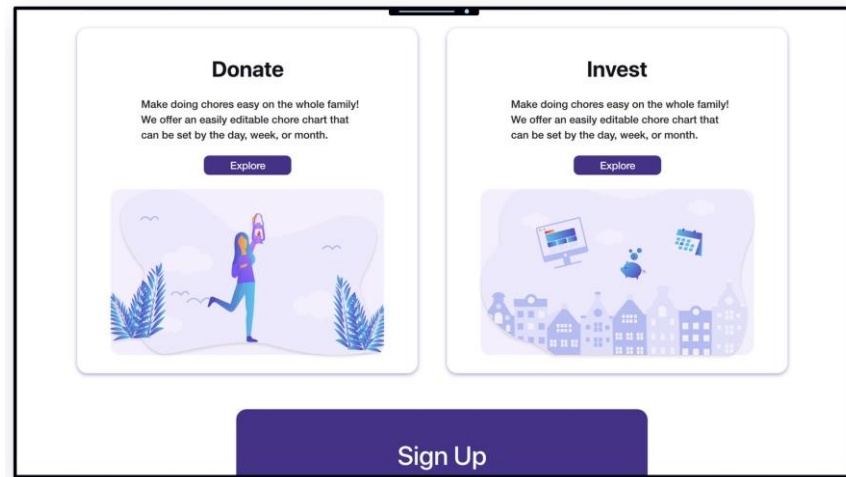
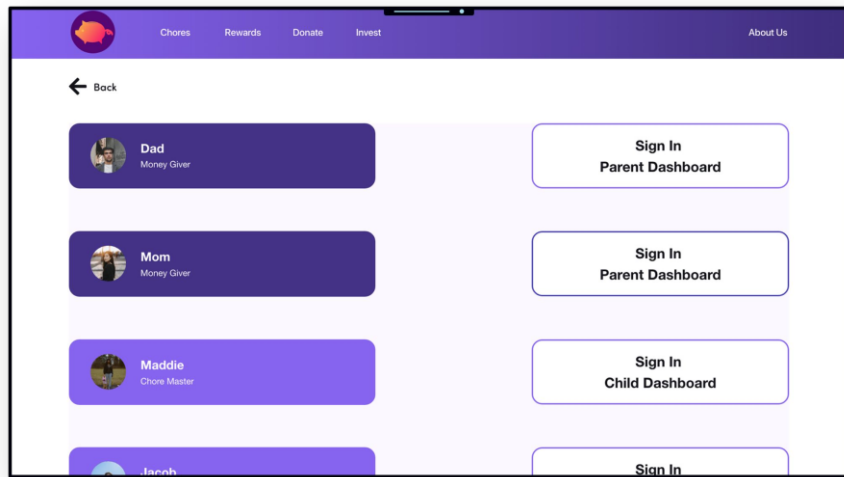
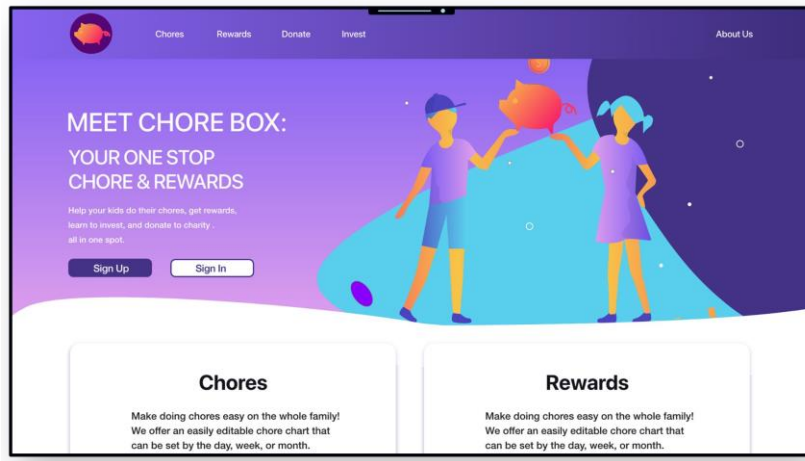
Before usability study



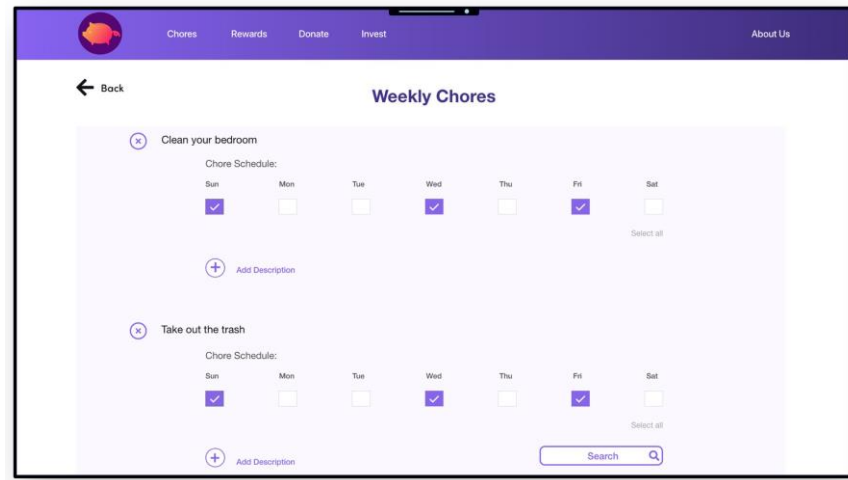
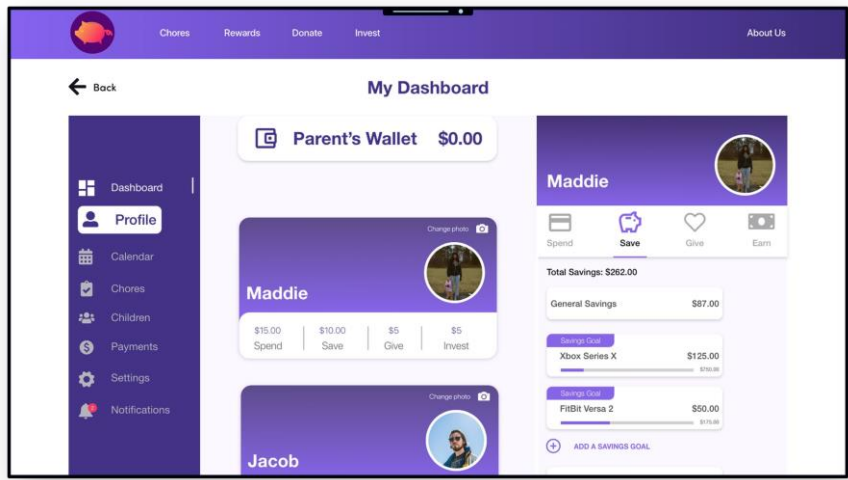
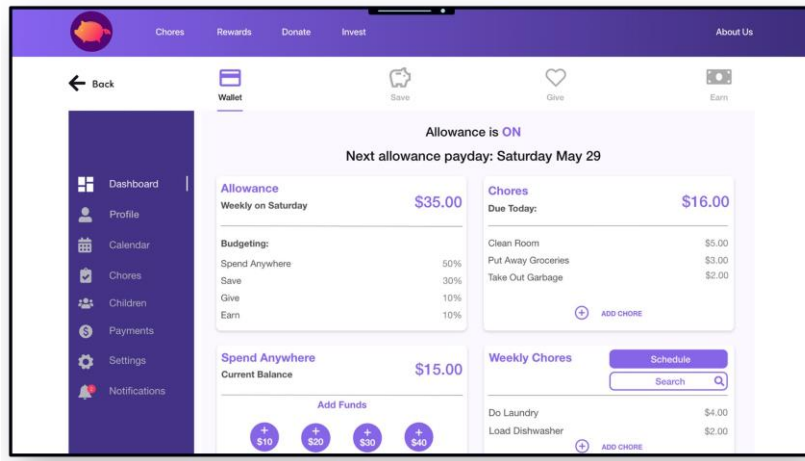
After usability study



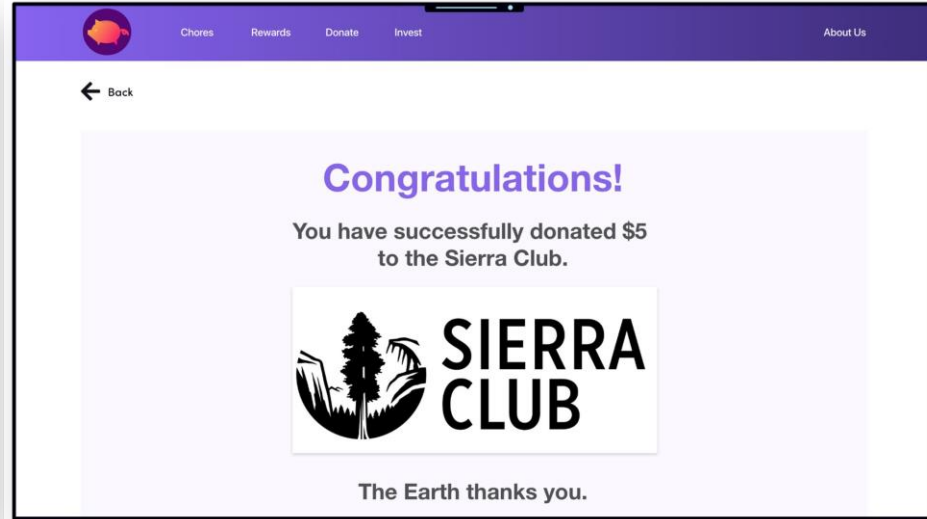
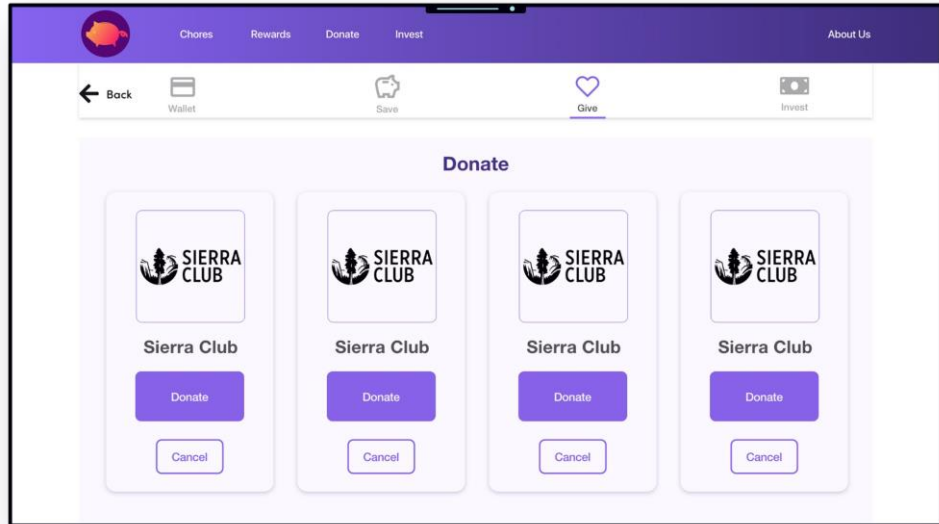
Desktop Mockups



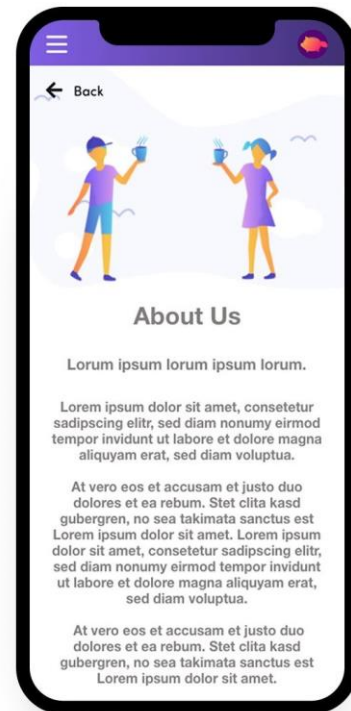
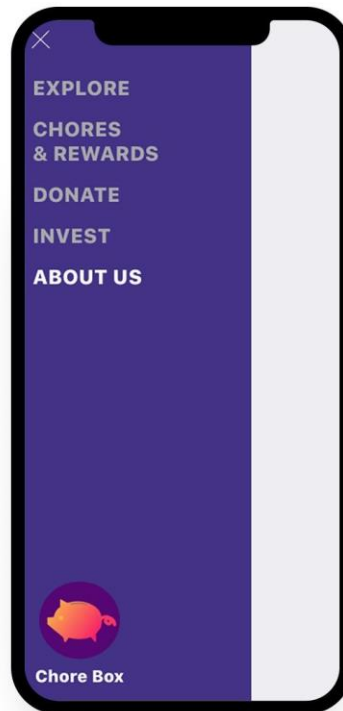
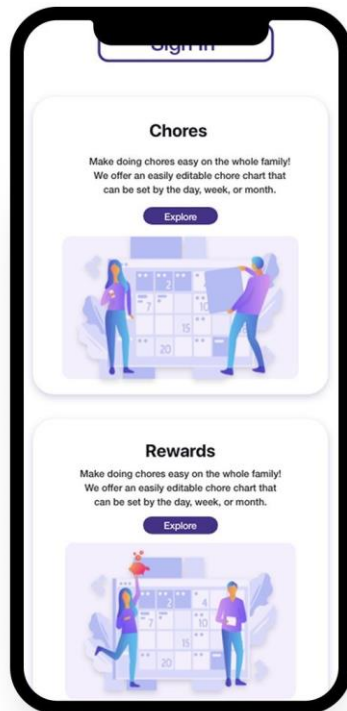
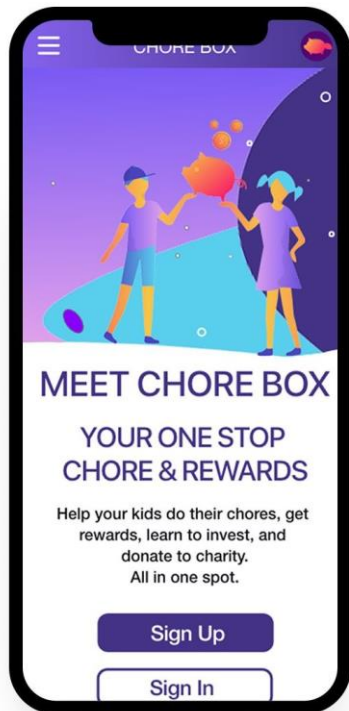
Desktop Mockups



Desktop Mockups



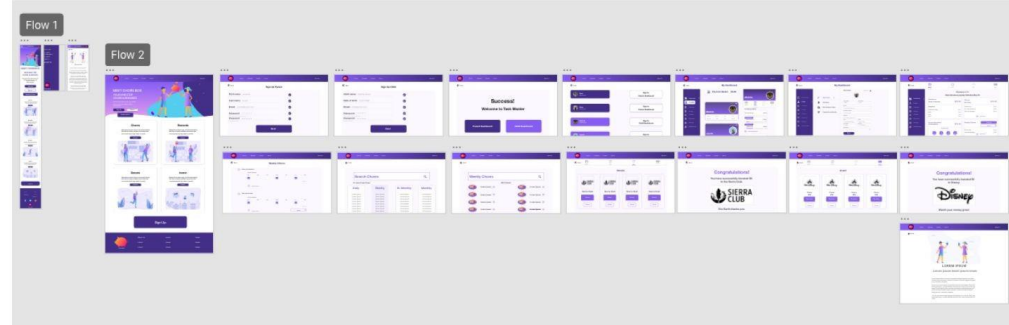
Mobile/Responsive Mockups



High-fidelity prototype

Link to high-fidelity prototype:

<https://xd.adobe.com/view/08cd42f2-45d2-4608-a878-433f587ed963-5d9e/?fullscreen>



Accessibility considerations

1

I ran my colors through the Color Interface tool in Google's Material Resources, and made sure my colors were AAA accessible.

2

I made sure that my text, buttons and icons were of a appropriate size to be easily legible no matter what size screen a user was viewing and using the site.

3

I explored annotating my prototypes for web accessibility, based on WCAG guides. These annotations will show the engineer the linear focus order, or traversal order that assistive technology, like a screen reader, will move through the form.

Annotated prototype for web accessibility

The image shows a web form titled "Sign Up Parent" with a purple header and a "Back" button. The form contains five input fields: "First name" (Amanda), "Last name" (Stuart), "Email" (parent@email.com), "Password" (masked with dots), and another "Password" field. A "Next" button is at the bottom. Numbered callouts 1-7 point to specific elements: 1 to the first name field, 2 to the last name field, 3 to the email field, 4 to the first password field, 5 to the second password field, 6 to the "Next" button, and 7 to the "Back" button. Small error messages are visible below the password fields.

7 [← Back](#)

Sign Up Parent

1 **First name** Amanda ✓

2 **Last name** Stuart ✓

3 **Email** parent@email.com ✓

4 **Password** ✓
Password must be a minimum of 8 letters

5 **Password** ✓
Passwords must match

6 **Next**

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The feedback I have received from my high-fidelity prototype has been positive. My second Usability Study shows that the design of this responsive website is usable and meets the users' needs.



What I learned:

In designing Chore Box to be responsive on desktop and mobile, I learned that not only extensive user research, but also strict attention to design guidelines for different sized screens, play a crucial role in the UX process.

Next steps

1

This design could be a huge undertaking to develop all the screens I would like to include for desktop and mobile, so my next step would include a user flow for another list item, such as incorporating a child's debit card so that they may have access to instant deposits.

2

For this, I would likely need to conduct more user research into the complexities of security, to gather the insights I need to make users feel comfortable giving out personal information.

Let's connect!



Thank you for reviewing my work!

If you'd like to chat or just say hi, my email is jigyanshu.019@gmail.com.

Thank you!