PROJECT DURATION
May - June 2023

The Cozy Space

# INTERIOR DESIGN APP & WEBSITE

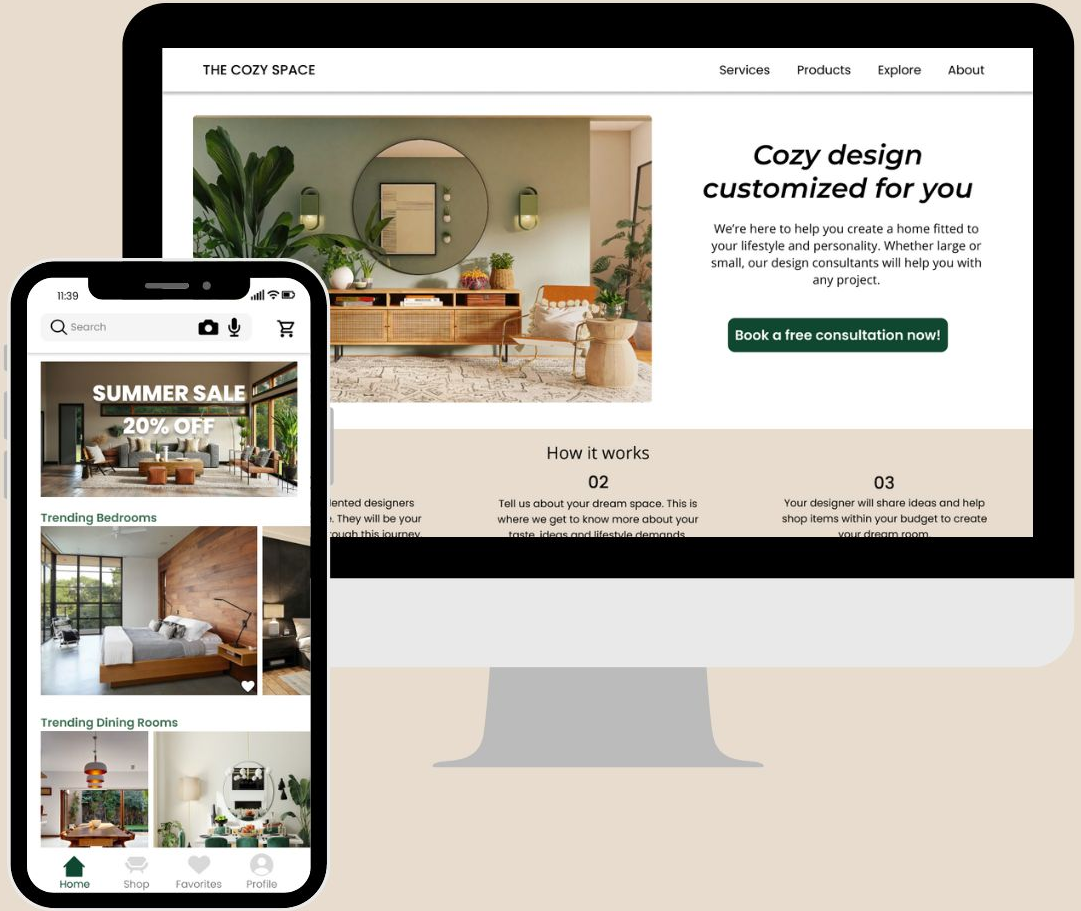
Google UX Portfolio Project
UX/UI Case Study

PRESENTED BY
Jessica Choi

# Project Overview

The Cozy Space is an interior design firm centered on accessible residential design. Their mobile dedicated app allows for users to easily shop for ADA compliant furniture and stylish decor. Whereas the website provides more details on their services.

The target audience are people with limited motor function who want to transform their space to become more accessible.



# Project Overview

## THE PROBLEM

- Difficult to find designers knowledgable in design for accessibility
- Interior design service and furniture customization for people with limited motor function can be expensive
- Not all local design stores will have accessible furniture and accessories

## THE GOAL

- Create an app and website that provides a quick and easy way to shop for ADA-compliant furniture and stylish decor in one place
- Both app and website must be user friendly and easy to navigate through

# Project Overview

As the lead UX/UI designer for this concept project,  I was responsible for the entire design process.

01

## EMPATHIZE

Conducted user research and a competitive audit

02

## DEFINE

Created user personas

03

## IDEATE

Design iterations with 'crazy eights' exercise

04

## PROTOTYPE

Created digital wireframes, low and high fidelity prototypes.

05

## TEST

Conducted usability studies

# UNDERSTANDING THE USER

User Research
Personas
Problem Statements
Competitive Audit
Ideations

# User Research

There are many websites and mobile dedicated apps for home-furnishing companies and interior design firms. However not many are specialized in accessibility design nor do they sell a range of products that are ADA compliant.

These products and services also tend to be expensive, making it more exclusive and difficult to access for users with a set budget.

In addition, I looked into what people were struggling with when looking for accessible furniture and interior design services. This allowed me to create empathy maps and accurate personas that reflect the common pain points users with limited motor function face.

# User Personas

Riley is a busy working mom who needs a trustworthy interior designer because they want to make sure their home becomes an accessible space.

## Goals

- Work with a professional whose expertise is in accessible design
- Cozy and functions well for the rest of the family

## Frustrations

- Difficult to find a reliable service
- Slow communication with the professionals or slow shipments of items

**"Experts who know what they're doing will help you to the end"**

## Rowan

**Age:** 45 years old
**Education:** JD In Political Science
**Location:** Boston, MA
**Family:** Married
**Occupation:** Civil lawyer

Rowan is a busy civil lawyer at a big firm in the city. She is a wheelchair user and would like to find an expert in accessible design as she and her family is about to move to a new house. She would like to transform the entire house to be a cozy and functional space, but she has difficulty finding a professional that is knowledge in accessible design. It can be difficult to find experts that are reliable and have done projects on a large scale.

# Amber

**Age:** 29 years old
**Education:** B.S in Computer Science
**Location:** Seattle, WA
**Family:** Single
**Occupation:** Software engineer

Amber is a young working professional who needs affordable ADA compliant products because they have a set budget saved for the service.

## Goals

- Budget friendly
- Detailed product description and ADA compliant
- Stylish and practical
- Renter friendly

## Frustrations

- "The vision I have for my space seems to expensive"
- Difficult return/refund process
- Small details in housing aren't accessible

**"Spaces are meant to be fun and reflective of you!"**

Amber is a software engineer for Google and has cerebral palsy. As she works from home for the majority of the time, she would like to change her apartment unit to be a cozy and comfortable space. However, many interior design services can be pricey and she doesn't want to go over her budget. She also wants a space that looks stylish and reflects her personality as accessible furniture/accessories can look "hospital-chic" sometimes.

# Competitive Audit

## HAVENLY

- 3 different service package options, ranges in price
- Can shop products
- Detailed product page
- Customer service and communication with designers can be slow
- No customer reviews on product
- Difficult to find ADA compliant furniture & accessiories

## Houzz

- Offers many services (i.e. searching for professionals in different fields, remodeling, design services)
- Can shop products,
- Detailed product page
- Has customer reviews on products
- Difficult to find ADA compliant furniture & accessiories
- Mobile app design is very crowded, information overload
- Lack of communication with customer service and connected professionals

## Fine & Able

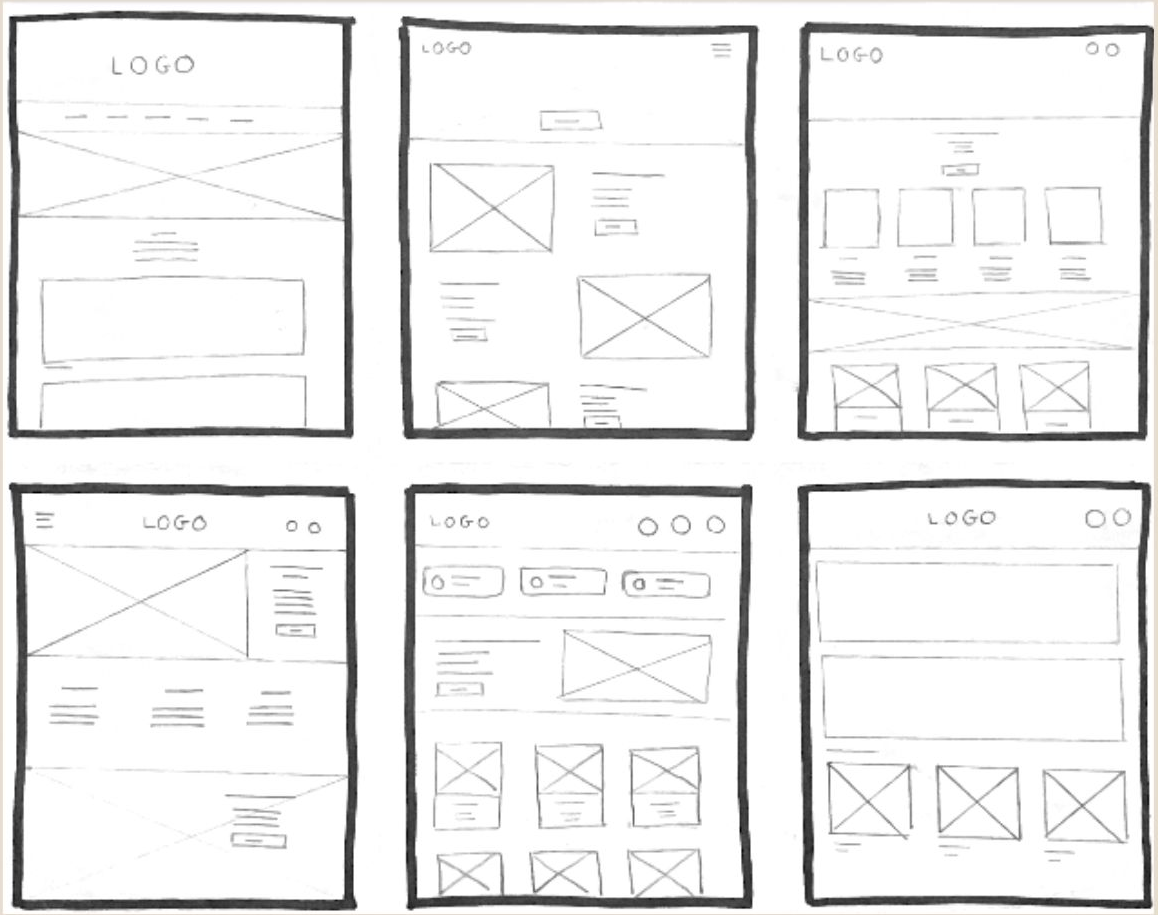
- Offer free design consultation
- Designers are knowledgable in accessible design
- Offer 3D modeling and floor planning
- Doesn't sell any products
- Don't know the prices of the services

# Ideation

For the home screen, I wanted emphasis on visuals to portray interior design styles and rows of products that users can browse through.

This focus on visuals will be applied throughout the main screens.

I iterated through several design layout for every screen, and then incorporated the features/components that I liked in the final design.



# STARTING THE DESIGN

Digital Wireframes
Low Fidelity Prototype
Usability Study

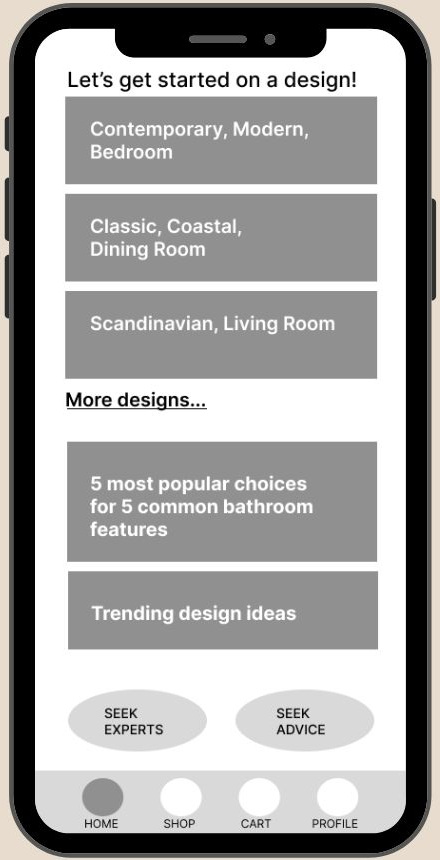
# Digital Wireframes

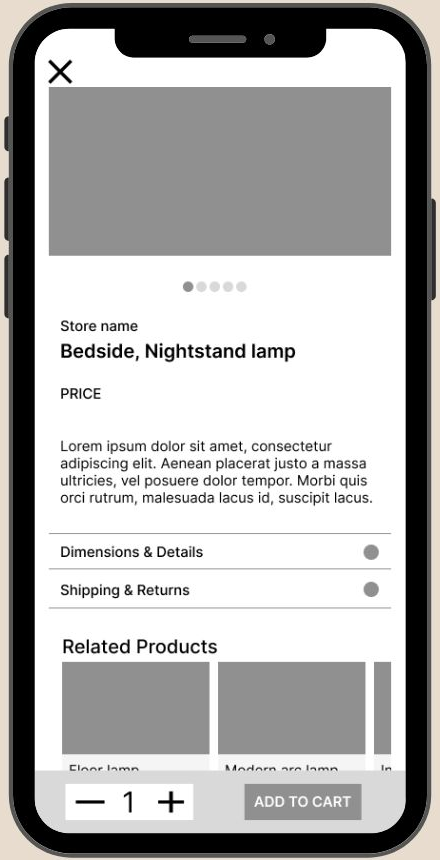
After ideating with paper wireframes, I worked on the initial designs for The Cozy Space mobile app.

These designs focused on providing users visuals of stylish but also ADA compliant interior design, along with convenient product shopping.

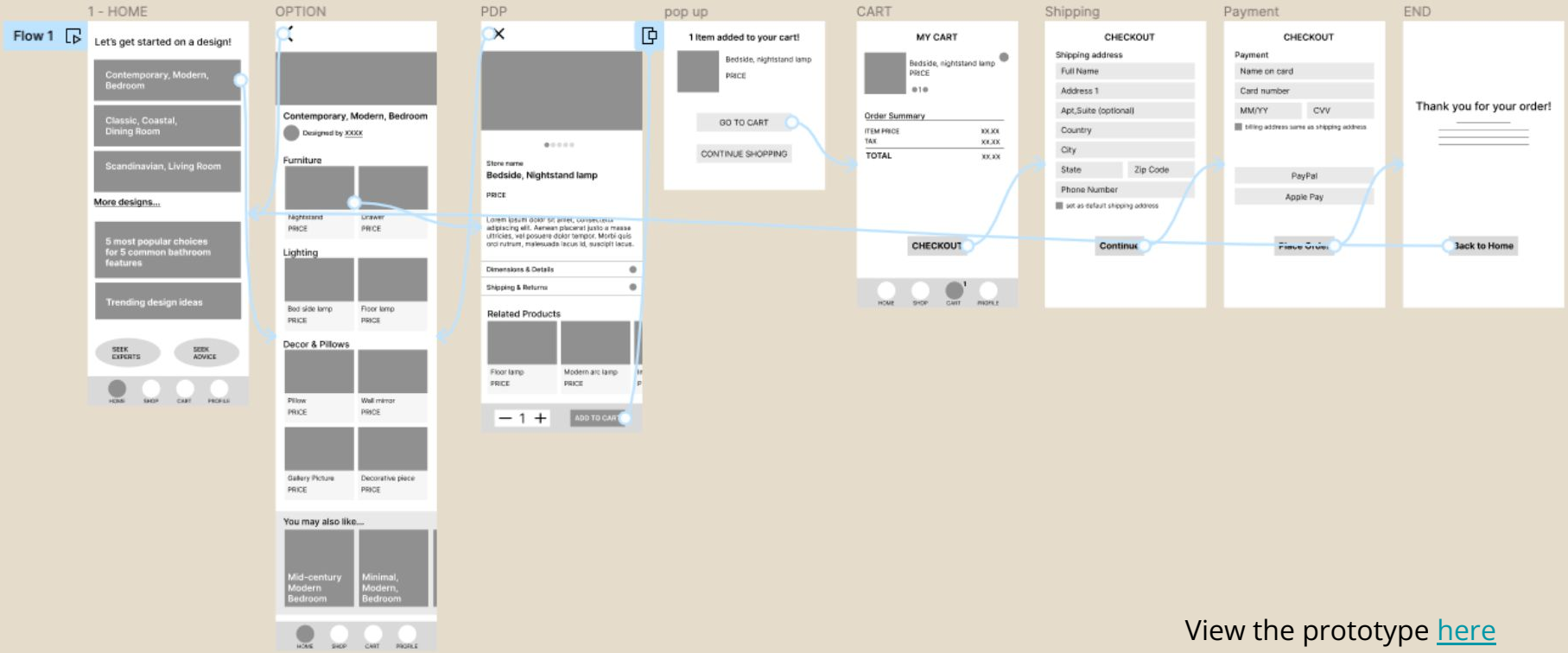
To the right, the home screen will contain visuals on different type of interior design styles and components to read tips/advice and find professionals.

The product description page will contain visuals and descriptive information on the item.



# Low Fidelity Prototype




View the prototype here

# Usability Study

## PARAMETERS

### STUDY TYPE

Unmoderated Usability Study

### LOCATION

United States, Remote

### PARTICIPANTS

5 participants

### LENGTH

10 - 20 minutes

## FINDINGS

01

### NAVIGATION BAR

A portion of users weren't content with the navigation to other pages.

02

### SEARCH ICON

There was no search bar to look for items

03

### FRUSTRATING CHECKOUT PROCESS

There was no way to leave in the middle of the process, nor a way to move forward and backward.

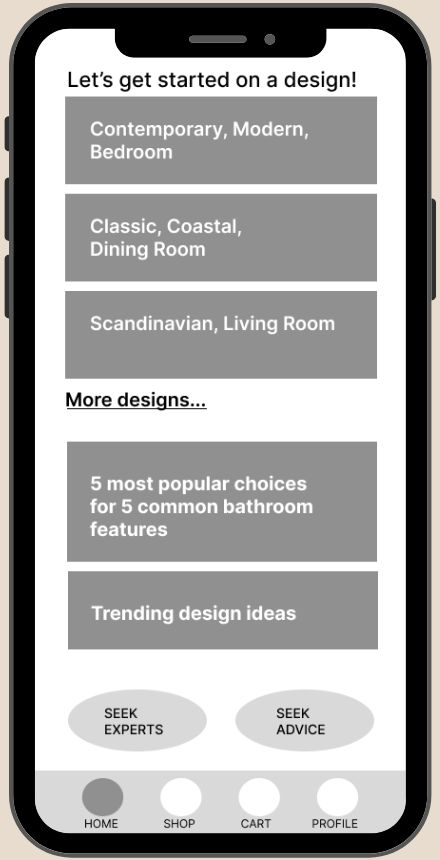
# REFINING THE DESIGN

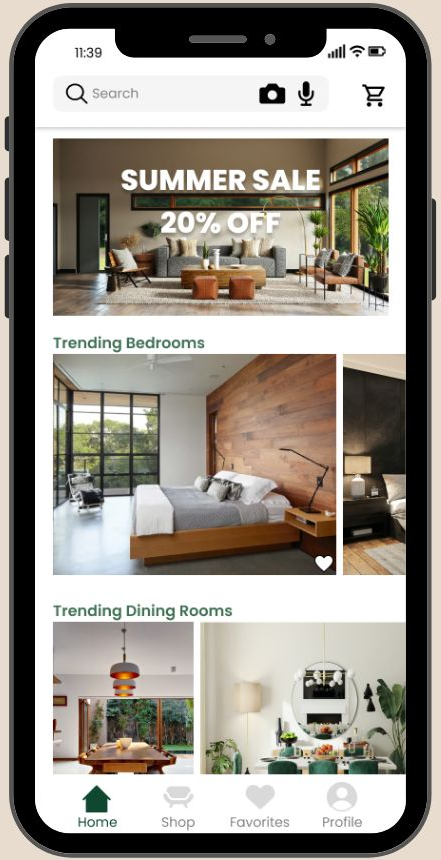
Mock ups
High Fidelity Prototype
Accessibility

# Mockups

Out of the many design changes, a more intuitive navigation and top bar was added. A search bar with an image and audio search feature included to provide multiple ways to find a product.

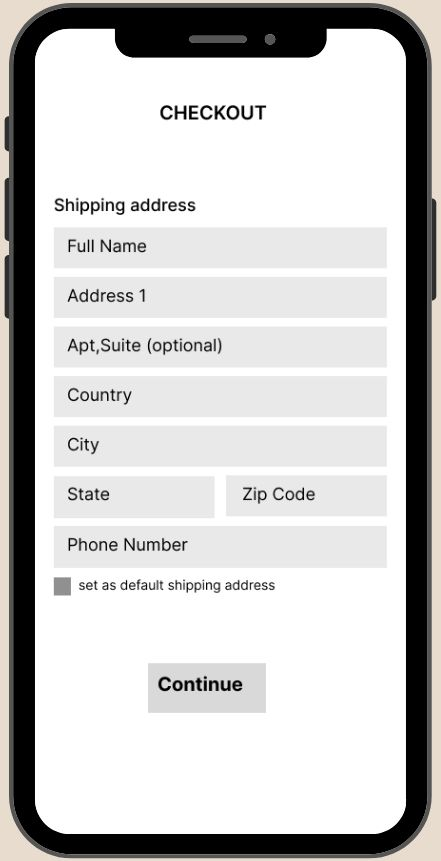
The visuals were rearranged to allow for horizontal scrolling, separated by its associated header category (i.e. bedrooms, furniture etc..)

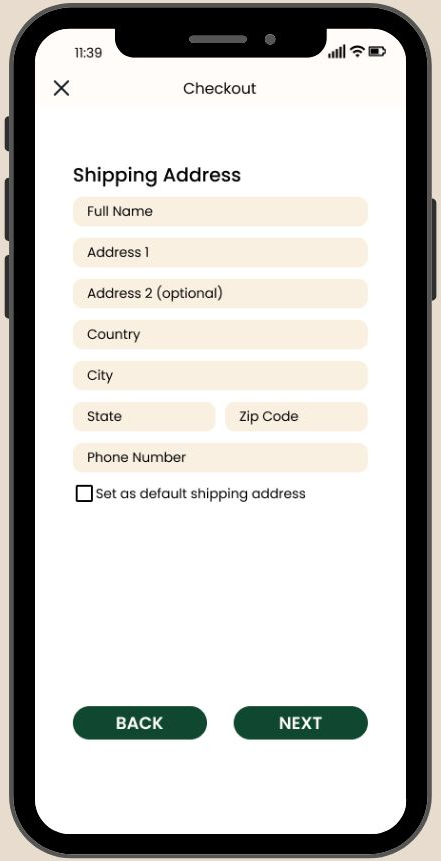


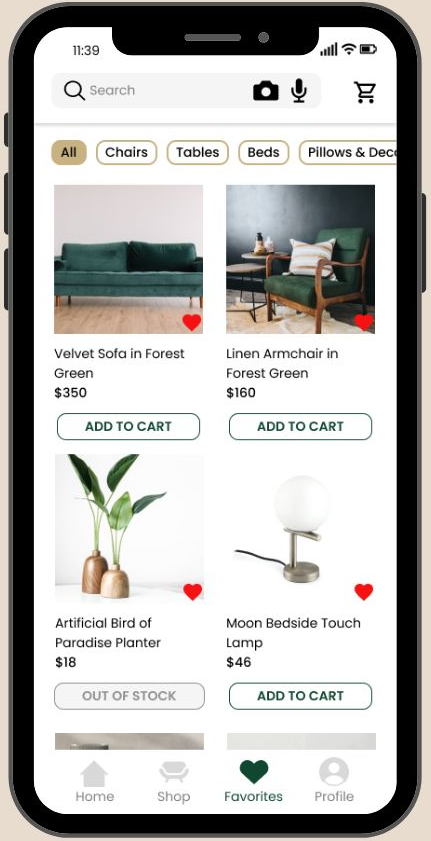
# Mockups

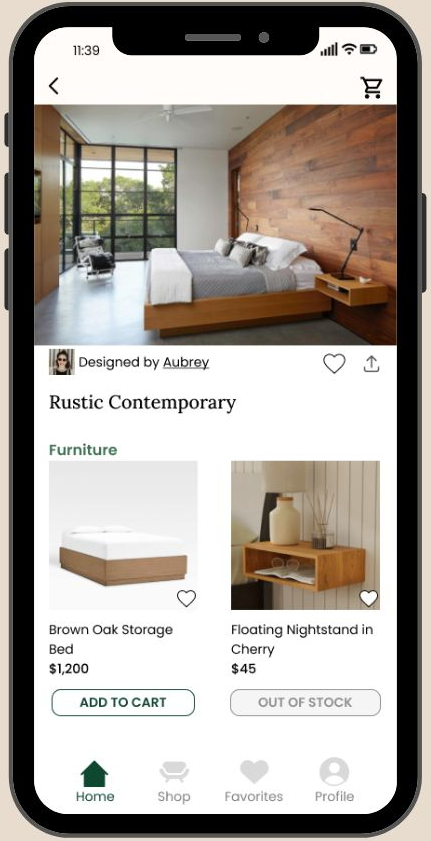
In response to one of the usability study's findings, icons and buttons were added to allow the user to exit

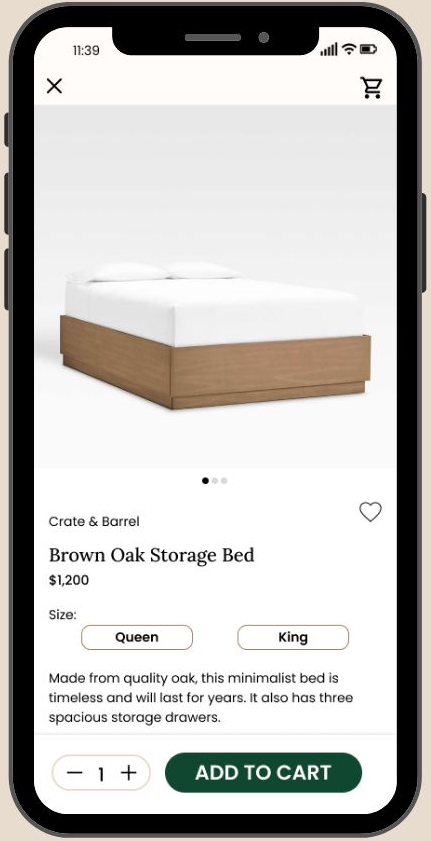


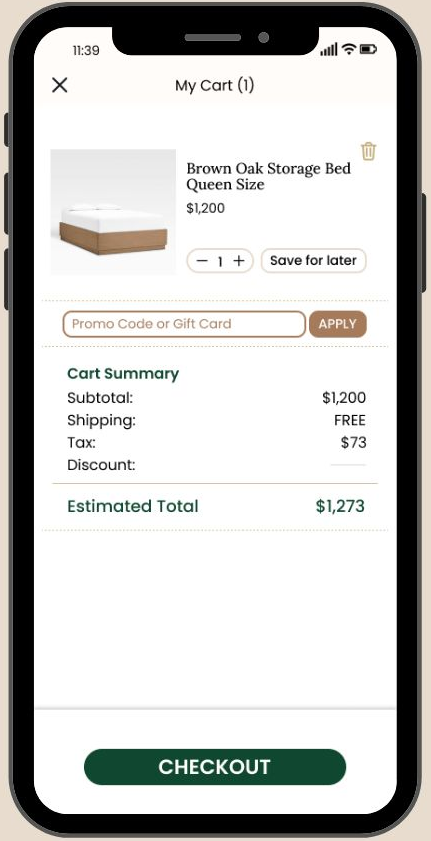



# Mockups

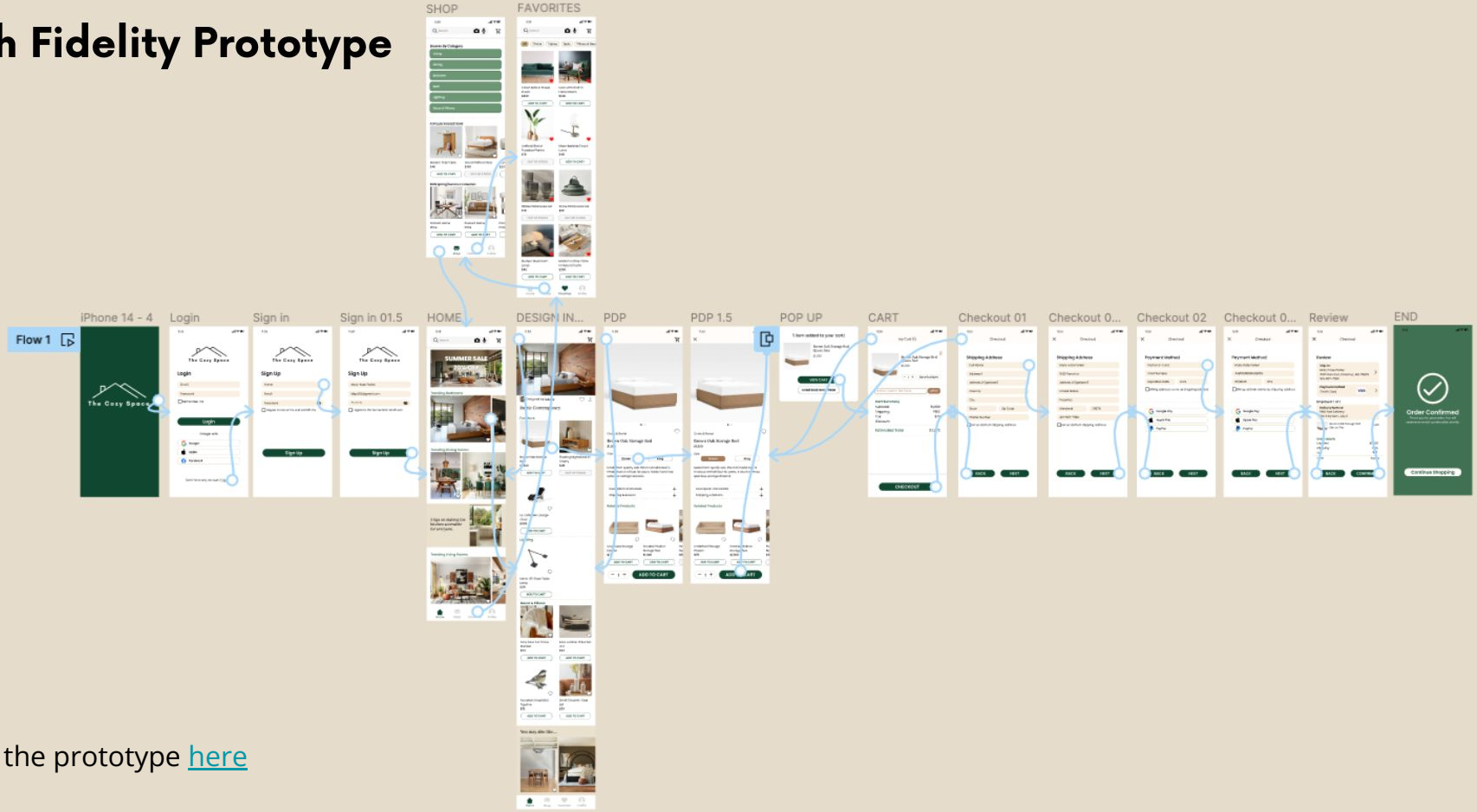

11:39
Search
All
Chairs
Tables
Beds
Pillows & Deco
Velvet Sofa in Forest Green
$350
ADD TO CART
Linen Armchair in Forest Green
$160
ADD TO CART
Artificial Bird of Paradise Planter
$18
OUT OF STOCK
Moon Bedside Touch Lamp
$46
ADD TO CART
Home
Shop
Favorites
Profile


11:39
Designed by Aubrey
Rustic Contemporary
Furniture
Brown Oak Storage Bed
$1,200
ADD TO CART
Floating Nightstand in Cherry
$45
OUT OF STOCK
Home
Shop
Favorites
Profile


11:39
Crate & Barrel
Brown Oak Storage Bed
$1,200
Size:
Queen
King
Made from quality oak, this minimalist bed is timeless and will last for years. It also has three spacious storage drawers.
1
ADD TO CART


11:39
My Cart (1)
Brown Oak Storage Bed Queen Size
$1,200
1
Save for later
Promo Code or Gift Card
APPLY
Cart Summary
Subtotal: $1,200
Shipping: FREE
Tax: $73
Discount:
Estimated Total $1,273
CHECKOUT

# High Fidelity Prototype




View the prototype here

# Accessibility Considerations

01

### SUFFICIENT CONTRAST

Color contrast of all elements met Web Content Accessibility guidelines

02

### ALTERNATIVE NAVIGATION

Multiple options to navigate through the app (i.g consistent navigation bar, search bar, sitemap)

03

### USE OF HEADINGS

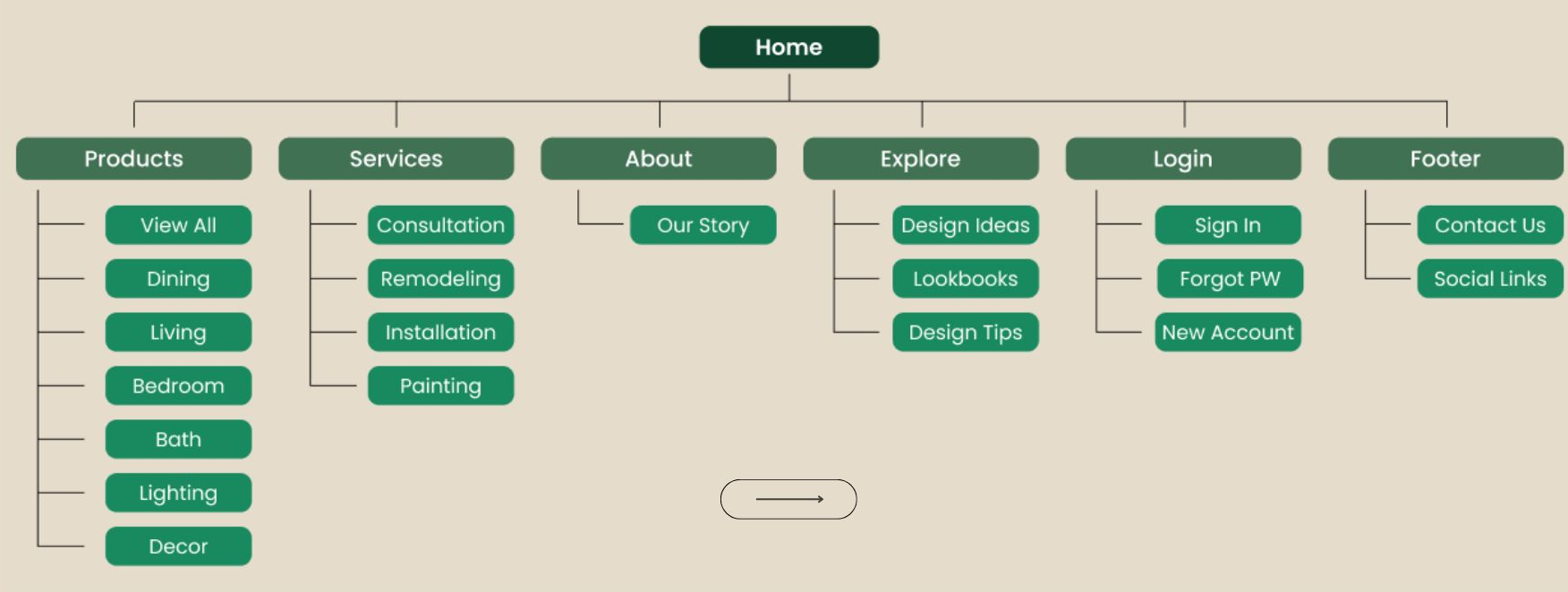
Clear labeled headings allow users to easily know where they are and the purpose of the section

# RESPONSIVE DESIGN

Informative Architecture
Responsive Design

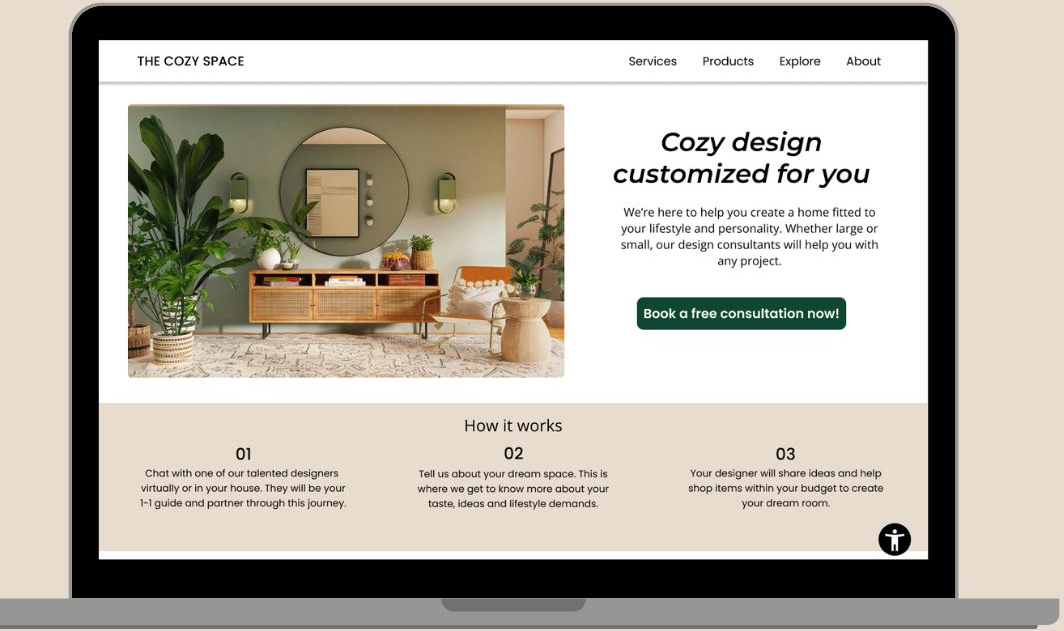
# Sitemap

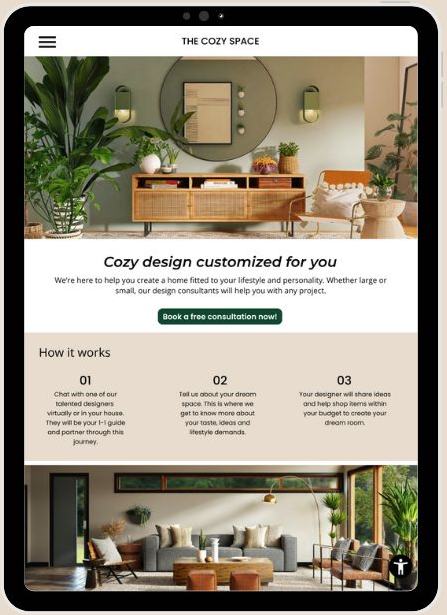
With the mobile app completed, I then organize the structure for the responsive website.

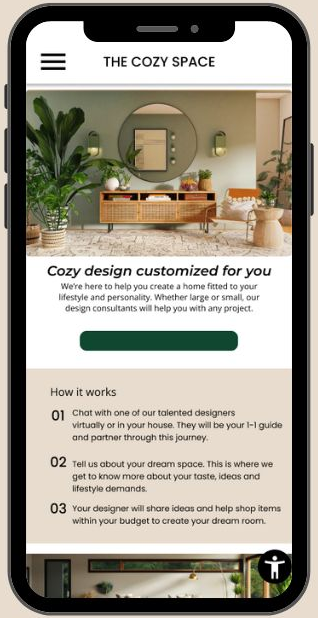


# Responsive Designs

To accommodate for different screen sizes, there is a design for mobile, tablet and desktop.



# GOING FORWARD

Takeaways
Next Steps

# Takeaways

Although this was a concept project, I hope users can find the design easy to navigate through and a helpful guide!

With this project, learning more about the specific user needs helped me come up with design ideas that seemed useful for the targeted audience.

# Next Steps

01

## CONTINUE RESEARCH

Conduct research and usability studies to gauge how successful the app/website is. Does the service prove to be useful?

02

## ADDITIONAL FEATURES

A feature that will link users to local services / professionals (i.e. painting, installation, landscaping)

03

## REWARD SYSTEM

Implementing a reward system for returning users

# THANKS FOR YOUR TIME!

**Contact** jessicahchoi93@gmail.com

GOOGLE UX PORTFOLIO PROJECT
Social Good Concept Project

THE COZY SPACE
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