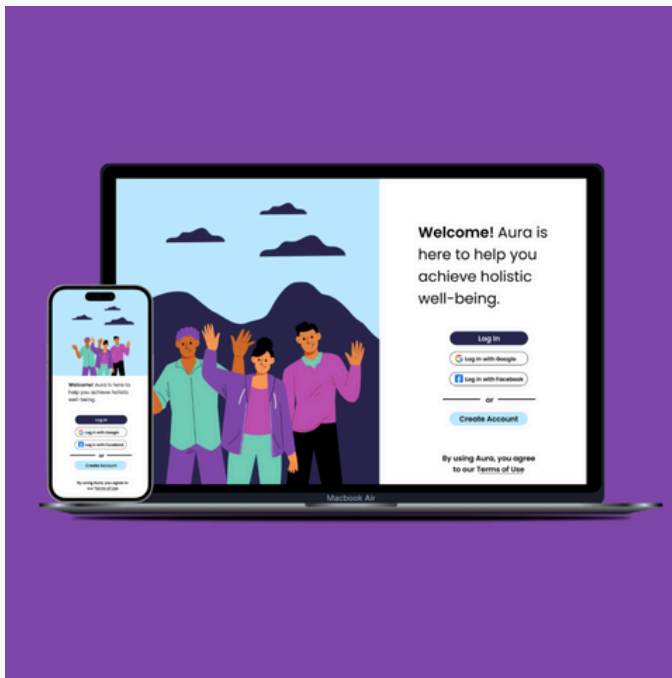


# Introduction

Hi, I'm Iman!

I'm a UX Designer committed to crafting inclusive designs that bridge the gap between people and technology.

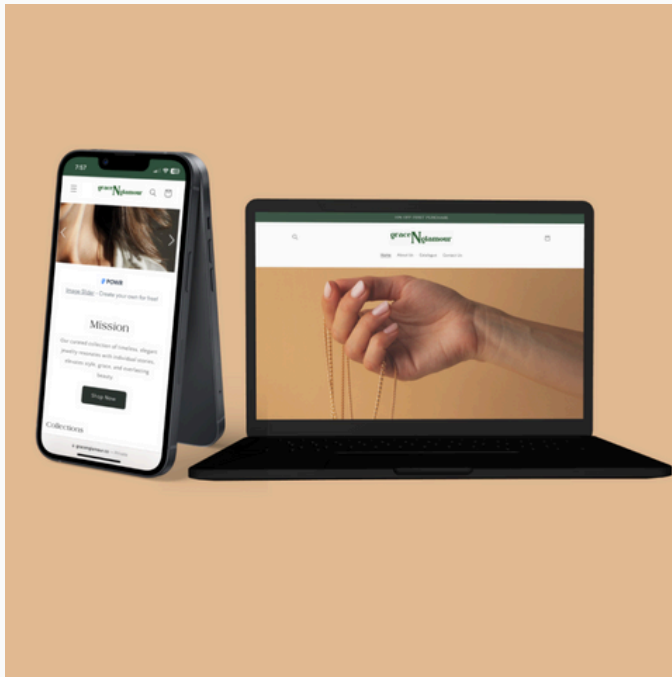
## Projects



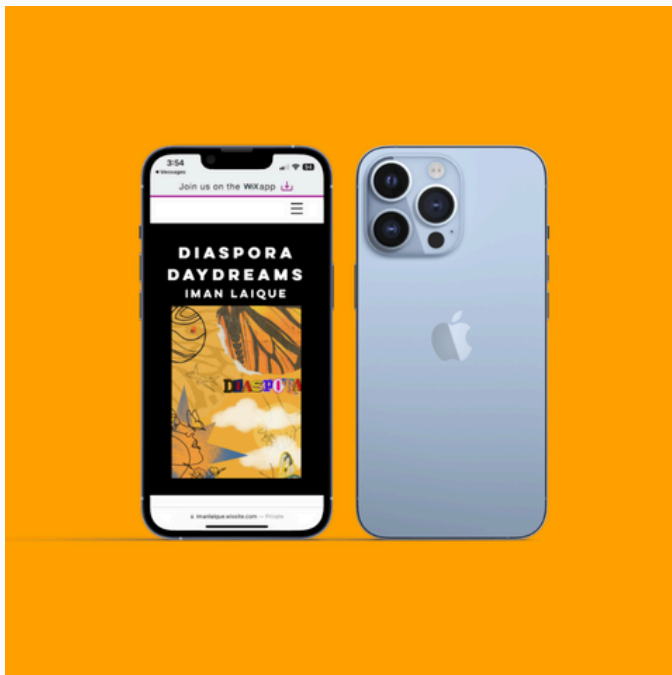
Aura is a responsive web app bridging healthcare and mental health for holistic well-being.



Aloe is a language learning platform blending cultural immersion with innovative educational techniques.



The Grace N Galmour Website Design intends to elevate the virtual retail experience for admirers of exquisite and graceful jewelry pieces.



Diaspora Daydreams is a hybrid physical and virtual immersive gallery showcasing the interplay of identity, resilience, and culture in the lives of individuals growing up in a diaspora.

# About Me



Hi my name is Iman, I'm a UX Designer based in the San Francisco Bay Area. I have an undergraduate background in human behavior subjects including Sociology and Psychology. These subjects have given me the unique ability to empathize with people from all walks of life and generate design solutions that center individual user and community experiences.

However, my design journey began in high school as part of a Media Arts Program where I was first introduced to video, animation, and graphic design. Here I learned the art of storytelling which I carried into my college experiences. I became enthralled with designing products and experiences that truly represented people. Design is more than aesthetics, it is a powerful and creative way to engage users and enhance their lives.

My interests blended with my proficiency in industry tools like Figma, Sketch, Miro, etc., allow me to create beautiful designs that resonate with people.

## **Skills:**

- User Research
- Journey Mapping
- User Personas
- Storytelling
- Information Architecture
- Wireframing
- Lo-fi & Hi-fi Prototyping
- Usability Testing

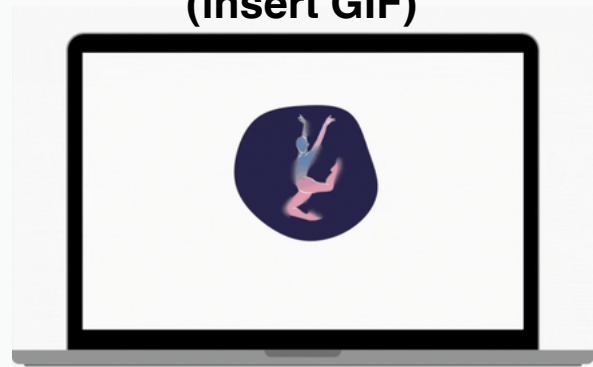
## **Tools:**

- Figma
- Sketch
- Miro
- Adobe (InDesign, Lightroom, Photoshop)
- Canva
- Shopify

# Aura Mental Health Portal Platform

An innovative platform bridging healthcare and mental health for holistic well-being.

(insert GIF)



## PROJECT OVERVIEW

### Role

UX Researcher & Designer

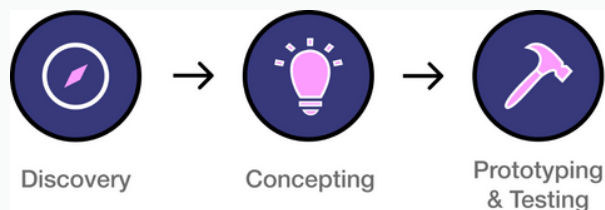
### Duration

6 Months

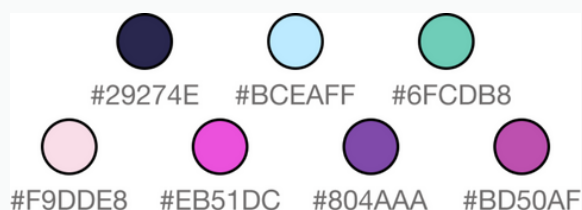
### Tools

Figma, Miro, Google Forms, Canva, Otter.ai

### Design Process



### Main Colors



[View Design System](#)

### Product

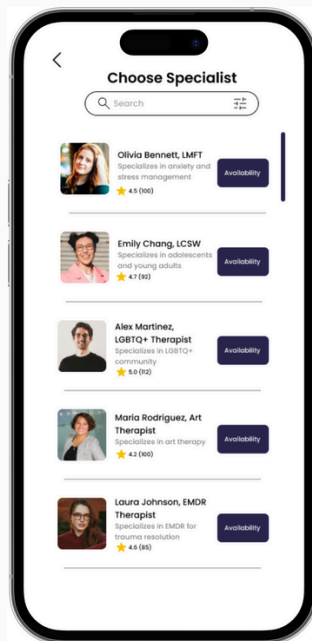
Aura is a responsive web app that addresses the need to incorporate mental health apps into healthcare services. By merging the two spheres, individuals can access a unified space for all their mental health needs.

## Background

In a post-pandemic world, taking care of our mental health is crucial. Despite the many apps for mindfulness and meditation, resources are not seamlessly integrated into traditional healthcare. This separate approach hinders individuals from accessing mental healthcare, resources, and medical records efficiently, creating a barrier to holistic well-being.

## [View Prototype](#)

## PRODUCT FEATURES



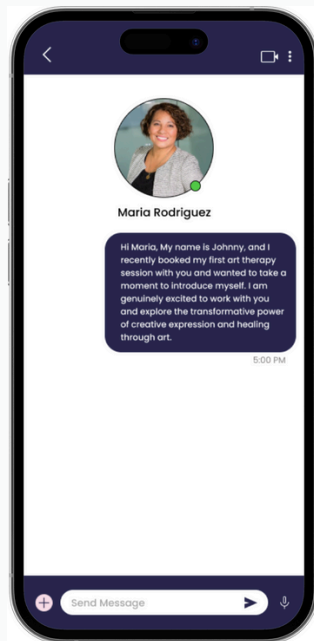
### Seamless Access to Book Appointments

Choose from an array of licensed professionals with unique specialties to guide you through your mental health journey.



### Choose from List of Resources

Aura offers various activities and resources that you can access to manage symptoms of anxiety, depression, or other mental health needs you may have.




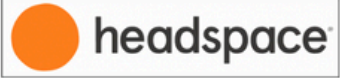
## Message Mental Health Professionals

To ensure users are able to have regular communication with providers, they can directly message them through the main navigation menu or within “see details” under the upcoming appointments widget.

# DISCOVERY

## Competitors

To better understand industry trends within health tech, I surveyed two popular mental health apps following — MyTherapy and Headspace.

		
<b>Summary</b>	Medication-tracking app that allows you to connect with your health professional and track mood symptoms to holistically view health.	Mental health app to overcome barriers to accessing support. Has various meditation and focus exercises allowing you to take control of your mental health.
<b>Marketing Profile</b>	<ul style="list-style-type: none"> <li>• Client database catered to patients and healthcare partners like Pfizer</li> <li>• Partnerships with healthcare news outlets like WIRED, Healthline, ABC, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Friendly platform that's encouraging and sensitive to users</li> <li>• Power in numbers- immense popularity growth since inception</li> <li>• Transparent and science-backed</li> <li>• Effective Instagram and Facebook ads</li> </ul>
<b>SWOT Profile</b>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Strong partnerships,</li> <li>• Informative blog + website</li> <li>• Applicable to many health needs</li> </ul> <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• UI too simplistic</li> <li>• Needs more supplementary resources</li> <li>• Could benefit from connection to pharmacies + affordability</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Informative articles on medications and mental health needs</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Lacks secure database- privacy concerns</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Popular pick</li> <li>• Personalized resources and care</li> <li>• Can use resources without internet connection</li> <li>• Accessible in around 190 countries.</li> </ul> <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Requires monthly fee to access most beneficial resources</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Updated articles, resources, and meditations, like you see in apps like Calm.</li> <li>• Resources may be repetitive for some</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Privacy and Security.</li> <li>• Lacks way to connect to providers directly.</li> </ul>

## Stakeholder Aspirations

Although there were no legitimate stakeholders in this independent project, I defined some business requirements through market research and creating user stories. I envisioned a product that would strike a balance between stakeholder preferences and user needs.

### Executive Summary

#### Target Audience



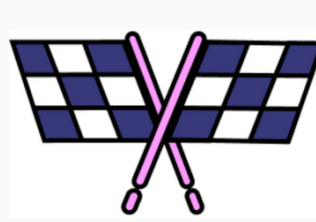
Adults who desire mental health support that's easily accessible through portal or in-person.

#### Risk & Opportunity



Biggest competitor is Ginger (merged with Headspace) which combines therapy with self-guided resources all accessed through a healthcare provider.

#### Competition



Main risk is differentiating features from competitors. Opportunity to build on features that people prefer.

#### Conclusions



Need an app that combines resources, medical info, and communication with professionals. Criteria for success is whether providers recommend it to patients.

### SMART Business Objectives

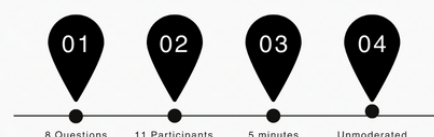
<b>1</b>	Write a proposal for healthcare providers that would potentially adopt service. Measured by: Whether at least two healthcare providers set up meetings to learn more. Delivered by: 2 months from launch	<b>2</b>	Get at least 1,000 people to sign up for platform in the first month. Measured by: Number of signups are counted Delivered by: 1 month from launch	<b>3</b>	At least 100 quality supplemental resources developed for the platform. Measured by: user feedback and count of resources Delivered by: ready at launch
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## User Research

As I geared up to conduct research with users, I had three goals in mind— understanding main motivations for using mental health apps, features that would benefit them, and any privacy and security concerns.

### Survey Insights:

- Meditation and resource-focused apps more popular than traditional therapy apps as managing symptoms and personal growth were marked as the main motivations
- Users would like a reflection space or mood tracker (across time) to serve as evidence that coping strategies are working
- Users are not too concerned about sharing their personal information within an app, yet pseudonyms were a popular solution for many users
- Users would still like an in-person therapy option



[See Survey](#)



Interview Insights:

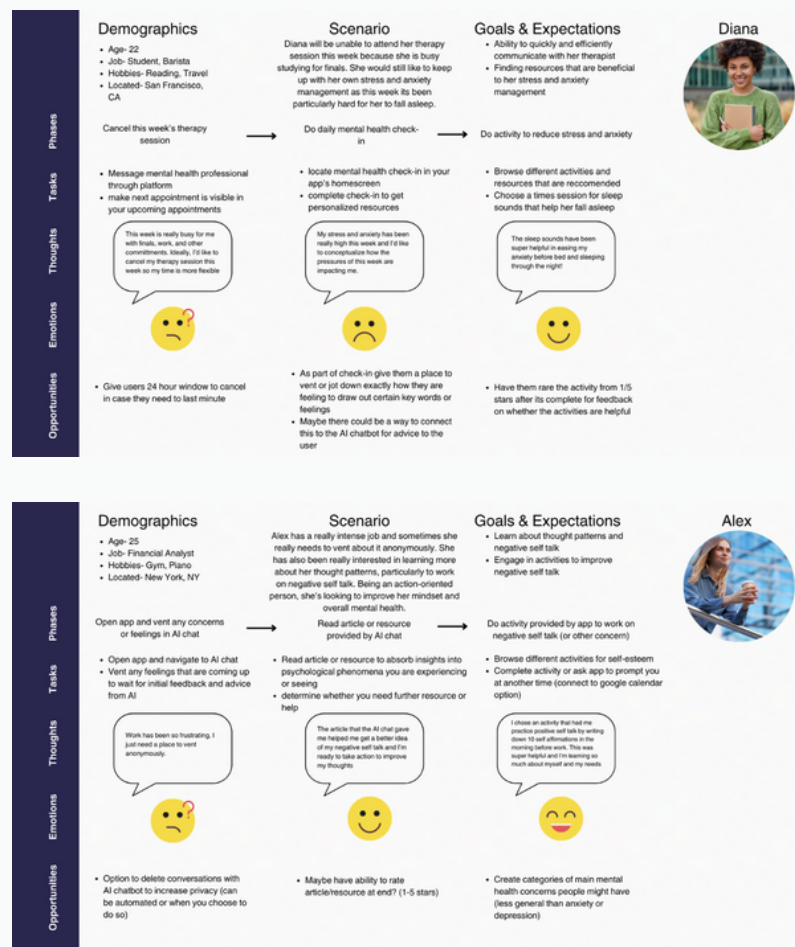
- Many users expressed that the apps they have used are notorious for having generalized content, and they would prefer more personalized material.
- Users desire more cultural and group-sensitive material to meet the needs of people with different backgrounds.
- Though privacy and security is a concern, many users are open to sharing limited information to have a more personalized experience.
- Users are open to paying subscriptions only when an app is offering resources that are not available for free.
- The ability to access the platform on the go is a high-value consideration.



# CONCEPTING

## User Journeys

Based on user feedback, I crafted the following user journeys to map out typical routes a user might take and how they might feel while using the Aura app. They are represented by my two personas, Diana and Alex.

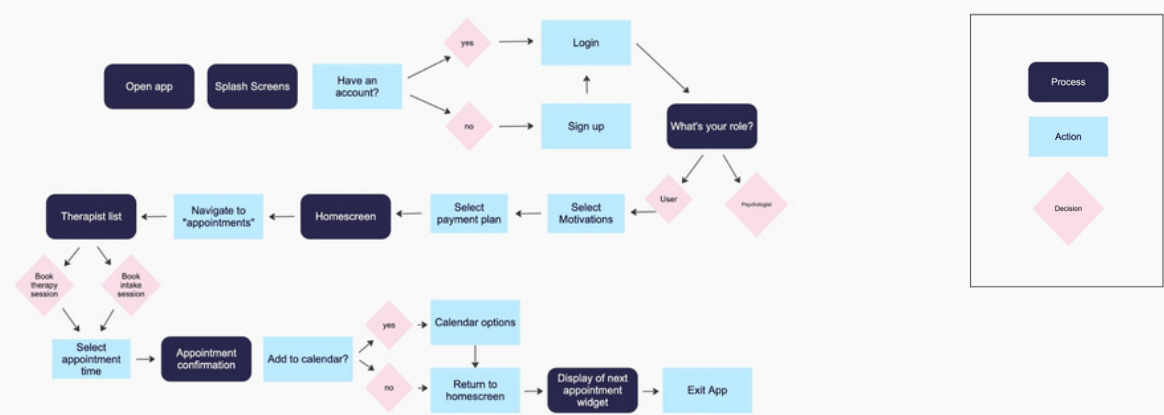




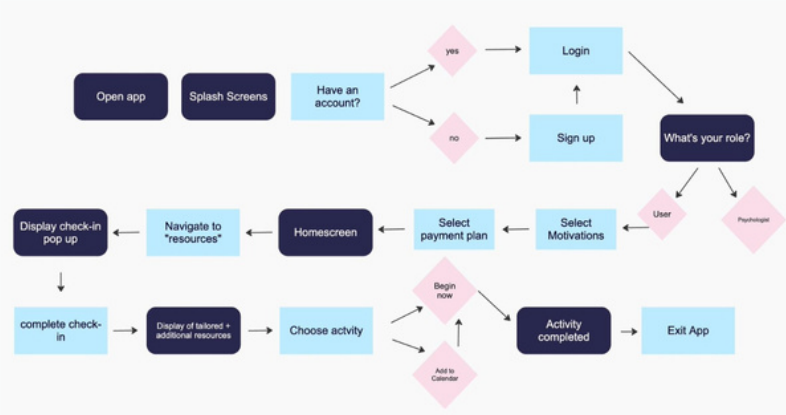
# User Flows

To visualize the routes I mapped out earlier, I produced flows for a few core functionalities in Aura. These were created early in the conceping phase to eliminate potential roadblocks and design logical pathways for users to navigate through the product.

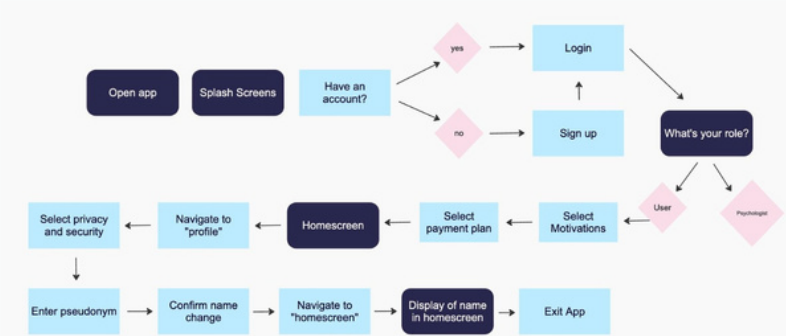
## Flow 1: Booking An Appointment



## Flow 2: Completing Activity



## Flow 2: Set Up Preferred Name

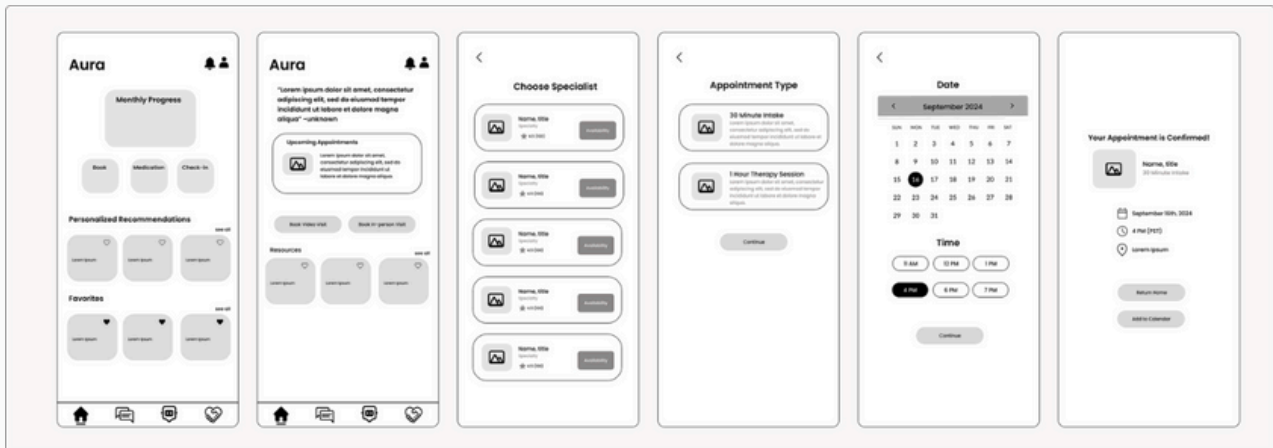


# PROTOTYPING & TESTING

## Lo-fi Screens

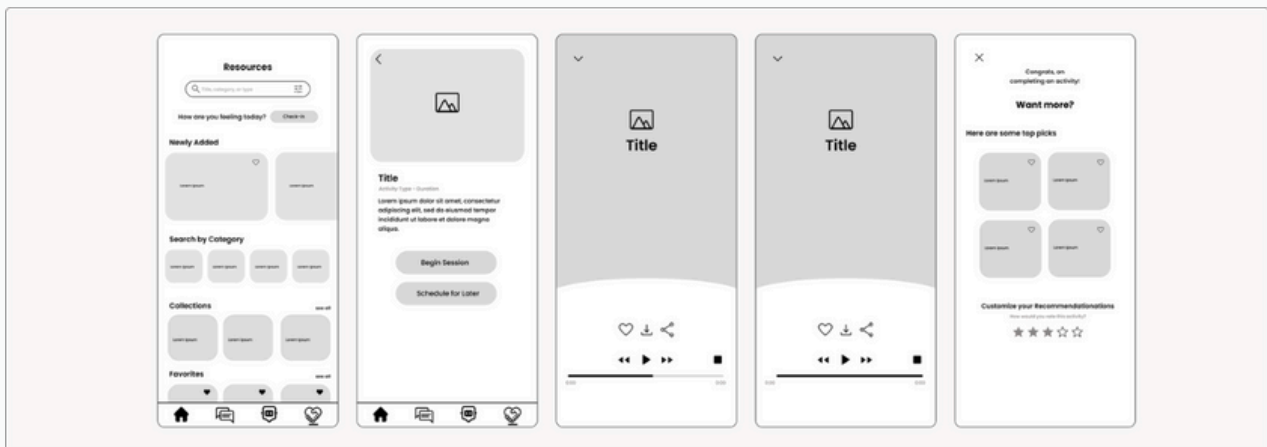
I created a low-fidelity prototype based on my three task flows to begin conceptualizing Aura's user interface.

### Flow 1: Booking An Appointment



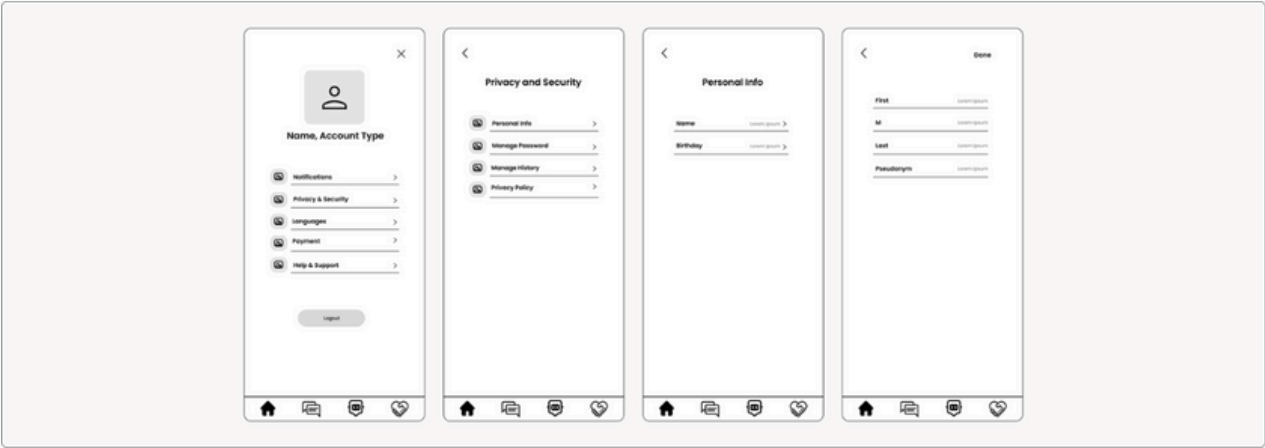
Much of the initial interface was kept the same for booking an appointment. I made some adjustments to the dashboard on the homepage by adding a tab bar at the top for appointments, medication, and check-ins instead of keeping them in widget form.

### Flow 2: Completing Activity



To optimize usability, I removed the pop-up that I had initially planned to implement for users to check-in before commencing an activity. Users can either begin an activity right away or schedule it for a later time. At the end, they are given the option to continue learning, rate their activity, or simply return to resources.

Flow 3: Set Up Preferred Name



I wanted to keep the Settings minimal so that users could smoothly navigate to places like Personal Info to set their preferred name within the app. Some users may use this feature as an additional measure of privacy and security while others might simply have a nickname they prefer.

Usability Testing & Iteration

After designing some core features and working on the platform’s UI, I conducted usability tests with six participants, below is the feedback they provided. To prioritize user needs, I used Jakob Nielsen’s rating scale.

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
Errors - Most critical errors based on Jakob Nielsen's rating scale.								
Couldn't find appointments tab from homepage initially (Rating= 3)							1	Make appointments stand out with better forticolours
Buttons for booking in-person visit or video visit were confusing (Rating= 1)							1	Keep the same for now and address once most pertinent iterations are made
Users could not select certain pre-filled fields (Rating= 0)							1	Was communicated that this was just for the purpose of moving smoothly through prototype
Didn't know how to send message to Maria at first, navigated to appointments instead (Rating= 3)							2	Set up multiple locations where you can message a provider; have option under appointments and the general messaging section
Didn't know the difference between service giver or receiver (Rating= 1)							1	Add more context in onboarding to ensure user knows which role they'd like
Confusion about difference between dashboard and resource activities (Rating= 2)							1	
Was confused which subscription plan to choose and what each meant (Rating= 1)							1	Add more context in subscription options or reorganize the page
Didn't know what the daily check-ins would do for the user (Rating= 2)							1	Maybe have an initial pop up when the user downloads the app defining how the check-ins will benefit them
Looked in account info before privacy for preferred name (Rating= 1)							1	
Observations - What are people Doing, Thinking, and Feeling?								
Felt confused by meaning of appointment type (especially intake showing up if you had already had an intake before) (Rating= 2)							1	Add more verbal context to appointment type; add note about how if you are connecting through health insurance, your intake will be taken with them and transferred to Aurora's medical records for you
Noticed notification bubble next to appointments right away							1	Colors seem to be the most effective way to make appointments stand out, so work adding more of it to make text pop
Felt confused by what scheduling an activity for later meant (Rating= 2)							1	Consider rewording to make less confusing
Loved the dashboard organization and progress tracking info							1	No changes here
Misinterpreted the AI Chat's true function (Rating= 3)							1	When you click on AI Chat, maybe show a pre-loaded message from the chatbot about the purpose of the feature.
Booked appointment smoothly							2	No changes here
Liked preferred name option							2	No changes here
Negatives								
"Icon to draft message in messages could be larger" (Rating= 1)							1	Make icon a bit larger
"Some prefer another way to communicate like email or phone, which was not provided somewhere" (Rating= 2)							1	Add this info under more info under each individual provider you are messaging
"Onboarding is asking too many questions and is long" (Rating= 1)							1	Because this wasn't the majority option, I may leave the onboarding as is for now and collect more feedback in future usability testing sessions
"Make it easier to connect my email to login fast" (Rating= 3)							1	The options to log in with google or facebook will expedite this process, although it wasn't reflected as such during usability testing as it's not a fully functional prototype
"Maybe add more options for why you are seeking app" (Rating= 1)							1	Not of high importance, but will consider adding once priority changes have been made
"I'm intimidated to reach out to provider first unless the professional messages first" (Rating= 2)							1	Made clear that reaching out first was just for the purpose testing the prototype and is not a requirement of the app
"Maybe personal info is better under account" (Rating= 2)							4	This is of high importance as most users agreed the location of personal info is normally under account with other apps they have used in the past
"Font size could be differentiated, right now all titles are the same" (Rating= 2)							2	Create some font hierarchy that appeals to users and makes it easier to navigate platform
"Main menu is not dynamic enough, is too basic and blends into background" (Rating= 3)							2	make main navigation menu stand out
"Don't have the insurance and subscription upfront" (Rating= 3)							2	Move insurance and subscription info to end of onboarding process
"The section title 'Resources' is confusing and so is the icon associated with it" (Rating= 3)							4	Rename resources, reorganize what goes on main dashboard versus resources section, assign new icon to resources
Positives								
"It was super easy to message Maria"							4	Process of messaging went well for most users
"Main menu makes a lot of logical sense and is simple enough to understand"							1	Keep main menu items the same, but still make the menu stand out more from the background
"Onboarding wasn't long and everything it asked makes sense"							2	Apart from a bit of reorganization, keep the length and content of onboarding the same
"I knew exactly where to go to book my appointment"							2	Keep appointment process and length the same
"I like the set up of Resources and the completion process it takes you through"							3	Organization of completing an activity in resources is well done, maintain across other resources users might click on + complete
"The interface is super cute"							4	Work on improving UI where possible

Areas for Improvement:

- Move health insurance and subscription info to end of onboarding process to avoid intimidating user.
- Move location of personal info under account info instead of privacy and security.
- Make the tab bar at the top of the dashboard stand out more in terms of font and color.
- Provide multiple locations for messaging providers- both under messages and appointment details.
- Make main menu and font in the dashboard more dynamic.

## Final Design

After gathering user feedback and iterating on my designs, the following prototype emerged. Below is the mobile version of Aura, I invite you to click through it!

**(embed prototype link)**



## REFLECTION

The development of our responsive web app was aimed at reimagining the integration of mental health within traditional healthcare. Alongside this, we wanted to empower users to proactively manage their mental health daily. Though I hope to continue iterating on the above prototype, particularly in regards to the desktop screens, I am proud of the progress made to ensure it's meeting its intended purpose. This project not only taught me the importance of designing features that benefit users, but has also shaped my desire to undertake impactful projects moving forward.

# Color Palette



For my color palette, I chose to keep it simple with the background color being #FAFAFA and the text being mainly black, with some titles matching the specific project's color palette. Since my projects are so colorful individually, I wanted to keep the background portfolio theme simple to compliment each project and make it stand out on its own.

# Typography

# Aa

Helvetica Neue

I'm keeping the font of my portfolio website simple by only using Helvetica Neue. Though the font is not part of Google's list of fonts, it is very similar to fonts like Arial that are easy to read, and thus between devices would most likely sub Arial as the alternative font of choice to not disturb the user's view.