# UX/UI PORTFOLIO



# Hi, My name is Irem!

I'm a commercial loan supervisor-turned UX designer with HTML and CSS knowledge.

Working 7 years in finance, I'm experienced in communicating with clients, data analyzing, negotiating with stakeholders, problem solving and decision making.

# ABOUT THE PROJECT

PATI is a web app designed as a student project for **Career Foundry UX Design Certified Course**. Project was required to design 3 main features with a mobile first approach.

# My role and responsibilities

Since this was an individual project, I was responsible for every phase of the process. I also gathered feedbacks of my tutor, mentor and peers.

# Tasks:

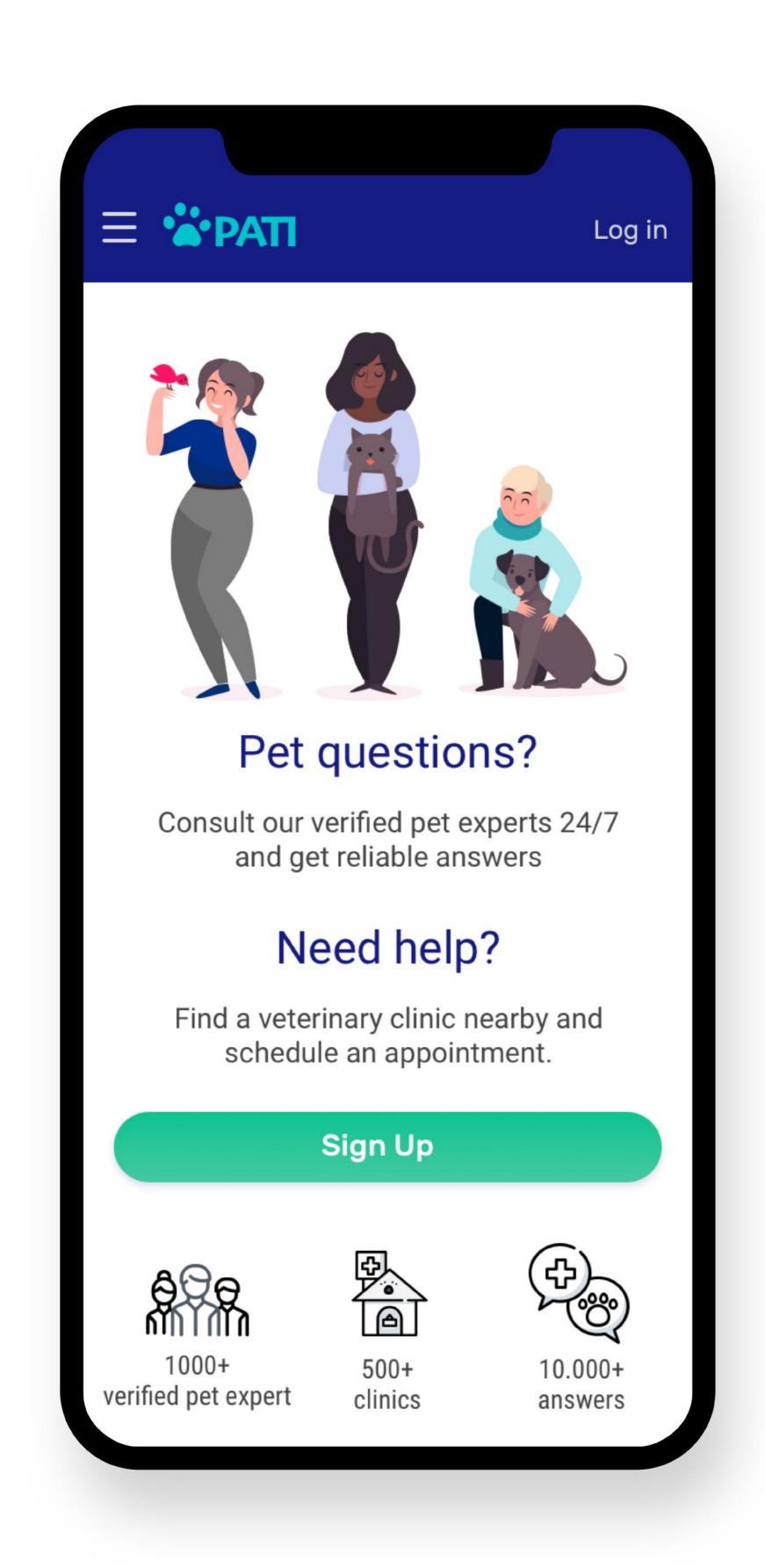
- -Competitive analysis and market research
- -User research
- -Information architecture
- -Wireframing&Prototyping
- -Usability testing
- -Organizing deliverables

# Timeline Nov 2019-May 2020 (Part time) Sketch Invision Tools Tools Vashboard Vashboard Sorting Survey Interview Test

# Main Challenge

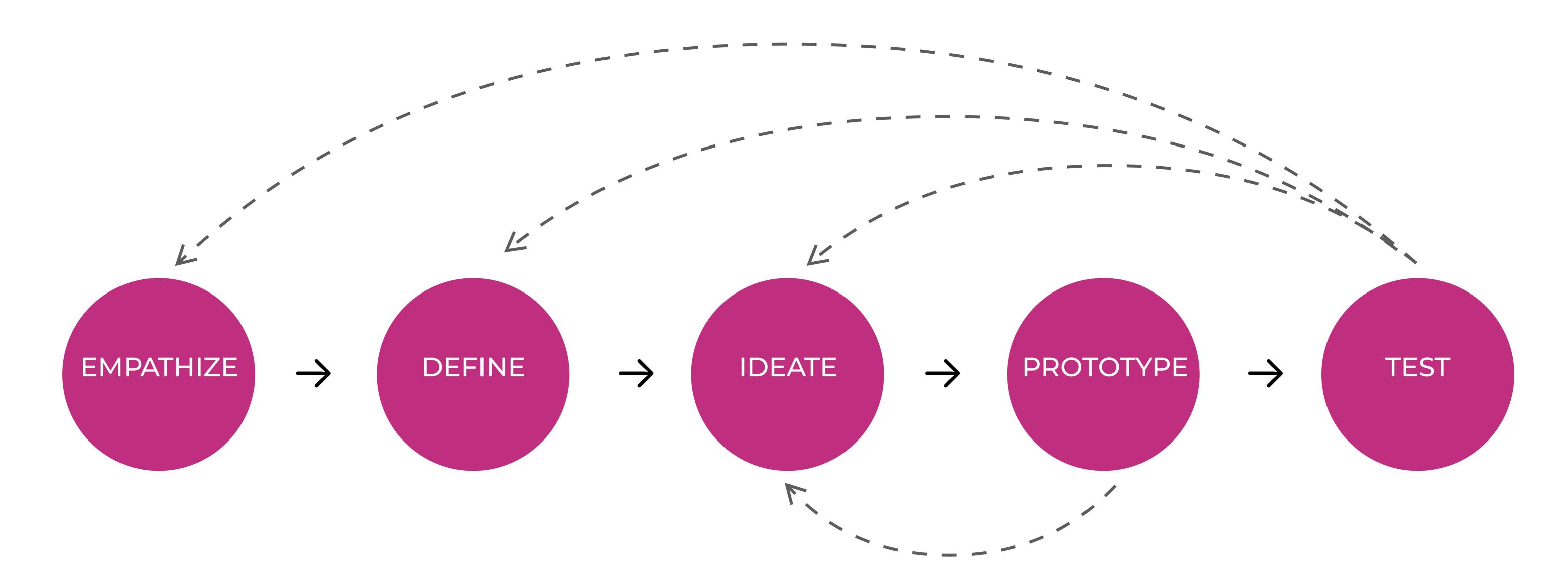
My main goals for this project were to

- -create an app that eliminates pet parents' concerns regarding their pet's health in all aspects
- -design a usable, learnable, desirable app



# About PATI

PATI is a web app that enables pet parents to get online consultation from a verified pet expert and schedule an appointment to a vet clinic.



### Emphatize

My design process starts with **understanding the problem space** and getting to know more about the **audience** whom I'm designing for. To achieve that, first I conducted a **competitive analysis** to see how other similar apps solve user's problems.

Then to better understand user's problem and needs I conducted user research to gather valuable feedbacks from potential users.

### Define

Based on the feedbacks of potential users and results of the survey, I created **two** main personas and determined their needs, goals, behaviour and emotions.

### Ideate

Based on the learnings, I defined **the problem** and identified **possible solutions** and created **flows** to outlines the journey user will take to complete tasks.

### Prototype

Based on flows, I started to **visualize my solutions** by sketching and then started creating low to high fidelity prototypes.

### Test

Without dedicating too much time to visual design, I **tested high-fi prototype** with potential users in order to see **how they interact** with my product, what works and what doesn't work.

### Iterate

I iterated my design considering usability test and preference test insights, feedback I gathered from my tutor and other UX design students at Career Foundry. I also took into consideration visual design principle during these iterations.

# IUSER RESEARCH

I conducted user surveys and user interviews with pet parents to gain insights on their needs and goals.

### **Key Insights**

80% of pet parents eliminate their concerns without going to a vet.

Their first choice to connect **their vet via phone** then they try to get help by asking **other pet parents** or **searching online**.

Capability, reliability, and recommendations of other pet parents are the most important criteria when choosing a vet.

**Proximity** is the most important criteria when choosing a vet clinic which means time allocated for a consultation is crucial to them.

None of the participants of surveys and interviews have used a similar product before, because they prefer to consult their own vet or inner circle with pet care experience.

The awareness of competitors is really low.

Pet parents are positive about getting remote and online help.

# PROBLEM

Pet parents are not able to take their pets to a vet clinic on every issue because

i. they don't want their pets to get stressed for nothing

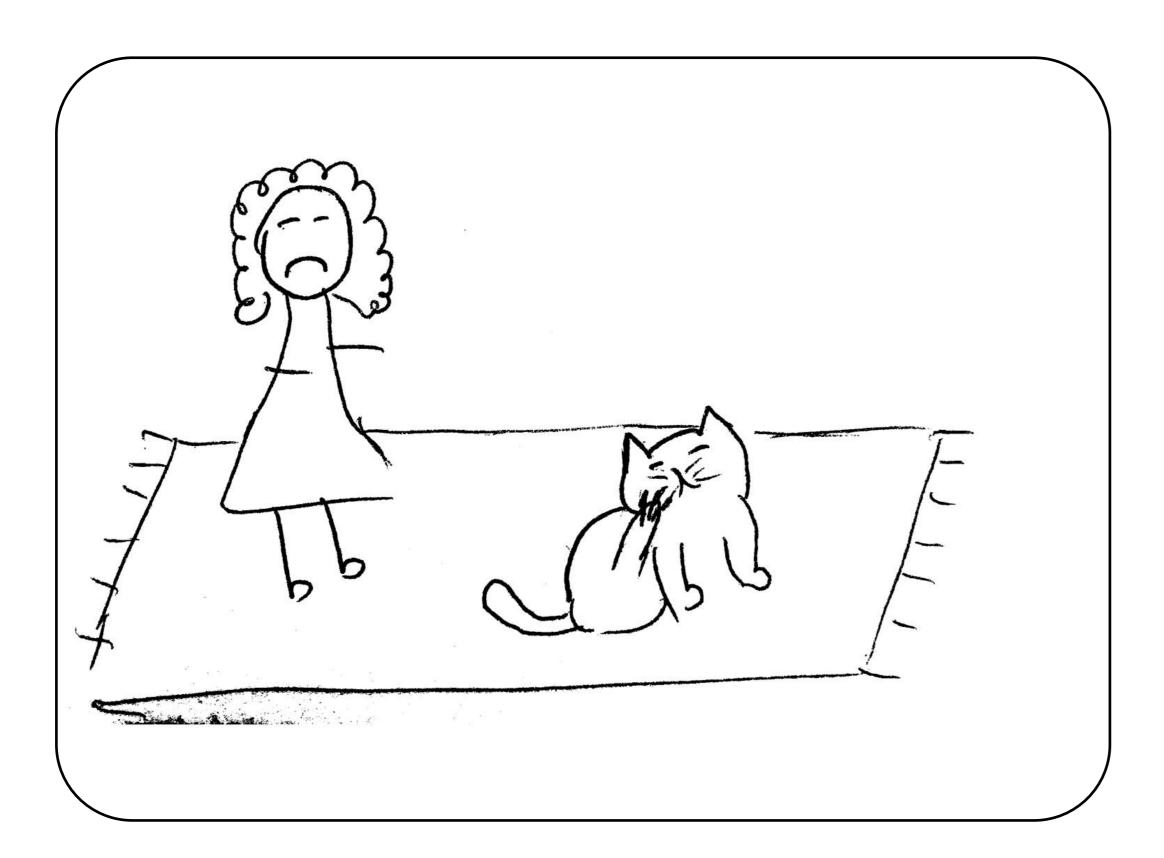
ii. they don't want to allocate a lot of time which takes hours including waiting period.

### SOLUTION

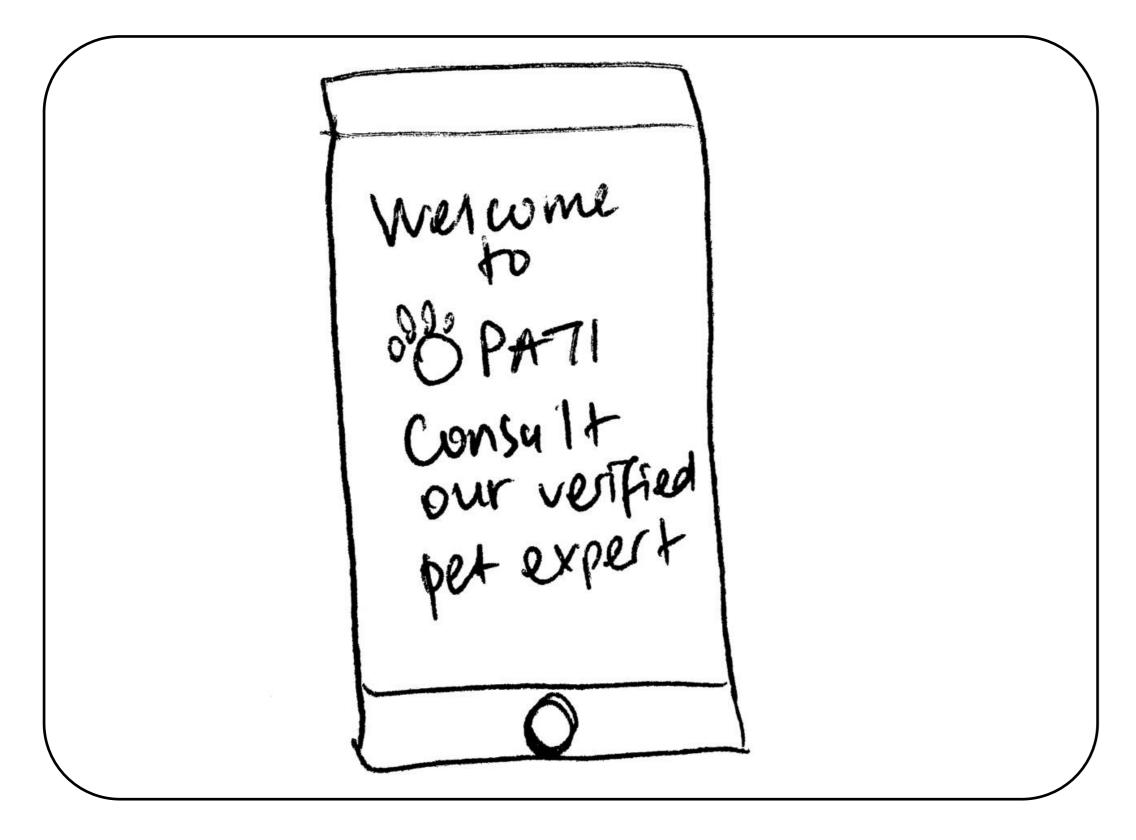
Designing a web app enables users to get health consultation from a verified and reliable pet expert and also offers a feature to book an online appointment to a vet clinic.

# STORYBOARDING

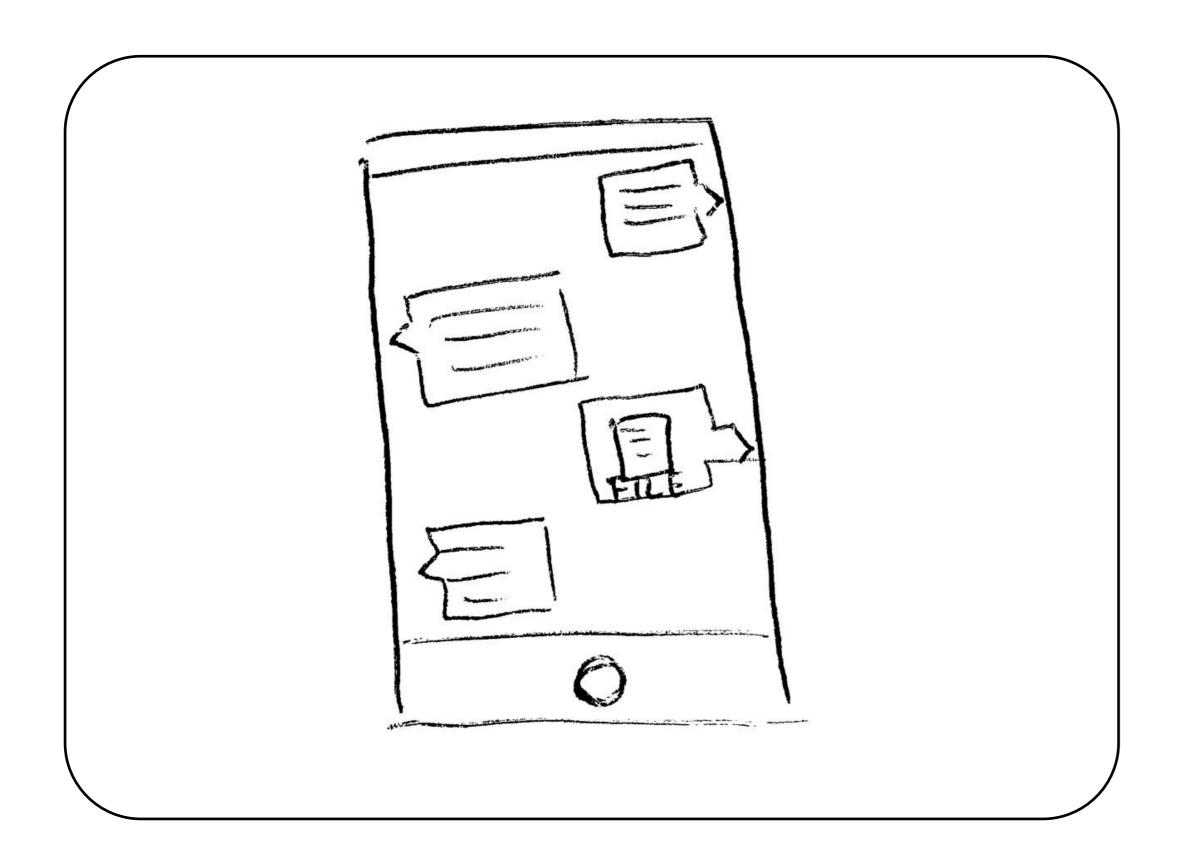
Storyboard helped me to understand the flow of the user's interaction and visualize my ideas.



Kate's cat has itchy skin.



Kate decides to try PATI to eliminate her concern.



Kate starts chatting with an online expert about her concern related to her cat's health.



Kate's not able to take her cat to a vet. Kate wants to consult a vet before taking her cat to a vet clinic.



Kate browses a capable and reliable pet expert on PATI.



Kate is relieved. It's not urgent to take Kate's cat to a vet clinic, the problem is most likely seasonal and temporal, so Kate only needs to observe her cat for a week.

# USER PERSONA

Based on the insights gained from user research and storyboard, I identified main user problems and needs.

### Goals and Needs

Users want to decide if they need to take their pets to a clinic by discussing with an expert first.

Users want to get reliable, quality and instant advice from a qualified and certified expert.

Users want to book an online appointment to a clinic nearby.

Users want to easily communicate with an expert.

### Possible Solutions

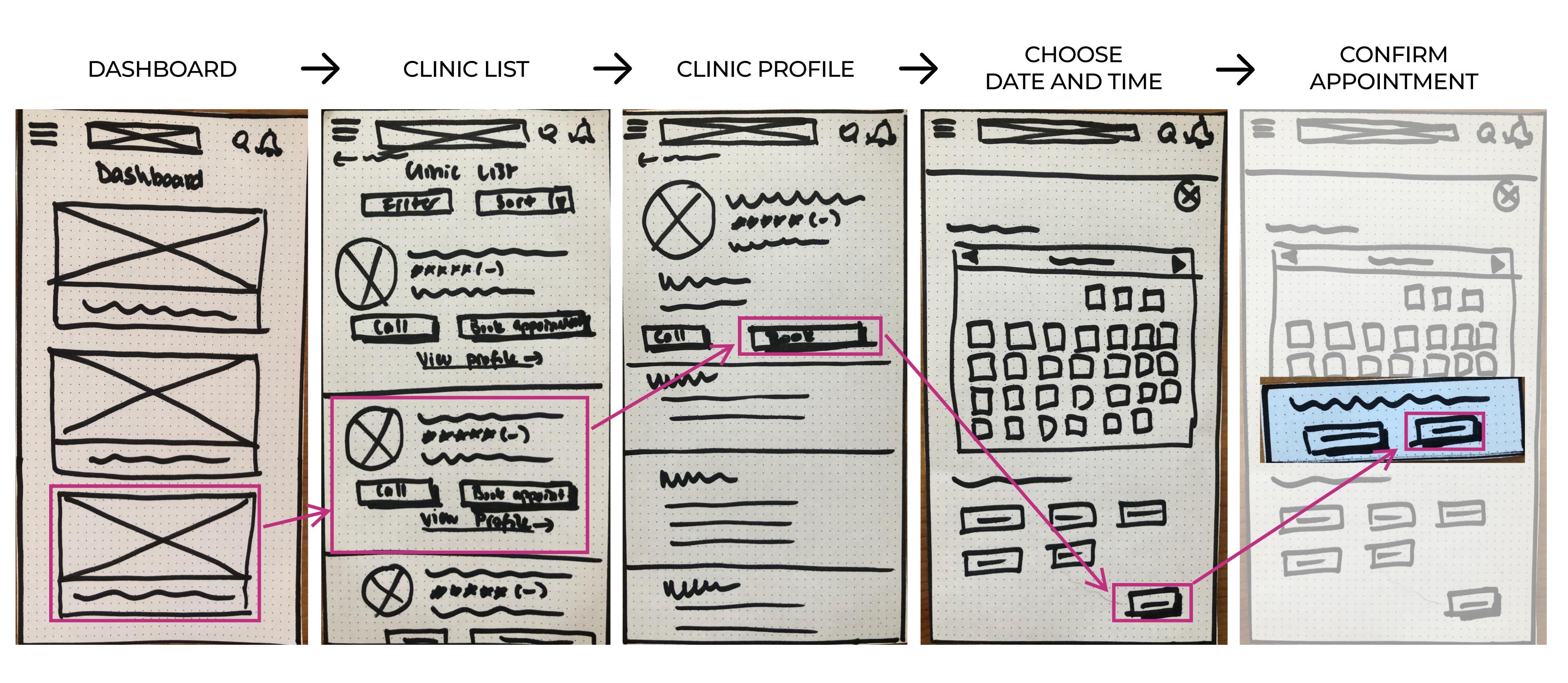
To solve users' main problems and meet their needs my web app should has the following features;

- -Filter and sort experts according to their profession, rating, review count, language
- -Read reviews about other pet parents experience with an expert and clinic
- -Browse clinics according to location, rating, review count, language

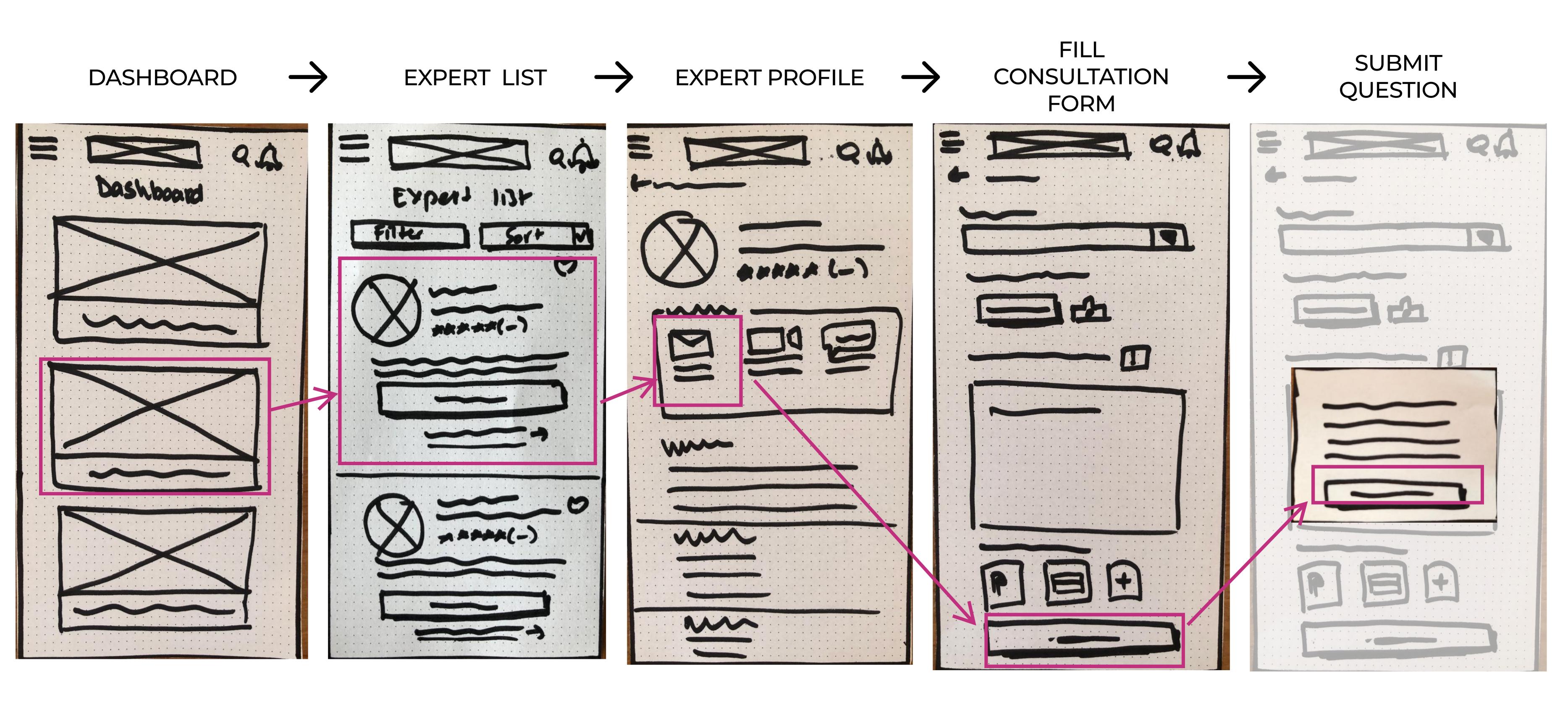
# FLOVS

Main goal was to ensure that users can easily access their options to get help and eliminate their concerns in few steps. To achieve that I decided to design dashboard to enable users see all features and their actions in one page.

# Flow #1 -Schedule an appointment to a clinic



# Flow #2 -Ask a question to a pet expert via message



# WIREFRAMES & PROTOTYPING

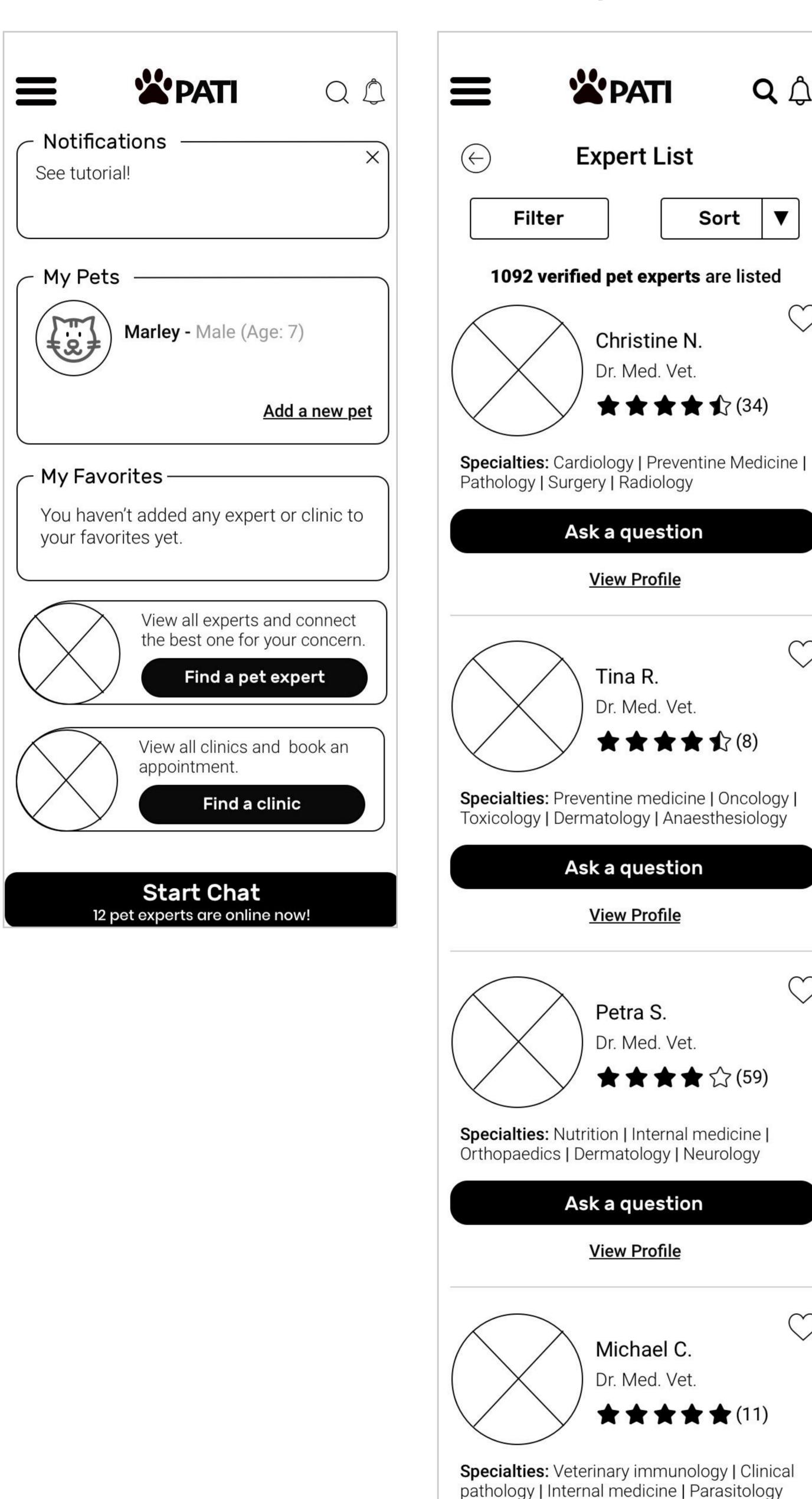
**Expert list** 

Ask a question

View Profile

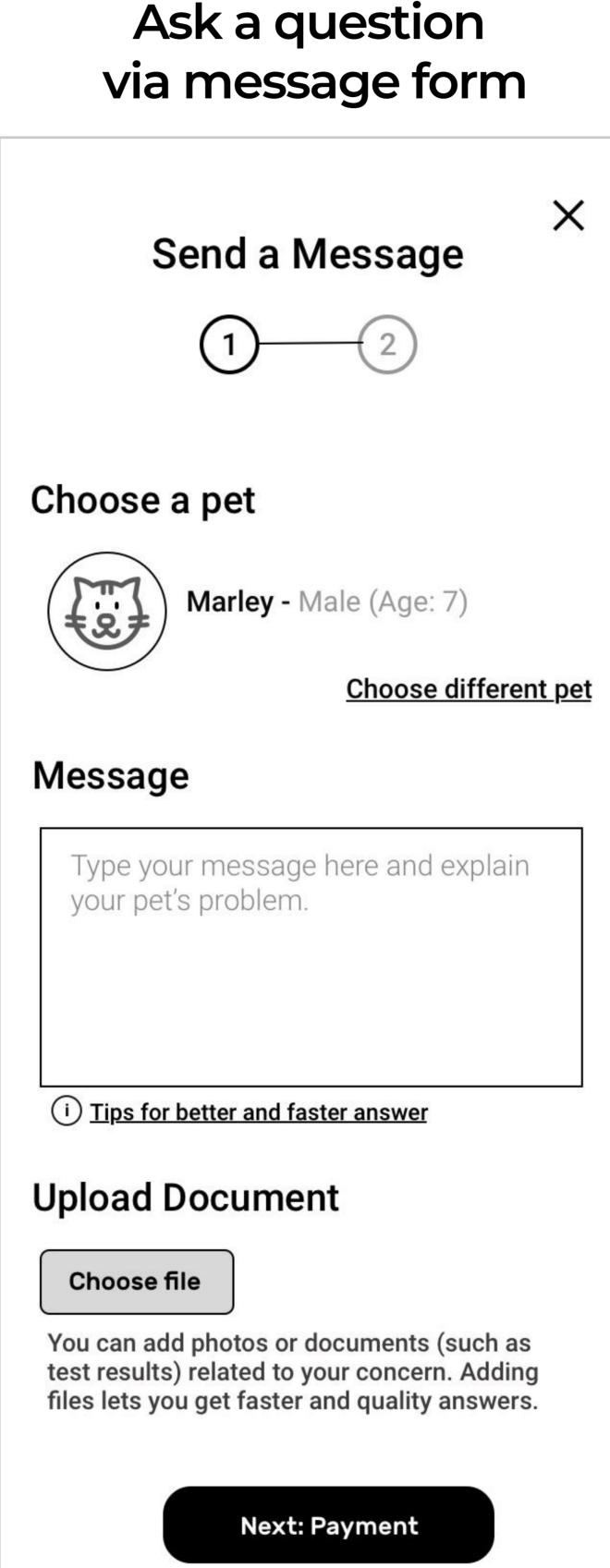
Load more

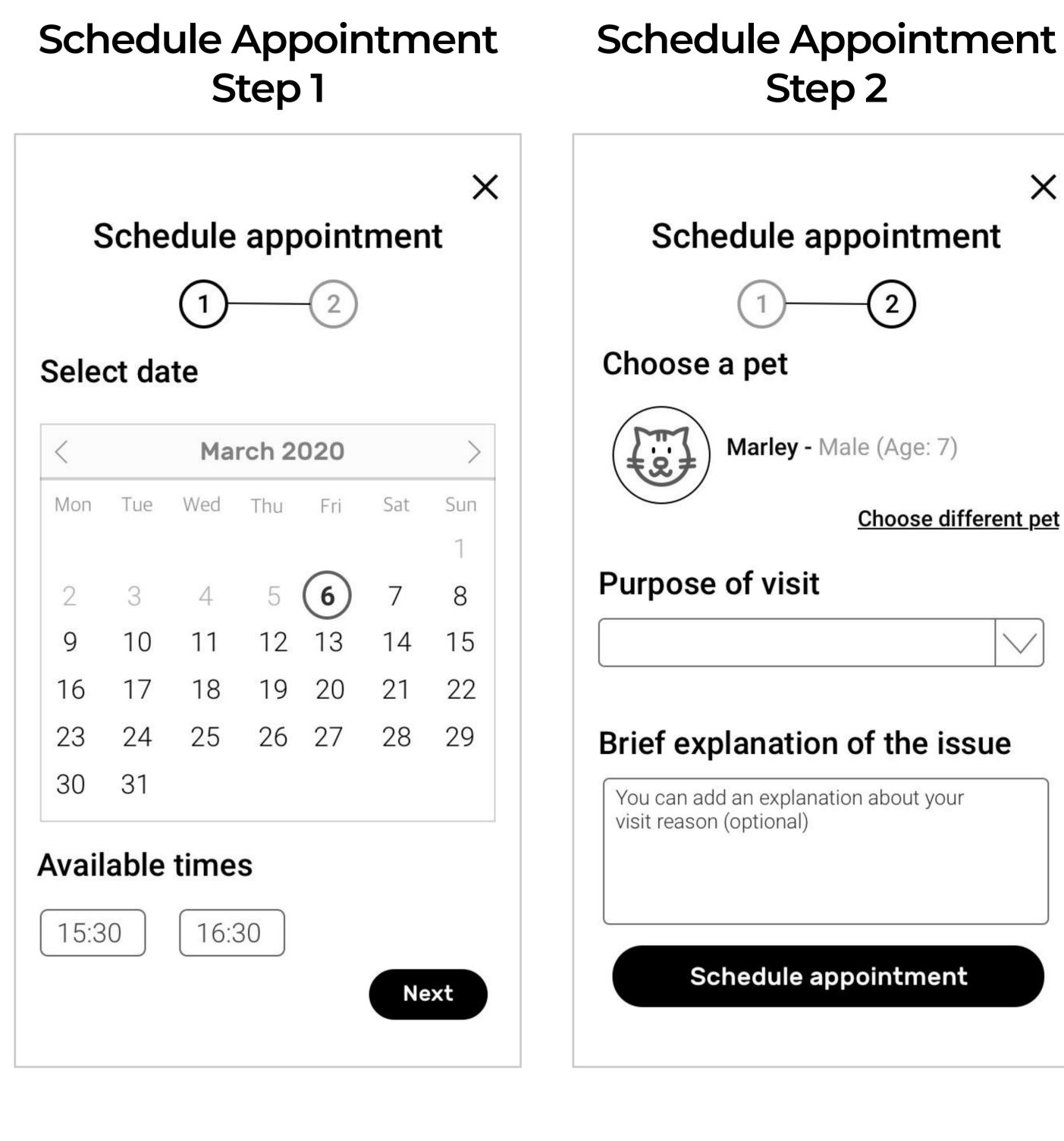
To test my key features and get useful feedback, I started turning my sketches into low fidelity prototypes and then based on feedbacks from my tutor and mentor I created high-fidelity prototype.



Dashboard







# TEST

l conducted usability testing with 6 potential user to observe how they interact with my app and to understand what works and what needs to be improved.

### Tasks

- 1. Create an account and set up a profile
- 2. Schedule an appointment to a vet clinic
- 3. Find a reliable pet expert through the filter & sort features
- 4. Ask a question to a pet expert via message

# Challenges



The main challenge was to conducting tests all by myself. I had to set up the technology, be sure it works during test, take some notes and moderate the test by asking questions.



Because I was testing mobile design on a mobile device, I also needed to reflect mobile screen to a computer and record it at the same time.



It was challenging to perform moderating skills by being natural and neutral and make sure everything works perfectly at the same time.

# Learnings



# Jest tools

It's important to test tools to make sure they work and notice tech issue might occur during test and how to recover them.



# Communication <u>III</u> Process

Every participant have different characteristics so it's important to figure out their motives to get best out of the session.



Usability testing is always useful to identify design problems.



# Issue #1 - Pricing and membership step at onboarding

Benefits of subscription are not clear.

I can not compare subscription and pay per service options because they are viewed in different tabs.

Severity
High

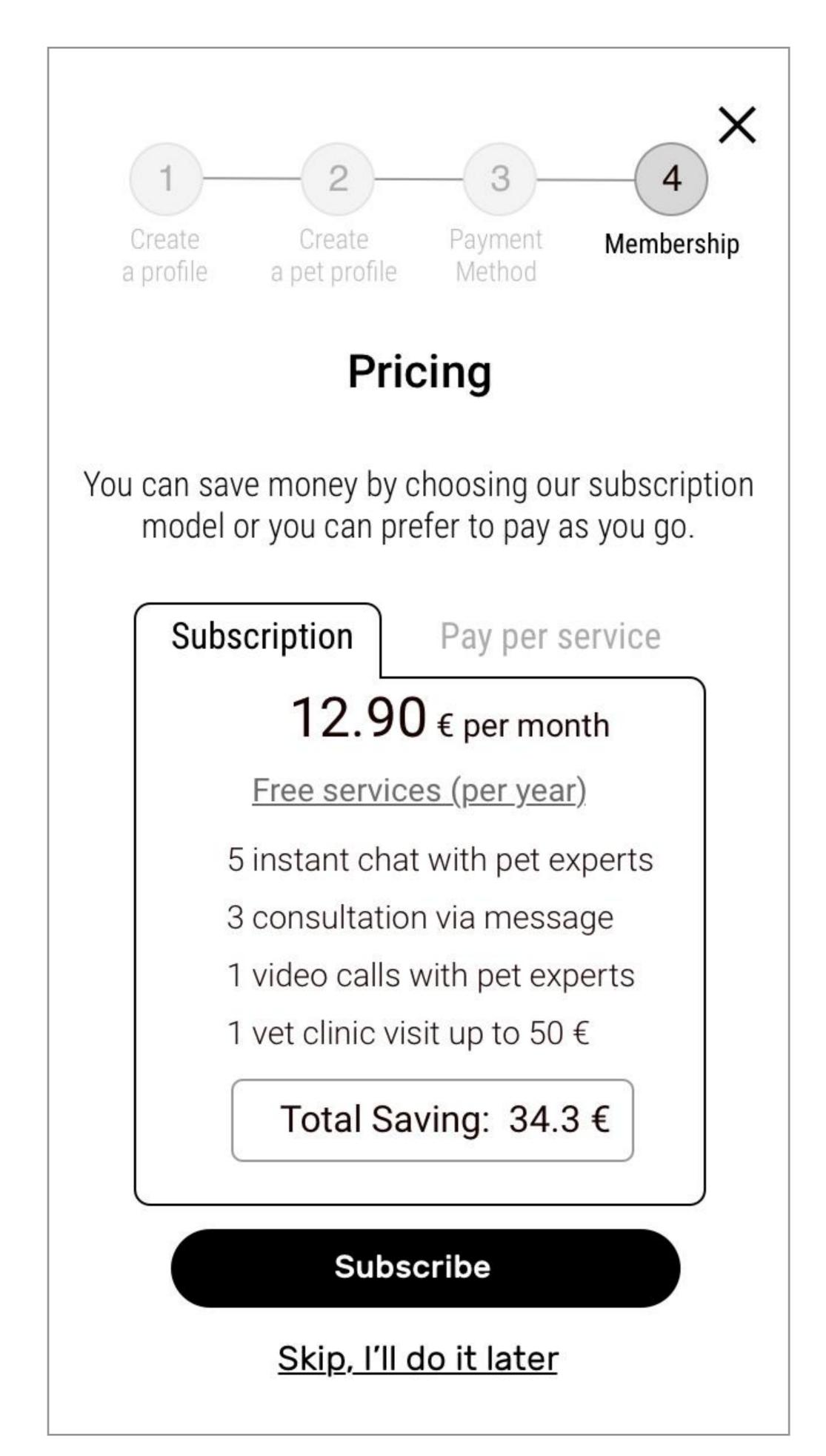


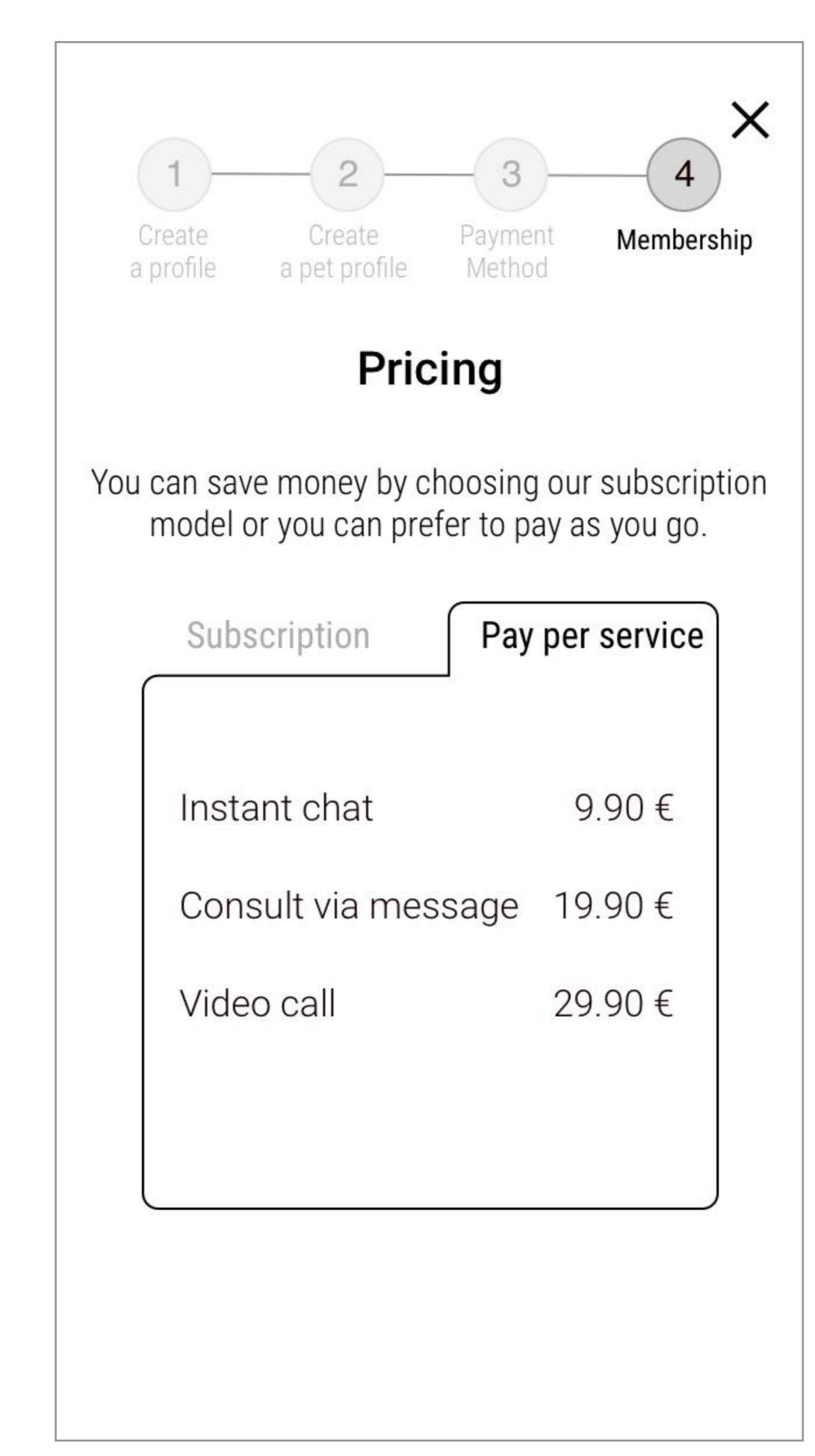
I'm frustrated because it asks my payment information before informing about pricing and membership.

I don't know what to do in this step.

Frequency
4 participants
out of 6

### Test version

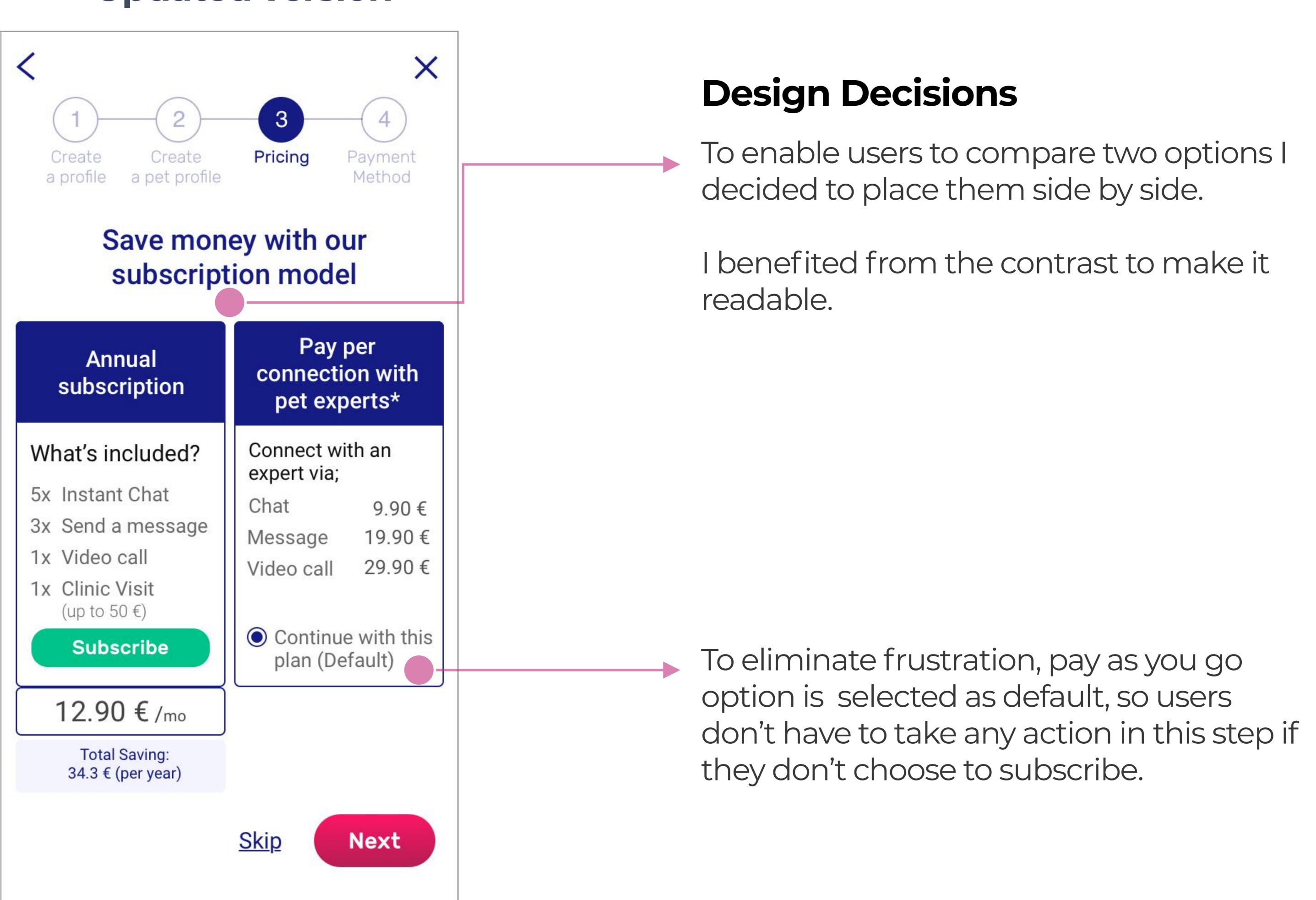




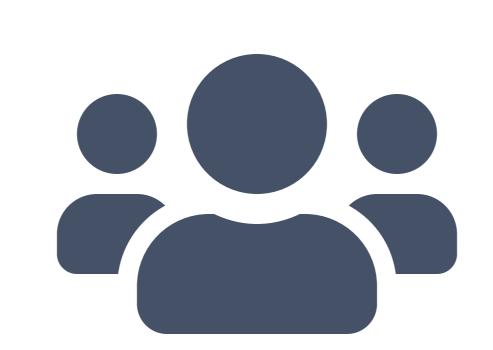
### Challenge

Challenge was to display both options in one screen in a way that can be readable within size constraint of the mobile screen.

### Updated version



# Issue #2 - Choosing connection options with a pet expert



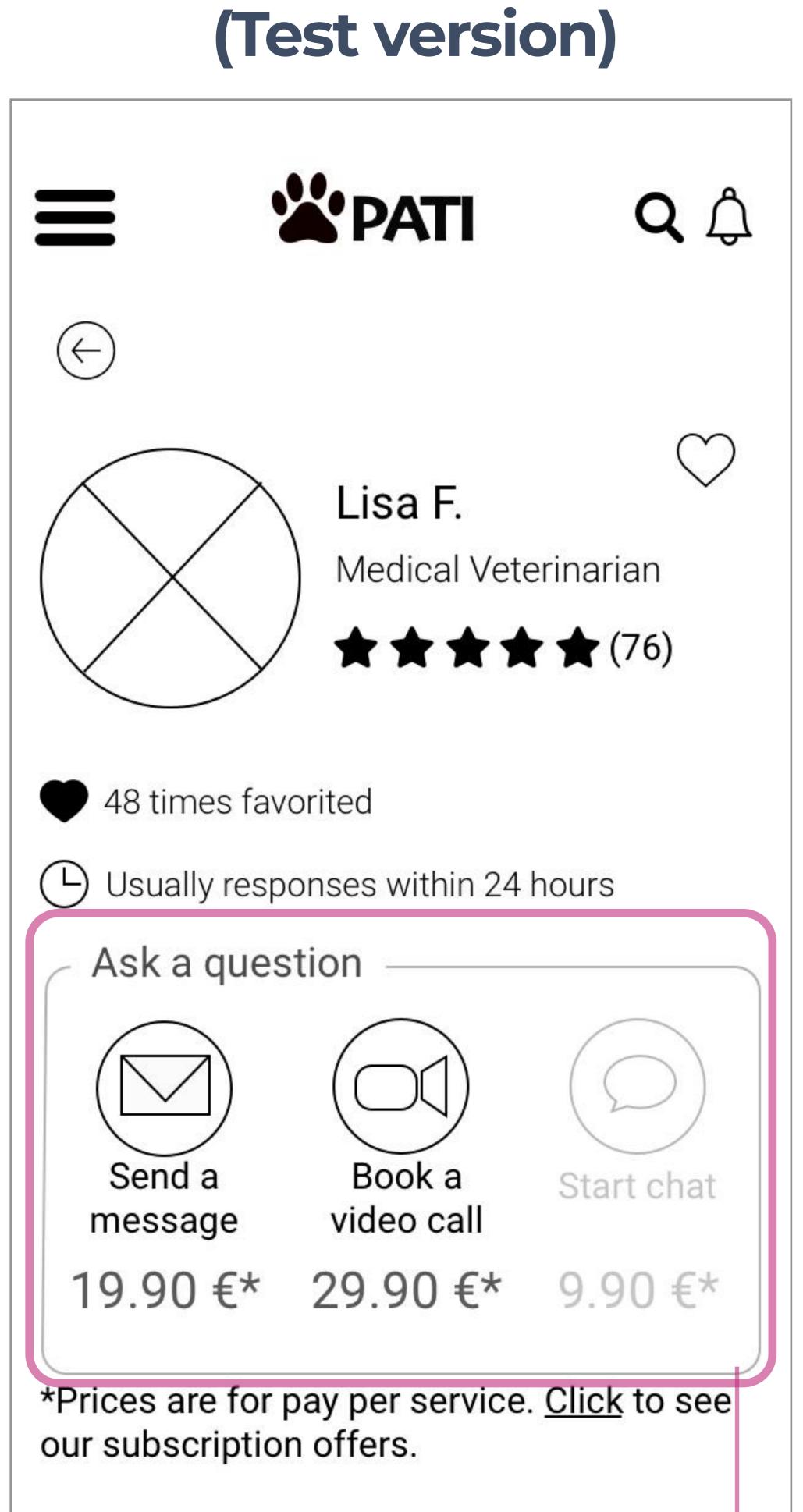
Price differences are not clear and I want to be able to compare my options and choose among them.

I can't say which connection option is best for me, I don't get what to expect from each options.



Frequency 3 participants out of 6

### **Expert Profile** (Test version)



### Specialties

Animal behavior Internal medicine Emergency and critical care Clinical pathology Nutrition Dental care

Clinic Vetco Veterinary Clinic

Main Str. 168 10123 FL, USA

# Certificates

+1 555-123-1212

FL Veterinary Medical Board

# Educational Background

North Carolina State University Bachelor's Degree Veterinary Medicine (2011 alumni)

# Professional Background

Vetco Veterinary Clinic (2017-current) Williamsburg Veterinary Clinic (2013-2017) Beach Veterinary Clinic (2011-2013)

# Articles

Does my cat need vaccination for FeLV and FIV? Why is dental care important? What is the best food for my pet; dry or wet? Everything you need to know about BARF dieting.

# Languages

English

# Reviews

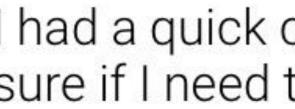
June N., Dec. 2019

See all

\*\*\*\*

My cat had bad stomach for 3 days

and I consulted Lisa via video call. She was caring and friendly. She considered everything and explained me potential problems as she's examining my cat in person. She recommended me a dieting solution and my cat's stomach got better. I definitely would consult her again.



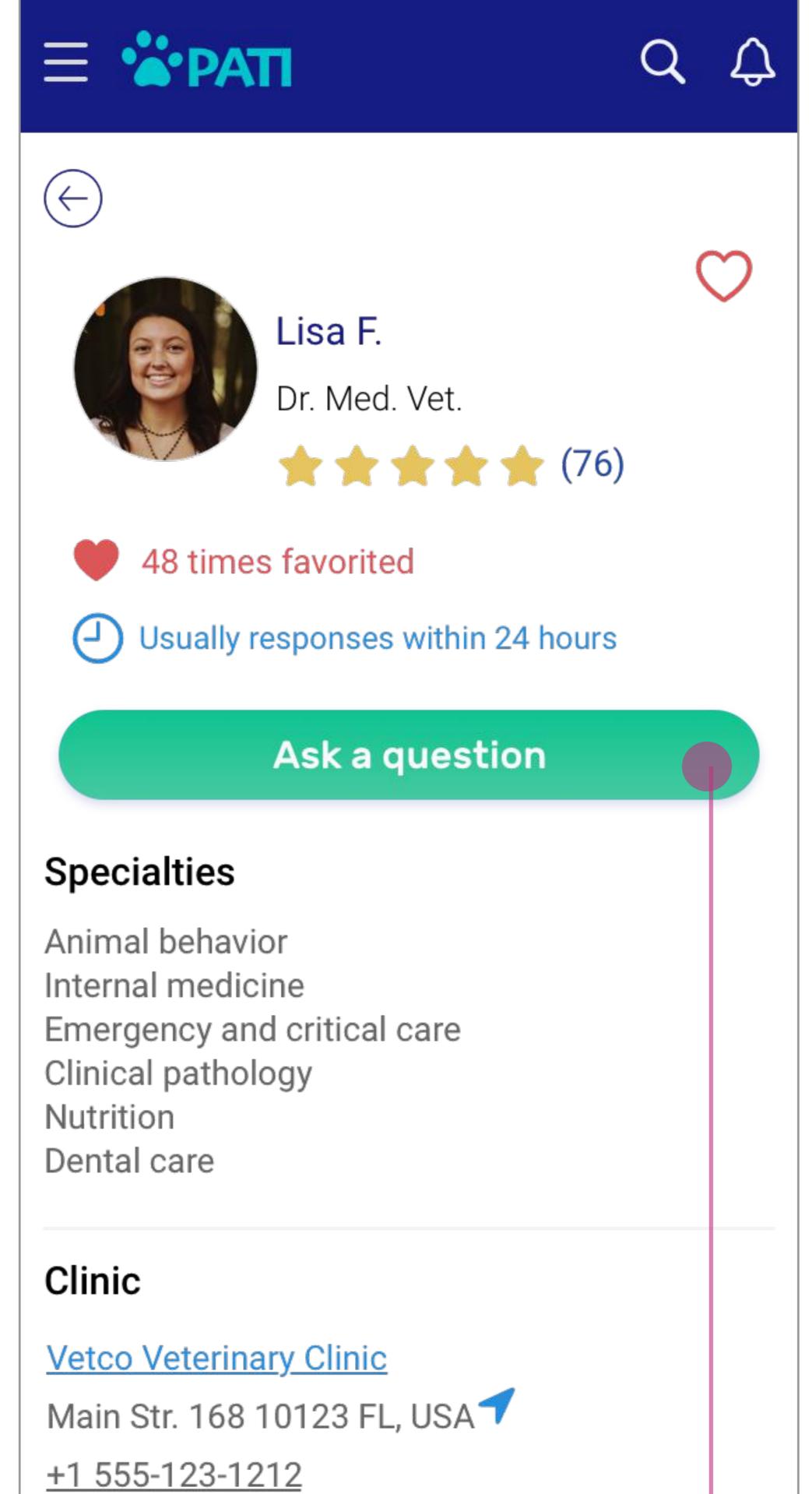
\*\*\*\*

I had a quick chat with Lisa to make

Alessia R., Dec. 2019

sure if I need to take my cat to a clinic immediately because she was not able to step on her paw. There is no 24/7 open clinic nearby and so I thought it's a good idea to get preconsultation. She was really helpful and straightforward. She eliminated my concerns and saved me from a long and expensive journey to an animal hospital. Thank you Lisa!

# **Expert Profile** (Updated version)



# Certificates

FL Veterinary Medical Board

### **Educational Background** North Carolina State University

Bachelor's Degree Veterinary Medicine (2011 alumni)

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# Languages

English

# Reviews



See all

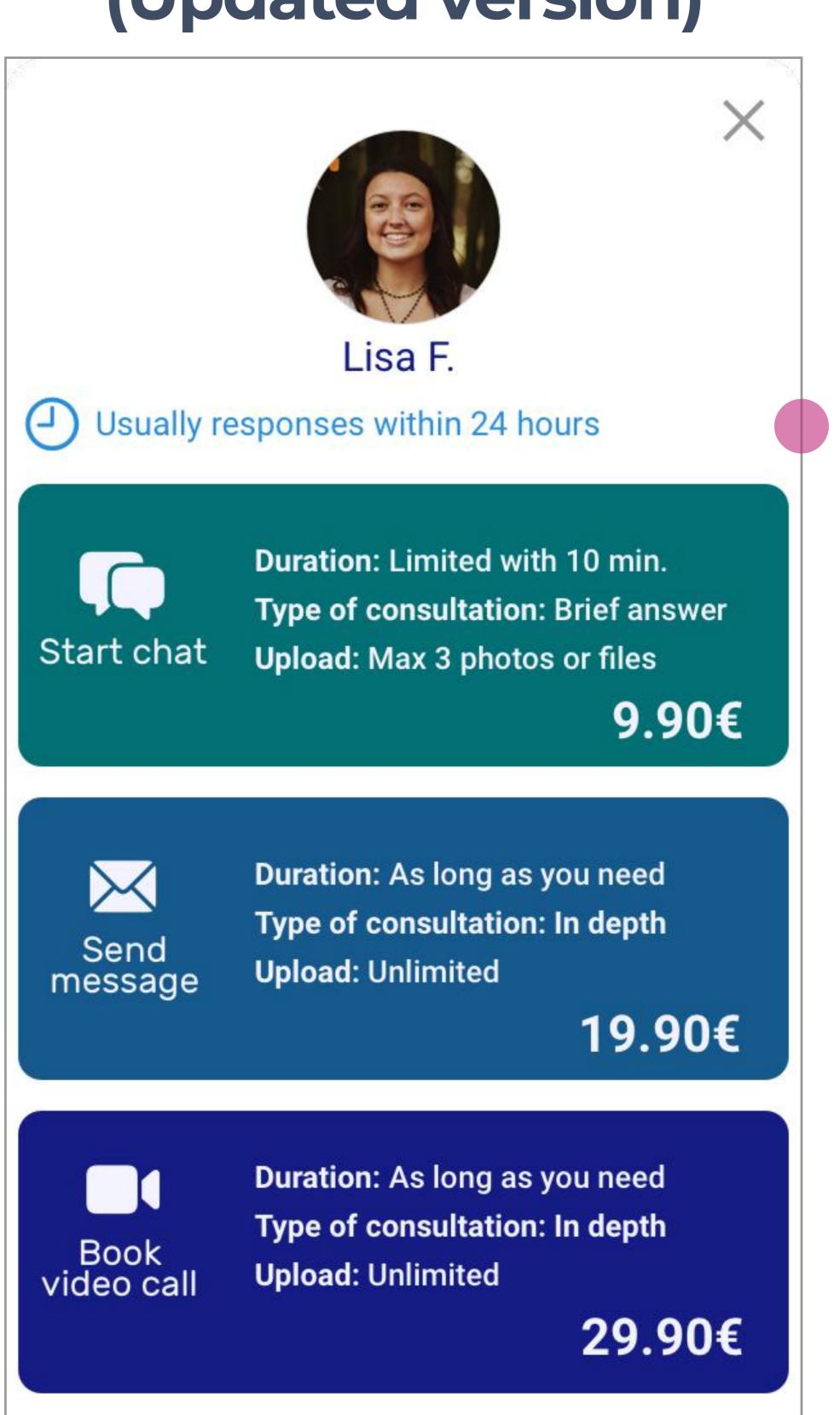
My cat had bad stomach for 3 days and I consulted Lisa via video call. She was caring and friendly. She considered everything and explained me potential problems as she's examining my cat in person. She recommended me a dieting solution and my cat's stomach got better. I definitely would consult her again.

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### Modal screen (Updated version)



# Challenge

Problem was that users were not able to decide which option to choose because the only information available was price. And this section was not as attractive as a CTA button.

# Design Decisions

replaced ask a question options box with "Ask a question" CTA button in order to maintain a clean and appealing design and be consistent with expert list design

Then users will be able to view options in a modal screen where they can see what to expect from each option which will also result into better sense price differences.

# Issue #3 - Payment information

It's frustrating not knowing how and when my payment will be used.

I don't want to share my card information before seeing actual product and decide to use it.



Severity High

I think my card was charged once I submitted the question which I didn't like because I don't when I'll receive an answer.

Frequency 2 participants out of 6

# Learnings

Testing participants with different cultural background allowed me to observe different point of views, some participants showed their frustration clearly with their facial expressions and words and they instantly looked for a way to skip and even wanted to quit the app.

Design Decisions

Replaced step 3 and 4 to

information before being

able to see pricing.

charged.

eliminate frustration caused

by being asked for payment

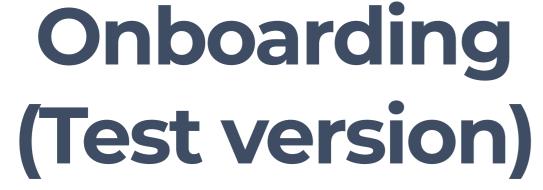
user when their card will be

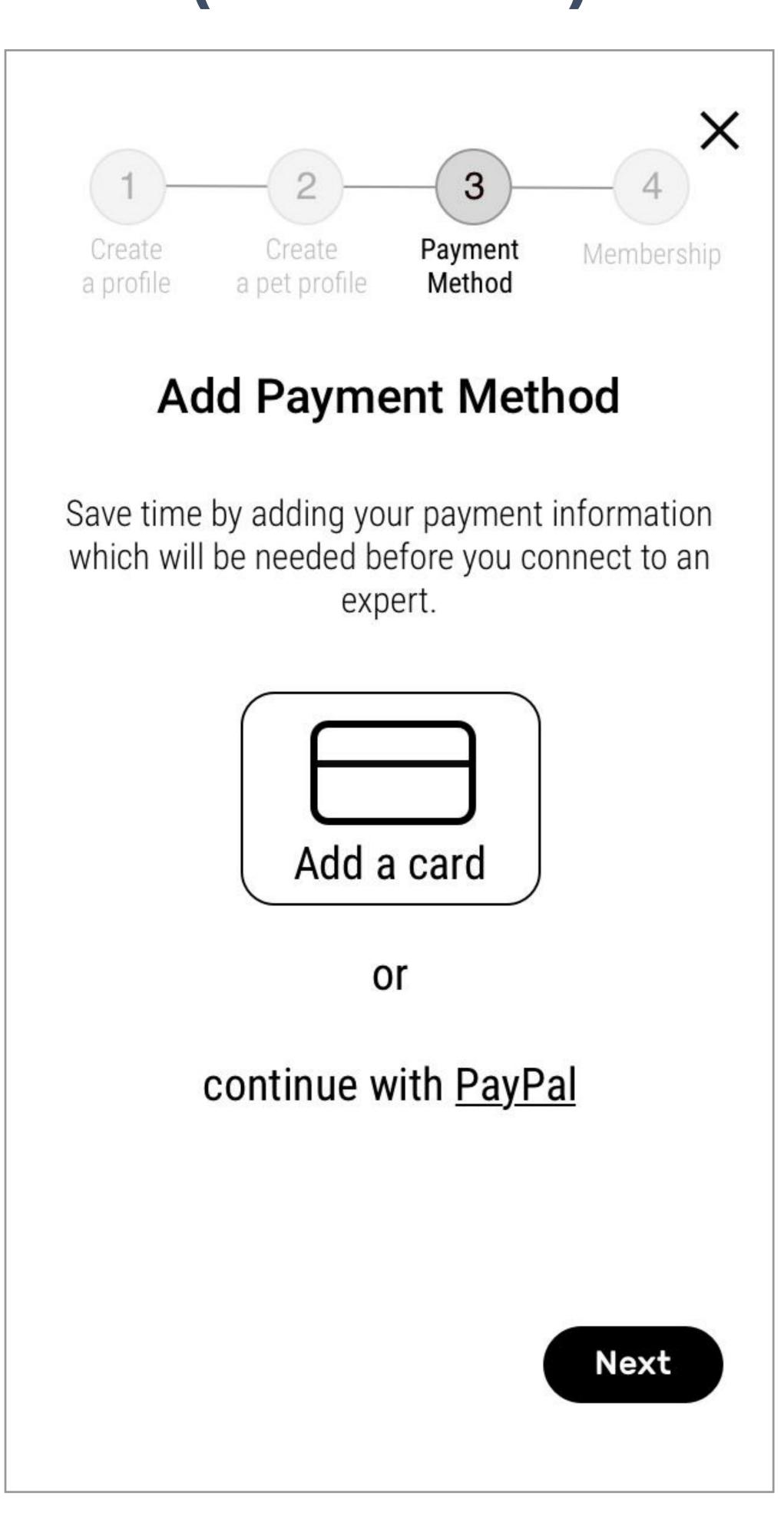
Highlighted skip option to

payment information

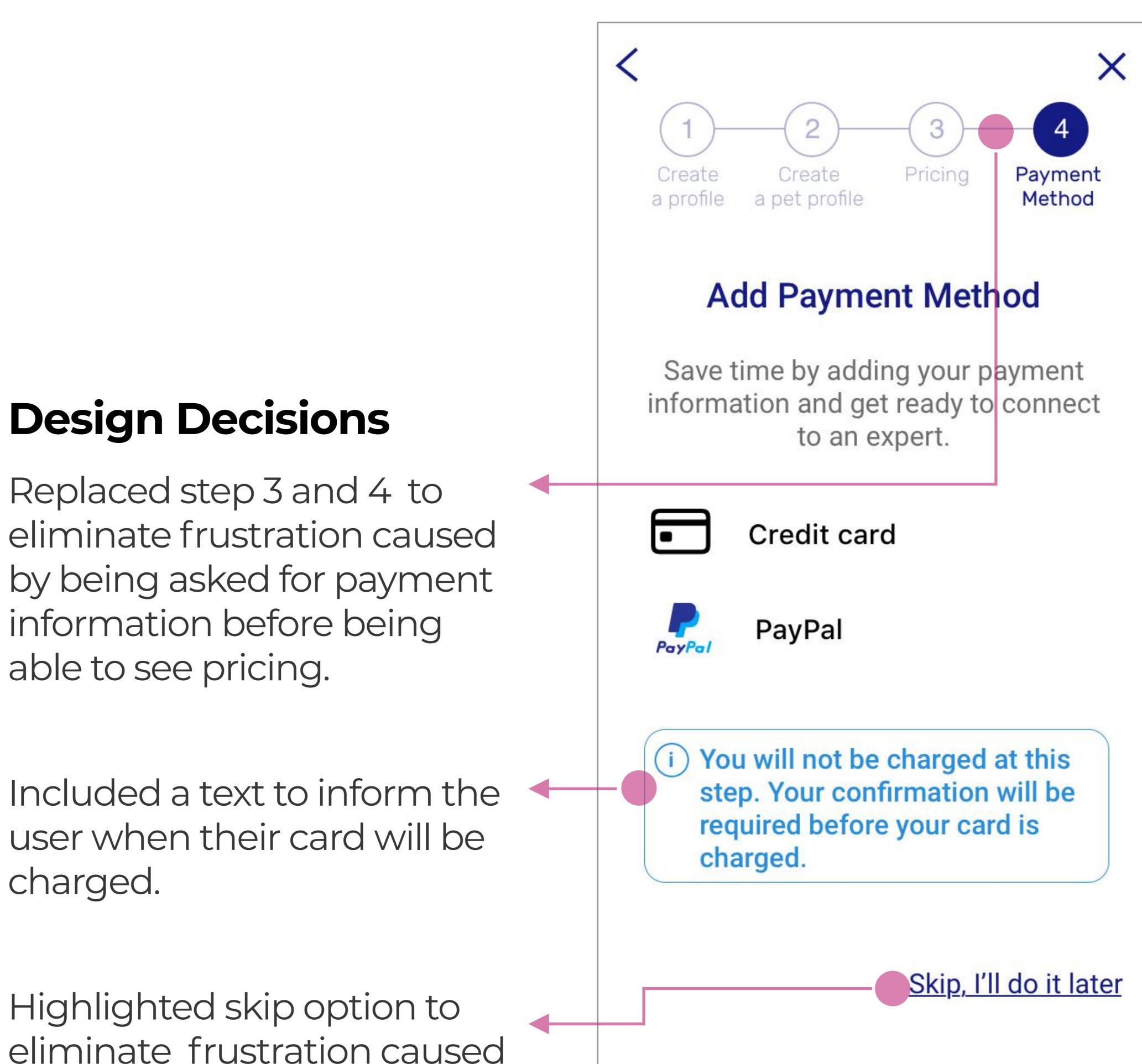
by feeling pressure to provide

So asking for payment information should be handled delicately.

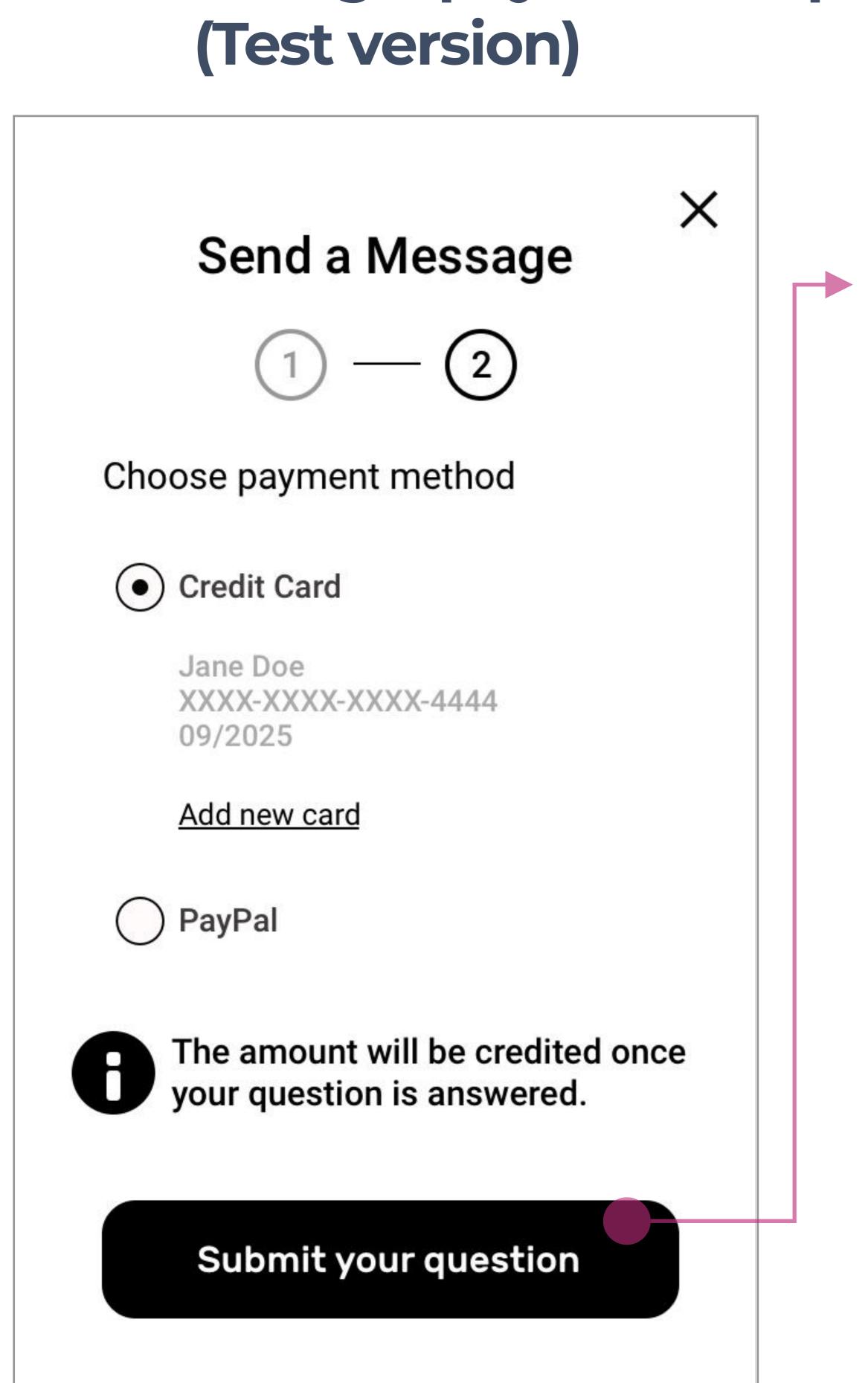




# Onboarding (Updated version)



# Send a message: payment step



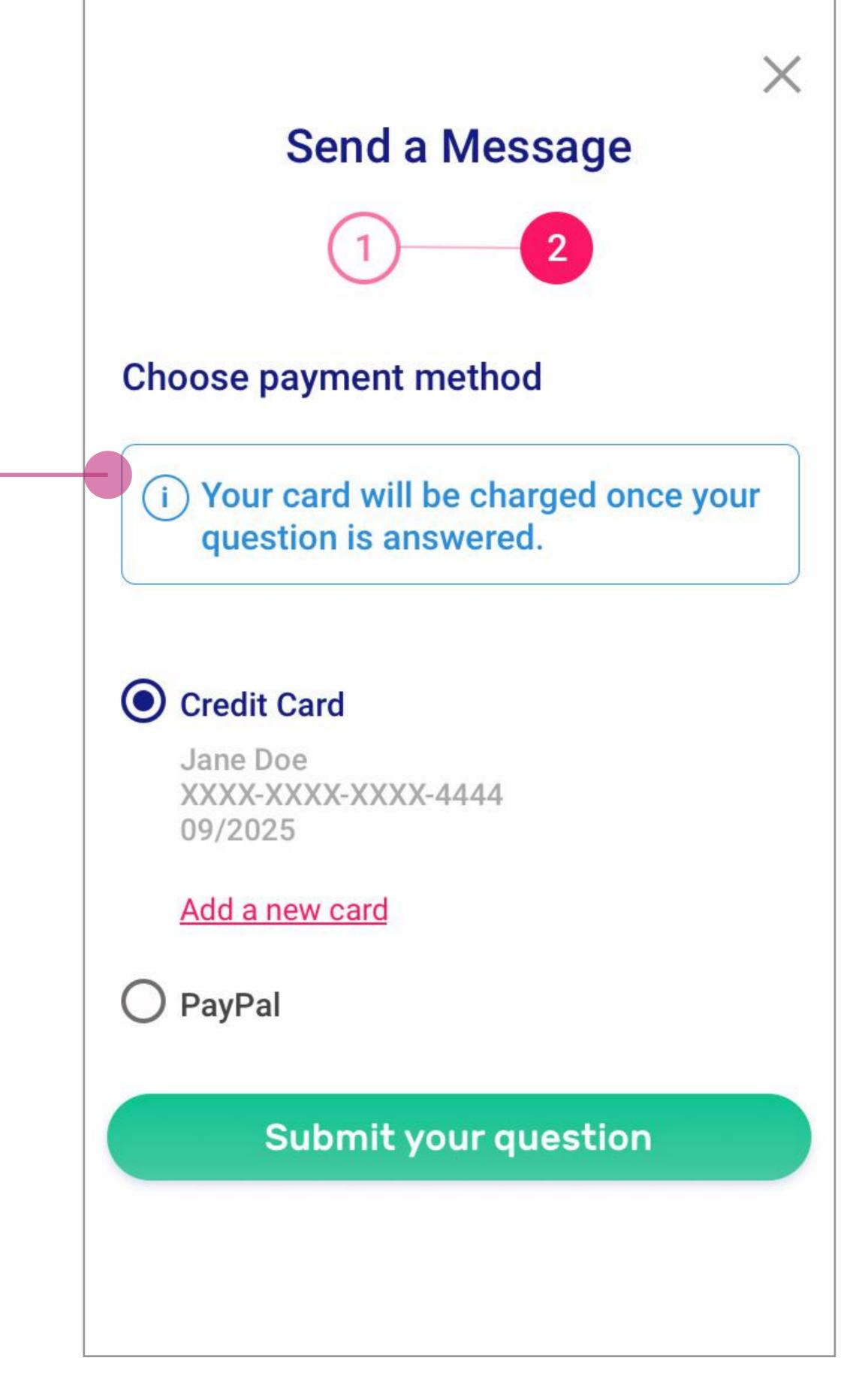
# Challenge

None of the test participants noticed the text because CTA button was attracting more attention.

# Design Decision

To make the text more visible I replaced text and added borders to attract attention.

### Send a message: payment step (Updated version)



# FOLLOWING IMPROVEMENTS

After revisions made based on the insights I gained from usability tests, next steps were to refine my design by following visual design principle, accessibility and peer feedbacks.

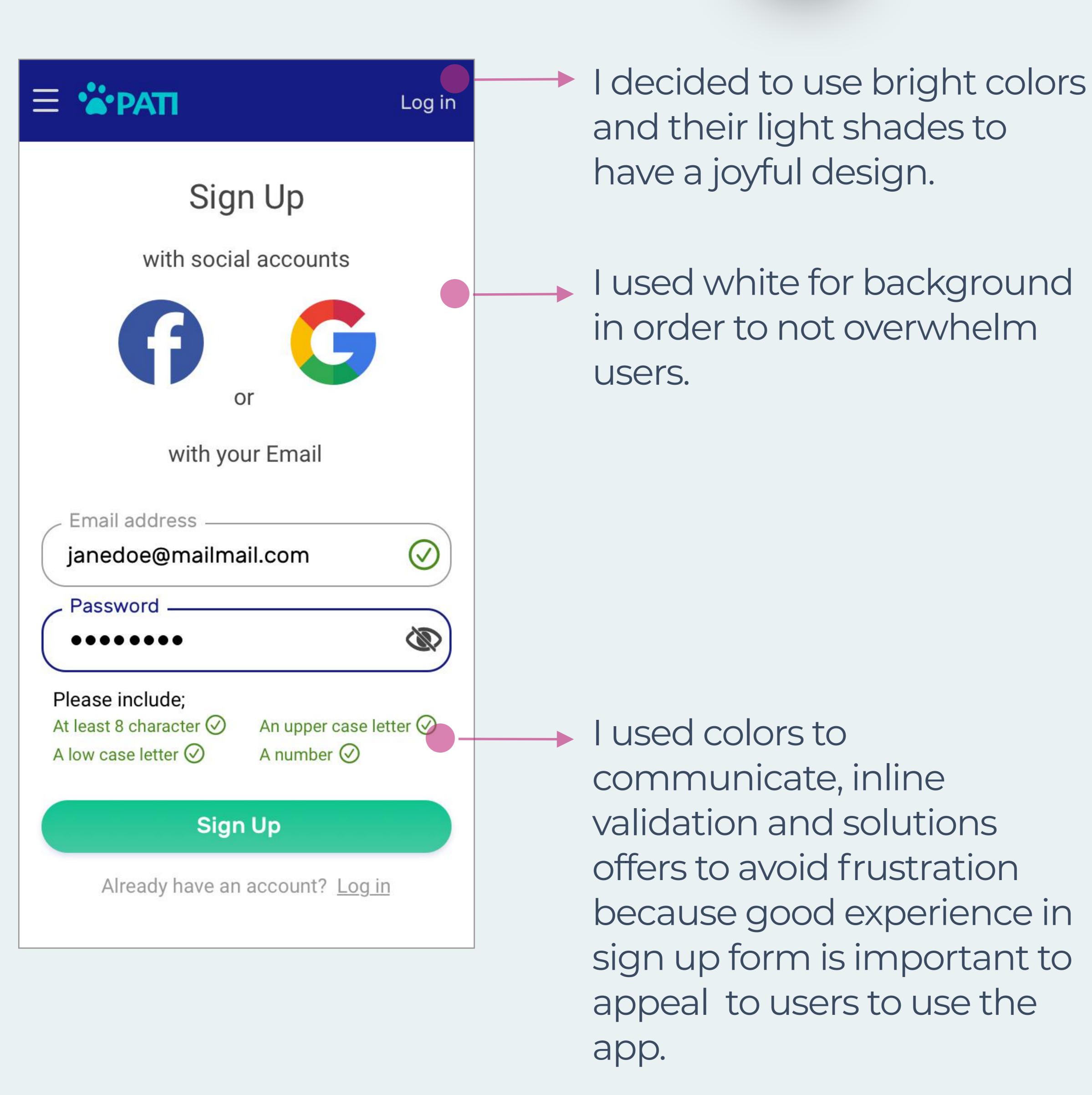
# Challenges

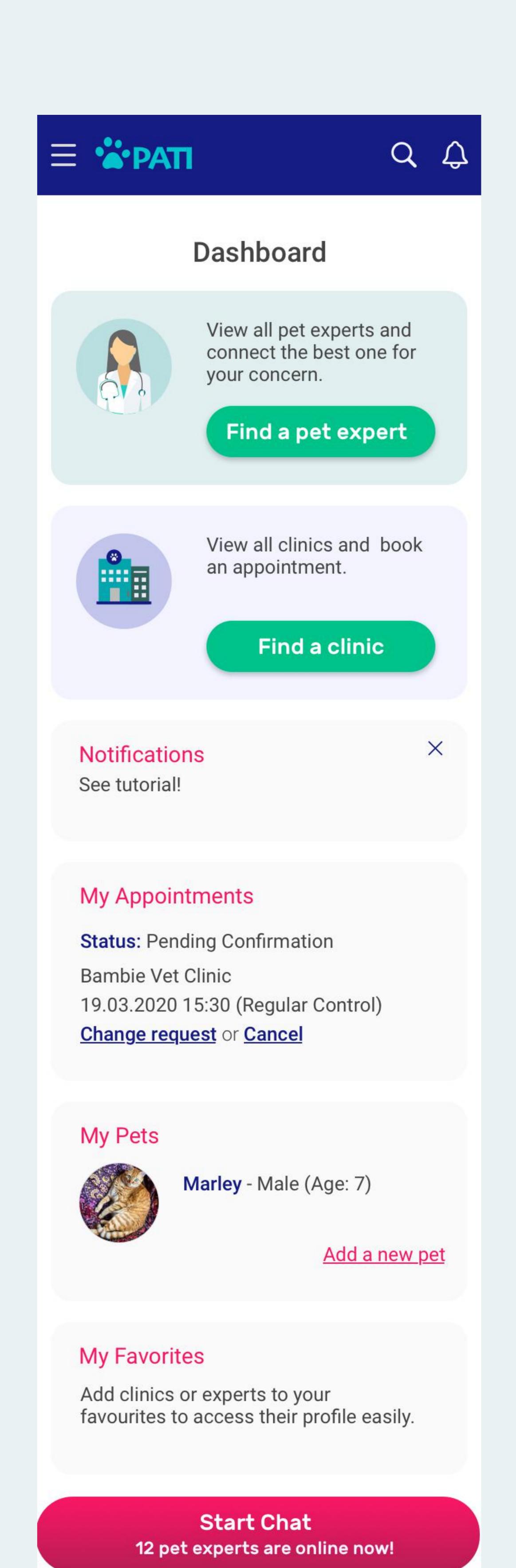
I wanted PATI to have its own personality. It should evoke trust by looking and feeling professional, useful, easy to learn.

At the same time, I wanted my design to be friendly and amusing just as all pet parent feels about their pets.

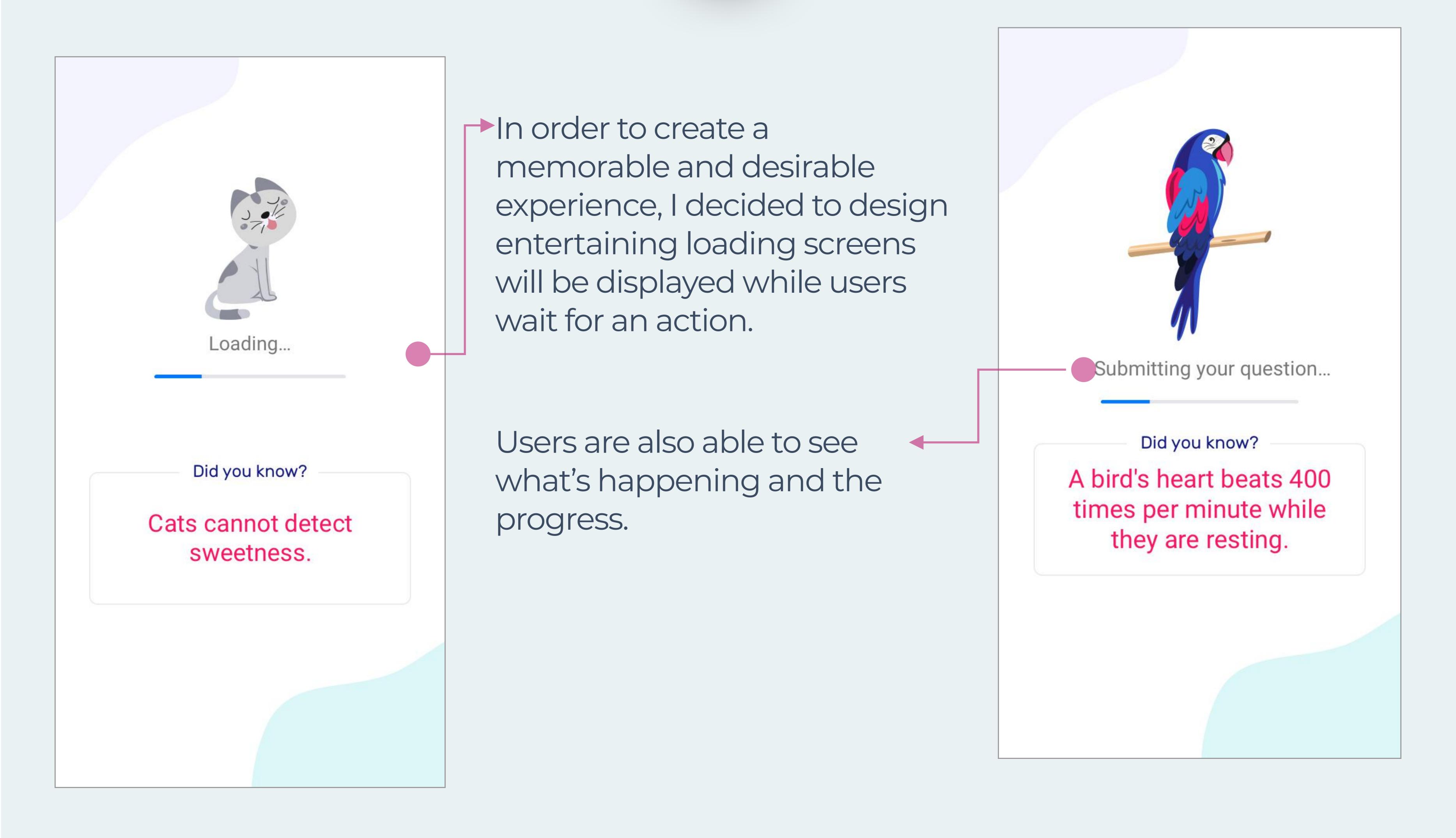
# Design Decisions











# Illustrations

In landing page and in loading pages, I used illustrations from Freepik and adapted colors to my color palette.

# CLICKABLE PROTOTYPE

https://invis.io/ZRX2Z9D4E83

# CONCLUSION

This project was an incredible experience as I had the chance to learn UX and UI by applying every stage of the Design Thinking Process. Working on the project alone and learning every aspect of UX was challenging but it came with learnings too.

# Challenges

Focusing on the process by following design process, pursuing usercentered design was challenging while trying to learn tools and improve new skills.

UX requires deep understanding of different disciplines. To have an understanding about every aspect of UX, reading, researching, asking and practicing is crucial and requires time.

Turning into student and junior again required me to improve my learning skills too.

# Learnings

Don't be a perfectionist and focus on learning the process and big picture. There is no sense in chasing perfection while trying to learn a new field because trial and error, getting feedback from experienced people, asking for help is a big part of the learning process.

Don't jump into coming up with solutions and visualizing these solutions. User research, understanding why and how people do what, observing and listening carefully is the most important steps of design thinking.

**Don't reinvent the wheel.** If I could go back to the beginning of the project, I would save a significant amount of time by not trying to design icons and dedicate that time to process and reading.

Creating good UX is not as easy as noticing bad ones. Every element, component, writing, font, color, placement etc need attention.