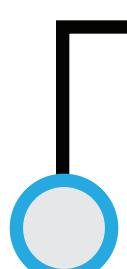


# MyFamilyTree by H.O.P. Online

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## SUMMARY

### Motivation

Internet technology should make communication easier, but does not always consider the needs and concerns of older adults.

### Background

Older adults expressed frustration with switching between different apps and using designs that are overly complex and confusing.



Some commercial products already exist, but few have a specific focus on online communication.



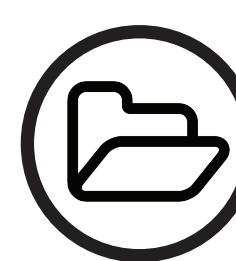
We decided to create a web app that addresses communication between family members, integrates useful and common features and displays them in a more appropriate and simplified way.

### Goals

Our app design allows older adults to accomplish the following goals:



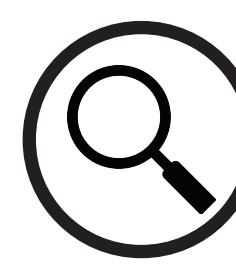
Quickly and easily communicate with family members.



Stay organized, keep records of information.



Make sure private information is secure.



Easily adjust screen settings to make visuals clear.



View social feeds without extraneous features.



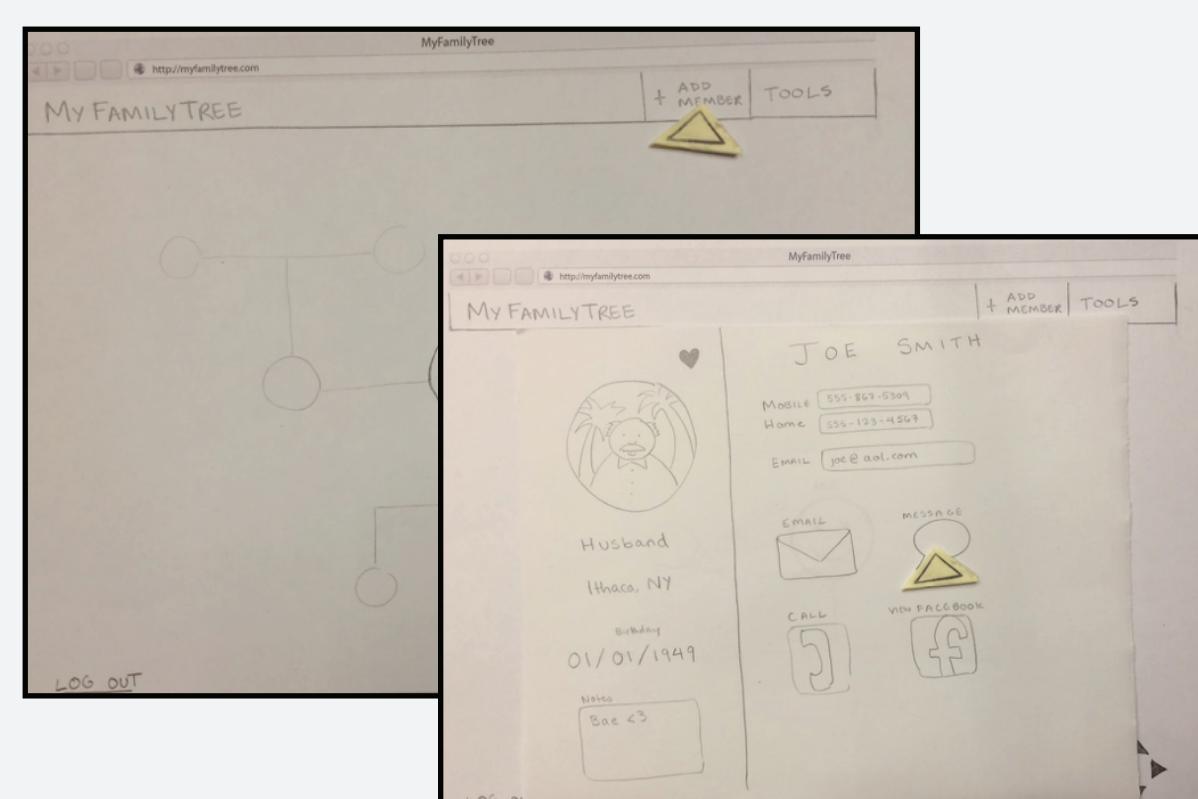
## EVOLUTION

### Original Design: H.O.P Online Hub

Our original design was an integrated hub that would provide access to common online activities in one space. We quickly realized this was not an effective solution to the problems identified, and decided to narrow our focus.

### Proposed Concept: MyFamilyTree

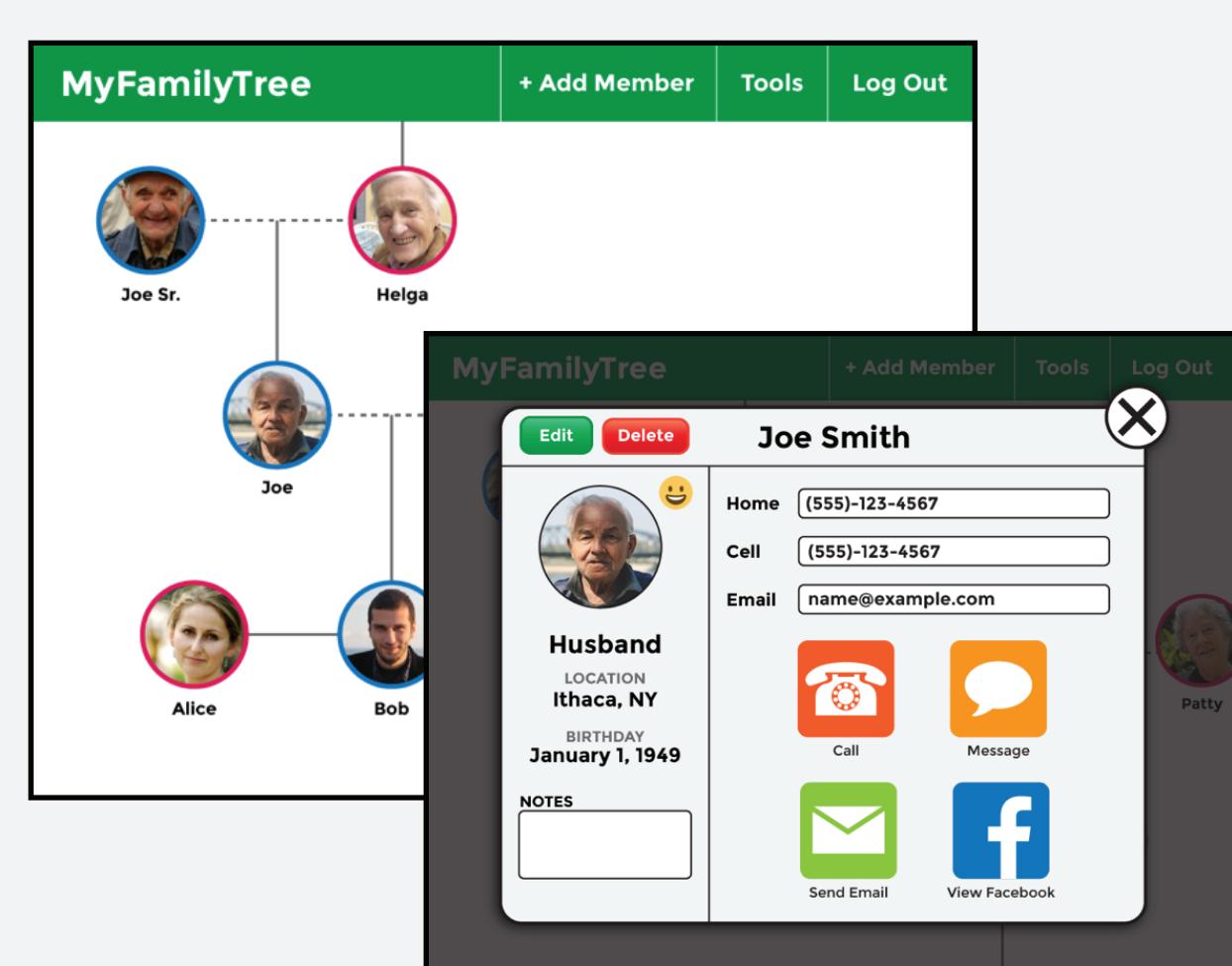
Ultimately, our design shifted to a technology that would allow older adults to communicate more easily and effectively with their relatives.



Low-Fidelity Screens

### High-Fidelity Prototype

After creating a higher-quality version of our hand-drawn screens, we completed heuristic evaluations to address problems and made changes to the screens.



High-Fidelity Screens

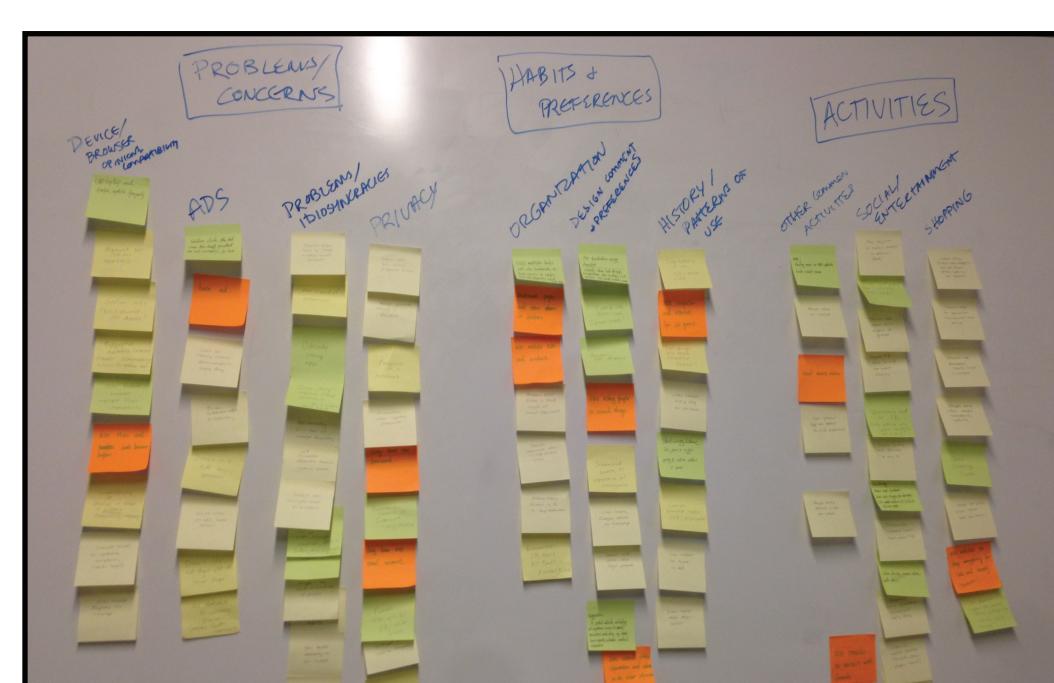
We have just completed evaluations with actual participants to determine what changes will be made. Get excited!



## METHODS

### Phase 1

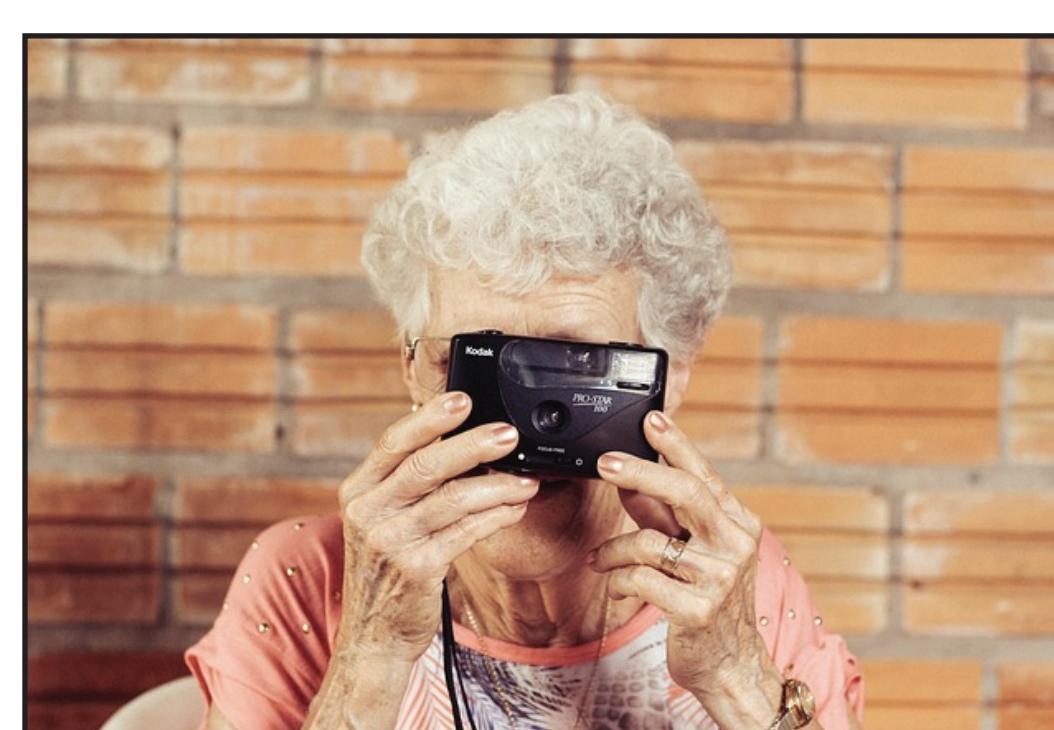
- **Contextual interviews** of users to collect raw data
- **Affinity Diagrams** to identify reoccurring problems drawn from the raw data
- **Flow model** to understand interactions between systems and users



Affinity Diagram

### Phase 2

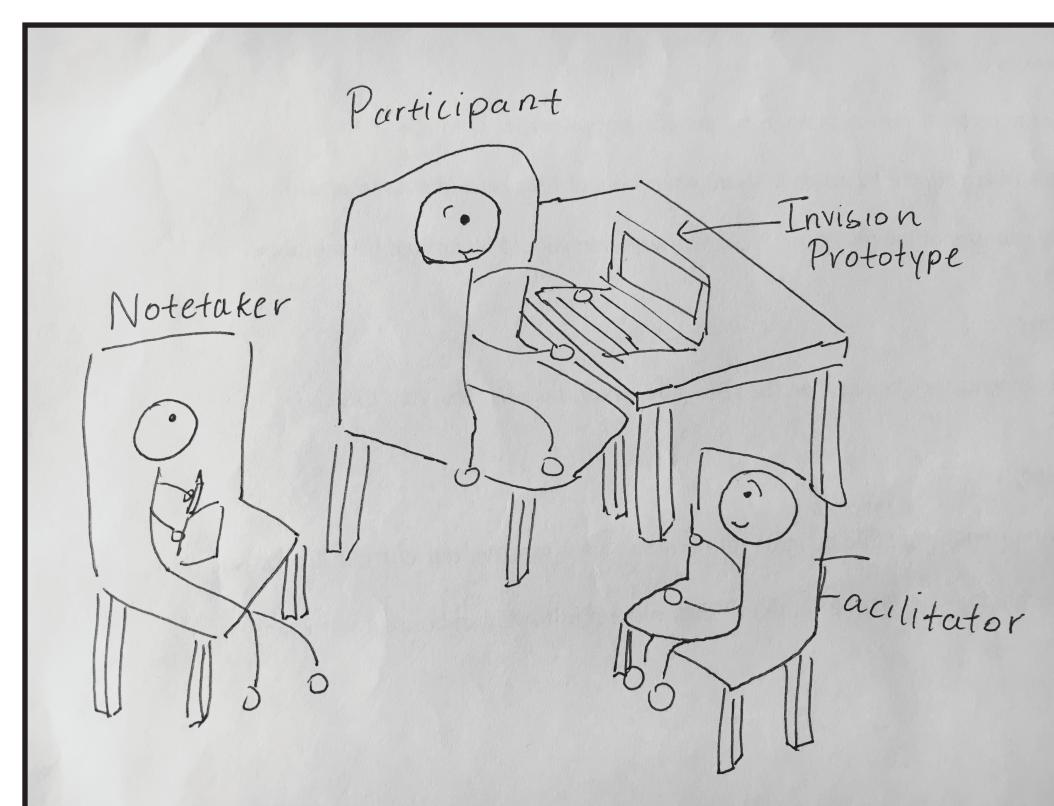
- Created and identified **persona goals** to determine what key features to incorporate
- **Heuristic evaluation** (using Nielsen heuristics as a first pass to locate striking problems)



Primary Persona: "Esther Smith"

### Phase 3

- **"In-the-wild" evaluation sessions** with users to get critical feedback
- Identification and compilation of **UX problem instances, records, and groups** drawn from feedback



Evaluation Session Setup



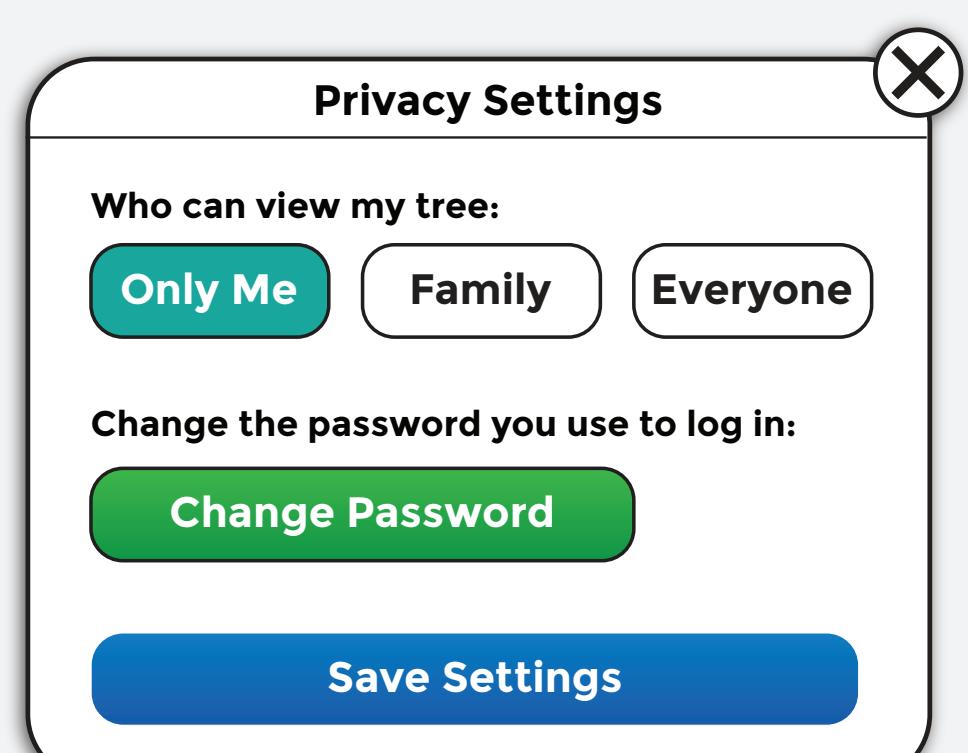
## FINDINGS

### Affinity Diagrams

Overarching categories about technology use drawn from the affinity diagrams were:

- **Habits and preferences**
- **Problems/concerns**
- **Activities**

The final design enables key activities (contact with family, email, social media), addresses concerns (privacy, ads) and meets habits/preferences (consistent interface, no vague icons)

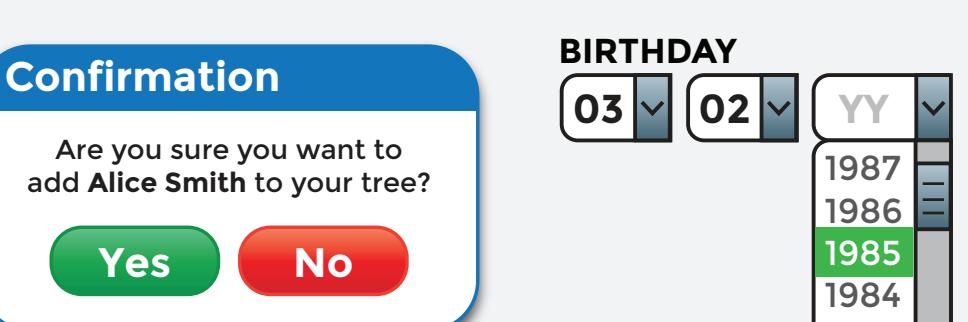


Clear, simple privacy form

### Heuristic Evaluation

Problems identified through heuristic evaluations:

- Inconsistency in error and confirmation messages
- Lack of notifications on the home page
- Inconsistent layouts
- Too much typing needed
- Too little guidance about correct input format



Dialogs and drop-downs added

### Evaluation Sessions

Evaluation sessions with older adults allowed us to identify UX critical instances such as:

- Not understanding how to go between screens
- Confusion about complicated forms
- Not understanding design conventions



Add Social Profile

Elements that confused users