Get inspired,
Go create.

go
CREATE

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UX1 | SMC

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Description

This group project was created for User Experience 1 at Santa Monica College. The challenge was to create a solution with a digital component for a problem that could be solved within the scope of our class. Our group created a solution to help busy young people maintain and improve their creative interests. The result was a mobile app called goCREATE.

Role

UX Design, Wireframes, Prototype, Presentation

Timeline

Aug 30, 2018 – Dec 06, 2018

Tools

Survey Monkey, Illustrator, InVision, Google Slides

Team Problem Statement

Create a solution that helps people find hobbies they love. Find a solution that incorporates digital technology of some sort.

Our team was interested in helping people pursue hobbies. After the project ended, I refined the problem to be more explicit.

Revised Problem Statement

We have observed that young adults find it difficult to engage in new hobbies due to their busy work or school schedules. How might we make it easier for them to pursue their interests?

Meetup.com

- Interest based meetups
- Suggests meetups
- Local events

Reddit

- Interest based forums
- Suggests groups
- No local events

Together we researched offerings where users would likely go to find hobbies or interests. We found that most competitors focus on events and groups rather than finding new hobbies

Facebook

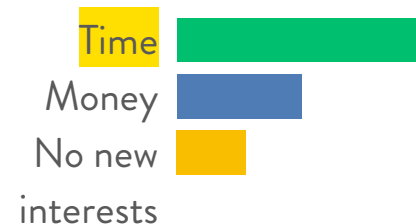- Interest based groups
- Suggest groups or events
- Local communities and events

Shuffle My Life

- Suggests activities
- No communities or groups
- No local events

Digital Surveys

Age

Under 18
18-24
25-34

Current Hobbies

Other
Video Games
Drawing or Photography
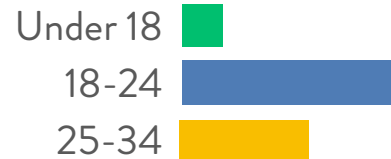
Why don't you try new hobbies?

Time
Money
No new interests

Interview Insights

- No urgent need to find new hobbies
- Interested in pursuing the hobbies they already have
- Time is the biggest restraint on pursuing their hobbies

Lea link to audio

Current Hobbies: Surfing, Outdoors

Vedo link to audio

Current Hobbies: Yoga, Health, Volunteering

Each group member conducted 2 interviews. Additionally, I conducted digital surveys to support our research. Young people had common interests in drawing and photography. Most users are busy and not actively looking for new hobbies.

icons by http://www.flaticon.com

Problem Statement

We have observed that young adults enjoy drawing and photography but are find it hard to pursue their creative interests because of their busy schedules.

How might we create am engaging solution that encourages them to be creative regularly while improving their skills?

At this point we updated our problem to reflect our research. We chose to focus on helping busy young people maintain and improve their creative interests.

Jasmine Montana

"When I'm not studying, I'm sleeping."

Bio

Jasmine is a sophomore at UCLA in Los Angeles. She lives with her parents in Santa Monica to save on rent and focus on her studies. In addition to her classes, she belongs to the Debate Club and volunteers for the school paper. She tries to make time to attend the school arts and cultural events when she can. She has a full schedule but she feels that being involved is the best way to further her education.

Demographics

Age	20
Occupation	Student
Location	Santa Monica
Status	Single

Technology Usage
- Macbook Pro
- Iphone

Brands
- Zara
- H&M
- Apple
- Nike

Social Media
- Facebook
- Pinterest

Motivations / Goals
- Find a hobby that fits her schedule
- Make new friends
- Discover groups at school

Behaviors
- Responsible with her school work
- Motivated to succeed
- Reliable to her family and friends
- Passionate when engaged

Pain Points
- School schedule and responsibilities keep her busy
- Being shy, she finds it hard to meet new people
- Doesn't have an easy way to meet new people

Each group member constructed a persona based on our research. We then combined them to create one representing our target user.

Touchpoint:
iPhone, Instagram

Scrolls and likes some drawings on Instagram while eating lunch

Mood: Inspired

Touchpoint:
MacBook, Google

Googles drawing tutorials over the weekend

Mood: Curious

Touchpoint:
iPhone, Google Map

Goes to art store to buy sketchbook

Mood: Motivated

We each made experience maps to empathize the users pain points. Perhaps if we created design challenges, we could retain their motivation.

Touchpoint:
MacBook, YouTube

Does a YouTube tutorial and posts it on Instagram

Mood: Proud

Touchpoint:
iPhone, Text Messenger

Goes out with friends after a long week

Mood: Social

Touchpoint:
iPhone, Instagram

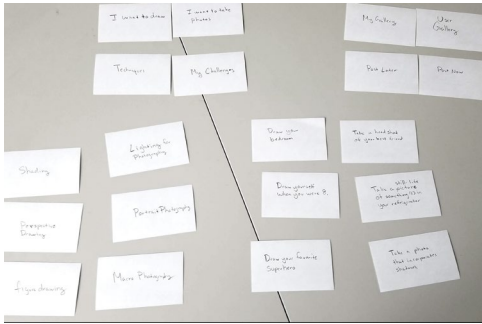Brings sketchbook with her the next week, but doesn't draw anything

Mood: Forgetful

Touchpoint:
MacBook

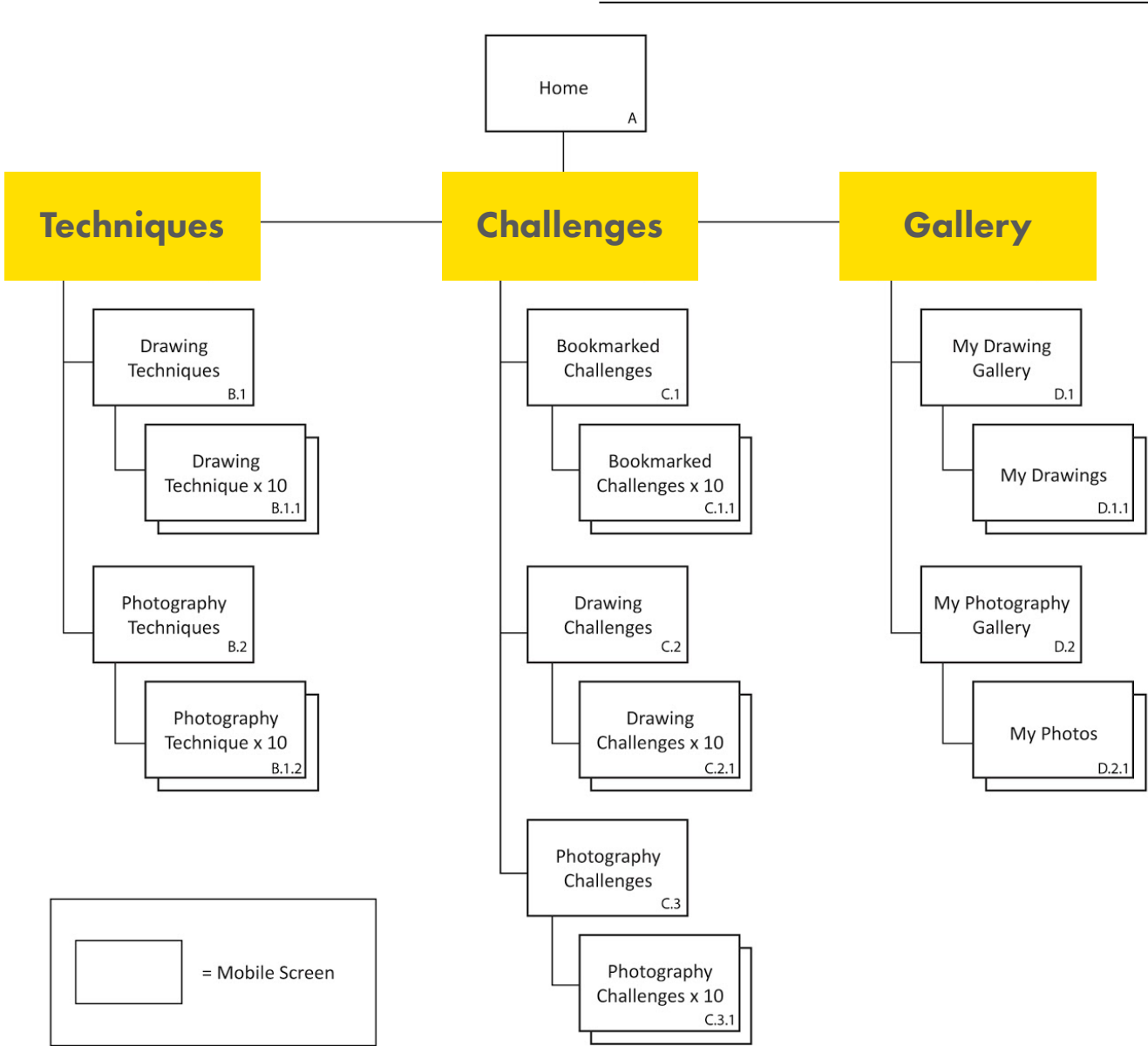Stares at unused sketchbook while doing homework

Mood: Overwhelmed

Open Card Sorting

We had fellow students perform open card sorts to help gauge what features made sense and how it should be organized. I created an app flow for the group to use as reference for our prototype.

Home
A

Techniques

- Drawing Techniques
  B.1
  - Drawing Technique x 10
    B.1.1
- Photography Techniques
  B.2
  - Photography Technique x 10
    B.1.2

Challenges

- Bookmarked Challenges
  C.1
  - Bookmarked Challenges x 10
    C.1.1
- Drawing Challenges
  C.2
  - Drawing Challenges x 10
    C.2.1
- Photography Challenges
  C.3
  - Photography Challenges x 10
    C.3.1

Gallery

- My Drawing Gallery
  D.1
  - My Drawings
    D.1.1
- My Photography Gallery
  D.2
  - My Photos
    D.2.1

= Mobile Screen

Must Have

- Drawing challenges
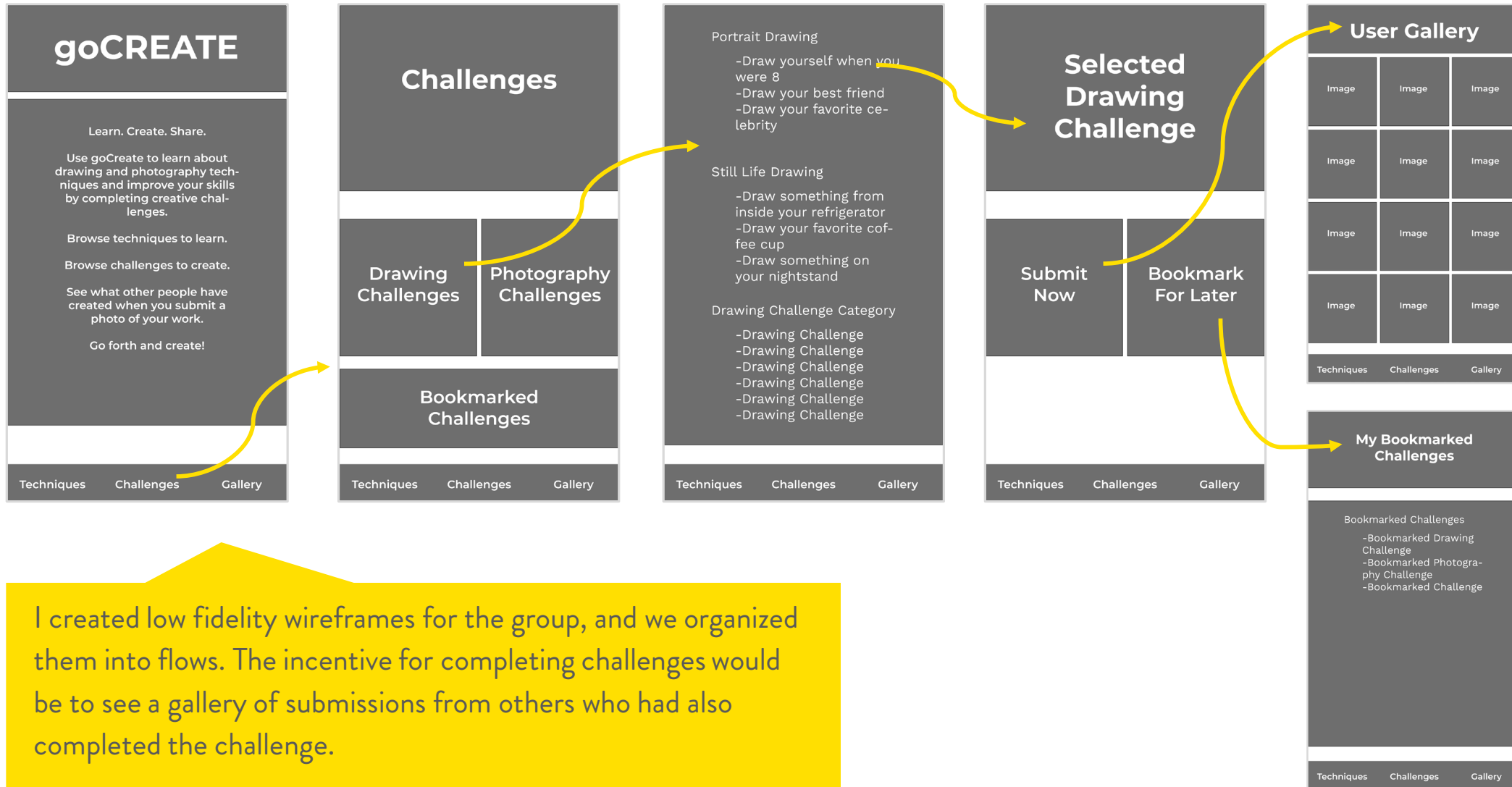- Photography challenges
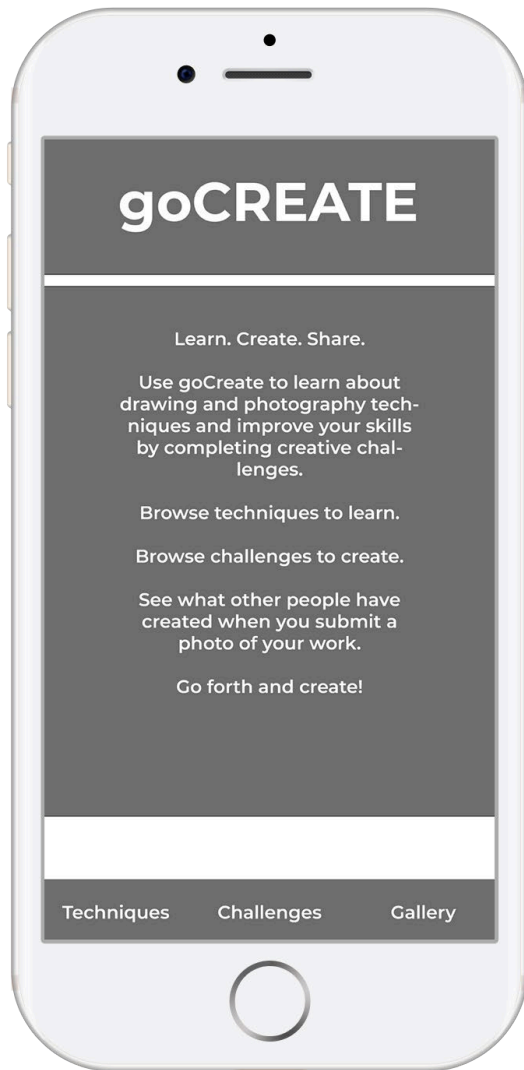- Ability to bookmark challenges

Should Have

- Access to user camera and ability to upload image
- Gallery of user uploaded images
- Access to static content on photography and drawing techniques

Could Have

- Ability to access gallery of other user photos
- Access to video content on photography and drawing techniques within the app
- Access to video content on photography and drawing techniques outside the app

We broke down the desired features by most important to least. This kept the scope of our project within reason for the constraints of the class.
After brainstorming actionable names, we went with my suggestion, goCREATE.

goCREATE

Learn. Create. Share.

Use goCreate to learn about drawing and photography techniques and improve your skills by completing creative challenges.

Browse techniques to learn.

Browse challenges to create.

See what other people have created when you submit a photo of your work.

Go forth and create!

Techniques   Challenges   Gallery

Challenges

Drawing Challenges

Photography Challenges

Bookmarked Challenges

Techniques   Challenges   Gallery

Portrait Drawing

-Draw yourself when you were 8
-Draw your best friend
-Draw your favorite celebrity

Still Life Drawing

-Draw something from inside your refrigerator
-Draw your favorite coffee cup
-Draw something on your nightstand

Drawing Challenge Category

-Drawing Challenge
-Drawing Challenge
-Drawing Challenge
-Drawing Challenge
-Drawing Challenge
-Drawing Challenge

Techniques   Challenges   Gallery

Selected Drawing Challenge

Submit Now

Bookmark For Later

Techniques   Challenges   Gallery

User Gallery

Image	Image	Image
Image	Image	Image
Image	Image	Image
Image	Image	Image

Techniques   Challenges   Gallery

My Bookmarked Challenges

Bookmarked Challenges

-Bookmarked Drawing Challenge
-Bookmarked Photography Challenge
-Bookmarked Challenge

Techniques   Challenges   Gallery

I created low fidelity wireframes for the group, and we organized them into flows. The incentive for completing challenges would be to see a gallery of submissions from others who had also completed the challenge.

goCREATE

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Techniques   Challenges   Gallery

Insights

- Homepage text was confusing
- User tapped on anything that looked like a button
- Links were not obvious
- Submitting an image was confusing
- Some users repeatedly tried left navigation button first

Recommendations

- More visual cues, less text
- Move challenges to left in navigation to receive more attention
- Style links to be more obvious

I created a simple prototype for the group, and we tested the app with friends and fellow students.

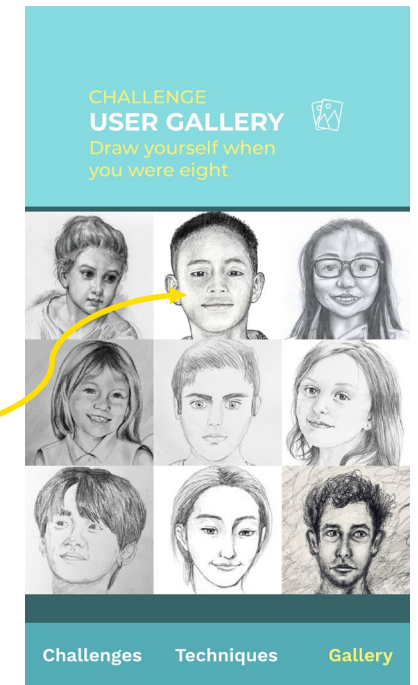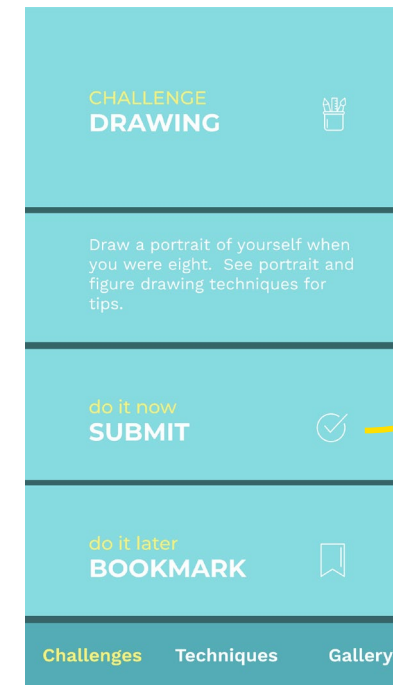We learned that young users don't read much. We needed to make our navigation more visually obvious.

Click the prototype link to navigate for yourself.
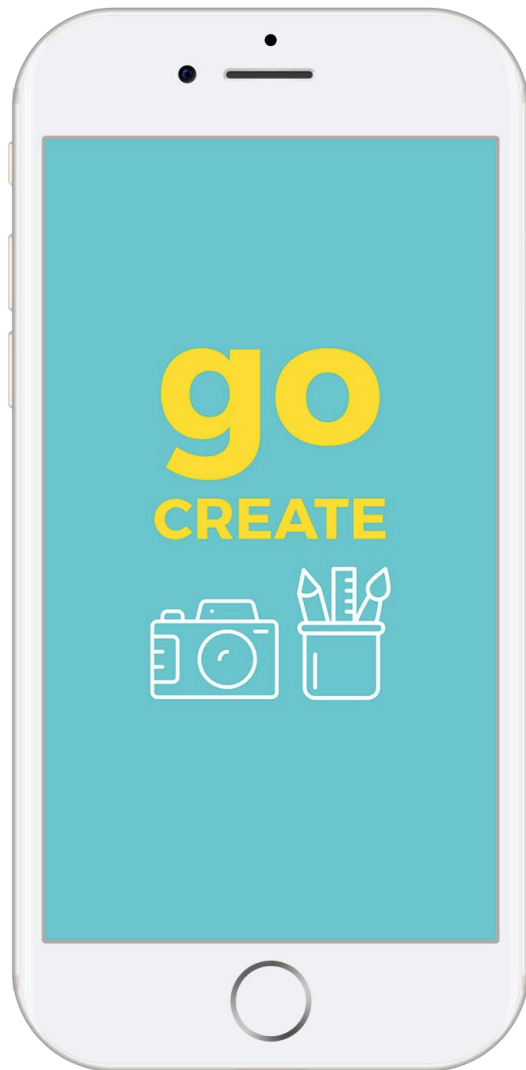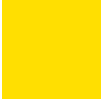
Prototype Link

goCREATE

TECHNIQUES
DRAWING

TECHNIQUES
PHOTOGRAPHY

The Rule of Thirds
Divide your composition into nine
equal parts. Place your subject on
a line or intersection.

Challenges   Techniques   Gallery

Portrait Drawing
Use lines of symmetry to
guide facial positions.

Challenges   Techniques   Gallery
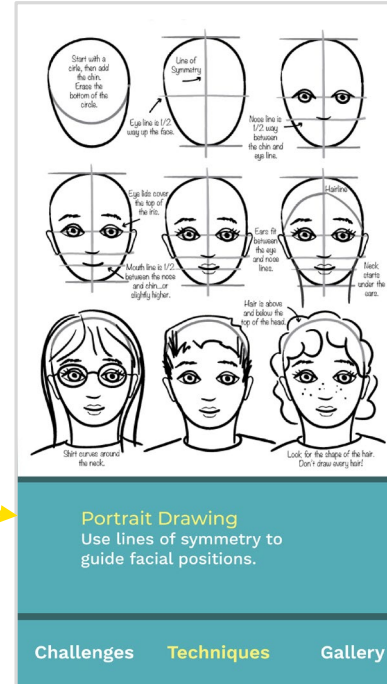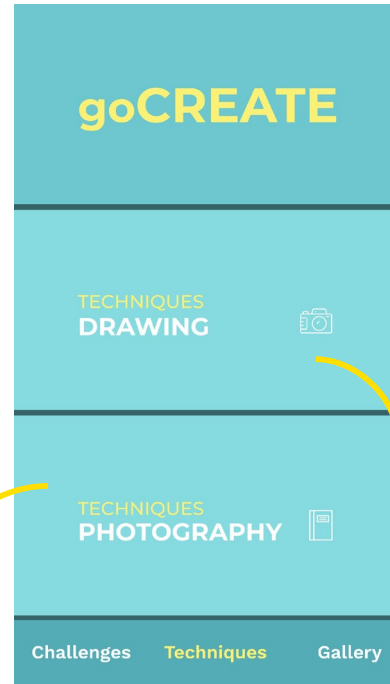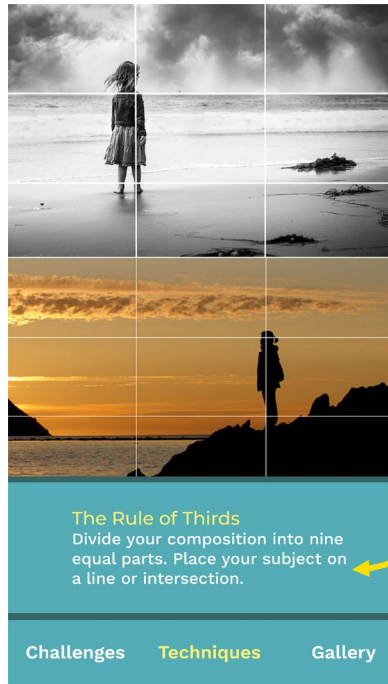
User can see other challenge submissions
once they submit their own.

We gathered images and I used them to create
revised wireframes with the user feedback in mind.

CHALLENGE
DRAWING

Draw a portrait of yourself when
you were eight. See portrait and
figure drawing techniques for
tips.

do it now
SUBMIT

do it later
BOOKMARK

Challenges   Techniques   Gallery

CHALLENGE
USER GALLERY
Draw yourself when
you were eight

Challenges   Techniques   Gallery

goCREATE

CHALLENGES

Logo Color
(252,242,119) / #fcf177

Lighter Variation
(134,219,225) / #86dbe1

Theme Color
(108,199,206) / #6cc7ce

Darker Variation
(84,173,182) / #54adb6

Darker Variation2
(84,173,182) / #54adb6

Together we picked a color palette that felt fresh and inspiring. I created a revised prototype for the group, adding icons and images to aid with visual navigation.

Click the prototype link to navigate for yourself.

Prototype Link

icons by http://www.flaticon.com

Final Thoughts

This class was not focused on visual or mobile design, but more so the process of designing a solution. Together we produced a unique solution to help people stay motivated with their creativity and improve their skills. Through brainstorming and iteration, we improved our initial concept and focused on how to engage a busy user. Given more time, I would test our revised prototype and revise the visual design for more impact.

Next Steps

- Revised prototype testing
- Visual design and branding