



Jaydon Farao

# UX Research Portfolio

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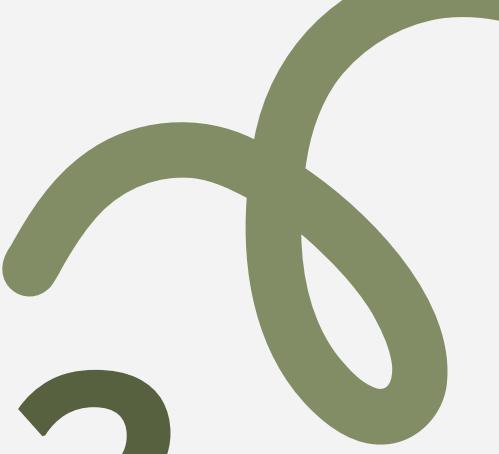
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## ABOUT ME

I'm a **UX researcher** and **PhD candidate** in **Human-Computer Interaction** at the University of Cape Town, specialising in community-centred participatory design in developing contexts.

My work focuses on designing technologies that **respect community knowledge** and **build on existing social structures**, while collaborating with communities to create **situated, community-owned initiatives**.

# RESEARCH METHODS

As a qualitative researcher, I choose research methods based on research questions, objectives, community contexts, as well as time and budget constraints. Some methods I have used include:

**PARTICIPATORY  
DESIGN**

**INTERVIEWS AND  
FOCUS GROUPS**

**CONTEXTUAL  
INQUIRY**

**THEMATIC  
ANALYSIS**

**DESIGN  
THINKING**

**USABILITY  
TESTING**

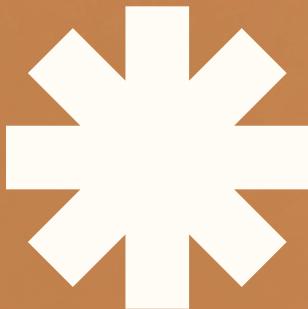
**PROTOTYPE  
TESTING**

**SPECULATIVE  
DESIGN**

**CO-DESIGN  
WORKSHOPS**

# CASE STUDY 1

How might we redesign a mobile app for detecting  
latent TB for overburdened healthcare workers in  
constrained contexts?



# PROJECT OVERVIEW

**Diagnosing latent tuberculosis infection** requires patients to return to clinics for test assessment, creating **barriers** related to cost, time, and accessibility. A **mobile app was developed** to allow remote evaluation of the test using smartphone image capture, but the **existing interface was complex and difficult to follow**.

The **challenge** centred on **usability** in a **high-stakes clinical workflow**. Both patients and healthcare workers needed to capture **multiple images** at **precise orientations**, remember instructions, and manage sensitive health data. Previous evaluations identified difficulties understanding instructions, lengthy text, and challenges completing the image capture protocol.

The goal was to **redesign** the **interface** and **evaluate usability** in real **clinical contexts**, ensuring the technology could **function** within **resource-constrained** healthcare environments.

## MY ROLE

- Lead UX Researcher
- Methodology design
- Participant recruitment
- Data analysis
- UI design
- Evaluation

## TIMELINE

- 9 months
- Jan-Sep 2019
- 3 design iterations
- 20 participants total

## METHODS

- Contextual inquiry
- Think-aloud protocol
- Iterative low-fidelity prototyping
- Design thinking
- Observation

The project redesigned the user interface of a mobile app that enables remote assessment of the tuberculin skin test using smartphone image capture and 3D reconstruction.

# RESEARCH SETUP

## 1: EXPLORATION

- Visited **3 community health clinics** in Cape Town townships
- Observed **10 healthcare workers** performing TST assessments
- Conducted **unstructured interviews** to understand workflow, pain points, and **contextual constraints**
- Documented **environmental factors** (lighting, noise, patient volume, time pressure)

## 2: PROTOTYPING

- 3 rapid **design iterations with 10 graduate students**
- Used **clickable prototypes** to test interface and flow before engaging busy healthcare workers (Adobe XD)
- **Think-aloud protocol** to identify confusion points
- Each iteration took 1-2 weeks, allowing fast refinement

## 3: VALIDATION

- Final prototype **tested with the 10 healthcare workers** from initial observations
- Participants **captured images** of simulated TST indurations
- Post-Study System Usability Questionnaire (PSSUQ) to **measure satisfaction**
- Assertion **analysis** of think-aloud responses
- **Image quality** analysed by engineer collaborator

Publication: Farao J., Malila B., Conrad N., Mutsvangwa T., Rangaka M.X., Douglas T.S., 2020. [A user-centred design framework for mHealth](#). PLoS ONE 15(8): e0237910.

# KEY INSIGHTS



**Time scarcity is the dominant constraint**

Healthcare workers have less than 5 minutes per patient in overburdened clinics.

Any app feature that requires more than 2-3 minutes to complete will not be adopted, regardless of its benefits.



**Visual instructions vastly outperform text**

Low English proficiency among some staff, combined with high workload and cognitive load, meant text was ignored.

When replaced with pictorial instructions and video demonstrations, comprehension improved dramatically.



**Context-specific concerns emerged beyond usability**

Community health workers raised safety concerns - carrying an expensive smartphone device made them targets for theft  
Data privacy questions arose  
Language preferences varied.

# DESIGN SOLUTION



## Problem

### ITERATION 1

Lengthy text instructions that users didn't read; complex technical language; unclear multi-step process

### ITERATION 2

Silent video instructions unclear; difficulty differentiating text from background; users didn't realize pages were scrollable

### ITERATION 3

Extreme difficulty capturing multiple images at correct angles and distance; uncertainty about when images were "good enough"

## Solution

Paragraphs → pictorial instructions  
Single-page instruction overview  
Removed all jargon and technical terms  
Increased text size for readability

Added audio narration to instruction videos  
Better contrasted colour scheme  
Modified fonts  
Added scrolling indicator icon  
Reduced text density on instruction screens

Reduced from 9 images to 5 critical angles  
Added real-time visual guidance overlays during capture (gyros)  
Made submission buttons clearer  
Added image quality preview before submission

# IMPACT

## **Product impact**

Improved usability of a clinical screening app used in TB care workflows.

(PSSUQ Score <3)

## **Research impact**

Demonstrated how combining design thinking with the Information Systems Research framework supports mHealth UX design

## **Practical impact**

Highlighted contextual factors — safety, privacy, language — often missed in lab usability testing

The project shows how iterative UX research can bridge the gap between technical capability and real-world healthcare use.

# ITERATION 0

## TB Screening App

The instruction image above shows the mobile phone being held in the palm of the capture hand with the thumb on the 'decrease volume' key. The thumb in this position can be used to capture the image when ready.

The instruction image above also shows four guidance markers on the capture screen which are color coded on the image and listed below:

- 1) The Induration Box: This is the box in which the induration must be contained when capturing the images.
- 2) The Marker Box: This is the box in which the marker must be contained when capturing the images.
- 3) The Arm Axis Line: When capturing the images, this line will need to be aligned to the long axis of the arm pointing toward the wrist as best as possible.
- 4) The Orientation Panel: This panel will show you how much the phone is tilted in two directions. Beside the value of tilt (pitch and roll) you will see a tick or cross image. Each of the 7 images to be captured will have a different pitch and roll ranges, once you have achieved the correct pitch and roll value, the image beside

# ITERATION 1

## TB Screening App

### Image Capture



#### INSTRUCTIONS

**Place the induration sticker around the induration:**



**Tap to continue**

# ITERATION 2

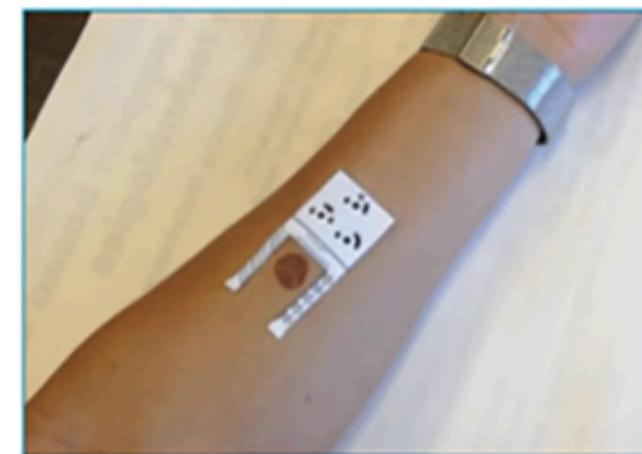
## TB Screening App

### Image Capture



#### INSTRUCTIONS

**1) Place the induration sticker around the induration:**



# ITERATION 3

## TB Screening App

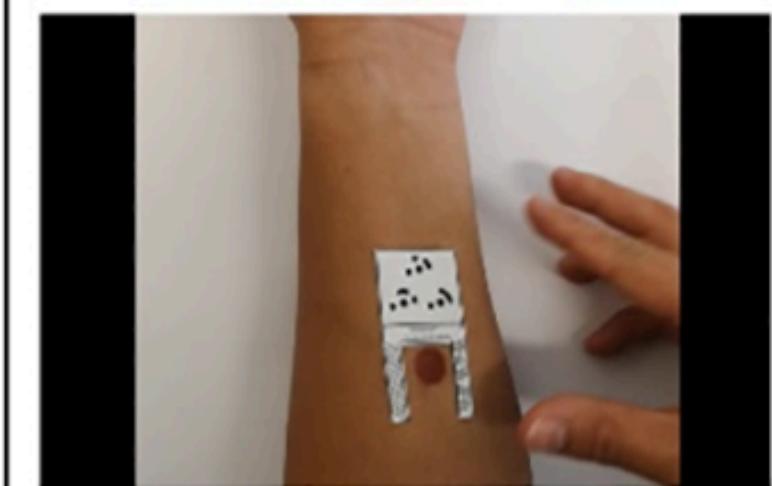
### Image Capture



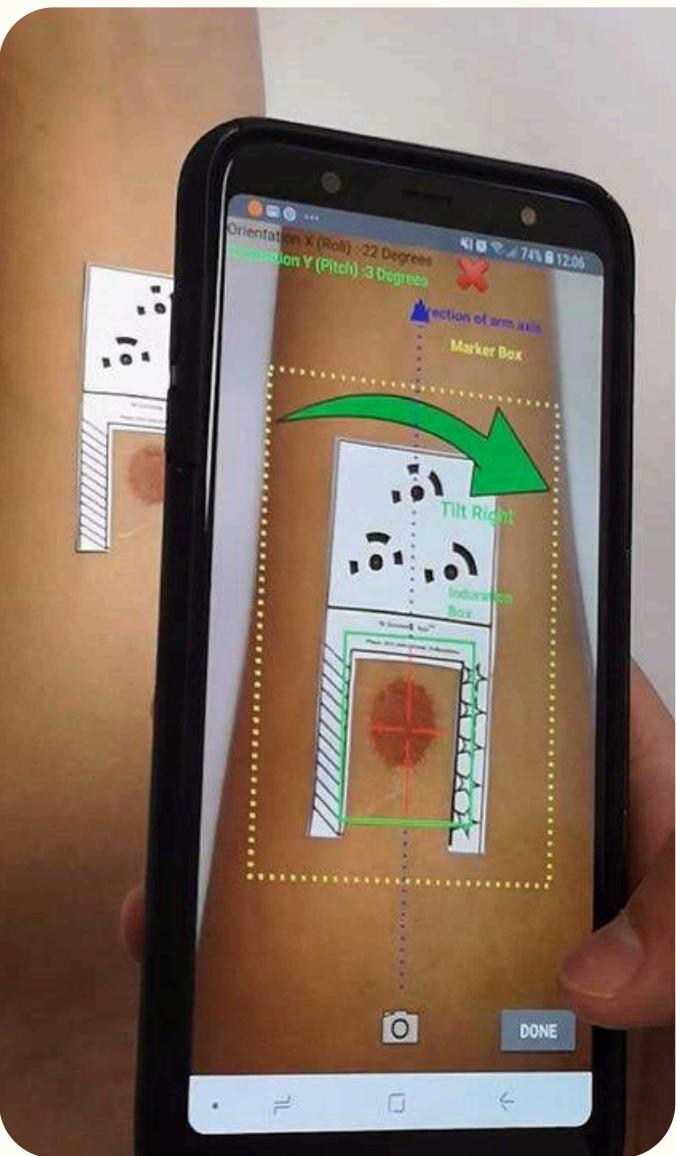
#### INSTRUCTIONS

**1) Place the induration sticker around the induration.**

**Tap Image to Play**



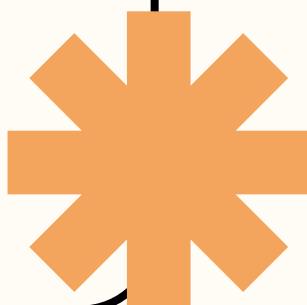
# REFLECTIONS



**The value of proxy testing.** Using students for initial iterations before engaging busy end-users was crucial. This approach isn't about avoiding end-users—it's about respecting their time constraints. This taught me that "user-centered" can mean being strategic about when and how to engage them for maximum insight while minimizing their burden.

**Context-specific factors often matter more than traditional usability metrics.** I learned to understand the full sociotechnical system: organisational constraints, environmental conditions, safety concerns, and historical context all shape technology adoption as much as usability does.

**Design for constraint, not ideals.** The best design was often the simplest one that met the core need within real-world constraints.



# CASE STUDY 2

How might we co-design digital health tools to support maternal and child health needs in under-resourced South African communities?



# PROJECT OVERVIEW



**Digital maternal health tools** are expanding globally, yet **many fail in low-resource contexts** because they are designed around institutional priorities rather than **everyday caregiving realities**. Parents and caregivers often navigate **fragmented information, limited connectivity, and culturally misaligned digital services**.

The challenge extended **beyond usability** towards **relevance**. Maternal health practices are **collective**, shaped by families, community leaders, and local norms. Traditional UX approaches that focus on individual users risk missing these dynamics.

Additionally, prior research frequently relied on intermediaries rather than direct community participation, reinforcing **gaps between design intent and lived experience**. The goal was to **translate academic research into practical UX guidance** that **centres community** voice, supports connectedness, and informs more sustainable digital health design.



## MY ROLE

- UX Researcher
- Methodology design
- Workshop facilitator
- Data analysis
- Author

## TIMELINE

- 2 years
- 2021-2023
- Multi-phase research agenda
- 4 South African communities

## METHODS

- Scoping review
- Stakeholder interviews (n=28)
- Community co-design workshops (n=8)
- Thematic and framework analysis.

# RESEARCH SETUP

## 1: EXPLORATION

- **141 studies** across HCI, public health, and social sciences
- Output: **cross-disciplinary ecosystem view** of digital maternal health
- Key finding: community participation was often superficial or absent.

## 2: UNDERSTANDING

- **Stakeholder interviews**
- Engaged with researchers, NGOs, facilitators, community-based organisations
- Explored **challenges** in **community engagement** and digital intervention design.
- Output: shared codebook and workshop design

## 3: CO-DESIGN

- Conducted **participatory co-design workshops** with parents and community stakeholders across 4 SA provinces
- Used **design cards** and facilitated **generative activities**
- Output: priorities, prototype concept, design tensions
- Workshops highlighted how **cultural norms** and **geography** influence design methods

Publication: Till S, Mkhize M, **Farao J**, et al. 2023. Digital Health Technologies for Maternal and Child Health in Africa and Other Low- and Middle-Income Countries: Cross-disciplinary Scoping Review. J Med Internet Res 2023;25:e42161.

Coleman T., Till S., **Farao J.**, et al. 2023. Reconsidering Priorities for Digital Maternal and Child Health: Community-centered Perspectives from South Africa. Proc. ACM Hum.-Comput. Interact. 7. CSCW2. Article 290.

Till S., **Farao J.**, et al. 2022. Community-based Co-design across Geographic Locations and Cultures: Methodological Lessons from Co-design Workshops in South Africa. PDC 2022.

# KEY INSIGHTS



**Care is coordinated through networks**

Parents seek support through families, peers, and community leaders. Designing for a single “user” ignores how decisions are made.



**Connectedness mattered more than information**

Communities wanted communication, reassurance, and shared knowledge — not just educational content.



**Institutional priorities misalign with lived priorities**

Clinical metrics dominated existing interventions while emotional wellbeing, navigation, and language accessibility were underdeveloped.



**Methods must adapt to context**

Workshop structure, facilitation, materials, and pacing required cultural adaptation to remain inclusive.

# OUTCOMES

Rather than a single product, the outcome was a **framework for designing digital maternal health in low-resource contexts.**

The research reframed digital maternal health from an **information problem to a socio-technical ecosystem problem** – involving relationships, infrastructure, and cultural practice.

This translation demonstrates how **research** can directly **inform** product **strategy, discovery, and service design.**

## DESIGN IMPLICATIONS

### **Design for ecosystems, not screens**

Map relationships between all stakeholders before defining features.

### **Prioritise connectedness features**

Peer communication and reassurance flows may be of higher value than educational content.

### **Include communities as ongoing collaborators**

Participation should shape roadmaps, not validate prototypes.

### **Embed cultural and linguistic flexibility**

Interfaces and research methods must support localisation.

### **Treat digital inequality as a primary constraint**

Connectivity, device sharing, and literacy shape feasible design patterns.



**Consent is ongoing, not transactional.**  
Ethical practice requires continuous consent renegotiation as relationships evolve and participants better understand the research.

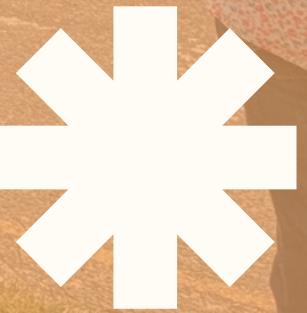
## REFLECTIONS

**Building trust takes time, but yields richer engagements.** The temptation in academic research is to collect data quickly and move to analysis. But the most valuable insights came months into the project, after trust was established. Participants shared things they wouldn't have revealed in early interviews

**"Design solutions" weren't what participants wanted first.** Participants didn't want to jump to solutions before the problem was fully understood and acknowledged. They wanted agency in defining the actual issues, not just feedback on proposed solutions.

# CASE STUDY 3

How might we co-design AI technologies for resource-constrained communities to support their priorities and initiatives?



# PROJECT OVERVIEW



**Artificial intelligence** is increasingly shaping everyday life, yet marginalised **communities** are **rarely involved** in **defining its direction**. Their languages, cultural practices, and lived realities are often absent from datasets, design processes, and product strategy.

The challenge was framed as follows: how do you help people **meaningfully participate** in the design of a **technology** that is **abstract, technical, and future-oriented?**

Additionally, speculative conversations about AI risk are being dominated by **technical feasibility** rather than **community priorities**. Participants also faced **constraints** such as affordability, connectivity, and uneven digital literacy.

The goal was to **translate** speculative research into **practical guidance** for designing culturally relevant, accessible, and community-centred AI **systems**.



## MY ROLE

- Researcher
- Workshop facilitator
- Co-designed research protocol
- Data synthesis

## TIMELINE

- 12 months
- Nov '24–Dec '25
- Preparatory engagements
- 3 workshops

## METHODS

- Speculative co-design workshops
- Technology probes
- Reflective Thematic Analysis

The study engaged a low-income community in Cape Town to collectively imagine what AI should do, how it should work, and how it could benefit their lives.

# RESEARCH SETUP

## 1: EXPLORATION

- Workshop series of three sessions (~18 participants per workshop)
- Explored perceptions, speculation, and prototyping
- Output: speculative artefacts and themes

## 2: UNDERSTANDING

- Technology probes to better imagine AI in community
- Participants explored AI tools (chatbots, media generation, agriculture systems)
- Output: grounded understanding of possibilities

## 3: CREATION

- Speculative artefact creation based on previous workshops
- Participants created conceptual AI systems for education, safety, agriculture, and creative work
- Output: design futures, prototypes, and functional directions

Oluwatuyi, R., Pillay, V., Mazwi, J., Castro, A., Farao, J., et al. 2026. Collectively Reimagining Artificial Intelligence with Marginalized Communities. Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems (CHI '26). (Publishing in April 2026)

# KEY INSIGHTS



**AI is understood through everyday usefulness**

Participants framed AI primarily as support for work, education, and caregiving rather than an abstract technology.



**Cultural and Linguistic representation is central**

Communities prioritised AI that speaks local dialects and reflects cultural identity.



**Affordability shapes feasibility more than innovation**

Participants imagined ambitious systems but consistently constrained them around cost and access.



**Perceptions of AI vary generationally**

Older participants expressed anxiety about displacement while younger participants showed curiosity and experimentation.

# OUTCOMES

The research generated a **community-centred AI design lens** — reframing AI from a capability-driven technology to a culturally situated service ecosystem.

**Speculative artefacts** illustrated how AI could function as **community infrastructure**: resource hubs, education systems, safety tools, creative assistants, and sustainable agriculture support.

Some participants became informal **"AI translators"** for their networks, explaining concepts to others using workshop language. This indicated increased capacity on AI tech.

# DESIGN IMPLICATIONS

**Design AI for context, not universality.**  
AI should adapt to local language, infrastructure, and socio-economic conditions.

**Representation as a UX requirement.**  
Language, identity, and cultural practice influence trust and adoption.

**Use speculative methods to explore emerging tech**  
Futures workshops surface risks, values, and expectations earlier than traditional discovery.

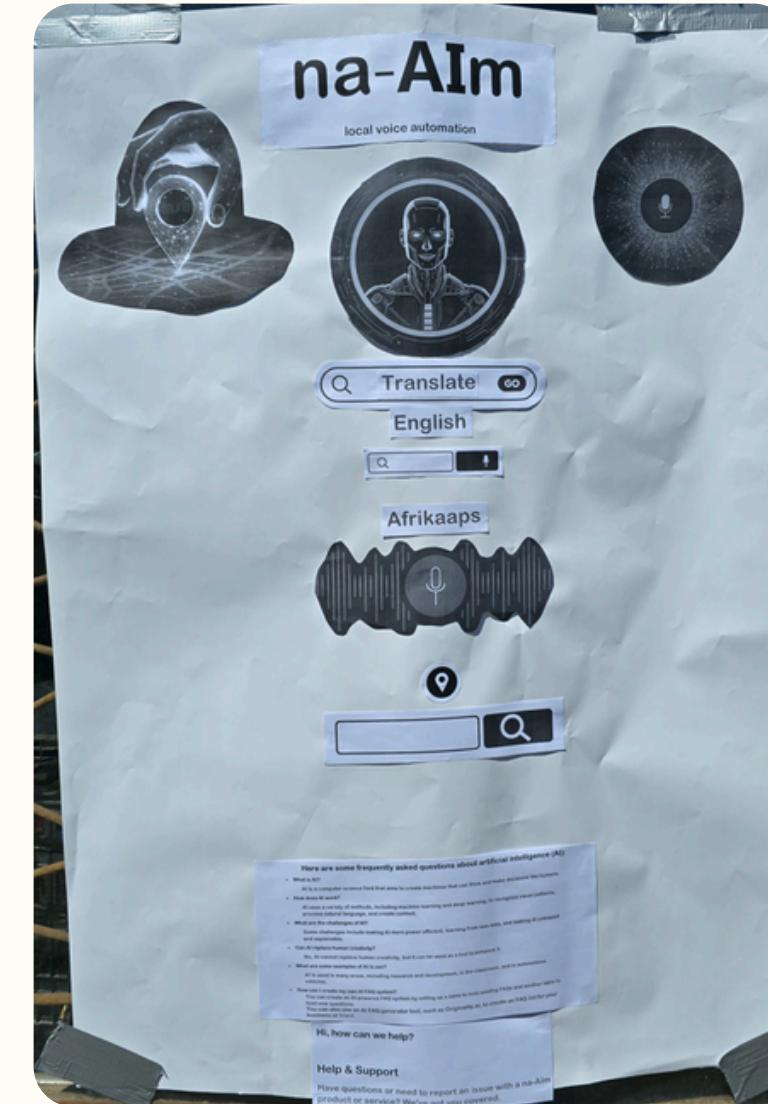
**Support agency, not automation.**  
Communities wanted AI that augments decision-making rather than replaces it.

**Ground AI strategy in real constraints.**  
Offline capability, affordability, and device sharing must shape product design.

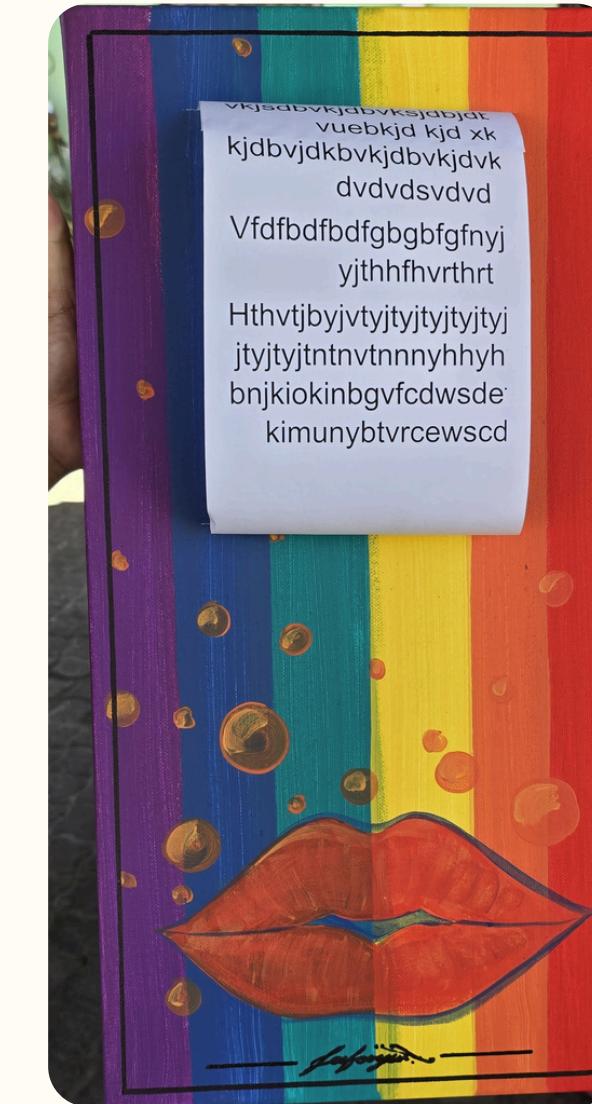
# PROTOTYPES



**FITBOT:** An AI Fitness assitant to support physical well-being in an area where it is dangerous to exercise outside



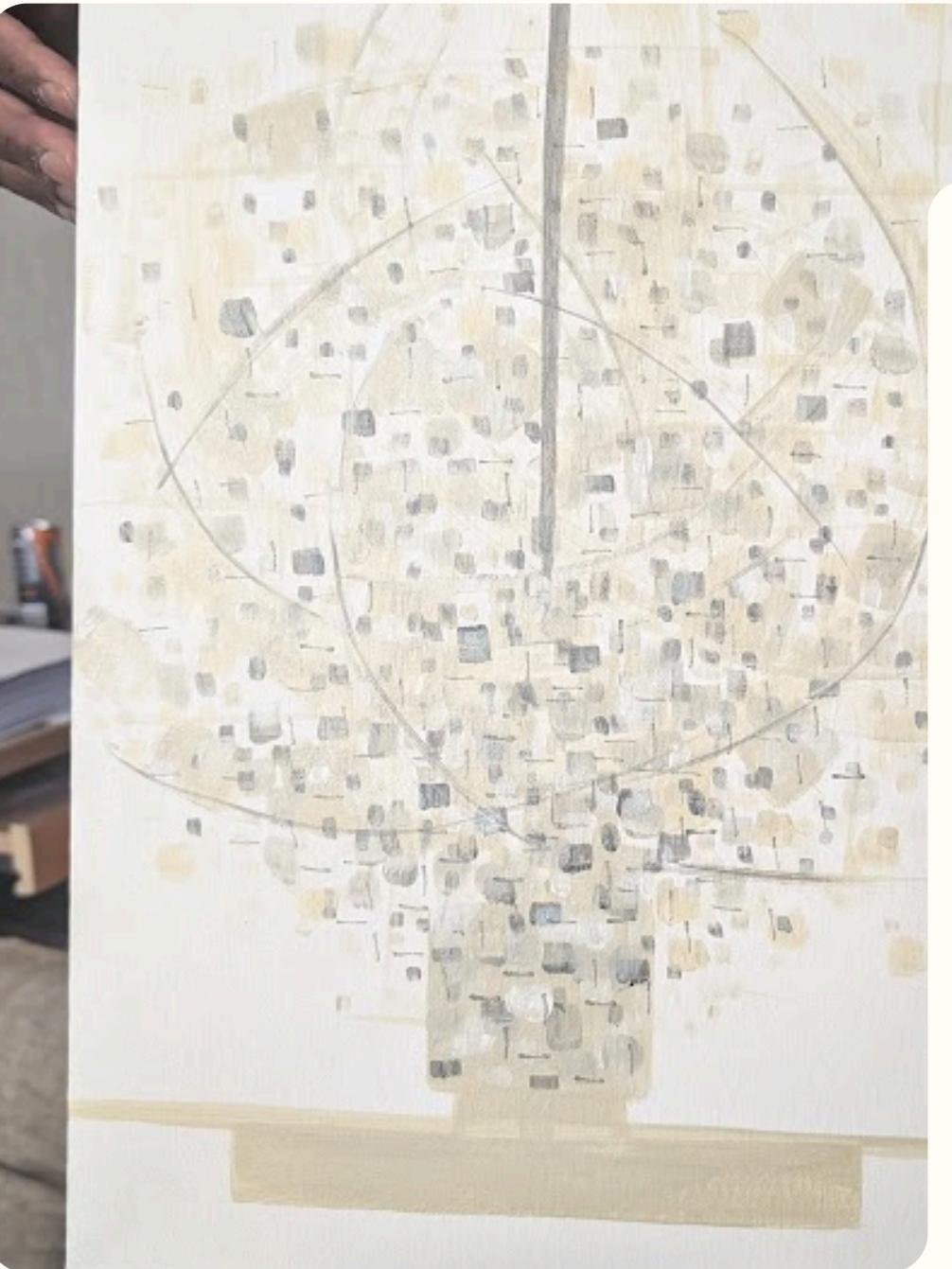
**na-AIm:** An AI translator for local dialects to support cultural heritage preservation



**A local language chatbot for daily use**

These prototypes illustrate how participants envisioned AI embedded in daily life.

# REFLECTIONS



Community artist's interpretation of AI

**Speculative design helps communities engage abstract technical concepts.** The key was not to explain how AI works technically, but to explore what AI might do socially, economically, politically. Participants don't need to understand neural networks to deliberate about algorithmic hiring.

**Facilitating futures conversations requires holding space for uncertainty.** The most valuable moments came when participants sat with contradictions—AI might create new jobs AND eliminate existing ones; it might improve healthcare access AND increase surveillance. Real deliberation happens in that complexity, not in simplified pro/con debates.

**Community concerns differ from academic AI ethics priorities.** Academic AI ethics focuses heavily on algorithmic bias, fairness, privacy. Participants cared about these but prioritised economic security, local control, and collective well-being far more.



Thank you for your time!  
Please feel free to reach out  
to inquire further about  
ongoing work.



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