

Design a tool to help
communities ensure all
residents have access to
education.

Kenny Kadilov

Project overview

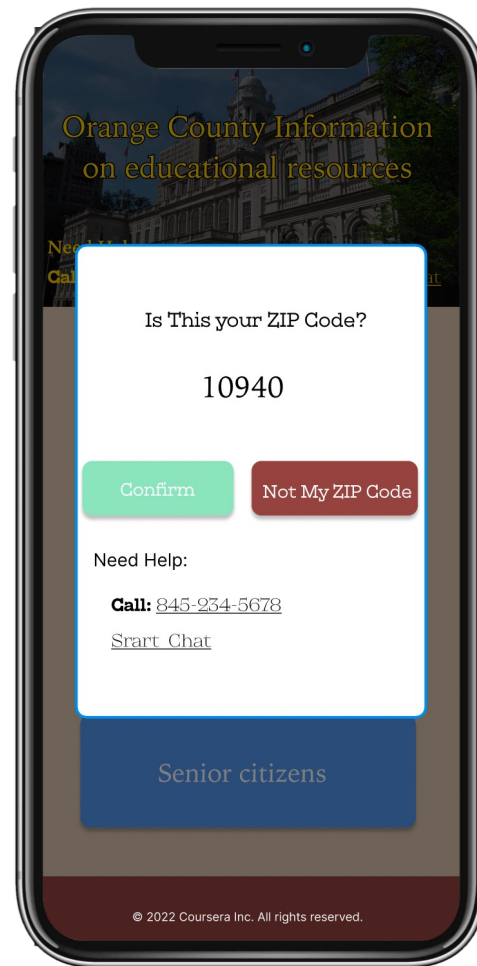


The product:

The app is designed to inform individuals about any educational services and resources that are available in their communities .



Project duration: September 1st to September 25th 2022



Project overview



The problem:

There are many educational resources available for residents of communities however not everyone is aware of this resources. Not knowing about educational resources in your community hinders access to education.



The goal:

Design an app that will inform members of communities about educational resources available in their communities.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit

User research: summary

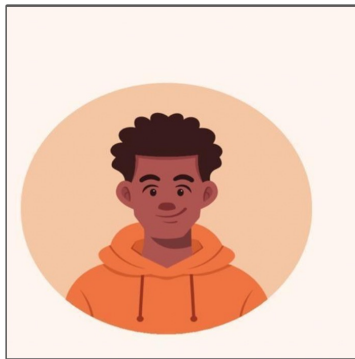


I researched what are the top reasons why residents in communities might not have access to education. From my research I learned that many residents are not aware of different resources that might be available to them in their communities. The feedback received through research that having a tool that informs individuals about educational resources available to them will contribute to individuals education.

Persona 1: Anton

Problem statement:

Anton is a college student who took semester off to help his family financially by working full time who needs to keep up with his studies because he does not want to fall behind.



Anton

Age: 21

Education: Some college course New

Hometown: York, NY

Family: Single, lives with parents

Occupation: Works full time at fast food.

"I had to take a semester off from college due financial reasons. I would like to continue my education and still work full time."

Goals

- To Learn new skills.
- Continue working full time
- Don't spend any money on education.

Frustrations

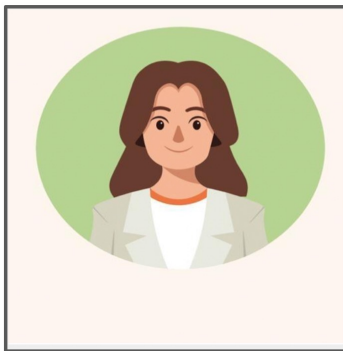
- Class Schedules
- Cost of taking classes

Anton is studying Computer Science in College. He needs to take a semester off to help his family with unexpected financial problems and is working full time at a fast-food restaurant. His schedule is all over so he can't take traditional classes. He is wondering if there is any resources available in his community but does not know where to start looking.

Persona 2: Emily

Problem statement:

Emily is a single parent who needs information on educational resources for her six year old daughter because she want to help her succeed.



Emily

Age: 40

Education: Masters Degree

Hometown: New Paltz, NY

Family: Single Parent

Occupation: Small Business Owner

“As a single parent I would like to know what educational resources are available for my six year old child who is struggling in school”.

Goals

- Connect with community resources
- Find additional Instructional Material for her daughter.

Frustrations

- “Its hard to find information for my daughter”
- “An easier way to provide my daughter with educational material”

Emily is a single parent who needs to find additional resources for her six-year-old daughter who is struggling in school. She wants to know if there are any programs in her community and what resources are available for her online.

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to help communities a ensure all residents have access to education.

Part 2 - Competitive Audit Report

Google UX Design Certificate

1. Competitive audit goal(s)

Compare Design of menus for a Japanese restaurant.

2. Who are your key competitors? (Description)

The key competitors are local Japanese restaurants that have a menu online (app) . Hanami Japanese Restaurant and Mr. Sushi have a really simple design of there menu. Hanami Japanese Restaurant focused more on online orders and allows users to order online on there website. Mr. Sushi allows you to order using a third-party app (doorDash).

Other competitors are Whole Foods which is a grocery store that sells Japanese food and Sushi Nakazawa which is a Premium Japanese Restaurant for wealthy clients.

3. What are the type and quality of competitors' products? (Description)

Hanami Japanese Restaurant app is very simple but is incredibly easy to use if you want to order for delivery. You can select items directly from the menu and add it to your order. Mr. Sushi also has a simple menu but you cant order directly from it. You need to use doorDash if you want to order online. Mr. Sushi divided their menus into different categories (One menu just for Sushi, one for Hibachi, etc.). This did not provide good experience for me.

Even though Whole Foods is not a Japanese Restaurant, browsing Japanese meals and Sushi was a very nice experience. The search bar and different filters that can be used made my experience better. The descriptions of each food was well done and also included allergy information.

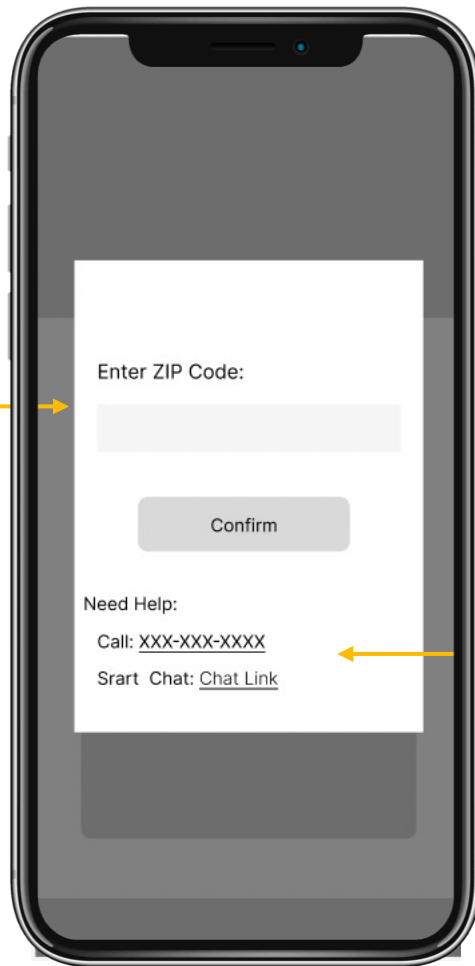
Sushi Nakazawa Restaurant is orientated towards wealthy clients. There menu is more of an image gallery and has a premium look to it. The menu does not have much description or any features. You can tell that the goal of Sushi Nakazawa Restaurant is for people to make reservations as easily as possible.

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the educational resource app.

These designs focused on delivering personalized guidance to users to help residents have access to education.

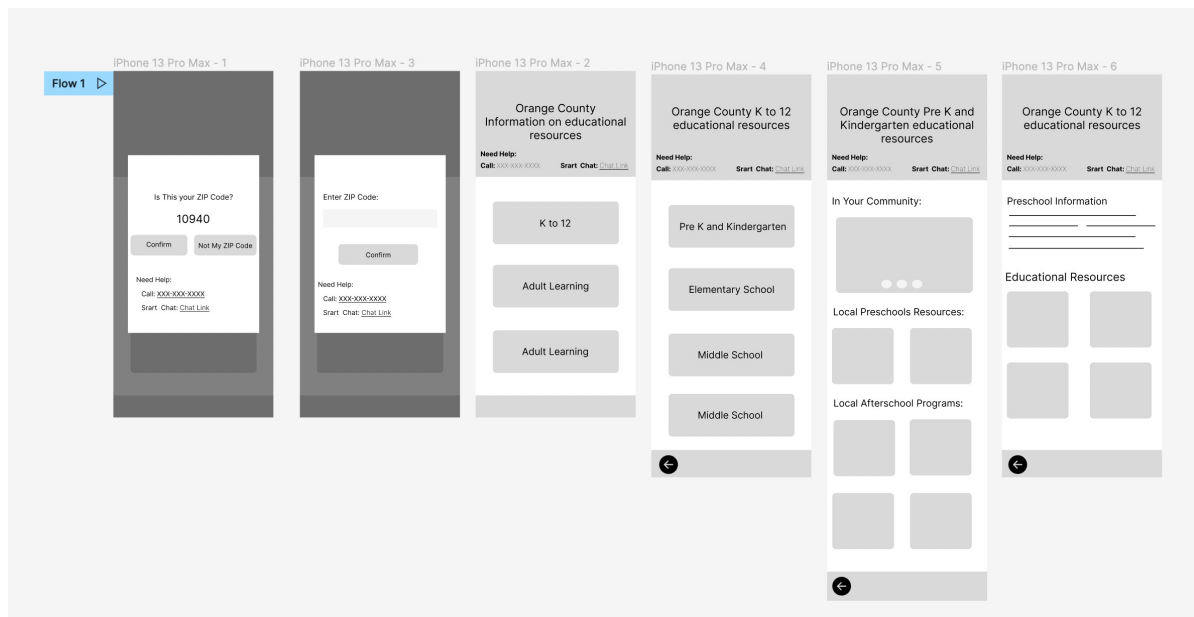
Input ZIP to get the relative information in your community



Help link and phone number

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing relative information for educational resources available for Pre K and Kindergarten in Orange County.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

remote



Participants:

3 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Participants wanted more subgroups for K - 12

2

Finding

Participant found entering ZIP code easy to use.

3

Finding

Participant found the breakdown of educational categories usefull

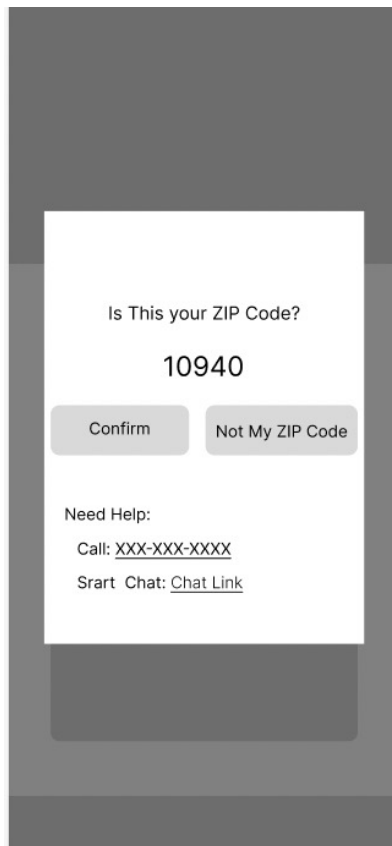
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes like providing a way to edit your ZIP Code.

Before usability study



Is This your ZIP Code?

10940

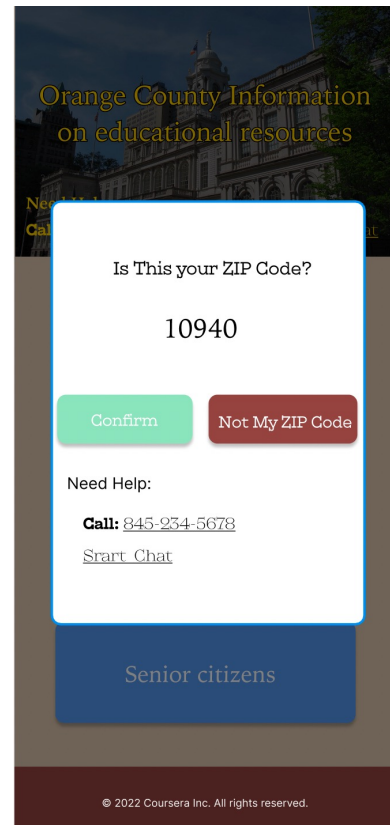
Confirm Not My ZIP Code

Need Help:
Call: [XXX-XXX-XXXX](#)
Start Chat: [Chat Link](#)

This mockup shows a white card on a grey background. The card contains the text 'Is This your ZIP Code?' followed by the ZIP code '10940'. Below the ZIP code are two buttons: 'Confirm' and 'Not My ZIP Code'. At the bottom of the card, there is a 'Need Help:' section with a call number 'XXX-XXX-XXXX' and a 'Start Chat' link 'Chat Link'.



After usability study



Orange County Information
on educational resources

Is This your ZIP Code?

10940

Confirm Not My ZIP Code

Need Help:
Call: [845-234-5678](#)
[Start Chat](#)

Senior citizens

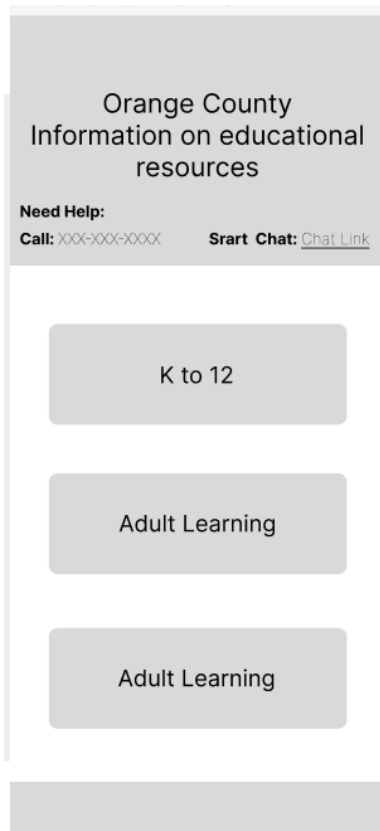
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This mockup shows a white card on a dark background. The card contains the text 'Is This your ZIP Code?' followed by the ZIP code '10940'. Below the ZIP code are two buttons: 'Confirm' and 'Not My ZIP Code'. At the bottom of the card, there is a 'Need Help:' section with a call number '845-234-5678' and a 'Start Chat' link. Above the card, there is a header 'Orange County Information on educational resources'. Below the card, there is a blue button labeled 'Senior citizens'. At the very bottom, there is a footer '© 2022 Coursera Inc. All rights reserved.'.

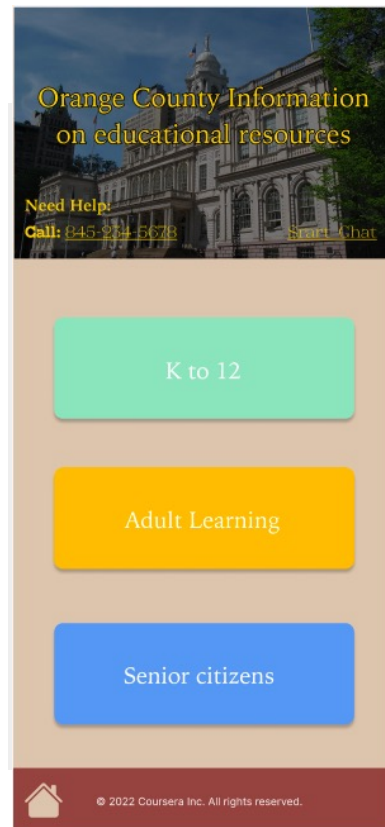
Mockups

Additional design changes included adding an option to Return Home and pick a new Zip Code.

Before usability study

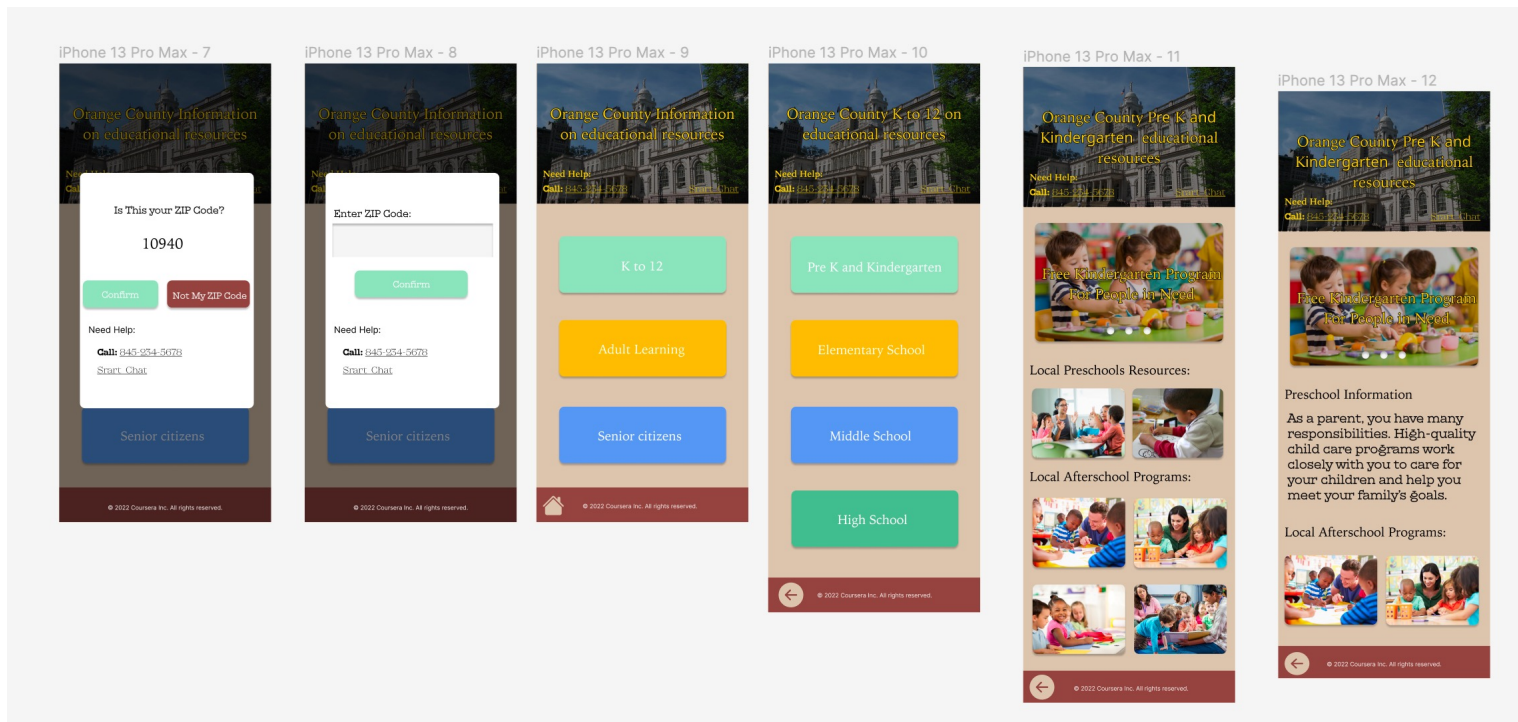


After usability study



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.



Accessibility considerations

1

Help section for people who have difficulty accessing or using the app

2

Clear labels for interactive elements that can be read by screen readers.

3

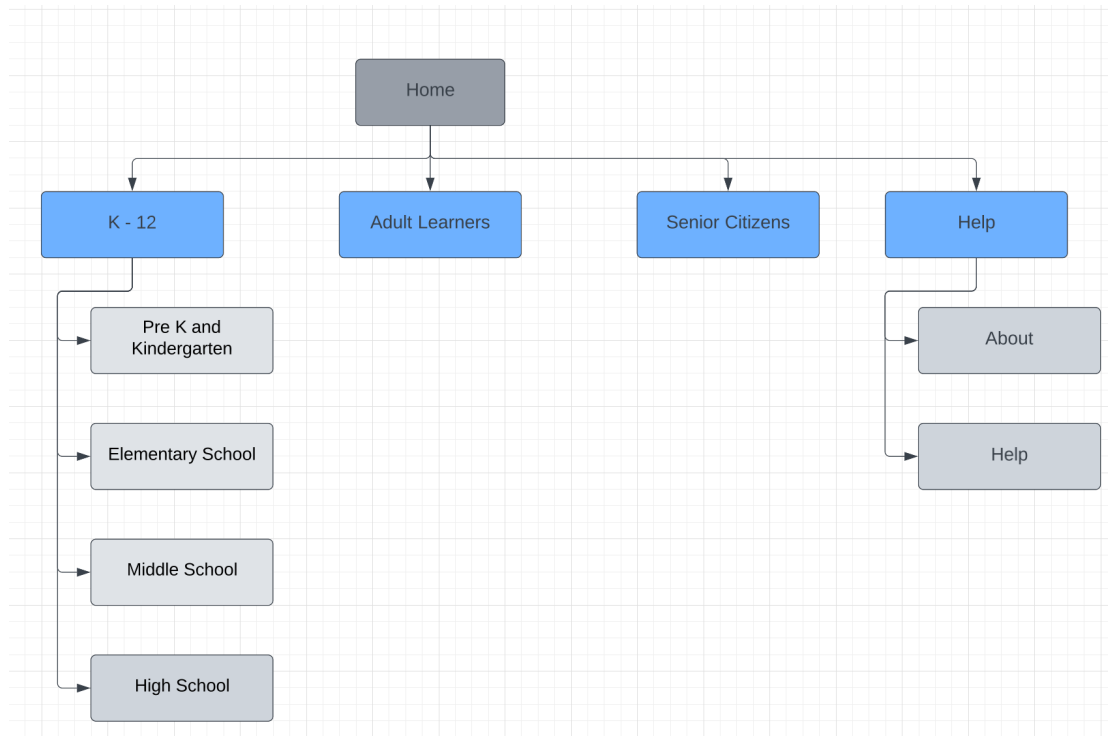
Initial focus of the home Screen ZIP Code selector
personalized Recommendations for residents having access to education.

Responsive Design

- Information architecture
- Responsive design

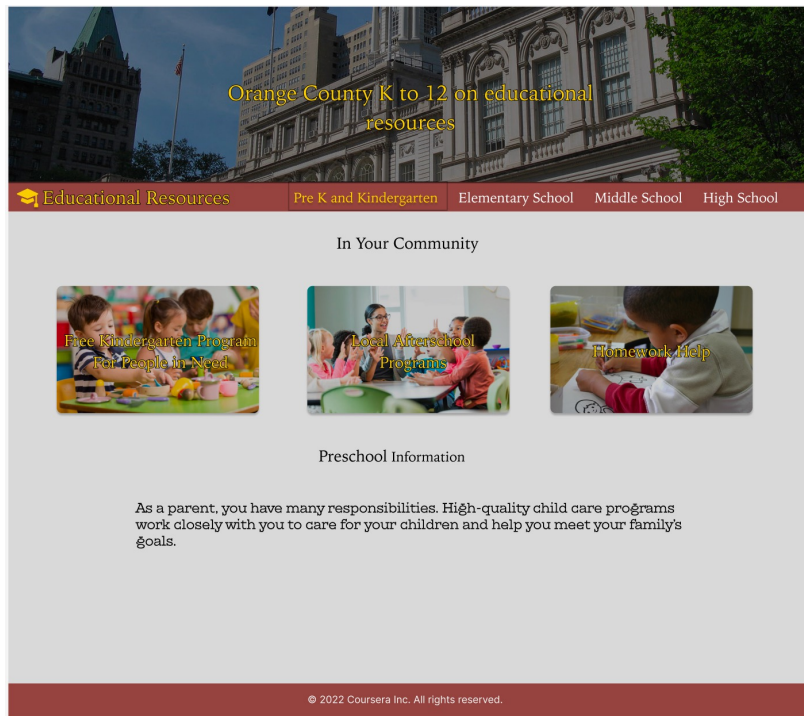
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



Responsive designs

I optimized
the designs to fit
specific user needs of
each device and
screen size.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made finding educational resources in the community much easier.



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in helping communities to ensure all residents have access to education.

2

Add more educational resources for users to find educational resources in their communities.

3

help people who are struggling with finding useful resources for them

Let's connect!



Thank you for your time reviewing my work on the Food Saver app! If you'd like to see more or would like to get in touch, my contact information is provided below.