

Creativity App & Site

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Project overview



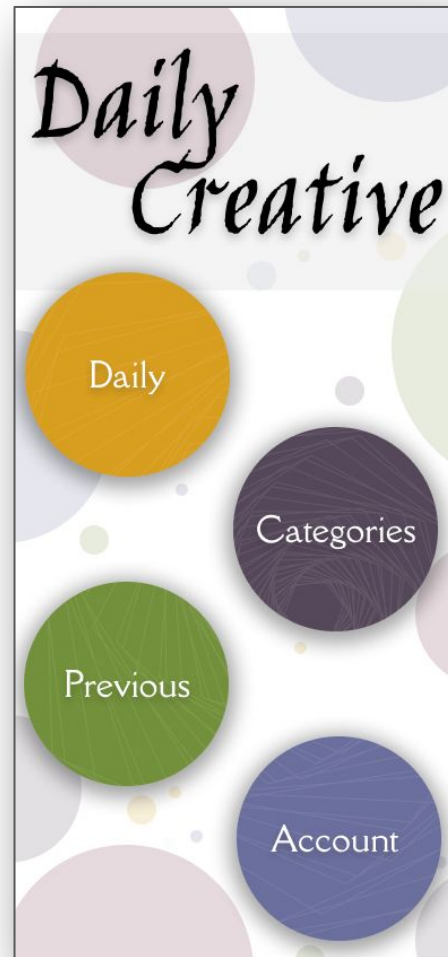
The product:

This creativity app and responsive site were created for adults users looking to improve their creativity. Within the app, the defining feature is the user receiving personalized feedback; within the site, the examples and articles enhance the experience of the app.



Project duration:

February 2023 - June 2023



Project overview



The problem:

Users want to work on their creativity when it is convenient for them and find out if and how they are improving.



The goal:

Design an app and responsive site that provide creative challenges for users to improve their creativity; include examples and feedback to help users understand their strengths and weaknesses.

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
- Ideation

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was retired adults looking to keep their minds sharp with age.

This user group confirmed initial assumptions about adults looking to build their creativity, but research also revealed that individuals want the interface to be self-explanatory, quick to use on the go, and to offer feedback so they know they are improving.

Persona 1: Linda

Problem statement:

Linda is a retired woman who needs to keep her mind sharp because she wants to avoid alzheimer's.



Linda

Age: 65

Education: High School

Hometown: Chapel Hill, NC

Family: Husband, 2 grown children

Occupation: Retired Secretary

"If you don't use it, you lose it."

Goals

- The related objectives this person wants to successfully complete
- Keep brain sharp
- Appropriately challenging
- Easy to understand instructions

Frustrations

- The issues or pain points that they encounter or try to avoid
- Complicated navigation
- Too many distracting ads
- Too many buttons

Linda is retired and spends a lot of time at home. She enjoys gardening & cooking, but wants to try something new that keeps the mind sharp and engaged; that isn't passive like reading. She uses the computer for anything that requires technology, but would not consider herself tech-savvy. She's looking for something that she won't have to call her daughter to help her to figure it out.

Persona 2: Mehmet

Problem statement:

Mehmet is a marketing director who needs to learn to be more creative because he wants to continue to stay at his job.



Mehmet

Age: 42

Education: Bachelor's

Hometown: Minneapolis, MN

Family: Single

Occupation: Marketing

"Every next level of your life will demand a different version of you."

Goals

- Staying relevant in his job with fresh ideas
- Gamification
- Shortish exercises that can be stopped & started

Frustrations

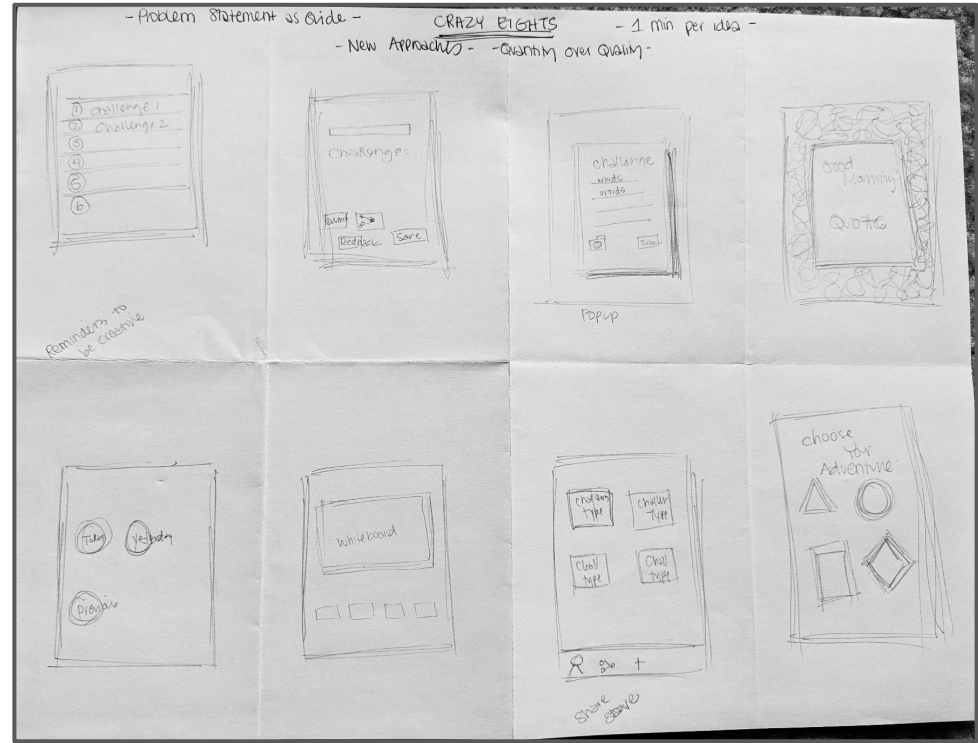
- Too long & you lose your work.
- Needing to be on a computer & use two hands

Mehmet is career oriented 42 year old. He wants to stay relevant in his field of marketing, so in addition to following trends, he also wants to work on his creativity to keep his ideas fresh. He likes to be social and is constantly in motion between work and hanging out with friends. He likes using his phone, but he doesn't want to have to spend long amounts of time on one app.

Ideation

[Your notes about goals and thought process]

My crazy crazy eights ideation exercise centered on creating a playful starting screen and how the user would interact with the design space.

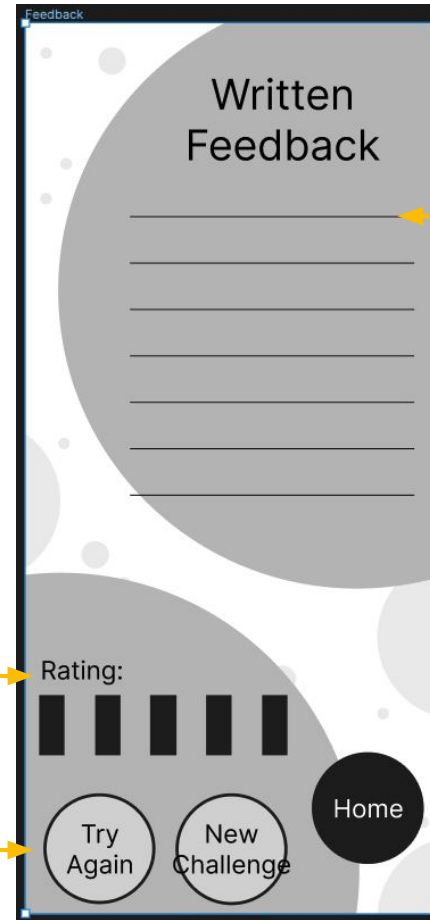


Digital wireframes

My initial wireframes focused on how users would receive feedback through the app and complete the challenges.

The rating scale gives the user a general idea of how their answer rates among others' creativity.

Users are given an opportunity to try to challenge again after reading their feedback

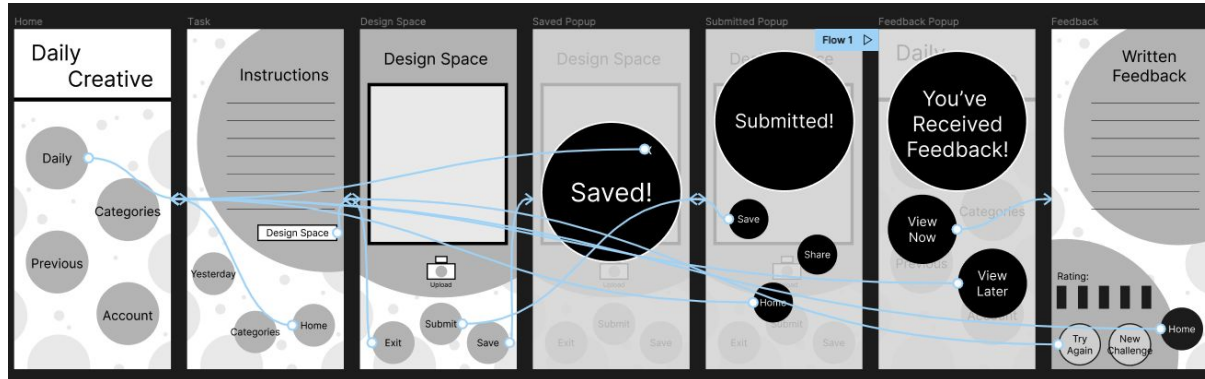


Individualized feedback lets the user know what their creativity strengths/weaknesses are.

Low-fidelity prototype

To prepare for usability testing,
I created a low-fidelity
prototype that connected the
user flow of receiving feedback,
completing a design challenge
and saving/submit their
answer.

[Link to low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated Usability Study



Location:

USA, Remote



Participants:

4 participants



Length:

50-60 minutes

Usability study: findings

These findings from the usability study helped guide the designs from wireframes to mockups.

1

Design Space

Users struggled to find the button that led to the design space to create their answer to the challenge.

2

Less Clicks

Users want to have access to submit, share, and save on all screens to skip unnecessary clicking.

3

Examples

Users want to see what strong creative ideas look like.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I included space for an explanation of the rating scale, along with the specific feedback the user will receive to make the feedback as useful as possible.

I also updated the placement of the other buttons to match the other pages and set the colors to be consistent for each function - for ex, home is dark purple.

Before usability study



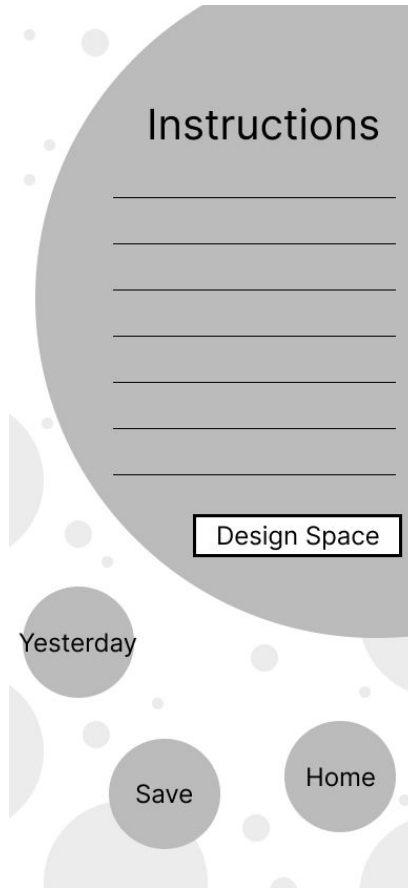
After usability study



Mockups

A category label was added so users know what kind of exercise they are completing. The “Design Space” button was adjusted to be more descriptive and fit more seamlessly into the design. And the placement of the other buttons was updated to match the other pages and set the colors to be consistent for each function.

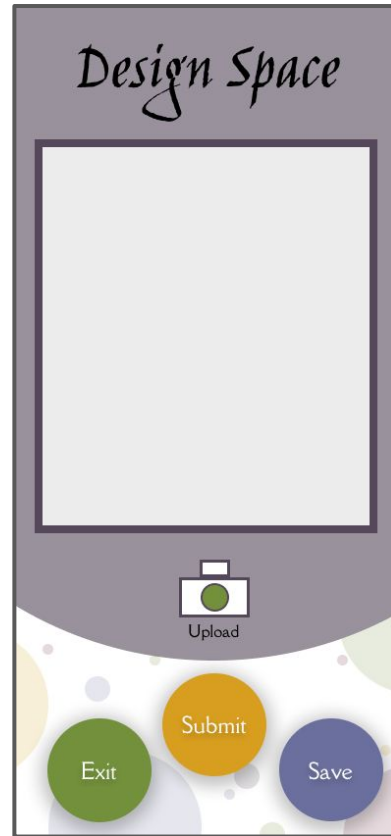
Before usability study



After usability study

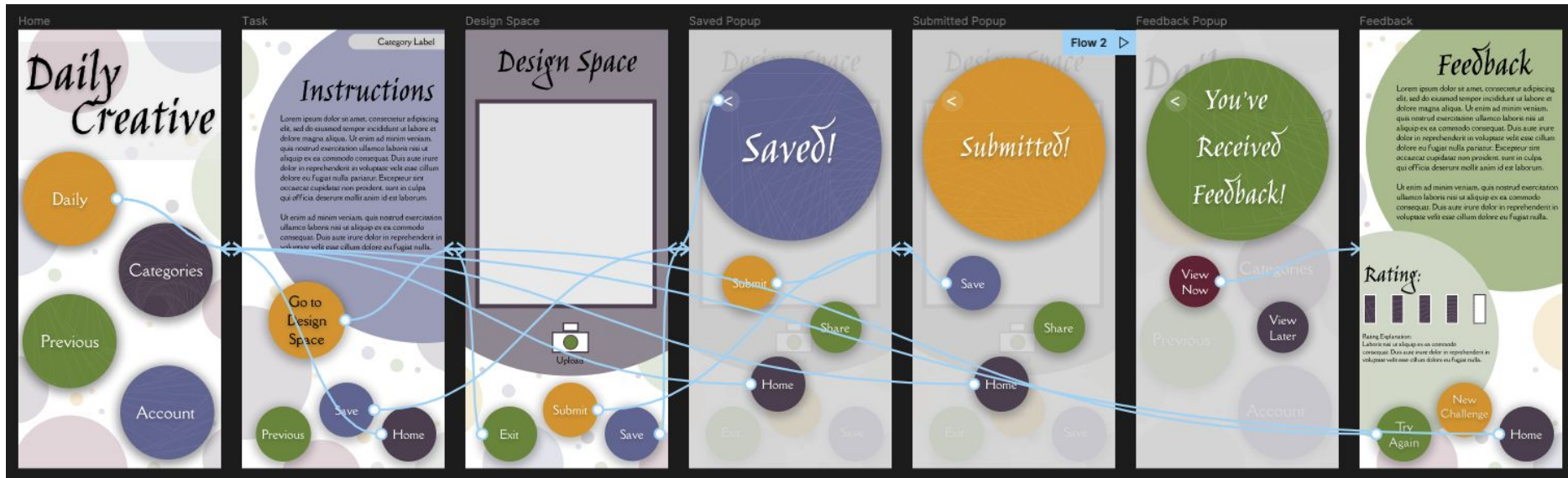


Mockups



High-fidelity prototype

[Link to high-fidelity prototype](#)



Accessibility considerations

1

Chose colors that contrast
so that text is more easily
read

2

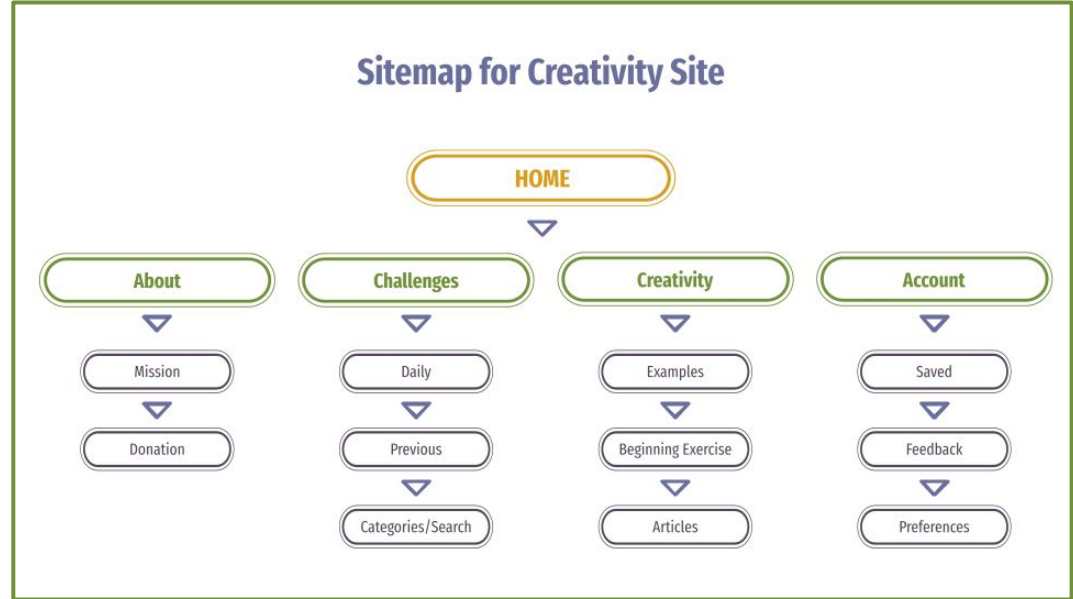
Clear labels for interactive
elements that can be read
by screen readers

Responsive Design

- Information architecture
- Responsive design

Sitemap

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



Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app gives users a chance to practice building up their creativity and provides feedback and chances for improvement. The site additionally gives the user articles about creativity and techniques to use to help improve their creative thinking.



What I learned:

This project helped me focus on the idea of a specific user flow in my prototypes instead of just designing random useful screens.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my creativity app and site! If you'd like to see more or get in touch, my contact info is provided below.

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