

Katherine Okpara

Aspiring User Experience Designer

Bachelor of Arts, Psychology
University of California, Berkeley
Aug 2012 - May 2016

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Katherine Okpara: Behavior Enthusiast & Algorithmic Thinker



Greetings!

- ❖ I am passionate about co-design and how it enhances user experience research.
- ❖ While a great amount of my education focused on how cognitive and neurological factors influence behavior, I became interested in technology after taking design and data science classes during my senior year.
- ❖ In my free time, you can find me writing poetry, studying languages, and, most recently, learning more about the ins and outs of product design!

What I've Been Up To In 2016 & 2017

Work Experience

- ❖ **UX Analyst**, Help-Full, Oct 2016 – December 2017
- ❖ **Marketing & Operations Intern**, FR8 Revolution, Inc., February 2017 – April 2017
- ❖ **Caregiver**, Private Employer, September 2014 – May 2017
- ❖ **Teacher**, Code NinjaZ, September 2016 – January 2017
- ❖ **Teaching Assistant**, Early Academic Outreach Program, June 2016-July 2016
- ❖ **Research Assistant**, CITRIS, February 2016 – May 2016
- ❖ **Research Assistant**, Jacobs Lab for Cognitive Biology, May 2014 – May 2016

Skills

Content Strategy, Structured Interviews, User Stories and Flows, Survey Research, AdWords, Facebook Ads, A/B Testing, Content Curation, Trello Project Management, Basic HTML/CSS/javascript

2016-2017: A Journey from Recent Psychology Graduate to UX Analyst

This portfolio documents my work as a UX Analyst for an Oakland-based startup.

I met Help-Full's co-founders at a conference called Aging 2.0, in October 2016. At this conference we discussed the importance of considering social engagement factors and quality of life, when producing software and services for older adults.

When I started working with Help-Full, the team had already undertaken an initial phase of design ideation and development but hadn't fully defined their business model, requirements, and goals. I was added to the team with the purpose of designing the user experience of Help-Full's minimum viable product (MVP).

2016-2017: A Journey from Recent Psychology Graduate to UX Analyst

I committed to 3 primary objectives, for my 1-year term with Help-Full:

- ❖ Identifying and reaching out to intended users of the product, giving deep consideration to their goals, desires, and pain points
- ❖ Defining and documenting the essential features and requirements that would comprise the minimum viable product
- ❖ Creating scalable processes and emphasizing principles of universal design

From Concept to Implementation: Designing Help-Full's Web App User Experience

UX Analyst, Help-Full

Oct 2016 - Dec 2017

From Concept to Implementation: What is Help-Full?

Help-Full is a marketplace that enables older adults to get assistance with everyday tasks and activities from a compatible Helper.

Help-Full's value proposition is to bring more enjoyment and engagement to the lives of older adults and empower them to maintain their sense of independence.



From Concept to Implementation: The Marketplace

A two-sided marketplace entails designing for the needs and experiences of two distinct user groups

Get Help

Members are older adults (or family members on their behalf) who need a little help with everyday tasks

Give Help

Helpers are typically college students or recent retirees with an interest in social work, medicine, or eldercare

The Pilot: Structured Interviewing, Matching, Card Sorting, and Feedback

In February 2017, we conducted a 10-week pilot at an independent senior living center in Oakland, California.

To attract participants, we held an info session at the senior living center. To recruit Helpers, we posted flyers around target places in Oakland.

Some of the “visits” that occurred during the pilot included Helpers providing transportation for errands, Members and Helpers going out to live performances, and Helpers assisting with general housework.

After the pilot we held interviews to collect feedback on their experiences.

The Pilot: Structured Interviewing, Matching, Card Sorting, and Feedback

Early Matching Logic

- ❖ I created a matching questionnaire with influence from the questions found in personality tests, psychological research, and dating apps. *This questionnaire is under an NDA and will not appear in this portfolio.*
- ❖ All pilot participants filled out this questionnaire and were matched based on their interests, personality, and needs.
- ❖ We assessed the quality of matches through explicit feedback from participants and comparative analysis of questionnaire responses from paired Members and Helpers.
- ❖ This assessment is the foundation of the logic behind Help-Full's matching algorithm.

1. Survey seniors, family members, and volunteers to answer these key questions:

What Attributes Make A Good Helper? (for volunteers: What Makes Me A Good Helper?)

- What does "good" mean to you? Which qualities is this definition based on?
- Effective, reliable, patient, responsible, organized, multi-faceted, personable, etc
- Goal: record 2-3 "essential" attributes from each family/senior – these are the most important things the potential helper must contribute

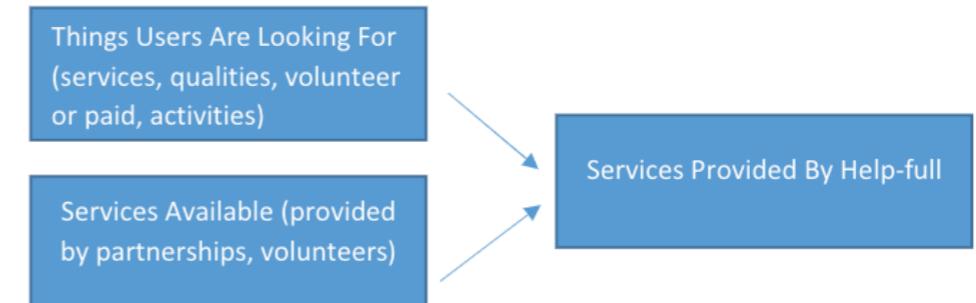
2. Rating & Ranking Domains & Attributes

What Constitutes A Good Match?

- What people value can be heavily influenced by what their circumstances require
- What qualities are people willing to sacrifice in order to secure the essential attributes?
- Good matches can be made up of qualities that cross a few domains (personality, skill, availability, training, interests, etc)

Example: If Anna has 3 or more of the essential attributes and 2 or less unfavorable attributes, can Help-full determine that Anna is a good match?

- What domains are the attributes from? How strongly did the family or senior rate the domains in question (not very important, important, very important)?



required = list of family/senior's essential attributes

top4 = Anna, Jessica, Kunal, Michael #potential helpers

For helper in top4:

If helper does not have attribute(s) listed in required:

Remove helper from top4

The Pilot: Structured Interviewing, Matching, Card Sorting, and Feedback

Some quotes from pilot participants.

I presented quotes from the post-pilot interviews as a weekly series of testimonials on the Help-Full [Facebook page](#).

What do you like best about Help-Full visits and why?

"I like the quality of the people, and I'm hearing that from other people as well. High quality people. Good people. People with a heart. Intelligent people. And they do exactly what it is that you need help with."

-D.L., Help-Full Member

Was there a particular moment during a visit that stood out for you?

"...She actually wants me to be real with her. She doesn't care if I swear, she doesn't care what I say. She just wants to have a conversation and that was cool. She just talked about everything...From fitness to politics to Oakland."

-M.H., Help-Full Helper

The Pilot: Structured Interviewing, Matching, Card Sorting, and Feedback

We later conducted user feedback sessions that focused on our older users' opinions on website appearance, brand, and usability.

Additionally, the users participated in a card-sorting activity in which we assessed their interest in a variety of tasks and activities that could be included as options for "visits" in the app.

We did this exercise to create bins of specific tasks and activities that would be portrayed as general categories that represent the most commonly requested visits.

The Pilot: Structured Interviewing, Matching, Card Sorting, and Feedback

Some comments from older users during our post-pilot feedback session at the senior living center:

-Is the font style readable without making the screen larger?
-Legible but a little small; font seems especially small on form checkboxes "Giving Help" and "Getting Help" and the line about "terms and services"

-Do you find it clear which steps to take if you want to become a Member?
-Yes, very clear → click "Get Help" to sign up

-Infograph comparison - test sequence, colors, and words
-Prefers infographic with "Review" included → wondered if "review" is specific enough
-Isn't 'sign up' and 'request help' the same?
-Not clear what "visit" means in infographic
-Do I click on this infographic?"

Profile Prototype

Photo

-open to uploading a picture but would not want to be required; she's not used to uploading photos and wouldn't want to bother with it - effort issue rather than privacy
-dragging the image size was confusing → "why would you want to do it?"
-suggests explaining it as "resizing" or "cropping"

Tasks/Interests

"Transportation" instead of "Car Rides"
Shopping/Groceries included in categories → separate from errands

Bio

Would probably skip the "tell me about yourself" section → "too much trouble"

-What are your thoughts on the landing page?
-Older woman in photo above the fold looks "ga ga"
-She looks helpless; She's smiling and happy but looks dependent; She looks less alert than most of the "residents here"
-Would watch video → thinks at least 2 minutes is a good length
-Good examples provided in the video
-Nice to see the example of getting Help-Full through an employer
-Closed captions available for the video would be helpful
-Really loves the picture of the two men
-Would be interesting to see reviews of Help-Full on the landing page → like Yelp
-Getting a better sense of the experience
-two-sided review process is a good idea

Is the font style readable without making the screen larger?

-Larger font that you can read without having to zoom in

Infograph comparison - test sequence, colors, and words

-Infograph is a good touch → follows the experiences & each step of Help-Full's process
-Likes newer version of the infographic; icons match the words well
-Thoughts on "visit" → "meetup", "encounter", "getting to know"

Profile Prototype

Photo

-Would upload a picture but may have some trouble doing it

UX Analysis: User Stories, User Flows, and Wireframing

Data Collection > User Stories

- ❖ After conducting interviews and surveys with users from the pilot, I extracted insight on user desires and thought process from their responses
- ❖ I then balanced user desires with business needs to create user stories

ONBOARDING/PROFILE

Helper

- As a Helper candidate, I need to be able to register online through Help-Full's website.
- As a Helper candidate, I need to schedule an interview with a HF representative so that I can gain access to the platform.
- As a Helper, I want to be able to add other interests to my profile, if they are not listed.
- As a Helper candidate, I want to be able to save my answers, if I need to finish creating my profile at a different time.

Member

- As a Member, I need to be able to register online through Help-Full's website.
- As a Member, I want to call Help-Full and schedule visits, if I am not comfortable using the internet.
- As a Member, I want to be able to save my answers, if I need to finish creating my profile at a different time.

SCHEDULING

Helper

- As a Helper, I need to enter my general availability. I want to update this availability with any dates or times I'll be inactive and if my availability changes.

Member

- As a Member, I want to enter details of my requests into the Help-Full app and find a Helper.

PAYMENT

Helper

- As a Helper, I'd like to be paid via direct deposit into my bank account.

Member

- As a Member, I need to be able to access my invoices and make payments online.
- As a Member, I want to see a history of my payments made on Help-Full.

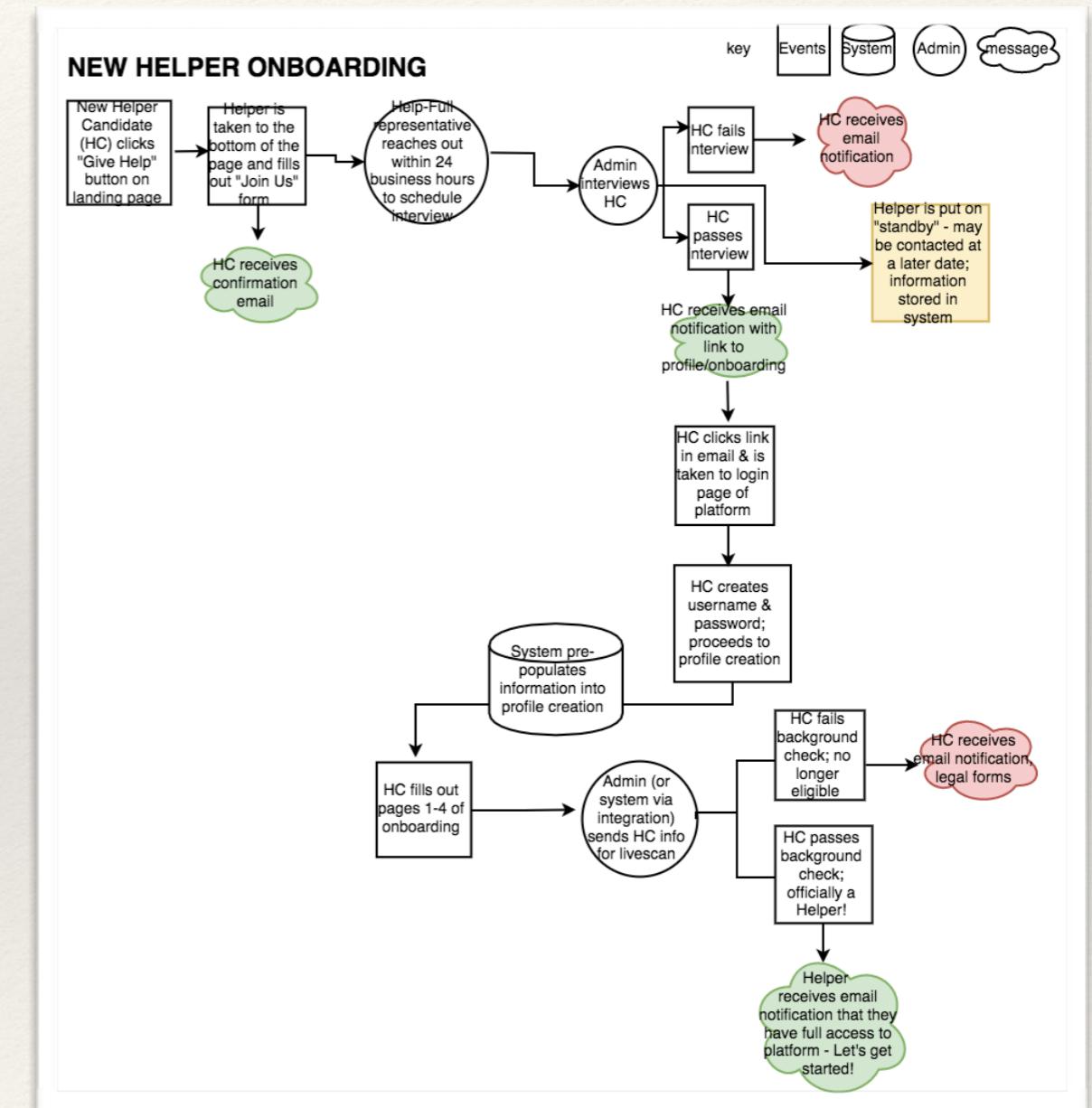
Help-Full Admin

- As a Help-Full admin, I need to create invoices that can be sent to a Member through Help-Full's platform.
- As a Help-Full admin, I want to select a Member's name from the list and see their visit history.
- As a Help-Full admin, I need the visit details to pre-populate the invoice fields, after selecting the Member's name and visit number.
- As a Help-Full admin, I need to be able to "void" a transaction, if a mistake has occurred.

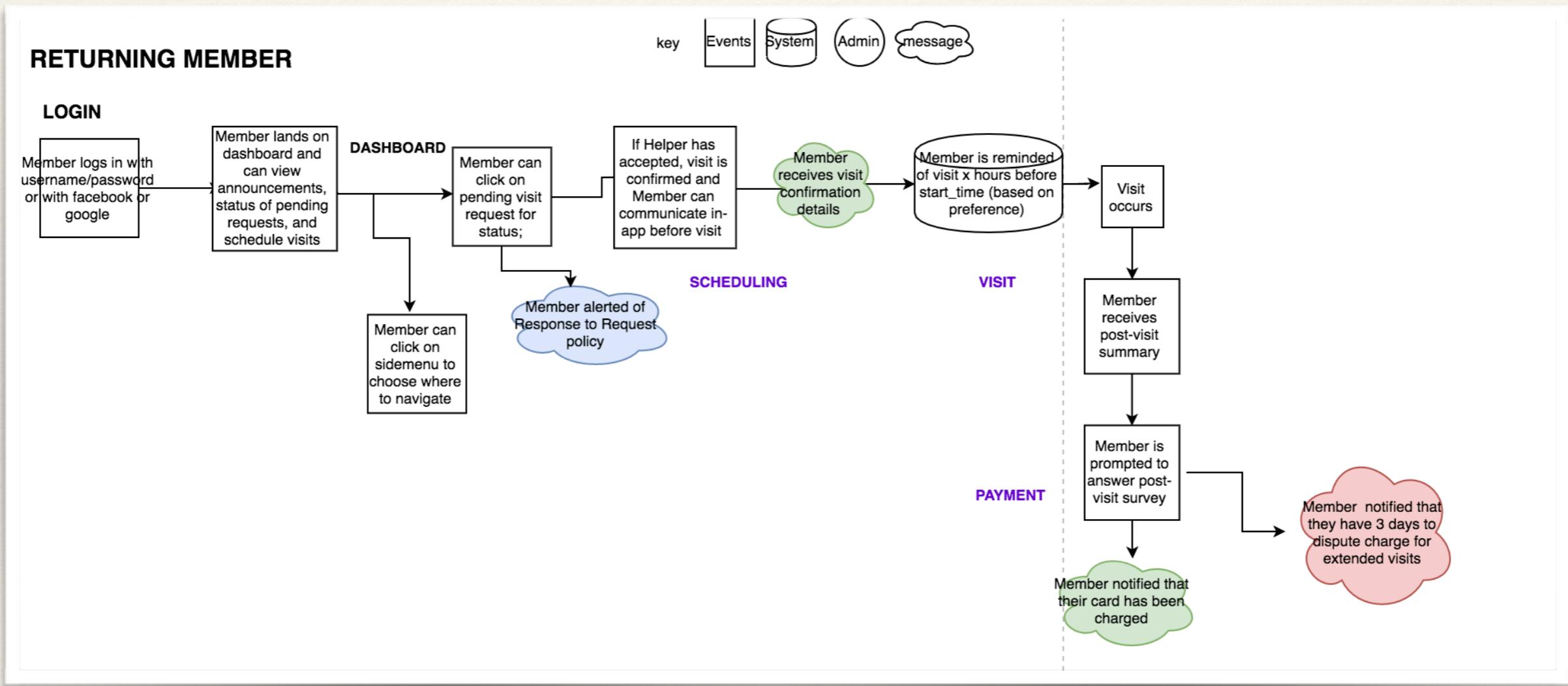
UX Analysis: User Stories, User Flows, and Wireframing

User Stories > User Flows

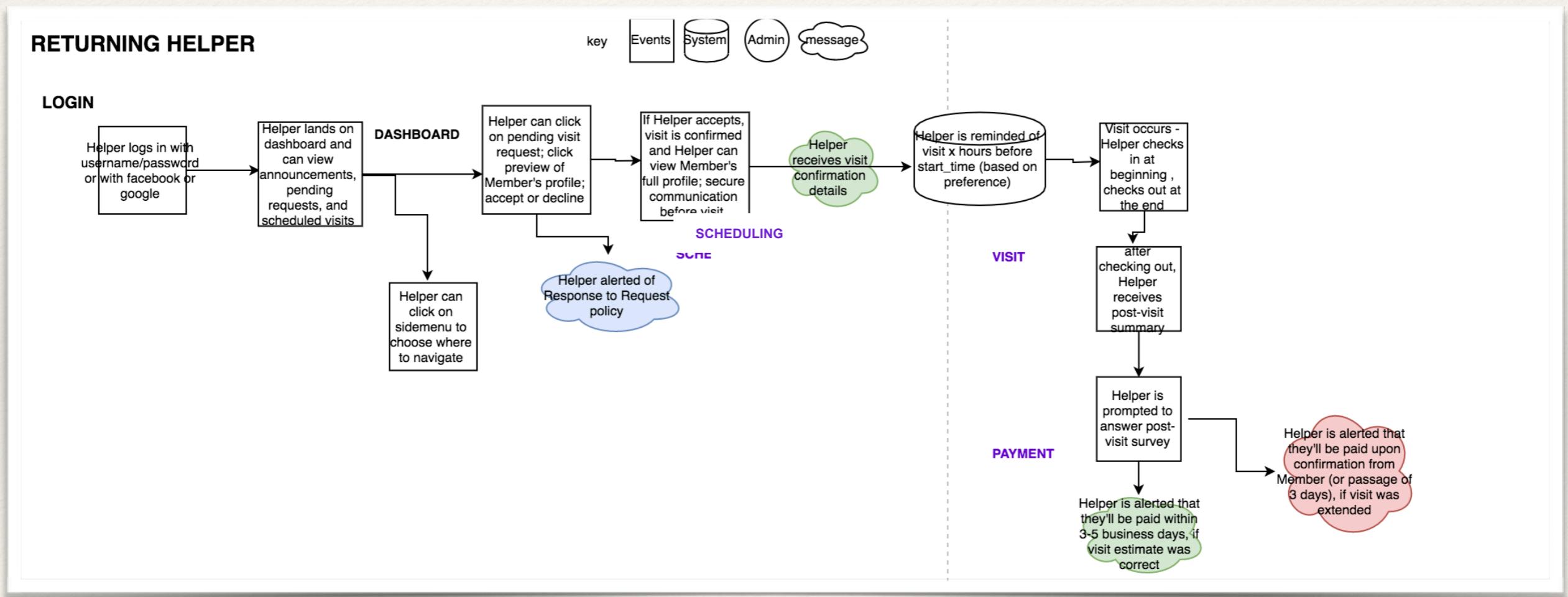
- ❖ Using [draw.io](#), I created "end-to-end" user flows to outline actions that users would need to complete - this was done for the perspectives of Members, Helpers, and Help-Full Admin
- ❖ I also focused on specific features and created detailed site flows



High Level User Flow: Member Perspective

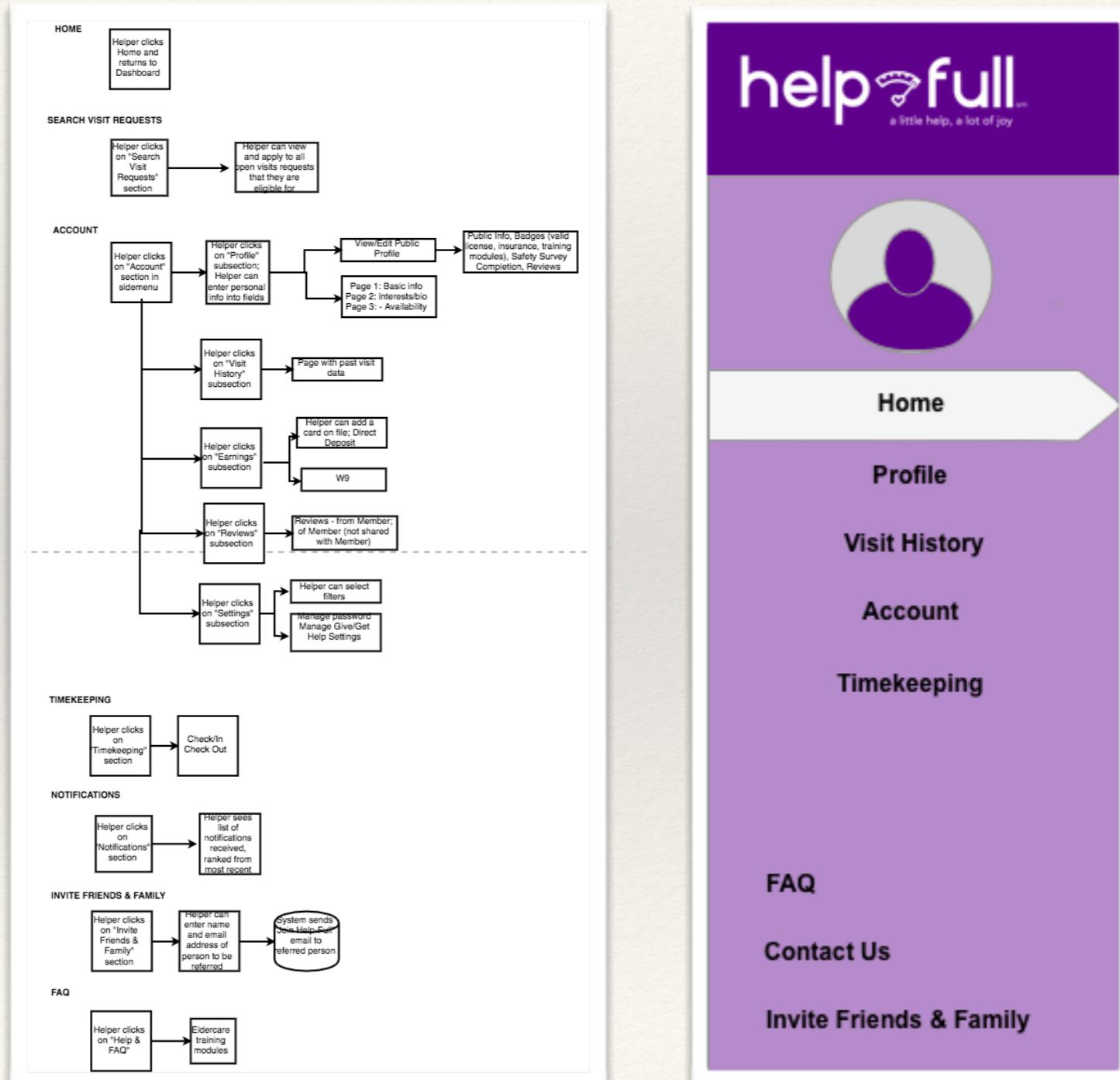


High Level User Flow: Helper Perspective

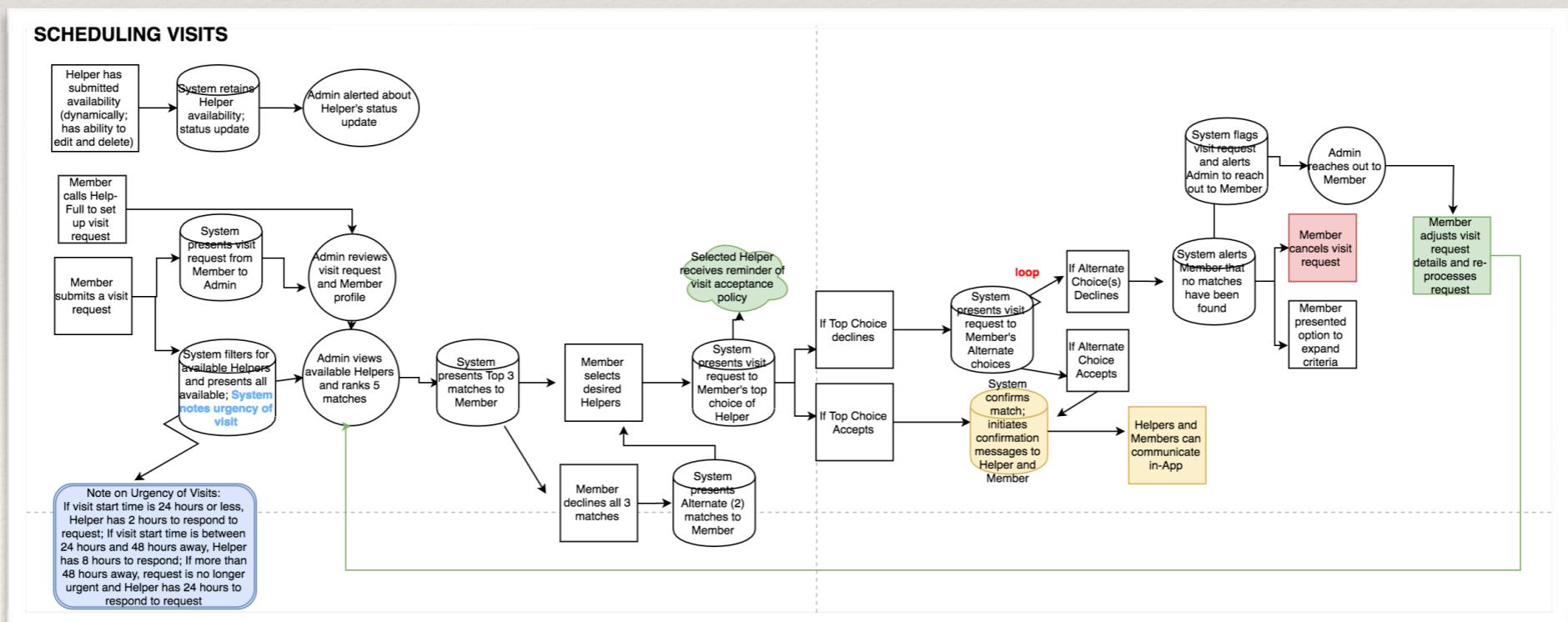
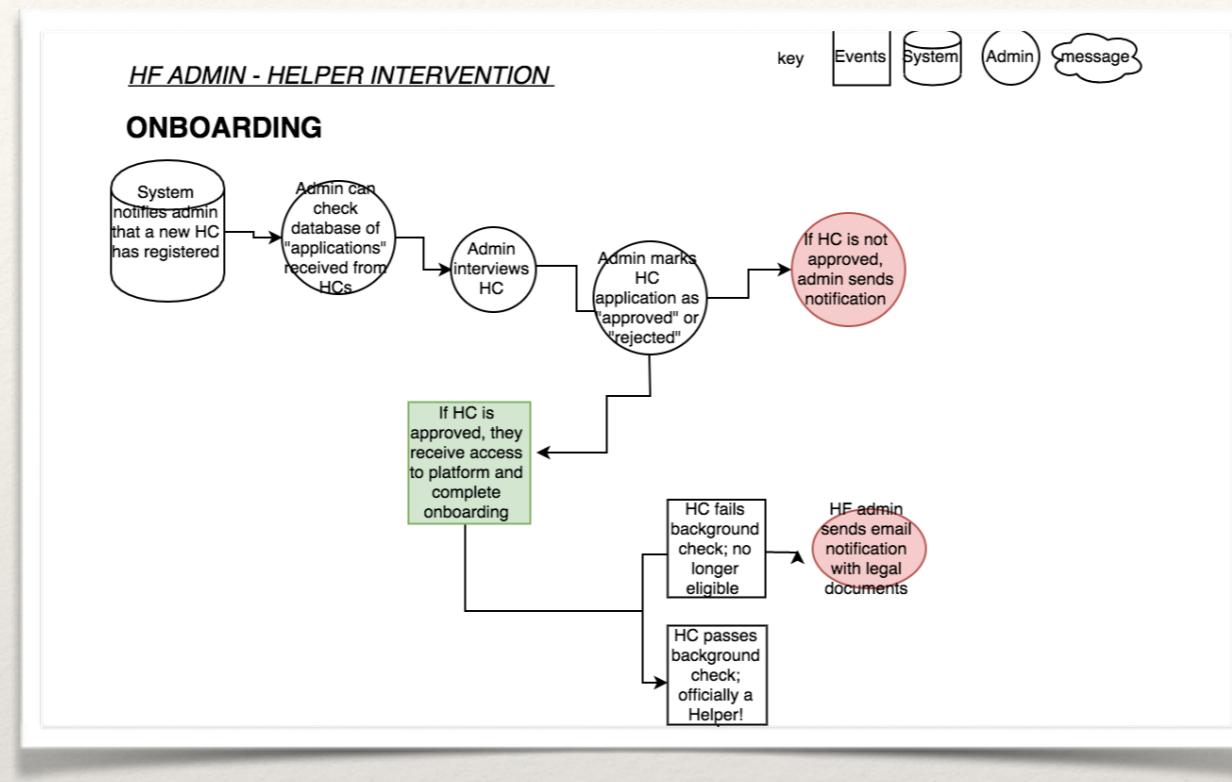


High Level User Flow: Helper Perspective

Left Navigation Map Compared with Sample Wireframe



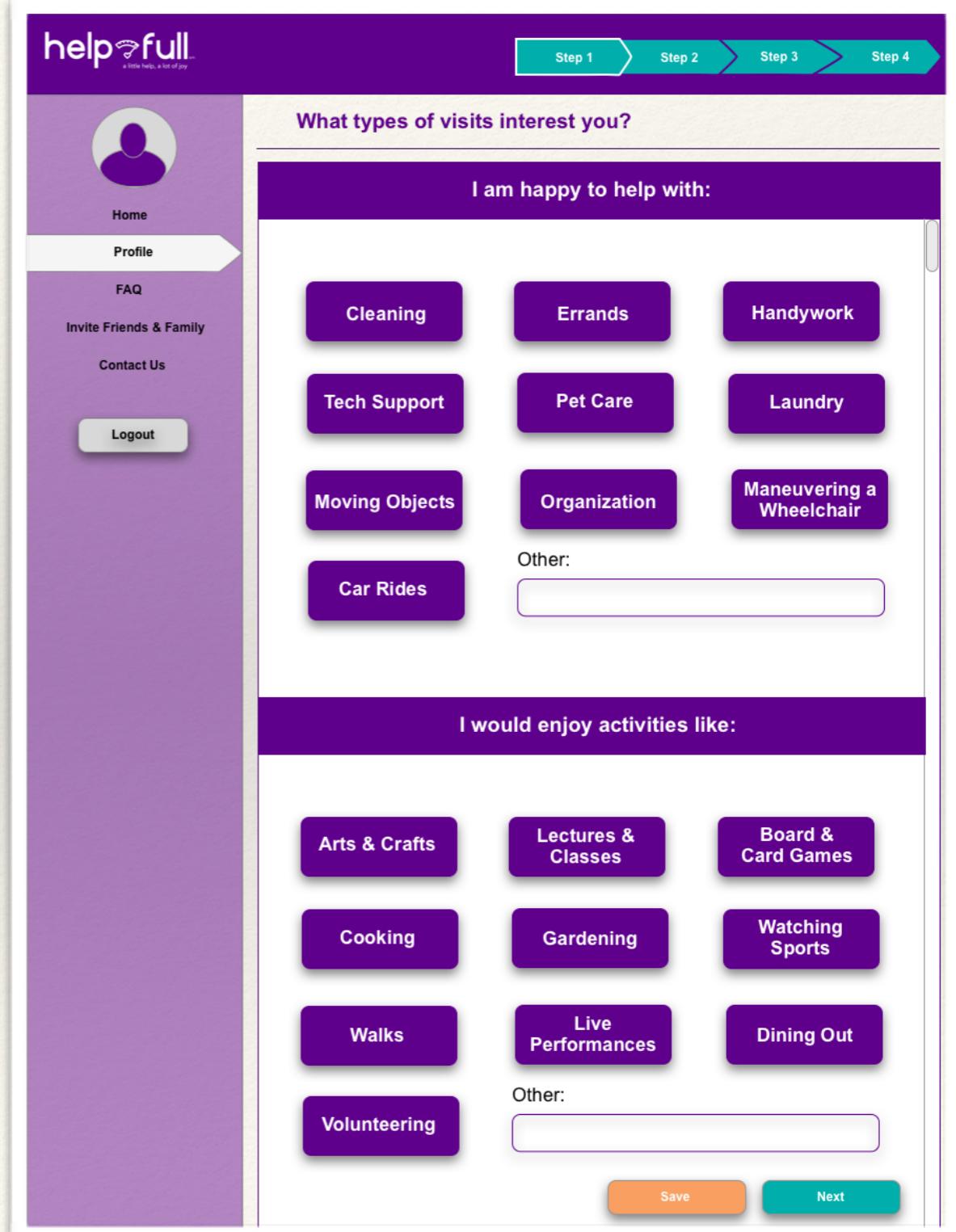
High Level User Flow: Help-Full Admin Perspective



UX Analysis: User Stories, User Flows, and Wireframing

User Flows > Wireframes

- ❖ I worked with Help-Full's UI/UX Designer to first create low-fidelity sketches, then medium to high-fidelity wireframes
- ❖ While Help-Full's UI/UX Designer produced most of the higher fidelity wireframes, I began to work more with Sketch in September 2017. Wireframes included in this portfolio were created by me!



Sample Helper Dashboard Wireframe Created in Sketch

helpfull
a little help, a lot of joy

Logout



Home

Profile

Visit History

Account

Timekeeping

FAQ

Contact Us

Invite Friends & Family

Welcome, User

Search Open Visits

Upcoming Visits

| Date | Visit Details | Action |
|-----------------------------|---|----------------------|
| October 17, 2017 at 2:30pm | Visit Details:  Member Name | Reschedule Cancel |
| October 24, 2017 at 10:30am | Visit Details:  Member Name | Reschedule Cancel |
| October 28, 2017 at 4:30pm | Visit Details:  Member Name | Reschedule Cancel |

Intro to Business Analysis & Project Management: Functional Requirements and Development Scrums

In February 2017, Help-Full's product manager was unable to continue in the position, and I was asked to take over the role (a leap of faith).

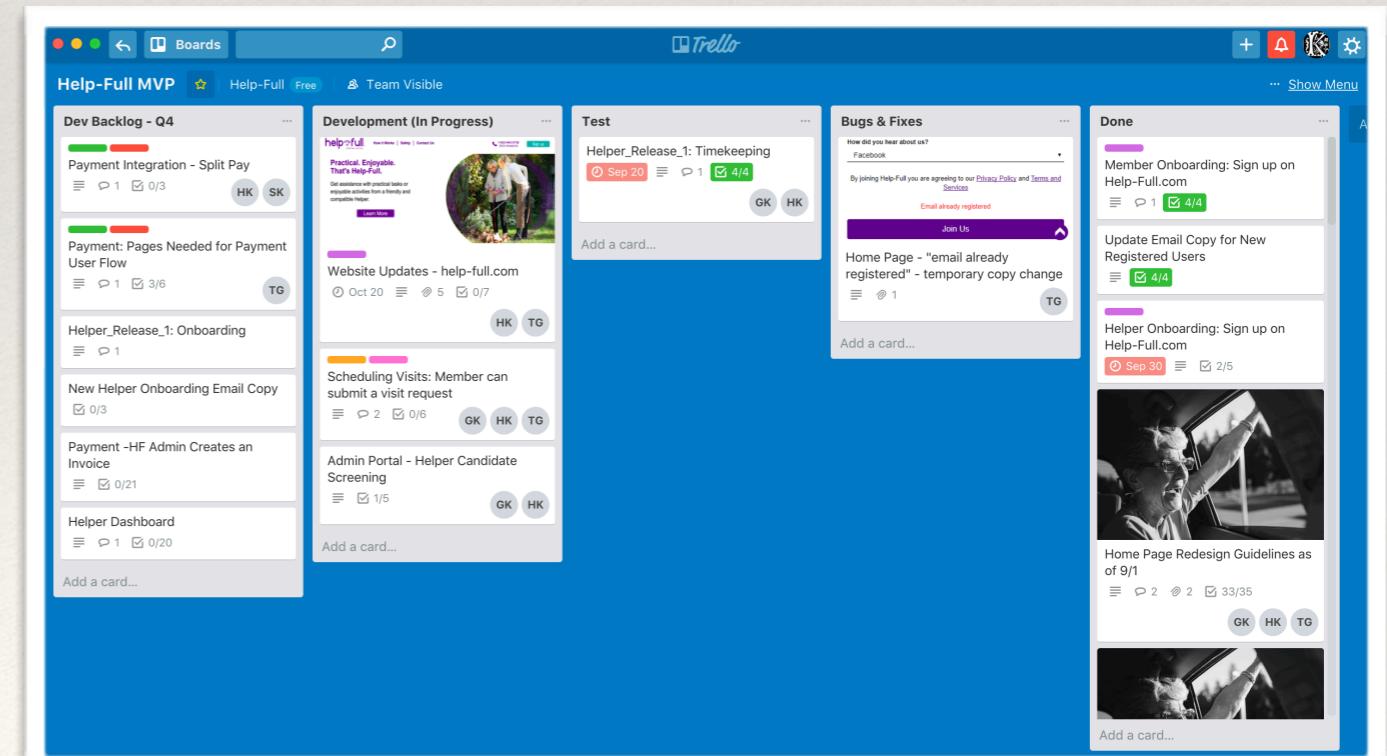
After assuming this role, a great part of my responsibility was to facilitate communication between the different parts of Help-Full's team.

I strategized with the business side to identify key objectives in weekly meetings, refined the requirements and improved the end-to-end user flow outline, collaborated with the UI/UX designer to develop personas and wireframes, and communicated the product requirements to the development team in daily scrums.

Intro to Business Analysis & Project Management: Functional Requirements and Development Scrums

Communication with Developers

- ❖ I led business and development scrums - breaking down ideas and requirements from the business team into manageable feature requests for Help-Full's developers
- ❖ I am steadily studying web development and have gained more familiarity with client-side and server-side technologies



Intro to Business Analysis & Project Management: Documenting and Managing Product Requirements in Trello & Aha

Aha! Help-Full Web App Product Strategy Releases Ideas Features Reports

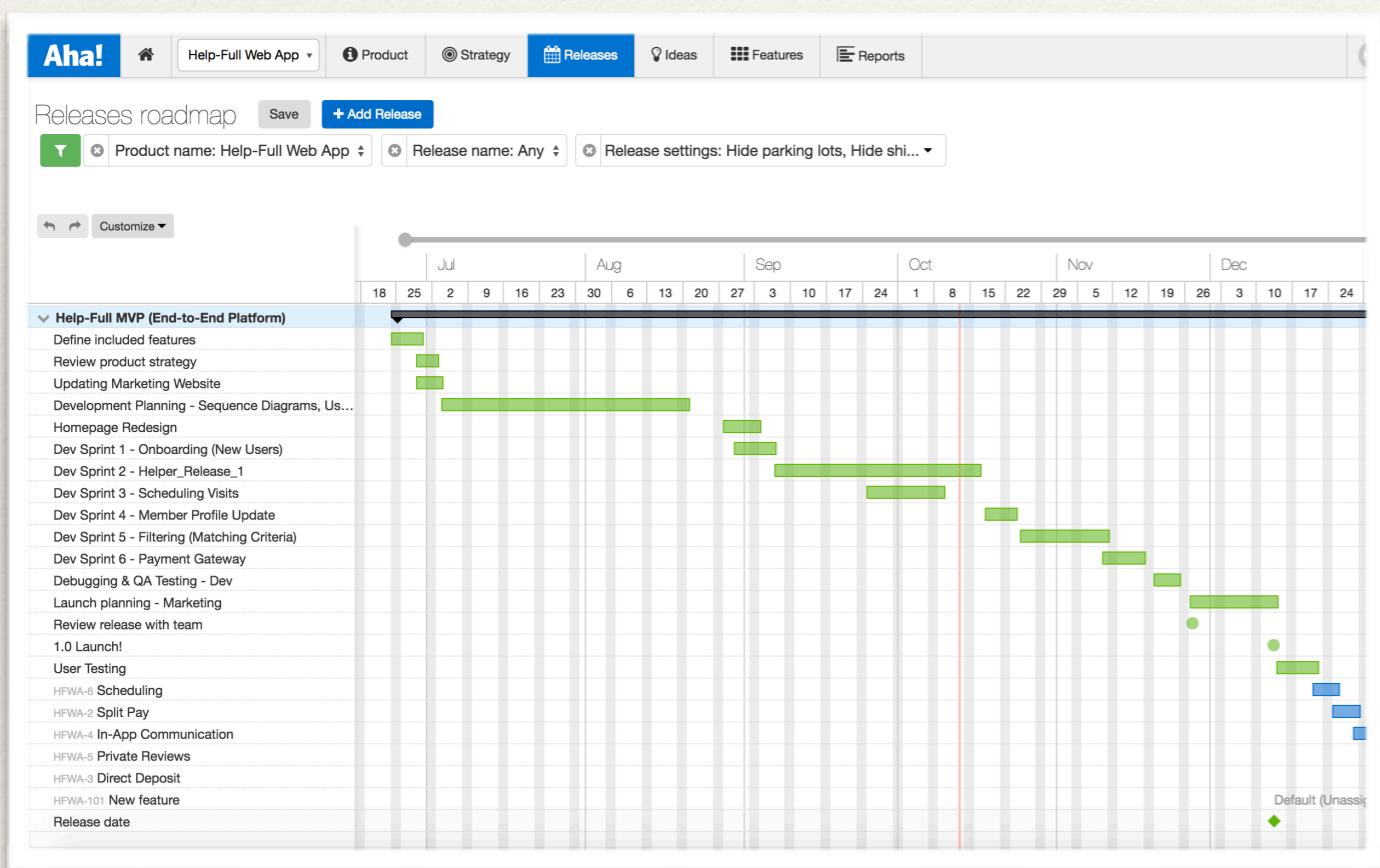
Releases roadmap Save + Add Release

Product name: Help-Full Web App Release name: Any Release settings: Hide parking lots, Hide sh...

Customize

Help-Full MVP (End-to-End Platform)

- Define included features
- Review product strategy
- Updating Marketing Website
- Development Planning - Sequence Diagrams, Us...
- Homepage Redesign
- Dev Sprint 1 - Onboarding (New Users)
- Dev Sprint 2 - Helper_Release_1
- Dev Sprint 3 - Scheduling Visits
- Dev Sprint 4 - Member Profile Update
- Dev Sprint 5 - Filtering (Matching Criteria)
- Dev Sprint 6 - Payment Gateway
- Debugging & QA Testing - Dev
- Launch planning - Marketing
- Review release with team
- 1.0 Launch!
- User Testing
- HFWA-6 Scheduling
- HFWA-2 Split Pay
- HFWA-4 In-App Communication
- HFWA-5 Private Reviews
- HFWA-3 Direct Deposit
- HFWA-101 New feature
- Release date



Trello

Member User Requirements MVP

Account: Profile 0/8

Scheduling Visits: Member can submit a visit request 0/5

Scheduling: Unique visit identifier linked to each pending visit request

Scheduling: Member is shown Top 3 matches for Helpers and ranks choices 0/5

Scheduling: Member clicks a final "Confirm Visit" button after Helper accepts visit request

Pre-Visit: Member is reminded that they must add payment option before confirming visit 0/2

Add a card...

Helper User Requirements MVP

Child Care Availability

Please revise your schedule dates and verify your available times are still correct.

Full-time Schedule valid from 1/2/2012 to 1/31/2012

Apply Changes to all Services

| | Available | Unavailable | Sun | Mon | Tue | Wed | Thu |
|----------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Early Morning (6am-9am) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Late Morning (9am-12pm) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Early Afternoon (12pm-3pm) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Late Afternoon (3pm-6pm) | <input checked="" type="checkbox"/> |
| Early Evening (6pm-9pm) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Late Evening (9pm-12am) | <input checked="" type="checkbox"/> |
| Overnight (12am-6am) | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Account: Profile 0/15

Search Visits Requests: View open Member requests and apply 0/4

Scheduling: Unique visit identifier linked to each pending visit request

Scheduling: Receive a visit request and view a Member's profile 0/1

Scheduling: Accept or Reject a visit request from a Member 0/1

Add a card...

From Concept to Implementation: Developing & Testing Help-Full's MVP

- ❖ At the end of the pilot, Help-Full converted ~80% of participants into paying Members and retained ~70% of Helpers
- ❖ To support operation, we initiated online and print marketing campaigns, increasing supply and demand from both sides of the marketplace - I worked with the business team to create content for Help-Full's social media, website, and marketing collateral.
- ❖ Help-Full's development team began to segment production of the app's functionality, according to priority
- ❖ Help-Full will continue to test functionality with users in order to iterate and improve development output

Thank you very much for your time!

My work with Help-Full was multi-faceted, with equal weight given to user experience research and design, business and content strategy, and project management.

This project, combined with my past work in experimental psychology research, has supplied me with a strong foundation for growth in user experience.

I am working toward becoming a User Experience Designer who promotes effective communication and accessibility.