Design Study Partner Finder

Marcel

Project overview

The product:

This webapp is designed to help online design students to find study partners and study groups with no friction.

Project duration:

July 2021 - August 2021

Search   Account   Login/Signup

Filter

Rachel
Design Major

Second Year

Invite

Anastasia
Design Major

Second Year

Invite

John
Design Major

Second Year

Invite

Catelyn
Design Major

First Year

Invite

Jackson
Design Major

Second Year

Invite

Josh
Design Major

Second Year

Invite

About Us
Contact Us
Help
FAQ

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Project overview

The problem:

Current forum like solutions are intimidating for introverts.

The goal:

Provide stress free way of looking for study partners and study groups.

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Project overview

My role:

UX Designer designing the website from conception to delivery

Responsibilities:

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

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

I conducted interview remotely to gain insight and understand the pain points of our users. A primary user group identified through research were introverts who couldn't muster up the courage to contact people in online school.

User research: pain points

1

Intimidating

It's intimidating to put yourself out there looking for study partners.

2

Hard to schedule online

It's very difficult to keep track of classes and study time when attending online school.

3

Can't find like-minded peers

It is hard to find like-minded peers who want to level up their design game when all you have is their name.

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Persona: **Name**

Problem statement:

Macaila is a design student who needs a quick way to find study groups because she is introverted and busy.

"I want to become the best designer I can be!"

Macaila

Age:	20
Education:	Design Student
Hometown:	New York
Family:	Parents, Little Sister
Occupation:	Student

Goals
- Break into the design industry
- Sharpen her skills as a designer

Frustrations
- Hard to go out of her way to find people to bounce ideas off of, especially in her online school

Macaila is a 20 year old student who dreams of one day working in the design industry.
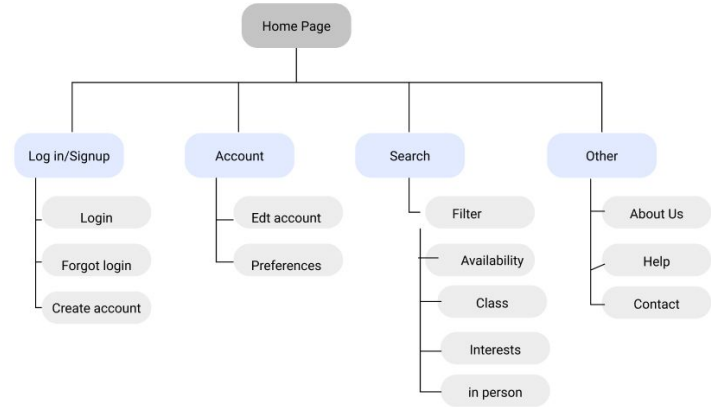However, she struggles in finding like minded peers to work with in her online design school.

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User journey map

Persona: Macaila

Goal: Quickly find a study partner for design work

ACTION	Install App	Input Preferences	Look through options	Choose a partner	Start studying!
TASK LIST	Tasks A. Download app B. Verify Identity	Tasks A. Fill out small questionnaire	Tasks A. Scroll through options B. Compare availability etc.	Tasks A. Select partner B. Schedule time or start immediately	Tasks A. Start a chat/video call
FEELING ADJECTIVE	Hopeful about the prospects of finding a study partner	Imagining the ideal study partner	A little nervous and anxious	Anxious	Nervous but excited
IMPROVEMENT OPPORTUNITIES	Automatically verify identity with school system.	Ability to import availability from calendar app	PIctures or blurb to get to know them before choosing	Ability to schedule repeat study sessions	Ability to share screen/presenter mode.

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
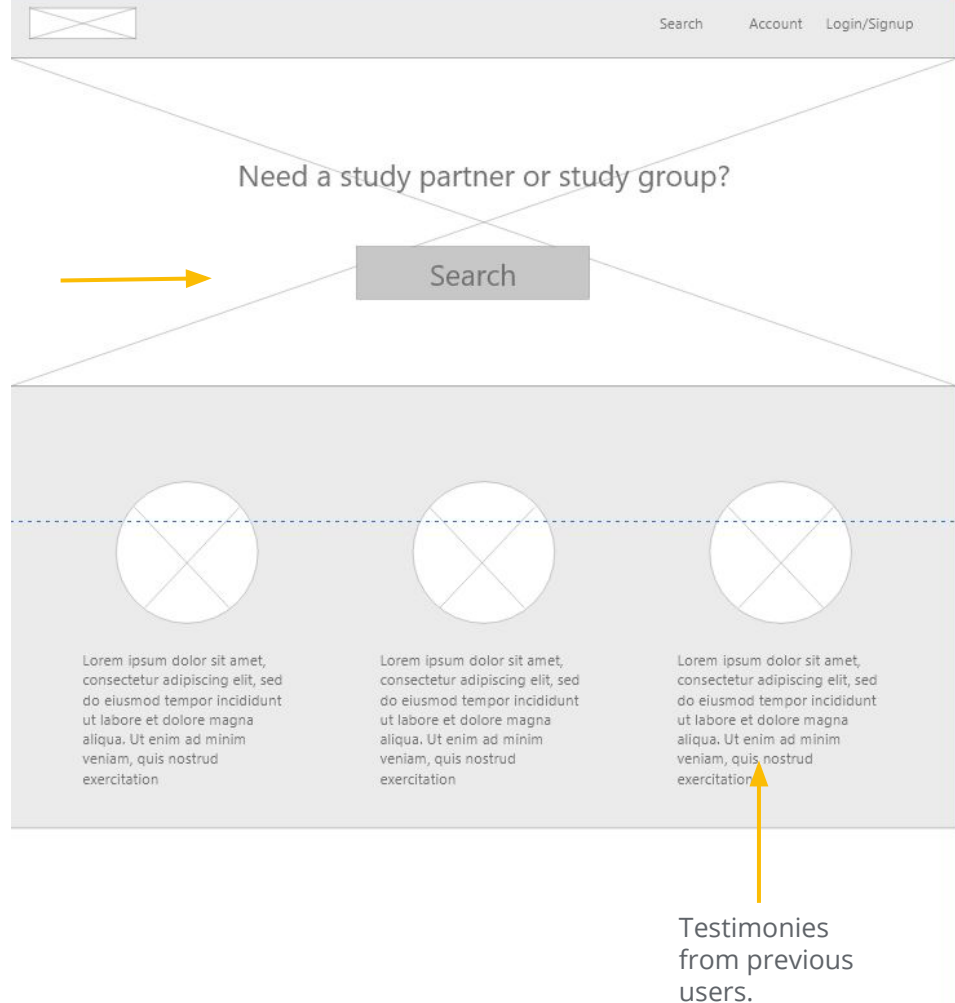
Google

Sitemap

The sitemap was designed
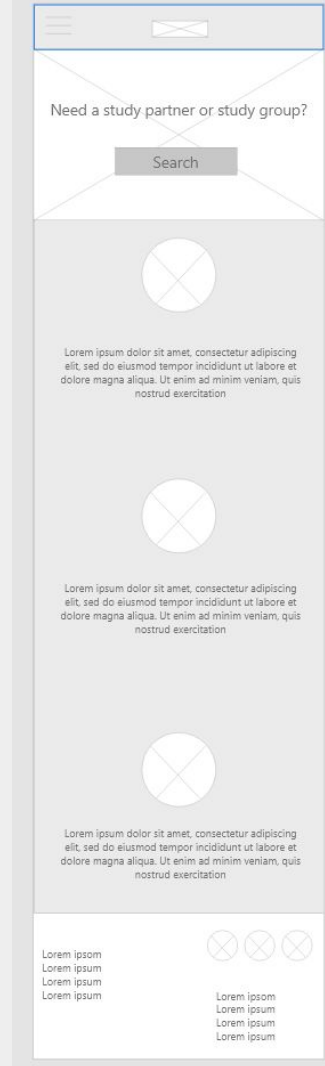to be simple and intuitive.

Digital wireframes

I designed the home screen
with the primary intention
to lead them to the search
partner page. This is why
the call to action in the
middle is so prominent.

Large Call to
Action

Search   Account   Login/Signup

Need a study partner or study group?

Search

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consectetur adipiscing elit, sed
do eiusmod tempor incididunt
ut labore et dolore magna
aliqua. Ut enim ad minim
veniam, quis nostrud
exercitation

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consectetur adipiscing elit, sed
do eiusmod tempor incididunt
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ut labore et dolore magna
aliqua. Ut enim ad minim
veniam, quis nostrud
exercitation

Testimonies
from previous
users.

Digital wireframe screen size variation(s)

When designing for smartphones, I spread the testimonies vertically and enlarged text to be legible.

Low-fidelity prototype

https://xd.adobe.com/view/925947fd-6d6d-426d-86b4-74d382ebd9a8-c70a/
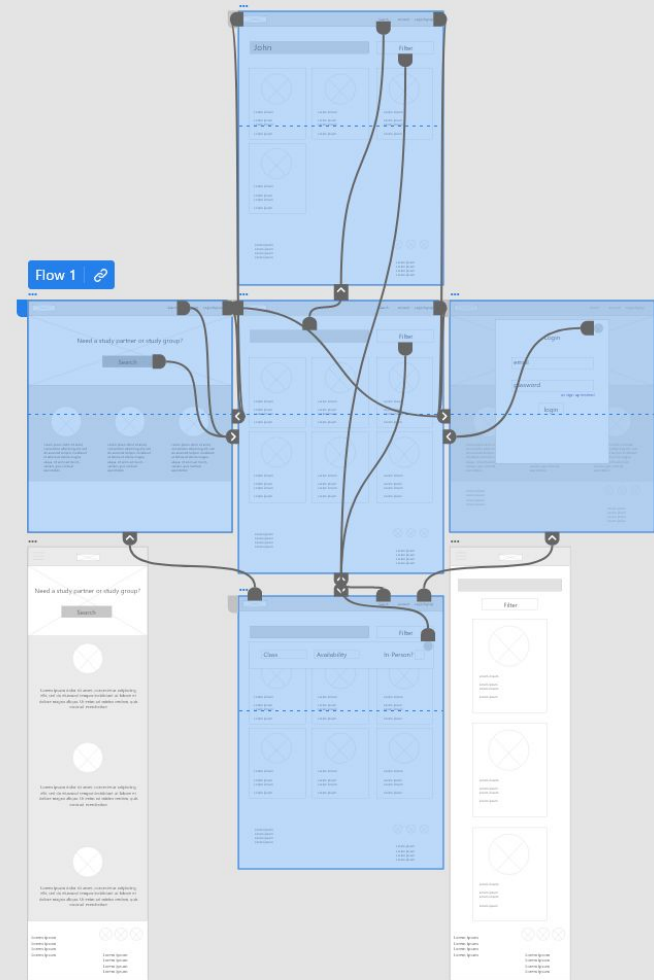
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

5-10 minutes

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Usability study: findings

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

1

What to do next?

Users needed another page after choosing a partner, not just contact information.

2

Scheduling?

Users wanted a feature to schedule specific times with other users.

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Refining the design

- Mockups
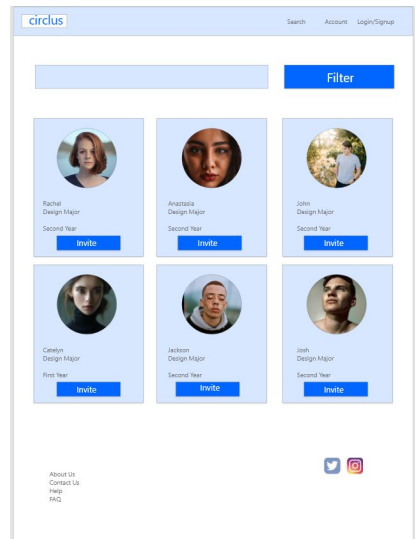
- High-fidelity prototype

- Accessibility

Mockups

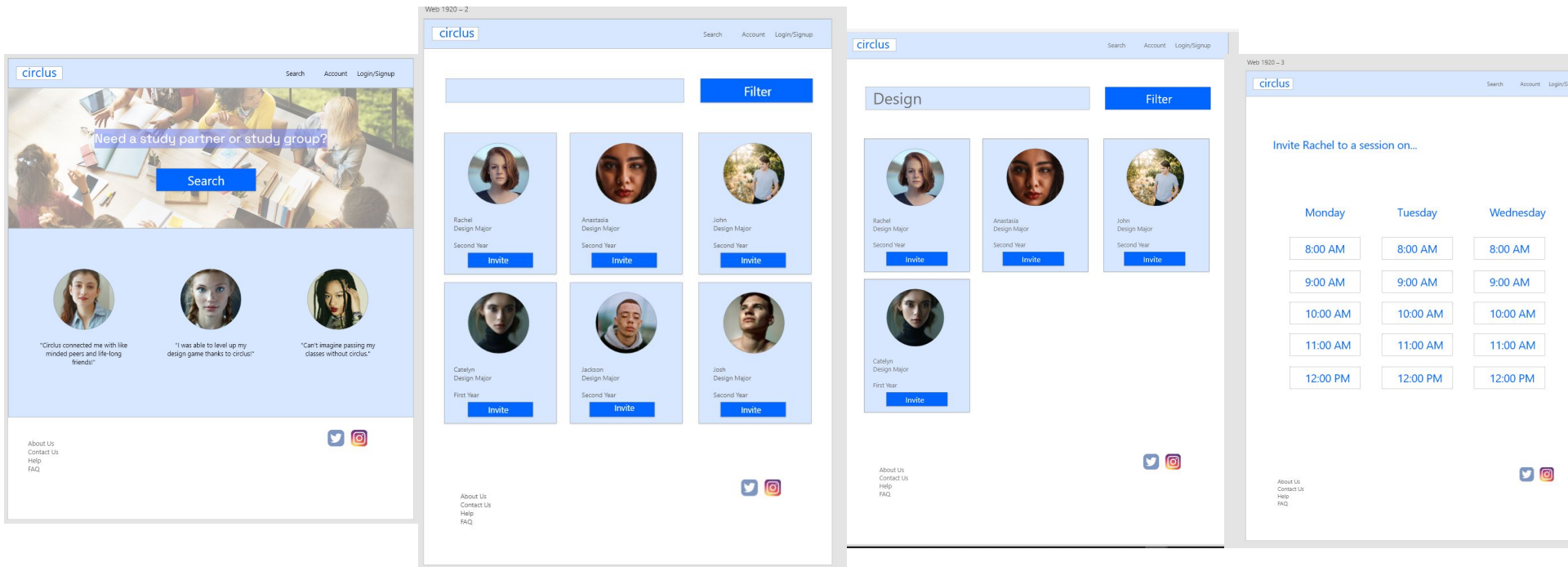In response to feedback, I added the "invite" button to schedule times with other users.

Before usability study
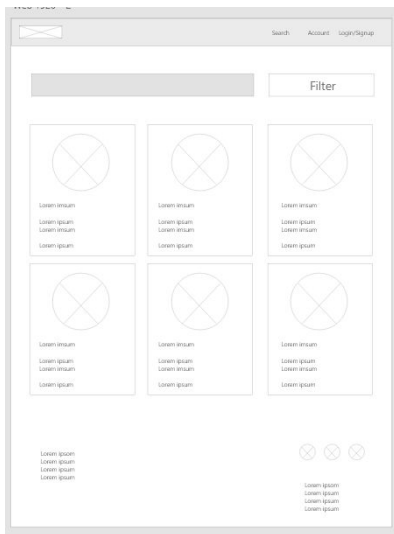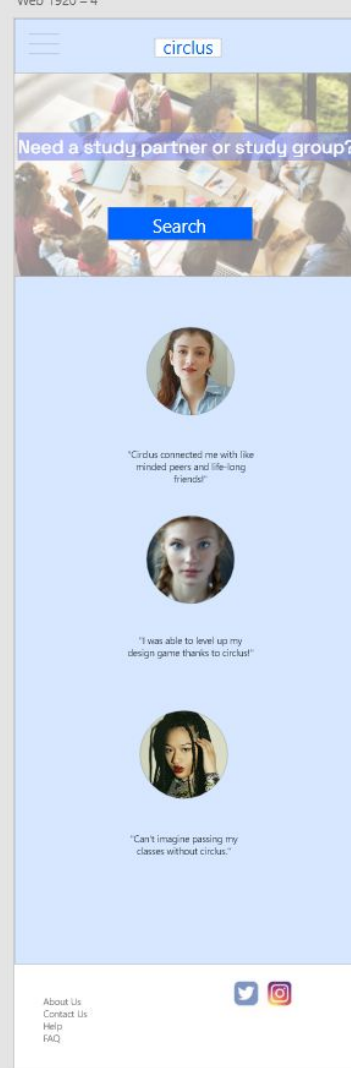
After usability study
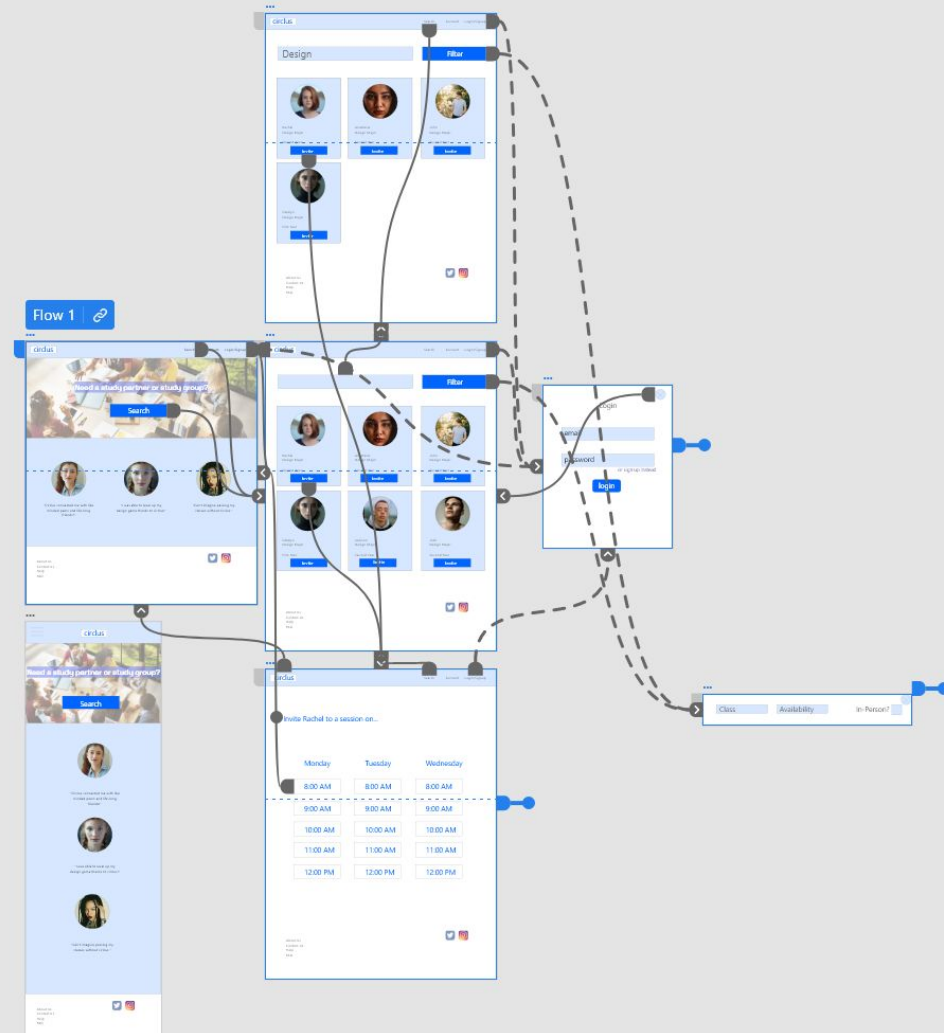
Google

Mockups: Original screen size

Mockups: Screen size variations

I redesigned some screens for use on smaller mobile devices. I made sure to make use of white space.

High-fidelity prototype

https://xd.adobe.com/view/
c7276a44-0452-465d-8911-
b40db36075b0-9274/

Accessibility considerations

1

I made buttons a color with high contrast to they stand out.

2

I made any Call to Action buttons to be very large to be hard to miss.

3

Especially for the screens for mobile devices, I enlarged the text to be legible.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

I believe the website I designed will be able to solve a problem many online students face. Many participants of my usability studies mentioned that they will definitely find use from the website.

What I learned:

I learned that designing responsive websites is not as simple as resizing elements. I have to really think about the use and redesign elements like the navigation bar.

Next steps

1

Conduct another usability study to test the scheduling capabilities of the website since that was a new addition.

2

Finalize design and document specifications to be prepare for the engineering handoff.

3

Experiment with other screen sizes like for tablets so that students using school iPads or school tablets will have a pleasant experience?

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Let's connect!

Like what you saw? Get in contact with me!

kida.marcel@gmail.com