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Hi there!
I'm Mary Luz Navarro.

I'm a UX Designer and illustrator passionate about telling stories and delivering meaningful user expereiences. Currently working at Tecnológico de Monterrey.
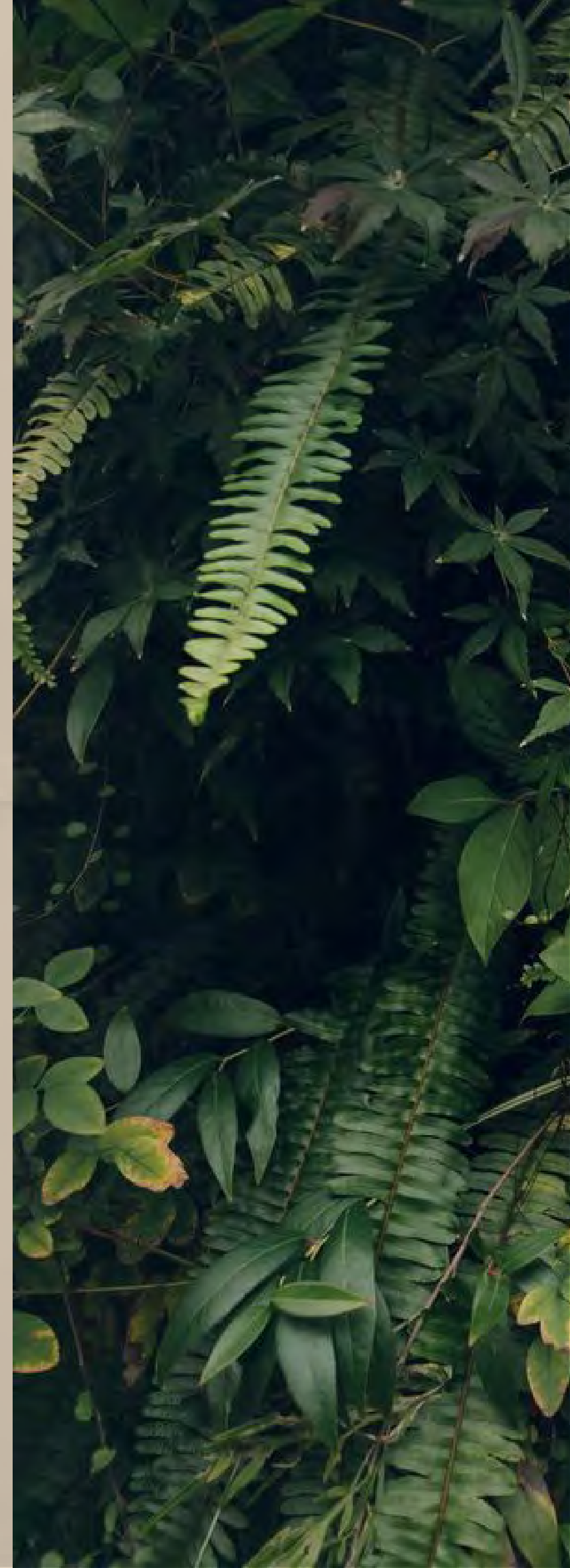
Thanks for being here!

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Parently

Connection. Exchange.
Better parenting.

Parently is a mobile application that helps parents connect with each other online to share important resources, focusing mainly on parenting advice and secondhand baby gear.

Time
1 month

Role
User Research (Interviews, Competitive Analysis/Market Research, Affinity Mapping, Creating Personas), Wireframing, Prototyping, User Testing, UI Design

Tools
Adobe XD, inVision, Adobe Illustrator

Research

To figure out the pain points of my users, I resolved to learn the following:

- What parents look for **socially**, how they currently connect, and what is missing from those methods.
- What things (if any) they would like to **exchange** with other parents.
- What exchanges would most benefit them most.

I conducted 4 interviews: 2 with mothers in their 20's, and 2 in their 30's. Some had only one child and others had several.

From the interviews, three things stood out about parents:

- **Clothing** is the #1 item they buy o nline.
- What they would like to exchange the most is **advice** and couseling.
- The friendships and relationships they kept and made once they became parents arose most often with **other parents**.

I found that parents are constantly looking for **resources** to give their kids a better life: from the clothes and toys they buy them, to new teaching methods. They also struggle with a lack of time to do things for themselves and **fulfill their personal goals** that go beyond raising a family, like socializing.

Additionally, there doesn't seem to exist a **single platform** that combines these three needs.

From this data, I created a persona. **Say hello to Andrea!**

Andrea

"Everything you do in life makes a difference to someone."

About

Andrea is a 33-year old mom of two children, ages 2 and 4. She lives with her family in Cleveland, Ohio and works in marketing.

She is passionate about fitness and clean eating. Before having her second baby, she was really into pilates and indoor cycling, but is now struggling to find time to go to class.

She is conscious about the environment and believes in using giving items a second life rather than constantly buying new ones.

Goals

To raise happy, healthy kids.
To excel at her job and deliver quality work to her clients.
To have time for herself and mantain a social life.

Challenges + Pain Points

Needs a service to buy and sell secondhand items without having to go to a store.
Needs a way to connect with other parents.
She has little time since she is very busy juggling work and taking care of her kids.
She cannot easily do activities without taking her kids along.

Behaviors

Morning: Wakes up at 6am, checks her messages and social media while having her morning coffee before her kids wake up. Once they do, she makes breakfast for them and gets them ready for daycare before taking them there.

Daytime: she spends her day answering emails, going to meetings and working in the office. In the afternoon she picks up her kids from daycare and spends time with them at home.

Evening: has dinner with her family and gets her kids ready for bed. Once they are asleep, she checks her social media again. She reads a few blogs and may watch a movie or show with her husband before going to bed.

Information Architecture

Based on Andrea, I drew a **storyboard** specific to one of my user's goals.
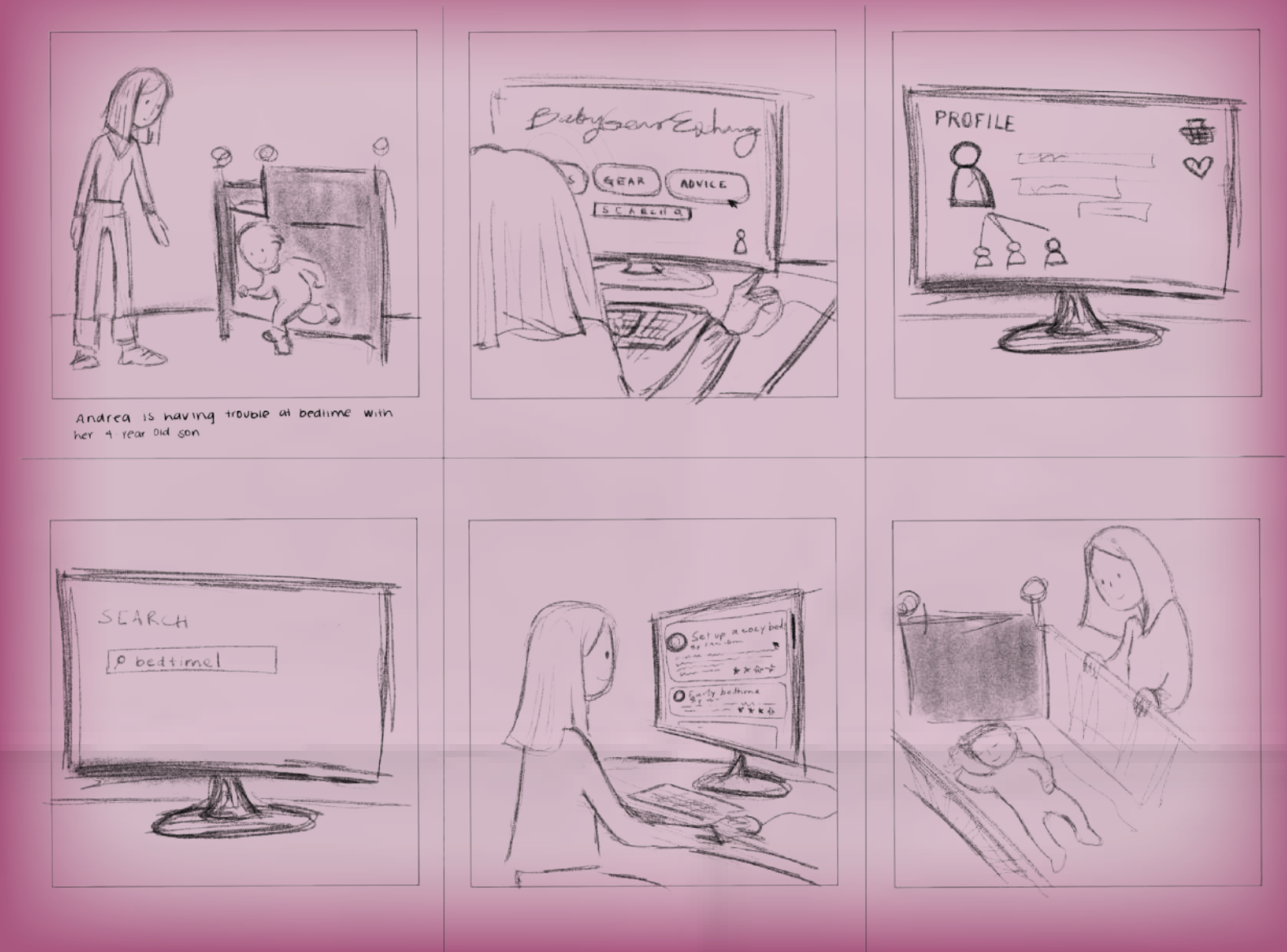
From this, I also created a **user flow** to better understand her journey.
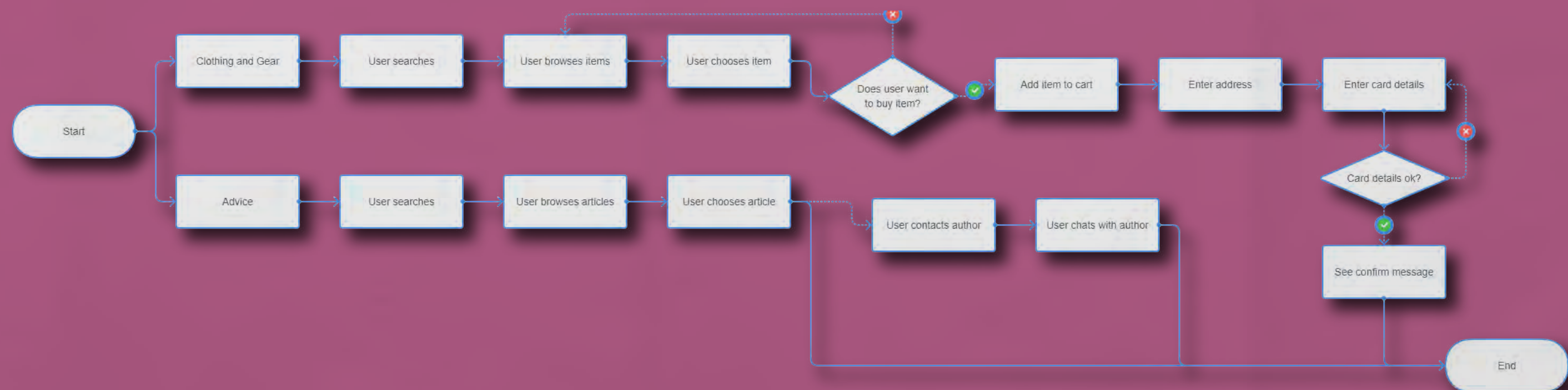
I looked at Andrea's pain points:

**Pain Point #1: Andrea needs a service to buy and sell items from the comfort of her cell phone.**

Solution: A section in the app that allows her to browse, search for, buy and sell different types of products for kids.

Pain Point #2: Andrea wants to connect with other parents, to share advice, make new friends and be able to do activities with them that involve the kids, since she can't leave them easily.

Solution: An advice section where Andrea can browse articles, ask and answer questions, and connect with other parents who have common interests. A chat section will also be helpful to further build these relationships.

I conducted an in-person open **card sort**, in order to help shape the information architecture for Parently. I wanted to find out how intended users expected to see the content and information organized on the app.
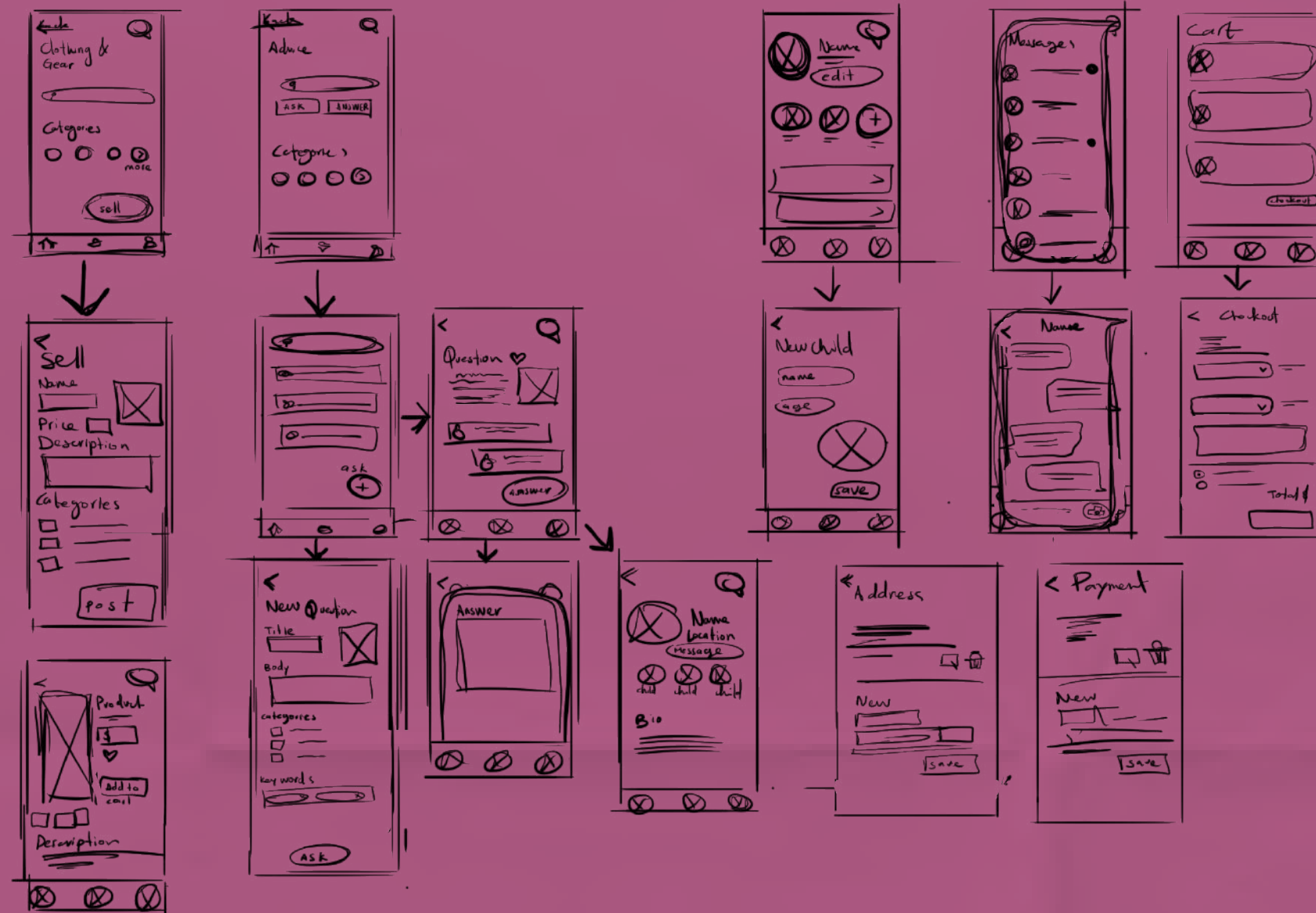
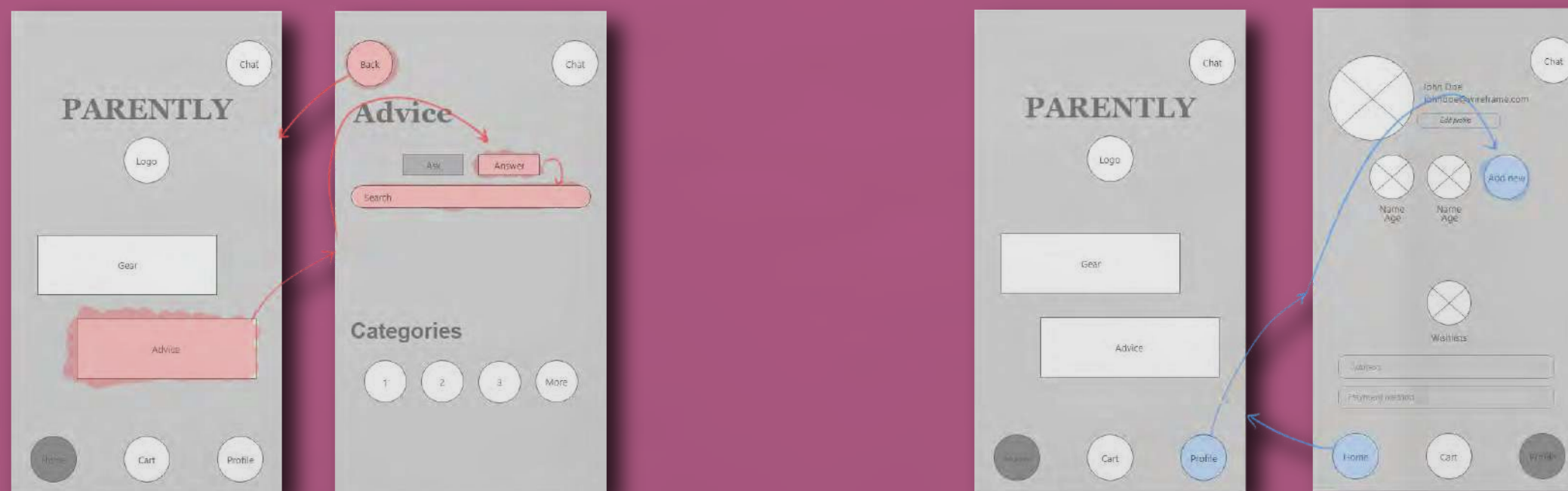Finally, I created a completed **sitemap** to illustrate the content hierarchy.
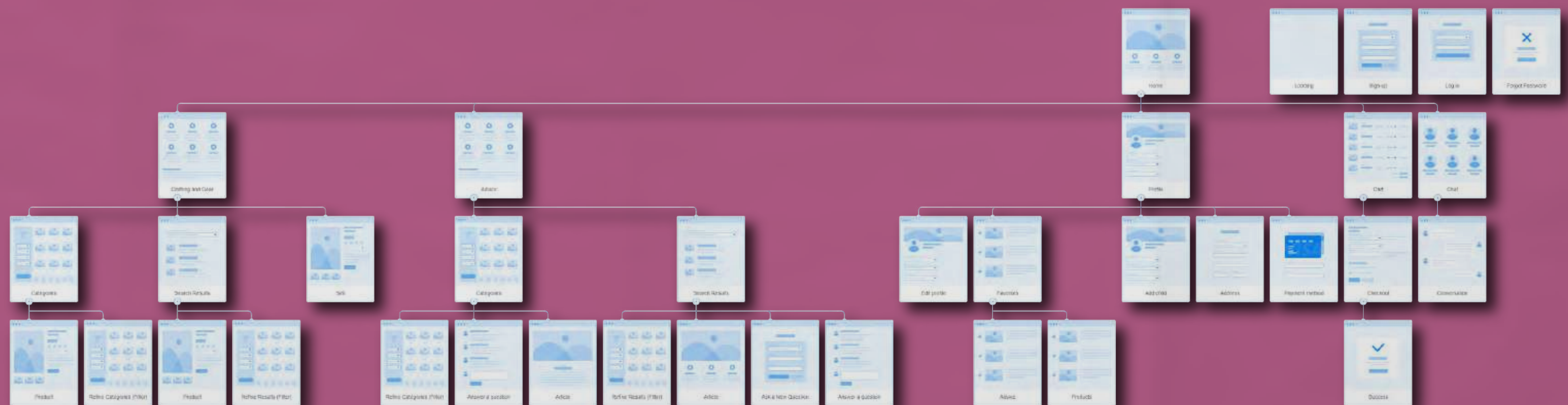
(You can look at this online by clicking this link)

Sketching and Wireframing

First sketches for **paper prototyping**:

Mid-fidelity **wireframes** used for creating **wireflows**:

I used wireflows to show how Andrea would navigate between the three screens, and how she would accomplish a task.

Prototyping and Testing

I used these screens to conduct a round of usability testing.
You can look at the prototype I created for the test here.

The tasks the participants were asked to perform were:

- **Answering a question**
- **Adding a new child to the user's profile**

The observations I made here are:

- The participants appreciated the **clean**, **simple** format and remarked the flow was **straightforward** and **easy to follow**.
- I noticed older participants had a **hard time reading the smaller text**.
- The "ask" and "answer" **tabs** were in some cases a source of **confusion**; participants expected them to react like buttons when pressed.

This research allowed me to find issues and improve in several places, getting closer and closer to a product that Andrea would benefit from.

Visual Design

The design decisions I made based on the usability tests were:
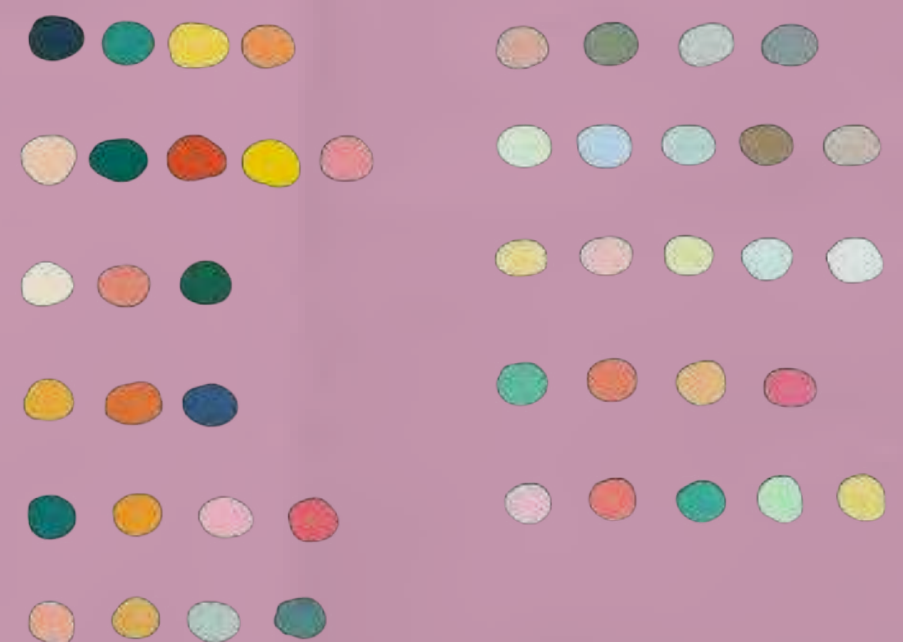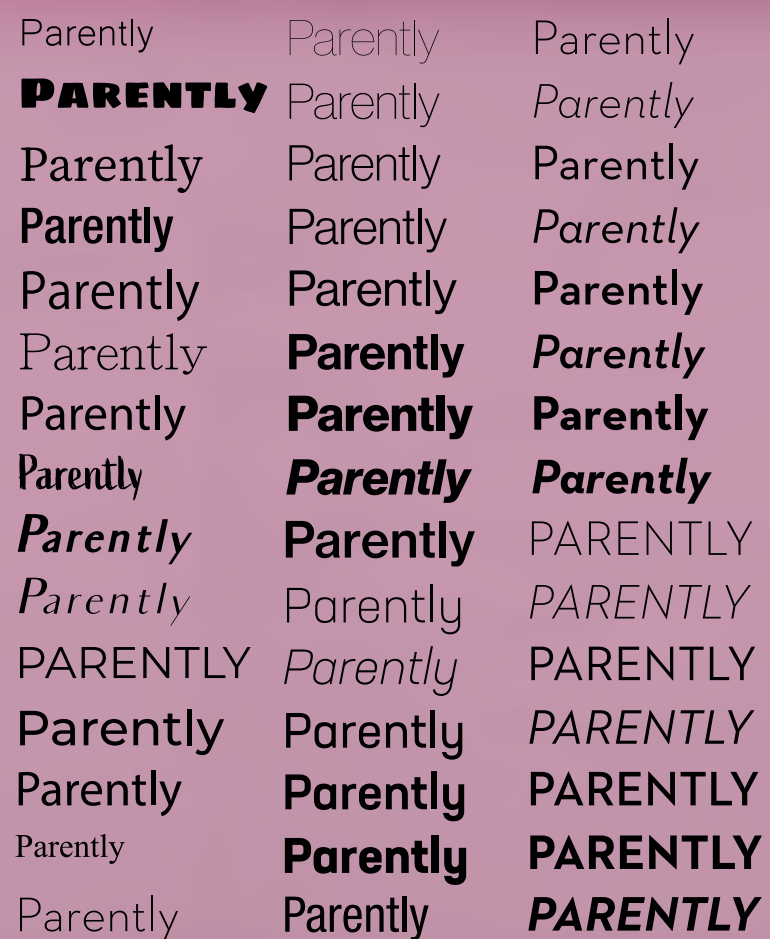
Color
Using a palette will make the app friendlier, and because of the relationship between the colors it will be easier to understand visually. It is important not to sacrifice simplicity since it allows the user to navigate effortlessly.

Font
Making the font of the app larger will allow more users to be able to interact easily with it.

Look
Styling all buttons in a rounded shape will make the app more friendly.

Icon exploration:

Font exploration:

Parently	Parently	Parently
PARENTLY	Parently	Parently
Parently	Parently	Parently
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PARENTLY	Parently	PARENTLY
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Parently	Parently	PARENTLY

Color exploration:

Chosen icon:

Chosen font: Neutraface 2 Text Demi

Chosen color palette:

Final Look

I focused on a design that would not be gender or age-specific, but would rather remind the user of the **parent-child relationship** and what that means for them.

I went for a **simple** design to make the user flows easier, and used the **colors** to **guide the navigation**. Two examples of this are:

- The **background** color changing depending on which button the user presses on the homepage: "gear" or "advice"

- The color on the **nav bar icon** changes to yellow when you are on the page that icon represents.

In general, I wanted it to be a design that reminded one of children, even though it is intended for the parents.
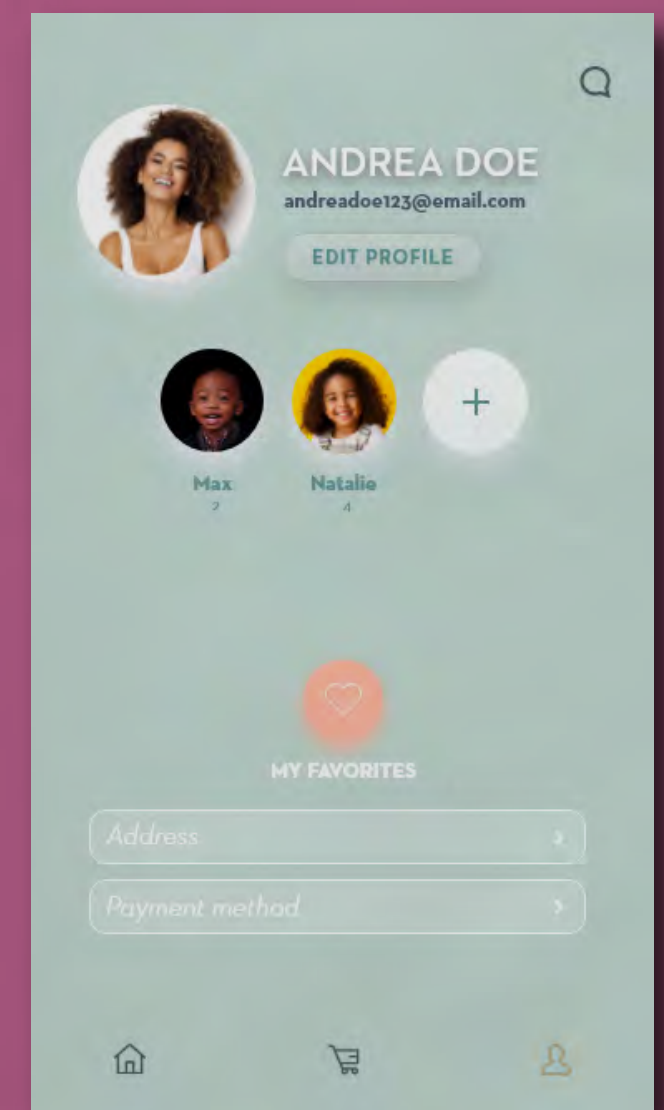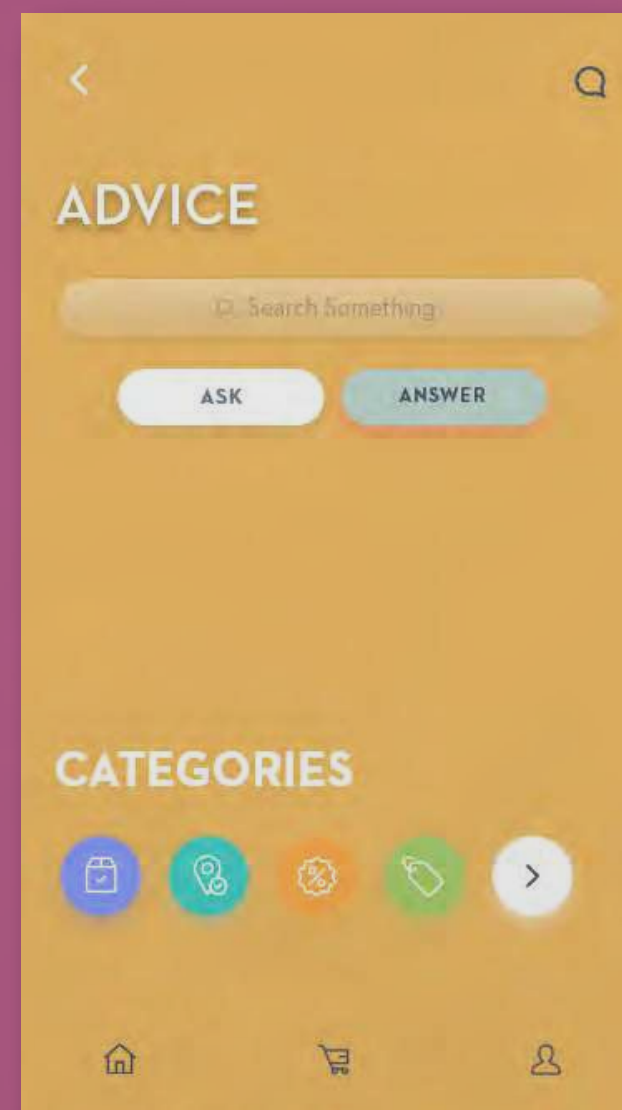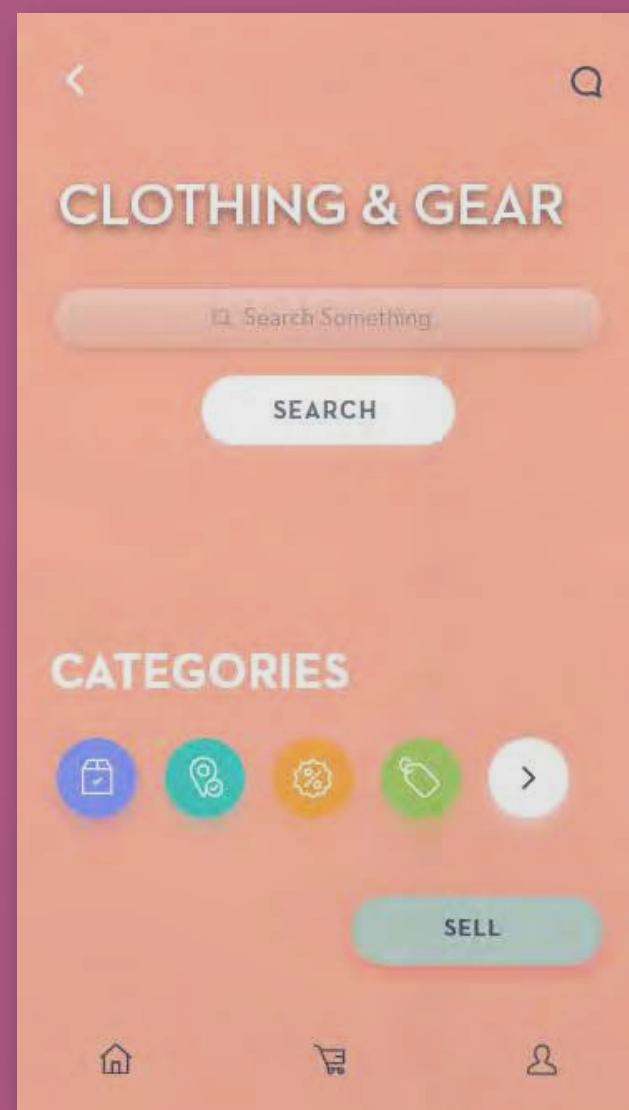
Conclusion

Challenges and where to improve

Creating Parently was a big challenge for me, because it required me to do all of the different stages of the project in only a month. However, it helped me prove that **a lot can be done in a short time**.

This is a project I made completely by myself, so all of the new skills I acquired, I had to research on my own. This helped me become more confident in **trusting myself** and I learned that **motivation** and a **willingness to give an extra effort** is a great asset to have, especially when you are **self-taught**.

The COVID-19 pandemic made finding people to intwerview and test a bit more complicated, but the **use of digital tools** made it possible. I discovered I like this part of the process a lot, since I really enjoy **talking to people** and **learning how they think.**

I find that in a project like this, one is in a constant process of **designing, testing, correcting, and designing again**. The process is **not a straight line**, but that's okay because perfecting the details is **what makes a product great**.

Finally, I learned that enjoying the process and really getting to know and care about your user are some of the most important parts of the journey.

No Plastic Bottle

We Have A Choice

No Plastic Bottle is a brand that sells 100% plastic-free products, contributing to make the world a greener place.

Time
18 months

Role
Branding, Design, Photography

Tools
Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Canon EOS Rebel T5

Logo

After talking to my client, we decided to focus the design on a few key words:

Fresh
Natural
Environment-friendly
Gender-neutral

He wanted to make his product connect with his clients, but for it to be meaningful for him as well. I added a wave to the design to fulfill this purpose: a wave makes reference to the planet and the need for it to be cared for, and reminds my client of his hometown of Los Mochis, Sinaloa, which is close a beach where he would often go with his family.
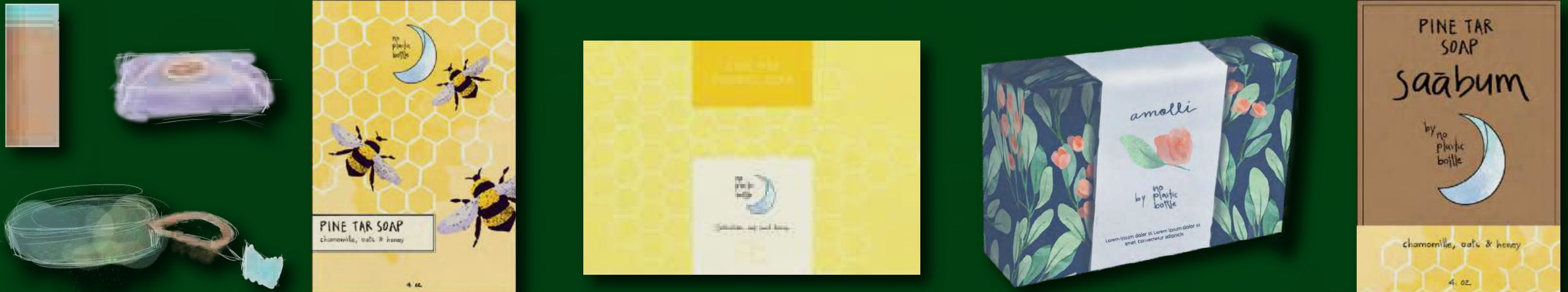
I made a logo exploration...

...narrowed them down to a few designs, which I brought to the computer, and finally decided on one.

its our choice
no plastic bottle

its our choice
no plastic bottle

its our choice
no plastic bottle

Packaging

Exploration

Final packaging (variations)

Currently, the printed packaging on the website looks a bit different because of decisions made in the printing process. The company is fairly new, so there is only one kind of soap for sale at the moment, but designs for two more are ready to go.

Photography

I made a photoshoot for the brand, keeping in mind once again the key words discussed at the beginning. These images have so far been used for the product's Amazon page.

Here are some of the photos:

Next Steps

No Plastic Bottle's **Chamomille, Oats and Honey Pine Tar Soap** has now earned the **Amazon's Choice** distinction. We have done some **research** by conducting **surveys** and asking clients and are currently working on **re-designing** the packaging so it is more appealing.

I added **elements** to all of the faces, reduced the **amount of text** and added more **icons**, in order to make it easier and faster to read and understand what the brand is communicating. I also rearranged some elements so the **hierarchy is clearer**.

The next packaging will look like this:

You can check out No Plastic Bottle's products on Amazon by clicking here.

Thank you!