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DES 327  
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## Final Project: UI/UX Prototyping

### 1. Final Refined Prototype.

Frames: <https://www.figma.com/file/tWNHt8kZqUQsPqoA2k2IBE/Take-Care-Prototype?node-id=0%3A1&t=quyTt66B4KA1csoX-1>

Prototype: <https://www.figma.com/proto/tWNHt8kZqUQsPqoA2k2IBE/Take-Care-Prototype?page-id=0%3A1&node-id=1%3A2&viewport=120%2C500%2C0.31&scaling=scale-down&starting-point-node-id=1%3A2&showproto-sidebar=1>

### 2. Video Walk-Through



### 3. UX Case Study:

**Title:** Take Care, A Reproductive Services Company

**Design Problem Statement:** The primary problem this application is attempting to solve is access to reproductive services. Since there are serious privacy concerns, ideally there would be no tracking of any kind included, and as little information as possible is collected from the end user.

**Personas:** Anna is a potential user and Mary is a potential donor.

## Anna Smith



**Bubbly**   **Caring**   **Respectful**   **Willing**

**Bio**  
Anna is a junior in high school who lives with her parents. She has painful periods and was telling her friend Joyce about them. Joyce said she had the same problem, but obtained a low-dose birth control pill to manage her menstrual pain and it has been effective. Anna wants to obtain this same prescription, but knows that her parents are against birth control, and due to her state's regulations, she cannot obtain the medication without their consent. Other states do not have this same restriction, so if she can be prescribed the pills in a different state, she can solve her problem without involving her parents or violating any laws.

**Quotation**  
"I need access to care, but I don't want my parents to know."

**Demographic**  
Age: 16  
Work: Student  
Family: Lives with Parents  
Location: Boise, Idaho

**Goal**

- Receive birth control pills.

**Frustrations**

- Parents are against birth control and she lives under their roof.
- Mail comes to house at front door and she may not be the first person to see it.

**Motivation**

Incentive	Score
Incentive	Low
Fear	High
Growth	Medium
Power	Medium
Social	Medium

## Mary



**Nurturing**   **Respectful**   **Giving**

**Bio**  
Mary is a middle-aged mother to two adult children who has been married to her husband for 25 years. She is passionate about helping her community, but is looking for ways to expand the reach of her giving to those outside of where she lives. She wants to make sure that the organization she is giving to is legitimate and helpful for young women specifically. Mary underwent a miscarriage during her first pregnancy, but because she had to have a D&C procedure, there were protesters outside of the site of the procedure telling her that she was sinning by having an abortion. Ever since this experience, Mary has wanted to make sure that all people of reproductive age have access to the healthcare they need without the threats that she received during her procedure.

**Quotation**  
"I'm passionate about helping young women."

**Demographic**  
Age: 55  
Work: Non-Profit CEO  
Family: Married, Two Adult Children  
Location: San Francisco, CA

**Goals**

- Help young women access care.

**Frustrations**

- Roe v Wade was overturned.

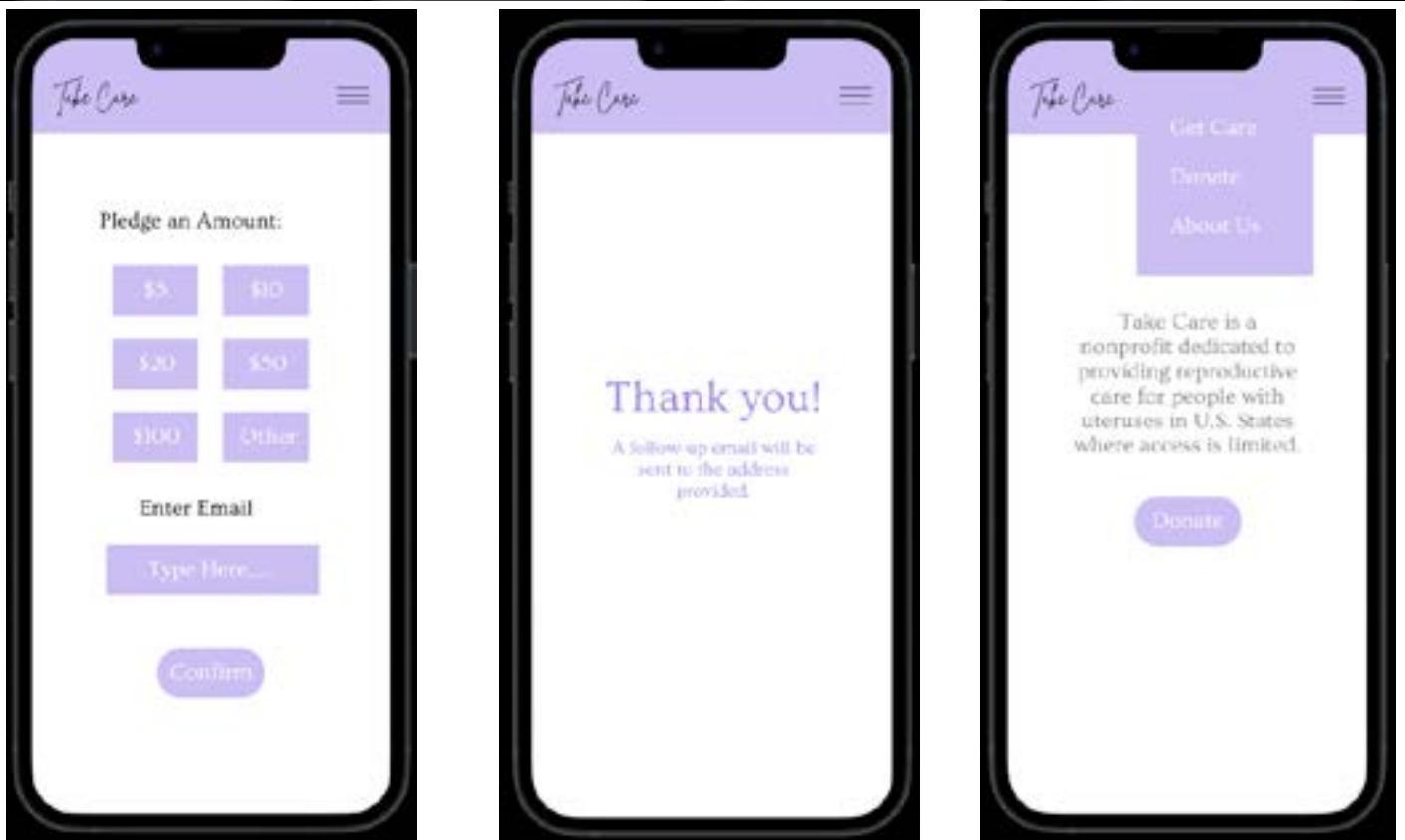
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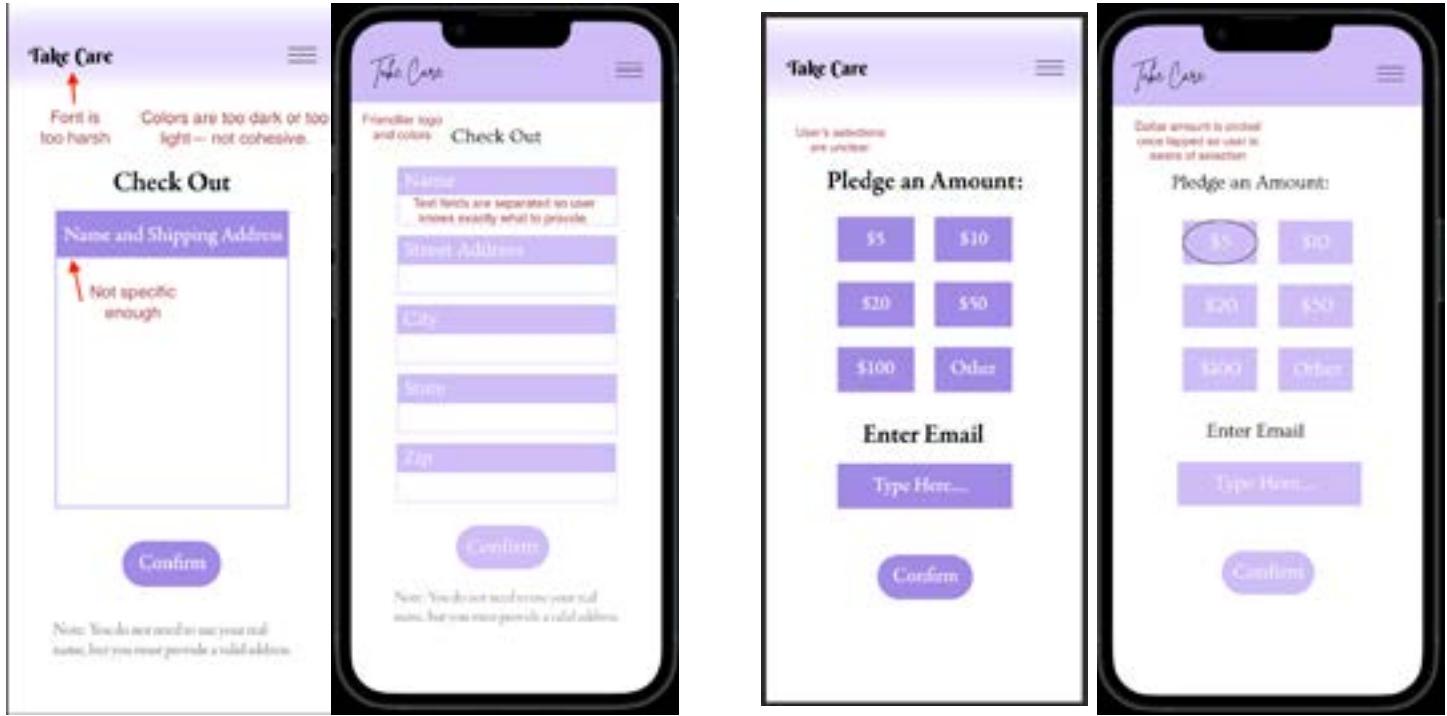
## Key Design Decisions:

- Simple interface for both users placing orders and donors.
- Different text fields for each item needed (ie. Name, Address, etc.)
- Confirmation Screens
- Ability to always restart

**Digital Prototype Images & Link:** <https://www.figma.com/proto/tWNHt8kZqUQsPqoA2k2IBE/Take-Care-Prototype?page-id=0%3A1&node-id=1%3A2&viewport=120%2C500%2C0.31&scaling=scale-down&starting-point-node-id=1%3A2&showproto-sidebar=1>



**What I Learned from my Usability Think Aloud:** What I learned from my usability think-aloud is that I had tried to simplify the process a bit too much and had far too many microinteractions. For example, you had to click an item twice to confirm, which in theory is a nice concept, but was causing more confusion for users. As well, the text input areas were too large and non-specific. The address box did not ask for a specific street address, city, state, or zip code, and just anticipated that the user would input those all in the same box. I ended up separating these out. Lastly, the color palette and font did not match the light and airy aesthetic I was aiming for, so I updated these as well to a lighter shade of purple and a thinner, more script-like font for the logo.



Checkout Before and After

Donation Before and After

**Key Design Solutions:** To solve this problem, I wanted to make the interface extremely easy to use and understand. Though it is not entirely fleshed out, if an end user needed birth control, they would be able to easily order it. If they are not sure what they need, consultants would be available to help assist them with their situation and guide them through the process. All in all, I wanted to make sure this app does not cause additional stress for people already undergoing unimaginable circumstances.

The opening screen asks a simple question (where are you located?), and the next screen leads to another simple questions (what do you need?). These two questions help the Take Care team appropriately respond to cases without stressing out users. After these are selected, the next step is to simply collect a mailing address, and then the interaction is complete. The only other use case is for donors, who will enter the site to make a donation to the organization instead of purchasing anything. I also made this UI extremely simple, asking only for a pledge amount and email to be submitted, and follow-through would be completed via email for safety and privacy.

Though this app is not entirely fleshed out, the essence of it is included and it lays solid groundwork for a foundation like Take Care to develop an online service.