

Different card variation for the homescreen

Split up each components and explain the purpose. Like how this card with scale up

Talk about the accessibility features

Split up each components and explain the purpose. Like how this card with scale up

Visual Style guide

Split up each components and explain the purpose. Like how this card with scale up

Talk to user in their language

Framing is important. At what time you will arrive? vs how long will it be delayed?

HOW LONG WILL IT BE DELAYED?

< 15 min

30 min

45 min

> 1 hr





Hello James,
Drop Adam at 8:30 AM
to the school

- ⌚ Will remind you in 57 minutes [Update](#)
- 📍 10 miles away [View in Map](#)

Change in plan? Inform School

Future directions

Handling multiple kids in a single app.

HOW LONG WILL IT BE DELAYED?

< 15 min

30 min

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> 1 hr



References and thanks to

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HOW LONG WILL IT BE DELAYED?

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SUGGESTED APPROACH

Stakeholder is very much concerned about uncertainty in pick up and drop off from the school

TEXT MESSAGE

Notification Centre



Rochester Children Network 5m ago

🔔 There is a change in the schedule for tommorow. The school starts at 8:30AM. Call +1 (585) 809-0002 to clarify your doubts.



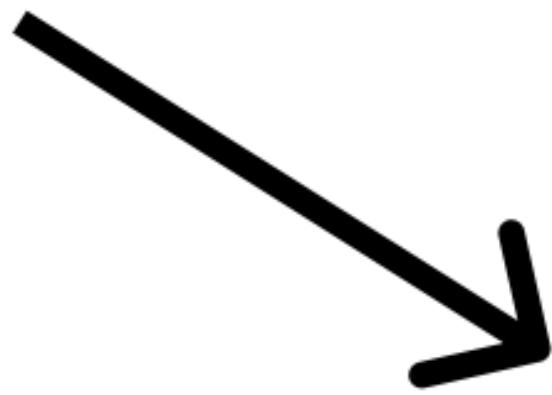
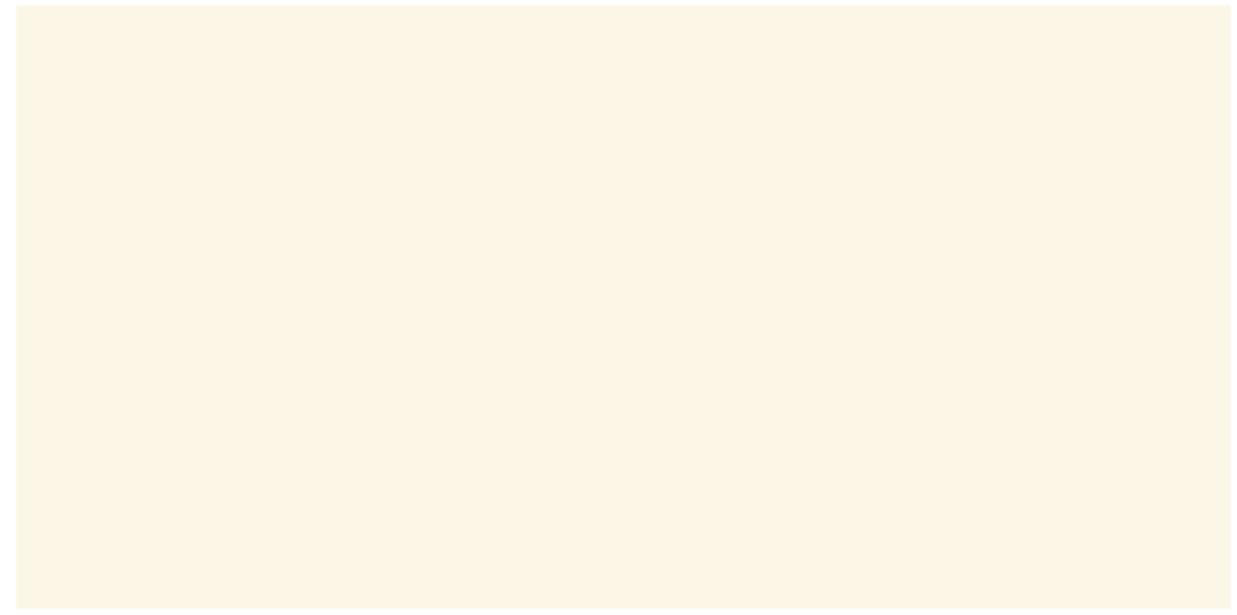
Rochester Children Network just now

🔑 3674 is the verification code for picking up your kid Adam Craig from Rochester Children Network by John Doe. Call +1 (585) 809-0002 immediately if you have not asked for pickup.



Rochester Children Network 5m ago

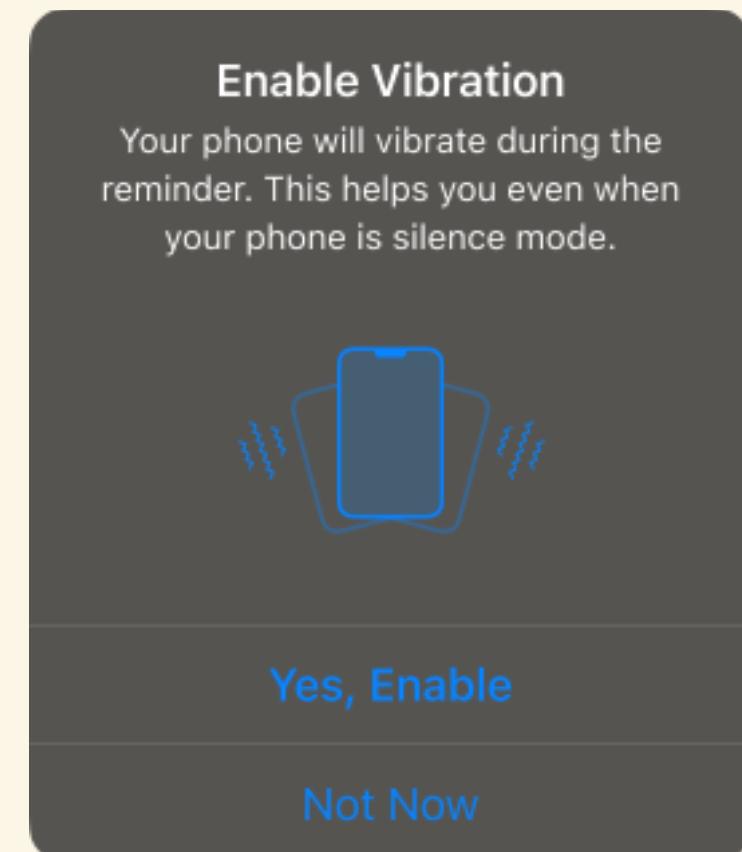
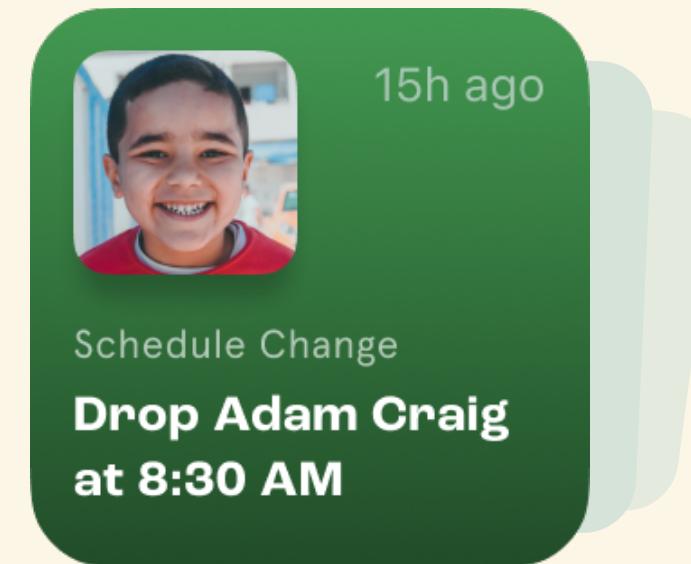
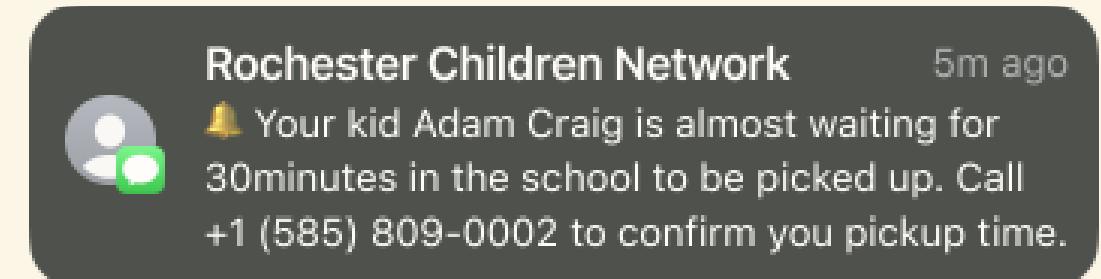
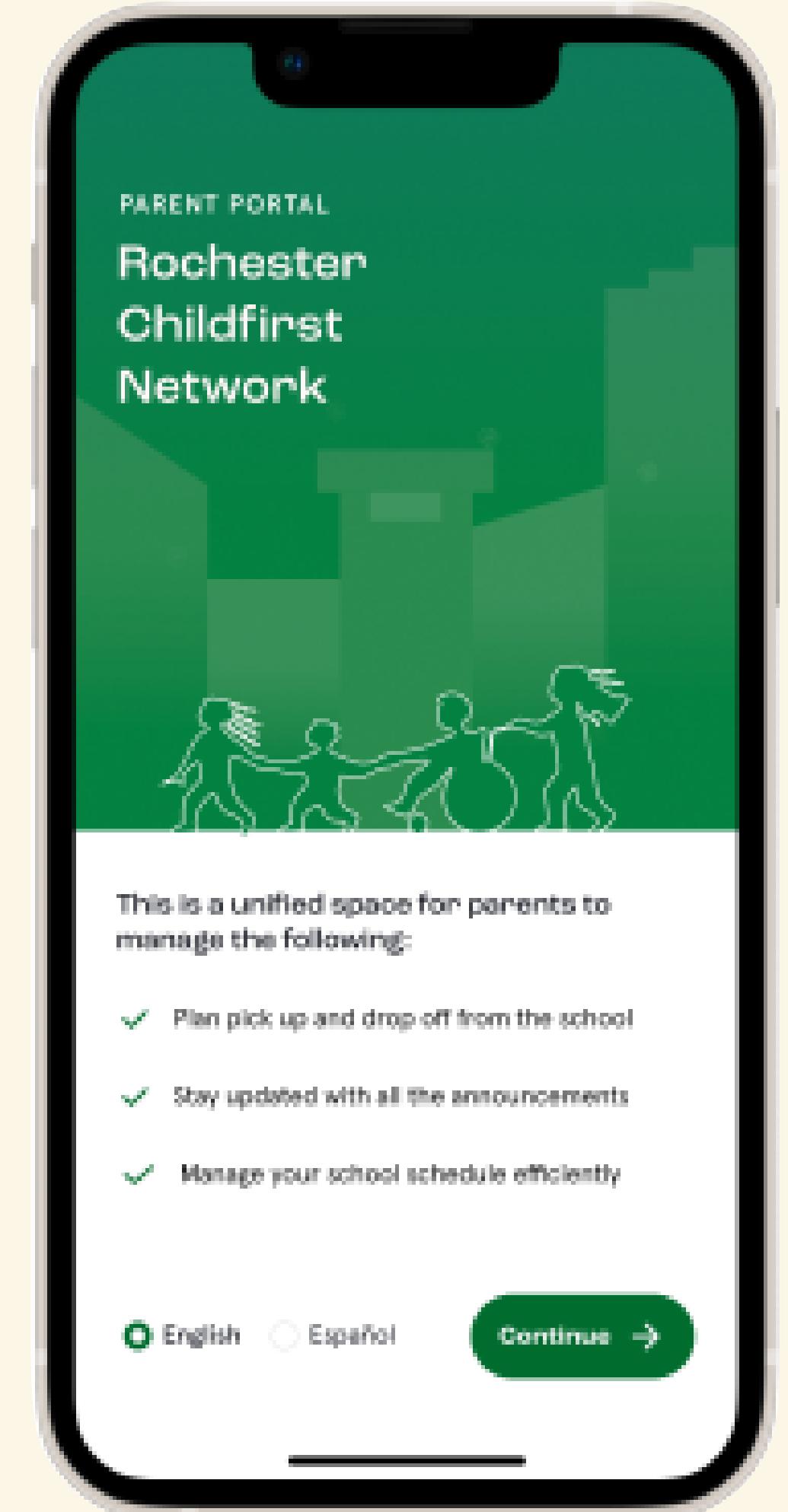
🔔 Your kid Adam Craig is almost waiting for 30minutes in the school to be picked up. Call +1 (585) 809-0002 to confirm you pickup time.



FOR UX STUDIO 2022 • ISCHOOL RIT

**Making the parental experience
more informed and convenient
in a non-profitable childcare
service.**

Client: Rochester Childfirst Network • Rochester, NY



Design Thinking Approach

Plan A: Data-driven approach



Background study & discussions



User Research & Analysis



Ideation and Prototyping



Usability Testing

Plan B: Hypothesis-driven approach



Background study & assumptions



Make Hypothesis & Prototype



Validate Hypothesis



Synthesize Learning

Timeline

Sep 19, 2021
Sunday



Sep 20 - Sep 21, 2021
Mon, Tue



Sep 21 - Sep 22, 2021
Wed, Thu



Sep 23, 2021
Fri

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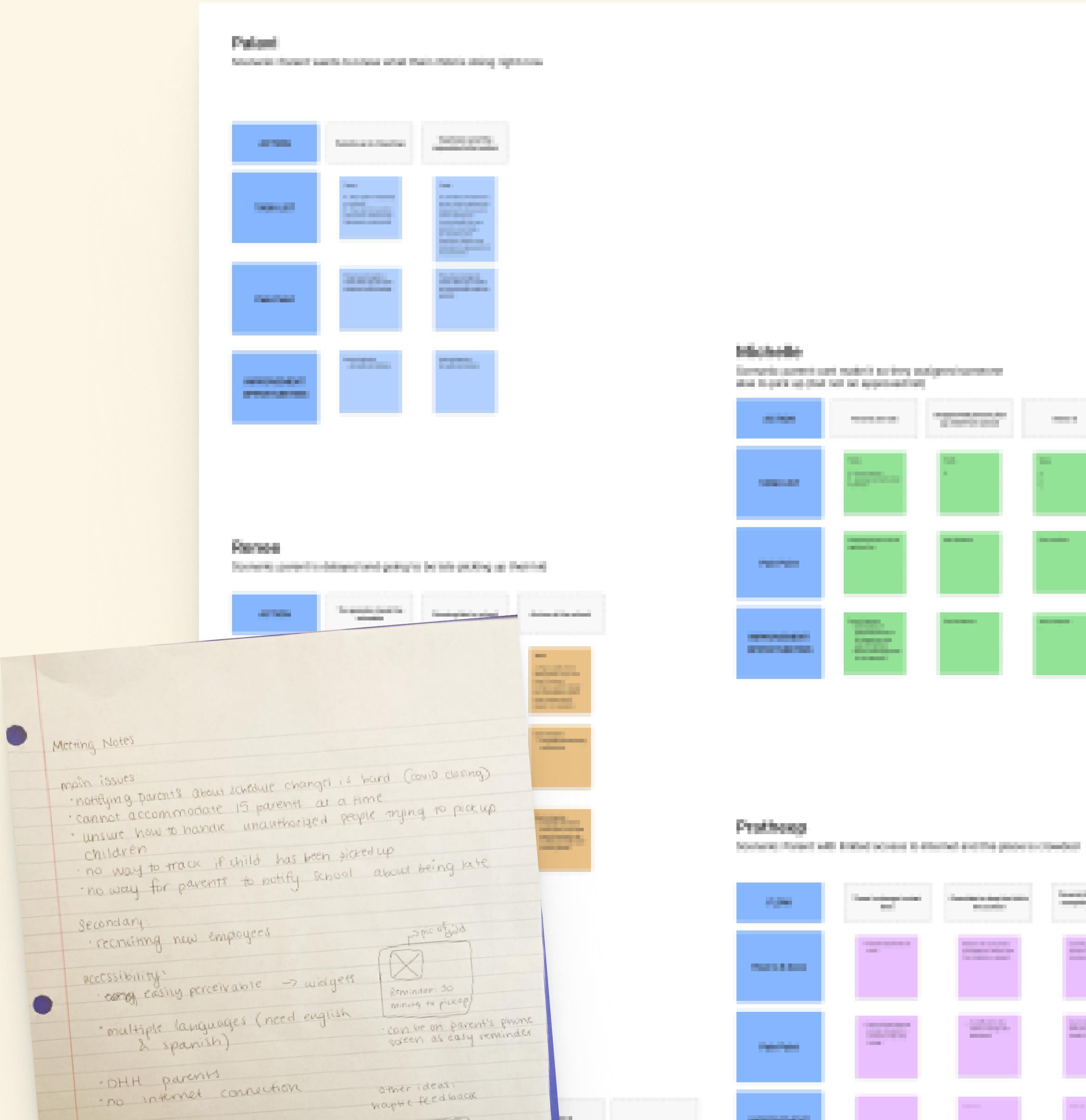
INITIAL DISCUSSION

Stakeholder is very much concerned about uncertainty in pick up and drop off from the school



JOURNEY MAP

We worked on a few scenarios from parents' point of view, noted the actions they are currently taking , their pain points and the what could be improved in order to provide a solution.



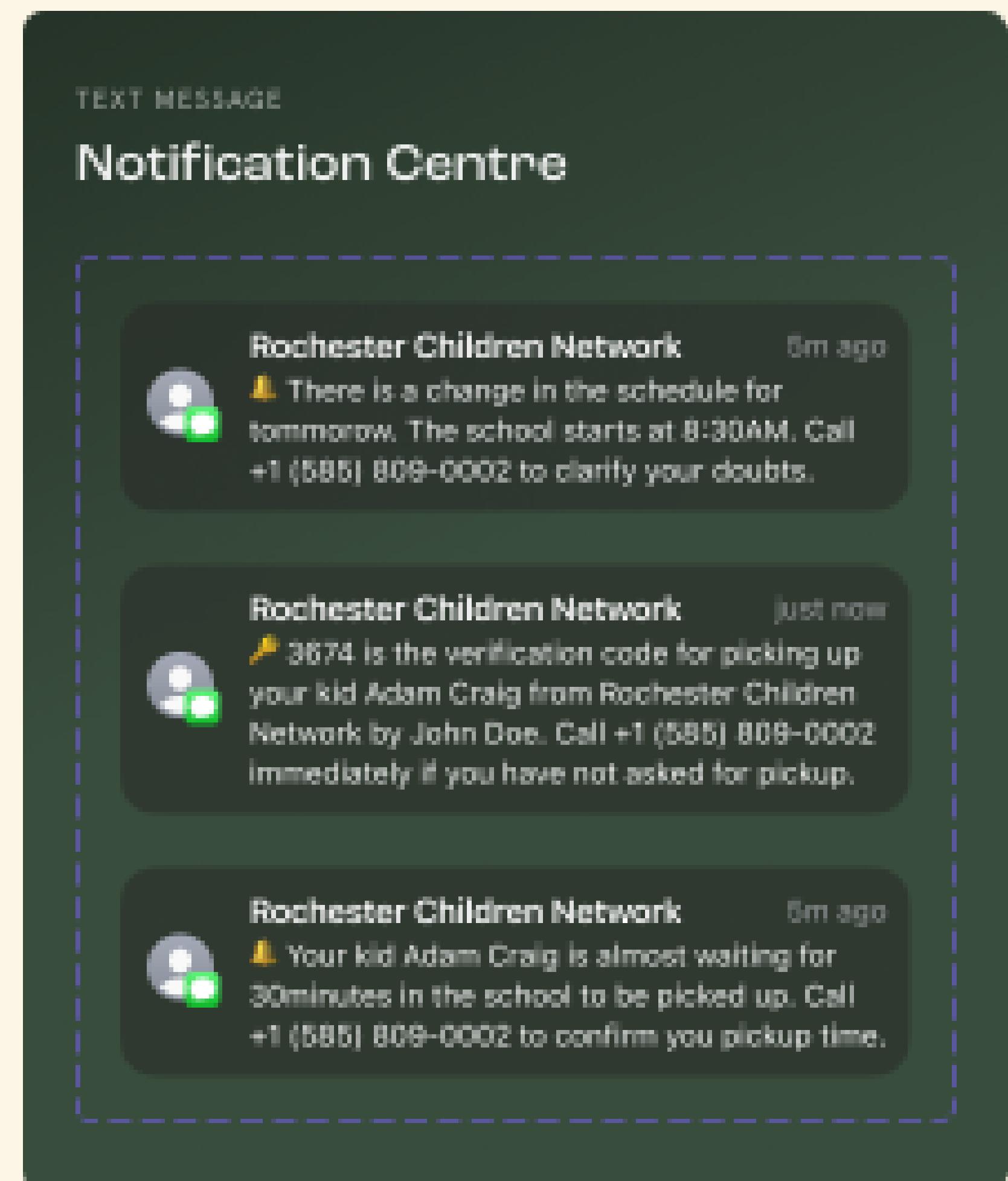
Before designing the application,

**How might we address the user who has
limited access to internet/smartphone?**



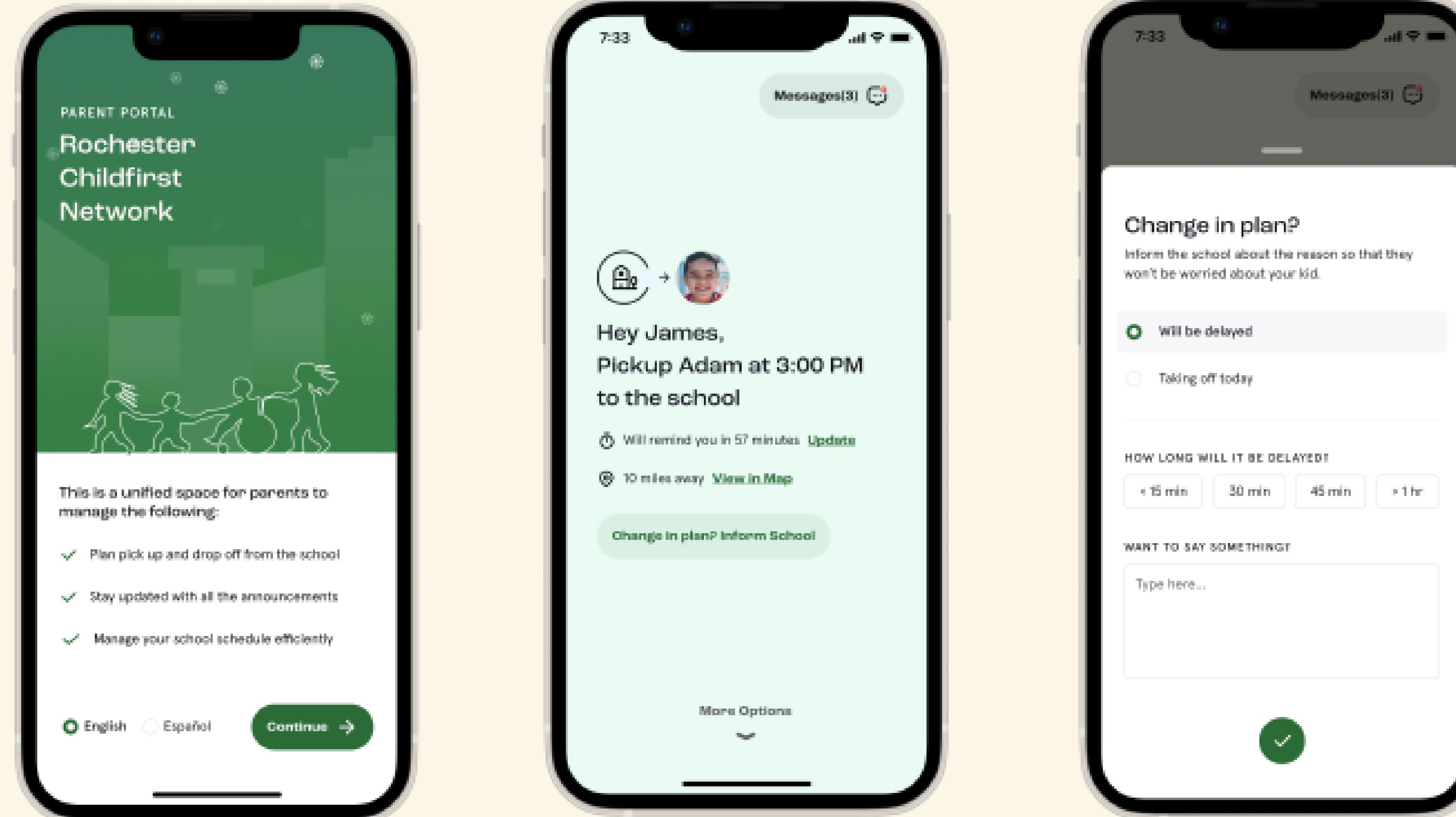
Considering the system on a whole,

We designed text message



Getting into the actual mobile design

Rochester Childfirst Network - Parents App



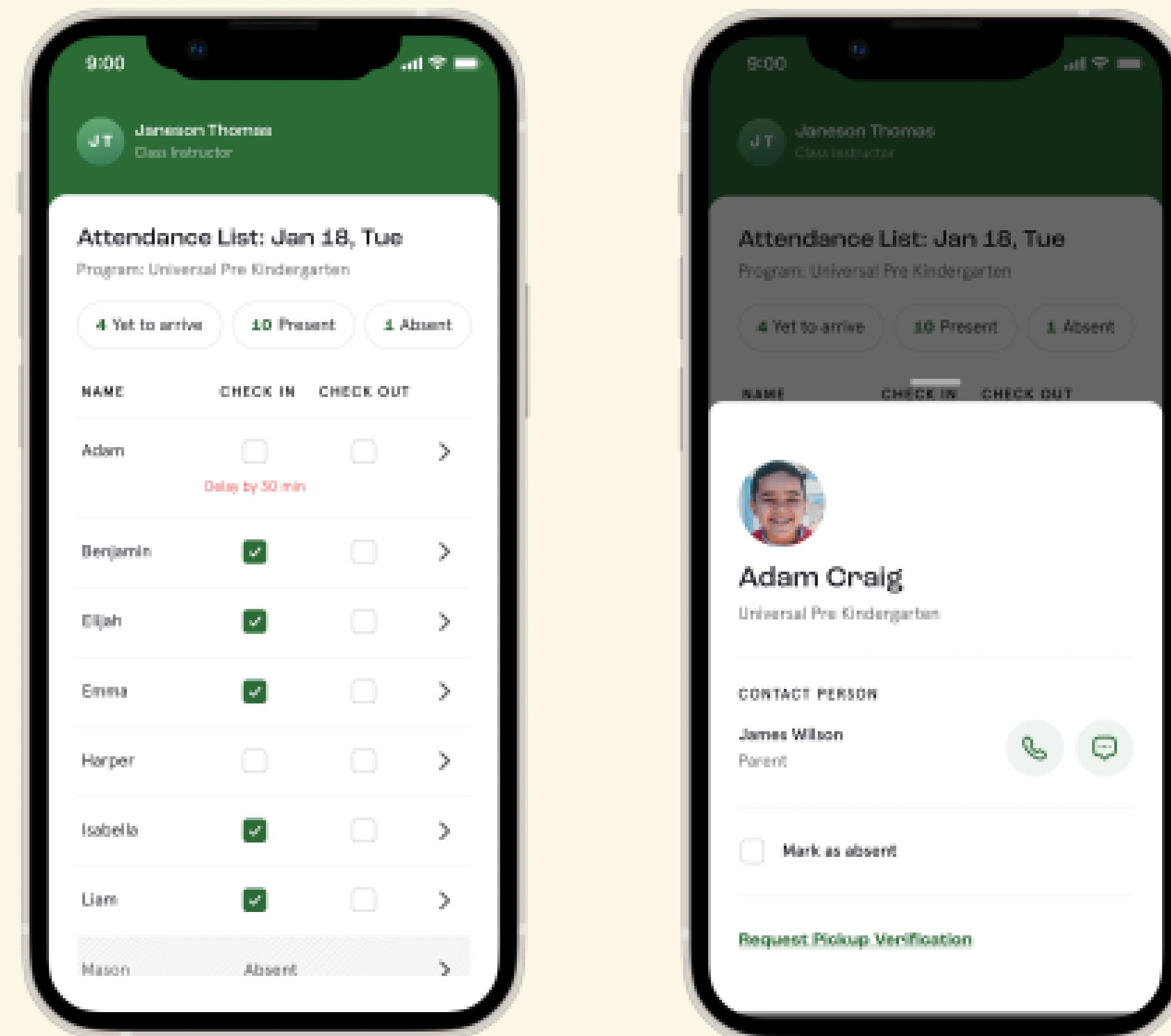
Let's have a look into the prototype in Figma

But there is one challenging requirement

The app should be quickly identifiable in the home screen

Initial direction we could take for

School side app



Meet the team



Michelle Olson

4th Year Human Computer Interaction



Palavi Vinod Bhole

6th Year Human Computer Interaction



Pratheep Kumar Chelladurai

6th Year Human Computer Interaction



Renee Bogdany

2nd Year Human Centered Computing

Special Thanks to Jeff Hoffman and Debora Hughes from RCN!

INITIAL DISCUSSION

Stakeholder is very much concerned about uncertainty in pick up and drop off from the school

- 💡 Notifying parents about last minute changes in the school timings is bit difficult.
- 💡 If the pickup person is unauthorized, the school is uncertain whether to handover the child to that person
- 💡 If there is any latency in pickup from the parents side, there is currently no way to notify the school about the delay.



Considering the system on a whole,

We designed text message

TEXT MESSAGE

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Rochester Children Network 6m ago
⚠ Your kid Adam Craig is almost waiting for 30minutes in the school to be picked up. Call +1 (585) 809-0002 to confirm your pickup time.

Rochester Children Network 5m ago



🔔 There is a change in the schedule for tommorow. The school starts at 8:30AM. Call +1 (585) 809-0002 to clarify your doubts.

Indicator



Purpose

There is a change in the schedule for tommorow.

Information

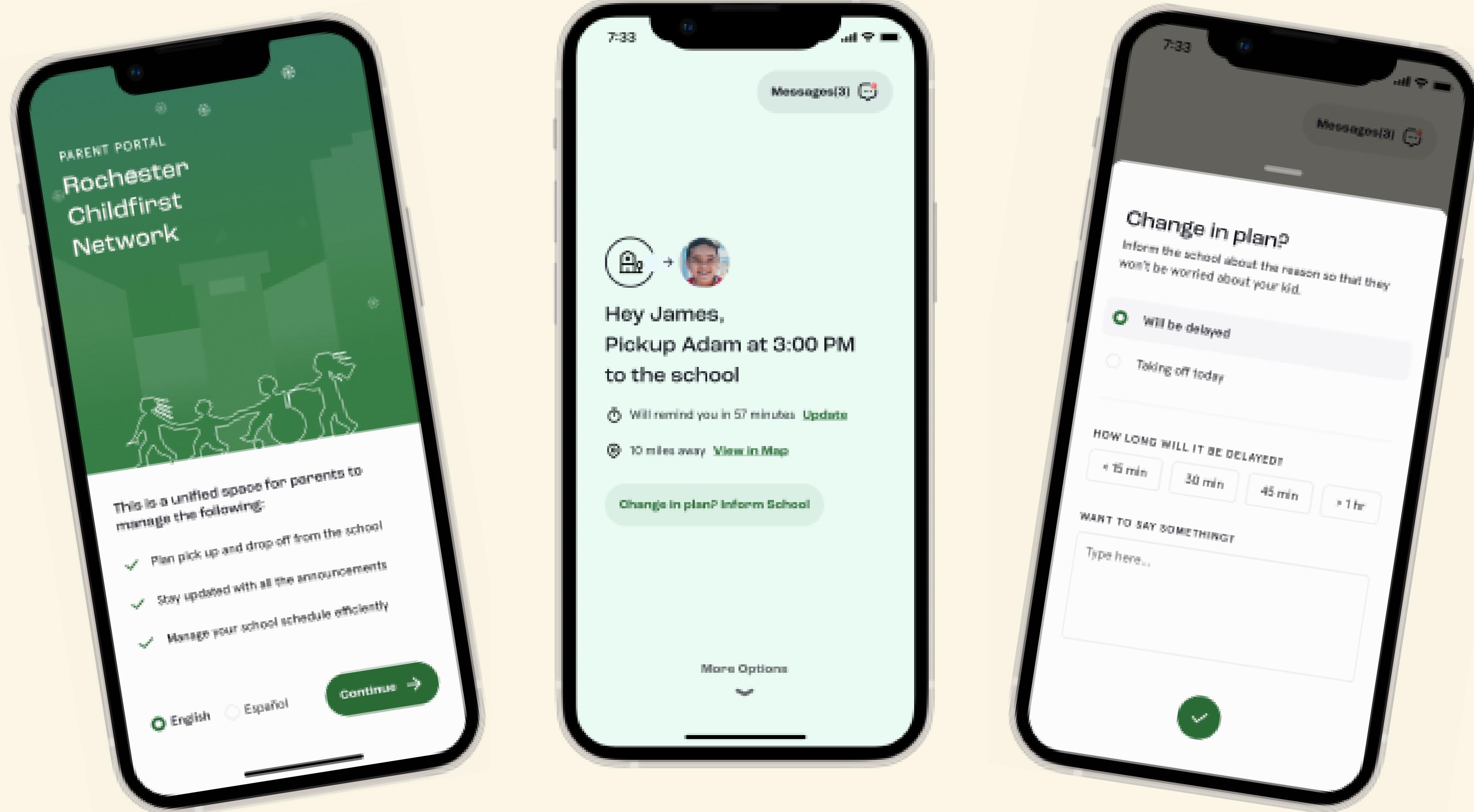
The school starts at 8:30AM.

User Control

Call +1 (585) 809-0002 to clarify your doubts.

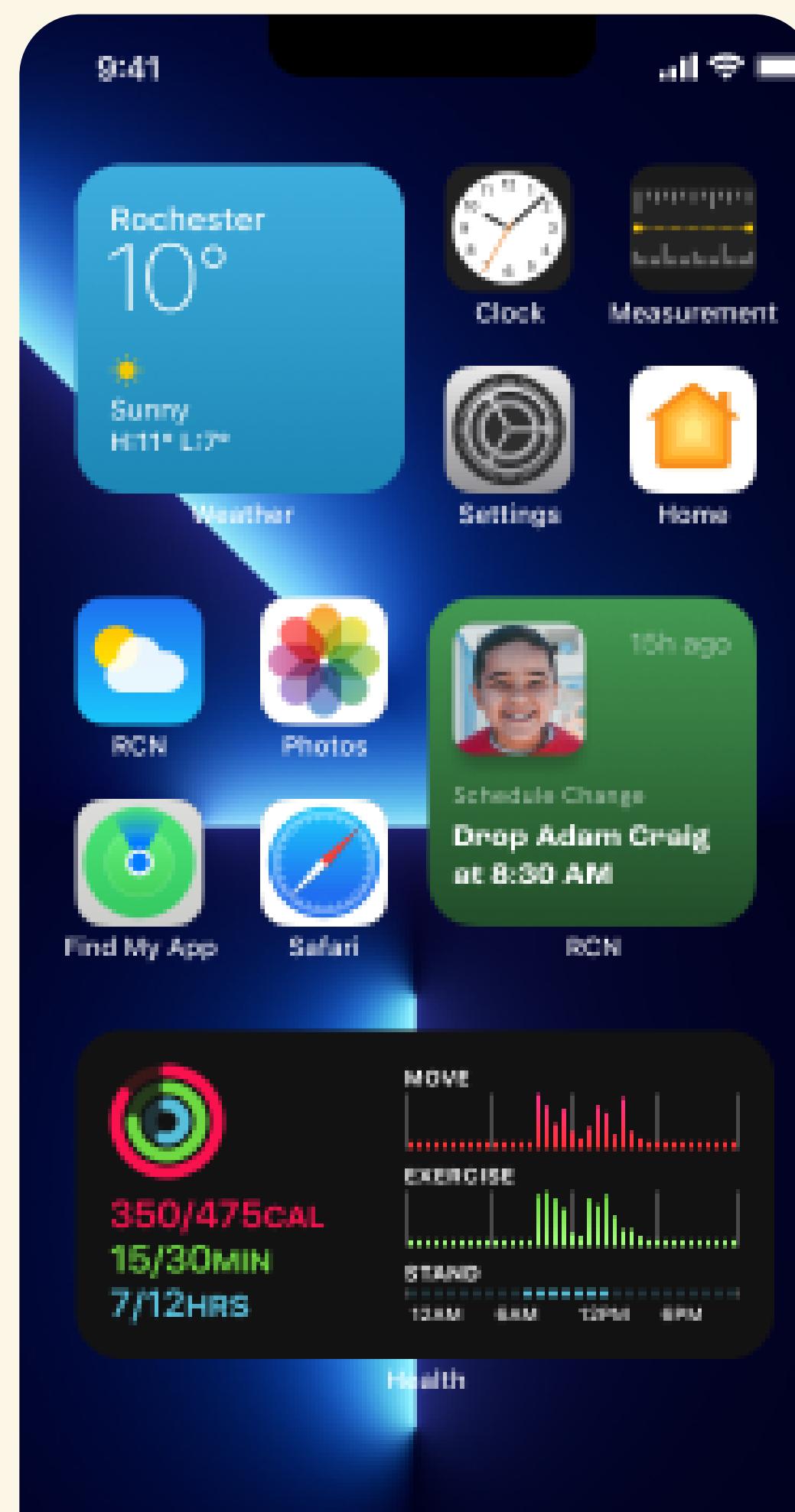
Getting into the actual mobile design

Rochester Childfirst Network - Parents App

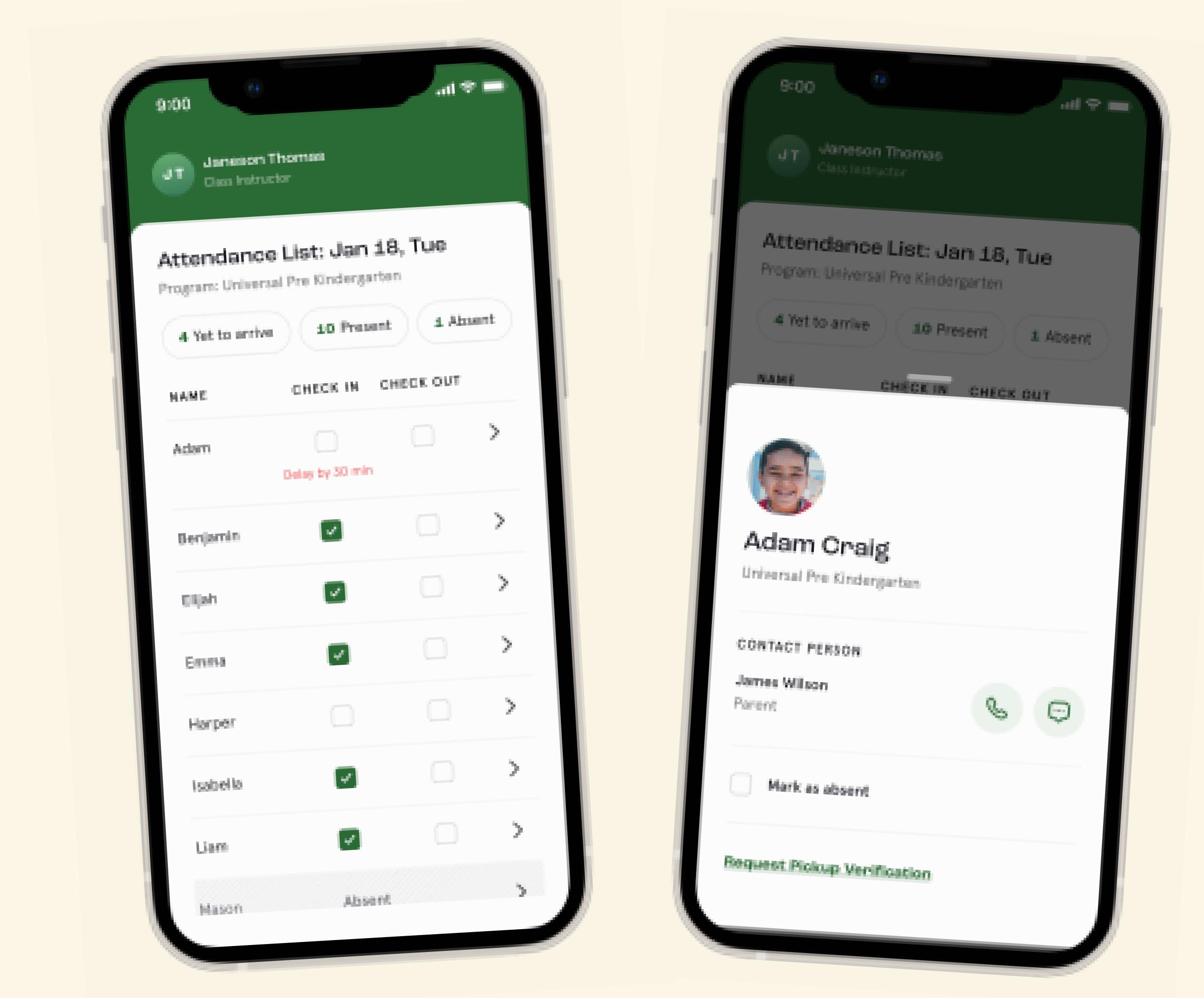


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Initial direction we could take for
School side app



Michelle Olson • 4th Year Human Centred Computing

Palavi Vinod Bhole • 6th Year Human Computer Interaction

Pratheep Kumar Chelladurai • 6th Year Human Computer Interaction

Renee Bogdany • 2nd Year Human Centred Computing

SUGGESTED APPROACH

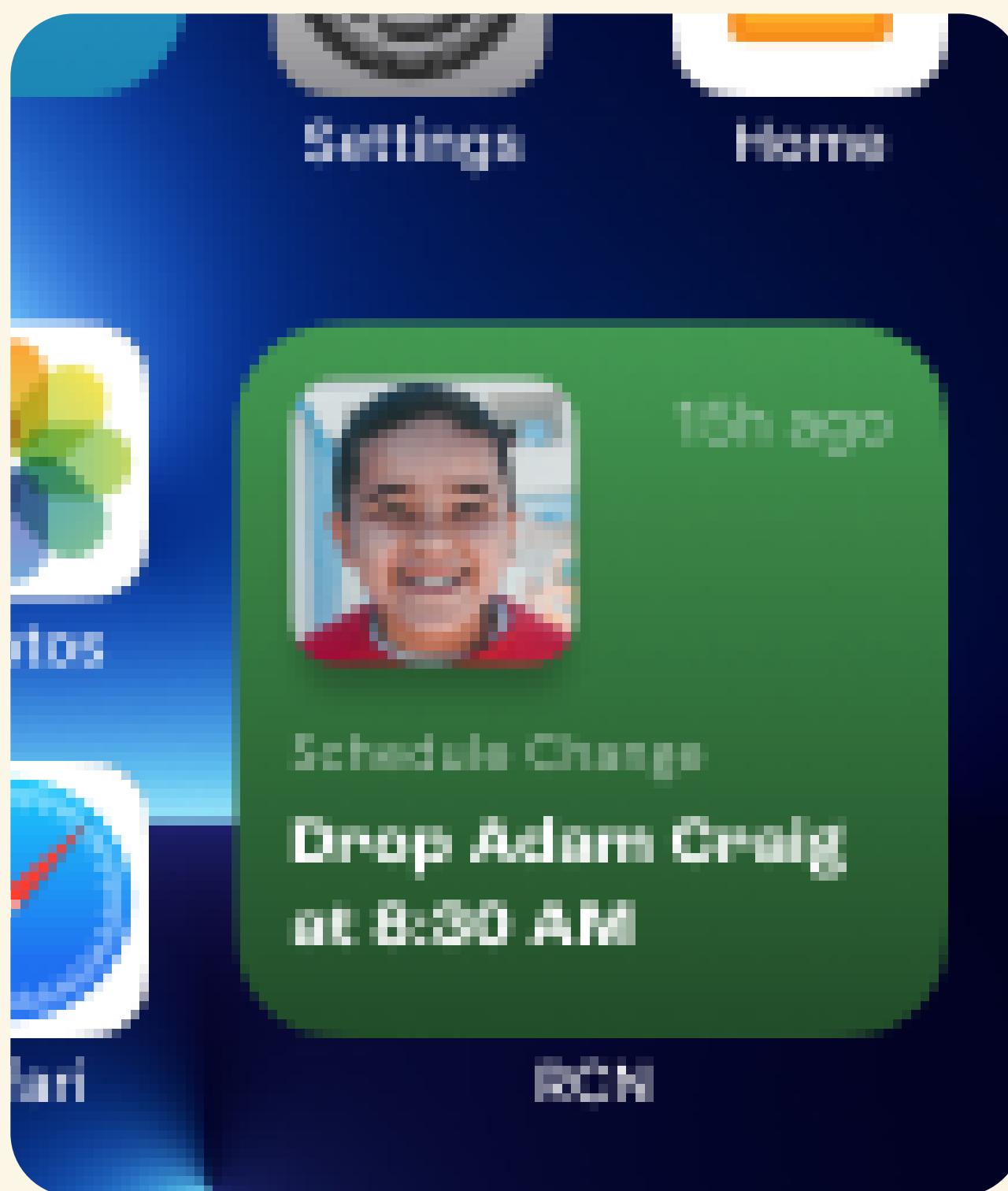
Stakeholder is very much concerned about uncertainty in pick up and drop off from the school

OUR APPROACH

Stakeholder is very much concerned about uncertainty in pick up and drop off from the school

But there is one challenging requirement

The app should be quickly identifiable in the home screen



STAKEHOLDER'S NEEDS

“Notifying parents about last minute changes in the school timings is a bit difficult.”

“Two-way communication capability in order to avoid alarming parents or employees and provide more information on changes.”

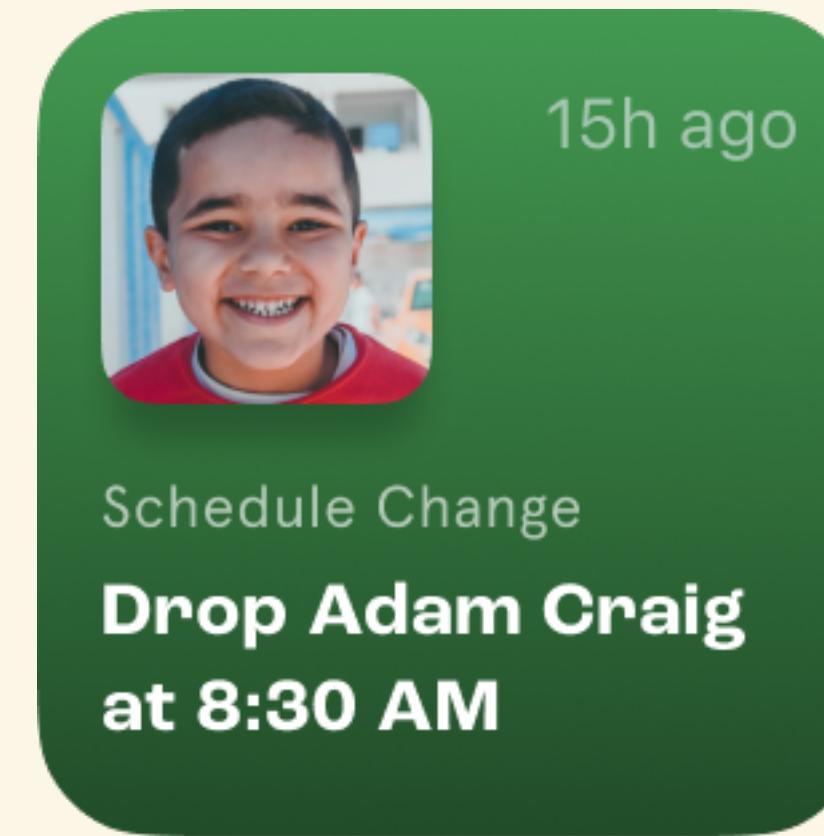
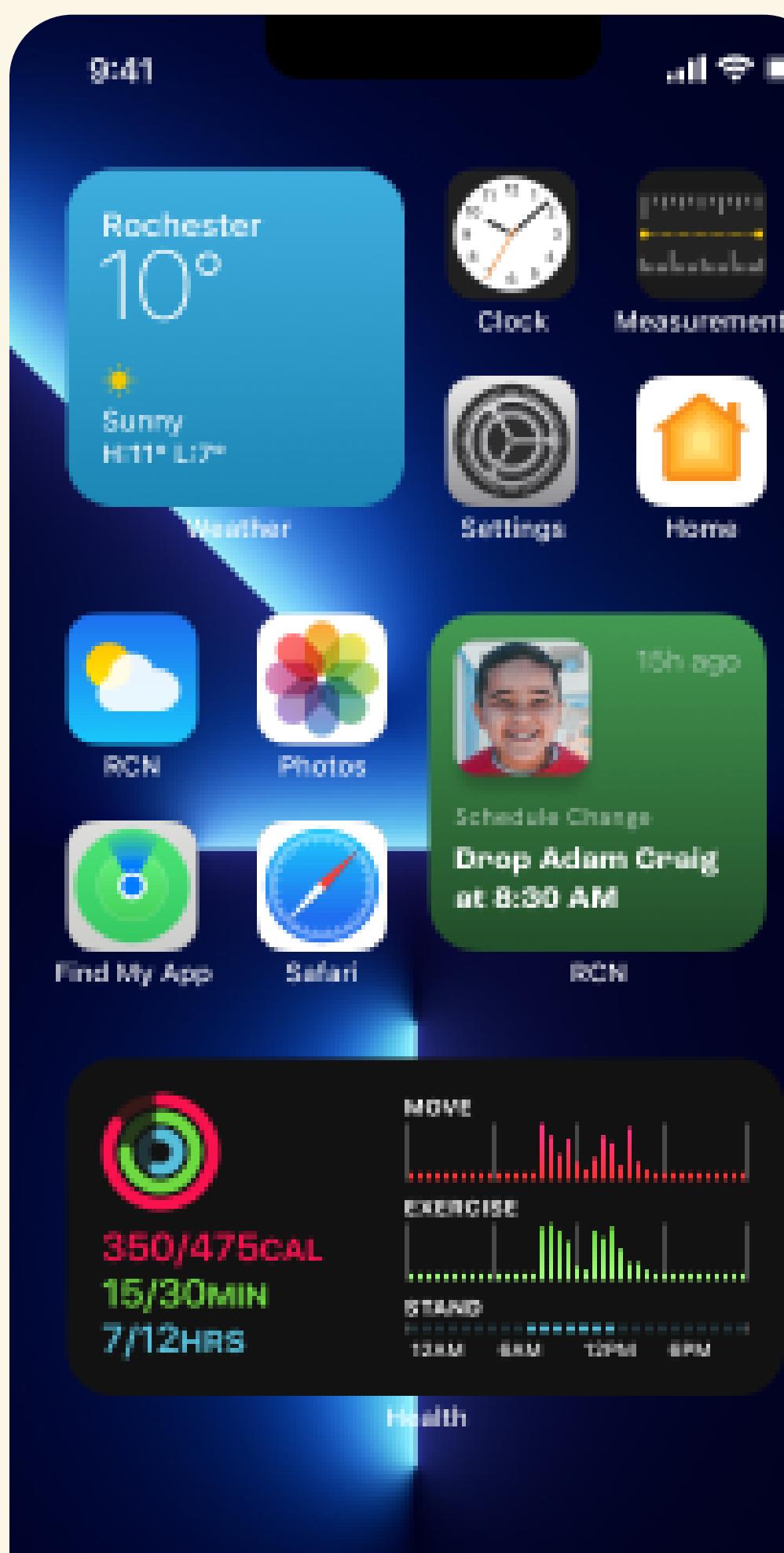
“If the pickup person is unauthorized, the school is uncertain whether to hand over the child to that person”

“If there is any latency in pickup from the parents side, there is currently no way to notify the school about the delay.”

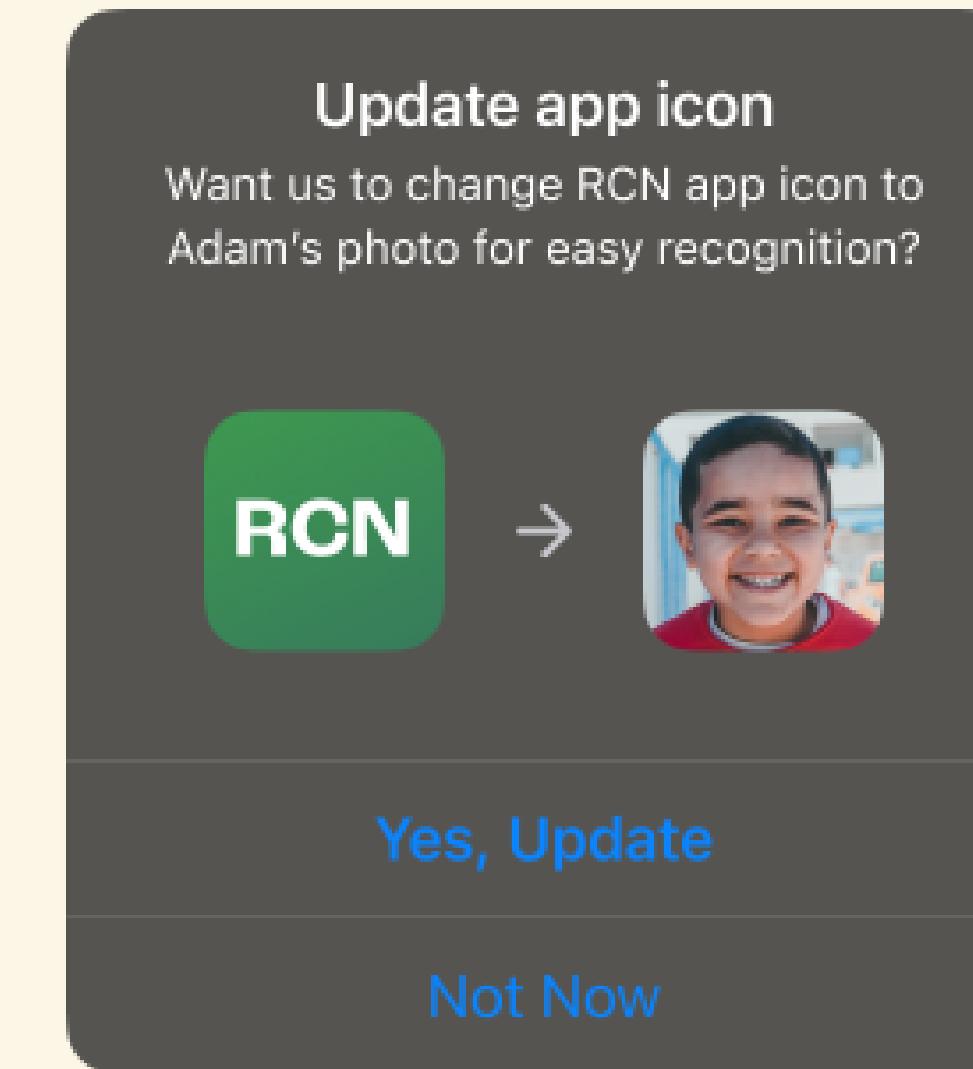
““Managers would like to know which parents they need to contact regarding late payments during 3PM crush.””

But there is one challenging requirement

The app should be quickly identifiable in the home screen



✓ Widget



✗ App Icon

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THINGS WE FOCUSED

“Notifying parents about last minute changes in the school timings is a bit difficult.”

“If the pickup person is unauthorized, the school is uncertain whether to hand over the child to that person”

“If there is any latency in pickup from the parents side, there is currently no way to notify the school about the delay.”



OUR INITIAL ANALYSIS

There is uncertainty in pick up and drop off from the school.



"If the pickup person is unauthorized, the school is uncertain whether to hand over the child to that person"



"Notifying parents about last minute changes in the school timings is a bit difficult."



"If there is any latency in pickup from the parents side, there is currently no way to notify the school about the delay."



Core issue we assumed is there is uncertainty in communication between school and the parents in pick up and drop off from the school

**“Notifying parents about last minute changes in
the school timings is bit difficult.”**

Two-way communication capability in order to
avoid alarming parents or employees and
provide more information on changes.

**“If the pickup person is unauthorized, the
school is uncertain whether to handover the
child to that person”**

**“If there is any latency in pickup from the
parents side, there is currently no way to
notify the school about the delay.”**

Manager side late fee checking