
UX Studio Presentation for Rochester Childfirst Network

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Our Design Process

- Brainstorming
- Rough sketches for prototype
- Lo-Fi Wireframes by each us on Figma
- Discussed and combined designs and functionalities for a mockup
- Made the high fidelity prototype on Figma with the connections
- Usability Testing
- Re-iteration on the design based on the reviews of user testing

Problems

- Manage dropoff and pickup
- Recruit childcare providers
- Communication platform between staff and parents
- Secure so not anybody can access it
- If someone other than the parents are gonna pick the kid up, what would be the process for that
- Make pick up and drop off easier at both the ends
- Help bilingual parents
- Make alerts not super scary
- Make UI simple and not overwhelming

The image displays a series of seven mobile app screenshots for 'Olivia', a language learning application for children. The app is developed by the Rochester Children's Network, which has been serving children since 1987. The screenshots show the following screens:

- 0 - Landing:** A welcome screen with the app's logo and a 'Welcome!' message. It includes a 'Choose language' button and a 'Parent' login option.
- 0 - Login:** A login screen with fields for 'Username/Email' and 'Password', and a 'Forgot password?' link.
- 0 - Home page:** A home screen for teachers, displaying a 'Welcome Teacher!' message and a list of children's names (Jenny Doe, Maria Doe, Kimarie Smith) with their current status (e.g., 'current', '1 minute', '3 minutes').
- 0 - I'm Home page (parent):** A home screen for parents, displaying a 'Queue' of children and their current status (e.g., 'current', '1 minute', '3 minutes').
- 0 - I'm home page (teacher):** A home screen for teachers, displaying a 'Queue' of children and their current status (e.g., 'current', '1 minute', '3 minutes').
- 0 - profile page:** A profile page for a user named Maria Smith, showing her name, email, and a list of children (Jenny Doe, Maria Doe, Kimarie Smith).
- Settings:** A settings page with options for 'Verification Code', 'Language', and 'Change Password'.

The image displays a collection of 24 mobile app mockups for an iPhone 11 Pro, arranged in a 4x6 grid. The mockups represent different screens within an application, likely for a school or organization. The screens include:

- Home Screen:** Features a green circular icon with a group of people, a 'Personal' label, a 'Log In' button, and a 'Welcome To' message with a group photo and the text 'Welcome to QIBS/IB World'.
- Select Screen:** Includes a 'Select:' label, a 'Sign Up' button, a 'Login' button, and a 'Continue' button.
- Profile Screen:** Shows a user profile for 'Nicole Murphy' with a bio, a 'Personal Details' section, and a 'Validate' button.
- Student List Screen:** Displays a list of students with names and icons, including Crystal, Rahana, Jaden, Jennifer, Diana, Adira, and Billy.
- Parent List Screen:** Shows a list of parents with names and icons, including Nicole Murphy, Kristina, Olivia, Diana, Krupa, Adira, and Billy.
- Other Screens:** Includes a 'Welcome to QIBS/IB World' screen, a 'Staff' screen, a 'Parent' screen, and a 'Pick Up' screen.

The mockups are designed to look like real iPhone screens, with a status bar at the top and a home indicator at the bottom. The overall theme is clean and professional, with a focus on user-friendly navigation and clear information presentation.

The image displays a set of design assets and three mobile app screen mockups for the Rochester Childfirst Network.

Design Assets:

- Image/Diagram/Map:** A placeholder icon consisting of a square with a diagonal line from the top-left to the bottom-right.
- Button:** A rectangular button with the text "Button".
- Div/Card:** A white rectangular area representing a card or container.
- Textbox:** A rectangular input field with the placeholder text "Type here".
- Status bar:** A mobile status bar showing the time "10:00" and signal strength.
- Login icon:** A circular icon with a cross inside, representing a login or user profile.
- Login button:** A circular button with the text "Login".

Mobile App Mockups:

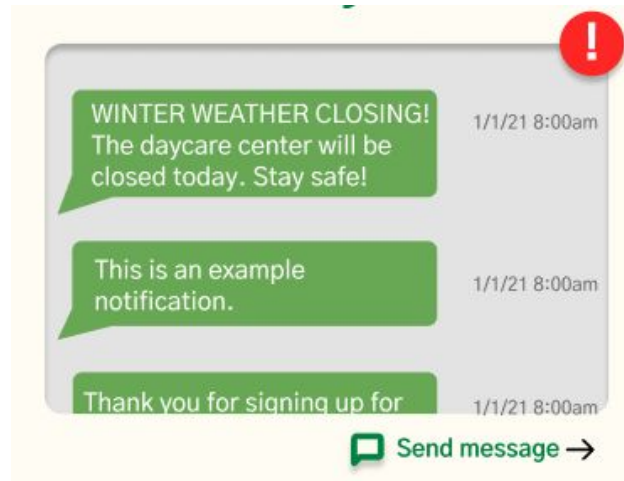
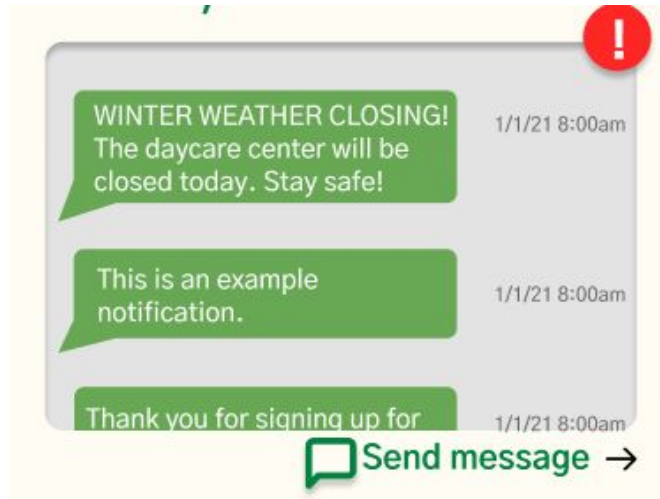
- Screen 1 (Login):** Shows the login screen with the title "Welcome! Rochester Childfirst Network". Below the title is a paragraph of text: "Rochester Childfirst Network is a not for profit agency dedicated to advancing the quality of early education and care in Western New York. Our vision is that every child grows up safe and strong, able to achieve his or her full potential." At the bottom, there is a section for "Current Parent or Teacher/ Staff?" with "Login" and "Sign up" buttons.
- Screen 2 (Password):** Shows the password screen with the title "Rochester Childfirst Network". Below the title is a paragraph of text: "Rochester Childfirst Network is a not for profit agency dedicated to advancing the quality of early education and care in Western New York. Our vision is that every child grows up safe and strong, able to achieve his or her full potential." At the bottom, there is a section for "Current Parent or Teacher/ Staff?" with "Login" and "Sign up" buttons.
- Screen 3 (Home):** Shows the home screen with the title "Rochester Childfirst Network". Below the title is a paragraph of text: "Rochester Childfirst Network is a not for profit agency dedicated to advancing the quality of early education and care in Western New York. Our vision is that every child grows up safe and strong, able to achieve his or her full potential." At the bottom, there is a section for "Current Parent or Teacher/ Staff?" with "Login" and "Sign up" buttons.

User Testing

Feedback

- Message icon/button smaller
- Make sub text size smaller

-Overall a lot of cosmetic changes were made because users found they could easily navigate through the app without challenges.



Child care provider or future employee usage of the app

← Back



I am A:

Staff

Parent

Become a Child
Care Provider

Staff usage of the app

Welcome To



Rochester Childfirst Network

SERVING CHILDREN SINCE 1857

RCN is a not-for-profit agency dedicated to
advancing the quality of early education and care in
Western New York.

Lets Get Started

Choose Language

Parent usage of the app

Welcome To



Rochester Childfirst Network





SERVING CHILDREN SINCE 1857

RCN is a not-for-profit agency dedicated to
advancing the quality of early education and care in
Western New York.

Lets Get Started

Choose Language

Future features

-  More accessibility options like text to speech, color blind options, text customizing, etc..
-  More profile descriptors
-  Branding flexibility- as your brand grows and changes so can the app!
-  Compatible with Google or Apple calendars

... So much more!

Outcomes



Accessible to any language



Secure so only parents and staff members can access



Clean and simple UI, less options, easy on the eyes, multi-navigational, extends current branding



Communication platform that notifies in and out of app in friendly tone



Automated and Manual pick up/drop off process that takes stress of staff and parents



Other people picking up/dropping off children have a secure and easy way of being included in the process



Thank you!