

TechCase App and Responsive Website Design

Morris Chow

Project overview



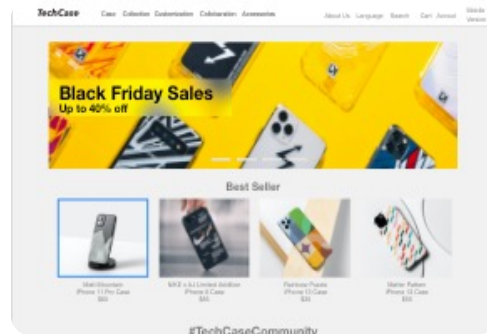
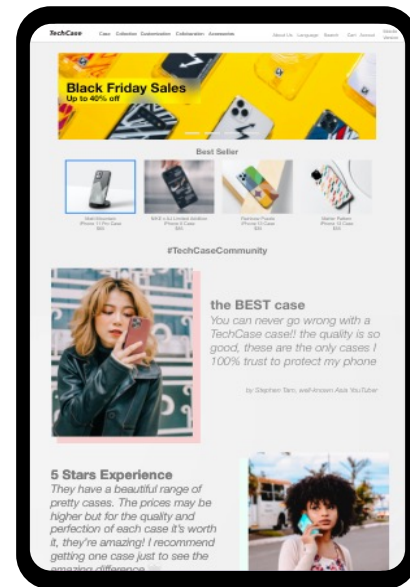
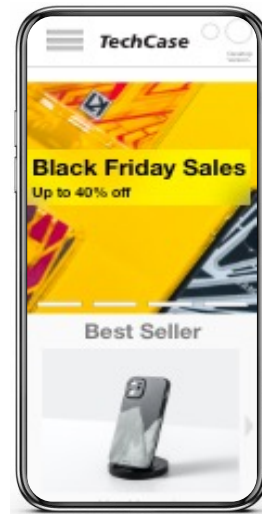
The product:

TechCase is a case purchasing and customizing platform for electronic gadgets in Hong Kong. It strives to let users to buy and customize cases for their devuces throughout an easy ordering process. TechCase targets Hong Kong as well as global customers who need the best looking case with awesome protection.



Project duration:

Oct 2021 to Nov 2021.



Project overview



The problem:

Stylish individuals encounter complicated interfaces which lead to a long time ordering process with confusions.



The goal:

Design an app for TechCase that allows users to enjoy an easy and smooth ordering experience to purchase or customize one's case for his or her gadgets.

Project overview



My role:

UX designer designing an app for TechCase 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.

Understanding the user

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

User research: summary

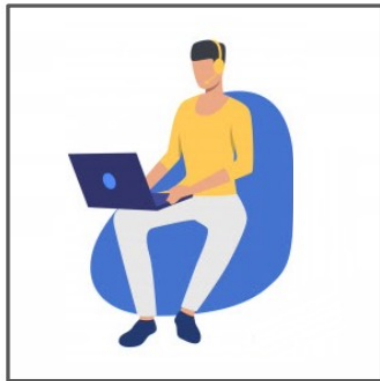


I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was. Participants would like to have an easy and smooth ordering experience to customize his phone cases since complicated interfaces take a long time and confuses Henry.

Persona: Henry

Problem statement:

Henry is a stylish youngster who needs an easy and smooth ordering experience to customize his phone cases since complicated interfaces take a long time and confuses Henry.



Henry

Age: 22

Education: Bachelor Degree in Chemistry

Hometown: Hong Kong

Family: Single, lives in campus hall

Occupation: Full Time University Student

"I am a stylish youngster who loves to put on a phone case best match with his outfit everyday"

Goals

- Straightforward and easy navigation
- A customization features that can cover most of the devices

Frustrations

- "I get confused with interfaces that are not straightforward"
- "Most custom case websites don't support a variety of electronic gadgets"

Henry is a stylish student who keens on using different phone cases according to his outfits from times. He is frustrated with the online shopping experience for purchasing phones cases due to the complicated process and limited choices for his personal devices. Hence, Henry would like for there to be the easiest and fastest way to customize his phone cases as well as other devices.

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the TechCase app. These designs focused on delivering personalized guidance to users to help manage their covid footprints.

Animated banners for latest promotion deals and best seller products

TechCase Case Collection Customization Collaboration Accessories

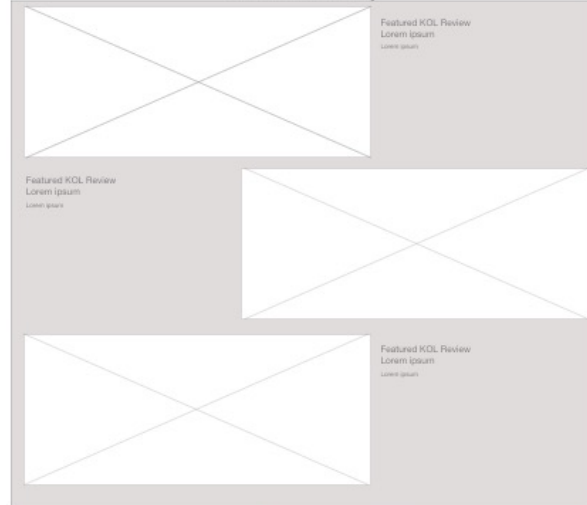
About Us Language Search Cart Account



Best Seller

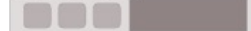


#TechCaseCommunity



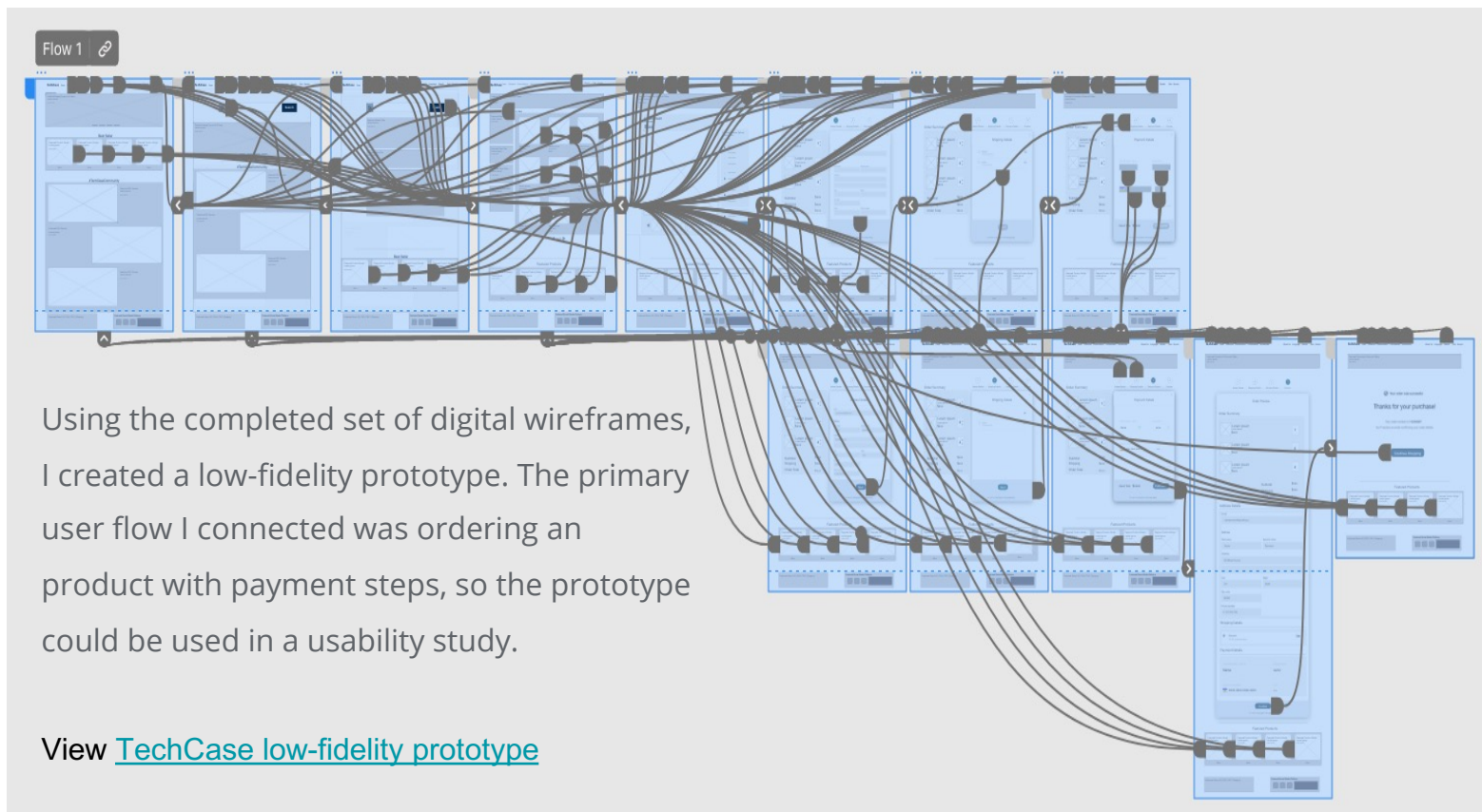
Featured About US | FAQ | T&C | Shipping

Featured Social Media Platform



Easy access to app features from global navigation

Low-fidelity prototype



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to record their covid footprint quickly
- 2 Users want a vaccination record section

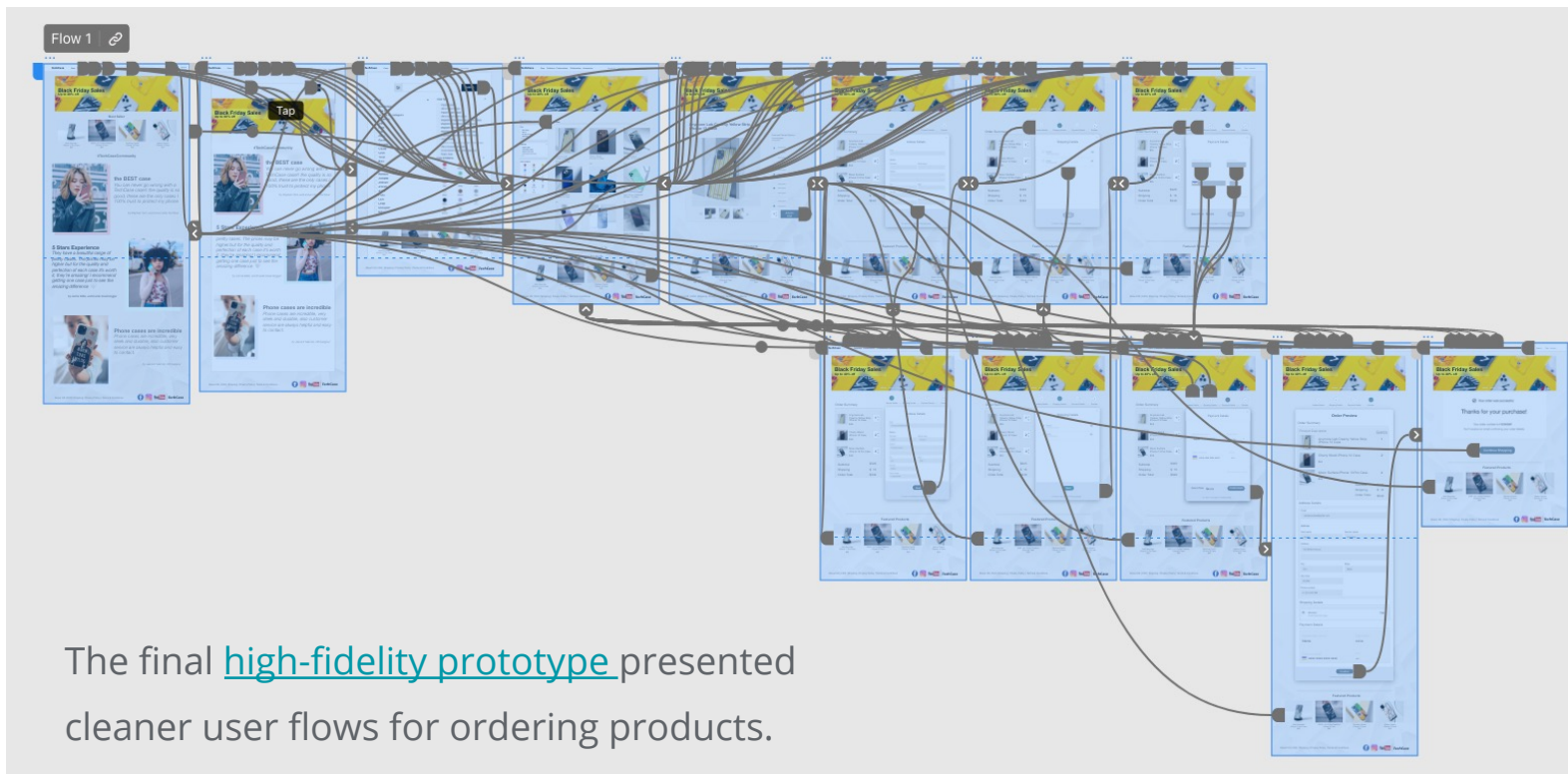
Round 2 findings

- 1 Users want adjustable text size function
- 2 Users want a covid news section

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

High-fidelity prototype



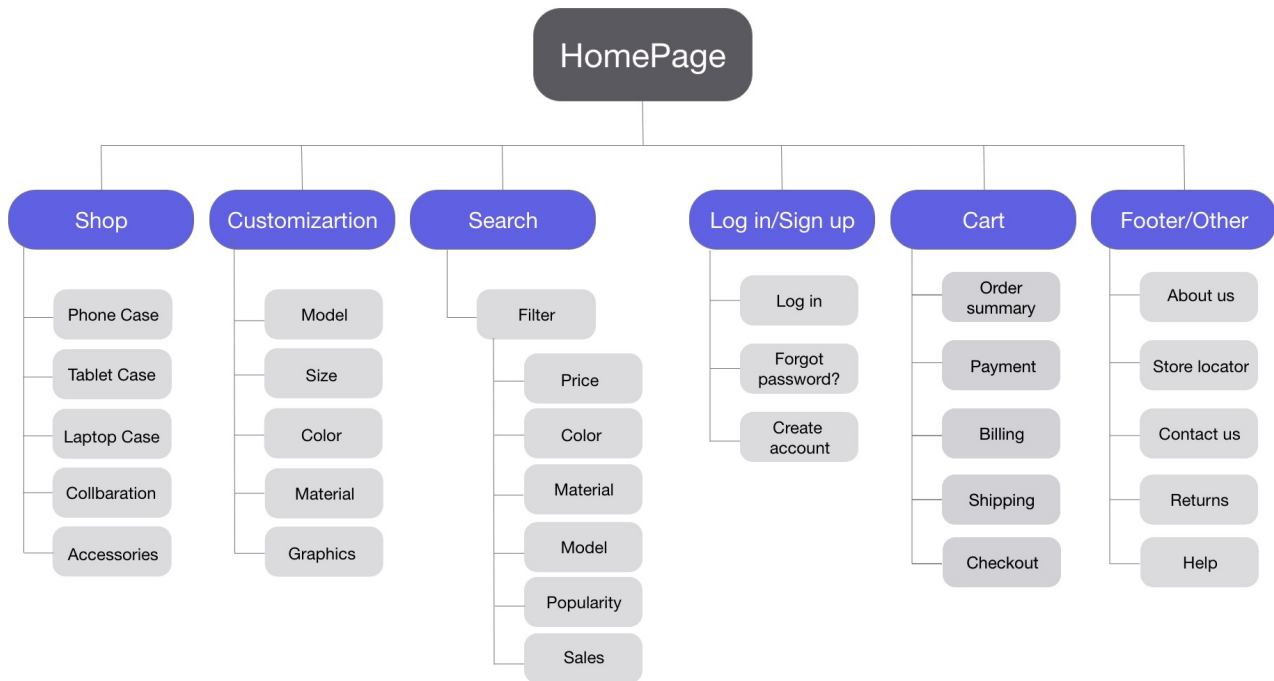
Responsive Design



- Information architecture
- Responsive design

Sitemap

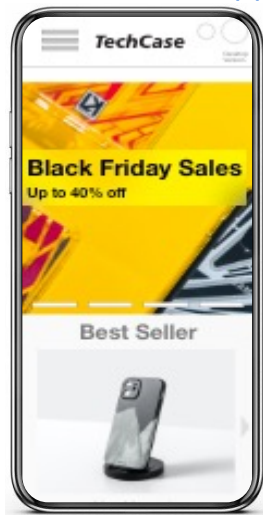
With the app designs completed, I started work on designing the responsive website. I used the TechCase sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



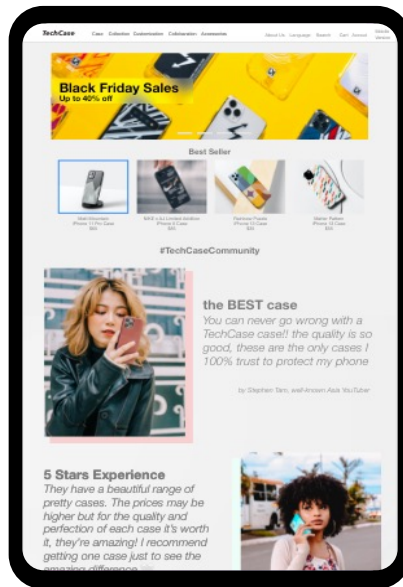
Responsive designs

The designs for screen size variation included mobile, tablet. I optimized the designs to fit specific user needs of each device and screen size.

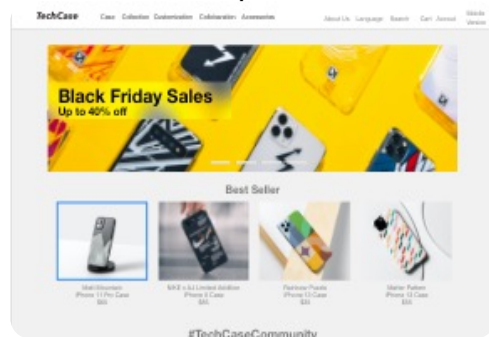
Mobile Phone App



Tablet



Desktop



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for scan QR Code and display vaccination record to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like TechCase really thinks about how to meet their needs.

One quote from peer feedback:

"The app and website made it so easy to purchase and customize my own cases! I would definitely use this application as a go-to for my future devices' cases!"



What I learned:

While designing the TechCase app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the CovidCheck app! If you'd like to see more or get in touch, my contact information is provided below.

Email: morrischow9@email.com

Website: <https://github.com/morriscsy/Work-Samples>