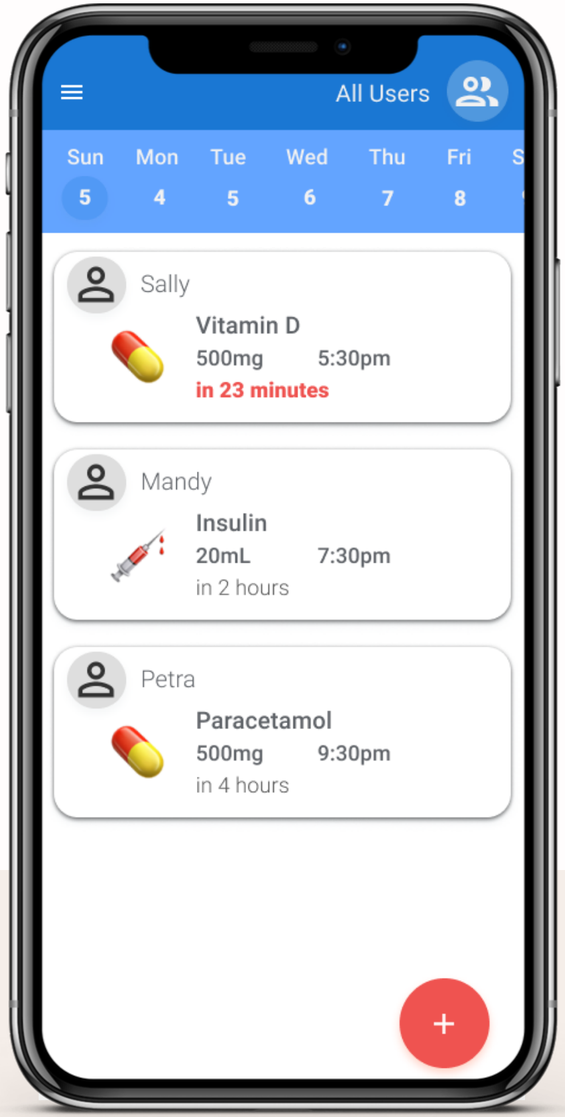
UX PORTFOLIO

FIT3175

NILLA KUMARAN



ABOUT ME

Third-year Commerce & IT student, majoring in Marketing and Software Development, currently working in Digital Marketing at a small marketing agency.

One of my long term aspirations is to combine what I've learnt in my two degrees to develop an app and become an entrepreneur.

STRENGTHS

Communication, coding & development, teamwork and collaboration.

DEVELOPING AREAS

Creative concept development, visual design skills, and statistical analysis.

THE BRIEF

"Design a digital service that makes your community better."

THE SOLUTION

A mobile application to help individuals and carers manage and track prescription medication.

PROJECT PROCESS

1. USER RESEARCH

Understanding the user base, developing personas and user stories.

2. CONSOLIDATE & REPORT

Collating results with teammates to finalise personas, user stories, and the project idea.

3. CONCEPT SKETCHING

Developing initial sketches to communicate different design ideas.

PROJECT PROCESS
CONT.

4. HIGH FIDELITY PROTOTYPE

Producing a high fidelity, interactive prototype of the application.

5. USER TESTING & EVALUATION

Evaluating the design and usability of the prototype.

1. USER RESEARCH

WHY?

Understanding the users, their experiences, struggles, and desires, helps our solution to better serve their needs. A questionnaire gives insight into this, allowing us to develop personas and user stories. These give a clear indication of users' experiences and expectations.

HOW?

1. Develop a questionnaire
2. Collect responses
3. Use gathered information to develop personas & user stories

1.
USER RESEARCH

QUESTIONNAIRE

06

QUESTIONNAIRE EXCERPTS

"How busy would you rate your day to day routine?"

- 72% of respondents rated their routine moderate-to-very busy, and 40% of these respondents often lose track of taking medication
- Suggests that the key **frustration** for users is lack of time resource

"How often do you keep your phone with you?"

- 77% of respondents keep their phone on them all the time, and more than half of these people use their phone to organise their daily routine
- Suggests that users will **easily adopt** an offering on this platform

"How would you rate your memory?"

- Younger users were more likely to rate themselves as having a poorer memory
- Suggests that functionality to create reminders or alarms is desired

1. USER RESEARCH

USER STORIES

SELECTED USER STORIES

"As a user, I would like one central place to manage all things related to health so that it is more convenient and easy for me to do."

"As a user who has a daily routine, I would like to be able to customise reminder methods so that they better integrate into my routine."

"As a user who prefers visual communication, I would like to be able to select and organise medications by image, so that I can more easily identify what I am looking for."

1. USER RESEARCH

PERSONAS

SELECTED PERSONA - "EMILY"

Demographic Information: Female, 22, High School Diploma

Bio:

Emily is a full time university student, who is currently undergoing a Bachelor's degree while also working part time in a retail job. She values organising her life as she is balancing both work and study, and likes to make sure she is on track.

Goals:

- To better integrate health maintenance into daily routine
- To have more independence in managing her health and medication

Frustrations:

- Busy lifestyle makes it inconvenient to visit the doctor to get or refill a prescription
- Would feel safer getting medication delivered
- Cares about her health but busy lifestyle can distract her from it

2. CONSOLIDATE & REPORT

THE WHAT

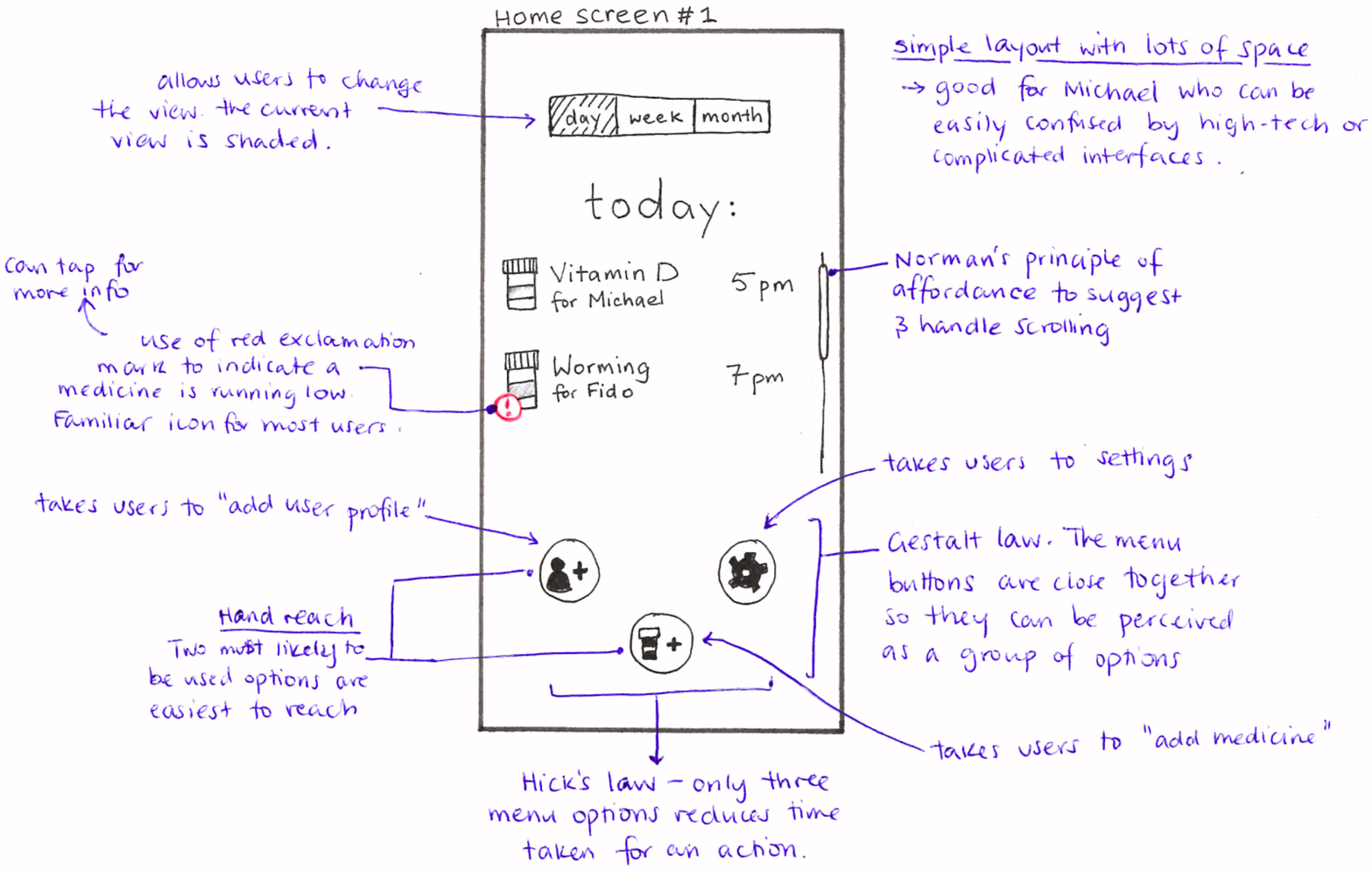
Regrouped with the team, then compared and collated our respective results from the user research stage.

THE RESULT

This helped us create refined user stories and personas drawn from a broader data set.

THE WHY

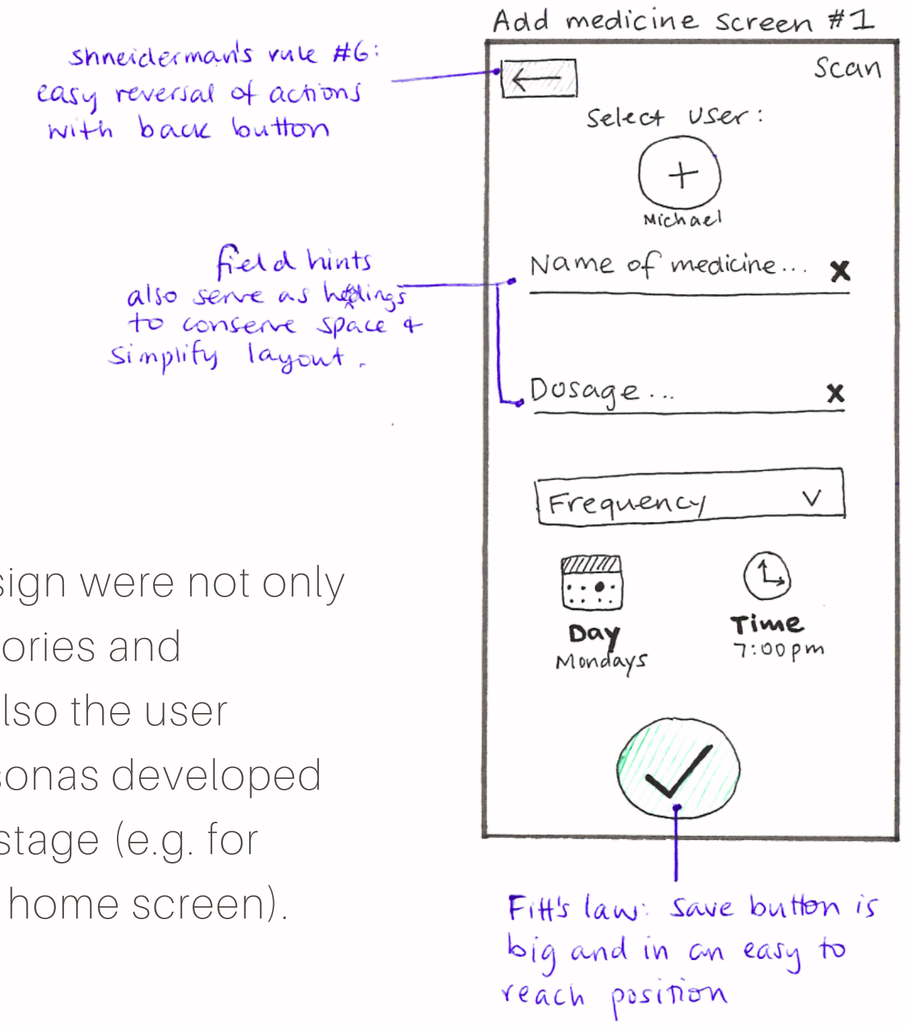
Collating data provided us with a broader and more in-depth understanding of users and a more accurate snapshot of their experiences.

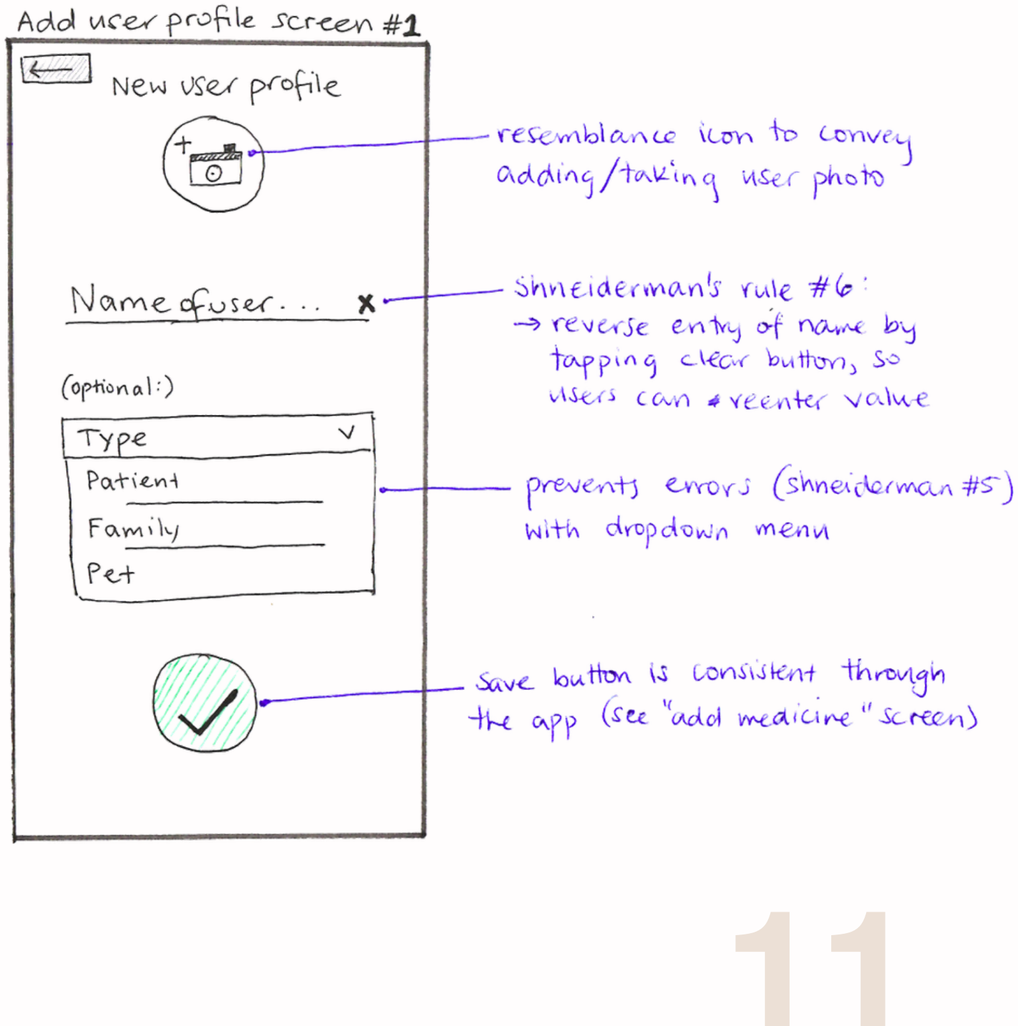


3. CONCEPT SKETCHING

Sketches were developed to convey potential ideas for app design, and were informed by usability theories & principles.

Included here are three screens from one such design.





Elements of design were not only informed by theories and principals, but also the user stories and personas developed in the previous stage (e.g. for 'Michael' on the home screen).

PROTOTYPE SCREENS

THE WHAT

We came together as a group to compare concept sketches and combine them into a final design concept. This would form the basis of the prototype.

THE WHY

A high fidelity prototype allows us to communicate a more developed idea. It is easier to develop than a working app and can be used for user testing.

THE RESULT

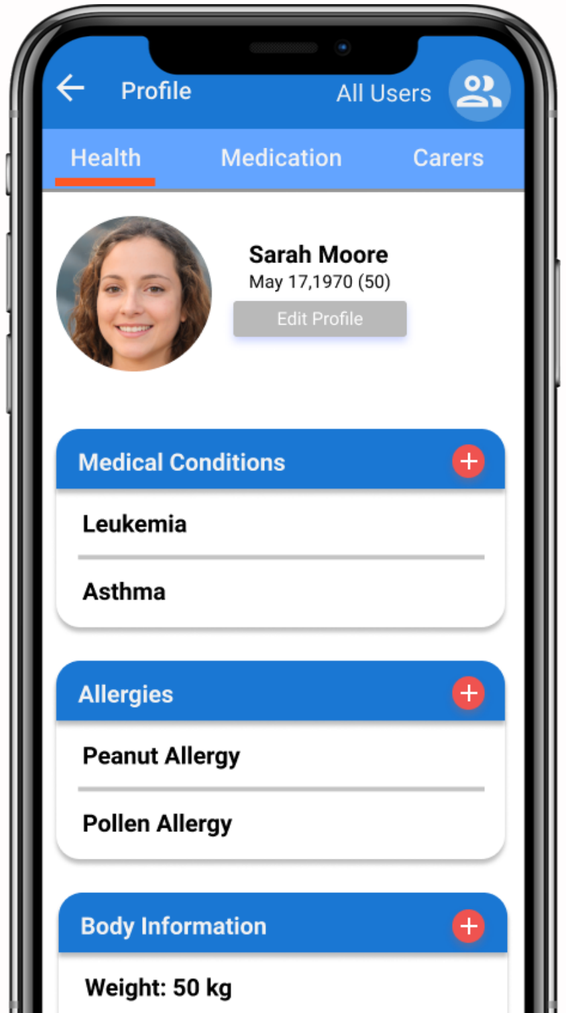
A live, interactive prototype which conveys the basic design, usability, and interactivity of the final design.

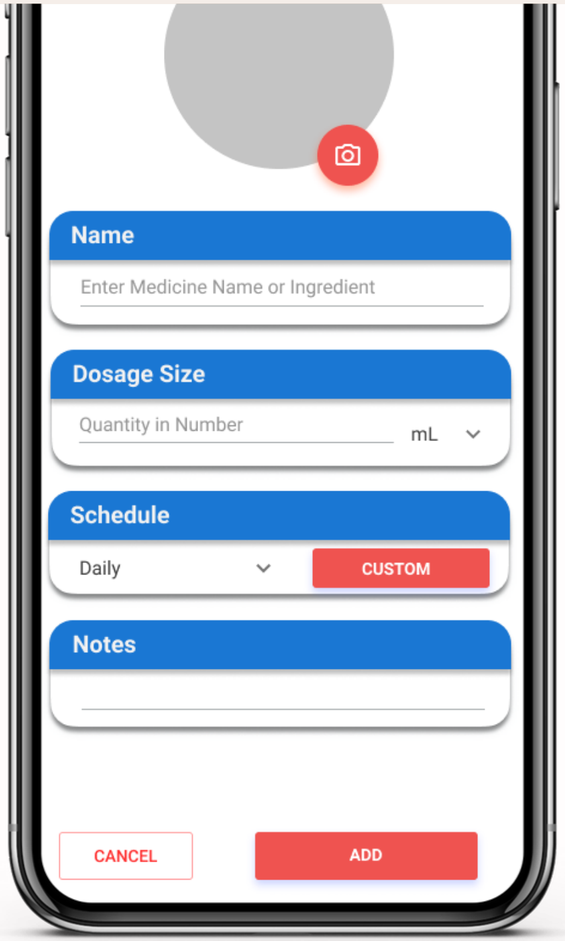
LIVE PROTOTYPE

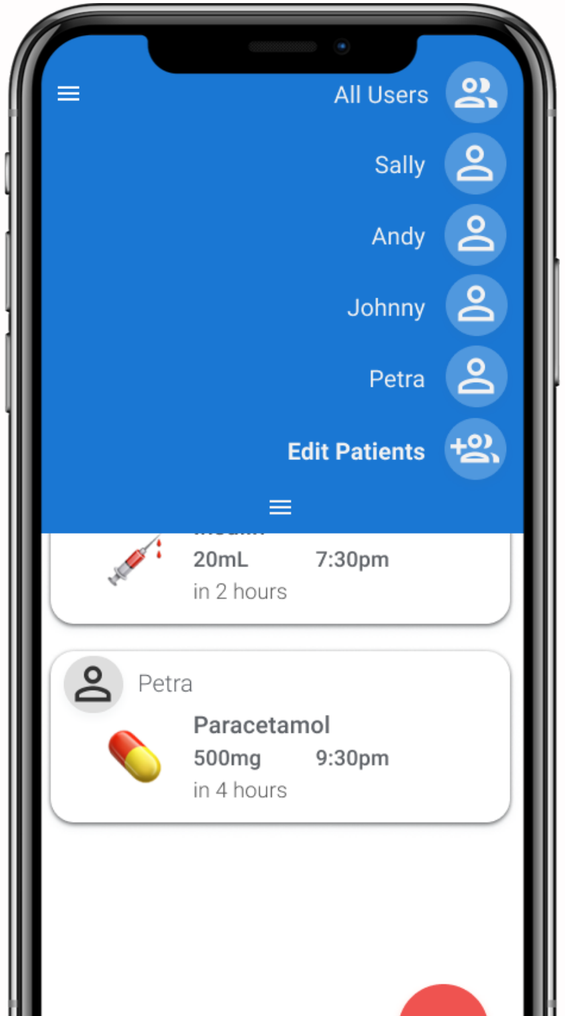
Click the button below to view and interact with the live prototype.

VIEW PROTOTYPE

PROTOTYPE SCREENS







THE WHAT

Presented the high fidelity prototype to users in different demographics of our target market, and asked them to complete certain tasks within the app.

THE RESULT

An evaluation of the design and usability of our prototype, and identification of common breakdown moments.

THE WHY

By understanding breakdown moments, we gain insight into potential interface problems, and can address them before investing resources in further development.

5. USER TESTING & EVALUATION

- ## SCANNING A PRESCRIPTION

  73% of users misinterpreted the purpose of the scan button. As such, this needs to be reconsidered and communicated differently.

- ## LOCATING 'ADD MEDICINE'

  56% of users could not reach the 'Add Medicine' page through the FAB button. These users were all above the age of 40.

- ## LOCATING A USER PROFILE

  82% of users misunderstood the drop down filter as a list of user profiles to be visited. In hindsight, the design was ambiguous and needs to be reviewed.

- ## UNDERSTANDING TAB MENU

  18% of users could not understand the function of a secondary tab menu. A smaller percentage but still needs to be considered.

KEY MOMENTS OF BREAKDOWN

5. USER TESTING & EVALUATION

KEY LEARNINGS

USER RESEARCH APPROACH

One thing I'd do differently in the future is the way I approach user research. I didn't focus enough on behaviours and experiences, which resulted in less insightful data.

DRAW FROM EXISTING SOLUTIONS

I'd also more strongly reference current design elements that exist for similar solutions. This will decrease the chances of design drawbacks and breakdown moments.

FREQUENT USER INPUT

Including the user base more frequently and across more stages of the project would be better as well. Even for small things like colour or font, this can more easily result in a well-received design.

THANK YOU.

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