cleo

a ux/ui design case study

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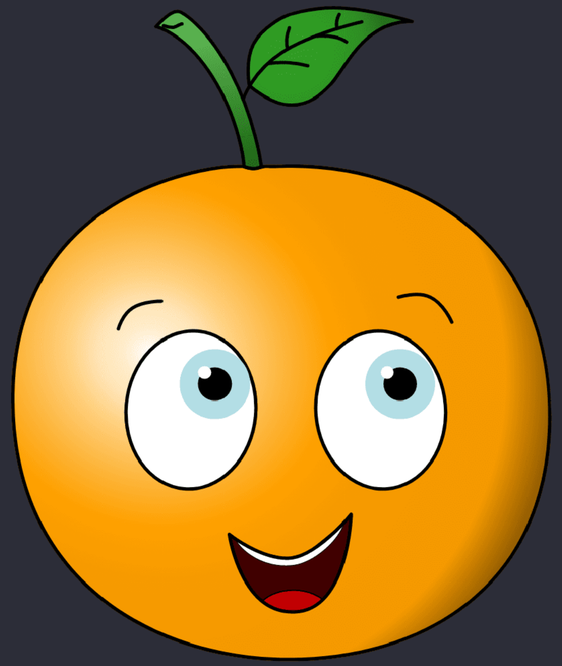
06.10.2021

project overview



the product

cleo is an educational app geared toward teaching children about nutrition and the health benefits associated with a nutrious diet.

product duration

06.10.2021 - 09.10.2021

the problem

nutrition is a commonly skipped topic in early education. focus is typically placed on math, science, reading and writing, so nutrition isn't a priority. With that said, over two thirds of adults in the United States are overweight or obese. earlier education on nutrition and the health implications could help prevent this issue.

the goal

create an educational app focused on educating younger individuals on health and nutrition.

my role

ux designer creating primarily a mobile app from conception to delivery. also responsible for a responsive web application.

responsibilities

planning and organizing research efforts, collecting and analyzing data, paper and digital wireframing, low and high fidelity prototypes, conducting usability studies, accounting for accessibility, iterating on designs, building in Adobe Xd.

01.

understanding the user.

user research summary

research

i gathered and analyzed data, as well as created an empathy map to determine my users' needs and help guide my design. a primary user group determined were young children looking to learn more about nutrition. another user group discovered were parents with young children that are looking for a way to teach their kids about nutrition.

these user groups confirmed initial assumptions about the ideal customer, however, further research discovered educators were also interested in an educational app focused on nutrition.

understanding user pain points

throughout research, three main pain points were discovered.

usability

users are frustrated with an overabundance of text and desired more visuals.

accessibility

users are frustrated with small font and non-contrasting designs.

tracking

users desire an ability to track progress and revisit old work.

02.

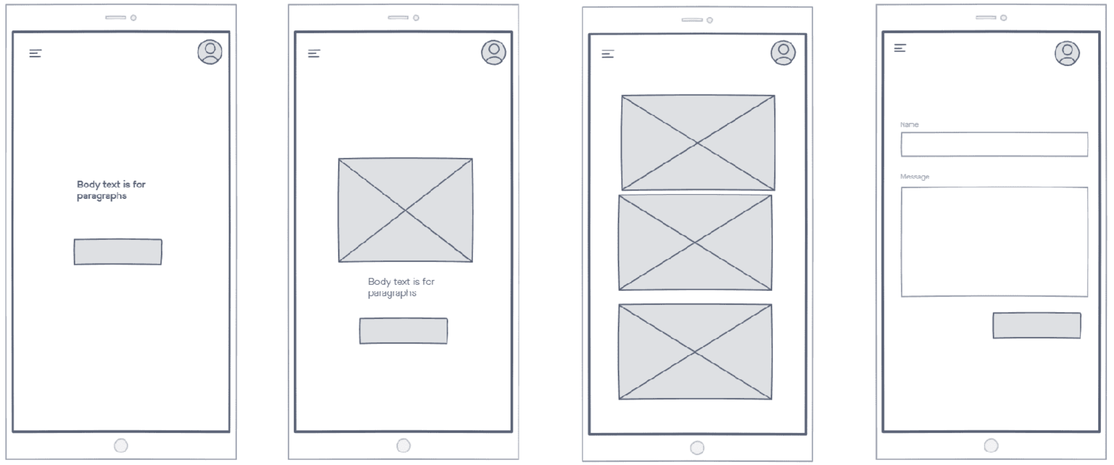
starting the design.

starting the design.

digital wireframe

the digital wireframe was designed with a simple featured mindset. the focus was on giving the user a simple interface where they can learn, send messages or submit feedback, and create their account to monitor their progress.

Start building



low-fidelity prototype

the low-fidelity protype for this project is essentially the wireframe. the pages flow from one to the next, with a menu in the upper left corner allowing for specific page navigation.

the message page allows for submitting a message and being notified of successful delivery.

usability study findings

usability study	round 1 findings	round 2 findings
	users desire more images	users desire better log in process
	users find abundance of text difficult to follow	users desire full circle flow as opposed to dead ends
	users desire a kid focused design	

03.

refining the design.

refining the dsign.

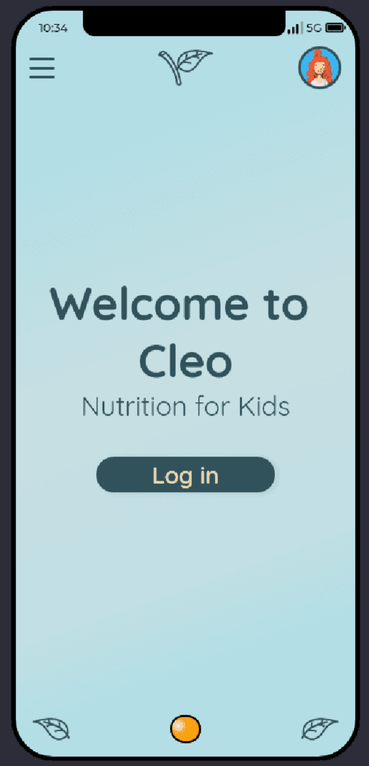
mockup

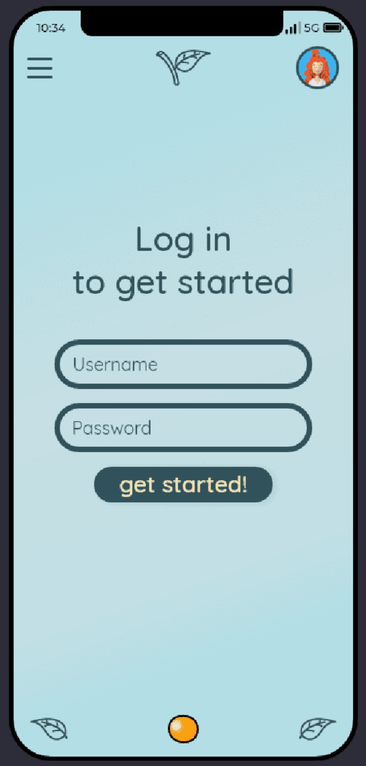
early designs focused on detailed descriptions providing detailed information on nutrition. after usability studies, user feedback indicated that the text focus was difficult to follow and not beneficial for a younger audience.

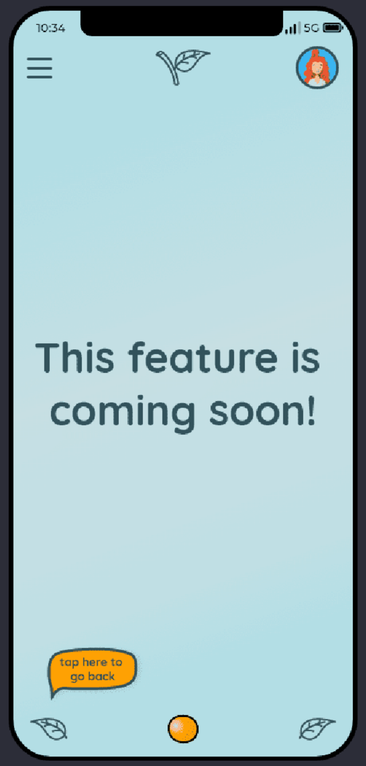
as a result of user feedback, a login option was added to allow for progression tracking and a more inclusive "student" experience.

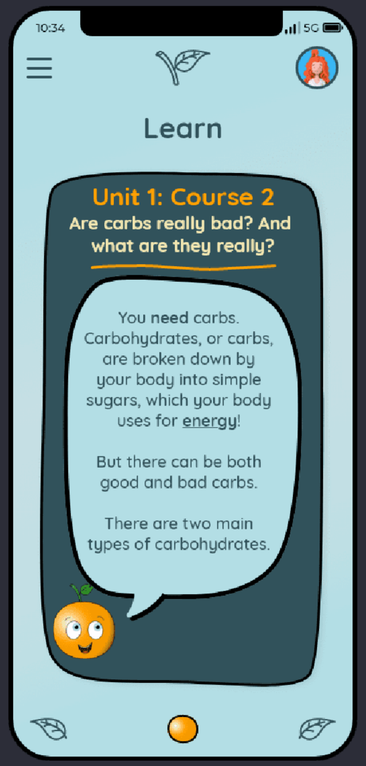
refining the design.

mockups









refining the design.

high fidelity prototype

view the prototype here.

the high fidelity prototype features changes made with the feedback of the user, providing a smoother, simplier interface that is minimal and easier to navigate for a younger target market.

refining the design.

accessibility considerations

icons

icons used are large and easily identifiable.

font

text is large and bolder allowing for easier reading.

flow

circular user flow to prevent users from getting stuck

04.

going forward.

going forward.

takeaways

impact.

the app provides student in early education a fun interactive user experience to learn about health and nutrition. the app provides users with a level of confidence and comfort, knowing that they can track their data, go back to previous courses, and ask for help through the app or request a tutor.

what i learned.

when designing this app, i learned that something targeted for children requires a completely different thought process than apps and websites designed for adults. Interactivty and blatant steps are important to ensure the child is able to follow adequately and work on their own if they decide to do so.

going forward.

next steps

further research

i intend to run another set of usability studies to help narrow in on some of the remaining pain points in the design.

this research will help guide the next set of revisions, continuing to amend the design closer and closer to finalizing.

one more study

after the revisions, i will more than likely run one last set of usability studies. this will be the final one before finalizing the design.

thank you.

please feel free to reach out.

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