Helping Hands:

Saqib Islam

Project overview

The product:

Our product is a user-friendly website and mobile app designed to connect individuals in Gujranwala, Pakistan, with free food banks, water filtration plants, and job opportunities. It aims to empower and support the community by

providing essential resources and aiding in their search for employment.

Project duration:

01-June-2022 to 25-June-2023

Small change, big difference

Get started

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Project overview

The problem:

The problem we aim to solve is the lack of easy access to essential resources such as food, clean water, and job opportunities for individuals in Gujranwala, Pakistan.

The goal:

Our goal is to create a user-centric website and mobile app that effectively connects individuals in Gujranwala, Pakistan, with free food banks, water filtration plants, and job opportunities to improve their overall well-being and livelihood.

Project overview

My role:

As the UX designer, my role in the project was to research, design, and create intuitive and engaging user experiences for the website and mobile app, with a focus on usability, accessibility, and meeting the needs of the target audience in Gujranwala, Pakistan.

Responsibilities:

1. User research and understanding user needs.
2. Wireframing and prototyping design concepts.
3. Collaborating with stakeholders and the development team.
4. Conducting usability testing and gathering feedback.
5. Designing intuitive user interfaces.
6. Ensuring accessibility in design.
7. Iterating on designs based on feedback.
8. Collaborating with developers for implementation.
9. Documenting the design process for portfolio.
10. Staying updated with UX design best practices.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

In conducting user research for the project, a combination of methods was employed, including usability studies and interviews. Assumptions were made regarding user preferences, pain points, and the accessibility of essential resources in Gujranwala, Pakistan. However, through the research process, these assumptions were challenged and refined. The usability studies revealed navigation issues and content gaps, while interviews provided valuable insights into user needs and the challenges they face in accessing free food banks, water filtration plants, and job opportunities. These research findings helped shape a more informed and empathetic understanding of the target audience, which in turn influenced the design decisions and iterations made throughout the project.

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Persona 1: **Sara Ahmed**

Problem statement:

Sarah Ahmed is an unemployed individual with a bachelor's degree in Business Administration who needs access to a reliable job board platform in Gujranwala because she faces challenges finding suitable job opportunities in her area, as revealed through user research.

"I believe in the power of hard work and perseverance."

Sara Ahmed

Age: 28
Education: Bachelor's degree
Hometown: Gujranwala
Family: Married, 2 children
Occupation: Unemployed

Goals
- Are to find a stable job that supports her family financially and provides career growth opportunities.

Frustrations
- Limited access to job listings, lack of information on suitable job opportunities in her area.

Sarah Ahmed is a determined and ambitious individual who recently lost her job due to company downsizing. She actively seeks employment opportunities in Gujranwala to secure a stable income for her family. However, she faces challenges in finding relevant job listings and lacks awareness of potential job openings in her field. Sarah often spends hours searching through various sources but struggles to find suitable positions. She feels frustrated and anxious about the future. Sarah's goal is to discover a job board platform that can streamline her job search process, provide accurate and up-to-date job listings, and offer a user-friendly interface to connect her with potential employers.

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Persona 2: **Ahmed Khan**

Problem statement:

Ahmed Khan is a daily wage labourer in Gujranwala who needs accurate and up-to-date information about the locations of free food banks and water filtration plants because he faces difficulty accessing basic necessities for himself and his children due to limited knowledge and resources, as identified through user research.

"Everyone deserves access to basic necessities for a dignified life."

Name

Age: 30
Education: High School Diploma
Hometown: Gujranwala
Family: Divorced, 2 children
Occupation: Daily Wage Laborer

Goals

- To locate nearby free food banks and water filtration plants to ensure the well-being of himself and his children.

Frustrations

- Limited knowledge of the locations of free food banks and water filtration plants, difficulty accessing clean drinking water regularly.

Ahmed Khan is a hardworking daily wage laborer who lives on a tight budget. Providing basic necessities for his children is his top priority. However, he often struggles to find information about the locations of free food banks and water filtration plants in his area. Ahmed feels frustrated when he cannot access clean drinking water easily and worries about the health and well-being of his children. His goal is to discover a website and mobile app that can provide accurate and up-to-date information on the nearest food banks and water filtration plants. Ahmed wants a user-friendly platform that can help him locate these resources quickly and conveniently, alleviating his concerns and ensuring a better quality of life for his family.

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Competitive audit

The goal of the competitive audit is to gain insights into existing products and platforms in the charity sector, assessing their strengths, weaknesses, and unique features. This analysis aims to inform the design and development of a more user centered and competitive app and website for the charity in Gujranwala, Pakistan, by identifying opportunities to improve the user experience and provide value-added features to surpass the competition.

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Ideation

The goal of the app and website is to provide an inclusive and user-friendly platform that streamlines access to essential resources for individuals in Gujranwala, Pakistan. The focus is on visual simplicity, intuitive navigation, integration of mapping services for locating nearby resources, and social features to foster community engagement. Regular updates and collaboration with partners ensure accurate and up-to-date information. The user centered design approach prioritizes meeting the needs and preferences of users, including those with limited technological literacy. The aim is to create a valuable resource that empowers individuals in their search for free food banks, water filtration plants, and job opportunities while fostering a supportive community.
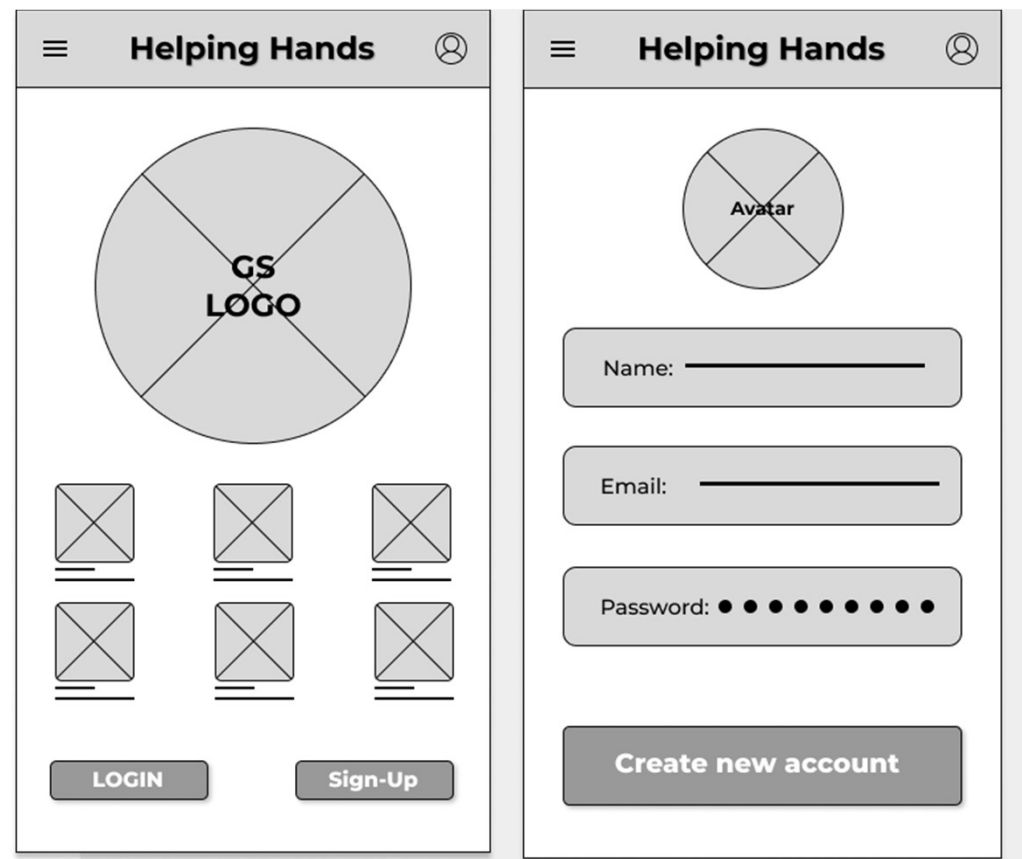
Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

The goal of the project was to create an app and website that provide an enhanced user experience and foster community engagement for individuals in Gujranwala, Pakistan. The approach involved prioritizing user-centered design principles, intuitive navigation, and visually appealing interfaces. The focus was on continual improvement through feedback and peer reviews to refine and enhance the platform, ensuring it meets the evolving needs of the target audience.

Will show a Logo of the App here
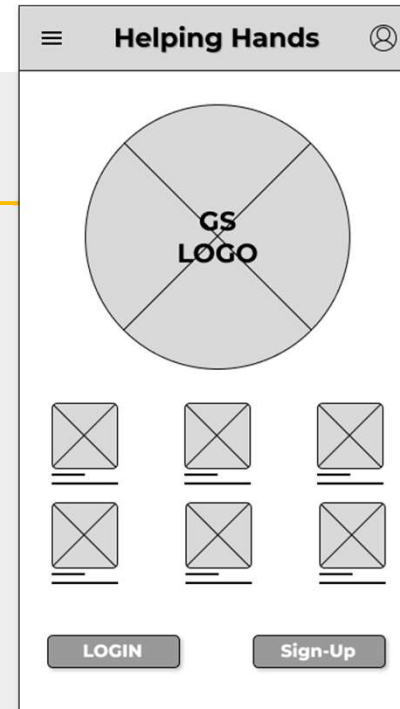
Will show latest stories here

Low-fidelity prototype
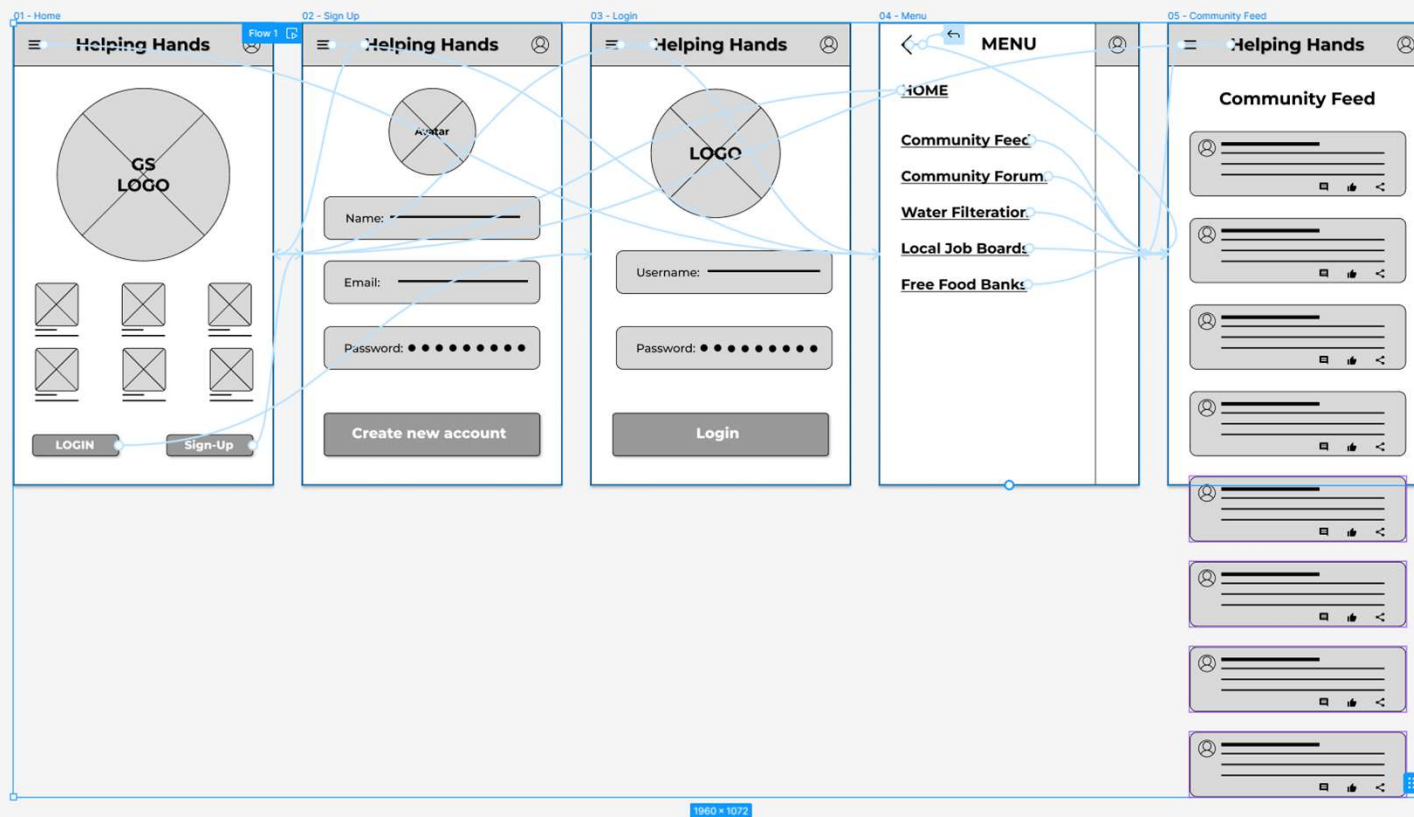
Usability study: parameters

Study type:

moderated usability study

Location:

Gujranwala, In-Person

Participants:

5 participants

Length:

30-60 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users faced difficulties
navigating the app and
website, impacting
resource search.

2

Finding

Limited and outdated
listings hindered finding
relevant resources.

3

Finding

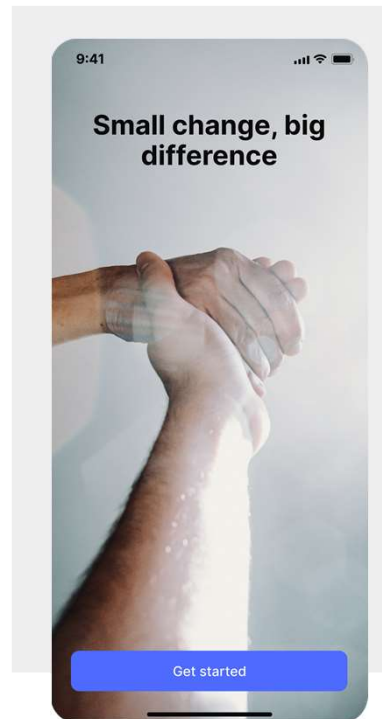Users desired more
interactive features and
community engagement.

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Refining the design
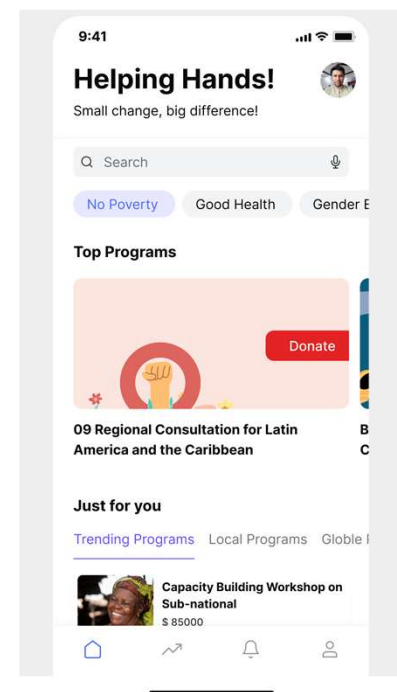
- Mockups
- High-fidelity prototype
- Accessibility

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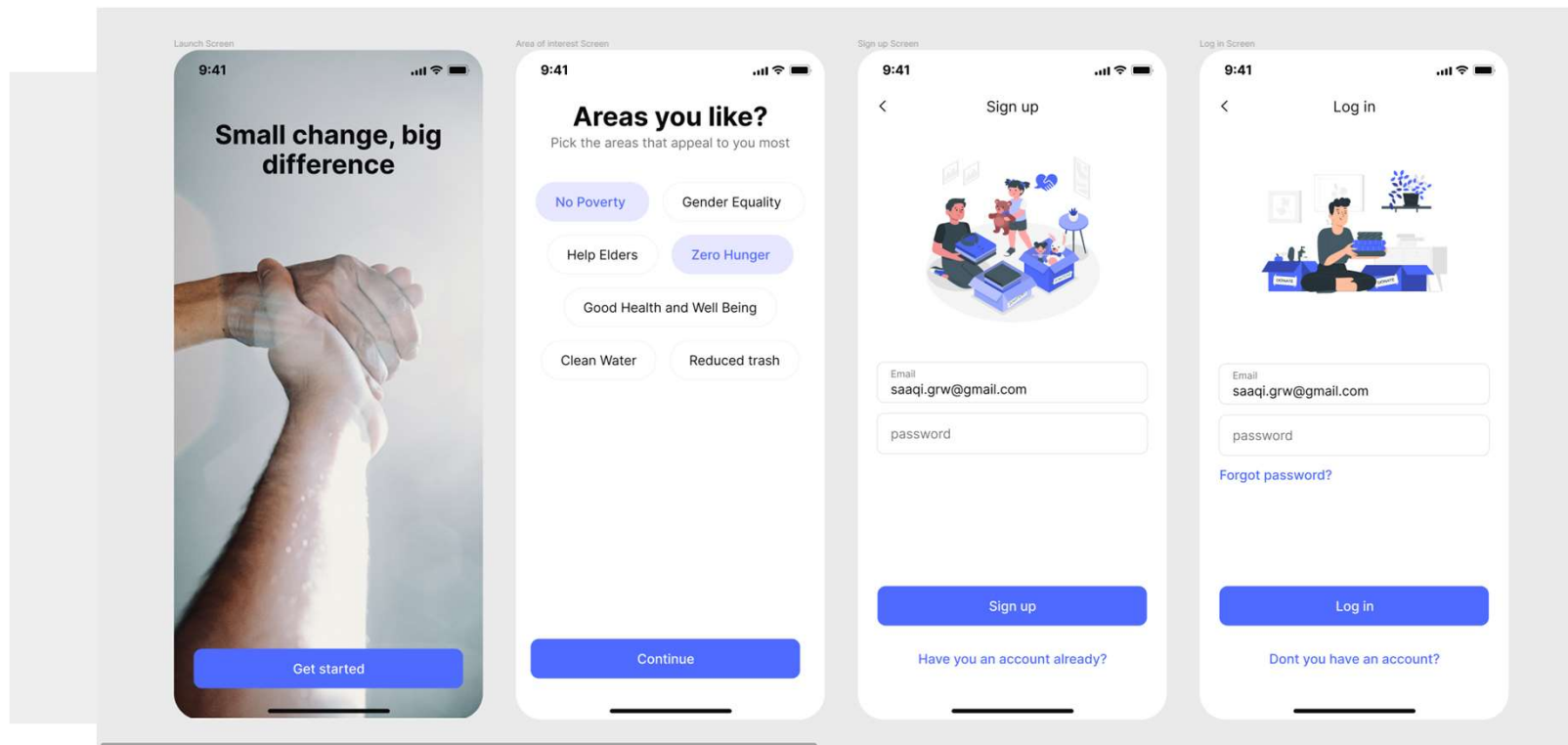# Mockups
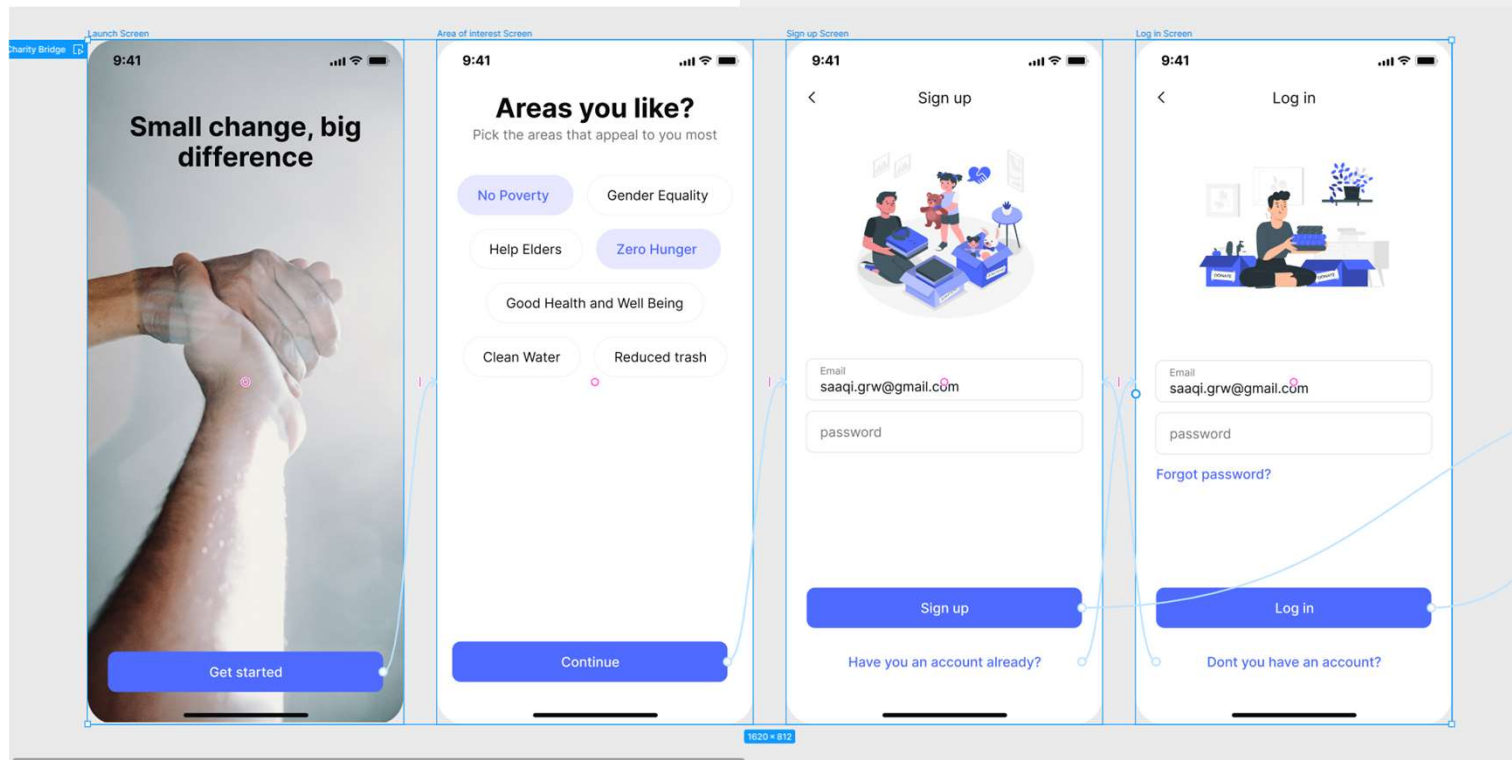
I decided to add more information on the homepage.

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Mockups

High-fidelity prototype

Google

Accessibility considerations

1

Considerations were made to ensure the app and website have sufficient colour contrast, legible fonts, and appropriate text sizing to accommodate users with visual impairments. The design also incorporates alternative text for images, making the content accessible to screen readers.

2

The app and website were developed with a mobile-first approach, ensuring responsiveness and compatibility across different devices and screen sizes. This allows users with varying accessibility needs to access the platform on their preferred devices.

3

The interface was designed to be fully navigable using a keyboard, enabling users who rely on keyboard navigation or assistive technologies to access all functionalities without the need for a mouse. Keyboard focus indicators were implemented to enhance the user experience for individuals with motor impairments.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app had a positive impact by improving the lives of individuals in Gujranwala, Pakistan. It streamlined access to essential resources, empowered users through community engagement, and enhanced their overall user experience.

What I learned:

Throughout the project, I gained valuable insights into the importance of user-centered design, continuous improvement, and the power of community engagement. The user research process helped me better understand the needs and preferences of the target audience, allowing me to create a platform that truly serves their requirements.

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Next steps

1

Based on the usability study findings, prioritize improving the navigation system and user interface to address the challenges users faced. Streamline menus, optimize search functionality, and implement intuitive design elements to enhance the overall user experience.

2

Conduct regular content audits and establish partnerships with local organizations to ensure the app and website provide comprehensive and up-to-date listings of free food banks, water filtration plants, and job opportunities. Regularly verify and update the information to maintain the platform's relevance and usefulness.

3

Implement a feedback loop by conducting regular user testing sessions to gather insights, identify pain points, and validate design improvements. Use this feedback to iterate on the app and website, continuously enhancing accessibility, usability, and user satisfaction.

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Let's connect!

For further inquiries or to review more of my work, please feel free to contact me via email at saaqi.grw@gmail.com. You can also contact me via WhatsApp at +923006412193. I look forward to hearing from you!

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