



# Everywhere is Close

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# Project Description

Families and friends are increasingly spreading all over a single country or even all over the world. Our goal is to help them remain close and connected despite the challenges of their geographical differences. However, there are challenges unique to older (45+) consumers.

Research

# Target Audience

- Adults 45+ years old with at least a high-school education who have basic computer knowledge. To find them, I will utilize:
  - Craigslist
  - AARP forums
  - Reddit participant forums.

# Research Objectives

- Identify major challenges for the 45+ age group with respect to staying connected to distant family and friends.
- Identify gaps in functionality with current tools in use.
- Identify how to get new or older users to use our app or website.
- How to improve the connectivity process.

# Research Areas of Interest

- Tools users currently utilize to stay connected to relatives and friends who live at least 250 miles or more from them.
- The challenges users encounter with current tools.
- What keeps them from staying in contact more often: time, technology, geography, etc.?
- What prevents use of connectivity tools?

# Competitors

	Cost	Group Chat	Voice Calls	Video Calls	Text Messaging	Send Files	Web Interface	Available on All OS Platforms	Cloud Dependency	Mail notifications as fallback	Calendar Sync/ Event Reminders	Online Availability	E-mail Connectivity
Skype	\$0 USD	yes	yes	yes	yes	yes	no	yes	yes	no	yes	yes	yes
WhatsApp	\$0 USD	yes	yes	no	yes	yes	no	yes	yes	no	no	yes	no
Facebook	\$0 USD	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	no

# Interview Insights

- “Make it basic and straightforward.” – W. S.
- “I have to remember time zone differences; if I don’t, then my opportunity to call is gone for another whole day.” – D.S.
- “I take a lot of work home, so I just don’t have a lot of time.” – P. J.
- “The next thing I know six months have gone by and I haven’t spoken to people.” – P.J.
- “FaceTime only works if other people have an iPhone.” – D.S.
- “Newer tech too advanced for older relatives.” – W.S.



# Hypothesis

Middle-aged and older users (45+):

- Tend to stick to older, “comfort-zone” technology.
  - Older technology may not provide an optimum level of connectivity.
- Resist adopting newer technology because:
  - Tools may not be intuitively designed.
  - Tools not easy to learn.
- They may also have vision or hearing needs that aren’t currently addressed in the existing tools.

Persona

# Erin Gabriel



“We need to make keeping in touch more of a priority.”

Age: 45+

Occupation: Professional

Marital Status: Married

Children: 2

## Needs

- Reminders to contact important people
- Make tech. basic and straightforward for older people
- Manage time zone differences
- App works on all phone/OS platforms
- Video chat that's easy to set up

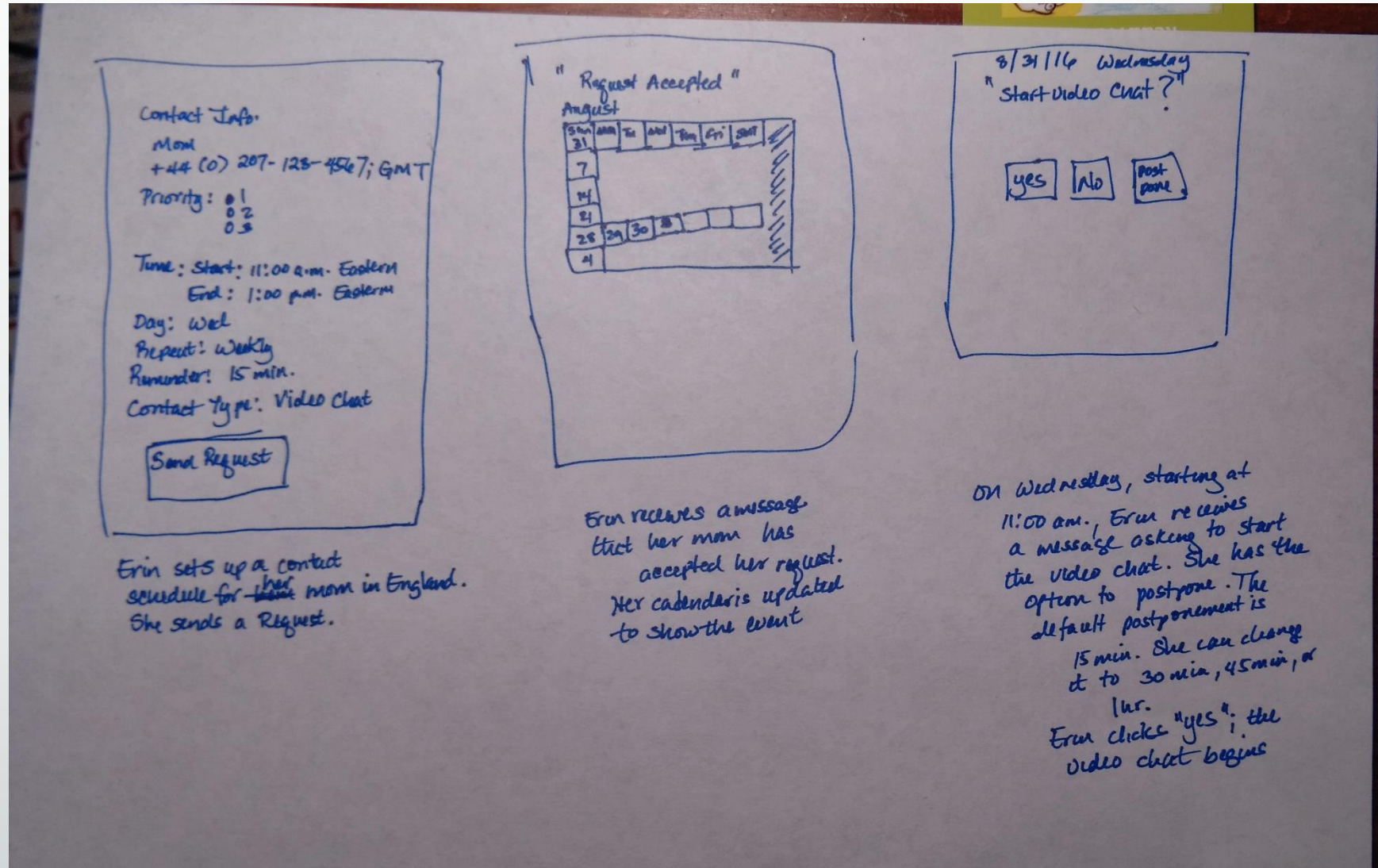
## Frustrations

- Tired of technology at end of the work day
- Hard to prioritize most important people
- Not enough time/takes work home
- Older people don't use newer technology
- Time zone differences

**Bio:** Erin has a stressful workday and often takes work home. There are about 10-15 people (friends and family) that she'd like to make sure she contacts regularly, but often, there isn't enough time. Sometimes she only has 30 minutes available a day. Some of her older loved ones don't like using new technology because the learning curve is too high; she has to use traditional voice to contact them, but doesn't have enough time to call all 10 people regularly. Her parents live outside the U.S., so she has to remember to call them at a decent hour. Doesn't want six months to go by without contact with loved ones.

**Scenario:** Erin starts the app and sets up a contact schedule for her mother in England. She wants to contact her mom at 11:00 a.m. EST. The app tells her that the local time in England will be 4 p.m. GMT. Erin sets the event to repeat once a week on Wednesdays with a reminder 15 min. before. She then sets the type of contact to Video Chat. The app sends a notification text to Erin's mom. Once Erin confirms the contact settings, the contact event is created. At 10:45 a.m. EST on Wednesdays, Erin receives a reminder text. If Erin and her mom are both online at 11 am, a dialog will appear asking to start the video chat. When Erin clicks "Start", a video chat session begins.

# Storyboard



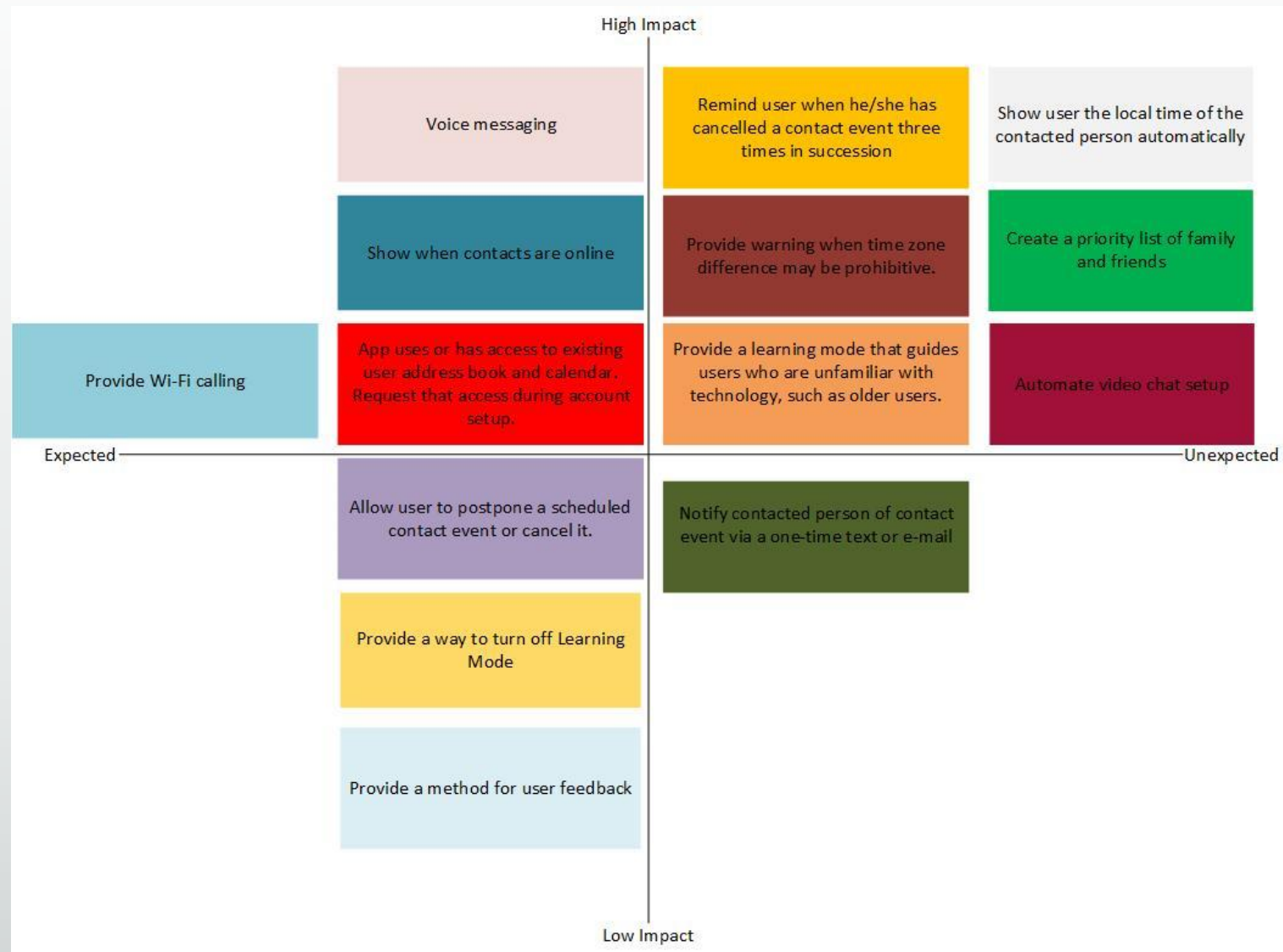
# Features

# Features

User Goal: Make keeping in touch a priority.

- Create a priority list of family and friends.
- Voice messaging
- Show when contacts are online
- App uses or has access to existing user address book and calendar.
- Remind user when he/she hasn't contacted a priority contact for over three weeks or has cancelled an event three times in succession.
- Provide warning when the time zone difference may be prohibitive.
- Provide a learning mode that guides users who are unfamiliar with the app.
- Automate video chat setup
- Call forwarding for voice contact events
- Provide Wi-Fi calling

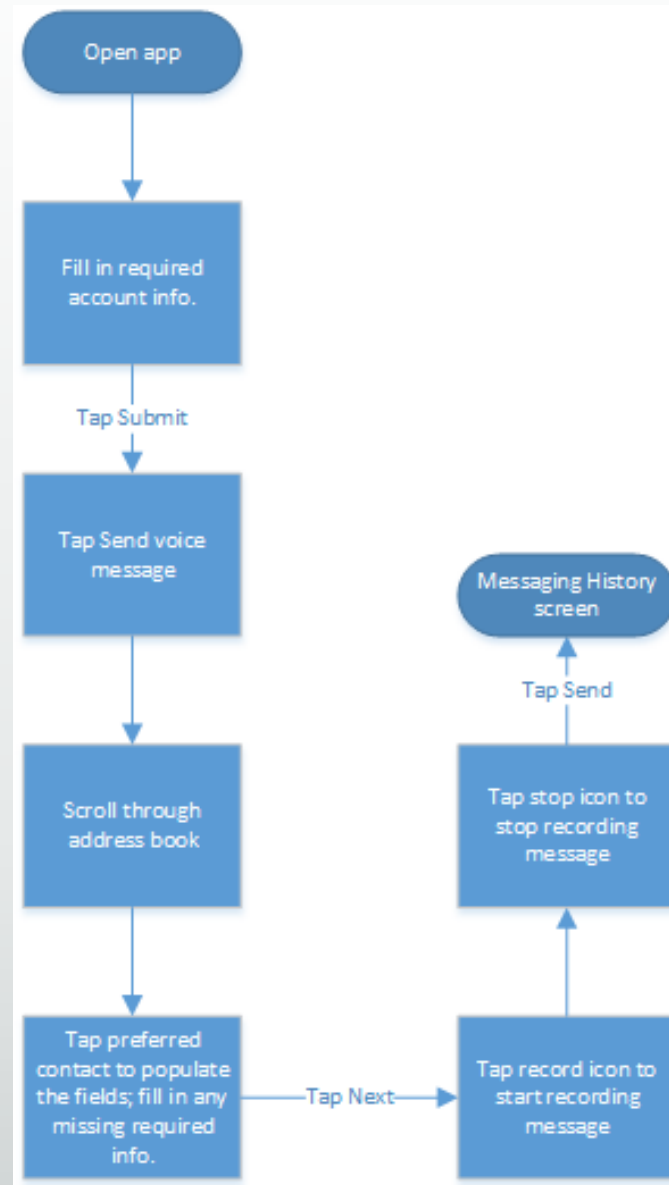
# Feature Prioritization



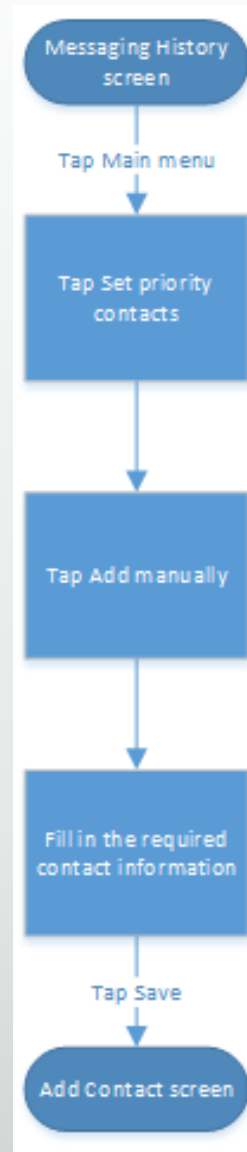
# User Flows



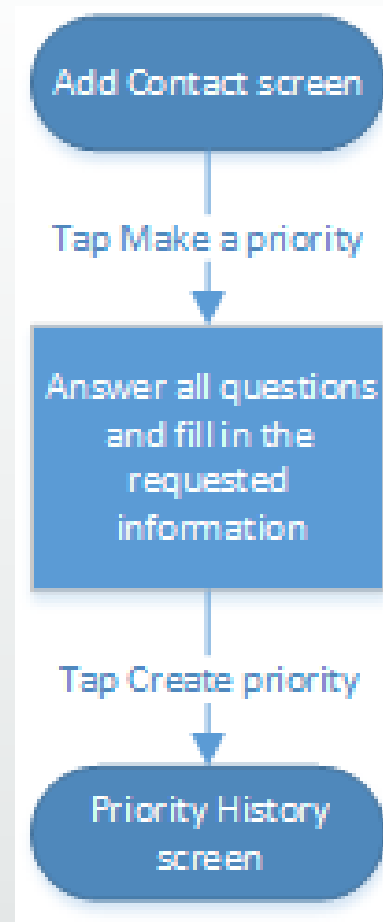
## Task Scenario 1: Create an account and send a voice message to a contact in your device's address book.



**Task Scenario 2:** Add and save a contact manually to begin creating a priority list; this should be someone living outside of the US.



**Task Scenario 3:** Make a priority schedule and create a reminder to contact a priority friend or relative in a foreign country.



# Sketches

# Paper Prototype – part 1

Gabbi

Username:

Password:

Create account

Gabbi

\*First name:

\*Last name:

\*Mobile Phone:

\*Email:

\*Username:

\*Password:

Zip code:


\*Required information


Submit


Cancel


Gabbi


Username

  
Send text message

  
Send voice message

  
Start free call

  
Start video chat

  
Set priority contacts

Gabbi

Username

This feature allows you to create a priority list of the most important people you want to keep in touch with regularly. You'll set an event reminder to contact each person on a schedule you choose. If you have overseas contacts, we'll let you know what their local time is so you don't contact them when it's too late or too early. You can add up to 15 people to your priority list.

Choose priority contacts:

From address book

Add manually

View priority history

Home

# Paper Prototype – part 2

Gabbi Username

\*First name:

\*Last name:

\*Phone:

\*Email:

Zip code:

\*Required information

Gabbi Username

 **Contacts**

- Abe Ross
- Brady Cohen
- Elsie Shreve

\*First name:

\*Last name:

\*Phone:

\*Email:

Zip code:

\*Required information

Gabbi Username

Priority setup for Chris Smith

What days do you want to contact Chris?

☒ S ☐ M ☐ T ☐ W ☐ T ☐ F ☐ S

At what time?

The calculated local time is: 08:00 PM

How often do you want to contact Chris?

☐ Daily ☒ Weekly ☐ Monthly

☐ Every 3 months ☐ Every 6 months

How will you contact Chris?

Start sending you reminders on: 

Remind you how soon before contact time?

Send you reminder by:

Notify Chris now that you'll be in touch by sending one


Gabbi Username

Priority History

1. 9/4/16: Chris Smith priority reminder is set.  
Event begins Sun 9/11/16 at 12:00 PM

# Wireframes

# Wireframe (Software) – part 1



Wireframe for the User Profile screen. It features a header with a blue speech bubble icon labeled 'Gabbi' and the title 'User Profile'. The form includes input fields for \*First name, \*Last name, \*Mobile phone, \*E-mail, \*Username (pre-filled with 'Usability\_tester'), \*Password, and \*Re-enter password. A checkbox labeled '\*Allow app to import and use your existing information and features.' is present. At the bottom, there are buttons for 'Submit', 'Reset', and 'Delete account'. A red asterisk '\*Required' is positioned below the 'Delete account' button.

Gabbi User Profile

\*First name:

\*Last name:

\*Mobile phone:

\*E-mail:

\*Username:

\*Password:


\*Re-enter password:

☒ \*Allow app to import and use your existing information and features.

Submit

Reset Delete account

\*Required



Wireframe for the Main Menu screen. It features a header with a blue speech bubble icon labeled 'Gabbi' and the title 'Main Menu'. A checkbox labeled 'Turn on Learning Mode' is at the top. The screen displays five large icons with labels: 'Send text message' (speech bubble), 'Send voice message' (microphone), 'Start free call' (Wi-Fi), 'Start video chat' (video camera), and 'Set priority contacts' (clipboard). The status bar at the top right shows 'Usability\_tester' and a pencil icon.

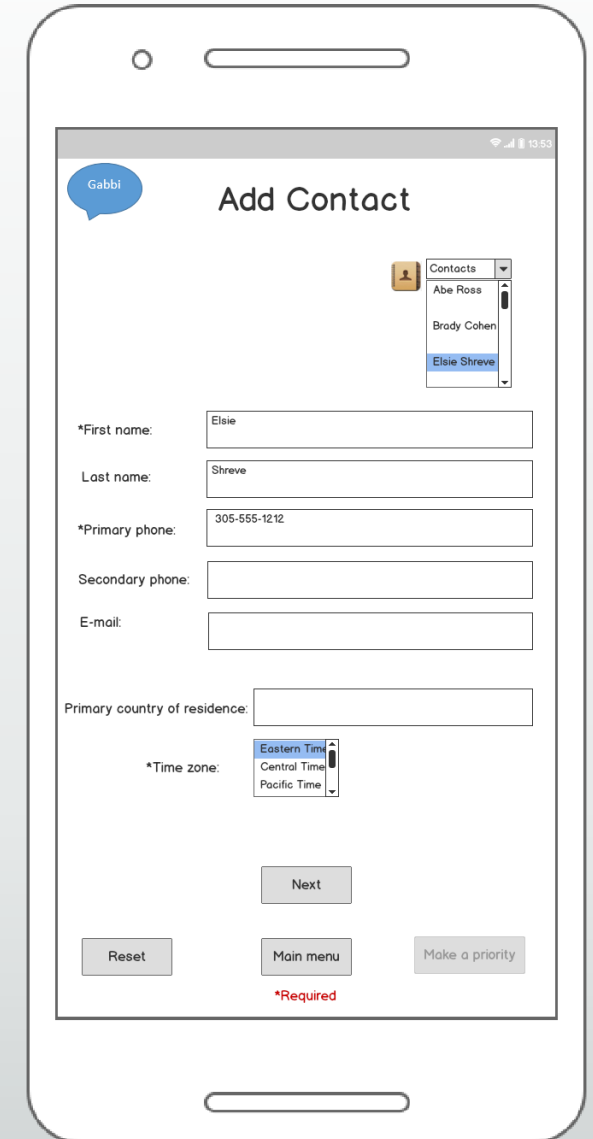
Gabbi Main Menu Usability\_tester

☐ Turn on Learning Mode

Send text message Send voice message

Start free call Start video chat

Set priority contacts



Wireframe for the Add Contact screen. It features a header with a blue speech bubble icon labeled 'Gabbi' and the title 'Add Contact'. A dropdown menu labeled 'Contacts' is open, showing a list of names: 'Abe Ross', 'Brady Cohen', and 'Elsie Shreve'. The form includes input fields for \*First name (pre-filled with 'Elsie'), Last name (pre-filled with 'Shreve'), \*Primary phone (pre-filled with '305-555-1212'), Secondary phone, E-mail, Primary country of residence, and \*Time zone (dropdown menu with options: Eastern Time, Central Time, Pacific Time). At the bottom, there are buttons for 'Next', 'Reset', 'Main menu', and 'Make a priority'. A red asterisk '\*Required' is positioned below the 'Main menu' button.

Gabbi Add Contact

Contacts

Abe Ross

Brady Cohen

Elsie Shreve

\*First name:

Last name:

\*Primary phone:

Secondary phone:

E-mail:

Primary country of residence:

\*Time zone:

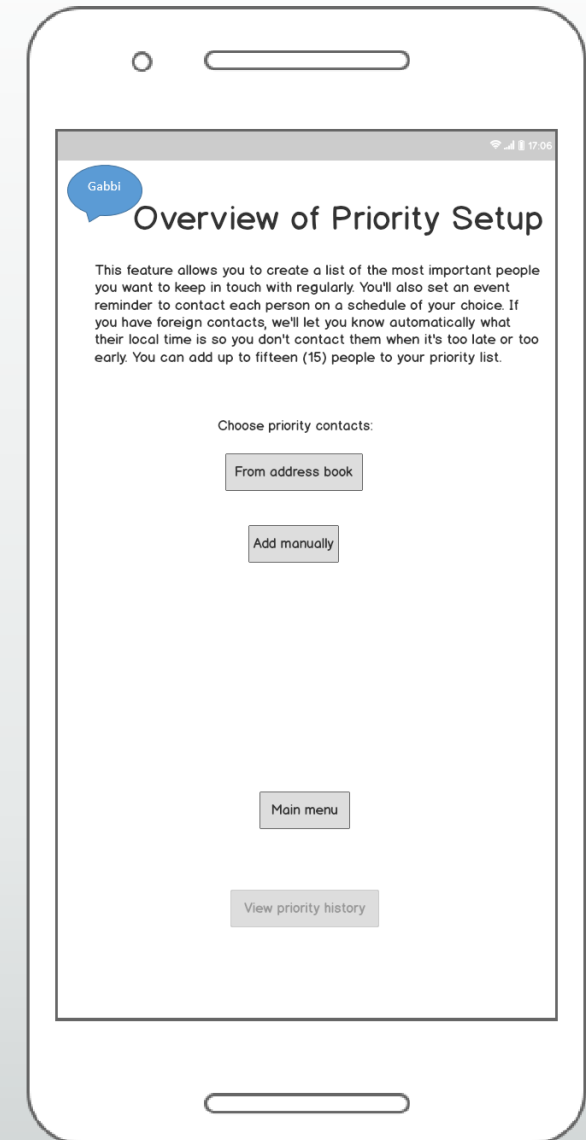
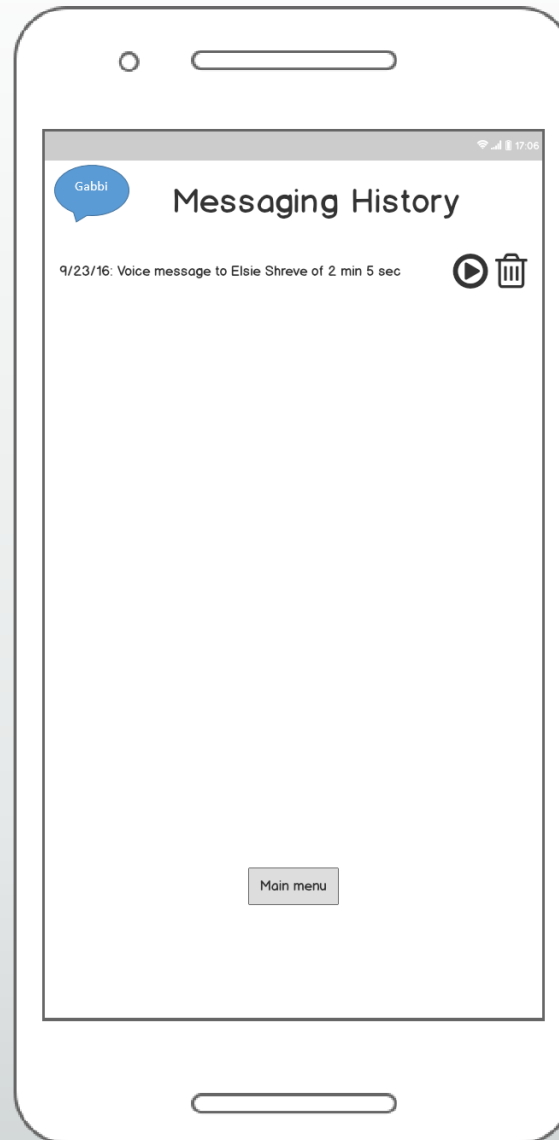
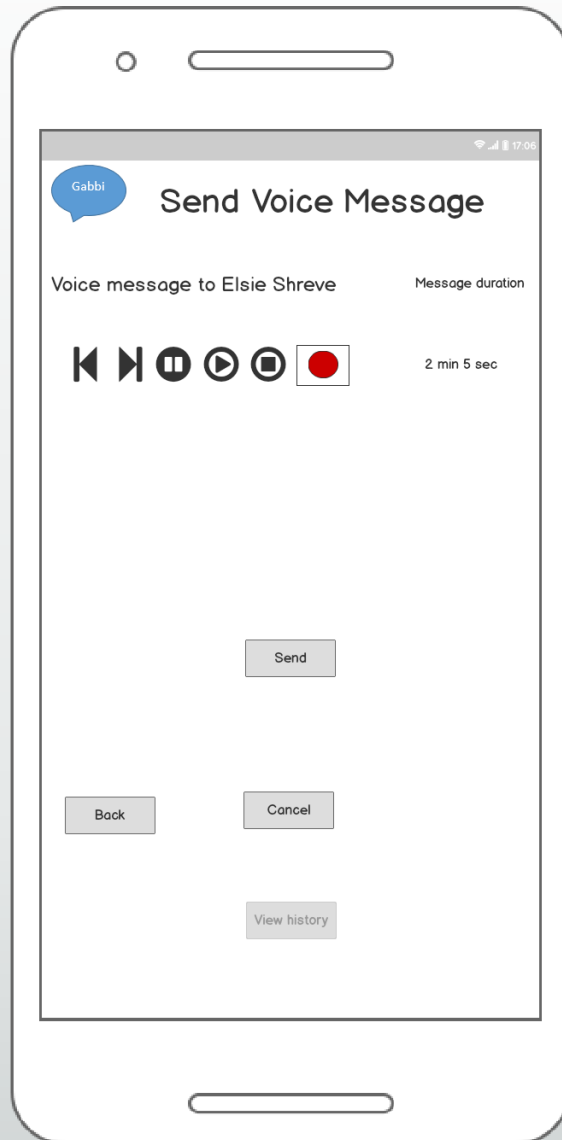
Next

Reset Main menu Make a priority


\*Required



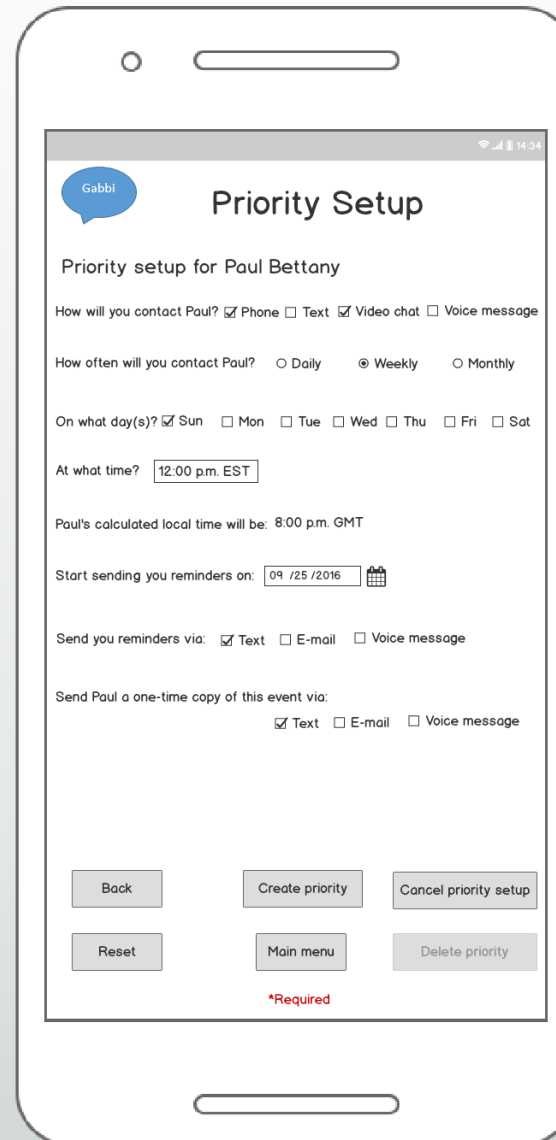
# Wireframe (Software ) – part 2



# Wireframe (Software ) – part 3



Wireframe for the 'Add Contact' screen. It features a blue speech bubble icon with the name 'Gabbi' in the top left corner. The title 'Add Contact' is centered at the top. Below the title, there are several input fields: '\*First name:' with the value 'Paul', 'Last name:' with the value 'Bettany', '\*Primary phone:' with the value '44 20 7123 4567', 'Secondary phone:', and 'E-mail:'. Below these is a 'Primary country of residence:' field with the value 'England'. At the bottom left, there is a '\*Time zone:' dropdown menu with options: Eastern Time, Central Time, Greenwich (highlighted), and Pacific Time. At the bottom, there are four buttons: 'Back', 'Save', 'Reset', and 'Main menu'. A red asterisk '\*Required' is located at the bottom right.



Wireframe for the 'Priority Setup' screen. It features a blue speech bubble icon with the name 'Gabbi' in the top left corner. The title 'Priority Setup' is centered at the top. Below the title, the text 'Priority setup for Paul Bettany' is displayed. Below this, there are several sections: 'How will you contact Paul?' with checkboxes for Phone (checked), Text, Video chat (checked), and Voice message; 'How often will you contact Paul?' with radio buttons for Daily, Weekly (selected), and Monthly; 'On what day(s)?' with checkboxes for Sun (checked), Mon, Tue, Wed, Thu, Fri, and Sat; 'At what time?' with a text input field containing '12:00 p.m. EST'; 'Paul's calculated local time will be: 8:00 p.m. GMT'; 'Start sending you reminders on:' with a date input field containing '09 /25 /2016' and a calendar icon; 'Send you reminders via:' with checkboxes for Text (checked), E-mail, and Voice message; and 'Send Paul a one-time copy of this event via:' with checkboxes for Text (checked), E-mail, and Voice message. At the bottom, there are six buttons: 'Back', 'Create priority', 'Cancel priority setup', 'Reset', 'Main menu', and 'Delete priority'. A red asterisk '\*Required' is located at the bottom right.



Wireframe for the 'Priority History' screen. It features a blue speech bubble icon with the name 'Gabbi' in the top left corner. The title 'Priority History' is centered at the top. Below the title, there is a list of events. The first event is '1 9/23/16: Paul Bettany priority contact reminder is set. Event begins Sun. 9/25/2016 at 12:00 p.m. EST'. To the right of this event are two icons: a pencil and a trash can. At the bottom, there are two buttons: 'Add new priority' and 'Main menu'.

Prototype

# User Tasks

## PDF Prototype

### **Task Scenario 1**

User Goal: Make technology basic and straightforward

Task Scenario: Create an account and send a voice message to a contact in your device's address book.

### **Task Scenario 2**

User Goal: Prioritize important people.

Task Scenario: Add a contact manually to begin creating a priority list; this should be someone living outside of the US.

### **Task Scenario 3**

User Goal: Schedule reminders to contact important people and manage time zones

Task Scenario: Set a reminder to contact a friend or relative in a foreign country.

# Usability Testing

# Post-Test Reflections – part 1

Main user pain points and highlights:

- Button labeling confusing
- Not sure what Cancel button did
- Need more titles for each screen; don't know where they are
- Address book screen confusing
- User flow was unexpected particularly regarding import of contacts

# Post-Test Reflections – part 2

Priority list of improvements:

- Change Home button label to Main Menu
- Add Next buttons in the Address book screens
- Add an Import button or check box to allow import of existing contacts
- Improve the scheduling of the Priority Setup feature

# Conclusion



# Conclusion

- Erin needs a way to prioritize and contact her loved ones because she doesn't want six months or more to go by when she hasn't contacted anyone.

We will create an Android & iOS communication app that:

- Helps users to manage and prioritize contact with key family and friends.
- Provide a learning mode to guide users who are novices.
- Manage time zone differences.

We will know we are successful when we receive positive user feedback on the use of the tool.