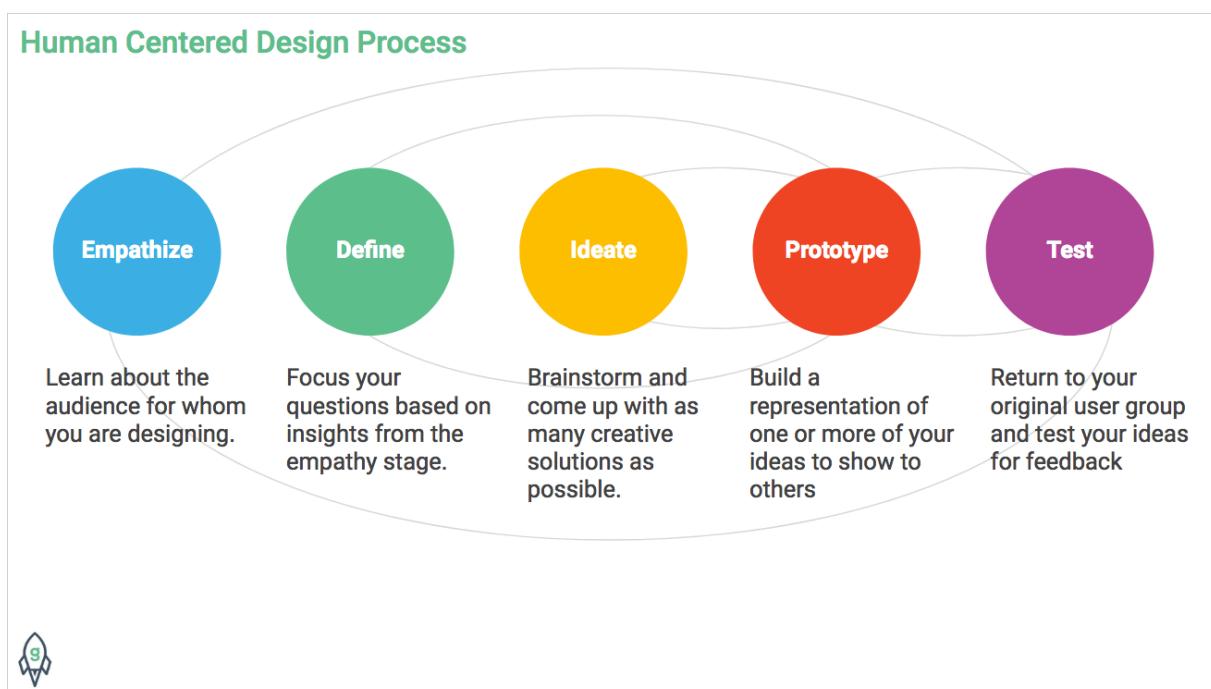


User Experience Design

Attending LaunchCode's Codergirl UX Summer Cohort was a pivotal point in my life. Here are some of the things I learned.

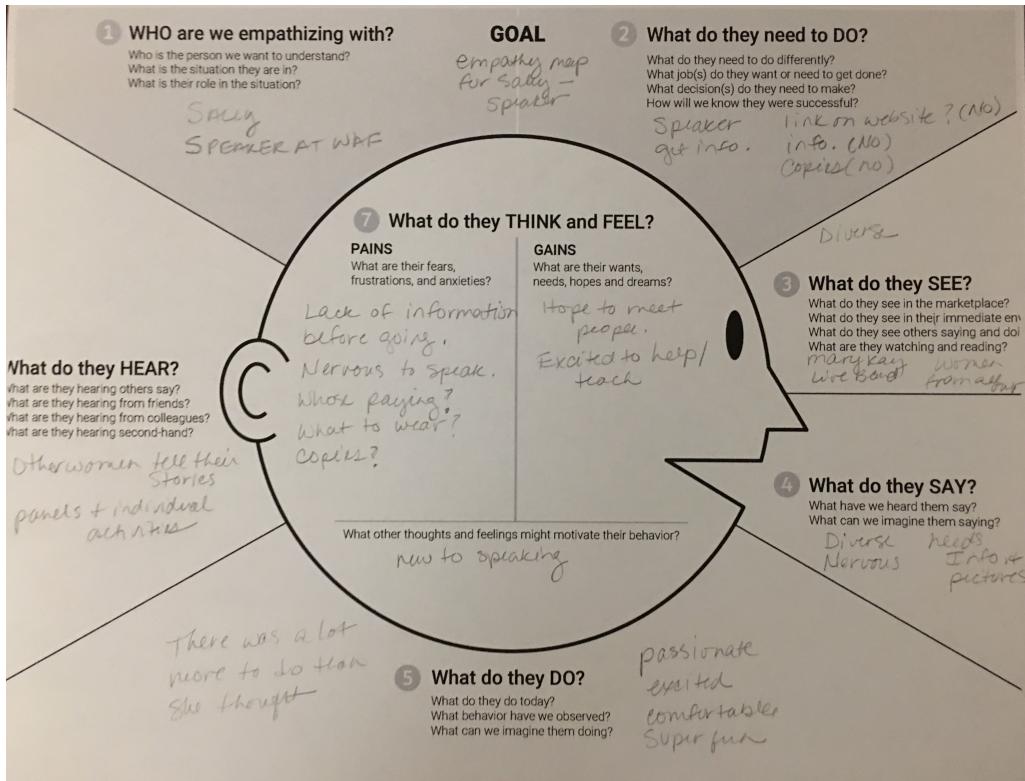
THE DESIGN PROCESS

It all starts with the process of Human Centered Design.



We learned about Empathy Mapping.

One of our projects was to interview a conference speaker with the Women's Ambassador Forum. This was the beginning of our research for the founder of WAF. We would use this company to do many more projects throughout the semester.



We created a WAF followup survey to gain information on the women who had attended the conference.

Women's Ambassador Forum Followup Survey

We'd like to know a bit about what you have been up to after your conference experience and how it might have impacted you.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

What goals did you have going into the conference? Did you meet them, or how have they changed because of the conference?

Long answer text

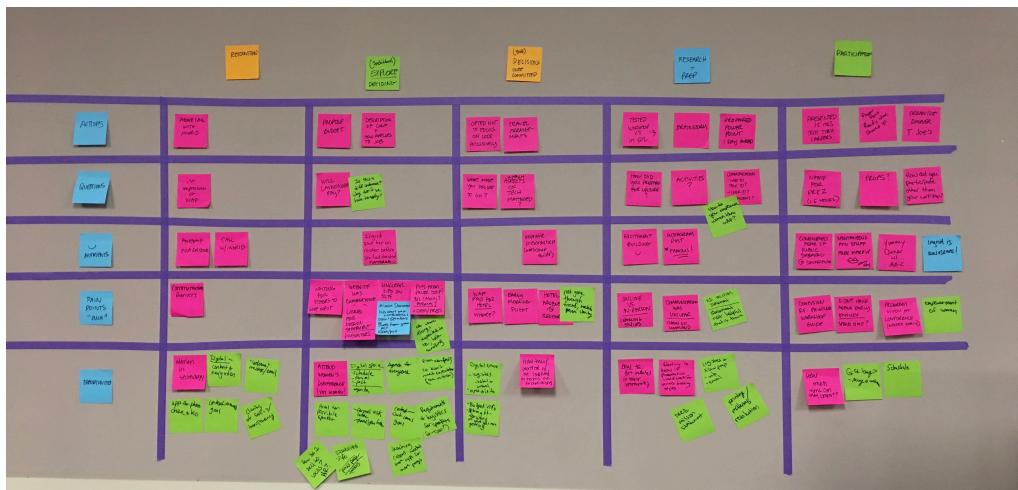
Did you learn a new skill you were able to use immediately? If so, what was it?

Short answer text

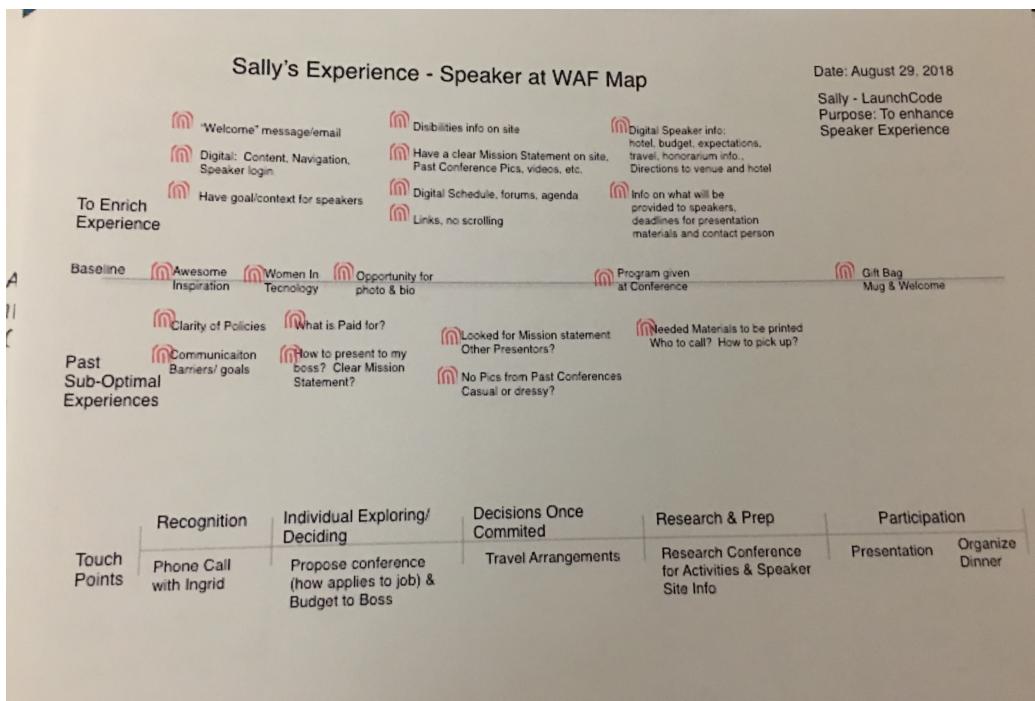
Can you point to any specific improvement in your job/business since attending?

Long answer text

With the use of Affinity Mapping, we learned how to take the information we gathered about our users and create a Journey Map.



We used Journey Mapping to identify Touch Points for WAF speaker experience.



With the information we gathered from the surveys and interviews, we made the Lean User Persona.



MARTINA LOPEZ

"I want to have a network of empowered women so that we can help each other personally and professionally in confidence, communication, leadership and mentorship."

DEMOGRAPHICS

- 27 years old
- Single
- Bachelor's Degree
- Mexico
- Employed full time

BEHAVIORS & BELIEFS:

- Together women can support, encourage and mentor one another
- Hates feeling subordinate to men
- Wants to be in a successful leadership role
- Believes learning & community lead to success

CHARACTERISTICS & ATTRIBUTES (0-5):

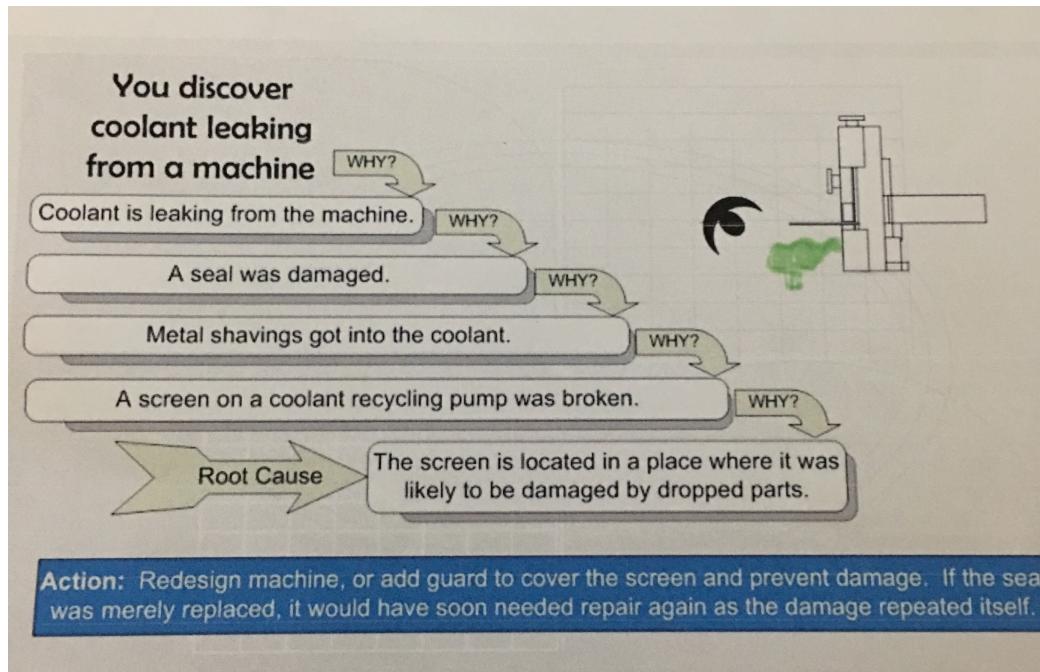
- Community Involvement 3
- Education 4
- Ambition 5
- Confidence 2

GOALS:

- To grow in personally & professionally in confidence
- Have a strong network of successful leaders from around the world
- Wants to make a difference in her community
- Have a mentor

After compiling this information, we were able to analyze it and give recommendations to the stakeholder.

The power of Why can lead us to our cause of conflict. It is our job as UX professionals to investigate the cause of conflict and resolve it.



We used the AEIOUT Framework for our Contextual Inquiry of the Lime Bikes. This helped us to identify the users pain points.



DATE: 8-15-18		PROJECT NAME: LimeBike STC	TYPE OF RESEARCH:	
TIME:		RESEARCHER NAME: Sherri Scheer	CI	
Activities	Environments	Interactions	Objects	Users
<p>trying to unlock bike not working needs to set up account</p> <p>Riding not comfortable harder to control</p> <p>breathes good maybe too hard</p> <p>wants to know how long she has left</p> <p>picking up trash</p> <p>adjusts seat more comfortable</p>	<p>outside stopped raining trash can</p> <p>74°</p> <p>Stopped raining</p> <p>front + back lights</p> <p>at 11:16 Collected trash White and yellow them</p>	<p>Bike, phone, app</p> <p>Cell phone holder Not security</p> <p>enjoys riding again</p> <p>picked up trash</p> <p>made a basket with trash</p> <p>seat with phone - burned 39 cal. 15 minutes 106 grams carbon .3 miles</p>	<p>Lime bike Phone Basket Bell breaker lights trash can front + back lights</p>	<p>Emmalee Stressed now from trial / Error</p> <p>not comfty wants to go faster</p> <p>wonders if you have to call to get them</p> <p>wants to try Scooter instead</p> <p>for the price it's alright</p> <p>thinking about helmet</p>