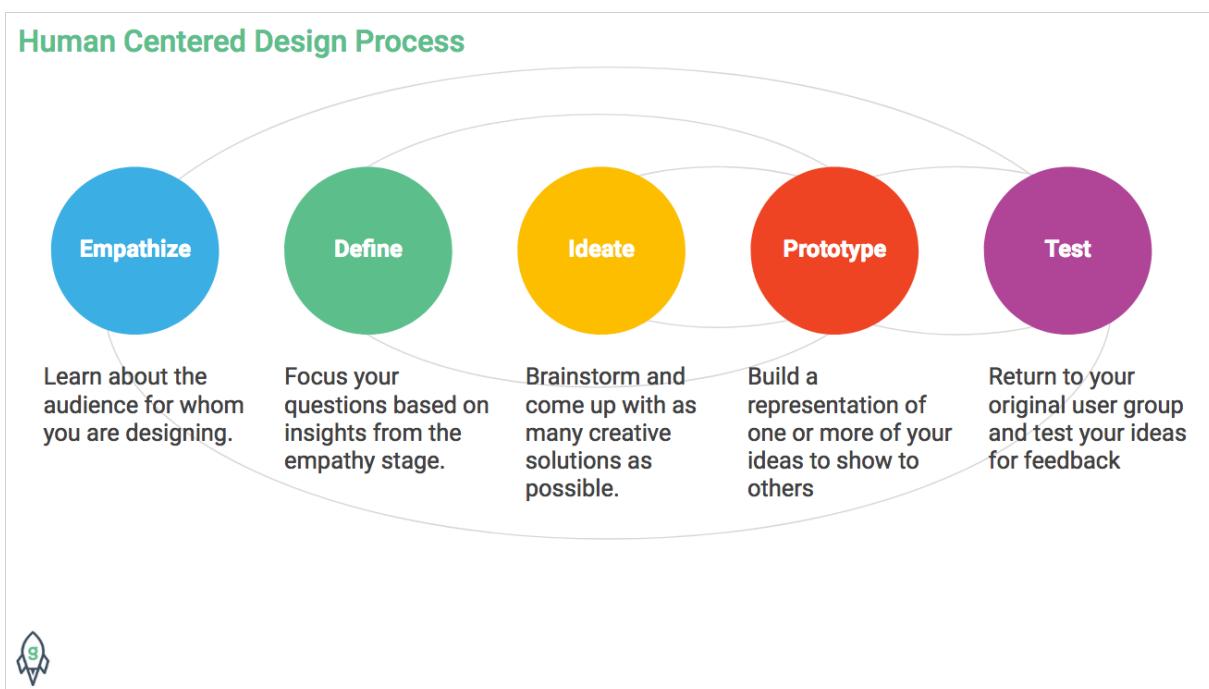


# User Experience Design

Attending LaunchCode's Codergirl UX Summer Cohort was a pivotal point in my life. We did a Usability Study for the Women's Ambassador Forum. Below is our journey through the process.

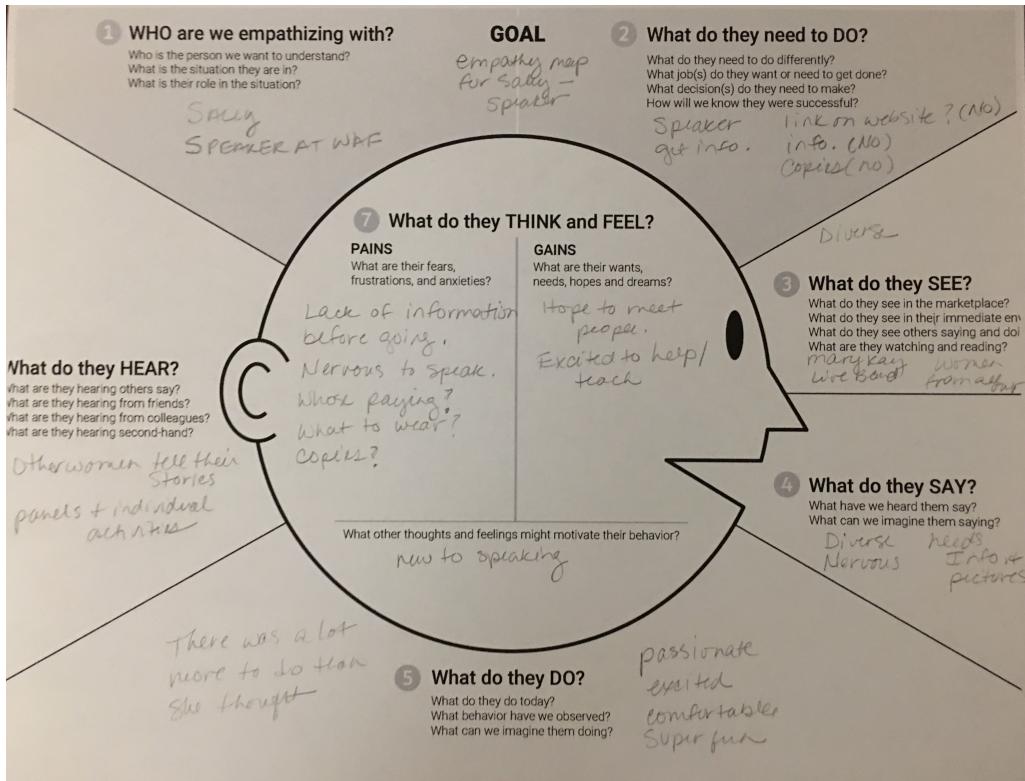
## THE DESIGN PROCESS

It all starts with the process of Human Centered Design.



## 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

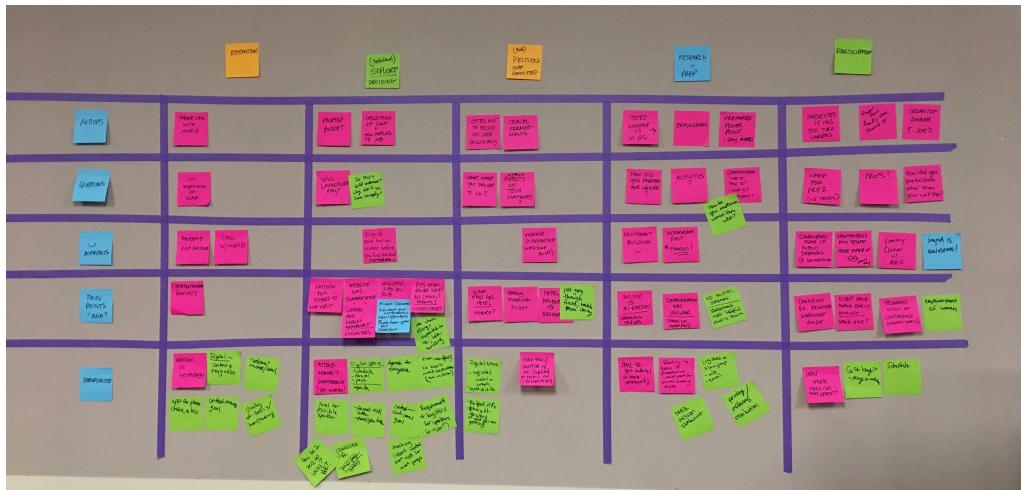
Did you learn a new skill you were able to use immediately? If so, what was it?

Short answer text

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

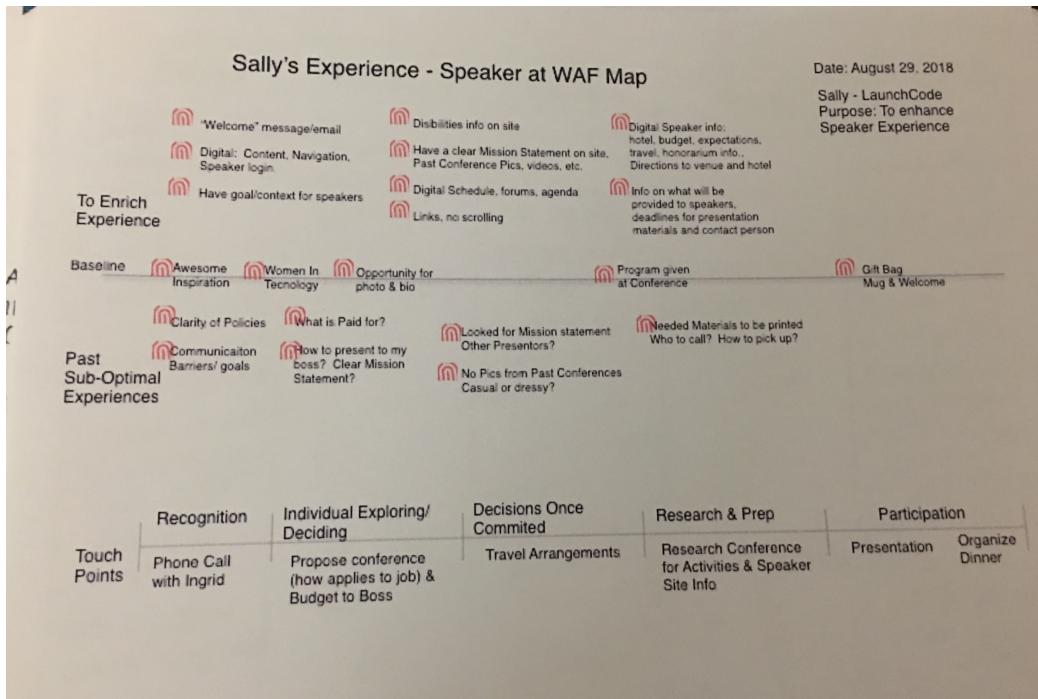
Long answer text

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



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.

## [Women's Ambassador Forum]

### Usability Study – [Summer/Fall 2018]

[LaunchCode Codergirl Cohort: Summer 2018]

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## Overview & Topline Findings

WAF Conference UX study  
Conducted: Fall 2018  
Location: [online]  
No. of Participants: [15]

The purpose of this usability study is to gain insight into the experience of a Women Ambassador Forum participant, in what ways their lives have been affected by their participation in this conference, how they have communicated with each other since the conference, as well as what participants would like to see in the future of the Women Ambassador Forum conference.

### Surveyed Participants

15 women between the ages of 19-34 were surveyed about their experiences at the Women Ambassador Forum. Participants were interviewed through an online survey, phone interview, or online video chat service.

10 women completed the online survey.

5 women were interviewed live by a Codergirl.

Each had attended the prior year's WAF Conference in 2017, and were asked questions about their experiences during and after the conference.

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## Topline Findings continued

### Top Survey Responses - Conference Experience

These topics were the most commonly discussed in reference to what participants claimed to experience during the week of the conference. Their ranking is based on common word choices among the participant responses.

#### Community

Most women placed value in what they felt was a community being built around the forum, in which they were able to offer and receive support from their fellow participants.

"Conference was more than expected, met expectation. Brought so many women in from around the world together."

#### Self-Development

Most women felt that the conference offered a unique opportunity for self-development in their personal life, business life, and community activism.

"I was able to use the skill using my personal story in my advocacy efforts. The story of "Who am I?" is what helps people to connect with the values I believe in and why I advocate for specific causes."

#### Goal Setting/Achieving

Most women indicated that they gained insight into their own goal setting and achieving habits, and either became more apt at goal setting/achieving or were validated in their current goal strategies.

"WAF girls have a very unique profile, we are women who always seek the good of others and constant personal growth; It motivates me to see them grow and cheers me to meet my goals."

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## Topline Findings continued

### Top Survey Responses - Participant Requests

These topics were the most common responses to what past participants want to see in the future of the forum. Their ranking is based on common word choices among the participant responses

#### Follow Up

Many women indicated that they would benefit from having some kind of follow-up after the conference so that they stay abreast of new information that may benefit them professionally and also to keep the community connected.

"I would like to know the follow-up of the girls and their professional and even personal projects, share them and see how we can do synergies."

#### Success Stories

Many women indicated that they would like to receive updates on other participants' success stories after they have attended the conference, through social media or possibly an "alumni newsletter" of some kind.

"In terms of addition, I would like to see the section called Where are They Now? To track the progress or growth of women ambassadors since their attendance at the conference." (in reference to the WAF website)

#### Mentorship

Many women indicated that they would like to participate in a structured and organized mentorship program with successful entrepreneurial women or other WAF conference alums.

"I am currently seeking a female mentor who is able to guide me in the direction of ways I can use my special talents to be more financially comfortable."

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## Final Thoughts and Ideas

Participants felt most confident in the areas of community, self-development, and goal setting/achieving while attending the conference.

- What might be the most effective way to follow-up with past participants who want to take advantage to any continued support that WAF may be able to offer? And what does that support look like?
- What does success look like after participating in a WAF conference experience? What are ways the WAF can portray that success for current/prospective attendees?
- What kinds of mentorship could alumni offer to newer generations of WAF participants? In what ways could that benefit the mentors and mentees?

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AEIOU Framework – Contextual Inquiry of the Lime Bikes. This helped us to identify the users pain points.



DATE: 8-15-18		PROJECT NAME: LimeBike STC	TIME:	TYPE OF RESEARCH: CI
		RESEARCHER NAME: Sherri Scheer		
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>breaks good maybe too hard</p> <p>wants to know how long before was left</p> <p>picking up trash</p> <p>adjust seat more comfortable</p>	<p>outside stopped raining trash can</p> <p>74°</p> <p>Stopped riding</p> <p>After ride Cooled down back hurt while riding and I want them</p>	<p>Bike, phone, app</p> <p>cell phone holder</p> <p>Not security</p> <p>enjoys riding again</p> <p>picked up trash</p> <p>Made a basket With trash</p> <p>seat</p> <p>With phone -</p> <p>burned 39 cal. 15 minutes</p> <p>106 grams carbon .3 miles</p>	<p>Lime bike</p> <p>Phone</p> <p>Basket</p> <p>Bell</p> <p>brake lights</p> <p>streamer</p> <p>front + back lights</p>	<p>Emmalee Stressed out now from trial / Error</p> <p>not comf</p> <p>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>threw it across room</p>