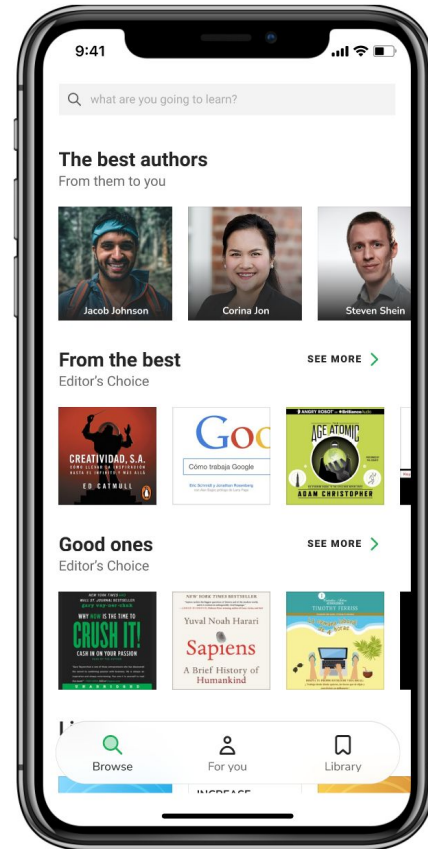# Hearbok

Stephan Medina

Project overview

The product:

Hearbook is an audio content app for those who doesn't have much time to learn new things or simply reading their favorite book.

Project duration:

1 month

Google

Project overview

The problem:

Nowadays people doesn't have much time to read or learn something they love.

The goal:

To help people passionate about learning new things but without the time to do it.

Project overview

My role:

Lead UX Designer

Responsibilities:

- User research.
- Wireframing.
- Prototyping.
- Usability Testings

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted some interviews and created empathy maps to understand the pain points and needs from the users I'll be designing for. Interviews were performed to a group of working young adults 20-30 years old, who don't have much time to learn during the day to day.

User research: pain points

1

Time

Persons are very busy to spend time reading.

2

Slow

Other apps seems to have a large process to play content.

3

Recommendations

No recommended or enlisted titles.

Persona: **Name**

Problem statement:

Sandra is a software engineer whose time has been reduce due to her job and the master degree she's up to. She looks for something that help her to keep learning while she's working or doing something else.

Sandra

Age: 28
Education: College Degree
Hometown: Sacramento,CA
Family: Single, lives alone
Occupation: Software Engineer

"I love learning new things, but nowadays I need more time to do that."

Goals
- To keep learning about other things like mental health, self-help.
- Complete her master degree.

Frustrations
- Doesn't have much time to learn about other things.
- Right now to me it's hard to find the correct space and time to read

Sandra is a software engineer whose time has been reduced due her job and the master degree she's up to and that slows her doing something she loves, learning new things. She looks for something that help her to keep learning while she is occupied doing something else.

User journey map

Mapping Sandra's journey told me, how important recommended content for her was, besides it would be easier to find something she probably would love

Persona: Sandra

Goal:Learning about mindfulness and sciences, while she's doing other things.

ACTION	Get the app	Onboarding	Explore	Listen	Learn something new
TASK LIST	A. Download app B. Sign up	A. Selects a path B. Choose content C. Define a goal	A. Explore screen B. Add the content C. Look for any recommendation	A. Listen content B. Hear content she finds interesting	A. Learns about a new theory B. Applies new knowledge into her job
FEELING ADJECTIVE	Happy to be able to learn new things for the first time in a while	Feels intrigued by all the things she could learn about and track that.	See all the topics she will learn about.	Happy but upset at the same time she couldn't find any recommendation list for her.	Excited to tell her friends the things she has learned while going to work
IMPROVEMENT OPPORTUNITIES	Add the "Sign up with Google option"	Reducing steps, and give feedback about which step she is in.	Show more content respect the path she chose.	Include recommendation lists.	Adding some "train your knowledge" feature so she can repeat keyparts.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

It took a bit time drafting iterations of the recommended list and it helped me to prioritize what to show first to the users in order to have more context about the list they are about to hear.
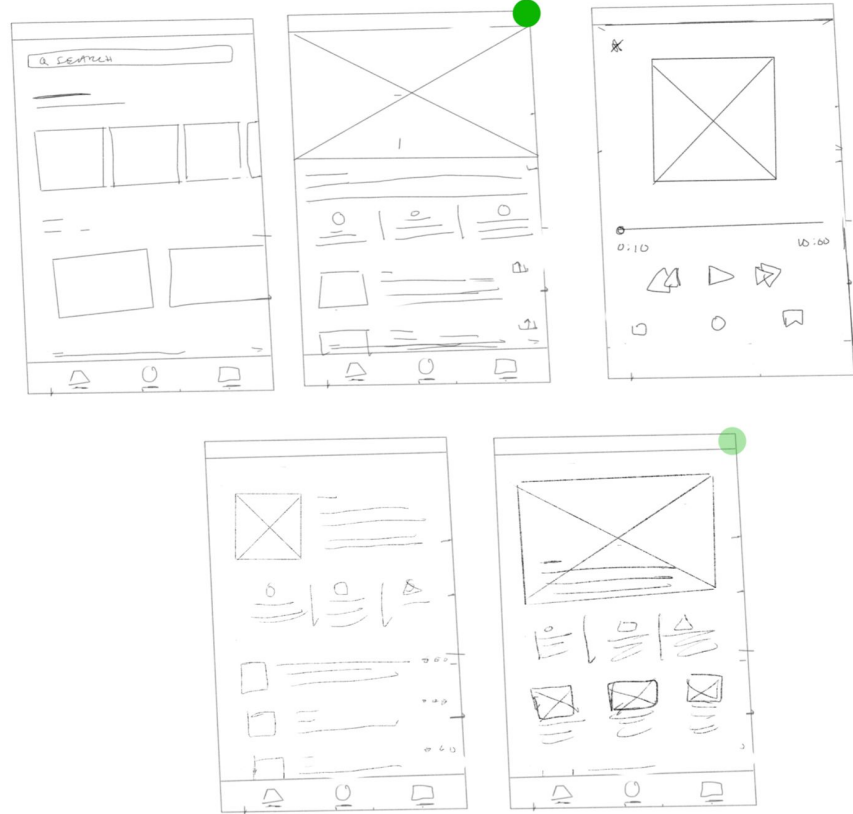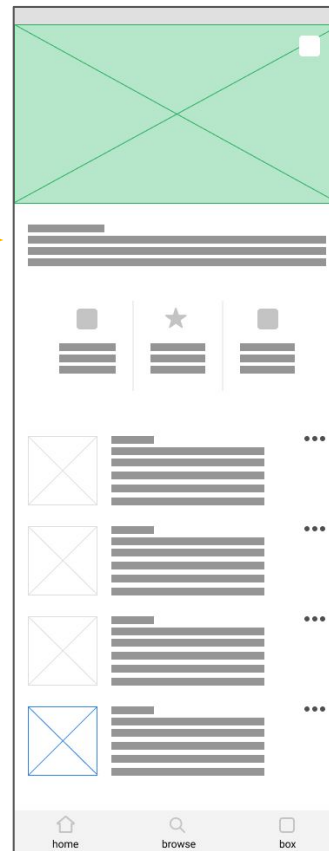
Digital wireframes

During the initial phase of the design I was making some changes based on feedback and user research

Gives context about what kind of content is in the list

The list is shareable

Information that validates the list's popularity: reviews, duration, times shared

home   browse   box

Low-fidelity prototype

Low fidelity prototype
connected the flow where
the user selects a list and
the plays content.

Click on link to interact with the
prototype:
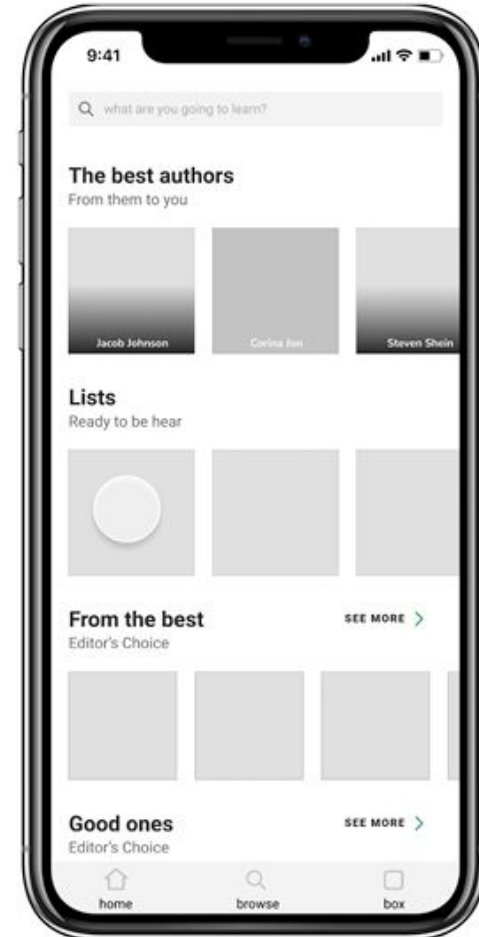
Lo-fi prototype

Low-fidelity prototype

Click on link to interact with the prototype:

Lo-fi prototype
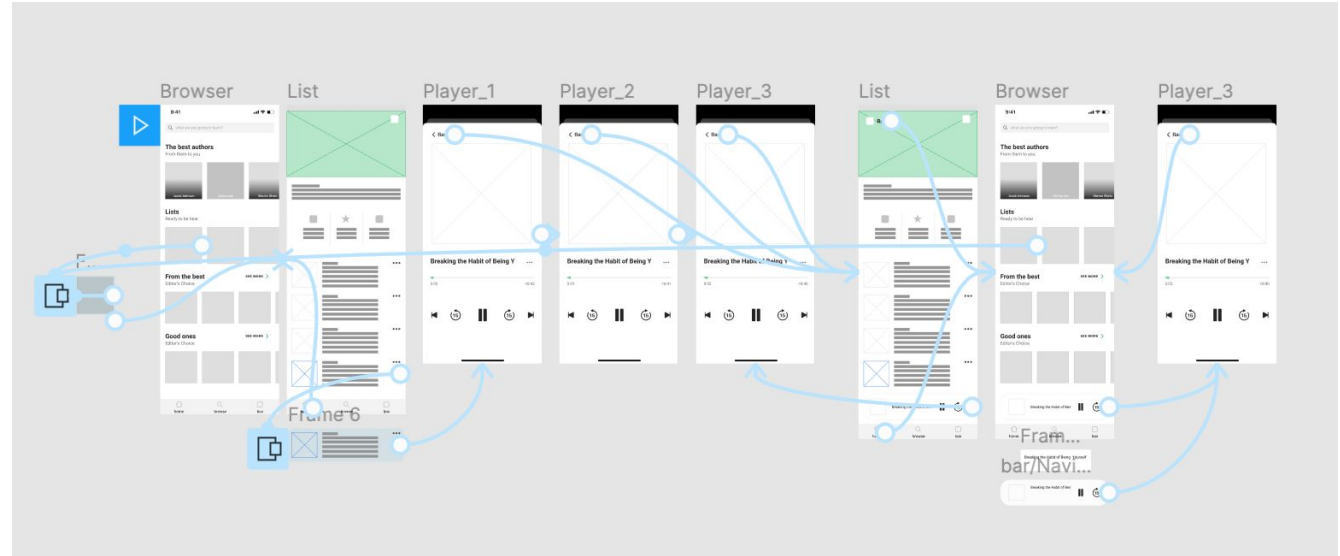
Usability study: findings

The first usability testing conducted give information to start with the initial phase of the design, after doing a second research I polished the design at the last phase.

Round 1 findings

1. Users want recommended content

2. Users wants to share content

Round 2 findings

1. Share option wasn't visible

2. Recommendations is the first thing I look for

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The first testing revealed
the need of a faster access
to the content must of the
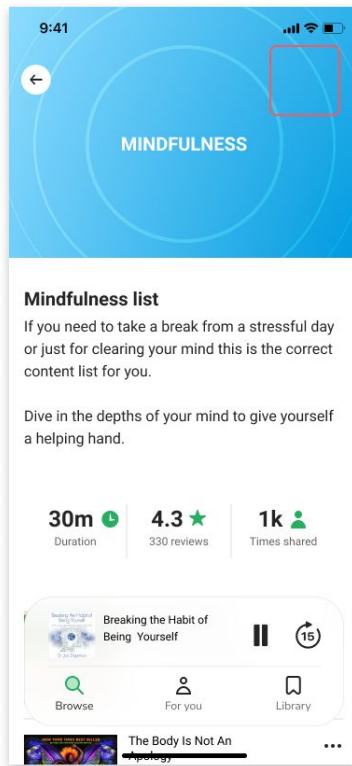users want it. This helped to
reorganized and move the
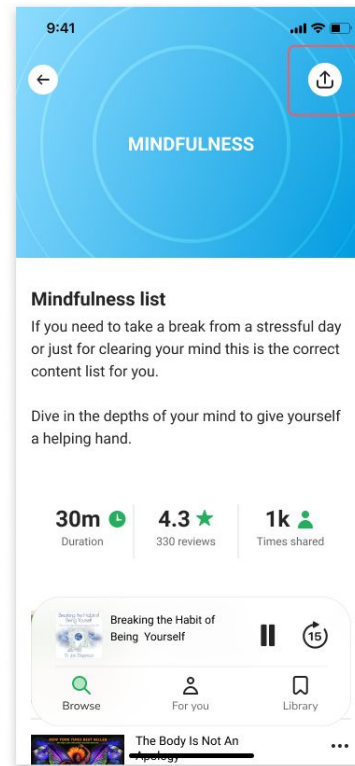list carousel to the second
line.
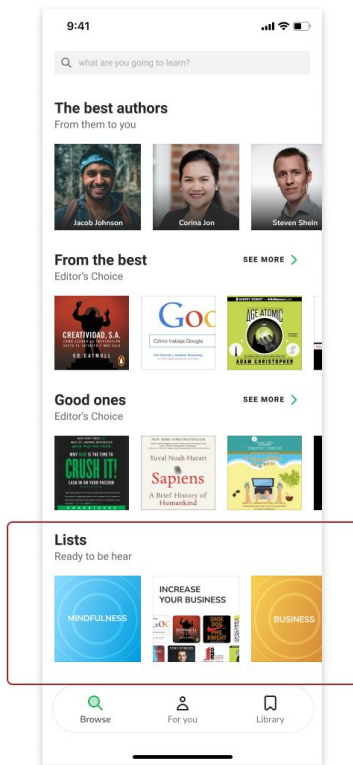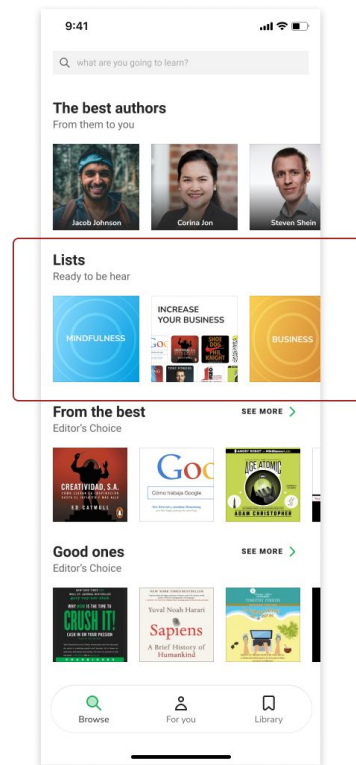
Mockups

The second testing gave information about the share feature. Users found frustrating to share content because it was difficult to find this option, so the design was updated so users could share their favorite content faster with everyone.
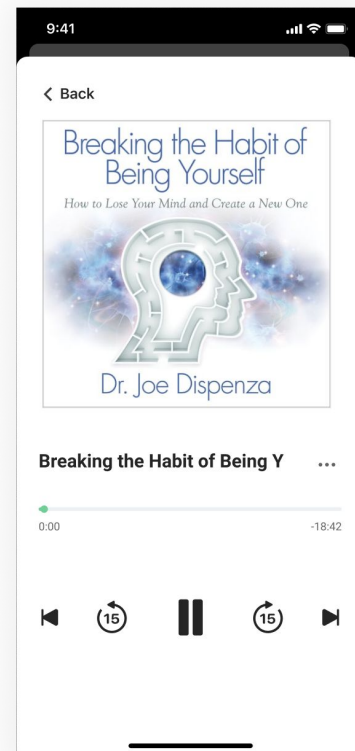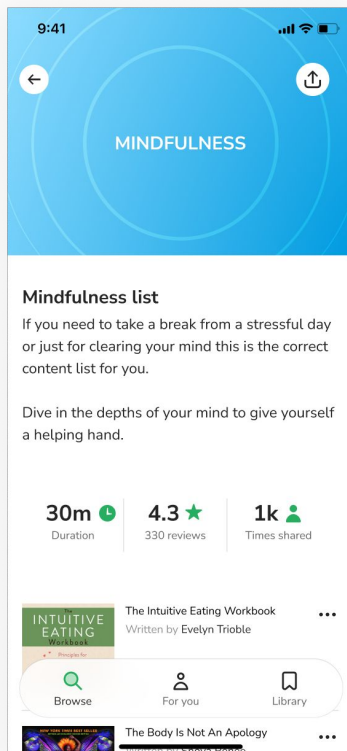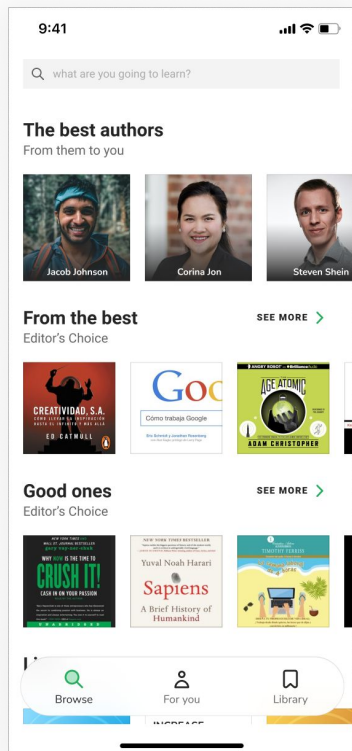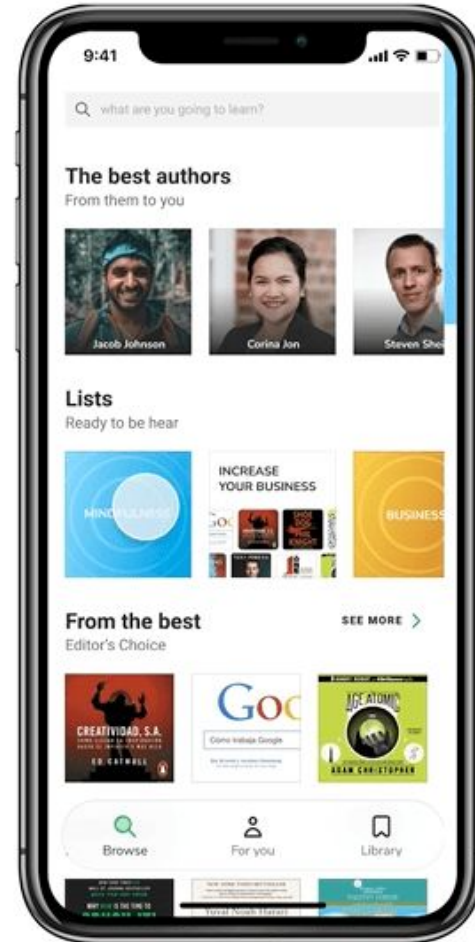
Mockups

High-fidelity prototype

The final prototype presents a cleaner flow to hear content user wants faster.

Click on link to interact with the prototype:

Hi-fi prototype

High-fidelity prototype

Accessibility considerations

1

Alternative text would be used for each image.

2

Used icons to make navigation easier

3

Every lists has a name and color to be more recognizable

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app helps the user to continue learning everywhere they are no matter what are they doing, we created more opportunities in their routines to grow.

What I learned:

First ideas are not the last ones, your design will be influenced by the research you do.

Next steps

1

Conduct more user research to keep learning more about our users and found more needs and complains with our product.

2

Conduct more usability testing so we can work on improvement areas and iterate.

Thank you!