

Taherah Abbas

USER EXPERIENCE | PRODUCT DESIGNER

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ABOUT ME

Hi, I'm Taherah Abbas

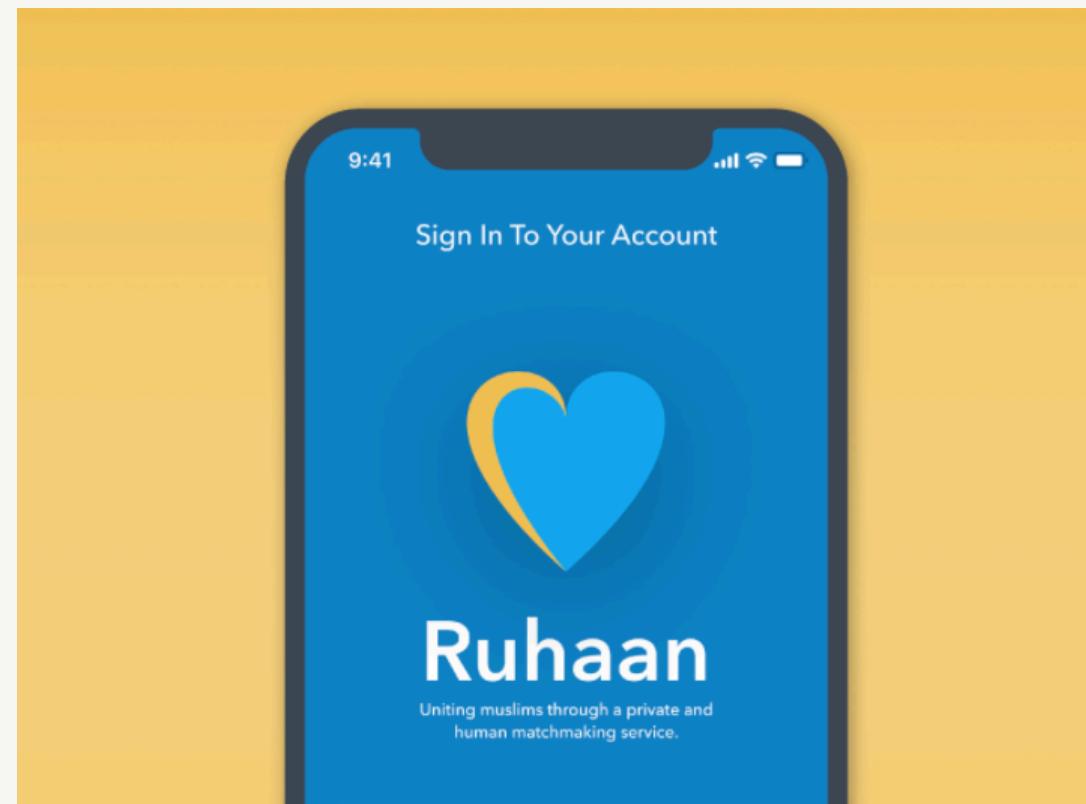
CREATING EXPERIENCES FOR ALL USERS

I graduated from UC San Diego with a major in Cognitive Science (Design and Interaction Specialization) and with a minor in Communications. I want to create meaningful experiences for everyone, taking into account all the different but shared perspectives people may have.



MY PROJECTS

SOME OF MY PROJECTS



RUHAAN (MOBILE APP)

DSGN 100: PROTOTYPING

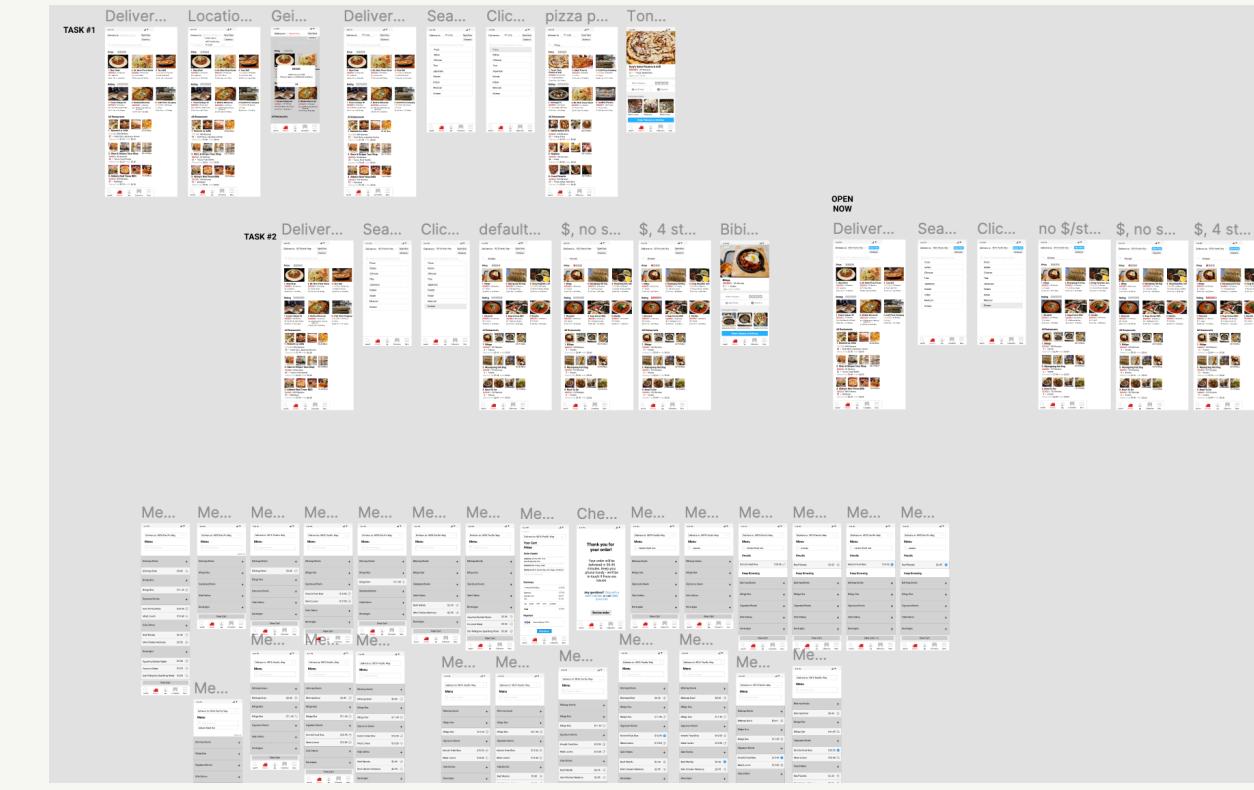
Went through the full design process to create both a physical kiosk prototype and digital prototype of the screen for the full user experience.



TRITON FOOD PANTRY KIOSK

DSGN 100: PROTOTYPING

Went through the full design process to create both a physical kiosk prototype and digital prototype of the screen for the full user experience.



YELP DELIVERY REDESIGN

COGS 187A: USABILITY & INFO STRUCTURE

Redesign of the delivery component of the Yelp app to make it more user friendly. Created a clickable prototype for user testing of the new interface.

RUHAAN (MOBILE APP)

CURRENT

WHAT IS RUHAAN?

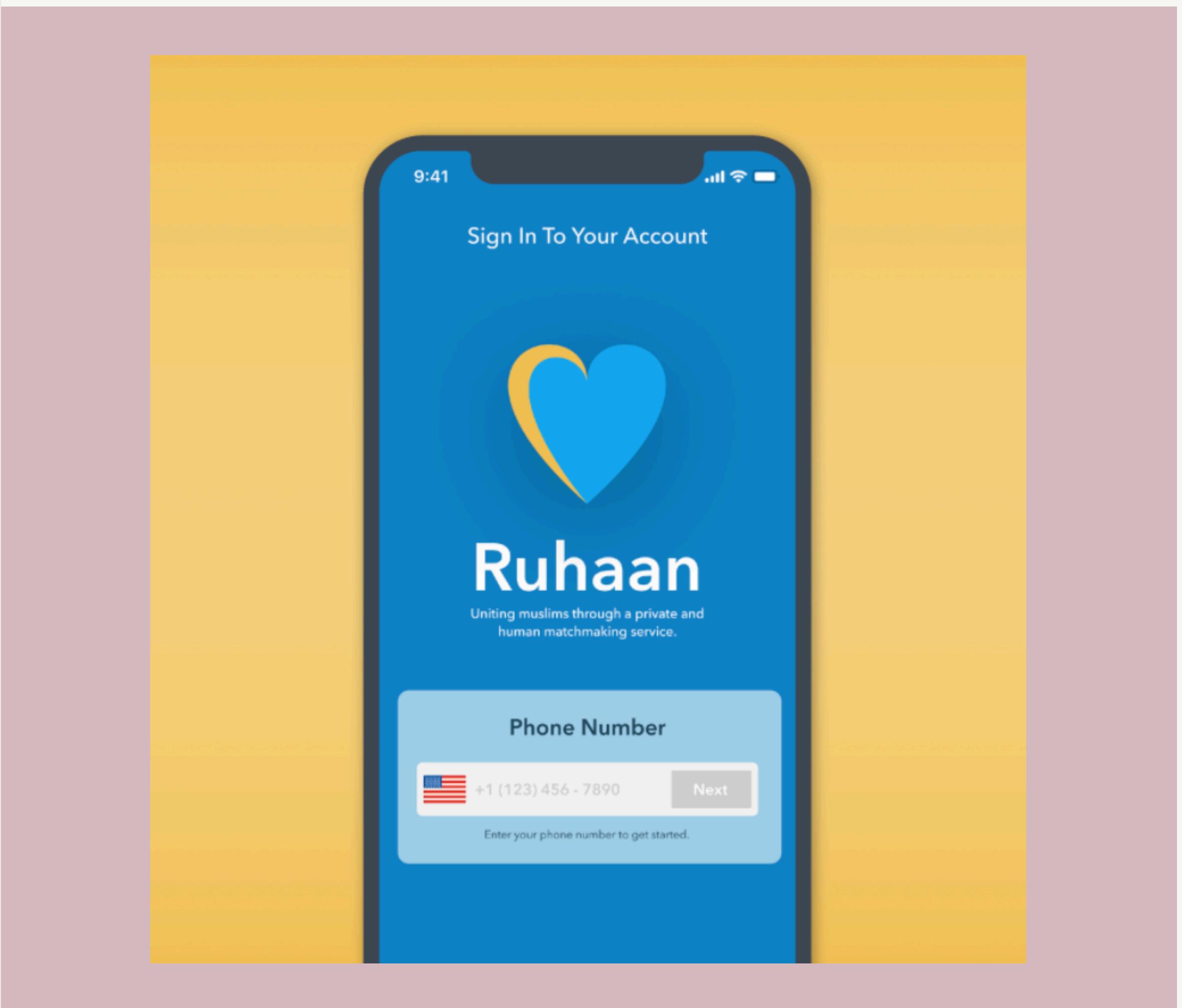
Ruhaan is a Muslim dating/matchmaking service that allows users who are looking to meet other practicing Muslims in a human manner.

THE CHALLENGE

- Creating wireframes and prototypes of various user flows
 - Ex. Preference Flow, Matchmaker's Portal, and In-App Messaging Functionality
- Redesigning the existing app interface to match new designs

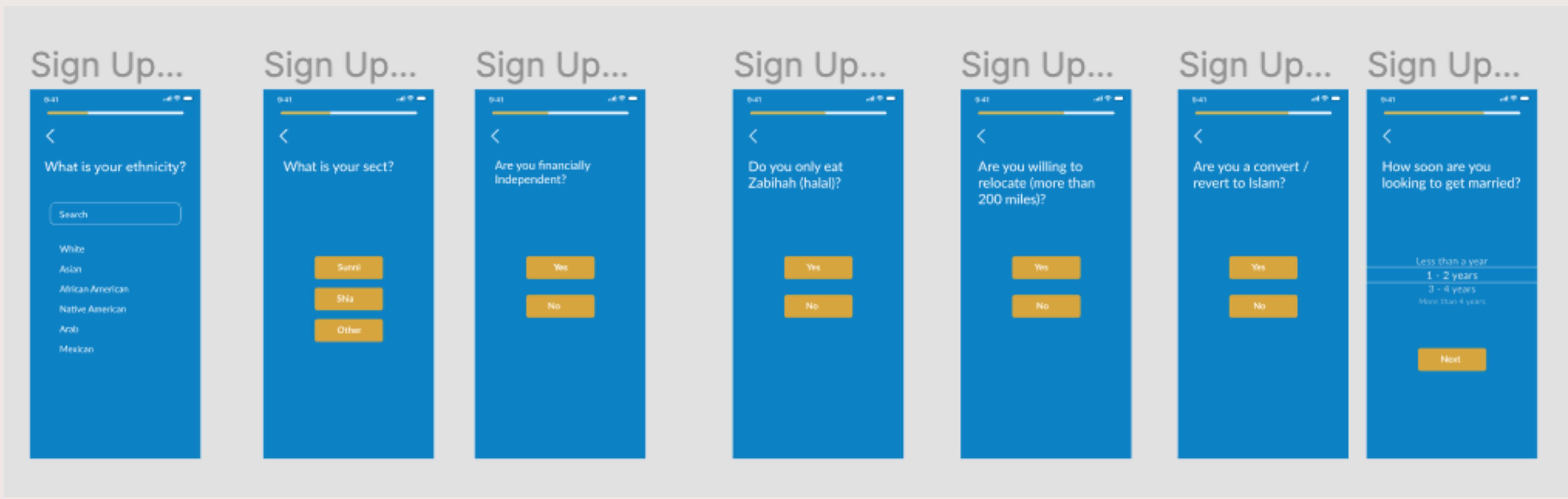
MY ROLES

- User Experience Designer
- User Interface Designer
- User Testing



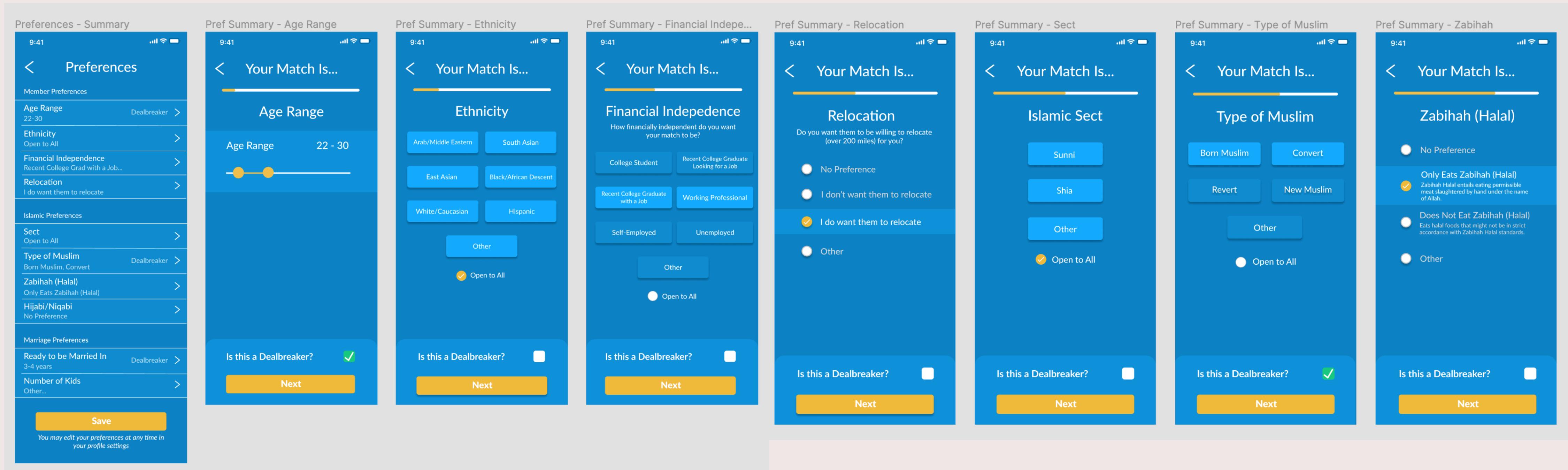
Current Sign Up Flow Design

The developer coded and created this design flow for his app. However, he knew there was a lot we could do to give more context and create a more refined experience.

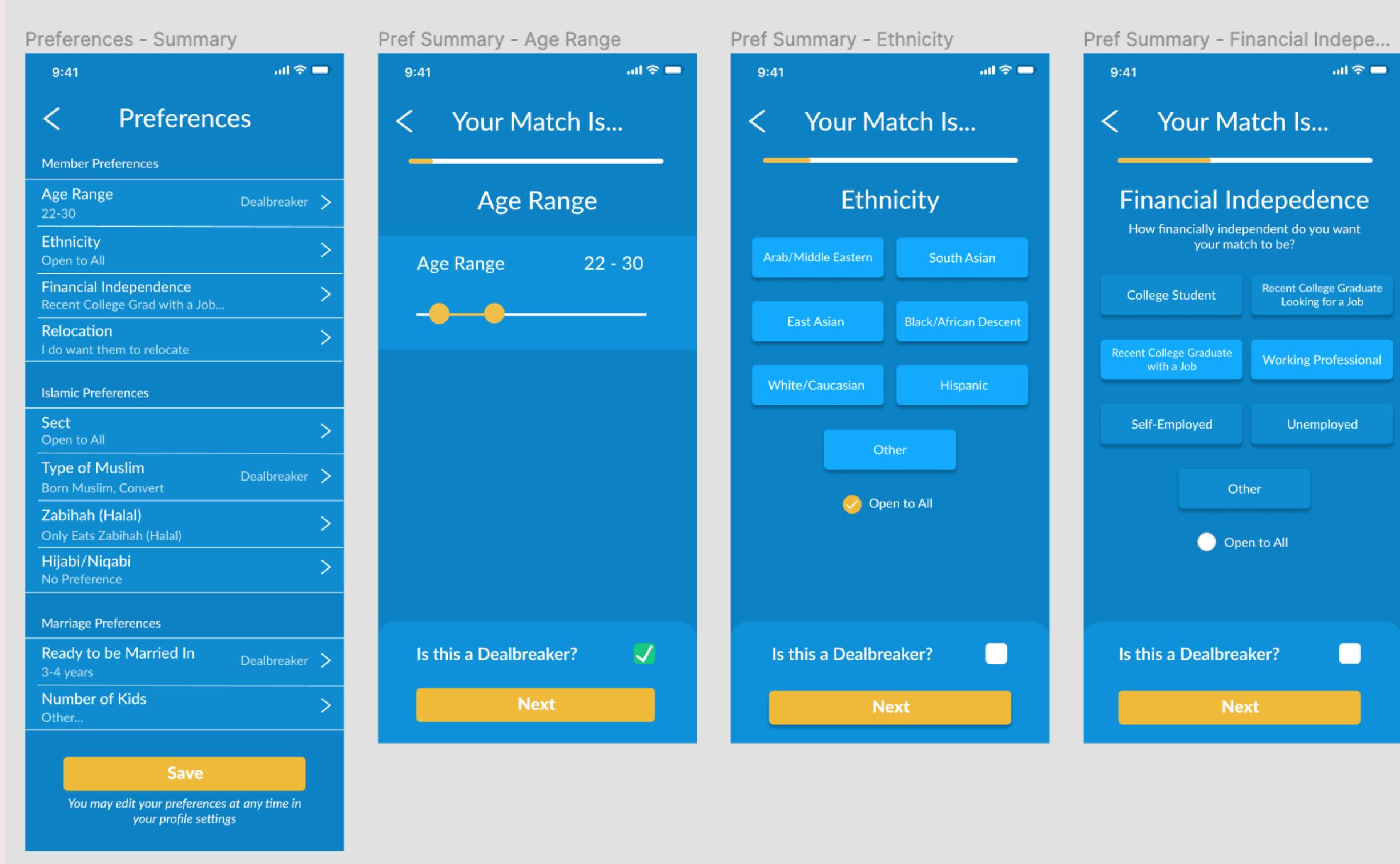


Redesign: Preference Flow Design

The app still didn't have a section for users to record their preferences. As a priority, we decided to design the Preference Flow before we redesigned the rest of the app.



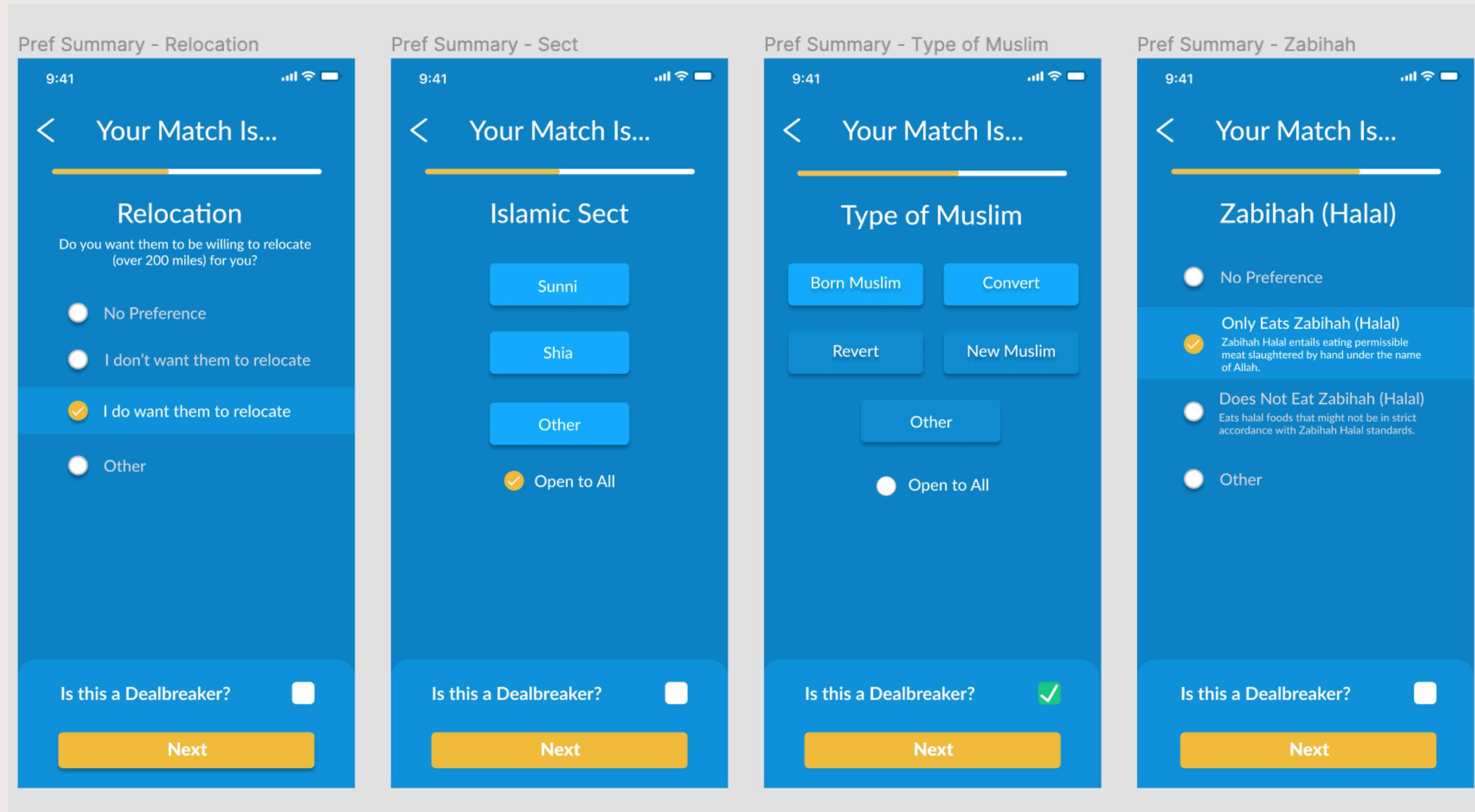
Redesign: Preference Flow Design



Design Changes

- Adding a title so users know these are preferences for what they're looking for in their match
- I added buttons with a drop shadow so it's more engaging for users to go through
- Instead of Yes/No answers, we gave users more options and context about each preference.
- A list of all their answers at the end gives users feedback and allows them to edit if needed.

Redesign: Preference Flow Design



Design Changes

- Use of radio buttons for single selection screens
- Open to All, No Preference, and Other options to account for users who are flexible or would like to specify
- We also added definitions so it's clear what is meant by any terms that may be ambiguous especially in the Muslim community and for recent Muslims who may not know certain terms.

What's Next?

We've just finished user testing so we'll make any necessary changes based on what we learned. For example, none of the users liked the Age Range slider and would prefer a text box to enter ranges. Users also expressed their wish for more personality based questions to create a balance between mundane and Islamic preferences.

Matchmakers need an upgraded web dashboard that allows them to view all users profiles and history with a section for them to take any notes.

An in-app messaging portal needs to be designed for users and matchmakers to be in contact with each other. After, a nav bar will be designed and implemented for the best user experience.

These are the current priorities. We're hopeful in creating redesigns for the sign up flow and home screen as well. We'll be playing around with colors to create a light version of the app.

Goal: Creating user friendly and meaningful designs for all perspectives to produce a united experience.

TRITON FOOD PANTRY KIOSK

SPRING 2019

THE CHALLENGE

Creating an efficient way for students to access the Triton Food Pantry and raise awareness to the problem of food insecurity on campus.

MISSION STATEMENT

Here to provide students with access to basic food pantry ingredients with a tap of their ID card.

MY ROLES

- UX Researcher
- Interaction Design
- Visual Design



USER RESEARCH

ONLINE RESEARCH AND FIELDWORK

- A study showed that nearly 1 in 3 are **cutting or skipping meals**, eating less than they should and going without food due to **limited resources**.
- There are some federal options like **SNAP or CalFresh** that have confusing guidelines and eligibility requirements that make it hard for students to apply for.
- We observed students at Sunshine Market, Triton Food Pantry and the Pop Up Food Pantry

STAKEHOLDER AND USER INTERVIEWS

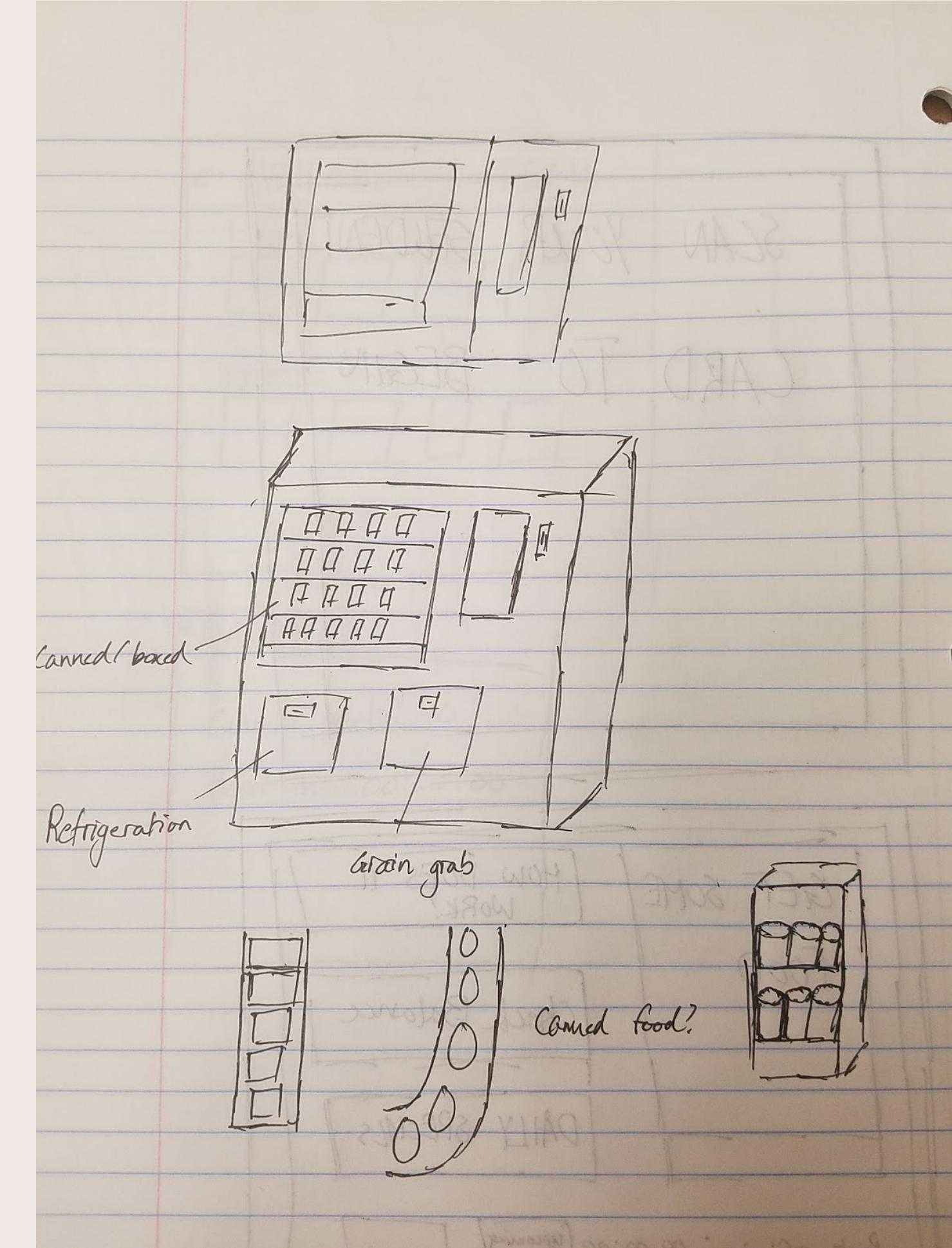
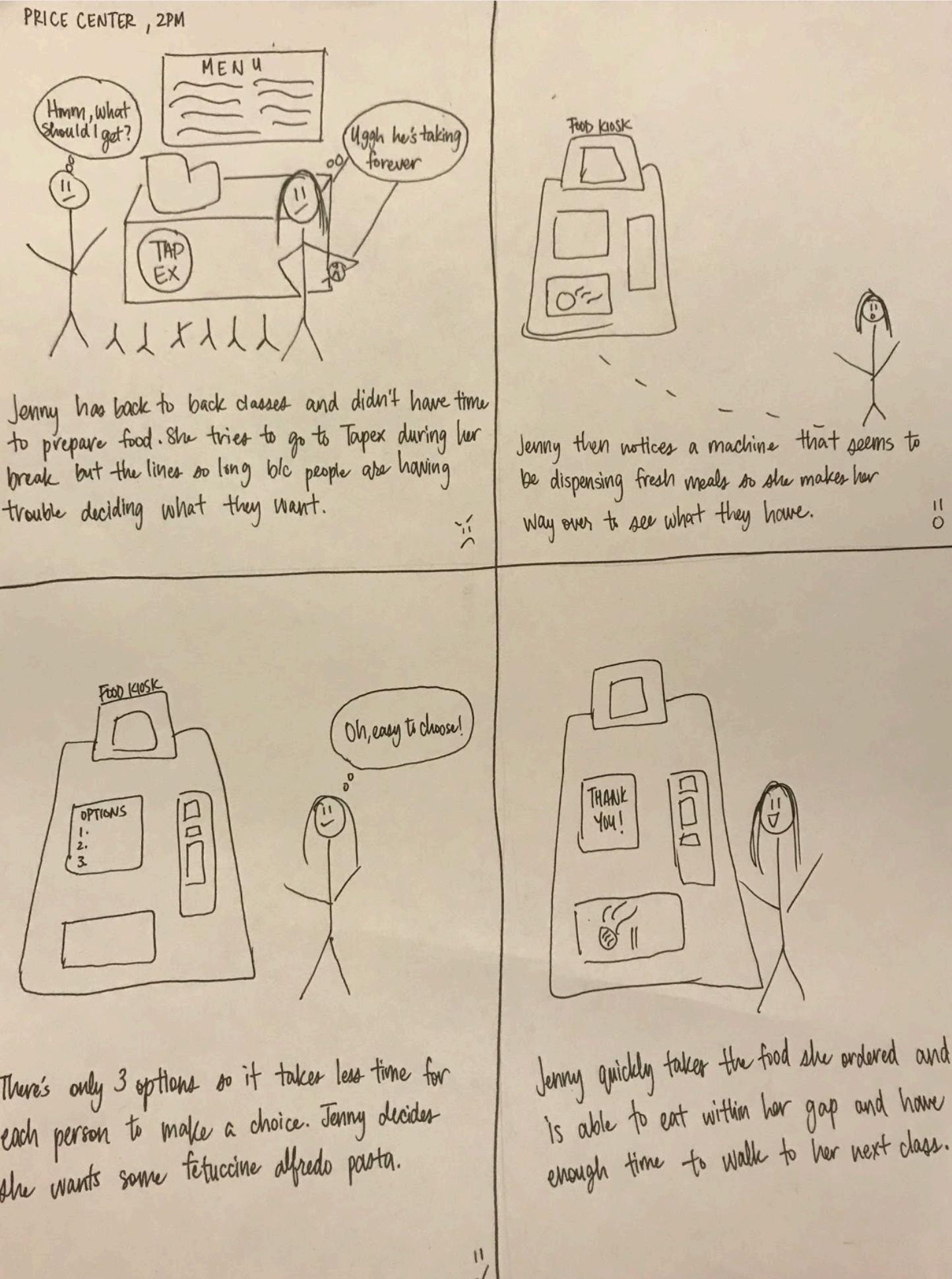
- College Students
 - Opt out of meals - intermittent fasting
 - Good mix of cooking and eating out
- Food Pantry Worker
 - Attempts to tackle stigma about food insecurity
 - Students don't like to feel poor
- Food Pantry Donor
 - Rescues food from supermarkets that would thrown out
 - Want students to know about emergency off campus resources available



MORE STORYBOARDS

Creating multiple storyboards to portray different experiences users can have.

Gives direction to understand user flow and interactions.



SKETCHES

Rough sketches of what we want the kiosk to look like and potential functionality (the biggest problem with designing the kiosk).

Helps us to visually relay our thoughts.

MOODBOARD

We wanted our kiosk to relay a sense of playfulness, lightness, and freshness. This ties in the theme of food with the color scheme we wanted to achieve.



TYPOGRAPHY

Header 1

Roboto Medium
#18375fff

Header 2

Roboto Medium
#e9c330ff

Body 1

Hind Guntur
#5d8bac

Body 2

Hind Guntur
#616161

LOGO



COLOR PALETTE



Pale Blue
#cae9ebff



Golden Sun
#e9c330ff



Midnight Blue
#18375fff



Moon Gray
#e3e3e3ff



Cadet Blue
#5d8bac

BUTTON STYLE

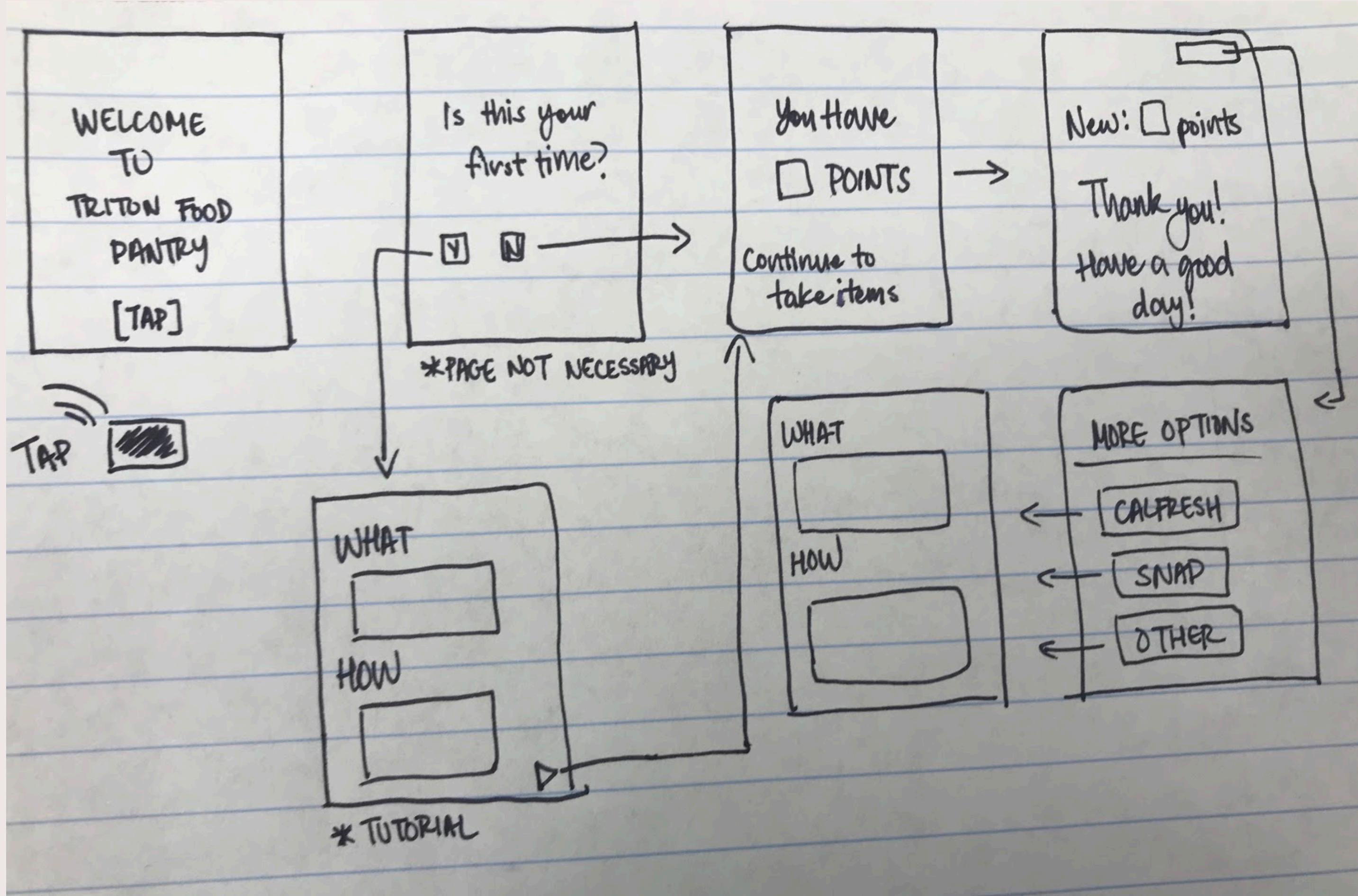


BUTTON

Our style guide and the color palette is based off our mood board. We wanted light colors but also highlighting colors. This plays into the rounded buttons and the logo.

STYLE GUIDE

WIREFRAMING



When wireframing the screens, we had to keep functionality of the kiosk in mind. We also wanted to make this a very efficient process for students to use.

It took us a few wireframes to figure out the flow and decide what kinds of screens we wanted. We had to sync the system flow to match the screen flow.

USER TESTING WITH PAPER PROTOTYPES

The image displays four hand-drawn paper prototypes for a Triton Food Pantry Kiosk, arranged in a row.

- Welcome Screen:** Features a logo with a fork and knife, and the text "TRITON FOOD PANTRY". Below it says "Welcome to the Triton Food Pantry Kiosk!" and "TAP YOUR ID CARD TO BEGIN". A "DONATE" button is at the bottom.
- Instructions Screen:** Titled "Welcome FIRST time user!". It includes a note "How does this kiosk work? PLEASE READ." and five numbered steps with icons:
 - Tap ID card to keep track of student info.
 - Like the Triton Food Pantry, you have 10 points each week to use.
 - A green light indicates the fridge is open & students can grab items that are worth 1-2 points.
 - The kiosk keeps track of each item you take and deducts points each week. Points are refilled at the beginning of the week.
 - When the student reaches the limit/finish grabbing items, the door will automatically lock.A "NEXT" button is at the bottom.
- Points Screen:** Titled "TRITON FOOD PANTRY KIOSK". It shows "YOU CURRENTLY HAVE 10 POINTS LEFT" and "3 more days until points are resetted". It includes three buttons: "TRITON FOOD PANTRY CALENDAR", "FREQUENTLY ASKED QUESTIONS", and "DONE". A "NEED HELP?" button is in the top right corner.
- Donate Screen:** Titled "DONATE". It says "All proceeds go to Triton Food pantry." and features three donation options: "\$ 5", "\$ 10", and "Other".

We used these paper prototypes that we wrote and designed for user testing. At this stage, we can see how well the flow is between different screens. Through heuristic evaluations, we saw how we could change our prototype to match users' language and to see what did and did not work. We had trouble with wanting to explain how to use the kiosk but also not wanting to clutter the screen with unnecessary words.

INTERACTIVE PROTOTYPE - FIGMA

The main menu of the screen lists off the students points with options to go to more screens and get more information. The help button leads to a kiosk tutorial.

YOU CURRENTLY HAVE 10 POINTS LEFT

3 more days until your points are reset

TRITON FOOD PANTRY

HELP

Triton Food Pantry Calendar

Frequently Asked Questions

DONE

The Triton Food Pantry is located in between Revelle and Muir at the old student center. The Food Pantry has daily specials each week and has a pop-up once a week on campus.

Daily Specials at the Food Pantry

Mon	Tues	Wed	Thurs	Fri
No Specials	Produce Organic Plates	Produce Variety	Pastries Bread	Fruit Variety

Next Popup is on:
5 pm, June 5 @ Revelle

Frequently Asked Questions

What's the Triton Food Pantry? ✓

How does the kiosk work? ✓

General Info about Triton Food Pantry ✓

What are additional programs? ✓

The main menu of the screen lists off the students points with options to go to more screens and get more information. The help button leads to a kiosk tutorial.

The calendar provides students with daily specials and dates/location for the next pop up pantry.

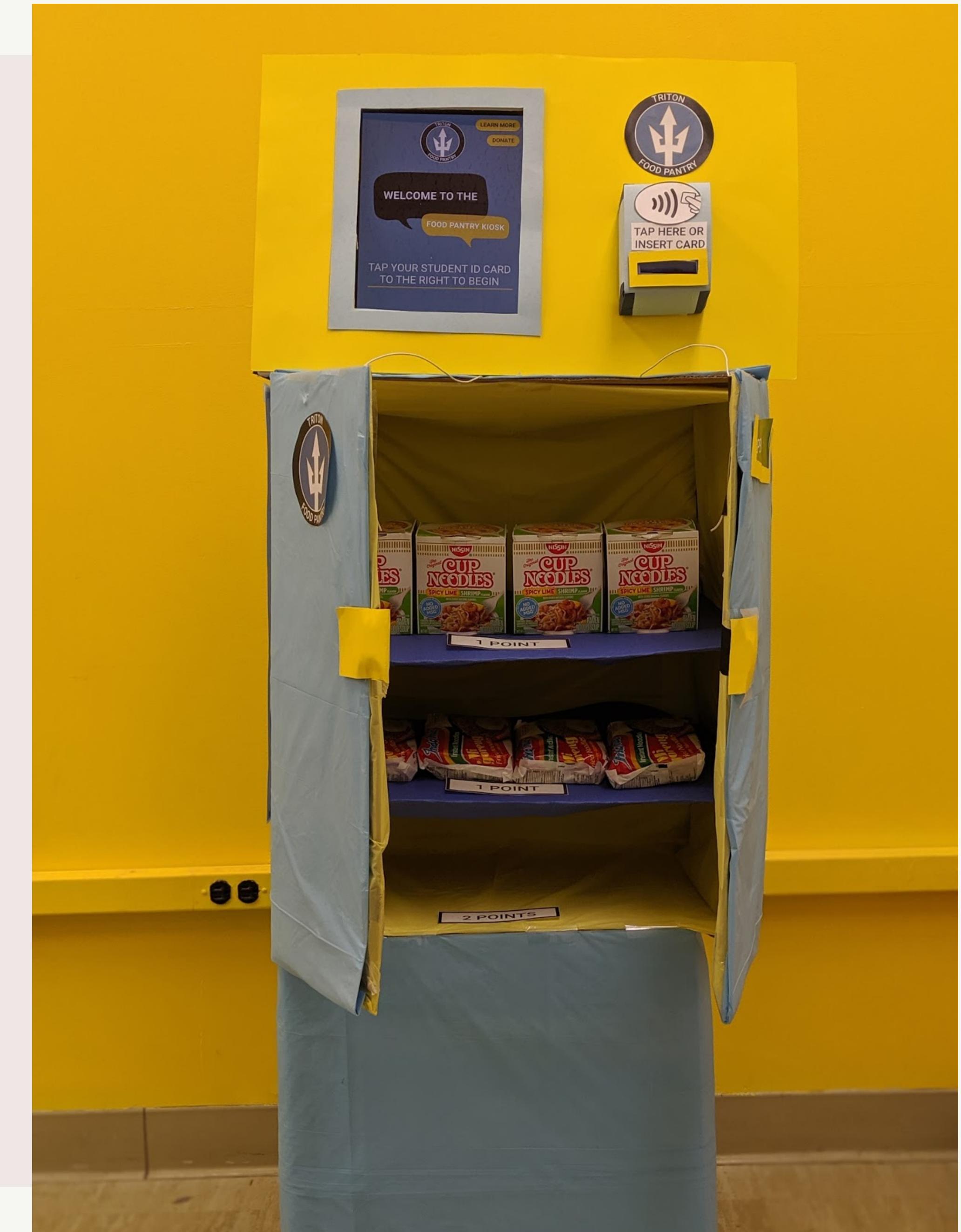
The FAQ raises awareness for the Triton Food Pantry and help for more serious student food insecurity.

KIOSK FEATURES

One the biggest problems we faced when creating this kiosk was functionality. Through wizards of oz prototyping, we tried to match the system with the screen.

The kiosk door could only open after the student tapped their ID card. The card reader would have a database of all the students and the number of points they have. The kiosk would calculate how many points a student used based off the weight of the item taken.

Our rough design and use of material helped us to do thorough user testing based off user interactions. The product had to be just as user friendly as the screens we had to go with it.



YELP DELIVERY REDESIGN

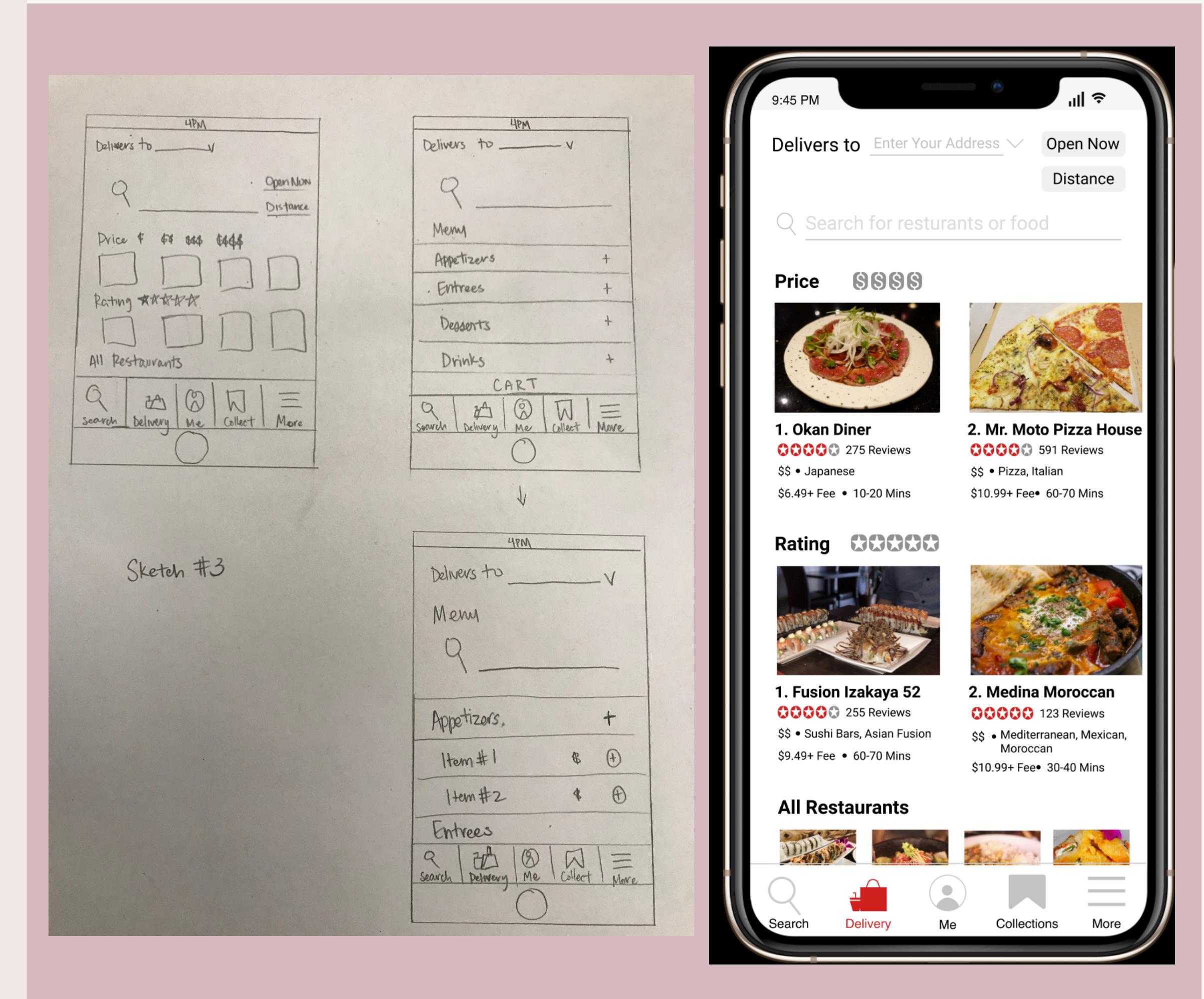
FALL 2019

THE PROCESS

- User Testing Yelp
 - Interview and give users specific tasks to see how they navigate Yelp
- Choosing a component to redesign
 - Based on user testing, we decided to redesign aspects of ordering delivery through Yelp
- Sketching and wireframing
- Creating a high fidelity prototype
- User testing for final analysis

MY ROLES

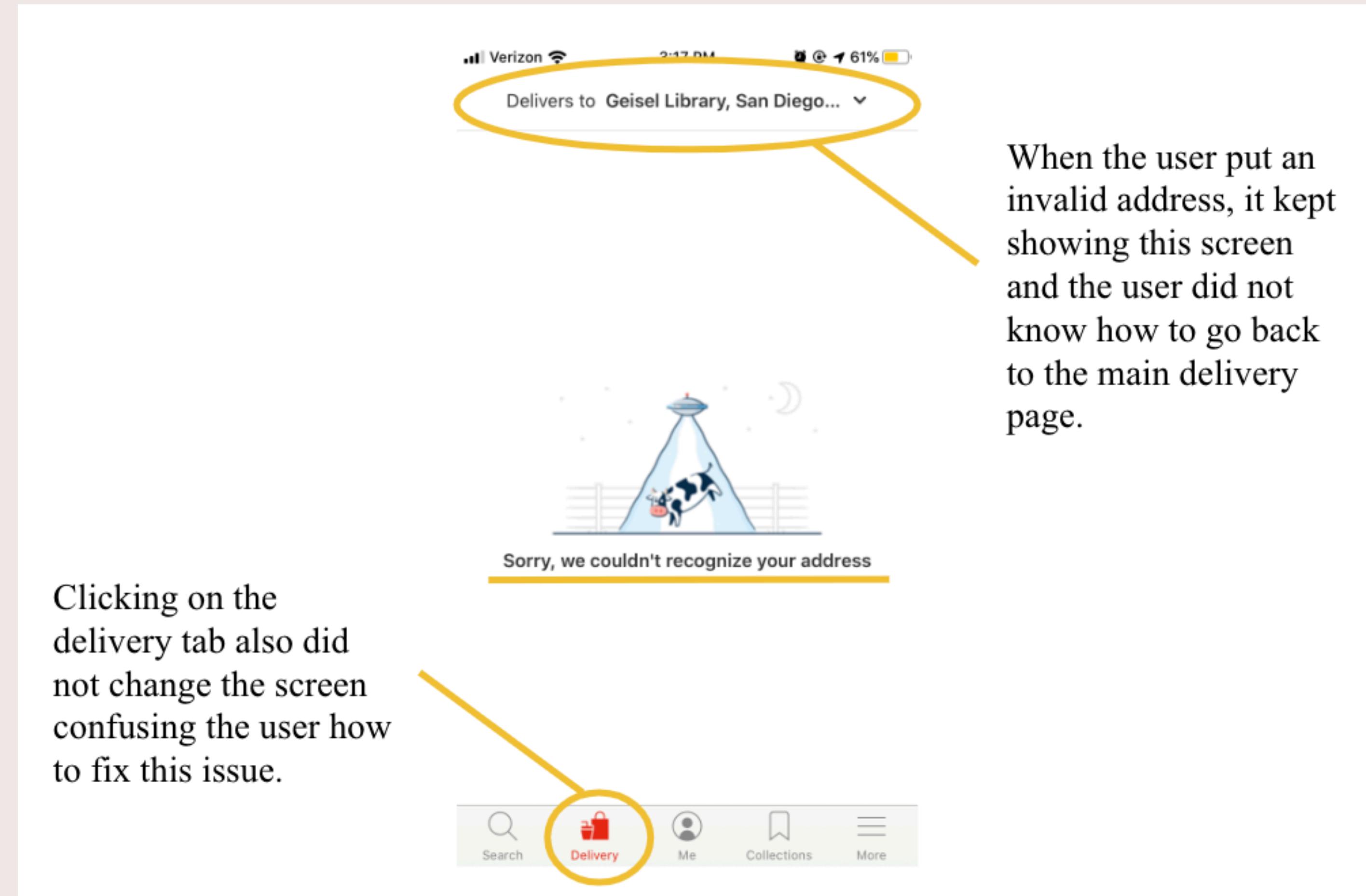
- User Testing
- Interaction Design
- Visual Design



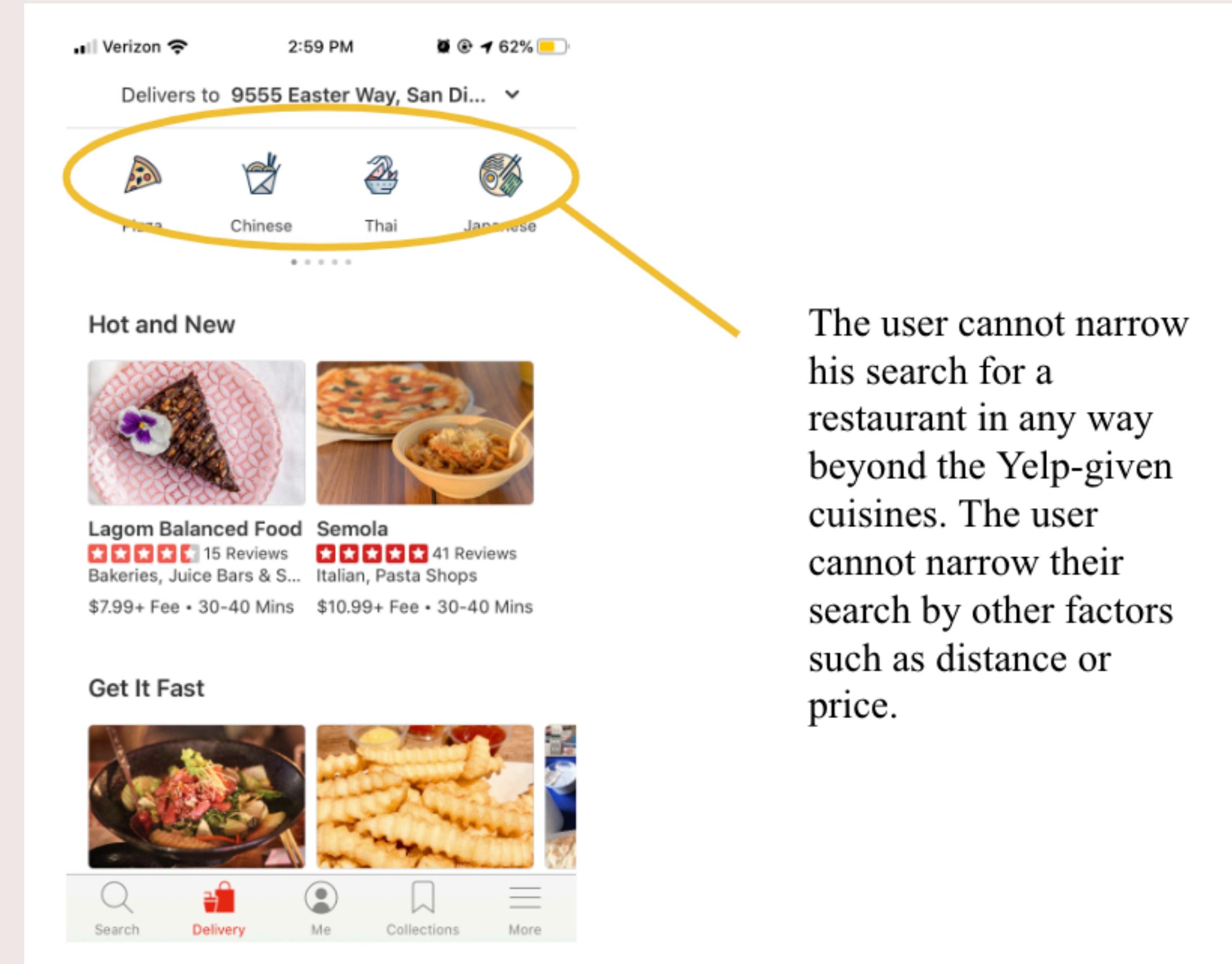
INITIAL USER TESTING

COMPONENTS TO REDESIGN

- Allowing users to correct their address or go back to the delivery main page if they enter an invalid delivery address
- Adding a search bar in the delivery home page so users can look up specific cuisines
- Adding more filters (price, location, hours, etc.) in the delivery home page
- Adding an additional search bar in restaurant's menu pages to look up specific dishes



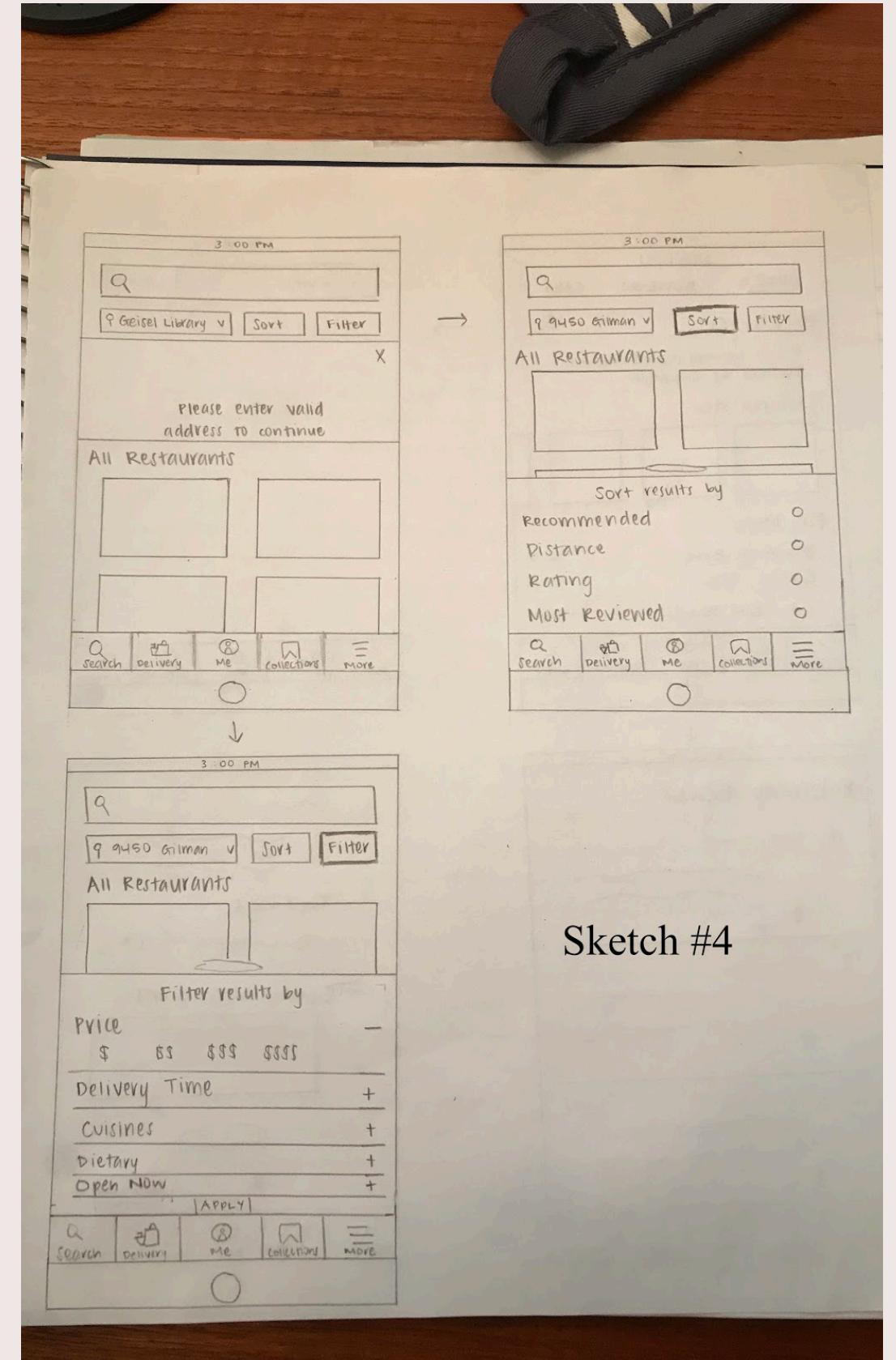
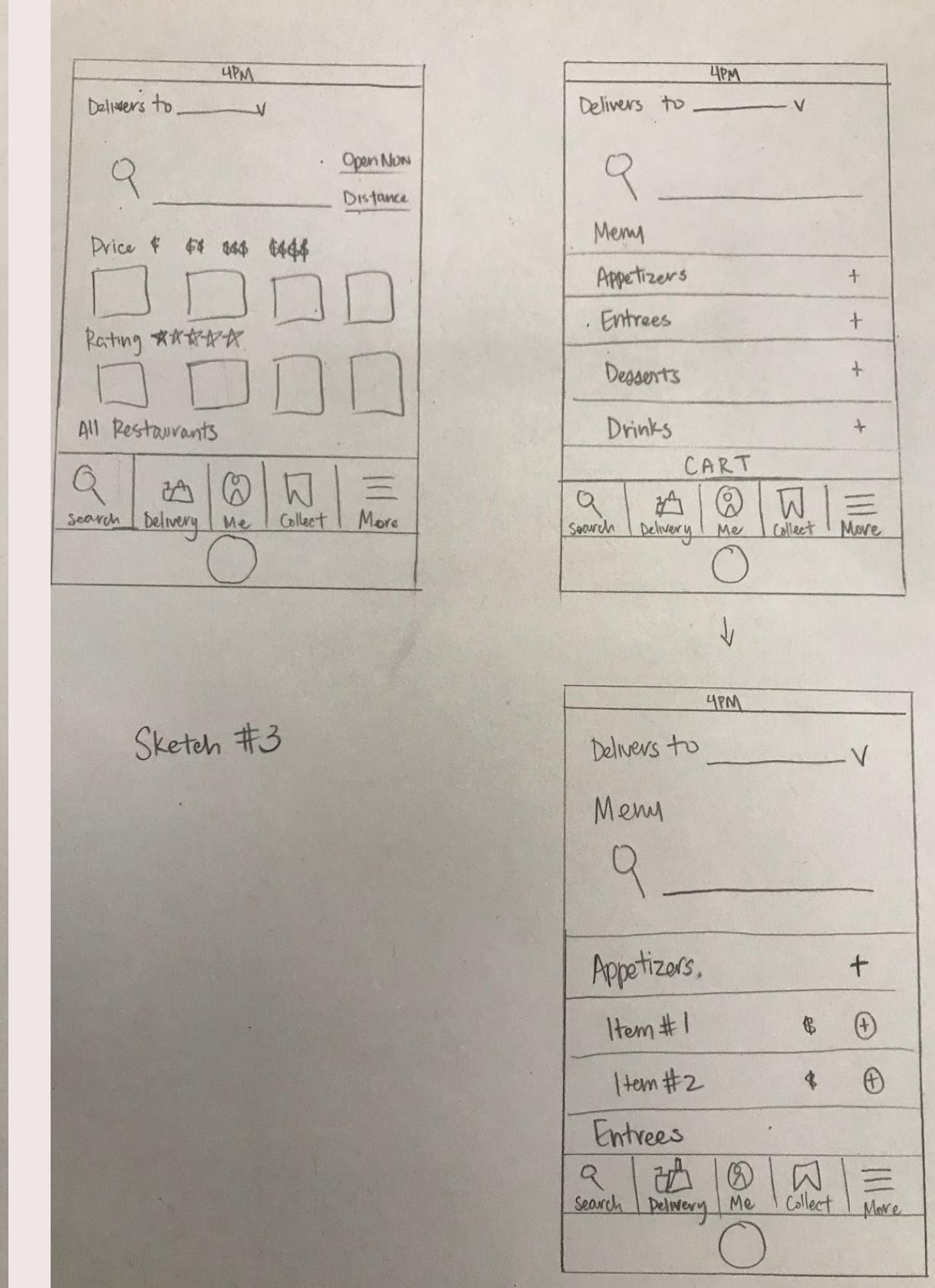
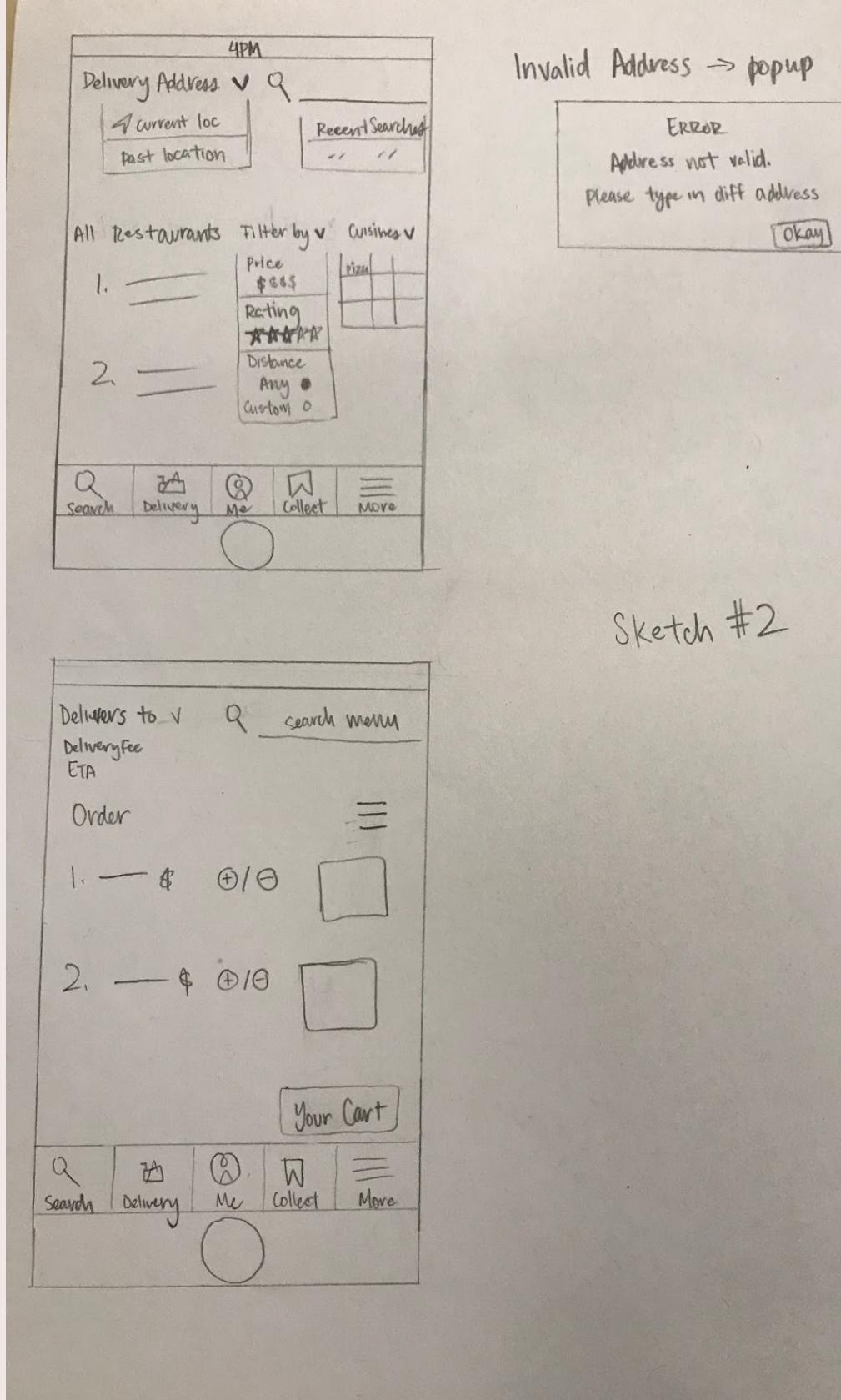
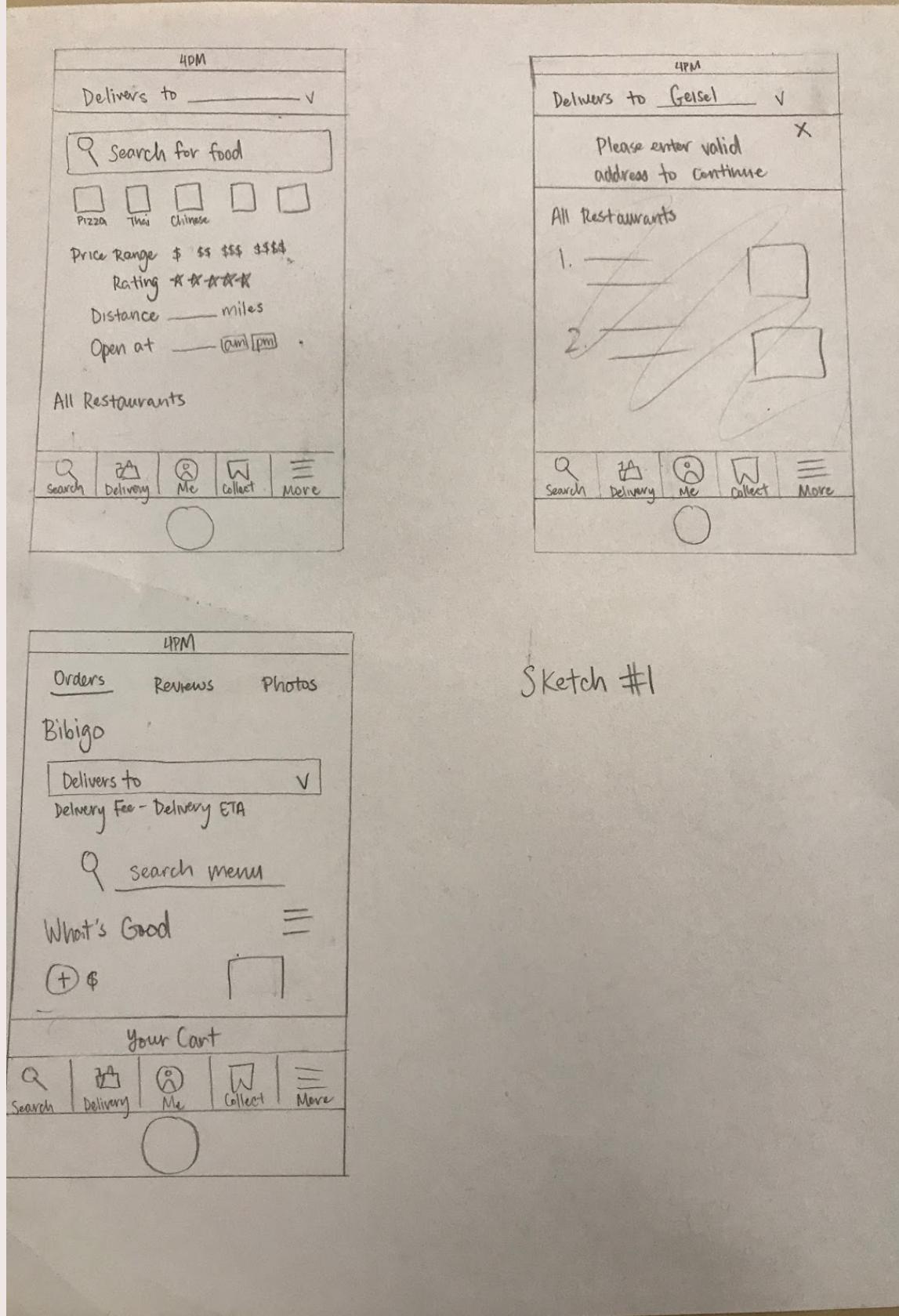
INITIAL USER TESTING



The image contains two side-by-side screenshots of the Grubhub mobile application. Both screenshots show the "Bibigo" delivery page with the same information: "Delivery to 9555 Easter Way, San Diego, CA,..." and "\$2.49 Delivery Fee + 30-40 mins Fulfilled by GRUBHUB". The left screenshot shows the "What's Good" tab selected, while the right screenshot shows the "Menu Categories" tab selected. A yellow arrow points from the "What's Good" tab on the left to the "Menu Categories" tab on the right, indicating a user action. At the bottom of both screens, there is a message "Your cart is empty".

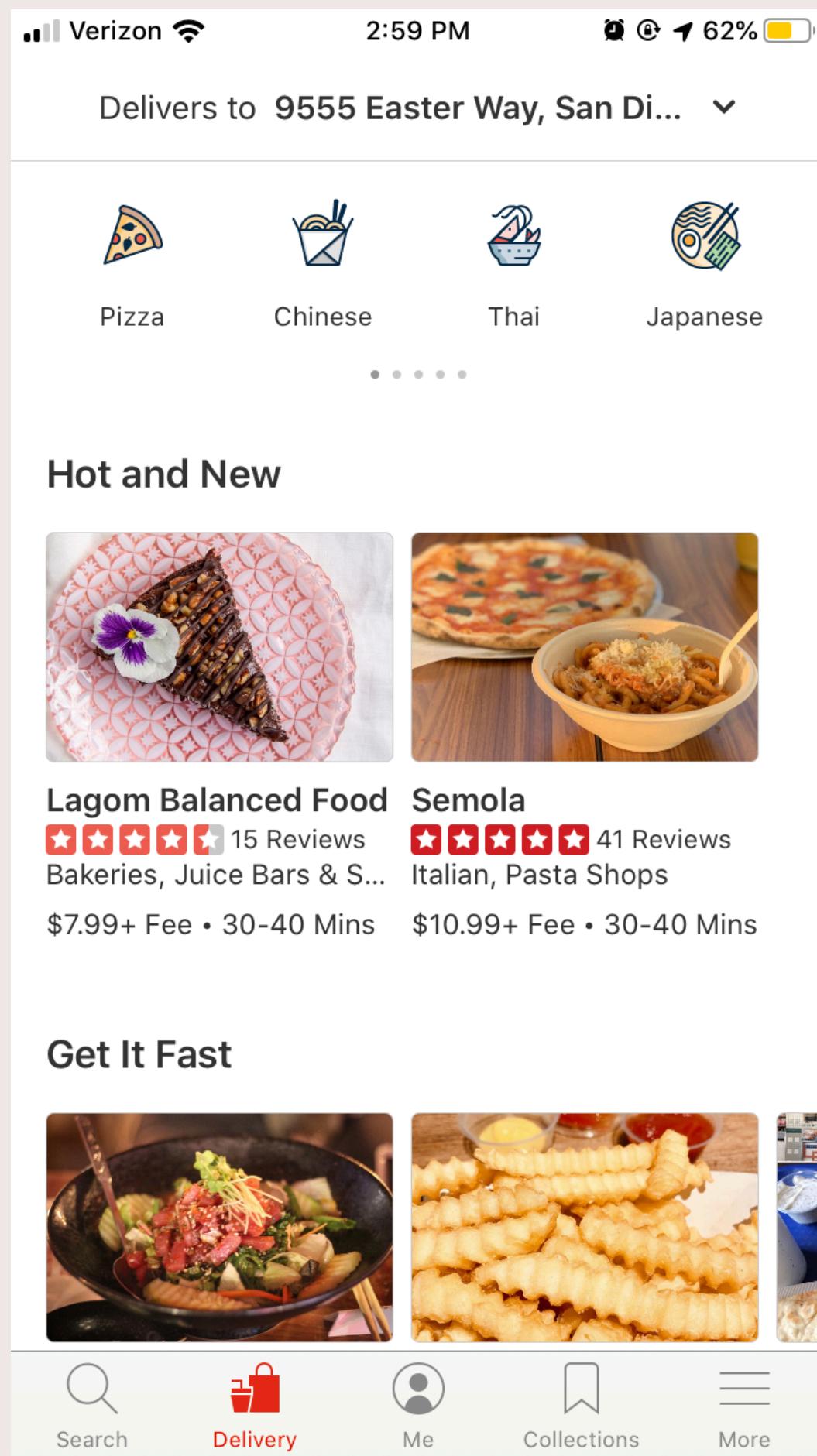
One of the users wanted to search for “kimchi fried rice” but could not do so because there was no search option. He then opted to check the tab next to “What’s Good” but that only showed the menu categories.

SKETCHES



PROTOTYPING

Yelp's Delivery Home Page



Yelp's Delivery Home Page Redesign #1

The image compares the original Yelp Delivery Home Page (left) with its Redesign #1 (right). A callout box on the left highlights the search bar in the redesign, which is described in the text as making it easier to find different restaurants. Another callout box on the right highlights the "Distance" filter button in the redesign, which is described as allowing users to sort places based on their preferences like hours, distance, price, and rating.

We've included a search bar to make it easier to find different restaurants.

There are now filters on the delivery page so users can sort places based on their preferences like hours, distance, price, and rating.

Original Yelp Delivery Home Page (Left):

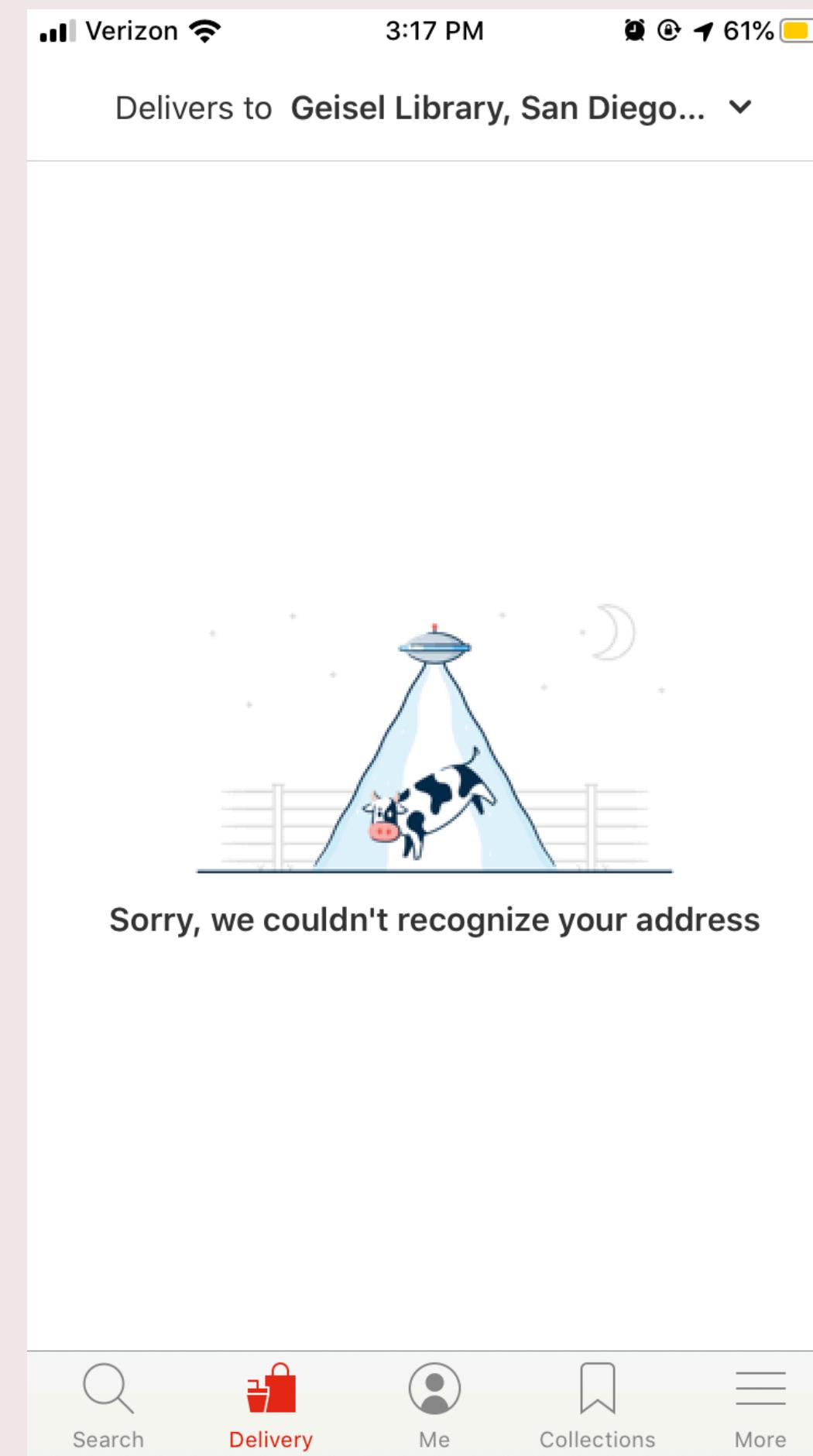
- Search Bar:** "Delivers to Enter Your Address ▾ Open Now Distance" (Search bar highlighted with a yellow box)
- Filters:** Price (\$\$\$), Rating (★★★★★), and All Restaurants
- Results:** 1. Okan Diner (275 Reviews, Japanese, \$6.49+ Fee, 10-20 Mins) and 2. Mr. Moto Pizza House (591 Reviews, Pizza, Italian, \$10.99+ Fee, 60-70 Mins)

Redesign #1 (Right):

- Search Bar:** "Delivers to 9876 Pacific Way ▾ Open Now Distance" (Distance button highlighted with a yellow box)
- Filters:** Price (\$\$\$), Rating (★★★★★), and All Restaurants
- Results:** 1. Bibigo (189 Reviews, Korean, \$2.49+ Fee, 60-70 Mins) and 2. Myungrang Hot Dog (167 Reviews, Hot Dogs, Korean, \$7.99+ Fee, 30-40 Mins)

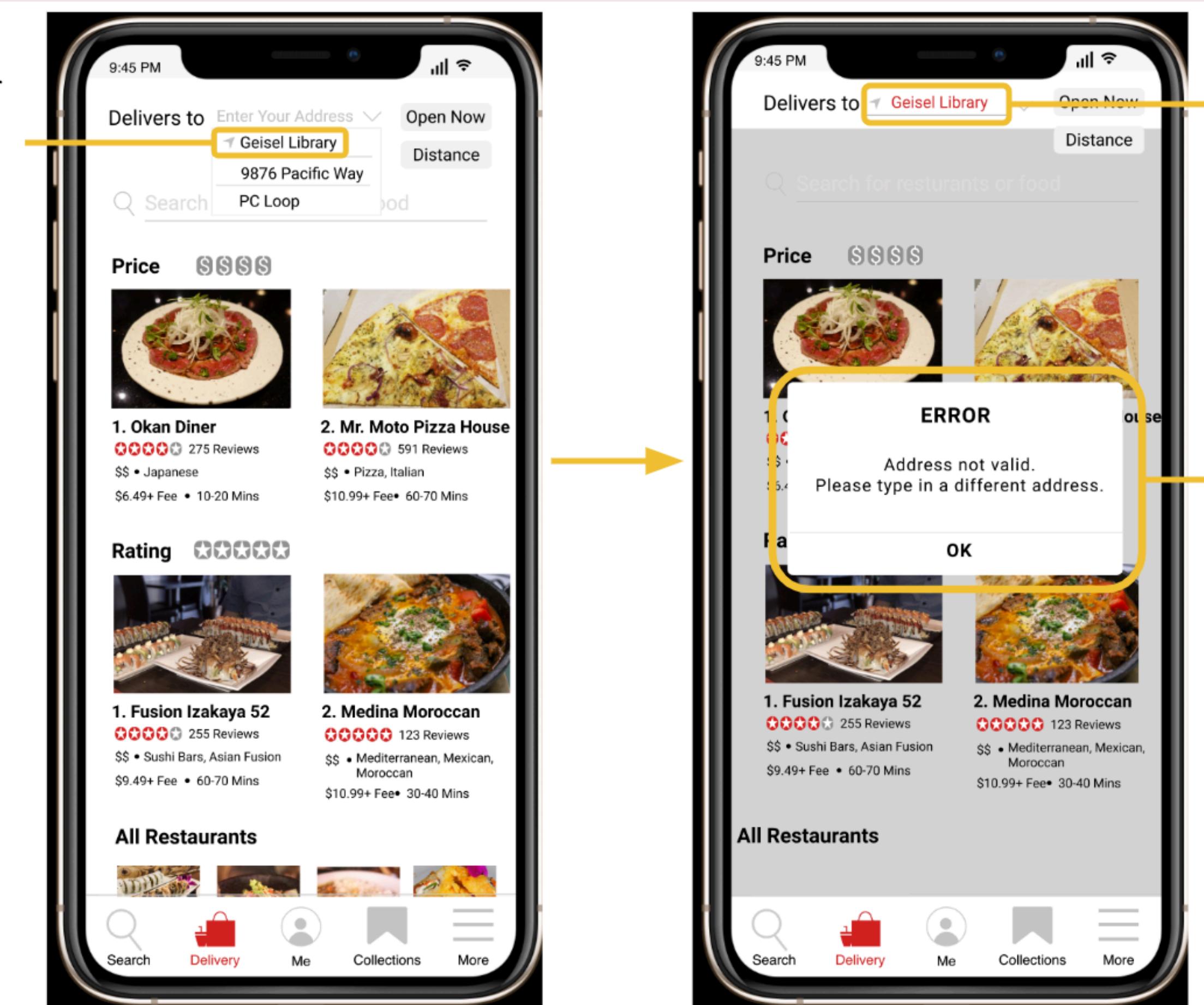
PROTOTYPING

Yelp's Address Error Page



Users can use their current location to get food delivered to them.

Yelp's Delivery Address Error Redesign #1



As feedback, the address turns red when it's a location that can't be delivered to.

An error popup screen comes up so the user knows to change their address and allows for them to go back to the main delivery unlike their current design.

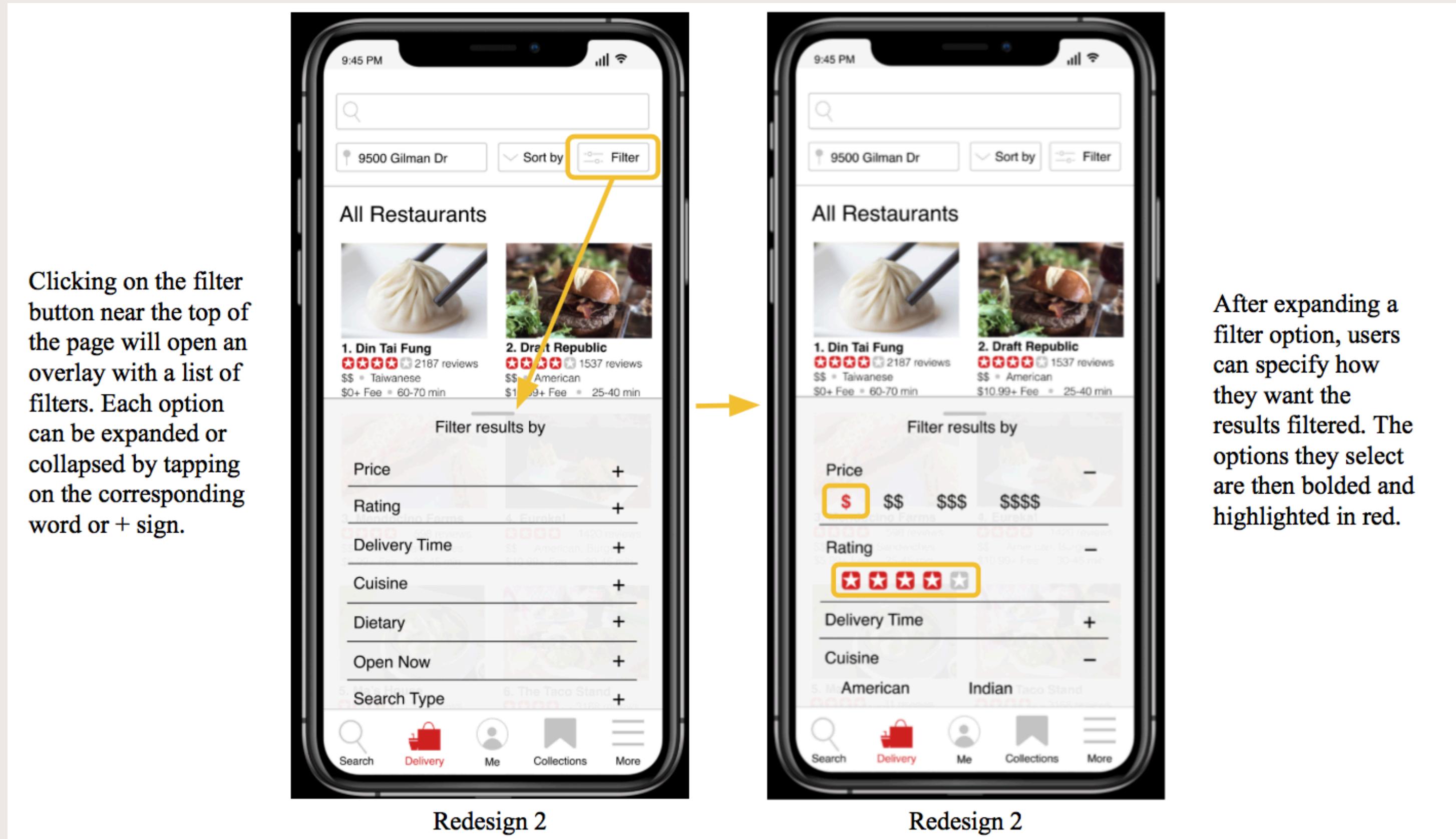
USER TESTING THE REDESIGNS

USER TESTING REDESIGN ANALYSIS

After more user testing with different user tasks than before, we tested the two redesigns our group created.

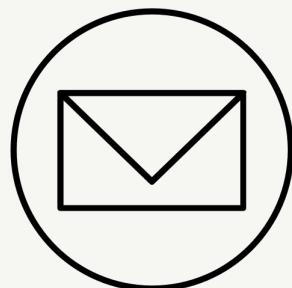
We found out the search bar on the home page of both redesigns created better user flow than the original Yelp page.

However, the filters of the 2nd redesign were more consistent, provided more options, and reduced excess clutter than the 1st redesign.



CONTACT INFORMATION

Here are some ways to contact me. Feel free to reach out if you have any questions or would like to know more!



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