

# Taherah Abbas

**USER EXPERIENCE | INTERACTION 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 with a specialization in Human Computer Interaction 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**

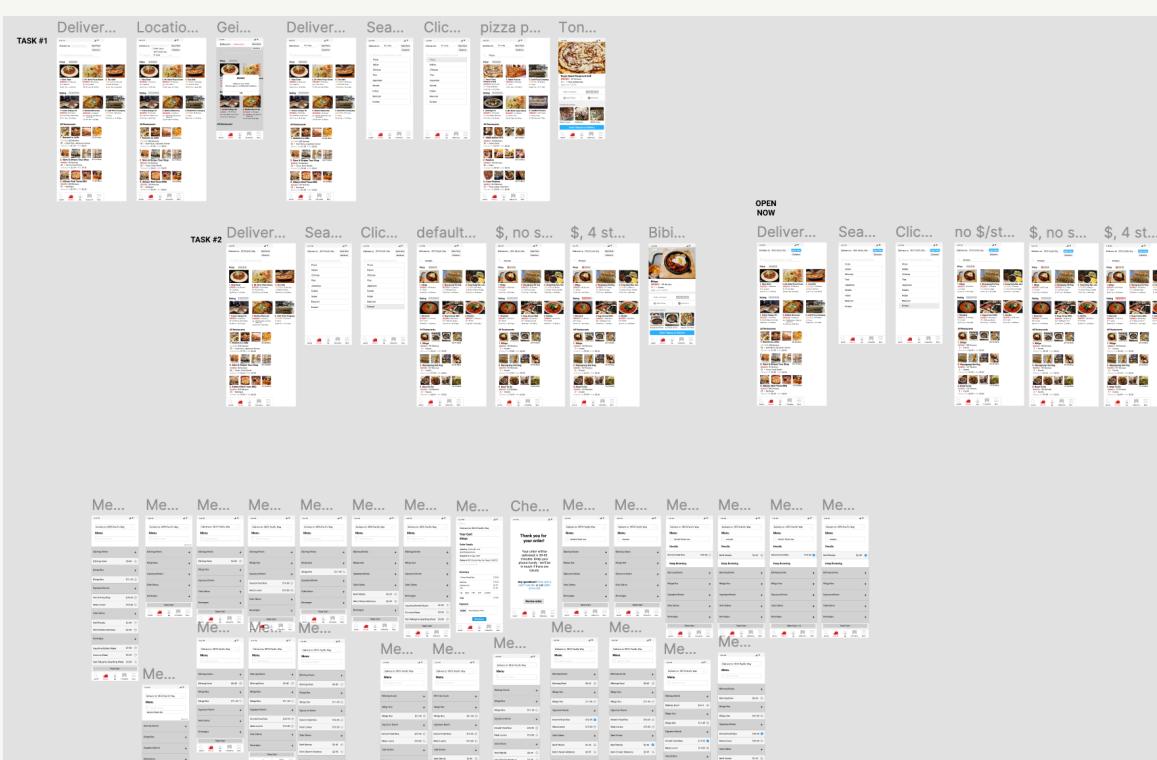
# SOME OF MY PROJECTS



## TRITON FOOD PANTRY KIOSK

DSGN 100: PROTOTYPING

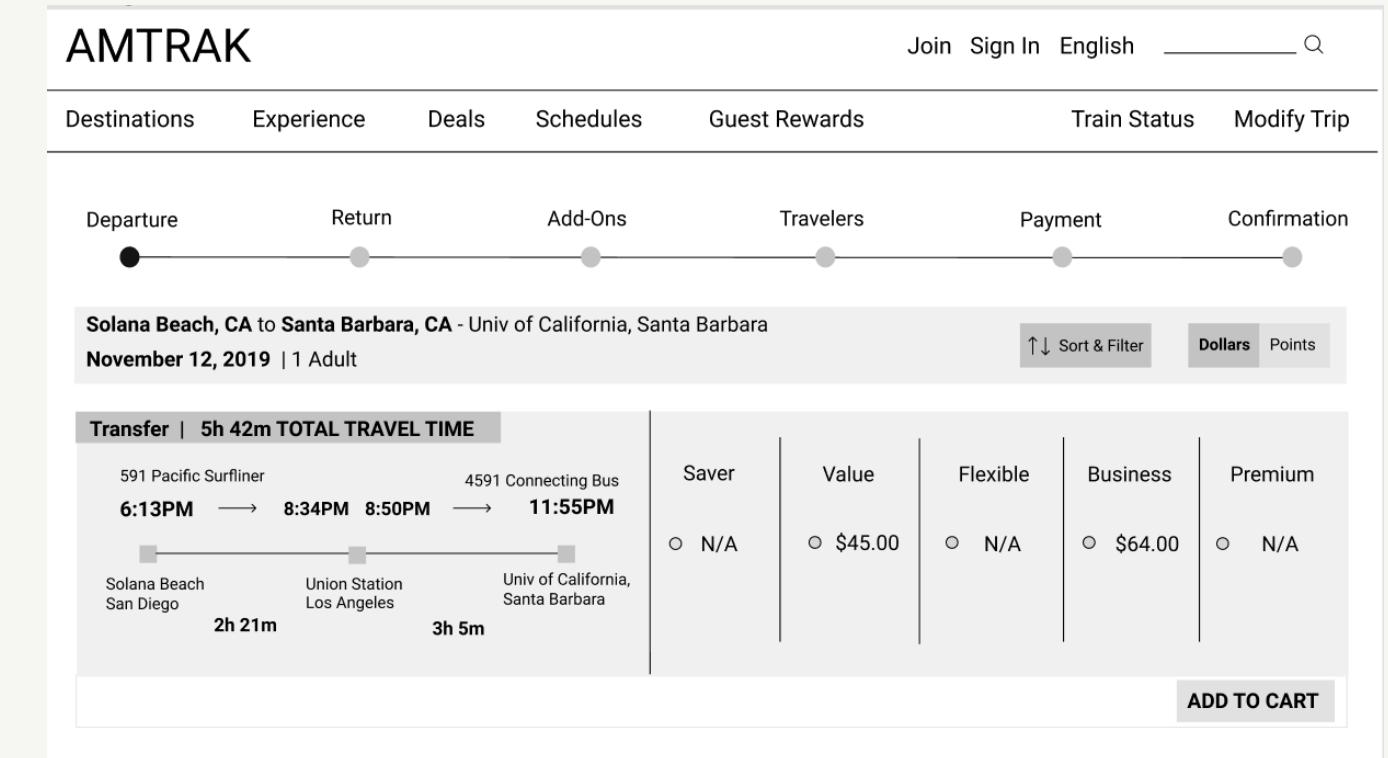
Went through the full design process to create both a physical kiosk prototype and digital prototype of the screen for the full user experience.



## 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.



## AMTRAK: SELECT TRAIN REDESIGN

COGS 187A: USABILITY & INFO STRUCTURE

Redesign of the process and user experience of selecting a train on the Amtrak website. Brief, preliminary challenge to user testing and information flow.

# 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
- Information Architect



# 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

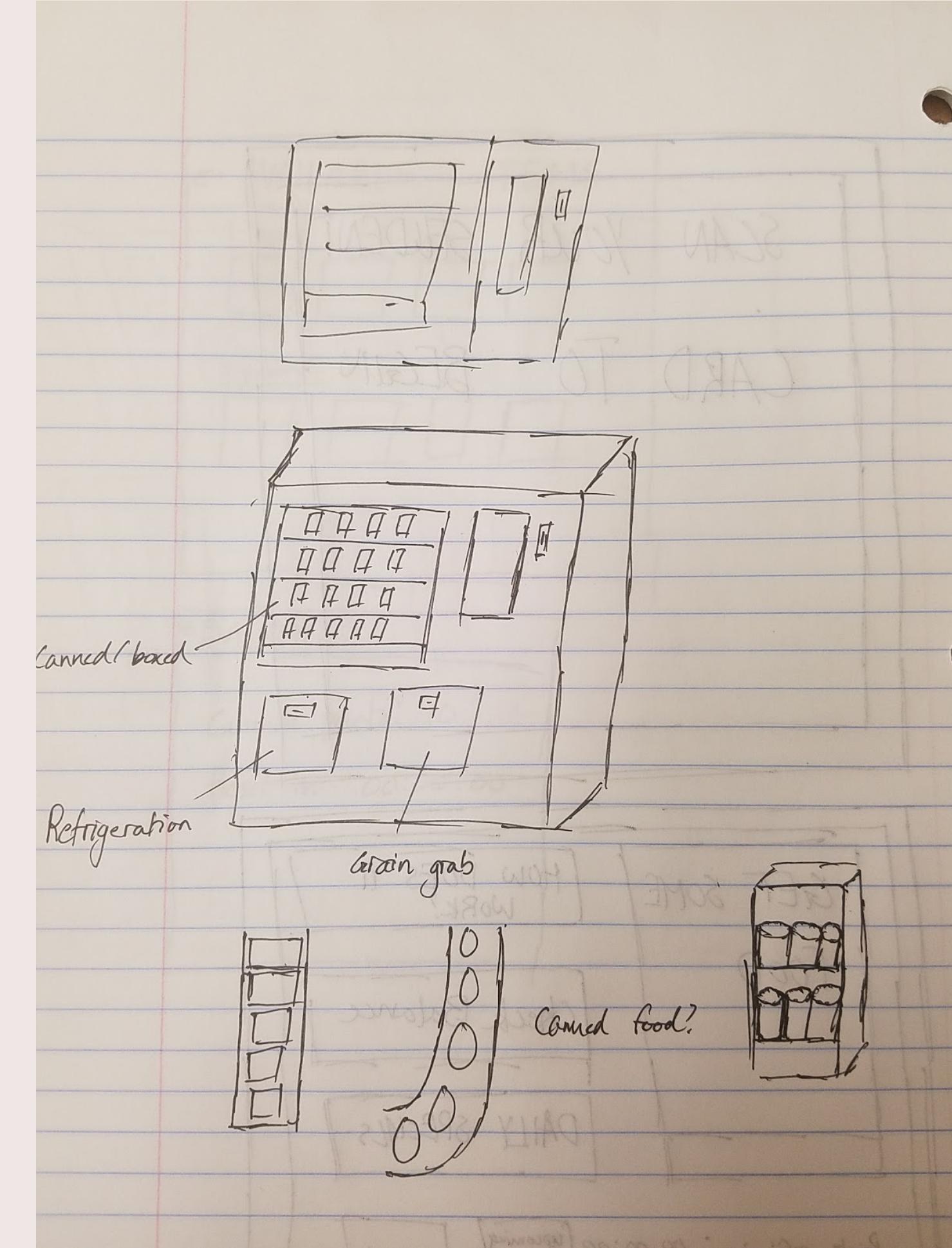
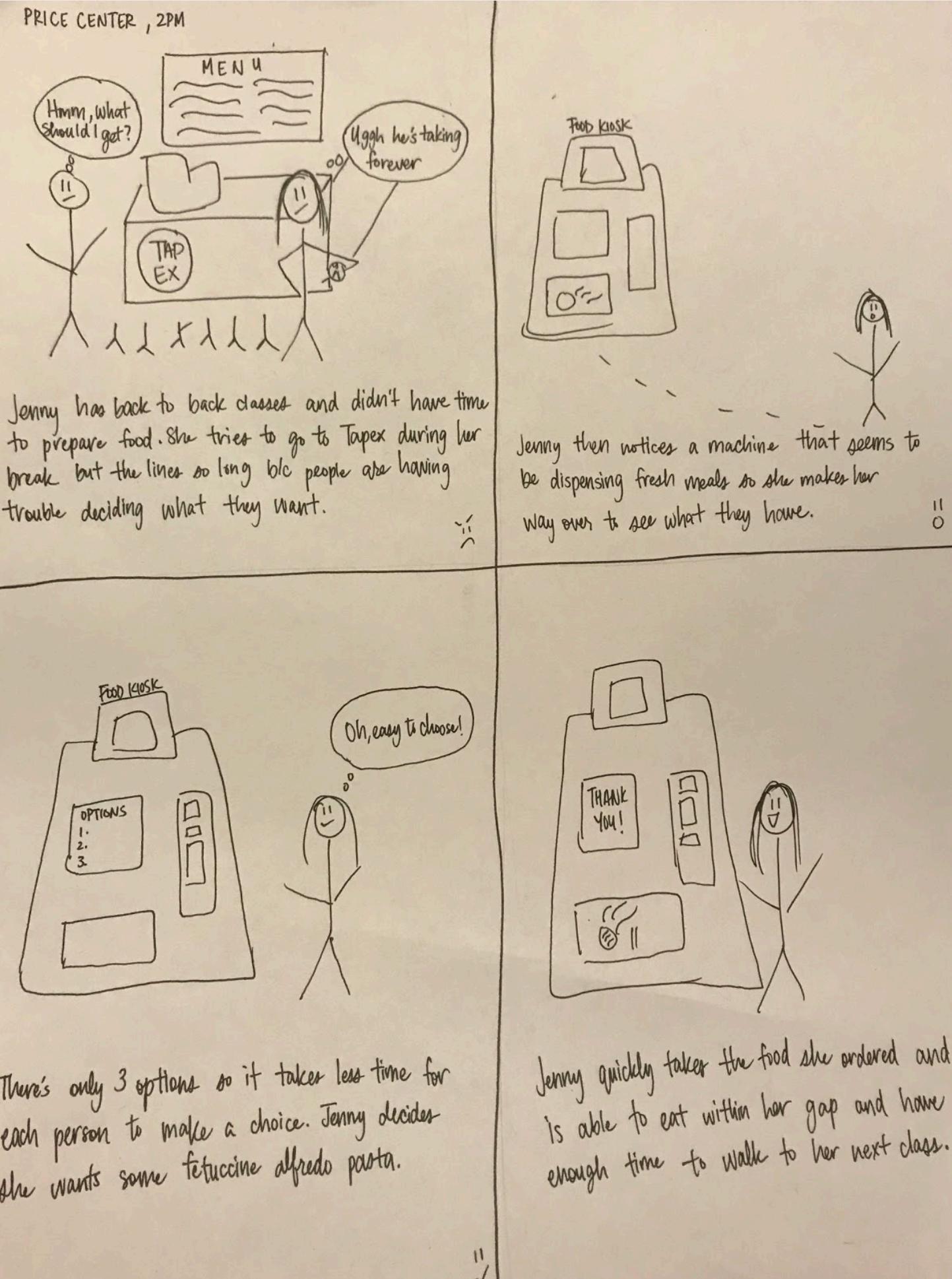
- College Students
  - Opt out of meals - intermittent fasting
  - Good mix of cooking and eating out
- Food Pantry Worker
  - Attempts to tackle stigma about food insecurity
  - Students don't like to feel poor
- Food Pantry Donor
  - Rescues food from supermarkets that would thrown out
  - Want students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

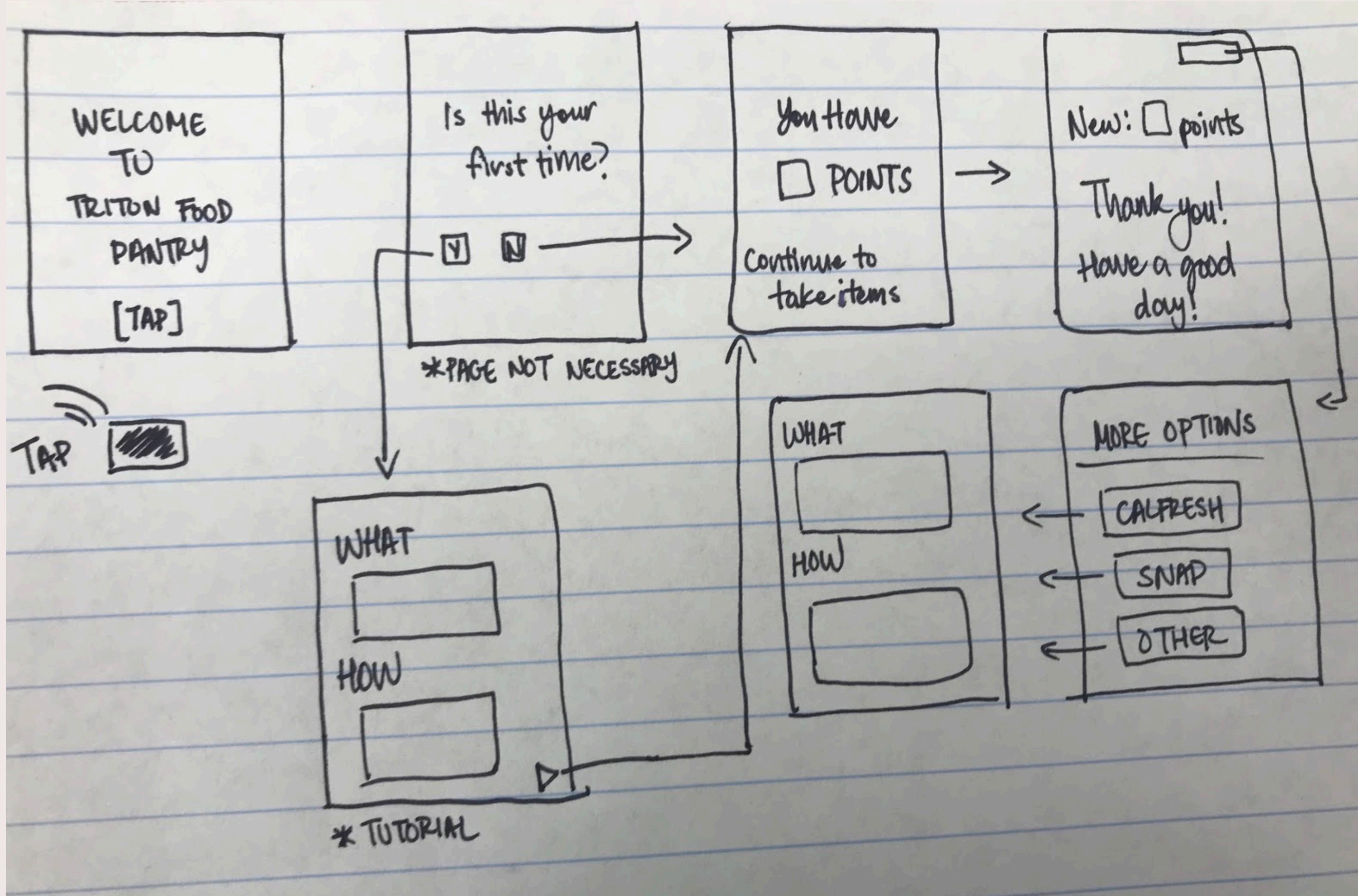


BUTTON

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.

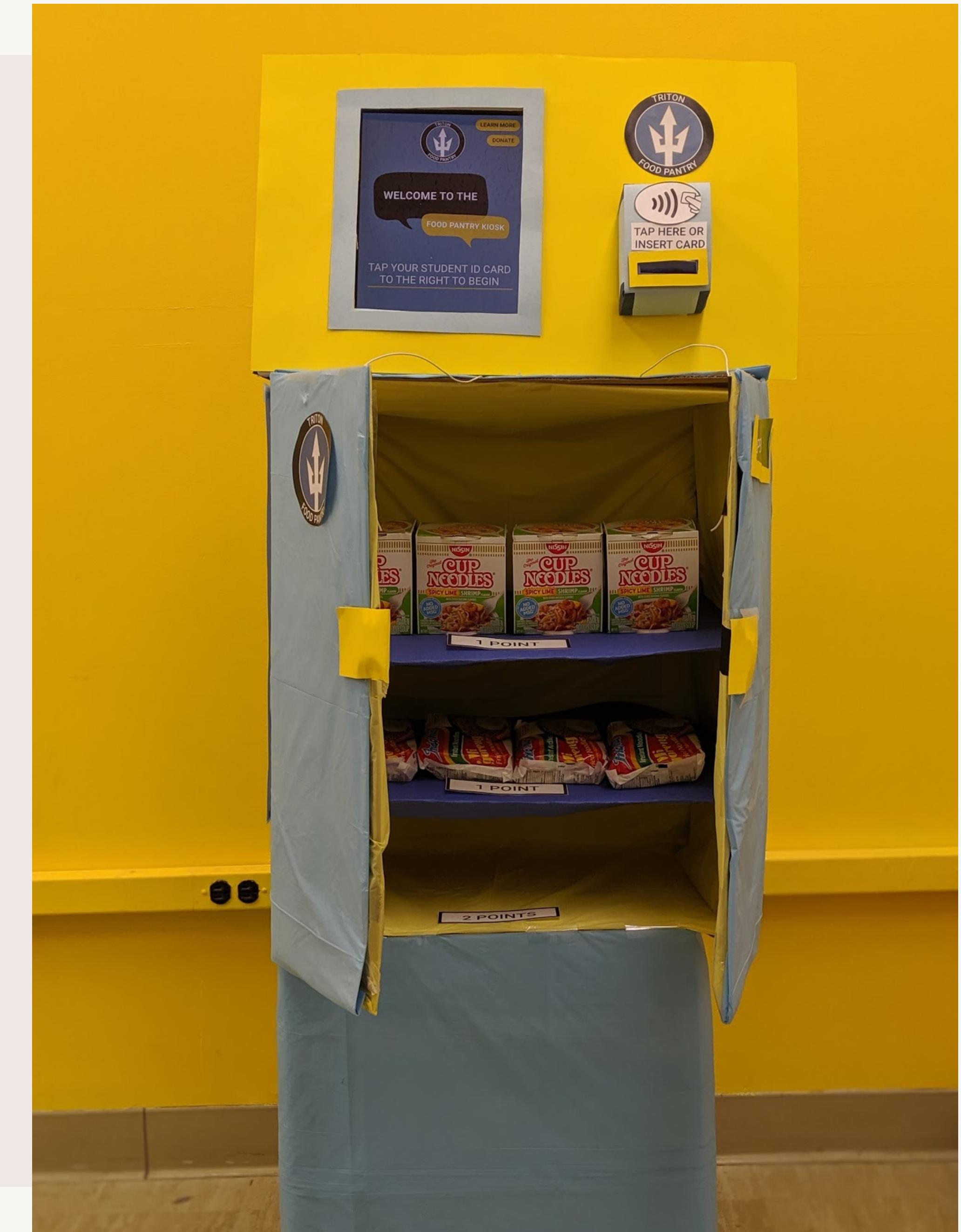
The FAQ raises awareness for the Triton Food Pantry and help for more serious student food insecurity.

## 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

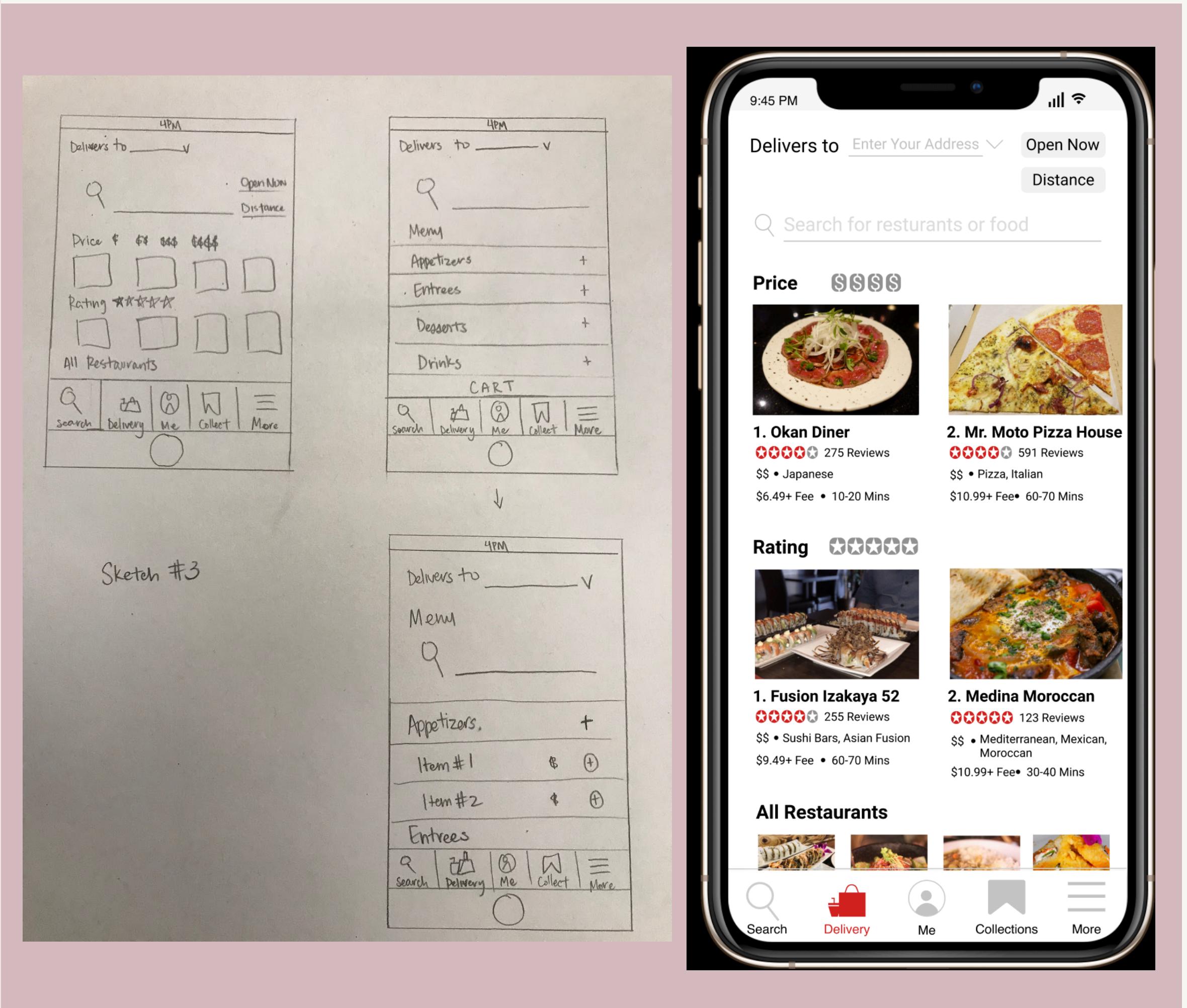
FALL 2019

## 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

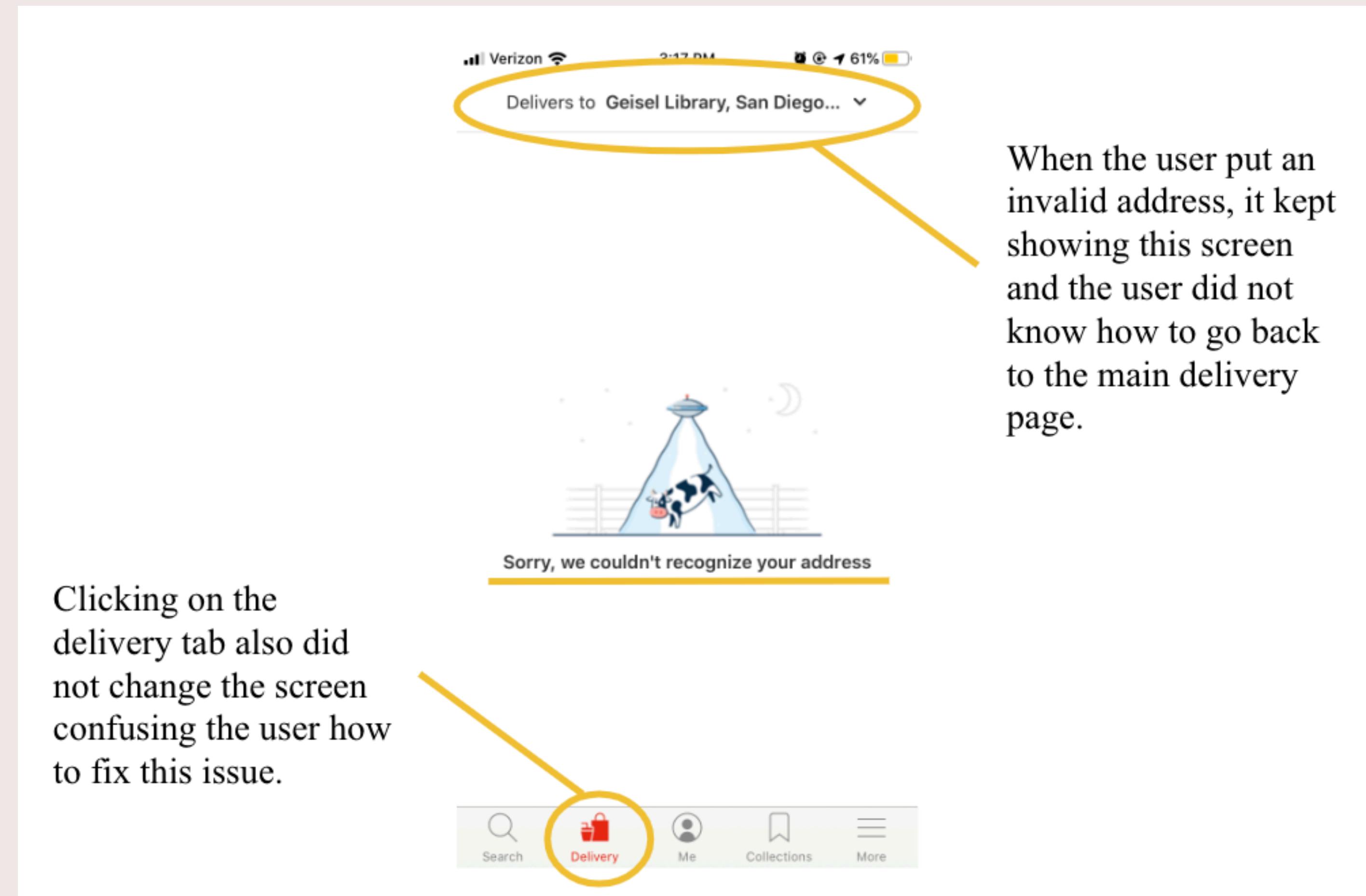
- User Testing
- Interaction Design
- Information Architect



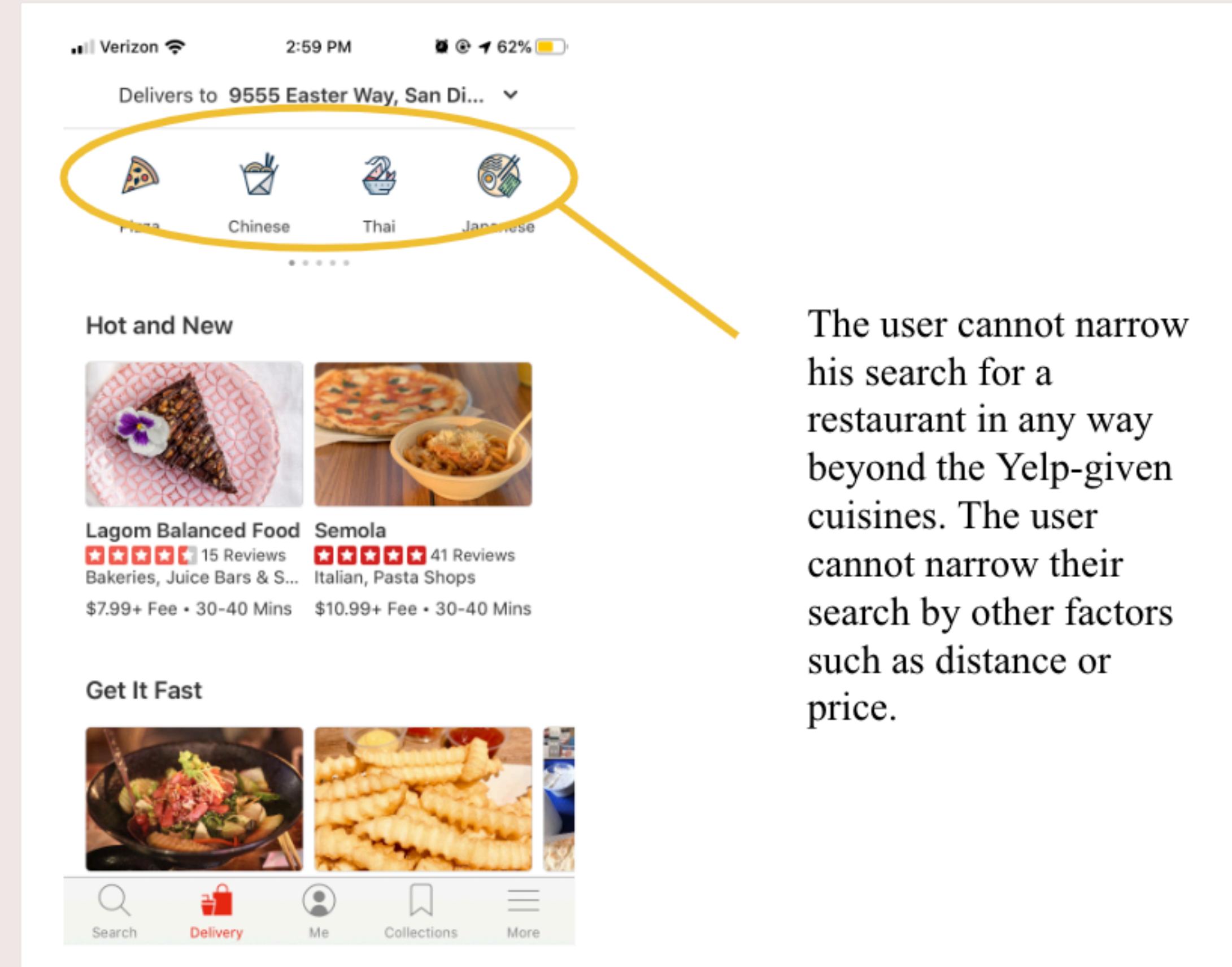
# INITIAL USER TESTING

## 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



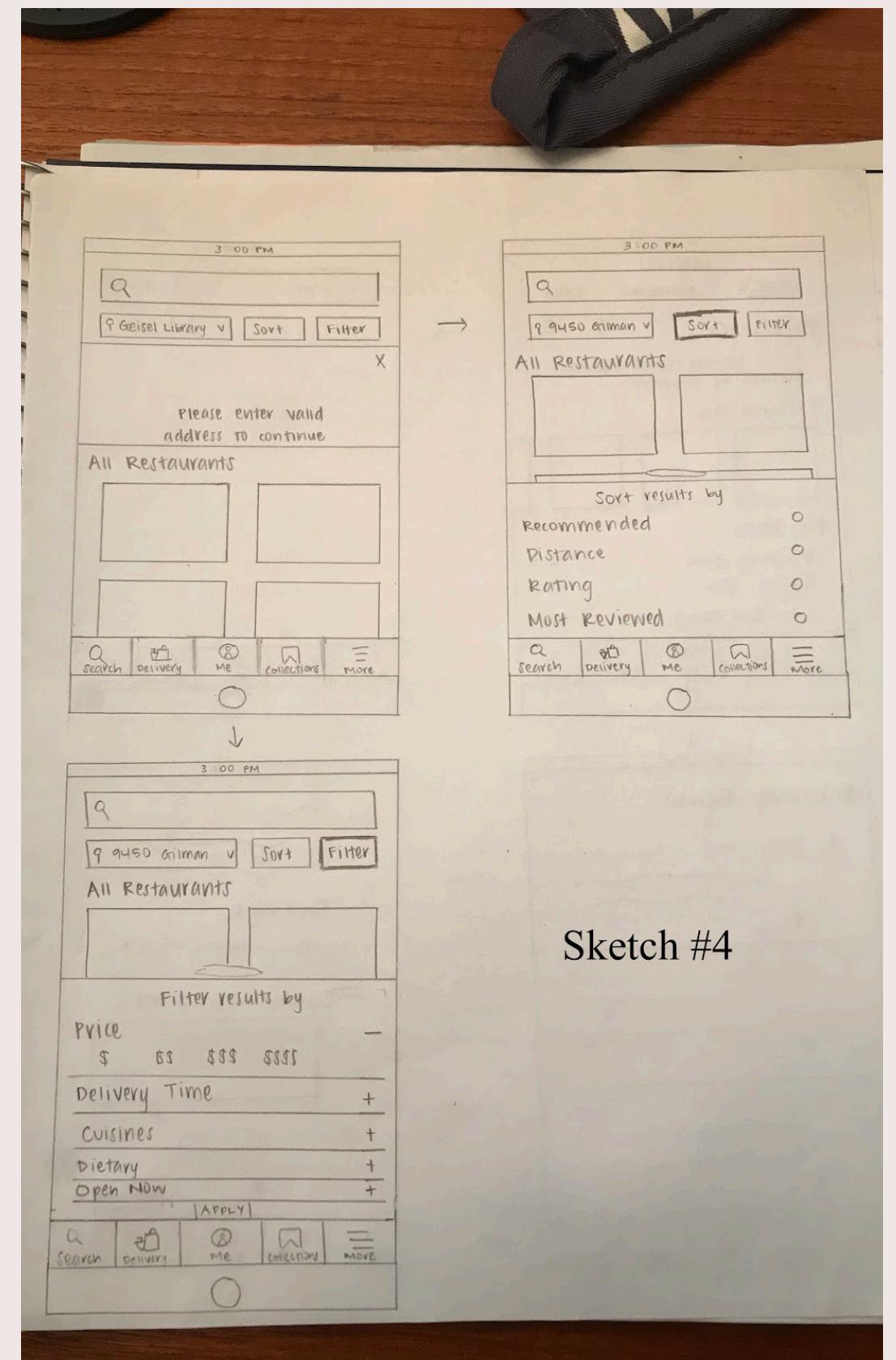
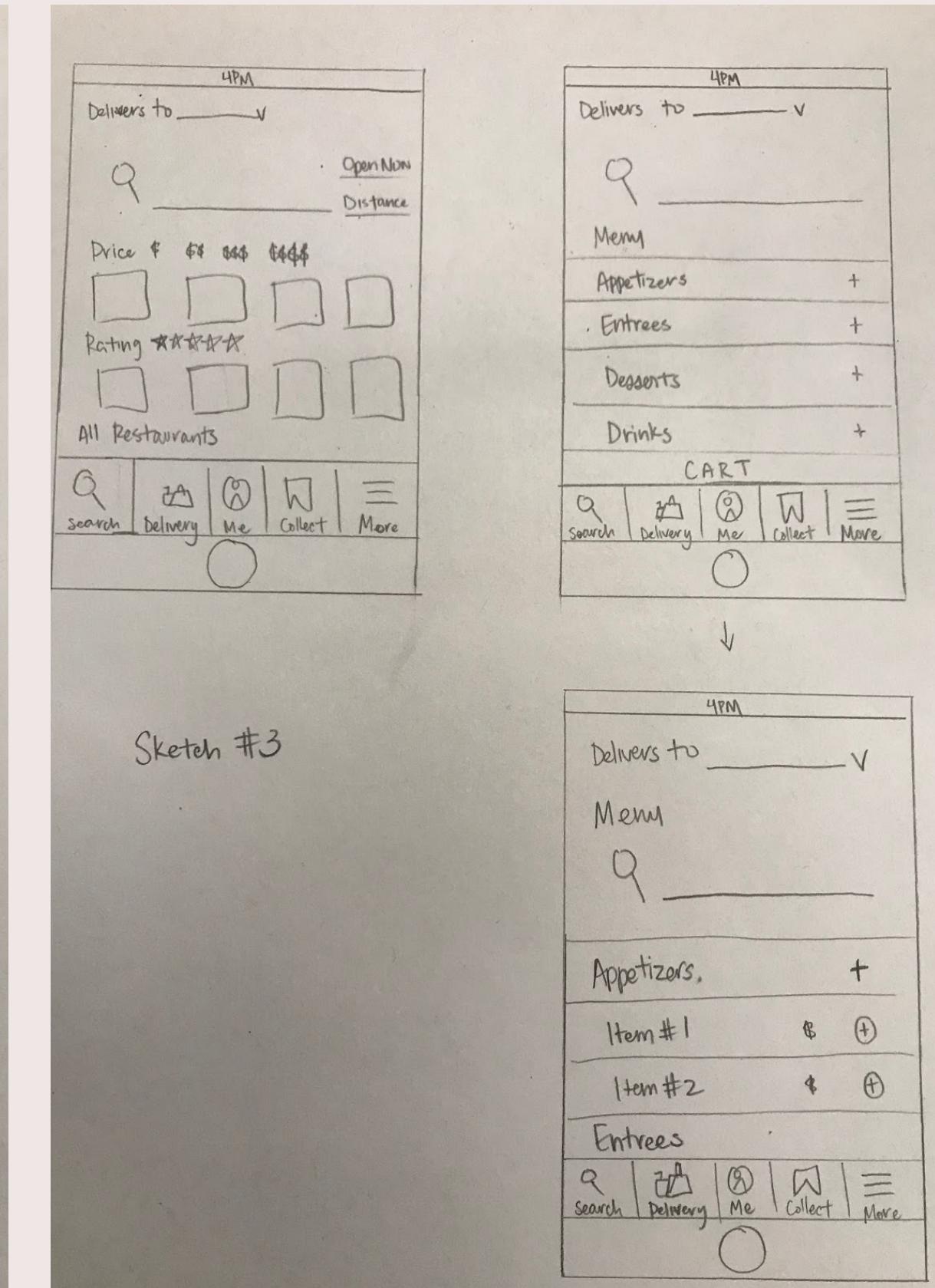
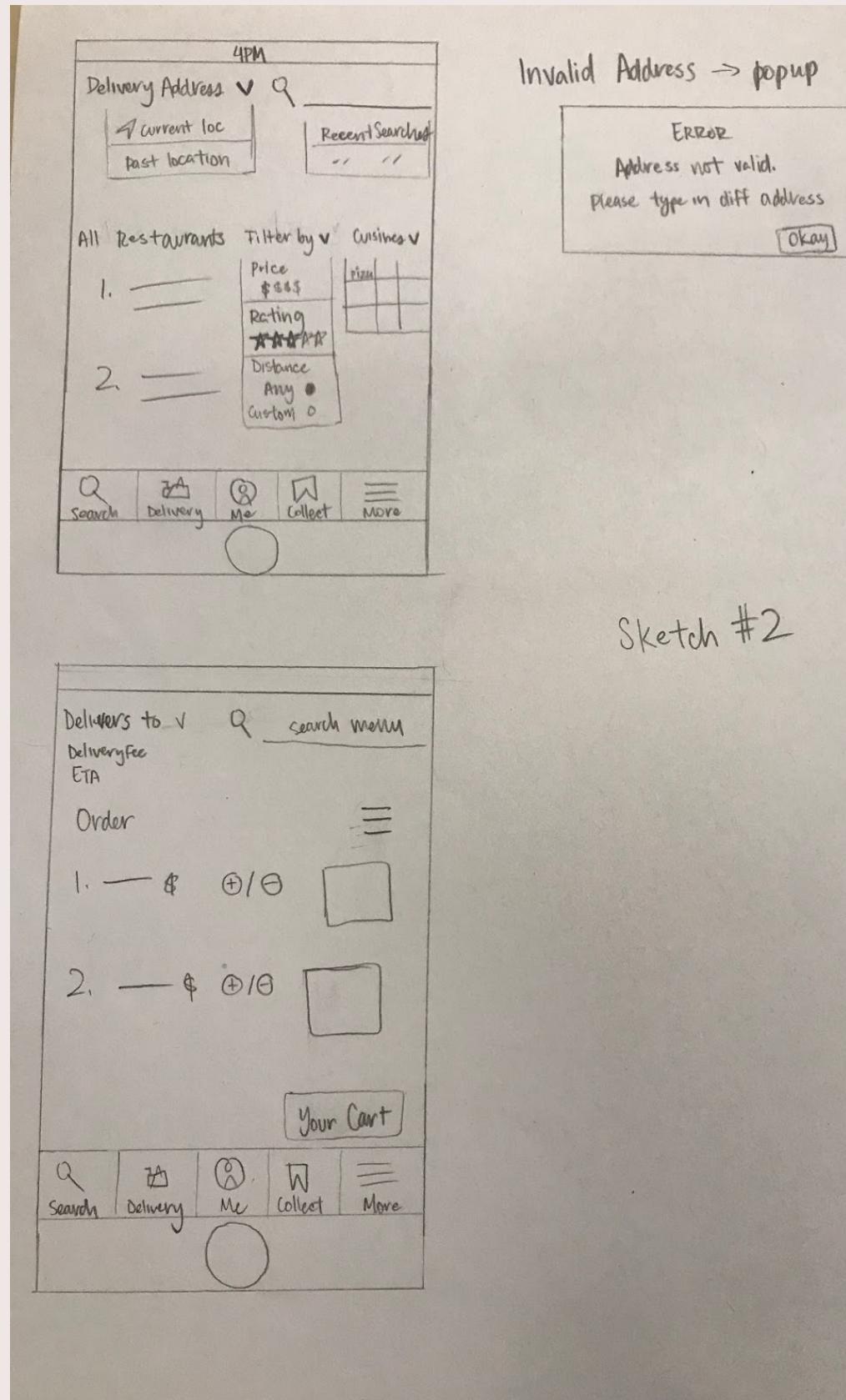
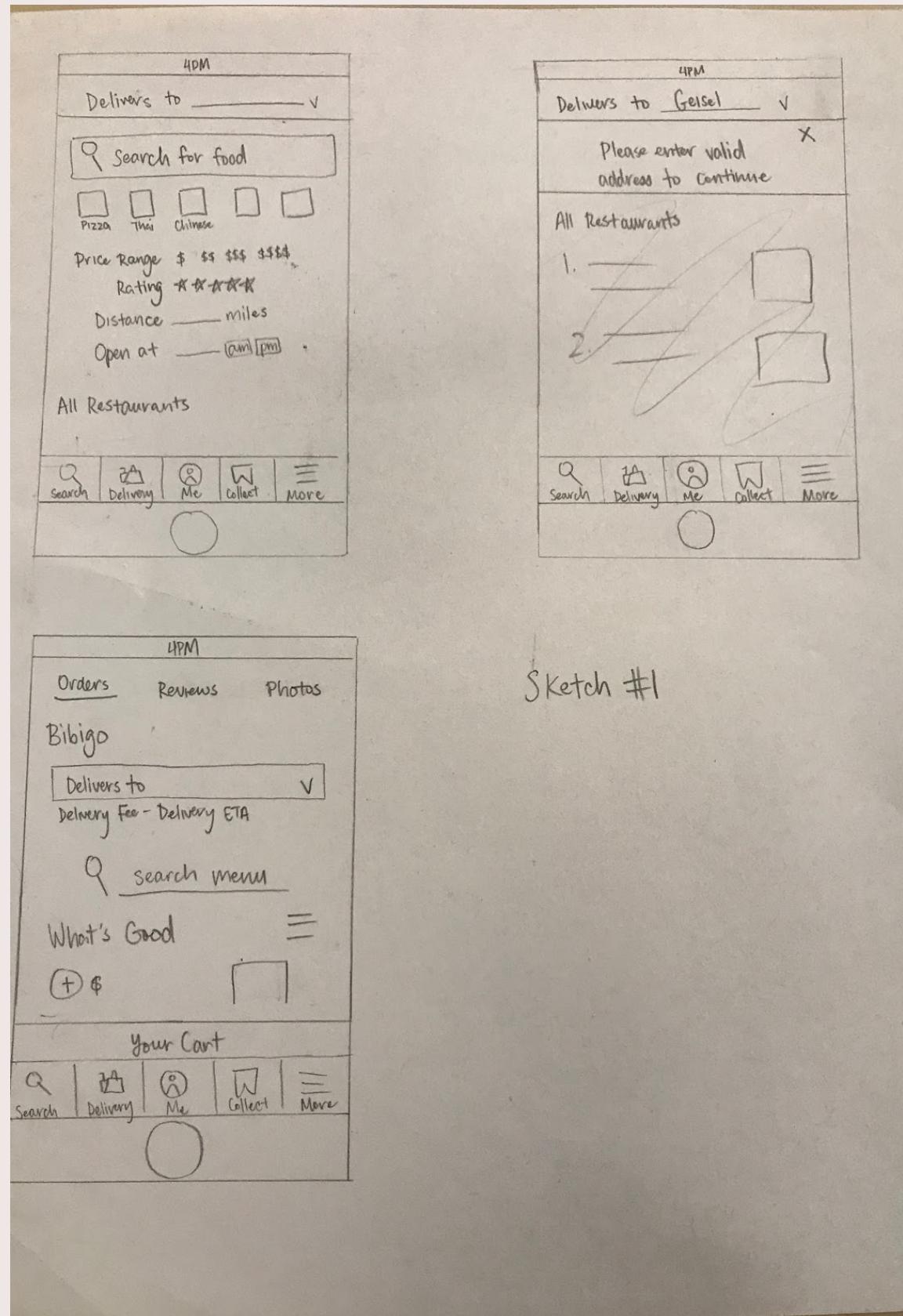
# INITIAL USER TESTING



Two screenshots of the Grubhub mobile application showing the Bibigo menu. The left screenshot shows the main menu with items like "Bibimap Bowl" (\$9.45) and "Bibigo Box" (\$11.45). The right screenshot shows a expanded view of the "What's Good" tab, which lists menu categories: "What's Good", "Bibimap Bowls", "Bibigo Box", "Signature Bowls", "Side Dishes", "Beverages", and "Miscellaneous". A yellow circle highlights the three-dot menu icon next to "What's Good" in the first screenshot, and a yellow arrow points from this icon to the expanded menu categories in the second screenshot. A message at the bottom of the second screenshot says "Your cart is empty".

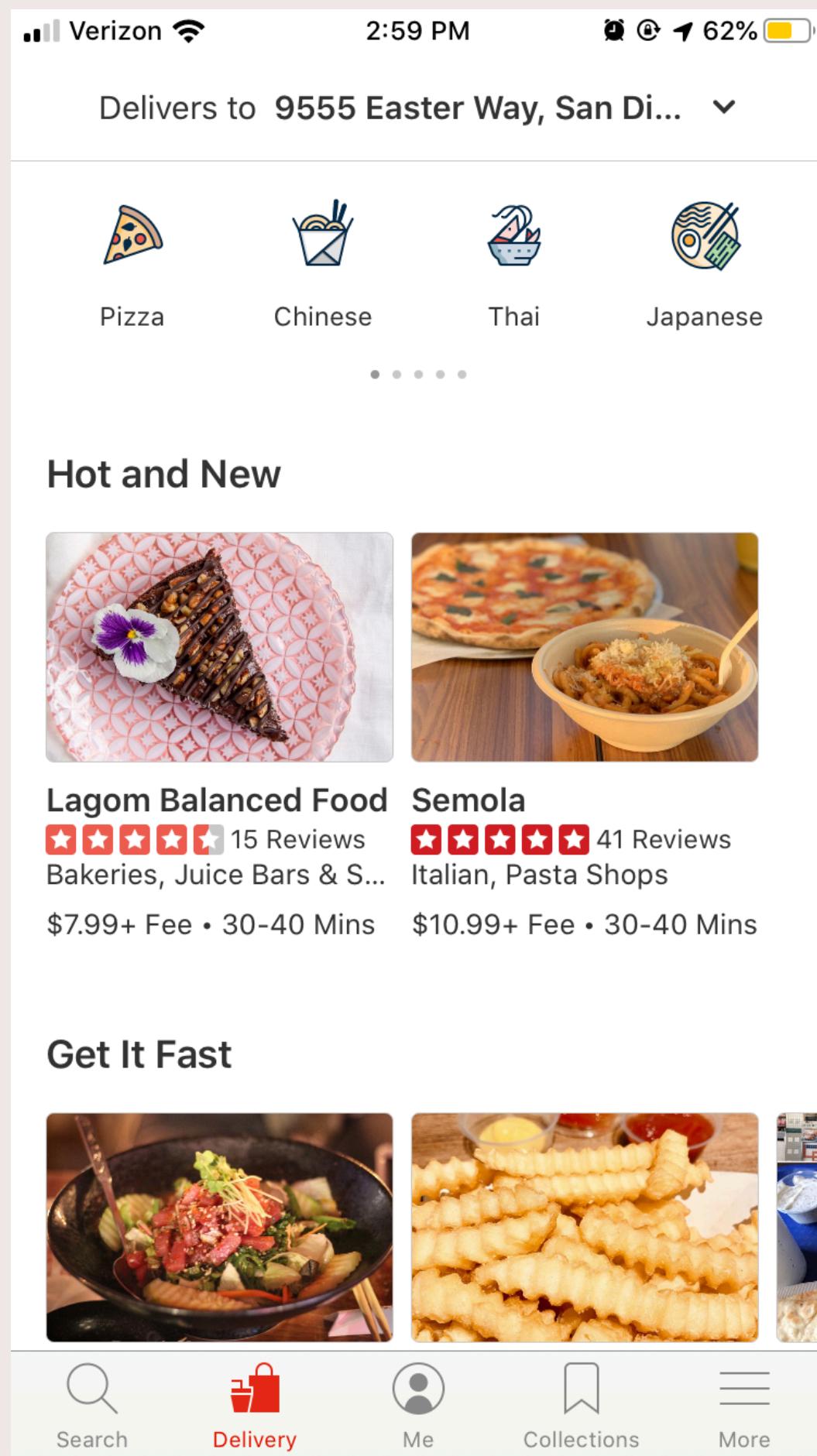
One of the users wanted to search for “kimchi fried rice” but could not do so because there was no search option. He then opted to check the tab next to “What’s Good” but that only showed the menu categories.

# SKETCHES



# PROTOTYPING

Yelp's Delivery Home Page



Yelp's Delivery Home Page Redesign #1

The image compares the original Yelp delivery page on the left with its redesign on the right. A callout box highlights the search bar in the redesign, which is described in the text as making it easier to find different restaurants. Another callout box 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):**

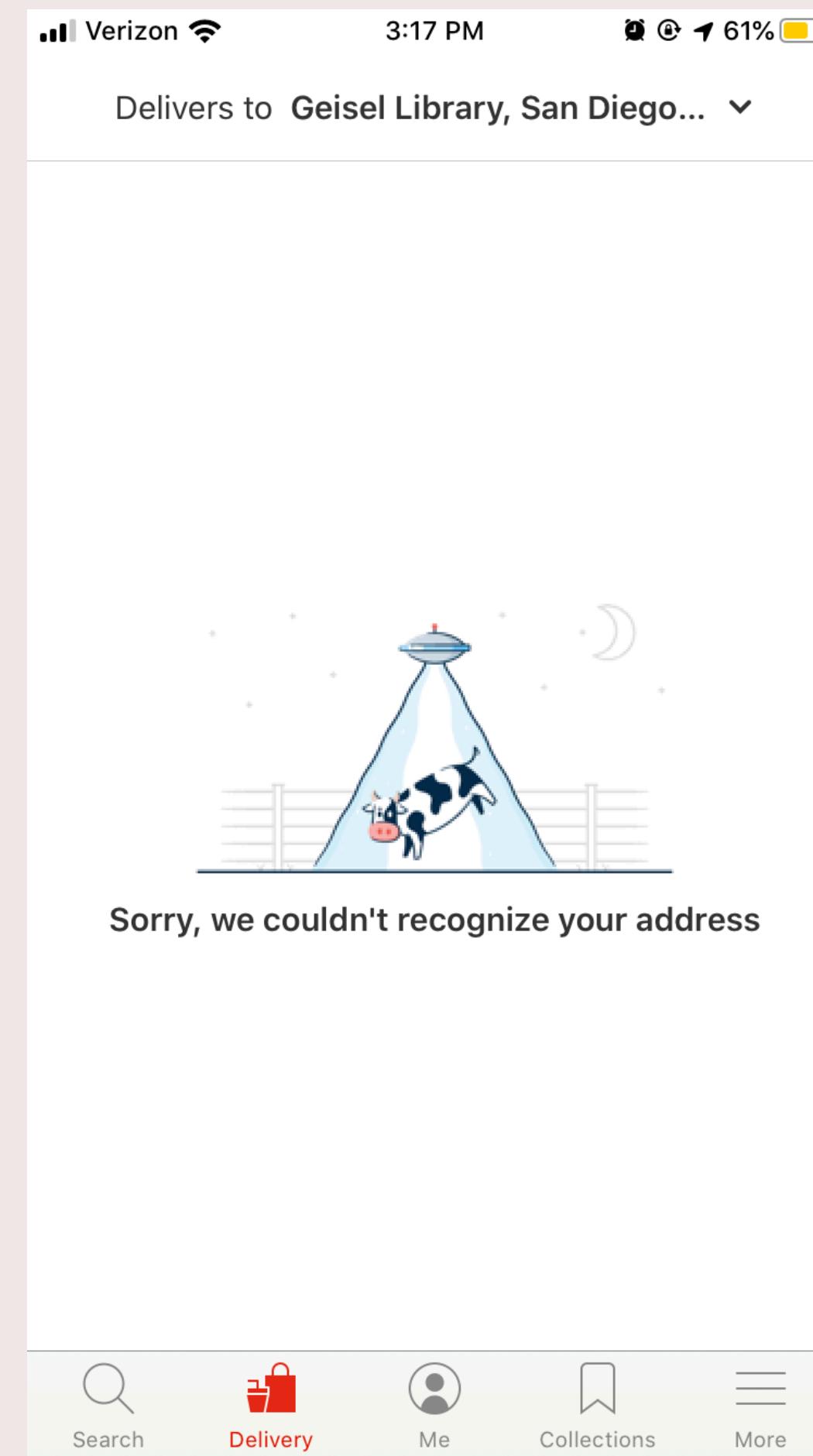
- Delivers to:** 9555 Easter Way, San Di...
- Category Icons:** Pizza, Chinese, Thai, Japanese
- Hot and New:**
  - Lagom Balanced Food (Bakeries, Juice Bars & S...) - 4.5 stars, 15 reviews, \$7.99+ Fee • 30-40 Mins
  - Semola (Italian, Pasta Shops) - 4.5 stars, 41 reviews, \$10.99+ Fee • 30-40 Mins
- Get It Fast:**
  - A bowl of ramen
  - A plate of tempura
- Bottom Navigation:** Search, Delivery (red), Me, Collections, More

**Redesign #1 (Right):**

- Delivers to:** 9876 Pacific Way
- Search Bar:** Search for restaurants or food (highlighted)
- Filter Buttons:** Open Now, Distance (highlighted)
- Restaurant Listings:**
  - Price:** \$\$\$
  - Rating:** ★★★★☆
  - 1. Okan Diner:** 4.5 stars, 275 reviews, \$\$ • Japanese, \$6.49+ Fee • 10-20 Mins
  - 2. Mr. Moto Pizza House:** 4.5 stars, 591 reviews, \$\$ • Pizza, Italian, \$10.99+ Fee • 60-70 Mins
  - 1. Fusion Izakaya 52:** 4.5 stars, 255 reviews, \$\$ • Sushi Bars, Asian Fusion, \$9.49+ Fee • 60-70 Mins
  - 2. Medina Moroccan:** 4.5 stars, 123 reviews, \$\$ • Mediterranean, Mexican, Moroccan, \$10.99+ Fee • 30-40 Mins
- All Restaurants:** A grid of restaurant thumbnails.
- Bottom Navigation:** Search, Delivery (red), Me, Collections, More

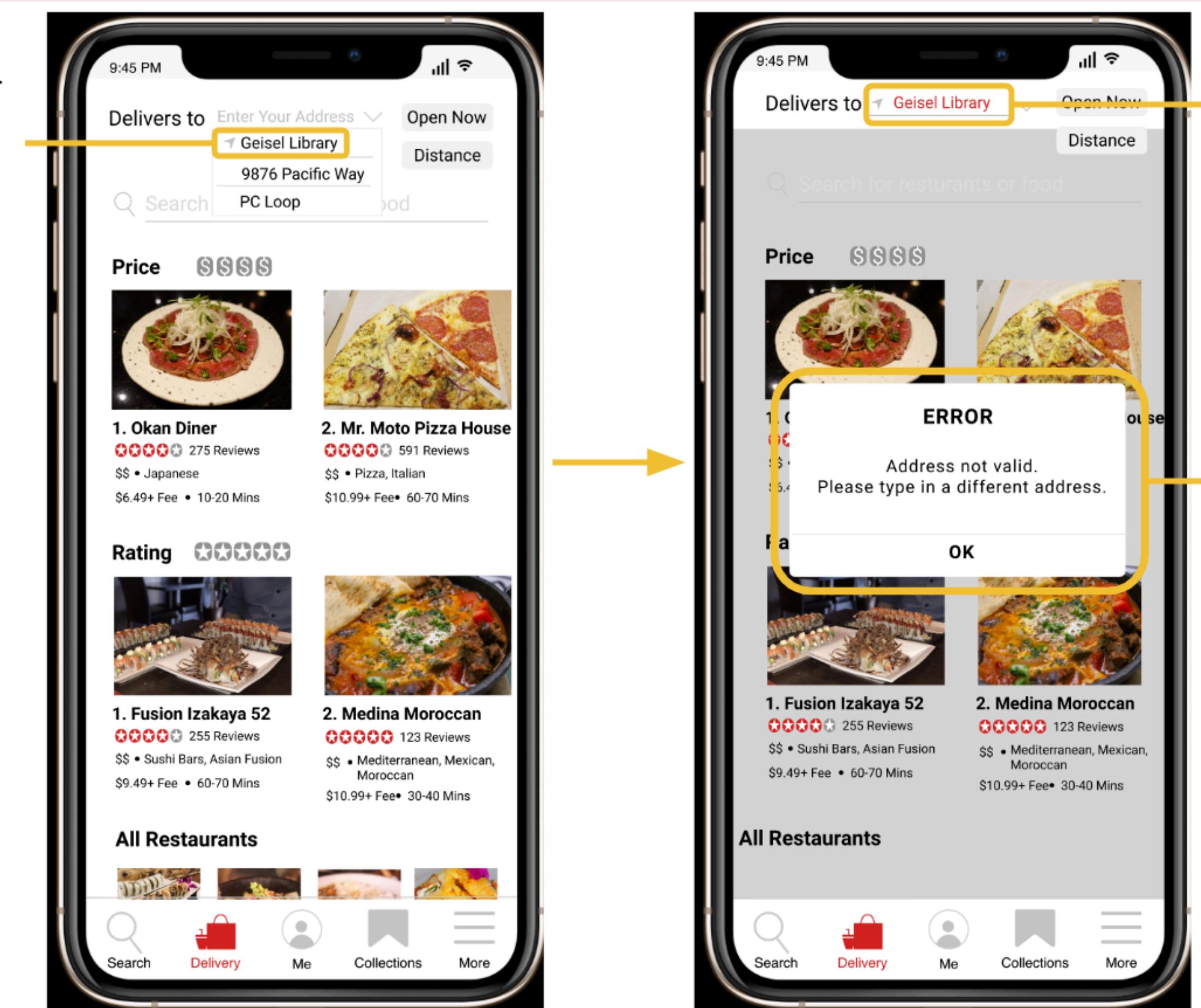
# PROTOTYPING

## 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.

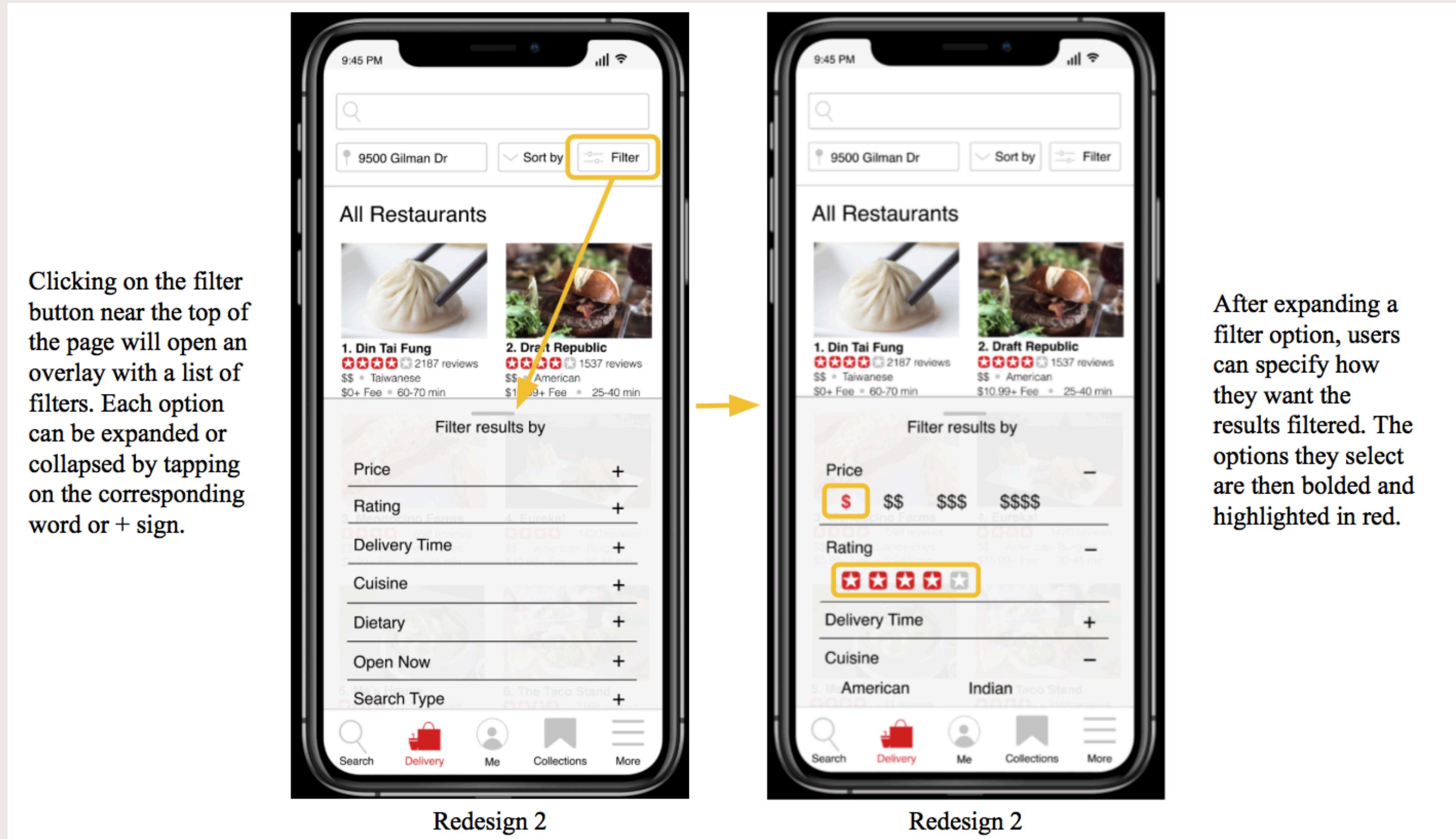
# USER TESTING THE REDESIGNS

## 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.



# AMTRAK: SELECT TRAIN REDESIGN

FALL 2019

## THE PROCESS

- User Testing Amtrak
  - Observe and note users thought process as they go through the user tasks. Note what they do and why they choose to do so.
- Two Components to Redesign
  - Choosing a train
  - Adding add-ons
- Sketching and Prototyping

## MY ROLES

- User Testing
- Interaction Design

The image is a composite of two parts. On the left, there is a hand-drawn sketch on lined paper. At the top, it says "SD → SB" and "Dollars | Points". Below that, it says "SD → SB Total Time" and "Train # [Amenities]". It lists "Time - station", "Travel Time", and "Time - Transfer Station". There is also a section for "Bus # [Amenities]" with similar time components. On the right, there is a screenshot of the Amtrak website. The header says "AMTRAK" and includes links for "Join", "Sign In", "English", and a search bar. Below the header, there are tabs for "Destinations", "Experience", "Deals", "Schedules", "Guest Rewards", "Train Status", and "Modify Trip". A navigation bar below these tabs shows steps: "Departure", "Return", "Add-Ons", "Travelers", "Payment", and "Confirmation". The main content area shows a trip from "Solana Beach, CA" to "Santa Barbara, CA - Univ of California, Santa Barbara" on "November 12, 2019 | 1 Adult". It shows two options: a "Transfer" trip and a "Nonstop" trip. Both trips have a "TOTAL TRAVEL TIME" of 5 hours and 15 minutes. The "Transfer" trip involves a Pacific Surfliner from Solana Beach to San Diego (2h 21m), a connecting bus to Union Station Los Angeles (3h 5m), and another Pacific Surfliner to Santa Barbara (1h 5m). The "Nonstop" trip involves a single Pacific Surfliner from Solana Beach to Santa Barbara (5h 15m). Both trips are listed under the "Dollars" tab. An "ADD TO CART" button is visible at the bottom of each trip summary.

# USER TEST PLAN

## Tasks:

You are a UCSD student planning to visit your friend who attends UCSB.

1. Find a train schedule going from San Diego to Santa Barbara
2. Book a train from San Diego to Santa Barbara and back. You are leaving on November 11 and returning on November 13.
3. You booked the above trip, but you forgot that you were bringing your bike. Please add your bike to the trip.
4. You soon find out that your friend cannot host you anymore, so now you need a place to stay. Please find a hotel to stay at for less than \$200/night.
5. You lost your bike, so you now need to rent a car. Please rent a car for your time in Santa Barbara through the Amtrak website. Ban a

We are observing our user testers in pairs; one person will introduce and explain the tasks while the other will take notes and keep a close eye on what the user is doing. We will encourage the users to speak their thoughts out loud to get a clear sense of their actions. If possible, we will screen record the user testing to use as reference when analyzing the results.

Our user tasks encompasses various actions and tools that can be used across the Amtrak website to see what needs redesigning or better user flow and experience.

# USER TEST ANALYSIS

## Common Problems Across Users

- Selecting a train
  - Couldn't find the “Add to Cart” button
  - Lack of feedback once selecting a departure train, users don't realize they are directed to choose the return train
  - Unaware of the transfer from train to bus
  - Ambiguous “Add-ons” settings

SAVER VALUE FLEXIBLE BUSINESS PREMIUM

ADD TO CART 6h 2m TOTAL TRAVEL TIME

\$44.20 \$93.00 \$63.20

11:40 am → 2:20 pm (2h 40m)

4580 Connecting Bus

— 1 Reserved Seat 1 Reserved Seat 1 Reserved Seat —

TRANSFER - Los Angeles, CA - Union Station | 0h 38m

2:58 pm → 5:42 pm (2h 44m)

580 Pacific Surfliner

The scheduled transfers are indistinguishable from the normal scheduled trains without a transfer. The redesigned component should make the transfer button appear at the top of the scheduled listing.

Departure Return Add-Ons Travelers Payment Confirmation

Santa Barbara, CA — Amtrak Station to San Diego, CA — Old Town Transportation Center  
November 13, 2019 | 1 Adult

CHANGE DEPARTURE

Baggage Information ▾

Sort & Filter

SAVER VALUE FLEXIBLE BUSINESS PREMIUM

ADD TO CART 5h 47m TOTAL TRAVEL TIME

\$44.20 \$93.00 \$65.20

6:49 am → 12:36 pm (5h 47m)

768 Pacific Surfliner

— 1 Unreserved Coach Seat 1 Unreserved Coach Seat 1 Business Class Seat —

Unclear to users that they already chose a departure flight and now need to choose a return flight. This feature would be better improved by including the chosen departure schedule at the very top when at the return page.

# AMTRAK

Join Sign In English

Destinations Experience Deals Schedules Guest Rewards Train Status Modify Trip

Departure Return Add-Ons Travelers Payment Confirmation

Solana Beach, CA to Santa Barbara, CA - Univ of California, Santa Barbara

November 12, 2019 | 1 Adult

Dollars Points

Sort & Filter

San Diego, CA to Santa Barbara, CA | 5h 42m TOTAL TRAVEL TIME

TRANSFER

763 Pacific Surfliner

6:02AM - Solana Beach

## Fares

- N/A Saver
- \$45.00 Value
- N/A Flexible
- \$64.00 Business
- N/A Premium

Transfer - Los Angeles, CA | 1hr 19m

4591 Connecting Bus

10:10AM - Los Angeles

Travel Time: 2h 23m

12:33PM - Santa Barbara

San Diego, CA to Santa Barbara, CA | 5h 15m TOTAL TRAVEL TIME

NONSTOP

785 Pacific Surfliner

4:36PM - Solana Beach

Travel Time: 5hr 15m

9:51PM - Santa Barbara

## Fares

- N/A Saver
- \$42.65 Value
- \$84.00 Flexible
- \$62.65 Business
- N/A Premium

ADD TO CART

# PROTOTYPING

## 2 Different Redesigns

# AMTRAK

Join Sign In English

Destinations Experience Deals Schedules Guest Rewards Train Status Modify Trip

Departure Return Add-Ons Travelers Payment Confirmation

Solana Beach, CA to Santa Barbara, CA - Univ of California, Santa Barbara

November 12, 2019 | 1 Adult

Sort & Filter  Dollars  Points

Transfer | 5h 42m TOTAL TRAVEL TIME

591 Pacific Surfliner → 4591 Connecting Bus  
 6:13PM → 8:34PM 8:50PM → 11:55PM  
 Solana Beach San Diego Union Station Los Angeles Univ of California, Santa Barbara  
 2h 21m 3h 5m

- | Saver                     | Value                         | Flexible                  | Business                      | Premium                   |
|---------------------------|-------------------------------|---------------------------|-------------------------------|---------------------------|
| <input type="radio"/> N/A | <input type="radio"/> \$45.00 | <input type="radio"/> N/A | <input type="radio"/> \$64.00 | <input type="radio"/> N/A |

ADD TO CART

Nonstop | 5h 15m TOTAL TRAVEL TIME

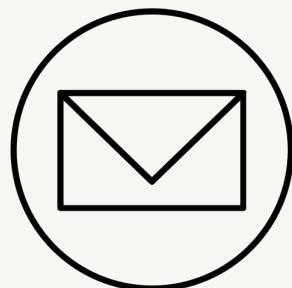
785 Pacific Surfliner  
 4:36PM → 9:51PM  
 Solana Beach San Diego Univ of California, Santa Barbara  
 5h 15m

- | Saver                     | Value                         | Flexible                      | Business                      | Premium                   |
|---------------------------|-------------------------------|-------------------------------|-------------------------------|---------------------------|
| <input type="radio"/> N/A | <input type="radio"/> \$42.65 | <input type="radio"/> \$84.00 | <input type="radio"/> \$62.65 | <input type="radio"/> N/A |

ADD TO CART

# 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!



EMAIL

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PHONE CALL

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LINKEDIN

<https://www.linkedin.com/in/taherah-a-260997a6/>