

Hannah's Animal Rights Website and Mobile App

Hannah Hall Brown

Project overview



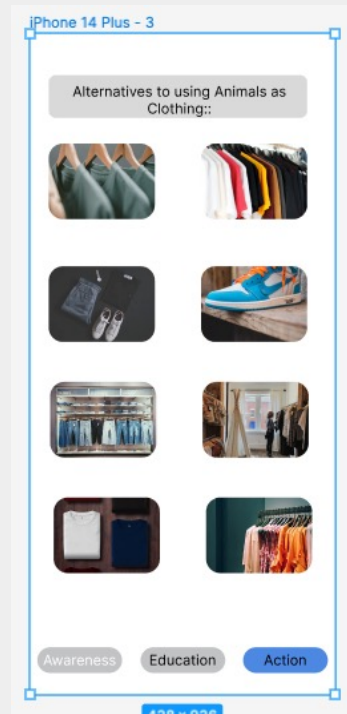
The product: Animal Activism

Hannah's Animal Activism website & app are created in order to broadcast what is happening at our weekly Animal Rights protests at Stanford Mall.



Project duration: six weeks

I started on this project in early October, and plan to complete it by November.



Project overview



The problem:

Animals are abused by Anthropologie because the creators do not feel animals must be respected. Creating a website & app to educate and prepare mall-goers with the true look at the behaviors of Anthropology will be a step in the right direction.



The goal:

Awareness, Education, and Call to Action of the treatment of animals by Anthropologie .

Project overview



My role:

My role in this project was Product Owner, UX Researcher, UX Designer, and UX Tester.



Responsibilities:

- Ideation
- User Research
- Features List
- Wireframing
- Lo-Fidelity Mockup
- Hi-Fidelity Mockup
- Hi-Fidelity Prototype

Understanding the user

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

User research: summary



The target demographic for Hannah's Animal Activism App are the typical shoppers at an upscale mall like Stanford mall. I interviewed shoppers and asked them questions about their interests in Animal Rights.

User research: pain points

1

Lack of awareness
of the treatment of
animal rights.

2

Lack of education of
companies which
mistreat animals.

3

Lack of how
consumers can
contribute to the
reduction of animal
abuses.

4

Lack of alternatives
to animal products.

Persona: Anna

Problem statement:

Anna is a Product Manager at a Tech Company who wants to find information about Companies which engage in Animal Abuse in order to inform her shopping choices.



“I had no idea that animal abuse was so prevalent in the shops I frequent.”

Goals:

Find more information on the abuses animals suffer each day.

Frustrations:

Education on the treatment of animals to produce the things I use everyday is so difficult to locate in modern US society.

User journey map

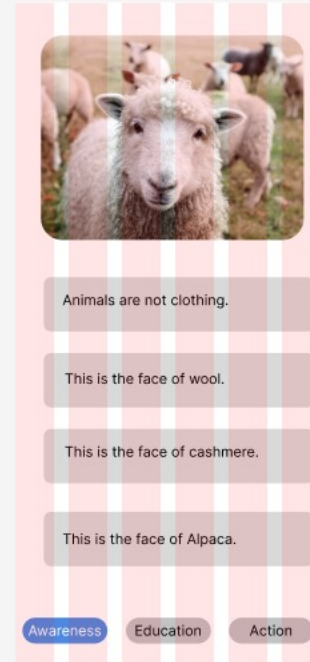
Anna is very tech savvy
Asian business professional
in San Francisco. She wants
a way to efficiently find the
information she needs
about Companies which
treat animals humanely so
she can incorporate that in
her shopping choices.



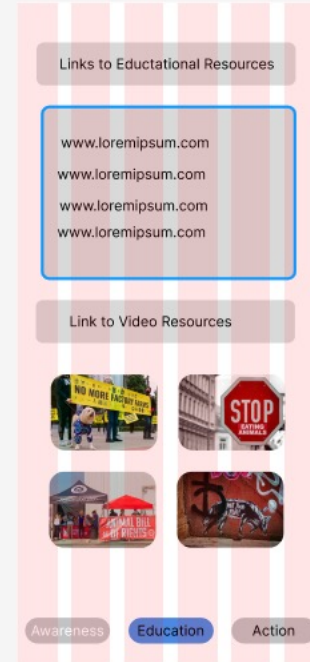
Paper wireframes

Quick Wireframe of Hannah's Animal Activism App

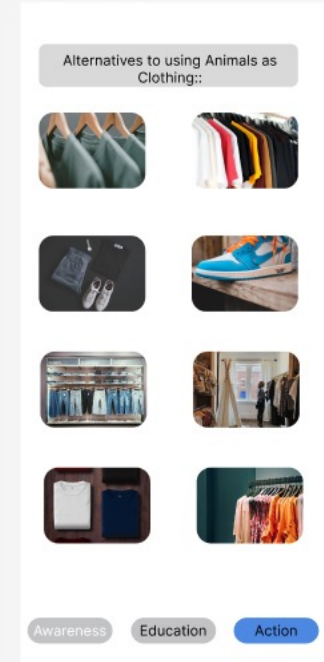
iPhone 14 Plus - 1



iPhone 14 Plus - 2



iPhone 14 Plus - 3



Digital wireframes

Scan paper copy and move to Figma, and size to appropriate device.

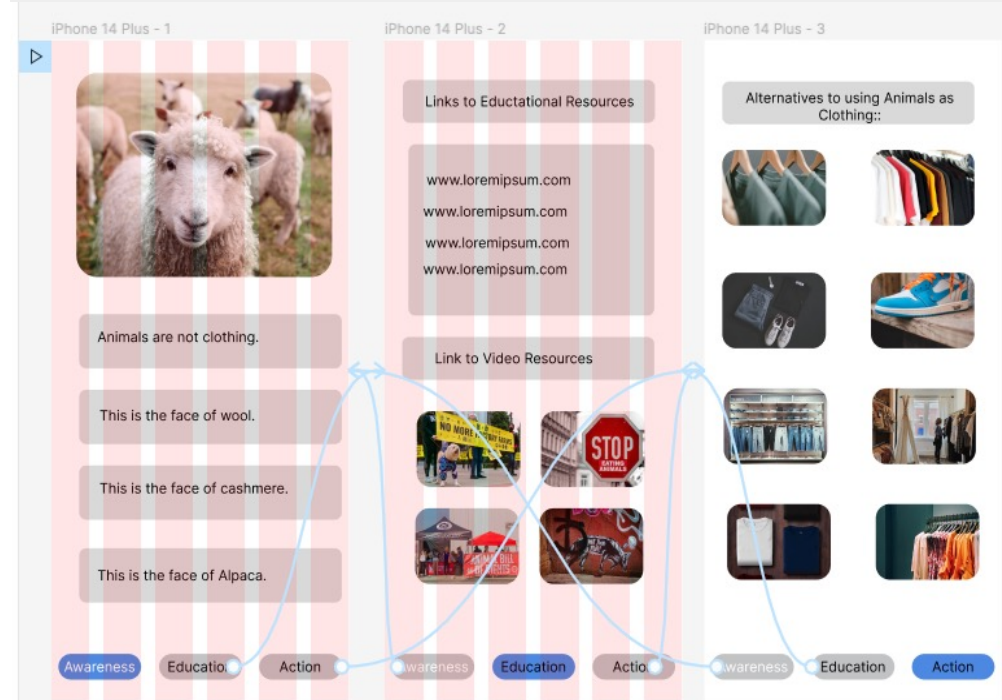


Digital wireframes



Low-fidelity prototype

<https://www.figma.com/file/jORiefYfKk7xulydGfjCjBN/C7---Wireframe-ver-1?node-id=0%3A1>



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users liked the basic functionality.
- 2 Users liked the basic information.
- 3 Users liked the testimonials.

Round 2 findings

- 1 Added more pictures.
- 2 Listed specific abusing companies.
- 3 Linked to Alternative non-animal clothing

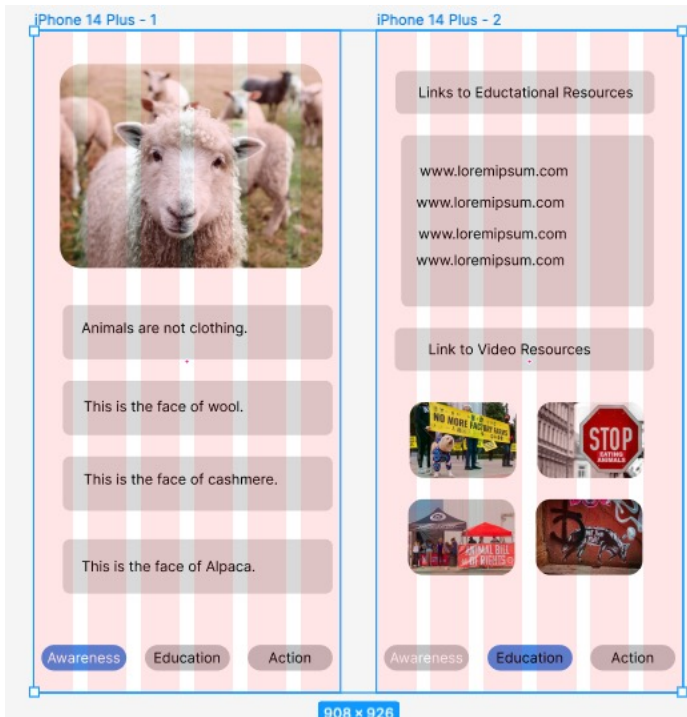
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

No alternatives to clothing
which uses animals.

Before usability study



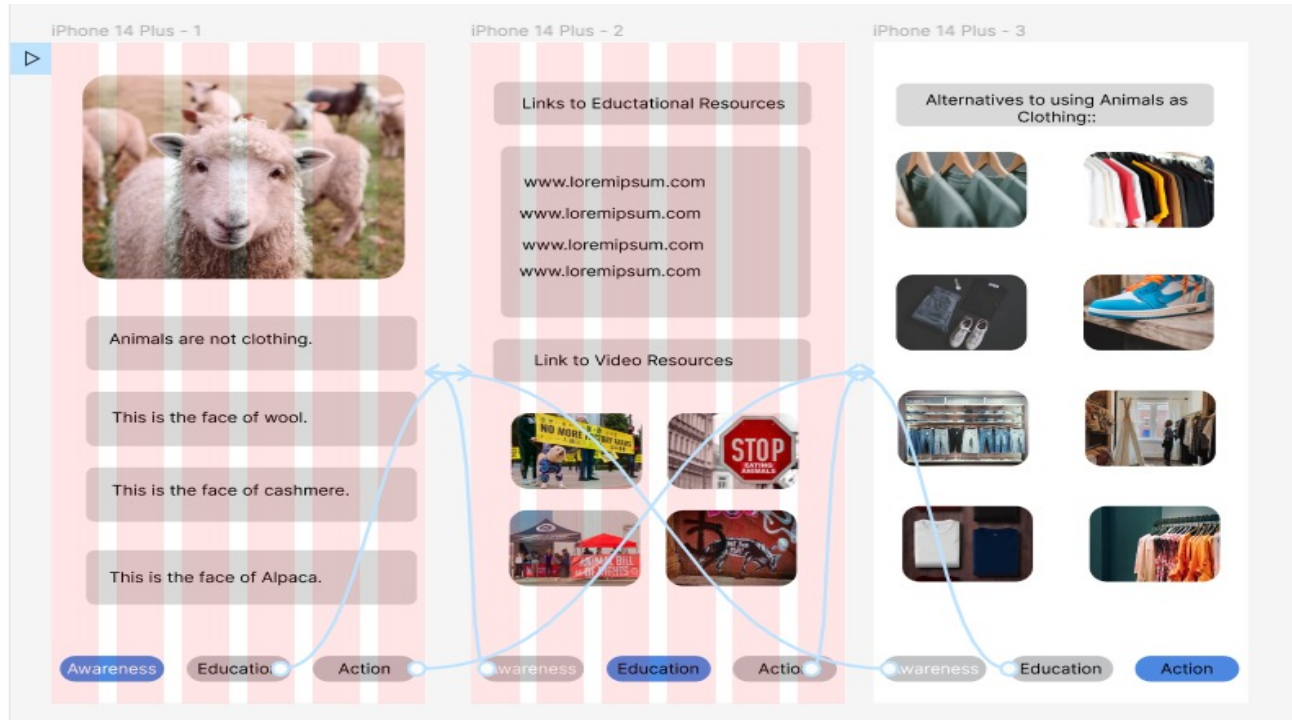
Mockups

After usability study

Alternatives added.

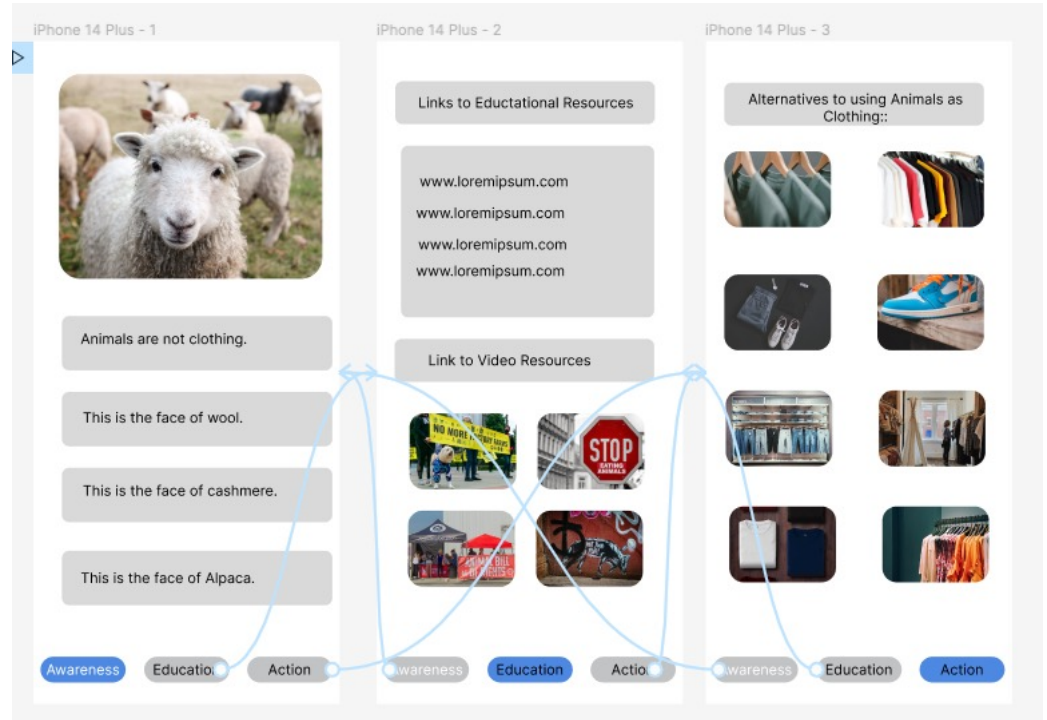


Mockups



High-fidelity prototype

<https://www.figma.com/file/jORiefYfKk7xulydGfJcBN/C7---Wireframe-ver-1?node-id=0%3A1>



Accessibility considerations

1

Color Scheme was designed to be accessible.
Typeface was designed to be accessible.

2

Hannah's Animal Activism App supports screen readers.

3

Hannah's Animal Activism support Gestures as well as Buttons to Navigate.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

We did a limited test of 100 users on the Apple App Store, and got a 4.5 star average. People liked the simple design and intuitive interface. “This was a well designed, functional App that does exactly what I want”.



What I learned:

I learned to pay attention to what potential users wanted as well as to take nothing for granted and run usability tests. I learned that I love UI/UX and look forward to a career in it.

Next steps

1

I plan to make additional enhancements to this App, based on feedback from actual users.

2

I plan to systematically gather and respond to user reviews.

3

I plan to directly reach out to users who have either very high or very low reviews in order to understand the user better.

Let's connect!



Please send me feedback on my designs. Below is my LinkedIn Profile.

<https://www.linkedin.com/in/hannahhallbrown/>

Thank you!