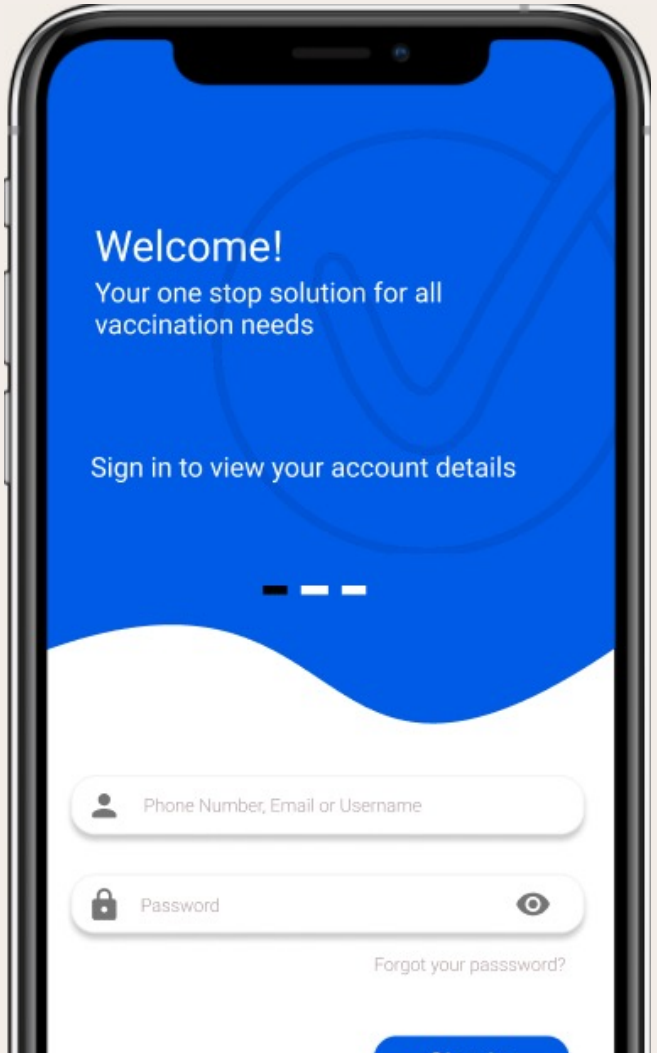
FIT 3175 – USABLITY
STAGE F – PROTOTYPE

By: Vionnie Tan
ID: 30092809



VacTrack

A Vaccine Tracker App for Everyone

Through recent years, it has become apparent more and more individuals have become less proactive with regards to their health practices shown by the decline in the number of vaccinated individuals. To overcome this problem, our team has jointly decided to create a dedicated mobile health application which in fruition would persuade more individuals to get vaccinated.

OVERVIEW

VacTrack is a mobile health application designed to remind individuals and track their vaccination record.

ROLE

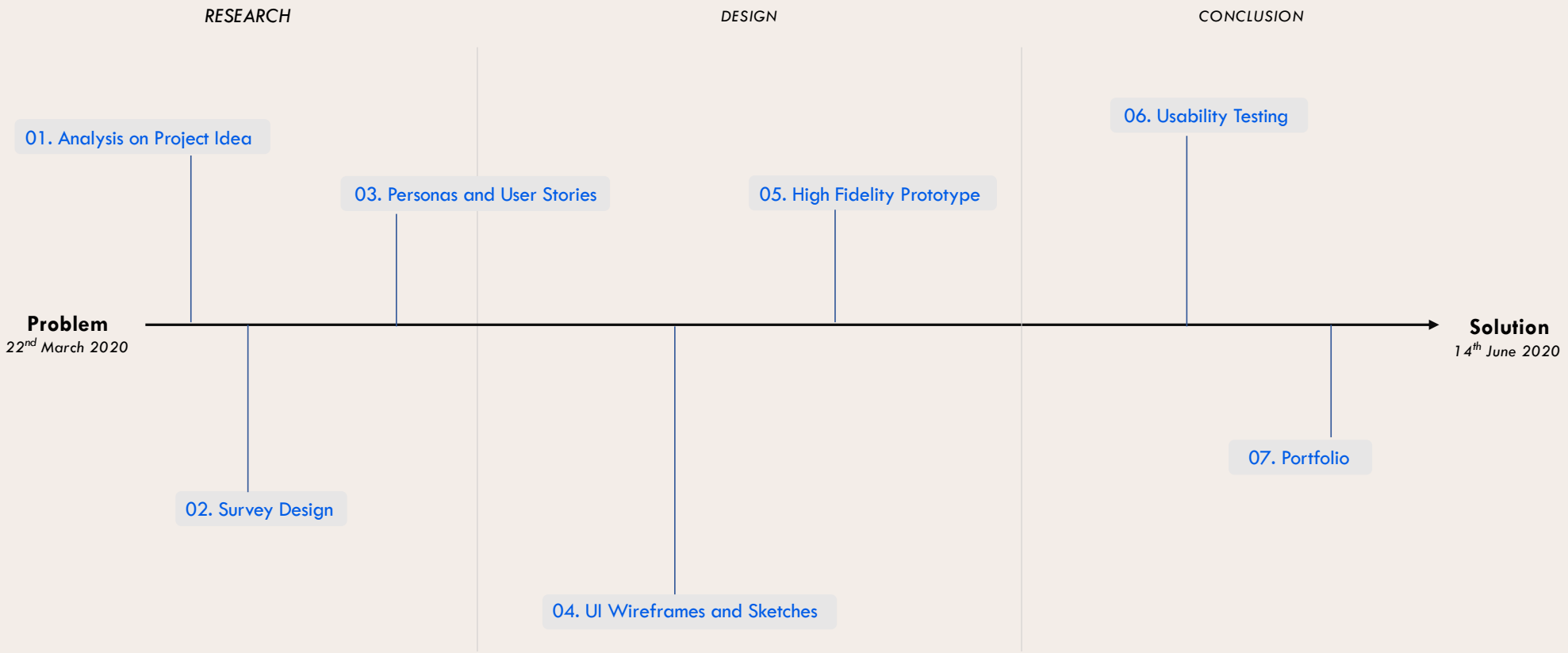
Survey Design, Persona and User Story Model, Initial App Sketching, Mild Prototyping and Design, Usability Testing.

TIMEFRAME

22nd March 2020 – 14th June 2020

This UX Project was created as part of Monash University's FIT3175 unit with the aim of designing a digital service / product that would benefit the local community. Half of the project was done collaboratively whilst the other half was done individually

DESIGN PROCESS TIMELINE



01. Analysis on Project Idea – Specifying the ‘digital service’, ‘local community’ and ‘better’

From the proposed idea, we defined the ‘digital service’ to be a mobile application as it would cater and provide more usability and flexibility towards our proposed users. The ‘local community’ in this scope was defined to be the individuals residing in Melbourne, Victoria. Our initial resolution was to extend the user’s accessibility by providing information regarding vaccinations and reminders in the form of a dedicated platform that would also allow these individuals to book and track their vaccination progress.

02. Survey Design – Knowing your users

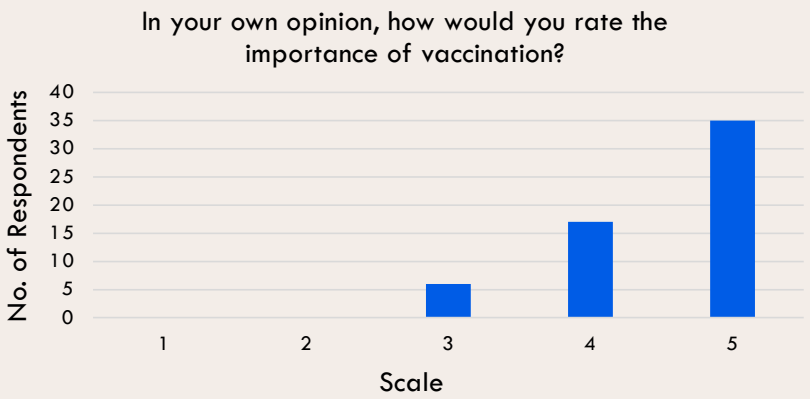
I conducted a questionnaire with 40 potential users to further empathize and understand the users' needs concerning their current practices and behaviors. The target audience were teenagers around the age of 18-25 years old, expanding towards early starting families (35-45 years old). While doing research, it also became evident that Melbourne lacked a dedicated vaccine platform as I was only able to find one in the current market.

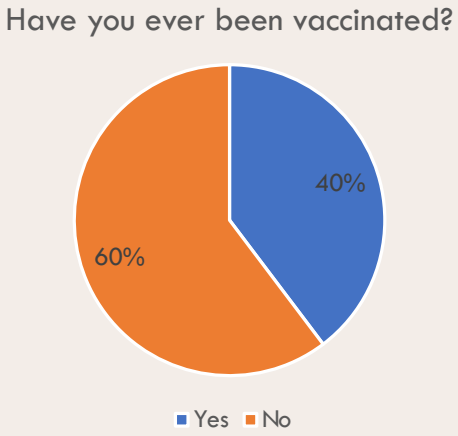
Several notable questions I asked in the questionnaire were:

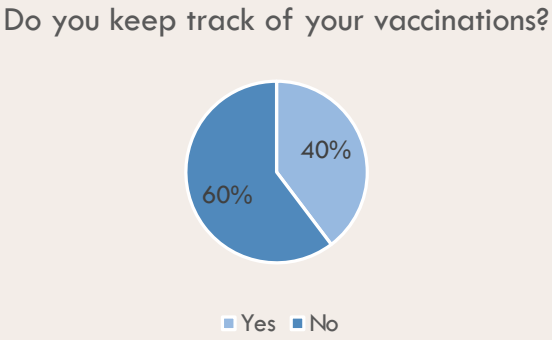
1. Have you ever been vaccinated?
2. In your own opinion, how would you rate the importance of vaccination?
3. Do you keep track of your vaccinations?

The result obtained from the survey showed that most of them had been vaccinated at least once in their lives but only a small percentage of users understood the importance of vaccination, as most of these respondents did not feel well informed regarding vaccines. Users' current behaviors were clearly shown as a large majority of them do not keep track of their vaccinations as they voiced out that there was no known app that could help them track it.

02. Survey Design – Knowing your users



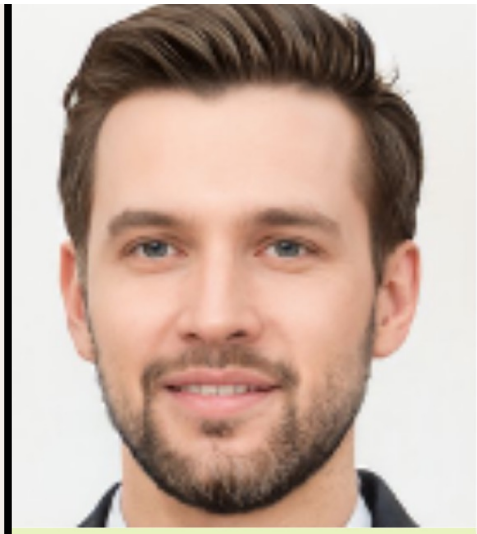




03. Personas and User Stories

Following my user questionnaire, I integrated my findings and was able to create personas that closely resembled my choice of ideal users. This exercise formed a great foundation to move into further prioritization and ideation.

03. Personas and User Stories



"I'm starting a family soon, and I need to find the right resources that will support my child's wellbeing"

Age	29 years old
Job Title	Senior Manager at an E- Commerce Company
Status	Married
Location	Prahran, Victoria

ADAM COOPER

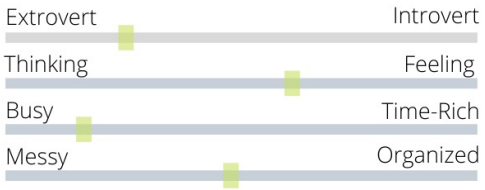
About

Adam found out recently that he was going to be a father soon. To his realization, he noticed that he had absolutely no idea regarding vaccination. Coming from a conservative family, he wasn't the type to be vaccinated often. Adam can't even remember the last time he had a vaccine or a shot of any kind. In this modern day and age, he does realize that news regarding anti-vaccine are becoming more apparent which have made him spend days contemplating whether or not he and his wife should vaccine their child. Adam also finds it difficult to find the perfect fit regarding on which medical institution to choose.

Goals

- To learn more about the health benefits of vaccination
- Finish organizing vaccination plans
- To find the perfect medical institution to attend to

Personality



Pain Points

- Indecisive on committing to vaccination
- Unavailability of a reliable platform that can output accurate information
- Finds it extremely difficult to keep track of upcoming vaccinations

Motivation

03. Personas and User Stories

" I want to be able to keep track of all my foster children's vaccination requirements!"

Age	51 years old
Education	Masters of Psychology
Job Title	Head of Orphanage
Status	Married with 3 children
Location	South Melbourne, Victoria

TANIA DELOREAN

Bio

Tania has worked as the head of orphanage for the past 10 years. She is a hard-worker, focused and works really well under pressure. Her day-to-day schedule revolves around organizing vaccination schedule and bringing foster children to nearby hospitals for their immunization. She is very experienced and accustomed to work in the medical field and knows her way around things. Lately, she has shown signs of senile and is starting to have difficulty organizing and remembering vaccination schedules of her foster children.

Goals

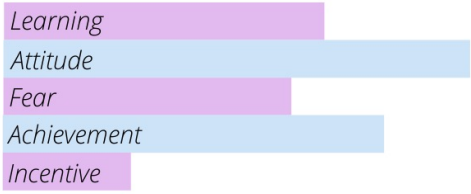
- To familiarize herself with digital literacy
- To figure out alternative options that can help her keep track of vaccination scheduling
- To make sure all foster children receives their immunizations on time

Frustrations

- Worried that the foster kids would receive their vaccinations late due to her senile
- Starting to feel pressure over modern vaccinations as she cant remember all of their names
- Anxious that her foster children are not taken care of

Personality

Motivation



03. Personas and User Stories

In addition to designing Personas, I have also created user stories which further cater towards the user's wants and needs and helps in guiding design decisions and priorities.

Below are some of the user stories:

- As a new user, I want to be able to create a new account so that my data can be saved.
- As a registered user, I want to be able to book appointments for vaccinations at participating medical institutions.
- As a user, I want the app to notify me of any alerts and important information regarding vaccinations.
- As a user, I want to be able to view and track my vaccination history.

04. UI Wireframes and Sketches

I tackled the next part of the project by collating the data obtained from questionnaires, personas and user stories to develop an early stage of what the app UI Interface would look like.

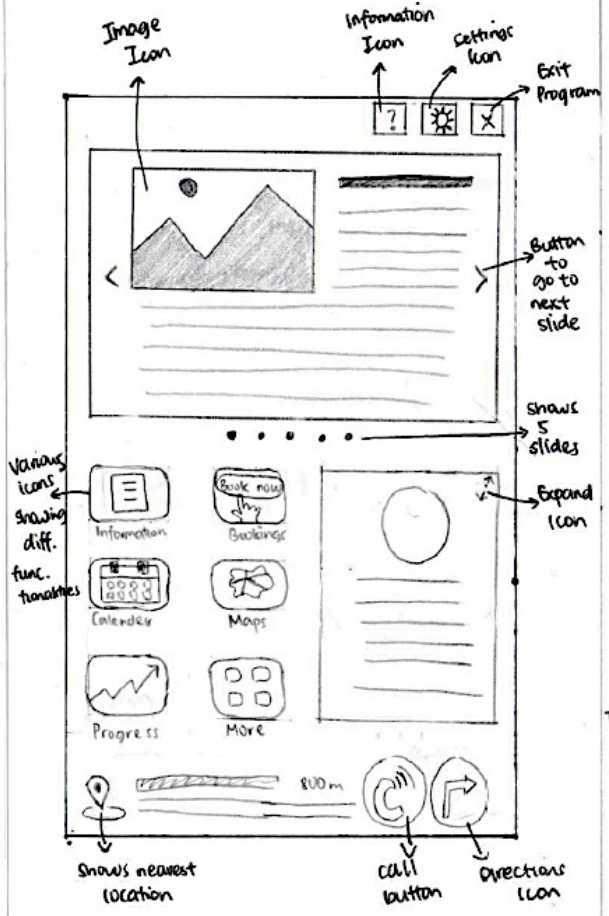
These Sketches were formed by keeping in mind what the users' expectation of the app would be like.
Some key points focused in this area were:

- Making the UI Interface as interactive and responsive as possible.
- An informative screen for every depth of sketch.
- An exemplar use of icons.

In addition to this, the Sketches were also informed by UX theories learnt over the semester - Schneidermann's 8 Golden Rules, Norman's Rules, Fitt's Law, Usage of Metaphors and Icons.

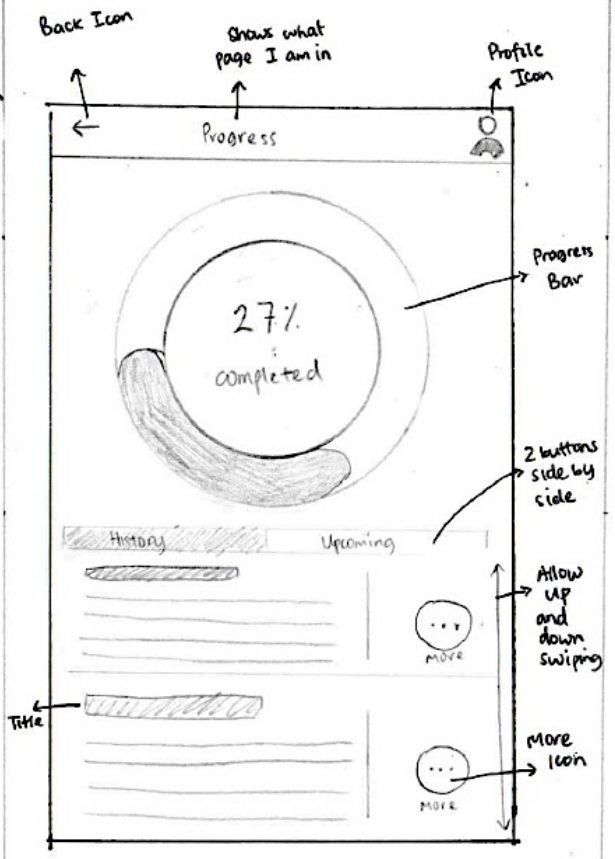
Vionnie Tan - 30092809 - Stage C - Sketch #2

- Home interface



* The 6 icons are depicted again, by using different types of metaphors & icons.

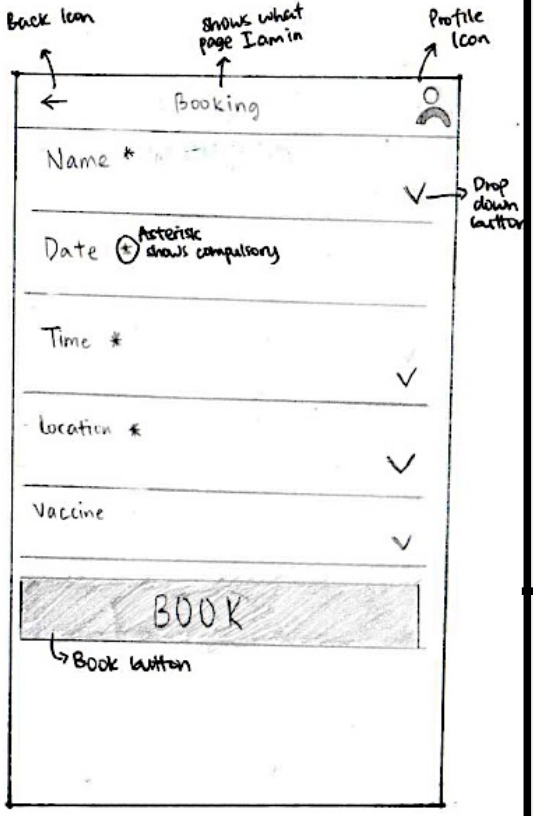
② Progress Page



* Huge progress bar to keep the user well-informed.

③ Booking Page

- Has an empty form ready for easy booking



* Large Book button can be applied to Fitt's Law.

04. UI Wireframes and Sketches

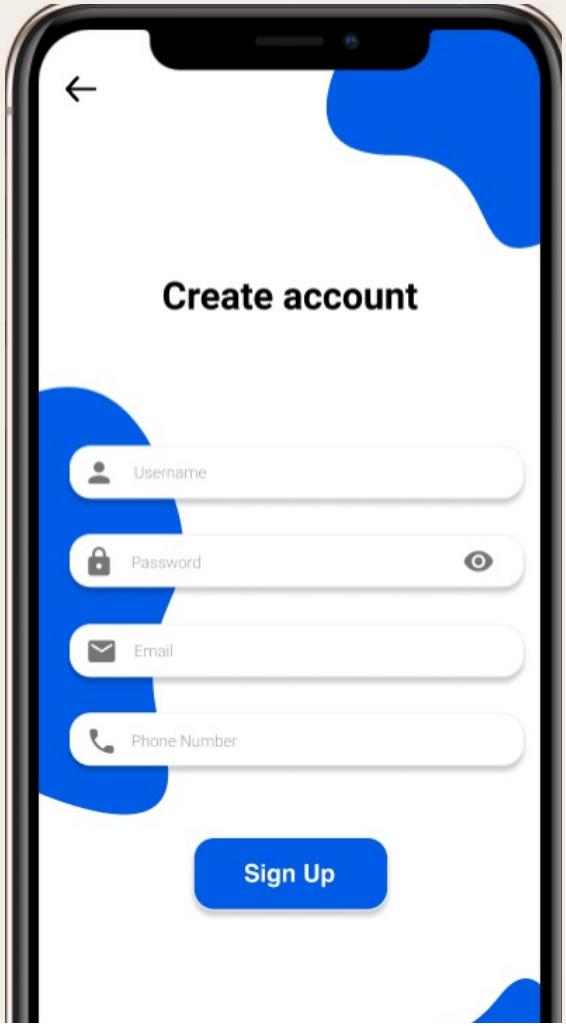
05. High-Fidelity Prototype

Following the initial sketches made on the UI Interface, I discovered some drawbacks and difficulties regarding the design that if not improved, could prove detrimental towards the app progress. After a brief discussion with my team and I, we refined our sketches by knit picking some of our most pleasant features from each sketch.

The High-Fidelity Prototype was made using Figma and is available to view from this link: https://www.figma.com/proto/qDfZzx2HKr59391OlawLmC/Team-12E---Stage-D---High-Fidelity-Protoype?node-id=8%3A0&scaling=scale-down

The color scheme chosen for the prototype was dark blue, coupled with white and grey accents present throughout the app. We also made use of a navigation bar located at the bottom of the screen with all the 5 main functionalities of our app.

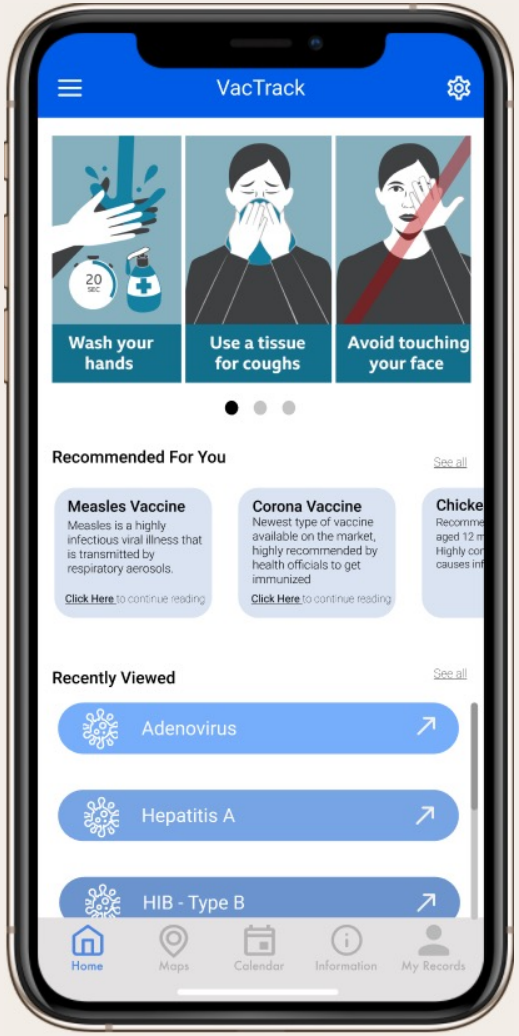
An in-depth explanation regarding the functionalities in detail can be seen in the next slide



05. High-Fidelity Prototype

Account Creation

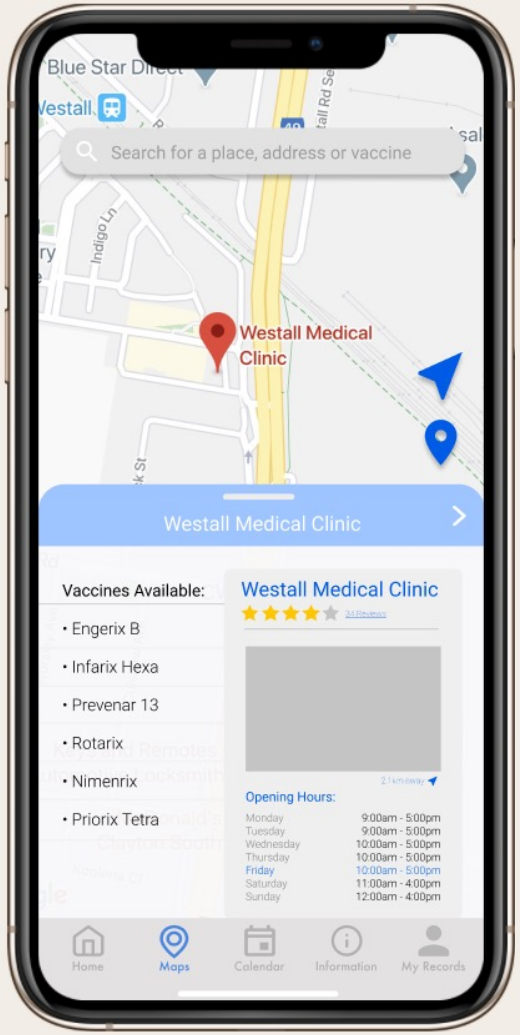
The prototype allows us to create a new account with a single tap and narrows the data collected by the app to just be their username, password, email and phone number. The presence of a back button on the top left allows for easy reversal of actions



05. High-Fidelity Prototype

Home Screen

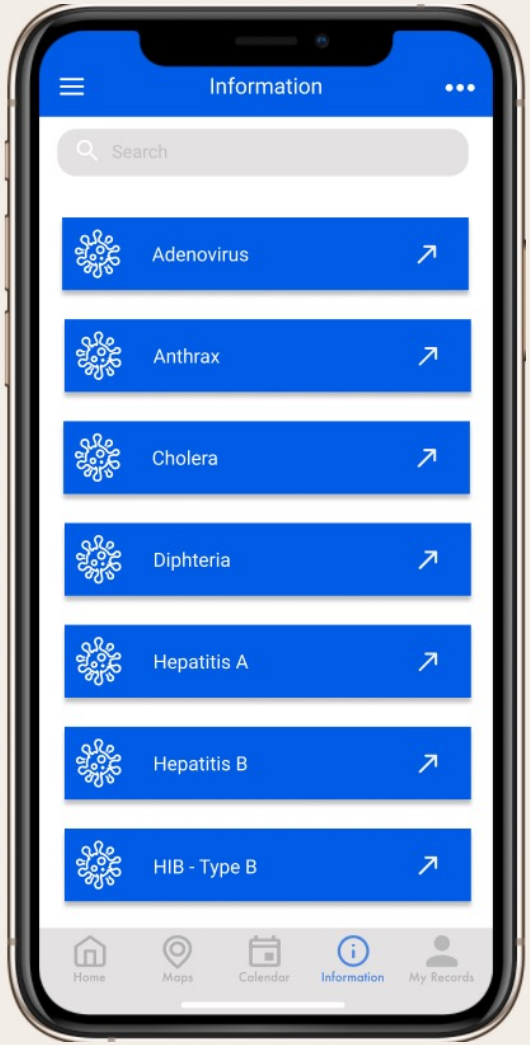
The home screen has an interactive sliding mechanism for the first third of the screen. The middle part of the screen is allocated to show recommendations of articles for the users to read, whilst the last part of the screen displays the recent searches the user made. The name of the app is located at the top middle part of the screen, coupled with the presence of a hamburger button and settings button on top left and right respectively.



05. High-Fidelity Prototype

Maps Feature

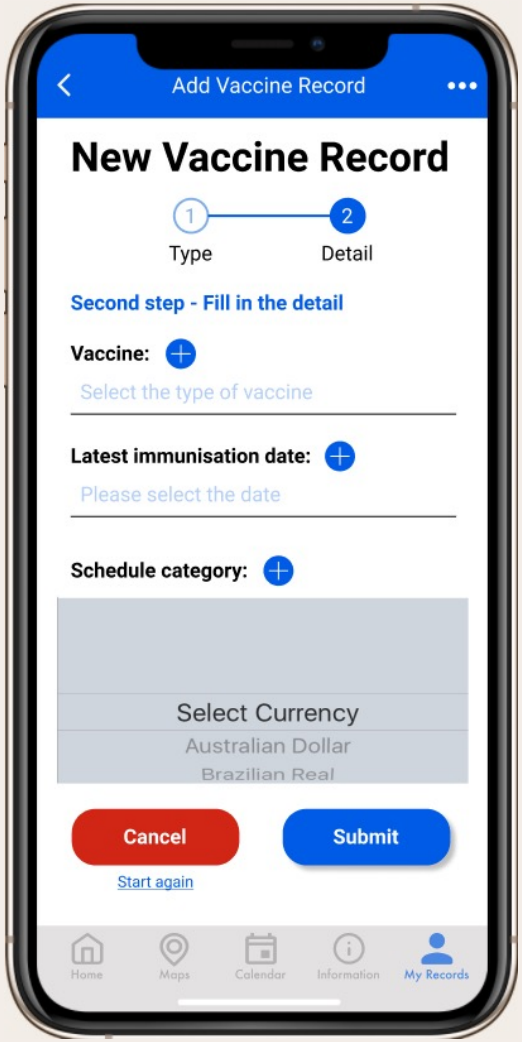
The prototype has a built-in maps feature that show the nearest clinic with regards to their current position. The user is also able to view the type of vaccines available along with their opening hours. When the user clicks on the clinic name, they can give them a call or get directions to the clinic.



05. High-Fidelity Prototype

Information Feature

An information feature is included in the app that has the information related to their vaccinations as we felt that it was only fair users know the ins and outs of a vaccine. A search bar is present on the top to increase efficiency and decrease search time.



05. High-Fidelity Prototype

Add vaccine record feature

We allow users to update their vaccination records by simply filling out a pre-made form. Their records would automatically be updated by our system.

06. Usability Testing

The resulting prototype developed previously is an initial hypothesis on how we hope to solve the problem. A usability test was run to test the most important features and functionality: Signing up, Searching for a specified clinic, and Adding a vaccine record. The study will include respondents to play around with our prototype to complete a specified task, a semi-structured interview where I ask for feedback from the respondents and lastly, complete a standardized user experience questionnaire obtained from this website https://www.ueq-online.org/

Task Objectives:

- To observe whether users can complete the given task.
- To see their understanding of the application layout.
- To study if there are any issues in completing the given task.
- To see whether it matches the user's expectations.
- To obtain some feedback regarding what aspects of the prototype that we could improve on.

07. Results

From the usability testing conducted previously, the data obtained showed that we have achieved a mediocre level of usability as there were many aspects that we could improve on. Since the prototype was straightforward, it was very easy for our respondents to complete the test in a short amount of time. Some users took their time exploring the bits and pieces of the application.

One notable “breakdown” moment was present during identification of the several icons present in the prototype as these were very hard to distinguish and the lack of interaction that would lead them back to the home page disappointed the users

However, most of the designs shown in the prototype were well received by the audience as they felt it closely resembled the layout and functionalities of a working app. The minimalistic design of the prototype greatly boosted its ratings.

08. Conclusion

In conclusion, this UX Project has covered both research and design aspects in the development of a mobile health application. Many lessons were learnt throughout the process and I would like to thank my team, Jarrod and the whole FIT3175 Tutors for their support this semester. I've now grasped the skills it takes to have good usability in the development of an application, and the various theories that go with it.

Thank you for taking the time to view this portfolio.