

## Case Study 1

# Increasing listens on Spotify

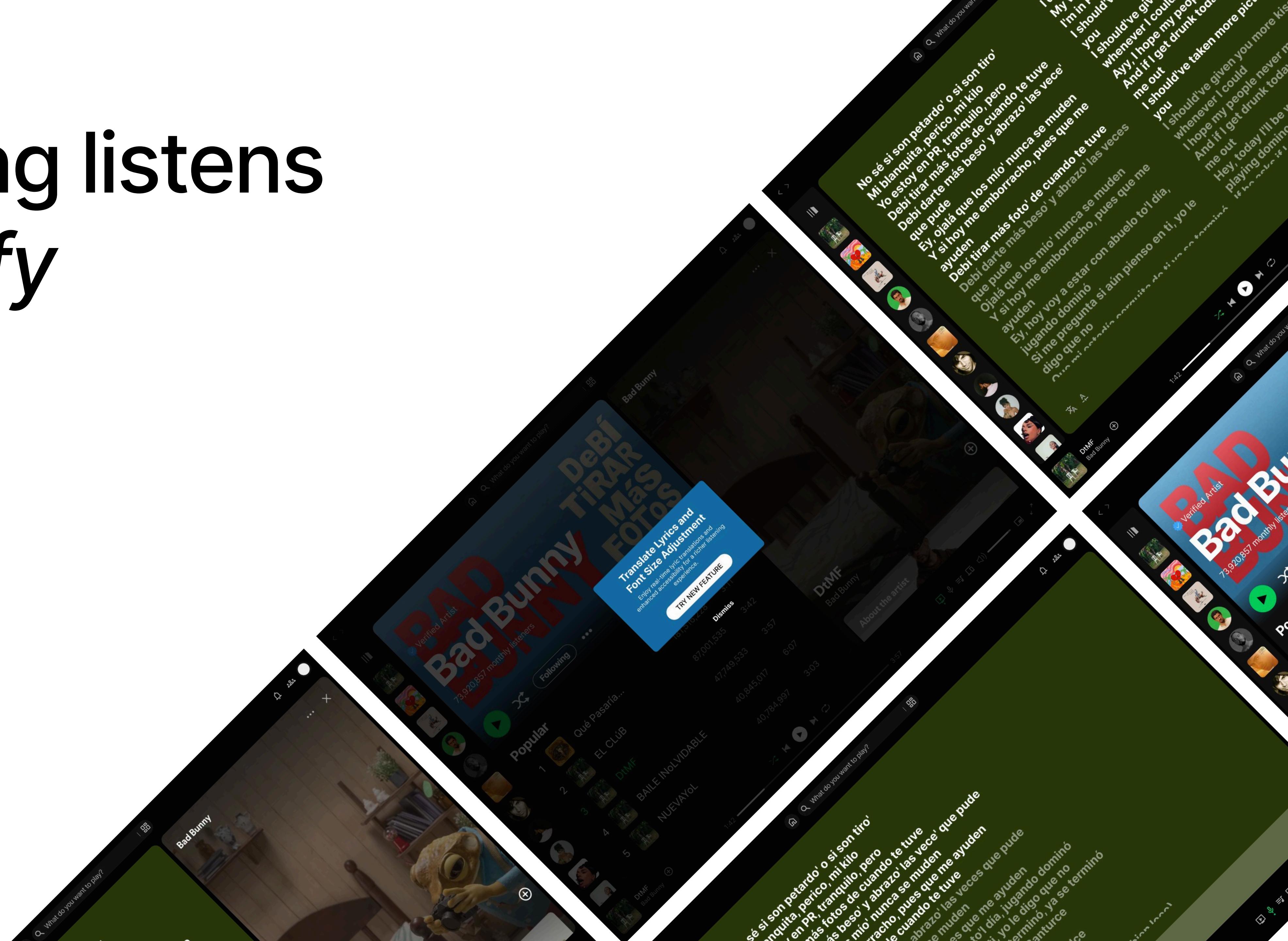
[View Prototype](#)

**Duration**  
5 days

**Products**  
Desktop app  
Mobile app

**Team**  
UI/UX Director (me)

**What I Did**  
Design audit  
User research  
UI/UX design  
UI/UX direction  
User testing  
Documentation

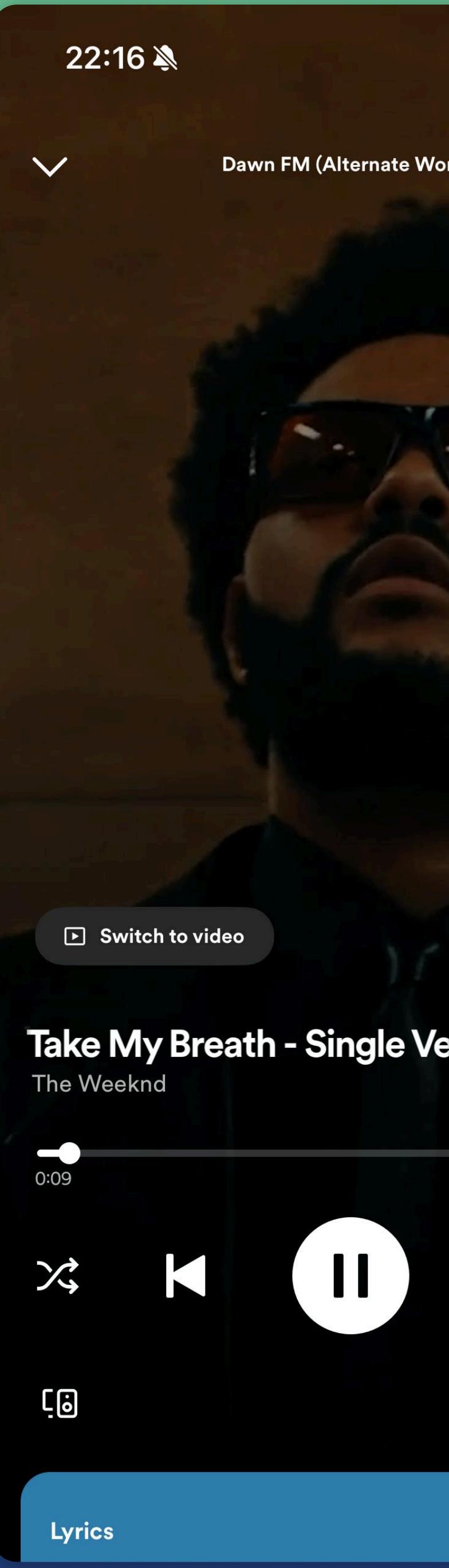


Spotify is available in  
**180 countries**

Most listeners are from  
**USA and Europe**

As of the second quarter of 2024,  
**626 million active users**

In the United States,  
**47% are Spotify enthusiasts**



Source: [Social Shepherd](#)

Spotify is a streaming service that provides access to music, podcasts, audiobooks, and videos across the globe.

## Problem

Listeners **are not always hearing**.  
Listeners **are not always native-speakers**.

## Solution

A more accessible Spotify.

## Product

The redesign introduces a lyrics translation and font size adjustment feature, enabling users to view translations alongside original lyrics and transcripts in real-time.

This functionality was designed to:

- Facilitate better understanding of songs, audiobooks, and podcasts for non-native speakers.
- Increase accessibility for users around the globe, hearing and non-hearing.
- Enhance engagement and retention by creating a more inclusive listening experience.

Page

3

# Validating the Problem

## MARKET RESEARCH

I analyzed competitor apps such as Apple Music, Soundcloud, Amazon Music, Pandora, and Musixmatch:

- Musixmatch translates lyrics into any language and has 50M+ downloads on Google Play but, they only specialize in songs and do not have font size adjustment.
- In other competing apps, there is no translation support.

## USER SURVEY

I conducted 6 interviews with Spotify subscribers:

- Users' desire for accurate, synchronized translations to understand foreign-language songs.
- High engagement with the existing lyrics feature but frustration with its static nature.
- Use other source for song translations
- Use for karaoke
- Difficult to learn other languages via podcast and audiobooks and rely on a different app to learn

## SUMMARY

Spotify is a great app for listening and has untapped areas for other applications, like learning new languages, learning things in different languages, and karaoke. There is **a clear demand from avid listeners for translation and greater accessibility.**

## Spotify Interview Script

### General

1. How long have you been using Spotify?
2. Why do you use Spotify?
3. How often do you listen?
4. How long do you listen for?
5. What are you using Spotify for?
6. Try to recall your early experience with Spotify. What were your thoughts and feelings?

### Translation Feature

1. How often do you use the lyrics feature on Spotify?
2. What do you like or dislike about the current lyrics feature?
3. Have you used translation features in other apps? If so, how was your experience?
4. How important is it for you to understand the meaning of foreign-language in songs, audiobooks, or podcasts?
5. What challenges do you face when trying to understand things in another language?

### Song Page

1. When viewing lyrics while a song is playing, what are the most important elements to you?
2. How would you prefer translations to be displayed (e.g., side-by-side, below original lyrics, or toggleable)?
3. Would you like to control which parts of the lyrics are translated (e.g., entire song vs. specific lines)?
4. How helpful would a real-time synchronization of translations with lyrics be for your experience?
5. Do you think customizable display settings (font size, color schemes) would improve your engagement with the lyrics feature?

# Pain Points

The project began with a comprehensive UI/UX audit of the application, focusing on enhancing user accessibility, simplifying UI interactions, and aligning the design with user goals.

I created a detailed analysis document with specific recommendations for improvement, which served as the foundation for the redesign.

## KEY AUDIT INSIGHTS

- Lack of a translation feature to address the need of a **multilingual experience** and provide seamless integration into the playback screen.
- **No option to customize or interact with displayed lyrics and transcripts.**
- **A lack of onboarding materials**, making feature discovery challenging for new users.

## Target Users

### Avid Listener & Active

- Already immersed into Spotify and its offerings

### Avid Listener But Inactive

- Listens a lot but may not be enticed to use Spotify

### Listen Less & Inactive

- Wishes to listen more and is not enticed to use Spotify

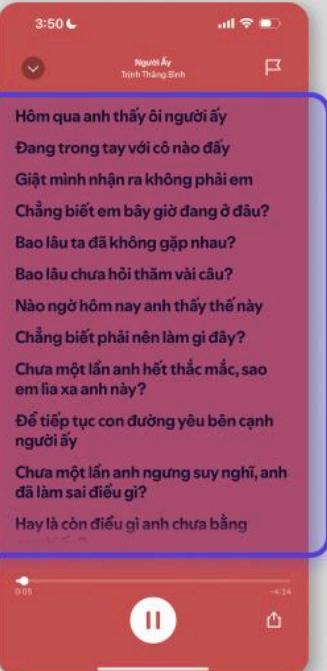
## Accessibility

### Problem

The text size for lyrics is fixed and may not be suitable for users with visual impairments.

### Recommendation

Allow users to adjust the font size for lyrics in the settings or directly within the lyrics view.



## Multilingual Support

### Problem

For non-English songs, translations are missing, making it hard for users to understand international songs.

### Recommendation

Offer multilingual lyrics and translations for international songs. Allow users to toggle lyrics and the translation.

## Multilingual

### Problem

Many podcasts are only available in their native language.

### Recommendation

Add translated subtitles for podcasts in multiple languages to cater to a diverse audience.



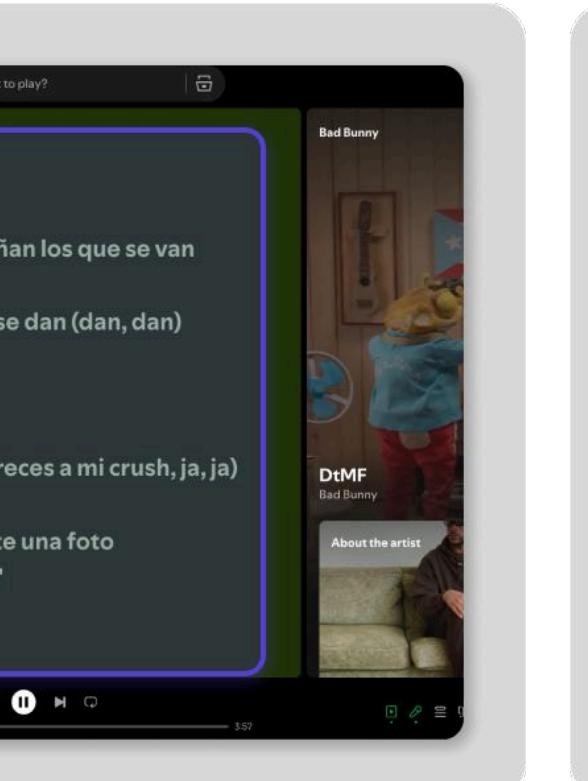
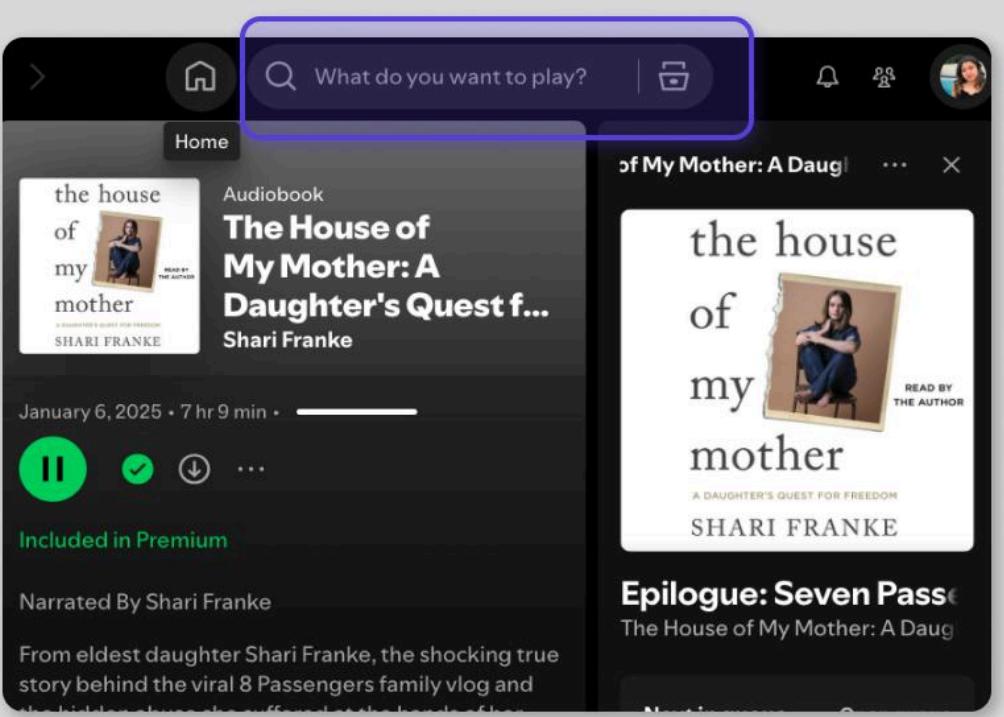
## Lack of Searchable Content

### Problem

Users cannot search for specific words or phrases spoken within a podcast episode.

### Recommendation

1. **Searchable transcriptions:** Allow users to search within the transcription to jump to specific parts of the podcast where a keyword or topic is discussed.
2. **Jump-to-feature:** Implement clickable timestamps tied to specific parts of the conversation.



## Multilingual Support

### Problem

Many podcasts are created in specific languages, limiting accessibility for global users.

### Recommendation

Add translated subtitles for podcasts in multiple languages to cater to a diverse audience.



# Ideate Solution

With Spotify being a well-established platform with a large fanbase, I deemed that it was strategic to integrate a new feature into the application to solve the problem. I created the initial wireframe that showcased translations into the playback screen. The prototype included:

- Side-by-side translations: Original lyrics and transcripts displayed alongside translated text.
- Dynamic toggling: A button to toggle between different font size.

## DESIGN VALIDATION

To evaluate the usability of the new translation feature, I conducted tests with 8 participants. The feedback provided valuable insights:

- Participants praised the side-by-side layout for its clarity and ease of use for desktop view
- Customizable display options received enthusiastic approval, highlighting their value in enhancing user engagement

## Value

### For Users

- **Learn more**--languages, songs, etc.
- More and better **karaoke nights!**
- **More accessible experiences** for the non-hearing and non-native speakers

### For Business

- **More content for users** to consume, thus higher user retention
- Greater **ad based revenue** for non-premium users
- **Appear in search results** for translation and karaoke applications, thus higher number of first time visitors

# Success Metrics

## TRANSLATION

### Retention

Number of users generating (more than 1) translations

Monthly Active Users

### Engagement

Number of users generating (at least 1) translation

Monthly Active Users

### Acquisition

Number of new users using translation

## FONT SIZE ADJUSTMENT

### Retention

Number of users adjusting font size (more than once)

Monthly Active Users

### Engagement

Number of users adjusting font size (at least once)

Monthly Active Users

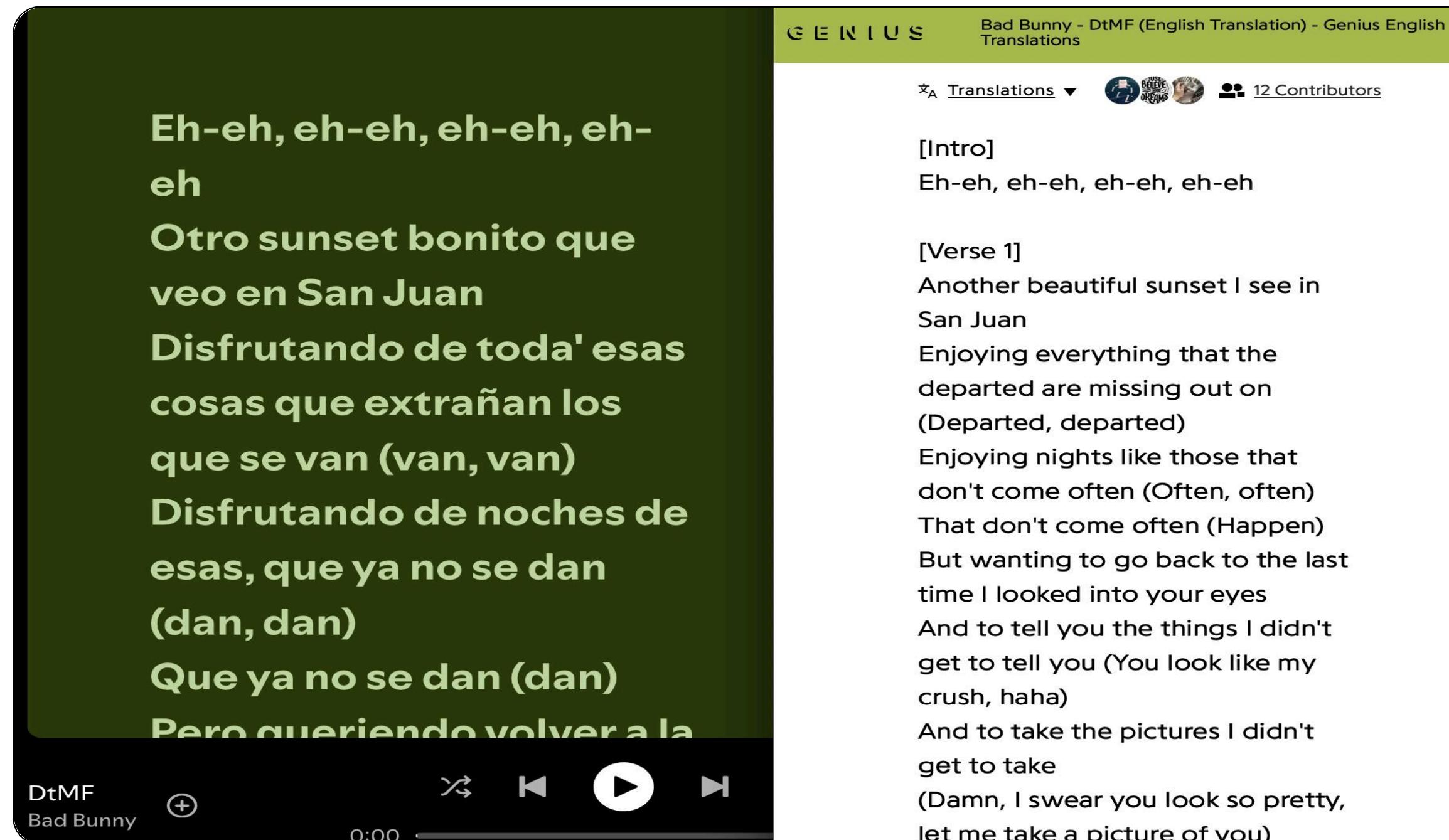
### Acquisition

Number of new users using font size adjustment

# Selected UI/UX Improvements

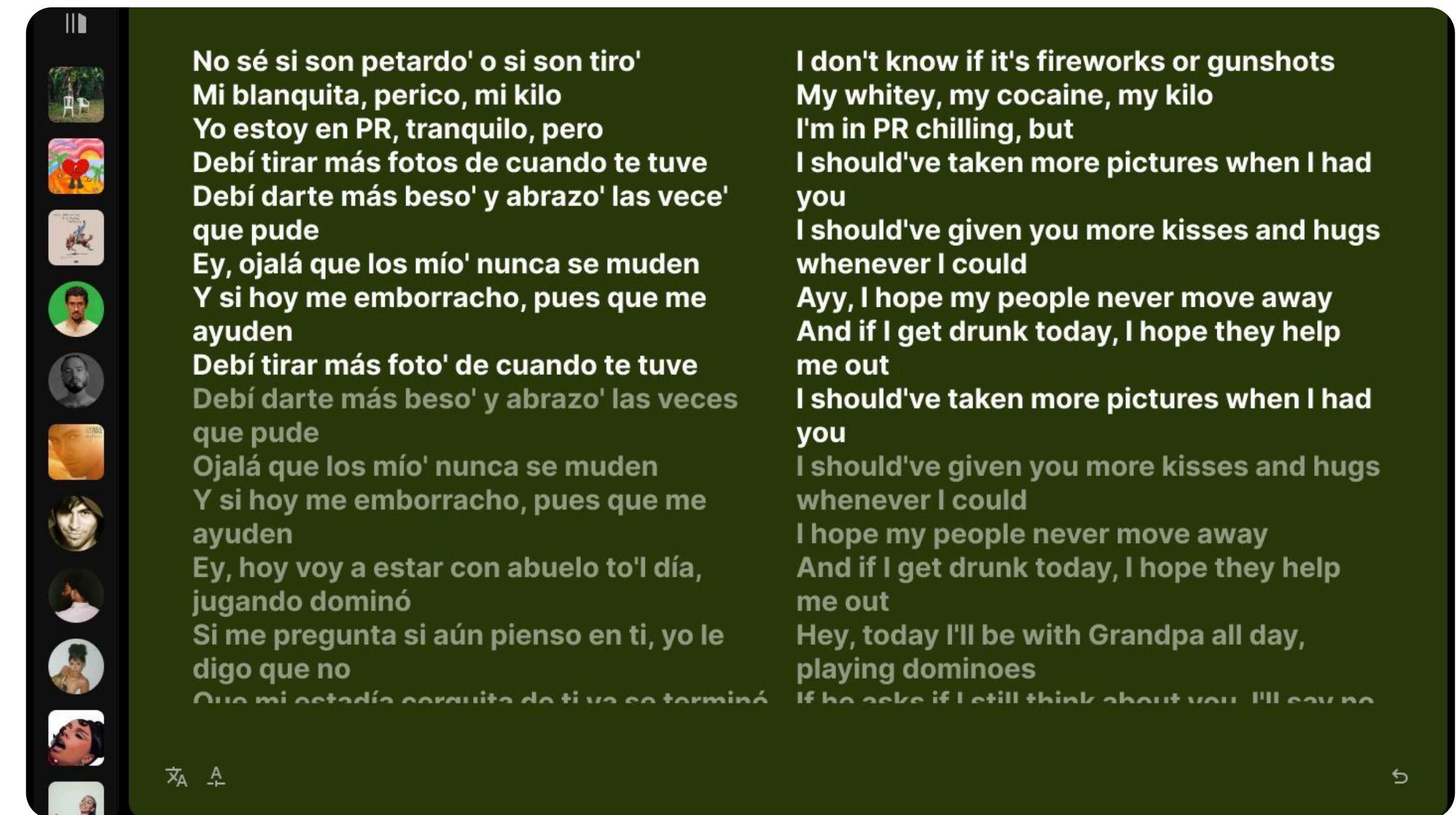
## 1. INTRODUCING A TRANSLATION FEATURE

The translation feature was added to enhance accessibility and usability for global users engaging with multilingual content.



### Before

Users listening to foreign-language audiobooks, podcasts or songs face challenges understanding the content. There currently is **no built-in translation option**, forcing users to rely on external tools or third-party apps.



### After

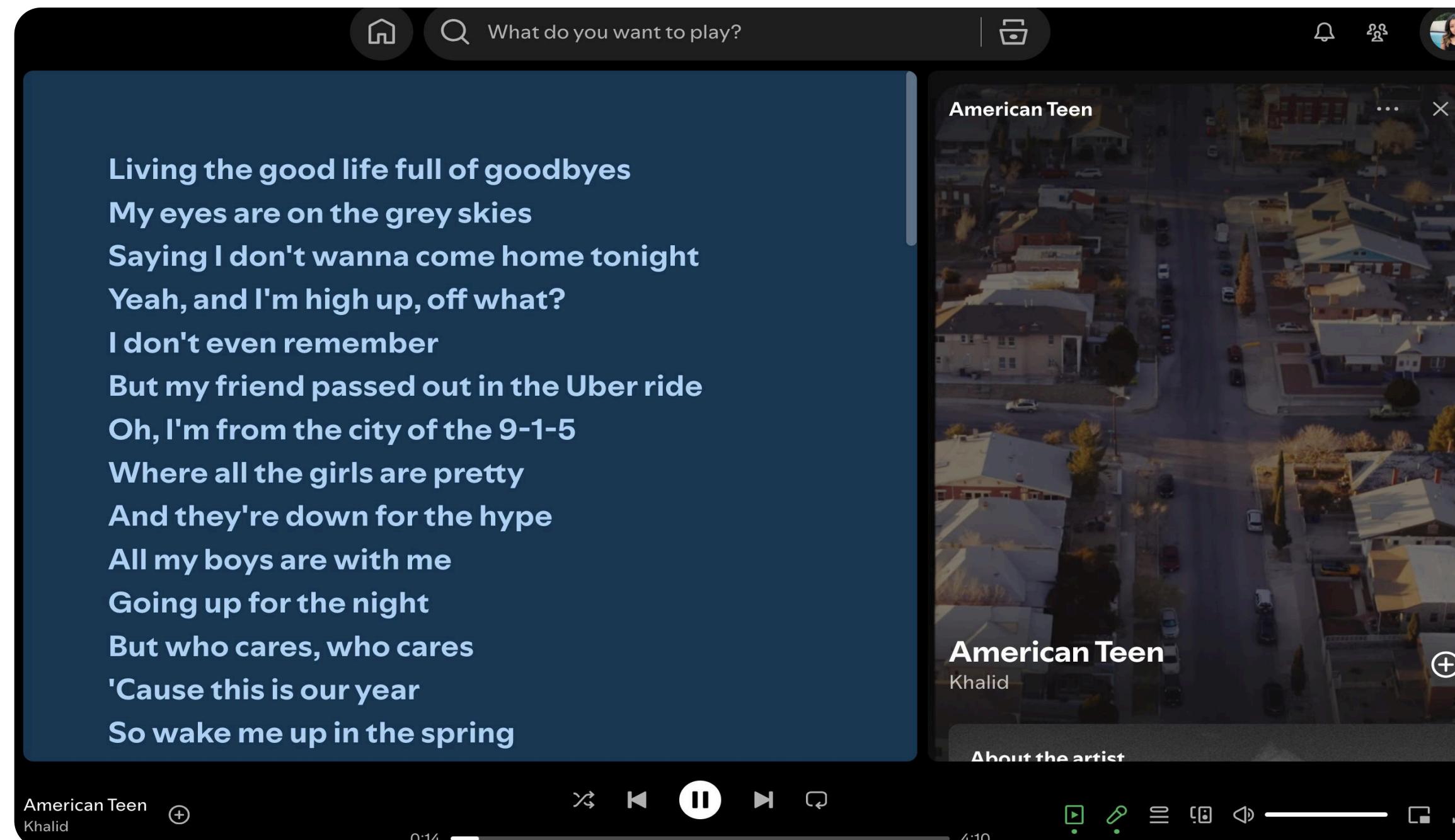
A translation feature was seamlessly integrated into the playback screen, enabling users to **switch between original language and translated content** without cluttering the interface.

- Implemented pop-up to highlight the feature for easy discovery.
- Improved user satisfaction by bridging language barriers and expanding content accessibility.

# Selected UI/UX Improvements

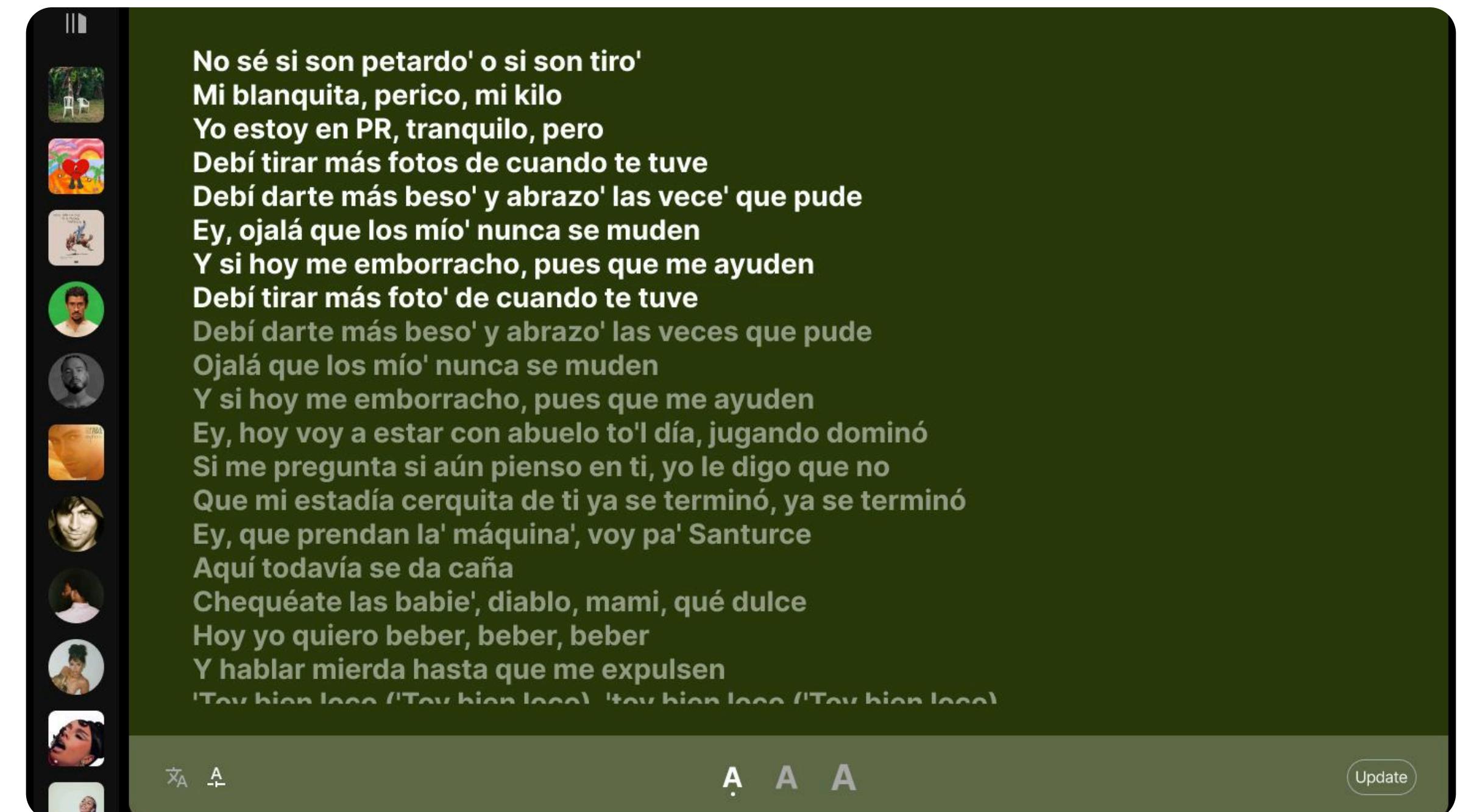
## 2. FONT SIZE ADJUSTMENT FOR BETTER READABILITY

The font size adjustment feature ensures a more inclusive experience, catering to users with diverse visual needs.



### Before

Lyrics were displayed with a **fixed font size**, which created difficulties for visually impaired users or those viewing content in low-light conditions or far settings.



### After

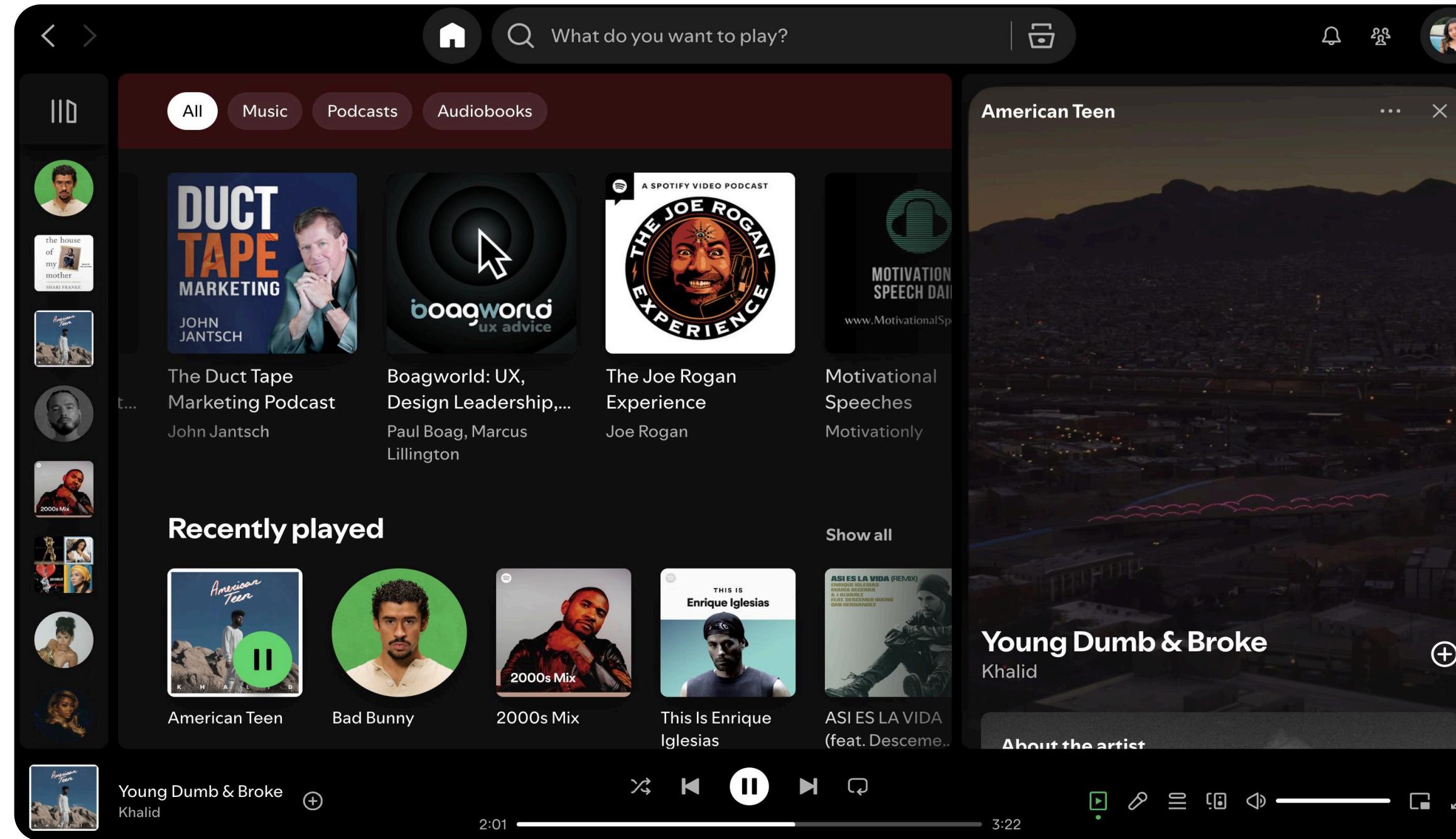
A **dynamic font size selection** option was introduced, allowing users to adjust text size directly from the playback screen.

- Paired with high-contrast options for improved readability.
- Enhanced accessibility and user control, meeting diverse user needs and applications--like karaoke!

# Selected UI/UX Improvements

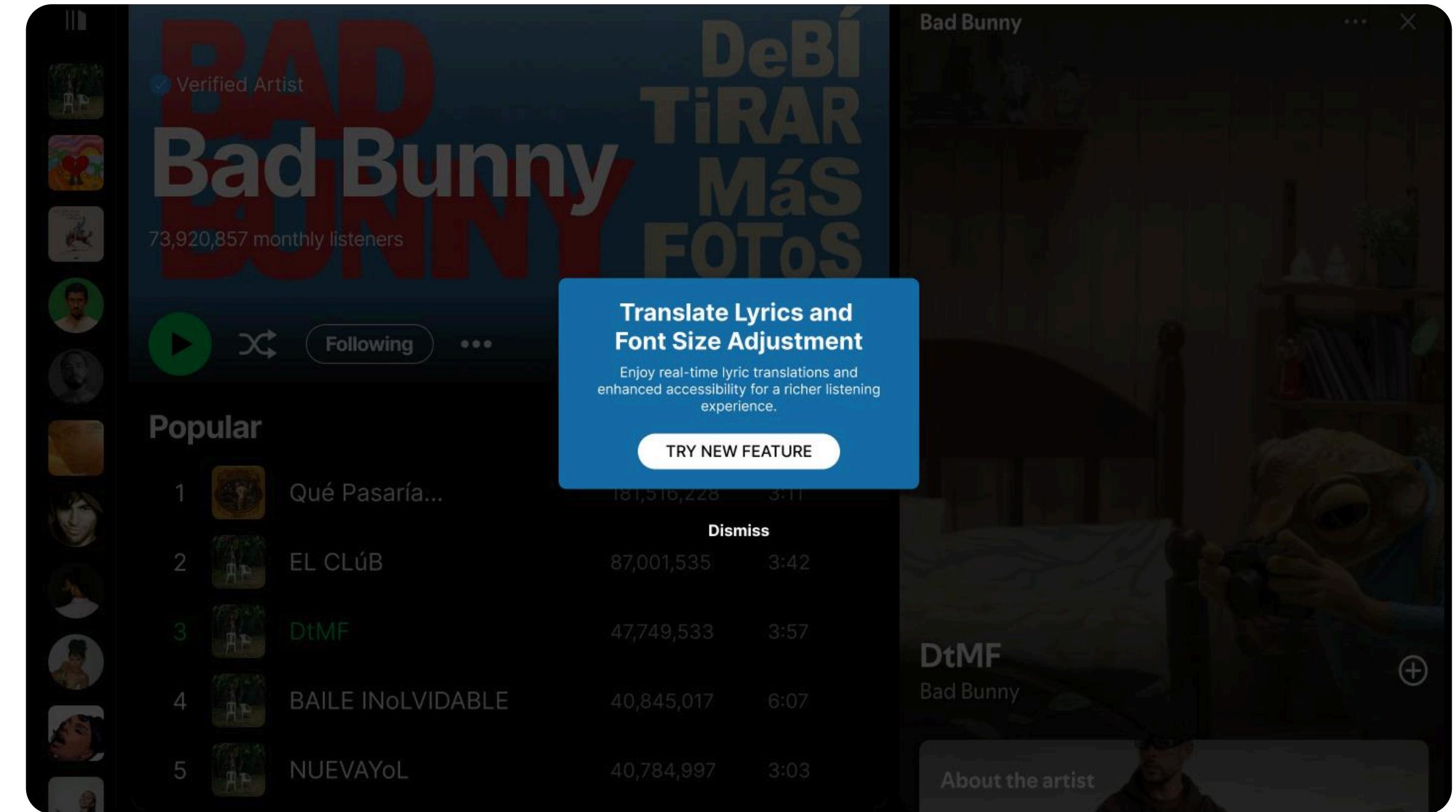
## 3. FIRST-TIME USER ONBOARDING

To improve feature discovery and adoption, a structured onboarding experience was introduced for new users.



### Before

The translation feature and font size adjustment tool did not exist so there was **no onboarding experience**.



### After

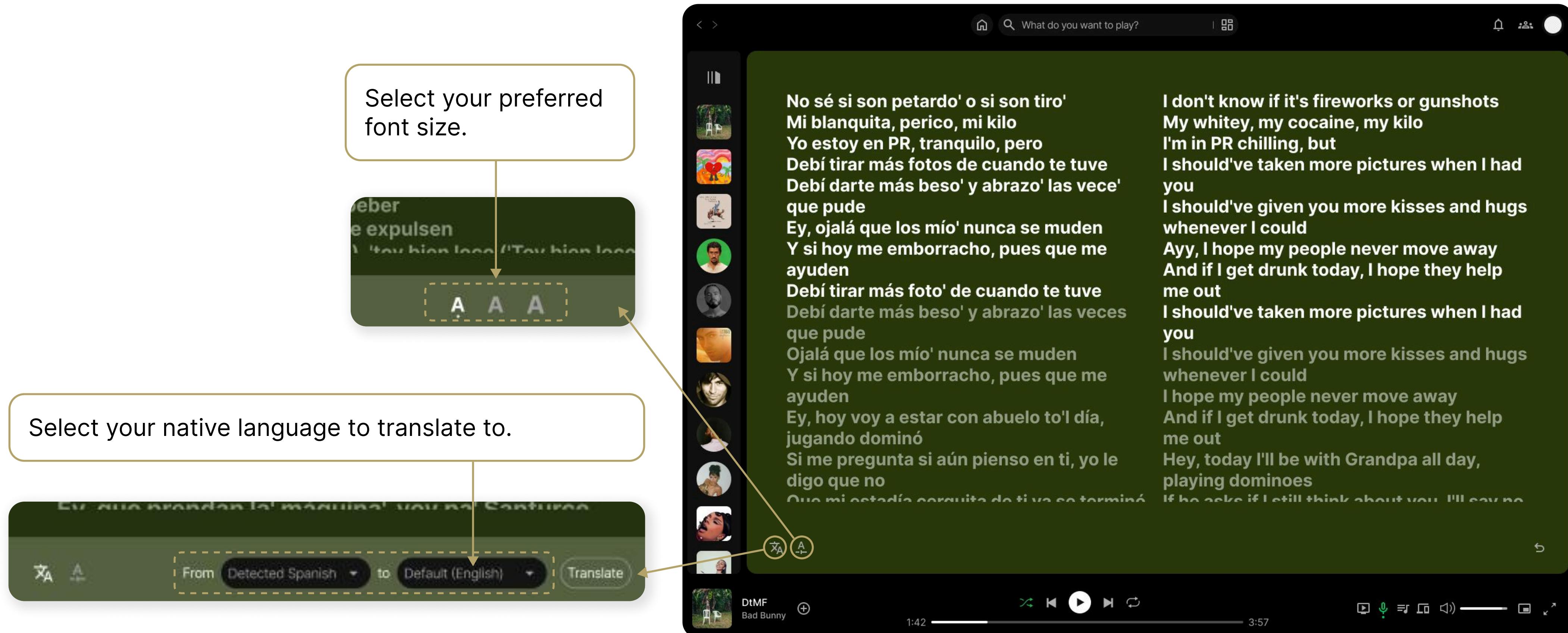
A pop-up was added during the first app launch to **introduce new features**, ensuring users are aware of their availability and how to use them.

# Summary

This redesign of Spotify's lyrics feature introduced a real-time translation capability that aligns with the platform's mission of connecting people through music. The project's success underscores the importance of inclusivity and thoughtful design in creating a global user experience.

## FUTURE WORK

I will focus on expanding accessibility and interactivity within the platform. Planned features include a dedicated transcript section for podcasts, enabling users to search for specific content within podcast episodes, and refining the mobile application view to enhance usability and engagement.



## Case Study 2

# Initiating new Priceline design system

[View Prototype](#)

Duration  
3 days

Products  
Desktop app

Team  
UI/UX Director (me)

What I Did  
Design audit  
User research  
UI/UX design  
UI/UX direction  
User testing  
Documentation

Walt Disney World Vacations

Save up to 25% on rooms at select Disney Resort hotels for stays most nights 2/23-4/30/25. Plus, other savings for stays last Sunday-Thursday nights 1/1-2/20/25\*

**Save on Your Walt Disney World Vacation!**

**Beachfront Bliss**  
Savannah, Georgia

10 reviews

**\$124**  
per night  
\$262.95 total  
includes taxes & fees  
2 travelers . 1 room

**Hotels**

Where to?

Atlanta, Georgia, United States

Add a flight

**WaveCrest Resort**  
Panama City Beach, Florida

10 reviews

**\$115**  
per night  
\$225.90 total  
includes taxes & fees  
2 travelers . 1 room

**Flights**

Travelers

2 Adults, 1

**Seaside Escape**  
Punta Cana, La Altagracia

10 reviews

**\$135**  
per night  
\$305.36 total  
includes taxes & fees  
2 travelers . 1 room

**Hotels**

Stays in Clearwater

Thu 1/20 - Sat 1/22  
2 travelers . 1 room

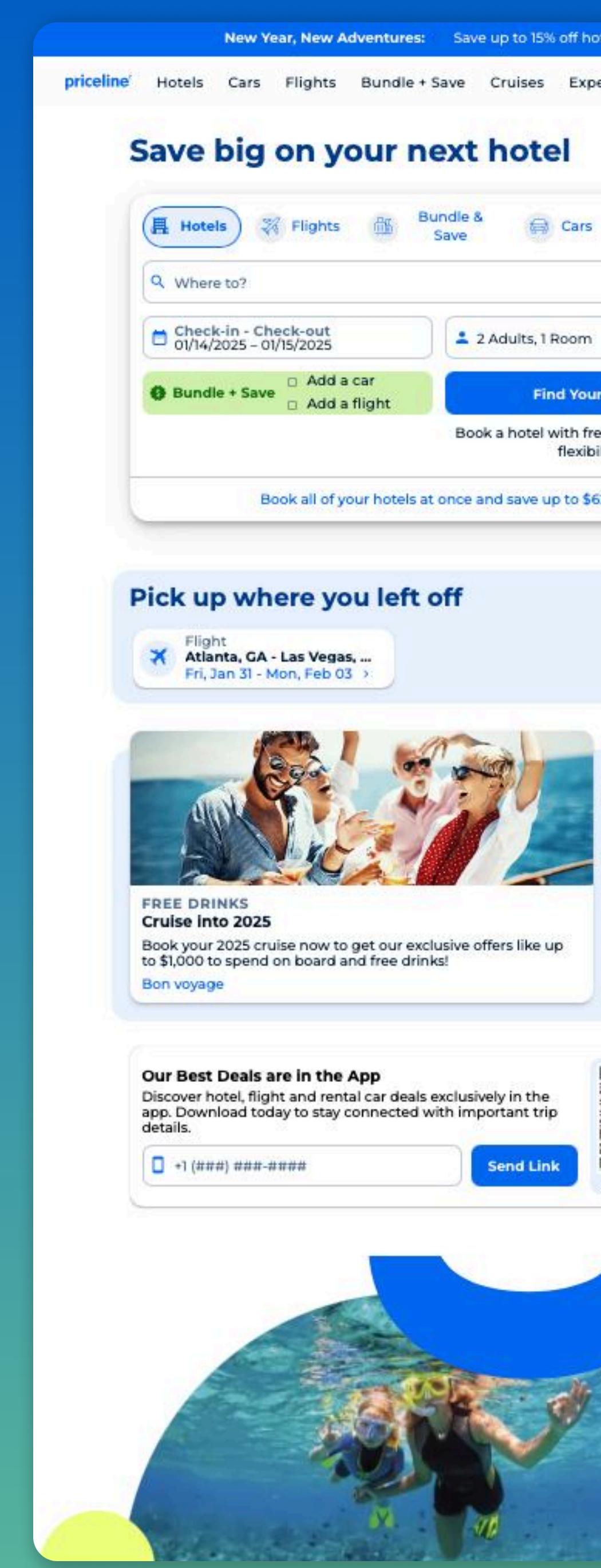
Category rank for travel and tourism  
**2nd in the United States**

Most users are from  
**USA and Canada**

The largest age group of visitors are  
**24-34 years old**

In the last 3 months, Priceline had  
**30.9 million visits**

Average visits lasted for  
**4:40 minutes**



Priceline has been a leader in the travel and hospitality industry, offering innovative solutions to connect travelers with accommodations, flights, and car rentals worldwide.

## Problem

Priceline's platform **suffers inconsistencies** across their website, leading to a fragmented and confusing user experience.

## Solution

Redesigned the platform with **a unified structure**:

- streamlined navigation,
- optimized deal cards, and usability,
- enhanced search functionality,

incorporating responsive layouts, accessibility improvements, and a consistent design system to deliver an intuitive and scalable user experience.

# Validating the Problem

## COMPETITOR ANALYSIS

My research focused on studying the leading competitors in the online travel industry:

- Expedia:
  - Transparent pricing with upfront breakdowns of taxes and fees
  - Use of bold CTAs and clean layouts
- Kayak:
  - Simplified comparison features allowed users to evaluate deals across multiple platforms without leaving the interface
- Booking.com:
  - High engagement with urgency-driven design elements
  - Personalized recommendations and "recently viewed" sections improved retention and re-engagement

## USER SURVEY

I conducted 4 interviews with travelers and gathered:

- **Desire to minimize the time spent** on travel logistics, with planning and booking a trip being a pain point
- Perceive **travel planning as time-consuming and a stressful process**, comparable to filing taxes or visiting the DMV
- **Influenced by discounts and deals** when choosing travel destinations and accommodations

## SUMMARY

Priceline is an amazing tool for planning your next trip, but it **lacks a consistent design** that allows for a seamless experience, making it the 2nd choice. This analysis **validates the need for a new design system** for Priceline to become the best option in the travel industry.

### Button Clarity

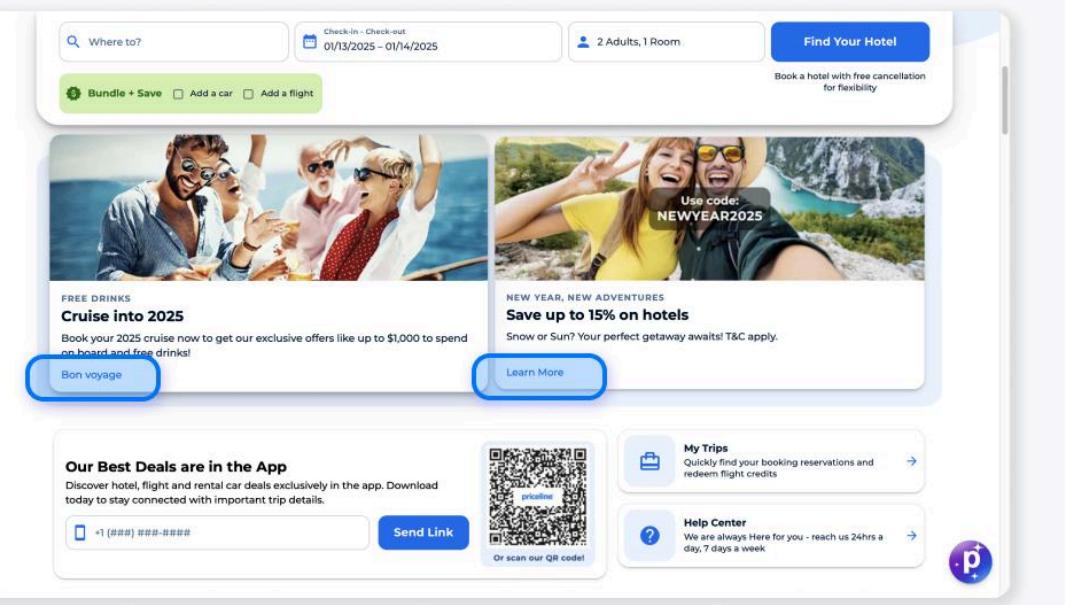
#### Problem

The buttons on the interface lack clarity, making it difficult for users to understand their purpose or intended actions. Vague or ambiguous labels, inconsistent visual design, and insufficient feedback during interaction contribute to user confusion and hinder navigation. This lack of clarity impacts the overall usability and effectiveness of the interface, leading to a frustrating user experience.

#### Recommendation

##### Define a Button System

- Establish a standardized button guideline to ensure clarity, accessibility, simplicity, and consistency



### Redundancy

#### Problem

The homepage includes repetitive listings or sections that provide cities in multiple, overlapping ways.

This redundancy not only overwhelms users but also dilutes important information. Users may become confused about or feel inundated by similar options.

#### Recommendation

##### Consolidate City Information:

- Combine sections like "Top Destinations" and "Popular Destinations" into a unified, well-organized carousel or grid. For example:
- Each city card could feature tabs or toggles for flights, rentals specific to that destination, reducing visual clutter.

#### Prioritize Popularity Metrics:

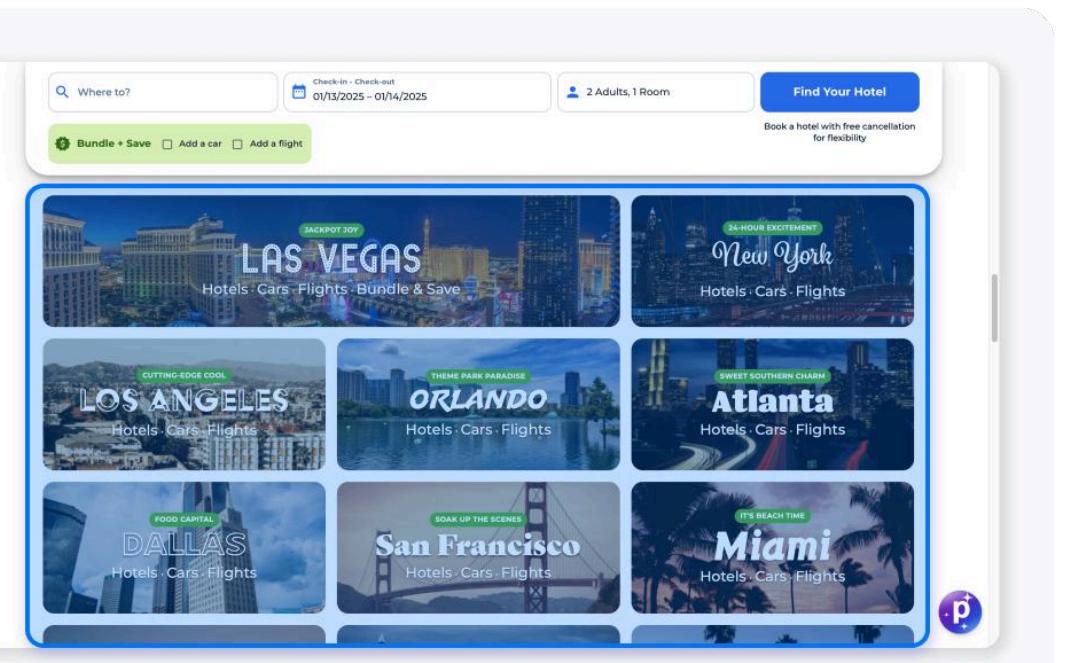
- Instead of listing the same cities repeatedly, prioritize user relevance:
- Show "Recommended for You" cities for returning users.
- For new users, highlight a smaller set of diverse, global cities to avoid repetition.

ominantly

the impact of where to start

sals into a hotels, and car ter.

is based on 's, using past ly popular



### Card Interactivity and Promo Code Usability

#### Problem

The current card design links the entire card as a single clickable area, making it unclear to users where specific actions should be taken. Additionally, promo codes within the cards are not easily copyable, requiring users to manually retype them, which adds unnecessary friction to the process. This lack of clarity and functionality impacts the user experience by making interactions unintuitive and time-consuming.

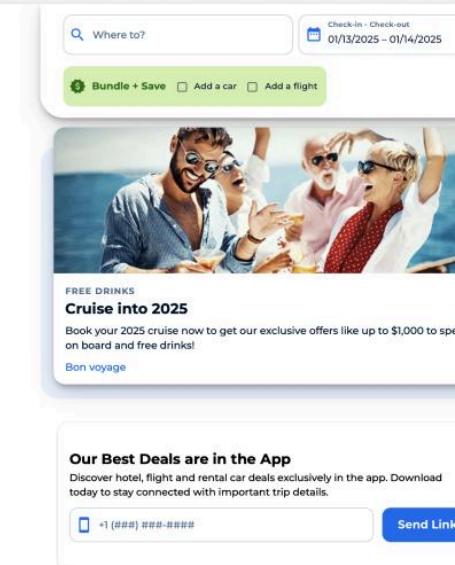
#### Recommendation

##### Restrict Clickable Areas to Buttons

- Limit the hyperlink functionality to only the action buttons (e.g., "Learn More," "Book Now") rather than making the entire card clickable.
- Use clear visual cues like hover effects and distinct button styles to indicate clickable areas, enhancing user understanding and reducing accidental clicks.

##### Make Promo Codes Copyable

- Display promo codes as selectable text or provide a "Copy Code" button directly within the card.
- Use tooltips or confirmations (e.g., "Code Copied!") when users click the button to reassure them that the action was successful.



### Shape Inconsistency

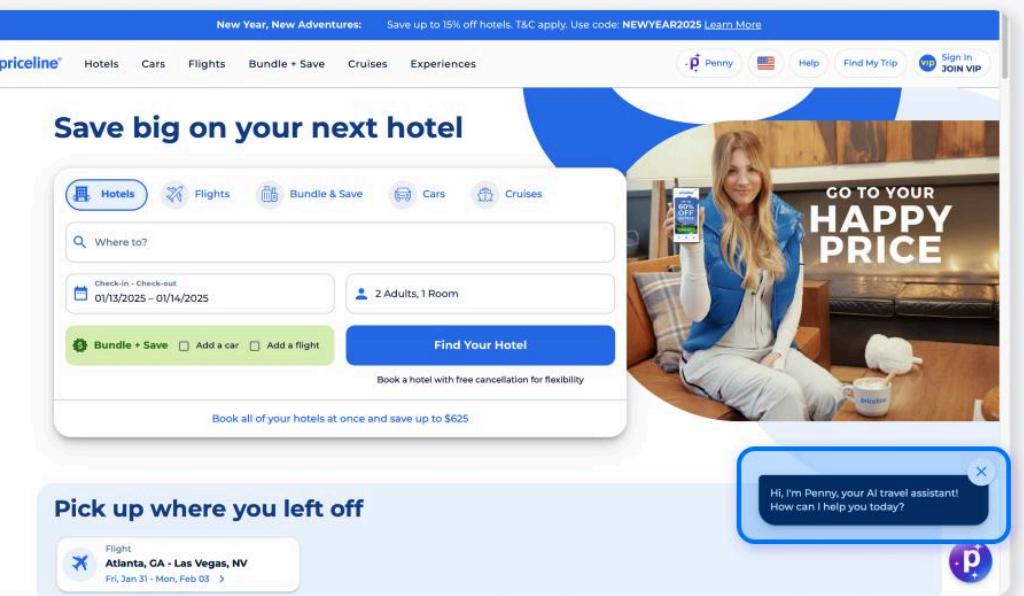
#### Problem

The interface lacks a consistent border radius application, resulting in an uneven and unpolished appearance. This inconsistency creates a disjointed visual experience, diminishes the overall design cohesion, and can confuse users as they navigate the interface. Without a standardized approach, the varying border styles disrupt the design's uniformity and fail to establish a clear aesthetic identity.

#### Recommendation

##### Define a Global Border Radius Guideline

- Establish a design system that specifies consistent border radius values



### Spacing

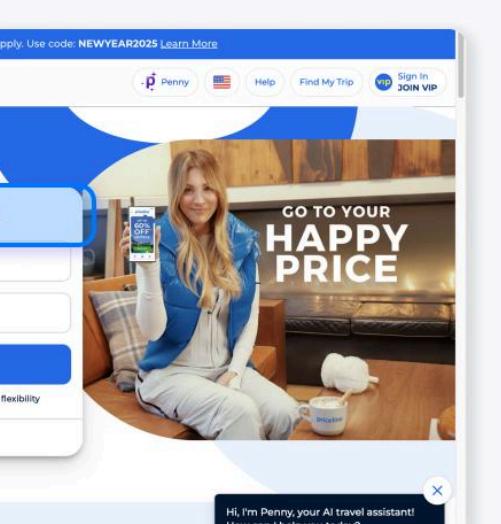
#### Problem

The components within the section lack consistent spacing, visually unbalanced layout that diminishes the overall organization and clarity of the design. The lack of consistent spacing also disrupts the natural flow of the content, which negatively impacts their ability to navigate and engage with the interface effectively. Ensuring consistent spacing is essential for creating a visually harmonious design that promotes readability, usability, and a more intuitive user experience.

#### Recommendation

##### Define a Spacing System

- Establish a standardized spacing guideline to ensure uniformity between components and sections across the interface.
- Apply consistent padding and margins around elements, text, buttons, and images to create a balanced and organized layout.



### Lack of Actionable CTAs

#### Problem

The cards do not include a clear and distinct call-to-action (CTA) that guides users on the next steps, such as booking or learning more about the deal. This can leave users uncertain about how to proceed and reduce engagement.

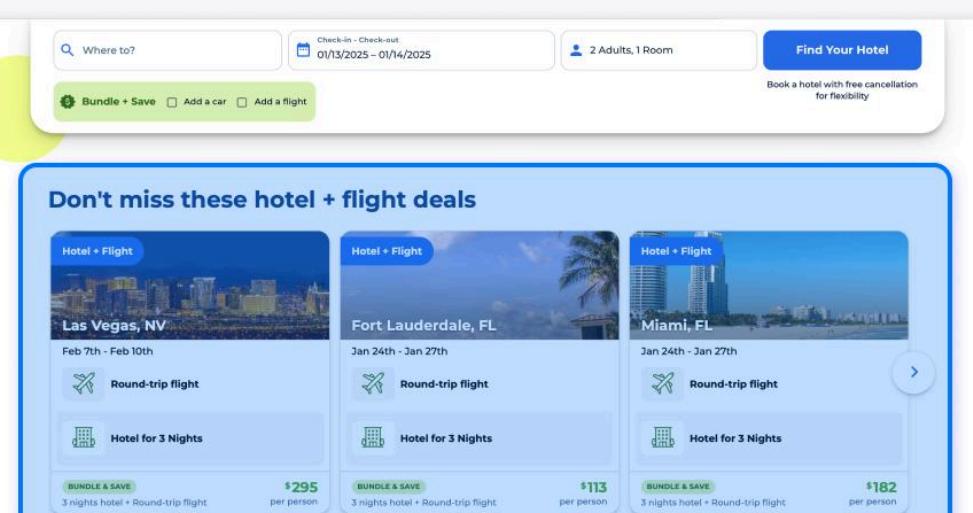
#### Recommendation

##### Add a prominent CTA button for each card, such as:

- "Book Now" for users ready to proceed with the booking.
- "See Details" for users who want to learn more about the deal specifics.

Use a distinct, attention-grabbing color (preferably contrasting the card's background) for the button, such as blue or orange.

Ensure the button includes hover states (e.g., slight color change or shadow effect) to indicate interactivity.



# Target Users

## Avid Traveler & Active

- Already immersed into Priceline and its offerings

## Avid Traveler But Inactive

- Travels a lot but may not be enticed to use and be loyal to Priceline

## Travel Less & Inactive

- Wishes to travel more and is not enticed to use Priceline

# Ideate Solution

As Priceline already has a strong visiting and engagement rate, improving its current design system will help boost it more.

# DESIGN VALIDATION

To evaluate the usability of the new design system, I conducted tests with 2 participants. The feedback provided valuable insights:

- Participants noticed less of a need to scroll
- Participants acknowledge the condensed sections
- Participants praised the ease of use and clarity

# Value

## For Users

- **Less scrolling and searching, more going and traveling!**
- **Short, smooth, and seamless experience** for travel planning

## For Business

- **More vacations for users** to book thus more user retention
- **Appear in search results** for travel and tourism thus an increase in number of first time visitors
- **Greater ad based revenue**

# Success Metrics

## Retention

Number of users visiting (more than once)

Monthly Active Users

## Engagement

Number of users visiting (once)

Monthly Active Users

## Acquisition

Number of new users visiting

# Selected UI/UX Improvements

## 1. SIMPLIFIED NAVIGATION

The screenshot shows the Priceline homepage with a cluttered navigation bar at the top. It features links for Hotels, Cars, Flights, Bundle + Save, Cruises, and Experiences. Below the navigation is a large banner with a woman holding a smartphone displaying a discount offer. The main search form includes fields for 'Where to?', 'Check-in - Check-out' (01/13/2025 - 01/14/2025), and 'Travelers' (2 Adults, 1 Room). A prominent blue button says 'Find Your Hotel'. A sidebar on the left offers a 'Bundle + Save' deal for \$625. A floating AI travel assistant bubble from 'Penny' asks, 'Hi, I'm Penny, your AI travel assistant! How can I help you today?'. At the bottom, there's a 'Pick up where you left off' section showing a flight from Atlanta, GA to Las Vegas, NV.

### Before

The navigation bar was **cluttered with redundant options**, causing confusion and making it difficult for users to locate key features.

The screenshot shows the Priceline homepage after simplifying the navigation. The main navigation bar now only includes a 'Sign In' button. The rest of the menu items have been moved to a secondary navigation bar below the main header. The main search form remains largely the same, but the overall layout is cleaner. The AI travel assistant bubble is still present. A new section titled 'Explore stays in popular destinations' shows various travel deals across different locations.

### After

The **main navigation menu was reduced** to just the "Sign In" button as the other options were deemed redundant and unnecessary. This will shift the main focus to the form, pushing users to utilize the navigation menu from within.

# Selected UI/UX Improvements

## 2. OPTIMIZED DEAL CARDS

The screenshot shows a search interface at the top with fields for 'Where to?', 'Check-in - Check-out' (01/13/2025 - 01/14/2025), '2 Adults, 1 Room', and a 'Find Your Hotel' button. Below this is a green call-to-action button labeled 'Bundle + Save' with options to 'Add a car' or 'Add a flight'. A large yellow circular graphic is on the left.

**Don't miss these hotel + flight deals**

**Las Vegas, NV**  
Feb 7th - Feb 10th  
Round-trip flight  
Hotel for 3 Nights  
BUNDLE & SAVE \$295 per person  
3 nights hotel + Round-trip flight

**Fort Lauderdale, FL**  
Jan 24th - Jan 27th  
Round-trip flight  
Hotel for 3 Nights  
BUNDLE & SAVE \$113 per person  
3 nights hotel + Round-trip flight

**Miami, FL**  
Jan 24th - Jan 27th  
Round-trip flight  
Hotel for 3 Nights  
BUNDLE & SAVE \$182 per person  
3 nights hotel + Round-trip flight

**Sign up for Exclusive Email-only Coupons**  
Exclusive access to coupons, special offers and promotions.  
example@example.com send me deals

### Before

Landing page consisted of package, hotel, and flight deals, overwhelming the user with so many options to choose from.

Deal cards lacked **visual hierarchy**, with **scattered information** and **inconsistent layouts**, making it hard for users to compare options.

The screenshot shows a search interface at the top with a 'Your recent searches' section for 'Stays in Clearwater' (Thu 1/20 - Sat 1/22, 2 travelers · 1 room). A circular profile picture of a person sitting on a couch is on the right.

**Explore stays in popular destinations**  
Showing deals for: Thu 1/20 → Sat 1/22

**Fairfield Inn & Suites**  
Cancun, Quintana Roo, Mexico  
10 23 Reviews  
\$157 per night \$320.97 total includes taxes & fees  
2 travelers · 1 room

**Beachfront Bliss**  
Savannah, Georgia  
10 23 Reviews  
\$124 per night \$262.95 total includes taxes & fees  
2 travelers · 1 room

**WaveCrest Resort**  
Panama City Beach, Florida  
10 23 Reviews  
\$115 per night \$225.90 total includes taxes & fees  
2 travelers · 1 room

**Seaside Escape**  
Punta Cana, La Altagracia  
10 23 Reviews  
\$135 per night \$305.36 total includes taxes & fees  
2 travelers · 1 room

**Walt Disney World Vacations**  
**Save on Your Walt Disney World Vacation!**

### After

**Deal card are standardized** to highlight key details like hotel name, ratings, reviews, complete pricing (including taxes and fees), and room and travel information.

The section is **reduced to selection specific information**, like "Hotels" or "Flights" or "Bundles", **to properly allocate information and establish a system**.

# Selected UI/UX Improvements

## 3. REDUCED REDUNDANT CITY SECTION

The screenshot shows a search interface with a header for destination, check-in/check-out dates (01/13/2025 - 01/14/2025), and guest count (2 Adults, 1 Room). Below the header is a green button labeled "Bundle + Save" with checkboxes for "Add a car" and "Add a flight". The main area displays a grid of city cards, each with a dropdown arrow and links for Flights, Cars, and Hotels. The cities listed are Las Vegas, Austin, Tampa, Orlando, Nashville, Indianapolis, Houston, San Diego, New Orleans, Los Angeles, Phoenix, Atlanta, Charlotte, Jacksonville, Chicago, Fort Lauderdale, Saint Louis, San Antonio, Denver, Columbus, Seattle, and Dallas.

This screenshot shows the same search interface as the first one, but the city cards are now overlaid with promotional banners for specific cities. The banners for Las Vegas, Los Angeles, Orlando, Dallas, and San Francisco feature images of their respective cityscapes and text indicating "Hotels · Cars · Flights · Bundle & Save".

This screenshot shows a consolidated city section. On the left, there is a promotional banner for "American Forces Travel Military & Veterans Travel Deal" featuring a sunset over palm trees. To the right of the banner is a large image of a resort pool with palm trees. Below these are sections for "Walt Disney World Vacations" and "The All-In-One Travel Card", both featuring images of Disney parks and a Priceline credit card. At the bottom, there is a "Search for places to stay by destination" section with a table of hotel links for various cities.

### Before

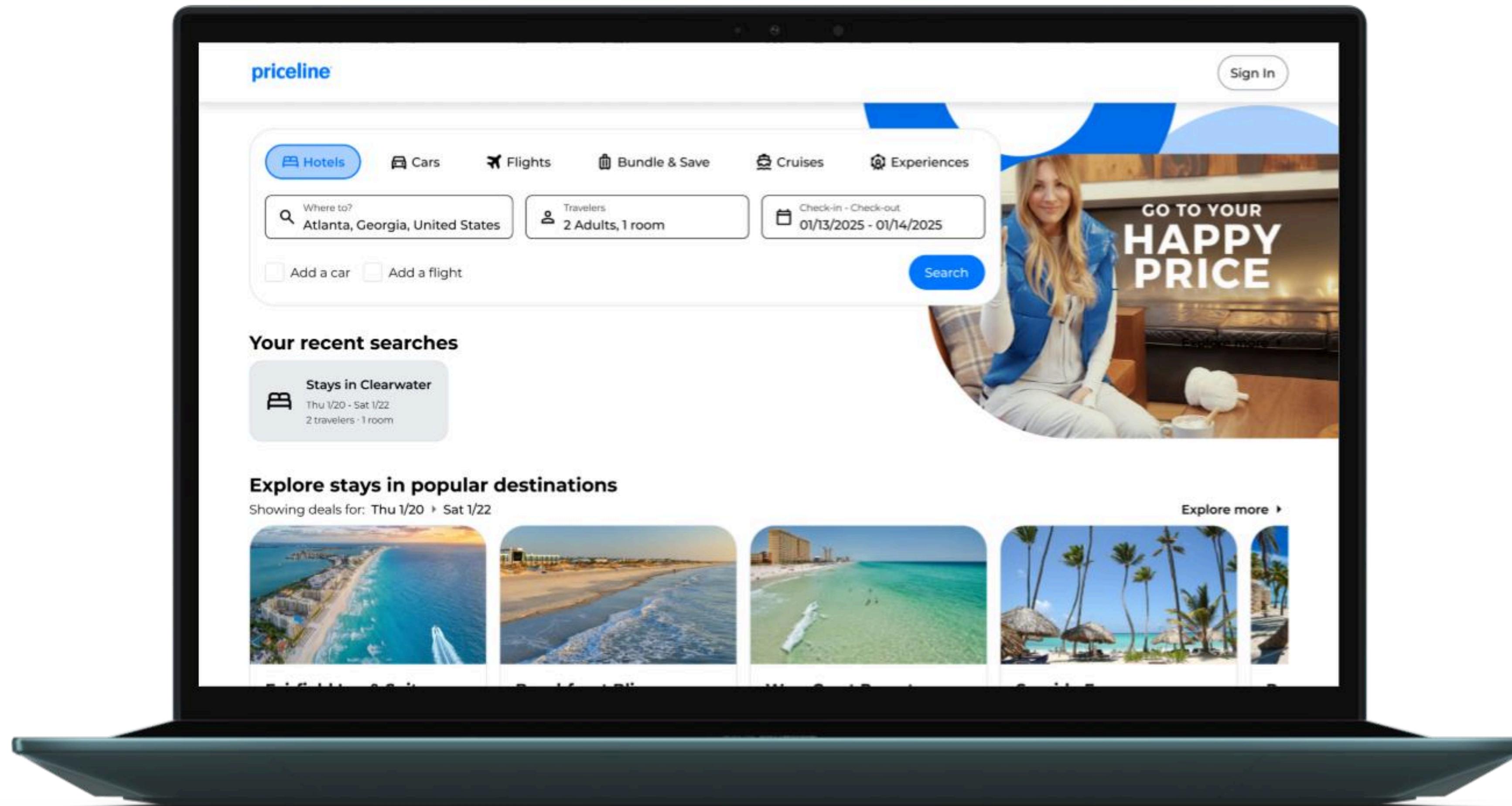
The platform featured multiple city-related sections, often **displaying the same cities repetitively**. This redundancy **created visual clutter** and overwhelmed users, making it harder to differentiate unique offers.

### After

City-related content was **consolidated into a single, well-organized section**.

# Summary

The Priceline redesign modernized the platform while preserving its core functionality, leading to improved user satisfaction and engagement. The scalable design system allowed for continuous innovation, supporting the rapid development of new features and maintaining Priceline's competitive edge in the travel industry.



## Case Study 3

# Goal Getters: Designing connections through financial compatibility

[View Prototype](#)

### Duration

2 weeks

### Products

Mobile app

### Team

UI/UX Director (me)

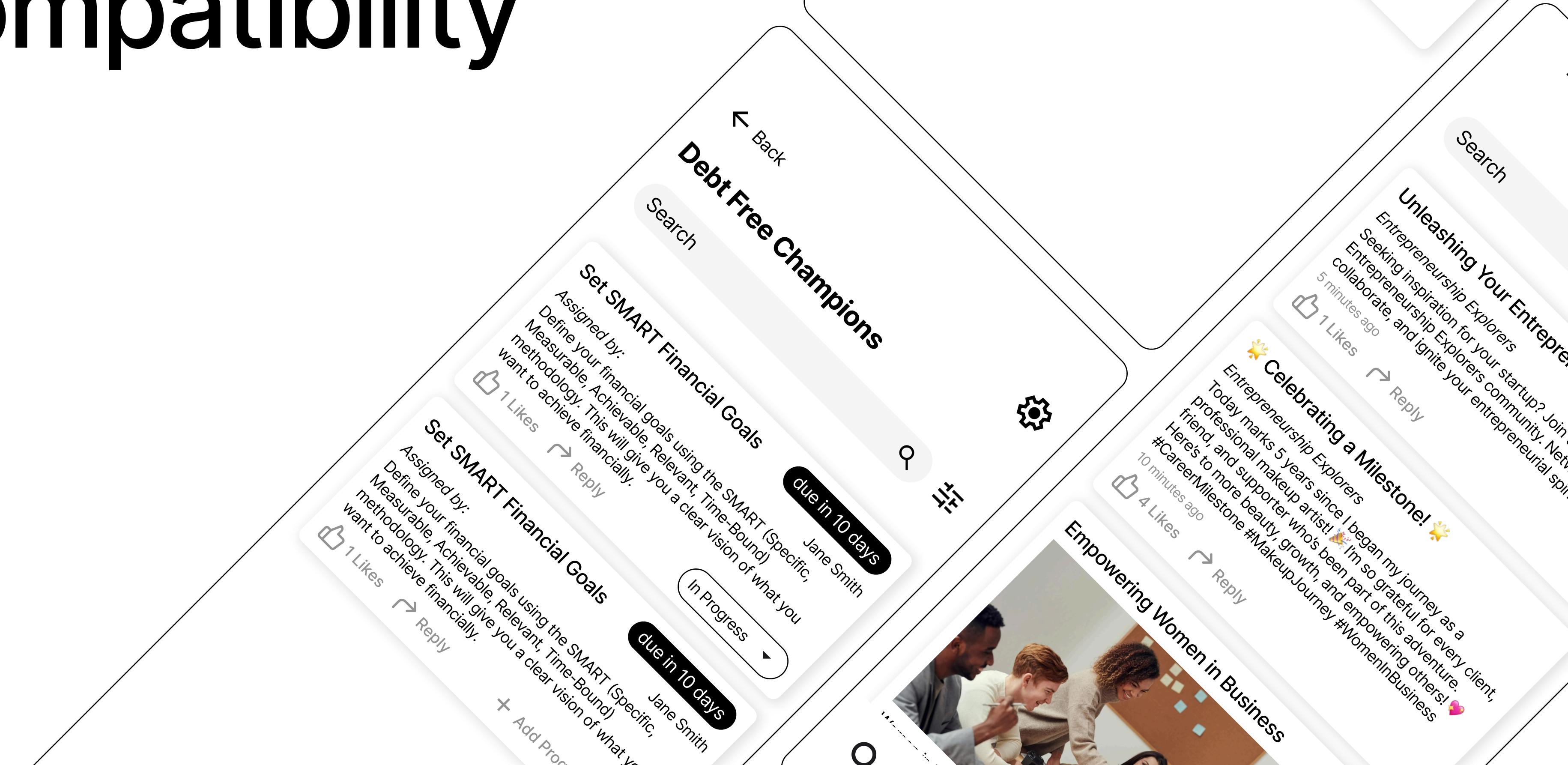
### What I Did

User research

UI/UX design

UI/UX direction

User testing



# Problem Statement

Financial compatibility is crucial for successful relationships but is often overlooked by current dating and networking platforms. **Goal Getters fills this gap by connecting users with others who share similar financial goals** and providing mentorship opportunities to support their journeys.

## Research and Insights

### 1.1 COMPETITIVE ANALYSIS

I analyzed 6 competitors, revealing significant gaps in financial goal alignment, mentorship functionality, and community engagement features. My findings demonstrated that **existing platforms either focused on romantic connections without considering financial goals or offered mentorship opportunities without fostering meaningful community support.**

Platform	Logo	User Matching Features	Community Aspects	Financial Goal Alignment	Onboarding Experience
Score		Matches based on credit scores	Limited community features	Strong focus on creditworthiness	Credit score verification
Mentorly		Mentor-mentee matching	Active community forums	Emphasis on professional growth	Detailed profile setup
PushFar		Algorithmic mentor matching	Networking events and groups	Career development focus	Simple sign-up process
Together		Goal-oriented matching	Resource sharing and discussions	Professional development	Customizable onboarding
MentorCruise		Expert matching	One-on-One mentorship sessions	Technical skill enhancement	Skill-based onboarding
Goal Getters	N/A	Financial goal and compatibility-based matching	Community hub with resource sharing	Strong financial goal alignment	Personalized onboarding

## 1.2 USER RESEARCH

I conducted one-on-one, semi-structured interviews with 8 users—4 seeking financial mentors and 4 seeking romantic partners.

### Interview Questions

#### Financial Goals and Challenges:

- What are your current financial goals?
- What challenges have you faced in achieving these goals?

#### Mentorship-Specific Questions:

- What qualities are you looking for in a mentor?
- How do you prefer to communicate with a mentor (e.g., in-person, virtual, messaging)?
- Have you had any prior experiences with mentorship? If so, what worked well and what didn't?

#### Romantic Partner Questions:

- How important is financial compatibility in a romantic relationship for you?
- How do you currently navigate financial discussions with a partner?
- What financial values do you consider most important in a relationship?

#### Emotional and Psychological Factors:

#### *Follow-up Probing Questions*

- How comfortable do you feel discussing finances with others?
- What anxieties do you have about financial independence?
- How do financial goals impact your overall sense of security and well-being?

## User Personas

### Emma

*28, Young Professional Seeking Financial Growth*

#### Background

Emma is a marketing professional seeking financial independence. She believes a mentor can help her understand investing and saving better while potentially meeting someone with similar financial goals.

#### Motivations

FINANCIAL GROWTH   MENTORSHIP   COMMUNITY

#### Pain Points

Difficulty discussing finances socially, lack of role models, feeling overwhelmed by financial information.

#### Goals

Find a mentor, connect with like-minded individuals, participate in financial literacy activities.

### David

*25, Aspiring Entrepreneur*

#### Background

David is launching a business and needs both a mentor and a supportive partner who understands entrepreneurship.

#### Motivations

FINANCIAL GROWTH   ENTREPRENEURSHIP   COMMUNITY

#### Pain Points

Lack of community support, feeling isolated, difficulty finding others who understand entrepreneurial pressures.

#### Goals

Connect with a mentor, find a partner, join community groups for support.

### Sophia

*40, Financially Established but Seeking Romantic Partner*

#### Background

Sophia is financially stable and wants to find a partner who shares her values on financial well-being and growth.

#### Motivations

FINANCIAL GROWTH   COMMUNITY   ROMANCE

#### Pain Points

Difficulty finding deeper romantic connections with shared financial values, feeling disconnected from existing dating platforms.

#### Goals

Find a romantic partner with aligned financial aspirations, connect meaningfully, and participate in community activities that foster financial growth.

### Michael

*50, Experienced Investor Seeking Mentorship Opportunities*

#### Background

Michael is a seasoned investor interested in mentoring others and continuing his own learning.

#### Motivations

FINANCIAL GROWTH   COMMUNITY   MENTORSHIP

#### Pain Points

Few opportunities for in-depth financial discussions, lack of community engagement.

#### Goals

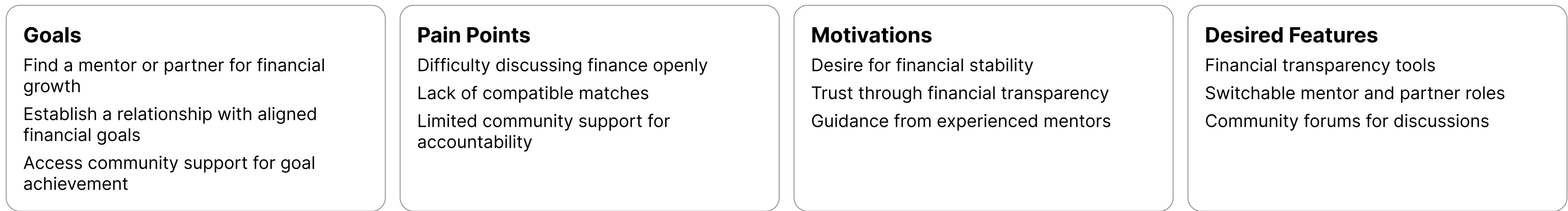
Mentor others, join a financially focused community, participate in advanced discussions.

## 1.3 SYNTHESIS AND ANALYSIS

### User Findings

- 1. Financial Transparency Matters:** Clear communication of financial goals is essential for building trust. Users expressed a desire for features that facilitate honest discussions about financial objectives early in the relationship, making transparency a key component of the design.
- 2. Dual Nature of Relationships:** Users want to define whether they seek a mentor, partner, or both, with easy switching between roles. Flexibility in defining relationships was important, as many users sought both mentorship and romantic connections simultaneously.
- 3. Community Drives Engagement:** Users value community features for sharing challenges, resources, and celebrating milestones. The ability to connect in group settings around specific financial goals helped foster a sense of belonging and motivation.

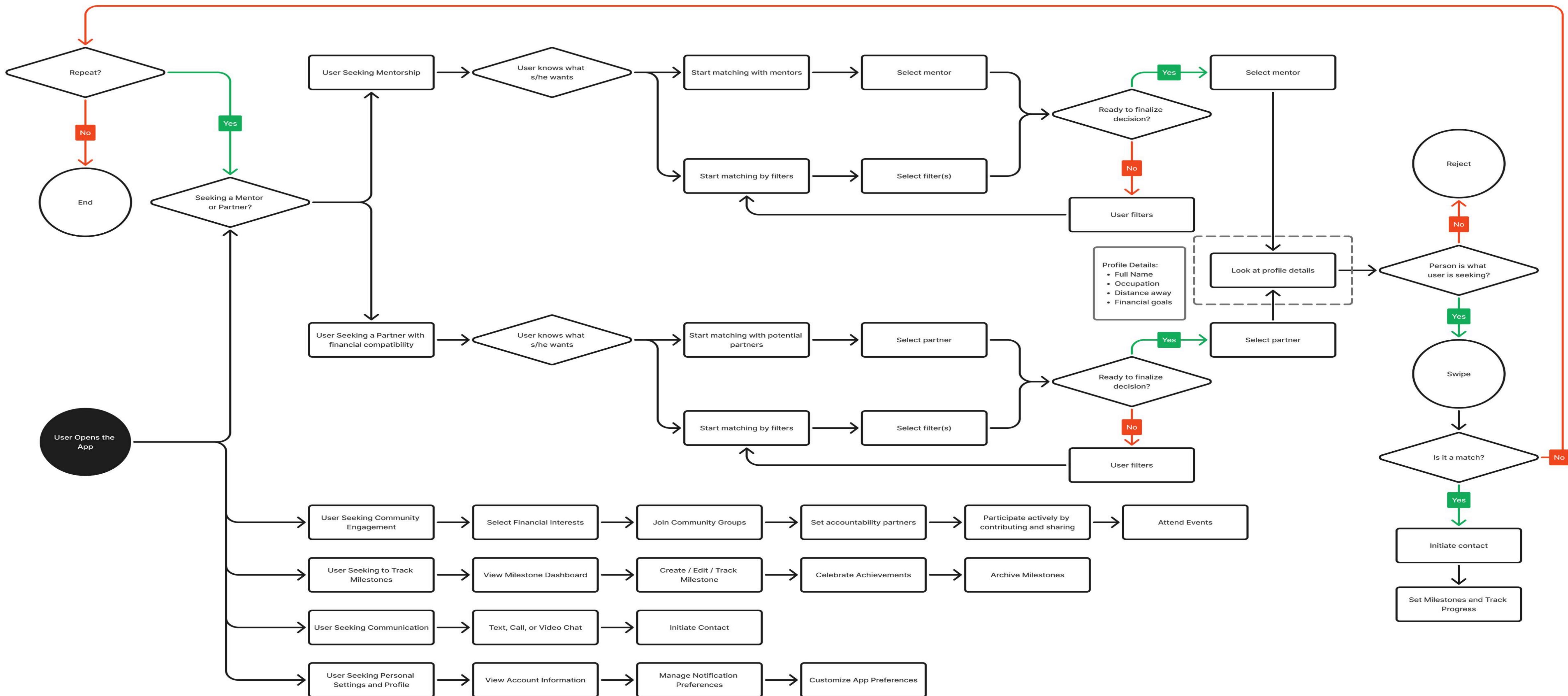
### Affinity Mapping



# Ideate and Design

## 2.1 TASK FLOW ANALYSIS

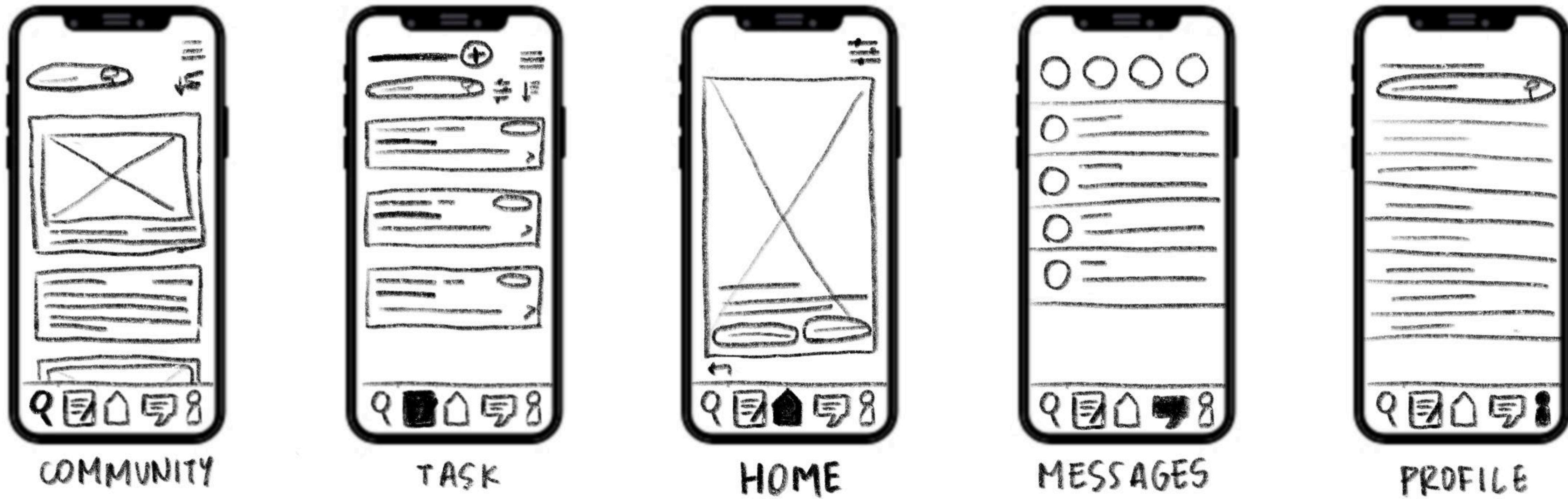
I developed user task flows, mapping out their goals, actions, and interactions to identify key touch points and potential friction. These flows emphasized simplicity and clarity, ensuring users could easily navigate between mentorship, partnership, or both, while tracking financial goals effectively.



# Wireframe

I translated sketches into low-fidelity wireframes, focusing on onboarding, goal tracking, and user matching. These wireframes served as an initial visualization of the user journey, helping users provide early feedback. The wireframes emphasized the dual nature of the platform—mentorship and romantic partnership—highlighting the pathways that users could take based on their preferences.

## 2.2 LO-FI SKETCHES

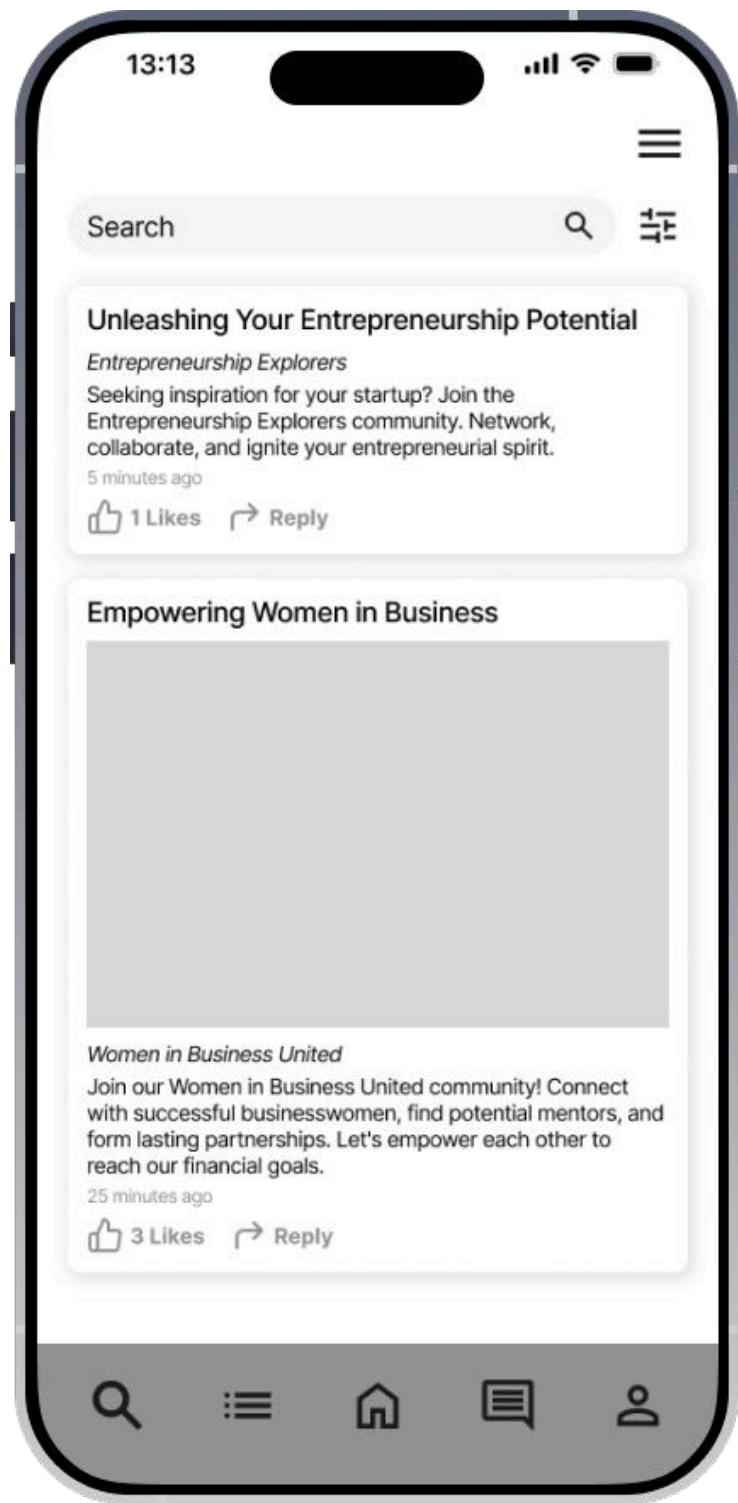


## 2.3 PROTOTYPE DEVELOPMENT

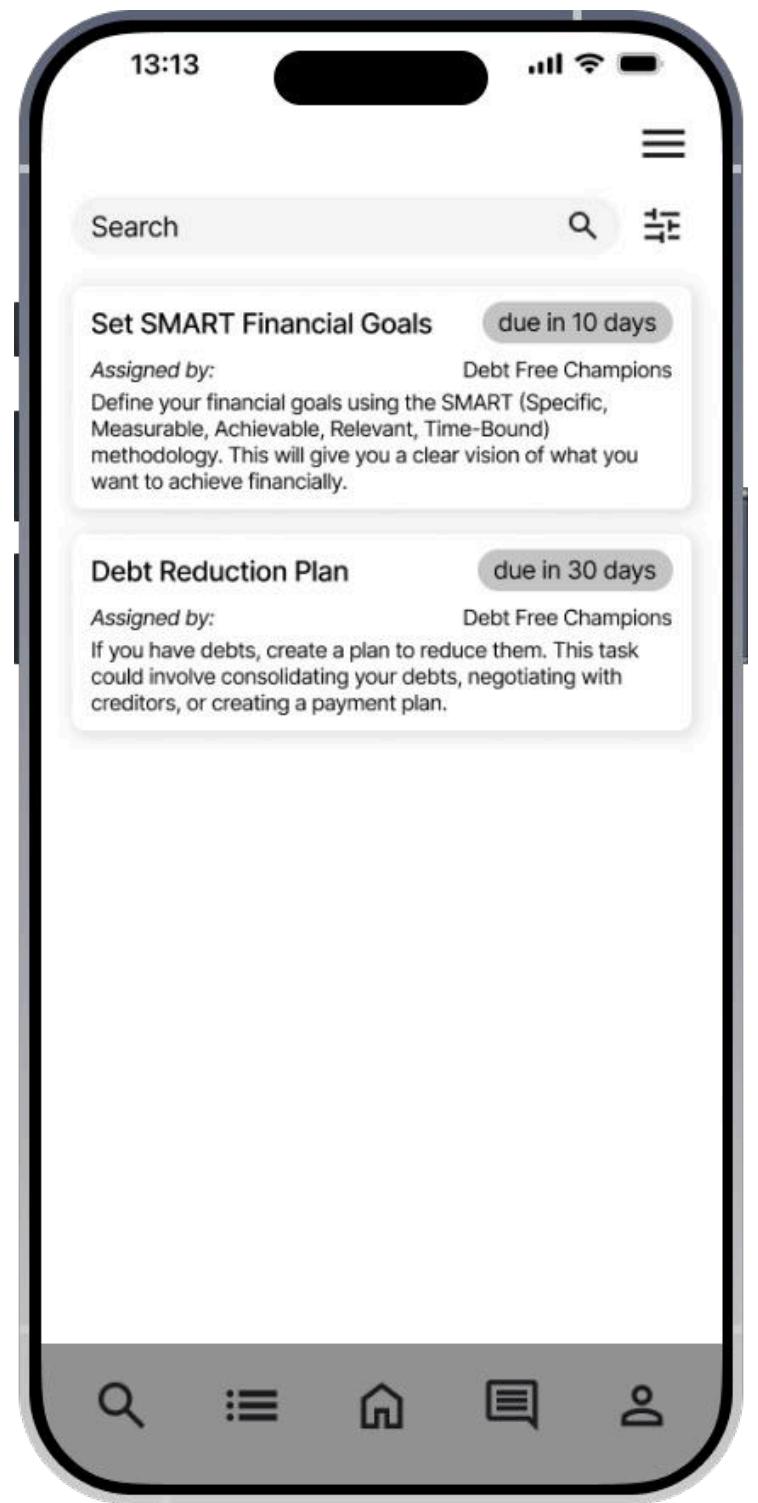
### Mid-Fi Prototypes

The mid-fi screens illustrate the key functions:

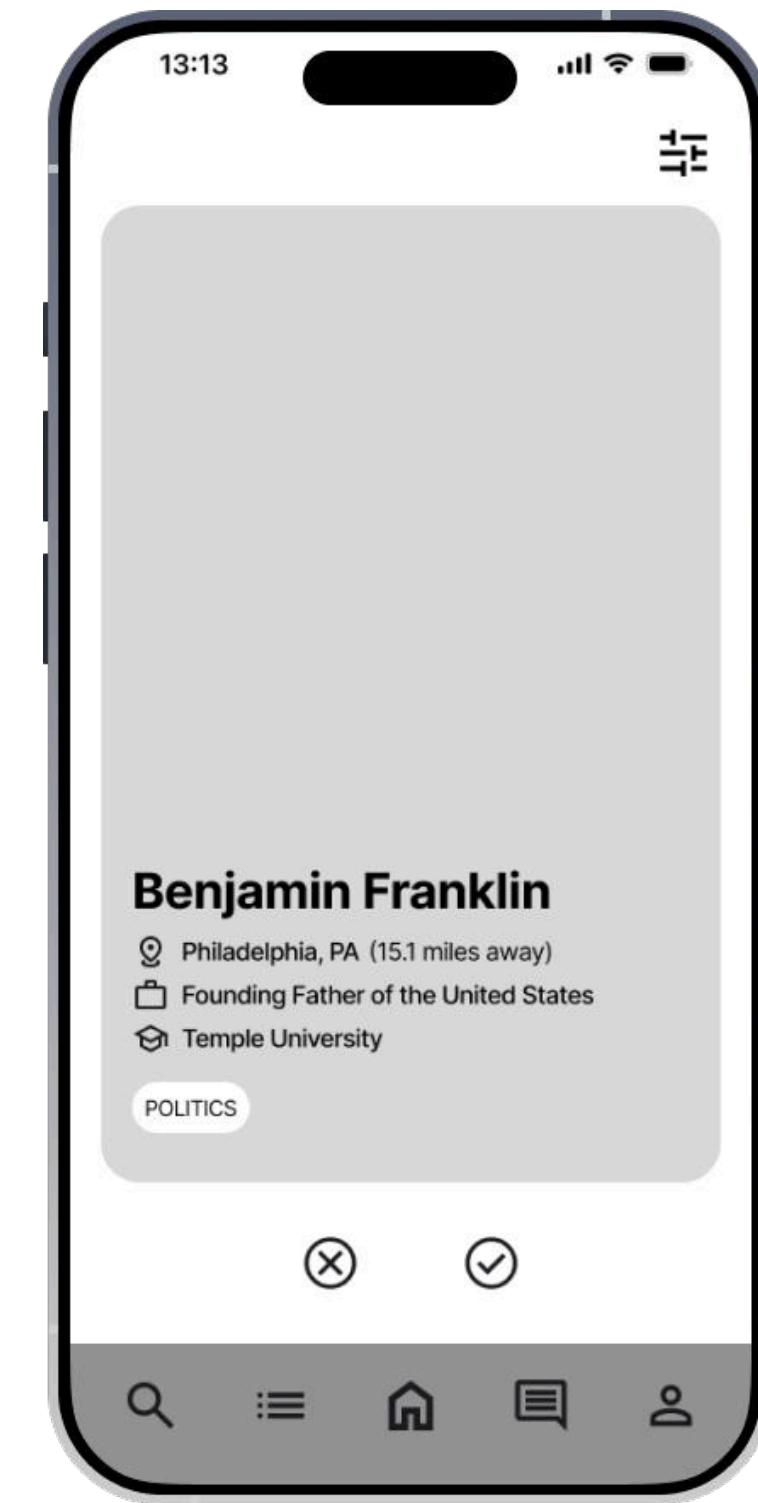
- **Community:** Users can browse and engage in discussions
- **Task Management:** Displays assignments and tracks progress
- **Home:** A personalized feed that highlight potential mentors or partners or both
- **Chat:** Messaging interface that supports seamless communication between users: mentor, mentee, and partners
- **Profile:** User profiles highlight key details such as background and interests.



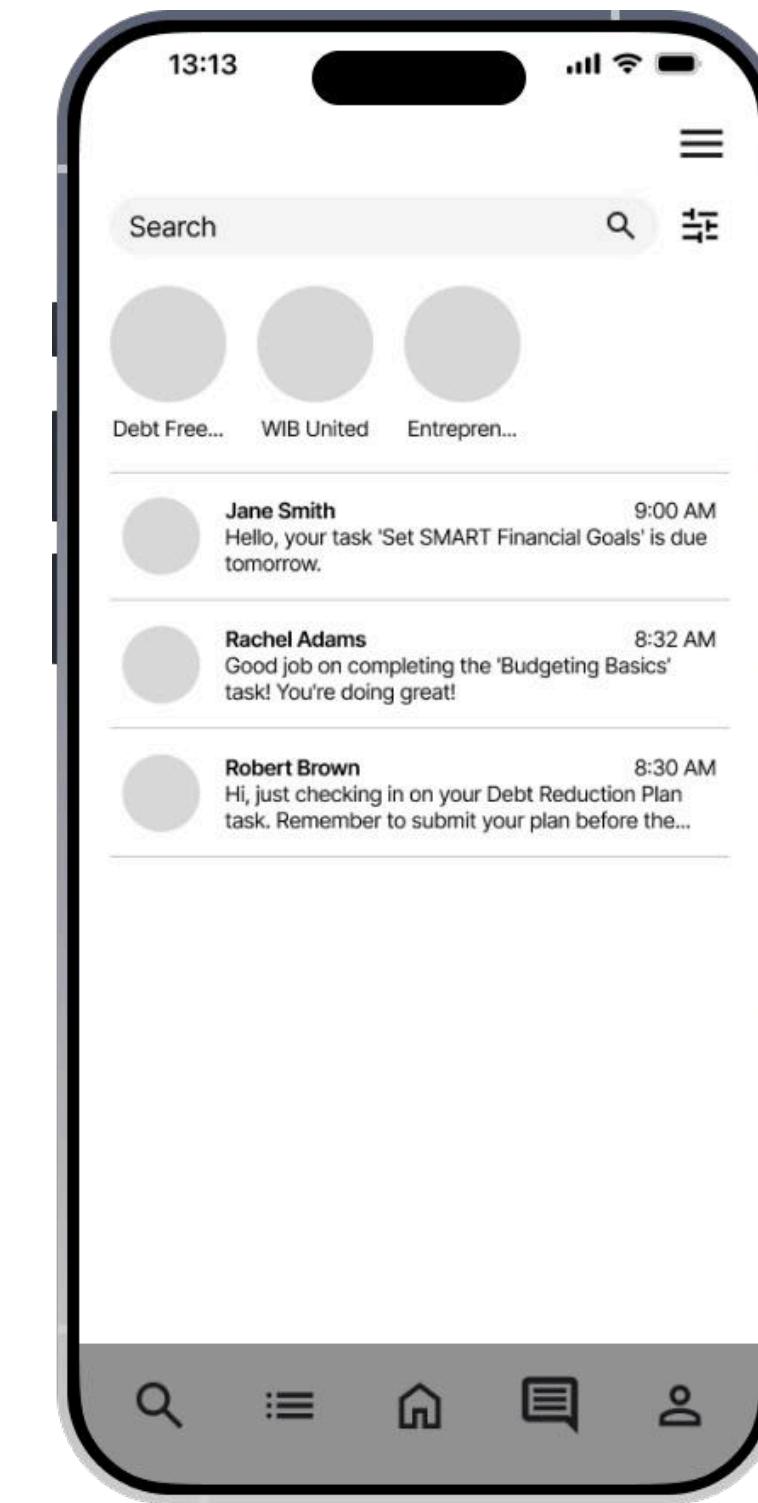
Community



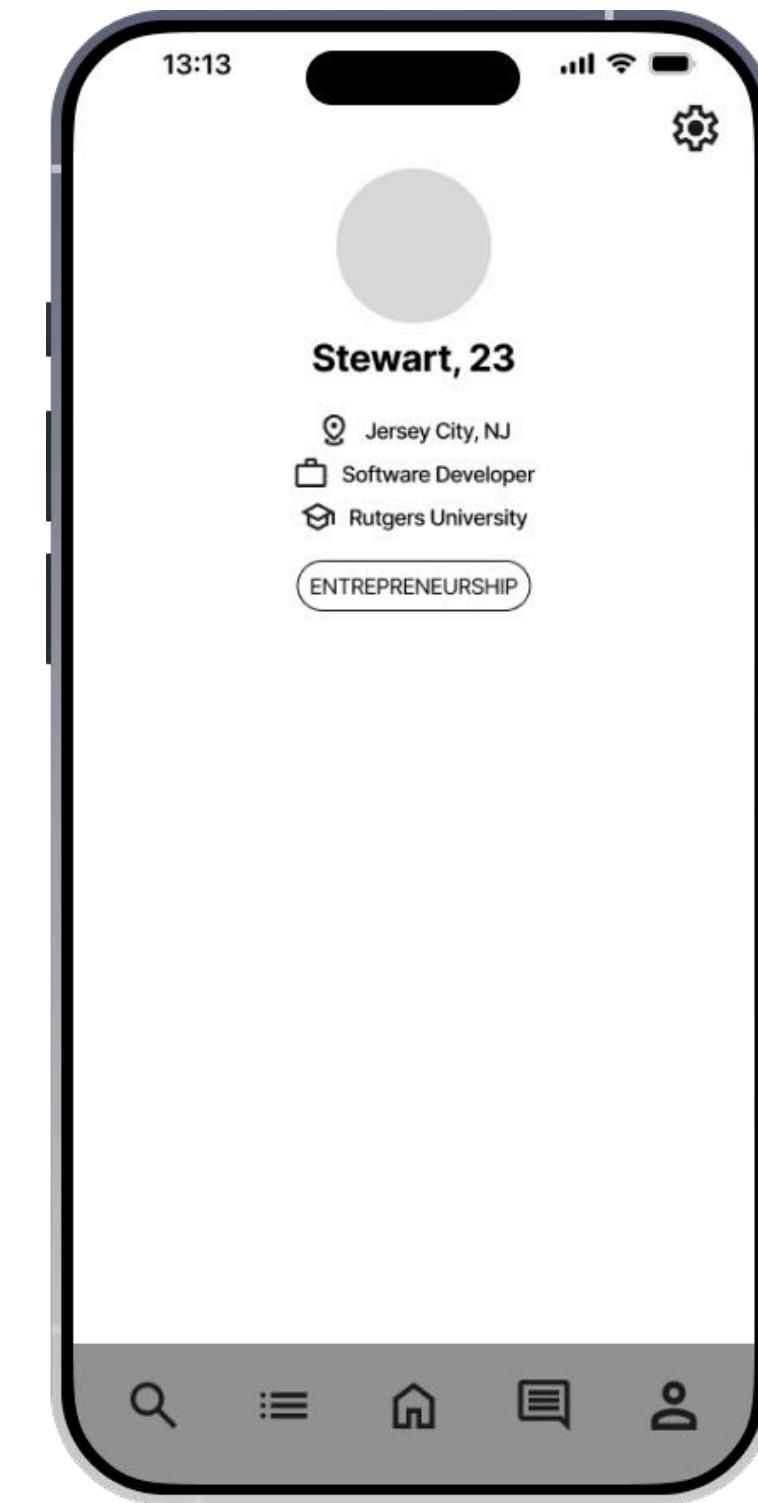
Task



Home



Chat

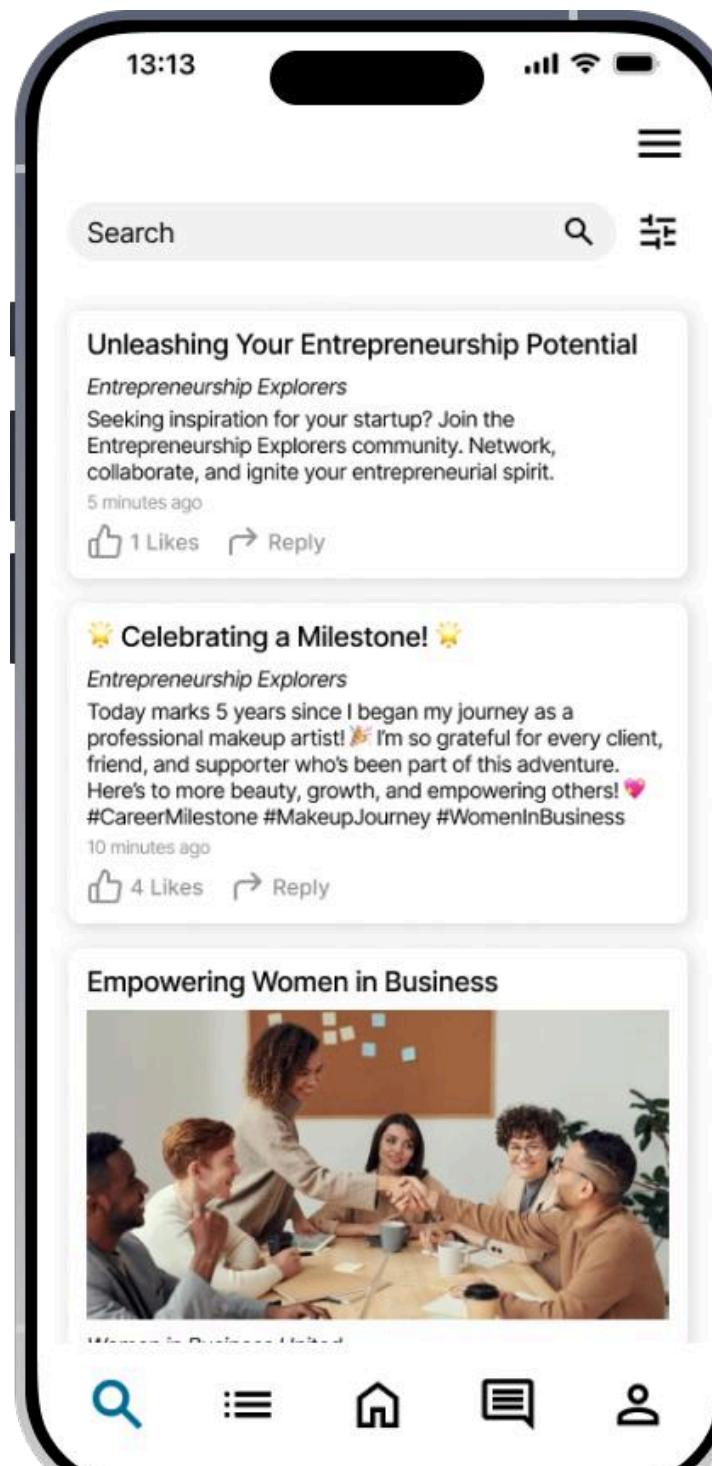


Profile

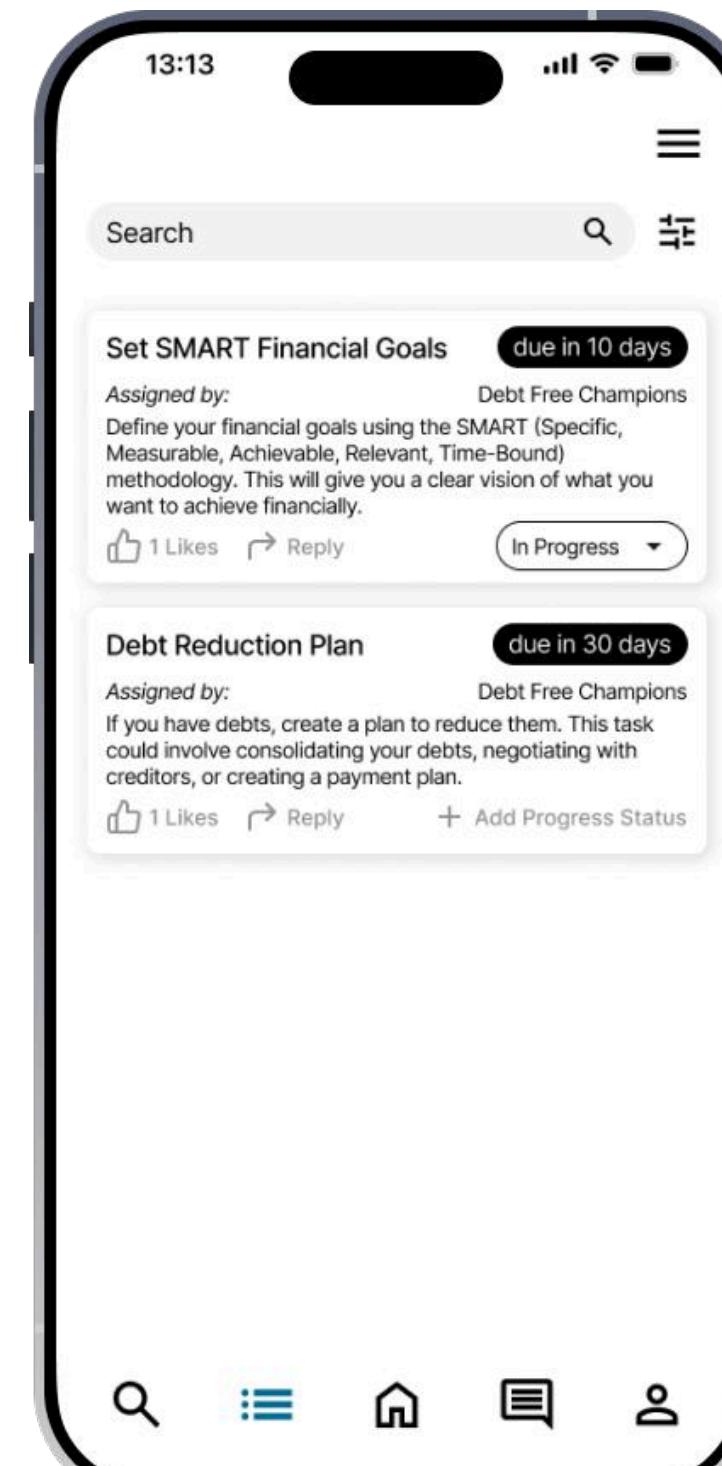
## Hi-Fi Prototypes

The hi-fi screens include:

- **Community:** Enhanced visuals for posts and discussions, including images and clear calls-to-actions to improve engagement
- **Task Management:** Improved goal tracking interface with progress indicators to help users visualize their financial journey
- **Home:** A visually appealing feed showcasing potential connections, complete with profile images, interest tags, and quick-action buttons to connect or pass
- **Chat:** Refined messaging with user avatars
- **Profile:** Improved user profiles with added sections for milestones, interests, and shared activities, creating a more complete view of the individual



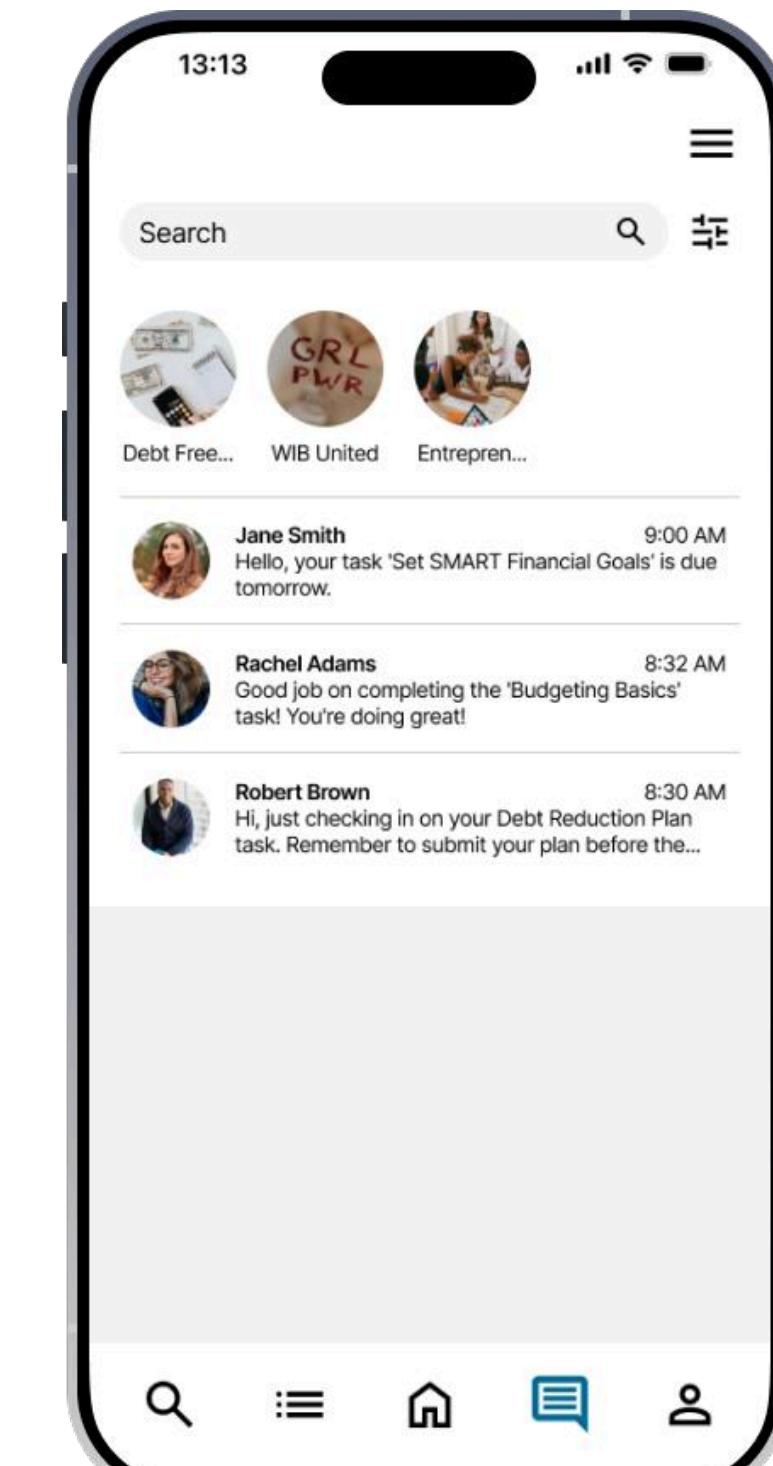
Community



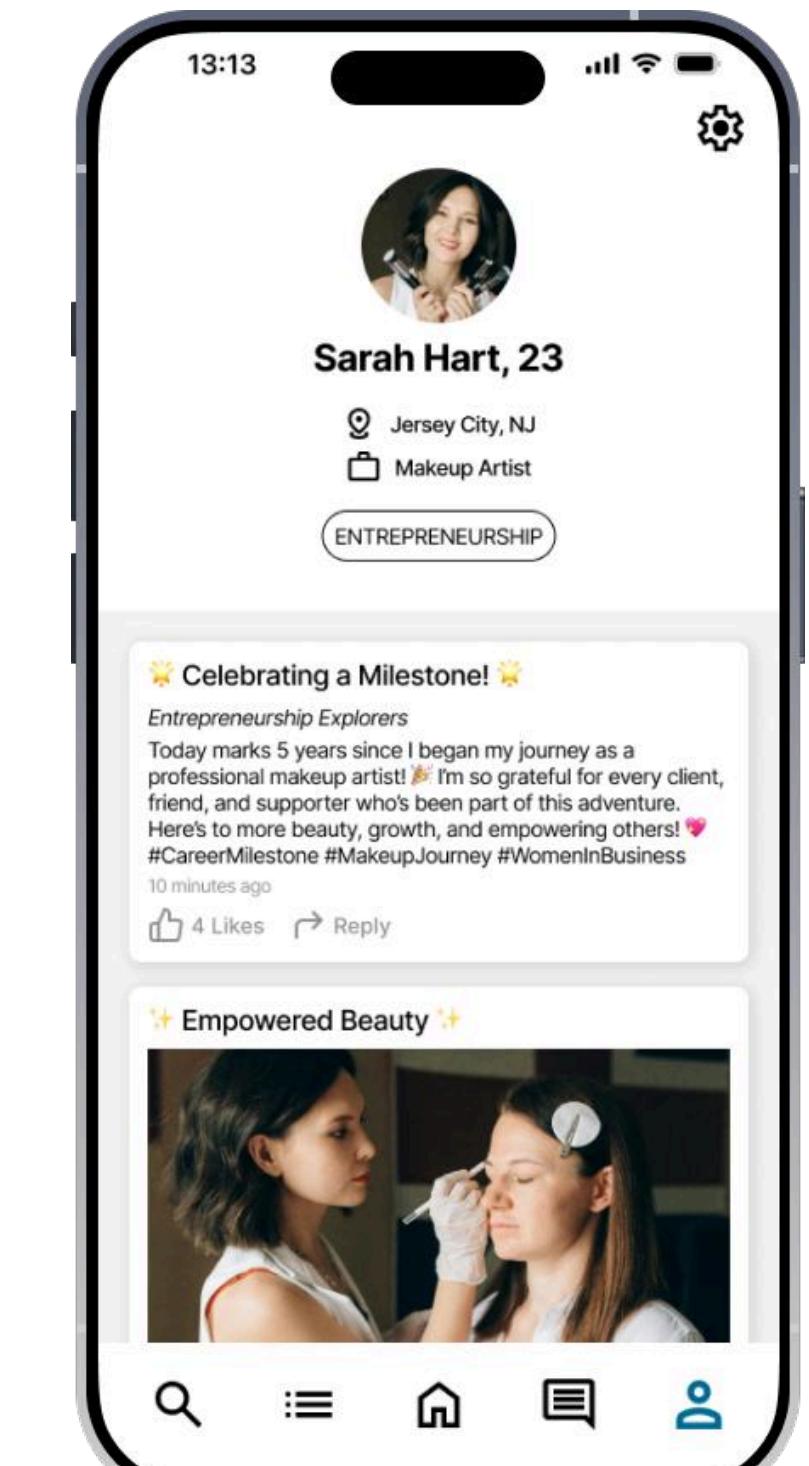
Task



Home



Chat



Profile

# Validation and Conclusion

## 3.1 VALIDATION

Validation testing with five users revealed areas for improvement:

- 1. Role Differentiation:** Users wanted clearer indicators to distinguish between mentor and partner matching. Three out of five users mentioned that they initially found it confusing to understand the role each suggested match would play. To address this, I plan to implement visual cues, such as tags for user profile and upon match, a notification to differentiate these role matches.
- 2. Goal-Tracking Visibility:** Users indicated that goal-tracking features needed to be more visually engaging. To address this, I plan to incorporate badges to mark milestones. This addition will help make the tracking process more intuitive and motivating, as users could now visually monitor their achievements and feel rewarded for their progress.
- 3. Community Prompts and Interaction:** Community prompts needed greater emphasis. Users highlighted that notifications and reminders for community engagement were not prominent, resulting in lower interaction levels. To address this, I plan to redesign the community feed, adding visual highlights for trending topics, upcoming events to boost engagement, and a notification alert, button, and page.

These findings were integral in refining the platform to better serve user needs, ensuring that both mentors and partners could clearly understand their roles and engage effectively.

## 3.2 FUTURE WORK

Looking forward, I plan to focus on enhancing the following areas:

- **Gamification Elements:** To improve user engagement, I will integrate gamification features such as progress badges, goal-based challenges, and rewards. These elements will make goal tracking more interactive and enjoyable, increasing user motivation and long-term retention.
- **Impact Measurement:** I will track success metrics like user engagement rates in community forums, goal completion statistics, and user retention to determine the effectiveness of the new features. This data-driven approach will enable me to refine the platform continuously and ensure it aligns with user needs.

The ultimate focus remains on fostering a supportive community that encourages financial growth, accountability, and meaningful connections. By empowering users to achieve their financial aspirations alongside like-minded partners or mentors, **Goal Getters aims to create a nurturing and dynamic environment where everyone can thrive.**