

Portfolio & Process Book

Wanling Laura Ding

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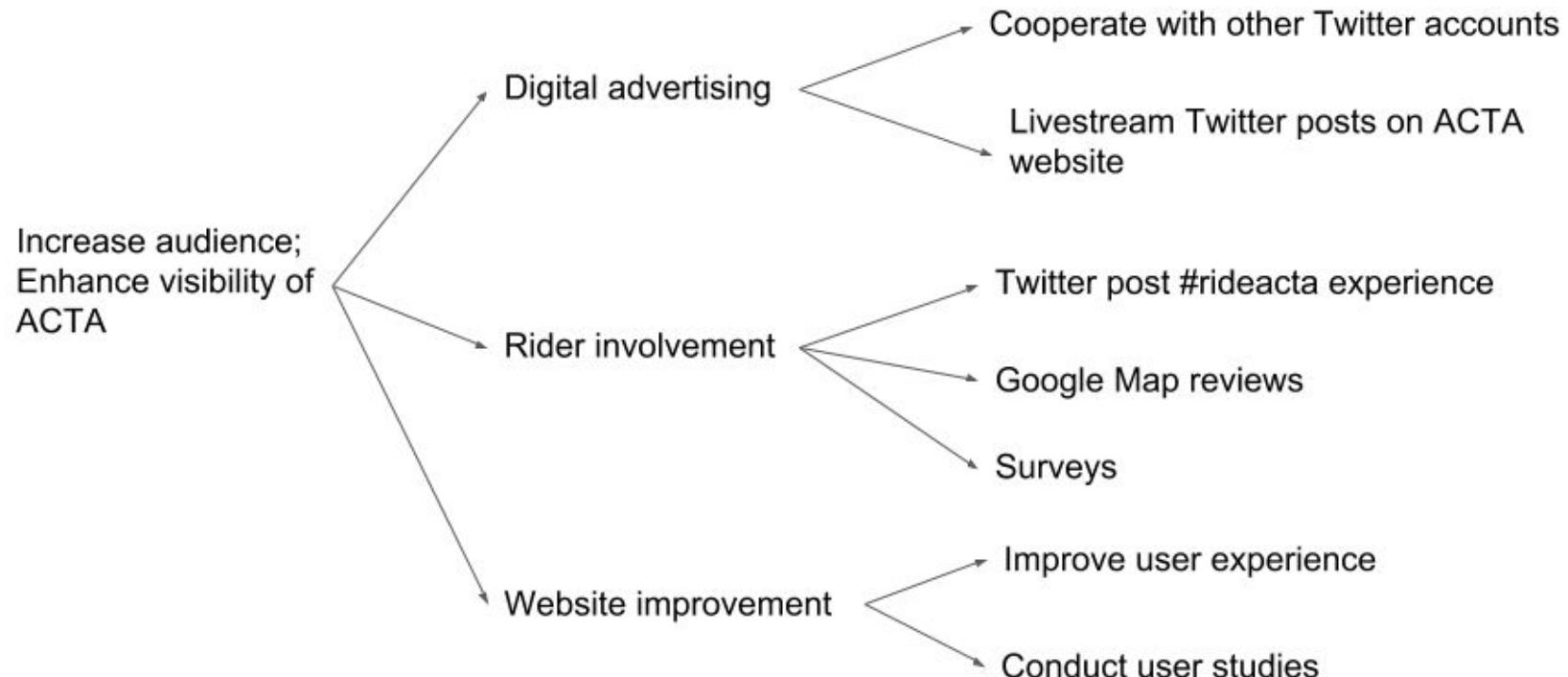
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ACTA Mobile Website Design

Project Overview

This project is for a consulting course. I work as the project manager and designer in the team. The design part is done by me individually. Our client is Airport Corridor Transportation Association (ACTA). They are a non-profit organization that provides shuttle services around the airport area. The shuttle service they provide is called RideACTA. ACTA is currently facing the problems of visibility, public awareness and marketing. To increase awareness of the RideACTA service and help ACTA gain more exposure and ridership, we have decided to use digital means to increase visibility of ACTA. Essentially, we are developing a mobile website that incorporates a list of events that riders could participate in. During their rides, riders could use their phones to participate in the different events and provide feedback. Because we directly work with the client, the client and advisor's inputs weigh a lot in this project.

Project Vision



Background Research

The heart of this project is rider involvement. From our research, we find that ACTA has a Twitter account but it has very few followers. One of the board of directors in ACTA is a manager of Pittsburgh Port Authority's Twitter account which has many followers. Therefore, we decide to host giveaways on ACTA's Twitter account and ask other popular Twitter accounts to advertise for us. Another problem is that the Google Maps rating of ACTA is very low. However, only a few people left reviews so we see lots of space for improving. Therefore, we encourage riders to leave reviews on Google Maps by offering them a free ride in return. Moreover, ACTA wants to get feedback from the riders, but in the past years they did the surveys on paper. We have included the survey part in our website design to make it digital and easier to manage.

User Research

From ACTA's description, the typical riders of their service are in their twenties and have low-paying jobs around the airport area. We have interviewed 6 potential users (in their twenties, uses public transportation, does not have a lot of money to spend). From our interview, we find that users are more willing to participate in a giveaway if the chance of winning is high. It is a little surprising that users weigh chance of winning more than value of gifts. Moreover, when presented with a QR code and a short link, users prefer to use QR code because it is quicker. However, because QR code is not prevalent in the US, we need to provide instructions on how to scan it. We also need to provide a short link as an alternative.

User Stories

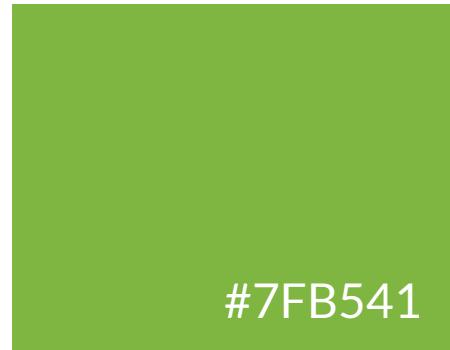
Priority Level	As a(n)...	...I want to...	...so that I can...
Essential	Rider	Post my experience with RideACTA on social media	Let my friends know of this service
Essential	Rider	Write reviews about my experience with RideACTA	Let other people know how I think of this service
Essential	Administrator	To learn about the riders' opinions about RideACTA	Provide better service to suit their needs
Essential	Administrator	Reach more potential riders of RideACTA	Market to them and increase our user base

Style Guide

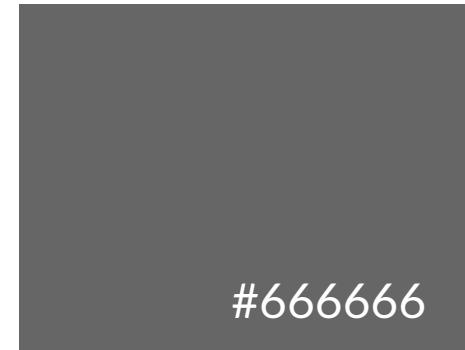
Because the client has a website (actapgh.org) and they want us to incorporate our mobile website into their current one, the design of the mobile website needs to conform to their website. Therefore, I used their color scheme and fonts directly.



#FD7300



#7FB541



#666666

Heading: Kulturista

Body: Nimbus Sans

Color: #333333

Screen Designs

First Iteration

The website mainly has four pages: Home, Free Ride (for Google Maps review), Giveaways (for Twitter), and Survey. Because of the limited space, only some parts of the design are shown.

 About ACTA Contact Us

acta airport corridor transportation association

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Hi,

Thank you for being a valued customer of RideACTA. Since ACTA was first established, we have been aiming to provide convenient and affordable transportation in Robinson Township. We are still a growing organization, and we will appreciate your help in spreading the word for us. As an appreciation for your time and participation, we have prepared some gifts for you. See below for different options to participate and win gifts. We would love to hear from you!

Monthly Giveaways



We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience...

Free Ride



How about a ride on us? Sounds good? All you have to do is to leave a review on...

 About ACTA Contact Us

acta airport corridor transportation association

Free Ride

How about a ride on us? Sounds good? All you have to do is to leave a review on Google Maps and get a free ticket sent to your email address. Next time, just show the driver your free ticket and enjoy your ride! See how to participate below.

Note: As per Google's policy, each account can only review the same service once, so this offer is only valid to your first time review.

1

Click here to open Google Maps and leave your review. Remember to take a screenshot when you are done.

2

Click here to enter your email address and upload a screenshot of your review for confirmation.

 About ACTA Contact Us

acta airport corridor transportation association

Monthly Giveaways

We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month. Prizes may change every month, so keep tuned!

Current prize is: **\$20 Amazon Gift Card**.

Winner will be announced on: **April 1st, 2019**.

Sounds interesting? See how you can participate below!



Click here to open Twitter and write your post! Don't forget to use #rideacta in your post and follow @actapgh.



And you are done! Isn't that easy? Keep an eye for the winner announcement on @actapgh. Thank you for your participation!

 About ACTA Contact Us

acta airport corridor transportation association

Some parts of Home, Free Ride, and Giveaways

Screen Designs

Second Iteration

Our advisor provided feedback for the first design. He mentioned that the step numbers were too prominent and created unnecessary noise in the page. He also suggested to move the texts to the bottom or the middle. Therefore, I created some different home screen designs for the client to choose from.

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

Different home screen design for client to choose from

 About ACTA Contact Us

acta airport corridor transportation association

Free Ride

How about a ride on us? Sounds good? All you have to do is to leave a review on Google Maps and get a free ticket sent to your email address. Next time, just show the driver your free ticket and enjoy your ride! See how to participate below.

Note: As per Google's policy, each account can only review the same service once, so this offer is only valid to your first time review.



[Open Google Maps](#)



Leave a review and take a screenshot.

 About ACTA Contact Us

acta airport corridor transportation association

Giveaways

We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month.



[Open Twitter](#)



Follow @actapgh and post using #rideacta

 About ACTA Contact Us

acta airport corridor transportation association

Take a Survey

We are striving to provide best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is for us to improve our service. Therefore, it is completely anonymous and we appreciate your honest feedback.

[Access the survey here](#)

Screen Designs

Third Iteration

During our meeting, the client described the elements of their ideal design: texts on the top, color blocks, and gray background. Because our advisor preferred texts in the middle, we decided to do a user testing. Moreover, in this iteration, more detailed steps for each event are provided.



ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

ACTA aims to provide convenient and affordable transportation in the Airport Corridor. We appreciate your feedback and are offering some free gifts as a reward. We look forward to hearing from you!



Free Ride

Write a review on Google Maps to get a free ride.



Giveaways

Post on Twitter to get a



ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.



Help ACTA

ACTA aims to provide convenient and affordable transportation in the Airport Corridor. We appreciate your feedback and are offering some free gifts as a reward. We look forward to hearing from you!



Giveaways

Post on Twitter to get a giveaway.



Giveaways

We host giveaways on Twitter every month. **Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta** to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month. Prizes may change every month, so stay tuned!

This month's prize is: **\$20 Amazon Gift Card.**

Winner will be announced on: **April 1st, 2019.**

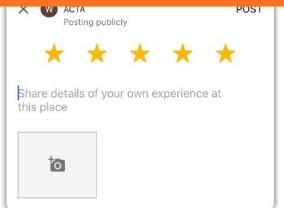
Sounds interesting? See how you can participate below!

Step 1:

Open Twitter



Free Ride



Step 4: Fill in your information and a ticket will be sent to your inbox in 24 hours

abc@example.com

IMG_8300.jpg

Submit



Some parts of Home, Giveaways, and Free Ride

Screen Designs

Fourth Iteration

In this iteration, I mainly changed the steps of the Free Ride page. Originally, users needed to take a screenshot of their review and upload to our website. This might be troublesome so we decided to ask them to enter their name on Google.

ACTA
airport corridor transportation association

Free Ride

How about a ride on us? Sounds good? All you have to do is to **leave a review on Google Maps**. We'll send you a **free ride ticket to your email address**. Just show the driver your free ticket and enjoy your next ride on us! See how to participate below.

Step 1: Open Google Maps

Step 2: Go to ACTA's page

ACTA
2.2 ★★★★ (5)
Non-Profit Organization · 31 min
Open · Closes 17:00

+ Follow

OVERVIEW REVIEWS PHOTOS

DIRECTIONS START CALL SAVE

2 Robinson Plaza #420, Pittsburgh, PA 15205

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Free Ride

(Please enter the email address you wish to receive the ticket. Each user can only enter one email address)

John Doe

(Please enter your Google Maps on-screen name that you used for the review)

Submitted!

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

Submit

ride ACTA

ACTA
airport corridor transportation association

Take a Survey

We are striving to provide the best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is to **help us improve our service**. It is **completely anonymous** and we appreciate your honest feedback.

Access the survey here

ride ACTA

Some parts of Free Ride and Survey

First User Testing Overview

6 users participated in the user testing. We asked users to complete four tasks:

- Choose a home screen design (one with texts on the top, the other with texts in the middle)
- Leave a review on Google Maps to get a free ride
- Participate in a Twitter giveaway
- Take the survey

We also specifically asked them to tell us what was the first thing they saw on each screen.

First User Testing Results

Home: 4 users preferred texts on the top because they liked that all buttons were together. The gray color was not prominent enough.

Free Ride: Google name was confusing and we needed a way to better explain it. It does not have an official term. Users would like fewer steps because they did not want to go back and forth between tabs. Some buttons did not look clickable.

Giveaways: Users wanted to access ACTA's Twitter page directly when they clicked "Open Twitter". Users also wanted a way to go back to home page.

Survey: One user suggested we could put surveys in the end of Free Ride and Giveaways pages to make more people participate.

Screen Designs

Fifth Iteration

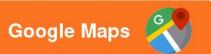
Based on the feedback from user testing, I changed the styles of the buttons. I also added a navigation bar at the top so that users could navigate to other pages freely.

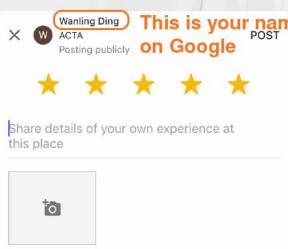
acta
pgh
airport corridor transportation association

Free Ride

Home | Free Ride | Giveaways | Survey

How about a ride on us? Sounds good? All you have to do is to leave a review on Google Maps. We'll send you a free ride ticket to your email address. Just show the driver your free ticket and enjoy your next ride on us! See how to participate below.

Step 1: Open  and leave a review.



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pgh
airport corridor transportation association

Giveaways

Home | Free Ride | Giveaways | Survey

We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month. Prizes may change every month, so stay tuned!

This month's prize is: \$20 Amazon Gift Card. Winner will be announced on: April 1st, 2019. Sounds interesting? See how you can participate below!

Step 1: Open  and follow @actapgh.



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Survey

Home | Free Ride | Giveaways | Survey

We are striving to provide the best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is to help us improve our service. It is completely anonymous and we appreciate your honest feedback.



ride  acta
pgh
airport corridor transportation association

Some parts of Free Ride, Giveaways, and Survey

Screen Designs

Sixth Iteration

Because the users mentioned that the gray button on the home screen was not prominent enough, I provided some home screen designs with different colors for the client to choose from.



Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ride acta

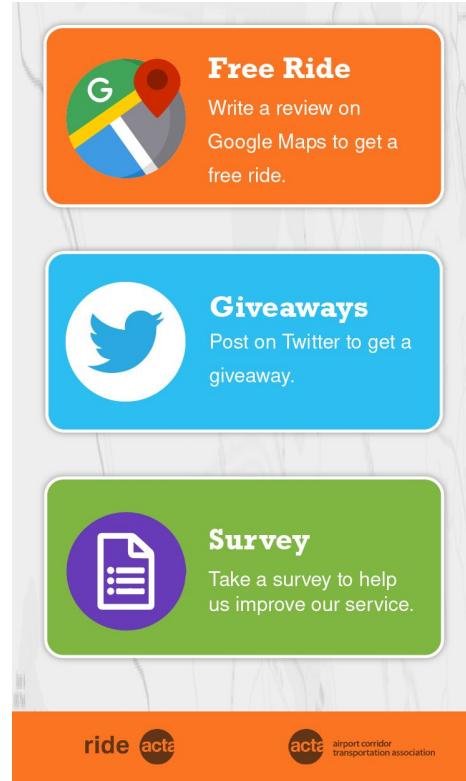


Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ride acta



Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ride acta

Different home screen design for client to choose from

Screen Designs

Seventh Iteration

The client chose the last design, with the Giveaways button being blue. Although our advisor did not like that one, we decided to prioritize the client's needs. I also added a contextual sensitive help button in the form in Free Ride page, to help explain what “name on Google” is.

Sound interesting? See how you can participate below! (Both steps need to be completed)

Step 1: Follow @actaphg 



Step 2: Post using #rideacta 



Please take a [5 minute survey](#) and let us know how we are doing!

Note: Winners will be contacted through Twitter. Prizes will be mailed so winners will need to provide a mailing address to receive the prize.



Step 1: Leave a review 

Step 2: Fill in the following information and a voucher will be sent to your inbox in 24 hours.

John Doe This is your name ACTA Posting publicly on Google

Share details of your own experience at this place

Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.



Step 1: Leave a review 

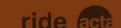
Step 2: Fill in the following information and a voucher will be sent to your inbox in 24 hours.

John Doe This is your name ACTA Posting publicly on Google

Share details of your own experience at this place

Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.



Some parts of Giveaways and Free Ride

Screen Designs

Eighth Iteration

In this iteration, I removed all the screenshots on the page and made them contextual sensitive help, in order to make the pages cleaner and more concise. I also changed the style of the navigation bar because our advisor said it was not prominent. Another major change is to remove the header of each page because the tab of the navigation bar already indicates the current page.

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Home Free Ride Giveaways Survey

How about a ride on us? Sounds good? All you have to do is to [leave a review on Google Maps](#) and we'll send you a [free ride voucher to your email address](#). Just show the driver your voucher and enjoy your next ride on us! See how to participate below. (Both steps need to be completed)

Step 1: [Leave a review ↗](#)

Step 2: Fill in the following information and a voucher will be sent to your inbox in 24 hours.

Enter your email address...
Enter your name on Google...
Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

ride acta **acta** airport corridor transportation association

acta airport corridor transportation association

Home Free Ride Giveaways Survey

How about a ride on us? Sounds good? All you have to do is to [leave a review on Google Maps](#) and we'll send you a [free ride voucher to your email address](#). Just show the driver your voucher and enjoy your next ride on us! See how to participate below. (Both steps need to be completed)

Step 1: [Leave a review ↗](#)

Step 2:

This is your name
Posting publicly on Google
★ ★ ★ ★ ★
Share details of your own experience at this place
Enter your name on Google...
Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

ride acta **acta** airport corridor transportation association

acta airport corridor transportation association

Home Free Ride Giveaways Survey

We have giveaways on Twitter every month. [Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta](#) to enter our drawing! It's as easy as that. Winners are announced on @actapgh on the 1st of each month. Prizes may change every month, so stay tuned!

This month's prize is: [\\$20 Connect Card](#).

Winner will be announced on Twitter!
Sound in the comments below! (E.g. User [#rideacta](#))
[Tweet](#)

Step 1:

Step 2: [Post with #rideacta ↗](#)

Please take a [1 minute survey](#) and let us know how we are doing!

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

ride acta **acta** airport corridor transportation association

acta airport corridor transportation association

Home Free Ride Giveaways Survey

We are striving to provide the best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is to [help us improve rideACTA](#). It is [completely anonymous](#) and we appreciate your honest feedback.

[Access the survey ↗](#)

ride acta **acta** airport corridor transportation association

Second User Testing Overview

The client liked the idea of having four tabs (Home, Free Ride, Giveaways, Surveys) in the navigation bar. However, our advisor preferred to have only three tabs (exclude Home) and use the header as a button to back to home page. Therefore, we decide to conduct user testing. We have already created a mobile website with three tabs. We used the clickable prototype and the mobile website for user testing.

6 users participated in the user testing. We asked users to complete five tasks:

- Choose a navigation design
- Scan the QR code or use the short url to go to the website.
- Leave a review on Google Maps to get a free ride
- Participate in a Twitter giveaway
- Take the survey

Second User Testing Results

3 users preferred the four-tab navigation design and 3 users preferred the three-tab navigation design.

3 users mentioned they did not like the “Back to feedback home” header in the website with the three-tab navigation design because it was too prominent.

Overall users did not have problems completing the tasks.

Screen Designs

Final Iteration

We discussed the user testing results with our advisor. Because the result is about even split, our advisor suggested that we do the three-tab navigation design, and our client agreed to that. We changed the header to “Back to Feedback Home” to make it clear that it is clickable and leads to homepage.

Final Demo

Poster Designs

ACTA needs your help!

How to scan QR code:

iPhone users: Open Camera and scan QR code directly

Android users: You will need a QR code scanner (QR Code Reader is a free one on Play Store).



Help ACTA spread the word and receive a free gift from us. Free rides? Giveaways? Your name it! All you need to do is write a review or post a tweet! Participate now by scanning the QR code or go to the link:
lead.me/acta

Client has chosen this design

ACTA needs your help!

Help ACTA spread the word and receive a free gift from us.

Free rides? Giveaways? You name it!

All you need to do is write a review or post a tweet! Participate now by scanning the QR code or go to the link: I.lead.me/acta



How to scan QR code:

iPhone users: Open Camera and scan QR code directly

Android users: You will need a QR code scanner (QR Code Reader is a free one on Play Store). If you don't want to download, just go to the link: I.lead.me/acta

ACTA needs your help!

Help ACTA spread the word and receive a free gift from us.

Free rides? Giveaways? You name it!

All you need to do is write a review or post a tweet! Participate now by scanning the QR code or go to the link: I.lead.me/acta



How to scan QR code:

iPhone users: Open Camera and scan QR code directly

Android users: You will need a QR code scanner (QR Code Reader is a free one on Play Store). If you don't want to download, just go to the link: I.lead.me/acta

Other designs (second one is a black and white version for printing purposes)

Ensemble Mobile App Design

Project Overview

This is a team project. The goal of this project is to design a mobile app that helps make event planning easier and more efficient. We decide on making an Android app because Android phones have built-in back buttons. This process book shows the screens that I have independently worked on.

Research

Every year, event organizers plan and execute thousands of events of various types and sizes. From our research, we find that communication and accountability between organisations is a major issue for event organizers. Although events often benefit from collaboration between multiple organisations, many event organisers experience issues with communication. In addition, we also notice that collaborators frequently miss important deadlines. When these issues occur, event organisers need to spend extra time and effort to make sure the event runs smoothly. Overall, miscommunications and missed deadlines reduce event quality and increase stress levels for the entire team.

Persona



Billy Johnson

Billy Johnson is a junior at CMU. He's been a member of the Ballroom Dance Team (CMUBDT) since his freshman year, and is now the president. He spends several hours a week dancing and planning the biggest event of the year, the annual ball. This ball is very important to CMUBDT, and therefore to Billy. The ball requires a full year of planning, so Billy needs to keep all his tasks organised. One of his most important tasks is to find another organisation to collaborate on the ball. He also needs to communicate effectively with all the different organisations involved in the event, and he's worried that other people, especially members of other organisations, might forget about the things they need to do in order for the ball to be successful. He hopes that the ball will increase the visibility of CMUBDT and will attract new members to the team.

Persona



Johanna Doe

Johanna Doe is a Board Member of USA Dance Pittsburgh. She's been involved in planning the CMUBDT ball in the past and thinks it's a good opportunity to advertise to the greater Pittsburgh dance community. She wants to showcase the skills of dancers in the area and find interesting collaborators for events. However, she sometimes works on several events at the same time and, while she needs to be involved in all the events, she finds it difficult to keep track of the tasks she needs to complete for each event. She sometimes confuses tasks and loses track of deadlines.

Scenario

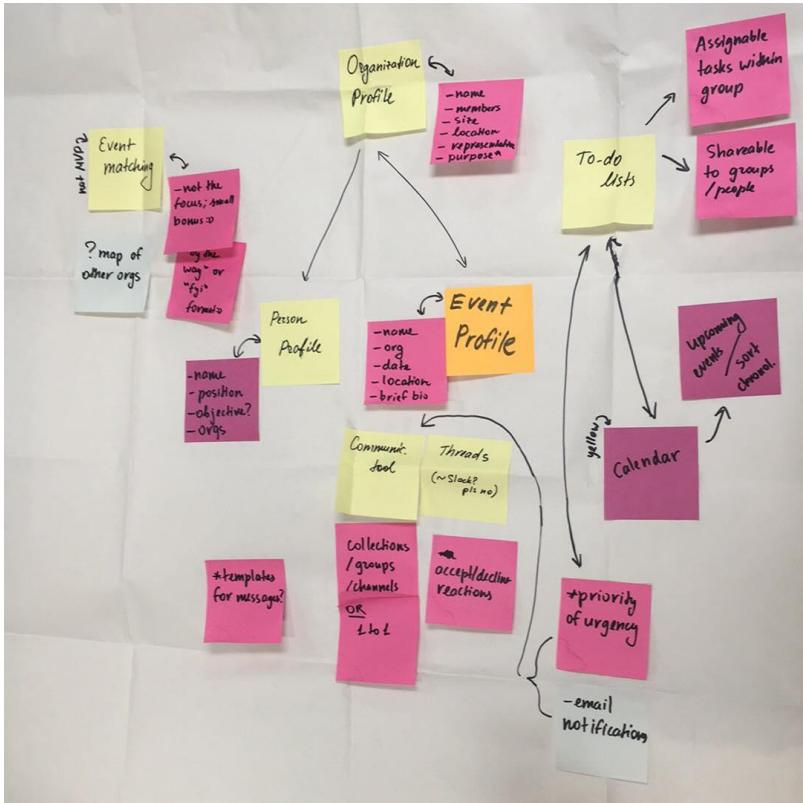
This scenario reflects some of the common issues of a member of the JFC, which provides funding for event-hosting organisation at CMU.

Eric is a board member of CMU JFC Funding Committee. He is in charge of monitoring the clubs and activities in CMU as well as providing funding allocations. Because he receives lots of requests from different organizations, he needs to identify the events that would bring interest to CMU community and efficiently distribute the funding to the events.

He spends lots of time communicating with the leaders of different organizations and researching the events they hold, which is really stressful for him. Since funding is very important to both those organizations that hold events and also JFC Funding Committee, he is very cautious in making the decisions and has to think and discuss with his group a lot before allocating the funding.

Our “Ensemble” app will help Eric get to know the organizations and events, as well as make funding allocations in an efficient way. It will not only allow him to see the details of the upcoming events, but also have a feature to display the similar past events for his record. It will also provide him with a better way to communicate with the event planners, select events that will get the funding, and distribute the funding to the organizations.

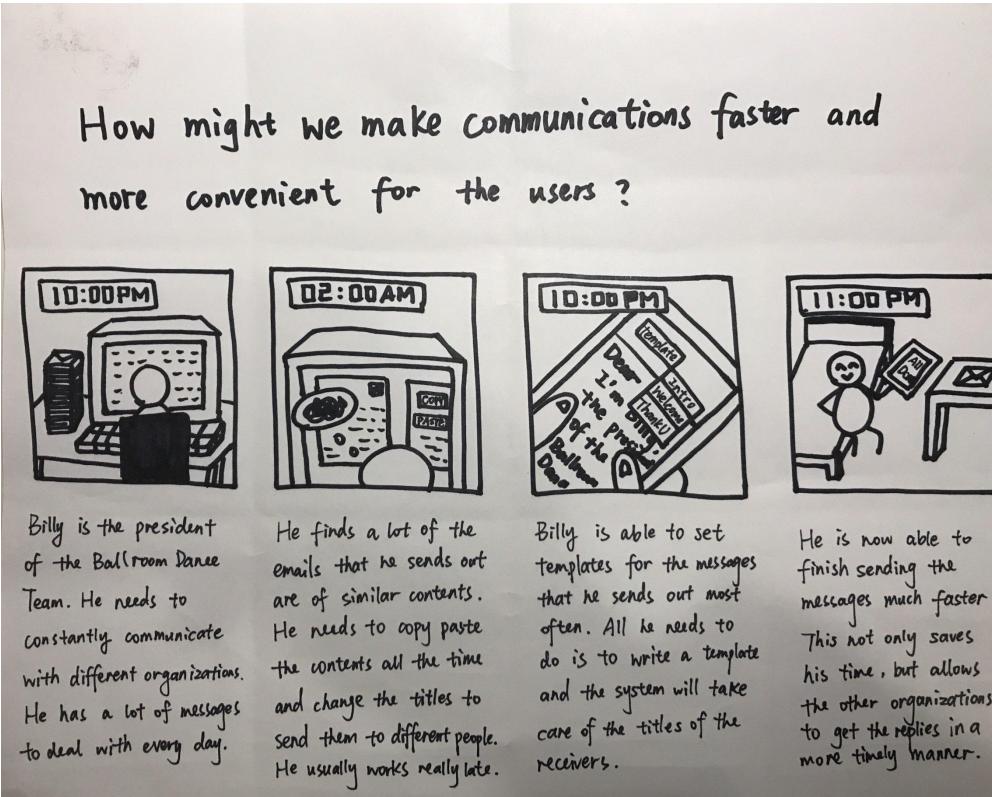
Brainstorming



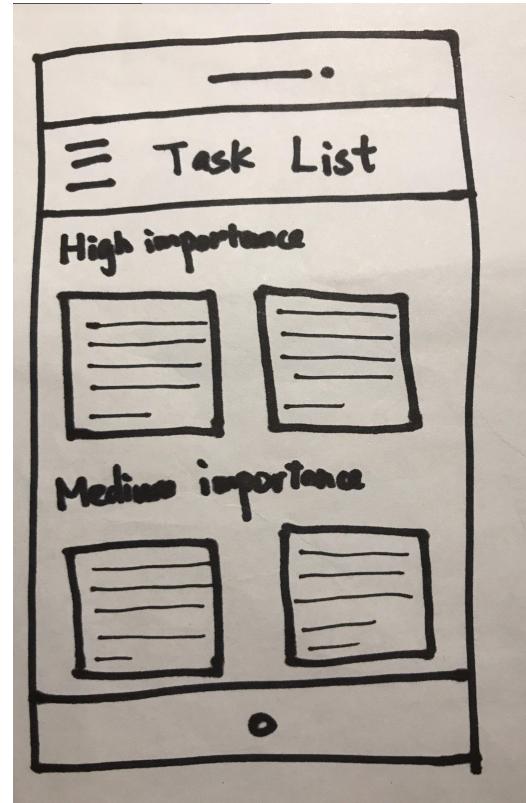
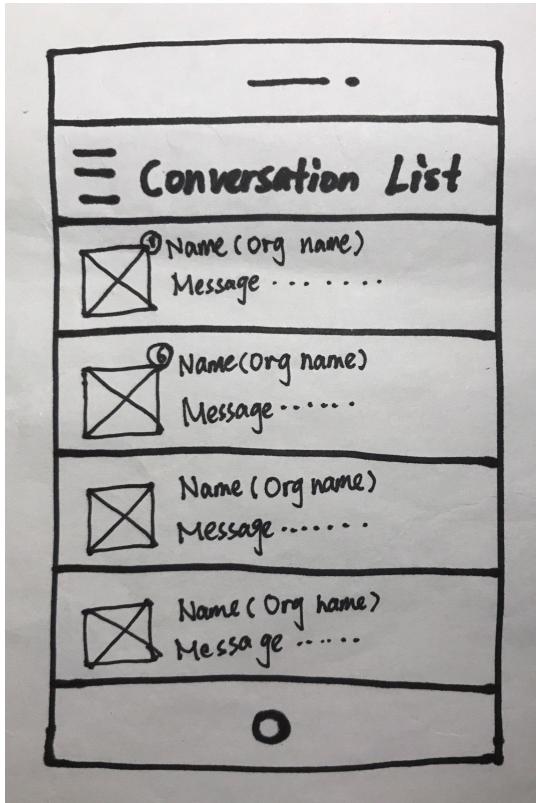
Through the process of brainstorming, our team focused on creating the app that would provide value. We have decided to focus on the communication aspect of the application, as it seemed to be one of the biggest problems mentioned in the research packet.

Our team focused on coming up with the features that would be helpful for co-hosting event platform, such as to-do lists, calendar, templates, and so on. We have decided that the unique combination of all of the features was what defined the value and uniqueness of our app.

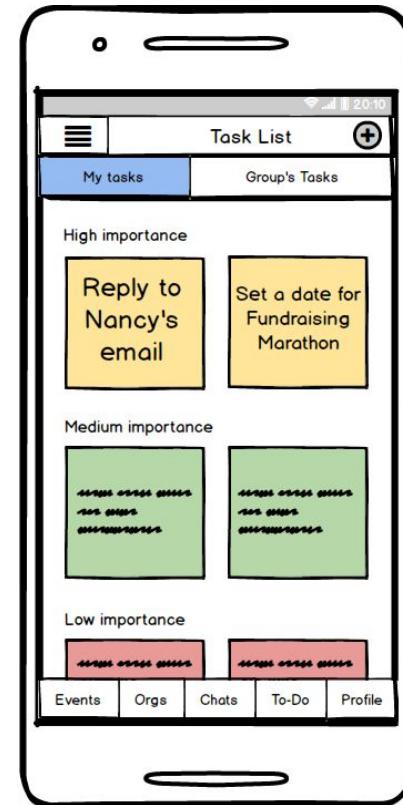
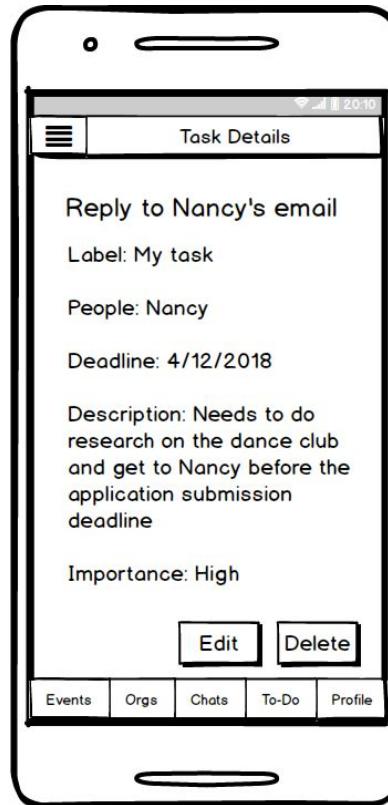
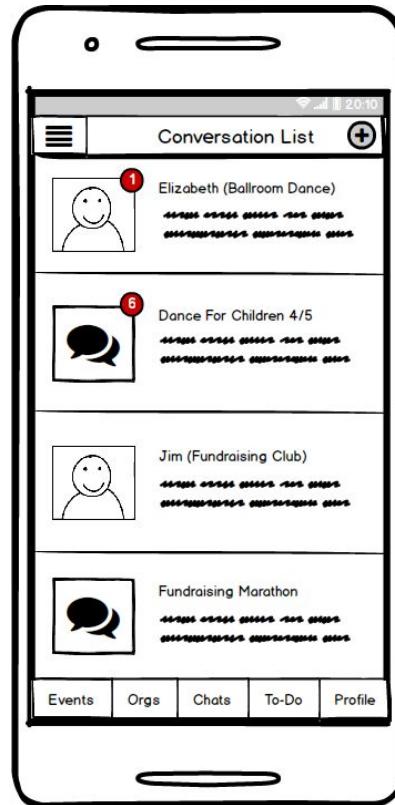
Storyboard



Wireframes



Wireframe Prototype for User Testing



User Testing Overview

During user testing for our application, we asked users to complete four scenarios:

- Creating a new event
- Creating a task in a conversation
- Viewing the members of an organization
- Creating a task for themselves

Four users participated in the testing; all four users provided feedback on the first three tasks, and three out of the four users provided feedback on the fourth task.

The only task related to my wireframes is “creating a task for themselves”.

User Testing Results

None of the users had any issues creating a task for themselves. One user suggested a “cancel” button to this page, but all users found this process to be straightforward overall.

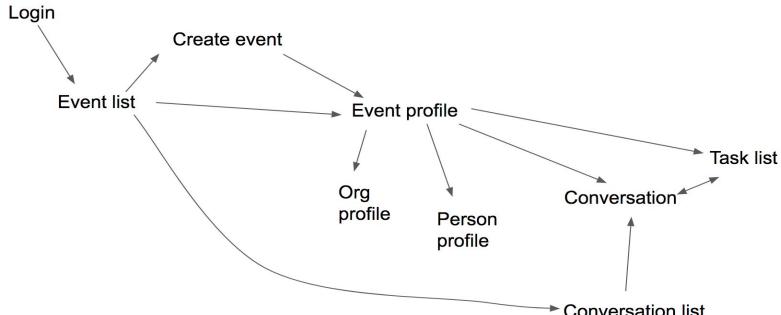
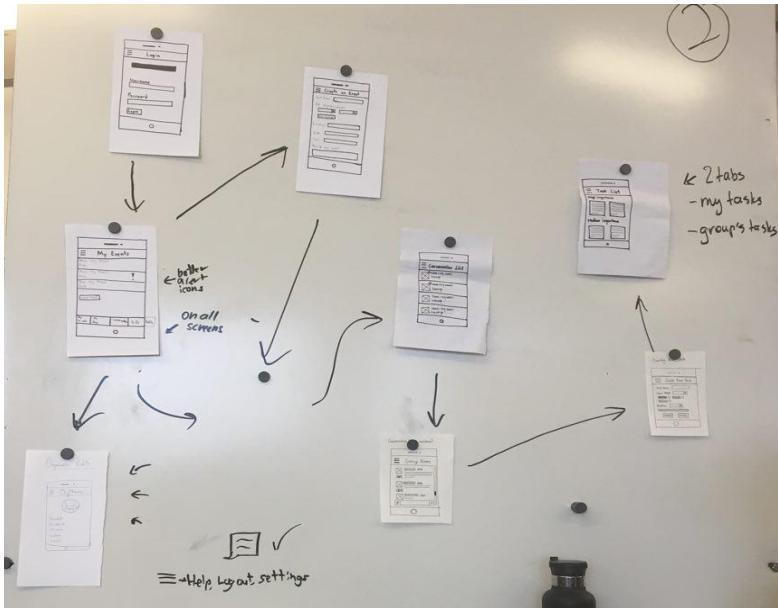
Users had some problems with the other tasks, but since they were not related to my wireframes, they would not be addressed here.

General Feedback

The users felt that the app was convenient for the intended audience and provided value. They really liked the idea of having “to-do” lists incorporated within the app, as well as ability to search for members of organization, thus making connection and communication easier. They had a couple minor suggestions, which we will use in future iterations. Some users also suggested adding a “back” button to the app. However, this issue will be reduced in the final app; Android phones have a “back” button included, which can be used instead of an internal button. Therefore, this will likely not be an issue.

Navigation Map

This is a rough navigation map our team has created, with arrows directing the sequence of actions that users can take.



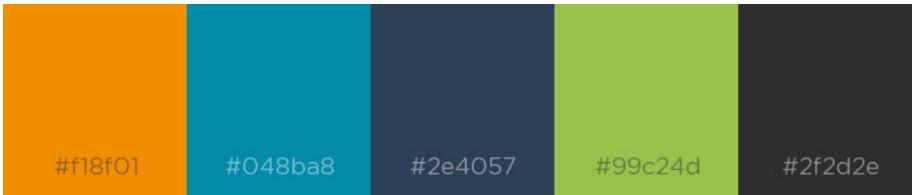
Mood Board



Casual
Energetic
Start-up Mood

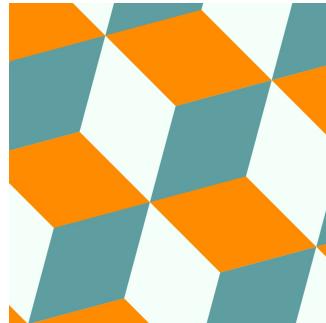
Style Guide

Sample Colours



Background: #f0f0f0

Sample Patterns



HEADING 1

HEADING 2

HEADING 3

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

01/01/2010

Description of the task assigned

Event name

01/01/2010

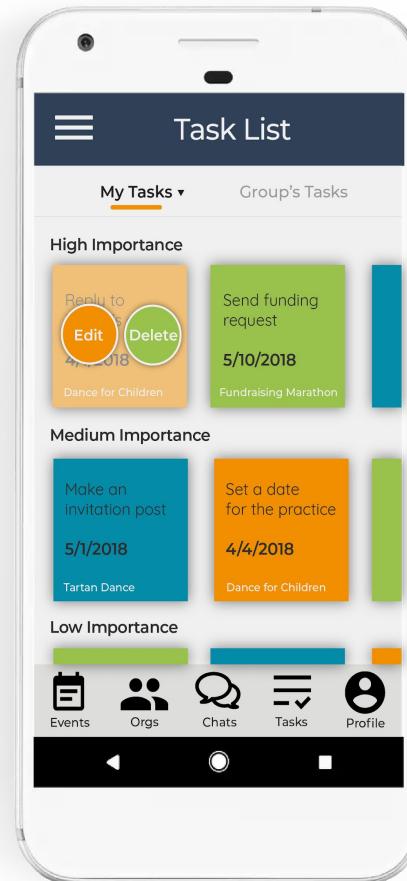
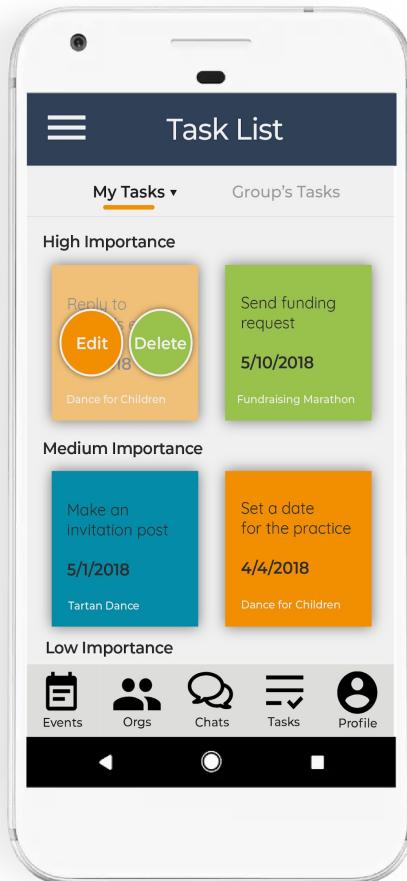
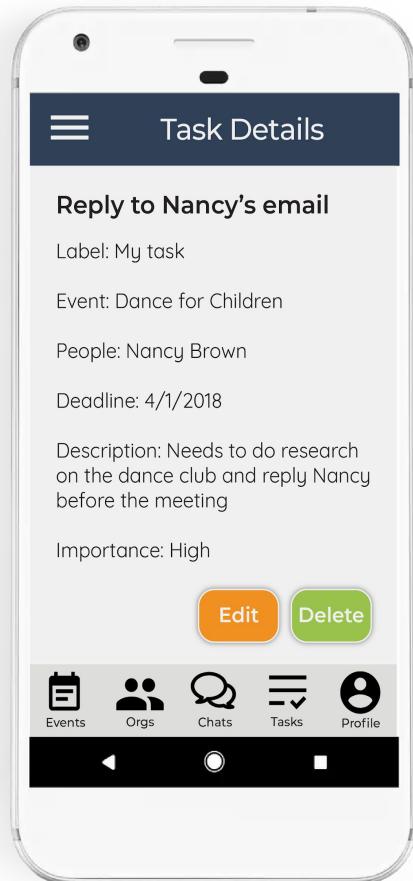
Description of the task assigned

Event name

Screen Designs

First Iteration

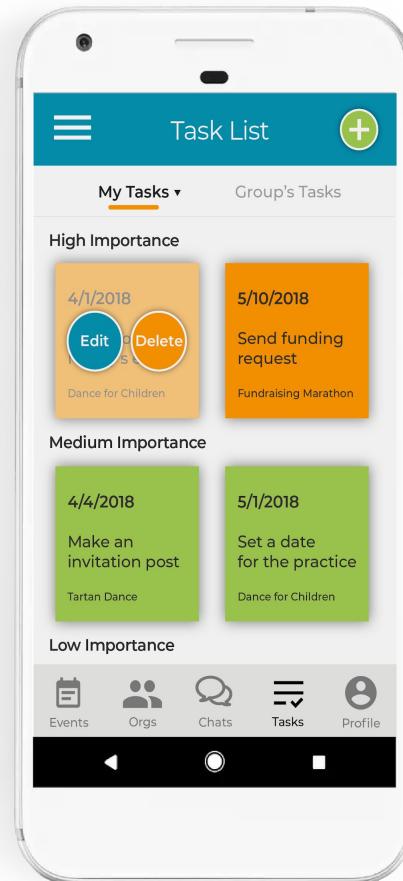
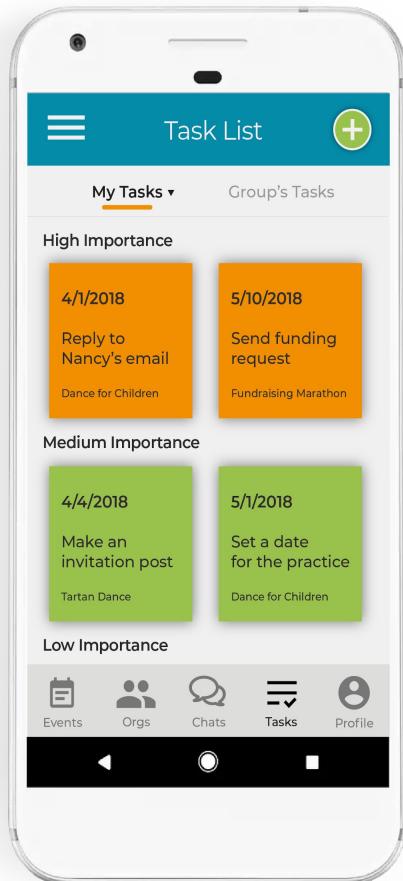
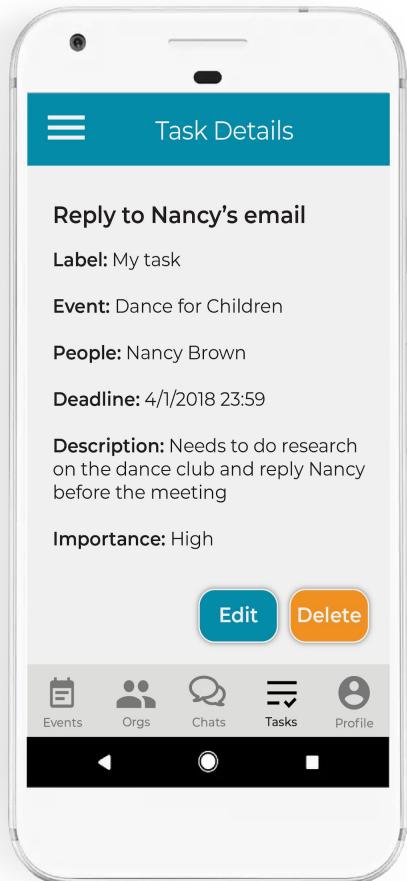
Our initial screens designs incorporated feedback from our wireframe user testing. However, new issues arose as we began to design some of the smaller details. At first, we struggled to balance colours and use a uniform style. We prioritised quantity of screen designs over cohesion, resulting in awkward transitions between screens. Though we shared a core set of colors, we lacked consistency in color use.



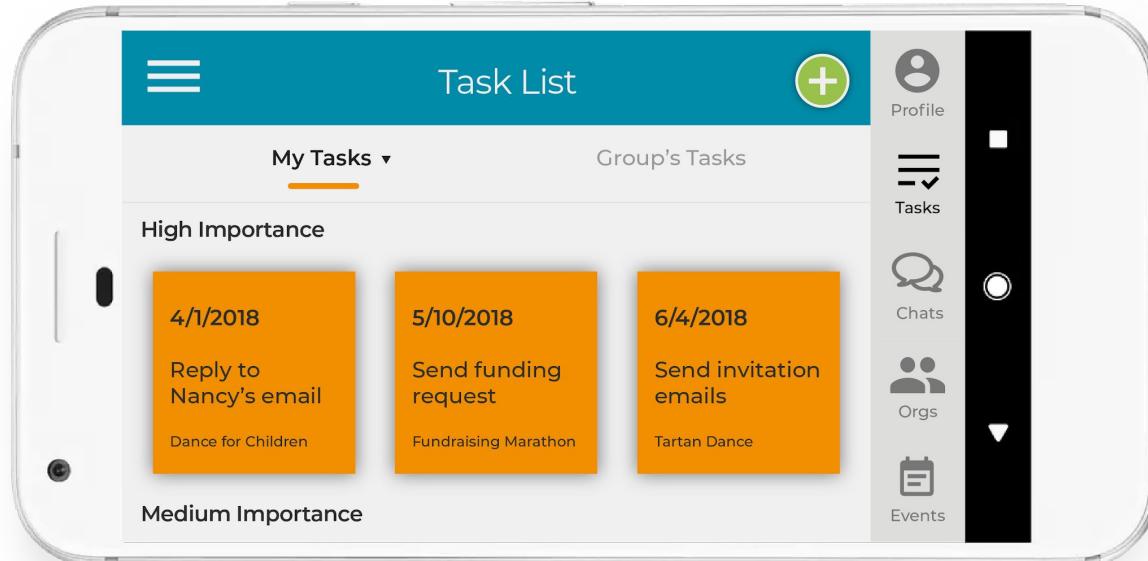
Screen Designs

Final Iteration

Our final screen designs fixed issues from our early iteration. In response to user feedback, we removed darker colours. We created consistent styles for buttons and images, and modified our initial font choices. In this iteration, our screens appear consistent and unified.



Horizontal Screen Design



Final Demo

Final Prototype

All our screens have been designed for the Pixel XL. However, when working with InVision, we were unable to find Pixel phones, and thus had to select a HTC One phone, which did not fit our screens perfectly. Hence, some of the screens on the demo have grey bars at the bottom.

Since InVision screen dimensions do not correspond with those specified by the project, please disregard this discrepancy.

Student Organization Website Design

Project Overview

This is an individual project. The goal of this project is to design an experience for new students to browse, search, and propose new student organizations. This is a design exercise that I do on my own. I mostly focus on the flow of the website.

Research

During my research and interview, I found that the most important issue was that there is no way to propose a new organization or contact organization officers directly through the website. To propose a new organization, students need to fill out paper applications and submit them in person. Moreover, the websites only provide the contact information of the organization officers, so students have to call or email them on their own. Students mentioned that they would like to send messages to the officers directly on the website.

Persona



Joe Smith

Joe Smith is a freshman in Google University. He is very excited about college life, and he looks forward to joining some student organizations. He is interested in sports, and he especially wants to join a basketball club where he can find friends who love to play basketball as he does. He wants to search for the organizations that he is interested in, and see the detailed information about them. He also wants to know the contact information of the officers.

Persona



Ann Coles

Ann Coles is a freshman in Google University. She is very interested in paper cutting but there is no student organization related to paper cutting in the university. Ann wants to start her own organization and find friends who are interested in paper-cutting like her. She wants to propose the new paper cutting club and hire members.

Scenario

This scenario reflects students who have difficulty searching for student organizations.

Joe, a freshman in Google University, wants to join some student organizations in the university. However, there are too many organizations in the university, but there is no website that has information on all of them so he has to search one by one. He is discouraged by the searching process that he has to go through.

The new website will help Joe find the organizations that interest him quickly. The organizations can be searched by category, and it is also easy to apply filters or search by keywords. There is also detailed information for each organization. The new website will save Joe's time and provide a smooth searching experience.

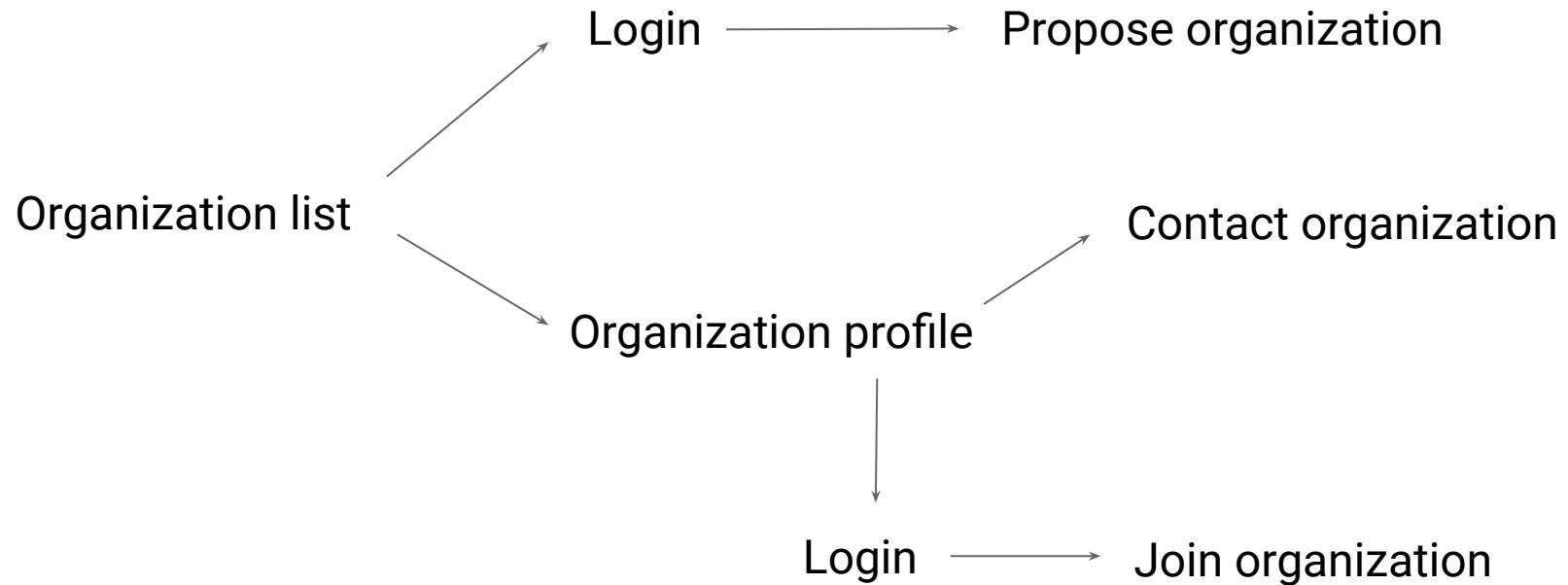
Scenario

This scenario reflects students who have difficulty starting a new organization.

Ann, a freshman in Google University, wants to start a paper-cutting club. However, since she is new she has no experience in running student organizations in college. She is confused by the application process and what she needs to do to start an organization. She cannot find application forms on the school website and has to send multiple emails asking about the application process.

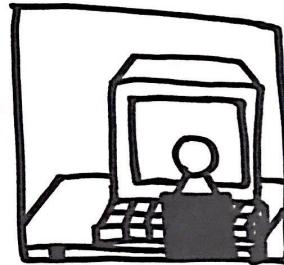
The new website will provide an application form for Ann to fill out and submit her application directly. It will save her a lot of time.

Navigation Map

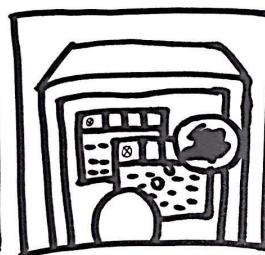


Storyboard

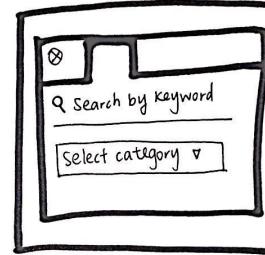
How might we make it easier for users to browse and search?



Joe is a freshman of Google University. He wants to join some student organizations in college.



He has to search for the information of the organizations one by one. He has a lot of tabs open and often forgets about the organizations he has already researched.



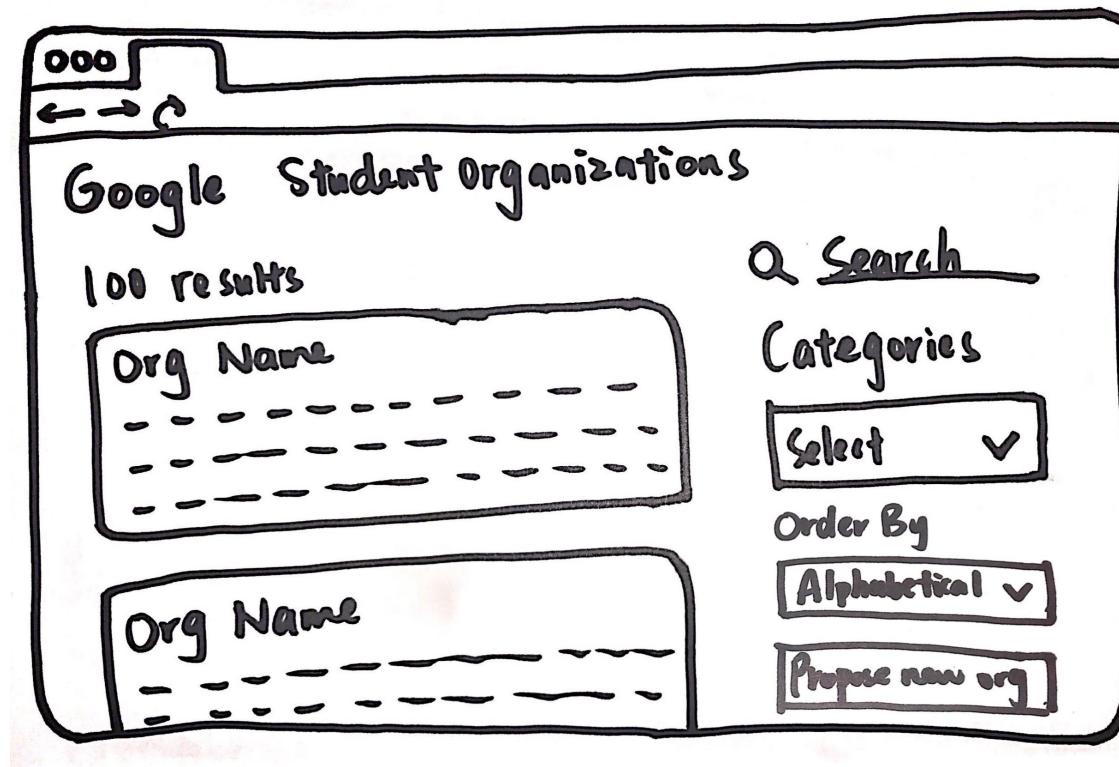
Joe is able to search by keyword or category on the new website. All he needs to do is to type the keyword or select a category from the dropdown list.



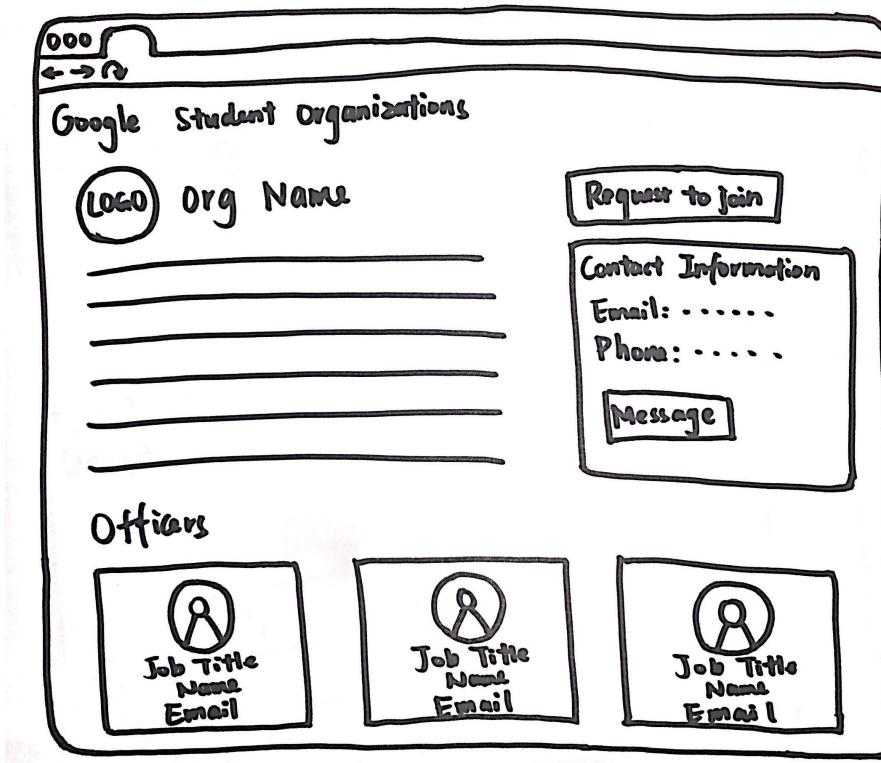
He is now able to find the organizations he is interested in much faster. This saves a lot of time for Joe.

Wireframes

Organization List



Organization Profile



Propose New Organization

A hand-drawn wireframe of a mobile application interface for proposing a new organization. The screen has rounded corners and a white background.

The top navigation bar includes icons for back, forward, and search.

The main title is "Google Student Organizations".

The subtitle is "Propose new organization".

Form fields include:

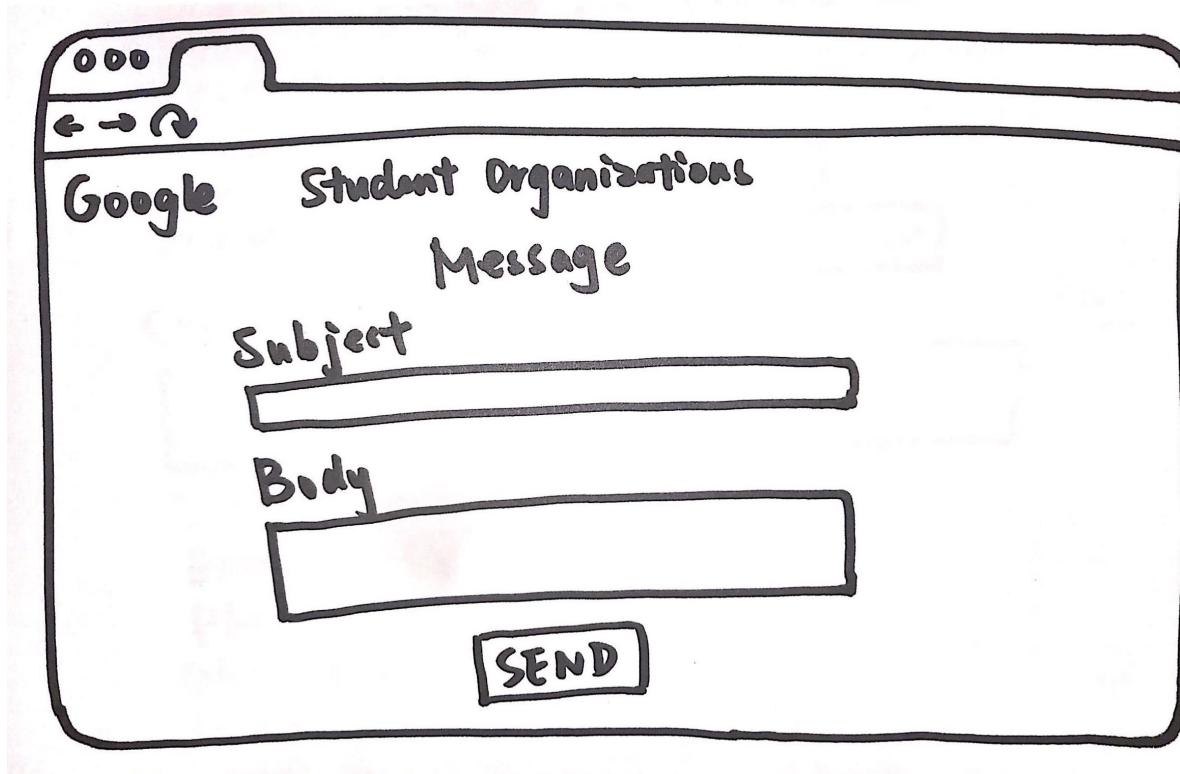
- "Organization Name*" with a text input field.
- "Organization Logo" with a "Select File..." button.
- "Organization Categories*" with a "Select" dropdown menu containing a checkmark icon.
- "Organization Description*" with a large text input field.

A section titled "Contact Information" contains:

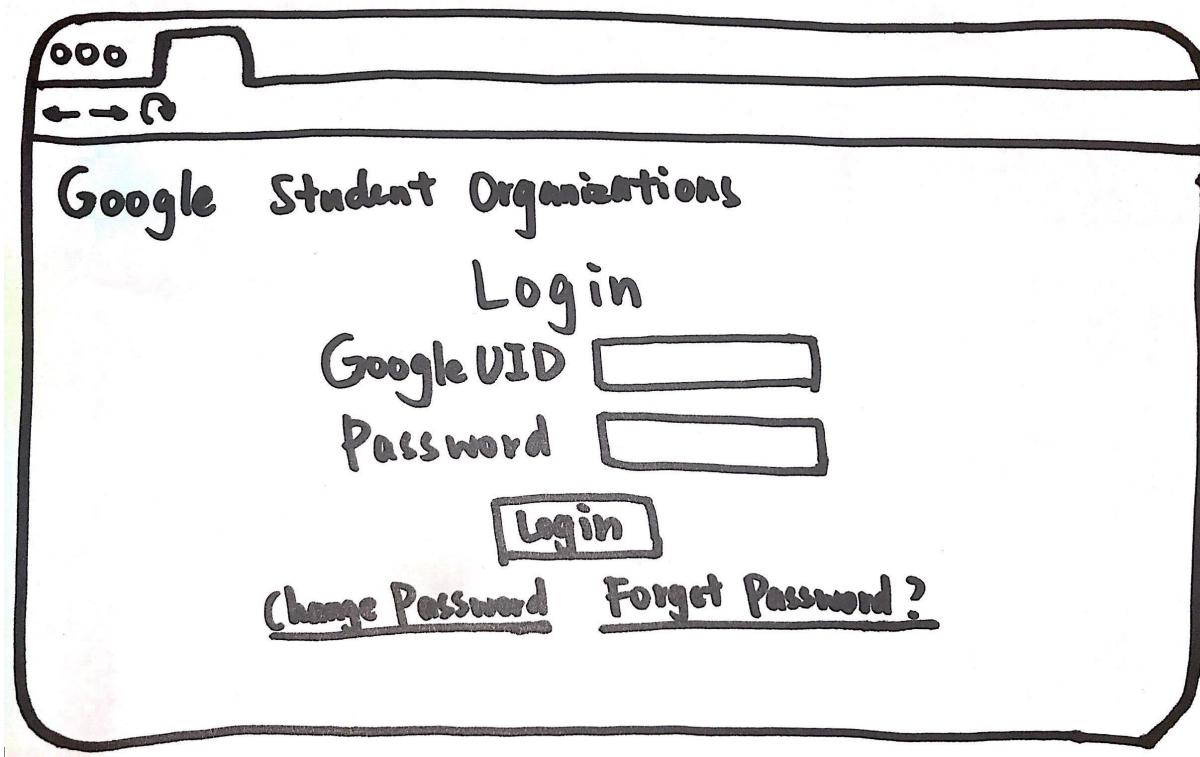
- "Email*" with two text input fields.
- "Phone" with two text input fields.
- "Officers" with a plus sign icon and two text input fields.
- "Name" with two text input fields.
- "Email" with two text input fields.

A "Submit" button is located at the bottom right.

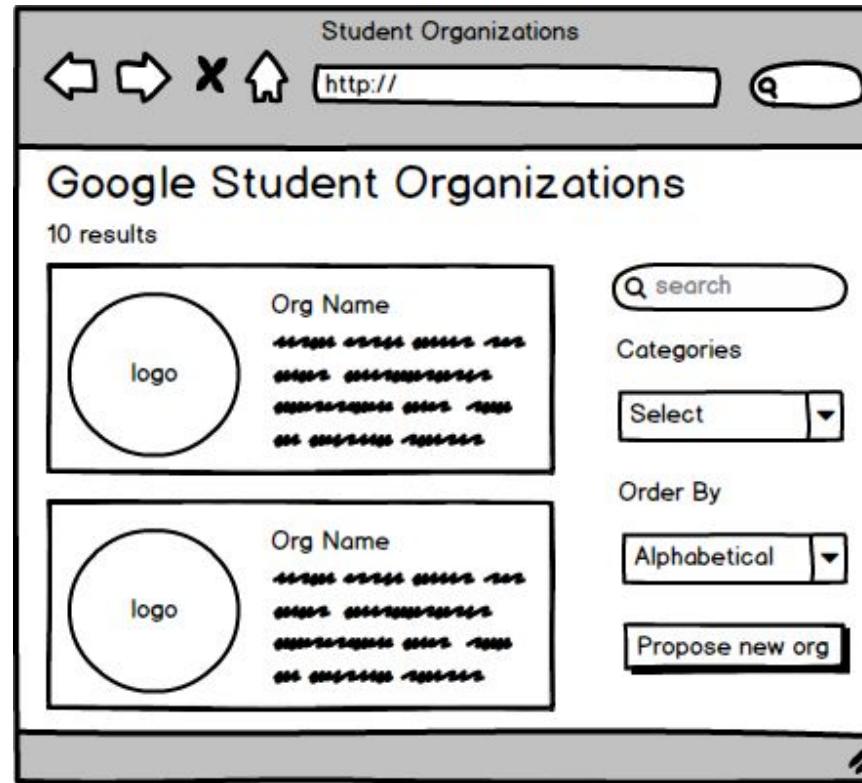
Contact Organization



Login

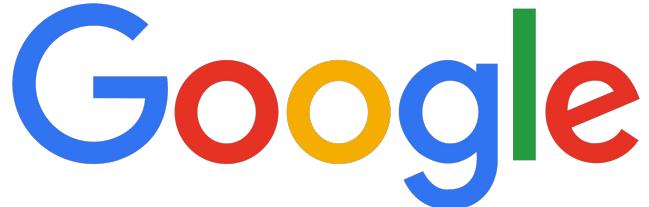


Wireframe Prototype



Style Guide

Sample Colors



#3369E8

#D50F25

#EEB211

#009925

Background: #ffffff

Text: #333333 #747779

Heading 1

Heading 2

Heading 3

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Screen Design



Student Organizations

[Login](#)

10 results



Basketball Club

Basketball Club is a place for basketball lovers. We have training and practice every week and competition every two weeks. We also collaborate with local...



Bicycling Club

Bicycling Club is a place for people who love to ride bikes. We organize trips every week to discover the beauty of the city. Our members usually enjoy the...



Soccer Club

Soccer Club is a place for soccer lovers. We cooperate



Categories

[Sports](#)[Select](#)

Order By

[Alphabetical](#)[Propose an organization](#)

Safesea Chrome Plugin Design

Project Overview

This is a research project of Social Cybersecurity in CHIMPS Lab. The goal of this project is to refine the user interface of the Chrome plugin called Safesea. Safesea presents Facebook privacy questions in a different way from Facebook. Users could answer privacy questions, see what other people choose, and change their privacy settings. The refinement is based on the previous designer's design. Therefore, for this project, I do not need to create a whole new design, but rather just to fix the problems of the current design to make it more user-friendly. Another thing to note is that because this is a research project, some design decisions might be best for research purposes, but not necessarily best for design practices. Besides designing, I also programmed the new user interface in React.

Old Interface

Safesea

Search on Google...



Facebook Privacy Checkup

[View all questions](#)



[Go to Facebook](#)



[Resume Checkup](#)



Safesea

Search on Google... 

Categories

[Friends](#)

[Posts](#)

[Profile](#)

[Timeline](#)

[View all questions](#) 

[Go to Facebook](#) 

Who should be able to like or comment on your public profile pictures and other profile info?

Manage who can like or comment on profile information that is always public, including your profile pictures, profile videos, cover photos, featured photos and updates to your short bio.

Please choose an option:

[Public](#)[Friends of friends](#)[Friends](#)[Not sure](#)

Safesea

Q

Categories

- Friends
- Posts
- Profile
- Timeline

[View all questions](#) ≡

[Go to Facebook](#) ↗

Who should be able to like or comment on your public profile pictures and other profile info?

Manage who can like or comment on profile information that is always public, including your profile pictures, profile videos, cover photos, featured photos and updates to your short bio.

You chose **Friends**

Your current setting on Facebook is **Friends**

60% of people think **Friends** is the safest option ↗

[Next Question](#) [Change this setting on Facebook](#)

Screen Designs

First Iteration

On the homepage of the old design, the most important button is put at the end, and the wording “Resume” is a little confusing. I brought it to the top. The pages do not have back button, and there is no way for the users to skip a question. Therefore I added a back and next button. I also added an “all” category because there is no way to deselect a category once it is selected.

Safesea

Search on Google...



Facebook Privacy Checkup

[Start Checkup](#)



[View all questions](#)



[Go to Facebook](#)



Safesea

Q

All Categories

- Friends
- Posts
- Profile
- Timeline

[View all questions](#) ≡

[Go to Facebook](#) ↗

Who should be able to like or comment on your public profile pictures and other profile info?

Manage who can like or comment on profile information that is always public, including your profile pictures, profile videos, cover photos, featured photos and updates to your short bio.

Please choose an option:

Public Friends of friends Friends Not sure

Next

Safesea

Q

All Categories

- Friends
- Posts
- Profile
- Timeline

[View all questions](#) ≡

[Go to Facebook](#) ↗

Who should be able to like or comment on your public profile pictures and other profile info?

Manage who can like or comment on profile information that is always public, including your profile pictures, profile videos, cover photos, featured photos and updates to your short bio.

You chose **Friends**

Your current setting on Facebook is **Friends**

[See what other people think](#)

[Back](#) [Next](#) [Change this setting on Facebook](#)

Safesea

Q

All Categories

- Friends
- Posts
- Profile
- Timeline

[View all questions](#) ≡

[Go to Facebook](#) ↗

Who should be able to like or comment on your public profile pictures and other profile info?

Manage who can like or comment on profile information that is always public, including your profile pictures, profile videos, cover photos, featured photos and updates to your short bio.

You chose **Friends**

Your current setting on Facebook is **Friends**

60% of people think **Friends** is the safest option ↗

[Back](#) [Next](#) [Change this setting on Facebook](#)

Safesea

Search on Google...



All Categories

Friends

Posts

Profile

Timeline

[View all questions](#)



[Go to Facebook](#)



Would you like to review posts that you're tagged in before the posts appear on your timeline?

Timeline review controls whether you have to manually approve posts you're tagged in before they go on your timeline. When you have a post to review, just click Timeline review on the left-hand side of your activity log. Note: This only controls what's allowed on your timeline. Posts you're tagged in still appear in search, News Feed and other places on Facebook.

Please choose an option:

Yes

No

Not sure

[Back](#)

[Next](#)

User Testing Overview

We recruited 3 users for the user testing. The tasks we asked them to do were:

- Start checkup, ignore the first question and answer the second question directly.
- First answer yes, then realize you mischose the answer and go back to answer no.
- Finish the questions.
- Start over. Choose friends category and unchoose it.
- Choose friends for the first question and see what other people think.
- Go to the question list and select the first question in the list.

User Testing Results

Some problems that users mentioned:

- When asked to choose the friends category, all of the users thought it referred to the friends option. Users focused on the question block and ignored the categories entirely.
- When asked about how to skip a question, users thought they would choose “not sure”. So maybe “next” is redundant.
- The question descriptions were wordy and they did not read them.
- “Change this setting on Facebook” button is in overpowering red.
- The header “Safesea” did not look good.

I decided to design a logo to replace the header.

Logo Designs

Horizontal



Safesea

Vertical



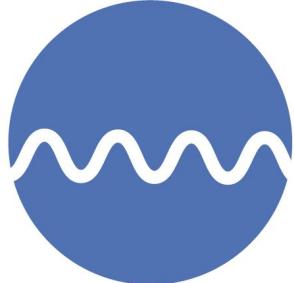
Safesea

Tab view



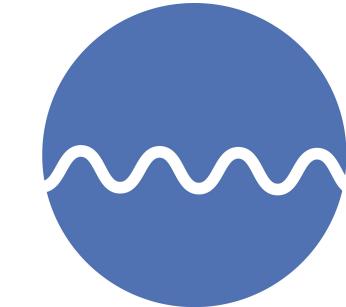
After presenting all three to the professor and other students, this design was chosen. 96

Horizontal



Safesea

Vertical



Safesea

Tab view



Horizontal



Safesea

Vertical



Safesea

Tab view



Screen Designs

Final Iteration

Based on the user testing results, I decided to remove the categories as they were confusing and not necessary. I added a contextual sensitive help button in the question page so that the long description did not show at first sight. I also changed the color of “Change this setting on Facebook” button to comply with the color in the above text.



Search on Google...



Facebook Privacy Checkup

Continue Checkup

View all questions

Go to Facebook



Search on Google...



[View all questions](#)



[Go to Facebook](#)



[Home](#)



Who should be able to follow you? ?

Please choose an option:

[Public](#)

[Friends](#)

[Not sure](#)



Search on Google...



[View all questions](#)



[Go to Facebook](#)



[Home](#)



Who do you think should be able to send you friend requests? [?](#)

You chose **Friends of friends**

Your current setting on Facebook is **Everyone**

► See what others think

[Back](#)

[Next](#)

[Change this setting on Facebook](#)

[View all questions](#)[Go to Facebook](#)[Home](#)

Who do you think should be able to look you up using the phone number you provided?

You chose **Not sure**

Your current setting on Facebook is **Everyone**. Would you like to change it?

▼ See what others think

77% of people think **Friends** is the safest option 

Everyone



Friends of friends



Friends



Source: Amazon Mechanical Turk, August 2018

[Back](#)[Next](#)[Change this setting on Facebook](#)

Thank you.

For more projects, please visit laurading.com.