QualyTime educational hobby app

An app that empowers people to **engage in recreational activities in a productive, time-efficient, and inspiring way.**

It provides hobbyists of all levels with carefully curated information and guidance to learn, advance, and make the most of their precious free time.

It offers an array of inspiring instructional videos as well as easy access to expert advice.

check out the Interactive Prototype

ROLE & TEAM
Role: UX Designer, UX Researcher
Team: Solo project
Pronouns: Gender neutral
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Tools: Figma, Miro, Google Docs, Google Sheets

PROJECT DETAILS
Duration: 10 weeks
Methods: Interviews, Card Sorting, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Design Systems
Tools: Figma, Miro

Research & Discovery

RESEARCH REQUIREMENTS

I decided to take Carnegie Mellon's "Expert" project's and solve it from the perspective of a hobbyist's "Expert" feature requirements are:

- Know and choose an expert
- chat with an expert
- arrange a call with an expert
- pay for experts time

RESEARCH INTERVIEWS HYPOTHESIS

Hobbyists need a vision-based learning platform, where content creators serve as teachers and advisors, thereby fostering skill advancement and time optimization.

RESEARCH GOALS

I conducted 5 one-hour interviews with people representing the target group of the project to understand general hobbies, challenges, and people's recreational activities.

- **how do they** discover, prepare, start, and progress in an activity
- **what engagers them** best in their hobbies - materials, best practices, etc.
- **when do they feel** towards information sources in unfamiliar fields.

Affinity Diagram

INTERVIEW INSIGHTS

1. **Cutting the app experts Teachers would make the hobbyists feel more comfortable reaching out**
- The word "Expert" intimidates people.
- Hobbyists want to learn from expert only if themselves are advanced in the field.
- Seniors say they need a teacher
2. **Reaching out to an online expert is hard. People would rather reach out knowing more about their personality and the**
- Design space for a detailed teacher's Profile
- Design space for a chat feature with a teacher's work.
- Define space for a short personal statement with their guidelines.
3. **People prefer to learn with video tutorials,** when possible. But finding the "right" ones is so frustrating, that people would rather not spend time on it.
- Build the app around expert provided video tutorials
- Offer easy and intuitive way to contact a Teacher for help and advice.

USER PERSONAS

To better empathize with the hobbyists out there, I developed two user personas with the help of an Empathy Map: a Die-Hard Hobbyist and a Casual Hobby-Enthusiast.

The Primary Persona is a die-hard hobbyist. For them, their hobby is a significant part of their identity. They are skilled and know what help they need to learn or improve. The Secondary Persona is a casual hobbyist who enjoys their hobby in their free time and is generally creative. For them the access to curated learning materials and useful advice is important.

JOURNEY MAPS

The journey maps gave me a detailed insight on what the hobbyists might try accomplishing with QualyTime and what might help them to do that with ease.

CONCLUSIONS

A most useful to the hobbyist MVP would provide:

- **A way to browse, sort and filter lessons**
- **A Lesson Area containing information on the project, its teacher, materials, and support materials.**
- **A way to easily call and chat with a teacher.**

Implementing Research Insights

BUILDING USER FLOWS AND SITEMAP

To help envisioning the app's wireframes, I crafted user flows and a sitemap. The sitemap was developed into an interactive 3D sitemap was refined and validated through the iterative process of card sorting.

Sitemap of Lesson Area

Sitemap of Lesson Area

User Flow - Finding a Lesson

User Flow - Contact a Teacher

The Card Sorting exercise with my friends helpful in understanding the information in most complete and logical way.

BRAINSTORM FOR LESSONS

The landing page is the starting point for browsing the lessons. **Interactive lessons carousel** allows users to view different hobby categories

LESSON AREA

The Lesson Area's contents is managed with a **tabs menu**

1. Tabs on the lesson details
2. Video tutorials and learning materials
3. Help and support on the lesson

Contact card for the teacher - creator of this lesson

TEACHER'S PROFILE

For the user's comfort the third tab emerged into a **Teacher's Profile** - there the hobbyist could get to know more about a Teacher's creative path, personal interests and work, as well as get in touch with them.

Testing & Iterating

USABILITY TEST'S SUMMARY

The app's Information Architecture and Navigation patterns were validated through moderated Usability Tests and an A/ B Test; however, these tests also revealed usability issues with the app's UI.

CONNECTED TASKS

- It Mediated in person and remote Usability Tests. A/B Test with 20 participants, unmoderated, remote.

TEST INSTRUCTIONS

- Effectively navigating the app: search, menu, browsing, tabs.
- Evaluate the ease of contacting a teacher:
- Locating ongoing communications.

PROBLEM #1

Users mistook the image-carousel for the videos in the Lesson Area's , leading to a significant hesitation therefore to potential app abandonment.

A solution involves implementing a visually distinctive image-carousel, and leveraging Material Design 3 principles for improved video discoverability.

Image-carousel

Video-carousel

PROBLEM #2

The users wrongly recognized a booked call- status, because the page has removed their confirmation.

LOGICAL CONFIRMATIONS

This little reminiders the user expectation of a call is booked call, when it is in fact just a pending confirmation. It is also an unnecessary clarification, as one card book a call in the past.

VISUAL REINFORCEMENT

The redundancy of the word "mo" showed another usability issue some test participants were confusing the 2 tabs.

TEXT INSTRUCTIONS

- Exchanging the Tab Menu with a Dropdown menu provided an increased visual prominence.
- Material Design 3 Image carousel is visibly distinctive from a video card

Dropdown menu

Tab menu

LOGICAL CONFIRMATIONS

Simplifying the wording of the Call Status cores for a more clear and direct communication

Interactive Prototype

PROTOTYPE

To offer an immersive QualyTime experience to all people interested in the project, I crafted a high-fidelity prototype. Check it out here

PLANS

Next steps would be to:

- Short-term: **Conduct a follow-up Usability Test** to quantitatively validate the iterative design decisions
- Long-term: **Develop a Hobby-Community Feature** - the ability to connect with people who share the work of other hobbyists & be able to show their own.

Plans & Conclusions

CONCLUSIONS

A big challenge was to timely let go of ideas in the sake of the final result.
Understanding the feedback from colleagues and mentors helped me stay focused on the process leading there.