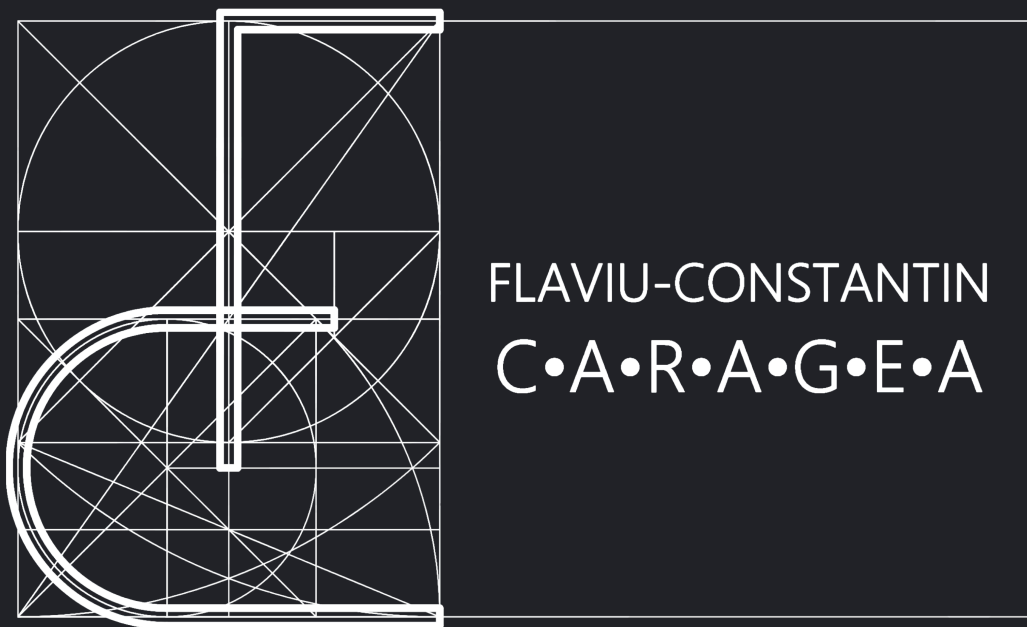




Flaviu-Constantin Caragea
Multidisciplinary UX Designer

ORIGIN STORY

"How I crafted my methodology"

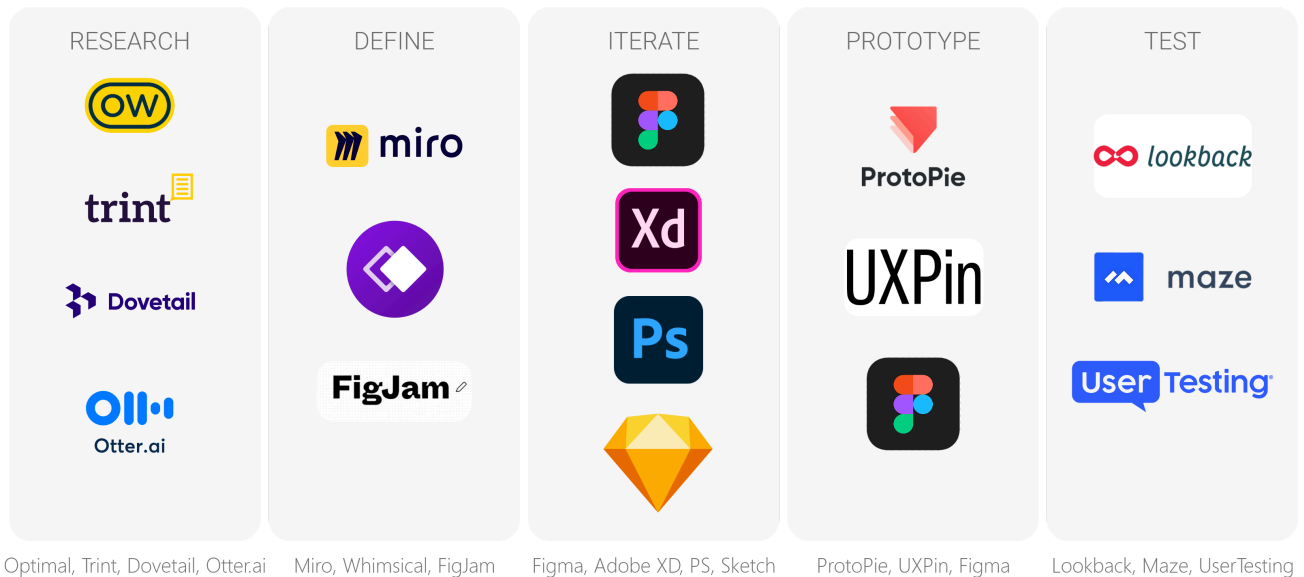


FLAVIU-CONSTANTIN
C•A•R•A•G•E•A

These 3 chapters explore my **learning path** & **UX process** (*designed for Design Leads & UX Managers*)

 Support

Made with  uxfolio



BUT FIRST, amongst the many tools employed, these are some reliable examples - *AI is on my agenda but as the market still bubbles, I'm looking into some forever tools.*

1

Humble Beginnings (From Architecture to UX)

2

Entrepreneurial Endeavors (MVPs)

3

Hierarchy of Passion (CX Consultancy Work)

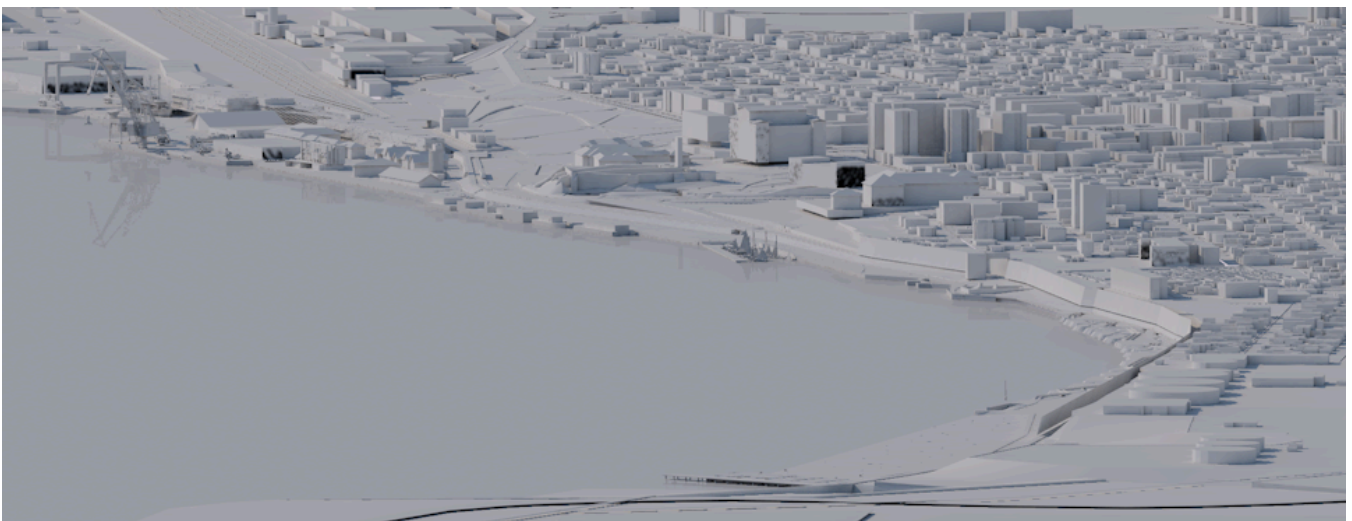
1 Humble Beginnings (From Architecture to UX)

Research requirements within Urban Planning

Conducting research is a vital component of any design process & urban planning is a perfect example of the complexity a medium of interaction may have. In the presented case: that of a sustainable riverfront development - in which a variety of variables, actors & systems are simultaneously at play that act within the same physical space; identified through relevant **research filters**: the natural environment, the relevant administrative authorities, the region, the local municipal administration, the waterfront, the local communities & citizens.

Understanding the space

This research implies applying in-depth quantitative analysis & qualitative research conducted through field studies & interviews held with local visitors, residents, and administrative officials. Analyzing each: characteristic, dysfunctional, necessity, and opportunity for every involved: variable, actor, and system present within the space.



Mapping the 3D of the site (Drobeta-Turnu Severin, MH)

2 Entrepreneurial Endeavours (MVPs)

What MVPs?

I discovered UX while trying to get my startup launched.

Correspondingly, having spotted a market opportunity, I became a CX consultant - **assisting startups in validating their ideas.**

2.01 URBAN faucet

[community impact on urban planning] [business idea]

AMBITIONS

URBAN faucet acts as an online medium of communication between specialists and local communities, seeking to better aid urban space development through relevant feedback and educational insight.

THE BARRIER Urban space is on route to be strongly regimented after nearly two decades of ambiguous design, yet despite it, a strong mark still persists in public perception, the fact that is strongly manifested in the poor quality of urban design. Such a mark is not bound to change without a properly facilitated bridge to fill the gap between public and private interests, as well as, between specialists and local communities. Filling in this gap requires identifying each typology of the potential users, address their issues and validate their motivations.



CITIZENS



CITIZENS

MAIN GOALS

- >Contribute to community and municipality<
- >Protect urban heritage<
- >Exercit change in urban landscape<

PAIN POINTS

- >Unable to contribute to local urban landscape<
- >Lack of urban planning education<
- >Unable to exercit change in urban landscape<

MOTIVATIONS

- >Social impact driven<
- >Offer feedback on urban landscape<
- >Be active members of local communities<



STUDENTS

MAIN GOALS

- >Get real feedback from local community<
- >Promote own projects and ideas<
- >Exercit change in urban landscape<

PAIN POINTS

- >Unable to contribute to local urban landscape<
- >Lack of practical education<
- >Unable to exercit change in urban landscape<

MOTIVATIONS

- >Promote own ideas<
- >Establish client base in local community<
- >Be active members of local communities<



ARCHITECTS



STRUCTURAL ENGINEERS

MAIN GOALS

- >Get active feedback from local community<
- >Promote own projects and ideas<
- >Educate public on architecture principles of design<

PAIN POINTS

- >Facilitating public-private relationship<
- >Lack of communication between involved actors<
- >Improve general quality of architecture due to lack of awareness<

MOTIVATIONS

- >Promote own work<
- >Get feedback and data from local community<
- >Expand own client base through projects and activity<



PUBLIC ADMINISTRATION OFFICIALS



URBAN PLANNING SPECIALISTS

MAIN GOALS

- >Get active feedback from local community<
- >Promote own agendas and ideas<
- >Protect public interests and educate public<

PAIN POINTS

- >Difficult to obtain public feedback<
- >Lack of communication between involved actors<
- >Difficult to protect public interests due to private interests<

MOTIVATIONS

- >Promote own agendas<
- >Get feedback and data from local community<
- >Educate public on urban planning principles and guidelines<



REALESTATE DEVELOPERS



COMPANY REPRESENTATIVES



PRIVATE INVESTORS

MAIN GOALS

- >Get active feedback from local community<
- >Promote own agendas and products<
- >Assess market based on consumer data<

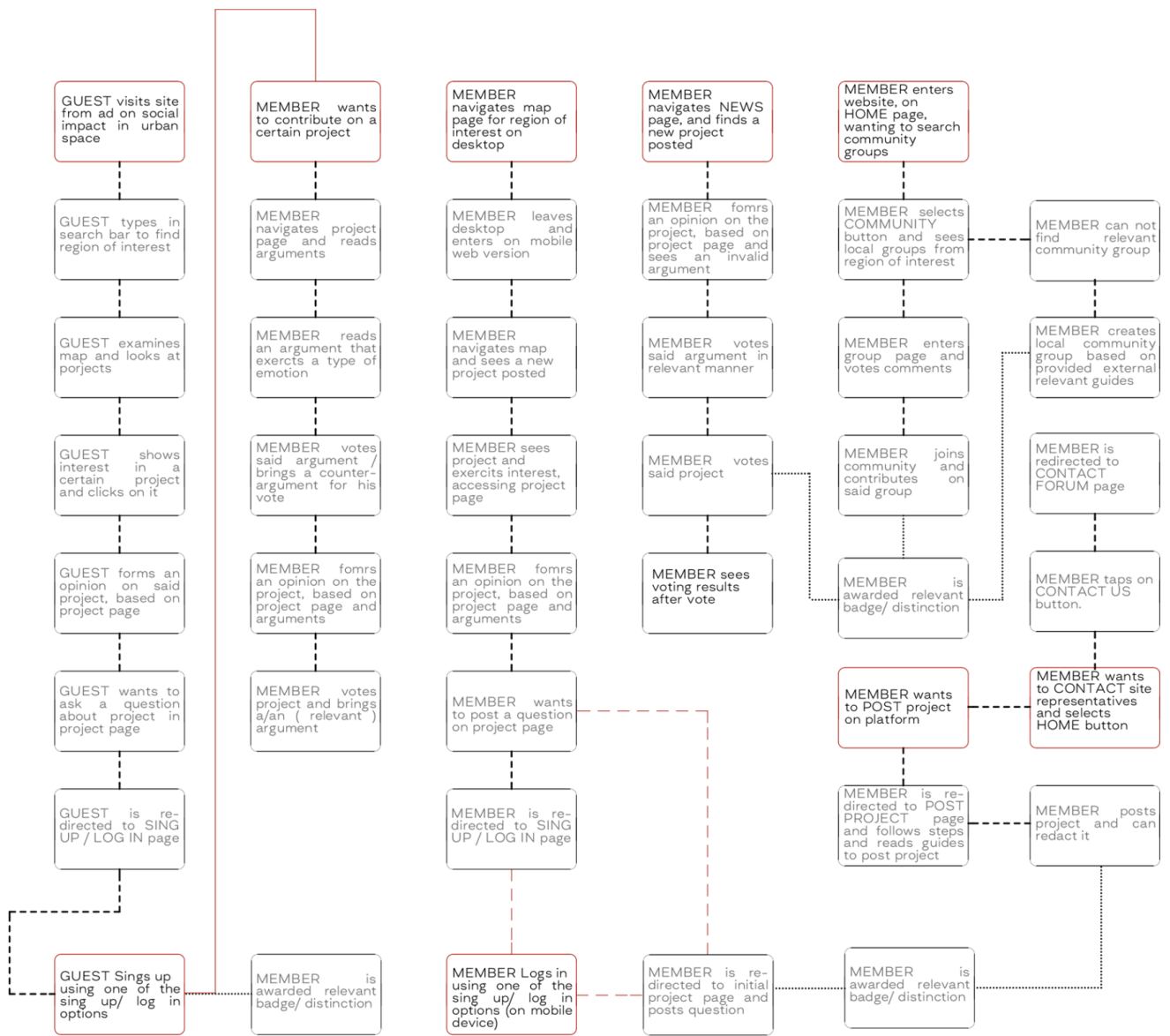
PAIN POINTS

- >Difficult to obtain public feedback<
- >Lack of communication between involved actors<
- >Difficult to assess future market trends<

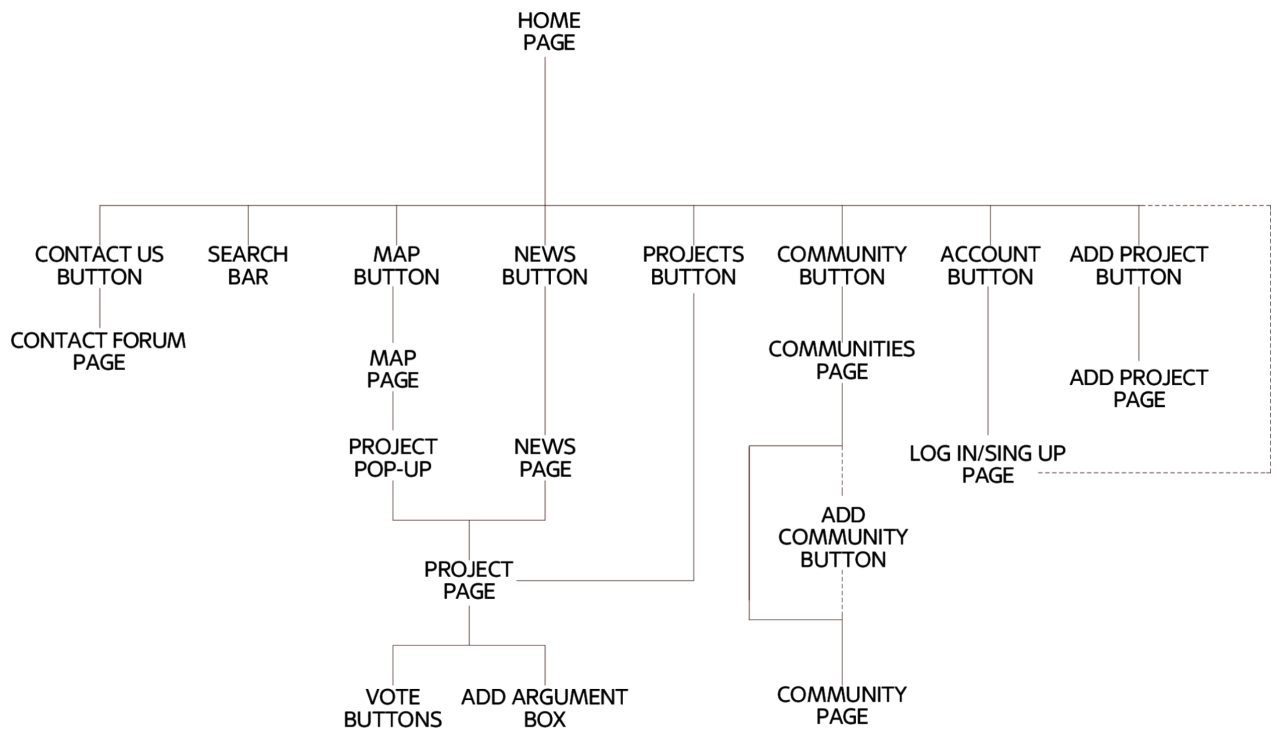
MOTIVATIONS

- >Promote own agendas and endorse own products<
- >Get feedback and data from local community<
- >Predict future market trends<

User Types (Rough Personae)



Scenarios



Site Map



MVP Prototyping (Conceptual Exploration)

Further analysis into behavioral traits conducted by the hands-on observation of forums and social media platforms has revealed a series of issues with the respective typologies of non-apathetic (towards urban space development) residents. A great deal of power has been uncovered (in a multitude of social studies) in conformity. This conformity would most likely be generated through the influence manipulation of members which would immediately generate a false sense of confidence and convicting behavior such as subjective political criticism with a potential development towards online bullying. The outcome would generate passive observations amongst those not choosing to generally participate and disinterested.

Analyzing the criticism of architectural projects exhibited on social media platforms has uncovered that heavily subjective criticism with an overall negative impact on the concept behind the plan has been omnipresent. As Architecture and Urban Planning generally have a subjective outcome (even when addressing all relevant social and spacial issues discovered are addressed) this outcome would likely generate a medium of peer pressure and an unrewarded social validation from the creators of the project. This level of influence would, as a result, have a negative impact on most planning (most projects still under potential review as solutions for a published zone). There has also appeared to be an underground fight held for contracts in this field, riddled with potential corruption allegations and difficult legislative barriers. Generating such a platform would, therefore, only deepen the existing issues faced in the field and would allegedly not shape the space surrounding us for the better - the result being to seemingly discourage creators, which will implicitly result in a negative conversion rate for the projects published on the site - **deeming it unsustainable and potentially immoral.**

2.02 C R A T E

[digital leather bag tailor] [business idea]

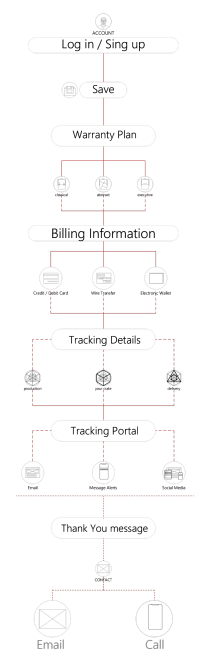
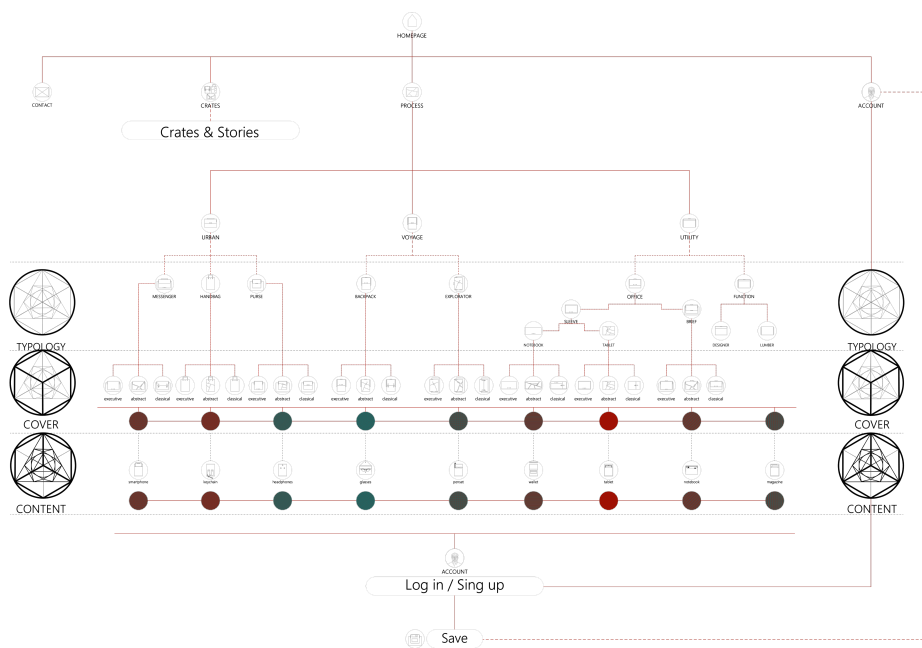
AMBITIONS

CRATE delivers, above all an experience that is rewarded with an ideally crafted product, tailormade for the client.

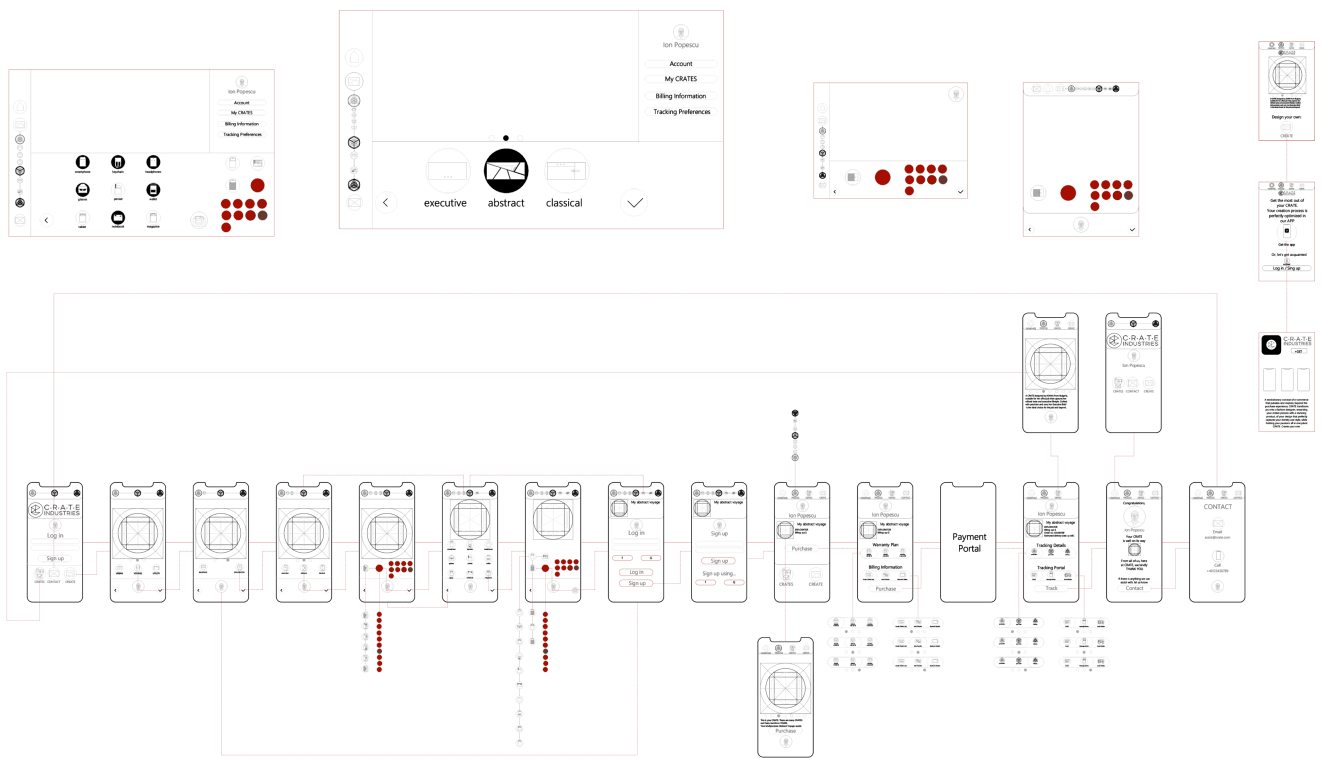
THE BARRIER

CRATE started out as a product development project that promised the perfect leather bag, designed to last 100 years. Its development took over

final result was a well-made, aesthetically pleasing, durable product. But it became clear, as its design took an aggressive competitor research of other products, that an amazing product was not enough. All the relevant research conducted then led to the discovery of User-Centered Enterprises and data that explicitly stated how potential customers are more likely to purchase a product that prompted their implication in its creative process. CRATE evolved from a product development project into a User-experience project. But it kept evolving, as time progressed, into the POTENTIAL FUTURE OF E-COMMERCE, in which a visitor is presented with a creative process designed to allow the visitor a variety of options in generating a tailor-made product, one that is perfectly aligned with that visitor's identity. CRATE became a hypothetical USER-CENTERED ENTERPRISE, that featured a LINEAR PROCESS of choices that moved beyond the product and entered data collection options, compliant to the evolving ethical and legislative process of data protection and security. From its humble beginning, as a durable product, CRATE became a personal symbol, for the future of e-commerce.



User Flows & Sitemap



MVP Prototyping

Take-away on CRATE

More elaborate user testing with a broader audience pool has determined that the concept behind CRATE in its attempt to educate the consumer into purchasing what that consumer needs isolates all relevant consumer typologies. Its crafting process is most likely shown to not generate a purchase as its **choice overload** for potential customers results due to the nature of the add-on interface - in them no longer maintaining their interest in the product. In a matter of **online sales psychology**, these consumers will stand to be fixated on losing money and **calculating the worth** of every potential ad-on. The natural outcome of this discovery would have been to simply reverse the process - having it start with a completed bag and having the consumer remove the parts that they not require. However, reverse engineering this process generates a simple bag store without any concern for consumerism or without the financial perspective haven of having a tailor-made product susceptible to the return policy its concept has avoided which would have ensured its sustainable growth.

The final potential (moderately sustainable) alternative is to eliminate the decision fatigue by drastically reducing the available options and bag typologies, therefore only focusing on a selective niche of consumers and their respective needs.

This outside-in process can (however) be applied for any e-commerce service and CRATE aims to offer the recipe to do so, by simply breaking down the production process and generating choices through pattern instead of general products for the public at large.

2.03 squar

[investment hub] [business idea]

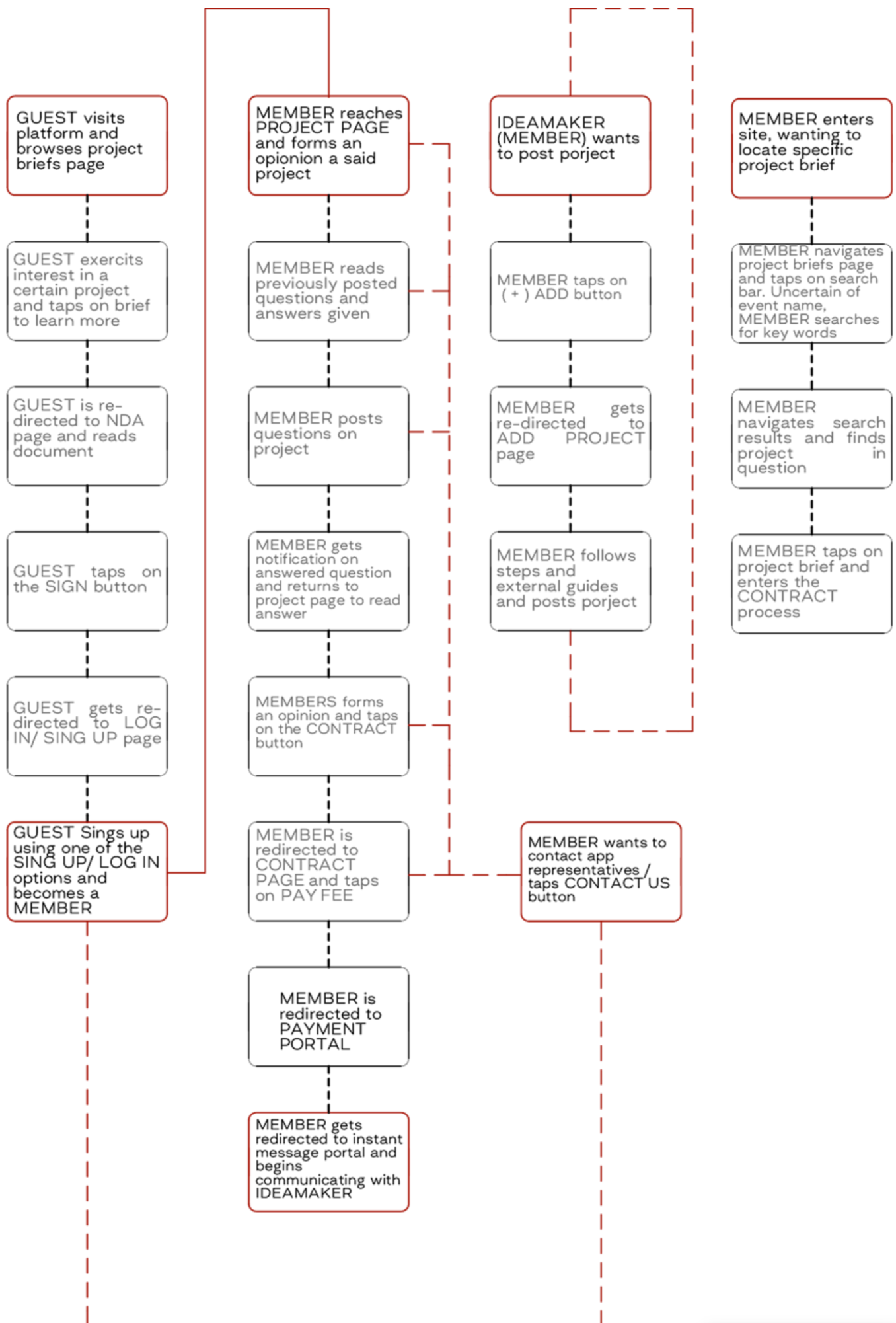
AMBITIONS

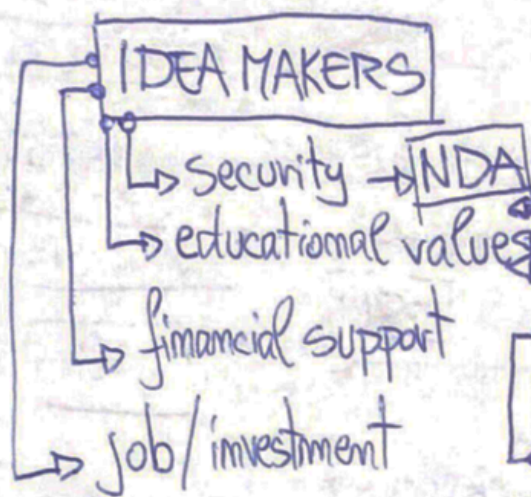
Squar is an online platform that establishes a medium of interaction between idea makers, companies, entrepreneurs, and investors, all of which are transactional ideas.

THE BARRIER

The necessity for a communication network that transactions ideas is a healthy startup ecosystem, with more and more people branching out

become entrepreneurs, ideas being a relevant currency and a recruitment tool for talent seekers. Yet pitching an idea to a board of investors is insufficient, as ideas are worthless without having a viable execution plan behind them. There is a growing need for a medium that eliminates fears of intellectual property theft for potential idea makers, as well as, eases the idea-seeking process for investors, and facilitates a recruitment opportunity for talent seekers while, at the same time, valuable ideas are ignored due to insufficient preparation of the idea - an educational tool in this instance being a priority.

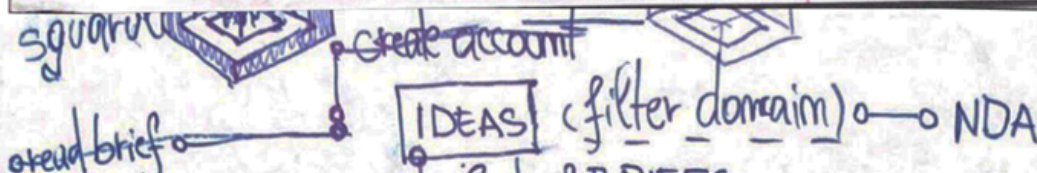
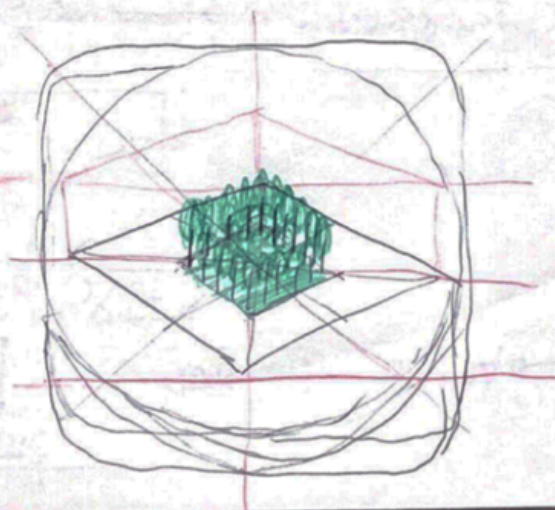
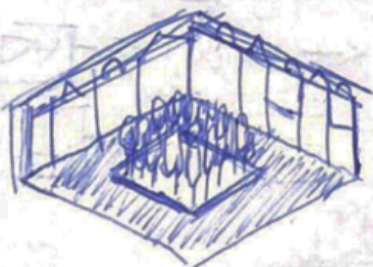
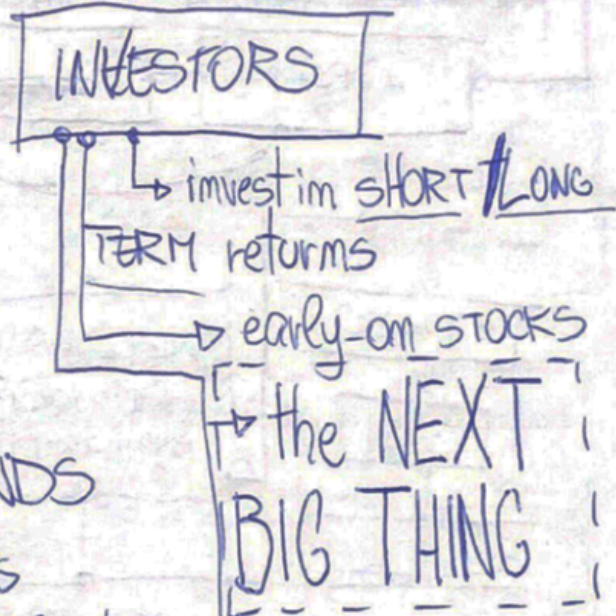
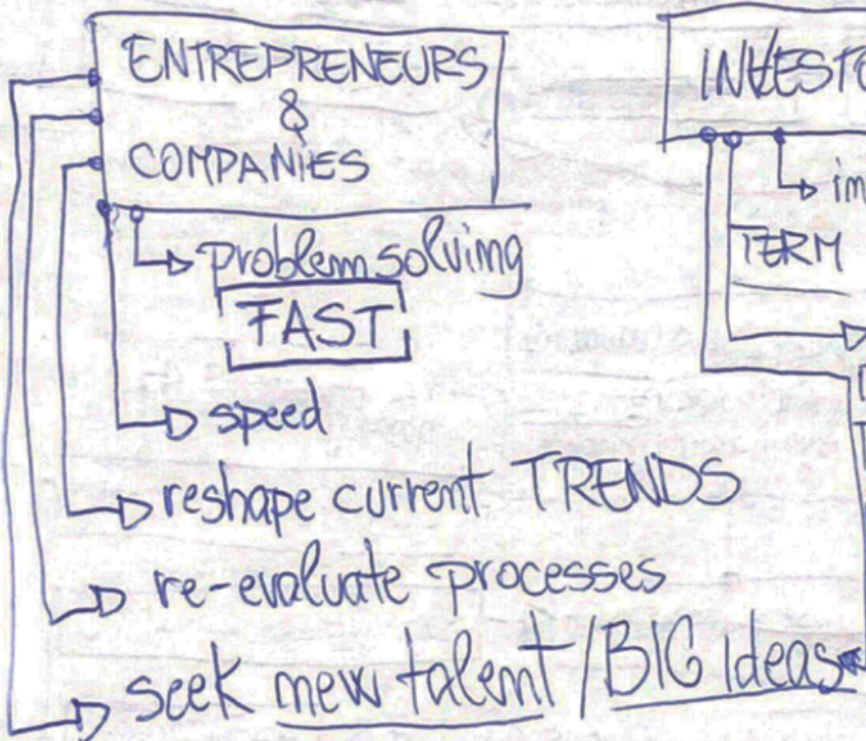


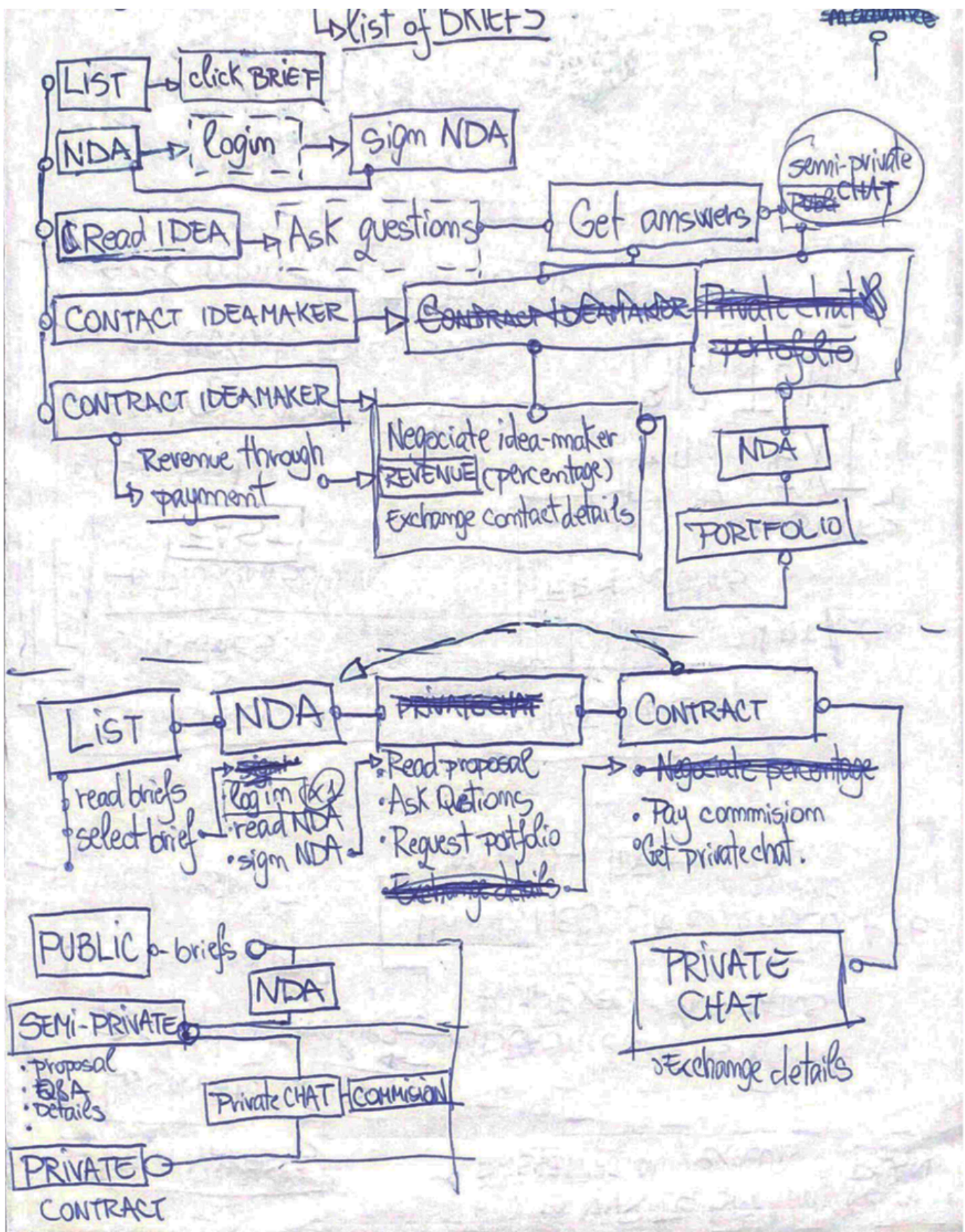


How to WRITE brief/make a PRESENTATION / execute a PLAN

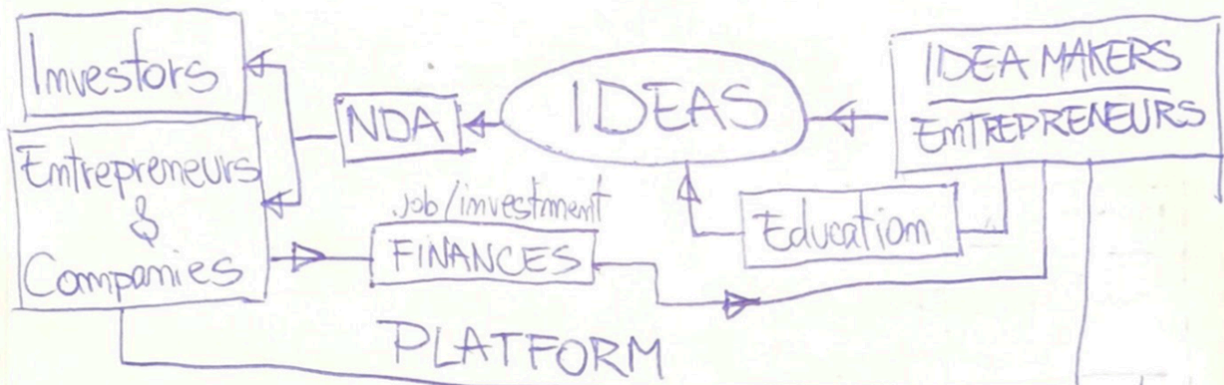
IDEAS are only as valuable as their EXECUTION STATUS

How to NEGOTIATE / CALCULATE value of IDEA ^{in general terms}

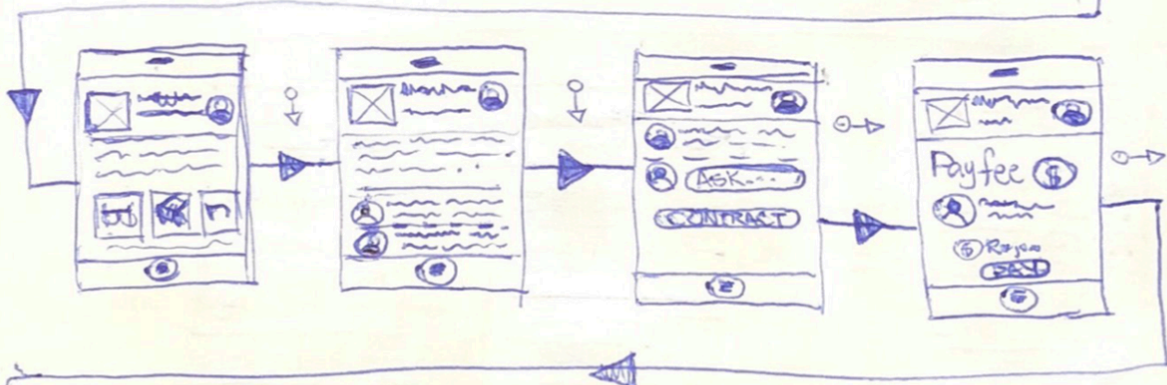




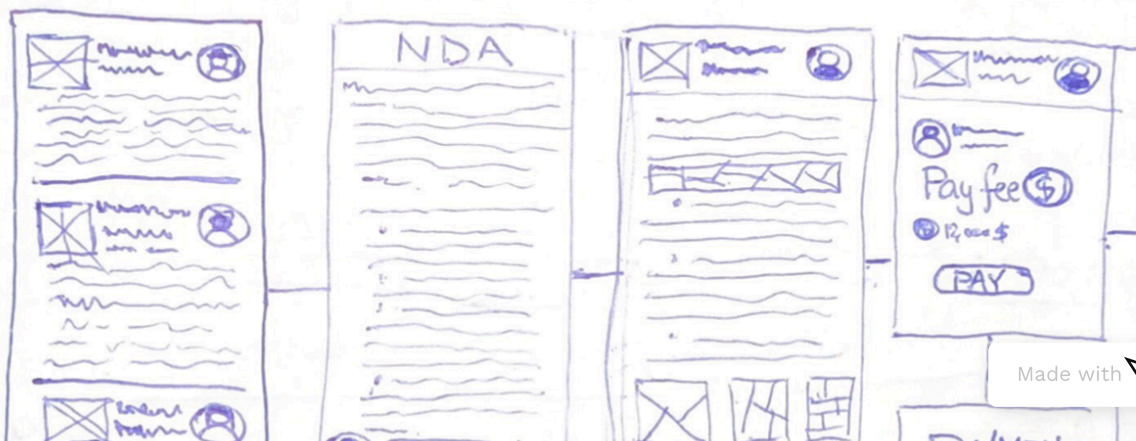
KPIs & User Flows

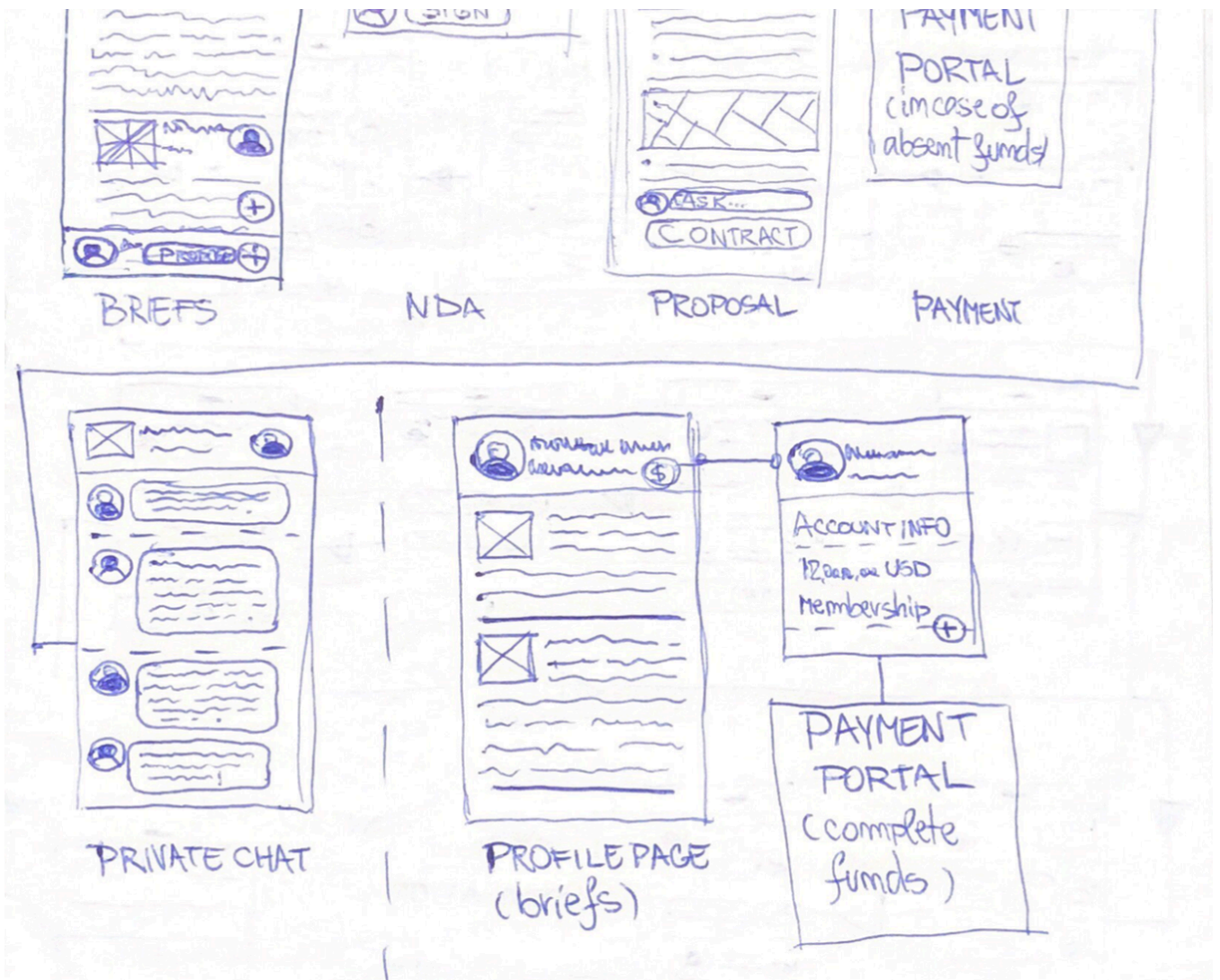


o a secure medium of interaction toward improvement o

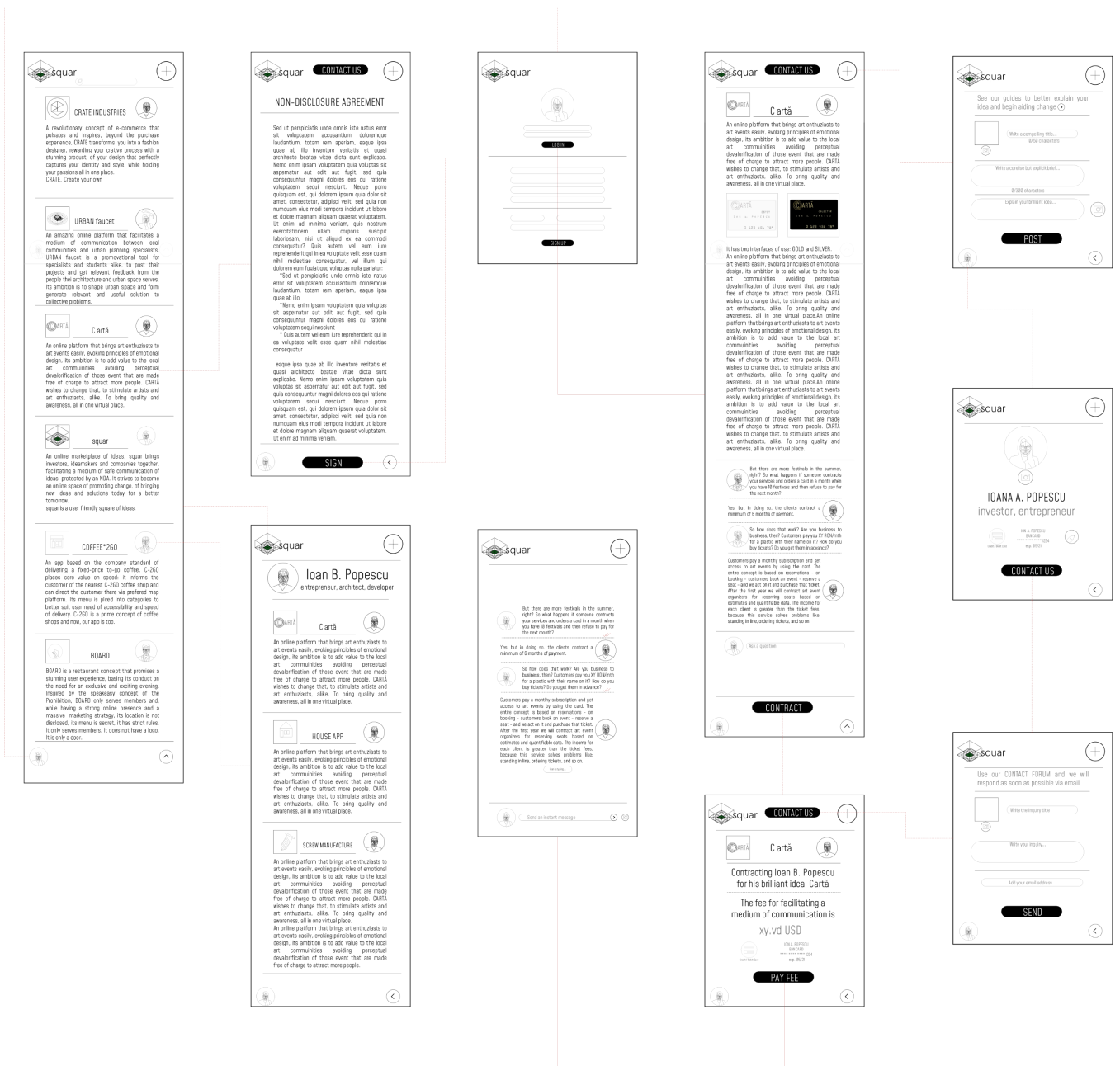


Action Tasks: scroll ⊕ select → write ⊕ click → scroll ⊕ select





Low Fidelity Prototyping



MVP Prototyping

Takeaway on squar

squar's concept aims to offer a bridge of trust and honesty toward a better world. Its takeaway is that valuable solutions can be provided if the right people are promptly endorsed and a medium of communication is ensured.

The field analysis on this respective audience pool has brought to light certain behavioral traits of the actors involved in the start-up ecosystem and entrepreneurial fandom. The most formidable result is that an idea is, most of the time, worthless

The investment process is only present with implemented projects - with ideas put into practice or with amazingly detailed outcomes planned in advance. Publishing ideas would only bring forth external (to the entrepreneurial ecosystem) criticism and validation. The NDA might prove fatal to investors browsing ideas - its absence will generate reluctance for the younger idea makers to participate with their once-in-a-lifetime billion-dollar idea (as they remain unaware that simple thought is not worth the effort of intellectual theft).

Therefore, the concept behind this idea has the potential to shift for a positive impact on the start-up ecosystem through discouragement. Its only potential lies in peoples' unwillingness to accept constructive criticism and their potential abandonment of an unsustainable idea.

This platform - having the potential involvement in educating the entrepreneurial start-up ecosystem that ideas must be incredibly well-planned and executed for (even so) a minor success rate. This platform may have the potential to mediate idea-makers into making a huge mistake in pursuing an unsustainable idea. Alternatively, this platform may prove to have influence in generating potential growth - through nurturing a tightly-knit community of entrepreneurs aiding each other and potentially motivating one another.

2.04 (C)ARTA

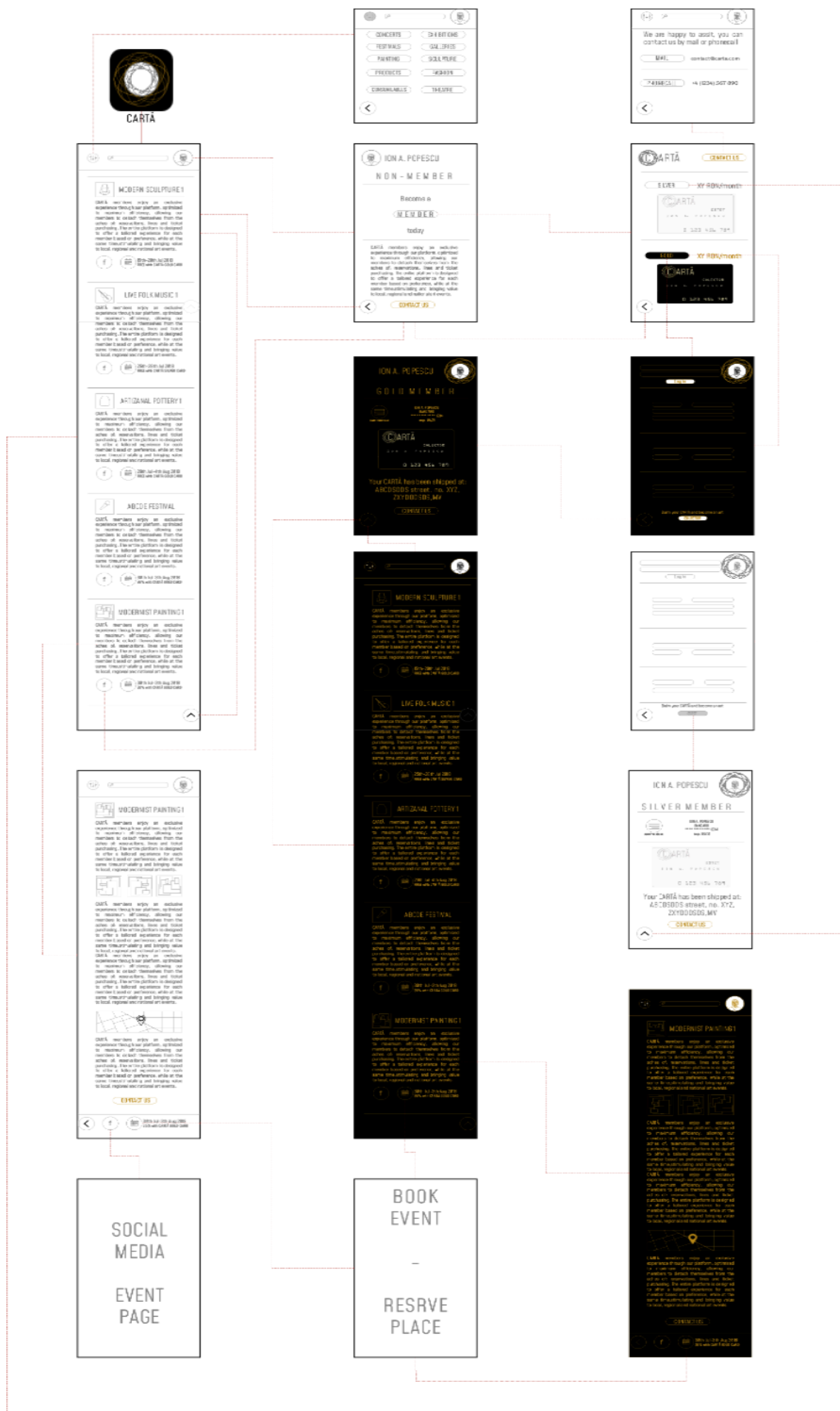
[art subscription service] [business idea]

AMBITIONS

An online platform that brings art enthusiasts to art events easily, evoking principles of emotional design, its ambition is to add value to the local art communities.

THE BARRIER

In recent years, as art events began to flourish and get attention, there has been an internal organizational struggle to bring forth new strategies of generating public attraction. One of these solutions ensures not placing ticket-purchase processes, yet this has brought forth a perceptual depreciation of these events. The alternative is also met with a lack of estimated success due to a lack of interest in ticket-based local art events. A new strategy must be found to protect local art communities and to assure the development of culturally rich communities.



MVP Prototyping

Takeaway on (C) ARTA

CARTĂ proves that the simplest solutions are in plain sight. The proposed system is nothing out of the ordinary for other service providers, yet it sets a valuable lesson into play: basing the enterprise on empathy by increasing accessibility towards a service or good, as well as rewarding that service with an emotional totem has been proven to be successful.

However - a valid analysis into the potential audience of this application has, unfortunately, deemed it unsustainable. There is power in numbers and therefore, all artistic endeavors of any local community will be publicly exhibited where the people are - having it be public on posters and popular social media platforms, to the exclusion of all else. While this idea would bring these events in the same place for a long period of time - the same outcome is easily generated through a filtered search. The number of potential respondents and active participants would, unfortunately, not cover the production and maintenance costs generally associated in the long term with such an endeavor. The potential of a large-scale PR event that would bring in large numbers of subscribers would be deemed unnecessary in the long term. As the services provided by this outlet may be rendered without difficulty elsewhere.

While the concept strives for social impact and inclusion of potential enthusiasts into local artistic events (otherwise missed through poor advertising) - the potential growth of this application is limited from the start and the ROI generated would not be able to match the medium to long term development.

3 HIERARCHY OF PASSION (CX Consultancy Work)

Customer Experience Consultancy? As practical experience? For UX?!

I had nailed down the theory (I read the best books of the time, and I took the best courses) but I **needed more practical experience**. Enter *pro-bono consultancy for startups*.

**before judging me for these placeholder names, let's all remember what the 2016-19 startup landscape looked like*

3.01 aedro User Interface Concept

[leisure flying service] [school of flight] [pro-bono project]

This is a passion project donated to a local entrepreneur from my hometown - who did not have a website for his small business.

aedro is a conceptual site proposed to a local business owner who had started a small leisure flight business and was interested in establishing a flight school.

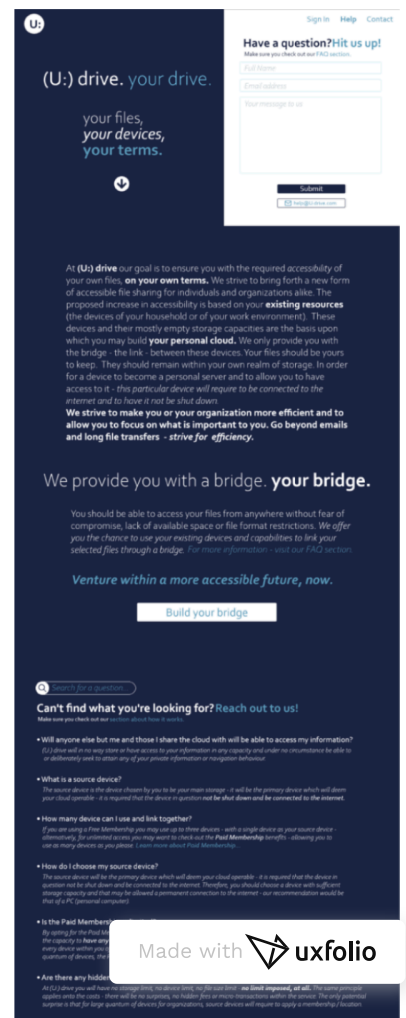
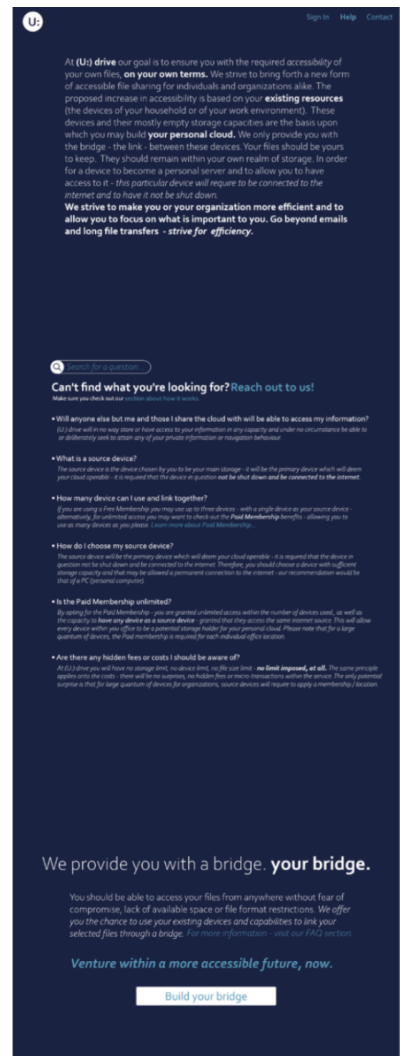
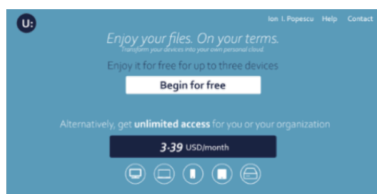
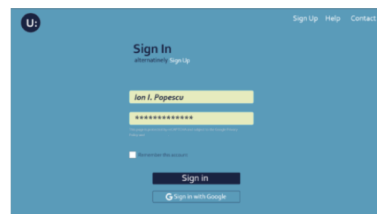
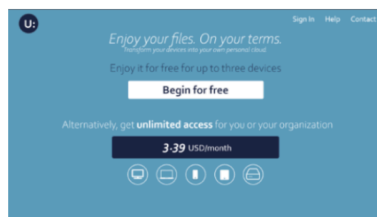
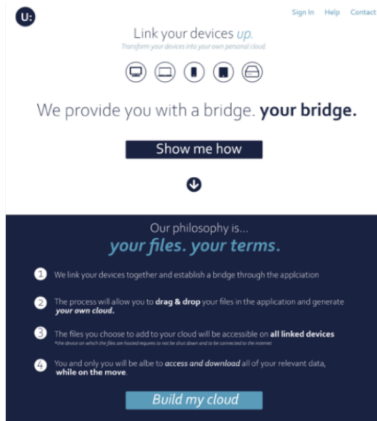
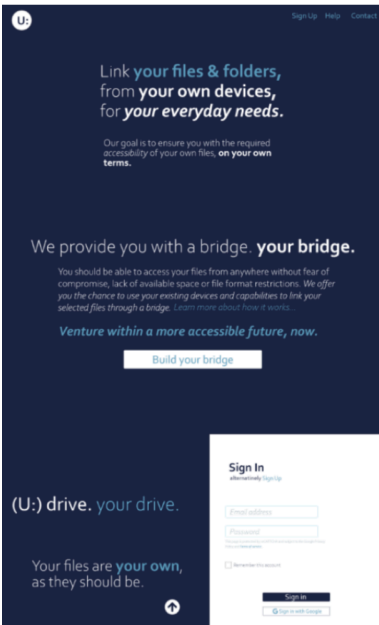
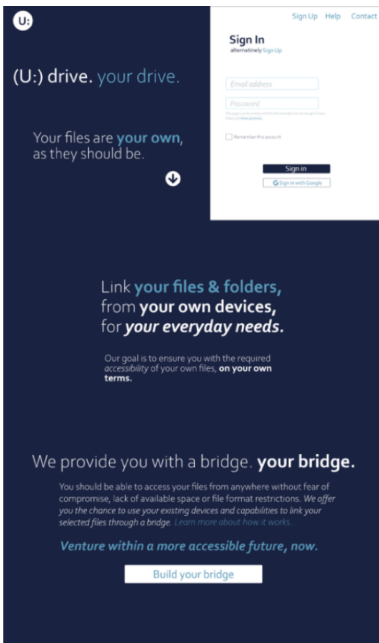
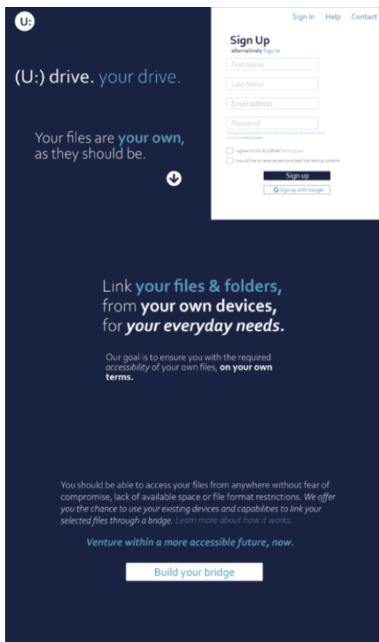
As I am strongly connected with my place of birth and the socio-economic neglect it had seen I am more than happy to assist in any possible way I can local businesses strive and excel for the betterment of the community I wish to never abandon.

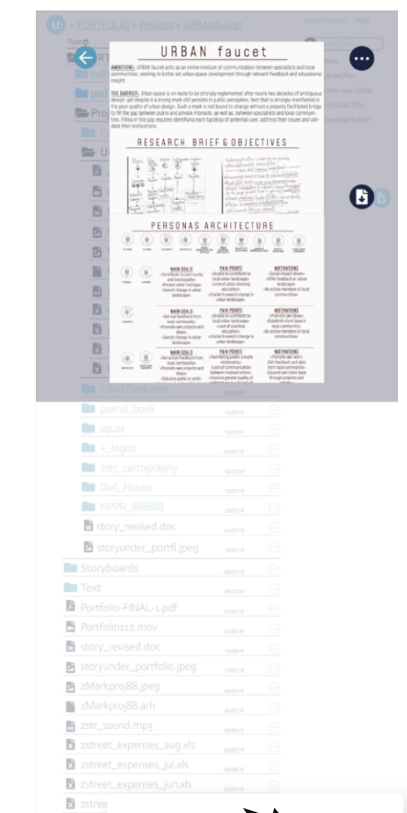
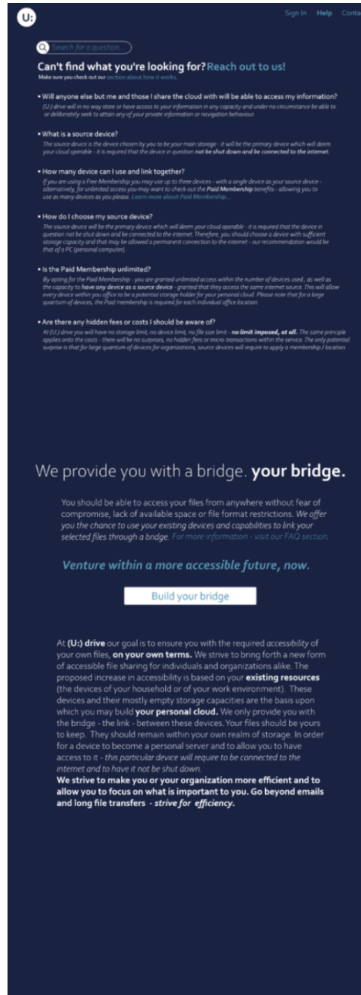
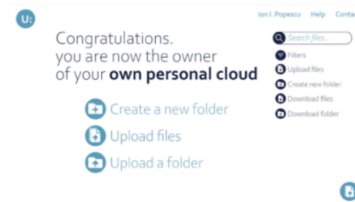
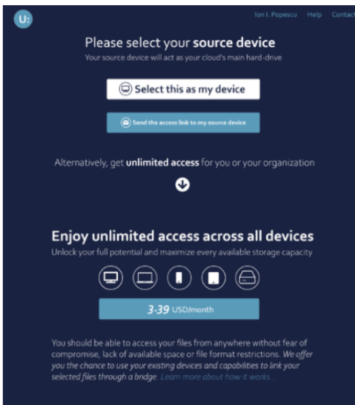
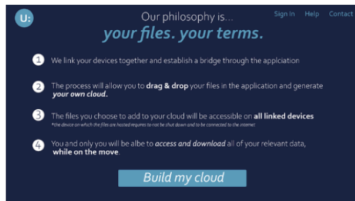
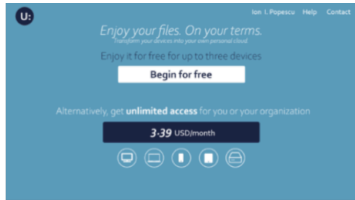
AMBITIONS

(U:) drive is a web application intended as a drive reliant for storage capacity on different personal devices that are linked together, creating a personal cloud - but with a twist.

BARRIERS

(U:) drive is defined in its branding strategy as a bridge - a connector of devices. Being able to effectively access one's files within a cloud, without relying on networking maintenance of servers through a monthly inexpensive subscription imposes effective interoperability of the multi-device interface. The current strategy places focus on ensuring efficient accessibility and usability by reducing all possible user flow routes to as few clicks as possible while ensuring that all relevant options in storing and manipulating a file are present. Another valid barrier was to create an interface susceptible to the collaboration of different members of the same subscription (for small-medium enterprises/households) and to focus on potential PR and advertising opportunities so as to aid in launching the application as well as maintain sustainable growth from the first ideation & development stages.





Takeaway on (U:) drive

While the concept is still very much valid, **its development has been halted indefinitely** by the founder of the organization that had requested its initial drafting and exploration. Despite the initial enthusiasm and apparent drive, it remains as a concept that had not surpassed the Discovery phase.

3.03 ex u r o

[hotel date-picker concept] [conceptual project]

AMBITIONS

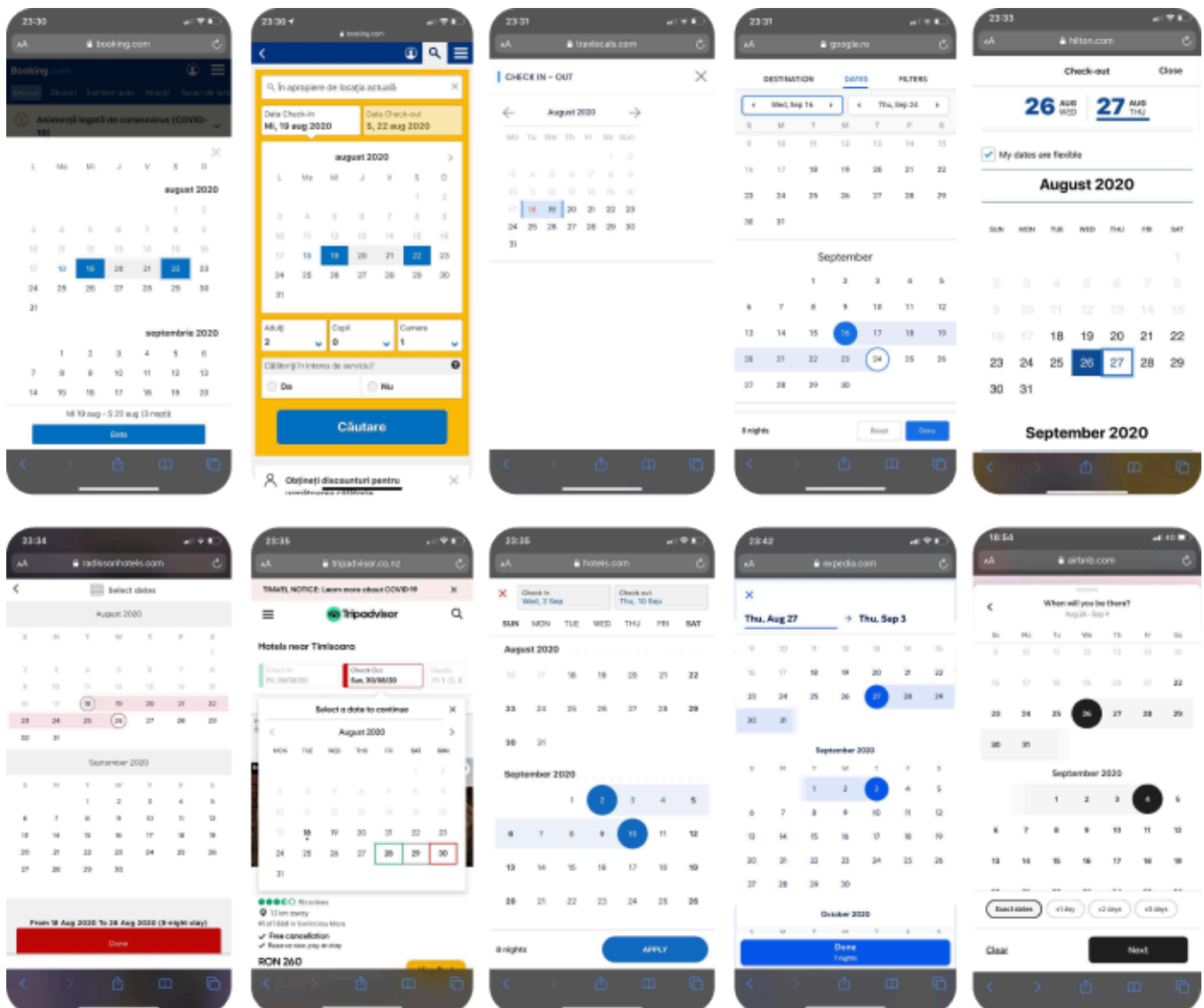
The concept examined features a brief on the discovery of the functionality of the date-picker within a new hotel app, with no design system in place.

BARRIER

Seeking to potentially improve the commonly used date-picker functionalities might result in a "wheel rediscovery" initiative which would only bring potential harm to an already widely adopted and utilized set of methods and flows. The analysis to be performed for the following initiative must closely imitate existing models so as to avoid confusion and generate user abandonment.

Brief on Discovery

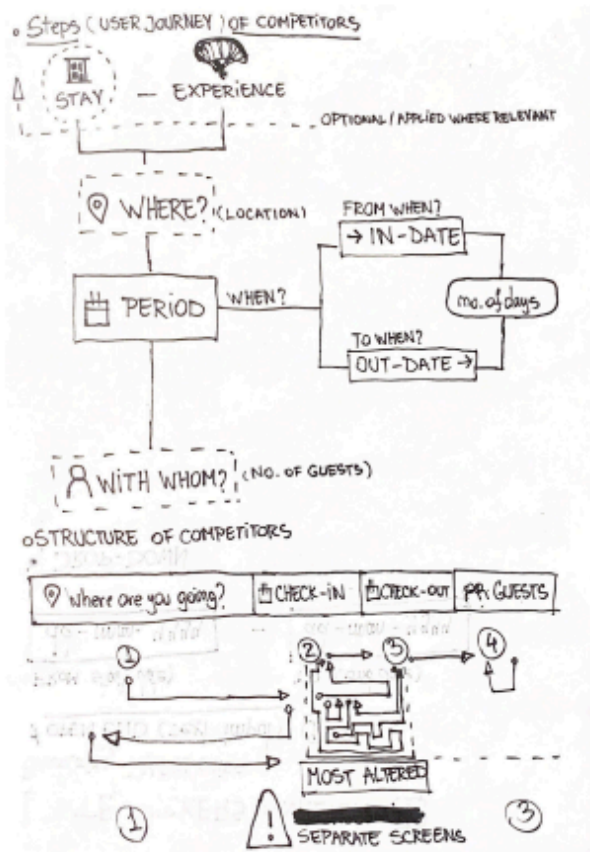
In generating a balanced date-picker for a hotel app, different popular websites and applications were examined so as to effectively extrapolate the process and options a user might have in performing certain operations.



This analysis revealed certain characteristic traits of approach users are required to partake when accessing such features (within apps or websites)

Competitor apps and websites seem to have a four step universal process established:

- * Location — Where are you going?
- * Check In-Date — When will you arrive?
- * Check Out-Date — When you be leaving?
- * Number of guests — With whom will you be arriving?



- Simplified goal: **CONVEY PERIOD OF TIME**
& DON'T YOU DARE MAKE ME THINK.
- User-centered awareness: Visualising PERIOD (RANGE)
① 2 3 4 5 6
- placing visual cues for matters of interest
- th DATE (obviously) / mo. of DAYS ① NIGHTS / calendar UI
- weekdays vs. WEEK-END MT W T F S S
1 2 3 4 5 6 7
- applying GESTALT principles (easier association / counting)
- Calendar mechanics (as related to HOTELS) → th
- Booking is DONE with ASSOCIATED COSTS/NIGHT
- ① 2 3 4 5 - 5 days ① ② ③ ④ ⑤ - 4 nights € - € - € BILLING
- Applying range (±1 day / ±3 days) of stay AVAILABILITY
- S M T W T F S S
12 13 14 15 16 17 18 19 20
• HILTON clearing

To explore various ways in which one might pick these dates, different types of date pickers were categorized so as to explore the available options when designing the perfect one:

ANALYSING DATE PICKERS ¹¹ 3

Examining TYPOLOGIES (applied on selecting RANGE)

① OPEN-END / TEXT INPUT

FROM (start date) TO (end date)

dd - mm - yyyy - dd - mm - yyyy

② DROP DOWN

START DATE

dd ▼ mm ▼ yyyy ▼

END DATE

dd ▼ mm ▼ yyyy ▼

③ SCROLLING (iOS)

dd - mm - yyyy

(dd - mm - yyyy) - (dd - mm - yyyy)

dd - mm - yyyy dd - mm - yyyy

4

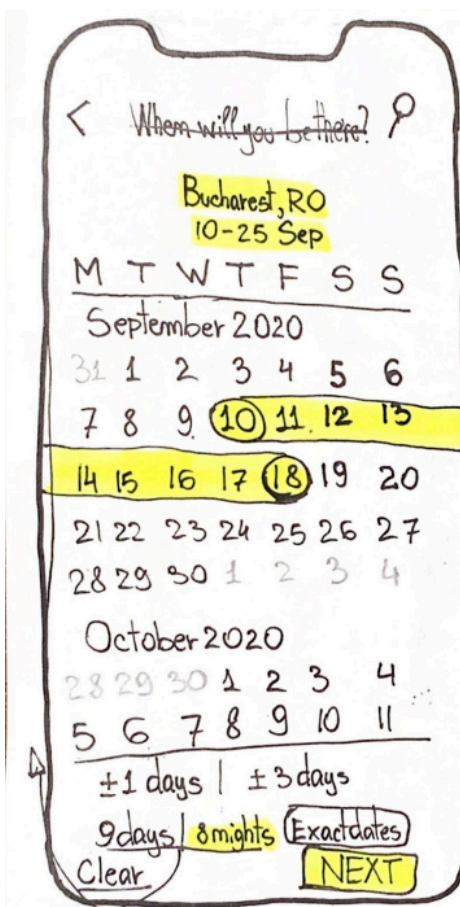
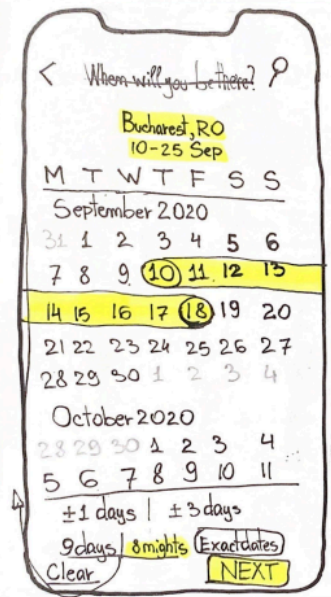
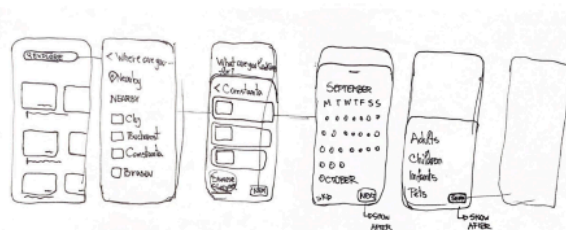
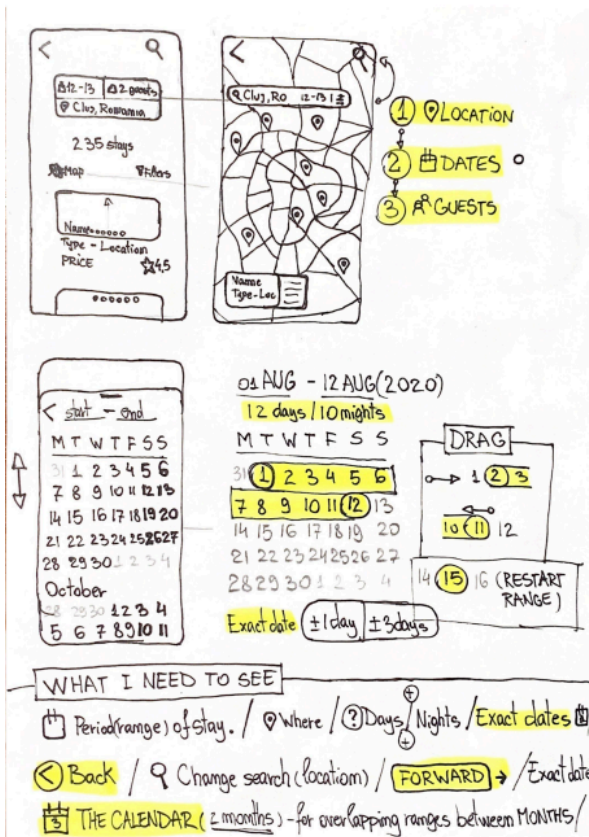
CALENDAR

START DATE							END DATE								
M	T	W	T	F	S	S	M	T	W	T	F	S	S		
		1	2	3	4	5	6			1	2	3	4	5	6
7	8	9	10	11	12	13		7	8	9	10	11	12	13	
14	15	16	17	18	19	20		14	15	16	17	18	19	20	
21	22	23	24	25	26	27		21	22	23	24	25	26	27	
28	29	30						28	29	30					

In attempting to analyse and filter the previously identified components & user goals - a series of user flows were crafted, aiming at exploring different: goals, assumptions, behaviors, and restrictions users might encounter when attempting to use such a service.

The main goal is to potentially identify relevant problems users might be faced with and generate valid strategies of approach toward solving them while exploring the identity & feel of the newly established brand (e x u r o) which will showcase unique executive & luxury retreats (concept chosen out of lack of relevant options on the market).

Sketching was performed, as a result of current discoveries - aiming to explore: potential visual identities, component structure, the required UI elements based on user needs (what the user must be aware of), and what their options are (whether: advancing, abandoning, restarting, or exploring).



• No one will enter and RESERVE RIGHT AWAY / THEY ARE RESEARCHING → this can be skipped.

• Have location visible

• While Clear + Skip ARE IMPORTANT (browsing stays)

• days + nights (IT MIGHT BE BETTER IF → ONLY NIGHTS)

• ± xdays RANGE

• FIXED MTWTFSS

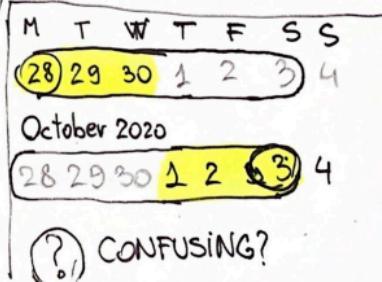
• Scrollable CALENDAR / visible MONTHS + YEARS

• BACK + SEARCH

↳ wait, no.

↳ ANOTHAAA!

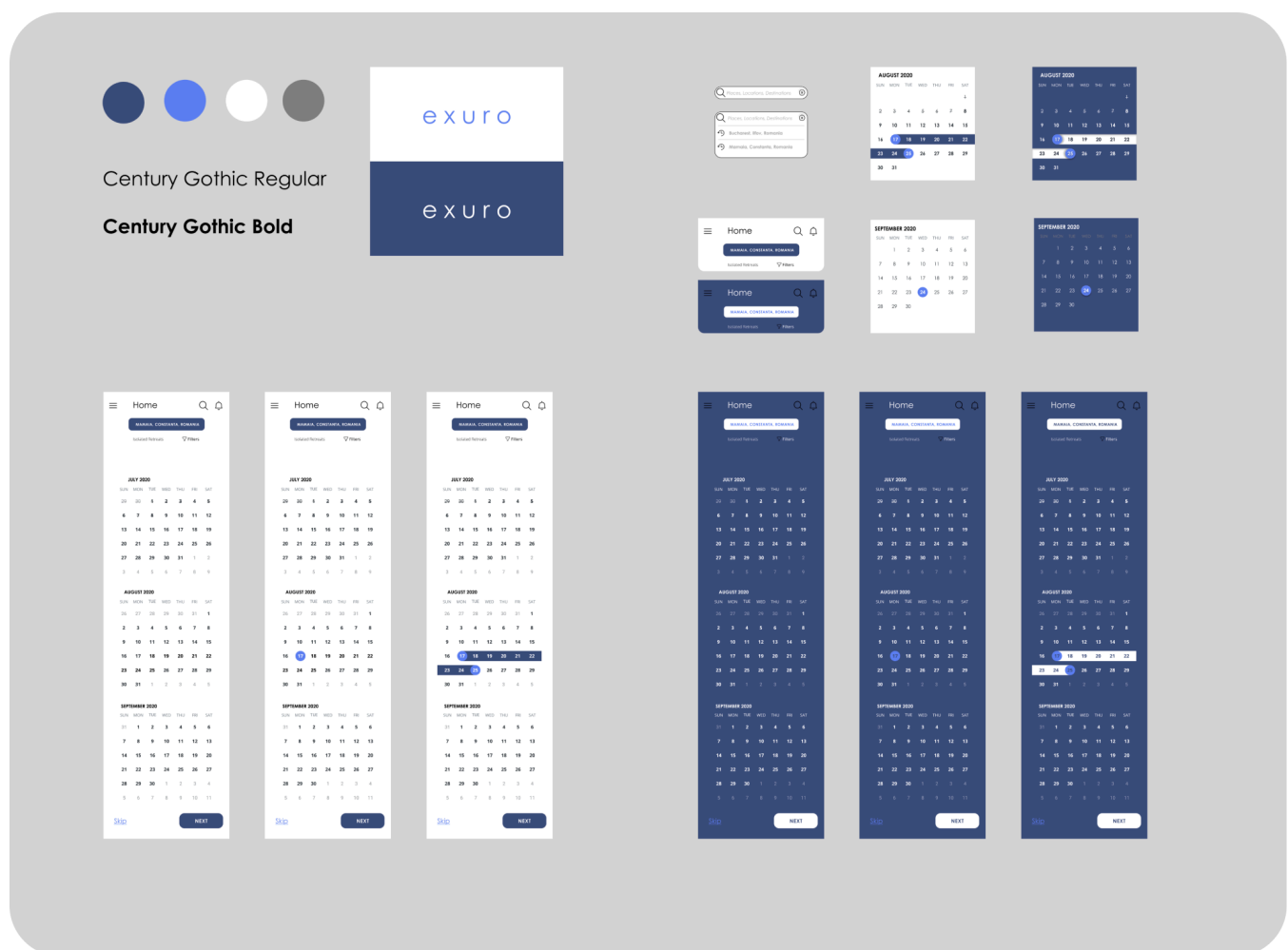
• Skip + NEXT



The primary goal of the user is to convey a desired (or hypothetical) period of seeking accommodation. Most cases (as has been revealed during limited observations of user behaviors) focus on researching available stays rather than immediately booking a specific stay. As this is the current goal of this section, further filtering has revealed what are some of the relevant (and irrelevant respectively) features and touch-points a user might require while within this section.

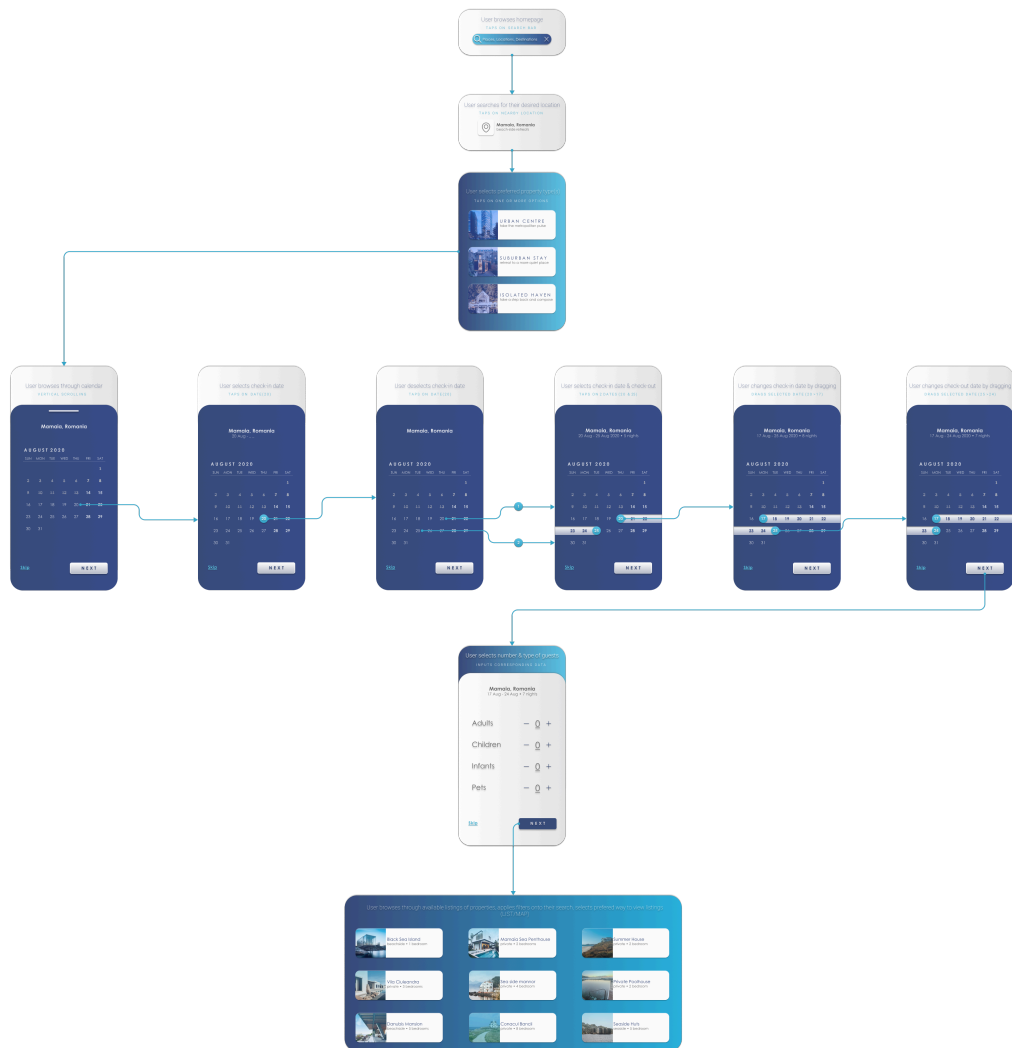
Conceptualizing the essence of the hotel app date-picker was highlighted by creating a small set of guidelines on the mechanics employed & design structure.

Aiming at exercising the aforementioned guidelines, the next step featured generating a visual style guide of the UI elements to be exercised - the aim of which was crafting an identity for the brand and exploring a high-fidelity prototype skeleton of the deliverable. This visual style guide will then lead to the creation of the final product.



Style guide for exuro

USER JOURNEY





High-fidelity Prototyping for exuro

Takeaway for exuro

The proposed concept is brewed in such an intense manner that it was stripped of the features and elements that were potentially irrelevant to its purpose (not to the utter exclusion of said features - but toward their selective placement within a following or previous stage within the booking process). The date picker - as an overlay - is an opportunity to exercise showcasing the identity and capabilities of the hotel app brand.

This particular case is intended as a brand for executive retreats & accommodations (e x u r o), a concept which was highlighted through:

- the abusive and constant decluttering of all potential elements;
- the strong contrasting overlay of the calendar onto other potential se

that of the brand's visual identity;

- the enforcement onto all elements of a common chromatic balance formed by a limited palette with soft and dynamic contrasting;
 - the serene selection of the chromatic balance within the date-picker calendar;
 - the typography of geometric minimalism correspondent to architectural trends - illustrated through a relevant typeface (Century Gothic) which must also reflect a premium experience of luxury stays (as per the invoked brand identity);
 - a constantly elegant composition of simplicity through the structure and proportion so as to illustrate the current architectural luxury trends of industrial minimalism.
-

3.04 petly

[pet adoption app MVP] [conceptual project]

AMBITION

The goal of this project is to explore an effective method of popularizing pet adoptions by aiming to simplify the associated process.

BARRIER

Such an application would only be as popular as the shelter managers (who are in a position of creating profiles for the animals within their shelters) are willing to allow it.

[illegible]

L.O.1. should be < 5 minutes

WHAT DATA SHOULD BE COLLECTED FROM ADAPTER?

- Name, email, location (app - communication - proximity)
- Household - size (adults/children @ age)
- Property (owned/rented) (+ garden)
- visiting [children (+ ages)/strangers]
- other pets (cats, dogs, livestock, etc.)
- Number of pets
- Personality (mood of HH): - active / inactive
 - extroverted / introverted
 - indoors / outdoors
- Perfect PET (preference): - trained / untrained
 - garden / just inside
 - indoors / outdoors
 - love kids / strangers
- car travel
- comfy being touched
- livestock friendly / other pets

Time for PET → How much ALONE TIME (hrs/day)

WHO AM I?

- am a primal lover. I'm cool with ANSWERING STUFF.
- a dad forced by family to get a pet which I will eventually DIE FOR! (but, I hate THE MATCHING PROCESS NOW!) → REDUCE TO AVOID SPEEDERS
- a mother who just wants their her kids to shut up. I WILL ANSWER ANYTHING but will NOT THINK IT THROUGH. so... so ... tired. whatever they want.
- the social justice 5-0: HOW DARE YOU TAG ANIMALS!!!?? THEY ARE COMPLEX!

✗ CONTENT should be isolated, but accessible.

VISUAL SEPARATION / SEGMENTATION.

✗ CLEAR UNDERSTANDING OF PET BEHAVIORAL TRAITS (although it is contextual and their shelter behavior).

may vary...)
 ✗ BE ACCESSIBLE (thept) → NEARBY → LOCATION

Commonality within...
 • IF I HATE LOUD PETS → all pets should match my picky preferences. ⇒ **UNIVERSAL**

CONCLUSIONS: RESULTS of IDEATION & RESEARCH.

✗ **UNIVERSAL MATCHING QUESTIONNAIRE FOR ALL PETS.** WHY: to avoid multiple participations by user ⇒ ex: I want a dog & a bird ⇒ A SINGLE LINE OF QUESTIONING. (excluding specific traits of absent pets)

✗ **HIGH CONTENT VOLUME** → SIMPLE UI (avoid feature list)

✗ **Structured matching AS FEW QUESTIONS & FEATURES AS POSSIBLE**

⊕ ACCESSIBLE through scroll but out of sight

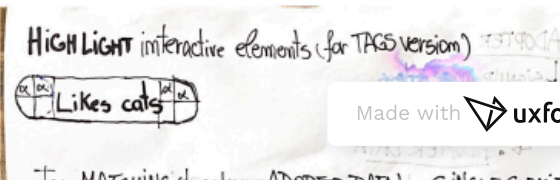
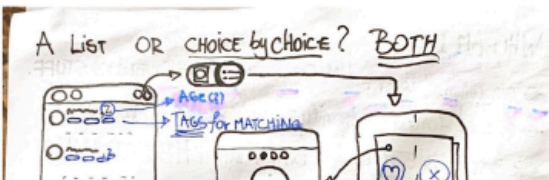
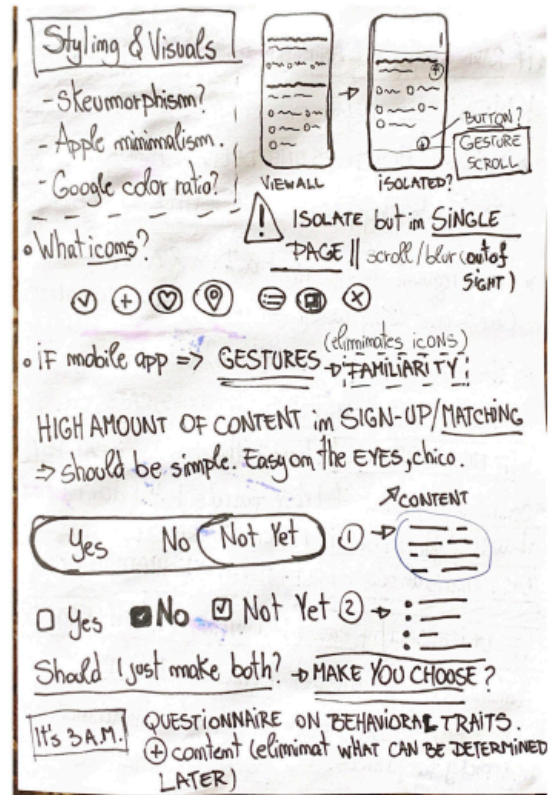
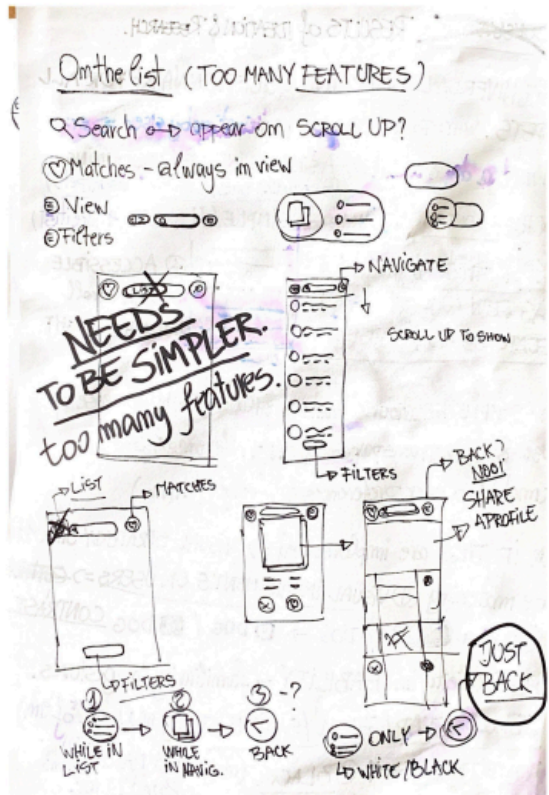
✗ SIMPLE behavioural traits easily SHOWN for ease of use & user transparency ON preferences ⇒ tags (matching user preferences & lifestyle / enviro.)

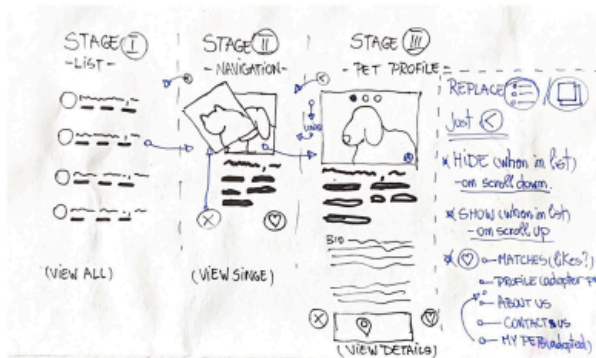
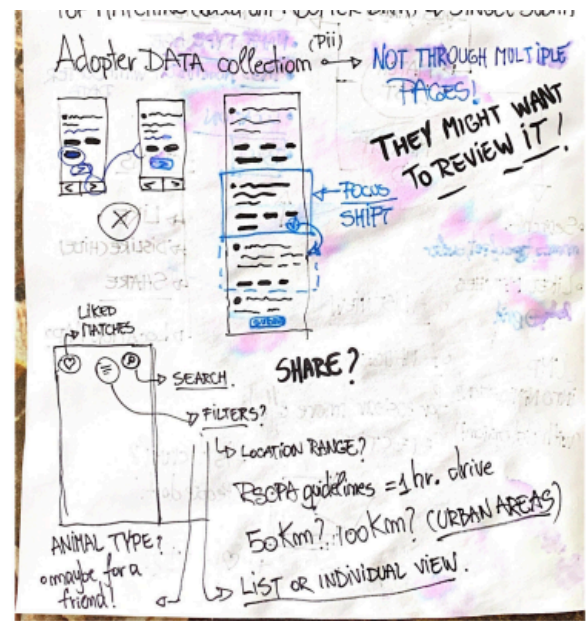
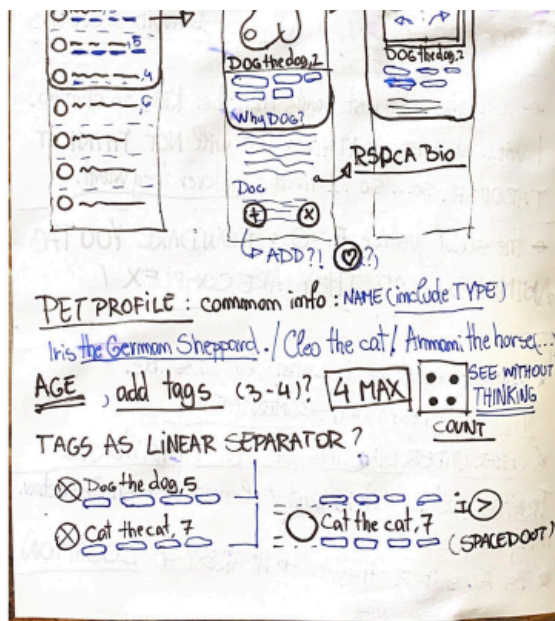
✗ IF TAGS are implemented ⇒ VISUAL STRATEGY should be matching (⊕ VISUAL IMPAIRMENTS ON USERS ⇒ ~~CONTRAST~~)

DOG → / DOG → DOG / DOG CONTRAST

✗ SIMPLICITY in USABILITY - familiarity in gestures. SCROLL / TAP / ZOOM / SWIPE (pretty much all of 'em)

✗ WHITE ⊕ GRAY ⊕ BLACK (maybe just MATCH buttons colored?) OK.





Research on feasibility & Ideation

1202

petly

Sign Up with Facebook or Google

First Name

Last Name

Address

Email address

Create password

SIGN UP

1202

petly

Sign Up with Facebook or Google

First Name

Last Name

Address

Email address

Create password

SIGN UP

1202

petly

Sign Up with Facebook or Google

First Name

Last Name

Address

Email address

Create password

SIGN UP

1202

petly

Sign Up with Facebook or Google

First Name

Last Name

Address

Email address

Create password

SIGN UP



1202

petly

Sign Up with Facebook or Google

First Name

Last Name

Address

Email address

Create password

SIGN UP

1202

Welcome, Ion.

In order to ensure that we match you with the perfect pet, we will require some information from you about your household and lifestyle.

Browse pets without matching.

Learn more about how it works.

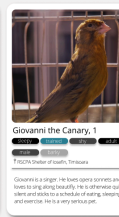
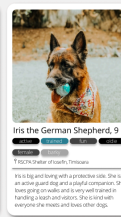
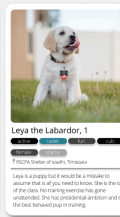
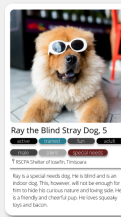
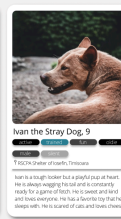
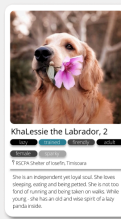
MATCH ME

1206

Antony the Cat, 2

100% Owner of quality, Timisoara

He is a gentle soul, he is a loving cat, he will not fight for his territory. He is a gentle soul, he is a loving cat, he will not fight for his territory. He is a gentle soul, he is a loving cat, he will not fight for his territory.



1203

What types of pets would you like to adopt?

Dogs Farm Animals Horses & ponies Cats Fish Small Furbies Pet birds Rabbits Reptiles

When thinking of the perfect pet what should it be like?

Size of pet: Small Medium Large Any

Age of pet: 0-2 yrs 2-5 yrs 5-8 yrs 8+ yrs Any

Gender of pet: Male Female Any

Who are the current members of your home?

Adults 0 0

Teens 0 0

Children 0 0

Infants 0 0

Do you have any other pets?

Dogs Farm Animals Horses & ponies Cats Fish Small Furbies Pet birds Rabbits Reptiles No other pets

1204

What types of pets would you like to adopt?

Dogs Farm Animals Horses & ponies Cats Fish Small Furbies Pet birds Rabbits Reptiles

When thinking of the perfect pet what should it be like?

Size of pet: Small Medium Large Any

Age of pet: 0-2 yrs 2-5 yrs 5-8 yrs 8+ yrs Any

Gender of pet: Male Female Any

Who are the current members of your home?

Adults 2 0

Teens 0 0

Children 0 0

Infants 0 0

Do you have any other pets?

Dogs Farm Animals Horses & ponies Cats Fish Small Furbies Pet birds Rabbits Reptiles No other pets

1204

What types of pet would you like to adopt?

Dogs Farm Animals Horses & ponies Cats Fish Small Furbies Pet birds Rabbits Reptiles

When thinking of the perfect pet (ex. dog, cat) what should it be like?

Size of pet: Small Medium Large Any

Age of pet: 0-2 yrs 2-5 yrs 5-8 yrs 8+ yrs Any

Gender of pet: Male Female Any

Who are the current members of your home?

Adults 0 99

Teens 0 99

Children 0 99

Infants 0 99

Do you have any other pets?

Dogs Farm Animals Horses & ponies Cats Fish Small Furbies Pet birds Rabbits Reptiles No other pets

1205

Khallesie the Labrador, 2

Socrates the Stray Dog, 8

Darlie the Kitten, 1

Boris the Stray Dog, 3

Chewie the Stray Dog, 1

Night the Stray Dog, 9

Chorus the Parrot, 9

Billy the Cat, 3

Butch the Stray Dog, 1

Joan the Bird, 4

Mittens the Kitten, 1

Cleo the Cat, 5

Frost the Stray Dog, 3

Sunshine the Stray Dog, 9

Rex the Parrot, 1

Jim the Cat, 3

Blondie the Stray Dog, 1

Horace the Bird, 4

Panda the Kitten, 1

Dan the Cat, 5

Spot the Stray, 4

Antony the Cat, 2

1205

Antony the Cat, 2

Ray the Blind Stray, 5

Leya the Labrador, 1

Iris the German Sheph, 9

Giovanni the Canary, 1

Khallesie the Labrador, 2

Spot the Stray Dog, 4

Perry the Parrot, 1

Vex the Girdled Lizzard, 2

Oedipus the Guinea Pig, 1

Barker the Stray, 5

Hunter the Cat, 3

Max the Guinea Pig, 1

Rex the Cocker Spaniel, 5

Rit the Cat, 2

Ivan the Stray Dog, 9

How would you describe your lifestyle?
This includes the general mood of the household.

Cozy

Socially active

Extraverted

Lazy

Active

Introverted

Comfortable

Healthy

Indoor

Outdoor

When thinking of the perfect pet which characteristics should they have to match your home?

Be comfortable with strangers

Be good with kids

Like dogs

Like cats

Be house-trained

Be garden-friendly

Indoor pet

Enjoy being petted / picked-up

Livestock-friendly

Guard pet

Be silent

Pet with special needs

How much time do you think your pet would be alone?

Hours/day

0

+

-

SUBMIT

How would you describe your lifestyle?
This includes the general mood of the household.

Cozy

Socially active

Extraverted

Lazy

Active

Introverted

Comfortable

Healthy

Indoor

Outdoor

When thinking of the perfect pet which characteristics should they have to match your home?

Be comfortable with strangers

Be good with kids

Like dogs

Like cats

Be house-trained

Be garden-friendly

Indoor pet

Enjoy being petted / picked-up

Livestock-friendly

Guard pet

Be silent

Pet with special needs

How much time do you think your pet would be alone?

Hours/day

4

+

-

SUBMIT

How would you describe your lifestyle?
This includes the general mood of the household.

Cozy

Socially active

Extraverted

Lazy

Active

Introverted

Comfortable

Healthy

Indoor

Outdoor

When thinking of the perfect pet which characteristics should they have to match your home?

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Guard pet

Be silent

Pet with special needs

How much time do you think your pet would be alone?

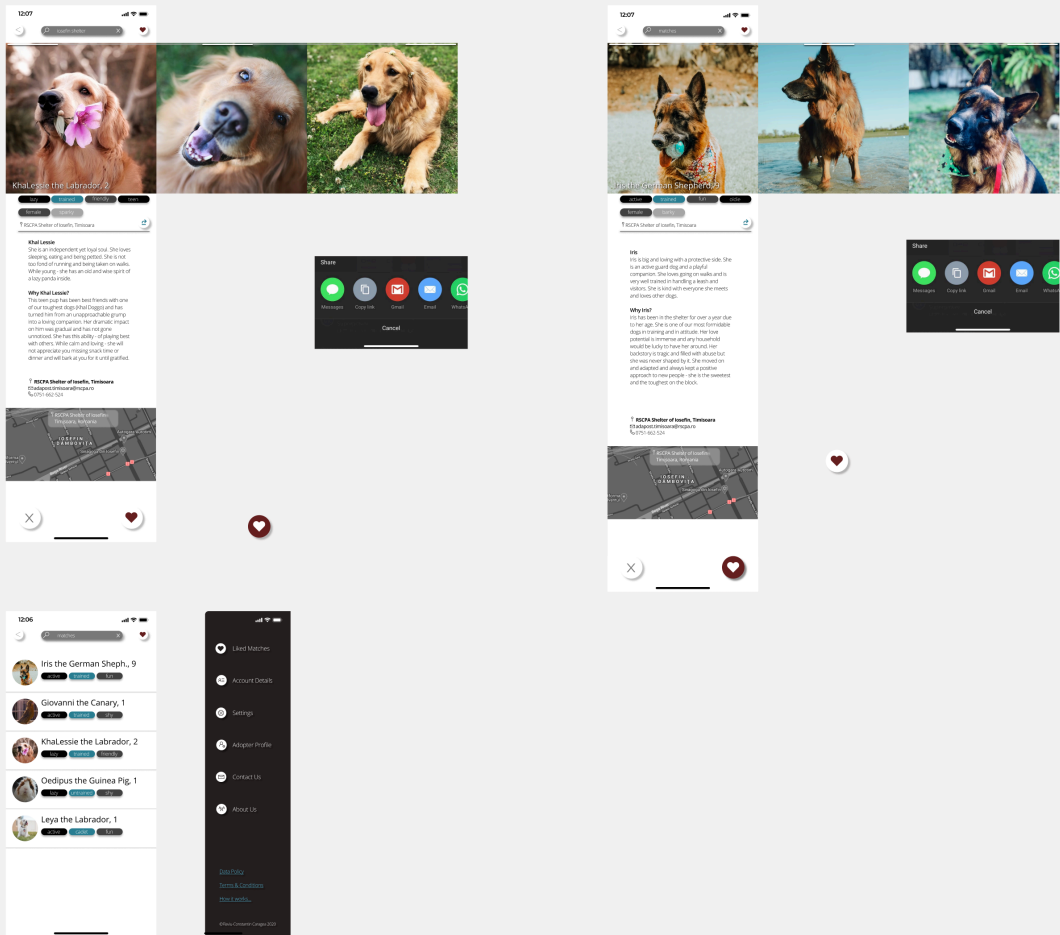
Hours/day

24

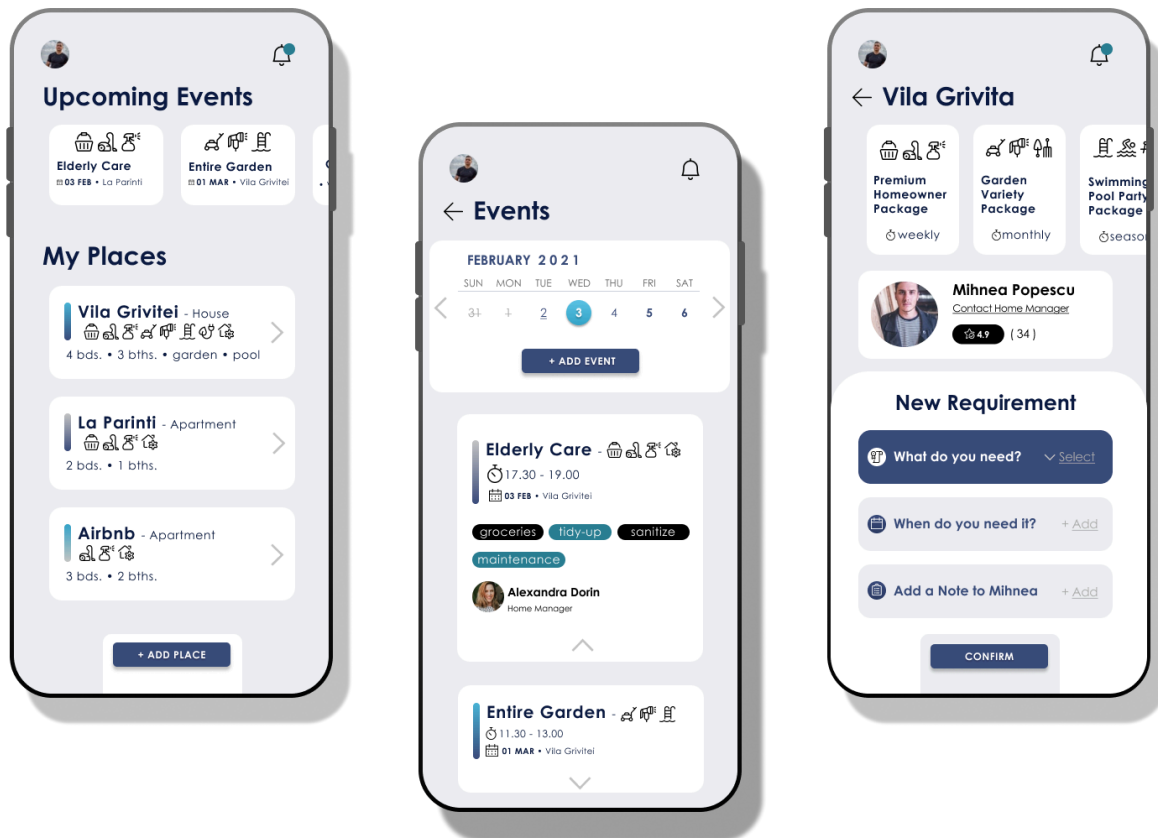
+

-

SUBMIT



The result of a rapid design sprint, crafted within a single discovery phase for a potential business strategy and concept - a home organizer app with different subscription plans.



4 DISCOVERY OF REASONING (Corporate / Start-up UX Research)

4.01 aider

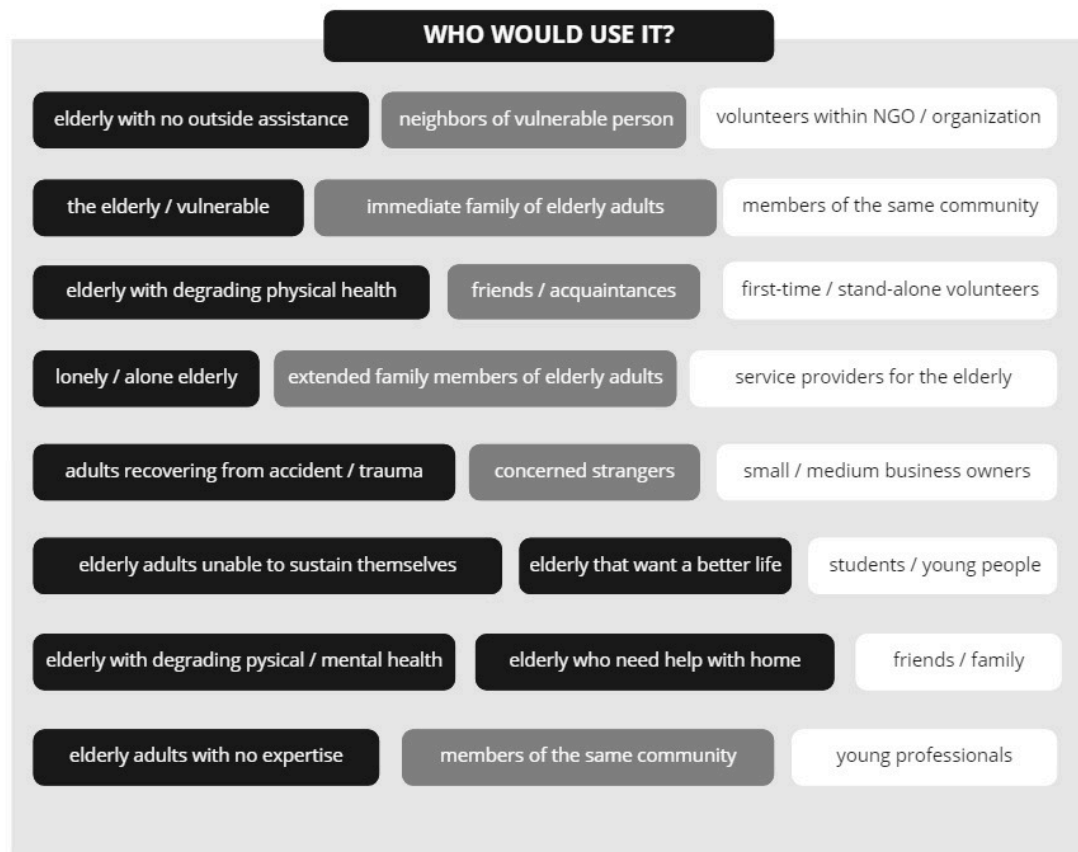
[elderly care app] [conceptual project] [Endava] [corporate UX]

AMBITION

As a direct result of the suffered neglect, the elderly are susceptible to abuse and are left to fend for themselves. Correspondingly, this project aims to generate a bridge between service providers (who are aiming to better their communities) and the vulnerable and in need.

BARRIER

The most vital aspect of this strategy is to ensure that sufficient awareness and willingness to assist exists for the relevant service providers. Correspondingly, the goal of this service is to bridge the two and to generate sufficient traction and enough attraction to encapsulate the mutual benefit of both the service provider and the vulnerable.



miro

User Research on **Potential User Types**

WHY WOULD THEY USE IT?

the loss / departure of family member to gain more time for themselves to improve own metrics / record

need assistance in their homes to better the life of family member to safeguard local community

to improve quality of life are no longer able to perform certain tasks to grow your brand through charity

fear change / being put in a home to aid & better their local communities to aid their NGO / organization

to change an unhealthy routine to improve the life of a friend / acquaintance to help grow their business

fear uncertified social service workers unable / unwilling to assist them themselves to interact with others

due to loneliness / lack of interaction to detach oneself from unhealthy relationship to do good

the loss / departure of caretaker noticing warning signs of self-neglect / mental degradation / physical inability

to be engaged by their local communities to help them occasionally to occasionally help the vulnerable

need outside help / assistance to aid their struggles to gain relevant experience as young professional

BENEFICIARY

MUTUAL
BENEFIT

BENEFACTOR

BEHAVIOURS, ASSUMPTIONS, EXPECTATIONS

fear change / habit disruption is ineffective to gain experience in their field through charity

fear strangers / new people volunteers will be untrained / not ready for tasks will be time-consuming

can remain in their home / community fear for the safety / privacy of loved ones are not up to the challenge

want to be involved in life-changing plans loved one will not accept outside help an opportunity to do good

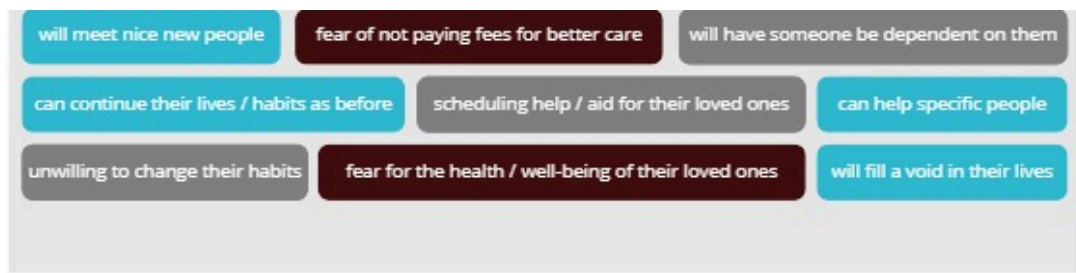
feel unsafe / vulnerable in their homes with new people volunteers might not respect / tolerate their loved ones

can improve their lives / be assisted system might have hidden fees an opportunity to grow SME brand

fear for the exploitation / abuse of their loved ones from unpaid strangers involvement is not worth the trouble

believing they don't need help an opportunity to regain time / own life back fear being taken advantage of

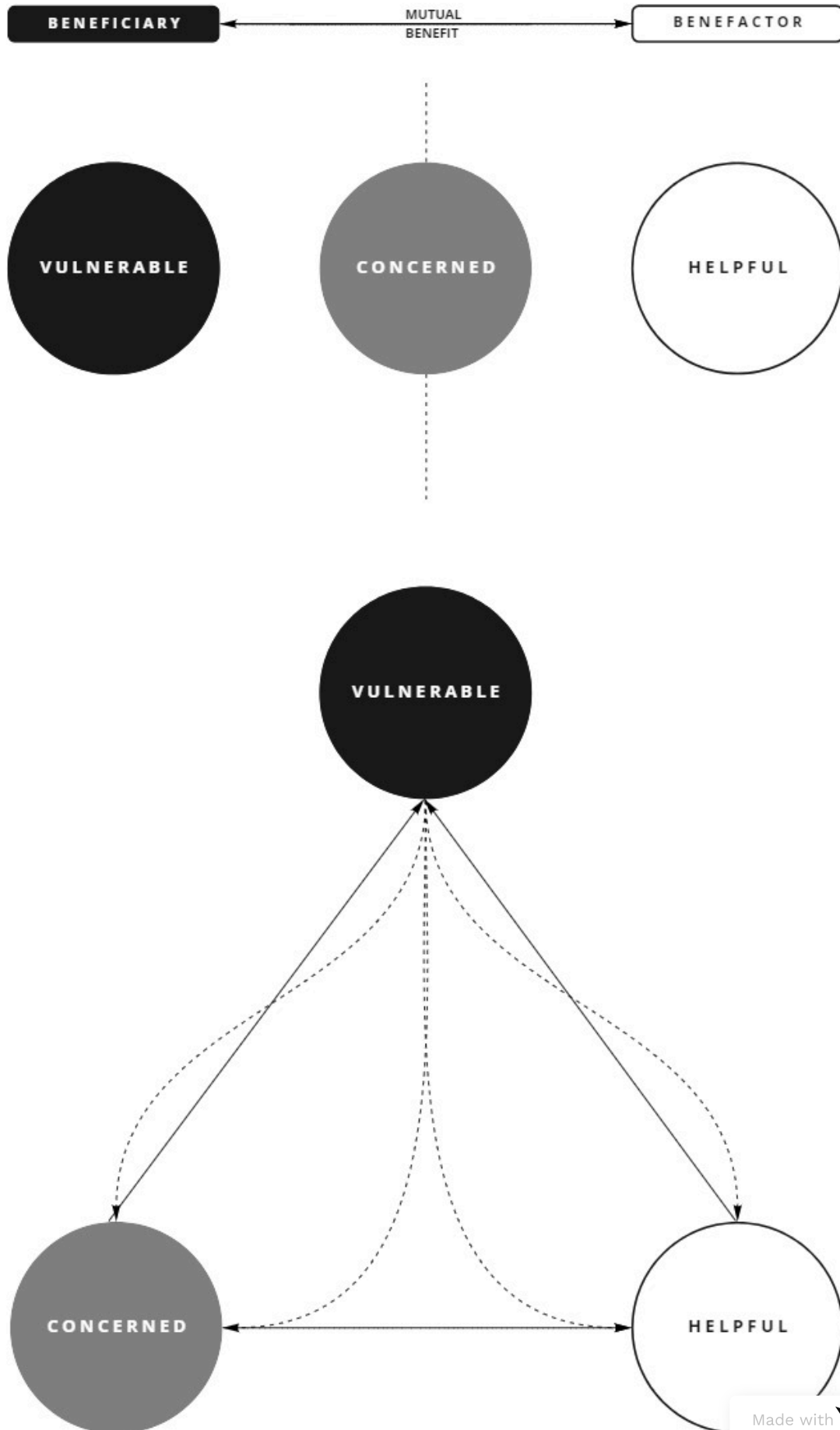
fear family alienation will aid (improve the life of) their loved ones safeguarding their community from abuse



miro

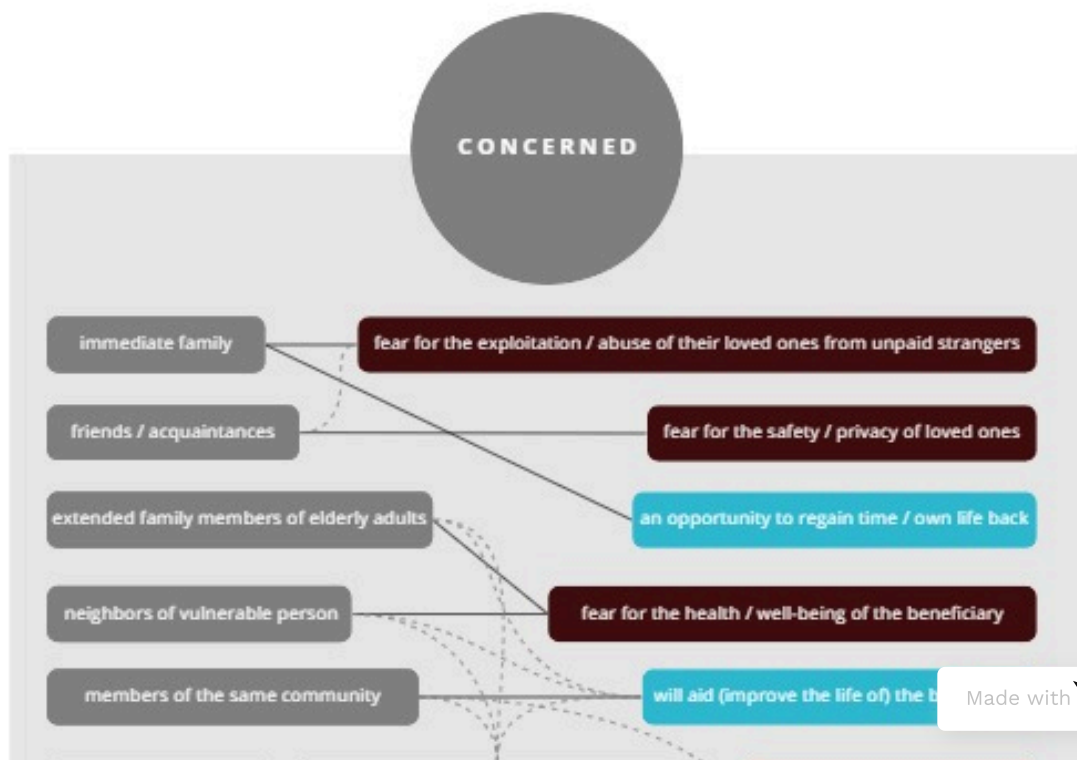
User Research on Potential: **Assumptions, Motivations, and Expectations**

TARGET USERS CLASSIFICATION & DYNAMICS WITHIN SYSTEM



Target User Classification

ROUGH PERSONAE HIERARCHY

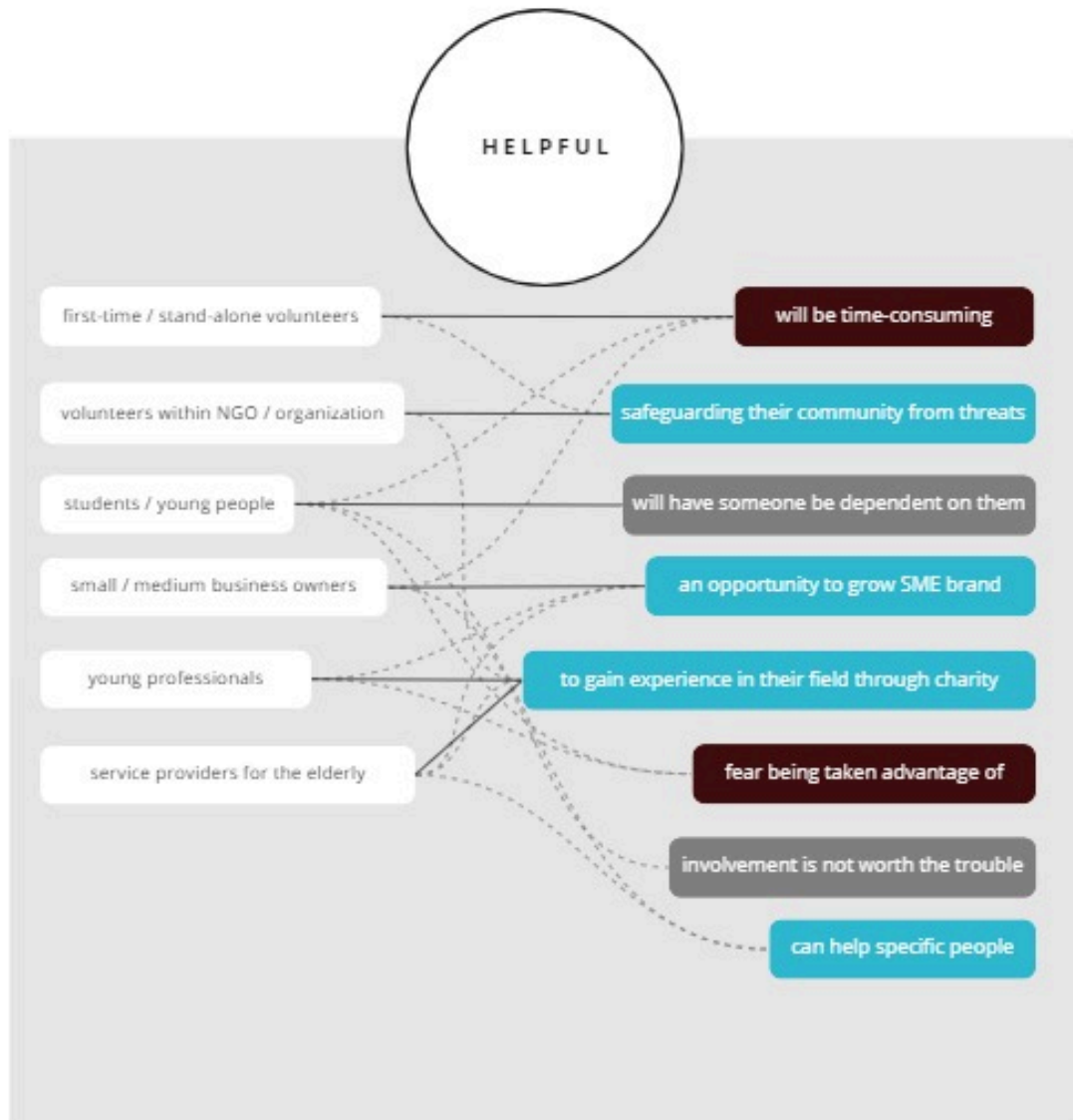


concerned strangers

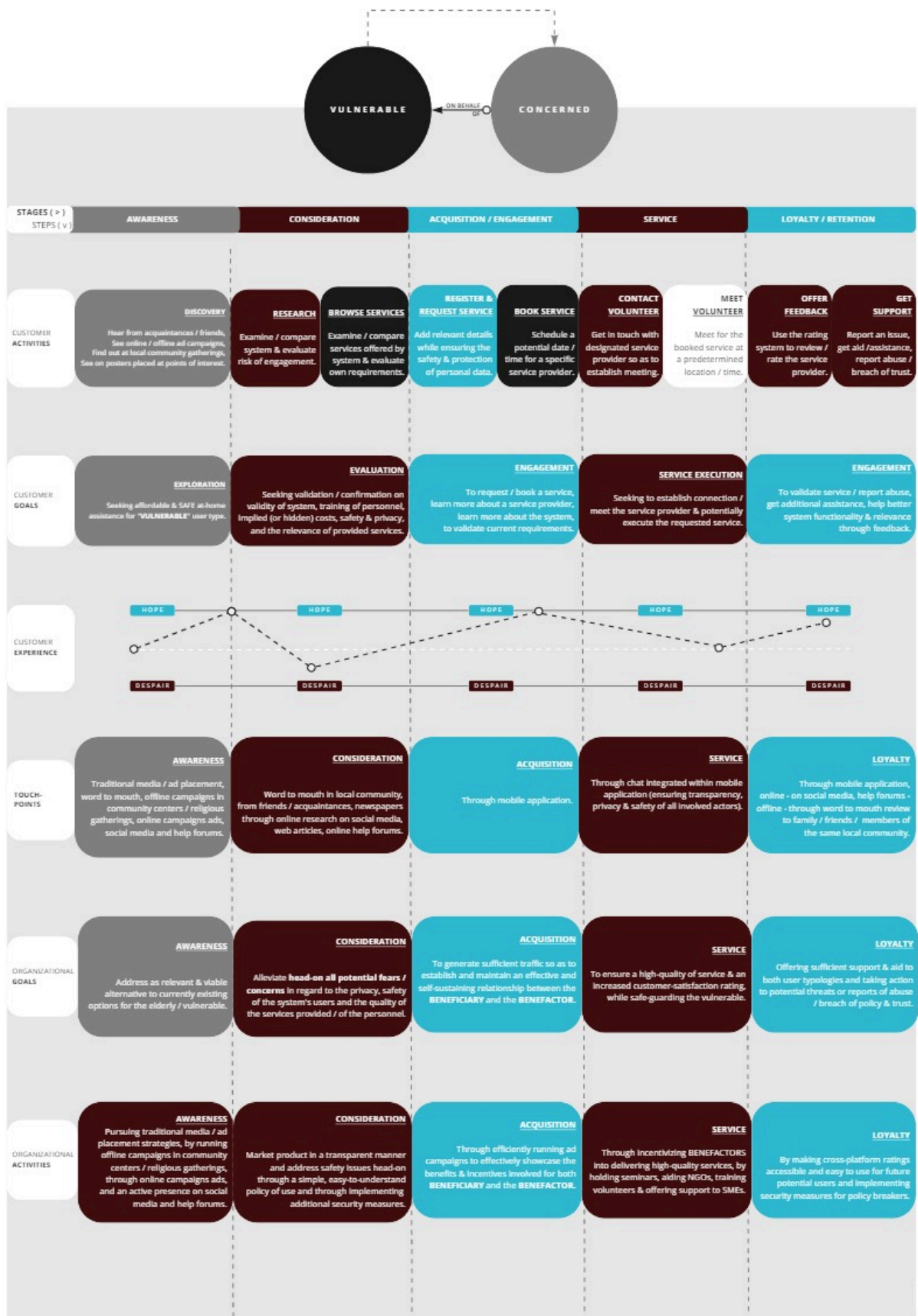
unable / unwilling to assist them themselves

system might have hidden fees

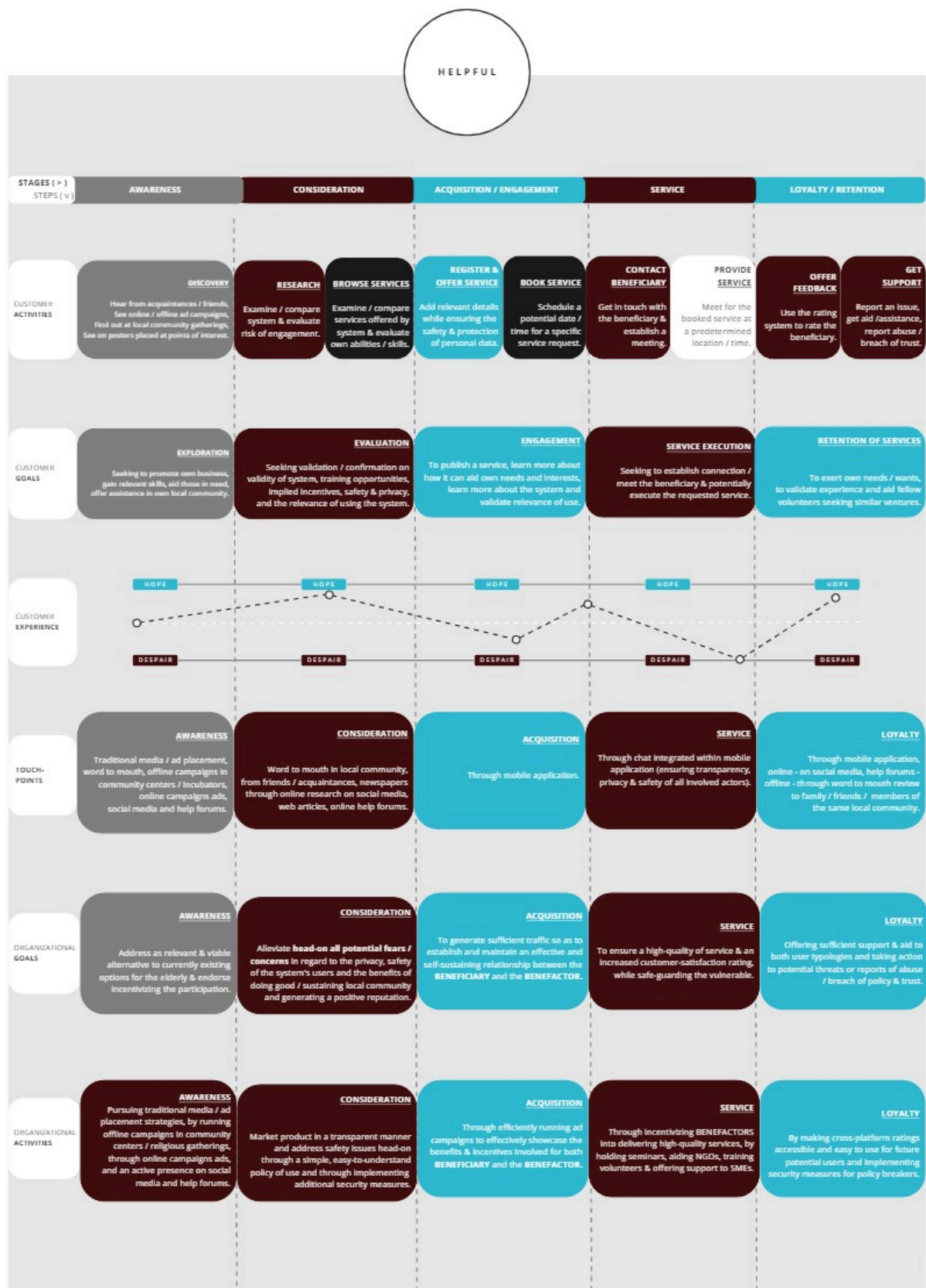
Brute Personae Classification



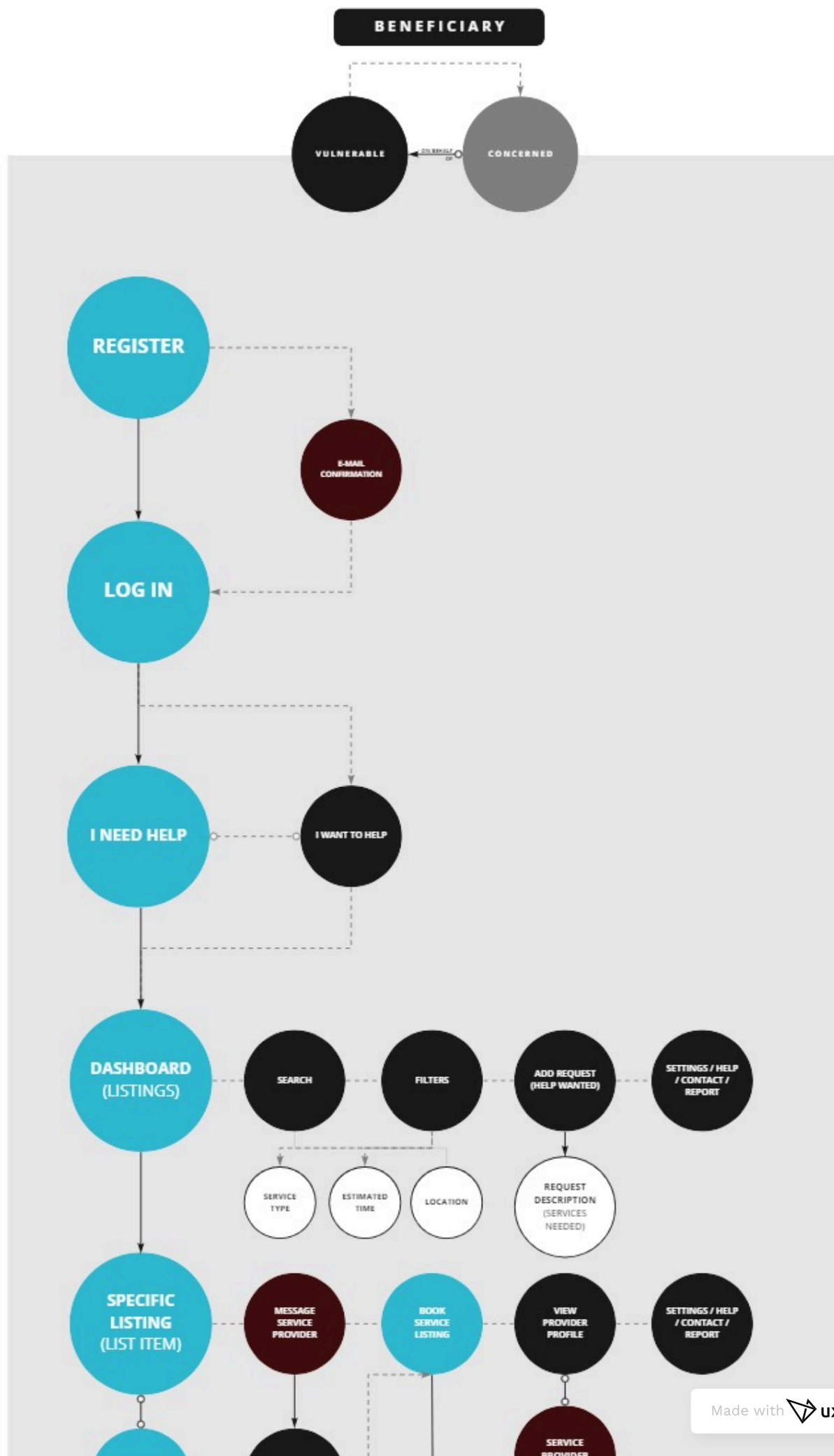
miro

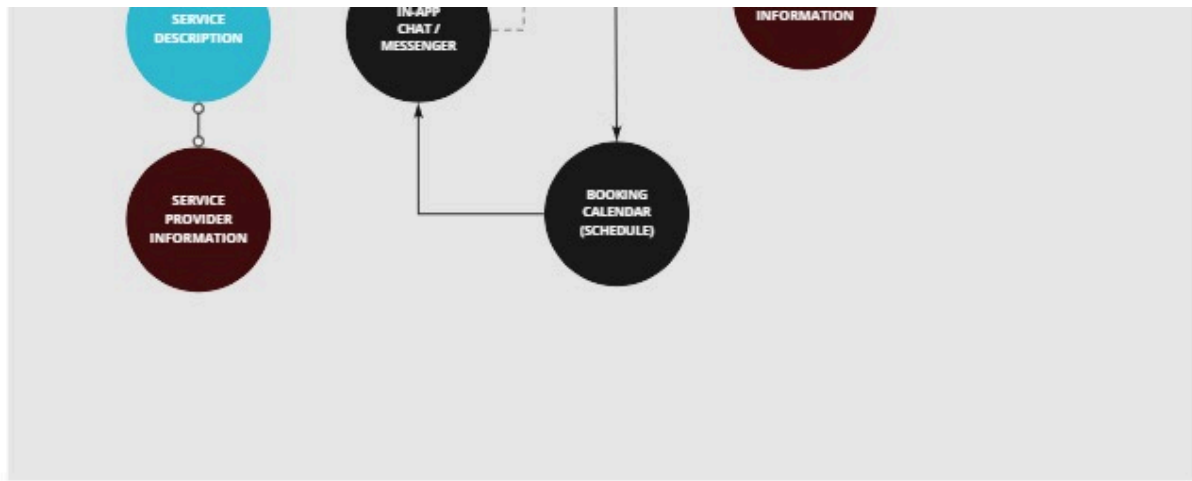


Customer Journey for **Beneficiaries** (*Vulnerable & Concerned User Types*)



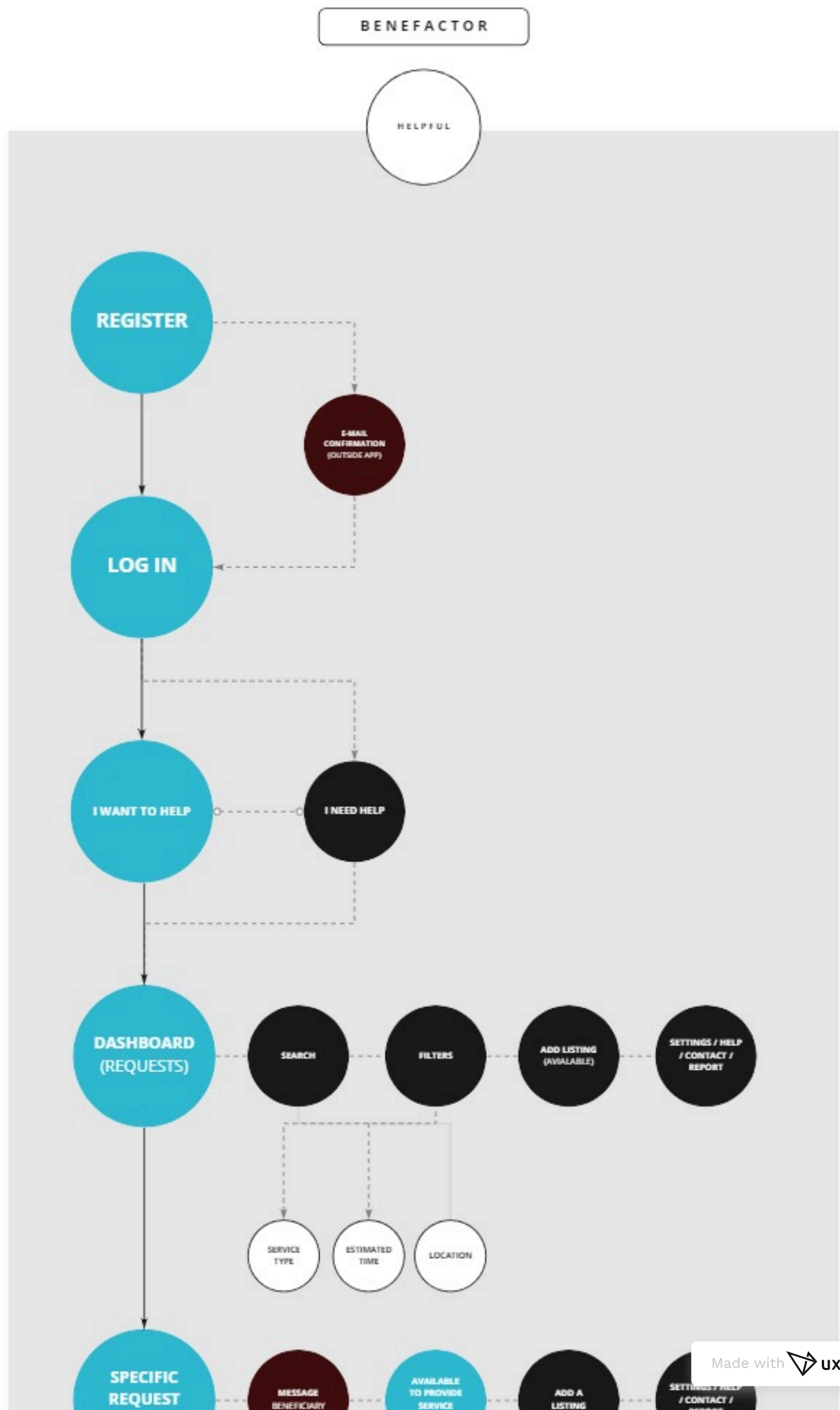
Customer Journey for **Benefactors** (*Helpful User Type*)

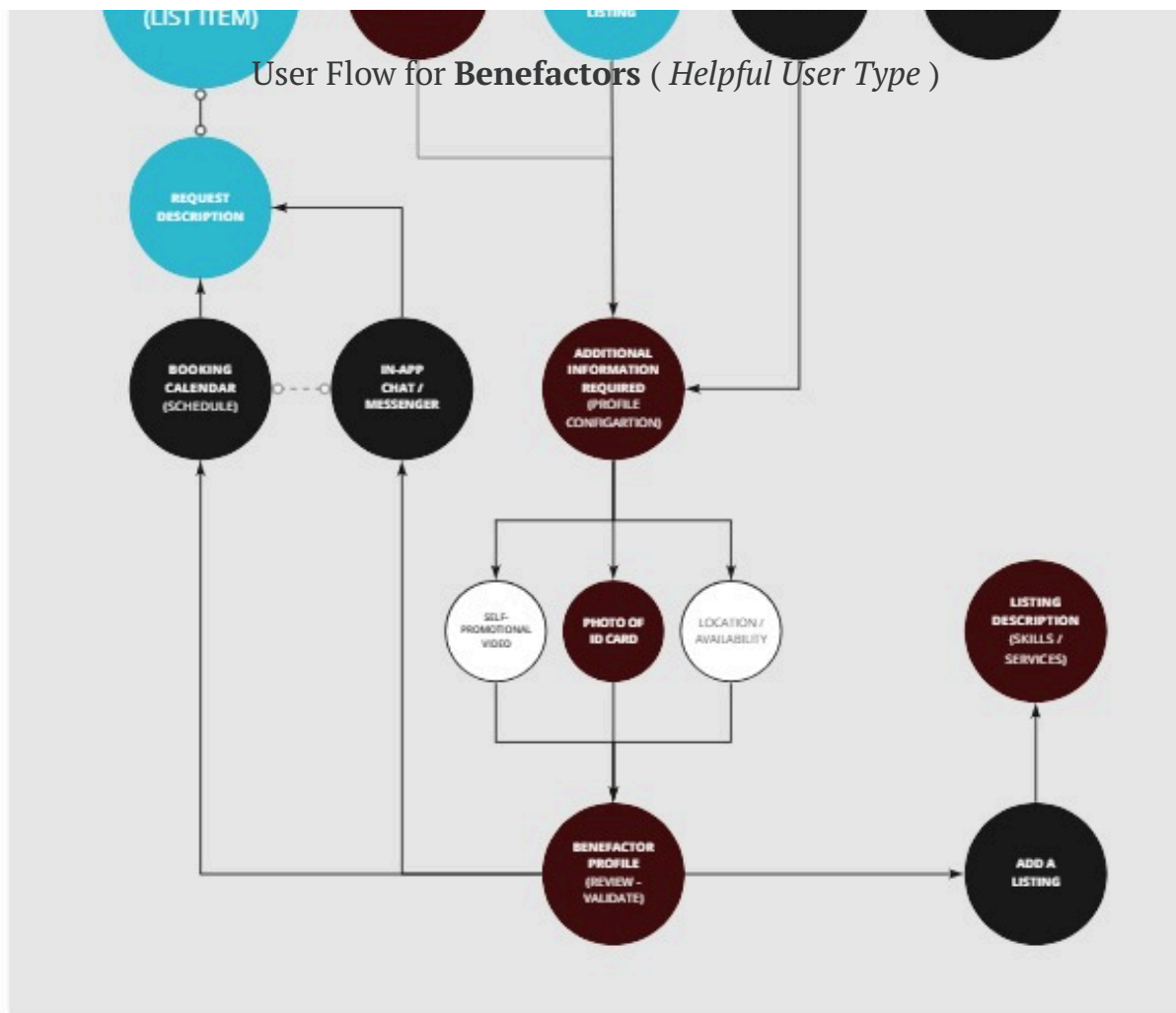




miro

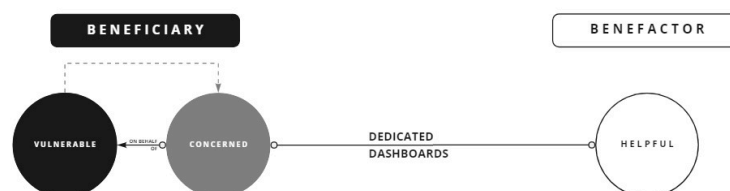
Customer Journey for **Beneficiaries** (*Vulnerable & Concerned User Types*)





miro

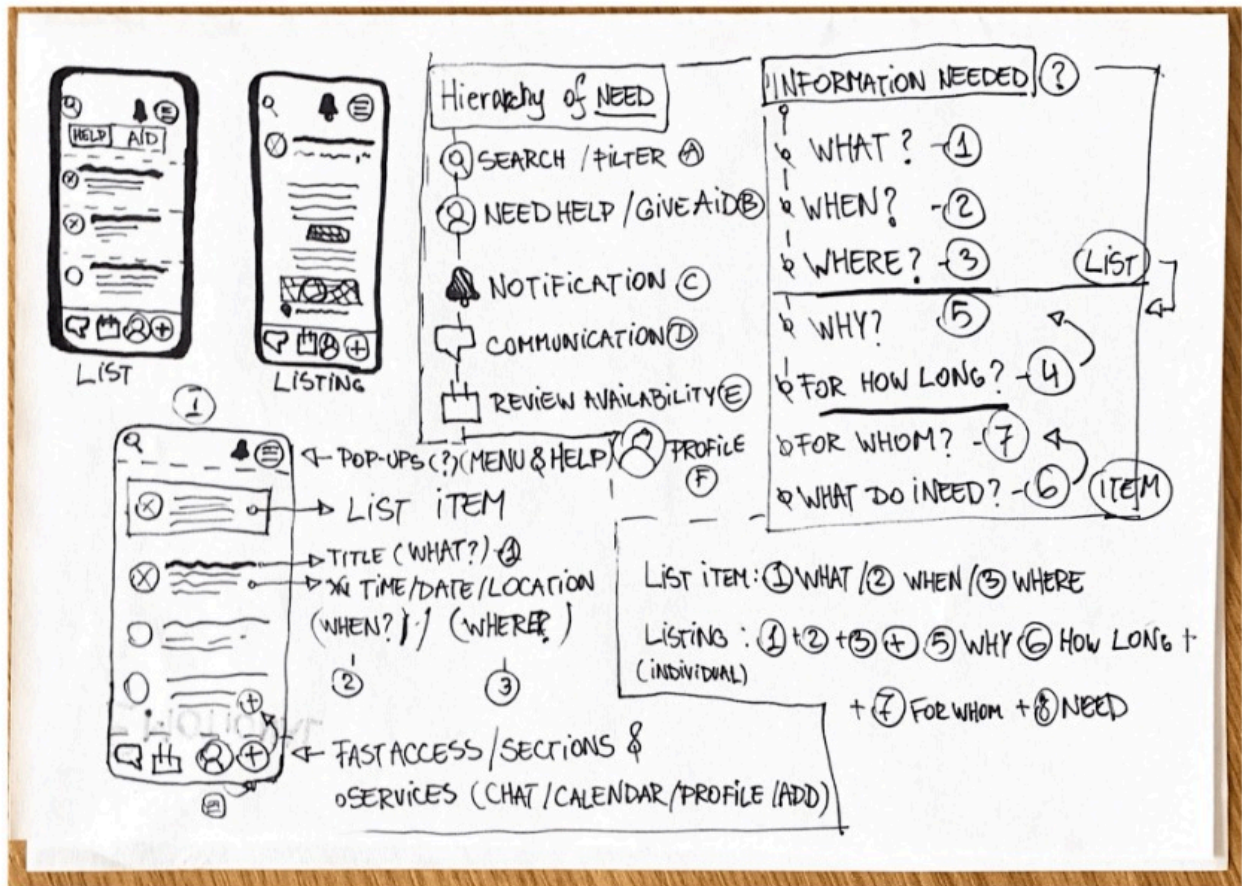
(III) SITEMAP



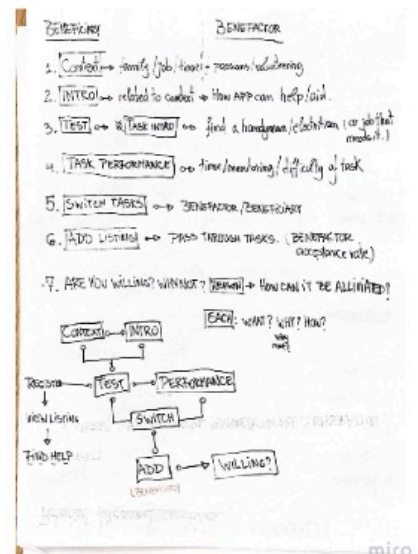
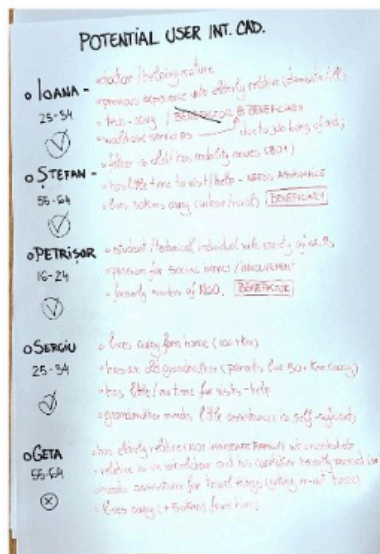
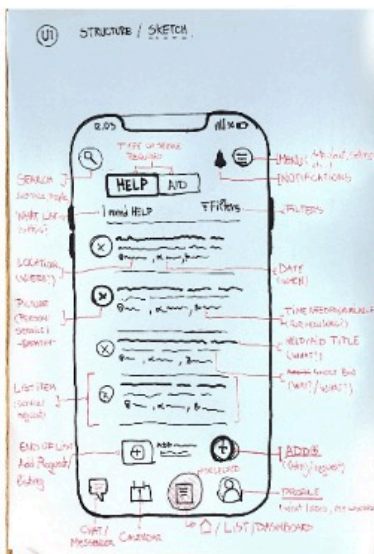
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Main Classification / Distinction of Use Recommended within System (divided between **Beneficiary & Benefactor)**

CONCEPT & STRATEGY



FINAL SKETCH & USER TESTING STRATEGY





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Low-Fidelity Prototyping for **Beneficiary**



miro

Low-Fidelity Prototyping for Benefactor

IOANA (25-34) - (on-site)

(CONTEXT)
- Lives 50 km away from grandmother;
- Grandmother is showing violent signs of mental illness;
- Grandmother requires assistance in everyday life

(APP TOUCH-POINT)
Hears about app - through online ad - presenting small businesses helping the

(AMBITIONS)
- Downloads it for validation / examination of services;
- Seeks to insure safety and

TASKS | 3

TASK 1:
Register and find authorized personnel / professionals;

TASK 2:
Find relevant listing - get in touch and potentially book

TASK 3:
Evaluate options to existing ones (paid services) draw

miro

RECOMMENDATIONS | 11

Keep REGISTRATION PROCESS as is - as a potential safety / privacy measure for potential personal data;

Make the function of (+) ADD BUTTON clear;

Revise security / policy measures of BENEFACTORS to include reviews

Revise security measures to attest ACCOUNTABILITY of BENEFACTOR

Make measures of verifying BENEFACTORS more transparent

Add REPORT ABUSE button in CHAT

Specify necessity of booking in calendar as an additional security

Implement transparent measures of insuring security for vulnerable

Potentially drop video bio (low acceptance rate / unnecessary) and add certification/ authorization

Make verification process of BENEFACTORS transparent to BENEFICIARIES

Add more accountability to its users without upsetting BENEFACTORS

miro

User Testing Profile I (**Beneficiary** - Concerned)

STEFAN (55-64) -

(CONTEXT)
- Lives 30 km away
from elderly father (in
remote rural area);
- Has little time to
help;

(APP TOUCH-POINT)
Hears about the app
through work

(AMBITIONS)
- Wants to find
authorized electrician
to aid his father with

TASKS | 3

TASK 1:
Download, register &

TASK 2:
Find an authorized
electrician & evaluate

TASK 3:
Evaluate & potentially

miro

TASK 1:
Download, register &

TASK 2:
Find an authorized
electrician & evaluate

TASK 3:
Evaluate & potentially

USER TESTING CONCLUSIONS | 15

Registering before
browsing services not



Would need to be
present in person
when services are

Accountability needed
(what if pet-sitter



Unclear what skipping
profile configuration



ACCOUNTABILITY of
authorized personnel
missing - such as an
ARNE authorization to



Verified information of
service provider



(+) ADD BUTTON
unclear on function
(believed pressing it



Video bio would be
unhelpful /
unnecessary (LISTING)



Make open chat more
visible while in



Availability of hrs./day



Transparency in
services provided
(verified plumber) -



Signal necessity of
BOOKING REQUESTS



Report abuse in chat



Would not have
booked in calendar



Would require



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User Testing Profile II (**Beneficiary** - Concerned)

PETRISOR (16-24) -

(CONTEXT)

- Recent graduate of computer science/ cybernetics university;
- Has own outwear company/

(APP TOUCH-POINT)

- Hears about app through start-up online news outlet article;
- Wants to provide

(AMBITIONS)

- Downloads it for validation / examination of

TASKS | 3

TASK 1:
Download, Register & Examine existing

TASK 2:
Add a listing of his idea / service; Pass through

TASK 3:
Discover an on-site request relevant to

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USER TESTING CONCLUSIONS | 15

Layout (revision on UI elements)



LIST icon to be revised - impression is of a document



List items subtitle is redundant - title is sufficiently



Availability / estimated time of job completion is UNCLEAR



Availability / estimated time of job completion is UNCLEAR



ADD Listing page is CROWDED / too much to



Adding ID card request after completing listing (strategy of capturing audience after emotional investment) is not



Video bio would be unhelpful / unnecessary (LISTING)



Requesting video of 2 minutes will lead to DROP-



Not clear that BENEFACTOR profile configuration is one



- End of profile configuration text would have helped at the beginning (transparency in requests)

Lack of incentive + lack of transparency in requesting ID / video / certification ->



Add REPORT ISSUE feature in CHAT (MESSENGER)



Integrate a calling service in CHAT for additional DATA



Add an Open Calendar feature in CHAT (MESSENGER)



User Testing Profile III for **Benefactor**

USER TESTING CONCLUSIONS | 13

(See services without log in / registration)



Would need to meet up in person before

Reviews from verified account needed in list item (LISTING)



Video bio would be unhelpful / unnecessary (LISTING)



Would not have booked in calendar after chatting /



Report abuse in chat



Accountability needed (what if pet-sitter loses dog) / what



A better alternative to traditional listing websites for service providers (if



Adding ID card request after completing listing (strategy of capturing audience after emotional investment) is not



Verified information of service provider (signaled +



Additional trust would be established if services were paid - at low-cost rates (with



Requesting video of 2 minutes will lead to DROP-



Not clear that BENEFACTOR profile configuration is one



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User Testing Conclusions for **Benefactor**

Sign up with email

Don't have an account?

Log in with email

Connect with social media

Enter the name for your shop

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media



Open Sans Italic

Open Sans Light Italic

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Open Sans Extrabold

Roboto Regular



Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

Connect with social media

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