

Design research

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Semester six

Introduction

This documents explains the use of certain methods and designs that will enhance the user experience. This includes a breakdown of the current application design, what it is currently missing and how this can be improved.

Daan, Laurentiu and I made a design that we would later combine into the advice design.

Graphical user interface

As seen in the “Subquestion Research” document, the first impression of an application is fundamental for the user retention.

Looking at the design from the current application, it can be concluded that the impression is not very professional. Figure 1 (on the right), is the starting page the user sees when using the app. The design gives a cramped impression, this is caused by the lack of margin between elements. I.e. the profile button is close to the top of the screen and almost touches the bar beneath it. The illustration of a man looking to the right is also directly beneath the introduction text without any additional space. The start page is not intriguing as it is just a plain and simple screen with a relatively often used design and colours.

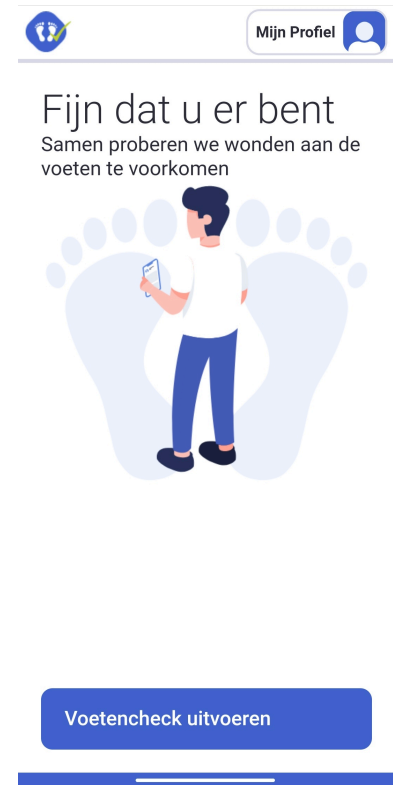


Figure 1

On the right are two new designs of how a not cramped layout could look like. The left design is a more informational design where different ‘blocks’ can be added (of course filled repeating content as a placeholder). On the right is a rework of the original start page, using big spacings in between the elements removes the cramped impression. Simplicity is also a great factor here as there is only essential content to look at, which makes it automatically easier to use.

The audience of the app is broad, but the stakeholders describe them as older and not that intelligent. The illustrations add playfulness, which causes user to take the app more personal and hopefully make it more likely a habit.

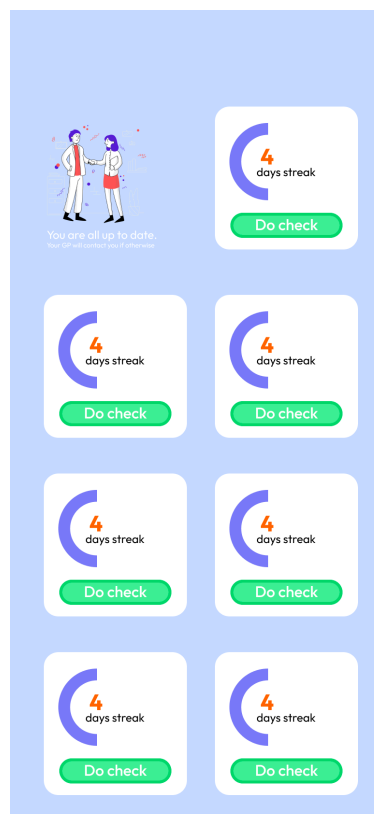


Figure 2

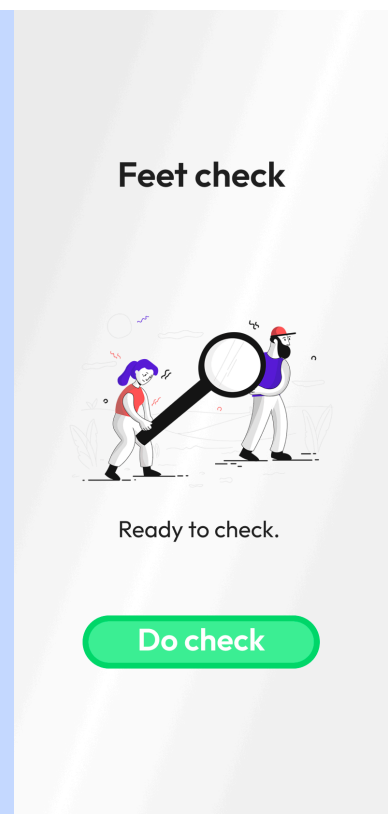


Figure 3

Having multiple designs and iterations, testing is in place. I asked people to test this application by asking them to perform tasks like “Do a check”. With these tests I can get insights for example the visibility of a button quickly. I did this while making the UI so that I can iterate vastly. I also performed *A/B tests* of the two designs here. From peer to peer feedback and people that are part of the target group.

The test results showed that the calendar *streak* type (figure 4) is preferred. Because it shows the upcoming days/weeks and that is motivating. Also the calendar is using days in the design, but from the testing I found out that it should be weeks as the user would only do a check every week or so.

I chose the background colour as it gives off a paper like feel to the application. The colour also does not distract too much. I looked at a lot of fonts and the one of the header was the best in my opinion. It is easy to read, good spacing and bold enough to pop out.

On the right are two screens of the current application. The one on the left is the first screens you see when performing the feet-check. As you can see, it contains no words other than the “skip video” button.

For context it is better to have some explanation in words than just a video. The video explains the coming steps, but as a user you would have to watch this video every check or skip it, but without text it can be very confusing.

The right screen is the next step, it is one of nine feet-check questions. The indication of current question and how many are to come in the top is a good attribute of the page. It still misses some extra information for the user, such as an illustration or picture of the feet condition of the question.

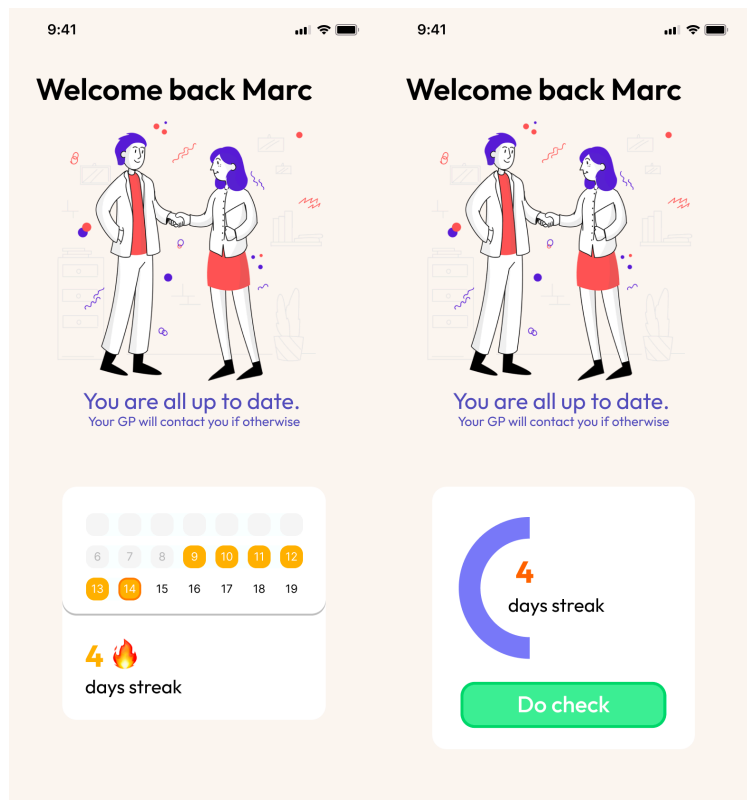


Figure 4

Figure 5

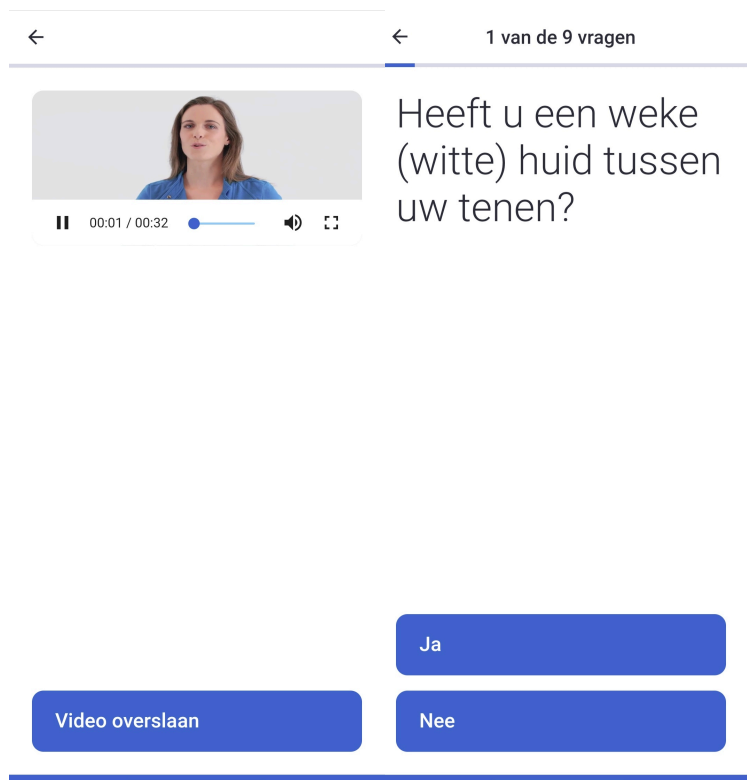


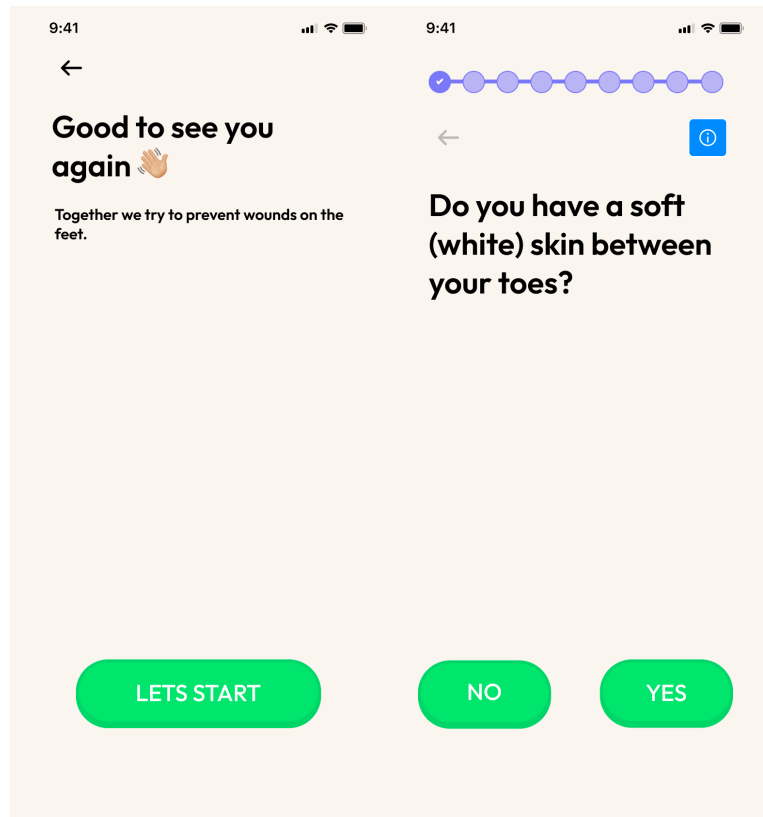
Figure 6

Figure 7

I recreated these pages with necessary improvements. On the right are these new pages. I got the two most important sentences from the video and made them the title and discarded the video.

This is better because the user can now scan the page easier, this makes it more clear and helps with the easy onboarding.

I added a button in the top right that would give a pop up with pictures of the *white skin* for example. I chose for a pop up as it is not always desired to immediately see such images. I used this icon, as it is often associated with extra information.



After completing the check the screen on the left appears. It contains a video where the woman says if everything is fine or further investigation is necessary. Again there is no text for context. It really needs a brief explanation of the state of the feet, instead of a one and a half minute video.

The user can upload a picture of their feet on the second screen.

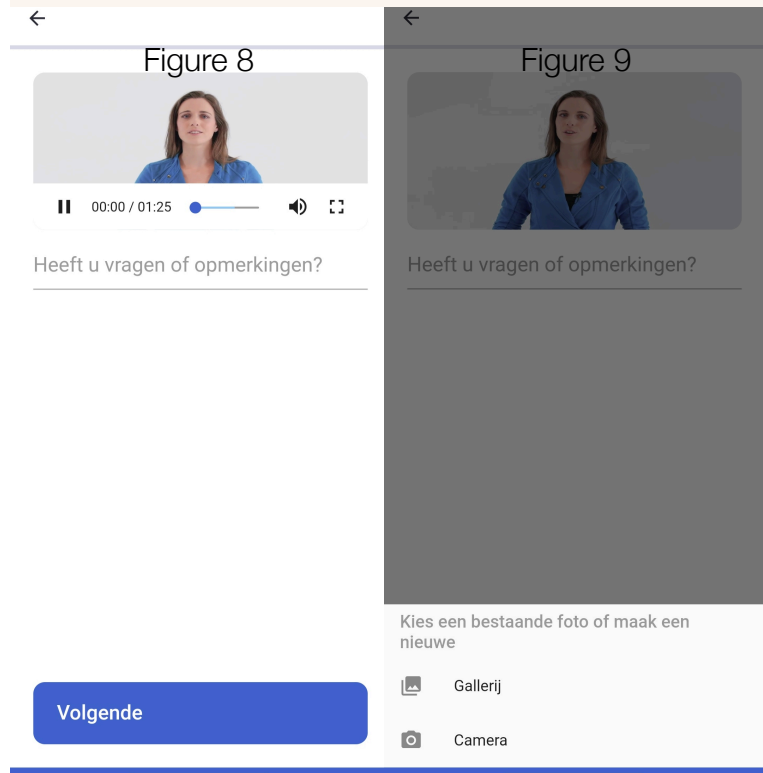


Figure 10

Figure 11

With the recreated design it is now instantly clear what is going on. The video is discarded and the most important information form it is now readable. This allows regular users to read it when they forgot but also just skip it as they read it last week.

I used illustrations that pictures out what the need of action is off the page. The illustrations makes the app more clear as well, it helps with the onboarding.

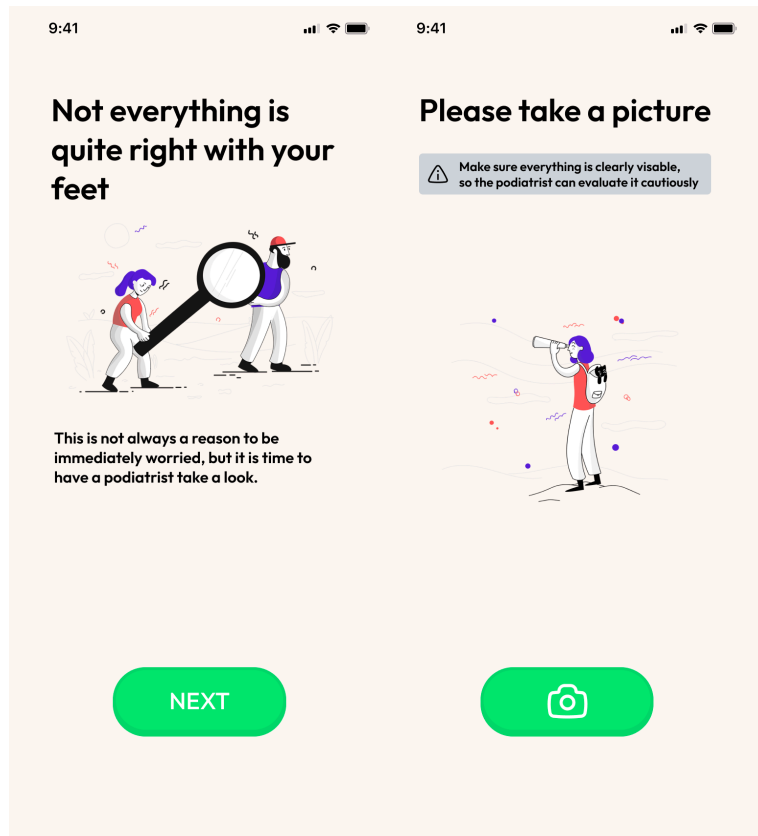


Figure 12

Figure 13

When the user sends the picture, this is the screen they see. It is a “thank you” for sending the picture and some information on what will happen next.

The spacing is a bit off, some places feel cramped, like the bottom, the top and between the title and subtext. The positioning is weird, it seems like the blue area is separate from the bottom white part. This makes it uncomfortable to read, the bottom part looks like a title.

In my hypotheses I spoke about the lack of feedback the application gives to the user. I also mentioned that small changes can be a major improvement to the user engagement. There should be insights of the pictures sent or some overview of the status of previous sent pictures. Without this, the user only hears something when the podiatrist sees there is something wrong with the feet of the user. Below is a sketch of how this overview may look like. I sketched this while asking multiple people with acknowledged design skills for feedback.

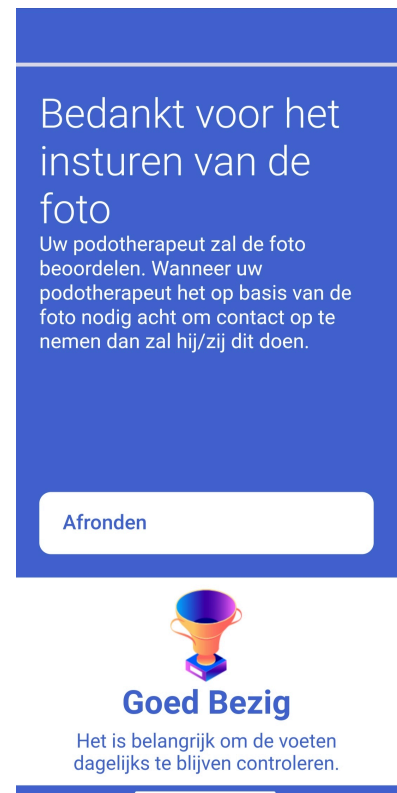


Figure 14

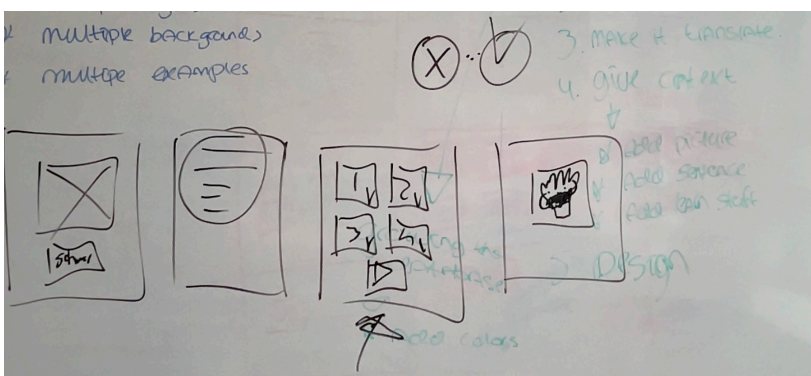


Figure 15

I experimented with different layouts for the overview, they are listed below. At first I looked at a grid like layout, this became very unclear and busy with more pictures. I went for a more logistical layout, on the right. The user sees the picture that was just sent, below that are *older* pictures that can have a state like *reviewed* or *received* so that it is immediately clear what happened with the pictures the user sent. The professional opinion is also displayed, the user sees if the previous pictures where fine or if the podiatrist saw something wrong.

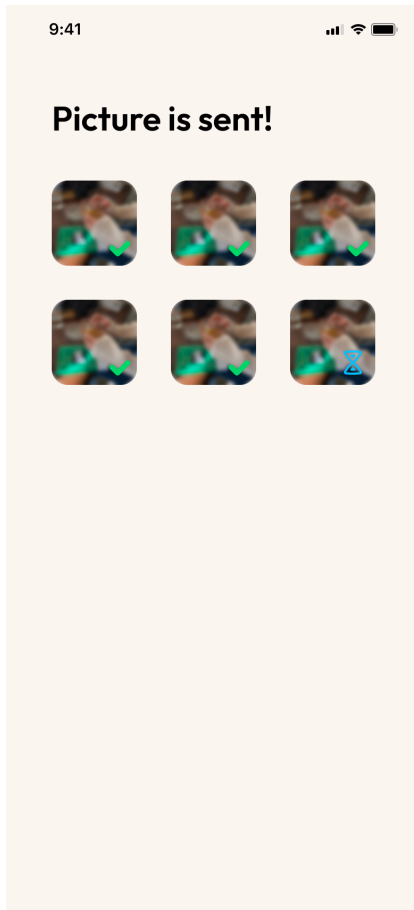


Figure 16

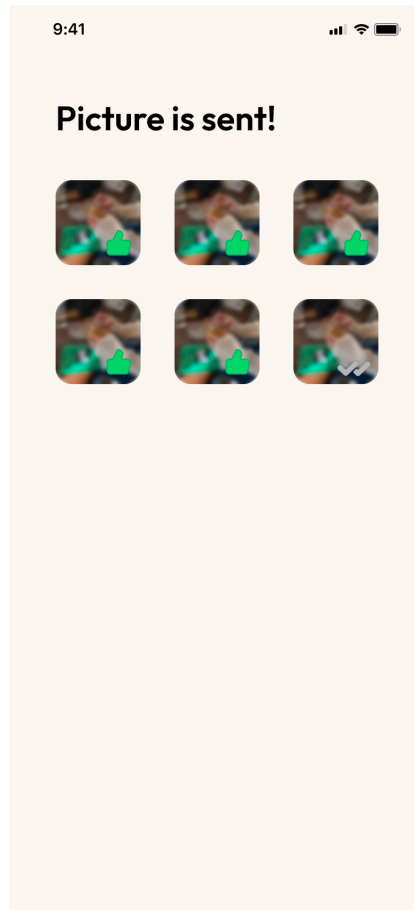


Figure 17

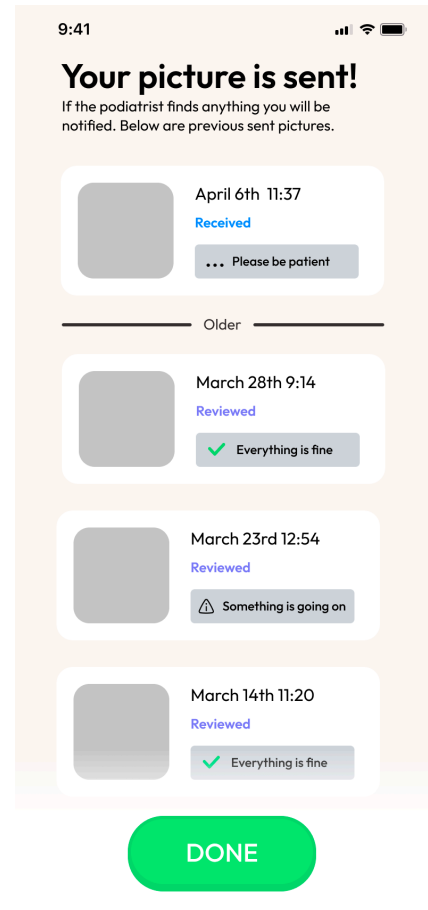


Figure 18

These new designs were also tested and I got peer to peer feedback, this was all whilst making the design. A lot of the iterations were made in minutes and on the same page, that explains the lack of proof of iterating. It is just the way I work on designs, I look at my design with the eye of a front-end developer and can make changes on my, almost, professional opinion.

When I finished my design and the team was ready, we combined the best elements of each design into one. We built each page together while looking at our designs. The left three are our individual designs and the right one is the combined final design.

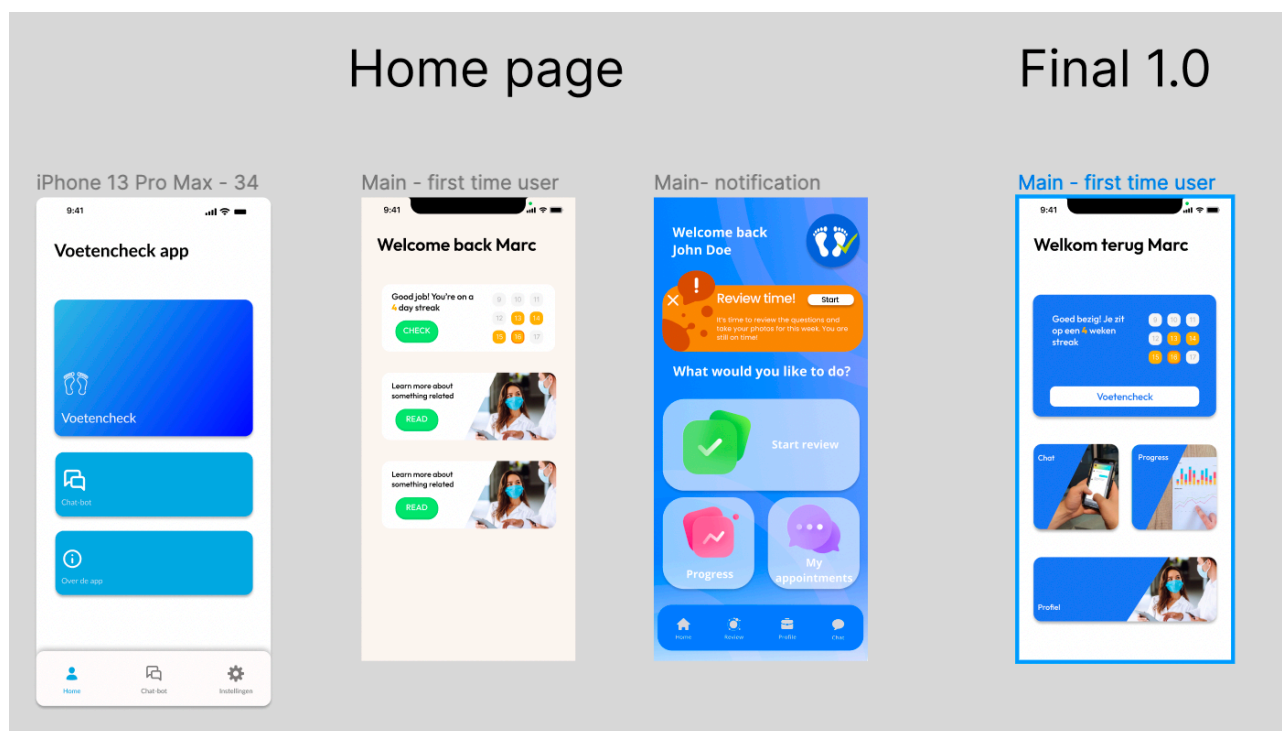


Figure 19

Conclusion

I now have a design that is built and based on the validated conclusions from the [Subquestion Research](#). The design is a high fidelity prototype that has been tested by target group users and by peers. Made from iterations of this feedback and test results.