

App + Website Design for Social Builder project

Ross Galypchak

Project overview



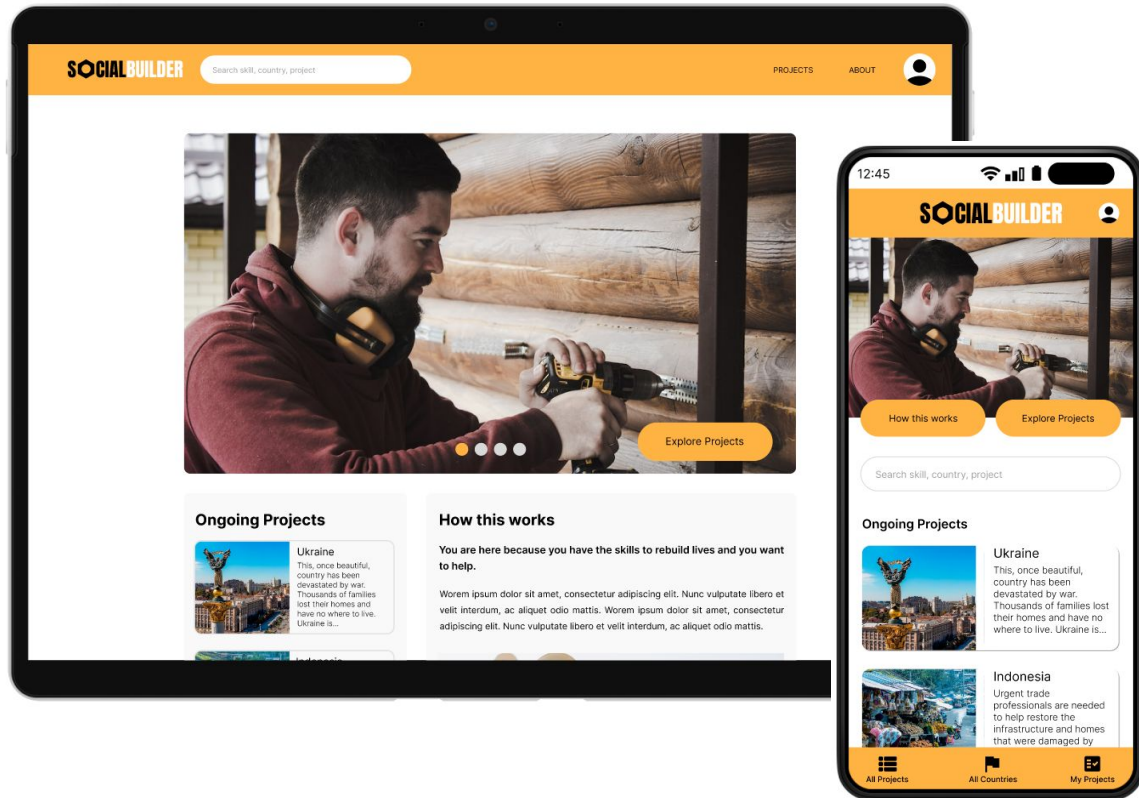
The product:

An app and a website for a charitable organization called Social Builder



Project duration:

December 2022 to March 2023



Project overview



The problem:

A new charity organization wants a solution that matches trade professionals and construction projects worldwide in countries where natural disasters and wars have devastated livelihoods.

This non-profit project will allow trade professionals to donate their time to help rebuild homes for the most vulnerable people.



The goal:

Create an app and a matching website that looks great and feels familiar on all screen sizes.

Team



My role:

UX Designer



Responsibilities:

- User Research
- Wireframing
- Conducting Usability Studies
- Prototyping (lo and hi-fi)
- Design Iteration

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



ONLINE SURVEY

Quantitative

"On a scale of 1 to 10 please tell us how likely you would be willing to donate your time and skills for charity?"

Qualitative

"would you travel abroad for a construction project? State reason if Yes"



ASSUMPTIONS

Confirmed assumptions

The user groups confirmed the assumption that people are interested in donating skills rather than money for a worthy cause.

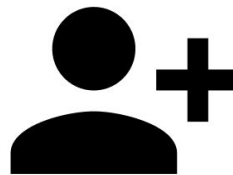


DEMOGRAPHIC

Age: 21-50

Sex: Male

Employment: Trade Professionals



SUB DEMOGRAPHIC

construction business owners who would b willing to donate some of their workforce for a worthy cause

User research: pain points

1

Pain point

Not knowing where to find out information about which countries need what aid

2

Pain point

Not knowing how to arrange to visit a foreign construction site

3

Pain point

Not knowing where to stay and whether it is safe

4

Pain point

Not being informed about what work was already done on the construction site

Persona: Steve

Steve is an experienced plumber who feels he can help the most desperate communities with his skills. He needs a platform where he can easily find projects that match his skill set. Additionally, he wants the platform to help him organize the trip as easily as booking a holiday abroad. Since this is a voluntary project, he would also like to have a way to raise funds to aid him in his travels and expenses.



Age: 33
Education: BTEC Diploma
Hometown: Liverpool
Family: Girlfriend and a son
Occupation: Plumber

"I feel like my skills would be useful in places of humanitarian crisis. These people have lost everything. I wish there was a way I could go out there and help"

GOALS

- Wants a place where he can register to volunteer in impoverished countries
- Wants to be able to track the progress of the project he was working on

FRUSTRATIONS

- Wanting to help but not knowing how to start
- Finding funding for volunteering is a hassle
- Not having any contacts in the country is discouraging.

Steve is a 33 year old plumber living in Liverpool. He has a long term girlfriend with whom he has a son. He wants to do more for humanity and feels that his skills as an experienced plumber can help those people who have lost their homes in wars or natural disasters. He has friends from Ukraine and he wants to go out there and help someone rebuild their home. His biggest frustration is the lack of information for people like him, where he can go and register for a project and someone handles all the logistics and organising.

Steve's User Journey

Find a country you are passionate about volunteering in

Find a project you want to work on

Find funding to cover your expenses

Arrange travel plans and a place to stay

Have a plan for what you are expected to do

Task List

What does the customer do?

Search online for volunteering organisations

Find out if there are any communities locally that help to organise projects

Try to find other people who have done this and ask about their experience and how they did it

Find what projects are available in the country of your choice and estimate how much time will be needed to complete it

Find who to contact and find out more information about how you can volunteer

Find out if anyone there speaks your language

Option A: Go at your own expense

Option B: Start a crowdfunding campaign to cover some or all of the costs

Option C: Find out if the government are doing any schemes to cover some of all of the costs

Option D: Find out if your employer can cover some of the funding

Search on Airbnb for potential hosts

Search on Booking.com for hotels/hostels to stay in

Check flight prices and times

Check what days you can take as leave from your current place of work

Understand what work you will be expected to complete in the time you are there

Find out how to get to the building site

Find out what was done before you arrive and what you will need to continue and hit the ground running

Find out where to get food etc.

Feeling

How does the customer feel at this stage?



Excited about helping someone out



Optimistic about finding the project to work on



Exhausted with the project planning this far



Optimistic about arranging travel



Excited to get started on the project



Confused about where to start



Overwhelmed with all the research



Overwhelmed with all the research



Overwhelmed with all the confusing travel options



Confused about how the project is managed



Overwhelmed with all the research



Demotivated. It's just too hard to organise



Stressed that they will not be able to find achieve their objectives



Demotivated. It's just too hard to organise

Opportunities

What can be improved?

A website combining all the information they are looking for in one place. The availability of countries, what skilled trades people are required, how to get there and what costs are needed.

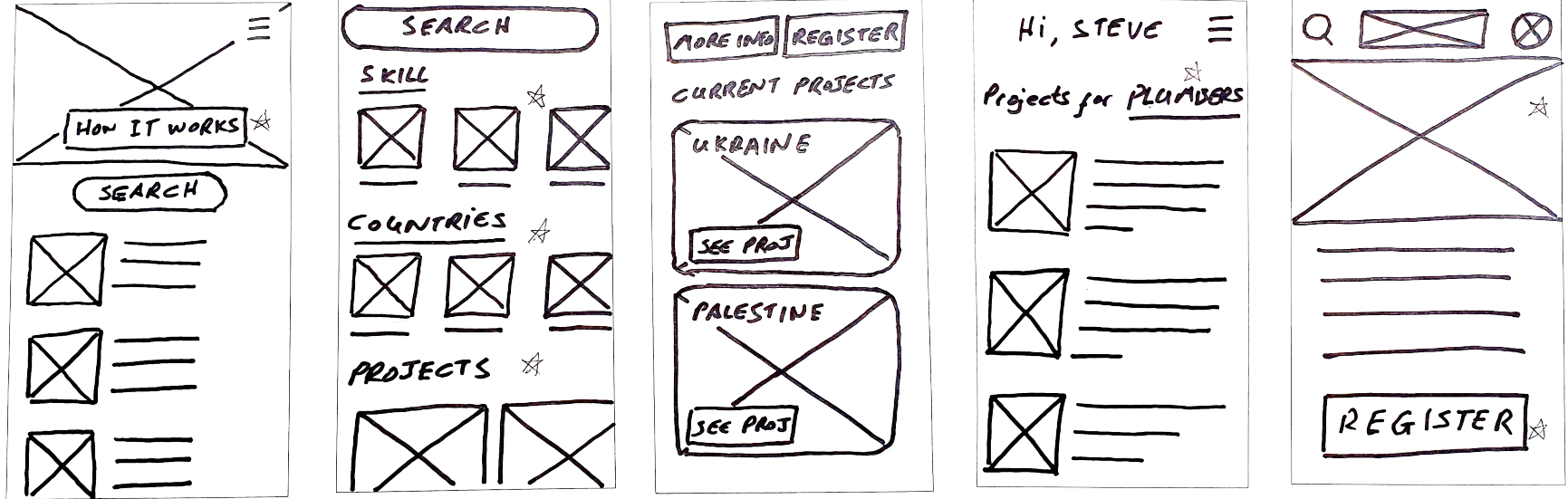
A website listing what projects are available in what country, complete with contact details of the organiser, what you will be needed for and how much time you want to dedicate.

An option on site to help the user start a crowdfunding campaign that is easy to distribute on social media and resources on how to approach your employer to fund you and give you the leave you request.

Accommodation will be provided locally by the organisers near the place of the project. A website feature that helps the user work out the dates of travel for their project can be added

The website will keep track of what work was carried out so that the user is informed about what they need to do when they arrive. Travelling and food will be provided locally by the organisers

Paper wireframes

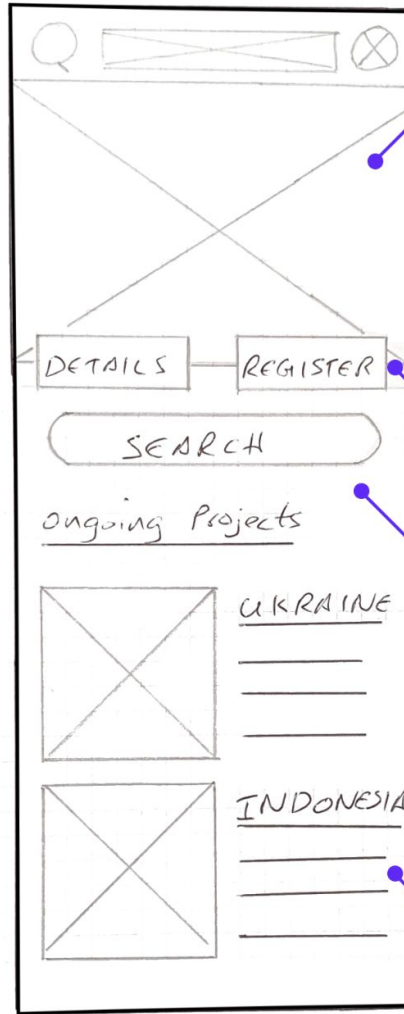


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

Paper wireframes

Mobile App

For the Home Screen, I prioritized speedy project searching by presenting the user with a few featured projects to give them an understanding of what urgent humanitarian work is required and how this platform works



Large image to be displayed at the top of the screen to promote the cause and motivate the user to participate in a project. In other words 'success stories' to be placed here

To help the user familiarise themselves with how this charity works, I have added a 'Details' button which will point the user to an article they can read. I have also added a 'Register' button on the Home Page as it is a fundamental requirement to start participating in projects and should not be a challenge for the user to find.

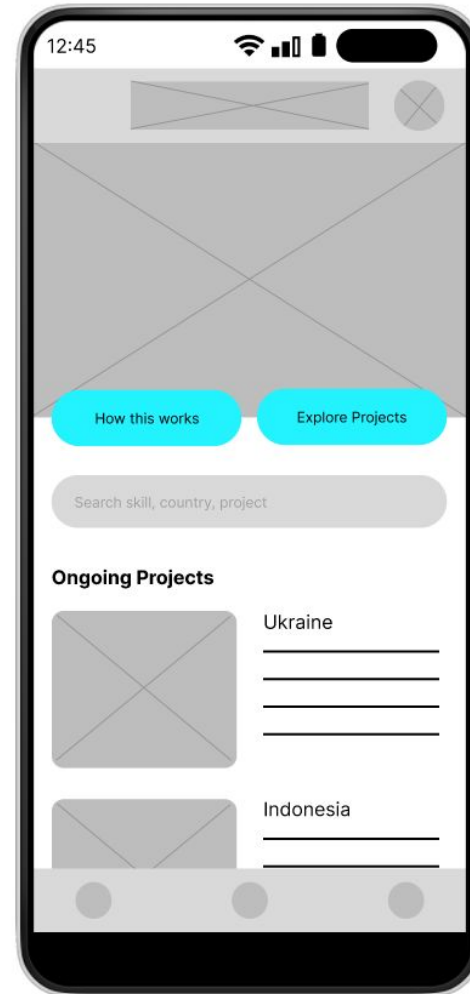
A search bar to help the user search for projects by keywords e.g. country, city or trade

The user can scroll through a few possible destinations where they can travel to from the Home Screen. An image representing the country accompanied by a description of the troubles it is facing presently. Taping on a country will take the user to the available projects there

Digital wireframes

Mobile App

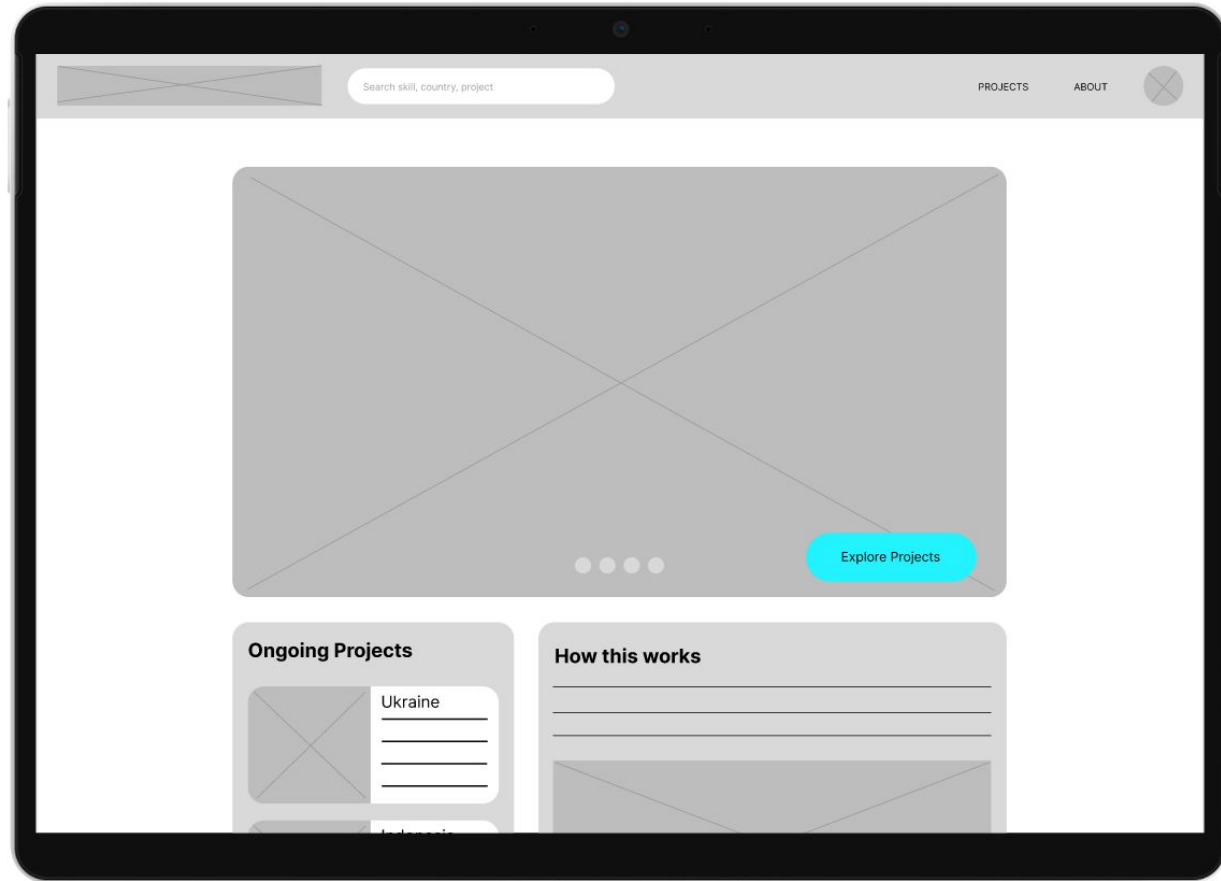
During digital wireframing it was apparent that the user has no way of exploring all the projects easily therefore I have made a decision to replace the 'Register' button with '**Explore Projects**' button. Most users who are used to using digital apps would look for the 'Register' button by clicking on the Avatar icon at the top of the screen - that is where the 'Register' option will be moved.



Digital wireframes

Responsive website

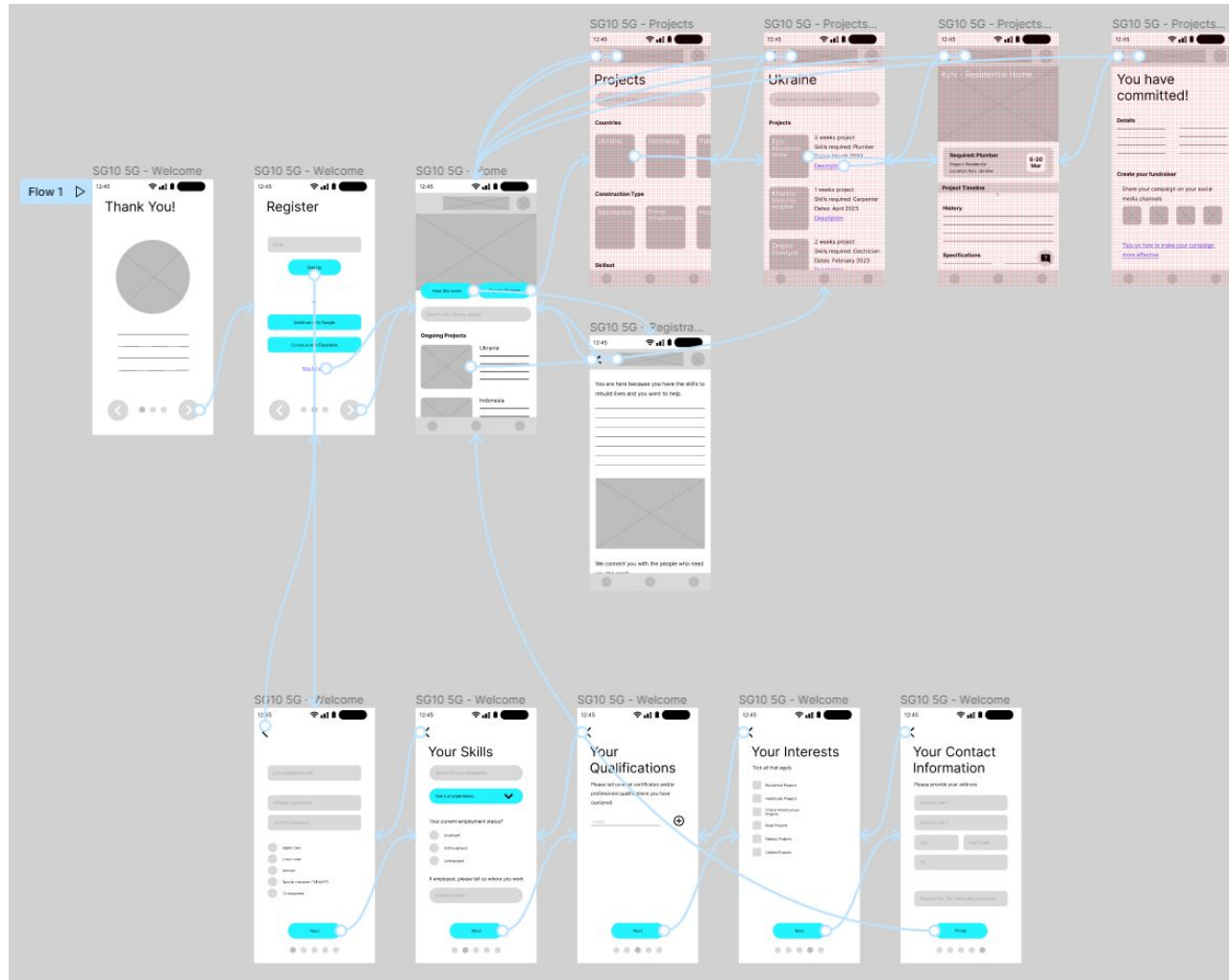
The responsive website variant mimics the mobile app elements but takes advantage of the landscape format to fit more information horizontally



Low-fidelity prototype

Using a complete set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was applying for a project to volunteer in. This flow will be tested in the usability study

VIEW PROTOTYPE



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study highlighted some of the pitfalls the participants faced and it helped improve designs from wireframes to mockups. The second study used a Hi-Fi prototype and revealed what aspects of the mockup needed refining

Round 1 findings

- 1 The participants were not well enough informed between the application stage and commitment stage
- 2 Most participants did not understand how traveling and accommodation was being organized
- 3 the project dates are causing confusion

Round 2 findings

- 1 User's were mostly satisfied with the improvements

Refining the design

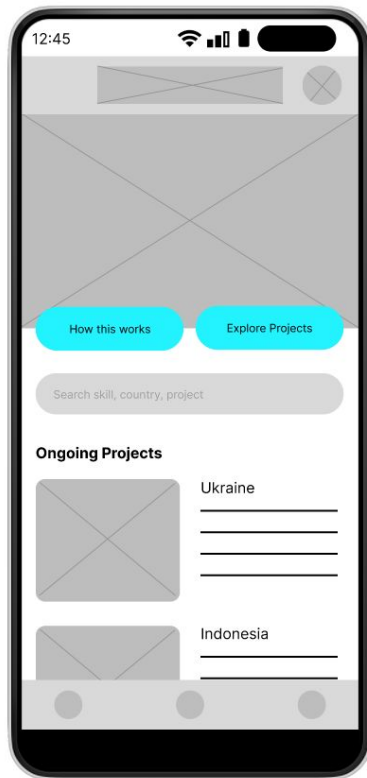
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

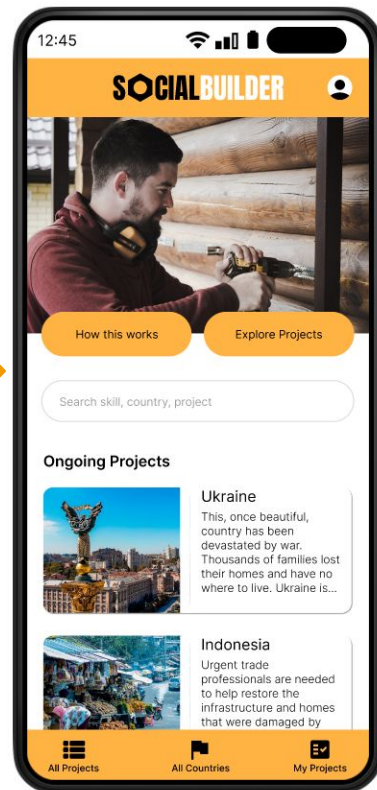
Mobile App

After the usability studies, the UI stayed almost the same with a few functional tweaks. Pre usability study, users did not like that only the **'ongoing projects'** of the page was scrollable. In High Fidelity mockup the whole page can scroll.

Before

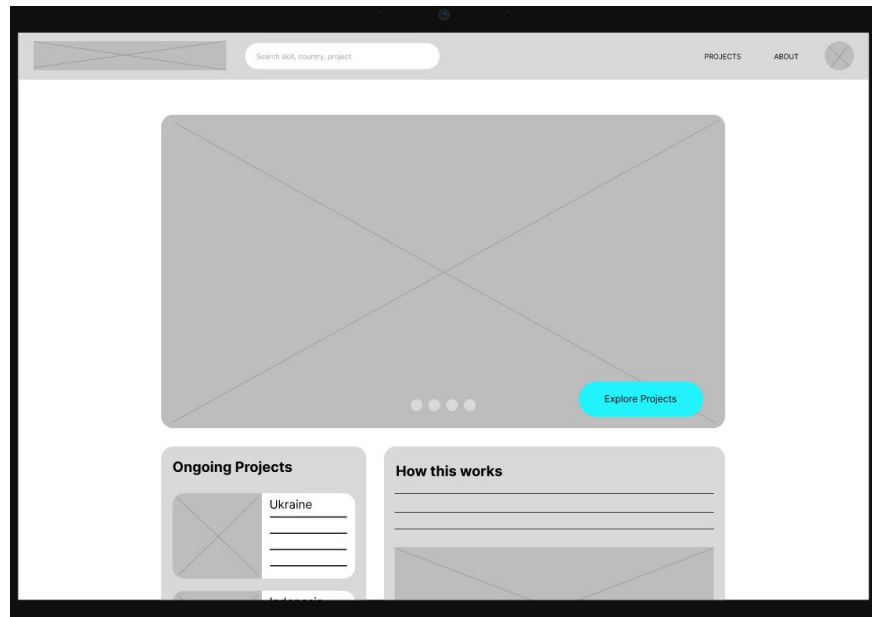


After

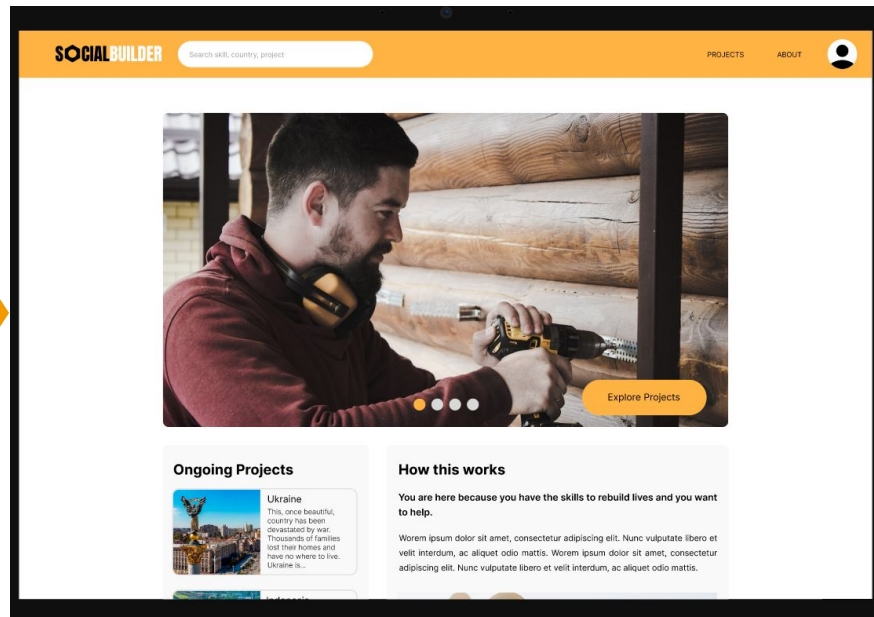


Mockups

Responsive website



Before



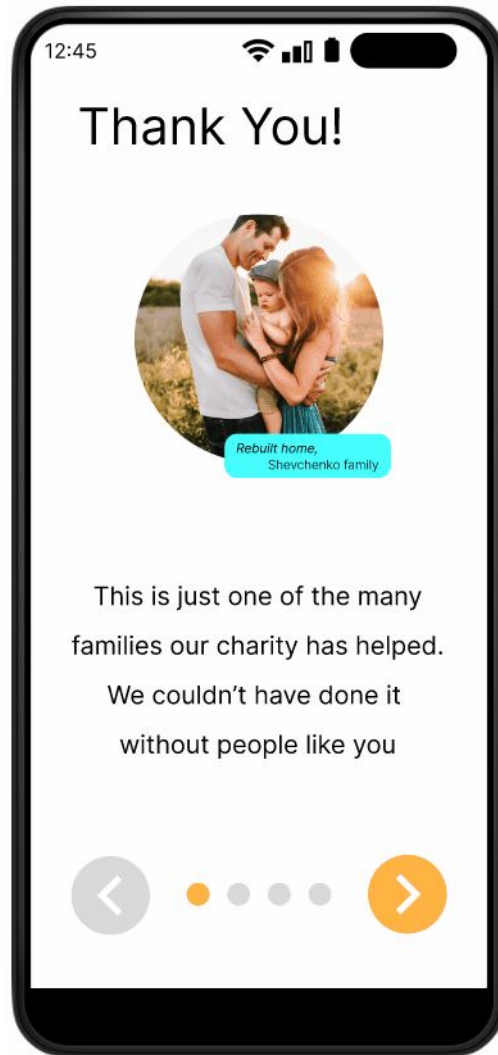
After

High-fidelity Prototype (Mobile App)

The final Hi-Fi prototype

- The home screen scrolling restrictions have been removed
- The project section now contains vastly more information and the project progress timeline is included
- A chat button has been added to the project page

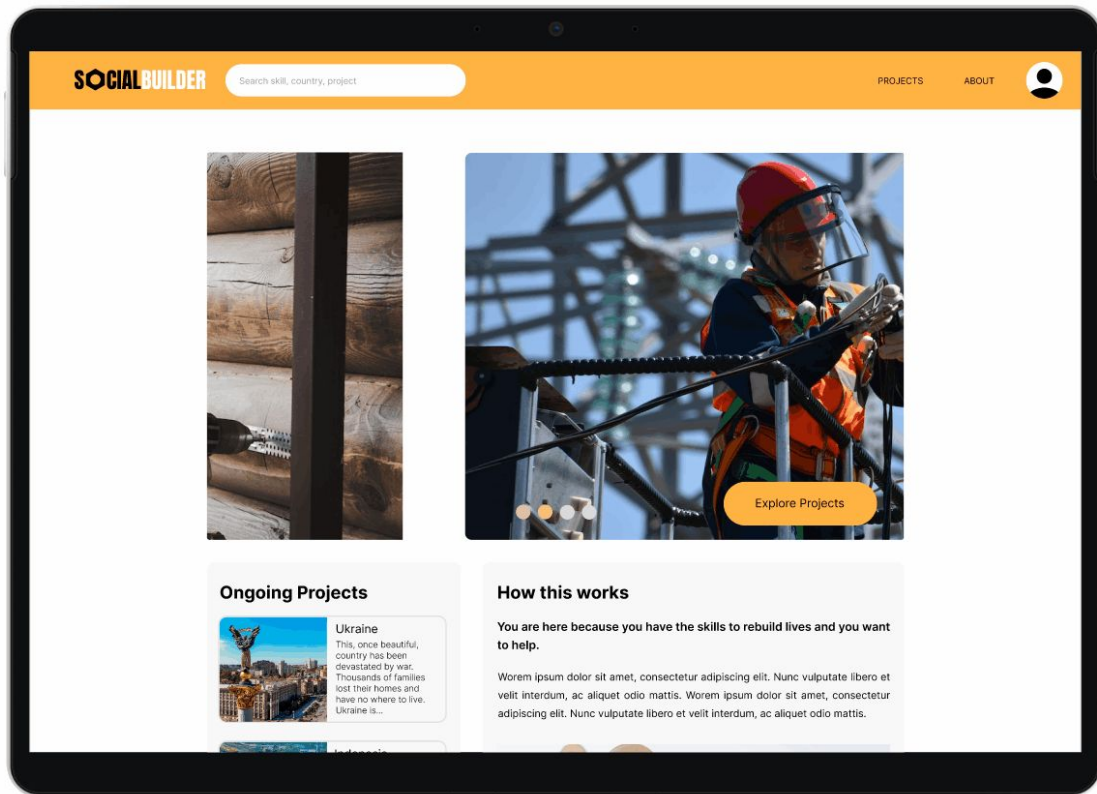
VIEW PROTOTYPE



High-fidelity Prototype (Website)

The final Hi-Fi prototype:

- **Home screen** includes the 'How this works' section to reduce unnecessary clicks
- **Animations** have been added to photo buttons to indicate that images are clickable
- Replaced side scrolling from the mobile app to **Tabs** as this is more comfortable on a desktop format.
- Added a **Pop-out** menu when the user clicks on Account icon



VIEW PROTOTYPE

Accessibility considerations

1

High contrast buttons with WCAG compliant standards to help users understand which elements are clickable/selectable as well as help people with colorblindness see the text more clearly

2

Icons have been added to Menus and some text to aid navigation and comprehension at a glance

3

Large images have been added as buttons for a more appealing and decluttered UI

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This project received very positive reviews for version one of it's iteration. This tells us that there is a need for such a platform but there is lots of room for fine tuning and developing individual features of the platform

One quote from peer feedback:

"This is a fantastic idea. It is simple, intuitive and I love the fact it includes a travel check-list"



What I learned:

The importance of getting a target user to participate in research and usability study. Someone who would not be a user of my app does not give good feedback on how to improve the product

Next steps

1

Develop other flows of the platform, specifically the Flight Finder and a section to monitor how much funding has been raised and how it will be paid out

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed

Let's connect!



Thank you for your time reviewing my work on the Social Builder responsive website and app! If you'd like to see more or get in touch, my contact information is provided bellow.



rosgaly@yahoo.co.uk



uxbyross.com