

The Beer Shack (Mobile)

Chow Shy Yen

Project overview



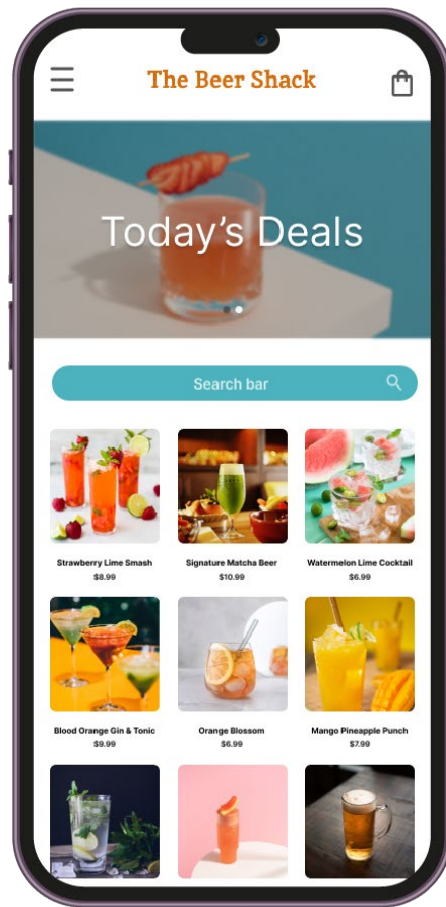
The product:

The Beer Shack is a beer garden located in the San Diego, California suburbs. The Beer Shack strives to provide customers with fast, easy delivery and pick-up services. They offer a variety of locally brewed alcoholic beverages.



Project duration:

March 2023 to September 2023.



Project overview



The problem:

Busy workers and commuters lack the time necessary to prepare a meal.



The goal:

Design an app for The Beer Shack that allows users to easily and quickly order drinks on a busy day.

Project overview



My role:

Lead UX Designer, UX Researcher for designing an app for The Beer Shack



Responsibilities:

User research, paper and digital wireframing, conducting usability studies and interviews, iterating on designs, low and high-fidelity prototyping

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I was designing for and their needs. A primary user group identified through research was working adults who want quick and easy-to-go meals and drinks.

This user group confirmed initial assumptions about The Beer Shack's customers but also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in person, especially during peak hours.

User research: pain points

1

Acessibility

Some apps for ordering food don't have images for people who are visually impaired

2

IA

Menus in apps are usually very text-heavy and confusing making it hard for users to order and read from

3

Time

Working adults are too busy to spend time to meal prep

Persona: Shayna

Problem statement:

Shayna is a university student who needs a easy and quick way to order for her colleagues because she wants to leave a good impression as an intern.



Shayna

Age: 23
Education: 4th year university student
Hometown: Bruges, Belgium
Family: 2 sisters
Occupation: Project management intern for a large international firm

"I want to maintain a healthy work-life balance, dedicating myself to my work responsibilities in the office and also going out and having fun, meeting new people, and socializing."

Goals

- Wants to explore new culture of what the neighbourhood has to offer
- Wants to network and gain trust from co-workers
- Demonstrating strong attention to details with the tasks given at work

Frustrations

- When the restaurant is busy, queuing takes up a lot of time
- Restaurants take a long time to prepare and serve the food, my break time will be almost over after the food is served
- Hard to decide which food to order as all the items on the menu looks good

Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she also enjoys doing other tasks like getting coffee and food for the office. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail.

User journey map

Mapping Shayna's user journey revealed how helpful it would be for users to have access to this dedicated Beer Garden app

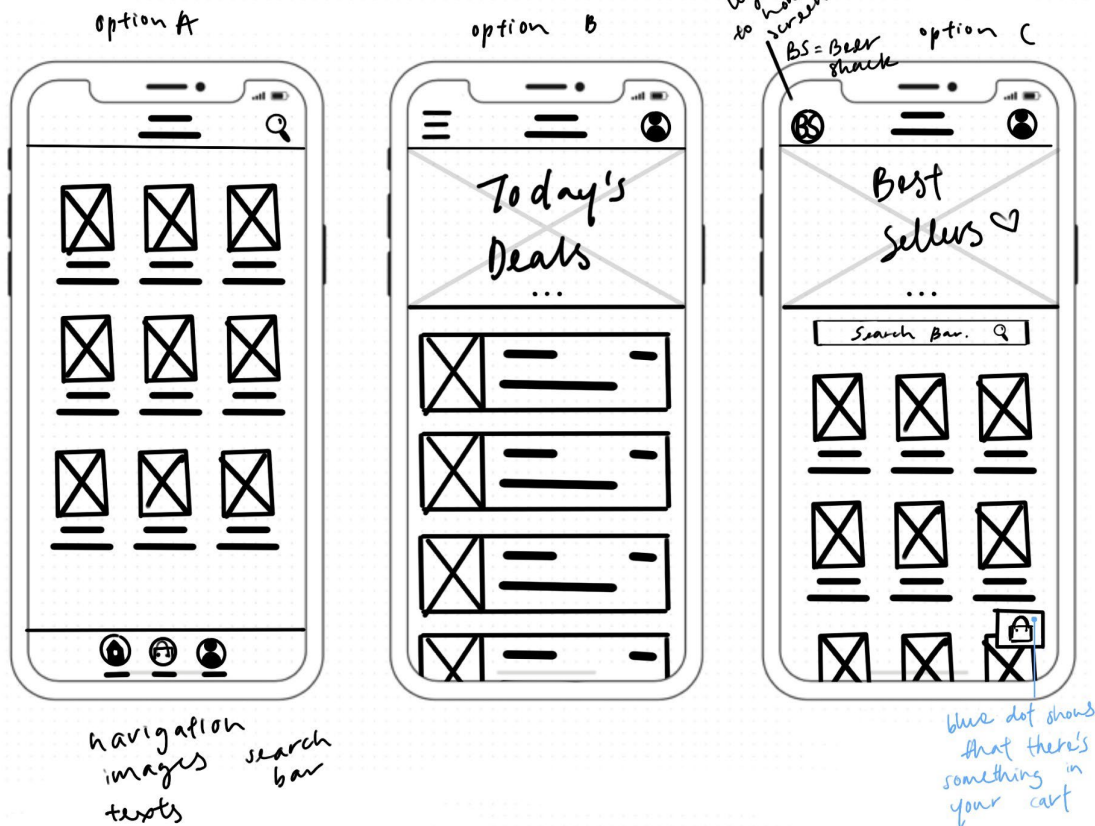
Persona: Shayna

Goal: Pick up orders within a short period of time as a business administration intern

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Collects drink and food orders for co-workers B. Make sure orders from coworkers are accurate C. Collect money needed from co-workers	Tasks A. Go to the beer garden B. Wait in line	Tasks A. Proceed to order to waiter B. Double check for order accuracy C. Make payment to beer garden	Tasks A. Make sure theres extra tissues, cutlery, plastic bags to go	Tasks A. Pick up order B. Triple checking that all orders are correct
FEELING ADJECTIVE	Happy to converse with co-workers	Concerned about messing up certain orders	Nervous when making sure each individual order is correct	Anxious about getting back to work in time	Glad that the order is ready for pickup Hope everyone's order is right.
IMPROVEMENT OPPORTUNITIES	Create an app that allows for advance ordering	Create an app that includes more images and alternate texts for advanced ordering	An application that connects to third-party payment websites to allow users to make payments in advance	App shows status of the order (preparing, ready, delivering, etc)	An app that vibrates and shows notification when order is ready for collection

Paper wireframes

There are 3 options for my paper wireframes. The first one provides an album feel with a bottom bar containing a button for the home page, cart page, and profile page. Option B provides a burger icon on the top left corner of the page, and instead of a vertical album, it's a horizontal one. Options B and C provide an image gallery of best sellers and featured deals on the top of the page. Option C also provides a search bar, which gives users the convenience of searching for an item.



Digital wireframes

This page aims to help users quickly access the food and drinks menu with little work.

This element shows the latest best sellers from the store



Users can quickly scroll through the photographs with the help of these boxes, which offers the food image.

Digital wireframes

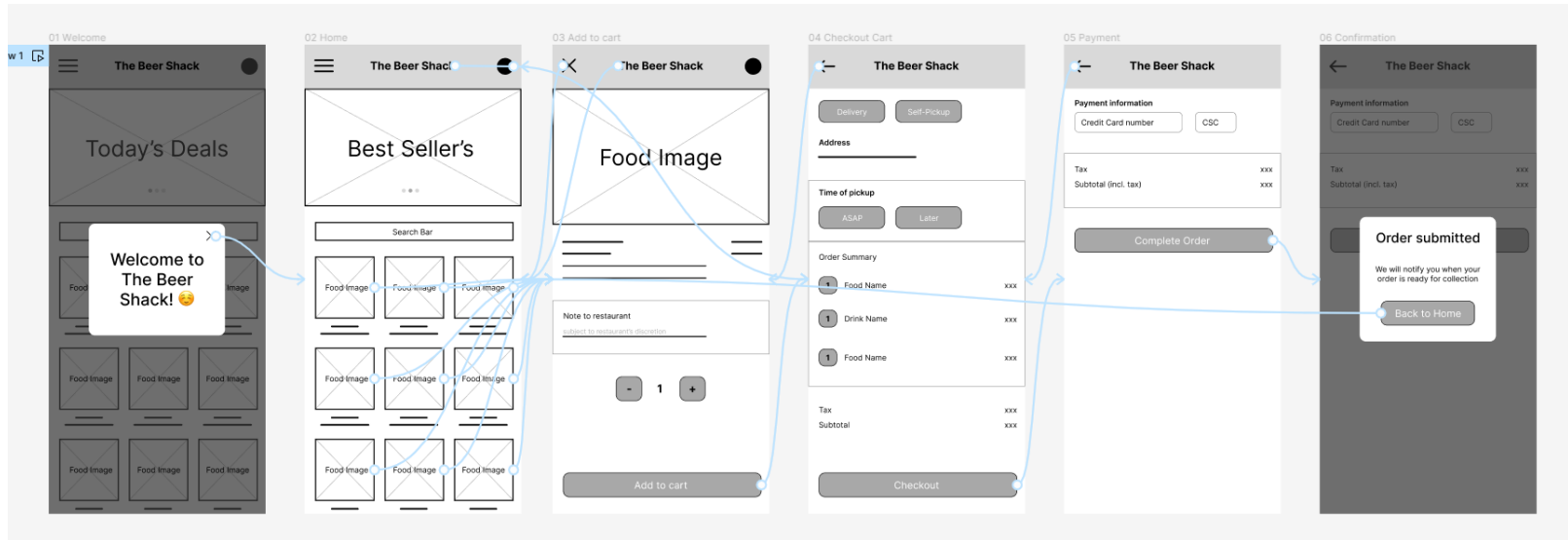
This page provides all the relevant details in one place to assist users with their checkout procedure.

Users can choose between a Delivery or Self-Pickup Service

The wireframe shows a checkout page for 'The Beer Shack'. At the top is a header bar with a back arrow and the store name. Below this are two buttons for 'Delivery' and 'Self-Pickup'. An orange arrow points from the text 'Users can choose between a Delivery or Self-Pickup Service' to the 'Delivery' button. Below the buttons is an 'Address' label with a horizontal line underneath. The main content area is divided into two sections. The first section, 'Time of pickup', contains 'ASAP' and 'Later' buttons. The second section, 'Order Summary', contains a table with three items: 'Food Name', 'Drink Name', and 'Food Name', each with a quantity of '1' and a price of 'xxx'. An orange arrow points from the text 'This shows a clear description of the food name, quantity and price at the checkout page' to the first row of the table. Below the table are 'Tax' and 'Subtotal' labels, each followed by 'xxx'. At the bottom is a large 'Checkout' button.

The Beer Shack										
←										
Delivery Self-Pickup										
Address										
Time of pickup ASAP Later										
Order Summary <table><tbody><tr><td>1</td><td>Food Name</td><td>xxx</td></tr><tr><td>1</td><td>Drink Name</td><td>xxx</td></tr><tr><td>1</td><td>Food Name</td><td>xxx</td></tr></tbody></table>		1	Food Name	xxx	1	Drink Name	xxx	1	Food Name	xxx
1	Food Name	xxx								
1	Drink Name	xxx								
1	Food Name	xxx								
Tax Subtotal										
xxx xxx										
Checkout										

Low-fidelity prototype



<https://www.figma.com/proto/e5DurNN1EMgb4IA3NevLZK/Digital-Wireframes?type=design&node-id=1-3&t=uYMehbsheD7dtRTI-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A99>

Welcome Pop Up > Home Page > Add to cart page > Checkout Cart page > Payment Page > Confirmation Pop Up

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to order without having the hassle to queue during rush hour
- 2 Users want a delivery option

Round 2 findings

- 1 Unclear buttons and need better icons to represent certain buttons

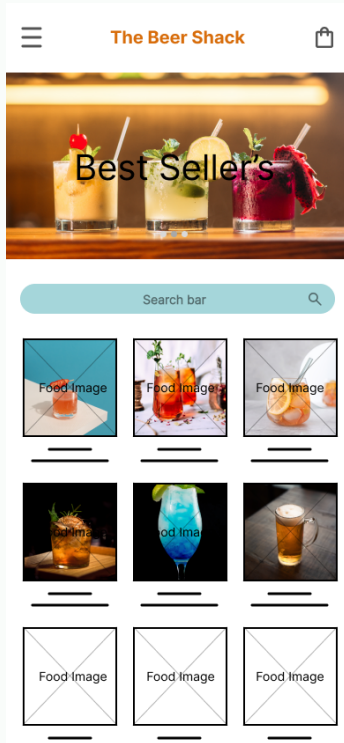
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

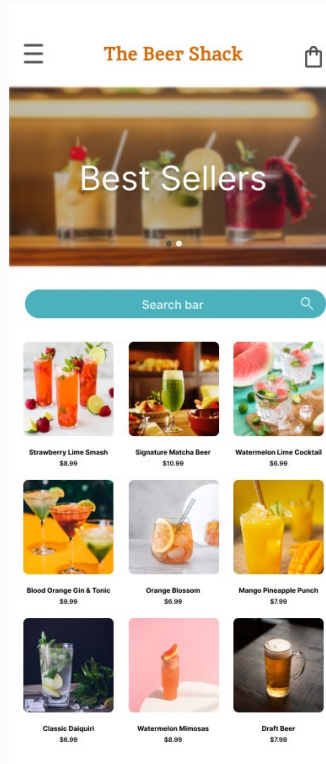
The main logo font has been changed from Inter to Inika, a serif font that stands out more in the main header, as all the other body texts are in a sans-serif font. A blur and a shadow are added to the main photo page's background to give the reader more visibility in front of "Best Sellers". All the images have a rounded border instead of harsh edges to give the app a more friendly and welcoming feel when users use the application.

Before usability study



Iphone 14 Prototype

After usability study



Mockups

To help users recognize and provide more clarification on which page they are at, the main logo is substituted to the word "CHECKOUT" for the checkout page. Additionally, a tiny bar at the bottom displays the status of the checkout for users. In order to maintain consistency throughout the app, the order summary has been switched from regular font typeface to semi-bold font typeface..

Before usability study

 **The Beer Shack**

Delivery

Self-Pickup

Address

Time of pickup

ASAP

Later

Order Summary

1	Watermelon Lime Cocktail	\$6.99
1	Strawberry Lime Cocktail	\$8.99
1	Orange Blossom	\$6.99

Tax

\$2.54

Subtotal

\$25.51

Checkout

Iphone 14 Prototype

After usability study

 **CHECKOUT**

Delivery

Self-Pickup

Address
92014, San Diego, CA

Time of pickup

ASAP

Later

Order Summary

1	Watermelon Lime Cocktail	\$6.99
1	Strawberry Lime Smash	\$8.99
1	Orange Blossom	\$6.99

Tax

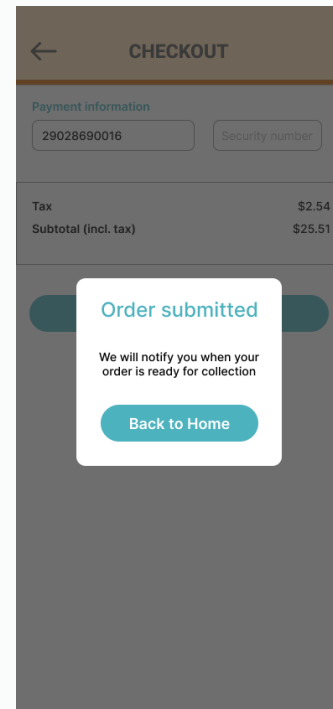
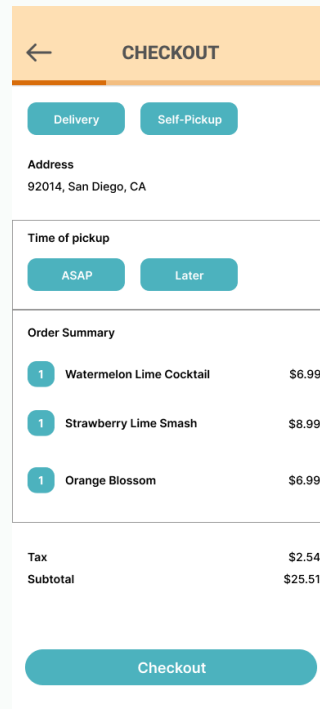
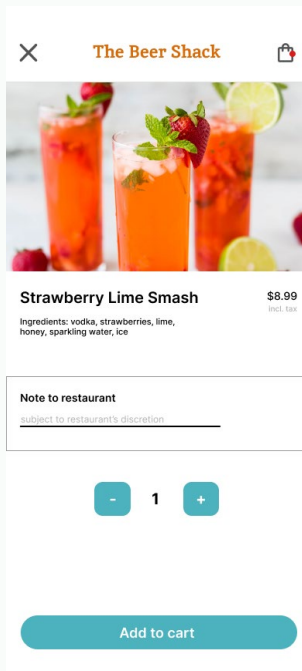
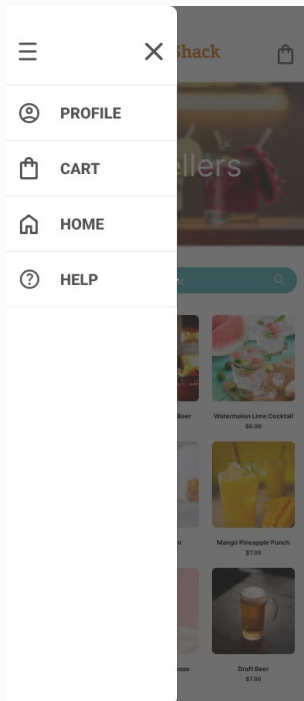
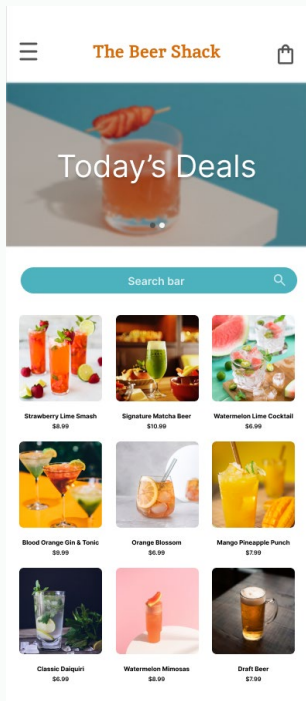
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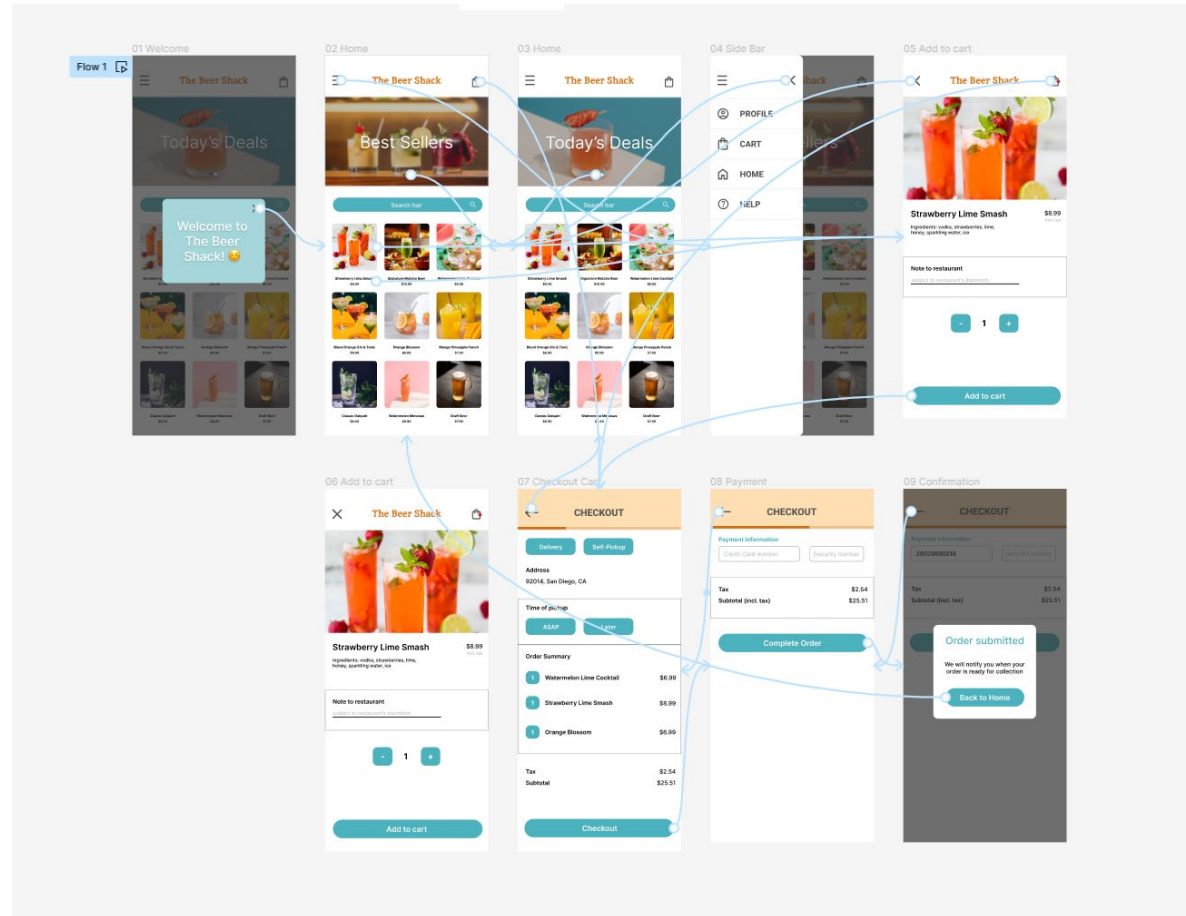
Checkout

Mockups



High-fidelity prototype

[https://www.figma.com/proto/PrwaDtsV0tWzTCloodq2o4/Digital-Wireframes-\(Colour\)?type=design&node-id=4-483&t=ZrtF2EVF1hIE42vp-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A99](https://www.figma.com/proto/PrwaDtsV0tWzTCloodq2o4/Digital-Wireframes-(Colour)?type=design&node-id=4-483&t=ZrtF2EVF1hIE42vp-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A99)



Accessibility considerations

1

Provided descriptions of drinks to accomodate for the people who have certain allergies

2

Provided images for people who are visually impaired

3

Use icons to help make navigation easier

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like The Beer Shack really thinks about how to meet their needs.

One quote from peer feedback:

"The app looks lively and fun to order from, I'll definitely use this app!"



What I learned:

While designing The Beer Shack's app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and the feedback collected really changed some of the ideas I had in the beginning and made them better.

Next steps

1

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

2

Conduct more user research to determine any new areas of need.

The Beer Shack (Website)

Chow Shy Yen

Project overview



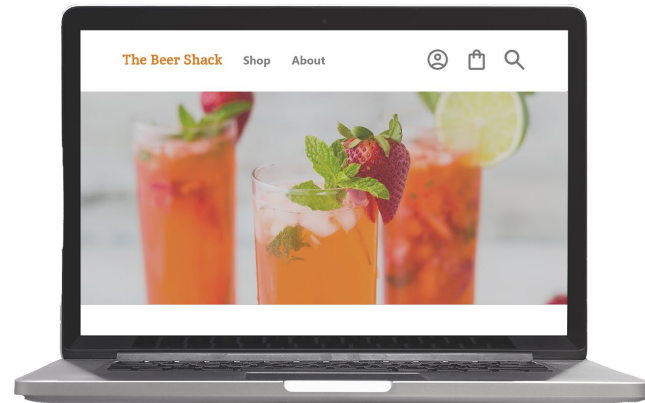
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"I want to maintain a healthy work-life balance, dedicating myself to my work responsibilities in the office and also going out and having fun, meeting new people, and socializing."

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User journey map

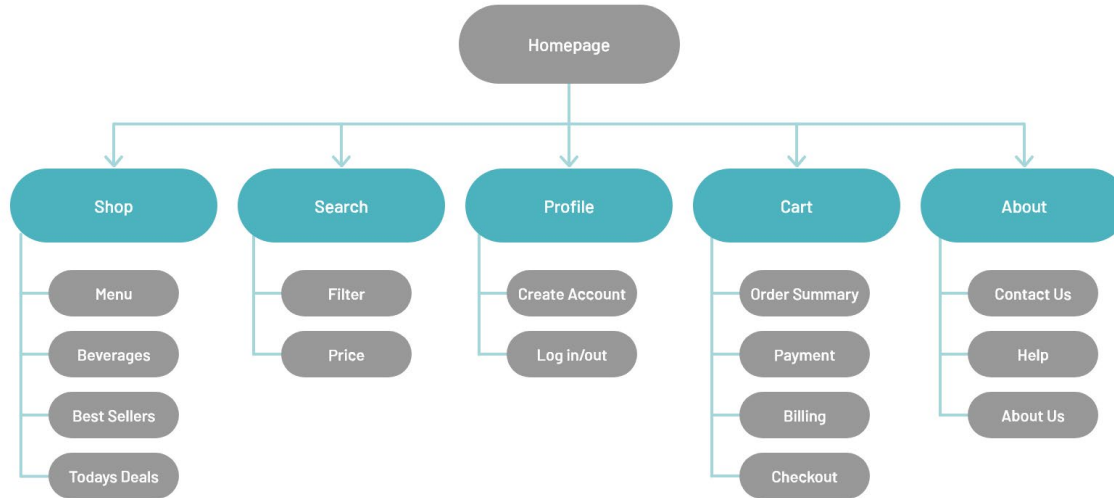
Mapping Shayna's user journey revealed how helpful it would be for users to have access to this dedicated Beer Garden website

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Goal: Pick up orders within a short period of time as a business administration intern

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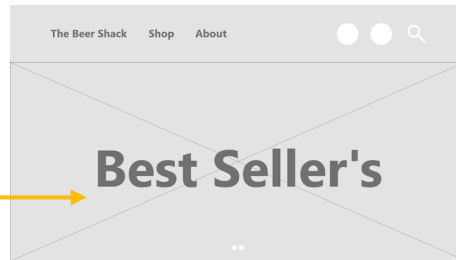
Sitemap for website



Digital wireframes

This page aims to help users quickly access the food and drinks menu with little work.

This element shows the latest best sellers from the store



Lorem ipsum dolor sit amet, consectetur



Lorem ipsum dolor sit amet, consectetur



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Users can quickly scroll through the photographs with the help of these boxes, which offers the food image.

Digital wireframes

This page provides all the relevant details in one place to assist users with their checkout procedure.

Users can choose between a Delivery or Self-Pickup Service

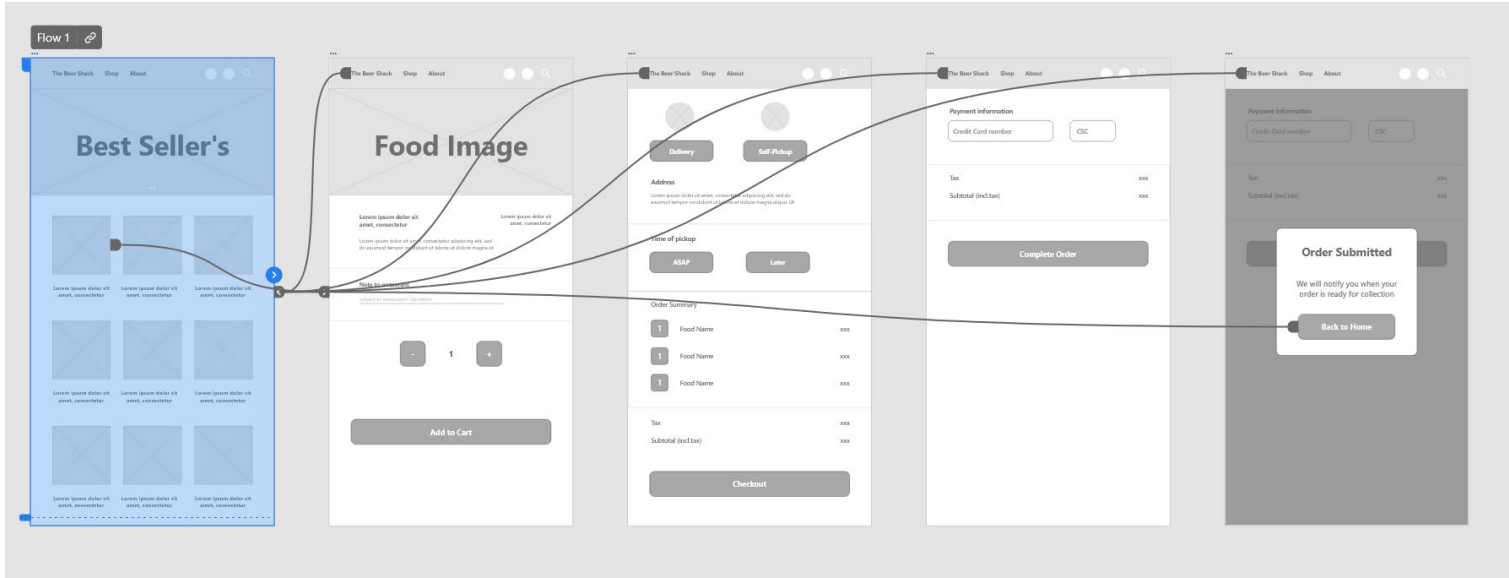
The wireframe shows a checkout page for 'The Beer Shack'. At the top is a navigation bar with links to 'The Beer Shack', 'Shop', and 'About', along with a search icon. Below the navigation bar are two circular icons with an 'X' inside, representing missing images. Underneath are two buttons: 'Delivery' and 'Self-Pickup'. An orange arrow points from the text 'Users can choose between a Delivery or Self-Pickup Service' to the 'Delivery' button. Below these buttons is an 'Address' section with a placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut'. Below the address section is a 'Time of pickup' section with two buttons: 'ASAP' and 'Later'. Below that is an 'Order Summary' section containing a table with three rows of items. An orange arrow points from the text 'This shows a clear description of the food name, quantity and price at the checkout page' to the first row of the table. At the bottom of the page is a large 'Checkout' button.

Order Summary		
1	Food Name	xxx
1	Food Name	xxx
1	Food Name	xxx

Tax	xxx
Subtotal (incl.tax)	xxx

Checkout

Low-fidelity prototype



<https://xd.adobe.com/view/61e4d742-b9fc-4045-b950-e9601361bae9-34b7/screen/f3b6baec-d0d5-4a55-8bce-9f6b6de7199f>

Home Page > Add to cart page > Checkout Cart page > Payment Page > Confirmation Pop Up

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to order without having the hassle to queue during rush hour
- 2 Users want a delivery option

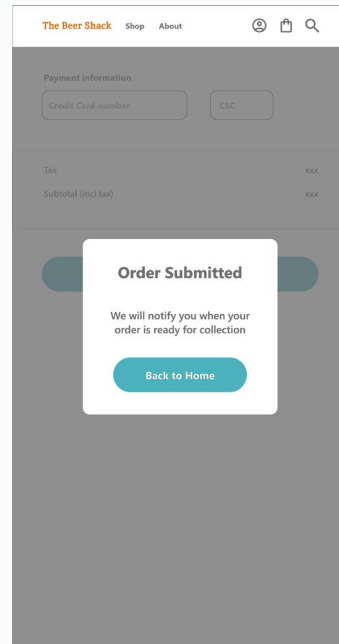
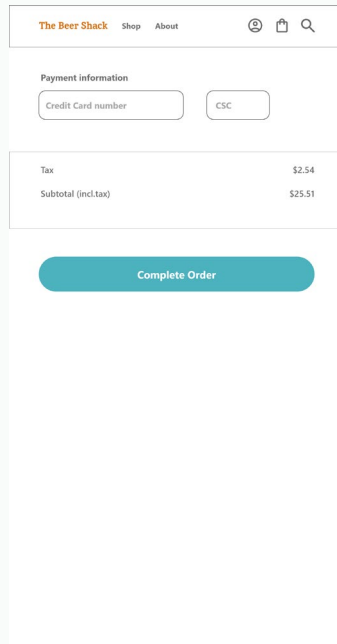
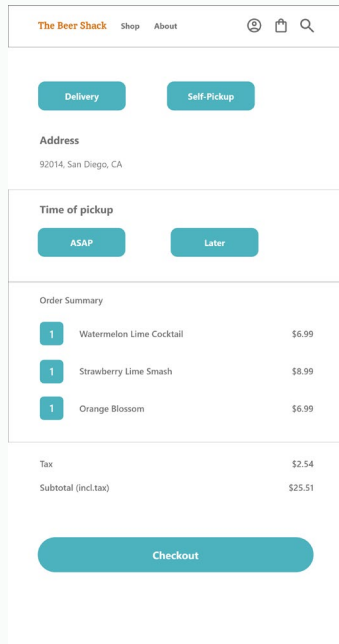
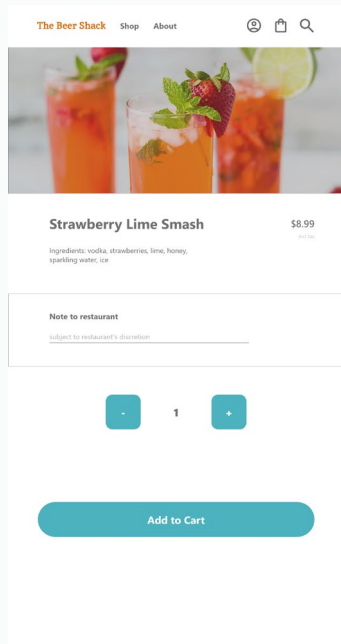
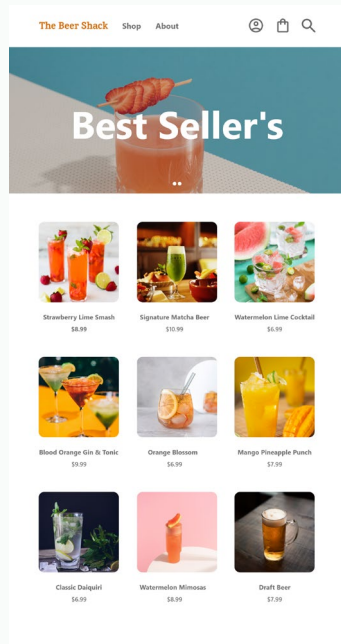
Round 2 findings

- 1 Unclear buttons and need better icons to represent certain buttons

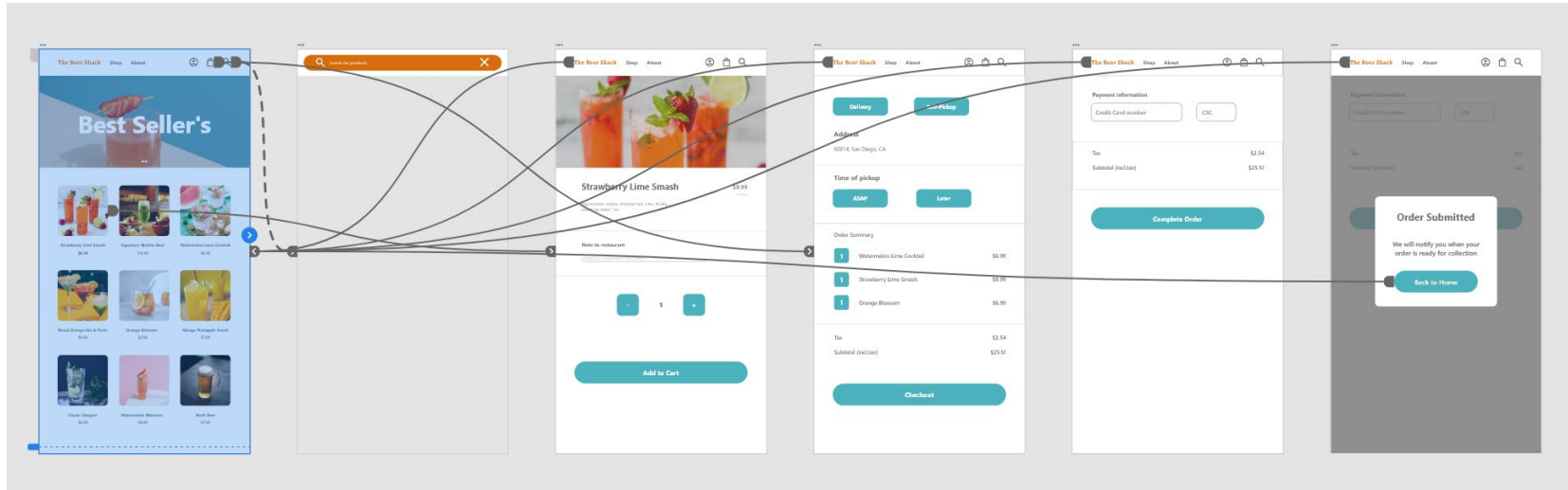
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups



High-fidelity prototype



<https://xd.adobe.com/view/b62d697d-3746-4411-9af7-f89f4d8b204d-e37e/>

Accessibility considerations

1

Provided descriptions of drinks to accomodate for the people who have certain allergies

2

Provided images for people who are visually impaired

3

Use icons to help make navigation easier

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website makes users feel like The Beer Shack really thinks about how to meet their needs.

One quote from peer feedback:

"I like the convenience that this website gives to order from!"



What I learned:

While designing The Beer Shack's website, I learned that the first ideas for the website are only the beginning of the process. Usability studies and the feedback collected really changed some of the ideas I had in the beginning and made them better.

Next steps

1

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

2

Conduct more user research to determine any new areas of need.

Baby Care

Chow Shy Yen

Project overview



The product:

Baby Care is an online platform that can be used as a tool to help adults learn about being a first-time parent



Project duration:

August 2023 to October 2023.

Project overview



The problem:

First-time parents having trouble finding what's best for their baby



The goal:

Design an online platform called "Baby Care" that allows users to easily find tips and tricks to help with them being a first-time parent

Project overview



My role:

Lead UX Designer, UX Researcher for designing a tool called Baby Care



Responsibilities:

User research, paper and digital wireframing, conducting usability studies and interviews, interacting on designs, low and high-fidelity prototyping

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I was designing for and their needs. A primary user group identified through research was working adults or stay-at-home parents with just a newborn.

This user group confirmed initial assumptions about Baby Care's users but also revealed that the users want everything that tracks their baby's diapers, feeds, and sleep; connect with other new parents; find lullabies (or white noise) and share photos with friends and families all in one location.

User research: pain points

1

Acessibility

Some apps for babies don't have images for people who are visually impaired

2

IA

Most videos in apps usually don't have audio descriptions at the bottom of the video

3

Time

Parents with new borns don't have the time to keep track of every single thing for the baby

Persona: Anthony

Problem statement:

Anthony is a busy working adult who lacks the time to keep track of everything, he needs a tool that tracks the routine of his newborn child.



Anthony

Age: 29
Education: University graduate
Hometown: Seattle, Washington
Family: One newborn child, Wife
Occupation: Senior accountant

"Since my job responsibilities have grown, I need a tool that can organize my schedule and provide ways to help with my newborn child."

Goals

- Wants to travel around the world with his family
- Plans to get promoted in a year or two
- Wants to spend more time with their family

Frustrations

- Wants a tool to help him learn about being a first-time parent
- It takes too much time trying to find first-time parents going through the same problems as him

Mid-career professional Alfie recently received a promotion at a sizable accounting firm. They reside in a suburb outside of a sizable city. They are a new parent who is perplexed and finds it challenging to look for specific information on the best ways to care for a newborn.

User journey map

Mapping Anthony's user journey revealed how helpful it would be for users to have access to this tool called Baby Care

Persona: Anthony

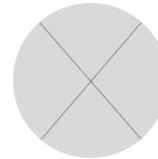
Goal: Organize heavy schedule and learn new tips about raising a newborn child

ACTION	Newborn is welcomed into the family	Download app	Opens app	Talk on the discussion forum	Continues to use this app daily
TASK LIST	Tasks A. Make sure the baby is well fed and cleaned B. Play little games with the baby	Tasks A. Go to the app store B. Download and wait for app to complete downloading	Tasks A. Explore the tools available in the app	Tasks A. Connect with other parents on the discussion forum B. Learn new tips and tricks about raising a child	Tasks A. Talking to different parents and creating a bond with them
FEELING ADJECTIVE	Concerned that he is not a good enough of a parent	Curious on how the tool could help him	Enlighten by what the app can do	Relieved that he is not going through this alone	Happy that he found a good app to help him
IMPROVEMENT OPPORTUNITIES	Create a tool that allows for searching parenting tips	Create a tool that includes more images and alternate texts for good readability	An app that has different sections, videos and images	An app that allows users to connect with one another, sharing new tips and tricks about what works best for them as a new parent	An app that is able to save your kid's information (Name, Age, Birthday etc)

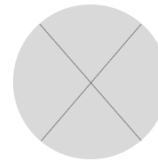
Digital wireframes

This page aims to help users quickly access the different topics that a new parent might face

Images of the different topics



What to expect in your baby's first week
Article 15 min read



Burping Techniques
Watch Now



Users can quickly scroll through the photographs with the help of these circles

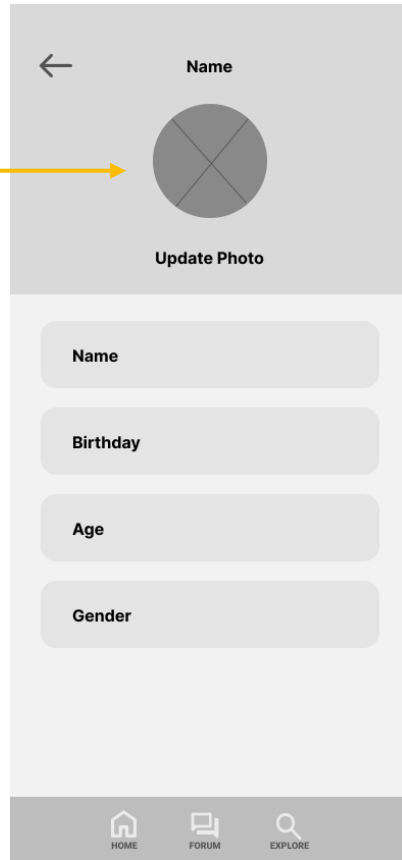


Diapering
Watch Now

Digital wireframes

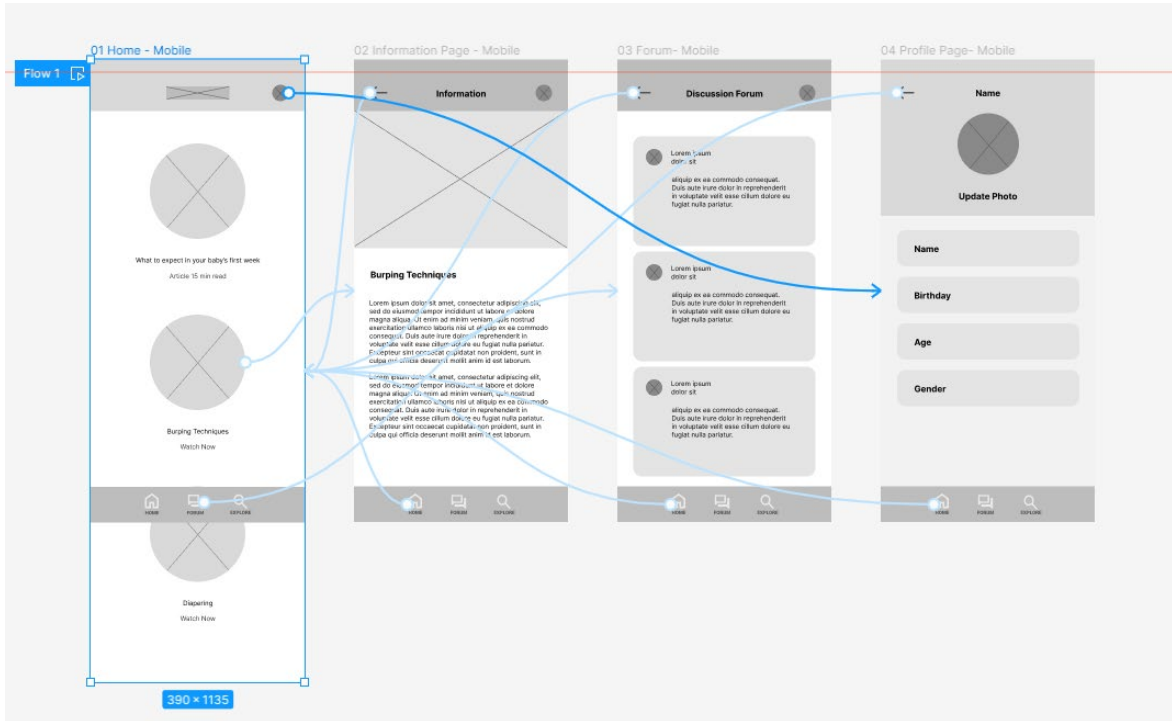
This page allows users to customize their baby's profile all in one location

Easily rename and update photos of your baby in the app



Columns available to insert your baby's name, birthday, age and gender

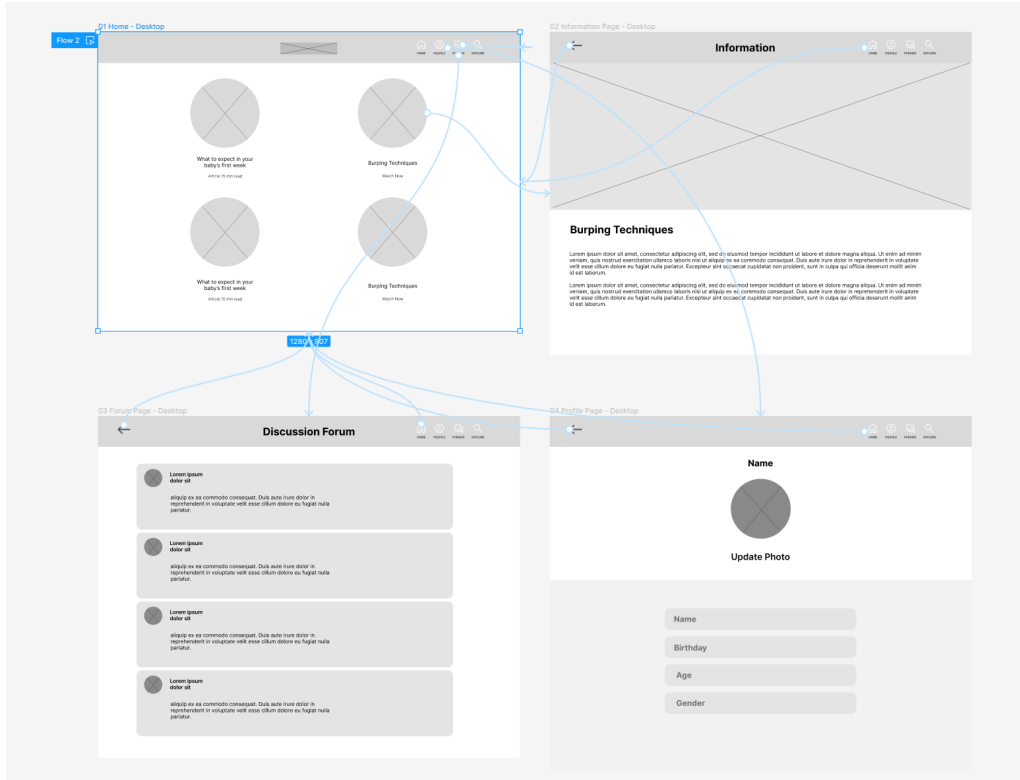
Low-fidelity prototype (mobile)



[https://www.figma.com/proto/Stfx6lZzj9Fa4DM6PGWxa/Case-Study-3---Mobile-\(Iphone-14\)?type=design&t=7D73eTd6ufbqVXVE-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A3&node-id=3-3](https://www.figma.com/proto/Stfx6lZzj9Fa4DM6PGWxa/Case-Study-3---Mobile-(Iphone-14)?type=design&t=7D73eTd6ufbqVXVE-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A3&node-id=3-3)

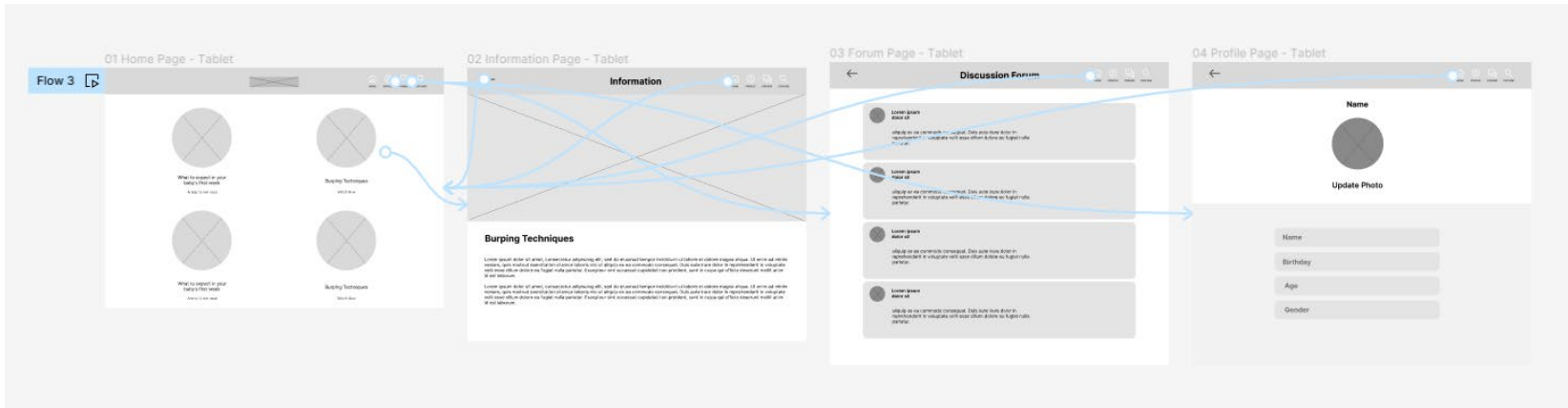
Home Page > Information Page > Forum Page > Profile Page

Low-fidelity prototype (Desktop)



[https://www.figma.com/proto/TBGLe4iXuQenHASOF3SZLc/Case-Study-3---Desktop-\(TV\)?type=design&node-id=205-224&t=7D73eTd6ufbqVXVE-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=205%3A224](https://www.figma.com/proto/TBGLe4iXuQenHASOF3SZLc/Case-Study-3---Desktop-(TV)?type=design&node-id=205-224&t=7D73eTd6ufbqVXVE-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=205%3A224)

Low-fidelity prototype (Tablet)



[https://www.figma.com/proto/gQXXB1DqXxeioi9b3wcVJC/Case-Study-3---Tablet-\(iPad-Pro-11%22\)?node-id=205-2&starting-point-node-id=205%3A2](https://www.figma.com/proto/gQXXB1DqXxeioi9b3wcVJC/Case-Study-3---Tablet-(iPad-Pro-11%22)?node-id=205-2&starting-point-node-id=205%3A2)

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 The top part of the app is not visible enough
- 2 Bottom bar should stay in place despite the scrolling from the user

Round 2 findings

- 1 Users want more article pages

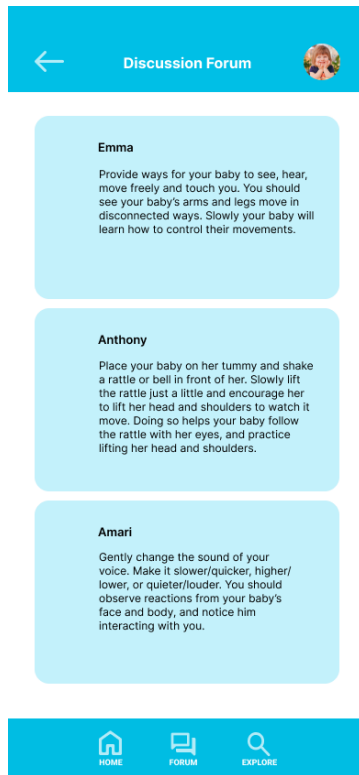
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

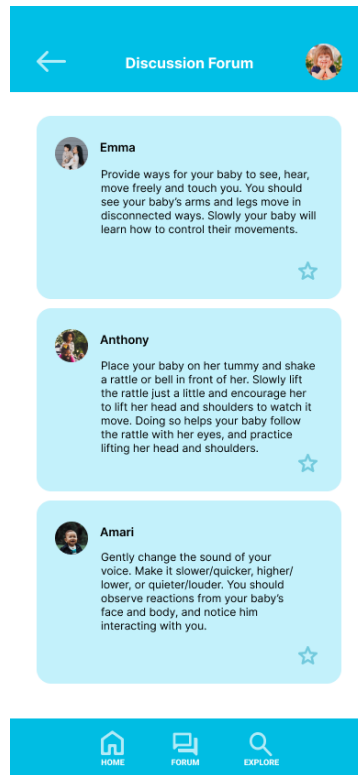
Mockups (Mobile)

The discussion forum page looked emptier before, and after the usability testing, I added a button so that users could favorite their favorite tips from other new parents. Profile pictures were also added at the side to make the page more cohesive.

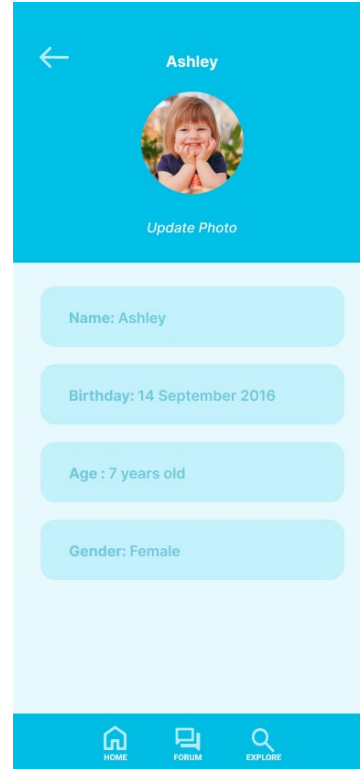
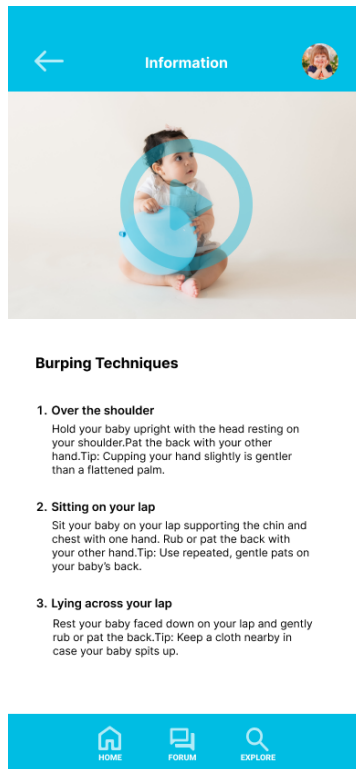
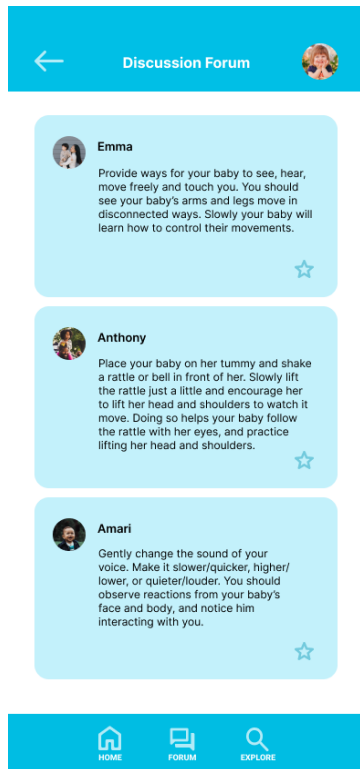
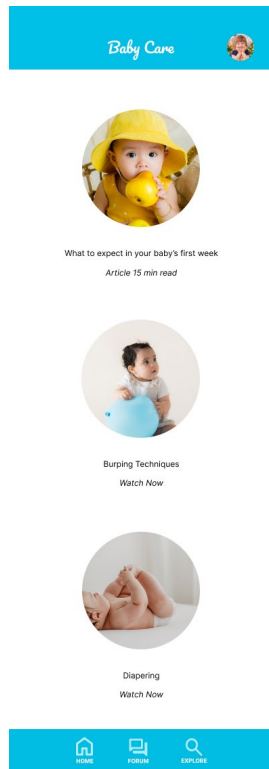
Before usability study



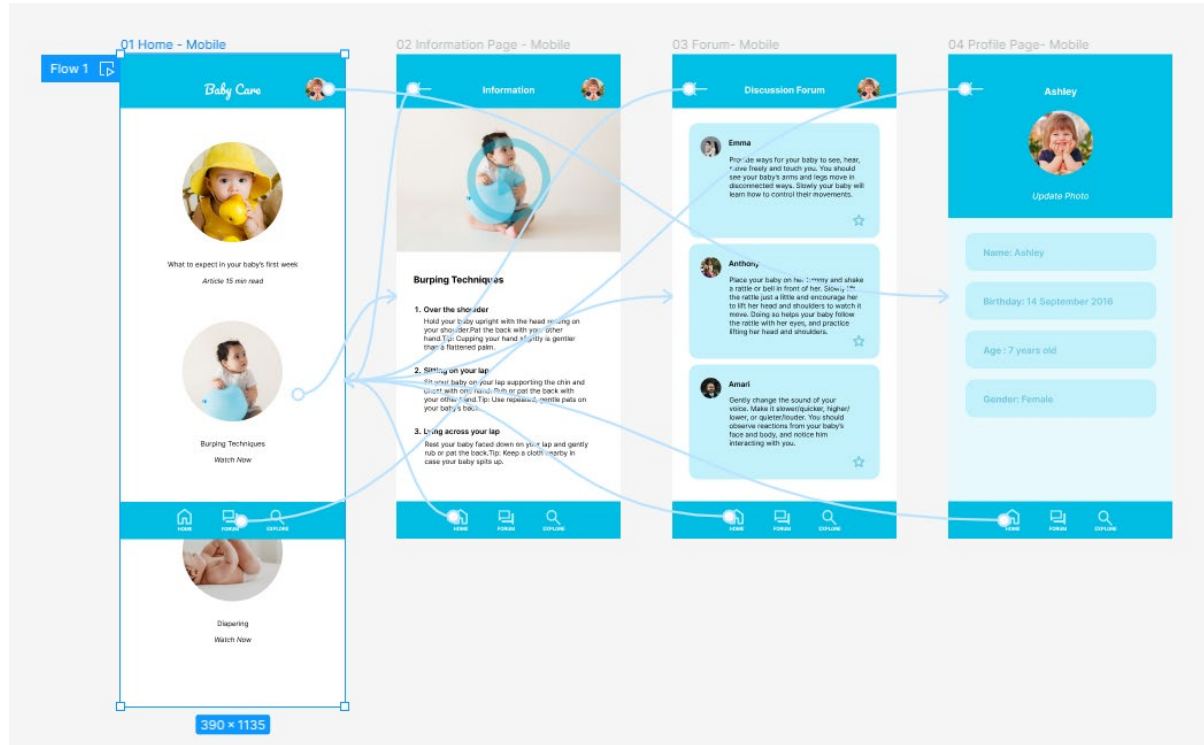
After usability study



Mockups (Mobile)

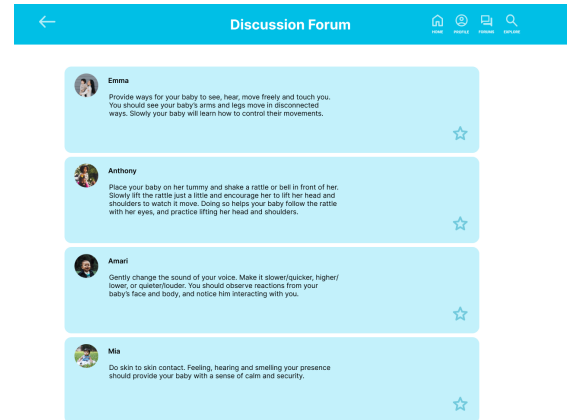
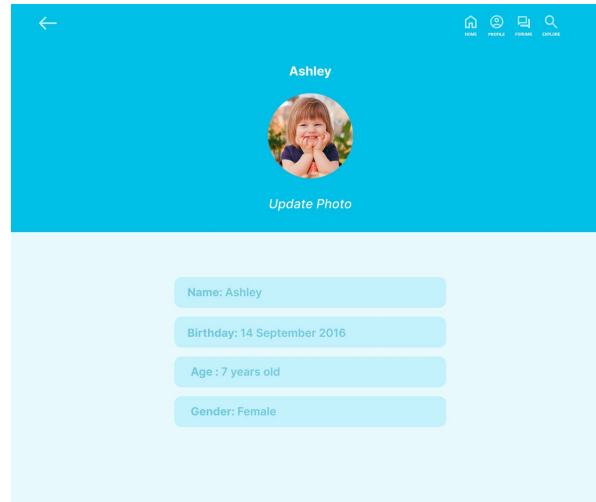
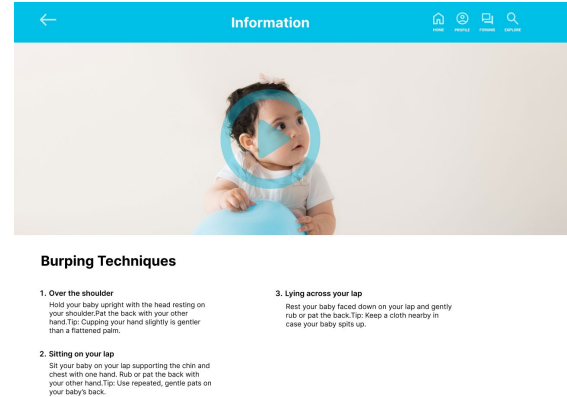
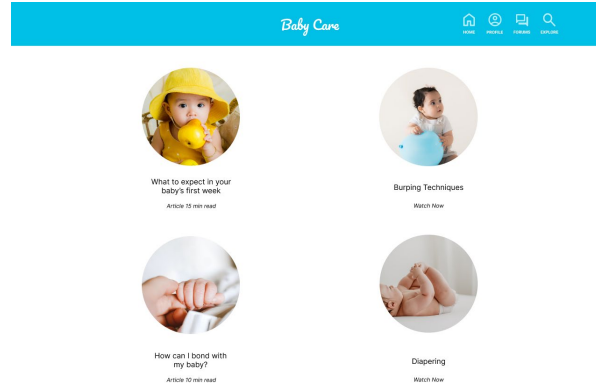


High-fidelity prototype (Mobile)

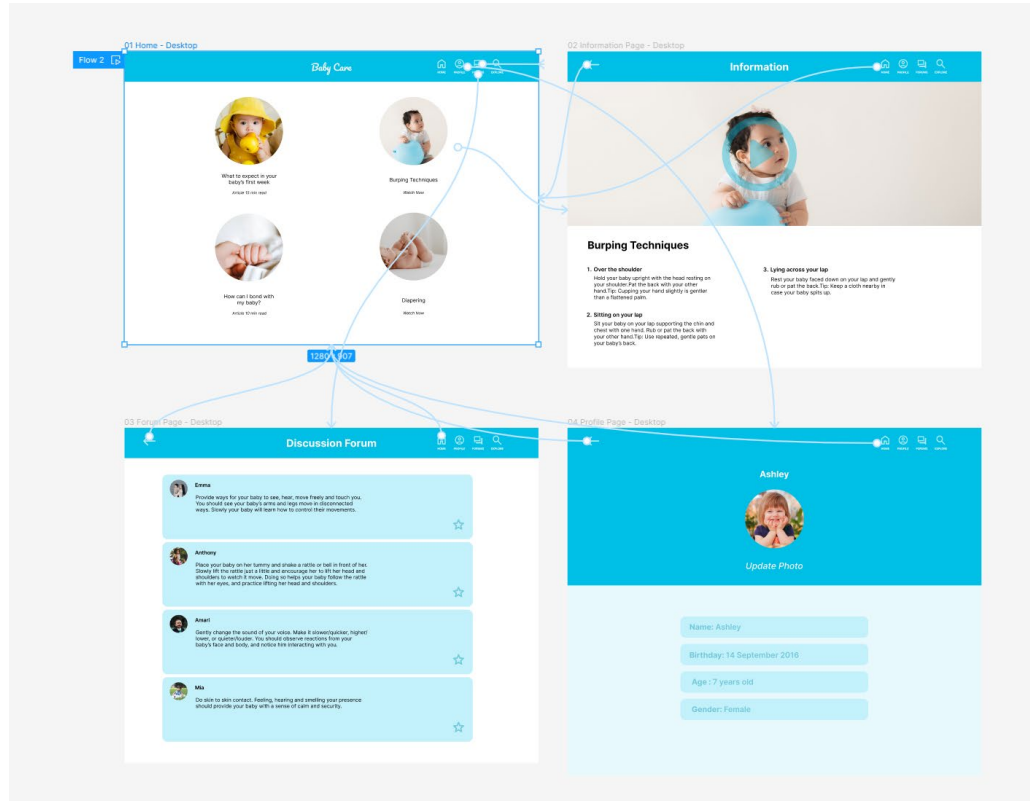


[https://www.figma.com/proto/Wb7X2YKqucqaFg5qR5aFTs/Coloured-Case-Study-3---Mobile-\(Iphone-14\)?type=design&node-id=3-3&t=EdflmP9woL84YKG-1&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=3%3A3&mode=design](https://www.figma.com/proto/Wb7X2YKqucqaFg5qR5aFTs/Coloured-Case-Study-3---Mobile-(Iphone-14)?type=design&node-id=3-3&t=EdflmP9woL84YKG-1&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=3%3A3&mode=design)

Mockups (Desktop)

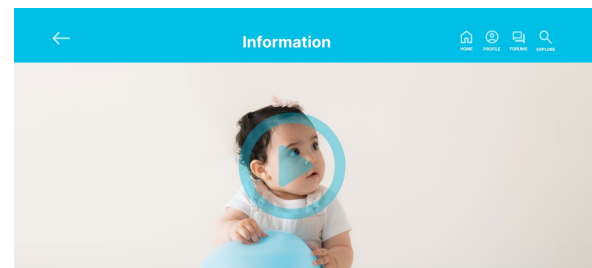
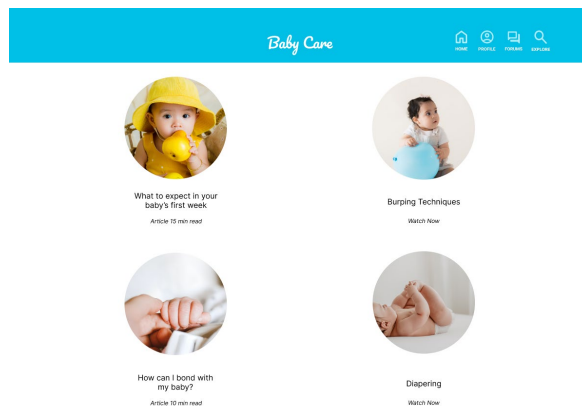


High-fidelity prototype (Desktop)



[https://www.figma.com/proto/TBGL4iXuQenHAsOF3SZLc/Case-Study-3---Desktop-\(TV\)?type=design&node-id=205-224&t=NU1Zn8KlrP8Kuqr7-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=205%3A224](https://www.figma.com/proto/TBGL4iXuQenHAsOF3SZLc/Case-Study-3---Desktop-(TV)?type=design&node-id=205-224&t=NU1Zn8KlrP8Kuqr7-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=205%3A224)

Mockups (Tablet)



Burping Techniques

1. Over the shoulder

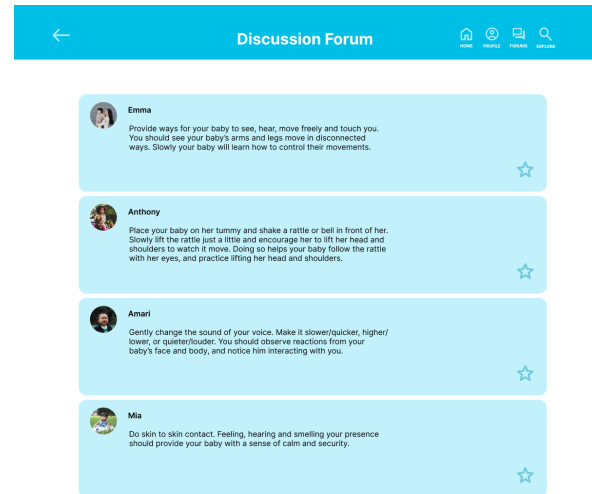
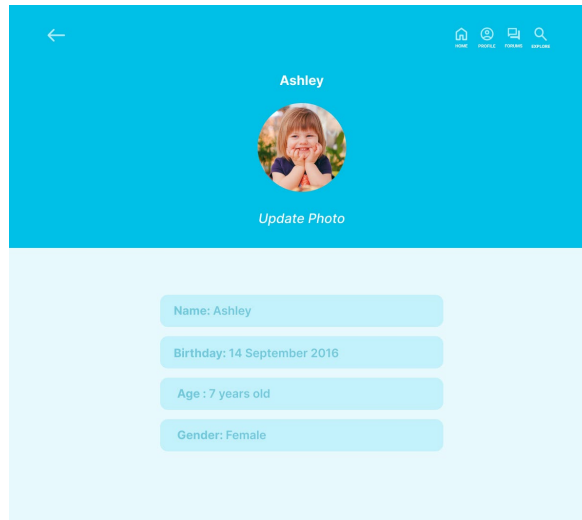
Hold your baby upright with the head resting on your shoulder. Pat the back with your other hand. Tip: Cupping your hand slightly is gentler than a flattened palm.

2. Sitting on your lap

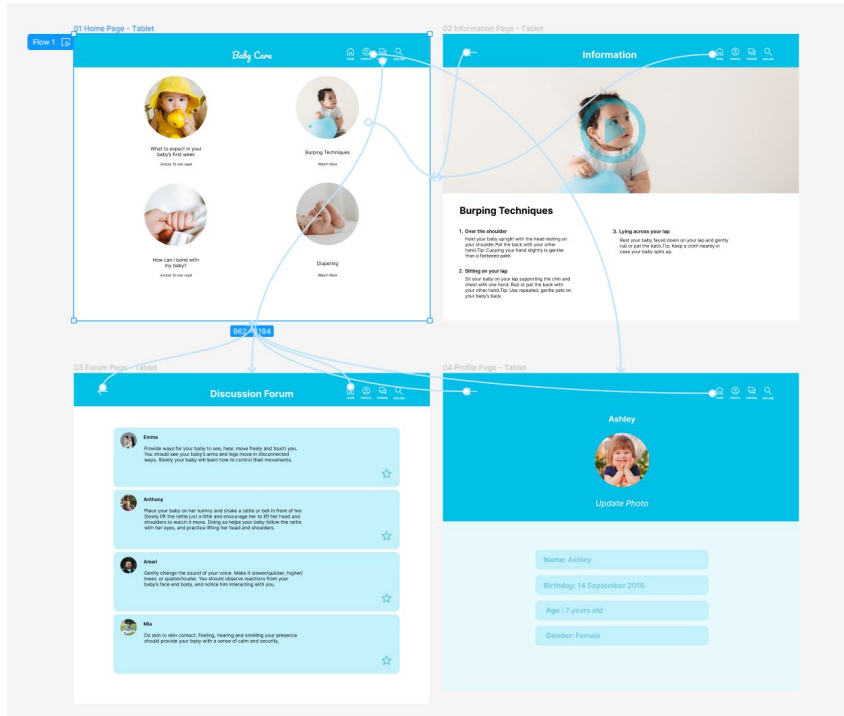
Sit your baby on your lap supporting the chin and chest with one hand. Rub or pat the back with your other hand. Tip: Use repeated, gentle pats on your baby's back.

3. Lying across your lap

Rest your baby faced down on your lap and gently rub or pat the back. Tip: Keep a cloth nearby in case your baby spits up.



High-fidelity prototype (Tablet)



[https://www.figma.com/proto/Q9AY6Z6pz0Btt4puZqhMnz/Coloured-Case-Study-3---Tablet-\(iPad-Pro-11%22\)?type=design&node-id=401-253&t=RjtMvXJTkCR7YcAy-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=401%3A253](https://www.figma.com/proto/Q9AY6Z6pz0Btt4puZqhMnz/Coloured-Case-Study-3---Tablet-(iPad-Pro-11%22)?type=design&node-id=401-253&t=RjtMvXJTkCR7YcAy-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=401%3A253)

Accessibility considerations

1

Provided images and videos for people who are visually impaired

2

Provided audio descriptions below the video to accommodate people who are blind and others who cannot see the video adequately

3

Using icons and visuals to help make navigation easier

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users of the app feel as though Baby Care genuinely considers how to suit their demands.

One quote from peer feedback:

"I am a new mom, and I can envision this app to be the perfect tool to use daily for my newborn baby!"



What I learned:

I discovered when creating the Baby Care app that the initial concepts are just the start of the process. Some of the first ideas I had were significantly improved by usability studies and the comments gathered.

Next steps

1

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

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for taking your time to review my work on 3 of my case studies! If you'd like to see more or get in touch, my contact information is provided below.

Email: debbiechoww@gmail.com

Thank you!