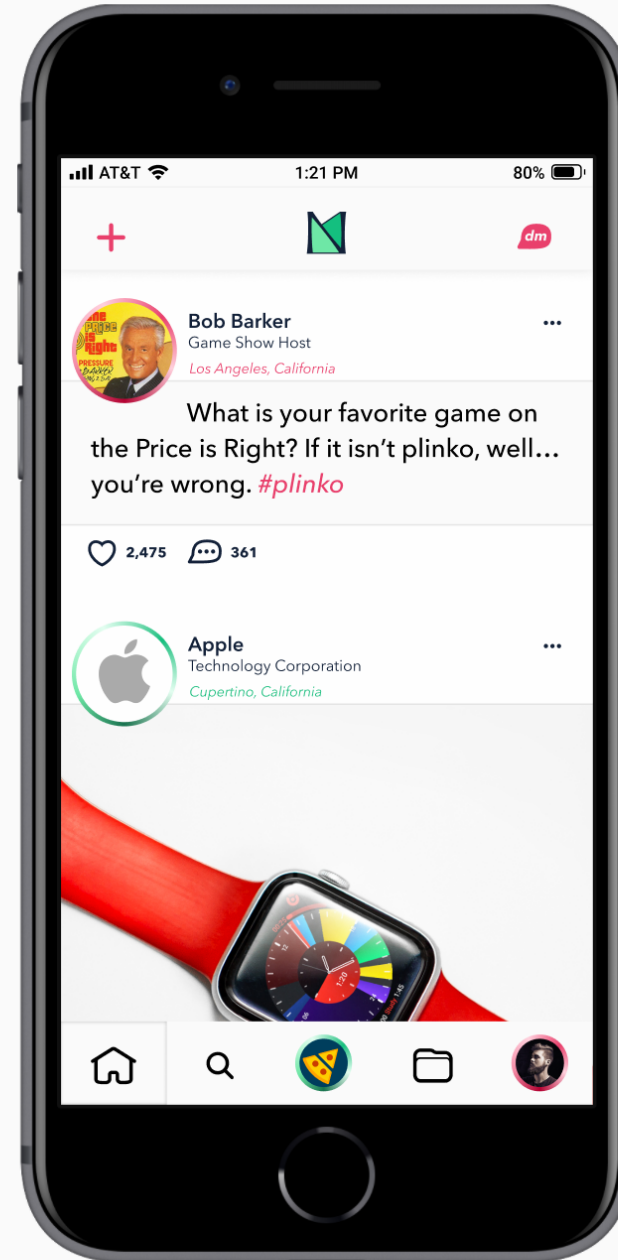


# Network

a social app for work

ux design – Wilson Christensen, July 2020



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## PROJECT: PROFESSIONS APP

Task: design a system of two integrated apps for an existing profession or life situation.

The app needs to allow collaboration between two different groups of people. Each interface need to be customized to the role of its user.



**DESIGNER: WILSON CHRISTENSEN**

*Web Designer – Photographer – Creative Specialist*

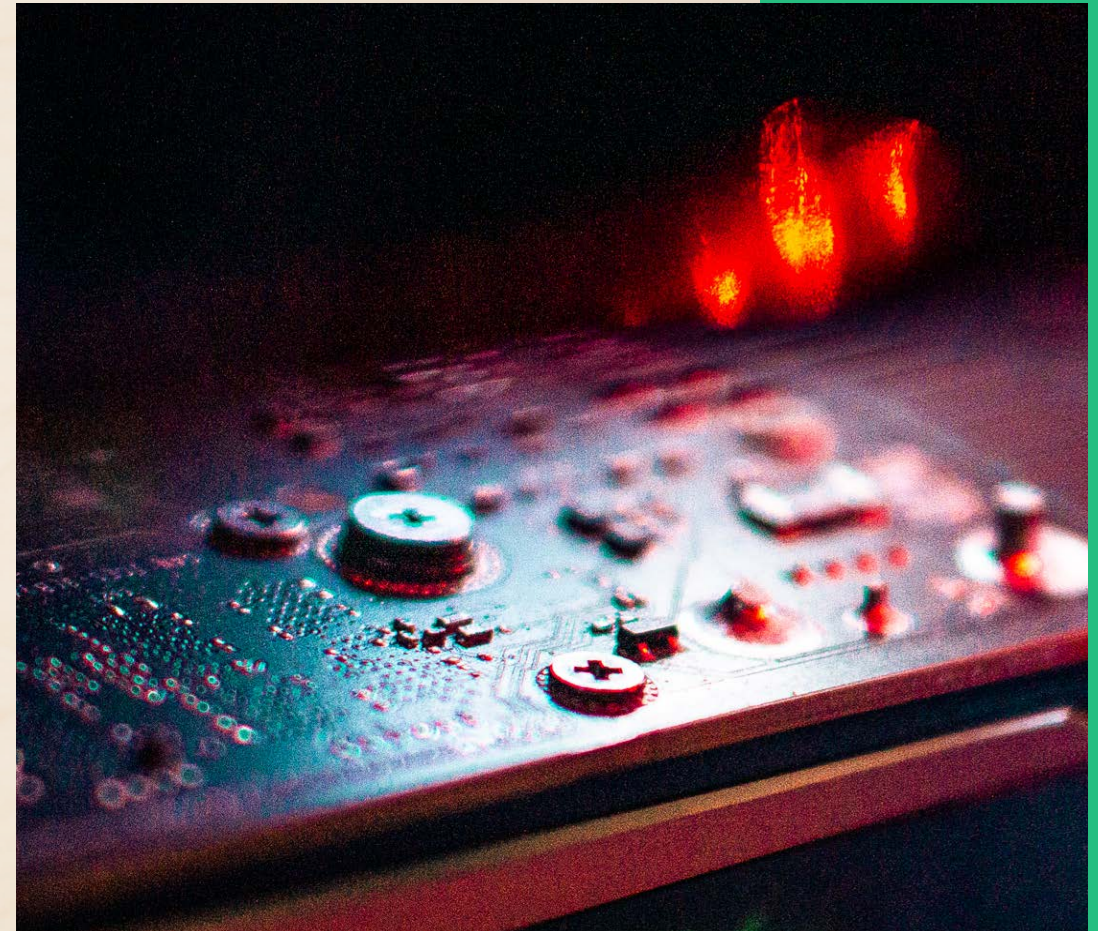
# Discover

This section shows a summary of research, brainstorming, and sketches. This is where ideas grow.

## APP POTENTIAL

I think LinkedIn has failed as a social network for business. It is a good page to add to your resume and show your experience, but it stops there for me. I wished there was a decent app for following local businesses or big companies that I want to work for that also allows me to build a resume for myself.

My idea for a solution would allow you to post your involvement with your current work and education in an Instagram-like profile. Your experience and work efforts could be seen by companies looking to hire someone like you. Your interaction with your coworkers and supervisors in comments and posts will say a lot about what kind of employee you are. Most importantly, this app would connect local businesses in a more personal way. You would be able to gather inspiration from your own community's work force.



Computer Component Macro-shot

# Research

## SMARTPHONE APPS

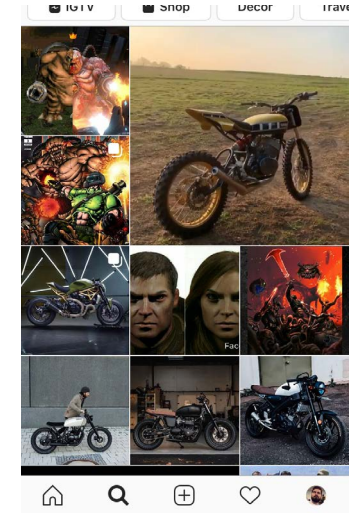
I paid close attention to how “feeds” are laid out on mobile apps. My app should closely follow the conventions that users are most familiar with. Instagram is probably the most commonly used app with this feature. Discord and LinkedIn have feeds with content types more likely to be shared in my app.

## BROWSER VERSIONS

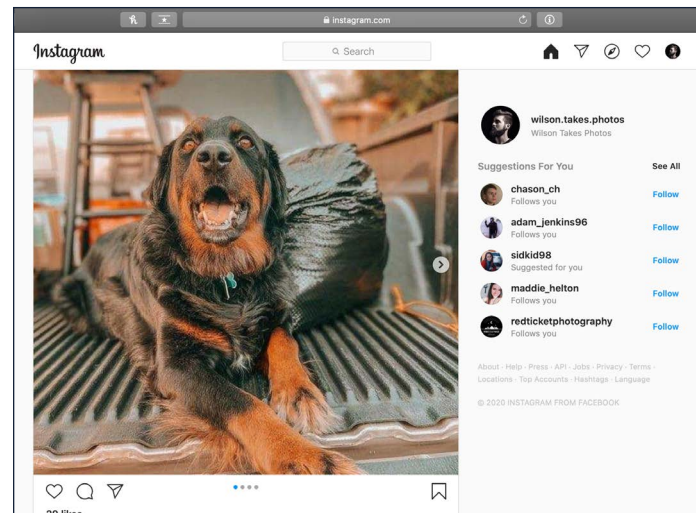
Layout of controls and navigations are the most important aspects here. Discord and Slack have a very similar layout that works well for what they do. LinkedIn feels very cluttered and it makes it difficult to find what is important. I want the browser version to be as simple as possible with the feed content being the focus.



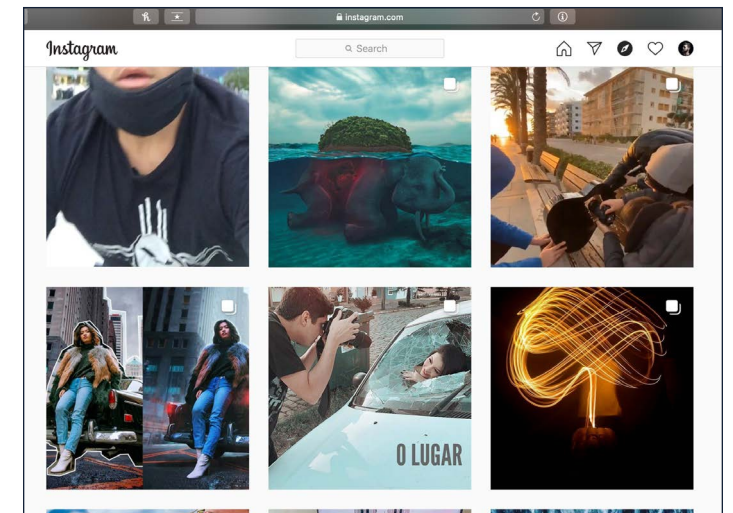
Instagram mobile



Instagram mobile



Instagram desktop



Instagram desktop





# Determine

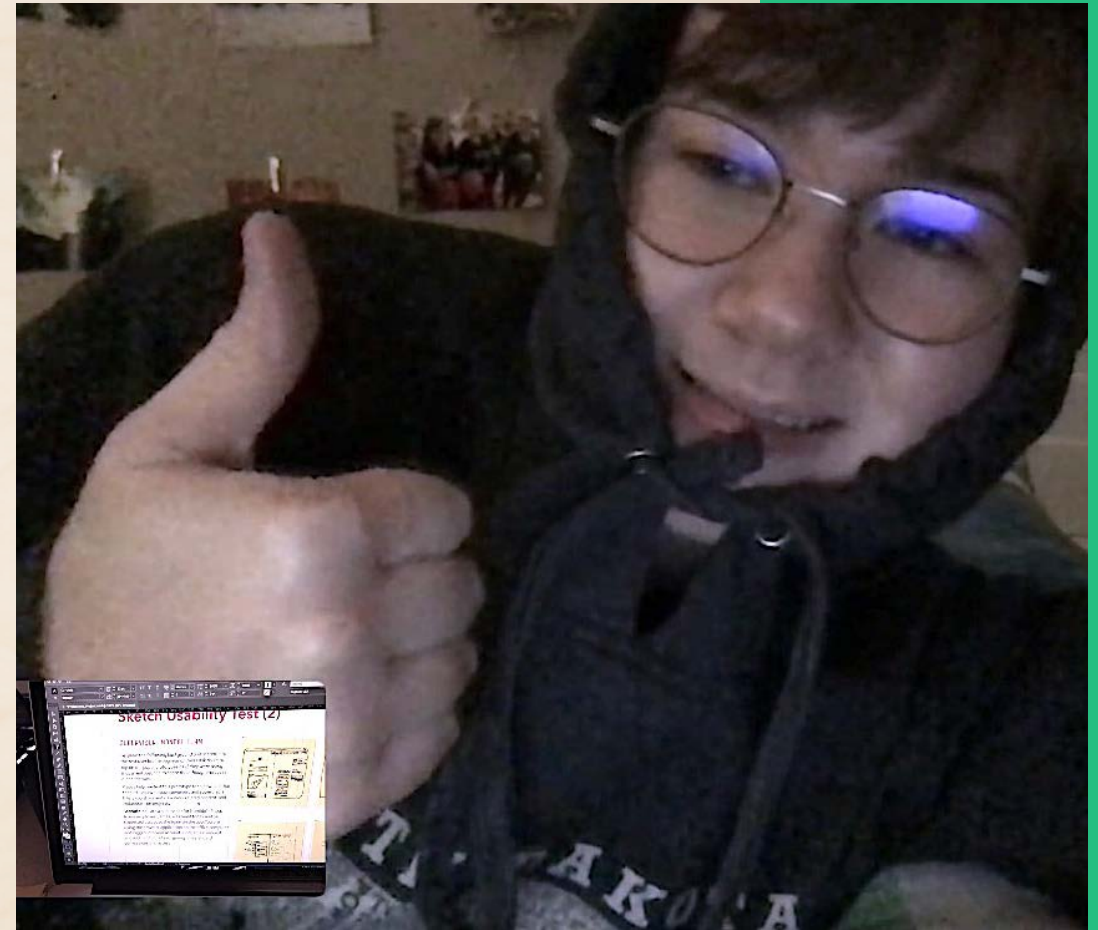
This section goes over one of the most crucial steps in ux design: Testing prototype usability, making observations, and gathering feedback.

## USABILITY TESTS

The first two rounds of testing were done on sketched prototypes on sticky notes. The user was asked to interact with it as if it was an electronic display and explain their reasoning as they worked to accomplish the task. A brief scenario and background is explained to them before they begin.

The second two rounds of testing were done with digital prototypes on an interactive simulation using the software: Figma.

Each round involved three to four different users. User ages varying from 20-50; male and female. All of them fit within a potential target audience of the end-product.



User testing over FaceTime.

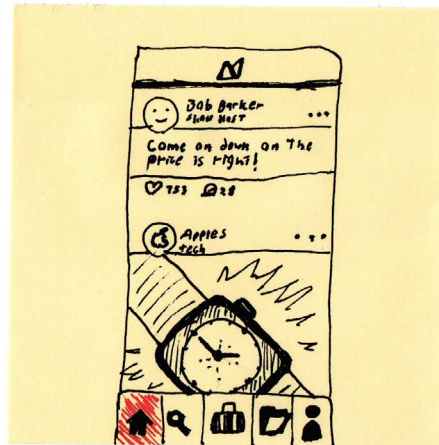
# Sketch Usability Test (1)

## TEAM MEMBER—ADD TO PROJECT

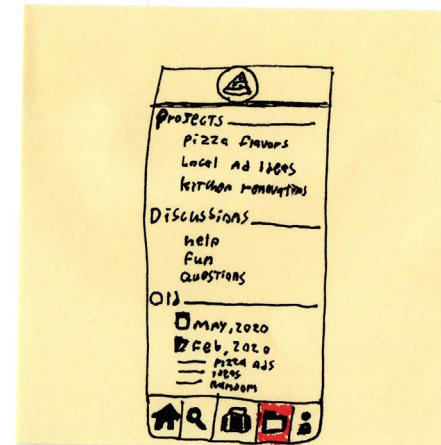
I explain the following background and scenario to the test user before beginning. Then I ask them to tap on the paper prototypes as if they were using it as a real app, and to share their thought-process along the way.

Please help me test this prototype for a new app that connects you with your coworkers and supervisors. It lets you share and view work related content, and collaborate on projects.

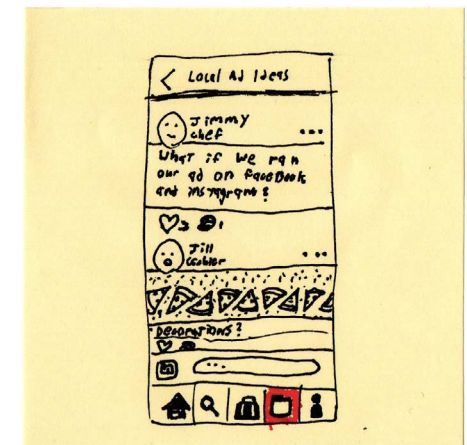
**Scenario:** You are a team member at Nomido's Pizza. The supervisors created a discussion board for a local ad project that they have been working on. They asked all the team members to share any ideas they have for the ads. Share a photo you captured of a slice of pizza to the project discussion on the Network app.



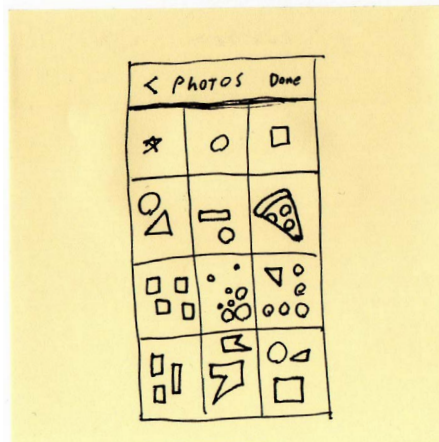
Home page



Projects page



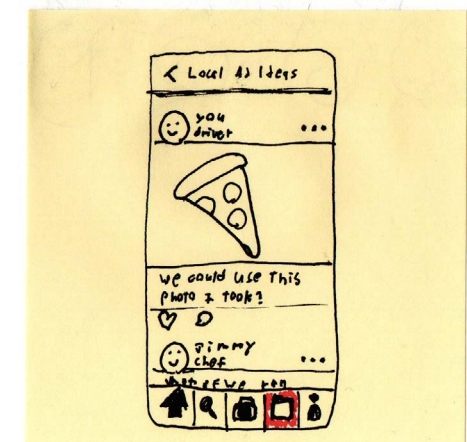
Entered discussion



Select photo



Add message with photo



Post made to discussion



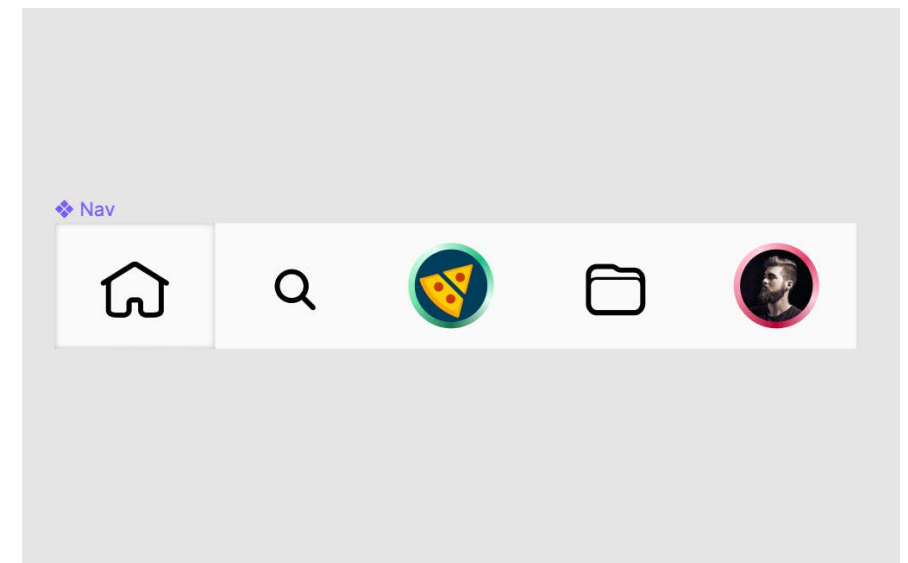
# Results (1)

## NATURAL MAPPING

Most users thought that the briefcase icon would take them to the projects page. Their second guess was always the folder icon, which was correct.

Users believed that the folder would contain your files. Different options should be explored for an appropriate icon indicating the projects page. Users did not find anything else difficult or confusing.

The briefcase icon will be replaced with the profile photo of the company you joined your account with. This should remove some of the confusion, but other options for the folder icon should still be developed and tested.



Updated version of the navigation icons based on testing

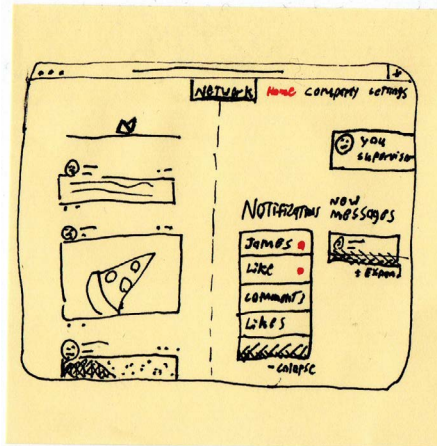
# Sketch Usability Test (2)

## SUPERVISOR-MANAGE TEAM

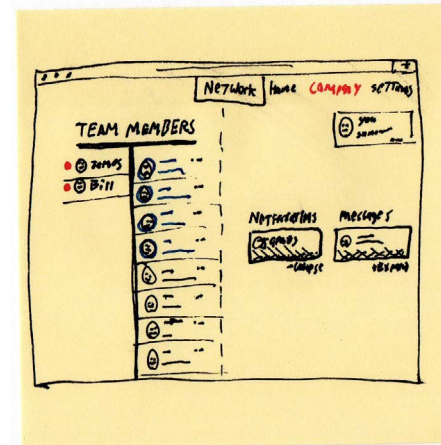
I explain the following background and scenario to the test user before beginning. Then I ask them to tap on the paper prototypes as if they were using it as a real app, and to share their thought-process along the way.

Please help me test this prototype for a new app that connects you with your coworkers and supervisors. It lets you share and view work related content, and collaborate on projects.

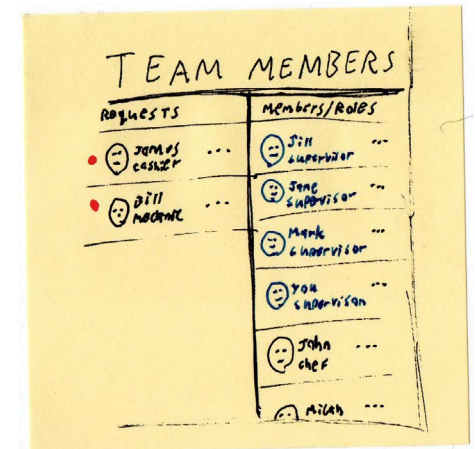
**Scenario:** You are a supervisor for Nomido's Pizza. A new employee, James, was hired today and he requested access to the team on the app. You are using the browser application on the office computer and logged into your account. Find James' request and add him to the team giving him standard permissions and access.



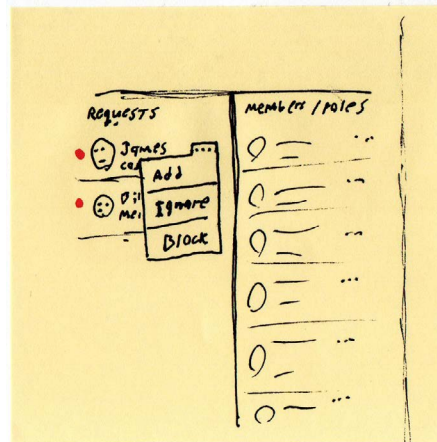
Home view on web browser



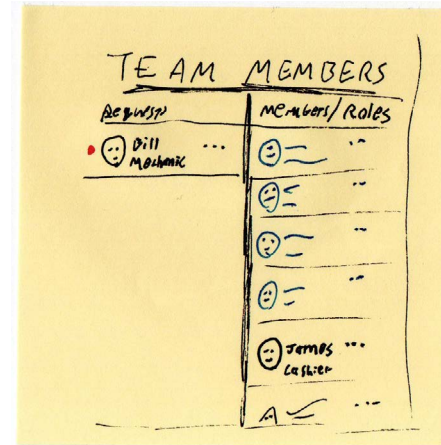
Notification request selected



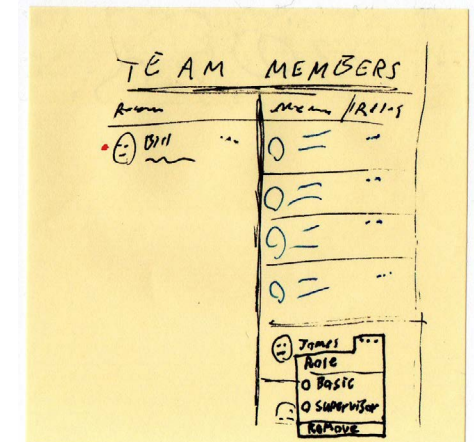
Zoomed in view of left side



Options selected



James added



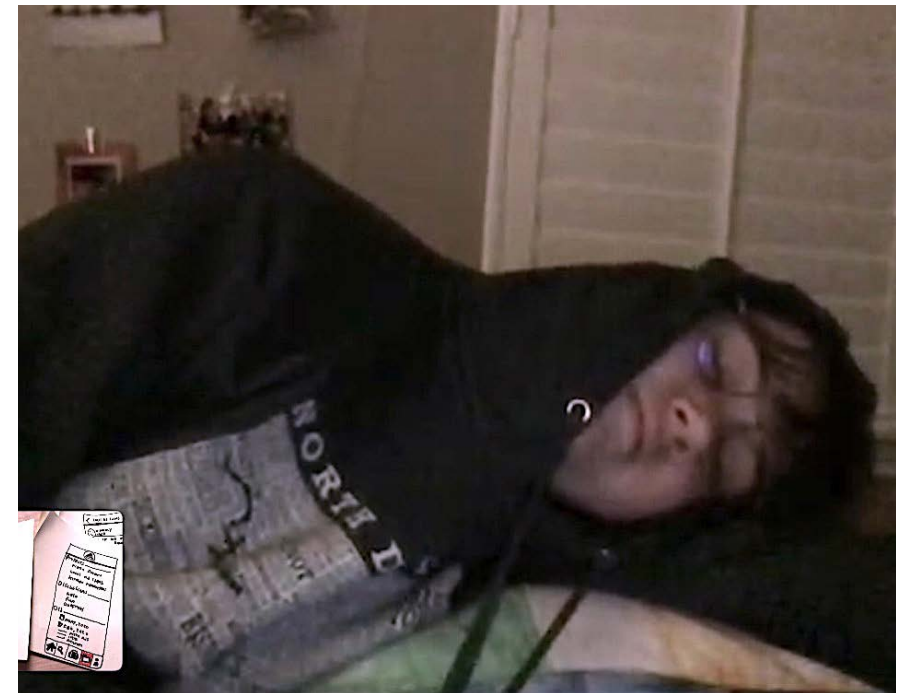
Select role/permissions

# Results (2)

## COMBINE STEPS

I noticed that after the users added James, they would have to find him in the list of names on the right for the next part. It would be much more simple and efficient to select the role for the user in the same drop down menu for adding them to the team.

Some users felt the T-chart was an odd way to organize this section. If there were no new requests, the left side would be awkwardly empty and taking up space. New requests would look better if they were on top, above the current members list.



Cadee being goofy for the screenshot of testing

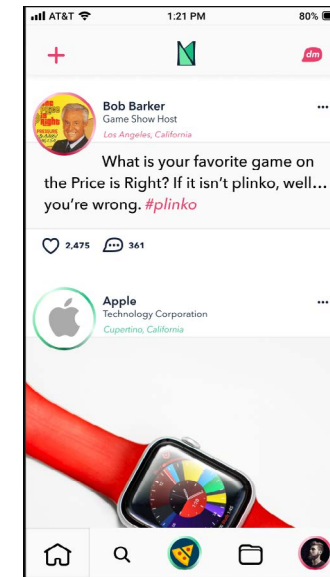
# Interactive Usability Test (3)

## TEAM MEMBER—CONTRIBUTE

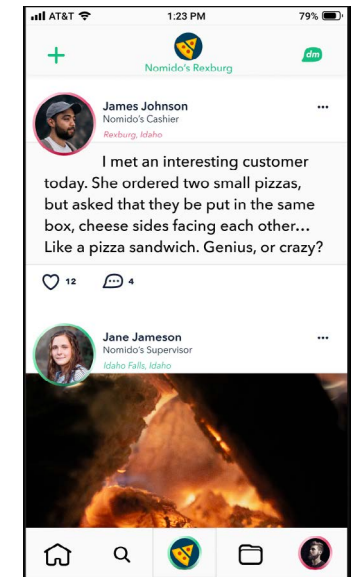
I explain the following background and scenario to the test user before beginning. Then I ask them to use the digital prototype as if they were using it as a real app, and to share their thought-process along the way.

Please help me test this prototype for a new app that connects you with your coworkers and supervisors. It lets you share and view work related content, and collaborate on projects.

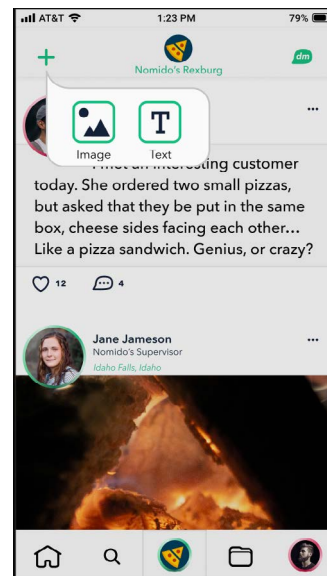
**Scenario:** You are a delivery driver for Nomido's Pizza, named John. You recently took an artistic photo of a new root beer bottle that the store just started carrying. Share that photo to the team feed for your company on the Network App.



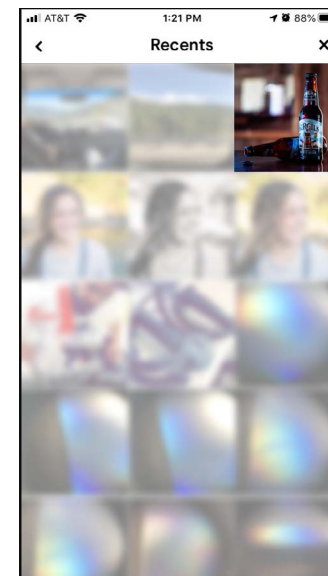
Home feed



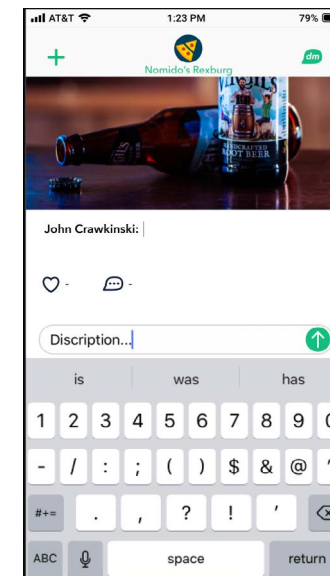
Company feed



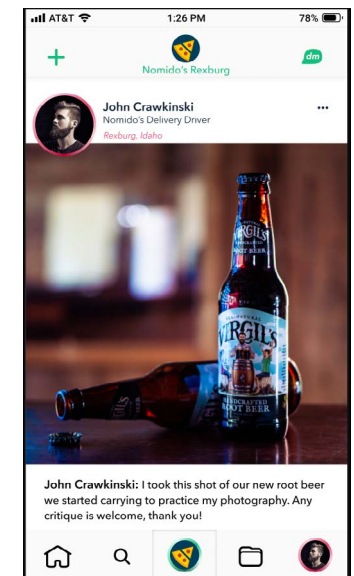
Add post selected



Part of typical photo selection



Add caption

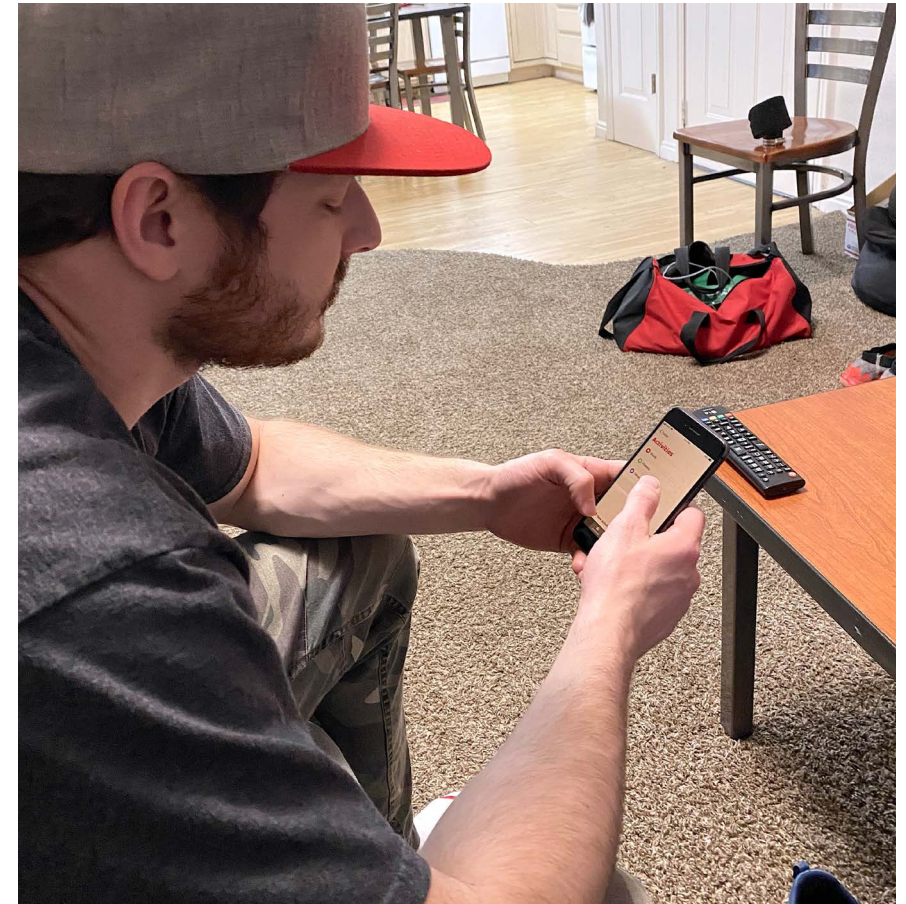


Post added

# Results (3)

## SUCCESSFUL

Users didn't have trouble completing the task. Brief hesitations were only caused by the learnability of the interface. I asked users if they could tell me what the green and pink rings around profile images meant. Almost everyone was able to guess what they stood for. Some thought it might indicate that the person has a "story" posted. But everyone was eventually able to reason that admins/supervisors and companies were all green, while employees/people were pink.



User with the interactive prototype on a phone

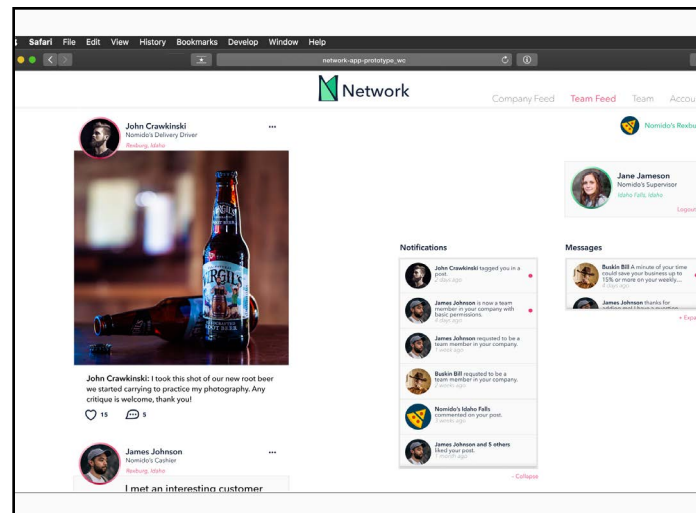
# Interactive Usability Test (4)

## SCENARIO TITLE

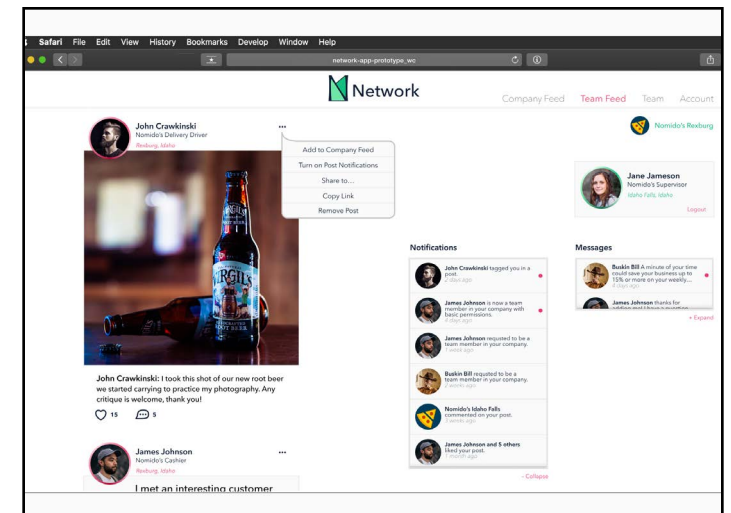
I explain the following background and scenario to the test user before beginning. Then I ask them to use the digital prototype as if they were using it as a real app, and to share their thought-process along the way.

Please help me test this prototype for a new app that connects you with your coworkers and supervisors. It lets you share and view work related content, and collaborate on projects.

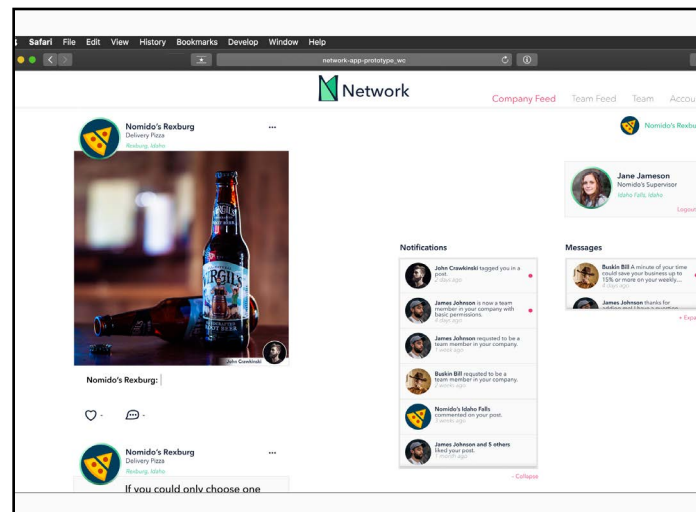
**Scenario:** You are a supervisor logged into the Network app on a desktop browser at work. Share John's post he made about his root beer photo on the team feed onto the official company feed for Nomido's Rexburg.



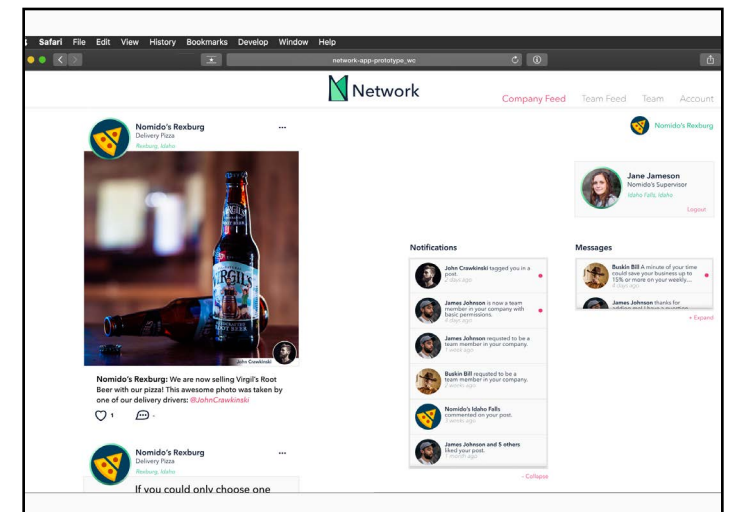
Team Feed page



Options for post selected



Add to Company Feed selected



Post text added

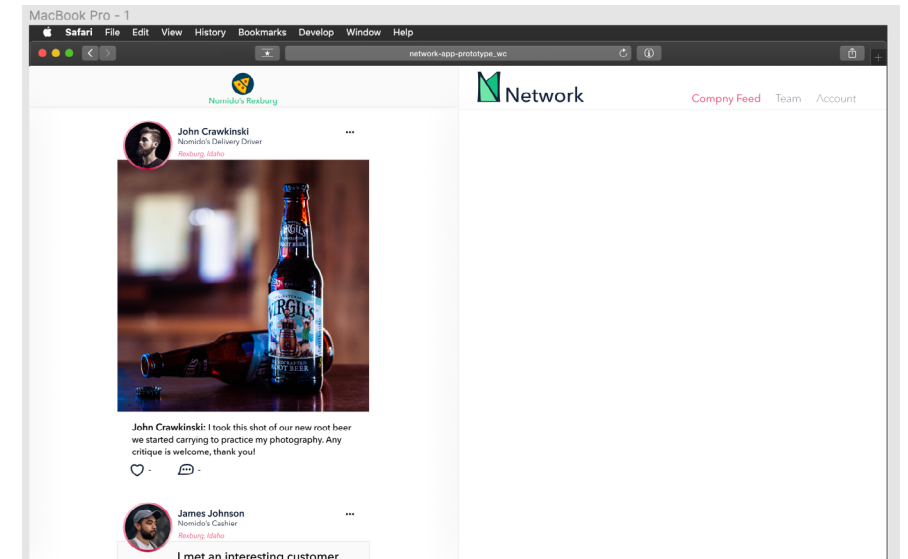
# Results (4)

## LAYOUT

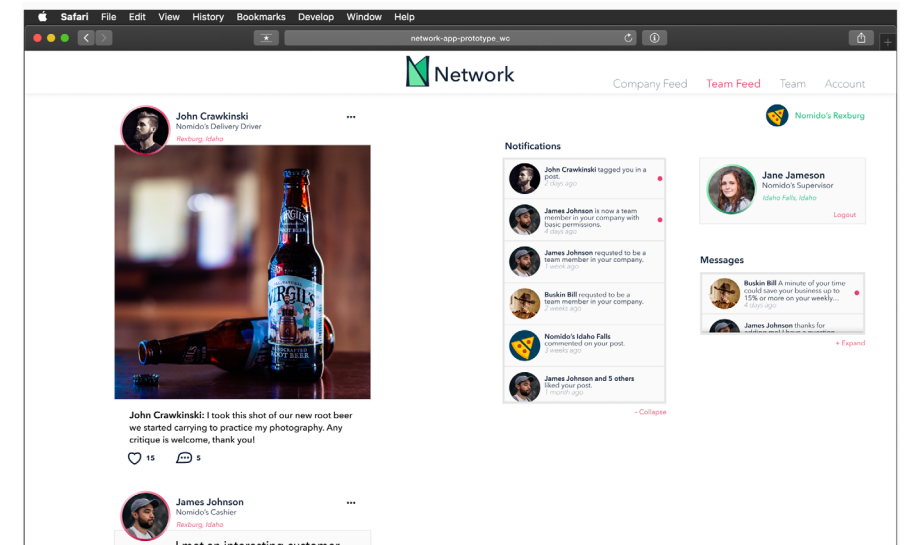
Users were able to complete the task easily. Most comments were on the design of the page. The first version of the page was split in two sections. This caused a break in natural mapping since the navigation on the right was changing the left side of the page. Removing the divide fixed this issue.

The dashboard felt awkward for users with large negative space being on the top. One user even pointed out that they kept wanting to scroll down to bring the notifications up higher on the screen. They commented that they are used to seeing notifications on the tops of pages.

Perhaps putting the dashboard in some sort of container and putting a large label in the empty space would solve this problem. For now, I raised the notifications section to fill this space. It solved the problem and looks pleasing, but more options should still be developed and tested.



Layout version 1 (vertical split)



Layout current version (Higher Notifications section)

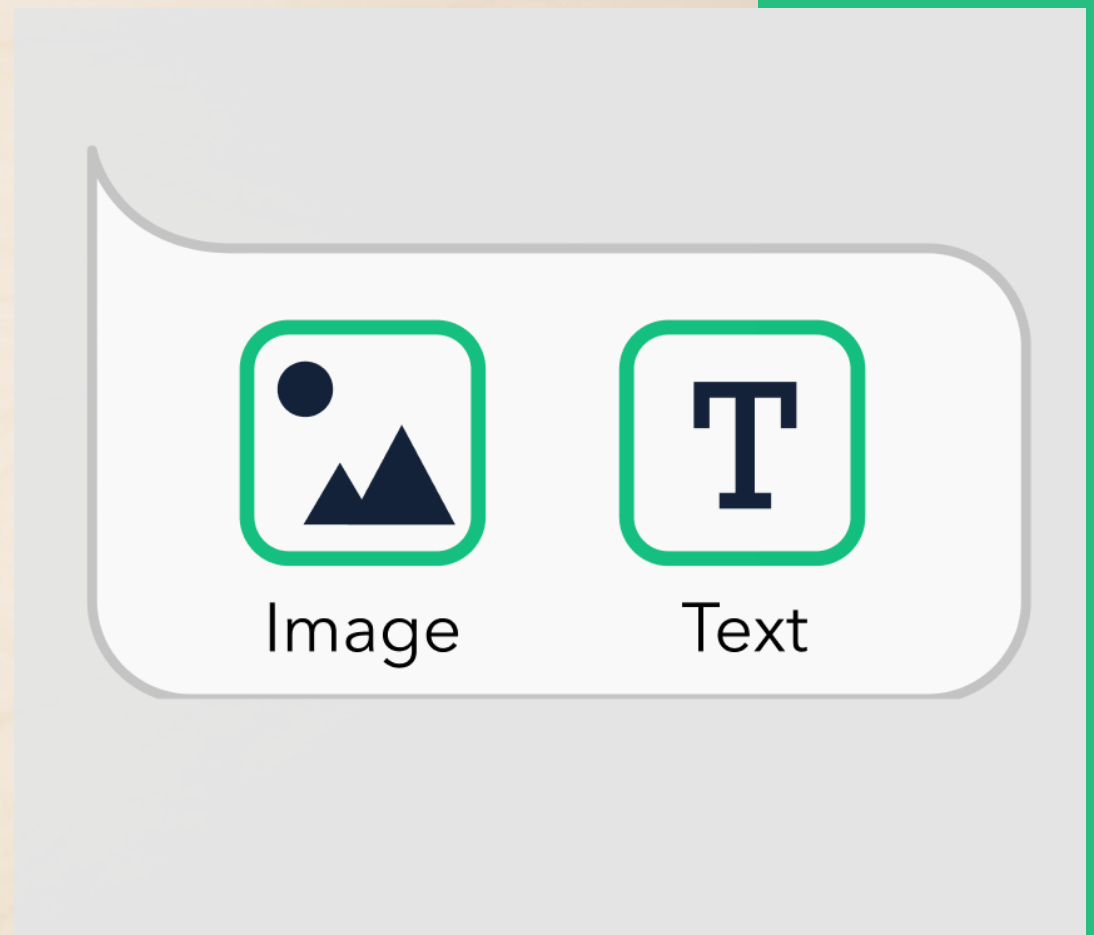
# Develop

This section shows assets used and the process in which they were produced.

## DIGITAL ASSETS

I used Illustrator and figma for creating all the vector art within the apps. I took screenshots for universal things such as the safari window, and the phone keyboard.

All photography and mock-ups are my own work.



Overlay for selecting post type



# Graphics

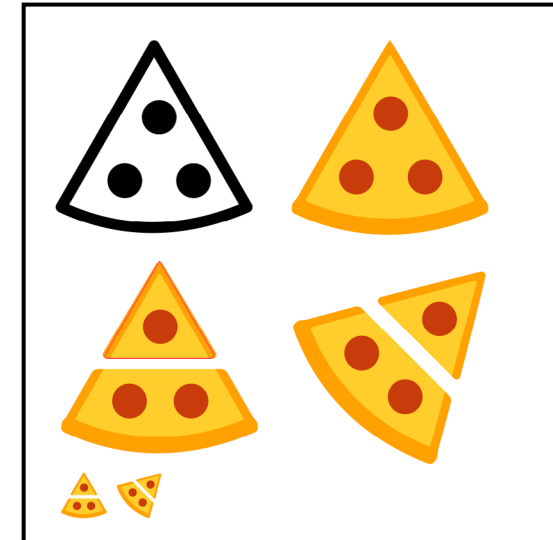
## VECTOR LOGOS

I quickly created logos for the app and the mock business I would be using for the scenarios. I sketched some ideas on a sticky note and used basic Illustrator tools to bring them to life. I then made basic icons for the navigation bar.

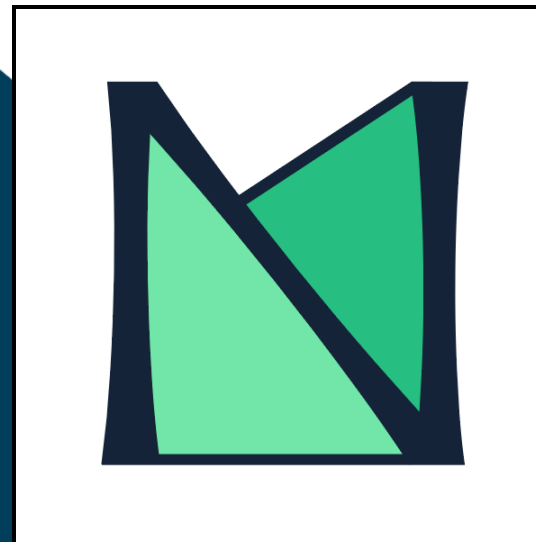
I made the rest of the graphics in figma.



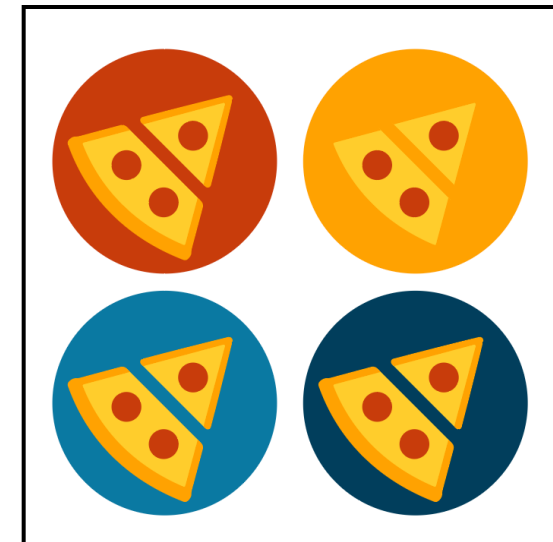
Network app logo iterations



Creating the Nomido's logo



Final Network app logo



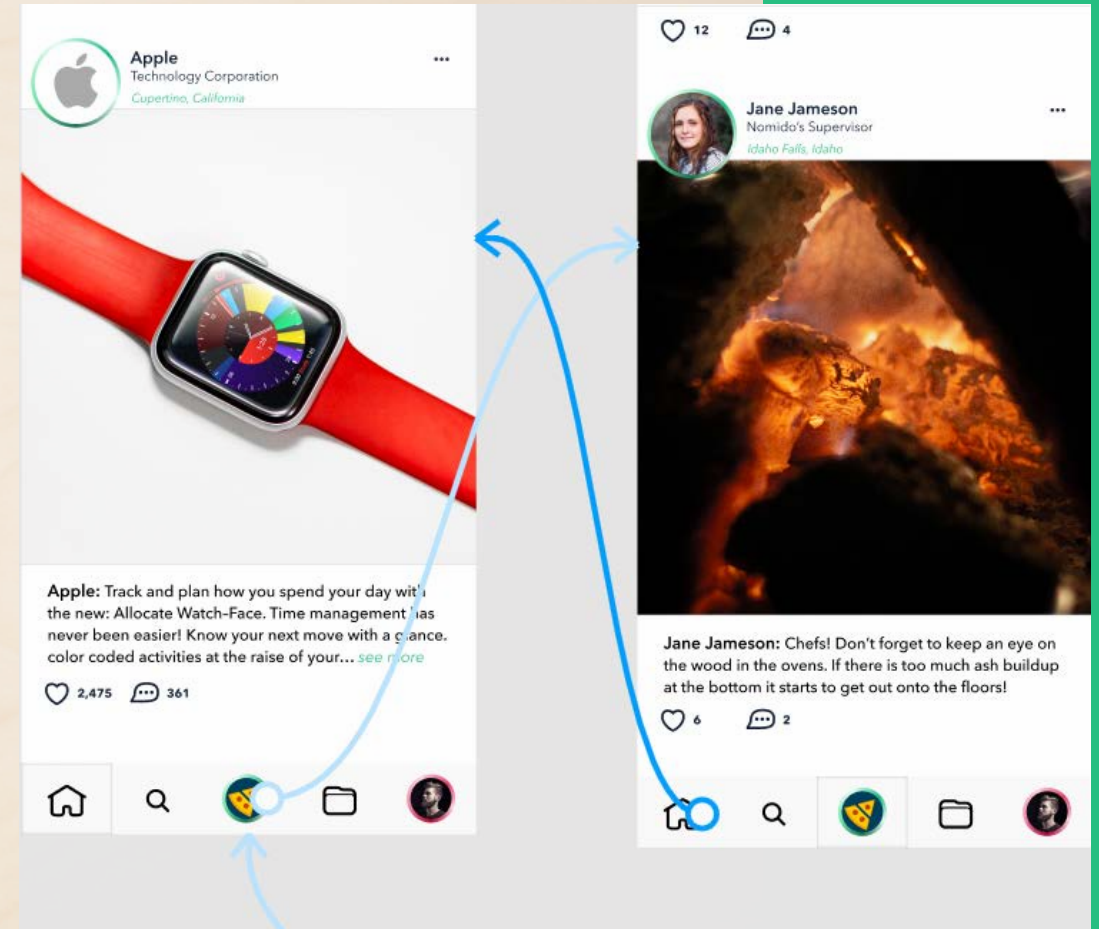
Nomido's pizza color iterations

# Design

This section briefly goes over the adjustments that lead to the final versions.

## FUNCTIONING PROTOTYPE

A major part of the design process for this project was having it interactive. This was about being able to click and drag on things in a way you would expect in a published app. This was a lot of fun to do and a very effective way of demonstrating ideas.

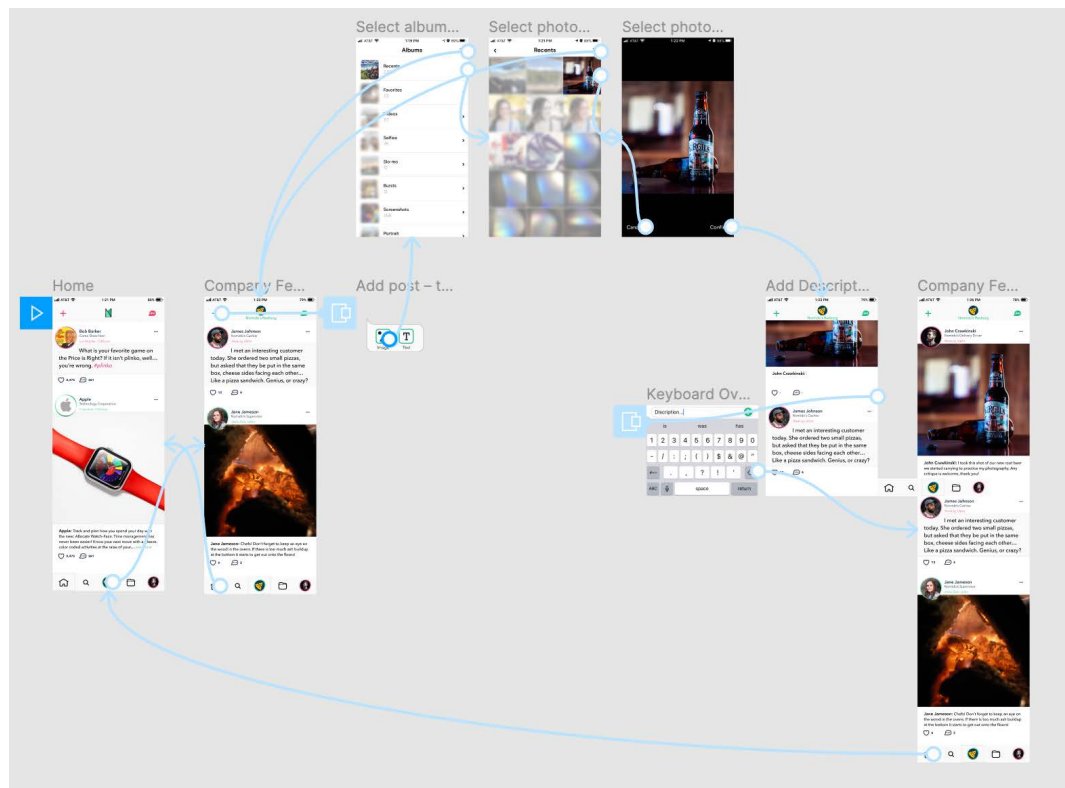


Prototype software, connecting functions

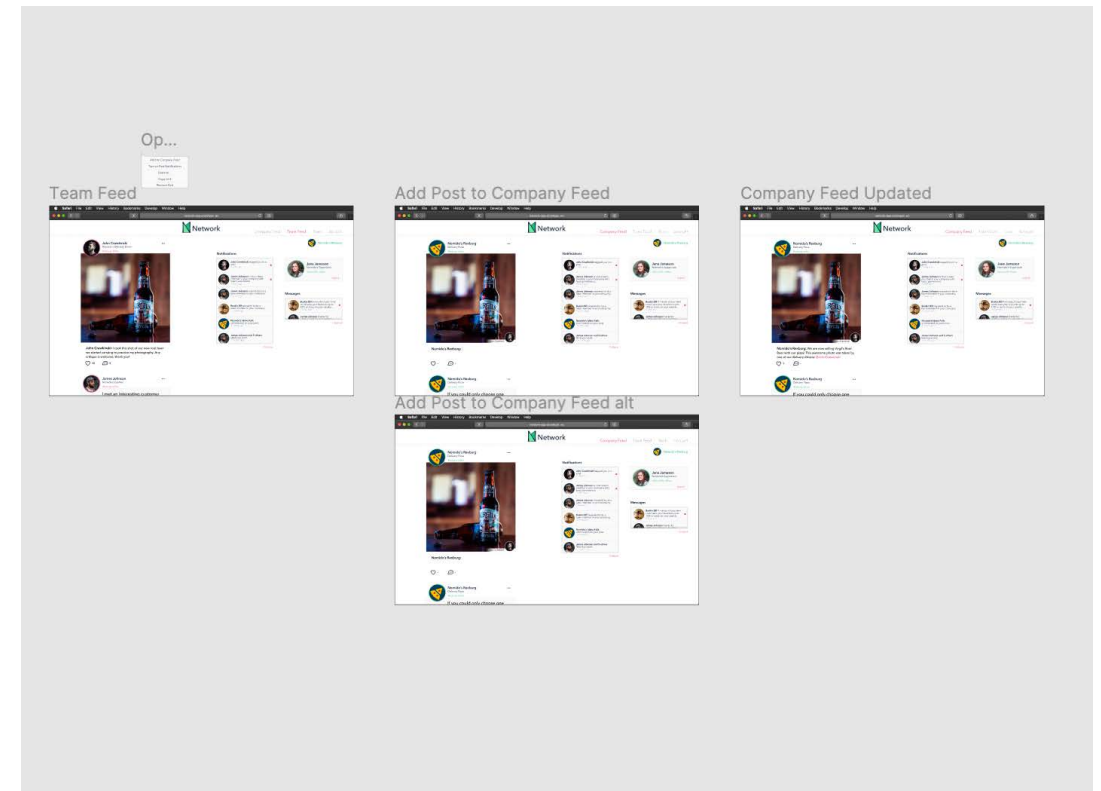
# Prototypes

## FIGMA SCREENSHOTS

These are screenshots of all the frames created in Figma. The blue arrows show how they connect to each other. While in the interactive prototype, you are able to tap on buttons and the frames will animate in the way you would expect them to.



Mobile app final prototype design



Browser app final prototype design.

# Deliver

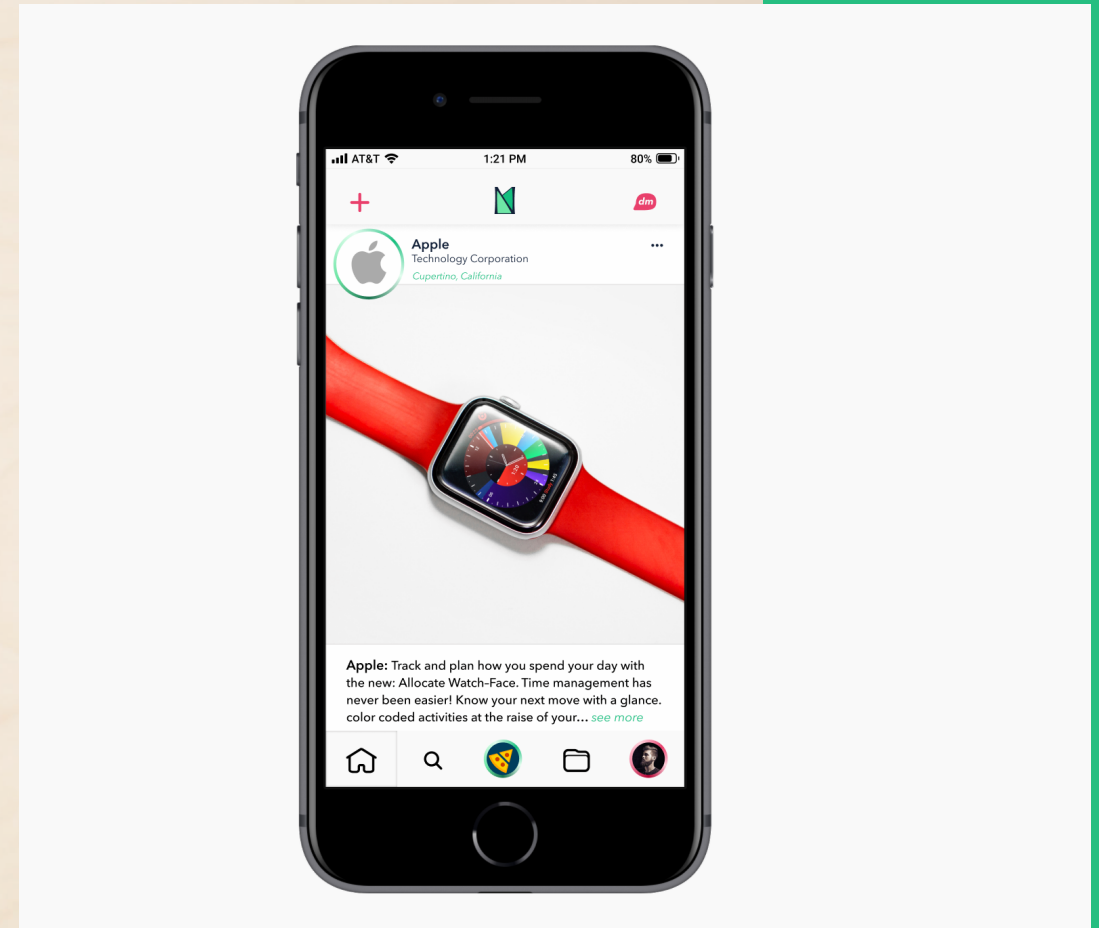
Presentation of the final designs.

## TRY IT OUT

Follow the links in on the next page to the interactive prototypes and perform the scenarios yourself.

Or, click the link below to see a quick video presentation of the prototypes in action.

[Video Presentation \(YouTube\)](#)

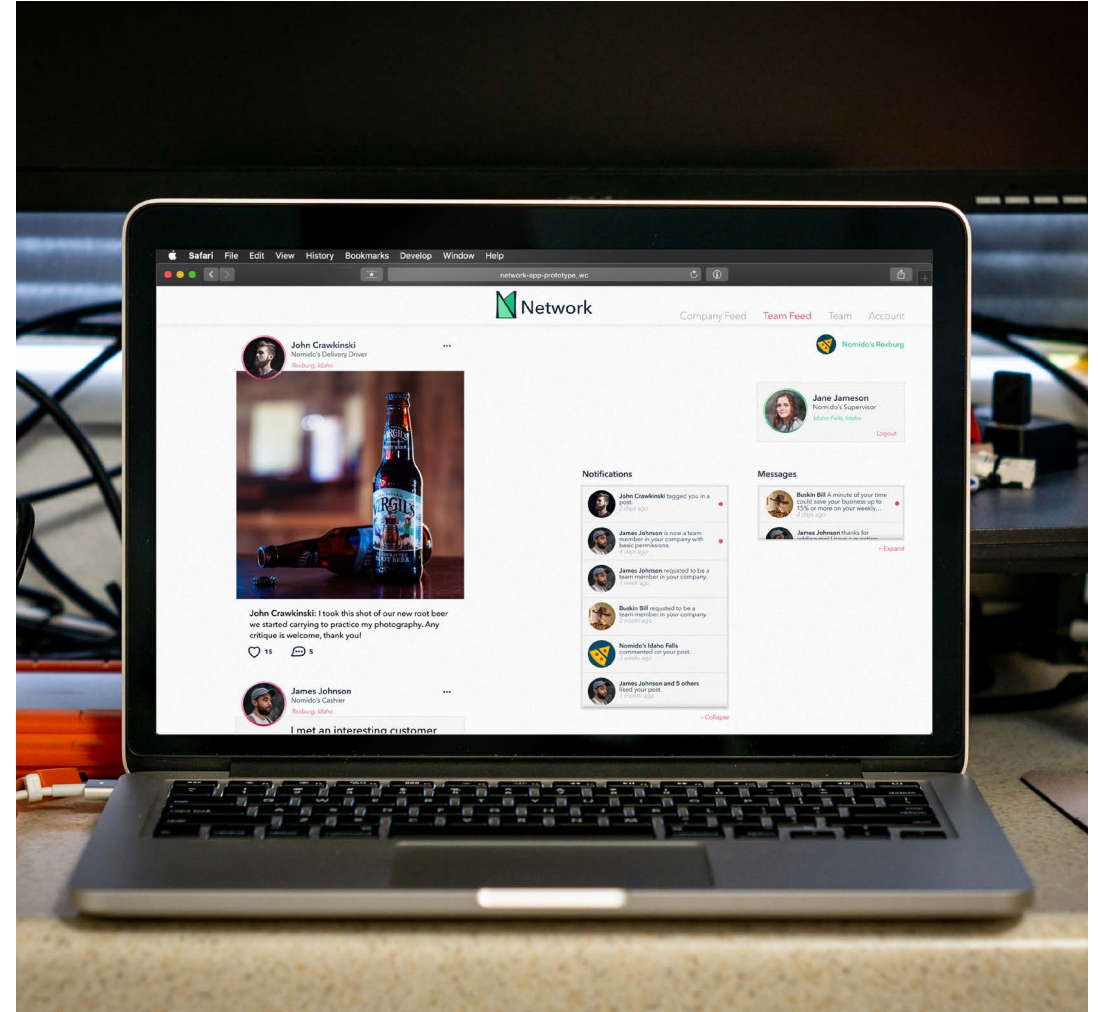


iPhone app Figma mock-up

# Interactive Links and Mock-ups



Interactive Prototype Link: iPhone



Interactive Prototype Link: Web

## LEARNING SUMMARY

I was able to use a lot of the different skills I have been developing at school for this project. One really important thing to me was that I enjoyed doing it all. It did not feel like a boring school project just for a grade. I'm happy that I went this direction with my degree.

I learned a lot from my teacher and classmates about interaction design and user experience. We collaborated remotely because of the pandemic. This almost added more to the class because of the additional problems we had to solve together. We accomplished our goals by using resources like Zoom and Slack.



Bokeh and Aberration