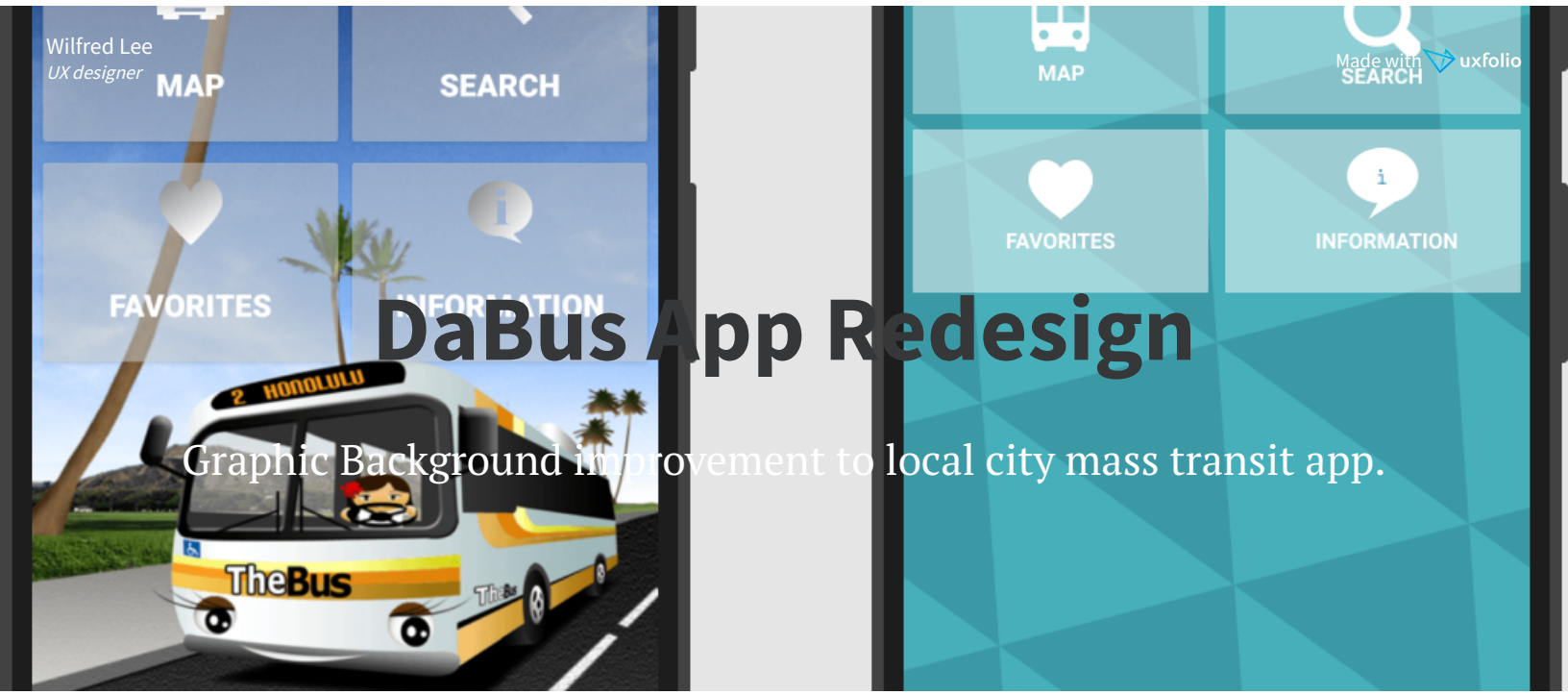
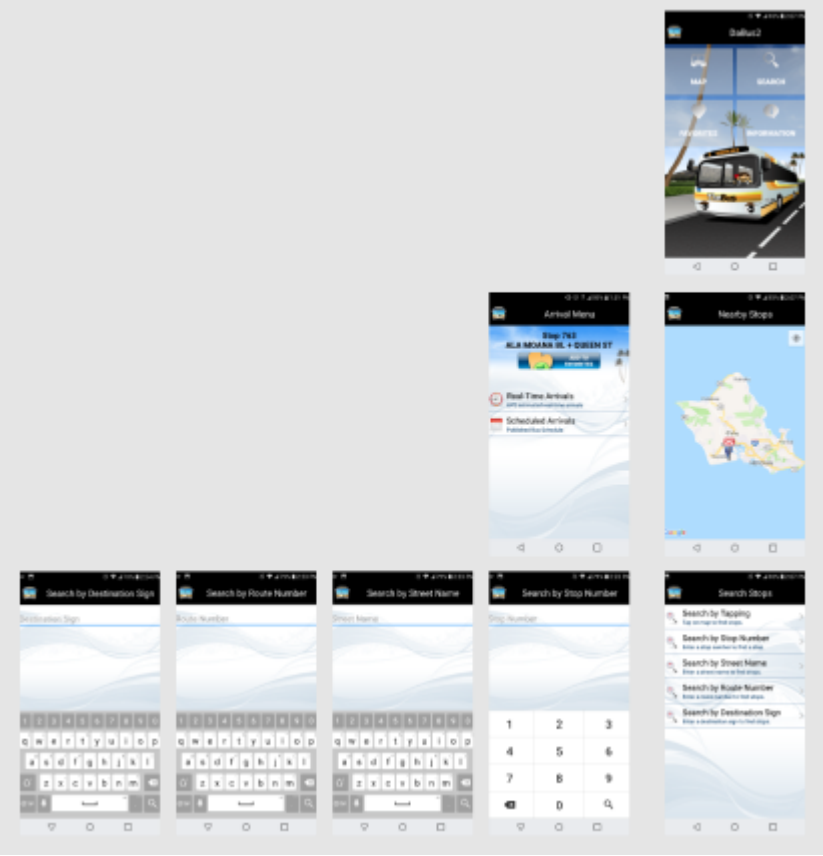


DaBus App Redesign

Graphic Background improvement to local city mass transit app.

This graphic background redesign of the DaBus app is a self assignment. There's a belief that visual appearance can be used to create meaningful and relevant user experiences. I want to create a better graphic background for DaBus app because I want people to feel like they are in Hawaii when they use it. Be they Hawaii residents or tourists.

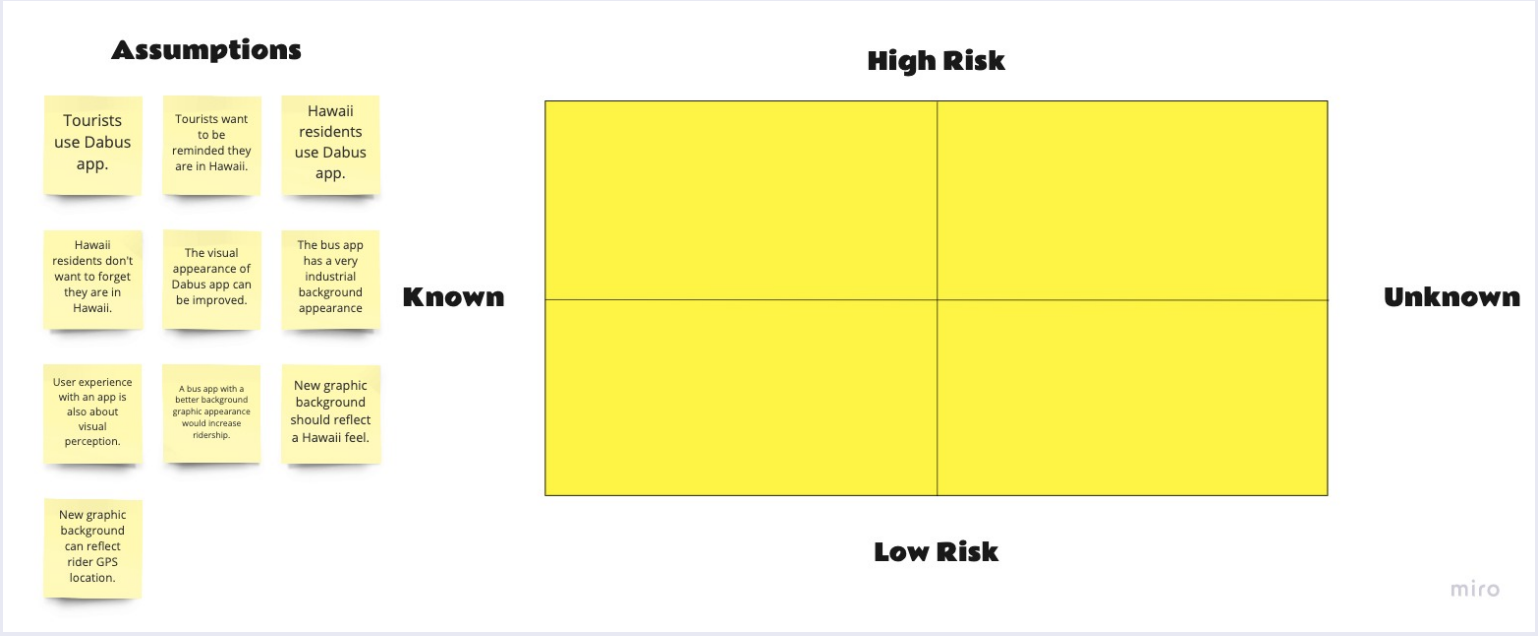
To be honest the app does it's job well. It functions as it should, there's no issues with that. Viewing the current graphic background of the app, you can see the app has a very industrial look to it.

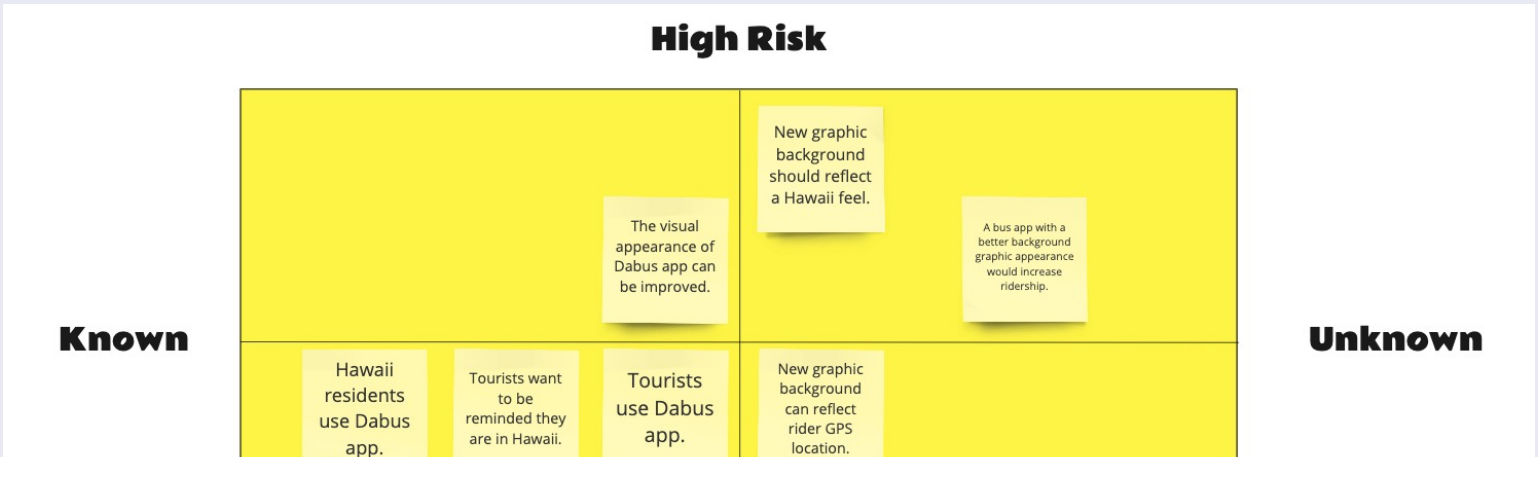


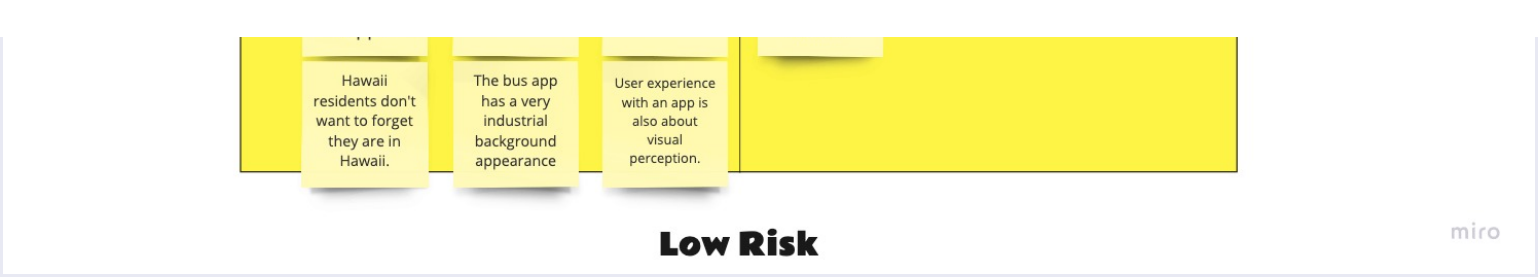
DaBus App Before.

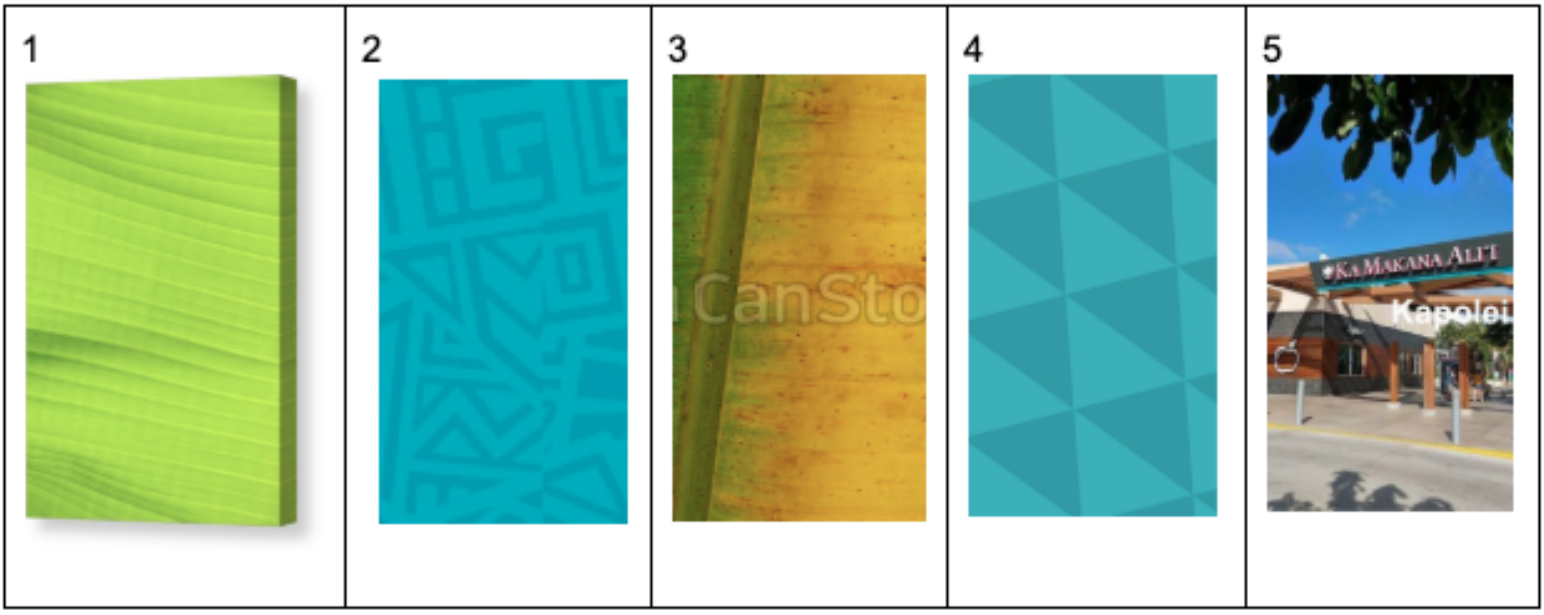
I started with making my assumptions. I created a High/Low risk matrix. My main assumption is tourists would like to see that they are in Hawaii using DaBus app. Residents would like to be reminded also upon using the app.


Assumptions
High Risk
Known
Unknown
Low Risk
miro


Assumptions
Tourists use Dabus app.
Tourists want to be reminded they are in Hawaii.
Hawaii residents use Dabus app.
Hawaii residents don't want to forget they are in Hawaii.
The visual appearance of Dabus app can be improved.
The bus app has a very industrial background appearance
User experience with an app is also about visual perception.
A bus app with a better background graphic appearance would increase ridership.
New graphic background should reflect a Hawaii feel.
New graphic background can reflect rider GPS location.
High Risk
Known
Unknown
Low Risk
miro


High Risk
Known
Unknown
New graphic background should reflect a Hawaii feel.
The visual appearance of Dabus app can be improved.
A bus app with a better background graphic appearance would increase ridership.
Hawaii residents use Dabus app.
Tourists want to be reminded they are in Hawaii.
Tourists use Dabus app.
New graphic background can reflect rider GPS location.





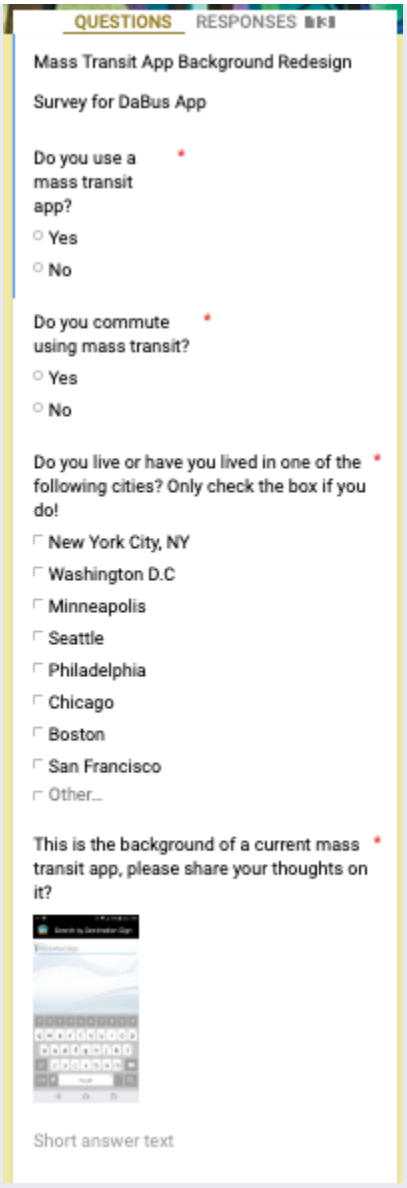
Graphic Background choices I decided on these images after a google search with the key word "Hawaii".

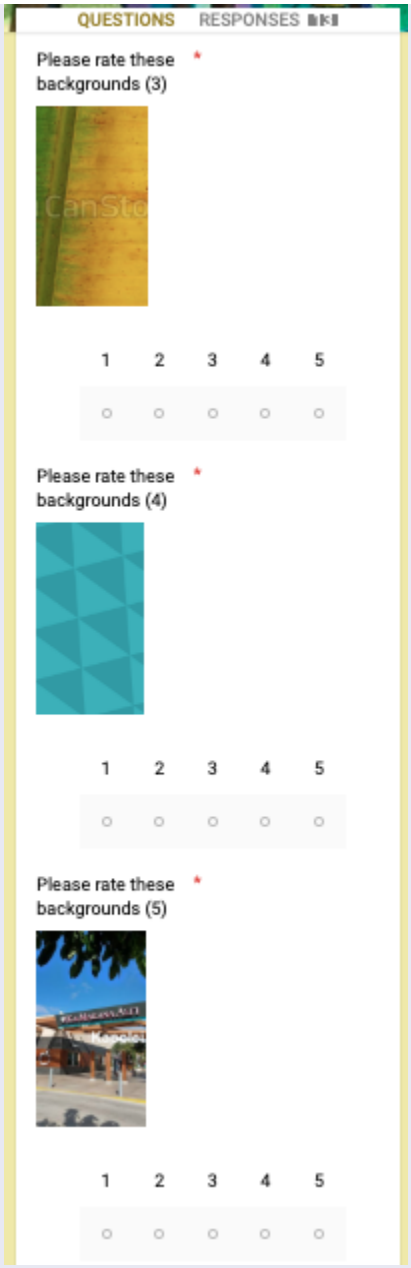
Survey

Using google docs I drafted my survey. The survey was what I would consider short. I composed twelve questions. What I know was that. People who use mass transit apps and commute by mass transit would complete it. My questions where. Their perspective on the current appearance of DaBus app. Would they use the app based on the current background? Would they use the app under a new background? Which of the five preselected background graphics they preferred the best. This is what I wanted to discover.

To recruit participants for the survey, I used email. In the email, I explained that I sought participants who use a mass transit app and want I needed from them. Once I received a reply of interest I responded by sending them a link to the survey. I had thirteen people complete the survey.

Among the results the most important was. Which among the background graphic designs gave the app a Hawaii feel. From those results that were the graphic I used.





Before & After

I recreated the core screens from DaBus app. After that I added the favored graphic background to the layout.

The Story.

Where I live on the Island of Oahu it is way easier and convenient to use the local buses for your commute to work. It was during this time that I saw an opportunity to take on the task of redesigning something I use every day. Honolulu's mass transit app "DaBus". They have an entire network of buses that provided coverage to the entire Island. For their riders, they

provide a mobile app and a desktop version. The app provides bus location, arrival and departure times. This is a great feature that helps reduce the wait or help with catching the upcoming bus. Although I love this feature. I find the background of the app to be very amateurish, dated and not very pleasing for the eyes.

There is nothing about DaBus app that speaks to you being in Hawaii. I use the app a lot myself and I must admit that the background is ugly. A lot of tourists us DaBus app during their stay. DaBus app should make you feel that you are in Hawaii. This gives me a high inspiration to discover something better for it. With this in mind, I wanted to explore the best possible background ideas that make you feel that you are in Hawaii.

Wilfred Lee
UX designer

CONTACT RESUMÉ

SEE MORE OF MY WORK:

DevDesk Queue Mobile App Build

Wilfred Lee
UX designer

Lambda School MVP UX Design Project.

I was assigned the project to create a design for a help desk for both students and helper admins.

- DevDesk Queue is the title of the project?
- The product supports students and helper admins. Student's are able to create help tickets, view open tickets. Helper admins can assign tickets, re-assign, resolve and view open tickets. By a website.
- I wanted to create a design that would have duality for both students and helper admins.
- Student design MVP was login, create a new ticket with a title, description, what I've tried and a category. See tickets that are currently open for help.
- Helper admin MVP required to login, assign a ticket by pushing a "Help Student" button, view a list of open tickets and mark tickets "resolved", or re-assign back to queue.
- My role was Lead Product Designer. I performed all work remotely.

"Students at Lambda School need a place to escalate their concerns."

The project start

The project start was an assumption list for both user groups. Student and Helper users. Which lead into a high/low risk matrix.

Personas

Based on the interviews/workshop we set up two personas. We referred to them throughout the entire product development process.

Student User

Persona

Shirley Jones | 34 | Female | Lambda School Student UX Design | Yearly Income $41,951

Reasons to use our product

- The fastest way to get assistant with their problem.
- Always on their computer.
- Wants to keep a record of their action for help.
- Needs help outside of Lambda School business hours.

Personality

- Professional
- Fashionista
- Empathic

Interests

- Tech guru
- Photography
- Hiking

Skills

- Photography
- Creating Graphics
- Cooking
- Stylist

Tech savviness

- Technologist
- Understands "IOT"

Sources: https://smartasset.com/retirement/the-average-salary-by-age
https://www.onlineuniversities.com/articles/educators/investigating-the-online-student-body/

Helper User

Persona

Dawn Smalls | 39 | Female | Lambda School Help Desk Support | Yearly Income $33,255

Reasons to use our product

- Job requirement.
- Stay organized.
- Easy communication with students.

Personality

- Reserved
- Liberal

Interests

- Gamer
- Travel

Skills

- Public Speaking
- Dog sitter

Tech savviness

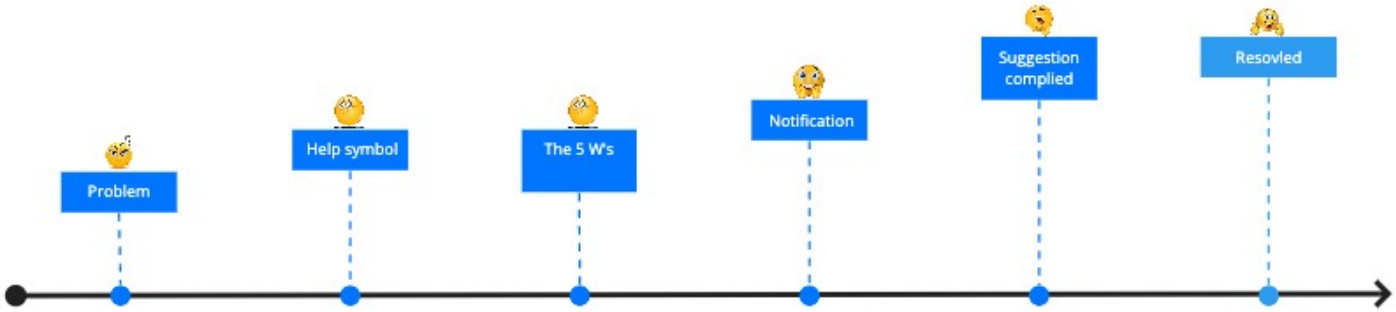
- IT Tech

Interviews

My interview sessions went very well. Everyone was just as excited as me and related to the project. I interviewed ten students from Lambda School, who are most likely to use the platform and five school cadre who also are most likely to use the platform to help support students resolve their problems. I learned that most people have had really good experiences with help support on websites, none had an unsolvable problem or ever received a no answer, most still preferred some kind of face to face communication, everyone wasn't comfortable with giving out too much information without knowing if it was secure.

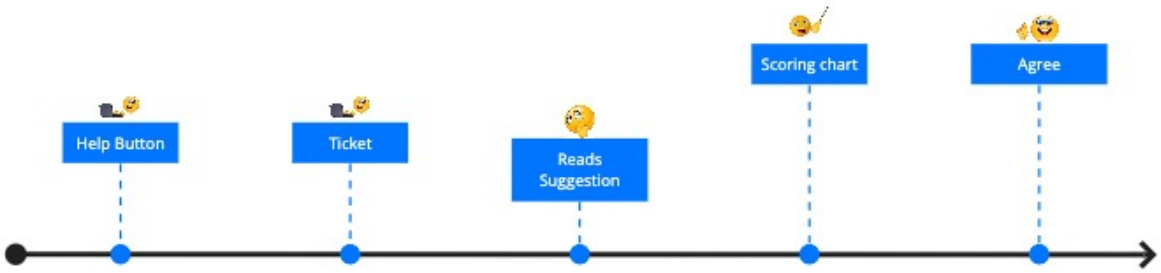
A huge opportunity for design is a face to face option with a support person. Despite the difference in the group, I felt no one was ready to be dealt with anonymously. I think we as a society aren't there yet. Because everyone wants an actionable resolution to their problem instantly, which also isn't possible at scale. I think people would be willing to wait a little bit longer to be able to speak with someone face to face. This can be leveraged in a way that would be a tremendous advantage to the platform in terms of the scale it serves. Adding a feature that allows a help support the user to have a choice between waiting a little while longer to speak with a person face to face or receive support within twelve or twenty-four hours will be a design addition.

Student User



Actions	Opportunities
Student experiences probStudent experiences problem at Lambda School at Lambda School	Immediate assistant by peer to peer
Student clicks on help symbol	Access to a knowledge base
Explains the 5 W's and what they suggest what they want done	Preselected category
Receives a notification that their help ticket has been received	Provide a confirmation number after submission
Is notified that their suggestion for this problem will be complied to.	Offer to follow up with them in 3 business days
Student marks help ticket as resolved	Archive help ticket

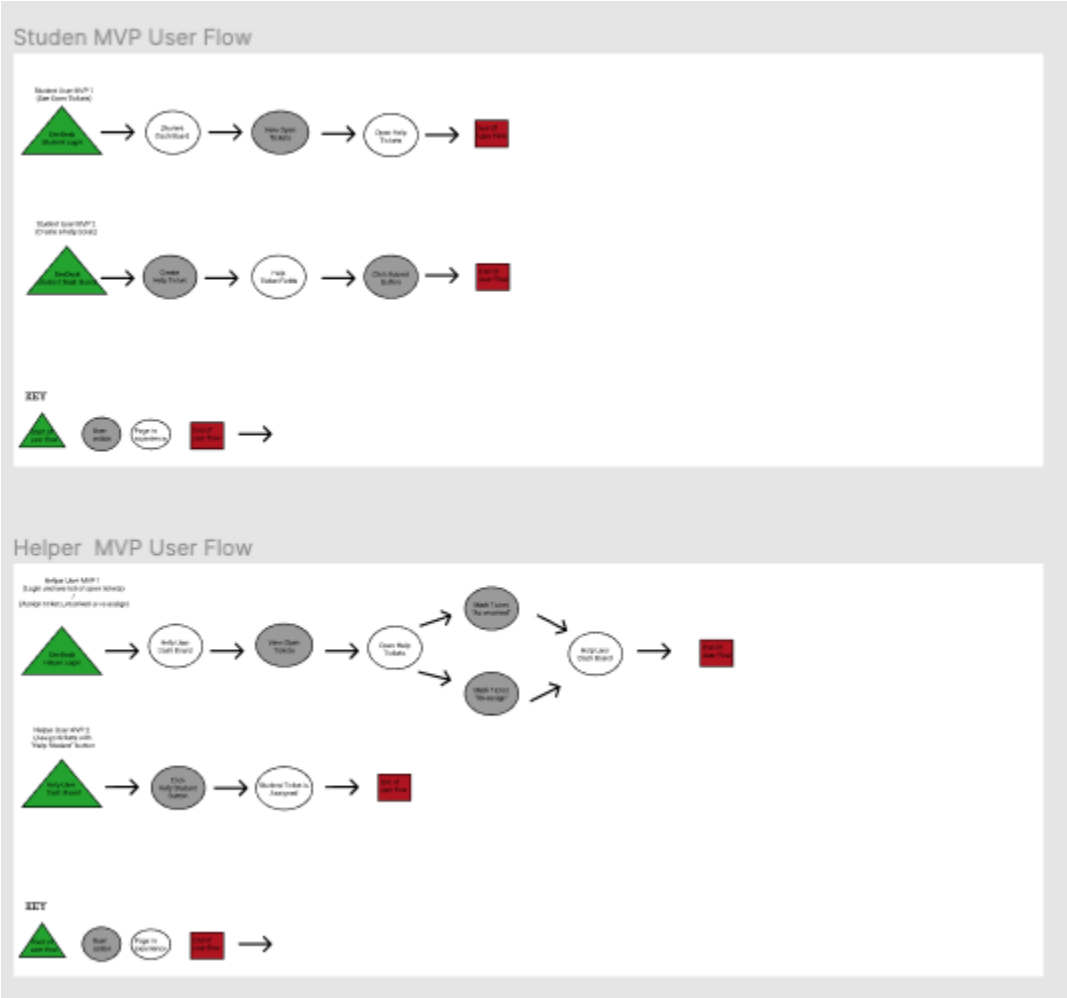
Help User



Actions	Opportunities
Help Users clicks help button to assign ticket	Help Users ticket batch are pre assigned for the day
Works assigned ticket	Suggestions to work help ticket are automatic
Reviews the student user's problem resolve suggestion	Tickets are read aloud to the Help User
Uses predetermined score chart to make a decision	Suggestions to work help ticket are pre selected
Agrees to student user's problem resolve suggestion	Has access to the history of student user help tickets

User flow

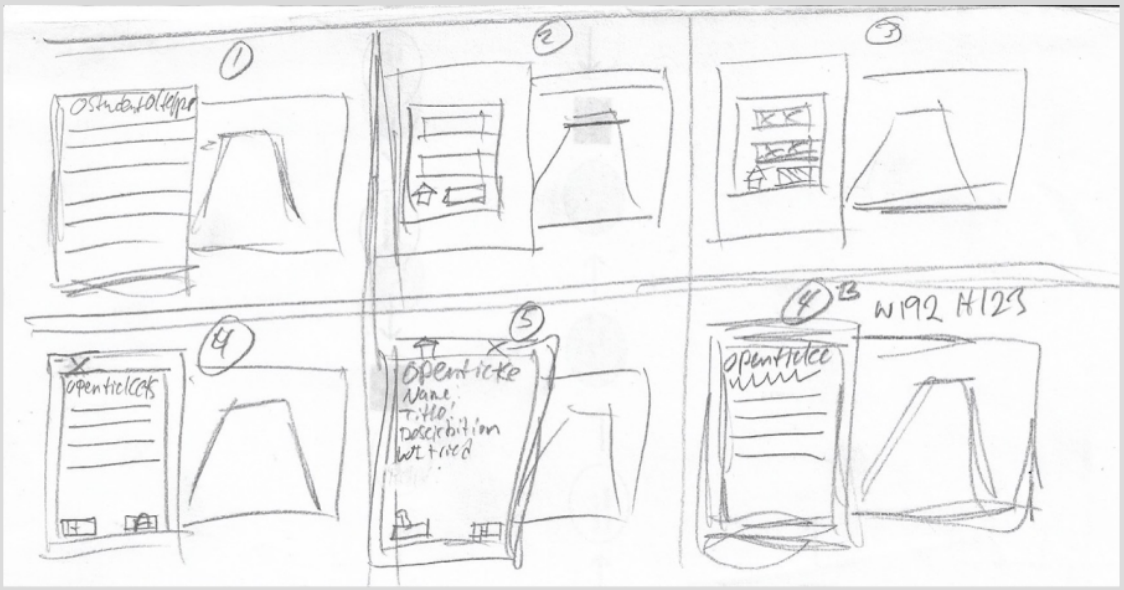
This MVP requires two student user flows and three helper user flows.



MVP student and Helper user flows

Paper Sketches

After going through several crazy 8's exercises. I was able to lock down some final choice paper sketches.

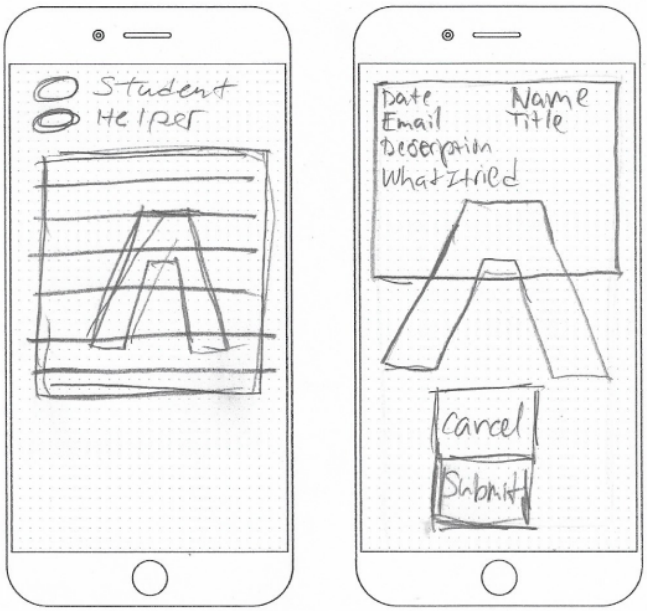


DevDesk
Queue
W. Lee

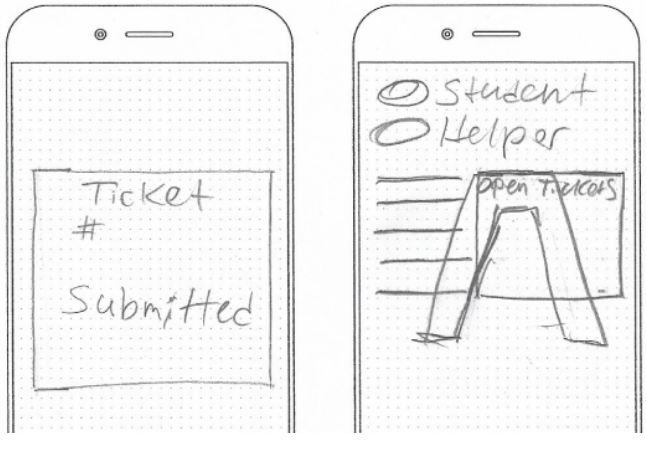
W375 x H667
355

col4 - m16

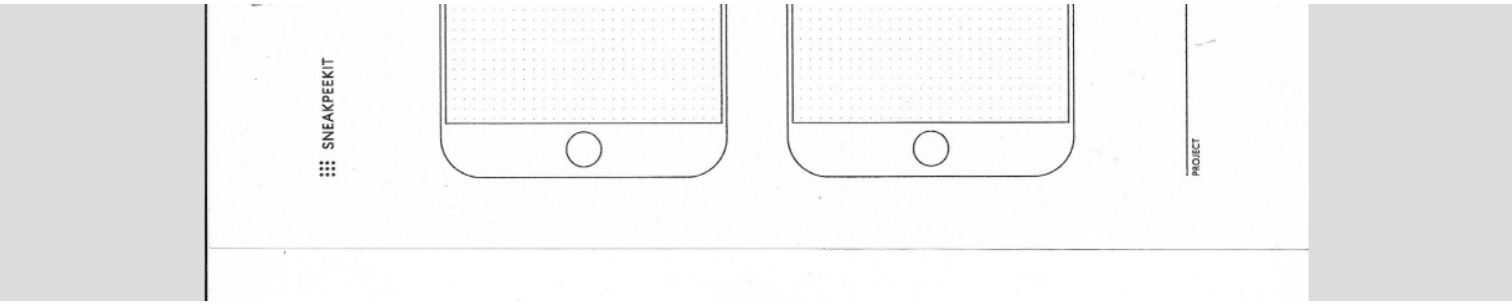
MOBILE



834x
1194



-383
2605

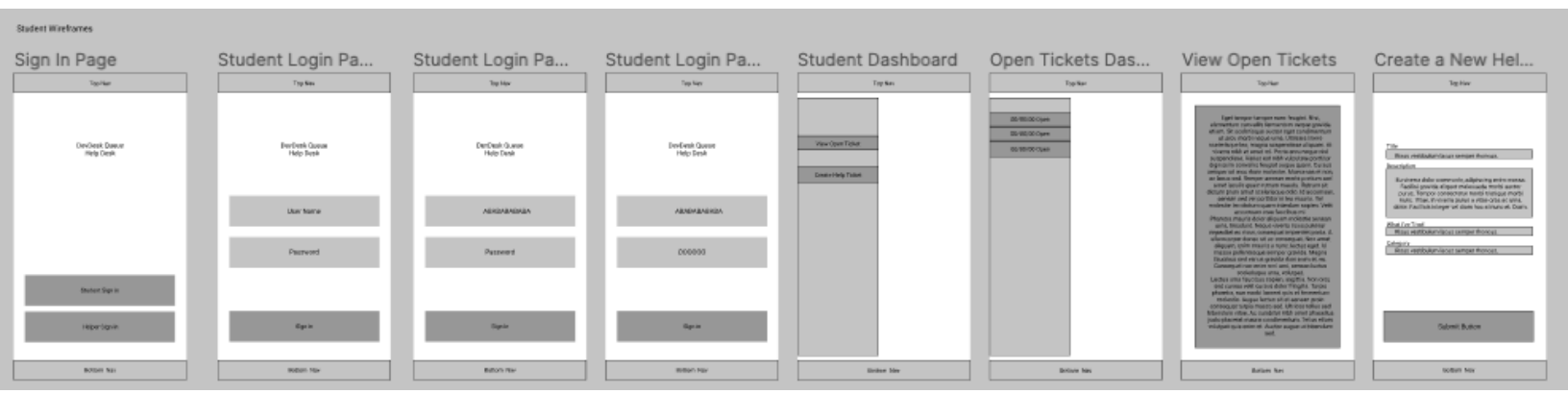


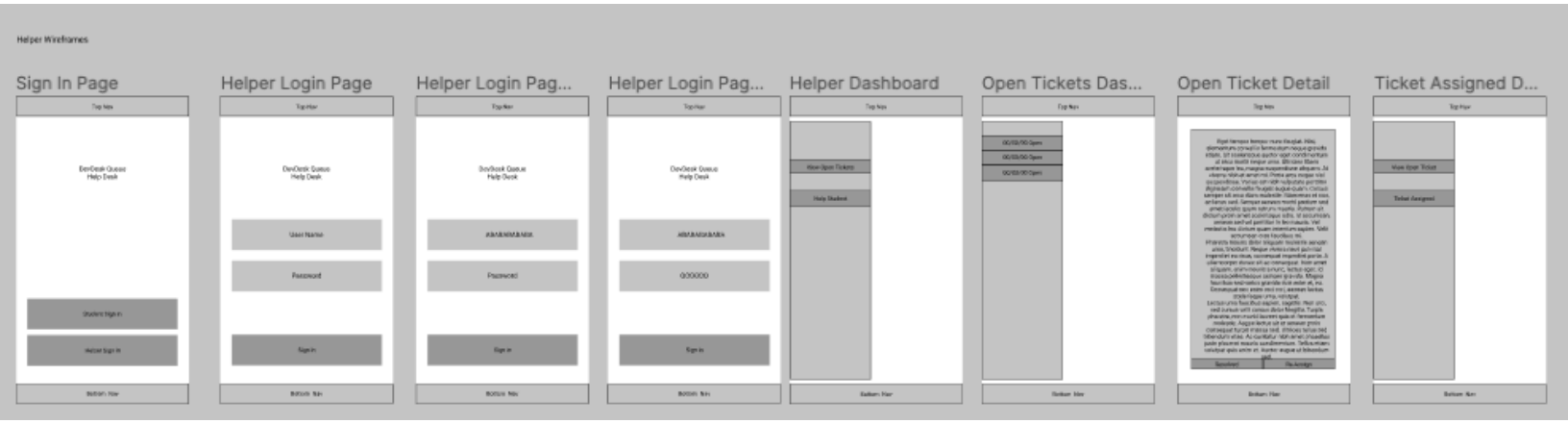
Student user flow

Wireframes

At the beginning of my design process I created wireframes for testing purposes.

- In order to build the best User Experience and make it the platform easy to use. Wire frames where created.
- The wireframes are based from the MVP user flow.
- Low fidelity or high fidelity?
- To create the low fidelity I used Figma.
- Both the student and helper flow wire frames for testing.
- Ten wireframe iterations have been created. A combination of mobile, android/IOS and desktop





Student & Helper user flows

User Testing

Before launching the product, I did a testing round in order to reveal possible usability problems.

Guiding Questions

- My testing focused on students and helpers ability to perceive how to preform the task.
- Testing was completed through out the wireframe phase. Both lo and hi fidelity.
- Testers represented, Lambda School students. Student leaders of Lambda School cohorts.
- Remote testing was accomplished by using zoom video. With Figma's prototyping feature.

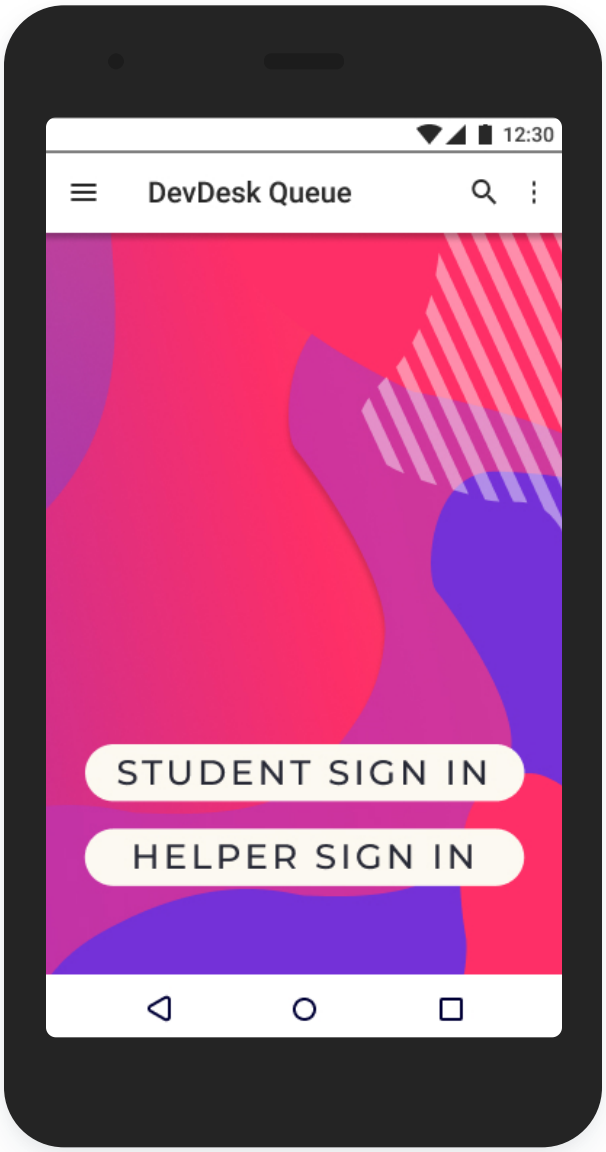
DevDesk Queue Student UX

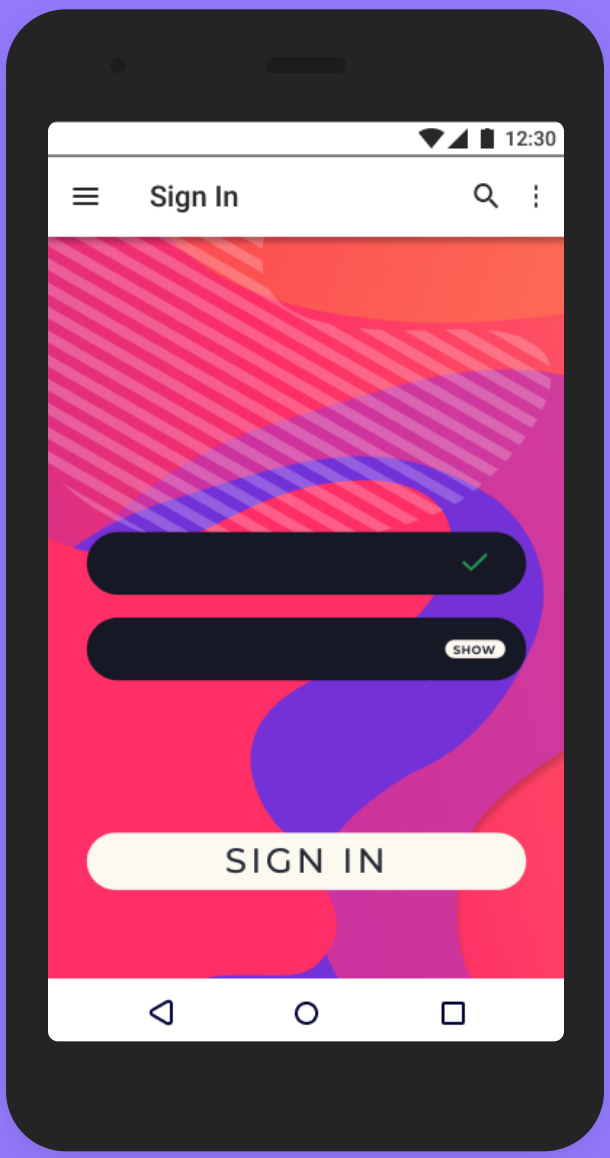
UX Design

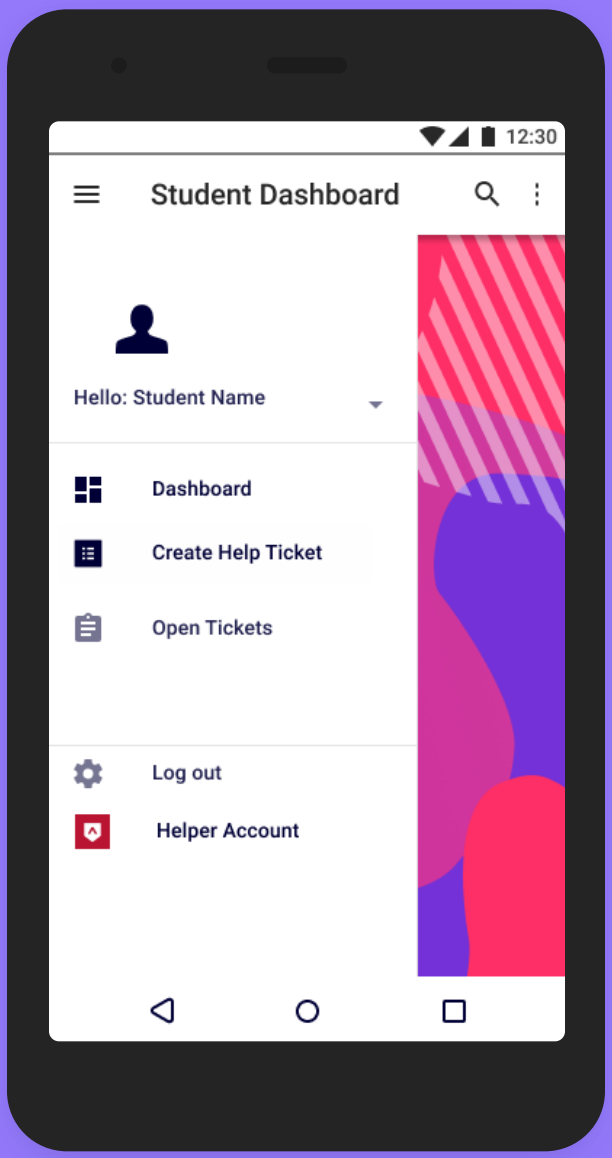
Once I tested out all usability mistakes, I started designing the final screens in Sketch.

Guiding Questions:

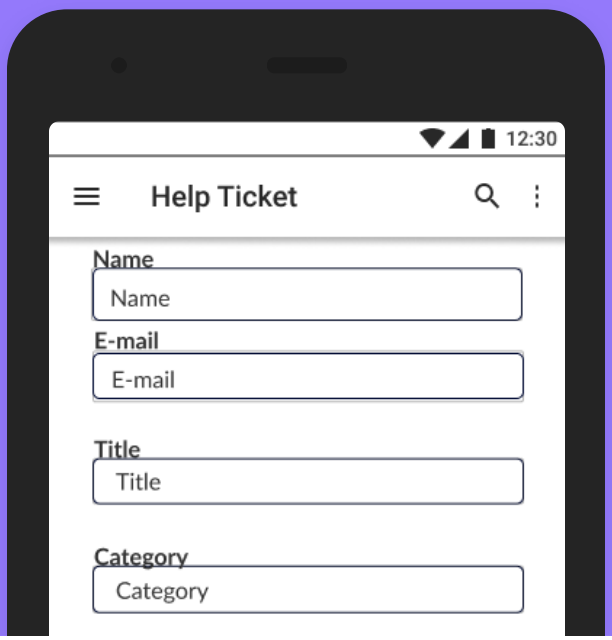
- My feeling was to go with abstract background. To appeal to a diverse background of individuals.
- The color choice was an attempt to stick with the colors or Lambda School.
- All guidelines from this layout meet Material Design standards for android/IOS apps.
- I have designs for both android and IOS.
- Nailing the color contrast is something I am really satisfied with.

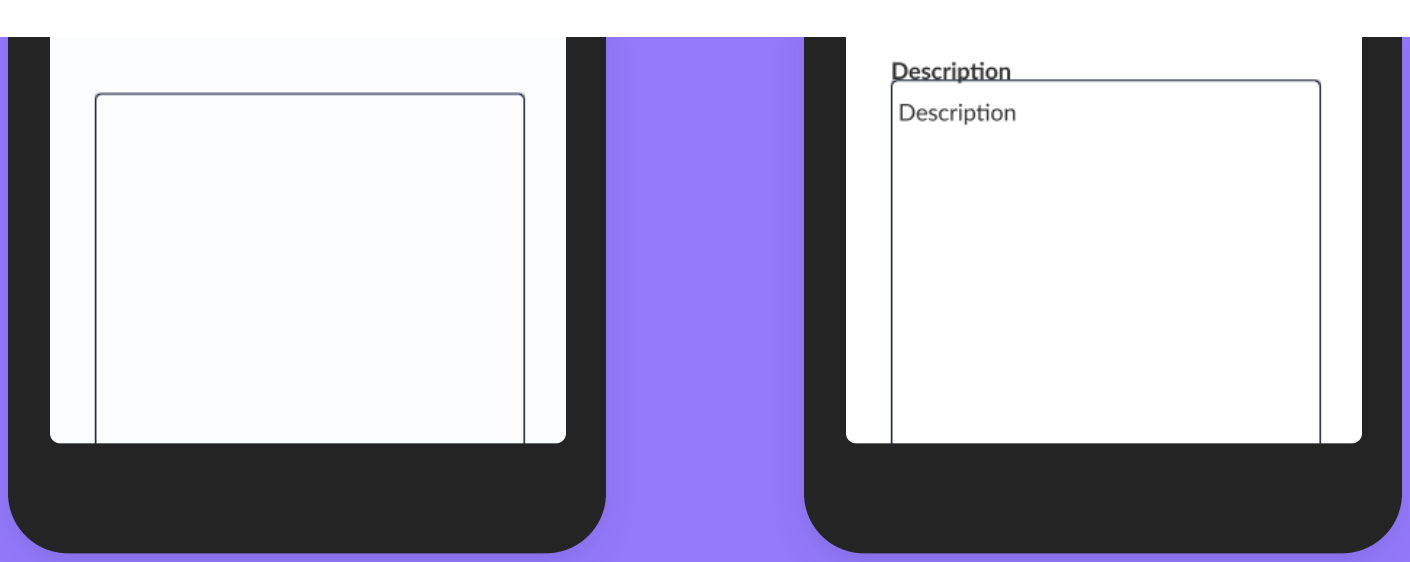



12:30
Sign In
SHOW
SIGN IN

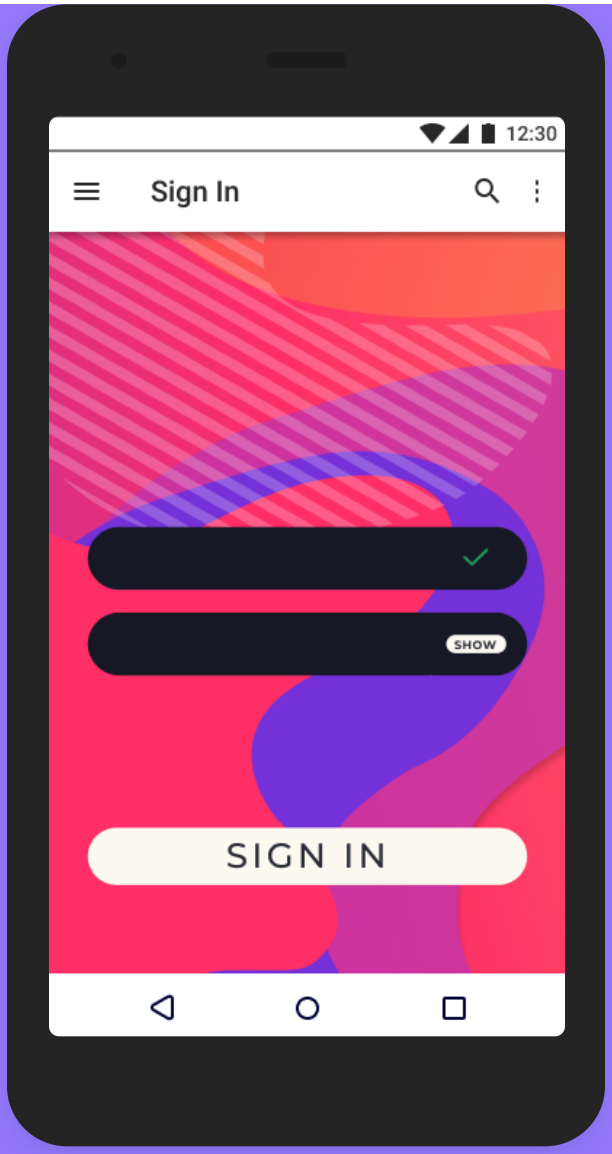

12:30
Student Dashboard
Hello: Student Name
Dashboard
Create Help Ticket
Open Tickets
Log out
Helper Account

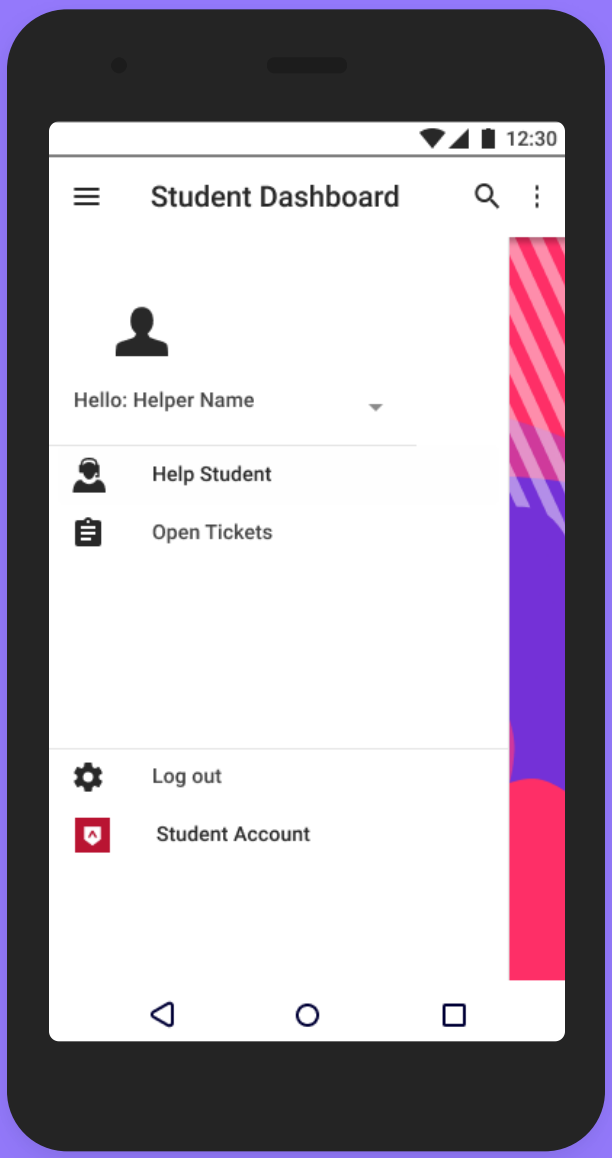

12:30
Open Tickets

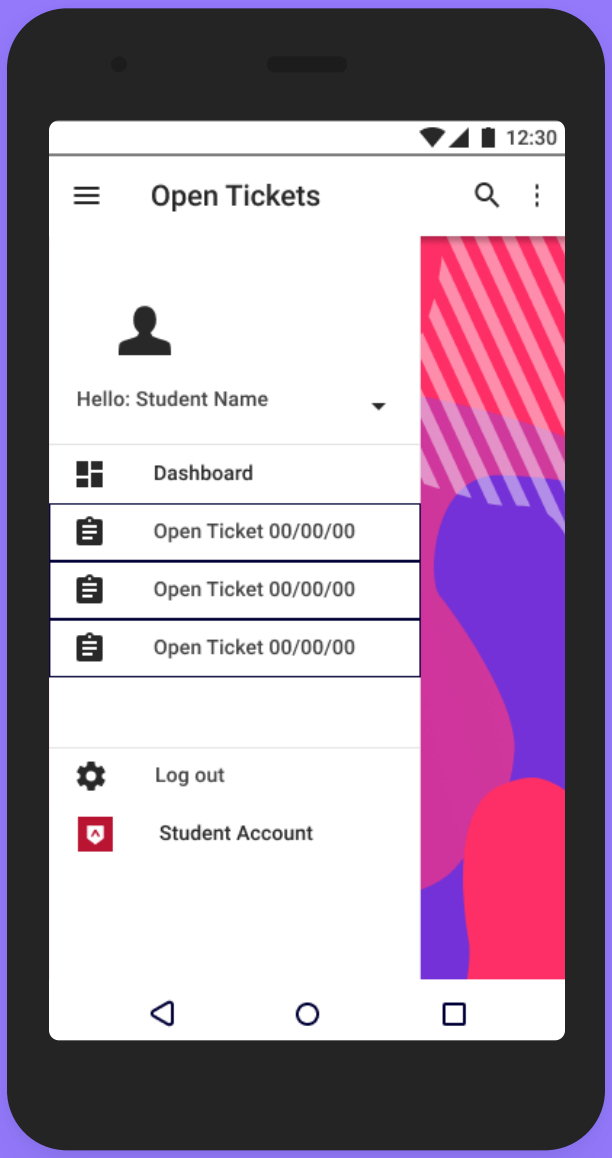

12:30
Help Ticket
Name
Name
E-mail
E-mail
Title
Title
Category
Category

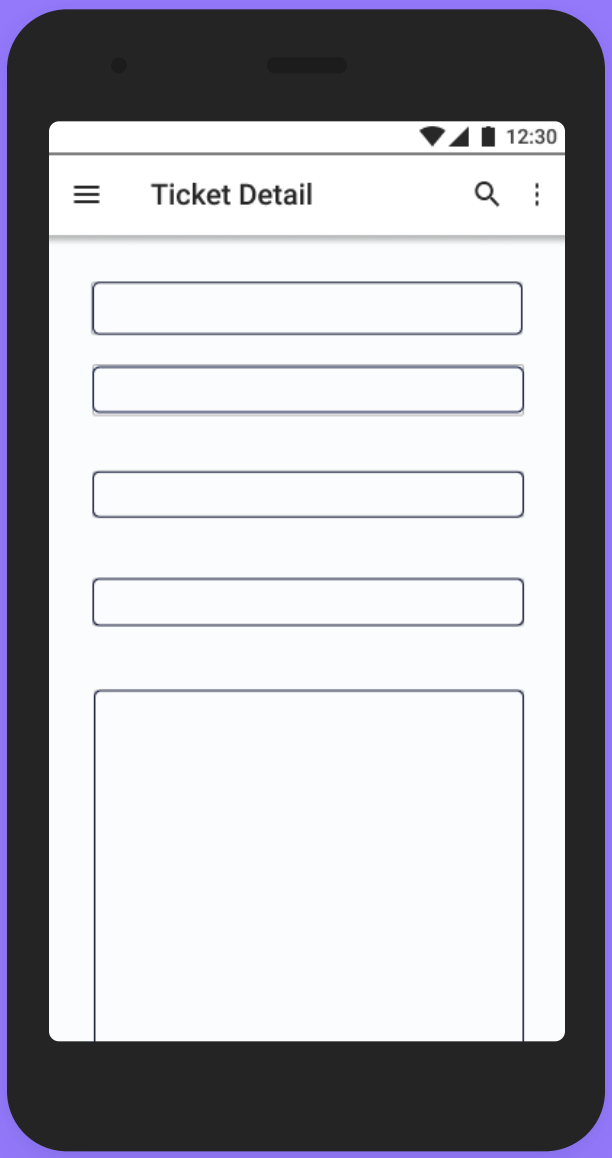


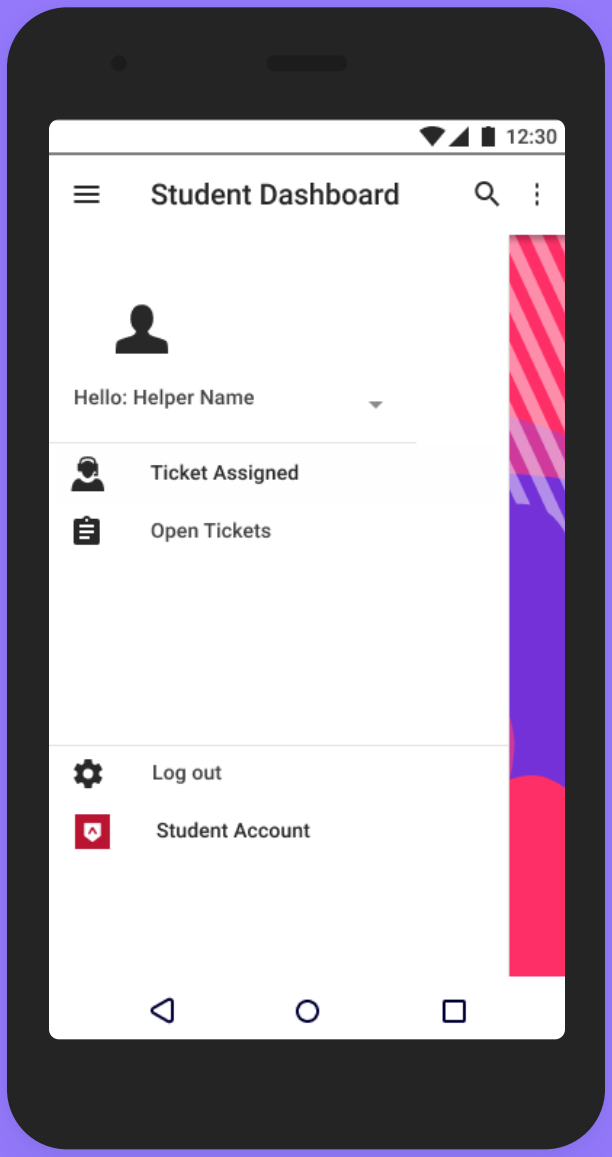
DevDesk Queue Helper Admin UX


12:30
Sign In
SHOW
SIGN IN


12:30
Student Dashboard
Hello: Helper Name
Help Student
Open Tickets
Log out
Student Account


12:30
Open Tickets
Hello: Student Name
Dashboard
Open Ticket 00/00/00
Open Ticket 00/00/00
Open Ticket 00/00/00
Log out
Student Account


12:30
Ticket Detail


12:30
Student Dashboard
Hello: Helper Name
Ticket Assigned
Open Tickets
Log out
Student Account

Surveys

After we launched the MVP, we wanted to gather feedback from the existing users. We set up an online survey and asked them fill it out.

- I used google docs form feature to create my surveys.
- The surveys where provided to the seven testers for completion.
- Early surveys relived. Student users had difficulty completing the help ticket form.
- Survey results form students help me take the direction of making the help ticket form simple and clear to complete.

What have you learned from this project?

DevDesk Queue taught me that everyone truly experiences pain points differently. How the solution you conceive should be based on the data. Least more confusion is caused.

2

Iterations

5

Screens

160

Hours

Wilfred Lee
UX designer

CONTACT RESUMÉ