emoi

Rodney Manning

Project overview

The product:

A mobile application and responsive website for teaching children about empathy.

Project duration:

April 2022 - May 2022

Google

Project overview

The problem:

How do you teach children about the importance of empathy and other emotional intelligence tools while keeping them engaged.

The goal:

An app that will teach children about empathy and other emotional intelligence tools.

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Project overview

My role:

UX designer

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, account for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements

Google

User research: summary

I conducted interviews to gain a better understanding on how parents take on the challenge of teaching children about empathy and emotional intelligence.

The user group revealed several challenges and revealed a few different techniques. The research showed that some of the major pain points a user might experience are related to a lack of engagement and the wording being easy to misunderstand for a child.

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User research: pain points

1

Trust

Difficult to trust service online for teaching children emotional intelligence.

2

School

Cannot count on public schools teaching children about emotional intelligence.

3

Engagement

Lack of engagement needs to be addressed so the children will be able to keep their attention on the app/website.

4

No TV

Would like an alternative method to teach children that doesn't require them to be watching TV or online videos.

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Persona: **Kristin**

Problem statement:

Kristin is a 30-year-old professional mom who needs an trustworthy service to help her kids learn about emotional intelligence so they can learn important life skills.

> **"** You need to be careful of online services in today's world.

Bio

Kristin is a 30 year old mother who works full time as a network specialist. She values the education of her children and wants more tools to help them learn about emotional intelligence.

Kristin Watson

AGE **30**
FAMILY STATUS **Married, with children**
OCCUPATION **Network Specialist**
EDUCATION **Bachelors**
HOMETOWN **Buffalo, NY**

Goals

- Wants a tool for helping her children learn about emotional intelligence that she can trust.
- Wants something that can help save her time without sacrificing quality.

Frustrations

- Finds it difficult to trust service online for teaching her children.
- Doesn't believe the public school system has the capacity to teach children everything that she'd like.

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Persona: **Eli**

Problem statement:

Eli is a 50-year-old grandfather who wants to use a fun and engaging educational tool to help his grandchildren learn about emotions so they can learn the importance of emotional intelligence.

Eli Murray

AGE 50

FAMILY STATUS Married, 4 kids

OCCUPATION Developer

EDUCATION Bachelor's degree

HOMETOWN Ontario, California

" We often underestimate the emotional intelligence of children.

Bio

She currenlty lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays.

Goals

- Wants a fun way to teach children about complex emotions like empathy.
- Wants his grandchildren to be ready for the challenges they'll face during their life.

Frustrations

- There should be more game like solutions that don't try and keep your child's attention for an extended amount of time.
- Would like alternate options to TV for teaching young kids about emotional intelligence.
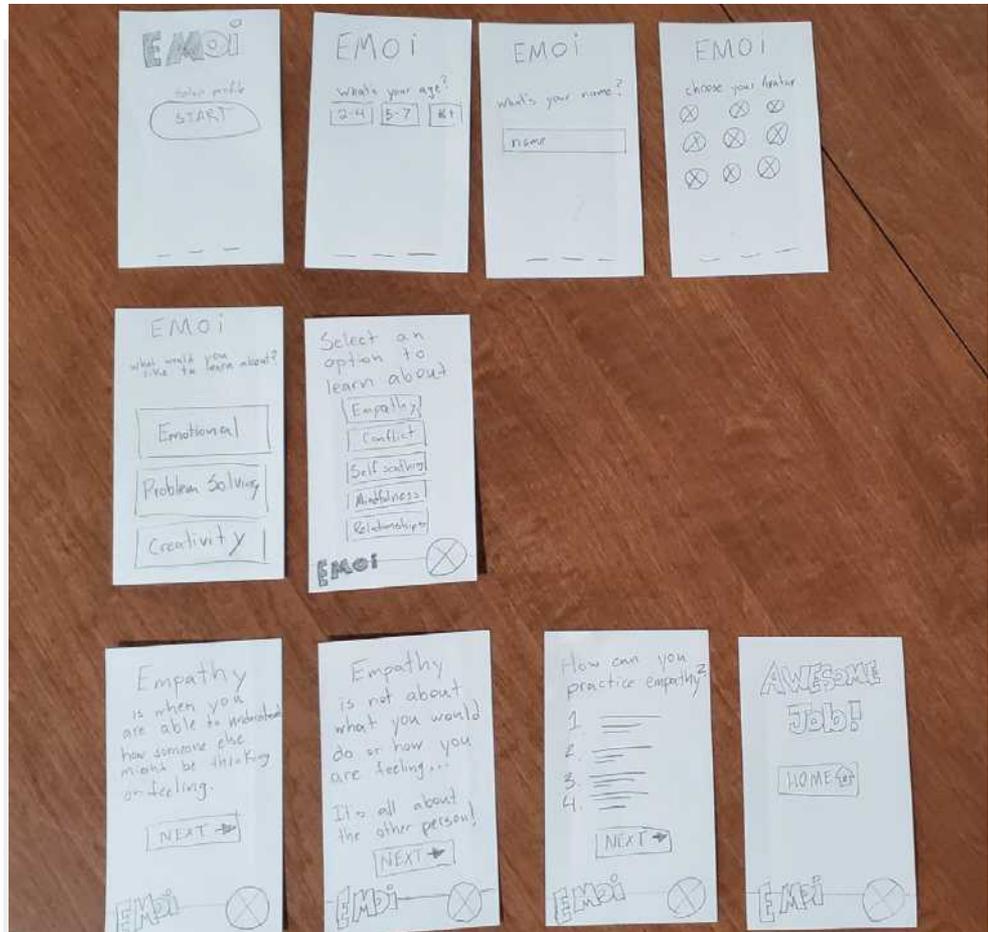
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

The main goal of this step was to quickly mockup potential layouts and set a basic user flow as well as identify any potential opportunities.

Digital wireframes

Included bold options that are easy to select with minimal distractions.

Big bold options to draw the users attention

Unique identifier to help the user feel connected

Select an option to learn more about.

Empathy

Conflict

Self soothing

Mindfulness

Relationships

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Digital wireframes

Provide useful information while keeping the application clean and clear of distractions.

Clear text that's easy to read

Empathy

is when you are able to understand how someone else might be thinking or feeling.

It's not about what you would do or how you are feeling..

NEXT ▶

Bold call-to-action

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Low-fidelity prototype

[Link to low-fidelity prototype and brief description of the user flow](#)

Usability study: findings

I conducted a usability study with 5 participants in an unmoderated environment. Users were given a set of tasks to complete and a brief questionnaire to fill out at the end.

Round 1 findings

1. Felt the graphics are too basic to keep children engaged.

2. Liked that the application walks you through the process.

3. Thinks the wording could be improved.

Round 2 findings

1. Frustrated there's not more fun options.

2. Worried that a child wouldn't be able to understand.

3. Worried that a child couldn't stay engaged.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Colors were added into the design to help bring the users attention to the important parts of the design. Rounded the buttons to make them stand out more.

Select an option to learn more about.

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Select an option to learn more about.

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Mockups

Empathy

is when you are able to
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might be thinking or feeling.

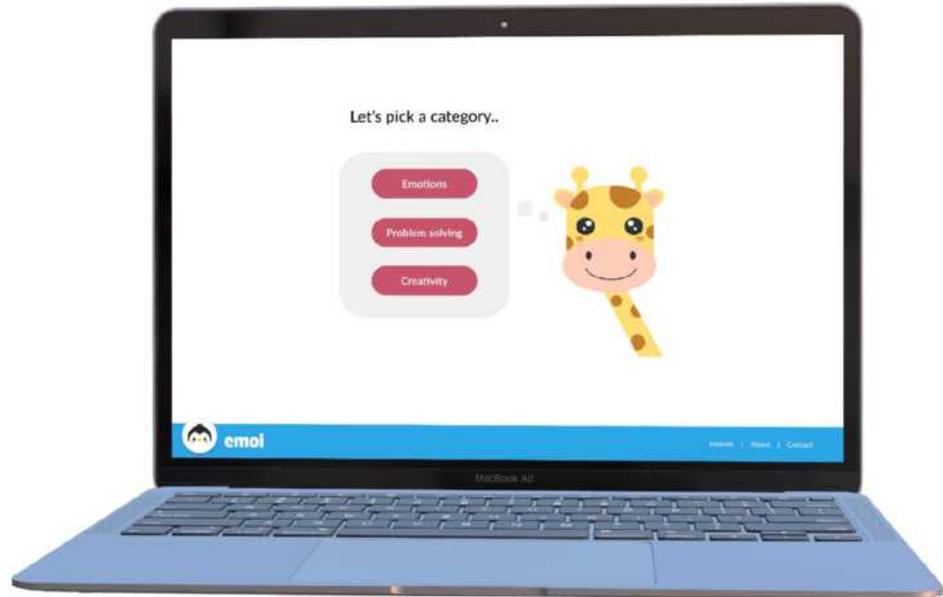It's not about what you would
do or how you are feeling..

NEXT ▶

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Mockups

An animated giraffe was added into the user-flow to help increase engagement.

Mockups

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What's your name?

| Ali |

That's me

emoi

What's your age?

| 2 - 4 | 5 - 7 | 8+ |

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Ready to learn?

Next

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Choose your avatar!

Parents | About | Contact

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Mockups

High-fidelity prototype

[Link to high-fidelity prototype](#)
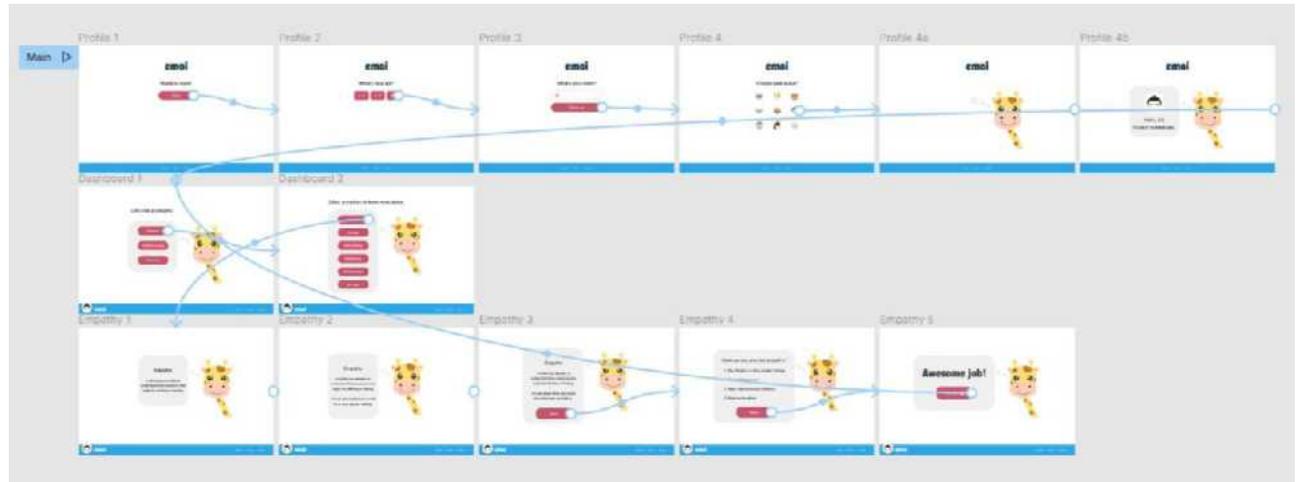
Accessibility considerations

1

Colors used in the app were chosen to meet WCAG standards.

2

White space and unique shapes were used to help identify important areas.

3

Elements coded to enable and aid screen readers.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

As a UX designer, this project was incredibly insightful and challenging. There's no feeling like designing a product that can help make someone's life better.

What I learned:

One of the most important lessons I took away from this project was that there is never going to be a "one size fits all" solution. The importance of balancing all the information from the initial concept to the final product can't be overstated.

Next steps

1

Continue testing and iterating on the design.

2

Enable a option for the child to pick the character that speaks to them.

3

Enable more parental controls such as a daily screen time limit.

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Let's connect!

Thank you for taking the time to check out this project. If you're interested in speaking or reviewing more of my work, please feel free to contact me.

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