New Pearants App Case Study

Paige Rogers

Project overview
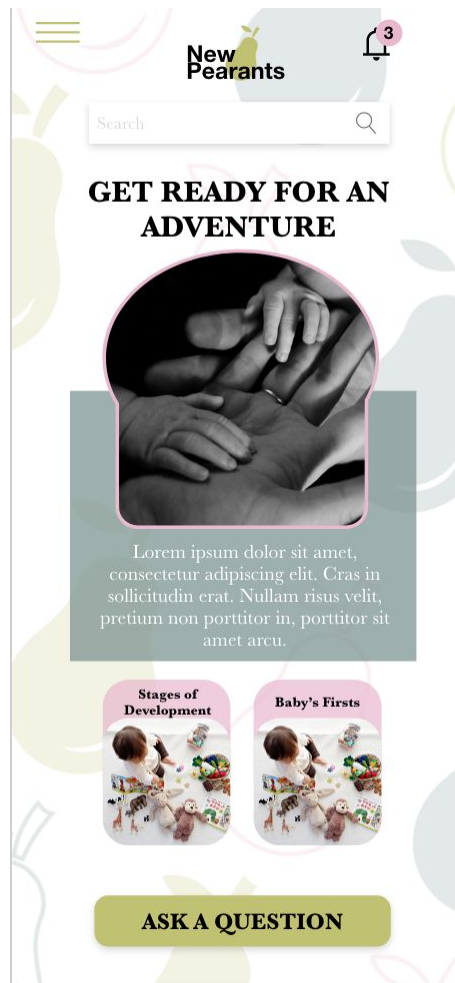
The product:

New Pearants is an app for adults wanting to become parents and those beginning their journey as new parents.

Project duration:

This project took approximately 2 weeks, from May 26th through June 9th.

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Project overview

The problem:

Ideally adults in the family planning and parenting community want access to information quickly while on the go. They don't want to have to make phone calls or make appointments to get answers to their questions. It proved to be an inconvenience and took more time out their already busy schedules.

The goal:

The goal of the this project was to create an app where adults planning or who already have children can get instant access to answers from professionals, while also being able to access a community or peers going through the same stages in life.

Project overview

My role:

My roles throughout this project was the UX designer and UX Researcher.

Responsibilities:

I was responsible for all research, studies, wireframes, prototyping, and design.

Understanding the user

- User research
- Personas
- Problem statements
- Ideation

Google

User research: summary

For this project I decided to conduct interviews. I wanted to gain a better idea of what potential parents and new parents were looking for in regards to parenting information accessibility.

I assumed that in today's society most people wanted access to information quickly, especially since people have their cell phones readily available to search anything at the push of button.

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Persona 1: **Tessa Hutchins**

Problem statement:

Tessa is a busy on the go engineer who is married who needs a fast and immediate way to research becoming a new parent while on the go because Tessa and her husband plan to start a family and want to make sure they have all the accurate information.
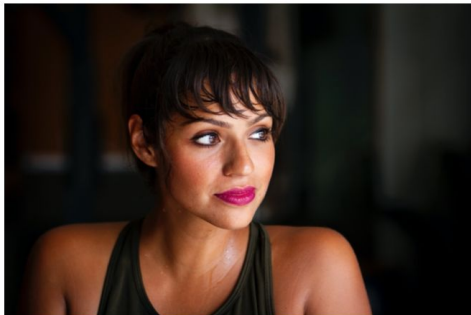
Tessa Hutchins

Age: 30
Education: College Graduate
Hometown: Oatvalle, MI
Family: Married (no kids)
Occupation: Engineer

"I just want to be sure that I have access to information quickly"

Goals
- Have resources available at any given time about pregnancy and parenthood
- Be able to share thoughts with a community and start discussions
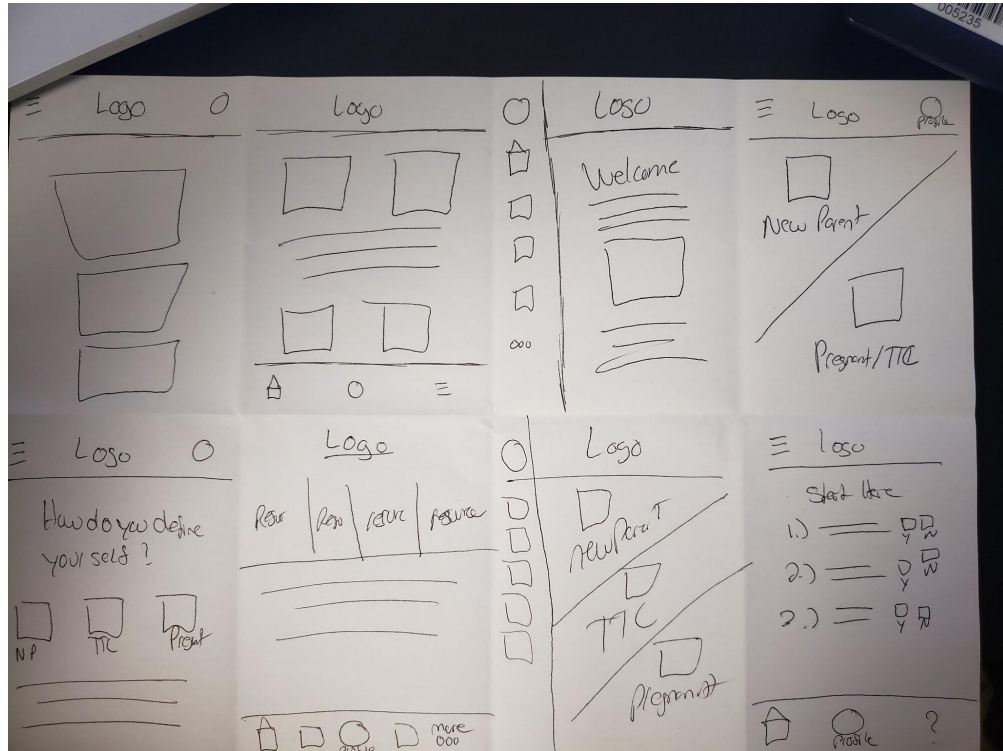- Research helpful baby products

Frustrations
- Hasn't found a helpful community for people without kids
- Doesn't have access to immediate professionals for advice
- Doesn't always have the time to contact her obgyn or a pediatrician

Tessa is a married engineer who loves her job. Tessa and her husband are trying for a baby but with Tessa being on the go a lot, she wants to make sure she has access to a variety of resources before they actually get pregnant. Tessa is excited at the thought of being a mom but terrified at the same time. None of her friends have children either so she is not sure where she can turn for advice. Tessa wants to find a place where she can asks any question quickly and be provided with a relevant and accurate answer.

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Ideation

The idea for the app was to keep the flow simple, and make the information easy to access.

Starting the design

- Digital wireframes
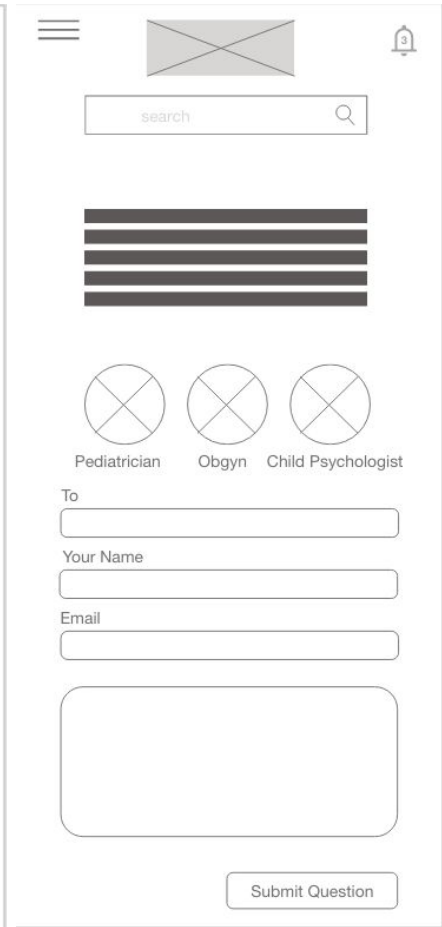- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

The thought process was to make everything simple and easy to access with one button. User also needed a way to be notified of alerts and messages when using the app.

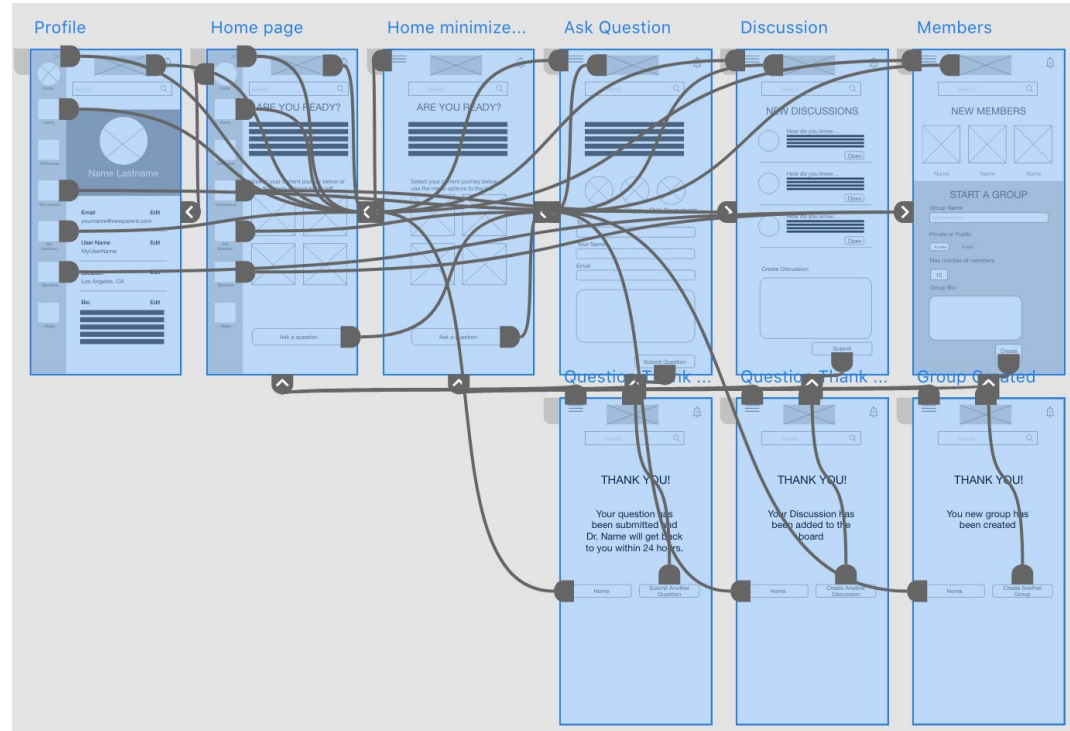Users wanted a way to see any notifications.
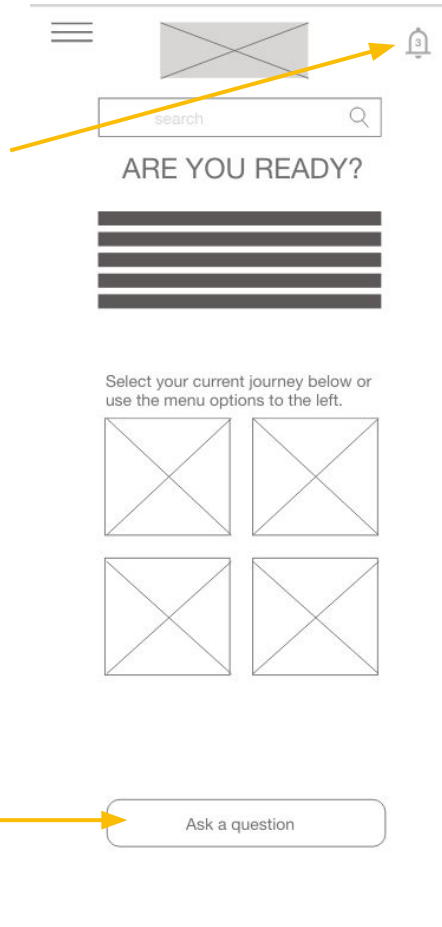
I wanted user to be able to ask a question quickly without having to search through the app.

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Low-fidelity prototype

Here you can see the flow of the app in the low-fidelity prototype. You can view the prototype for yourself using the link below.

Link

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

USA, remote

Participants:

5 participants

Length:

15 minutes

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Usability study: findings

While conducting the usability study, I wanted to find out how easy it is to use the app. I also wanted to find out pain points of the apps or some convenient items that may have been missing.

1

Professionals

Users wanted to see categories for professionals, instead of trying to select the actual person.

2

Notifications

Users noted that they were not aware when a message was received or if a comment was left on the dicsussion

3

Connections

Users stated that with sort of app, it would be nice to connect with other member/users.
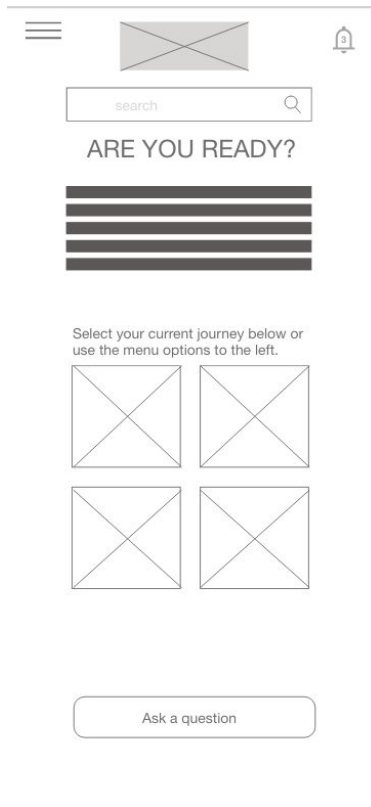
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Refining the design

- Mockups
- High-fidelity prototype
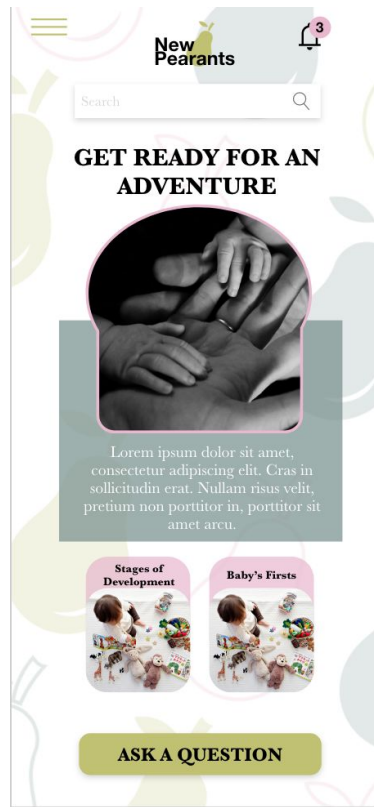- Accessibility

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Mockups

The goals from the initial mock up to the final high-fidelity mock was to make sure that it suited the users initial needs. There didn't need to be a lot of information on the home page. And I wanted to make sure that users could ask their question right away.

ARE YOU READY?

Select your current journey below or use the menu options to the left.

Ask a question

New Pearants

GET READY FOR AN ADVENTURE

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Stages of Development

Baby's Firsts

ASK A QUESTION

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Mockups

When creating the final design of the profile mock, I wanted to make sure that users had access to everything they might need at a quick click with the menu.
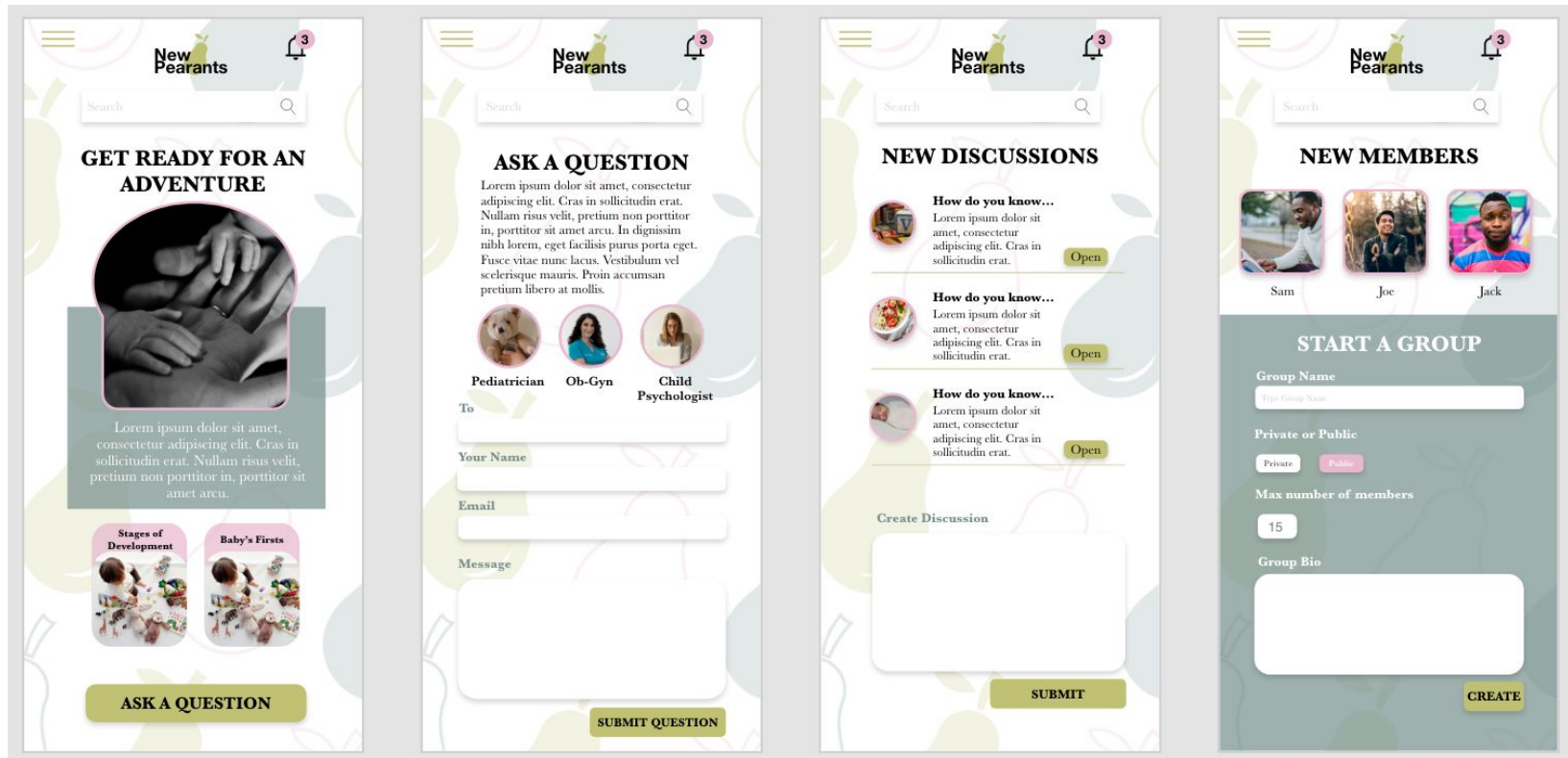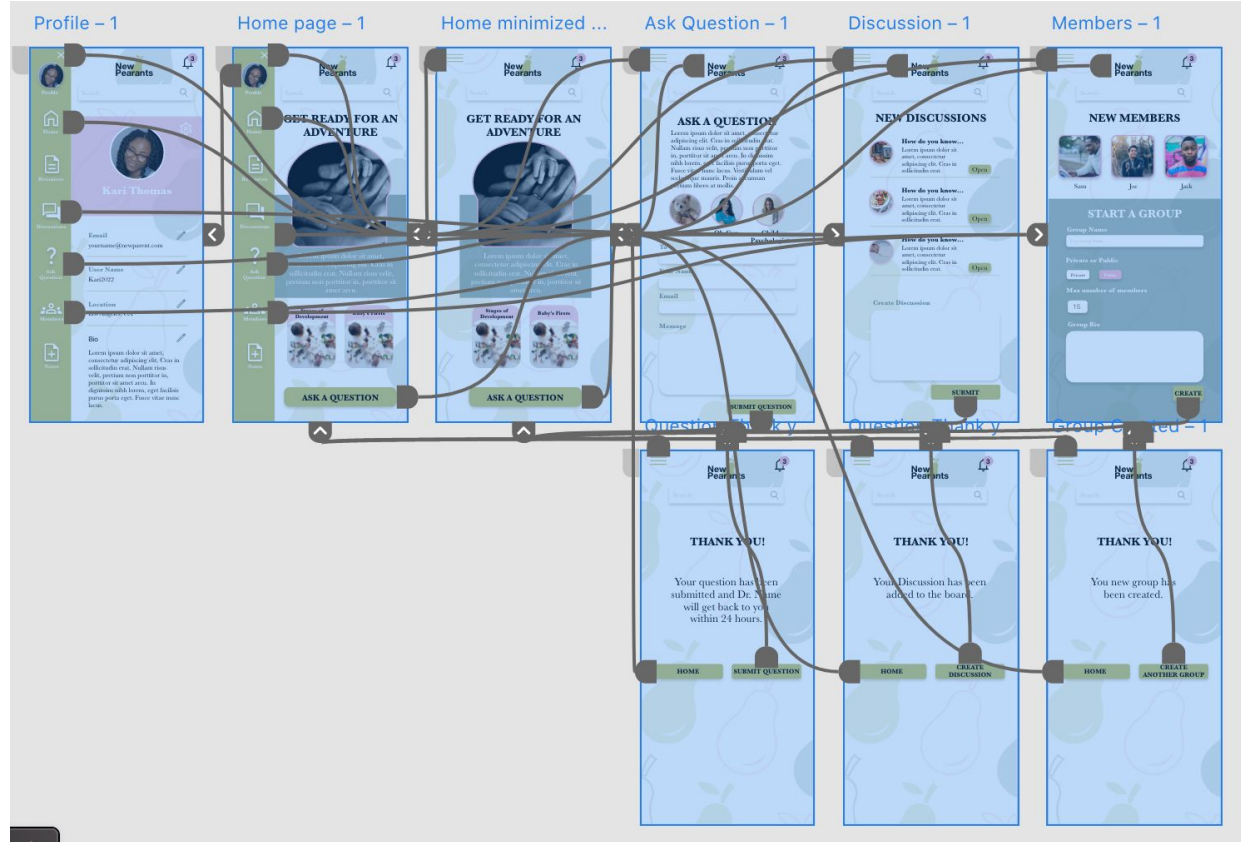
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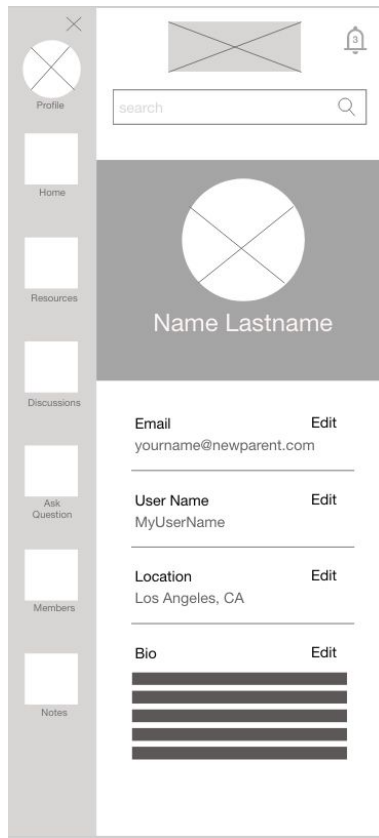
Mockups

High-fidelity prototype

Originally I had a background that had the same colors, but users noticed that the design didn't speak to the brand. So the background was updated to be on target with the brand. You can view the high-fidelity prototype at the link below.

Link

Accessibility considerations

1

I made sure that I used symbols in the app to indicate what the page would link to incase the user did not read english.

2

I tried to select colors that were contrasting so anyone one with a color visual impairment would still be able to use the app with ease.
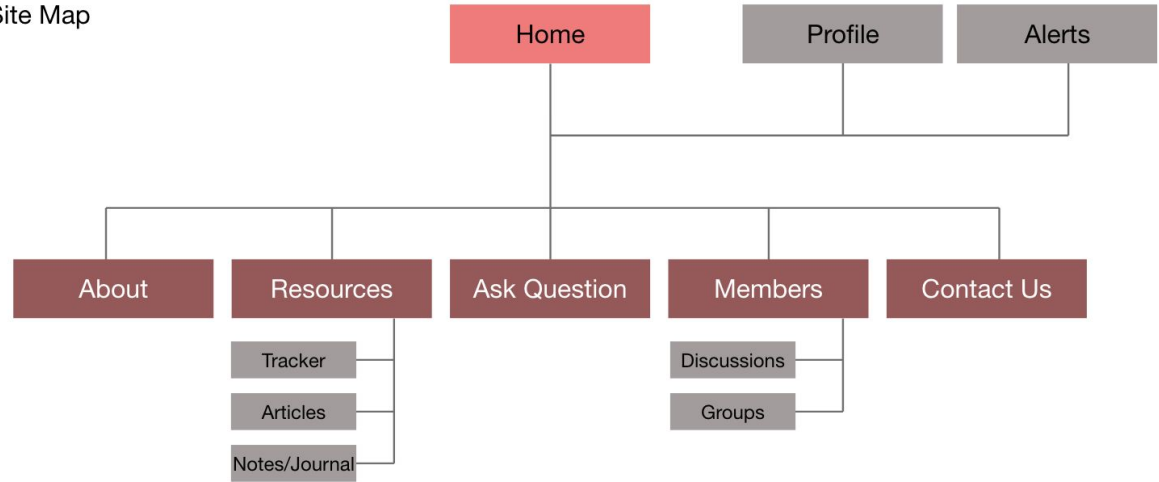
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Responsive Design

- Information architecture
- Responsive design

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Sitemap

The site map should be pretty simple considering I wanted to make sure the app was simple to use and people didn't need to go searching all over for information.
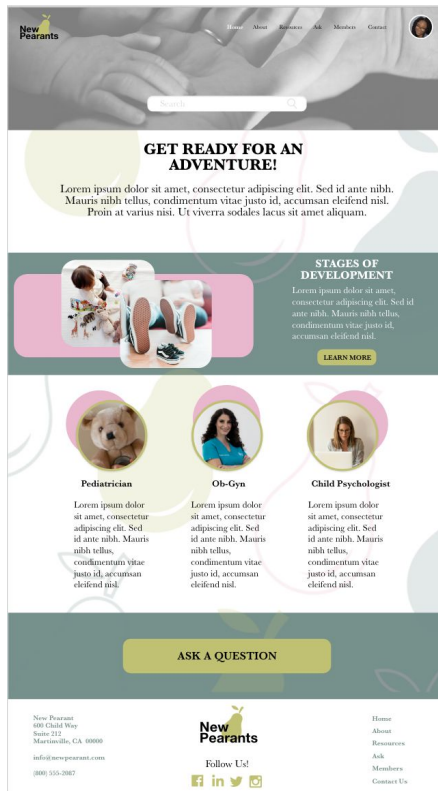
New Pearant
Site Map

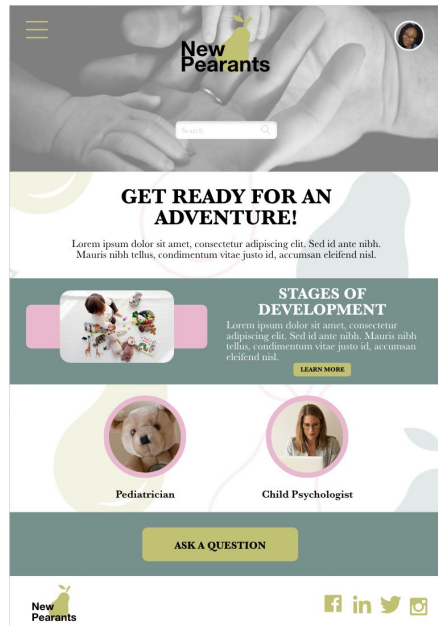
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Responsive designs

The goal of the responsive website was to provide a bit more information on each page since more than likely it will be viewed on a desktop or tablet. This means the user has more time to view additional information. Below is a link to the responsive website.
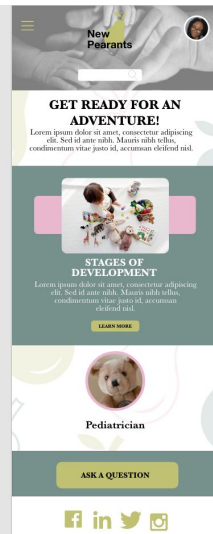
Link

Google

Going forward

- Takeaways

- Next steps

Takeaways

Impact:

"This app would be useful for when I plan to have kids. I can also see myself using this once I have kids and need questions answered. "

What I learned:

ISome of the things that I've learned throughout this project is that you always need to keep the user and accessibility in mind. Sometimes you can get caught up in the design and making sure things function properly, but you always want to make sure that the designs are user centered.

Next steps

1

One of the next steps that I would take would be to conduct another usability study.

2

I would also consider some additional accessibility options for the app.

3

Thinking of some additional convenience options for the user while using the app would also be on the list of next steps.

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Let's connect!

Thank you for taking the time to review my case study on for the New Pearant App. Please reach out to me at the contact information below if you would like to discuss this project or more of my work.

Paige Rogers, paige.benton@gmail.com