

Breath

Help the Refugees of the Ukranian War

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Project overview



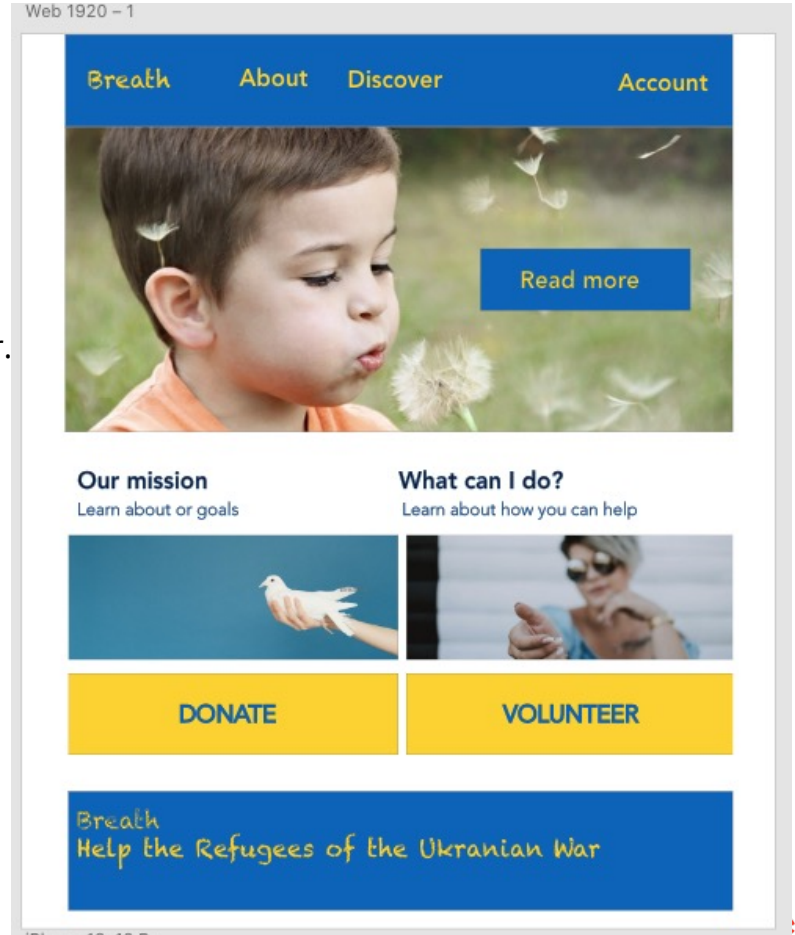
The product:

This is an app to help the refugees of the Ukranian war.



Project duration:

3 months



Project overview



The problem:

Local NGO wants to create an app to help the refugees of the Ukranian War.



The goal:

The goal was to create an easy-to-use cross platform app to help the refugees of the Ukranian war.

Project overview



My role:

UX designer



Responsibilities:

- User research
- Wireframing
- Prototyping
- Testing

Understanding the user

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

User research: summary



We are creating a cross platform tool to help refugees of the Ukranian war. This is a local NGO who works for the refugees. Many of our competitors (mainly consulting companies) offer apps and websites, but there are only a few who offer other ways than money to help.

Research questions:

- How long does it take for a user to contact us?
- What difficulties do customers encounter when using the app?
- Are users able to look ways to help if they want?
- What can we learn from the users' interacting with the tool?
- Is navigating easy for the customers?

User research: pain points

1

Support

Users can only contact the company through their old website.

2

Financial

Customers sometimes just want some free tips.

3

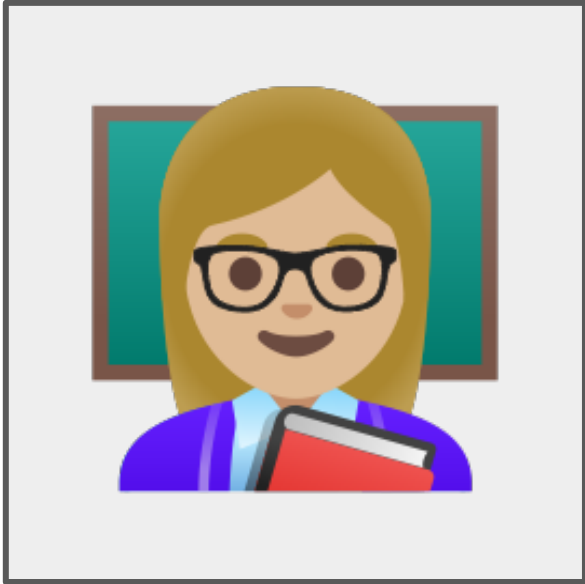
Process

Customers want an app that is easy-to-use and easy to customize.

4

Product

Currently the company has no tool for this product.



Hilda

Age: 35

Education: PhD

Hometown: Norman, OK

Family: spouse, 2 kids

Occupation: university prof

“I just want to help.”

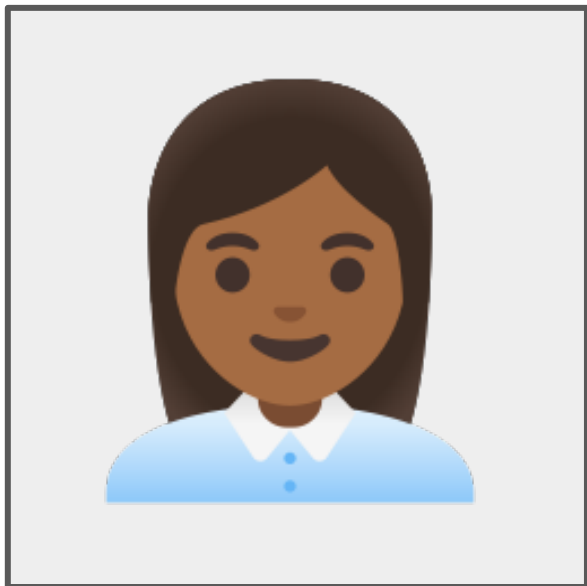
Goals

- To help

Frustrations

- I do not want to deal with international organizations.

Agnes works for Oklahoma University as a tenure-track associate professor, working on her tenure. She is a mom of two. Her kids are 4 and 5, and they go to a private preschool. She works at home most of the time, and she also travels a lot. She has read about the Ukrainian war, and wants to help a local and reliable NGO.



Hilda

Age: 47

Education: BA

Hometown: Norman, OK

Family: single

Occupation: elementary teacher

“I want to see what I can do other than money.”

Goals

- To help.

Frustrations

- I would like to do something for the people other than money.

Hilda works at an elementary school as a full time teacher. She lives with in a nice, small flat close to the school where she teaches. She read about the war in Ukraine, and she wants to help the refugees.



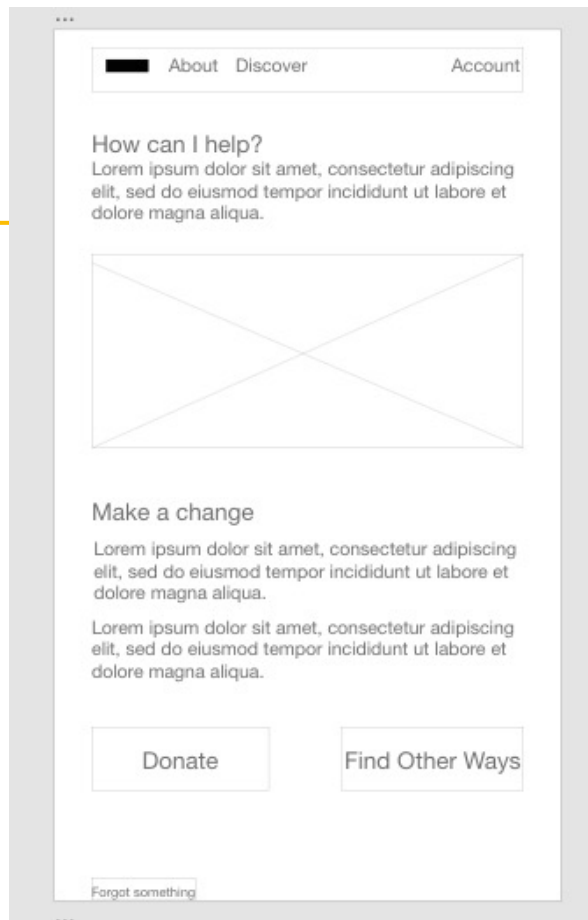
User journey map

My original idea was to create user stories in the user journey maps, and to see how the users interact with the product, and how they feel.

Digital wireframes

I started with some minimalist design, and tried to incorporate most findings from the usability study.

I wanted to have a clear background.



I wanted to be very minimalist with the design.

Low-fidelity prototype

Using a complete set of wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting food and ordering food.

<https://xd.adobe.com/view/a0d0d202-5899-4807-a818-3128ceec2f0c-f583/>



Usability study: findings

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

Round 1 findings

- 1 Users want reliable local NGOs.
- 2 Users want to be able to send money easily.
- 3 Users want to be able to navigate easily on the app.

Round 2 findings

- 1 Users want to send money periodically too.


Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups


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Our mission
Learn about our goals



DONATE

What can I do?
Learn about how you can help




VOLUNTEER

Breath
Help the Refugees of the Ukrainian War

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How can I help?
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Make a change
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DONATE **FIND OTHER WAYS**

Web 1920 - 3

Breath About Discover Account

Your Gift

MONTHLY **ONE TIME**

25 50 75 100 150 200

Other: \$

Back **Continue**

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Help the Refugees of the Ukrainian War

High-fidelity prototype

<https://xd.adobe.com/view/d51ae61b-5439-4685-b930-9a6151867490-8049/>



Accessibility considerations

1

Provided alt text for images.

2

Used icons to make navigation easier.

3

Used pictures to help users with the ordering process.

Responsive Design

- Information architecture
- Responsive design

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

After the implementation of the app, the overall order numbers increased by 25%.



What I learned:

The most important takeaway for me is that design could always be improved with the usability study and feedback. And it is a great challenge to design and develop user-centered products.

Next steps

1

Conduct another round of usability studies.

2

Talk to an accessibility expert again.

3

Conduct more user research to determine and refine needs.

Let's connect!



Thank you for your time reviewing my work!

email: okereszty@gmail.com

Thank you!