BULBS
How To Start a Company

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04.07.2022

Project overview
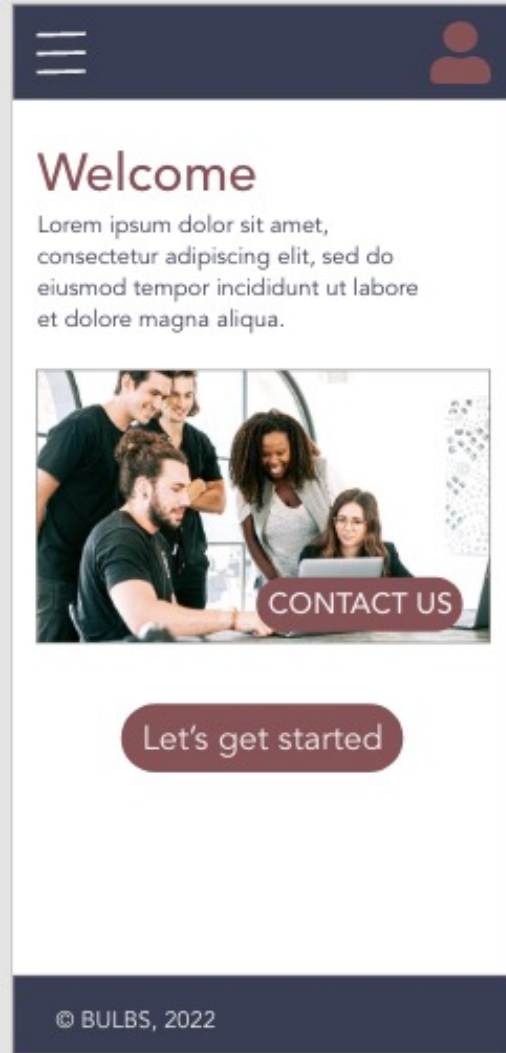
The product:

This is a cross platform tool to help adults start a company.

Project duration:

3 months

Project overview

The problem:

A consulting company wants to create a cross platform tool to help adults start a new company.

The goal:

The goal was to create an easy-to-use cross platform app to help adults start a new company.

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 that helps adults start a new business. Many of our competitors (mainly consulting companies) offer apps and websites, but there are only a few who offer real and brief tips and also can be contacted. We want to create a tool that can compete in the market, improve sales, and increase customer satisfaction.

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 for the tips 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

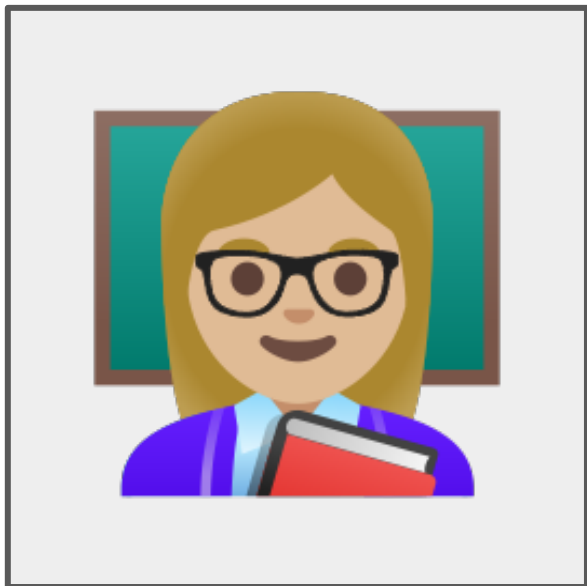Customers sometimes just want some free tips.

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.

"I am not sure what I want to do, but I want some change."

Goals

- To start a business
- To earn money
- To be happy

Frustrations

- I do not have any ideas.
- It is difficult to find tips if you do not have an idea how to start a business.

Hilda

Age: 35
Education: PhD
Hometown: Norman, OK
Family: spouse, 2 kids
Occupation: university prof

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 is missing deeply something from her life. Some months ago she decided to start a small business, but has no idea about the scope.

"I have written some children's books, and I want to sell them."

Goals

- To be able to sell her books.
- To enter the market.

Frustrations

- It is difficult and scary to start a business.
- I just want someone to help me if I cannot do it on my own, and I am ready to pay for it.

Hilda

Age: 47
Education: BA
Hometown: Norman, OK
Family: single
Occupation: elementary teacher

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 writes children's books in her free time. Some weeks ago she has made the decision to sell them.
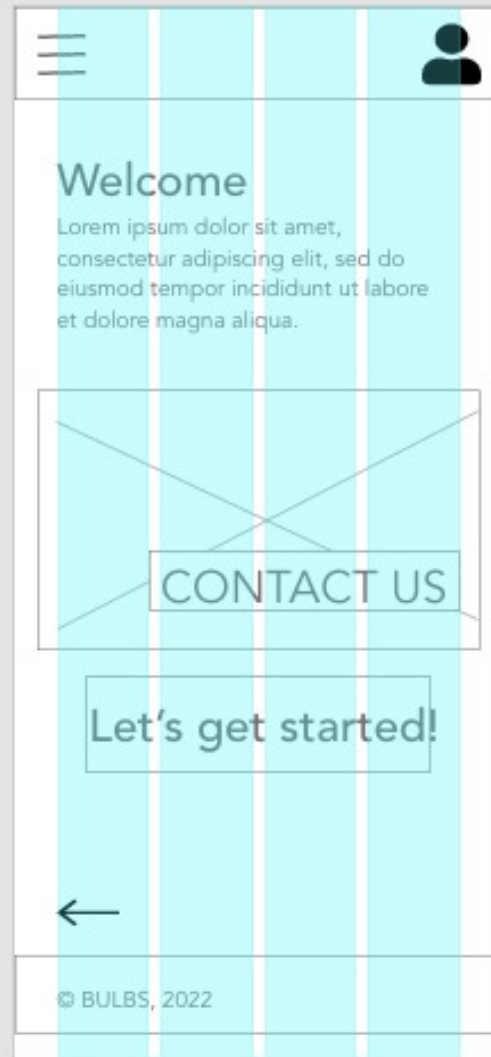
User journey map

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.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

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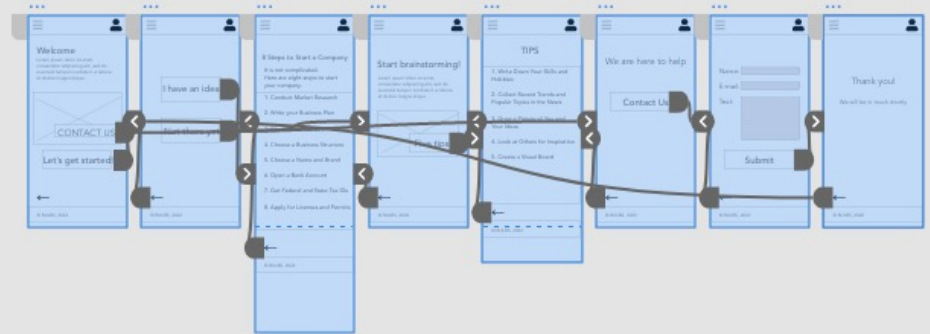from the usability study.

I wanted to
have a clear
background.

I wanted to be
very minimalist
with the
design.

Welcome

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua.

CONTACT US

Let's get started!

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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 to be able to read free tips.

2. Users want to be able to contact the company easily.

3. Users want to be able to navigate easily on the app.

Round 2 findings

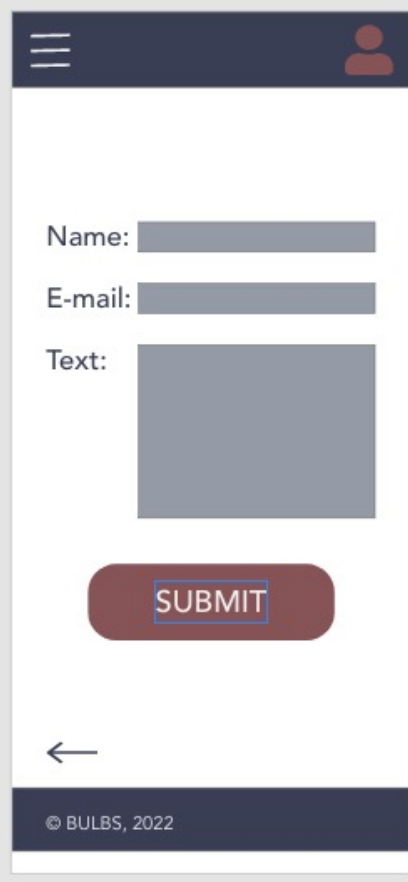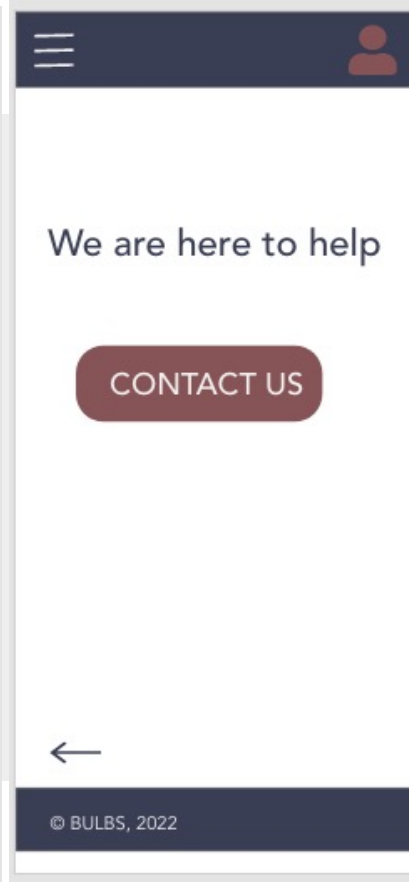1. The home page was confusing because of the colors.
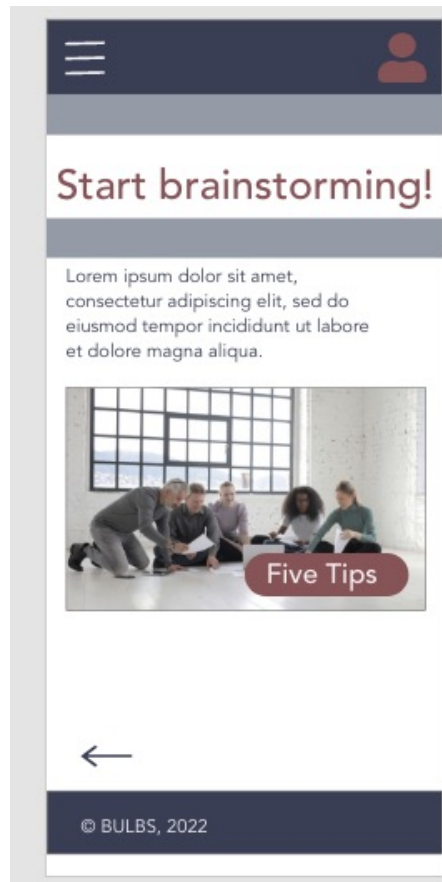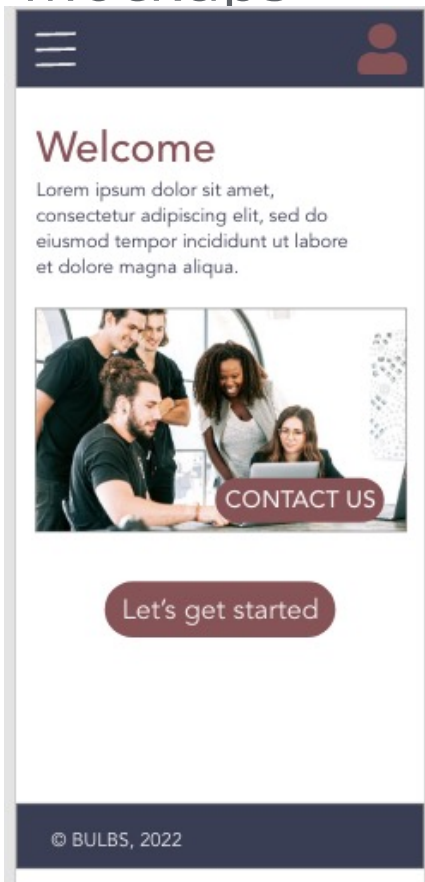
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After the usability study I made all the buttons look the same.

Mockups

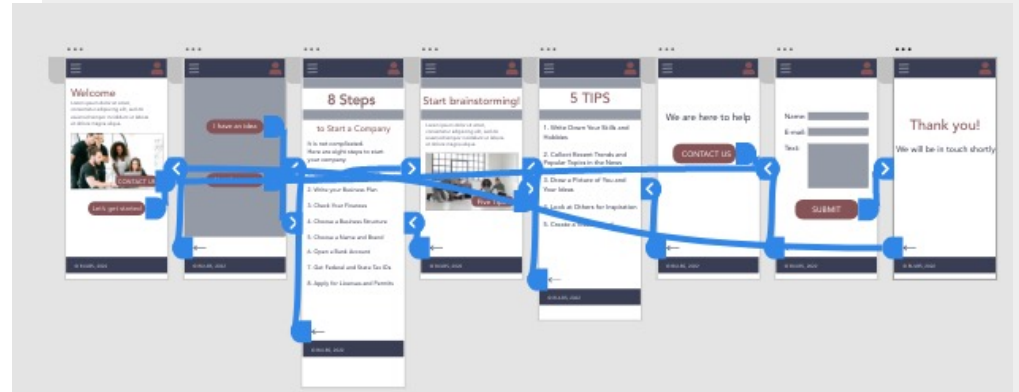# High-fidelity prototype

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

Accessibility considerations

1

Provided alt text for images.

2

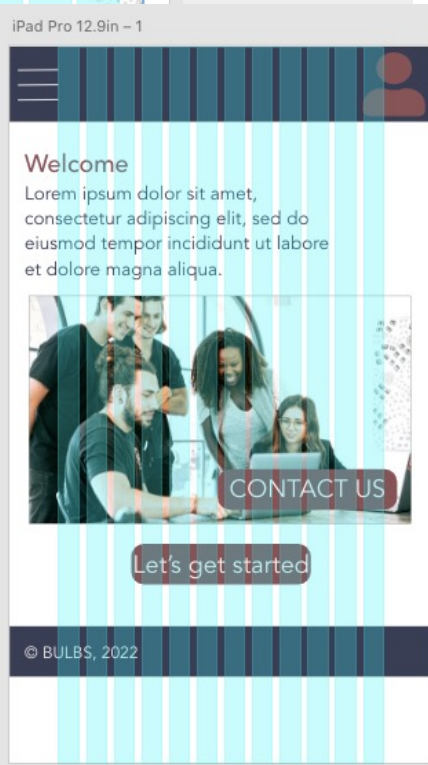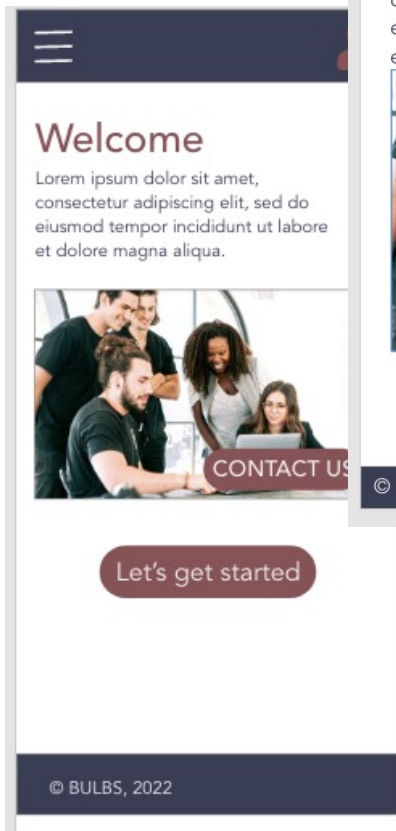Used icons to make navigation easier.

3

Used pictures to help users with the ordering process.

Responsive Design

- Information architecture
- Responsive design

Google

Responsive designs

I wanted to create a clear and minimalist design on all platforms.

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!