

Sample UX Project

by Devmountain Tutorials



WHAT'S COVERED

In this lesson, you will learn how to analyze the steps that the UX designer takes to make sure that the mobile app works effectively for the user. Specifically, this lesson will cover:

1. A Design Issue

People often see the word “designer” in my job title and assume that I just make things look pretty. While it’s true I design the user interface and help to create the look and feel of our products, a larger part of my job is to solve problems. You may be thinking, “Wow, that’s vague.” And you’re right. That’s one of the challenges of my job. The problem isn’t always clearly defined. Most of the time it’s fairly ambiguous and this requires the initiative to jump in and figure it out.

When we launched the Poodle Jumper iOS app, we projected to have 200 registrations in the first week. Imagine our dismay when we only had 20. Why did this happen? Were the projections wrong? It was my job as the UX designer to find out if the problem was a design issue. I started by going through the flow myself to see if I could make it from the beginning to the end. Looking at the analytics we had the flow of traffic to the app, so we know the marketing in place was effective. I found no technical issues with the signup so I reached out to users and asked if I could observe them in their homes as they went through the sign-up process. Observing individuals using your product in their environment is called contextual inquiry. I recorded their screens and took notes on the things they said as they worked. Many users expressed concern with the amount of personal information we were asking for right out of the gate. They hadn’t decided if they were ready to start using the app, and we were asking for their address, the kind of dog they had, and what kind of food they ate. This made users nervous.

2. Sample Mobile Project

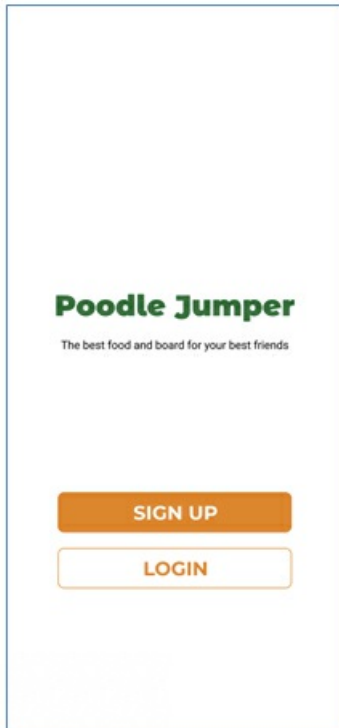
Today, I’m working through the onboarding experience and how we are establishing trust with the user. Users need to know what value they are getting to be willing to disclose personal information. I’m creating a design with progressive disclosure. Progressive disclosure is when the user can provide information as they progress in the experience. It creates a simplified and natural flow of information at the right time so they don’t have to fill out a 50-field form before they can do anything.



TRY IT

Look through the screens of the Poodle Jumper App.

Screen 1: This is the first screen users see. It gives them the choice to sign up or log in if they are already a user. The orange 'Sign Up' button takes them to the next screen.



Screen 2: This is our current Create Account screen. It requires the user to enter their first name, last name, email, confirm email, password, confirm password, street address, state, zip code, dog size, number of dogs, type of food, and attention needed before they can progress.

To improve the user's experience, I start by looking at the current screen and deciding what they are trying to accomplish. In this case, the user wants to know if our service is available in their area before entering all their information. Asking for the entire address isn't necessary to know if our service is available so I'm going to simplify that to just the zip code.

Create Account

Let's create your account!

First name

ex. John, Jane

Last name

ex. Smith, Jackson

Email

ex. john@email.com

Confirm Email

ex. john@email.com

Password

Confirm Password

Where are you located?

Street Address

123 Somewhere St

Address 2

ex. Apt, Suite, Unit, etc

State

Select State

Zipcode

ex. 54543

Pet info.

Dog Size

Small

1-15 pounds

Medium

16-40 pounds

Large

41-100 pounds

Huge

101+ pounds

Number of dogs

1

2

3+

Type of food

Dry

Wet

Wet/Dry Mix

Attention needed

Low

Med

High

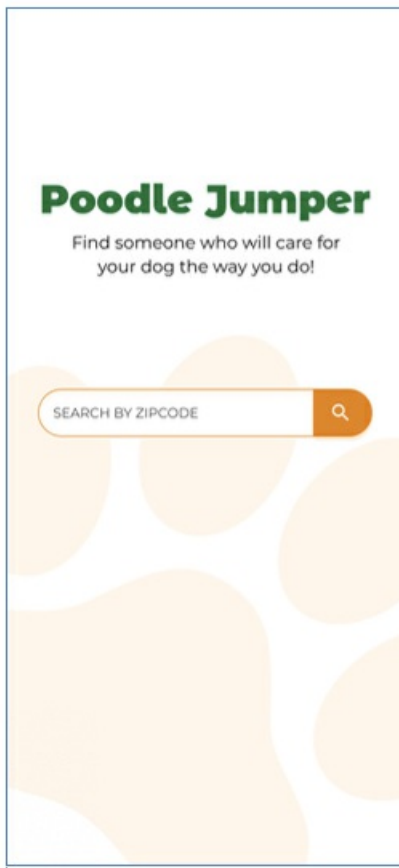
Very little supervision required.

NEXT

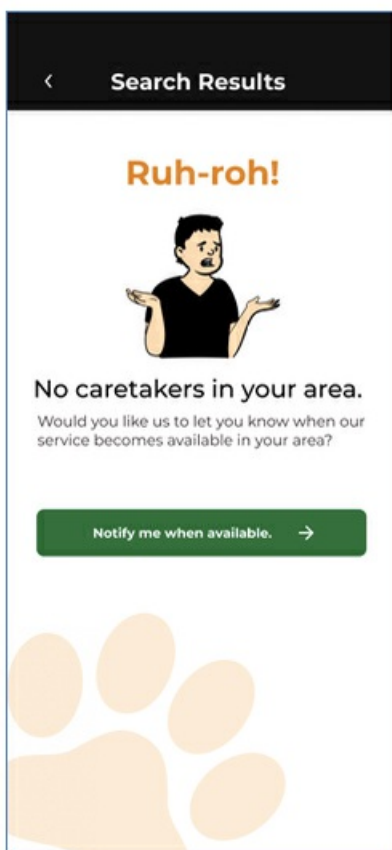
Screen 3: When the user enters the zip code, we'll provide feedback to let them know if our service is available. If our service is not available, I'll change the screen to let them know.

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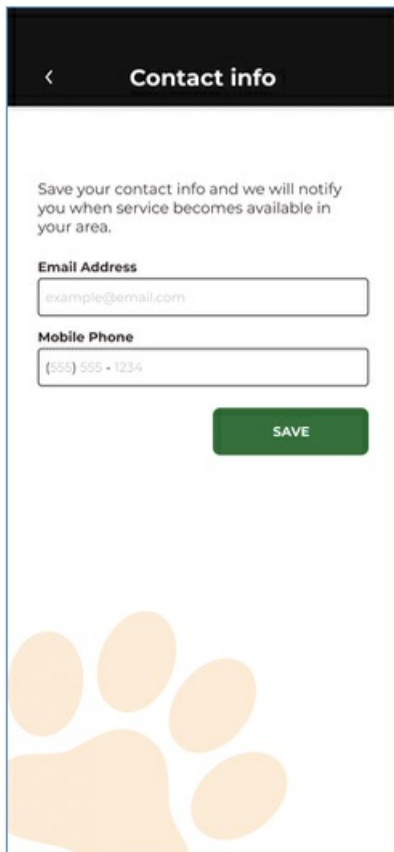


Screen 4: On this search result screen, I'll give them a chance to opt-in to notifications when the service is expanded to their city. This should help put them at ease from worrying that they need to come back and keep checking. When the user selects this button, they'll see the next screen.




Screen 5: To send the user the notification we need to know their email address or mobile number for text

notifications. This completes the flow of screens for users when the service isn't available. Next, let's look at how to improve the flow for a user who can sign up.



A mobile app screen titled "Contact info" with a back arrow. The screen contains a message: "Save your contact info and we will notify you when service becomes available in your area." Below this are two input fields: "Email Address" with the placeholder "example@email.com" and "Mobile Phone" with the placeholder "(555) 555 • 1234". A green "SAVE" button is positioned below the phone number field. At the bottom of the screen is a large, stylized orange paw print graphic.

Screen 6: The 'Create Account' process has been broken up into three screens: the first for their name, email address, and password. This makes it easy for the user to see what they are entering on one page without scrolling. The 'Next' button and pagination dots at the bottom are clues to the user that they are on step 1 of 3.



A mobile app screen titled "Create Account" with a back arrow. The screen contains the text "Let's create your account!". Below this are six input fields: "First name" (placeholder: "ex. John, Jane"), "Last name" (placeholder: "ex. Smith, Jackson"), "Email" (placeholder: "ex. john@email.com"), "Confirm Email" (placeholder: "ex. john@email.com"), "Password" (placeholder: "*****"), and "Confirm Password" (placeholder: "*****"). A green "NEXT" button is located at the bottom. Below the button are three small dots, with the first dot being filled, indicating the current step in a three-step process.

Screen 7: The second screen to create an account asks for their location information. The pagination dots at the bottom updated to show they are on step 2 of 3.

< Create Account

Where are you located?

Street Address

123 Somewhere St.

Address 2

ex. Apt, Suite, Unit, etc

State

Select State

Zipcode

ex. 84043

NEXT

Screen 8: The third screen to create an account asks for their pet’s information. The buttons are large enough that they are easy to tap on a mobile device. The title of the button has changed to 'Complete' and pagination dots show they are on step 3 of 3.

< Create Account

Pet info.

Dog Size

Small

1-15 pounds

Medium

16-40 pounds

Large

41-100 pounds

Huge

101+ pounds

Number of dogs

1

2

3+

Type of food

Dry

Wet

Wet/Dry Mix

Attention needed

Low

Med

High

Very little supervision required.

COMPLETE

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This shows you a bit of the thought process involved when you are a user experience designer. Next, I will test the screens with additional users and continue to refine them as we learn.



SUMMARY

This lesson provided an overview of the **daily work of a UX designer** and the **problems solved by UX designers**. The typical daily schedule of a UX designer includes research activities, defining features, creating user journey maps and prototypes, and collaborating with the development team to ensure design consistency. The designer also needs to consider accessibility, responsive design, and user feedback when creating designs. UX designers aim to solve problems and create enjoyable experiences for users, including how to handle errors and turn them into fun experiences.

Source: This tutorial was authored by DEVMOUNTAIN and Sophia Learning. Please see our [Terms of Use](#).