

Senior Care App

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Project overview



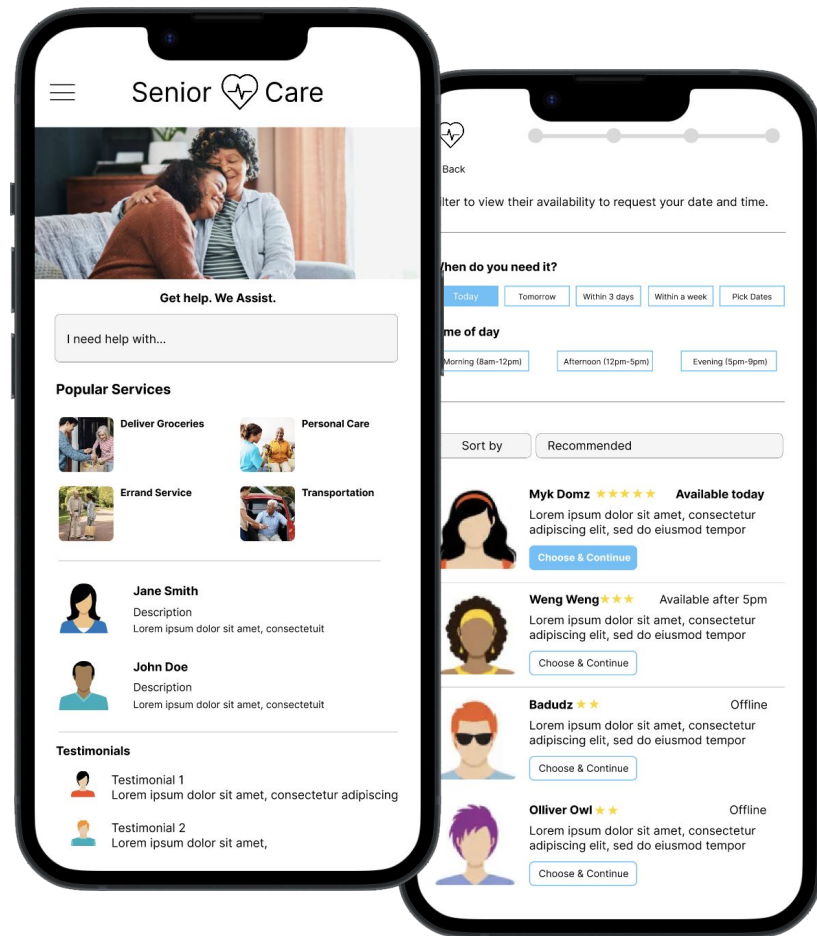
The product:

An app to help seniors with their daily needs. The target audience includes family members, seniors, and customer support. The app is dedicated to providing the best solutions for the specific care and housing needs of seniors living independently.



Project duration:

October 2023 to December 2023



Project overview



The problem:

Myk is a busy nurse who lives far and needs a credible senior care app for her elderly parents to help with their daily care and errands while living independently.



The goal:

The senior care app will allow users to select same-day services, providing family members with peace of mind by ensuring that their independent elderly parents are assisted by a trusted senior care provider. We will measure the app effectiveness through the number of sign-ups, testimonials, and customer satisfaction.

Project overview



My role:

Lead UX (User Experience) designer and UX researcher leading the senior care app from conception to delivery.



Responsibilities:

Conducting research, competitive analysis, interviews, sketching, paper and digital wireframing, low and high-fidelity prototyping, affinity mapping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and empathy maps to understand the users I'm designing based on their needs. A primary user group identified through research are two males and three females, between the ages of 40 and 80 who's looking for a reliable senior care app for their elderly parents who's living independently.

This user group problem also uncovered many other pain points such as availability, scheduling, credibility, accessibility and finding information.

User research: pain points

1

Payment

Make e-check and cash available as payment option

2

Auto Complete

Update delivery groceries screen by adding a 'Autocomplete' for store addresses pickup and location

3

Accessibility

Make fonts bigger and trustworthy information

4

Scheduling

Change UI from 'Date pickers' to 'Time slots' to view and select time easy

Persona: Myk

Problem statement:

Myk is a busy nurse who lives far away and needs a credible senior care app because her elderly parents need help with their daily care and errands who lives independently.



Myk

Age: 49

Education: BS in Nursing

Hometown: Vallejo, CA

Family: Married

Occupation: Nurse

*"No matter how far we come,
our parents are always in us."*

Goals

- Prioritize parents needs
- Daily check in if essentials are met
- Wanted both parents are safe and healthy

Frustrations

- Worried parents may missed their appointments
- Ensure grocery and mails are picked up correct and on time
- Hope to have a clear navigation and easy to use mobile app

Myk is a nurse, who loves taking care of her parents even if she lives 3 hours away. Myk checks on their daily needs especially they live on their own convenient home. Once a month Myk would visit her parents, takes them out for breakfast, or take them to parks and attend family gatherings. The parents are joyful to see Myk on weekends. Myk is happy seeing both parents safe and healthy.

Myk cares for her parents and worries if they're not safe and having health issues. Although Myk lives far she makes sure that her parents are well taken care to all their daily needs and errands.

User journey map

Goal: Find a trusted and reliable senior care app provider for elderly parents to help with their daily errands.

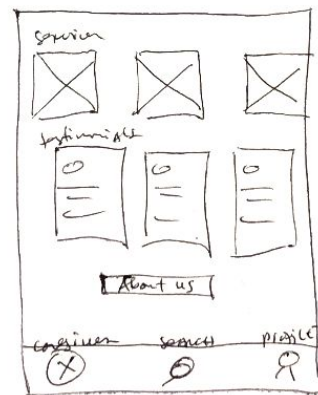
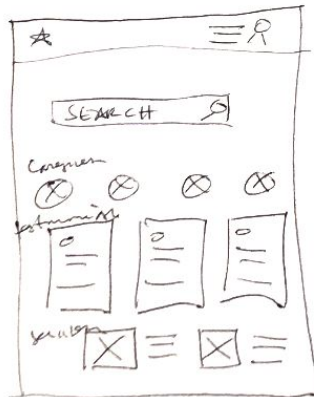
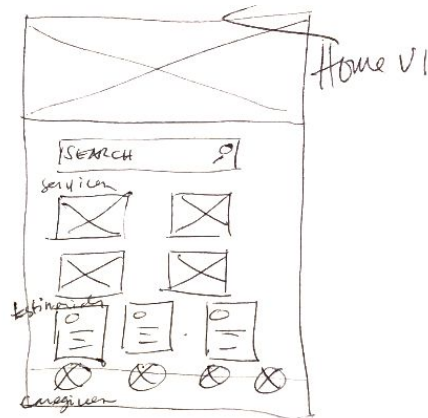
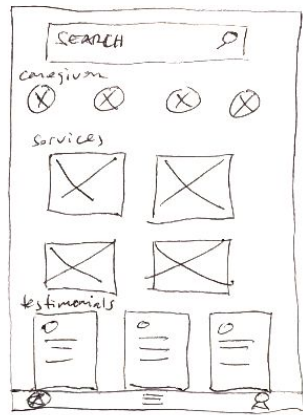
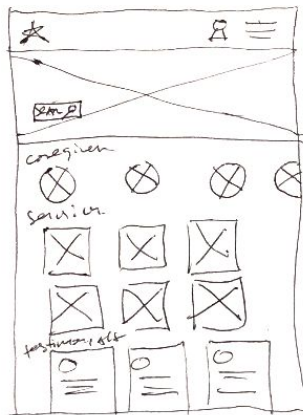
ACTION	Find service	Type of errands	Select schedule	Search caregiver availability	Booking confirmation
TASK LIST	A. Read important informations and testimonials B. Review agreement before signup	A. Explore available services B. Check popular services	A. 24/7 reliable B. Recurring service	A. Read reviews B. Look credibility	A. Check email B. Sign up for points C. Care provider confirmation
FEELING ADJECTIVE	Relief to find a service provider nearby	Excited to see various available services	Happy that elders now have a reliable errand assistance fit within their schedules	Surprised by the amount of available care within 10 miles or less radius	Delighted of the email and quick response
IMPROVEMENT OPPORTUNITIES	Use appropriate colors and text for poor vision	Categorize errands	Option to view weekly and monthly schedules	Use latest profile photo	Improve choice of color

Paper wireframes

I started making paper wireframes for each screen in my app while keeping the users need in mind.

I used the industry-standard symbols to represent each screen's elements such as short labels, lines as body text, simple shapes, squares for more complex elements and calls to action are represented by rectangles or circles.

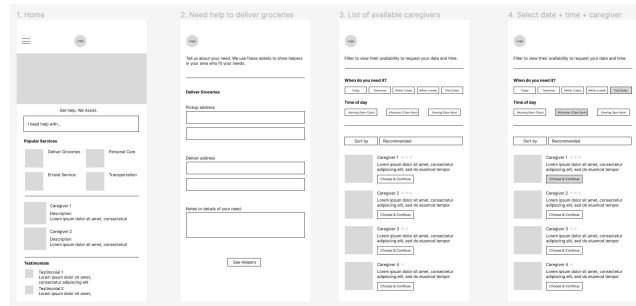
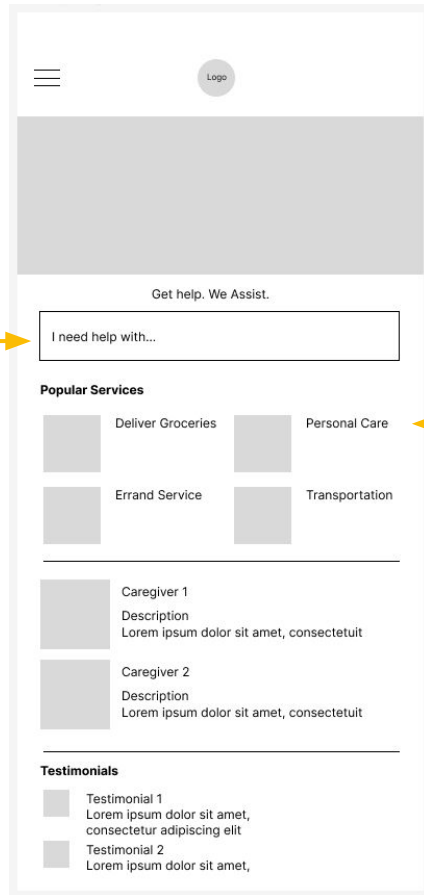
The key screen elements, such as the logo, navigation, search bar, services, provider, testimonials, location, images, etc.



Digital wireframes

Moving from paper to digital wireframes helped me to refine designs and continue addressing user needs. Prioritizing useful information and visual element placement on the homepage was a key part of my strategy.

The 'Search bar' goal is to be easily recognizable and prominently placed.



Services offered above the fold.

Digital wireframes

Using a filter option help users to focus finding the exact information they are looking.

While the item list helps presenting information in a clear and organized manner.

Filter option for booking a service care.

Logo

Filter to view their availability to request your date and time.


When do you need it?

Today Tomorrow Within 3 days Within a week Pick Dates


Time of day

Morning (8am-12pm) Afternoon (12pm-5pm) Evening (5pm-9pm)


Sort by Recommended




Caregiver 1 ★★ ★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Choose & Continue



Caregiver 2 ★★ ★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Choose & Continue



Caregiver 3 ★★ ★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Choose & Continue

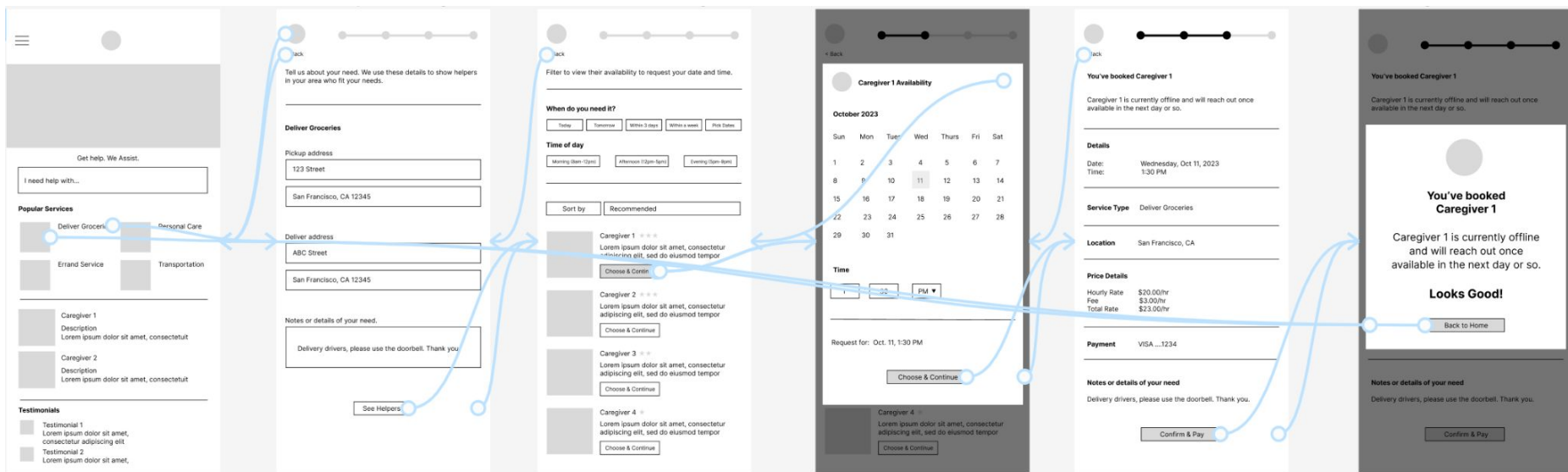


Caregiver 4 ★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Choose & Continue

The caregiver items are using list content placement in a row and left aligned for easy scanning.

Low-fidelity prototype

I connected all of the screens involved in the primary user flow of booking a caregiver provider.



[View the low-fidelity prototype](#)

Usability study: findings

Findings from usability studies helped guide the design to meet users' needs.

Findings

- 1 Participant want the option of e-check or cash as payment.
- 2 Participant want an auto complete informations as they type.
- 3 Participant want complete details verification and social proof.
- 4 Participant want highlighting the available time with a list of the available slots for each day.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability study, I made changes highlighting the available time slots for each day. This showed to users to navigate easily for a specific time and date.

Before usability study

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Caregiver 1 Availability X

October 2023

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Time

1 : 30 PM ▼

Request for: Oct. 11, 1:30 PM

Choose & Continue

Caregiver 4
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Choose & Continue

After usability study

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Filter to view their availability to request your date and time.

Availability X

Wednesday, October 11, 2023

8:00 AM	8:30 AM	9:00 AM	9:30 AM
10:00 AM	10:30 AM	11:00 AM	11:30 AM
1:00 PM	1:30 PM	2:00 PM	2:30 PM
3:00 PM	3:30 PM	4:00 PM	4:30 PM

Request for: Wednesday, October 11, 3:30 PM

Choose & Continue

Choose & Continue

Mockups

Users evaluate trustworthiness by determining how informations are accurate, credible, and professionally designed.

Before usability study

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You've booked Caregiver 1

Caregiver 1 is currently offline and will reach out once available in the next day or so.

Details

Date: Wednesday, Oct 11, 2023
Time: 1:30 PM

Service Type Deliver Groceries

Location San Francisco, CA

Price Details

Hourly Rate	\$20.00/hr
Fee	\$3.00/hr
Total Rate	\$23.00/hr

Payment VISA1234

Notes or details of your need

Delivery drivers, please use the doorbell. Thank you.

Confirm & Pay



After usability study

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You've booked Myk Domz

Myk Domz is currently available today and will reach out within 15-30 minutes.

Booking Details

Confirmation 0123456789

Service Type Deliver Groceries

Date: Wednesday, October 11, 2023
Time: 3:30 PM

Pickup address 123 Street
San Francisco, CA 12345

Delivery Address ABC Street,
San Francisco, CA 12345

Caregiver Name: Myk Domz
5.0 Star - Top-rated caregiver

Price Details

Hourly Rate	\$20.00/hr
Fee	\$3.00/hr
Total Rate	\$23.00/hr

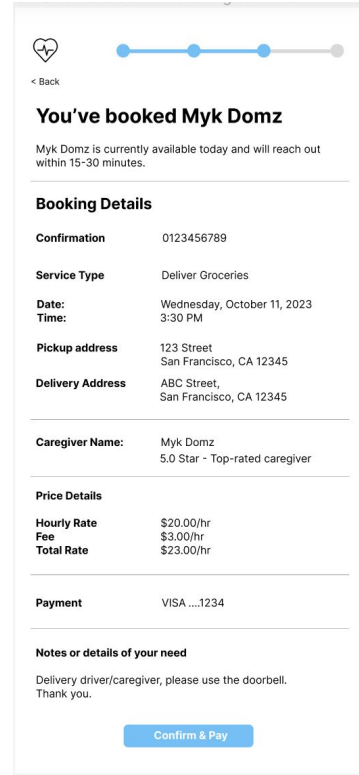
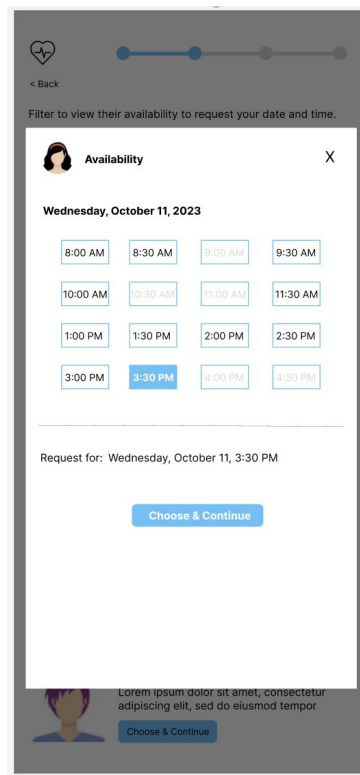
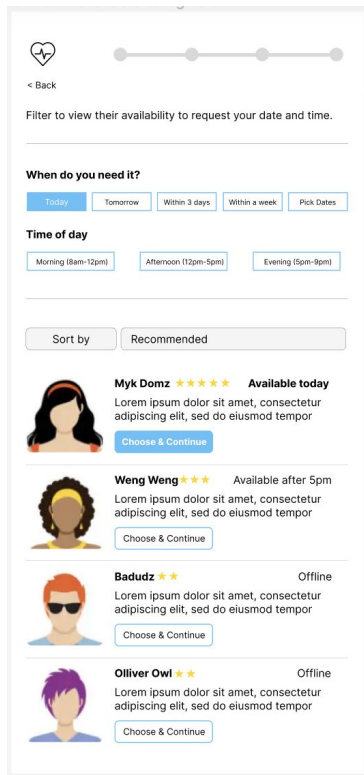
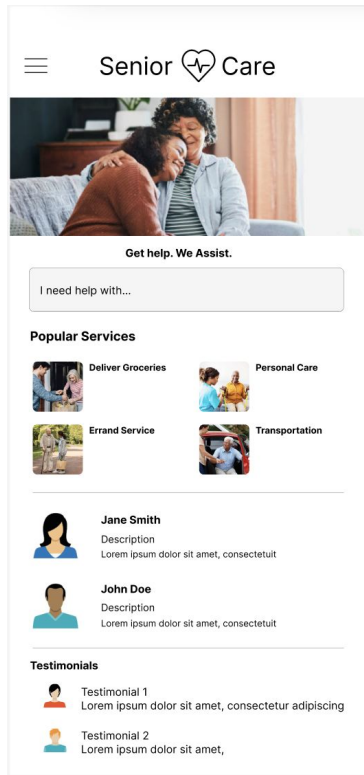
Payment VISA1234

Notes or details of your need

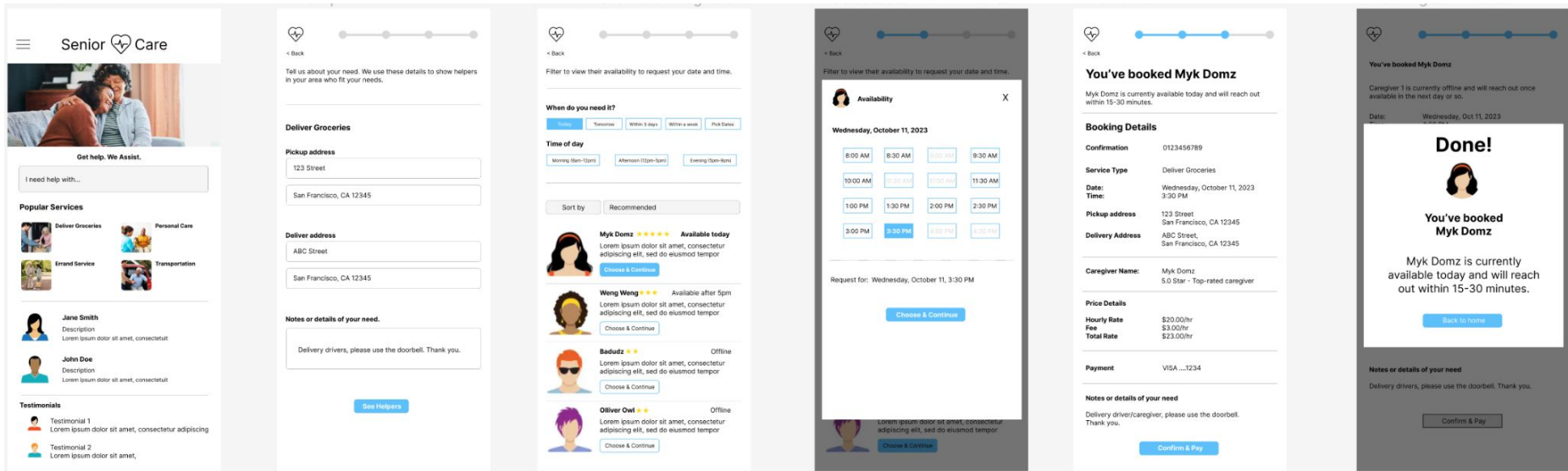
Delivery driver/caregiver, please use the doorbell. Thank you.

Confirm & Pay

Mockups



High-fidelity prototype



[View the high-fidelity prototype](#)

Accessibility considerations

1

Used simple, clean, and white space between items to help scan the page easier.

2

Ensure that all user interface has big and easy-to-see main elements.

3

Arrange the elements in a friendly and logical way.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Participant liked the improved 'Scheduling' which is easier to view, select time, and booking.

“The schedule page is now easy to navigate.”



What I learned:

During my usability study, I learned that everyone provides unique feedback, regardless of background, gender, age, and status. The key to success is creating a user-centered design, which involves users from the early stages of the design process.

Next steps

1

Continue to iterate.
These are my values—evolving, improving, and making the product the best app it can be for everyone.

2

Adhere to accessibility guidelines to ensure that the final product is usable by the widest possible audience, regardless of their background or abilities.

3

Add more participants and don't interfere while interacting with the product.

Let's connect!



Thank you for your time reviewing my work on the Senior Care App.
If you'd like to connect, my contact information is below.

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