

# eFinder

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Deborah Ologundudu

# Project overview



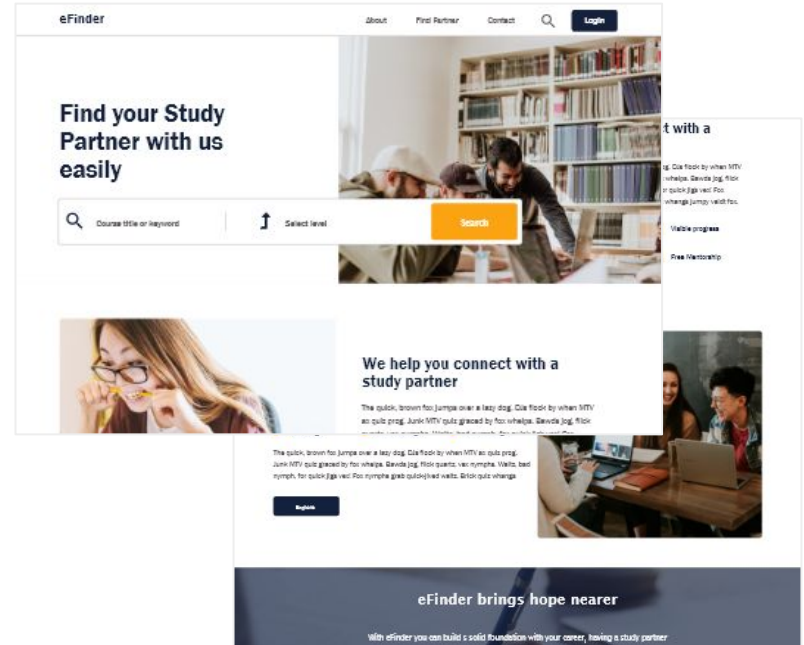
## The product:

eFinder website provides assistance with finding Study partners for an online design school.



## Project duration:

June 2021 to August 2021



# Project overview



## The problem:

The app tries to solve the problems designers have in finding a study partner.



## The goal:

To save time and frustration in trying to find a good study partner

# Project overview



## My role:

UX Researcher, UI Designer



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users are having issues in finding a study partner that fit their needs. However, many designers feels intimidated and confused when interacting with senior designers during a conference or social gathering. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of aiming high.

# User research: pain points

1

## Pain point

Difficulty in finding partner with the same zeal & commitment.

2

## Pain point

Getting a communities where designers is not forthcoming.

3

## Pain point

Meeting up with the standard as a designer is an headache

4

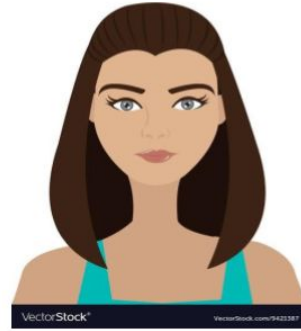
## Pain point

Always distracted when studying alone.

# Persona: Daisy

## Problem statement:

Daisy is a self taught UX Designer who needs to find a committed study partner because She wants to grow to become she wants to gain more knowledge and experience



**Diasy**

**Age:** 23  
**Education:** Bsc. Mathematics  
**Hometown:** Mathematics  
**Family:** Single  
**Occupation:** UX Designer

*"I get worried that i would get matched with someone that would make my effort worthless"*

## Goals

- Gain more knowledge and experience
- Network of friends in my career
- Looking forward to be Senior UX Designer

## Frustrations

- Difficult to find partner with the same zeal & commitment.
- Getting someone that is better than me and not making me feel that we are not the same is rare.

Daisy started her career in Design 2 years ago and have met different designers through friends groups and work connection. She is a self taught designer. She is interested in learning more, but the people in her network are making her effort worthless. She is looking to find someone that she can grow together with.



# User journey map

I created a user journey map of Daisy's experience using the site to help identify possible pain points and improvement opportunities.

## Persona: Daisy

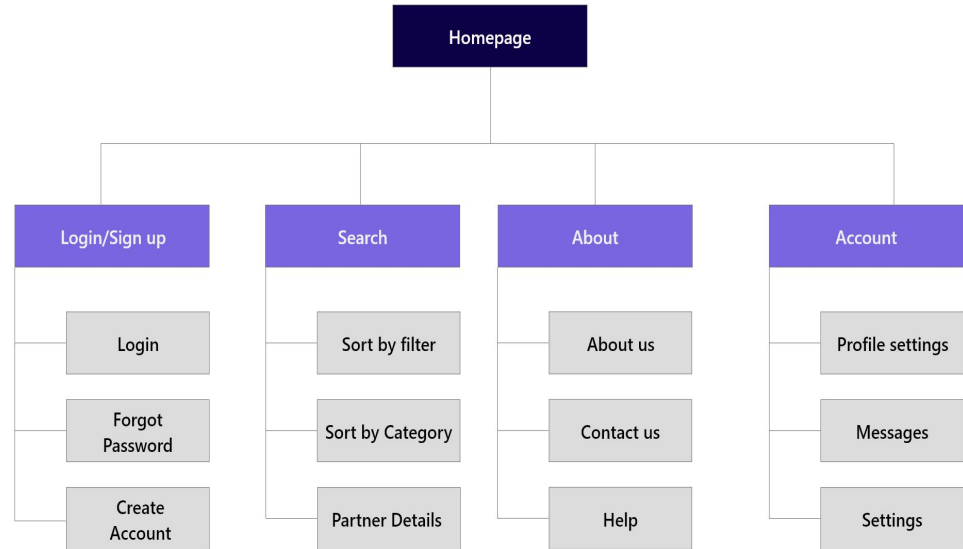
Goal: Find study partner for a online design course

ACTION	Sign up and create a new account	Log-in to an existing account	Complete your profile page	Browse list of potential study partner	Select study partner	Accept or decline study partner requests
TASK LIST	Tasks A. Visit website B. Fill the sign up form to create an account C. Submit form by clicking the <b>SIGN UP</b> button	Tasks A. Fill in the form with your email and password B. Click the <b>LOGIN</b> button to login	Tasks A. Enter your details in the fields provided B. Click <b>SAVE</b> to save your details	Tasks A. Browse study partner B. Sort partners by job title C. Search for specific areas of design	Tasks A. View partners details B. Click on continue to select partner	Tasks A. Accept study partner by clicking <b>ACCEPT</b> button B. Reject study partner by clicking <b>DECLINE</b> button
FEELING ADJECTIVE	Anticipation	Excited	Impatient	Unsure	Excited	Curious/Expectant
IMPROVEMENT OPPORTUNITIES	Add options to create account using social media account	<ul style="list-style-type: none"><li>• Add remember me options for users for login less frequently</li><li>• Add options for users to login using their social media</li></ul>	Only include necessary details	Sort by using multiple filters at on	Show number of likes	Have an option to cancel accepted requests



# Sitemap

[My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.]



# Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

Image of paper wireframes

# Paper wireframe screen size variation(s)

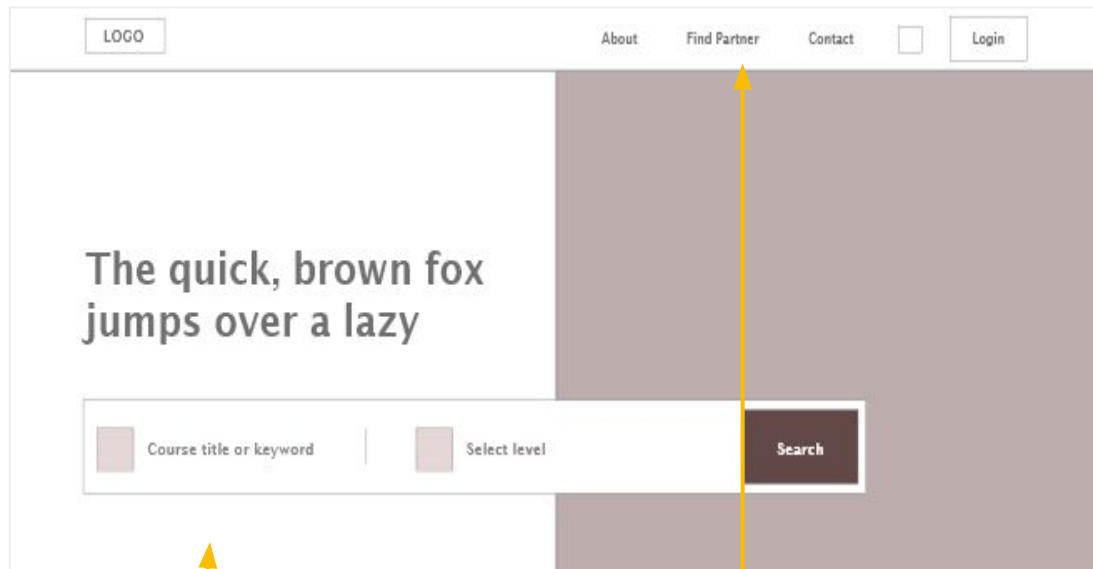
Because eFinder users access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

Image of paper  
wireframe  
screen size  
variation(s)

# Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the design could help address user pain points and improve the user experience.

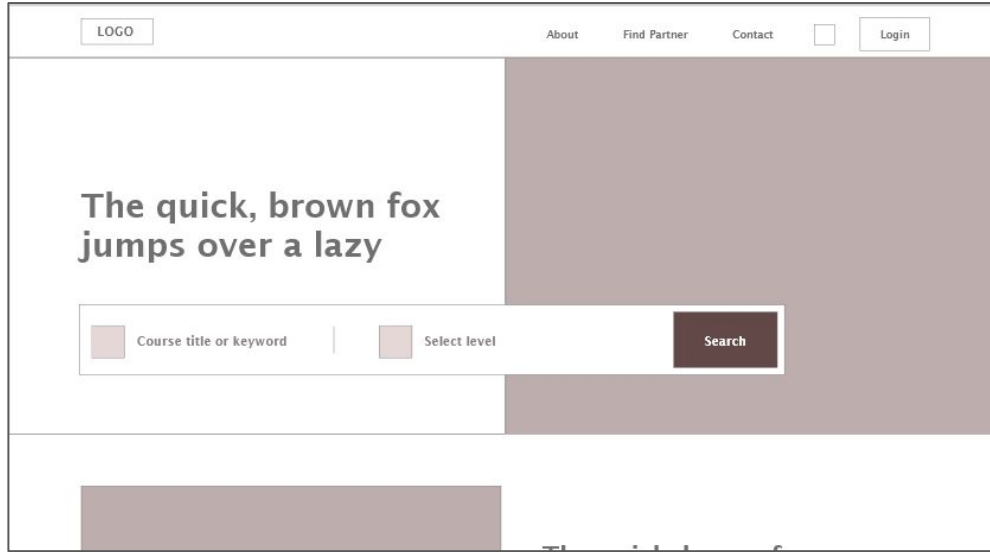
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Homepage is optimized for easy browsing and educating the users on how to get started

Easy access to find a partner

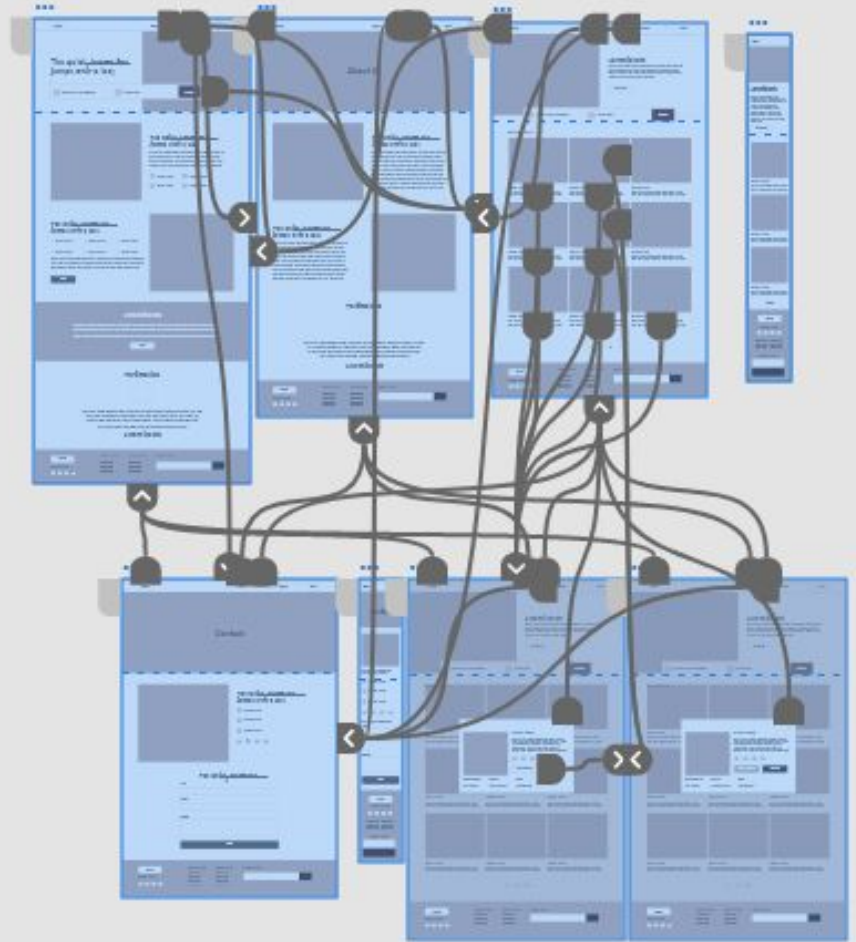
# Digital wireframe screen size variation(s)



# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of searching for a study partner to sending a request.

View [eFinder low-fidelity prototype](#)





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Study Partner

Users weren't able to see more information about the partner they are choosing.

2

## Messaging

There is no means of communicating with potential partner before sending the request

3

## Notification

I need to be notified if my request for a partner is granted.

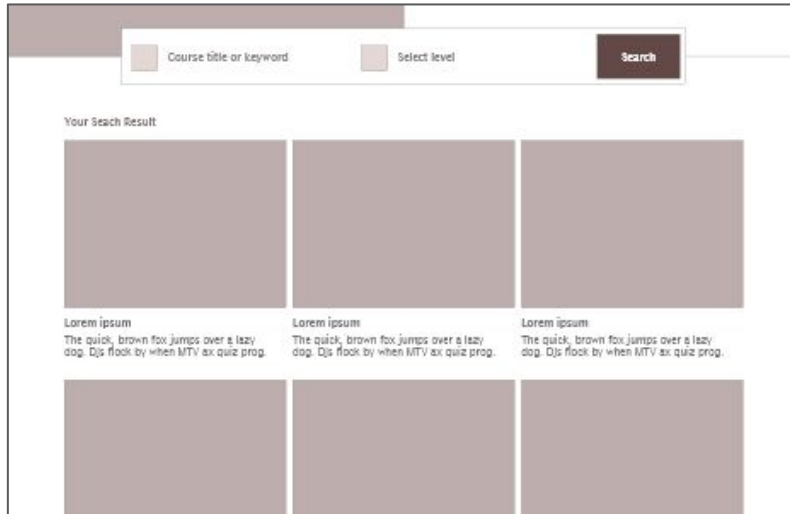
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

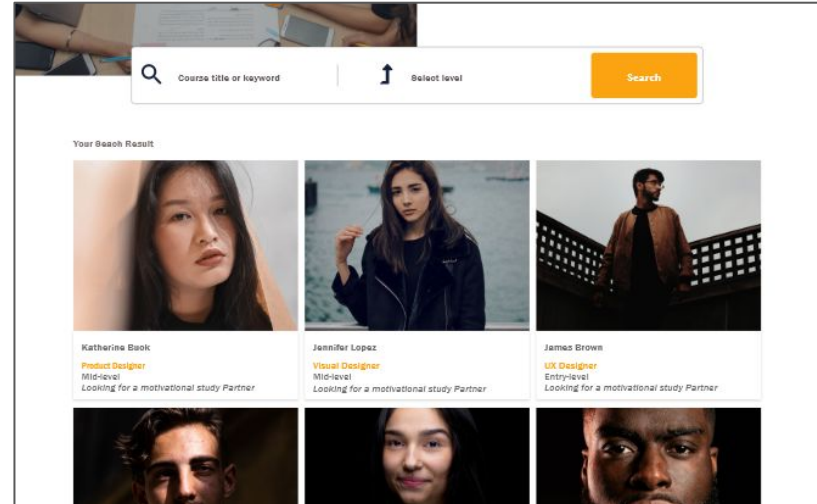
# Mockups

To allow users to see the information about their potential partners, I added a little bio to the partners avatar.

Before usability study



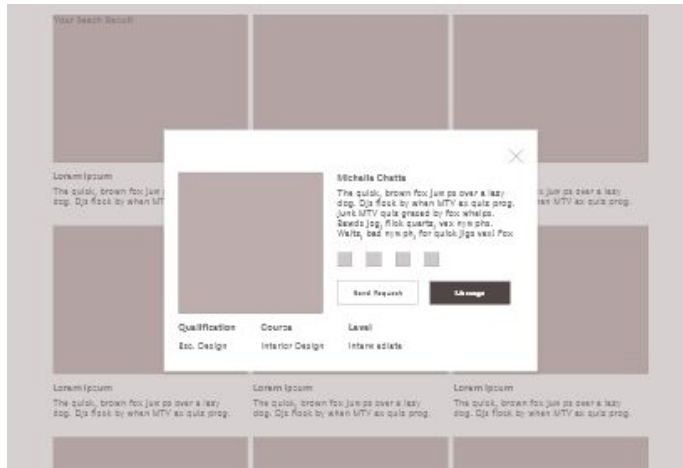
After usability study



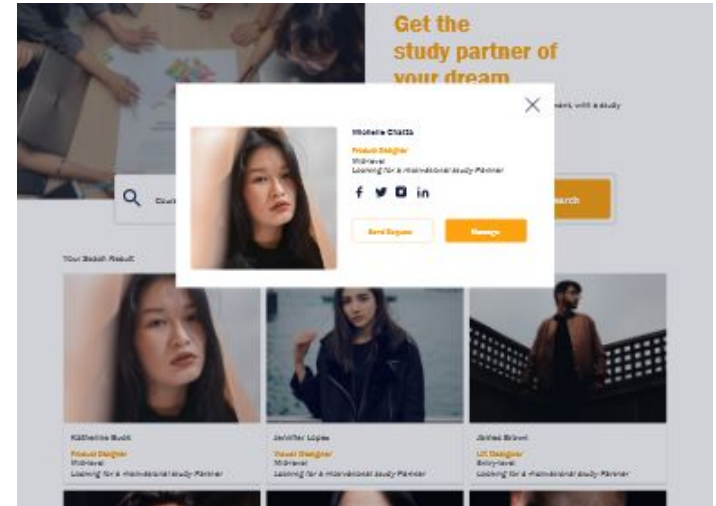
# Mockups

Based on the insights from the usability testing, I made changes to improve the site's partner request flow. One of the changes I made was adding the option to cancel sent request. I also added their social media handles.

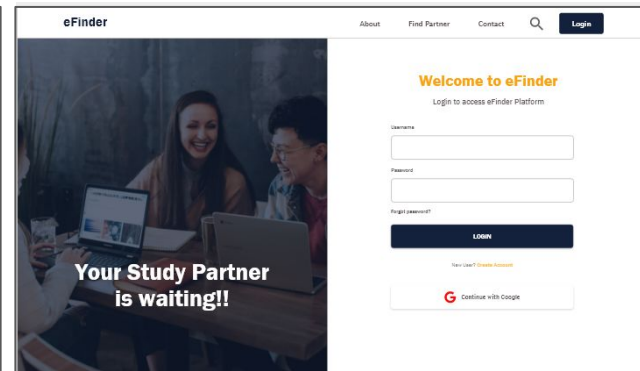
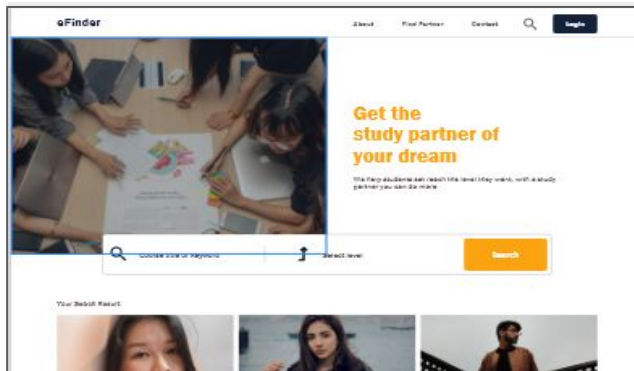
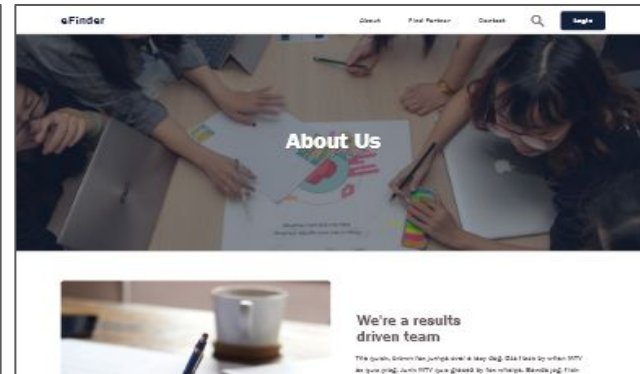
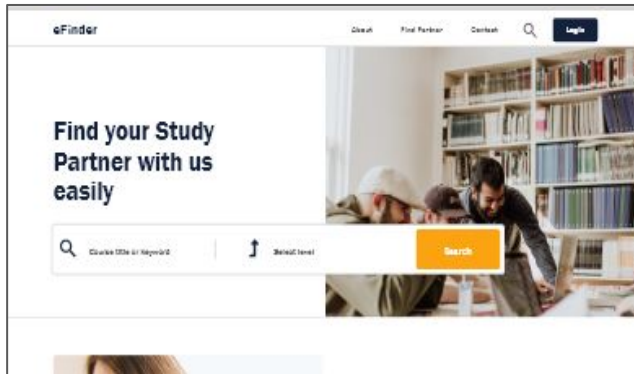
Before usability study



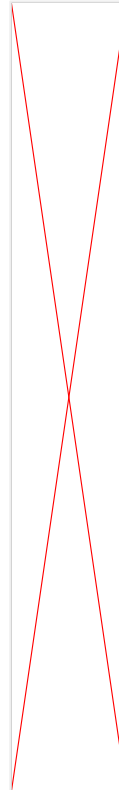
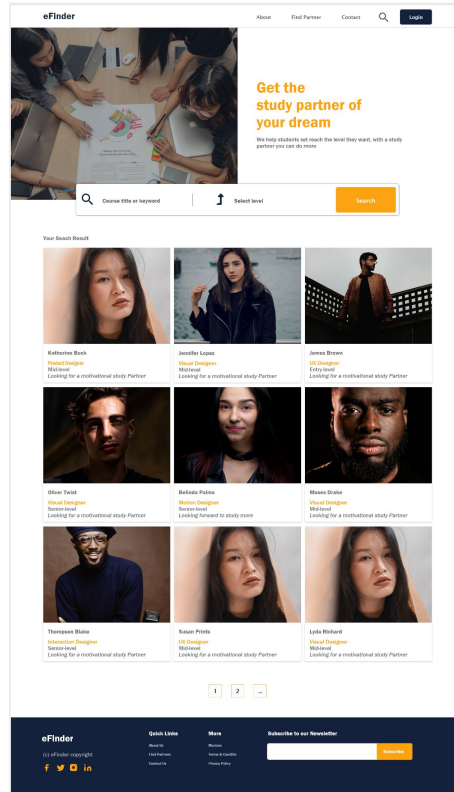
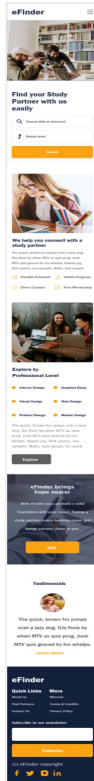
After usability study



# Mockups: Original screen size



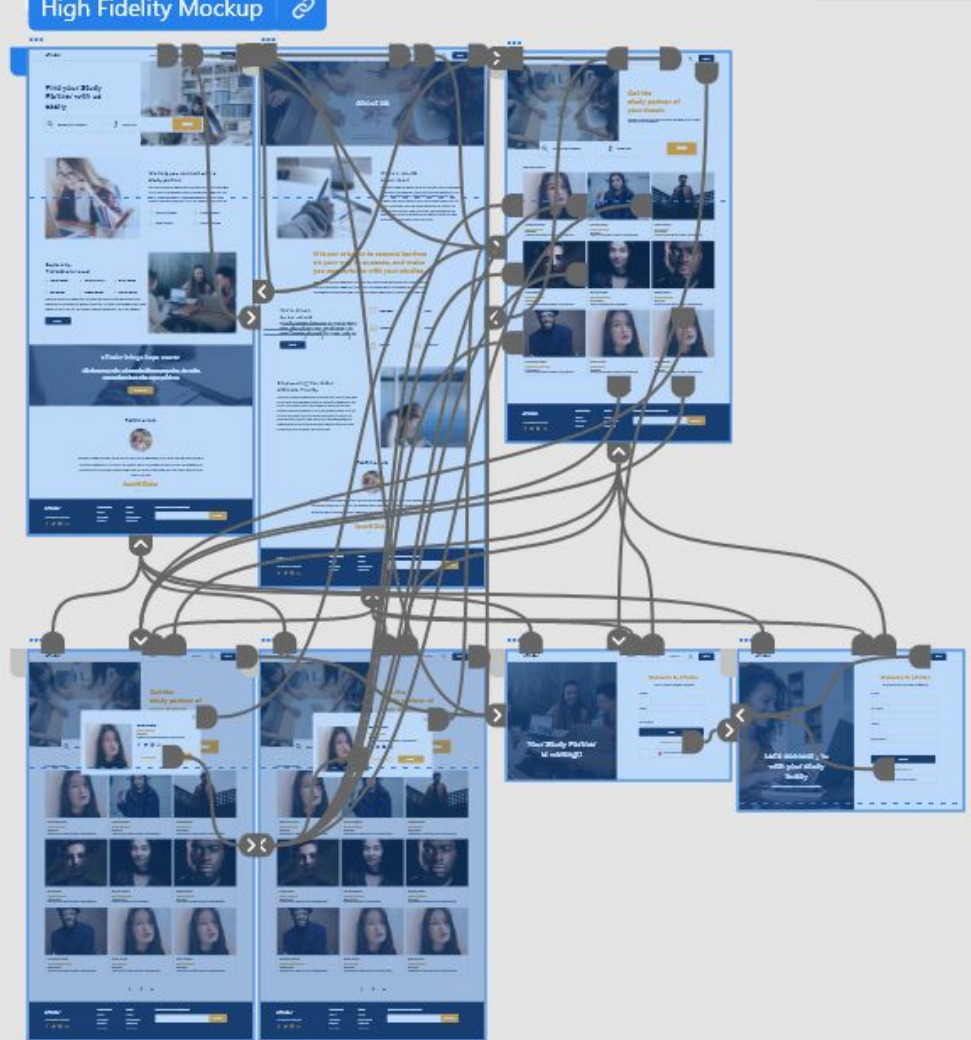
# Mockups: Screen size variations



# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View [eFinder high-fidelity prototype](#)





# Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I designed the site with alt text available on each page for smooth screen reader access

3

I used landmarks to help users navigate the site, including users who rely on assistive technologies

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, straight forward and demonstrated a clear visual hierarchy.



## What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

# Next steps

1

Conduct follow-up usability testing on the new website.

2

Identify any additional areas of need and ideate on new features

# Let's connect!



Thank you for reviewing my work on the eFinder website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: [dhebbieu@gmail.com](mailto:dhebbieu@gmail.com)

Website: [debeebblack.netlify.app](http://debeebblack.netlify.app)