Kith&Kin Medium Fidelity Prototype

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Overview

Problem

Parents face isolation and feel overwhelmed as they begin to raise children, leading to detrimental mental and physical health effects.

Solution

Provide parents greater access to in person community: guidance, empathy, and shared experience improves parent and child health.

Values in Design

01

Health and Wellness

Visual aesthetic; Content promoting wellness events

02

Inclusion

Filter options including age, language, background, and location radius

03

Safety

Community guidelines; background checks; moderation

04

Human Connection

Multiple avenues of connection including private messaging, community boards, and public events
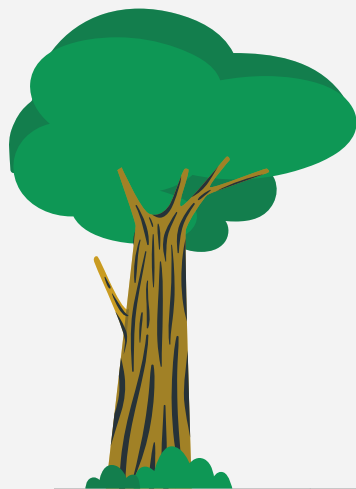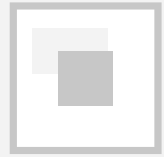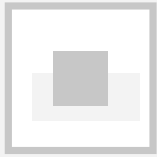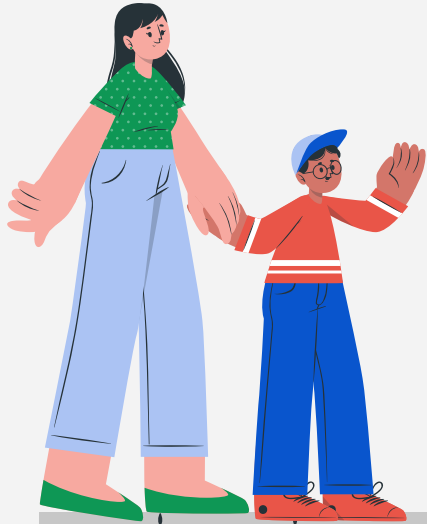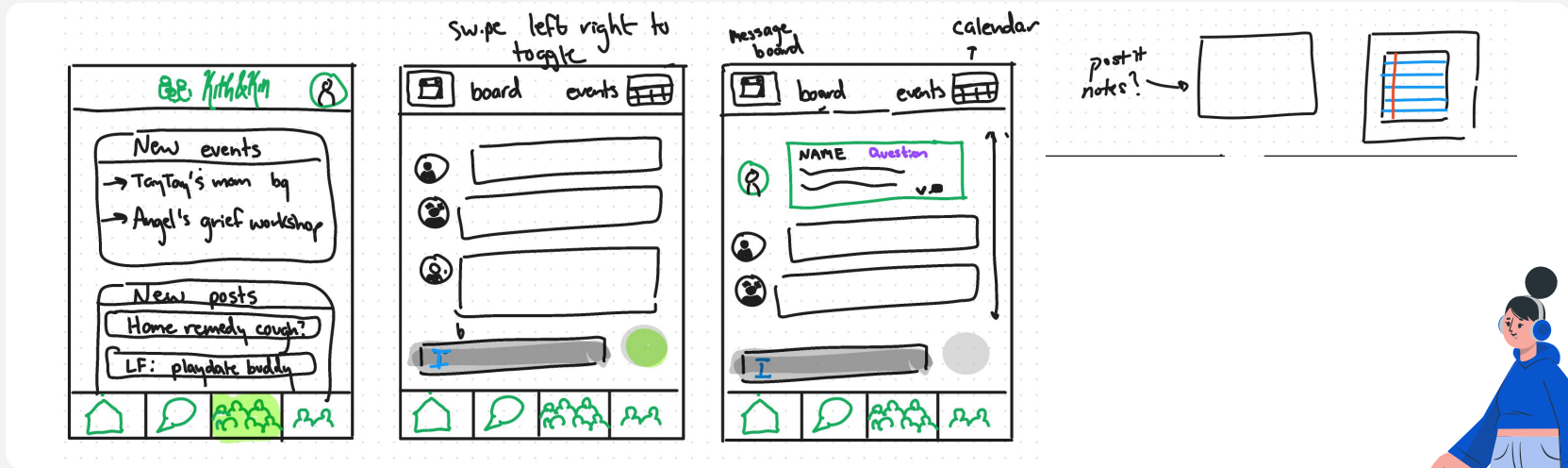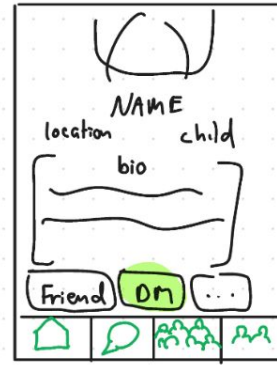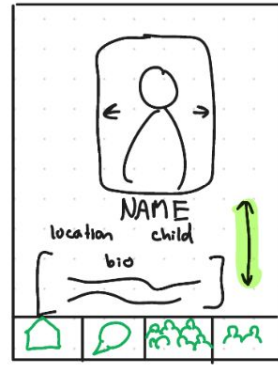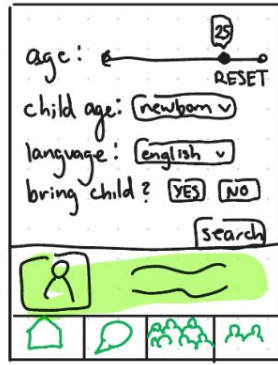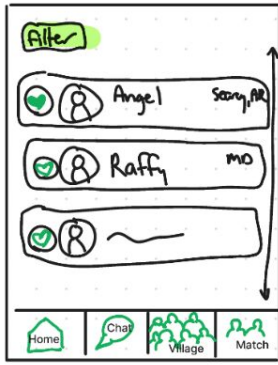
01

Tasks

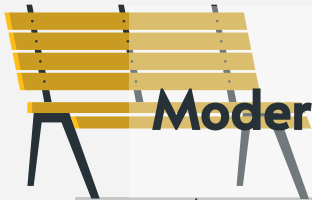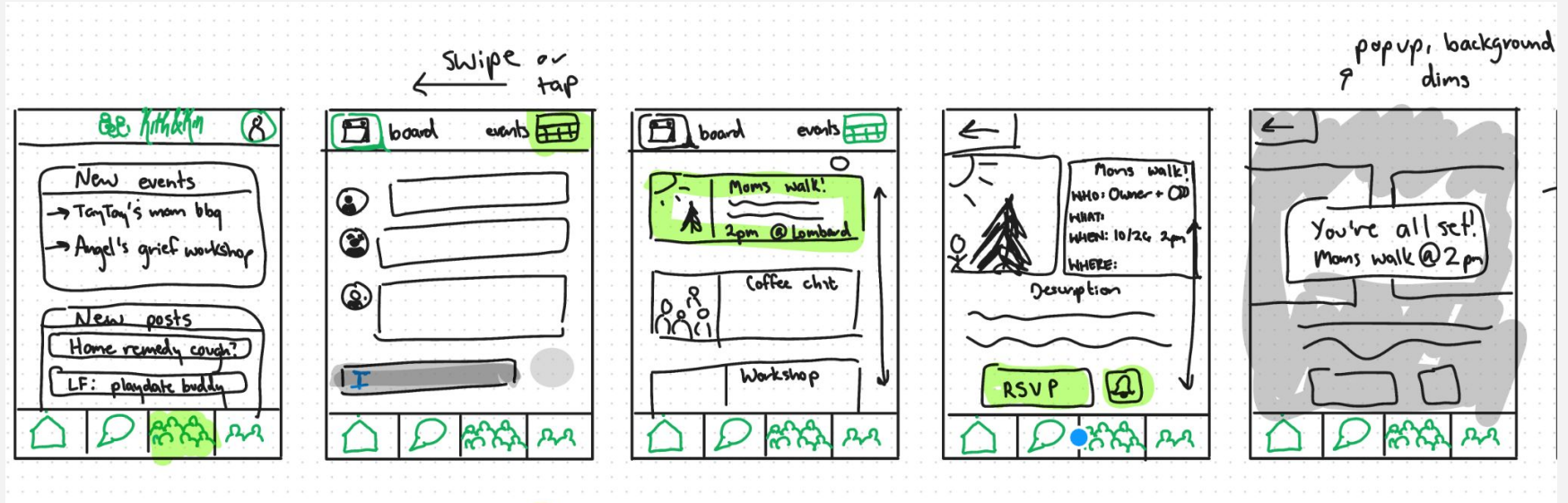Prototype slides and flow

Simple Task: Ask a question on a community board.

Moderate Task: Find and connect with a parent by sending a DM.

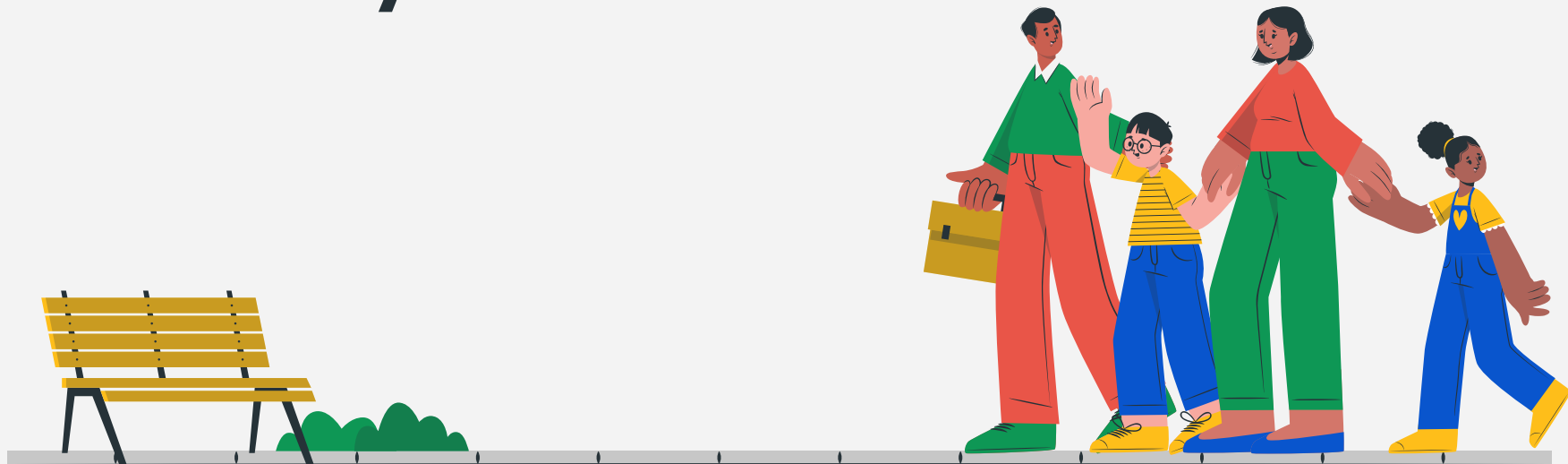**Complex Task: Search for and RSVP to an event nearby.**

02

Usability Goals + Measurements

Usability Goals/Measurements

Goals

We want our app to be...

- Easy to navigate
- A positive experience for the user

Measurements

We will measure our success by...

- Asking users to rate on a scale of 1-5 UI intuitiveness and timing test duration
- Gathering qualitative feedback following the test

Product Progress

Goals -> Progress

- Easy to navigate -> created intuitive icons such as for chatting and labeled the top of the pages as "Events" and "Connect" to clarify the purpose of icons further. Consistent color and symbols meaning.

- A positive experience for the user -> pleasing & minimalist aesthetic. Features such as connecting with other parents, gathering as a community, and posting difficult questions create a sense of community and ease of burden from parenting alone with doubts and fear.

03

Revised Sketches
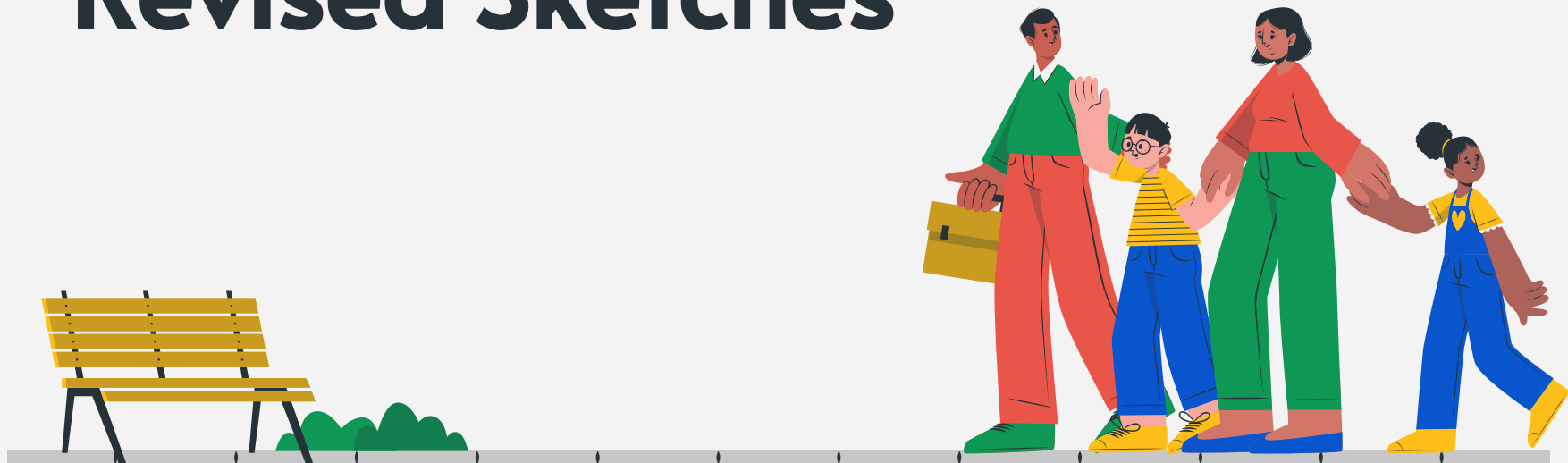
Navigation Bar

Rationale

Low-fi testing revealed the icons on the nav bar were not intuitive as users struggled to locate "Events", and interpret "Village" vs "Match"

Usability Progression

Providing a navbar link to the events page and distinguishing between village and match by renaming them communities and connect makes the app easier to navigate
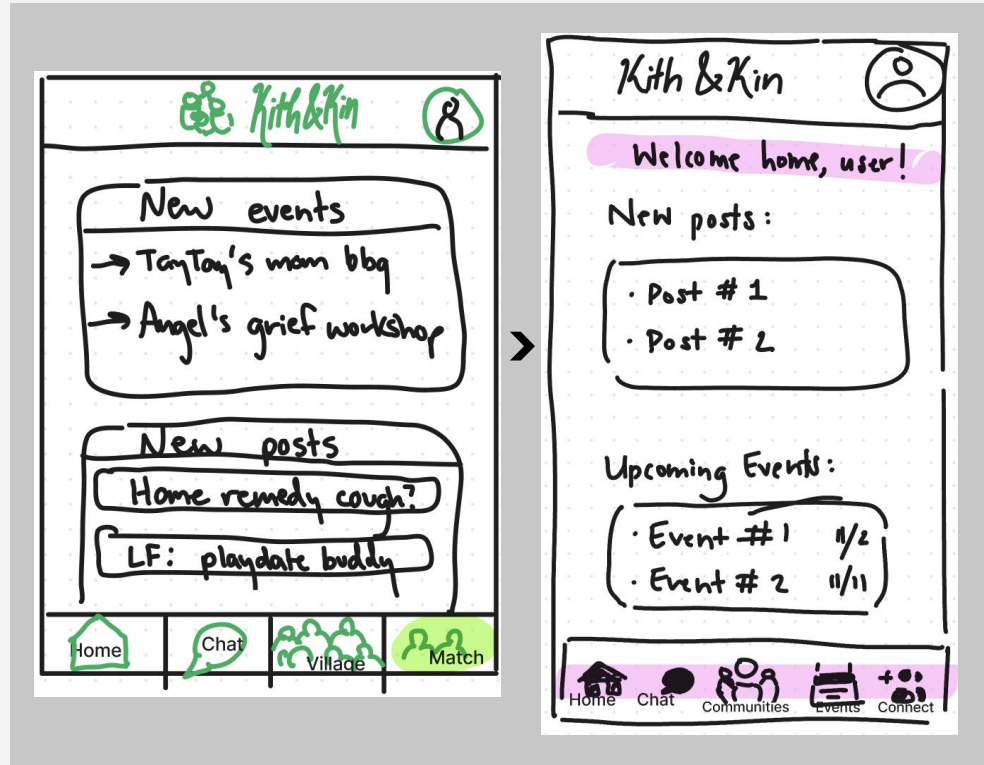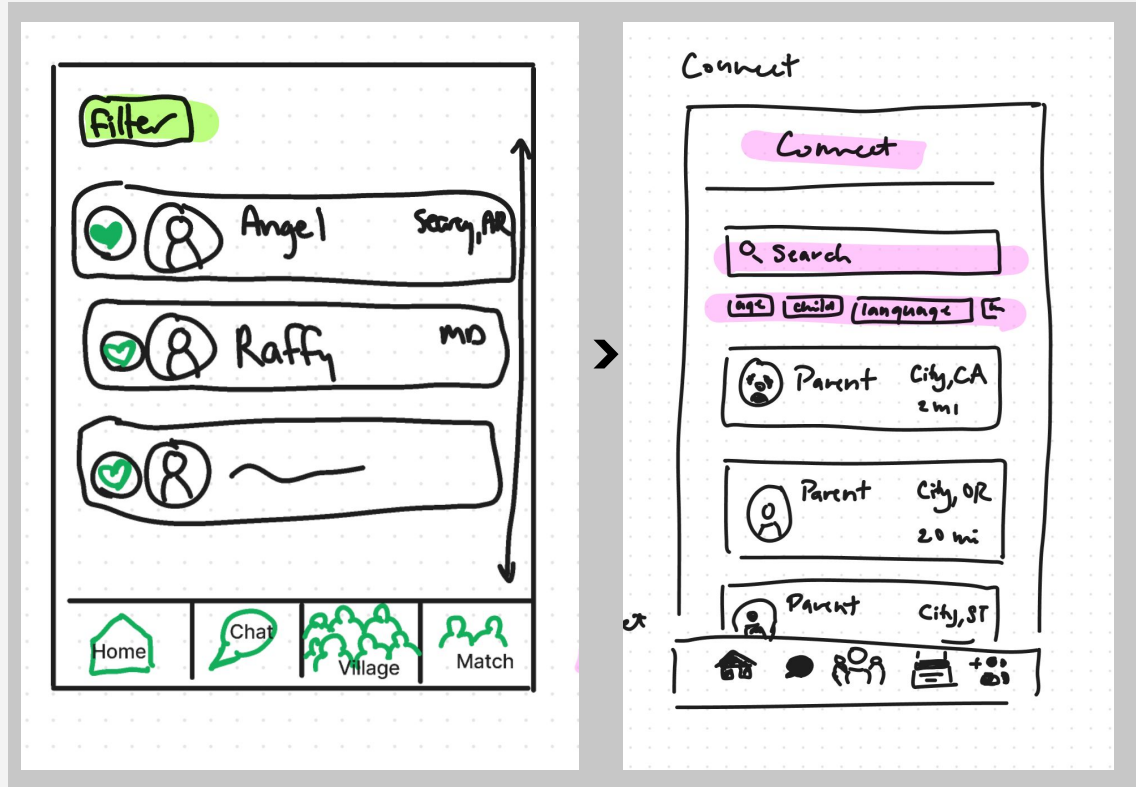
Filter and Search

Rationale

The heuristics we learned regarding user freedom suggested that users should have the ability to find and filter through other parents and messages more efficiently.

Usability Progression

By allowing for a much quicker way to find a recent message or a particular demographic, we make the app more easy to navigate.

In-app calendar

Rationale

It was mentioned during user testing that there was no clear way to find all of the events a user had RSVP'd to, and that a calendar could help keep track.
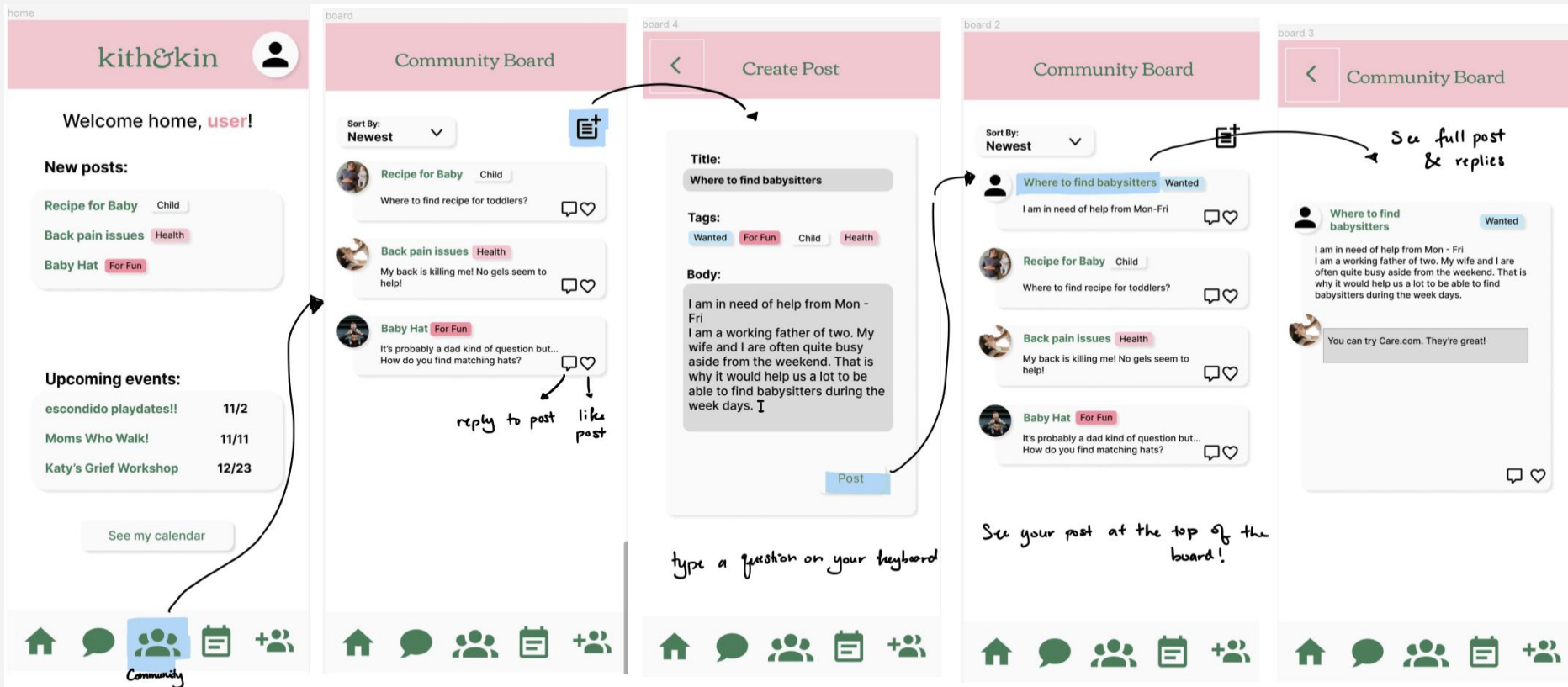
Usability Progression

We believe that having access to all of the events you're looking forward to in one place will make for a more positive experience, as it can reduce the likelihood of missing out on a connection.
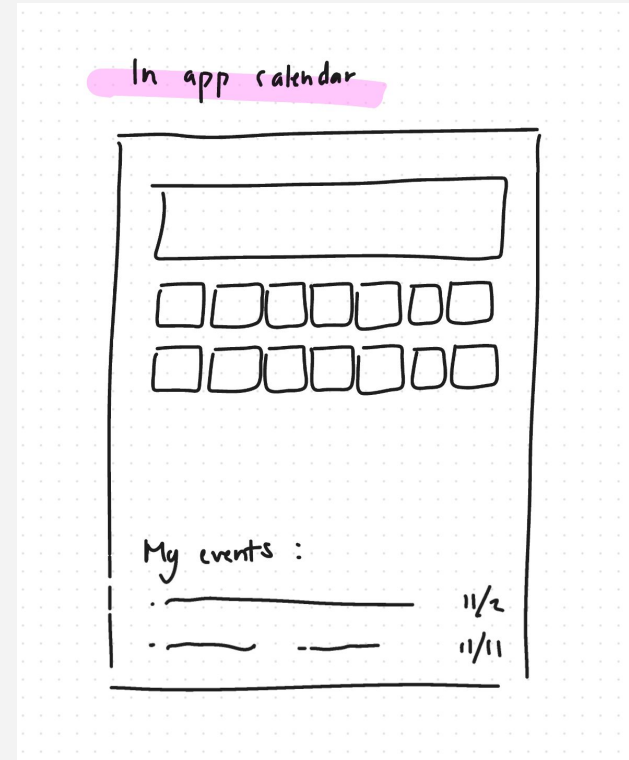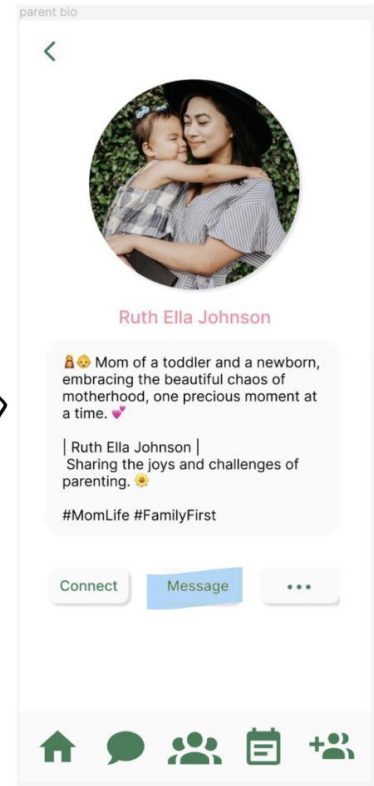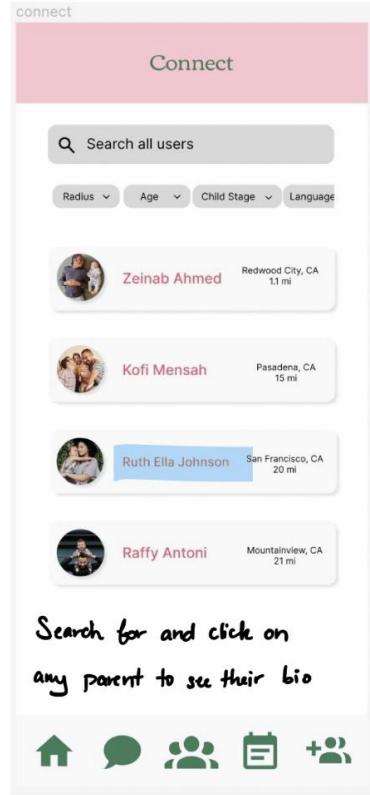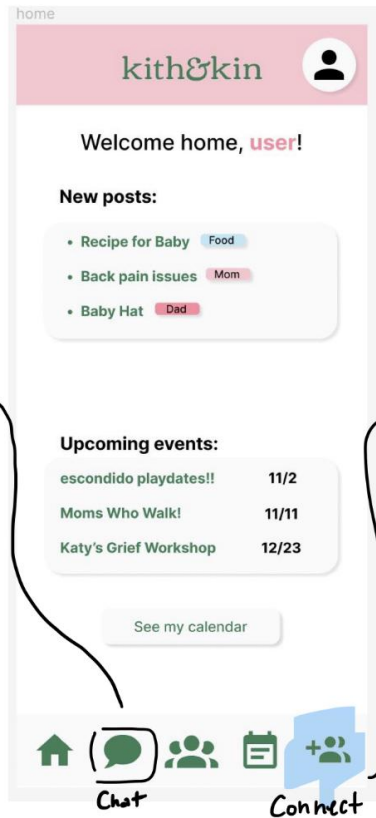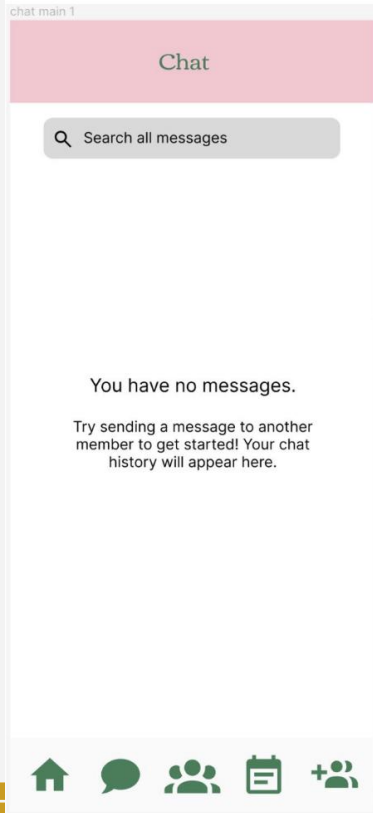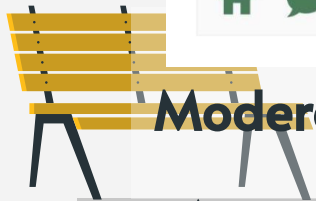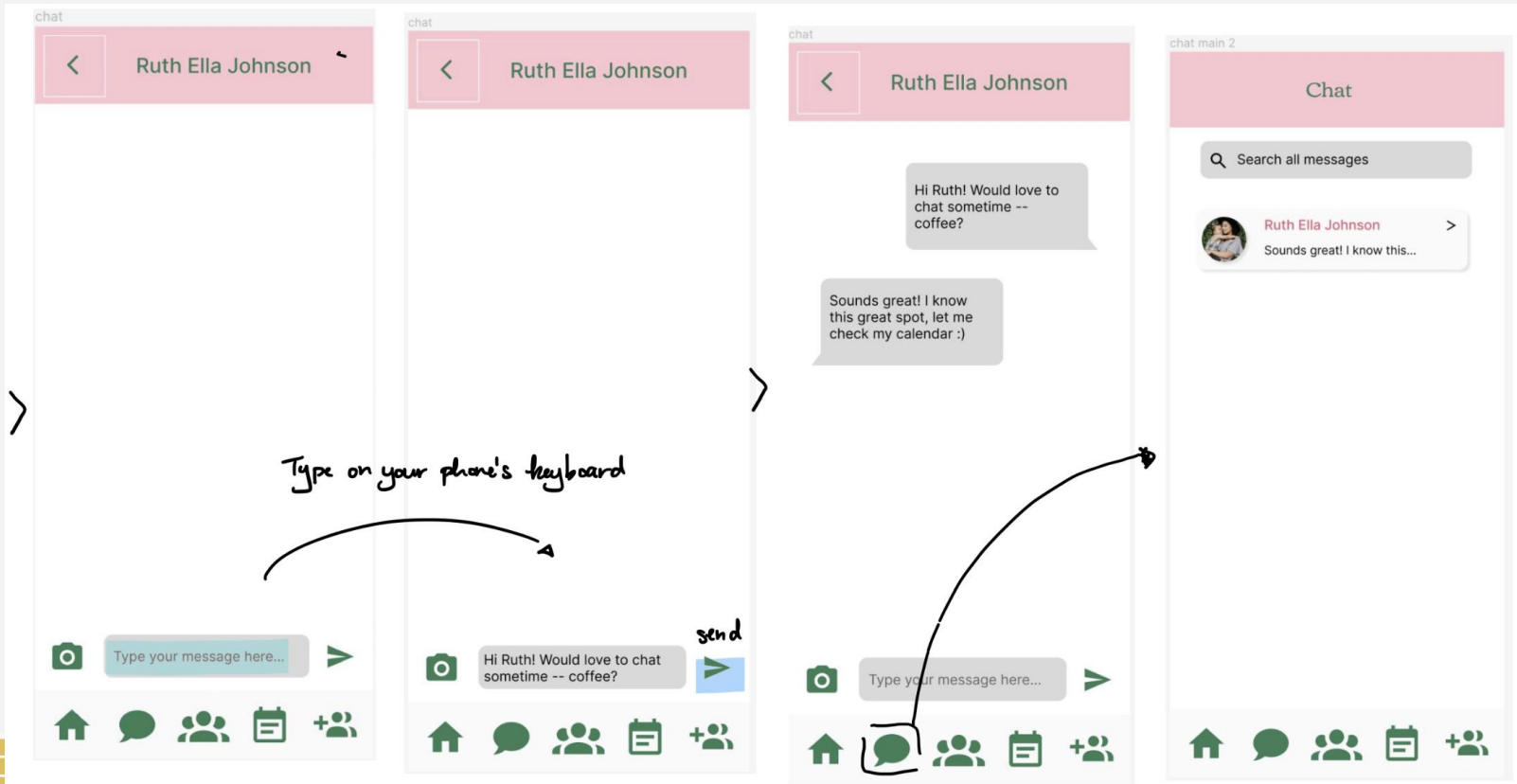
04

Medium Fi Task Flows

Simple Task: Ask a question on a community board.

Moderate Task: Find and connect with a parent by sending a DM.
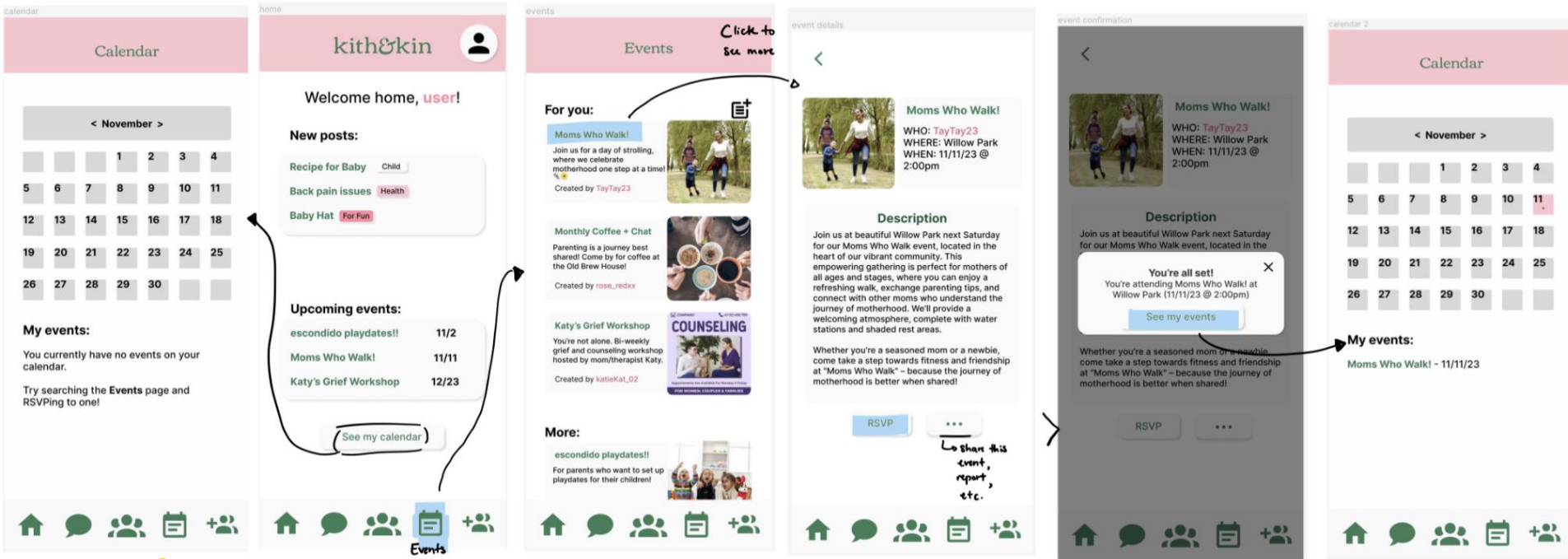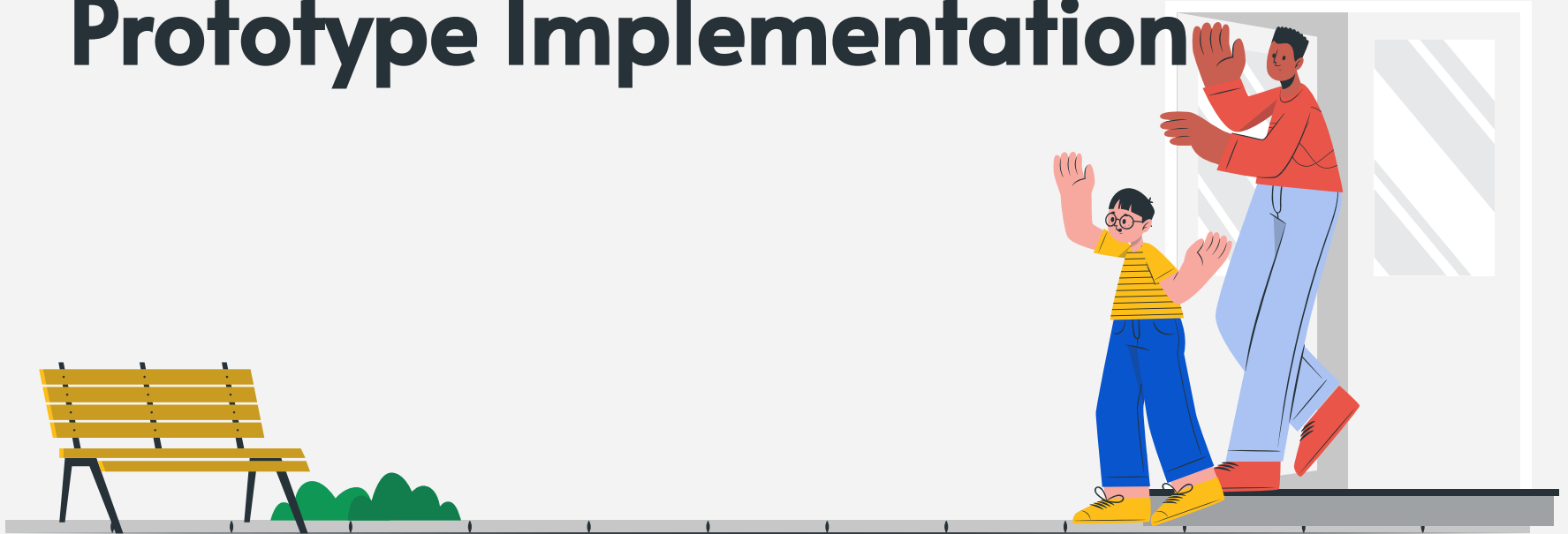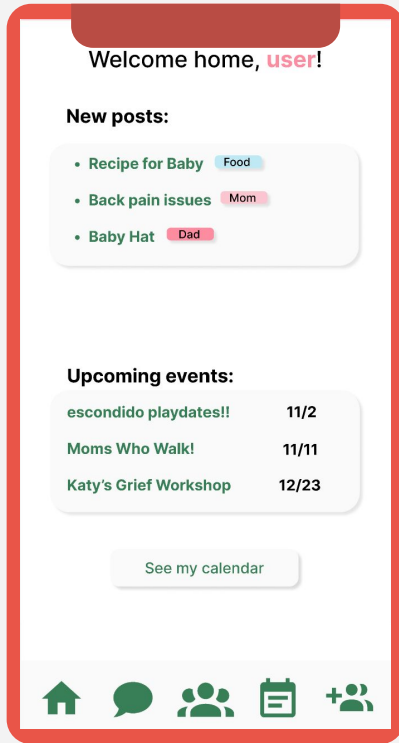
Moderate Task: Find and connect with a parent by sending a DM.

Complex Task: Search for and RSVP to an event nearby.

05

Prototype Implementation

Mobile mockup

Welcome home, **user**!

New posts:

- Recipe for Baby `Food`
- Back pain issues `Mom`
- Baby Hat `Dad`

Upcoming events:

escondido playdates!!	11/2
Moms Who Walk!	11/11
Katy's Grief Workshop	12/23

See my calendar

Tools

We used **Figma** to build our prototype. It was **intuitive**, collaborative, and easy to create identical components across multiple frames of the app. However, **interaction complexity** and sophistication isn't that robust.

Limitations

We were unable to show **true interaction** between different users as this is a prototype without real online servers. Further, **blocking and moderation features** can't be implemented for the same reasons.
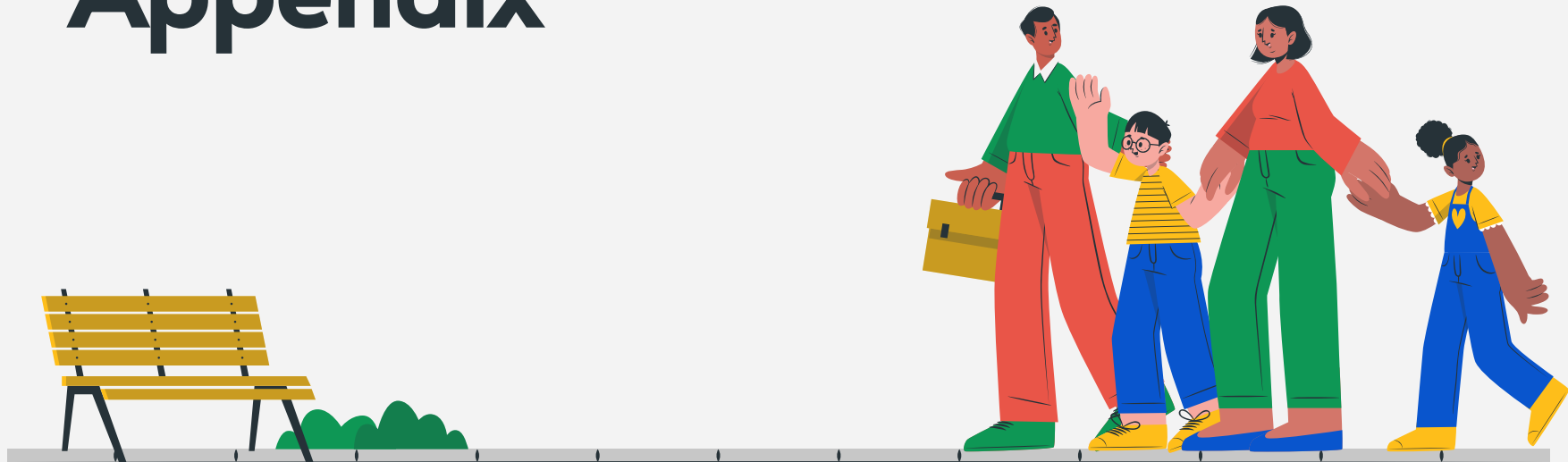
Hard-coded features

The following features were hardcoded for the prototype:

- Choosing a parent to message
- Sending a message and its contents
- Choosing an event to RSVP to
- The most recent events are static

Appendix

Prototype Link

Additional Changes & Features

Icon consistency/clarity