

SettleEase App

Moni

Project overview



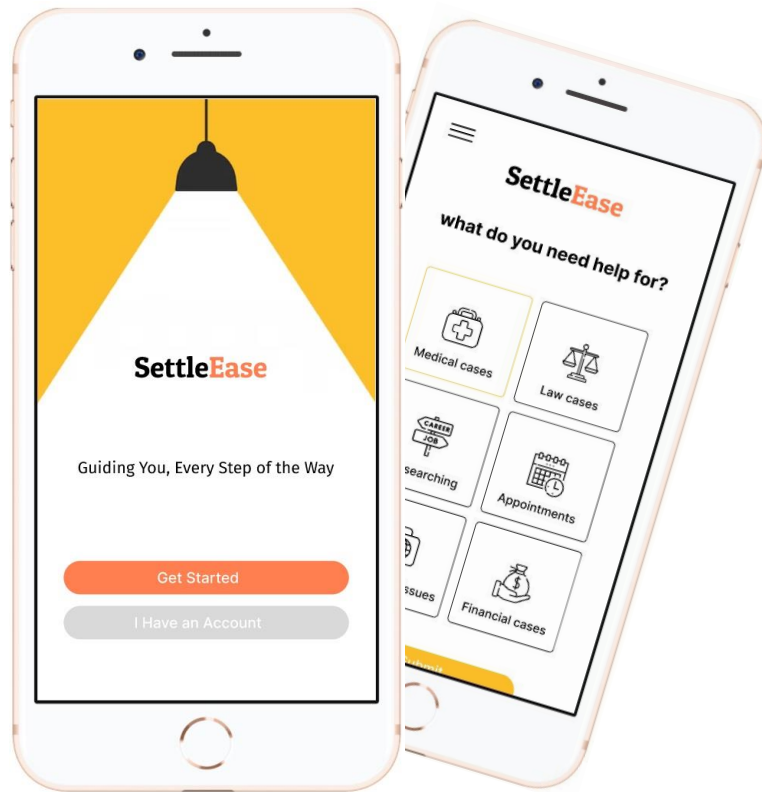
The product:

The SettleEase app is an online platform designed to assist newcomers in a foreign country in finding mentors who can provide guidance and support for a variety of tasks, including legal matters, medical concerns, language learning, and more. This app is dedicated to helping newcomers navigate these challenges with peace of mind.



Project duration:

July 2023 – October 2023



Project overview



The problem:

Newcomers to a foreign country often face challenges due to a lack of information or understanding of local processes and services.



The goal:

To help newcomers integrate smoothly into their new environment, reducing the stress and uncertainties associated with the process which happens through ensuring that newcomers are matched with suitable mentors who can offer practical advice and support.

Project overview



My role:

UX designer, designing the SettleEase app for connecting newcomers to mentors.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies. Accounting for accessibility and irritating on designs.

Understanding the user

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

User research: summary



I conducted interviews and developed empathy maps to gain insights into the users I'm designing for and their needs. During my research, a primary user group emerged – individuals seeking assistance with various tasks. This user group validated our initial assumptions about SettleEase users. Subsequent research unveiled additional user needs, prompting me to iteratively adapt the design by incorporating new features and making necessary adjustments based on these insights.

User research: pain points

1

Options

Establishing a system for gathering and presenting feedback and ratings for mentors is crucial for upholding quality, and this app offers this feature to cultivate trust among users.

2

Options

Ensuring precise matches when pairing newcomers with mentors based on their individual needs, skills, and geographical location can be a complex task. This app has addressed this complexity by incorporating a range of task-specific options to enhance the matching process.

3

Special feature

The capability to engage in pre-appointment conversations with mentors is a unique feature not commonly found in comparable applications.

Persona: Mona

Problem statement:

Mona is a university student who has recently immigrated to a new country and wants to find support to help her overcome different administrative tasks.



Mona

Age: 25

Education: Master Student

Hometown: Bonn

Family: Single

Occupation: Student Job

"I know it won't be easy, but I'm here to make the most of this opportunity. I just need a little help and guidance to find my way in this new country and succeed in my studies."

Goals

- In need of guidance and support to overcome the challenges she faces.
- Seeking assistance with improving her language skills, understanding the academic requirements, and adapting to the new culture.

Frustrations

- Dealing with immigration paperwork, university enrollment, and other administrative tasks in a new country can be overwhelming and frustrating, especially if there are language barriers or complex processes involved.

Mona is resilient and determined. She's open to learning and adapting to her new environment but can sometimes feel overwhelmed by the changes. She is friendly and values community and connection, and she appreciates when people are patient and understanding of her unique situation.

Mona is determined to succeed academically and secure a degree in Economics. Her long-term goal is to help her family achieve financial stability and improve their quality of life in their new home. She also wants to build a strong support network and make friends from diverse backgrounds.

User journey map

Persona: Mona

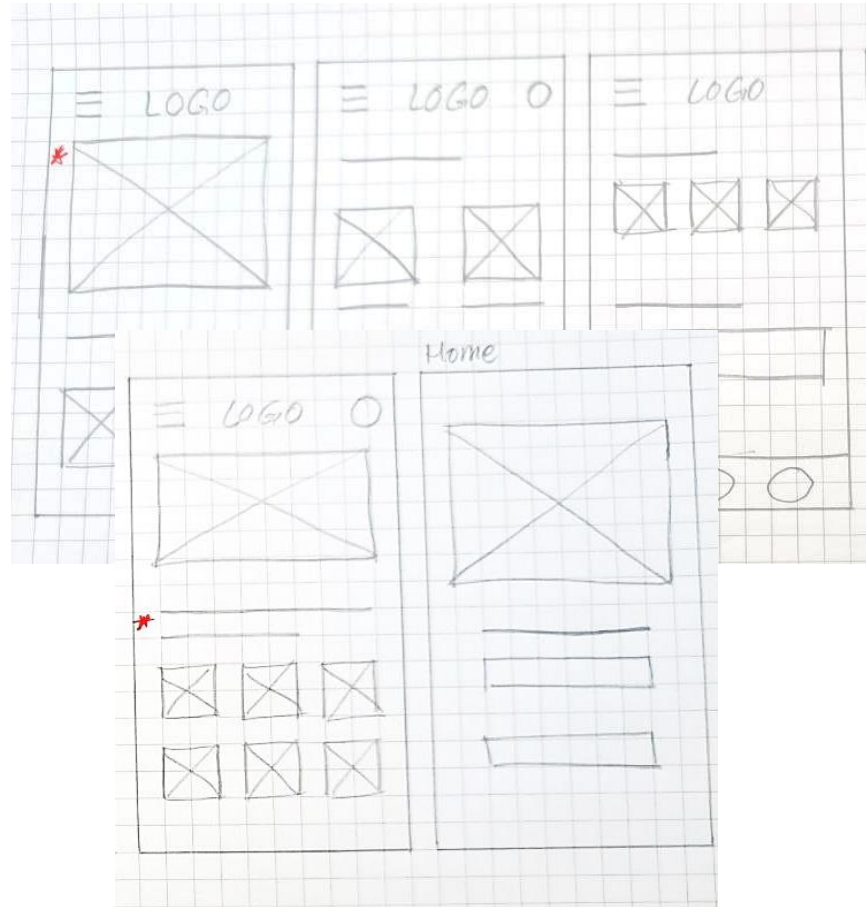
Goal: Find a good bank and try to open a bank account in new country

Mona's journey map illustrates the ease or difficulty of finding a bank and opening a bank account in new country.

ACTION	Finding the Bank	Getting ready	Going to the bank	Opening the account
TASK LIST	<ul style="list-style-type: none">A. Ask other students and search in webB. Research local banks and their account options	<ul style="list-style-type: none">A. Visit the chosen bank's website to book an appointmentB. Prepare a list of questions and concerns to discuss during the appointment	<ul style="list-style-type: none">A. Arrive at the bank on time for the scheduled meetingB. Present identification and requested documents to the bank representative.	<ul style="list-style-type: none">A. Discuss different account options and choose the most suitable oneB. Opening the account and deposit money into her account
FEELING ADJECTIVE	<ul style="list-style-type: none">• Satisfied with finding the bank• Overwhelmed with too many unfamiliar information	<ul style="list-style-type: none">• Pleased about making an appointment successfully• Anxious if there is someone in the bank to explain everything to her	<ul style="list-style-type: none">• Happy to reach the bank on time• Worried about the correctness of the documents	<ul style="list-style-type: none">• Confident about finishing the process• Occasionally confused about some terms and conditions
IMPROVEMENT OPPORTUNITIES	Provide easily accessible online resources comparing local banks and their offerings	Provide a sample list of frequently asked questions for first-time bank account holders and offering multilingual customer service	Simplify the account setup process by offering clear step-by-step guidance. Provide multilingual staff or translation services for better communication.	Ensure clear explanations of banking fees and charges on the bank's website.

Paper wireframes

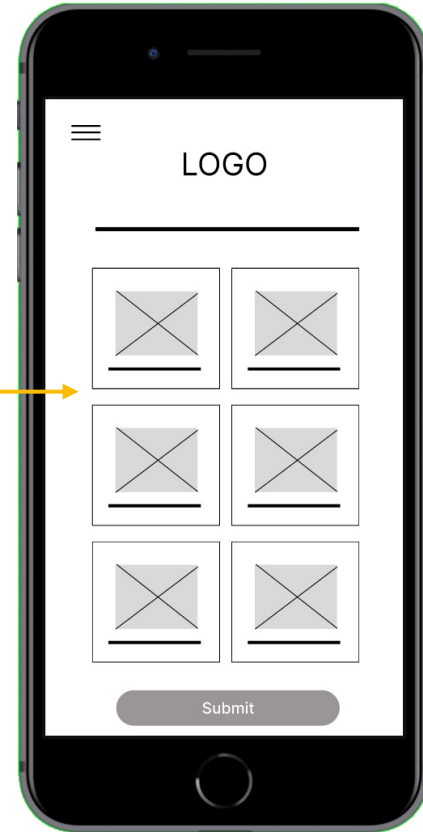
Quickly sketching and iterating on screen layouts allowed me to visualize and refine the structure and content of digital interfaces before moving to digital wireframes. When designing the home screen, my main focus was a smooth flow to choose a category, aiming to provide users with a fast and effortless experience that would save them valuable time.



Digital wireframes

After doing the user research I designed the home screen based on the users need. Easy navigation was a key user need to address in the design in addition to equipping the app to work with assistive technologies.

Here the users can easily select different categories

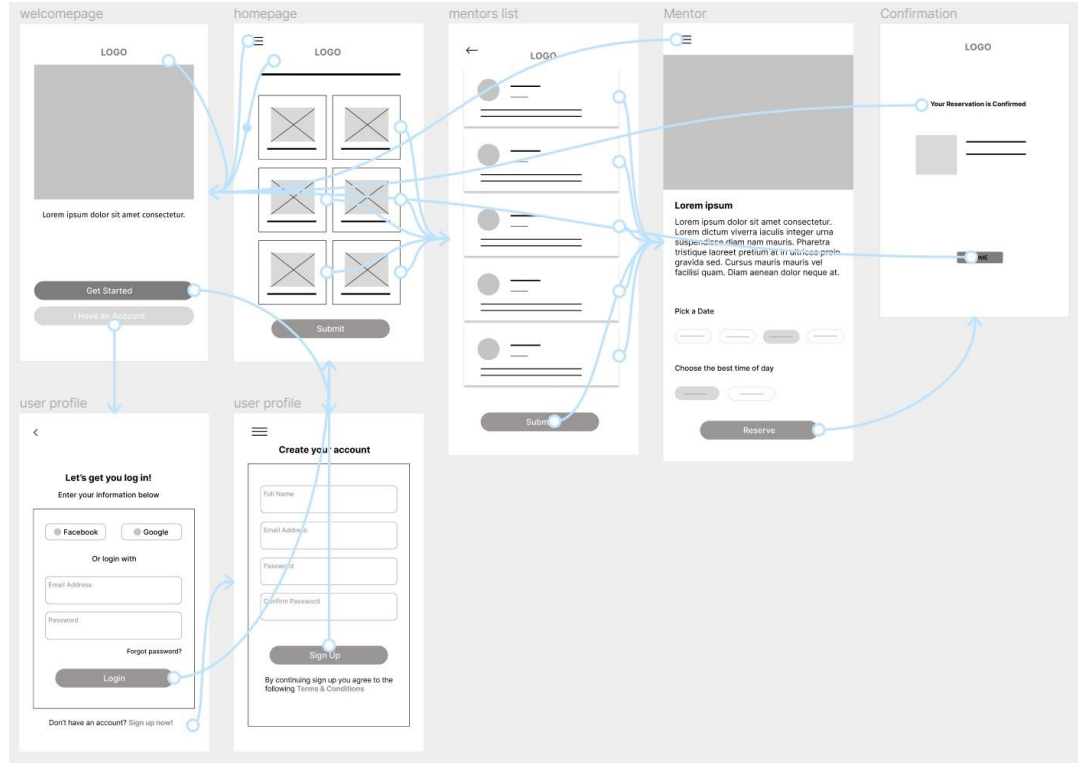


Low-fidelity prototype

The low fidelity prototype connected the primary user flow of choosing a category and a mentor, so the prototype could be used in a usability study with users.

View the SettleEase

[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 More categories must be added
- 2 A review page about the Mentor is needed

Round 2 findings

- 1 Users need to chat with mentors
- 2 Users may need to cancel their appointments

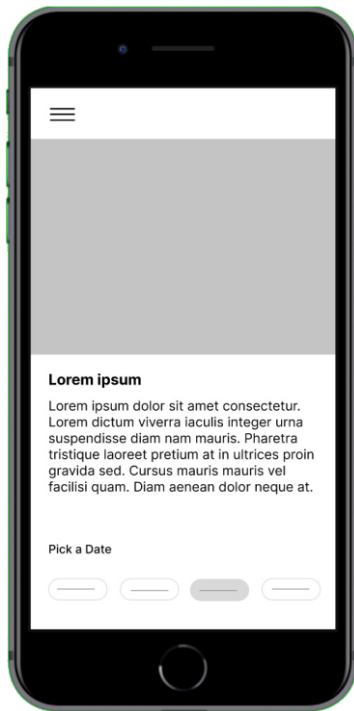
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

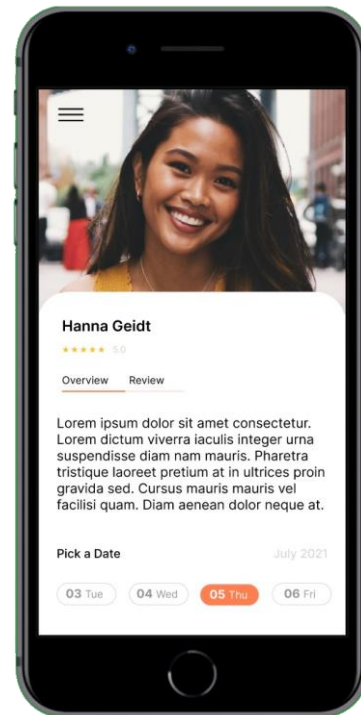
Mockups

Early designs allowed for some customization, but based on the usability studies, I revised the mentor's profile page in a way that users can also see and read the mentor's reviews.

Before usability study



After usability study



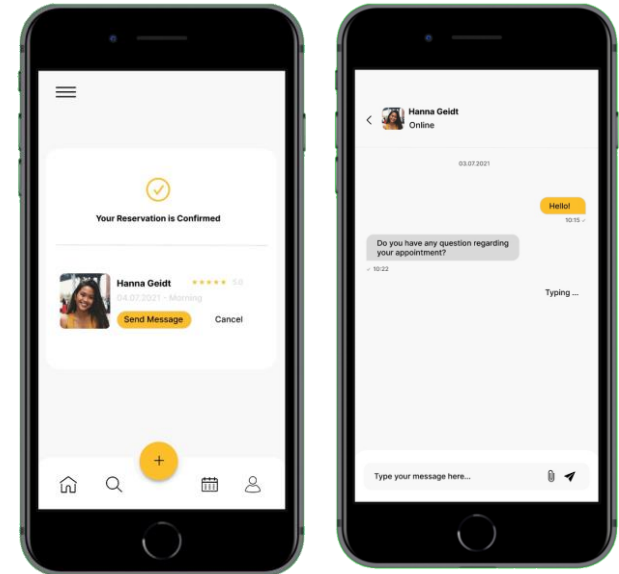
Mockups

The second usability study revealed that users expressed a need to cancel their appointments or engage in pre-appointment communication with their mentors for questions. To address this feedback, I added two new buttons for message sending and appointment cancellation. Additionally, I added icons to enhance accessibility, making it easier for users to navigate to the homepage, calendar, and their user profile.

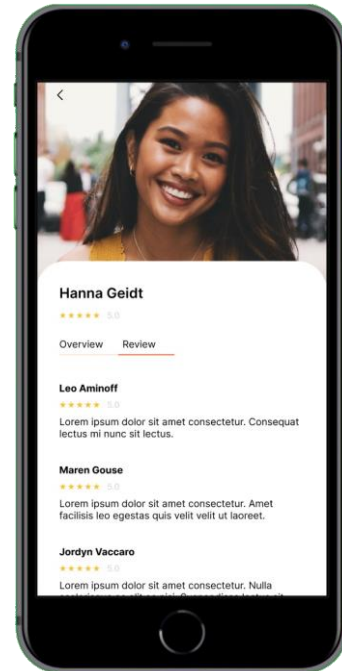
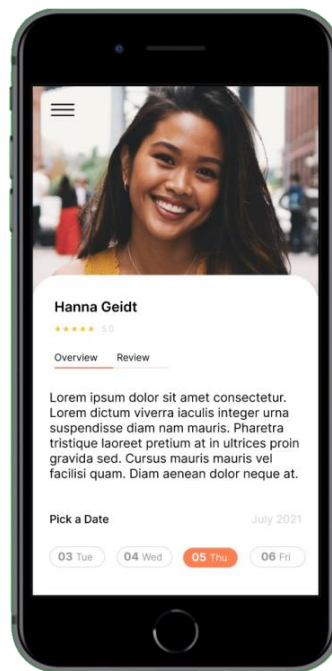
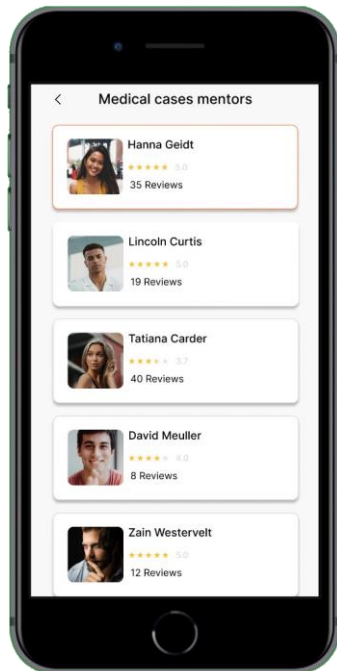
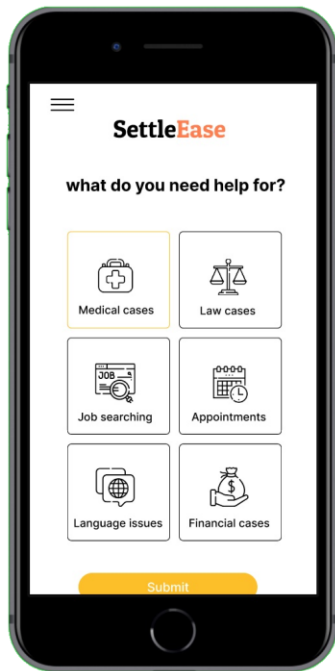
Before usability study



After usability study

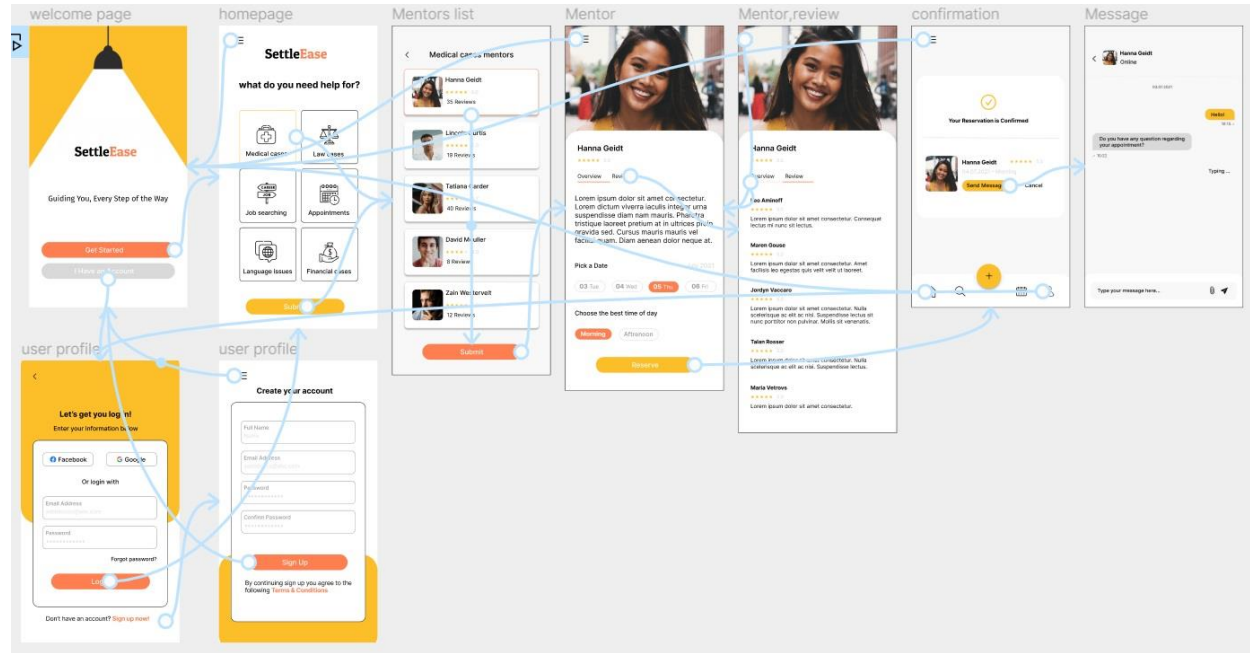


Mockups



High-fidelity prototype

The final high-fidelity prototype presented clearer user flows for choosing a category and reserving an appointment with a related mentor. It also met user's need for sending message to the mentor.



View the SettleEase

[High-fidelity prototype](#)

Accessibility considerations

1

Using icons to make navigation easier.

2

Choosing colours that enhance accessibility for users with visual impairments.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

SettleEase App makes users's life in a foreign country easier.

One quote from peer feedback:

"Settleease is exactly what I need whenever I want to do a task in the new country. Before this, I had to spend a considerable amount of time searching and researching to understand the steps required for each task."



What I learned:

I learned that designing the App is an ongoing process, constantly evolving through the incorporation of new ideas and feedback. This continuous improvement approach results in a more refined product. Conducting usability studies and gathering feedback from peers play a crucial role in iterating the app's design and transforming it into a user-friendly application.

Next steps

1

Gathering feedback from users every now and then to understand their experiences and identify areas for improvement. This feedback can inform future updates and iterations of the app.

2

Conduct more user research to add new features or address user requests over time.

3

Further research is needed to enhance the app's accessibility for individuals with impairments.

Let's connect!



Thank you for your time reviewing my work on SettleEase App. If you would like to see more or get in contact, my contact information is provided below.

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Thank you!