

Trusted Source

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Project overview



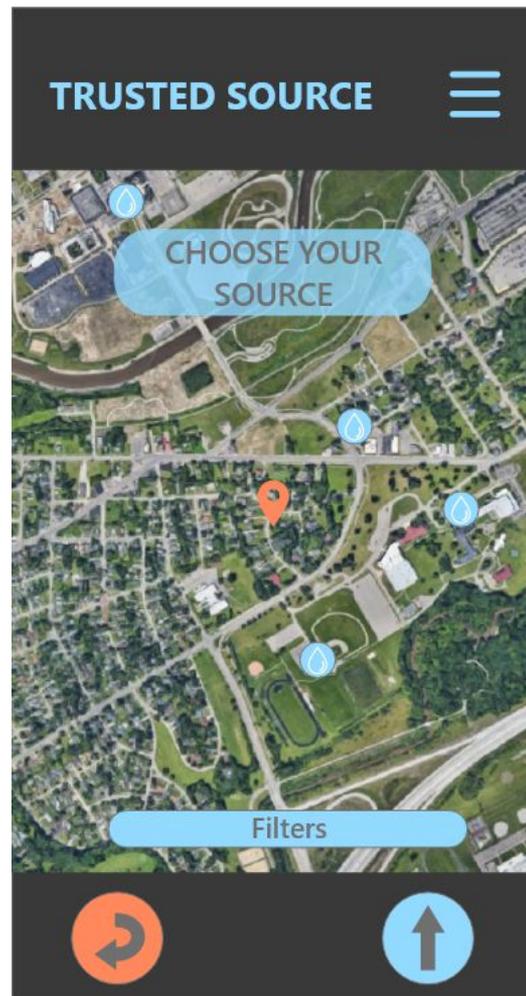
The product:

Trusted Source is a crowd sourced app that helps users identify trusted water sources in countries where clean water may not be easily accessible.



Project duration:

2 months



Project overview



The problem:

Although access to clean drinking water is recognised as a human right by the United Nations, it may not be easily available in some places.



The goal:

The goal of this project is to allow users to easily identify which sources of water around them are safe to drink from.

This is determined by a combination of lab testing of water, and crowdsourcing/rating of water sources.

Project overview



My role:

I served as the lead UX designer and researcher in this project



Responsibilities:

user research, wireframing, prototyping

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



The initial user research was based on a case study on contamination of water sources in Flint, Michigan. Users were contacted online in order to gain a better understanding of their evolving situation.

Persona 1: Leron Anderson

Problem statement:

Leron is a father of two who needs access to safe drinking water so that him and his family can live healthy lives.



Leron Anderson

Age: 28

Education: High School

Hometown: Flint, Michigan

Family: Lives with his wife
and two kids

Occupation: Fedex delivery

"I'm just tryin to look out for my family"

Goals

- I just want to make sure my family is drinking clean water, and not poisoning ourselves with lead.

Frustrations

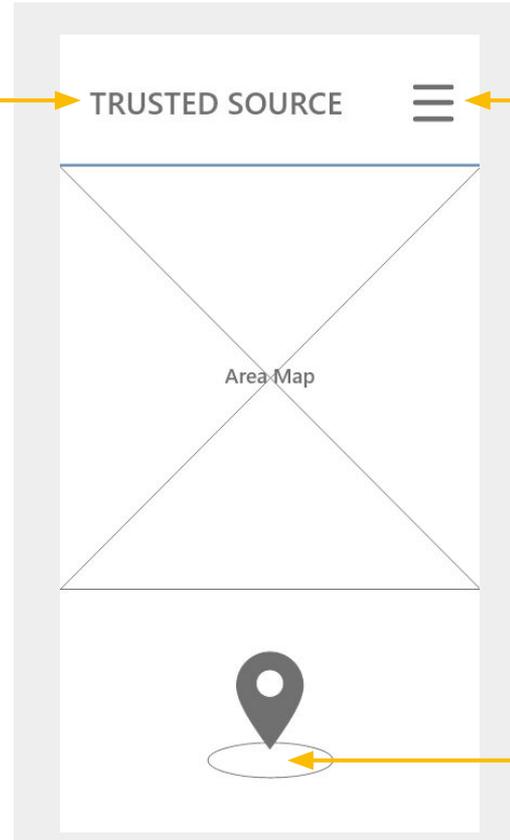
- Clean water is such a basic necessity to survive, but our city is not providing it to us
- Even if the water looks clean enough, I can't tell if it is safe just by looking

Leron is a father of 2 who lives in Flint, Michigan. He works as a Fedex delivery person, and is living just above the poverty line. Due to the city's decision to pipe water from a nearby polluted river to residents via lead pipes, the water that comes out of his tap has not been drinkable for many years. Due to this, he has been buying bottled water for his family's consumption, which has added to his financial burden over the years.

Digital wireframes

The main goal of this app is to help users locate safe sources of drinking water around them. Therefore, the call to action button is featured prominently in the home page to make it easy for users to start the geolocating process. Other pages have lower priority and are stored in the hamburger menu

Logo at the top of the app to act as home button



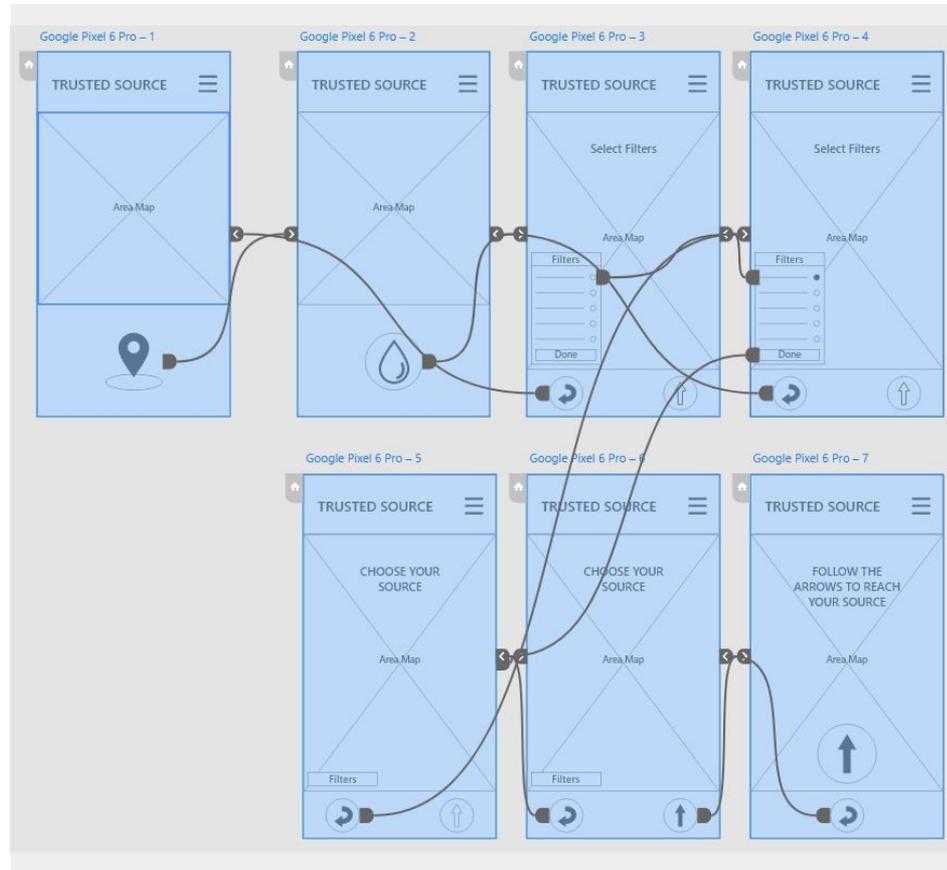
Hamburger menu to hide away other less important pages

Centralized without any surrounding elements to give the button emphasis

Low-fidelity prototype

The main user flow in the low-fidelity prototype was simple enough for users to get through. However, some users were a little confused about how to proceed forward from the filters page. Therefore, the filters were featured more prominently with the 'Done' button greyed out until the filters have been selected

<https://xd.adobe.com/view/6e59db85-38ae-4327-96e1-723a45344772-3b0a/>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Remote



Participants:

5



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Using the filters

The call to action on the filter page was not strong enough, leading to some confusion with the users

2

Choosing source destination

Some users did not recognise that they had to select a water source in order to proceed with navigation. Clearer visual indication was required

3

Map Navigation

Users needed more information on the navigation page, like being able to switch to different map views, as well as to recognise this as the final step of the process.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

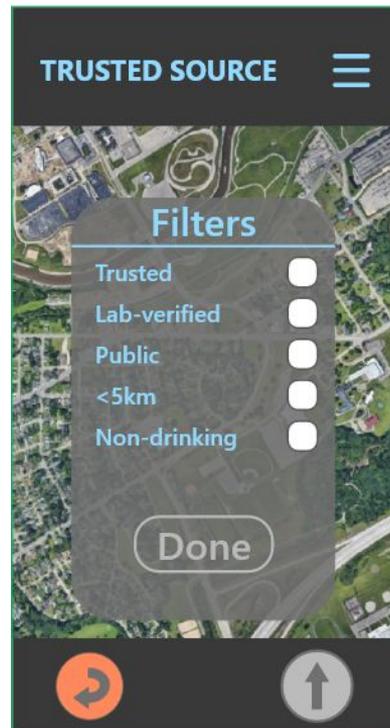
Mockups

The filters tab was left on the bottom left of the screen, making it look optional. However, since we wanted users to select their filters before proceeding, it was confusing to them that they could not proceed without selecting their filter options. The new design after usability study makes the filter page front and center, and greys out the 'Done' button in order to give a visual cue that filters needed to be selected first.

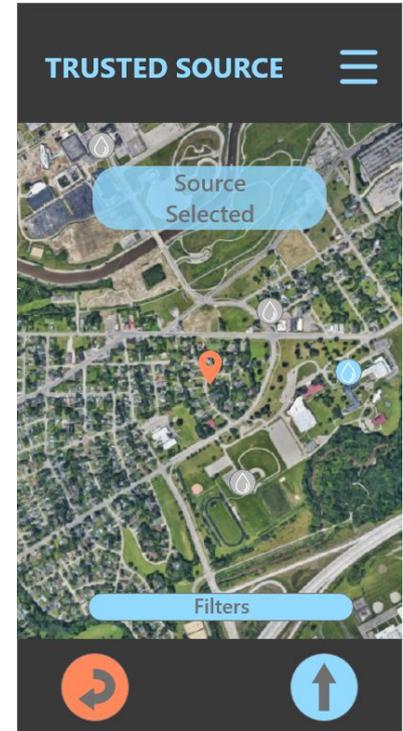
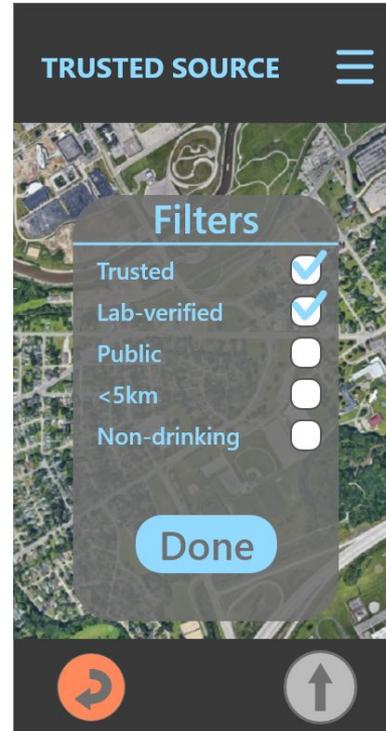
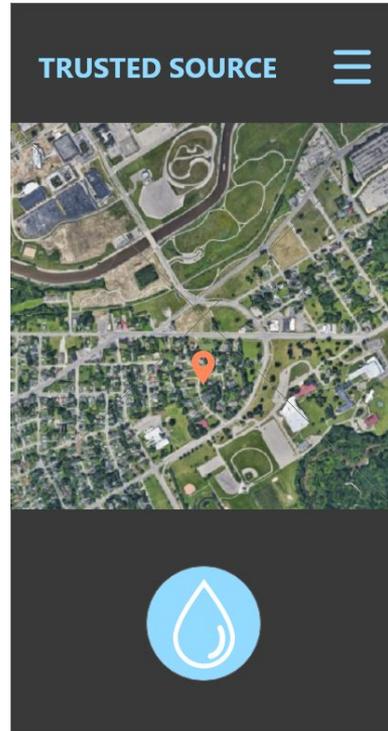
Before usability study



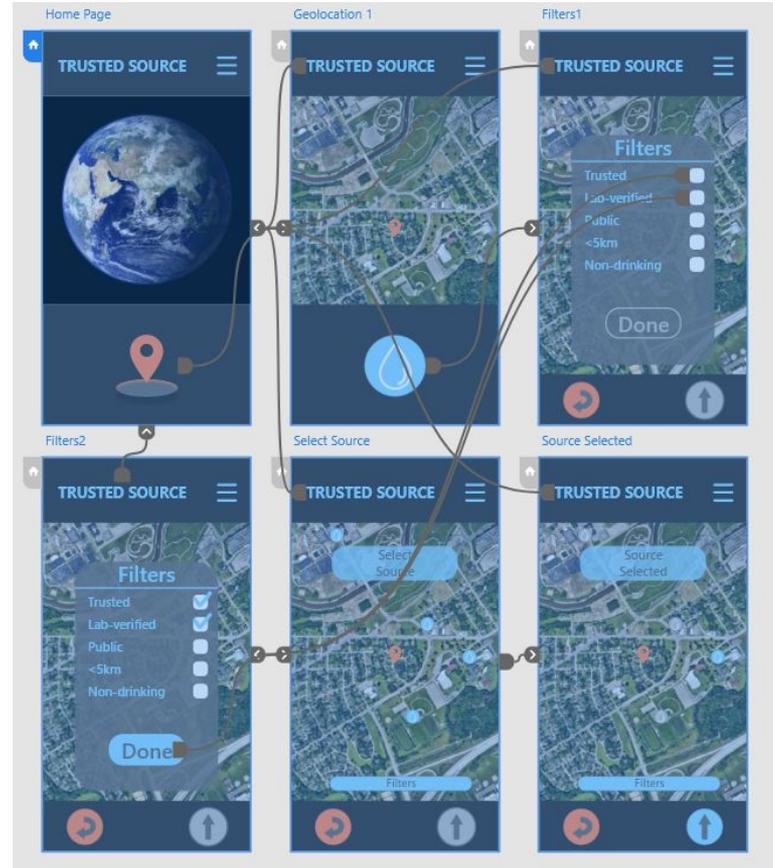
After usability study



Mockups



High-fidelity prototype



<https://xd.adobe.com/view/6e59db85-38ae-4327-96e1-723a45344772-3b0a/>

Accessibility considerations

1

A dark grey background of #393939, was selected to contrast against the primary blue color of #92DAFF, and secondary orange-red color of #FF895D. These were verified against the contrast checker in webaim.org

2

The main user flow for the app is based on a single centralized icon to help navigate users intuitively to the start of the process even if they are not familiar with usage of phone apps

Responsive Design

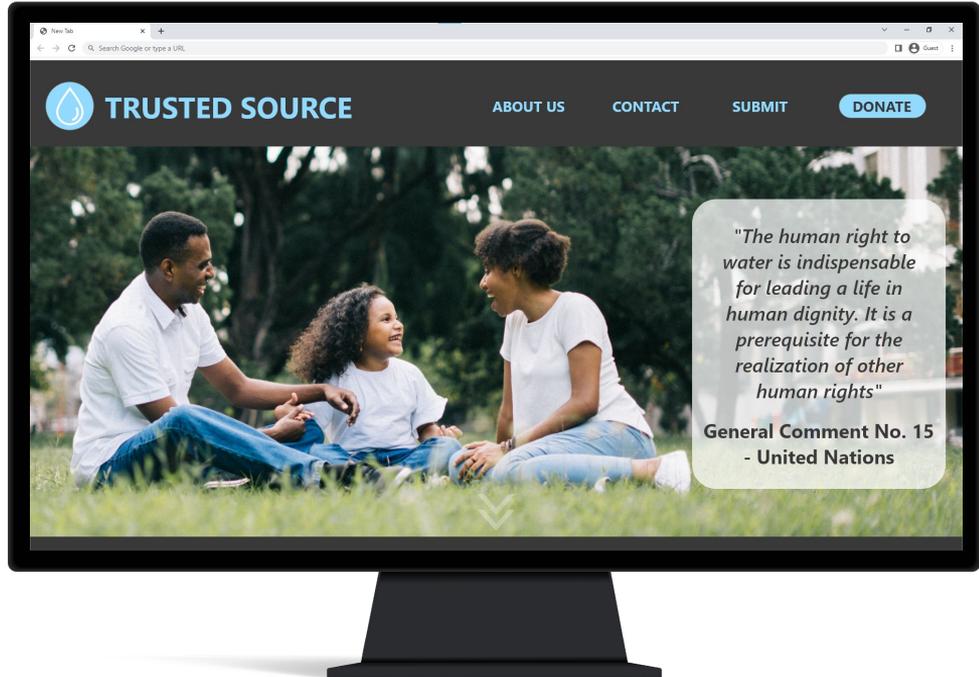
- Mock Ups

Mockups - Tablet and Website



<https://www.freepik.com/vectors/tablet-screen>

Tablet screen vector created by rawpixel.com - www.freepik.com



<https://www.freepik.com/vectors/monitor-screen>

Monitor screen vector created by rawpixel.com - www.freepik.com

Thank you
