

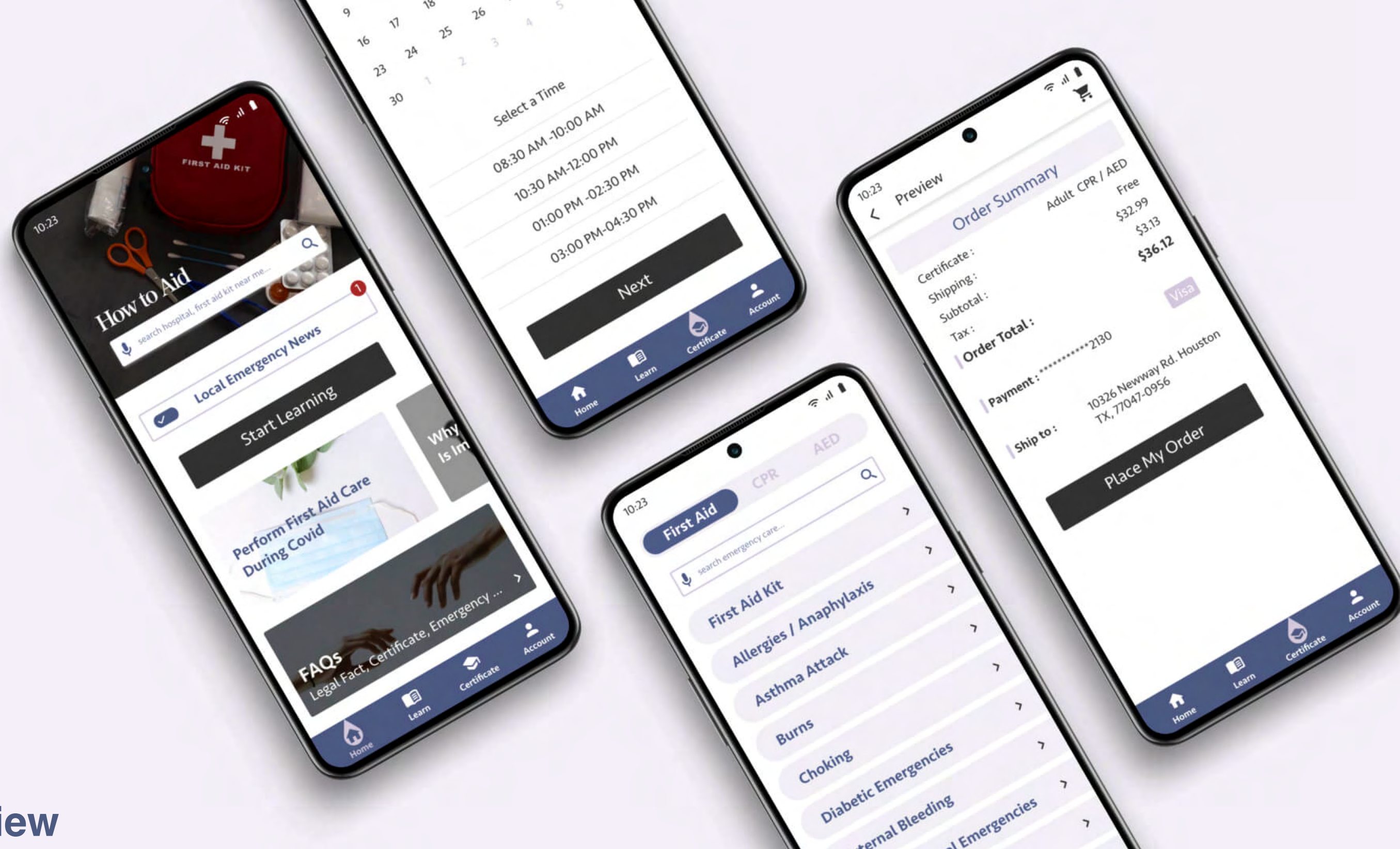
How to Aid

App & Responsive Website



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Feb - Mar 2022



Overview

How to Aid is an innovative learning tool designed for young adults to enhance their knowledge and skills in first aid. It offers a comprehensive range of courses, quizzes, and certificates that can be accessed on multiple platforms. The primary target users of How to Aid are individuals and groups between the ages of 15 and 24. As young adults often engage in adventurous activities and take risks, How to Aid aims to equip them with the necessary skills and confidence to protect themselves and others.

The Problem

Many young adults engage in adventurous activities, but it is concerning that most of them lack the necessary skills and confidence to respond to emergencies and ensure their safety, as well as the safety of others.

The Goal

To design a cross-platform tool that specifically caters to the learning needs of young adults and focuses on teaching them first aid.

My Role

Ux designer leading the app and responsive Website design from conception to delivery.

Responsibilities

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

Understanding the User

- *User Research*
- *Personas*
- *User Journey Map*
- *Affinity Map*
- *Competitive Audit*
- *Ideation*

User Research: Summary

Based on the findings from my user research, I discovered that most young adults only possess basic knowledge of first aid, such as bandaging a cut or stopping a nosebleed. However, they are more likely to encounter life-threatening emergencies compared to adults. It is crucial to ensure that they acquire the skills and confidence required to effectively respond to emergencies and protect themselves and others.

User Research: Pain Points

1

People are concerned about the potential legal ramifications of providing first aid without proper training and following proper protocols.

2

People are concerned about making mistakes or unintentionally harming the patient while performing these life-saving techniques.

3

After receiving first aid certification, knowledge and skills are lost over time if they aren't kept up to date.

Persona: Sonja Stoyanka



Sonja Stoyanka

Age: 40
Education: BA in Human Resources
Hometown: Los Angeles, CA
Family: Married, 1 son
Occupation: HR Specialist

"I won't urge him to stop skateboarding, but instead, I'll be a source of support for him."

Goals

- Ensure her son's safety even without parental supervision
- Look for a first-aid training program suitable for her 13-year-old son

Frustrations

- Her son is unable to assess risk evaluation
- Her son doesn't know how to respond to emergencies

Brief Story

Sonja, the mother of a 15-year-old son who is passionate about skateboarding, is concerned about his safety while skateboarding alone. She wants to find a first-aid training program for him to ensure he knows how to handle any injuries he may sustain.

Problem Statement

Sonja **is** a busy mom **who needs** to find a quality first aid training course for her 15-year-old son **because** she wants her son to have the ability to protect himself from skateboarding injuries.

Persona: Nolan Reiner



Nolan Reiner

Age: 18
Education: College Freshman
Hometown: Houston, TX
Family: Parents, 1 dog
Occupation: Student

"Always make choices that you won't regret in the future."

Goals

- Gain the knowledge and confidence to help myself and others
- Enjoy a happy and safe outdoor activity
- Get a first aid certification

Frustrations

- Get different levels of injury when trying dangerous adventure activities
- No one knows how to perform first aid when is needed
- Find an affordable first aid training program for a group

Brief Story

Nolan, a freshman in college, has a passion for outdoor activities and frequently explores new adventure spots with his college friends. Unfortunately, one of his friends had an accident while mountain climbing and Nolan regrets not knowing how to administer first aid to help his friend. As a result, he has decided to enroll in a first-aid course and is encouraging his friends to join him.

Problem Statement

Nolan **is** an 18-year-old college freshman **who needs** a first aid training course for a group **because** he and his friends want to learn skills to help each other when faced with emergencies.

User Journey Map

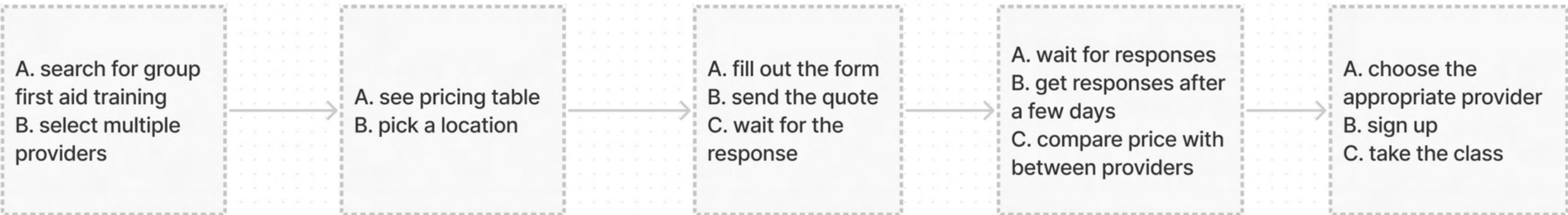
The User Journey Map of Nolan Reiner

Goal: to join an affordable first aid training course with my friends and get a certificate.

ACTION



TASK LIST



FEELING ADJECTIVE



IMPROVEMENT OPPORTUNITIES



Affinity Map

Learn First Aid

It's an informative tool but I don't have confidence to perform CPR to others.

Participant found the learning flow is easy to navigate

"I never thought I needed to learn first aid until I witnessed a serious injury happen to people around me."

"I would keep the app just in case I need it someday"

Certificate

Participant thought it is convenient to get a first aid certificate online.

"I will not purchase a certificate until I need it."

Participants worried about if they will be sued for providing emergency care without a certificate?

"Why should I get a certificate?"

Participant preferred the onsite instructor-led training that ensures I am handling the emergency correctly.

Group Training

"The group training seems good but I don't know how does it work"

How can my group members access the account with the group code?

the group discount feature is exactly what we need

Overall Experience

This is a handy app for learning and testing your knowledge about first aid.

I like the app features.

I think the app is a bit complex.

the voice search feature helps me a lot.

Suggestions

Participant wanted to verify the license or authorization so he can ensure the quality of the class.

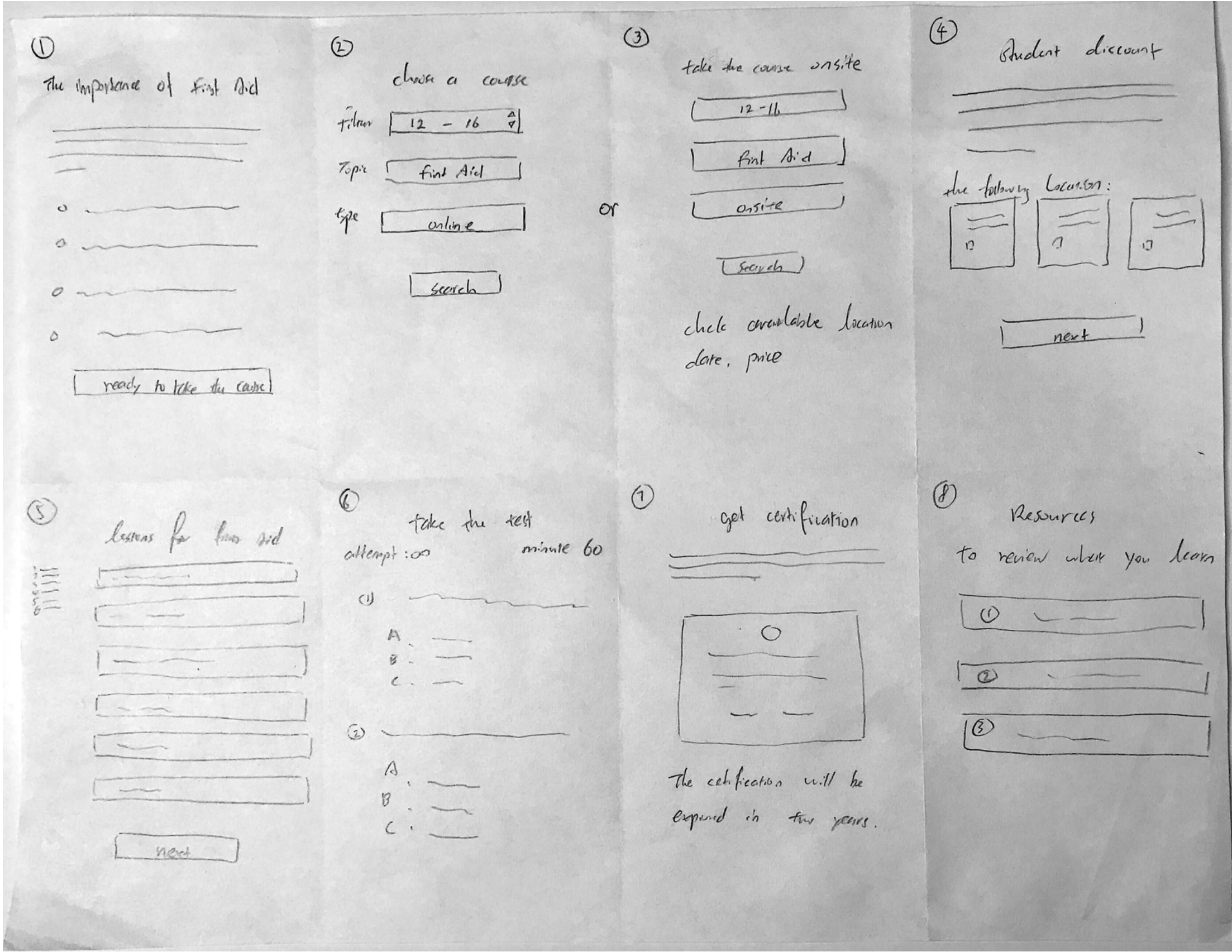
Competitive Audit: List of Competitors

Competitor List	Competitor type (direct or indirect)	Location(s)	Competitor URL	Cost	Target audience	Unique value proposition
American Red Cross	direct	more than 600 chapters in the US	https://www.redcross.org	\$\$	people in all age groups	Prepare For The Unexpected
NSC	indirect	Itasca, IL	https://www.nsc.org	\$-\$\$\$	young adults and adults	Save lives, from the workplace to anyplace
National CPR Foundation	indirect	online	https://www.nationalcprfoundation.com	\$	young adults and adults	To provide life-saving techniques to promote longer and more lasting lives.
Streamline Health	direct	6 locations in the US	https://streamlinehealth.com	\$	young adults and adults	You can make a difference

Competitive Audit: Functionality Comparison

	American Red Cross	NSC	National CPR Foundation	Streamline Health
Cross-Platform	•	•		
Online Exam		•	•	
Onsite Training	•	•		•
Free Online Learning			•	
Group Training	•	•	•	
Purchase Courses Online	•	•	•	•
Search	•	•		
Profile	•	•	•	•
Newsletter	•	•		•
FAQs	•		•	
Contact	•	•	•	•
Accessibility Adjustment	•			
Responsiveness	•	•	•	•
Consistent Brand Identity	•	•	•	•
Easy to Navigate	•	•	•	•

Ideation

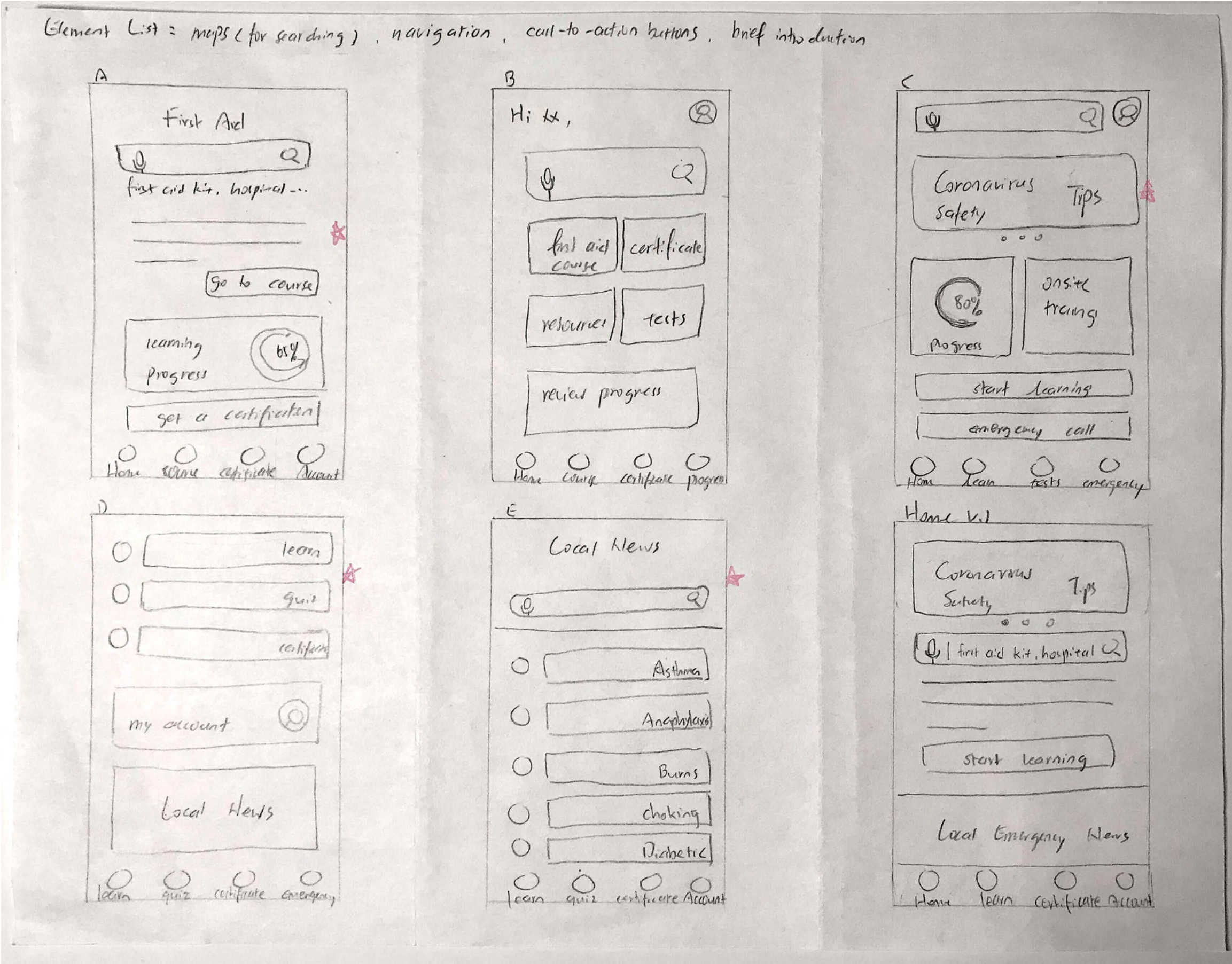


After conducting a quick ideation exercise, I generated several ideas for the learning and testing process.

Starting the Design

- *Paper Wireframe*
- *Digital Wireframe*
- *Low-Fidelity Prototype*
- *Usability Studies*

Paper Wireframe

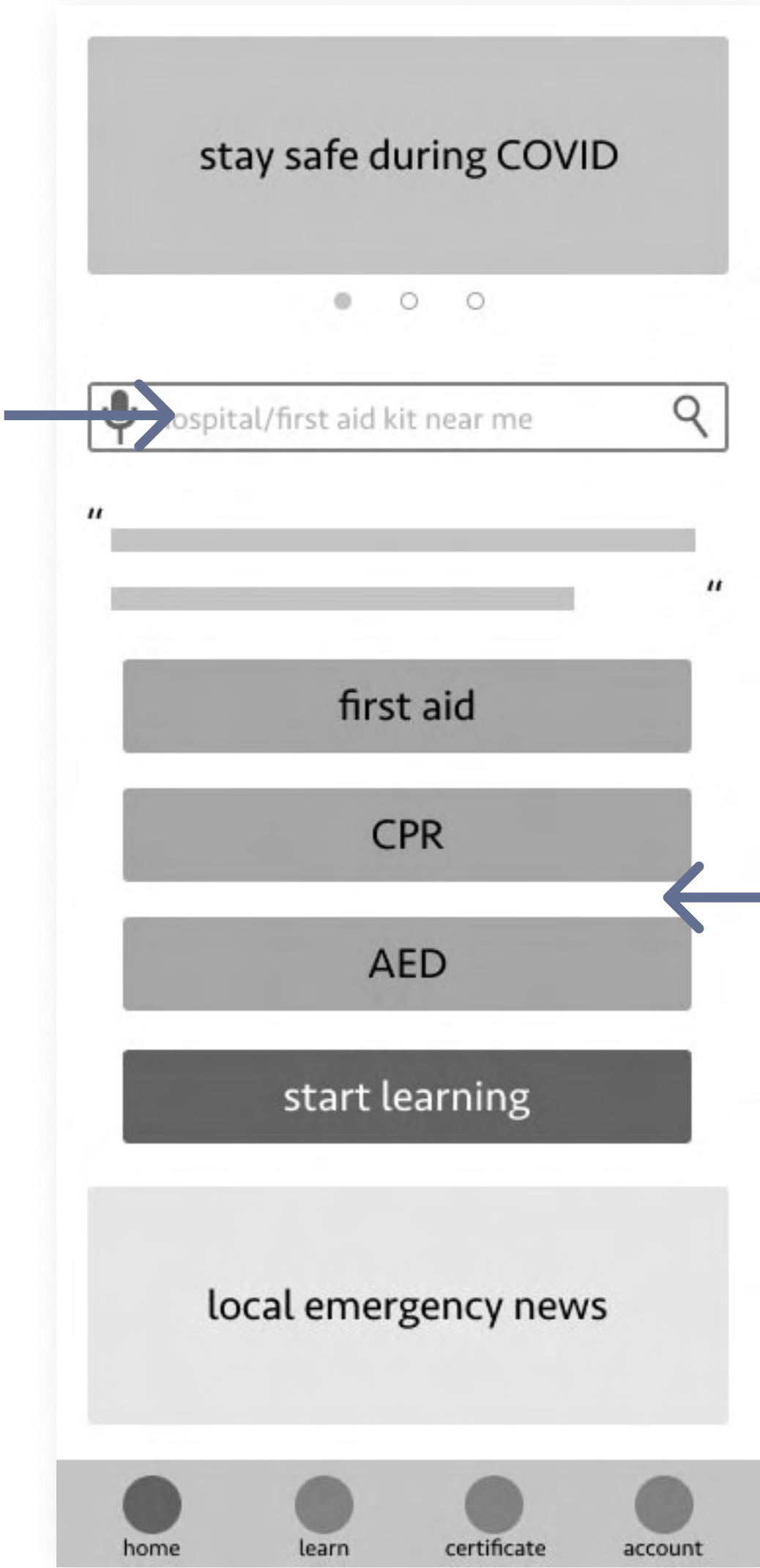


Starting the Design

Digital Wireframe

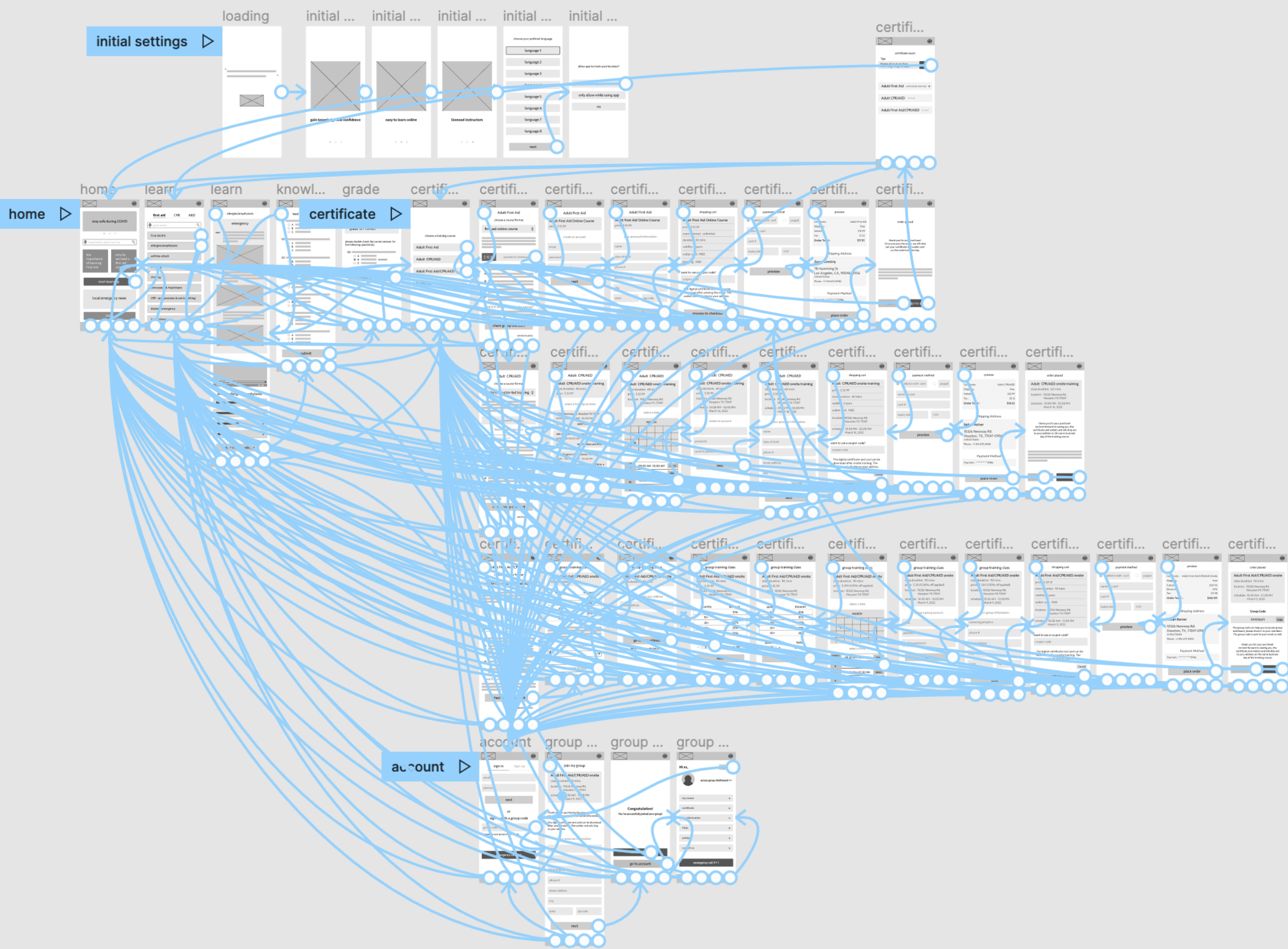
The app includes a search tool that enables users to easily find nearby hospitals or first aid supplies.

Following the ideation and sketching phase, I developed the initial designs for the How to Aid app, with a focus on learning courses and features.



The app offers easy navigation for the courses, ensuring a user-friendly experience.

Low-Fidelity Prototype



The low-fidelity prototype of the app encompasses various features, such as learning courses, quizzes, and the option to purchase certificates for individuals or groups.

View the [How to aid Low-fidelity prototype](#)

Usability Study: Parameters & Findings

Study Type:

Unmoderated Usability Study

Location:

United States, Remote

Participant:

5 Participants

Length:

25-30 Minutes

Findings

1 - LEGAL

Users expressed concerns about potential legal repercussions for providing emergency aid without a certificate.

2 - GROUP TRAINING

Users emphasized the importance of easy access to group training.

3 - QUALITY

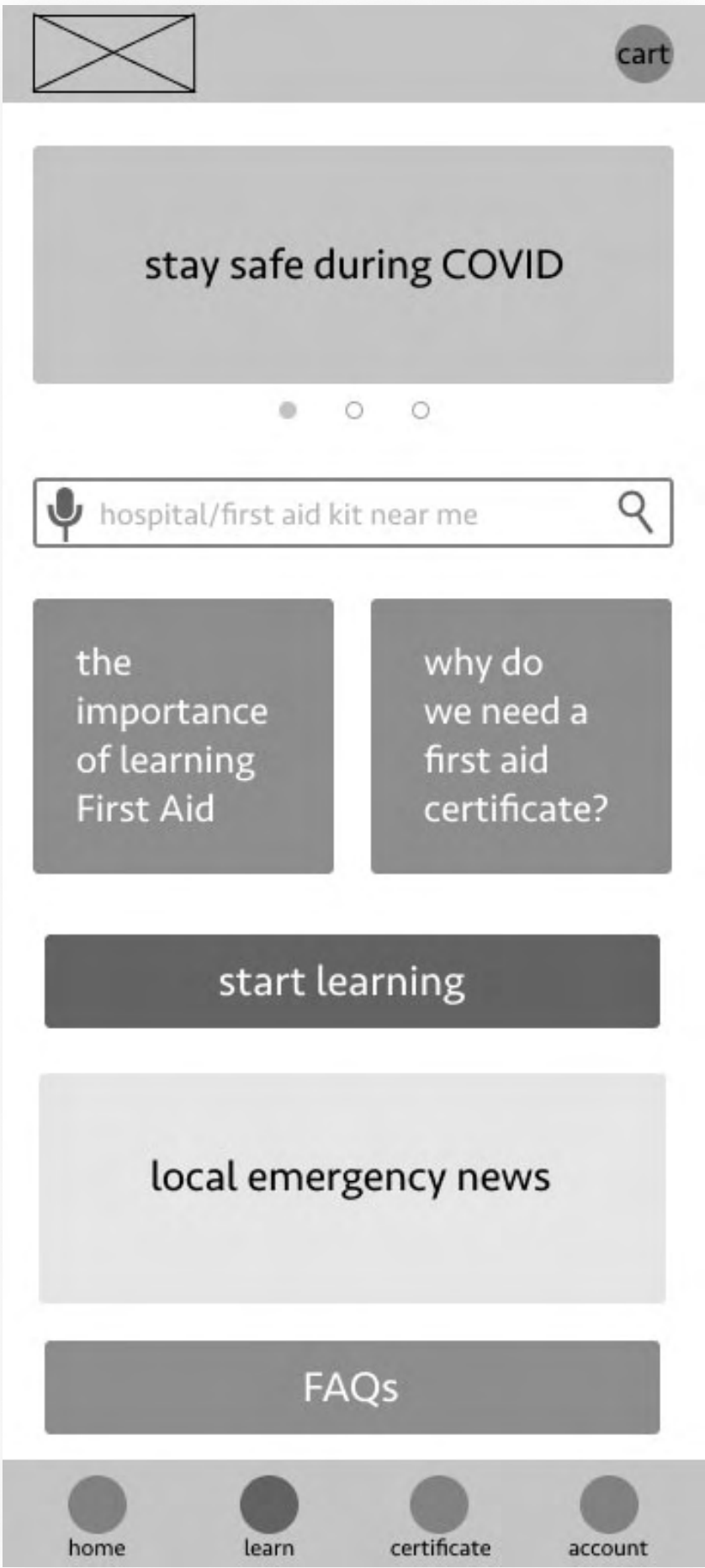
Users expressed a desire to verify the license or authorization of the course and instructors to ensure the quality of the training.

Refining the Design

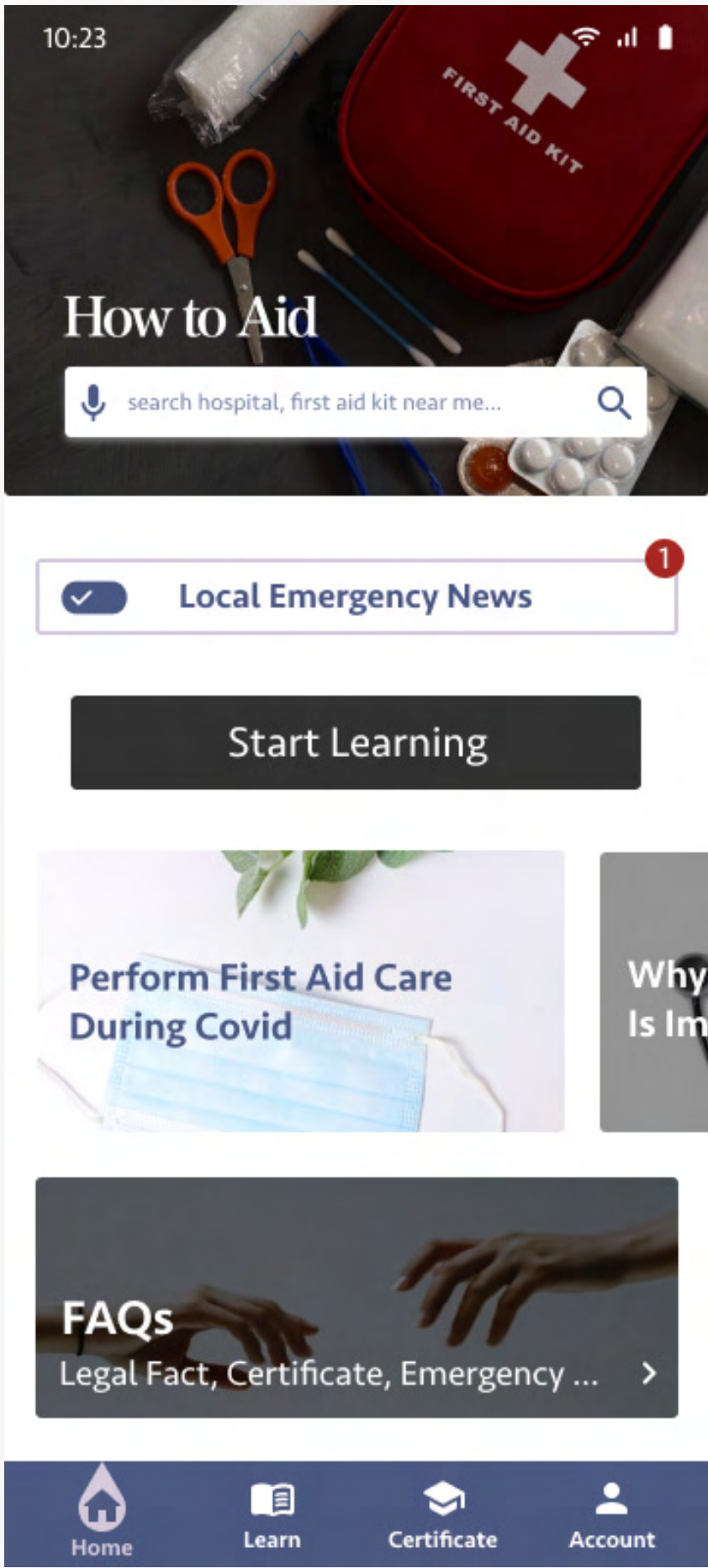
- Mockups
- High-Fidelity Prototype
- Accessibility
- Style Guide

Mockups

Before Usability Study



After Usability Study



After conducting usability studies, I made improvements to the FAQ feature by enlarging it and adding a brief introduction.



Mockups

Before Usability Study

cart

<

Adult CPR/AED

Adult CPR/AED onsite training

class duration: 60 mins

price: \$ 32.99

location: 10326 Newway Rd.
Houston TX 77047

select a date

MARCH

	16					

select a time

MARCH 16	09:00 AM -10:00 AM	select
MARCH 16	10:30 AM -11:30 AM	select
MARCH 16	01:00 PM-02:00 PM	select
MARCH 16	02:30 PM-03:30 PM	select

home

learn

certificate

account

I simplified the design for the time feature for a better user experience.

After Usability Study

10:23

< Adult CPR / AED

Adult CPR / AED Onsite Training

Price

\$ 32.99

Duration

60 mins

Location

10326 Newway Rd.
Houston TX 77047

Select a Date

March 2022

< >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	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	1	2	3	4	5	6

Select a Time

09:00 AM -10:00 AM

10:30 AM -11:30 AM

01:00 PM-02:00 PM

02:30 PM-03:30 PM

Next

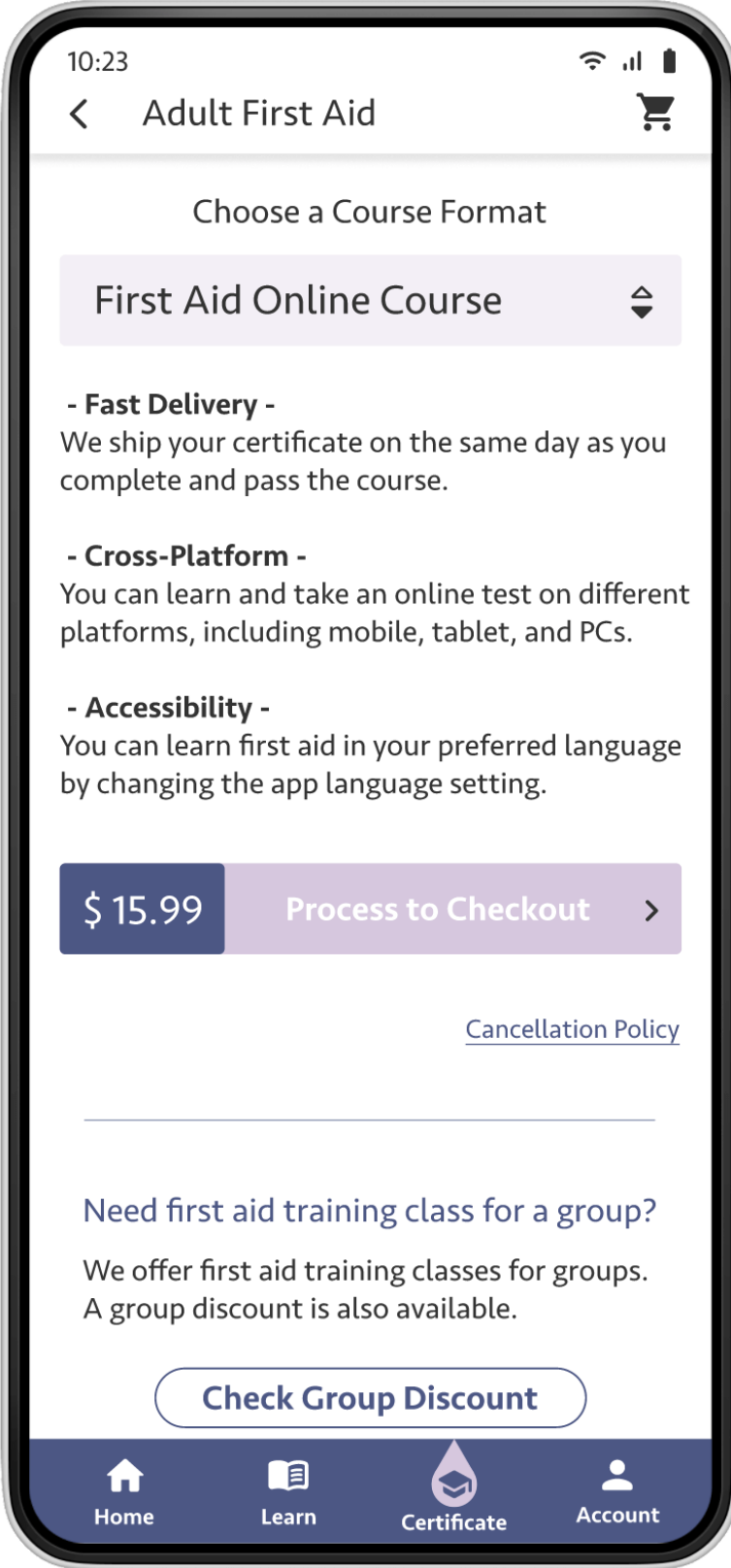
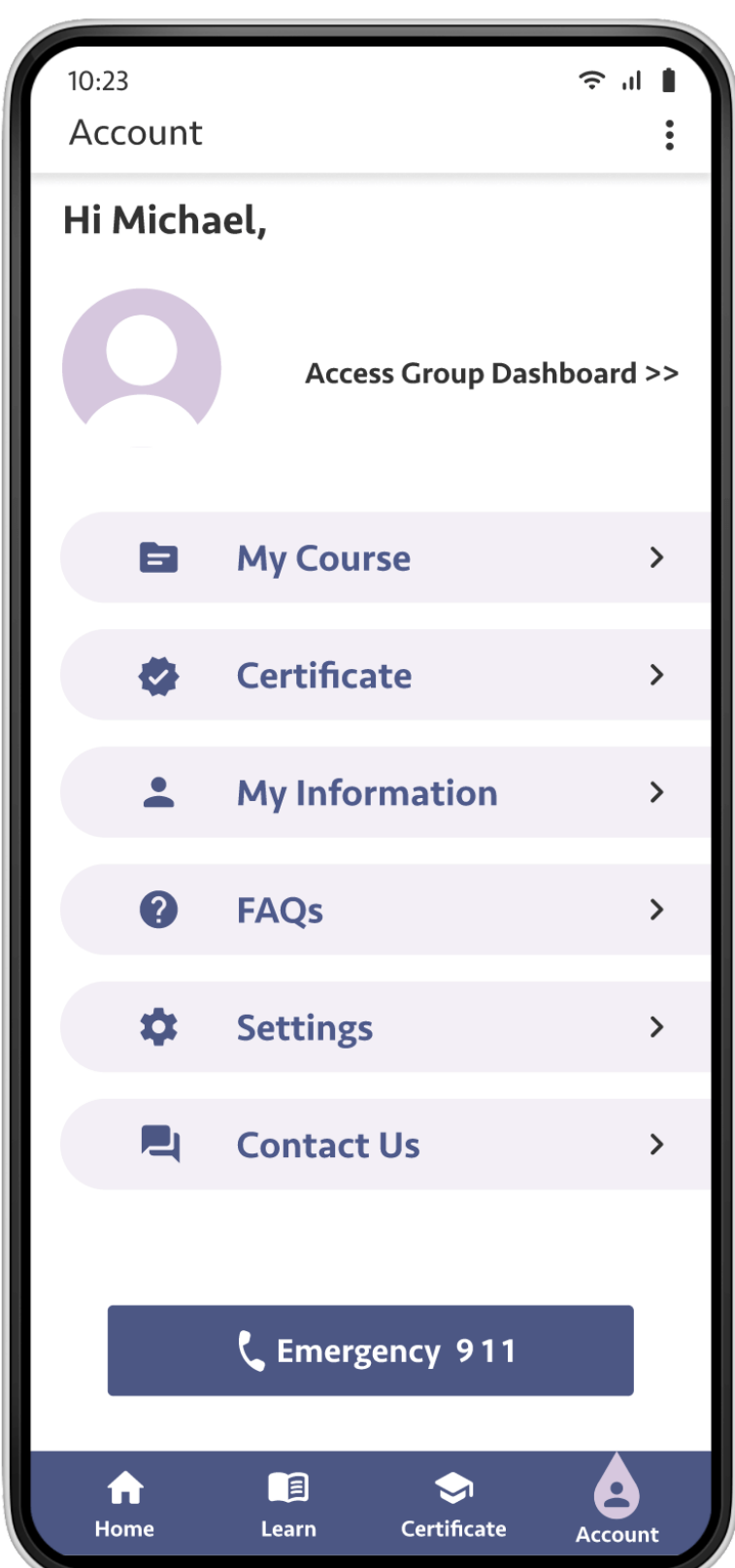
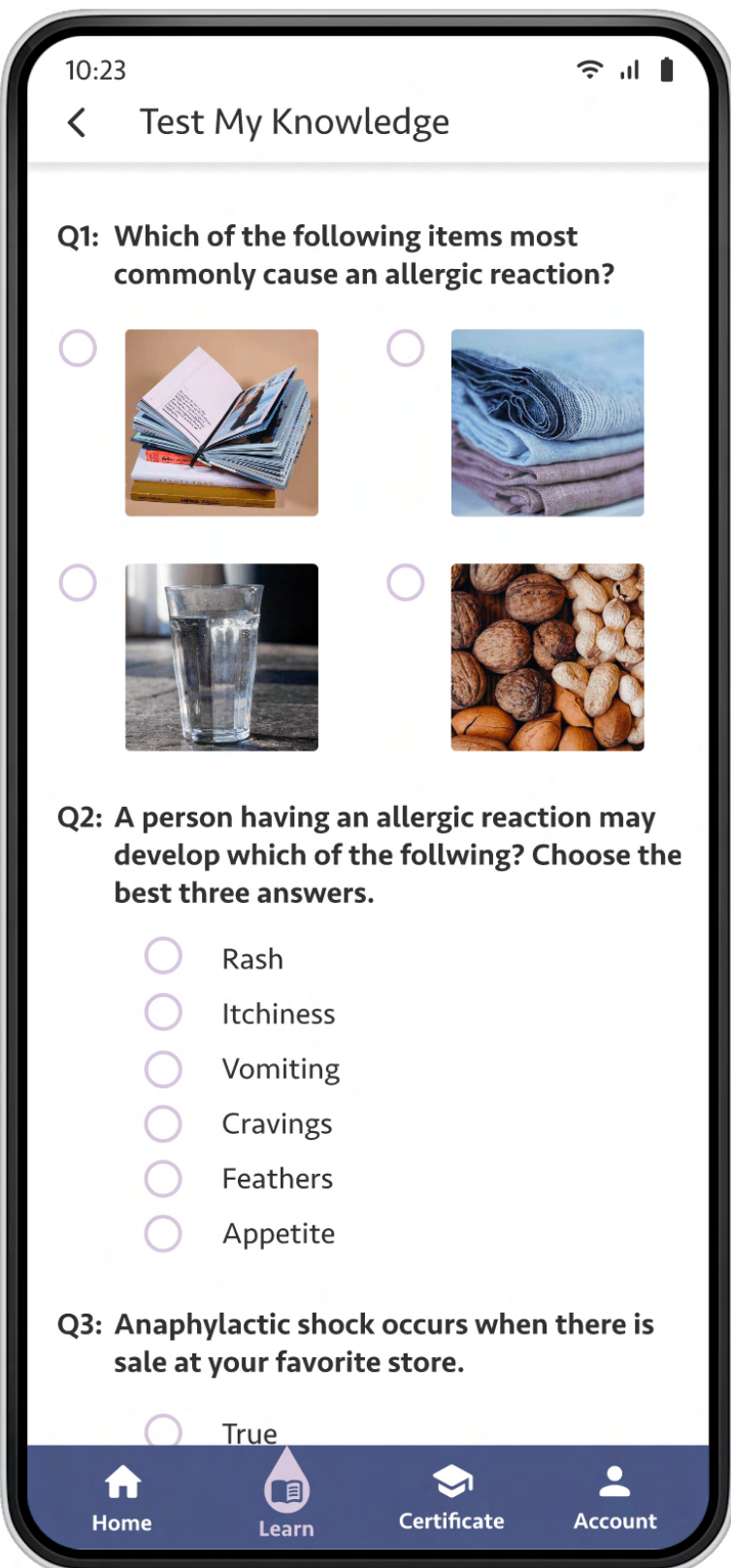
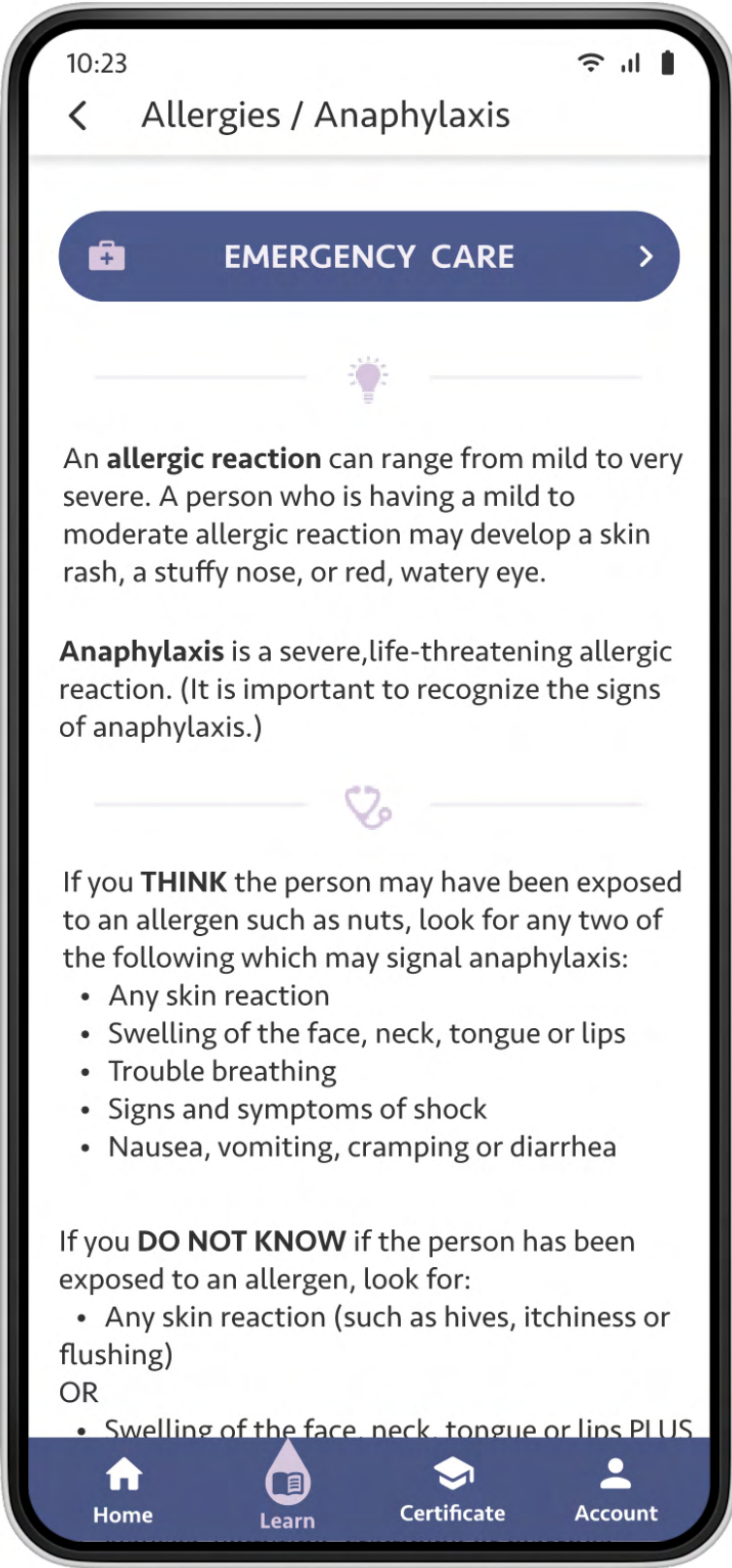
Home

Learn

Certificate

Account

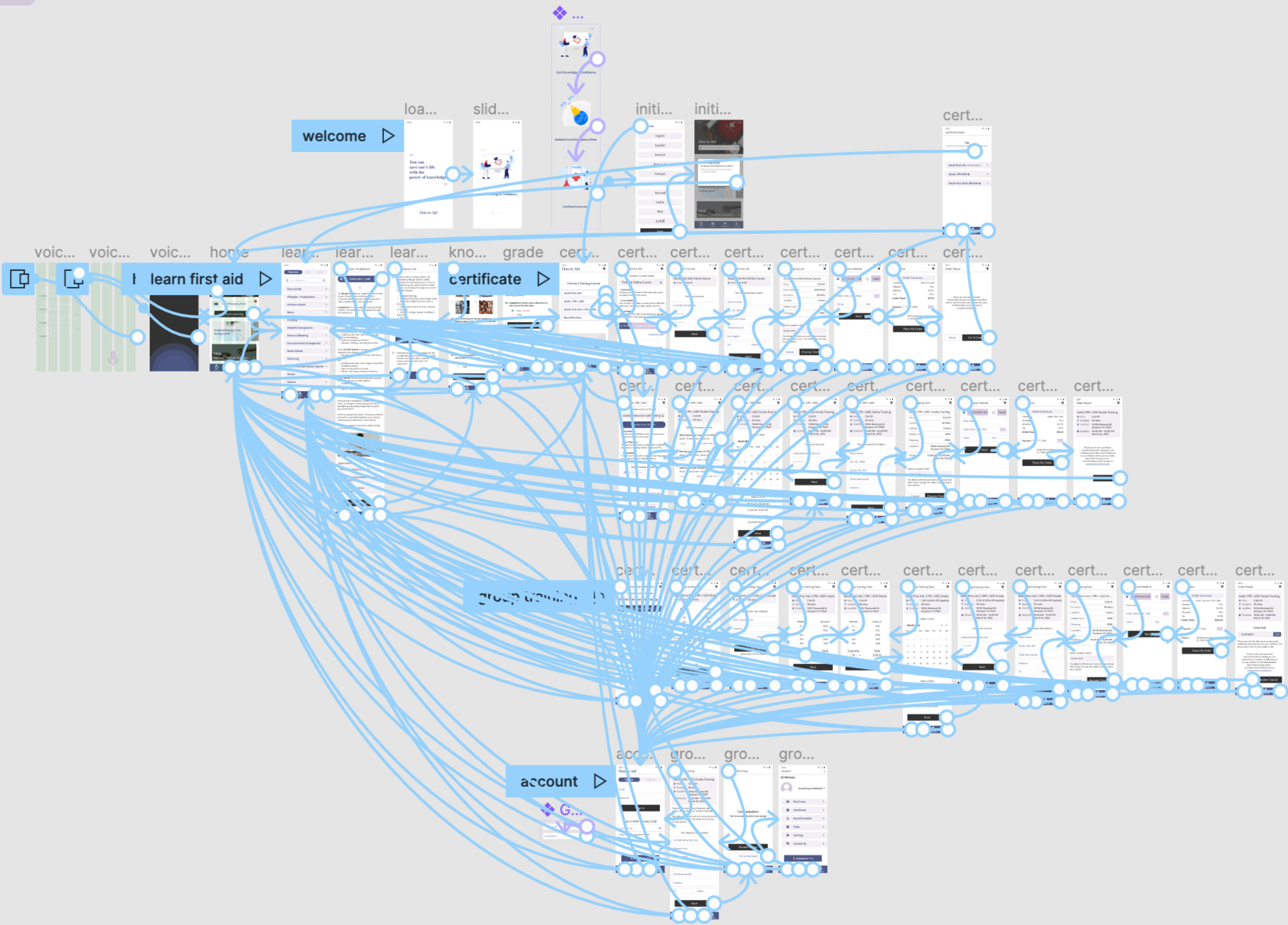
Mockups



High-Fidelity Prototype

Compared to the low-fidelity prototype, the high-fidelity prototype includes a new flow for the account, specifically focusing on the sign-in method for group members.

View the How to aid
High-fidelity prototype



Accessibility

1

Users have the option to choose from multiple languages.

2

A voice search tool has been implemented to assist users with vision impairment in finding information.

3

Interactive elements have clear labels that can be read by screen readers.

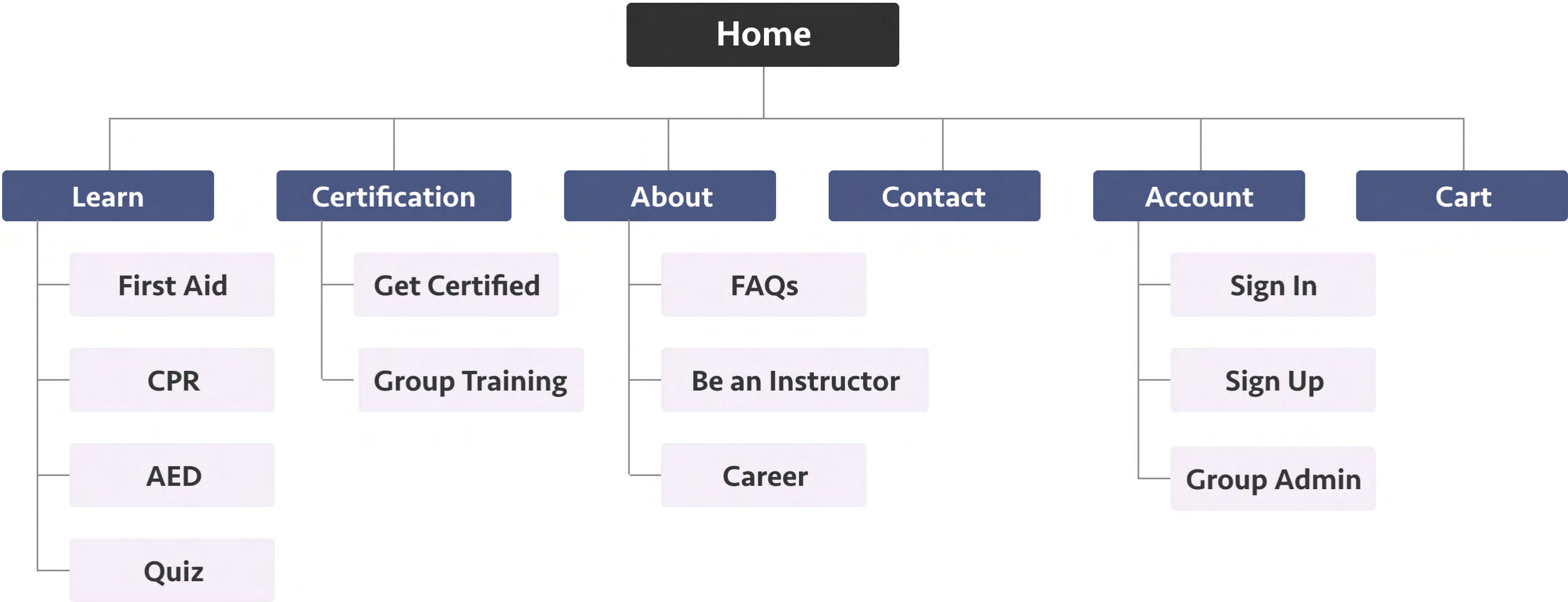
Style Guide

Colors	<div>#4D5881</div>	<div>#D3C8DC</div>	<div>#323232</div>	<div>#F2EFF5</div>	
Headlines	<div>Headline</div> <div>Seravek - Medium - 25pt</div>	<div>Subtitle</div> <div>Seravek - Medium - 20pt</div>	<div>Subtitle</div> <div>Seravek - Medium - 16pt</div>	<div>Body</div> <div>Body Text</div> <div>Seravek - Regular - 16pt</div>	
Buttons	<div><div>Learn</div><div>COPY</div><div>COPIED</div></div>	<div>default</div> <div>hover</div>	<div>Default</div> <div>Hover</div>	<div>language - default</div> <div>language - selected</div>	<div>01</div> <div>time - default</div> <div>01</div> <div>time - hover</div> <div>01</div> <div>time - selected</div>
Logo	<div>How to Aid</div>	<div>How to Aid</div>			

Responsive Design

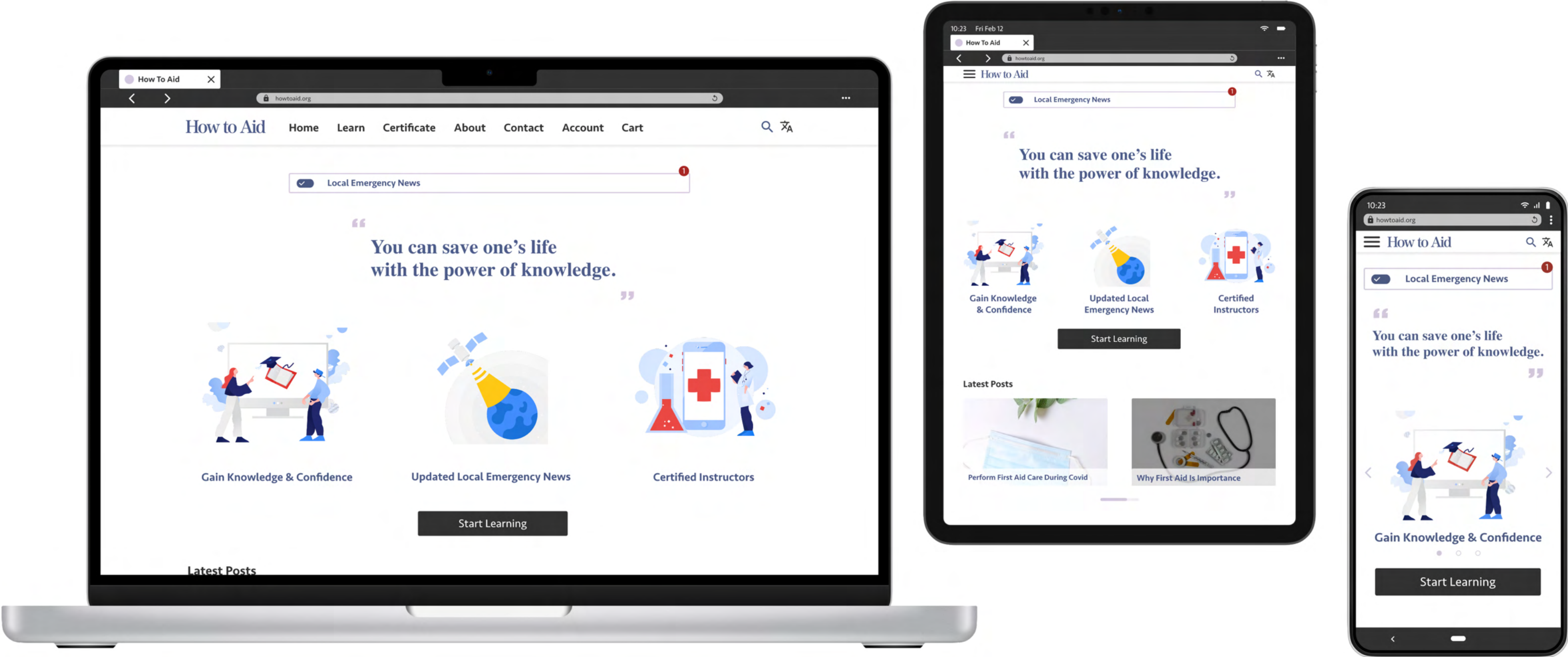
- **Information Architecture**
- **Responsive Design**
- **Cross-Platform App UI Design**
- **Attribution**

Sitemap



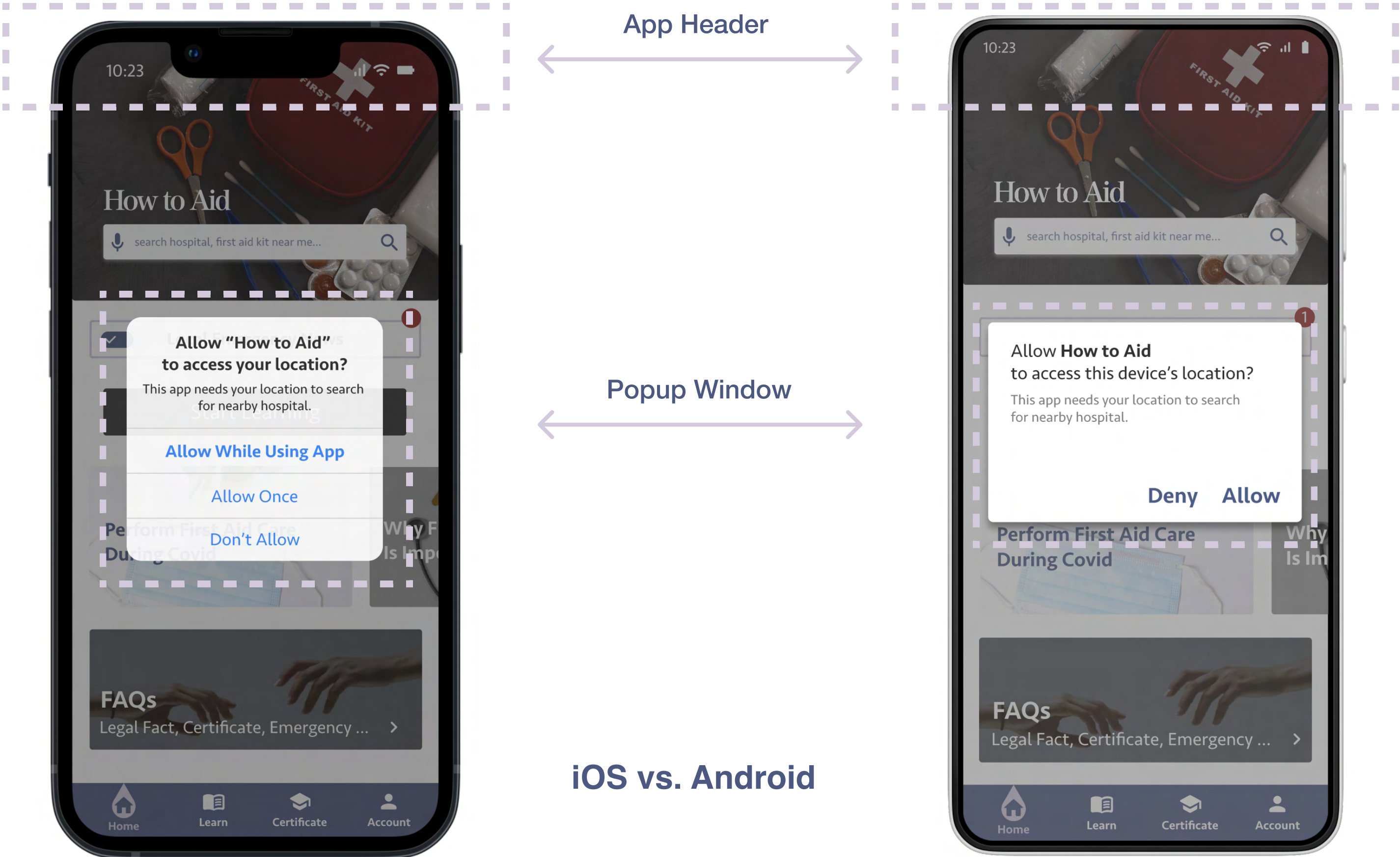
Once the app designs were completed, I began working on the responsive website designs. The navigation links on the website version are more comprehensive.

Responsive Designs



The designs have been optimized for various screen sizes including mobile, tablet, and desktop, to cater to the specific needs of each device and screen size.

Cross-Platform App UI Design



iOS vs. Android

Attribution - Illustration

Illustration by [Icons 8](#) from [Ouch!](#)

Illustration by [Victoria Chepkasova](#) from [Ouch!](#)

Illustration by [Natasha Remarchuk](#) from [Ouch!](#)

[Background vector created by freepik - www.freepik.com](#)

Going Forward

- **Impact**

Impact

The group of young individuals who enjoy taking risks and seeking out adventures often do not prioritize learning first aid, which is important for their safety and the safety of others. The How to Aid app and website aim to address this issue by providing guidance and resources to help them acquire the necessary skills and confidence to handle emergencies.

As an adult, I understand the challenge of getting young adults interested in learning something they may not see as necessary or interesting. During the brainstorming phase, I faced difficulties in determining the features that would motivate young adults to engage in learning. Ultimately, I decided to incorporate a calming color palette, design an easily navigable learning flow, and include group training options in the app as well.