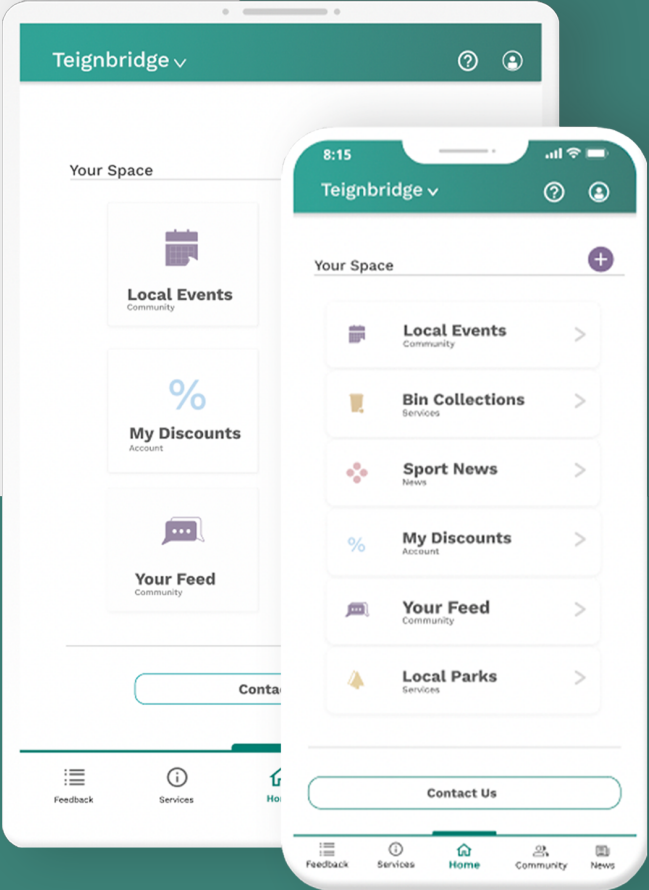


UX Case Study: My Devon App

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Summary of Project

Outcome: My Devon Prototype & Case Study

Scope: 15 weeks

Role: UX/UI Designer and UX Researcher

The Problem

Councils are notorious for poorly designed websites and busy phone lines that frustrate users and make finding information and contacting the council needlessly difficult. Beyond digital media, residents often feel that their voices are not being listened to by council members, they lack motivation to engage with the council and lack easy access to local community groups and events.

The Solution

My Devon is an all-in-one platform for residents and local councils. The app allows residents to have easy access to information and news, feedback channels (polls, surveys and forms) and community groups. Councils will have quicker methods to gather feedback and contact/be contacted by residents, taking the stress off already stretched services. The platform is designed with the expectation that neighbouring council districts (such as the local council areas within a single county) collaborate, easing the financial burden of creating individual apps, and creating a seamless and wider experience for residents who may travel between local areas.



Fig.1: OLIVER, Ryan. 2022. My Devon Mock-up

Project Brief

Context

For my previous module (UX Research), I wrote a research paper looking into the use of digital kiosks in smart cities. As part of the research, participants were asked to choose from an app or kiosks for certain situations. The app was decisively more popular for use in answering a council survey. With this in mind, I decided to create a brief focused on the council and community.

Researching the digitisation of local councils, it is noted that mobile applications are critical for the development of councils moving forward, ensuring they remain relevant and useful. APSE notes that some of the key areas to target are; accessing services and council information and contact between public and the council (Lee and Melville. 2020: 1). The main objective for this brief was to create a modern, useful and accessible product, that would improve communication between councils and residents, allow for a more transparent local government, foster stronger, more connected communities, and provide access to updated, quick information.

Core parts of my design process will be user research and UI design. I felt I needed to experience more industry standard practices and gain a deeper understanding of these processes for my own personal development, coming from a point of relative inexperience.

Problem Statement

From the user research and interviews (as seen on the next page) the problem statement became the following:

Residents need to be able to easily provide feedback and opinions on local matters, contact the council and know, undisputedly, that their voice is being heard in the council. Local events, groups, news and information need to be advertised and easily accessible to all age groups, without the need for additional/external accounts, and people of all ages need to be encouraged to interact with the council and one another to create stronger community bonds.

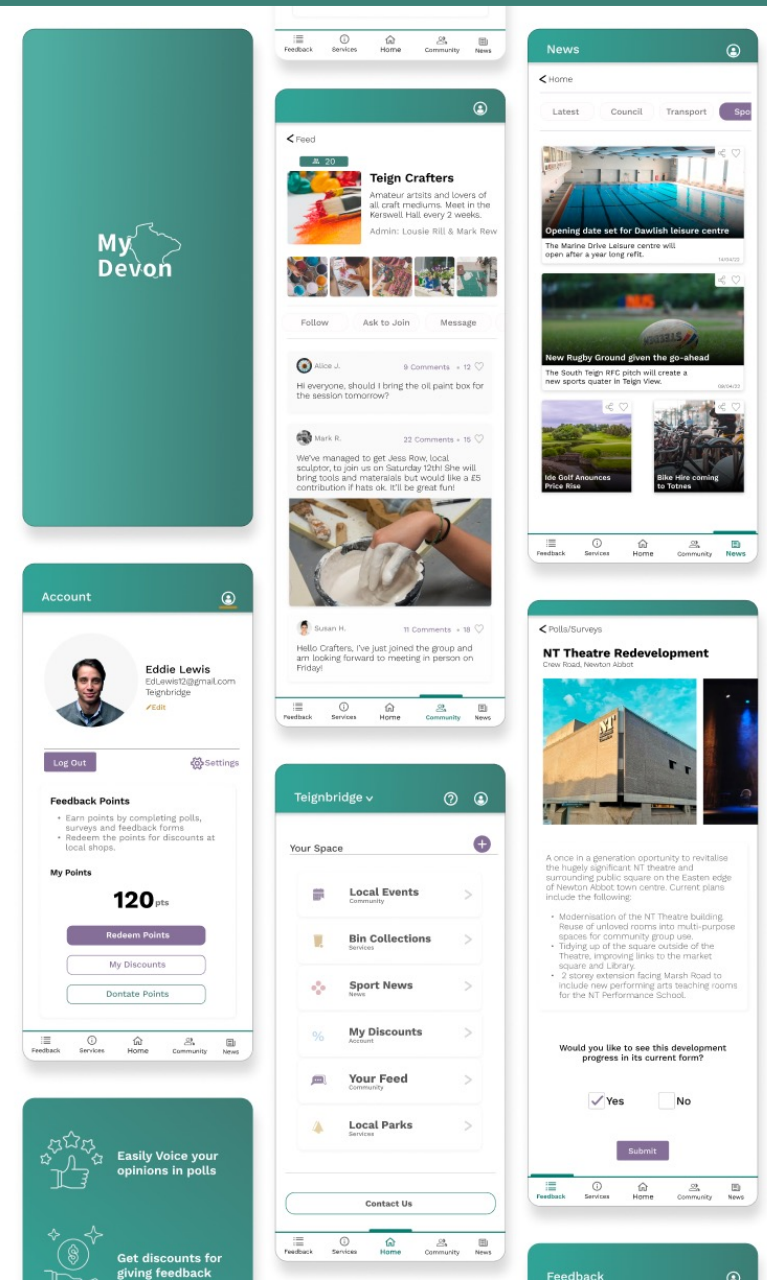


Fig.2: OLIVER, Ryan. 2022. Presentation of Screens

Validating Assumptions

User Interviews

To ensure that the brief reflected the feelings of potential users, I conducted interviews with 4 participants. The backgrounds and ages of the participants varied greatly, giving results that should represent a wide cross-section of the population. Aside from ages, the participants also had differing levels of council interaction, two with little experience dealing with the council, and two with much more (through online, telephone, email and in-person routes). Between the structured questions, the interviews were light and conversational, allowing for additional insights and true feelings about matters to be discussed.

Insights

As evidenced in the affinity map opposite, a large amount of data was gathered from the interviews. The key issues/feelings raised were:

- Users would like a wide range of features within the app, creating an all-in-one go to app for council and community matters.
- Users want easy and quick ways to provide feedback and have a visual way of knowing that that the council are listening.
- Some users require additional motivation to engage with the council.
- Events and information needs to be easily accessible and quick to access.

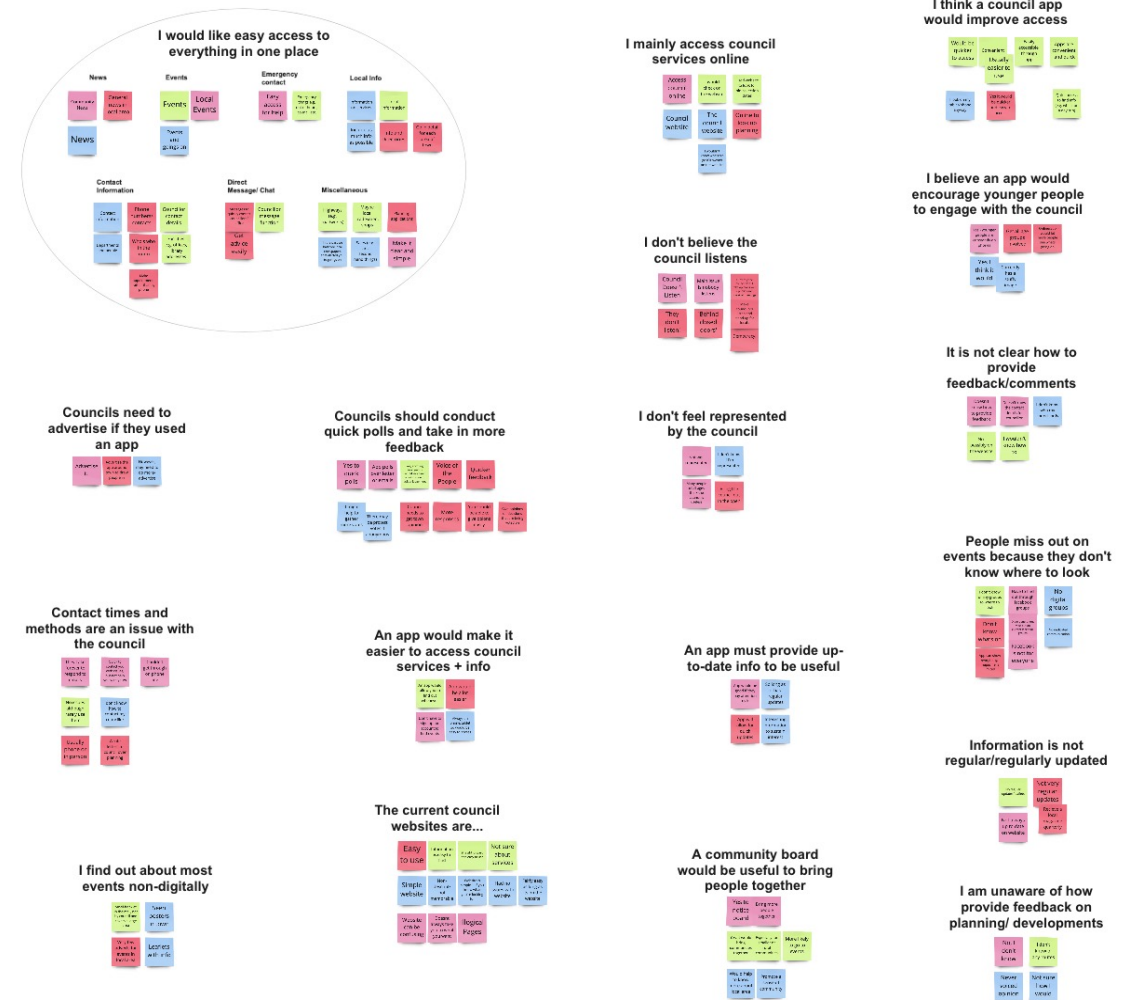


Fig.3: OLIVER, Ryan. 2022. Affinity Map

Who are our users?

Personas

Responses from the user interviews and additional conversations with participants established that there are two main types of potential user groups:

- Those who are **Council Focused**, looking for council engagement, access to service information and ways to give opinions and feedback.
- Those who are **Community Focused**, and are looking for community engagement, local events, news and information

Phoebe and Eddie personify these two user types, and were important benchmarks to continually refer to whilst designing (Downs. 2020). These primary personas were both equally important, representing the traits of the large range of potential users of this app.



Phoebe

25
Exminster
Teacher

"It feels like the council do not know what's best for the community and don't listen to locals. I couldn't even tell you who my councillors were."

Story

Phoebe is a **young professional** who has very little experience of dealing with her local council. She **disagrees with some of the developments** that the council are putting through, believes that **the council doesn't listen** to locals, and feels that her age group is under-represented in local meetings. Despite these concerns, she is **unsure how to voice her opinions** to the council quickly to fit in with her schedule, and often **feels unmotivated to engage** with the council.

Goals

- Quickly provide opinions and feedback on council plans
- Access information on council services and local representatives
- Engage more with, and help improve the council to better represent her age group.

Behaviours

- Often busy with work, commuting, family and friends.
- Conscious of the environment and the community
- Lacks the motivation to engage with the current council methods

Frustrations

- Unclear methods of providing quick feedback
- Lack of clear and easy to find information
- Lack of openness from the council and clear actions

Needs

- A direct and quick route to voice her opinions
- Easy to access and quick to understand information
- Visual proof of the council taking on-board feedback
- An incentive to engage with the council



Eddie

48
Ashburton
Photographer

"Ashburton is a small, close-knit town and I would really like to get to know the neighbours and be involved in local fairs and fetes etc."

Story

Eddie has **recently moved** to Ashburton from Bristol, along with his Wife and two children. Being new to the area, he would like to **easily find out important news** and **local events**, and **engage more with the community**. Additionally, Eddie would like a quick way to find out about the **council services** near him (Libraries, recycling centres etc.) and **up-to-date information** on amenities.

Goals

- Know community run events for him and his family to attend
- Integrate quickly and become an active member within his new community
- Know where and when he can access local services

Behaviours

- Keen to help out and engage with his neighbours
- Supports local events and shops over chains
- Organised and likes to plan over spontaneity

Frustrations

- Community groups on Facebook/Twitter requiring a social media account to access
- Being isolated from the local community
- Having to wait for quarterly magazines or leaflets for information on events/local news

Needs

- Quick access to frequently updated information on council services
- Ways to access community groups and find out about events
- To see key news stories relating to the local area

Discovering Opportunities



Scenario

I would like to find out what family friendly events are happening in my local area for a day-trip. I am especially looking for locally run events.

Expectations

- A single location with a list of events
- Updated information on events happening soon
- A way of filtering events to match my preferences
- Quick and easy to find out, no scrolling or social media accounts



Fig.5: OLIVER, Ryan. 2022. User Journey

User Journey

Based on the persona of 'Eddie' I looked into current route of finding local events through the internet. This "current state" (CX Index. N.D.) journey allowed potential pain points and opportunities to be understood, setting up avenues for further exploration.

The key pain points from this journey included out-of-date information giving false hope, accounts required on social media websites to access all information, and scattered information not all in one place.

Analysing this single journey provided me with a wealth of opportunities, as well as warnings on what not to include in my design.

Key Findings

- Users do not want to be forced to create an account to view everything – allow key info to be viewed without one
- Comments and/or reviews by other users aids decision making
- Filtering of large amount of info is essential
- Regular updates and/or user generated content are required to keep users informed

Carving a Niche

Competitive and Comparative Analysis

The analysis of direct and indirect competition through pluses/deltas and inventory analysis proved to be incredibly useful, not only in showing what is working /not working in current apps, but also showing where the app could carve out a niche, differentiating itself from competitors whilst providing an enhanced overall experience for users.

The combination of council services with a social/community aspect would separate my app from the pack and meet user goals and needs. Unique features to focus on included:

- **Local events and community group pages with social aspects.**
- **Quick direct messaging or a Chatbot to alleviate current contact issues**
- **Quick polls or other routes to collect community feedback or mood**

Good visual design is currently lacking in the direct competitors, most likely exacerbating the 'old' image of councils that is off-putting for younger users. A cleaner, less cluttered approach would improve accessibility and desirability for all age groups, and so this became a focus during the UI design process later in the project.





| |  |  |  |  |
|------|---|---|---|---|
| Type | Indirect | Direct | Direct | Indirect |
| + | <ul style="list-style-type: none"> +Speeds up gathering of feedback and increases volume +Clear council dashboard to visualise public opinion +Gives real-time feedback to council +Visually attractive/Modern and easy to understand +Can link to social channels for increased range | <ul style="list-style-type: none"> +Easy to understand and clean UI +Multiple functions in one app +Push notification for reminders +Dashboard for councils to view app statistics +Single configurable app that can be used by multiple councils - Ease of setup and consistent experience across areas +Cloud hosting lowers cost | <ul style="list-style-type: none"> +Cloud hosting - less pressure on council +More tailored designs than Cloud9 +Large amount of features for community +Web App version +3rd part integrations (Twitter, Facebook, MailChimp, Eventbrite) +Dashboard for council to view statistics +Customisable preferences for users | <ul style="list-style-type: none"> +Access to events around the world +Clear and modern design +No account needed to see events +Bookings to secure places +Filters for event types +Anyone can put up events or search for free +Can log in to save events, book tickets and follow organisers/places |
| △ | <ul style="list-style-type: none"> -Council focused over residents -Narrow focus, purely questionnaires and polls -Web based surveys etc. No app for residents -App only shows insights for city managers -Doesn't show results to residents/Show the council is listening | <ul style="list-style-type: none"> -Basic looking design and little customisation in aesthetics for each council -Reviews report crashing, lack of updates to info and discontinuation of features -Lack of granular customisation for councils means a generic experience | <ul style="list-style-type: none"> -Dated visual design overall -Cluttered UI with onslaught of buttons, text and colours -Very few downloads on Play store so no reviews | <ul style="list-style-type: none"> -Can only filter for 1 event type at a time -Filters don't always work accurately -No review function for past events -No direct message/comments to inquire or network |

Fig.6: OLIVER, Ryan. 2022. Inventory Analysis

Fig.7: OLIVER, Ryan. 2022. Pluses/Deltas

Mapping the Journey

User Flows

Before moving onto designing, I created user flows to understand where key points within the app sit, and what screens would be necessary to fulfil the user needs within these flows. By mapping the journey of users, inefficiencies and issues could be discovered and resolved (Browne. 2021) prior to the design phase.

The user flows focused on three main journeys within the app based on the personas key goals. The flows mapped out journeys from login through to exit, with the larger sub sections of 'feedback' and 'community' explored in separate flows.

By creating these flows, the scale of the app became apparent, with each section growing larger and more complex. To limit feature creep I reviewed the flows against the needs of the personas and narrowed the key subsections into four hubs – Feedback, Community, Council and News.

Onboarding moved from app start-up, to before the individual sections where an account would be beneficial, due to feedback from users, peers and tutors. This allows users to start using the app much quicker, and experience the app before deciding to make an account.

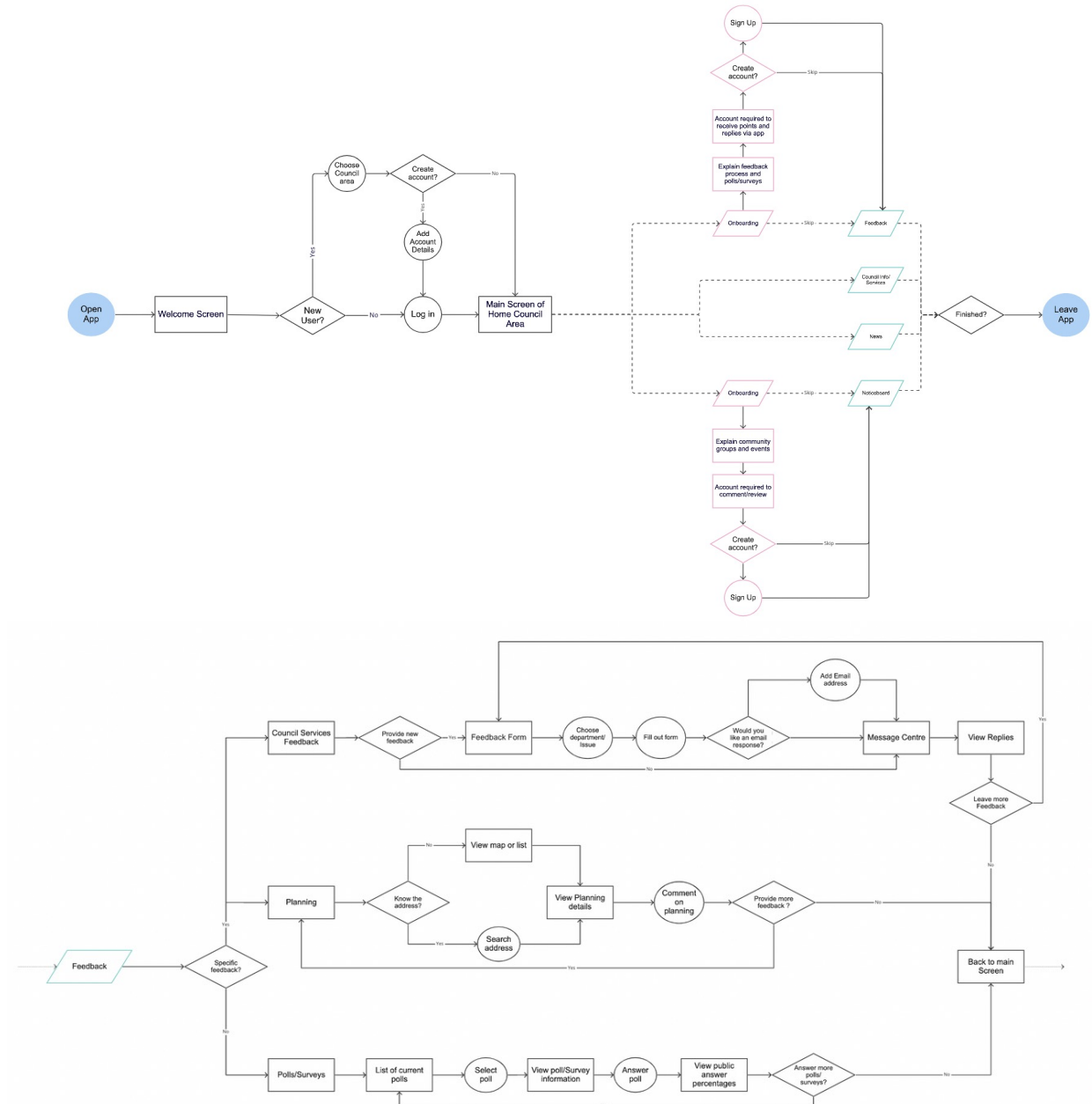


Fig.8: OLIVER, Ryan. 2022. User Flows

Initial Design work

Wireframe Sketching

As the interviews revealed that there would be multiple types of users with differing goals, the idea of personalisation was a core focus of the initial home screen sketches. To ensure a personalised experience, the home screen design centred around customisable shortcuts to key features within the app, as chosen by the users. This idea would also allow the shortcuts to be changed at any point, should the users priorities change.

Feedback channels were another focus of the first round of sketching. The implementation of quick polls would separate my app from the competition, whilst allowing residents to voice their opinion to their councils. To visually represent the council listening taking votes onboard, an answer summary page was included to display the feelings of all voters in a clear, graphic way. Councils are likely to be viewed as more transparent and receptive if the views of residents is seen by all.

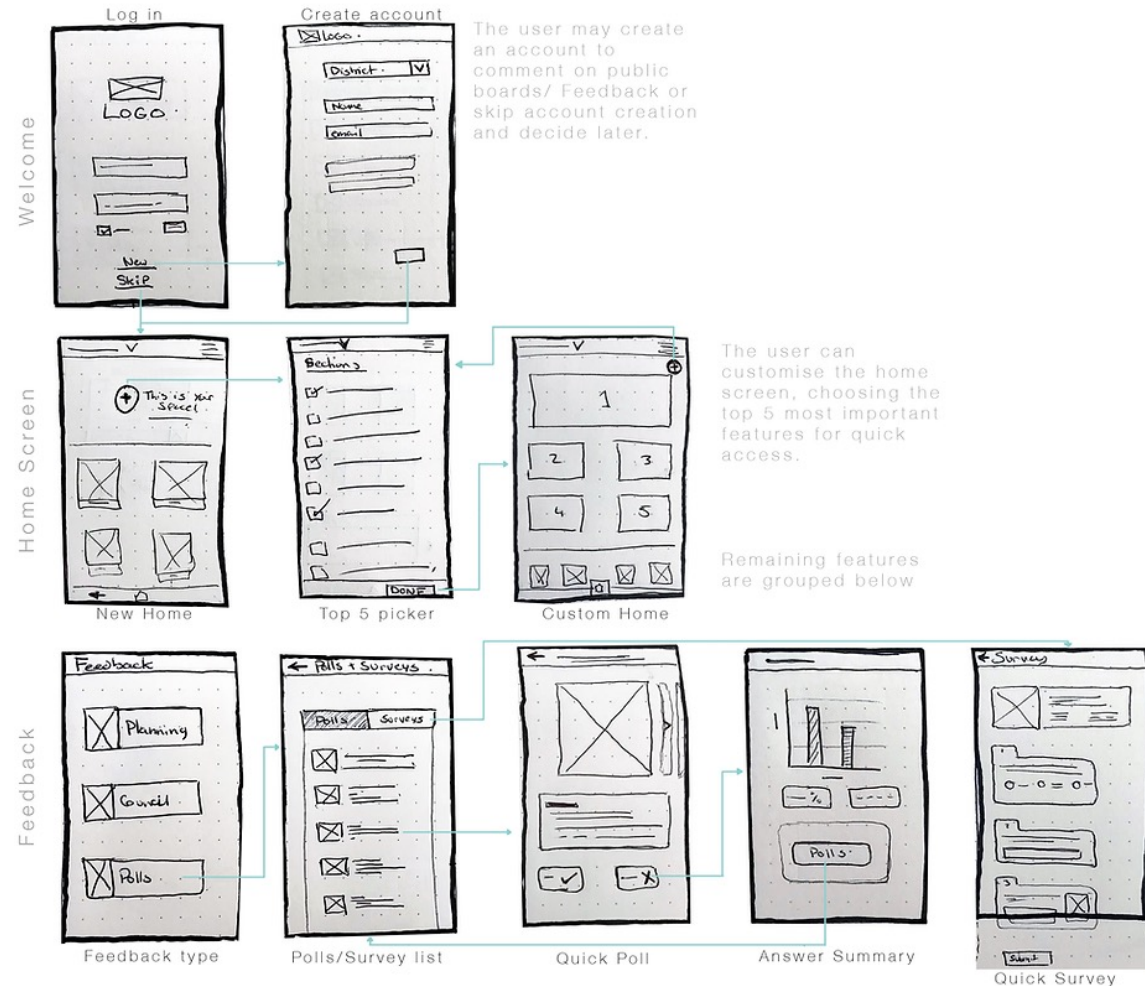


Fig.9: OLIVER, Ryan. 2022. Sketch Wireframes

Motivation through Gamification

Discounts & Badges

As discovered in the initial user interviews, some users require motivation to engage with council and community matters. To create motivation and reward users who were regularly engaged with the app, I looked into methods of gamification. The two ideas I came up with were: **Discounts** as rewards for providing feedback through polls, surveys and forms, and a **badge/tier** system to encourage commenting and activity in community groups. The badge/tier idea was dropped following conversations with users who said that it would fail to motivate them, and felt out of place in a council app. The discounts proved more successful, with users commenting that it would motivate them to use the service by giving them a tangible incentive.

The discount system would not only encourage users to provide feedback and opinions, but would also benefit the local economy. Should this feature be implemented into a final product, the council could partner with local independent shops to provide these discounts, increasing the apps social and economic benefits by promoting a 'shop local' approach.

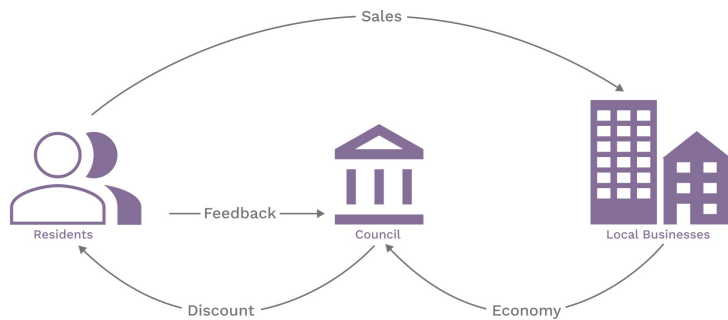
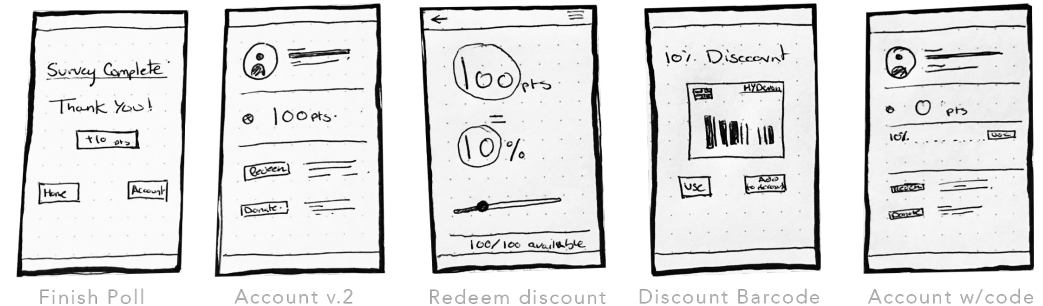


Fig.10: OLIVER, Ryan. 2022. Potential Benefits of Discount Rewards

Points/Discounts



Badges/Tiers



Fig.11: OLIVER, Ryan. 2022. Gamification Sketch Wireframes

Wireframing

Figma Development

The first digitisation of my wireframes focused on the core journeys identified in the user flows. Not only did these wireframes mark the start of the digital design process, but it was also my first time using Figma, having focused on Adobe XD in the past.

These low fidelity wireframes expanded on the sketches, including onboarding, account and discounts, and community events screens.

The creation of these wireframes allowed me to fully understand how to implement the personalised home screen in a way that was easy to understand, with few steps as to not annoy or confuse users of all ages. The design should give users a greater sense of control and predictability (Marathe & Sundar. 2011: 783) by allowing them to have what they need front and centre, with few steps to get there.



Fig. 12: OLIVER, Ryan. 2022. Wireframes

Information Architecture

Content and Grouping

Prior to taking the wireframes into usability tests, I decided to conduct a card sorting exercise. This method allowed me to gain an understanding of how users would expect content to be grouped within the app, and what type of vocabulary would be appropriate for them. The in-person exercise yielded useful results, with all participants giving broadly similar results with only a few outlying features. This outcome was not expected, as the open card sort allowed users to select and name their own groups with no choices or outside influences.

The results from the card sort were synthesised and incorporated into the app site map and wireframes. With the naming of groups and features stemming from the users themselves, usability of the app should be improved by using vocabulary that is accessible to the majority of users.

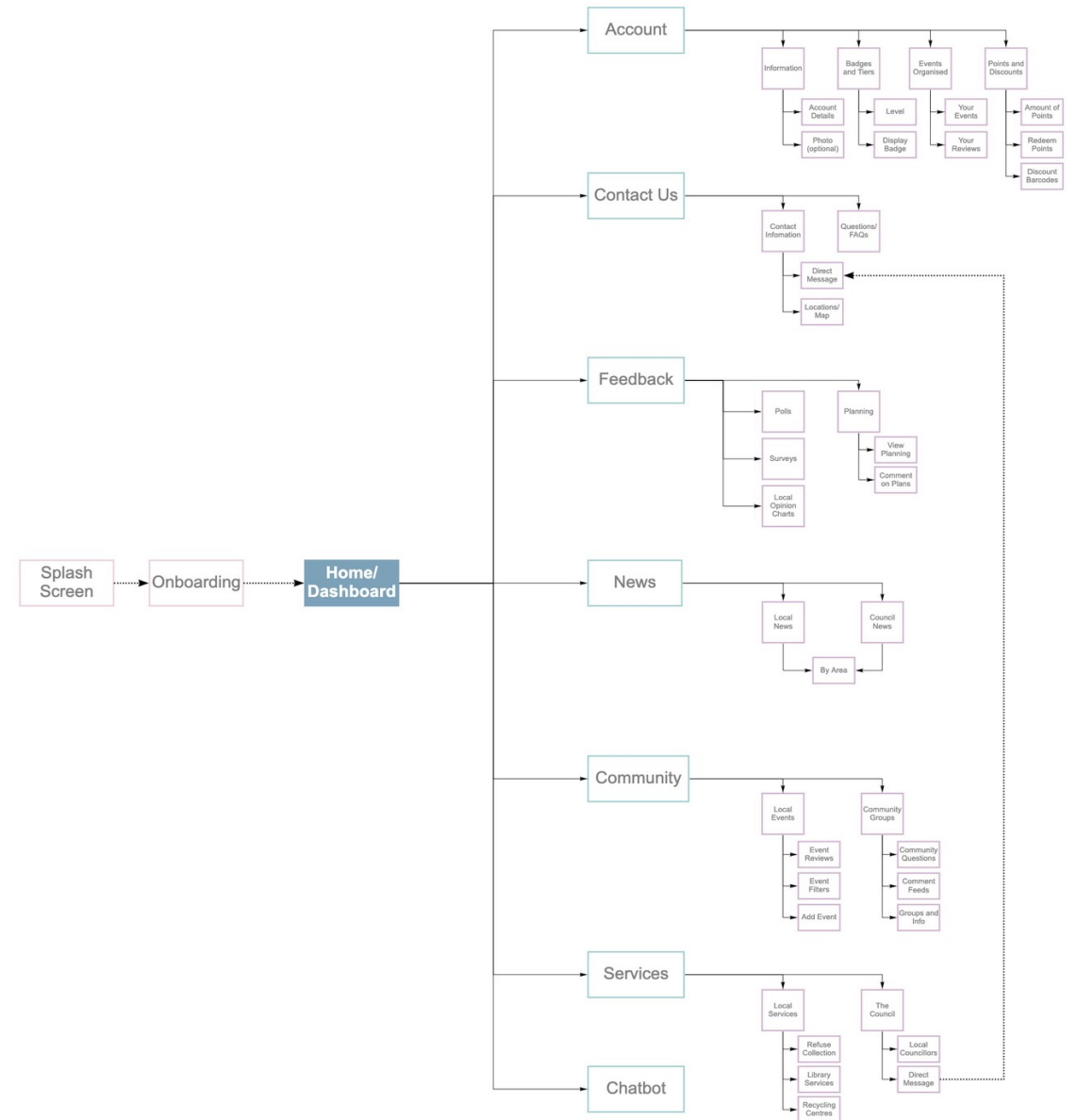


Fig.13: OLIVER, Ryan. 2022. Site Map

Usability Testing

In-person User Testing

To test the current ideas, layout and usability, I conducted user testing with a Figma hotspot prototype. The test consisted of scenarios that users would try to complete without any assistance, with participants calling out any thoughts or issues during the test. This led to much qualitative data, with users expressing their true feelings, both good and bad, with little prompt.

Users generally completed the task within or just after the ideal times, yet there were a few errors, and feedback pointed out some major issues that would have to be rectified. Button sizing was a critical fault that was spotted as the test was completed on a mobile with the Figma Mirror app. With mobile inputs being less accurate than the mouse I used to make the prototype, many buttons were far too small to be used consistently and quickly. Other issues to be rectified included a lack of tutorial or call outs to explain possible actions, and small writing (especially for the older target users).

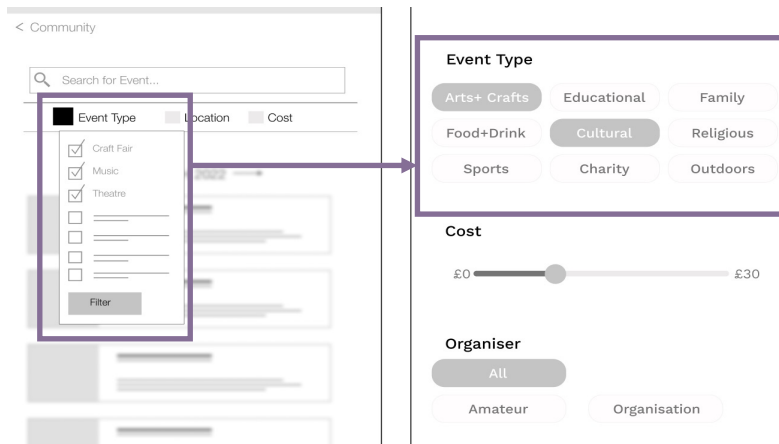


Fig.14: OLIVER, Ryan. 2022. Alterations following User Testing – Button and Font Size

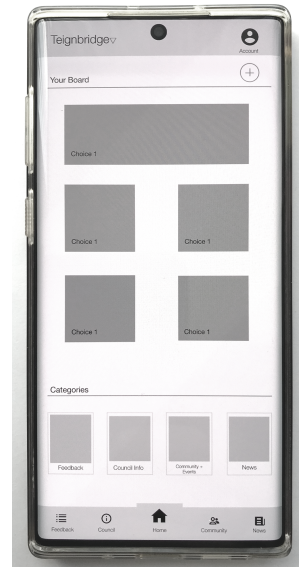


Fig.15: OLIVER, Ryan. 2022. Testing on Mobile

Key Findings

- Buttons (such as the filter selection) are too small to hit easily on mobile
- Not all home screen sections are immediately obvious, maybe add a tutorial screen
- Don't add buttons and features that don't work in the demo, its confusing
- The navbar layout works well, having the main categories always in reach
- Users like personalising the home screen, allowing for quick access
- Make writing larger, it looks much smaller on mobile than on the pc

Initial Visual Design

Colours and Branding

My initial colour scheme for my first designs had the primary colour of Teal. This colour came with connotations of “tranquillity and reliability” (Color Psychology, 2021), both being beneficial for a council application. Teal was also similar to colours used in the different local council areas in Devon, and so would be a visual bridge between them. I chose a triadic colour scheme, with Purple and Ochre alongside the teal, adding vibrancy and life.

After colouring the first few screens I gained feedback from peers, users and tutors. The feedback mentioned the over reliance on the teal, without variety, interest and balance that the introduction of additional colours and greys would add. In addition to this, CTA buttons and other important UI elements all used the same primary colour, and so the visual hierarchy was incorrect. This feedback led to multiple iterations, focusing on the home screen, in order to establish a design system.

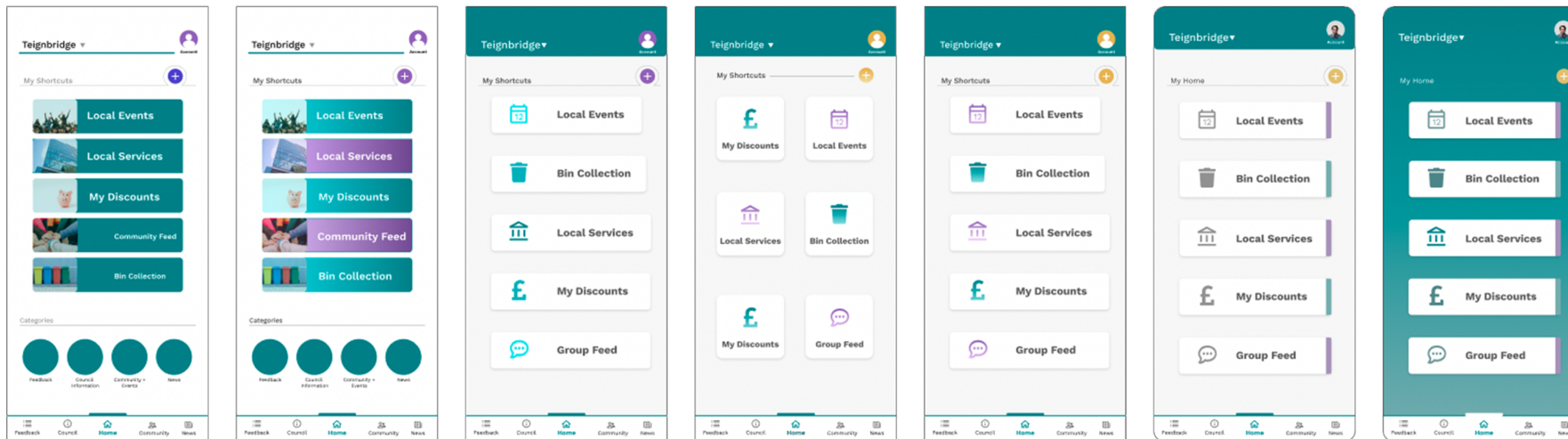


Fig.16: OLIVER, Ryan. 2022. Home Screen Iterations

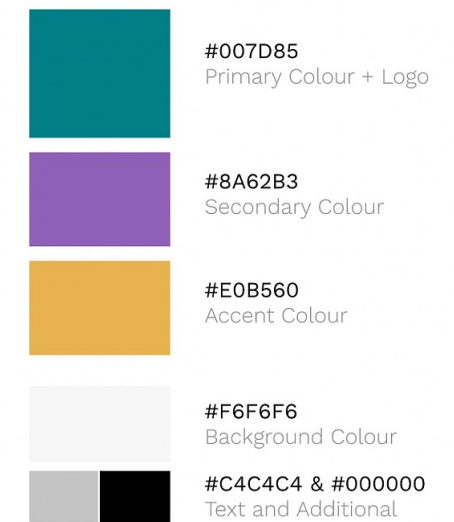


Fig.17: OLIVER, Ryan. 2022. Initial Colour Scheme

Creating a Design System

Revised visual design

Many alterations were made before reaching the final design system. The primary colour shifted from teal to green, better suiting the additional colours as well as giving the app an individual identity, as the teal turned out to be quite similar in colour to Devon County Council's branding. The addition of pink and blue allowed for more flexibility in designing screens with multiple sections, with the strong colours of ochre, pink and blue being used sparingly as accent colours to the primary green and main secondary colour of Purple.

For fonts, Work Sans was chosen as an easy to read and clean font. Alongside the colours, Work Sans gives off a professional yet modern feel that is essential for a new council application.

The creation of a design system meant that creating the prototype was quicker and more efficient, ensuring final design was consistent (Couldwell. 2019: 21), with design rules in place. This documentation will also ensure that future expansion of the app is visually consistent with the current design.

Primary



Accents



Neutrals



Icons



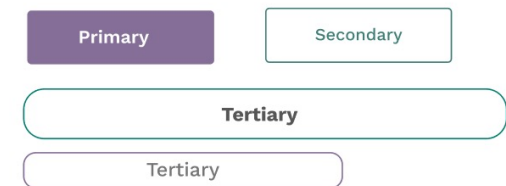
WORK SANS / Bold 700
Headings, Large Buttons

WORK SANS / Semibold 600
Titles, Subtitles

WORK SANS / Regular 400
Buttons, subtitles, Breadcrumbs

WORK SANS / Light 300
Paragraphs, Sentences

Button Styles



'UX Line' Illustrations by Streamline



Considering the Backend

Council Dashboard

My Devon Is designed to be a platform for communities and councils. A backend, council dashboard would be required to facilitate this, and as discovered in the competitive analysis, is a feature of other council platforms.

The dashboard in its current state would provide access to admin tools for council workers, including:

- App customisation and content tools
- Data analytics on usage and users
- Feedback, polls and survey results
- Message centre to respond to direct messages from app users

Further development of the dashboard is required, especially because the current version was designed based on assumptions on what council workers would require and based on the competitor analysis, due to a lack of access to council workers.

The creation of this dashboard did allow me to design to a screen size beyond that of mobile and tablets, pushing me to test desktop design practices and conventions that I have not used before in my mobile-only designs.

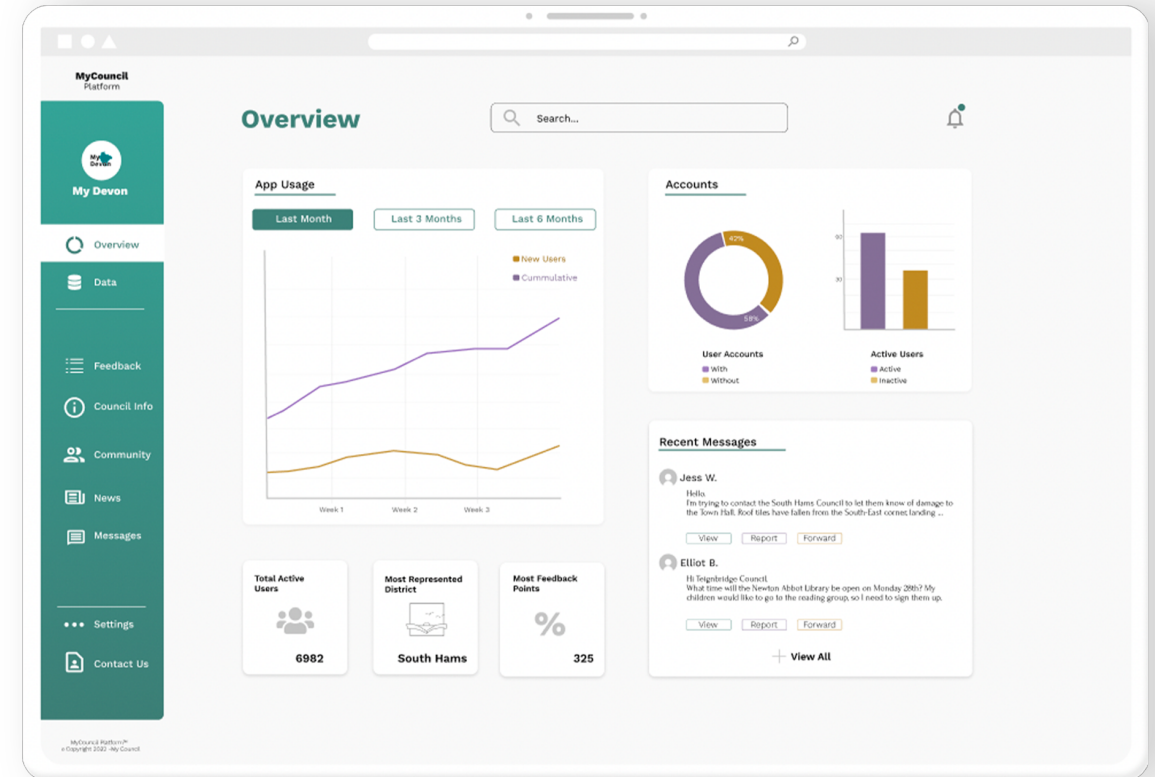


Fig. 19: OLIVER, Ryan. 2022. Council Dashboard

Accessibility and Flexibility

Colour Contrast and Colour Blindness

From the start of colouring my wireframes, I made sure to use the A11y-Color Contrast checker plugin. This allowed for me to test the contrast of text colours against that of their backgrounds. Throughout development I used this plugin, and so all screens meet at least AA rating, with some screens being AAA compliant. For colour blindness, I used a Figma plugin to emulate the many different types. This showed that the colours on top of one another, such as on the header are clear throughout. Where colours are similar in icons, text can be used to differentiate options as to still be usable for each type of colour blindness.

Font Size

As the usability testing showed that my font sizes and buttons were far too small, I made sure to increase the font size, the font weight of titles and to space out the contents of each page, utilising a 4pt-grid. The minimum size font of paragraphs was upped to 14px, with large 20px and 24px bold font for key card and screen titles. An absolute minimum font size of 12px for tertiary information.

Gov.uk Standards

As the application would be linked to local government if it were to be released, there is a legal obligation to meet WCAG 2.1 standards in both design and code (Central Digital and Data Office. 2019). One of the key criteria, besides carrying out a full accessibility audit prior to beta testing (that would have to be completed if this app were to go to market) is to allow users choice in device and orientation (Gov.uk. 2019) and so I created the landscape mode screens for mobile and tablet, the two device that the interviewed users most use (80% used mobile and tablet).

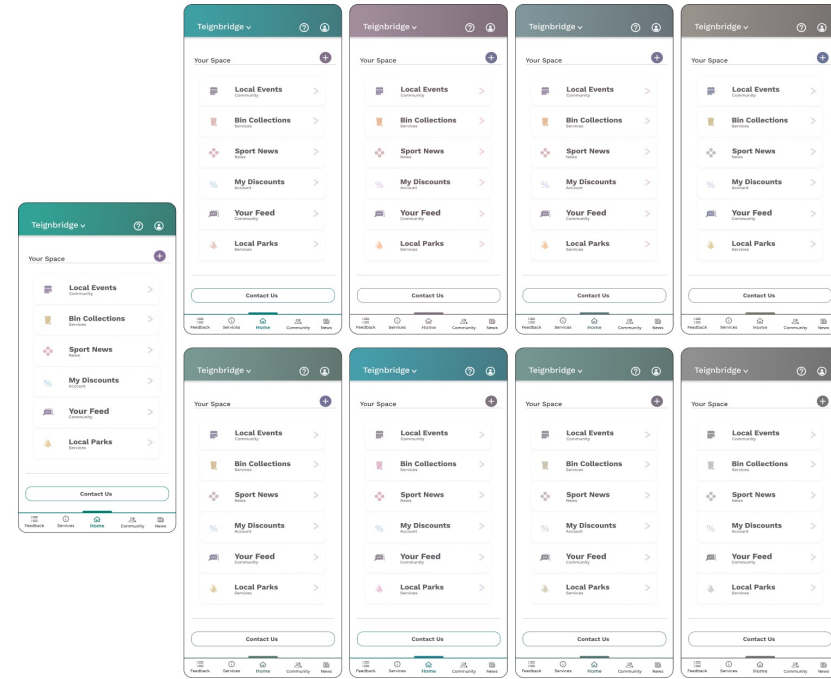


Fig.20: OLIVER, Ryan. 2022. Colour blind Emulation

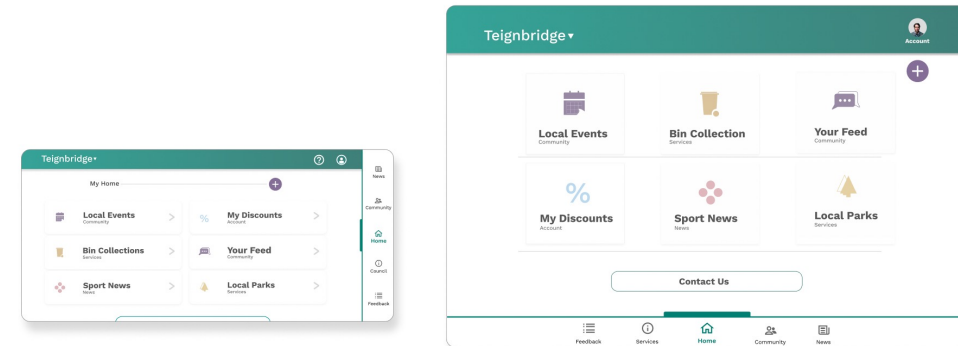


Fig.21: OLIVER, Ryan. 2022. Landscape Orientation

My Devon Prototype

Final User test

One last round of user testing was completed prior to finalising the project deliverables. This was an informal user test with 2 participants, due to time constraints, however the results were still incredibly useful. Participants commented on the visual design, stating that the colours were soft and easy on the eye as to not cause any issues with long viewing sessions. The error rate was also dramatically reduced, possibly in part due to the tutorial screens at the beginning of the user flow and copy changes. This session not only validated design decisions however, as participants noted bugs and mistakes such as buttons leading to incorrect pages or bugged animations, that I was able to resolve after the test, ready for submission.

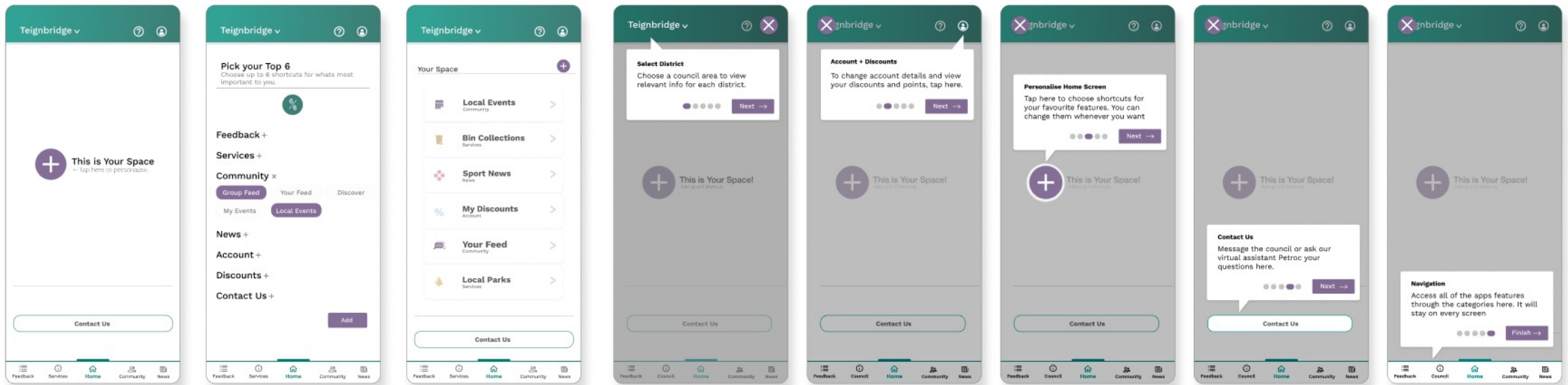


Fig.22: OLIVER, Ryan. 2022. Home & Tutorial Screens

My Devon Prototype

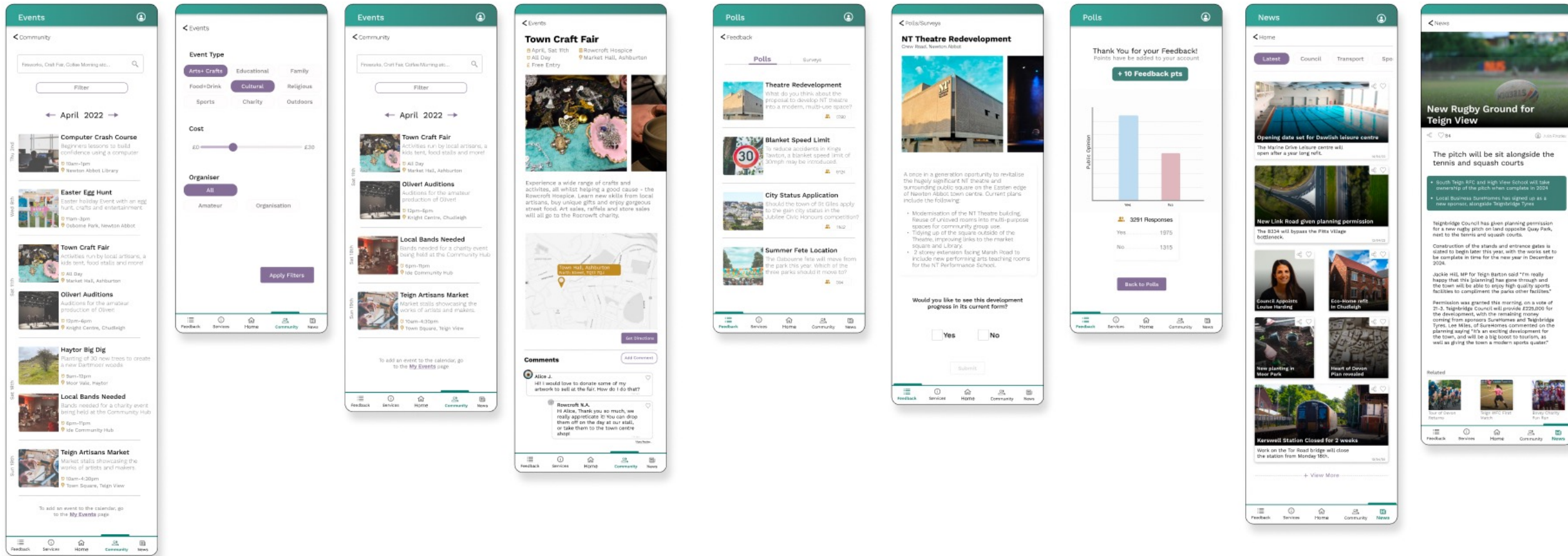


Fig.23: OLIVER, Ryan. 2022. Selection of Key Screens from Events, Polls and News

All information in the Events, News stories, Polls and Surveys was invented by myself for the creation of this prototype.
Any similarities to real life events is completely coincidental

Conclusion

Key takeaways:

-Carry out user research or gain user input often: User and peer feedback shows just how differently we all see the world, and by being receptive, you will end up with a much better product.

-Experimentation and Iteration are key: In order to be innovative and overcome key issues, change is essential. Iterations, no matter how small and frequent, will lead to an improved design.

-Do not jump to design work too quickly: There is always the temptation to jump to designing too early, when ideas and thoughts have not been fully nailed down. Carrying out in-depth and targeted research will make designing easier, with less back-tracking later on.

Reflection

This project has been the largest and most complex UX design project I have completed to date, following a design from brief all the way through to prototype. Many of the activities and tasks have been new to me, pushing me to learn a vast amount over the past 15 weeks. I am incredibly happy with my progress, having gained new skills in various software pieces, and confidence in key UX tasks like user interviews.

This module has not been completely plain sailing, with visual design being the aspect that required the most time and became the biggest hurdle to overcome. I believe that the many iterations and experimentation with the design has led to a final product I am proud of, and that meets accessibility standards,. However, the app is not perfect, and I will aim to improve my graphic design and visual skills in the coming module.

Next Steps

Future work on the My Devon prototype would include another round of user testing to ensure the product meets all of the current user goals, before unfinished and additional features (such as the direct message, planning and feedback forms) can be developed. Within the app, additional features such as the AI Chatbot are yet to be fully designed, and any future exploration of this would allow me to venture into AI and Machine Learning, knowledge that would benefit me going into the current and future world of UX design.

Should the product look to go onto the marketplace, the government accessibility audit must be completed to ensure standards are met for local government digital media (Gov.uk. 2019).

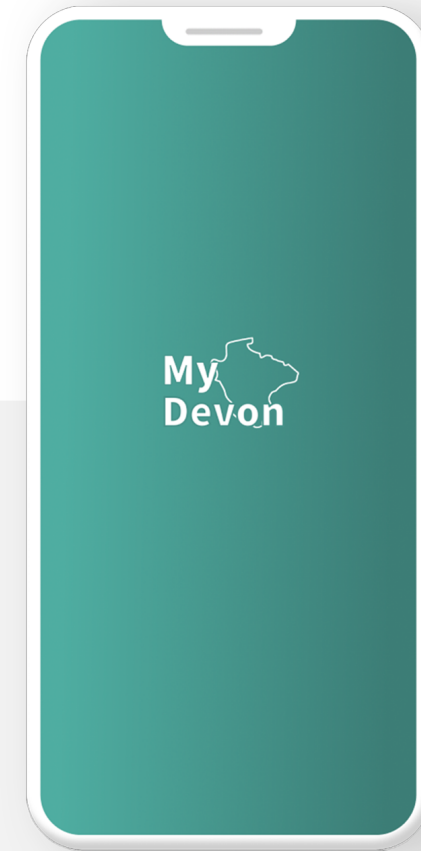


Fig.24: OLIVER, Ryan. 2022. Splash Screen

References & Figures

Figures :-

All images created by OLIVER, Ryan (myself). 2022

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