

24Ukraine app and responsive website

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Project overview



The product:

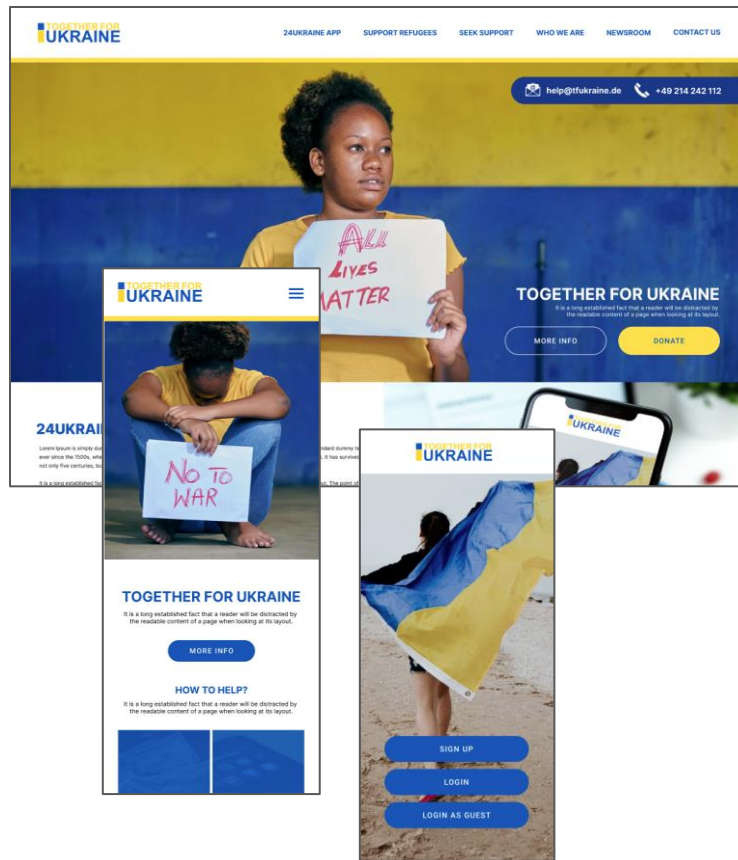
App and website that:

- helps Ukrainian refugees in find support.
- help German residents/citizens offer support.
- Connect both refugees and supporters



Project duration:

June 2022 - July 2022



Project overview



The problem:

Not enough channels for communications between German supporters and Ukrainian refugees in Germany.



The goal:

Offer several ways to support Ukrainian refugees in Germany including connecting them directly with volunteer supporters.

Project overview



My role:

UX/UI Design



Responsibilities:

User research, usability tests, wireframing, Low Fidelity mockups, prototypes and high fidelity mockups.

Understanding the user

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

User research: summary



- I am creating new app to help Ukrainian refugees find places to stay, jobs and financial support. And make it easier for Germans to offer support to the refugees. The research intends to make the user experience easy for both German and Ukrainian users, and remove any problems or pain points in the flow.

Moderated usability tests will be conducted in a cafe, session length ca. 20-30 minutes. 6 participants are invited (3 germans and 3 ukrainians)

Research goals

Determine whether the website and app provide suitable channel for Ukrainian refugees and German supporters to find and contact each other.



Anna

Age: 28

Education: High school

Hometown: Ukraine

Family: Single

Occupation: N/A

“Live, laugh, Love”

Goals

- Anna is looking for a temporary host in Germany, preferably a young man or woman so she can learn about the culture, places and language quickly.

Frustrations

- Anna can't speak German but some English, she doesn't know about the culture and not sure how to find a host without assistance.

Anna is very thankful to be in Germany during the war in Ukraine. She sees it as a chance to learn new things and start new life. She struggles though to find a host for the first period until she learns the language and find a job.

“Work hard, play hard”



Mona

Age: 32

Education: Bachelor's Degree

Hometown: Ukraine

Family: Single

Occupation: Marketing researcher

Goals

- Find a host in Germany in a bigger city with low rent, so she has better chances to find suitable job.

Frustrations

- Learn the language is hard, find suitable host and job, make friends and understand the culture.

Mona is a very a hard working woman, she also loves to travel, meet new people and enjoy a nice meal with a friend. She can't speak German but is fluent in English and she is excited about the new start and is willing to make the best out of it.



Kristina

Age: 46

Education: Master's Degree

Hometown: Ukraine

Family: Mother of 2

Occupation: Artist

"We can change the world"

Goals

- Find a host in Germany for her and her kids who may also help her to start with, learning German and finding a job and school for her kids.

Frustrations

- It is hard to find a place for the 3 of them.
- Kristina can't speak much english, so communication is hard

Kristina arrived in Germany with her 2 kids. She wants to have a stable life as soon as possible but the start is very hard as there is a lot to plan and do for her and her kids. And not being able to speak English make it only harder.



Sasha

Age: 62

Education: High school

Hometown: Ukraine

Family: Mother and Grandma

Occupation: Pensioner

“Everything will be good for people who love God”

Goals

- Safety for her and her grand daughter
- Find host family whom she can help with house work
- Live in peace
- Make a good start for her grand daughter

Frustrations

- She can only speak Ukrainian
- She has difficulty making decision which host
- The culture and language are a big barrier for her
- Need host place suitable for wheelchair

Sasha arrived in Germany with her teen grand daughter, she is very worried about the new start because everything seems new to her and she can't speak English or German and she uses wheelchair to move. She is very thankful for everything she has and has a strong believe that things will work out.



Bernard

Age: 42

Education: Bachelor's degree

Hometown: Germany

Family: Single

Occupation: IT support

“Life is good, be kind”

Goals

- Help others when possible
- Host 1-2 persons from Ukraine
- Support refugees mentally, financially and physically

Frustrations

- Bernard can't speak Ukrainian language, but some English
- He barely has free time
- Bernard doesn't know much about the Ukrainian culture
- Has a small apartment

Bernard is a nice person who like to help others, however he doesn't have much free time due to his work. He would like to help an Ukrainian woman or a small Ukrainian family, in case he couldn't he would still help in other ways like financially or physically.



Jorn (with family)

Age: 41

Education: Bachelor's degree

Hometown: Germany

Family: Married with kids

Occupation: Business owner

"We make our future"

Goals

- Help a big Ukrainian Family find a suitable place to live
- Volunteer work
- Financial support
- Help refugees integrate in the society

Frustrations

- Jorn is very busy person
- He can't speak Ukrainian but fluent English

Jorn is a young successful business man who believes that everyone should offer help when they have the chance. He is willing to help a refugee family, however he is so busy that he hardly has time to think or find out how to. He needs a practical solution.



Rudolf

Age: 67

Education: High school

Hometown: Germany

Family: Married (kids left)

Occupation: Pensioner

“Be happy and good to others”

Goals

- Help a Ukrainian Family
- Help financially when possible
- Guide refugees to integrate in the society and culture
- Offer part of his house for refugee family

Frustrations

- Rudolf is not tech savvy
- He can't speak neither Ukrainian nor English
- He lived all his life in Germany and is not aware of other cultures, beliefs and traditions
- Not sure how to help

Rudolf and his wife are very nice couple who spend lot of time at home because they are pensioners. They love people and are willing to help the Ukrainian refugees but he is not sure how or where to start.

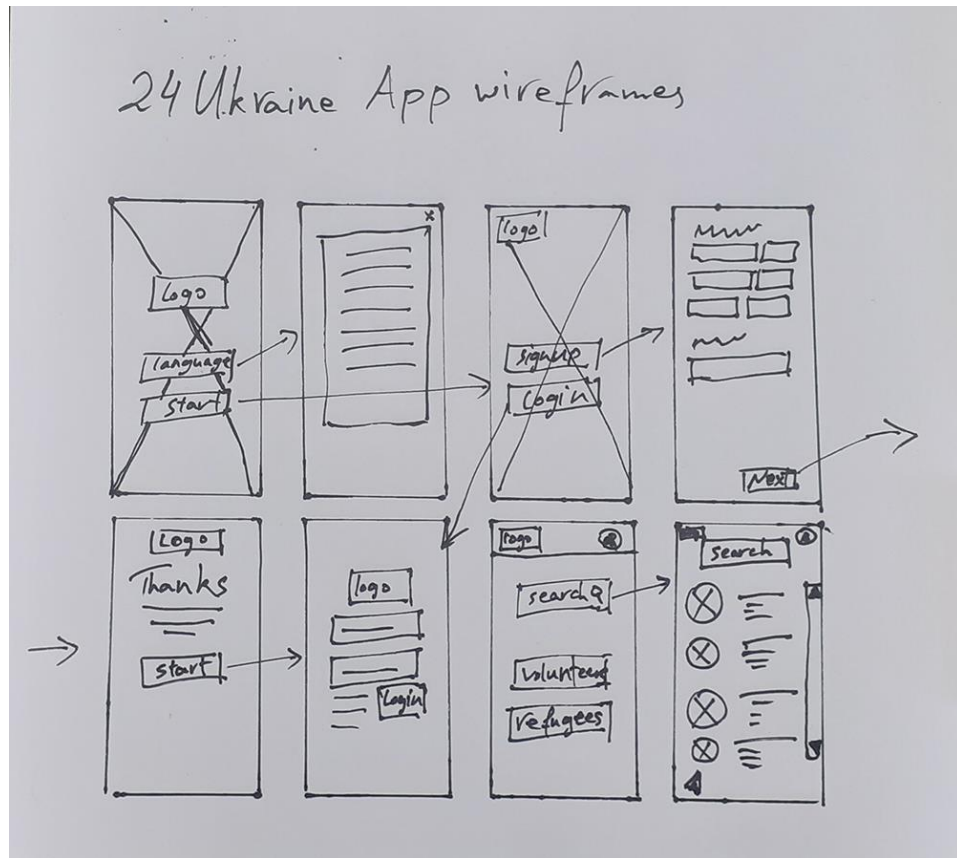
Competitive audit

Unfortunately, it was hard to find direct competitors.

Competitive audit	Competitive audit goal										
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	UX (rated: needs work, okay, good, or outstanding)			Desktop website experience	App or mobile website experience	Features
						Business size (small, medium, large)	Target audience	Unique value proposition			
Elternwerkstatt	indirect	Germany	Parents / Single parent consulting	N/A	Elternwerkstatt-leer.de	Small	Parents	more joy in everyday family life	Good + Easy navigation + straight to the point - Fixed header bug - Side menu navigation	okay + optimized content - menu only in footer - photos not optimized for Handy - Drawbacks	Outstanding + Call to action buttons + courses for parents + parents consultancy
Fluechtlingshilfe Aurich	direct	Germany	Refugees support	N/A	fluechtlingshilfe-aurich.de	small	Refugees	There is a magic in every beginning	Needs work - Confusing content - no call to action buttons - boring design	okay + organized design - Confusing content - no call to action buttons	Okay + helpful for refugees - no call to action buttons - unclear next steps for volunteer or refugees
Fluechtlingszentrum Hamburg	indirect	Germany (Hamburg)	Refugees support	N/A	fluechtlingszentrum-hamburg.de	medium	Refugees	N/A	Okay + Straightforward information - Confusing sitemap and navigation - no call to action buttons - missing pages and content	Needs Work - Bad optimization for Mobile - Confusing sitemap and navigation - no call to action buttons - missing pages and content	Good + Clear contacts + Useful links + Direct contact with Volunteers + Refugees consulting - Services only available in German language - No call to action buttons
			Features	Accessibility			User flow	Navigation	Brand identity	Tone	Descriptiveness
			Outstanding + Call to action buttons + courses for parents + parents consultancy	okay + Good visuals with high contrast colors - Navigation in footer			Outstanding + Straightfoward navigation + Straightforward call to action	Needs work - bad navigation in both desktop and handy	Outstanding + Good use of Brand colors in both Desktop and mobile websites + Good use of Brand fonts and high quality photos	Friendly and fits well in the context	Outstanding + Conveys information easily and efficiently
			Okay + helpful for refugees - no call to action buttons - unclear next steps for volunteers or refugees	Needs work - only in German - hard to navigate - too much content			Needs work - Unclear flow	OK + Clear menu - Confusing layout and content	Needs work - Boring design - no clear Branding elements (colors, fonts, images, ...)	Boring formal tone	Needs work - Confusing content
			Good + Clear contacts + Useful links + Direct contact with Volunteers + Refugees consulting - Services only available in German language - No call to action buttons	Okay + Multinational team members who can speak several languages + High contrast used for content - Missing translations - Navigation errors			Okay + Straightforward content - Confusing navigation	Needs work - Poor with errors	Needs work - No clear Branding - Poor quality images	Formal straight forward tone	Good + Straight forward content - The website can be overwhelming/confusing for some refugees

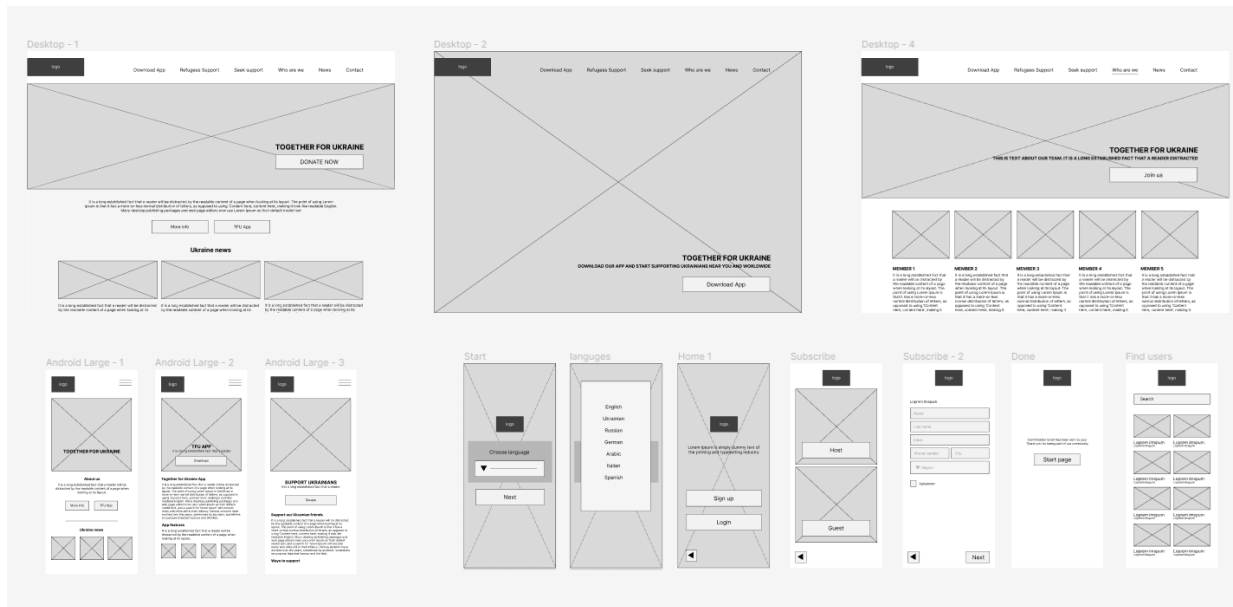
Ideation

First ideas for the App home page



Digital wireframes

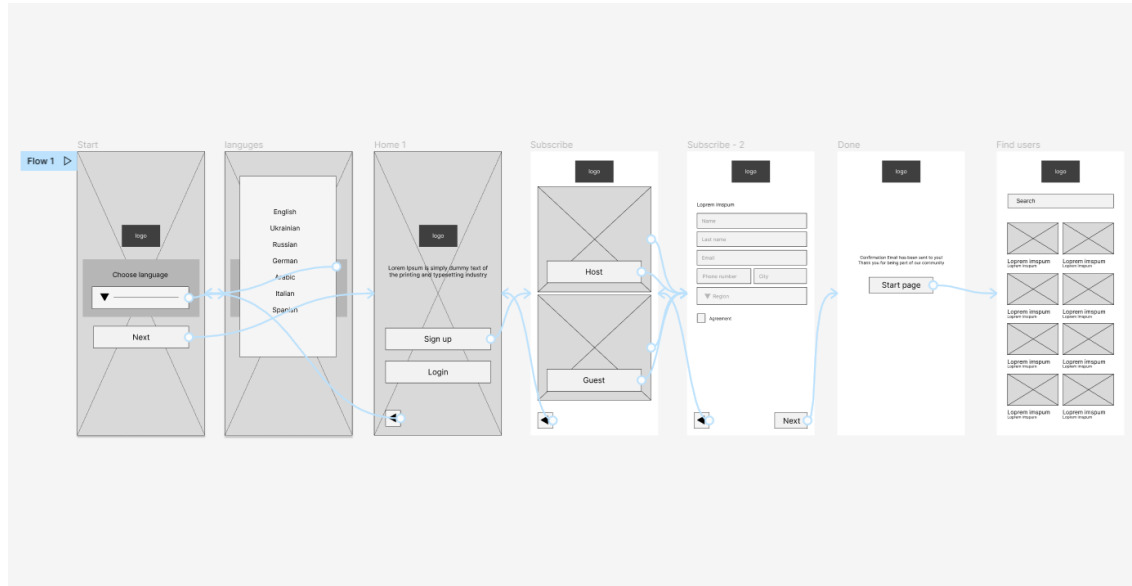
Wireframes for the app were done for almost the complete process while for the responsive website, only wireframes that sketch the basic concept for the website were created.



Low-fidelity prototype

Low fidelity prototype was only created for Mobile app for this project because the workflow is much more complex than that of the responsive website.

<https://www.figma.com/proto/WQdgyfZZCmWy45y9JJVvFI/Untitled?node-id=40%3A90&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=40%3A90>



Usability study: parameters



Study type:

Moderated usability study



Location:

Local Cafe



Participants:

6 participants



Length:

20-30 minutes

Usability study: findings

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

1

Login as guest

2 users had problems with signing up

2

Search optimization

Search filters should be added

3

About users section

Some participants found the provided info about registered users not enough

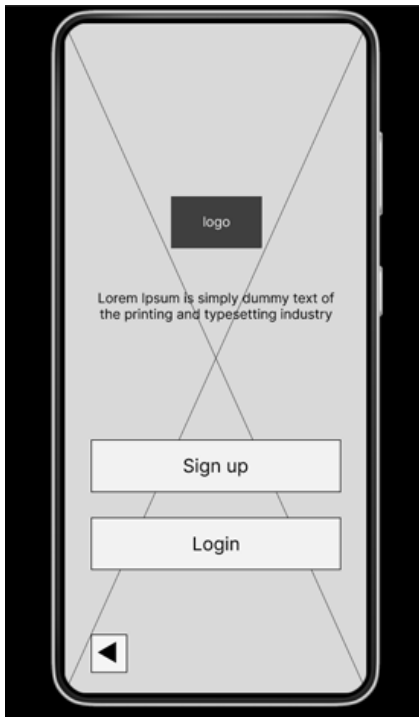
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

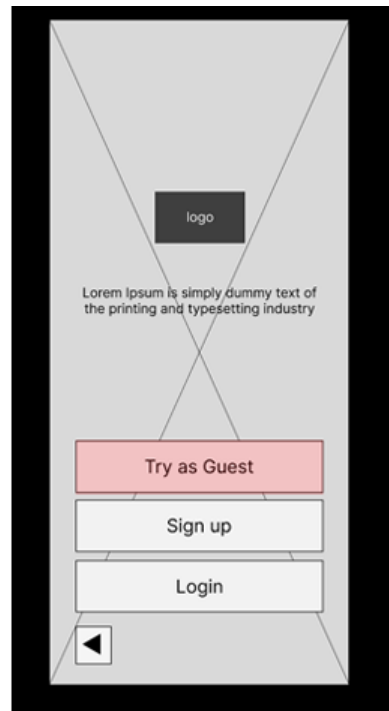
Mockups

Add guest login to the app

Before usability study



After usability study



Mockups

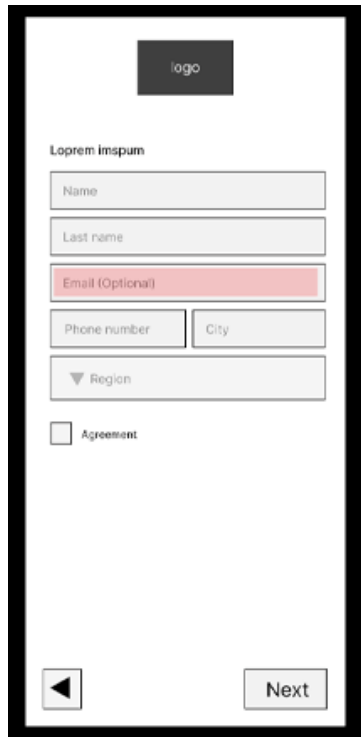
Email became optional
during registration

Before usability study



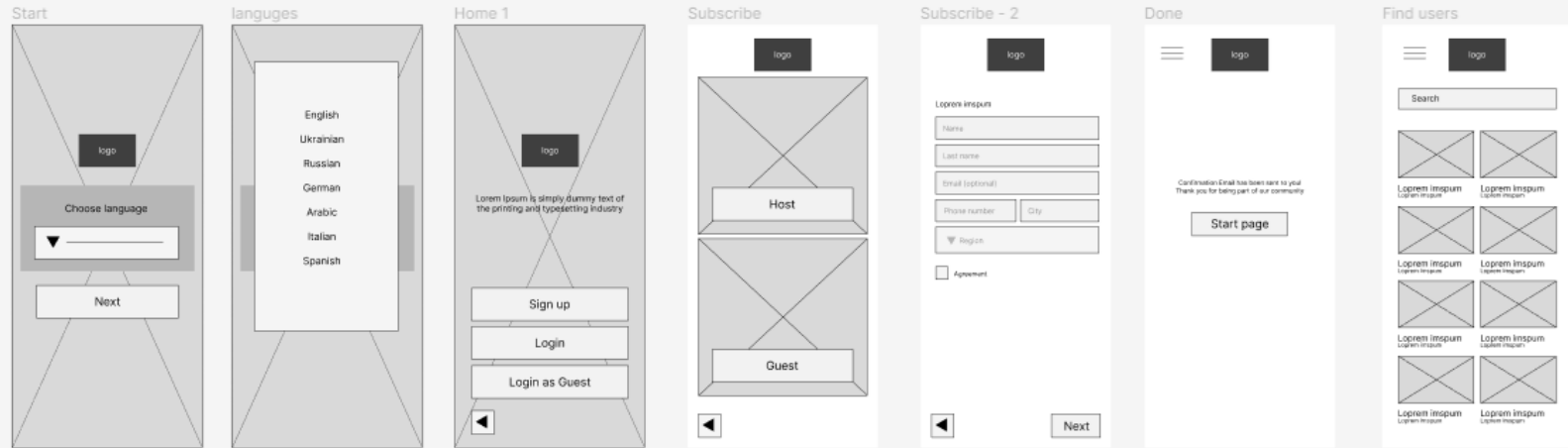
A mobile app registration form mockup. At the top is a dark grey box labeled 'logo'. Below it is the text 'Loprem inspum'. The form consists of several input fields: 'Name', 'Last name', 'Email', 'Phone number', 'City', and a dropdown menu for 'Region'. Below these fields is a checkbox labeled 'Agreement'. At the bottom left is a back arrow icon, and at the bottom right is a 'Next' button. At the very bottom, centered, is a page indicator '< 5/7 >'.

After usability study



A mobile app registration form mockup, identical to the one before the study, but with one key change: the 'Email' input field is now highlighted with a red background and labeled 'Email (Optional)'. The rest of the form, including the 'logo', 'Loprem inspum' text, 'Name', 'Last name', 'Phone number', 'City', 'Region' dropdown, 'Agreement' checkbox, back arrow, 'Next' button, and page indicator, remains the same.

Mockups



High-fidelity prototype

Desktop version

<https://www.figma.com/proto/9ewhlqGgcbxo7d3Tcd12RI/website?node-id=1%3A15&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=1%3A15>

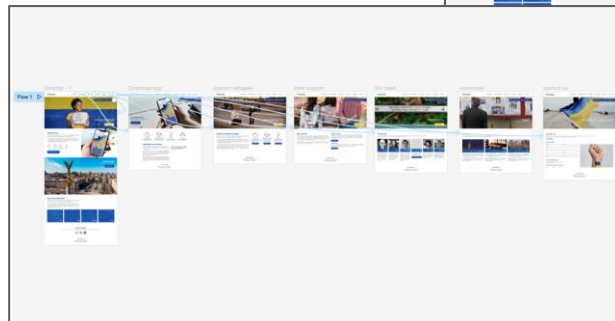
Mobile version

<https://www.figma.com/proto/4UerpEU7sNYyna8AAmpgsI/Untitled?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2>

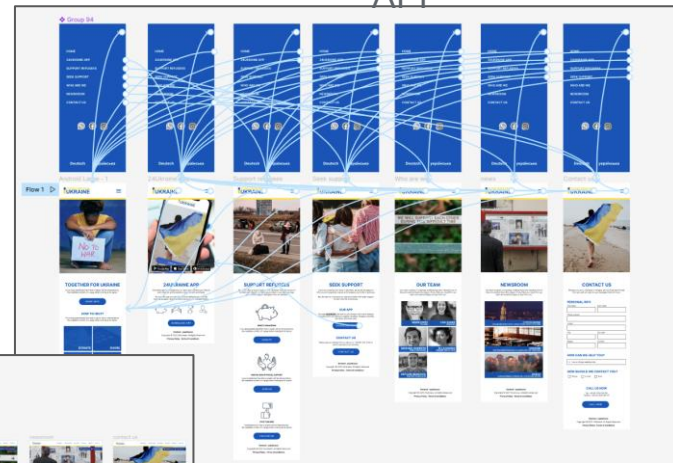
App

<https://www.figma.com/proto/Bcx9uwZ3X0ck37HnF2s2eG/Untitled?node-id=2%3A403&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A403>

DESKTOP



APP



MOBILE



Accessibility considerations

1

High contrast
text/artworks were used

2

Registration canceled
because some users
might not be familiar with
the process

3

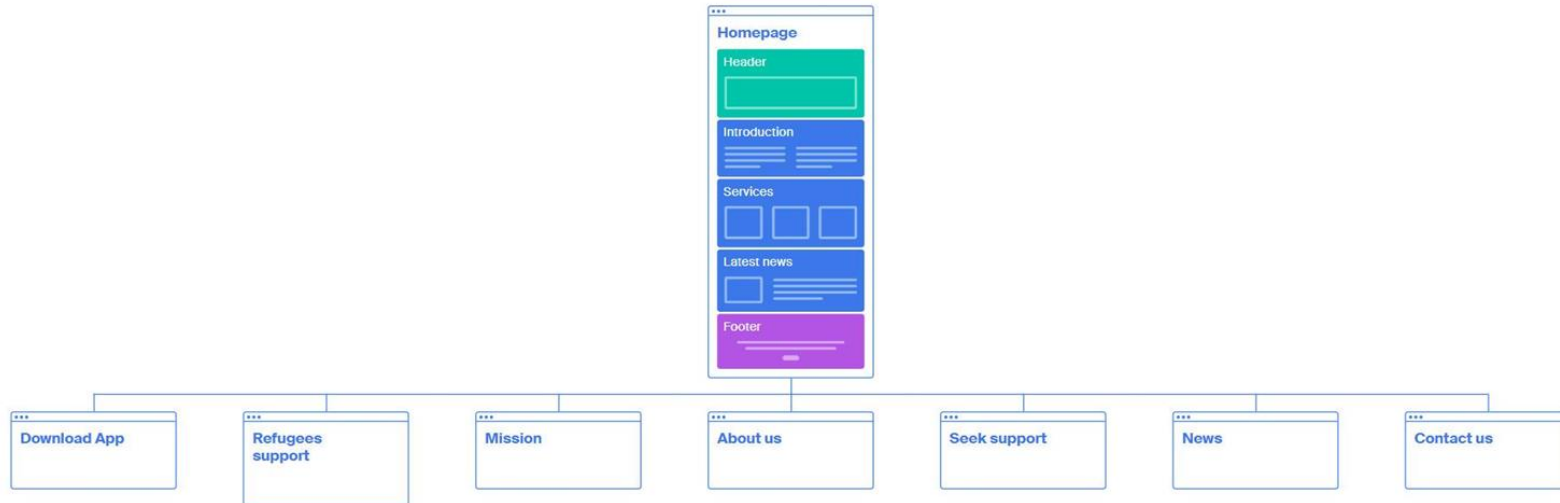
The workflow is simple
and easy to go through
with voice assistant

Responsive Design

- Information architecture
- Responsive design

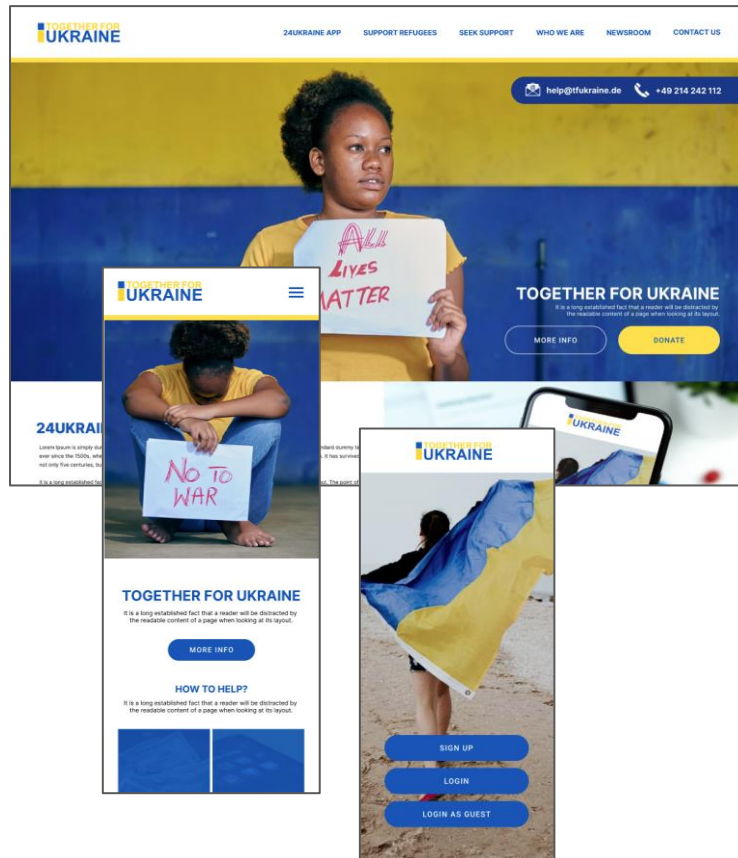
Sitemap

Mission page was removed while building the website as it was found not very effective



Responsive designs

Each design was modified according to screen sizes to best fit the user cases.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"This app/website may help refugees worldwide find better support not only Ukrainians.



What I learned:

Emphasizing with users needs and problems is the only way to enhance the UX.

Next steps

1

More testing will be done
before building the final
product

2

Build the App and
website, see their impact
on the community and
especially the refugees.

3

In case the app was found
useful, we will expand the
app to serve more
refugees worldwide.

Let's connect!



Thanks for taking the time to review my case study, I would happy to hear any feedback from you.

Nael Naguib
Leer, Germany