

Myra First Aid

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Project overview



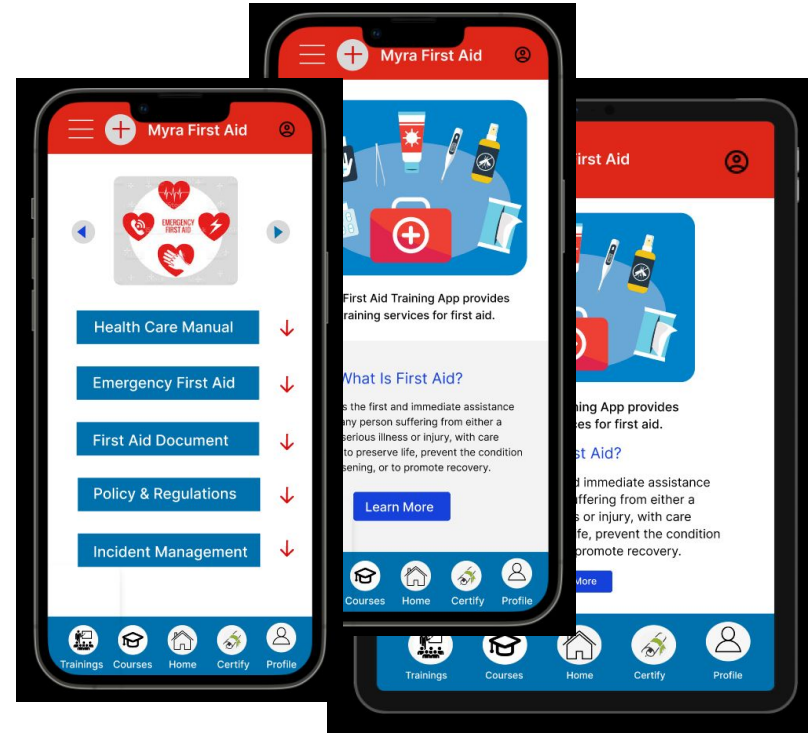
The product:

Myra First Aid App service is to provide first aid trainings, education and services to the communities.



Project duration:

April 2022 - May 2022



Project overview



The problem:

Users want to learn about first aid to help or save someone's life those who witness an accident or emergency.



The goal:

Design an App for users to learn how to provide first aid for various emergencies/accidents and to make learn proper first aid techniques possible.

Project overview



My role:

UX designer designing an app for Myra First Aid App from conception to delivery.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for their needs. Most interview participants reported they want to learn about first aids for various emergencies/accidents to save someone's life, but they didn't have an app that can help them to learn about various techniques.

Persona 1: Elena

Problem statement:

Elena is a medical student who wants an first aid app to learn first aid techniques to provide on emergencies



Elena

Age: 20

Education: MBBS

Hometown: Washington

Family: single

Occupation: student

“Need a first aid app to learn first aid techniques to provide on emergencies”

Goals

- She needs a app where she can learn various first aid techniques to provide on emergencies/accidents to save life and prevent the condition from worsening.
- She is a medical student who wants to learn more about first aid.

Frustrations

- The app does not work as expected to learn the first aid procedures.

Elena is a medical student who wants an first aid app to learn more about first aid techniques to provide on emergencies/accidents with their consent to save life before getting the condition worst.

Persona 2: Joy

Problem statement:

Joy is a medical researcher who wants an first aid website to learn more about first aid techniques to provide on emergencies/accidents with their consent for his practice.



Joy

Age: 40
Education: MD
Hometown: Indiana
Family: Wife with 1 child
Occupation: Medical researcher

“Need a first aid Website to learn and research on first aid procedures to provide on emergency cases”

Goals

- He needs a website where he can research various first aid techniques to apply on emergencies and accidents to save life with their consent.

Frustrations

- The website was not working properly according to his requirement

Joy is a medical researcher who wants an first aid website to learn more about first aid techniques to provide on emergencies/accidents with their consent for his practice.

Competitive audit

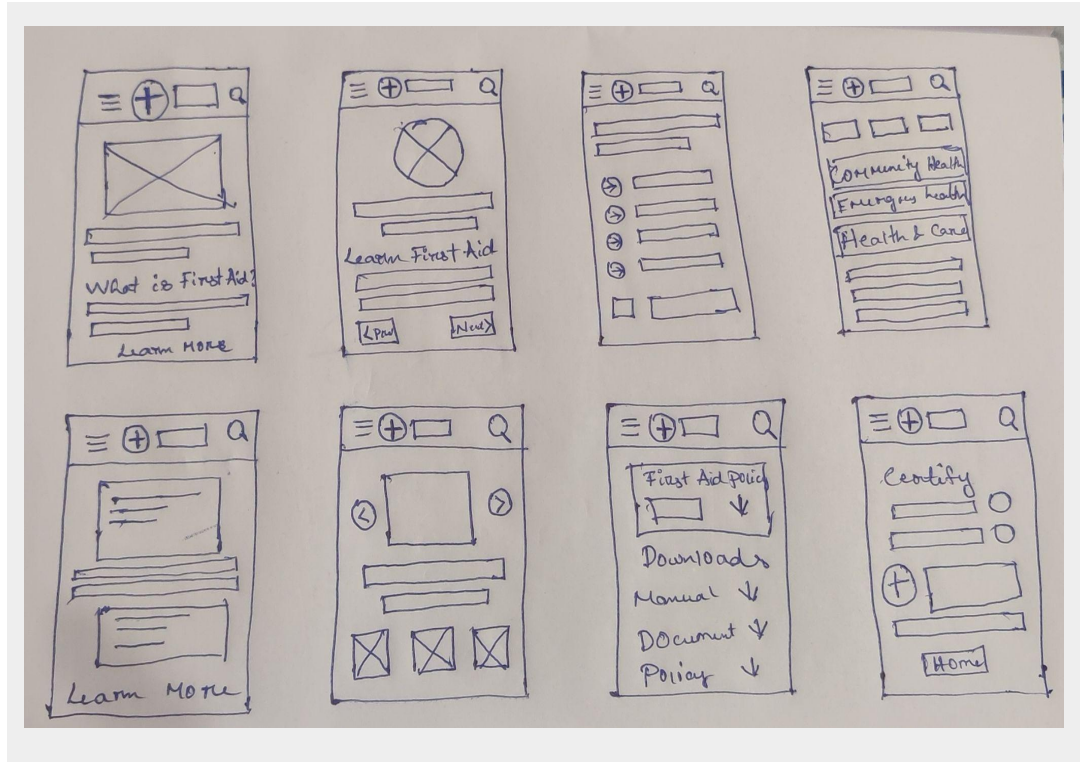
An audit of a few competitor's products provided direction on gaps and opportunities to address with the Myra First Aid Learning App.

Competitive audit										
Goal: Compare the First Aid Training services of each competitor's app										
General information									First Impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	
Red Cross	Global	First Aid Trainings	according to the learnings	https://www.redcross.org/take-a-class/first-aid/first-aid-training	large	Everyone	First Aid Training services for everyone with multiple options	Good + Easy to navigate and can choose wide variety - Lacks innovation	Good - The app is quite user friendly. - They need to work more on their network.	
IFRC	Global	First Aid Learnings	according to the courses taken	https://www.ifrc.org/first-aid	large	Everyone	Provide First Aid learnings in multiple global locations	Good + Technologically most advanced - The service is not much visible compared to OI	Good + optimizing a functional experience to appeal - need to work on for mobile devices	
Mayo Clinic	New York	First Aid Trainings	according to the certifications	https://www.mayoclinic.org/	Medium	Everyone	Designed with latest technology	Good + Easy to use + Lots of intuitive features - App doesn't offer any audio accessibility - App is only available in English	Okay + Well designed - App doesn't offer any audio accessibility - App is only available in English	
firstaidweb	U.S	First Aid Trainings	free	https://www.firstaidweb.com/	small	Everyone	Much information in the home page	Good + Visually appealing + Makes customers feel welcome - More features should be added	Good + Simple and clean + Makes customers feel welcome - Payment process is difficult to complete	

UX <small>(red: needs work, okay, good, outstanding)</small>						
Interaction			Visual design		Content	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Good + offers mobility solutions by connecting customers	Needs work - Only available in English - No features for audio or visual impairments	Outstanding + Straightforward user flow + Order and payment processes are simple, clear, and efficient	Good + Buttons are clearly marked + Easy to switch locations - App sections are not defined by color	Needs work + Clear brand identity - App is simple	Friendly and formal	Good + Focused on info relevant to target audience - Redesign to add more features
Outstanding + Sync meetings using Calendar Shortcuts. + Add multiple drop-off points.	Outstanding + Available in eight languages + Integrated with voice assistant technology	Good + Plan ahead with Scheduled Rides. - Drawbacks	Outstanding + Easy to switch languages + Added multiple drop-off points - Drawbacks	Outstanding + Clear brand identity, including colors, font, style, motion, imagery, and photography	Friendly and formal	Outstanding + Focused on info relevant to target audience - Short and to the point
Okay + Simple 3-step booking. - More features can be added	Needs Work + Continuous Support: Dedicated 24/7 support - Only available in English - No features for audio or visual impairments	Okay + Absolute Convenience: Simple 3-step booking - Simple, unreliable tracker	Okay + Easy to switch languages - Some elements seem clickable but are not	Good + Need to work on branding	Friendly and informative	Needs Work - Should include multiple services in all the cities
Okay + Signup within seconds with your mobile number - Need to provide service across all cities	Okay - No features for audio or visual impairments	Needs Work + Home page user flow is good - Need to include more user flows	Needs Work - There is no proper navigation	Okay + simple branding - Need to focus on colors	Friendly and informative	Needs Work - should include more services

Ideation

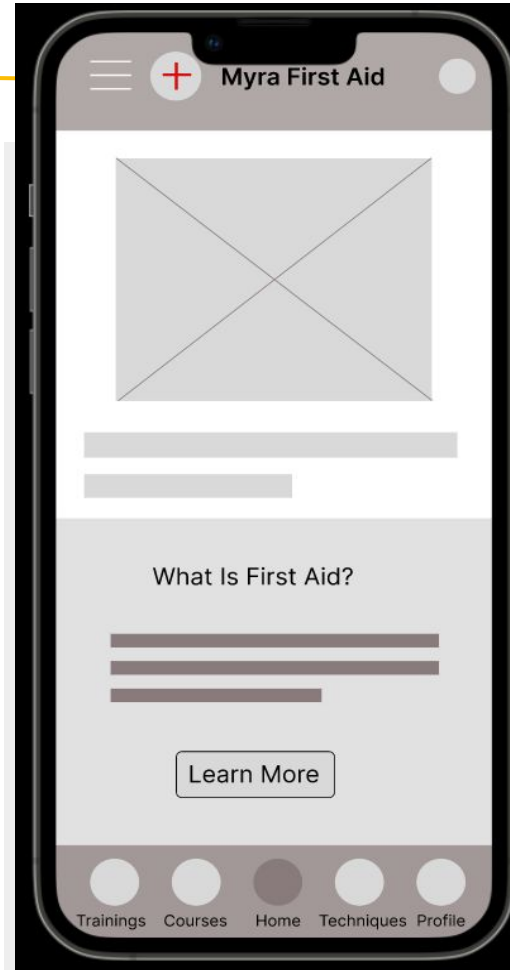
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus is design an app that can provide learning and trainings on First Aid for the users.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

The Menu hamburger provides to user to navigate to other screens



Content for better understanding

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and booking a cab, so the prototype could be used in a usability study.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Trainings

People want easy access to Free Aid trainings and courses

2

Certifications

People want to certify and test their knowledge on Free Aid Programs

3

Courses

People want to learn Free Aid courses

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

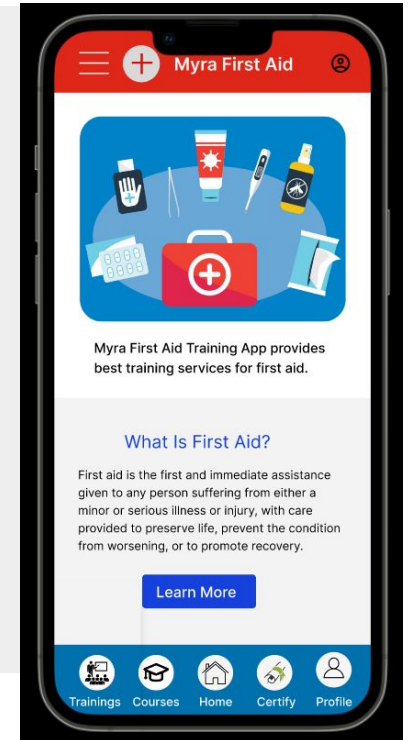
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to access trainings, courses and certifications.

Before usability study



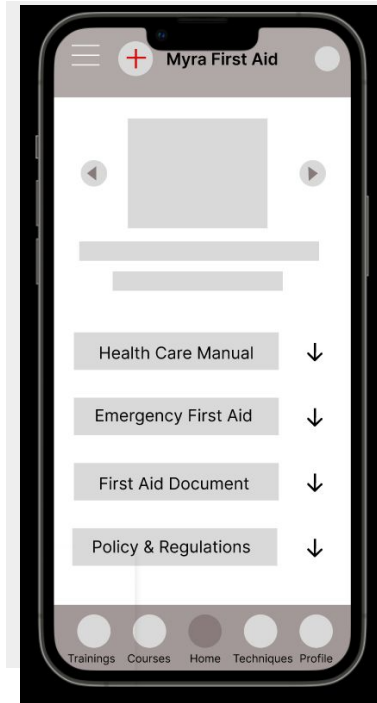
After usability study



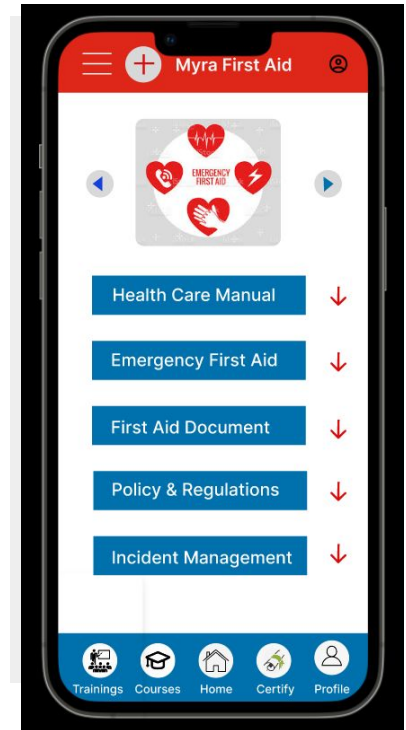
Mockups

Additional design changes included adding an option for incident management in downloads.

Before usability study

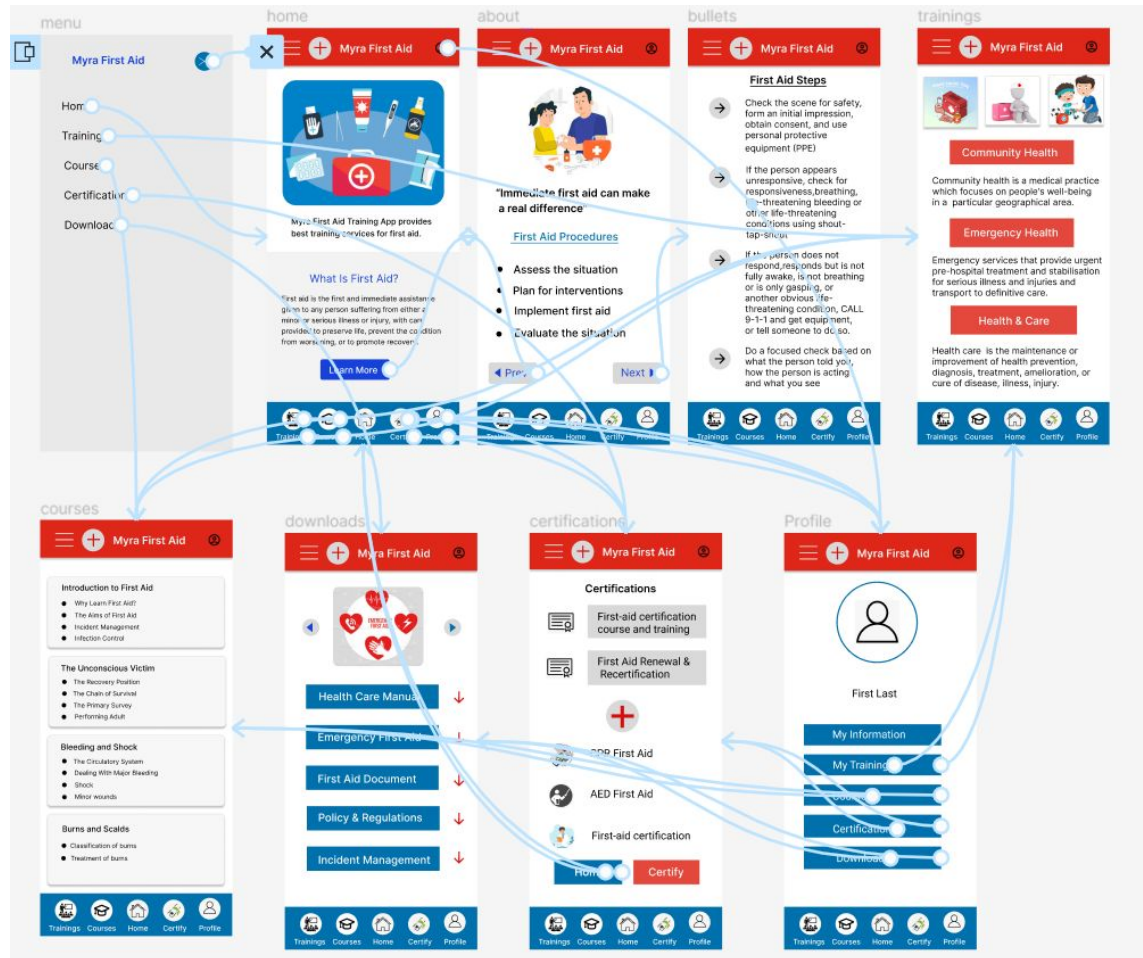


After usability study



High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]



Accessibility considerations

1

Navigation for easy access
of the screens

2

Clear labels for interactive
elements that can be read
by screen readers.

3

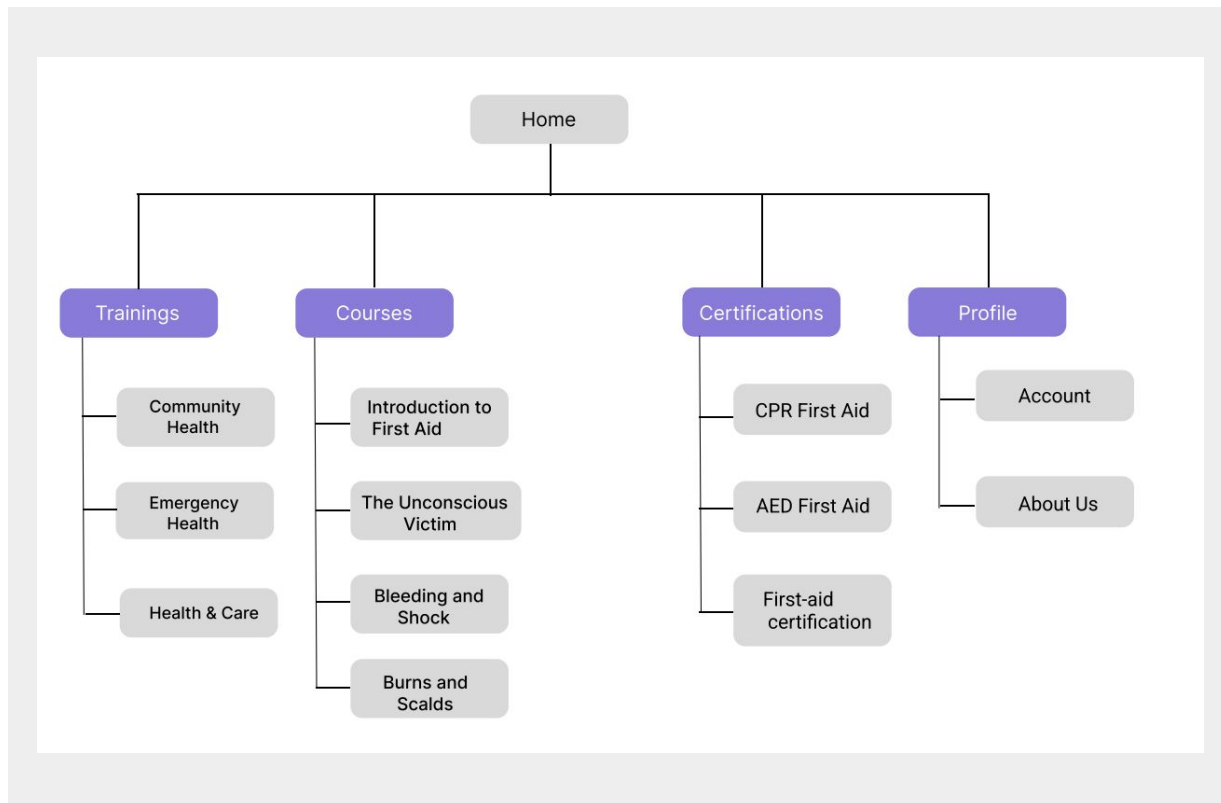
Training and courses are
clearly mentioned which
is the primary goal of the
app

Responsive Design

- Information architecture
- Responsive design

Sitemap

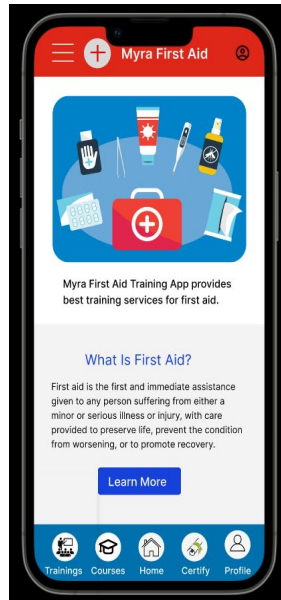
With the app designs completed, I started work on designing the responsive website. I used the Myra First Aid sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



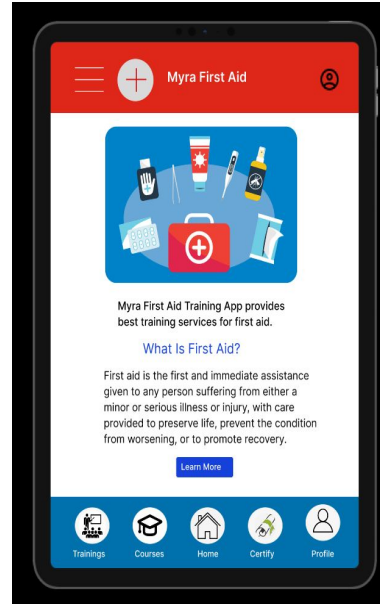
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

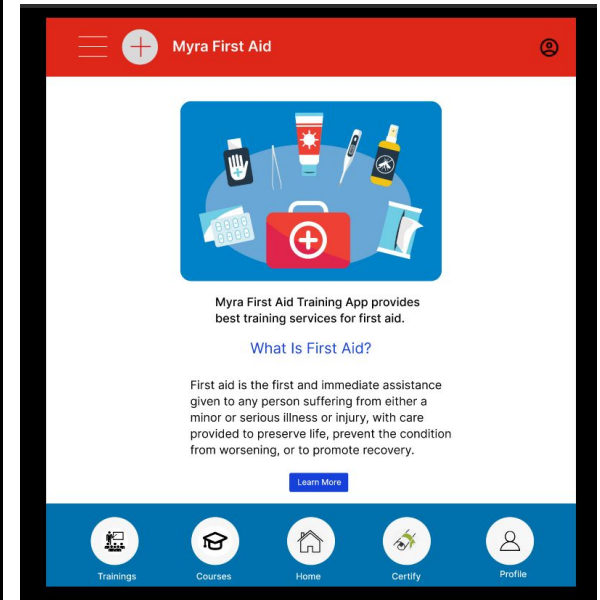
Mobile website



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like the best First Aid Training App.

One quote from peer feedback:

“The app was so well designed so that I can easily learn first aid procedures on emergency to save a life”



What I learned:

While designing the Myra First Aid app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Check on the refinement of the App

Let's connect!



Thank you for your time reviewing my work on the Myra First Aid app! If you'd like to see more or get in touch, my contact information is provided below.

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