

mesh

Clay'Nita Hill | May 2023

Project overview



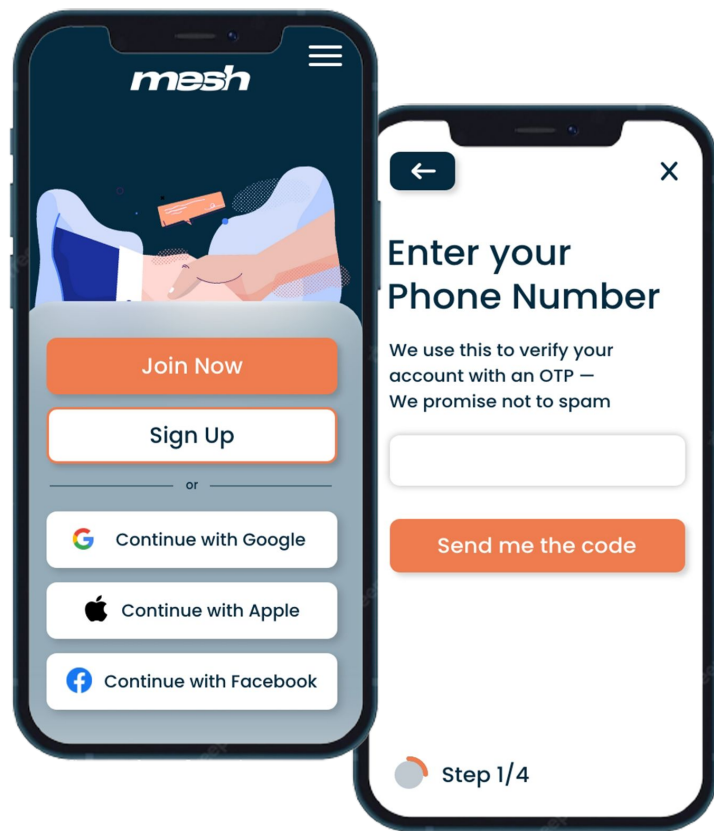
The product:

Mesh is a networking app for entrepreneurs, which allows them to easily connect with others in their industry. The sign-up process enables users to quickly and easily create an account.



Project duration:

May 2023



Project overview



The problem:

Having trouble making connections with people in their industry and long app sign-up processes are pain points for entrepreneurs.



The goal:

Design a quick and easy sign-up process for an entrepreneur networking app.

Project overview



My role:

UX designer designing a networking app sign-up process 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
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the thoughts and needs of users I'm designing for. A primary user group identified through research was entrepreneurs who are seeking an effortless sign-up process for an app that caters to their needs.

This user group confirmed initial assumptions about entrepreneurs using networking apps. Research also revealed that users are concerned with the inability to specifically search for events within their industry.

User research: pain points

1

Long sign-up process

Long sign-up processes are inconvenient for entrepreneurs who are engrossed.

2

Similarity search

Entrepreneurs have trouble searching for people and events within their industry

Persona: David

Problem statement:

David is an executive chef who is eager to meet other chef's and/or restaurant owners to expand his network.



David

Age: 35

Education: Culinary Degree

Hometown: West Palm Beach, FL

Family: Single

Occupation: Chef, Restaurant Owner

“Being an executive chef has really helped me appreciate the food scene more. I want to be able to feed people all across the country, one day”

Goals

- To improve customer service skills
- Meet other business owners
- Build and expand loyal clientele

Frustrations

- Concerned about low exposure
- Social media algorithms

David is a Chef and restaurant owner who lives alone but has dreams of creating generational wealth. His love for cooking inspired him to open a restaurant to provide comfort food to people of many backgrounds. David would like to meet other restaurant owners and chefs to collaborate and develop new ideas that will not only expand his business, but will also benefit his target audience.

User journey map

Mapping David's user journey revealed how helpful it would be for users to have a seamless sign-up process.

Persona: David

Goal: Find an easy to use and effective networking platform (app)

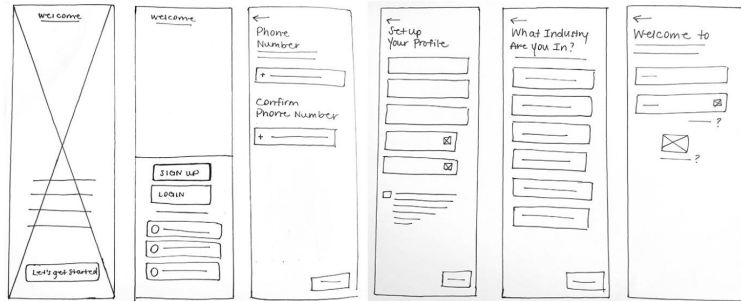
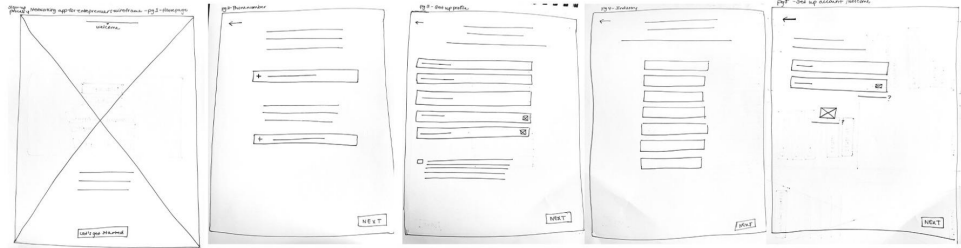
ACTION	Download app	Create account	Set preferences	Search people you may know	Network	
TASK LIST	Tasks A. Go to app store B. Search app C. Download app	Tasks A. Create new login info B. Enter personal information	Tasks A. Set features and notification default preferences	Tasks A. Search for people by name or sync contacts from call log or Google (ex.)	Tasks A. Build connections by engaging with other pages	
FEELING ADJECTIVE	Excited	Anxious, hoping the sign-up process is not extensive	Ready to get to see the app set up	Unsure how to find people/or skeptical about syncing	Excited	
IMPROVEMENT OPPORTUNITIES	Create effective networking app for entrepreneurs	Include simple sign-up process	Provide icons and minimal options Provide short set-up screen	Add categories for different industries	Include chat boxes, direct messages, option to upload images	

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

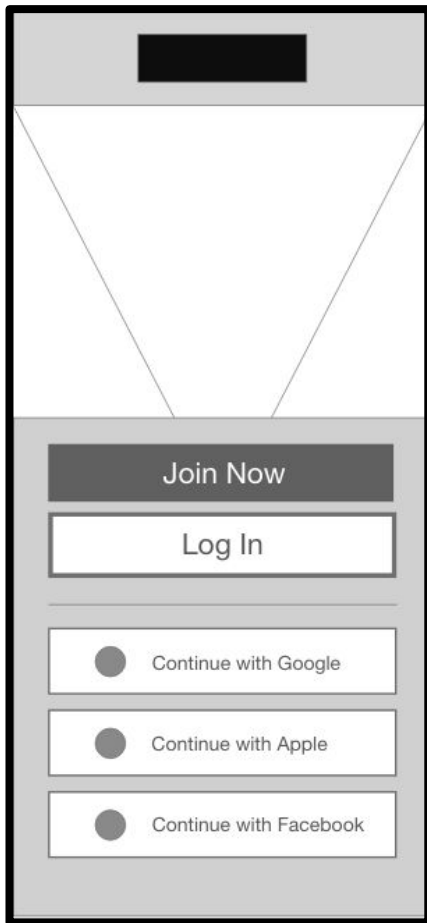
I took the time to draft iterations for each page of my app. I then refined them to ensure that each element would address user pain points. I prioritized a quick and easy sign-up process to help users save time.



Digital wireframes

My initial screen designs include features based on feedbacks and findings from the user research.

This join button allows users to easily create a new account.



These three buttons give users the option to sign-in using other applications they already have accounts with.

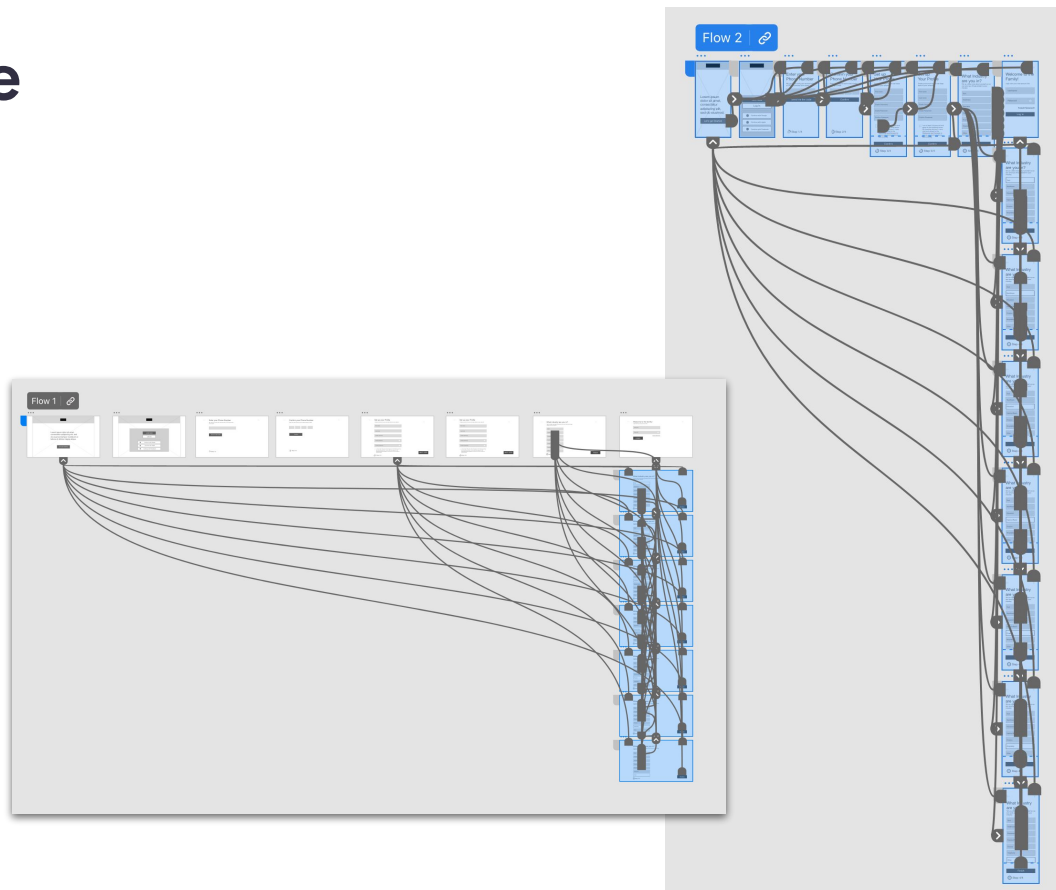
Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of starting the sign-up process, so the prototype could be used in a usability study with users.

View the mesh responsive website and app.

[low-fidelity website prototype](#)

[low-fidelity app prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the process of turning wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to easily create an account
- 2 Users want to know how long the sign-up process will be

Round 2 findings

- 1 Users want easy access to their account without manually signing in every time

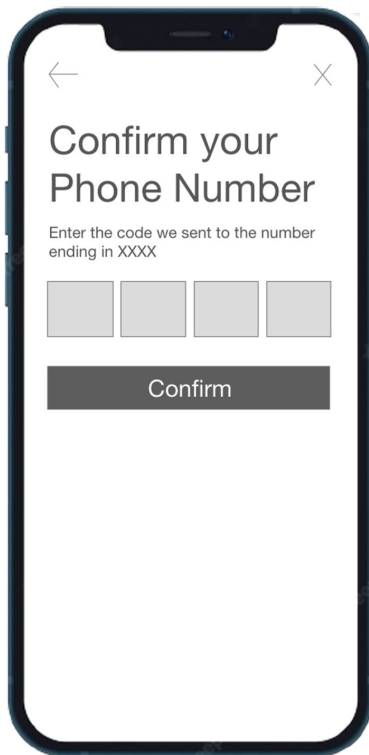
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

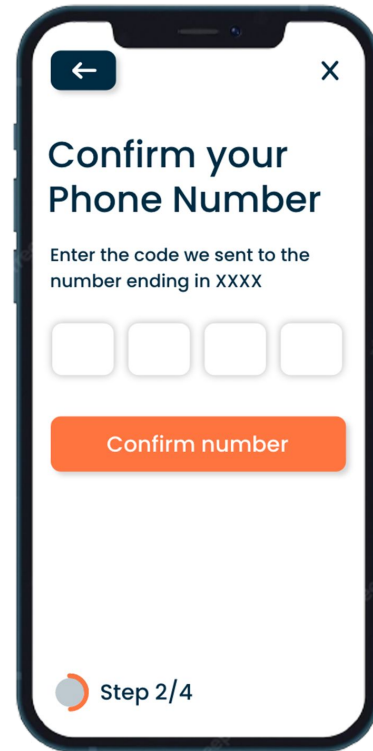
Mockups

Early designs allowed for some customization, but after the usability studies, I added a progress bar to each page so users could see how many steps are in the sign-up process.

Before usability study 1



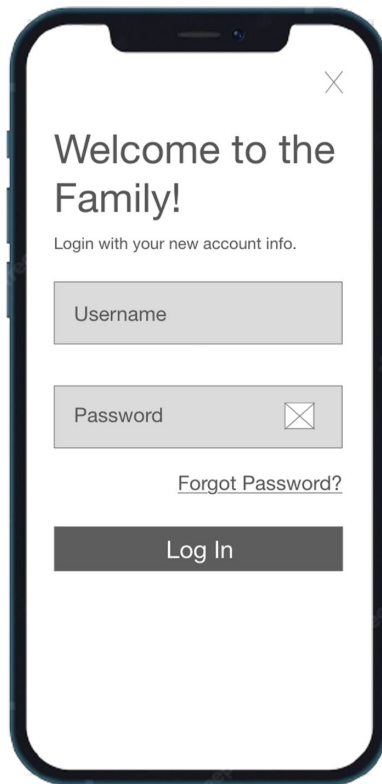
After usability study 1



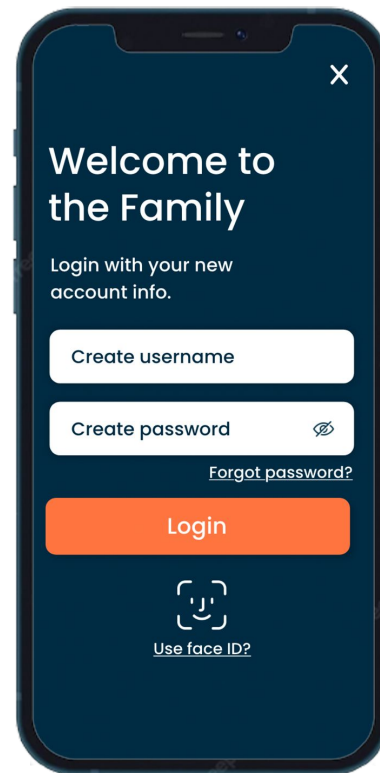
Mockups

The second usability study revealed concerns with manually signing in. I added a face-id feature that would allow users to easily and securely sign-in, without having to type in their username and password.

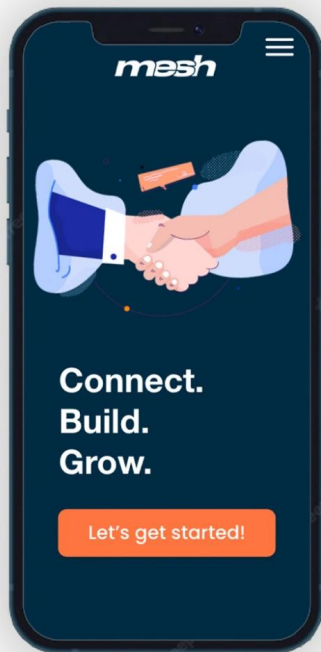
Before usability study 2



After usability study 2



Mockups



← X

Set up Your Profile

Create an account so you can keep track of your network

First name

Last name

Create username

Create password

Confirm password

I am at least 18 years old and agree to the following terms: By checking this box, I have read and agreed to the Disclosure and Consent to receive all communications electronically

Step 3/4 →

← X

What Industry are you in?

Tell us a little more about yourself so we can send you things related to your industry

Tech

Healthcare

Education

Fashion/Retail

Finance

Hospitality

Other

Step 4/4 →

← X

What Industry are you in?

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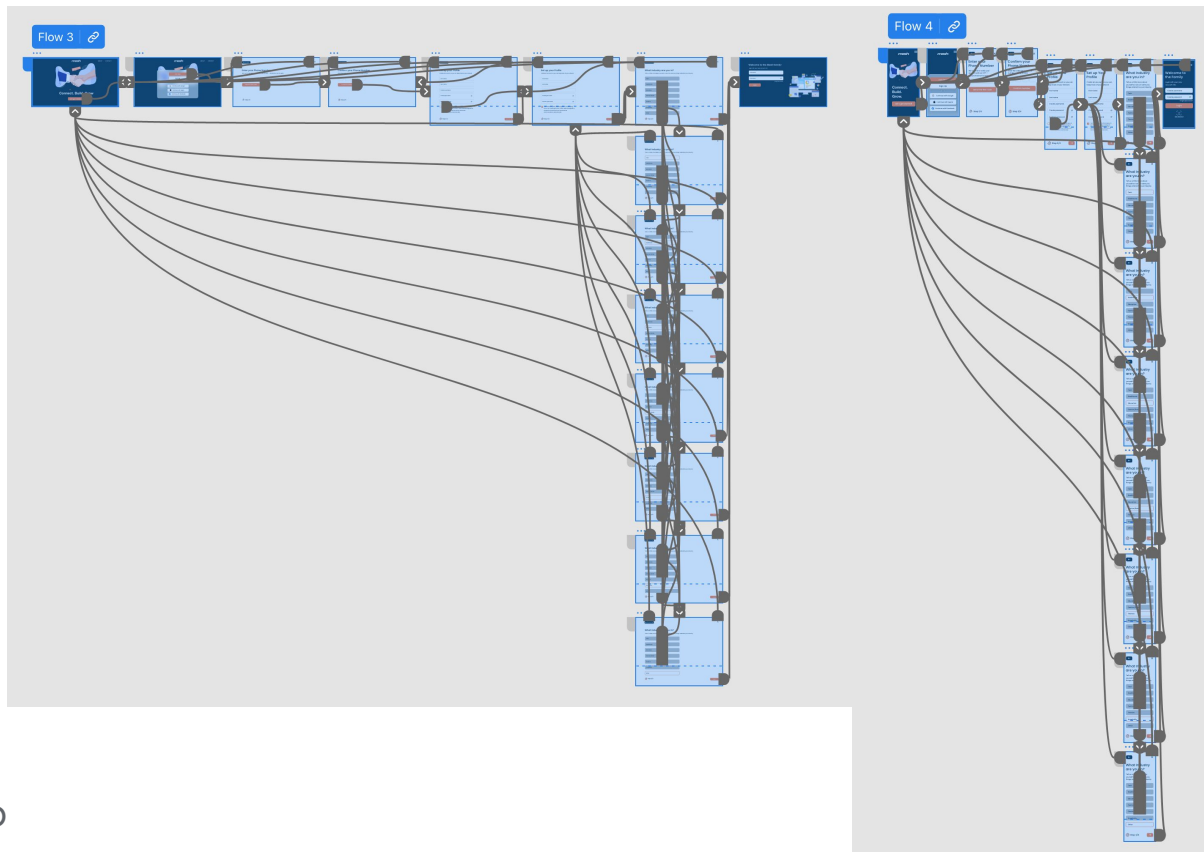
Other

Step 4/4 →

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for signing in. It also met user needs for knowing their progress when creating an account.

View the mesh website and app
[High-fidelity website prototype](#)
[High-fidelity app prototype](#)



Accessibility considerations

1

Used icons with labels to help make navigation easier.

2

Used adequate color contrast of text, icon and other elements for users who have low vision.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app is user-friendly and convenient by simplifying the sign-up process.

One quote from peer feedback:

“If I needed to quickly create an account, this would be hassle-free. Everything is clear and easy to use. I wish all apps were like this.”



What I learned:

While designing the Mesh app, I learned that my initial design choices were only the beginning of the process. After conducting usability studies and receiving peer feedback, I did some iteration on my designs. Additionally, I learned how users interact with my product, which allowed me to make necessary changes that would meet the users needs.

Next steps

1

The next step I would take would be to add the remaining pages of the app to complete to full design.

2

After all pages are added, I would conduct another usability study to ensure a positive user experience.

Let's connect!



Thank you for taking the time to review my work on the Mesh app! If you'd like to see more of my work or get in touch, my contact information is listed below.

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