User Stories for Elevate Experience

An interesting study was conducted in 2015 on child's development and early learning, it shows insightful information on behavioral process and I personally thought it was helpful to have a deeper understating on how a child may consume content in general. I've included this on the link above.

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We would be assuming that a web-base login screen for this exercise is also a part of a previous "sign-up" flow experience - so this link option for new user signup, will appear as well.

Regardless if this "product" will now be made possible by the company, we see two possible routes the user can take:

ONE: If this is their first time logging in - we should consider introducing them via a first login experience, keeping in mind the "on-boarding" flow after login has been completed.

TWO: If this is their second time logging in - we should consider adding their "names" and perhaps some other personal student information as a pre-populated option to increase personable experience.

Stories and Notes

As a parent, I want my child to be able to experience an easy-to-use and understand web application that has not only a clear message but it also conveys a playful experience. It's also important to know that my child will visit a safe experience.

This experience should drive interest and draw their attention.

Important Notes:

• Use of bright colors will help drive the experience.

- Use of illustrations and the correct use of iconography will help identify different sections of the process much easier.

    - (Icons and illustrations should be in SVG format for faster load time, taking in consideration for low bandwidth locations).

- Playful message may give them better understanding of each step.

<u>As a parent</u>, it's safe to understand that keeping their attention is very important – the less "steps" there are the process, the easier the user experience will be.

- Single / Less steps and input fields per action event.

- Large fields will increase speed

- Language Barrier: We'll assume geolocation will be active to define student location and language of choice.

- This experience should be web/mobile friendly assuming many children will possibly have access to different types of devices including smartphones, tablets, etc…

- "Educators" or contextual help/tutorial might be helpful through the login or signup process. (ie. chat bots, etc…)

UX Guide Definitions

- Link to "go back to home" will be added to the upper left corner - users will be able to go back to previous experience or home.

- Logo/brand will be added to the center of the page

- Form input fields: entire field is clickable

- If there is any navigation, it will be added to the upper right corner

- Tile sentence with a clear message will be in the center or the page - "program now made available".

- There should be a "help" link / icon / illustrative character on the page for contextual help, if students cannot find what they are looking for.

Thought Process Documentation

Designing for this exercise has taken me personally to a much deeper level of "interest" on finding what is the most effective experience for the user. Since the audience is specific and so unpredictable, you find yourself wanting to test other screens, colors, writings.

- Initially would be more helpful to understand the experience before logging into the program, product value, proposition, context.

- Would also help to find the goal after login in – what's that experience about? What will happen on an on-boarding flow?