Red Plus app and responsive website
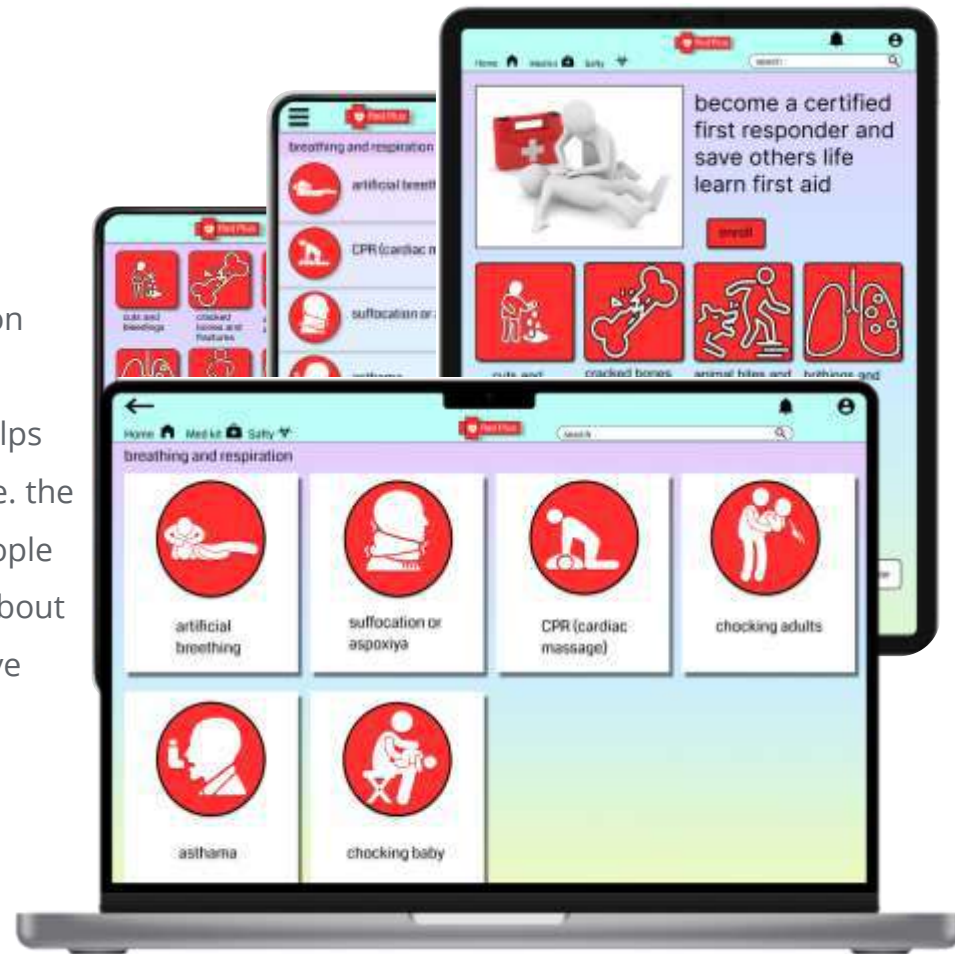
Devraj Mestry

Project Overview

The product:

Red plus is a first ad learning-based organization focused on teaching first aid a educate about diseases. The organization needs a tool that helps people learn about first aid and save others' life. the red plus primary target is field workers and people who get injured every time and want to learn about first aid and apply that in their daily life and save others' lives too.

Project duration:

September 2022 to October 2022

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Project overview

The problem:

80% of civilians don't know anything about first aid because of that they have no choice but to wait for doctors and paramedics to arrive in emergencies the normal person gets panic and some hospitals take advantage of the victims because of a lack of information.

The goal:

Design an app that will improve education on the topic of first aid and help people to save others' lives

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Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery

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Responsibilities:

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

Google

Understanding the user

- User research
- Personas
- Problem statements
- User journey map
- Paper wireframes

Google

User research: summary

I used red plus data on first aid to developing interview questions, which were then used to conduct a user interview. most of the interviewers face difficulty to thought about fist aid they don't know how to give first aid most of them relied only on professionals and doctors to wards to apply first aid they had access to an easy-to-use tool to help guide them.

Persona 1: **Rajesh Mestry**

Problem statement:

Rajesh is a electric engineer who works in rural areas Who needs first-aid learning app because he wants to treat himself and save his wounds from the infection

"always myself comes first for me"

Goals
- Do the fieldwork sent by the company
- Travel to some rural arias and install electric components.
- Go trekking on forts weekends and vacations.
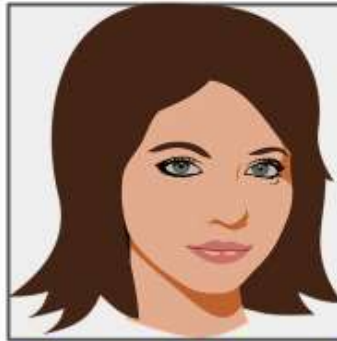- traveling to jungle fr from city

Frustrations
- "Sometimes the hospitals are far from the rural arias"
- "high chances of injury when installing electric components from the top"
- "I fall sometimes when trekking in monsoon"
- "last time my arm gets infected traveling in the jungle"
- "some times the first aid is not nearby"

Name: Rajesh Mestry

Age: 31
Education: Electrical engineering
Hometown: Wife and one baby
Family: Raigad, Maharashtra
Occupation: Electric engineer

Rajesh mestry is an engineer who lives with his wife and a baby in Raigad Maharashtra he works as an electrical engineer most of his work is fieldwork where he installs the supply of electricity in rural areas where you don't have access to basic hospitality and even does some trekking and travels to the jungle far from the city where he hades high risk of injury and the infections when it happens he doesn't have first aid nearby.

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Persona 2: **Name**

Problem statement:

Sakshi is a police constable who needs to learn first aid before going to solve sensitive matters because she has to threaten there injured colleagues and people

"always looking for help people emphasizing with others"

Name: Sakshi Sawant

Age: 40
Education: Collage degree in arts
Hometown: Pune, Maharashtra
Family: Son
Occupation: Police constable

Goals
- Try to ensure that the protest goes in peace
- Solve the disputes in road rages
- Help domestic violence accused people
- Report to the road accident spots
- Handling drug dealers and accused people
- Giveng security to VIPs

Frustrations
- "when protest gets violent some protesters and police get insured"
- "There are no doctors available at the road accident spot"
- "Lack of quick medical treatment for an injured person"
- "drug accused have helth hazards like stokes heart attacks and even injured me"

Sakshi Sawant is a 40 y/o police constable at Pune Maharashtra has a college degree in arts and living with her son she always trying to do her best when it comes to ensuring the protest goes in peace solving disputes in road rage helping domestic violence accused handling drug accused and giving security to VIPs but it's very frustrating when she gets injury by violent protesters and the drug accused people some time as there is no doctors or hospitals nearby to treat her wounds and other as well so she risks lives on time

User journey map

This is the user journey map of the Rajesh Mestry which is based on the NBU that is why I try to make it based on the dedicated mobile app

Persona: Rajesh Mestry

Goal: learn the basic first aid when going to the fieldwork and getting rid of the infection

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. Forgot to pack a first aid kit B. Goto the jungles	A. Working on the power supply from top B. Getting injured wile doing it	A. Seeking to help B. Because of the injury he cants lit him out of the forest C. Injury get infected	A. Tring to stop bleeding B. Don't know about the first aid C. Find the road to get hospital	A. Find hospital B. Treated himself and get better
FEELING ADJECTIVE	Overconfident Fearless	Careless Get painful body	Terrified varied	Confused about what to do	Satisfied
IMPROVEMENT OPPORTUNITIES	First, download an app that thought your first aid	Get more careful while doing risky work	Open the first aid learning app and try to treat that injury	Open the first aid learning app and try to treat that injury	Give emergency call for help

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User journey map

This is the user journey map of the Sakshi Sawant which is based on the website based that is why I try to make it on the desktop layout
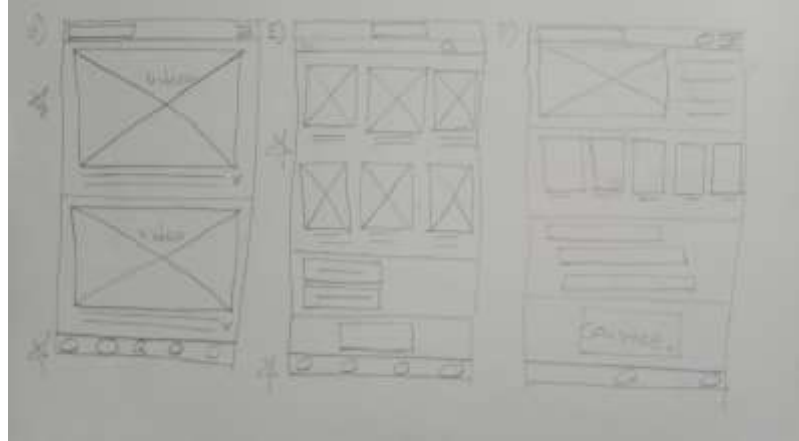
Persona: Sakshi Sawant

Goal: learn and apply first aid to another injured person on duty

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. Sh has called for duty B. She gets there without protective gear	A. Protesters are peaceful B. She conducting the patrolling	A. Protest gets violent B. Injured her colligues by protesters	A. She tries to reach the hospital B. The mob gets in the way C. Tale colleague on feet and go to the hospital	A. Get in the hospital B. Waiting for doctors to come and treat C. Colleagues get treated
FEELING ADJECTIVE	Over confident Over thinking	Feels unstressed Calm	Stressed out	Stressed feeling Feel wallowing	Feel relieve
IMPROVEMENT OPPORTUNITIES	She can learn first aid on app	Take precautions	Help colleagues from getting injured	Give quick first aid on side of the road	Look for the ambulance to get them safely to hospital

Google

Paper wireframes

I made a paper wireframe
in for my dedicated mobile
app in this ideation process
I made 6 different home
pages and point out which
element I should add to my
digital wireframe

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

in this page, my goal is that I should make sections by the most common emergencies and then distinguish them into major diseases to learn about themOn

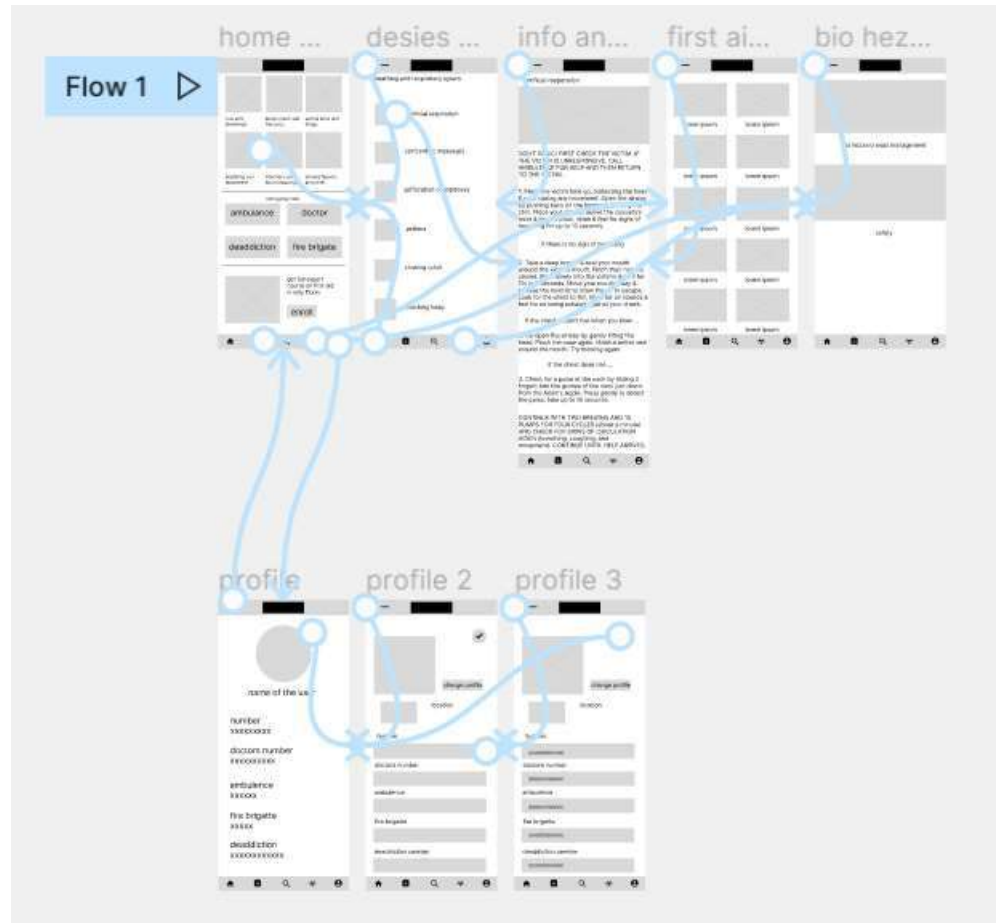This section is showing different emergencies and the diseases

cuts and bleedings

bones crack and fractures

animal bites and stings

breathing and respiratory

infection and food poisonings

strokes fevers and other

emergency calls

ambulance

doctor

deaddiction

fire brigate

get full expert course on first aid in only ₹xxxx

enroll

This bar shows different pages to be navigated

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Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View: lo-fi prototype of the red plus app

Usability study: parameters

Study type:

moderated usability study

Location:

India, urban

Participants:

5 participants

Length:

30 minutes

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Usability study: findings

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

1

Finding

most of the users get other pages when they click back pages

2

Finding

most of the participants don't know the meaning of icons in the bar.

3

Finding

most of them are confused about the bottom bar.

4

Finding

few members get unsatisfied because of less content.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

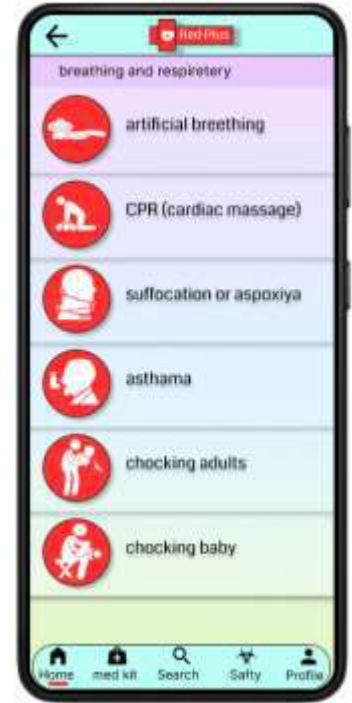[based on the insights from the usability studies, I applied design changes like providing the names of the icons and navigation strip]

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Mockups

[additional design changes
included circular image on
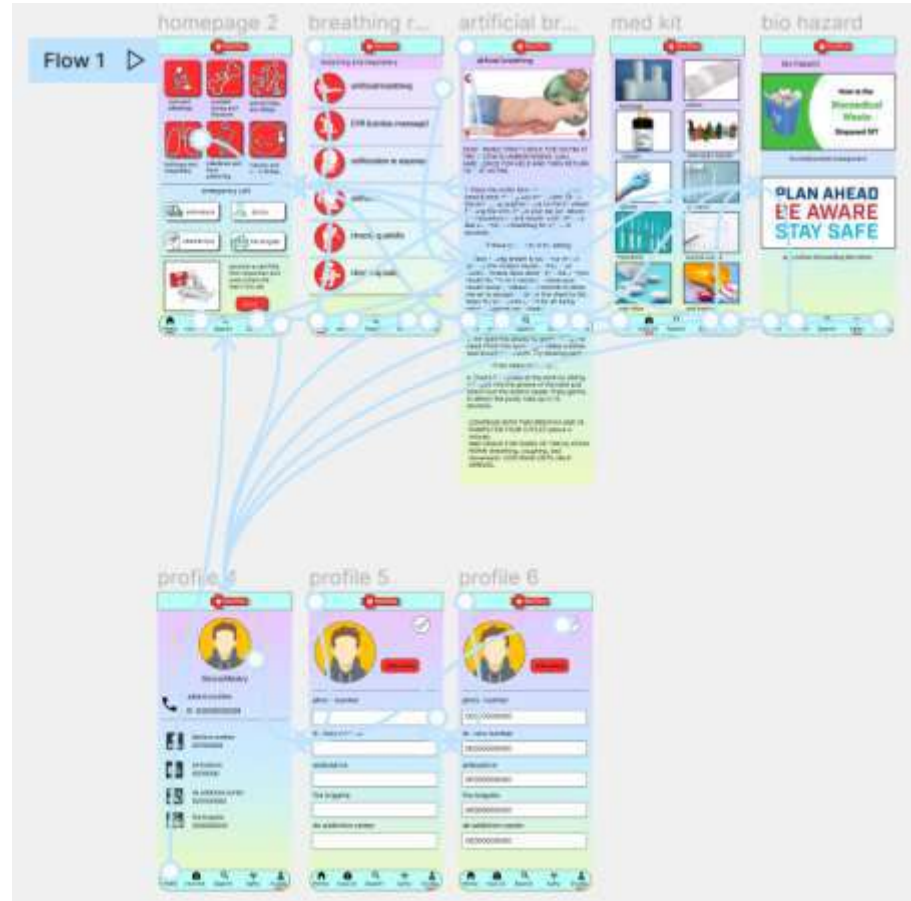the rectangle its now visible
and feel like buttons]

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Mockups

High-fidelity prototype

the high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study

View: the red plus app hi-fi prototype

Accessibility considerations

1

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

2

The initial focus of the home screen on personalized recommendations helps define the primary task or action for the user.

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Responsive Design

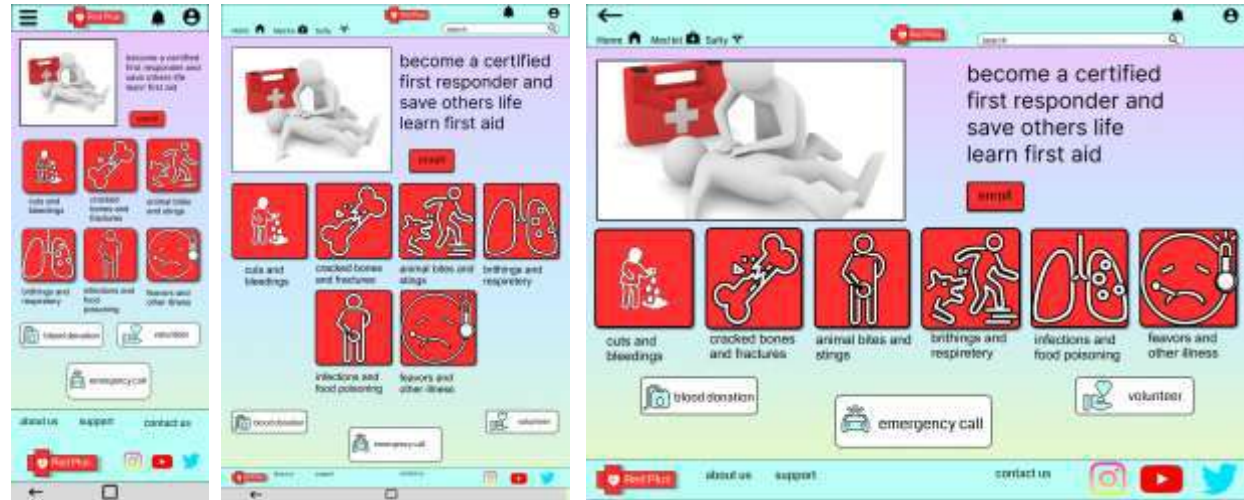- Information architecture
- Responsive design

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Sitemap

with the app design completed, I started work on designing the responsive website. I used the red plus site map to guide the organizational structure of each screen design to ensure a cohesive and consistent experience across devices.

Responsive designs

the design for screen size variation included mobile tablets and desktops. I optimized the design to fit the specific user needs of each device and screen size

View the prototype on different devices

Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The user shared that the app made first aid seem interesting and helpful to persons in need. One quote from peer feedback was that " it's a better idea that people can have the better way to save others' life"

What I learned:

I learned that even though the problem I was trying to solve was a big one diligently going through each step of the design process and aligning with specific user needs to be helped me come up with solutions that were both feasible and useful.

Next steps

1

conduct research on how successful the app is in reaching the goal to educate about first aid.

2

Added more educational resources for users to learn about emergencies and solutions.

3

provide incentives and rewards to users for successfully conducting the lessons.

Let's connect!

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

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