



Our Mission Statement

“ At the Y, we strengthen the foundation of community through youth development, healthy living, and social responsibility. ”

The Team



Sophia Lee
Lead
Researcher



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Lead
Designer



Jacob Kim
Project
Manager



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Designer &
Researcher

*For extensive listing of what each person did, please refer to the "Project Tracker" located in the Appendix

Overview




- **Introduce research methods and findings**
- **Meet our Persona, Lily Richards**
- **Lily's journey through the YMCA app**
- **The prototype**
- **Next steps for our stakeholders**

92%

of young adults use a
smartphone



Research: C&C Analysis

			
CLASS SCHEDULE	✗	✗	✓
REGISTRATION LOGIN BUTTON	✗	✗	✓
MY CLASSES	✗	✗	✓
MY PROFILE	✗	✗	✓

Research: Heuristic Evaluation

Learnability



Efficiency



Memorability



Error Mgmt



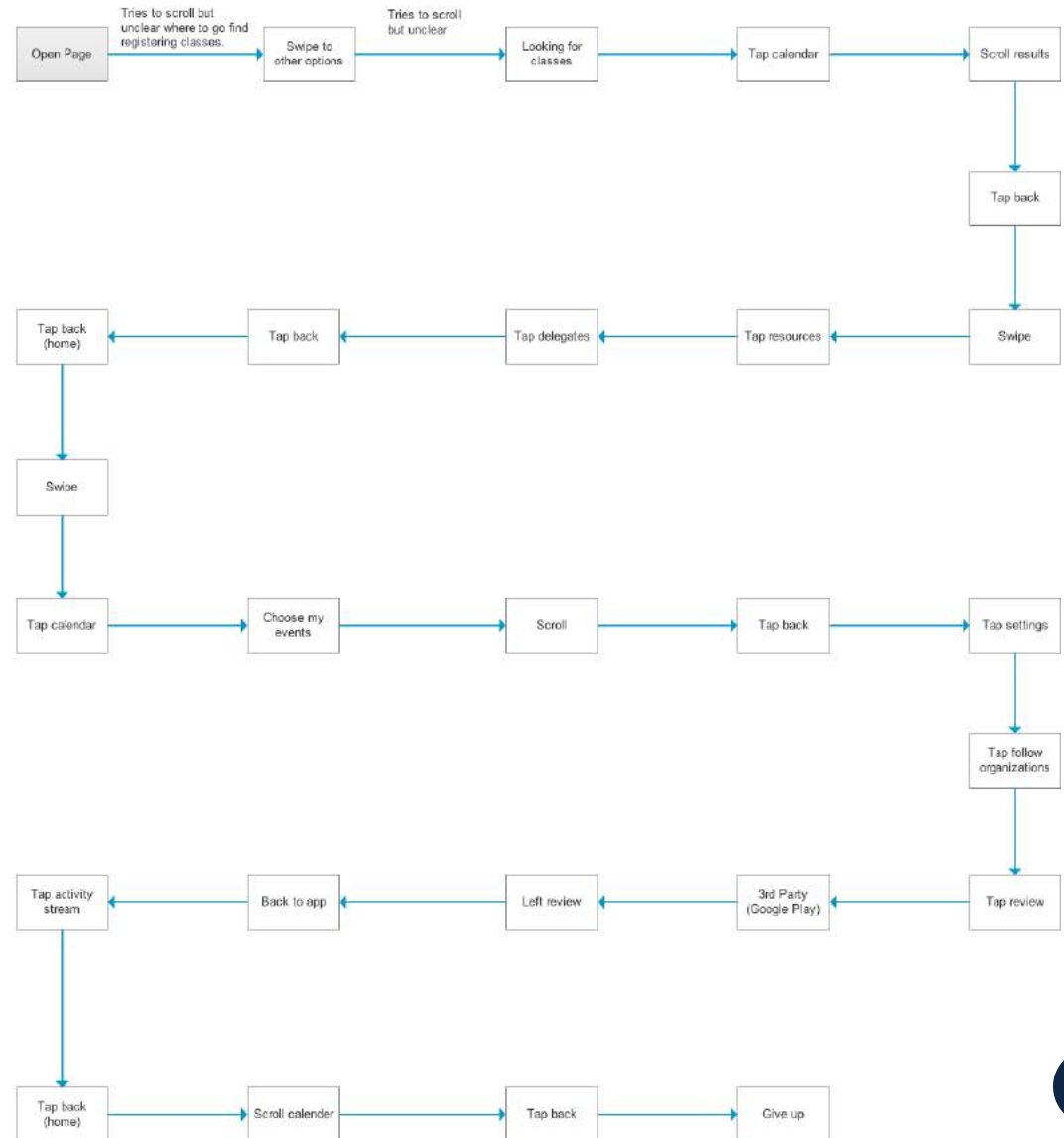
Satisfaction



Research : Task Analysis

We gave the research participant the task of signing up for a class on the YMCA mobile app. She took 27 steps to complete her task.

YMCA Task Analysis



Research: User Interviews

"It's scary being so far away from your family and friends".

"Honestly, I hate registering for class".

"If I knew my friend was taking the class, I'd lean toward taking it too".

Lily Richards

GOALS

- Learn relevant life skills
- Easier access to expert advise
- Increased social connectivity

PAINT POINTS

- Difficult and unorganized registration process.
- Information heavy mobile apps
- Inefficient ways of communicating with friends
- Finding community

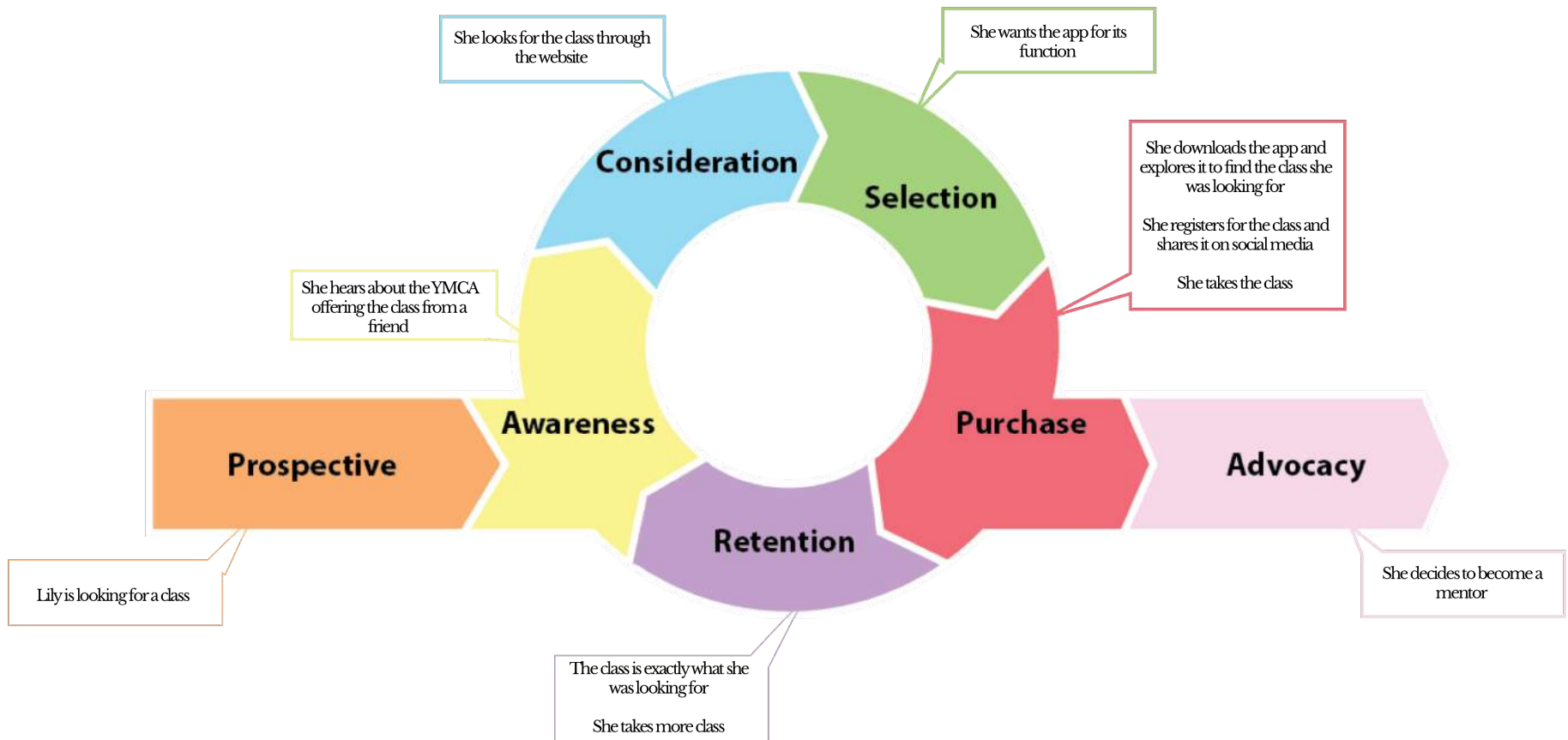


Lily Richards
Age: 23
College Student

"I wish my school made it mandatory for students to take a class on how to manage their finances"



The Scenario



The Perks



**As a new user of the
YMCA app, Lily has access
to the rewards program
and can also request a
mentor**

MENTORSHIP PROGRAM

Through the YMCA, young adults can link up with a mentor and learn life skills that are applicable to their lives.

REWARDS PROGRAM

For every class bought through the YMCA, users will receive credit to apply towards the next class or workout.

VOLUNTEER

Giving back to the community and signing up for multiple volunteer opportunities can help users build a sense of community.



Rewards Medium Fidelity



Why the Y app?

- 1. IMPROVED UX/UI**
- 2. NEW SOCIAL CONNECTIVITY THROUGH MOBILE APP**
- 3. STREAMLINED REGISTRATION PROCESS**

Prototype

Website Prototype

<https://projects.invisionapp.com/share/GJDYMYOB6#/screens>

Mobile App Prototype

<https://projects.invisionapp.com/share/HMDYPADPU#/screens/258458602>

***Icons used in wireframes and prototype from The Noun Project
Imagery used in wireframes and prototype from FreePiks.com
Images used in presentation deck from Unsplash.com**

Next Steps

- 1. More usability testing**
- 2. App development**
- 3. Website redesign**

Appendix

C&C ANALYSIS: FEATURES A competitive analysis was done with some major brands that also offered classes, programs, and events, such as life-skills, group exercise, training, and volunteering opportunities.

Feature Analysis	LA Fitness	24 Hour Fitness	Planet Fitness	YMCA	Millenium Dance Complex	Eventbrite	Boys and Girls Club (of LA)
Club Finder	yes	yes	yes	no	yes (contacts feature)	yes (locations of events)	no
Class Schedules	yes	yes	no	no	yes	no	no
"Add to Calendar"	no	yes	no	yes	no	no	no
Social Network	yes	yes	yes	yes	no	yes	no
Free/Guest Pass	yes	yes	no	no	no	no	no
Registration/login button	yes	yes	yes	no	yes	yes	no
Site Tour	no	yes	yes	no	yes	no	no
My Classes	no	yes	no	no	yes	yes (favorited and past e	no
My Profile	yes	yes	no	no	yes	yes	no
Third party app syncer	no	yes	no	no	yes (facebook)	yes (facebook)	no
Get Involved	no	no	no	no	no	no	yes
Notifications	no	no	no	no	yes	yes	no
single class regisration/payme	no	no	no	yes	yes	yes	no
Social share					yes	yes	no

Appendix

PERSONA:

From our research, we were able to build our persona, Lily Richards.

Lily Richards is an archetype of an ideal YMCA app user, based on our research. The scenario we designed for Lily encompasses her experience before acquiring the app, during her interaction with the app, and her steps after completing her main goal through the app.

Scenario

Lily needs to start paying off her student loans but with tuition, living costs, and her car, it's difficult to manage the extra cash. She needs specialized and relevant information on financial budgeting. She remembers that her friend took a class on money management at the YMCA, reserving the class through the app. She downloads it to check out the available classes.



"I wish that [I was] provided with classes that were more geared towards what I want to do in the future"

Lily Richards

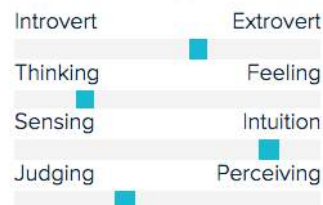
Age: 23

Work: Student

Ethnicity: African American

Location: Los Angeles, CA

Personality



Goals

- Learn relevant life skills
- A life goal to be reached.
- Easier access to expert advise
- Increased social connectivity

Pain Points

- Difficult and unorganized registration process
- Information heavy mobile app
- Inefficient ways of communicating with friends
- Finding community

Life Skills Courses

1. Intro to Tax Returns
2. Financial Budgeting
3. Credit Score Building
4. Investment Portfolio Building

Bio

Lily is a full-time college student also working part time to help pay for school. With so many things on her plate, it's hard for her to find the time to research life skills like: professional development skills, money management skills, and tips on building her credit score. [And when she does attempt to research, she is inundated with all the information available to her on the internet which can be hard to navigate. Between her commute and classes, she uses her phone to help her stay informed about events and different happenings.

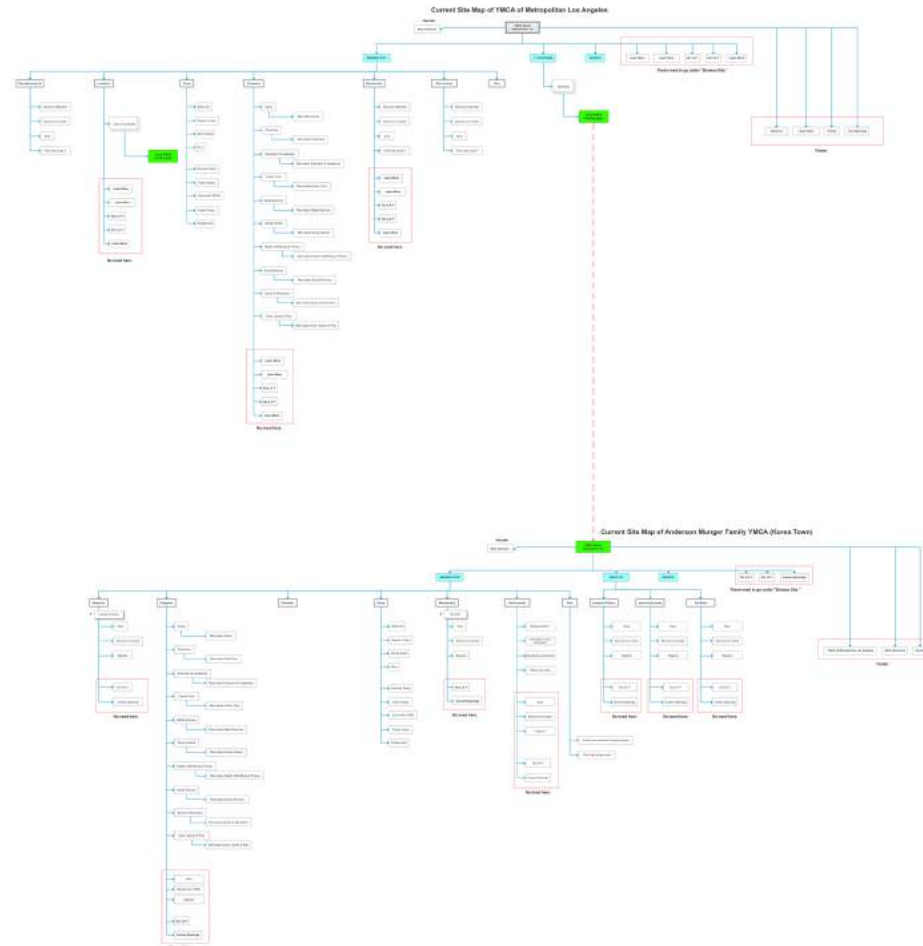
Brands & Influencers



Appendix

ORIGINAL SITE MAP:

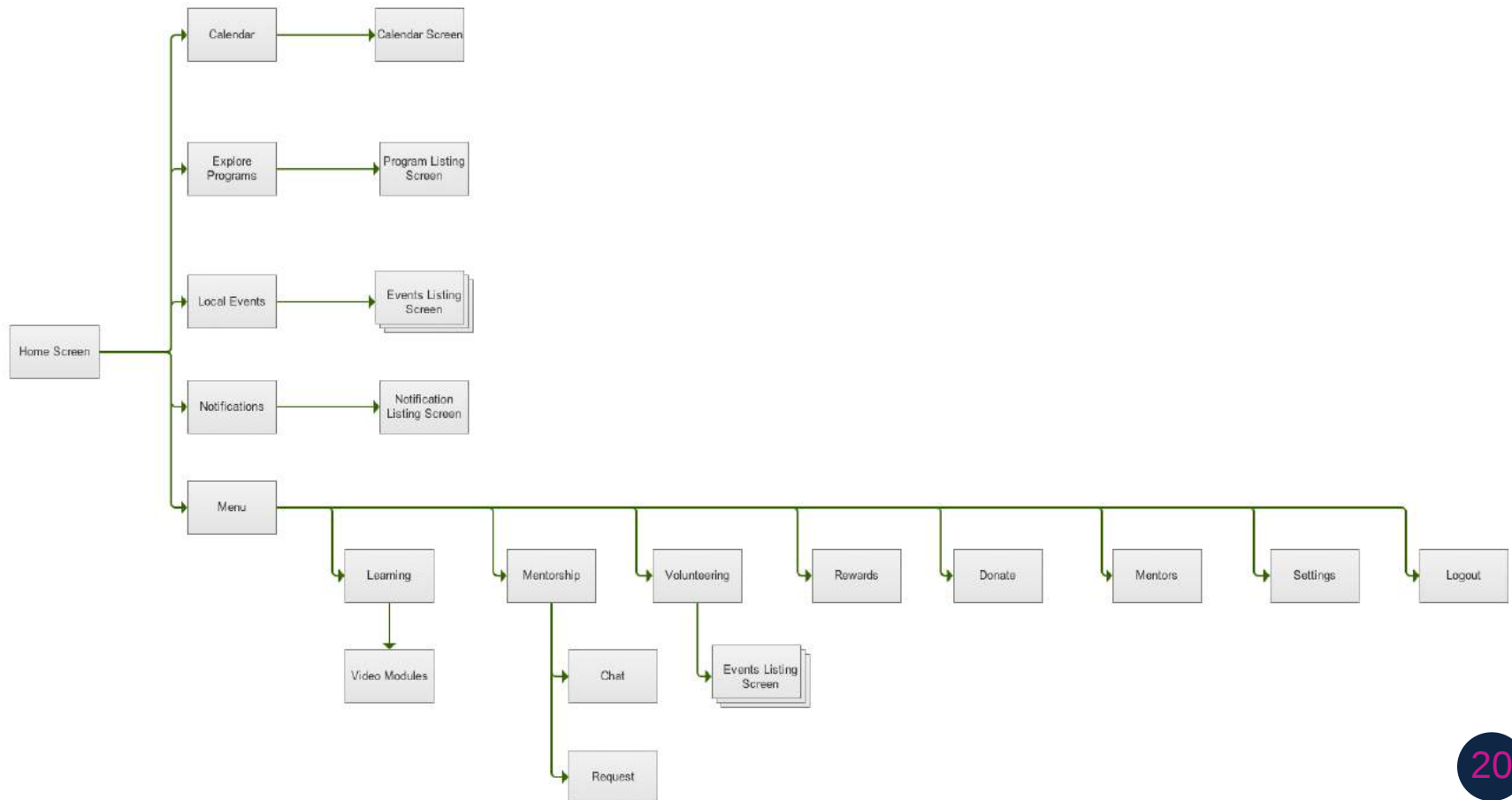
This is the site map of the current YMCA Los Angeles app. Because the main app is broken, we used the Youth and Government app to get a feel for the navigation schema and taxonomy.



Appendix

REFINED SITE MAP:

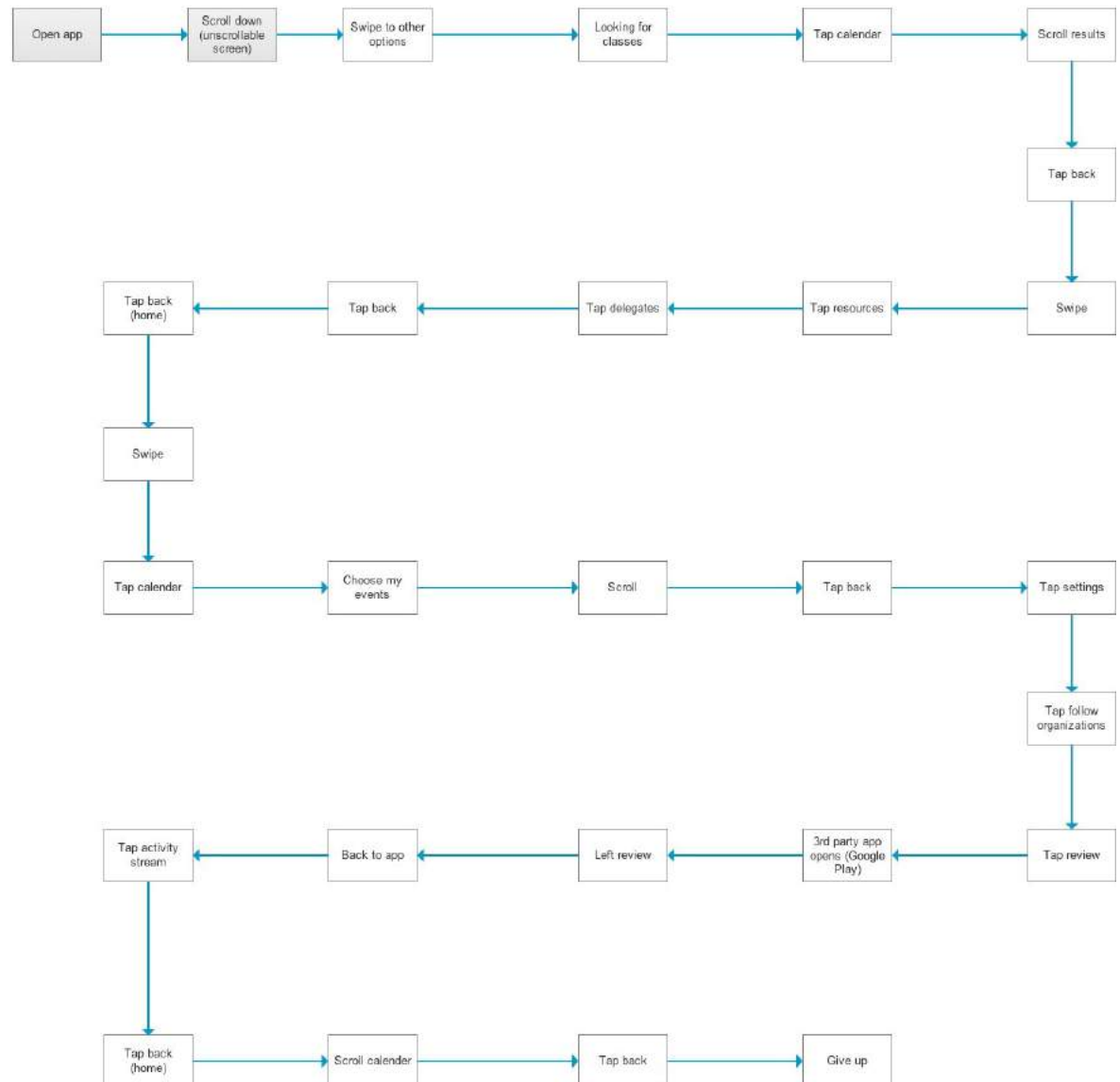
This is a redesigned concept app for YMCA Los Angeles. The new and added features are our solution for the pain points users expressed and also helps users achieve their goals.



Appendix

TASK ANALYSIS:

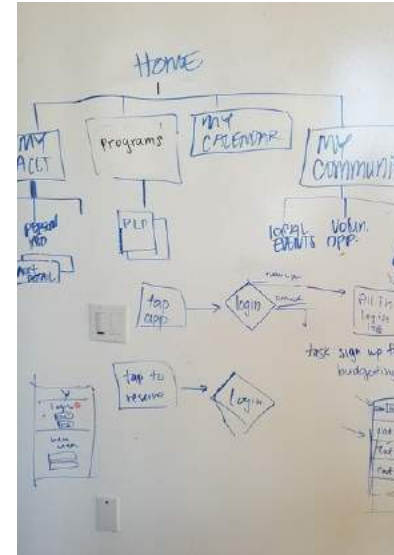
A user was presented with a specific task "Find a class on the YMCA app and register for it", and we tracked and timed her every move to pick out specific pain points within the current app.



Appendix

RESEARCH METHODS:

1. Affinity Mapping
2. Site Mapping/Journey Mapping
3. Design Studio (Ideation)
4. Feature Prioritization



Appendix

FEATURE PRIORITIZATION (MOSCOW METHOD):

Must Have - Search class, Search locations, Class info (dates, locations), Notifications (events, upcoming classes, new classes), View calendar feature while searching for classes, My calendar, My account

Should Have - More resources (Instructor Credentials, bio), Registration for online membership, Contact Instructor, Class rating from other students based off social media, History, Social share button

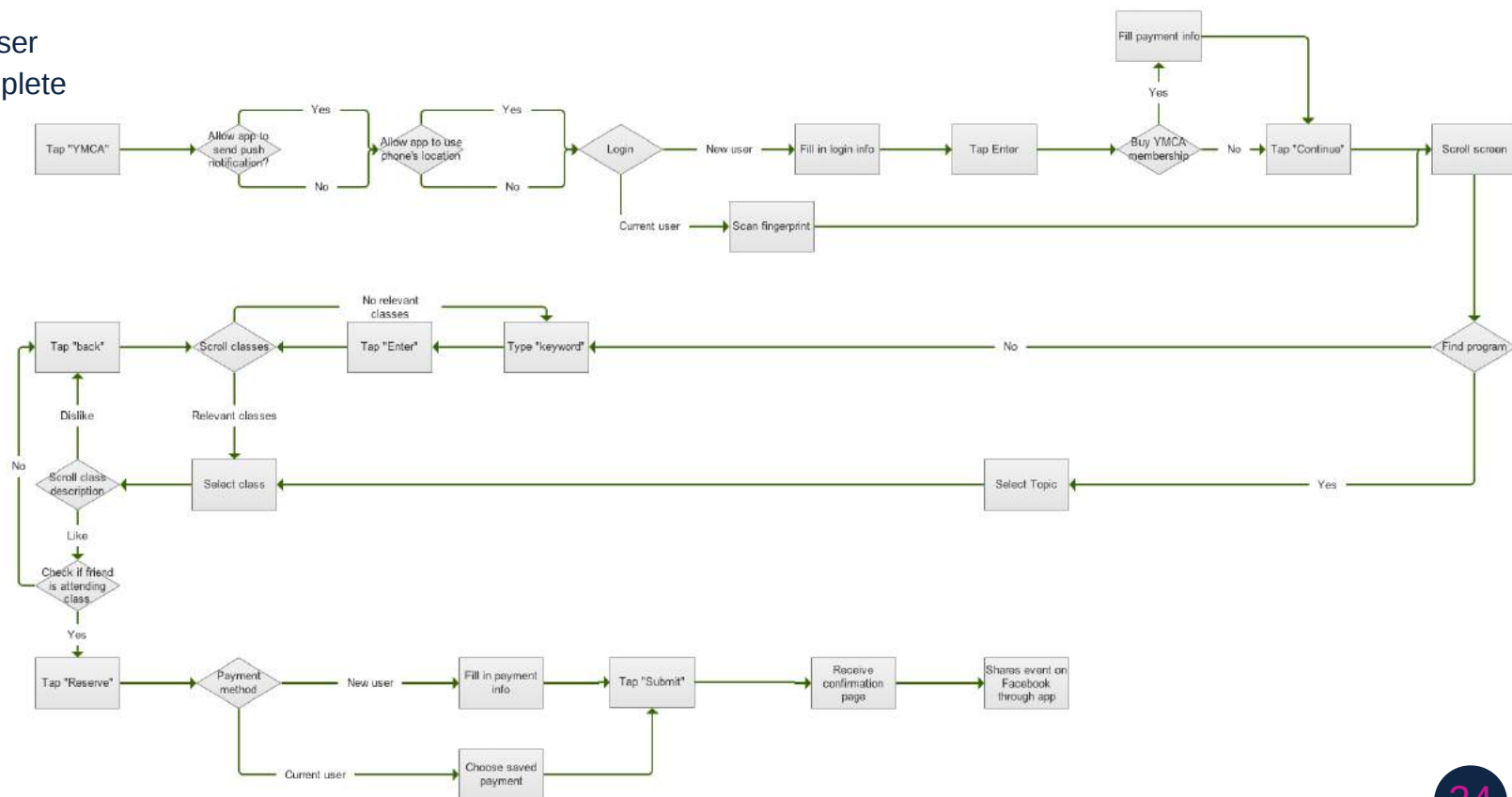
Could Have - Friend icon (shows who is registered for specific class), share class registration or class schedule through text/social media

Won't Have - Social media livestream

Appendix

USER FLOW:

This is a flow depicting the ideal path, or the "happy path", a user would take in completion of her goal. It depicts the steps and cognitive processes a user would encounter to complete her task.



Appendix

USER INTERVIEWS

https://docs.google.com/document/d/1BVjB5XXuf6YrXZkC_L9KWi_0Zax4Uq5jkWo3pbgNdVE/edit?usp=sharing

<https://docs.google.com/document/d/1A9W-agdT8EikiQL1dCbI7l9hdGm6khh0dVE2fP8ZMbw/edit?usp=sharing>

<https://docs.google.com/document/d/1CcXfn29DUM5Z7s3I7nIx7W0zV-HTv60UikxRcziNRMV/edit?usp=sharing>

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<https://docs.google.com/document/d/1c4ZTZsfjMQzMCfgJHopXaBow8e8O1-txZn0OqW1nNhk/edit?usp=sharing>

Appendix

HEURISTIC EVALUATION:

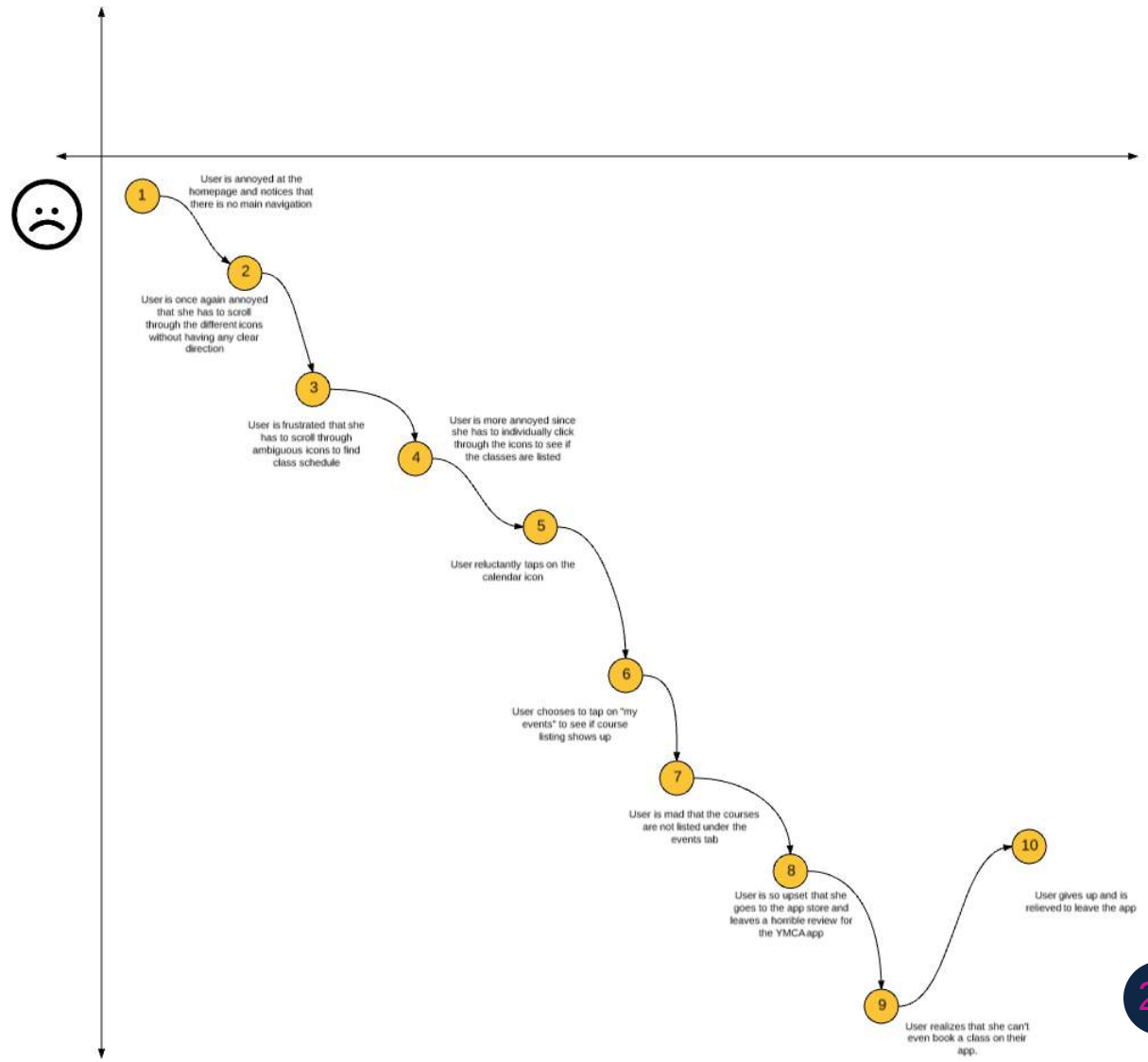
Using the LEMERs heuristics principles, we analyzed the current app to determine which parts of it presented interesting business opportunities.

□	⌵ A Title	☰ Heuristic Violated	⦿ Severity	📝 Notes
1	Primary navigation links don't click from "learn more: youth and g...	Learnability	4	
2	"Our LA Y" button leads to a 3 party site	Learnability	4	leads to NHL site and NBA site, possible sponsors
3	"Learn More: Kids' Swimming" sends page to top	Satisfaction	4	tapping on button leads to nowhere
4	Location selections at bottom of class description page is not sal...	Learnability	4	user looks over it looking for a register button instead
5	After selecting "register", site did not go to registration form	Efficiency	4	scrolling down to the bottom of class description page and tapping register takes user to all classes listing page
6	Class that was said to be offered is actually not offered	Satisfaction	4	after selecting the location that this class is being offered, class was not seen
7	DOB calendar doesn't update corrections	error management	4	after making an initial mistake with the year of birth, changing the year with the provided calendar didn't work unti...
8	After committing error in membership form, website doesn't rese...	error management	4	user left at bottom of screen while error message appear at top, no way of user knowing they made an aerror
9	Selecting location on bottom of class description page opens an...	Efficiency Learnability	4	
10	Secondary navigation icons confusing	Learnability	3	looks like it would lead to a dropdown, actually leads to another page
11	"Learn More: Youth & Gov" title not a form to reach out	Efficiency	3	tapping this leads to a testimonial and option to share testimonial on social media
12	Redundant location sites	Efficiency	3	location finder under browse site also with location in primary nav
13	Class headers doesn't look like a link	Learnability	3	user doesn't know it's tappable
14	Confusing categorization: assume kickboxing would fall under re...	Learnability	3	
15	Offering DOB or age-group selection redundant	Efficiency Satisfaction	3	offers user to input DOB OR age-group but site does not make it clear it's an either/or
16	Camp contacts and community options (get involved, give) are fir...	Learnability	2	
17	Testimonial text cut off on sides	Satisfaction	1	put off for later
18	Customer type dropdown only offers one option	Efficiency Satisfaction	1	why do we need it??
19	Arrow next to banner indicates swiping but doesn't	Learnability Consistency and standards	3	
20	Information presented under Calendar is organized unexpectedly	Learnability Match between the system and the real world	4	
21	social media icons are scattered	Efficiency Flexibility and efficiency of use	2	
22	Headings do not look like clickable links	Learnability Recognition rather than recall Memorability	3	
23	pressing page back button only refreshes current page	Satisfaction Learnability error management	4	
24	Unclear category headings and subheading	Learnability Match between the system and the real world	4	
25	Redundant news feed i.e. several posts about same topic	Efficiency Satisfaction	2	
26	Photos leads back to activity stream	Efficiency Flexibility and efficiency of use	3	
27				

Appendix

CUSTOMER JOURNEY MAP:

A journey map was created to reflect the user's emotional state as she navigated through the current app to complete her task. This is not a happy user's journey.



MOOD BOARD:

By collaging images and quotes, we were able to determine the feel and energy that we wanted to take the app in, while also sticking to the YMCA brand and values.



Appendix

STYLE GUIDE:

The style guide was made to depict the full-color logo variations, main color palettes, and fonts that were utilized to create the mobile app.

STYLE SHEET / YMCA

CARING
HONESTY
RESPECT
RESPONSIBILITY

VALUES

Our core values unite us as a movement with a common cause. They are the shared beliefs and essential principles that guide our behavior, interactions with each other and decision making.

OUR CAUSE

- Strengthening communities
- Youth Development
Nurturing the potential of every child and teen
- Healthy Living
Improving the nation's health and overall well-being
- Social Responsibility
Giving back and providing support to our neighbors

Full-color logo variation



2-color logo



MAIN COLOR PALETTE

	Light	Medium	Dark
Green	R 22 G 189 B 190 #20a0be	R 55 G 164 B 144 #01a490	R 0 G 107 B 107 #006a6b
Blue	R 0 G 174 B 239 #00a0ef	R 0 G 137 B 208 #0089d0	R 0 G 96 B 175 #0060af
Purple	R 198 G 22 B 141 #c81886	R 146 G 29 B 143 #92278f	R 52 G 45 B 145 #3c2d91
Red	R 241 G 83 B 43 #f15922	R 217 G 29 B 35 #e1c24	R 169 G 43 B 49 #a52b31
Orange	R 252 G 175 B 23 #fca117	R 244 G 121 B 32 #f47920	R 221 G 99 B 40 #de5828

PRIMARY FONT

Cachet

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&'*

AREA OF FOCUS

- FOR YOUTH DEVELOPMENT
- FOR HEALTHY LIVING
- FOR SOCIAL RESPONSIBILITY
- FOR YOUTH DEVELOPMENT
- FOR HEALTHY LIVING
- FOR SOCIAL RESPONSIBILITY
- FOR YOUTH DEVELOPMENT
- FOR HEALTHY LIVING
- FOR SOCIAL RESPONSIBILITY
- FOR YOUTH DEVELOPMENT
- FOR HEALTHY LIVING
- FOR SOCIAL RESPONSIBILITY

BENEFIT STATEMENTS

- LET'S WORK TOGETHER
- IT'S NOT JUST KID STUFF
- ALL TOGETHER BETTER
- HELLO
- LEARN
- GROW
- THRIVE

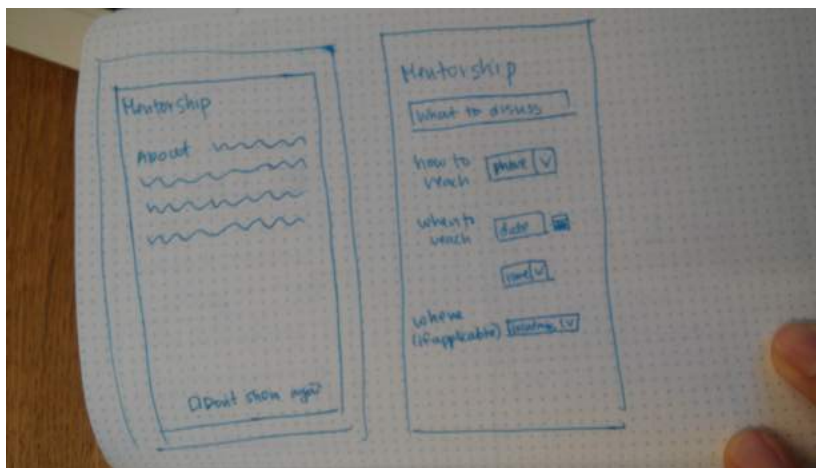
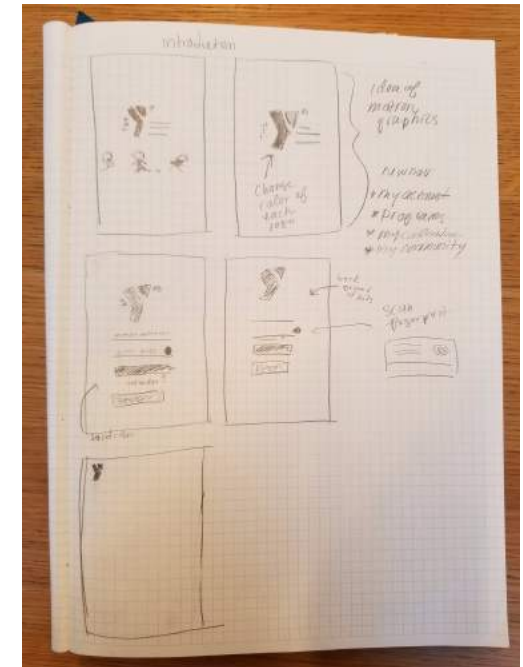
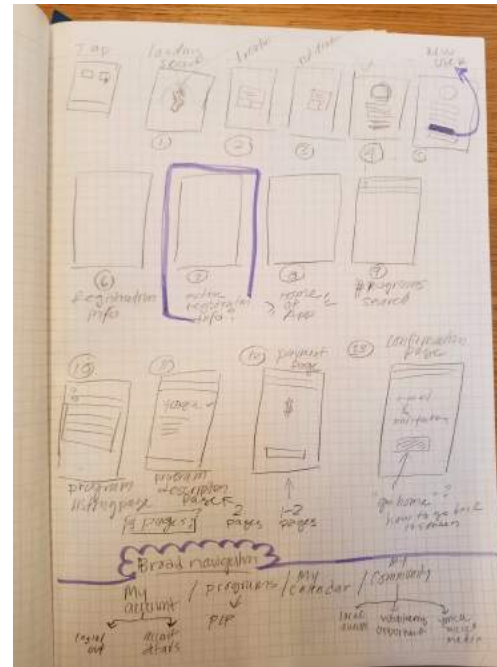
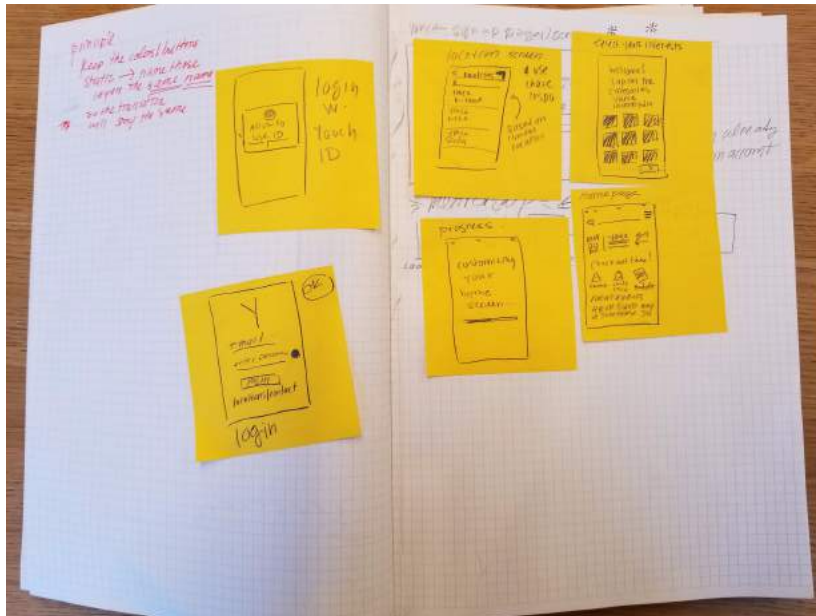
APPLYING COLOR TO BENEFIT STATEMENTS



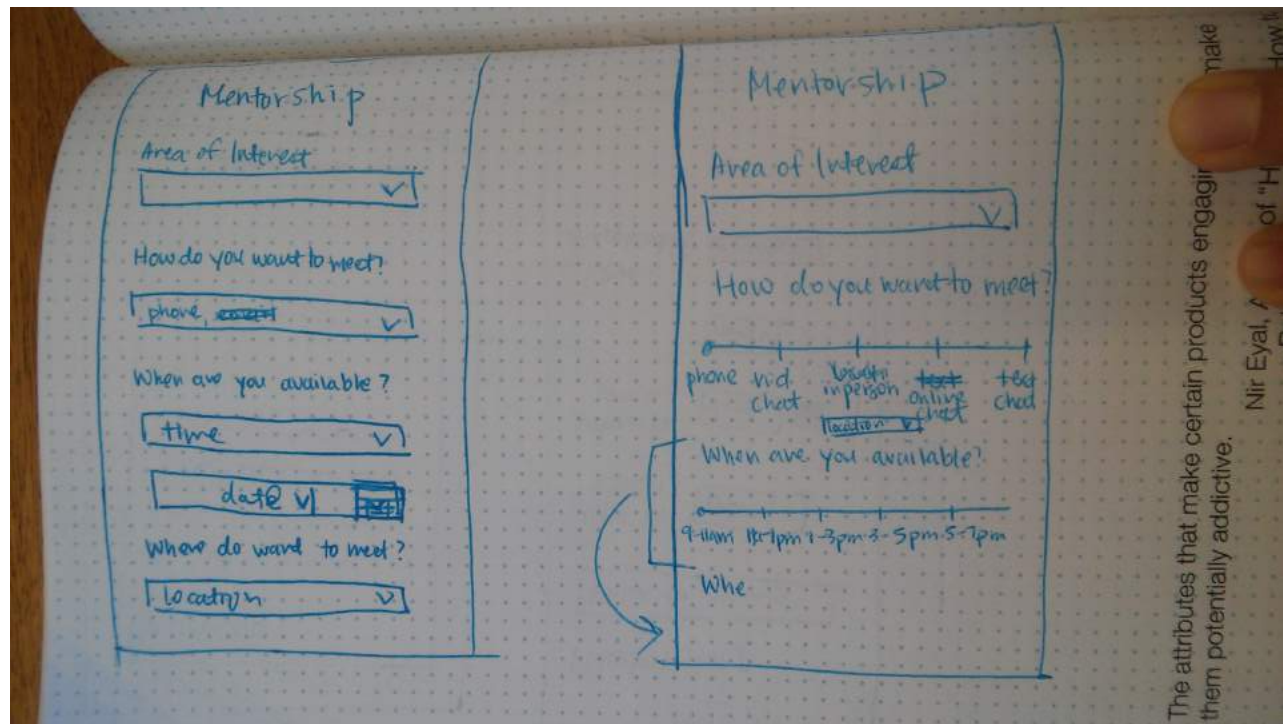
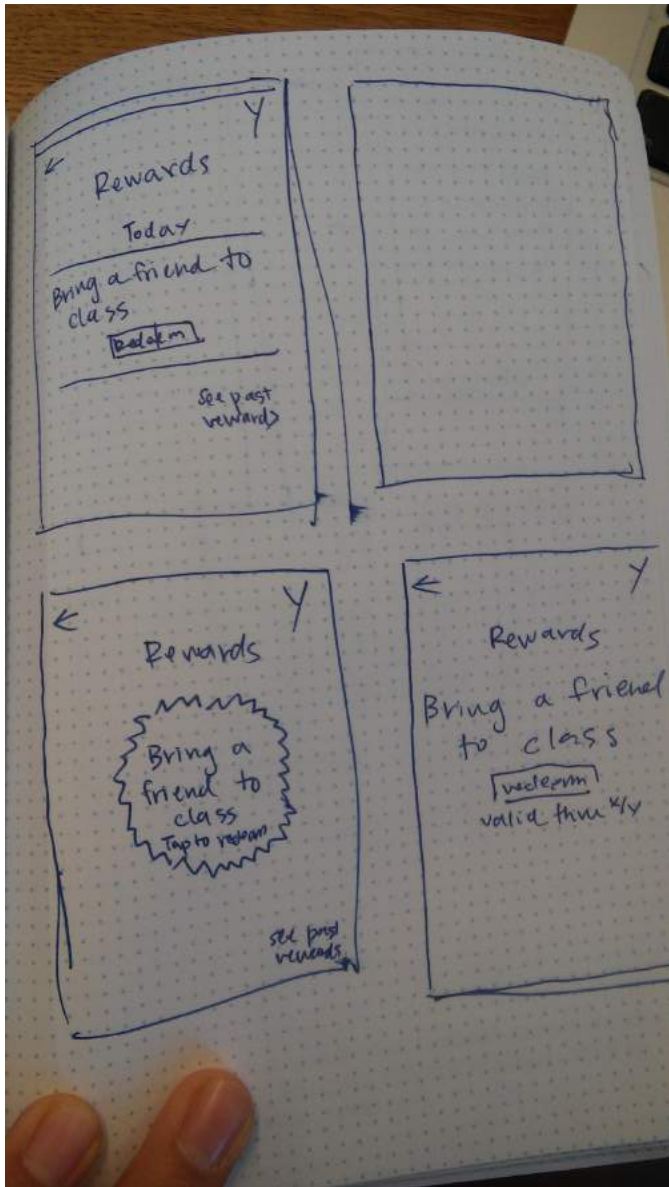
EXAMPLE



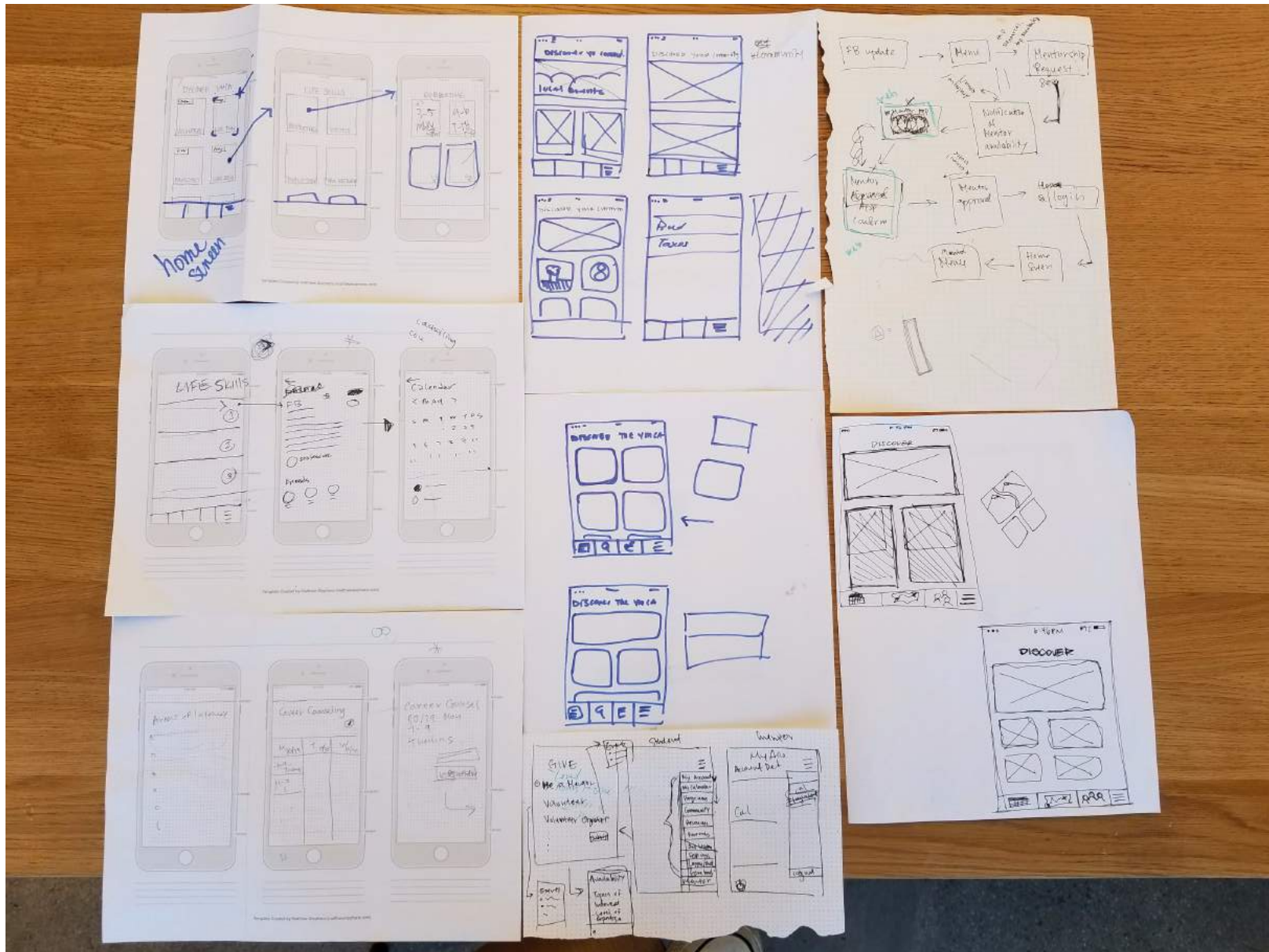
Appendix (Sketches)



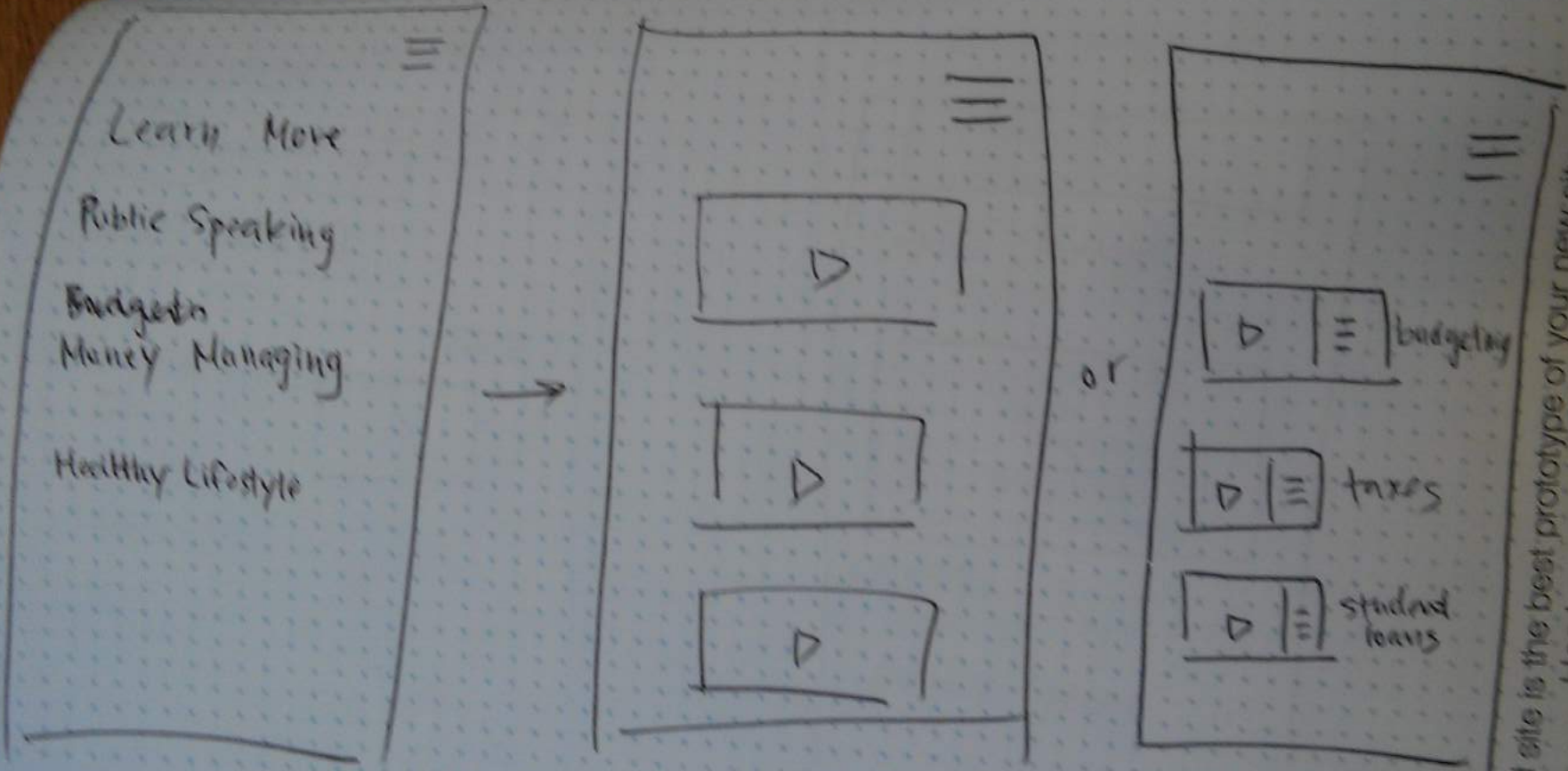
Appendix (Sketches)



Appendix (Sketches)



Appendix (Sketches)



Your old site is the best prototype of your new site.
Hwa Lorangers, Director at Nielsen Norman G

Appendix (Sketches)



Appendix

GROUP PROJECT TRACKER:

This document was made to show the progress of our project as well as reference the current status of key deliverables.

YMCA Project #3 Tracker

We want to create a portfolio-ready design that is intuitive and accessible to our target audience. We want to ensure that our design is supported by research and has validity and functionality in our users' everyday lives.

Subject	Assignment	Status	Start date	Due on	Ownership
Research	Research Protocol	Done	10/2/2017	10/16/2017	Everyone
Research	Screening Survey	Done	10/2/2017	10/17/2017	Everyone
Research	Research Questions	Done	10/2/2017		Everyone
Research	Submitting to Research Participants (YMCA/College Students)	Done	10/2/2017	10/3/2017	Rubi, Jacob, Sophia
Research	Interview Research Participants	Done	10/2/2017	10/5/2017	Rubi, Jacob, Sophia
Research	Proto Persona	Done	10/2/2017	10/4/2017	Sophia
Research	Updating Persona	Done	10/3/2017	10/5/2017	Sophia, Jacob
Research	C&C analysis	Done	10/2/2017		Everyone
Research	Contextual Inquiry	Done	10/4/2017	10/4/2017	Everyone
Research	Task Analysis	Done	10/4/2017	10/5/2017	Sophia, Jongho
Research	Heuristics Evaluation (Old site)	Done		10/5/2017	Sophia
Research	Site Map	Done		10/5/2017	Rubi
Research	Journey Map	Done		10/10/2017	Jacob
Research	IA (Site Map) *After lo-fi wireframes	Done		10/11/2017	Sophia, Jacob
Research	IA (User Flow) *After lo-fi wireframes	Done		10/11/2017	Sophia, Jacob
Ideation	Synthesizing Information	Done		10/6/2017	Everyone
Ideation	Asset Sheet	Done			Sophia
Design	Style Guide	Done		10/6/2017	Rubi
Design	Mood Board	Done		10/10/2017	Jongho
Design	Sketching on Paper	Done		10/7/2017	Jongho, Rubi
Design	More developed sketching on computer	Done		10/9/2017	Jongho, Rubi
Design	low-fidelity/medium-fidelity wireframes on Sketch	Done		10/10/2017	Everyone
Design	High-fidelity wireframes on Sketch (mobile app)	Done		10/14/2017	Everyone
Design	Prototyping on InVision	Done		10/15/2017	Sophia, Jongho
Presentation	Presentation Slides	Done		10/15/2017	Everyone