

# Help kids in difficult psychological situations App and Responsive Website

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# Project overview



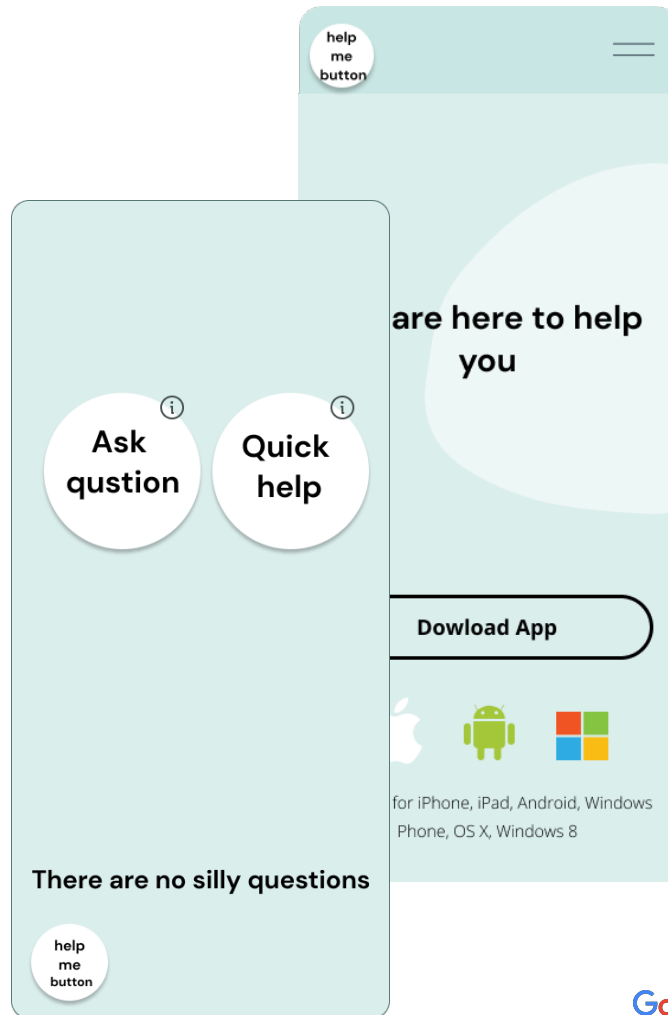
## The product:

Help Me Button - is an application organized to help kids of all ages in difficult psychological situations. It is a tool to help kids seek help from adults while remaining anonymous. The main target users of Help Me Button are school students of all ages.



## Project duration:

May 2022



# Project overview



## The problem:

Most children in a difficult situation cannot contact adults directly. Some are afraid, some are shy. But many need the opportunity to ask their question and be heard.



## The goal:

Develop an app that will help kids in difficult situations, give them the opportunity to be heard and get an answer.

# Project overview



## My role:

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



## 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.

# Understanding the user

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

# User research: summary



I used data on how often children fail to ask a question to an adult to develop interview questions that were then used to conduct user interviews. Most of the interview participants reported that they often find themselves in a situation where they are afraid or embarrassed to ask their question. The feedback received during the study clearly indicated that users would be willing to ask and seek help if they had access to an easy-to-use tool to help them with this.

# Persona 1: Nicole

## Problem statement:

Nicole is 12 years old and goes to school. She has friends. But sometimes there are situations in which you need the help of adults. Parents are always busy and Nicole does not know who she can turn to.



**Nicole**

**Age:** 12  
**Education:** School  
**Hometown:** San Jose, CA  
**Family:** Parents  
**Occupation:** Student

*"I have questions that I am embarrassed to ask my parents"*

## Goals

- Help find a partner
- Help answer questions
- Help if there is an emergency

## Frustrations

- She hesitates to ask questions to friends/parents

Nicole is 12 years old and goes to school. She has friends. But sometimes there are situations in which you need the help of adults. Parents are always busy and Nicole does not know who she can turn to.

# Ideation

I did a quick exercise to figure out how to address the gaps identified in the competitive audit. I paid special attention to the fact that the application was easy to use for children.



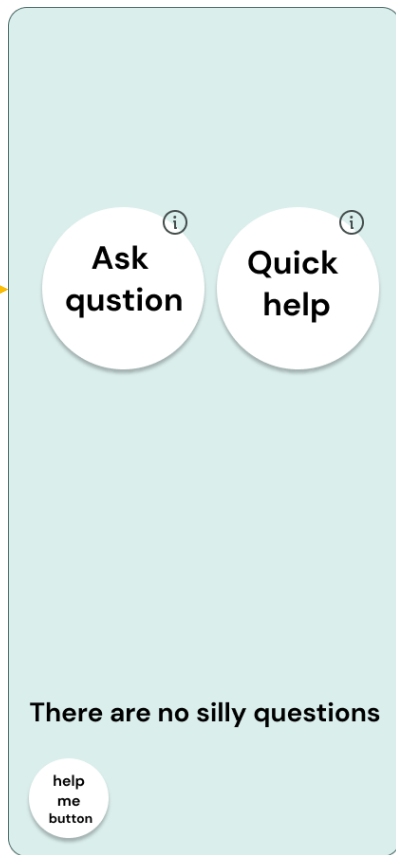




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the HelpMeButton app.

Different ways to get help



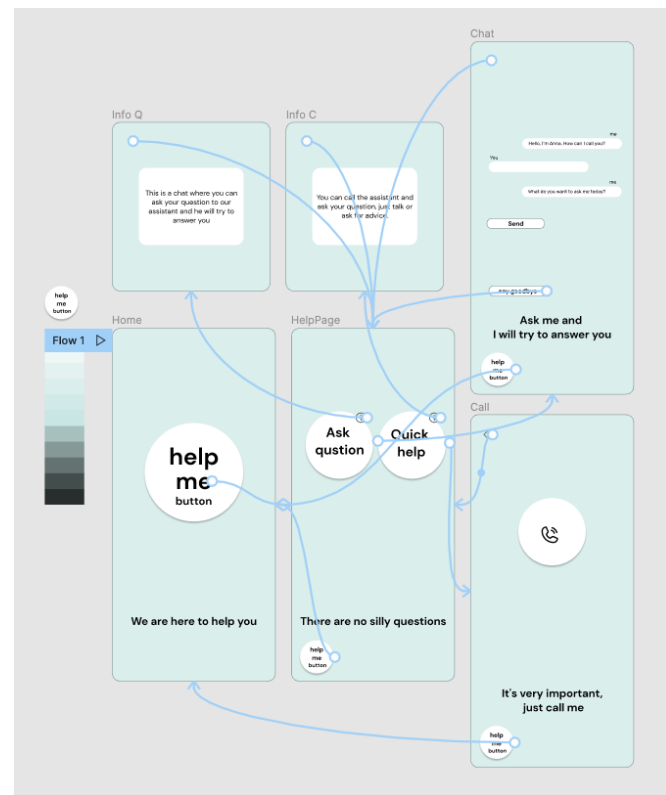
Informing what this method means



# 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 HelpMeButton [low-fidelity prototype](#)



# Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

5 participants



Length:

5-10 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

Home

Children need the simplest  
and most understandable  
application

2

Help Page

It should be easy for  
children to decide on the  
kind of help they need.

3

Chat

Children should not be  
afraid to ask their questions  
and that someone will know  
about it. No registration  
forms needed

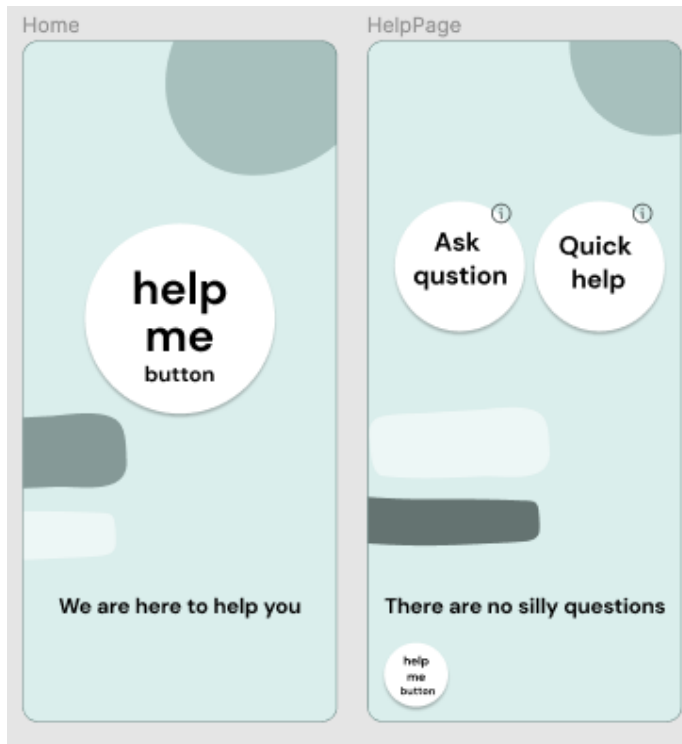
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

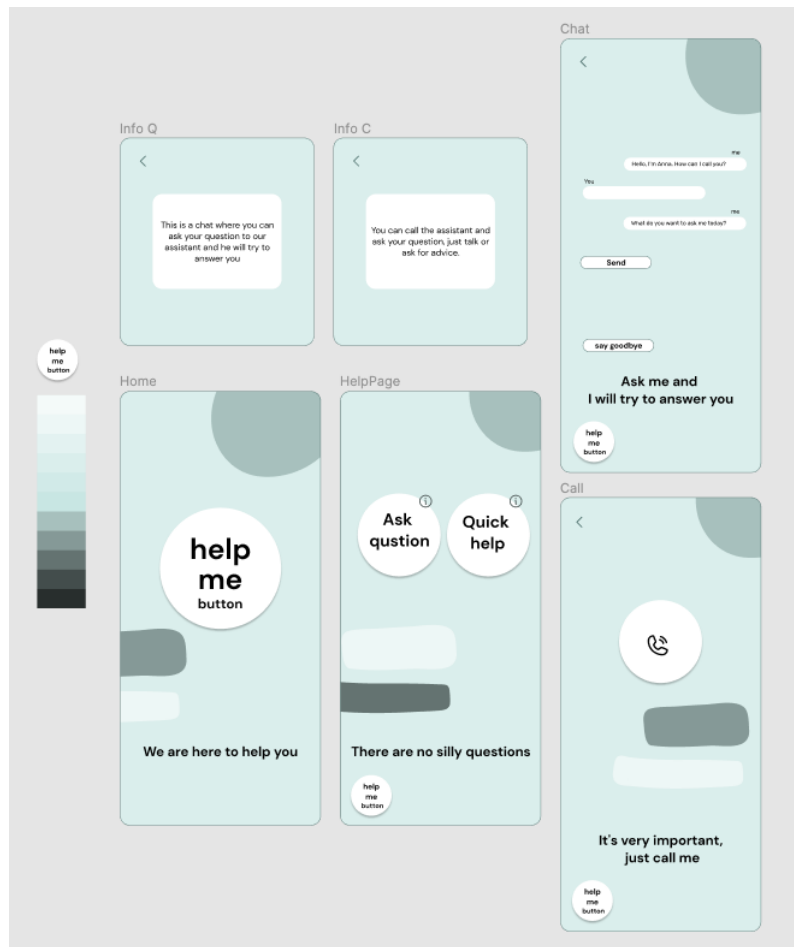
# Mockups

Based on the insights from the usability studies, I applied design changes.

After usability study



# Mockups

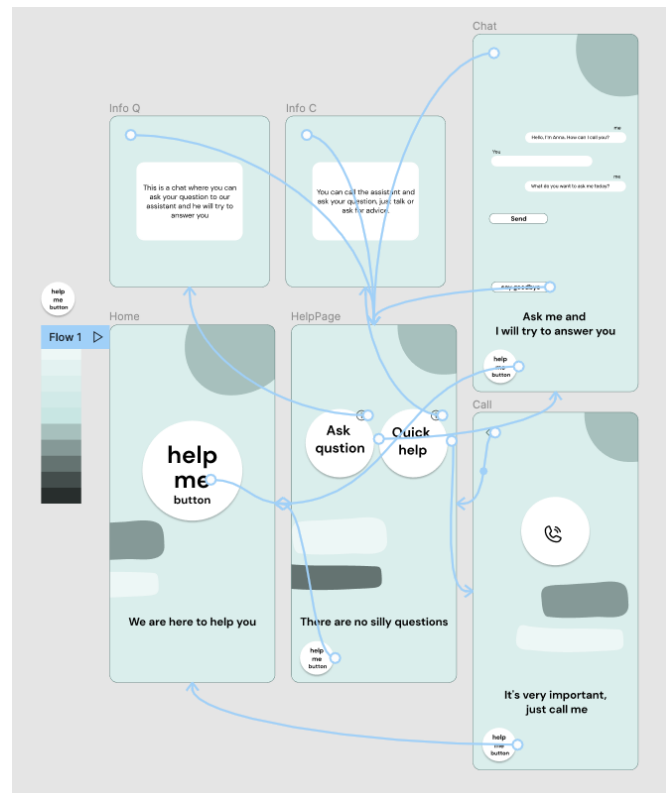




# High-fidelity prototype

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

View the HelpMeButton [high-fidelity prototype](#)



# Accessibility considerations

1

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

2

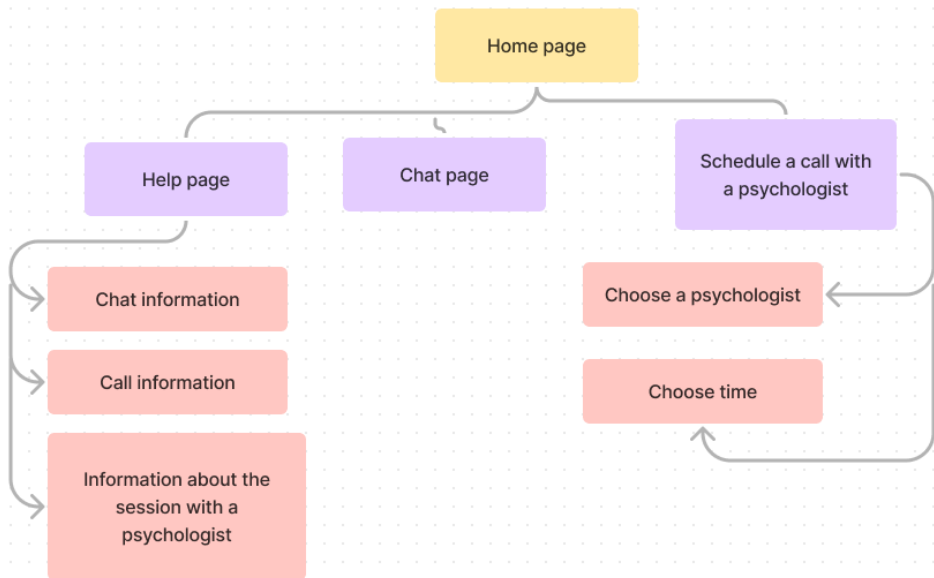
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

# Responsive Design

- Information architecture
- Responsive design

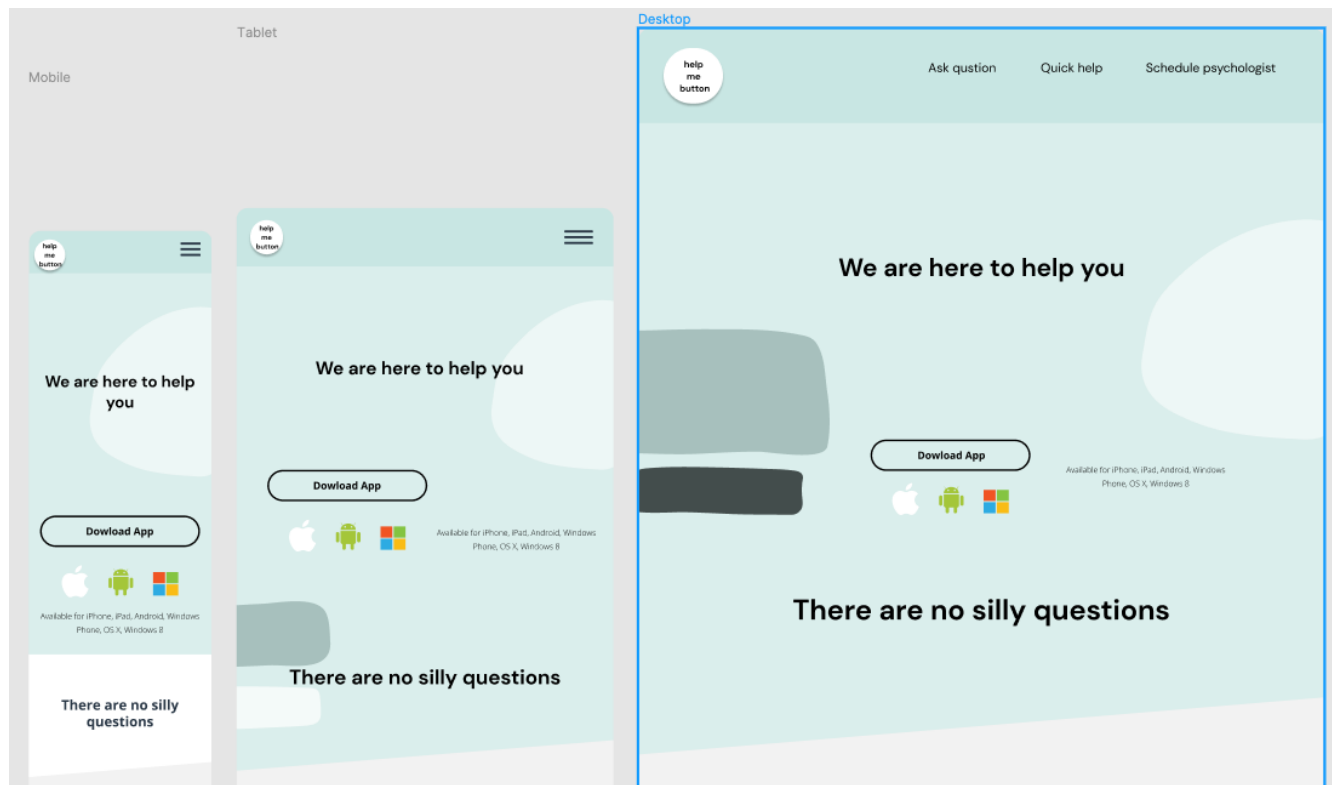
# Sitemap

With the app designs completed, I started work on designing the responsive website. I used the HelpMeButton 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.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app made getting quick help possible. "It's not so scary to ask your question anonymously and most importantly, you can do it quickly and immediately"



## 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 helped me come up with solutions that were both feasible and useful.

# Next steps

1

Conduct research on how successful the app is in helping children of all ages

2

Add more educational resources so users can learn about different ways to get help

3

It is possible to add additional ways to help



# Let's connect!



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

Website: <https://germanova.site/>