

# Small Biz 318

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Jasmine M. Woods, MBA - UX Designer

# Project overview



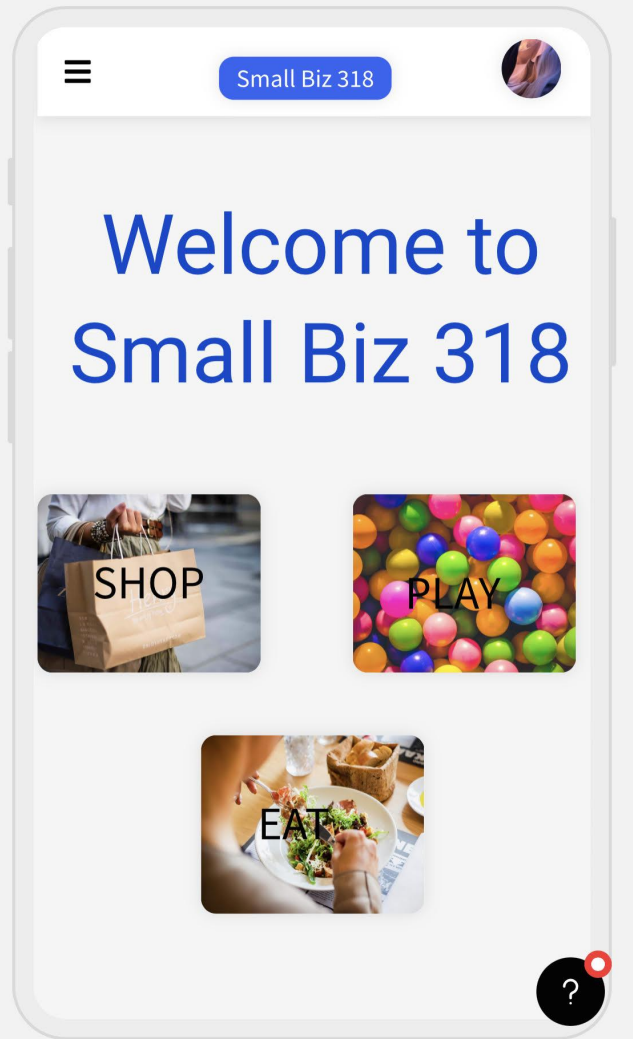
## The product:

This app was design to showcase the wonderful talent in the 318 area code. This app is a one stop shop to find local business owners from restaurants, boutiques and more.



## Project duration:

The time worked on this design from January 2023-June 2023.



# Project overview



## The problem:

In my hometown people believe there is nothing to do here. There is plenty to do here. It have to be researched.



## The goal:

The goal of Small Biz 318 is to highlight and showcase local business. This app will also include events going on in the city for all ages.

# Project overview



## My role:

My role in this project is lead UX designer and UX researcher.



## Responsibilities:

User researcher, wireframing, usability studies, low-fidelity, high-fidelity and personas.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



The research in this project was conducting through usability studies and social media. I went through users Facebook profiles to see how they feel about my hometown. During my research utilizing social media i found that unpleasant news about the city spread quicker than the good news. In my usability studies users are slightly aware about events and business in the area. I found on Instagram that users use hashtag for city. However, social is not hitting the mark.

# User research: pain points

1

## Pain point

User found browsing through hashtag is frustrating and consumes time.

2

## Pain point

User prefers to shop local but wants businesses to provide curbside pickup option as well.

3

## Pain point

User found interacting with low-fidelity difficult and not easy.

4

## Pain point

User just didn't understand how to navigate low-fidelity even in moderated usability study.

# Persona: Jade Wood

## Problem statement:

Jade is a passionate tech savvy educator who needs desire to teach her students about fashion] because a good outfit will have you conquer the world.



**Jade Wood**

**Age:** 23

**Education:** Bachelor's Degree

**Hometown:** Bossier City, LA

**Family:** Single, Cat

**Occupation:** Educator

*"Fashion is very important. It is life-enhancing, and, like everything that gives pleasure, it is worth doing well."*

## Goals

- To teach her students how to dress.
- To shop locally and support business in her hometown
- Shopping that fits her schedule.

## Frustrations

- "It's challenging finding local businesses through Google"
- "Local Business are usually closed with her work hours"

Jade completed her undergraduate matriculation one year ago. In her spare time, spending time with her cat is what she enjoys most and teaching. Jade works at an underprivileged school and wears many hats. Fashion is her passion. Jade teaches her students that a good outfit can make your day. It's challenging for jade to shop when her work hours are from 8-5:45.



# User journey map

User is passionate and dedicated to supporting small business in area. User is frustrated with lack of curbside pickup with local businesses.

## Persona: Jade Wood

Goal: To find local boutiques in her hometown.

ACTION	Find Local Boutique	Select Boutique	Browse Website	Shop via Instagram shop	In store shopping
TASK LIST	Tasks A. Browse #BossierCity hashtag on Instagram B. Look for local shops through Facebook group.	Tasks A. Choose boutique B. Call boutique to find out business hours. C. Go on boutique website	Tasks A. To shop online because of work schedule. B. To find sale items to show students.	Tasks A. Find clothes on boutiques Instagram B. Put together outfits to try on in store through their Instagram post. C. Save post to show store associate to save time.	Tasks A. Show store associate saved outfits. B. Try on outfits she found through the instagram shop.
EMOTIONS	Browsing hashtag gets frustrated, accounts from other cities uses Bossier City hashtag to promote business.	Feeling annoyed she has to call boutique to find business hours	Feels defeated because local boutique website is down for maintenance,	Feeling mixed emotions. Grateful to support local business displeased that business does not have updated	Feeling overjoyed that associate went right to outfits and a sense of pride to shop local business.

# Starting the design

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

# Paper wireframes

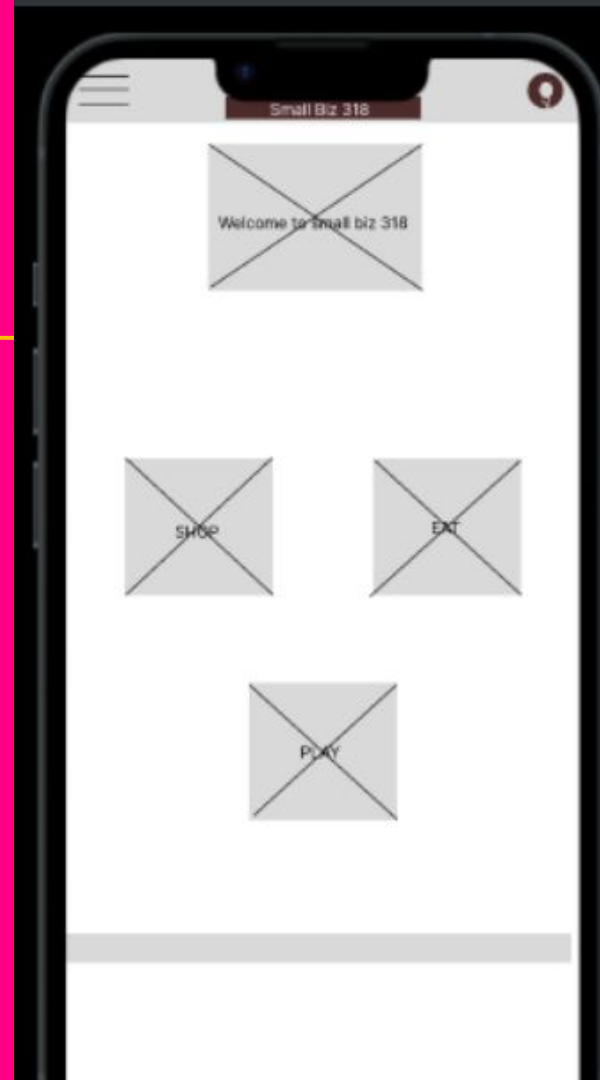
Paper wireframes were great to make. UX design courses have been very helpful.



# Digital wireframes

From paper to digital wireframes was such an interesting transition.

It shows the different categories for the app.

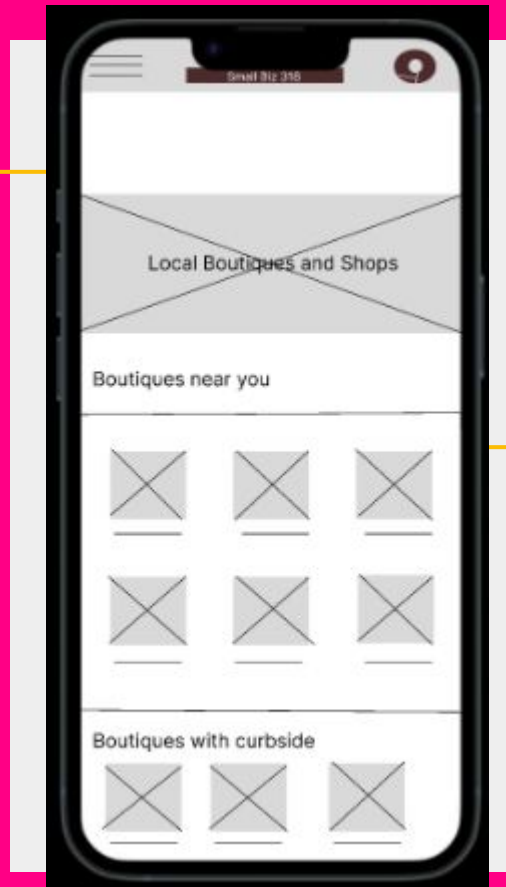


The different categories will help users navigate easier.

# Digital wireframes

This digital wireframe took a little more time to complete.

This screens shows local boutiques with curbside pickup. To address user Jade pain point.

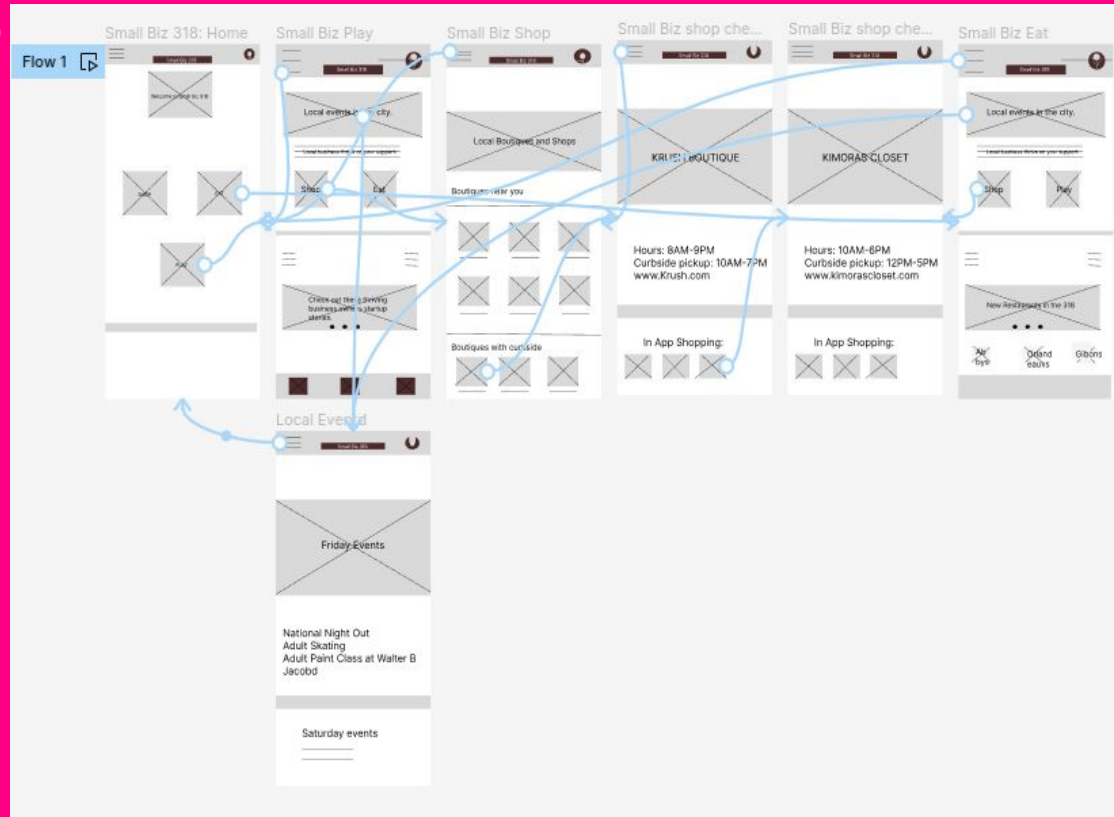


This screen shows boutiques closer to user with limited schedules.

# Low-fidelity prototype

<https://www.figma.com/file/gOKbSNjllxYARt9vvtkyBJ/Small-biz-318-home-screen?type=design&node-id=0%3A1&mode=design&t=AHMXvLjxl2lj7jgs-1>

This low-fidelity prototype starts with the homescreen and from there you can choose play or eat.



# Usability study: findings

Users were excited to engage with Small Biz 318 app. Older users found low-fidelity prototype difficult to navigate. Users seem impressed with high-fidelity prototype.

## Round 1 findings

- 1 User navigated low-fidelity with confidence.
- 2 Users went ahead in study.
- 3 Older users were frustrated with low-fidelity prototype.

## Round 2 findings

- 1 Older user impressed with app design.
- 2 User wanted more features in high-fidelity prototype.
- 3 Users were grateful to be apart of study.

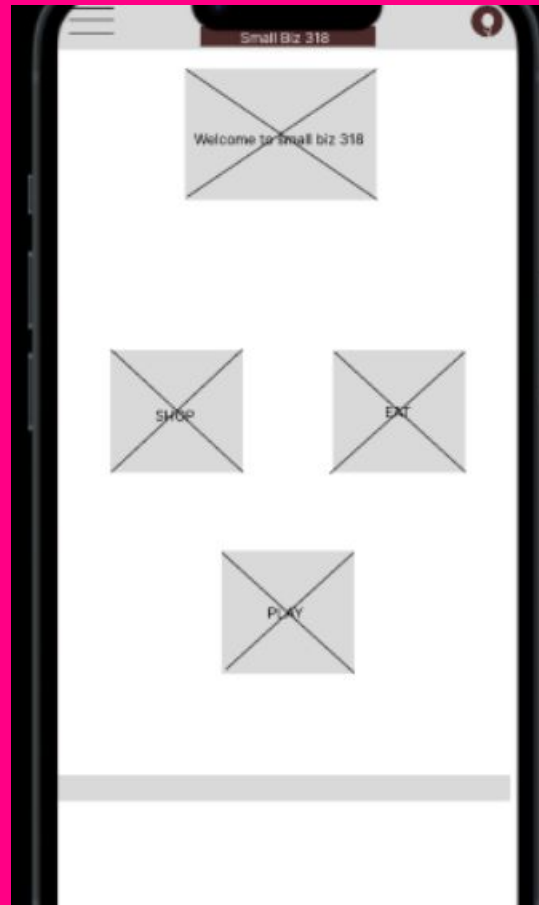
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

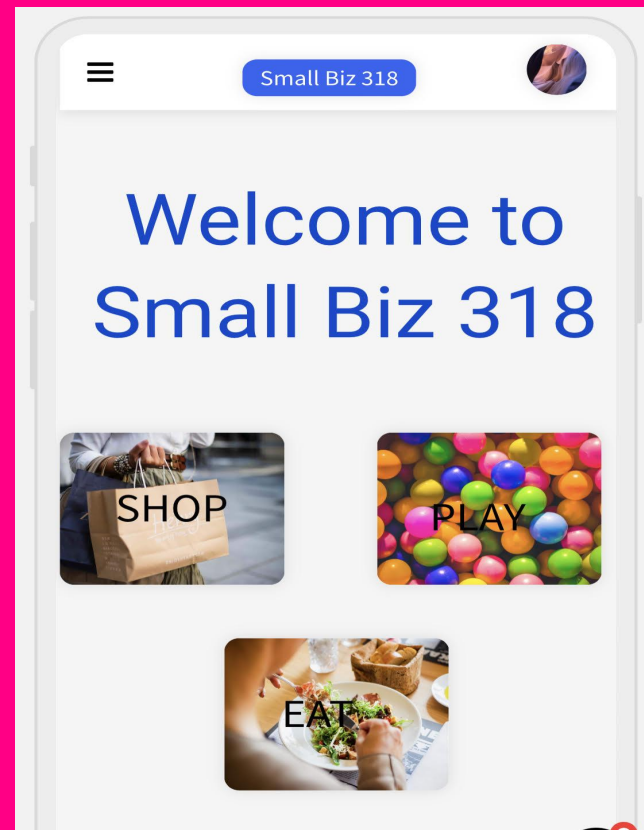


# Mockups

Before usability study

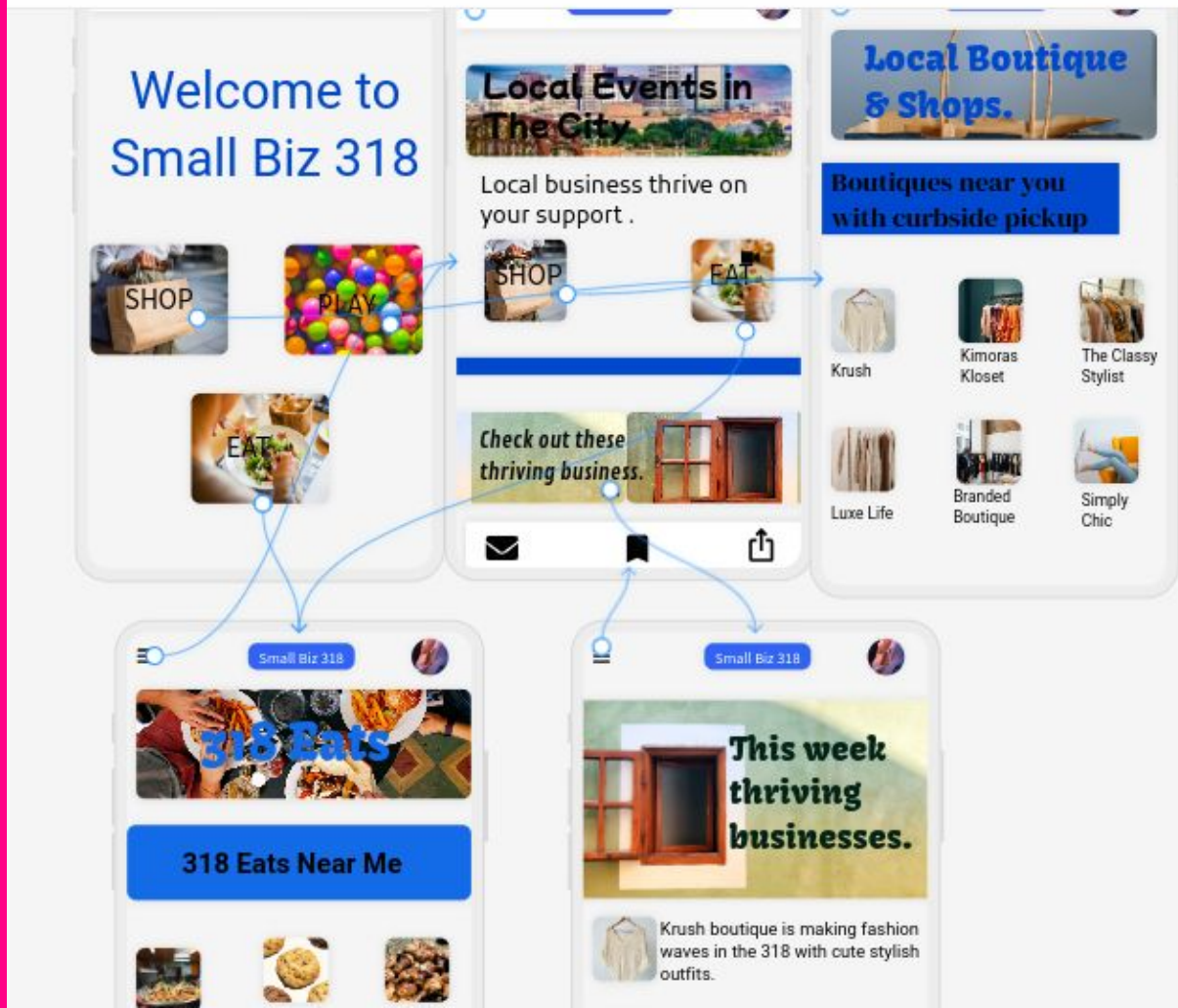


After usability study



# High-fidelity prototype

[Link to high-fidelity prototype](#)



# Accessibility considerations

1

Using an easy readable font for users with vision impairment, I want all users to feel like this app was made for them. I provided a color pattern that would also be easy on the eyes.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users feel like this app will benefit the area and surrounding small cities as well. Users feel like this app is what needed in the city to get the word to residents.



## What I learned:

In this project I learned to perform thorough research, conduct usability studies, create personas and users paint points. UX design is about the user experience with the app.

# Next steps

1

The next step is to create a full app. To get this app on Apple and Google Play store,

2

I want this app to be a reality for my hometown. I want to spread the goodness of the city to all.

3

I want to connect with local business to provide their information and get Small Biz 318 out there.

# Let's connect!



I'm Jasmine Woods. I design Small Biz 318 to highlight and showcase the good in my city. I hope to bring this app to life. To reach me contact me at [jaszmarie1@gmail.com](mailto:jaszmarie1@gmail.com) I want to partner and collaborate with other designers.