

# First aid

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Jayanth Alla

# Project overview



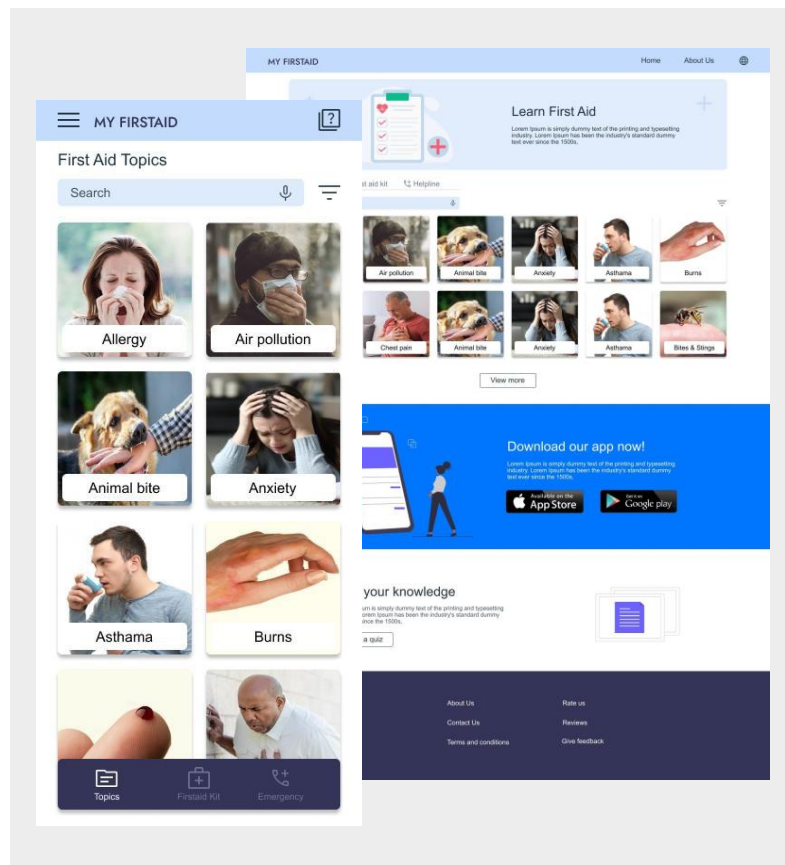
## The product:

My First aid is a tool to help people learn first-aid. My first aid's primary target users includes people who are new to technology and all ages people above 10.



## Project duration:

Aug 2022



# Project overview



## The problem:

My first-aid app enables you to assist persons who become injured in the event of an accident or emergency situation until help arrives. First Aid skills can be applied in the home, the workplace or in public locations



## The goal:

Design an app that will educate on the topics of first-aid and help people to save lives. the more First Aid known people there are in a community the safer that community becomes.

# Project overview



## My role:

UX designer leading the app and responsive website design



## 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 conducted user interviews. Most interview participants reported feeling badly about emergency situations, but they didn't actively try to give first-aid because they don't know. The feedback received through research made it very clear that users would be open and willing to learn first-aid topics if they had access to an easy-to-use tool to help guide them.

# Persona 1: Ramu

## Problem statement:

Ramu is a school bus driver who needs first-aid app because he has trouble in finding information on internet.



**Ramu**

**Age:** 55

**Education:** Inter

**Hometown:** Warangal

**Family:** Married

**Occupation:** Driver

*"I have trouble in finding first aid information in emergency"*

## Goals

- To find proper first aid information

## Frustrations

- In unexpected emergencies I have hard time to find first aid measurements on internet

Ramu is a bus driver who works for a school in warangal. Every school day he is busy to pickup and drop the students. Sometimes school students fell down from the bus or they will get injured if they are playing with windows and other bus equipments. So ramu has to give immediate firstaid, but he don't know all situations and he has trouble in finding firstaid instructions in emergency. So, he need a mobile app which gives immediate information.

## Persona 2: Swetha

### Problem statement:

Swetha is a student who needs first-aid app because she needs all information at one place to learn.



Swetha

**Age:** 16

**Education:** Inter

**Hometown:** Anakapalle

**Family:** Parents

**Occupation:** -

*"I want firstaid app which provides all basic information"*

### Goals

- To find all first aid information in one place

### Frustrations

- In unexpected emergencies I have hard time to find first aid treatment on internet

Swetha is a student who lives in a village, she use to play in her freetime with her brother or friends. But sometimes while playing in open area they will get injured with harmful insects. So she need a firstaid app in her father's mobile phone to find immediate precautions to be followed.



# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address

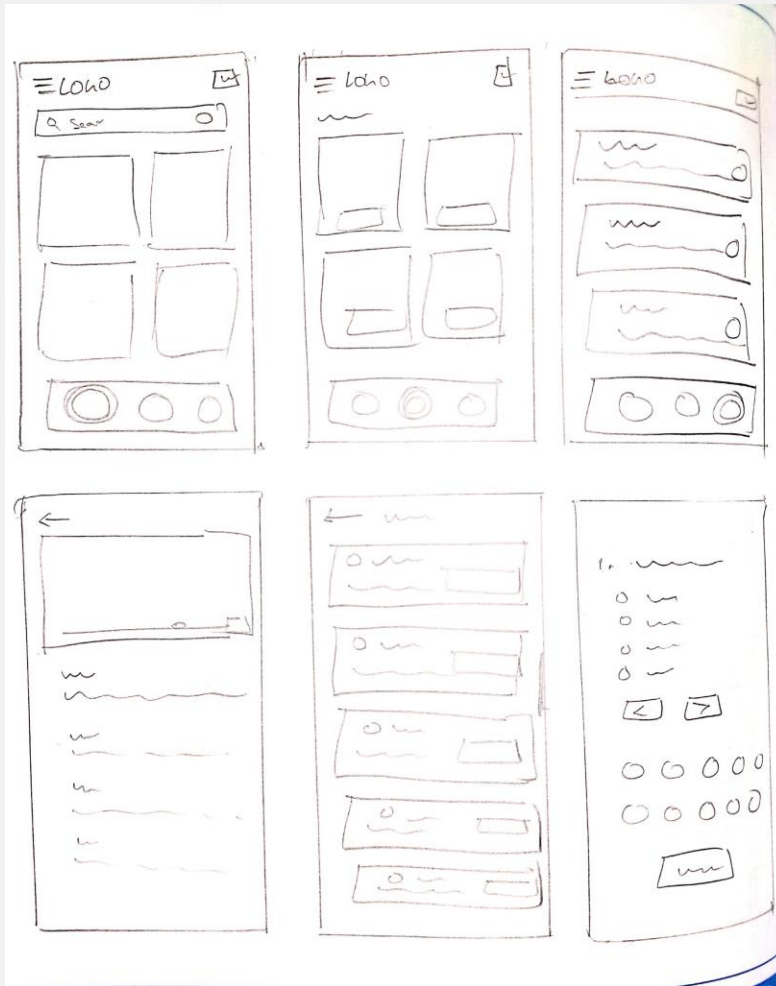
1	Competitive audit	Competitive audit goal: Identify and understand the effectiveness of products and features of First aid app							
2									
3		General information							
4		Competitor type	Location(s)	Product offering	Price	Website	Business size	Target audience	Unique value proposition
5	First Aid for StudentsTeachers	direct	-	App	Free	No	None	Students and	promote health and care
6	First Aid and Emergency Techniques	direct	-	App	Free	No	None	Young adults and	promote health and care
7	First Aid - IFRC	indirect	US	App and website	Free	<a href="https://www.ifrc.org/first-aid">https://www.ifrc.org/first-aid</a>	None	Young adults and	promote health and care
8	Indian red cross First Aid	indirect	Delhi	App and website	Free	<a href="https://www.indianredcross.org/ircs/">https://www.indianredcross.org/ircs/</a>	None	Young adults and	promote health and care
9									
10									

2		First impressions			
3		Desktop website experience		App or mobile website experience	
4					
5	First Aid for StudentsTeachers	needs work		outstanding	
6	First Aid and Emergency Techniques	needs work		good	
7	First Aid - IFRC	outstanding		needs work	
8	Indian red cross First Aid	good		good	
9					

1	<b>Competitive audit</b>			
2				
3				
4		Visual design		Content
5	First Aid for StudentsTeachers	Brand identity	Tone	Descriptiveness
6	First Aid and Emergency Techniques	good	friendly	outstanding
7	First Aid - IFRC	good	friendly	outstanding
8	Indian red cross First Aid	needs work	formal	good
9		good	formal	good

# Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit.



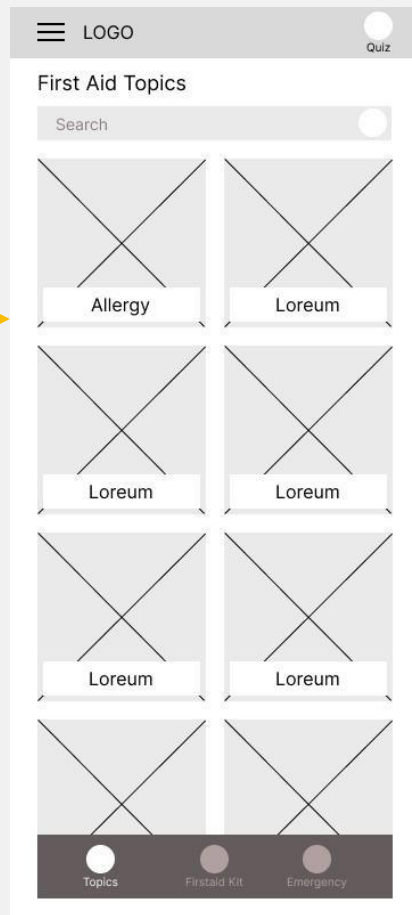
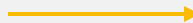
# Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

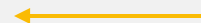
# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the First-aid app. These designs focused on guidance to users.

provided large images and text for easy understanding.



Easy access to app features from global navigation



# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing a topic about to learn.

[View prototype](#)



# Usability study: parameters



## **Study type:**

Unmoderated usability study



## **Location:**

India, remote



## **Participants:**

5 participants



## **Length:**

30-60 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Topics Search

People want easy access to topics from the huge list.

2

## Share

People want share option on every topic which allows to share the content with friends and family members.

3

## Video

People had difficulty to tilt video to view in full screen mode.

## Refining the design

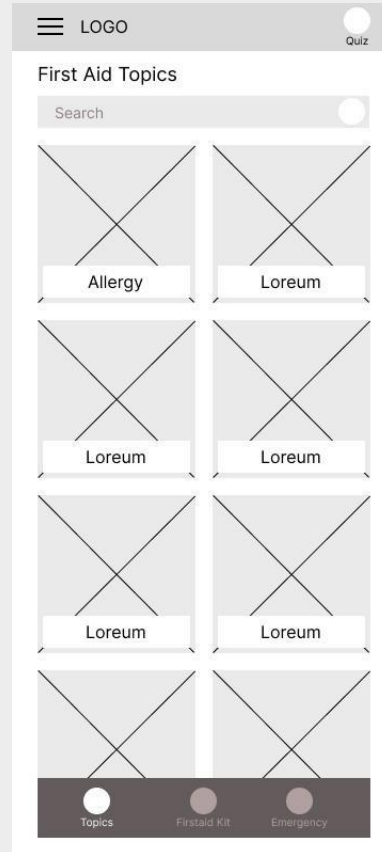
- Mockups
- High-fidelity prototype
- Accessibility



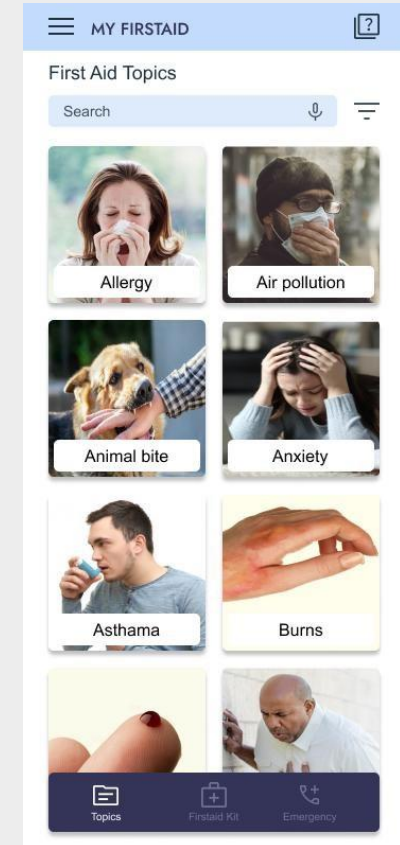
# Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse topics. I added voice to text and filter to simplify.

Before usability study



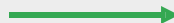
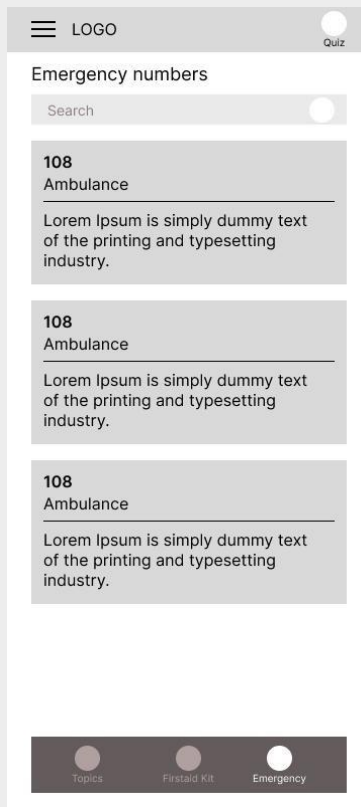
After usability study



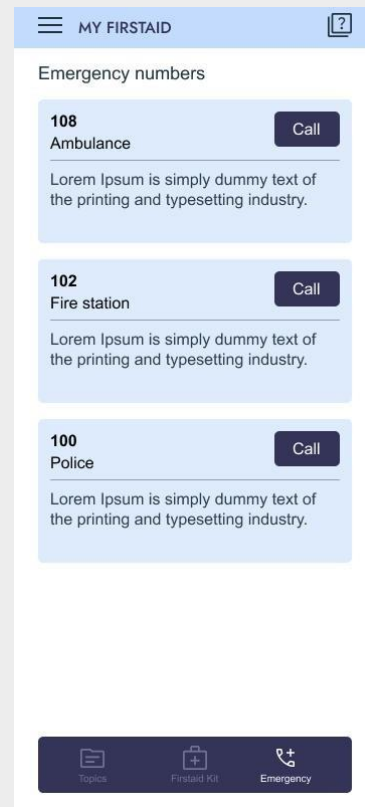
# Mockups

Additional design changes included adding an option to “Call” directly from the app in emergency situations.

## Before usability study



## After usability study



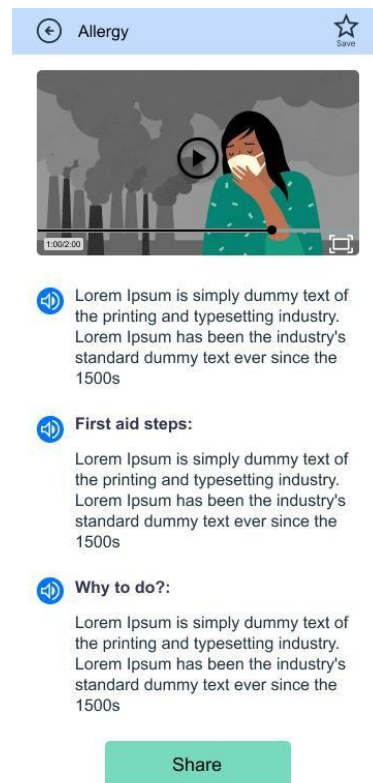
# Mockups



## Welcome

Lorem Ipsum is simply dummy text of the printing and typesetting industry

Get Started



# 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 prototype](#)



# Accessibility considerations

1

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

2

Voice for text included on every paragraph. This will help people who had trouble in reading the text

3

Many app languages provided to access in their native language.

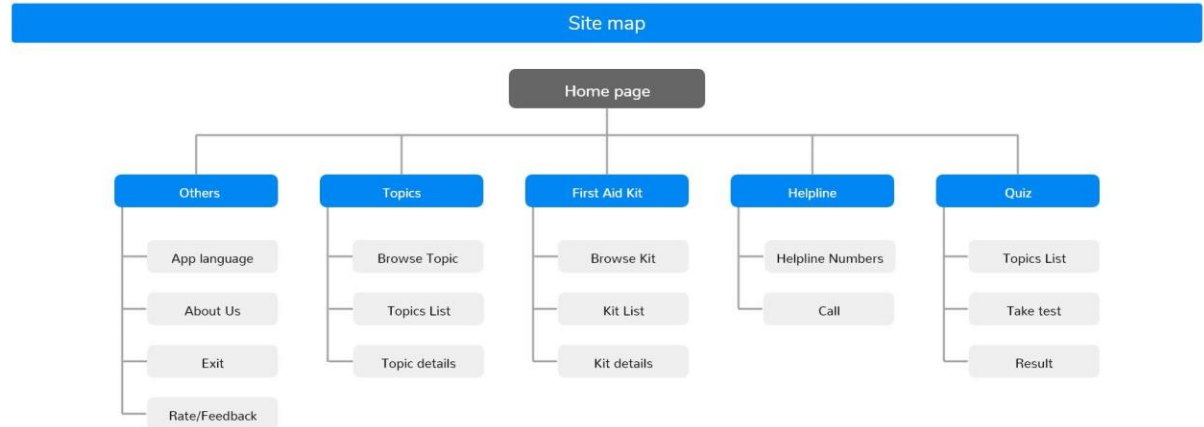
# Responsive Design

- Information architecture
- Responsive design

# Sitemap

With the app designs completed, I started work on designing the responsive website. I used the My first-aid app sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

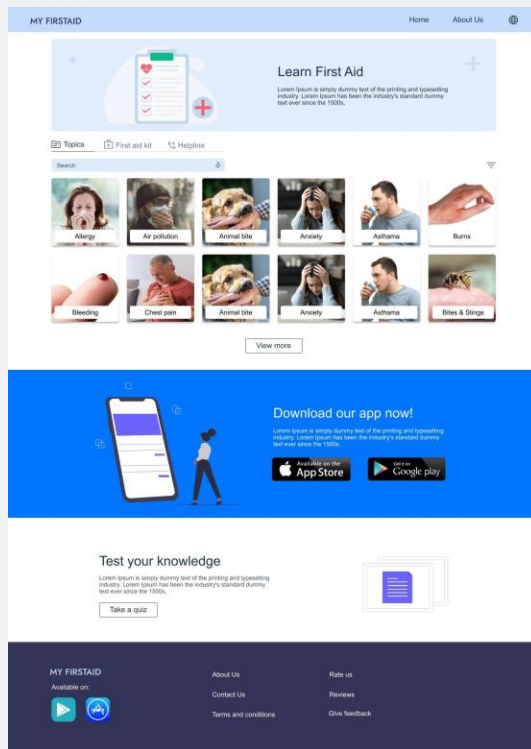
Project Name: First Aid app



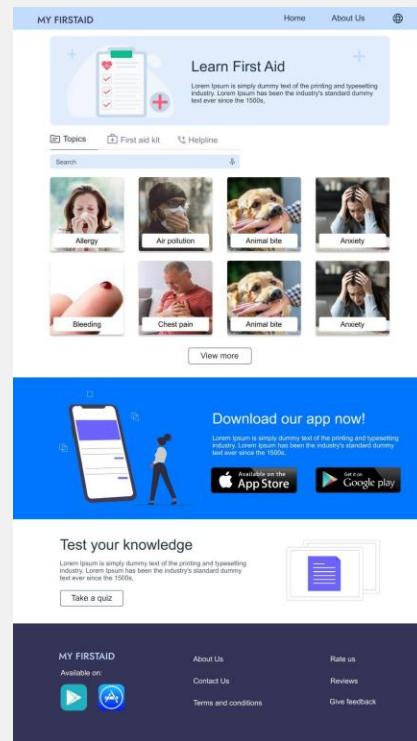
# Responsive designs

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.

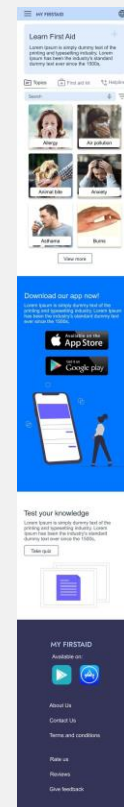
Desktop



Tab



Mobile





# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app seem like something they could actually help others. One quote from peer feedback was that *“the My first-aid app helps bring caring about the people to a personal level in a way that’s easy and engaging.”*



## 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 reaching the goal to help in emergency situations

2

Add more educational resources for users to learn about first-aid

3

Provide more accessibility features to reach more people.

# Let's connect!



Thank you for your time reviewing my work on the My first-aid 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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