



Yazan Jaloudi

UX Design Portfolio

VR | Design Concept

NoStress

Timeline

Apr/2020 - Dec/2020

Roles

UX Researcher / Designer

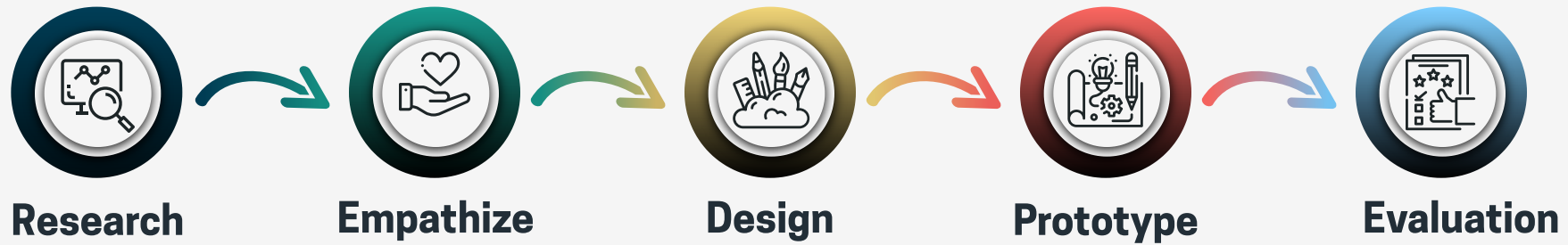
Problems

Lack of wellbeing focused user experience, in meditation applications



A

Process



Research

Netnography



Review 1: what makes this app stand out is how immersive these environments are really are, the quality is super realistic.

there was a time when i was doing headspace and i was actually able to do it for good few weeks, but i can see myself meditating in this environment, the sound calm me down, and its immersive enough that you can hear the distance all around you

Review 2: They should rain room vr app. Like a rainy day in a city setting or thunderstorm by the beach setting. I will by a be system so fast if they made a vr rain app ❤️

Review 3: I could seriously see myself planted under a fake-tree in a fake-field listening to an audiobook in the future.

Review 4: being dropped you into a beautifully crafted world and just soaking it all in was something beyond just feeling chilled; it's like that indescribable sensation you get from walking alone in the woods, or gazing at a beautiful landscape. Sitting on my floor in the middle of a meadow and just 'being' really stirred positive mindfulness for me. The music in the game is perfect too, and even better is that it is toggleable in case you wanna just enjoy the environment noises

I would love to see this made toggleable so that I could set an environment to night for example

Reddit r/stress

drbufka

1

Internet Scouring

Started by exploring current approaches to meditation, and collecting qualitative insights on what people like, miss, need, want or wish to exist within a solution.

Reviews were collected from Steam Reviews, Reddit r/stress, Discord communities.

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FlowVR

Review 1:

Not impressed. There isn't enough content to keep me interested.

Review 2:

Love the Flow meditation experience with Icelandic nature and music. Just 4 minutes of breathing module refreshes me before any work meeting. A must have for any busy executive and for anyone in high stress environment which is the entire workforce. Highly recommend the app to HR professionals to implement a corporate wellness program using FlowVR

2

Thematic Analysis

After getting familiar with the data, I started to iteratively and inductively code the data.

“

When I meditated with other people who were also really being conscious about being in a quiet focused state, I could feel an energy crackling between our bodies.

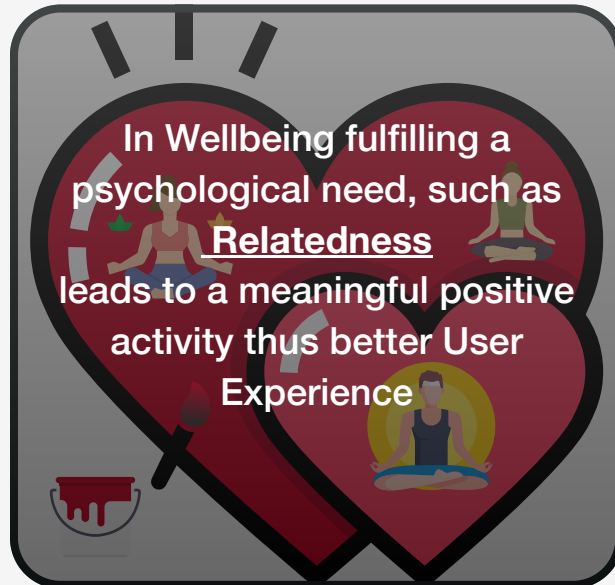
”

Effects of group meditation, and feeling of a group activity, emerged as a main theme.

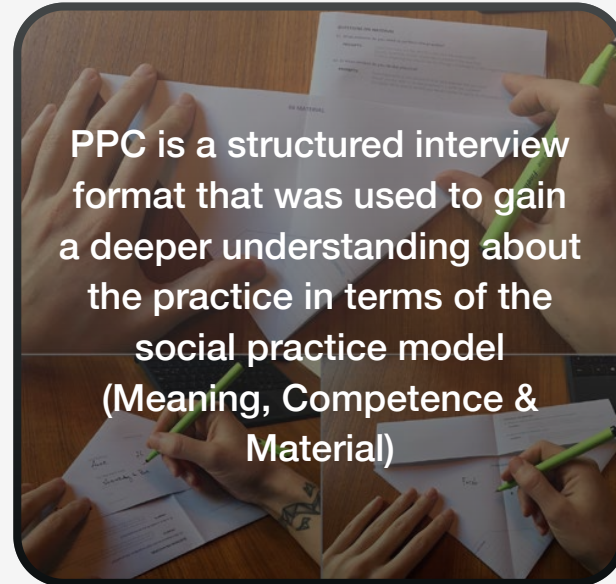
Research

PPC Interview

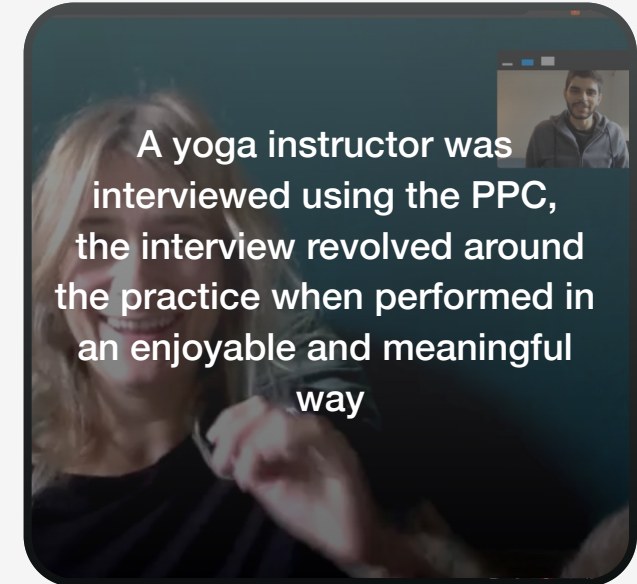
Design for WellBeing



Positive Practice Canvas



PPC Interview



Research

Experience Design



One of the important outcomes of research was identifying the prevalent need fulfilled in group meditation (Feeling Related) vs the need in solo meditation (Physical Thriving), which changes the meaning and expectation of the practice.

And finally looking at introducing a new material and context (VR), and testing whether the meaning can be transferred, or more interestingly generate a new meaning.



Empathize



Persona & Empathy Map


Persona

To synthesize the large amount of qualitative data, keep the design centered on the user at every step and to bridge research, information architecture and design; a Persona which was based on real collected data was created.

The persona embody's what was learned from previous research and models how users behave, think and what they wish to accomplish, and why.

Empathy Map

Before ideating or proposing any solutions an empathy map was created, to be immersed as a designer into the users world, and to foster empathy in the design process.



Anna Murray

About Anna
Anna has a busy schedule, she attends a lot of meetings everyday. She loves audio books, because an interesting book immerses and relaxes her. She started meditating at the end of busy days to clear her head and change her focus and thoughts from work to relaxing and enjoying her time.

Age
30

Occupation
Executive

Location
Bonn

Goals

- Get in contact with yourself
- Good Mental health
- Feeling Related
- Calm my mind
- Feeling Connected to others

Frustrations

- Objects in my environment are attached to thoughts and emotions
- High stress environment
- Hard time quieting my thoughts down
- Feeling disconnected, and alone

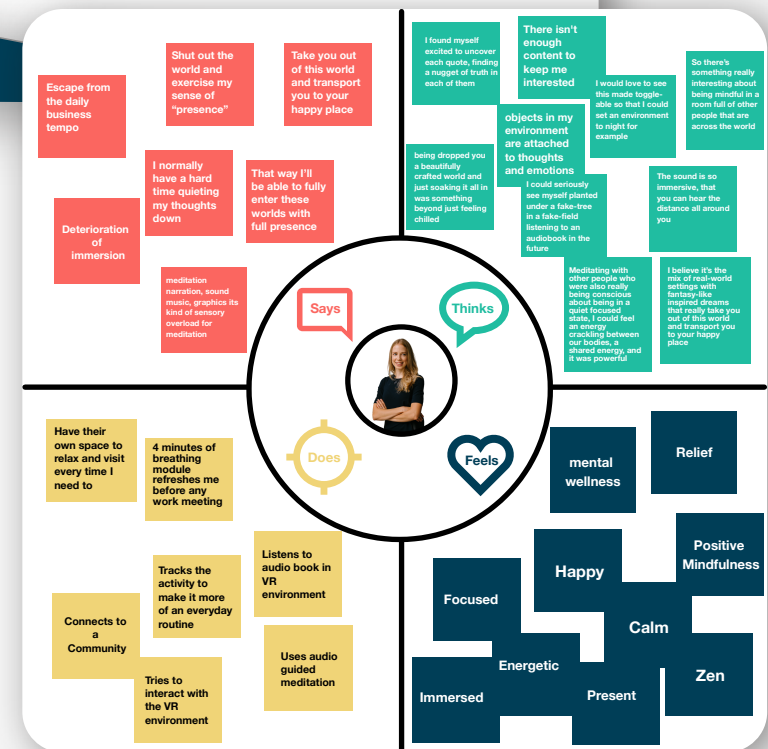
Motivations

- Sharing Energy through meditation with other people
- Be aware of my feelings
- Meeting my needs
- Feeling you are in the group
- Have the energy with the other people together

Behaviol consideration

- Meditates before a meeting
- Meditates during troubling times
- Meditates regularly
- Meditates in a group

“ Before you start and after a yoga session that you see each other and share a few words think this makes a big difference ”



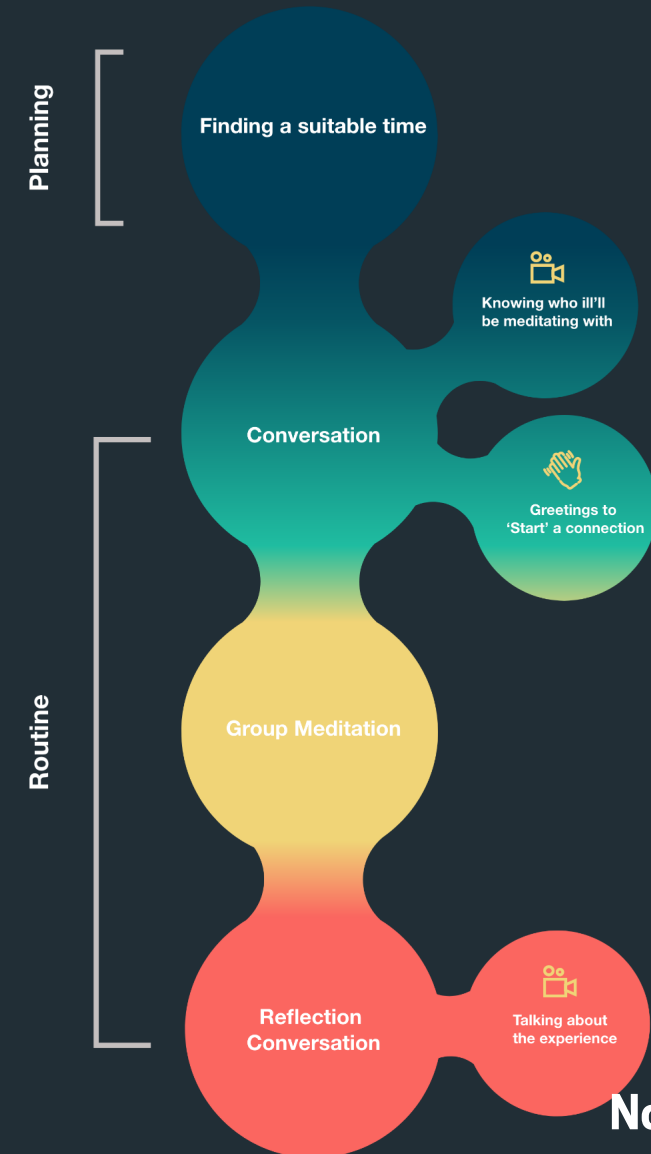
Experience

One of the key outcomes of the interviews, was a group meditation pattern, which allowed the possibility to design an experience, by distilling the essence of an experience into a pattern and transferring it into a new context.

Pattern

From the interviews it was revealed that what makes a group meditation, is where the participants share a few words at the beginning and reflect on their experience at the end.

Group Meditation Pattern

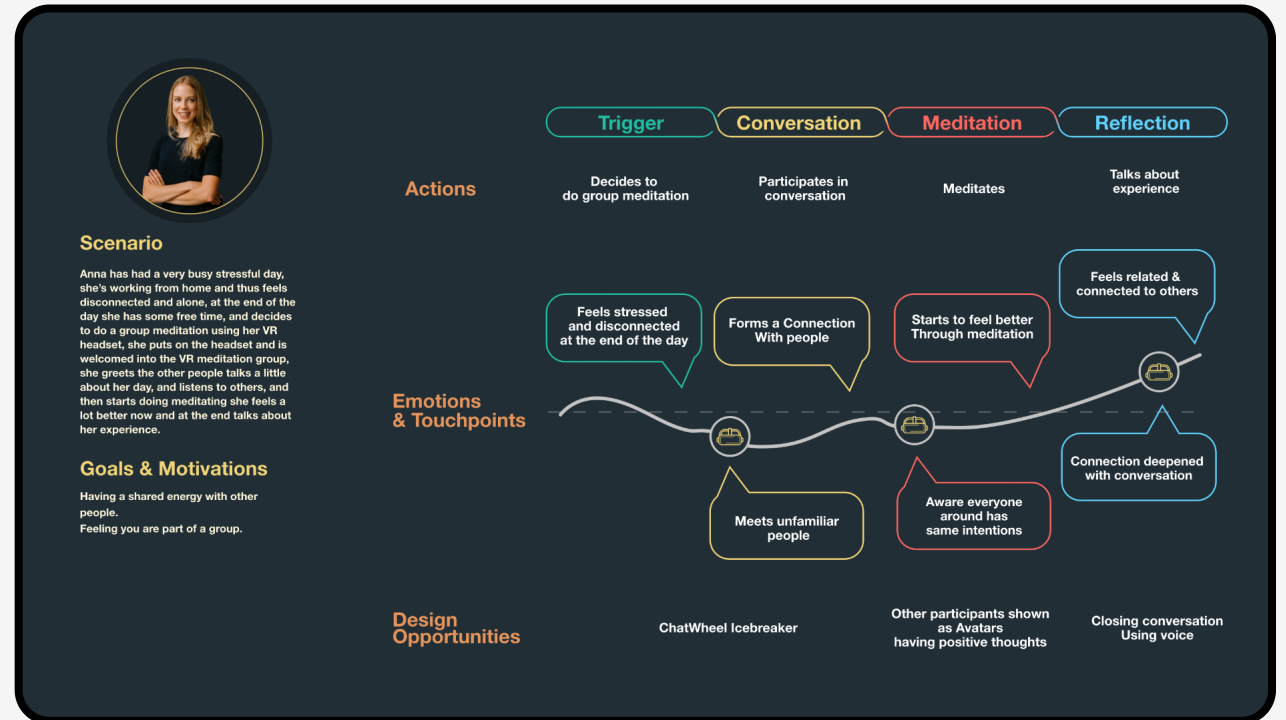


Design

User Journey

To visualize and have an understanding of the user's perspective before and during their interaction with the product, a user journey map was created.

Some Key Design opportunities were ideated to act on the User's pain & positive points that improved the user experience.



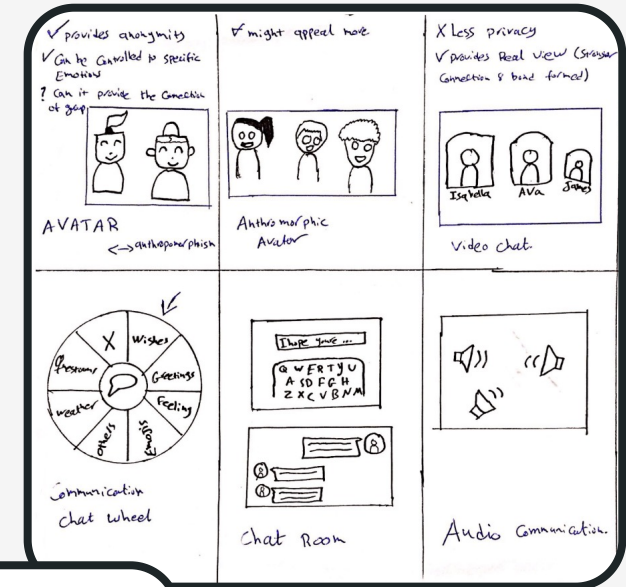
Design

Ideation & StoryBoard

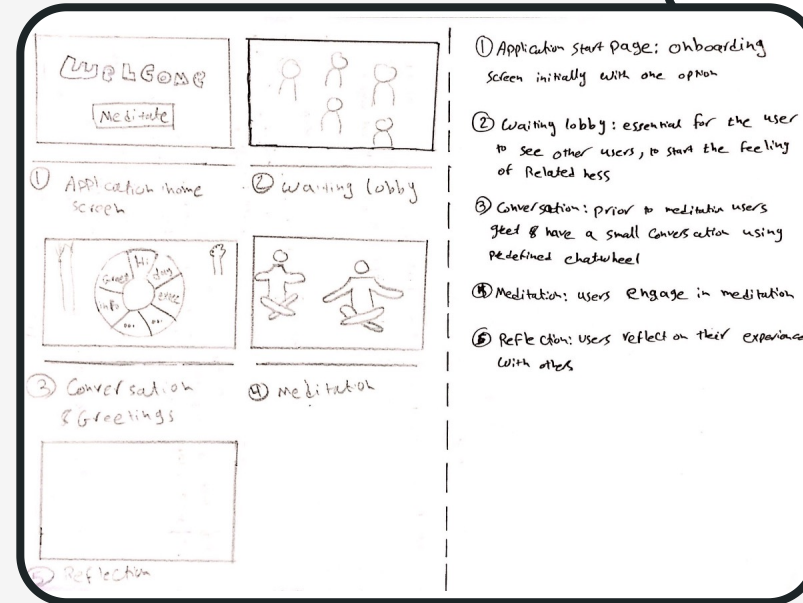


Ideation - To Act on the user's pain & positive points, an ideation activity was carried along the user journey, and some solutions and ideas came about, such as a chat wheel, for a quick routine activity such as greeting.

Storyboard - Some Key Design opportunities were ideated to act on the User's pain & positive points that improved the user experience.



Storyboard



Ideation

Prototype

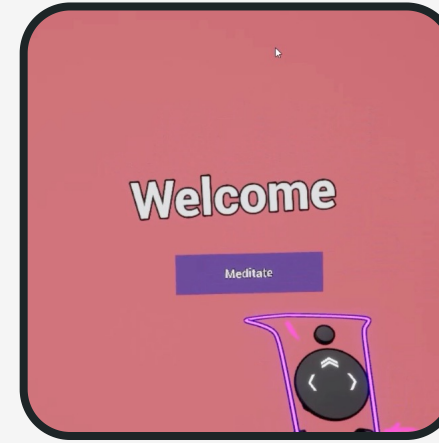
Development



Based on the initial found pattern and design decisions a medium fidelity prototype was created.

The user starts the journey by interacting with the other participants by greeting each other using the ideated chat wheel, then proceeds to meditate with the others.

Finally a reflection phase follows where the participants talk about their experience.



Evaluation

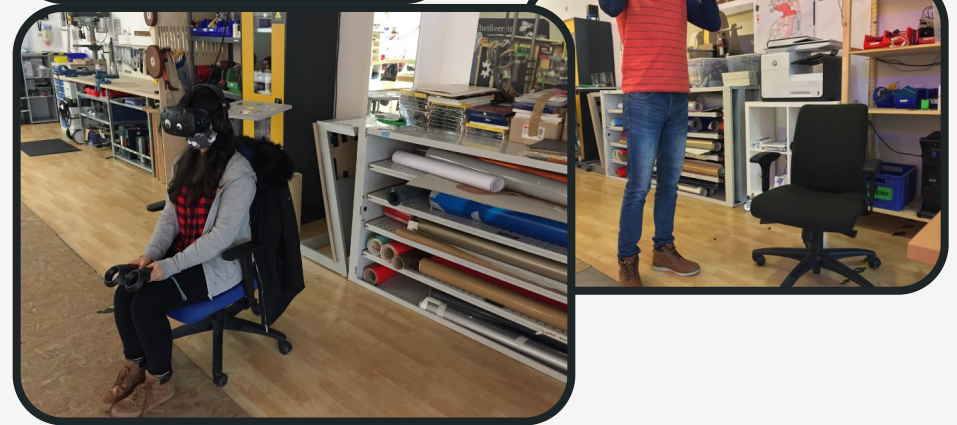
Short Interview

During prototype evaluation, the focus was mainly on collecting qualitative feedback rather than evaluating the usability aspects of the specific design.

The first part of the evaluation consisted of the participants trying the prototype, followed by a short interview.

“ If you were dancing you would wanna dance in a group of people.

Could you describe how you feel during the practice?
Beginning: Still getting familiarized
Meditation: Chill and soothing and nice
Reflection: After meditation you want some time to yourself, you need a minute to gather yourself because after meditation you are relaxed, option to skip, some times i wanna skip but not this time, maybe some questions, so the possibility.
It was relaxing after a while
Why do you think people prefer to meditate in groups?
If you were dancing you would wanna dance in a group of people.
It doesnt take away anything, but it adds something.
only in the waiting room there was a hint of it
if the host interacts with you, its a collective acknowledgment of people
if started with a mantra everyone, could feel like more collective.
or a collective namaste at the end.
Does it feel different to meditate by yourself?
Of course, but its hard to compare because i only tried it once, but different.
I would want to try virtual means and meditating with others.
Are they both done for the same reason?
yes and no, sometimes i wanna do it alone and sometimes i wanna do it with others and sometimes i want to do it with strangers analogy about online games, sometimes wanna do it with friends sometimes with strangers.

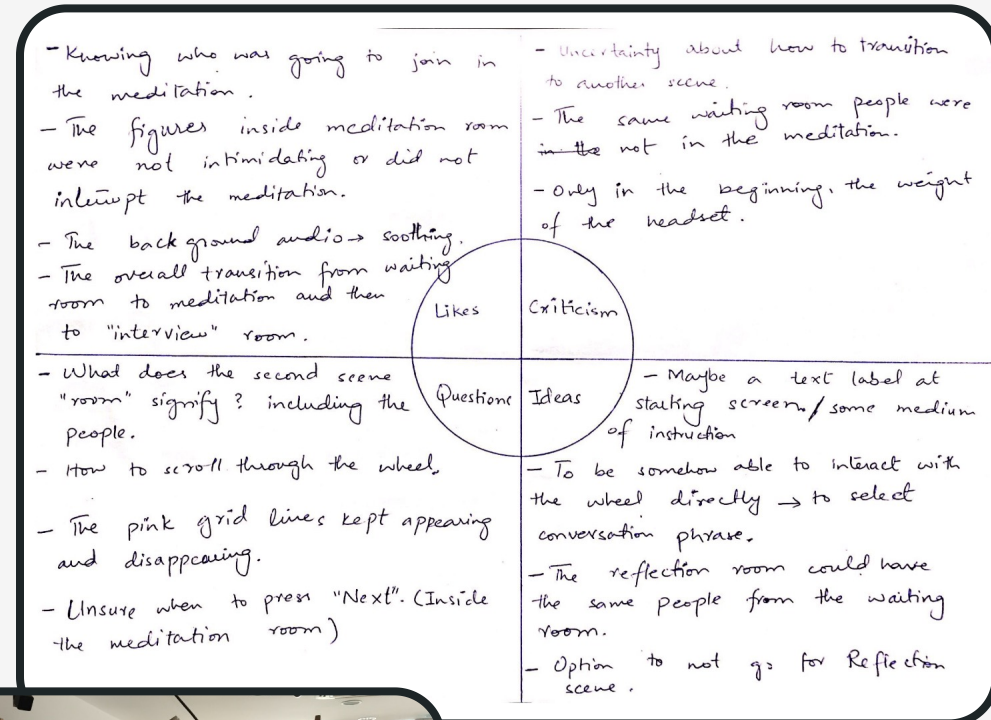


Evaluation

Cooperative Evaluation



The second part consisted of cooperatively evaluating the prototype using a Feedback Capture Grid with the participants, a lot of valuable feedback has been gathered, about positive, negative, suggestions and confusing aspects of the prototype, that will add value to the next design iteration.



AR | Design Case Study

Creactive Citizen

Timeline

Jan/2020 - June/2020

Roles

UX Researcher / Information Architect

Problem

Bridging citizen political participation especially in city planning

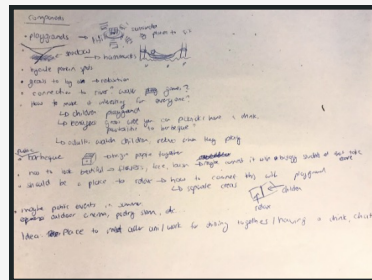
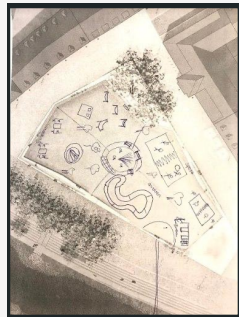
B



Design Workshop

Walking Interview

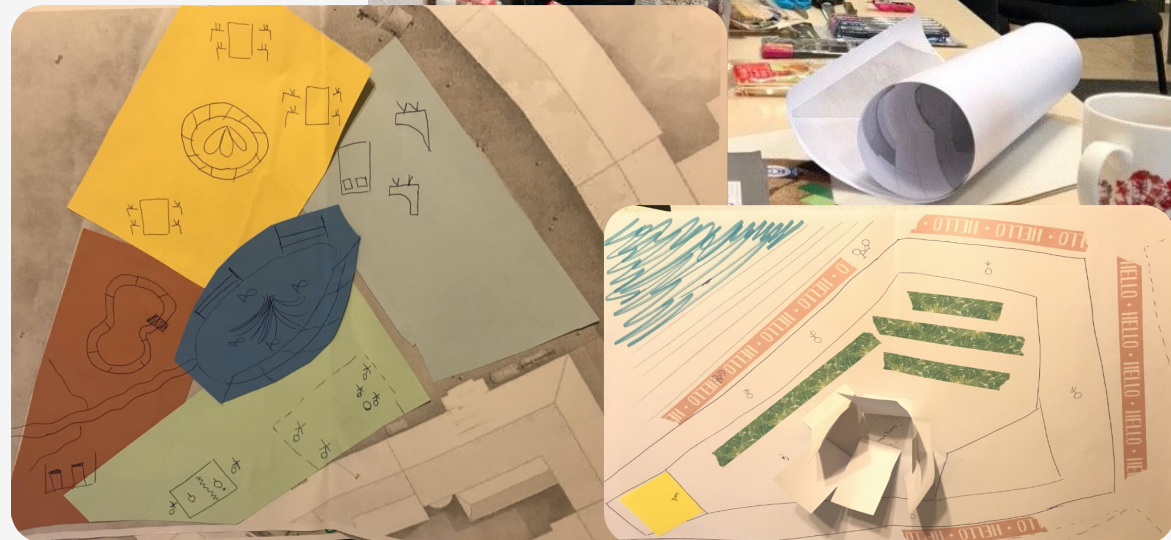
Participants were asked to familiarize themselves with the area and note down their ideas in text, sketches, pictures, videos or any medium of their choice; afterwards as part of the contextual inquiry the participants were interviewed at the projects location.



Design Workshop

Individual concepting 

Participants were asked to individually develop their ideas for the park using a variety of materials, and their actions were observed and interviewed upon later on.



Design Workshop

Collaborative concepting

Participants were tasked to work together on combining their ideas and coming up with a collaborative concept; during which the participants were observed and interviewed after. key design decisions were obtained like:

**Sensible scaling of the objects &
Grouping of areas and activities.**



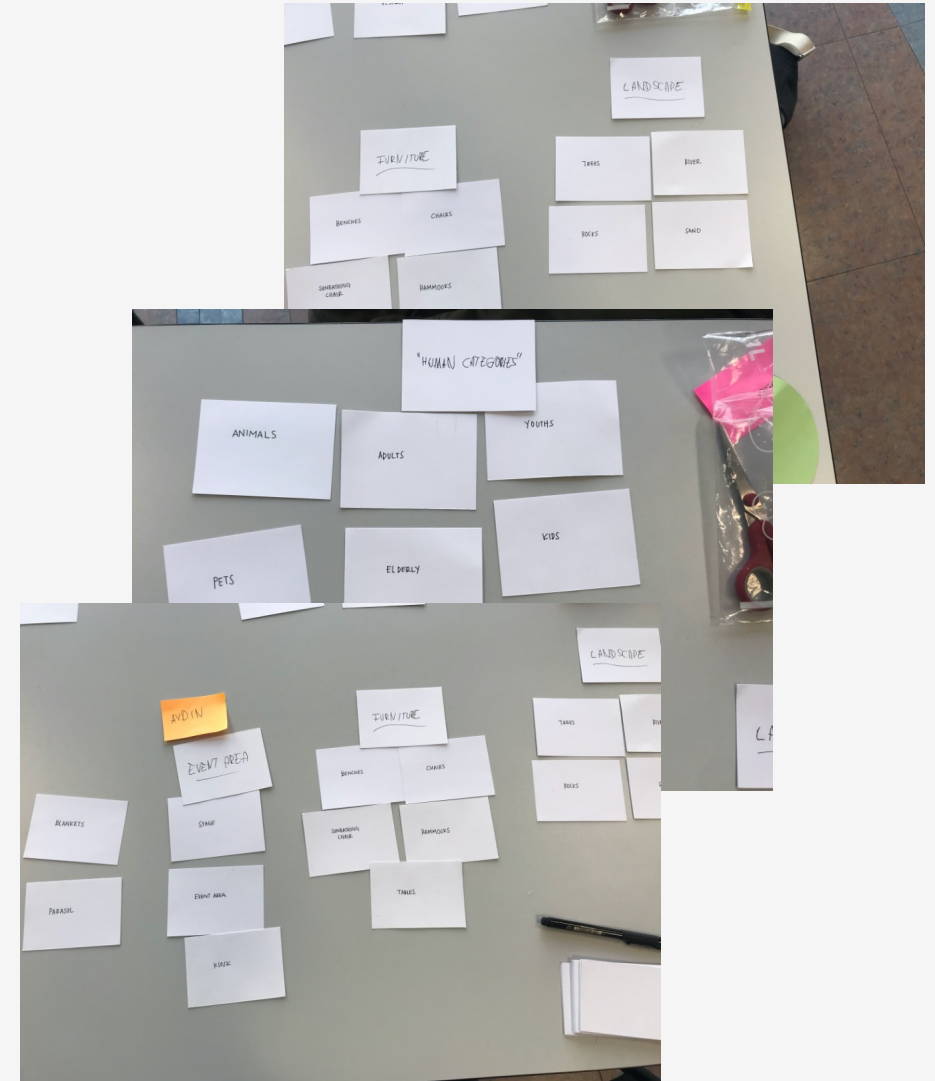
Information Architecture

Card Sorting

Open card sorting was chosen, due to the fact that the categories were not defined and are highly subjective, Index cards were labeled with 34 varied objects, some blank cards were also provided to give individuals the option to label the groups, duplicate objects or add missing objects.

The participants were asked to sort the cards under categories with total freedom of subgrouping, card addition or deletion.

A short qualitative interview followed the sorting process.



Card Sorting

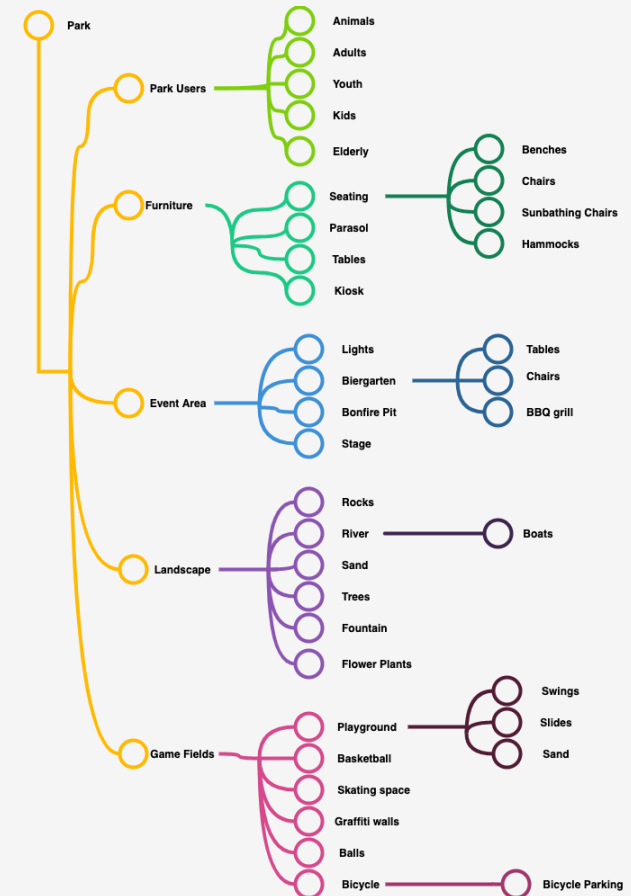
Analysis & Results

The sorting arrangements were analyzed using a combination of both exploratory (qualitative) and statistical analysis (quantitative).

Basing on Hierarchical Cluster Analysis, three dendrograms were generated, that were used for the quantitative analysis.

Based on the collected Participants Reflection, an exploratory analysis was conducted for more insight.

The diagram represents the final results from combining both analyses.



After collecting enough data that could inform an initial design, the following layout for the prototype was determined that would consist of:

Work area, representing the plot of the park and the surrounding location.

Catalog of objects to be placed in the park scene.

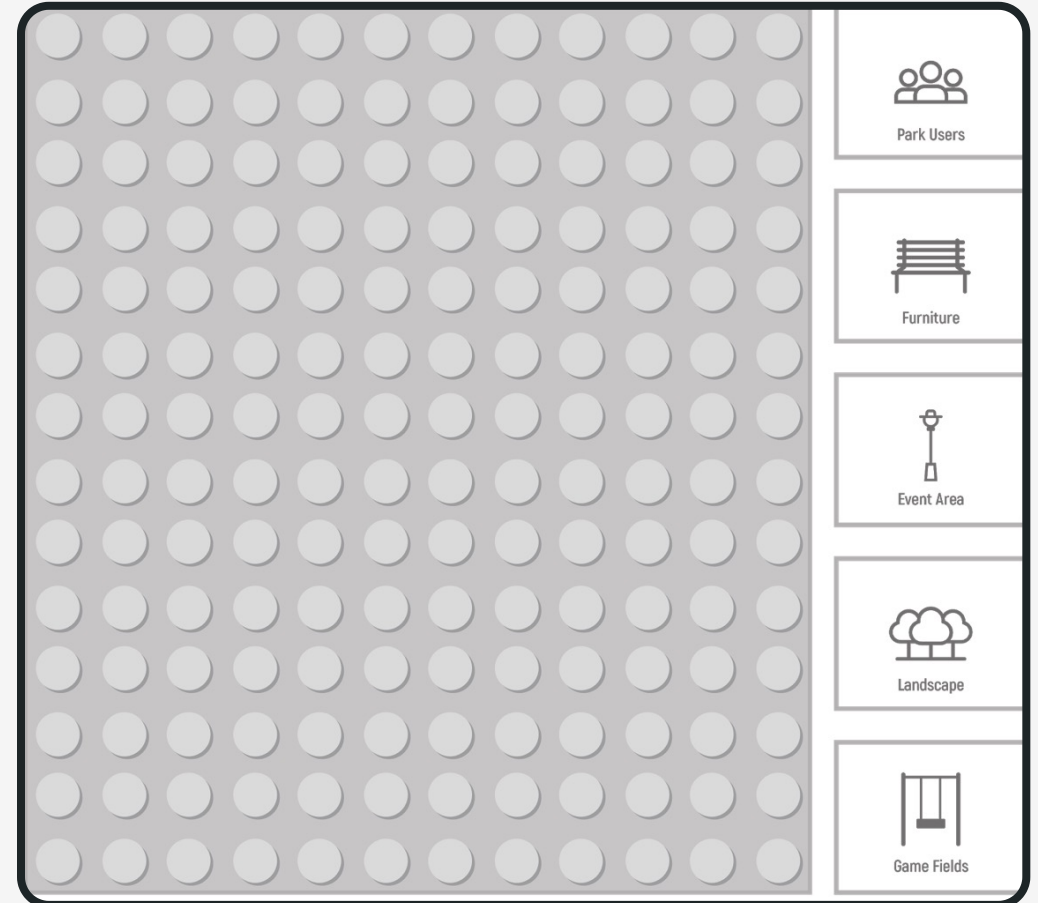
The work area would scale and anchor to the real-world surface, allowing the user to move around it and view the model from different perspectives.

Prototype

Lego Testing

To validate the research results early and rapidly, a workshop has been planned, with the idea of testing the research results in a lego based workshop that is cost effective, fast.

Testing AR applications with Legos, adds important missing factors such as dimensionality from traditional methods like Paper Prototypes.



***Project Was halted due to the pandemic**

Mobile App | Design

Yamsafer

Timeline

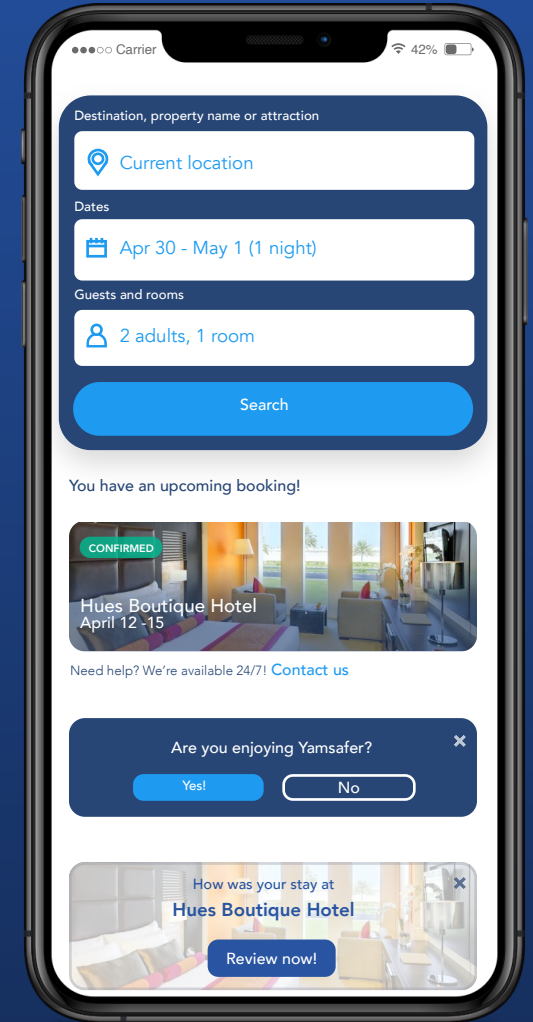
Jan/2019 - Feb/2020

Roles

UX Researcher / QA

Problems

High cart abandonment rate & low conversion Rate



 A lot of information has been left out because of non-disclosure agreement

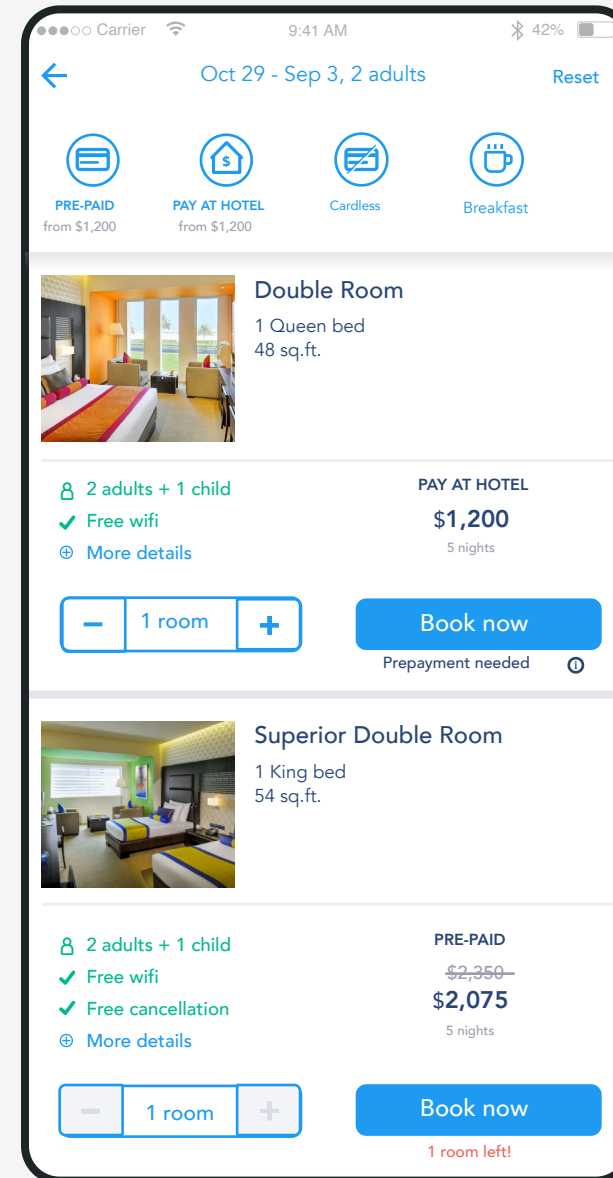
Cart Abandonment

Problem



Yamsafer is a hotel booking application that exists on iOS, Android and Web.

At all of the three platforms there was a common point (rooms page) in the booking flow where users highest abandon rate existed.



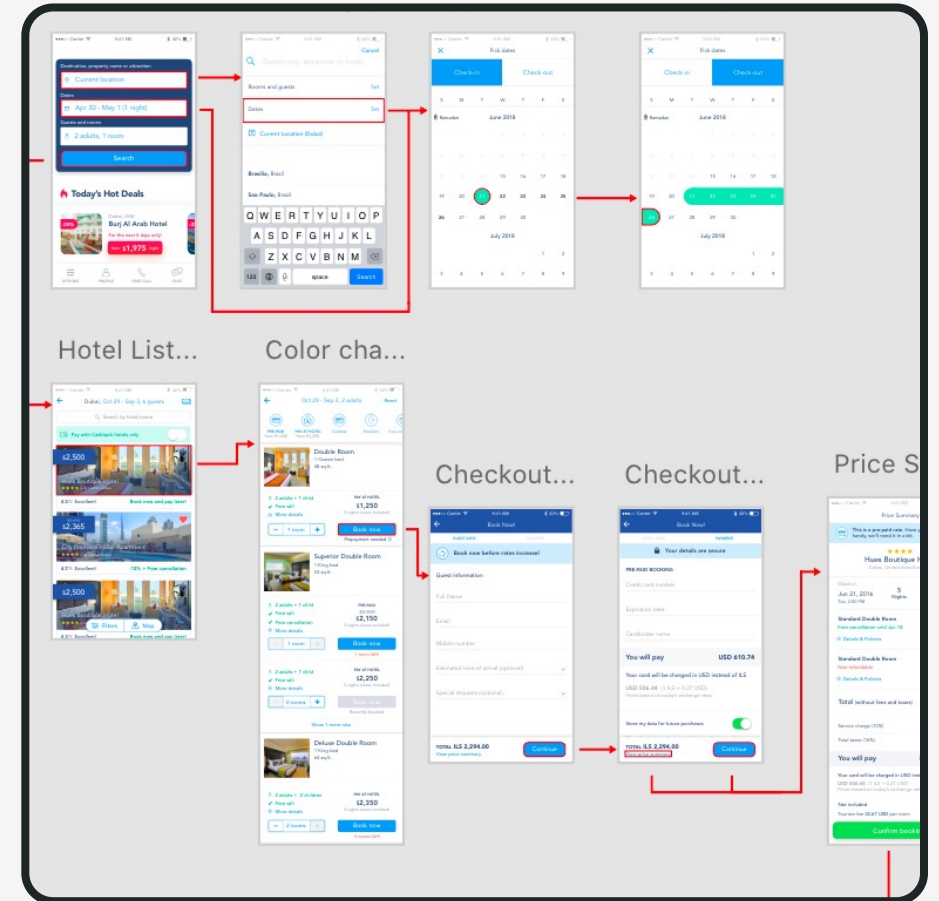
Cart Abandonment

Hypothesis



From the users analytics and user flows, a hypotheses was generated

Price change from search page to hotel rooms page (due to tax addition) deters users

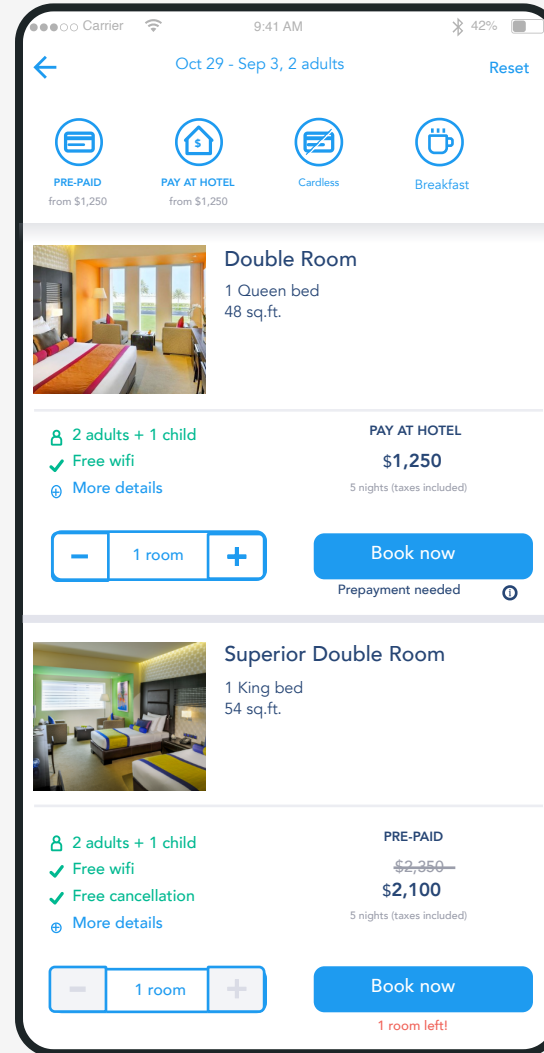


Cart Abandonment

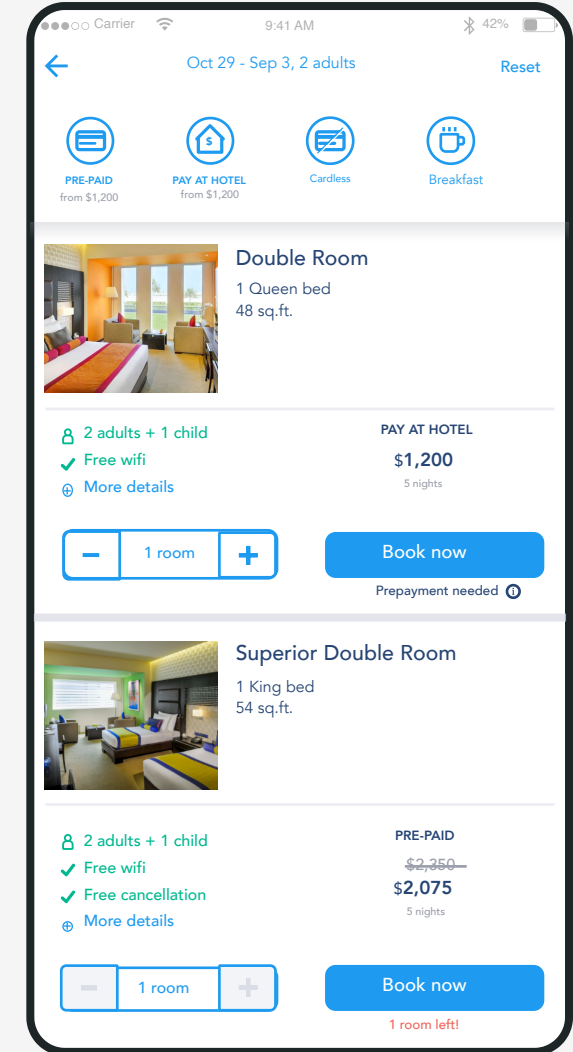
A/B Test



To validate the Hypothesis, an A/B test was conducted, where Variant A displays the final price the user is going to pay all throughout the different screens, from search page to the final checkout, and variant B has no changes to the design.



A



B

Cart Abandonment

A/B Results

Both variants have been rolled out to equal number of users; after collecting enough data and after having 97% confidence of the test results, the test was concluded with Variant A (Alternative Hypothesis) as the winner, with reduction in cart abandonment rate, and a 3% increase in conversion rate.

