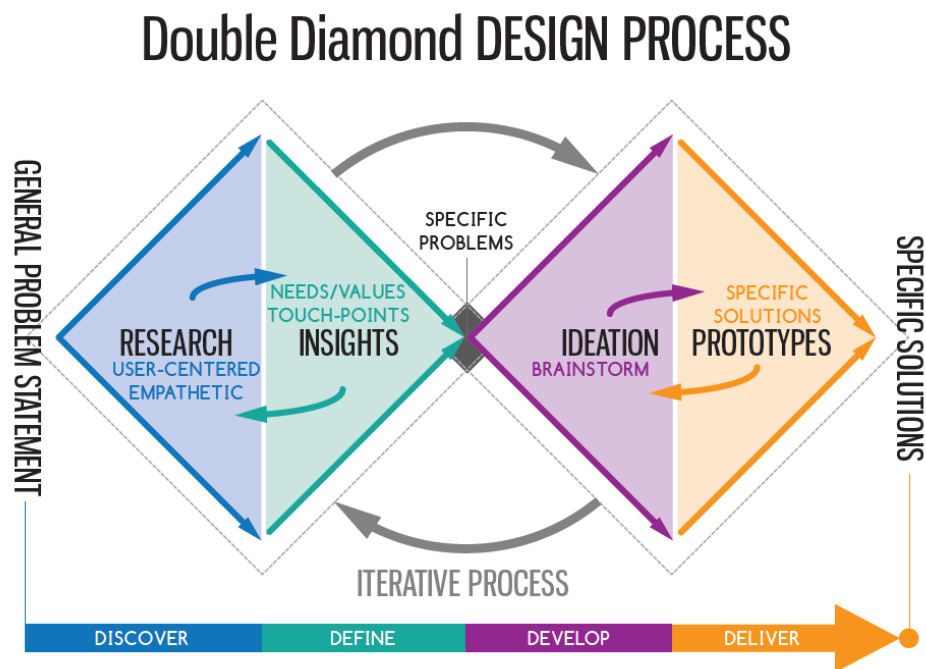


# Converting desktop site to mobile

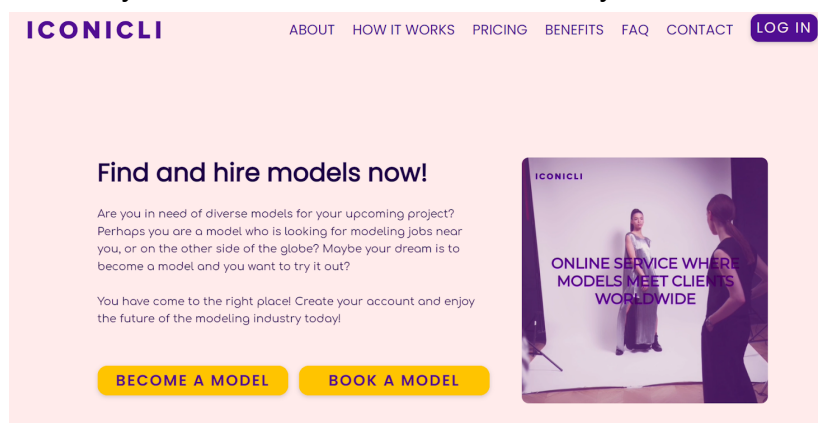


## 1- Research

***Learn about the target group and business goals:***

### Who is iconcli?

Iconcli is an online platform for freelancing models. It's a site where anyone who desires to work as a model can be part of. Iconcli wants to change the way the world looks at models and bring the industry closer. They strive to create a future of acceptance and diversity, where everybody feels that they are part of the society. with the belief that this can be done by increasing the diversity in the media and fashion industry.



### My role and who i collaborated with:

I was the only UI/UX designer in a team consisting of a marketing specialist, product owner/manager, front-end and back end developers.

### Understanding the business goals:

Iconicli is the world-leading service to find and hire models, providing a safe meeting place for clients and models with the aim of optimizing the hiring process.

### literature review:

Models of eating disorders, a theoretical investigation of abnormal eating patterns and body image disturbance

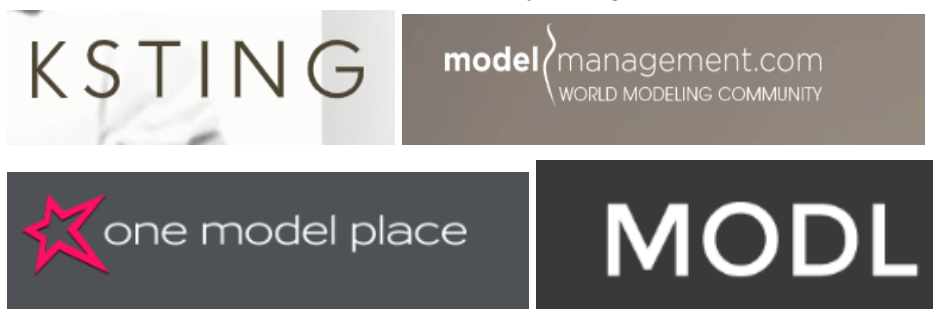
[https://www.researchgate.net/publication/315931767\\_Models\\_of\\_eating\\_disorders\\_A\\_theoretical\\_investigation\\_of\\_abnormal\\_eating\\_patterns\\_and\\_body\\_image\\_disturbance](https://www.researchgate.net/publication/315931767_Models_of_eating_disorders_A_theoretical_investigation_of_abnormal_eating_patterns_and_body_image_disturbance)

### Semi-structured interviews:

A semi-structured interview is a method of research used most often in the social sciences. While a structured interview has a rigorous set of questions which does not allow one to divert, a semi-structured interview is open, allowing new ideas to be brought up during the interview as a result of what the interviewee says. An interview has been made with both models and clients to understand their needs and expectations of Iconicli's platform, what functions and features would they be using to find each other on the platform. Also their expectations on such platforms.

### Competitive analysis:

- So far none of the available platforms provide the option for the ones who are not fitting the fashion standards to have the opportunity to register for the platform.



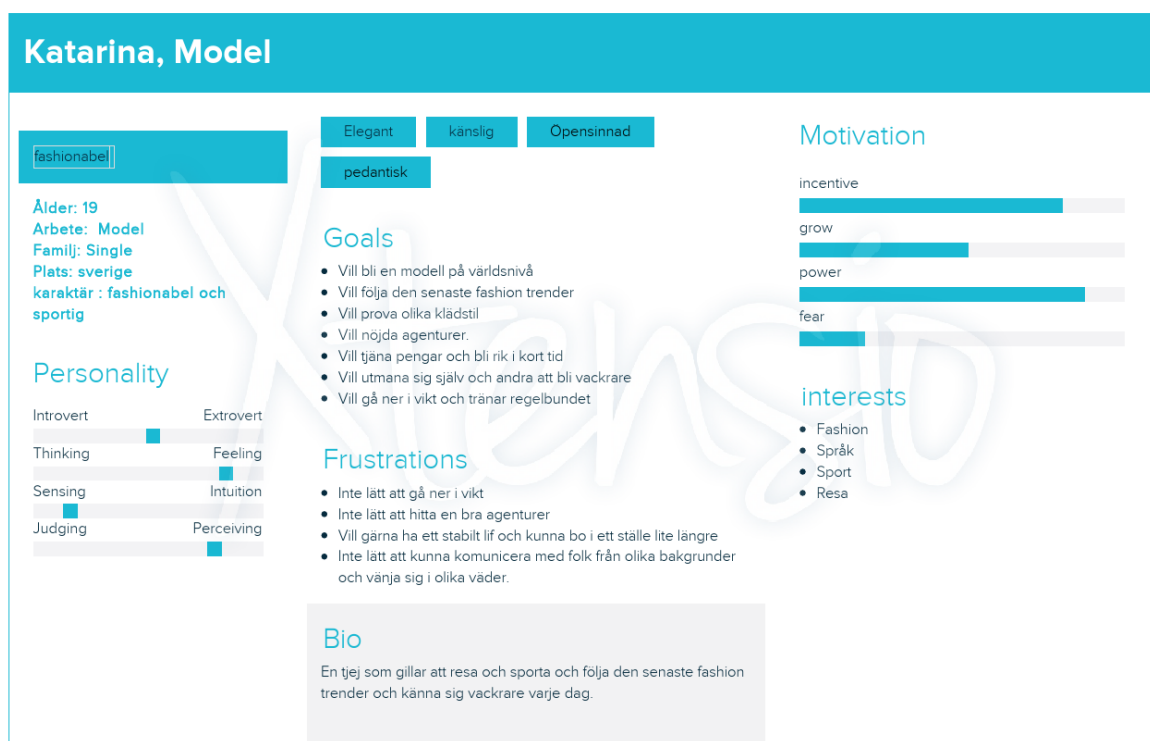
## **2- Insights**

***Needs, values and touch-points.***

In this stage the user insight has been formulated from the big picture. Problems and challenges have been defined. The focus was to understand what the real problem is and what its root causes are, without getting to the root of the problem. The aim of this stage is to reach a defined and actionable statement that shows what the real problem and the users are.

## Personas:

User personas are a fictional representation of real data that represents the commonalities among certain groups of users. Generally, the tangible version of a UX persona is a 1 to 3-page document that outlines patterns, skills, goals, and other traits of a certain user group. In this project, we will be having two different user personas, one is the model seeker and the other one is the model.

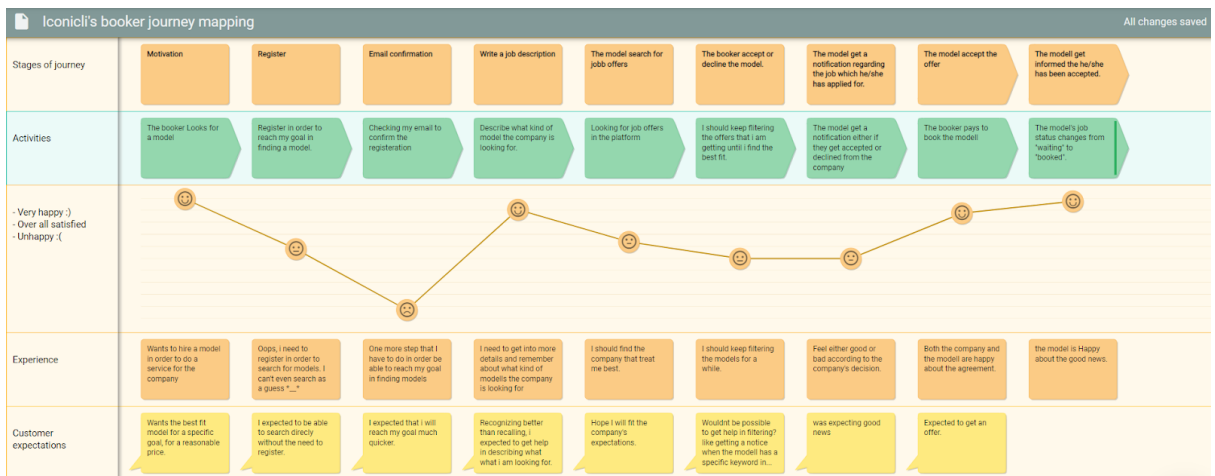
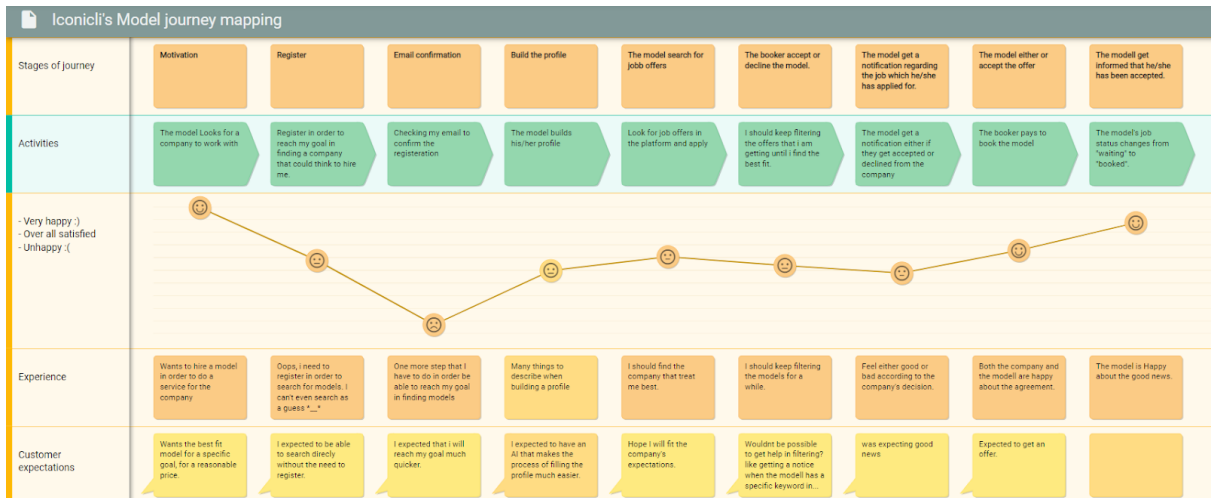


## What is needed in such platform

- **A platform with two different user flows:** one for the models and the other one for the model seekers.
- **Location:** Narrow down in Sweden first and widen later on.
- Target only **private models** in the beginning, no
- **Easily communicate and receive tasks:** The platform should make it easier for models and model seekers to find each other, communicate and book.
- **Income transparency:** Rewards, benefits and salary transparency.

- **Clear description of each task:** Time, date, location, task and business description.
- **Focus on safety and privacy for models:** The system should check for negative keywords to avoid any insult or abuse, or other extra measurements.

## User journeys for both models and bookers:



## Points of views:

<u><b>Users</b></u>	<u><b>Needs a way to</b></u>	<u><b>Because</b></u>
<b>Josefine (MODEL)</b>	<b>To feel acknowledged.</b>	<b>Hindered because of strict fashion and beauty</b>

		<i>standards.</i>
<i>Jack(booker)</i>	<i>To reach people who are not fashion standards</i>	<i>reach Not standardized looks.</i>

### Pain Points.

#### 1- The need of making fashion industry more open for everyone:

The fashion industry is super narrowed toward the people who are fitting perfectly in the fashion and beauty standards.

#### 2- Break the existing boundaries and make the fashion industry open up to everyone:

Both the models and the bookers are in need to meet normal people who are not necessarily following the fashion standards.

#### 3- Facilitate the way both the bookers and the models to reach each

It is common that both bookers and models are searching around in massive platforms before settling in the platform where they could find their desired model. And the same for models who register their profile on many platforms.

4- Cheaper and safer option: It will be cheaper and safer to do all the paying through solely one platform, so it will be transparent and easier to deal with.

### HMW notes:

- how can we make the fashion industry more open for everyone:

By allowing everyone to register in it. regardless of their race, gender, nationality, age and their appearance.

- How might we Facilitate the way both the bookers and the models to reach each other:

Through solely one platform that has a powerful search engine and everybody can reach others much easier.

- How might we find a cheaper and safer option:

We should aim for a platform which could provide cheap payment fees, manage taxes and be based on transparency, reliability and trustworthiness.

## **3- Ideation**

***Brainstorm, find solutions and decide the basis of user flow and IA.***

## Defining the MVP

MVP, is a product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle. In order to get inspired. A group meeting including a model, model seeker and product owner have been associated. To see how a physical meeting will look like to book a model. So it could be easier to mimic a similar process on a digital platform.

## Start with constraints:

1- How would I do this with a million dollars?

Build a platform where you could automate most of the functions in the platform, exclude any person from registering on the platform if they've got a bad reputation regarding their behaviors.

2- How would I do this for free?

Try to find some volunteers and freshly graduated students who want to practice their knowledge and grow together with the company.

3- Without technology?

The most innovative way that has been found so far is based on technology.

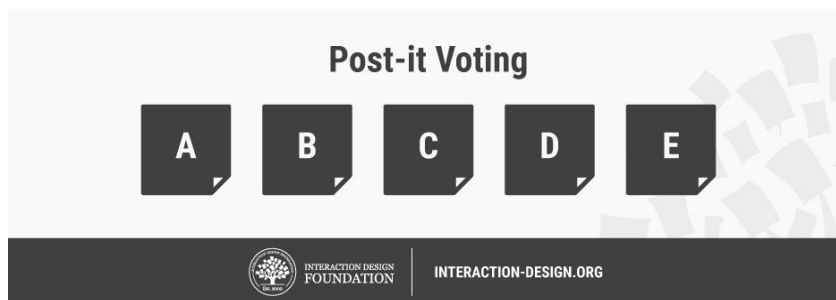
4- What is the worst idea you can think of?

Build a platform that is based on hate, discrimination and misuse.

## How to prioritize the features:

There were three ways to narrow down the ideas and focus on particular ones:

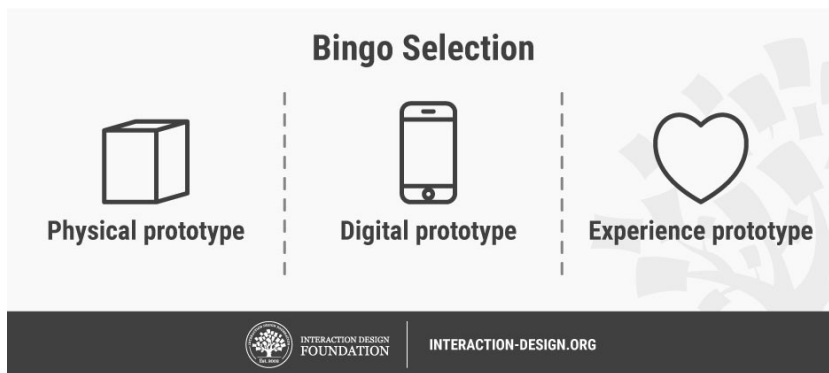
1- Post-it voting(Dot voting)



2- The four categories method:



### 3- Bingo selection method:



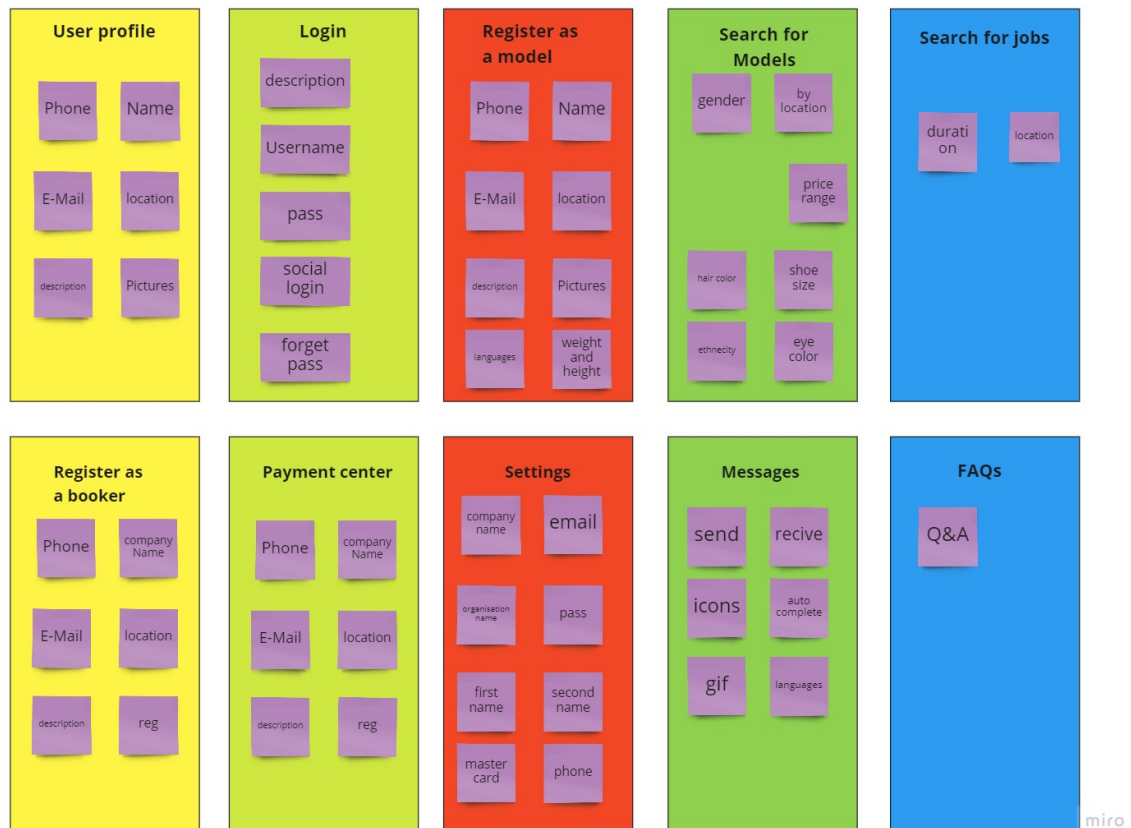
Post-it voting (Dot voting) was the chosen method, since it is easier to present the sticky notes to the participants and they can basically apply dots to prioritize each piece of idea. six participants were allowed to have three dots, which is in total 15 dots spreaded among eight ideas as we can see in the following picture.



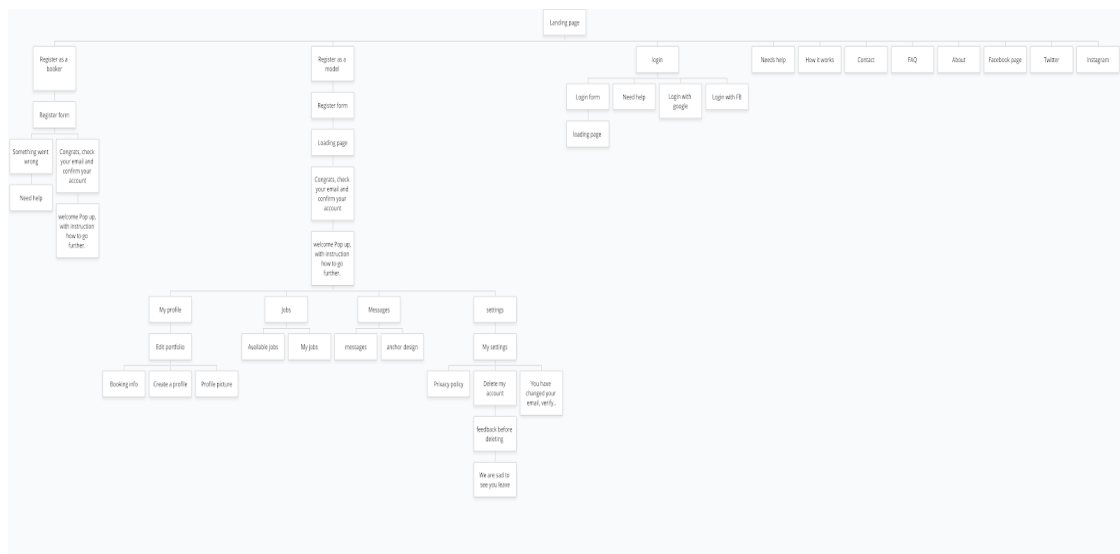
- Safety(payment function, bank id)?
- Functions(filtering function, search engine)
- Users (user profile, ranking, faq,only allowing models who are matching the standards to register)?
- Connection (Chat, events, third party"social login")
- Compulsory for the tourist to bring a gift from their home city?



## Affinity diagram as part of the information architecture:



## Site mapping:





## **4- Prototype**

***Build a representation of one or more of your ideas to show to others***

Based on the previous IA, site mapping and user journeys, a low, mid and high fidelity prototyping has been implemented through different prototyping softwares. Low fidelity wireframes can be an excellent way of visualizing requirements and getting everyone on the same page early on. High fidelity wireframes will make sure that your design decisions are communicated to the team building the end product and that target users are accounted for.



**Test and share it with original users, is it working? Heuristic evaluation:**

In our case we have tried to test it through heuristic evaluation, the app has been evaluated through 247 web usability guidelines. It's one of the longest and most detailed evaluation lists which goes in depth through the design layout. In this way

you make sure that the current design is properly evaluated and later on adapted to the usability guidelines.

<https://www.userfocus.co.uk/resources/guidelines.html>

	B	C	D	E	F
	M1	M2	M3	M4	M5
Visibility of system status: the system should inform the users of what is going on, like something is in progress or something hasn't been started yet	1	-1	0	0	0
Match between the system and the real world: the system should use a language that is easy for the target users to understand, like an error message that the users couldn't understand, and using the symbols and patterns that are similar to the real world.	0	1	-1	0	0
User control and freedom: users should be able to undo and redo actions and have the ability to go backwards, since people always make mistakes they shouldn't be stuck somewhere and always have an emergency exit, like giving the chance to undo a removed conversation by showing a blink message that disappears after a short time.	-1	1	1	0	1
Consistency and standards: for example microsoft header bars are consistent and identical in word, excel and powerpoint, so users can switch between in those three apps seamlessly	-1	0	-1	-1	1
Error prevention: you should try to prevent and limit errors from happening by crafting careful design so users can't break your system. Like showing a message that the user has written "see attached" in the message but there are no files attached, do you want to send your application anyway?	-1	-1	0	-1	1
Recognition rather than recall: minimize cognitive load to maximize usability, like showing the recent viewed items which the users have searched, so they can skip recalling and choosing from the suggestions based on your past searches.	-1	-1	0	1	-1
Flexibility and efficiency of use: shortcuts allow speed up the experience, like google hides the advanced feature under "more".	0	0	0	0	1
Aesthetic and minimalist design: you should limit the design to "most have elements" only, for example google search engine is super simplistic and easy to navigate.	1	1	1	1	1
Help users recognize, diagnose and recover from errors, error messages should use plain language without codes, you should indicate the problem and suggest a solution, for example when you are offline in google docs you get the following plain message "trying to connect. To edit offline, turn on offline sync when you reconnect".	0	-1	-1	-1	-1
Help and documentation: although the ideal system shouldn't need any documentation, the users should have documentations to provide additional info. Error tables provide customers with access and suggest a solution. For example when you are offline in google docs you get the following plain message "trying to connect. To edit offline, turn on offline sync when you reconnect".	0	-1	-1	-1	0
Visibility of system status: the system should inform the users of what is going on, like something is in progress or something hasn't been started yet	B1	B2	B3	B4	B5

After counting the results of the heuristic evaluation, the design has been updated and the product has been implemented and moved to the second iteration.

## Takeaways

Working in an early-stage startup was an extremely steep learning curve. It was an eye-opening experience that taught me a lot about being lean and knowing when and where to focus your energy and efforts.

- **Opportunity to impact more:** When working in a startup, you get the opportunity to have a wide impact on the business from the start. put your fingerprint on its values, way of working, smoothen the collaboration and find the best way to create a user centric development process.
- **Focus on building an MVP.** In a startup, there is only so much time and effort that you can invest (especially when you're working full time!) so it's important to focus on the features that can deliver the highest value for your users.

- **Focus on the problem.** At the end of the day, it is your user's needs and hinders that you will be solving. So keeping it in mind is important as it's easy to lose sight of this when you're bogged down in other stuff.
- **Less time and resources.** Iconcli didn't have enough time and resources for some user evaluation methods. Which forces you to adapt yourself in finding data gathering and evaluation methods, that would cost less time and money in implementing it, and still having the same target group evaluation validity.
- **Hinders during the pandemic.** During covid it was not possible to meet users or colleagues physically .That is why through different collaboration softwares, we have tried to adapt our working process to be completely in distance, and it went perfectly fine.