

# The London App

---

Vishal Mistry

# Project overview



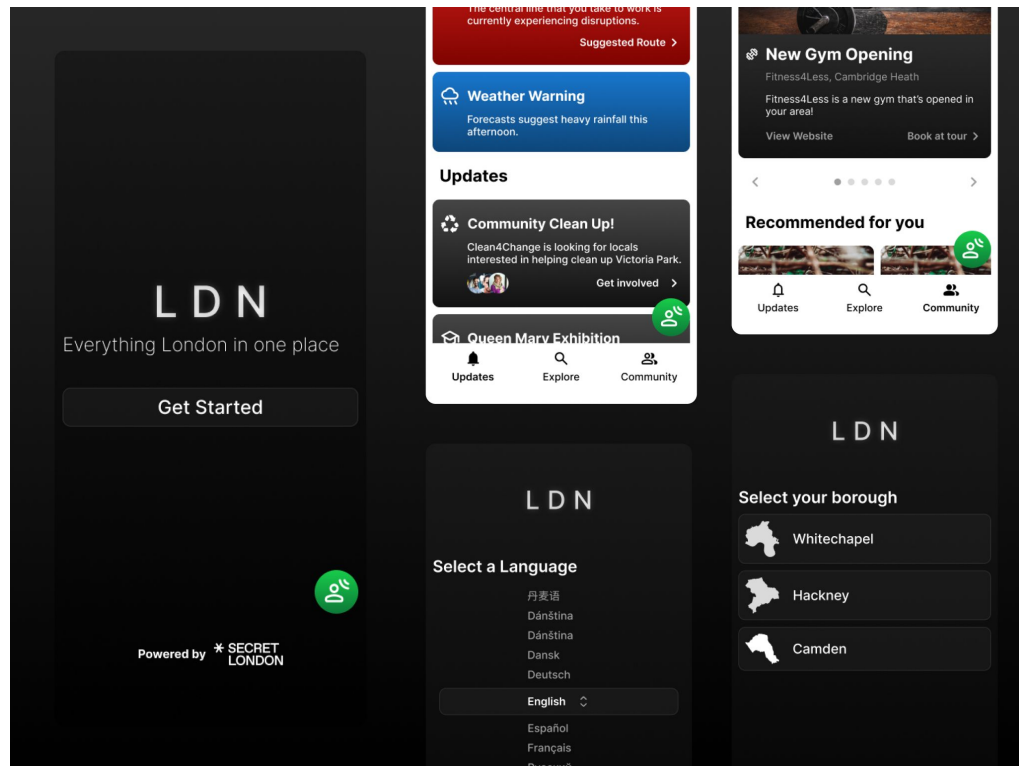
## The product:

LDN app aims to ensure everyone in London has access to information relevant to them.



## Project duration:

October 2023 – October 2023



# Project overview



## The problem:

- Many people are often unaware of when their commutes are going to be disrupted.
- Many people are unsure how to take action and engage with their local community.
- Many non-english speakers struggle to access relevant important information.
- London visitors face many challenges when visiting the city like navigation and exploration.



## The goal:

This project aims to create a centralised information hub that provides relevant updates and is accessible to people who speak all languages.

# Project overview



## My role:

UX researcher / Lead UX designer



## Responsibilities:

User research / Wireframing / Prototyping /  
Branding

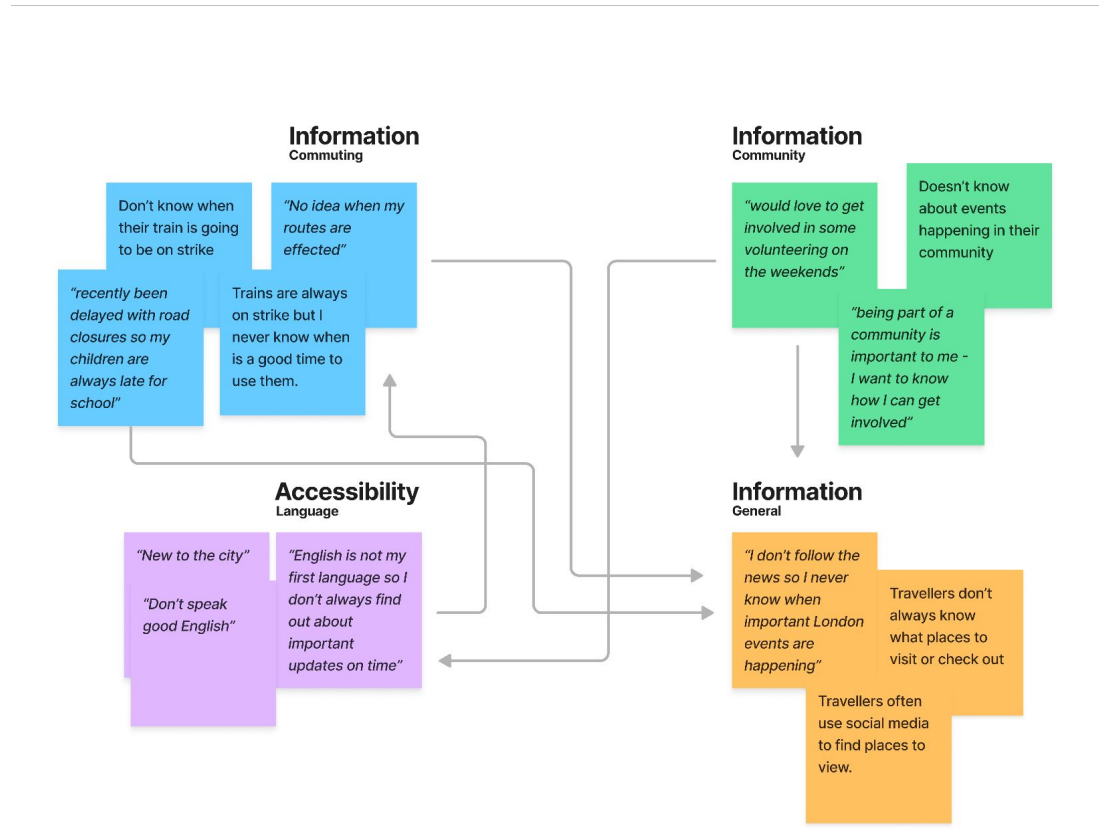
# Understanding the user

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

# Affinity Mapping

This process helped break down the various needs that the users had. I found three main themes – commuting, language, and community.

Some of these themes appeared to connect in some ways.



# Persona 1: Milah

## Problem statement:

Milah is a student studying in London who needs live information on her commute because she can't afford to miss any of her lectures.

### MILAH

**Age:** 22  
**Occupation:** Student

**GOALS**  
Wants to be kept updated with disruptions to her commute.

**FRUSTRATIONS**  
Has to launch a journey on her maps app to find out when there are disruptions to her commute. Struggles to stay updated.

*"I need to know when my normal commute will be disrupted because I never want to miss a lecture!"*

Aaliyah is a university student that commutes to central London 4 days a week via the tube. She needs to know when her journey has disruptions.



# Persona 2: **Jacob**

## Problem statement:

Jacob is a analyst who needs to meet people in his local area because he wants to become a more active member of his community.

### JACOB

**Age:** 25  
**Occupation:** Analyst

**GOALS**  
Get involved with his community more...

**FRUSTRATIONS**  
Struggles to find ways to get involved with his community and get to know the people who live around him.

*"I know things are happening in the area but I have no idea how to get involved. I feel like I just sleep here and nothing else. I want to be more involved."*

Jacob is a young professional who moved to London after graduating and wants to become a more active member of his community.





# Persona 3: David

## Problem statement:

David is a remote worker visiting London who needs to know where and how to get places visit because he wants to explore the city whilst he's visiting.

### DAVID

**Age:** 24  
**Occupation:** Visitor

**GOALS**  
Wants to learn about the areas he should explore whilst he visits.

**FRUSTRATIONS**  
Feeling clueless about navigating, discovering locations (paid/free), and staying updated on happenings.

*"I'm not here enough to know what the best things to do are and I don't always know how to get places."*

David is a traveller and visits London often for a few weeks. Whilst he's here he struggles to find stuff to do, stay updated on the happenings and navigating.



# Persona 4: Akash

## Problem statement:

Akash is a full-time programmer who recently moved to London and needs to read important information in Hindi because English is not his first language.

### AKASH

**Age:** 25  
**Occupation:** Programmer

**GOALS**  
Easily be made aware of important updates.

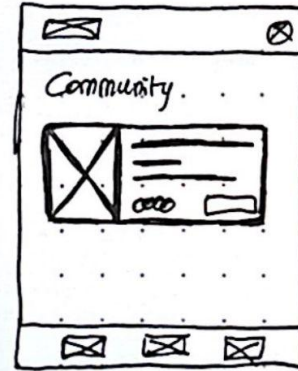
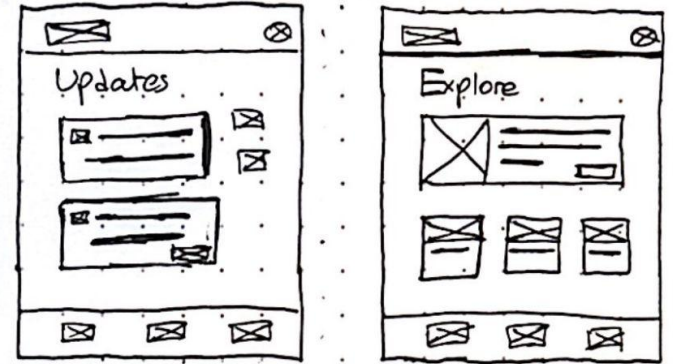
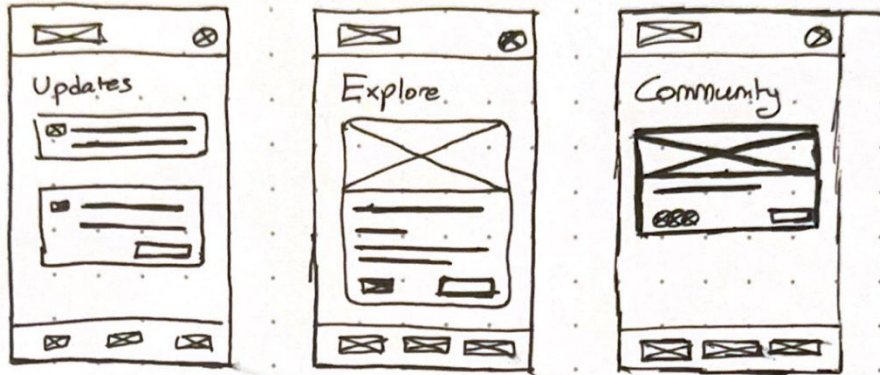
**FRUSTRATIONS**  
Having to use translator apps or call his friends whenever he encounters new information. Be aware of travel changes.

*"My English is not the best and I am new to the city so I never know when my train to work is going to be delayed."*

Akash recently moved to London for a job. English is not his first language and he often finds himself struggling to read updates in English.



# Ideation



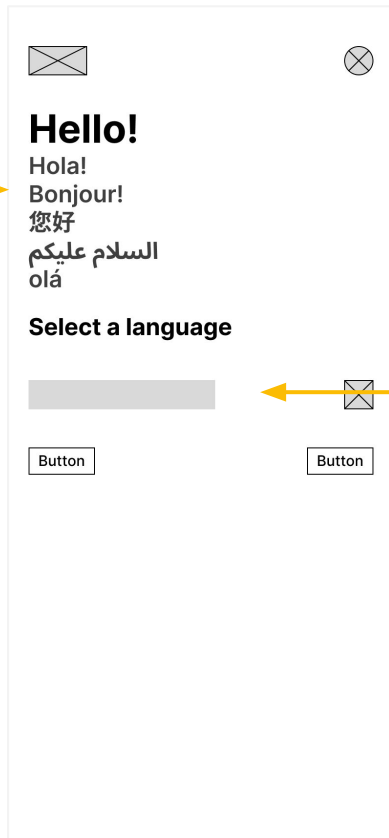


# Digital wireframes

## Setup Screen 02

The aim for this screen was to make the user pause and select a language that they would be most comfortable using the app in.

Writing the message in the alphabet of the different languages as they need to be accessible.

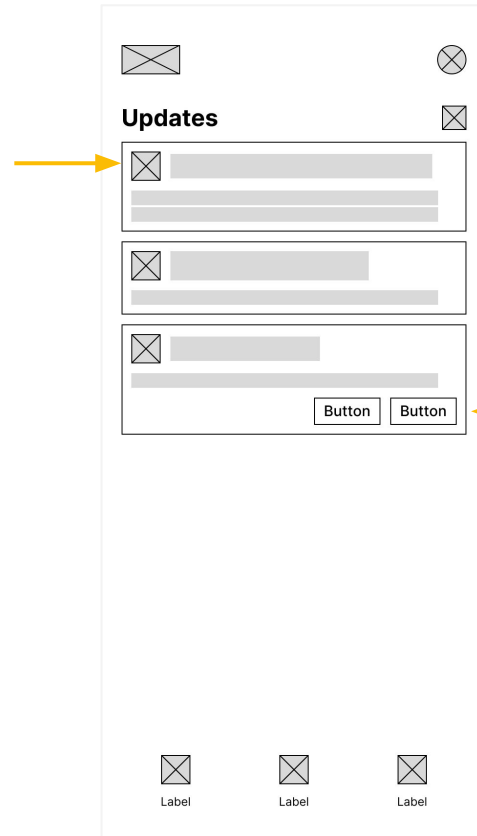


Writing the name of the language in the alphabet of the language itself so it's readable. So instead of "Spanish" it's "Español"

# Digital wireframes

## Updates Screen

Simple interface detailing the type of message by icon at the start and possibly colour to identify importance and hierarchy.



Action buttons on the cards so that users can action on them easily.

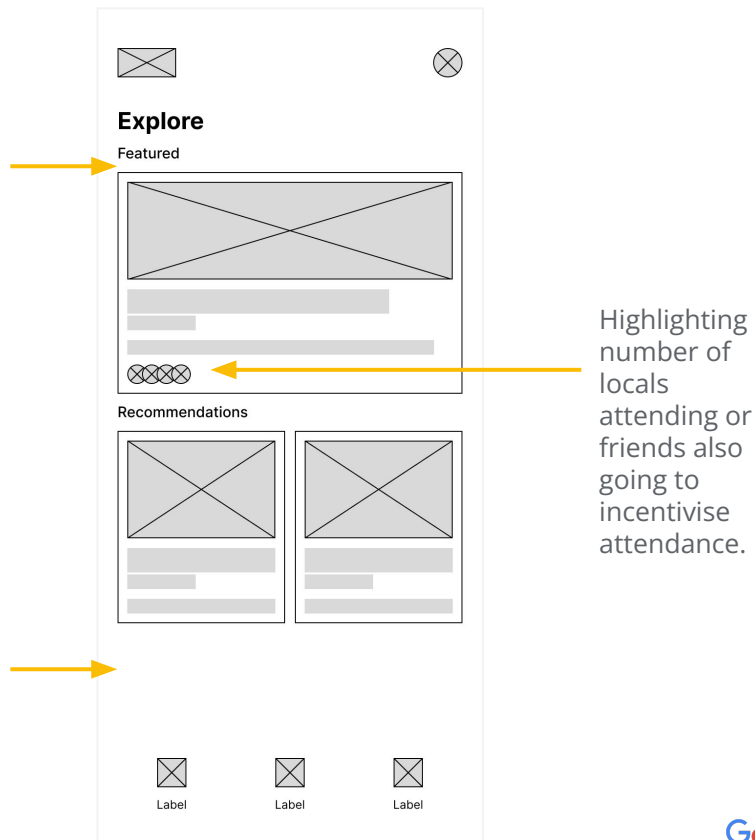
# Digital wireframes

## Explore Screen

This screen aimed to get people interested in events and more likely to get involved in activities happening in their local area.

Few number of options to reduce chance of 'paralysis by analysis'.

Maintaining clean, compact look to ensure navigating the app is as easy as possible.



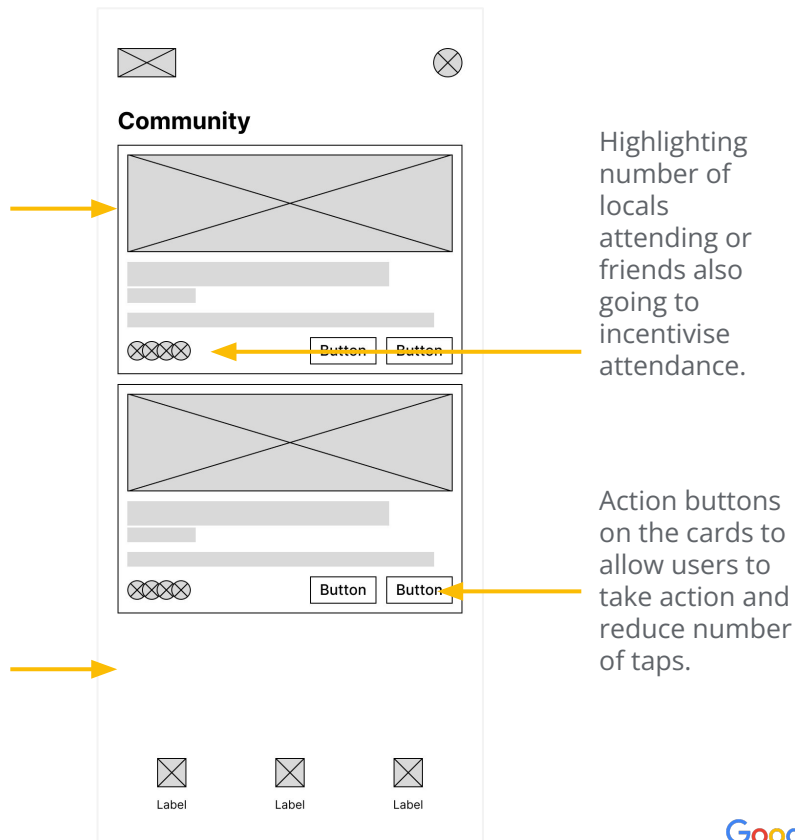
# Digital wireframes

## Explore Screen

This screen aimed to drive incentives by showcasing numbers of people attending and possibly friends.

Few number of options to reduce chance of 'paralysis by analysis'.

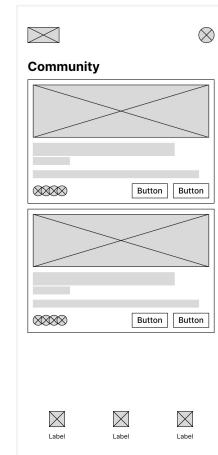
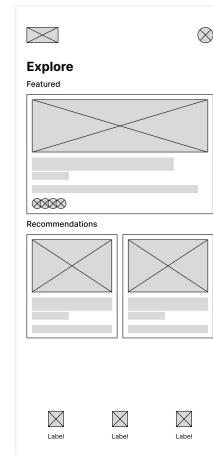
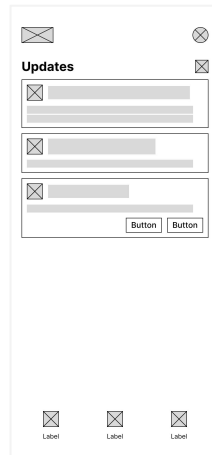
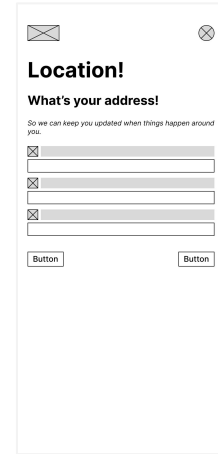
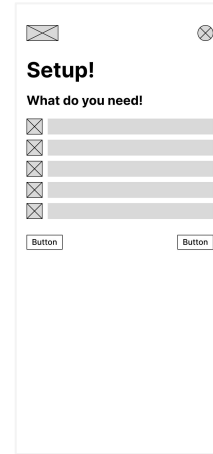
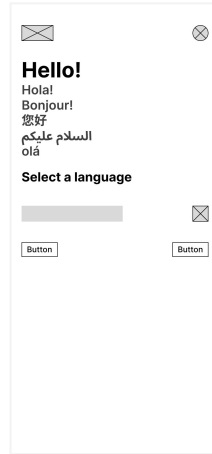
Maintaining clean, compact look to ensure navigating the app is as easy as possible.





# Low-fidelity prototype

[Link to low-fidelity prototype](#)



# Usability study: parameters



## Study type:

Moderated usability study



## Location:

London, Remote



## Participants:

3 participants



## Length:

30 minutes

# Usability study: findings

1

Users were capable of navigating to each section with relative ease and understood the purpose of each screen.

2

Users explained a preference for a simplified/reduced selection of options for the community screen to reduce paralysis by analysis.

3

Users were found to be skipping past the initial language selection screen without pausing to read the languages.

# Refining the design

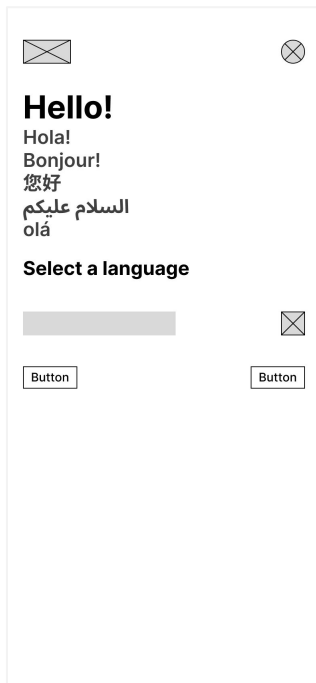
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

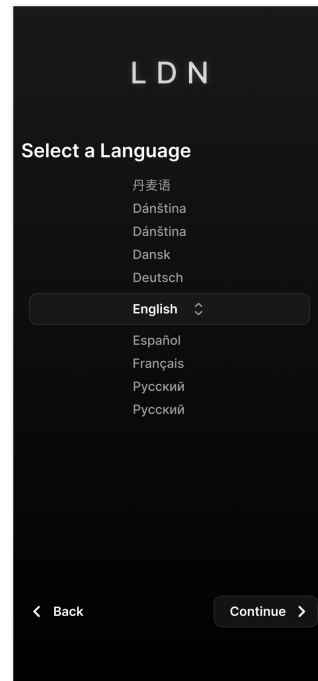
## Setup: Language Selector

Instead of running the risk of users defaultively selecting next and running with English. I changed the screen to show some of the languages in the respective alphabet to possibly incentivise users to tailor the app to them.

### Before usability study



### After usability study



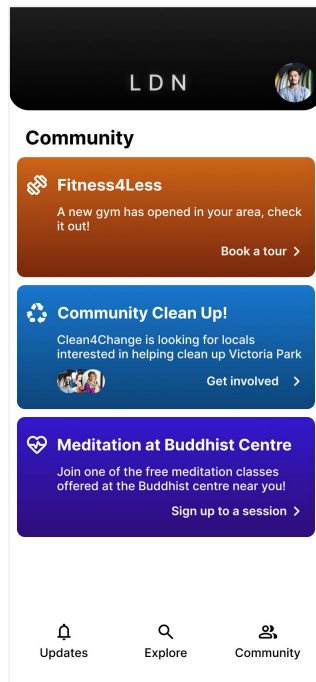
# Mockups

## Community Screen

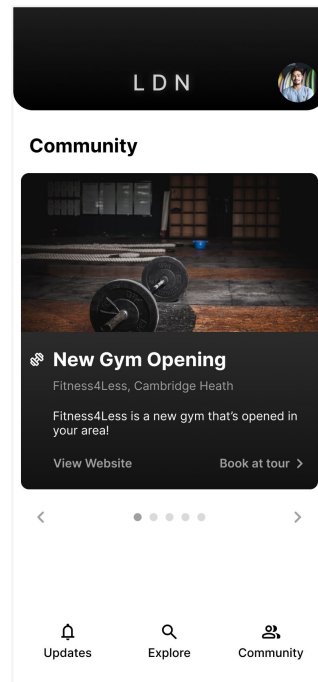
With some user feedback, this screen was updated by *removing colour*. This was because the colour variation reduced the emphasis on the warnings on the updates page.

Images were instead added to give each card a unique look.

### Before usability study



### After usability study



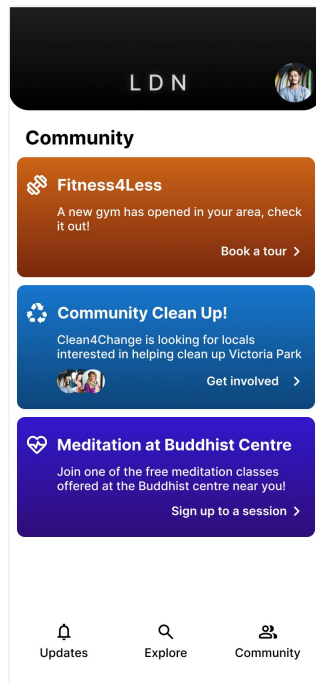
# Mockups

## Community Screen

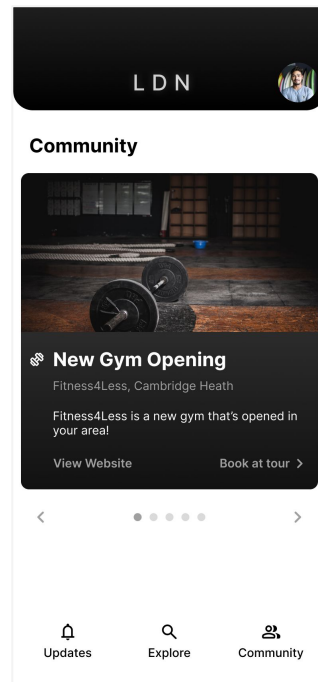
With some user feedback, this screen was updated by *removing colour*. This was because the colour variation reduced the emphasis on the warnings on the updates page.

Images were instead added to give each card a unique look.

### Before usability study



### After usability study



# Mockups

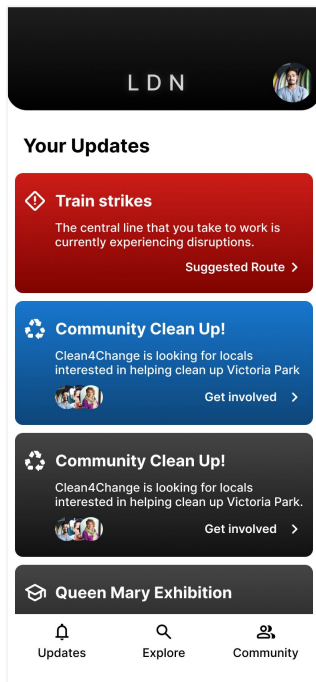
## Updates Screen

The initial problem with the updates screen was that adding too much colour distracted from the most urgent notices.

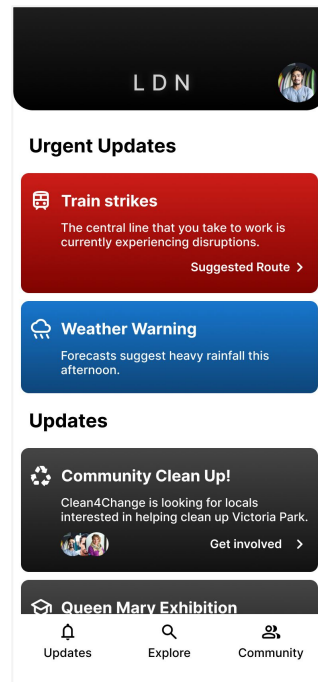
Additionally, other notices would crowd up the urgent updates.

This iteration included “Urgent Updates” label that distinguishes the most important updates.

### Before usability study



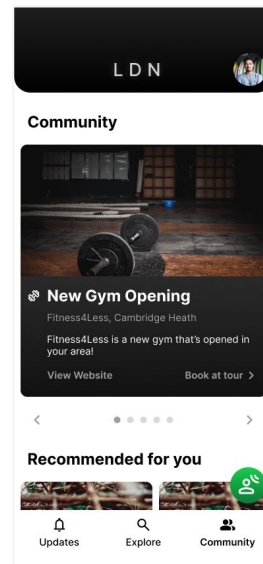
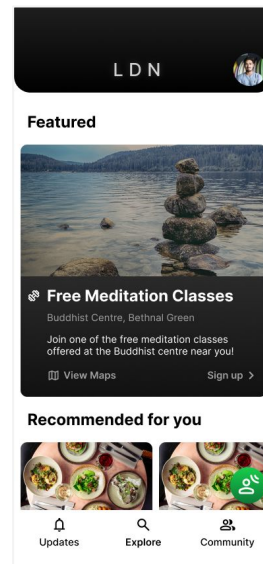
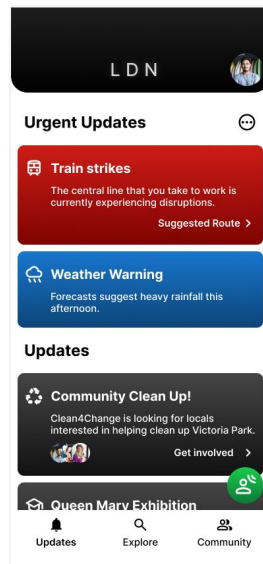
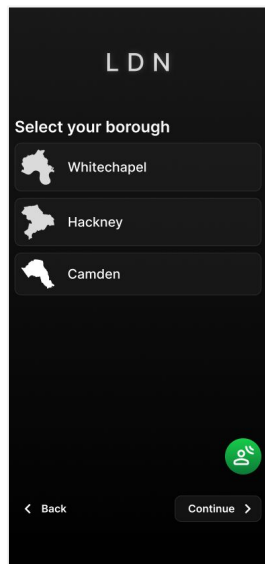
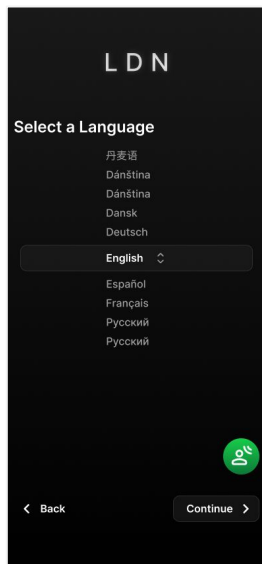
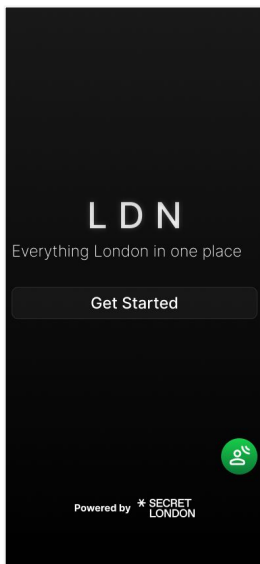
### After usability study





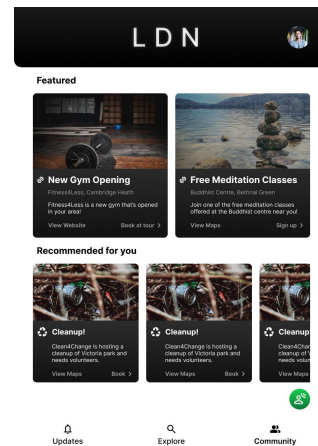
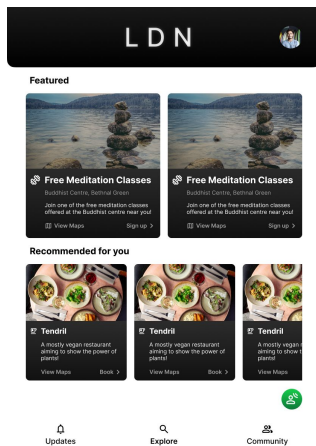
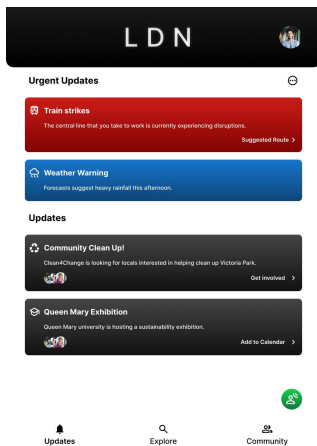
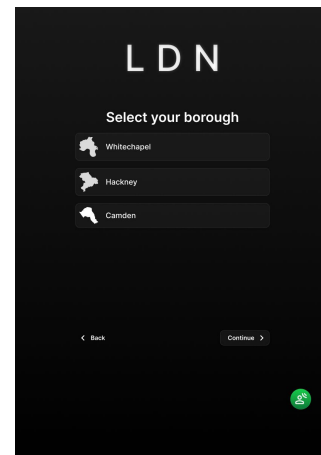
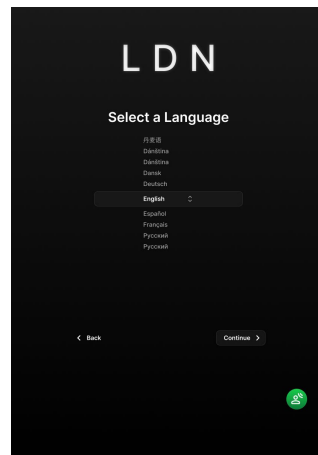
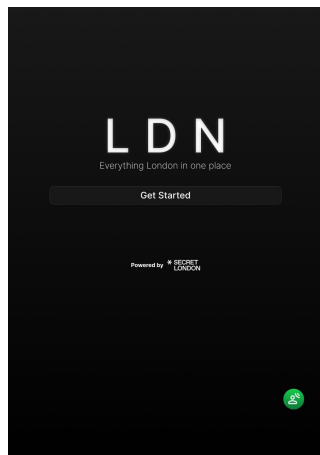
# Mockups

## Mobile



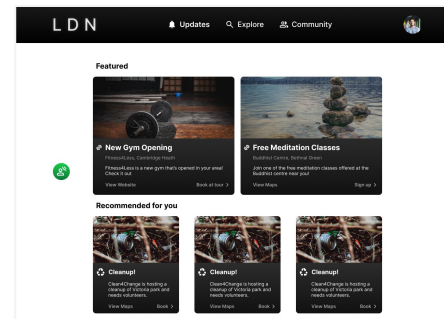
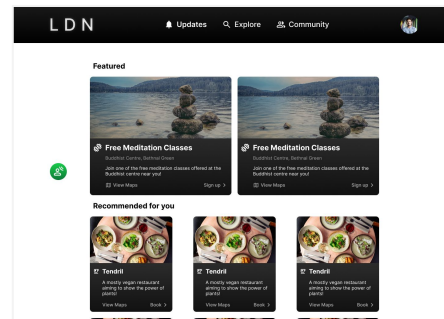
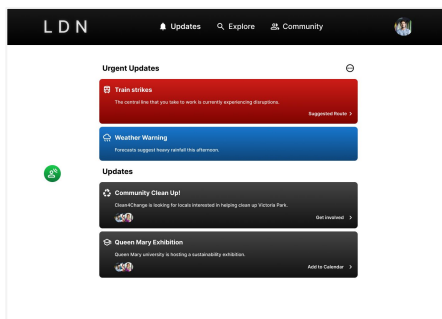
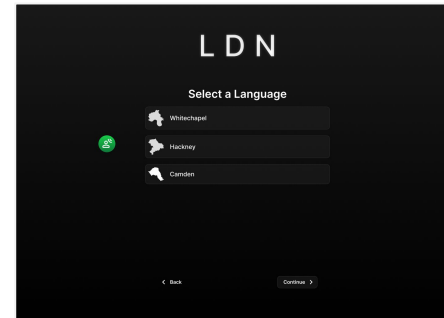
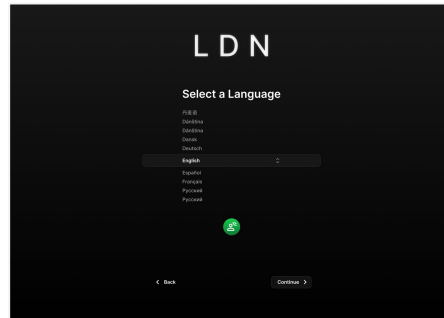
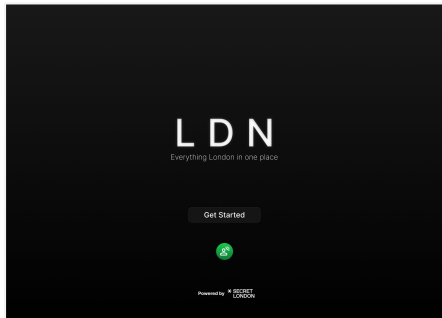
# Mockups

## Tablet



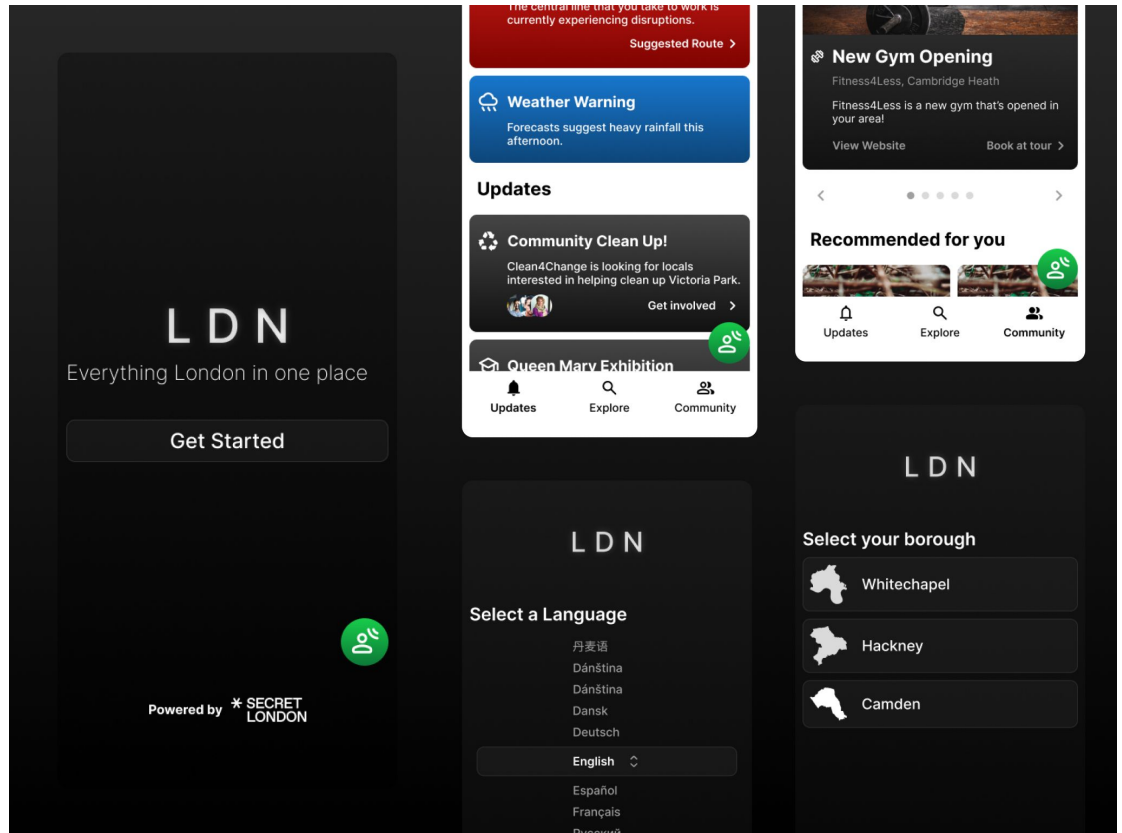
# Mockups

## Desktop



# High-fidelity prototype

[Link to high-fidelity prototypes](#)



# Accessibility considerations

1

Included screen reader buttons across the application.

Each of these buttons are denoted in green so they're particularly visible across the application.

2

App asks users during the setup process to choose a language. After this setup, the entire application aims to switch to the language that the user requested in order to serve them better.

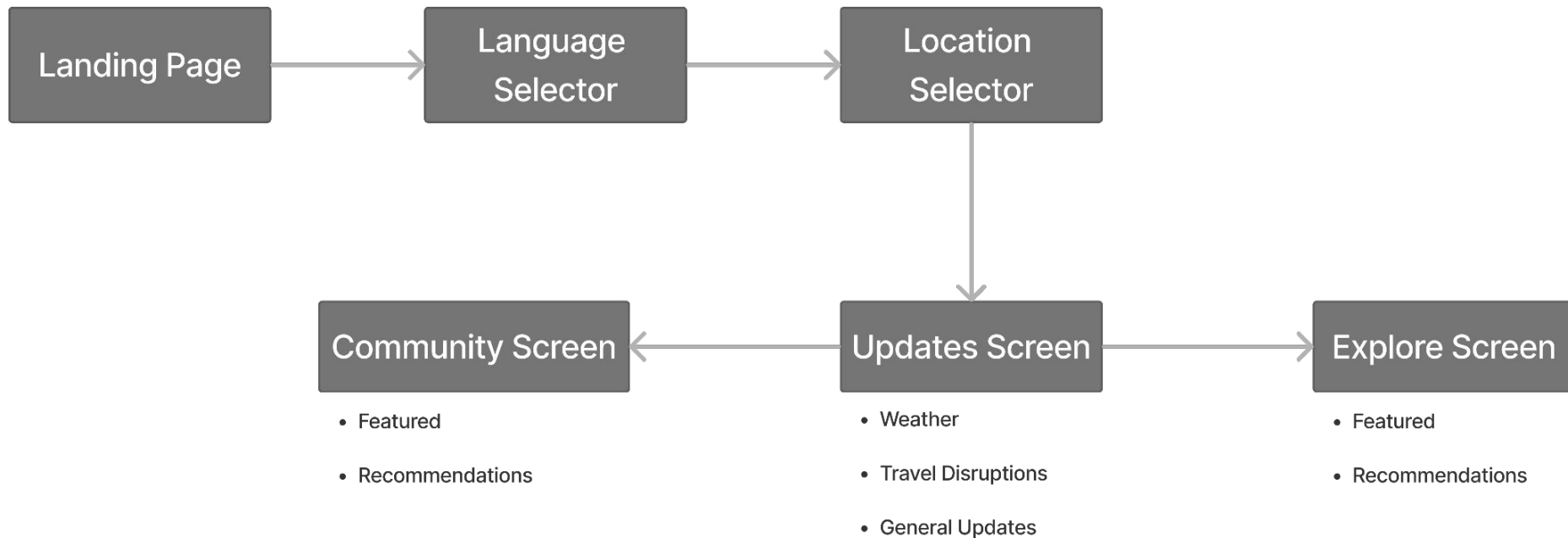
3

Coloured urgent updates. The updates that are particularly important urgent have the cards highlighted in a different colour so they stand out and are particularly visible.

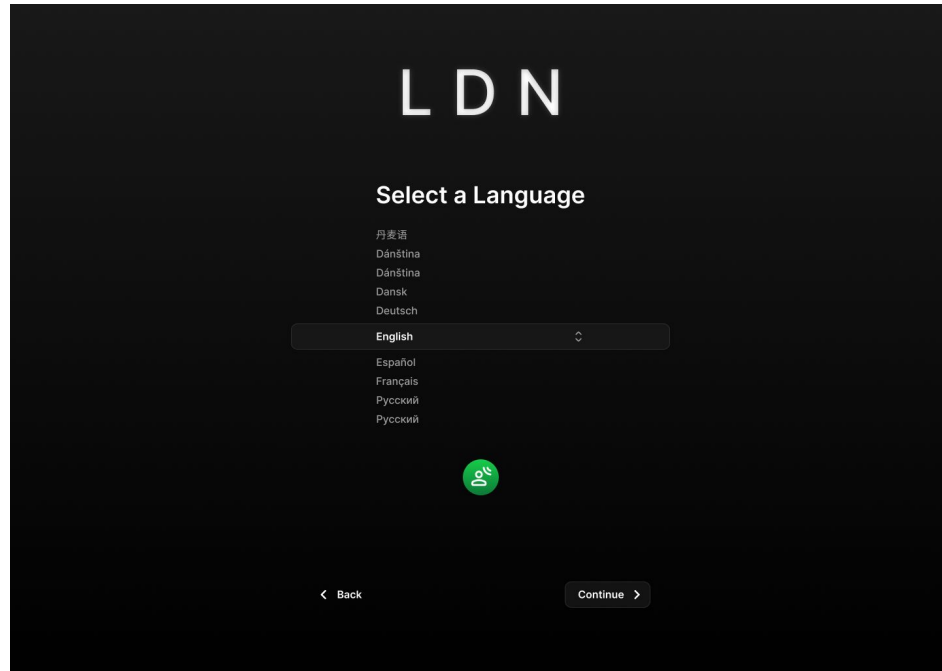
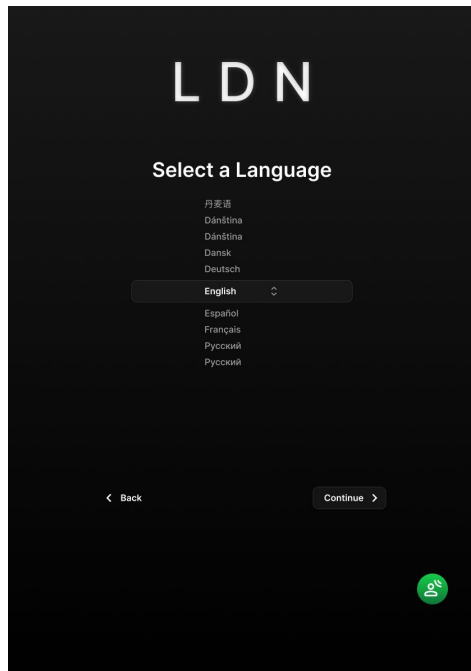
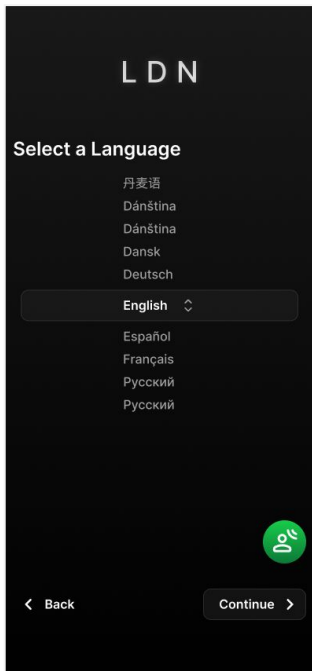
# Responsive Design

- Information architecture
- Responsive design

# Sitemap



# Responsive designs





# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

This app intends to mainly impact the lives of those who currently live in London. Focusing on what is important to them but also their community is important.



## What I learned:

I learned about developing more for tablet sized screens. They're quite tricky to design for since they resemble the size of a phone but not always.

# Next steps

1

Conduct another usability study with participants testing the apps functionality.

2

Deciding what information needs to belong on the Explore and Communities section.

Research with target user whether it would be helpful to include filters.

3

Update the designs to have a more intuitive look and feel to the dictator button.