

# First Aid Mobile/Online

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Christian Stockinger

# Project overview



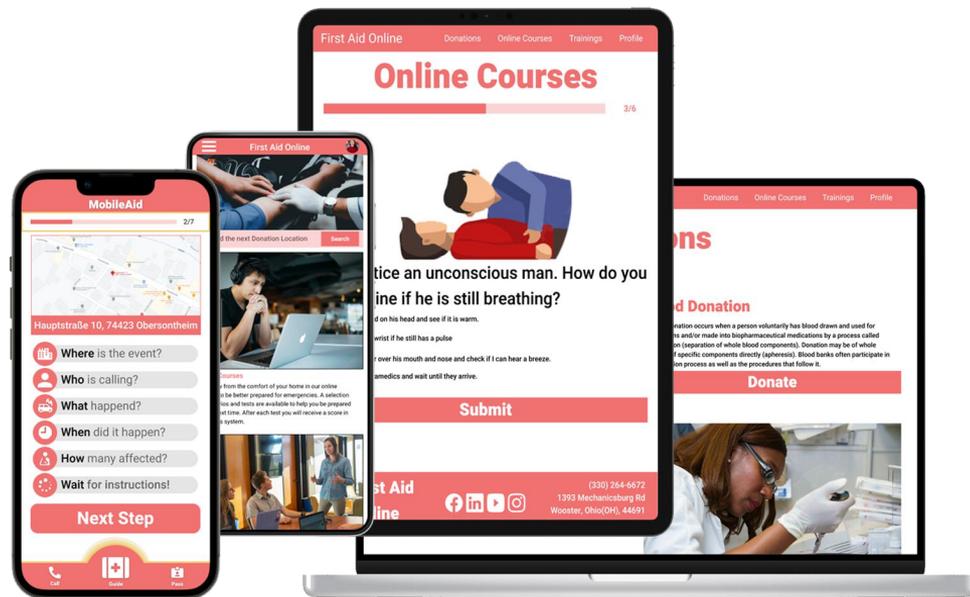
## The product:

First Aid Mobile/Online is a Training Platform for Emergency Situations. It has been made for everyone who comes into an Emergency Situation and doesn't know what to do. The App tells the user in easy-to-follow steps what he needs to do.



## Project duration:

January 2022



# Project overview



## The problem:

Most people took a first aid course a long time ago. Now they are unsure whether they still know everything and whether they can help in an emergency situation.



## The goal:

The design should help to have an app ready to help in case of emergency. Or simply to be able to do a refresher from home.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## 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 used First Aid Mobile's data on first Aid guides to develop interview questions, which were then used to conduct user interviews. Most interview participants reported that they was not sure if they can help in an Emergency Situation and would be thankful to get help. The feedback received through research made it very clear that users would be open and willing use and First Aid App if they had access to an easy-to-use tool to help guide them.

# Persona 1: Jasmin Pogratz

## Problem statement:

Jasmin is a student who did her First Aid course a long time ago and can't remember much. She wants to refresh her knowledge to be able to help other people.



**Jasmin Pogratz**

**Age:** 26

**Education:** Student

**Hometown:** Munich

**Family:** Single

**Occupation:** Office Assistant

*“Learning is a passion that runs throughout life”*

## Goals

- I want to go to my computer and make a quick refresh course at first aid.

## Frustrations

- My last First Aid Course is a long time ago and I don't have the time to visit one.

Jasmin is a student at a local community college and holds a part-time job as an Office-Assistant to pay her student costs. She made a First Aid course a long time ago as she made her Driving licence. But since then she doesn't remember much.

Jasmin is learning the most time from home. Her wish is to go to an website and get a refresh course for first aid.

## Persona 2: Baschid Mogunda

### Problem statement:

Baschid is a full-time Graphic designer who drives often with his car. He wants an app with a first aid guide because he wants to help in an emergency situation.



**Baschid Mogunda**

**Age:** 35

**Education:** Bachelor of Arts

**Hometown:** Regensburg

**Family:** single

**Occupation:** Graphic Designer

*"Help others And they help you"*

### Goals

- I want to be able to help if needed. And an App on my Phone with a Guide for First Aid.

### Frustrations

- I am afraid that in an Emergency Situation I forget something or do something wrong.

Baschid is a Graphic Designer at a Bigger Company. He often Drives with the car to his work location. He often thinks about if he could help someone if its needed. Baschid has always his Mobile Phone in his Pocket he would like to have an App with a guide for First Aid and onther usfull things at an Emergency Situation

# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the First Aid Mobile app.

Competitor type	Location(s)	Product offering	General information					First impressions	
			Price (\$-\$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
direct	America	Simple to use Step by Step guide Modern UI	\$	<a href="https://apps.apple.com/us/app/first-aid-mobile/id1422195240">https://apps.apple.com/us/app/first-aid-mobile/id1422195240</a>	small	everyone	Modern UI	<b>only mobile</b> Good + Good User Flow	<b>Outstanding</b> Good + Quick to Navigate + Clean Design
direct	America	Website Representation of American Red Cross	Free	<a href="https://apps.apple.com/us/app/first-aid-american-red-cross/id529160691">https://apps.apple.com/us/app/first-aid-american-red-cross/id529160691</a>	large	everyone	Implemented 9-1-1 integration	Good + Modern Style + Clear Navigation	<b>Needs Work</b> + Plain Conversion of the Website - Drawbacks
direct	Germany	Website Representation of FRC	Free	<a href="https://apps.apple.com/de/app/erste-hilfe/id1312876691">https://apps.apple.com/de/app/erste-hilfe/id1312876691</a>	large	everyone	Official FRC App		

spreadsheet

Features	Interaction			Visual design		Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
<b>Outstanding</b> Okay + Recipe planning feature - Ingredient list feature is confusing and difficult to use	<b>Good</b> <b>Outstanding</b> + Strong use of visuals + Use of color is accessibility-friendly	<b>Good</b> + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	<b>Outstanding</b> <b>Needs work</b> - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear	<b>Outstanding</b> Okay + Brand identity reflected throughout design + Good use of high-quality images - Simple visual design - Inconsistent font usage	Short Easy to read Texts Formal but friendly. Works with brand identity.	<b>Outstanding</b> <b>Good</b> + Conveys information clearly - Overly descriptive at times	
<b>Okay</b> + A lot of guides and Languages	<b>Needs work</b> - Not equipped for screen reader tech - Large textes	<b>GOOD</b> + Everything got an icon + not many steps needed to reach the target	<b>Good</b> + Comprehensive navigation menu	<b>Good</b> + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage	Informativ and friendly. Works with brand identity.	<b>Okay</b> + Descriptions are succinct and to-the-point - Information is not always easy to understand	

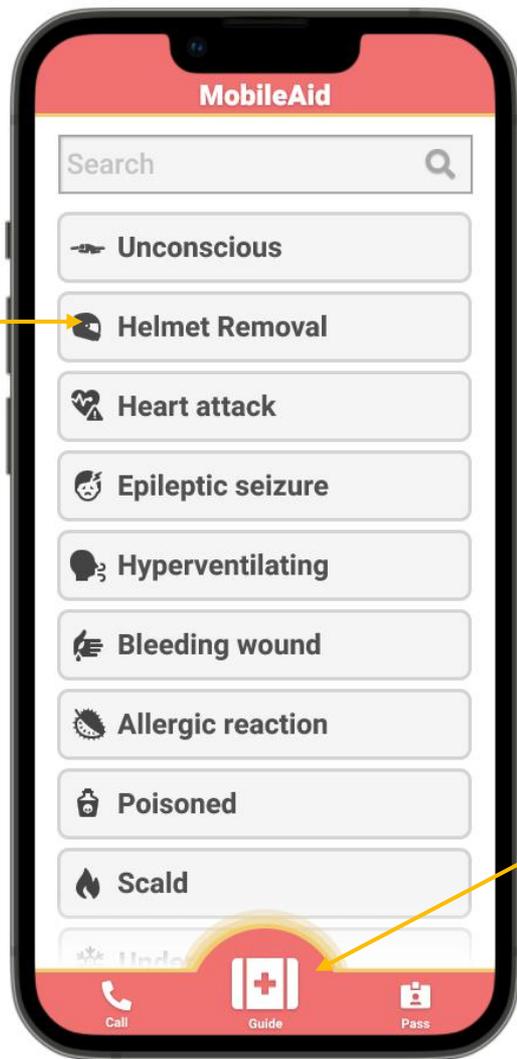




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the First Aid app. The Design focused on an easy to use flow to be able to use it in an stressful situation.

Each Guide has an easy to understand icon and An Short text to quickly decide for the right guide.

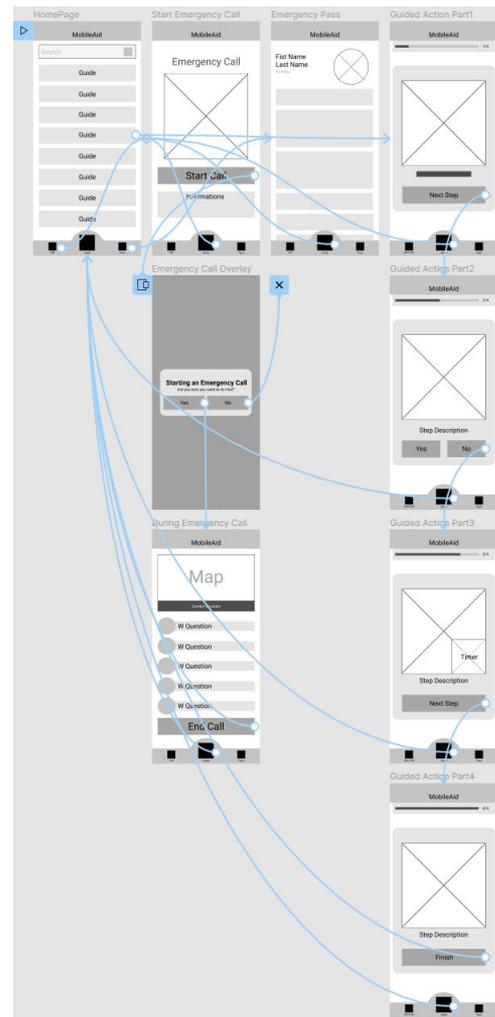


Easy to reach bottom bar and an clear idicator for the most important feature.

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of completing an guide.

View [First Aid low-fidelity prototype](#)



# Usability study: parameters



Study type:

Unmoderated usability study



Location:

Germany, remote



Participants:

5 participants



Length:

10-30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Guide Filter

People wanted to be able to find a guide with a search or a filter.

2

## Call Confirm

People want to confirm a dialog before starting a call for emergency.

3

## Step Count

People wanted to be able to know exactly how many steps until they finished the guide.

# Refining the design

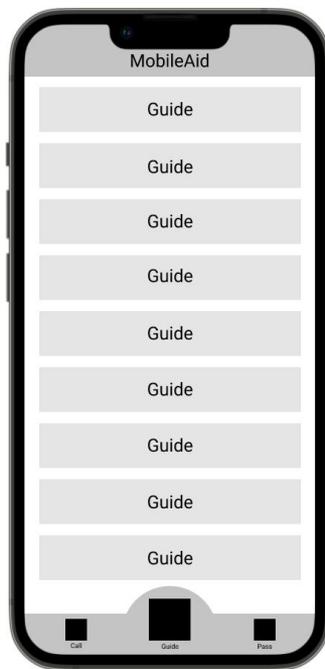
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- Mockups
- High-fidelity prototype
- Accessibility

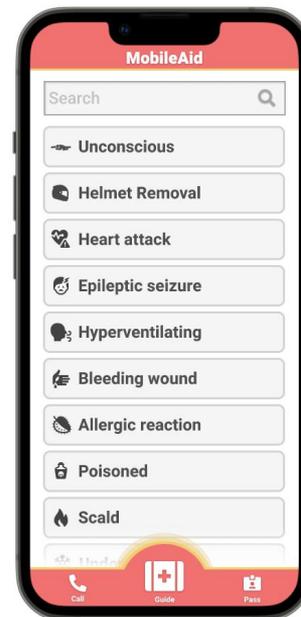
# Mockups

Based on the insights from the usability studies, I applied design changes like providing a search functionality to find the right guide faster.

Before usability study



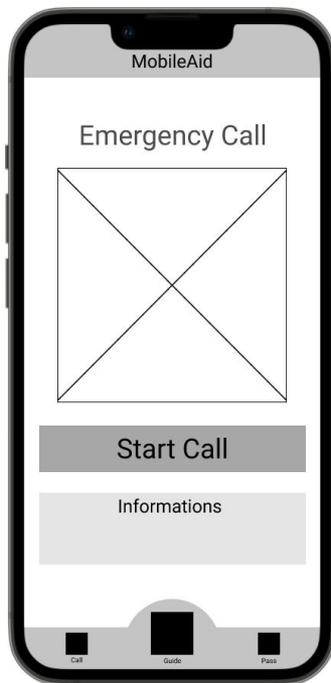
After usability study



# Mockups

Additional design changes included adding and popup bevor starting the Emergency Call.

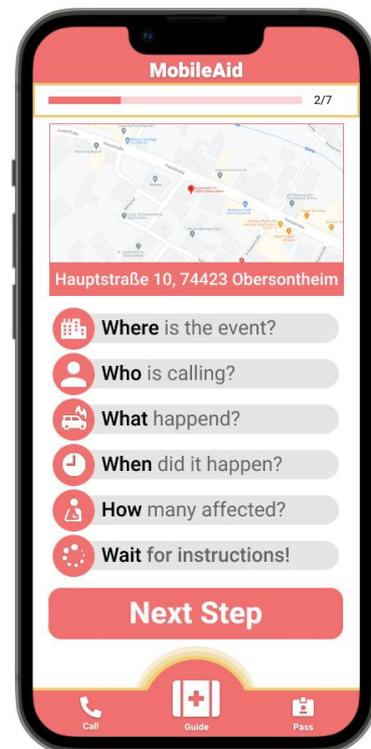
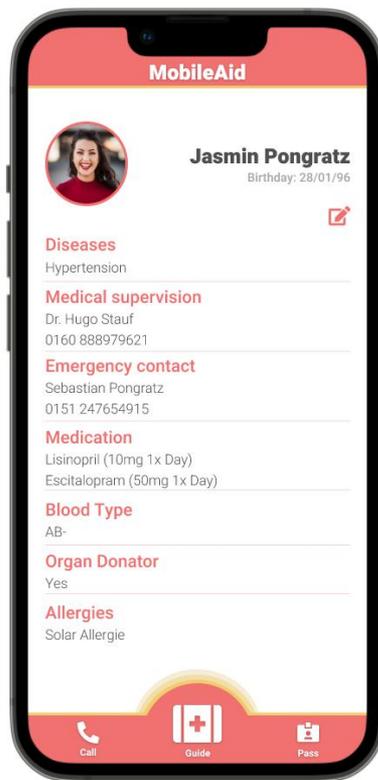
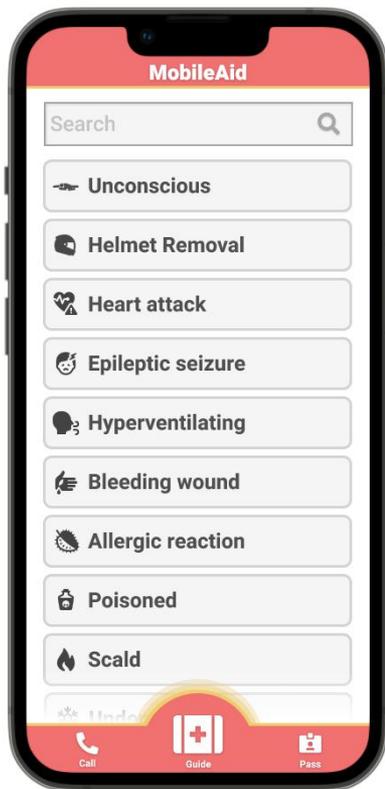
Before usability study



After usability study



# Mockups





# Accessibility considerations

1

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

2

Easy to understand icon for not needing to read the Names.

3

All Buttons placed at the Bottom of the screen to reach the with one Hand.

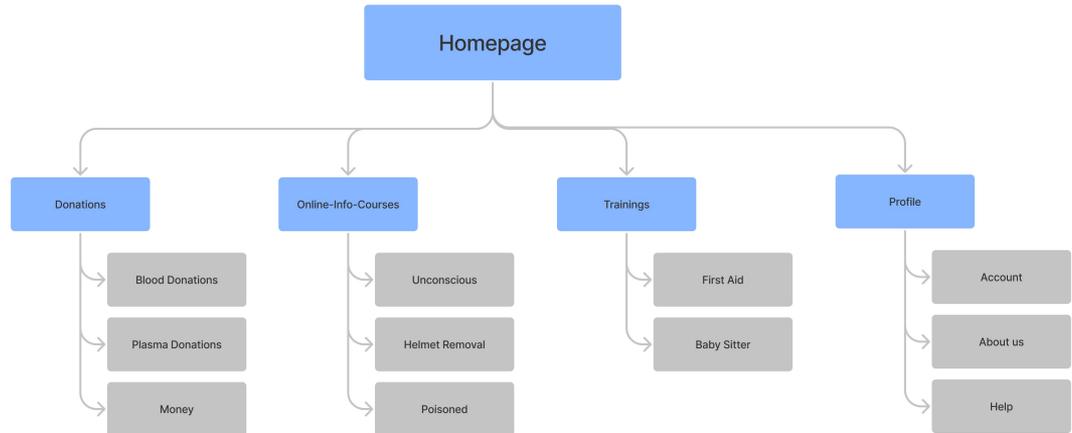
# Responsive Design

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- Information architecture
- Responsive design

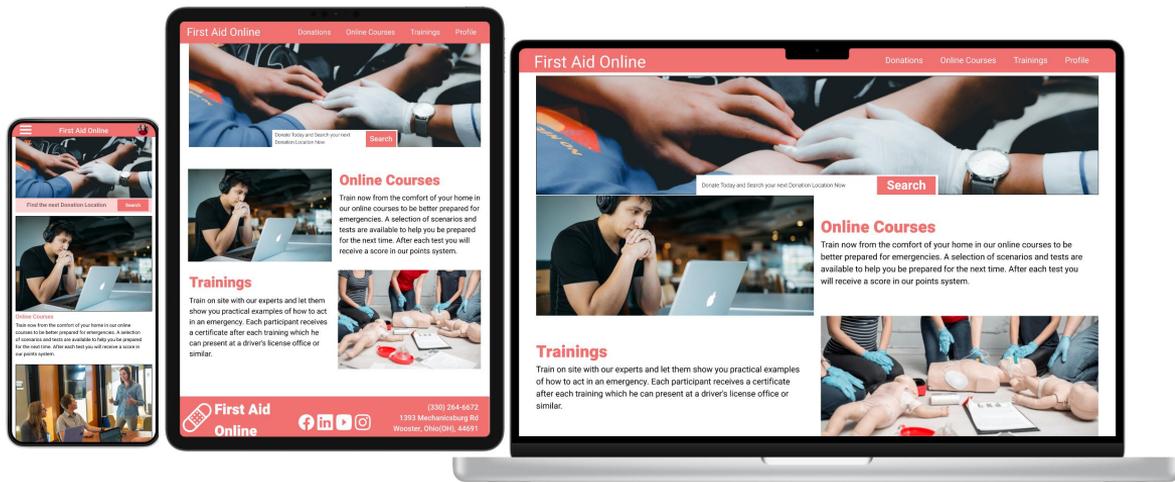
# Sitemap

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



# 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.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app made them not so afraid of Emergency Situations. One quote from peer feedback was that “the First Aid Online app helps boosted my confidence level to be able to really help.”



## What I learned:

Going through each step of the design process and aligning with specific user needs helped me come up with solutions and ideas with really can help People with there Problems and improve the Userflow.

# Next steps

1

Conduct research on how successful the app is if the user need to use it in an stressful environment.

2

Add an Map of near by Hospitals.

3

Add more Features to the Guides like repeating tasks.

# Let's connect!



Thank you for your time reviewing my work on the Food Saver app!  
If you would like to get in touch I'll share my LinkedIn profile below.

[Lets connect!](#)