

Screenlake is seeking to revolutionize the ability to

Custom Web App

collect, analyze, and disseminate genuine user

behavior between team members and

**Brand Identity** 

company leadership.

UX/UI Design

# The Challenge & Initial Research

We were brought into the Screenlake project to design and develop the entire web application. While in the background, Screenlake is extremely complex, the front-end needed to be clean, intuitive, and easy to use while still leveraging the power of the data being process. This required extensive user and technical research. We began by facilitating discovery sessions with both the business and technical leaders of Screenlake. Following these sessions we followed the Double Diamond design methodology to understand the problem and develop solutions.

# **User Persona**

First and foremost, we needed to understand the primary user of the Screenlake web application. The Screenlake ecosystem has several different types of actors across it's iOS and Android applications. However, the web application is specifically for UX Researchers. We interviewed the key stakeholders to gain this understanding.



## Nick works in a team inside of Meta and is well-versed in

**Objectives** 

quantitative and qualitative methodologies. He is motivated by the opportunity to understand diverse view points from his users. Nick needs a tool to help disseminate information to those without his same background in UX research. **Frustrations** 

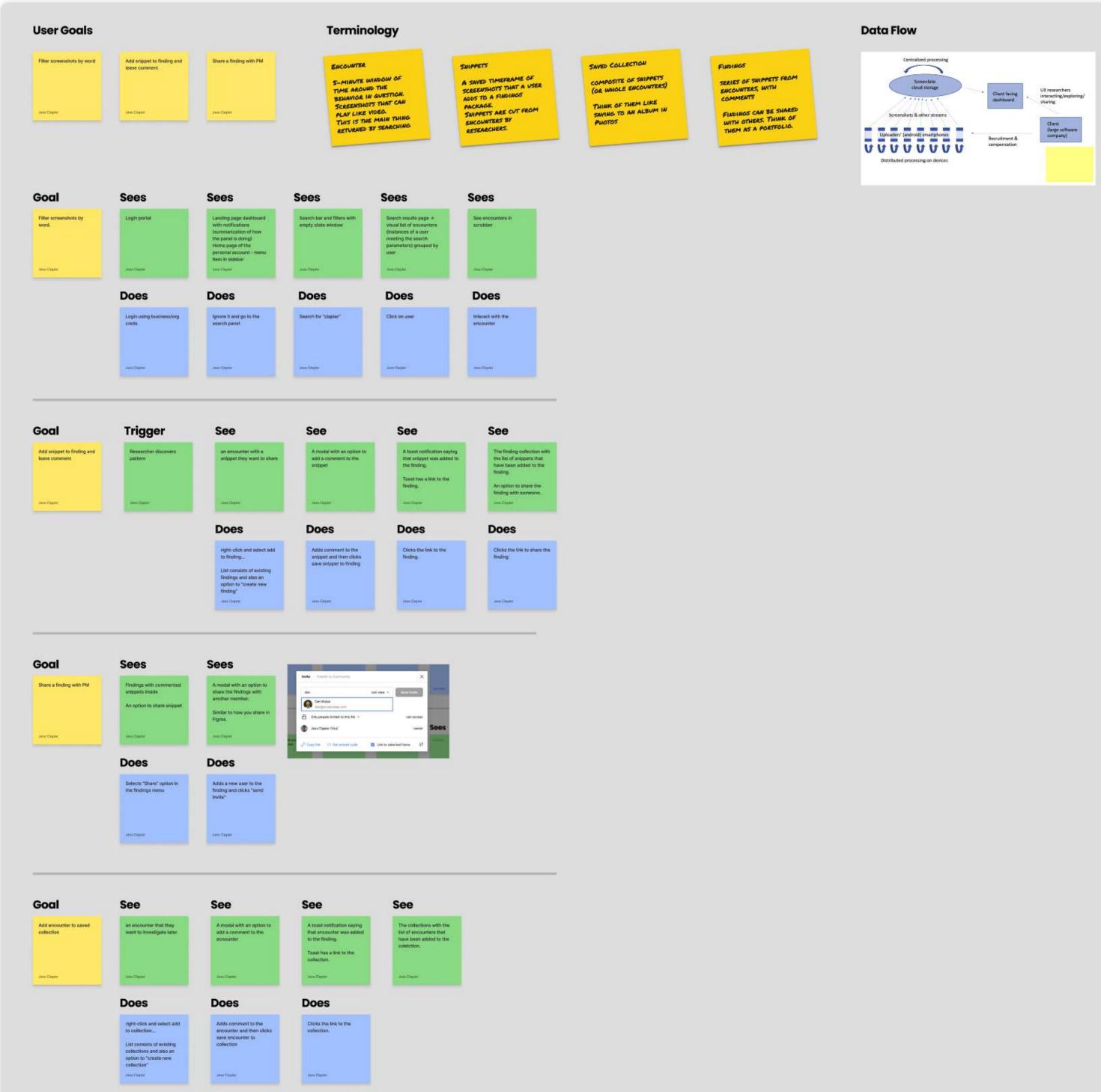
### Cannot get a good look at usage

- - Wastes time with interview no-shows Failure to capture natural behavior
  - Inability to explain finding to boss Boss does not have time to understand methodologies
  - Intrinsic curiosity has been lost by the team

### For this particular project it was extremely important we spent a substantial amount of time understanding the user flows. These flows would help us not only design an optimal user experience, but also the Firebase backend. After several iterations we finalized the primary user flows

**User Flows** 

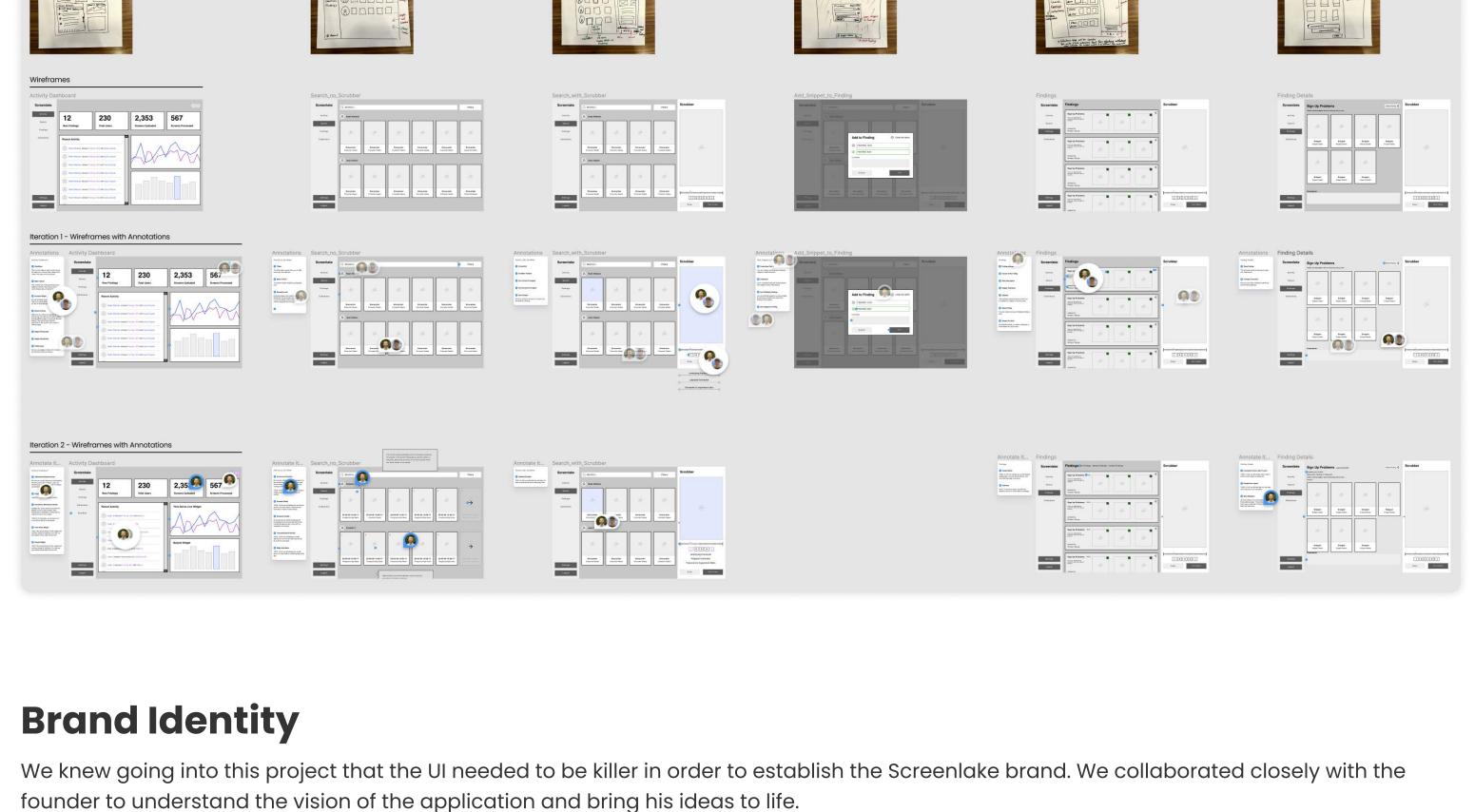
for V1 of the web application. **Data Flow** 



### began sketching and wireframing. We then took these lo-fi mockups to the stakeholders to gather feedback and iterate. In the image below you will see the sketches, wireframes, annotations, feedback, and iterations.

**Sketches and Wireframes** 

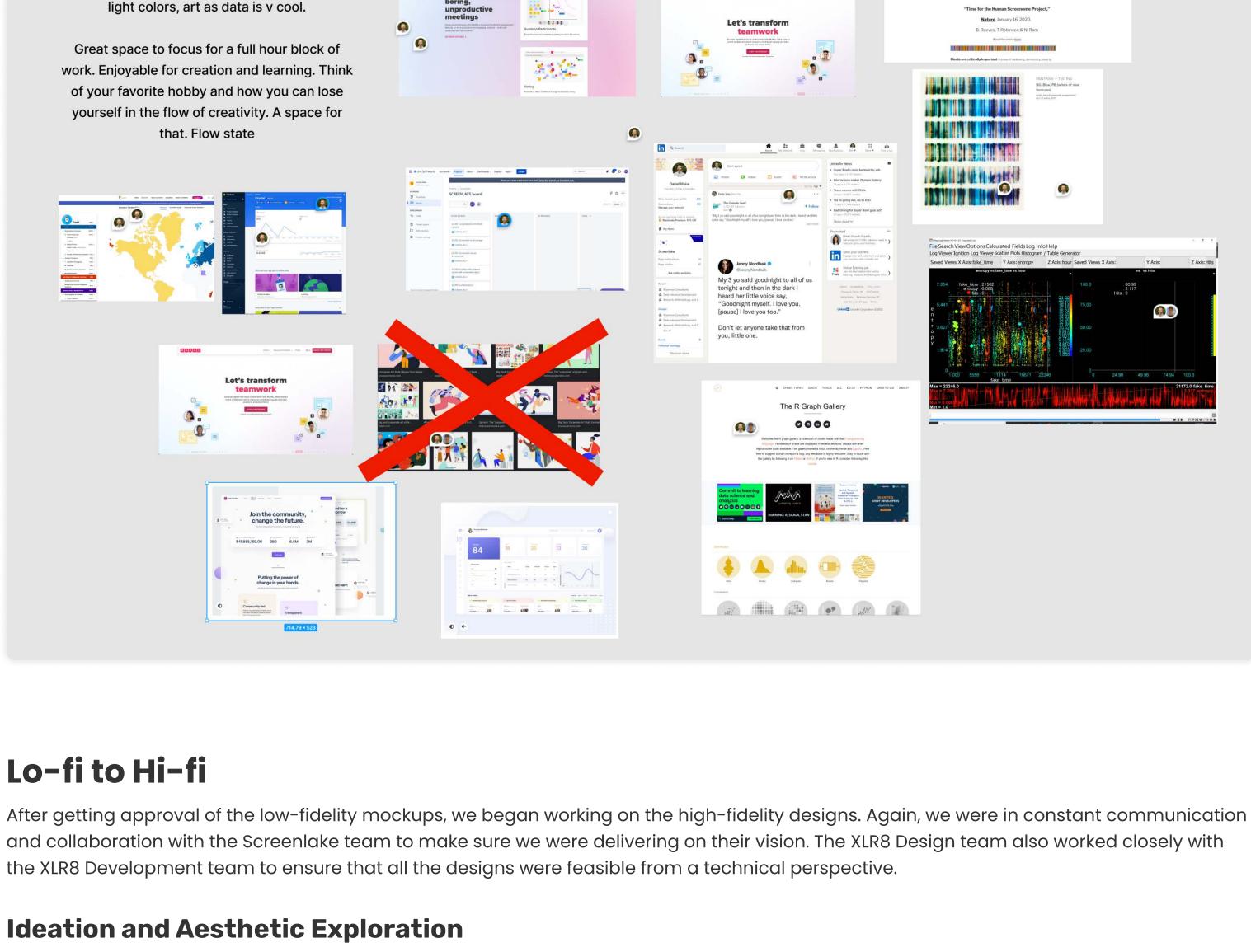
As mentioned earlier, Screenlake is extremely complicated. In order to dive deeper in the required features of each screen and user flow, we



#### **KEYWORDS** Smart! clean, trustworthy, unpretentious serious & reliable relaxed about it (no alerts or exclamations)

**SCREENLAKE** aesthetically pleasing (gentle ombres and chill, THE HUMAN SCREENOME PROJECT deep house vibes) never patronizes the user. light colors, art as data is v cool.

SCREENLAKE



MacBoelero 16" - 1

- - NEW THE BLOOM



# ☆ Settings

**Team Status** 

Last Modified: 17 March 2022

Last Modified: 12 March 2022

Last Modified: 12 March 2022

Last Online: 07 March 2022

Online

Online

Online

Offline

48 > 7.0% this month

Troy C.

Lisa D.

David T.

