

# **Creativate** Mobile App & Website

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# Project Overview



## The Product:

A website and dedicated mobile app for teens to learn about and explore creativity through activities, information, and resources. Aimed at users aged 12 - 21.



## Project Duration:

This project was completed from January 2023 to February 2023.



# Project Overview



## The Problem:

Many teens are not exposed to an array of creative career options they may want to pursue, and may not have the options to explore their own creativity on a regular basis. This app and corresponding website aims to change that.



## The Goal:

To encourage creativity in youth by providing a multitude of creative activities that allow them to explore different areas of creativity through writing, drawing, games, problem solving, and more.

# Project Overview



## My Role:

My role in this project was lead UX designer, UX researcher, and Visual Designer.



## Responsibilities:

Conducting user interviews, user and competitive research, wireframing, prototyping, conducting usability studies, accounting for accessibility, iterating on designs, and project handoff.

# Understanding The User

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- User Research
- Personas
- Problem Statements
- Competitive Audit
- Ideation

# User Research: Summary



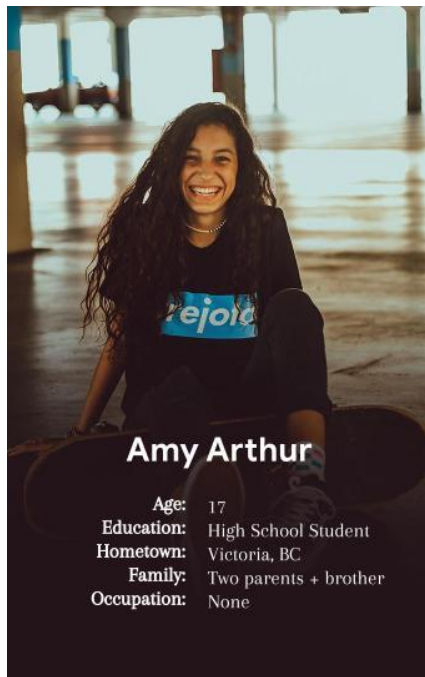
I researched issues that schools and teens have with the exploration of creativity and creative career options and found that there was a real need for something that would encourage youth to be entertained while engaging in creative skill-building activities, with the ability to share their progress with their peers.

Competitively, I found no direct competitors that were doing *exactly* what we were, which shows there is a real need in the market.

# Persona 1: Amy Arthur

## Problem Statement:

Amy is a high school student who needs the ability to explore her own creativity in various ways because she wants to pursue a creative career, but is unsure which direction to take.



*"I don't know what I want to do when I grow up, but I know I want to make things."*

## Goals

- Amy wants to learn more about different creative careers but she doesn't know where to start.
- Amy is interested in a lot of different creative activities, but doesn't have much time to spend on them being so busy with her schoolwork.

## Frustrations

- "There's so much pressure on us to figure out what to do after high school, but I have no idea."
- "Drawing, or painting, or writing down my thoughts really helps when I get really overwhelmed during the day; which happens a lot."

Amy is a dedicated student who does well in her academic programs but doesn't really find joy in them, and wants to see what else there is. An app or website that helps her explore her creativity would help her determine what direction she could take in her career, or even in her own hobbies.

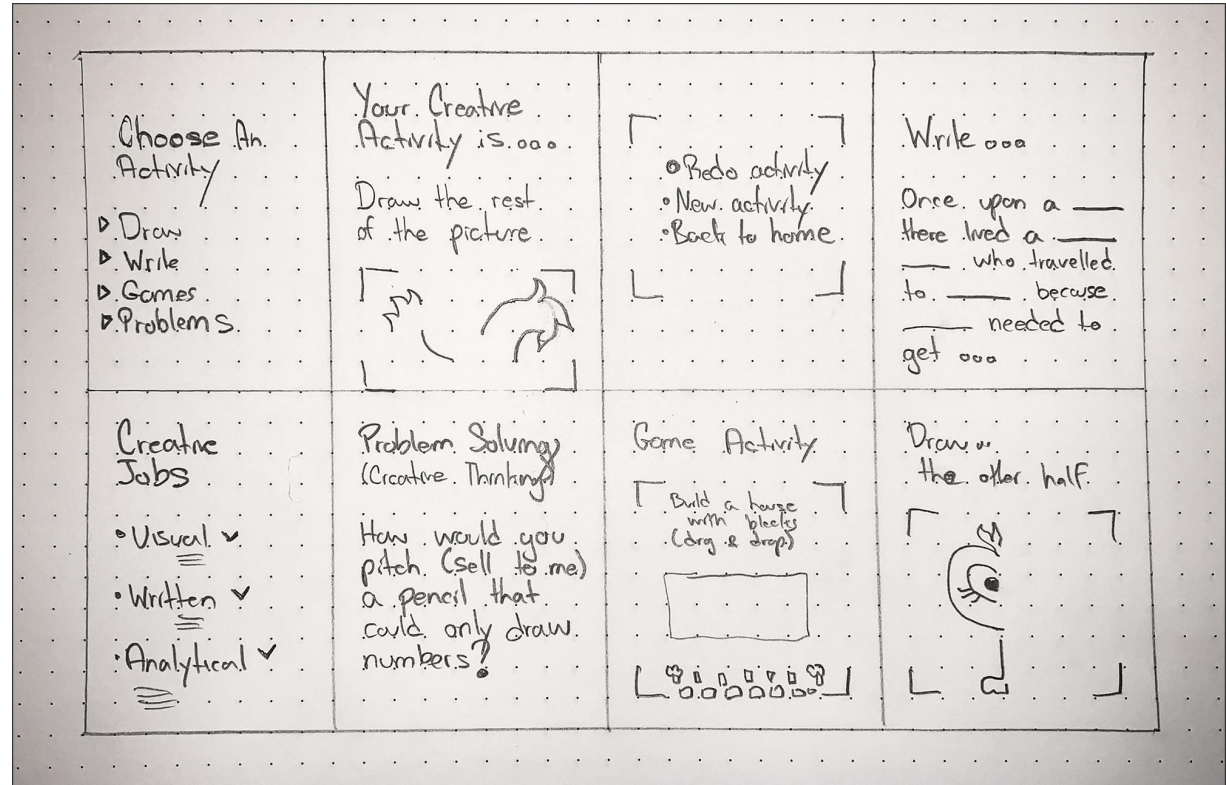
# Competitive Audit

The competitive audit of a few competitors showed some gaps in the market for our product.

GOAL: Compare the creative learning experience with each competitor's website and/or mobile app												
Competitive Audit	General information											
	Type	Location(s)	Product Offering	Price (\$ - \$\$\$)	Website (URL)	Bus Size	Audience	UVP	First Impressions			
									Desktop website experience	App or mobile website experience	Features	
Creativate (Our Company)	-	Canada	A variety of creative activities for teens, plus resources and career information	N/A	<a href="http://www.wearecreativate.com">www.wearecreativate.com</a>	Small	Youth, ages 12-21	Easily accessible variety of creative activities for youth; completely free	GOOD + Straightforward, easy to navigate + Visual organization is good - Needs expanded resources section	GOOD + Fully responsive - Needs more features	OKAY + Basic features as expected (search, cart, etc) - Not many features so far	
YouTube	Indirect	USA	Videos created by creators and companies on every topic	N/A	<a href="http://www.youtube.com">www.youtube.com</a>	Large	All	Largest video platform online	GOOD + Well organized and structured - Can be overwhelming with so much content	EXCELLENT + Easy to use, logical	EXCELLENT + Can search different types of content + Videos on specific and general creativity, among all other content	
Skillshare	Indirect	USA	High-quality historical artifacts from all eras	\$\$	<a href="http://www.skillshare.com">www.skillshare.com</a>	Medium	16+	Creative classes and courses on a variety of creative topics	EXCELLENT + Well organized, designed, and structured + Professional & high-end appearance	EXCELLENT + Well organized + Many features	EXCELLENT + Can search different types of content + Videos on specific and general creativity	
UX												
Mobile Site and/or App Interaction								Mobile Site and/or App Visual design		Mobile Site and/or App Content		
Accessibility		User flow		Navigation		Brand identity		Tone		Descriptiveness		
OKAY + Speech to text available - Needs language features		EXCELLENT + Logical & quick flow for basic features and tools		EXCELLENT + Main navigation at top + Navigation follows user + Easy to use		EXCELLENT + Same throughout site and app		Friendly, fun, and young to encourage youth to participate in the activities		GOOD + All main info is there - Need to elaborate on other pages		
EXCELLENT + Available in many languages + Many accessibility options		GOOD + Logical flow to different areas of site + Well organized if you know what you're looking for		EXCELLENT + Main navigation easy to use		EXCELLENT + Well established identity design + Consistent brand throughout site		No real tone to the site; entirely driven by individual creators		EXCELLENT + All necessary info present		
EXCELLENT + Available in many languages + Many accessibility options		EXCELLENT + Logical flow to different areas of site + Well organized		EXCELLENT + Main navigation easy to use		EXCELLENT + Well established identity design + Consistent brand throughout site		Friendly and professional without showing much personality		EXCELLENT + All necessary info present + Easy to navigate because of descriptions		

# Ideation

I completed an ideation exercise to come up with ideas that would address user needs. **My focus was on the creative exercises themselves**, which is the main function of the app and website.



# Starting the Design

- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

# Digital Wireframes

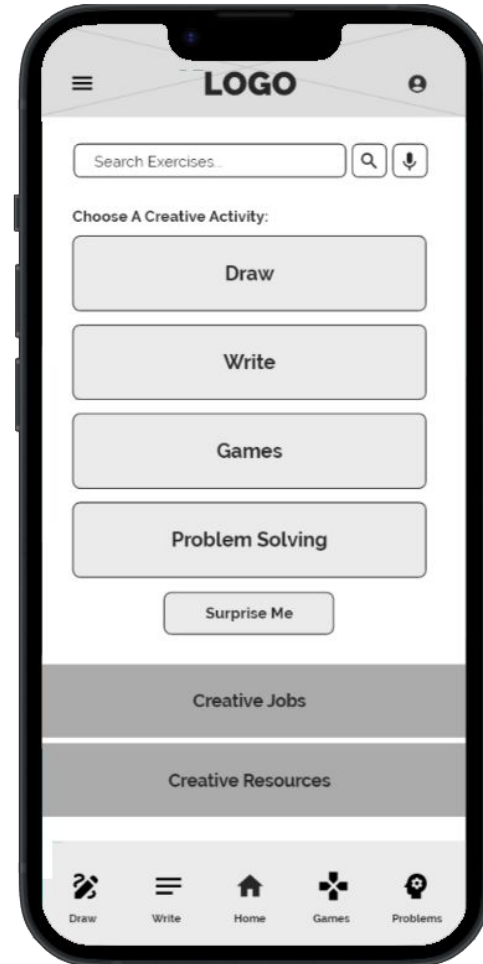
I created digital wireframes after finalizing the paper wireframes. These focused on the ease of users locating the different creative activities.

Search at top so users can search for a specific activity easily.

Four main activity types easy to find.

Randomize button for users who are unsure where to start.

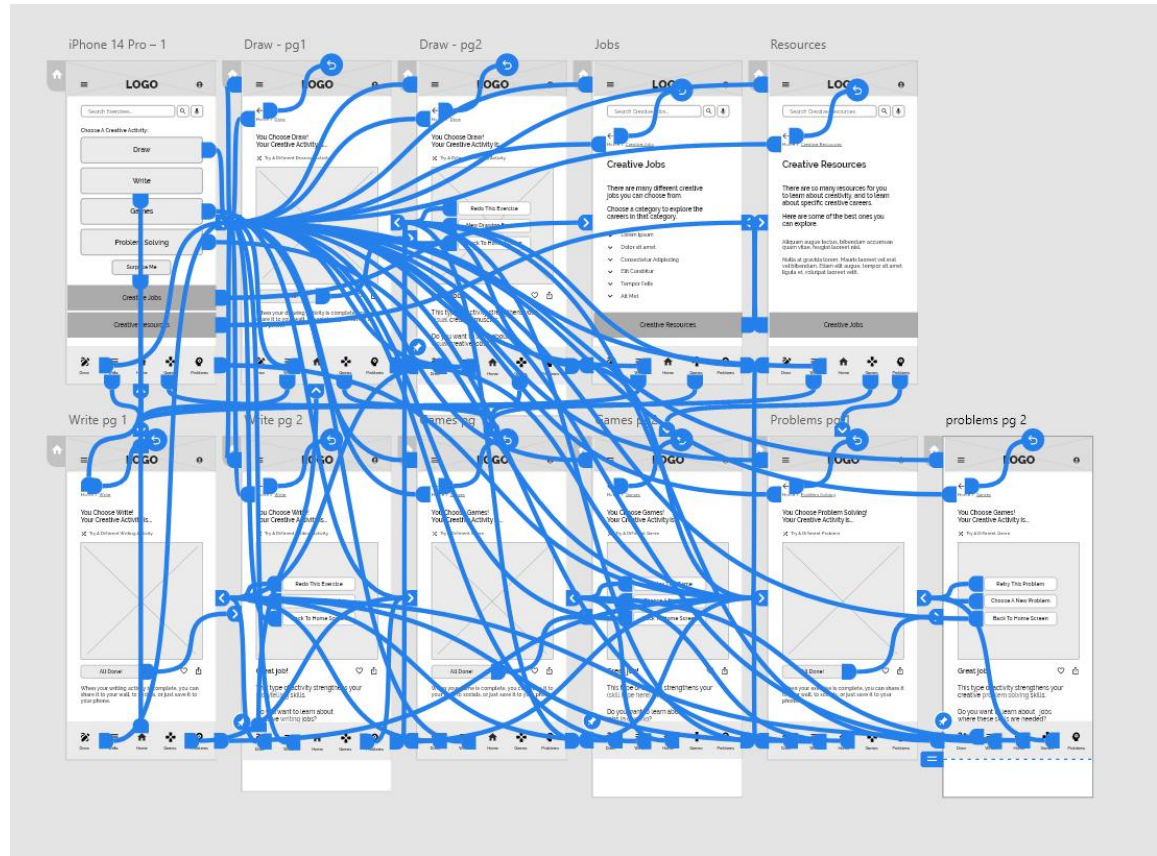
Jobs and resources buttons so users can find more about these things



# Low-Fidelity Prototype

I created a low-fidelity prototype to work out the initial functionality of the mobile app and establish the main user flow.

[View the Creativerse low-fi prototype here.](#)



# Usability Study: Parameters



## Study Type:

Moderated usability study



## Location:

Two secondary schools in BC, Canada



## Participants:

6 participants



## Length:

30-60 minutes

# Usability Study: Findings

These were the main findings from the usability study.

1

## Activities

Youth/teens want a lot of variety in the creativity exercises and activities.

2

## Creative Jobs

Many users were very interested in the creative jobs section of the app/site.

3

## Sharing

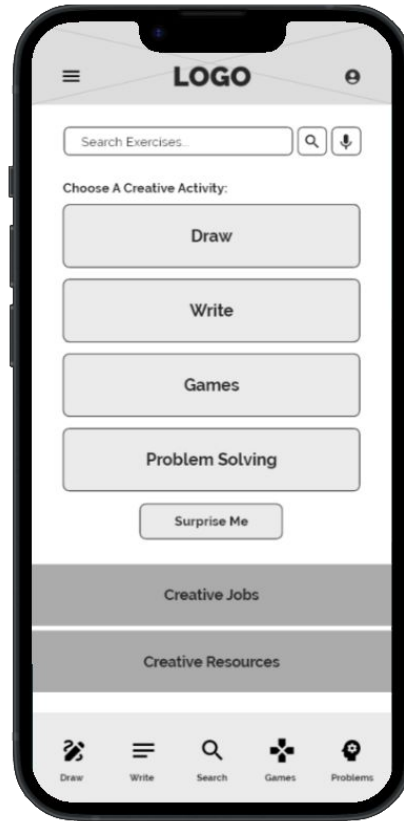
Users wanted to share their creative exercise results with peers and on social media.

# Refining The Design

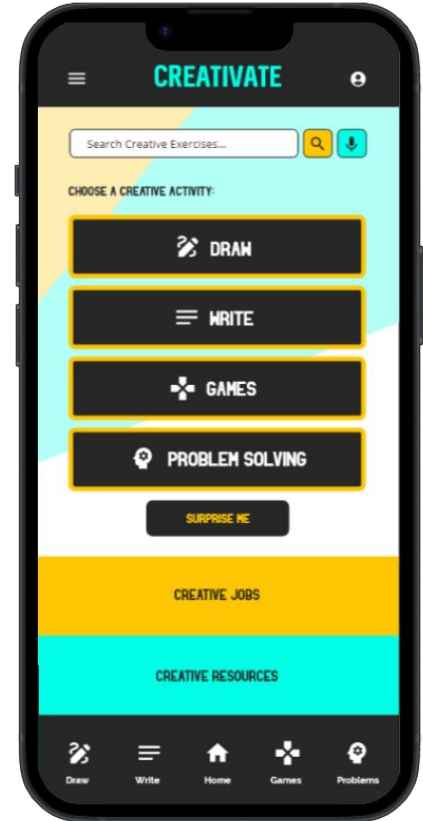
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The insights from the usability study revealed a few changes that were required; like changing the main navigational search button to a home button so the home screen could be accessed easier.



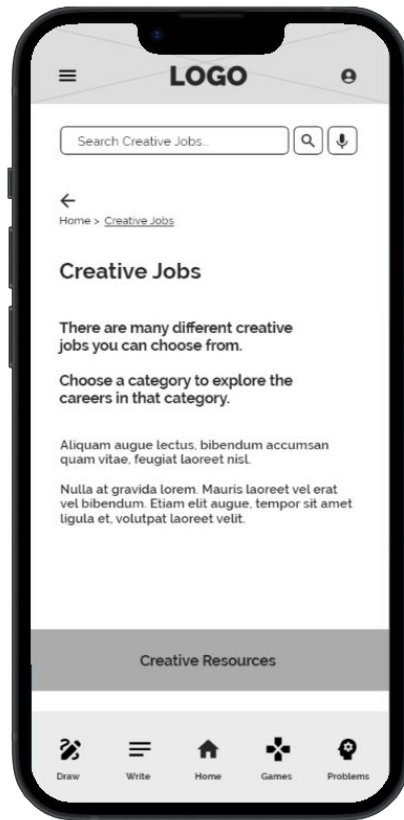
Before usability study



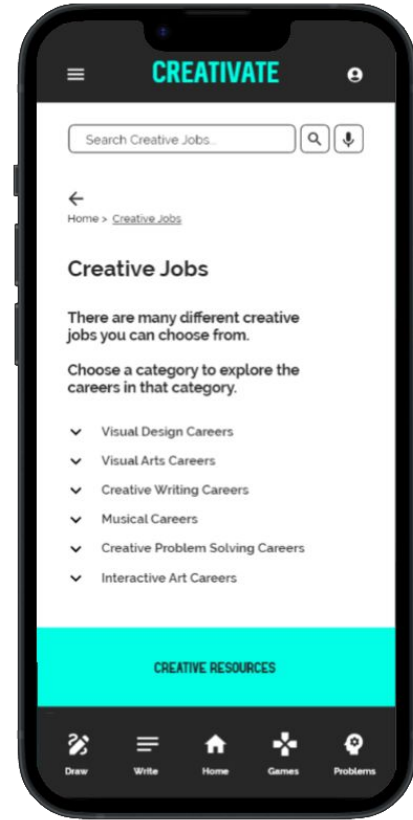
After usability study

# Mockups

Further changes included an expanded creative jobs section, with creative job categories that go into detail about the types of jobs users can pursue.

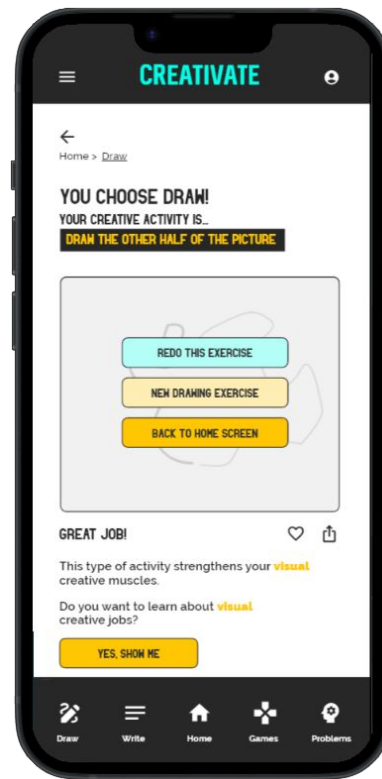
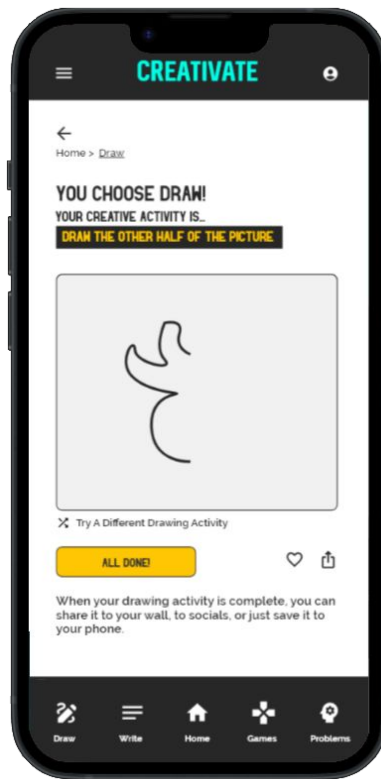
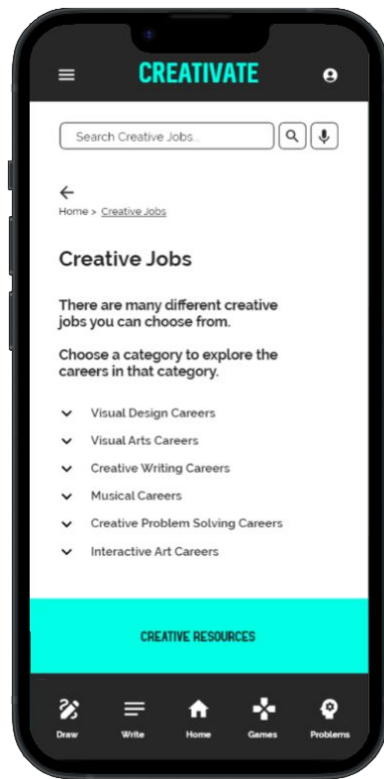
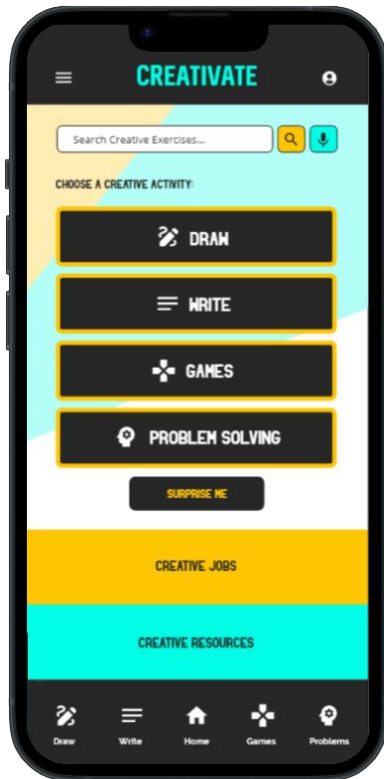


Before usability study



After usability study

# Mockups



# High-Fidelity Prototype

The high fidelity prototype followed the same user flow as before and included the design changes made from feedback from the usability study.

[You can view the high fidelity prototype here.](#)



# Accessibility Considerations

1

High contrast colours for easy of visibility and legibility.

2

Speech-to-text search option easily accessible on website and mobile app; at the top of the page.

3

Labelled elements for ease of use for screen readers

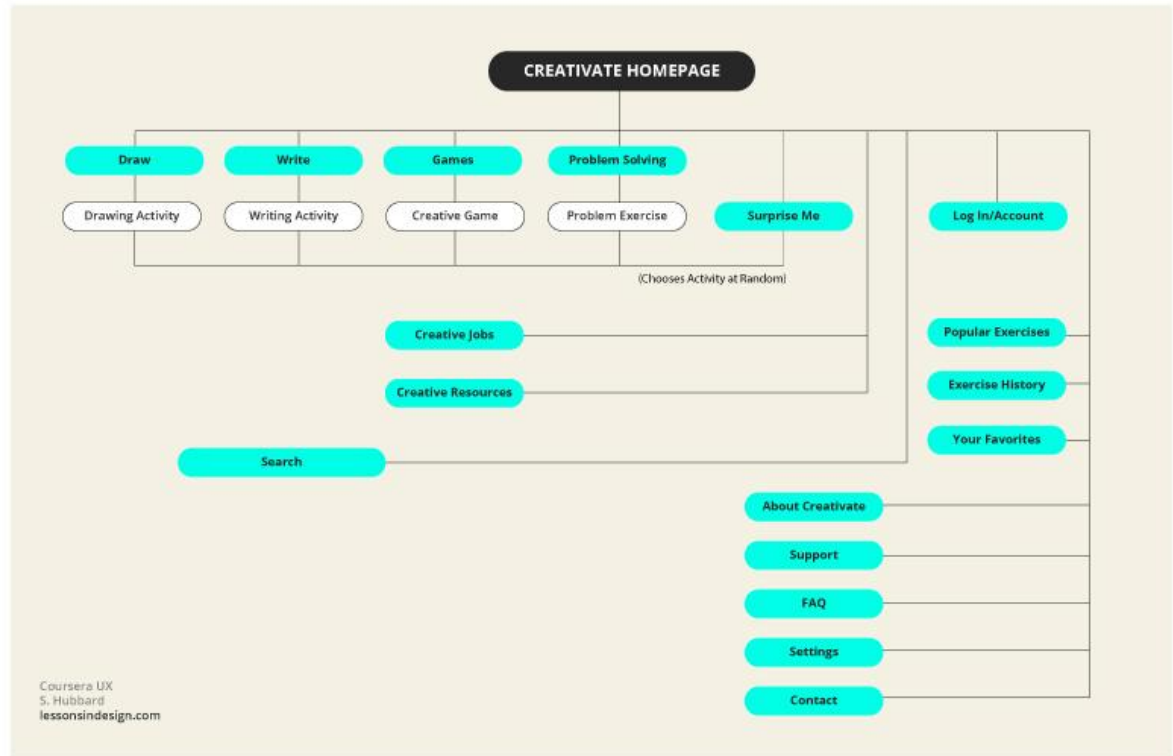
# Responsive Design

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- Information architecture
- Responsive design

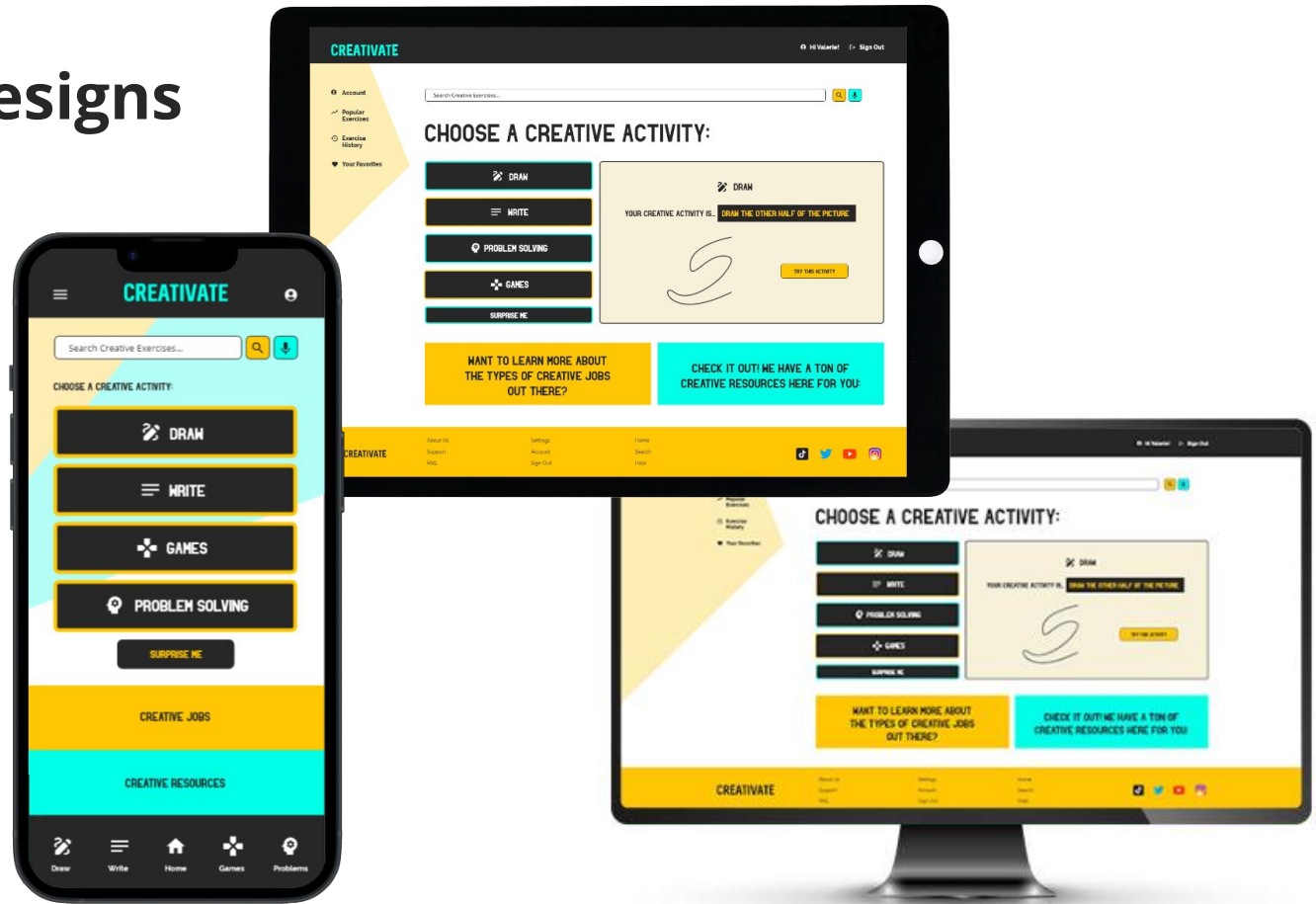
# Sitemap

The main information architecture of the website focuses on the creative activities that users will complete, and the replay ability of them. The jobs and resources sections are also key for users to explore.



# Responsive Designs

The designs for Creativate included variations of screen sizes for mobile, tablet, and desktop; optimized for the specific medium being used.



# Going Forward

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- Takeaways
- Next steps

# Takeaways



## **Impact:**

The Creativate mobile app and website allow teens to explore their own creativity in ways that might never have had the opportunity to do before.



## **What I Learned:**

I learned that research and usability testing is what really drives the website and app design process forward in a way that leads to the best possible user experience for everyone.

# Next Steps

1

The next step is to finalize every aspect of the Creativate app and website that is part of the main user flow. Once this is complete, I will hand off this portion of the project to the development team, then start on the design for the secondary pages (FAQ page, account profile, contact, about us).

2

Conduct another usability study, potentially followed by iterations, with the more polished, fully functioning version of the Creativate mobile app and website before public launch.

# Let's Connect!



Thank you for reviewing my work on the Creativate mobile app and website. If you'd like to see more of my work or get in touch, my blog and portfolio sites are provided below.

Blog: [lessonsindesign.com](https://lessonsindesign.com)

Portfolio: [sarahhubbard.ca](https://sarahhubbard.ca)