

Website for finding and viewing DIY tutorials

Alessandro Parretta

Project overview



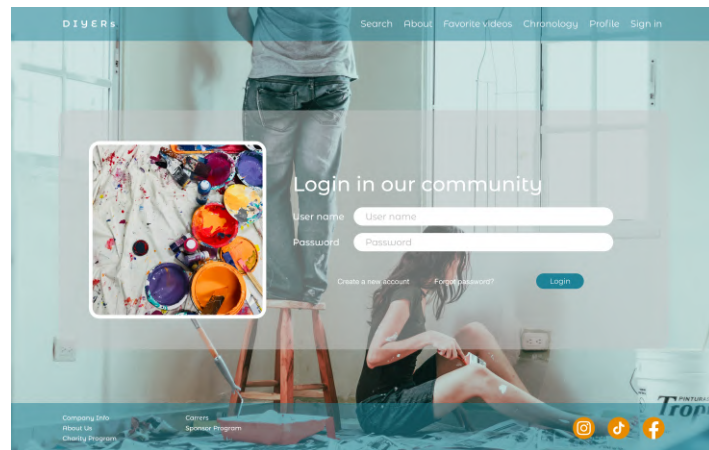
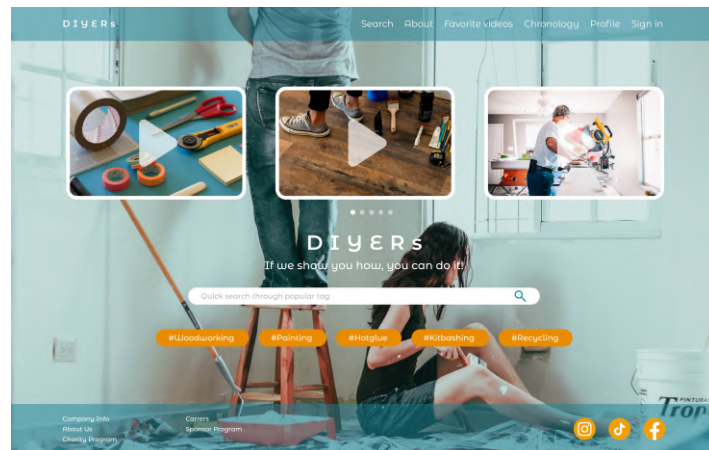
The product:

DIYERs is a dutch startup located in Amsterdam. Engagement and empowerment is a corner stone of this video searching platform. The brand targets a wide range of users, from casual DIYER, to school, enthusiasts and hobbyists.



Project duration:

September 2022 to November 2022



Project overview



The problem:

How to make it quick and easy to search and watch DIY videos in one place?



The goal:

Creating a coesive and easy to use database with content from other video platforms (YouTube, Instagram, TikTok, Facebook) regarding the DIY theme.

Project overview



My role:

UX designer designing a website for DIYERs from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to better understand a wide range of potential users of the website. Since DIY can be such broad hobby, the study considered younger users (Gen Z) along with millennials and Gen X.

Both younger and older potential users proved to be interested in the customization of the search settings and in a way to save their favorite videos.

User research: pain points

1

Profile

Having a profile can provide a more personal feeling to the user and increase their time of interaction with the product.

2

Search settings

Refining the research is an effective method to find specific themes, video lengths, or how-to videos.

3

Save videos

Saving videos in different folders can minimize the struggle of switching between different apps in order to find the same type of content.

Persona: Chelsie Brook

Problem statement:

Chelsie is an active and dynamic grandma who needs a quick and easy-access website to keep trace of her favourite DIY themes in order to have fun with her family.



Chelsie Brook

Age: 76

Education: high-school

Hometown: Toronto

Family: Jamal and Erika
(her niece and nephew)

Occupation: housewife

“Stay young even at old age.”

Goals

1. Having fun following DIY tutorials
2. Save videos without getting lost in social networks
3. Learn something to share with his niece and nephew
4. Try to stay physically and mentally active

Frustration

1. Not remembering passwords from different social accounts.
2. Getting lost or distracted in too big video data-base site (YouTube)
3. Not having much time for each session

Character's story

Chelsie is a lovely grandma, she spends most of her time at home. Her husband passed many years ago and she dedicated her life to Jamal and Erika (her niece and nephew). She loves spending time with them having fun with entertaining activities. DIY was a passion of her husband, doing it with her family makes her feel him still close.

Persona: Brenda Watson

Problem statement:

Brenda is a middle-aged woman who would love to challenge her limits and learn new skills by restoring her partner's house.



Brenda Watson

Age: 45

Education: Some college

Hometown: Pasadena

Family: Her partner Kyle, her cat Sugar

Occupation: DMV

Why should I ask for help?

Goals

1. Learn more about woodworking
2. Organize her many passions
3. Be more independent
4. Restore her house by herself

Frustration

1. Having too much free time
2. She hates social networks
3. Feeling distant from Kyle profession (he's a carpenter)

Character's story

Brenda has been a loner for a very long time. During this period she grew up strong and independent. She hates asking for help even for the smallest thing. She started dating Kyle almost 5 years ago and they moved in their parent's house. It's a pretty old house and it should be reframed and restored. Kyle is a carpenter and has a very little time for that, Brent would love to help but she doesn't know enough about DIY.

Chelsie's journey map

Mapping Chelsie's journey revealed how important it would be for users to have access **to filters** in the search page.

Persona: Chelsie

Goal: Being able to search effectively for entertaining videos to show to her niece and nephew.

ACTION	Register in the web site	Personalize the profile page	Search for content	Saving videos for later	Searching in the folder for the video save
TASK LIST	A. Access the website B. Create a profile C. Confirm the profile through email	A. Reach the profile page B. Adjust personal information C. Add interests and passions	A. Reach the search page B. Filter the research according to the desired theme C. Click on one of the result	A. Open a video B. Save on the platform C. Choose an existing folder or create one D. Complete the saving	A. Reach the favorite videos section B. Click on the folder C. Click on the video
FEELING ADJECTIVE	- Unsure on how to proceed	- Worried about giving her personal information to the website	- Excited to making progress and finding interesting videos	- Satisfaction for having something to show to her niece and nephew	- Excited to show to her family what she was capable to save for later
IMPROVEMENT OPPORTUNITIES	- Having a fix header with a clear suggestion where to sign-in	- Asking for consent to register personal informations	- Having a preview of few second running for each video if selected	- Provide the customisation of naming the folder	- Provide the edit function for each folder (delete a video or a folder)

Brenda's journey map

Mapping Brenda's journey revealed how vital it is to have a **history page** to keep track and store browsing informations.

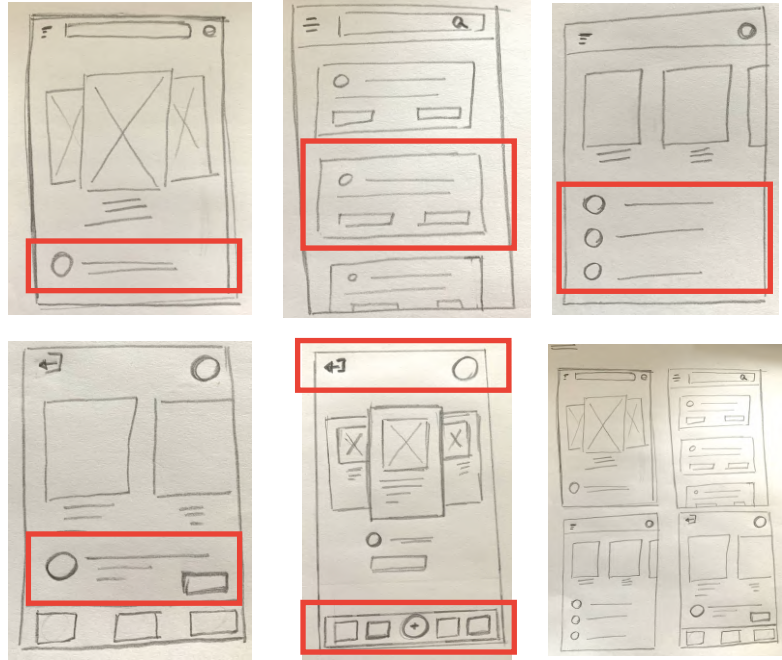
Persona: Brenda

Goal: Store interesting videos to learn how to improve her skills

ACTION	Register in the web site	Adding personal interests or passions	Search for content	Saving videos for later	Searching in the chronology page
TASK LIST	A. Access the website B. Create a profile C. Confirm the profile through email	A. Reach the profile page B. Search for new interests C. Add interests and passions with the plus button	A. Reach the search page B. Filter the research according to the desired theme C. Click on one of the result	A. Open a video B. Save on the platform C. Choose an existing folder or create one D. Complete the saving	A. Reach the chronology section B. Click a video on the carousel C. See the preview
FEELING ADJECTIVE	- Unsettled about being register into a social network	- Curious to see how many topics can be added	- Excited to making progress and finding interesting videos	- Satisfaction for having somewhere to start to learn woodworking	- Determined to replicate what she is learning
IMPROVEMENT OPPORTUNITIES	- Make clear in the About section that DIYERs is just a video data-base website	- Insert a clear and representative image for each topic	- Having a preview of few second running for each video if selected	- Provide the customisation of naming the folder	- Provide the delete function for recent research

Paper wireframes

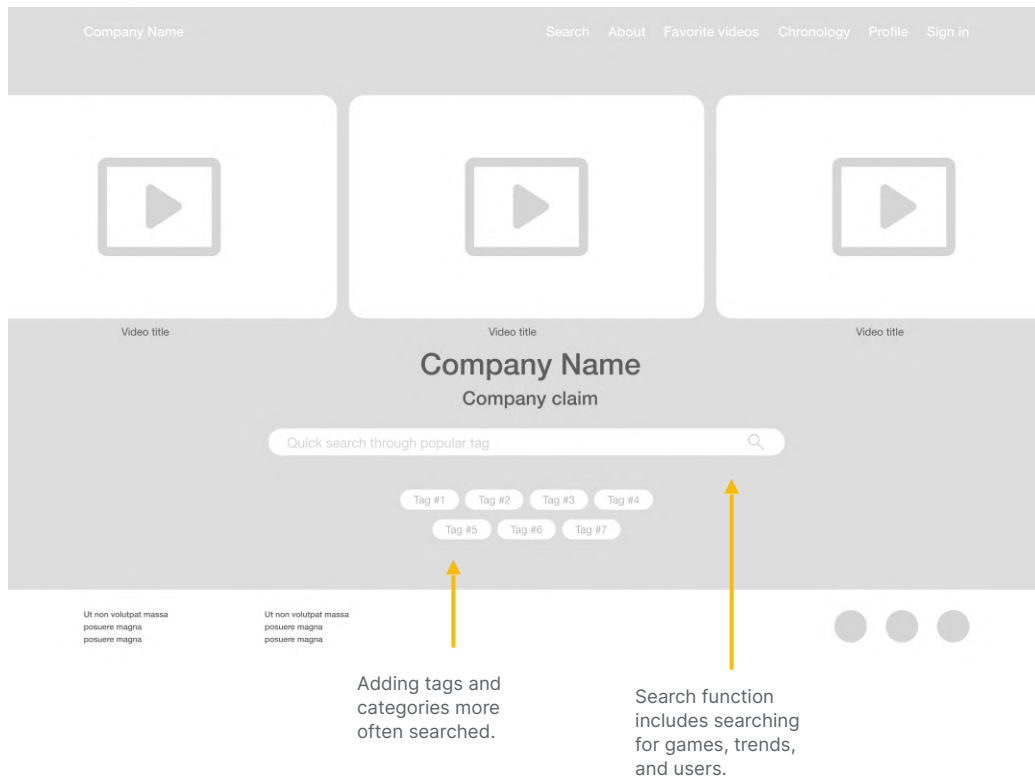
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address the users' needs.



The highlighted elements will be used in the initial digital wireframes.

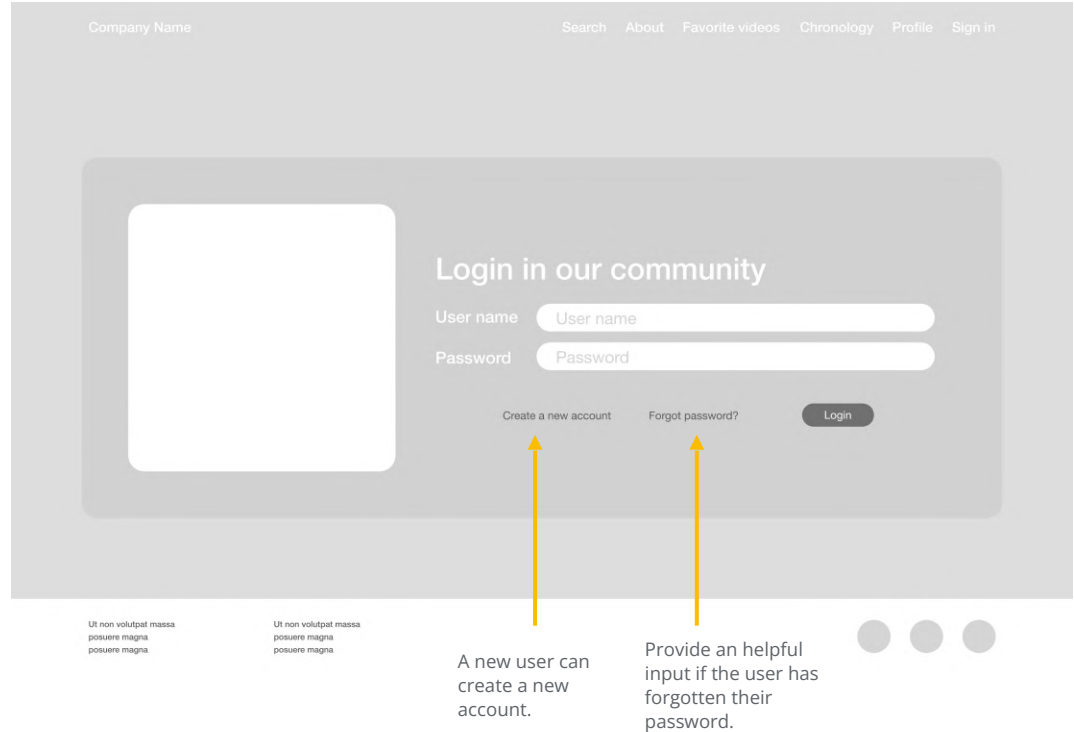
Digital wireframes

As the project developed more depth, I made sure to include a welcoming **quick search function in the homepage** in order to engage with the potential user.



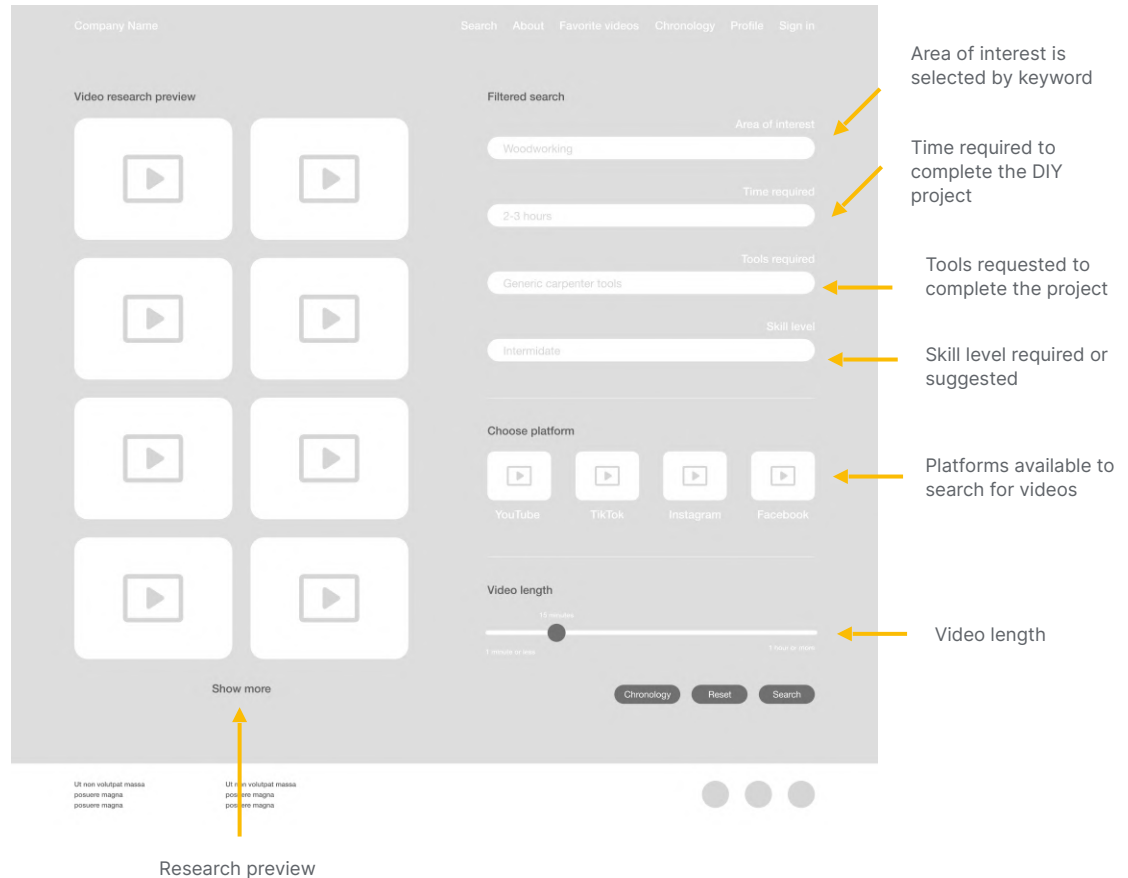
Digital wireframes

The **sign-up page** provides a more refined experience with suggestions, chronology and favourite videos enabled for the users' experience.



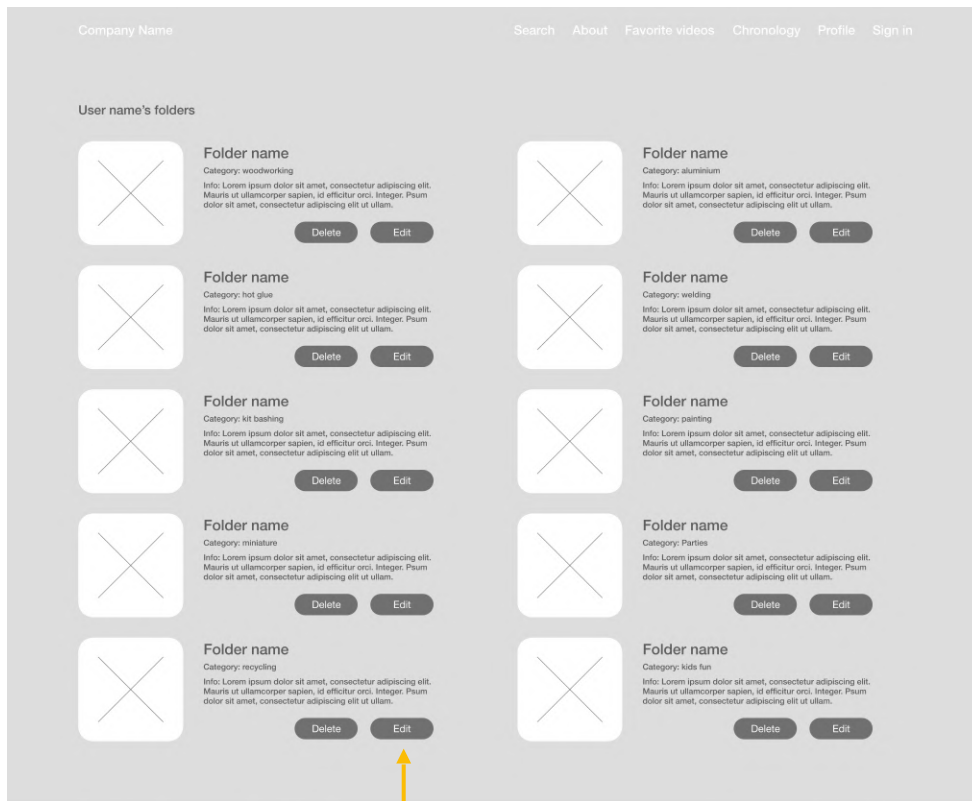
Digital wireframes

Search page provides a complete customization of the **informations** requested to provide a compelling content to the users.



Digital wireframes

Favorite videos can be saved and organized in folders created by the user. Each folder can be **named**, **tagged** and **deleted** or **modified**.

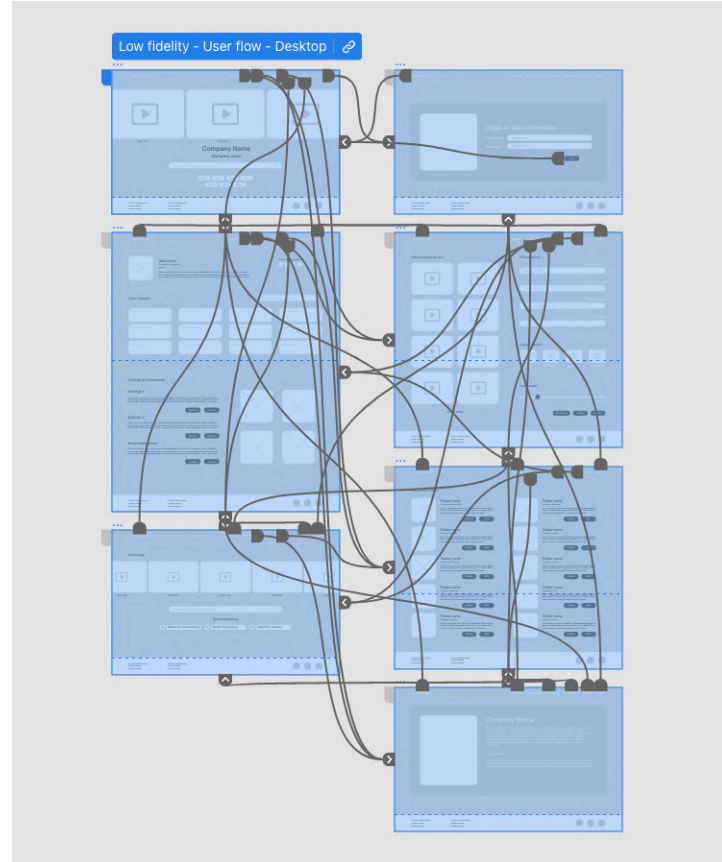


Personalization is clear and effective with CTA buttons

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow from logging in to customizing their experience and interacting with other users or content.

[View the DIYERs website here.](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Adding a filter in the search page
- 2 Inserting a disclaimer for personal infos
- 3 Staying consistent with fixed header

Round 2 findings

- 1 Enable the clear history option
- 2 Preview of few seconds running for each video with mouse-over

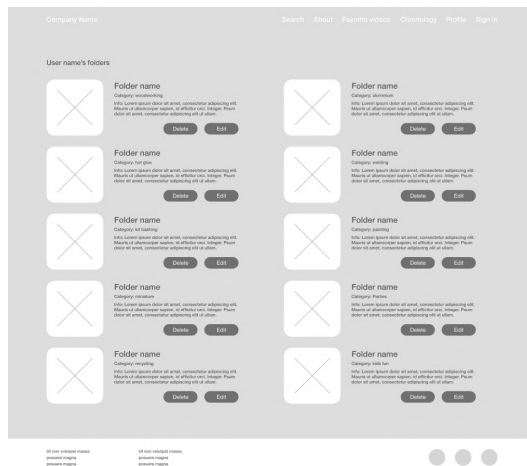
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

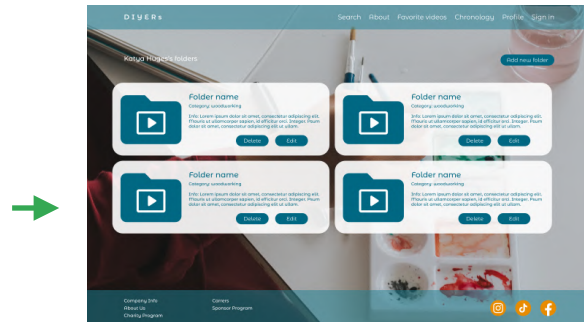
Mockups

Early designs allowed for some customization, but after the usability studies, I added a new **CTA button** option on the right corner to easily create a **new folder**.

Before usability study



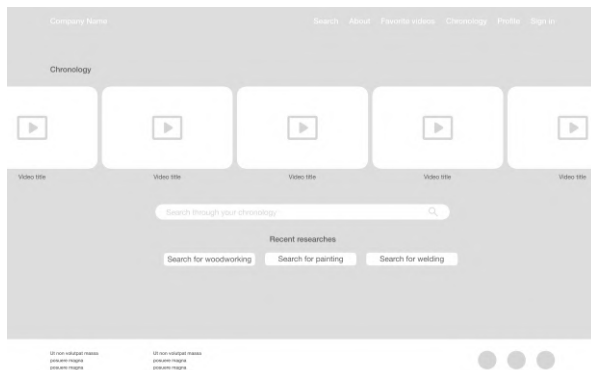
After usability study



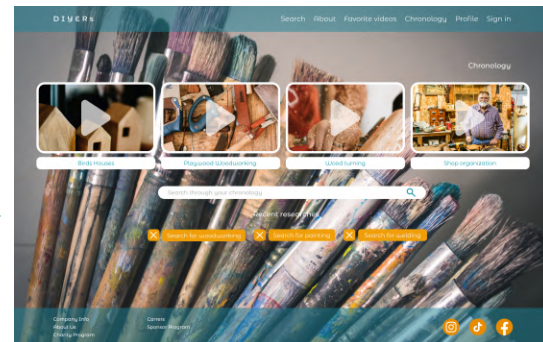
Mockups

After the **first round of usability tests**, I implemented a **delete prompt** for **recent researches** to improve the already existing themes list.

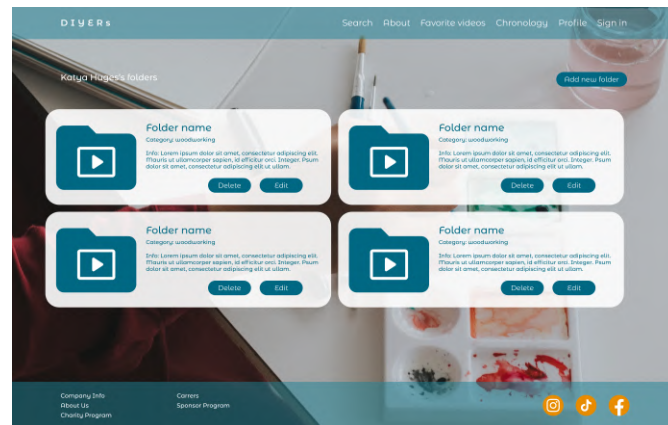
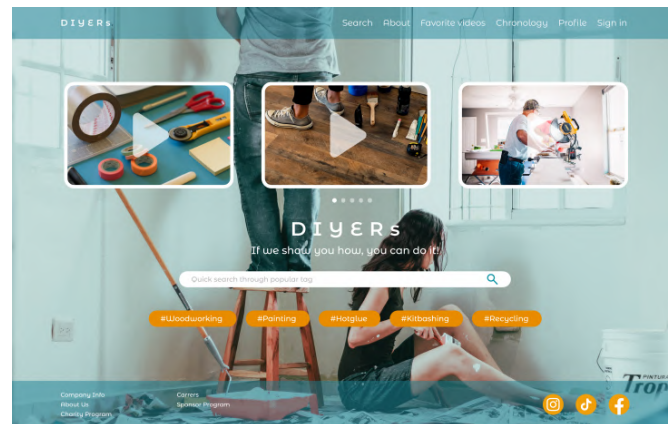
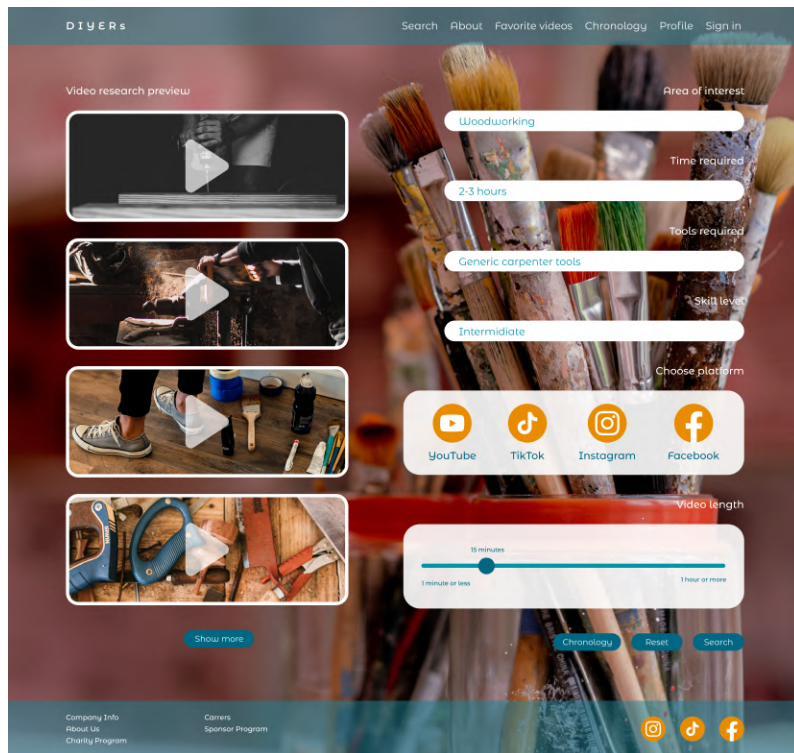
Before usability study



After usability study



Key Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows to navigate the app and its contents. It also met the users' needs for visual accessibility.

[View the DIYERs website here.](#)



Accessibility considerations

1

Provided access to users who are visually impaired through adding a choice approved contrast ratio.

2

Added a quick research prompt into the chronology page to access previous researches.

3

Having different sections of each page labeled in order to make the overall experience more accessible through AT.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The overall experience can be adjusted for a wide range of users, from casual viewers of the main page to regular users with a profile. The interaction with many other social networks can provide a more protected environment for older users or people that are against the concept of it.



What I learned:

While designing the DIYERs website, I learned that the first draft of a brand identity is only the beginning of a long process. Usability studies and peer feedback influenced each iteration of the design.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users have experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the DIYERs website!
If you'd like to see more or get in touch, my contact information is provided below.

Email: alessandro.parretta@icloud.com

Website: alessandroparretta.com

Thank you!