

Servitmo

UX/UI Process Guide

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About

The Problem

Police and paramedic response is weak when it comes to homelessness, mental health crises and lacks effectiveness, compassion, and is very costly for those impacted.

The Solution

The Servitmo app functions in reporting help for homeless individuals and individuals with mental illness who are experiencing behavioral or emotional crisis and dispatches trained compassionate responders to assist.

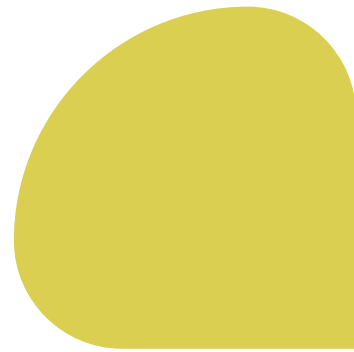


Onliness

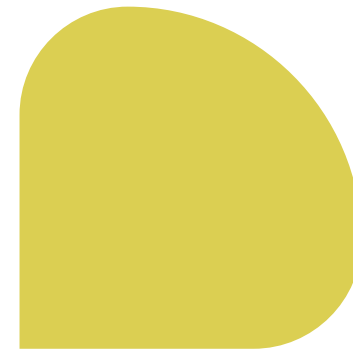
- + Focused in Tenderloin, San Francisco
- + Compassion training for all responders
- + No billing and no cost to taxpayers
- + Realtime crisis reporting mobile app
- + Uses alternative approaches such as music and art

Brand Pillars

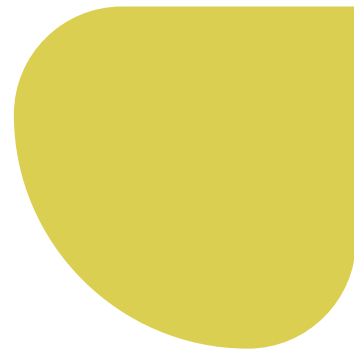
Supporting



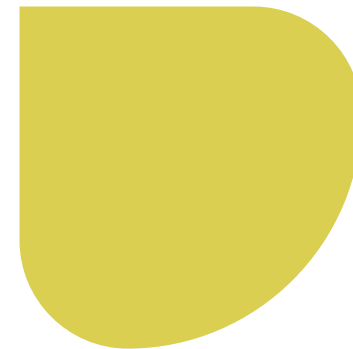
Diverting



Connecting



Preventing



Users

Residents

Families

Businesses

Cops

Service Providers

I tried to keep these users in mind while designing the app and making decisions throughout the project.



Colors

Chosen palette

These were the final colors chosen for the Servitmo app.

Final Color Palette



Why these colors?



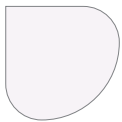
These blue colors were chosen because blue is the color of tranquility, calmness, trustworthiness, and more. It is also considered the “nirvana color” and promotes physical and mental relaxation.



These shades of yellow were chosen due to the fact that the color yellow represents positivity, cheerfulness, and optimism. The chartreuse shade was chosen to also give the brand a more modern feeling and make the app seem more approachable for younger users while attracting attention in general.



This burnt orange hue was chosen in that orange is the color of success and achievement, which aligns with the empowering brand voice.



Lastly, this iridescent white color was chosen for the fact it represents safety, protection, and purity. This final color would make the overall palette feel lighter and brighter.

Typography

Comfortaa Bold

Closer in community.

Open Sans

Serving our community, one tap at a time.

Personas

Maya Palmer

Police Officer



<p>"It's difficult to respond to so many reports."</p> <p>"I see myself as a protector and enforcer."</p> <p>"My job can be stressful and frustrating."</p>		<p>Says</p>	<p>"I have to be tactful when dealing with someone emotionally disturbed."</p> <p>"I have to be calm."</p> <p>"I think I'm in good shape."</p>		<p>Thinks</p>
<p>"I worry about my safety sometimes."</p> <p>"I am committed to my work."</p> <p>"It is my duty to help those struggling with a mental health crisis."</p>					
<p>Patrol the streets</p> <p>Help citizens</p> <p>Look out for dangerous/suspicious activity</p> <p>Report crimes</p>		<p>Does</p>	<p>I feel connected to most of my community.</p> <p>I feel like I unintentionally intimidate citizens sometimes when responding.</p>		<p>Feels</p>
<p>Write reports and do paperwork</p> <p>Communicate with the station</p> <p>Detain, interview, interrogate suspects/offenders</p>			<p>It's stressful when my morals conflict with department precedents.</p> <p>I feel conflicted whether to use weapons or not.</p>		

Personas

Daniel Velazquez

Father, Resident, Dental Hygienist



"I want my family to be safe."

"I worry taking my kids through the city sometimes."

"I try to donate if I see someone in need."

"I hear my other coworkers talking about what's happening and it makes me uneasy."

"I try to avoid areas that I know are popular and crowded."

Says

"It smells like feces."

"I need to be a good example for my kids."

"Why aren't the police doing anything?"

Does

Takes kids to daycare

Goes to work

Takes car to go to work
in the morning

Cleans patients' teeth

Walks out to go get
lunch with coworkers

Mows the lawn

Goes on a daily jog every morning before work

Thinks

"I don't know how to explain what is happening to my kids."

"Should I seek employment somewhere else?"

Feels

I'm worried that my kids
will grow up being
afraid.

I feel uneasy seeing
used needles on the
street.

I feel worried when I see
citizens dealing drugs
on the street.

I feel sad seeing so many people that are homeless.

Personas

Thomas Morgan

Father, Disabled Veteran, Homeless



<p>"I sleep wherever I can."</p> <p>"No one understands what it's like."</p> <p>"I don't know where my next meal is coming from."</p>	<p>"I feel like life isn't real anymore."</p> <p>"You can't trust anyone but yourself."</p> <p>"Things haven't been the same since coming back from the war."</p>	<p>Says</p>	<p>"I love my country, but I hate the government."</p> <p>"There is no hope for me."</p> <p>"Will my stuff be there when I get back?"</p>	<p>"I hope there won't be a storm soon."</p> <p>"I feel alone."</p> <p>"Where are my kids now?"</p> <p>"I hope I don't get sick."</p>
<p>Applies for jobs</p> <p>Finds a place to sleep</p> <p>Searches for medical care</p>	<p>Finds a place to wash up</p> <p>Look for a food kitchen</p> <p>Tries to seek educational opportunities</p>	<p>Does</p>	<p>Feels</p> <p>It's hard to stay alive.</p> <p>I feel like others judge me because of my situation.</p> <p>I worry that people will harass me or hurt me.</p>	<p>Only drugs ease the pain.</p> <p>I feel like I have no chance to live because landlords turn me away because of my situation.</p>

Research

Feature Prioritization

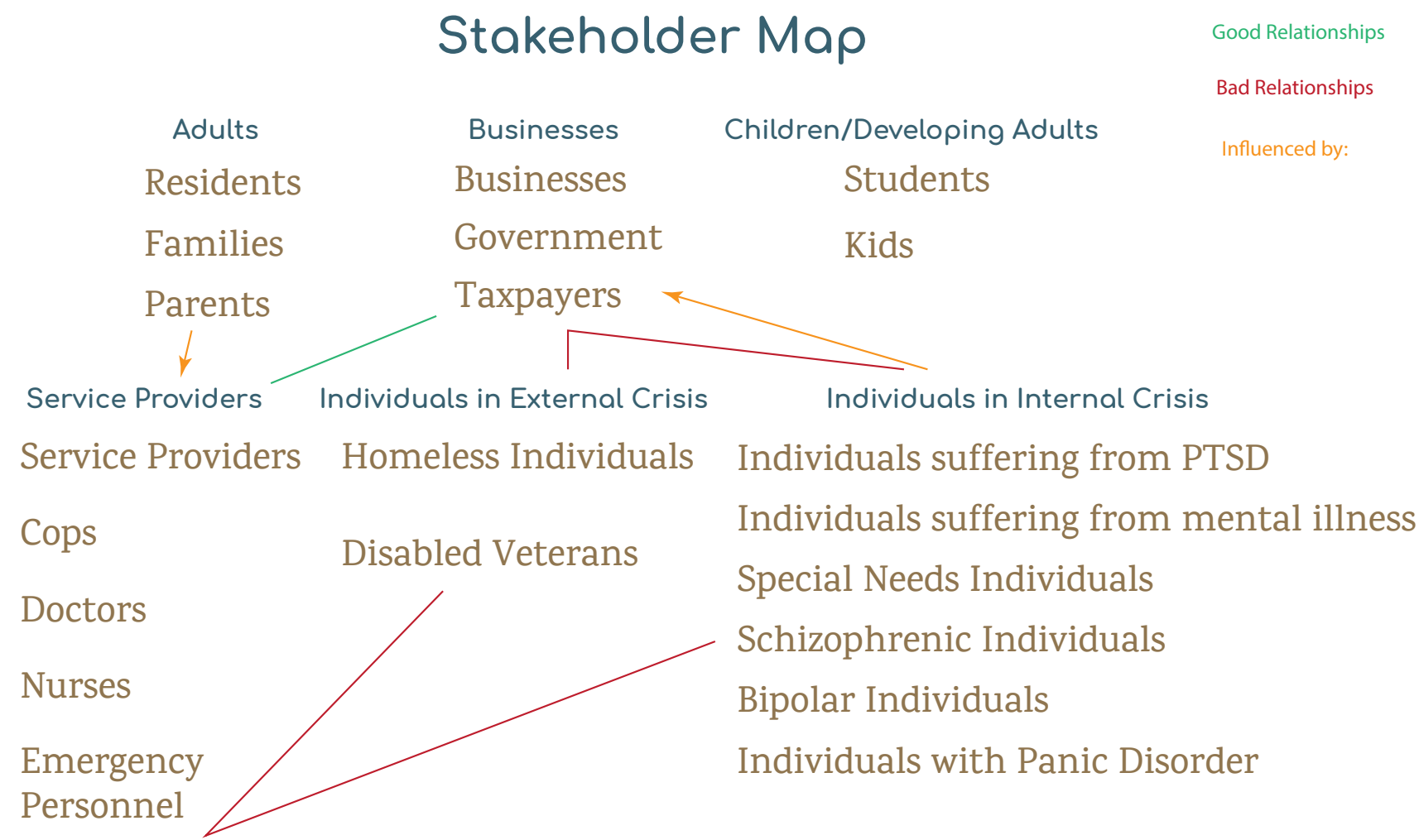
With this strategy from IBM, I organized the features that were important for the app, and listed them accordingly. I also defined the main flow for the app.

Must	Should
<div>☆ Crisis-Reporting</div> <div>Be able to call 911</div> <div>Text message that responder is on the way (in app)</div> <div>Disclaimers (only take a picture if you feel safe doing so)</div> <div>Show who has been assigned to your report/their status</div>	<div>Who's on duty?/team</div> <div>Show users a report of submitted incidents and updates</div> <div>Delete photos of incidents after report has been completed; if needed, can call</div> <div>Show alternate routes/Map</div> <div>Chat with a responder</div> <div>Do you feel safe? (Prompt after)</div>
Could	Won't
<div>How to become a servitmo member/trainee?</div> <div>Privacy information/Disclaimer</div> <div>Connect users to help in the area (If you are experiencing a crisis)</div> <div>Donation feature?</div>	<div>Notify users via text-message</div> <div>Violate privacy acts</div> <div>Feel soulless</div> <div>Alert people with the app about in-progress altercations</div>

Research

Stakeholder Map

With this strategy from IBM, I organized the relationships between each user of the app.



Research

As-is Scenario Map

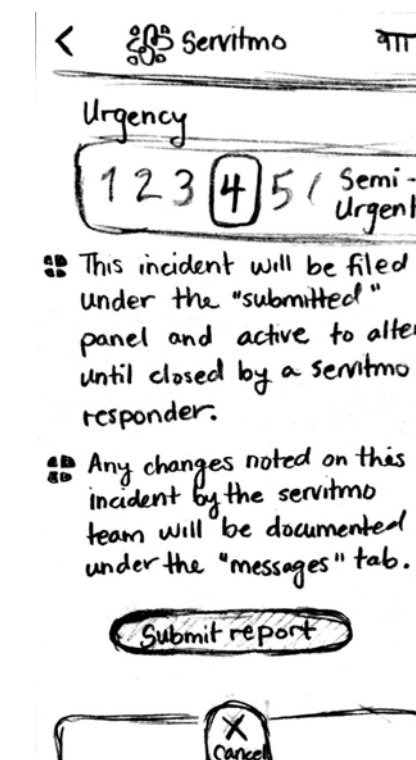
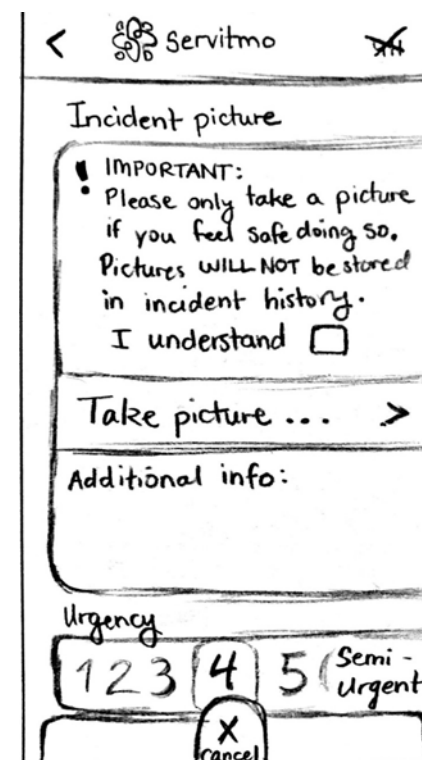
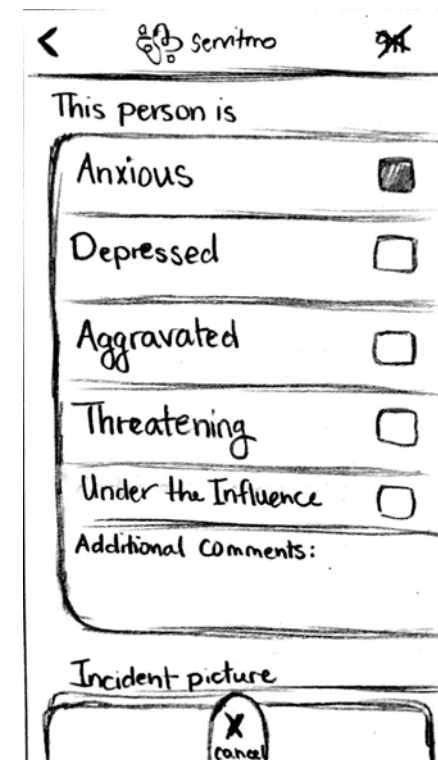
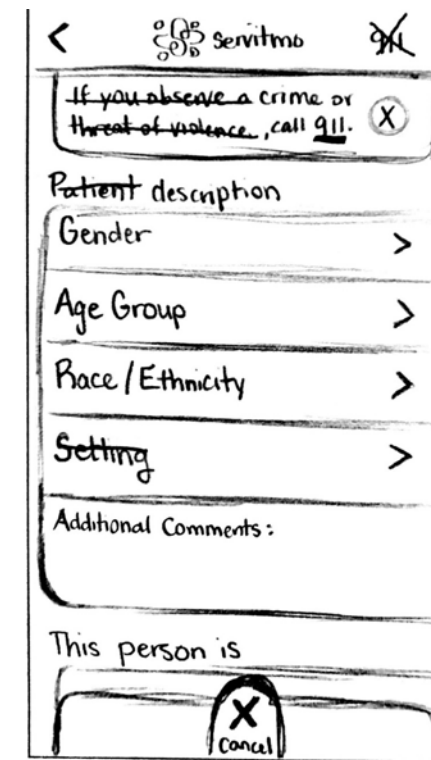
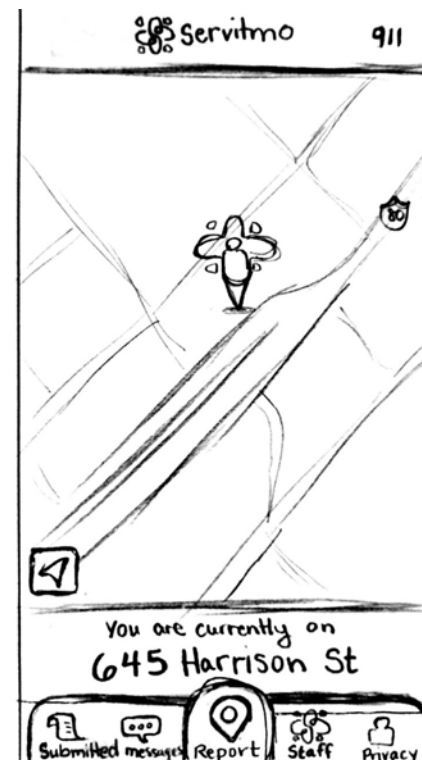
With this strategy from IBM, I wanted to come to an understanding how the user would interact with the real-time event while using the app.

	Opening App	Begin Report	Finish Report	Receive Feedback
Doing	Finding app on phone Looking around Observing the incident	Determining risk/urgency Finding current area where crisis is happening Observing the incident	Checking to see if info is correct Checking the time Closing the app	Thinking about the previous crisis they've seen Checking their phone Continuing about their day
Thinking	"I need to tell someone about this!" "Is anyone else going to do anything?" "They need help!" "Did someone else already report this?" "Will I make this situation worse?"	"I should help them." "I need to fill this out quickly." "Do I feel comfortable going around them?" "How are others around me reacting to this?"	"Are they still there?" "Okay where do I need to go now?" "I hope they receive the help they need."	"Great! I'm glad they were able to get the help they needed." "I hope they're doing better."
Feeling	Upset Scared Threatened Angry Concerned Fight/Flight Response	Worried Stressed Determined Rushed	Calm Hopeful Thoughtful Mindful	Comfortable Hopeful Thoughtful Mindful Happy

Wireframes

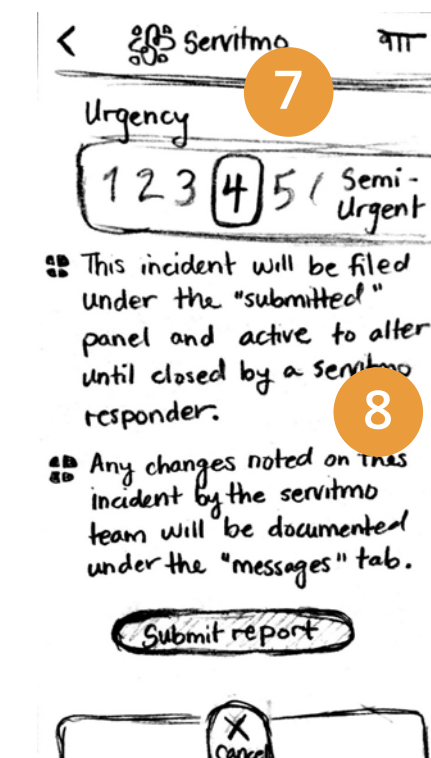
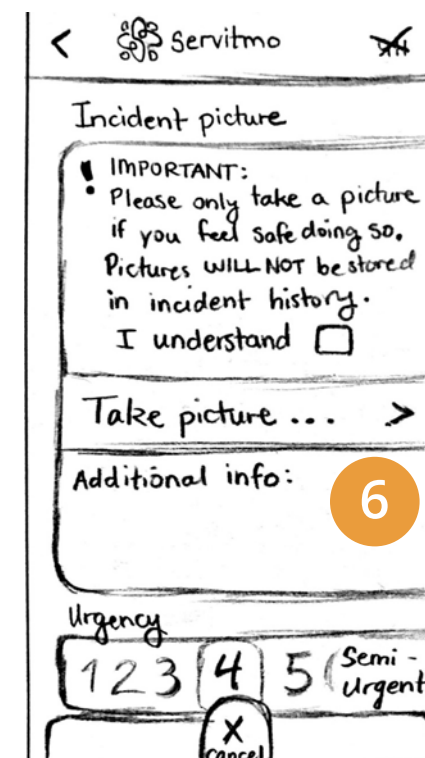
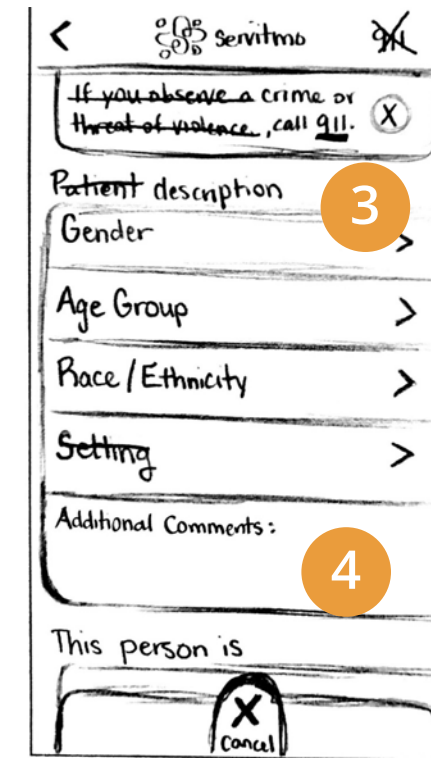
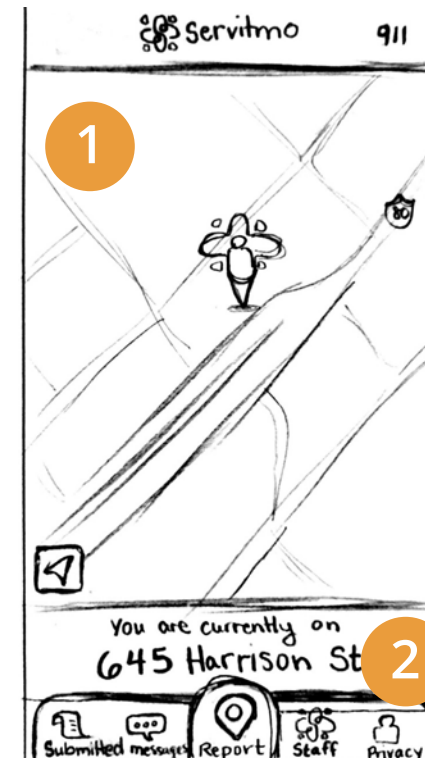
Paper Prototypes

This first iteration of the prototypes on paper was relatively successful, but with feedback I needed to add more structured content and focus more on precise wording to get an empowering feeling accross.



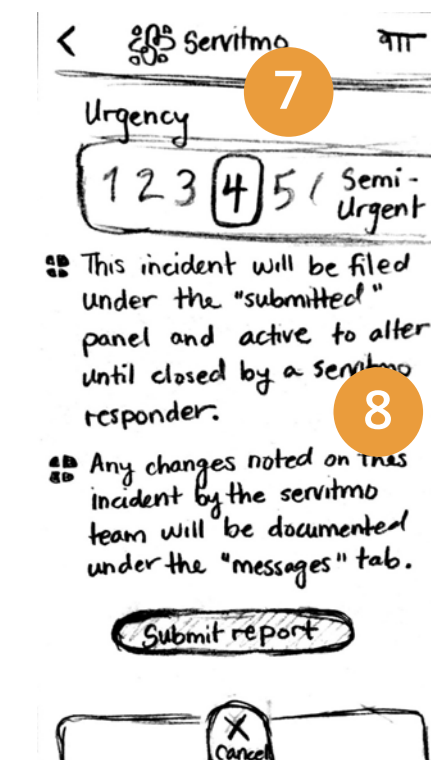
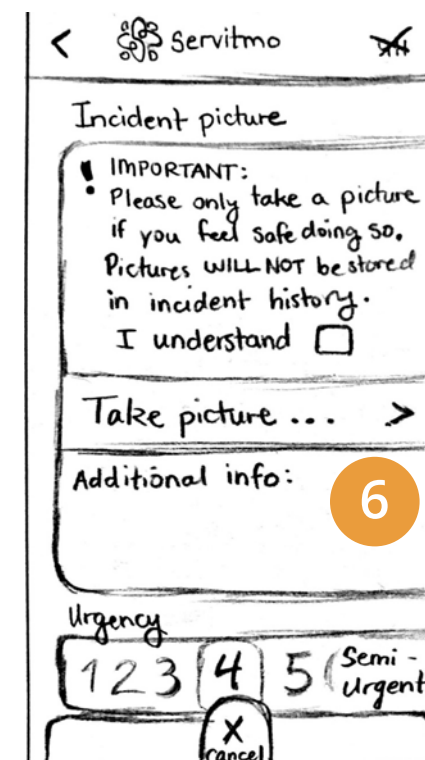
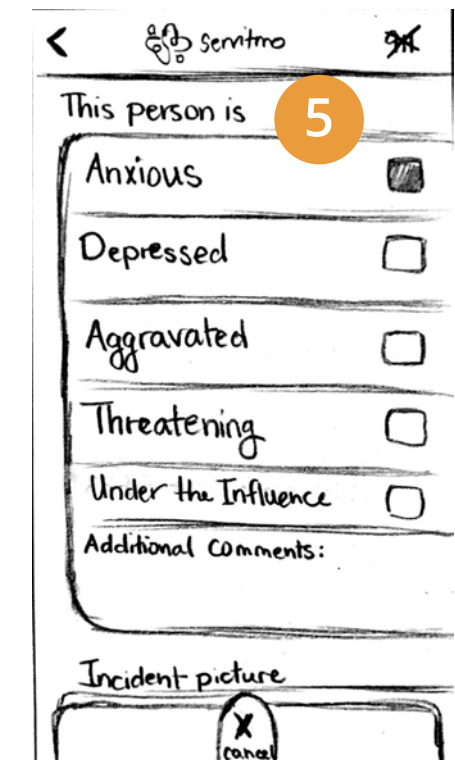
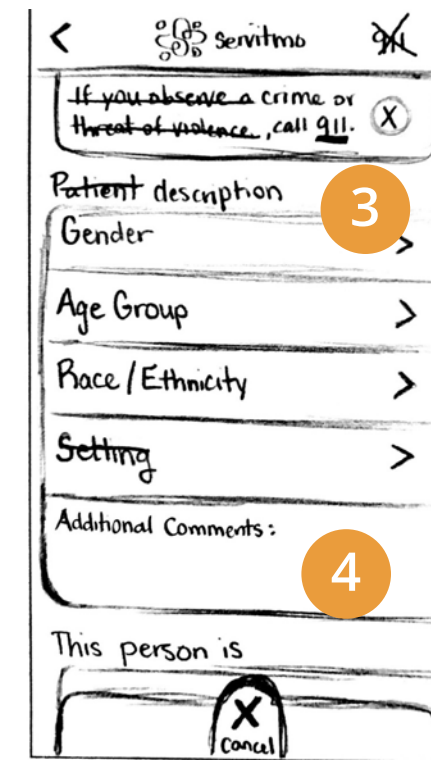
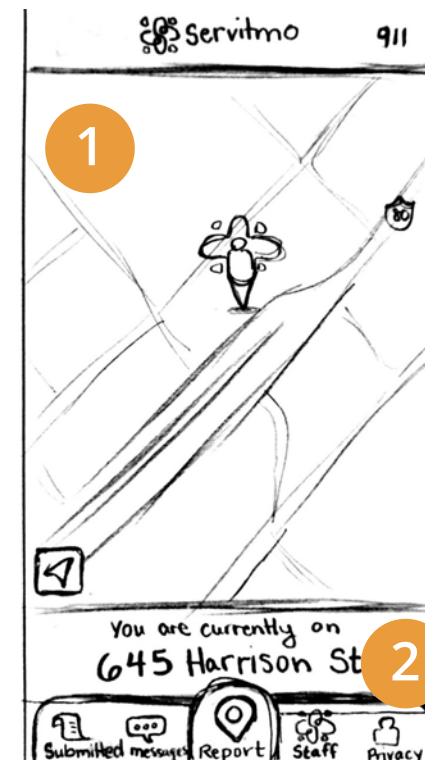
User Testing and Feedback

- 1 "Can you see where other responders are on the map?"
- 2 "There are too many options on the toolbar, it feels busy."
- 3 "Be clearer with the wording and make 911 a link."
- 4 "Can you add another description for another person?"
- 5 "Scrolling down to this point makes the information feel like too much."



User Testing and Feedback

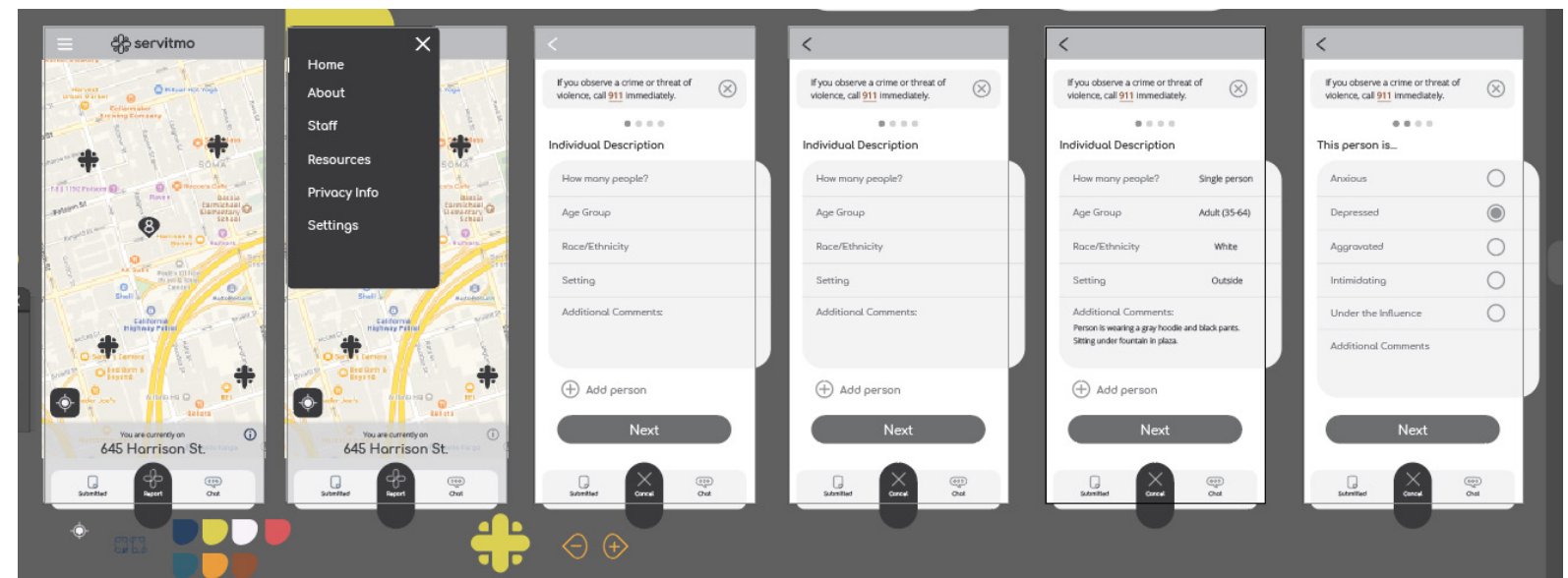
- 6 "Once you take pictures, where do they go?"
- 7 "I feel like if you select '1', no one will show up."
- 8 "There's a lot to read here, I feel like it slows the user down too much."
- 9 "I think having a burger here can reduce the space used on the toolbar."
- 10 "Can you fill in a report for yourself?"



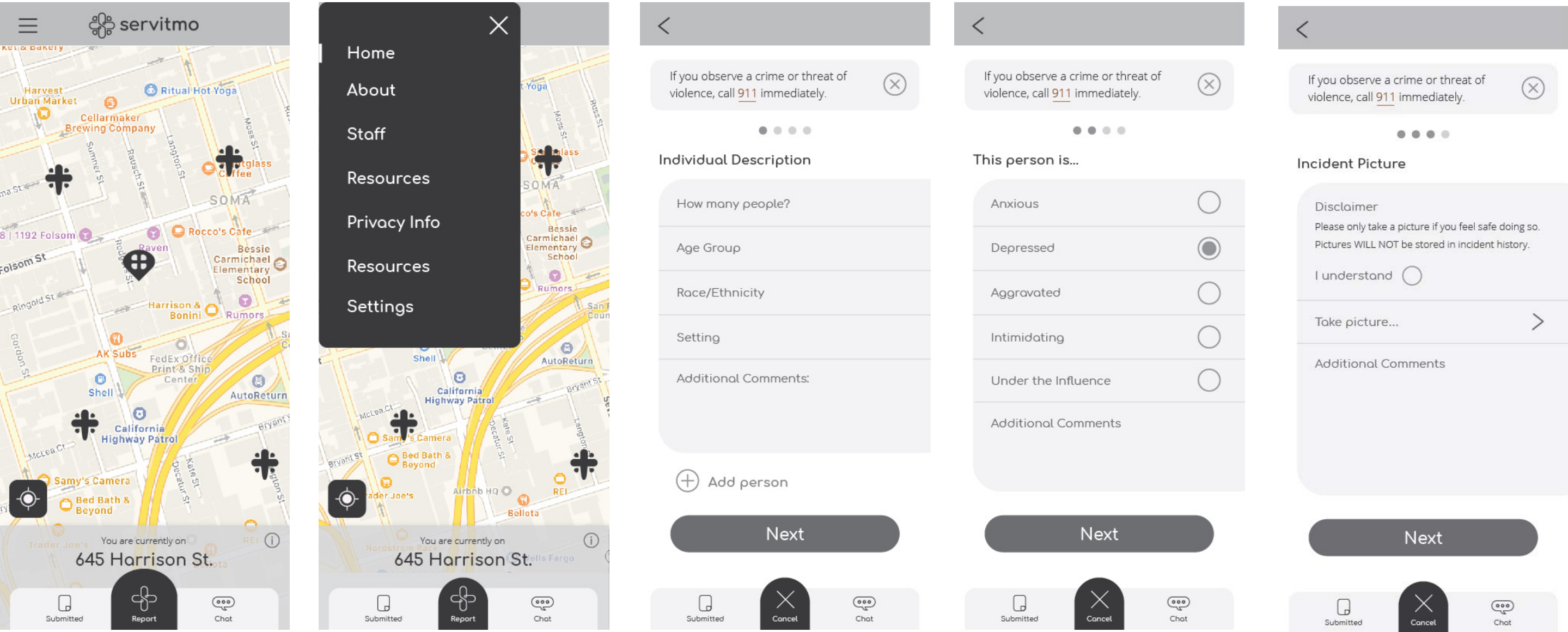
Wireframes

Online Prototypes

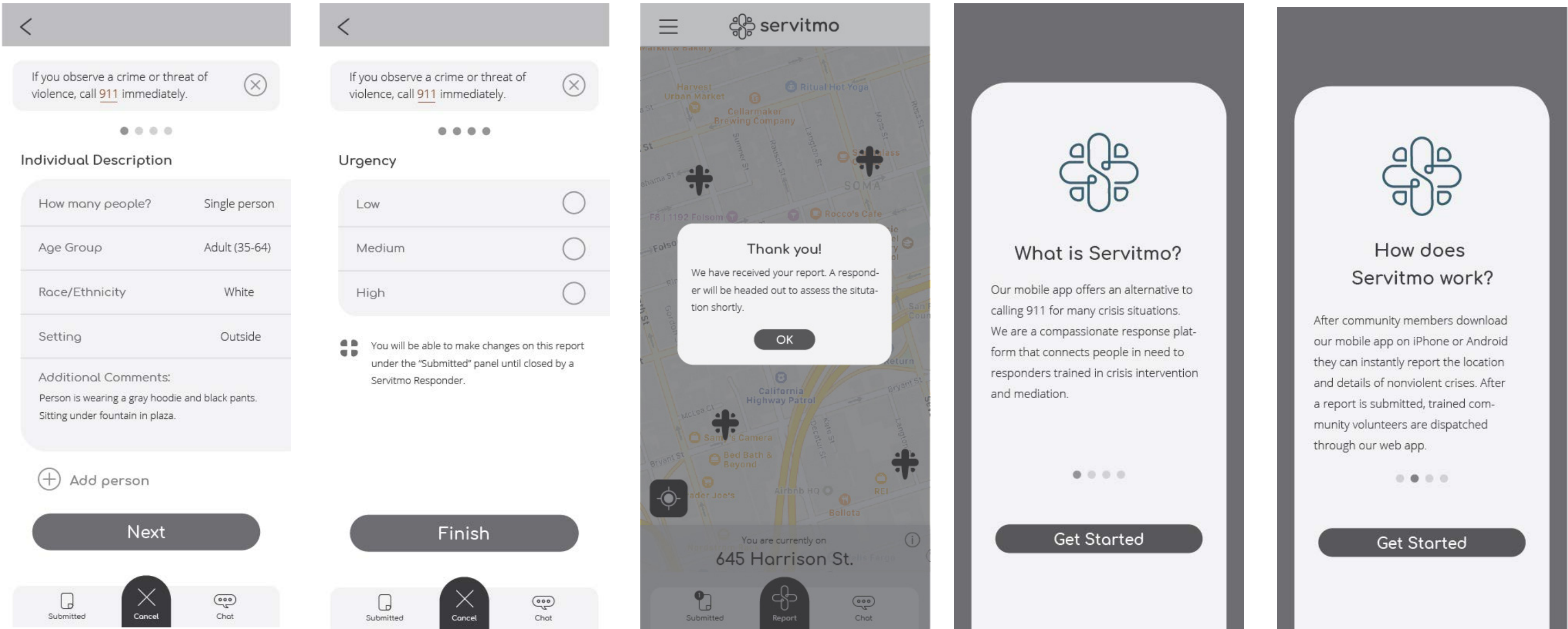
This second iteration of the prototypes on paper needed work, but with feedback these would further develop in content and style.

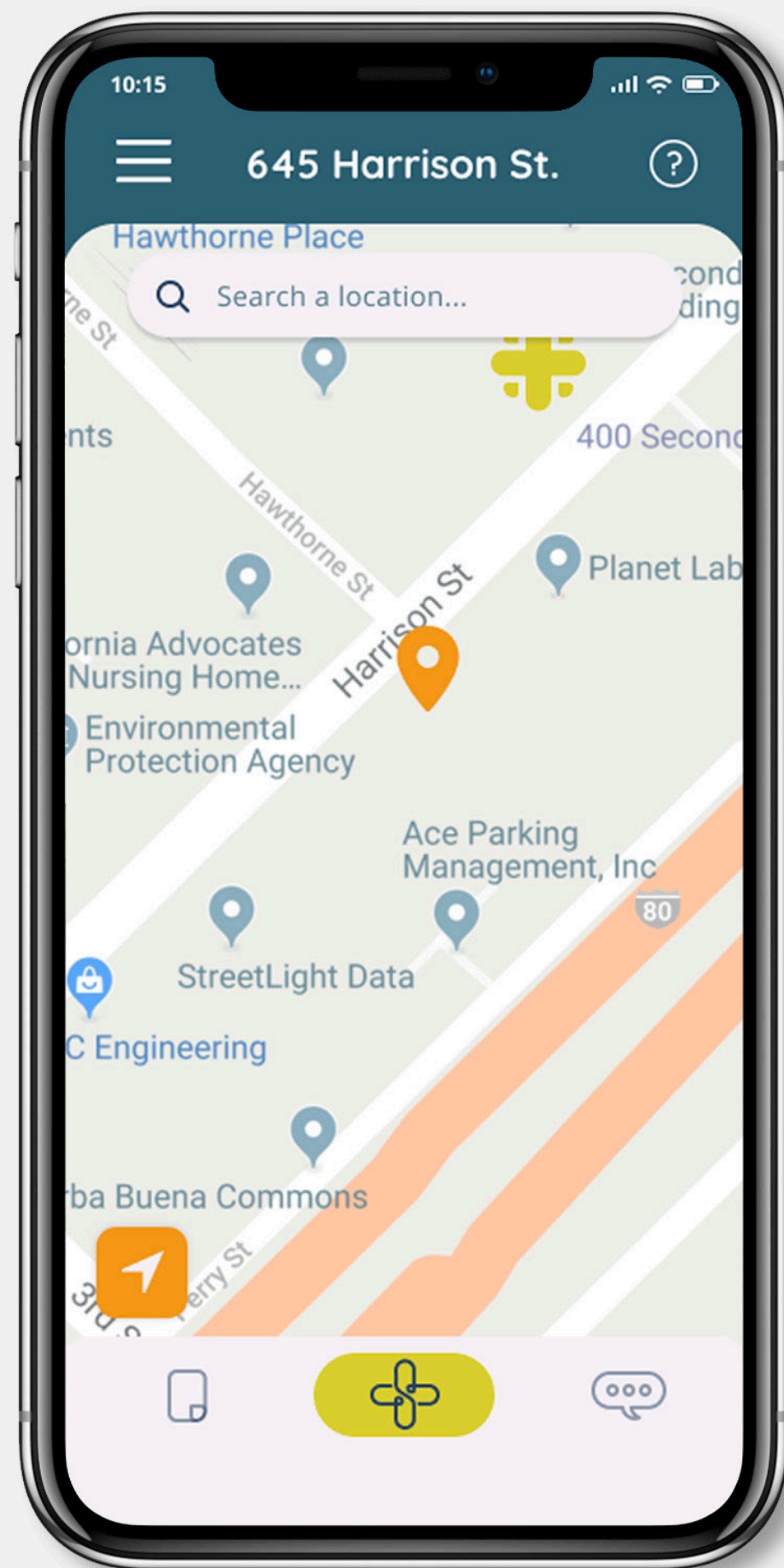


Wireframes



Wireframes





Final Outcome

The App

The final version of the app is created and mocked up in Figma.

View on Youtube

<https://www.youtube.com/watch?v=Gp-2W0HK2clk>

