

DMK Builds

Kensaun Vadnais

Project overview



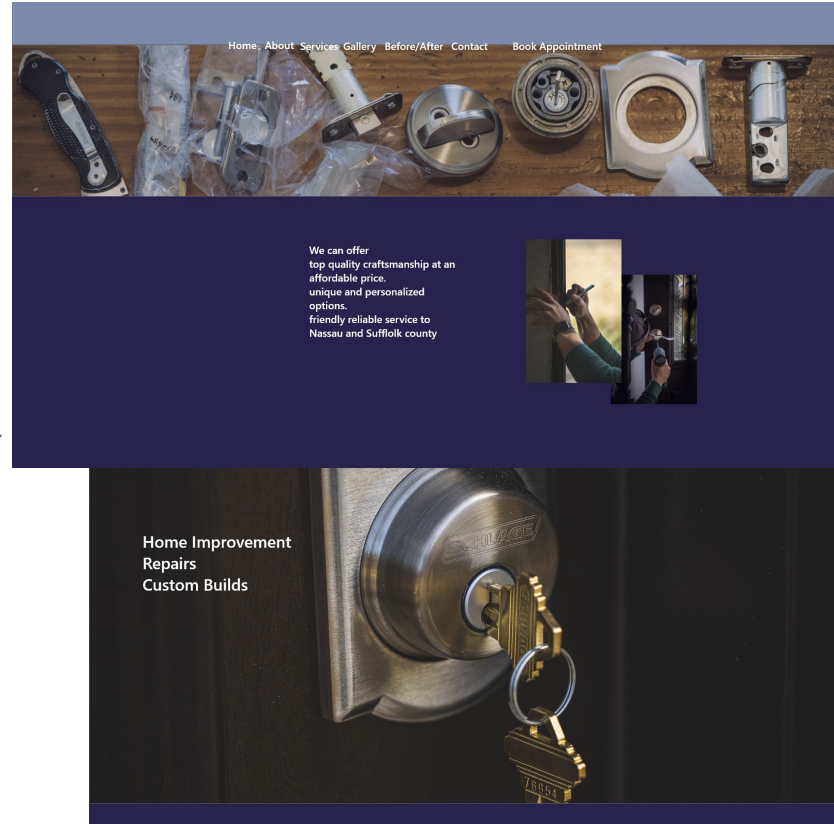
The product:

DMK Builds is a small construction company that offers custom builds at an affordable price. The typical user is a new or prospective home owner that is looking for an affordable option for home repairs or renovations



Project duration:

January 2023- March 2023



Project overview



The problem:

Many Handyman websites have a cluttered outdated feel to them and offer no clear simple way of a checkout process



The goal:

We wanted to create a simple creative website for a small construction company that offers users a clear idea of what the company offers and a simple way to book the handyman.

Project overview



My role:

Lead UX designer on the DMK Builds website.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users have trouble finding a quality handyman at an affordable price. Many websites were outdated and unclear, in addition these sites lacked an option to book a handyman and instead only offered a contact number and nothing else. This caused an already potentially stressful situation to become even more so.

User research: pain points

1

Pain point

Construction website designs are often busy, which results in confusing navigation

2

Pain point

Lack of action buttons sometimes makes it difficult for users to select an option for service.

3

Pain point

Construction/Handyman websites don't provide an engaging browsing experience

Persona: Name

Problem statement:

Robert is a part time construction worker who needs a handyman to assist with some projects around the house. As he gets older Robert is unable to complete all the projects he used to when he was younger.



Robert

Age: 55

Education: High school GED

Hometown: Bogata, Colombia

Family: Married, 2 kids 1 grand child

Occupation: Construction

"We need to accept that we won't always make the right decisions, that we'll screw up royally sometimes—understanding that failure is not the opposite of success, it's part of success."

Goals

- Watching his grandchild grow up
- Working towards retirement
- Starting a small coffee shop

Frustrations

- Dealing with tinnitus from years on the job
- Understanding rapidly changing technology
- Learning English to better communicate with grandchild

Born just outside of Bogata, Robert is a construction worker who now resides in Queens, NY he works the night shift on various construction projects and likes watching movies to help him learn english. His Son married a native New Yorker and they have one child together. Robert would like to retire and spend more time with his grandson and any future grand children.

User journey map

I created a user journey map of Robert's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Robert

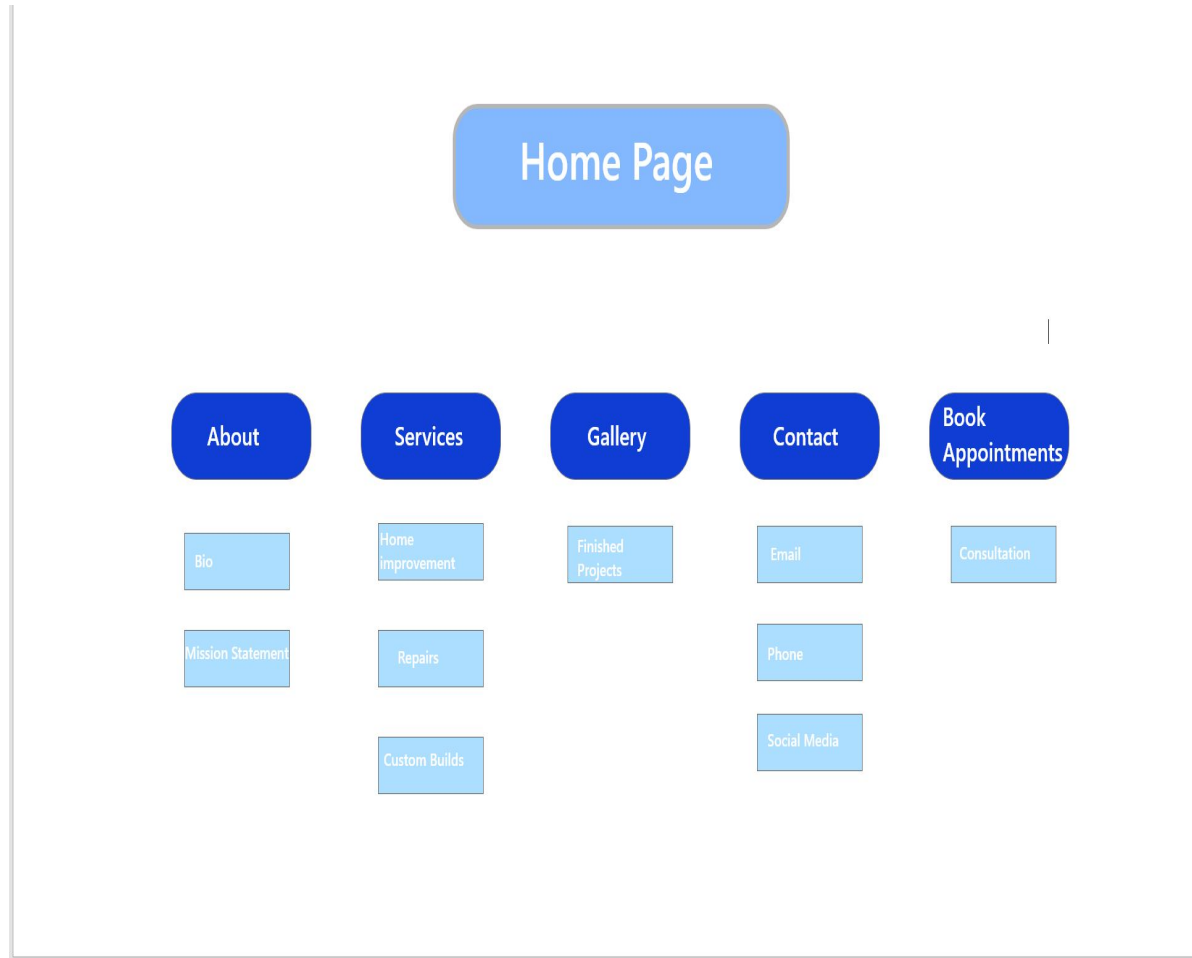
Goal: to find an affordable handyman who does quality work

ACTION	Choose a Handyman	View "about me" page	View Gallery	Book Appointment	Confirm Appointment
TASK LIST	Tasks A. Search for a handyman B. choose an affordable option	Tasks A. Click on "about me"	Tasks A. View the gallery B. View the before/after images	Tasks A. Click Book appointment B. fill out contact information	Tasks A. confirm details on confirmation page
FEELING ADJECTIVE	Nervous about quality of work and cost	Empathizes with the handyman's journey	Intrigued and excited at the quality of work	Comforted by the simplicity of the book now option	Relieved that the process was so straightforward
IMPROVEMENT OPPORTUNITIES	Profile page of the handyman could have a clearer image	Looks ok just need a little more details on background	Would like if you click on an image for it to enlarge to view easier would also like pricing	Color of the book appointment button needs revising	Need to add an option for text back

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

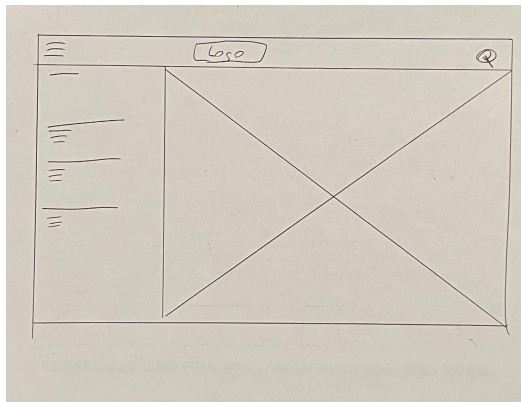
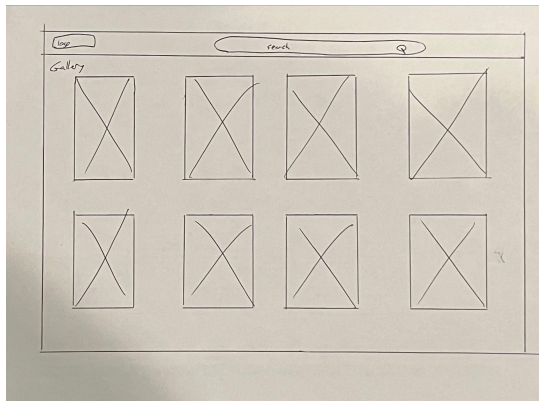
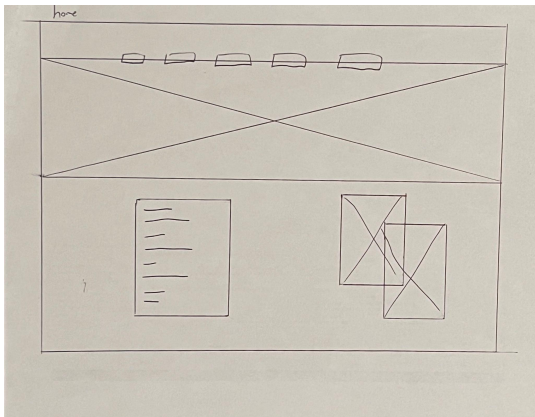
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

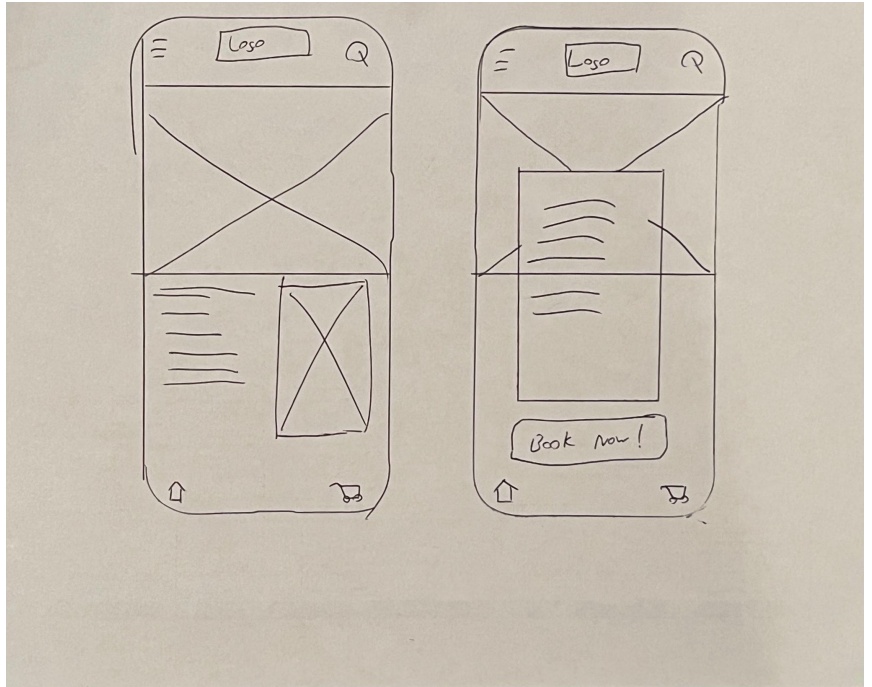
Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The paper wireframe variations to the right focus on optimizing the browsing experience for users.



Paper wireframe screen size variation(s)

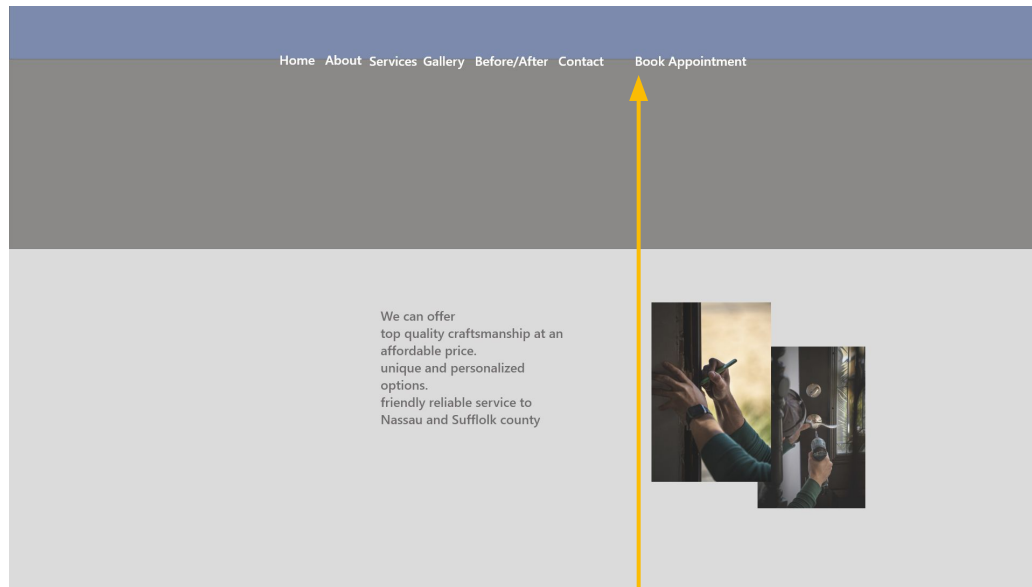
Because DMK Builds customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

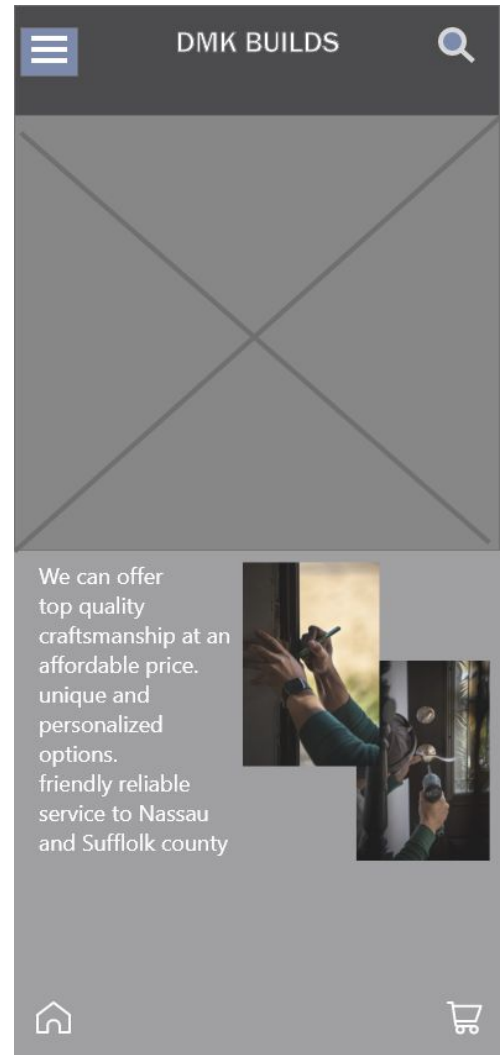
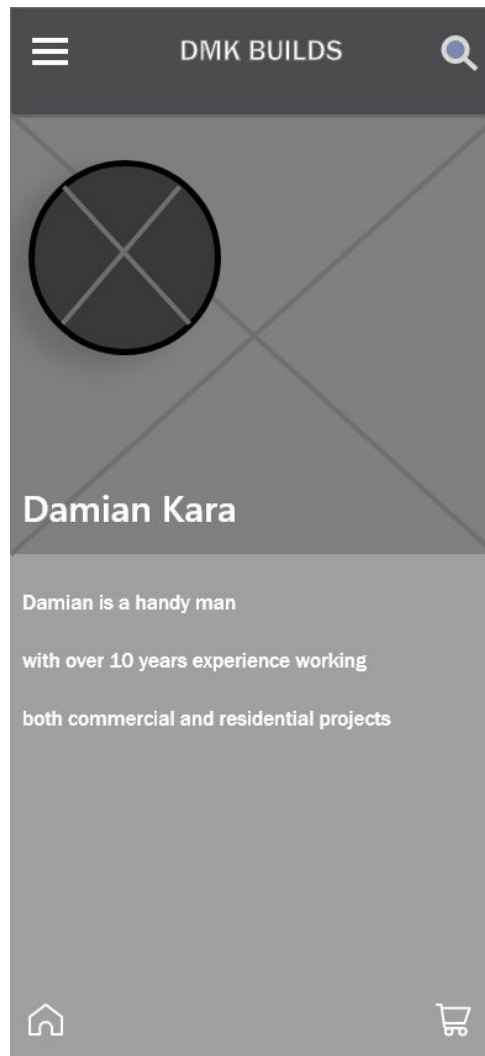


Homepage is optimized for easy browsing through the carousel of images and nav menu options

Easy access to shop products

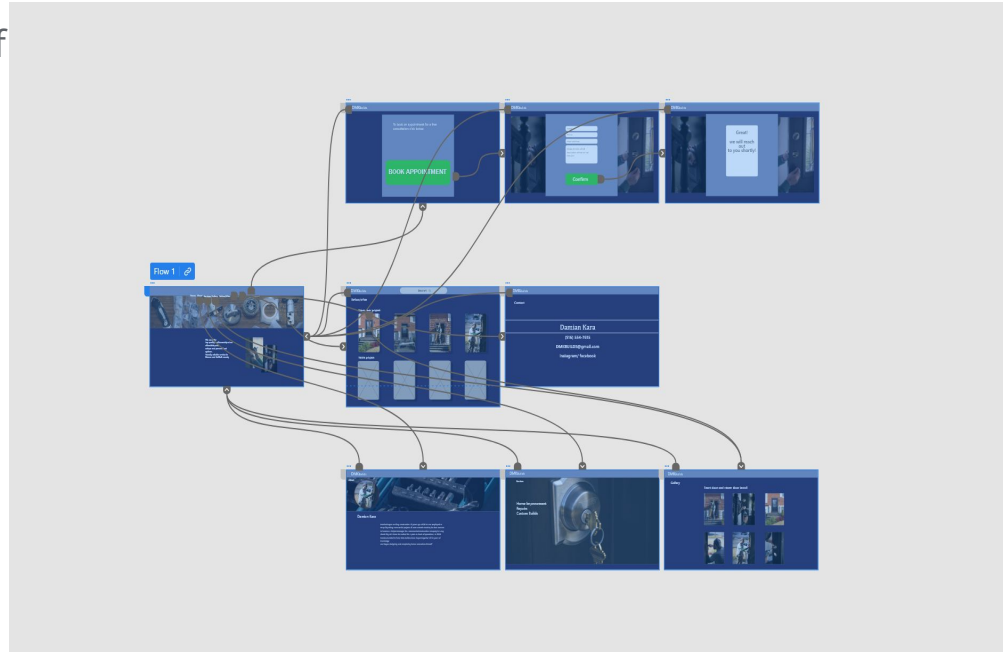
Digital wireframe screen size variation(s)

We made several screens for a mobile device which we feel a significant amount of users will be using.



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out. At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



<https://xd.adobe.com/view/e2b8568c-1c51-4624-8692-de72d6f3b1ba-b7eb/?fullscreen>

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the findings of the usability study

1

Finding

Users were able to successfully navigate the whole site

2

Finding

Users wanted a way to be able to input their contact information for a call or text back.

3

Finding

Users found the book now option very helpful but would like more information on pricing.

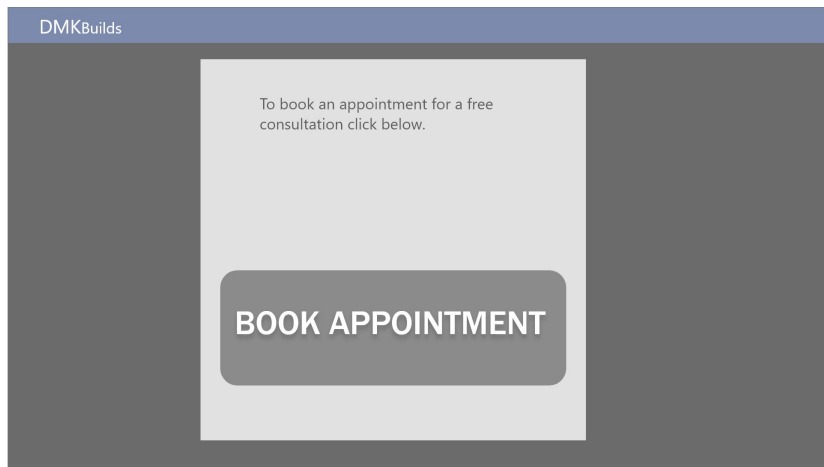
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

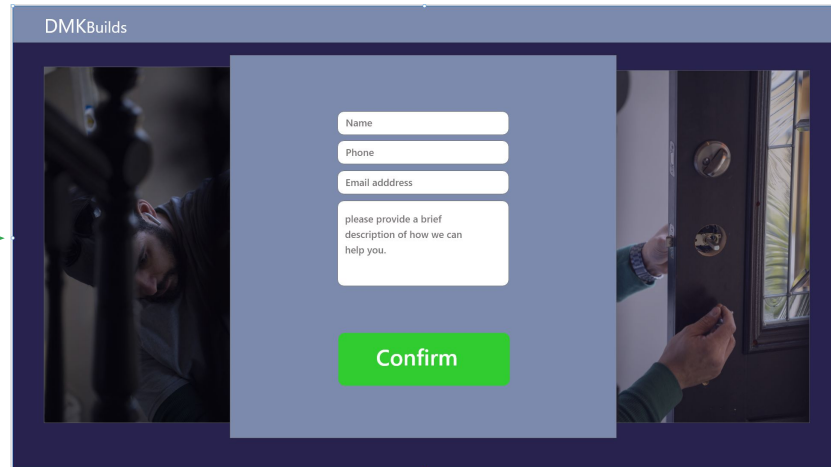
Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow.

Before usability study



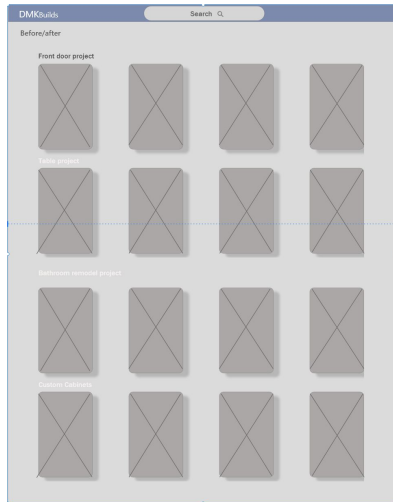
After usability study



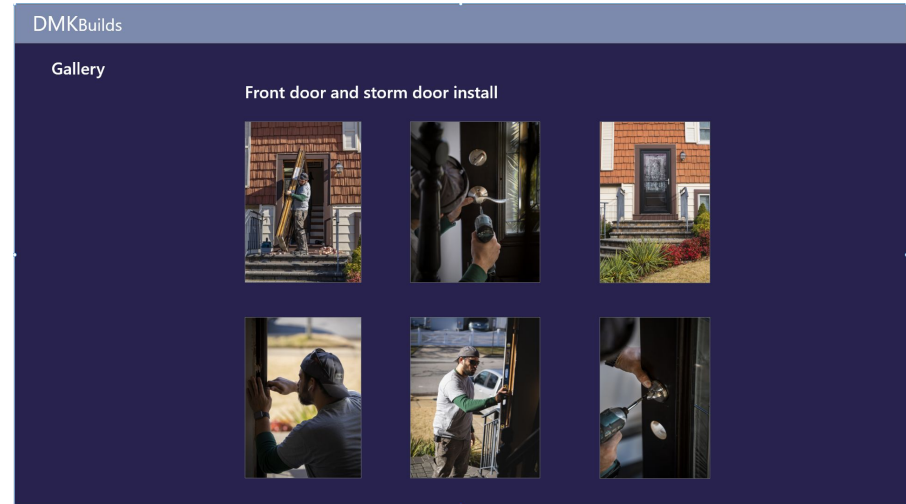
Mockups

I created a high resolution gallery showcasing the handyman's work process and finished results

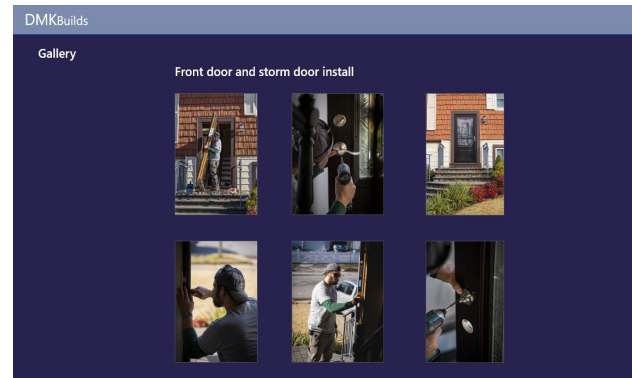
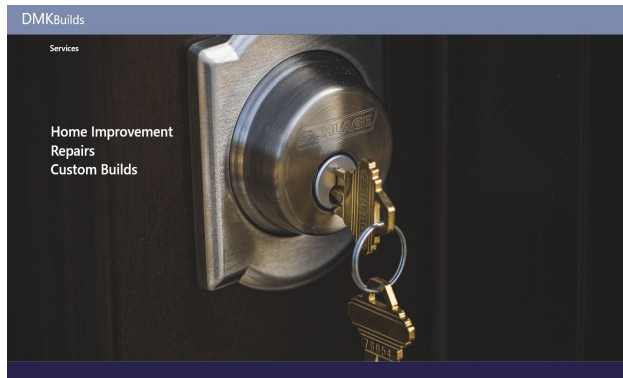
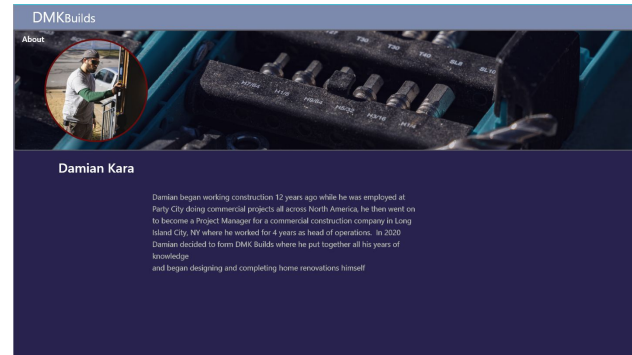
Before usability study



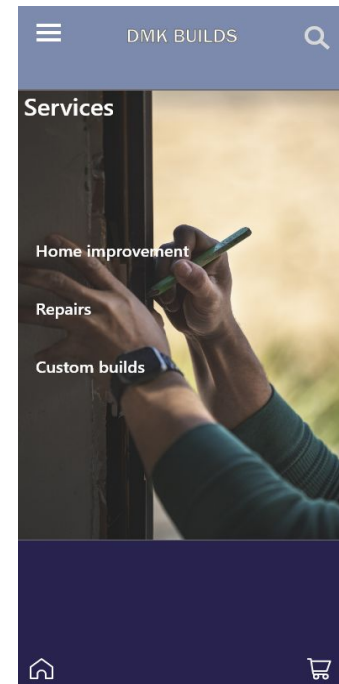
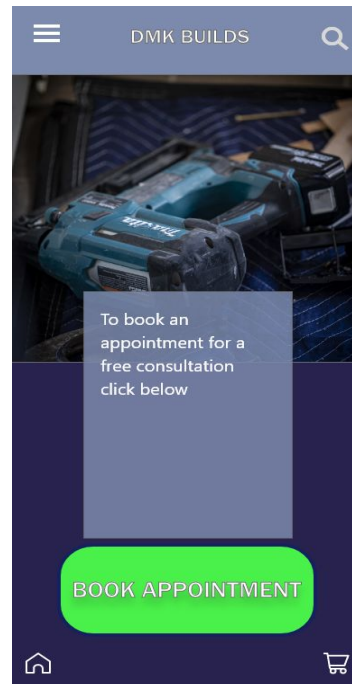
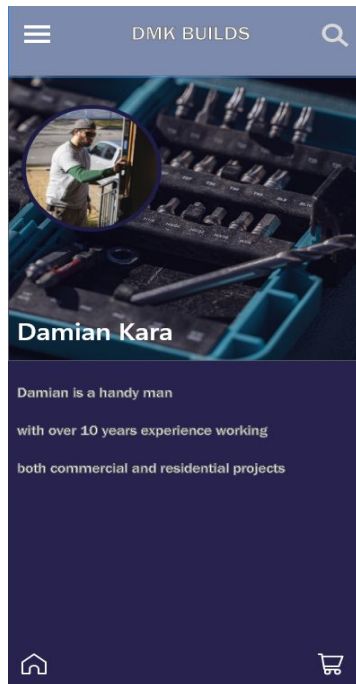
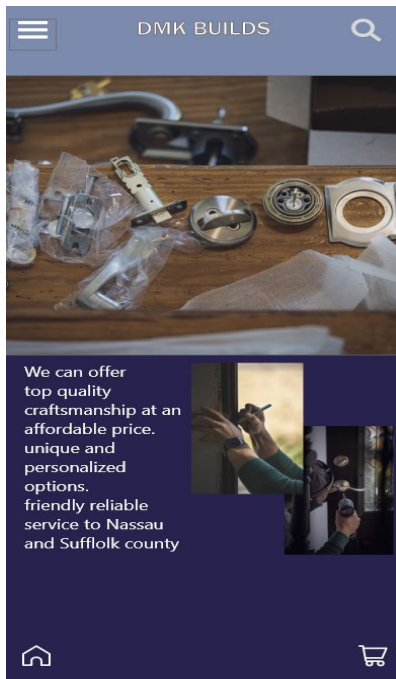
After usability study



Mockups: Original screen size



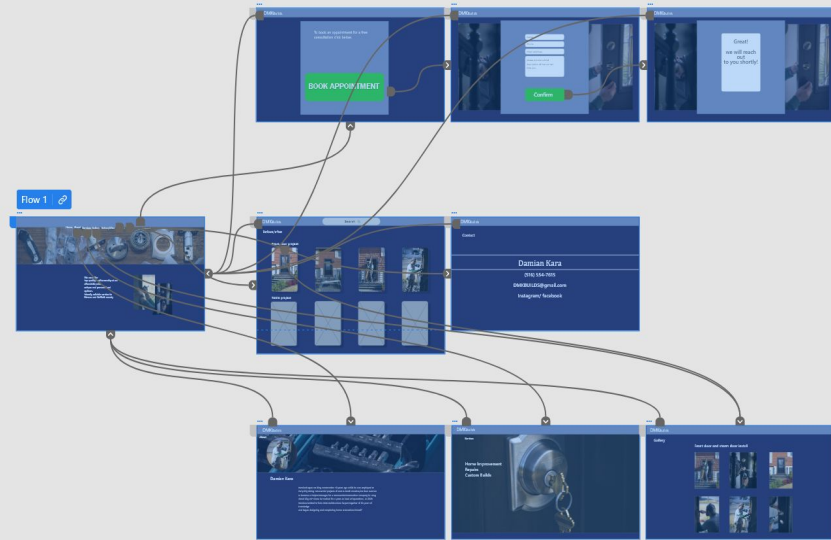
Mockups: Screen size variations



High-fidelity prototype

My Hi-Fi prototype follows the same format and path as my Lo-Fi prototype.

<https://xd.adobe.com/view/e2b8568c-1c51-4624-8692-de72d6f3b1ba-b7eb/?fullscreen>



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

3

Try to ideate several different color and typeface schemes for the client to choose from.

Let's connect!



Thank you for reviewing my work on the DMK Builds website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: kensaunvadnais@yahoo.com