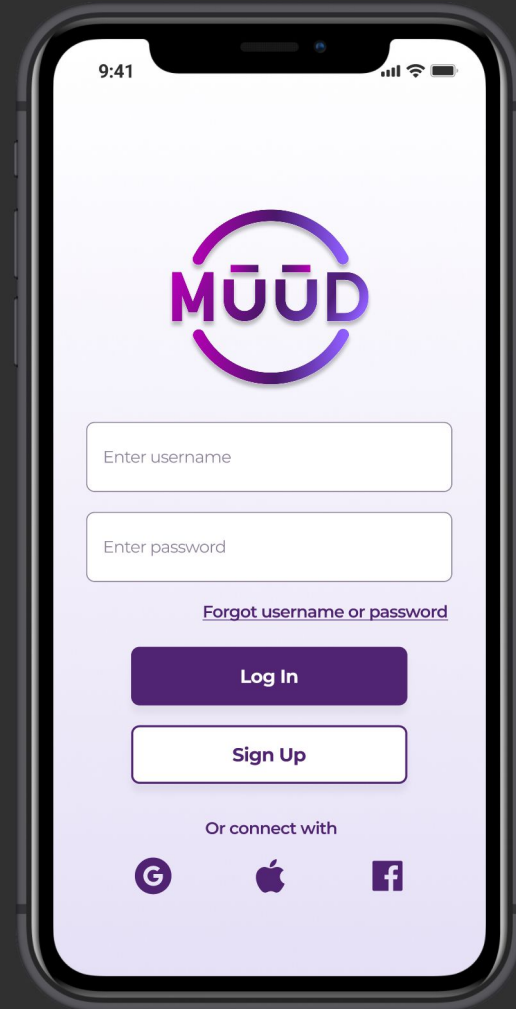


MUUD App

A Case Study
by Chelsy Albertson



Project Overview



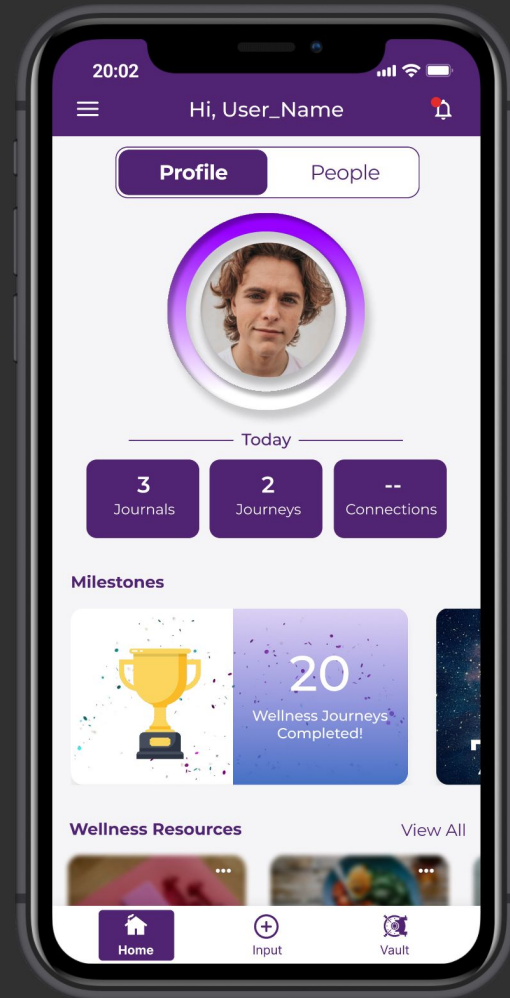
The product:

A mental health wellness app



Project duration:

Oct 2022 - current



Project Overview



My role:

UX Designer, UX Researcher



Responsibilities:

Design (prototyping, ideating, iterating in Figma and no-code environment Adalo)

User Research (question writing, conducting interviews, giving suggestions based on insights)

Process Timeline



- Took over for previous UX Designer (Oct 2022)
- Iterated on her designs (Oct 2022 - Feb 2023)
- Led ideation meetings for further development of app features and purpose (Oct 2022 - current)
- Conducted initial user testing on Figma prototype (Dec 2022)
- Completed Figma designs for V1 (Feb 2023)
- Took over the dev's no-code app build in Adalo (Feb 2023)
- Iterated on Adalo designs based on Figma designs (March 2023)

Questions at the core of my designs

1

How can I design this app to be inclusive to all types of users?

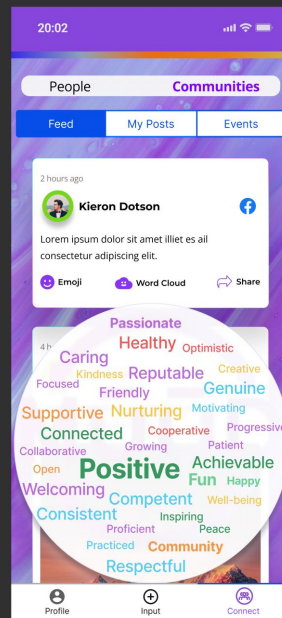
2

How can I design this app so it is easy for new users to understand and enjoy?

3

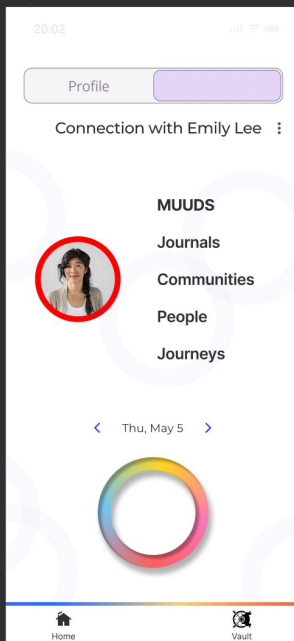
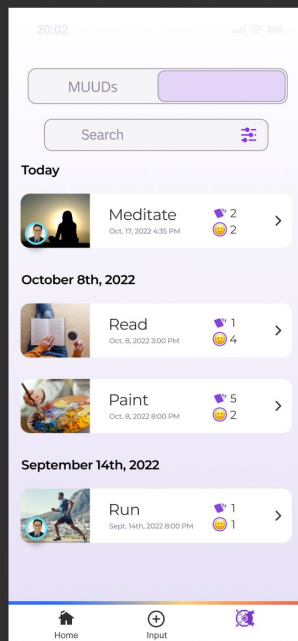
How can I design this app to lend itself to further developments and iterations?

I was given mid-fi designs in Figma and was tasked with turning them into a cleaner, more usable prototype.



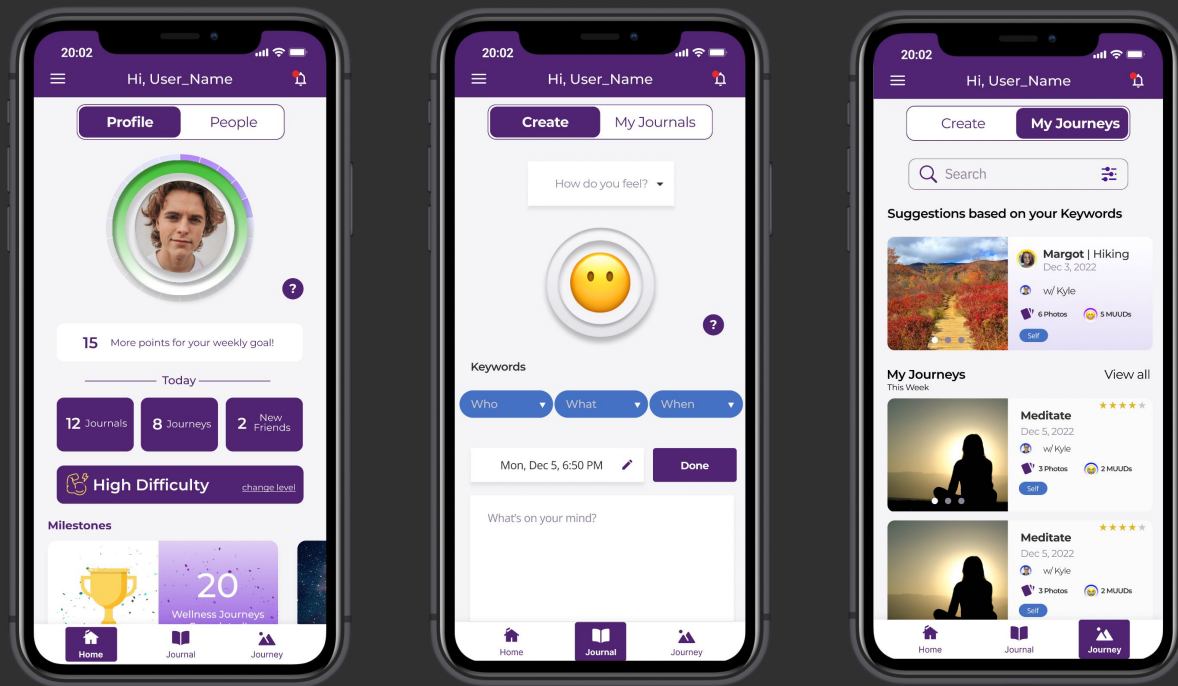
Designs

Throughout several ideation meetings in which the CEO gave his ideas on the design directions he would like to see, I iterated on the app.



Designs

In Feb 2023, I landed on what would be the final Figma designs for V1 launch.



Hurdles along the way

1

The CEO has big ideas which can sometimes be difficult to translate into tangible, usable designs and features.

2

User research should have happened at an earlier stage than it did.

3

High employee turnover due to the part-time nature of MUUD means frequent changes in roles, responsibilities, and meeting schedules.

Final Considerations



What I learned:

- I learned how to translate abstract ideas into tangible designs.
- I learned when it's appropriate to respectfully push back on ideas and when not to.
- I learned how to be highly adaptable to an ever-changing work environment.
- I learned how to use a no-code software.

End