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2016-2017: A Journey from Recent Psychology Graduate to UX Analyst

This portfolio documents my work as a User Experience Analyst for an Oakland-based startup.

I met Help-Full's co-founders at a conference called Aging 2.0, in October 2016. At this conference we discussed the importance of considering social engagement factors and quality of life, when producing software and services for older adults.

When I started working with Help-Full, the team had already undertaken an initial phase of design ideation and development but hadn't fully defined their business model, requirements, and goals. I was added to the team with the purpose of designing the user experience of Help-Full's minimum viable product (MVP).

From Concept to Implementation: What is Help-Full?

Help-Full is a marketplace that enables older adults to get assistance with everyday tasks and activities from a compatible helper.

Help-Full's value proposition is to bring more enjoyment and engagement to the lives of older adults and empower them to maintain their sense of independence.



The Pilot: Structured Interviewing, Matching, Card Sorting, and Feedback

In February 2017, we conducted a 10-week pilot at an independent senior living center in Oakland, California.

To attract participants, we held an info session at the senior living center. To recruit Helpers, we posted flyers around target places in Oakland.

Some of the “visits” that occurred during the pilot included Helpers providing transportation for errands, Members and Helpers going out to live performances, and Helpers assisting with general housework.

After the pilot we held interviews to collect feedback on their experiences.

UX Analysis: User Stories, User Flows, and Wireframing

Data Collection > User Stories

- ❖ After conducting interviews and surveys with users from the pilot, I extracted insight on user desires and thought process from their responses
- ❖ I then balanced user desires with business needs to create user stories

ONBOARDING/PROFILE

Helper

- As a Helper candidate, I need to be able to register online through Help-Full's website.
- As a Helper candidate, I need to schedule an interview with a HF representative so that I can gain access to the platform.
- As a Helper, I want to be able to add other interests to my profile, if they are not listed.
- As a Helper candidate, I want to be able to save my answers, if I need to finish creating my profile at a different time.

Member

- As a Member, I need to be able to register online through Help-Full's website.
- As a Member, I want to call Help-Full and schedule visits, if I am not comfortable using the internet.
- As a Member, I want to be able to save my answers, if I need to finish creating my profile at a different time.

SCHEDULING

Helper

- As a Helper, I need to enter my general availability. I want to update this availability with any dates or times I'll be inactive and if my availability changes.

Member

- As a Member, I want to enter details of my requests into the Help-Full app and find a Helper.

PAYMENT

Helper

- As a Helper, I'd like to be paid via direct deposit into my bank account.

Member

- As a Member, I need to be able to access my invoices and make payments online.
- As a Member, I want to see a history of my payments made on Help-Full.

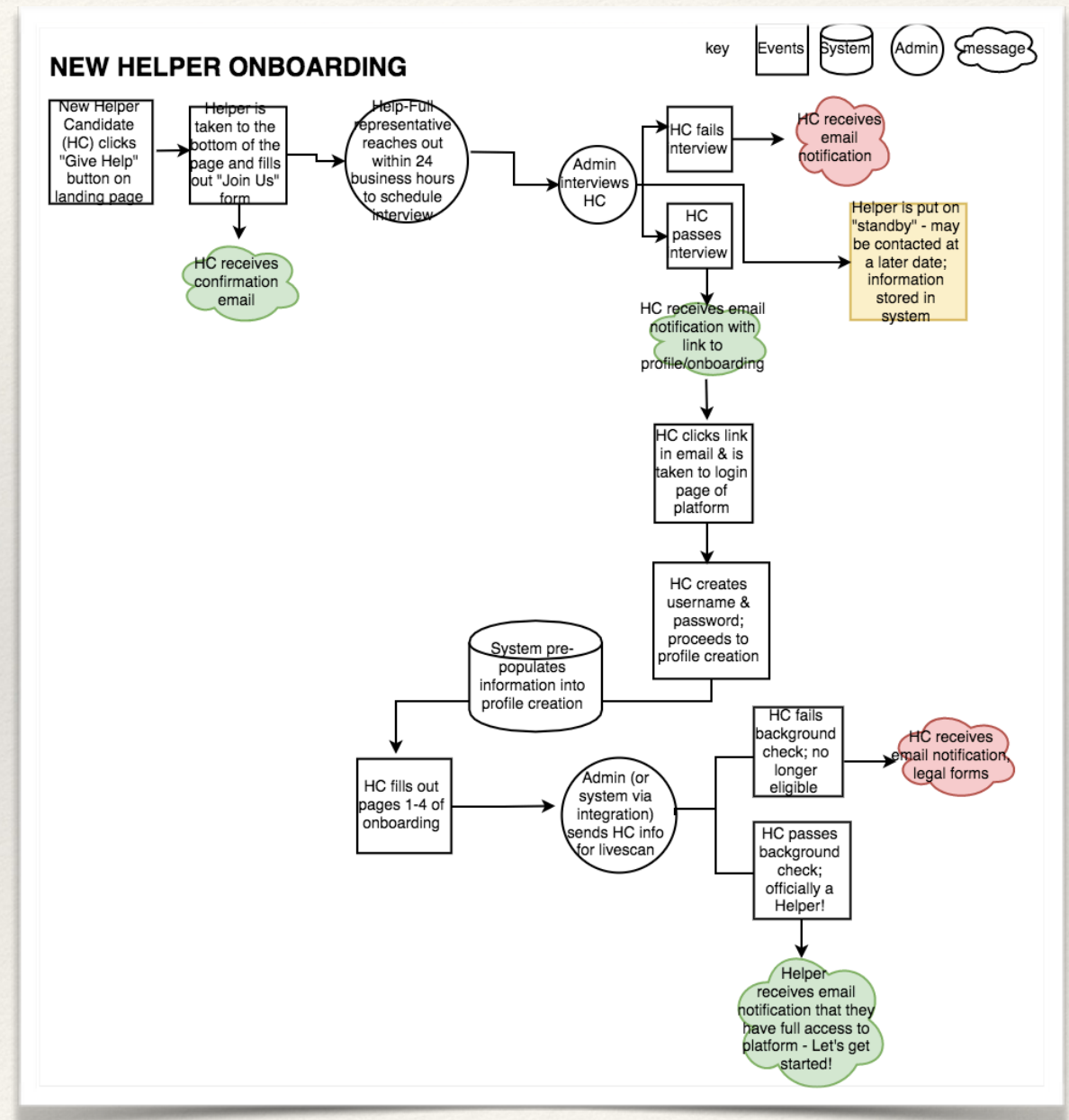
Help-Full Admin

- As a Help-Full admin, I need to create invoices that can be sent to a Member through Help-Full's platform.
- As a Help-Full admin, I want to select a Member's name from the list and see their visit history.
- As a Help-Full admin, I need the visit details to pre-populate the invoice fields, after selecting the Member's name and visit number.
- As a Help-Full admin, I need to be able to "void" a transaction, if a mistake has occurred.

UX Analysis: User Stories, User Flows, and Wireframing

User Stories > User Flows

- ❖ Using draw.io, I created "end-to-end" user flows to outline actions that users would need to complete - this was done for the perspectives of Members, Helpers, and Help-Full Admin
- ❖ I also focused on specific features and created detailed site flows



UX Analysis: User Stories, User Flows, and Wireframing

User Flows > Wireframes

- ❖ I worked with Help-Full's UI/UX Designer to first create low-fidelity sketches, then medium to high-fidelity wireframes
- ❖ While Help-Full's UI/UX Designer produced most of the higher fidelity wireframes, I began to work more with Sketch in September 2017. Wireframes included in this portfolio were created by me!

The wireframe shows a web application for 'helpfull' with a purple header and a teal progress bar at the top right indicating 'Step 1', 'Step 2', 'Step 3', and 'Step 4'. A left sidebar contains a user profile icon and navigation links: Home, Profile (highlighted), FAQ, Invite Friends & Family, Contact Us, and a Logout button. The main content area is titled 'What types of visits interest you?' and is divided into two sections. The first section, 'I am happy to help with:', features a grid of buttons for Cleaning, Errands, Handywork, Tech Support, Pet Care, Laundry, Moving Objects, Organization, Maneuvering a Wheelchair, and Car Rides, followed by an 'Other:' text input field. The second section, 'I would enjoy activities like:', features a grid of buttons for Arts & Crafts, Lectures & Classes, Board & Card Games, Cooking, Gardening, Watching Sports, Walks, Live Performances, Dining Out, and Volunteering, followed by another 'Other:' text input field. At the bottom right, there are 'Save' and 'Next' buttons.

Intro to Business Analysis & Project Management: Functional Requirements and Development Scrums

In February 2017, Help-Full's product manager was unable to continue in the position, and I was asked to take over the role (a leap of faith).

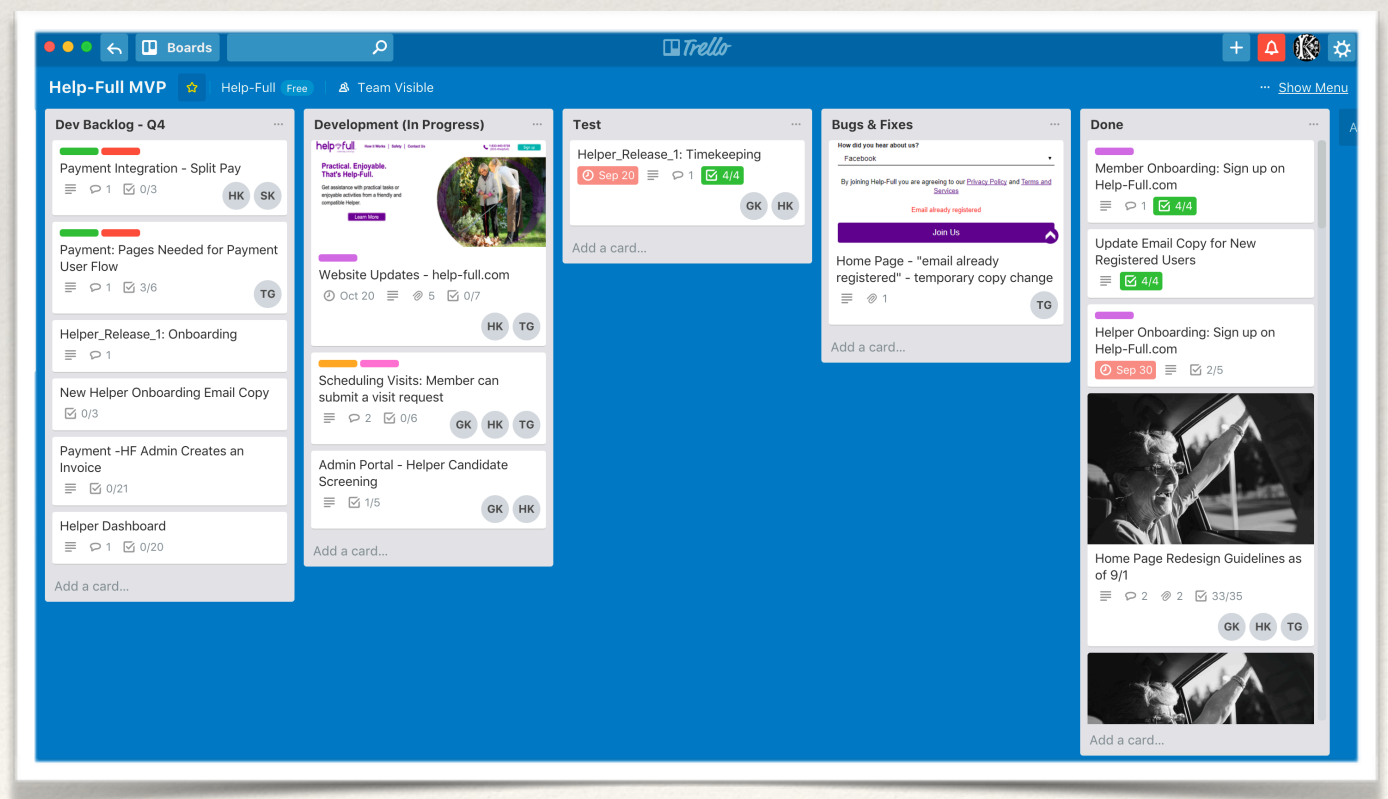
After assuming this role, a great part of my responsibility was to facilitate communication between the different parts of Help-Full's team.

I strategized with the business side to identify key objectives in weekly meetings, refined the requirements and improved the end-to-end user flow outline, collaborated with the UI/UX designer to develop personas and wireframes, and communicated the product requirements to the development team in daily scrums.

Intro to Business Analysis & Project Management: Functional Requirements and Development Scrums

Communication with Developers

- ❖ I led business and development scrums and was tasked with breaking down ideas and requirements from the business team into manageable feature requests for Help-Full's developers



From Concept to Implementation: Developing & Testing Help-Full's MVP

- ❖ At the end of the pilot, Help-Full converted ~80% of participants into paying Members and retained ~70% of Helpers
- ❖ To support operation, we initiated online and print marketing campaigns, increasing supply and demand from both sides of the marketplace - I worked with the business team to create content for Help-Full's social media, website, and marketing collateral.
- ❖ Help-Full's development team began to segment production of the app's functionality, according to priority
- ❖ Help-Full will continue to test functionality with users in order to iterate and improve development output

Thank you very much for your time!

My work with Help-Full was multi-faceted, with equal weight given to user experience research and design, business and content strategy, and project management.

This project, combined with my past work in experimental psychology research, has supplied me with a strong foundation for growth in user experience.

I am working toward becoming a User Experience Researcher who promotes effective communication and accessibility.