

Designing a first aid mobile app

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Project overview



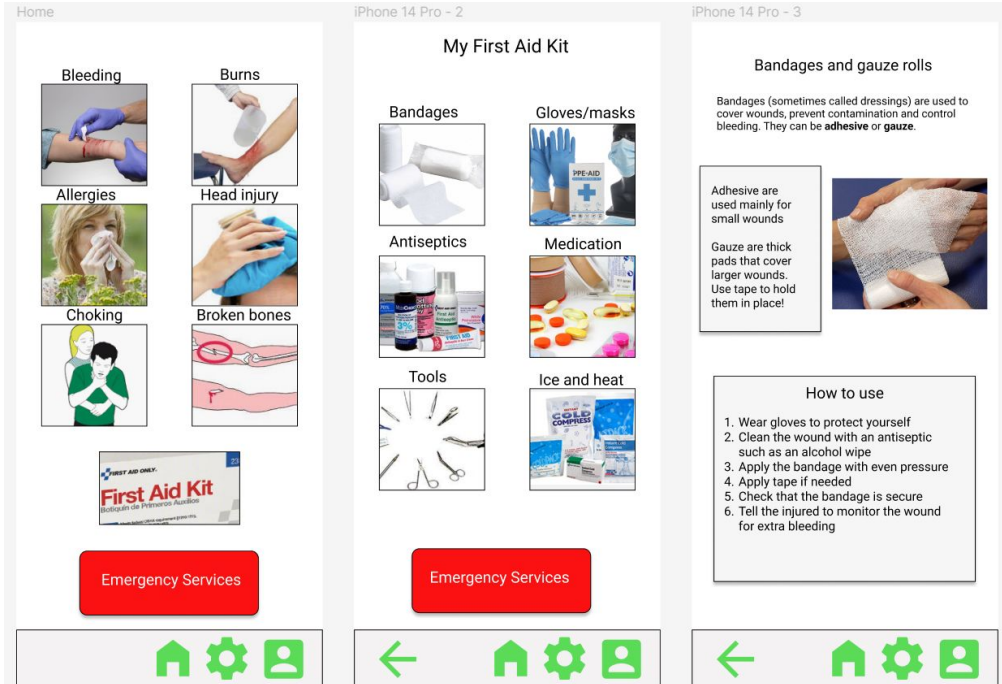
The product:

Vitality provides important first aid information on the go such as life-saving information



Project duration:

December 2022 - January 2023



Project overview



The problem:

You find yourself in a situation where first aid is required. Your child might have a cut on the playground, or you witness a person collapse at the grocery store



The goal:

Access the latest first aid information available to you so that you can handle any first aid situation from minor to potentially saving a life

Project overview



My role:

Lead UX designer, UX researcher, UX and technical writer.



Responsibilities:

User research, wireframing, prototyping, writing.

Understanding the user

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

User research: summary



I identified a primary user group as working adults who need first aid knowledge in case they are in a situation where they can help someone.

The user groups confirmed assumptions about why they would want to use this kind of app. Some users are parents with active children who frequently get bumps and scrapes from playing outside while others are mindful of potential medical emergencies that can occur in random situations.

User research: pain points

1

Familiar UI

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

2

Convenience

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

3

Community connection

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

Persona: Marina

Problem statement:

Marina is a single mother who needs first aid information because her active child gets minor scrapes and cuts from playing outside frequently.



Marina

Age: 26
Education: High school
Hometown: Detroit, MI
Family: Single mom with one child aged 4
Occupation: Retail employee

"I'm a young mom with a very active daughter. She is always getting scrapes and bruises at the playground and I want to make sure I can treat her without going to the doctor for minor things."

Goals

- To learn first aid techniques
- To access first aid information on-the-fly in case she forgets
- To stay informed about how to safely provide first aid
- To educate others about first aid techniques in case she witnesses an emergency

Frustrations

- Concerned about information overload
- Wants information simple and easy to understand
- Needs the app to be simple and quick

Maria is a young single mother living in a dangerous city. She is a very caring person and would love to work in the medical field some day. She wants to more first aid techniques because her child is very active and she sometimes babysits for other families in her apartment complex so it would be handy for her to help them as well.

Persona: Name

Problem statement:

Benjamin is a security guard who needs first aid information because he works in a crowded city where paramedics can take a long time to arrive on scene.



Benjamin

Age: 42
Education: Some college
Hometown: New York City
Family: Married with 3 children
Occupation: Security guard at a shopping center

"NYC is crowded with lots of traffic and I want to make sure that I am prepared in case someone has a medical emergency and I know how to help them."

Goals

- To access critical first aid information on-the-fly
- To stay informed about how to safely provide first aid
- To stay up to date on first aid information

Frustrations

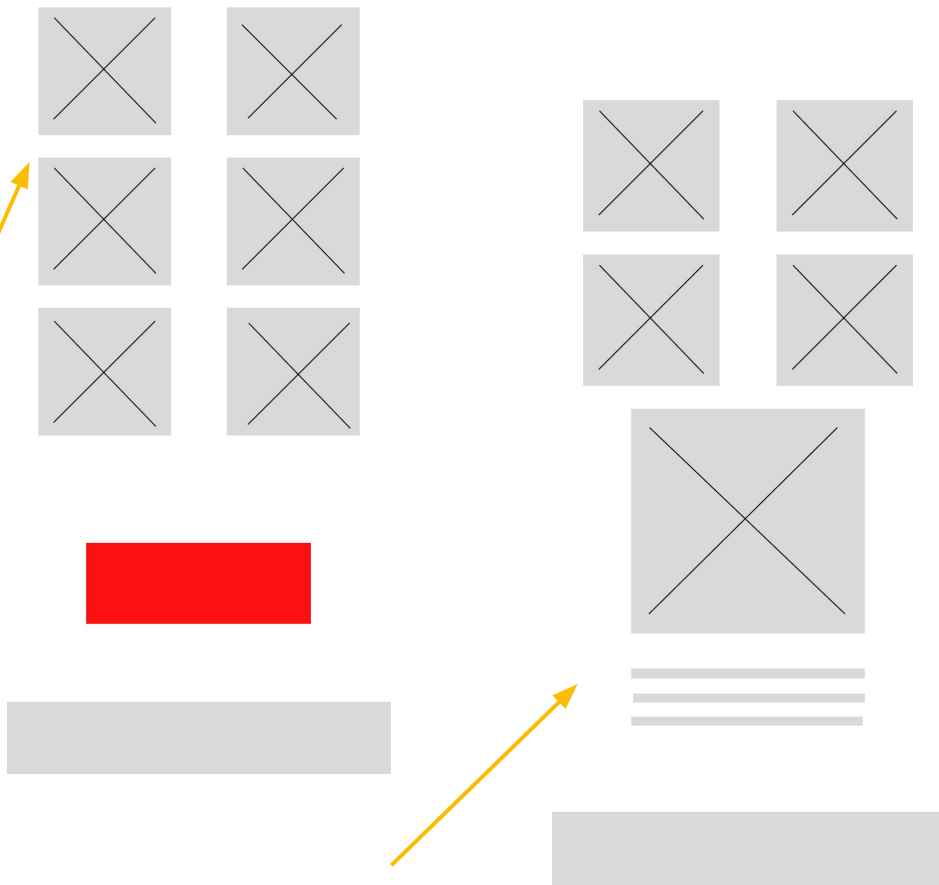
- Wants the app to help identify emergencies vs minor situations
- Does not want a subscription plan

Benjamin is a married man with a wife and three children. He works a security guard at a shopping center in NYC. He hears about stories where a person has suddenly collapsed and it took the paramedics too long to get there in time because of traffic, so he wants to learn more advanced first aid techniques to potentially save a life.

Digital wireframes

I wanted a simple, familiar design because many charities use similar layouts

Multiple first aid categories with images

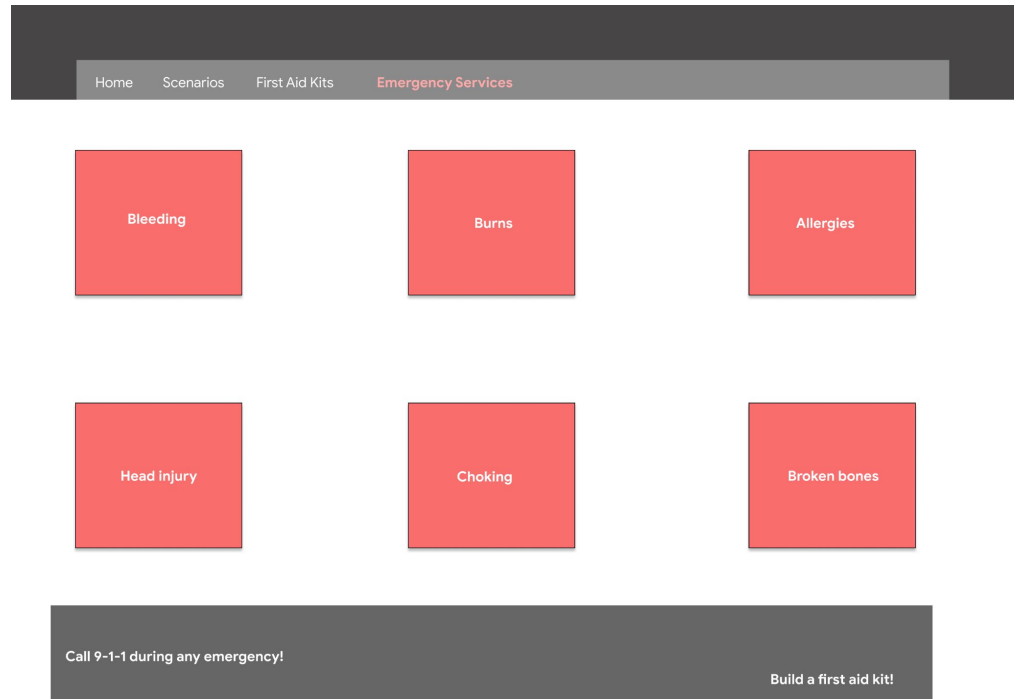


Multiple images and detailed descriptions

Digital wireframes

Screen size variation(s)

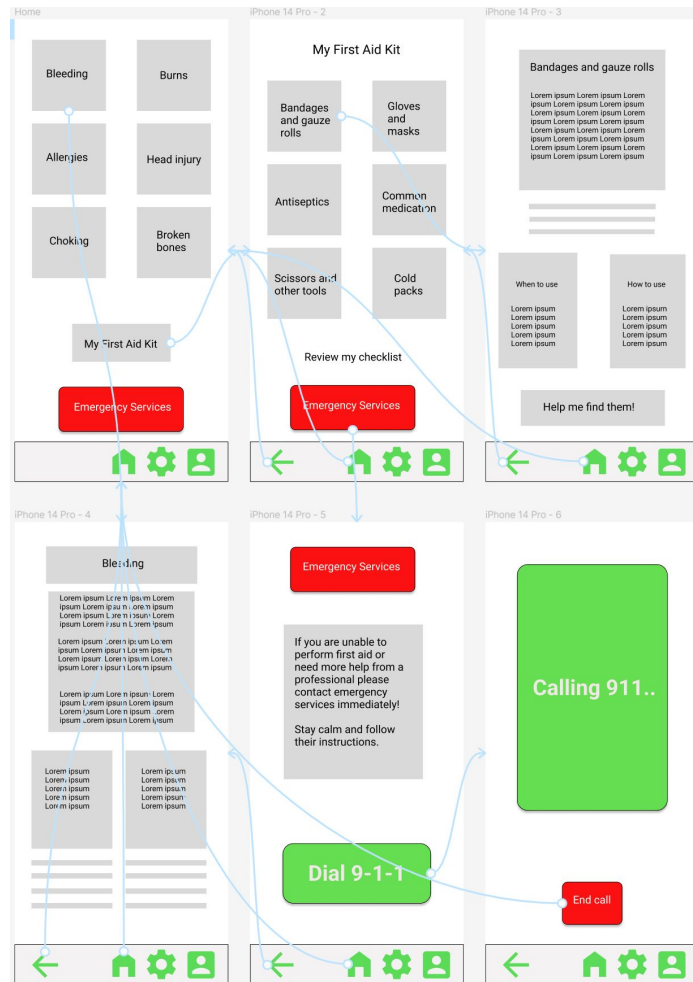
I thought about how it would look on a desktop instead of only mobile



Low-fidelity prototype

[\[Link to low-fidelity prototype\]](#)

User flow is learning about bleeding, going back home, My First Aid Kit, bandages/gauze, home page, Emergency Services, Dial 9-1-1, and End call



Usability study: findings

1

Graphics

Graphics will help someone identify the problem in a high stress situation

2

Good categories

Well organized categories and does not over complicate

3

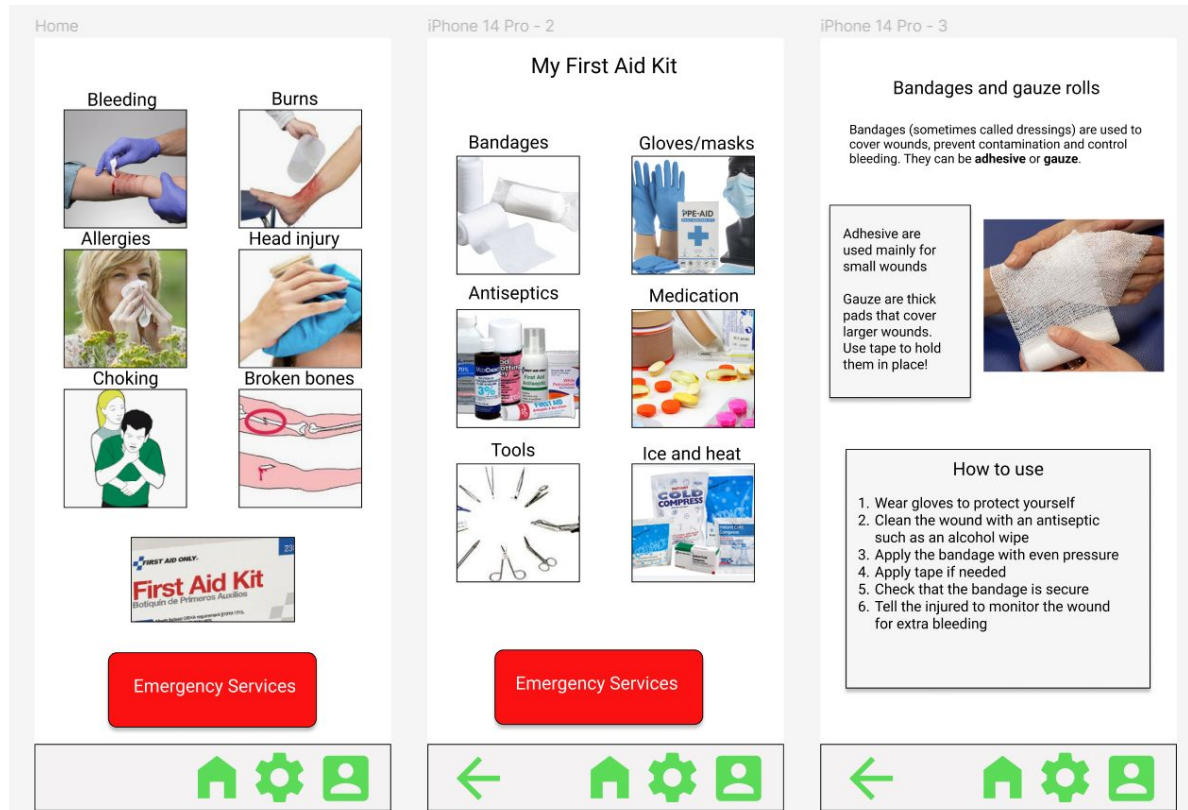
Spacing

Good spacing and not a lot overloaded

Refining the design

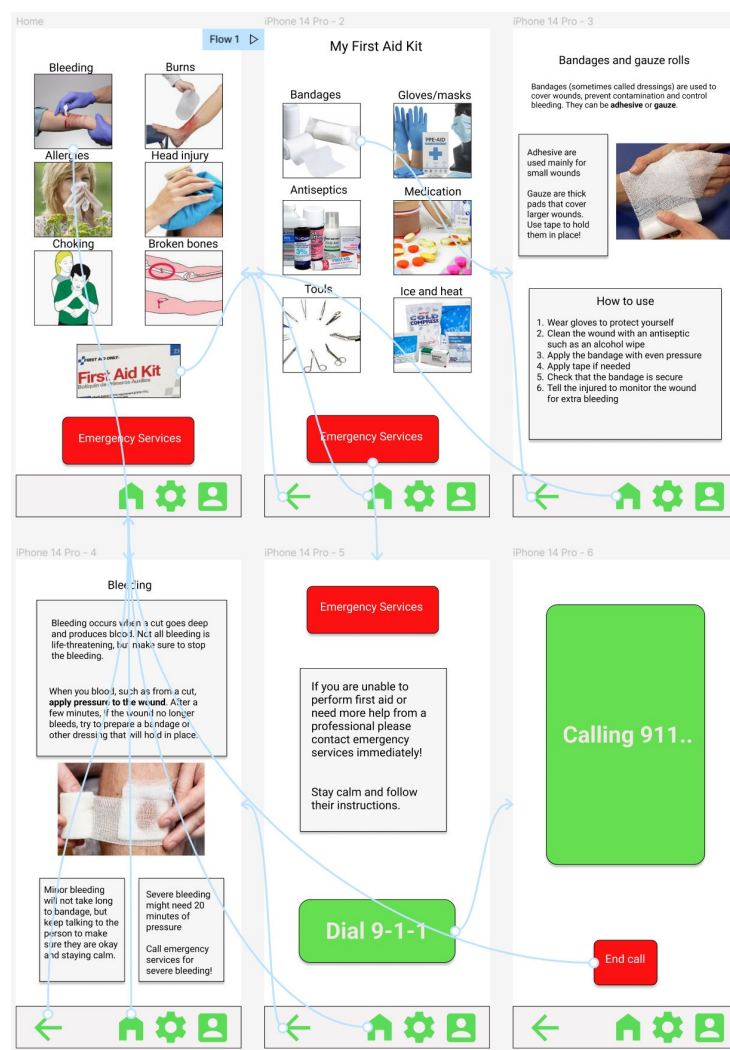
- Mockups
- High-fidelity prototype
- Accessibility

Mockups



High-fidelity prototype

[\[Link to high-fidelity prototype\]](#)



Accessibility considerations

1

Text and pictures help identify the type of injury and first aid kit tool required

2

Large buttons for dialing emergency services

3

Simple red and green color scheme with plenty of white space so the UI remains uncluttered

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Design could be more polished but focused on the layout first for anyone who needs to learn some basic first aid techniques



What I learned:

Keep it simple and do not overcomplicate a design

Next steps

1

Continue iterating on the design and consider different color options

2

Look at more competing apps and websites

3

Further polish the design and consider adding an audio option

Let's connect!



I am a Technical Writing Manager and I can be reached on LinkedIn or by pjw3@njit.edu