

PURDUEUX

X

FordLabs



Our Team



Damaris Adeniji



Claire O'Malley



Joe Maddux



Tejasvi Bhagwatkar



Prithvi Manjunatha



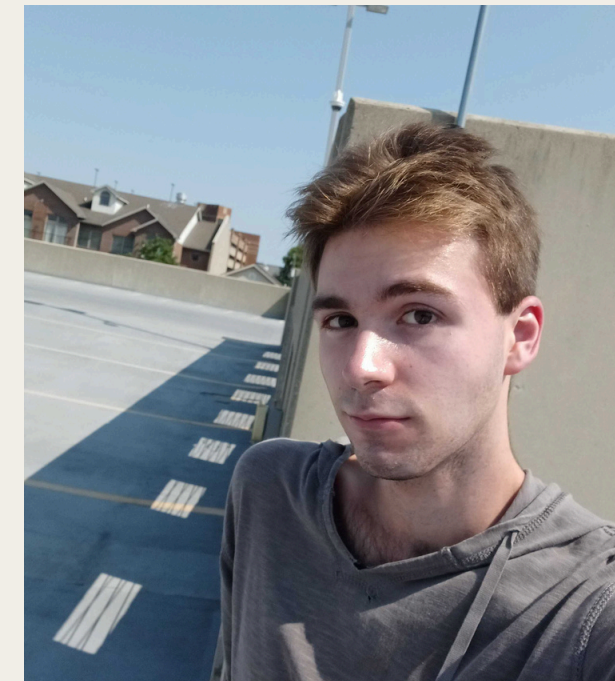
Erika Suin Shin



Kavni Shah



Mahi Tripathi



Joel Archer



Isaac Cheung

Special Thanks



Paul Parsons



Maira Mansoor

Our Sponsors



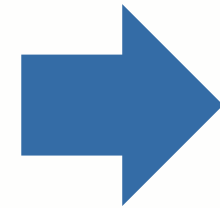
Juliet Jimenez



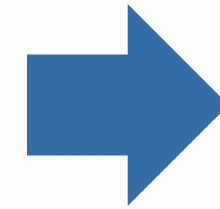
Lukas Marinovic

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INTRODUCTION

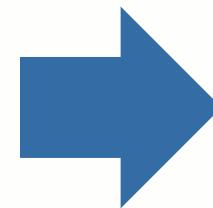


02
FORDLABS
CULTURE



03
WIREFRAMES
AND USER
TESTING

04
HI-FIDELITY



05
NEXT STEPS

WHO IS FORDLABS?

As a dedicated team within Ford, FordLabs **partners** with Ford businesses to solve significant problems by developing **digital products** and **services** in a lean, human-centered fashion.

PROJECT DESCRIPTION

- To **design a digital space** tailored for **FordLabs employees** for recognizing **birthdays, accomplishments, milestones,** and other events.
 - Provide FordLabs employees with a **cost-effective, collaborative, and user-friendly platform** to celebrate each other within the organization.
-

PROJECT MOTIVATION AND OUTCOME

Project Motivation

Existing solutions can have **costs that quickly add up over time** and fail to meet individual teams' **varying use cases** throughout the greater company.

User Group

FordLabs Employees

Project Outcome

Hi-fi prototype of the proposed design solution and initial framework of the **design system**

PROJECT TIMELINE

MILESTONE 1

Understand the current social culture and needs of FordLabs employees.



MILESTONE 2

Develop wireframes and user-test design concepts.



MILESTONE 3

Develop and evaluate high-fidelity mockups.



MILESTONE 1

Understand the current social culture and needs of
FordLabs employees

ACTIVITIES

01 RESEARCH

Identify similar products in order to look at existing features and layouts

02 DESIGN SYSTEM RESEARCH

Brainstorm ideas for interface based on research

03 COMPETITIVE ANALYSIS

Explore existing applications with similar use cases including KudoBoard

ACTIVITIES CONTINUED

04

USER INTERVIEW

Get insights into user needs and use cases for our potential design solution

05

SKETCHING AND IDEATION

Explore possible initial design ideas

KUDOBOARD DEMO

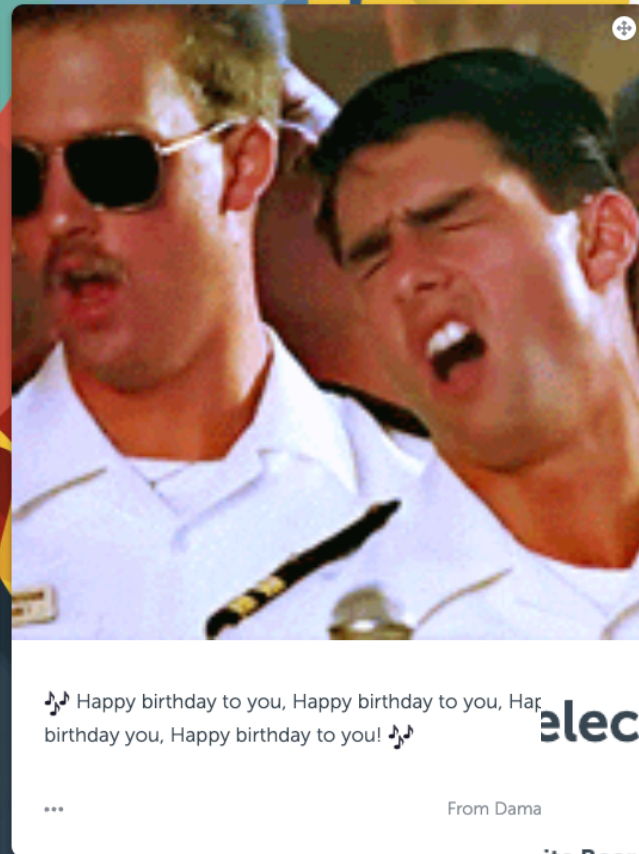
Goal of Kudoboard Demo:

We wanted to understand the current system used by FordLabs employees to celebrate coworkers. We did this by looking into their current system, Kudoboard.

Findings:

- Kudoboard is a paid service utilized by organizations like Ford.
- Kudoboard serves as a virtual space for sharing positive sentiments and acknowledging achievements.
- Users create digital boards on which they post messages, photos, and other content.

+ Add to board



CURRENT PLATFORM

- Social media feel for the posts
- includes images, emojis, text, and themes
- Simplicity within the platform

Select your board type

Basic Board \$5.99 per board

Premium Board \$8.99 per board

Milestone Board \$19.99 per board

[Buy multiple & save!](#)
 Premium Package From \$29 per year

Premium Kudoboard allows 100 contributions on a single board for a **one-time charge of \$8.99**. It's perfect for larger groups on birthdays, work anniversaries, and other special occasions! You can start with a Premium board and upgrade later.

[Checkout](#) or, [try a free demo](#)

Need unlimited boards, multiple Kudoboard creators, and all the extra bells & whistles? [Check out the Business Plan instead](#)

PREMIUM BOARD

\$8.99

(one-time charge)

- ✓ Up to 100 board posts
- ✓ Add messages, photos, and GIFs
- ✓ Choose from 100+ backgrounds
- ✓ Attach a gift card
- ✓ Deliver online
- ✓ Order as a book or poster
- ✓ Add or record video posts
- ✓ Download a copy

Prices quoted in USD. Kudoboard processes payments with Stripe and accepts over 135 currencies.

Kudoboard ended up being **too expensive** and had **features that were not used by employees**

COMPETITIVE ANALYSIS

blog.newlyword...



8 Kudoboard Alternatives - Newlywords Blog

Damaris

Looking to find a kudoboard alternative? We have you covered with this list of companies that offer a variety of ways to send digital (and physical, if you want) messages, collaboratively. These options have similarities, but each offers unique qualities...

www.youtube.co...



Kudoboard

Share your videos with friends, family, and the world

not relevant



Factors of comparison:

- Price
- Type of boards
- Main features
- Similarities/differences

How did this help?

- Found features we liked and disliked from all platforms and created our interview protocol

uxdexpstudiosp24.sl...

Prithvi



Celebrations by Airspeed

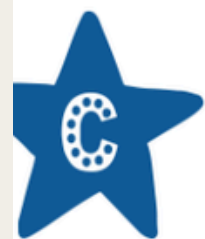
Never forget a birthday, work anniversary, or special occasion again with Celebrations by Airspeed. Automate birthday and work anniversary celebrations, all within Slack. *Why do thousands of

www.capterra.c...

Erika

Best Kudoboard Alternatives 2024 | Capterra

Looking for alternatives to Kudoboard? Find out how Kudoboard stacks up against its competitors with real user reviews, pricing information, and what features they offer.



Isaac

sendwishonline.com

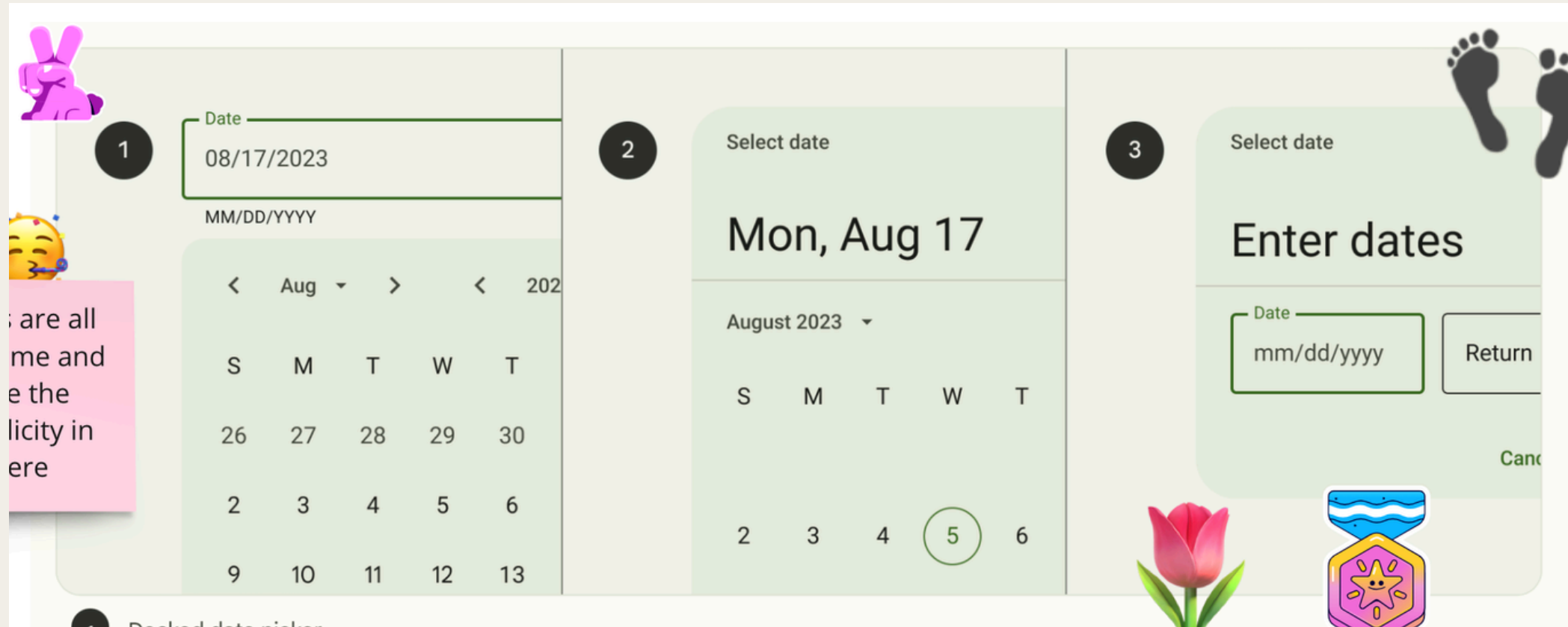
Wish Board Kudos: Creating A Culture Of Recognition

Enjoy free kudos board to celebrate birthdays, recognize milestones, & employee appreciation. Online group card with music & slideshow. Virtual Card Signing

oft
ay
ates on

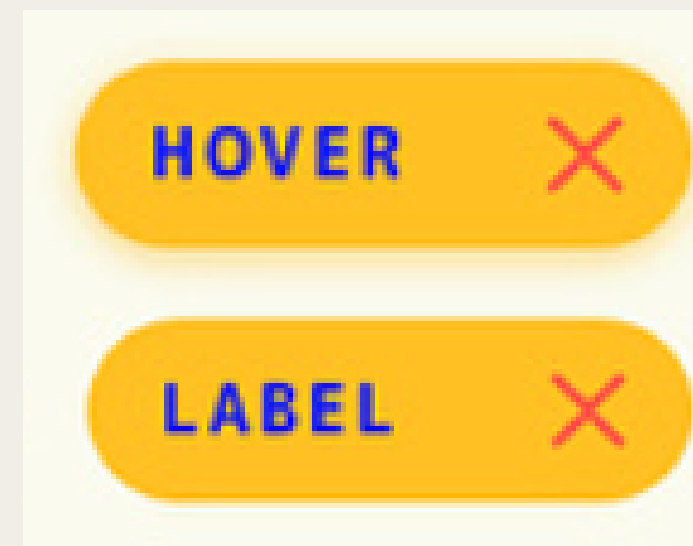
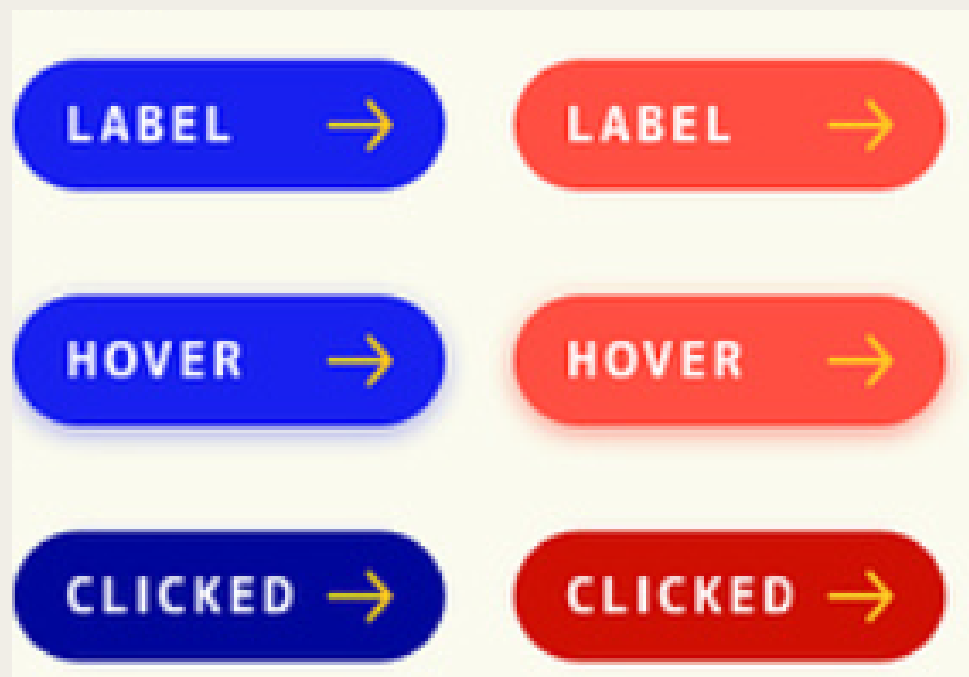
miro

DESIGN SYSTEM RESEARCH



IDEAS

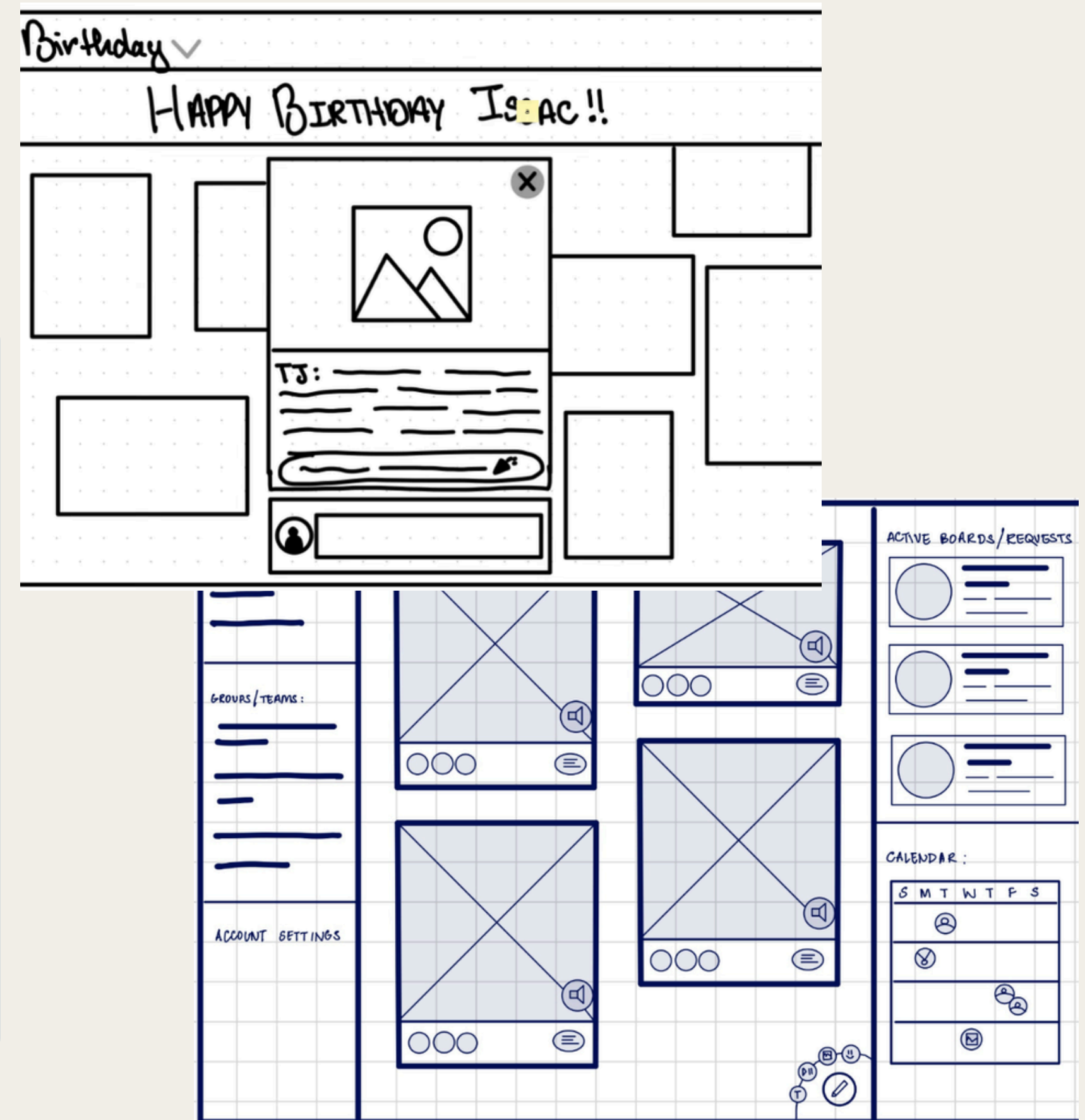
- Simple/minimal design
- Fun colors
- Easy to navigate
- Clean open pages



CONTINUED

IDEAS

- Side navigation bar
- Calendar for organizing events
- Prioritize simplicity
- Avoid overwhelming elements
- Light and fun feel to the platform
- Create a sense of community



MILESTONE 2

Develop wireframes and user test design concepts

ACTIVITIES

01

SITE FLOW

Create an organized site flow that is simple and user-friendly

02

MID-FIDELITY WIREFRAMING

Reiterate the lo-fi wireframe mock-ups based on the feedback received from the workshop and usability testing.

03

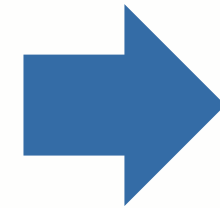
USABILITY TESTING

Test mid-fi wireframes to gather insights for hi-fi prototypes.

SITE FLOW

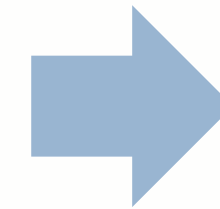
HOME PAGE

- Side Menu
 - Templates
 - Departments
 - Upcoming Events
- Filter Boards
- Profile
 - Help
 - Settings
- Requests
 - Active/Pending
- Calendar



VIEWING A BOARD

- Preview Pop-up
- Headline Post
- Contribution Posts
- Side Menu
 - Contributors
 - Teams
- Profile
- Requests
- Calendar



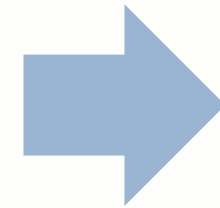
CREATE BOARD

- Templates
 - Search Bar
 - Categories
- Edit
 - Name
 - Recipients
 - Anonymus toggle
 - Schedule Send
- Board Preview

SITE FLOW

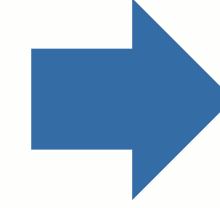
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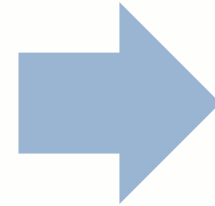
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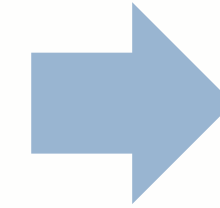
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VIEWING A BOARD

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CREATE BOARD

- Templates
 - Search Bar
 - Categories
- Edit
 - Name
 - Recipients
 - Anonymus toggle
 - Schedule Send
- Board Preview

MID-FI MOCK-UPS

Home Page

The mockup features a top navigation bar with a home icon, a search bar, and a user profile icon. The main content area is divided into three sections: #Recent, #Birthday, and #ForYou, each containing two placeholder cards. The left sidebar includes a menu with 'Templates', 'Departments', and 'Upcoming' items, and a bottom section with 'Profile', 'Settings', and 'Help' links. The right sidebar contains 'Pending Boards', 'Active Boards', and a 'Calendar' for March 11, 2024.

Menu

- Templates**
Date: MM/DD/YYYY
Team Name:
- Departments**
Date: MM/DD/YYYY
Team Name:
- Upcoming**
Date: MM/DD/YYYY
Team Name:

#Recent

#Birthday

#ForYou

Pending Boards

- Board Name 1**
Date: MM/DD/YYYY
Team Name:
- Board Name 2**
Date: MM/DD/YYYY
Team Name:

Active Boards

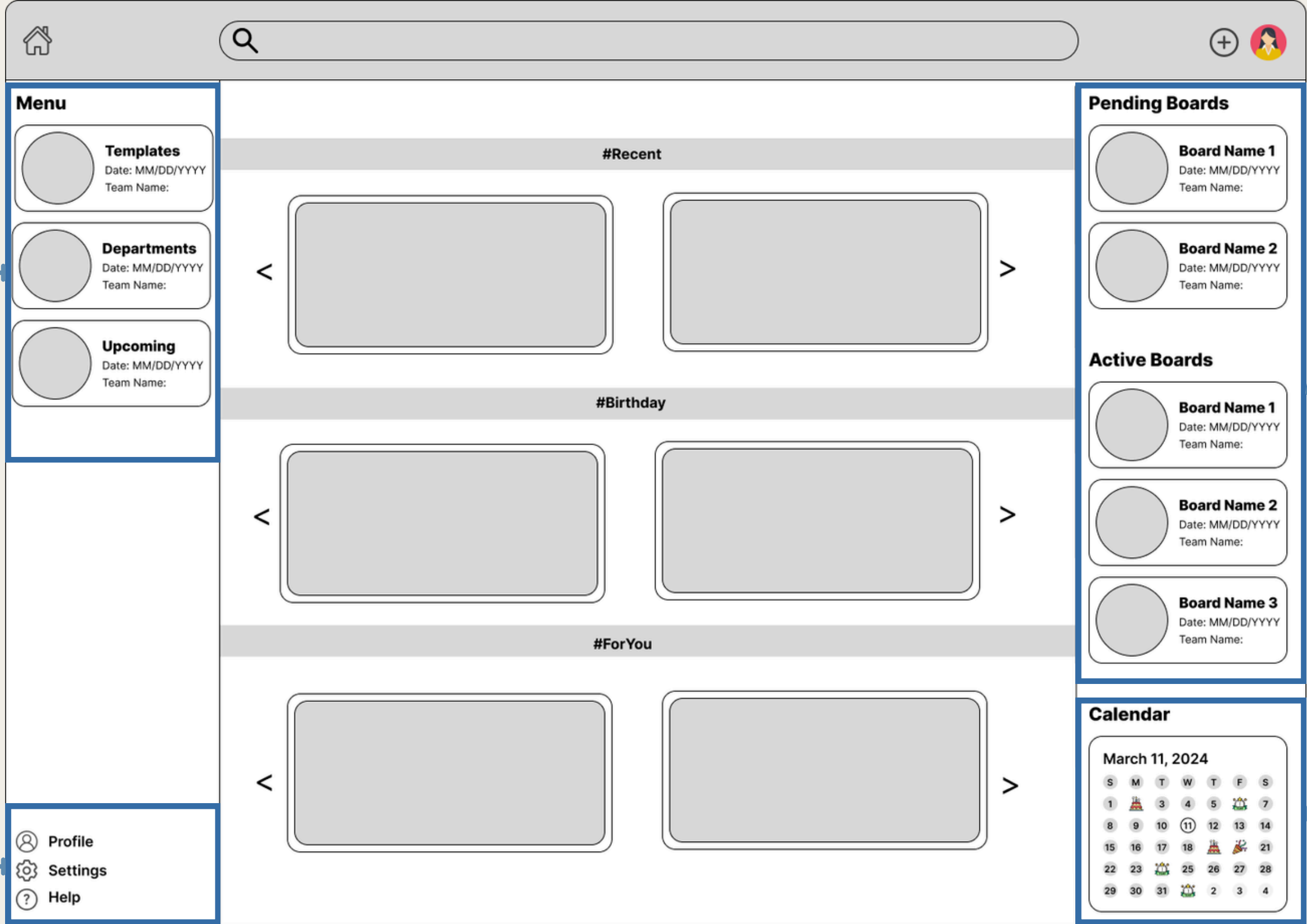
- Board Name 1**
Date: MM/DD/YYYY
Team Name:
- Board Name 2**
Date: MM/DD/YYYY
Team Name:
- Board Name 3**
Date: MM/DD/YYYY
Team Name:

Calendar

March 11, 2024

S	M	T	W	T	F	S
1	🎂	3	4	5	🎉	7
8	9	10	11	12	13	14
15	16	17	18	🎂	🎉	21
22	23	🎉	25	26	27	28
29	30	31	🎉	2	3	4

MID-FI MOCK-UPS






Side Menu Bar

- Pending Board Request
- Active Boards

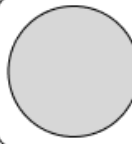
Help Buttons

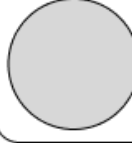
Calendar/
Upcoming
Events

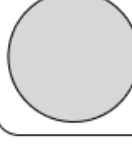
MID-FI MOCK-UPS





Menu


**Templates**
Date: MM/DD/YYYY
Team Name:

**Departments**
Date: MM/DD/YYYY
Team Name:







**Upcoming**
Date: MM/DD/YYYY
Team Name:

 Profile

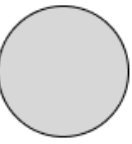
 Settings

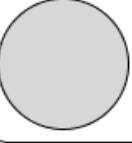
 Help

Calendar

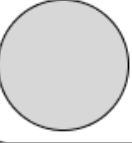
S	M	T	W	T	F	S
1		3	4	5		7
8	9	10	11	12	13	14
15	16	17	18			21
22	23		25	26	27	28
29	30	31		2	3	4

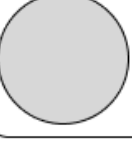
Pending Boards

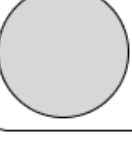
**Board Name 1**
Date: MM/DD/YYYY
Team Name:

**Board Name 2**
Date: MM/DD/YYYY
Team Name:

Active Boards







**Board Name 1**
Date: MM/DD/YYYY
Team Name:

**Board Name 2**
Date: MM/DD/YYYY
Team Name:

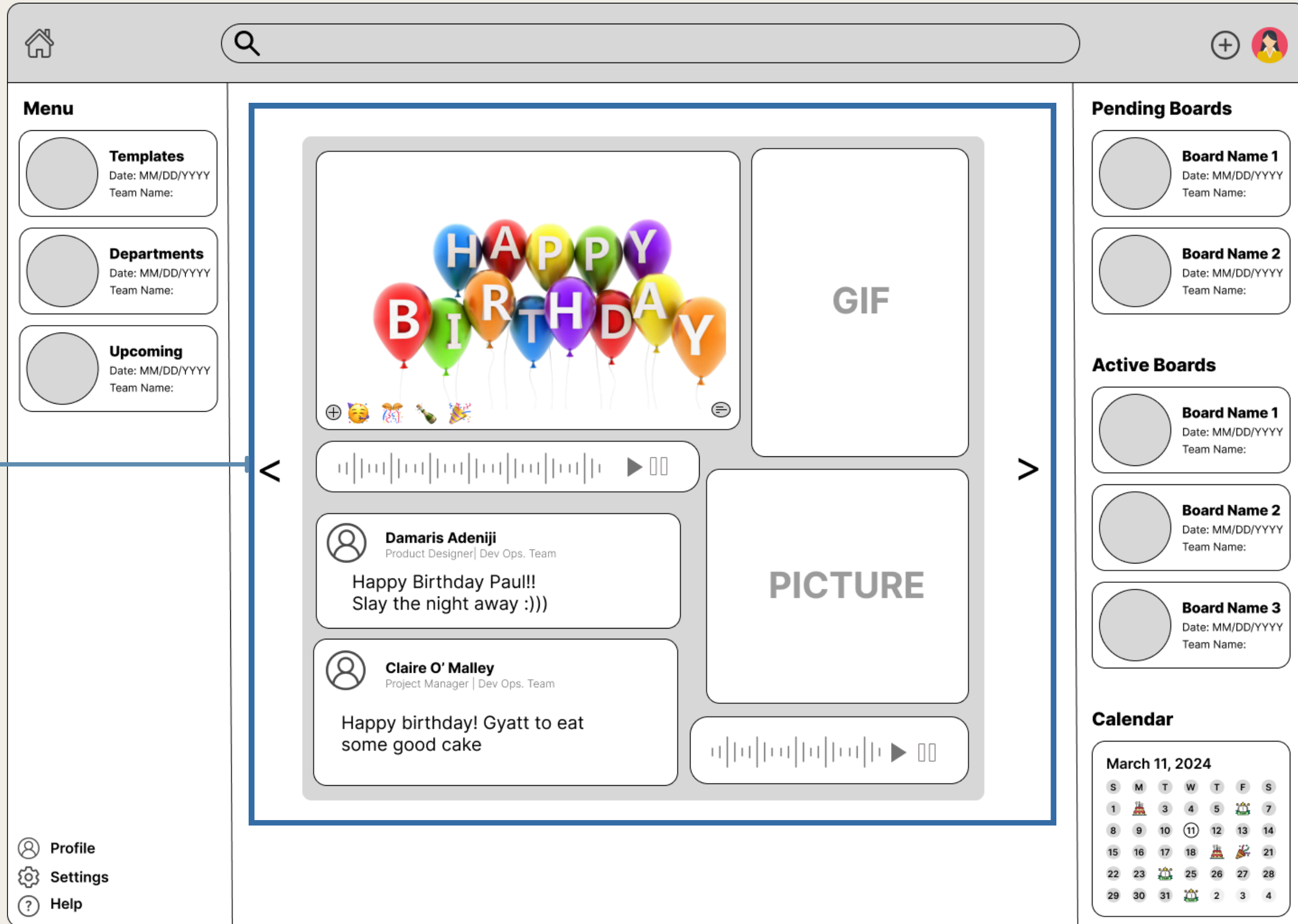
**Board Name 3**
Date: MM/DD/YYYY
Team Name:

Calendar

March 11, 2024

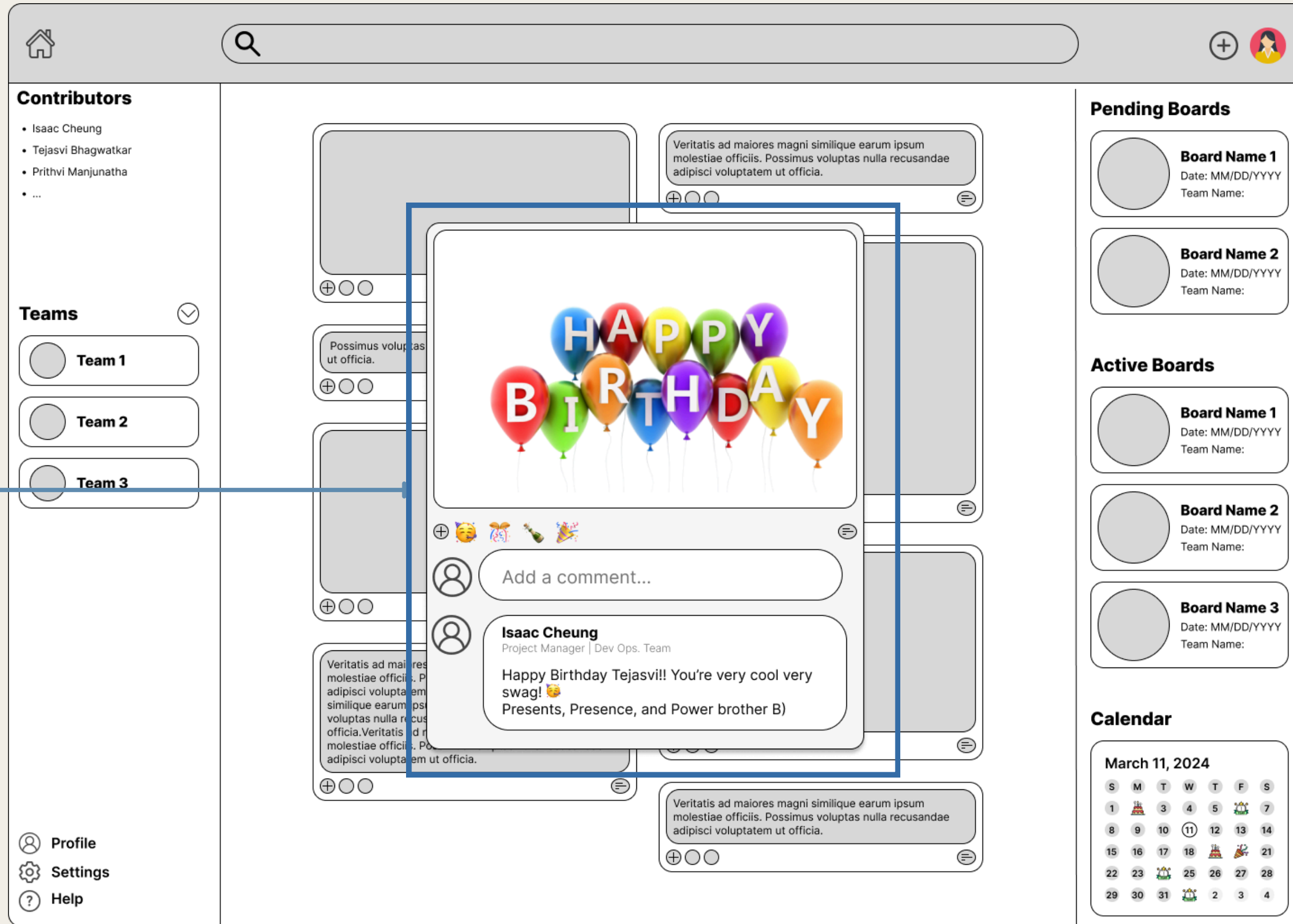
S	M	T	W	T	F	S
1		3	4	5		7
8	9	10	11	12	13	14
15	16	17	18			21
22	23		25	26	27	28
29	30	31		2	3	4

MID-FI MOCK-UPS



Board Preview

MID-FI MOCK-UPS



Main Post Pop-up

MID-FI MOCK-UPS

The mockup features a central feed of posts, each with a placeholder image and a text block. The left sidebar includes a 'Contributors' list and a 'Teams' dropdown menu. The right sidebar contains sections for 'Pending Boards', 'Active Boards', and a 'Calendar' for March 11, 2024. A navigation menu at the bottom left includes Profile, Settings, and Help. A search bar and home icon are at the top left, and a user profile icon is at the top right.

Contributors

- Isaac Cheung
- Tejasvi Bhagwatkar
- Prithvi Manjunatha
- ...

Teams

- Team 1
- Team 2
- Team 3

Pending Boards

- Board Name 1**
Date: MM/DD/YYYY
Team Name:
- Board Name 2**
Date: MM/DD/YYYY
Team Name:

Active Boards

- Board Name 1**
Date: MM/DD/YYYY
Team Name:
- Board Name 2**
Date: MM/DD/YYYY
Team Name:
- Board Name 3**
Date: MM/DD/YYYY
Team Name:

Calendar

March 11, 2024

S	M	T	W	T	F	S
1	🎂	3	4	5	🎂	7
8	9	10	11	12	13	14
15	16	17	18	🎂	🎂	21
22	23	🎂	25	26	27	28
29	30	31	🎂	2	3	4

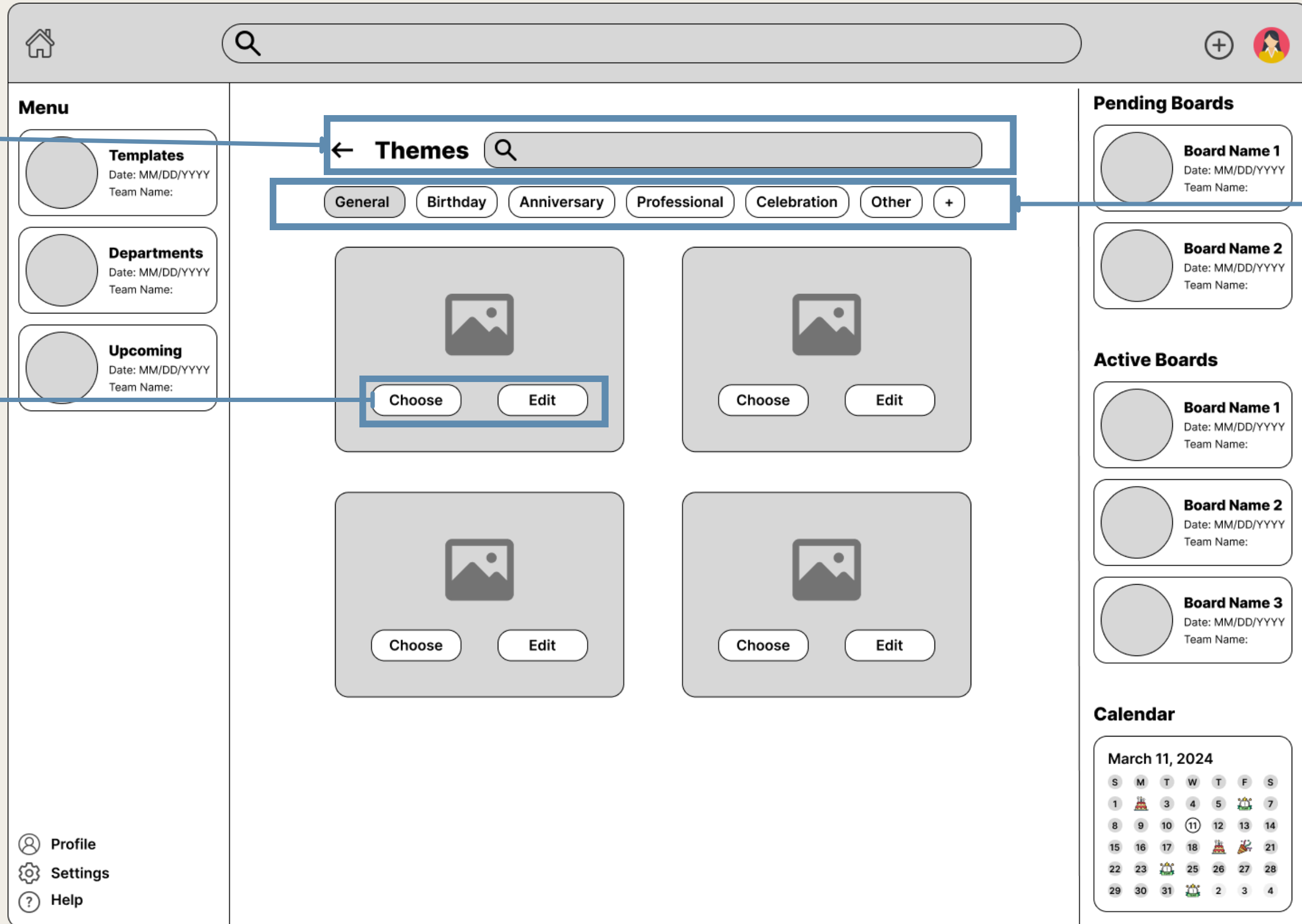
Profile
Settings
Help

Contributing Employees

Project Teams by Departments

Posts Added

MID-FI MOCK-UPS



Search Themes

Choose & Edit Theme

Filter Themes

MID-FI MOCK-UPS

The mockup shows a central form for creating a board. The form includes the following fields and controls:

- Board Name:** A text input field.
- Theme:** A dropdown menu with the option "Choose Theme" highlighted.
- Recipient:** A dropdown menu with the option "Choose Recipients" highlighted.
- Send on:** A date selector with fields for MM, DD, and YYYY.
- Invite:** A section with a radio button for "Make Anonymous?" and a user icon.
- Create & Send:** A large button at the bottom of the form.

Surrounding the form are several panels:

- Menu:** A sidebar on the left with three items: "Templates", "Departments", and "Upcoming", each with a date and team name.
- Pending Boards:** A sidebar on the top right with two items: "Board Name 1" and "Board Name 2", each with a date and team name.
- Active Boards:** A sidebar on the bottom right with three items: "Board Name 1", "Board Name 2", and "Board Name 3", each with a date and team name.
- Calendar:** A calendar view for March 11, 2024, located at the bottom right.
- Footer:** A bottom-left navigation area with "Profile", "Settings", and "Help" links.

Four callout boxes are connected to the form by blue lines:

- Choose Theme:** Points to the Theme dropdown.
- Send On:** Points to the Send on date selector.
- Make Anonymous:** Points to the "Make Anonymous?" radio button.
- Choose Recipients:** Points to the Recipient dropdown.

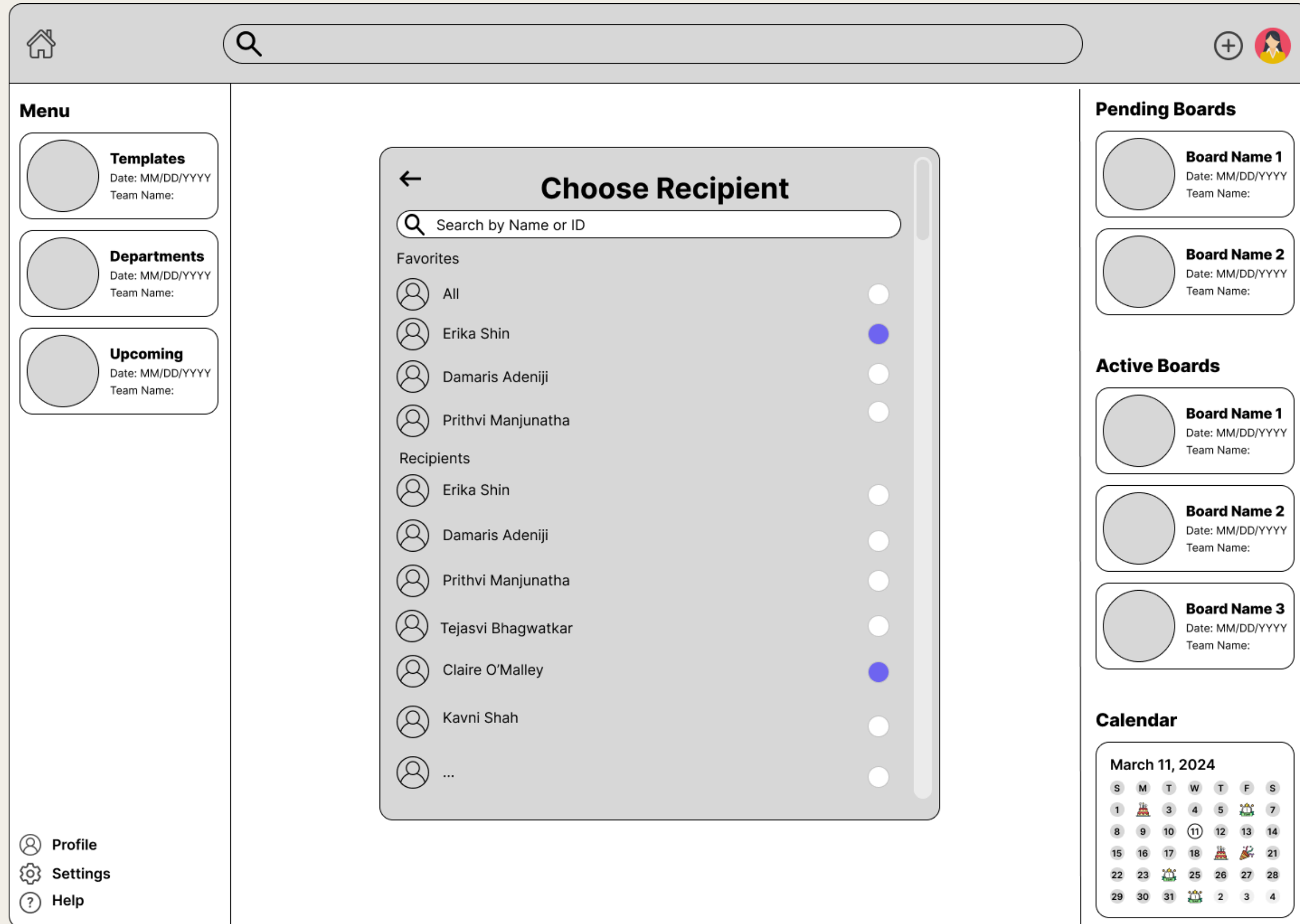
Choose Theme

Send On

Make Anonymous

Choose Recipients

MID-FI MOCK-UPS



USABILITY TESTING PROTOCOL

OBJECTIVES:

OBTAIN AN UNDERSTANDING OF THE CURRENT PLATFORM FLOW.

IDENTIFY THE AREAS OF CONFUSION AND MISSING ELEMENTS IN THE CURRENT DESIGN FLOW.

EVALUATE THE EFFECTIVENESS OF THE CURRENT PRESENTATION.

USABILITY TESTING

Generate

Home Page

Better / more intuitive nav bars

Expects homepage welcome message

the home page side panels are a little too busy

Profile + Settings are redundant

Create Board

difference between pending and other boards

Make it more clear on how to add contributions to board

Homepage boards give the idea of being templates rather than existing boards

post page

Making what anonymous does more clear

Making invite box less confusing

Evaluate

Priorities

some of the boards are not consistent with each other

Better naming convention for board types

creating a welcome page

Calander

hard to see the date with the emoji blocking it

the icons on the calendar are a little confusing except for the birthday cake

Suggestions / Add ons

likes the idea of voice/music recordings

search bar not needed

Distinction between Archive and ForYou (and what can be seen on either or)

Confusions

unclear what the hashtags are

confused about the recent and birthday posts (believes them to be unpublished)

unclear what the emojis under the picture are for

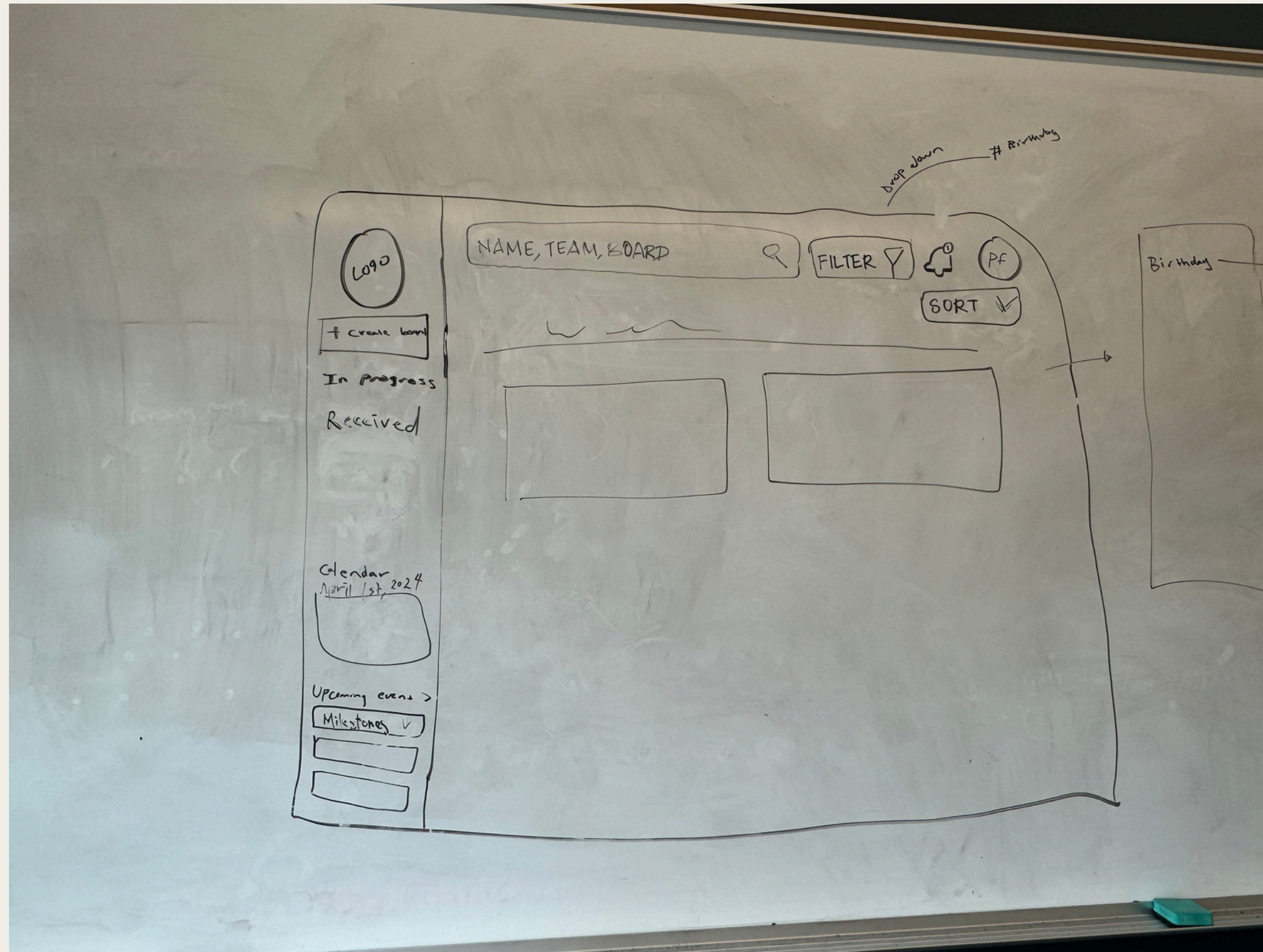
More clear identifier for what search is used for

wasn't sure what the invite thing on creating a board was as there was no button to click on

Prioritization

- Naming Convention
- Welcome Page
- Enhancing Clarity

FURTHER DEVELOPED



MILESTONE 3

Develop and evaluate high-fidelity mockups

ACTIVITIES

01 USABILITY TESTING

Use the information from mid-fi testing and implement it into hi-fi prototype development.

02 FIGMA MOCKUPS

Develop prototypes of proposed web designs on Figma.

03 TRANSFER DOCUMENTATION

Hand off the high-fidelity to FordLabs.

DESIGN SYSTEM

Upcoming

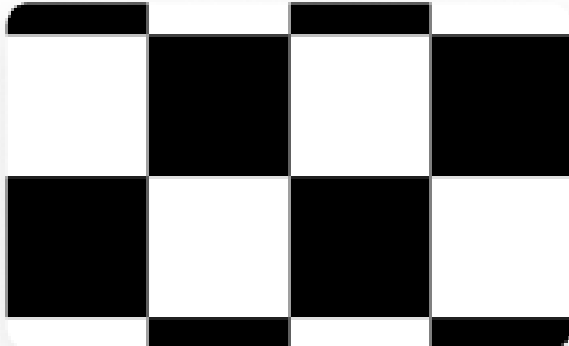


Posts Page - Board...

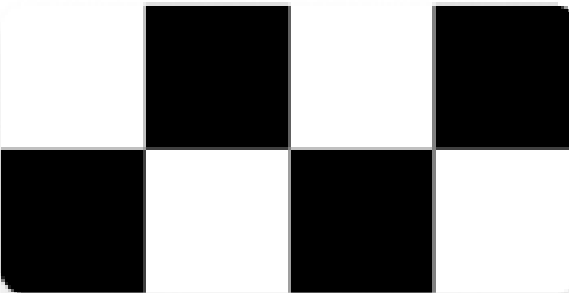
Board Name

Recipient

Month 00, 2024, Team



Posts Page - Imag...



Username

Text here



Calendar

March, 2024

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Button



Headings/Headline 30

Posts Page - Text ...

Username

Text here



IDEAS

- Font: Poppins
- Fun yet easy-to-read colors
- Minimal clean pages

HI-FI
MOCK-UPS

HOME
PAGE

CALENDAR
PAGE


CREATE
BOARD


SELECT
RECIPIENT

CHOOSE
TEMPLATE

SEND
BOARD

POST
PAGE


Name

Filter
Sort
Notifications


For you

[+ Create Board](#)

[In-Progress](#)

[Received](#)

Calendar


March 10th, 2024

< **March, 2024** >



MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Upcoming

Accomplishments


-  **March 18th, 2024**
Ariana's Project Completed

Events


-  **March 24th, 2024**
Erika's Birthday
-  **April 2nd, 2024**
Leonardo's Baby Shower

Welcome, Username!

Happy birthday :)
Ariana
March 12, 2024, Product Design




Congratulations!
Erika
March 8th, 2024, Management



Happy anniversary!
Leonardo
March 2nd, 2024, Development



Congratulations!
Erika
March 8th, 2024, Management



Happy anniversary!
Leonardo
March 2nd, 2024, Development



Happy birthday :)
Ariana
March 12, 2024, Product Design



HI-FI MOCK-UPS

HOME PAGE

CALENDAR PAGE


CREATE BOARD






SELECT RECIPIENT

CHOOSE TEMPLATE

SEND BOARD

POST PAGE

 **Name**

 Filter  Sort  Notifications  

For you

+ Create Board

🔄 In-Progress

📧 Received

Calendar


March 10th, 2024

< **March, 2024** >


MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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Upcoming

Accomplishments

 **March 18th, 2024**
Ariana's Project Completed

Events

 **March 24th, 2024**
Erika's Birthday

 **April 2nd, 2024**
Leonardo's Baby Shower


Welcome, Username!


< **March, 2024** >


MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Upcoming


Accomplishments


 **March 18th, 2024**
Ariana's Project Completed


 **Body/Body 18**
Meta/Caption 12


 **Body/Body 18**
Meta/Caption 12


Events

 **March 24th, 2024**
Erika's Birthday

 **April 2nd, 2024**
Leonardo's Baby Shower

 **Body/Body 18**
Meta/Caption 12

 **Body/Body 18**
Meta/Caption 12

 **Body/Body 18**
Meta/Caption 12

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CREATE BOARD


SELECT RECIPIENT

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SEND BOARD

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**Name**



For you


Calendar

March 10th, 2024



March, 2024						
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Board Name:

Theme:

Recipient:

Message: (15/5000)

Add Contributor(s): (Optional)

Schedule Board: / / (Optional)

Preview

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- ✓ In-Progress
- ✉ Received


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Choose Recipient

- ★ Favorites
-  All
-  Erika Shin
-  Damaris Adeniji
-  Prithvi Manjunatha

Recipients

-  Erika Shin
-  Damaris Adeniji
-  Prithvi Manjunatha
-  Tejasvi Bhagwatkar
-  Claire O'Malley
-  Kavni Shah
-  Joel Archer

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Search boards, people, teams

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General **Birthday** **Baby Shower** **Anniversary** **Celebration** **Other** +

Baby Shower

[Choose](#) [Edit](#)

Anniversary

[Choose](#) [Edit](#)

Celebration

[Choose](#) [Edit](#)

Birthday

[Choose](#) [Edit](#)

Baby Shower

[Choose](#) [Edit](#)

Anniversary

[Choose](#) [Edit](#)

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Happy Birthday !
Erika
April 15, 2024, Product Design

NEXT STEPS

USABILITY TESTING

Continue Hi-Fi usability testing, improving our designs based on feedback given

BRANDING

Explore creating unique design branding for our product, rather than use FordLabs branding

FINISH HI-FI'S

Polish Hi-Fi's and deliver to our sponsors.

DOCUMENTATION

Hand off detailed transfer documentation to FordLabs.

THANK YOU

Claire O'Malley, Damaris Adeniji, Erika Suin Shin, Joe Maddux, Joel Archer, Isaac Cheung,
Kavni Shah, Mahi Tripathi, Prithvi Manjunatha, Tejasvi Bhagwatkar

Subject : FORDLABS

Submitted by : GROUP 8