Design a user experience to teach creative writing to teenagers
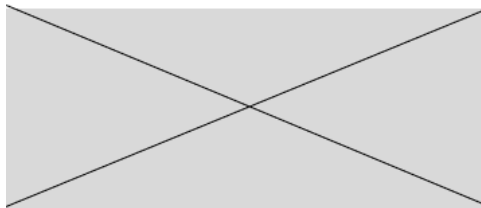
Brenda Cantú

Project overview

The product:

From a young age, I have always been eager to learn, and I quickly recognized the potential of online education to empower everyone. This passion fueled my exploration of the world of teenagers who long to unleash their creativity through writing.

Project duration:

November 1, 2023 to December 28, 2023

Project overview

The problem:

Teenagers have great creative potential, but often lack the skills and knowledge necessary to develop it. A well-designed user experience can help teens develop their creative writing skills and express themselves more effectively.

The goal:

The goal is to design a user experience that helps teens develop their creative writing skills. The experience must be attractive, relevant and effective for teens.

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Project overview

My role:

UX researcher, UX designer, UX writer

Responsibilities:

User research reports, personas, problem statements, user journey maps, goal statements, competitive audits, storyboards, user flows, paper wireframes, digital wireframes, low-fidelity prototypes, and usability studies.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

To validate the effectiveness of my designs, I conducted unmoderated user testing sessions, observing how teens interacted with the prototypes. I gathered valuable feedback on usability, intuitiveness, and overall satisfaction, allowing me to further refine my designs.

Through this iterative design thinking process, I successfully developed a user experience design aimed at teaching creative writing to teens, solidifying my commitment to user-centered design principles.

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Persona: **Maya**

"Write through the fear, even if it's shaky."

Problem statement:

As a **self-conscious teenager with a budding passion for writing** I want to **overcome my self-doubt and unleash my creativity** So that **I can write stories that resonate with others and discover my unique voice as a writer.**

Age: 15 years
Education: High School
Family: Two parents, one older sister, one younger brother
Location: Portland, Oregon

Goals
• Develop a consistent writing habit.
• Overcome self-doubt and perfectionism.
• Experiment with different writing styles and genres.
• Receive feedback and improve her writing

Frustrations
• Self-doubt
• Perfectionism
• Fear of failure
• Lack of direction

Maya is a whirlwind of creative energy but can sometimes feel like her ideas are trapped in her head. She loves music, poetry, and getting lost in a good fantasy novel. She's witty and sarcastic, but also deeply empathetic and fiercely loyal to her friends. Although hesitant to share her work at first, she possesses a hidden vulnerability that shines through in her writing when she finally lets go.

Competitive audit

Although there are several platforms to improve the way you write, there are none that are specific to teenagers, or are made for studying at home, so there is a lot to work with.

Competidor	Tipo de competidor (directo o indirecto)	Sucursal(es):	Oferta de producto	Precio (USD - USD)
Wattpad	Directo	https://www.wattpad.com/	Wattpad es una plataforma de publicación y lectura de historias online que cuenta con una gran comunidad de adolescentes escritores. Los usuarios pueden publicar sus historias, leer las historias de otros usuarios y participar en discusiones sobre escritura.	Gratis - $5.00 USD y $8.00USD al mes
Storybird	Directo	https://www.storybird.com/	Storybird es una plataforma de narración online que utiliza imágenes para ayudar a los usuarios a crear historias. Los usuarios pueden elegir imágenes de una biblioteca de imágenes o subir sus propias imágenes.	Gratis - $5USD al mes
WriteShop	Indirecto	https://writeshop.com/	WriteShop es una plataforma de aprendizaje online que ofrece cursos y actividades para ayudar a los adolescentes a desarrollar sus habilidades de escritura. Los cursos se centran en temas como la narración, la gramática y el uso del lenguaje.	Dependiendo del paquete que se elija

Google

Ideation

I'm looking to create a multi-platform site that allows teens to practice and feel better about their writing, receiving feedback from other teens anonymously. Likewise, I think it is important to have ways to maintain privacy as well as being able to report any inappropriate content, challenging teenagers and maintain writing streaks that allow them to develop in increasingly imaginative ways

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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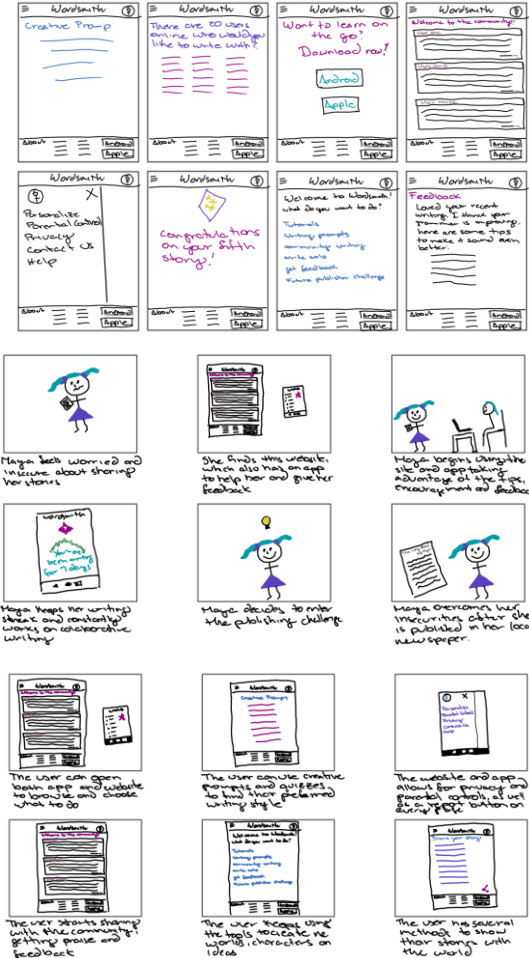
Digital wireframes

Muchos usuarios me comentó como sería útil tener algunos tutoriales y tips para mejorar la escritura, ya que algunas personas no saben como empezar. La retroalimentación que recibí me permitio entender que siempre es importante ofrecer ayuda para cuando sea necesario.

Menú de hamburguesa con todos los enlaces para el primer nivel jerárquico

Tutoriales

Elige lo que mas te interesa aprender para mejorar tu escritura

- **Cómo escribir un ensayo**: Este tutorial te enseña los pasos básicos para escribir un ensayo, desde la planificación hasta la revisión.
- **Cómo escribir una carta**: Este tutorial te enseña cómo escribir diferentes tipos de cartas, desde cartas personales hasta cartas comerciales..
- **Cómo escribir un informe**: Este tutorial te enseña cómo escribir un informe claro y conciso
- **Cómo escribir un artículo**: Este tutorial te enseña cómo escribir un artículo informativo o de opinión
- **Cómo escribir una biografía**: Este tutorial te enseña cómo escribir una biografía de una persona real
- **Cómo escribir una historia**: Este tutorial te enseña cómo escribir una historia creativa
- **Cómo escribir un poema**: Este tutorial te enseña cómo escribir un poema de diferentes tipos
- **Cómo escribir un guion**: Este tutorial te enseña cómo escribir un guion para una película o una obra de teatro
- **Cómo escribir un código**: Este tutorial te enseña cómo escribir código para una computadora
- **Cómo escribir un correo electrónico**: Este tutorial te enseña cómo escribir un correo electrónico profesional y eficaz.

Los usuarios mencionaron que tips para mejorar su escritura serían extremadamente útiles

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Low-fidelity prototype

This is the beginning of what will be the application along with its connections, in which we can see the hamburger menu with the elections and the community and tutorials section, which later, after studies, will have many changes.

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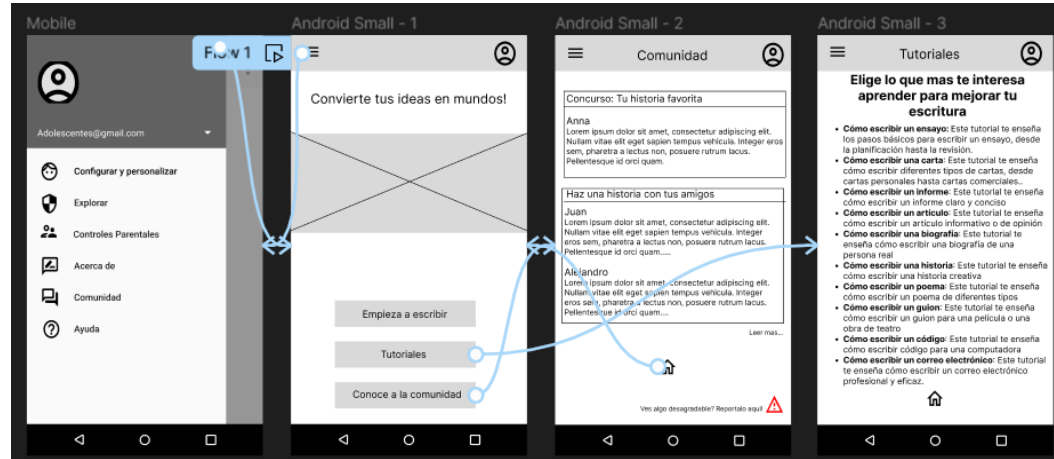
Usability study: parameters

Study type:

Unmoderated usability study

Location:

México, Estados Unidos, Alemania, Perú, Ecuador

Participants:

5 participants

Length:

30-60 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

3 out of 5 users understand how to perform the tests to find the best technique and genre for them.

2

Finding

3 out of 5 users like the anonymous comments feature

**3**

Finding

Insert usability study finding 3.

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Refining the design

- Mockups
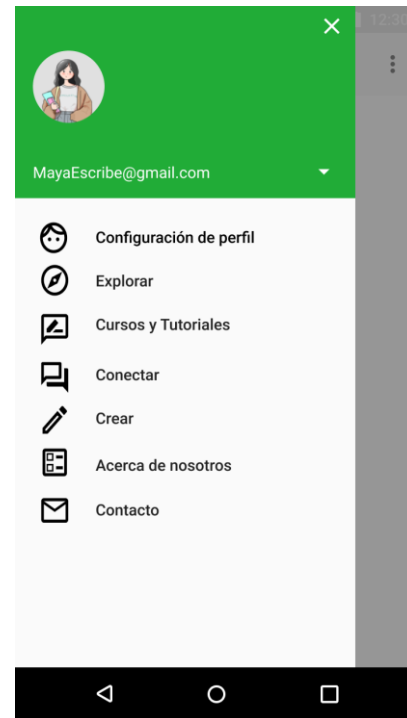- High-fidelity prototype
- Accessibility

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Mockups

After receiving feedback about the lack of information about what the application contains, I added what I had created in the sitemap, which will be at the top of the page. I added color and the profile photo of one of my Personas to give it a bit of a hi-fi feel.

Before usability study
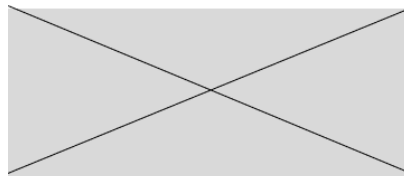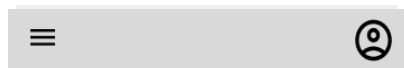

After usability study

Google
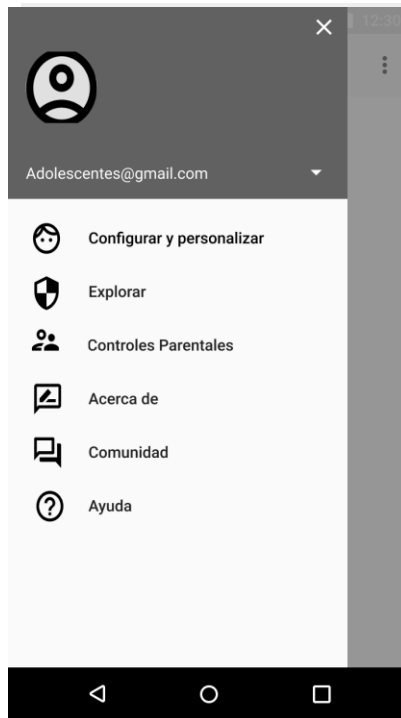
Mockups

I decided to use bright and attractive colors for teenagers, so that they maintain engagement. Likewise, multiple options are given to register and sign up for the application, so that young people do not have any issues. The option is given to start exploring so that they understand a little more about how the app works.

Before usability study

After usability study

¡Desbloquea tu autor interior!

Empieza a escribir

Tutoriales

Conoce a la comunidad

Continúa con Facebook

Continúa con Google

Continúa con Apple

Empieza a explorar ▷

Google

Mockups

Screen 1 (Navigation Menu)

MayaEscribe@gmail.com

- Configuración de perfil
- Explorar
- Cursos y Tutoriales
- Conectar
- Crear
- Acerca de nosotros
- Contacto

Screen 2 (Login)

¡Desbloquea tu autor interior!

Continúa con Facebook

Continúa con Google

Continúa con Apple

Empieza a explorar

Screen 3 (Comunidad)

Comunidad

Anuncios generales
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae elit eget sapien tempus vehicula. Integer sem, pharetra a lectus non
Leer más

Retroalimentación anónima
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae elit eget sapien tempus vehicula. Integer sem, pharetra a lectus non
Leer más

Comparte tus historias!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae elit eget sapien tempus vehicula. Integer sem, pharetra a lectus non
Leer más

Escribe con otros
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae elit eget sapien tempus vehicula. Integer sem, pharetra a lectus non
Leer más

Retos y Concursos
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae elit eget sapien tempus vehicula. Integer sem, pharetra a lectus non
Leer más

Screen 4 (Tutoriales)

Tutoriales

Cómo escribir un ensayo
Secondary line text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam.
Leer más

Cómo escribir una carta
Secondary line text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam.
Leer mas

Cómo escribir una historia
Secondary line text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam.
Leer más

Cómo escribir un poema
Secondary line text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam.
Leer más

Cómo escribir un guion
Secondary line text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam.
Leer más

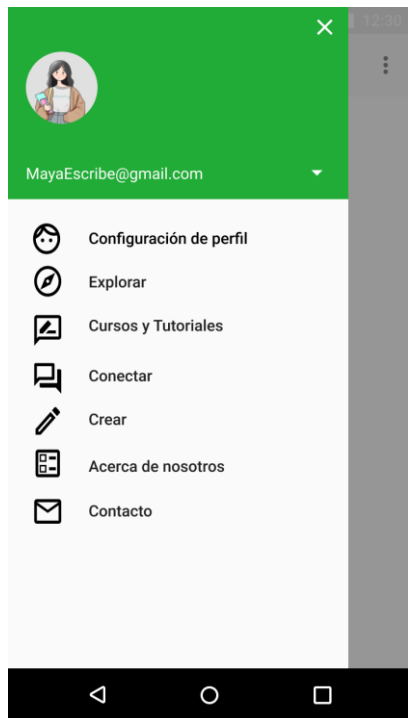Cómo escribir un artículo
Secondary line text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam.
Leer más

High-fidelity prototype

Because I already had a general idea about the tablet and laptop prototypes, I don't have low-fidelity prototypes.

I considered this quite simple, since I had the idea from the sitemap and the prototype that was originally created on mobile,

shown here, and I based it on the same to create the other sizes.

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Accessibility considerations

1

Users with visual issues have the possibility to make the font larger on the screen

2

The text of the applications can be read out loud with the help of specialized software
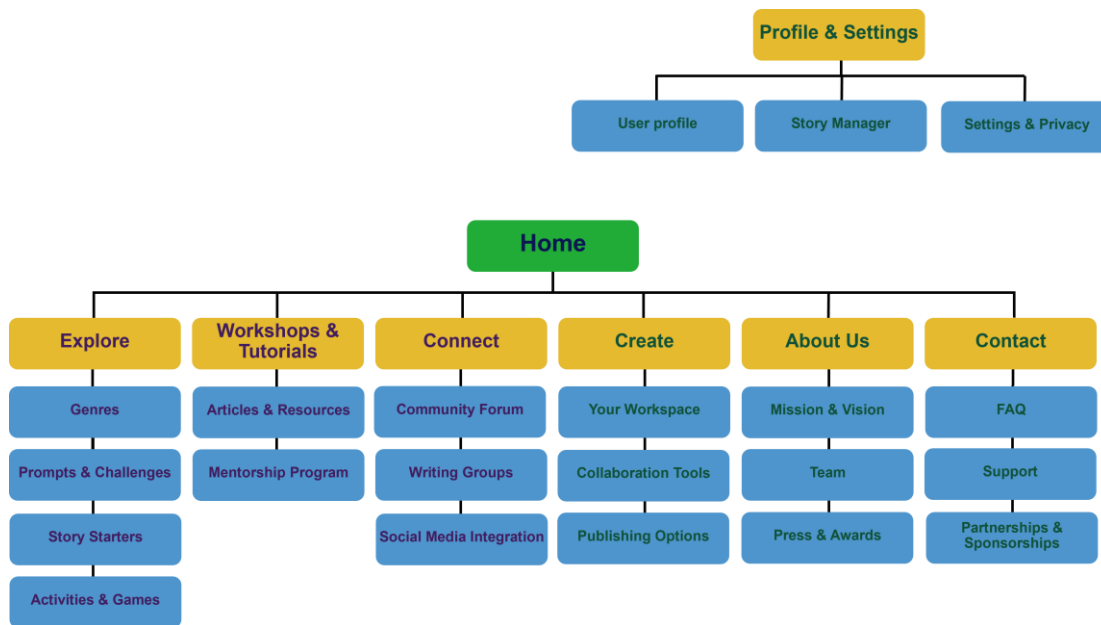
3

Single color background for neurodivergent people who find it difficult to interact with a lot of visual noise.

Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

After researching what teens needed and wanted learn, as well as taking into account parents' need for privacy settings, this is the sitemap that was created.

Responsive designs

I think it would be an excellent resource for young people who want to learn or improve their creative writing, sharing their stories, and giving feedback to people like them. This will also allow them to get more ideas, while reviewing the forums and seeing what others add. They can do this from any of their devices depending on what they have available.
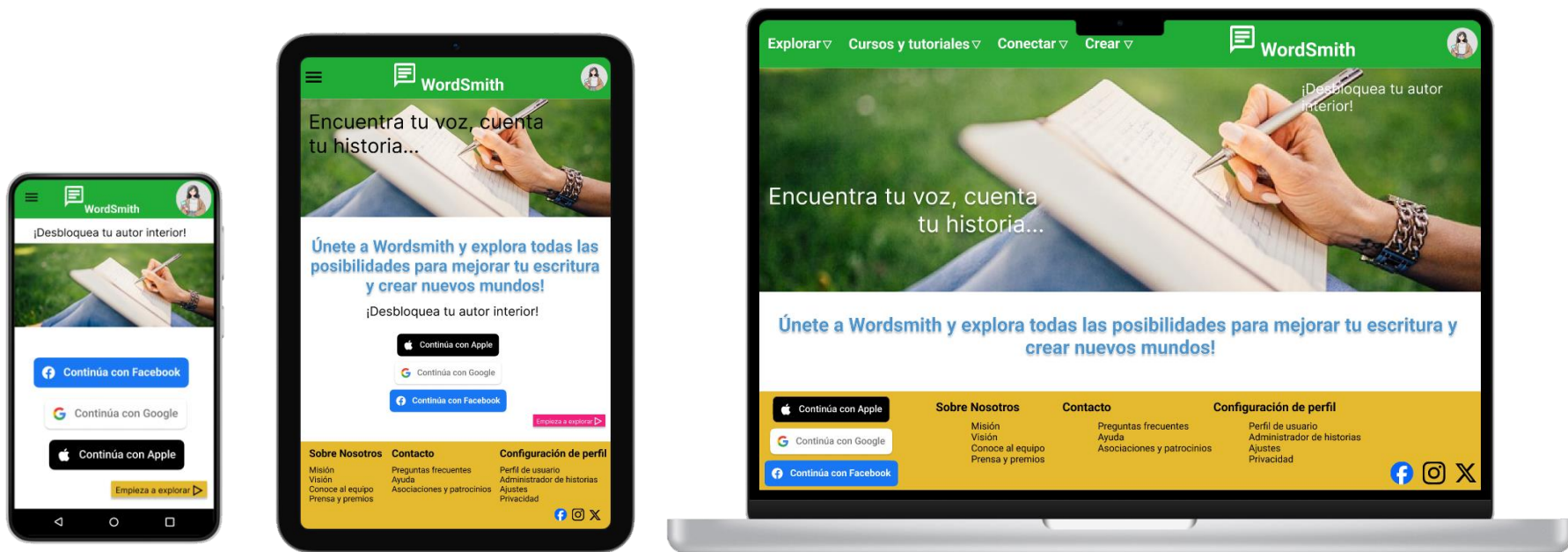
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

This project has the potential to help teens develop their creativity and personal expression through writing, encouraging teen expression and motivating them to unleash their creativity.

What I learned:

Making a cross-platform project is much more complicated than other projects, however, it has been one of the most interesting experiences, due to the topic I chose.

Google

Next steps

1

I will continue learning and keeping myself up to date with UX to gain more experience and information.

2

I will keep iterating my prototype so I can improve the app design

3

I consider designing e-learning apps and sites to be one of the most valuable things we can do, and I would love to explore a bit more.

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Let's connect!

I hope we can stay in touch!

Send a message to: **BrendaCantuL @gmail.com**
You can review my portfolio at: **https://brendacantul.net/**

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