

Projects Overview

Radim Pekárek

2018-2020

Service Design • Human-centred research • UX Design

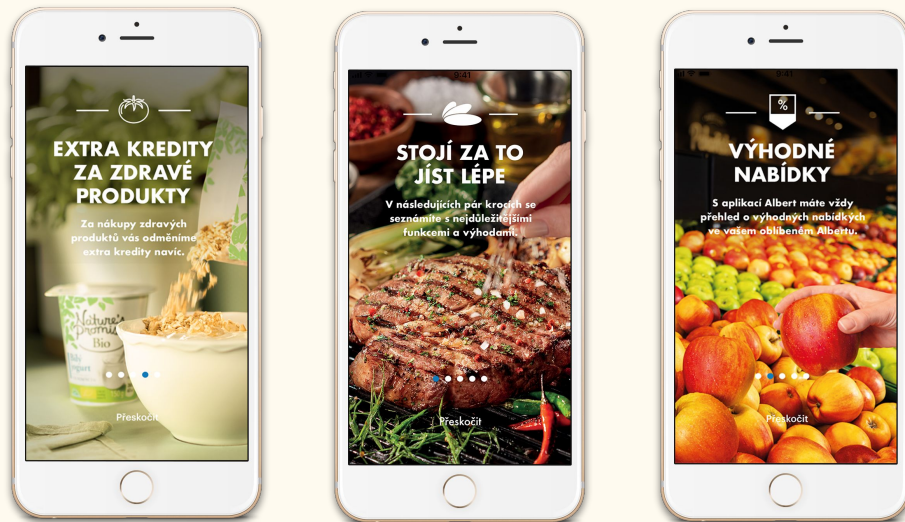
Eating well pays off

Client: Ahold Czech Republic a.s.

Context: Creative Dock

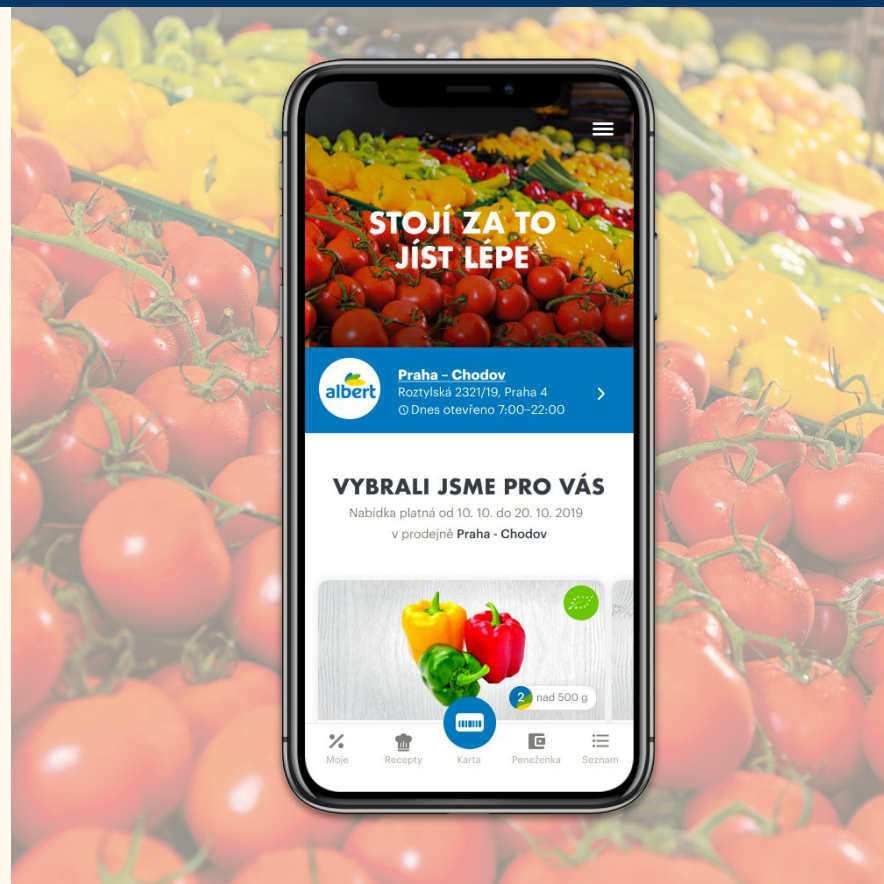
Industry: Retailing

My role: User experience researcher, UX/UI design



My Albert

The only app that helps you step-by-step with entire transition to better eating. It means not only initial inspiration, advice or smart planning, but also availability, curation and smart shopping of food in my store. For all families and urban consumers who believes that food matters during a movement to better eating.



The Brief

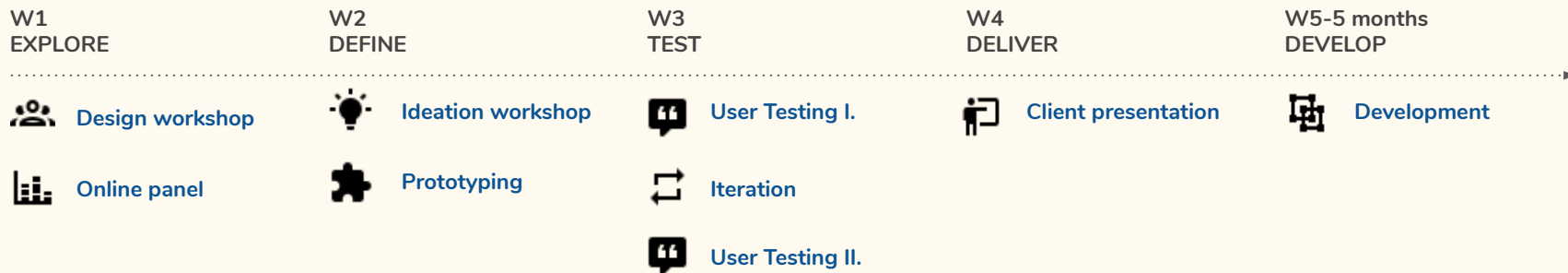
My task was to create a UX design proposition for the following features defined by the Creative Dock's innovation team and than to pitch the idea to the client's CMO.



The set of and logic of the app features created by the Creative dock innovation team.

The Process

In order to challenge the research insights which were proposed by the innovation team I organised four weeks long design sprint.



Design workshop review

After this design workshop which involved a sample of clients customer segments we agreed on a new interface design logic.

Hypothesis

Participants will engage customized widget design or a form of chatbot

Experiment

In depth interviews/ Card sorting

Target Metric

To get qualitative insights into desirable experience design.

Actual results

The users created three different architectures of the app with three different purposes.

New Insights

There is too much features and it makes its interpretation difficult.

Decision

To design the app around a hook which resonates the most in our target group. Make a final decision after an online panel testing the hook.

Online Panel

The decision made was to design the app around a hook which resonates the most in the client target segments.

The question: Which features do you welcome the most in your favorite supermarket app?

Discounted
products
71 %

Loyalty
program
70 %

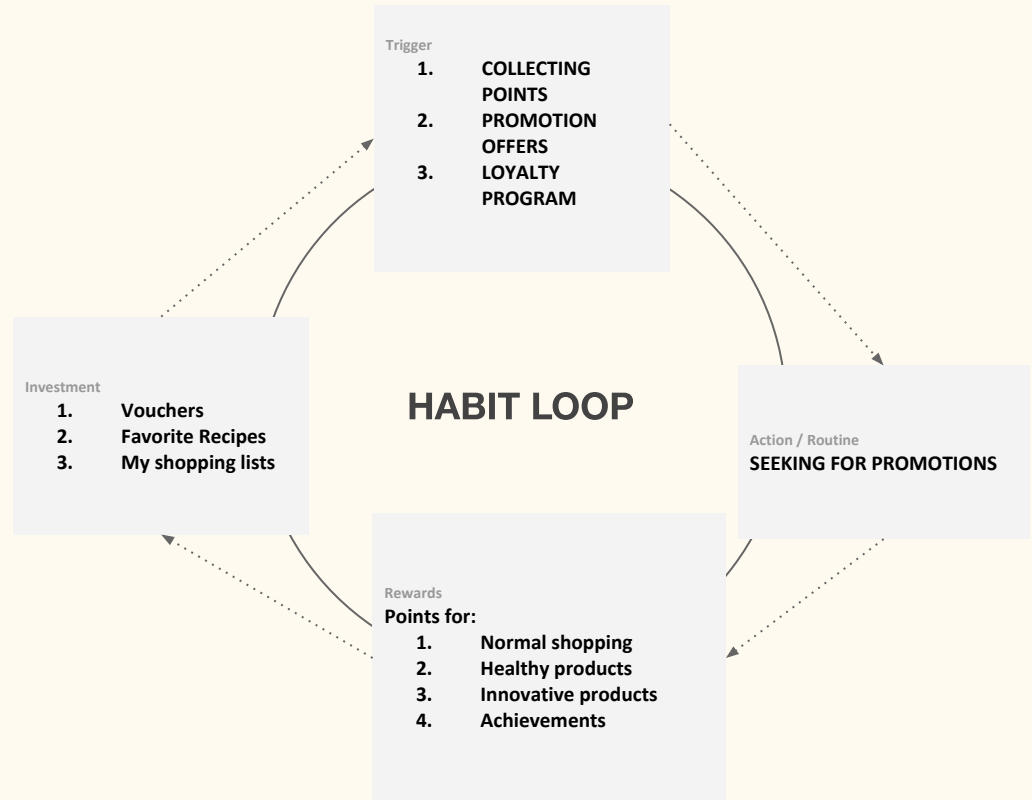
Promoting
special offers
61 %

Recipes
44 %

Help me eat
better
31 %

The Hook

We have to design the UX model around the habit. We do not design the app but the experience of planning, shopping, payment and getting rewards.



Prototyping

Onboarding

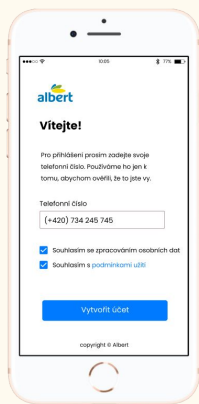
Inspiration

Planning

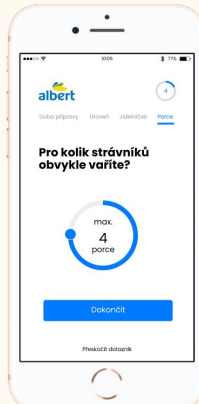
Shopping

Enjoy

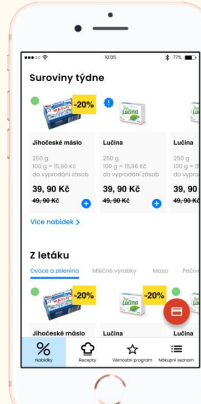
Personalise



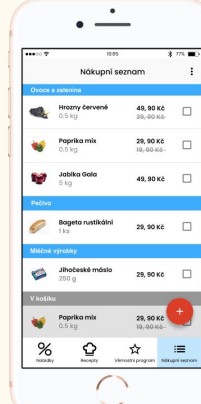
SIGN UP / LOG IN



THE WIZARD



THE HOMESCREEN



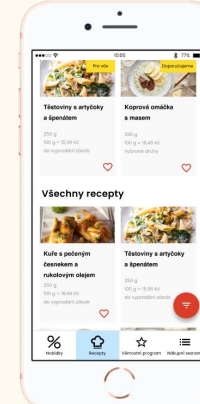
THE SHOPPING LIST



THE LOYALTY CARD



THE VOUCHERS



PERSONALISED
CONTENT

Usability Testing

Onboarding

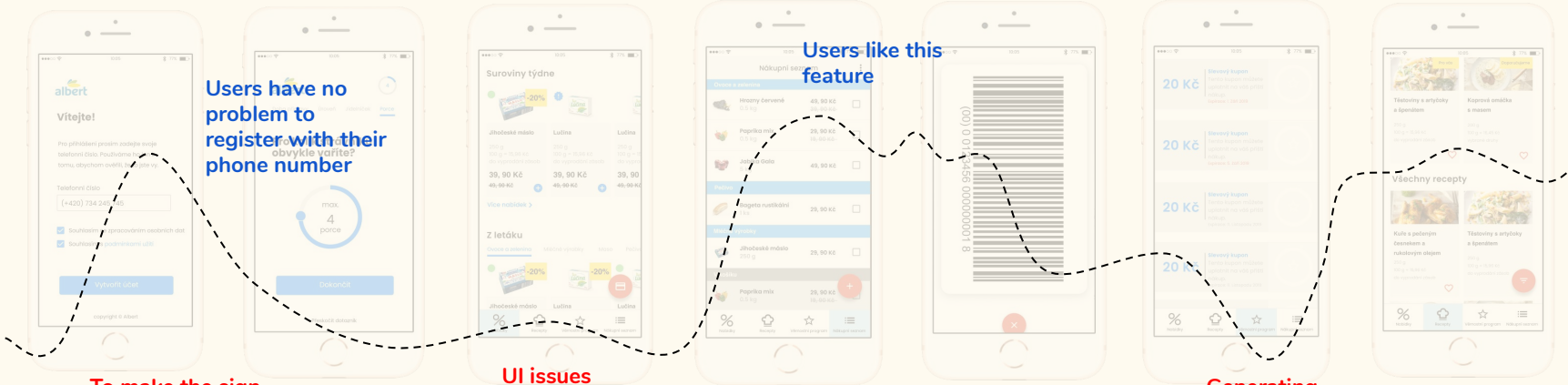
Inspiration

Planning

Shopping

Enjoy

Personalise



Users have no problem to register with their phone number

Users like this feature

Generating vouchers is not clear for the users. Need to find new solution

To make the sign up process easier

UI issues

SIGN UP / LOG IN

THE WIZARD

THE HOMESCREEN

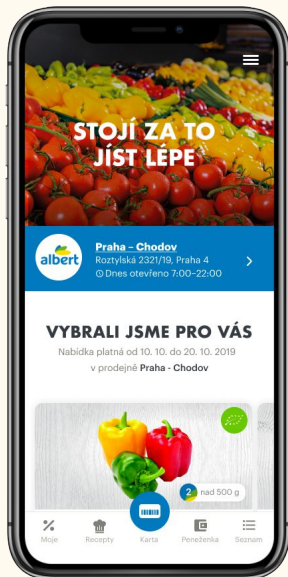
THE SHOPPING LIST

THE LOYALTY CARD

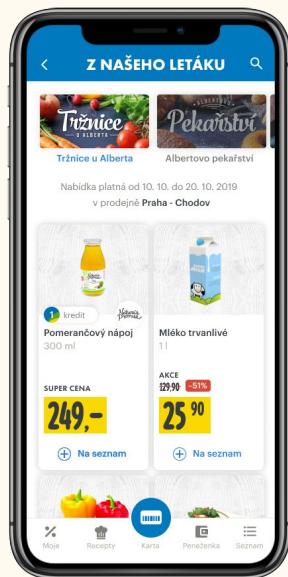
THE

PERSONALISED CONTENT

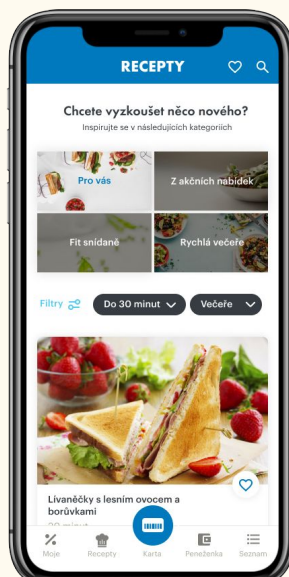
Final design



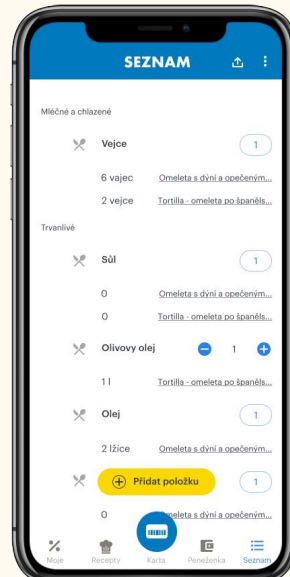
THE HOMESCREEN



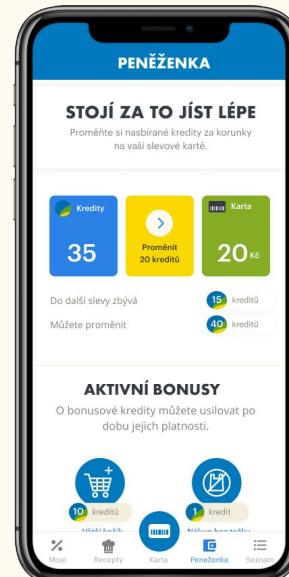
THE LEAFLET



THE RECIPES



THE SHOPPING LIST



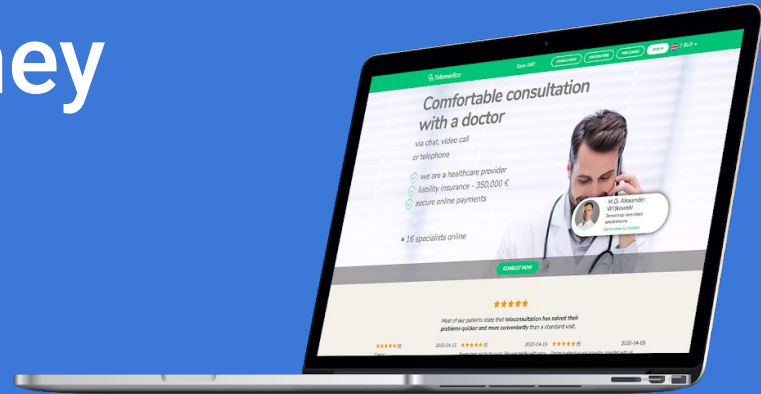
THE LOYALTY PROGRAM

Testing a user journey for Telemedi.co

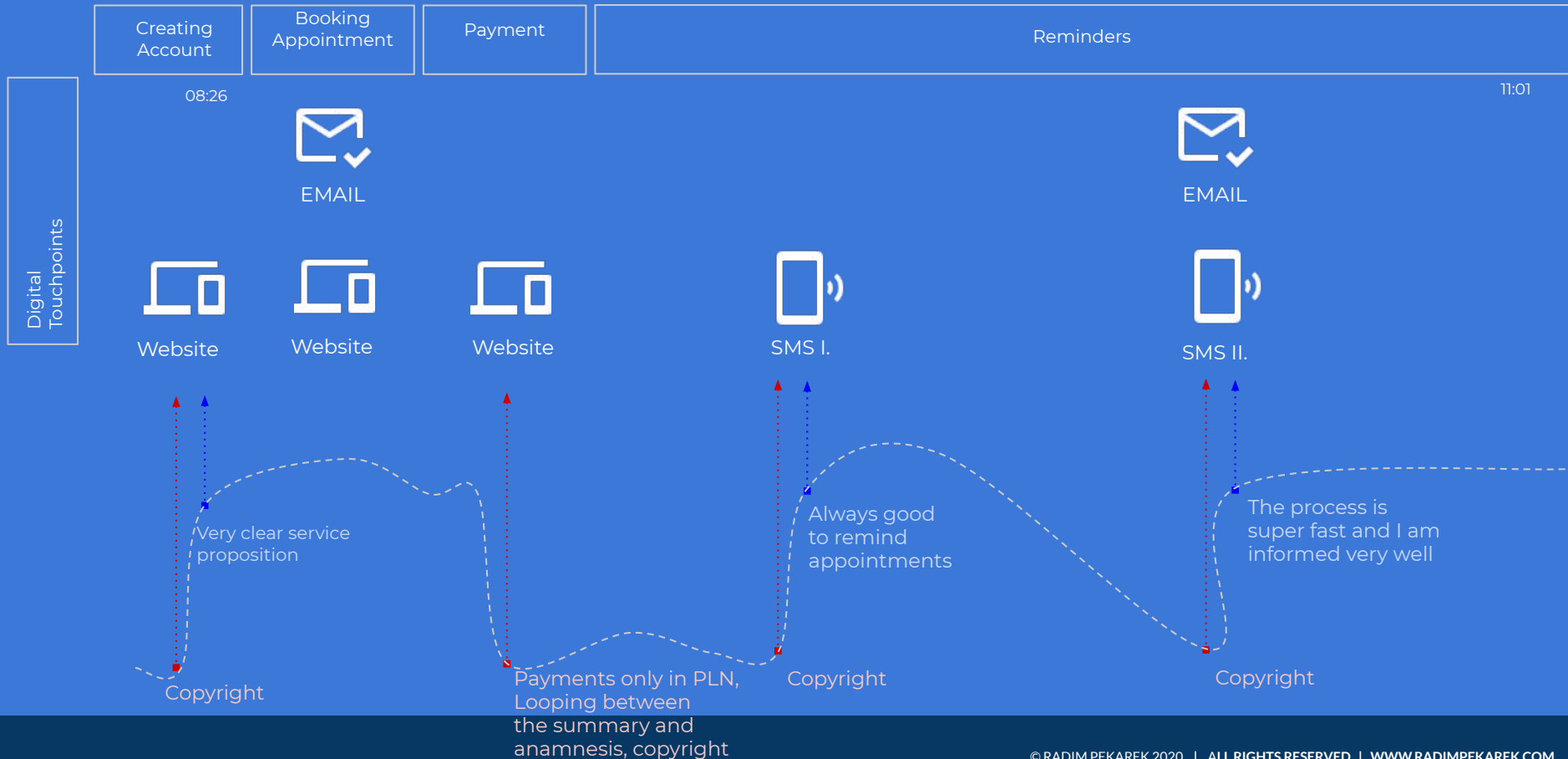
Client: telemedi.co

Sector: e-health

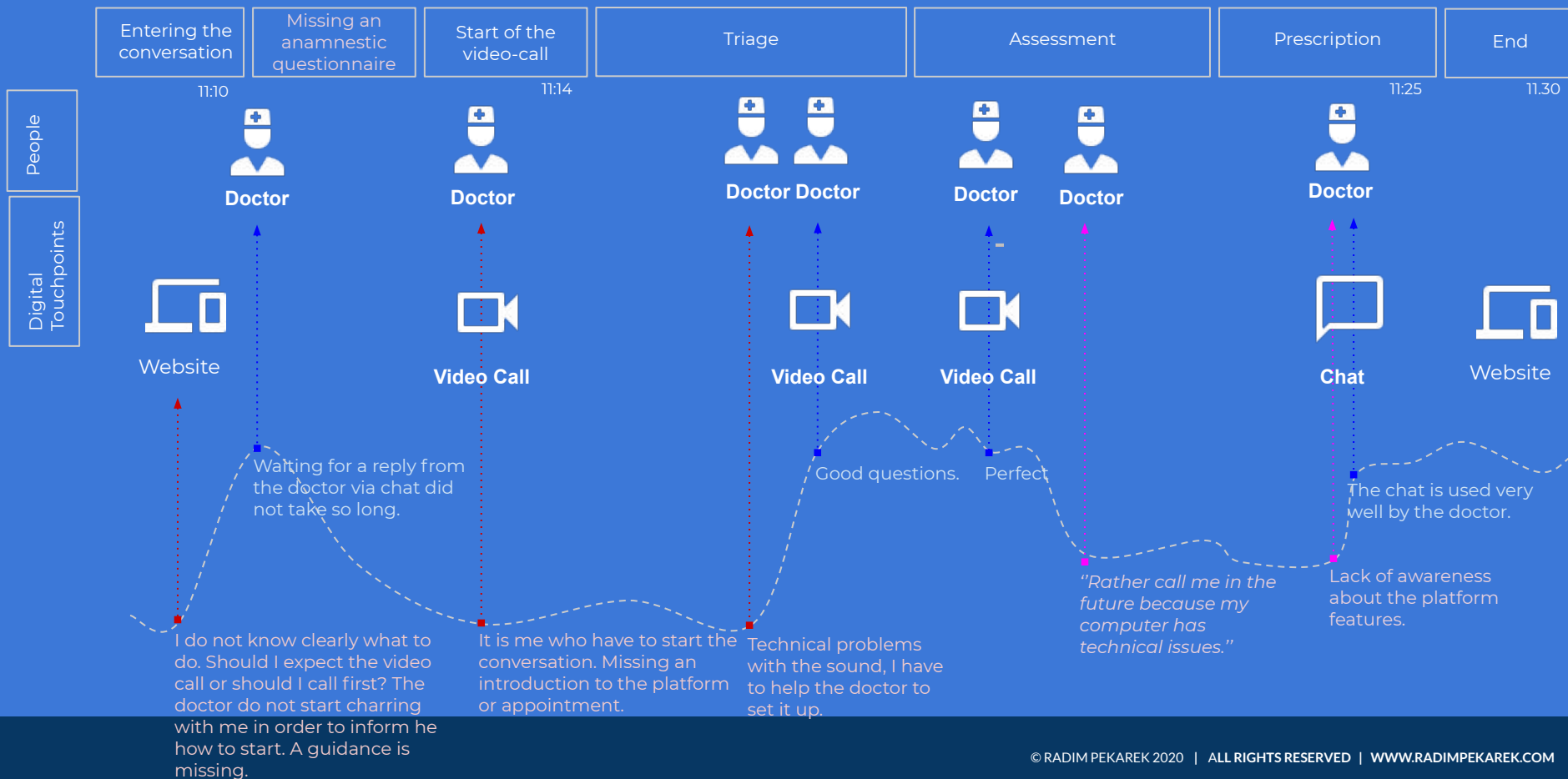
My role: UX testing



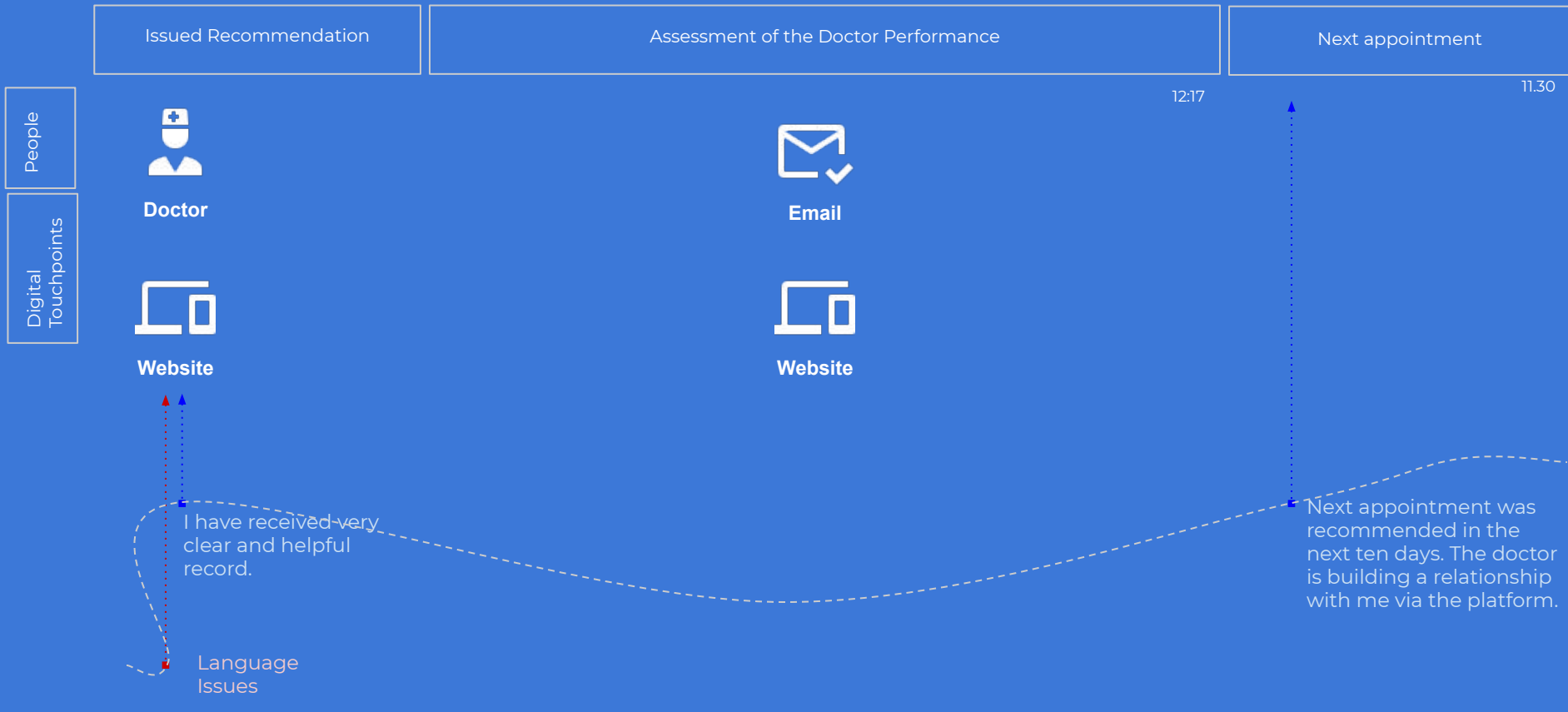
Before the appointment



The Appointment



After the appointment





DESIGNING NEW ENVIRONMENTS TO BUILD AND SUPPORT RESILIENT FAMILIES

Client: Bounce Works

Context: Case study, The Royal College of Art

Industry: Social services

My role: Researcher, Service designer

The team: Radim Pekarek, Daniela Soto, Karen Rozenbaum, Libo Hu

ABOUT EMOTIONAL RESILIENCE...

Is the emotional ability to **cope with adversity** and **adapt to change**.

There are some factors that can **promote emotional resilience** in a individual, family or community level.

There are some circumstances that can **affect emotional development** for example: vulnerable environment, poverty, family disharmony. One of this circumstances are **transitions: moment of changes**.

CONTEXT: 9 TO 11 YEARS OLD

Transition from childhood to adolescence

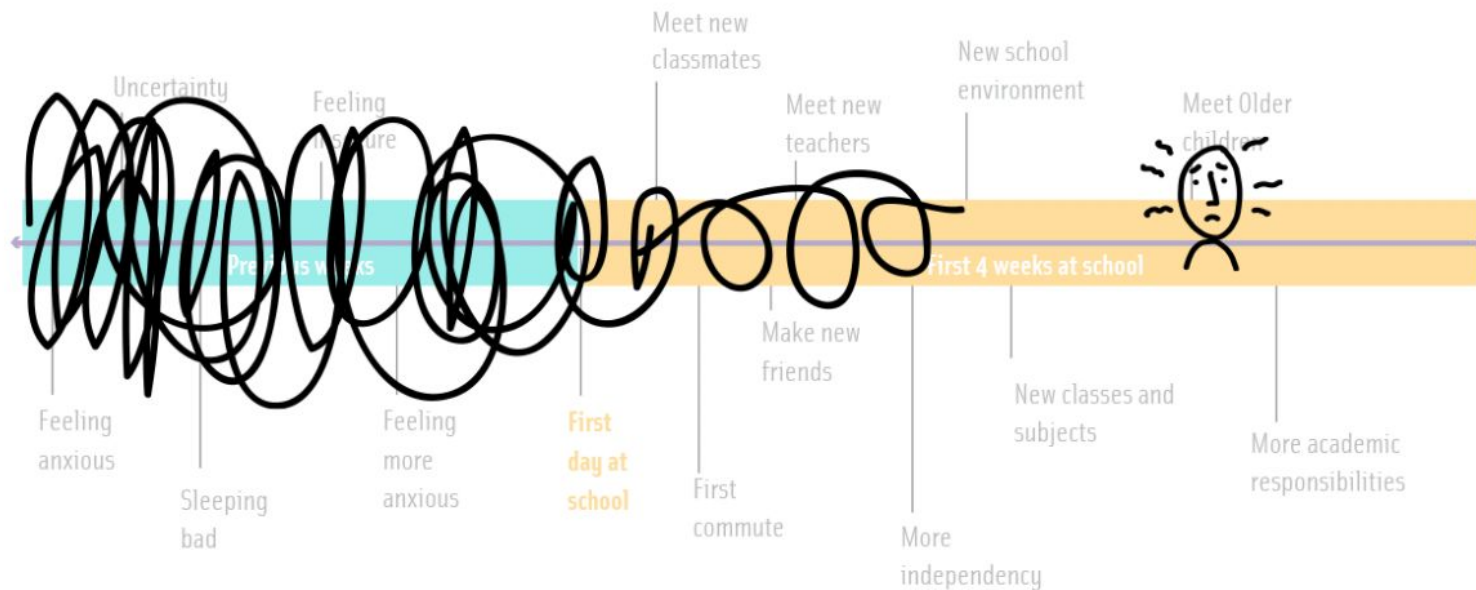
CHANGING SCHOOLS: ENTERING THE SECONDARY SCHOOL



CONTEXT: 9 TO 11 YEARS OLD

Transition from childhood to adolescence

EXPERIENCING CHANGES: FIRST WEEKS AT NEW SCHOOL



CONTEXT: 9 TO 11 YEARS OLD

Transition from childhood to adolescence

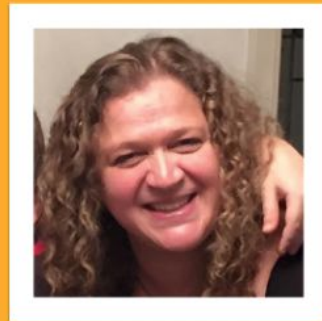
TOM · 10 YEARS OLD



- Need to understand and express what is he's experiencing.
- Need support on how to deal with the specific changes

← →
**NEED OF MUTUAL UNDERSTANDING
ABOUT WHAT ARE THEY EXPERIENCING**

LISA · TOM'S MUM



- Need to understand the child and what he's going through during this phase
- Need to find ways to support him through the process.



If the family is not aware of this changing situation and the child doesn't find a way to cope with this, could develop depression or anxiety disorders in a near future and affect their emotional resilience.

HOW TO DEVELOP EMOTIONAL RESILIENCE IN THIS SPECIFIC CONTEXT?

HOW TO DEVELOP RESILIENCE IN THIS SPECIFIC CONTEXT?

 WE TALKED
WITH
EXPERTS...



Adriana Friedmann
PhD in Anthropology,
Master in Education
and Pedagogy



Kirsty Pakes
Psychologist, Hand In
Hand Parenting
collaborator



Gurpreet Singh
Actor, HCPC
Registered
Drama-therapist



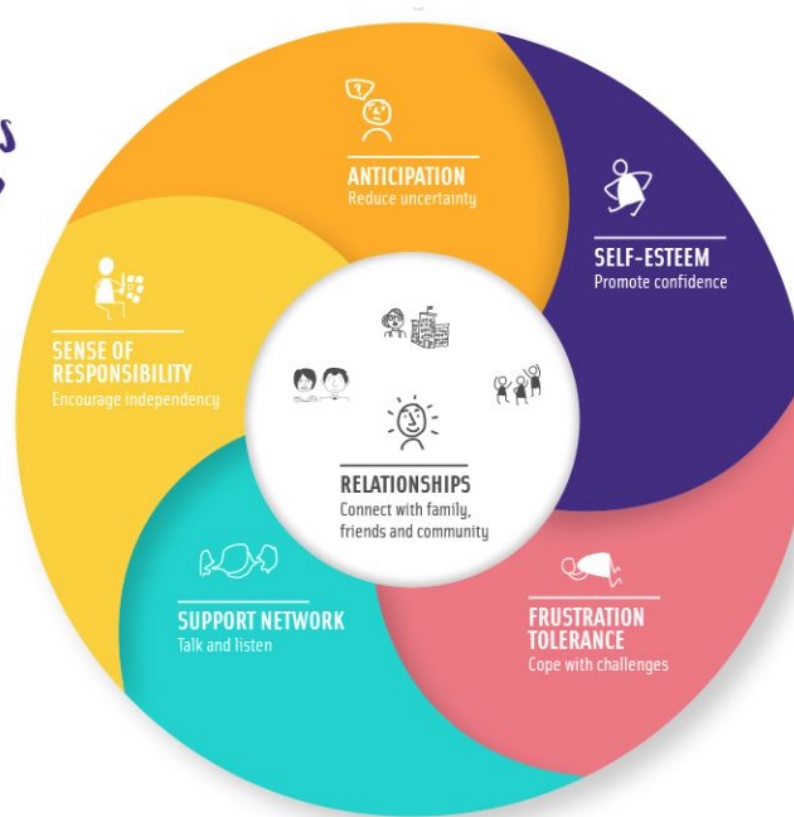
Desktop Research

'Resilience and development: Contributions from the study of children who overcome adversity' ANN S. MASTEN, KARIN M. BEST, AND NORMAN GARMEZY, University of Minnesota.

'The mental health of children and young people in London, Public Health of England report'

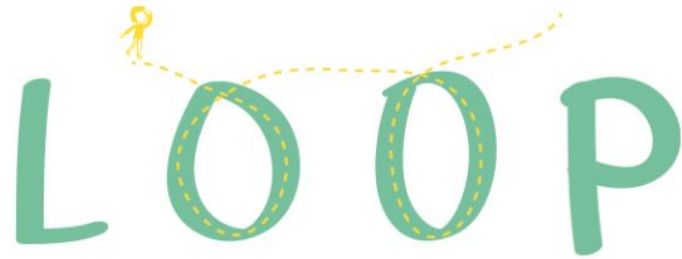
'The Rites of Passage'

HOW TO DEVELOP RESILIENCE IN THIS SPECIFIC CONTEXT?



HOW MIGHT WE

Help parents and children to **understand and experience the changes of entering the secondary school**, in order to **develop emotional resilience**?



Supporting children in new school adventures

LOOP is a 12-months **box subscription service** that helps both parents and children from 10 to 11 years old to **explore new school environments to adapt and overcome** the difficulties of changing schools, by encouraging **meaningful relationships and emotional connection.**

SET UP

Digital as an enabler:
a platform to access the
service, complete
profiles and set the
specific changes
(themes) the children is
experiencing



LOOP Website



Profile settings



Specific changes

MISSIONS

Physical box:
delivery at a monthly
basis, with weekly
Missions to stimulate
children interactions
and relationships in the
'real' world



Specific changes



Box



Tools and activities

PARENT SUPPORT

Digital to access to
relevant information:
through the platform,
parents can access/
receive customised
content, in their
preferred medium,
according to each
mission/specific
change.



Articles



Videos



Podcast



DEVELOPMENT

Platform creation
(coding + user experience)



LOGISTICS

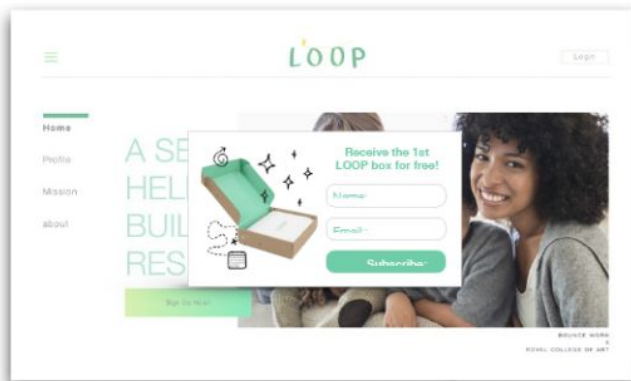
Box production/delivery
(set team + buy materials +
develop the missions and boxes)



CURATED CONTENT

Psychologist experts
(set team + pre-develop the missions
and an initial set of curated content)

1. SET UP: ONLINE PLATFORM



The screenshot shows the 'Set parents' and children's profile' page on the LOOP website. At the top, the 'LOOP' logo and a 'Login' button are visible. The main heading reads: 'Complete both your and your children's profile so we can understand the specific changes you are going through and send you customised activities and curated content.' Below this, a vertical timeline indicates the current step: 'Set parents' and children's profile'. The page is divided into two main sections: 'YOUR DETAILS' and 'YOUR CHILDREN'S DETAILS'. The 'YOUR DETAILS' section includes a profile picture icon and input fields for 'Name:', 'Age:', and 'Address:'. The 'YOUR CHILDREN'S DETAILS' section includes a child's profile picture icon and input fields for 'Name:' and 'Age:'. Below these sections, a heading reads: 'Select the most relevant theme your kid is concern about'. A list of themes is provided with checkboxes: 'Changing schools', 'Making new friends', 'Studying for exams', 'Body issues (puberty)', 'Communing to school', 'Bullying', 'Love relationships', and 'Other:'. The 'Making new friends' and 'Body issues (puberty)' checkboxes are checked. A hand-drawn arrow points from the 'Set parents' and children's profile' step to the 'YOUR DETAILS' section, and another arrow points from the 'Select the most relevant theme...' heading to the list of themes.

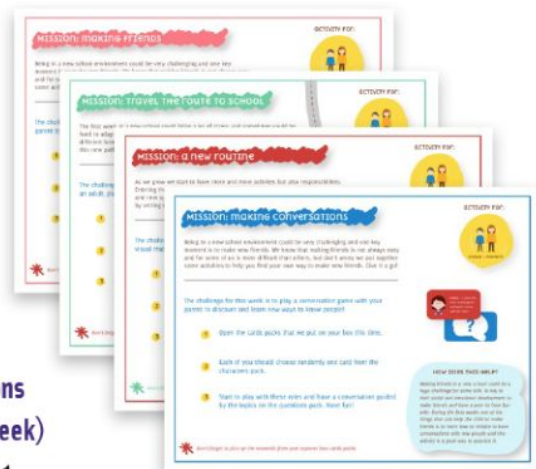
2. MISSIONS: MONTHLY BOXES



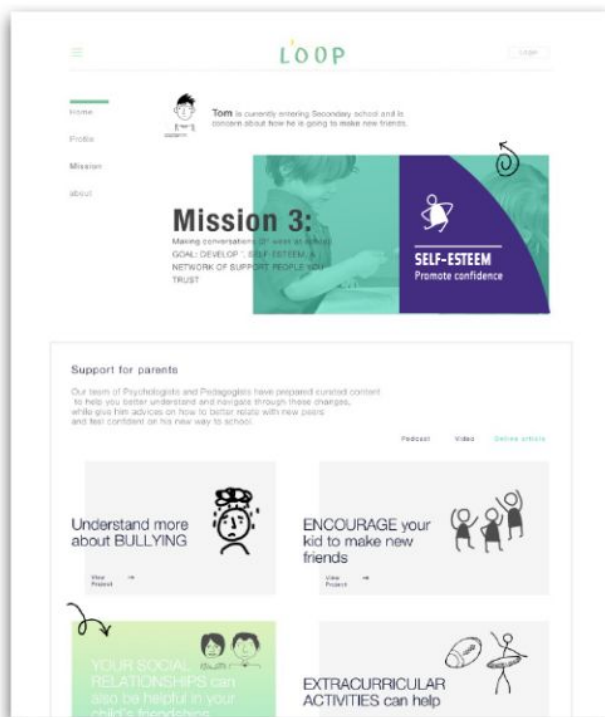
4 missions
(1 per week)

Materials for
activities

1 monthly box



3. PARENT SUPPORT



A YEAR OF CHANGES

TOPICS

NEW SCHOOL

PUBERTY

MAKING FRIENDS

ACADEMICS

ROUTINES

BULLYING

12 MONTHS

1

2

3

4

5

6

7

8

9

10

11

12

RESILIENCE
GOALS



ANTICIPATION



SELF-ESTEEM



FRUSTRATION
TOLERANCE



SUPPORT NETWORK



SENSE OF
RESPONSIBILITY



RELATIONSHIPS
Connect with family,
friends and community

MISSION: TRAVEL THE ROUTE TO SCHOOL

The first week at a new school could bring a lot of stress and sometimes could be hard to adapt to some of the new experiences. Your daily commute is going to be different from the last school so here we designed an activity for you to explore this new path and have some fun on the way!

The challenge for this week is that with the help of one of your parents or an adult, plan and travel your new journey from home to school.

- 1 Plan your trip and draw the route in the map that we put in your box this time.
- 2 You can add some stickers to the map that can help you to remember the journey.
- 3 Collect some treasures on your way to having a nice memory of this day. (a treasure could be: stones, leaves or what you find interesting!)



Don't forget to pick up the materials from your explorer box: map, stickers, treasure's bag

ACTIVITY FOR:



HOW DOES THIS HELP?

We know that the first week at school can bring a lot of stress and anxiety, so one of the things that can help is to anticipate some situations to be more prepared and less nervous about it. Prepapre the journey to school is going to give you more confidence and let you concentrate in some of the other things happening at school on the first days.



VALIDATION

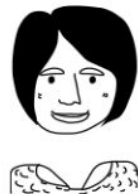
Great idea to have the Missions in the box as a **physical thing** because **through the objects kids can engage** in activities together with their family and friends.



EXPERT

I really like that the **content for parents** it helps us to **reflect**, is not a recipe.

I think that my kid would be **fascinated with the missions!**



PARENT

BUSINESS MODEL



+



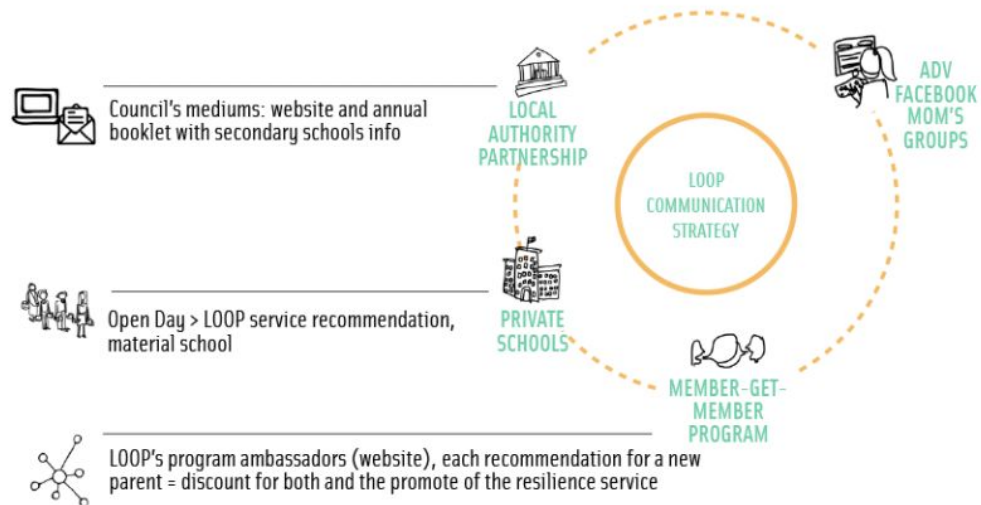
FREEMIUM MODEL

(1st week/box for free + free content for parents)

MONTHLY SUBSCRIPTION

Each box comes with **weekly missions, related to the Specific theme**/change the parent previously selected on the website

COMMUNICATION STRATEGY



Thank you.

radimpekarek@pekarek.eu