CASE STUDY

Google UX Professional Certificate
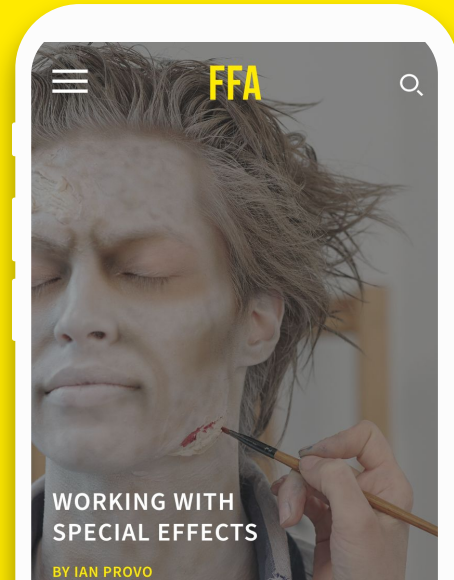*Objective: Design a responsive website for makeup tutorials*

FORMFACTOR
ACADEMY

PROJECT OVERVIEW

The project ran from March 28th - April 5th 2022.

FormFactor Academy is a responsive website concept that provides on-demand makeup tutorials & classes for special effects and theater artists.

FFA

WORKING WITH SPECIAL EFFECTS

BY IAN PROVO

The problem.

Specific skills are needed for certain productions, but are time-consuming & expensive to acquire through traditional educational programs.
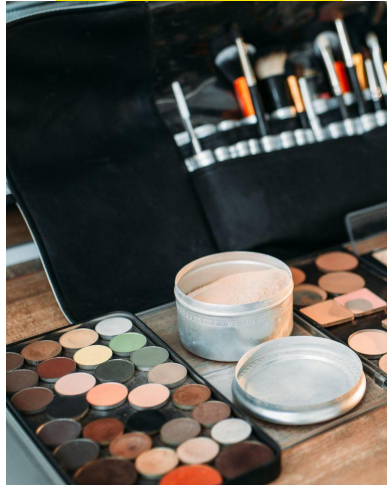
The solution.

✓ Provide on-demand, searchable training streams that focus on specific skills and techniques.

RAISON D'ETRE

MY ROLE

**UX designer
& researcher**

Responsibilities:

User research
Wireframing
Prototyping
User Testing

UNDERSTANDING THE USER

User research

Personas

Problem Statements

Journey Maps

On March 29th five participants were interviewed in a moderated user study to determine if the site's user flow was effective.

The user group included three female and two male participants ages 25-45. It was expected that users would be able to successfully find and save video content, but it was found that users wanted more control.

1.

2.

3.

Pain Point:

Film & theatrical makeup schools are concentrated in a handful of metro areas

Pain Point:

Productions cannot pause to accommodate months-long training programs for their teams

Pain Point:

Mentored on-location training, and/or outside specialists are often outside the scope of the production budget

PAIN POINTS

USER PERSONA

Steffan is an effects supervisor who needs his team to have access to **specific, on-location makeup training** so that he can keep his department on time & on budget.

Steffan

EFFECTS SUPERVISOR, AUSTIN TX

EXPERIENCE

Steffan leads a team of special effects artists and technicians working on independent films in Austin, TX. He says it can be difficult to find resources to help his staff expand their skills and learn new techniques. He'd prefer not having to send workers off-set to take classes in other states.

GOALS

Provide his team with quality resources & education on-site at minimal expense.

Age: 35-45

Film Industry Professional

PAIN POINTS

- Lack of local access to staff training

- Limited selection of techniques available in established training programs

" I need my team to be able to learn specific styles for each project. The standard curriculum at makeup academies is too broad for most of our needs."

Persona: Steffan

Journey: Find material that covers new styles requested by the show's director

| ACTION	Gets directive for team	Find solutions	Organizes with team	Satisfies directives
TASK LIST	A. Make notes about desired makeup styles B. Meets with team to discuss their experience with those styles C. Notes holes in the team's experience	A. Finds FFA B. Browses content C. Creates an account D. Locates training materials E. Organizes relevant material into a collection	A. Calls a meeting with team B. Provides the team with access to his collection C. Monitors the team's improved skills	A. Team produces improved, effective work B. Production stakeholders are pleased C. The quality of the show is improved
FEELINGS	**Anxiety** over changing goals. **Frustration** over the team's lack of experience.	**Relieved** upon finding resources. **Concerned** about the team's ability to learn new techniques. **Hopeful** that the resources will be sufficient.	**Stressed** about managing shifting priorities **Excited** to get his team on board with new training **Eager** to get back on schedule.	**Reassured** by his team's success **Thrilled** by the production outcome
IMPROVEMENT OPPORTUNITIES	Allow content creators to organize class series into certification programs	Provide a way for users to make notes on content within their collections	Include a function to allow the creation & management of content for teams	Build a space for users to share success stories related to the content

USER JOURNEY

DESIGN
KICK-OFF

Paper Wireframes

Digital Wireframes

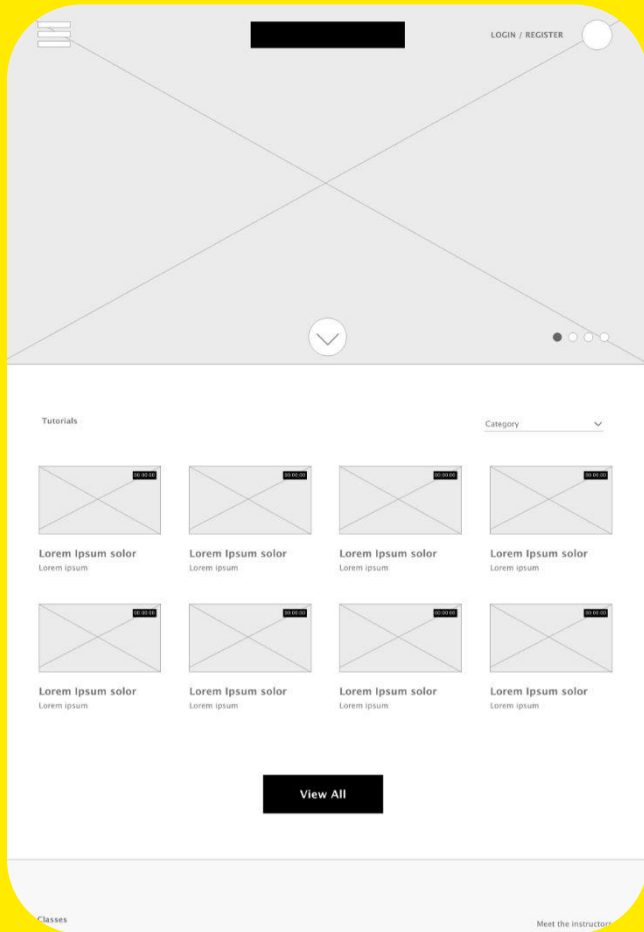Low-Fidelity Prototype

Usability Studies

PAPER WIREFRAMES
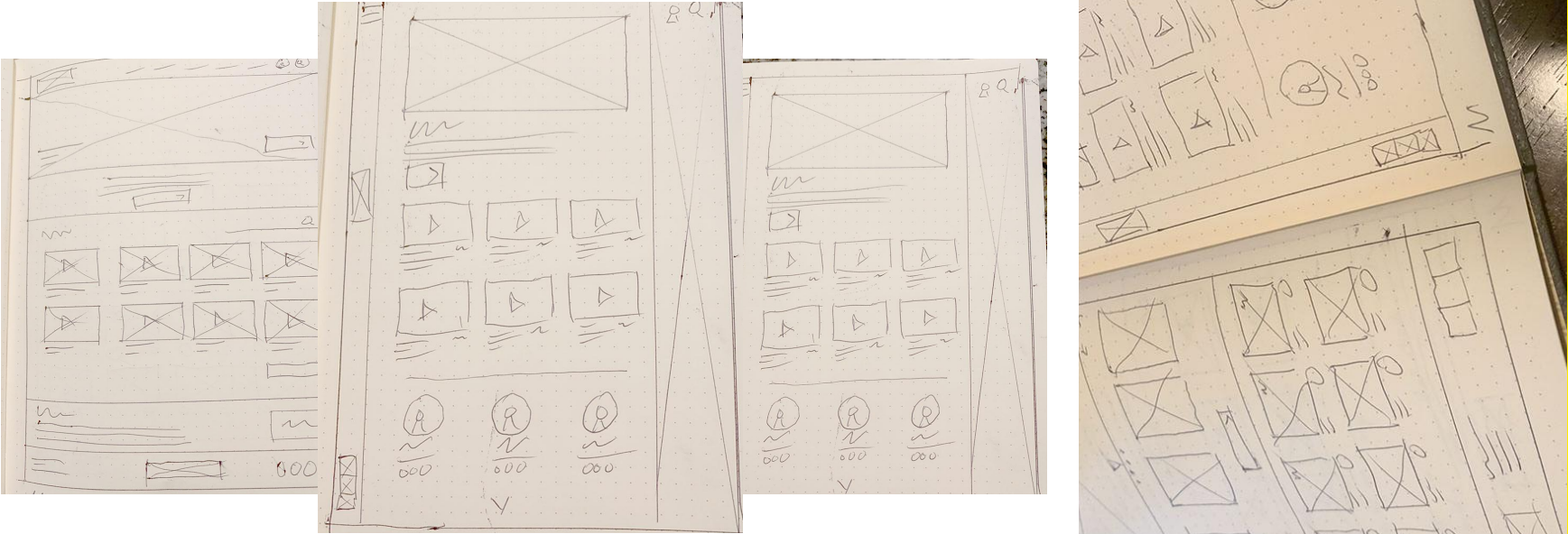
**Sketches &
ideation for designs**

DIGITAL WIREFRAMES

It was considered that users might be under duress or pressure, so a design that puts the desired content up front immediately was opted for.

Content is organized into categories, and can be sorted easily.

✓ Users can access the tutorial content without creating an account.

LOW-FIDELITY PROTOTYPE

Users can log in, browse and consume content.

LAUNCH PROTOTYPE

USABILITY STUDY: FINDINGS
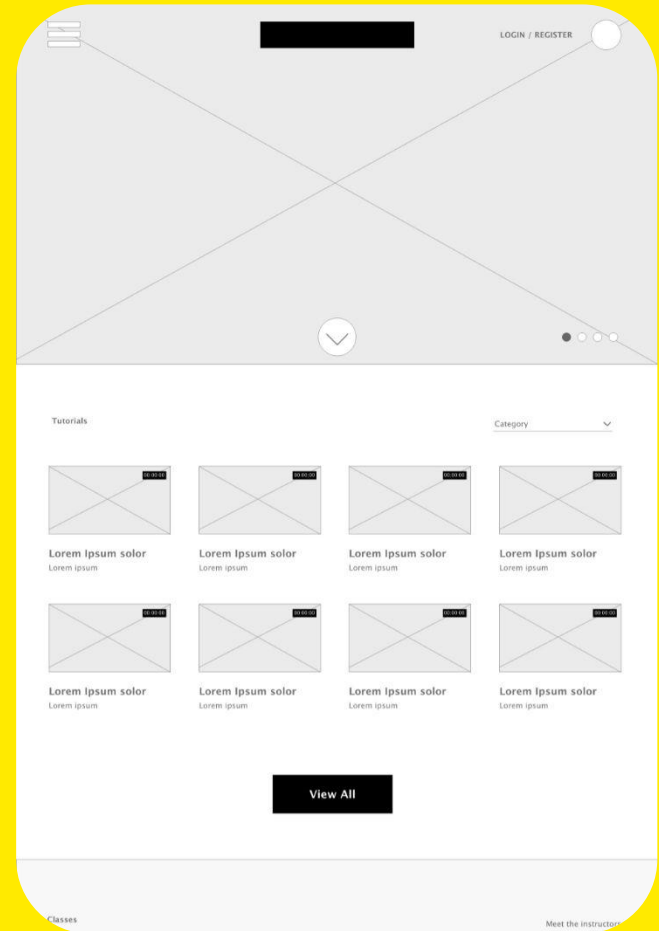
ROUND ONE

A. Users were interrupted by suggested content while reading the video transcripts

B. Users didn't understand use of the library

C. Some users wanted the ability to follow certain instructors

ROUND TWO

A. Users want to create full profiles

B. Some artists requested certificates for class completion

C. Participants wanted the ability to leave feedback on content

DESIGN REFINEMENT

Mockups

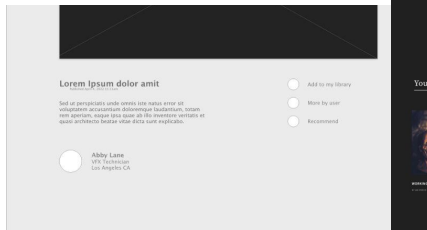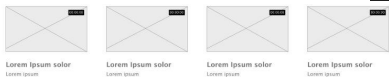High Fidelity Prototype

Accessibility

MOCKUPS

Initial high-fidelity prototype

BEFORE USABILITY STUDY

Stacy Rowells

Transcript

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You may like:

WORKING WITH SPECIAL EFFECTS

FORMFACTOR ACADEMY

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Abby Lane
VFX Technician
Los Angeles CA

☐ Add to my library
☐ More by user
☐ Recommend

AFTER USABILITY STUDY

You may like:

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Lorem ipsum

Lorem Ipsum solor
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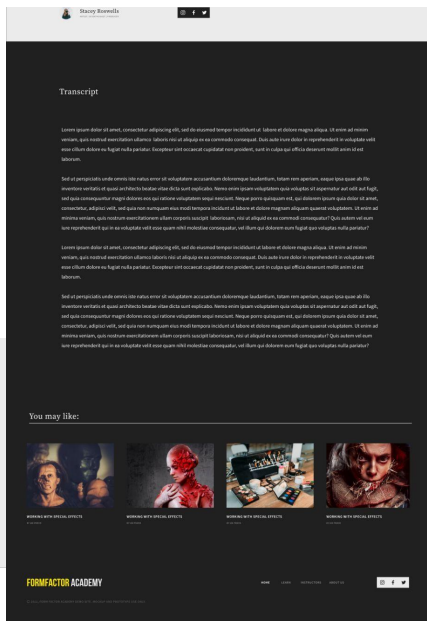
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Transcript

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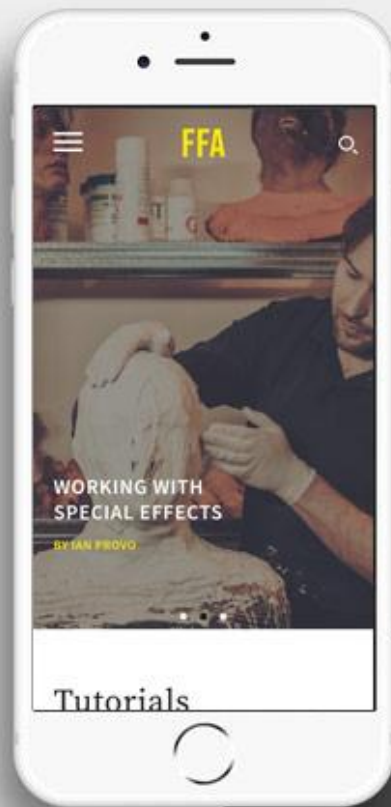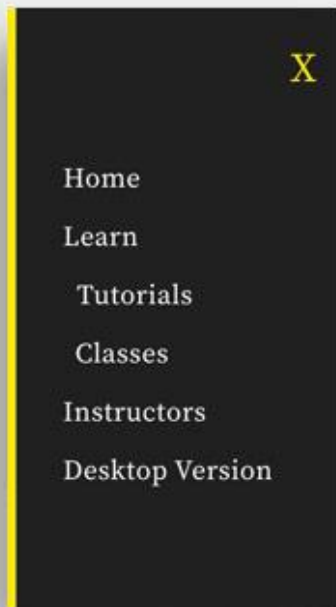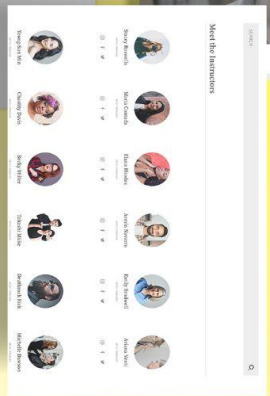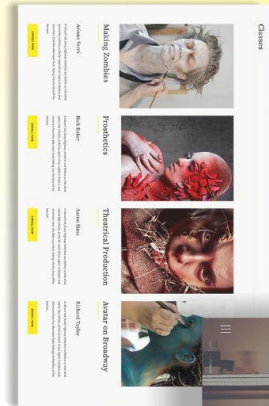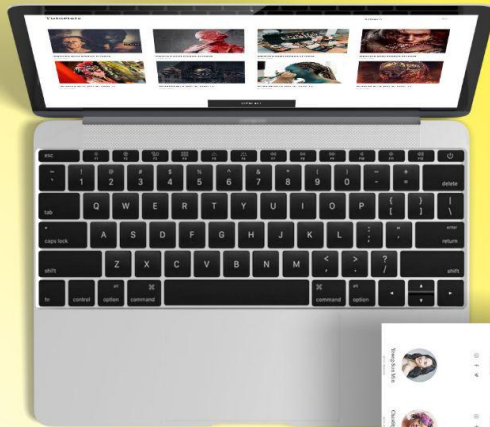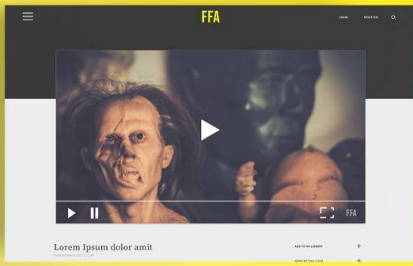
Based on research, the suggested content on the single video page was moved below the transcript.
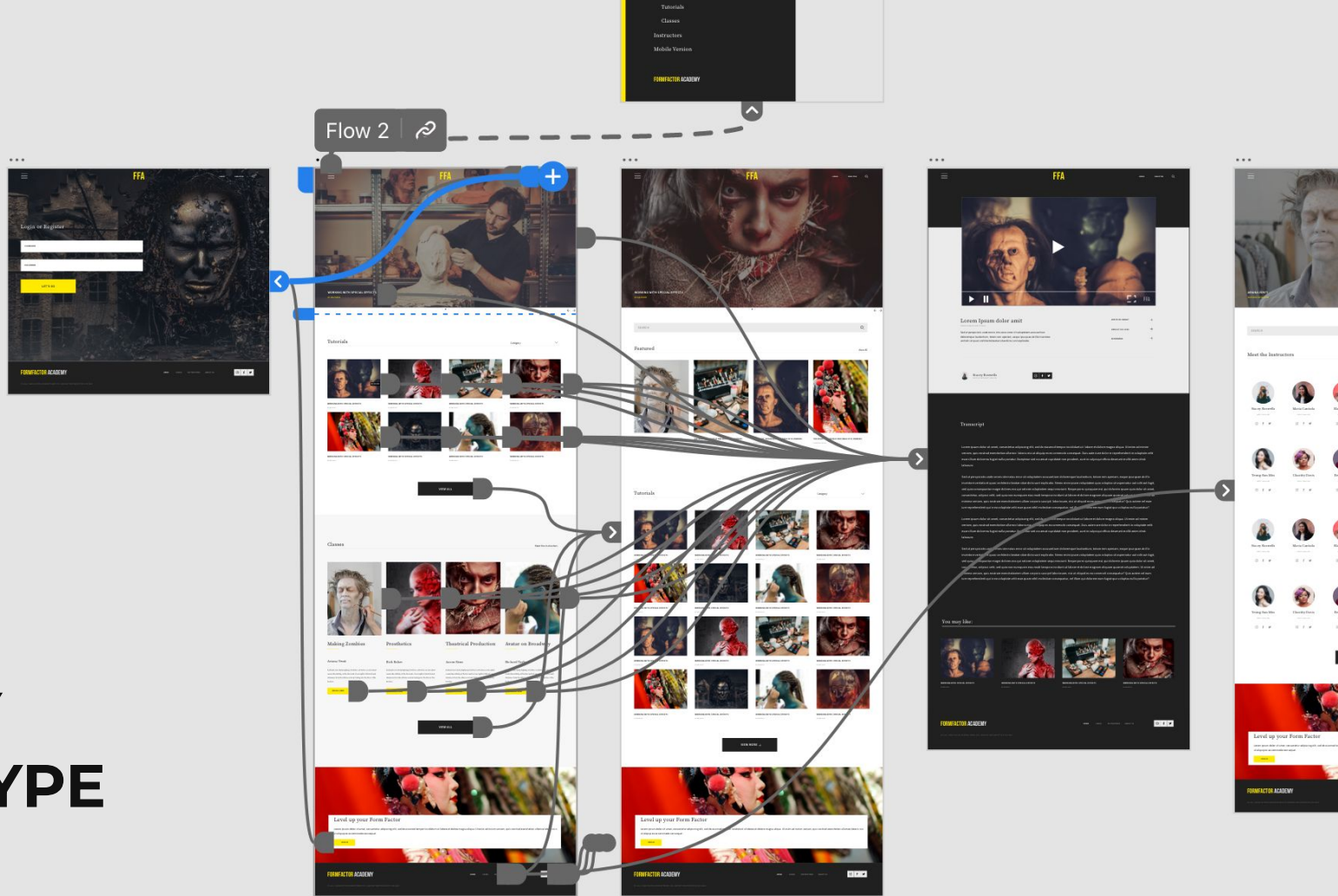
HIGH-FIDELITY MOCKUPS

HIGH-FIDELITY MOCKUPS
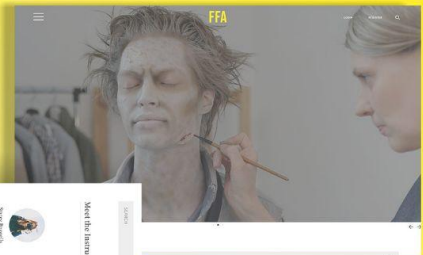
LAUNCH PROTOTYPE

HIGH-FIDELITY PROTOTYPE

Flow 2

ACCESSIBILITY CONSIDERATIONS

1 High-contrast colors with readable fonts were chosen to accomodate users with low vision.

2 Video content includes transcriptions with real-time highlighting for users with hearing impairments, or who may be working on a noisy set.
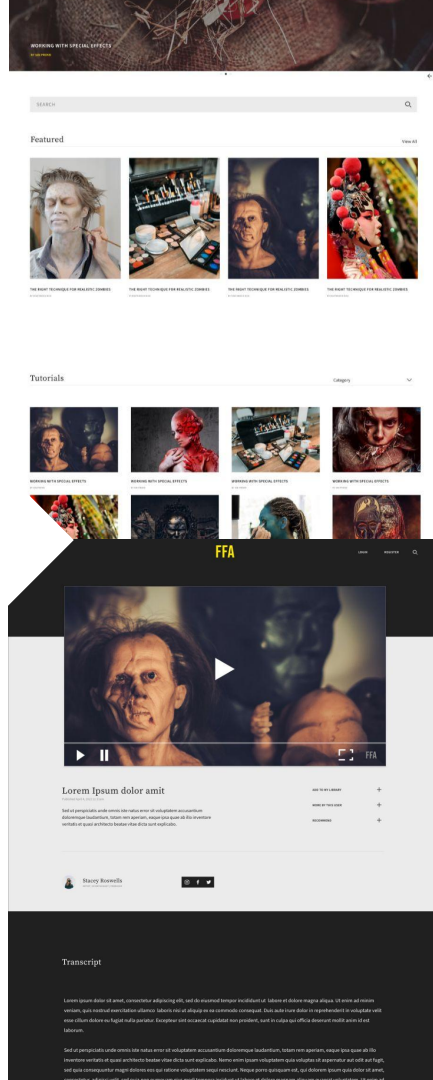
MOVING FORWARD

Takeaways

Next Steps

What was learned:

Through user studies, it was discovered that the needs of power-users are driven by production demands. Tools to help team leads and stakeholders manage content for teams would be ideal for them.

"I'm just thinking of all the cool tricks I could learn that I've never thought of before."

-Participant #4

"Something like this would be a great time-saver"

-Participant #2

TAKEAWAYS

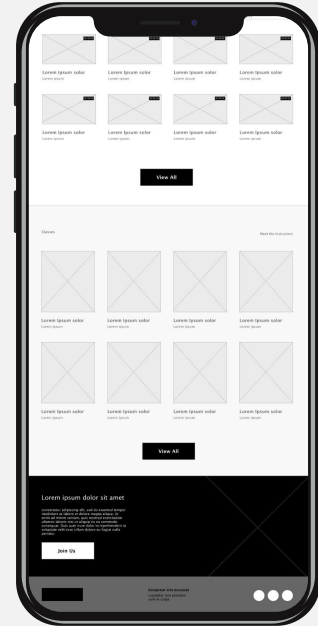## Iterate with expanded tools

✓ **Ideate** on user profiles, team management tools and user collections.

✓ **Wireframe** user profiles, team management tools and user collection organization.

✓ **Conduct** a follow-up user study with a new low-fidelity prototype that includes these expanded tools.

NEXT STEPS

THANK YOU

Let's
connect:

LinkedIn

M