



# SHERPA app

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UX Research/Design

# ABOUT ME

- Project Manager at level
- BA in English Literature because I love stories.
- Graduate of classical drawing and painting atelier after college
- I am a Fine Artist
- Former Public School Educator
- My superpower: listening (empathizing)
- My family and I enjoy adventuring outdoors (surfing, camping, water skiing and snow skiing) and travelling.

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## RESEARCH

Who is experiencing the problem? Why?

02

## DESIGN

Ideating solutions to the problem. How can a product make things better for this user?

03

## PROTOTYPE

Testing the interface and usability of the product



# THE PANDEMIC HAS CHANGED OUR WORKPLACE

“It is estimated that the average user checks their phone 80 times per day.”

—Asurion, 2018



# 80 MIN A DAY

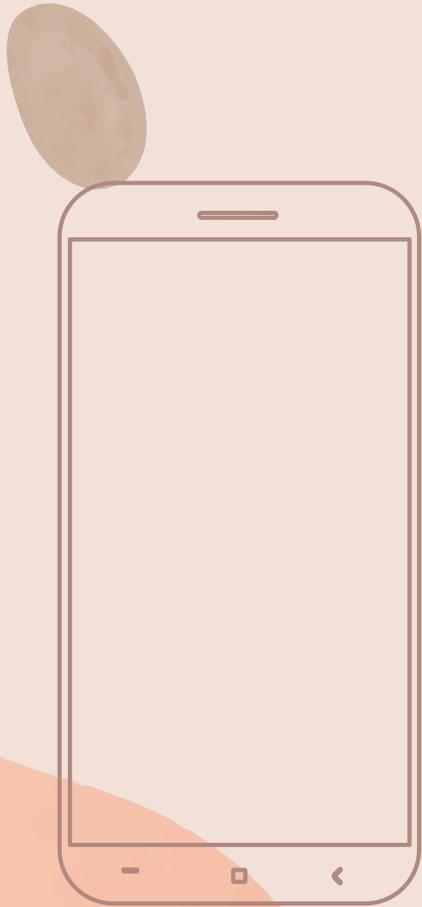
1 MINUTE PER VIEW

# 486h 6m

TIME PER YEAR

# 64 DAYS

TIME CHECKING PHONE ADDED TO THE NATIONAL PHONE USE  
AVERAGE OF 2H, 54 MIN PER DAY



# WOW

That means that my 8 year-old if he lives to 70 he will have 10.5 years of time on his device.

That's a mountain of time.



01

# SHERPA app

The mountain is the way

# DEFINING THE PERSONA

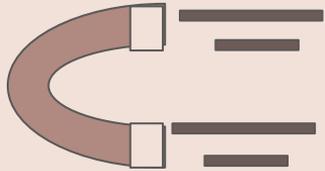


## No Boundaries:

- Works from home
- Childcare tension between work and home
- Wants to stay connected to family and friends
- Over-committed to each
- Always plays catch-up with work

“I need to find an escape. Shopping, social media and the news draw me away from the present, but the problems are still there in the background and the problems keeps getting bigger.”

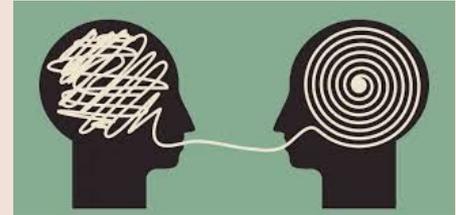
## Distraction



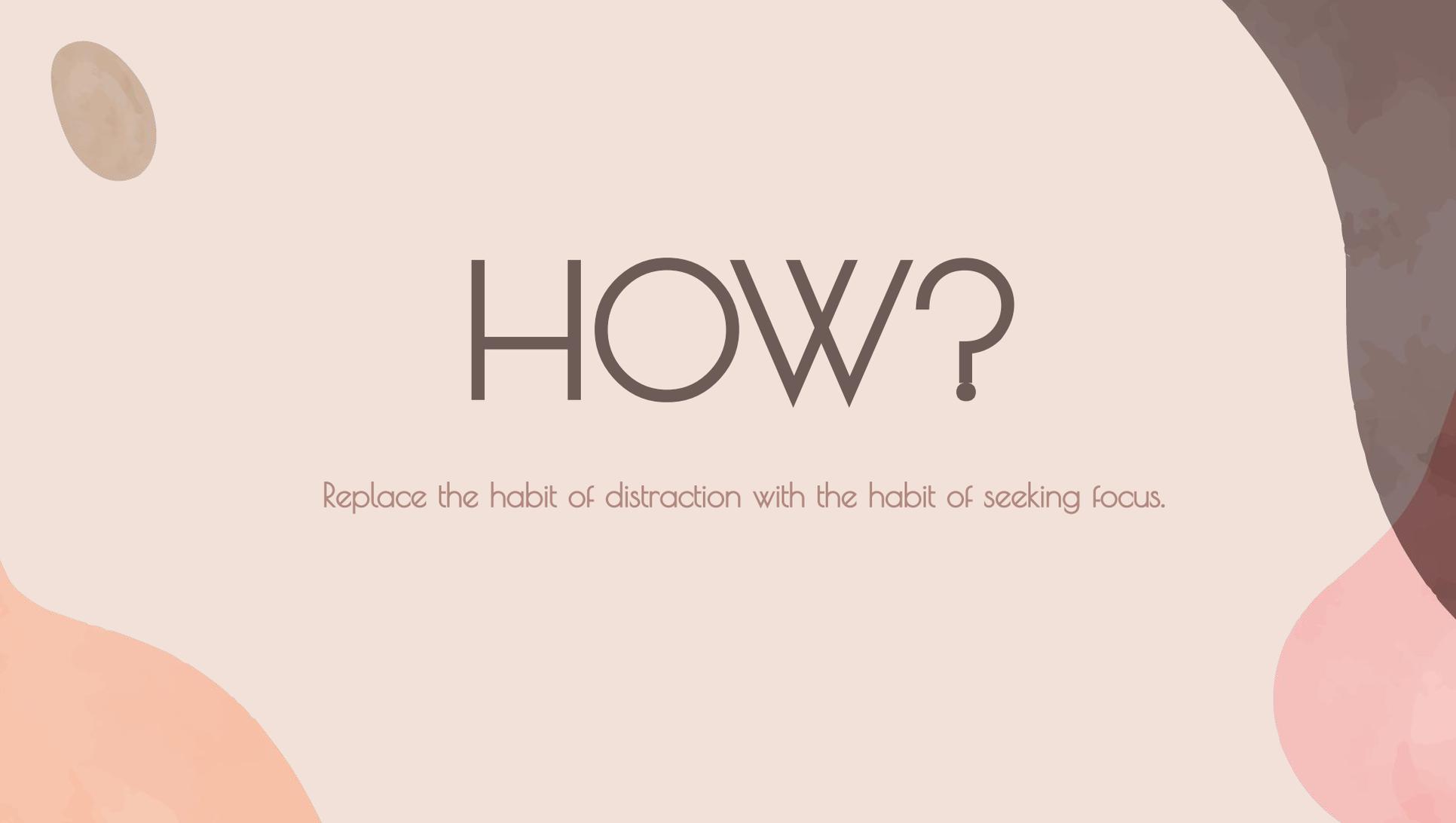
Actions that move us away  
from what we really want



## Traction

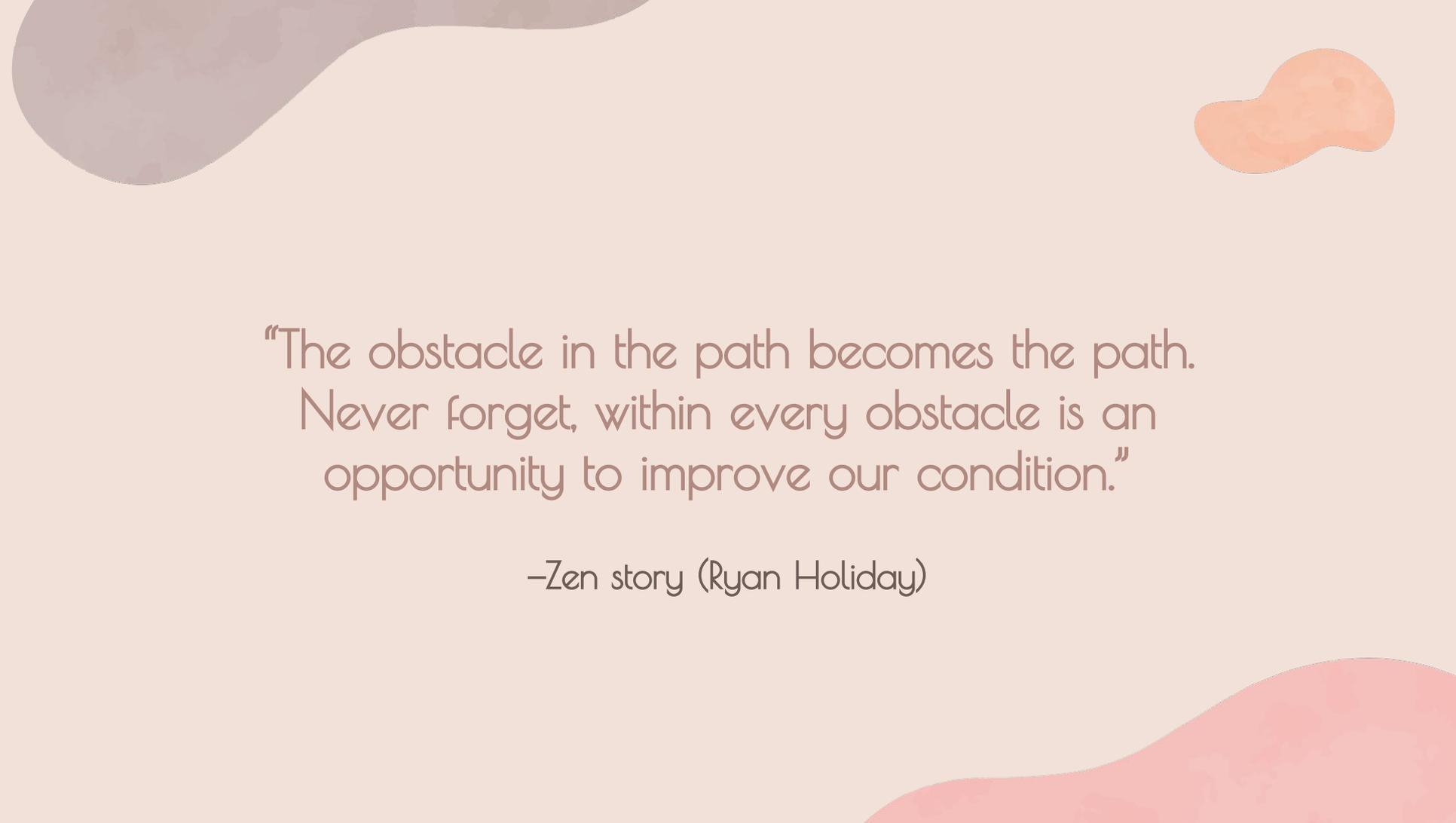


Actions that move us toward  
what we really want



# HOW?

Replace the habit of distraction with the habit of seeking focus.



“The obstacle in the path becomes the path.  
Never forget, within every obstacle is an  
opportunity to improve our condition.”

–Zen story (Ryan Holiday)

# Product purpose:

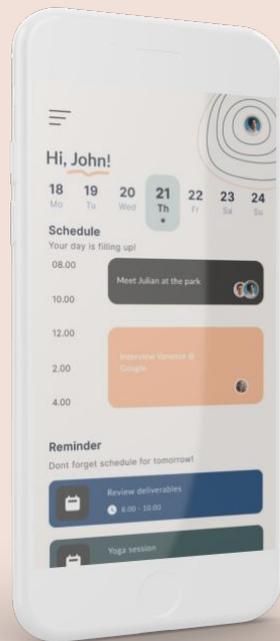
Time is precious. The SHERPA app enables focused time with teams, family and friends. It guides to you elevated focus, productivity and connections around the achievement of goals. Increased quality time and focus is rewarded on a progressive scale for groups or individuals through the SHERPA app.



# O2

# Design

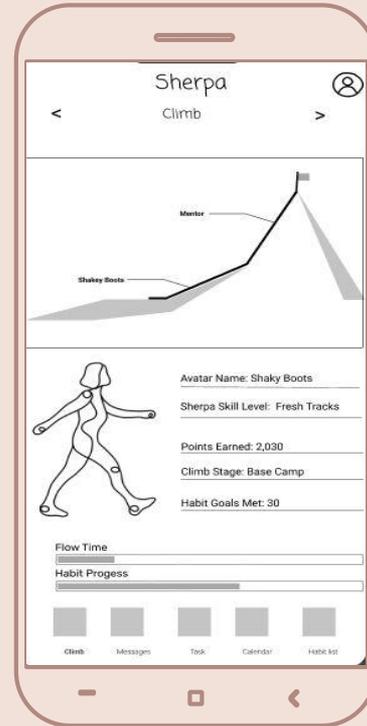
The look and usability of SHERPA



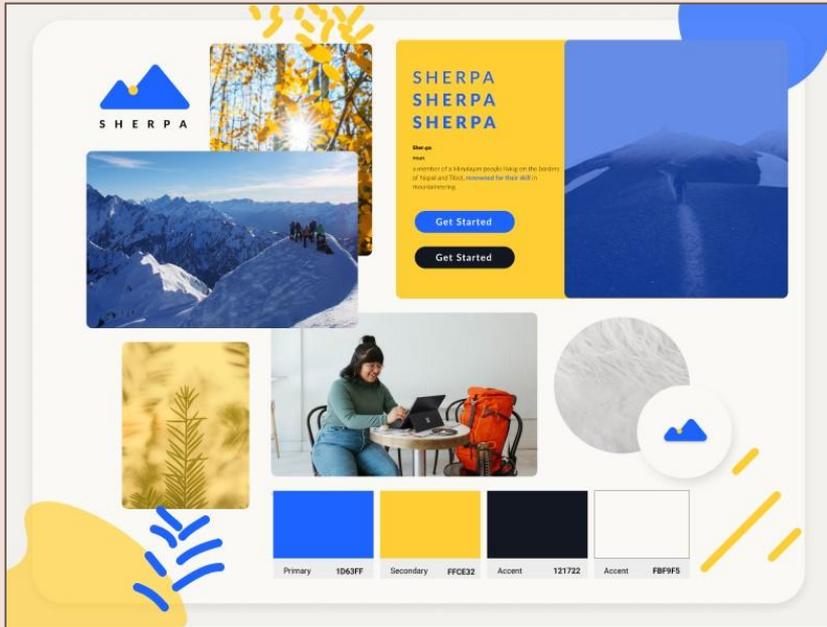
# LOW FIDELITY WIREFRAME

Learnings from concept testing:

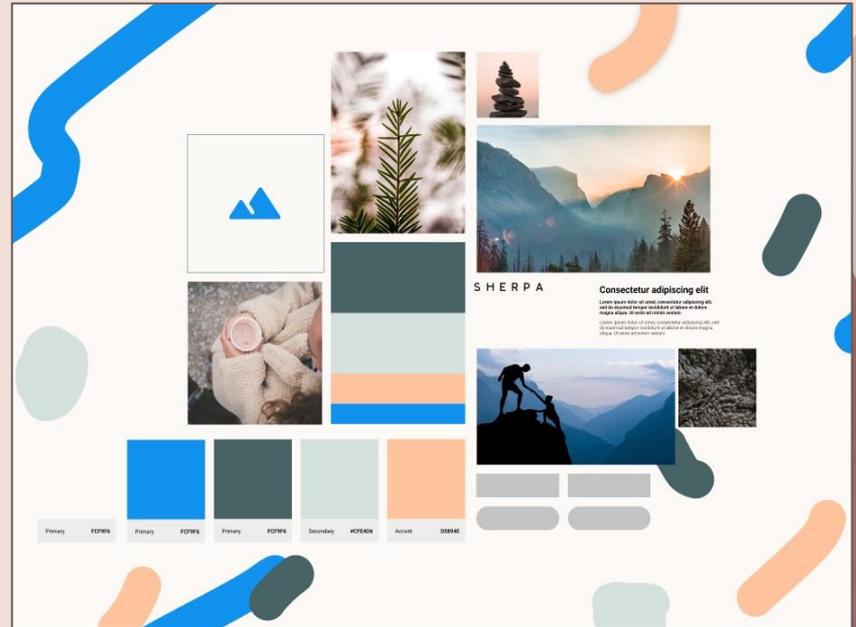
- Users did not want to view their phone usage stats
- Users liked the name and the visual progress graph (like the mountain).
- Make usability and simplicity a higher priority
- Add a team functionality (connect with friends for a focus time)



# MOOD BOARDS:

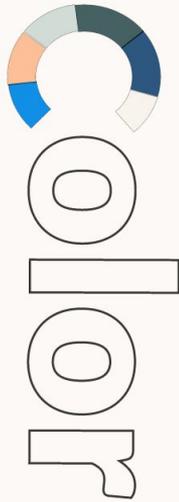


V.1



V.2

# STYLE GUIDE



# STYLE GUIDE

## Typography

Lato

**Ag**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Lato Extra Bold

HEADLINE FONT IS LATO

Lato Extra Bold  
Stroke Outside 1

Alt. Font is Lato Extra Bold

Lato Semi Bold

Logo font is Lato Semi Bold

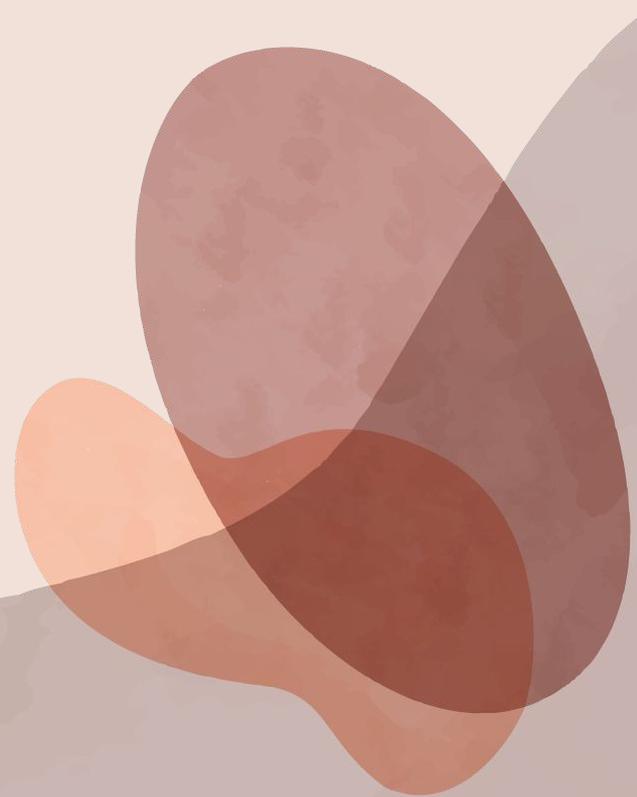
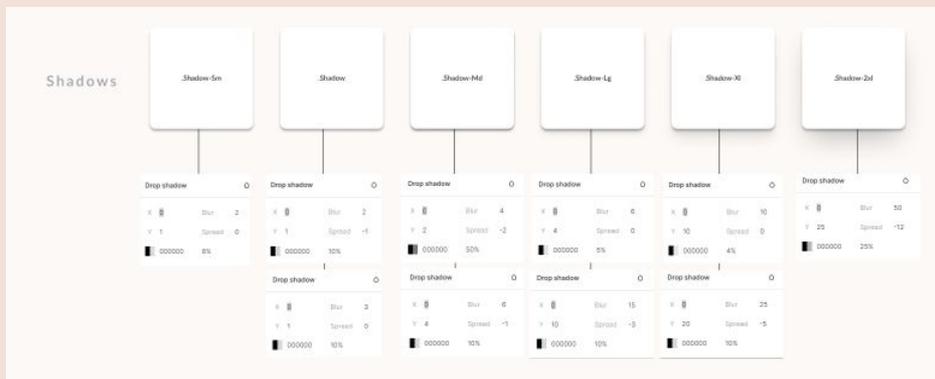
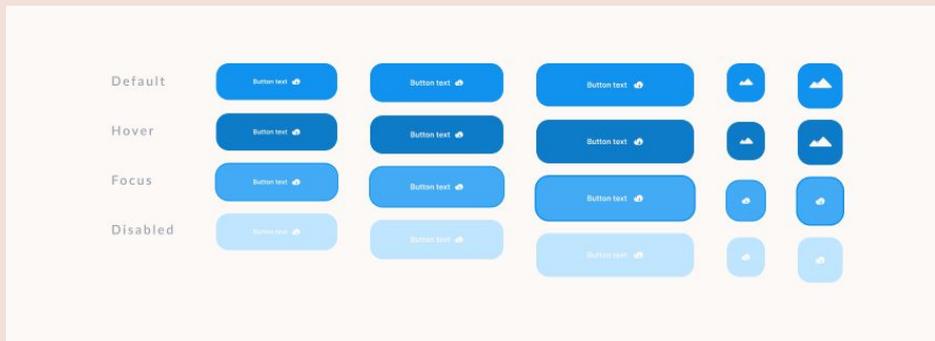
Lato Regular

Body font is regular Lato

S H E R P A

Typo8rapphny

# BUTTONS AND SHADOW STATES



# O3

## Prototype

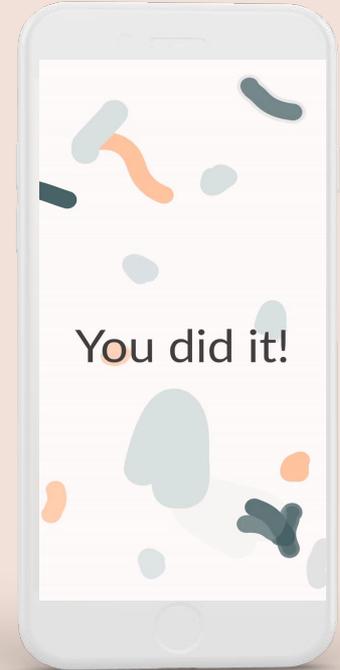
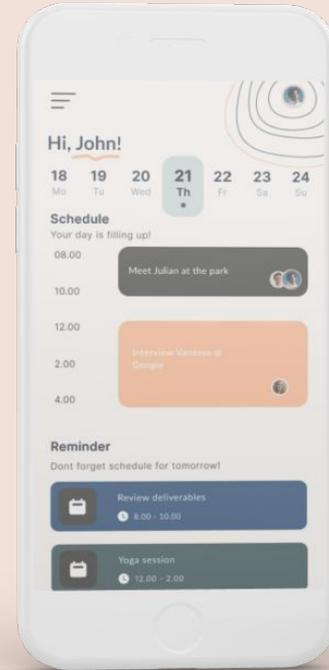
Building the high fidelity flows



# HIGH FIDELITY WIREFRAME

## How it works:

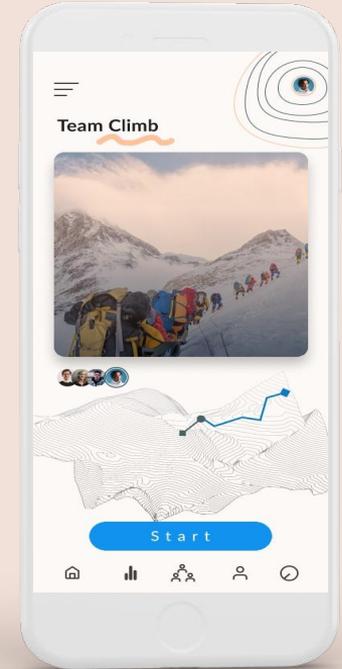
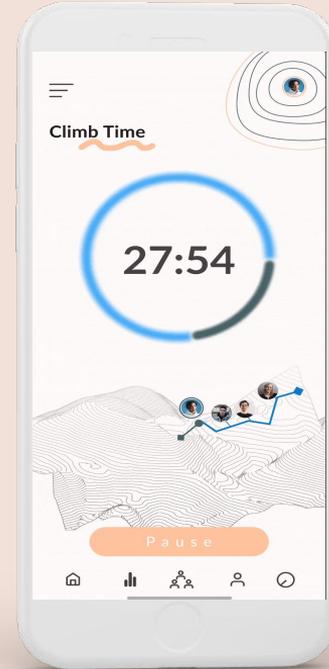
- All of your apps will disappear for the scheduled focus time
- Default apps will remain (phone, calendar, imessage)
- After the scheduled time of focus your apps become accessible again
- Your progress is charted using on the mountain
- Your friends, family and team can participate in scheduled focus sessions



# HIGH-FIDELITY WIREFRAME

## Climb timer:

- Climb timer: Allows users to lock lock the timer or pause the scheduled team or solo climb timer.
- Celebratory animation for completing a scheduled time.
- Visual shows progress of team members during group time. Users lose do not progress when climb timer is paused.



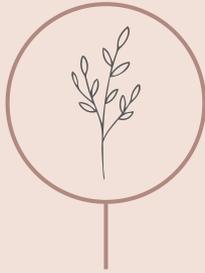
# HIGH FIDELITY WIREFRAME

## Widgets:

- Calendar widget rotates with notes of encouragement when app is not in use.
- Pressing on the widget will bring the user to the Sherpa home screen or an unfinished climb.

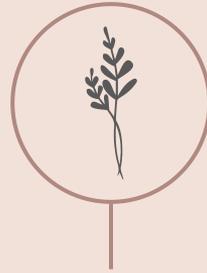


## NEXT STEPS



### Test

Conduct another round of usability testing and hone the accessibility



### Iterate

Take insights gathered from testing and refine the app's usability



### Portfolio

Add the presentation to my portfolio and craft a better narrative

# LEARNINGS?



## FOCUS ON THE USER

Design clarity occurs if user remains in focus throughout the entire UX process



## UX IS NOT AN ART

As an artist, I get to decide the shape, color and form of my work. As a designer, I am considering the user's needs above my own aesthetic.



## THE TECH RABBIT HOLE

The internet simultaneously a wealth of resources and a time management problem.



## COLLABORATION IS KEY

Listening to others design ideas and coming up with consensus can be difficult but it enriches the design process with new perspectives.



# Thank You!



Do you have any questions?

Let's connect:

[www.robkamin.com](http://www.robkamin.com)

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