



HATCH

from house to home

A DIY Construction Tutorial Website

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Project Overview



The Product:

A personalized project management website for all of your DIY construction planning start with tutorials written by experts for DIYers of all levels. The site also creates custom task lists, budgets and schedules to boost confidence, ensure quality construction and stay organized.



Project Duration:

January 4th through January 25th, 2022



Project Overview



The Problem:

With real estate markets skyrocketing and people spending more time than ever in their homes, DIY home renovations are up. But, many homeowners feel overwhelmed by handling power tools or tackling large projects. Others are jumping in, but the results are dangerous or lackluster. Hatch gives them the confidence and the knowledge they need to turn their house into their dream home.



The Goal:

Develop a website that gives homeowners and renters the confidence to pick up a paintbrush or a nailgun and the knowledge to make renovations that are both to code and beautiful. The website needs to provide tools to plan their project and resources so users can get help if they have questions.

Project Overview




My Role:

UX designer responsible for responsive website design from conception to delivery.



Responsibilities:

- User research
- Wireframing
- Low and hi-fidelity prototyping
- Accounting for accessibility
- Iterating on designs

A person is painting a wall. They are wearing blue denim jeans that have a large, jagged tear on the left knee. They are holding a paintbrush with a wooden handle and a white bristle head. The background is a plain, light-colored wall. The floor is covered with newspapers and some crumpled paper.

Understanding the User

- User research
- Personas
- Problem statements
- User journey maps

User Research: Summary



At the beginning of this project, my focus was entirely on creating a long list of tutorials for DIYers to access when trying to figure out how to do a project. After conducting my initial user research (which included competitor audits, interviews and user stories), I realized there was a great deal more potential for the site to help both new and experienced DIYers to manage their projects and get help from the experts. We had a chance here to influence the DIY community and push for quality construction, as well as updating materials rather than scrapping them and dumping them.

In order to get this right, it was clear that the website needed to feature the ability to chat with an expert, easy to navigate menus and easy to read and digest tutorials.

User Research: Pain Points

1

Confidence

All of the new DIY subjects felt they struggled with gaining the confidence to jump in and actually start renovating their home.

2

Questions

Many of the new DIYers and even one of the experienced subjects felt that they needed someone to bounce ideas off of or to double check they were doing the right thing, but they didn't love the commenting platforms.

3

Time Management

Many of the subjects indicated that they did not have a single go-to tutorial location and would sift through dozens of tutorials before they found one that they trusted and fit their situation.

4

Project Management

With the larger projects that involve dozens of tasks, or for projects that seem to keep growing, participants of the study felt overwhelmed and frustrated by not having a clear to-do list.

PERSONA

Ophelia



“The world is sad and lonely when we don’t add a little color.”

Ophelia is a young millennial renter who needs the confidence to take on her first DIY project.

AGE: 24

FAMILY: Single

PRONOUNS: She/Her

OCCUPATION: HR Representative

EDUCATION: BA in HR Management

HOMETOWN: Garner, NC

GOALS

- Learn how to do some minor renovation projects to her rented home
- Feel confident getting started

FRUSTRATIONS

- Wants something that doesn’t feel like it is just for DIY experts.
- She doesn’t have people to help her.

Ophelia is a young millennial who recently graduated from NC State and started her first job. She also started renting a little bungalow in Garner. She is always on Instagram and dreams of tackling her own DIY projects to up her Insta game. She’s talked to her landlord and he’s open to some minor projects.

PERSONA

Liesel & Finn



“With a little love and a lot of elbow grease, we can make this world a little more beautiful.”

Liesel & Finn are experienced renovators who need a project management system and want eco-friendly tutorials.

AGE: 28

FAMILY: Partners, kid on the way

PRONOUNS: She/Her - He/Him

OCCUPATION: Marketing /

Architect

EDUCATION: MBA/ BA Comp. Prog

HOMETOWN: Boston, MA

GOALS

- Get through an entire renovation as fast as possible
- Have a detailed plan for the renovations
- Keep the whole thing as green and eco-friendly as possible

FRUSTRATIONS

- Didn't keep track of how they did previous renovations
- Not many resources for how to do renovations in a clean/eco-friendly way

Liesel and Finn recently purchased a large farmhouse built in the early 1800s outside Boston to be closer to family. They need to do pretty much a complete renovation in a hurry because Liesel is pregnant. They've done plenty of renovations before.

User Journey Map

Ophelia's user journey revealed that it will be important to include trendy tutorials and it would be great to test and specify the exact tools and materials for her to purchase. The mobile version also needs to be easy to read and use while working on the house.

Persona: Ophelia

Goal: Feel confident about tackling a renovation project

ACTION	Decides to paint an arch over bed	Browse catalog of design tutorials	Feel Empowered	Buy Materials	Start Painting
TASK LIST	A. Sees the trend happening on Instagram B. Decides she wants to do this C. Asks landlord	A. search for "paint arch on wall" B. find information about general painting tips C. Read through the tutorials and materials	A. Find tutorials on basic wall painting B. Find tutorials on talking to landlords C. Read about the chat feature for talking to experts	A. Read the Product reviews for the materials B. Purchase the materials	A. Reread the tutorial B. Make sure she has all the materials C. Get started D. Post to Instagram
FEELING ADJECTIVE	Excitement Empowerment	Nervousness Self-Doubt	Empowerment Excitement	Conviction Motivation	Excitement Accomplishment Trendy
IMPROVEMENT OPPORTUNITIES	Include trendy tutorials Information about talking to landlords	Search feature Ability to browse with enough options to find the right tutorials	DIY academy feature to train her on basic techniques Chat feature to talk to experts	Link to product reviews for the best products for the job with the ability to add to a shopping list and purchase	Suggestion to post to social Easy-to-use mobile version of the site to check while working

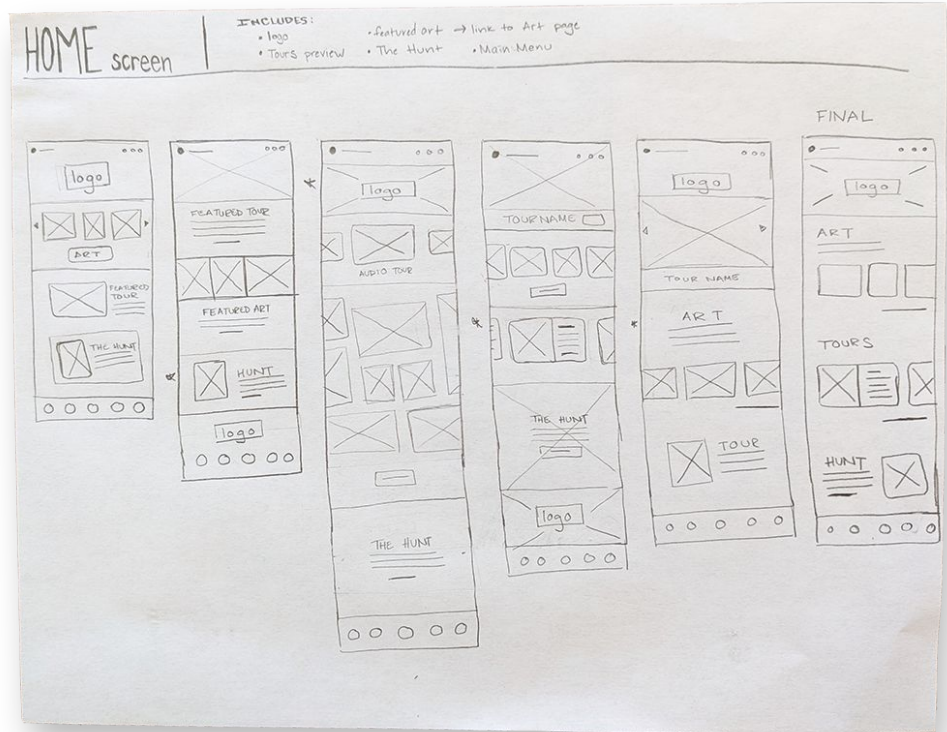


Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes

Keeping the persona pain points and user journeys in mind, I first listed what needed to be included on the page. I could then decide on a hierarchy and come up with designs to determine the best way to convey the information to the user.

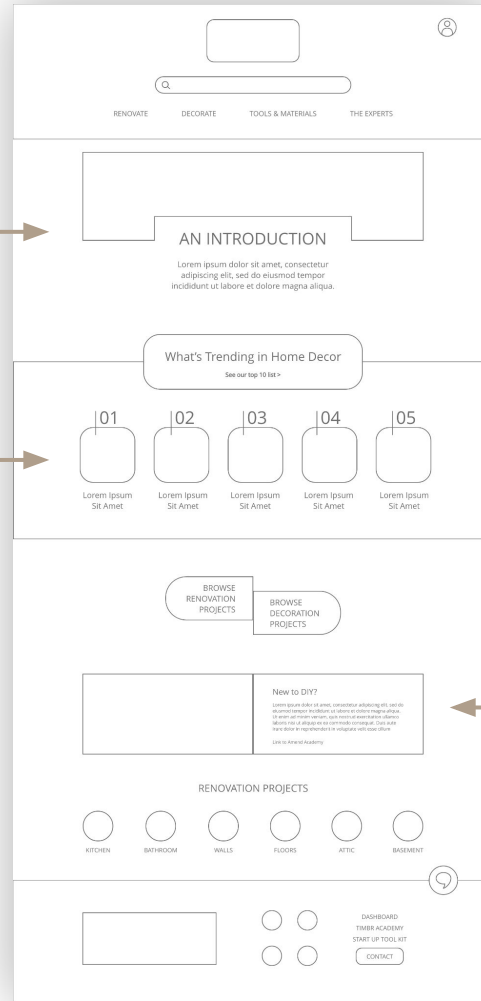


Digital Wireframes

As I brought the paper wireframes into the digital world, I kept the user painpoints in mind. The focus was entirely on ensuring users can easily find tutorials they are looking for, gain confidence, and create a custom project management system for complicated projects.

An intro is first in the hierarchy because this is a new site and the user needs to get acquainted with features

The next item in the hierarchy is trending home DIY projects.



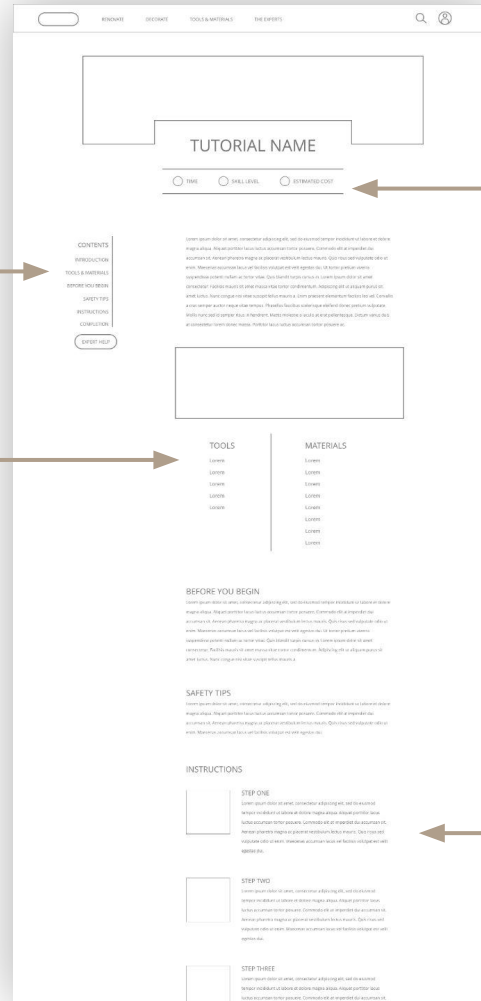
Working continually to give confidence to new DIYers, the main page features a link to the DIY Academy

Digital Wireframes

The tutorials themselves are screens that are carefully considered to ensure that each user is able to navigate smoothly to read and then review multiple times to ensure they are completing the project correctly and to code. With links to tested products and materials and expert advice, users are sure to add value to their homes.

A sticky menu on the side allows users to quickly move between parts of the very long tutorial

The tools and materials section link to reviews and where to purchase



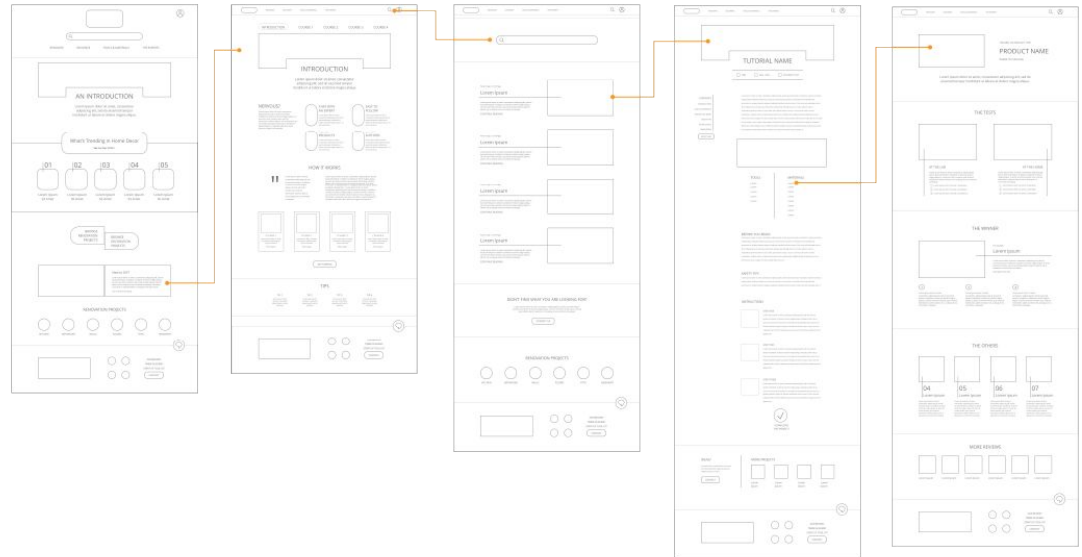
Details about the project include the time it takes to complete, the skill level involved and the estimated cost of the project

Each step is concise and small making it easy to read and includes an image that pops up to reveal details on how to complete.

Low-Fidelity Prototype

[View Prototype >](#)

The user flow for new DIYers starts on the main screen where they see various tutorials to get their gears moving, then they go to the Hatch DIY Academy where they can understand the support available to them and give them confidence to try new projects. Next they search for the project that brought them to Hatch, visit the tutorial, find and purchase their materials and start working!



Usability Study: Findings

Each study included five subjects with a wide cross-section of gender, age and accessibility concerns were interviewed in a moderated usability study via screen sharing in Zoom.

Round 1 findings

- 1 Users tried to use the browse section of renovation instead of choosing a project
- 2 Users were confused by terminology in the main menu
- 3 Users felt that the search functionality was being pushed too hard

Round 2 findings

- 1 Users had trouble understanding where they were in the flow
- 2 Users had trouble understanding the difference between renovate & decorate
- 3 Most users felt there was too much clicking to get to their tutorial



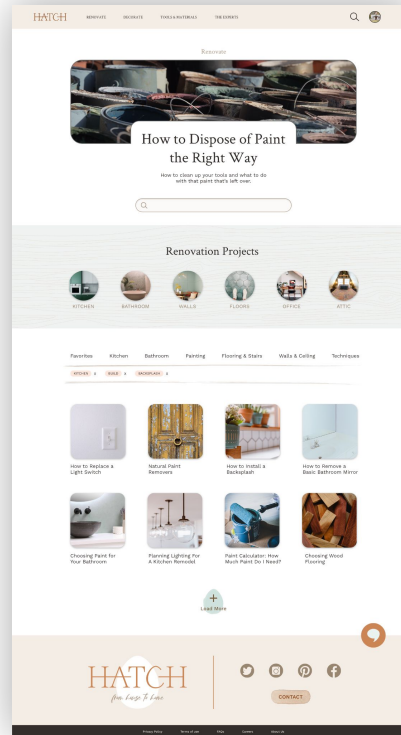
Refining the Design

- Mockups
- High-fidelity prototype
- Accessibility

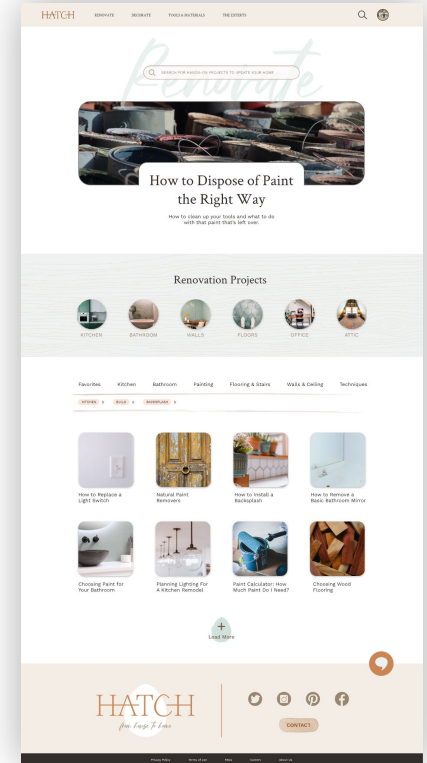
Mockups

The original high-fidelity mockup had the name of the page “Renovate” in small letters at the top of the screen to reinforce to users their location in the user flow, however users still got confused about where they were and the difference between Renovate and Decorate. So, the header was reimagined and the search bar moved up with descriptions for what to search for to give users more understanding.

Before usability study



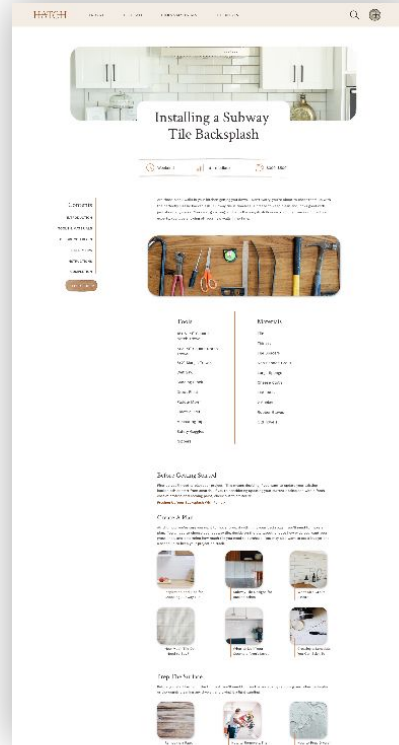
After usability study



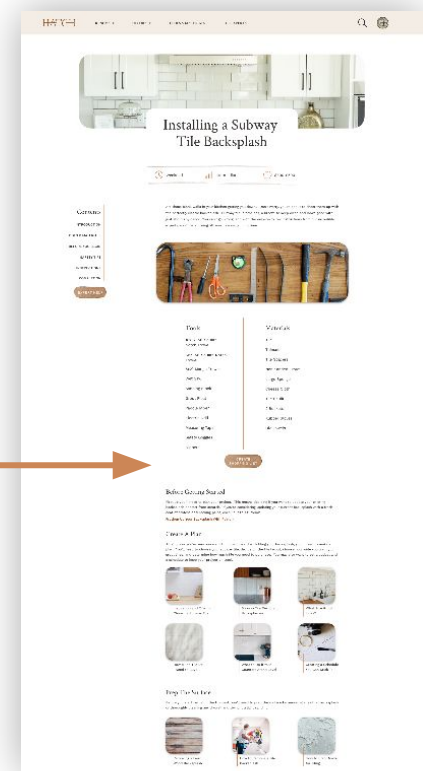
Mockups

The original mockup listed the tools and materials for users, each linked to the product review of the best one to purchase. However, users felt that it was too time consuming and clunky to check this list multiple times when trying to purchase items, so we added a link to create a shopping list that can be printed and taken to a store, or you can add the items to your Amazon shopping cart.

Before usability study

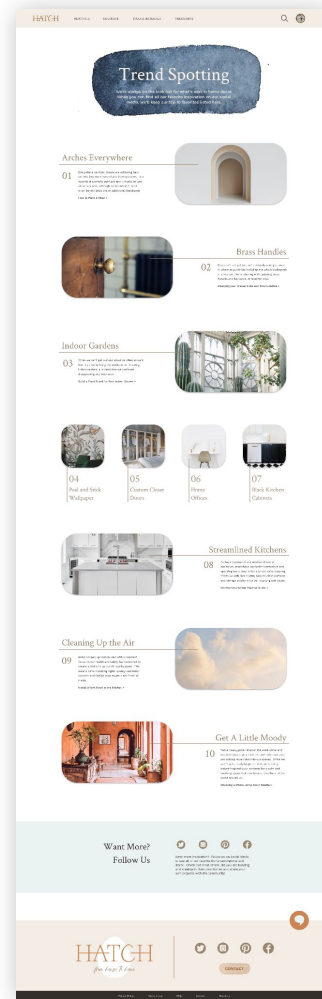
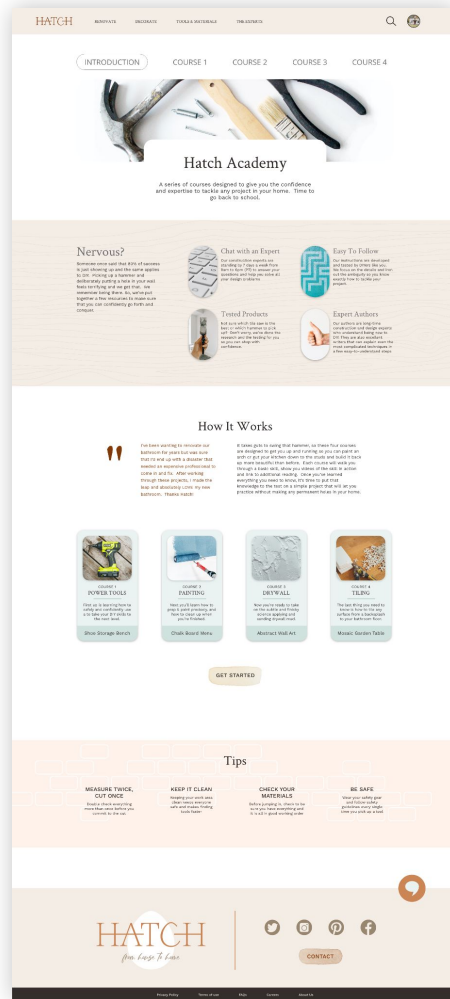


After usability study



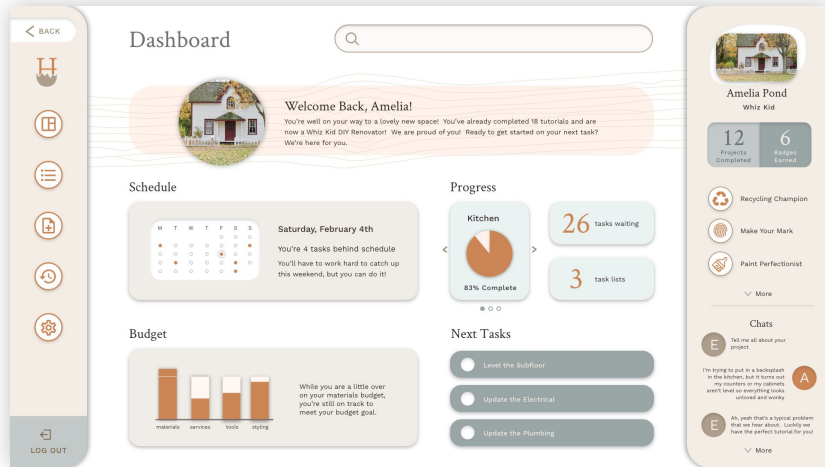
Mockups

Hatch Academy shows new DIYers the tools available to give them the confidence they need to tackle projects.



Trend Spotting shows a carefully curated top ten tutorials based on what's most popular on social.

Mockups



Dashboard

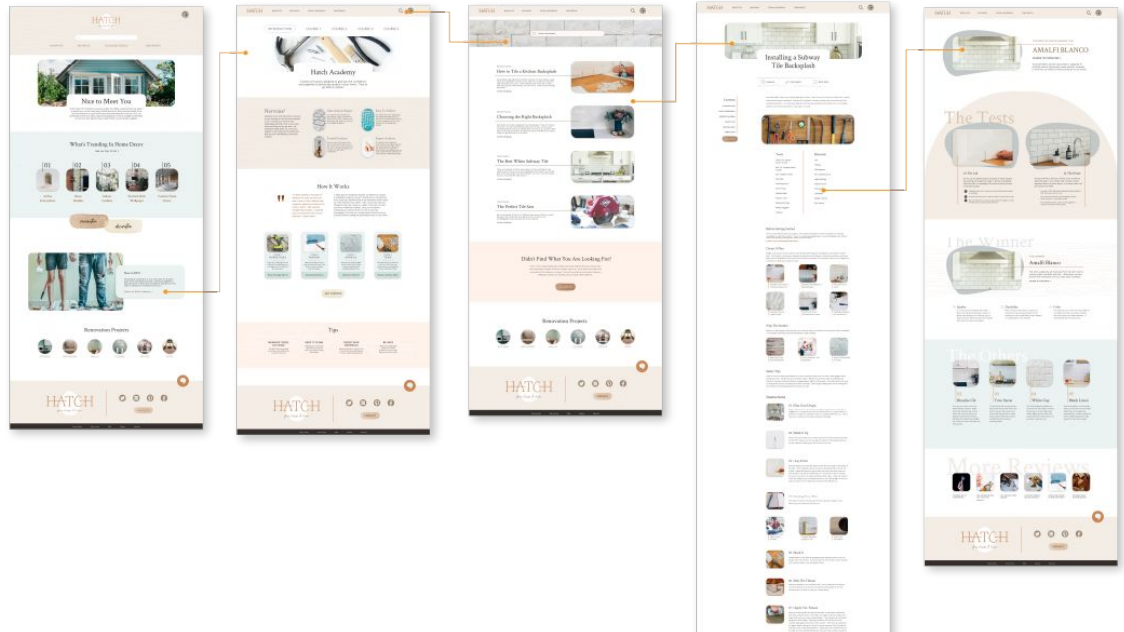


Task List for a Kitchen Project

High-Fidelity Prototype

View Prototype >

The updated version of the prototype reduces the size of the search bar on each screen, but the basic user journey is the same as the low-fidelity prototype which walks new DIYers through the Hatch Academy, allows them to search for the project they want to tackle and then link them to the tools and materials they need.



Accessibility Considerations

1

Color Correction

The website's text has all been tested against the WebAim Contrast Checker to ensure that anyone with color blindness or who needs heavy contrast will still be able to read and use the tutorials

2

Closed Caption

For all video tutorials, text versions must be included so anyone unable to watch the video will be able to follow along and complete the tutorials as well.

3

Mobility

By creating a responsive website that works on all screen sizes, anyone who does not have access to a desktop computer when completing tutorials will still have an easy-to-use tutorial to help with their project.



Going Forward

- Takeaways
- Next steps

Takeaways



Impact:

“Oh this is exactly what I was looking for! It has tutorials I can trust all in one place. No more searching for hours to find the tutorial I need, and having everything in one easy-to-manage task list saves me time and is also a sense of relief that I’m not forgetting anything.”

-Erin, usability study participant



What I Learned:

I learned an incredible amount throughout the project, some of which include

- Focusing on accessibility from the beginning improves the design.
- Spending time on walking through the User Journey makes for a much better design
- Frequent user feedback is critical to reducing bias and assumptions.

Next Steps

1

Budget and Schedule

I would love to build the entire site out further, including the budgeting and scheduling feature to give users a more complete project management tool when planning for larger projects

2

Mobile App

I think developing a mobile app version of the site would be critical for users to manage their task list and complete tutorials away from their desktops

3

Language

DIY home renovations aren't only happening in America, so expanding the website to be compatible with a global audience would be a logical next step. We'd need to ensure that the tutorials are interpreted correctly and considerations for tools and materials are made.

Next Steps



Thanks for checking out my project! Want more?

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