

Human-Centered Design Interview Transcript

Appriss recently unveiled a brand new design for VINE. In honor of the launch, we sat down with our Design Manager, Lara Kirby Pardo, to learn more about the redesign process.

How did we come to the decision to redesign VINE?

Lara Kirby Pardo: We're continually in touch with people who use VINE to learn about their lives, their concerns, hopes, and dreams, and what they need from VINE. This is so that we can design and build products for them. We also work closely with states and as well as our CustomerFirst Center because they are in touch with people every single day. So that's where we really learn what people need from VINE.

That's where we learned we wanted to make a few changes, because there were some things that we could do to help make VINE easier and more helpful for people. One of the things that we know and that we learned a lot more about, as well, is that people are using VINE during difficult moments in their lives. Because of that, we needed to focus our approach on designing for calm in a high stress, high cognitive load moment. What do people need to know right away, and how can we help people easily find the information that they need?

What did our research process look like and how did we put the designs together?

LKP: We follow a human-centered approach to research and design. This means that we are in tune with people (the human-centric part) and we start with learning about people. We do that through survey, through interviews, through workshops—any way that we can just learn more about people's lives and about what they need from VINE.

Then, we start designing some new options. What are some of those things that we think could make it easier or better for people who use VINE? And then, from there, we conducted some usability testing. And that was great, because we got some feedback on those designs that we thought would work, and then we got a chance to make some changes to those designs.

Another key part of this is that it was a collaborative approach with our teams and other teams at Appriss to really make this a reality.

How did we consider the different audiences who use VINE in our redesign?

LKP: Overall, we wanted to make this really easy to use for anyone that's using VINE. We're designing this for calm so that if someone is coming at a high stress, high cognitive load moment in their lives, they will be able to find what they need as quickly as possible. That's especially important if someone is a victim or survivor of crime, and they need to access information without getting bogged down in too many steps. We also have family members and friends or people in the general public, and we want them to feel, welcome and comfortable to get the support they need.

Especially for our victim advocates and for the states, we wanted to include some additional elements that weren't previously part of VINE, such as helpful links, and downloads, and news. Places where people who help other people would really be able to find information, and then share that with others.

What was your favorite part of doing the redesign?

LKP: Well, I think I have actually two favorite parts. One of my favorite parts is the updated color scheme, where we now have more purple as the main color of VINE. And I think this just fits the tone of VINE better, and it's a lot more calming for people who are using VINE. Then, we can have the blue as more of an accent color, and to indicate places where people can take action. I really like that update to VINE.

My second favorite part is the mobile design. We know that about 60-70% of people who use VINE are using it from their phones, so it was really important for us to not only design a better desktop experience, but really focus on what that mobile experience would be like. So that people can move really easily between using a computer and using their phone, and everything would be in a similar place and look similar, and just be really easy to access.

Those are definitely some of my favorite parts of doing the redesign.

Thank you to Lara for taking the time to answer our questions! We are so proud of the hard work she and her team put into making this redesign a success for all people who use VINE.

Explore the changes on VINELink.com today!