Washington 211

Connecting Washington Residents to Social Services

What is Washington 211?

Washington 211 is a non-profit organization that connects Washington residents to social services through its call center, website, and mobile app.

Problem

The existing mobile app, a wrapper around Washington 211's legacy website, needs a redesign to provide for a better user experience.
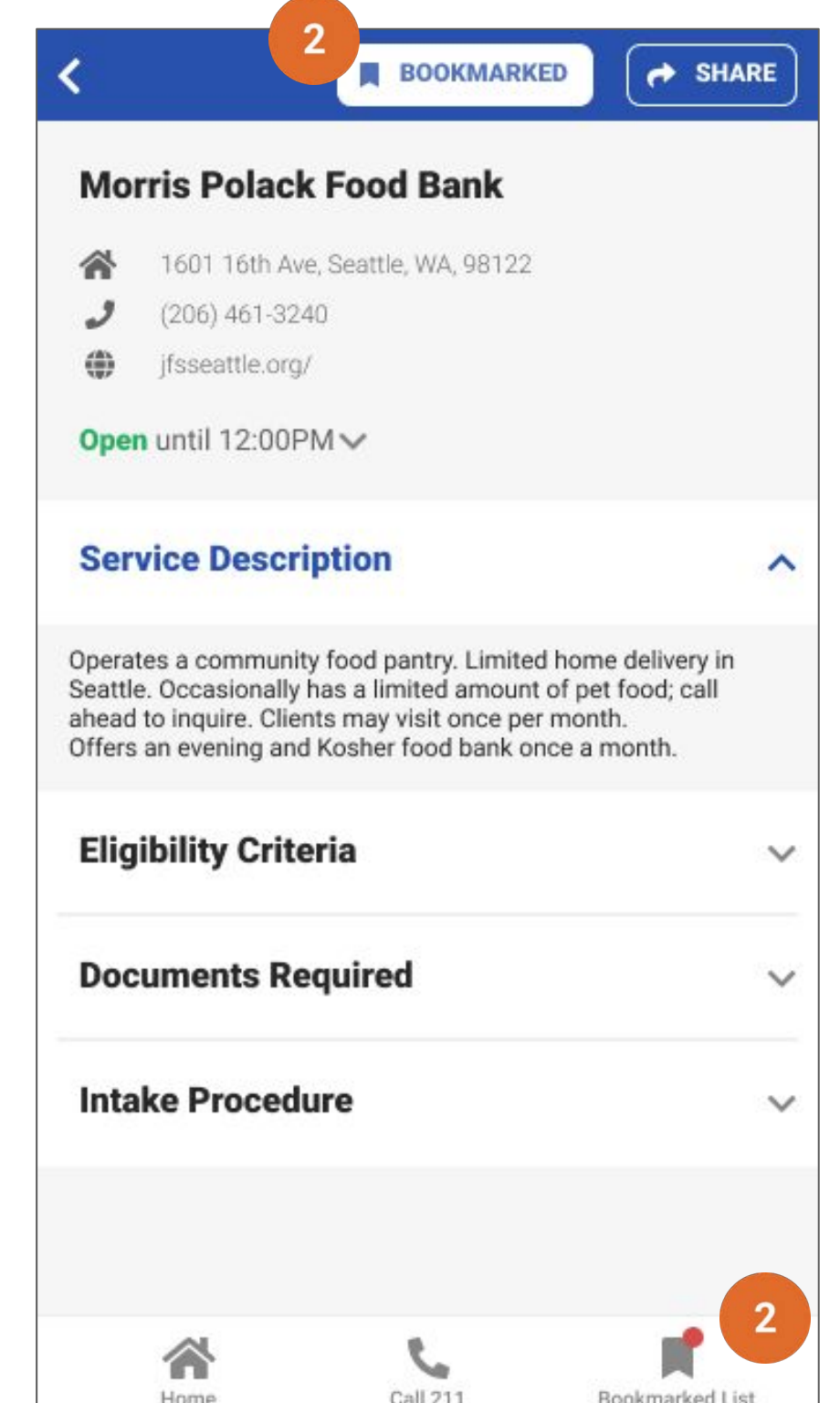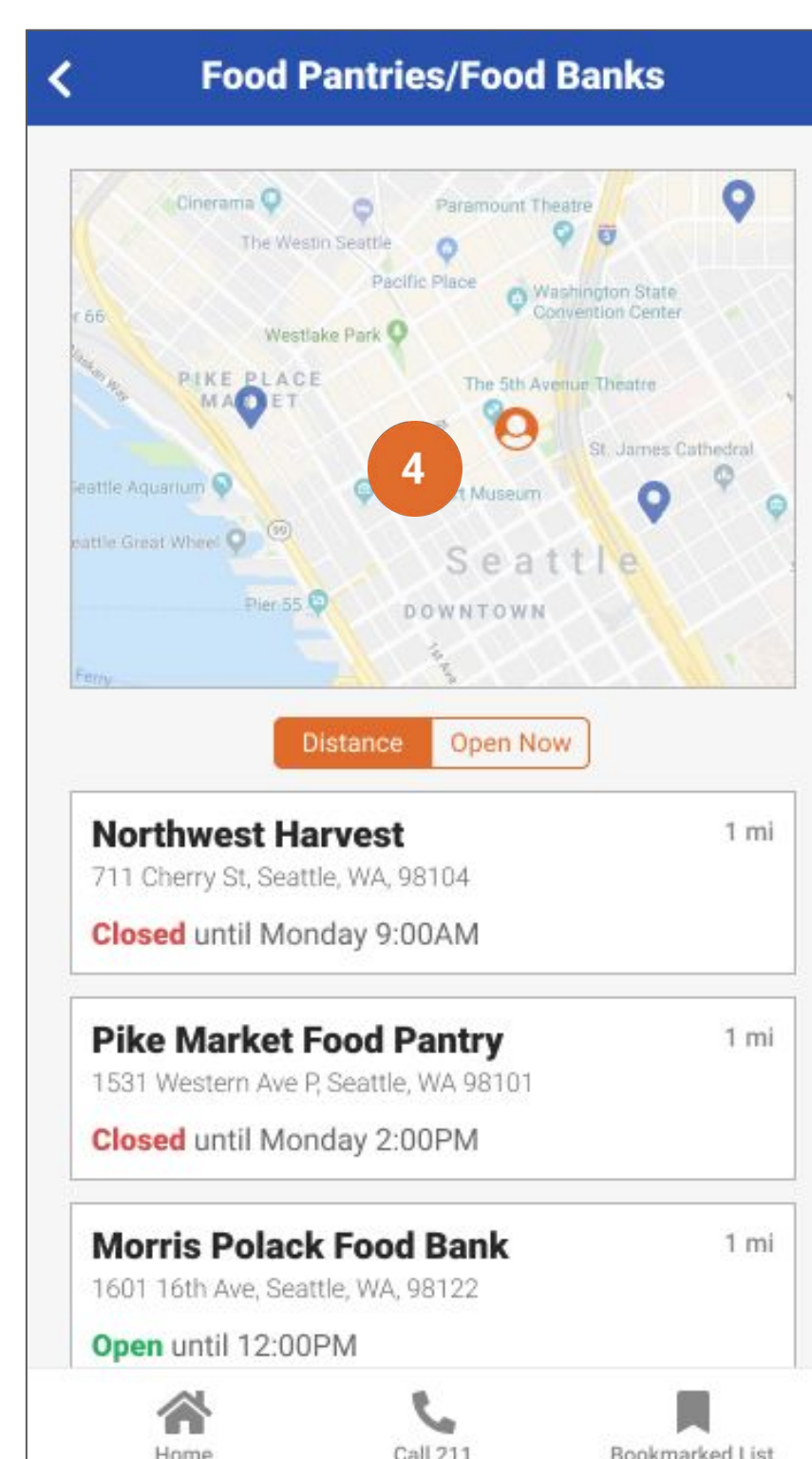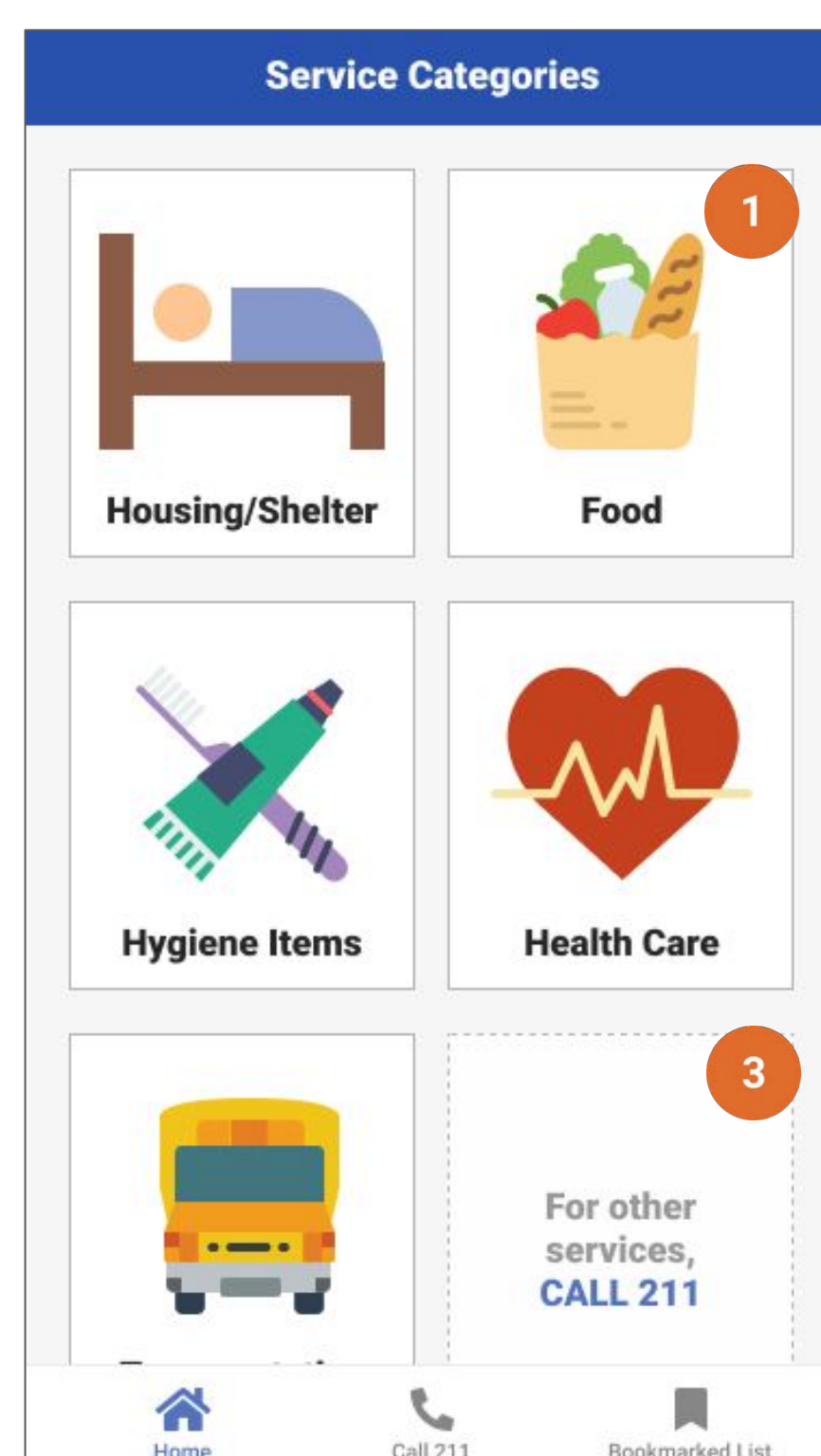
Research Question

How can we redesign the Washington 211 mobile app to better serve the needs of users?

Research Findings

1. Convey service categories using icons
2. Enable users to bookmark resources
3. Support information-only and simple referrals
4. Optimize resource suggestions based on location
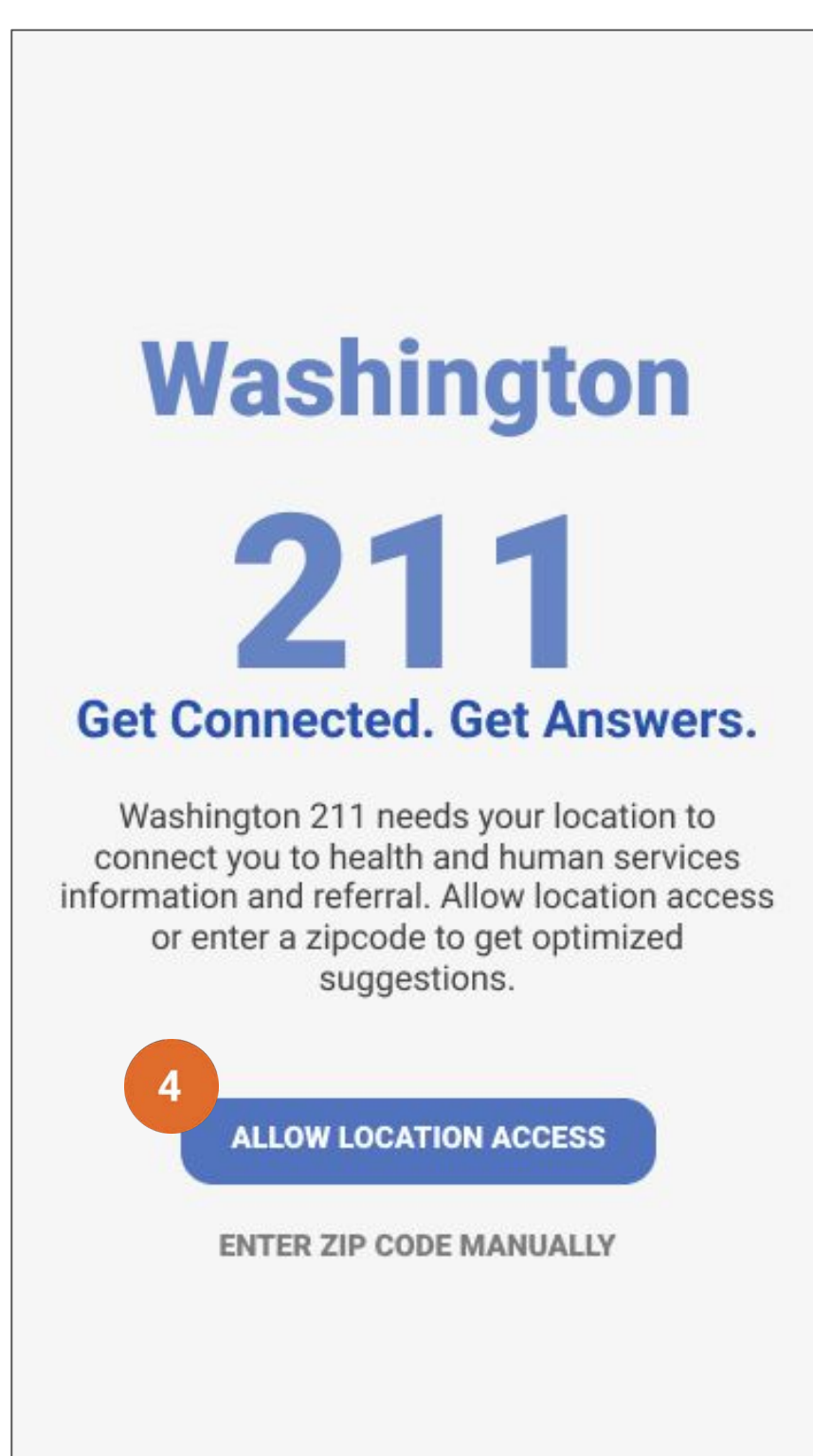
Research
- Competitive Analysis
- Literature Review
- Technology Research
- Contextual Inquiry

Design
- Sketch & Critique
- Info. Architecture
- Wireframes

Evaluate
- Usability Test Round 1
- Qualitative Analysis
- Hi-Fi Mockups

Refine
- Interactive Prototype
- Usability Test Round 2
- Final Prototype

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