

# Uprooted.





# Hiya,

I'm Christ-Vie, a **UX researcher** specialising in **digital ethnographic research and branding**. I work with both **qualitative and quantitative data**, focusing on digital anthropology within the UX research sphere, with a keen **knowledge of exploring deep cultural and geographical nuances**.



# Agenda

- 1 Introduction
- 2 Context
- 3 Design Process
- 4 Appendices



# Design Thinking

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2

3

4

5

## Empathise

Identification

## Define

Define

Classifying

Confirm

## Ideate

Ideate

Analyze

## Prototype

Prototype

Clarify

Develop

## Testing

Implement

Process



# What is Uprooted?

Uprooted supports care leavers' access to customised resources, connecting them with charities specialising in key areas such as housing and employment.





# Problem statement

Care leavers encounter **difficulties accessing essential information and support during crises, such as housing, finance, and employment challenges.**

Despite having personal advisors, communication gaps are happening. The lack of **effective support leads to a huge disconnect and the rise of homelessness** and unemployment among care leavers. This creates a greater disparity between care leavers and their peers.

As a researcher, I aim to find **solutions to address and solve specific issues care leavers face in accessing support outside of the local authority.**

# Hypothesis

- **How can we ensure a nationwide provision of resources to support care leavers?**
- **How can we effectively communicate with estranged care leavers?**
- **How can we collaborate with local charities to offer assistance to care leavers?**
- **How can we establish communication channels with care leavers who do not have access to a phone?**

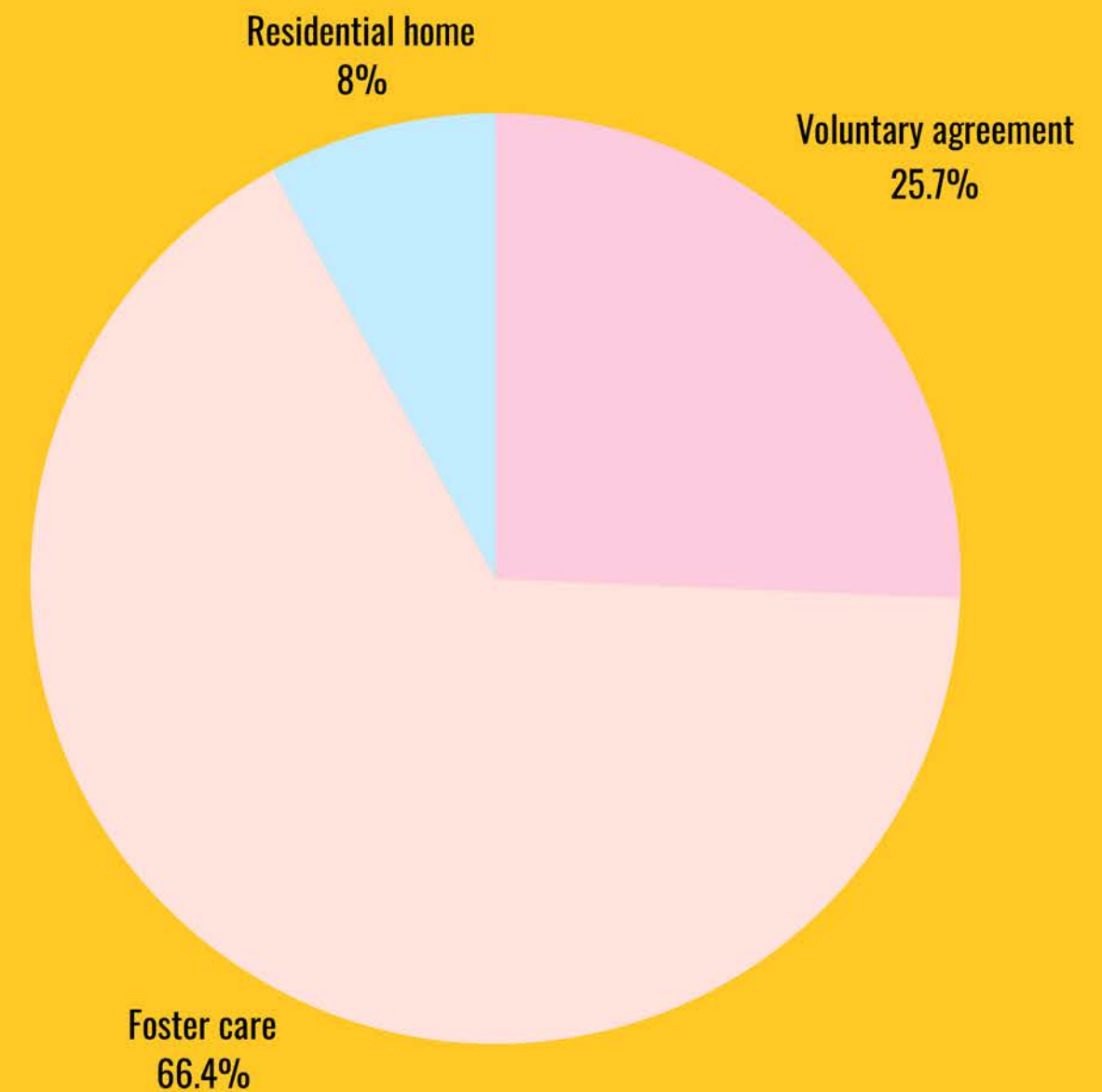




# Research

The latest statistics show that there are currently around **68,840 children** in care, the highest number since 1985.

(Dixon, 2016 p15)



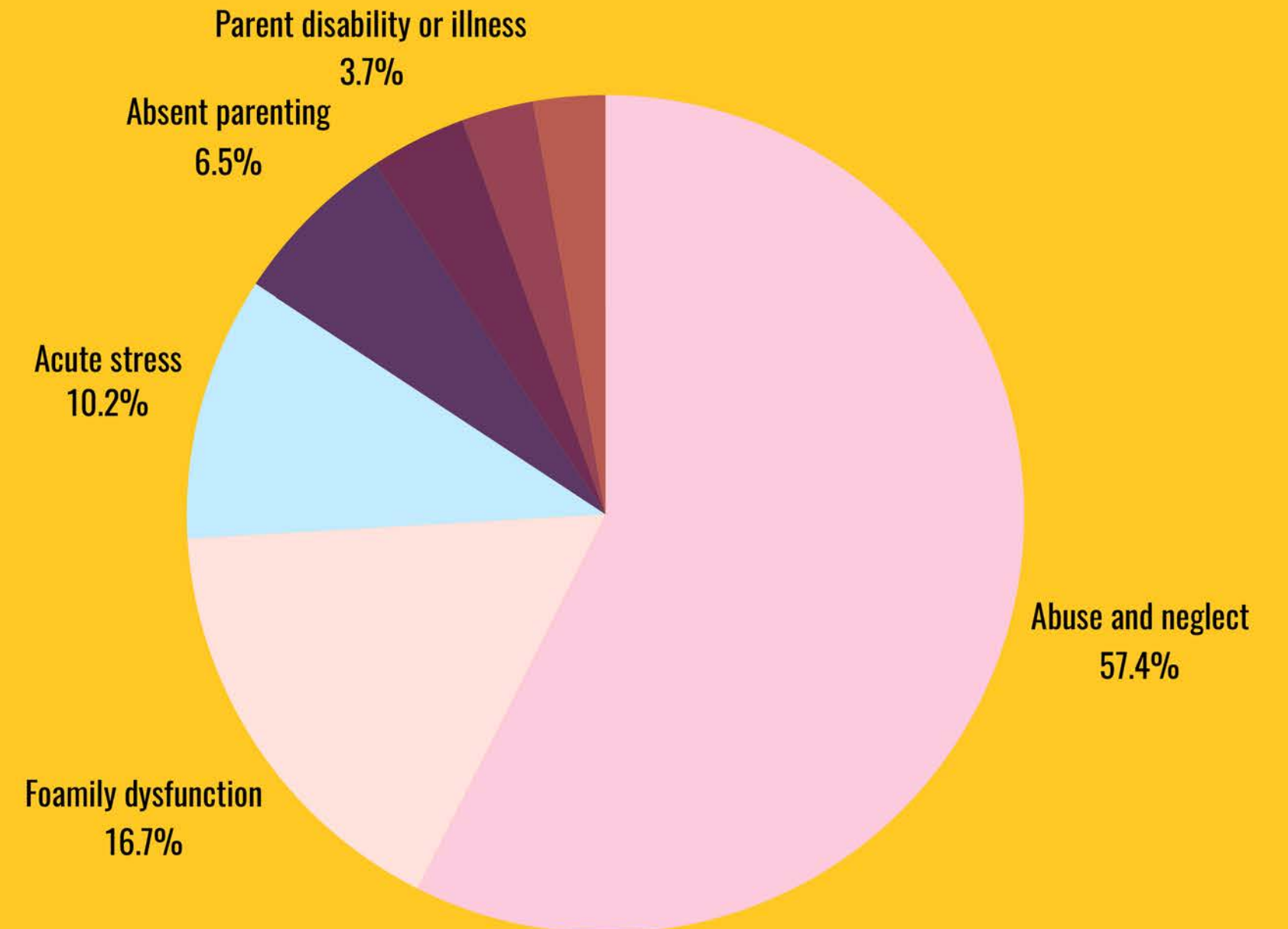


# Research

Reason for coming into care:

This demonstrates that **children and young people in and leaving care are one of the most vulnerable groups in society.**

(Dixon, 2016 p15)





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# Homelessness



“Each year around **10,000 young** people leave care aged 16 or over (DfE, 2014). Many leave their **final care placement before** the age of **18**, mostly aged **16 or 17 years.**”

This is much earlier than **young people in the general population.**

(Dixon, 2016 p15)

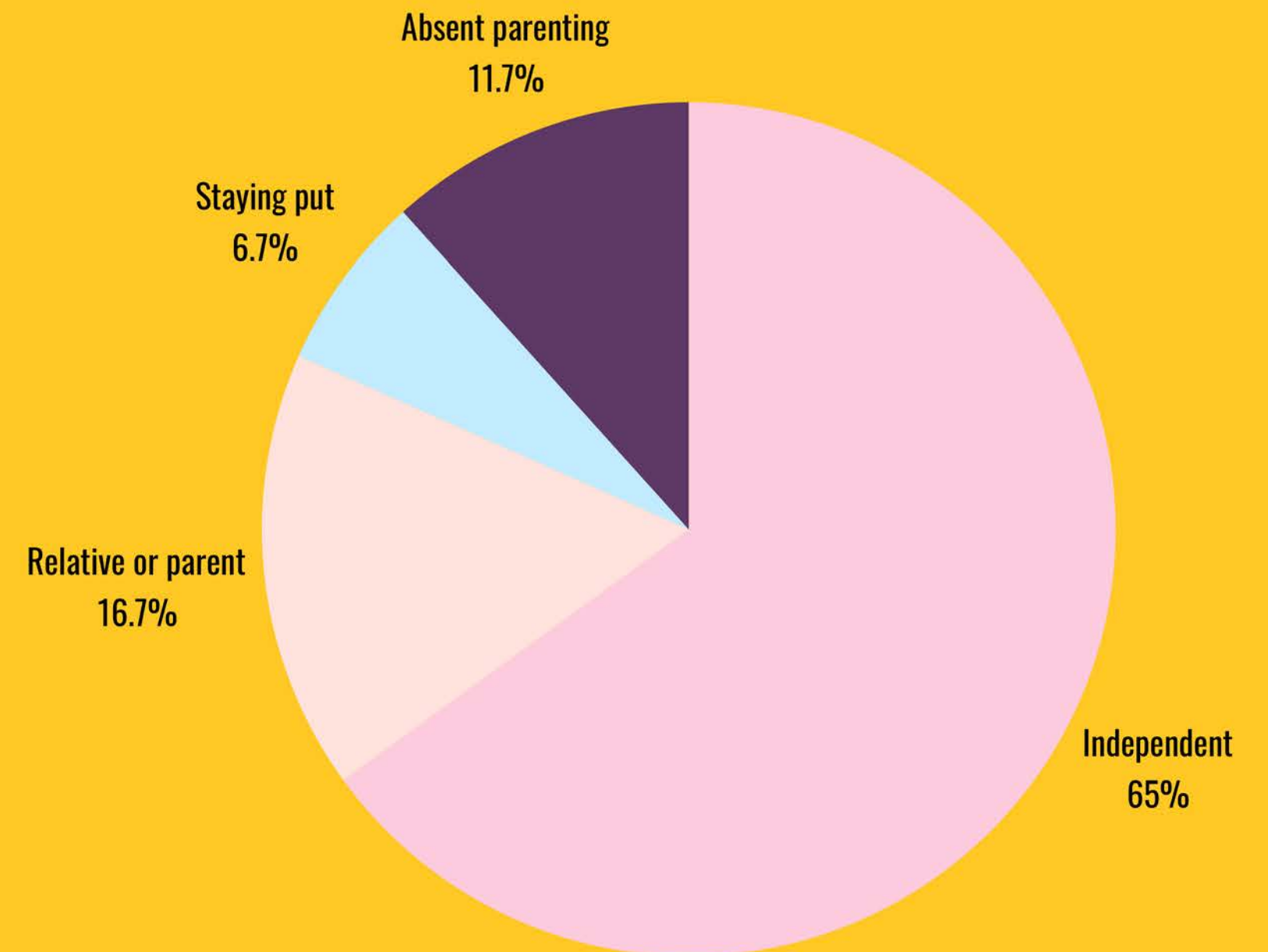


# Type of accommodation

This is a **breakdown of the type of accommodation** many care leavers are **likely to live in**.

This option was **introduced by Government in 2011** to enable young people to remain **with foster carers after leaving care** and to assist foster carers to provide ongoing accommodation. As of 2014, the option has been **available to young people in foster care across all local authorities (DfE)**

(Dixon, 2016 p16)







# Leaving care

The **legal framework to support care leavers** after leaving care shows that there is **lack preparation**. As the average leaving home is **23 years old**.

- Care leavers are **forced into independence to become adults** as they are not minors and the support is withdrawn.
- **61.2% of care leavers** were already homeless by the time they received support from **their local authority**.
- More the **1 in 10 care leavers aged 18-20** years in England presented as homeless or **threatened with homelessness**.

(Fortune and Smith, 2021 p11)

(Large increase in homelessness among young people leaving care in last four years | Social Work Today, 2016)







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# Solutions

The shocking **figure on the previous slides** prompted the government to conduct Ethnographic field studies of the experiences of care leavers; living and accessing different government **housing schemes for care leavers**.

- The government created the **Department for Communities and Local Government to work closely with leading voluntary sector organisations and local authorities to develop positive youth accommodation** for those who cannot stay within the family network.
- The **pathway plan requires that local authorities offer tailored accommodation** options and supportive transitions into adulthood. It focuses on developing services and practices for **early intervention**.

(Care Leaver Strategy A cross-departmental strategy for young people leaving care, 2013 p15)



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# Higher education

In this section we explore **care leavers and higher education**.

- **6% of care leavers** move to higher education, compared with more than **50% of the wider population**.
- **38% of care leavers drop out**, compared to **6% of the overall population**. **8 times more likely** to drop out of university.
- A strong relationship with a **key person would be beneficial for care leavers to succeed at university** in supporting care leavers with exam. As care leavers are more likely to **work throughout their duration in university**.



(Barton, 2023)



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# Employment

- 39% of care leavers aged 19-21 years are not in education, employment or training.
- Government statistics show that care leavers are three **3 times more likely not to be in education or training (NEET)** than other young people.
- In 2017 40% of care leavers aged 19-21 years old were in NEET compared to 13% of that age group in the general population.



(Harrison and Dixon, 2023)

(Fortune and Smith, 2021)

(Care leavers' transition into the labour market in England - Nuffield Foundation, 2023)





# Digital Product Strategy, identify and UX Specialisations

As a researcher, my strongest suit is **my ability to organise information and solve problems via desk research**. This set of particular skills has helped create a strategy for the digital product of Uprooted. In this project, I wanted to delve into **ethnography and digital anthropology research methodology** in my primary research.

I incorporated **methodologies such as netnography and ethnographic research into my project**. However, finding participants in this project, which **impacted the design life cycle, and my final strategy involving the problem statement** were affected by the **lack of participant involvement**. This meant that I had to adapt my research and UX artefacts to respond to the **hypothesis set by the organisation**.







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# Obstacles

When recruiting participants for my interview and focus group, I encountered various challenges and barriers.

- **Building rapport** with vulnerable participants has been challenging due to **fear of exposure and a lack of trust in the governmental system.**
- Having limited access to participants has caused a lot of issues, which have **impacted my UX design life cycle and process.**
- As a researcher, I had to **pivot and use my contacts in order to find participants.** I had to call my old care leaver youth council and some of the charities that I have used as a care leaver to support me, **such as Drive Forward and Step Up, to provide survey responses.**





# Ethnography findings

**\*Due to the lack of participation in the survey. As a researcher, I had to make an executive decision to create an ethnographic field study of my experience within the care system.\***

- Participant struggled with contacting PA (Personal Advisor).
- At risk of being homeless.
- Independently finds resources to support themselves and their needs.
- Mental health has deteriorated.
- Participant relies on university for support from Care Leaving Team.

# Criteria

- One participant
- Must have done the survey.
- Must be a care leaver.
- Must be in full-time education, apprenticeship, or training.
- It is preferable if participants are bidding on a council house.
- Must have experience being on Universal Credit by the age of 18 years old.



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# Netnography

Netnography is **qualitative methodology-based research that focuses on online communities and environments to conduct research.** At Uprooted, we pride ourselves on understanding our users and what they need.

As an organisation, we use netnography because **we aren't able to access our participants, but we can learn more about them in Facebook groups, Reddit, and Twitter conversations.**





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# Netnography

Encourages care leavers to meet each other.

The screenshot shows a Facebook group page for the 'Care Leaver Internship Scheme' from the Department for Education. The page features a cover image with the text 'Care Leaver Internship Scheme' and 'Realising Potential'. Below the cover, there is a section titled 'About the scheme' which describes an 18-month job role in government departments. It also includes 'Eligibility criteria' (aged 18-30, leaving care package, nationality requirements) and an 'Application Process' timeline: 10th June - 8th July (apply), 24th July (interview booking), 5th - 9th August (interviews), and 23rd August onwards (interview outcomes). A QR code is provided for more information. The right-hand side of the page shows the group's 'About' section, which is private and visible to anyone, and lists chat options like 'Peer Support / Resources' and 'General chat'.

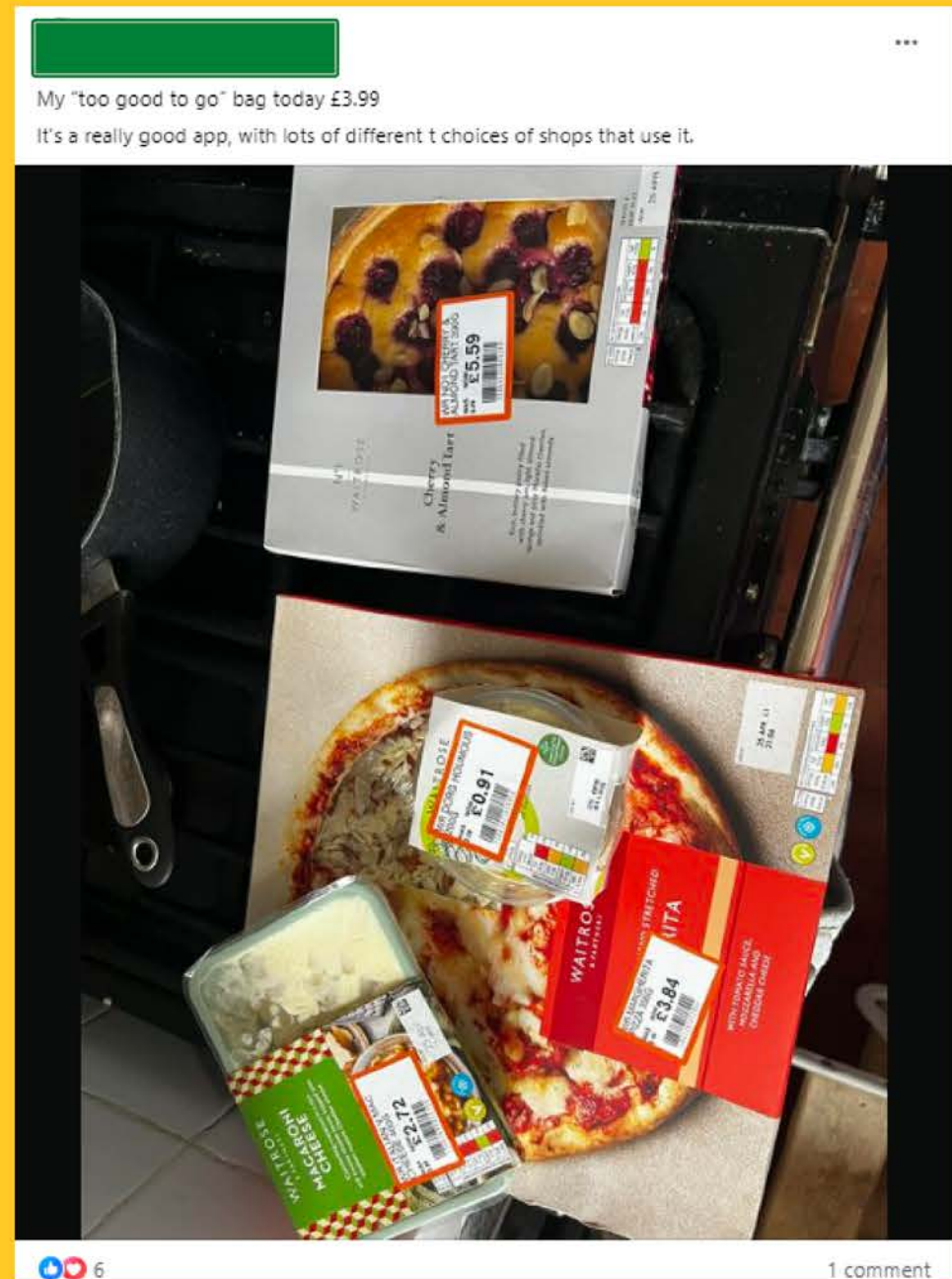
The community post resources such as job opportunities for care leavers.

The screenshot shows a Facebook post from a user. The post text reads: 'Exciting News! Your Life Your Story (YLYS) as it invites care experienced and care givers to come unite and shed light on their experiences with is second anthology titled "Two Truths: An Exploration of the Many Truths of Care." a powerful collection that delves into the often-unseen and unheard aspects of care experiences. If you would like your work featured please Send your poems and photos of artwork to amanda@ylys.org.uk F... See more'. Below the text is a video thumbnail with the text 'Your Life Your Story' and 'Hello there and I have some exciting news from the Your'. The video has 2 likes and 0 comments.



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# Netnography



Provides tips for care leavers living independently on how to save money.

Post articles about issues care leavers are facing on a daily basis.







# Netnography

## What did we learn as a organisation?

- I felt like an intruder studying a group that was not aware of my observation.
- I learned **these groups are for care leavers, researchers should not attempt to send surveys or research opportunities.** Many researchers were sending their surveys to these groups, **seeing the group as guinea pigs.**
- The group is community-led, as many **of the participants were former care leavers, providing support to the younger care leavers.**
- The most frequent questions are about **who qualifies as a care provider, as there are different avenues to becoming a care leaver.**
- The most common posts in these groups are **meet-ups and discount savings.**





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# AI tools and UX

The AI tools in my project include a **logo generator for distinctive branding that stands out, influenced by our mood board and slogan.** Our primary **colour palette was shaped by mood board images using an AI colour palette generator.** These tools sped up my UX design process by simplifying colour selection and logo creation.

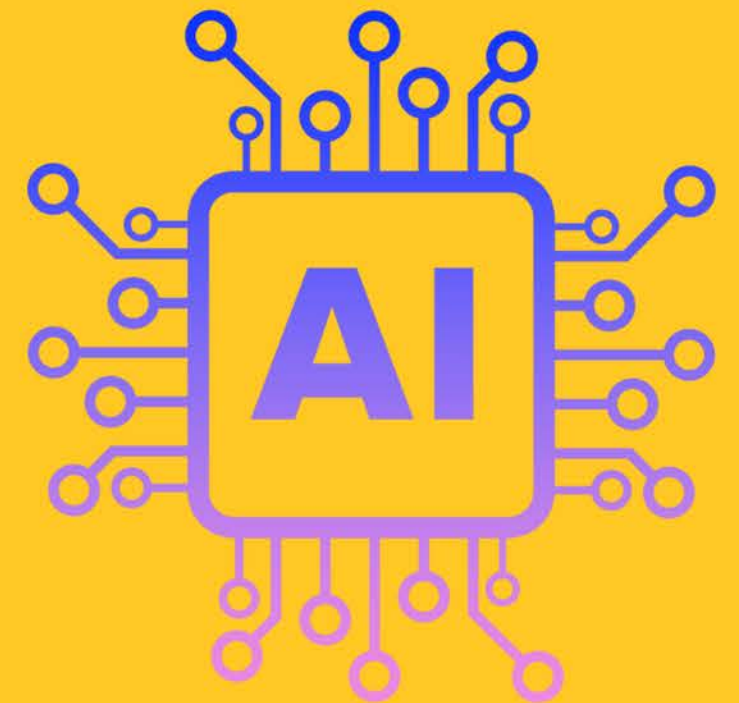
However, there are pros and cons to using AI:

## Pro

- Streamline work.
- fewer errors and mistakes.

## Con:

- AI needs to be trained to give accurate information.
- Lack of creativity and ingenuity for UX designers.





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# AI tools and UX

AI tools have grown over the past few years for designers and researchers, but in a **wider context**, **researchers and designers should not become too reliant on AI because they have to be trained.** In the UX industry, **AI should be used as a way to support** designers and researchers not replace them completely.





**“Stop Uprooting care  
leavers.”**





# Survey Finding

\*Despite having invalid responses on our survey due to the failure of requesting participation, I was able to pick out useful responses that relate to Uprooted hypothesis and problem statements.

Are you happy with your Pathway plan?







# Survey Finding

How often do you communicate with your PA?



How long have you lived in care before becoming a care leaver?

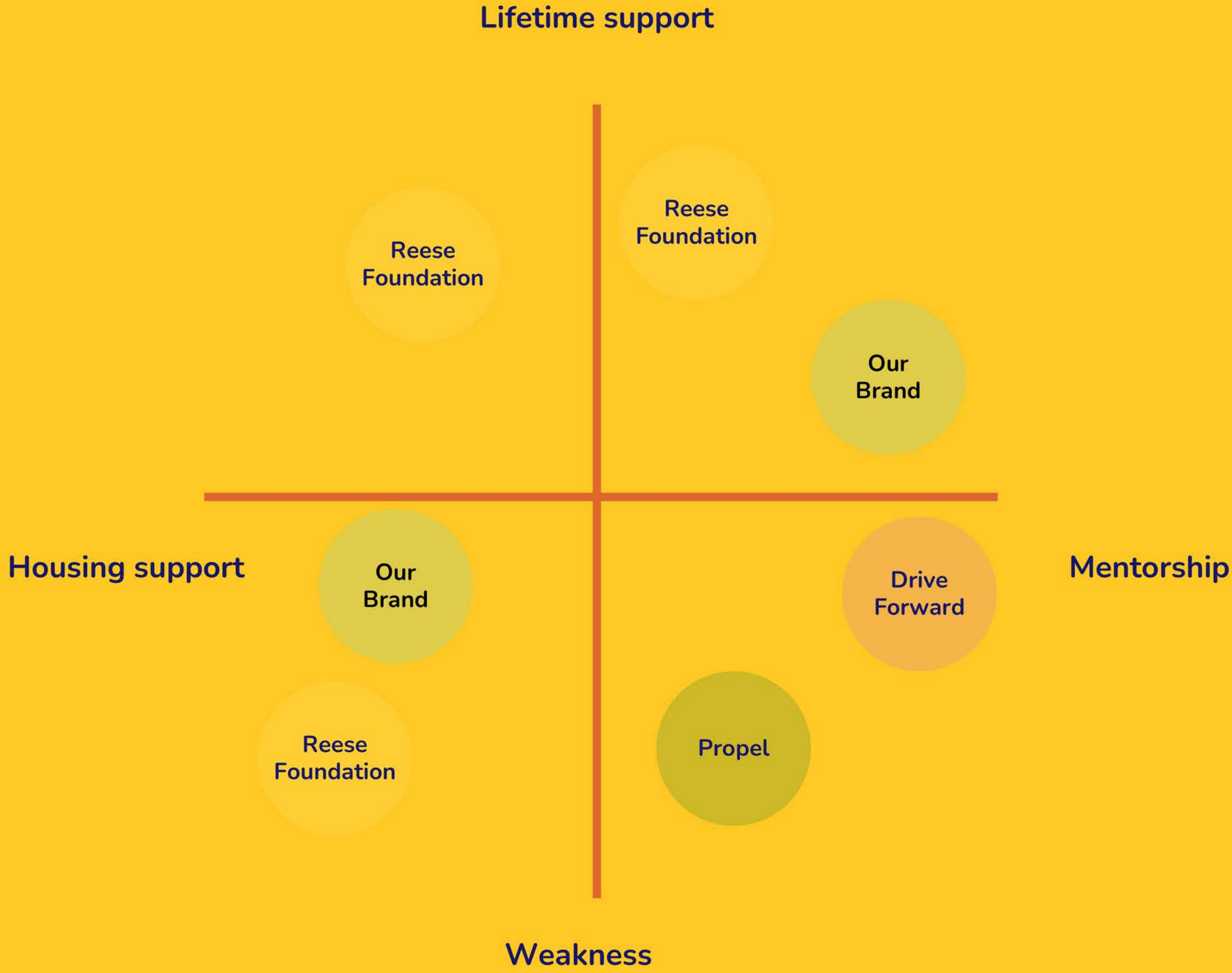




**“There is no direct  
information.”**



# Competitor Analysis



2

## Interview findings

\*The goal of the interview is to learn the resourcefulness that care leavers have adopted in finding external support as PA can be unreliable.

- Participants are abandoned when **accessing resources**.
- Being **proactive and actively seeking out available opportunities**.
- A minimum amount of **information is provided to care leavers**.
- There is no **direct information**, which can be **frustrating**.
- Google is an important resource for **care leaver's to find support**.
- Finding **national charities is harder than accessing local support**.

## Criteria

- One participant must attend **Stepping Out**.
- Must have access to a **laptop**.
- Must be **18–26 years old**.
- Must be in **full-time education, apprenticeship, or training**.
- Preferable if participants are bidding on a council house from **Hillingdon Council**.
- Must have experience being on **Universal Credit by the age of 18 years old**.





“

## I'm left to my own devices.

Cheyenne is queuing up at the women's shelter for a bed. Cheyenne is waiting for confirmation in the rain with her suitcase for her approval to stay in a temporary shelter for 3 weeks on the Uprooted app with a list of charities and organisations for acceptance. Cheyenne is worried about her application being accepted by Uprooted. Unfortunately, she was able to get two nights secured at a shelter.



## USER PERSONA

## CHEYENNE FALLI

“Housing instability has been the norm my entire life, moving from one placement to the next since the age of 9 years old. “



Gender : Female  
 Age : 21  
 Education : Level 3 college  
 Occupation : Hairdressing apprentice  
 City : Manchester

## BIOGRAPHY

Cheyenne works full-time as a hairdressing apprentice at FinalXcuts. Over the past 6 months, she's been couch surfing with friends after being kicked out of her semi-residential home. Despite being entitled to social housing as a care leaver.

## MOTIVATIONS

The goal is to find a charity that specialises in supporting homeless care leavers to find temporary accommodation and financial assistance.

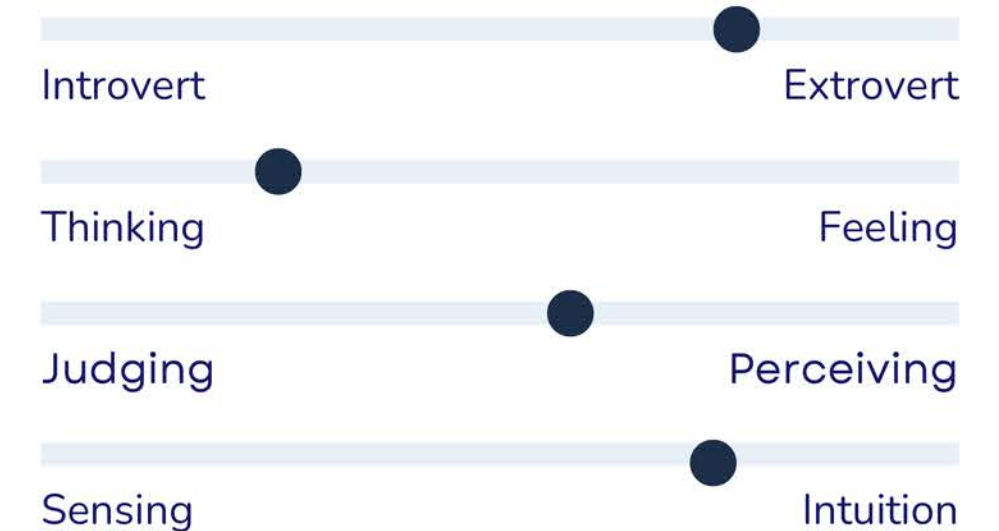
## GOALS

- Needs to find a temporary shelter to get a banding for a council house.
- The goal is to find financial assistance for Cheyenne to help with her deposit.
- Change Cheyenne's Pathway plan with long-term and short-term goals.

## FRUSTRATIONS

- Cheyenne is not accepted in most shelters because she works full-time.
- Saving for a deposit has become difficult as Cheyenne is in debt due to covering costs.
- Being over 21 means that accessing social housing will be difficult.

## PERSONALITY



## TECHNOLOGY

Social Media



Mobile App



## BRANDS





# Contents

1. Logo
2. Typography
3. Colour pallet
4. Mood board





# Logo

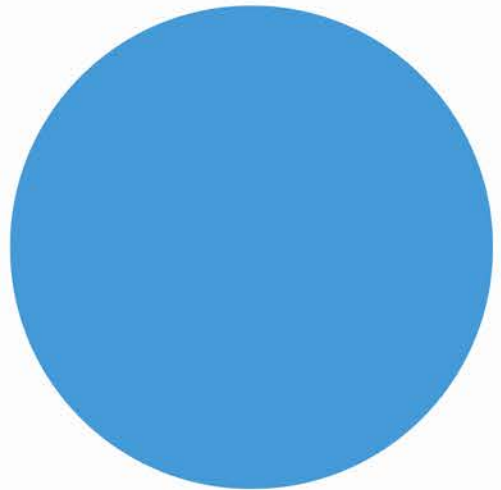
## Main Logo Features



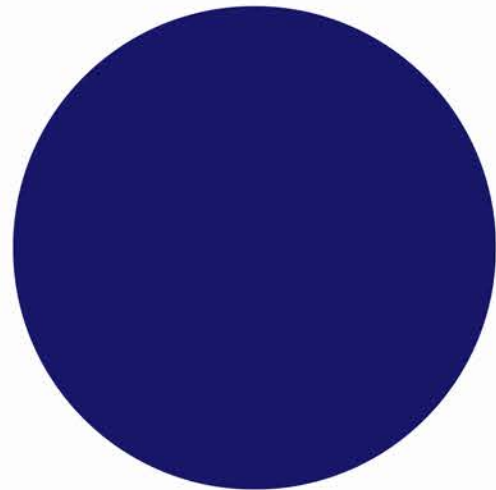
## Do's and Don't



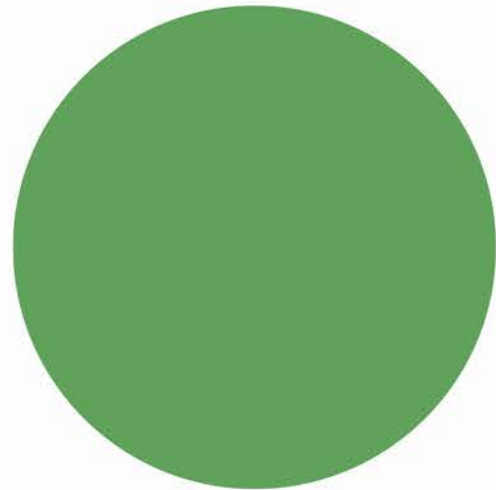
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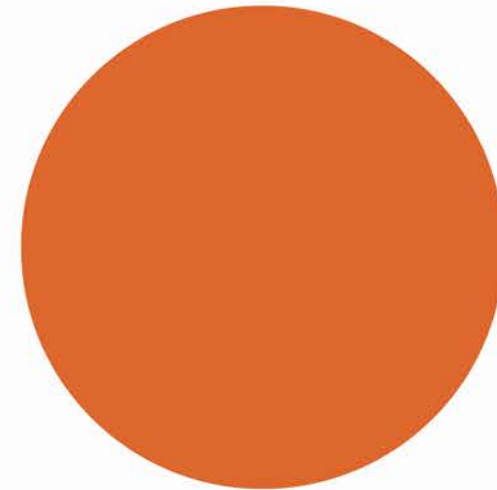
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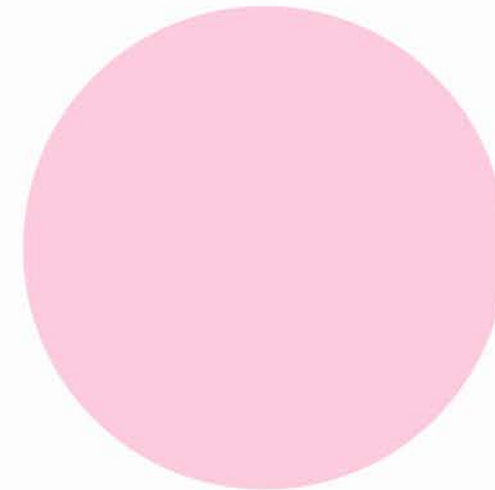
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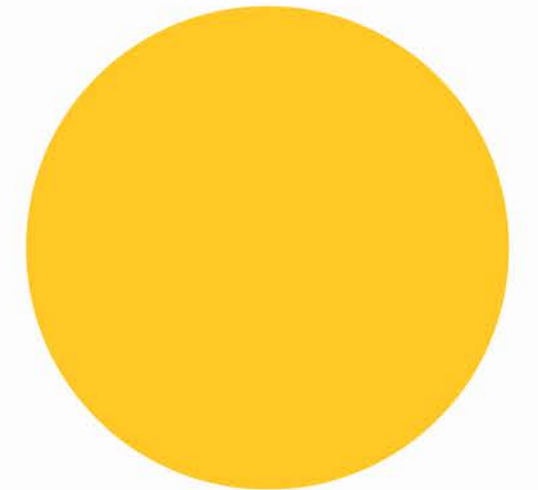
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Hex Code  
#DF682D



Hex Code  
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Hex Code  
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# Font

## Font Overview

### Oswald Bold

For Headers

**ABCDEFGHIJKLMNOPQR  
STUVWXYZabcdefghijklmnop  
nopqrstuvwxyz12345678  
90!@#\$%^&\*()**

## Body Font

### DM Sans

For Subheaders and  
Paragraphs

ABCDEFGHIJKLMNOPQRS  
TUVWXYZabcdefghijklmnop  
opqrstuvwxyz123456789  
0!@#\$%^&\*()

## Type Application

**FRESH FEASTS,  
GREAT TREATS**

GREEN MEANS  
**GROWTH**

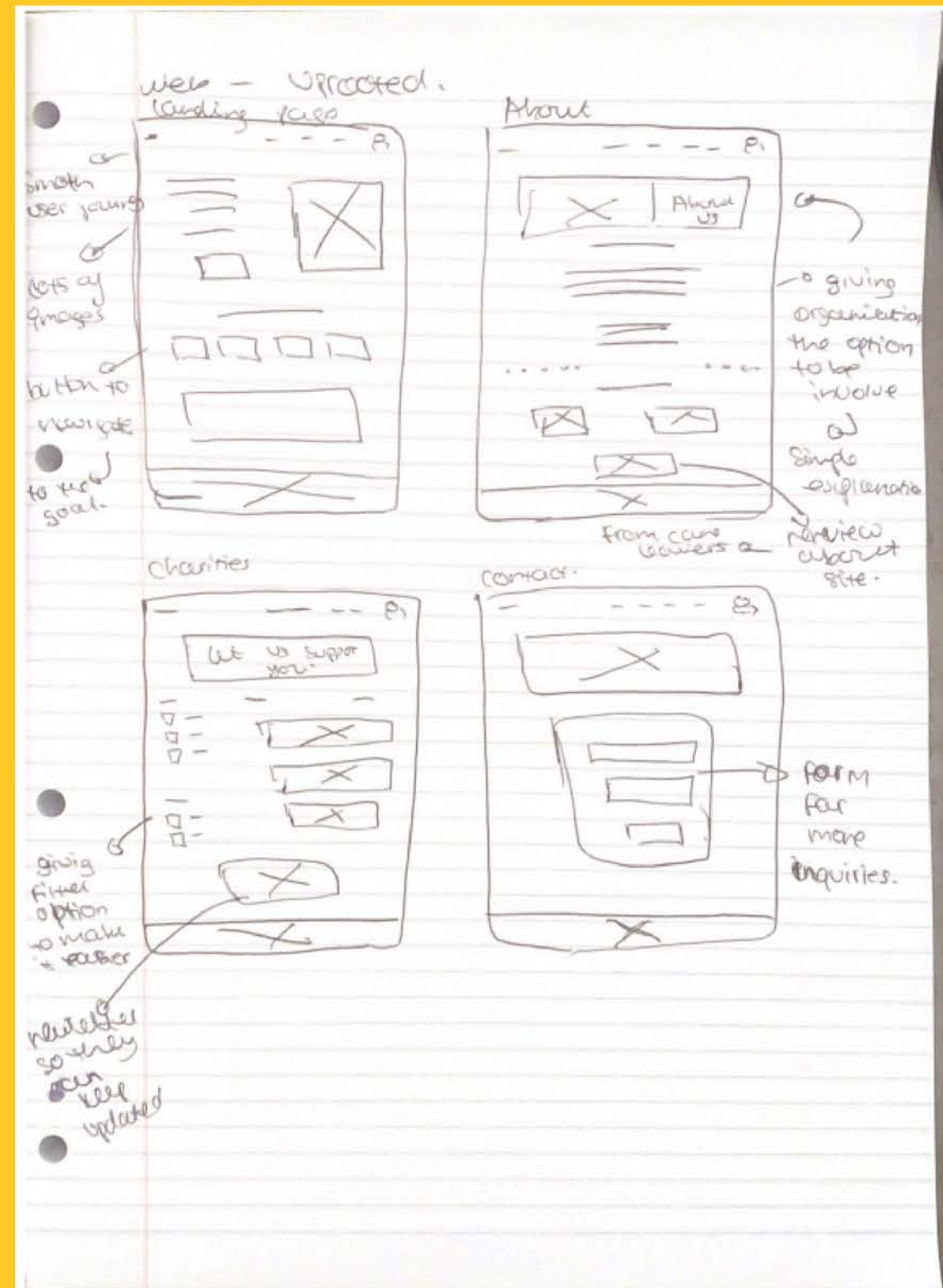
Welcome Back  
Sprouters.







# Sketches-web





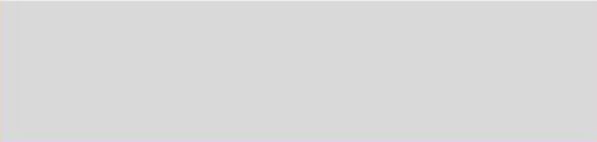
# Wireframe-web

Uprooted. About Charities Contact

## Supporting over 10,000 young people in crises.



### How can we support you?



Uprooted. About Charities Contact

## About us

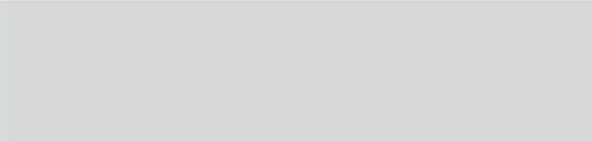


### How we support our young people

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC.

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### Get involve with Uprooted.

Uprooted aims to provide sufficient support for care leavers struggling with independence.




Uprooted. About Charities Contact

## Let us support you.



Crisis:  Housing  Employment  Pathway Plan  Finance  Other

Urgency:  Immediate  1 week  1-3 weeks  1 months +

All results Sort by: Most relevant



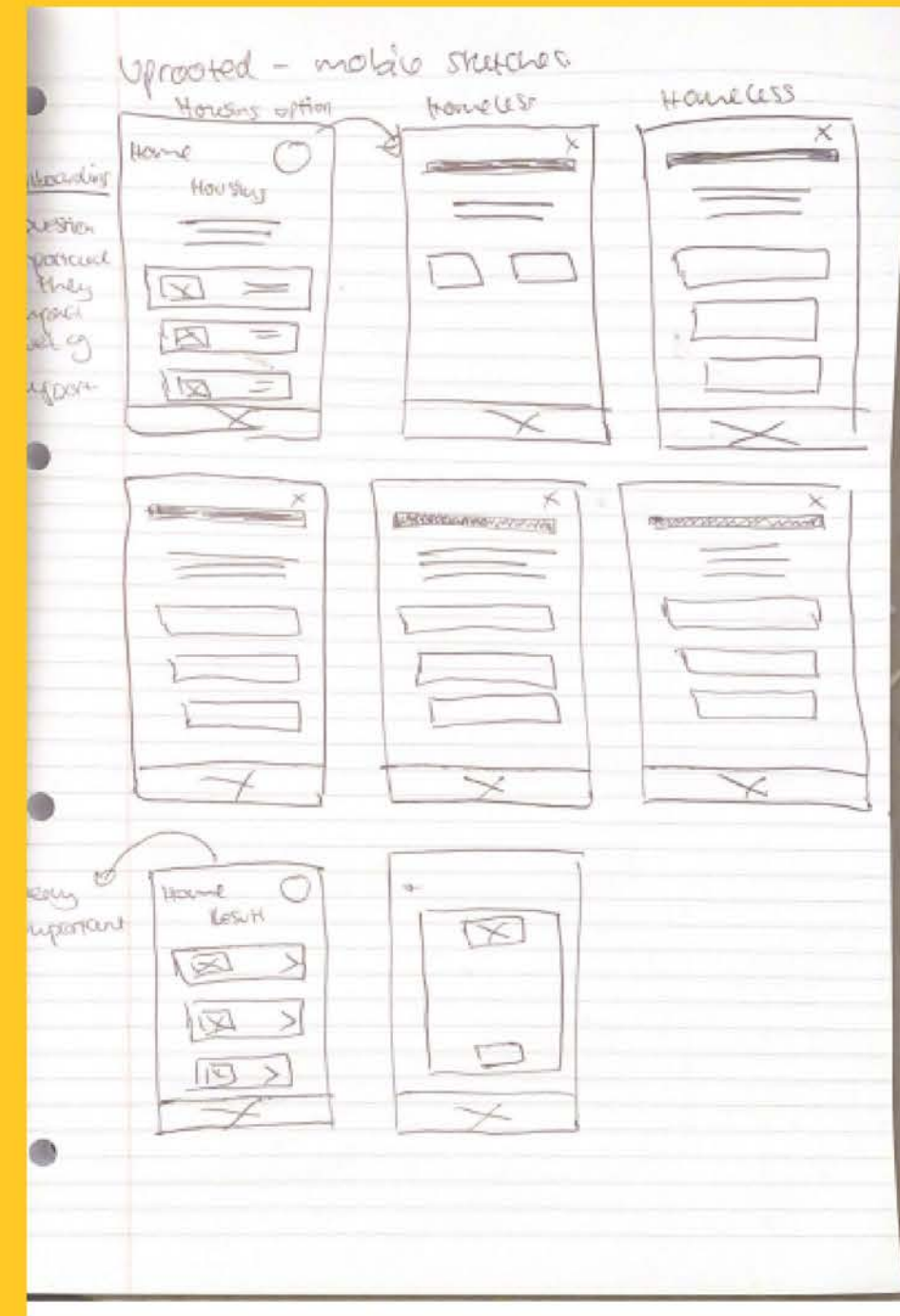
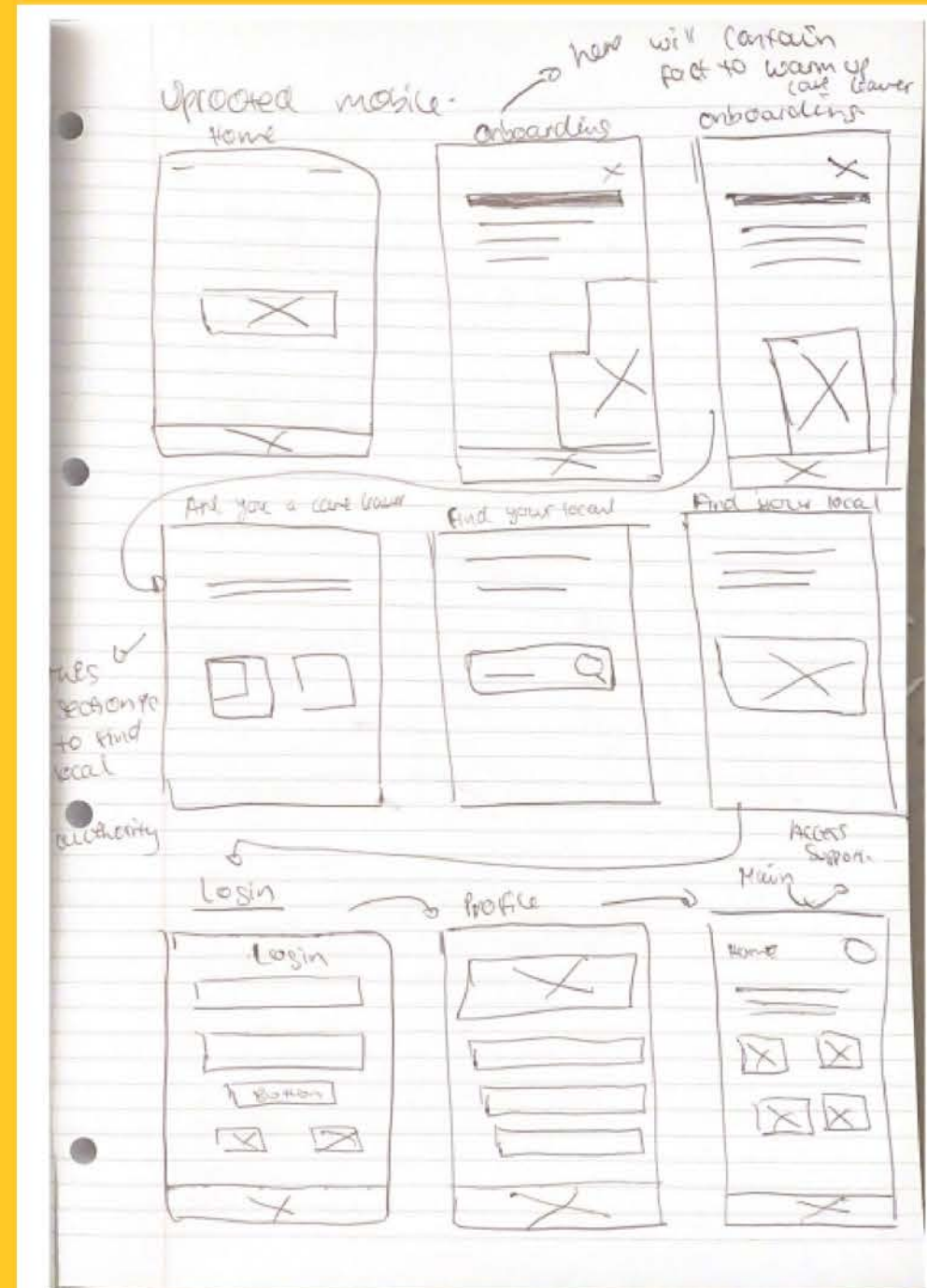
< 1 2 3 4 5 6 >



Uprooted. About Charities Contact



# Sketches-mobile





3

# Wireframe-mobile



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**Nationwide support for  
Care leavers all over the  
country.**



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**Supporting over 10,000  
young people in crises.**




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**Working with charities to  
provide resources for  
care leavers.**

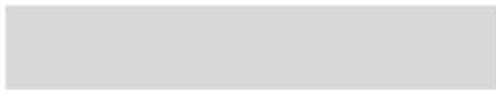


# Wireframe-mobile

Are you a care lever ?



Find your  
Local Authority



Find your  
Local Authority

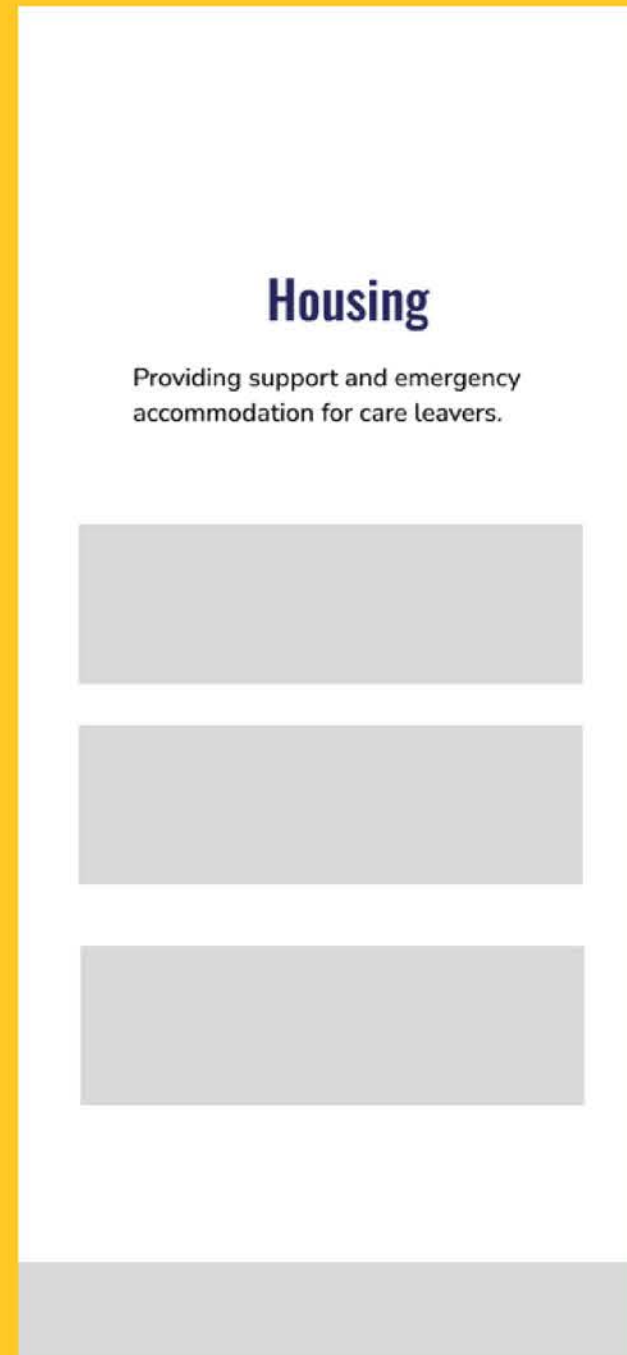
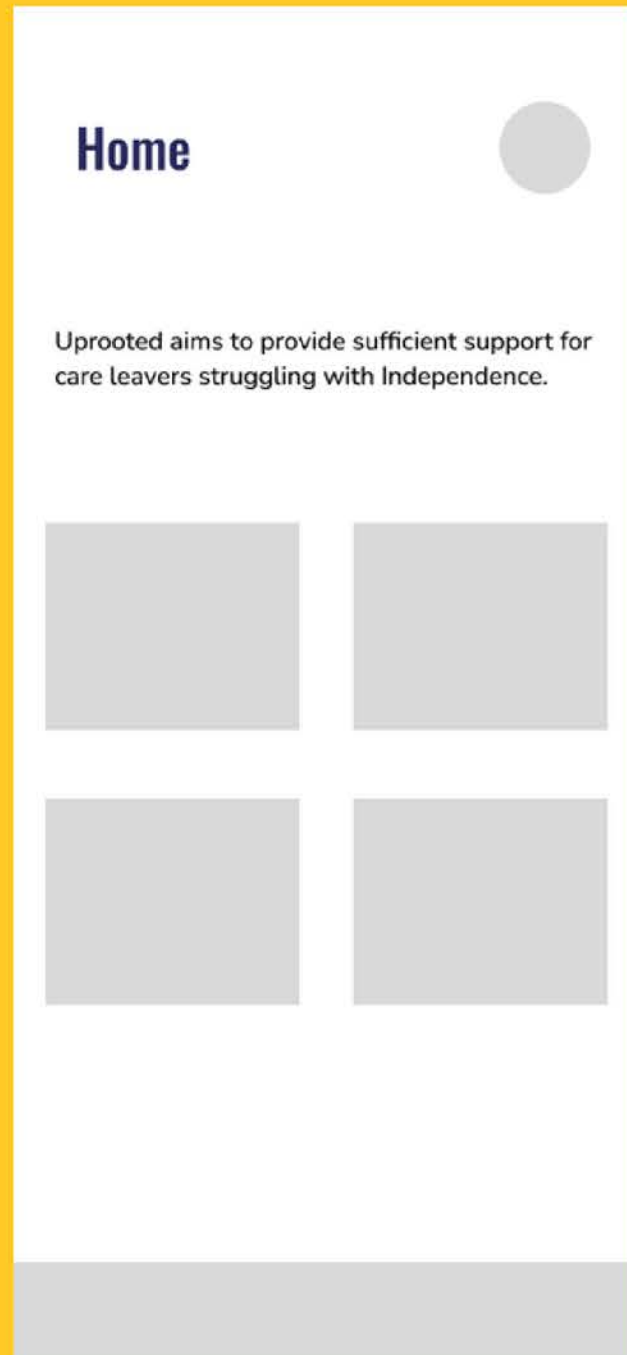


Welcome Cheyenne,




# Wireframe-mobile



# Wireframe-mobile

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**How long have you been homeless?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**Where are you staying?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**When was your last contact with your PA?**

\_\_\_\_\_

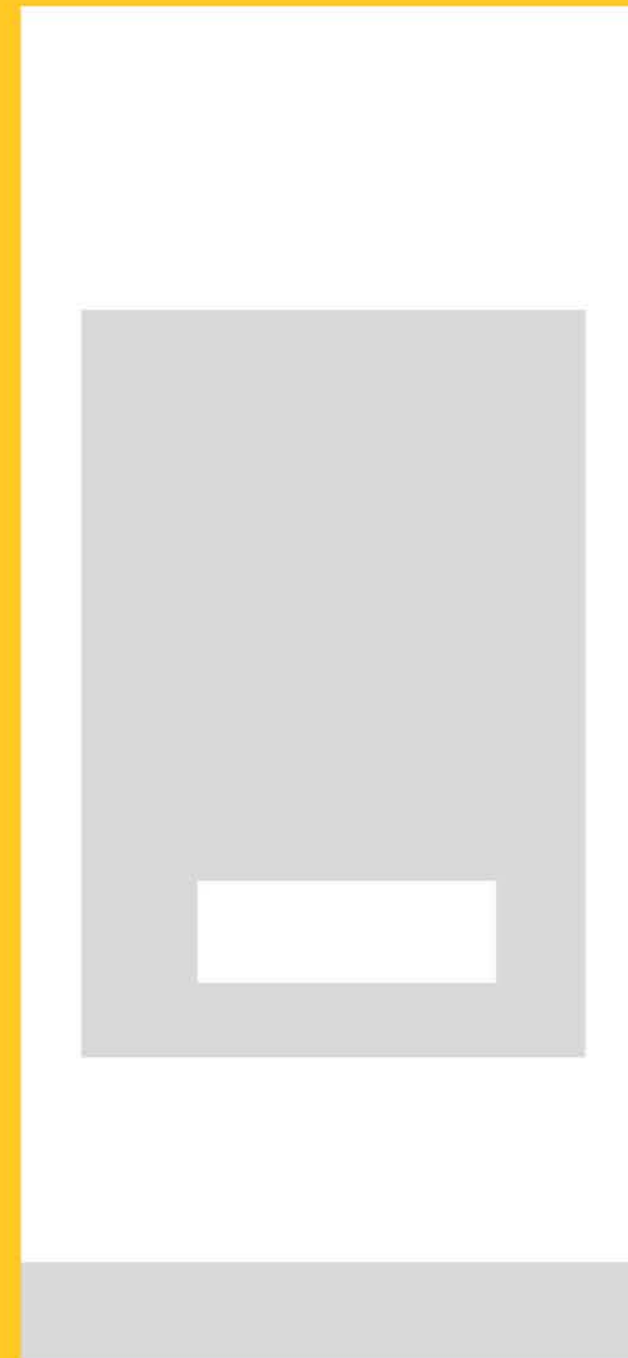
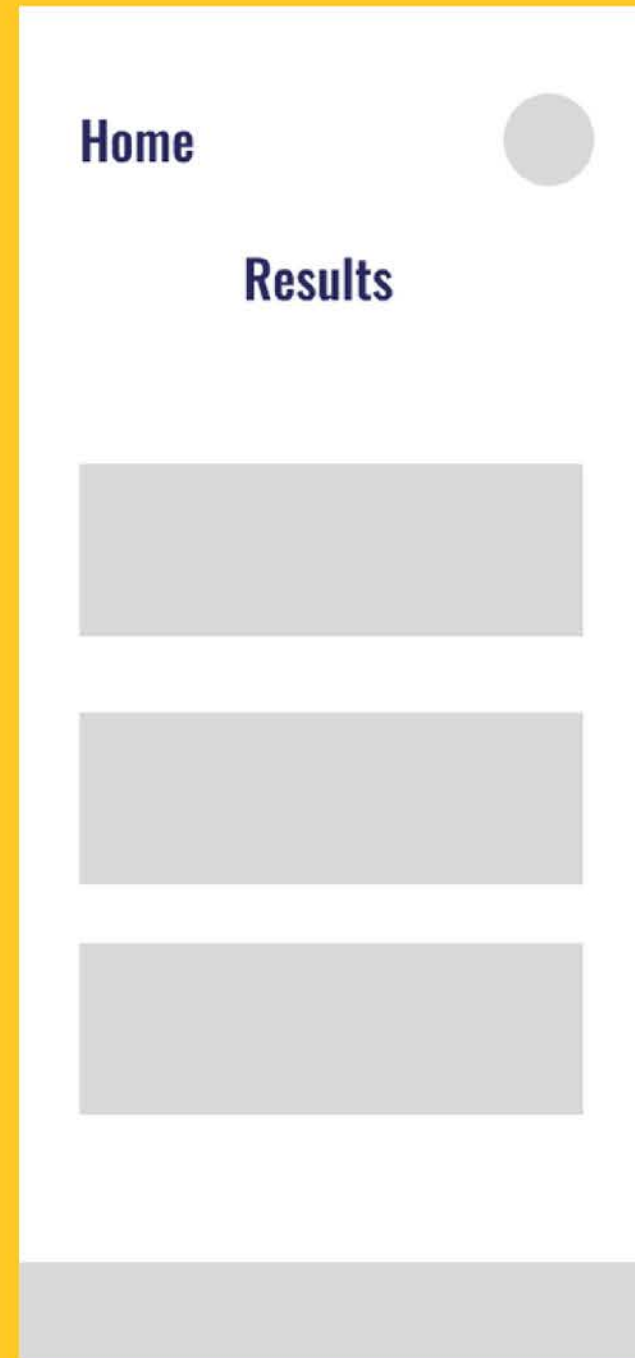
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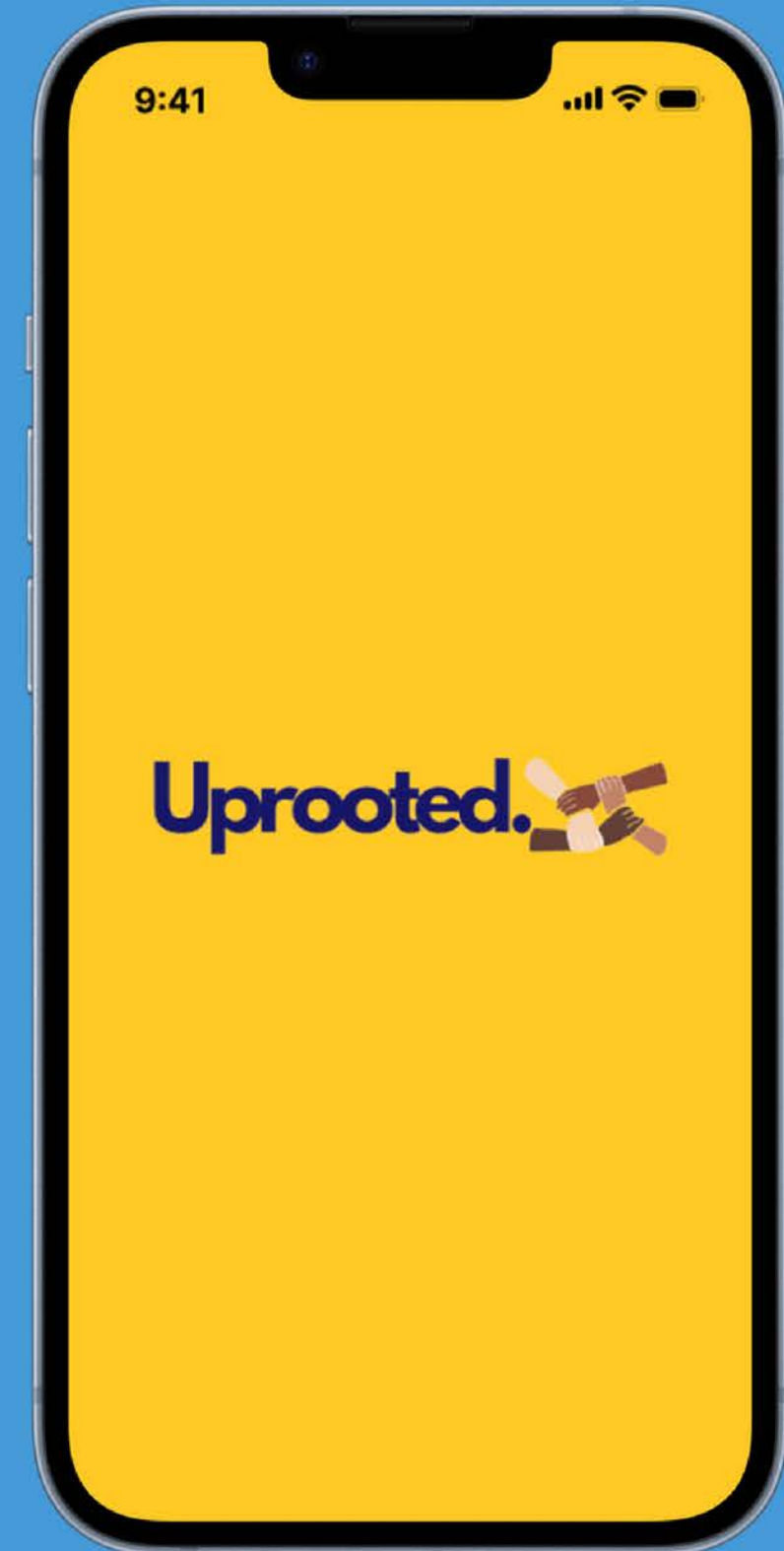


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# Wireframe-mobile



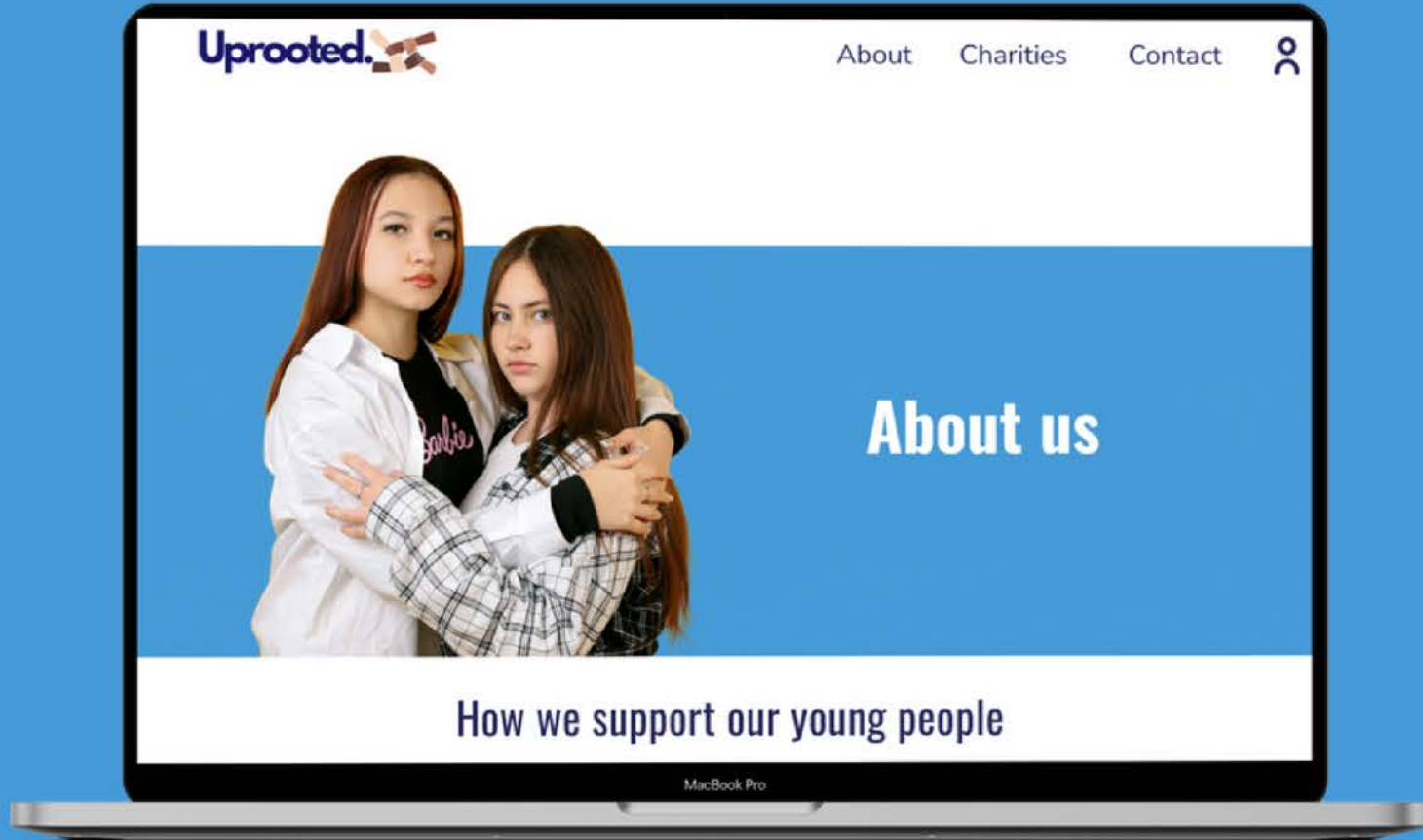
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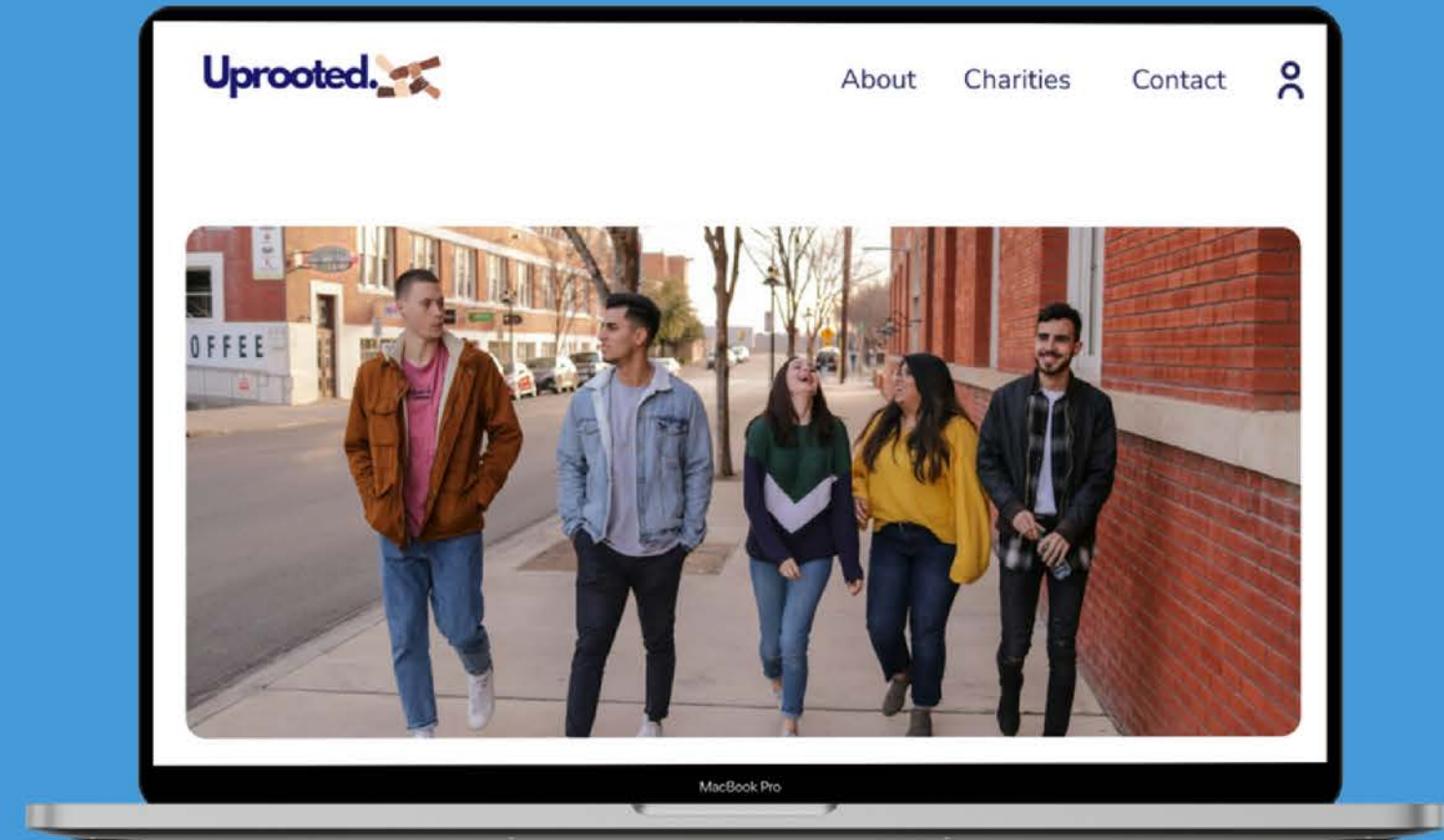
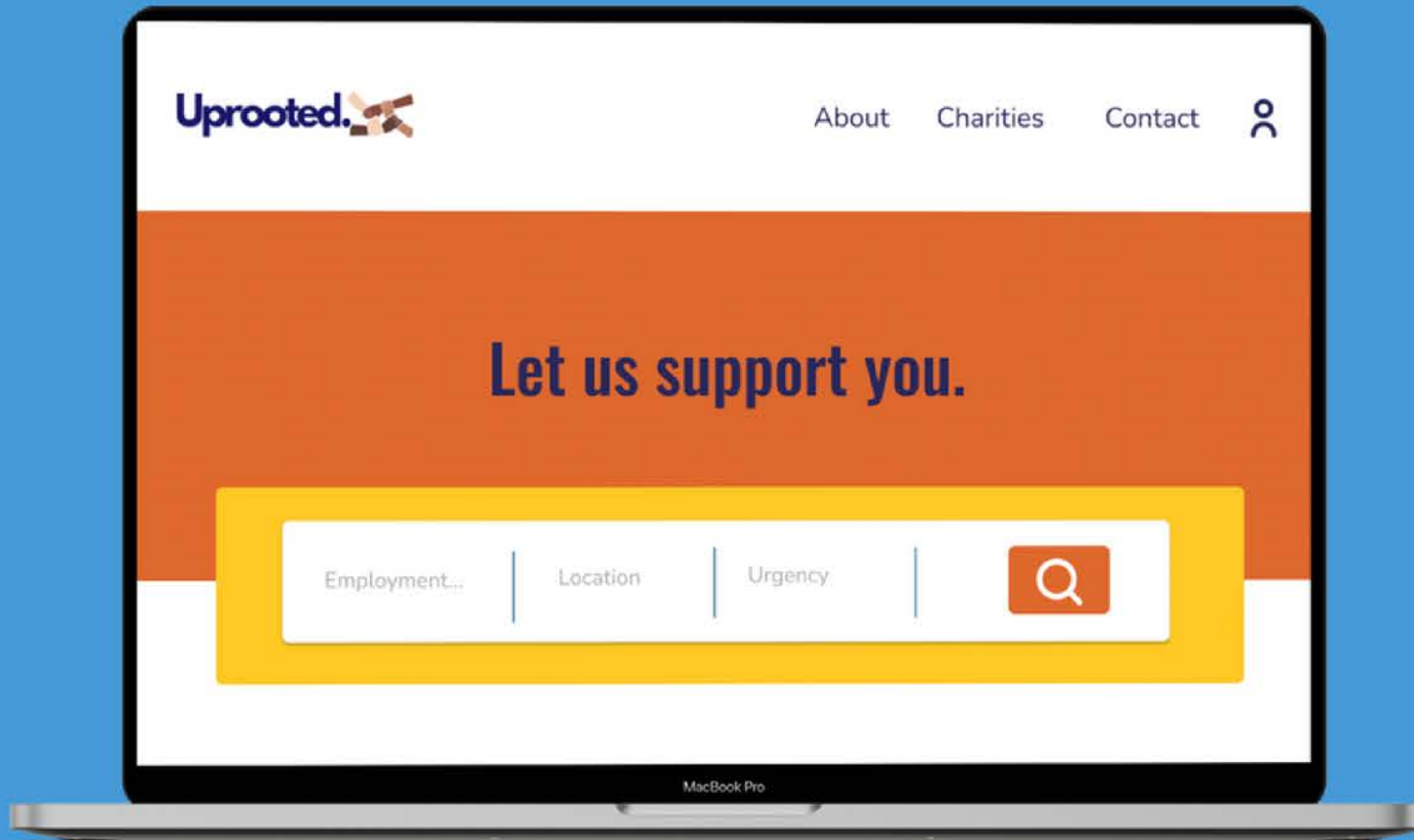
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# Prototype-web



4

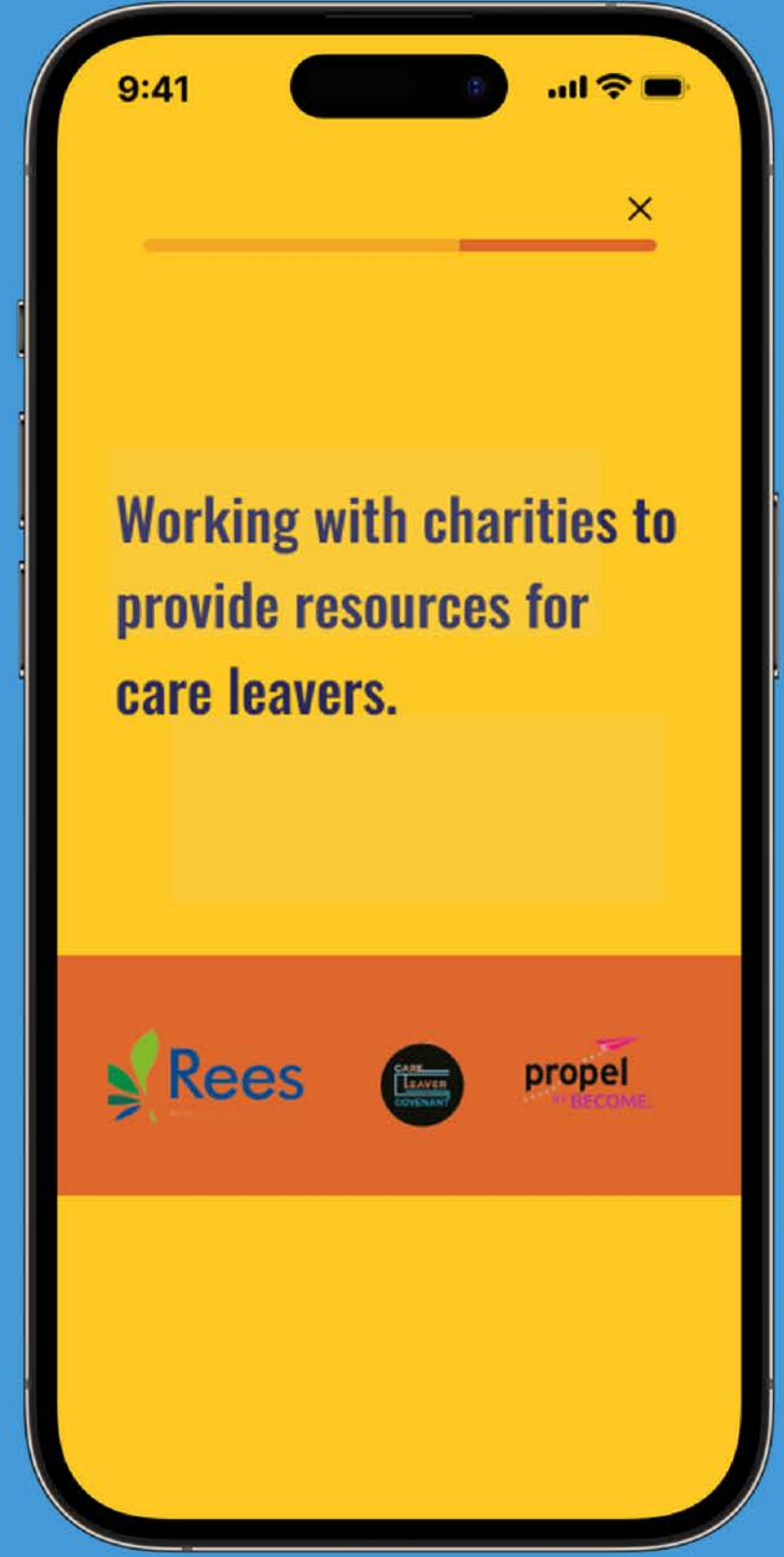
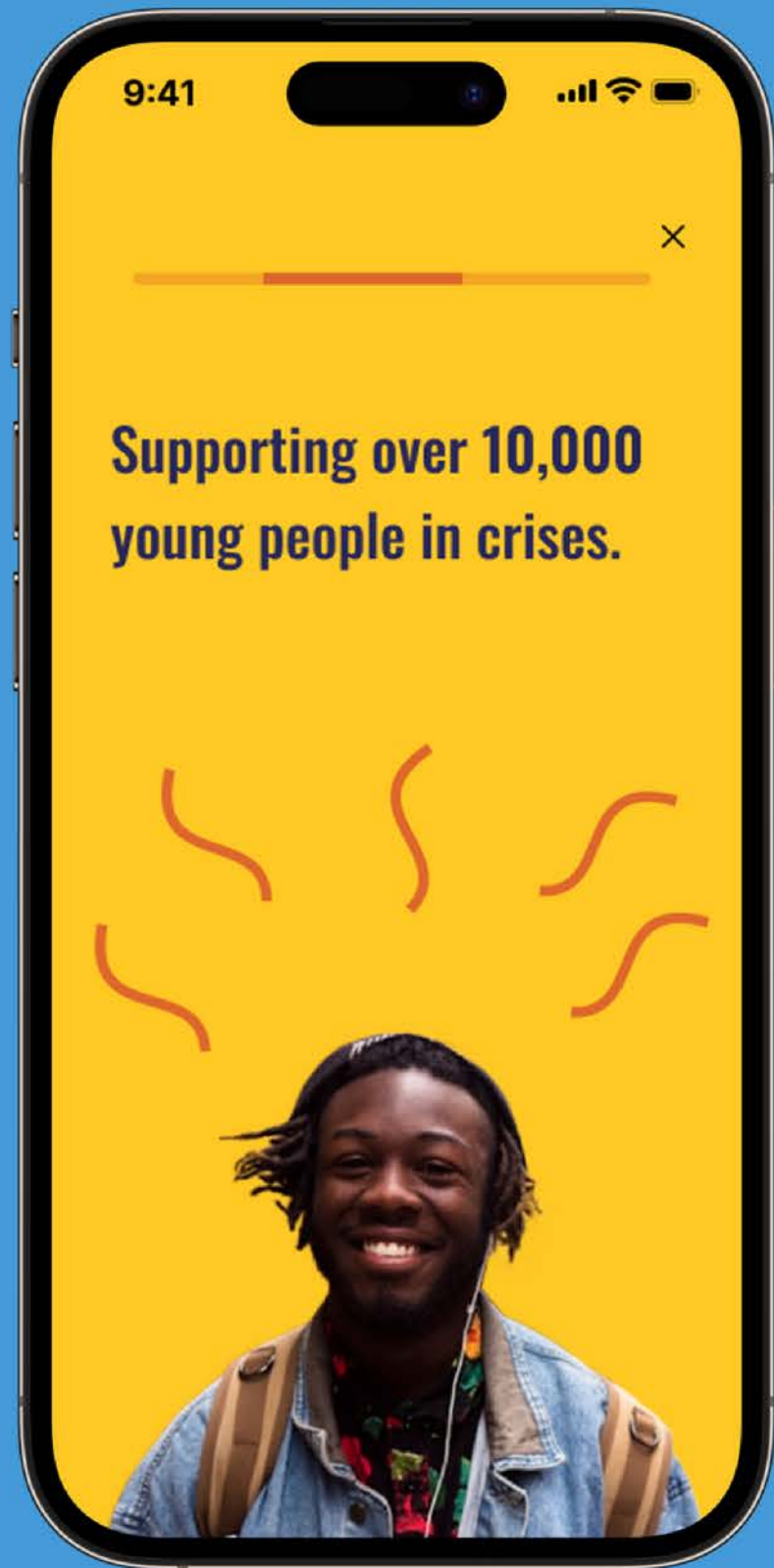
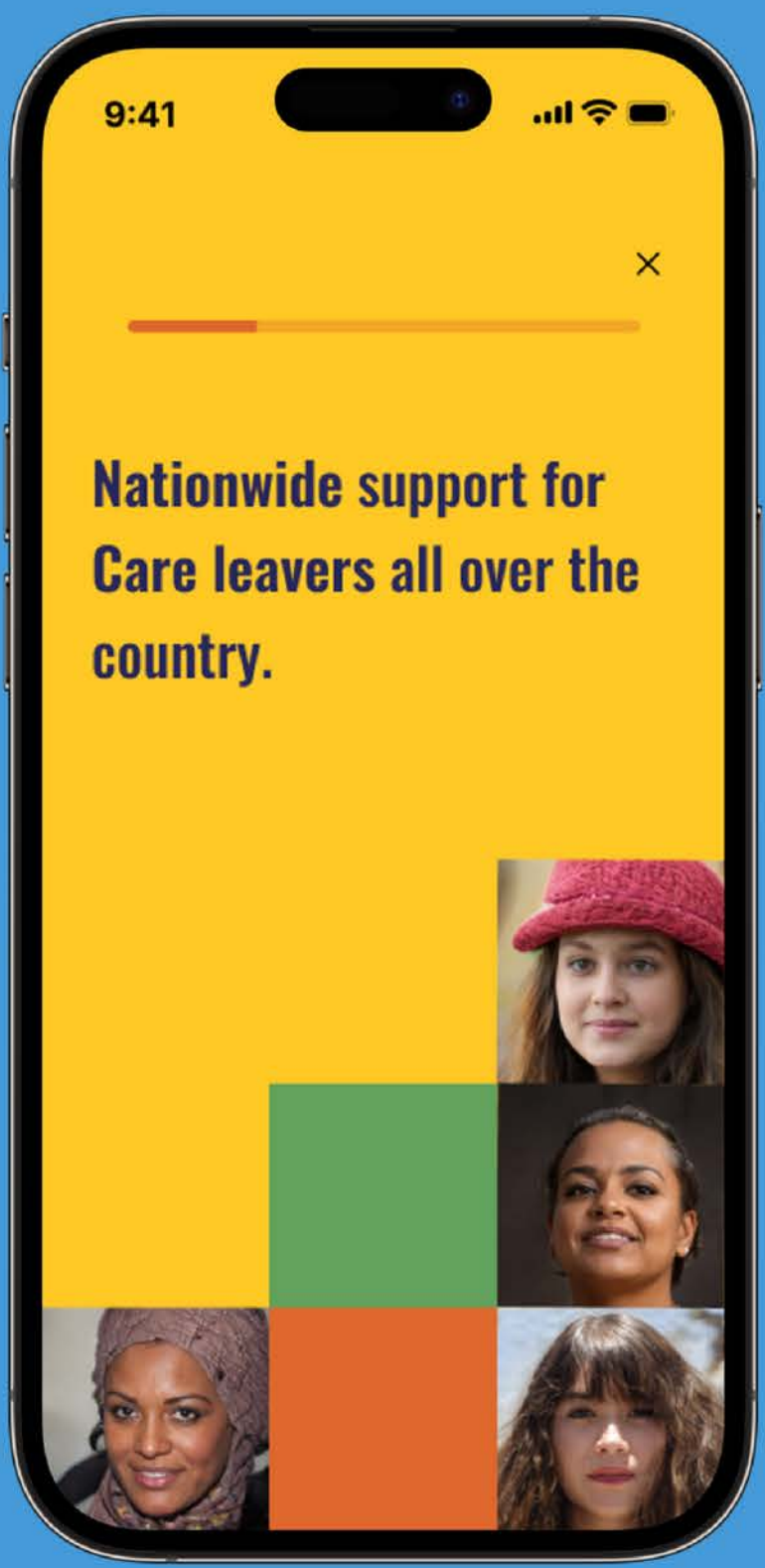
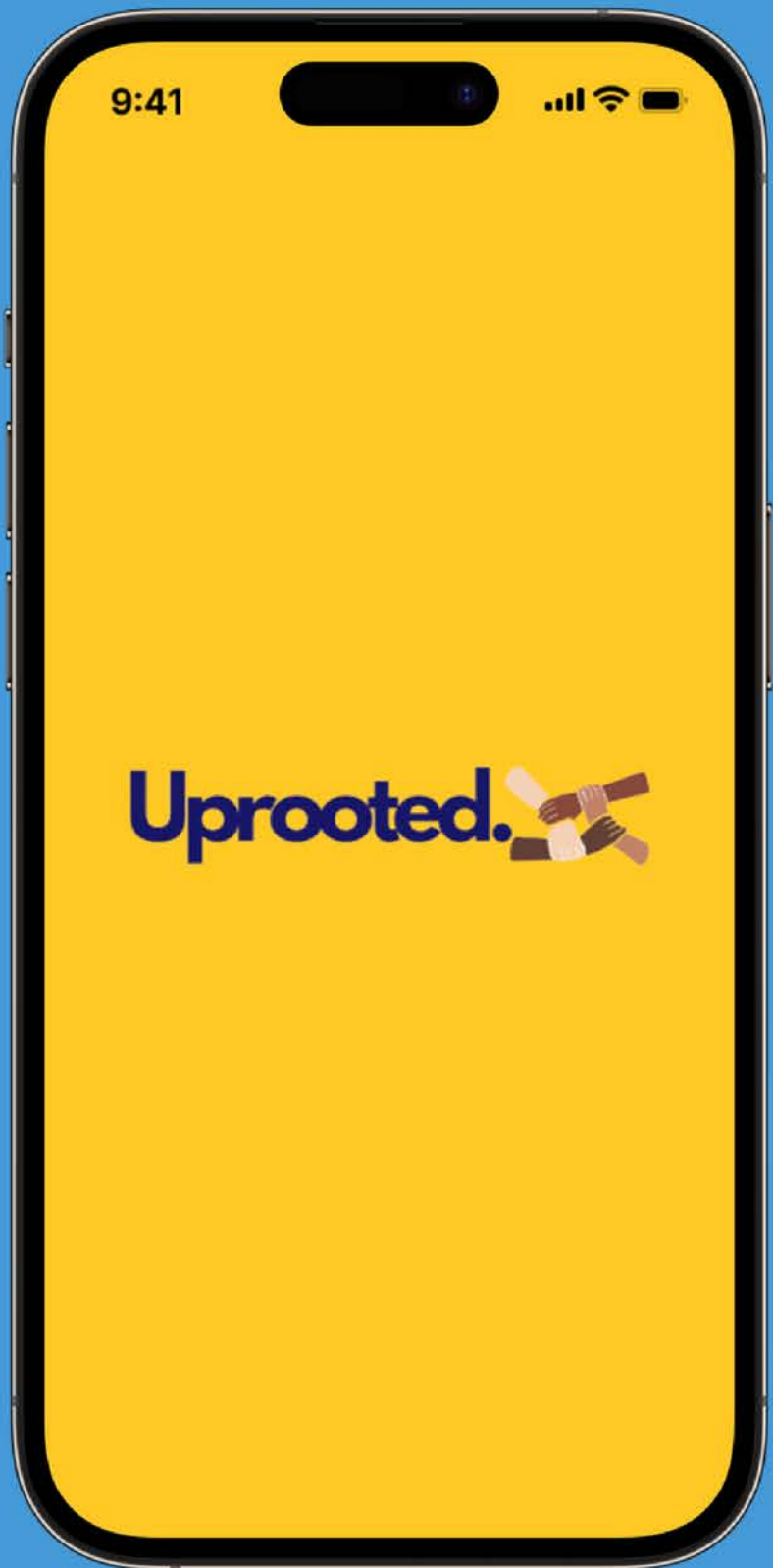
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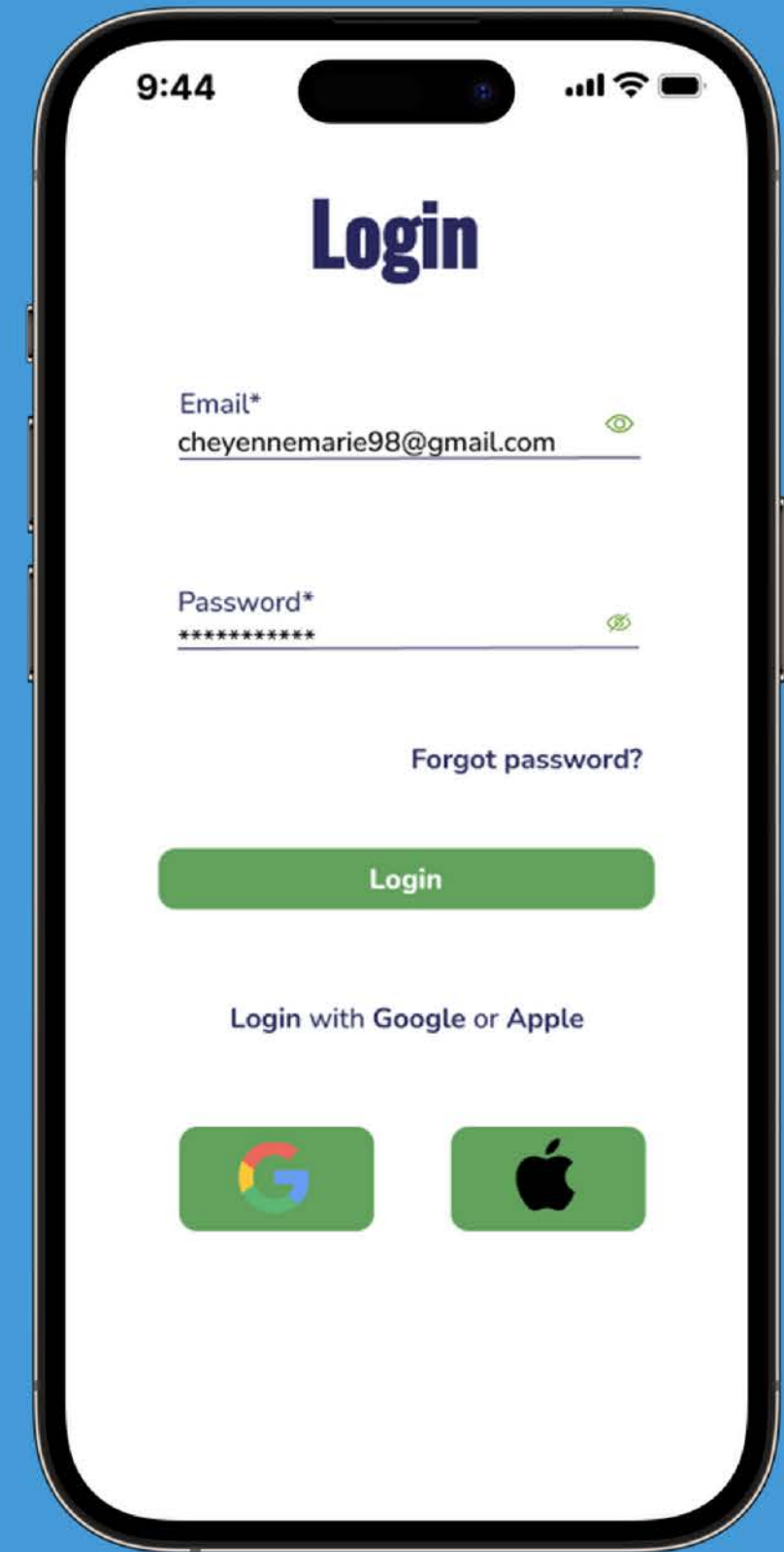
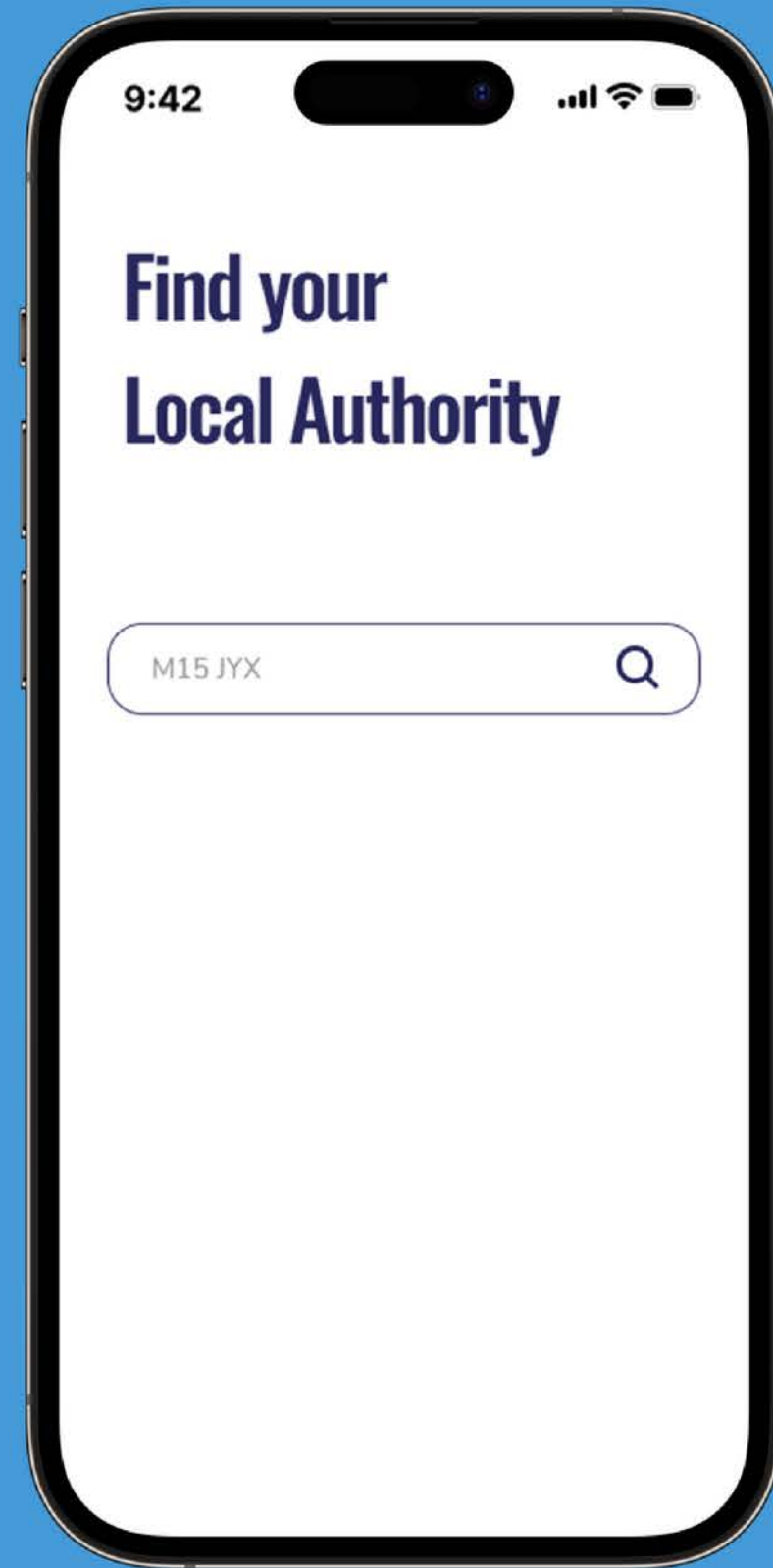
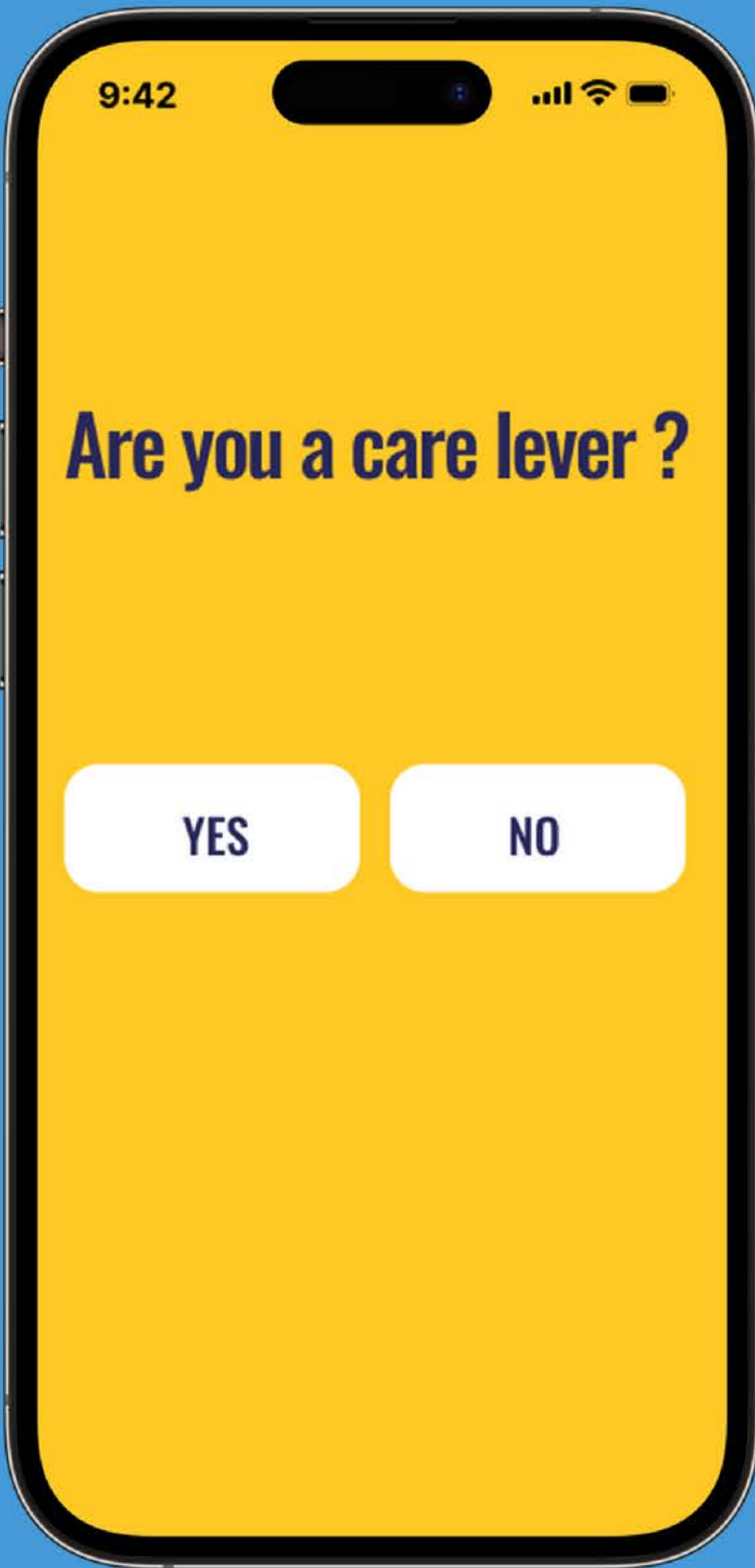
Figma



# Prototype-mobile

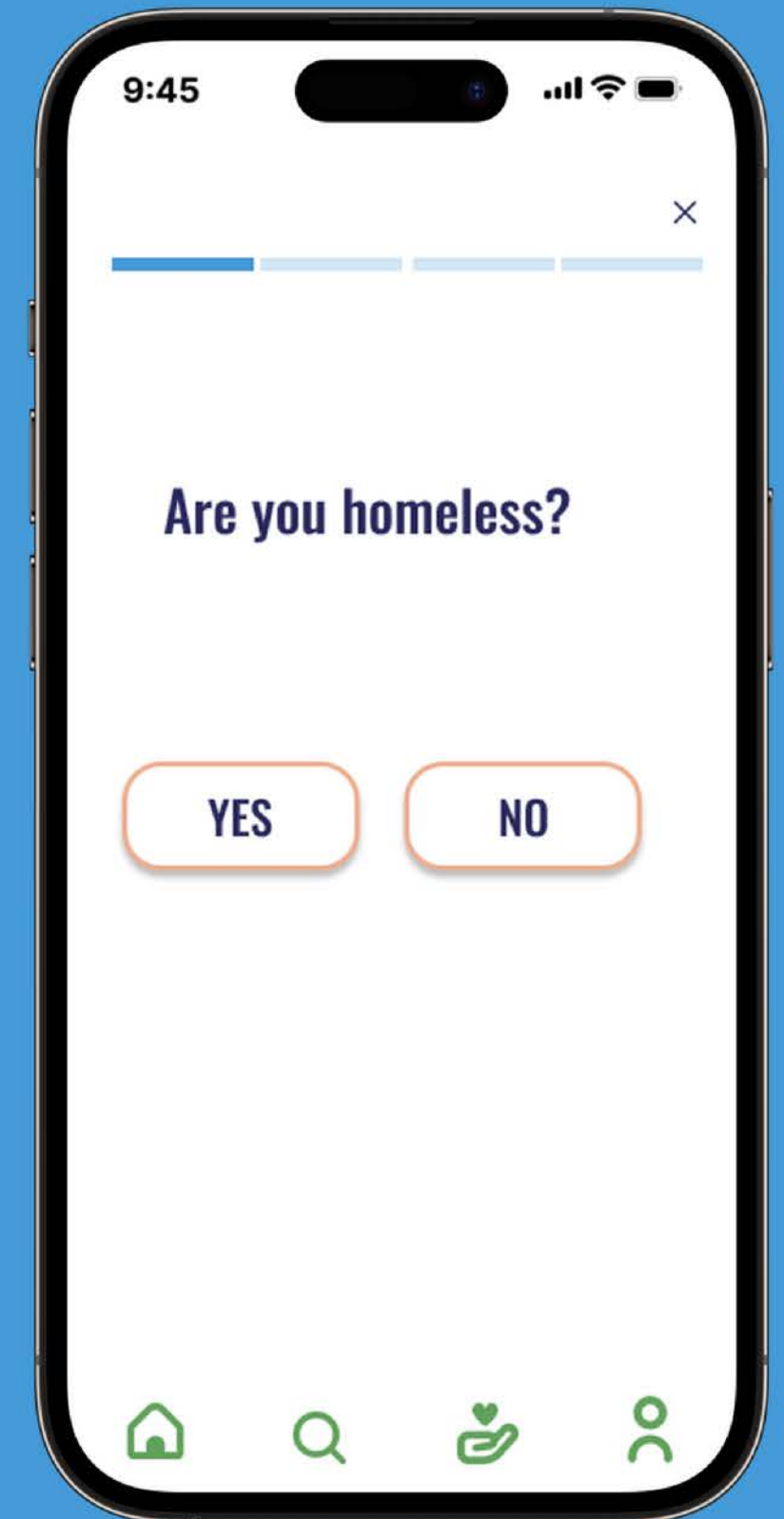
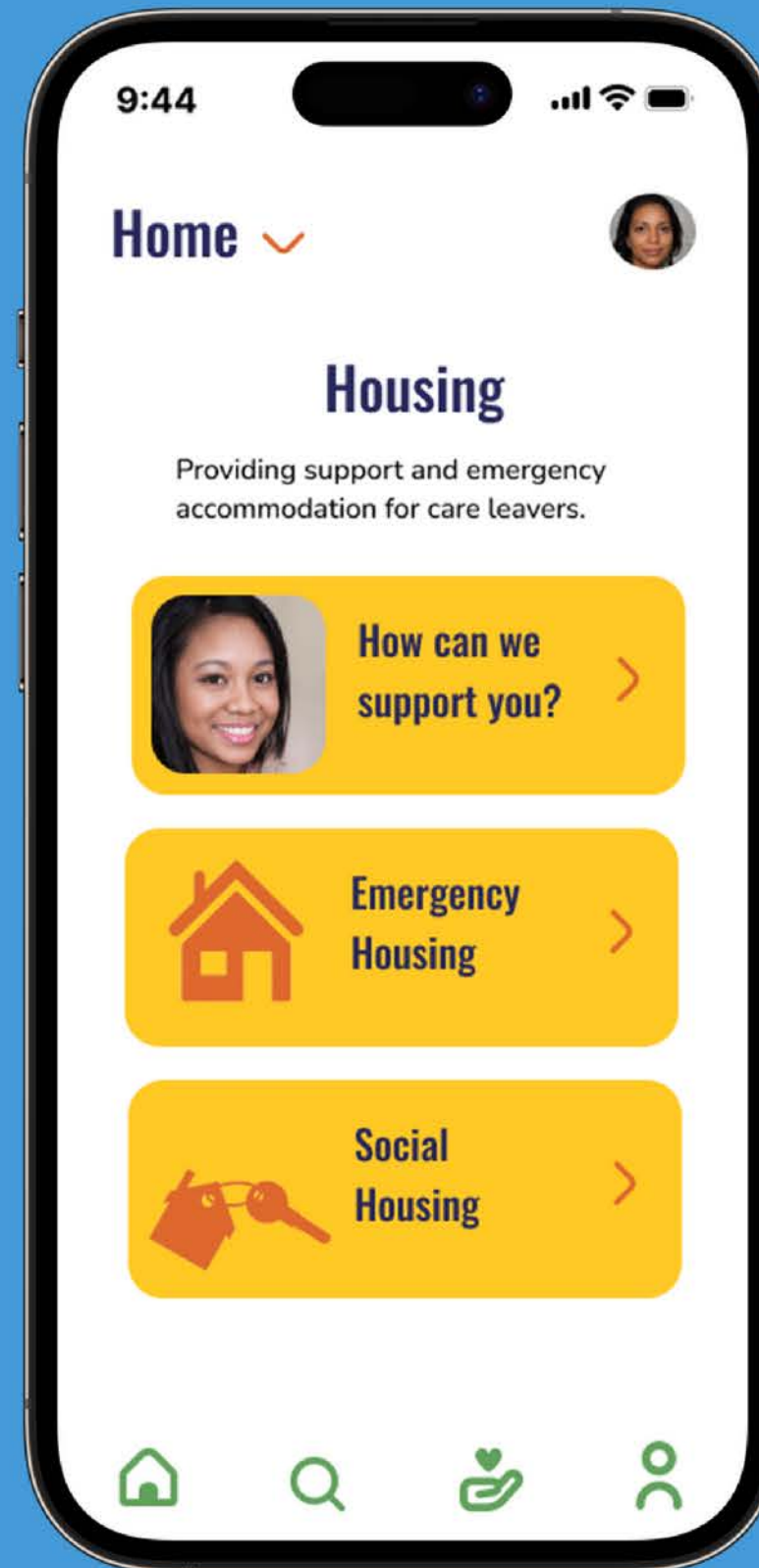
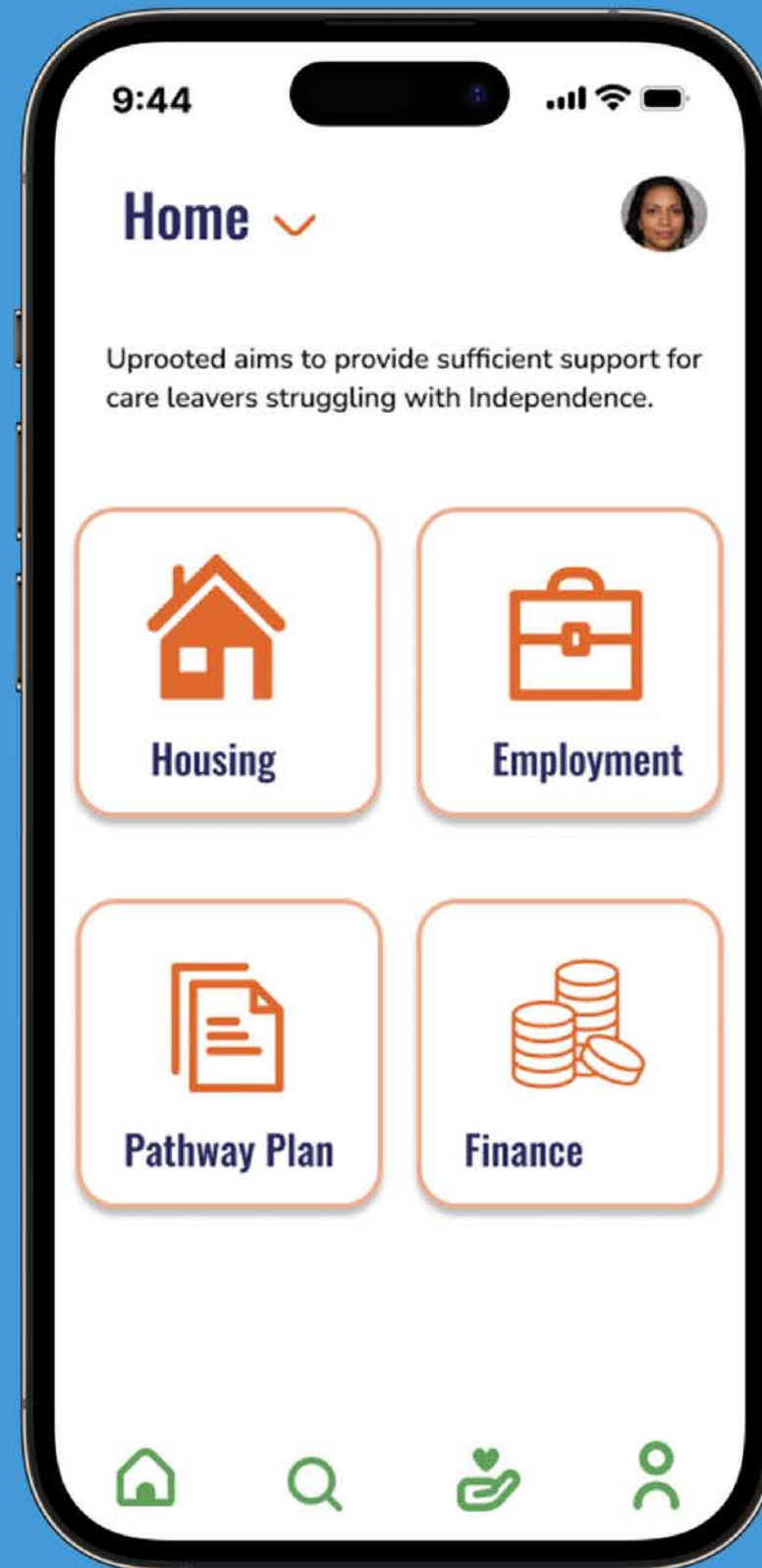
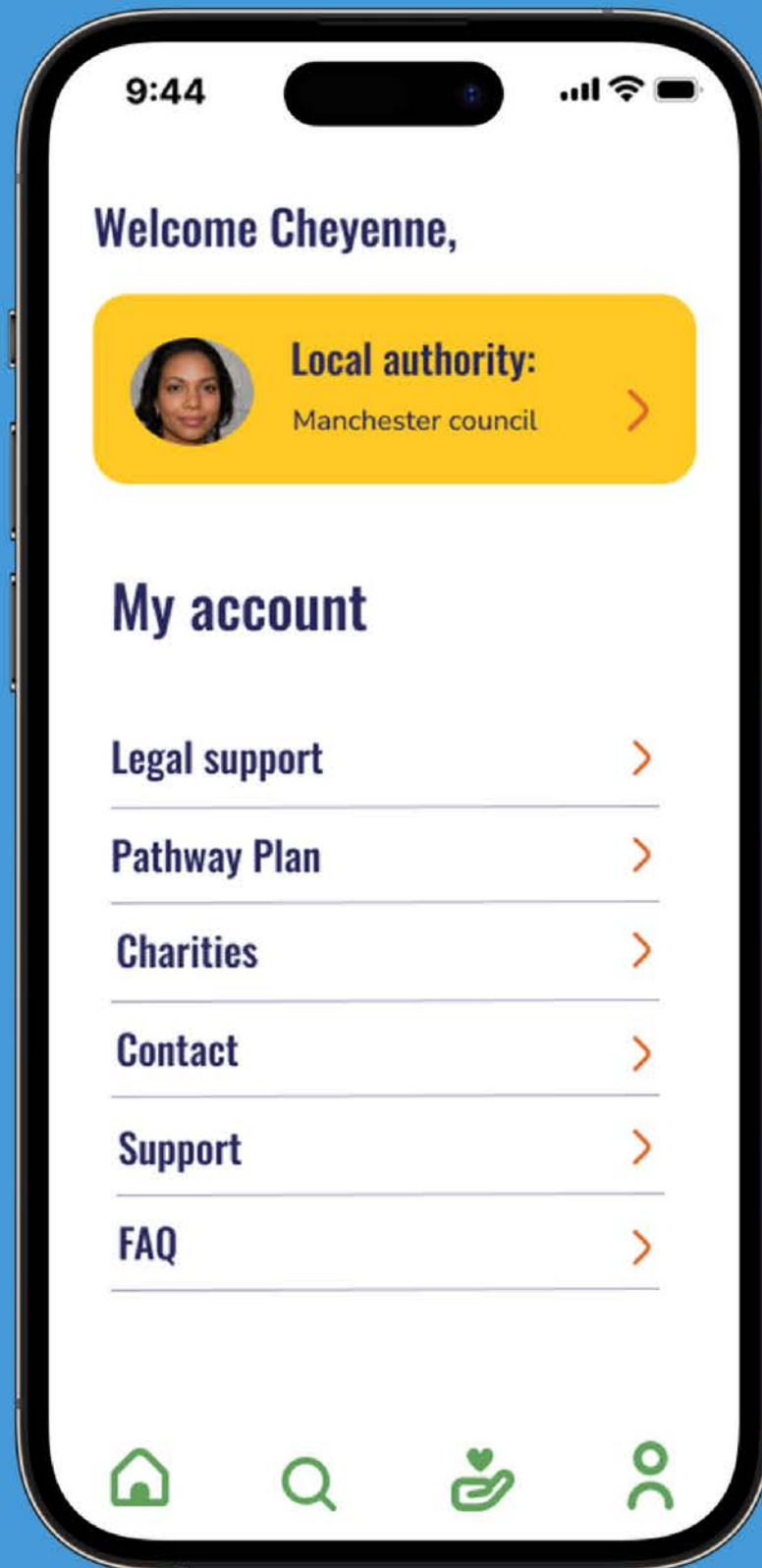


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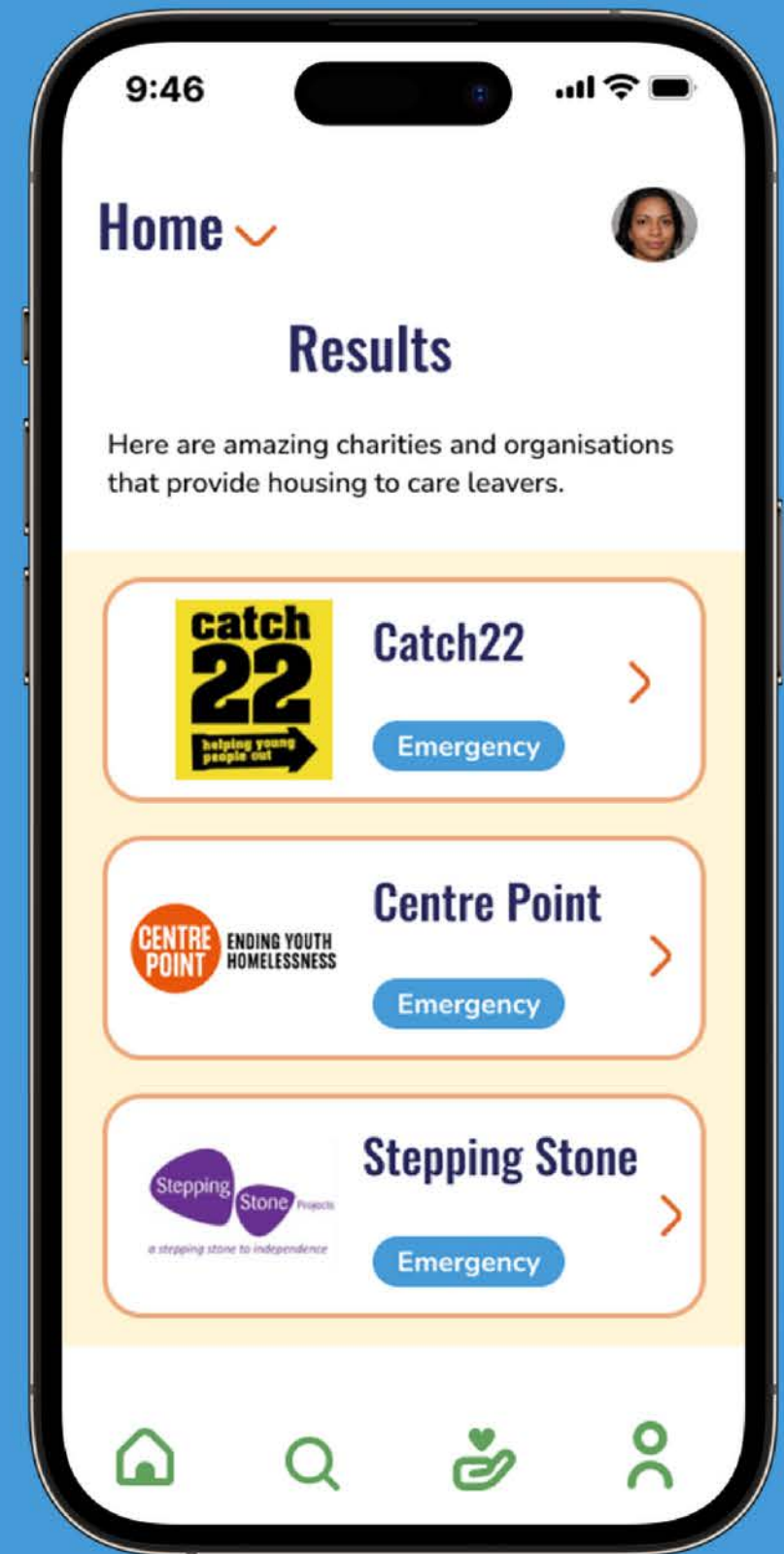
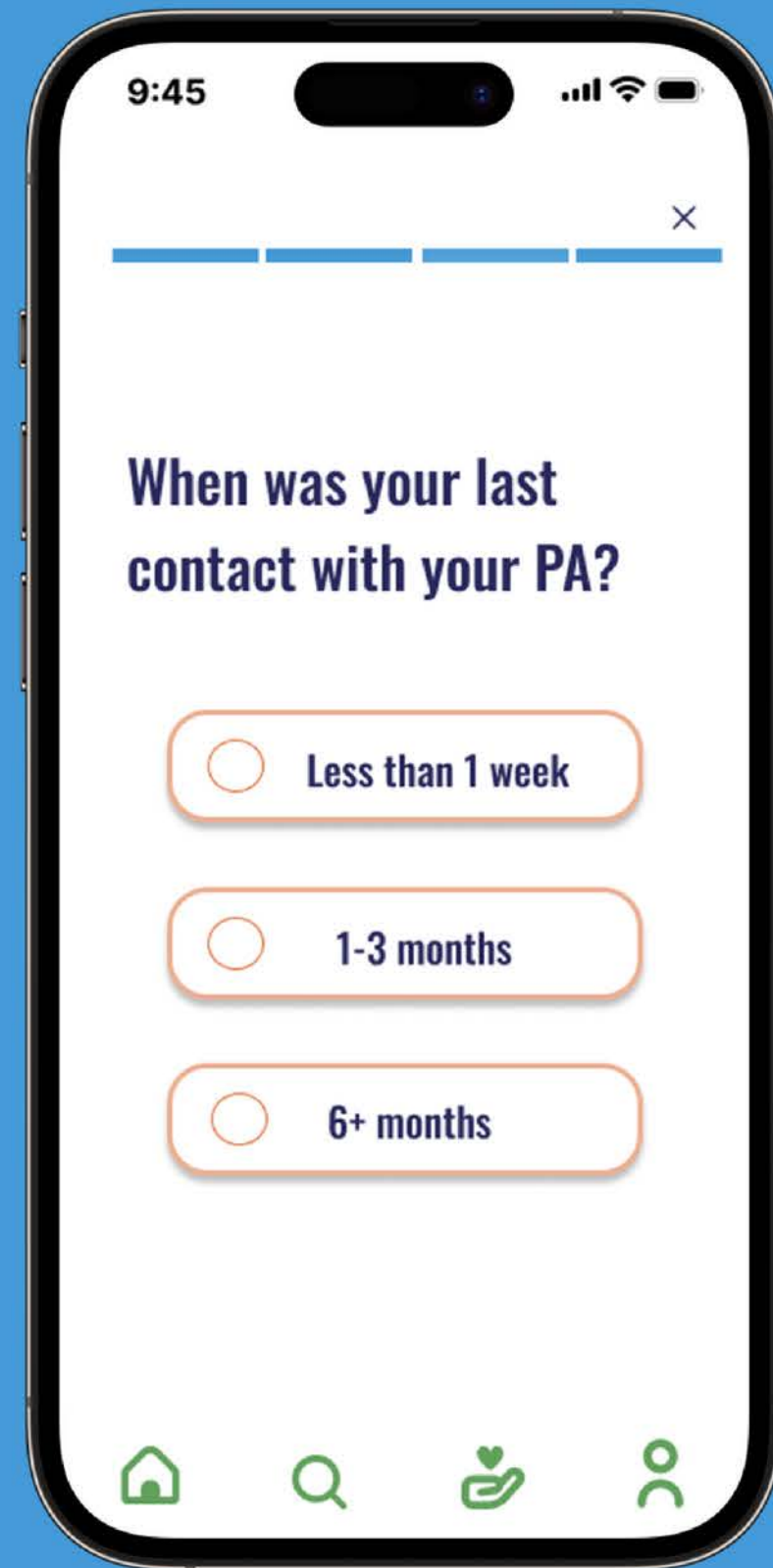
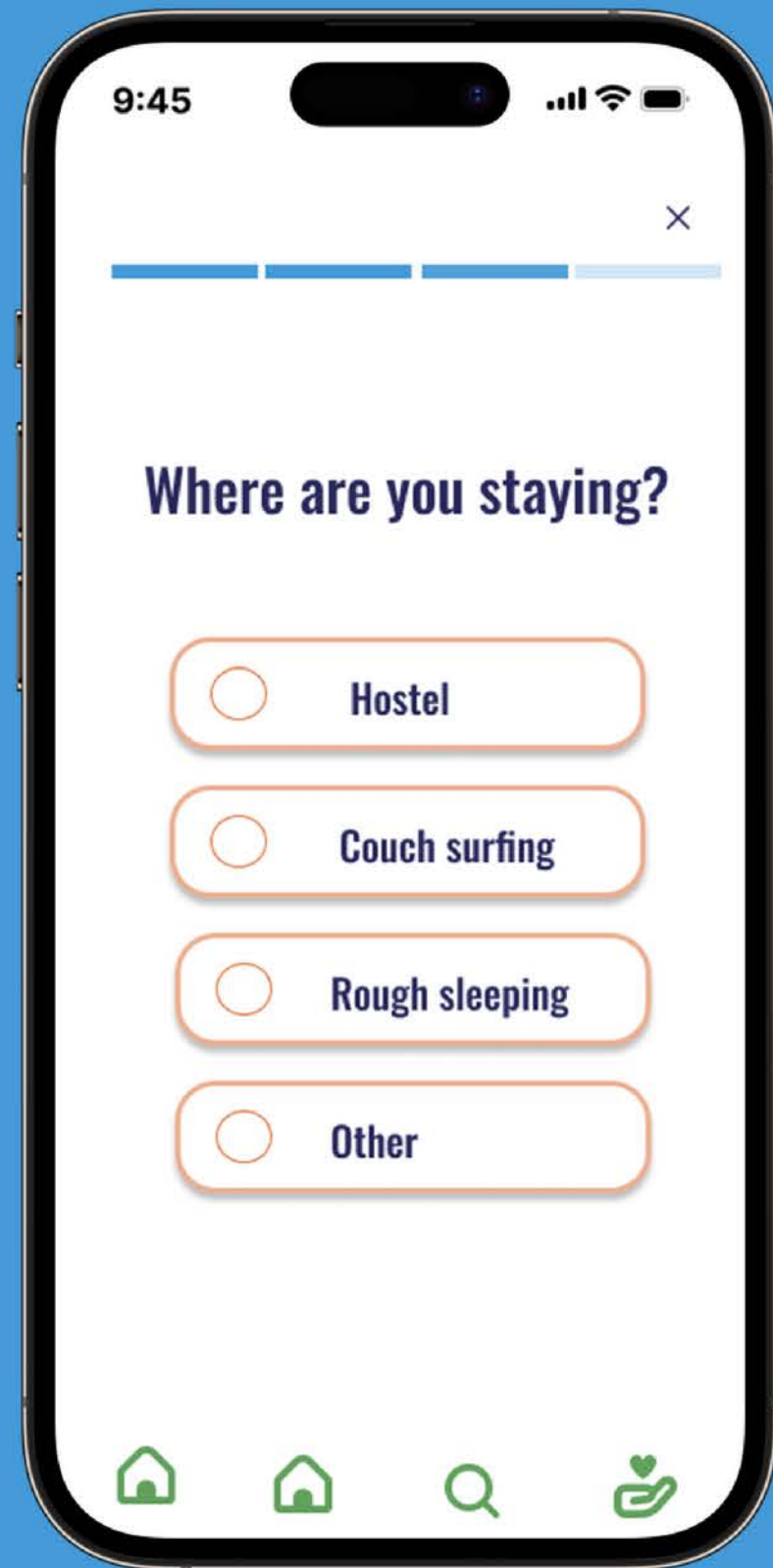
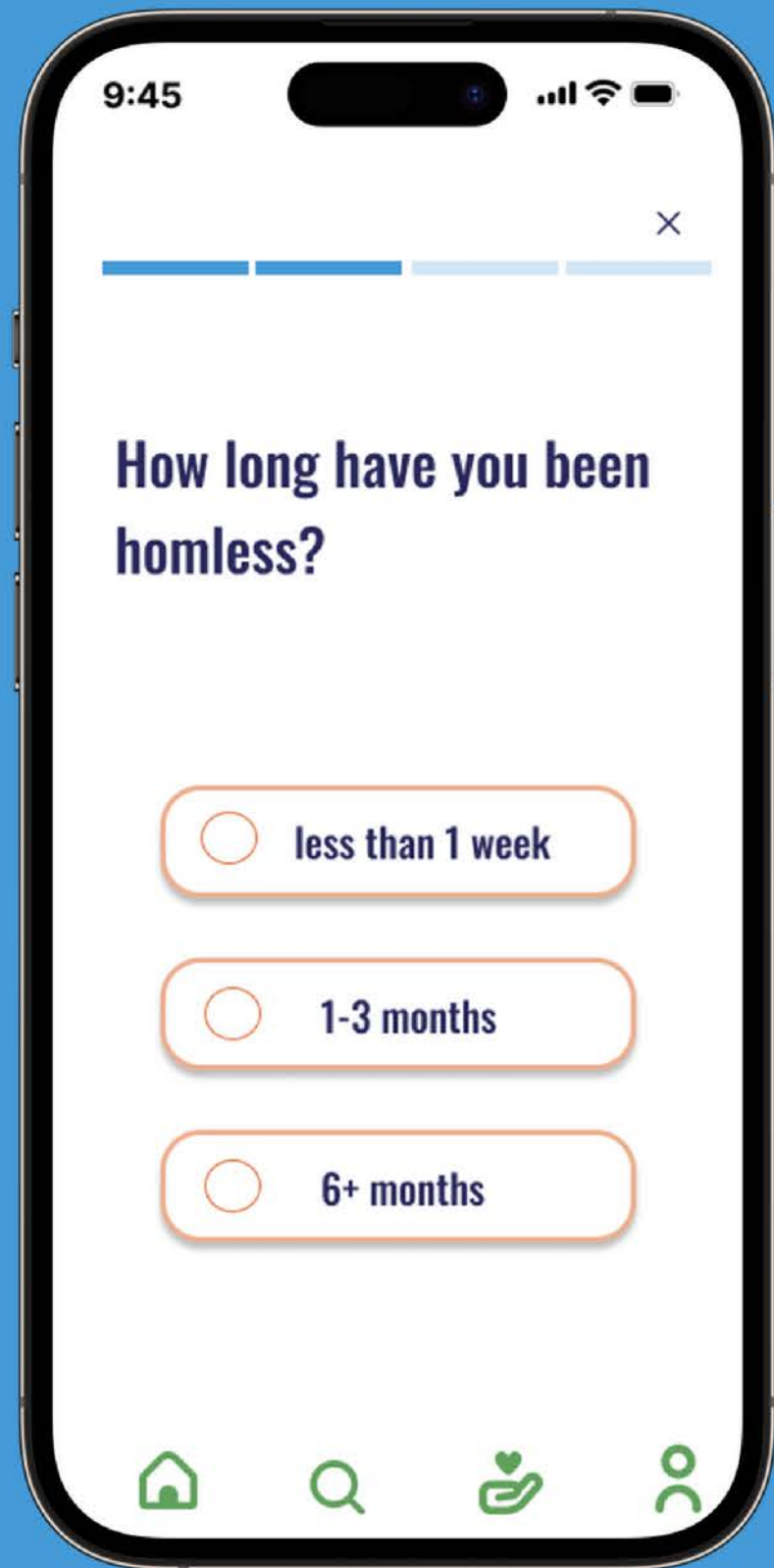




# Prototype-mobile

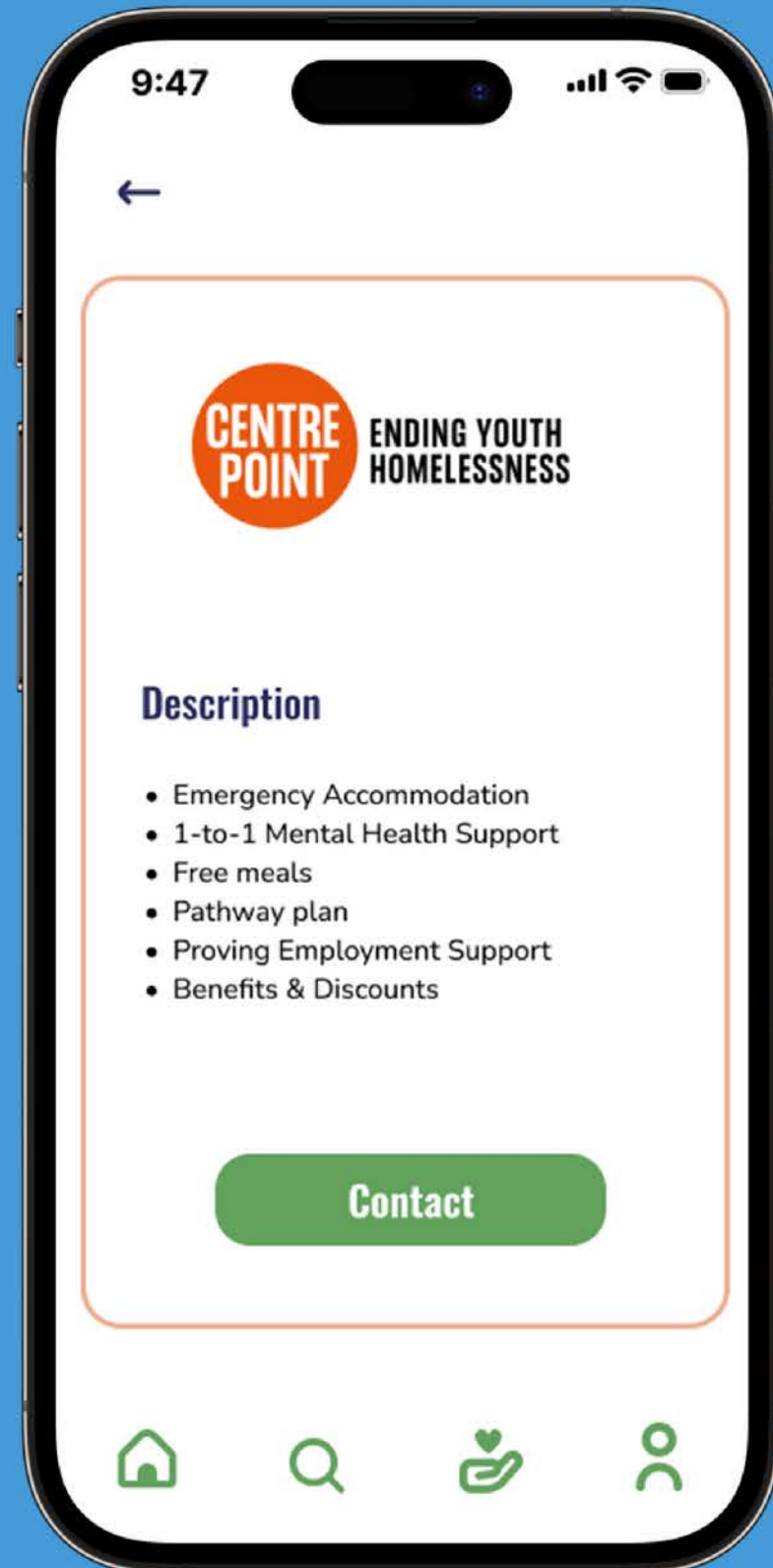


# Prototype-mobile





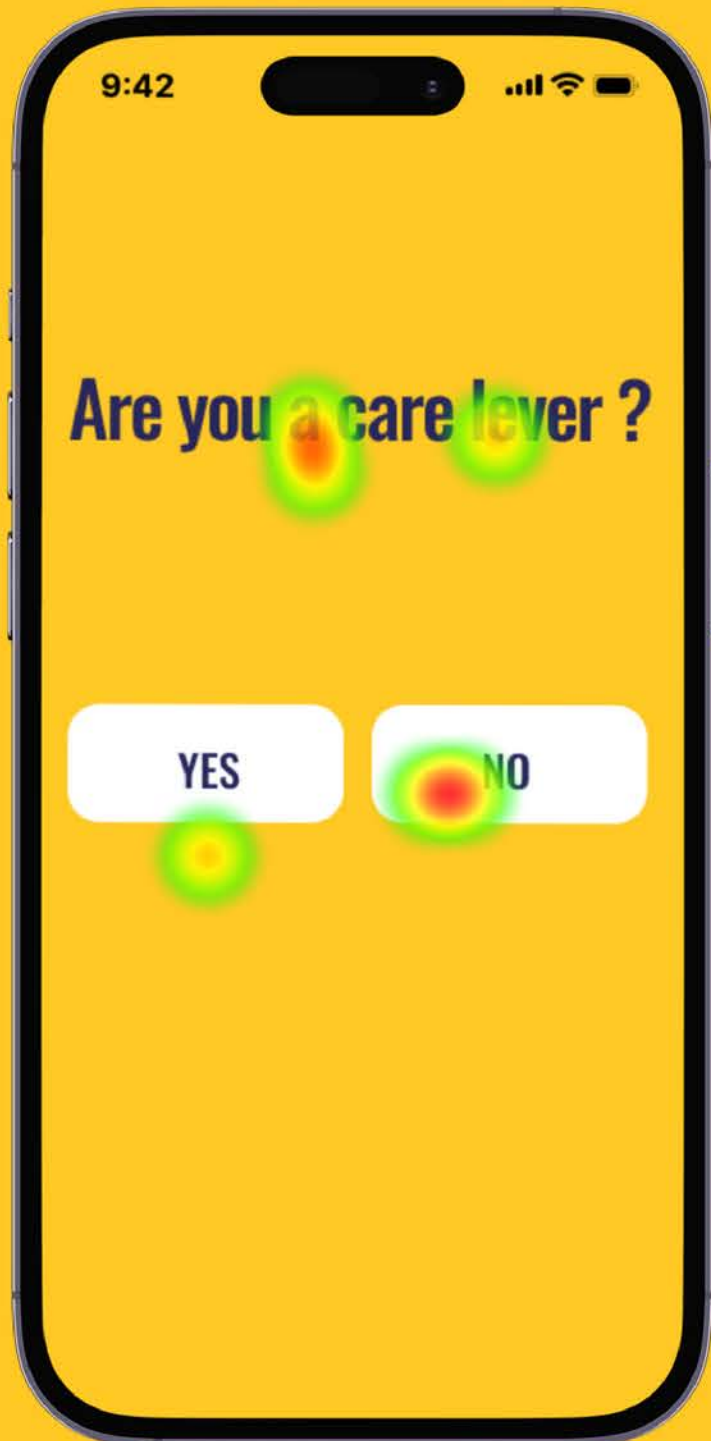
4



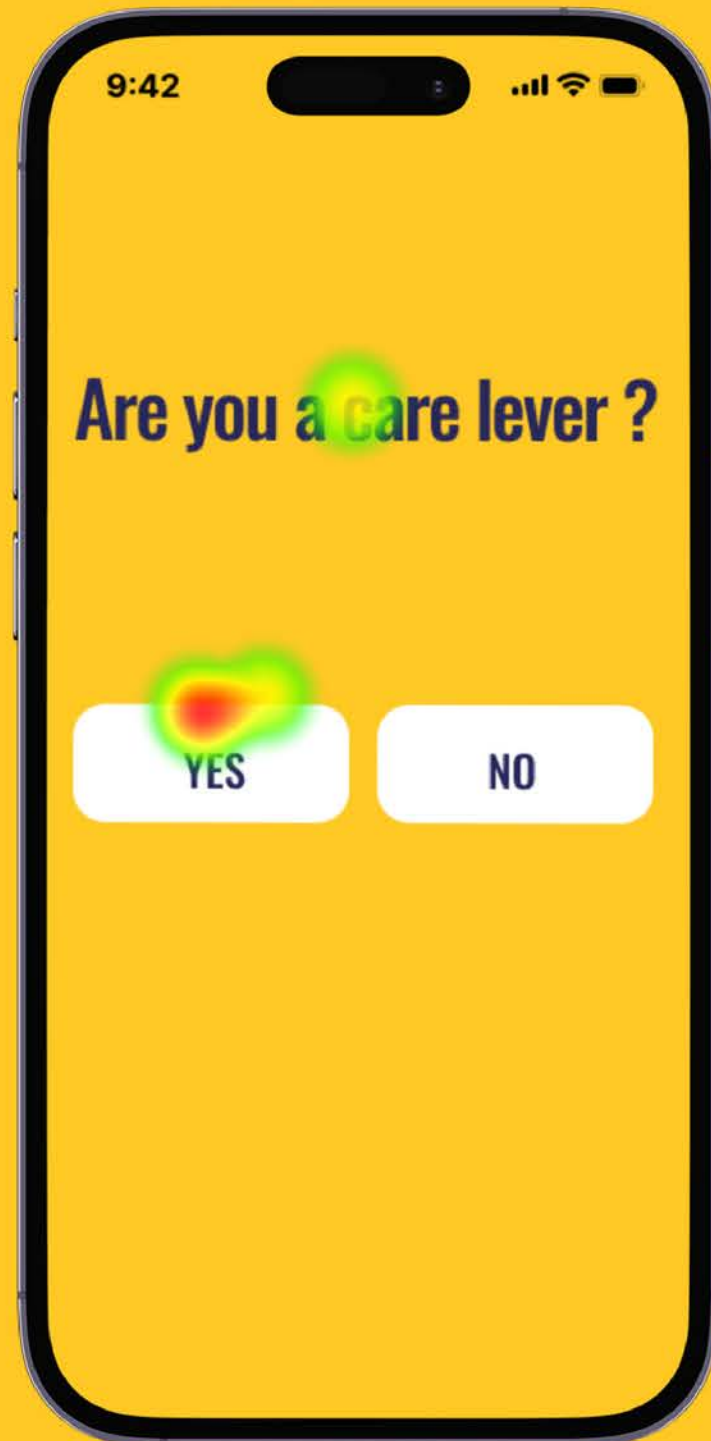
# Prototype link

Figma

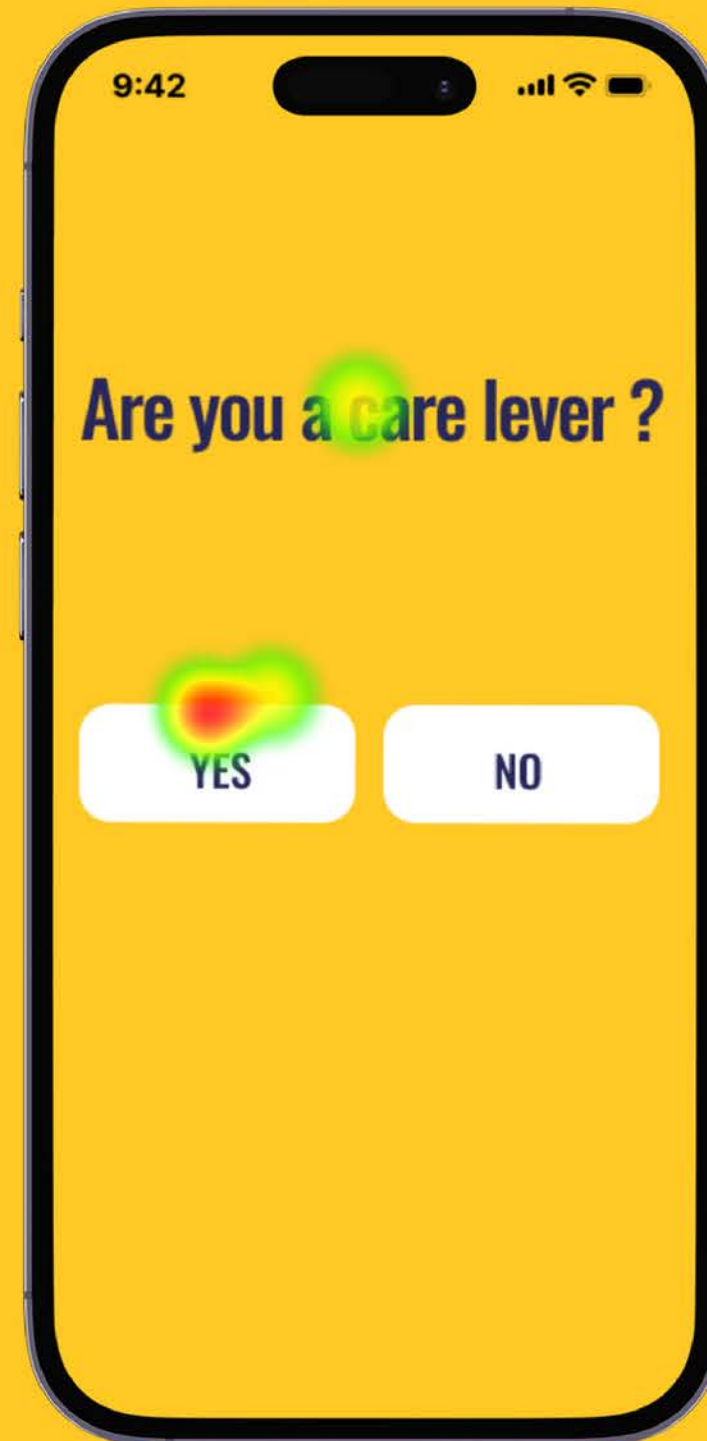
# Eye tracking



Participant1



Participant 2

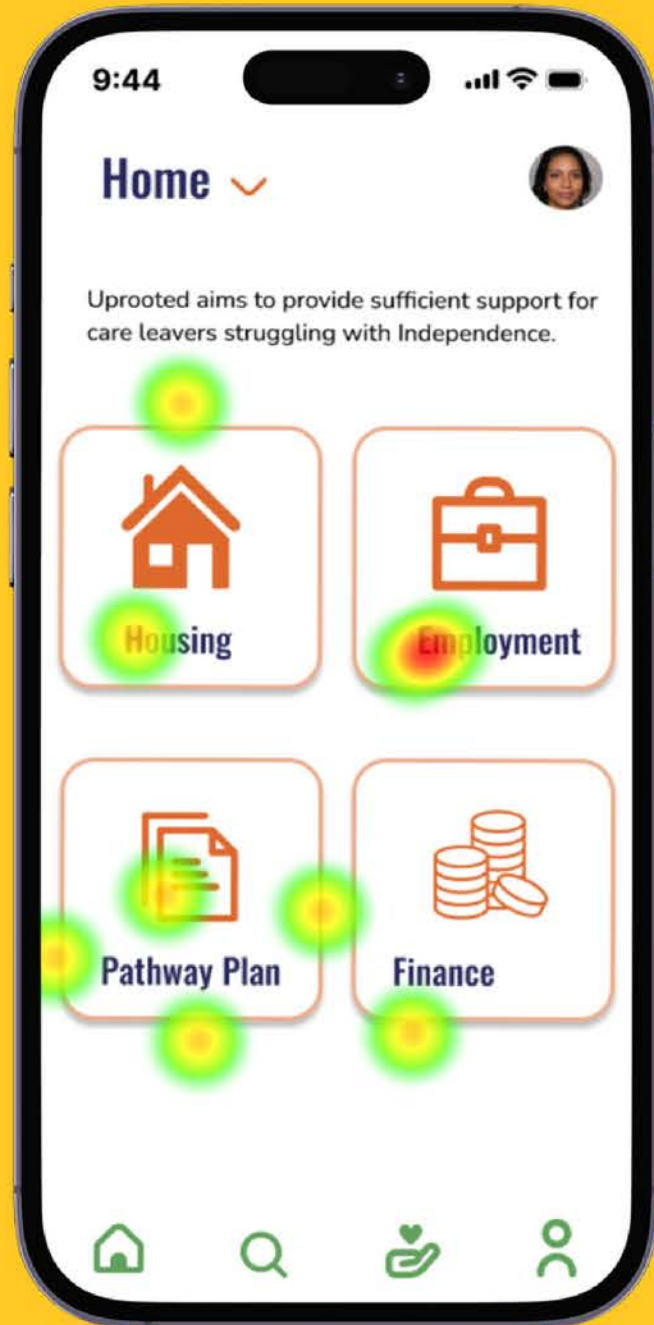


Participant 2

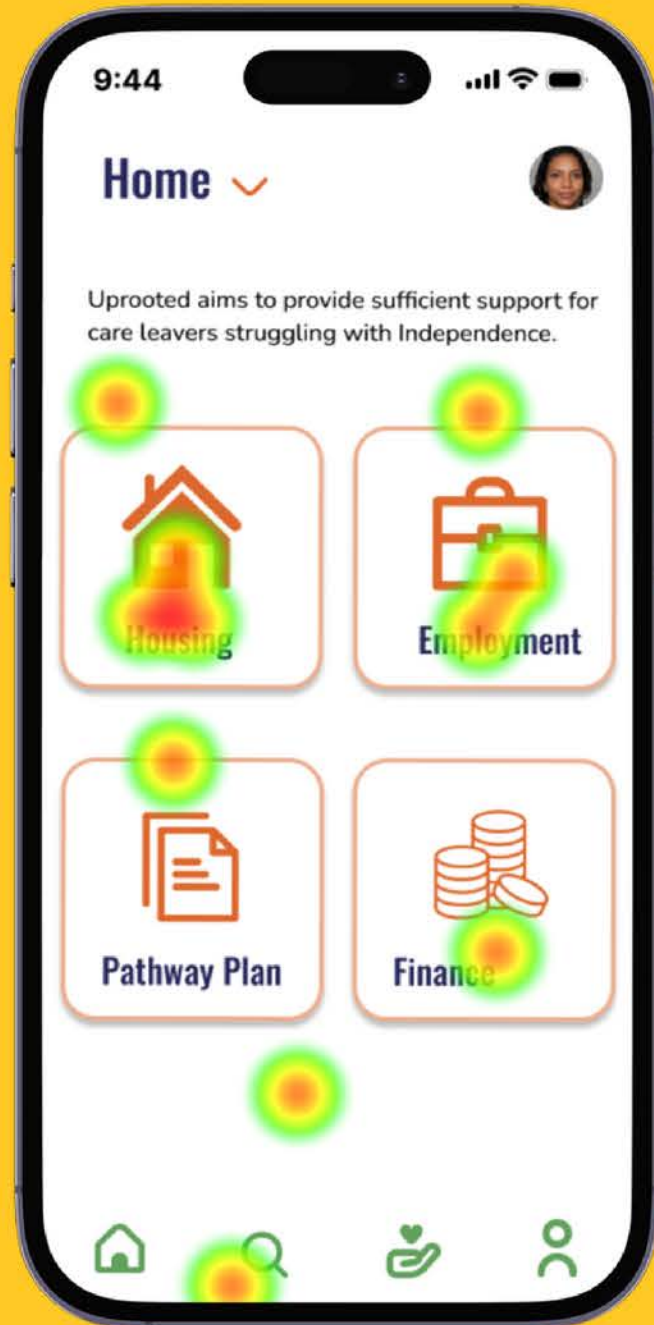
- After onboarding, this section is important because we want to understand **how to support care leavers**.
- P1, P2, and P3 show that the text and buttons are clear and **communicate the goal of the user journey**.
- The participants are focused on the word "care lever" **due to spelling mistakes**; this indicates they pay attention to errors.



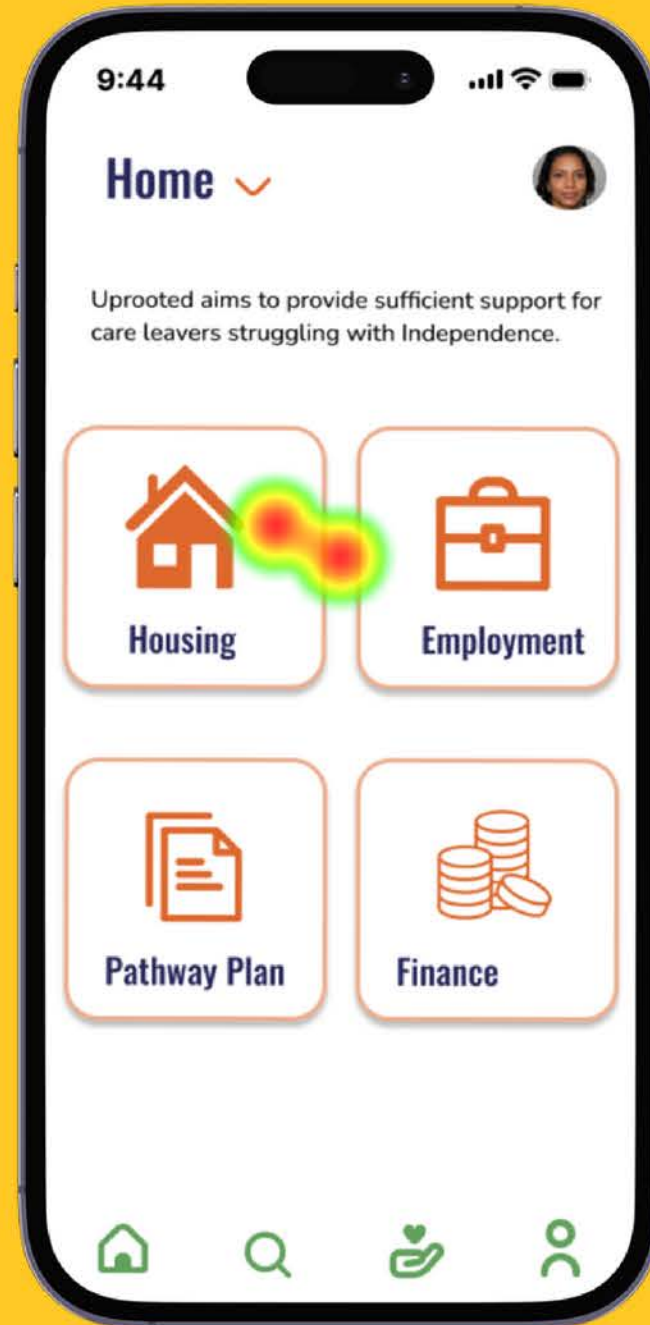
# Eye tracking



Participant1



Participant 2

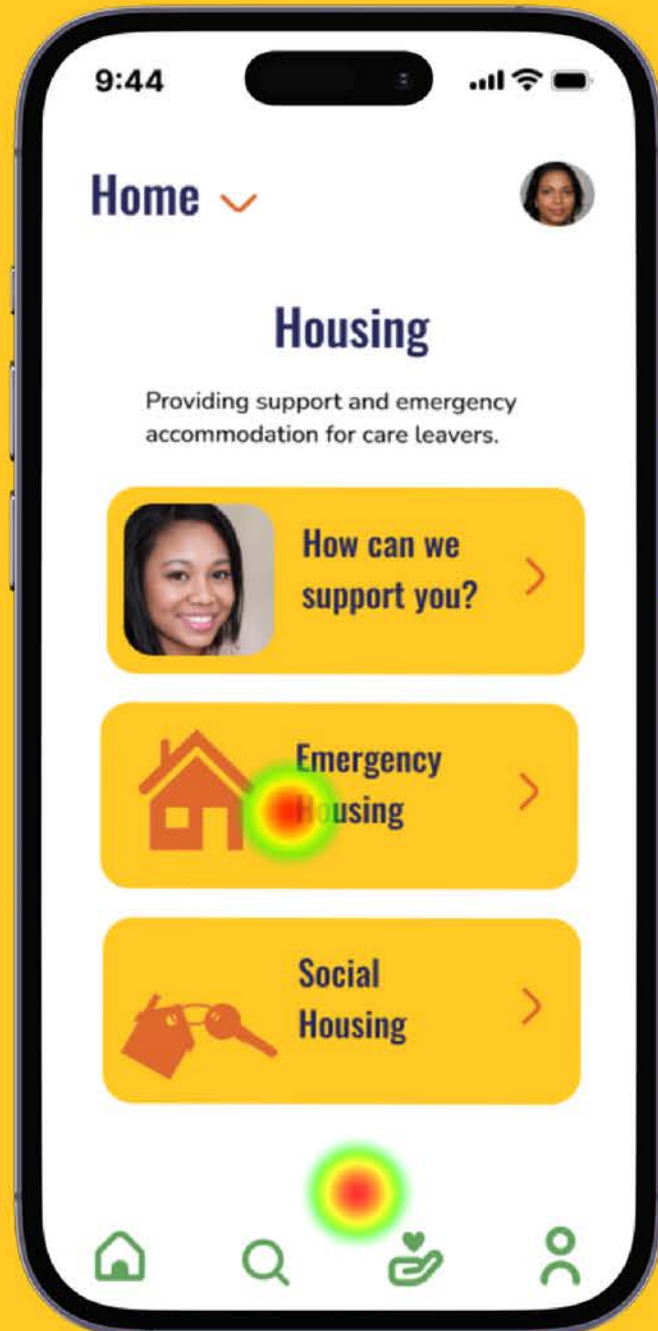


Participant 3

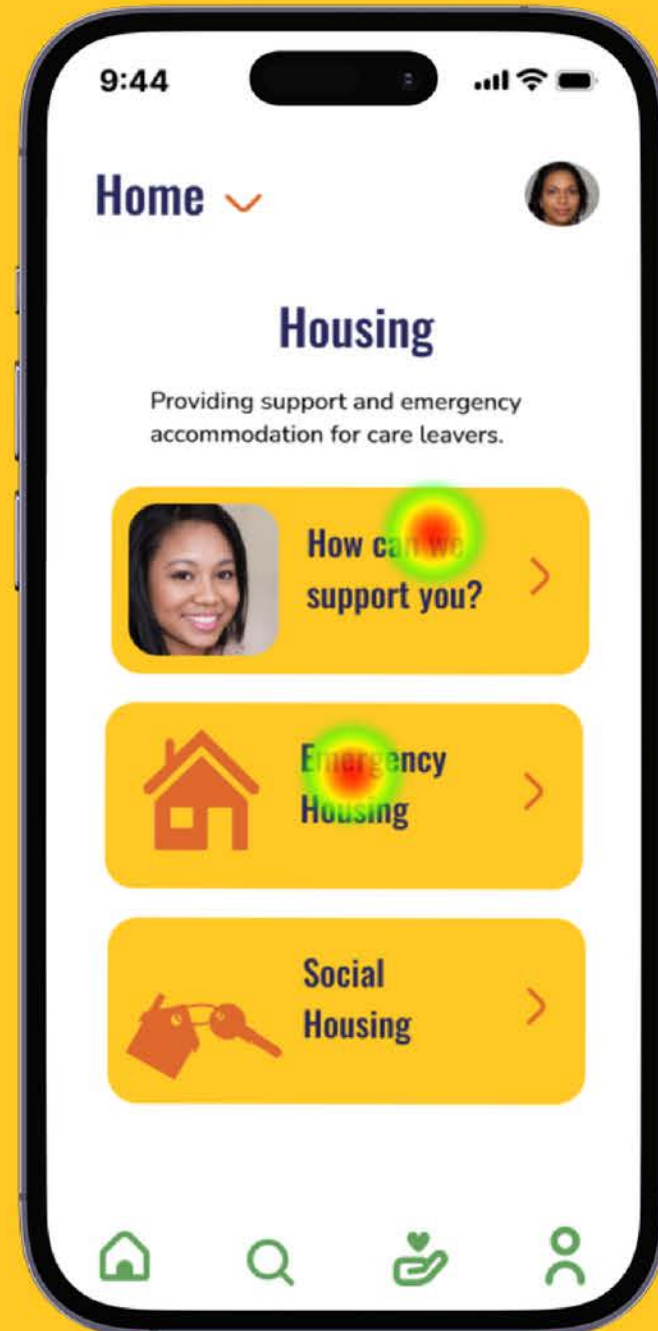
- Icons and images in my testing acted as guidance for my participants because they made it easier to locate the card.
- The **bigger the icons**, the more likely it is for the user to **click on them**.



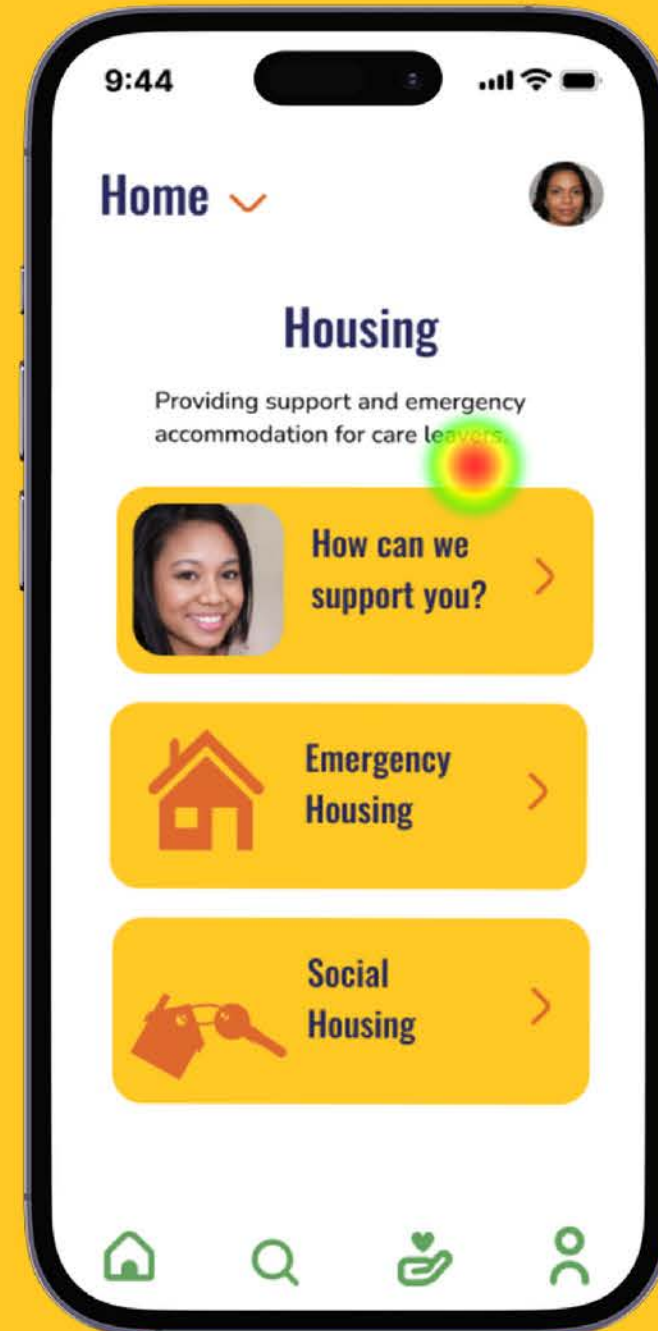
# Eye tracking



Participant1



Participant 2

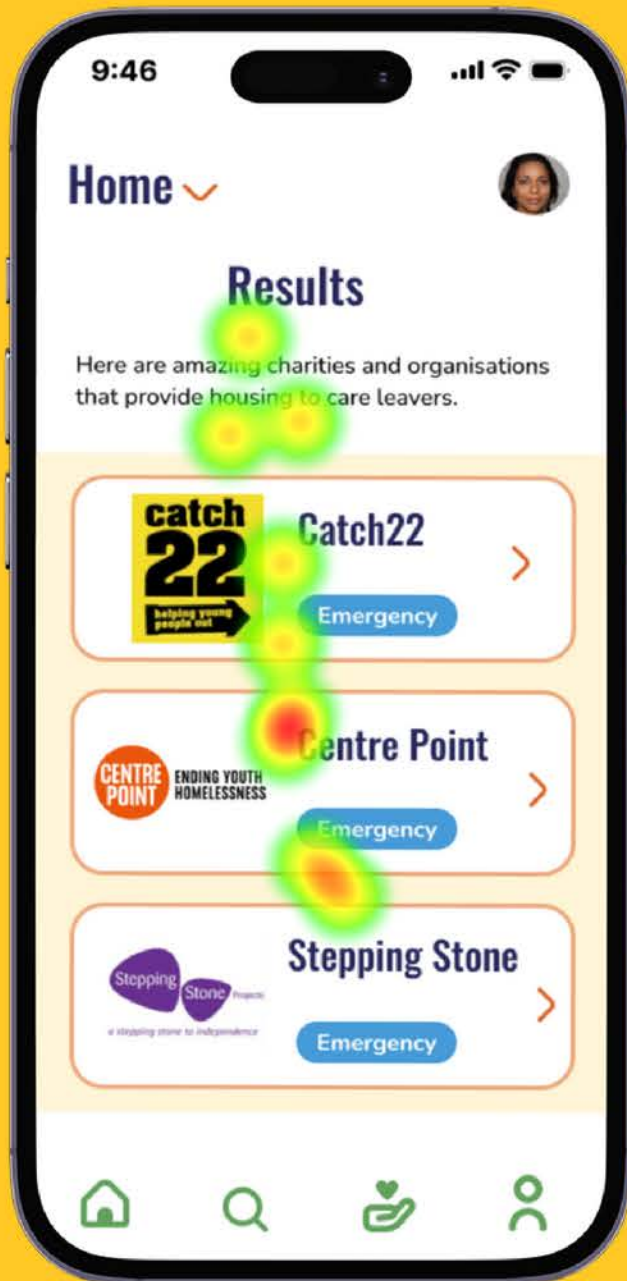


Participant 3

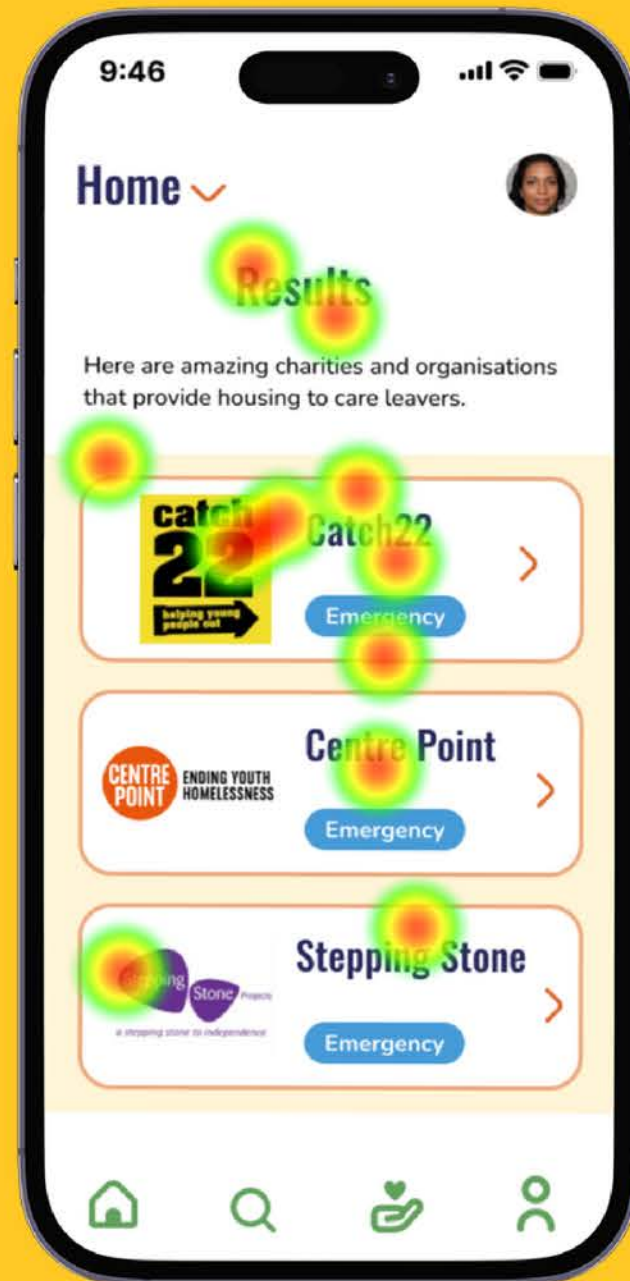
- In this section, I notice it is straightforward due to putting the **most important card first** to make it efficient to complete the user's goal.
- I intended to design it this way because **care leavers are always on the move**, and if they run out of **data access or internet**, at least the most important information will be shown first.



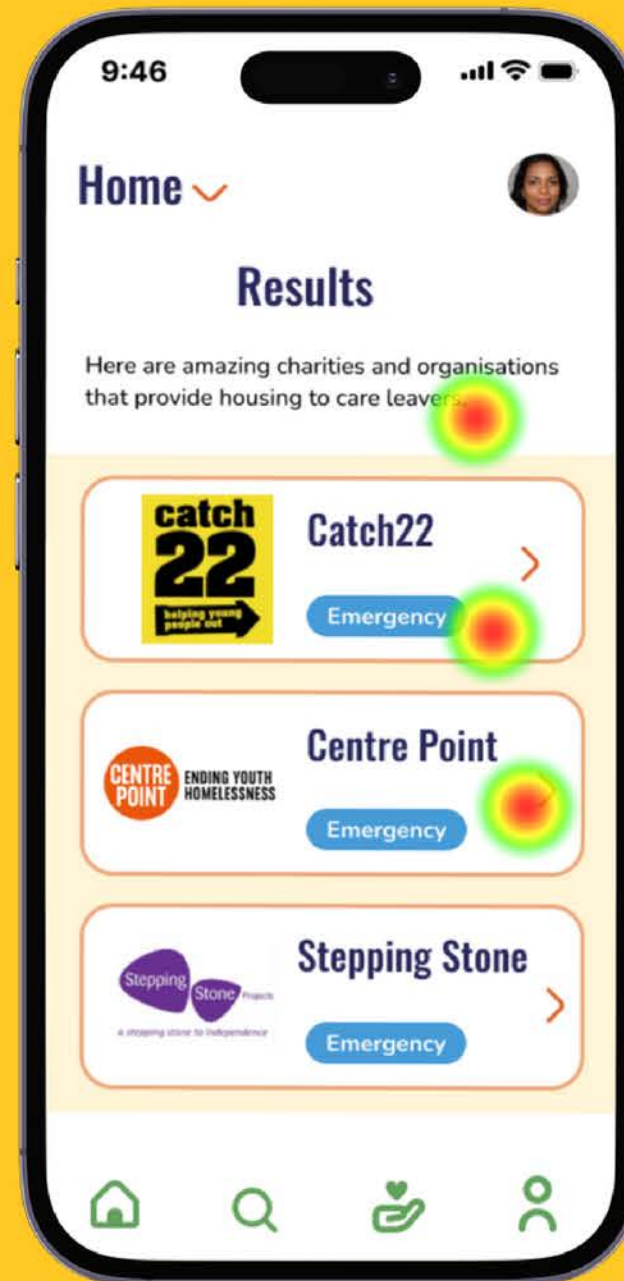
# Eye tracking



Participant 1



Participant 2

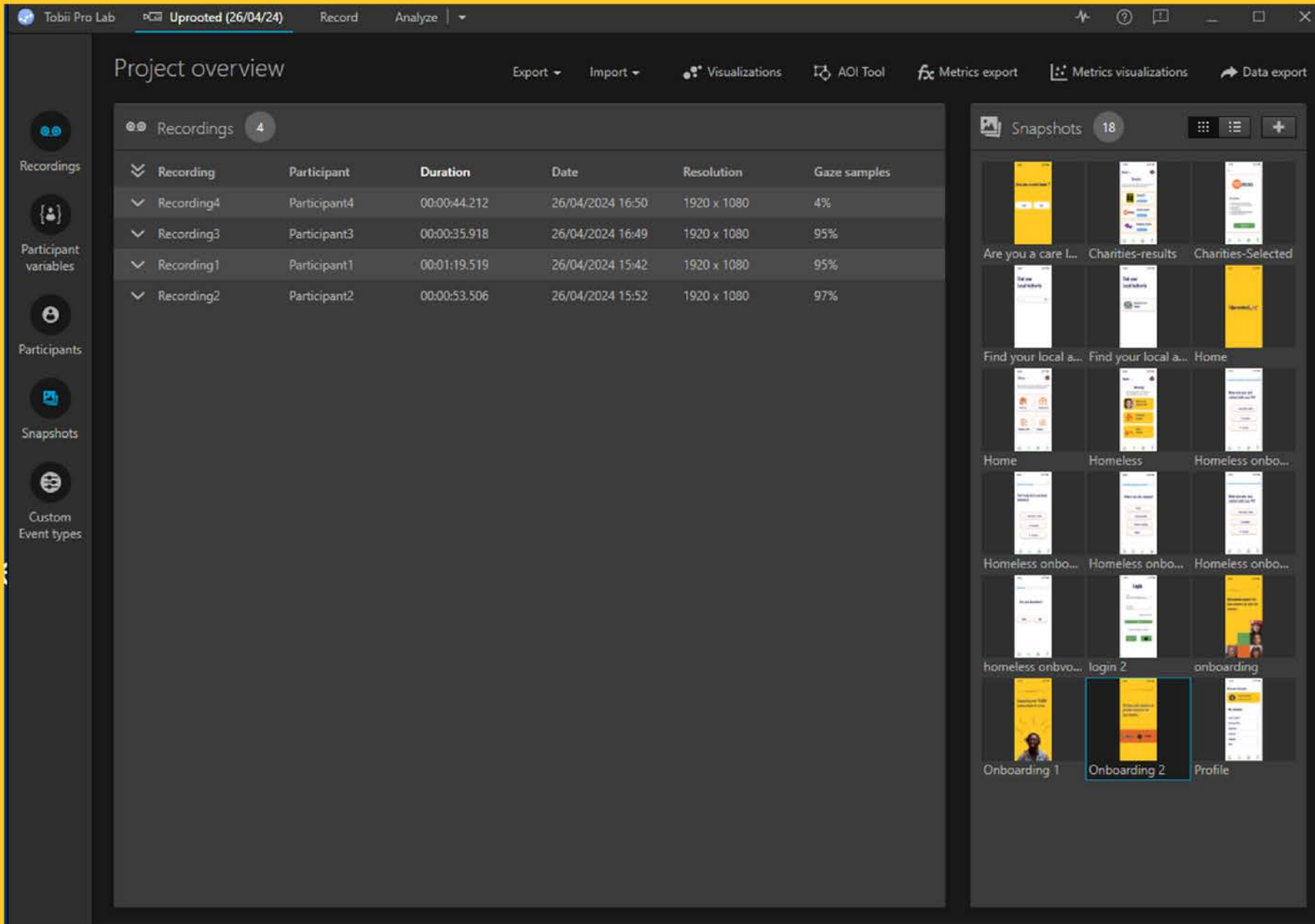


Participant 3

- Participants 1 and 2 seem to be very detailed-oriented and focused on the task of understanding what options are available to them. The time that it took for them to complete the task for P1 was 04.84 milliseconds, and for P2, it was 04.9 milliseconds.
- This demonstrated that the larger card with the emergency button is useful because it guides the participants through the sections like a story.
- P3 finished the task at 01.2 milliseconds. This hierarchy of structure and information is useful in designing, as all participants seem to start from the top and end at the bottom of the page before clicking.



# Failures



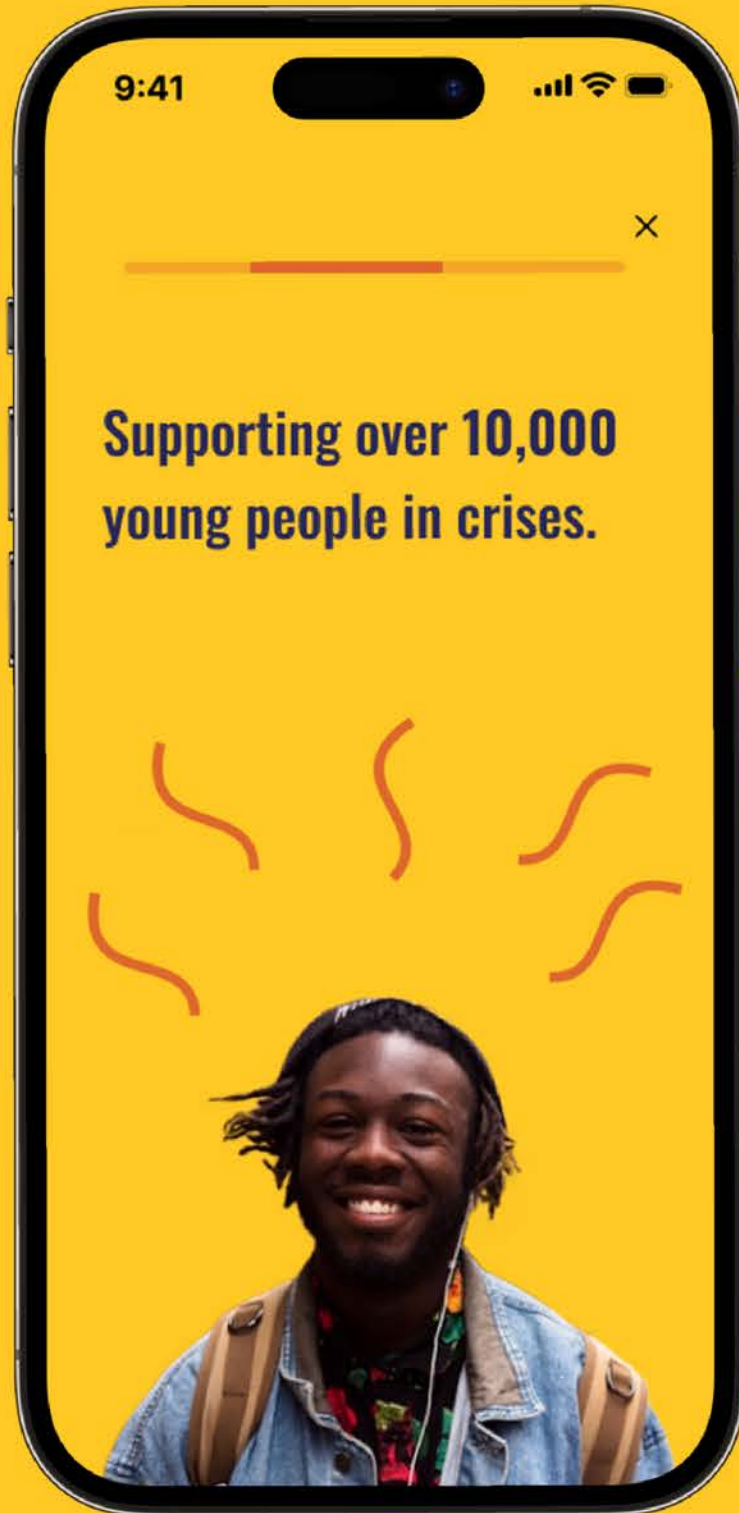
The screenshot displays the Tobii Pro Lab software interface. The main window is titled "Project overview" and shows a table of recordings. The table has columns for Recording, Participant, Duration, Date, Resolution, and Gaze samples. The recordings are as follows:

Recording	Participant	Duration	Date	Resolution	Gaze samples
Recording4	Participant4	00:00:44.212	26/04/2024 16:50	1920 x 1080	4%
Recording3	Participant3	00:00:35.918	26/04/2024 16:49	1920 x 1080	95%
Recording1	Participant1	00:01:19.519	26/04/2024 15:42	1920 x 1080	95%
Recording2	Participant2	00:00:53.506	26/04/2024 15:52	1920 x 1080	97%

The interface also shows a "Snapshots" section with 18 thumbnails of various screens, including "Are you a care...", "Charities-results", "Charities-Selected", "Find your local a...", "Home", "Homeless", "Homeless onbo...", "homeless onbo...", "login 2", "onboarding", "Onboarding 1", "Onboarding 2", and "Profile".

- During my eye tracking, I had a lot of issues with **my calibration**, which impacted the my gaze percentage.
- In this image, participant **4's gaze is 4%**, which means that the **Tobii Nano setup** was not done properly.
- I had to **pivot and use the most useful data** to create a summary and conclusion of the data.

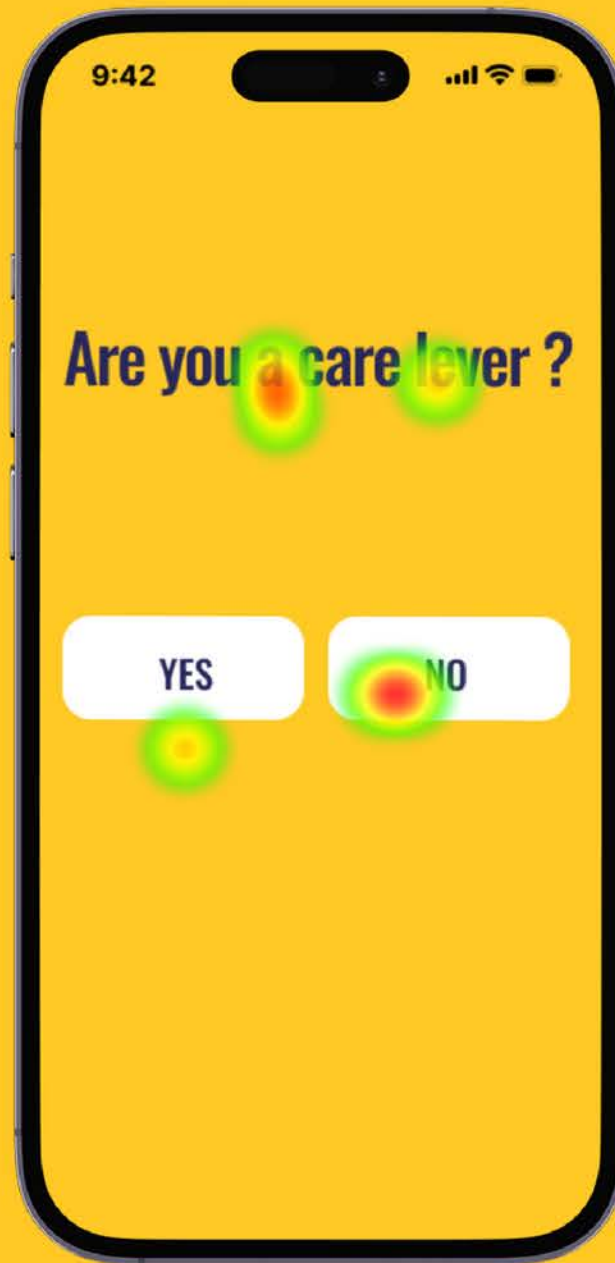




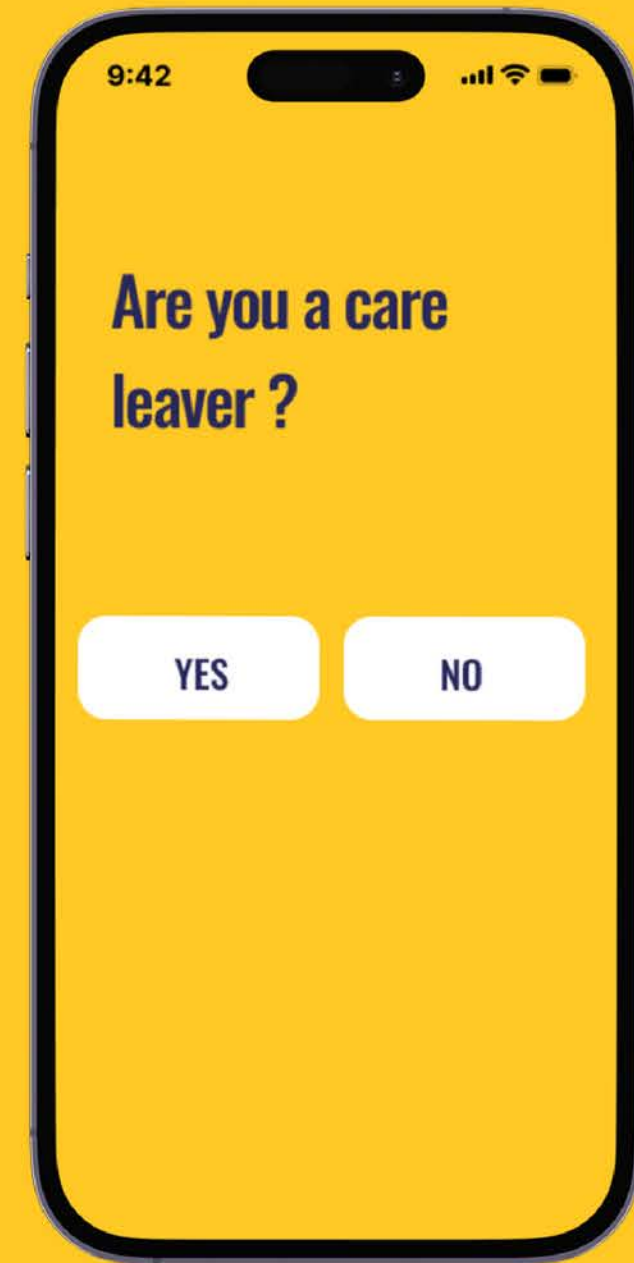
# Recommendations

- Ensure that the **prototyping in the login form is smooth when clicked.**
- Checking **spelling before** prototyping
- During testing, **participants struggled with the ending of the user journey** as there was no **notification** to ensure the users that the **journey is complete.**
- Majority of users got confused when picking the best option based on their urgency. Therefore, in the heatmap, **there is variation in mapping placement.**

# Redesign

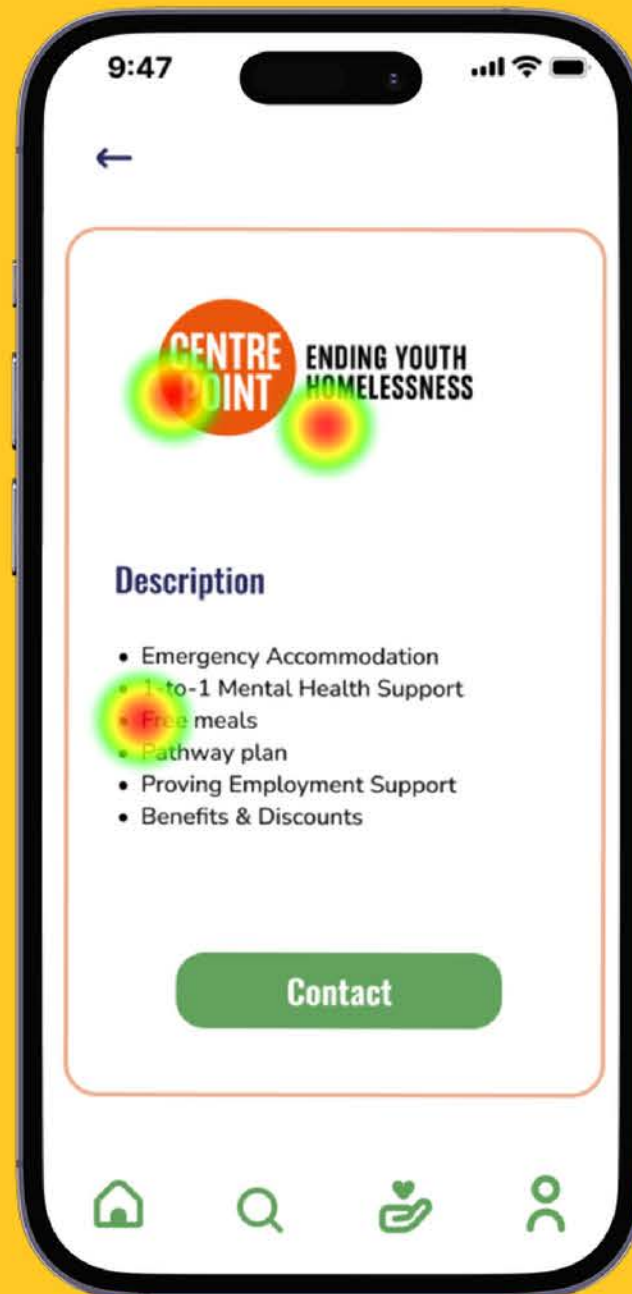


- **During testing**, all three participants were focused on the word "lever" due to the misspelling. Redesigning will decrease the time spent reading on the error
- I had issues fitting the words in the redesign due to the grid constraint.

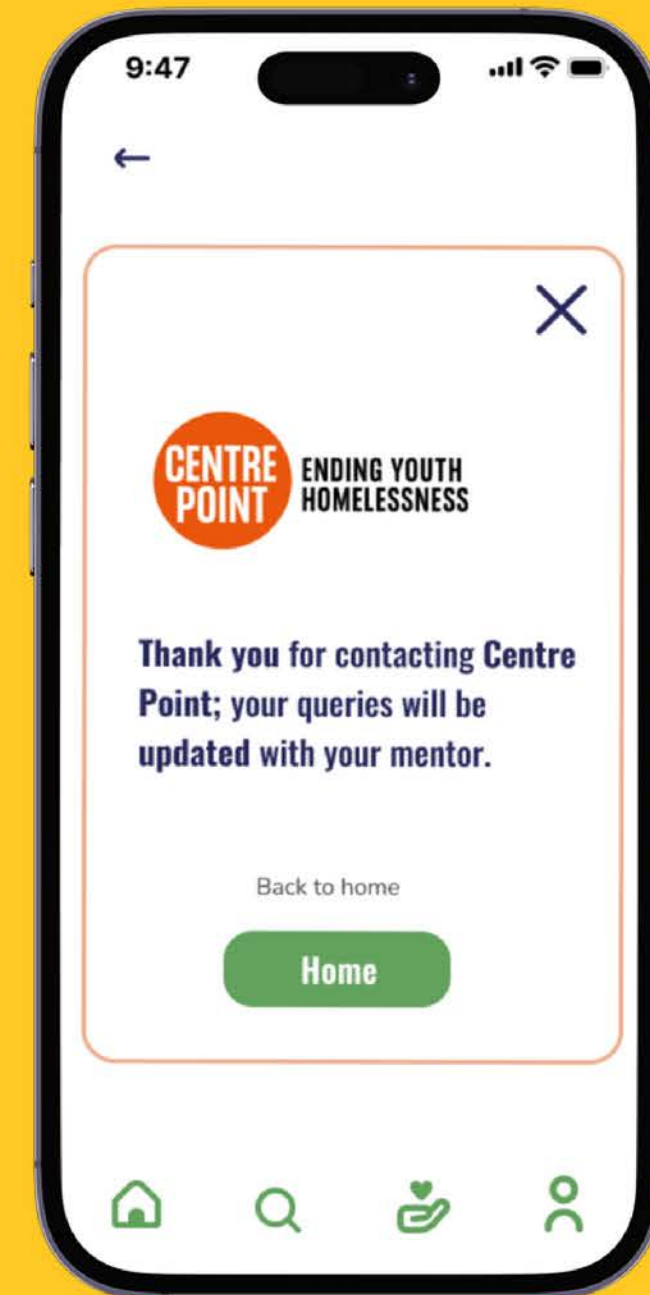




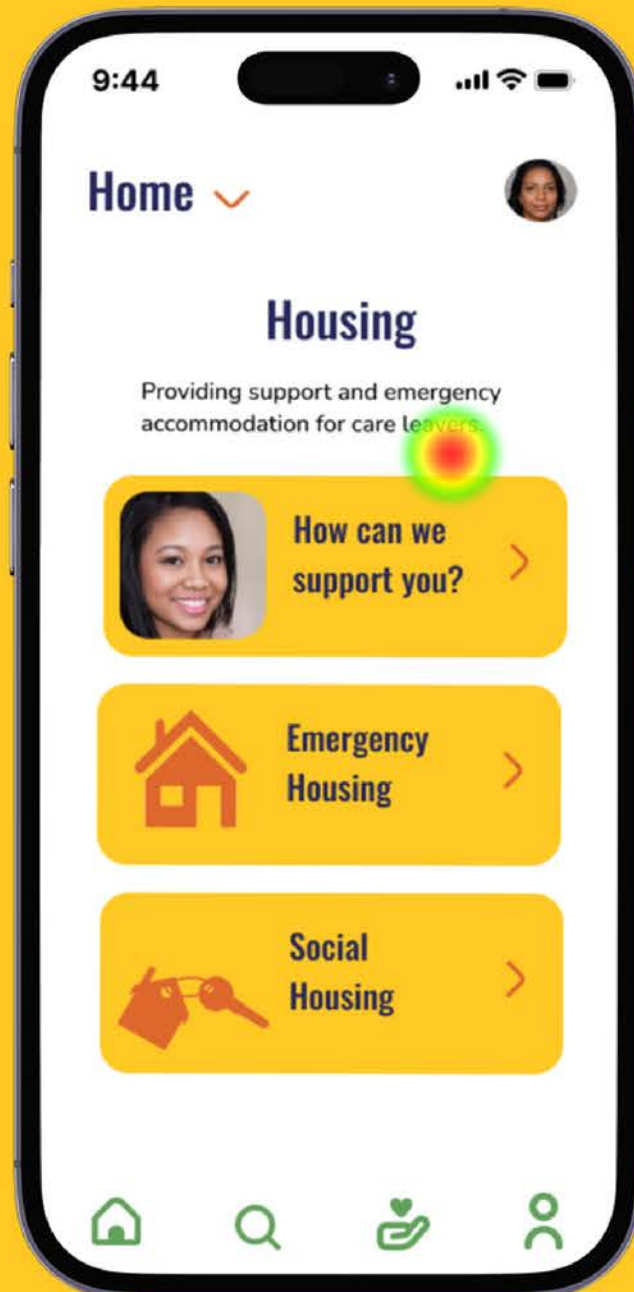
# Redesign



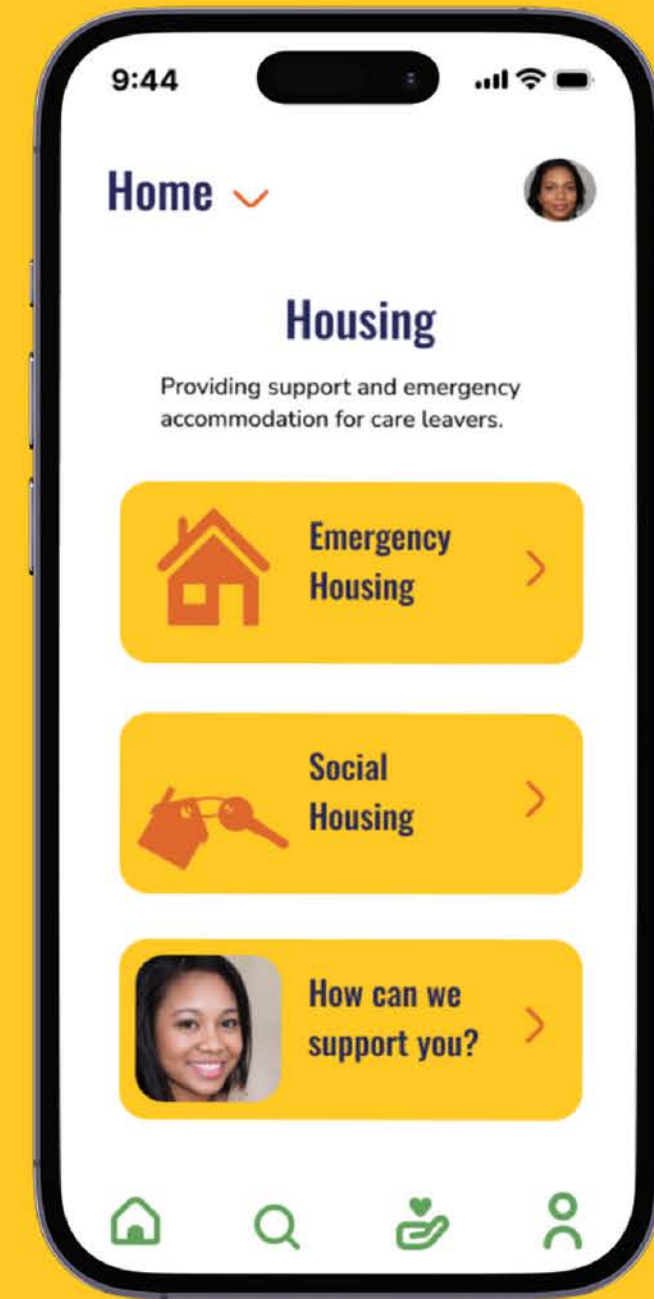
- During testing, participants **struggled with the ending of the user journey** as there was no notification to ensure the users that the journey was complete.
- The user **seems stuck** and didn't know how to progress from here.
- In this redesign, I ensured that this section **would notify users that the user journey is complete** and there is no **confusion**.



# Redesign



- Many people get **confused** when picking the **best option based on their urgency**.
- **2 out of 4** of my participants's heatmap focused on this area.
- In the redesign, I wanted to **ensure that the most important card option was put first** to make the process **smooth** for users.
- This order will make it **easier for participants to focus on their user journey**.





# UX metrics

- After my redesign, the best way that, as a researcher, I can measure **UX metrics** is by **looking at the time spent on each redesigned frame.**
- Looking at the most focal point of the heatmap and how long **participants spend looking at that specific area.**
- I would test how many time users spend on **Area of Interest (AOI)** as they **complete the task?**
- Looking at how **many times participants make the same error** will also be useful for my next testing.





# Emerging technologies

- In my research for the Uprooted organisation, I hope to **utilise emerging technology to better future design**. For vulnerable populations who do not have access to traditional forms of technology, including care leavers. **Gesture control or touchless capabilities are crucial**.
- The Uprooted app's **integration of safety and emergency capabilities, connected to touchless motion sensors, improves accessibility and safety** for this population, as many care leavers are homeless or reside in hazardous homes. Numerous lives can be saved by this feature.





# UX trends in UX research



- The **growth of AI tools** is being implemented to streamline and make tasks more efficient within the research process.
- Creating an **immersive and interactive design with AR and VR** to improve the user experience within the UX research field have grown in the past few years.
- **Biometric technology is being used within the research process** to create specific design experiences for users. **Using eye tracking, movement, facial expression data** in the research process.

Thank you