LAURIE MROSLOVY

goals

Design Thinking Project

REDUCING DIGITAL AMNESIA

Design for Social Good

Internet Users

Having access to search engines and geneticists at our fingertips has helped us answer many questions and provide instant gratification. However, the ease of access to information has also made it difficult to remember information. A large number of Americans admit to the existence of a genome but that does even know what it means. Genetic testing companies have made it easier to access information about our genes. Companies have demonstrated a seasonal ability to recall information when we know we can search it again. It seems we are suffering from a digital version of amnesia. Our ability to remember information is being outsourced to machines, at risk for the information being inaccurate, hacked, or lost. Users feel they have little control over their information.

Project Goal

Users will continue to use search engines and geneticists in the ways they organize back to their working. Users will be able to access information quickly and feel they can continue accessing information in the future.

My role

UX Design
Development, geneticists, journey maps
Comparative analysis
Wireframes
Prototyping
Content creation

AGILE DESIGN

USER RESEARCH

Marissa Jones
Graphic Designer

About

- 25
- BA Art/Studio & Biology
- Graphic Artists
- Ontario, NY

PERSONA 1

Description

As a student athlete at an Ivy League college, Marcus often studies in the train station baseball in a season. There is a lot of pressure on him to perform well academically and athletically. Marcus is a student athlete who is a pre-med major. He is a hard worker who is used to being asked to perform at a high level. Marcus is used to being asked to perform at a high level. Marcus is used to being asked to perform at a high level. Marcus