# KARAKUTU - PATICA COLLABORATION

Karakutu is a non-profit which wants to help young people to become storytellers by training them to be a narrator in the Memory Walk program. Narrators tell stories about past human rights violations referring real people living in real neighborhoods to increase the awareness of Memory Walk participants.

Patica is a human to human guided learning platform which enables learning by doing. Patica aims to build connections between mentors who desire to share their knowledge and mentees who strive to learn from the experts in a field and to engage them with challenges to practice what they have learned from each other.

As a UX design volunteer, I had a chance to work on the digital transformation of Karakutu through gathering insights from the UX design expert who is also a service design volunteer. I have transferred UX outcomes and deliverables along with insights to a UI design volunteer who wants to improve UX design skills.

The purpose of this process is to provide digital experience for Karakutu while testing Patica's business model which enables collaborative learning.

# KARAKUTU USER ROLES

**PURE GUEST**
- Has knowledge about Karakutu activities and is interested in following them
- Can reach Karakutu app and follow events; however, needs to login to have an account

**PARTICIPANT**
- Can login to the app and join walks
- Is a learner who builds personal awareness towards stories and can apply to be a narrator

**NARRATOR TRAINEE**
- Is in a training process about how to conduct research, gather stories and tell stories in a memorably effective way
- Should join workshops and practice walks to increase experience
- Needs to complete a journey which includes reading content, watching videos, attending workshops and sharing a new story with the core team

**NARRATOR**
- Actively participates in memory walks as a story-teller
- Mentors narrator trainees during their training

# TARGET AUDIENCE AND PAIN POINTS

Karakutu application focuses **primarily on narrators** as they are the core users who have the responsibility to share the stories with the community.

For Karakutu team, efficient narrator training is important to improve research and story-telling skills of candidates; however, both they and narrator candidates as well as narrators have troubles keeping the pace steady.

- Although online documentation is available on Google Drive, it is **not always accessibl**e by narrator candidates. In addition, the documentation is **not fully complete** and training process need **manual efforts**. It is possible for narrator candidates to **be discouraged** and it gets harder for the core team to **keep track of what is problematic** in the training process.

- Narrator candidates need to be matched with mentors; however, there are **not enough number** of mentors who are **available for constant face-to-face meetings** with their mentees. In addition, it is also hard for mentors to **keep track of their mentees' progress** as they are matched with more than one person.
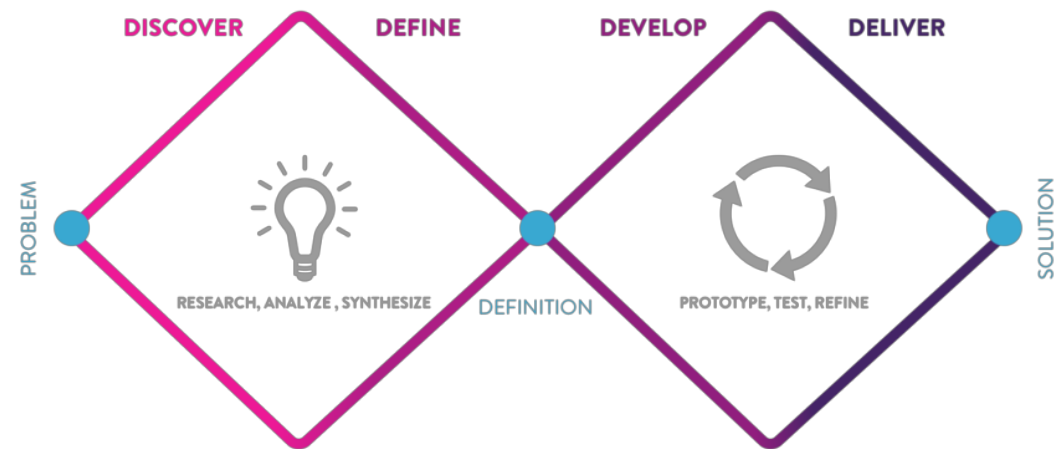
# TARGET AUDIENCE AND PAIN POINTS

- Narrator candidates can not **track their progress real time** hence do not feel well informed about what they should focus on further.

- Narrator candidates not only need guidance during their theoretical training but also during their **practice**. Due to **feeling stressed**, they can have a tendency to remain doubting of their performance and **reduce their participation**.

- **Print-out materials** can get **lost** or they are **not readily accessible** as guides; therefore training process as well as actual narration process can **slow down**.

- Young people who desire to become narrators have **hard time keeping up** with Karakutu events; when and where they are happening.

# METHOD

**DISCOVER**  **DEFINE**  **DEVELOP**  **DELIVER**

PROBLEM

RESEARCH, ANALYZE , SYNTHESIZE

DEFINITION

PROTOTYPE, TEST, REFINE

SOLUTION

Service design workshops were conducted by the service design volunteer/UX design experts and service design expert/business design volunteer.

*Service design volunteer: Gizem Öncü*

*Service design expert: Meir Benezra*

As the UX design volunteer, I have interpreted the insights of service design process, outlined the use flow and designed wireframes. I have conducted two collaborative design workshops with Karakutu core team and narrators then have refined the use flow according to outcomes.

Final iteration of the application is designed by me and a UI designer who wishes to improve his UX design skills regarding workshop and user testing outcomes.

# USE FLOW: VOLUME ONE

## PURE GUEST
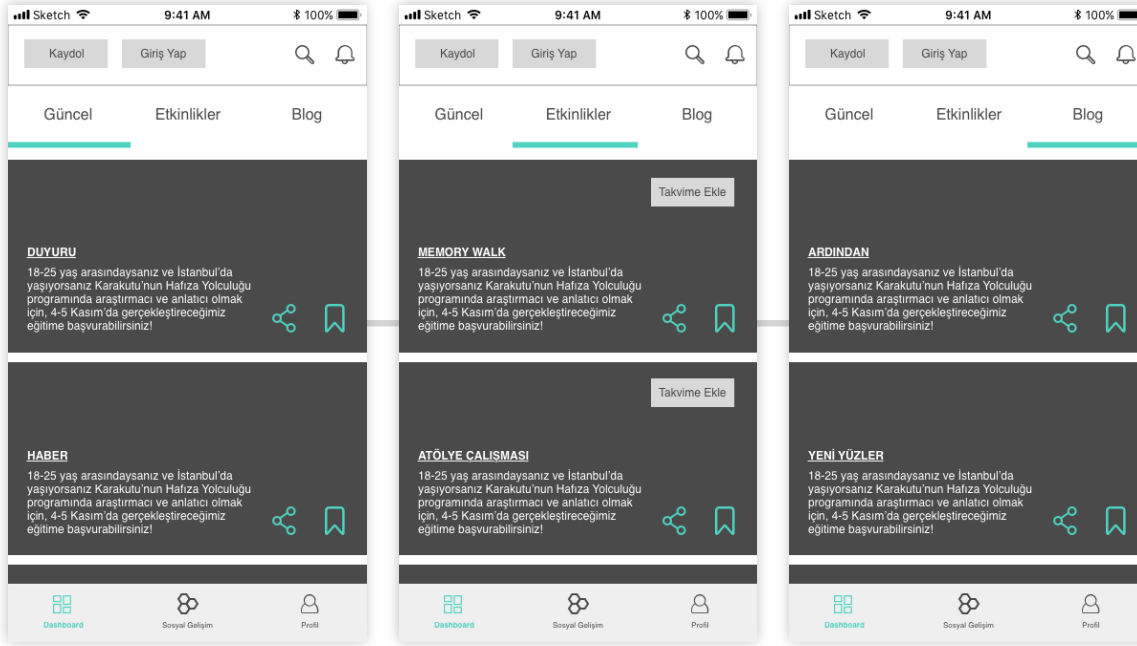


Pure guest (non-login) users have access to Karakutu related news, activities and blog.
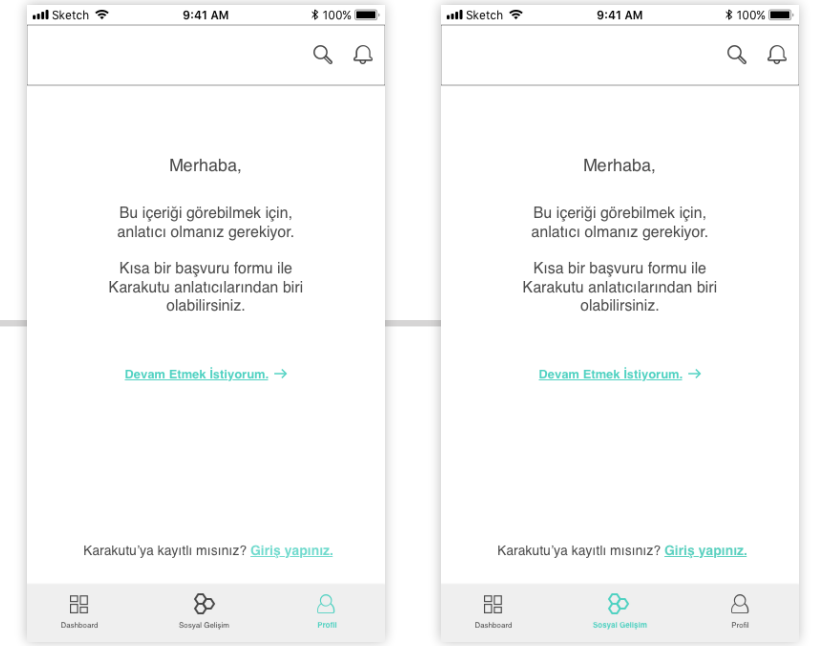
Profile and learner program are dedicated to narrators; therefore the guest needs to apply as a narrator.
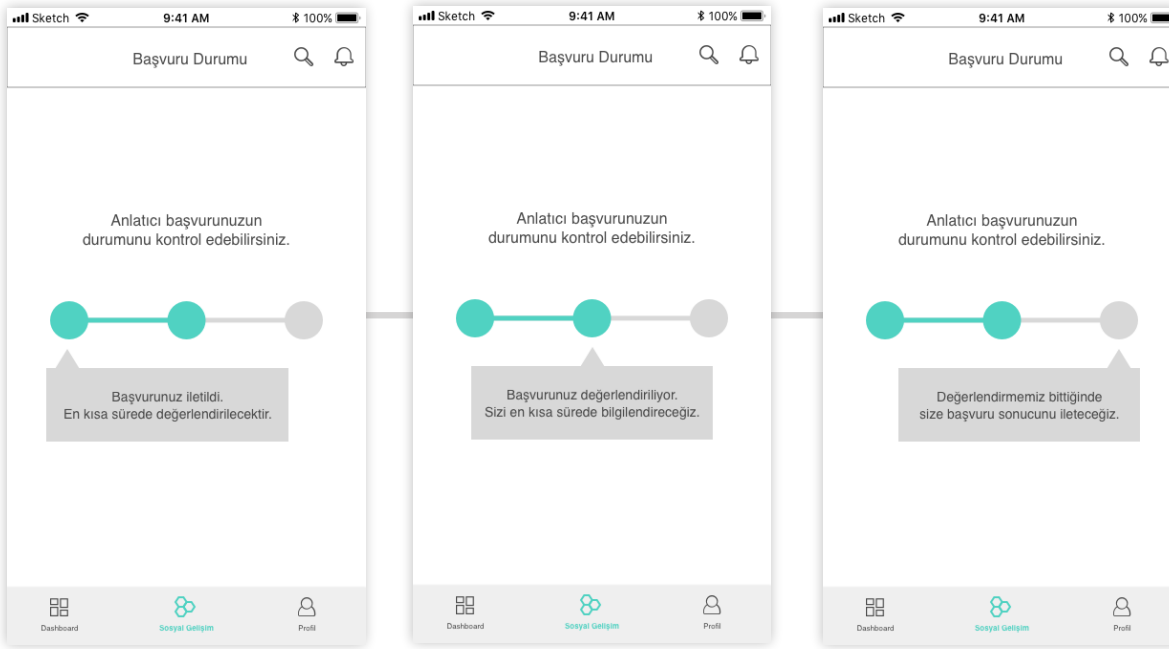
# USE FLOW: VOLUME ONE

## NARRATOR APPLICATION



Application process consists of a 5 step form which will be checked and approved by the Karakutu core team before the user is invited to the first step of the narrator training.
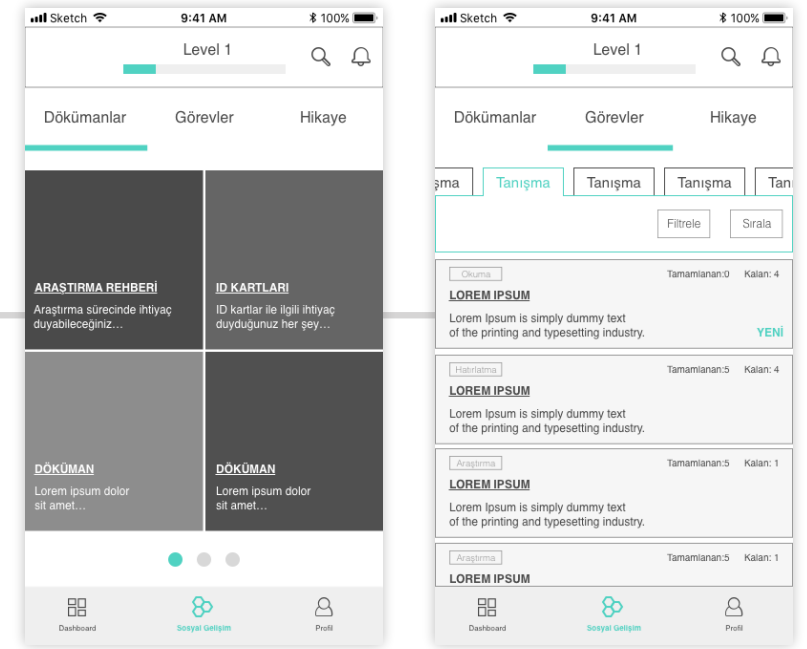
# USE FLOW: VOLUME ONE

## NARRATOR APPLICATION FOLLOW-UP



## NARRATOR IN TRAINING



With the application, learner program tab shows the application process details. Once approved, user is invited to a compulsory first training in person.
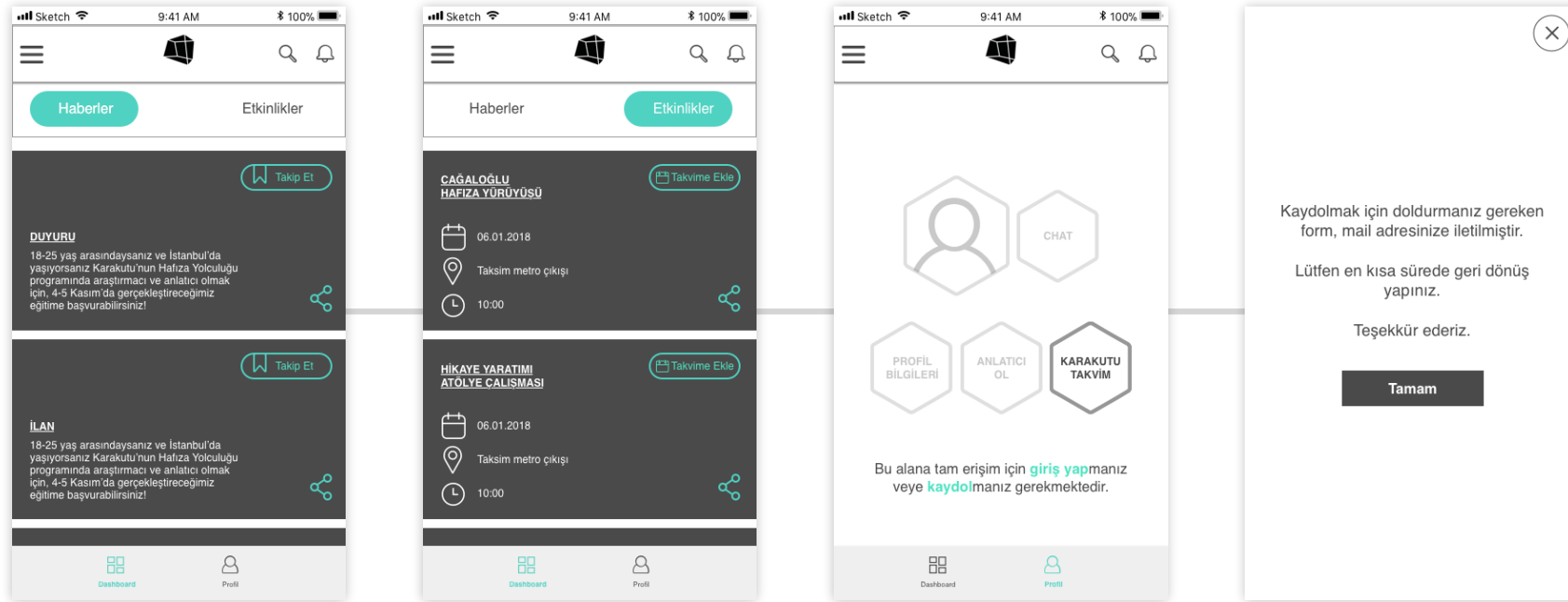
Narrator candidate receives documents as guide, neighborhood cards with stories and tasks to complete to advance skills. Level increases with the completion of tasks.

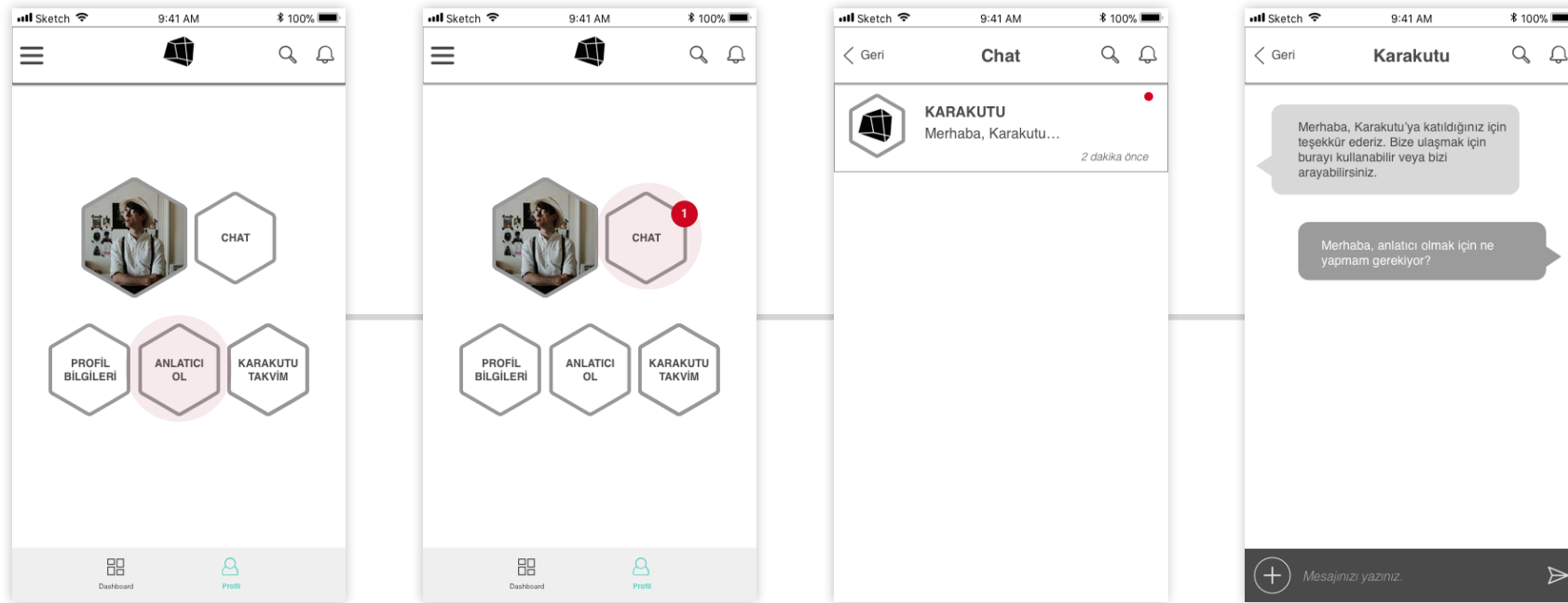# USE FLOW: VOLUME TWO

## PURE GUEST



After the first workshop, I have merged Karakutu related news and blogs in the same category while keeping events spare.

Pure guest user can view the events and add them to the in-app calendar which can be reached through the restricted version of the profile. The application form in volume one is sent to user's e-mail as it was interpreted as "too long" by actual users in the workshop.

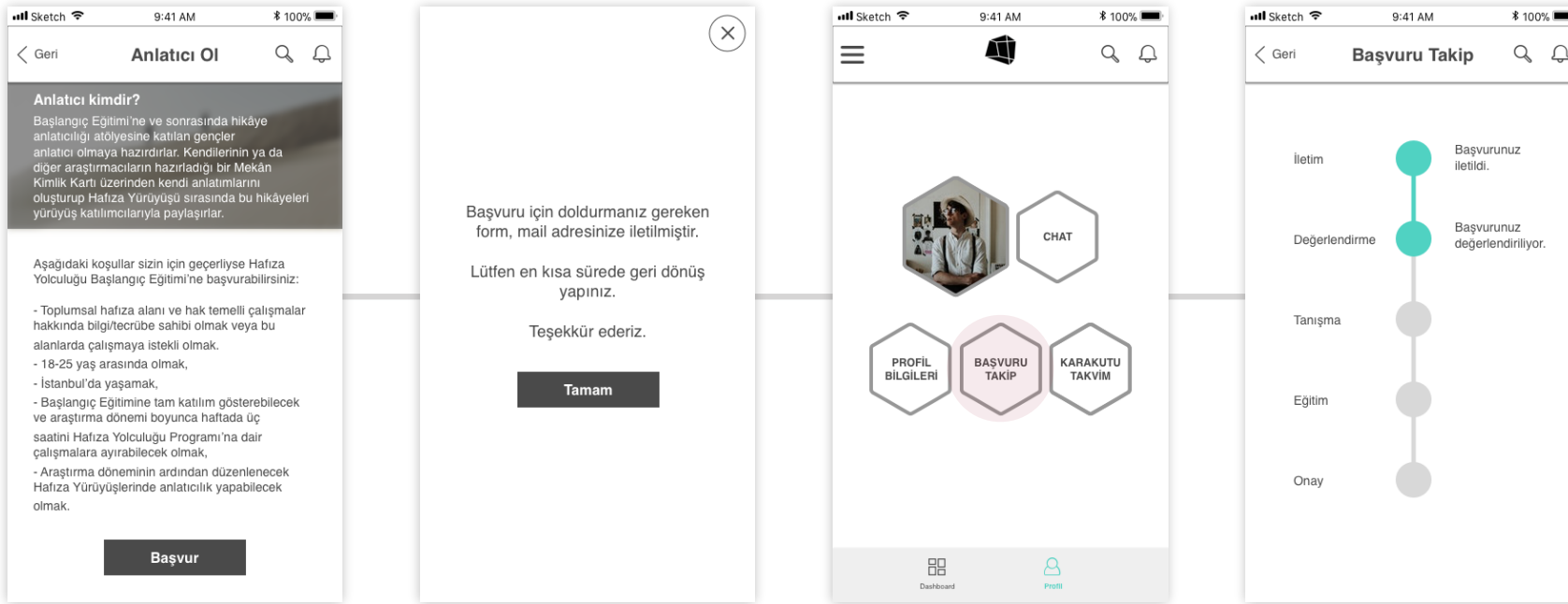# USE FLOW: VOLUME TWO

## LOGIN GUEST



After sign-up, user has login guest status.
User can now receive messages from Karakutu, reply them and apply to be a narrator.

# USE FLOW: VOLUME TWO

## NARRATOR APPLICATION



For clarifying who can be a narrator and what will a narrator do, related information is added prior to application. Application documents are again sent to the user's mail address.
"Anlatıcı Ol" CTA changes as "Başvuru Takip" in profile for the user to follow the application process.

# USE FLOW: VOLUME TWO

## NARRATOR TRAINING: HELPERS AND TOOLS
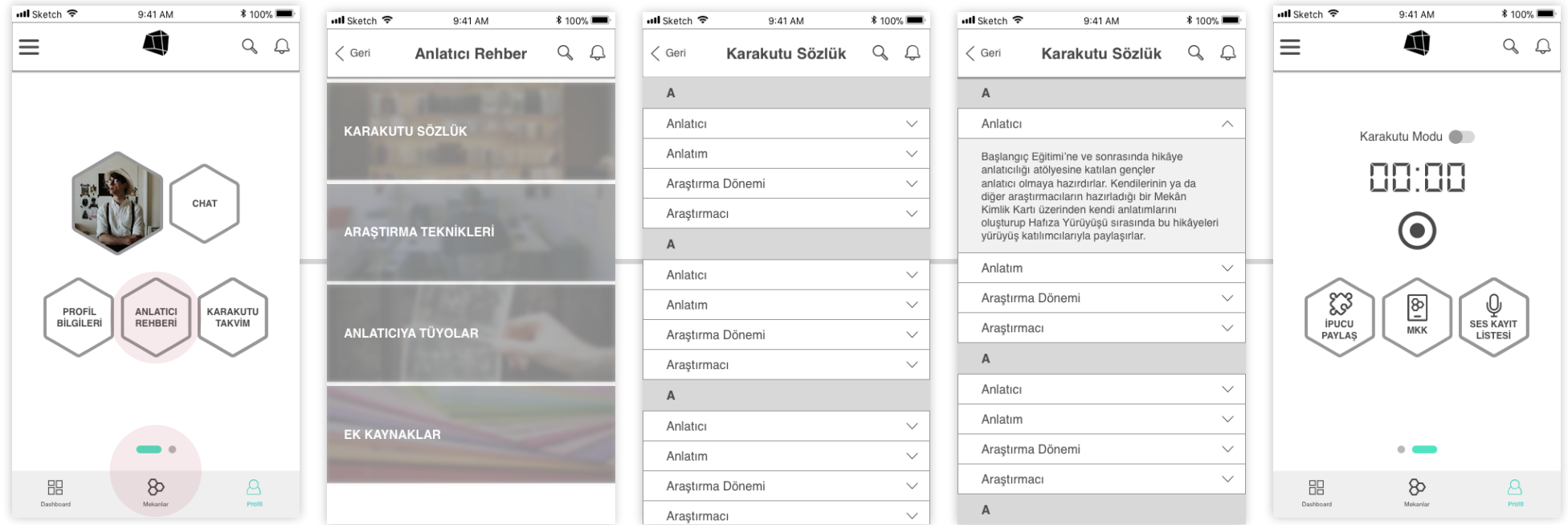


Once narrator application is approved and, "Başvuru Takip" in the profile changes as "Anlatıcı Rehberi" which offers guides to the user. "Narrator tools" in the profile and "Places" item in the menu bar also become visible which were hidden before user is approved as a narrator candidate. User also has to attend compulsory first training where she is matched with her mentor.

# USE FLOW: VOLUME TWO

## NARRATOR TOOLS: SHARING OF CLUES
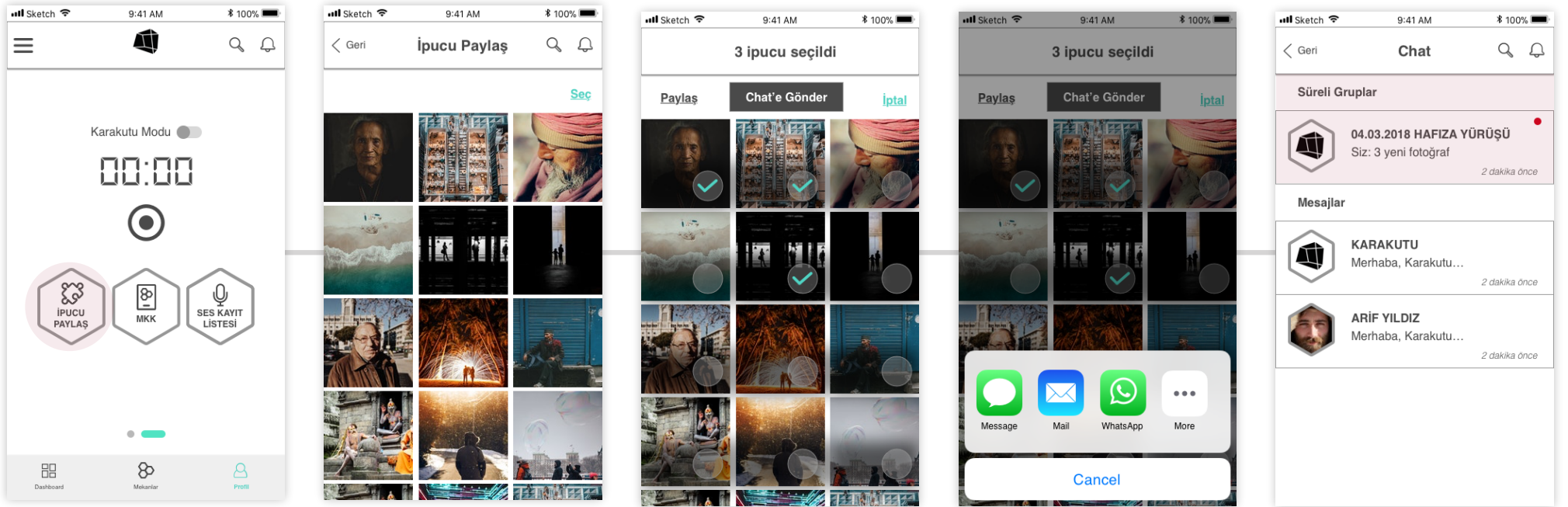


Memory walks take place in different buildings or streets in a neighborhood area and each narrator needs to share the clue of the next stop with the participants. As-is the clues are given out as print-outs; however, the app allows the share of clues in the application to temporary group chats which remain active only until the end of the day's walk.

# USE FLOW: VOLUME TWO

## NARRATOR TOOLS: PLACE ID CARD
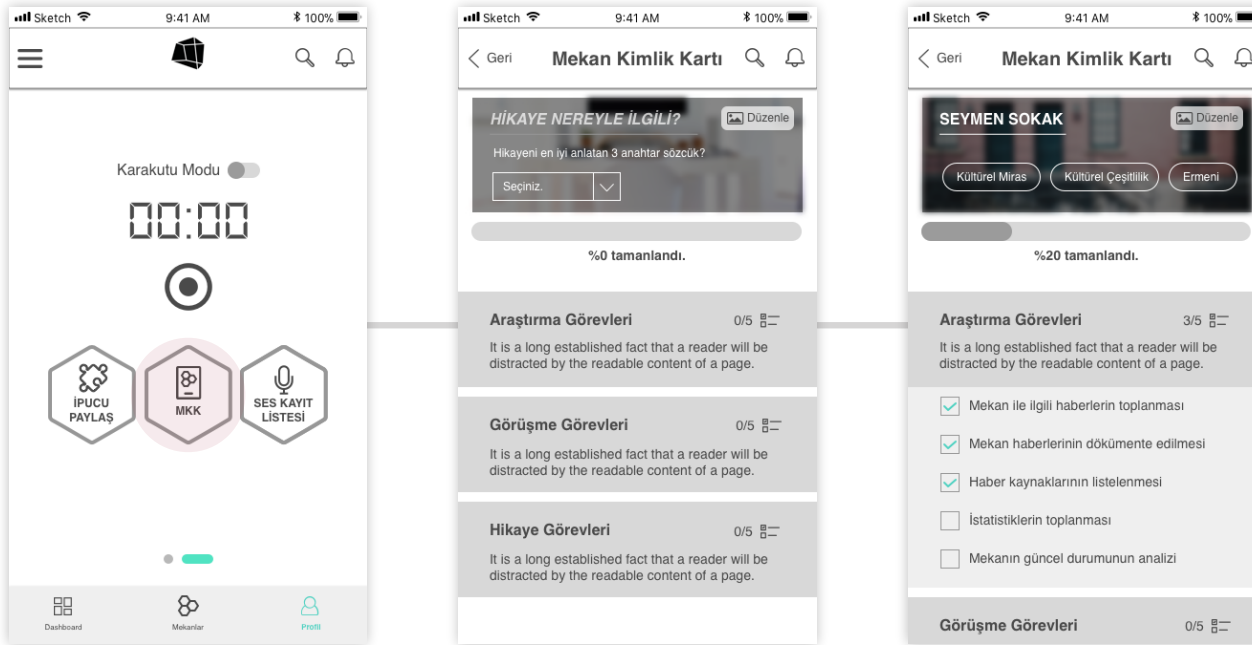


Every narrator candidate has to form a place ID card, which is the candidate's story of a new place before their own memory walk story-telling. The candidate needs to complete research, interview and story telling tasks whose progress can be tracked by the app and the mentor approves candidate's task completion through his own application. As tasks require submissions, they will be collected through Google Drive.

# USE FLOW: VOLUME TWO

## NARRATOR TOOLS: RECORDING
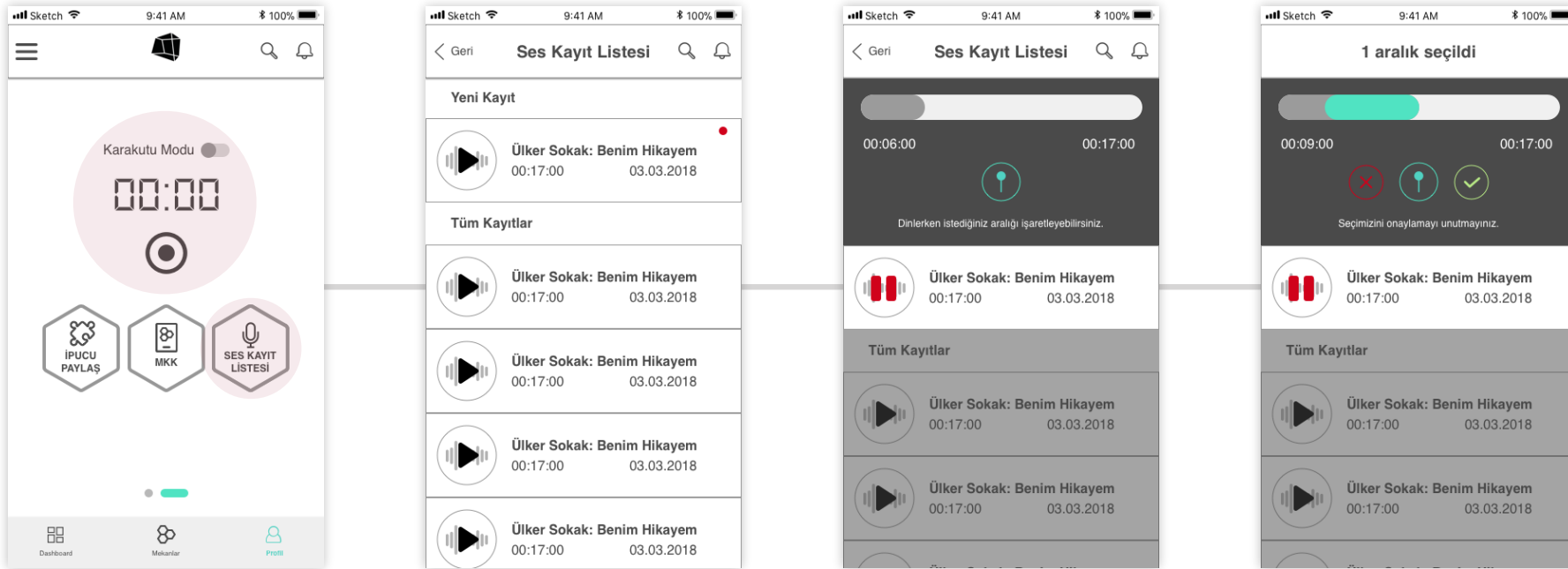


"How did I tell the story?" is the common concern of new narrators. App offers voice recording feature and voice records lists. By enabling Karakutu mood, timer starts and narrator can also start the voice recording. In the list, parts of the recording can be pinned and shared with the mentor to get feedback about how to improve.

# USE FLOW: VOLUME TWO

## NARRATOR TOOLS: RECORDING
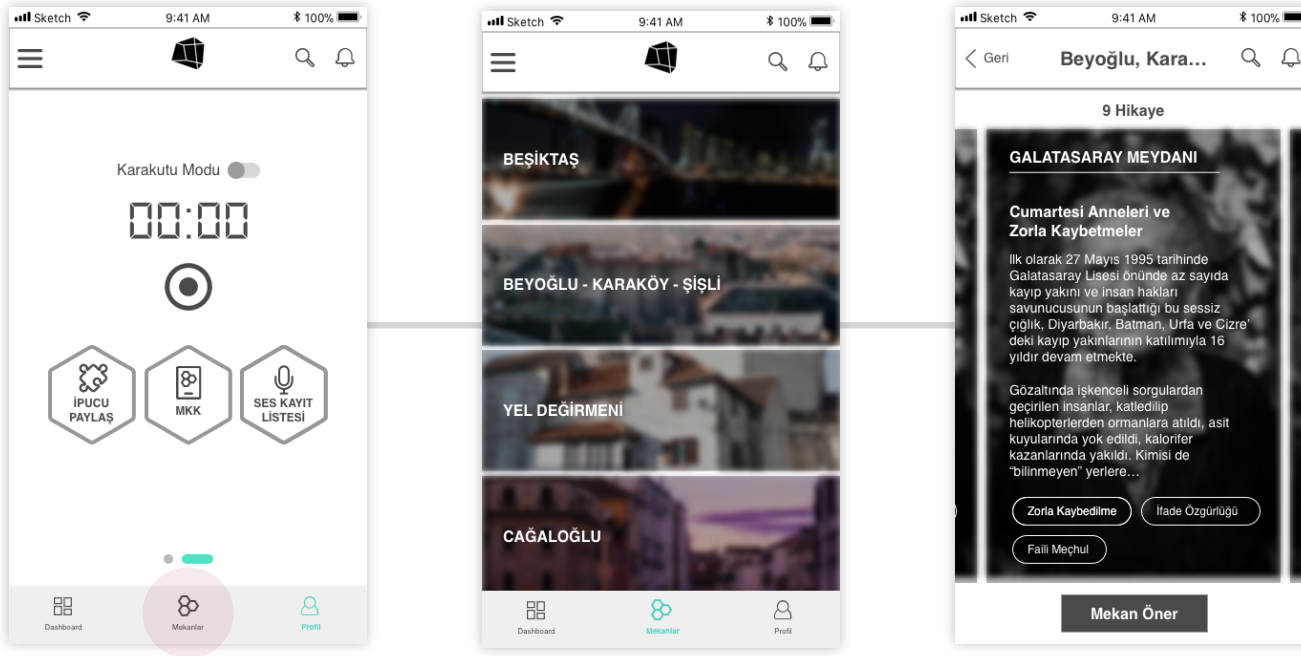


"Places" in the app shows neighborhoods and each neighborhood card contains stories about buildings, streets and squares where human rights violation incidents happened. Each story card is tagged with the most significant keywords associated with the incident to help the narrator recall when needed during a memory walk.

# FINAL VERSION

**PROTOTYPES**

https://projects.invisionapp.com/share/VAFBP4I9C#/screens

*All wireframes by me.*

https://projects.invisionapp.com/share/98FPJY06UQW#/screens

*UI designer: Mehmet Özmen*

**FOR DOWNLOAD**

Available on the App Store