

LILY SMITH

Design Portfolio



ABOUT LILY

My aim is to amplify the voices of users to create meaningful products, experiences, interactions and services. Using a human-centered approach, I design for issues impacting the spaces we share. I'm at my best when my interests in behavioral psychology and design innovation converge, and I can collaborate with teams to create impactful solutions to real-world problems.

PROJECT MILK

creating more non-crisis mental health resources for queer youth*

COMPANY

Hopelab is a social innovation lab focused on designing science-based technologies to improve the health and well-being of teens and young adults

PROJECT

Their early stage chatbot supports and uplifts queer youth by recommending techniques rooted in positive psychology research

TEAM

Cam Beversluis, Kelly McComas, Diana Jeong Ro, Lily Smith

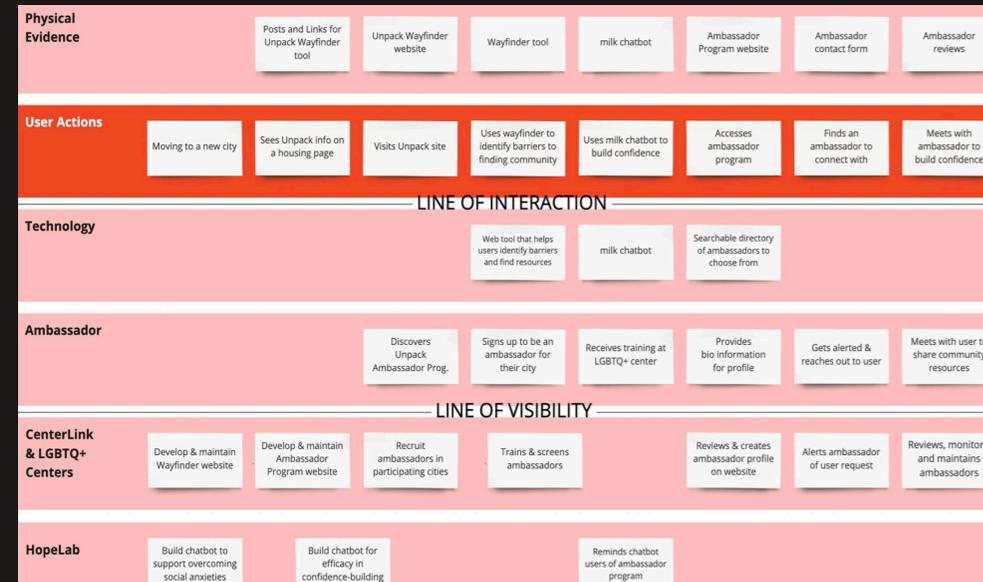
TASK

Design a service for queer youth that supports the discovery, engagement with, and/or sharing of the chatbot designed by *Hopelab*, and in the process, learn positive psychology skills in an accessible, inclusive, and innovative manner

SOLUTION

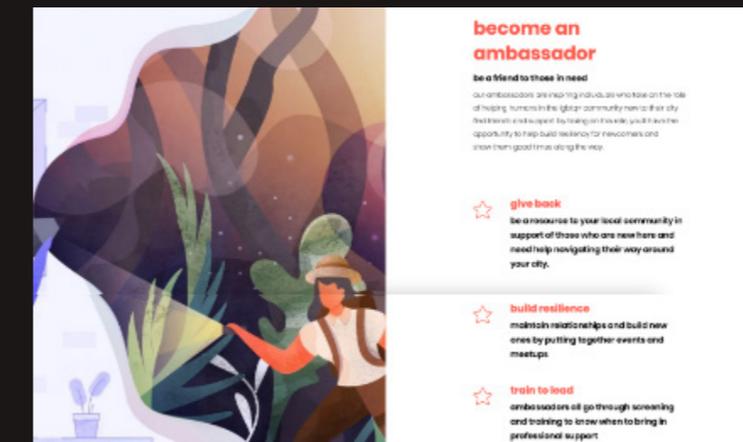
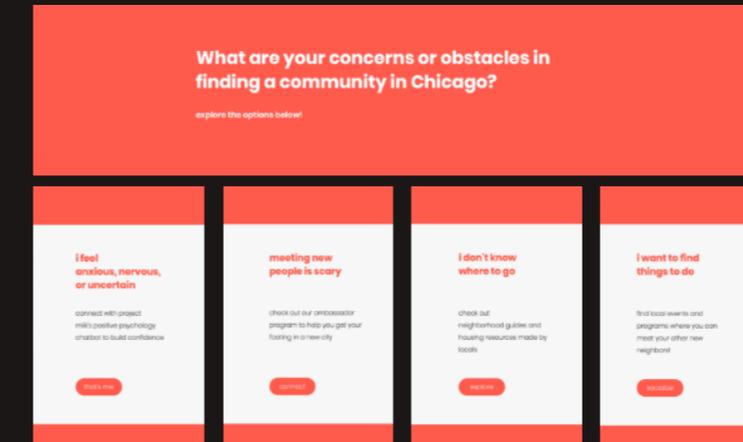
Finding community in a new place can be hard, especially for queer folk. **Unpack** helps queer youth moving to a new place build resilience and find community by connecting them to a chatbot, peer ambassadors, and local events based on their needs

SERVICE BLUEPRINT



We built a service blueprint for **Unpack** to help us plan the way stakeholders and users could interact at various touchpoints including potential breaking points

SERVICE FEATURES



WAYFINDER TOOL

Helps users identify their emotional, social, or knowledge barriers to finding a community in their new city and connects them with a resource designed to help them overcome each barrier

AMBASSADOR PROGRAM

Coordinated by participating centers across the country, these city-based networks of LGBTQIA+ individuals volunteer to welcome and connect with other queer folk who are new to the area

PROJECT HUNGER

designing more novel donation opportunities for young professionals

COMPANY

Feeding America is the nation's largest domestic hunger-relief organization – a powerful and efficient network of 200 food banks across the country

PROJECT

Their Campaign to End Hunger seeks financial donations from charitable citizens to help achieve their vision of a hunger-free America

TEAM

Kristen Smith, Yifan Wu, Lily Smith

TASK

Design an interaction for young people that attracts more donations in grocery, retail or restaurants environments



DESIGN RESEARCH

During our initial research, we shadowed grocery shoppers and learned that the best time to influence a buyer's decision to donate is during checkout. However, we knew that even if we created a novel interaction, it would be yet another step in an already complicated process.

So we focused our efforts on creating a donation experience after they've shopped but while they still have money on their minds, which led us to banking!

We interviewed 10 young professionals who use banking and money saving apps

PERSONA

Sam is 22 and just started her first real job. She doesn't have solidified spending habits yet, so her family grandfathered her into their Bank of America account and encouraged her to keep track of her spending.*



*Feeding America already has an existing partnership with Bank of America, so we created our interaction within Bank of America's existing interface but our features can be implemented into any banking application.

INSIGHTS

01

People don't see credit card points or travel points as *real money* and would prefer to donate their points instead of their hard-earned cash

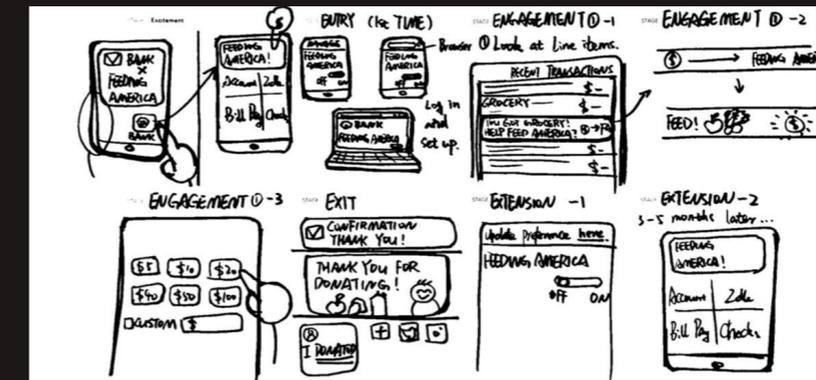
02

First time donors are more willing to round up their current point purchases or donate the excess than make a monetary donation

03

People like to see their accrued donations to feel good about contributing to their charity of choice and their local community

PROCESS



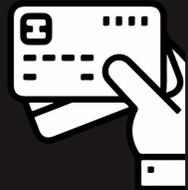
Our project was divided into a trio of three-week sprints, which allowed us to quickly adapt to stakeholder needs. We tested low-fidelity paper prototypes (left) with users and built on our learnings, finishing our high-fidelity prototype in Figma

SOLUTION

Feeding America Financial is an interaction designed for the Bank of America app that prompts patrons to donate their credit card points to *Feeding America*, either by donating their points directly or by rounding up their point purchases to donate the remaining amount to *Feeding America**

**Feeding America already has an existing partnership with Bank of America, so we created our interaction within Bank of America's existing interface but our features can be implemented into any banking application*

SAM'S JOURNEY



Sam makes a purchase with her credit card



Sam accrues points as she spends

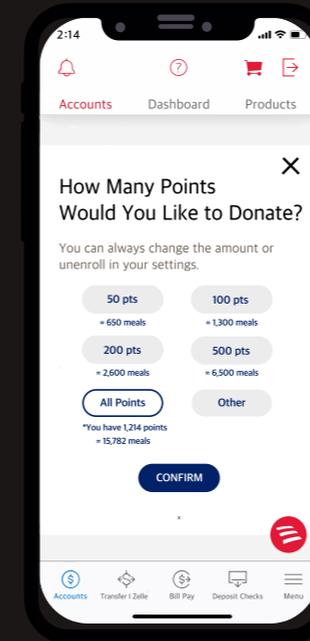


Bank of America matches her points



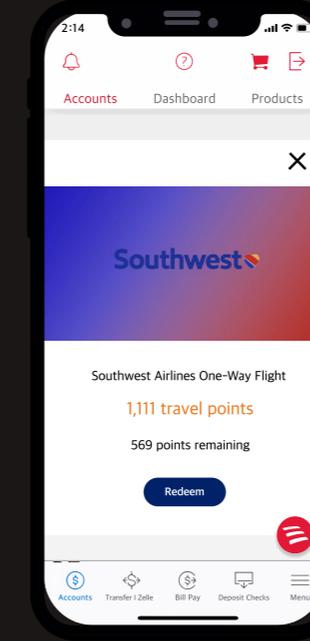
Points convert into meals for Feeding America

FEATURES



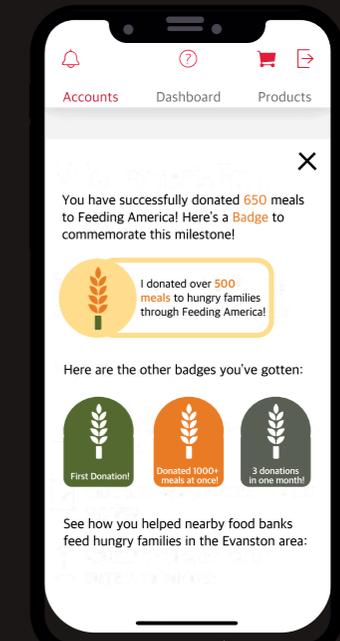
DONATE DIRECTLY

Allows users directly donate their credit card points to Feeding America



ROUND UP

Allows users to round up point purchases by donating leftover points to Feeding America



EARN & SHARE

Allows users to earn badges and share accomplishments with friends / fellow givers

PROJECT IPSO

designing more parenting plan solutions for separated parents

COMPANY

Resolution Systems Institute is a non-profit organization that designs, operates and evaluates dispute resolution systems as an alternative to traditional litigation

PROJECT

Their early stage platform, IPSO (Innovative Parenting Solutions Online), simplifies the process of developing a parenting plan, which are documents required by the state of Illinois for parents who are separating

TEAM

Zicheng Gu, Lily Smith

TASK

Design a digital platform for IPSO that simplifies the process of developing a parenting plan, and in the process, empowers separated parents to make their own decisions for their family out of court

DESIGN RESEARCH

After conducting preliminary research to better understand the complicated world of alternative dispute resolution systems, we began virtual interviews.

Due to COVID-19 restrictions, we were unable to conduct research with potential users, but we were privileged to interview two mediators and two judges who are experts in helping separated parents make the necessary decisions required to complete their parenting plans

After learning from our legal mentors, we synthesized our research, completed competitive landscape research and compiled design inspiration

PERSONA

Damon has just ended a high-conflict relationship with his partner of three years. They have a one year old son together. Damon doesn't have an attorney and worries that his voice won't be heard when it is decided how much time he gets to spend with his son



INSIGHTS

01

Parents who lack access to legal help are not asked nor self-driven to do any pre-work prior to mediation, which leaves them uninformed and unprepared for what is required to develop and complete a parenting plan

02

Parental focus may be placed on conflict or other factors rather than what is in the best interest of their children during the development of the parenting plan, which can lead to delays in agreement and additional trauma for children involved

03

Parents being asked to consider their own underlying needs as well as encouraging empathy for their partner can help move parents away from strongly held positions that would otherwise cause conflict and instead toward more workable solutions

QUOTE

"When one parent feels limited on their options, helping them understand where they do have a say is important."

- **Mediator Stephanie**

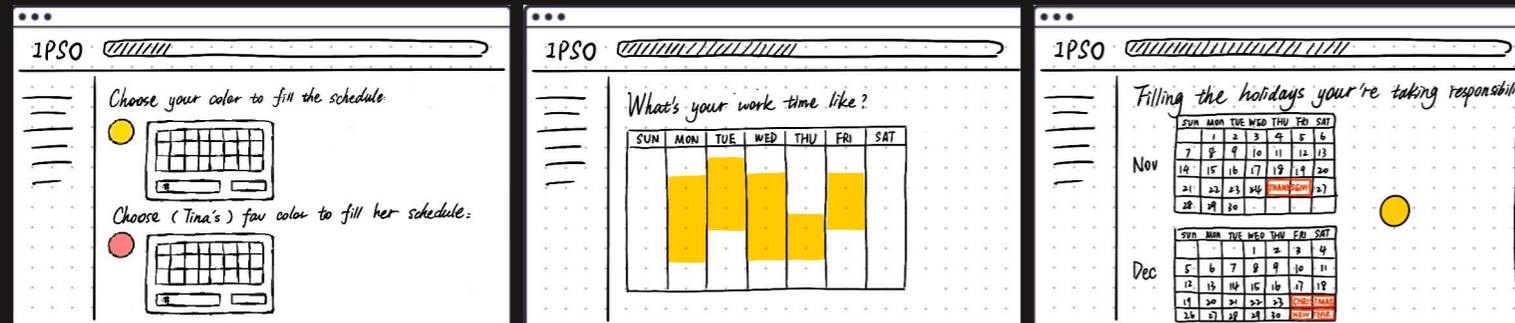
SOLUTION

Deciding on a parenting plan can be hard, especially for self-represented parents. **IPSO** is a platform for separated parents to develop a proposed parenting plan for their family prior to court-appointed mediation.

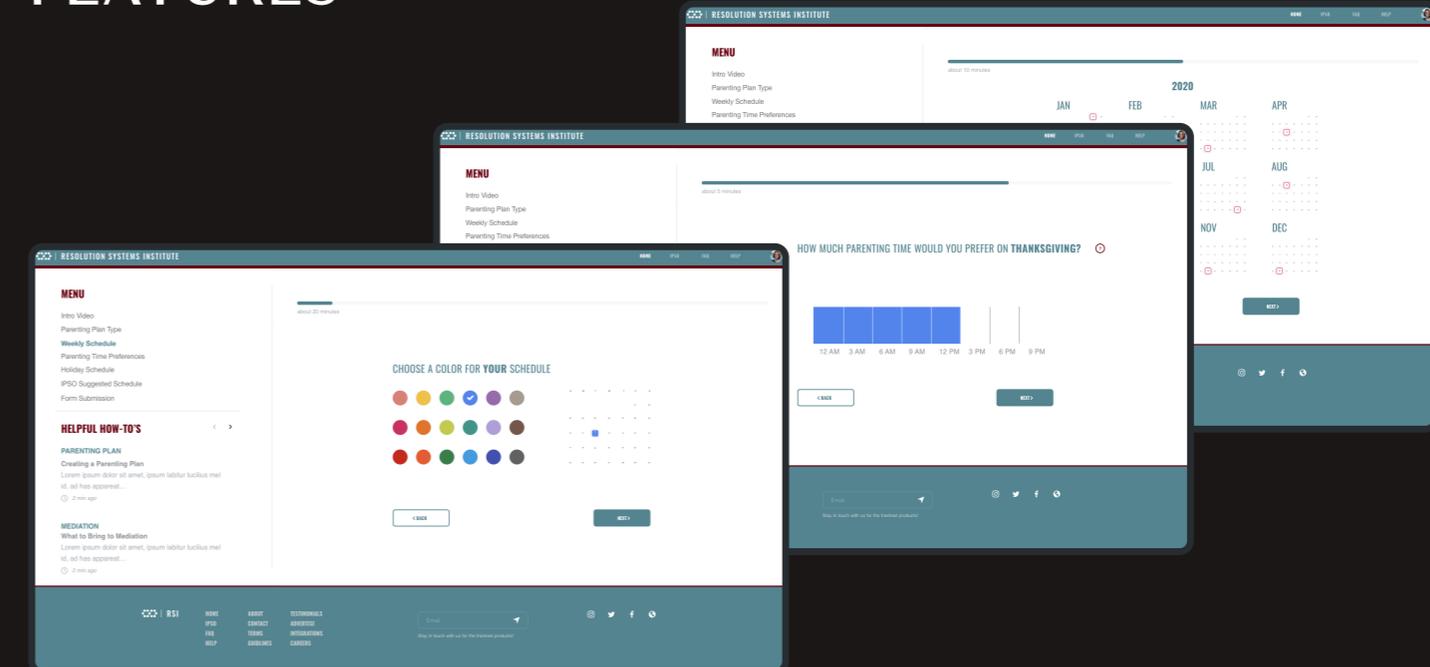
Each parent completes their plans separately, after entering their schedules, their children's schedule, and/or their preferred parenting time, among other questions required by the state of Illinois.

IPSO then compares the submitted plans from each parent and provides feedback on their areas of agreement and disagreement

WIREFRAMES



FEATURES



COLOR SELECTION

Allows parents to select a color to help them differentiate their schedule from their child(ren)'s schedule

SCHEDULING TOOL

Helps parents plan for time with their child(ren) based on their schedule, their child(ren)'s schedule, and their personal time preferences

HOLIDAY TIME

Offers parents the option to choose their time preferences on chosen holidays based on their availability