

# Enabling Devices

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**A More Personalized Way to Care For  
Families With Special Needs**

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# Executive Summary

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## The problem

When children are diagnosed with any kind of disability, parents sometimes fear for the worst. Our goal is to aid them in understanding and navigating our website better. In short, to improve the overall user experience on the website and as a parent with no idea where to go.

Why are we leaving parents alone in the process of deciding what device will be best for their child, when **we can help?**

## Why our solution is better

Our solution brings life to the Enabling Devices shopping process that will continue to increase customer retainability, while also upgrading our ability to gain new customers. Being in an online format allows us to save money from creating a whole new campaign and instead adding to what already exists. It also allows for our solution to reach a wider audience than our pre-existing customer base.

## Why personalization?

During our research, we found the lack of personalization to be the largest pain point in the process. There were a plethora of options - but no clear guiding hand to help users make an informed decision. Parents experiencing this will now have their worries addressed with the creation of the personalized products page. Instead of seeing a library of devices, parents will now be given a list of available products that we recommend and see as compatible for their family.

## Going forward

We believe expansion is always a possibility. Under the timeframe of this project, we gained adequate data and were able to build solutions our users found to be more successful than the previous website. Making the site more accessible to those who may be self purchasing, expanding the Resources, and slight design changes to the overall site are improvements we would like to see. We also would have liked to create a rewards system for users with accounts to incentivize further purchases.

# Agenda

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**The Problem**

**01**

**Why Enabling  
Devices?**

**02**

**Testing &  
Prototyping**

**03**

**Key Insights &  
The Future**

**04**

“[Parents] are worried, they're scared. They have no clue what to do...they don't even know there ARE options.”

- Ethan Ligon, diagnosed with blindness

# The Problem and Why It Matters

## What Are AAC Devices?

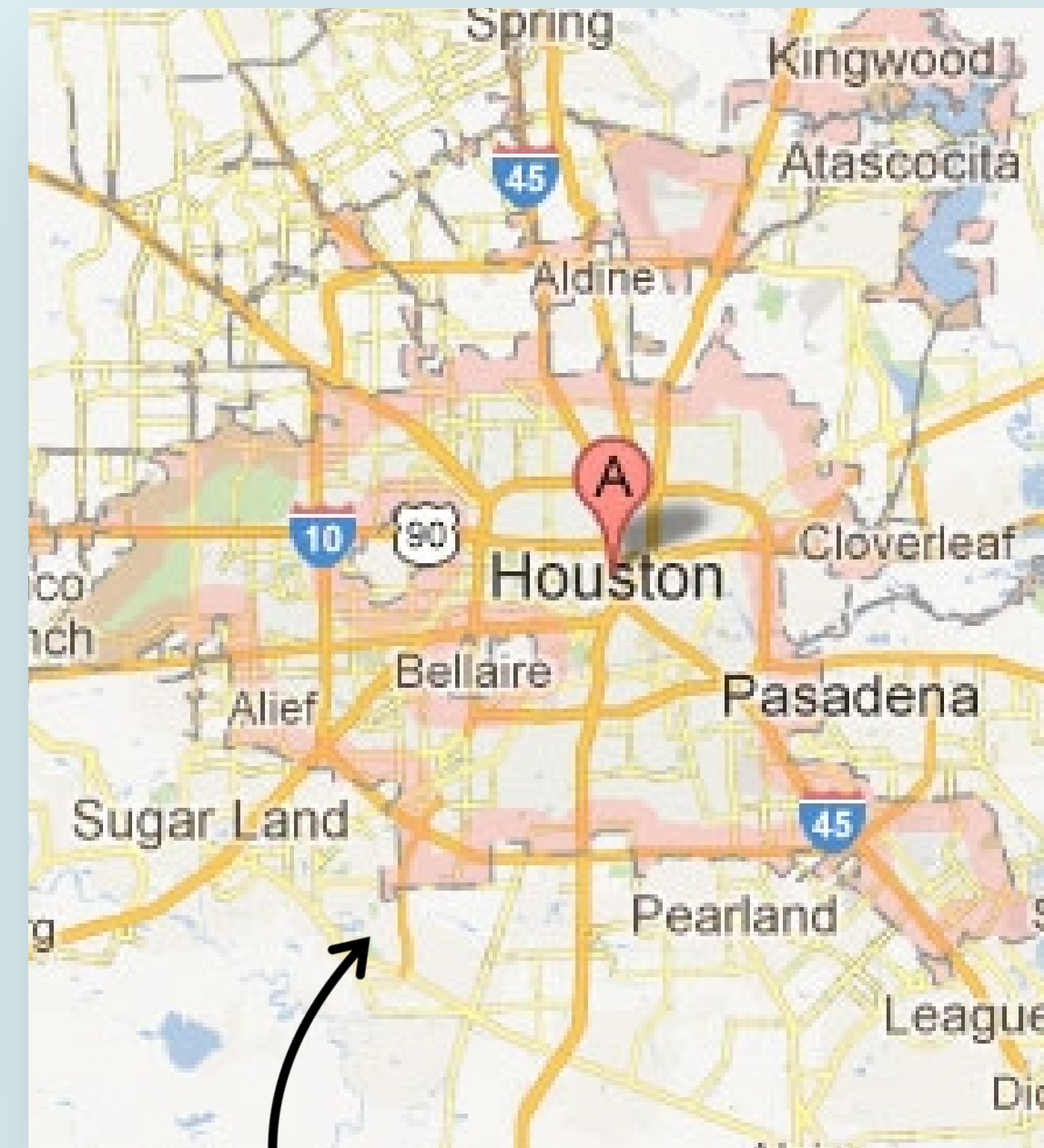
Augmentative and Alternative Communication (AAC) Devices are used by people who, some or all of the time, cannot rely on their speech.

## What About the Children?

According to a survey of special educators across all 50 states, **18.2% of students 18 and under use a form of AAC** for their communication mode - ranging from gestures, pictorial aides, or a electronic device. (*American Speech-Language-Hearing Association*)

## Our Parents Need Help

AAC devices are not always accessible for families - whether it be the price tag or availability through school systems. But most importantly, **parents can struggle knowing what best fits their child's needs in the pool of options.**

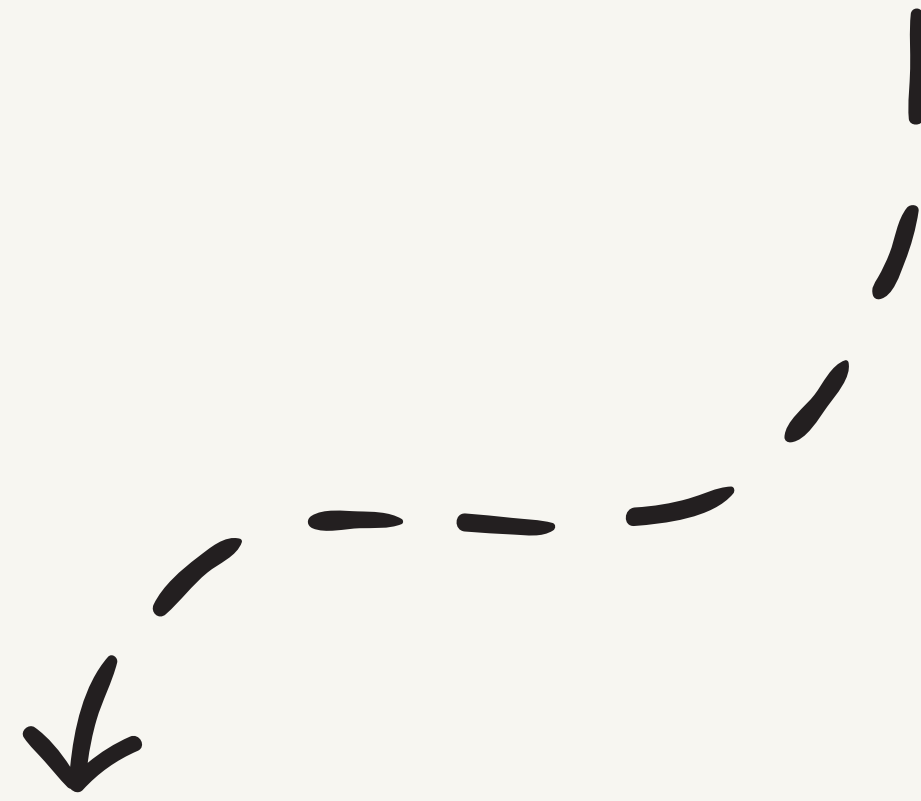


The estimated amount of people who use AAC Devices in the U.S. is **2.1 million** - almost as many as the population of Houston, Texas!

01

**“I wish there were a place for all parents...that everybody knew they could go to for any flavor disability and need.”**

**- Leslie Ligon, mother and special needs advocate**



**We saw a need for a centralized space where parents are given access to quality AAC Devices AND resources that help them along the journey.**

# The Answer? Enabling Devices

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Enabling Devices is a company that sells devices for people with disabilities and provides people with resources for educational activities and apps.

Enabling Devices is the perfect blueprint for a all-in-one resource for families new to buying AAC devices. The site has a wide selection of options available, and does include an Ideas and Resources page.

Though this website is encouraging empowerment of individuals with special needs and their caregivers, the process of **purchasing the right product or finding information** can be a negative experience on the website, **especially for first time users.**



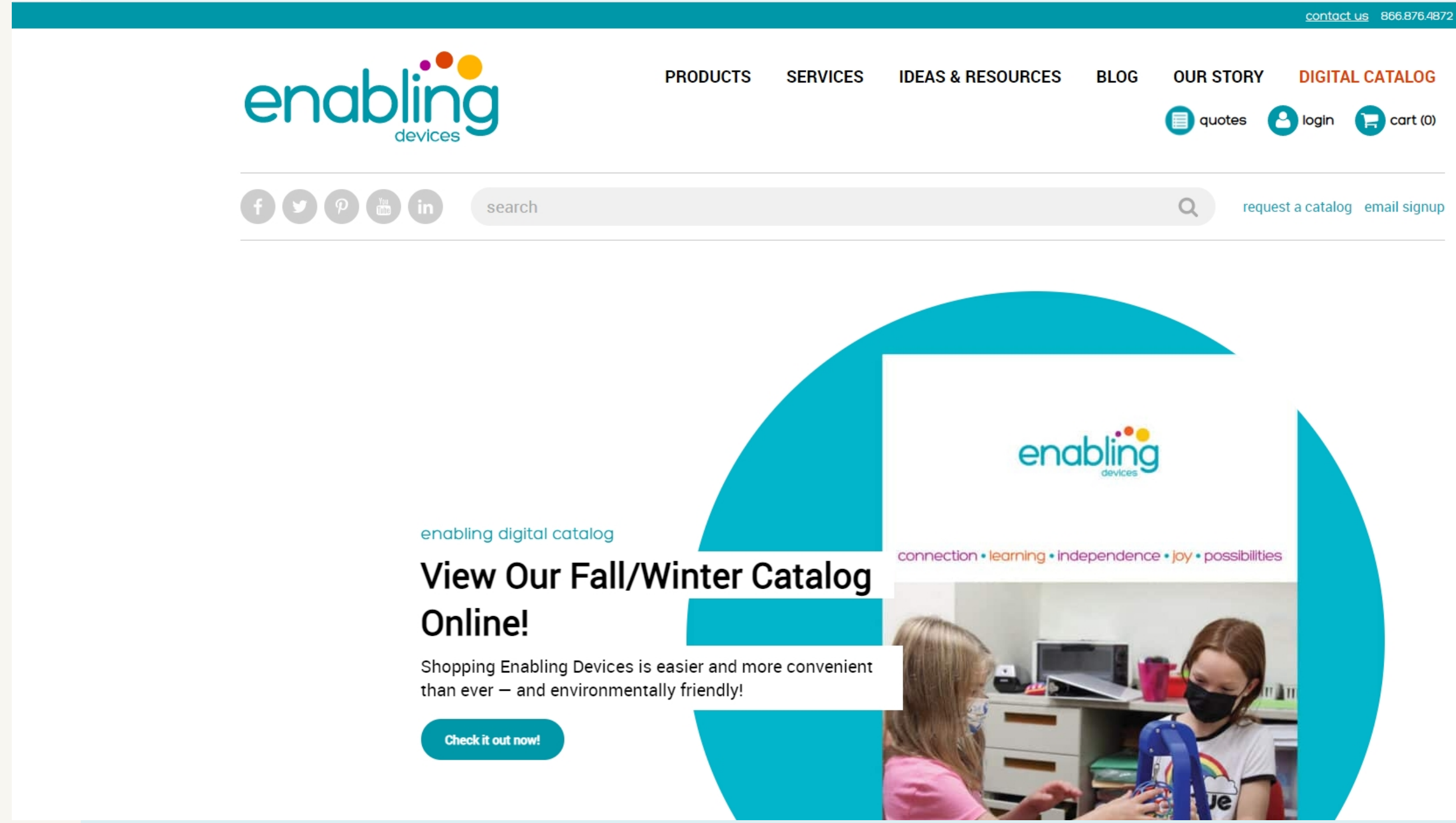
This company has been providing these products for more than 40 years and have stated on their website that their *“mission goes beyond devices, to the services, support and resources that help create fulfilling lives.”*

# The Good, The Bad, and The Ugly

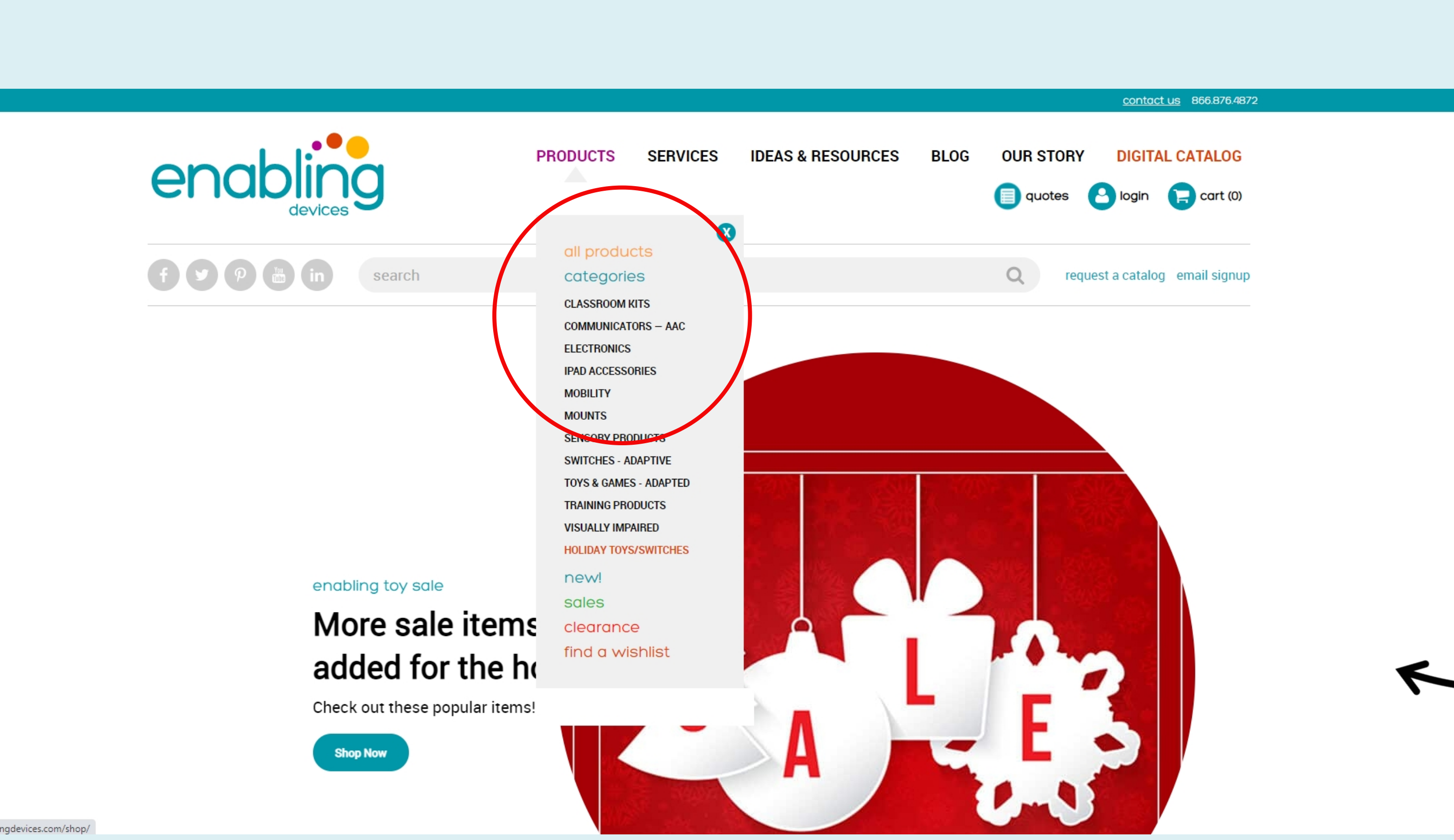
As stated, Enabling Devices is the perfect blueprint for a all-in-one resource for families new to buying AAC devices. The site has a wide selection of options available, but can appear overwhelming for first time users.

Here are some ways we think we think we can take the good, the bad, and the ugly and make it work for families.

(scroll to see more)



Original Enabling Devices Home



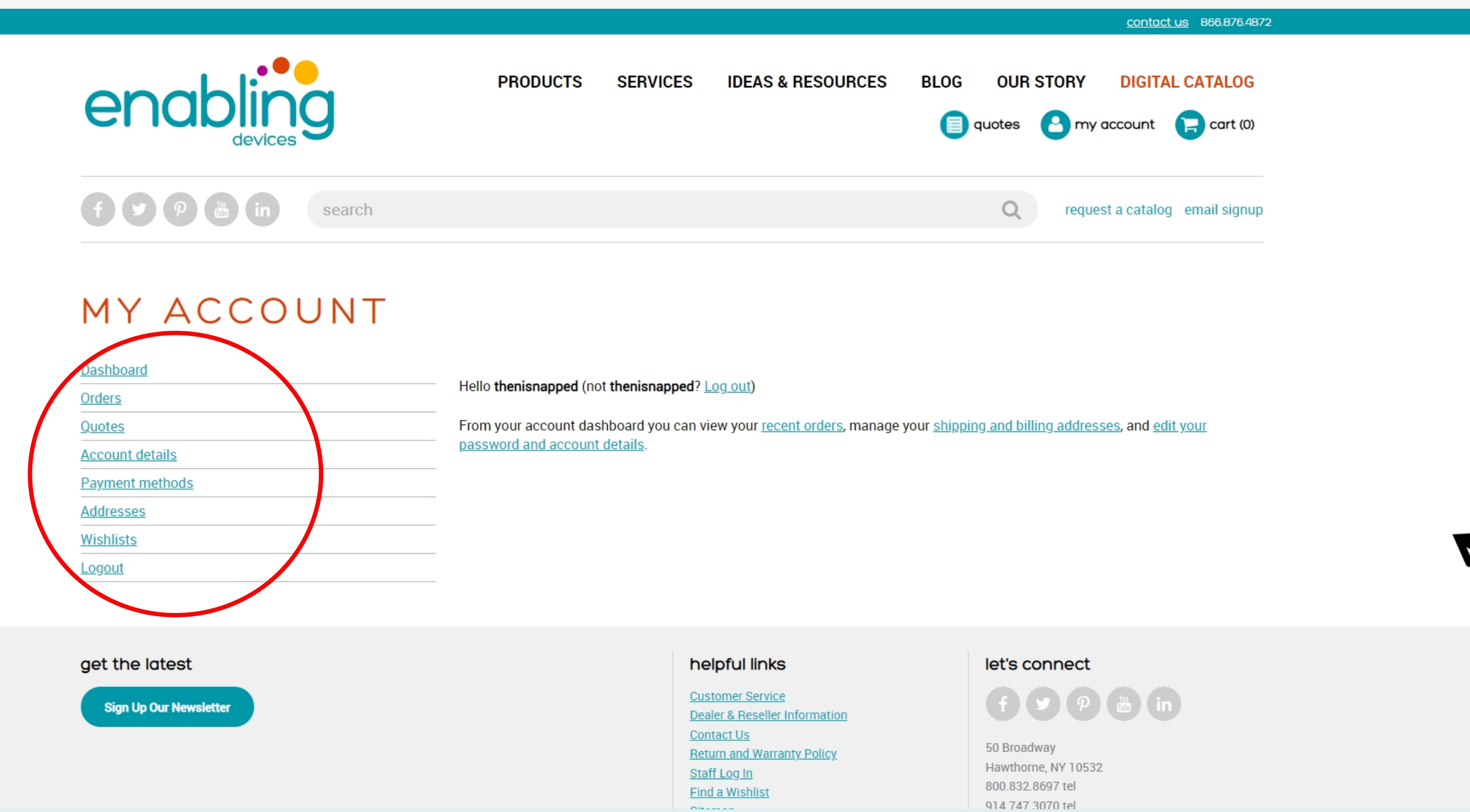
Original Enabling Devices Home

The Home Page and Products Tab are very visually full. The Products Tab has multiple categories, which we felt could be condensed.

Enabling Devices DOES contain a Resources page, however it mainly contains guides and complex excel sheets on how to use various products on the site. We felt this was a great place to include resources and connections to local groups for families with disabilities.



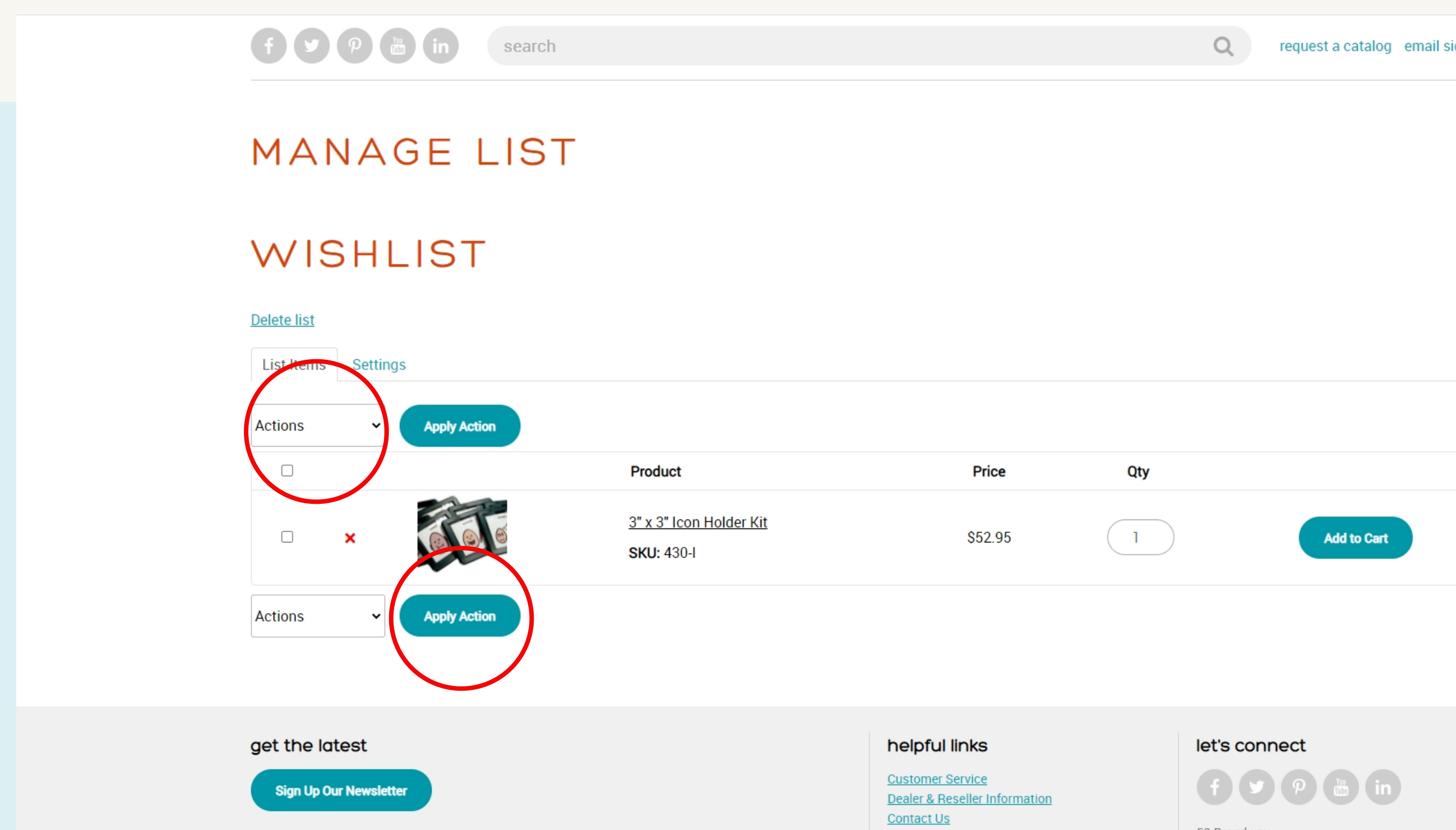
Original Ideas & Resources



Original Profile Dashboard

When a user makes a profile, it is fairly "basic" and more focused on keeping track of orders, account details, and wishlists. But what if it could be used to create a more personalized hub for not just orders and wishlists, but anything you might need to access regarding your child's devices?

Speaking of the wishlists, the Wishlist function of the site is clunky and doesn't promote much other than the basic function of saving something for later. There is not a ton of clarity as to what the Action buttons are meant to do.



Original Wishlist Function

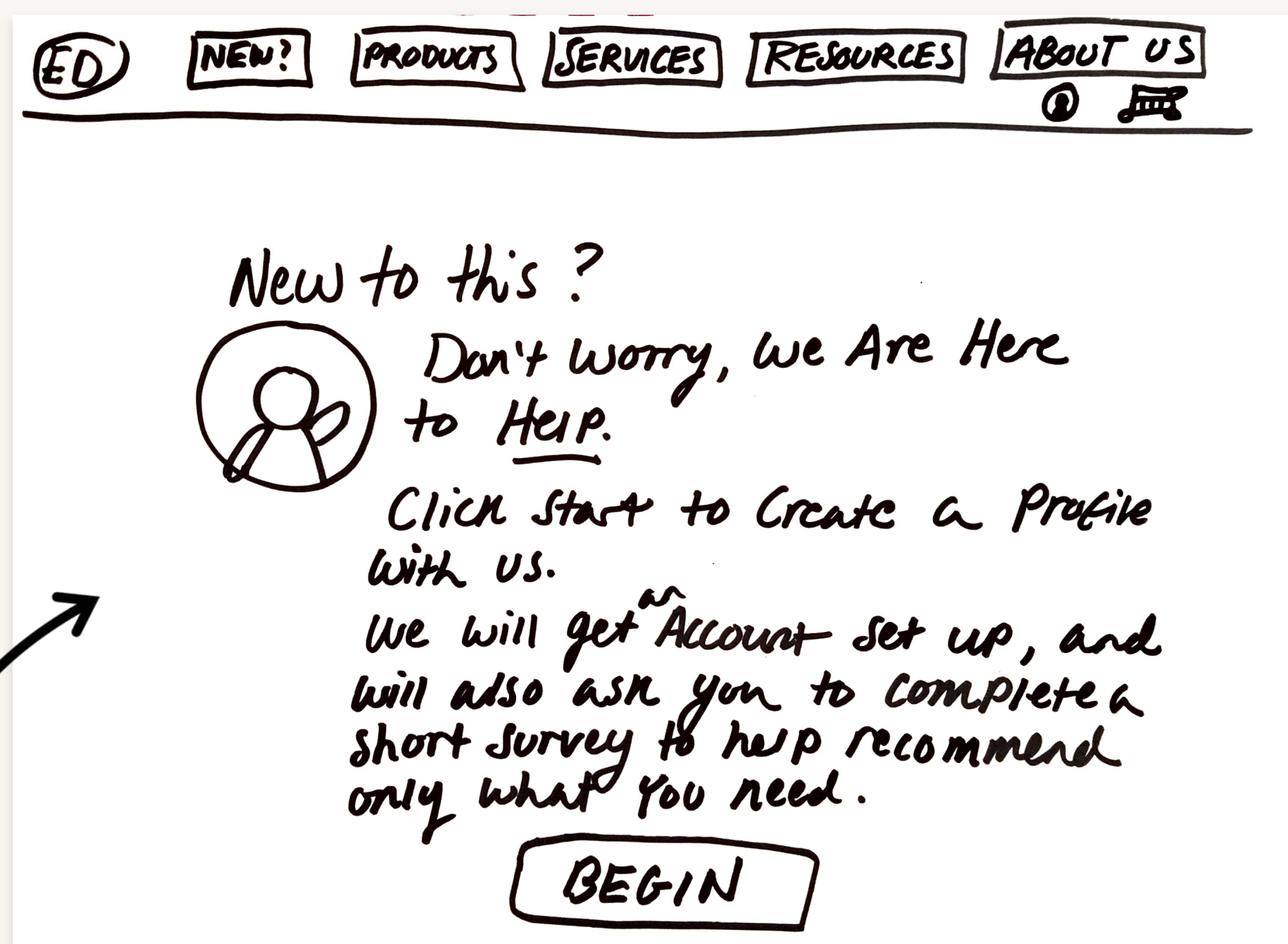


# Lo-Fi Prototyping & Testing

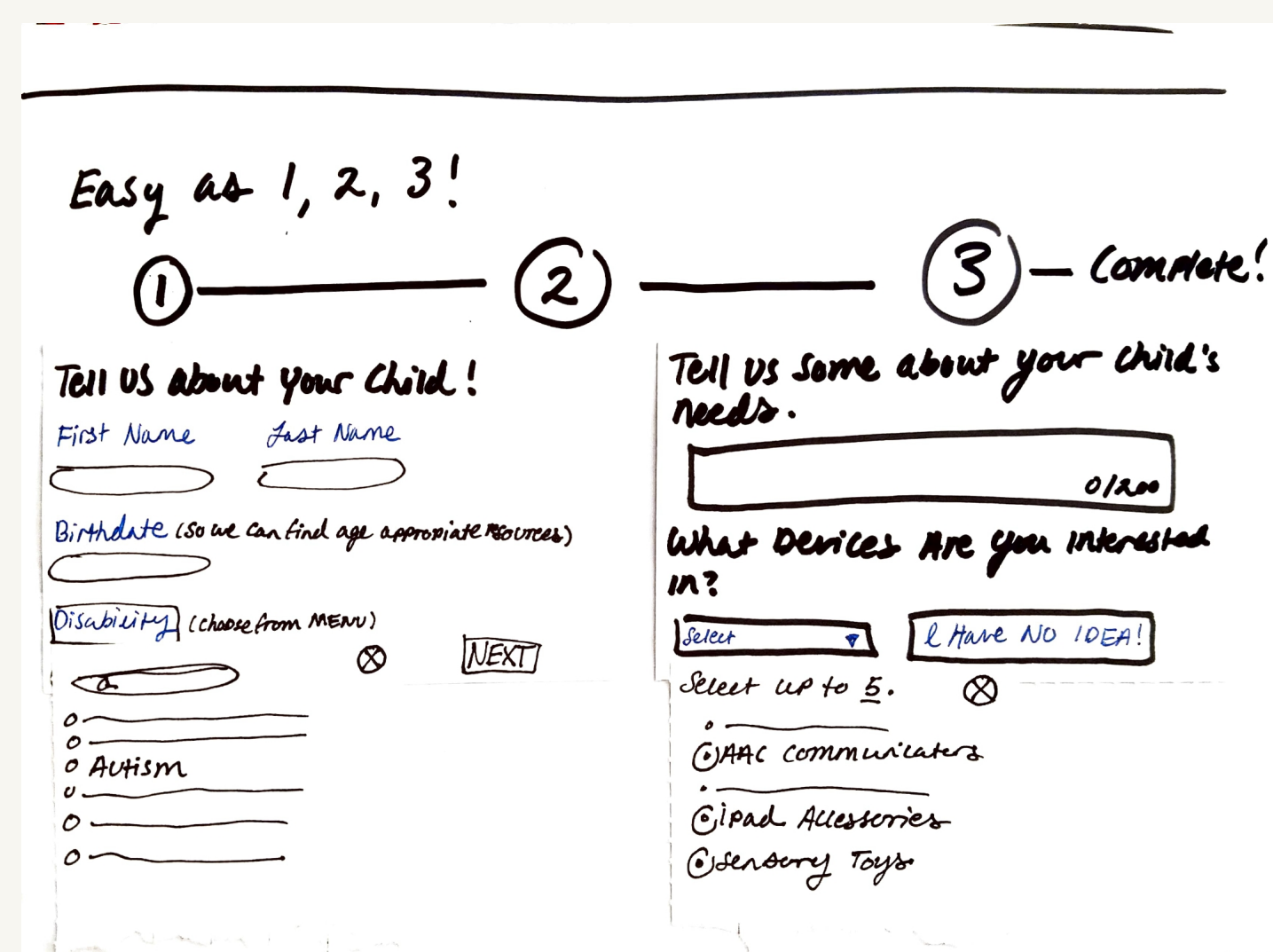
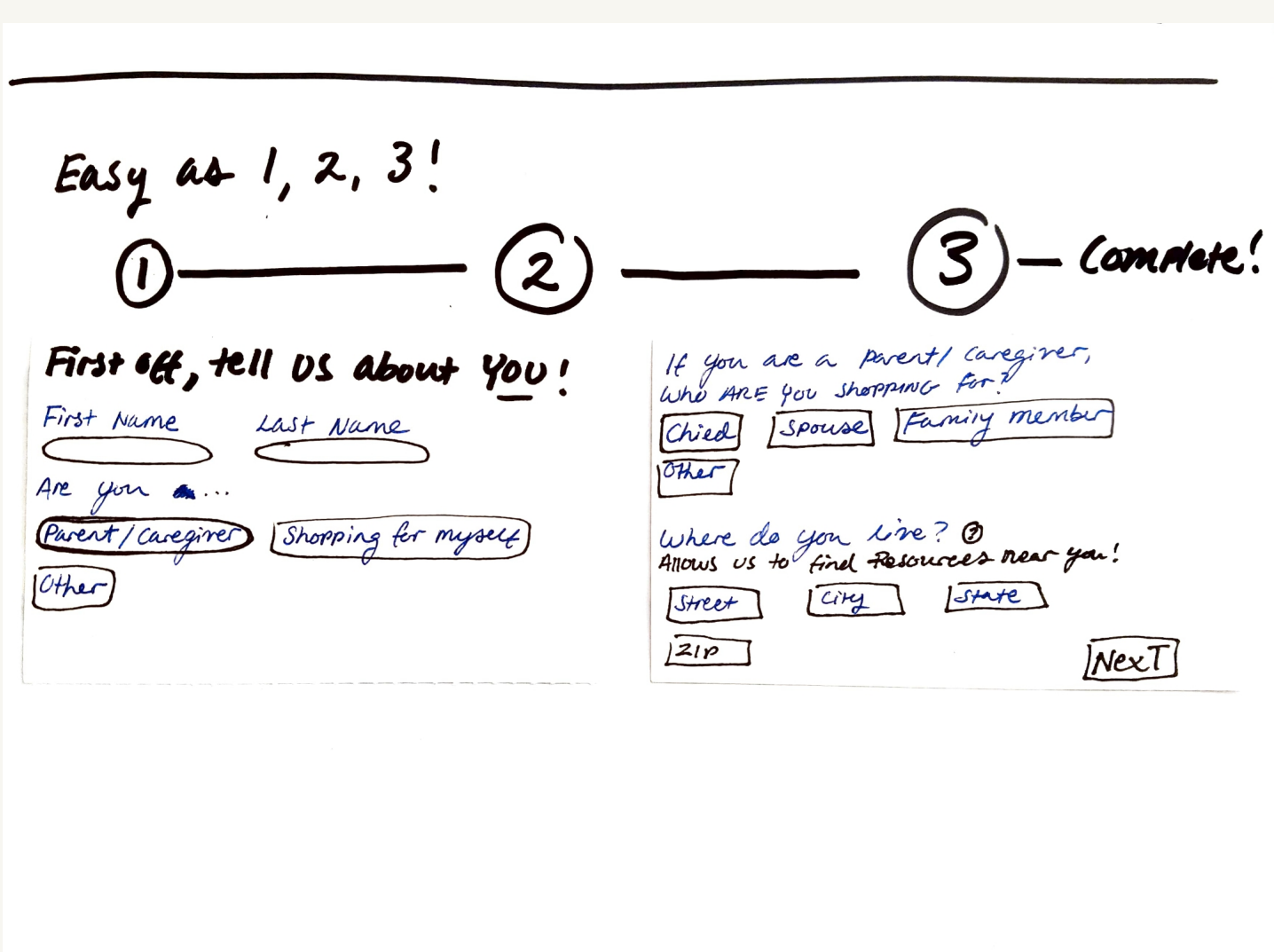
To create a more personalized experience, there will be an onboarding process followed by creating a profile.



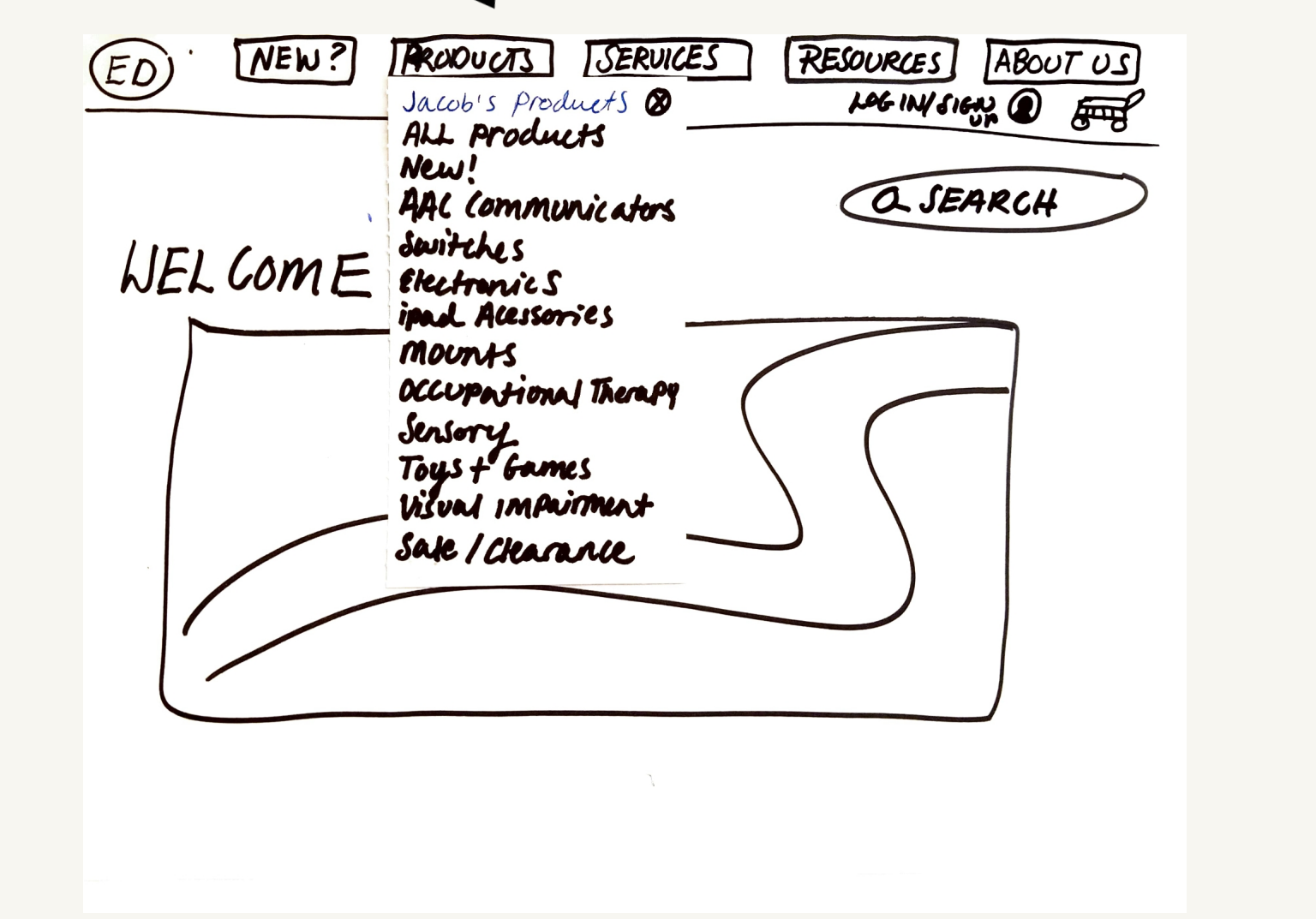
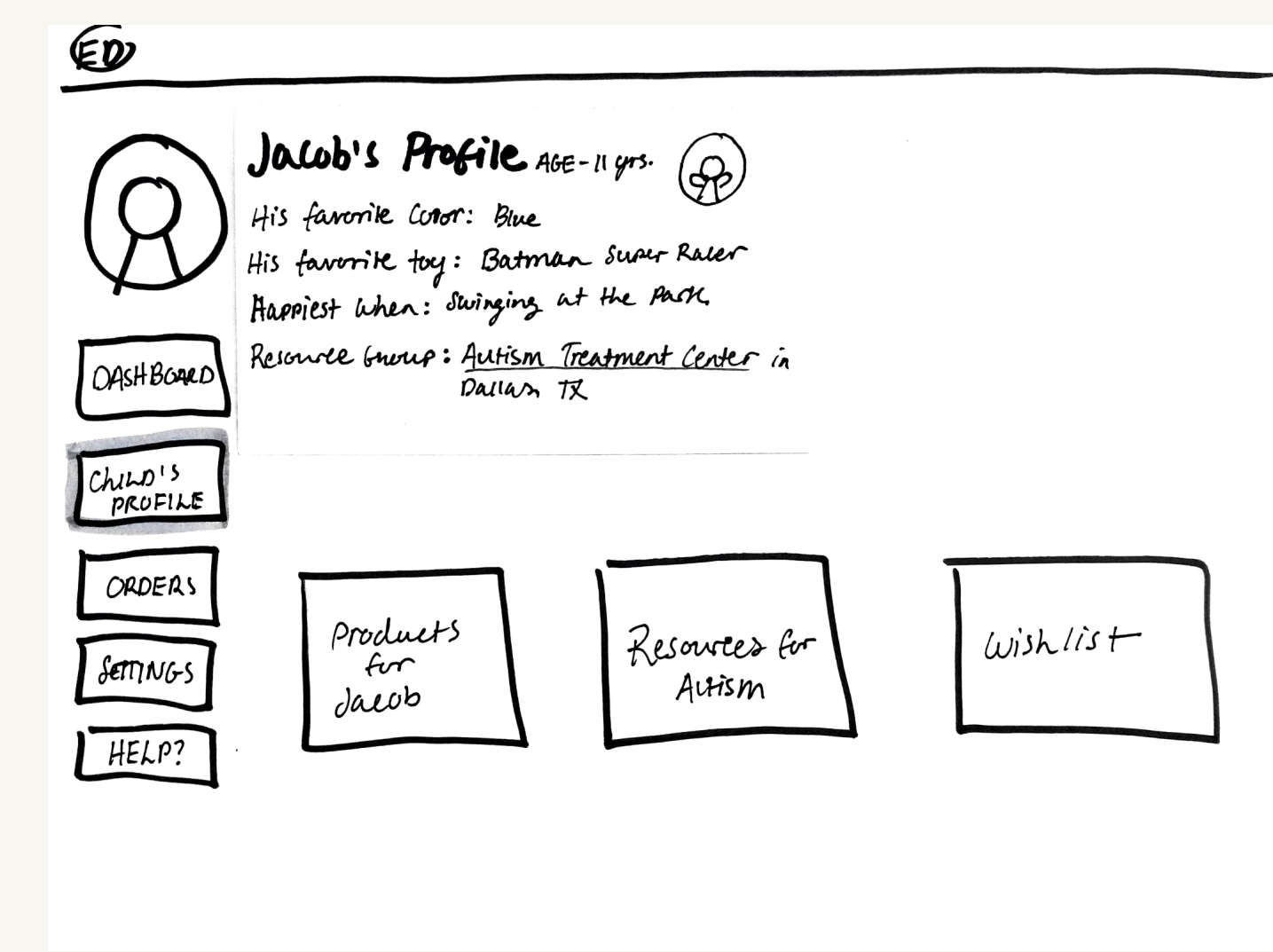
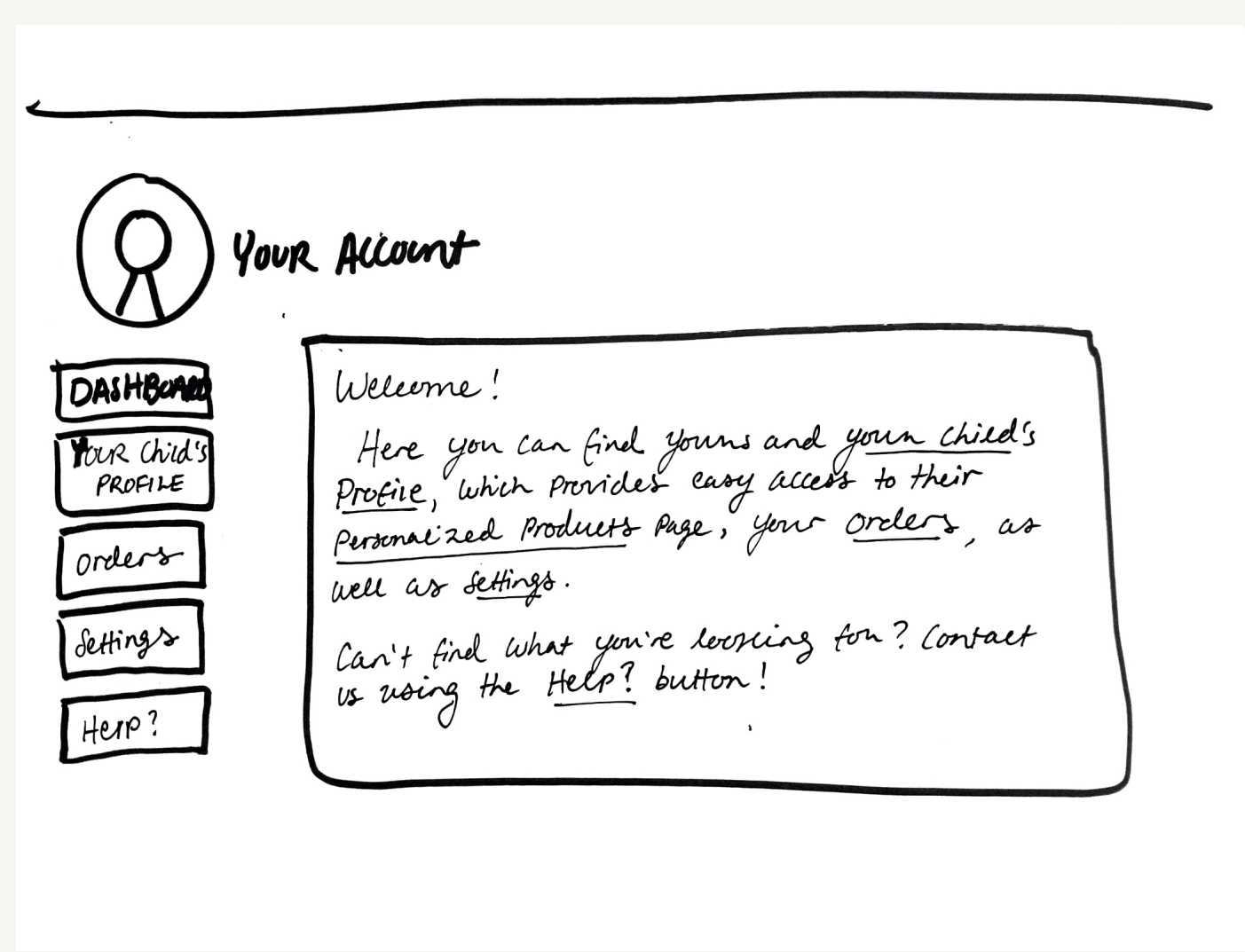
We created a Scenario of Use (SOU) to guide our process of creating new aspects of user-friendliness and personalization to the site. The resulting Williams Family have a eight year old son named Jacob, who has recently been diagnosed with autism. They are purchasing his first AAC device and feel overwhelmed. They want to know where to look for devices and knowing what fits their son's needs best!



Adding an onboarding process that shows the user around the website and how to personalize it, allows the user to not feel overwhelmed.



The user can create a profile in three easy steps. These steps give information on who they are shopping for, why they are shopping, and how to view their personalized profile.



The profile page maintains the Dashboard, Orders, and other basic Account Settings, but has the 'Your/Your Child's Profile' tab included.

After clicking on the 'Your/Your Child's Profile' tab, user's can locate personalized products lists, as well as Resources and Wishlists.

User's personalized products will appear at the top of the products list for easy access after making a profile.

# User A/B Testing

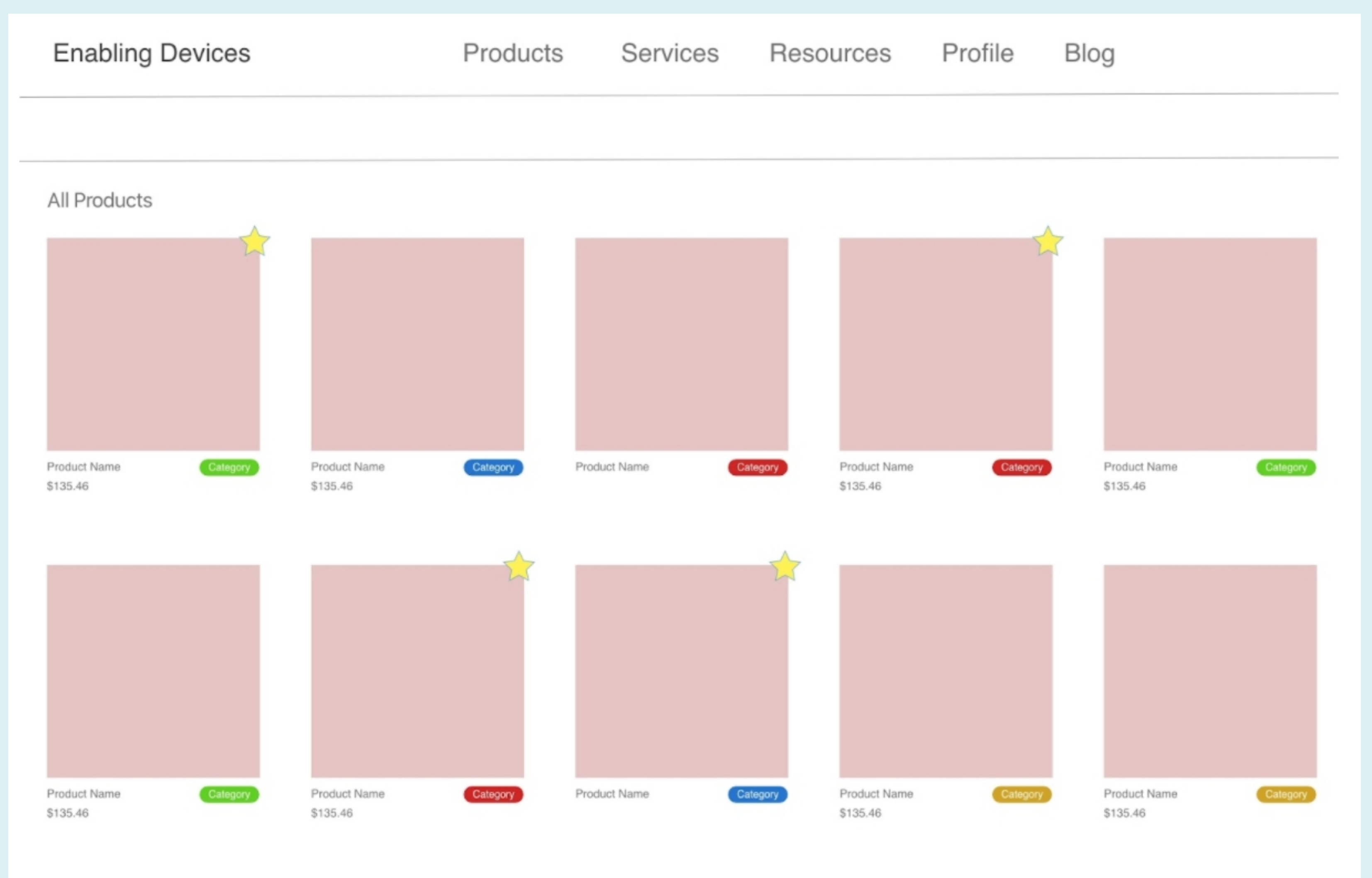
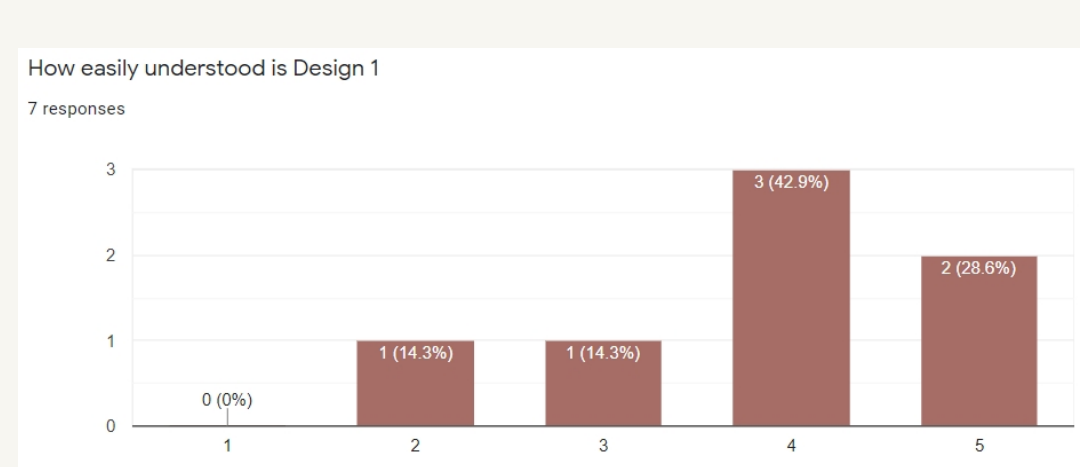
Users were asked to view 3 unique designs that in some way "recommend" products to our users, and were then asked a series of questions regarding their effectiveness.

## Design 1



Users found the star symbol in Design 1 to be quickly recognizable as something marked for them. The problem with the star, however, was that users were unsure if it meant that this product is a favorite, new, or something other than what we intended it to be (recommended).

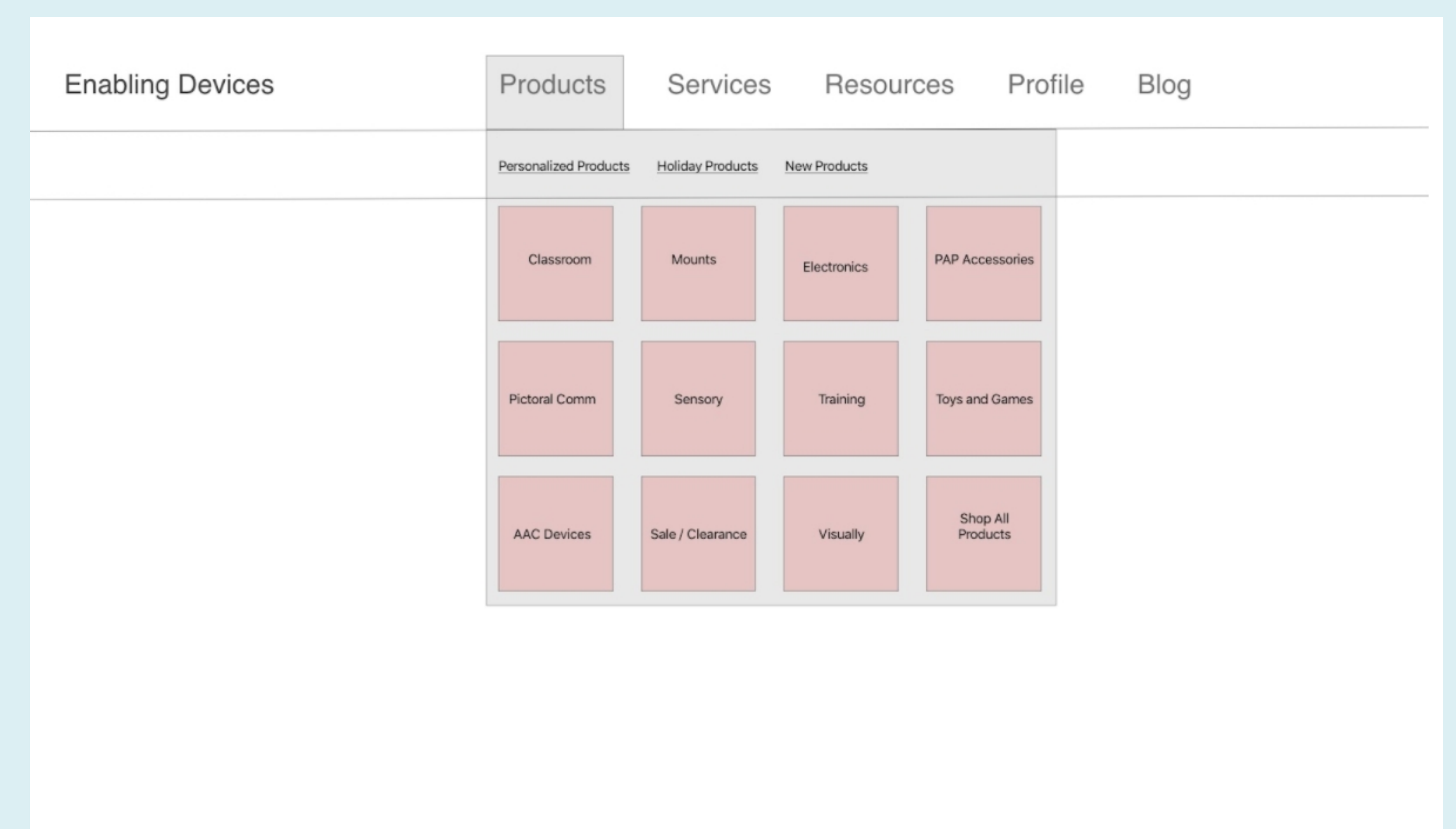
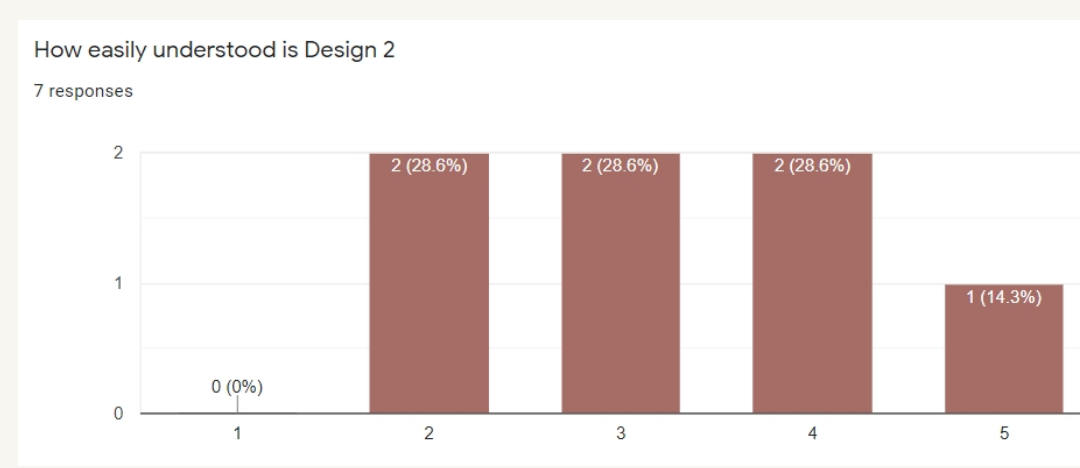
Each design was rated by users in a Likert scale and design 1 ranked 2nd overall in usability.



## Design 2



While Design 2 gave our users the most difficulty compared to the other two options, it served a different purpose in the site as being a reconstruction of the navigation drop downs. We opted to include it as many of the additional comments recommended we do so after making small changes.

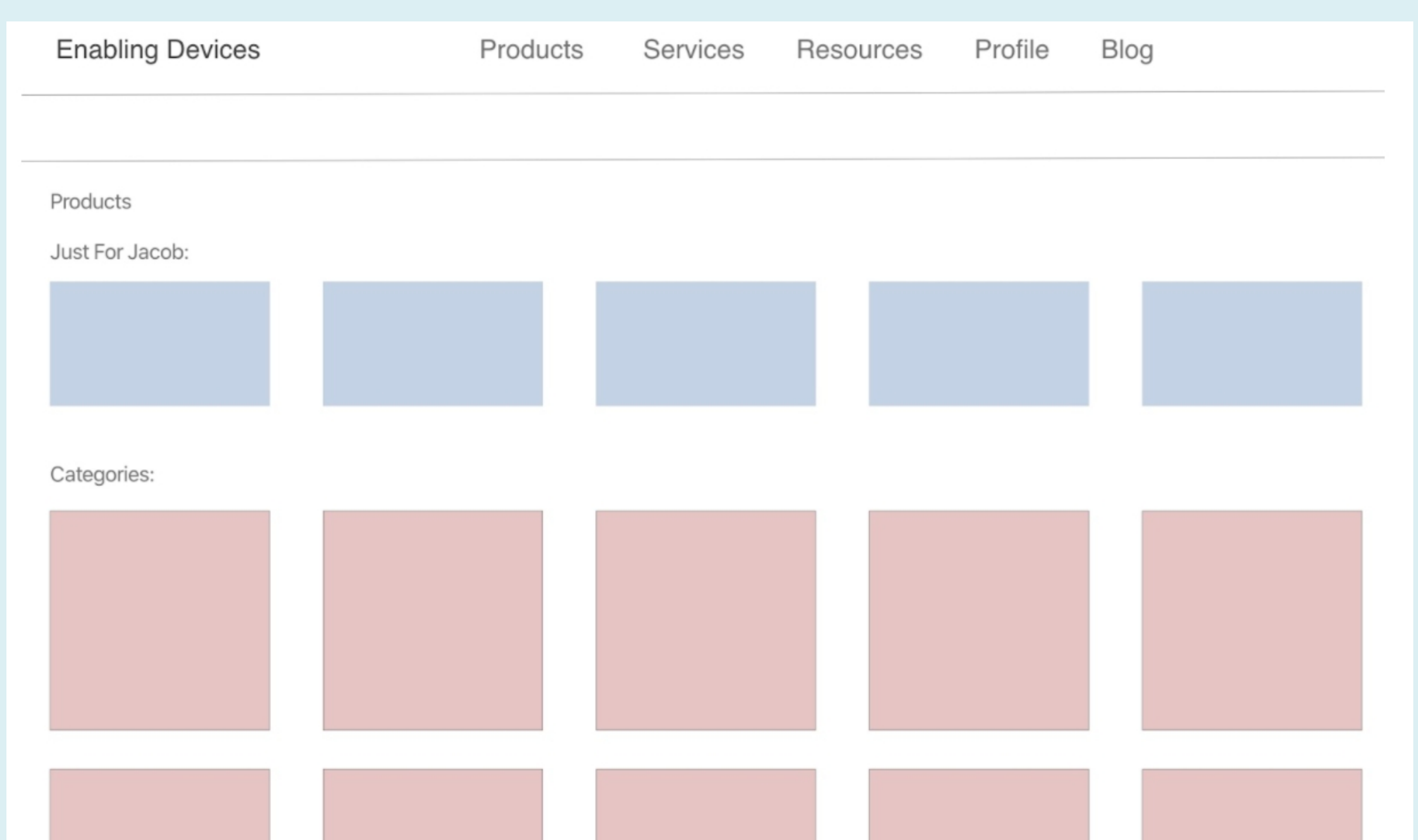
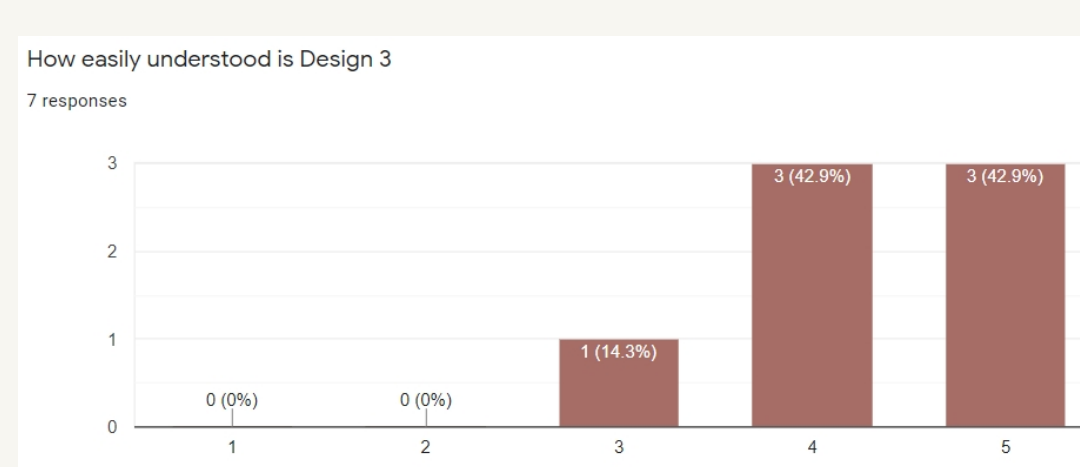


## Design 3



Design 3 was voted the easiest way to find products the site is recommending to the user, with 4 out of 7 responses. Design 1 came behind Design 3 with two total votes, and Design 2 was left with one vote.

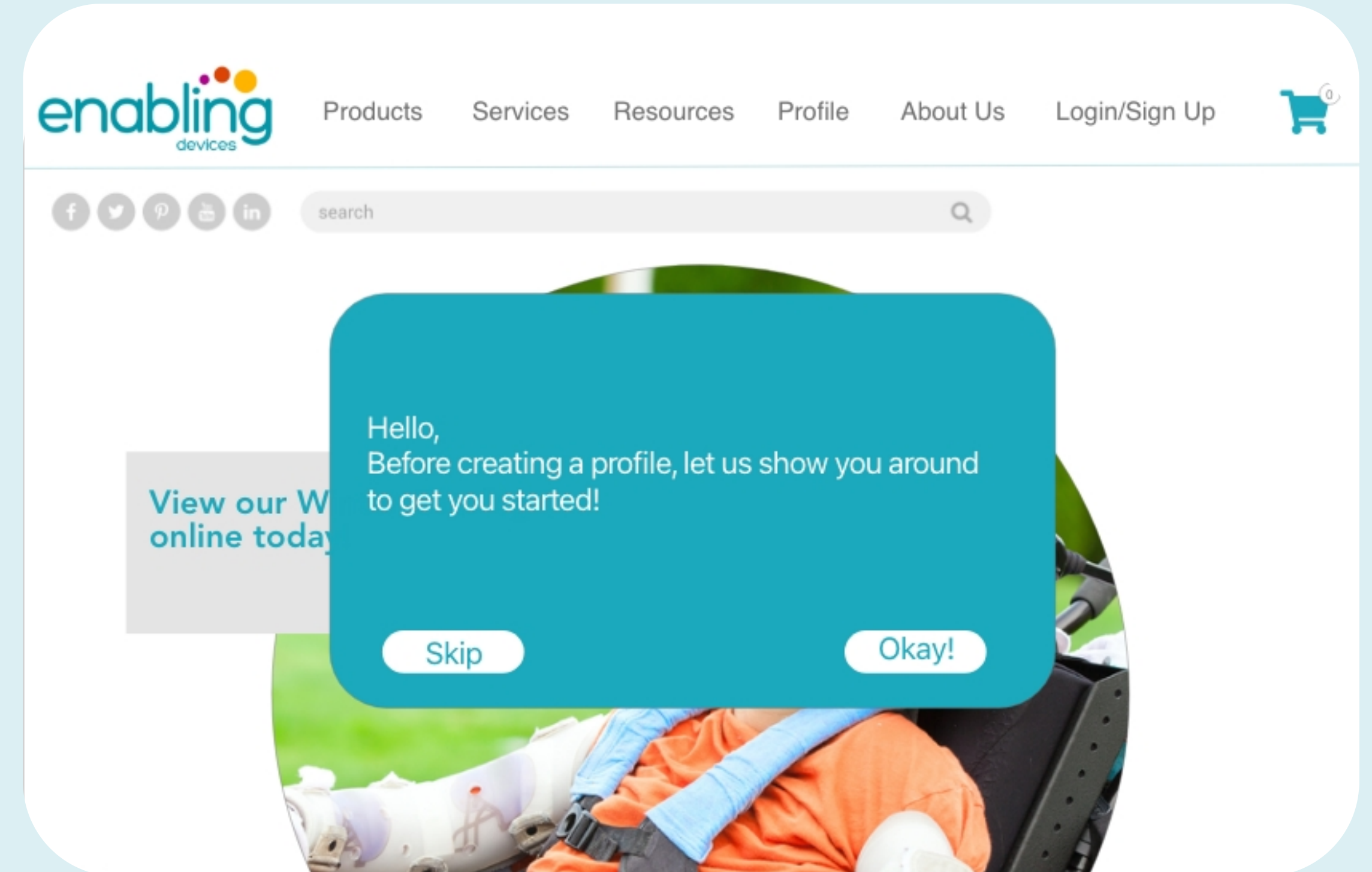
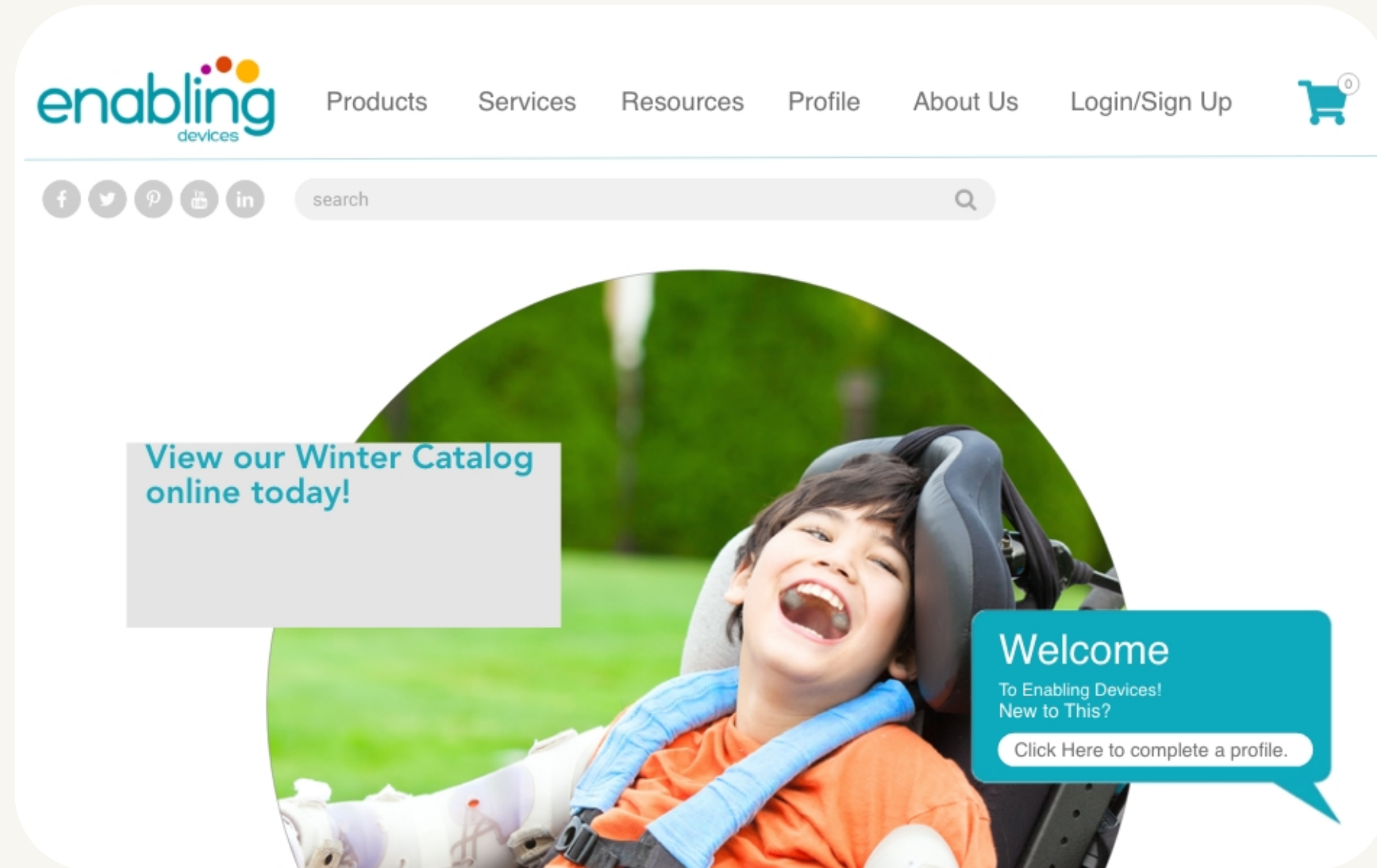
When asked how easy each design was to understand, Design 3 was ranked the highest on our Likert scale, as seen below.



## 03 *Our new designs:*

# Home Screen

To create a more personalized experience, there will be an onboarding process followed by creating a profile.



## 03 *Our new designs:*

# Creating a Profile

The first step will be basic information about the user such as who they are shopping for and their address in order to help them find resources near them.

They will also have the opportunity to be more specific about their child and what their needs are, such as their diagnosis and what products they might be looking for!

But don't worry! The system will provide recommendations even if they don't know what they want yet.

*Here will be drop down menus that will give them a list of options to optimize their results!*

The screenshot shows the 'enabling devices' website's profile creation interface. At the top, there is a navigation bar with links for Products, Services, Resources, Profile, About Us, and Login/Sign Up, along with a shopping cart icon. The main heading is 'Create a profile in 3 easy steps.' Below this is a progress bar with three steps: 1 (Completed), 2 (Active), and 3 (Upcoming). The active step contains the following form elements:

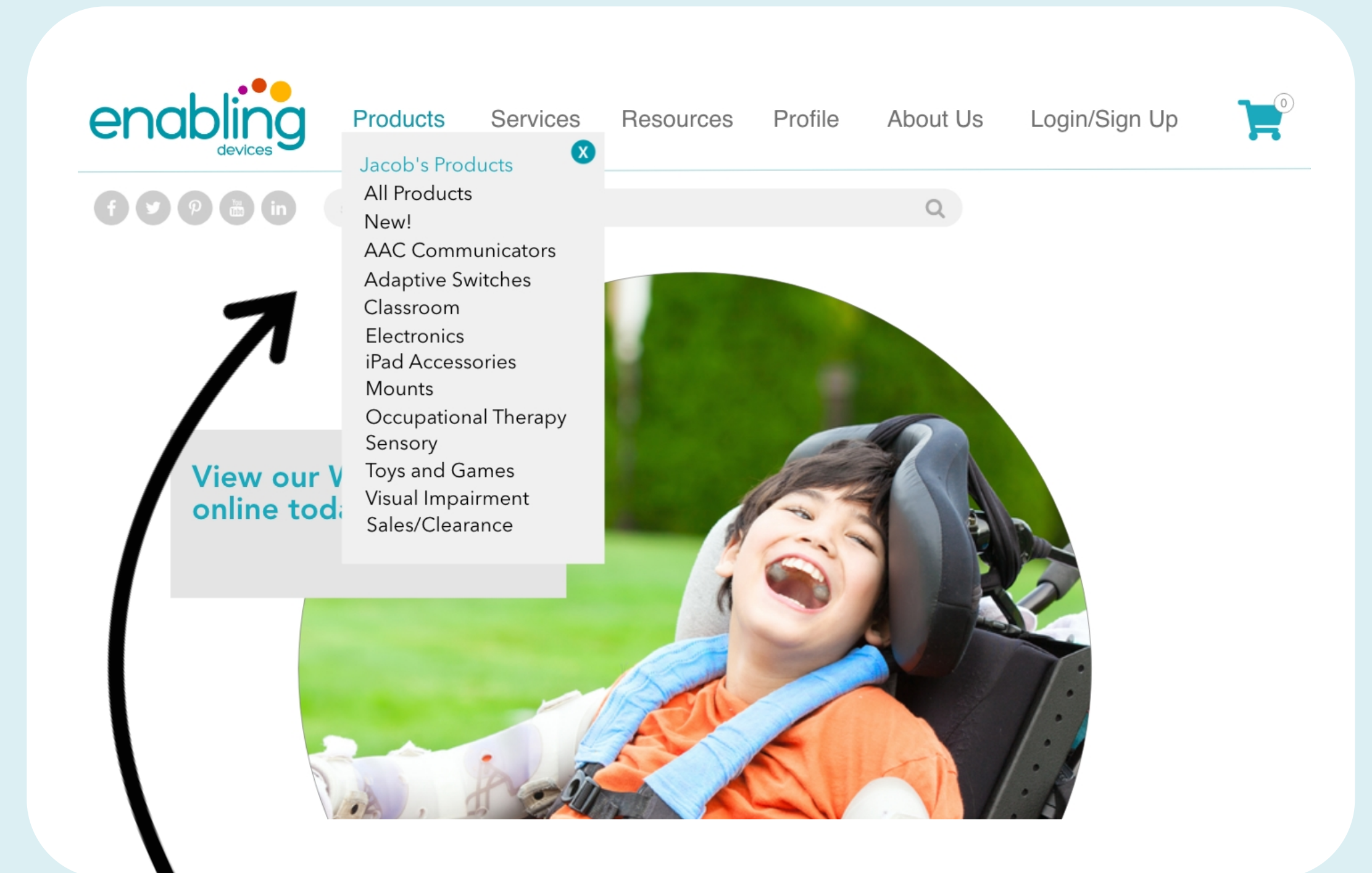
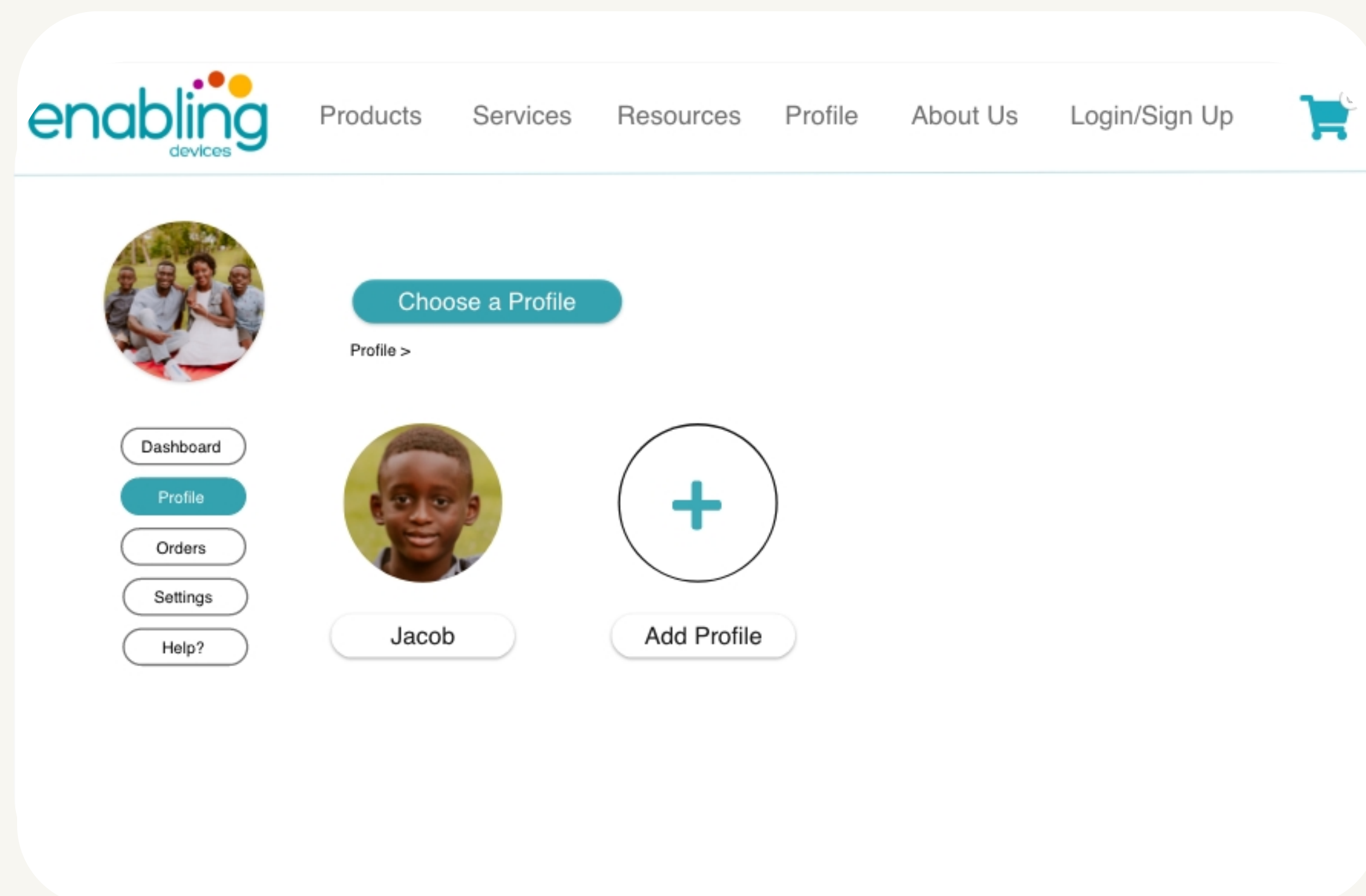
- Text: 'Great! Tell us more about your child.'
- Text: 'What is your child's name?' with an input field containing 'Jacob'.
- Text: 'Birthdate' with an input field.
- Text: 'What is your child's disability?' with a subtext 'Select all that apply.' and a dropdown menu showing 'Autism'.
- Text: 'What type of Augmentative and alternative Communication product are you looking for?' with a subtext 'Select all that apply.' and a dropdown menu showing 'AAC Devices'.
- Buttons: 'Back' and 'Next'.

An arrow points from the text below to the dropdown menus in the form.

## 03 Our new designs:

# Profile Page

The User can create a profile to keep track of saved items, add multiple profiles, and track their orders. The profile saves all of the users preferences which allows them to be able to have a personalized products page to further customize the experience.

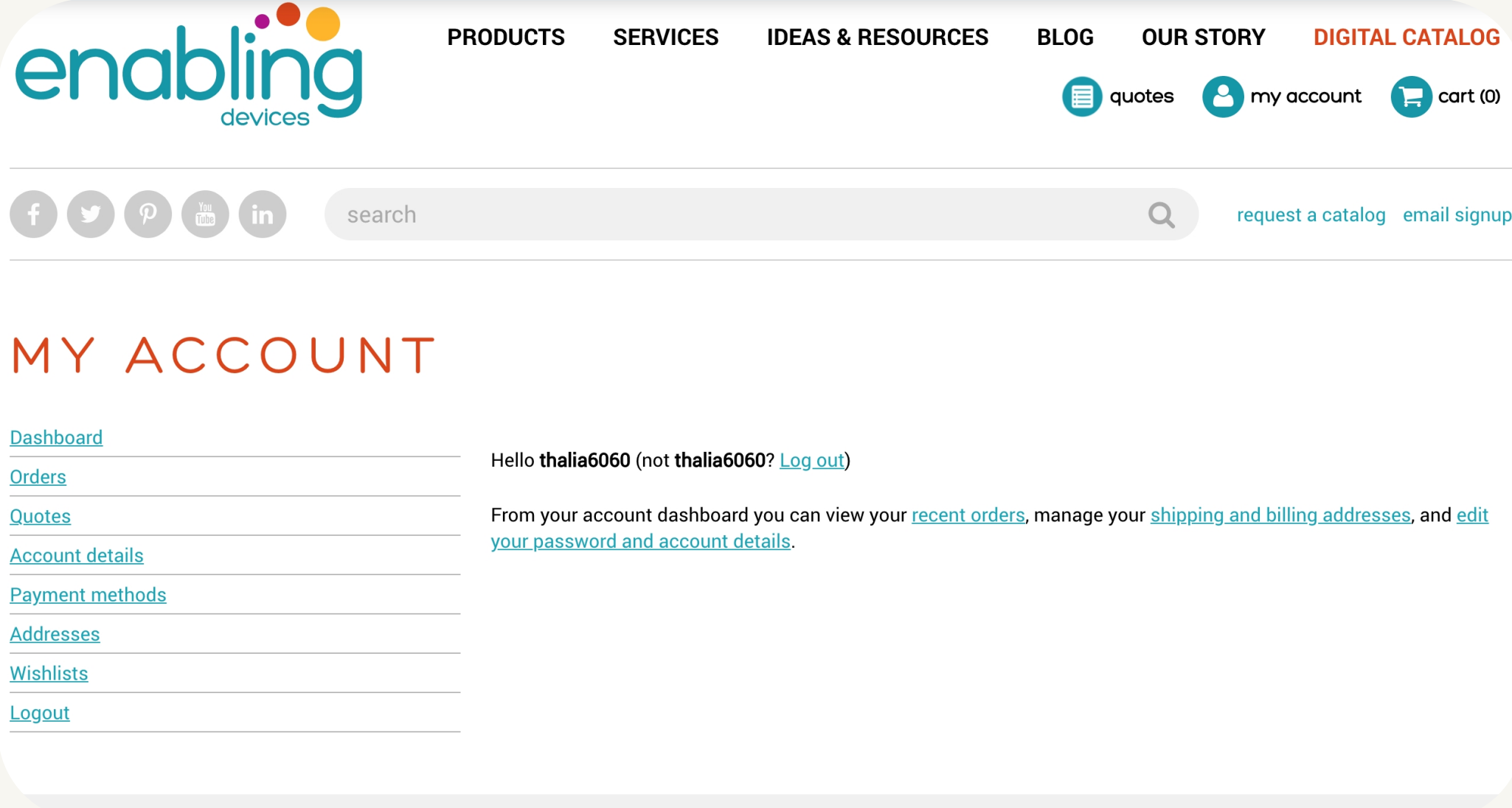


*After making a profile, all Recommended Products chosen just for Jacob can be accessed here in the products tab! Easy peasy!*

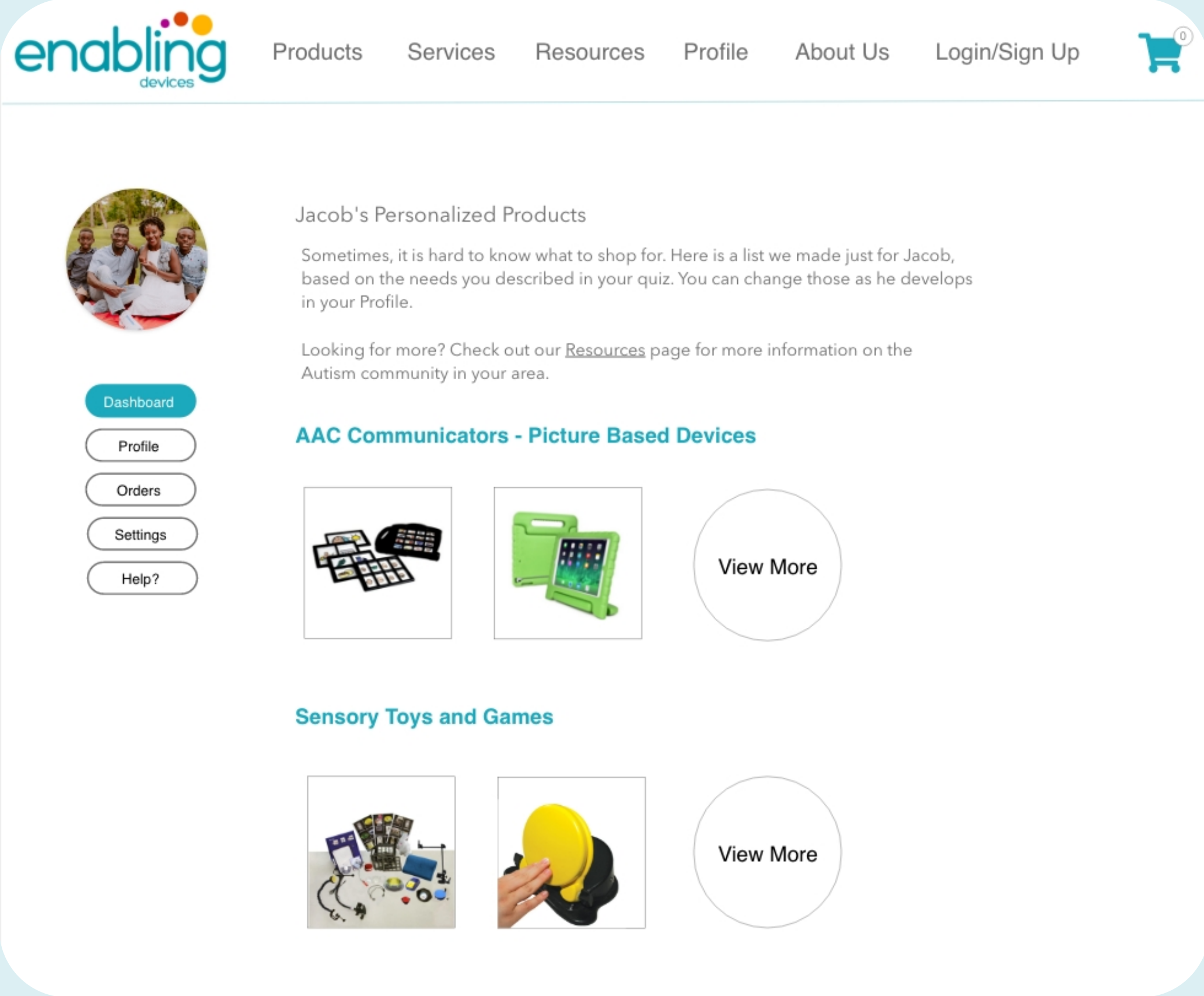
# 03 Our new designs:

## Personalized Products

Having a personalized products page allows the user to get recommended products before they start shopping. This feature will allow the user to feel like they are receiving more guidance during their first product purchase.



Original website profile page

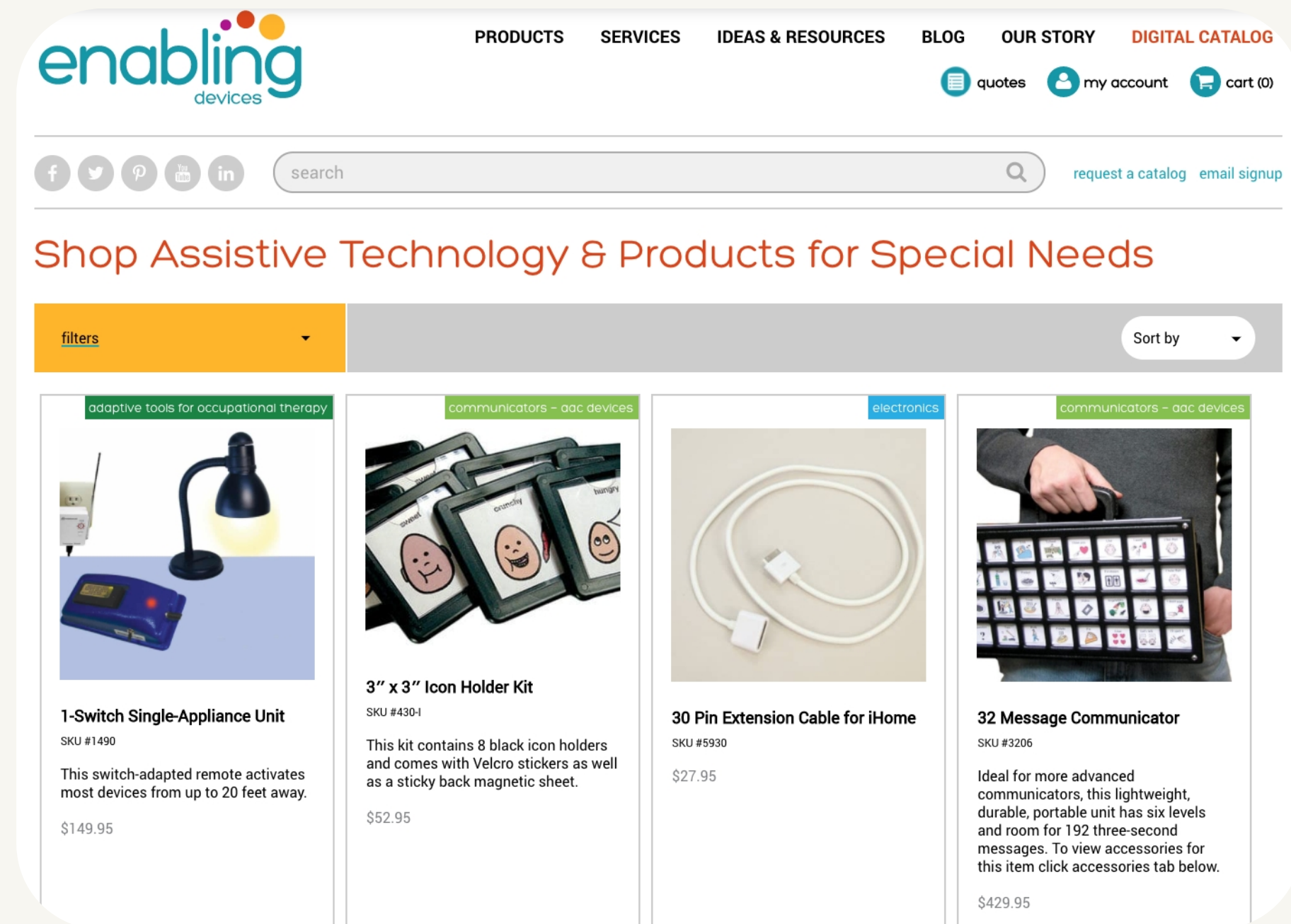


Updated Profile Page

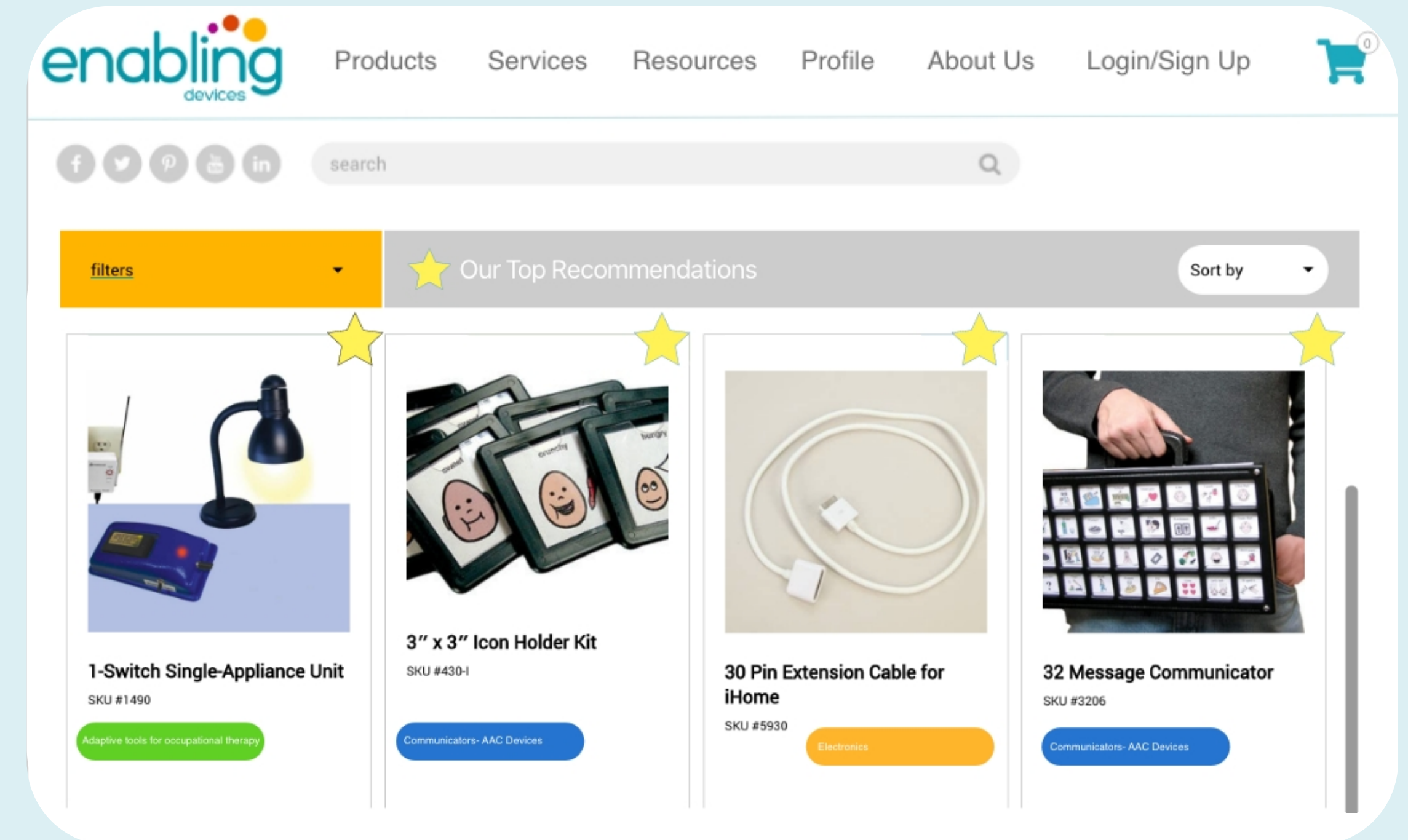
## 03 Our new designs:

# Products Page

The products tab will reveal the users personalized products on the top row as they browse. It will also reveal more information about the product after it has been selected and there will be a feature to compare the products.



Original website products page



Updated Products Page

# Key Takeaways

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## Research Findings

In our findings we found a large pain point in the pre-existing site came with an abundance of information to anyone unfamiliar with our company.



## Checking the boxes

Our solution is cost effective and helps update much needed parts of the site for new customers. Our changes do not disrupt the older clients from still being able to use the site while bettering the overall experience.



## Why personalization?

While some stages were already in place, for example a "wish list" function, added personalization was a quick way to help out our target audience without breaking the bank.



## How it impacts you

To put it short, these changes are going to make you money. Customers report higher interaction with apps and sites that give effective recommendations to them and help them through the purchasing process.

# Looking To The Future

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## Further research

Our case study was able to gain a lot of insight, but under further development we would like to conduct further interviews with our audience and conduct a little more research to improve our recommendations.

## Increased marketing

As we talked about earlier, there are a lot of parents that are unaware of the services we provide at Enabling Devices. Marketing our site to parents of newly diagnosed children would greatly increase site usage and sales.

## Website design improvements

Over the course of our study, the design team found graphic improvements to be recommended for parts of the site that go beyond the ones we've presented here that range from minor information changes and site reworks.

## Expanding the brand

While our design may only be intended for parents or caretakers new to our site, with small adjustments the new tool could be aimed towards customer retention and increasing repeat business.



# Thanks for reading!

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