

SARA X IDEO

portfolio review

HI THERE!

I'M SARA 🐝

🎓 Human Centered Design & Engineering @ UW

❤️ Being outside, avocados, and doodling

😞 slow wifi, bananas, and snakes



OUTLINE

intro

numi

monumental change

questions & crit

NUMI

an interactive travel experience complete with a mobile application and an interactive travel lounge.

My role: UX Designer/ Researcher

Duration: 6 Months



PROBLEM

space

“COVID is like this invisible monster who is most ferocious when you leave your bubble, Reports of the new, ‘more contagious’ [strain] of COVID has made me apprehensive to even begin planning anything.”

“I’ve always been fearful of making the wrong decisions, but COVID has only heightened the level of anxiety these decisions carry because I’m not only choosing them based on price and desire but also safety,”



PROBLEM

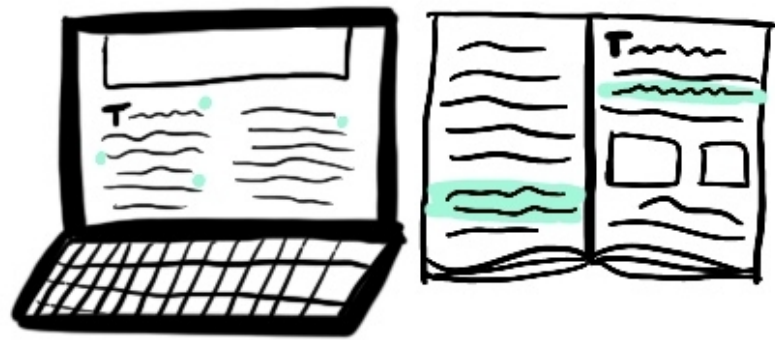
statement

How might we support safe,
spontaneous international travel
for young travelers in a post-
pandemic era?

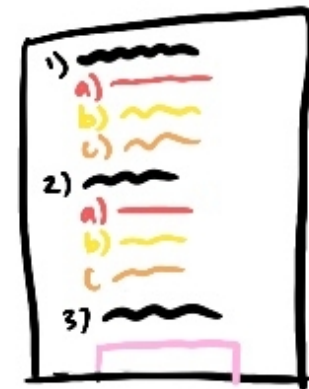


RESEARCH

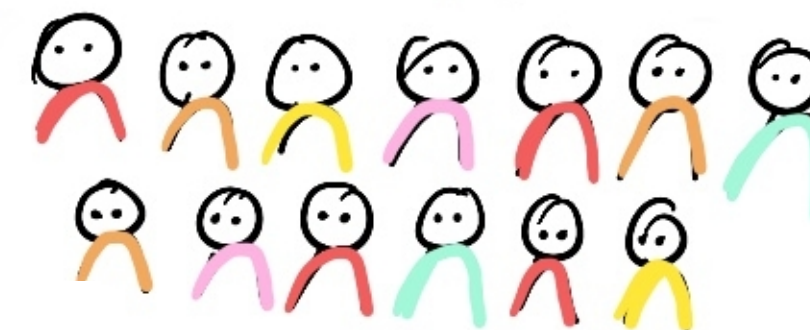
process



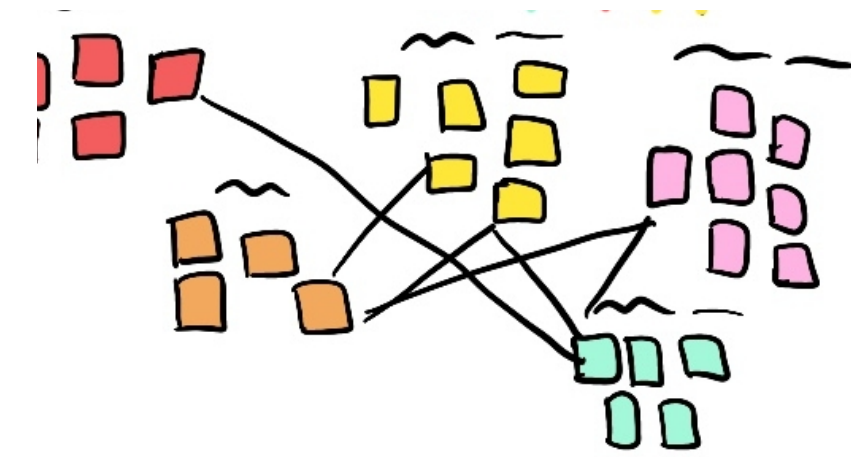
market research/
literature review



traveler habits
surveys



traveler
interviews



affinity
mapping

RESEARCH

insights



travelers cross
reference formal &
informal information
sources/ resources



travelers have
negative association
with being in close
proximity to others



travelers feel
empowered when
they have autonomy
over their experience

SYNTHESIS

Persona

Dillon

Novice Traveler

ABOUT

22, Single, Lives in a college town

TRAVEL TOOLS



TRAITS

Overwhelmed by navigating new spaces, excited to travel abroad for the first time

When it comes to personal travel, I just don't wanna be by myself. That makes me a little nervous—being in an unfamiliar place—especially if I don't speak the language.

GOALS

- Book accommodations with seamless, entirely online experience
- Find local public transit guidance
- Plan activities on-the-go

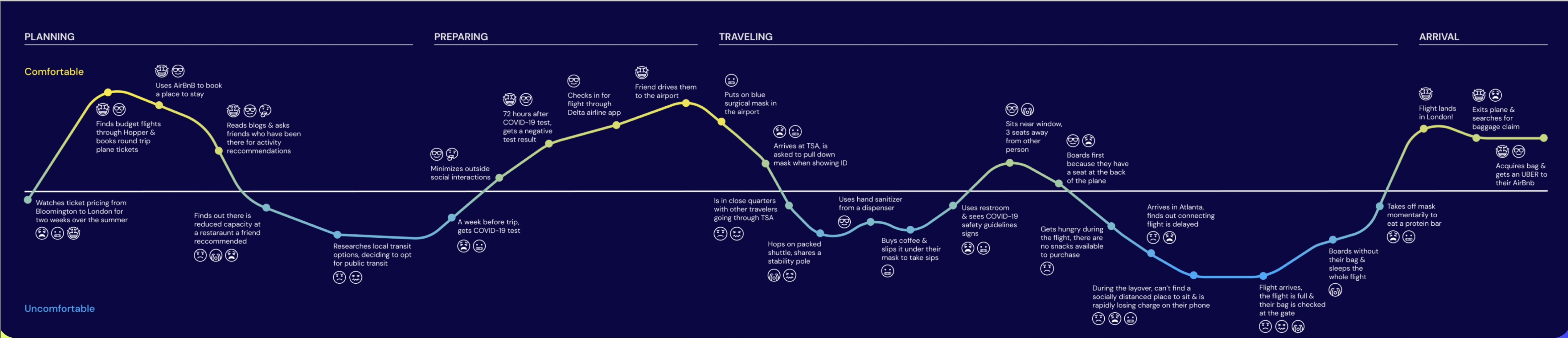
PAIN POINTS

- No cell service outside Airbnb
- Adapting to cultural norms
- High travel expenses with limited budget
- Long customer service phone calls
- COVID unexpectedly affecting plans



SYNTHESIS

User Journey Map

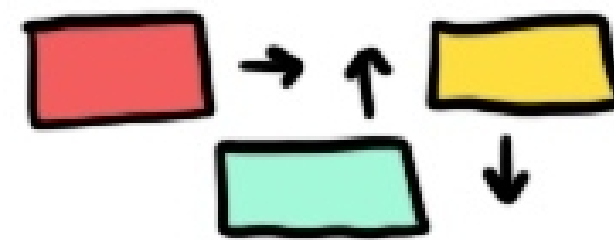


SYNTHESIS

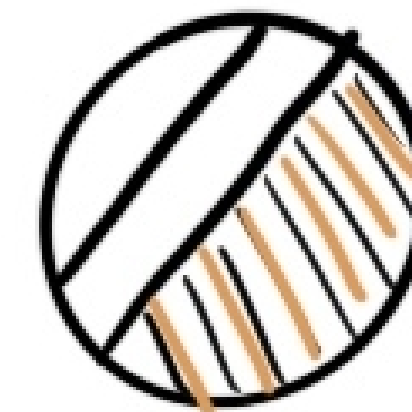
Design Requirements



Covid-19 Cautious



Customizable



Transparent



Culturally aware



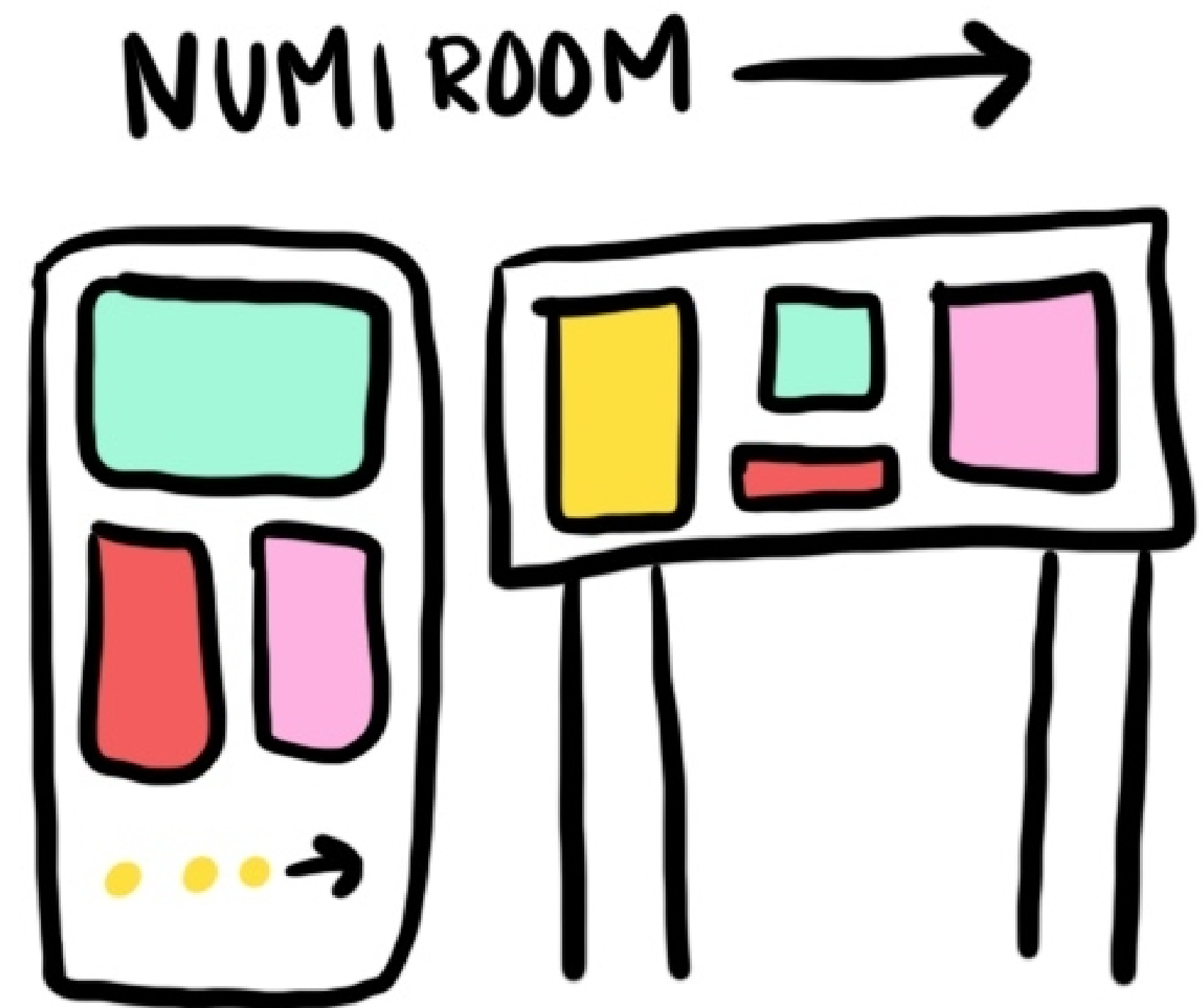
Informative



Flexible

OUR SOLUTION

A design system for a seamless travel experience including a mobile application, lounge, and touchscreen IOT device.



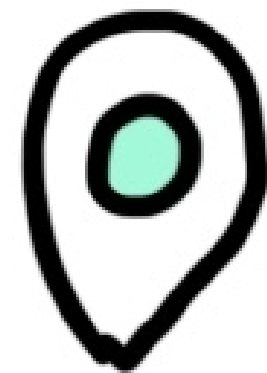
DESIGN

App Features



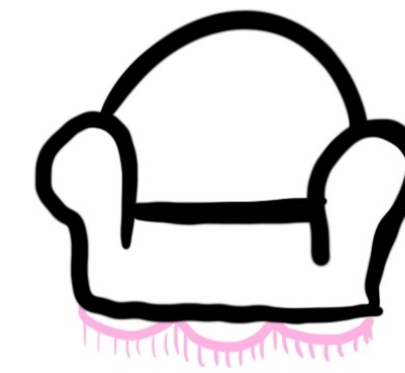
Trips

- book & plan trips
- budgeting tool



Explore

- browse activities
- advanced filter



Numi Room

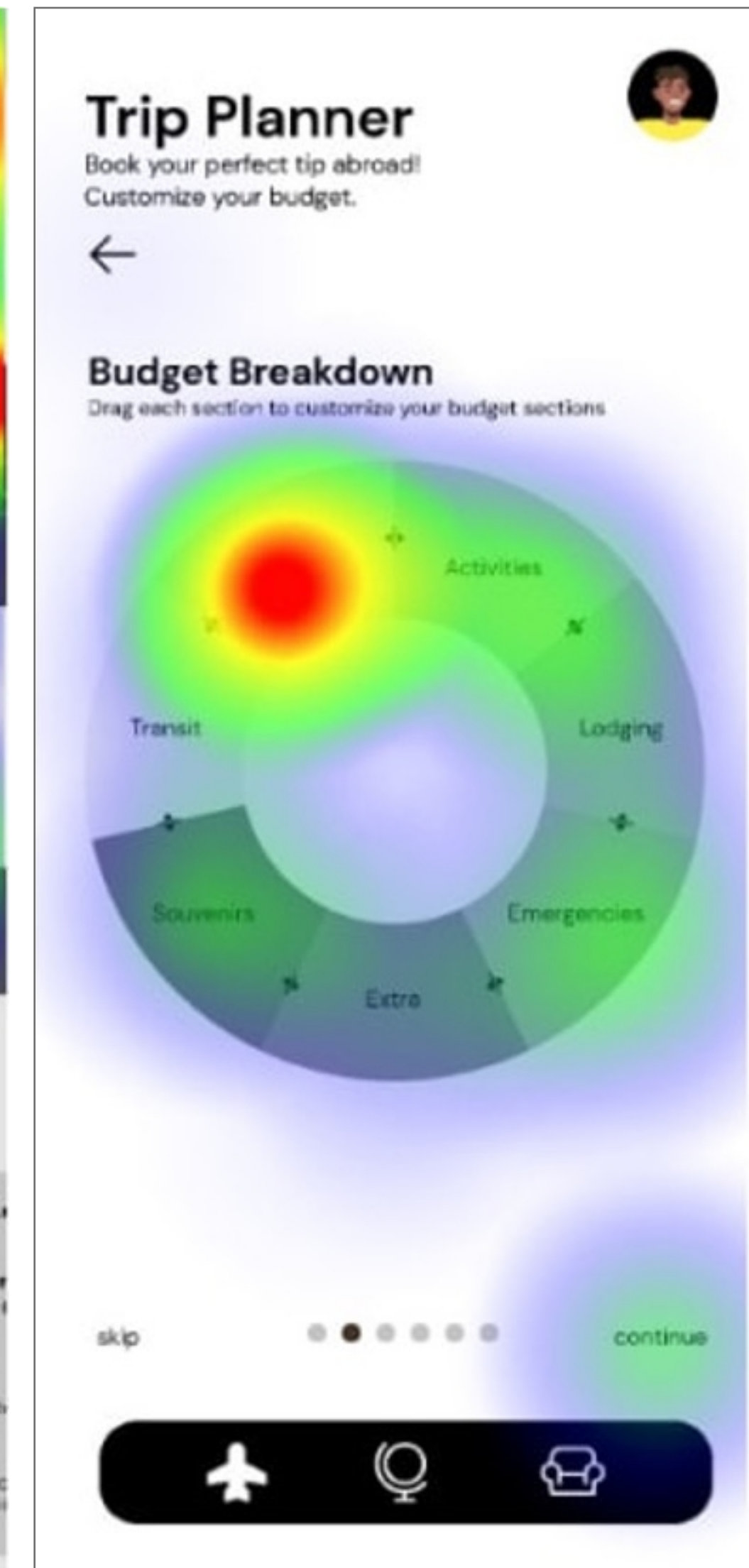
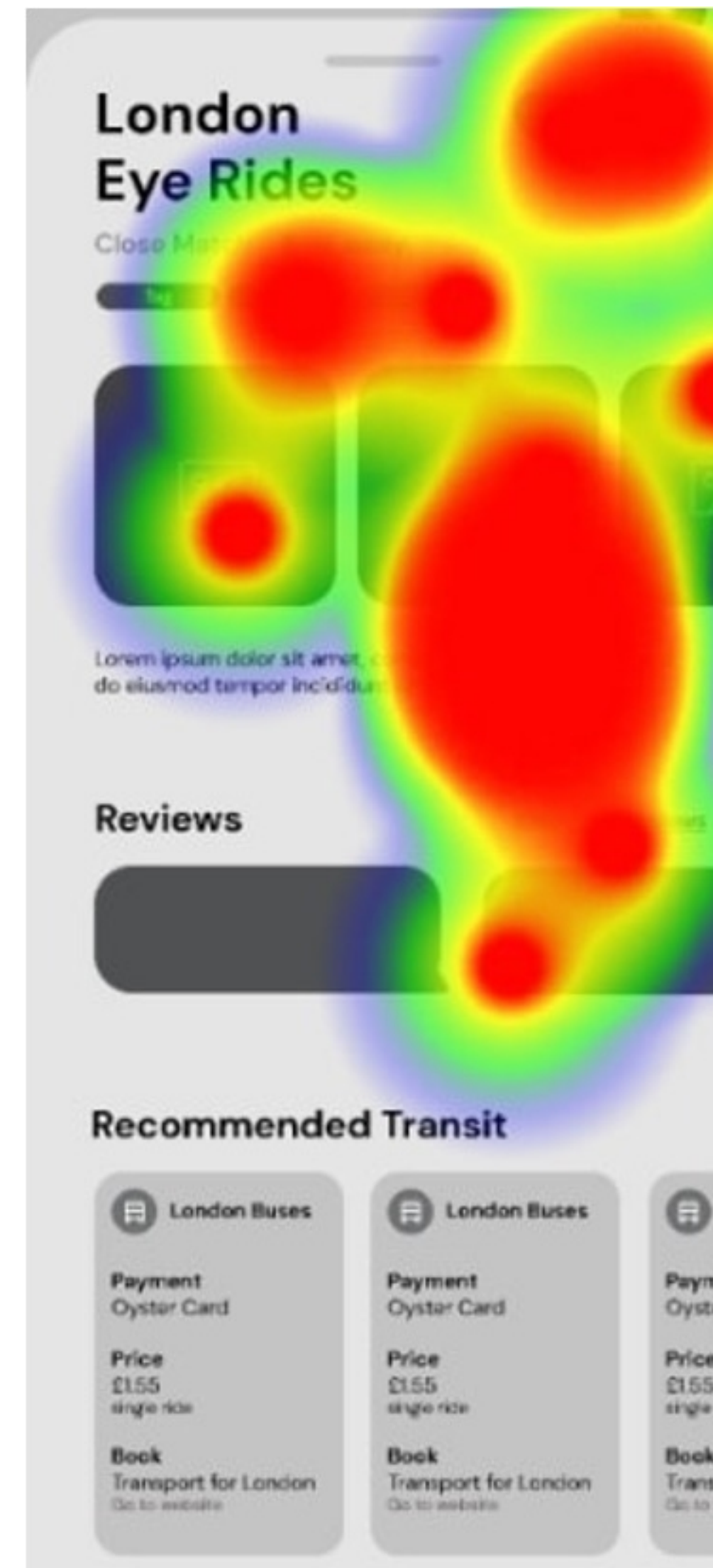
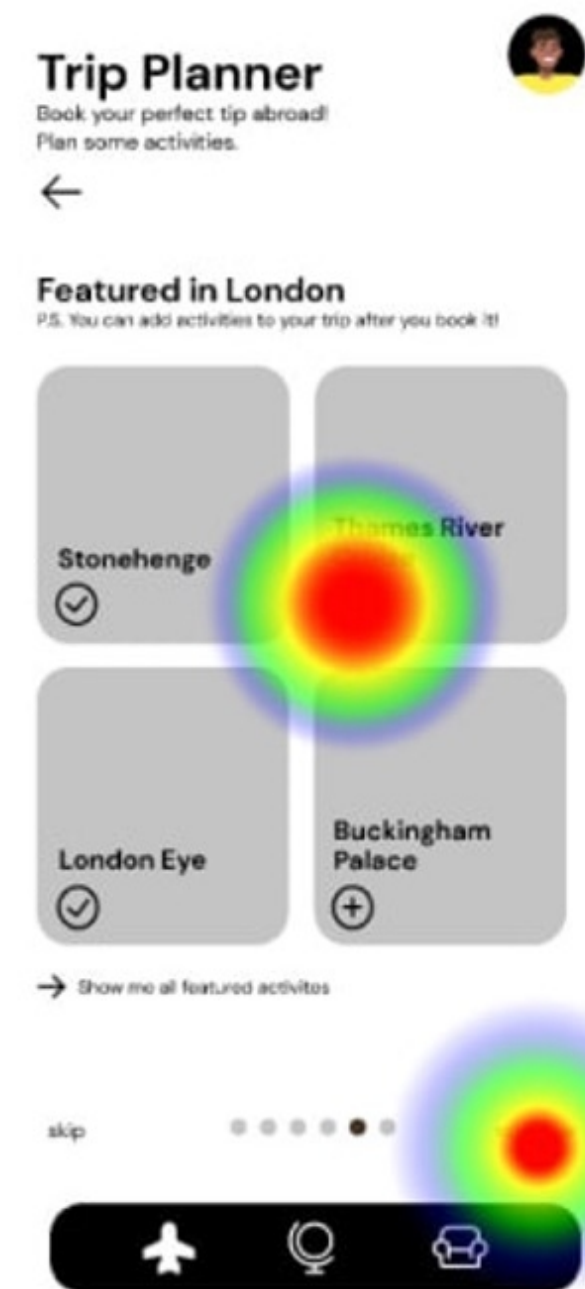
- reserve a pod
- relax before trips!

EVALUATION

Usability Testing

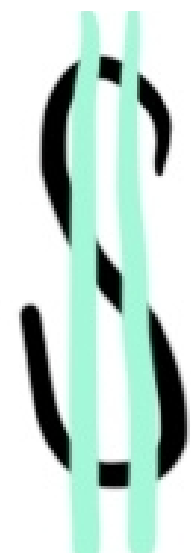
📌 100%

The **misclick rate** is high: 1 tester misclicked and could have got lost! In a finished product this can lead to lost users. Bring back users by improving this screen.

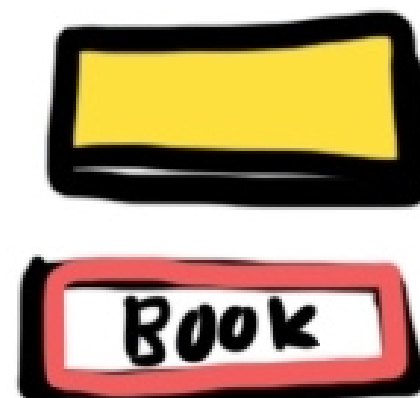


EVALUATION

insights



Make budget feature
more intuitive



Create clearer CTA's
to book adventures



Add hotels to the
travel booking flow

PRESENT

onboarding walkthrough here!

PRESENT

watch video here!





PROBLEM

statement

How might we support ongoing discussion of who and what should be memorialized in our country?

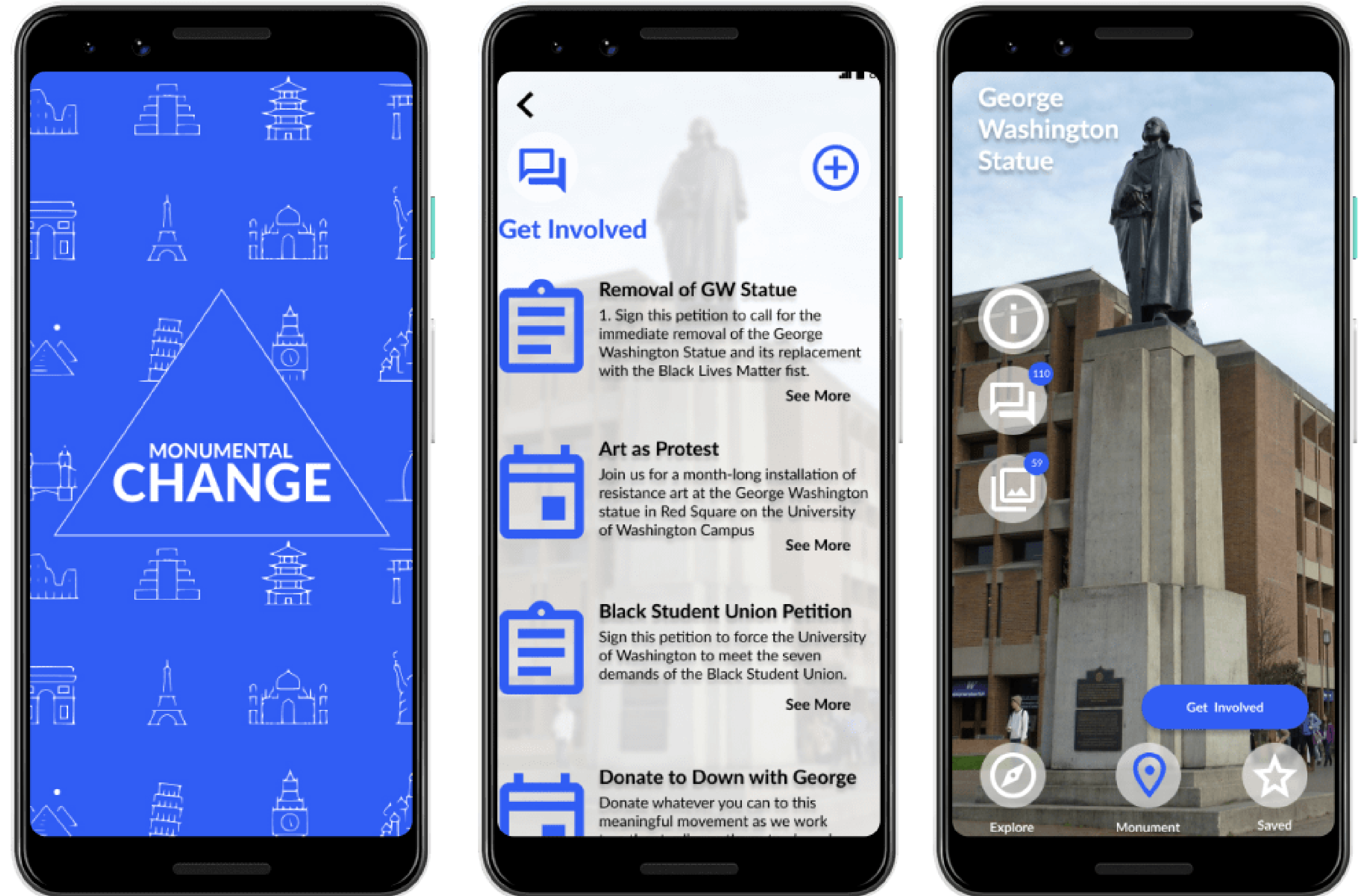


MONUMENTAL CHANGE

An augmented reality application for learning history of monuments from a BIPOC perspective

My role: UX Designer/
Project Manager

Duration: 24 hours :)



SYNTHESIS

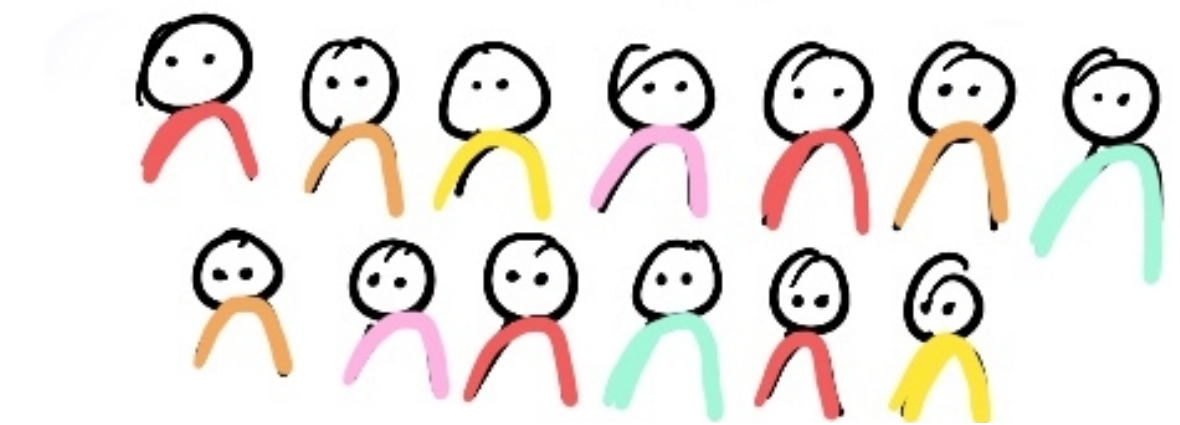
Design Requirements



Amplify



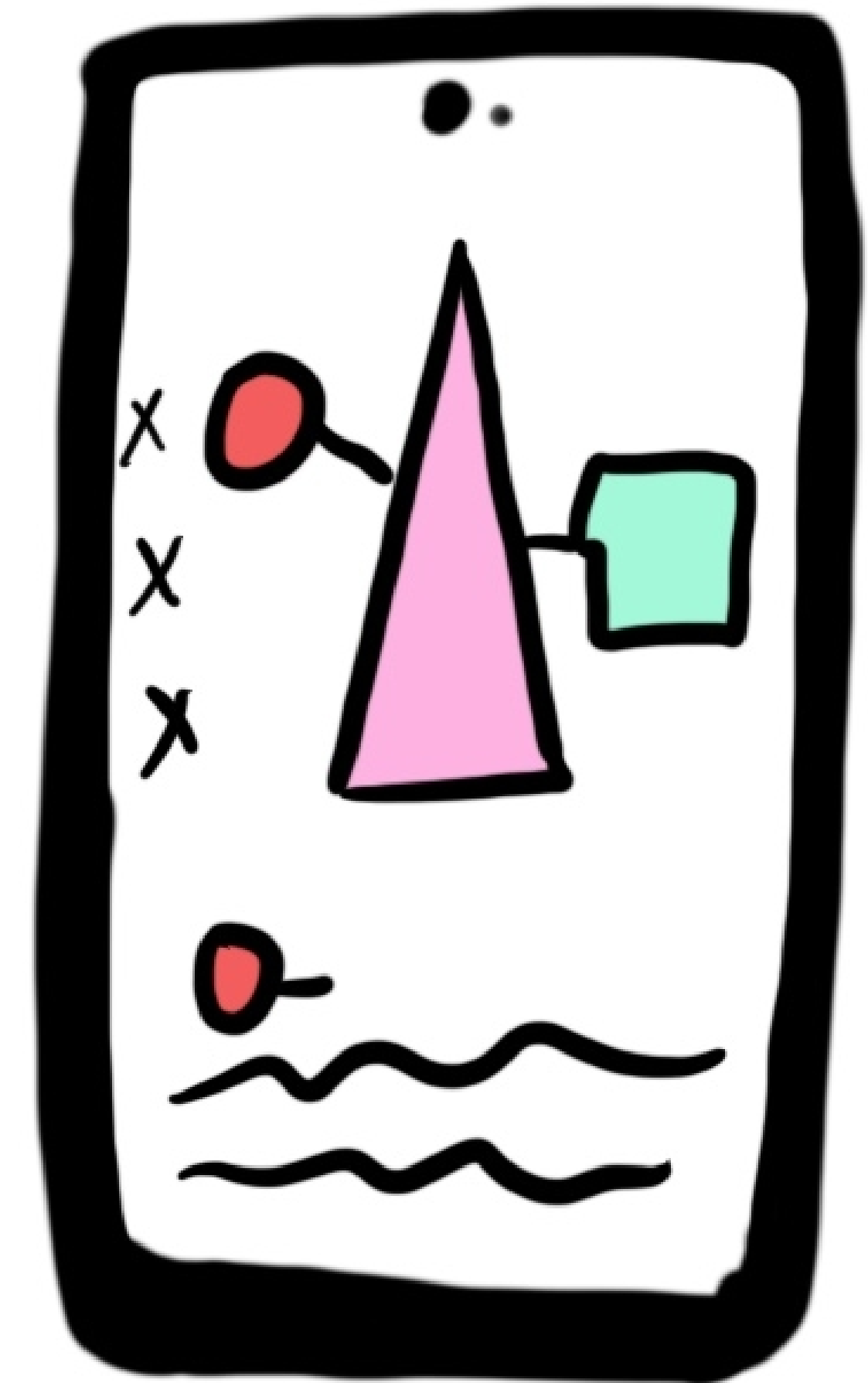
Inform



Unite

OUR SOLUTION

An augmented reality
application for learning
history of monuments
from a BIPOC perspective



PRESENT

app walkthrough here!

THANKS 😊

Questions?

SARA BEHBAKHT

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 sbehbakht2017@gmail.com

EDUCATION

University of Washington | 2017-2021
Bachelor of Science in Human Centered
Design & Engineering

EXPERIENCE

Interaction Designer

IDEO | Sept 2022 - current

Designing human-centered solutions
with and for clients in the healthcare
and education spaces.

Experience Designer

Publicis Sapient | Sept 2021 - Sept 2022

Transforming business's digital
presence through creating customer
centric experiences.

UX Designer/Researcher

HCDE Capstone | Jan 2021 - June 2021

Designed an interactive travel
experience to support young
travelers in a post-pandemic era

Research Associate

HCDEXBlue Origin | Jan 2021 - June 2021

Crafted protocol for incorporating
human centered design strategies into
interstellar mission planning

Lead UX Designer

HuskyAdapt | Oct 2019 - Oct 2020

Created an interactive game to help
pediatric oncology patients meet their
physical therapy goals

LEADERSHIP

Design Mentor

Develop 4 Good | Nov 2021- current

Critiqued, mentored and supported
two undergraduate students on their
design projects for local non-profits

Presenter/ Judge

UXFEST SLO | Feb 2022

Presented on the human centered
design process and awarded prizes
to the conference hackathon winners

Peer Advisor

HCDE | Sept 2020- June 2021

Supported prospective students during
their application process and welcomed
new students to the HCDE program

SKILLS

UX/ UI Design
User Research
Inclusive Design
Sketching
Storyboarding
Design Systems
Data Visualization
Content Strategy
Creative Direction

Software

Figma
Adobe XD
Marvel

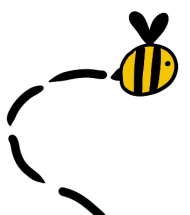
Other

Creativity
Storytelling
Collaboration

PUBLICATIONS

"Let's Draw Chocolate Milk Together"

ACM IDC Conference | June 2021



HI THERE!

I'M SARA 

It's so nice to meet you! I'm from denver, Colorado and I recently graduated from the University of Washington in Seattle. Since then, I've leaned into remote work and taken the opportunity to become a digital nomad and travel across the country.

AT MY CORE, I WANT TO HELP PEOPLE & BE CREATIVE!!!