



Madeline Warshaw

University of Pennsylvania Masters of Integrated Product Design

www.madelinewarshaw.com | warshawmadeline@gmail.com | 952-426-8494

Project 1. *Linksy*

Linksy is a **link sharing app** I designed with Maha Masaud as part of the University of Pennsylvania's Integrated Product Design Master's program. Our timeline for the project was two months.

Challenge

Design an app to help Parents and Young Adult children who live away from home to better communicate.

Goal

How might we improve the experience of sharing links with family to *foster communication* and *reduce digital and emotional burden*?

Role

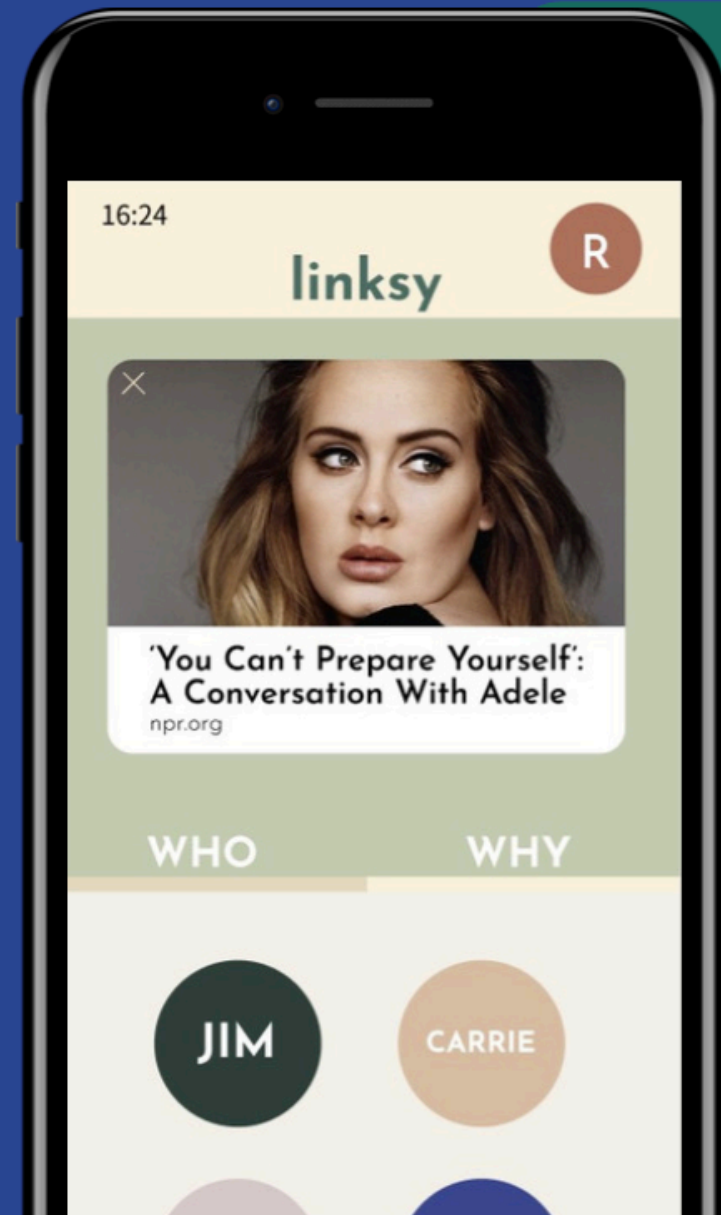
Lead UX designer, creative director, and project manager in collaboration with engineer Maha Masaud

UX Design * Design Research * App Design * Design Thinking Process

Introduction

Linksy is a mobile app that creates a space **for families to share digital media** with the important people in their lives **intentionally** and **accessibly**. This was a high touch experience leading and executing the design thinking process. Read on to learn more about the road to *Linksy*!

Meet Linksy



Research & Discovery

We were assigned our topic randomly and dove into user research, interviewing five young adults and their parents (over zoom and in person) and observing their virtual communications for a month. Link-sharing was a friction point that quickly emerged.

Prompt

Managing My Relationships

+

Young Adult Children and Parents

We were assigned to create an app to help users better manage their relationships. We decided to focus our research on young adult children and their communication with long-distance parents.

Interviews



Thea

Age 25, Philadelphia
Family in Vermont



Arman

Age 18, Vancouver
Family in Dubai



May

Age 23, LA
Family in China



Adelaide

Age 20, Philadelphia
Family in Maine



Hasan

Age 23, NYC
Family in Dubai

5 + **10** + **2**
Young Adults Parents Months

We found that young adults were regularly receiving links from their parents that they were feeling guilty about not reading or responding to in a timely manner. We anchored our research on this emotion; how might we reduce this guilt?

Quotes

"When I don't read links my parents send it's because I'm *busy in the moment* and don't know how long they'll take to read. I get *frustrated* when I *can't find them later* in long text threads."

"Sharing links is a great way to *impart views and knowledge* on topics that as parents we want our children to know; to continue to *build our relationship*"

"I'd love to generally have *more time* to be able to *honestly engage* with the links provided (by my parents)"

Analysis & Ideation

We began by grouping our research into themes and articulating our stakeholders' painpoints. It was important to us to consider both parents and kids' needs in our solution. Interestingly, we found that there was a gap in perception about how often kids engage with links sent by their parents. With this core discrepancy in mind, we began to ideate design solutions.

Stakeholder Needs & Considerations

1. Parents like to send links
2. Connection is Key
3. Acknowledgement matters
4. Communication dead-ends :(

(parents)

1. Parents send lots of links
2. Kids are busy
3. Links get lost
4. Guilt arises :(

(kids)

Notable Discrepancies

100%

of parents answered that they **almost always** read the links their children send

25%

of parents thought their children read the links they send **more than half the time**

- Parents **almost always** read links sent by their children, but believe their children read the links they send **less than half of the time**.
- We also found that kids read links sent by their parents **more than their parents think** they do.

Ideation

Guiding Question: How might we improve the experience of *sharing links* with family to *foster communication* and *reduce digital and emotional burden*?



Potential Solutions:

- App specifically for sharing and saving links
- can follow people, opt into their content, subgroups with people you know
- see who has read an article & how long ago, make boards of articles as info storage method
- Gamification of responses, "streaks" for reading
- Can follow favorite publications

Prototyping

We next focused on generating several prototypes of our app ideas using hand sketched wireframes and Figma drafts. User testing of these prototypes was especially helpful in defining *Linksy's* unique value proposition as an intimate link sharing app for family members, a “*better scroll*” than FB or Twitter for the gaps in young adults’ busy days.

Roadmap



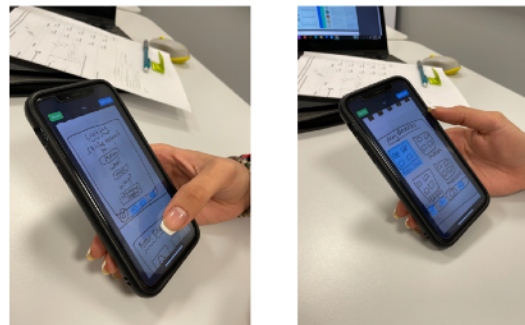
Game Plan:

- At this stage, we decided to refine Linksy as an intimate space for families to share information vs. a social media app. We realized that keeping our app insular and focused was a better way to meet our stakeholders' desire for connection with their loved ones.
- We drew wireframes sketches that we tested with the Pop App before drafting into Figma. We decided messaging was redundant, lacked a way for information storage and found rating shared articles to be an insufficient response method.

Wireframes



Sketched wireframes



Pop App Testing



First Figma Draft

User Testing



Feedback:

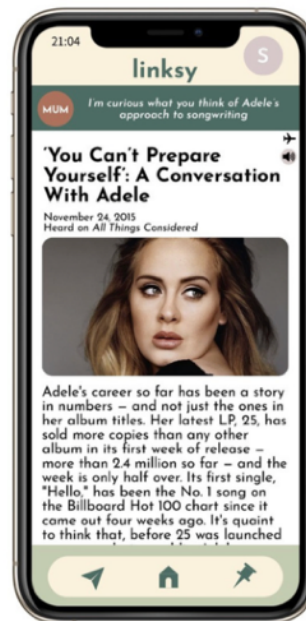
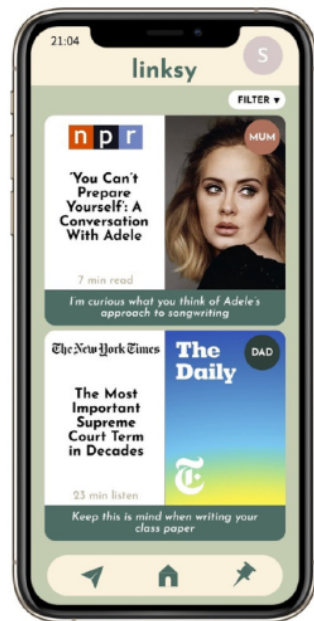
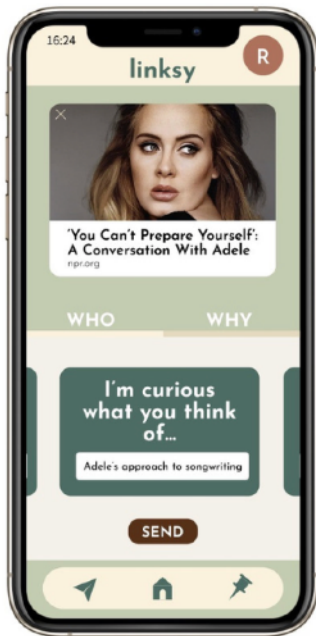
- Intention behind why the link was shared was the most important
- Should be offline so can read on planes, public transportation
- Canned response prompts were useful
- Suggested we market Linksy as “a better scroll” than Instagram, Twitter

Integration & Adjustments:

- Added open-ended intent & response prompts to provide scaffolding for communication
- Eliminated the freeform messaging tab and rating system
- Added boards for saving & grouping links as well as offline downloads & audio features for users on the go

Features

Linksy makes link sharing smoother, more convenient, and more meaningful for parents and children. All of our defining features are pulled directly from user research, including intent and response prompts, estimated read times, personalized article news feed with context, boards for link storage and more. Links are no longer lost in cluttered message threads, but given their own simple and straightforward digital home – reducing digital burden and prioritizing intentional connection.



1. Never be confused by an unprompted link again

Linksy provides senders with various (required) prompts to craft personalized messages with clear intent along with their links.

2. Find shared links effortlessly

Linksy's home feed streamlines digital media sent by important people in one place. Our home feed combines different media forms (articles, recipes, podcasts, videos, songs etc.) in one dedicated scroll. Filter by sender or media type for extra ease.

3. Made with busy schedules in mind

Links sent via *Linksy* are automatically downloaded for offline reading. Users can also choose to hear any article read aloud while on the go or multi-tasking. Every *Linksy* link is displayed with an estimated read time.

4. Prevent dead-end communication with loved ones

Linksy provides senders with various (required) prompts to craft personalized messages with clear intent along with their links.

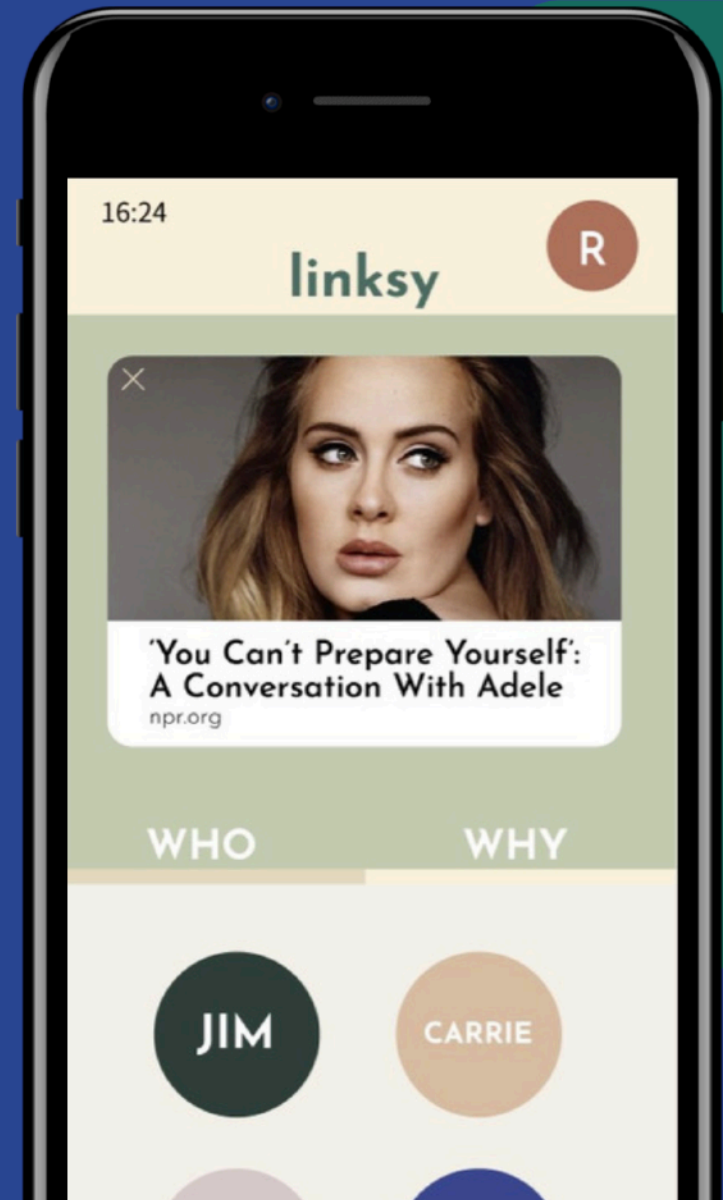
5. All the people you love in one place.

Linksy isn't for sharing with the whole world, it's for communicating with the people closest to you. It's a better toilet scroll than Instagram or Twitter because it's only the important stuff, sent by the people you love.

Synthesis

Linksy helps parents and adult children more easily and intentionally share digital links with each other. Considerations for our next iteration would be to focus on improving the design and functionality of the boards feature and having filters for the article feed based on article type or length etc.

The Prototype



Project 2. *Courtroom Redesign*

My team of four Penn graduate students was hired to redesign the Philadelphia Court of Common Pleas in response to modern conceptions of justice and equity and evolving COVID-19 safety concerns.

Challenge

COVID prompted the Judges of the Philadelphia Court of Common Pleas to radically rethink their courtroom layouts for the first time in modern memory. Our team was hired to co-design this experience.

Solution

Developed a series of physical and digital recommendations to be implemented in the Philadelphia Court of Common Pleas

Role

Lead UX designer and project manager in collaboration with designer Michelle Epelstein, and engineers Felix Teng and Jessica Ramses.

Consulting * Experience Design * Design for Equity * Interior Design * Design Thinking Process

Introduction

My team was hired by two judges at Philadelphia City Hall to redesign the American Courtroom in response to evolving notions of justice and the legal process as well as changes due to COVID-19. Our final deliverable, the “Focus Forum” layout redirects attention, the most valuable resource in a courtroom. Piloted at Philadelphia mock trial, where 100% of participants preferred it to the classic courtroom layout.



Clients



Hon. Stella Tsai

Judge for the Philadelphia
County Hall Court of
Common Pleas



Hon. Daniel Anders

Supervising Judge of the
First Judicial District's
Civil Division

Team

2

UPenn Engineers

2

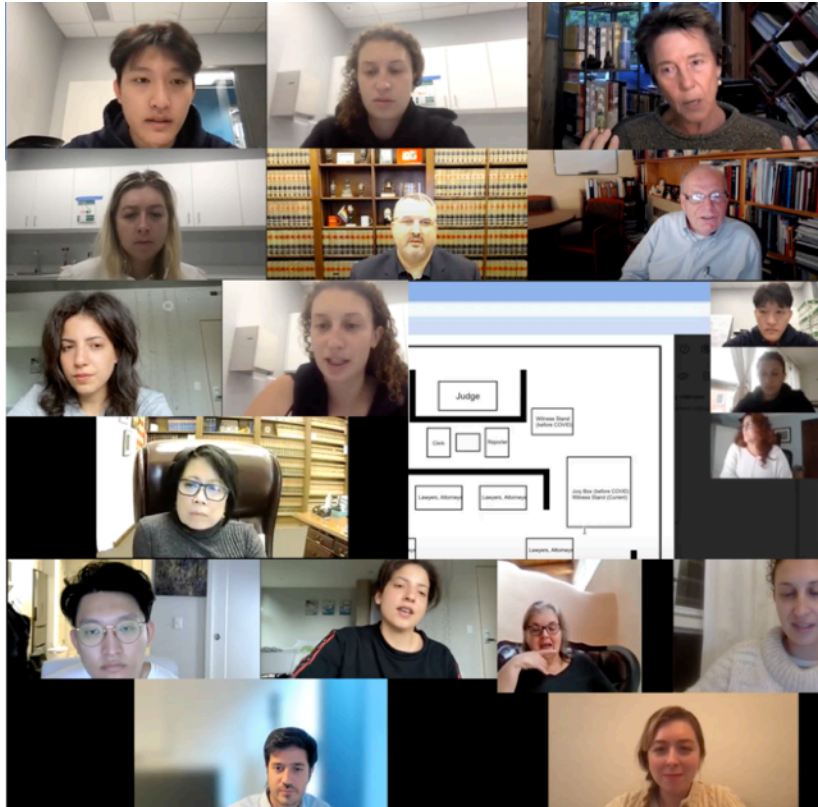
UPenn Designers

Prompt

How might we improve the design of
Philadelphia Civil Hall courtrooms so they better foster
efficacy, equity and justice?

Research & Discovery

We dove into research head-on, speaking with more than 50 individuals engaged in the legal process. We found our conversations with leaders in the Restorative and Collaborative Justice movements to be some of the most fruitful; how could the American courtroom become a *healing* space? Attending trials and spending 60+ hours observing and documenting user journeys at the courts was another key component of our research.



Interviews

15

Judges, Lawyers,
Legal Aids

30

Jurors

5

Restorative Justice
Experts

Observation

Insights: Inefficiencies with technology, intimidating security and plexiglass facades, imposing architecture, building maintenance, and non-inclusive art were some of the many painpoints we discovered at City Hall.



You need a reason to be let in



Photo taken at entrance



Security is intimidating



Spaces are imposing



The building is huge



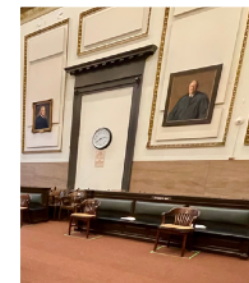
Upkeep is needed



Few corners with art



Rare spaces decorated were out of pocket expenses



Portraits of white men on the walls

Analysis & Insights

Next, we distilled our findings into four main categories to present to our clients: physical space, navigation, community, and most importantly, the emotional impact all of this was having.

Pain Points



Physical Space

- Physical barriers make courtrooms feel unsafe and impersonal
- Portraits of judges are non-inclusive and grandeur is intimidating



Navigation

- Signage in City Hall is confusing and redundant
- Hallway is a no-man's land space lacking warmth



Community

- Community engagement is lacking which creates social detachment from legal process and respect of law



Emotional Impact

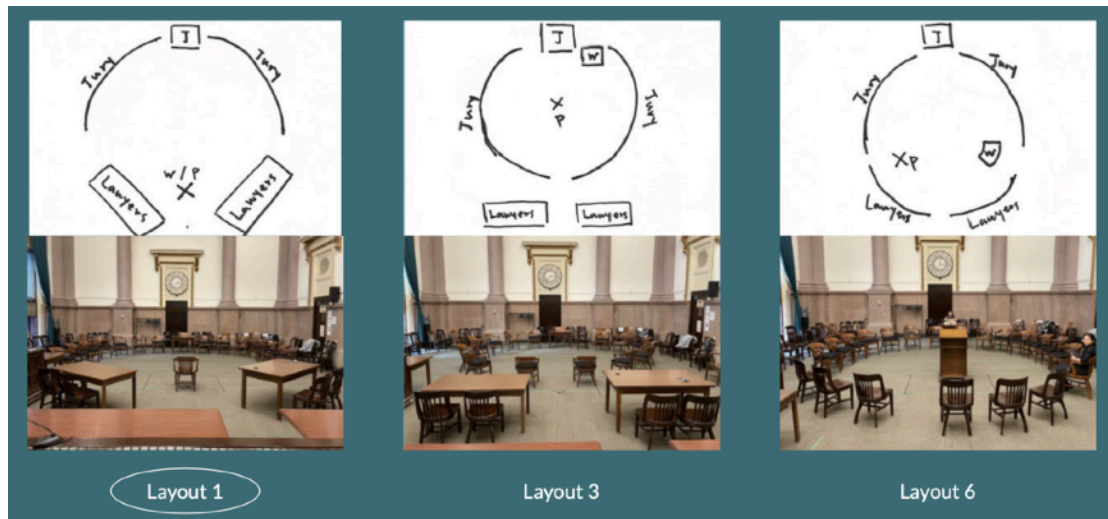
- Courts feel imposing and dramatic to people new to the process
- These feelings affect legal outcomes and experiences in court

Ideation & Prototyping

Our next step was to generate alternative courtroom layouts that could be employed inexpensively using existing spaces. How could a different arrangement positively affect the flow of trial and the results achieved there? We engaged with co-design with our client and put our ideas to the test at a live mock trial at Philadelphia City Hall.

Co-design with Clients

Inspiration: Courtroom design innovation is happening around the world in collaborative law and restorative justice movements. Most often employed in family courts and schools, we spoke with individuals from Delaware to Amsterdam to understand how these equitable, circular design modalities could be relevant to naturally adversarial civil court hearings.



Co-Design: We ideated several potential solutions for structuring the courtroom of the future, drawing inspiration from 1970's conversation pit sofas to classical roman amphitheaters. We engaged in co-design with Honorable Judge Tsai and several other courtroom staff members to arrive at a preferred layout to test.

Mock Trial



Layout 1 - New Layout



Layout 2 - Old Layout

Prototyping: We tested our selected layout during a mock trial hosted by Honorable Judge Tsai at Philadelphia City Hall. We recruited lawyers, legal aids, and volunteer jurors to participate. Halfway through the trial, we went on recess and changed the court back to its typical COVID layout for comparison.

Feedback

Overall, we were delighted to find that participants unanimously preferred our new proposed layout because they found it was more spacious, improved their focus and concentration, and made them feel like their role in the courtroom was *more* important.

Mock Trial Results

Takeaway: We were most excited by the way our proposed layout increased **attention**. We found that by moving existing furniture around in a courtroom, with little time and money invested, you could actually drastically affect focus—rendering many of the painpoints we had identified instantly less salient. This is the kind of design solution you dream of in an industry mired by bureaucracy and under-resourced to implement large scale changes to its spaces. We decided to hone in on attention as the main focus of our project and proposed solution.



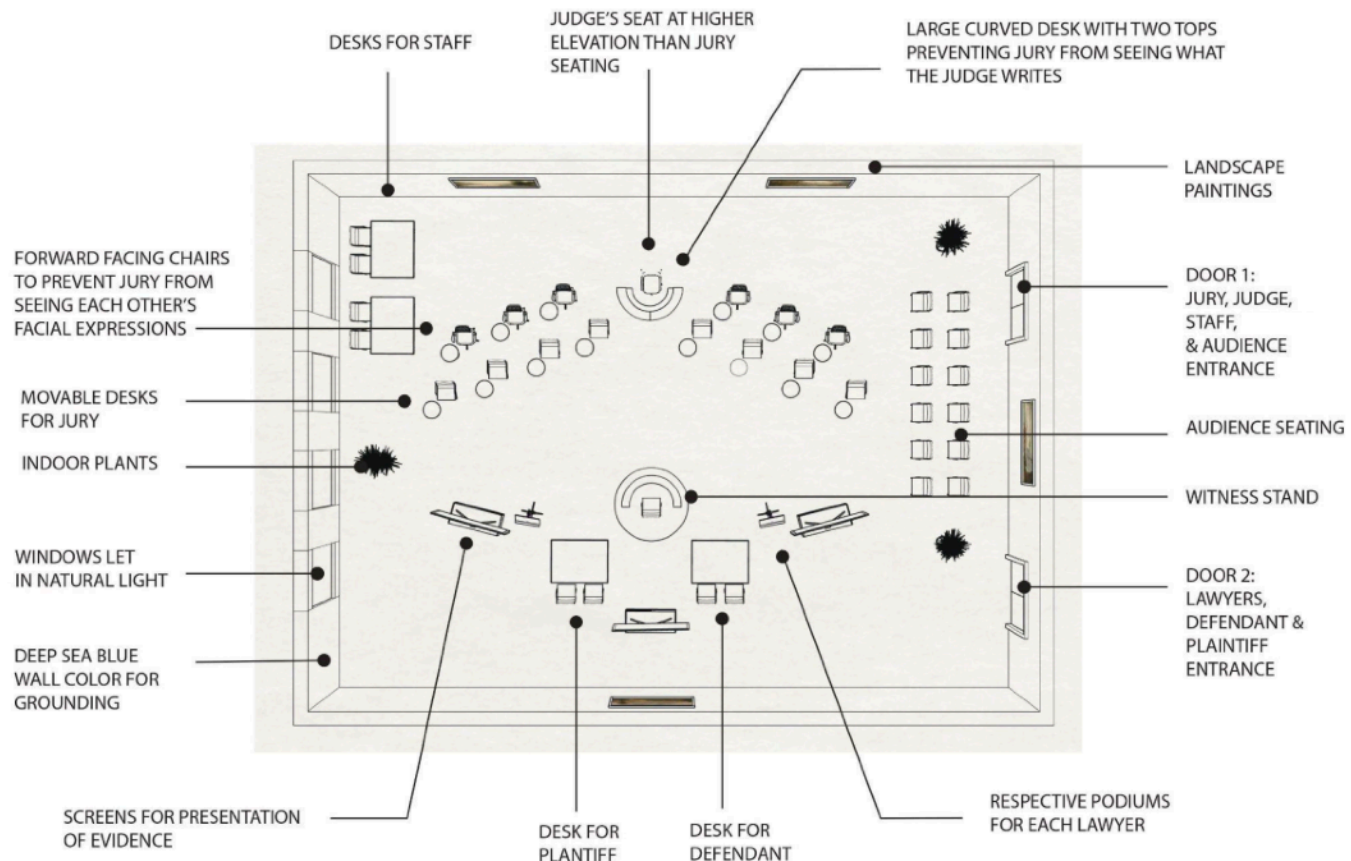
*Attention is one of the most valuable resources in a courtroom.
The more focused we are, the better we are at reaching just outcomes.*

Solution: *The Focus Forum*

Changing everything that's not working in the courts at once would be great, but it isn't realistic. What if we could immediately change the spaces we already have, without a large time or financial investment, to better achieve the goals of justice? That's the door that our proposed solution unlocks. With the *Focus Forum* layout, pain points of the court experience don't have to be immediately eliminated, because they have been de-emphasized.

And what has been re-centered in their absence? Attention on the legal process itself. Our proposed changes don't overhaul the legal system, they streamline it, doubling down on our collective values of respect, justice, attention and order. By welcoming the community into the courts and improving navigation, we make the law a more accessible and important part of individuals' lives. The courtroom of the future compels greater respect for the law by focusing us on what really matters: the pursuit of truth. The best solutions are sometimes as simple as rearranging already existing furniture.

- **Form:** Introduction of semi-circular Focus Forum layout is spacious, inclusive and attention-centering.
- **Honor:** Prioritize the role of Judge and Jury as partners in reaching just verdicts
- **Safety:** Open up the space to be more spacious and amenable to COVID restrictions.



Recommendations

In addition to our *Focus Forum* layout, we presented our client with a comprehensive report of the feedback we had gathered and recommendations for how to holistically improve the Philadelphia Court of Common Pleas in the four categories of pain points we had identified.

Physical Space

- **Comfort:** Create a comfortable environment by improving lighting, seat comfort, ventilation and decor with serene landscapes and leafy green plants.
- **Color:** Deep blues, greens and grays communicate gravitas and grounding without intimidation.



VARD0

No.288



American landscape paintings to replace portraiture & Farrow + Ball paint swatch

Attention



- **Focus:** Remove non-inclusive portraiture and clutter. Move paintings to designated Historical Hall for visitors in City Hall.
- **Leverage Technology:** Limit audience to essentials and move majority of viewing to zoom. In case the community does not have access to zoom there will be a room in City hall where people can connect and observe the trial.
- **Create Calm:** Add a decompression space in the court for intentional pause.

Wayfinding

- **Navigation:** Remove redundant signage and create a cohesive system for the building
- **Warmth:** Host hospitality training for security personnel
- **Transparency:** Open door policy— keep courtrooms and offices unlocked during the day
- **Personalization:** Launch “Welcome Mat Initiative” inviting judges to decorate the hallway entry space by their chambers



Replace redundant signs with one

Community

- Courts used to be the center of public life. Welcome the people back into the courts for educational and community building events - and instill respect for the law in the process

Community Events:

- Citizen's Law School
- Judge Meet & Greets
- Legal Workshops
- Round table discussions
- Kids' Night at the courts

Lively Local Art:

- Partner with *Philly Mural Arts* to invite local artists to create murals in the hallways
- Host gallery show to invite art lovers into the courts
- Docent-led art tours for tourists on weekends

Project 3. *The Grating Table*

The Grating Table is a product I designed to help one handed folks be able to grate cheese more easily.

Challenge

Design a kitchen tool for one-handed individuals.

Solution

Grating Table product that suctions to the counter and allows users to grate with the intuitive movement of their wrist.

Role

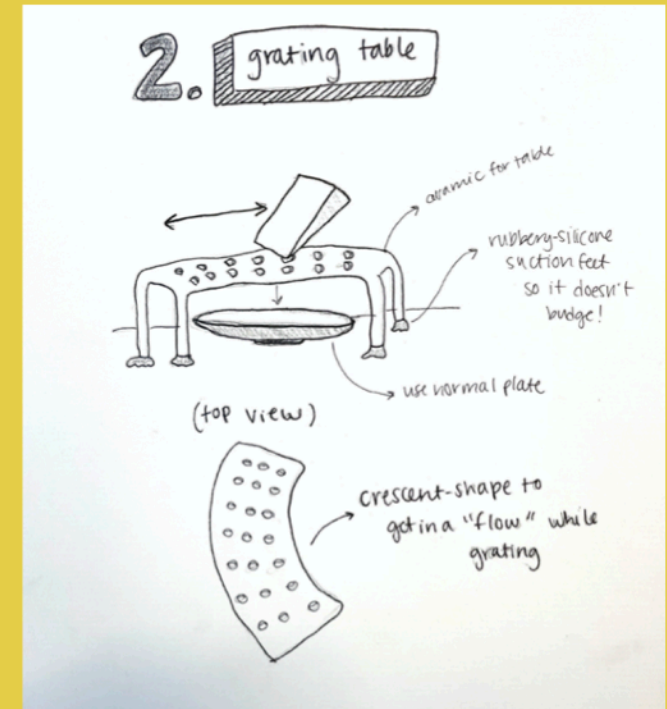
Product Designer

Product Design * Rapid Prototyping * Physical Making * Accessibility Design * CAD

Product Design

The challenge for this project was to create a kitchen tool for one-handed folks. I designed the Grating Table to be a more ergonomically pleasing grating experience for all cheese lovers. Engaged in weeks of user research and prototyping to arrive at this laser cut and bent acrylic model with suction footing.

THE GRATING TABLE



Considerations:

With the Grating Table, you can grate directly over a plate, steadying the table with suction feet. The crescent shape of the grating bed allows for you to leverage the natural pivot of the elbow for easier flow while grating.

Work: *Martha Stewart*

I worked as an Associate Designer at Martha Stewart Livings and Weddings Magazine from 2018-2021. In that time, I was also an acting interim Photo Editor and Lead Designer.

Art Direction * Graphic Design * Project Management * Creative Operations * Digital Design

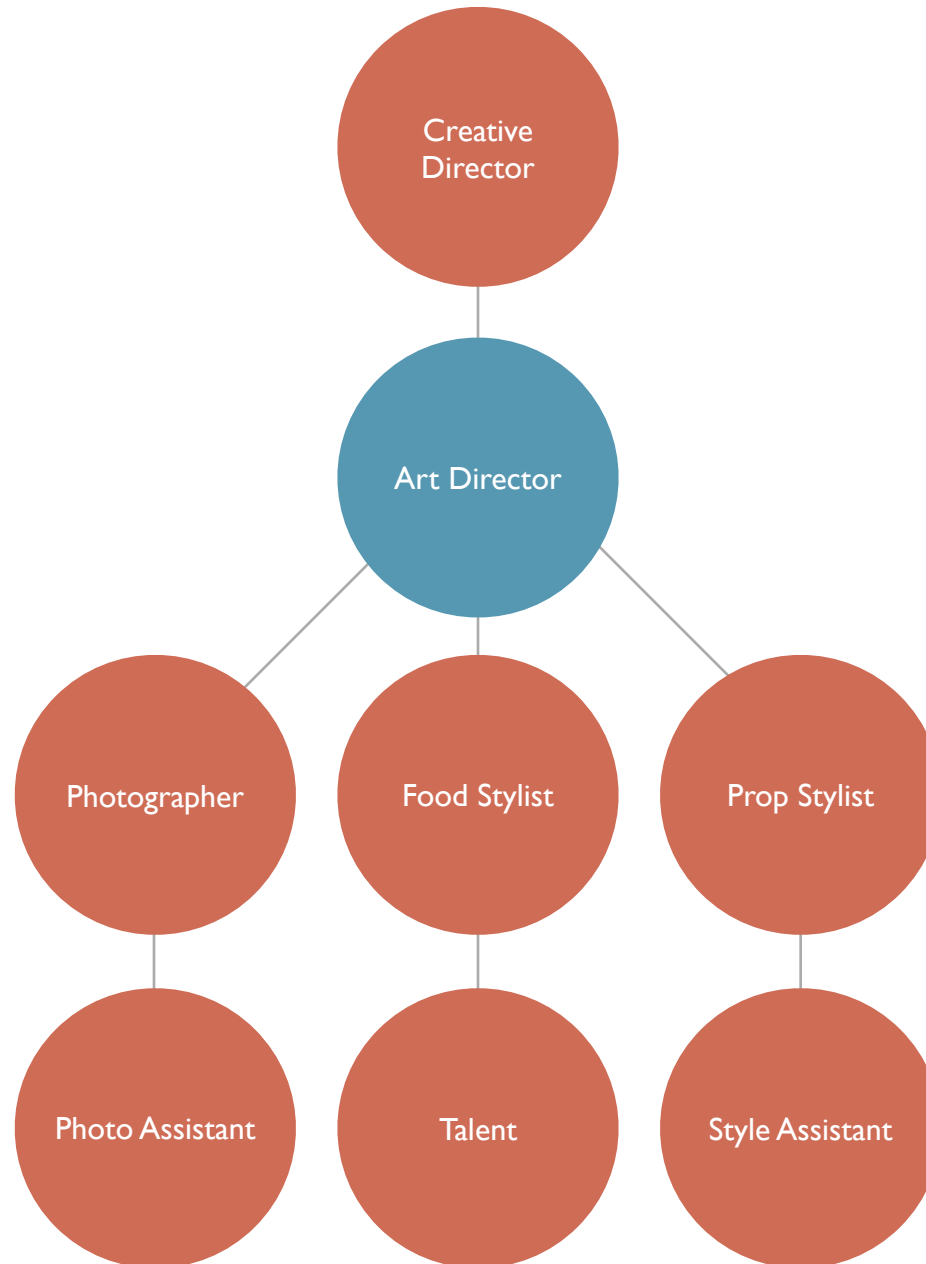
Art Direction

The following is a selection of editorial shots I art directed for Martha Stewart. As art director, I determine how we tell an editorial story visually by sketching the concept beforehand. On set, I direct photographers, stylists, and technical hands to get the best shot for the page. I cast models and help build and style sets.



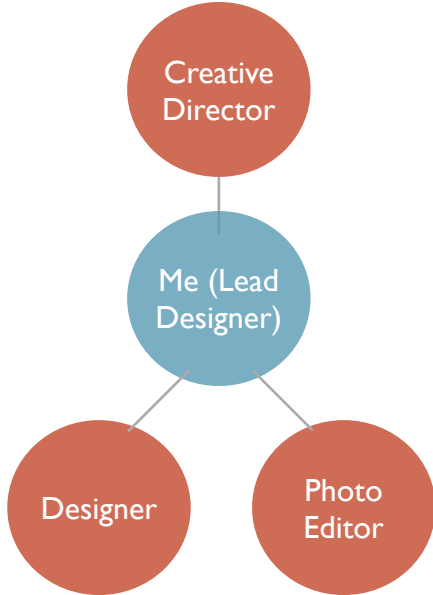
Project Management

A lot of my job at Martha Stewart involved successfully managing teams to execute a creative vision. On set a photoshoot, my job as Art Director was to bring together the following individuals, manage each's needs and timelines, and direct everyone to get the shot we were looking for. I was also responsible for the creative operations of securing photoshoot spaces and photographers, CRM management, invoicing and photo databases on the backend.



Redesign — MSW

In 2019, I lead the re-design of Martha Stewart Weddings. Brought back into circulation as an annual “special issue,” I developed the new look for Weddings 2.0 with Creative Director Abbey Kuster-Prokell. My role was to develop style guides, establish new typography and layout conventions, and design 20 stories to create the issue on a shoestring budget. It is now the highest selling special issue in Meredith company history.



Graphic Design—*Martha Stewart Living*

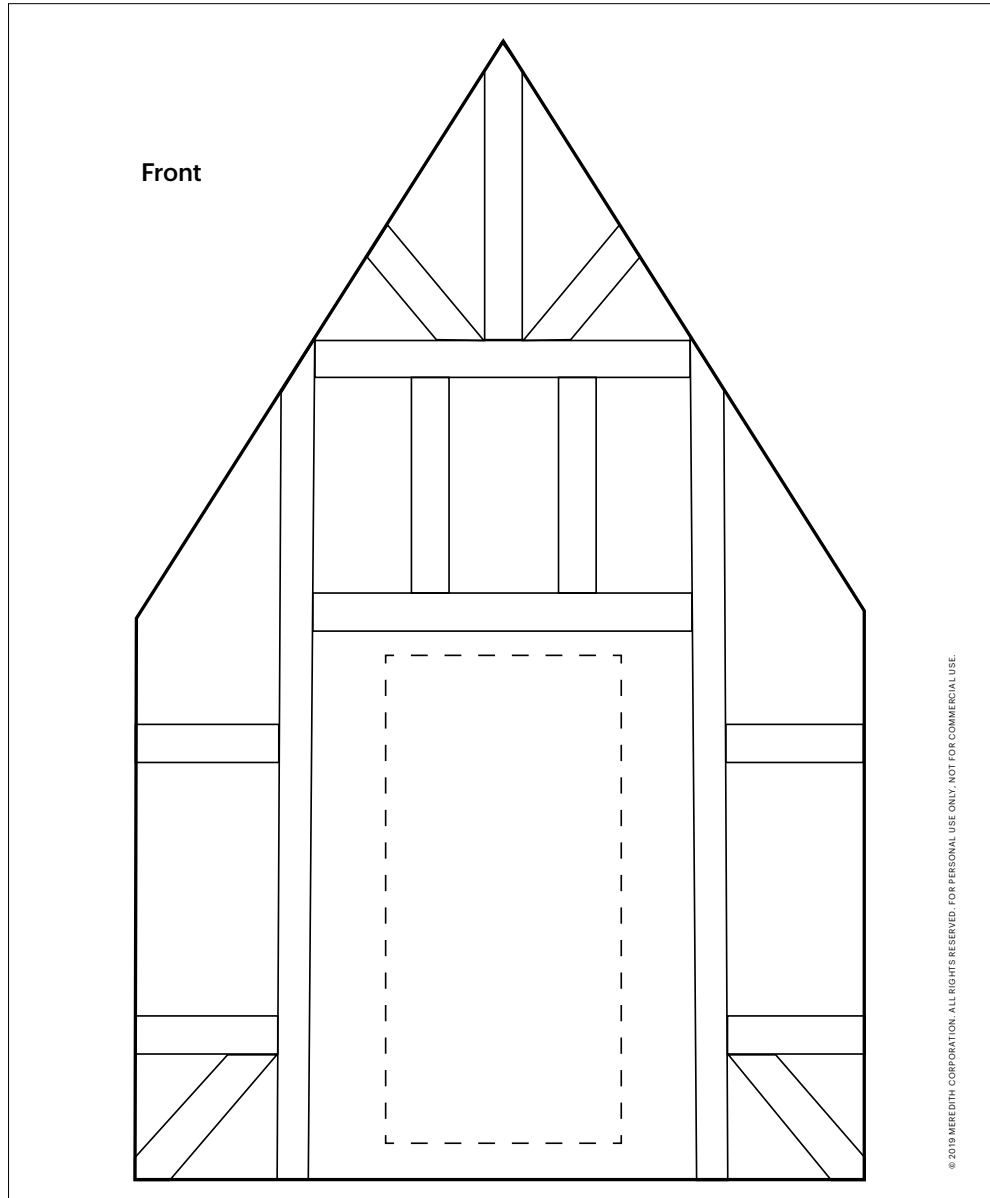


MARTHA STEWART LIVING

I designed 10 editorial spreads for the magazine each month, ranging from the front of book (Table of Contents, Editor's letter and Travel) to recurring columns like Tastemaker, Health, Changemaker and more.

Technical Design

I designed a template for an Earl Grey Shortbread Cookie House based off of a tiny home on Martha Stewart's property. The template accompanied a Holiday 2019 Christmas feature story and is copyrighted by Meredith Corporation, available for download on the Martha Stewart Living website.



Entrepreneurship: *GOOSE*

I am the founder and Chief Creative Officer of GOOSE – a small-batch brand of thoughtfully curated sleepwear. Our pieces are daily reminder to practice delight, whimsy, and rest and play: essential ingredients of a life well lived. www.shopgoose.co

Brand Identity * Product Design * Marketing * Supply Chain Management

Business—*GOOSE*

In 2021, I launched GOOSE—a small-batch purveyor of thoughtfully curated sleepwear and candles. Our pieces are daily reminder to practice delight, whimsy, and rest and play: essential ingredients of a life well lived. www.shopgoose.co



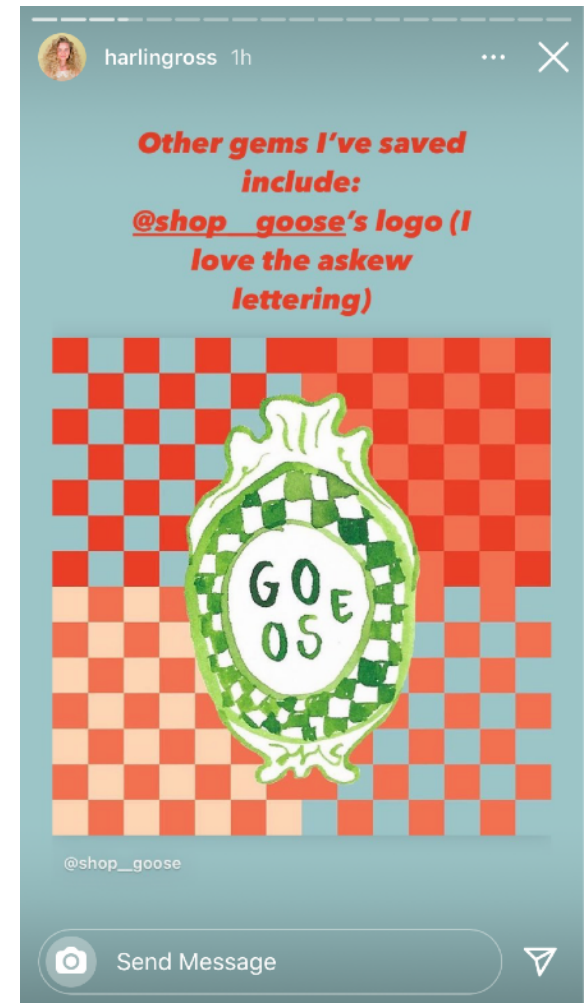
BUSINESS BREAKDOWN

I am the founder and sole employee of GOOSE; Products are made in the UK and I sew the finishing details and package each item out of my home studio. GOOSE launched a year ago and has done more than \$50,000 in sales and sold more than 500 nightgowns and pajama sets with \$0 spent on marketing! GOOSE's projected sales for 2022 are \$80,000.



Logo Design

I handpainted the GOOSE logo (watercolor on paper) and digitized it to create a quirky, irreverent digital handle that has been recognized by the design community as an endearing iconoclast.



OUR BIG BREAK

Fashion and Design writer Harling Ross discovered the GOOSE logo and posted about it to an audience of 81.6k followers on Instagram!

Product Design—Candle Holders

GOOSE product I developed with Ceramicist Sophie Page.



THE INSPIRATION

I was inspired to make these candle holders as an homage to my mother's beloved vintage Scandinavian candle holder (pictured above). I developed and designed the concept and ceramicist Sophie Page handmade them in her studio. The first launch of 20 sold out in 8 minutes and there are currently 30+ people on the waitlist for the restock. The small sells for \$35 and the large for \$65.

Material: Lightweight air-drying stone clay, finished with heat-resistant epoxy
Size (Large): Height 5", Width of Base 2.75"

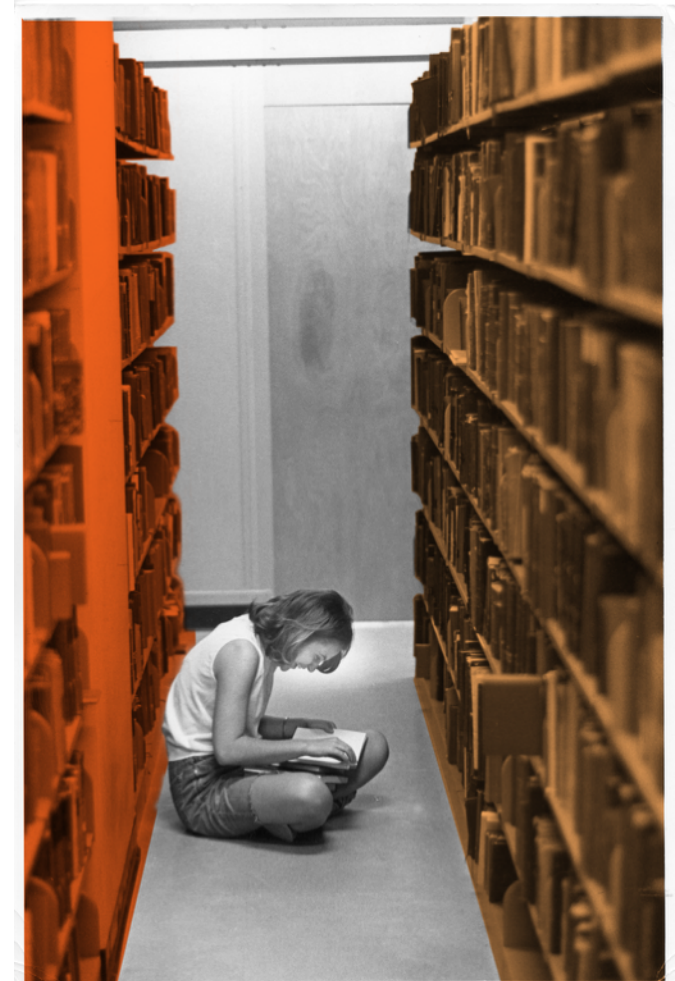


Academic: *Color Study*

Senior Year at Wellesley College, I did an Independent Study in Color Theory and created an immersive, month-long gallery and campus-wide color experience with fellow student Audrey Elkus.

Experience Design * Color Theory * Creative Operations * Graphic Design

Independent Study



COLOR THEORY

In my senior year at Wellesley College, I completed a Studio Art Independent Study in Color Theory with my friend Audrey Elkus. The focus of our project was re-imagining the Wellesley's history through the prism of color. We felt that in our time at Wellesley, color (and its hugely positive affects) were sorely missing in the lived landscape. From our study of Color Theory, we developed a palette for joy and used it to digitally manipulate dozens of Archival photographs and records for our final gallery show at Jewett Auditorium.

Experience Design

To accompany our project, we designed an installation experience for its month-long gallery showing, inspired by Color Factory in San Francisco. Students were invited to be an active part of re-imagining color on our campus.



FINGER PAINTING

After viewing the exhibit, guests were invited to “finger paint their Wellesley” by placing stickers in shades of our Joy palette on a wall-sized panorama of campus. Upon leaving, they were instructed to take one of 300 hand painted adhesive plates and affix them somewhere on campus, mirroring and refracting our installation to mobilize active change, joyful disruption, and contemplation across the contemporary campus environment.

Madeline Warshaw

Thank You!

Please visit my personal website,
www.madelinewarshaw.com, and business
website, www.shopgoose.co, to see more.

warshaw.madeline@gmail.com | 952-426-8494

