



Nestled Time Application

Nestled Time lets you create the world's tiniest social network all about your children. Childhood moves quickly, Capture every part of it, easily.

Capture the time you share with your little ones by securing all their photos, videos, and stories in one place. Invite family and friends to be a part of the worlds you create and contribute their own memories. Create a magical gift of entire childhoods at your fingertips from every first and favorite to the most important adventures and milestones.

THE CHALLENGE

When we had started this project, we were thinking about Imagine a scenario where you're brought on board to design an app. The company already knows who their users are and what they want; all you need to do is take care of the design. However, during the research phase, you uncover new insights about the user. You now need to take the project in a completely different direction — and you need to convince the CEO and other stakeholders that it's absolutely necessary. If they were simply expecting you to whip up some prototypes, they may not respond well to this revelation.

UX design is a highly collaborative role, requiring buy-in from pretty much everyone in the business. You need to meet with company executives to understand their vision, and you may rely on the customer service team for valuable user insights. If it's unclear as to what you do and why it's important, it can be difficult to engage the right people.

MY ROLE

As a UX UI designer, it's important to set expectations very early on. Start each new project with a stakeholder kick-off, explaining what you'll be doing and why. As you move through the project, provide regular updates and opportunities for your colleagues to ask questions.

Most importantly, resist the urge to guard your work. Invite others to learn about what you do — be it through an informal chat at your desk or a lunchtime workshop. By fostering an “open door” culture, you can start to dispel misconceptions about your role.









