



**Linnéuniversitetet**

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1ME403 – Design av grafiska gränssnitt

# Whistleblower

*Report for the service Whistleblower website  
prototype*



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Termin: HT243*



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# 1 Introduction

## 1.1 Service overview

WhistleBlower is a service aimed at enabling individuals, particularly employees, to safely report misconduct within their organizations, companies, or within governmental authorities. Key issues addressed includes inequality, discrimination, employee mistreatment, environmental negligence, and corrupt practices.

The process begins with employees registering and providing information, initially non-anonymously to verify their identity and employment status. Once verified, anonymity is guaranteed to protect whistleblowers and ensure a secure environment for disclosure without fear of retaliation. This also prevents manipulation by higher-ups in the organization.

WhistleBlower's unique approach allows whistleblowers to directly annotate misleading information on the organization's website, supported by evidence, to highlight discrepancies between public claims and actual practices. This feature is pivotal in exposing superficial environmental commitments or false claims about employee welfare, for instance.

A team of investigative journalists at WhistleBlower evaluates the tips received. They maintain a low threshold for initiating investigations, covering not just severe violations but also everyday workplace issues. The service considers collaborations with local unions, authorities, and media for comprehensive investigation and reporting.

The platform emphasizes the importance of keeping informant identities confidential, especially in cases involving multiple whistleblowers. It employs strict measures to prevent the interchange of information between them, ensuring that each informant's contribution is only accessible to them until the investigation concludes. Before publishing any findings, sensitive information is meticulously masked to protect the whistleblowers' anonymity.

## 1.2 Interactive prototype

The link to the interactive prototype can be found here: [▶ Prototype - Untitled \(figma.com\)](#)



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## 2 Target user

Kim Goodwin in *Designing UX: Prototyping* emphasizes the significance of understanding target users, highlighting the role of empathy in design. She describes in the book about creating designs that are deeply aligned with user needs and behaviors (Goodwin, 2009).

The primary target group are employees within organizations, companies or authorities.

**Table 1** An overview of the primary targets needs.

Their needs:	How the service meets the needs:
<ul style="list-style-type: none"><li>• Safe and anonymous platform for reporting misconduct.</li></ul>	<ul style="list-style-type: none"><li>• Provides a secure and anonymous reporting platform.</li></ul>
<ul style="list-style-type: none"><li>• Opportunity to expose shortcomings in gender equality efforts, discrimination, bullying, corruption, or lack of environmental responsibility.</li></ul>	<ul style="list-style-type: none"><li>• Verifies and safeguards the user's identity.</li></ul>
<ul style="list-style-type: none"><li>• Sense of security and safety to avoid retaliation.</li></ul>	<ul style="list-style-type: none"><li>• Enables direct flagging of misleading information on company websites.</li></ul>

Secondary target group: Local union representatives

**Table 2** An overview of the secondary targets needs

Their needs:	How the service meets the needs:
<ul style="list-style-type: none"><li>• Collaborate with informants to resolve local workplace disputes.</li></ul>	<ul style="list-style-type: none"><li>• Provides a secure and anonymous reporting platform.</li></ul>
<ul style="list-style-type: none"><li>• Participate in investigations related to workplace conditions.</li></ul>	<ul style="list-style-type: none"><li>• Offers tools to identify and highlight local workplace issues.</li></ul>

## 3 Application design (tjänstedesign)

To create a prototype with a user-friendly interface, it's essential to not only have a deep understanding of design patterns but also to skillfully apply and weave these patterns into your prototype. Such integration showcases a deliberate and strategic



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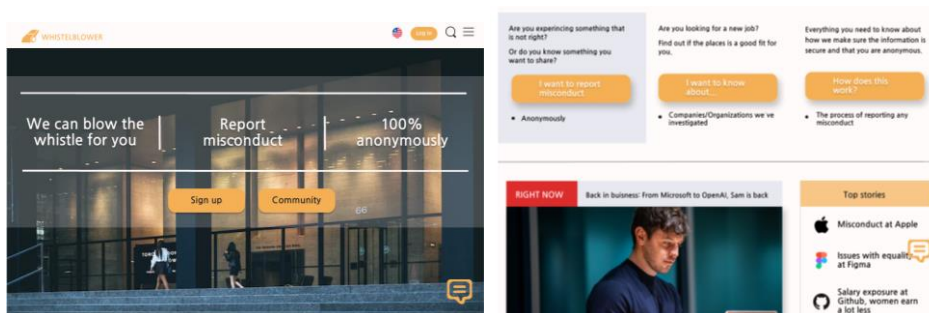
approach aimed at elevating the user experience and optimizing the efficiency of your design. Each pattern plays a unique role in enhancing the intuitiveness, accessibility, and overall user-friendliness of the interface, contributing significantly to a seamless user interaction (Tidwell et al., 2020).

The main design patterns I've used and focused on is:

1. **Clear Entry Points:** This concept focuses on making it obvious to the user where they can interact. This might be through prominent buttons, links, or interactive elements that clearly guide the user to the next step in the user flow (Tidwell et al., 2020).

When a user lands on the website, it's crucial that they are immediately met with clarity regarding the site's purpose, its offerings, and the methods to navigate or interact with it. This instant comprehension is achieved through strategically placed, unambiguous messaging coupled with distinct entry points and prominent call-to-action (CTA) buttons. These elements serve as intuitive guides, effortlessly leading the user through their journey on the site. By implementing these design choices, I aimed to remove any guesswork for the user, ensuring they understand not only what the site offers but also how they can engage with it. This approach is pivotal in enhancing user engagement and providing a straightforward, efficient, and satisfying experience.

Furthermore, users may initially feel hesitant, harboring concerns about the security and confidentiality of their identity. To meet these fears, it's essential to convey that the environment is safe and that user identities are rigorously protected. This assurance is further reinforced by the requirement for all users to verify their identity through BankID, underscoring the platform's commitment to addressing misconduct with utmost seriousness. Clear, accessible information detailing how the website Whistleblower maintains this promise of anonymity and security is vital.



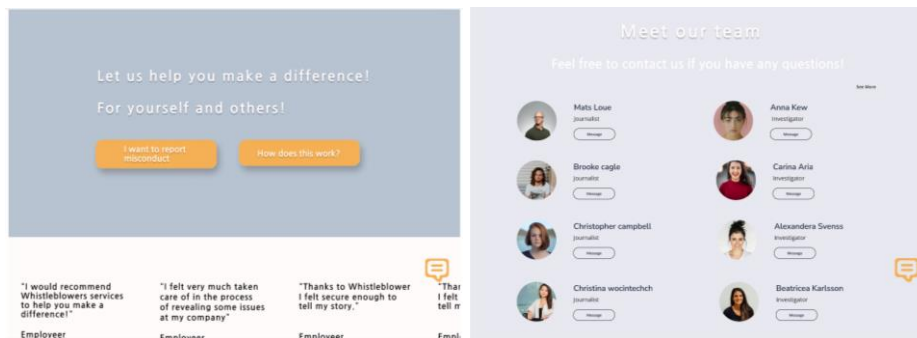
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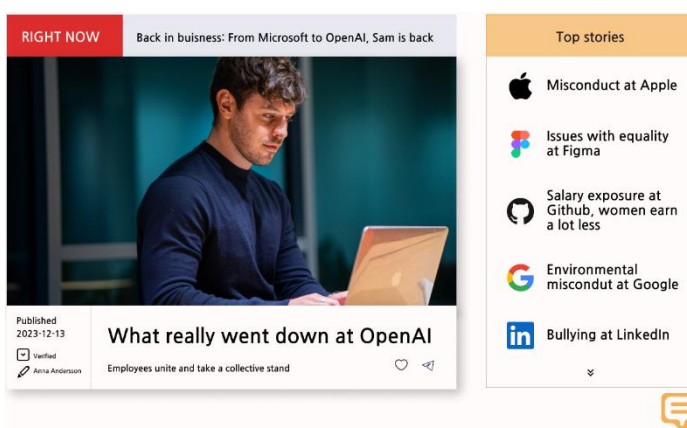
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**Figure 1** Whistleblowers startpage, displaying clear entry points.

2. Streams and Feeds: This pattern is used to present a continuous stream of information, usually in chronological order. Examples include news feeds on social media, where new posts are continuously added to the top of the feed (Tidwell et al., 2020).

Understanding that our primary users are keen on observing how other companies handle similar situations and how their stories are narrated is crucial. This insight into the experiences of others provides a frame of reference, helping users gauge how their reports might be processed and presented. To cater to this need for exploration and understanding, I have designed a “Streams and Feeds” feature. This allows users to effortlessly scroll through and familiarize themselves with various cases and outcomes, thereby getting acquainted with the platform's approach and the potential trajectory of their own submissions. This design choice aims to provide a comprehensive, user-friendly experience, empowering users to confidently and securely engage with our platform.



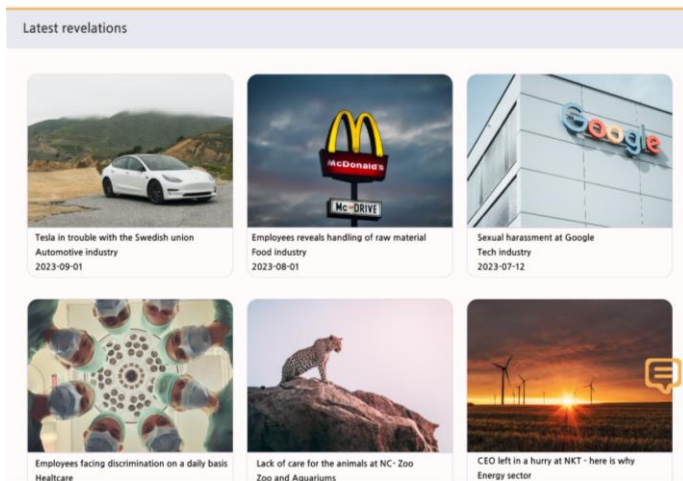
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**Figure 2** Whistleblowers startpage, displaying streams and feeds.

3. **Dashboard:** The Dashboard pattern focuses on presenting key information and statistics in a clear and efficient manner. This often includes summaries, charts, and important indicators. The dashboard acts as a control center where users can quickly get an overview of relevant information (Tidwell et al., 2020).

The primary user group for our service is in the midst of a critical situation. They have exposed instances of misconduct within their workplace and are adamant about keeping their identity concealed. Given the gravity of their circumstances, these individuals are likely to be deeply invested in the progression and investigation of their case. Access to pertinent information and the ability to actively participate in the process are of paramount importance to them.

In response to these specific needs, I have crafted a user-centric dashboard. This design ensures that users have comprehensive visibility into their own case, with access limited exclusively to information relevant to their situation. This dashboard is not just a passive display of information; it includes strategically placed, easy-to-use contact buttons that facilitate direct communication with the journalist handling their case. Additionally, a clear, intuitive timeline is incorporated, offering users a straightforward estimation of their case's current status and progression.

Furthermore, the dashboard integrates various other design patterns, like module tabs, which are detailed below. These elements are thoughtfully included to enhance user experience, making navigation seamless and the process transparent. The objective of this design is to empower users with control and clarity, ensuring they



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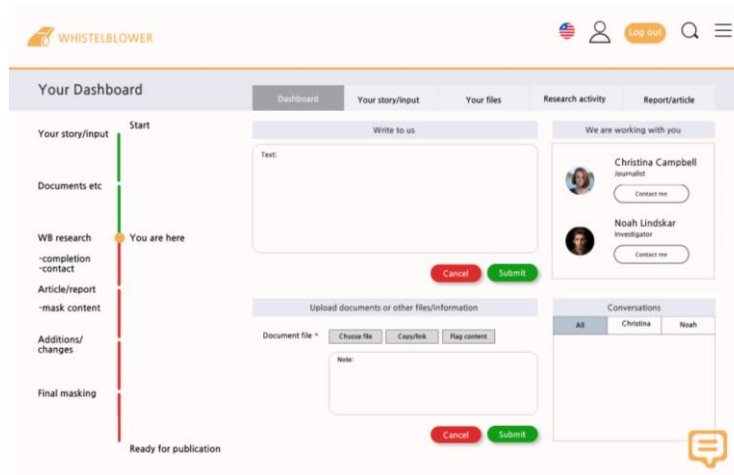
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feel supported and informed every step of the way in a situation that is inherently sensitive and challenging.



**Figure 3** Dashboard in Whistleblower, displaying users dashboard.

4. **Module Tabs:** Module tabs are a type of navigation that organizes content into separate tabs. This allows for a clean and compact design where users can switch between different views or content sections without leaving the current page (Tidwell et al., 2020).

In situations such as these, where a whistleblower is coming forward with allegations of misconduct, the volume and complexity of information can be substantial. It's imperative for the whistleblower to provide evidence supporting their claims, ensuring the integrity of the process, and preventing the fabrication of false cases. To manage this influx of information without overwhelming the user – our main persona – a thoughtful approach to the design of the interface is crucial.

Recognizing this, I have opted to structure the dashboard using module tabs. This design choice allows users to access all the pertinent information related to their specific case without the need to navigate away from the page or sift through irrelevant data. It's a streamlined approach that keeps everything organized and readily accessible, simplifying the user's journey as they manage and monitor their report, see figure 3.

5. **Grid of Equals & Titled Sections:** This pattern divides content into equally sized sections, often organized in a grid layout. Each section typically has a title that describes its content. This creates a clean and structured layout that is easy to navigate (Tidwell et al., 2020).



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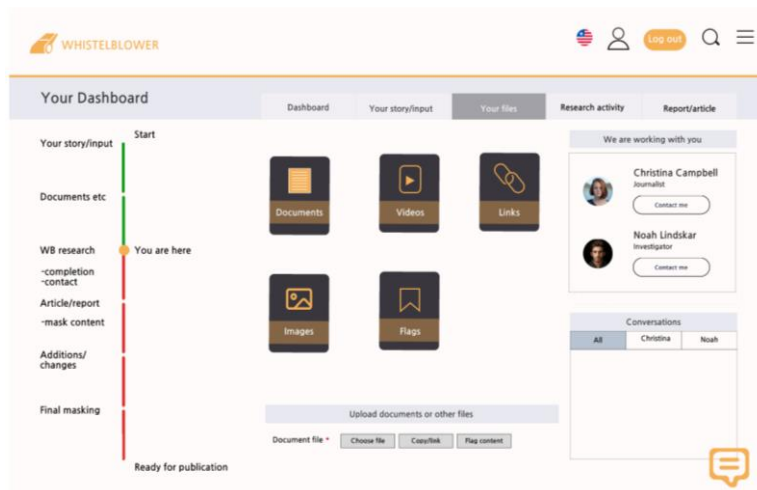
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Considering the necessity for users to submit evidence substantiating their claims of misconduct, it's crucial to provide a straightforward and versatile mechanism for uploading various types of files. Once these files are uploaded, it's equally important for users to be able to locate and manage them effortlessly within an organized system.

To address this need, I have specifically designed the 'Your Files' tab. This feature is not only about facilitating file uploads; it's about creating an intuitive space where users can easily oversee and interact with their uploaded documents. The tab is structured to provide a clear overview of the files, with distinctive icons representing different file types, aiding quick identification. Each file is also clearly labeled with a title, streamlining the search and retrieval process.

This design choice is grounded in the understanding that managing evidence can be a complex and sensitive task. The 'Your Files' tab simplifies this process, allowing users to navigate their files with confidence and ease.



**Figure 4** Dashboard in Whistleblower, displaying Grid of Equals & Titled Sections.

6. Breadcrumbs: The Breadcrumb pattern is a navigation aid that shows the user's location within the hierarchy of the website or application. It provides a path back to previously visited pages and helps the user understand the context of their current location (Tidwell et al., 2020).

To assist users in effortlessly navigating the site and, for example, to successfully pass the trunk test (Kruger, 2014), I implemented a breadcrumb feature. This design element serves as a straightforward tool for users to pinpoint their exact location



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within the website. Breadcrumbs provide a clear trail from the home page to the user's current page, making it easy to understand the path they have taken and how to retrace their steps if needed, giving the user a clear “way out”.

This feature is particularly useful in complex websites with multiple layers of content, as it helps prevent disorientation and confusion. By displaying a simple, unobtrusive line of text at the top of each page that shows the user's journey through the site, breadcrumbs enhance user orientation without cluttering the interface. Users can quickly glance at the breadcrumb trail to ascertain their current position and navigate to previous sections with ease.



**Figure 4** Startpage in Whistleblower, displaying design of breadcrumbs.

7. Sitemap Footer: A sitemap in the footer provides an overview and accessible navigation structure at the bottom of the website or application. It includes links to different parts of the site and helps users quickly find information or navigate to various sections (Tidwell et al., 2020).

In order to cater to users who, require a comprehensive view of the website's content, I have thoughtfully designed a sitemap footer. This feature is specifically tailored for users seeking a quick, yet thorough, overview of what the website offers. The sitemap footer serves as a user-friendly guide, presenting a structured and complete picture of the site's layout briefly.

This intuitive navigation tool offers easy-to-follow, accessible links that lead directly to various sections of the website. It's an efficient way for users to gain a bird's-eye view of the site's structure and to locate specific information or resources without having to search through multiple pages. By organizing the links in a logical, hierarchical manner, the sitemap footer simplifies the process of finding content, saving time and effort for the user.



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**Figure 5** Startpage in Whistleblower, displaying sitemap footer.

The inclusion of a sitemap footer is a strategic design decision that enhances the overall user experience. It not only aids in navigation but also provides a sense of clarity and control, allowing users to explore the website with confidence and ease. The goal is to ensure that every user, regardless of their familiarity with the site, can access the information they need in the most straightforward and efficient way possible.

## 4 Critical evaluation

To provide a comprehensive and critical evaluation of the service design for the Whistleblower's website, it's essential to examine several key aspects: Benefit, Target User Adaptation, Interaction Flow, and Presentation Form.

1. **Benefit:** The primary objective in designing any application is to ensure it fulfills its purpose and provides value to its users. In the case of the Whistleblower application, the design incorporates crucial functions that align with its core purpose. While the current design iteration successfully integrates vital features, further refinement, particularly in the dashboard and the reporting functions, could enhance the user experience significantly. Enhancing these aspects would streamline the process for users reporting misconduct, thereby directly contributing to the app's utility and effectiveness.

2. **Target User Adaptation:** Understanding and meeting the needs of the target users is pivotal in application design. The Whistleblower app appears to address the main functional needs and conceptual understanding of its users. However, I believe that the user interface requires additional iterations to achieve a more clean and clear presentation for the target group. Simplifying the interface will not only improve usability but also make the application more approachable, thereby aligning more closely with the user expectations and requirements.

3. **Interaction Flow:** The design of the interactive sequences within the application seems, in my opinion, in general to be user-friendly and intuitive, aiding users in understanding how to navigate and take action within the app. Nonetheless,



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conducting user testing could be a good way to gain deeper insights into the actual user experience. Through user testing, it's possible to identify areas of confusion or difficulty, allowing for targeted improvements that can make the interaction flow more seamless and intuitive. I do struggle with the feeling of being “homeblind” and find it hard to discover big mistakes in the interaction flow. This is something I need to evolve - the critical thinking of my own design.

4. Presentation Form: The initial presentation and perception of the application are critical in establishing trust and credibility with users. The aim was to convey a sense of quality and reliability in the service design, which is essential for users considering reporting misconduct. Trust is a cornerstone in this context; without it, users may hesitate to engage fully with the application. While the current design focuses on creating a positive first impression, it could benefit from a deeper emphasis on the functionality of reporting misconduct. Detailing the steps involved in reporting and the format of the final report would provide users with a more comprehensive understanding of the process. This complete picture is not only informative but also instrumental in building trust, as it transparently showcases the entire reporting journey.

In summary, the Whistleblower application shows, in my opinion, promise in its current design, addressing key user needs and providing a foundational structure for reporting misconduct. However, there are opportunities for improvement in areas such as dashboard functionality, interface clarity, user testing for interaction flow, and a more detailed presentation of the reporting process. These enhancements would not only refine the user experience but also strengthen the application's ability to fulfill its purpose effectively.



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