

# **FINAL MASTER PROJECT PROPOSAL**

## **RE-TAKE**

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## Section One

# INTRODUCTION

### Preface

In this document I present the revised proposal for my Final Master Project. I first establish the foundation for this work by discussing my identity as a designer and my vision on design. Afterwards, I describe the design space of this project. By reflecting on personal experiences and through literature review, I discuss the current challenges of UX in enterprise, and formulate the problem statement of this project.

I then propose a design concept that aims to address the identified problem, and describe my envisioned approach towards realization of this Final Master Project alongside my personal goals.

### Identity as a Designer

My name is Arthur Geel — I'm a MSc. student Industrial Design at the Eindhoven University of Technology. During my bachelor degree at the ID department I became familiar with a broad range of design applications (i.e. design research, automotive design), but was mostly interested in User Experience Design. At the end of my degree, I realized that I enjoyed the context of designing digital systems and services most, where I focus on the tangent of accessible and delightful products.

Being a designer in the 21st century means adapting to the needs of a rapidly changing world by having competencies in areas that are not traditionally design-related. My response to this shift is to develop myself as a *Pi-Shaped Designer* [9, 31]. Besides being familiar with a broad range of product design essentials, a Pi-Shaped Designer has two areas of competence in which they excel.

For me, those two areas are *designing for digital user experiences* and the *technological realization of digital products*. I believe that such a varied skillset allows me to better understand contexts by analysing them from both perspectives. Consequently, the two competency areas within the Industrial Design Eindhoven Education Framework I have decided to specialize in are *User & Society* and *Maths, Data & Computing*.

In my process I put an emphasis on creating a thorough understanding of the context and its stakeholders, where I use skills and attitude developed in the *User & Society* competence to guide me. More specifically, I employ classical UX methodologies such as *design ethnography* [17], *contextual inquiries* [17] and *customer journey mapping* [30] to inform my process.

Afterwards, I give shape to the insights by designing



**Figure 1:** A photograph of me, taken in Mostar, Bosnia.

digital prototypes in increasing levels of fidelity — from *wireframes* [1] to complete *design system* [10] — using *Figma* [11], my tool of choice for designing digital products and systems. These design artifacts allow me to further explore the design space by conducting in-context evaluations once more tapping into the *User & Society* competency.

Finally, I enjoy breathing life into prototypes by developing them with my skills in the *Maths, Data & Computing* competency. My preferred tool of choice for this is a front-end development stack (HTML/CSS/JavaScript), using Git for version control. Recently I have been exploring the role of data in design by becoming acquainted with the *Data-Enabled Design* methodology [16] and by integrating Machine Learning in my design concepts. Programming and Maths, Data & Computing have become integral parts of my identity as a designer — I am a big supporter of utilising these as design materials, providing a new dimension to the exploration of a design space.

Throughout my time at the TU/e I was driven to complement my academic knowledge with professional experience. In 2017 I had a six-month internship as a Junior Interaction Designer at creative digital agency

*Momkai*, which I discuss in detail in my portfolio [13]. Additionally, since starting my MSc. in September 2018, I have been working part-time as the sole UX Designer at *SPIE Nederland*. In this position I am responsible for re-designing the usability and user experience of legacy applications.

I felt really comfortable in both roles, and these have driven me to push on and pursue a career as a UX designer of digital products.

### Vision on Design

Computers and the internet have revolutionised our way of living. We increasingly perform complex tasks that were previously deemed impossible, including establishing real-time connections with peers all over the world, automating repetitive tasks and managing- and sharing vast amounts of data. We have made the world more accessible: computers enable all to contribute to our society, regardless of their location, age, gender or disabilities.

In contrast with physical products, the landscape of digital products is a lot more dynamic. By removing physical materials and real-world shipping from the equation, we see new products make it to the market faster, and see existing products receive new features regularly. Because of this, barriers that prevent us from reaching productivity are rapidly being torn down.

However, this new reality is not always rosy. The complexity of the tools we use in everyday life is rapidly expanding, requiring more training and expertise to operate. This clashes with making the world more accessible: not everybody is able to participate anymore as their skillset does not allow them to profit from this novel environment.

Furthermore, we are seeing negative societal trends regarding the digital products we use. Our privacy is being eroded through the increasing intensiveness of web-tracking and transfer of personal data to third parties, and our concentration spans are being bombarded by personalized stimuli, designed to grab our attention.

With my design I try to take a stand against these developments. I am driven to create digital tools and systems that not only make the internet more accessible,



**Figure 2:** Nuntius, the result of my Final Bachelor Project (July, 2018). This tangible speaker autonomously collects narrated segments of news, and curates them according to the users' personal preference.

Rather than battling for the user's attention every time a new item has entered its playback queue, Nuntius' machine learning algorithm evaluates whether the item would add value to the recipient at that current time. If it deems the item worthy of their attention, Nuntius uses peripheral notifications to subtly inform them.

This project is a good example of my vision on design and identity as a designer: using a UX design process with my programming skills to create an interface that actually respects their user.

Interested in reading more about this project? I'd be happy to lend you one of the printed copies of this report. Alternatively, there is a digital version available [here](#).

## Section Two

# DESIGN SPACE

### The Rise of User Experience Design

The increasing importance of computers and the internet in our daily lives has resulted in a discipline that specialises in designing for this context, known as User Experience (UX) Design. UX Design is characterized by its process which integrates research, ideation and prototyping to create a product, system or service that creates meaningful and relevant experiences for its end-user. Often, UX Design goes hand in hand with Design Thinking [4] due to the similarity of their natures [15].

An emphasis on UX Design during product development processes is known to increase business success: *Returns on Investments* are achieved through a reduction in costs for critical areas such as development time [8, 29], maintenance [28] and providing user support [6], while increases are seen in areas such as user adoption, user satisfaction, revenue growth and productivity [27, 28]. However, for these benefits to surface, a degree of understanding and involvement in UX by enterprise is required [18].

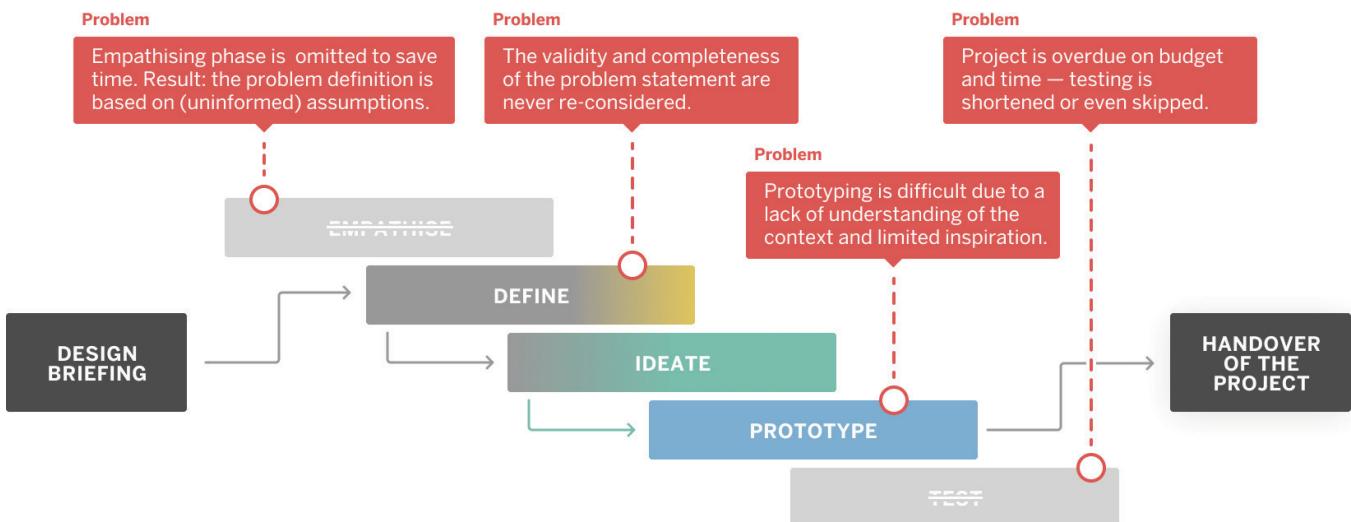
### Current Challenges in UX

As the awareness on the impact that UX has on business has grown significantly over the past decade, so has the demand for UX Designers [5]. The introduction of a new discipline came with its challenges, as there is

ambiguity about what UX Design actually is and how it impacts the industry workflows [18]. For example, while the Design Thinking framework [4] has five main stages (empathising, defining, ideating, prototyping, testing), the enterprise commonly misconceives designers to merely conceptualize and create the designs (i.e. ideating & prototyping), failing to recognize that this progression is facilitated by the other Design Thinking stages. This misunderstanding brings forth organisational challenges that result in imbalanced design processes with shortened phases and misaligned priorities, ultimately impacting the UX Designer's ability to perform [8, 27, 28] (see Figure 3 — the scenario is further elaborated upon in a customer journey map in Appendix B).

This (lack of) understanding with respect to UX Design and UX Designers was recognised by Nielsen in 1996, who defined eight stages of *Corporate UX Maturity*, ranging from '*hostility towards usability*' to a '*user-driven corporation*' [21, 22]. Beyond descriptions of these stages, Nielsen offers advice on how to improve Corporate UX Maturity. More recently, others have built upon this work to create robust models to measure and improve UX Maturity in an effort to help the industry adapt to this new discipline [7, 26, 19].

However, recent industry surveys demonstrate that the problems outlined by Nielsen in 1996 are still prevalent. A recent survey among over 3,000 designers saw professionals tie their top challenges to UX Maturity [34]: challenges included improving UX consistency (59%); testing designs with end-users (53%); securing UX budget or resources (40%) and getting buy-in or understanding



**Figure 3:** Common problems encountered as a result of a UX Design process inhibited by low UX Maturity environments. Note that especially the iterative and flexible nature of Design Thinking are impacted, diminishing its benefits.

from executives (38%). Furthermore, the 2019 edition of an annual UX Designer survey saw similar results [33]: prevailing challenges were including research within the product development process (64%); sourcing the right participants (50%), securing resources or budget (49%) and getting executive buy-in about UX research (49%).

Even though some challenges are becoming less pressing, (the challenge of securing resources or budget decreased from 60% to 49% over the past year [32, 33]) it is evident that the challenges resulting from low UX Maturity will continue to impact the industry for the foreseeable future, especially when one realizes that new in-house UX teams are on the rise [19], increasing the amount of environments where UX is newly introduced.

### Problem Statement and Design Challenge

In summary, the problem identified in the previous section is the following:

- *User Experience Designers working in corporate enterprises are inhibited in their ability to perform well due to challenges stemming from low UX Maturity.*

Where current attempts at addressing this issue are mostly aimed at providing long-term support for industry executives to diagnose and improve their UX Maturity [7, 26, 19], this project takes a different approach by focusing on helping UX professionals themselves adapt to their challenging environments.

The idea of adapting UX methodology in order to address

UX Maturity issues resulting from the disconnect between the academic world and the industry is supported by the results of related work [23], which saw the training of software developers to perform A/B usability tests. The study saw the impact of UX increase, which was partly attributed to improved industry buy-in [14, 24].

The focus of this design challenge is guided by the conditions of the modern working environment: i.e. limited time & resources and a need for better consistency of UX output. The design challenge for this project is therefore:

- *To design a strategy that enables UX Designers in enterprise to validate their works-in-progress, improving their UX consistency.*

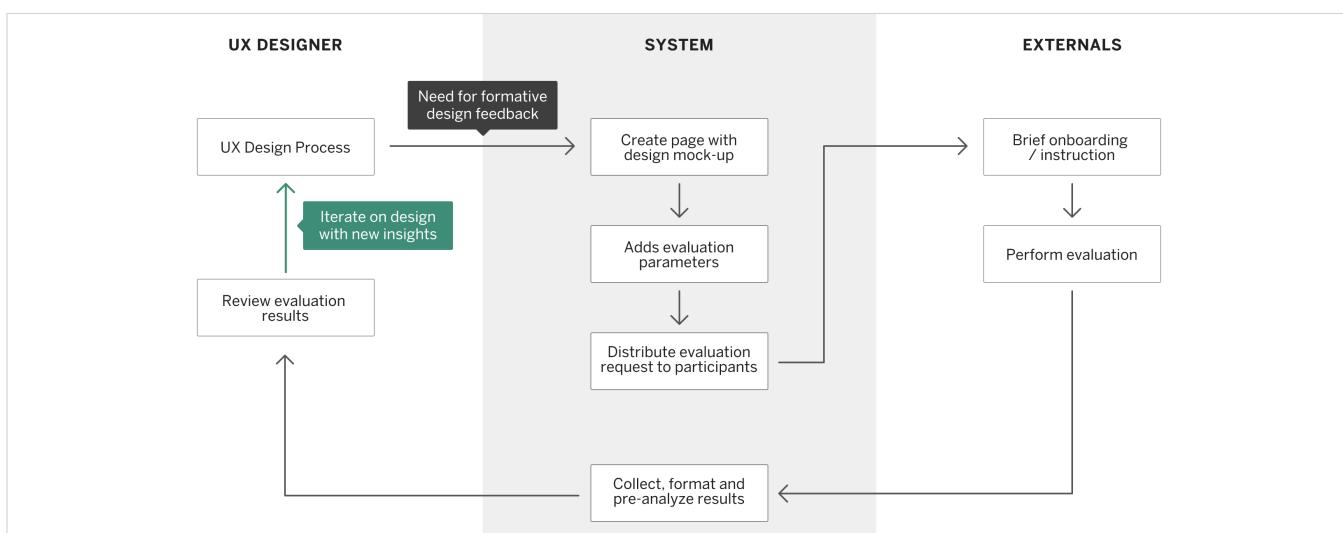
### Design Concept

The solution envisioned to meet the design challenge is:

- *A system that allows UX Designers to receive formative feedback on their work by distributing their works-in-progress to colleagues and related stakeholders.*

This system pairs the works-in-progress with an actionable plan that allows stakeholders to evaluate the UX design (see Figure 4).

This system has two aims: firstly, it aims to enhance the iterative capabilities of UX Designers by increasing the amount of formative design feedback. Secondly, it aims to improve UX Maturity through better involvement of stakeholders, supported by related work of [14, 24].



**Figure 4:** Systemic overview of the design concept that allows UX Designers to more easily iterate on their work through formative feedback, provided by externals. After sending requests for feedback, the UX Designer can continue working on other design tasks, in line with the parallel nature of modern Agile practices.

However, in order to accomplish these aims, it is crucial that this system is 1) *well-integrated in the UX Designer's existing workflow* and 2) *understandable and quick in use for the evaluators*. In order to allow integration with modern-day UX tools, the system will consist of a web-based Graphical User Interface (GUI) that can be quickly and securely shared online.

A 2019 survey with over 3,000 designers shows that Figma [11] is among the most commonly used tools, growing in popularity [35, 36], which highlights its suitability for this project. Furthermore, their recently released API [12] supports read access and interactions with Figma files. The integrated system should do most of the lifting, allowing the UX Designer to share their works-in-progress with minimal investments in time on their part.

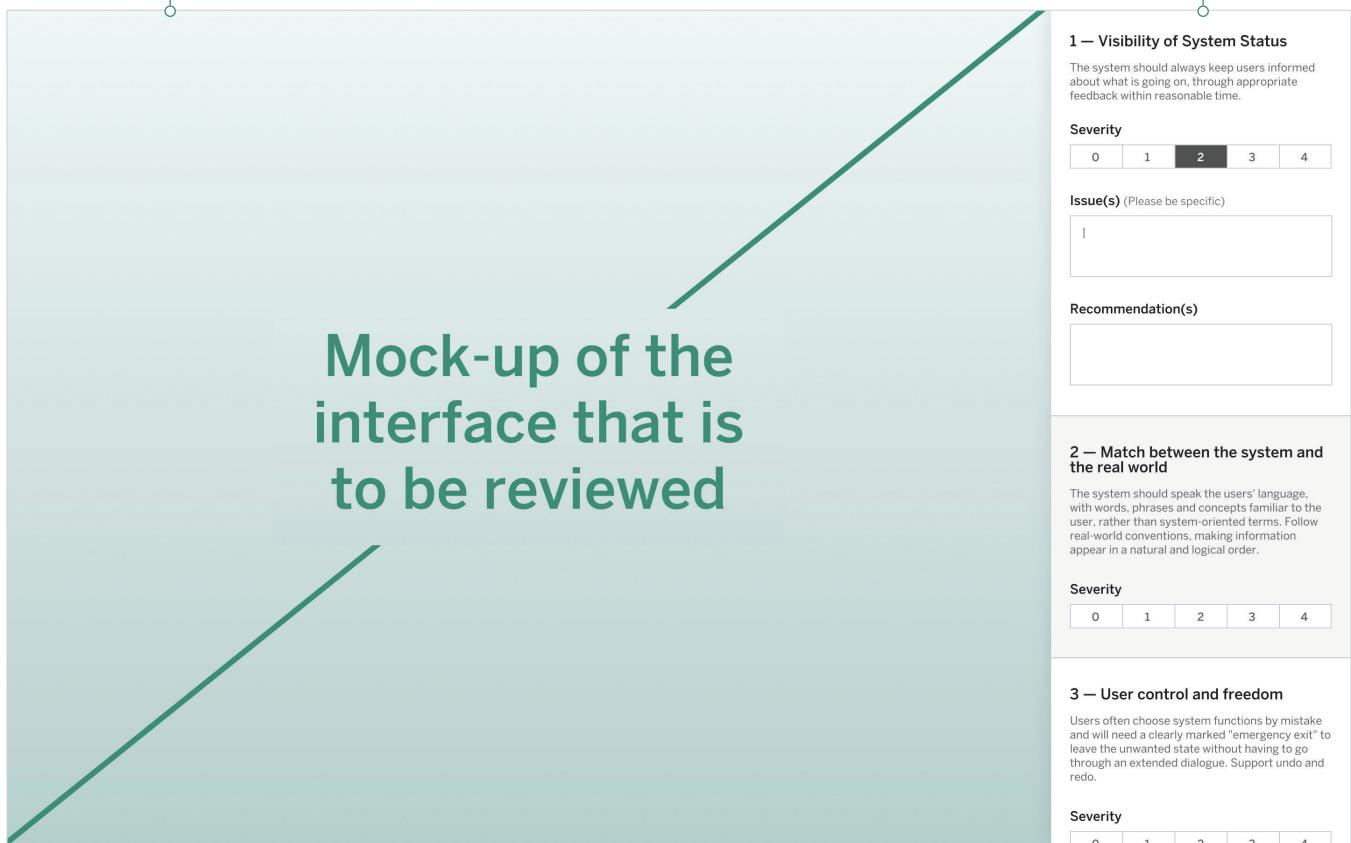
*1. The latest version of the design prototype is embedded in the page. It is interactive: making it a realistic way for the evaluators to experience the design.*

In order to guide the externals with potentially limited UX expertise, the system provides a step-by-step guide that assists them in detecting usability issues. It contains an onboarding sequence that familiarizes them with the context, and trains them to utilise Nielsen's framework on Heuristic Evaluation [20]. Furthermore, the use of progressive disclosure reduces the cognitive load imposed on the end-users.

The system collects participant responses and feeds these back to the UX Designer, allowing them to more easily integrate feedback on their work.

User Flows that further explain the system from the perspectives of the UX Designer and the evaluators are included in Appendices C and D.

*2. The evaluation module, allowing externals to evaluate the design prototype using Nielsen's heuristics [20].*



**Figure 5:** Wireframe design of the system that facilitates UX feedback. The system features two main components in its interface: a live embed of the Figma design prototype that is to be reviewed, and a side-bar that contains a systematic guide to evaluating the interface.

## Stakeholder Overview

There are several groups of stakeholders involved in this FMP, with the target demographic UX Designers in enterprise environments that have low UX Maturity. This stakeholder group will be the end-user for the '*UX Designer's perspective*' of the system (Appendix C). Furthermore, their (in)direct colleagues are recognised as those that play the role of the 'Evaluators' (Appendix D).

In addition to that, this project will be supported by a number of UX Designers with professional experience that provide expert advice related to usability evaluations.

Due to the recently adjusted direction of this project, stakeholders that fit the criteria for the two end-user groups have not yet been incorporated in this project. Locating and onboarding these is a high priority for the next phase.

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## Section Three

# PROJECT GOALS

## Overall Goal

This project aims to address the challenges encountered by UX Designers in low UX Maturity environments. An interactive system that focuses on increasing collaboration between UX and related disciplines is envisioned to decrease the UX Maturity gap, and increase the positive impact that designers have on the development of enterprise products.

Related to this overall goal, the qualities that the final system should consist of are therefore '*reliability*', '*usefulness*' and '*ease of use*'.

The next section describes my personal goals for this project, structured according to the competency model of Industrial Design Eindhoven. The three competencies I chose as my expertise areas are *Design & Research Processes*, *User & Society* and *Maths, Data & Computing*.

## Design & Research Processes (DRP)

The DRP competency will determine my approach to this project. Beyond the quality of the final deliverables of this project, I have three personal goals for this area:

- Applying a customised design methodology: a hybrid form of *Design Thinking* [4] and the *Dynamic Systems Development Method* [25].
- Integration of *design sprints* and *one-man stand-up meetings* [2] in my process to prompt regular reflection and track progress.
- An emphasis on an incremental design process with low- and high-fidelity demonstrators, used to validate assumptions in evaluation sessions.

## User & Society (US)

The US competency will guide ideation in the design space. I will make use of the UX Design methodologies I have become acquainted with over the past years. Personal goals for this competency include:

- Effectively applying UX Research methodologies (i.e. Customer Journey Maps, Expert Review, Usability Testing), producing deliverables that document- and communicate the acquired insights clearly.
- Completing a thorough in-context evaluation of the final demonstrator. (Qualitative data, consisting of observations and semi-structured interviews, which is thematically analysed with a co-coder).
- Inclusion of external expert(s) and/or a client in the design process as industry input.

## Maths, Data & Computing (MDC)

I see the MDC competency not only as a means to make sense of the complex reality, but also as a way to create interactive digital environments using human input and datasets. The personal goals for this area are:

- The technological realization of a web-based (HTML/CSS/JS) interactive system which is linked with the Figma API [12].
- An included functionality in the final system which makes sense of the data produced during the evaluators' process. Insights from this functionality are to be presented visually to the UX Designer.

## Section Four

# DESIGN PROCESS

### Approach

The approach for working towards this project's goals is created by using IDEO's *Design Thinking* method [4] in conjunction with the *Dynamic Systems Development Method* (DSDM) [25], allowing me to iteratively work towards innovation from the perspective of human-centered design.

As this project progresses, my focus will shift from *exploration* to *validation*. In order to help me do so, I have defined four phases that progressively build a deep understanding of the design space and its stakeholders. These phases are elaborated upon on the next page.

### Final Deliverable

The final deliverable for this FMP will be an interactive, web-based system that allows UX Designers to share their work-in-progress with their colleagues. This system is envisioned to facilitate collaboration between different disciplines, aimed towards decreasing the effects of low UX Maturity.

To do so, this system lets UX Designers share their work-in-progress, which is created in Figma, with their colleagues. The system will guide these colleagues to perform UX evaluations of the works-in-progress, which increases the quality of the work, but also helps integrate non-UX Designers in the process.

	January			February				March				
Week	04	05		06	07	08	09	10	11			
	Phase 1						Phase 2 — Refining the Concept					
	12	13	14		15	16	17	18	19			
	Phase 3 — Design and Realization											
	May				June							
Week	20	22	21	22	23	24	25	26				
	Phase 4 — Final Design Evaluation											
	05/06 Demo Day			11/06 Report			18/06 Portfolio		22/06 Final Pres.			

## Phase 1 — Defining the Scope

September 2019 — January 2020

The first phase is currently ongoing. In this phase I define the design challenge by reflecting on my identity and vision as a designer. By reviewing literature I established a problem statement, and laid out the direction for the design concept that addresses the problem statement.

At the end of this phase, this project's scope is defined, which includes the problem statement, identified stakeholders and project goals. The progress made during this phase is documented in this proposal.

**Deliverable(s):** FMP Proposal (Re-Take)

## Phase 2 — Refining the Concept

January 2020 — March 2020

The second phase is aimed at enhancing the concept, for which a variety of activities is planned.

Firstly, I will work on establishing a connection with stakeholders that suit the described target demographics. For this, I will reach out to nearby companies that typically employ UX Designers (i.e. IT-based companies and design/consultancy agencies).

Secondly, I will evaluate the design concept alongside external experts. This will be done by reviewing an interactive version of the conceptual designs (see Appendices C and D), where I especially will be looking for insights on which UX Evaluation techniques are suitable for the 'evaluators' with limited UX experience to perform (currently this is Nielsen's Heuristic Evaluation). Furthermore, these sessions will help me evaluate the validity of the overall concept.

Insights from both activities will be used to evolve the design concept, and prepare for phase three.

**Deliverable(s):** Improved conceptual designs of the interactive system.

## Phase 3 — Design and Realization

March 2020 — May 2020

The third phase is where a 'concept freeze' takes place in order to accelerate product development.

This phase sees me design (i.e. using the Figma design software to do wireframing, testing, tweaking, high-fidelity visual design, testing, updating) the user interface for the system. Once the interface design contains the qualities earlier described, technical realization of the system will commence.

During the technical realization, the designed interface will be recreated as an interactive, web-based application, built using HTML, CSS and JavaScript. This application will be connected with the Figma API to establish an efficient workflow for UX Designers to involve colleagues as evaluators of their work.

**Deliverables:** Series of demonstrator prototypes in increasing fidelity, and a final demonstrator

## Phase 4 — Final Design Evaluation

May 2020 — June 2020

The final phase is aimed at evaluating the design system to learn about its impact on the problem statement.

Firstly, the system's usability will be evaluated. Five or more usability tests should allow me to interpret the system's learnability, efficiency, memorability, errors and user satisfaction. Good usability of the system allows its utility to be more attainable.

Then, I will evaluate the utility of the system. As the intended concept seeks to address issues encountered in enterprise, I want to set up a pilot test in a real company, where both the UX Designers as well as external evaluators use this system in their workflows. I will perform an evaluation using the System Usability Scale [3], where the aim is to get a score of above 68.

Finally, I will share my process and work in a design report, during the Final Demo Day and during the Final Presentations.

**Deliverables:** Design Report, Final Demo Day, Final Presentations.

## Section Five

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# PERSONAL REFLECTION

## Preface

In this document I reflect on the suitability of my Final Master Project proposal with respect to my *Professional Identity as a Designer*, my *Design Vision* and the *Expertise Profile* I have developed at Industrial Design Eindhoven.

## On my Identity & Expertise Profile

I have a strong eagerness to develop myself as a *Pi-Shaped UX Designer*, which is based on the experiences I have had in my professional experience, and discussions with local- and online peers.

In essence, this means that beyond the traditional UX Design skills (*ideation, concept development, user research and interaction design*), I have worked towards growing in the technological realization of systems too.

I believe this is a highly sought-after set of skills for the professional field: collaboration with other disciplines are the foundation for innovation, and understanding multiple perspectives significantly strengthens this foundation. The following points substantiate why I believe the proposed *Final Master Project* is a good fit with my *Identity as a Designer* and my *Expertise Profile*:

- The project will be varied in the nature of the work that will surface, and I am solely responsible for carrying this out. This will require Pi-Shaped thinking: fluidly shifting my perspective from a designer (*empathising and exploring*) to a developer (*structuring and technological realization*).

- The context of digital tools is by far my preferred design domain, and allows me to use the skillset I have concentrated on during my studies and professional experience. Furthermore, my ambition is to continue my professional career as a UX Designer in the digital domain. The proposed Final Master Project grants me the time to dedicate close to six months to a single project, which allows me to showcase my competence and position myself as a UX Designer when applying for professional jobs.

An interesting challenge with respect to my skillset will be the technological realization of the proposed concept.

- While I have developed significantly in my front-end development skills, the envisioned concept is more complex than anything I have created before, and I will aim for high standards for the performance of the tool. However, in this moment I feel excited about the growth that such a process would cause, and confident in my ability to deliver work that measures up to my standards.

## On my Vision on Design

My work is driven by the trends of diminishing digital privacy, exploitation of our concentration and expanding complexity of the tools we use. These are trends I find harmful to society, and I wish to use design to address these trends.

- Personally, I find my vision on design represented well with my Final Bachelor Project, *Nuntius*. Rather than battling for the user's attention every time a new item has entered its playback queue, *Nuntius*' machine learning algorithm evaluates whether the item would add value to the recipient at that current time. If it deems the item worthy of their attention, *Nuntius* uses peripheral notifications to subtly inform them.
- The designed interaction focuses on respect towards the end-user and utilising technology to enable people to access the news of their own accord.

- The design vision for my Final Master Project is to provide a contribution to society by creating a more accessible and respectful digital space. I think the perception of the role of UX Designers creates an imbalanced working environment, where both UX Designers and their non-designer colleagues face challenges due to a lack of familiarity with the role. The design of a tool that aims to restore this balance fits in with my vision on design.
- Finally, I believe that the proposal has the potential to be impactful: existing infrastructure (*Figma*) already allow ideas and work to be shared between colleagues. Building on this tool to address prevalent challenges should increase the potential impact of this project.

## Appendix B

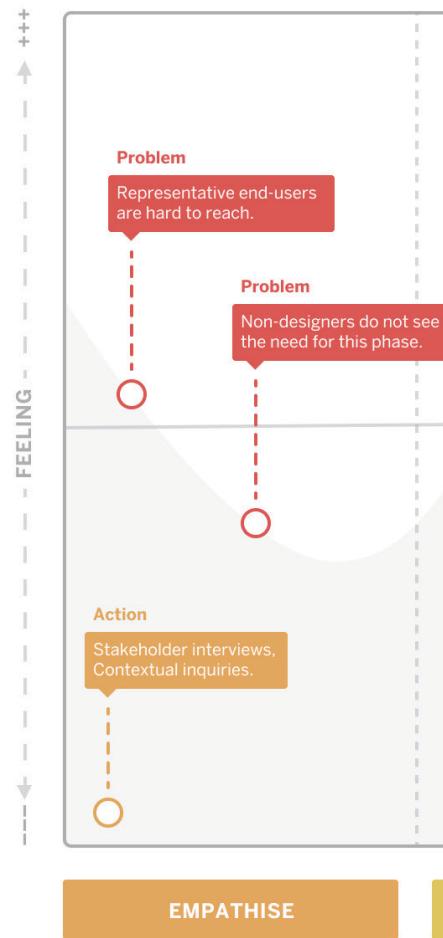
# JOURNEY MAP: TYPICAL UX DESIGN PROCESS

### About this deliverable

This Journey Map describes a typical UX Design Process through the Design Thinking framework [Brown]. By mapping the activities/actions occurring in these phases, problems can be uncovered and placed on the timeline.

The problems mapped on the canvas were firstly based on my experiences working as a UX Designer, and later informed- and validated through literature review, as described in Section Two.

For each phase, a number of opportunities that may address these problems are described, as well as real life implementations in the form of commercially successful enterprise solutions.

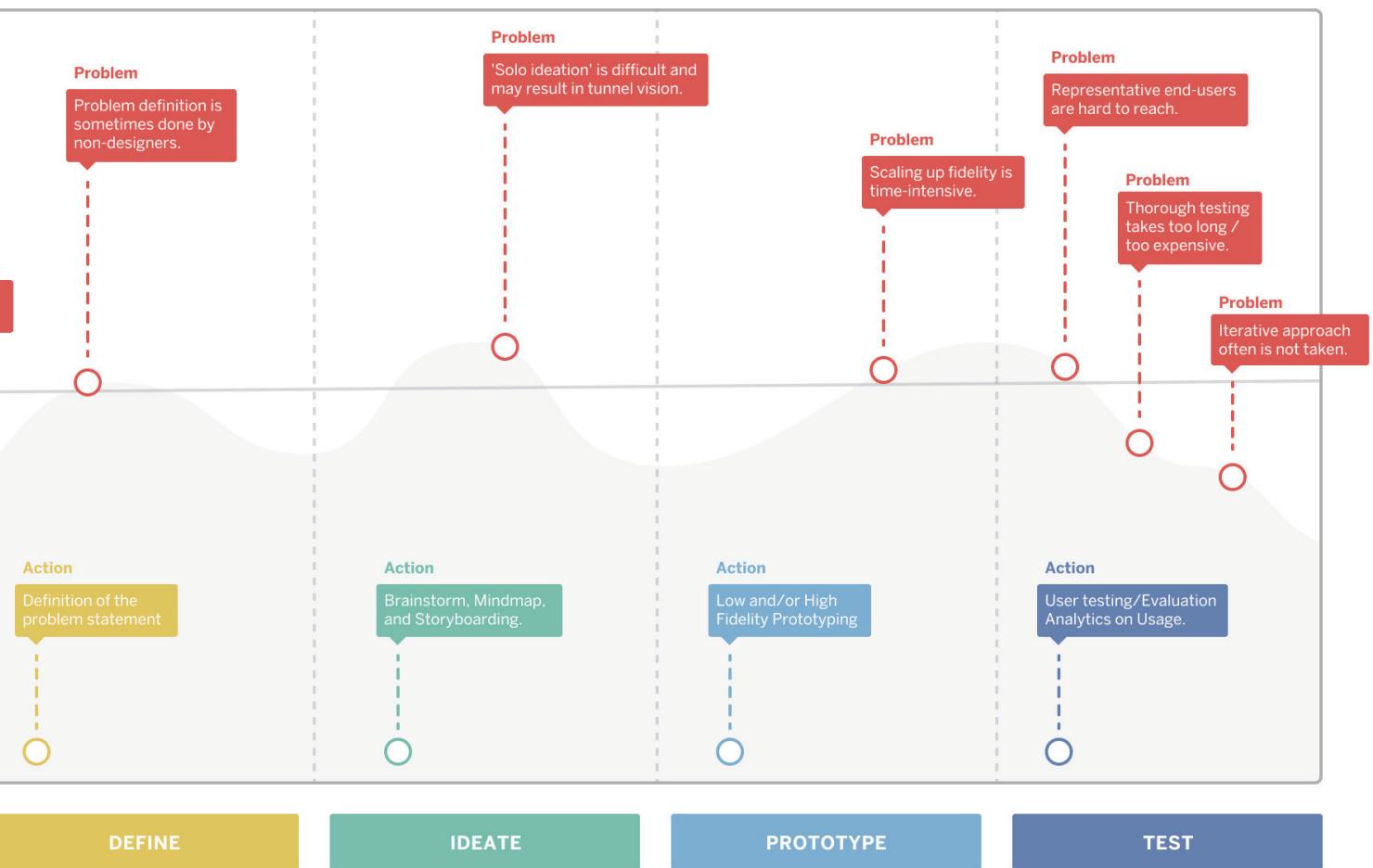


### OPPORTUNITIES

- A platform that makes it easier for designers to both locate and involve representative end-users in the design process.
- Help designers in making non-designers better understand the need for the empathising phase in the design process. See statistics on how the deliverables are used, or what insights led to what decisions later on the line.

### IMPLEMENTATIONS

- There is a considerable number of recruitment agencies that look for representative end-users that fit your needs. However, these services often are quite expensive. Usually, this is a longer-lasting partnership, as these agencies need to understand the project and scoping to know which users suit your needs.



- Better involve all disciplines in the decision-making process: designers get to have a say in the (re)definition phase of projects. To do so, the involved stakeholders should be informed as a result of the empathising phase.
- Make it easier to reflect on- and review problem statements / definitions. This could be done by validating the problem statement through external experts and/or key users.

- Integration of non-designer stakeholders in the ideation process. i.e. using co-creation sessions, co-design sessions, among others.
- Tap into the minds of others to expand your creativity, which could help you overcome creative blocks.
- Share work-in-progress with fellow designers to get their opinions and ideas.
- Outsource ideas to others in order to save time. These other parties would do the 'grunt work': the work that takes a lot of time, but is generally about increasing fidelity of ideas.
- Create an environment that better suits the collaboration between different disciplines. (i.e. designer to developer, or designer to stakeholders).
- A platform that makes it easier for designers to both locate and involve representative end-users in the design process.
- Suspendisse potenti. Quisque eleifend at magna eu ultrices. Suspendisse ac purus ipsum. Mauris diam ipsum, euismod sed sem eu, lobortis convallis massa.

- Consultancies offering workshops to involve all stakeholders in Design Thinking / ideation sessions.
- There are a lot of openly available kits so that companies can run their own Design Thinking workshops, for example MarvelApp's kit.

- CrowdBoard: A team of CrowdWorkers sit in on ideation meetings, and provide their creative input in real-time.
- LEGO Ideas Platform: community submits content, and votes on them. Ideas with 10,000+ votes are always reviewed by the LEGO team. (Ideation / Validation).
- Apparition: CrowdWorkers extend the designers' vision by iteratively expanding upon their ideas, visually.
- Figma (and related tools) allow for working on the same design artifacts at the same time, easy handover to development (through generated code) and fast user evaluation using 'prototype views' of a design.
- There is a plethora of (commercially successful) platforms dedicated to this: e.g. TryMyUI.com, Applause.com, UsabilityHub.com, UserTesting.com, UserFeel.com, UserZoom.com and many others.

## Appendix C

# USER FLOW: UX DESIGNER'S PERSPECTIVE

### About this deliverable

This User Flow explains how the UX Designer will experience the system.

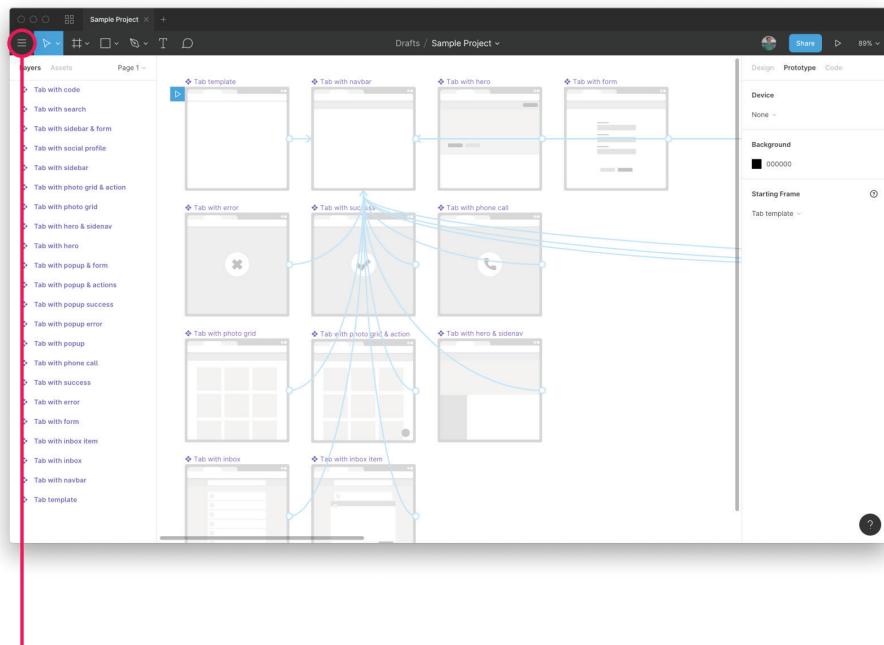
The evaluation system is designed to be efficient in use. The designer's work (created in the Figma software) can be shared through the custom built plugin.

It summons one modal where the requirements for the evaluation can be configured (such as points of interest for the evaluators) and background information (i.e. context of the project, the project's focal users) can be given.

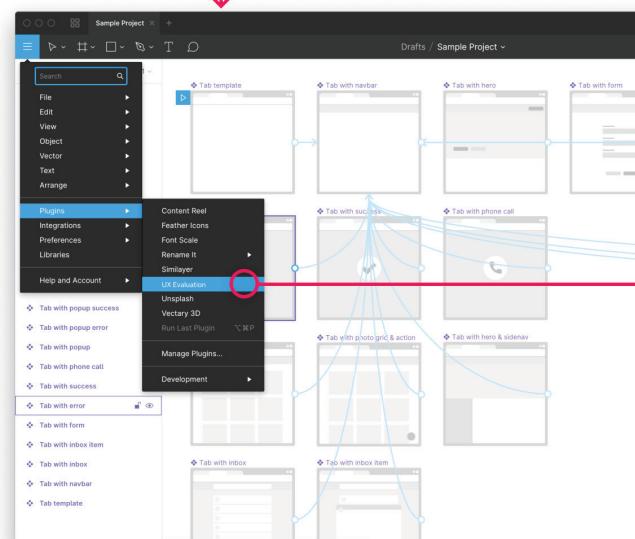
Ideally, sharing the evaluation requests should be a brief interaction, taking less than ten minutes.

When one or more evaluators have sent their feedback, the designer receives a notification and can process the results.

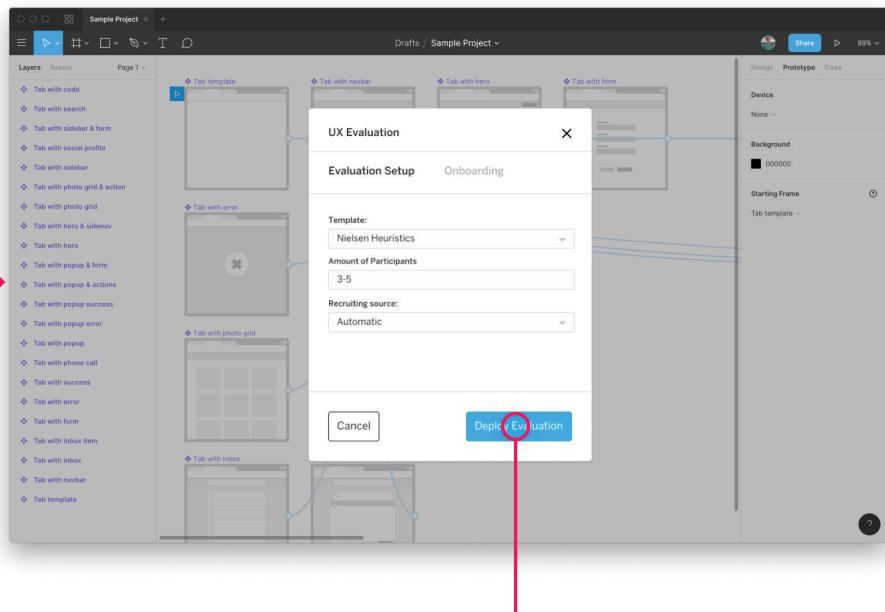
- After finishing a first iteration of a user flow for a new feature in Figma, the UX Designer wishes to share their interactive prototype with their colleagues for formative feedback.



- By navigating through the Figma interface, the UX Designer selects the custom plugin, which summons the evaluation request.

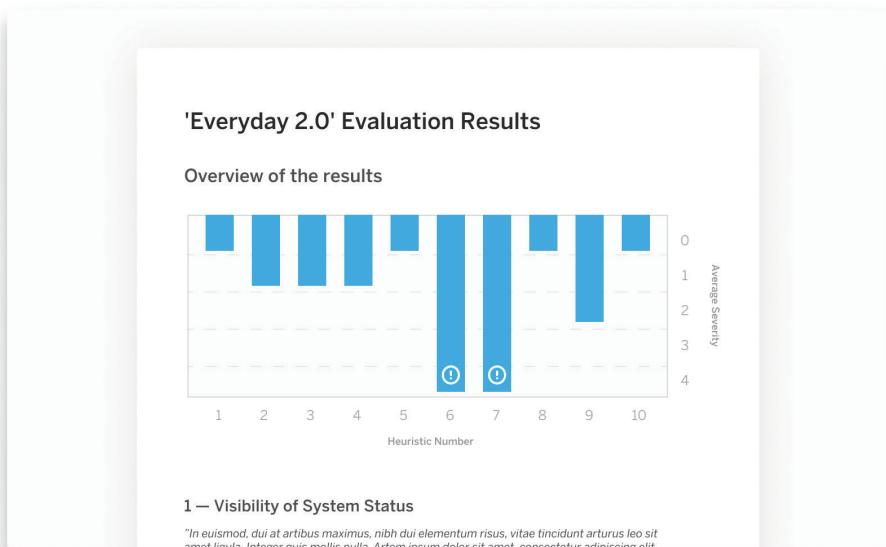


- The UX Designer configures their desired evaluation setup, selects *Nielsen's Heuristics* as a predefined template, and fills out the onboarding description. As they click 'Deploy Evaluation', the compiled files are sent to their colleagues.



- The evaluation request is sent to the recruited stakeholders.

- The UX Designer receives a digital report which features the evaluation results, as well as the comments made by the evaluators.



# USER FLOW: EVALUATOR'S PERSPECTIVE

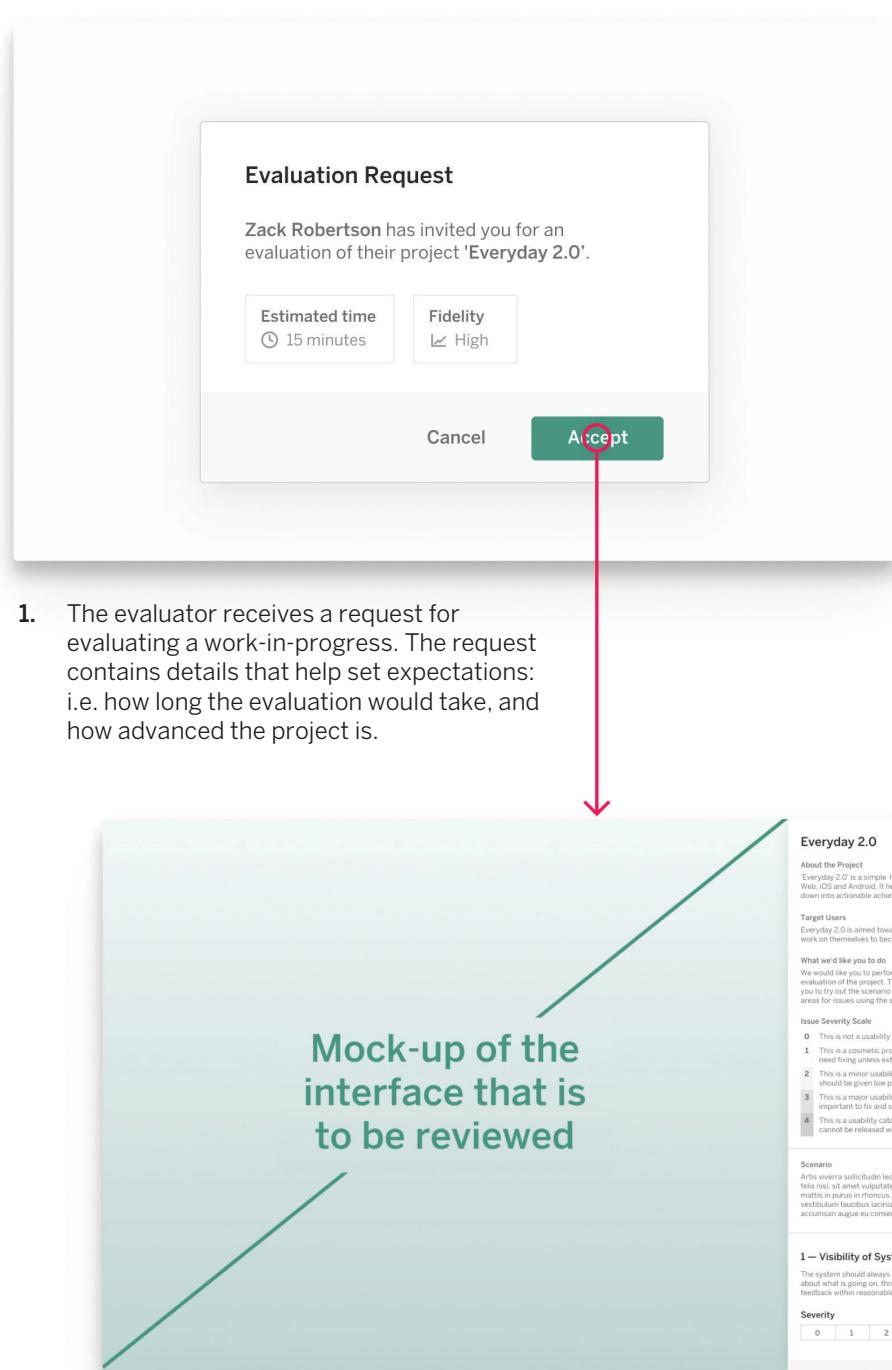
## About this deliverable

This User Flow explains how the evaluators will experience the system.

Considering the varying levels of UX Expertise the evaluators may have, they receive instruction and guidance throughout the evaluation process in the form of an onboarding, depicted in phase 2. This module contains a statement about the project, its target users, the scenario of use and concrete guidance on how to perform the heuristic evaluation.

Throughout their evaluation, they retain the ability to experience the designer's work on the left side (In this wireframe represented in green, captioned 'Mock-up of the interface that is to be reviewed').

This allows typical web interactions such as scrolling with the mouse and clicking elements which build up the functionality of the design.



1. The evaluator receives a request for evaluating a work-in-progress. The request contains details that help set expectations: i.e. how long the evaluation would take, and how advanced the project is.
2. By clicking 'accept', the evaluator receives access to the design. On the left, they see the an interactive prototype of the product. The sidebar on the right contains context and instructions that assist them in conducting the evaluation.

**Mock-up of the interface that is to be reviewed**

1 — Visibility of System Status  
The system should always keep user informed about what is going on, through appropriate feedback within reasonable time.

Severity	0	1	<b>2</b>	3	4
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Issue(s) (Please be specific)  
I

Recommendation(s)

2 — Match between the system and the real world  
The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real world conventions, reducing information storage in a natural and logical order.

Severity	0	1	2	3	4
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3 — User control and freedom  
Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted function state. Support undo and redo.

Severity	0	1	2	3	4
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3. For each of the ten heuristics, the evaluator scores the potential issues found and substantiates their thoughts.

**Mock-up of the interface that is to be reviewed**

The user scrolls up

0    1    2    3    4

Issue(s) (Please be specific)  
Aliquam hendrerit orci quis vehicula tempor.  
Artus est libero. Quisque erat metus.  
Fermentum id nulla a.

Recommendation(s)  
Quisque erat metus, fermentum id nulla a.  
Aliquam hendrerit orci quis vehicula tempor.  
Artus est libero set nunc est potandum.

10 — Help and documentation  
The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real world conventions, reducing information storage in a natural and logical order.

Severity	0	1	2	<b>3</b>	4
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Issue(s) (Please be specific)  
Aliquam hendrerit orci quis vehicula tempor.  
Artus est libero. Quisque erat metus.  
Fermentum id nulla a.

Recommendation(s)  
Quisque erat metus, fermentum id nulla a.  
Aliquam hendrerit orci quis vehicula tempor.  
Artus est libero set nunc est potandum.

Evaluation completed

Click here to submit your work

4. After evaluating all ten areas, the evaluator receives a confirmation that their task is complete. They then submit their evaluation to the designer.