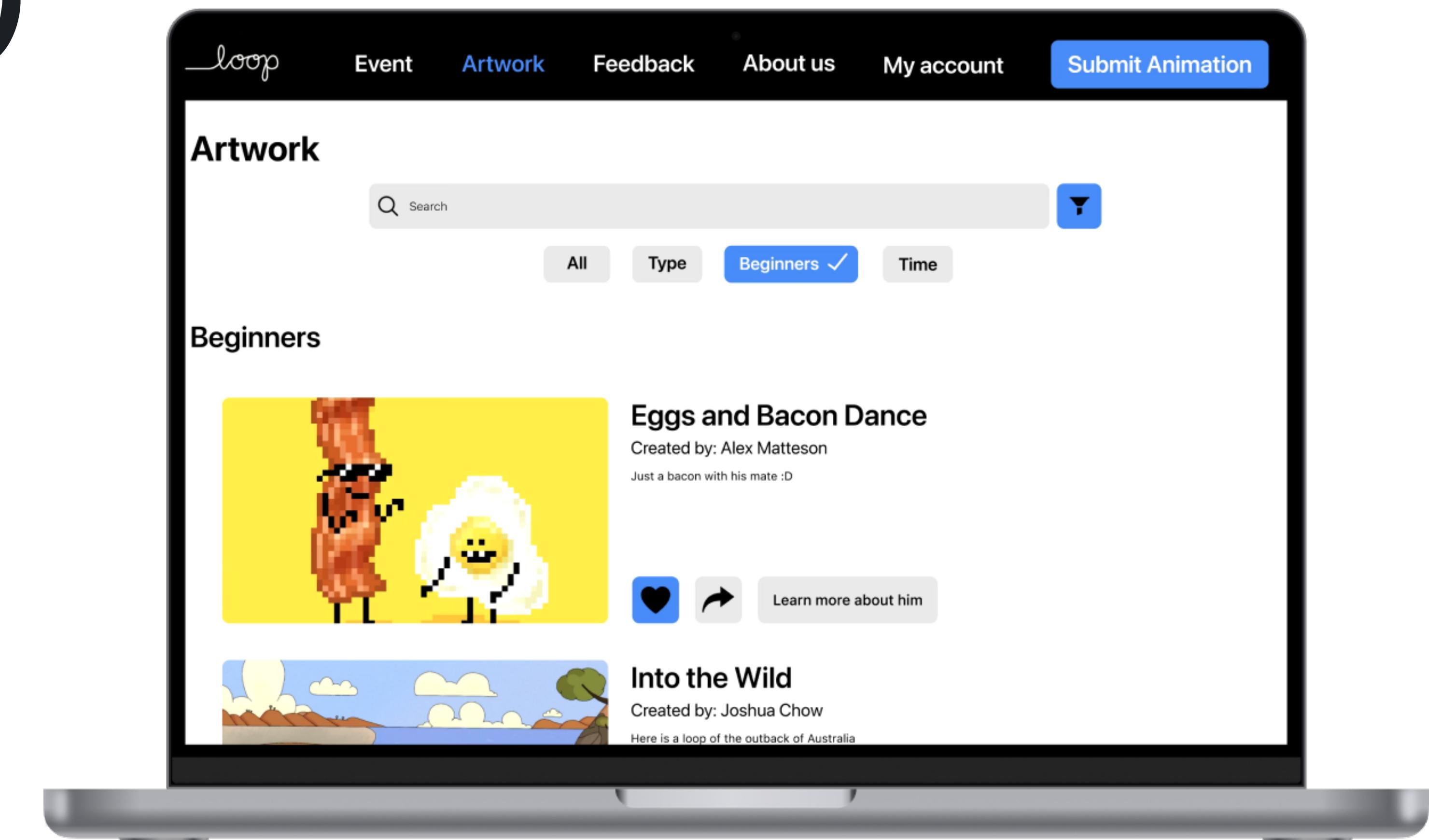


UX Design *Loopdeloop* website



Context:

Loopdeloop is a community where animators submit short looping animations based on a monthly theme. Selected animations get shown at live screenings in Melbourne. It's a fun way for animators to practice, share their work and connect with others.

Project overview:

The Loopdeloop website provides Loopdeloop community a dedicated space to connect and grow in their craft. With an artwork tab for finding inspiration, a feedback tab for structured critiques and an event tab that offers livestream access, monthly themes and networking opportunities, animators can easily showcase their work, get valuable feedback and join community events whether attending in person or remotely.

Problem

The problem with the LoopdeLoop community is that members face overwhelming, unstructured animation content, making it difficult to find specific resources or inspiration. They struggle to showcase their work effectively for clients and receive meaningful feedback to improve their craft. There is also confusion around monthly theme announcements, limited opportunities to participate in person, and challenges in building meaningful connections and friendships with other animators.

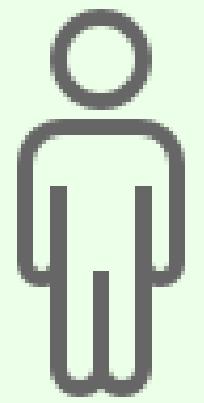
Solution

The LoopdeLoop website aims to solve these challenges by providing a structured platform where animators can easily showcase their work, receive meaningful feedback, and find inspiration. With a clear Artwork tab, members can organize and display their animations for clients and peers. The Feedback tab ensures they get valuable, constructive critiques, while the Event tab offers remote access, monthly theme announcements, and networking opportunities to help animators build connections and stay engaged in the community. This platform strives to make the LoopdeLoop experience more accessible, organized, and supportive for all members.

Goal

My goal with the LoopdeLoop website is to create an accessible and supportive space for animators to connect, showcase their work, and grow their skills. Members can easily find inspiration, receive meaningful feedback, and participate in events, whether in-person or remotely. We strive to make the LoopdeLoop experience organised, engaging, and valuable for all animators, helping them build friendships, improve their craft, and succeed in their creative journeys.

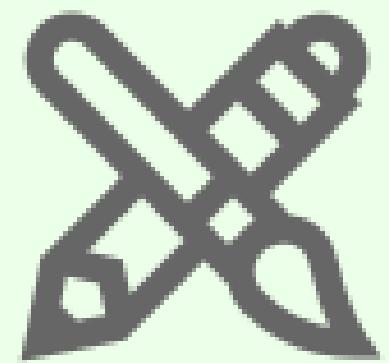
Target audience



Age
16–50



Location
Melbourne



Role
Animators

My Role

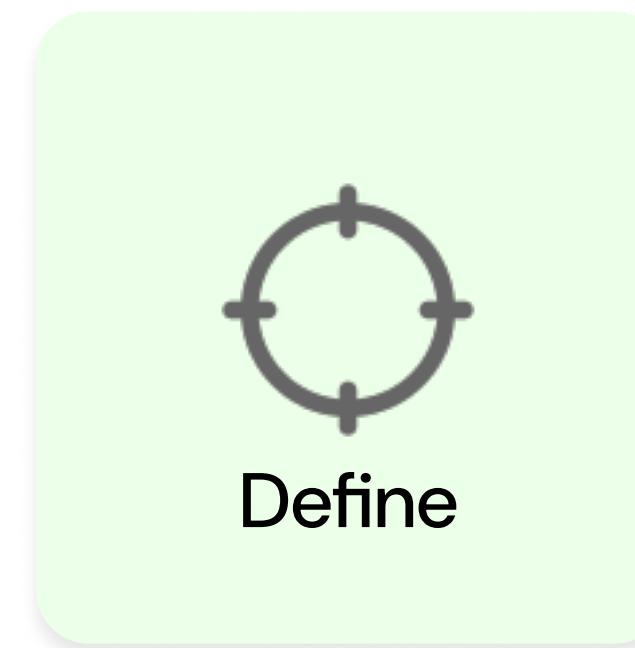
Role: UX/UI Designer | Project manager | Research manager

Responsibilities: Researching user needs, identifying pain points in the current loopdelloop community, designing a new layout and navigation, adding features to improve the experience fro the users.

Design Process



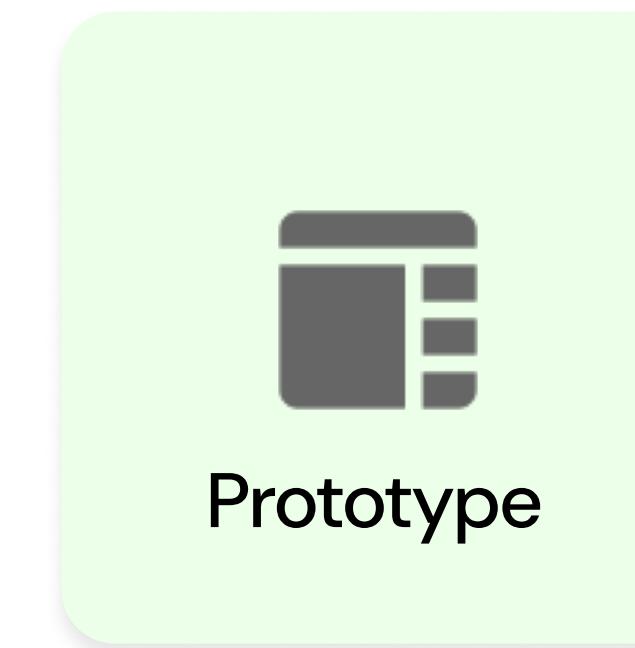
Empathise



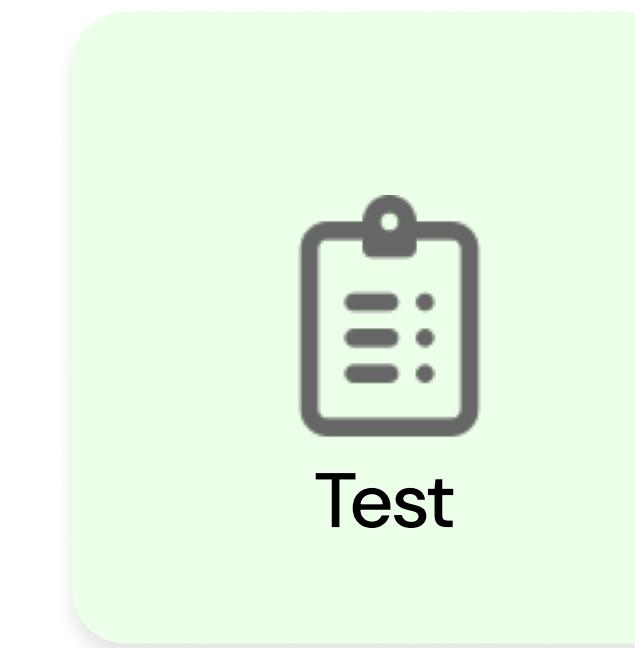
Define



Ideate

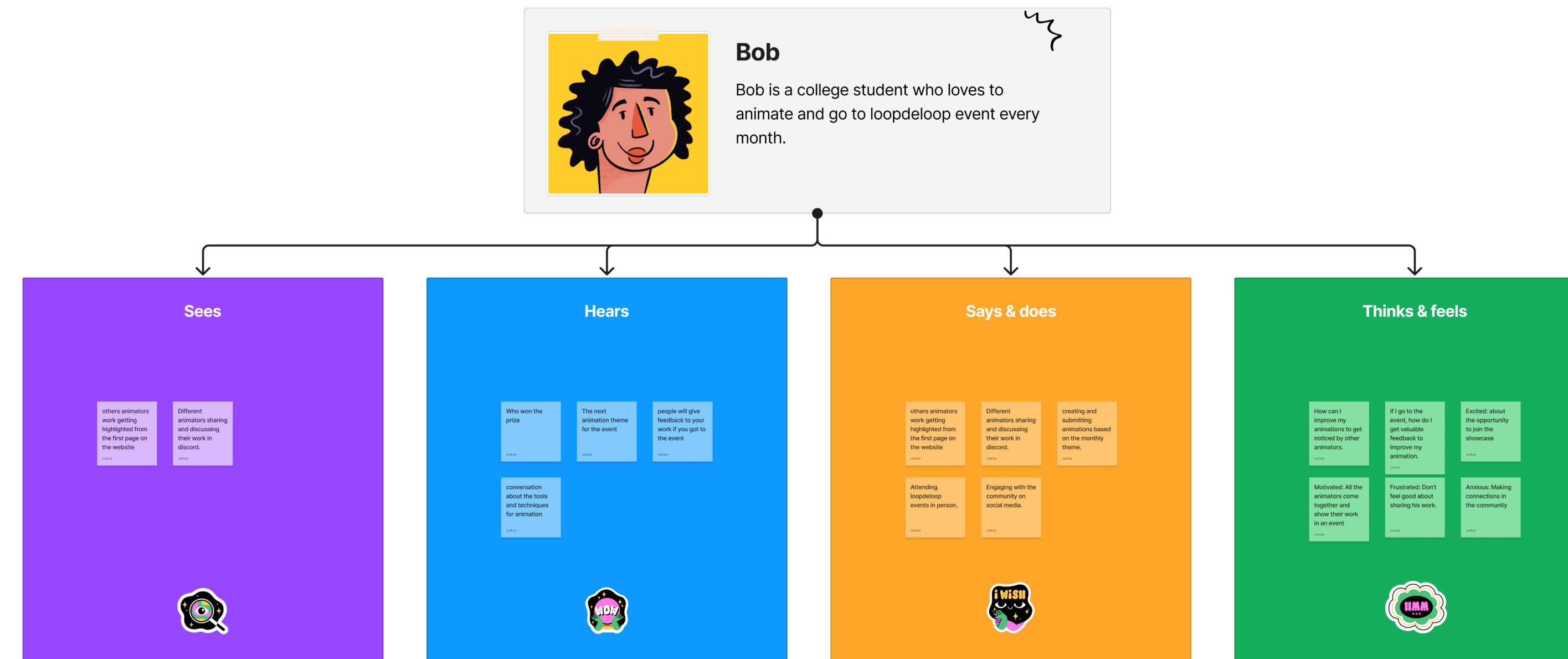


Prototype



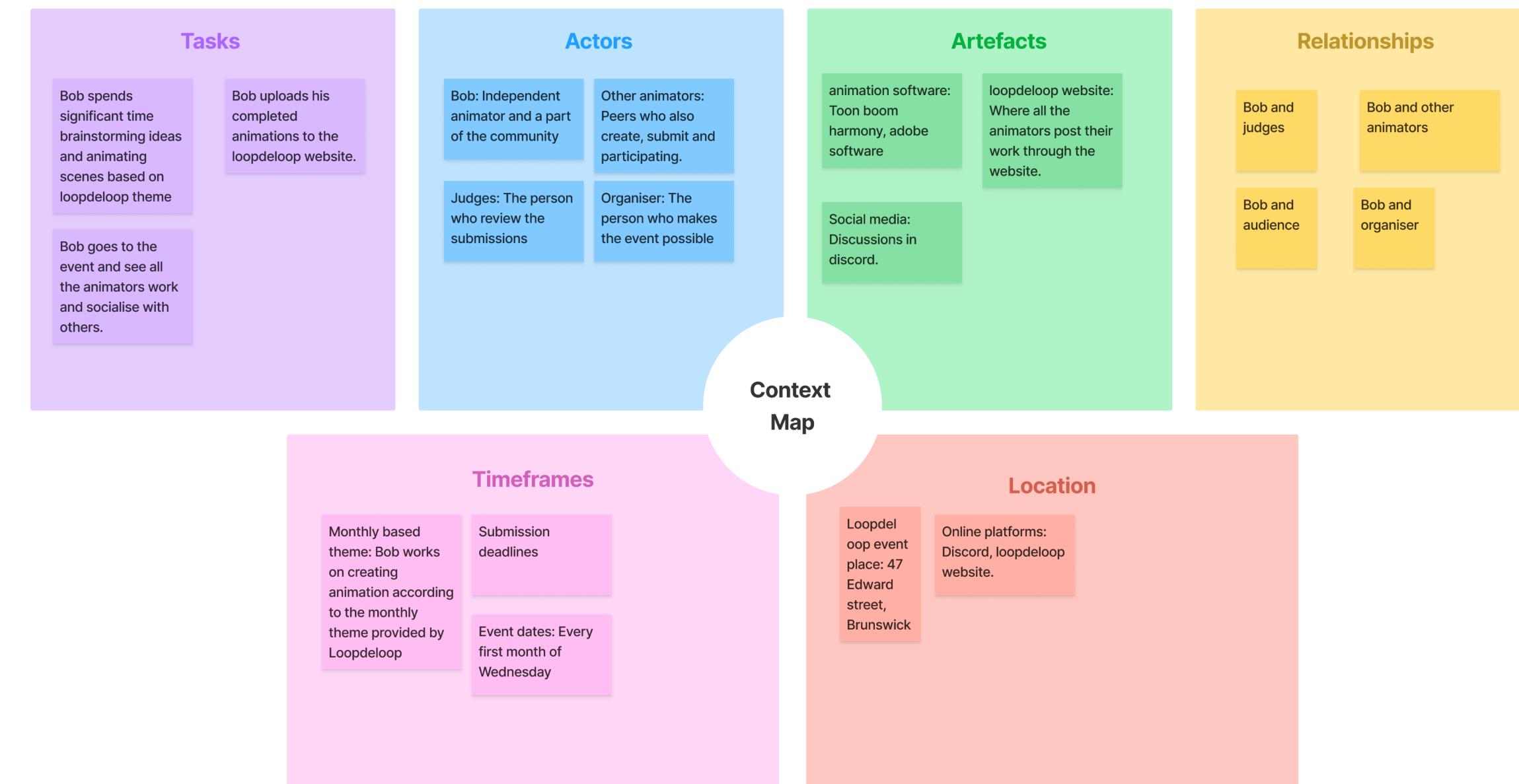
Test

Empathy Map



The reason why i did an empathy map based on my experience and assumptions is to outline challenges and needs from the loopdloop community. This map is the starting point what animators might experience and help me focus on key areas in interview and research in the future.

Context Map



The reason why i created a context map is to understand the environment shaping the loopdeloop community experience. By exploring how members receive feedback, communicate, use software, i could focus my research on their needs and pains.

Competitor Analysis

Direct Competitors

AnimChallenge

The 11 Second Club

Indirect Competitors

Youtube

Facebook

Instagram

I conducted a competitor analysis to understand how similar platforms meet the needs of animators. By analysing direct competitors, I could see what features are successful in engaging animation communities. Looking at indirect competitors provided insight into how animators use general social platforms to showcase work and build connections.

User Research interview

Research Goals: To understand animators needs, identify pain points and uncover community challenges. I interviewed 5 people in the community.

Why I did this

gathered
insights

highlighted key
challenges

area for
improvements

Research Insights

Overwhelmed by
Unstructured
Content

Difficulty
Showcasing Work
for Clients

Lack of
Meaningful
Feedback
Channels

Confusion
Around Monthly
Theme
Announcements

Limited
Participation in
In-Person Events

Challenges in
Building Animator
Friendships

Persona

I created two personas based on interview data, as participants showed distinct differences in motivation, behavior, and needs.

1

Focused on networking and career growth.

2

Community-driven,
motivated by connecting
with like-minded animators

Alex



I love to animate and love to show my talent



Experience Level

Alex has solid experience with animation software like Adobe After Effects and Blender. He understands how to pitch and present his work professionally and knows how to navigate industry discussions.

Bio

Age: 25

Occupation: Freelance Animator

Experience Level: Mid-level animator with 3-4 years of experience

Location: Lives in the city, but often juggles multiple freelance projects.

Education: Graduated with a degree in Animation.

Personality: Outgoing, goal-driven, focused on career development.

Goals

Find work opportunities and grow his freelance business. Improve animation skills through detailed, constructive feedback. Network with industry professionals and other animators to build a strong portfolio.

Tasks

Attend monthly challenges to showcase work. Actively seek feedback through Discord and in-person events. Network with other animators for potential work opportunities. Submit animations through the website, managing occasional technical issues.

Behaviour

Alex regularly attends LoopdeLoop events to network and learn about work opportunities. He engages heavily in Discord discussions, not only for feedback but also for potential collaborations. He's strategic about his community involvement, looking to grow his reputation and portfolio.

Needs

Alex craves more critical feedback to improve his animation skills. He's eager for professional growth opportunities, including networking with industry professionals through events, workshops, or paid training camps.

Frustrations

The lack of constructive criticism frustrates Alex, as he feels the community is "too friendly" at times, making it hard for him to get real, actionable feedback. His busy freelance schedule also limits his ability to participate fully in the community.

Technical Experience

Proficient with technical tools for animation and website submission processes.

Comfortable with Discord and other communication platforms for feedback and networking.

Experienced in using social media for professional purposes (Instagram, LinkedIn).



GOALS

- Connect with like-minded animators.
- Share her work for fun and get supportive feedback.
- Enjoy being part of a creative community.

BEHAVIOUR

- Emily enjoys socialising with other animators and attending events for the camaraderie rather than focusing on improving her technical skills. She's active on Discord and Instagram, interacting casually with other community members.

EMILY

Age: 28

Gender: Female

Occupation: freelancer

Location: live outside of the city

She joined LoopdeLoop to connect with other animators and participate in a fun, non-competitive community. Emily values the friendships she's built within the group and loves being part of the positive, friendly atmosphere. She's not too focused on professional growth, preferring to enjoy the creative process with others who share her passion.

TASKS

- Participate in LoopdeLoop challenges.
- Attend in-person and online community events.
- Share her animations on social media like Instagram.
-

NEEDS

- A welcoming, supportive community to share her work.
- Social interaction with fellow animators.
- Positive and encouraging feedback on her work.

EXPERIENCE LEVEL

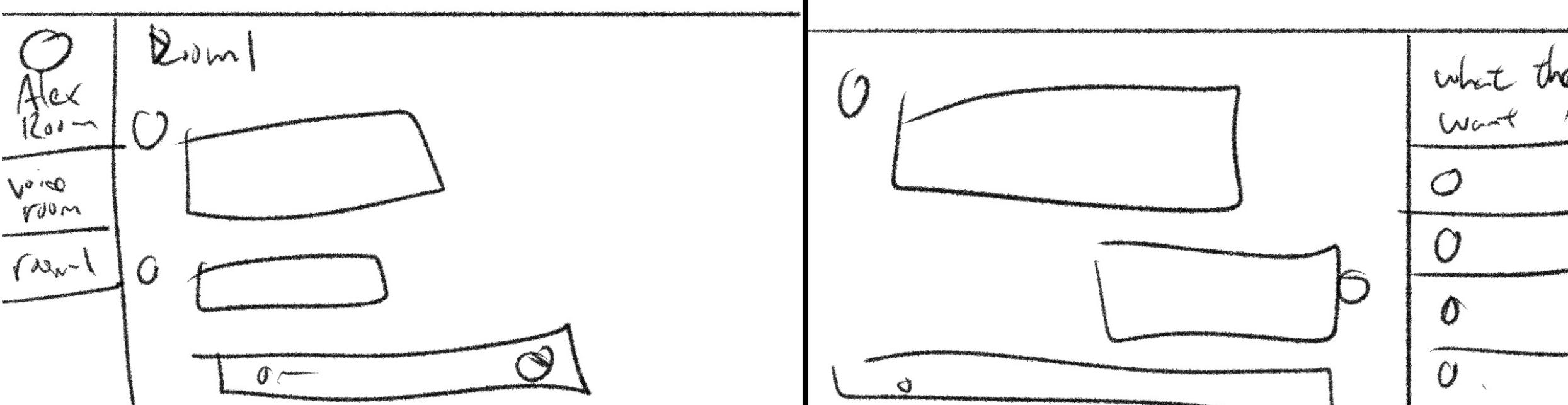
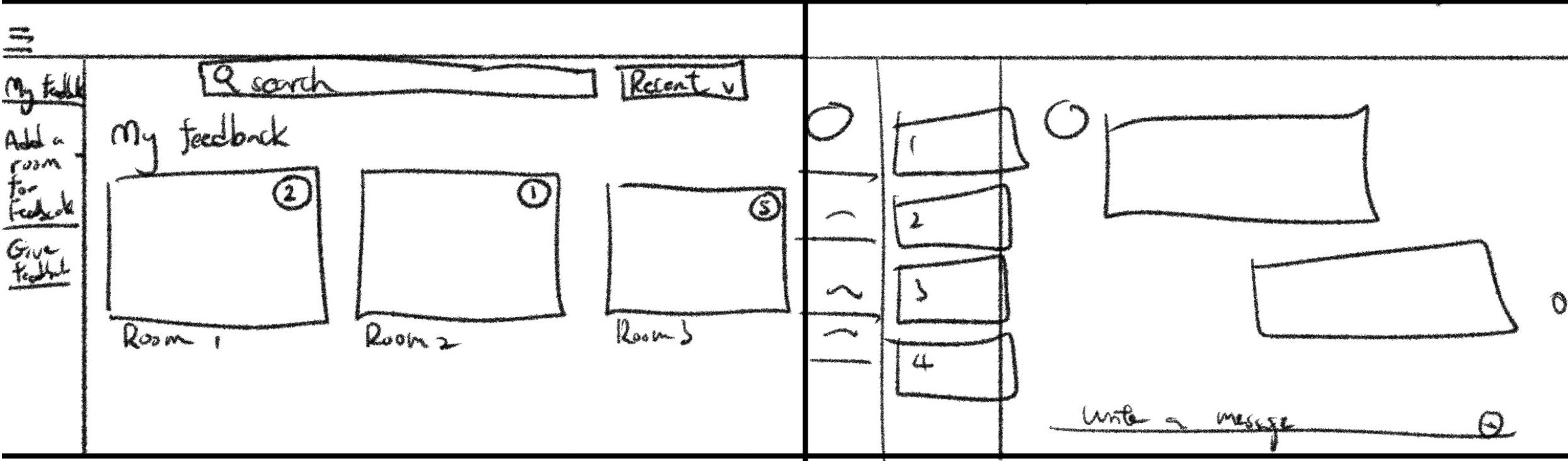
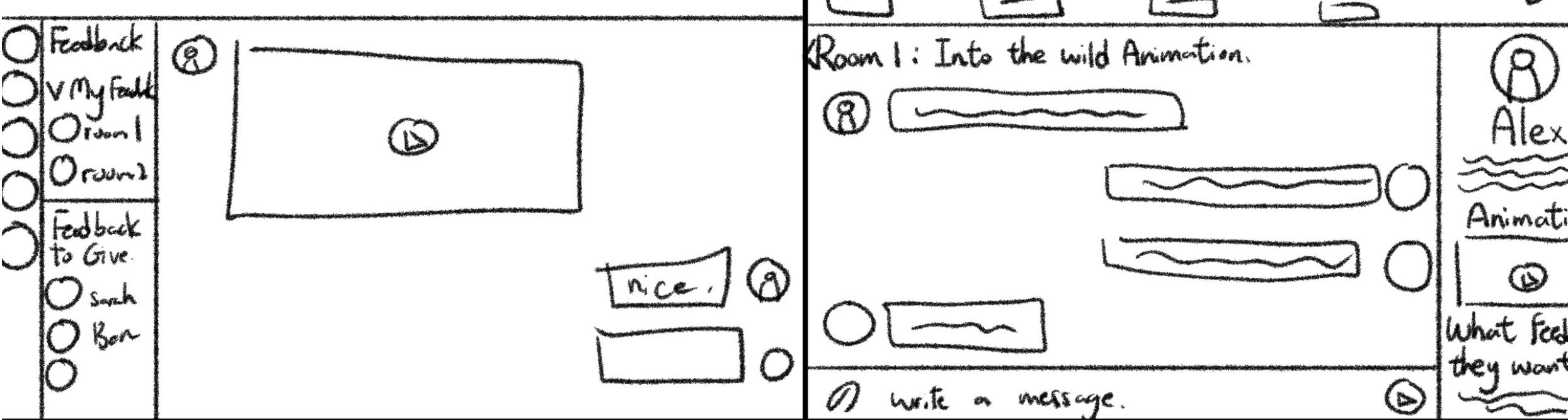
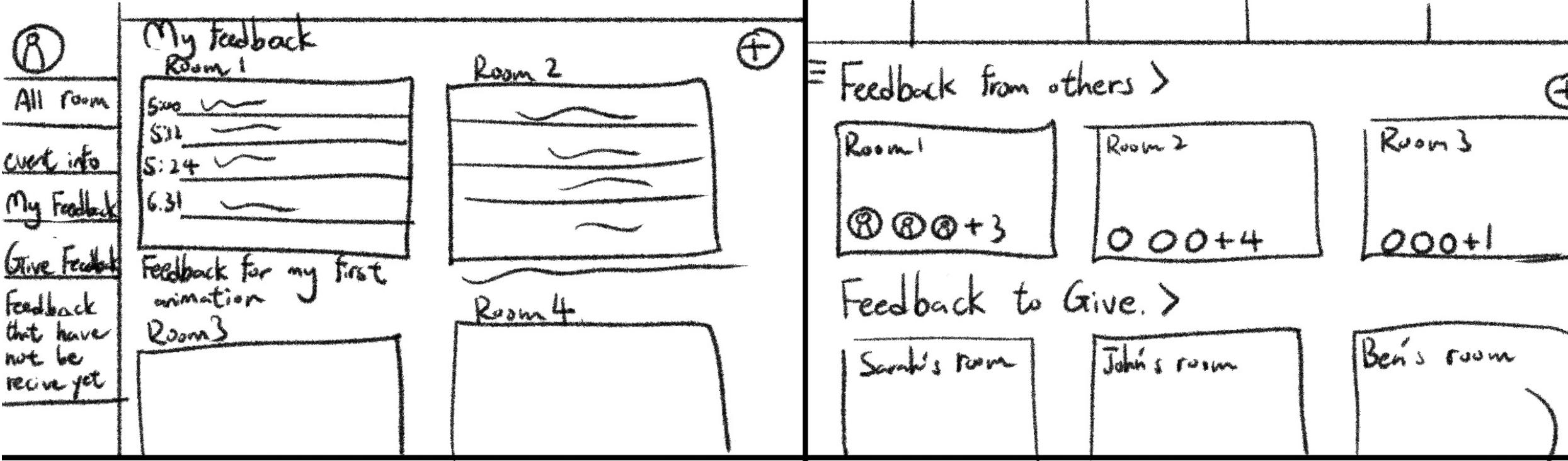
- animator with a good grasp of basic tools but not looking to pursue animation as a full-time career.

FRUSTRATIONS

- Sometimes finds the feedback too generic and would appreciate more depth occasionally.
- Finds it difficult to attend events due to time constraints or travel distance

Crazy 8s

I used crazy 8s to quickly brainstorm multiple ideas, exploring different ways to address the feedback problem. From this exercise, I identified the feedback problem as a priority and developed ideas. Crazy 8s helped me evaluate creative options and narrow down the best solution to make the feedback experience more valuable for animators.



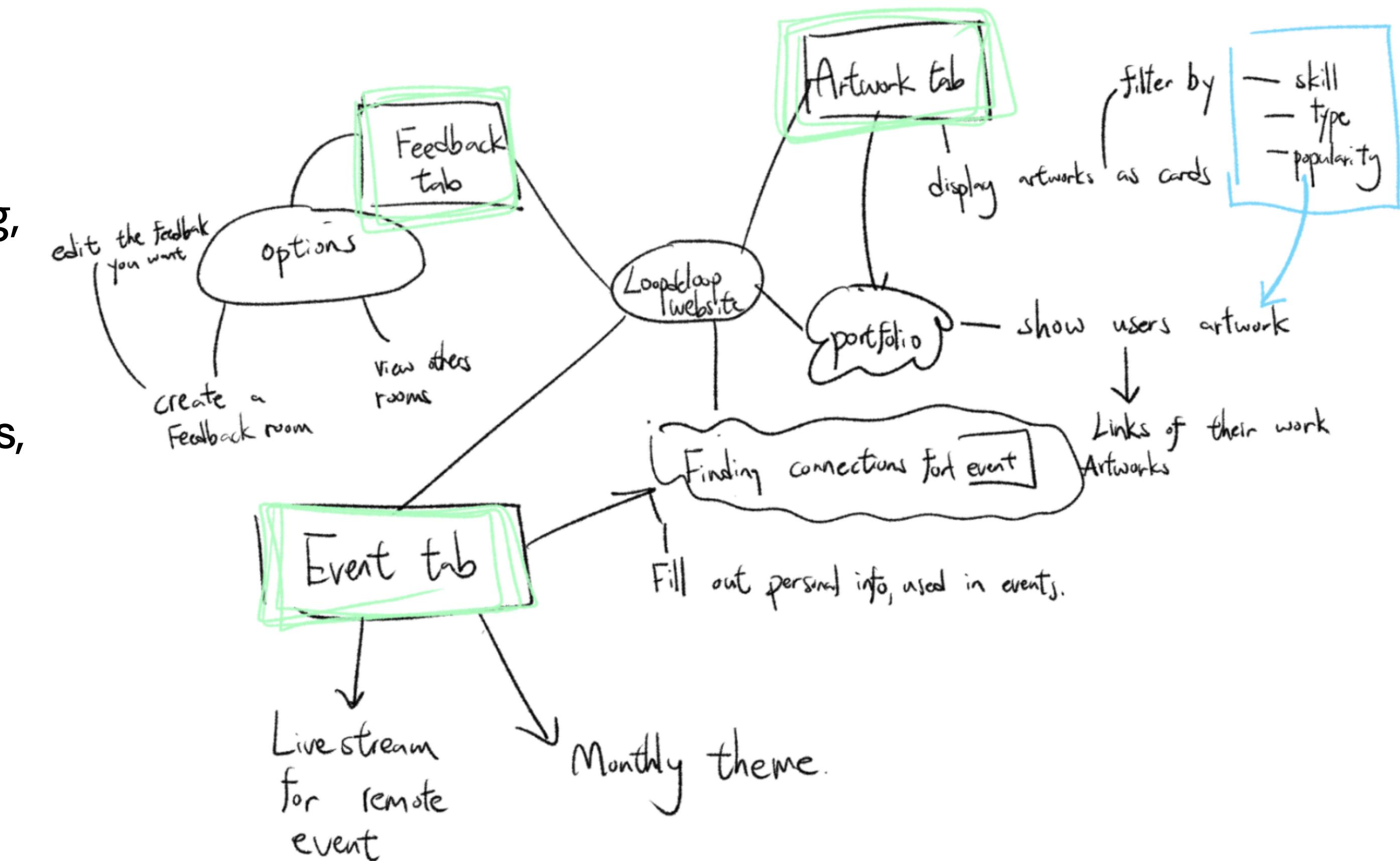
User scenario

I created a user scenario storyboard to show the animator's journey, highlighting her pain point with receiving feedback and how my solution will address this problem. By visually mapping before and after experience, it helps me to understand user's challenge, the feelings and thinking of the user.



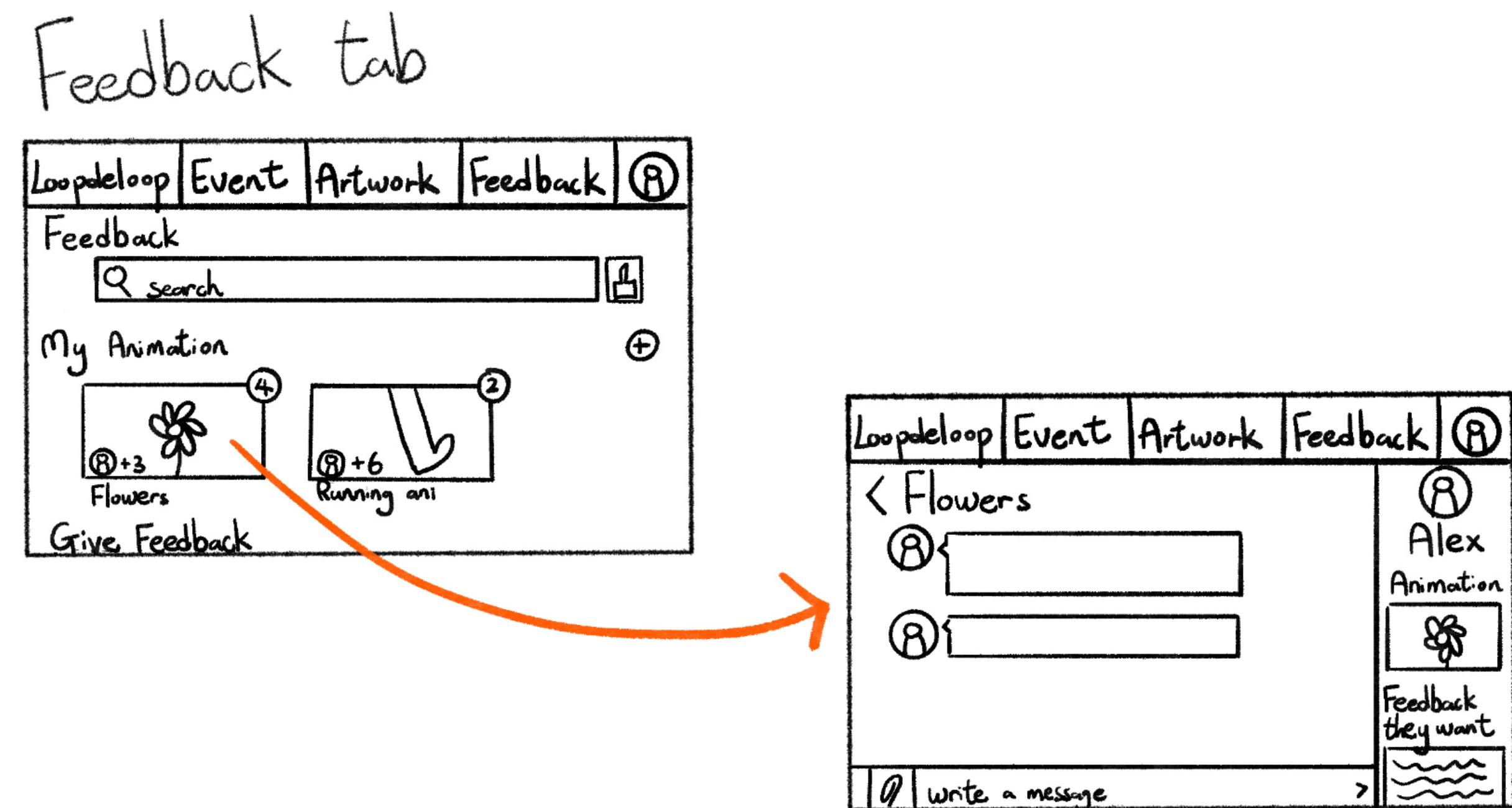
Concept Mapping

I used concept mapping to organise and group the various problems identified in the LoopdeLoop community. From this mapping, I concluded that creating a Feedback tab, an Event tab, and a Portfolio page would effectively tackle the main community needs, providing solutions for meaningful feedback, event participation, and showcasing work.



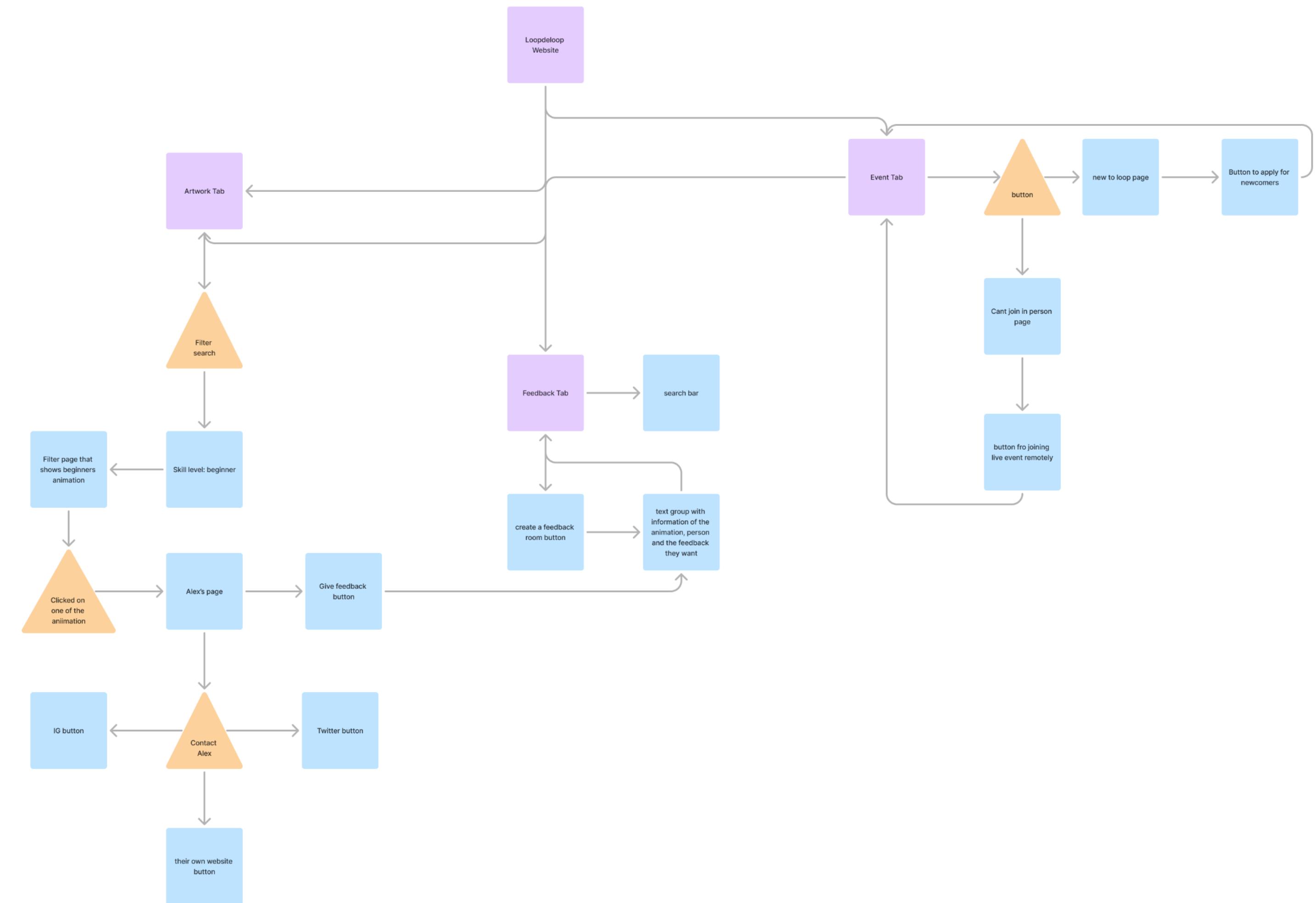
Wireflow

I did a wireflow for the feedback tab to map out the user journey and interactions within this section. This helped me visualise how users would navigate through the feedback process. This makes it easy for me to make a prototype in figma



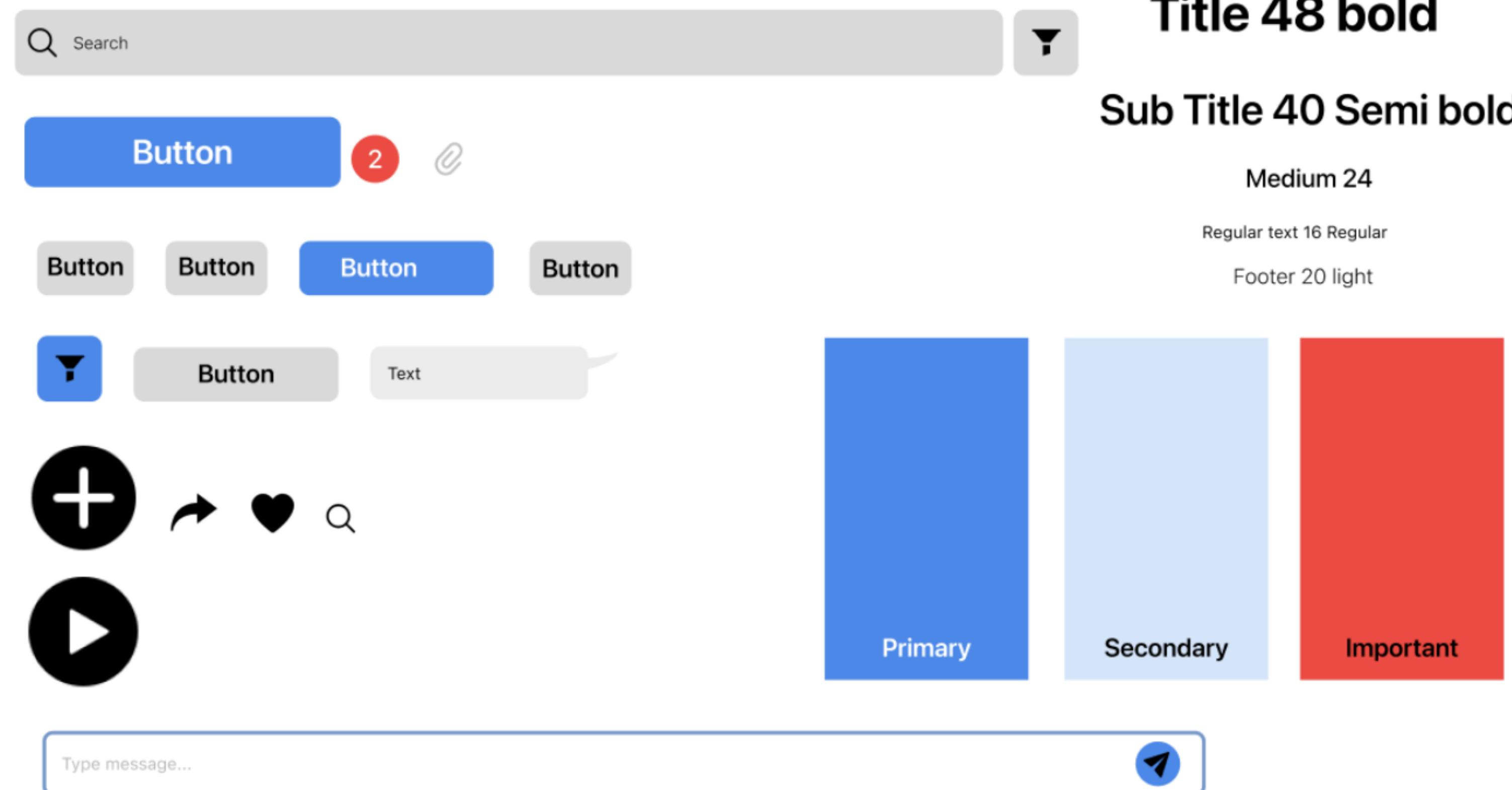
UserFlows

I created a userflow to understand how users would move through the Feedback tab and ensure each interaction felt smooth and logical. This helped me identify any potential friction points, making it easier to design a seamless experience for users



Style Guide

I did a style guide to make sure when I'm creating the website in figma, everything will be consistent and visual appealing.



Solution

I added a feedback tab for users to easily navigate there.

The screenshot shows a navigation bar with tabs: loop (highlighted with a red arrow), Event, Artwork, Feedback (highlighted with a red arrow), About us, My account, and Submit Animation. Below the navigation bar, the text "Feedback > My Animations" is displayed. The main content area is titled "My Animations" and features a search bar with a magnifying glass icon and a filter icon. Below the search bar, the title "Feedback Rooms" is shown. Two thumbnail images are displayed: "Room 1: Zombies" (a forest scene with two zombie icons) and "Room 2: Train Loop" (a landscape scene with a train icon). A large blue button with a white plus sign is positioned to the right of the thumbnails. A red box highlights the "Feedback" tab in the navigation bar, and another red box highlights the "Feedback Rooms" section below it.

I added individual rooms so users can create a chat room to receive feedback from their animation

Solution

Dedicated
feedback room
just for that
animation

Feedback> My Animations> Room 1: Zombies

Room 1: Zombies

Hey, Alex. Love your animation! However, I think that the walking animation from the zombies are a bit choppy. Perhaps adding more in between fame will improve that.

Here is a tutorial link: https://youtu.be/jZusA9pDgJK?si=_Jqpy5ayuoIBFie5

Thank you so much 😊

Animation

Feedback I Want

I am a beginner and I want to improve my timing and the smoothness of the animation. Would love to know what to improve. Thanks :D

4 Participants

Tim

Ben

Type message...

The animation
will always be on
the right where
viewers can
rewatch the
animation

This will show
what the
animator want
for the
feedback

Testing

Five second test

want to know if they can see the important information on the feedback page

Result: Users know what page that are in and can identify the use of this page

Walkthrough: Initial Impression

i want to know see the reaction and the thoughts of the users of the feedback page

Result: Users found the chat room being familiar to other chat room app.

Trunk test

I want to see if users know each elements are and want to know what they are thinking.

Result: All of the users know what each elements are

What I learnt

Through this project, I learned the importance of understanding user needs deeply and using targeted design methods to address them effectively. Conducting interviews provided valuable insights into community challenges, such as the need for structured feedback and accessible networking. Techniques like Crazy 8s, empathy mapping, and concept mapping helped me brainstorm and organise solutions, while wireflows and user flows mapped out a smoother user journey.

In the future, I would refine the design by incorporating more user feedback and conducting additional usability testing to ensure all features are intuitive and effective. I'd also explore adding features like personalised notifications for feedback and event updates, as well as analytics to help users track engagement. Finally, expanding the interview pool could reveal more nuanced needs and further shape the platform to better serve the community.