Individual assignments document

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Learning outcome 1 & 3

Interactive media products

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Iterative design

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ICT & Media Design

Semester 2 Class 2

- # Learning outcome 1 - Interactive media products

- ## UX overhaul

For the UX overhaul assignment I had to improve a product with bad UX and downgrade one with good and nice UX. I chose as bad examples the deleted message from WhatsApp and Yahoo's design.

The UX problem that I think WhatsApp has, is that when someone deletes a message the other person can see that. I think the point in deleting a message is that you can't see that the person wrote to you, so I simply removed the message that they display which is: "This message has been deleted".

Yahoo is the main mail application that I use, and I always thought is too simple and has too much white in it. The app can get very crowded because the mails are not structured, just glues one to another so you must look on the icon of the sender or contend to know the difference between them. This is a problem of design in the application. Also, they have a blue "Edit" button that does not fit the theme. I tried to improve the design adding more color to the heather and footer, choose some icons that suggest better what they are for, I improved the visibility of the buttons and structured the emails adding spacing between them. The spacing was made adding a light purple background that is not even noticeable for the user, but it really makes a difference when they look at the emails. I deleted the blue dot and content from the read emails so it can make a difference between the read ones and unread ones.

For the good UX example I chose the Wizz Air mobile application. In my opinion Wizz air application is very nice designed, and very simple to use. I tried to make it look bad but keep the theme and keep it look like an app. I put bad contrast colors, put too much pink in it and made everything centered. From the nice background picture that they have on the opening page I made a simple, basic, and ugly one, with text that you would use with a friend, not on a company website. I move the account button from where they have it very visible, down to the page where is very hard to find it, because of the location and the bad color contrast.

From this experience I learned how important is that an application is simple to use, has a clear layout and right content.
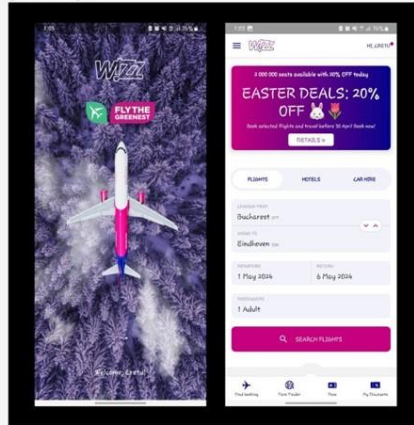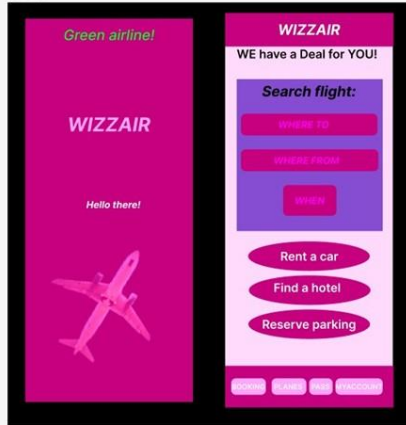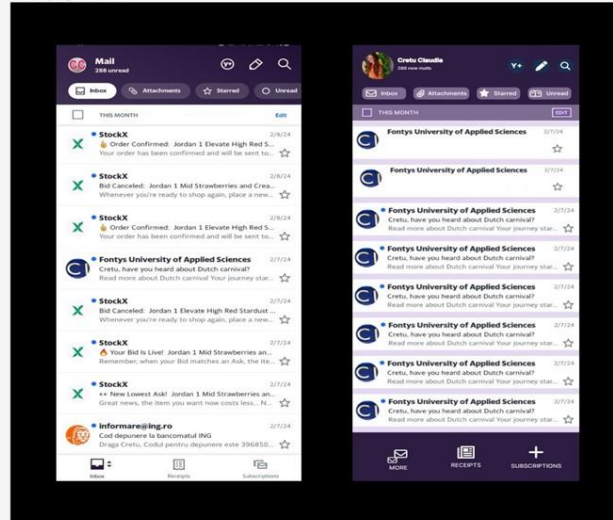
- ## Bad UX examples in real life

One of the assignments I received was to find real life bad UX examples in the university or at home or in town. I immediately thought of some that I have encountered so far myself.

- ## Fontys doors

The entrance door from the R10 building does not move by itself, or when it does it is too slow, and people must push it and it is very heavy. It is only R10 building that has this problem, the rest of the Fontys buildings have an automatic door that people don t have to touch at all to open.

The oil doors are confusing for many students because the way of opening and closing is opposite from what people think it makes sense. It says to "push" when for people is logic to pull and the other way around.
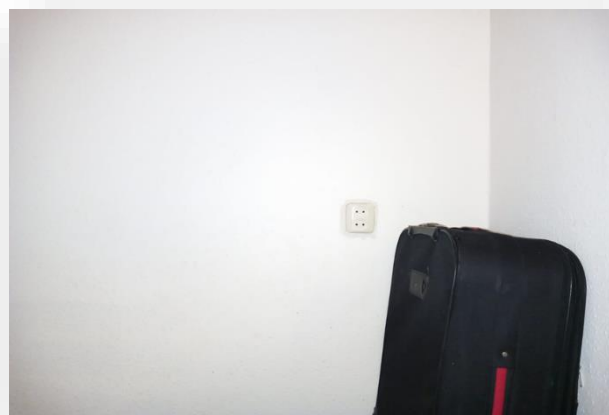

- ## Dutch stairs

In every house, restaurant, café or club, there are the same type of stairs, the ones that are too small for the feet to fit on. I never got why make it that small when the average Dutch people are tall people with big feet. It is very bad because people must be very careful when they walk on the stairs to not fall. Especially if someone is drunk it is even harder to walk on these stairs.

- The socket from my bedroom wall

This is a bad UX example because the socket is placed too high on the wall that I cannot plug in anything. I can't use it to charge my phone because the phone would just hang there. I would have to by a long cable or put something next to it like I did. It is a problem that can be solved, but it would have been better to not be a problem at all.

To confirm that this are bad UX examples I made a survey about them and send it to my friends that are also students at Fontys. These were the results.

B	C	D	E	F
What do you think about	What do you think about	What do you think about the Dutch stairs?		
slow	no	they are too small		
i wish it would move by it	it is the opposite wayy	so small		
It is too havy	It opens the wrong way	They are very small even for short people		
It is heavy to open	It s fine	Kinda small		
I prefer automatic doors t	At first i was confused if i	They're very steep, i'm always scared of falling off when i climb them		
the doors are heavy and	there should be different	they could be too short causing people to trip		
The door from R10 is ver	The doors from Oil are al	Dutch stairs are really a challenge for people who wear over 43 size on their feet.		
heavy and hard to open	the text shoud be bigger	to small for my feet		
it is slow and heavy to pu	it doesn't open the write v	they are very small and bad placed		

- ## Easter eggs website examples

I found a website (https://makeitmax.design/easter-eggs/) that reveals some easter egg website examples. When I first heard about the lecture, I thought is about the real game of searching real easter eggs. Then I found out that is a hidden feature or joke in a website or an application. I find the concept nice and fun, and I found some good examples that made me understand what this is.

- ## My portfolio logo

I decided to create a logo for my portfolio, so I started sketching things that I would like and can relate to my portfolio as well. I wanted to have my name in the logo and got feedback on my first designs.

These are my first designs:

After feedback, the teachers suggested the logo with the black circle and purple flowers is the best one speaking about the graphics, and it was suggested to do a user test on it. I also chose the black logo with a flower and created a survey to test it.

A lot of people responded the colored logo fits more with me, and it looks better then the black one, but also that the colors do not fit my portfolio colors. There was a question about how the logo looks in the mobile version of my portfolio.

I changed the colors and created a small version of the logo where in stead of my name I displayed "CLD". I created another survey and the things I got from it are that the people did not understand where "CLD" comes from (it is the short version of my name, CLauDia), other suggestions was that the font from the small version does not fit the logo and portfolio. On the other side I received a lot of answers that this logo fits both my personality and my portfolio.

Based on this survey I chose to stay with the last logo and for the small screen problem I just made it smaller, and it looks good. I chose to place it in the footer, after small research where I saw that is where a lot of bands and celebrities place their logo in their website.

This is the final logo:

These are the survey answers that I got:

B	C	D	E	F	G	H	I
What do you think about	What do you think about	Witch of the 2 logos do y	Which logo do you think	Is there anything that you	What suggestions do you	Are you a student or a te	Witch of the two logos d
		The full black logo	The full black logo			Student	
elegant	cute	The full black logo	The artsy logo	I like that they are minimalistic		Student	
elegant	cute	The full black logo	The artsy logo	I like the elegance of the	Put them into your portfol	Teacher	
ugly	elegant	The artsy logo	The artsy logo		Maybe on the smaller scr	Teacher	
elegant	artistic	The artsy logo	The artsy logo	No	No	Student	
elegant	cute	The full black logo	The full black logo	The colors on the second	Sometimes simple/minim	Student	
minimalist	cute	The artsy logo	The artsy logo		Maybe instead of writing	Student	
elegant	artistic	The full black logo	The artsy logo		Thinner weight font for th	Student	
elegant	cute	The full black logo	The full black logo	How does it work on othe	More metal	Teacher	
elegant	cute	The full black logo	The full black logo			Student	

Are you a student or a te	What do you think about	Do you think it goes well	If you chose "Yes" why?	If you chose "No" why?	Do you have any suggestions for me about this logo?		
Student	Cute	No					
Teacher	I like the left one most (be	No		your portfolio is more bus	Next time please ask me for feedback during class, I like that better then giving feedback via a form		
Student	Good	Yes	Same color pallete		👌		
Teacher	I do not think the CLD te	Yes	color scheme, style		Very small version looses detail. Maybe pick one specific element for the small version instead of scaling		
Student	For the small format i wo	Yes	I think the font fits your personality!		Maybe try more versions of different fonts		
Student	creative and cute	Yes			no		
Student	prefer claudia over cld	Yes					

❖ Learning outcome 3 – Iterative design

• Learning about design tools

In the Orienting phase and Semester one I was only familiar with Figma tool, which is used to make prototypes. This semester I was introduces to many other tools such as Adobe tools, Inkscape and Canva. Adobe tools are used for multiple creations such as photoshop, documents, prototypes, creating logos and designs, Inkscape is mostly used for creating artistic and technical illustrations such as cartoons, clip art, logos, typography, diagramming, and flowcharting, and Canva is used for creating designs.

At first, I did not know what the tools are used for, so I did research about them and tried them out.

From this experience I learned to use the proper tool for a given assignment and how to use it.
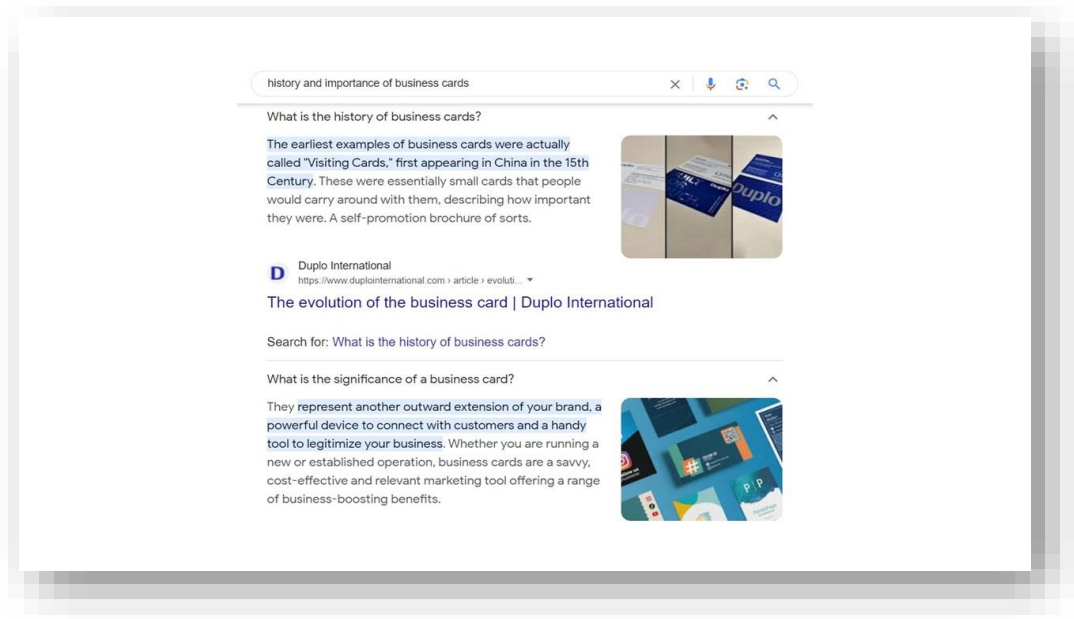
• Learning to use Inkscape and Adobe

- Inkscape and the business card:

In the first week of this semester the assignment was to create a business card. I knew that Figma is not the write tool for that, so I asked the teachers what I should use, and they recommended the Inkscape tool. I did not know how to use it, so I watched a YouTube tutorial for it and did some research about what a business card is, what is used for and what information is usually displayed on it. For the design of it I chose to make the front in the CSS syntax style, and the logo, on the back of the card, id created from my initials between HTML tags. I chose this design because I want to become a frontend developer, among other things and I thought that the card really gives that message with this design.

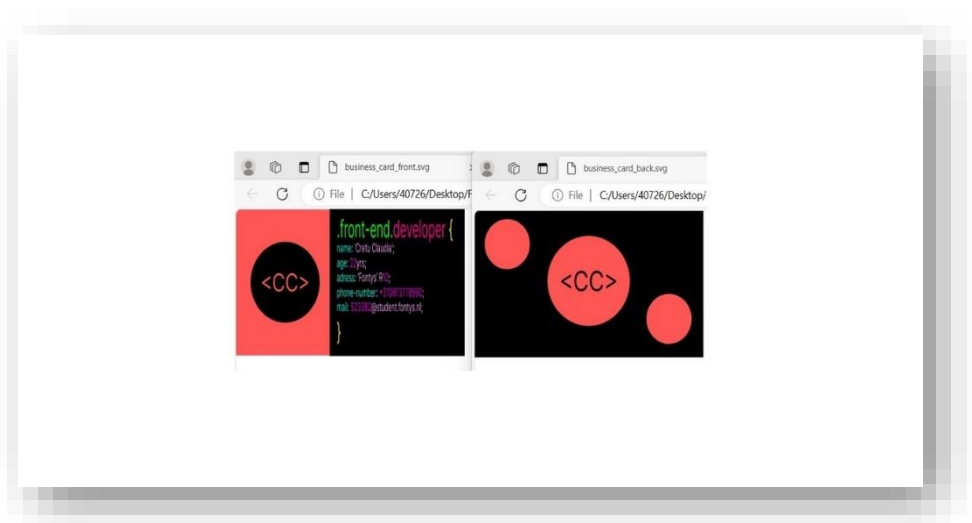Here are displayed some research proof and the business card itself:
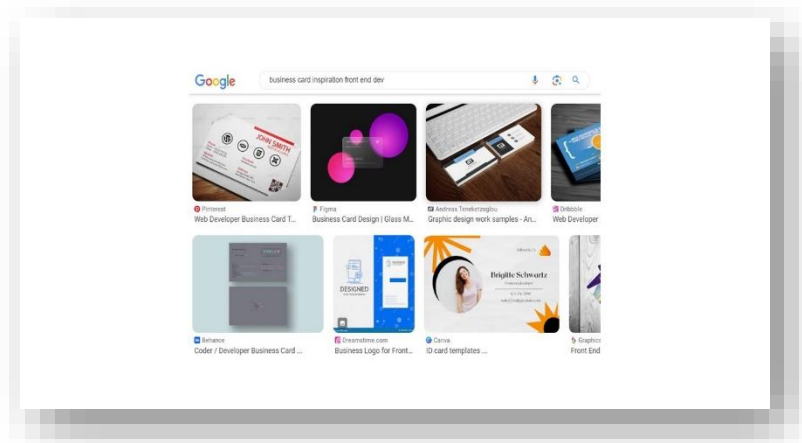
Here is the proof for research for Inkscape tool:

Here is the business card:

- Adobe and the Brand guide design:

I needed to use Adobe InDesign to create the design for our Brand guide. The process of learning was to watch a video tutorial and apply what I see in my file. The design was based on a black and white theme with gradients colors (because in the Media products lesson, we learned that this style is coming back). I was surprised to see that a tool that looked very difficult it was easy and fun to learn to use. For this design I made research about what is a Brand guide and searched for some templates for inspiration.

From this experience I learned how to work with a new tool, what is Brand guide and how to design one.
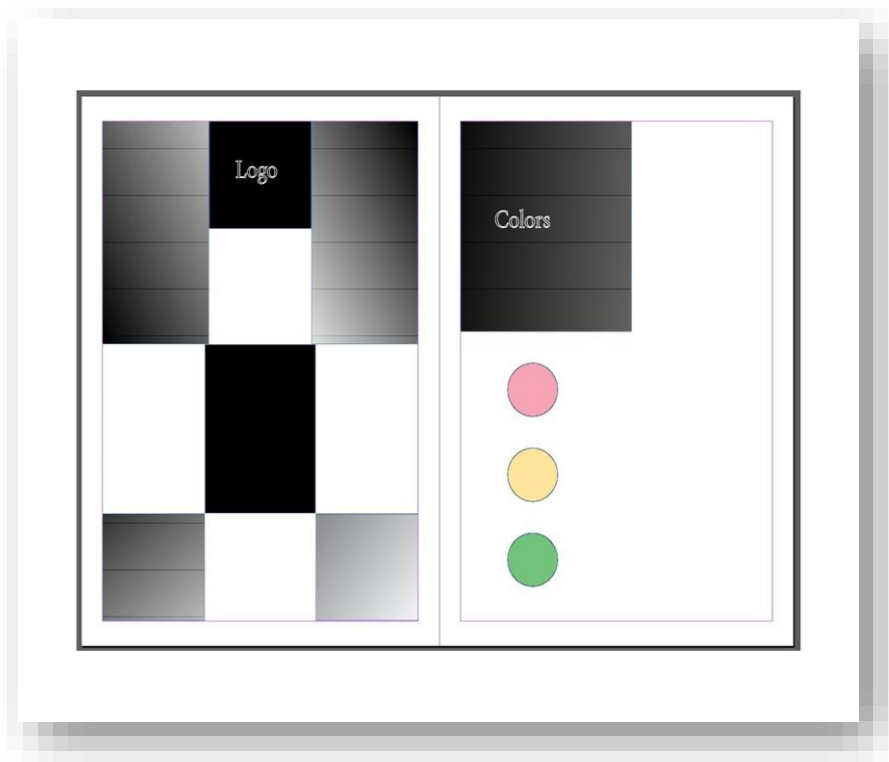
- Learning about picture formats and colors
- Picture formats and colors:

Until this lesson I had no idea that picture formats such as Png, Jpg are used for certain things. I learned that Png is a good format for working with the picture, edit it or send it to other devices but is not good as final product, for that the best one is Jpg. I learned about videos and photos quality and how to use them and edit them without using information.

Also, I learned what most of the colors express, how to use them in good combination and where to find those good combinations.

From this experience my takeaways are how to work properly with pictures, videos, and colors.

- Creating a magazine

    In one of the workshops, I revived an assignment together with my team to create the layout of a magazine. The requirements were that the two pages will have text, pictures and two ads.

    First, I thought making it to have margins, and put the ads on the same page, one in the top right corner and the other down the page. The ads were required to take 40% of the pages. I participated in making the sketches with my team, inspiring from other magazines. The final decisions were made by all team, deciding to keep my idea of the ads layout but ditching the margins. After drawing part, we made it with colored paper glued to white paper, and I cut and glued some of them as well. It was a nice and fun task to do, that thought me how to arrange layout for the user to be interested in it in a magazine.
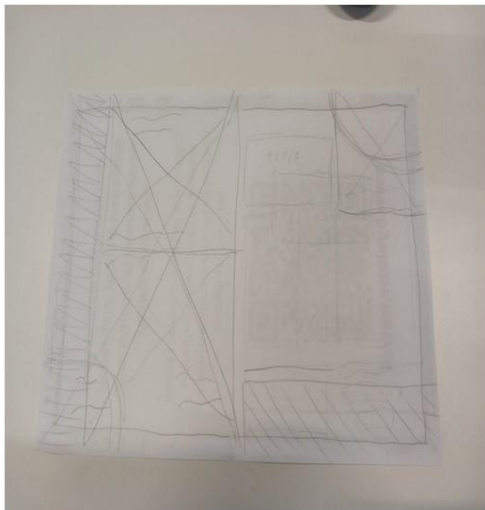
- ## Blender & 3D modeling

I was introduced to the Blender tool, where 3D objects can be created. At the first workshop the teacher said that a person can only love or hate Blender, there is no in between. I concluded that I hate it, but that did not stop me to try to experience with it.

I tried my best to create some 3D models of a chair, a table, and a plate. It was complicated but I did learn how to move, scale, and cut things and how to add color and texture.

These are my models:
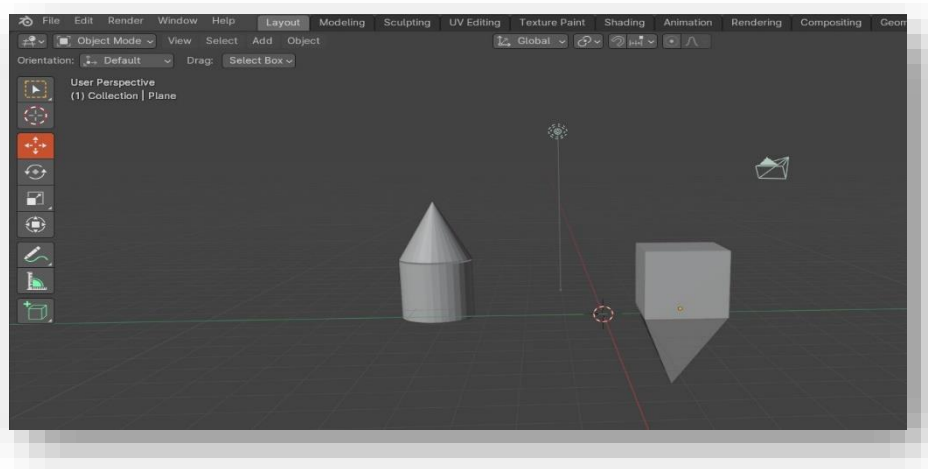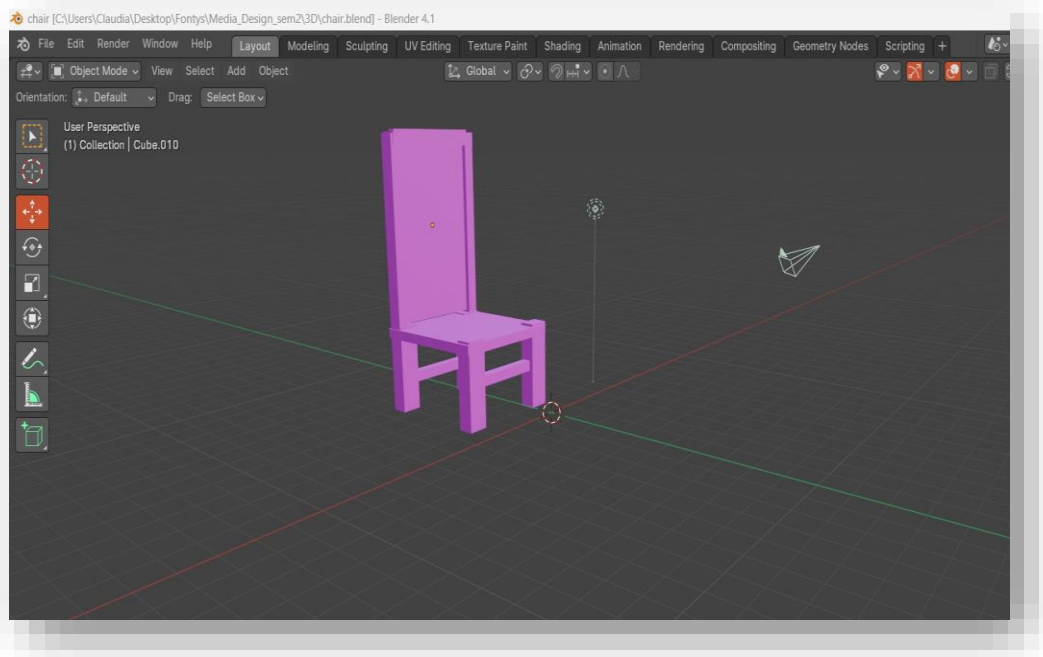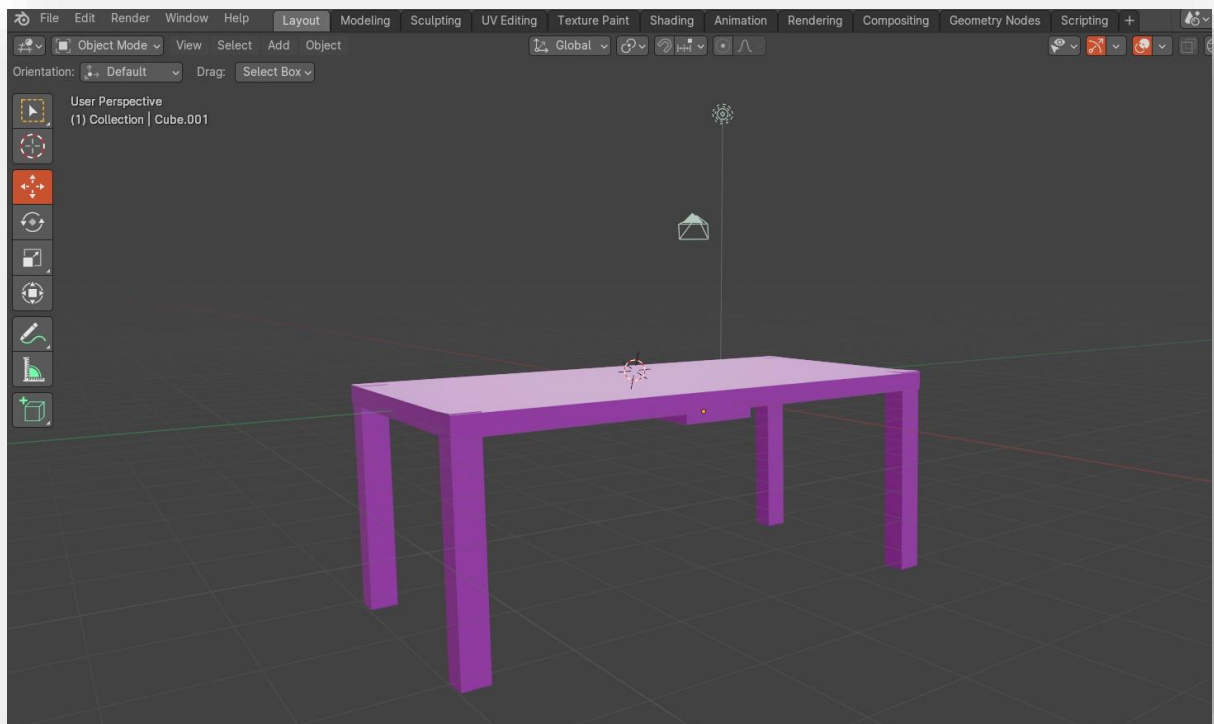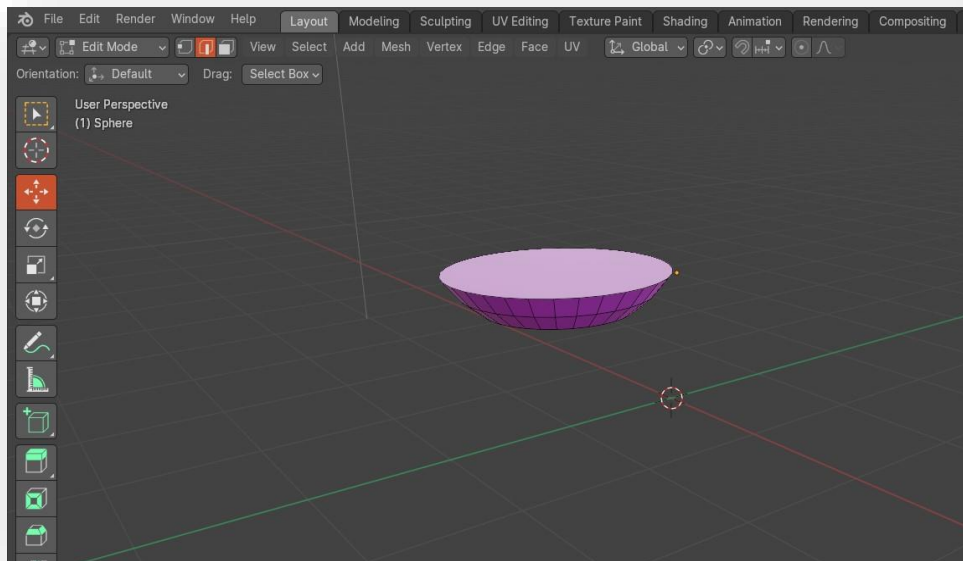
This was an interesting tool to experiment with, but 3D modeling is not for me. I did not enjoy it and I find the tool complicated to work with. I did learn how to use some of the proprieties and commands that it has.