

Portfolio Abstract

Introduction

About me

My name is Danya Korovianskyi and I am a Media Design Student at Fontys. In the future I want to become game designer/developer. My main hobbies are coding and 3d modelling which I enjoy doing in my free time. Before I came to Netherlands 3d modelling was my favorite hobby and I've been doing it on my old PC for two years in program called Zbrush, to make games was my dream for quite a while now.

Progress and Growth in Media Design

Throughout the Semester my skills have gradually improved from what I knew before in all of aspects, starting from coding and ending with research, communicational skills, presenting skills and, of course, 3d skills. For the coding I learnt how to create Databases, Mobile Web Applications, improved my coding skills, in general. For the research I learned how to apply the Design Thinking Process as well as Double Diamond Design Process to get valuable results for the Projects. I also gradually improved as a person, in general, I become much more social, it became much more easier for me to find a contact and meet new friends, I also grow up as a leader, because we didn't had a leader in our group I was usually taking responsibility to assign tasks among the group and was checking on how it is going with them, which I didn't do before, I also feel that I have become much more confident in presenting, I don't feel that nervous as I used to when presenting in front of a lot of people. So, I would say, that I improved quite a lot on every aspect during this Semester.

My Personal Goal

The Goal I have for my Future as I said previously is to become Game Designer/Developer. For that I will have to also learn how to create games in my Specialisation Semester where I choose Game Development. But, for this Semester exactly I want to enhance the skills I have already achieved.

Client Project

Introduction

The client that we got for our Group was LiveWall, creative digital agency known for crafting tailored digital solutions. They gave our team an assignment to create a Nutrition Plan for middle-aged people based on AI to explore the possibilities of it in such kind of sphere.

To ensure we approached the project with professionalism and responsibility, our team chose to follow the Double Diamond Design Process, which streamlined our workflow.

Process

Double Diamond

The Double Diamond process is divided into four distinct phases:

Discover Phase:

In this initial phase, we gather and explore all available information, identify gaps, and conduct further research to obtain the necessary data.

Define Phase:

In the Define phase, we synthesize the information gathered, focusing on refining ideas that will shape the core direction and purpose of our future product.

Develop Phase:

This phase marks the beginning of concrete idea generation based on our research. Here, we start developing initial prototypes and seek feedback to refine our concepts, laying the groundwork for the final product.

Deliver Phase:

The Deliver phase operates on a three-step cycle starting with *building, testing, and iterating*. During this phase, we aim to produce a fully functional prototype through continuous improvement and testing. By adhering to this structured process, we were able to manage our project more effectively.

Approach

Discover Phase:

Survey:

To gain initial insights from our target audience, our team collaborated to create an online survey. The survey yielded several new ideas for our project, such as a reminder to follow the plan, workout page, chatbot to ask questions regarding the nutrition plan, calorie counter. At this stage, we primarily focused on gathering information.

Interview:

We conducted two interviews with individuals fitting our target audience profile, including one that I led. These interviews revealed a strong interest in receiving personalized nutrition plan recommendations tailored to individual preferences, lifestyles, and health goals. It was also important for them that we are going to be very specific with their cases, for example an allergy. One of the interviewees had kids and wanted to have a specific section for them.

Define Phase:

Persona:

Using the data collected during the Discover phase, our team developed a persona. This persona had distinct backgrounds, needs, and pain points, helping us to better understand our end user.

POV/HMW:

The "Point of View" (POV) and "How Might We" (HMW) exercises were instrumental in refining our focus on the core problems and generating potential solutions. By framing "How might we..." questions, our team concentrated on addressing user needs effectively, ensuring our project would provide valuable solutions.

Lotus Blossom Framework:

Our entire group participated in the Lotus Blossom Framework exercise, which helped us generate a substantial number of ideas and key features for our platform. This exercise provided a clearer vision of what should be included in our project and identified elements that were not feasible.

Develop Phase:

Prototyping:

Upon entering the Develop phase, we realized we were behind schedule. Each member began working on implementing the prototype with different designs, though we had a common site structure thanks to prior wireframing. I was the one to make the first complete iteration with connected pages on my own. When we discussed it with other team members, we agreed that the design is too simple, so we continued to iterate more. After several iterations, we collectively decided to proceed with a version of the prototype of one of my team members, as it offered a more advanced design solution. All prototypes and progress were documented in Figma.

Deliver Phase:

Website Implementation:

Due to time constraints, we divided responsibilities for this phase and collaborated through Git, with each member contributing their portion of the work. I was the one responsible for “Questions Pages” where I created 18 pages for each specific question we had. Once everyone completed their tasks, the components were connected among each other. We then tested the website as a group, promptly fixing any bugs encountered, following the *building, testing, and iterating* cycle.

Presentation Day:

On presentation day, we prepared a concise presentation for our stakeholders and instructors. Each team member had a specific role, ensuring everyone participated. After presenting our fully functional website, we received feedback. While the feedback highlighted areas for improvement, such as better client communication, enhanced front-end functionality, and the need for AI data validation, it was generally positive.

Evaluation

Strengths:

The final website was functional and boasted an elegant design with a user-friendly interface. The AI-generated features were innovative and well-received.

Areas for Improvement:

For the next time we need to better organize our roles, because there wasn't anyone responsible for organizing the group and the tasks between the group, we had a lot of miscommunications and missed a lot of time. So, for the next time we should better divide our roles and follow them. We could have also communicated more with the client since we only had one major meeting it would have been better if we made a few online small meetings to discuss the progress and points of improvements. We also had problems with connecting the back end to front end due to lack of knowledge how to do it. So, those are the things to keep in mind for the next time and be better prepared. Despite these challenges, the experience was tough but enlightening. It was definitely a great experience from which I learned a lot for myself.