

**ENSE 885AW- PEOPLE CENTERED DESIGN**

**DESIGN TEAM EXPERIENCE REPORT**

**SUBMITTED TO**

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**Project Definition And Outcomes**

The main goal of the project was to design the website for RCE Saskatchewan. The development model that we used for this project was based on the fast feedback cycle or Agile development where we met our stakeholders and explained our design ideas in our first meeting and our design prototypes in the second meeting. Our main objective was to design website keeping general public as our north star users.

The project was divided into **3 phases**:-

In the **1st phase** of the project which was the initial meeting with the RCE stakeholders. we were briefed about

[1] What is RCE and their history?

[2] How RCE functions and who are its members?

[3] Who are and can be the potential users of the RCE website?

[4] Who runs RCE?

**Outcome:-**

This meeting provided us with the insight of RCE and their mission. This has provided us with what functionalities to focus on while designing the websites. For example, their emphasis on blogging and donations has helped us to map their current needs in our design ideas.

In the **2nd phase** of the project, we presented our initial Ideas and low fidelity design mock-ups to our RCE stakeholders. We discussed about

[1] How the RCE website might look based on our initial paper-pencil designs.

[2] What are the functionalities they might expect from the initial designs.

[3] Designing concepts used to make our design and how it helps to improve customer experience.

**Outcome:-**

This meeting provides the stakeholder with our way of thinking and what we believe the stakeholders are expecting from the new website designs. They also provided us with positive feedback and constructive suggestions which has helped us to better understand their needs. We submitted all the takeaways from this meet into an insight report that helped us to even further scrutinize our work and improve our low-fidelity designs based on their feedback.

In the **3rd and final phase** of the project, we presented the High-fidelity prototypes that gave RCE stakeholders the final picture of the website design. we discussed about

[1] Final design of RCE Saskatchewan website

[2] Some additional features and design ideas incorporated in design from previous meet with stakeholders

**Outcome:-**

Similar to the  previous phase we were provided with valuable feedback. This will help us to further enhance our design in future.

So, these 3 phases consisted of the 1st cycle of fast feedback cycle and agile development model.

**What went well?**

* We learnt lot about people centered design concepts and how to implement them in designing website. How to implement psychology concept in designing. The best part was to get hands-on experience with real life problem of RCE and find the solution using designing concept.
* We learned lot of new software that we did not have any experience with in past like user story mapping and adobe XD.
* We learned a lot about project planning and time management as the time duration was very concise and compressed.
* We learned lot about team work and how to collaborate with each other to achieve goals in short time.
* We got a lot of positive feedback and suggestions from RCE Saskatchewan stake holders and it helped us to improve how we approached the problem.
* Despite the COVID situation and personal problems we tried our best to collaborate remotely.
* Overall, It was a positive learning experience.

**Things that not went well and could have been better**

* We could have focused more on quality of design rather than quantity of designed pages.
* If we had more time we could have improved our high fidelity design.
* If we would have to focus on certain functionality rather than all of the website the solution could have been more precise.
* We could have implemented our ideas and envisioned functionality more properly if we could have collaborated in-person.
* If we had time to dive deep into RCE and political situation in Canada we could have chosen color schemes more properly.
* We could have focused more on accommodating current content of the website into the new design.

**Future Work**

We would like to improve our design based on the feedback from RCE stakeholders. We would love to see functionalities from our design incorporated in the new RCE website. Moreover, if provided with the opportunities we would like to work with RCE in developing their website further. We would also like to keep track of this project and ongoing development it will undergo after this course and try to collaborate with new teams working on it.