My Role and Contribution

Project 1

The entire project was developed by me, including research, analysis, requirements gathering, and design.

- **Research**: I conducted interviews with students and faculty to identify their main issues and needs, and to decide where to focus and which direction to take.
- **Analysis**: Based on the collected data, I identified key problems such as navigation difficulties, registration issues, and academic-related challenges.
- **Design**: Initially, a robot design was provided, and we needed to include functionality such as route displays, answering questions, and interacting with the faculty database.
- **Technical Requirements**: I described the key features of the robot, such as a fixed route, use of animations and maps for navigation, and access to the faculty database.

Project 2

1. **Conducting Research**

In this project, our team consisted of two people, and my role in the research process was to collect and analyze data as well as design solutions to current problems in the SDU market shopping process. Specifically:

- **Survey Design and Administration**: I developed questionnaires for students to understand the difficulties they face when shopping.
- **Observations and Interviews**: I conducted observations in the cafeteria during peak hours (lunch breaks, rush hours) to identify problems customers were encountering.
- **Data Analysis**: After gathering the information, I analyzed the data and highlighted key pain points, such as long queues, Wi-Fi issues, insufficient number of cashiers, and a lack of popular products.
- **Design Development**: I also worked on design solutions.

Project 3

In this project, there were two team members, and my responsibilities included analysis, sketching, and creating storyboards for the app, as well as developing conceptual and visual solutions. Specifically:

1. **User Needs Analysis**: I helped collect and analyze data from user interviews to understand their needs and preferences regarding sleep tracking. This included examining issues faced by students, such as insomnia and irregular sleep cycles.
2. **Sketch Creation**: Based on the collected data, I created sketches of the future app, which included key interface screens like the sleep analysis screen, alarm settings, and a page with sleep improvement recommendations. This helped visualize the app's structure and features early on.
3. **Storyboard Creation**: I created storyboards showing how users would interact with the app. These illustrated key moments such as connecting the sleep tracking device, setting alarms, and receiving sleep improvement recommendations.

4. **User Journey Visualization**: Based on the sketches and storyboards, I developed a user journey visualization, showing how a student would use the app at each stage — from registration and connecting the device to analyzing sleep data and receiving advice on improving sleep.

Project 1: "Call Me Rob — Robot Guide for SDU"

What I Learned:
In this project, I learned the importance of conducting deep user research to truly understand the needs and problems of the target audience. I realized how crucial accurate requirement formulation is and how key decisions made during the analysis phase can affect the final outcome. I also gained experience in prototyping and testing user-friendliness, which helped me understand which features are most important for end users.

How it Affected the Next Project:
This experience taught me the importance of creating effective user research and testing, which I applied in the next project. I understood that without proper analysis and testing of potential solutions, a lot of time and resources could be spent implementing features that users may not need or that wouldn't solve their problems. I also learned how important it is to think through the entire user journey, which was useful when designing more complex interfaces in the future.

Project 2: "SDU Canteen — Improving Shopping Experience in the Campus Store"

What I Learned:
This project taught me how to work with real-world user problems in a physical space and the importance of improving not just digital, but also physical interactions. I learned to analyze not only interfaces but also elements like product placement, queues, and people flow. Working with the team and solving practical issues (like improving the payment process or enhancing Wi-Fi) also gave me valuable experience in teamwork and decision-making.

How it Affected the Next Project:
Having learned the importance of analyzing the real user experience in a physical space, I paid more attention to the design of interfaces for the app in the next project. I became more attentive to details such as settings and tips for interacting with devices and learned to make more accurate and meaningful recommendations to improve the user experience, considering users' everyday challenges.

Project 3: "Sleep Tracking App"

What I Learned:
In this project, I deepened my knowledge of visual design, particularly in creating sketches and prototypes that help users better understand how to interact with an app. Working with the team also taught me how important it is to consider not just functionality but also the emotional aspects of user experience. I also learned to define project goals more clearly and create interfaces that encourage healthy habits and user behavior.

How it Affected the Next Project:
After learning the importance of creating simple but intuitive interfaces, I concluded that every design element should be justified and easily perceived. This experience influenced my attention to design in future projects — I started focusing more on the visual appeal and usability of the apps and interfaces I develop.

My Design Philosophy Evolution

Throughout the course, my design philosophy and approach to design have significantly changed as I gained more experience and knowledge with each project. Here's how my approach evolved over time:

1. **From Functionality to User-Centered Focus**
   In the beginning, I focused on ensuring that the designs I created were functional and met the core project requirements. However, over time, I realized that functionality alone isn't enough. Truly successful design must first consider the needs, emotions, and behaviors of users. This shift from a purely technical approach to a user-centered design allowed me to focus more on user experience (UX) and how users interact with the product and how they feel about it.

2. **Iterative Design Process**
   Initially, I was focused on creating the "perfect" final product, but now I understand the importance of an iterative approach. Prototyping, testing, and refining based on feedback have become integral parts of my design process. I learned that the first design is rarely perfect and that continuous improvement based on user feedback and experience leads to better outcomes. This understanding has changed my approach to design and encouraged me to embrace feedback, treating every iteration as an opportunity to improve the product.

3. **Collaboration and Teamwork**
   Early on, I often worked individually, but over time, I learned to appreciate the value of effective collaboration in interdisciplinary teams. Working in a team, I realized that successful design is the result of diverse perspectives and skills. This changed my approach to team projects, and now I pay more attention to open communication, brainstorming, and collaborative problem-solving.

4. **Integrating Research into Design**
   Previously, I focused more on the visual aspects of design and sometimes rushed through the research phase. However, over time, I realized that design isn't just about how something looks, but how well the product works for the user. I started integrating research into my design process more, whether through user interviews, analysis, or testing. Understanding the problem space and real user needs became the foundation for making design decisions.

5. **Simplicity and Clarity**
   Initially, I tried to add complex features or design elements to make the product seem more advanced, but as I learned, I realized that simplicity and clarity often lead to a better user experience. Now, I aim to create intuitive and easy-to-use designs, removing unnecessary complexity and focusing on providing value to users in the most efficient way possible.

6. **Emphasis on Emotional Design**
   One of the most significant changes in my perspective was realizing the importance of emotional design. I now understand that user experience is not just about functionality, but also about the emotions the product evokes in the user. This influenced my approach, and I started thinking more about creating designs that elicit positive emotions, build trust, and engage users.

After Working on Three Projects and Gaining Experience, I Can Share How My Understanding of UX/UI Design Has Changed

Now that the course is complete, I can say that my understanding of UX and UI has significantly deepened. Before starting the course, I thought that UX and UI were only about design work (like working in Figma), where you just create a nice wireframe and that's it. But after working on the first project, I realized that it's a massive process involving analysis, brainstorming, sketching, and much more. I was surprised to discover how many aspects design encompasses — we are essentially doing the foundational work for any website, product, or application. Our work determines the quality and meaningfulness of the product. I realized that I had underestimated this profession until I began studying it.

UX (User Experience)
For me, UX is no longer just about usability; it's about how a person feels when interacting with the product. It's about understanding what the user needs, why it's important, and how to make their interaction with the product as helpful and enjoyable as possible.
The key takeaway is the importance of research. You can't just assume you know what the user wants — you need to ask, study, test, and only then act. Interviews, surveys, data analysis — I now understand that you can't create a truly good product without them.
Another discovery is the value of small details. Sometimes, it's little things like the placement of a button or a clear error message that can radically change how a user perceives the product.

UI (User Interface)
If UI used to mean "make it look nice," now I see it as a tool that helps the user intuitively interact with the product. Colors, fonts, animations, even margins — I now perceive all of these as part of the overall strategy.
UI is not just about aesthetics; it's about ensuring that the user doesn't have to think about how the product works. If the interface is clear and easy to use, the person uses the product smoothly, without frustration or confusion.

How They're Connected
I now understand that UX and UI can't exist without each other. You can create an incredibly beautiful interface, but if the product doesn't solve the user's problems, no one will use it. Or, on the flip side, if you have a brilliant idea and great logic, but the interface is so confusing that people can't navigate it, they'll just leave.
These areas complement each other. UX sets the direction, and UI makes that direction clear and enjoyable.

My Perspective After the Course
I used to think that UX/UI was primarily about creativity, but now I see it as just as precise a process as programming. It's about experimentation, testing, analysis, and constant improvements.
The course taught me to view design more broadly: not just focusing on the screen, but the entire path the user takes. I realized that good design isn't about impressing, but about helping. And that's probably the most important discovery.
Now I know that my approach in the future will always be based on research, feedback, and attention to detail. I will no longer rely on intuition or subjective taste. Instead, I will strive to understand users and solve their real problems. This is the experience I gained from the course.