Treeleaf: Intern Task

Project Overview and Achievements

In the following UI/UX task, I was responsible for designing the user interface for a video analytics software platform using Figma. The task involved creating a series of screens that allow users to navigate through the platform's different functionalities, including a Dashboard, Home screen, and Edit interface. The software's primary goal is to extract and present data from videos in an intuitive and visually accessible manner.

Key Accomplishments:

1. **Dashboard Design:**

   o   I designed the central hub of the platform, which displays key metrics and analytics results through various charts, graphs, and summary statistics. The layout ensures that users can quickly access and interpret the most important data at a glance.

2. **Home Screen:**

   o   I created an overview page where all analyzed videos are displayed with thumbnails, brief descriptions, and status indicators. This screen was designed to allow users to quickly navigate to detailed analytics for each video.

3. **Edit Screen:**

   o   The Edit interface was developed to facilitate the detailed analysis and annotation of video data. This includes designing video playback controls, tagging tools, and annotation options that allow users to interact with specific frames.

Learning Experience

Designing with Figma:

- **Wireframing and Prototyping:** I utilized Figma to create wireframes and prototypes, which helped in visualizing the user flow and layout of each screen. I learned how to effectively use Figma's tools to create scalable vector designs and interactive prototypes that simulate user interaction.

- **Component Design:** I gained experience in creating reusable components in Figma, such as buttons, icons, and navigation bars, which ensured consistency across different screens and streamlined the design process.

- **Collaboration and Feedback:** Figma's collaborative features allowed me to easily share my work with team members and stakeholders, gathering feedback in real-time. This helped me refine the designs based on input and improve the overall user experience.

Design Principles:

- **Information Architecture:** I learned the importance of logical organization and hierarchy in UI design. By structuring the information in a way that prioritizes key data and actions, I ensured that the platform is intuitive and easy to navigate.

- **User-Centered Design:** The project reinforced the importance of designing with the user in mind. I focused on creating an interface that not only looks modern and professional but also enhances usability, ensuring that users can accomplish their tasks efficiently.

Challenges and Solutions:

- **Balancing Aesthetics and Functionality:** One of the challenges I faced was ensuring that the design was visually appealing without compromising on functionality. I addressed this by iteratively testing the designs and gathering feedback to find the right balance.

- **Scalability:** I also learned about the challenges of designing for scalability. As the platform needs to present complex data from videos, it was crucial to design elements that are scalable and adaptable to different levels of data complexity.