**IM3080 Design and Innovation Project (AY2021/22 Semester 1)**

**Individual Report**

Name: Jiang Shan

Group No: 7

Project Title: joiNTU

**Contributions to the Project** (1-2 page)

Design of initial supermarket app concept

-map feature   
-product page

Design of colorful UI of joiNTU  
-login  
-home screen  
-bus  
-timetable

Design of Black and White minimalistic concept UI of joiNTU  
-home screen  
-login

Design of app features:

-Social  
-Gather  
-CCA

Design & Ideation process of Group Poster & Group Video

Writing of Group Report

Presentation during Week 6

**Reflection on Learning Outcome Attainment**

**Reflect on your experience during your project and the achievements you have relating to at least two of the points below:**

1. Engineering knowledge
2. Problem Analysis
3. Investigation
4. Design/development of Solutions
5. Modern Tool Usage
6. The Engineer and Society
7. Environment and Sustainability
8. Ethics
9. Individual and Team Work
10. Communication
11. Project Management and Finance
12. Lifelong Learning

Point 1: D) Design of Solutions

After my group pivoted to doing up an app based on uWave, we identified features that were lacking in the base app such as social features and collaboration tools such as file sharing.

Initially, my wireframes and prototypes of joiNTU’s designs were based on the initial app uWave and also similar apps in the market. I also referenced app designs that felt appealing to the same target audience: university students such as popular shopping apps: Zalora, End.

Eventually, as my group was mainly focusing the app to be on the Google Play store, I decided to follow Google’s Material io design guidelines and principles whilst I was designing the minimalistic Black and White theme of joiNTU and also the current card styled app layout features.

The design of the features such as ‘Gather’ and ‘CCA’ has a card styled design as it is clean and easy to navigate about. The colour palettes and features were also uniform to give a sense of familiarity to the user while he/she is navigating about our app.

The use of vibrant images and icons also gives the app a friendly and inviting atmosphere.

Point 2: I) Communication

As I was in charge of designing the overall layout of the apps, I had to brainstorm and discuss with the various group members on what exact colour or theme our app should have.

We eventually decided to do up a ‘colourful’ design. There was a lack of feedback given to the design team and only when we were finished with the entire app design, we told to redo on a new theme, namely the black and white theme. This was frustrating as there were no feedback given to us during the design process and only when we were done were we given the conclusion that it was not good enough and we had to redo.

The design team and I once again went on to design joiNTU in a black and white minimalistic theme. This was more challenging as the entire design language was different from our initial design and we had to research once again to develop the app layout. This time, there were more feedback given to us at the start of the designing process but once again, there was a lack of communication during the actual design process. Only after the new theme was finished, someone else suggested a blue themed app design and we had to scrape our designs to work on the new blue theme.

This was very frustrating to us as there was no such feedback given to us during the development of the designs and on both occasions, we were asked to scrape and redo. This felt as if our effort went down the drain. What could have been better was if there were feedback given to us during the actual design process instead of only being given a conclusion of “yes we will use this design” or “no please go and redesign it”. We could have then worked on the feedback given to us and improve the designs instead of repeatedly scraping and redoing the designs from scratch.

The design team and I felt frustrated and eventually learnt our mistakes of not pushing for more feedback during the design process. Therefore, while we were designing the new features in the blue theme, we specifically pushed for feedback so that we could improve on our work and not have to discard all our efforts once we were done.

After this experience, I feel that communication between team members is very important as it could have prevented delays that were completely avoidable and that even if people kept quiet in a group meeting, there may be a need to push for their opinions specifically as they may just be too shy to voice out their points.