

A

REFLECTIVE JOURNAL

by

JORIM ODUO

WEEK ONE

INTRO TO DESIGN THINKING

The first day of this module was an exciting introduction to the world of design thinking in the realm of Human-Computer Interaction and User Experience design.

As I contemplated the journey ahead, it was clear that this course would be more hands-on, promising a deeper dive into the intricacies of creating user-centered design solutions. As soon as I realized I could apply design principles to solve real-world problems, my creative juices started flowing.

CREATING THE PUBLIC SPACE DESIGN GROUP



feminist statue at city square

Our lecturer, Theresa, kick-started our journey by introducing us to the influential book, 'The Design Way.' This comprehensive read held the promise of shedding light on the fundamental principles of design thinking. However, Theresa wisely divided the book into chapters, transforming it into manageable assignments. This approach was undoubtedly user-centric, acknowledging that we, as students, needed a structured path to digest this complex material. After class, collaboratively, we formed a group with my classmates. Our mission was to tackle the task of designing an interactive public space that is deeply human-centered. This choice marked our first design decision, setting the stage for our collective creative process.

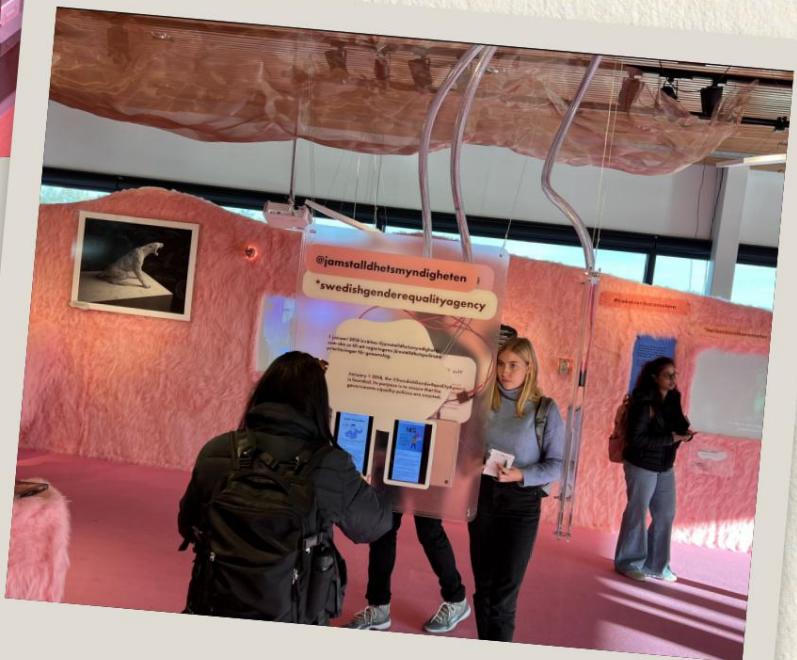
CITY WALK!! CITY CENTER CONTEXTUAL OBSERVATION

The class embarked on an eye-opening journey as our lecturer led us through a contextual observation exercise in the city center of Umeå. Witnessing the possibilities for enhancing public spaces in real-life contexts left me feeling inspired. We even visited a feminist art installation in a museum, a perfect example of how thoughtful design can transform spaces. The experience was akin to stepping into a scene from a Barbie movie, which emphasized the visual and experiential aspects of design. It was evident that design choices could elicit a profound emotional response from users.

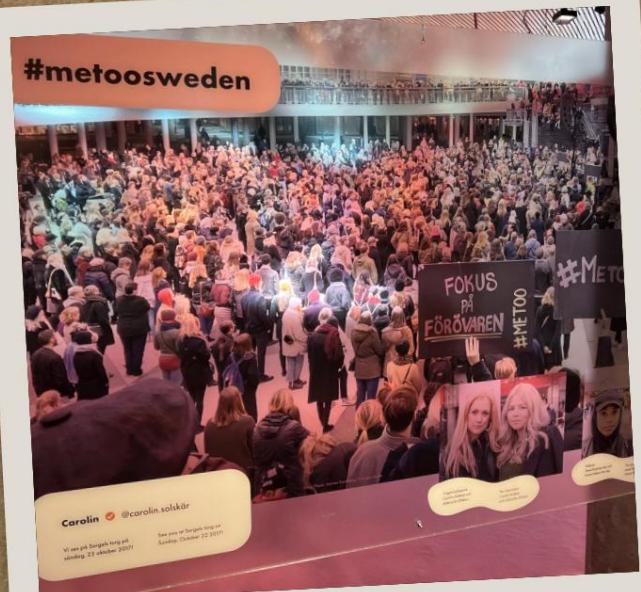


October 3rd 2023

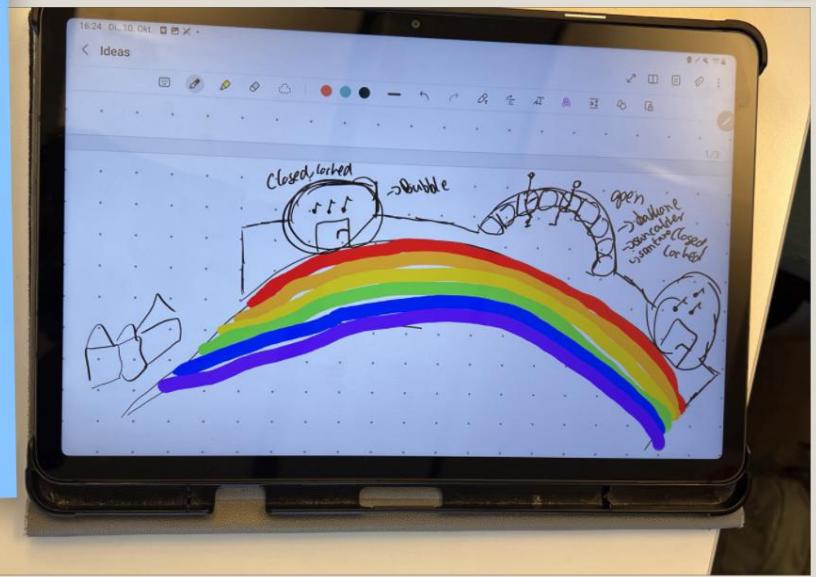
MUSEUM



MORE MUSEUM



SELECTING "RAINBOW BRIDGE"



Our group was buzzing with energy as we dove headfirst into a thrilling brainstorming session. Ideas were flying left and right as we let our creativity loose, generating a seemingly endless stream of design concepts for our interactive public space.

Among the innovative suggestions, we ultimately found ourselves drawn to the concept of the "Rainbow Bridge." Although we had yet to finalize its name, the collective enthusiasm surrounding this idea was palpable. This decision marked a crucial juncture in our design journey, where we committed to a specific direction and vision.

WEEK TWO

GROUP DISCUSSION: MERGING AESTHETICS AND HUMAN INTERACTION

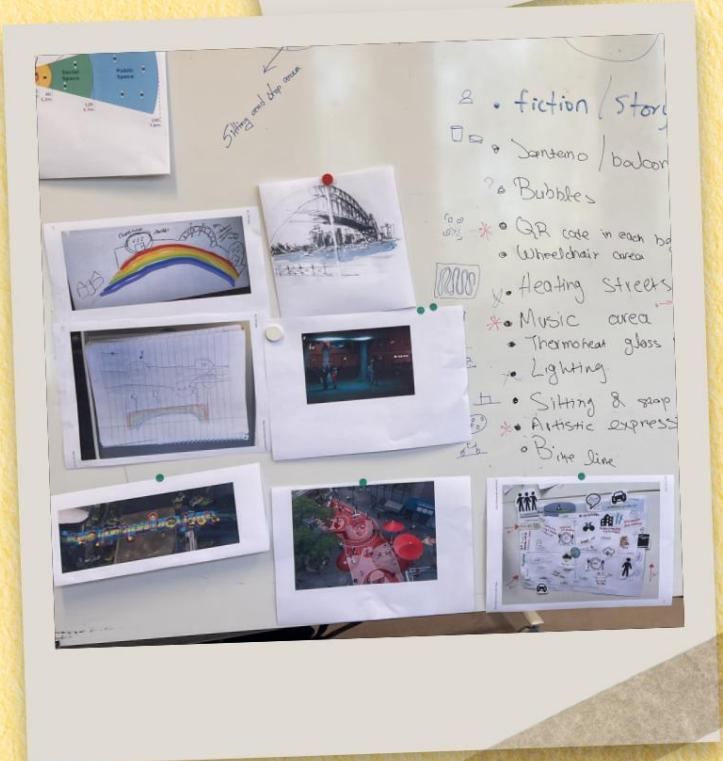
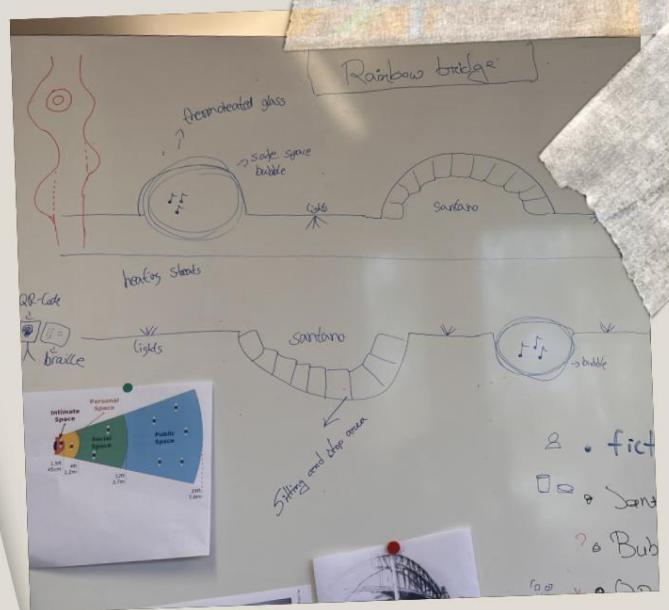
Our journey took us to the UX Lab, where we had the opportunity to explore the structural intricacies of our Rainbow Bridge project. This hands-on experience in the lab provided invaluable insights into the practical aspects of HCI/UX design. We began to conceptualize the physical elements and layout of the bridge, understanding that every structural decision would have a significant impact on user experience.

After the seminar, our group convened to delve deeper into the Rainbow Bridge concept. The meeting was marked by a whirlwind of ideas, demonstrating the power of collaborative design thinking. It felt as though we were in a state of flow, as we explored various aesthetic possibilities and emphasized the importance of never losing sight of the key features that would facilitate meaningful human interaction. This moment highlighted the delicate balance between aesthetics and functionality, a cornerstone principle in HCI/UX design.

SEMINAR @ UX LAB & IN-DEPTH STRUCTURAL DISCUSSION



Group @ work!



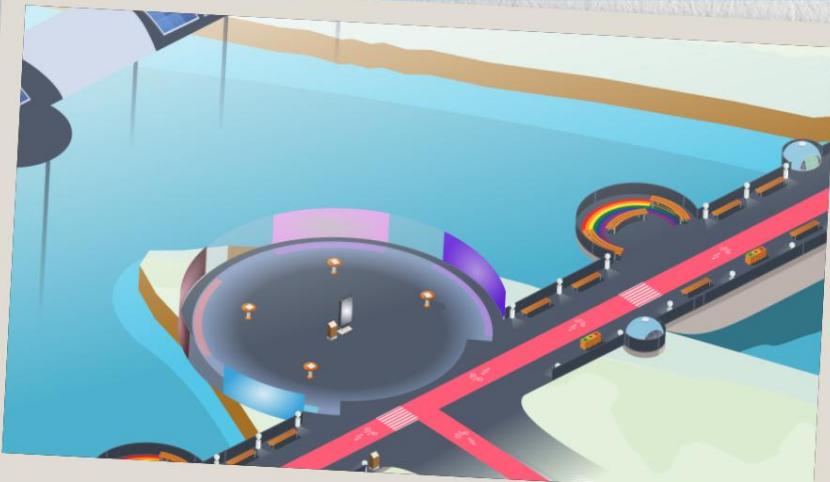
WEEK THREE

THE COMPLEX NATURE OF BRIDGE DESIGN

In our pursuit of innovative ideas, I shared interactive examples with my group members. These examples served as references for ideating various interaction points within the Rainbow Bridge. Sharing real-world examples helped us think more concretely about how users would engage with our design, reinforcing the importance of practical, user-centered design solutions.

Designing our Rainbow Bridge proved to be a formidable challenge, as we grappled with the intricate details of creating a user-centered public space. The complexity of the task began to emerge as we delved deeper into the project. This stage of the journey highlighted the need for careful consideration of every design decision, no matter how minute.

SHARING
INTERACTIVE
EXAMPLES FOR
IDEATION



KEY FEATURE ELECTIONS AND COLOR SELECTION

A pivotal group meeting saw us making critical design decisions. We conducted elections to determine the key features of the Rainbow Bridge. Among the decisions made, one of the most visually impactful was the selection of colors. This decision underscored the power of color psychology in influencing user emotions and experiences, a vital aspect of HCI/UX design.

BRIDGE ASSETS FOR REFERENCE

Farjana, a dedicated member of our team, shared a trove of bridge-related assets, including videos and photos. These resources would serve as reference points for our video presentation and sketch design, emphasizing the significance of utilizing existing materials and inspirations in the design process.

WEEK

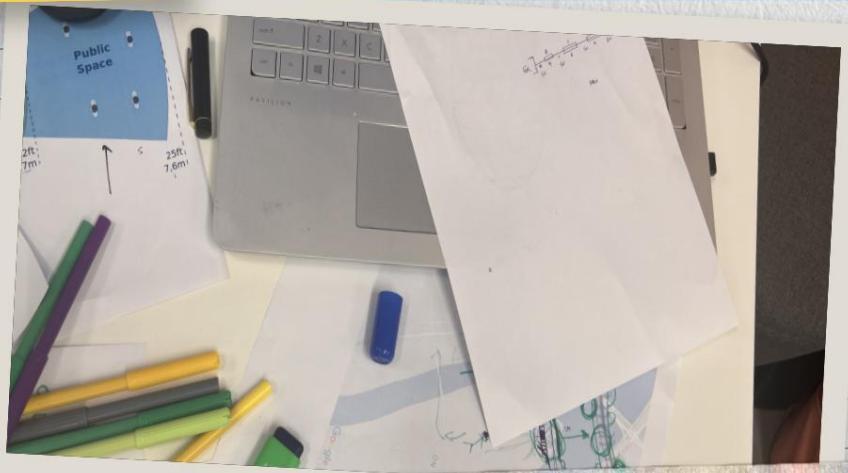
Four

The pressure mounted as we approached the final stages of our design journey. It was crucial to ensure that all key points were included in the design, from structural elements to aesthetics and functionality. The dedication and collaborative effort our group put into this project were truly commendable. Despite the challenges, our Rainbow Bridge design had become something remarkable, but we remained aware that it still required some refinement to meet the highest standards of HCI/UX design.

PREPARING FOR THE D-DAY: THE FINAL PUSH

GROUP MEETING AT THE LIBRARY: EMBRACING CONFIDENCE

Our group gathered at the library to review our progress and discuss any remaining concerns. Confidence in our design had grown, and we were largely satisfied with what we had accomplished. The pressure to achieve perfection persisted, but we acknowledged that we had already tackled the essential aspects of the project, ensuring a user-centric focus.



PRESENTATION DAY: THE CULMINATION OF OUR DESIGN JOURNEY

The day of our presentation had arrived, and it was an unforgettable experience. Our collective efforts were brilliantly showcased, and the Rainbow Bridge design was met with genuine admiration. This journey reaffirmed the belief that design is at its best when done collaboratively. The constant exchange of ideas and the state of creative flow experienced with others were the hallmarks of a successful design thinking process. It was a design journey filled with challenges and triumphs, serving as a testament to the transformative power of human-centered design thinking in the world of HCI/UX.



tHANK
YOU
FOR
watching