

## **Section03-Group02 Final Report**

**Ruoyu Xu 001448098**

**Yumeng Li 001448424**

**Minxuan Hu 001421068**

**Wenjing Lu 001405695**

**a) Skeleton and surface plane including the elements applied from the book.**

**For Skeleton plane, the three main elements are always bound together, that is, interface design, navigation design and information design. For the interface design, we applied many standard but handful interface elements. For instance, using a drop list when people are filling the payment information saves much space and time for users to read instead of using checkboxes. Navigation design helps to communicate different sessions of the whole application and lead users to find ways and get directions in the information world. Firstly, we have the global navigation at the bottom of our App. It consists of several icons which point to different main functions like view order, go to home, switch to account etc. Secondly, we applied local navigation in many pages to only set one access to parent, sibling and children which leads to more concise logic structure. Thirdly, we also employ supplementary navigation to enable users to shift the focus of current pages to the new one without starting from the beginning. Besides, we have courtesy navigations in many pages to provide another information entrance for users. Like in our flight booking management page, we provide the access and information of related airline companies. If users have some problems which could be only solved by the airline companies, they could use this link to contact them directly. For information design, we arrange and group our information needed to be provided by users. Like we divide our payment information into payment methods information and billing address information. Also, we set error information to lead users fill in the blanks in appropriate forms.**

**For surface plane, it mainly deals with the sensory design and the presentation ways of logic. For color palettes, we use orange and white as the main colors which respond to our orange logo. Also, we apply “Arial” as the basic fonts for the principle “Simpler is**

better”. Contrast matters too. Thus, we use contrast and highlight to draw users’ attention and make them realize the real essential part of specific pages.

#### **b) Google Material Design**

**1. How would you use google material system in your final project? What guidelines will you take into consideration?**

**1) Card design is an important part of material design. The UI of our project will adopt card design. In particular, the card interaction as the core of the whole set of design language creation, and on this basis to design and create the whole set of products.**

**2) In terms of color, the text, icons and dividing lines of our interface are set with transparency, indicating text and lower visual level. By setting the transparency, we can improve the sense of contrast. The buttons and Spaces are set to beautiful and beautiful colors, and the color theme is bright, Large UI areas and elements use dominant colors, and secondary colors are used to emphasize smaller areas.**

**3) System icon simple and modern, bright shape.**

**4) The selected images are theme-relevant, informative, enjoyable, and provide an emotional connection with the user, providing an immersive experience.**

**5) Its elements of visual cues: design combine actual physical properties, the carrier is flat design, but use the shadow show its hierarchical forms became the difference with other design features, such as our APP interface, the user to display the latest operation menu on the top, bottom history operation path is grey appearance.**

**6) We try to design the App more flexible and much closer to human’s Ergonomics. We use some select buttons which are easier to choose for some required blanks. For instance, some Apps use calendars selection as the input of credit card’s expiration date. However, it may take users much time to browse and select the right one. Thus, we decide to divide the expiration date as two parts. One drop list for the month and another one for the year. Also, we design a travel logo for our App. The basic color is orange and white, so our other pages**

**are of the same two colors to decrease the chaos of the page.**

7) For the writing part, we use words and sentences which are easily understood by any English-speaking users. Also for the proper nouns we add explanations inside the information icon besides the nouns.

8) We try to design a more concise page, which keeps the same color tone on the same page,

and reduces the use of multiple colors to avoid the page looking cluttered due to inconsistent colors.

9) When we design some labels and icons, keep their color tone consistent with the color tone of our theme and logo, which makes the page look more professional.

10) We add shadows on some boxes and labels to make certain modules on the page look more three-dimensional.

c) High Fidelity Mockups using Axure tool (at least 25 pages)

d) UX Principles

1. Great experience is about control

We should never make our users lose the control of themselves when they are experiencing our products. It means applications should have clear logic. In our travel App, take the flight ticket booking for instance. From the flight search to order review, there is a neat line. Users only need to fill in the required information and click the “continue” button, then they can make a reservation easily.

2. Great experiences are simple.

We all know less is more. A concise page with clear points is much better than a complicated page with redundant contents. We also use this UX principle to our final projects. For texts, we try to use simple sentences with highlights for important parts. For page design, we simplify the page information and only put the essential ones while for the extra information we use information icons to show it.

### **3. Great user experience is invisible**

**We do not fully understand this principle until we face it with our own prototypes. Because we have different functions, we divide our work into four parts. However, when we first made an integration, we found there are many logic problems at the points of our connected parts. Before that, we all didn't find any problems in our individual parts. It's natural to execute a fluent logic which represents a good user experience. However, we may not realize it's a good design until we face the problems which never appeared before.**

**e) QA and testing**

Test Case Description	Step#	Test Step	Results	Status
test just join the today's recommend group	1	click group button	enter the "my group" page	Pass
	2	click hot group button	enter the "hot group" page	Pass
	3	view top 1 group	enter the "top 1 group" page	Pass
	4	view top 1 group picture	view top 1 group pictures circle	Pass
	5	view top 1 group video	view top 1 group video circle	Pass
	6	view top 2 group	enter the "top 2 group" page	Pass
	7	view top 2 group picture	view top 2 group pictures circle	Pass
	8	view top 2 group video	view top 2 group video circle	Pass
	9	view top 3 group	enter the "top 3 group" page	Pass
	10	view top 3 group picture	view top 3 group pictures circle	Pass
	11	view top 3 group video	view top 3 group video circle	Pass
	12	click join the today's recommend group button	enter the "my group" page and there is the link at the bottom of the recommend group	Pass
test the today's recommend group's activity function	13	click official information link	enter the official information page	Pass
	14	click group member view more link	enter the group member view more page	Pass
	15	click join the first activity button	the button change into leave	Pass
	16	change time reminder	change time reminder time set	Pass
	17	click the set time reminder button	"successfully set time reminder"	Pass
	18	click leave button	the button change into join	Pass
	19	click add new activity button	enter the create new activity page	Pass
	20	input new activity content	input new activity content	Pass
	21	select new activity address	select new activity address	Pass
	22	select new activity time	select new activity time	Pass
	23	click the create new activity button	enter the group page with two activities	Pass
	24	click join the second activity button	the button change into leave	Pass
	25	change time reminder	change time reminder time set	Pass
	26	click the set time reminder button	"successfully set time reminder"	Pass
	27	click leave button	the button change into join	Pass
	28	click add new activity button twice time	have already create one. create the next	Pass
	29	click leave the group button	enter the "my group" page with no group	Pass
test just join the new created group	30	click group button	enter the "my group" page	Pass
	31	click create new group button	enter the "create new group" page	Pass
	32	input new group name	input new group name	Pass
	33	select the group tag	select the group tag	Pass
	34	input new group brief introduction	input new group brief introduction	Pass
	35	input new group brief official notice	input new group brief official notice	Pass
	36	input new group official notice	input new group official notice	Pass
	37	click create this group button	enter the "my group" page and there is the link at the bottom of the recommend group	Pass
test the new create group's activity function	38	click official information link	enter the official information page	Pass
	39	click add new activity button	enter the create new activity page	Pass
	40	input new activity content	input new activity content	Pass
	41	select new activity address	select new activity address	Pass
	42	select new activity time	select new activity time	Pass
	43	click the create new activity button	enter the group page with two activities	Pass
	44	click join the activity button	the button change into leave	Pass
	45	change time reminder	change time reminder time set	Pass
	46	click the set time reminder button	"successfully set time reminder"	Pass
	47	click leave button	the button change into join	Pass
	48	click add new activity button twice time	have already create one. create the next	Pass
	49	click leave the group button	enter the "my group" page with no group	Pass
test join the today's recommend group and create new group's function	50	click group button	enter the "my group" page	Pass
	51	click hot group button	enter the "hot group" page	Pass
	52	view top 1 group	enter the "top 1 group" page	Pass
	53	view top 1 group picture	view top 1 group pictures circle	Pass
	54	view top 1 group video	view top 1 group video circle	Pass
	55	view top 2 group	enter the "top 2 group" page	Pass
	56	view top 2 group picture	view top 2 group pictures circle	Pass
	57	view top 2 group video	view top 2 group video circle	Pass
	58	view top 3 group	enter the "top 3 group" page	Pass
	59	view top 3 group picture	view top 3 group pictures circle	Pass
	60	view top 3 group video	view top 3 group video circle	Pass
	61	click join the today's recommend group button	enter the "my group" page and there is the link at the bottom of the recommend group	Pass
	62	click create new group button	enter the "create new group" page	Pass
	63	input new group name	input new group name	Pass
	64	select the group tag	select the group tag	Pass
	65	input new group brief introduction	input new group brief introduction	Pass
	66	input new group brief official notice	input new group brief official notice	Pass
	67	input new group official notice	input new group official notice	Pass
test the today's recommend group's and created group's activity function	68	click create this group button	enter the "my group" page and there is the link at the bottom of the recommend group	Pass
	69	information link	official information page	Pass
	70	member view more link	group member view more page	Pass
	71	click join the first activity button	the button change into leave	Pass
	72	change time reminder	change time reminder time set	Pass
	73	click the set time reminder button	"successfully set time reminder"	Pass
	74	click leave button	the button change into join	Pass
	75	click add new activity button	enter the create new activity page	Pass
	76	input new activity content	input new activity content	Pass
	77	select new activity address	select new activity address	Pass
	78	select new activity time	select new activity time	Pass
	79	click the create new activity button	enter the group page with two activities	Pass
	80	click join the second activity button	the button change into leave	Pass
	81	change time reminder	change time reminder time set	Pass
	82	click the set time reminder button	"successfully set time reminder"	Pass
	83	click leave button	the button change into join	Pass
	84	click add new activity button twice time	have already create one. create the next	Pass
	85	click leave the group button	enter the "my group" page with no group	Pass
	86	click new created official information link	information page	Pass
	87	click add new activity button	enter the create new activity page	Pass
	88	input new activity content	input new activity content	Pass
	89	select new activity address	select new activity address	Pass
	90	select new activity time	select new activity time	Pass
	91	click the create new activity button	enter the group page with two activities	Pass
	92	click join the activity button	the button change into leave	Pass
	93	change time reminder	change time reminder time set	Pass
	94	click the set time reminder button	"successfully set time reminder"	Pass
	95	click leave button	the button change into join	Pass
	96	click add new activity button twice time	have already create one. create the next	Pass
	97	click leave the group button	enter the "my group" page with no group	Pass

**f) 4-6 UX research methods (you need to implement these methods)**

**Focus Groups:** groups of 3–12 participants are led through a discussion about a set of topics, giving verbal and written feedback through discussion and exercises.

**Interviews:** a researcher meets with participants one-on-one to discuss in depth what the participant thinks about the topic in question.

**Concept Testing:** a researcher shares an approximation of a product or service that captures the key essence (the value proposition) of a new concept or product in order to determine if it meets the needs of the target audience; it can be done one-on-one or with larger numbers of participants, and either in person or online.

**Customer Feedback:** open-ended and/or close-ended information provided by a self-selected sample of users, often through a feedback link, button, form, or email.

**Card Sorting:** a quantitative or qualitative method that asks users to organize items into groups and assign categories to each group. This method helps create or refine the information architecture of a site by exposing users' mental models.

**Email Surveys:** a survey in which participants are recruited from an email message.

**g) IBM Design Thinking**

- **The Principles**

- 1. A focus on user outcomes**

**In our project, we need to design an application that meets the needs of users. Our project is related to travel, so we need to collect the basic functions of booking tickets, booking hotels, sharing travel notes etc.**

**The most important thing our team needs to know is what our user base looks like, what kind of needs they have on our website, and what kind of results we want to achieve on our website. Thinking about the needs from the customer's perspective can make the website more user-friendly.**

- 2. Multi-disciplinary teams**

**There are weekly group meetings organized by members to report the progress of each group member and plan the next step. And we used Axure to design our prototypes. We assign different work to each member, and after completing the personal portion, we will merge our prototypes in the Axure cloud.**

- 3. Restless reinvention**

**We constantly revise and update our project system. Throughout our design process, we will continue to invite different people to try our App and ask for their experiences and Suggestions. Throughout the design process, we will make improvements and adjustments according to users' comments. After the launch of the system, continuous follow-up analysis, product iteration.**

- **The Loop**

- 1. The observation**

**We focus on user needs, user data, user experience, and service feedback. From the collection of the target user experience to the public feedback.**

- 2. Reflect**

**Our app is a travel app designed to help users book flights and needs to be adjusted and alerted according to different policies.**

- 3. Make**

**Our team often communicates online, explores new ideas and implements them.**

- **The Keys**

### **1. Hills**

**We set a schedule and milestones for the entire project. We also have weekly goals for everyone. Every weekend, we will hold an online meeting to check everyone's schedule.**

### **2. Playbacks**

**When the phased tasks are completed, we will discuss them from the perspective of our members and ensure consistency.**

### **3. Sponsor users**

**By receiving feedback from users after testing is complete, they can provide life experiences and expertise to share with the team to ensure better reflection of the cycle.**

## **h) Style Guide which includes branding etc. (extra credit)**

- 1) Color scheme, including color values and acceptable shades: the theme tone of our project is orange in warm tones, changing to orange and yellow with different degrees of saturation with different recent**
- 2) Font scheme, including all the font weight, size, line space and usage: our title font is uniform, the text font is uniform, the text with emphasis is deepened, the line space is adapted according to different modules**
- 3) Logo: The airplane logo symbolizes tourism**
- 4) Icon or element styles: we mark Icons representing pages in orange to emphasize the functionality of the page, and social media share icons in their original color for users to understand, we also added some animation to add interactivity**
- 5) Copywriting style: caption-content-footnote**

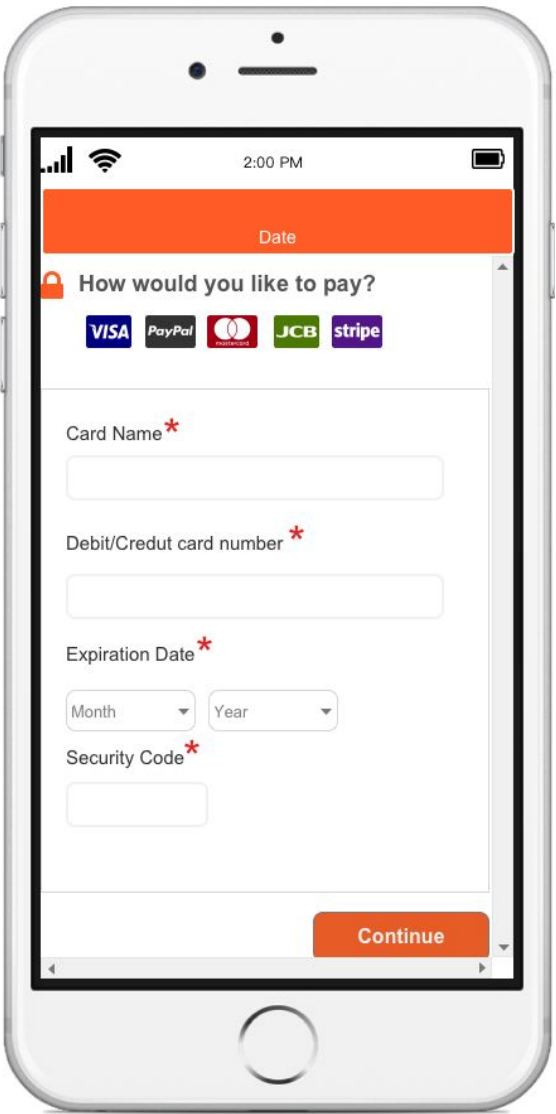


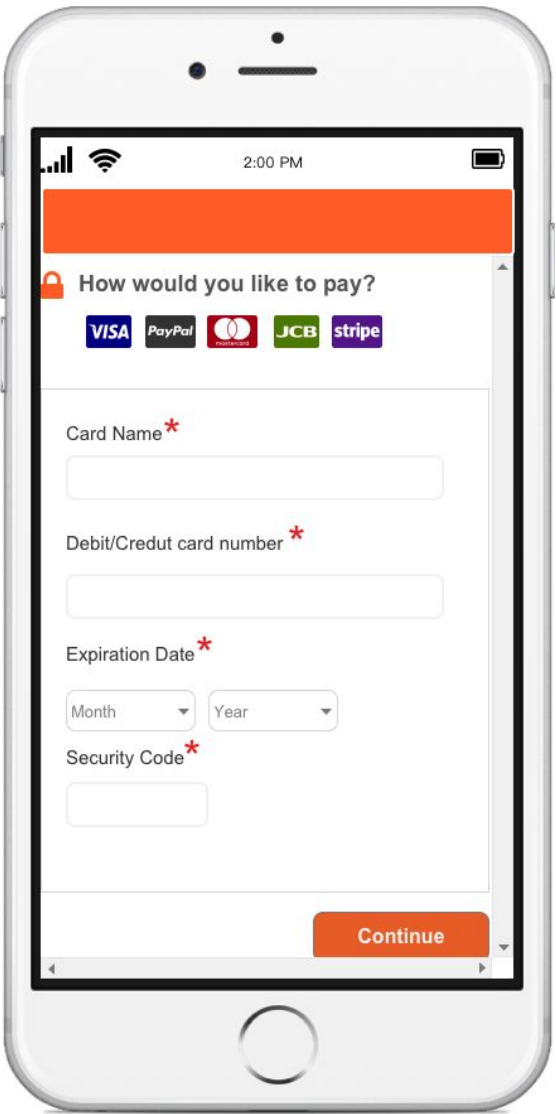
**6) Image guide:**

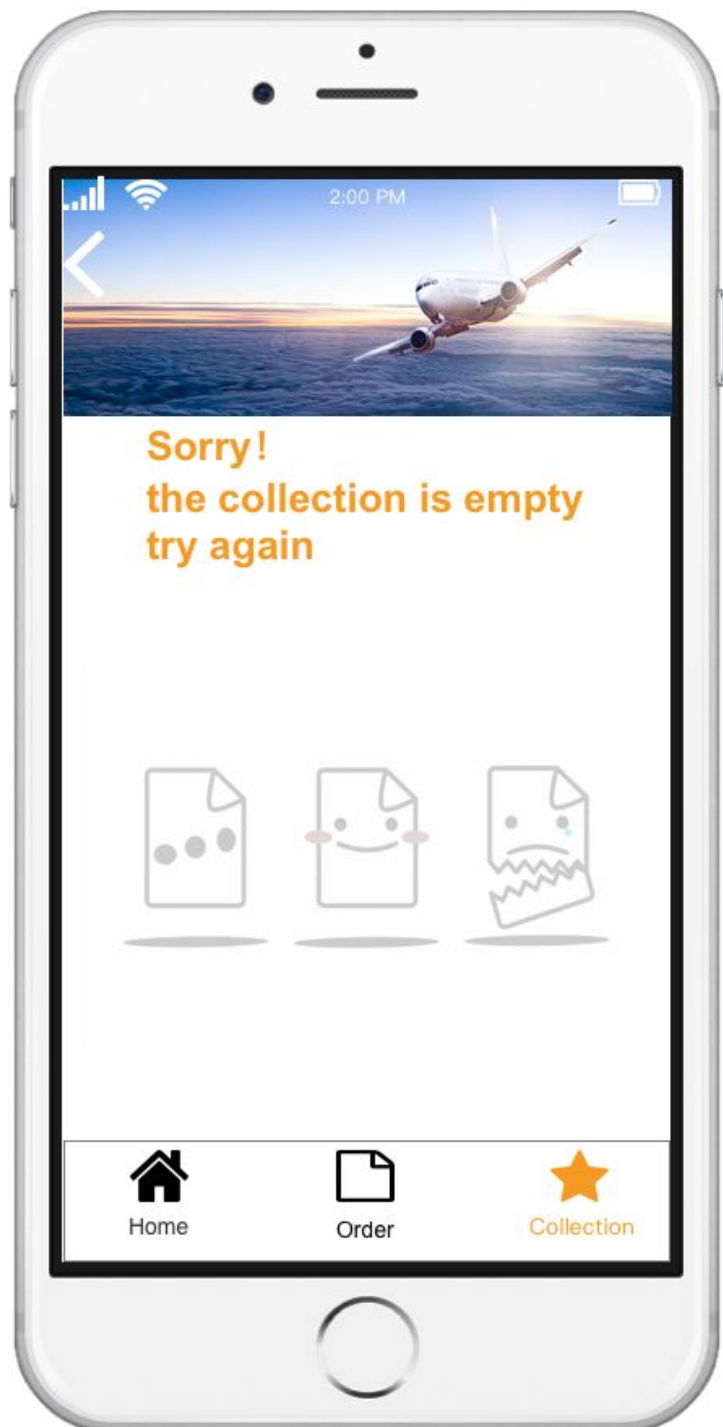
- **Color:** use pictures related to the subject matter;
- **Clipping:** insert the picture to fit the typesetting size;
- **Visual presentation:** the color is similar to the theme color or is in sharp contrast to give the user a pleasant visual experience

**7) White space considerations: we choose loose white space on less informative pages and compact white space on more informative pages**

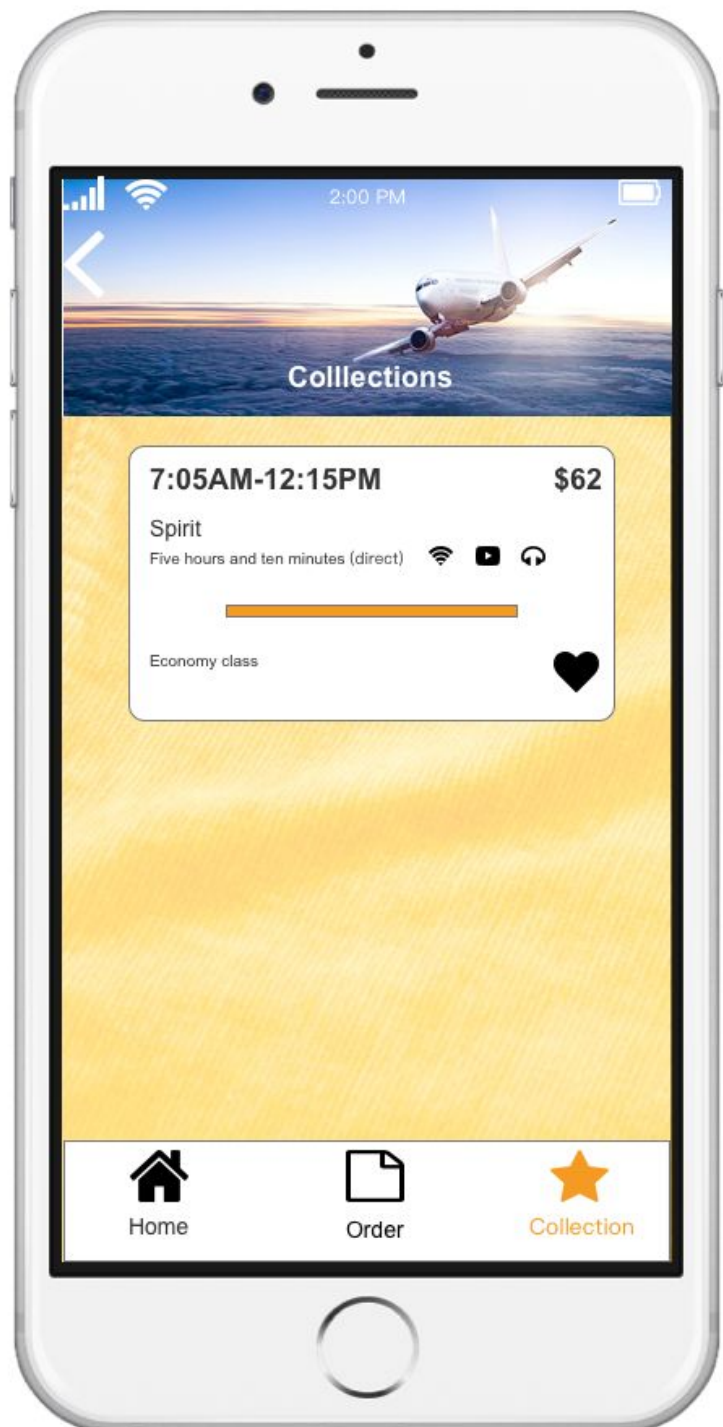


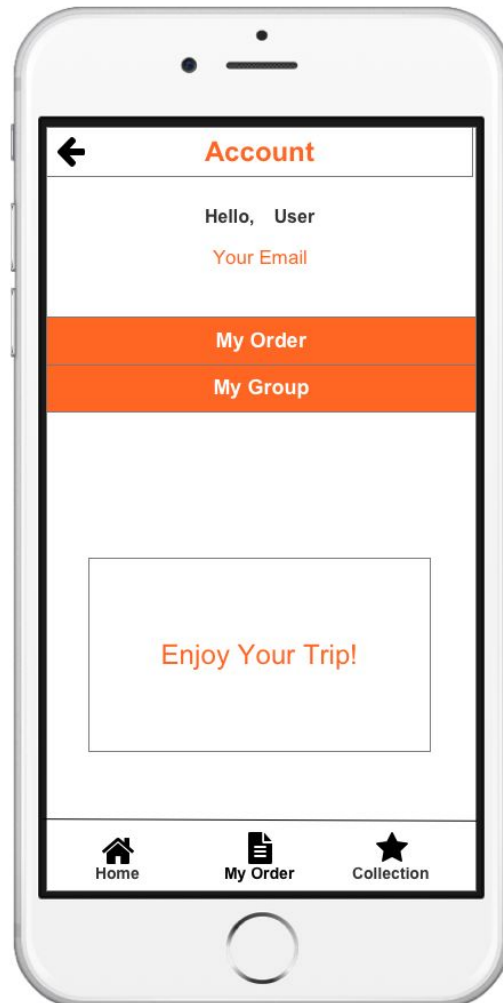




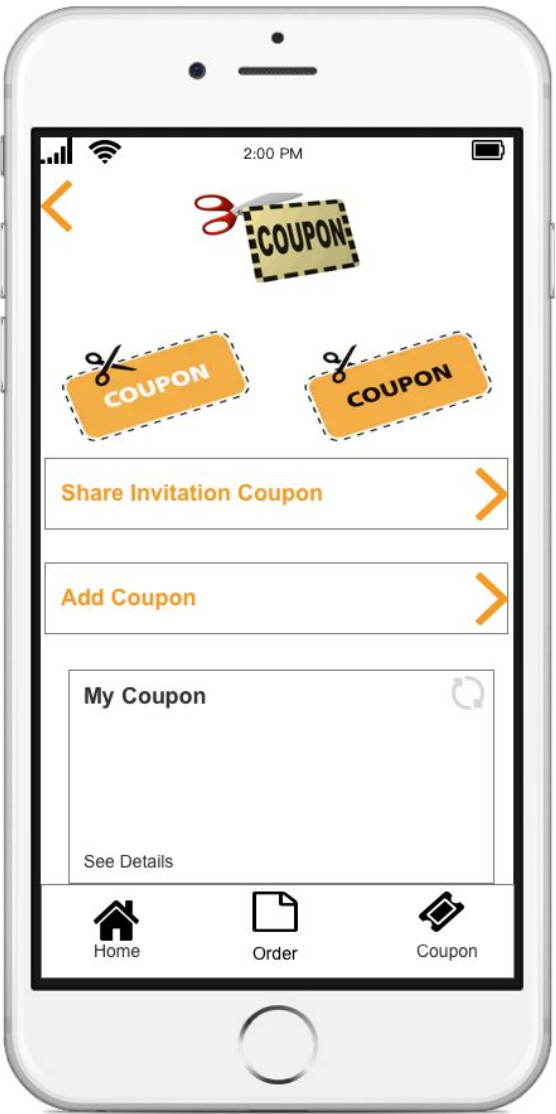


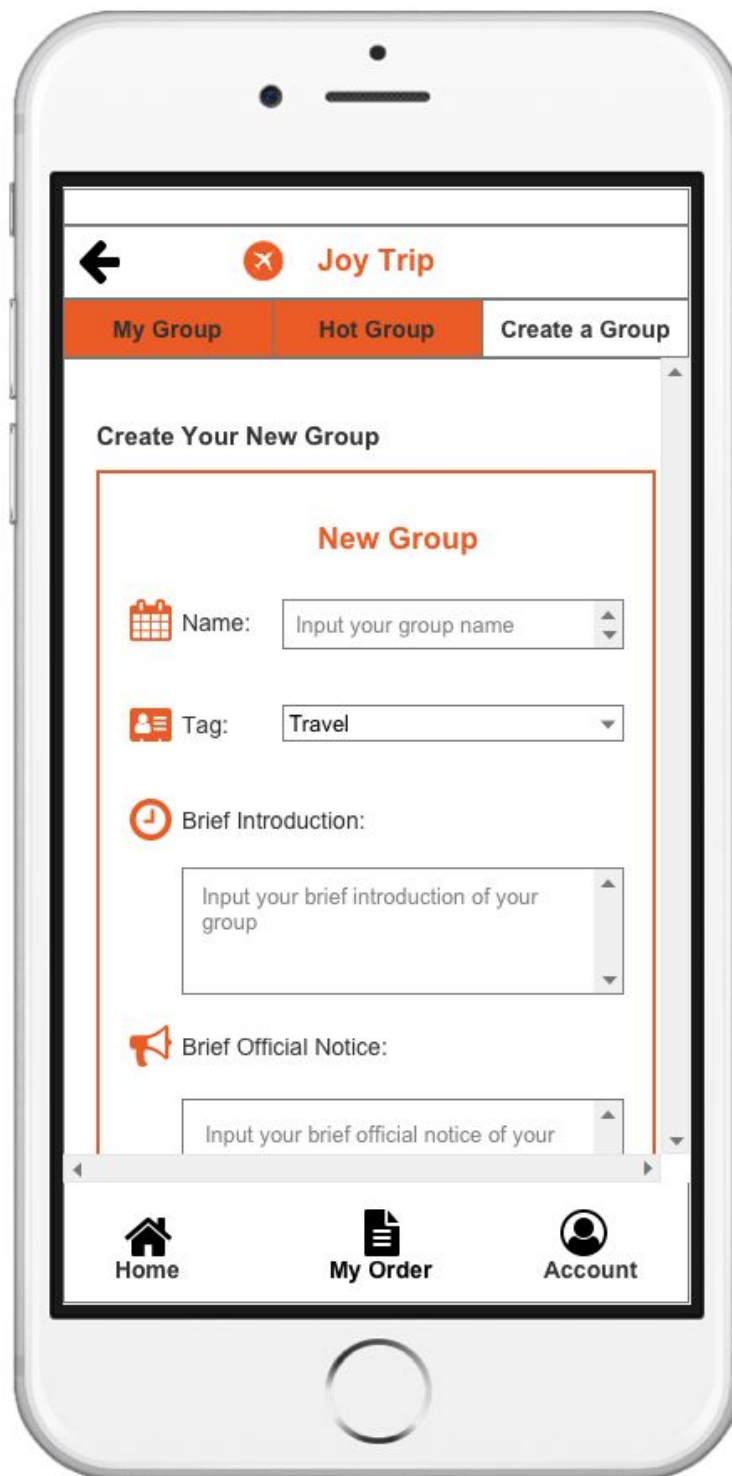


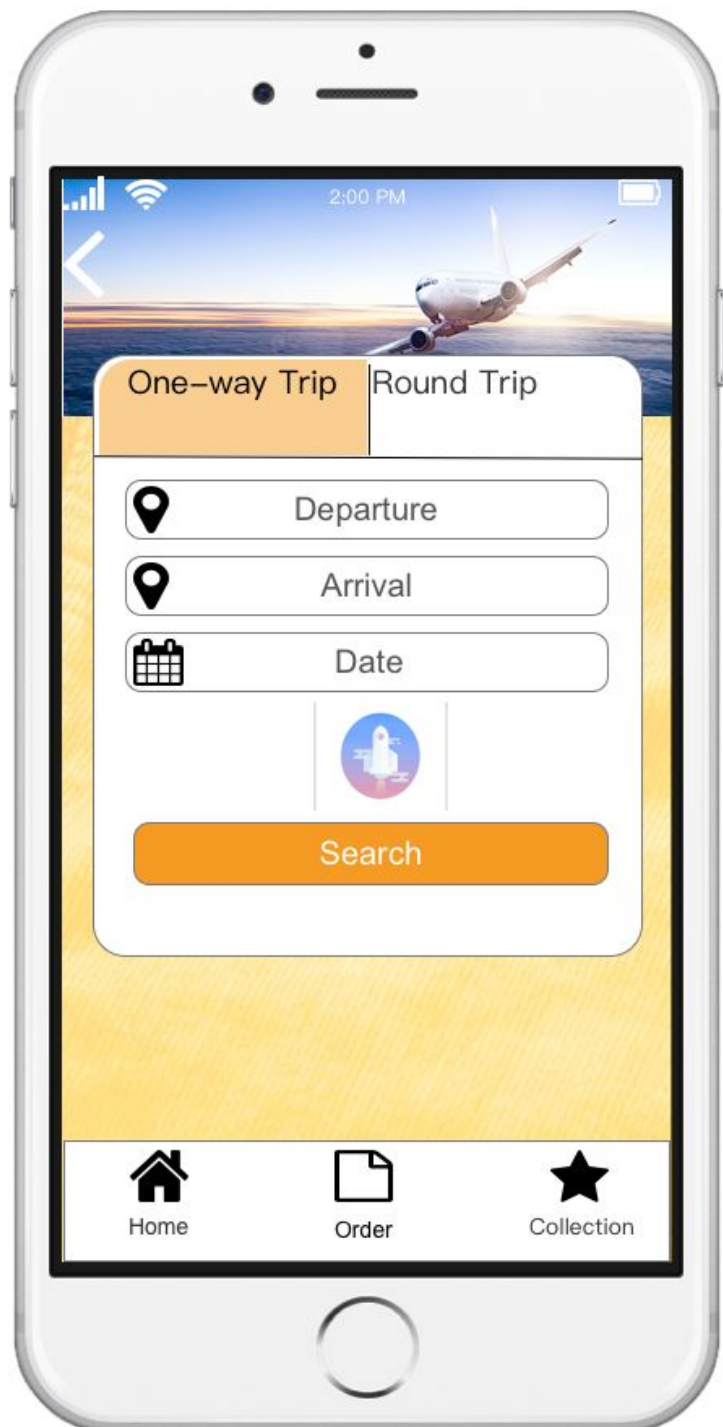


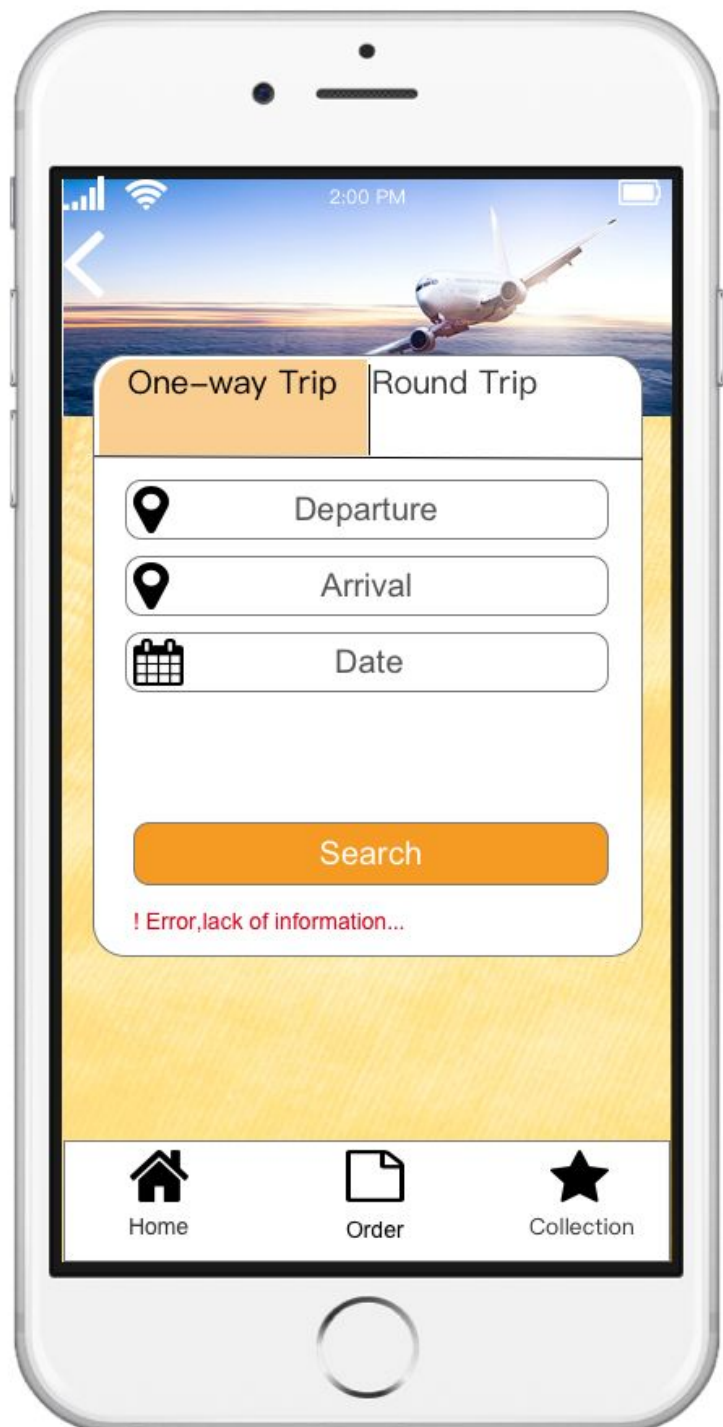


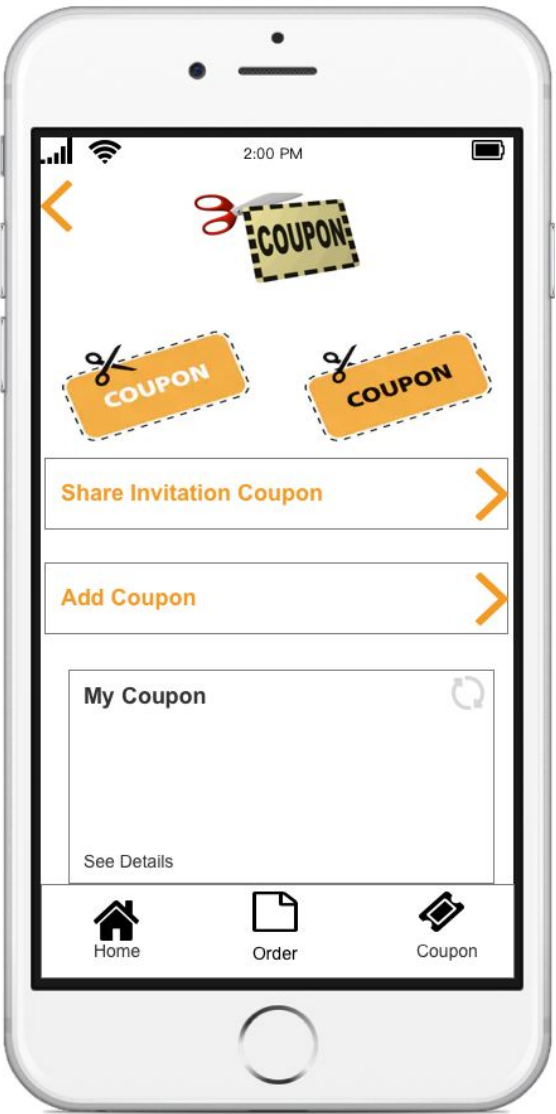


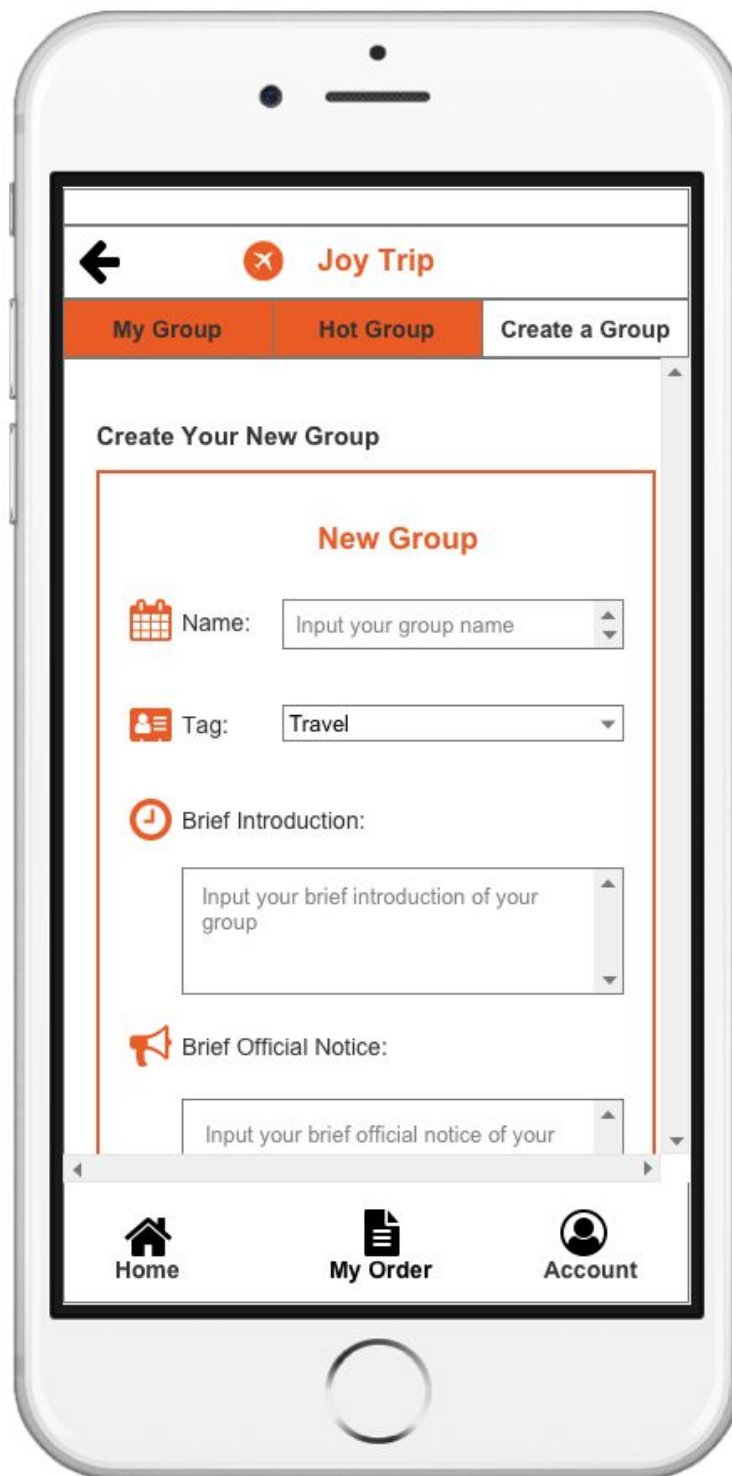


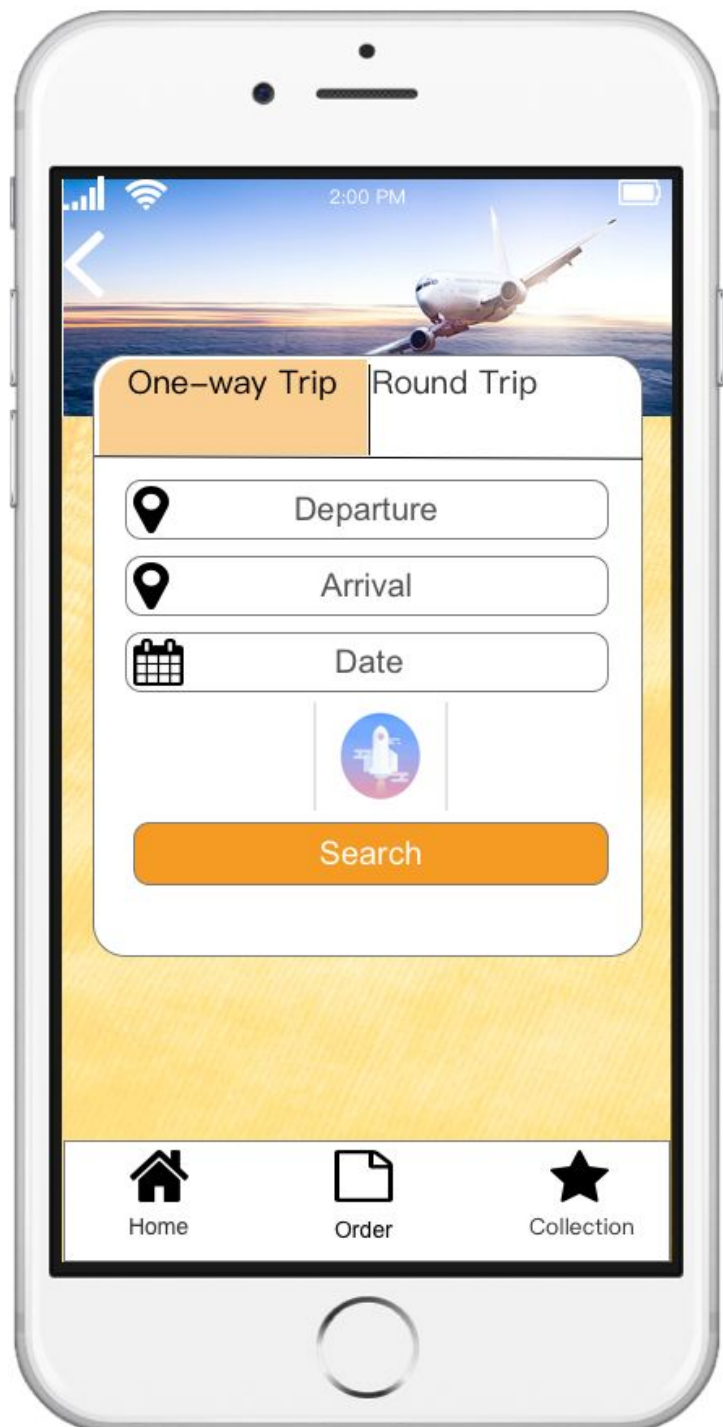


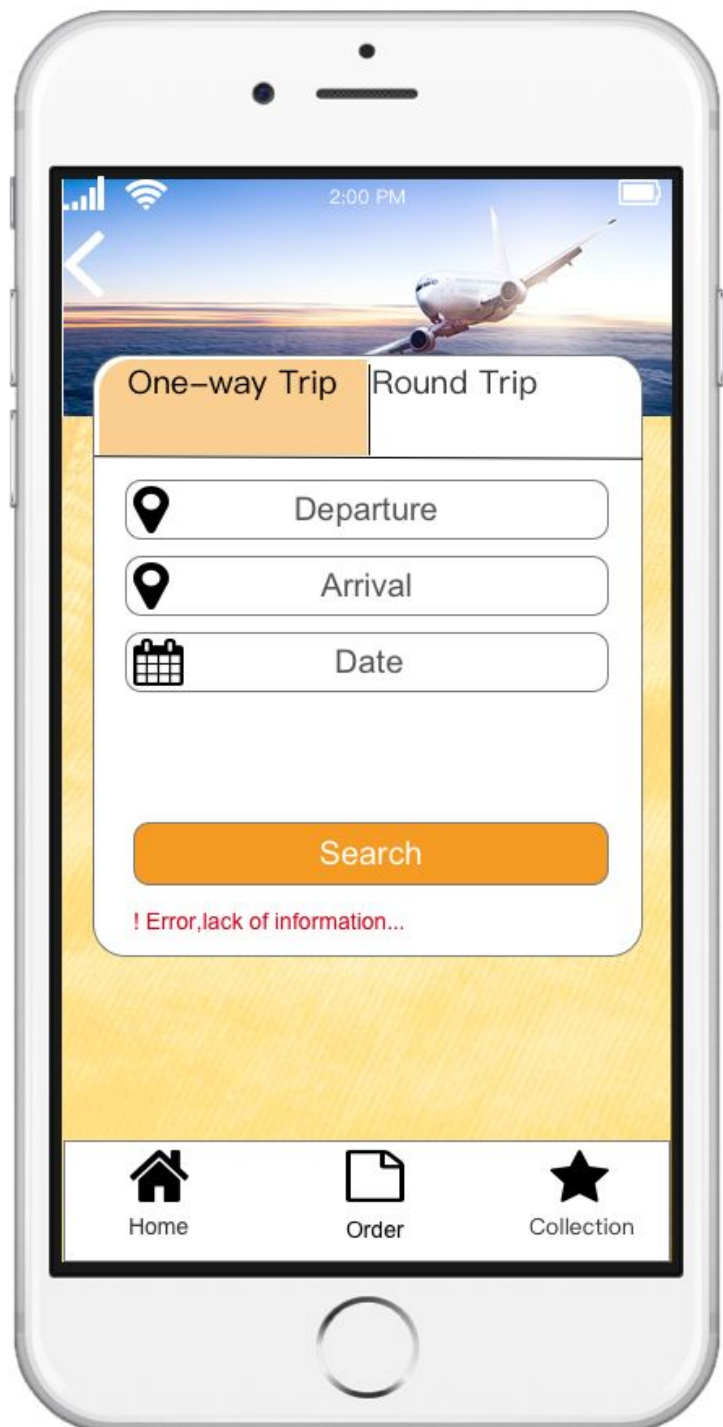




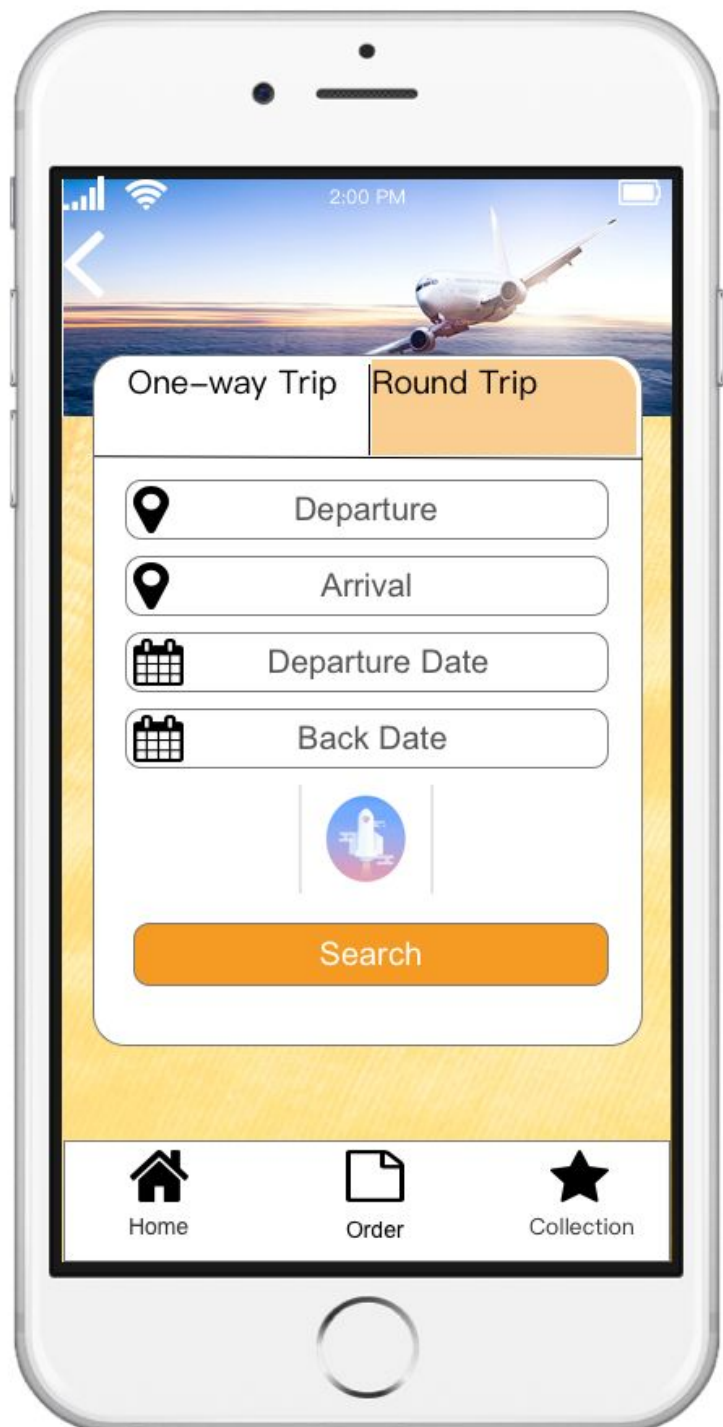


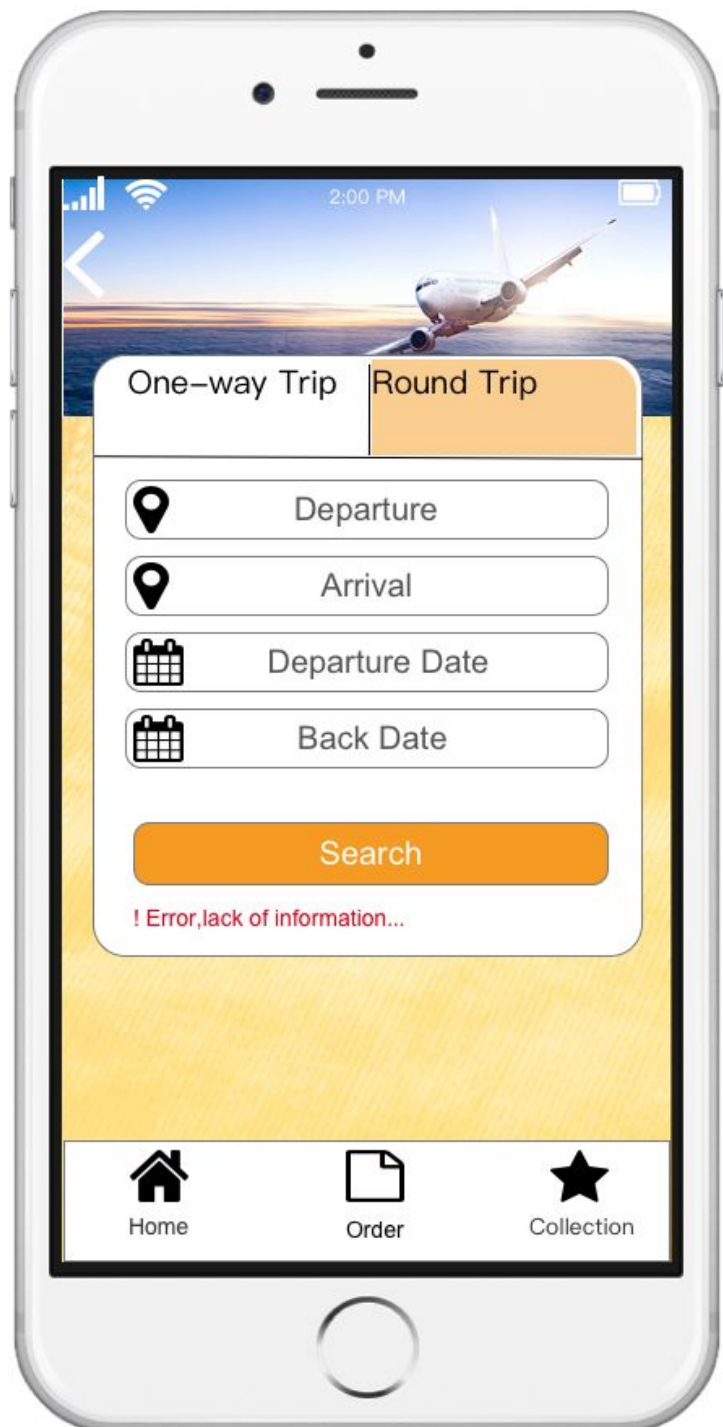


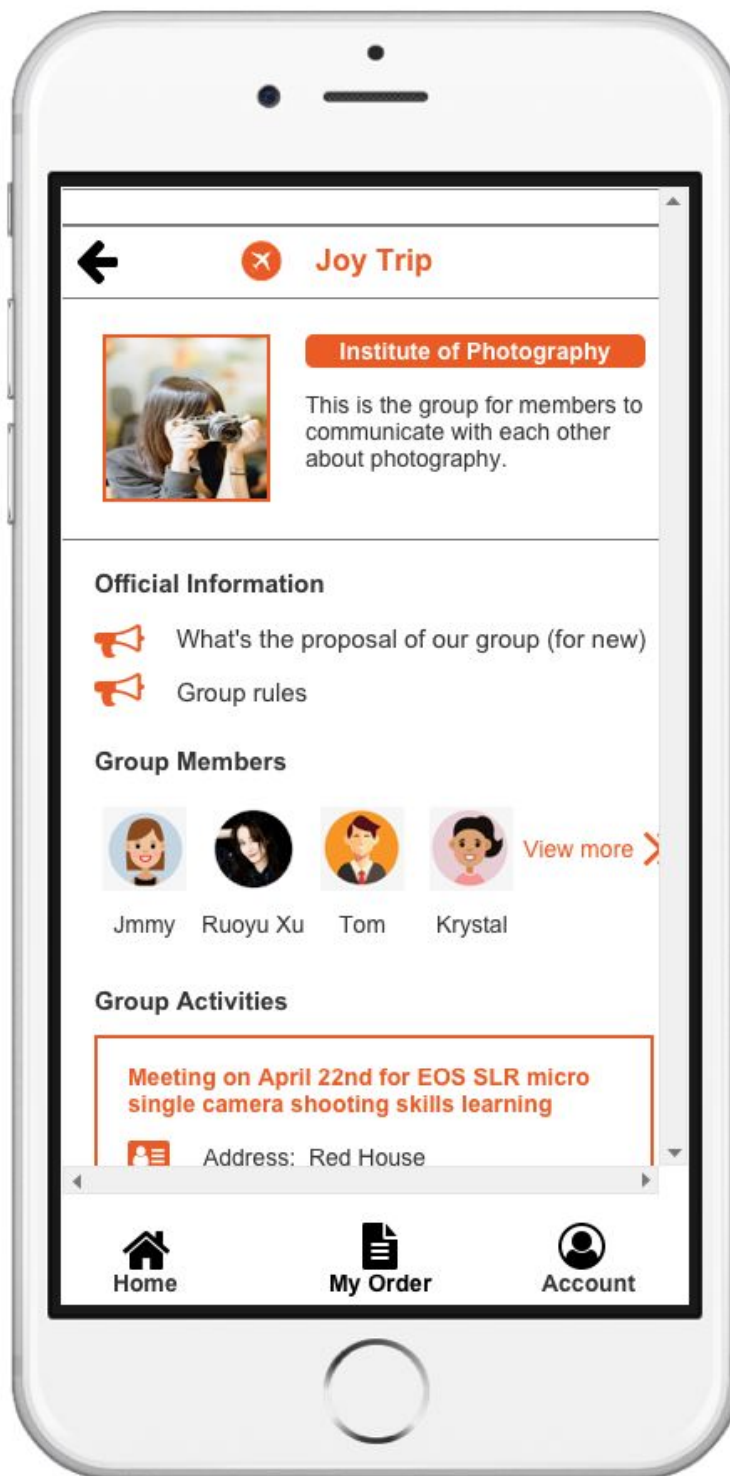












Joy Trip



Institute of Photography

This is the group for members to communicate with each other about photography.

#### Official Information



What's the proposal of our group (for new)



Group rules

#### Group Members



Jmmy



Ruoyu Xu



Tom



Krystal

View more >

#### Group Activities

Meeting on April 22nd for EOS SLR micro single camera shooting skills learning



Address: Red House



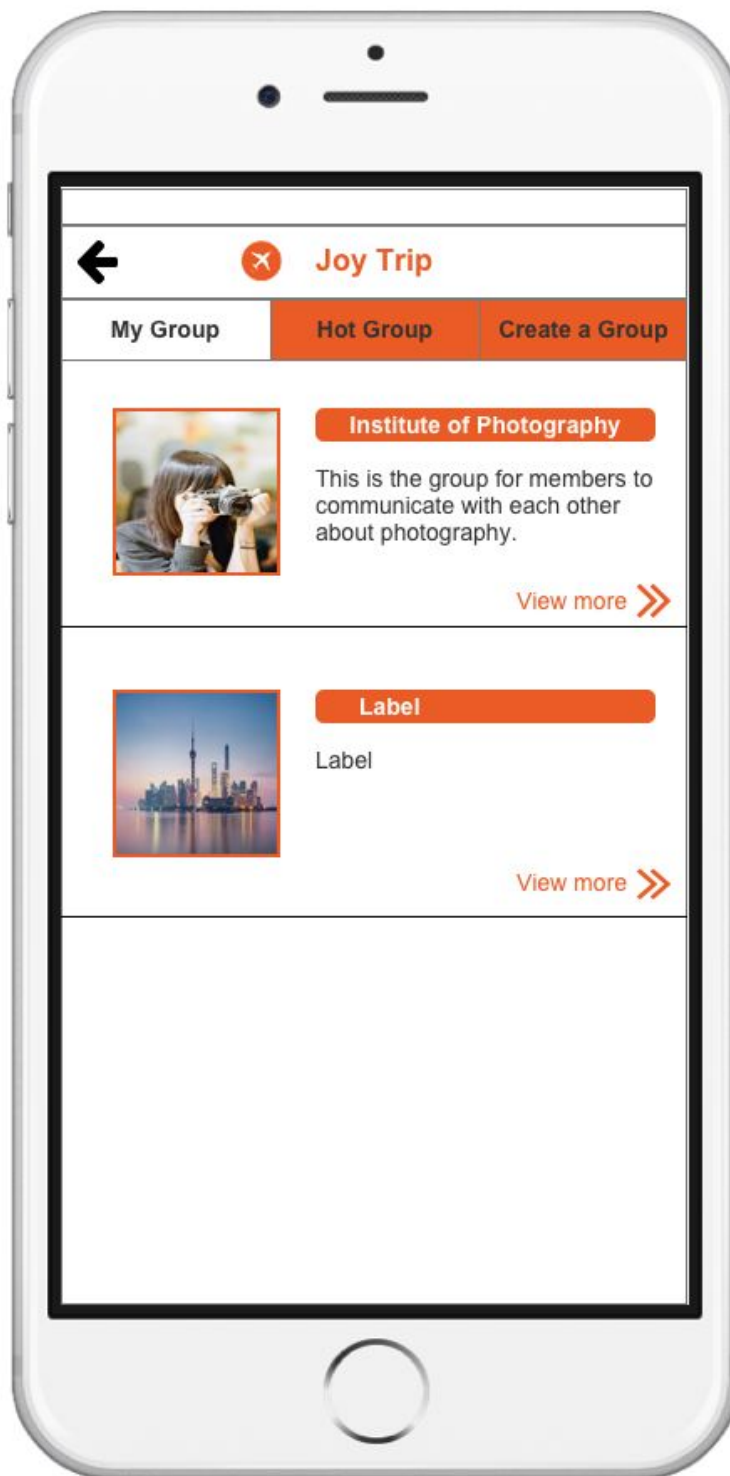
Home

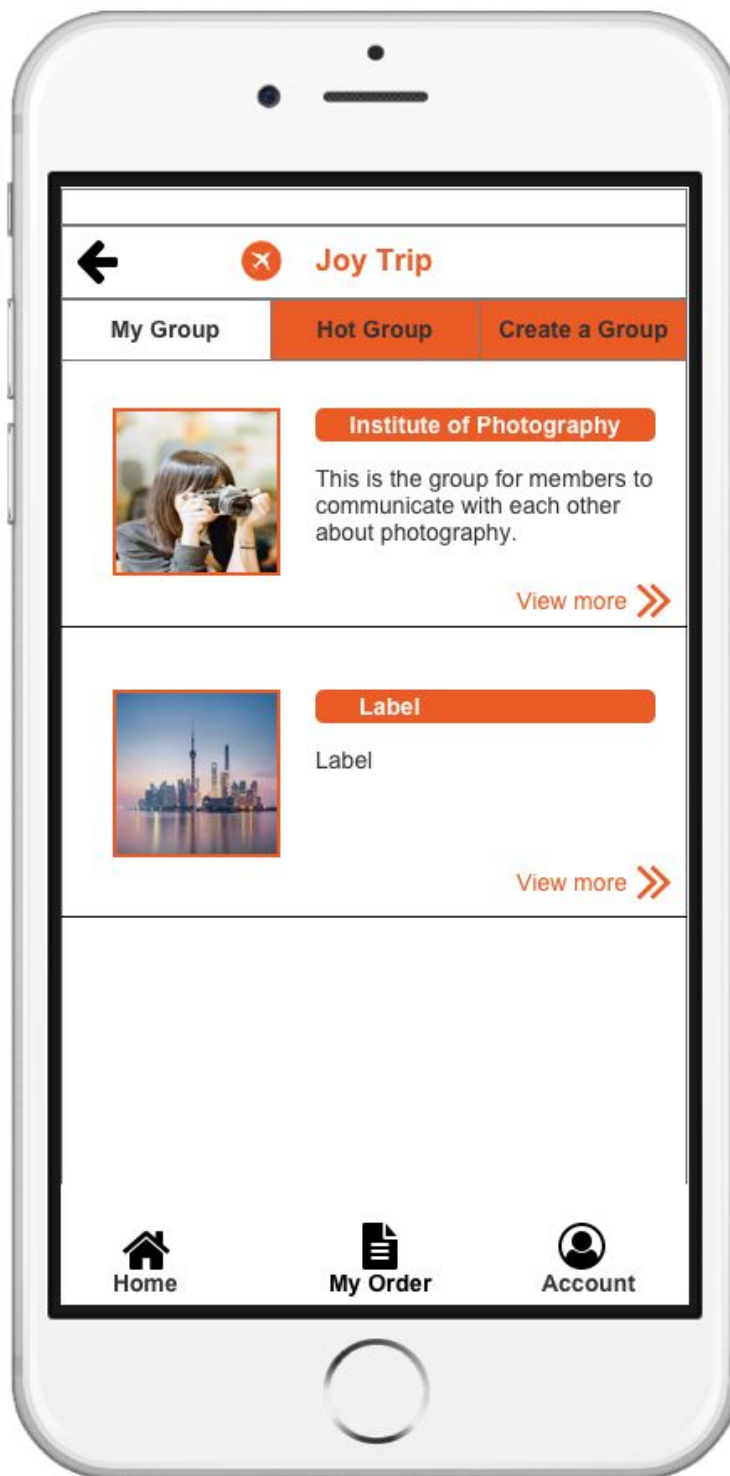


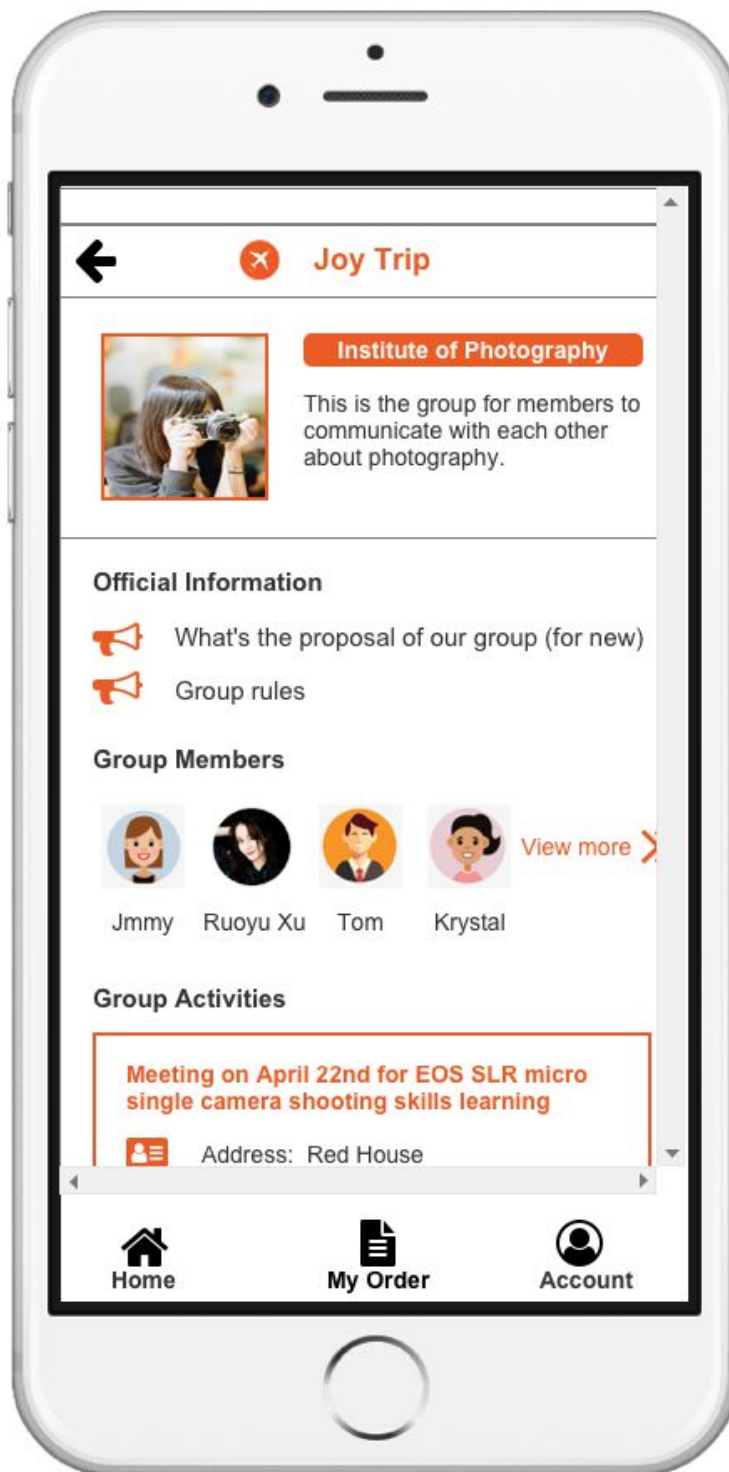
My Order

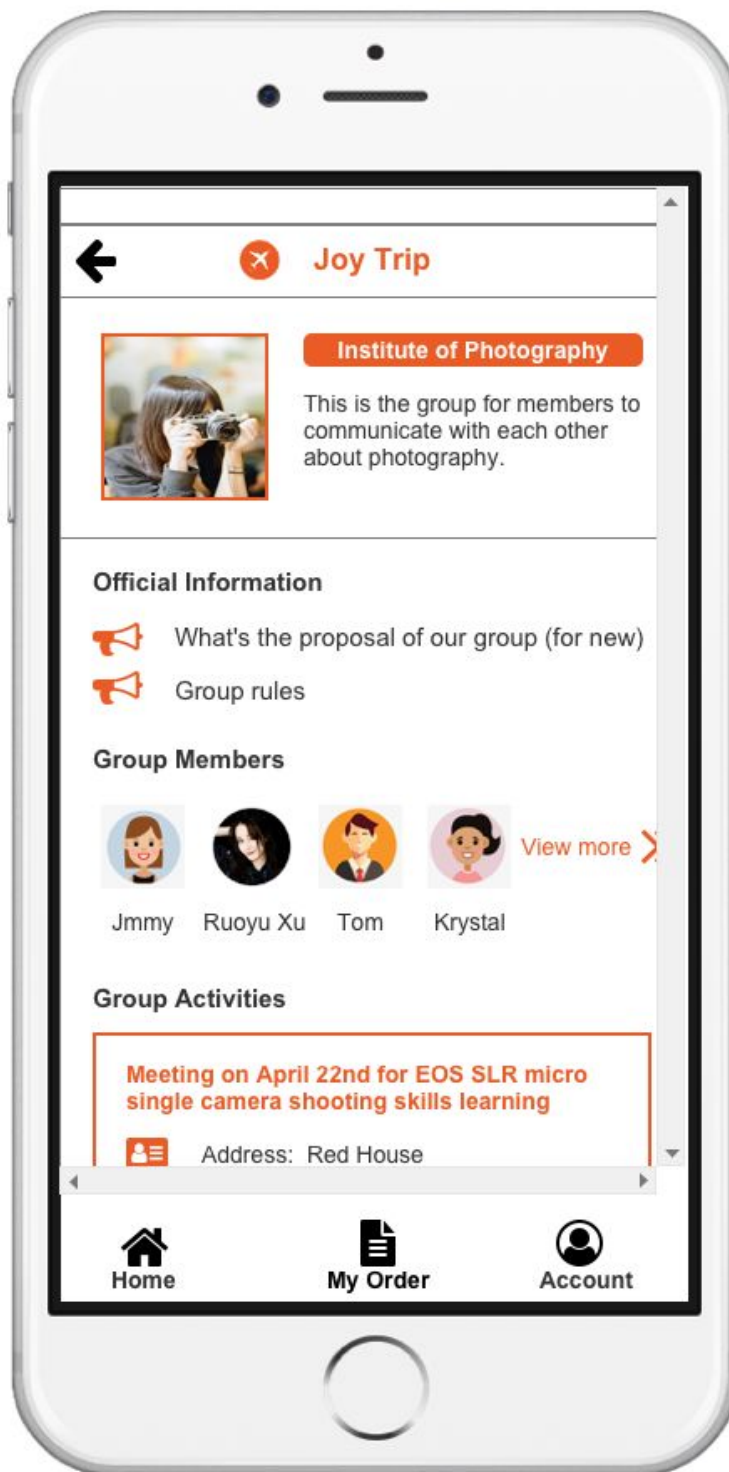


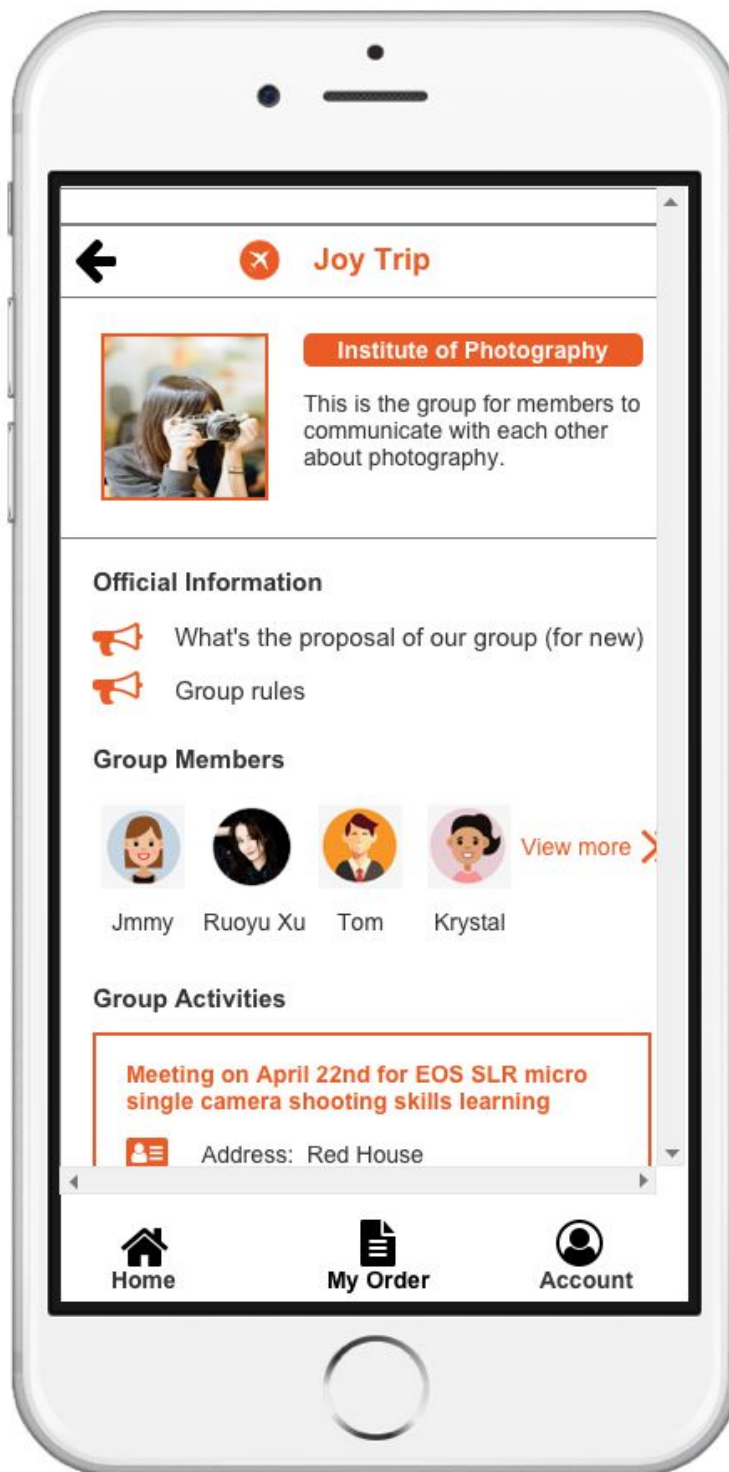
Account



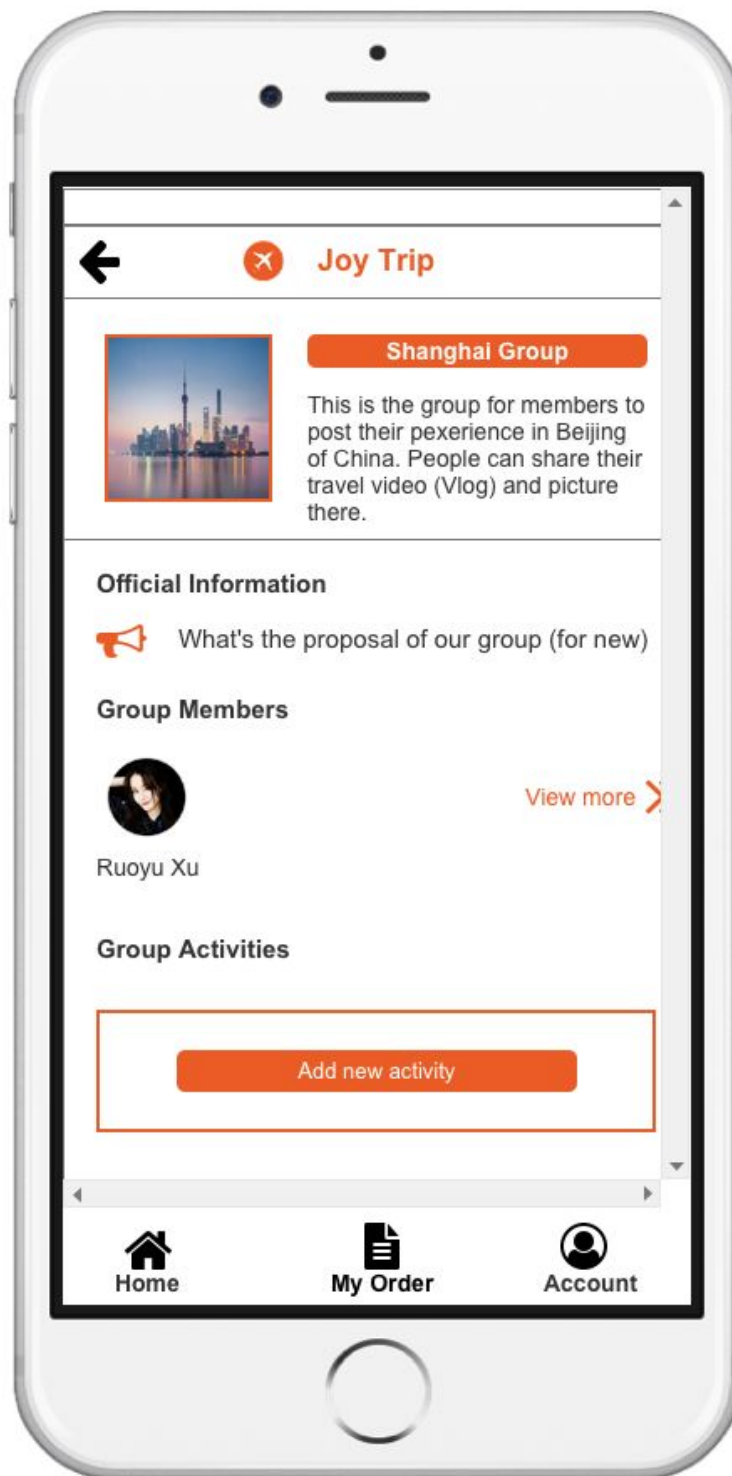


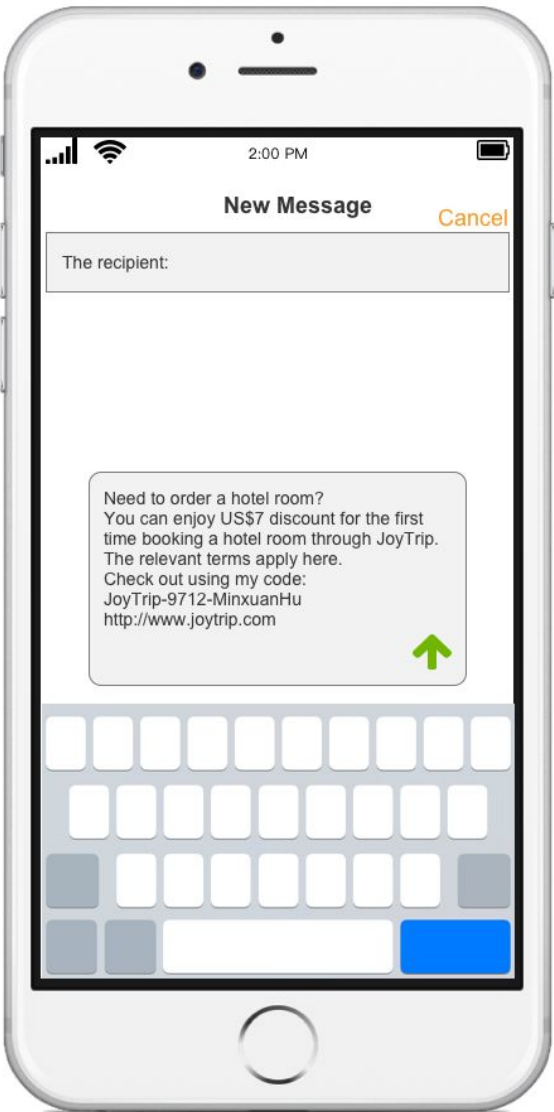


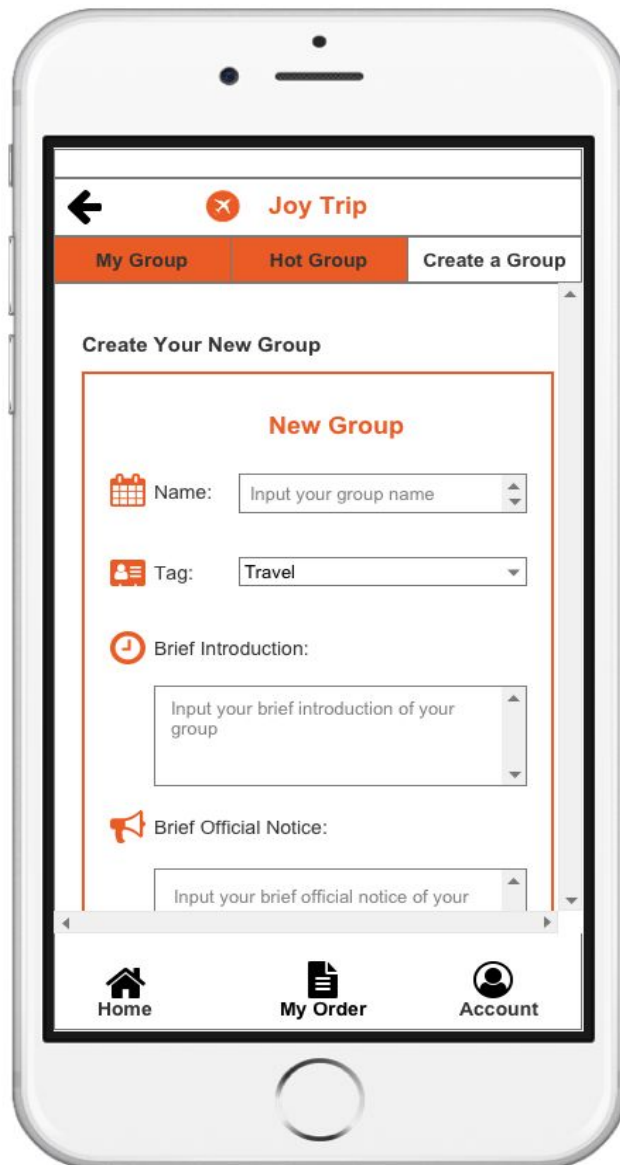


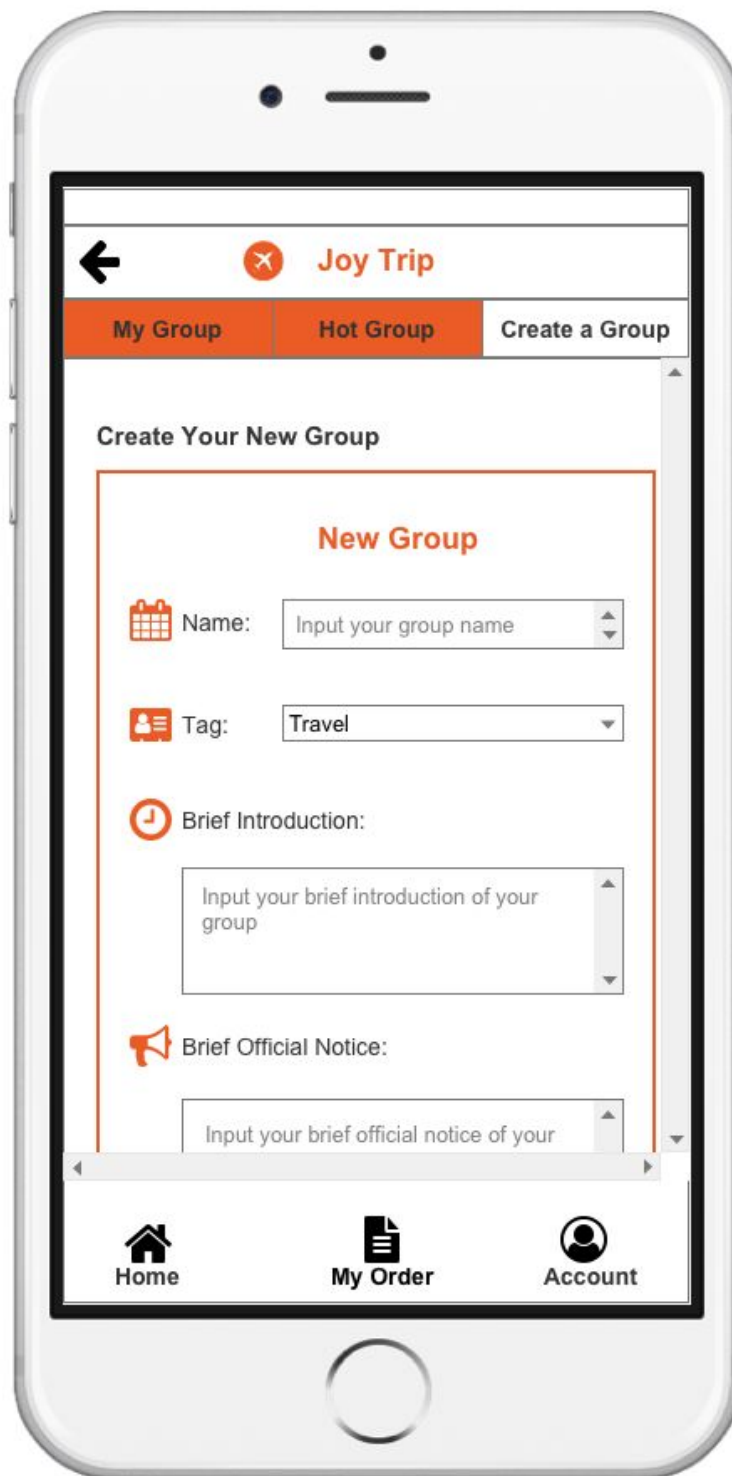


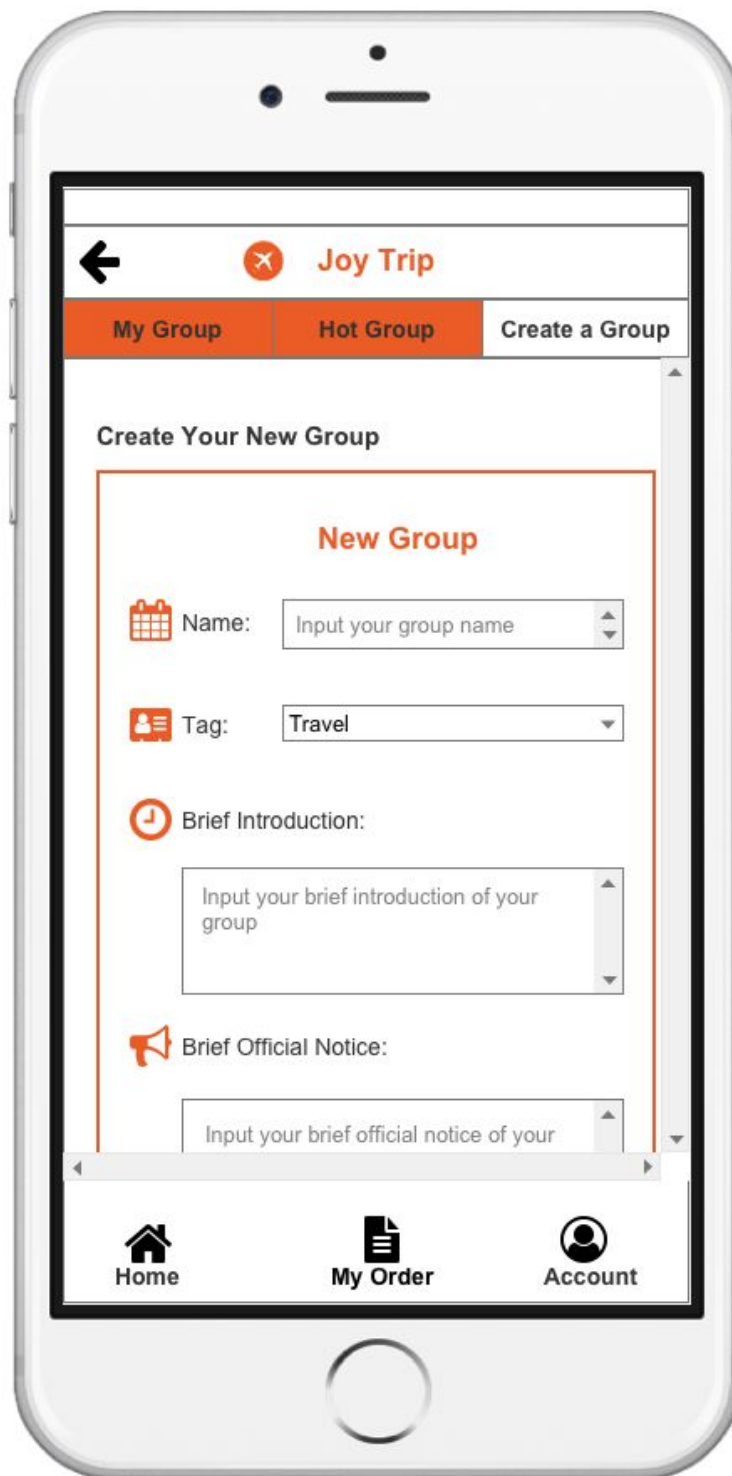


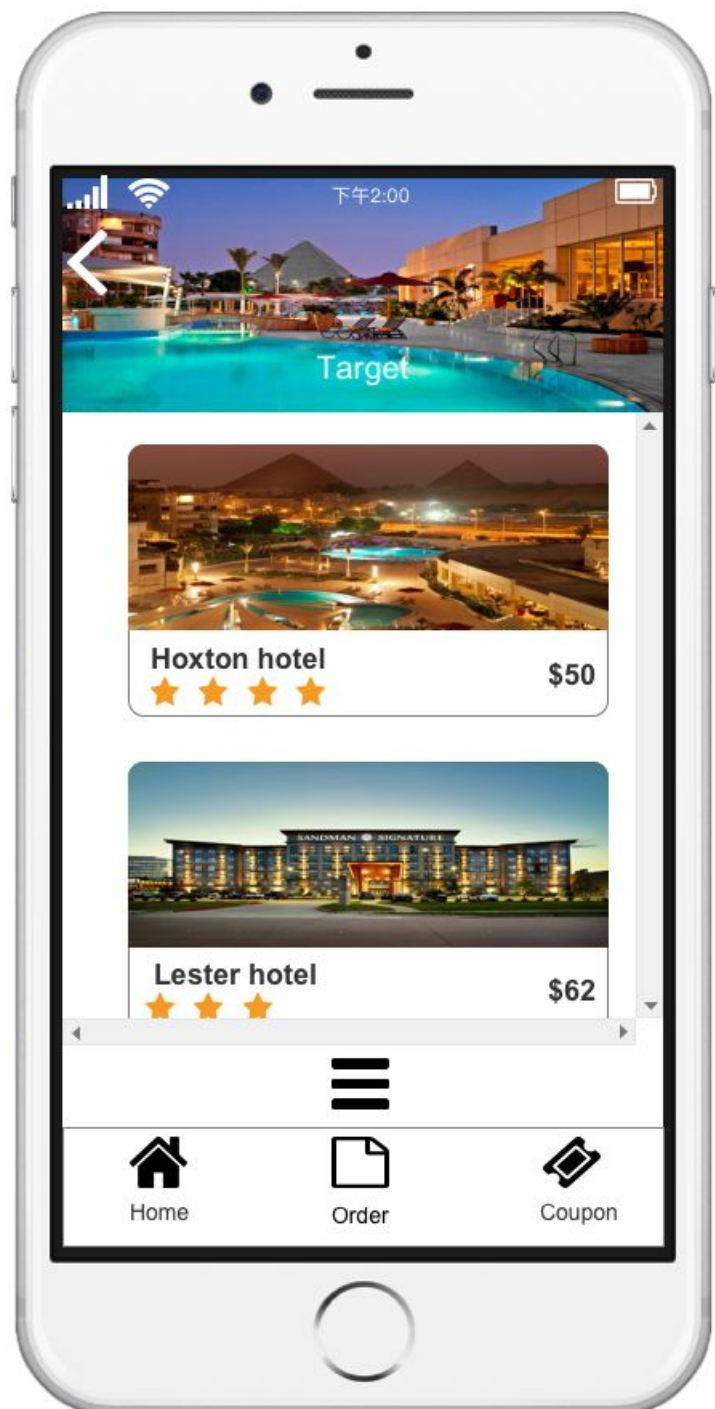


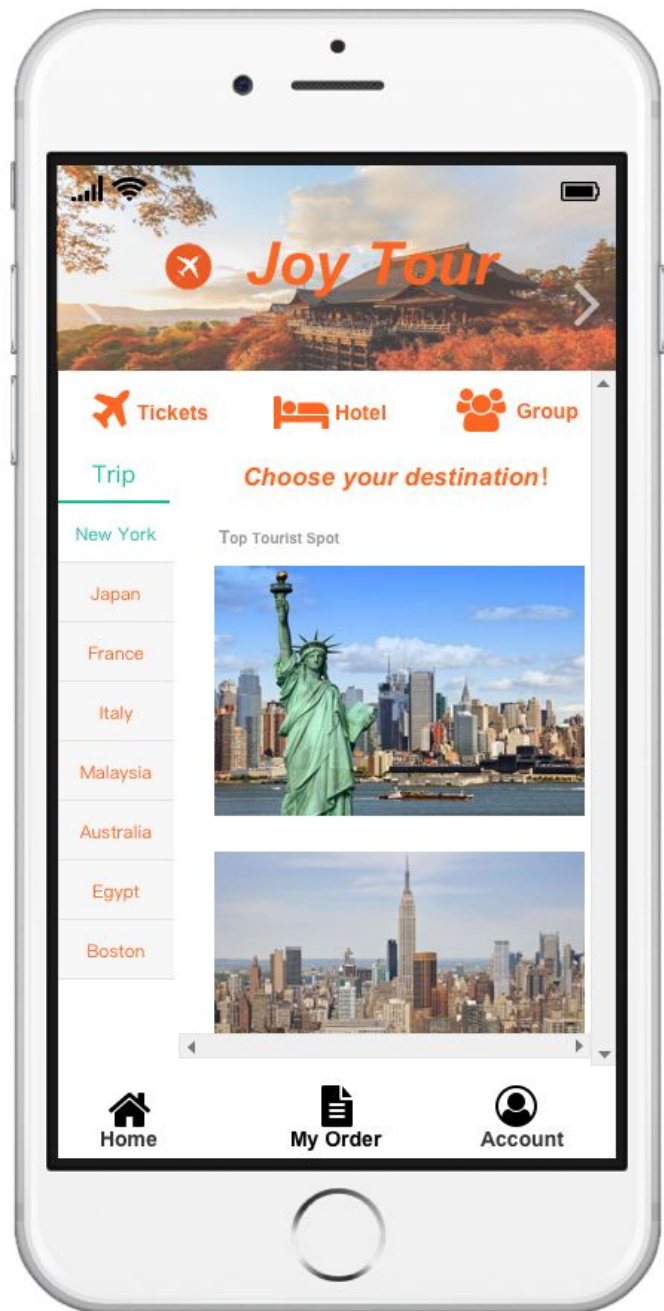


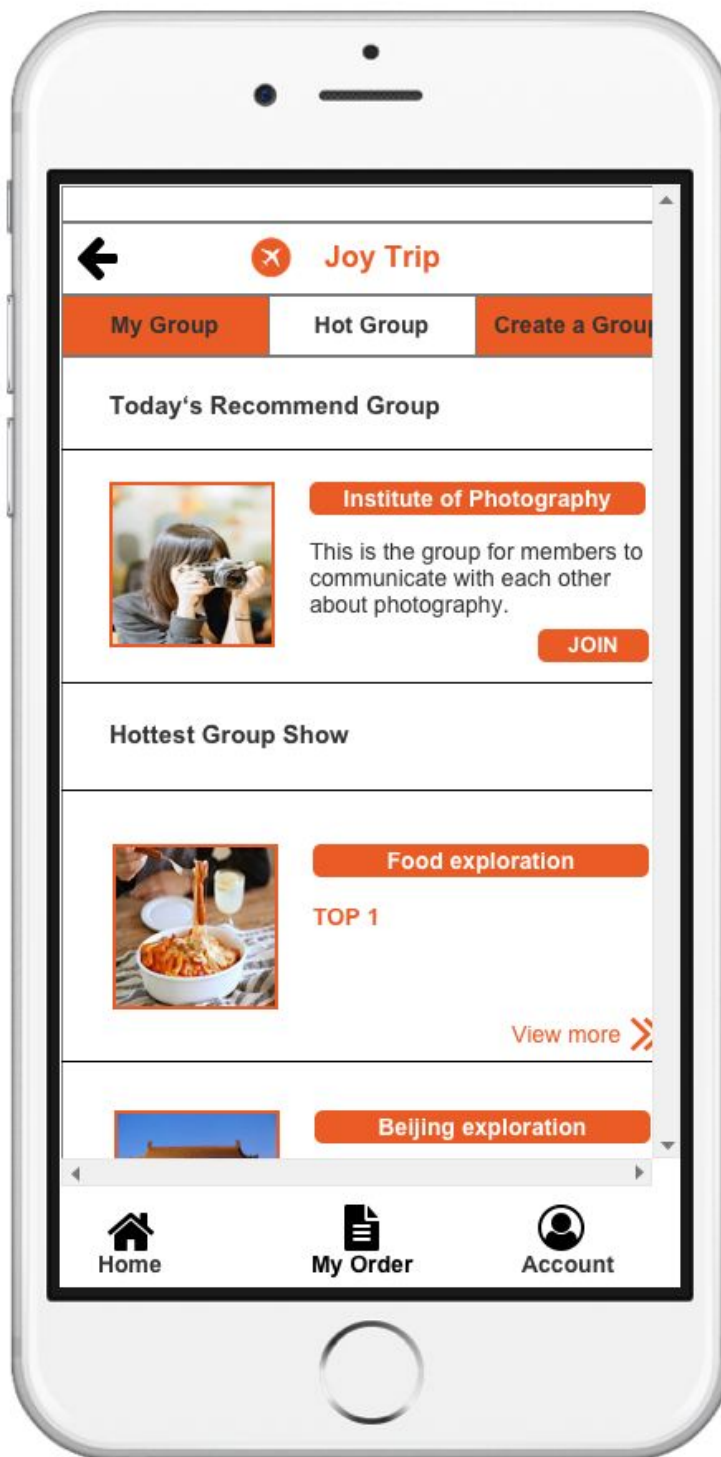




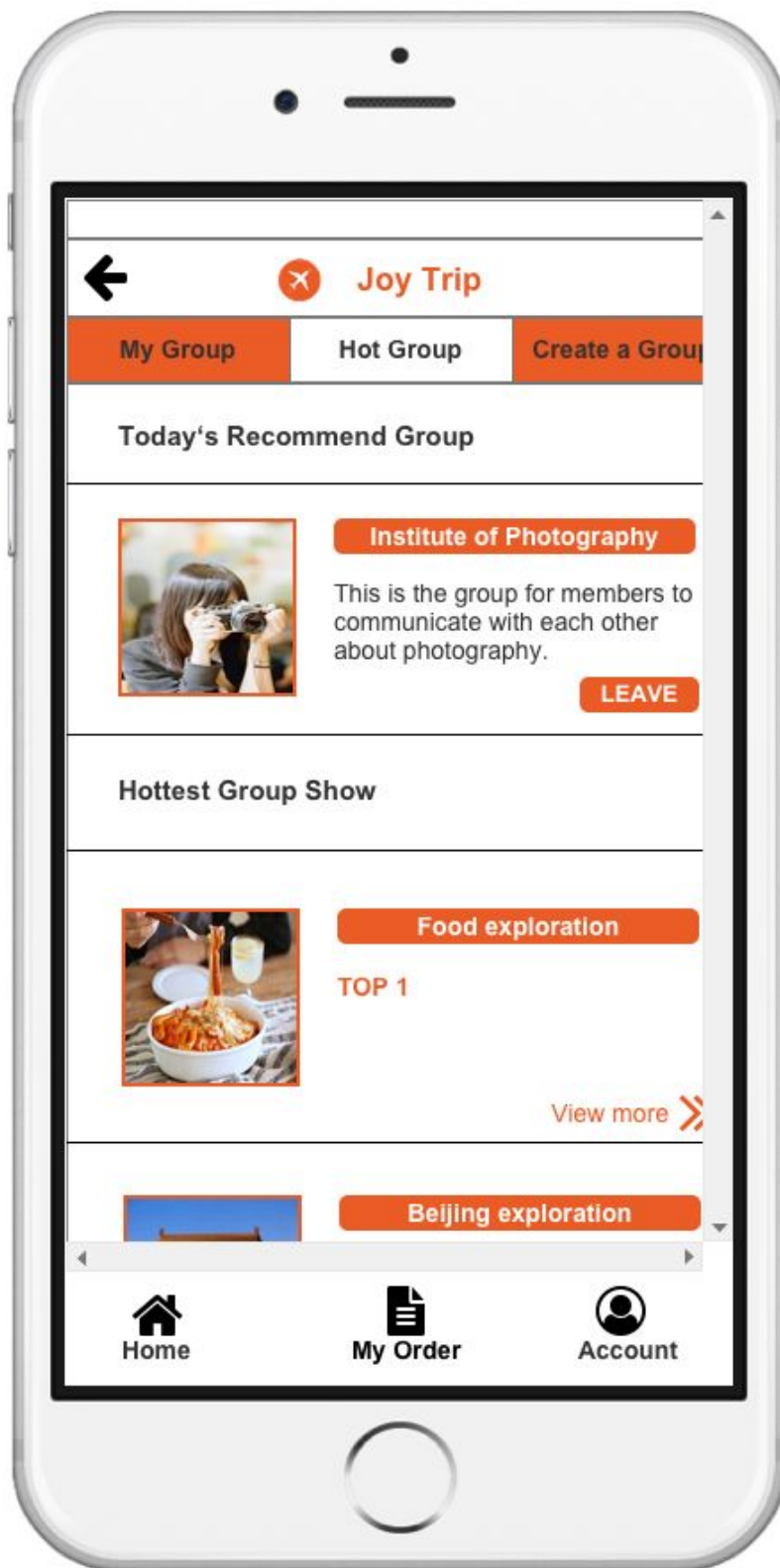


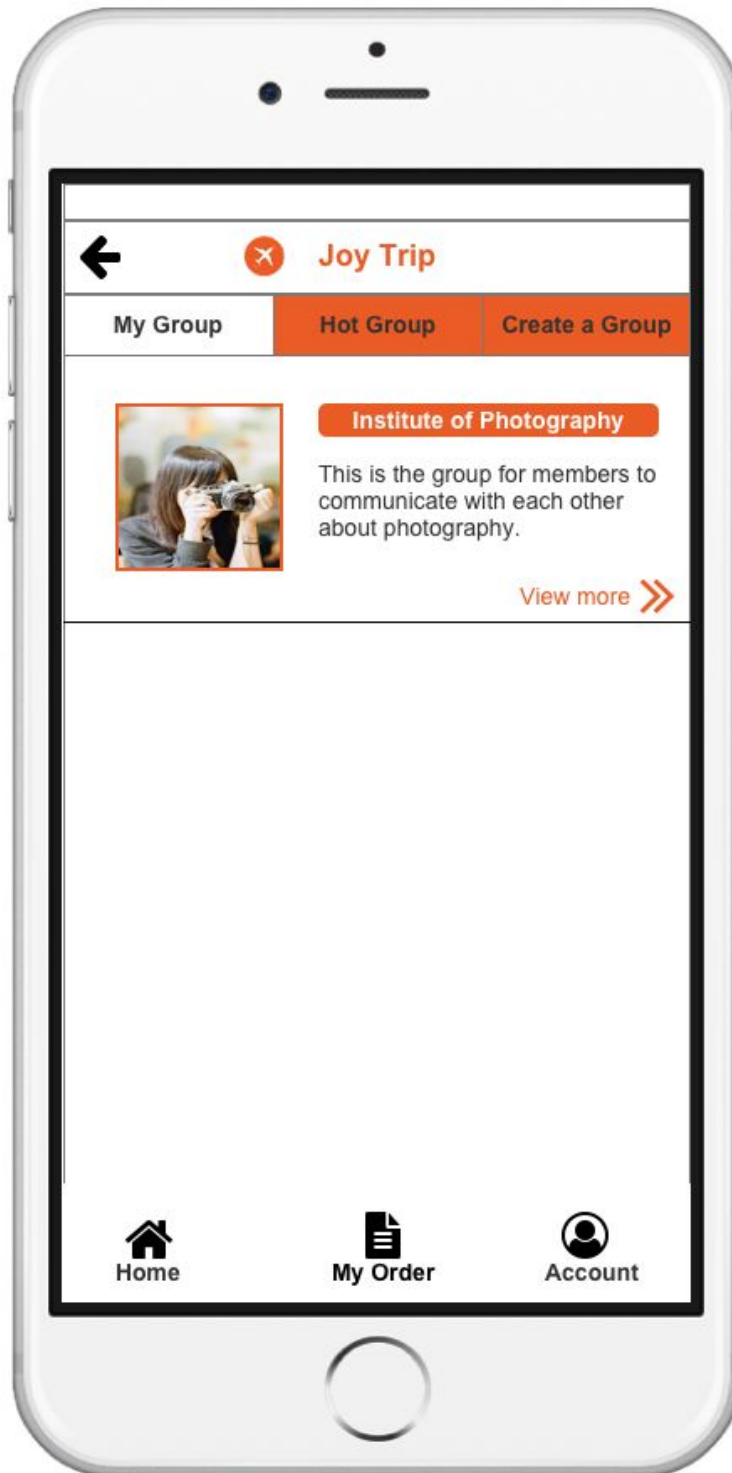


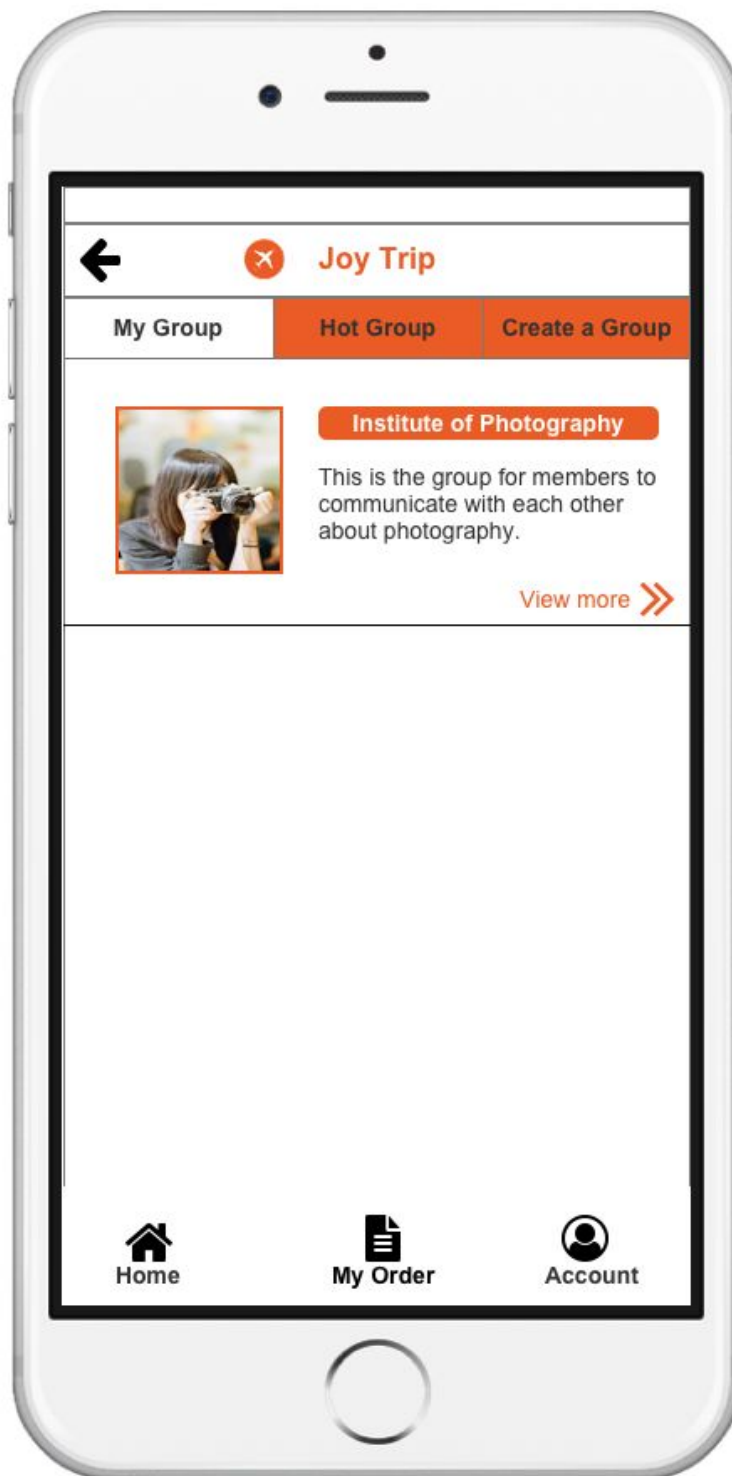


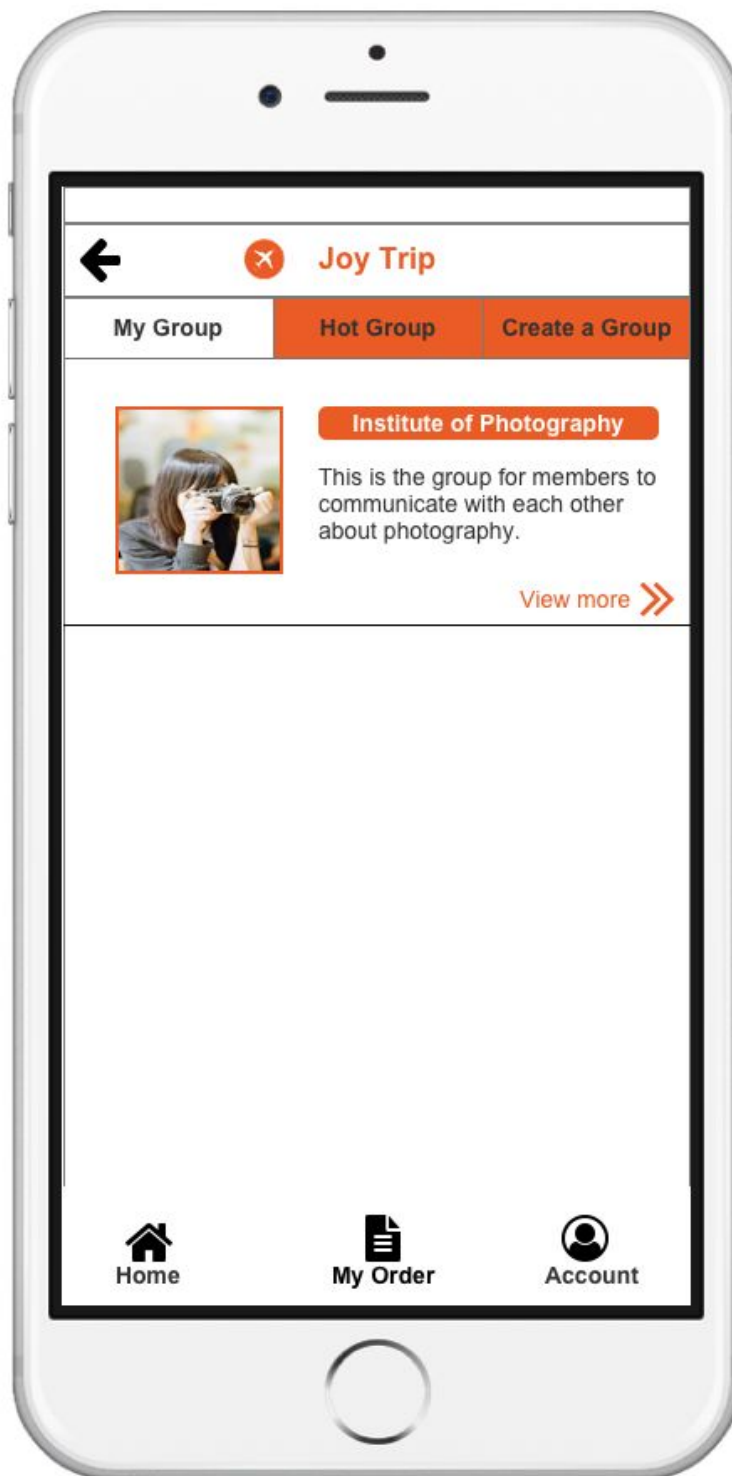


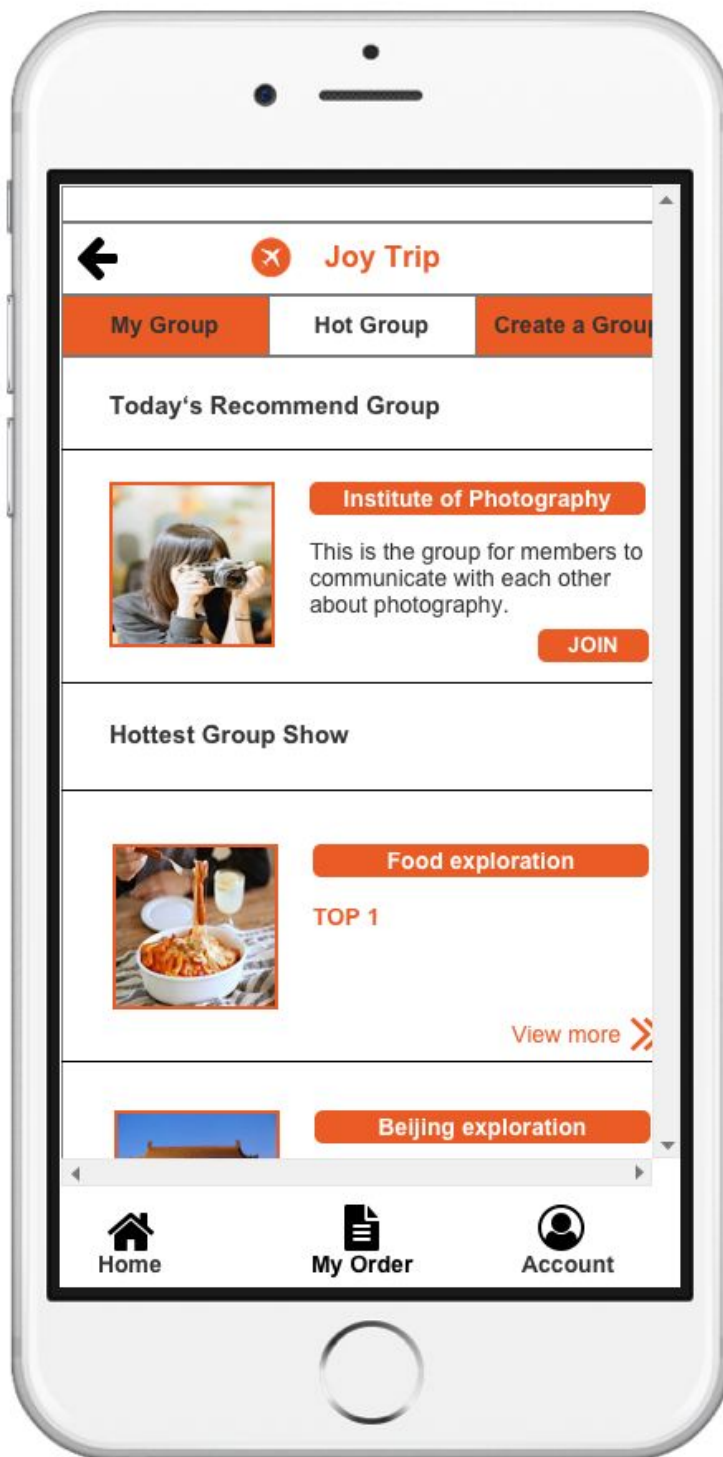


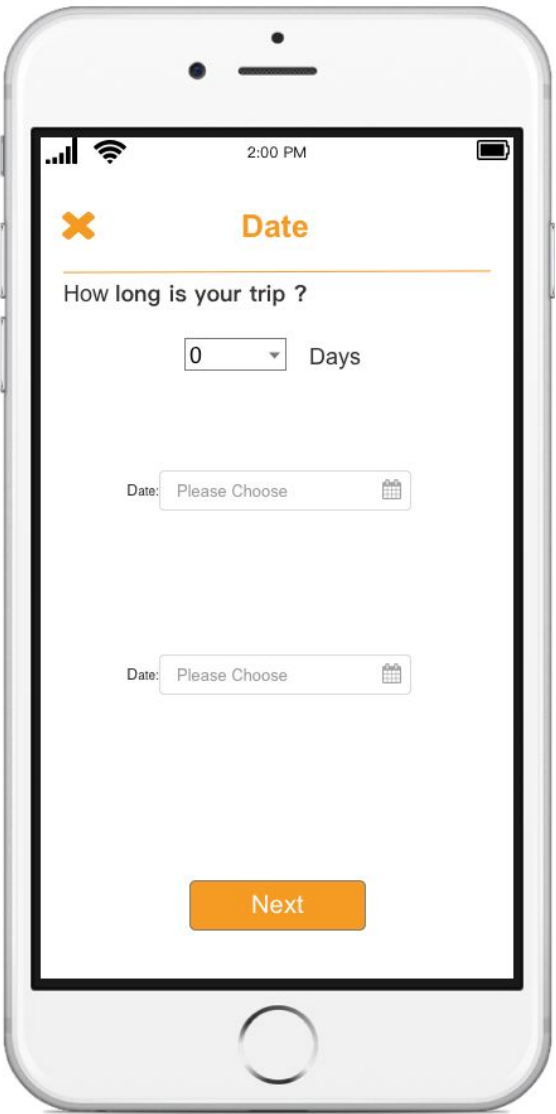




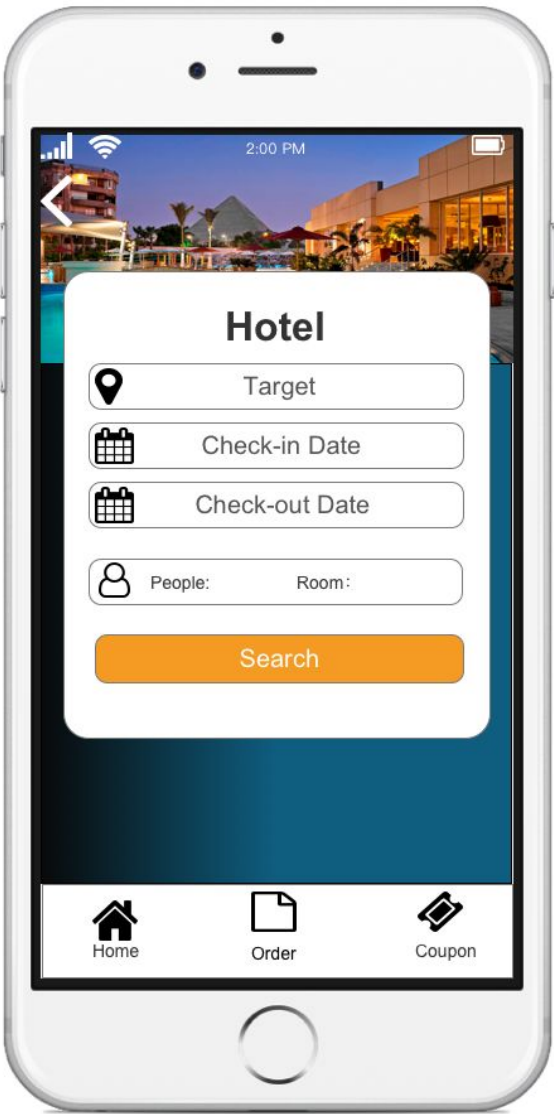




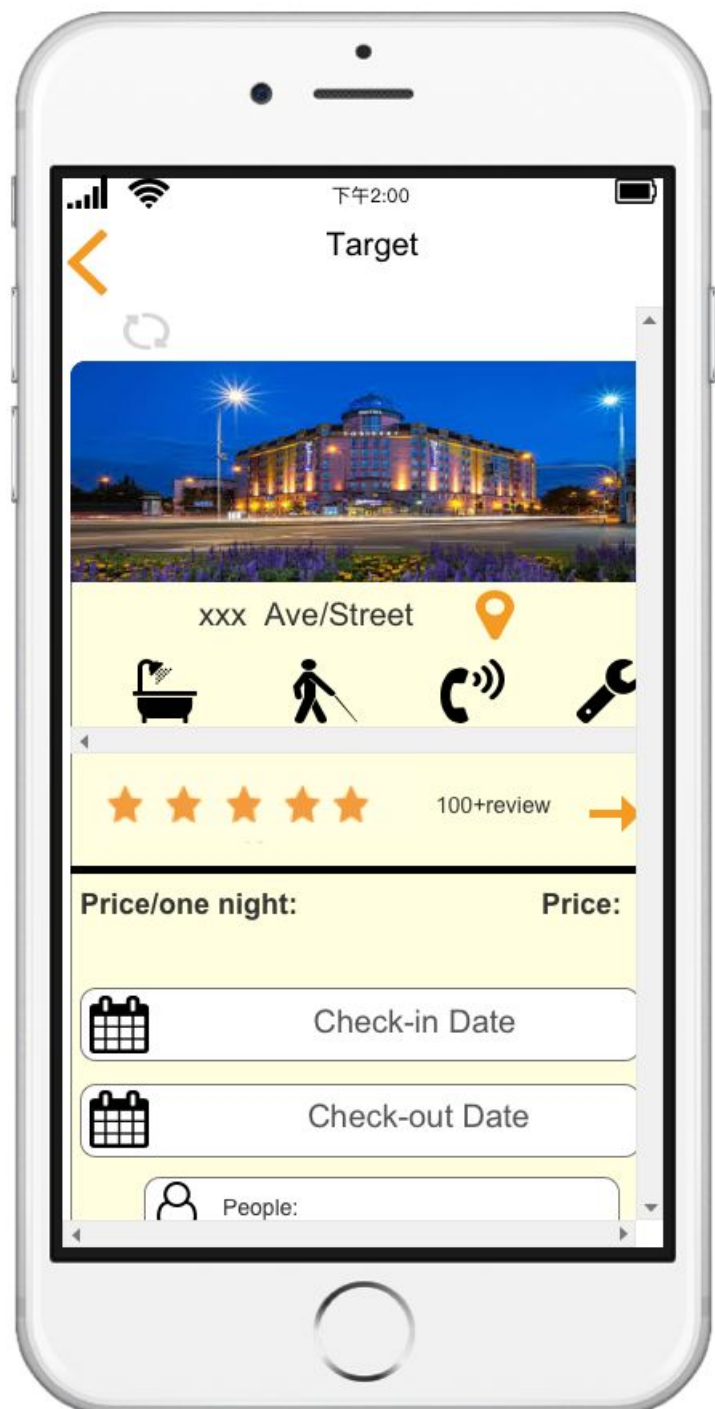


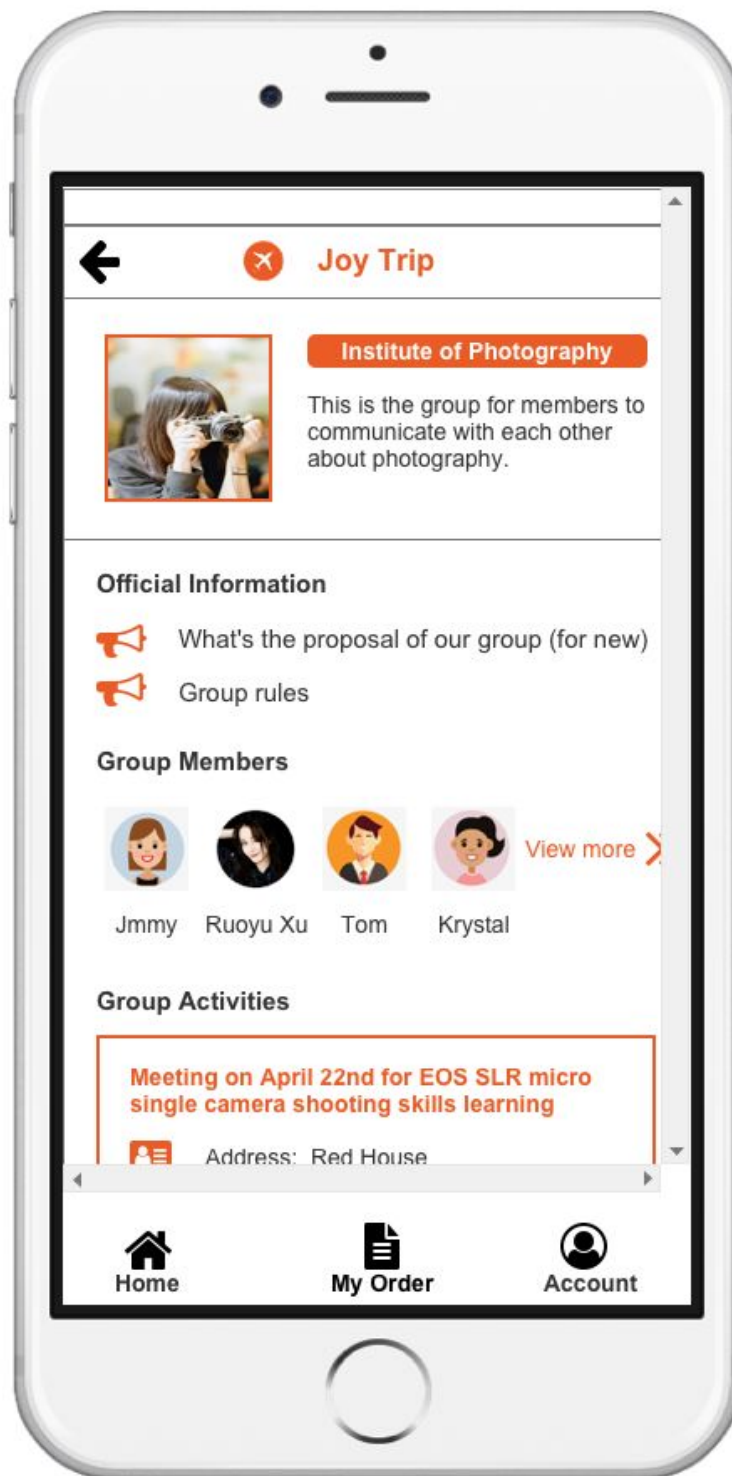


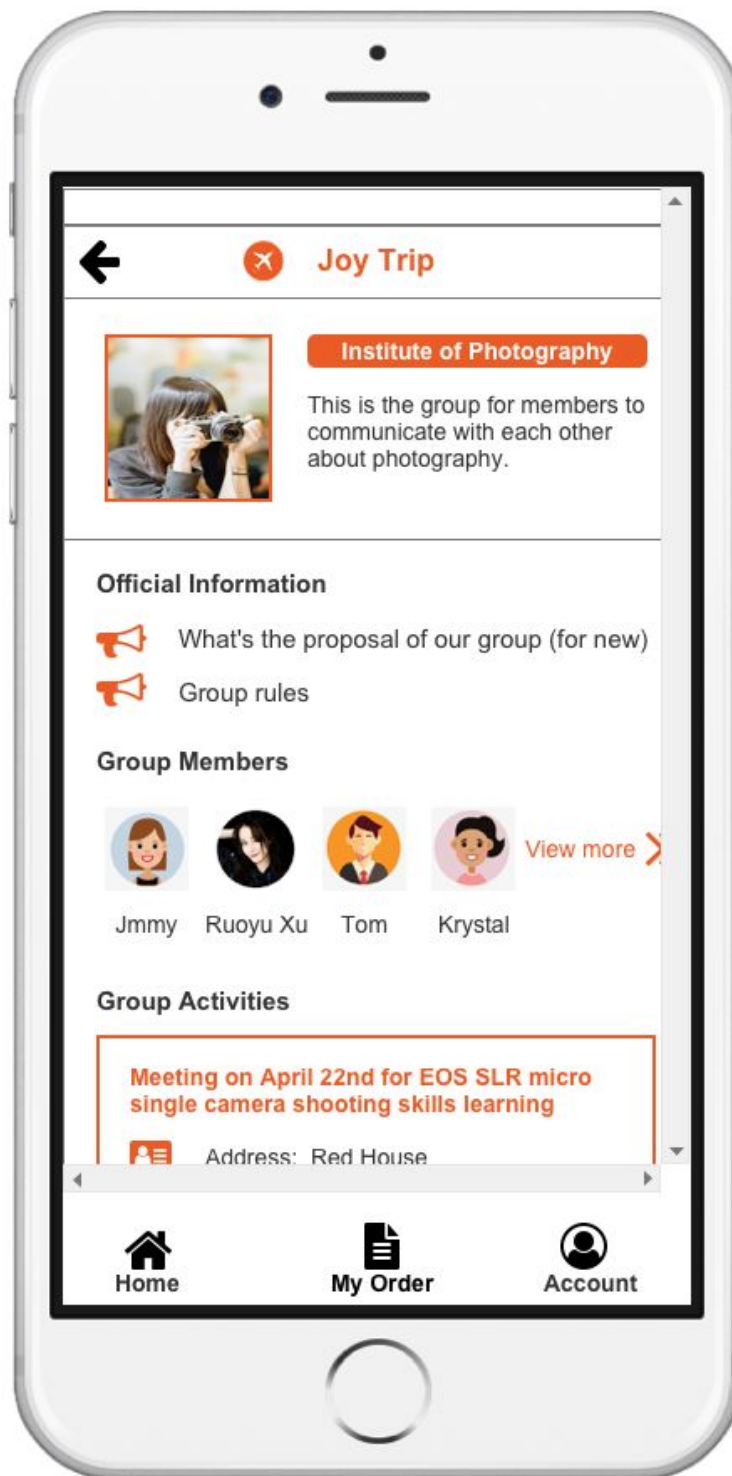


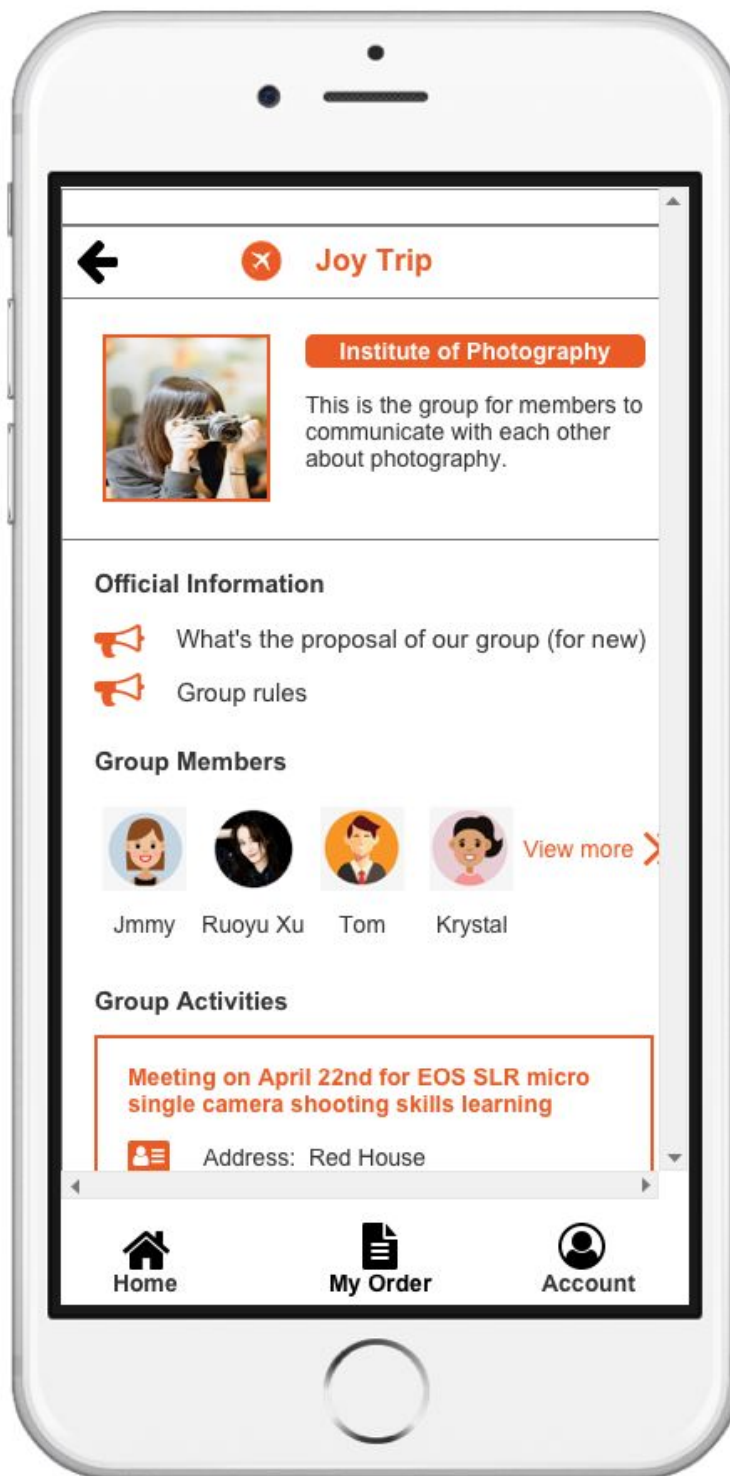


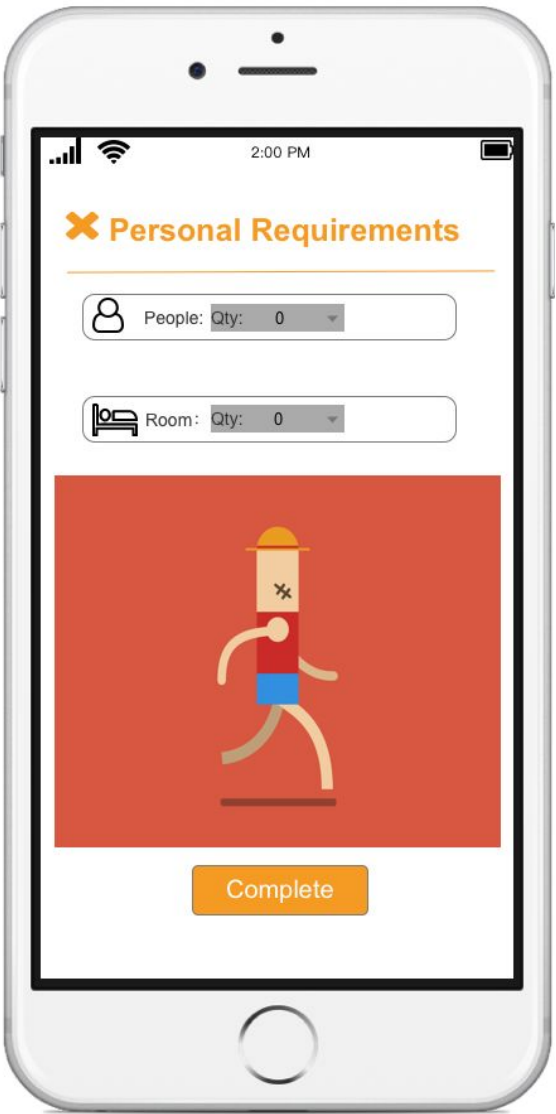


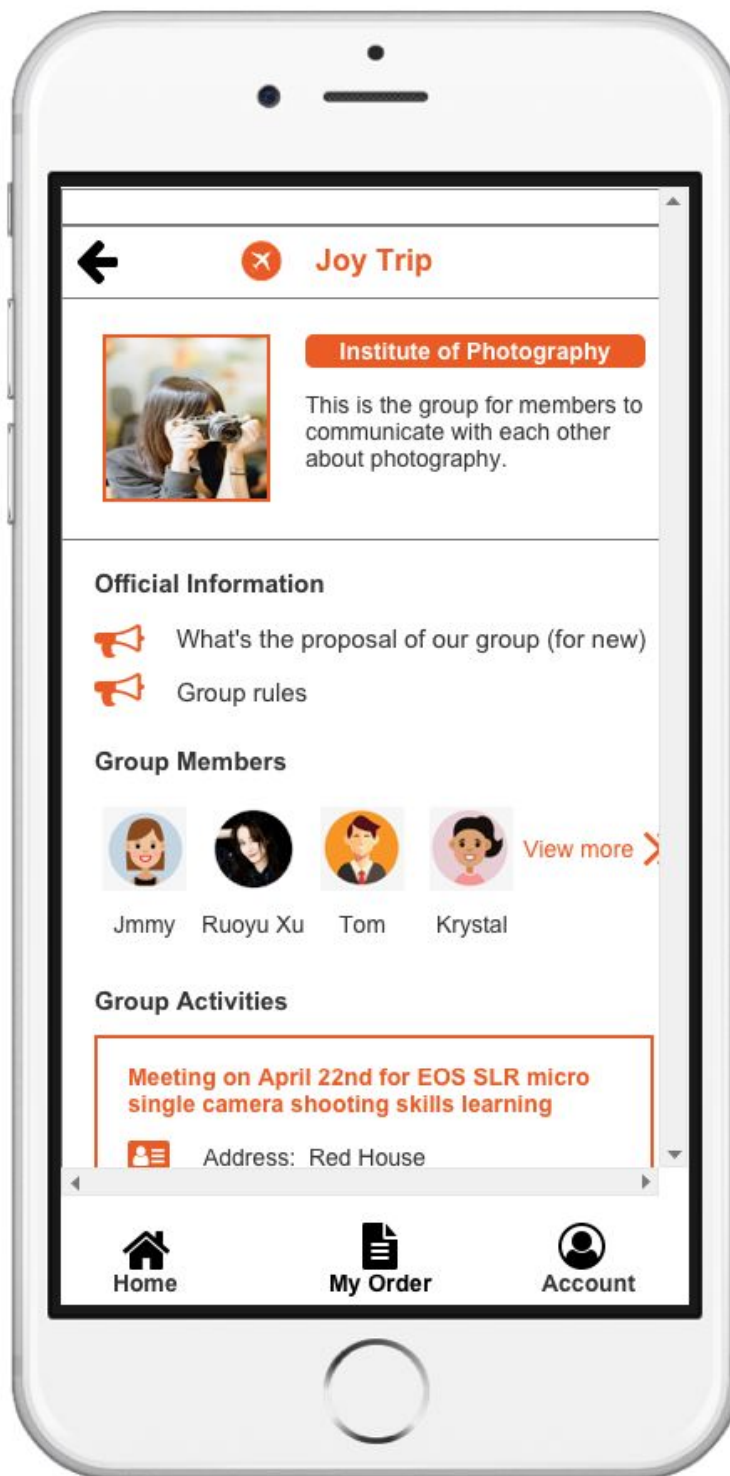












Joy Trip



### Institute of Photography

This is the group for members to communicate with each other about photography.

#### Official Information



What's the proposal of our group (for new)



Group rules

#### Group Members



Jmmy



Ruoyu Xu



Tom



Krystal

View more >

#### Group Activities

Meeting on April 22nd for EOS SLR micro single camera shooting skills learning



Address: Red House



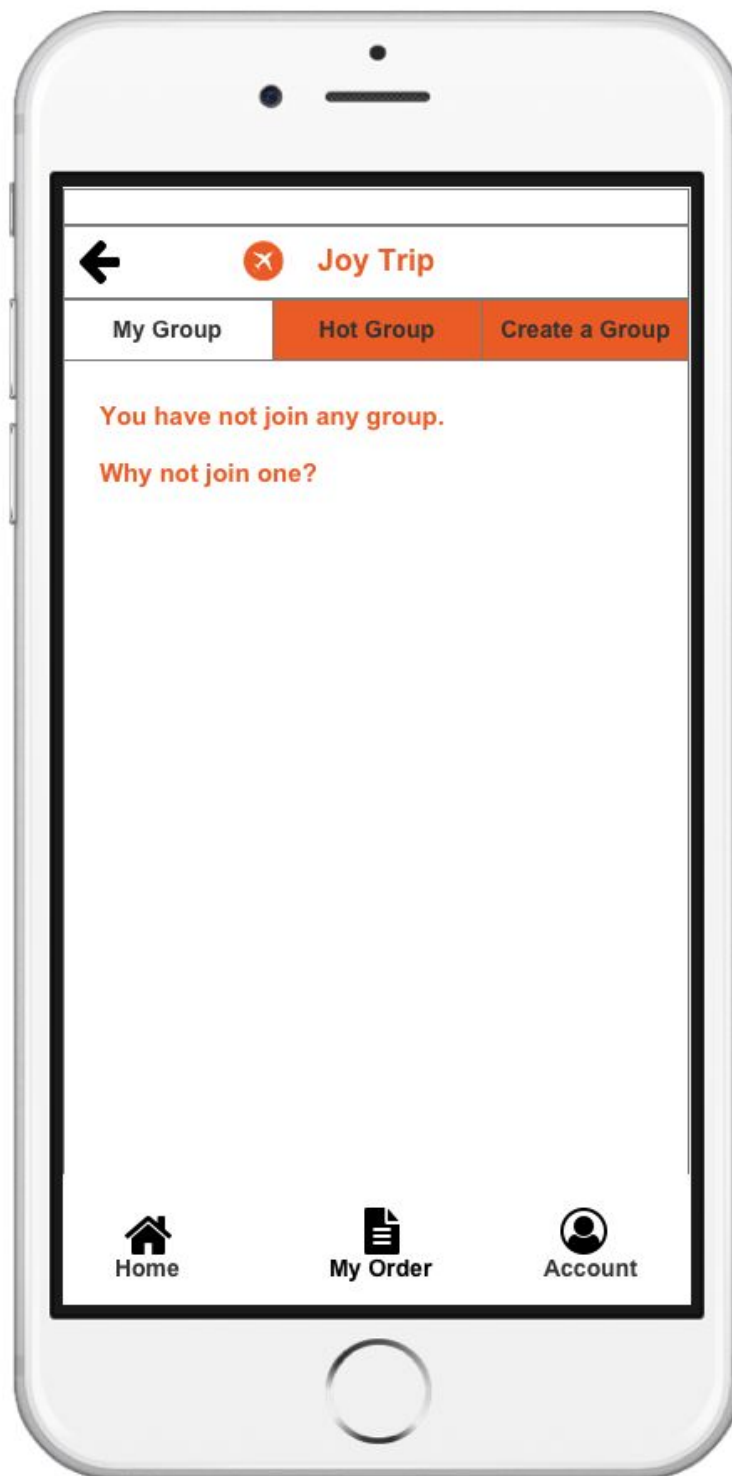
Home

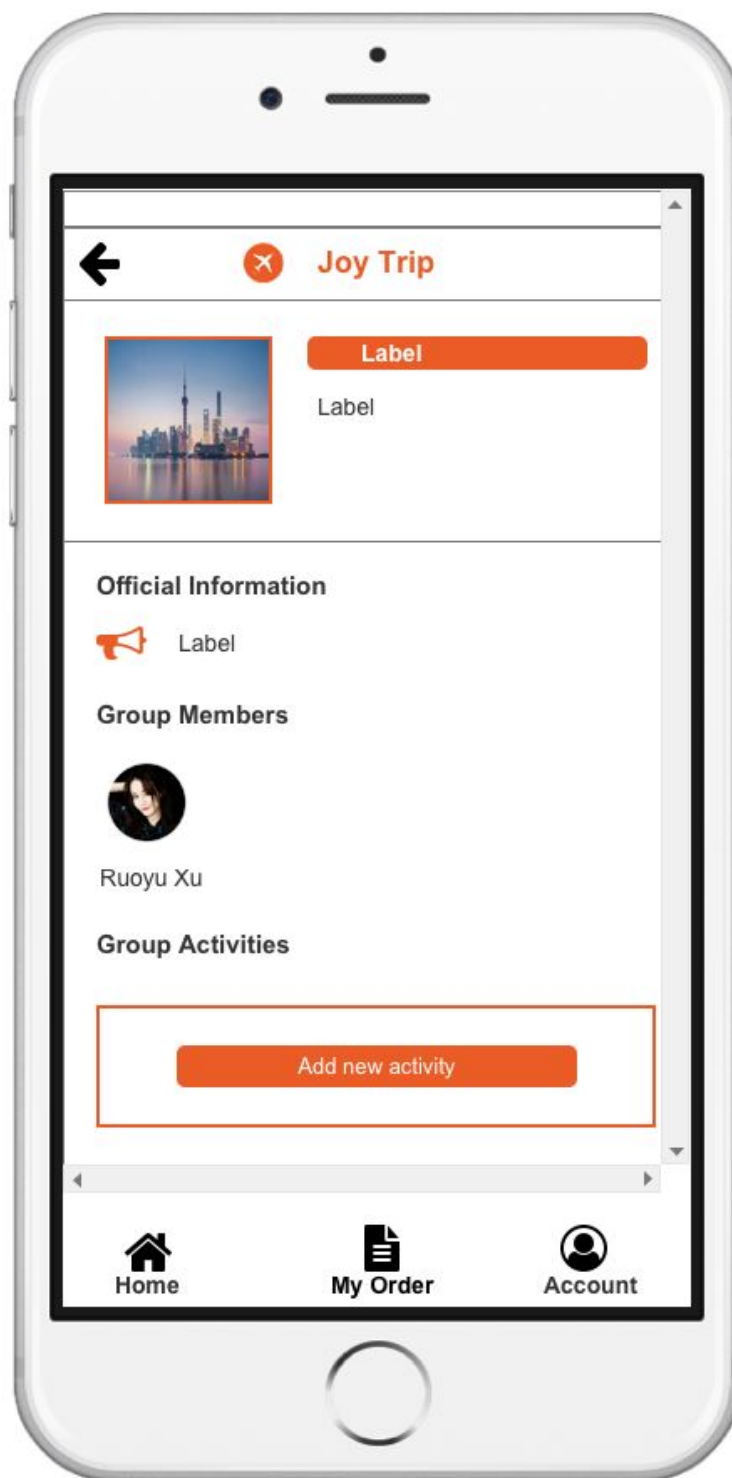


My Order

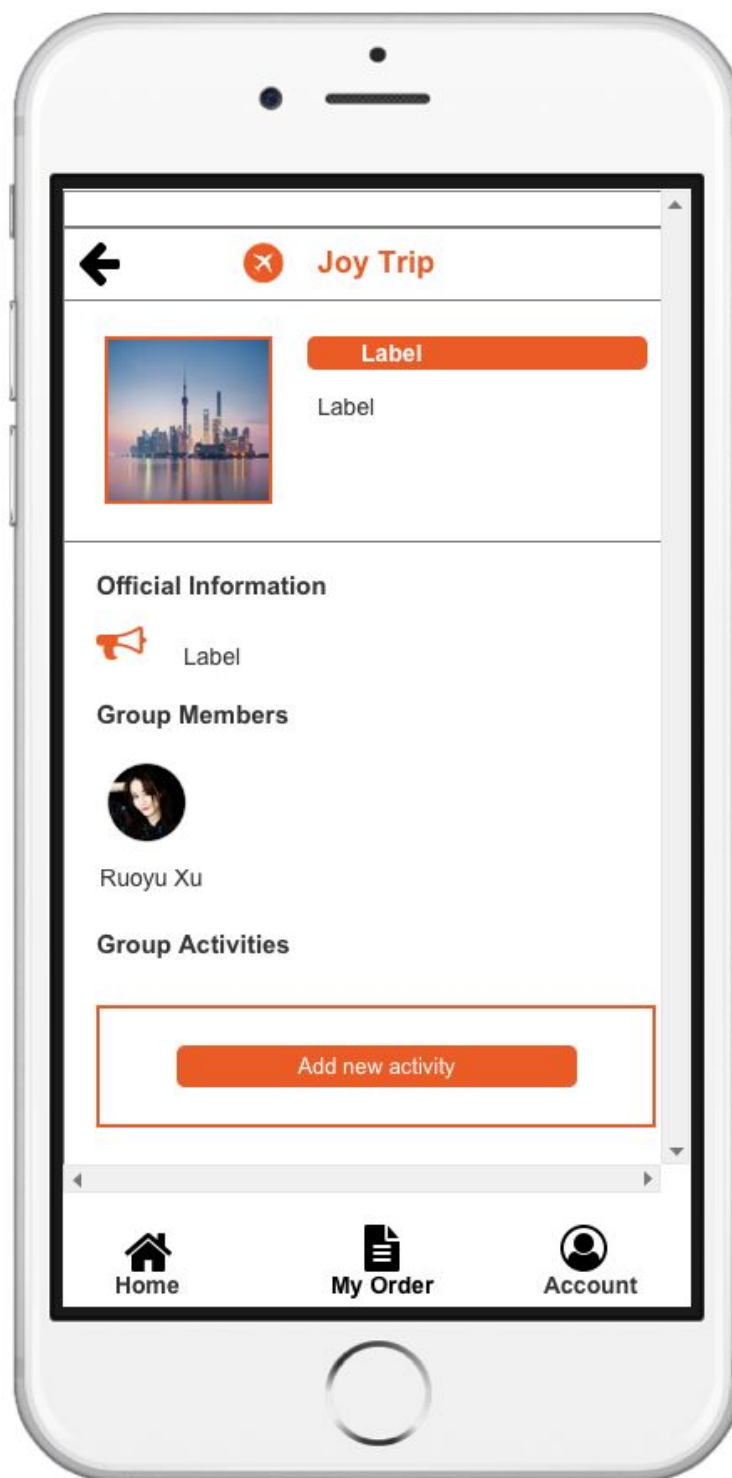


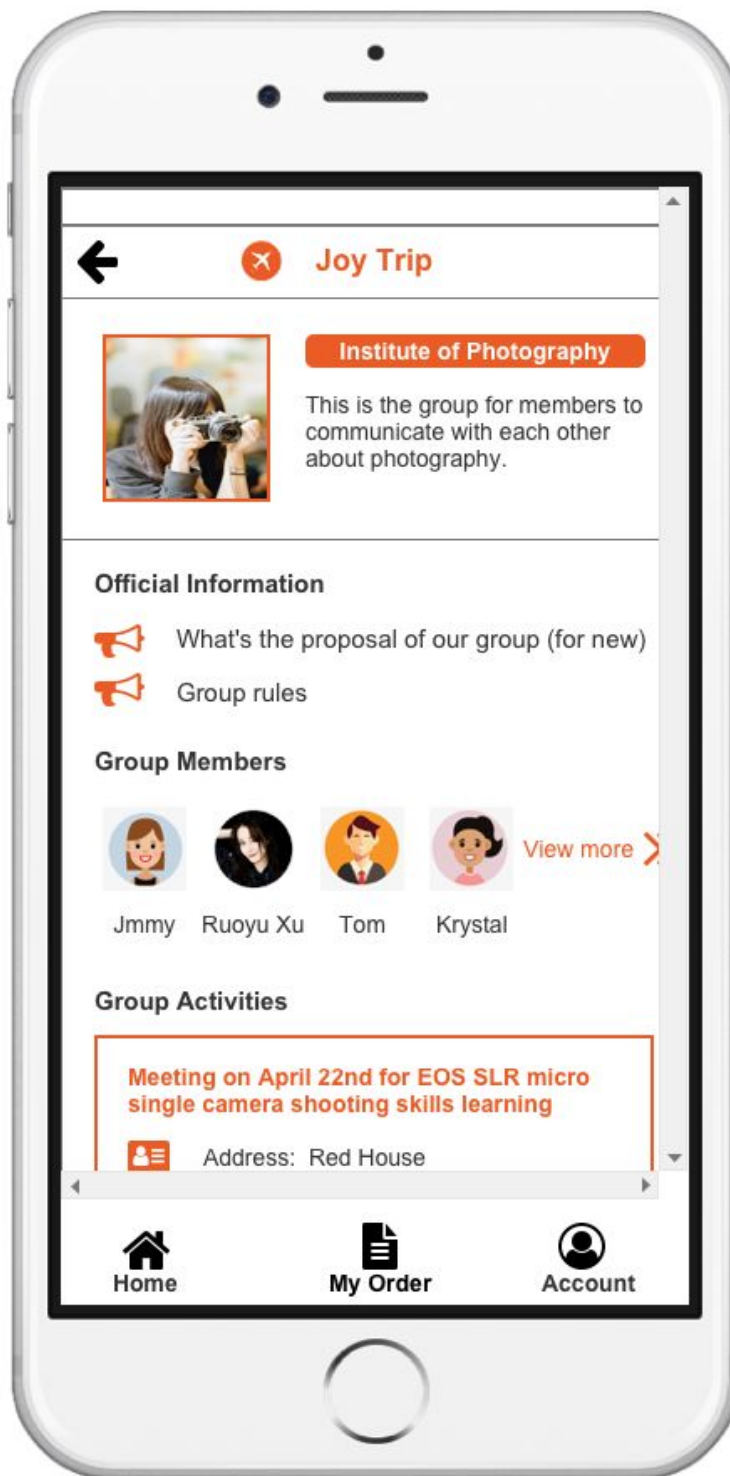
Account

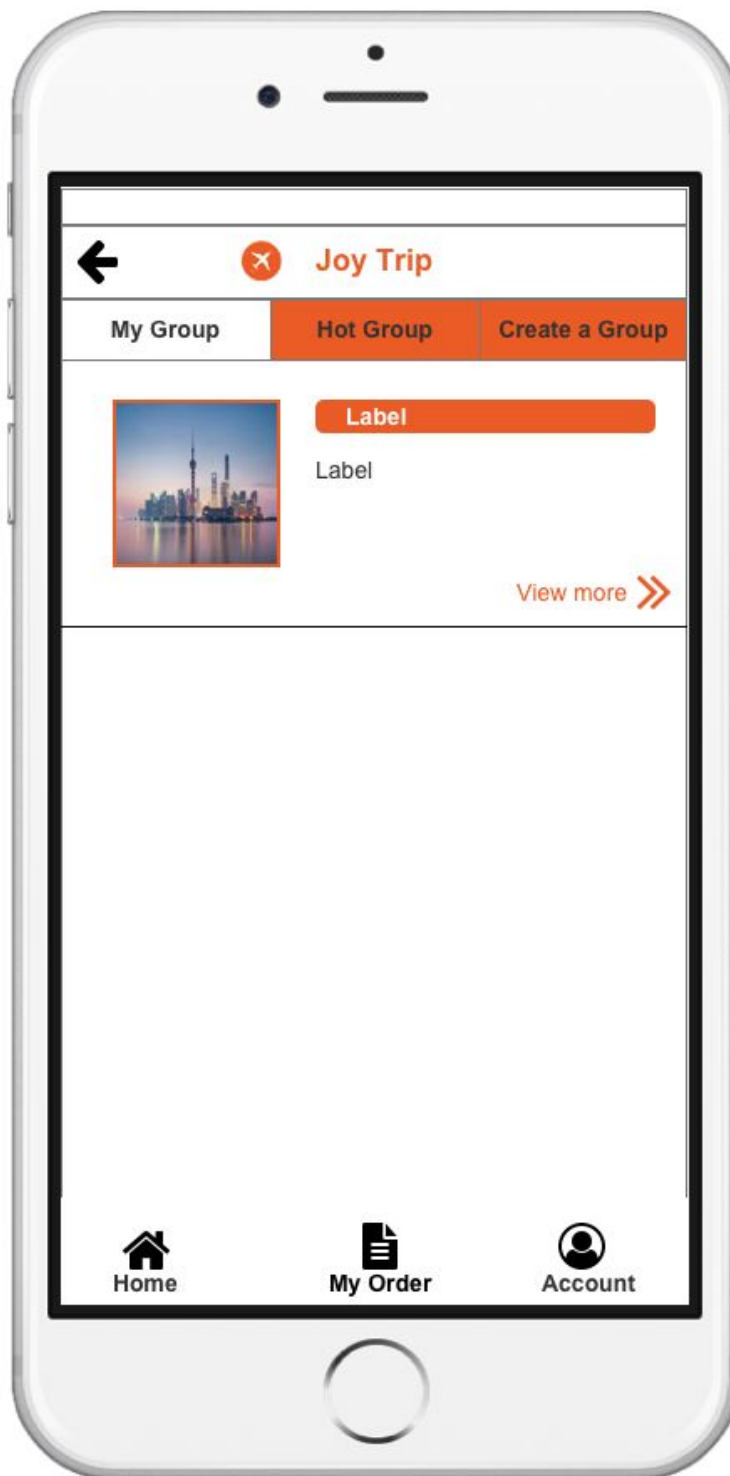


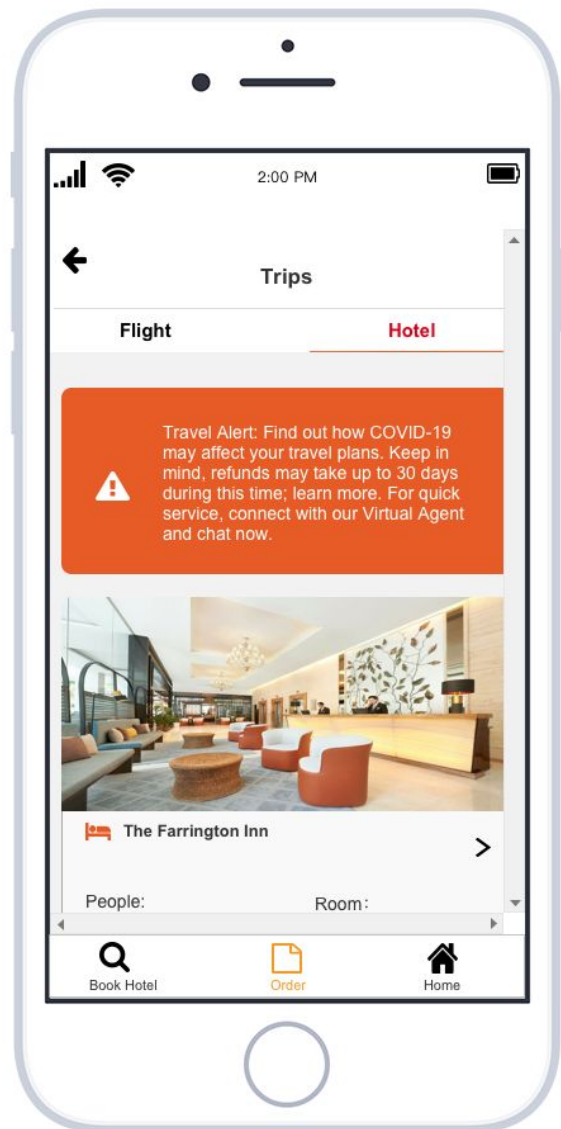


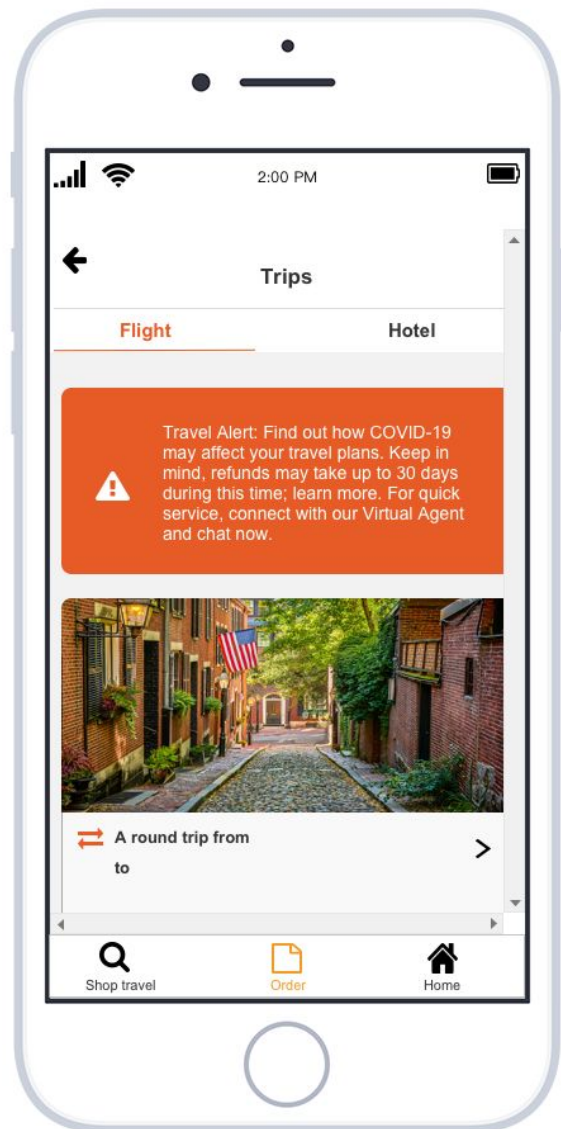


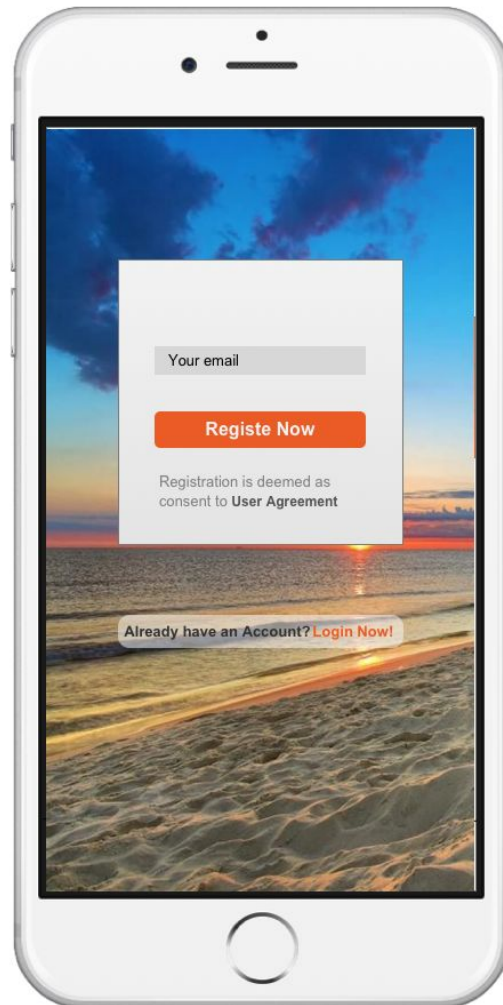


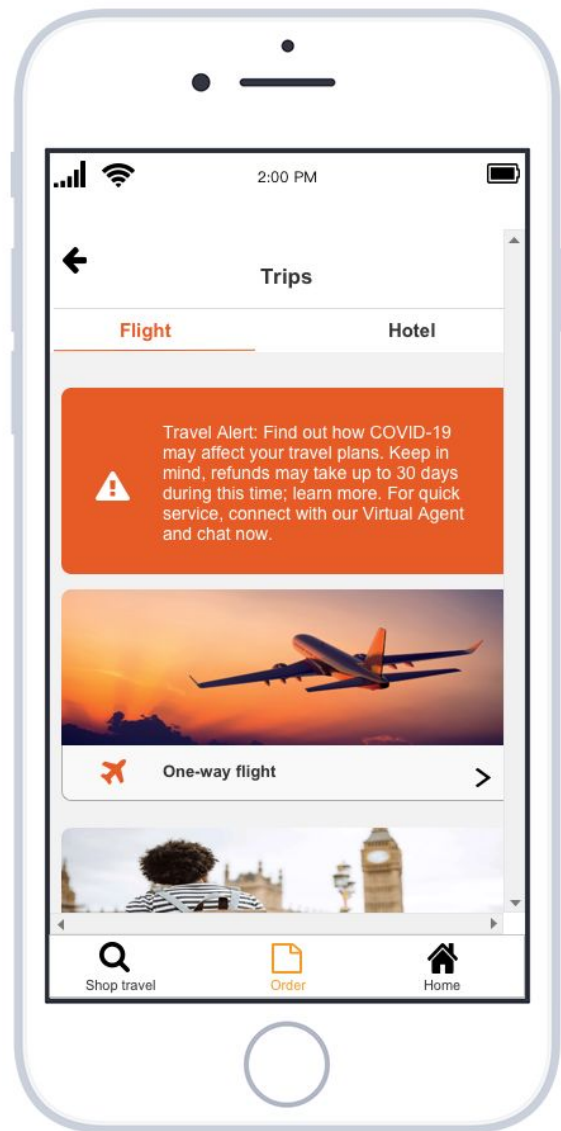


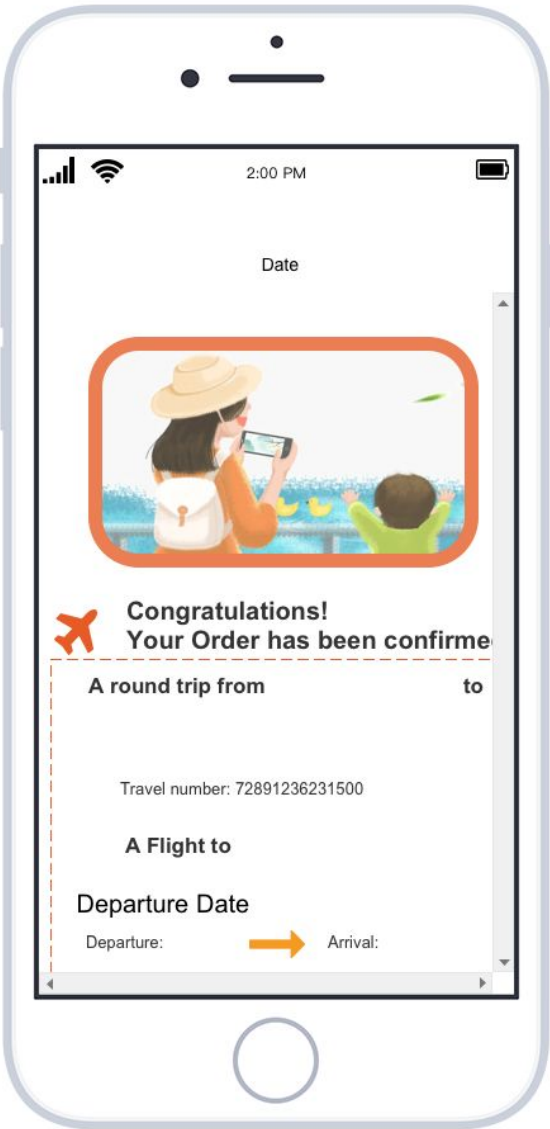




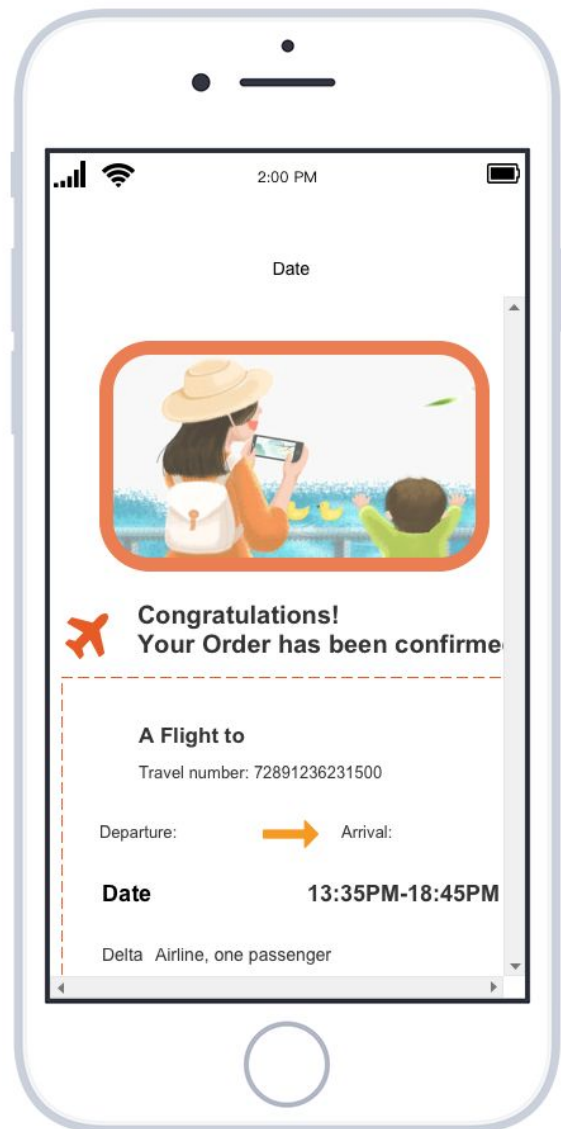


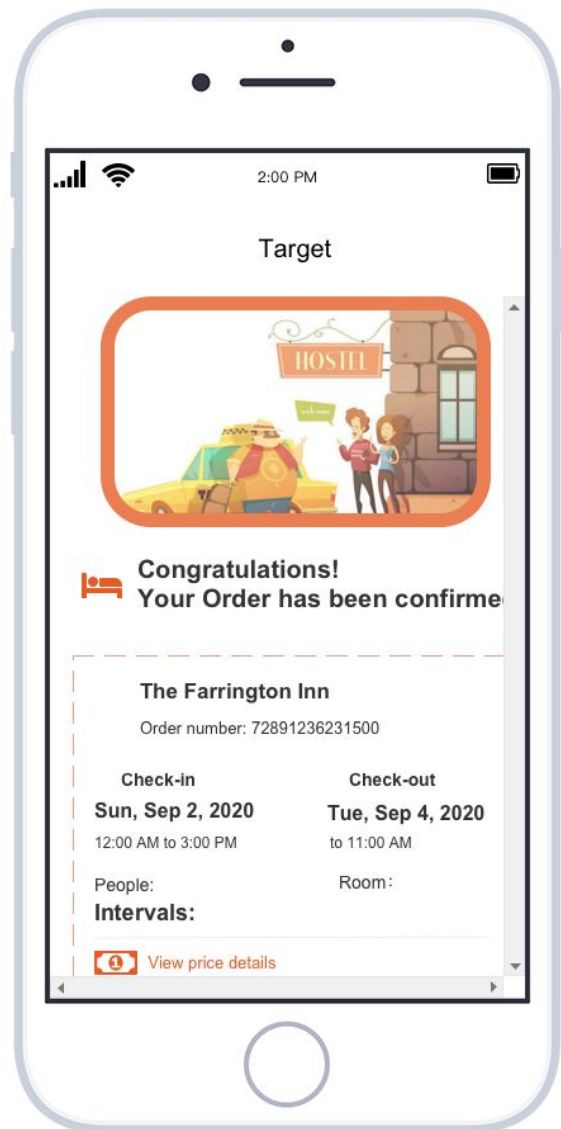


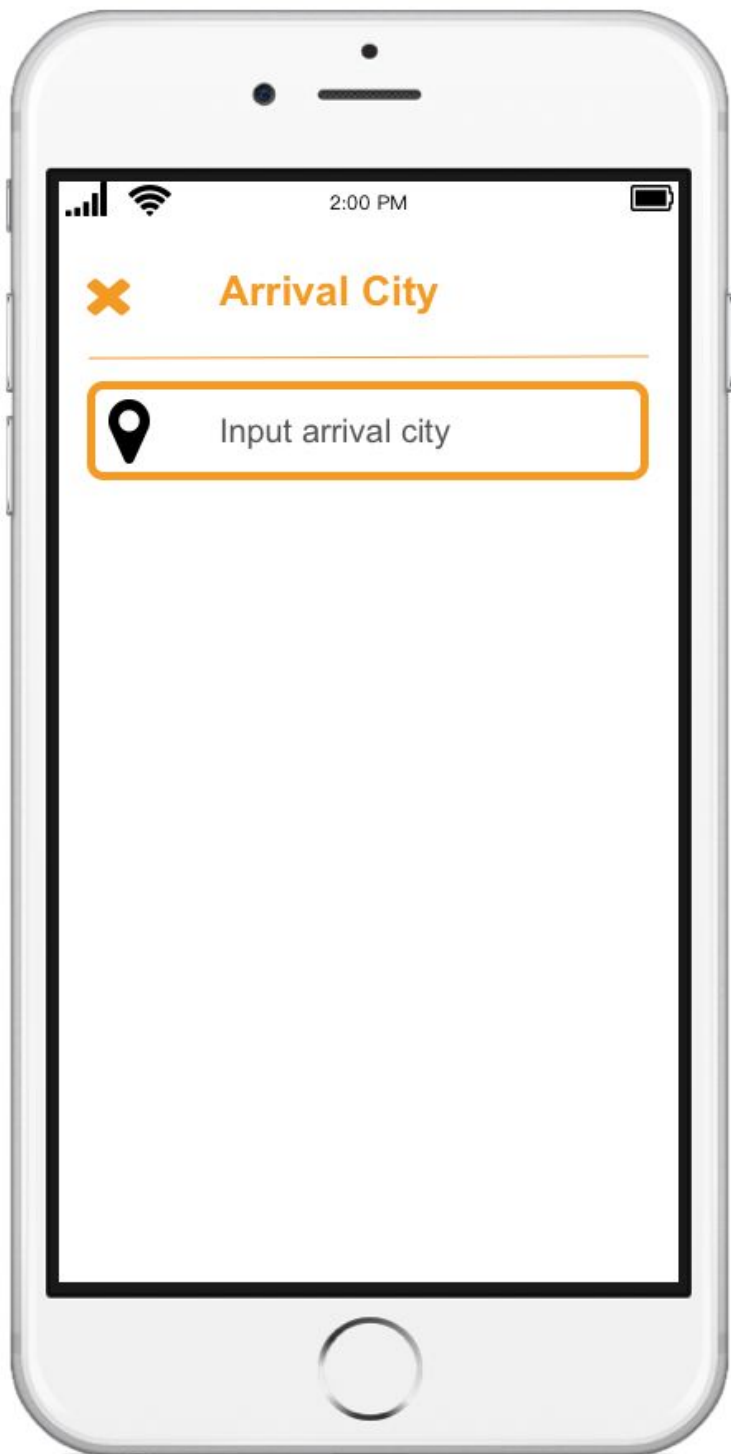






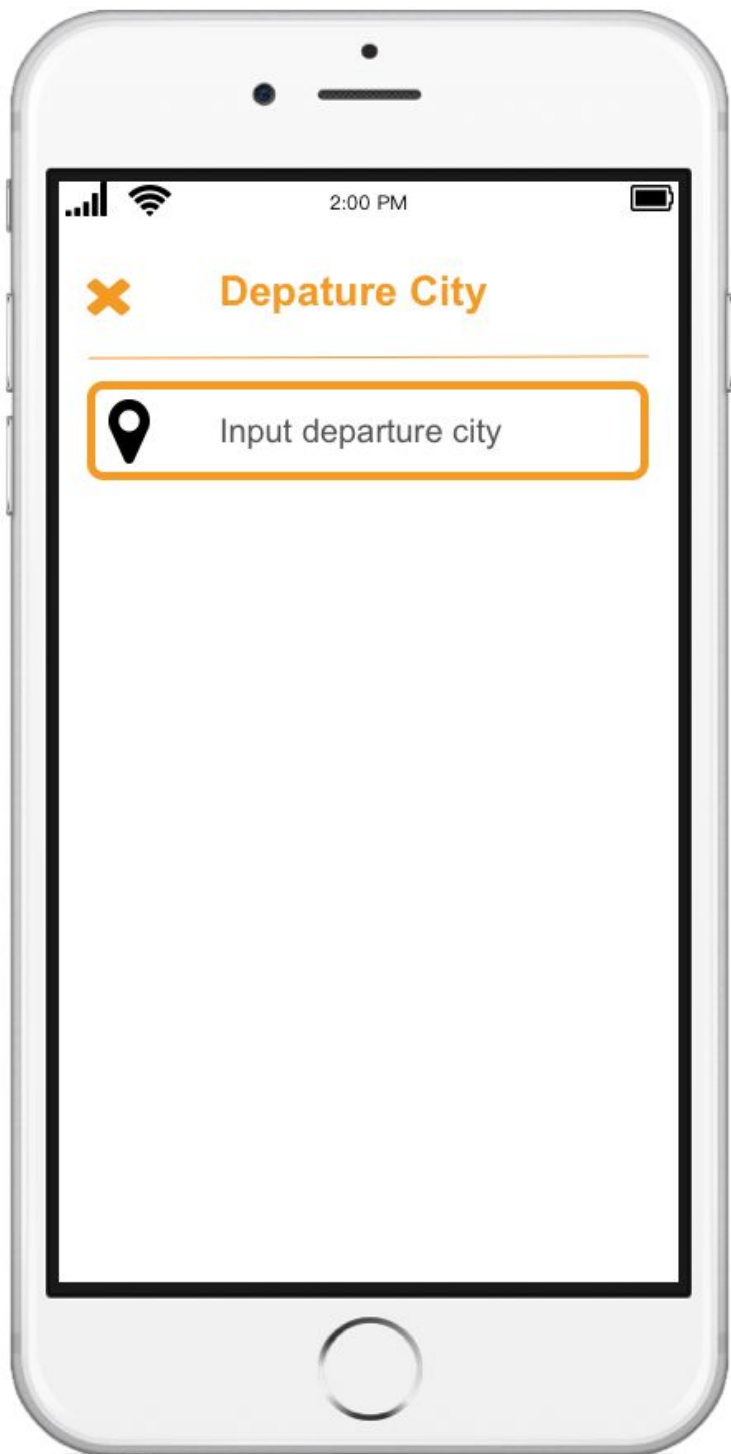


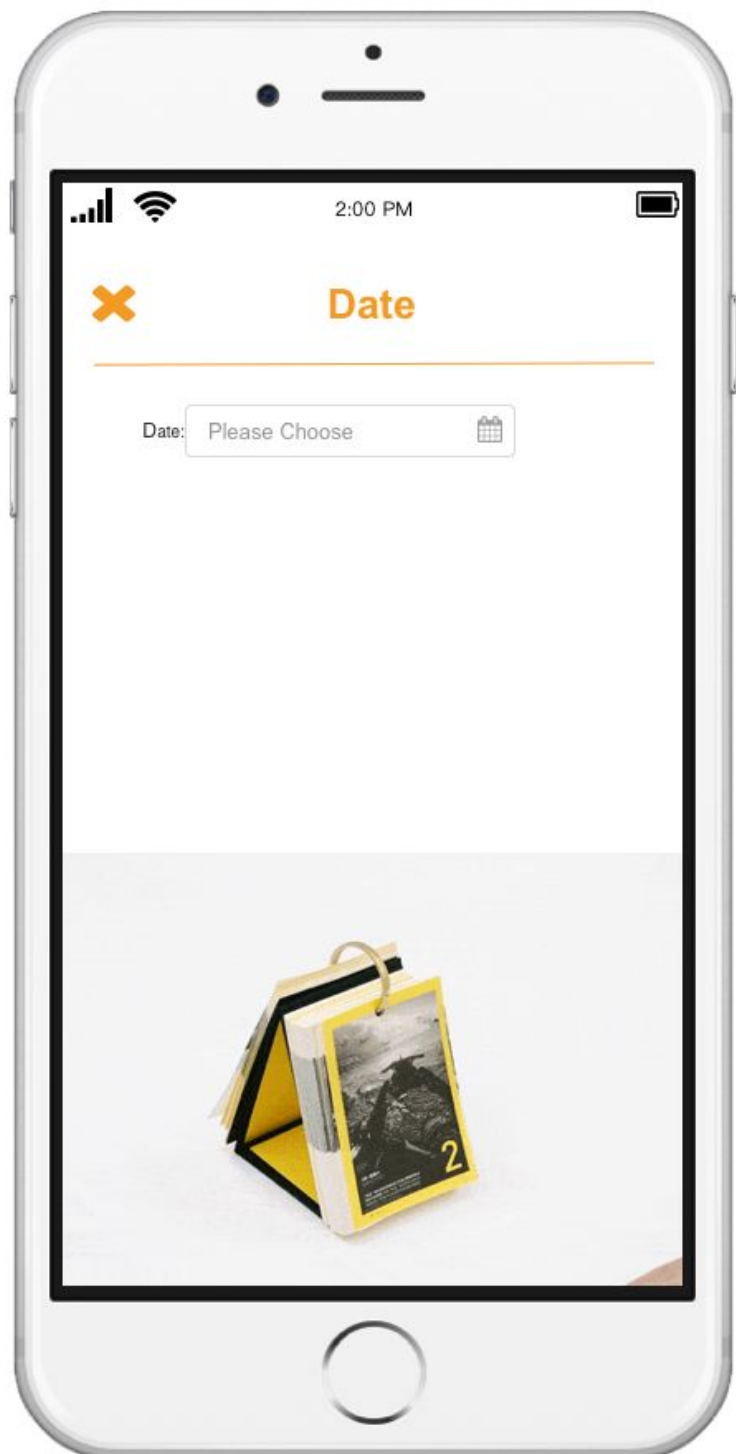














2:00 PM



Date

13:35PM-18:45PM

Delta

Five hours and ten minutes (direct)



\$50



General information of baggage charge

Next



