

Bespoke Design Project

# Design Thinking Journal

## PART II

Name  
Student ID  
Academic year

**YOUR NAME**  
**YOUR ID**  
2021-2022



# USER EXPERIENCE DESIGN

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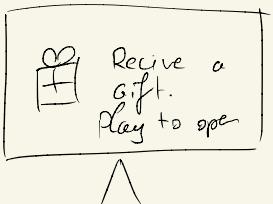
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## 1 Ideate; HMW's & Sketches (week 14)

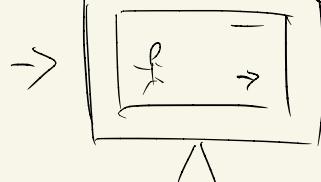
### 1.1 Brain dump

Game

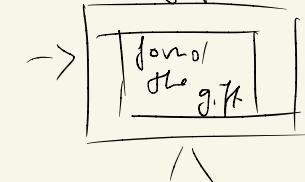
Receive the gift



Plays the game to complete the goal

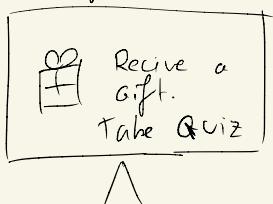


Is given the gift

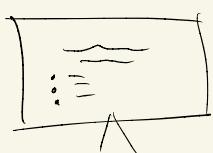


Quiz

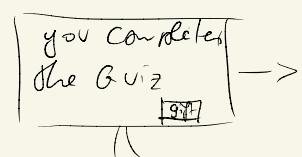
Receives the gift



does the Quiz



Completes with correct answers



### 1.2 List of HMW's

Our HMWs are:

*HMW: approach an immersive gaming journey to relate to the user's feelings of freedom, autonomy, and control?*

*HMW: shape an experience that emphasizes the user's feeling of relatedness to the communities she participates in so that she would feel the extent of inclusivity of these communities?*

*HMW assure the user a feeling of security and trust by loved ones throughout the gift unwrapping experience?*

**Reflect:** After the discussion with our tutor we realized that some HMW had to be changed and we had a better understanding of the assignment

### 1.3 Creative techniques with instructions and results

*Describe your creative techniques, instructions and results. If your technique was not executed in the tutor group do it together with your partner or somebody else that is willing to help.*

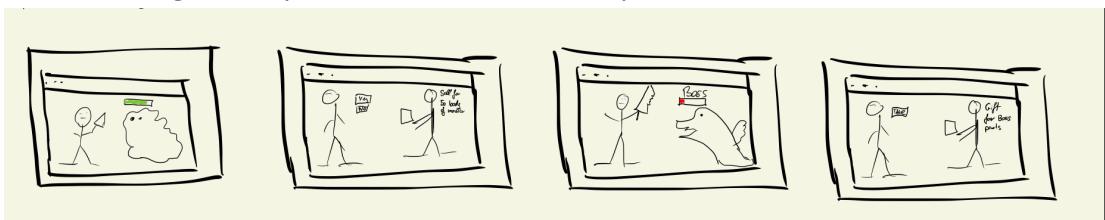
*The creative technique we used was Negative brainstorming. We had the participants write bad ideas for our HMW "HMW approach an immersive gaming journey to relate to the user's feelings of freedom, autonomy, and control?" and then they took those bad ideas and turned them into good ideas. We managed to generate many ideas from this technique and they were some useful ones and some less useful one.*

**Reflect:** using this technique it allowed us to see what we should not do and what we should do to fix these issues if they ever arose.

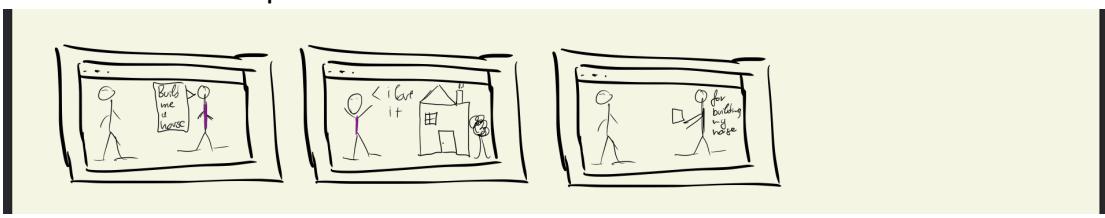
### 1.4 Ideas

*Add your 30+ ideas. Remember at least 15 ideas should contain sketches, use scans or pictures to add those to the journal. If you use pictures, make sure that they are big enough for us to understand them and that we can read the explanations.*

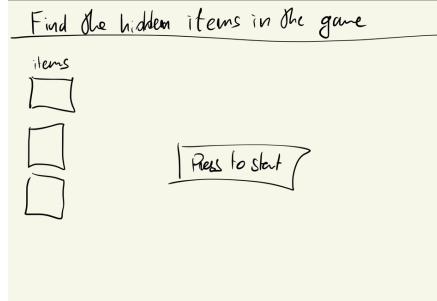
1. a game where the user goes from place to place killing monsters to collect enough loot to buy the gift in a market. the user can make use of bought weapons or the started weapon.



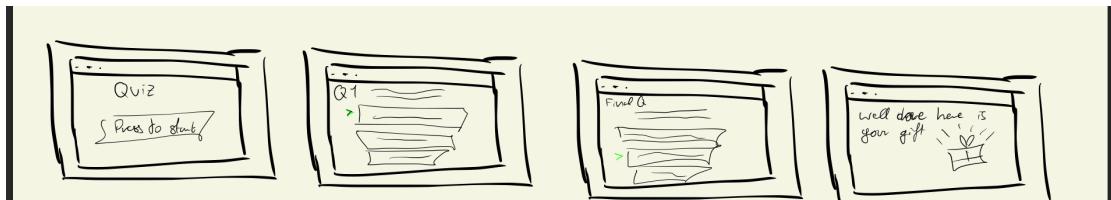
2. a game where she talks to NPCs and completes quests, during these quest the user will be able to adventure around the world and explore the different places



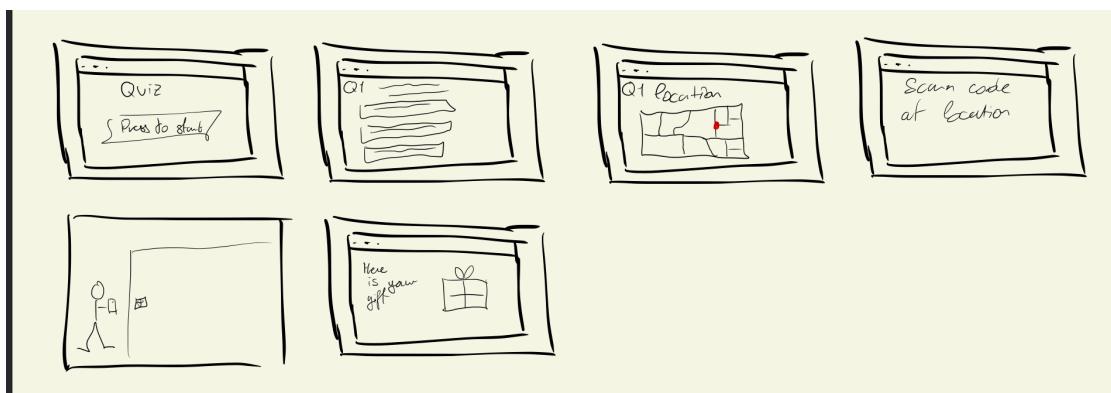
3. a game of adventure where the user has to visit different places of the globe and collect pieces of a puzzle which will form the gift
4. a treasure hunt where she will get access to an open world style game and will need to find the locations of items based on hints



5. a game with no instruction and the user has to find everything out by themselves by discovering the environment.
6. a quiz where she needs to get as many points as possible to reach a certain amount of points to get the gift.

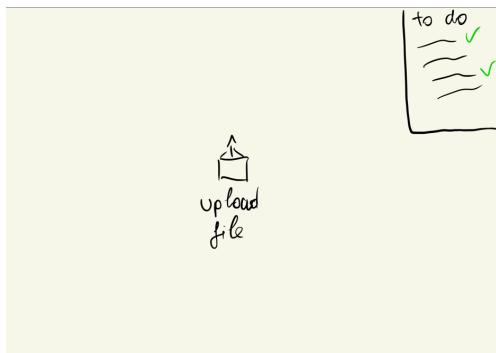


7. a quiz where she will get some of favourite streamers to ask her questions about them (not actually the streamers). the goal is to be their “number one fan”
8. a quiz that she decides the category but she has to complete all the quizzes to get her gift.
9. a quiz that unlocks new information on a treasure hunt around the city.

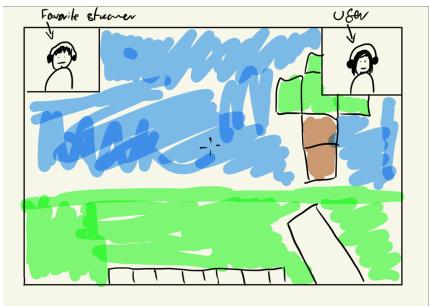


10. a set of instructions that have to be validated by the sender where she will be going around the city taking pictures and doing actions to finally be given the gift once they are all done

11. a kind of video game to do list where she will upload her doing the tasks each task completed will bring her closer to her gift

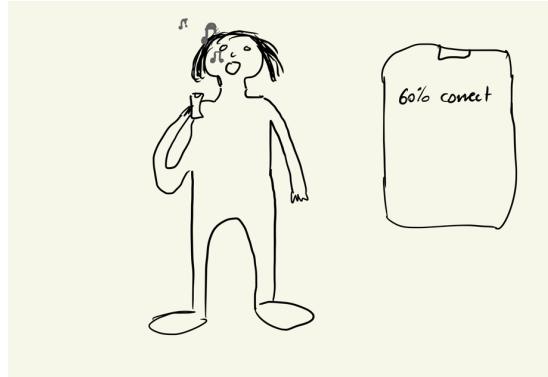


12. a treasure hunt on a website with hidden features that will lead to the final gift  
13. Have her favourite streamers stream with the user a game that will lead to the gift

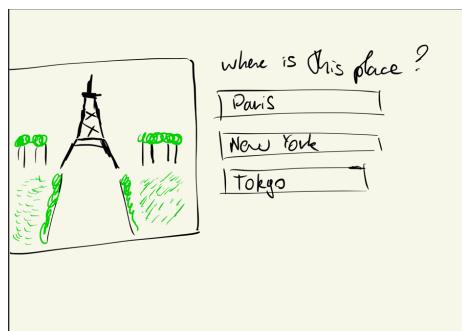


14. Have the user's favourite band sing a song with hints to unlocking the secret password to unlock the gift  
15. Place them in an autonomous vehicle for the whole experience, but exciting things keep happening.  
16. Leave them in alone in a mysterious place and let them find their way out, but drop hints on survival techniques once in a while.  
17. Make the bosses call them out for the way they play, but give them inspiring messages each time the user hits the boss.  
18. Play elevator style music, that is very immersive.  
19. Saturate and contrast immersive music so that it sounds bad, but focus on the story of the game.

20. A singing game that would use her phone to sing the lyrics of her favourite band or singer. If she gets it mostly right she will get access to the gift



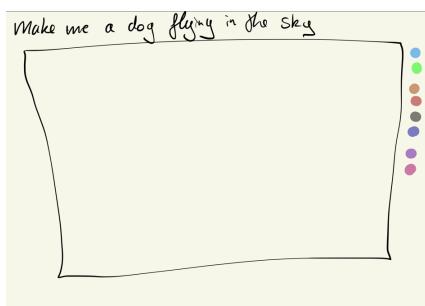
21. A geography bases game where the user has to guess the country based on a picture.



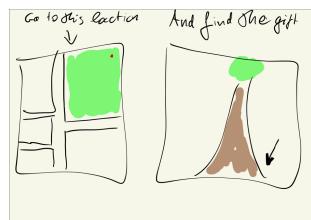
22. The user has to sow a character with instruction given by the app the sender provides



23. The user has to create something based on the wants of the sender

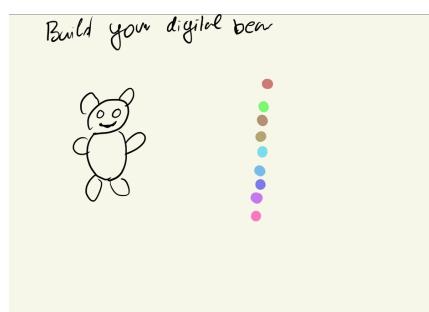


24. The user has to go to a location IRL and find a hidden object based on pictures of the sender

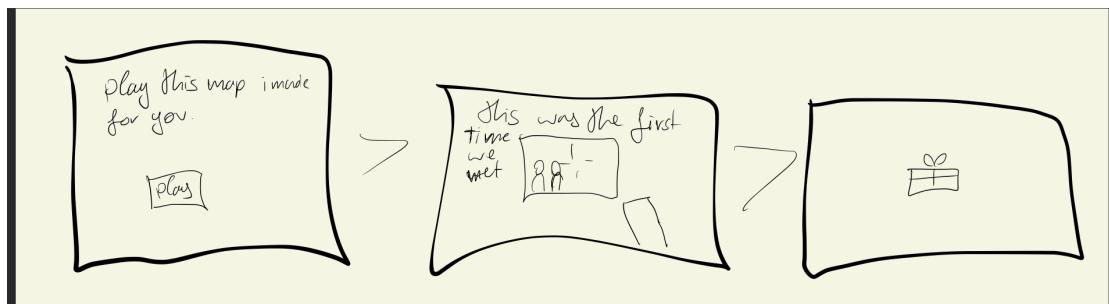


25. The user has to bake a cake for the sender and they get to enjoy the cake together and the sender gives her the gift after

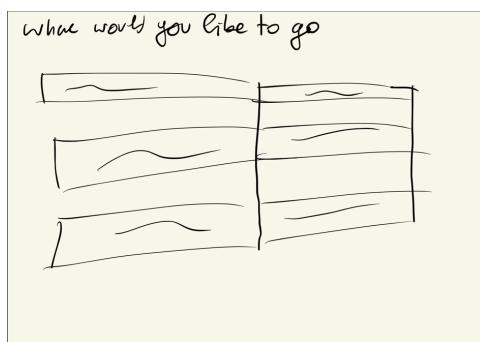
26. A build a bear style game where the user builds her digital bear without knowing a real version of the bear will come in the mail.



27. Create a custom map for the user and they have to play through it, it is filled with memories of their friendship or relation and once they reach the end they get the gift



28. Having many option leading to the same thing to give a false sense of freedom.



29. Have the user perform a live dance to their favourite band and send it to the sender as a nice memory and will get the gift following the sending on the video.
30. The user must travel to a different city and find digital codes which will reveal the final gift.

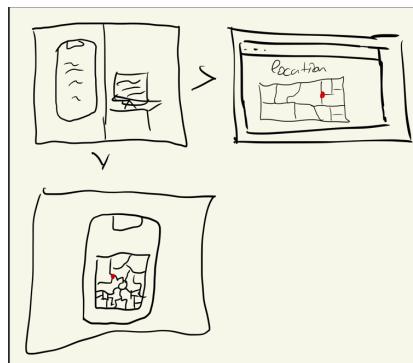
*Reflect: sketching was very hard as many ideas could use the same sketch. The HMW did help quite a bit but I mainly used the user portrait to come up with ideas. In the future I will find many HWM to have a wide range of ideas that are not all the same.*

## 2 Ideate; Paper Prototype (week 15)

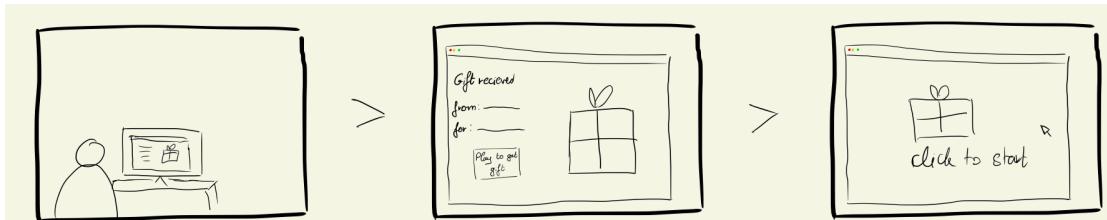
### 2.1 More ideas

Add 10 more ideas containing at least 5 sketches. Use scans or pictures to add those to the journal. If you use pictures, make sure that they are big enough for us to understand them and that we can read the explanations.

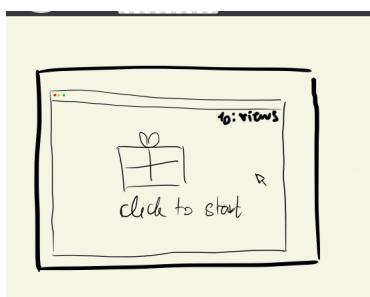
1. A treasure hunt. The treasure hunt could be done both on the phone or on the computer. During the treasure hunt the receiver will be getting live updates on the next hint or task.



2. Make a game this uses the mouse to click. The receiver will be getting the game over the internet and will play it to access to the gift



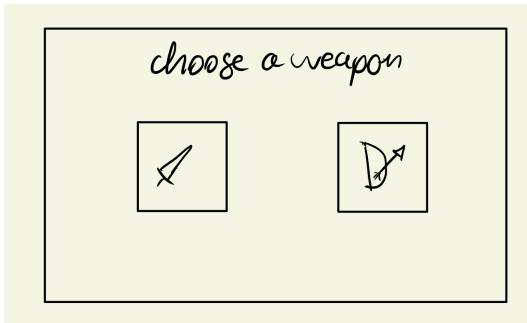
3. Make the game fully autonomous
4. Make the environment a familiar environment for them.
5. Make the game related to twitch
6. Make her best friend part of the experience
7. Have a fully clickable experience.
8. Make it like a live stream for her.



9. Make a retro kind of game with pixel character.



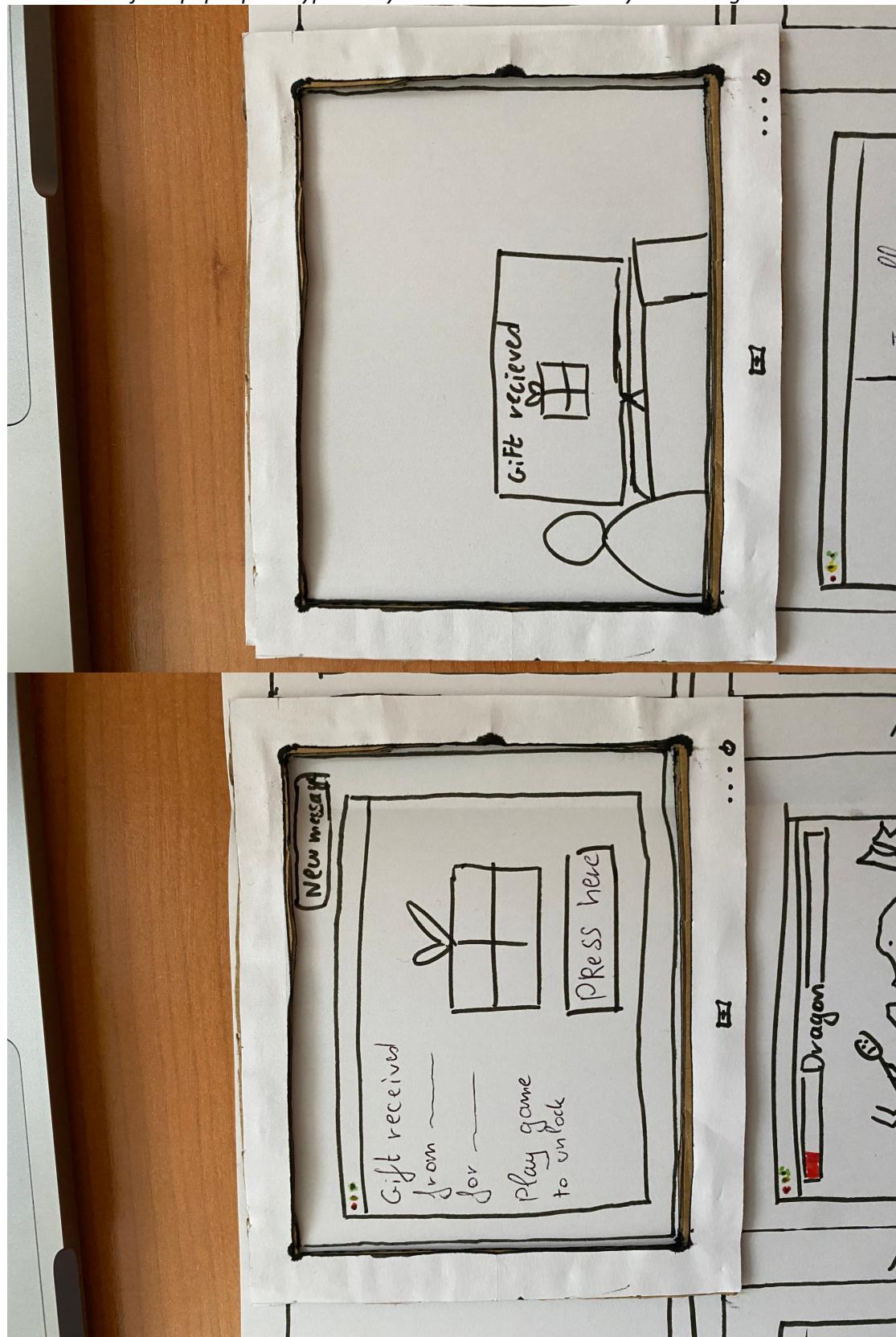
10. Have different choices to give the illusion of autonomy.

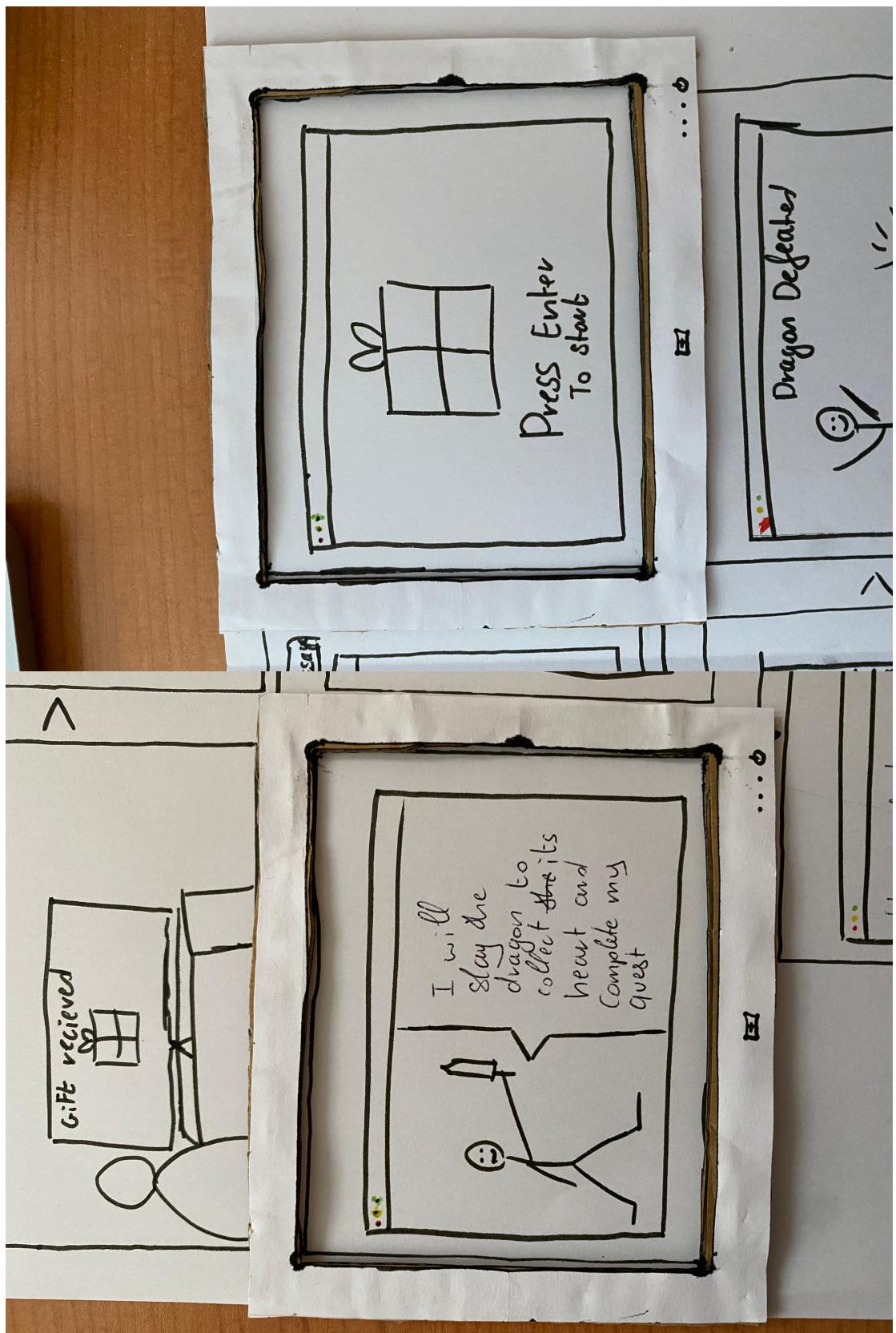


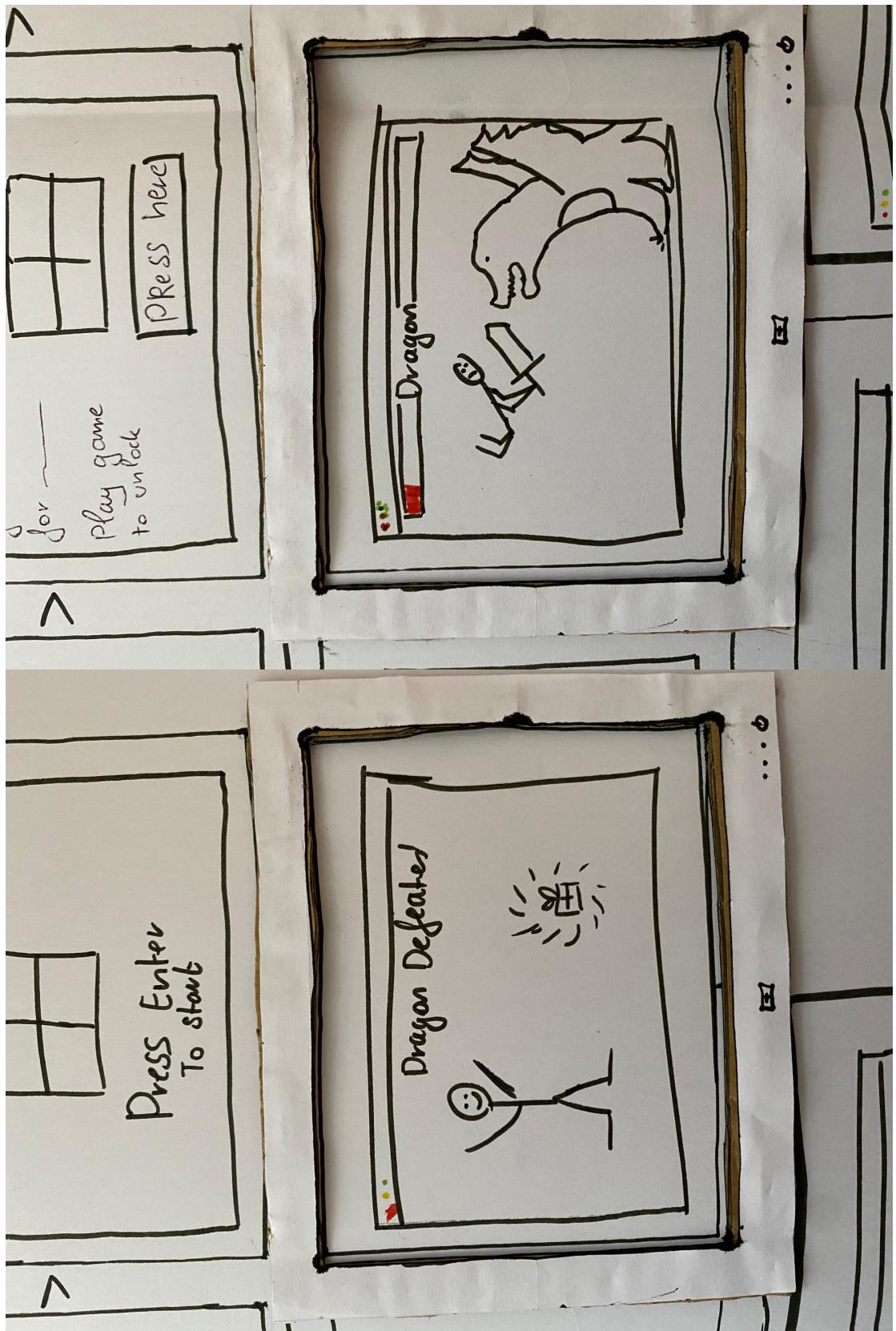
Reflect: discussing the ideas with my partner was useful because it allowed us to see that we were going in the same direction which made it easy for any further development. Coming up with more ideas was hard but not as hard as before as I had one main idea in mind and try to find ideas for that idea along with some other

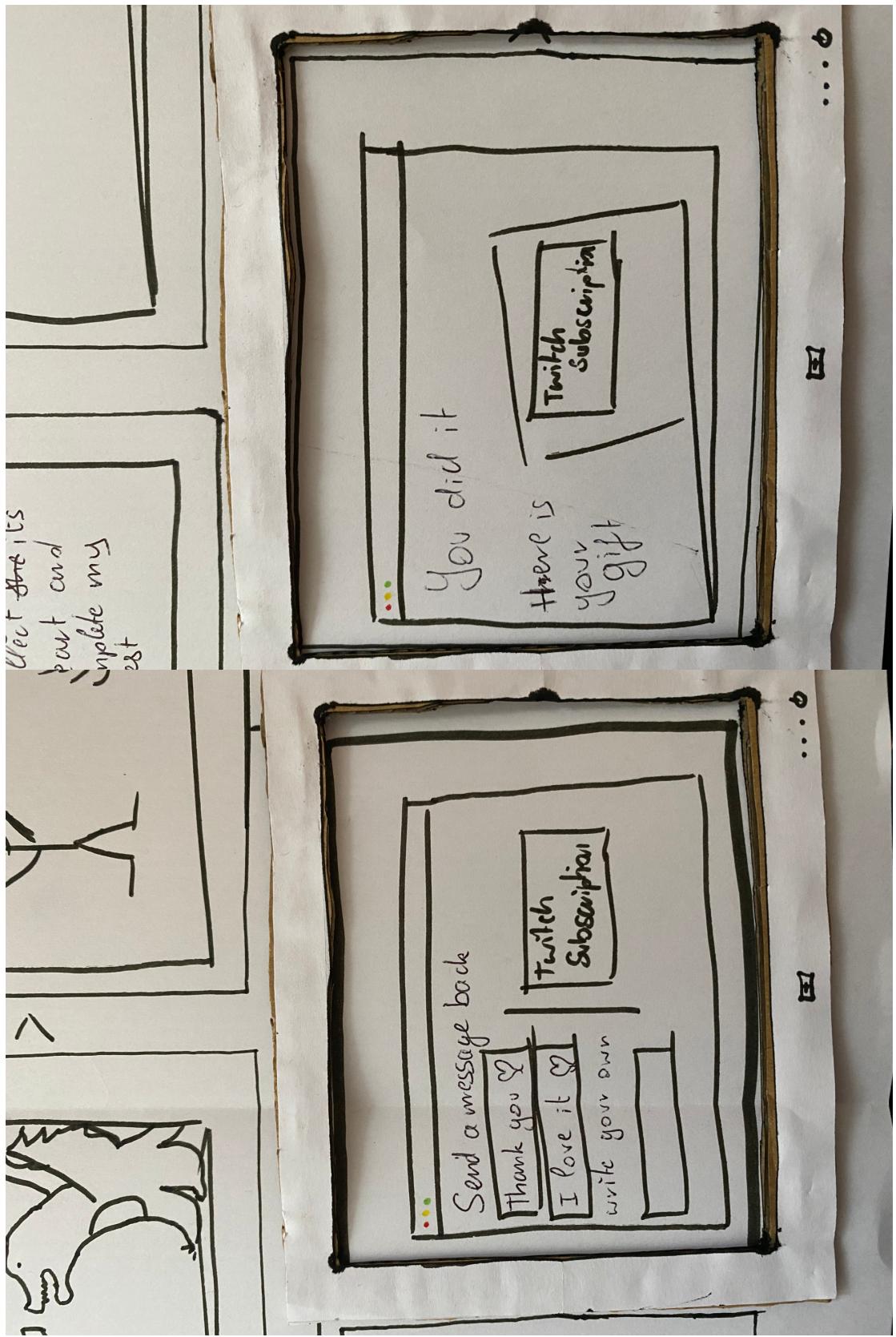
## 2.2 Paper prototype

Add visuals of the paper prototype that you made. Describe how you converged.









Reflect: with my paper prototype I learned that a lot of my ideas became one and were forming a good prototype. The hardest part of the paper prototype was making sure it all made sense.

## 2.3 Three draft concepts

Add a sketch or story about each of the 3 concepts with a name for each. Describe how you converged.

### Concept 1

The idea is to make a game that will be fully autonomous besides a few instructions on the goal and how to play. The user will be entered in a 2D world where they can go to different places looking for clues on how to get to their goal. They will have to defeat monsters and talk to NPC to get clues on where to go.

The game will be either on phone or computer. It will be in the same idea as a side scroller where the user will be able to click on different elements to interact with them. By asking NPC questions they will be told secret clicking spots that will then lead them to the final boss. After defeating the final boss, the user will get an item that will reveal the final gift. Then the user will be taken to a screen that will show them a few return messages that are already made and ready to send or be given the option to send their own message.

### Concept 2

Have a quiz about their favourite streamer, game, and band. Things only real fans would know to test her knowledge about them. They would need to answer 60% of the questions right to unlock the prize and the quiz will be easy up to 60% and then for the remaining 40% they will be much harder questions to really test their knowledge of a true fan. Once the quiz completed, they will be given the gift and be prompted with a return message to the sender. They will either choose from already made or write their own.

### Concept 3

The user will do a treasure hunt. The user will be sent a series of tasks that they have to perform. The task can be in the real world or in a game, once a task is done they will have to upload proof or send proof to the sender. Once all the tasks are done and verified, the gift will be able to be accessed and opened.

Reflect: I used my top 3 ideas and developed them into a concert concept. They all have very different concepts and I think that they have almost nothing in common.

### 3 Ideate; Concepts (week 16)

#### 3.1 Concept directions for Team concept

Add a description of the 2 different directions that you came up with for your team concept.

The 2 directions were pretty similar. My direction is:

The idea is to make a game that will be fully autonomous besides a few instructions on the goal and how to play. The user will be entered in a 2D world where they can go to different places looking for clues on how to get to their goal. They will have to defeat monsters and talk to NPC to get clues on where to go.

The game will be either on phone or computer. It will be in the same idea as a side scroller where the user will be able to click on different elements to interact with them. By asking NPC questions they will be told secret clicking spots that will then lead them to the final boss. After defeating the final boss, the user will get an item that will reveal the final gift. Then the user will be taken to a screen that will show them a few return messages that are already made and ready to send or be given the option to send their own message.

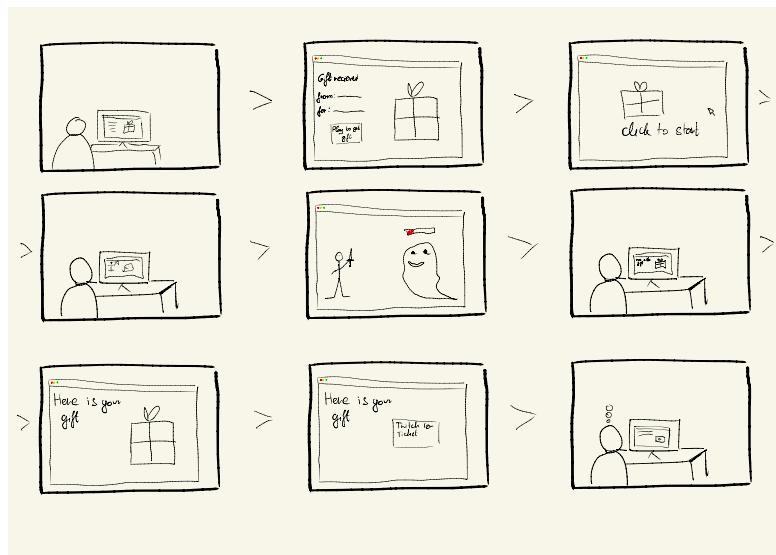
My partner's direction is:

The game could be steered towards one theme where the monsters and the setting are based on the user's favourite game/movie/series that fits the main concept. Moreover, giving the user more choice as well in choosing their weapon or Armor to feel more autonomous, or even giving them better loot or rewards as they progress into the game providing anticipation before the big reveal. The dramatic arc could be deployed as soon as the user exits the first scene (safety) where he is greeted with a message that gives her the task of going on and killing the villain to achieve peace/happiness, and along the way the arc could be improved through the NPCs and the less significant monster until the villain is killed and the resolution is found similarly to a classical dramatic arc.

Reflect: we get to see how we both approach the ideas, it turned out we had very similar ideas so we got to take ideas from one another.

#### 3.2 Storyboard

Add a storyboard for your direction of the team concept.



*Reflect: the storyboard allowed me to visualise my prototype similarly to the paper prototype.*

### 3.3 Final concept

*Add a description of the final concept and how and why your team choose this concept.*

*After finding an RPG adventure game would suit our user best we moved on to the details our game will provide the user. The game will consist of a story where our user is the protagonist who will be tasked with fighting through monsters until defeating the final boss, finding the resolution to the quest presented in the beginning of the story. In the beginning, the user will be woken up in a safe environment (such as their house). As soon as leaving the house the user will be given the message/quest and told to head in a direction to start progressing the story. Along the way the story will be improved by NPCs to interact with.*

*Throughout the story there will be choices presented to the player giving them autonomy throughout the experience, the choices will be presented by the NPCs or after defeating a monster.*

*The game will also be themed around the user's interests with the implementation of small rewards throughout to give the user a sense of progression to keep going. The theme will also work on making the game feel more relatable to the user and provide with a sense of relatedness to the communities she participates in as they are presented in the game.*

*Moreover, an NPC similar to the sender of the gift could be introduced to the game to give the user security and emphasize the thought and main purpose of the gift*

*At the end of the experience, the user will be given the option to send a message back to the sender and that is after receiving the final gift.*

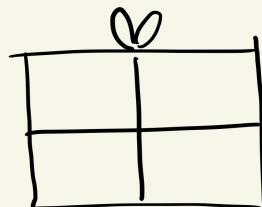
*Reflect: As mentioned before they are very similar concepts so making them into one was not that much of an issue.*

## 4 Prototype (week 17)

### 4.1 Low-fi (digital) prototypes

Add visuals of all your low-fi (digital) prototypes. Screen captures of digital prototypes and pictures of paper and physical prototypes. Describe what you were trying to achieve and why.

In this prototype I was trying to achieve the whole mechanics of the game. I was not sure how the mechanics could work therefor I was mainly focusing on that rather than focusing on the story of the prototype.



Click to Start

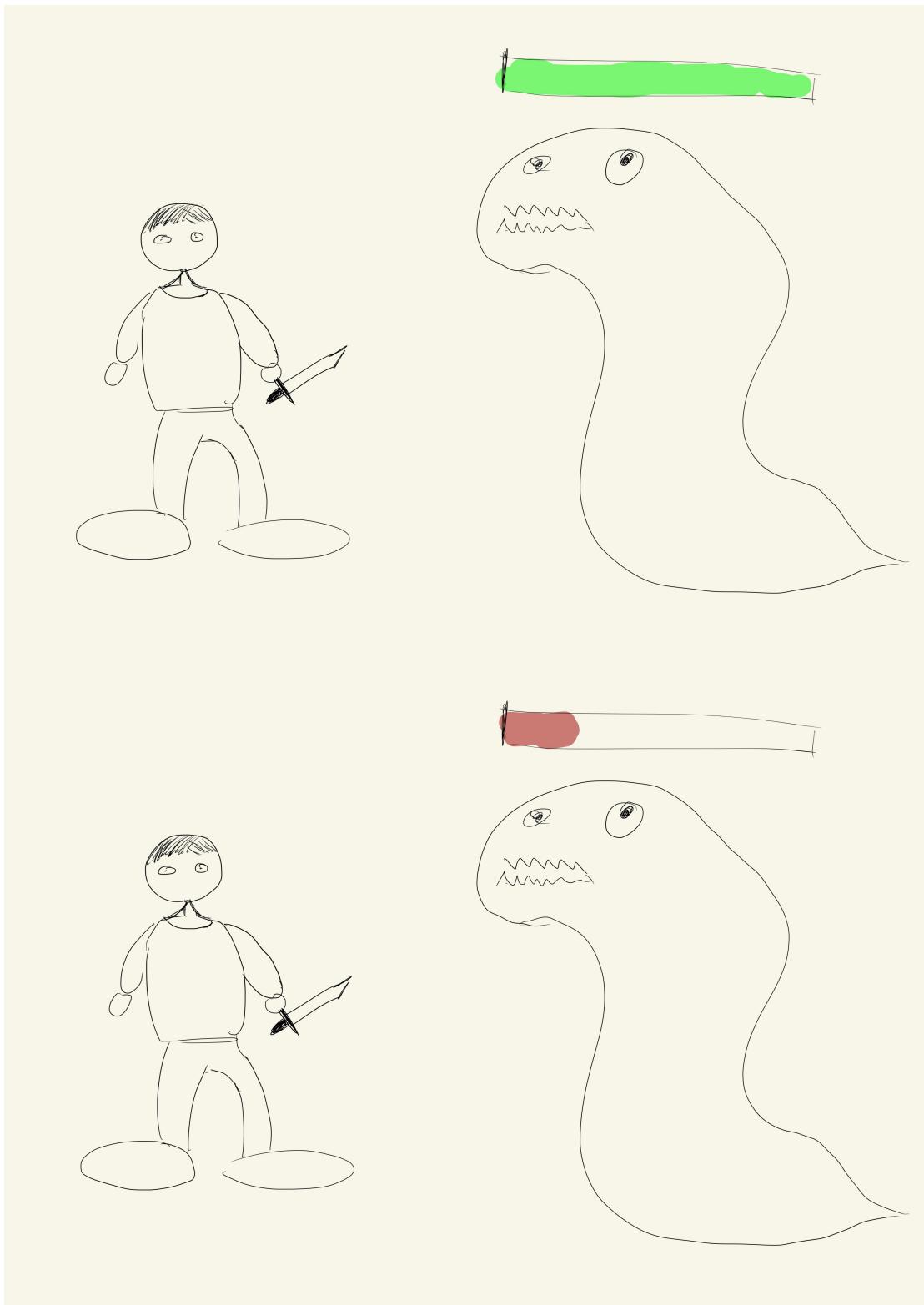








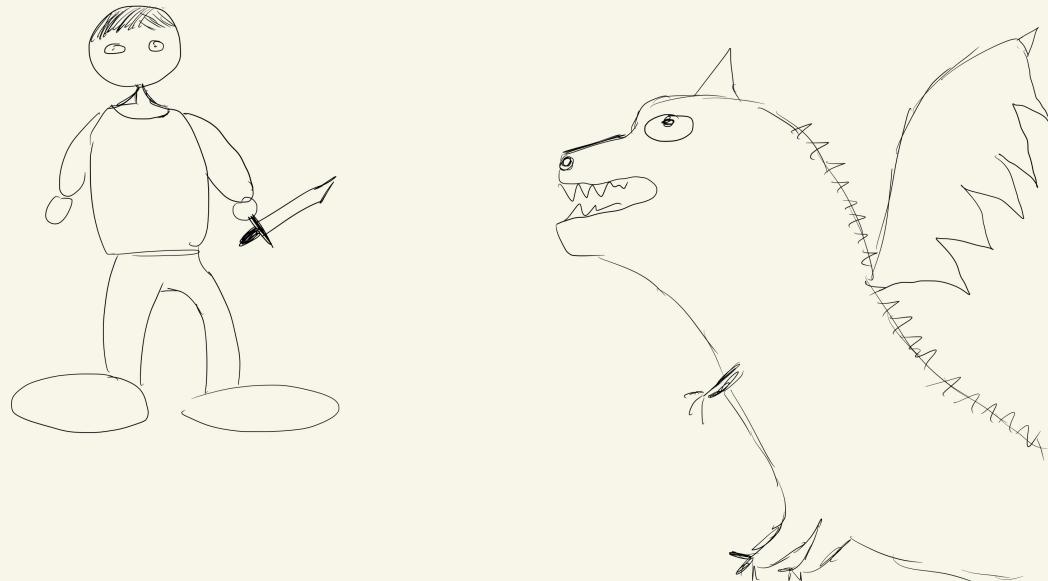
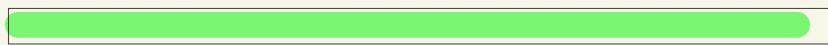




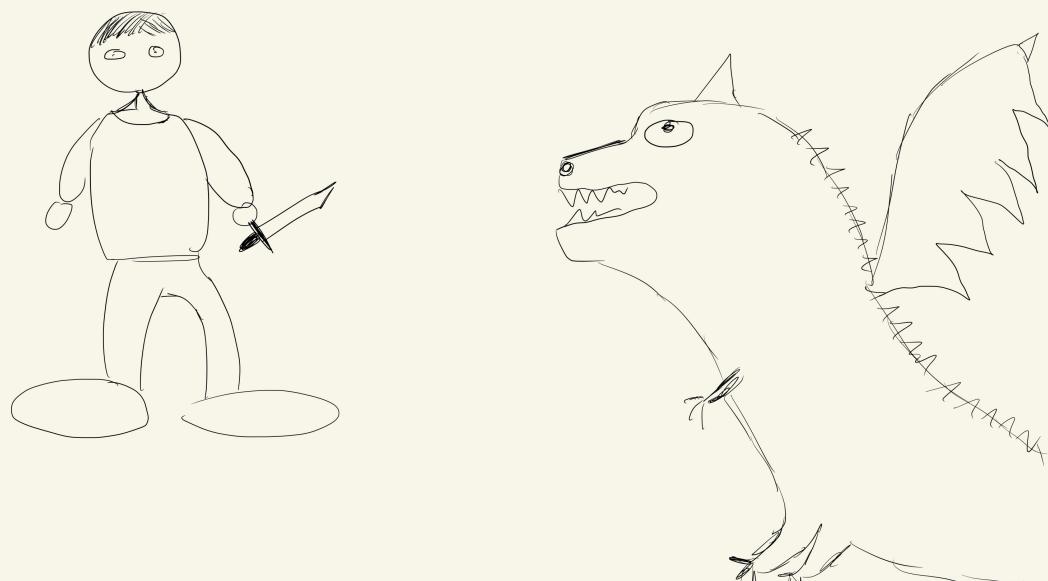




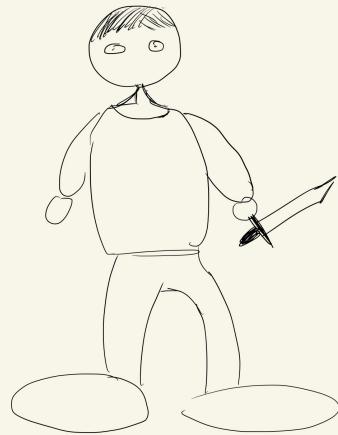
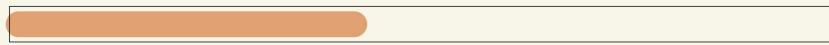
Dragon



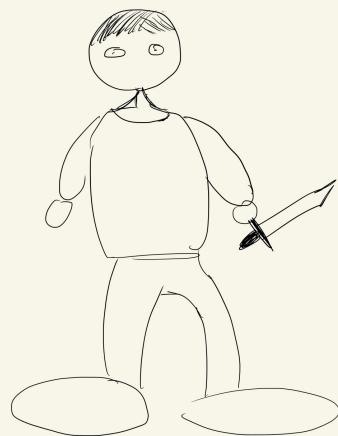
Dragon



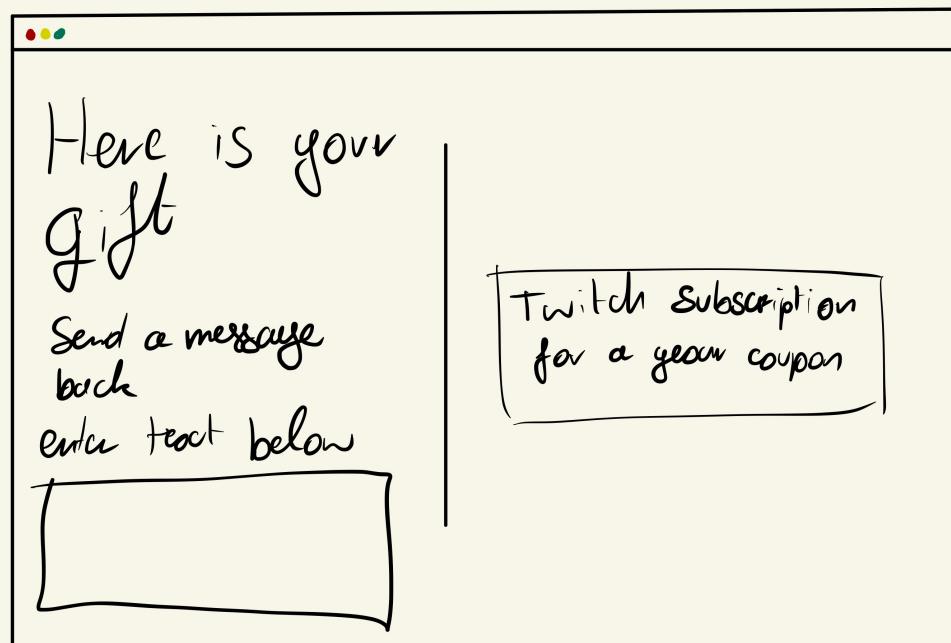
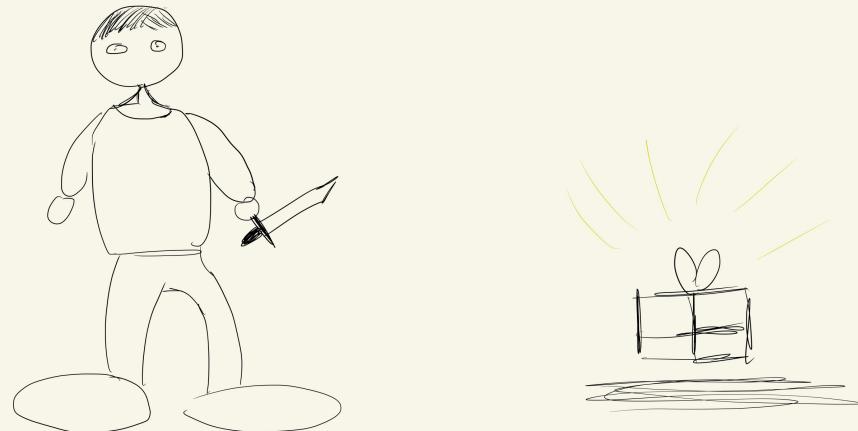
Dragon



Dragon



Dragon



Reflect: I helped me create the mechanics of the game and how it would be played.

#### 4.2 Try out low-fi prototypes

Describe how you tried out your low-fi prototypes. Describe what you learned about your low-fi prototypes: what worked and what didn't work? Describe the feedback you received from tutor, partner, users, colleagues, friends, family...

*When trying the prototype on a family member, everything worked well, all the integration worked as intended. I was told to that the main issue is that if you chose the mountain instead of the village, you could just skip a big part of the “game”. So for the high-fi prototype I will add a way so that the user/player has to go to the village to arrive to the end. Also the fact that you can end up on the dragon first try was a bit disappointing to the person testing as they want to see what was behind the other cave entrance.*

*Reflect: this helped me fix issues and come up with new ideas that I had not thought of before*

#### 4.3 Evaluation of low-fi prototypes

*Describe what you learned from discussing your low-fi prototypes with your partner. Describe new ideas and improvements you came up with because of this.*

*We found that the prototype needed more narrative improvements such as creating a more in-depth story. We also decided to create the game as a pixelated RPG game and began by creating the NPCs. There were a lot of improvements to create ranging from the design of the prototype, the narrative, the interacting with the different elements.*

*Reflect: it was very important to discuss it with my partner as it allowed us to see that we needed to work on the narrative of the experience. It strengthened the experience as it made it more engaging for the user*

#### 4.4 High-fi digital prototype

*Add screen captures of important aspects and improvements in your high-fi digital prototype. For each screen capture describe what you changed and why. To show off your iteration you could add a screen shot of the old version next to the new version so we can compare.*



*The style was changed into a more pixel world to give it a more game style*



*The dialog was made longer to avoid having a game that is too short*



*Options were added to have a better sense of autonomy and give a feel to the user that their choice matters*



*To avoid going to the final part without passing by the two other steps, a character was added blocking the way to it.*



*Reflect: I saw my idea come to life and it really helped me with motivation and to know that this was the right decision*

**\*\*PLEASE NOTE\*\*: Make sure we see the differences with the final prototype that you will hand in as a team.**

#### 4.5 Try out high-fi digital prototype

*Describe how you tried out your high-fi prototype. Describe what you learned about your high-fi prototypes: what worked and what didn't work? Describe the feedback you received from tutor, partner, users, colleagues, friends, family...*

*I sent the link to the of the prototype to my friends and they tried it out. Every feature worked as intended, the two different paths possible also worked perfectly fine. Most people were impressed by the looks of it, and how finished it is. There was no constructive criticism.*

*Reflect: this helped me fix issues and to have the final visual or last mechanics changes.*

#### 4.6 Evaluation of high-fi digital prototypes

*Describe what you learned from discussing your high-fi prototypes with your partner.*

*Describe how your prototypes are fulfilling your design vision and what you will change either in your design vision or improving in the final prototype.*

*Both our prototypes are fulfilling most of the design vision, we are giving the user a choice that give them a sense of autonomy, the story telling is there but can be worked on for the final prototype a few steps could be added to make the story more grabbing in my prototype. We were also told about the normality of the design as it just includes clicking, but with the amount of time remaining creating a another mechanic for the game would prove to be difficult and time consuming*

*Reflect: It was very useful to look back on the design vision as it made sure we did not stray away from it. The criteria helped to check that we had everything we needed.*

## 5 Test (week 18)

### 5.1 Test Final prototype

*Describe how you tested your Final prototype. Add pictures and notes from your test.*

*Describe what you learned and what you want to tweak or change.*

*The overall experience was enjoyed by the user and similarly to the high-fi trial the Game Over frame got complimented, but more immortally the final reward frame was especially enjoyed by the user as the addition of the winning sound made it more enjoyable. I was given a note on the clicking sound of the first two frames which is supposed to resemble a mouse click to make the experience more immersive; however, when starting the game, the click sound changes to a sound similar to an RPG game. The addition of sound throughout the experience also got the prototype compliments. Once testing started I was also able to find a typo that I did not see before as the user pointed out for me.*

*Reflect: well the first low-fi prototype made me realise the big and important changes needed whilst the high end one was minor changes that could be implemented to make it cooler or perform better.*

### 5.2 Review of your Design Thinking Process

*Answer the questions above. Don't forget to use and refer to the reading material.*

Designing is not as easy as I thought, a lot of factors can make a design very different and what I see is very often not what the client sees. When designing for someone else like the users, you must keep in mind that what you want is not often what they want. It is very important that what the user says is what you have to do and not something similar unless instructed to.

I think that I'm good at the define mode of the design thinking process. Laying out the relevant information helped to develop a product that is relevant to the user's need. I personally really need to improve the ideate part as I can find an idea for the product but sketching these ideas become either very repetitive or I am unable to show the idea I have in a drawing form. It didn't really affect my result of the final prototype as I already had an idea before the ideating phase but for the filling up the research journal it was an issue as I needed a lot more ideas and sketches. I think the most important phase of designing is the define phase, as it is important to properly display the user information needed. It allows to have a great overview of the user and make sure that the product made is properly tailored to the user, their opinion is the most important.

I got into the mindset in the prototype phase. I made many storyboards to show how the prototype would work which is the show don't tell aspect, this allowed me to easily share the ideas with my partner and those that needed to see it. I think an aspect I need to work on more is radical collaboration. I tend to work alone most of the time leaving me with a limited number of ideas or solutions. I will sometimes ask one person but never more as I prefer to be able to do things by myself.

For this project I would have definitely planned my time more carefully and make sure that I can fill up all the necessary information such as the 30 ideas before going ahead with my favourite idea. The thing is I had an idea before doing the proper ideation phase meaning my

mind was not able to come up with many different ideas. In the future by following the things I can improve, I think that I would discard any ideas before the ideation phase and make sure to come up with as many ideas as possible before setting my mind on one.