**IM3080 Design and Innovation Project (AY20xx/xx Semester x)**

**Individual Report**

Name: Clio Chuang Chia Hsin

Group No: 2

Project Title: FLOAT

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

1. Led the overall concept and design direction

I managed the design side of the application, which means first coming up with the overall concept of the app and then deciding how we can boost it from the original app. While the entire team decided on the specific features that we wanted to develop, my job was to lead the team to tie these features together into a complete storyline and gamify the user’s experience. From there, we constructed the wireframes and designed the user flow.

1. Illustrations

Since we wanted to the app to look cute and amicable, we decided on an illustrative and crayon look. This means that the main bulk of the illustrations had to go through my hands. I had the privilege of recreating everyone’s contributions, from the logo to the mascot. It was difficult however to delegate the illustrations for the overall pages and thus I was tasked to illustrate all the different activities and any stills that the team required anywhere during the project.

1. UI and creation of components for 1.0

Everyone discussed the overarching structure of the app and created the wireframes together. I oversaw how everything worked together cohesively. and that the narrative we were putting out there for the user to experience made sense. After which I also created certain reusable elements that can be taken and used across the different pages. This is meant to achieve 2 goals, the first for everything to look cohesive, and the second to ease off the load from the front-end.

1. UI for 2.0

It was mainly Amanda and I who worked on the UI designed for 2.0, which we passed to front-end side so that they could make our designs happen. We worked back and forth with front-end to find something that worked for both.

1. Illustration and animation for video

For the front part of the video, there is a short, animated clip from the start to the transition to the planets, which Violin and Hao Weng tasked me to illustrate the scenes according to their ideas. Since the scenes were rather straightforward, I created an animation for the scene and the transition.

**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: Design/development of Solutions

It was my first time trying out UI/UX design, which means that there were a lot to learn about it. There were a lot of youtube videos involved while I tried to familiarize myself with user experience in mobile applications, as well as the how to use design to guide the viewers. I also took advice during the weekly meetings with our professors on the look of our app and how we can make it look more inviting and pleasing to the eye. I also had a lot to learn on the technical part, which was mainly on Figma. The application is something completely unfamiliar with me, but thanks to its similarities to the Adobe suite and its user-friendliness, I was able to quickly learn the basics, from youtube as well as existing figma templates.

Point 2: Communication

I was assigned the task of leading the design team, which meant that I would need to lead the discussion in conceptualizing and visualizing the app, and discuss how we would enhance the user’s experience from the existing app. The online meetings made it rather difficult for the team to bond especially at the start of the project. Everyone was a little shy and hesitant during discussions in larger groups, so we broke into smaller ones. In the beginning I had to jump between the different breakout rooms to facilitate the discussion as well as be aware of what was going on in each of the smaller groups. There were some hiccups and miscommunication along the way when we didn’t necessarily understand what another person meant until we built the wireframes or designs to realise it was different from what others expected. Thankfully everyone was eager to contribute and make any feedbacks once we felt more comfortable with one another and our efficiency propelled from there, allowing us to quickly come up with the wireframes, logo as well as the overall concept that we revolved our project around. This made me realise the importance of finding an effective way to communicate. Making sure everyone is on the same page is much harder online than in real-life, but I am glad we manage to overcome the problems we had and go forth together as a team.