1. Style Guide based on ethos – programmer, game developer, illustrator, designer, content strategist etc.

Based on projects selected – UX Design

Potential: Game developer/UX Designer.

1. Process Analysis – 2 Projects, 250 – 300 words each.

Project 1 – MakerLabs: Website Redesign

The goal of this project was to work with a business, in this case MakerLabs, to find a problem through methods such as cultural probes. Upon discovering problems areas within the business, we were to come up with a solution. Our initial process in doing so involved the observation of the space, learning about the business workflow, and model. After which, we conducted interviews with both employees and users of the space to explore potential problems areas. In doing so, we noticed the business relied heavily on their website for providing information to both new and old customers. However, the content and layout were not intuitive and difficult to navigate due to important content being hidden behind various pages.

Thus, we began looking at the websites information hierarchy and how to improve it. This process involved an analysis of both the current website and other websites belonging to competitors. In doing so we began interviewing employees one on one to get a stronger understanding of their needs and where friction points lied within the website and how this translated into the physical work environment. After doing so, we implemented cultural probes which were presented within a box to obtain more information through an abstract method. What we found was that the MakerLabs team wanted to invest more resources into the growth of the company, however, they spend a large portion of their time responding to emails and providing answer that already exist on the website. Through our research we found a direction in which to focus on when building the website for the company.

Throughout the project my main focus was filming, website interface development, research, and ideating cultural probes.

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Project 2 – Humango: App Development

The goal of this project was to build out an app, focusing primarily on interaction design over development. We build an app, which was focused on bringing people together to go out and explore new cuisine. Therefore, the design was focused on visuals to help motivate and social interactions. The design process began with brainstorming ideas for building a food app. After coming up with a general list of ideas, we began looking at current apps in the market which involved food and looking at the target audience. After researching a variety of applications, we decided there was a market for users wanting to visit restaurants, particularly in Vancouver, but going alone is not enjoyable and planning with friends limits people for this exploration.

Therefore, we set out to create an application where strangers could meet and try new foods, which would help stimulate conversations and appeal to those who are considered “foodies”.

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3. Drafted Biography – 100 words.

Ricky Lalli is a 5th year SIAT student who plans to graduate at the end of 2018 from SFU. He is currently working at the City of Vancouver in the Engineering department. Previously he worked at the City of Burnaby as a junior UX designer. A majority of his time is spent working in teams to develop various projects within the tech industry. A large portion of which are related to game design, UX design, and programming. Outside of school projects and work, Ricky spends his leisure time working on mechanical projects, reading tech news, and playing video games.

4. Generate Initial HTML/CSS file

Unclear – ask TA

1. Git Repository Setup

Initialized – saved to S: drive.