

MOOK

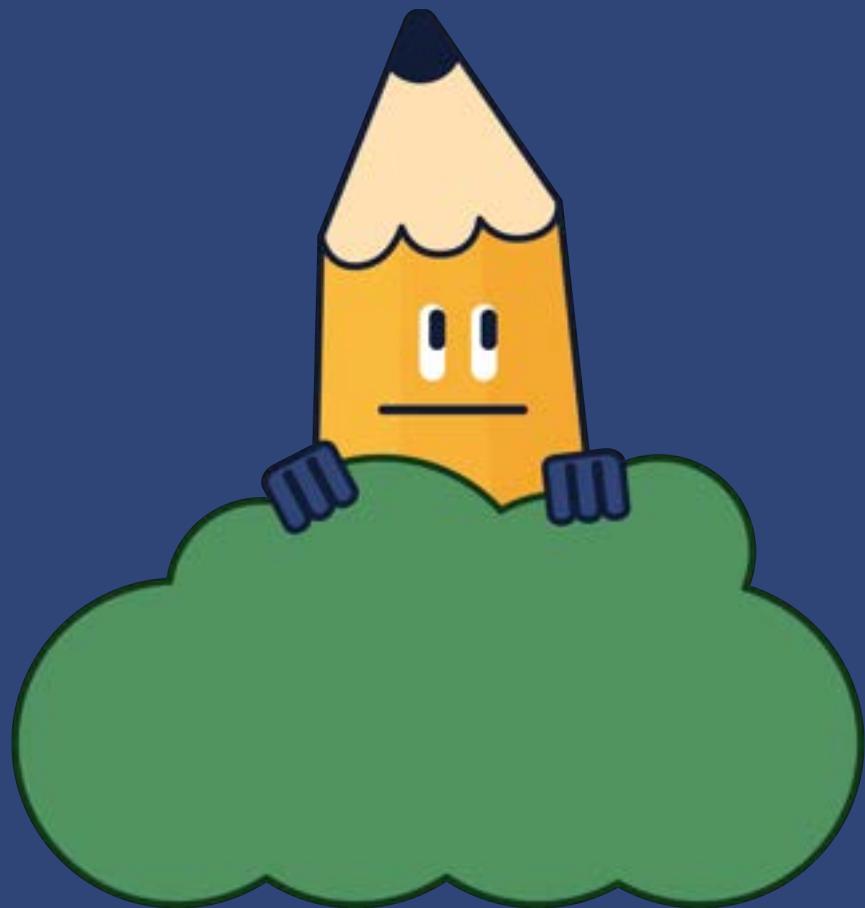
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LISA LY, BAILEY PARROT,
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UX Research



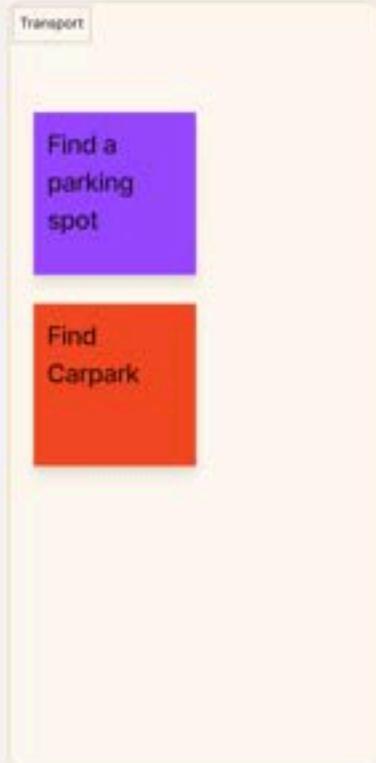
(WHAT) Nook is an intuitive and user friendly mobile application specifically (WHO) developed for students (WHERE) based at Monash Caulfield campus. The app aims to enhance the study experience by providing a seamless way for students to locate and access available study spaces on campus.

(WHEN) With a real-time seat availability feature, Nook assists users to efficiently navigate the campus and identify open study areas without the frustration of searching aimlessly. Whether a student is looking for a quiet zone, a collaborative group space, or a tech-equipped area, Nook makes it easier to find the right spot (HOW) by offering customisable filters and directions that align with their specific needs.

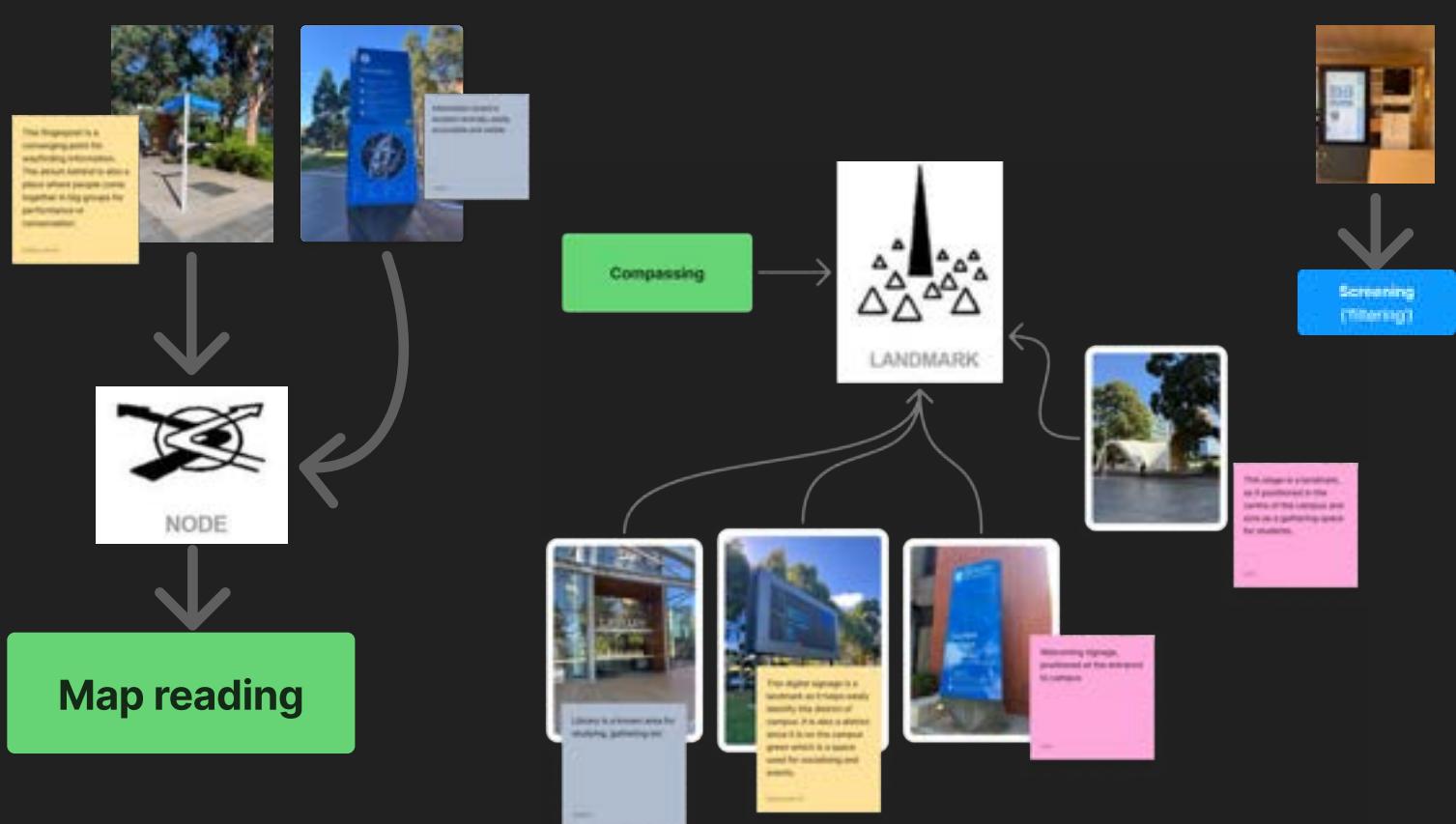
(WHY) By simplifying the process of finding suitable study environments, Nook aids students to make the most of their time on campus, promoting productivity and reducing stress particularly during busy periods.

5W1H STATEMENT:

Sorting Cards

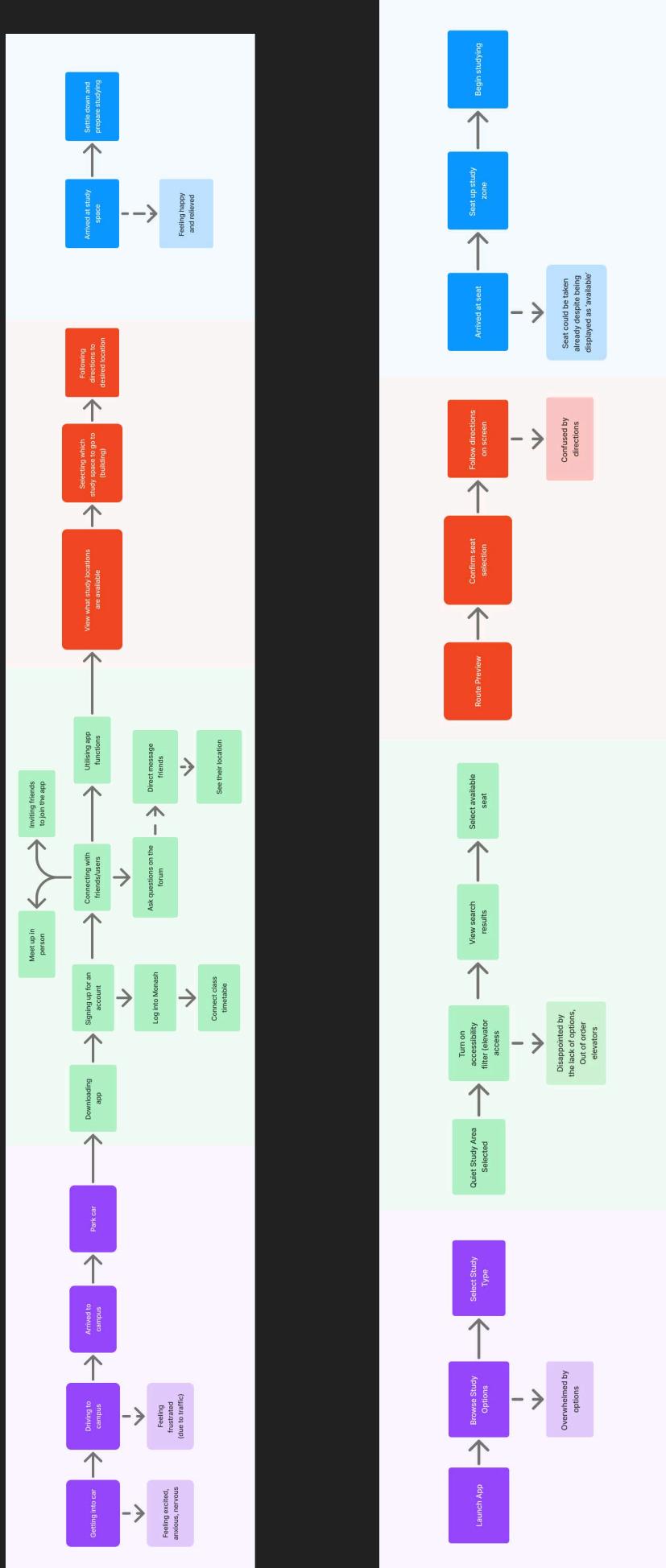


CARD SORTS



PLACE ARCHETYPES & WAYFINDING

During our research, we chose to focus primarily on nodes and landmarks, as these were essential to how we first learned to navigate Caulfield Campus as first-year students. Landmarks such as the library, The Green, and the large digital signage served as key reference points, helping us orient ourselves and locate others. Nodes, particularly the prominent signage distributed around campus, acted as checkpoints, allowing us to confirm we were moving in the right direction. Additionally, within the library, screening is used to identify available resources and their locations more precisely.



EXPERIENCE FLOWS



EMPATHY MAPS & PERSONAE



Nick Drevelis

Age: 22
Gender: Male
Location: Melbourne, VIC
Job Occupation: Full-time Student

"I'm always lost"

Bio

Nick is a third-year university student who recently moved from Sydney to live on campus at Monash University. As he adjusts to a new environment, he often struggles to find lecture halls, labs, and meeting spots across the busy campus.

He works a low-paying casual job at a bookshop, so managing his time and avoiding delays is important. Nick is tech-savvy and uses his phone for everything. Because he has mild dyslexia, he prefers apps that use simple layouts, visual cues, icons, and clean fonts to help him navigate quickly and easily.

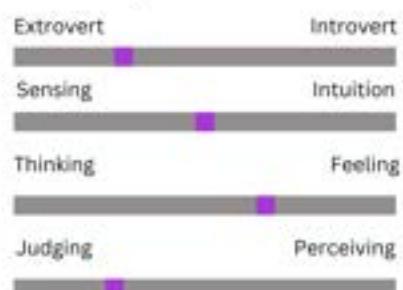
Goals

- To learn how to find his way around campus
- To reduce time getting lost
- To want to come on campus

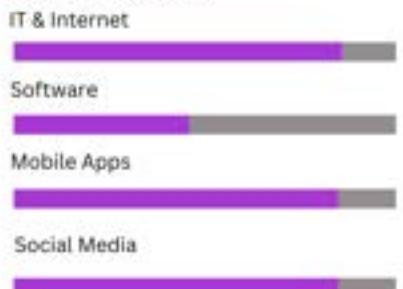
Pain Points

- Struggles with reading and writing
- Doesn't feel confident if he is not in control of his surroundings
- Gets overwhelmed by overly detailed or text-heavy apps

Personality

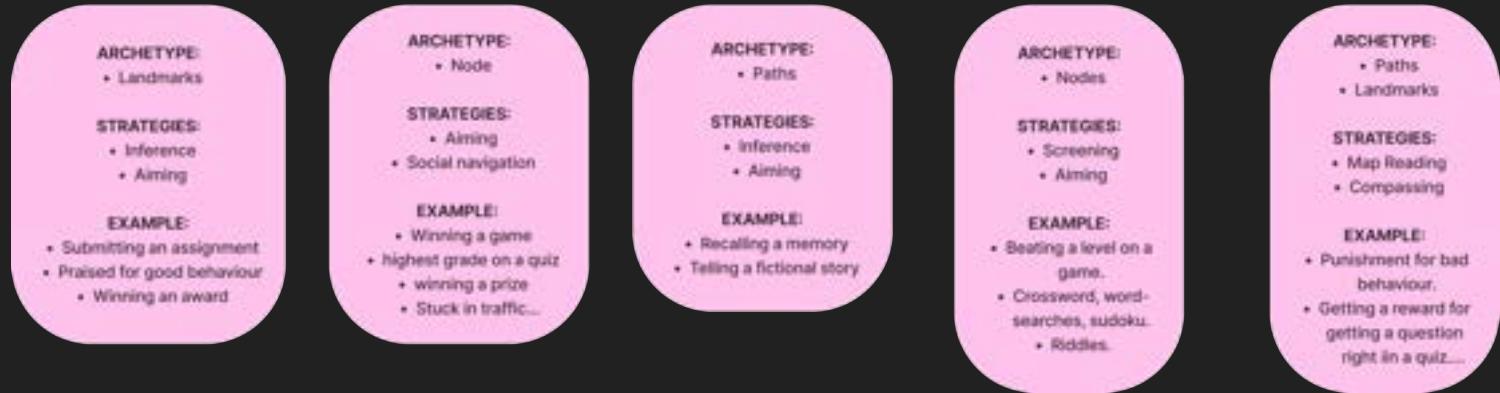


Technology Use



Brands





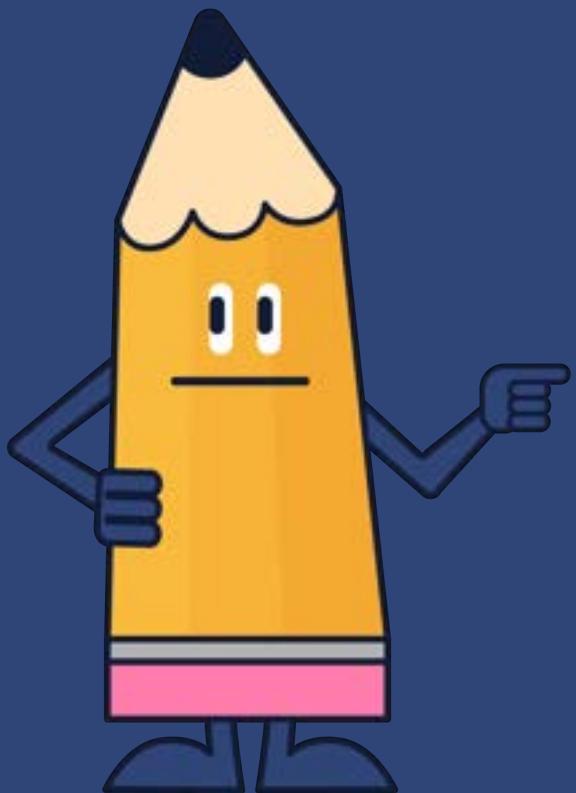


Parrot, Bailey. Storyboarding

USER STORIES

Thomas initially feels frustrated because his friends want to meet on campus, but he is unsure how to navigate there. He downloads the NOOK app directly from a NOOK kiosk on campus. Using the app, he selects the meeting location and follows the AR navigation feature to guide him to the booked area, where he is finally able to find his friends.

IA, Lo-fi Wireframes & Video Test

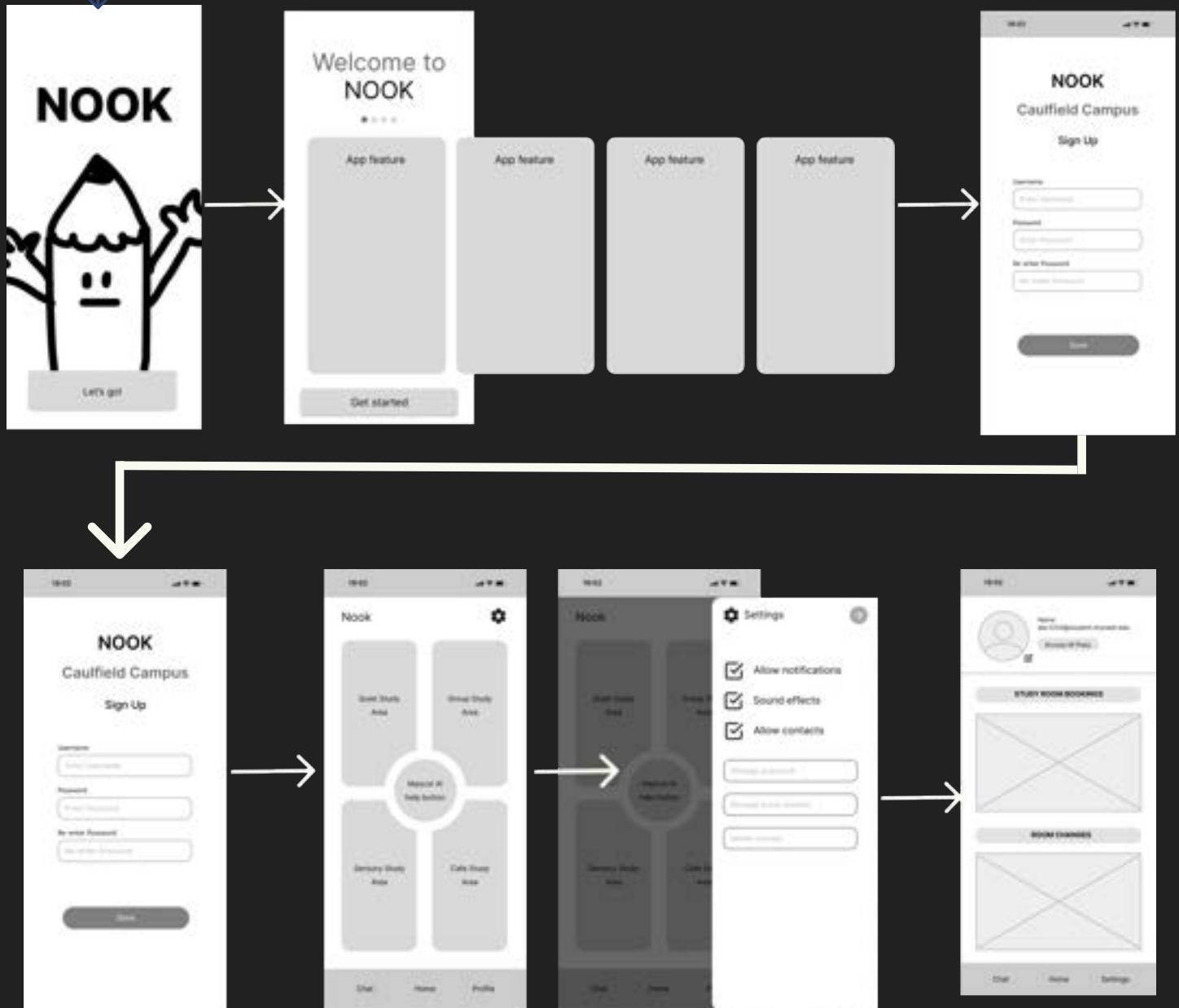




SITEMAP / INFORMATION ARCHITECTURE

The app was organised in this manner as it is similar to many other app formats creating a sense of familiarity. After the user logs into the app they there are five options on the home page that will either help the user book a study space, find a seat or message their friends or NOOK about FAQs (AI feature)

Nook is both the name of the app and the name of the mascot. He is a friendly helper for the user

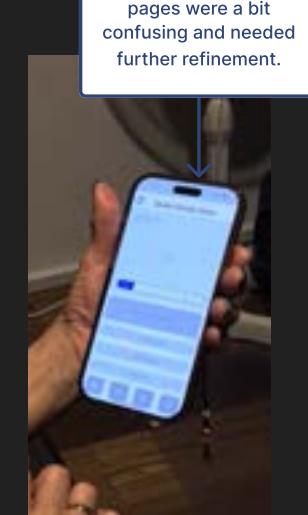
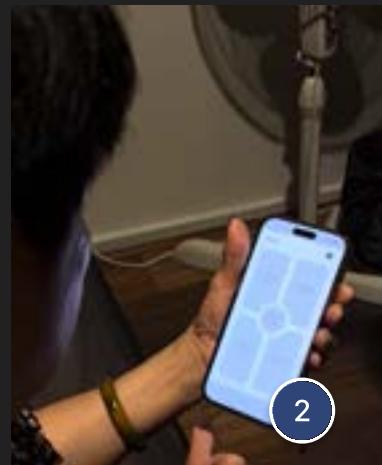
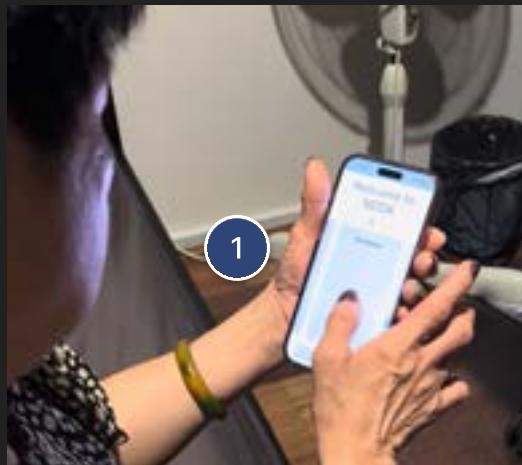


LO-FI WIREFRAMES



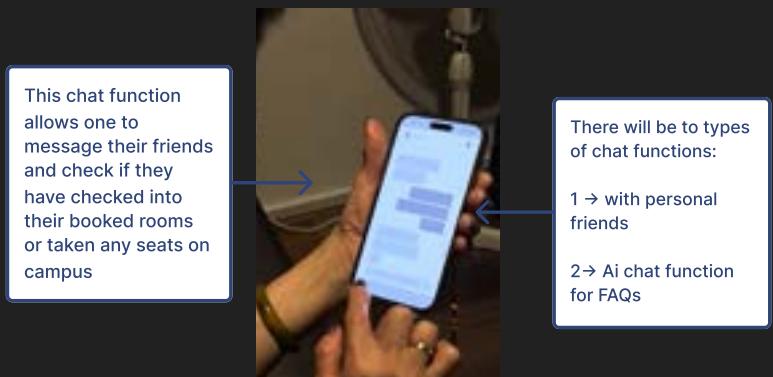
LO-FI WIREFRAMES

<https://www.youtube.com/watch?v=oavMtUWDBTM>



- 1 When first opening the app the onboarding screen with the use of pagination will help inform the user on how the app works and what features it has. If the user already knows how to use the app, they have the option of skipping and moving forward to the sign in/ login page.

- 2 The homepage has four main functions:
- FAQ or Help feature
 - booking features for:
 - quiet study area
 - group study area
 - sensory study area
 - cafe study area



Observations

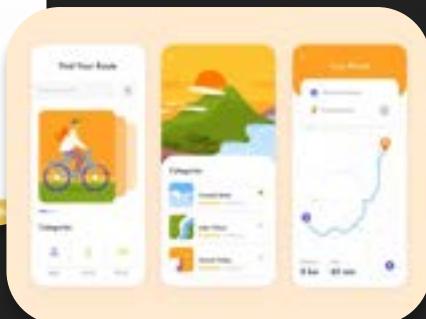
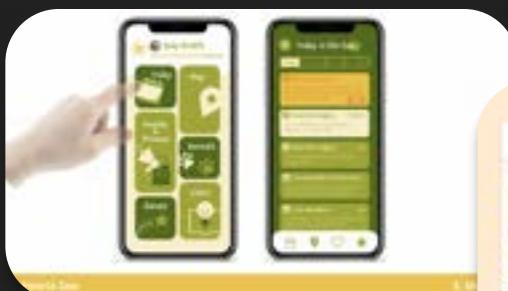
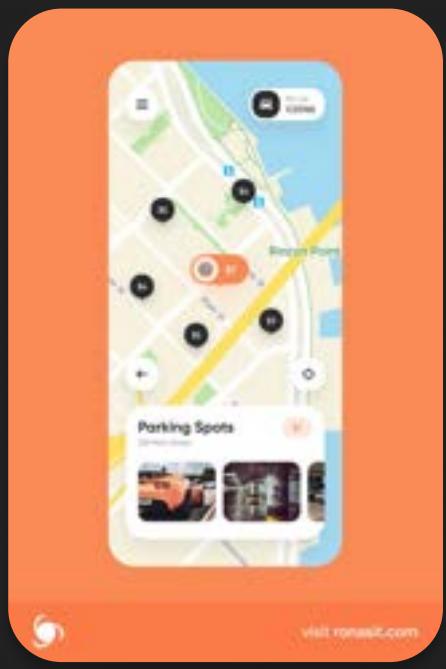
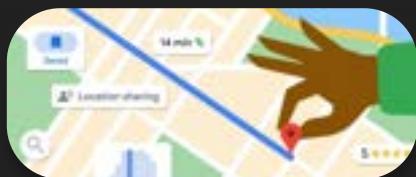
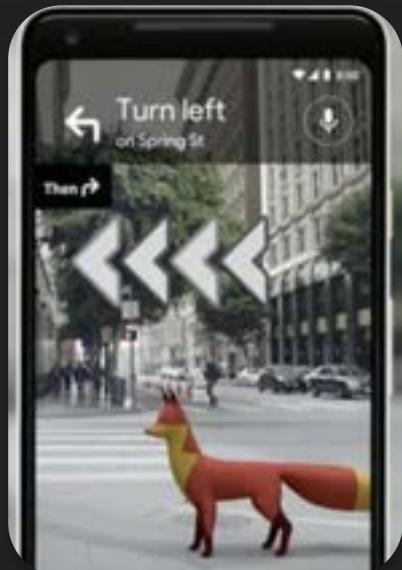
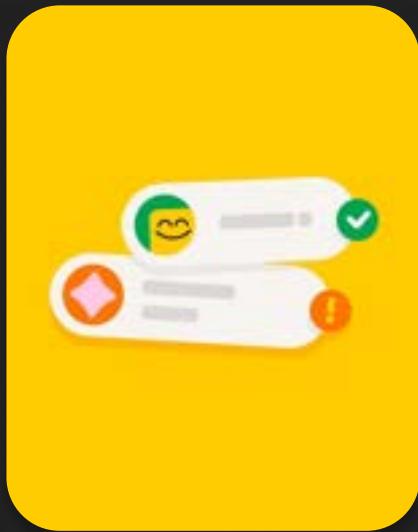
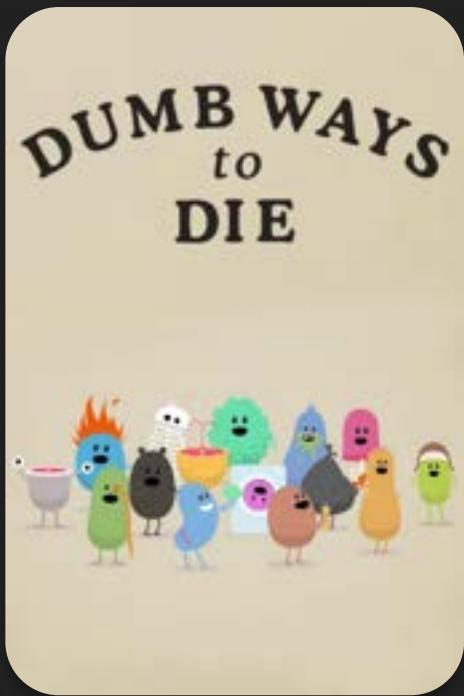
- The app seemed to be less intuitive without direction, therefore there needed to be clearer labeling.
- The actual booking function also seemed messy and unclear on how to book a room.
- Some of the icons also needed explaining either by having the word under the icon or when first downloading the app there should be a tutorial on what everything means as the pagination will not be able to explain everything.

VIDEO TEST

YouTube/Vimeo link: <https://www.youtube.com/shorts/HZbiHrGQQ7U>

Moodboard & Style Guide





FFEDE1
F9FBF2
D7F9FF
AFCBFF
0E1C36

MOODBOARD

We gravitated towards soft pastel colour palette, chosen for its inherent calming and welcoming qualities. This was intentionally paired with components featuring rounded edges, a design decision chosen to create a playful, approachable, and 'bubbly' overall feel for the interface. During our research, we also came across a great example, a simple, charming character in a TikTok video that guided someone to their destination. This showed us how a friendly face could really simplify complex directions. So, we decided to introduce a mascot into our app. Our hope is that this helper will not only guide our users smoothly but also make them feel truly welcomed and at ease every step of the way.

Aa

TYPEFACE

Inter - Regular
Inter - Semi Bold
Inter - Bold
Inter - Extra Bold
Inter - Black

BODY - 16PT

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

BODY - 14PT

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

CAPITALISED

BRAINSTORM DIFFERENT IDEAS

Heading 1

Heading 2

Heading 3

Heading 4

Aa

TYPEFACE

Burghi - small
Burghi - big

BODY - 16PT

Heading 1

Heading 2

Heading 3

Heading 4

BODY - 14PT

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

CAPITALISED

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

BRAINSTORM DIFFERENT IDEAS

Primary (titles)



Background



Text



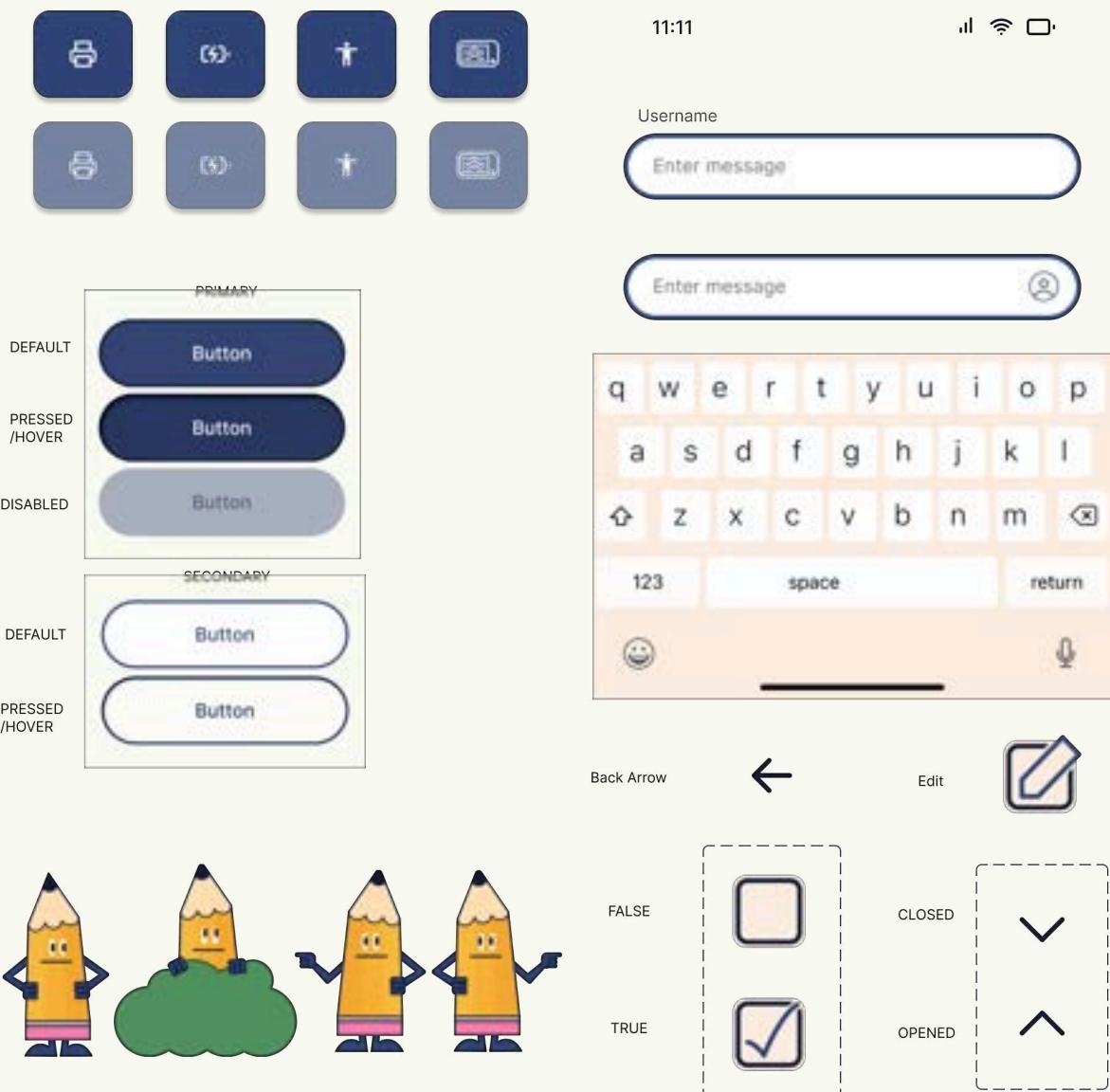
System



STYLE GUIDE

A common typeface that is used on most apps is Inter so we also decided to incorporate in our design as it is clear to read. For the logo design we used Burghi as it was a fun and playful font as it matches the vibes of our character NOOK.

Our colour pallet consists Oxford Blue as our Primary, Linen and Ivory as our background colours and Dark Moderate Blue.

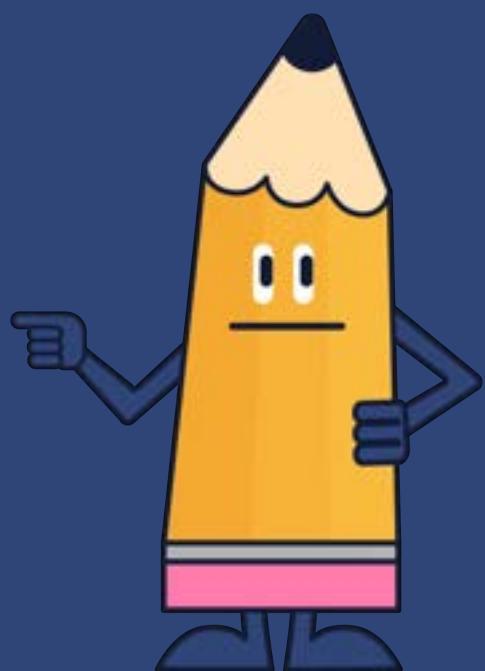


UI STYLE

We created components that follow the colour palette. We also developed our derpy character NOOK who will guide users to their selected rooms/ seats.

We extended this colour palette to pop-ups and our keyboard - especially since the Linen background was much more warm and inviting than a stark white. For our overall style we incorporated shapes with rounded edges since this was more calm and soft, matching with the intention of our app reducing stress and making wayfinding easier.

Artist Impressions





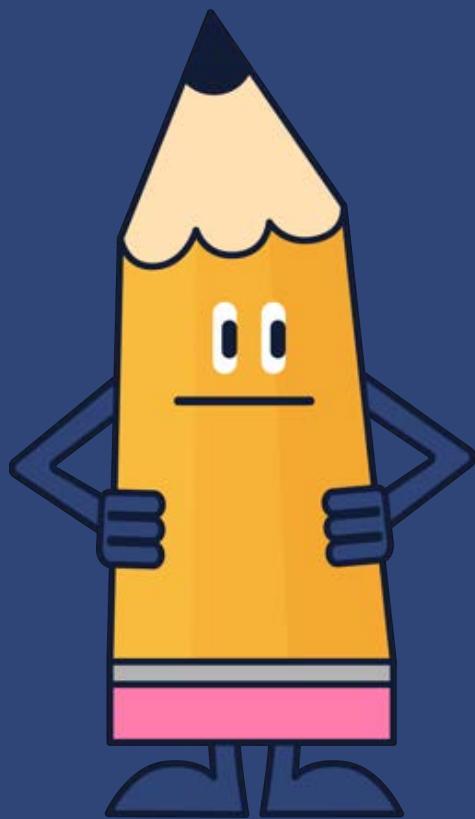
Beyond just the app itself, we also needed a strategy to reach students who don't yet have it, ensuring our booking solution is accessible to everyone on campus. digital signages act as a powerful awareness tool for our app. Students passing by can simply scan a QR code to instantly download the app to their phones, giving them full access to all its features for future bookings. Crucially, for those students needing a space right then and there, the signage offers an immediate solution. They can book directly from the screen itself, without needing to download the app or even create an account. This provides unparalleled convenience for quick, on-the-spot needs.

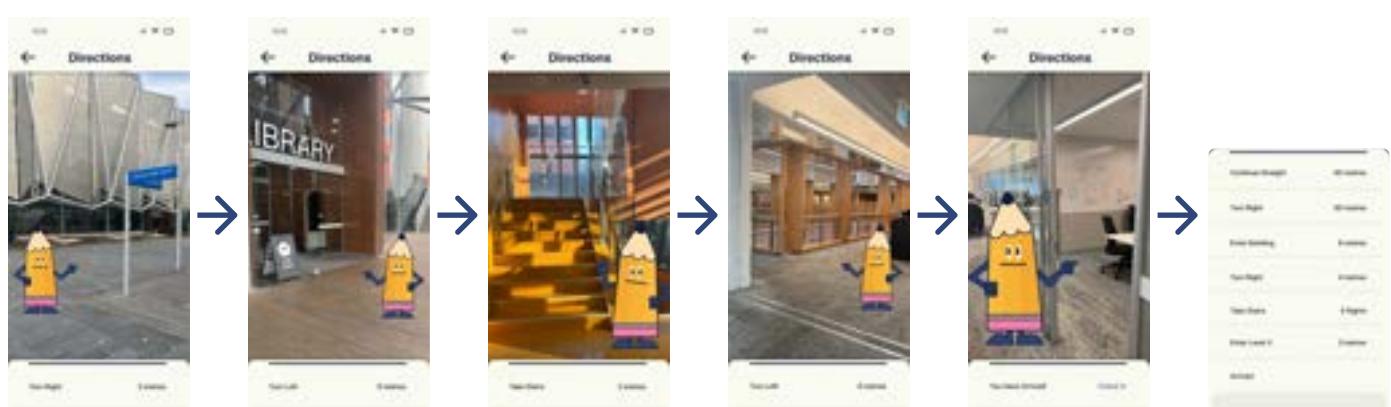
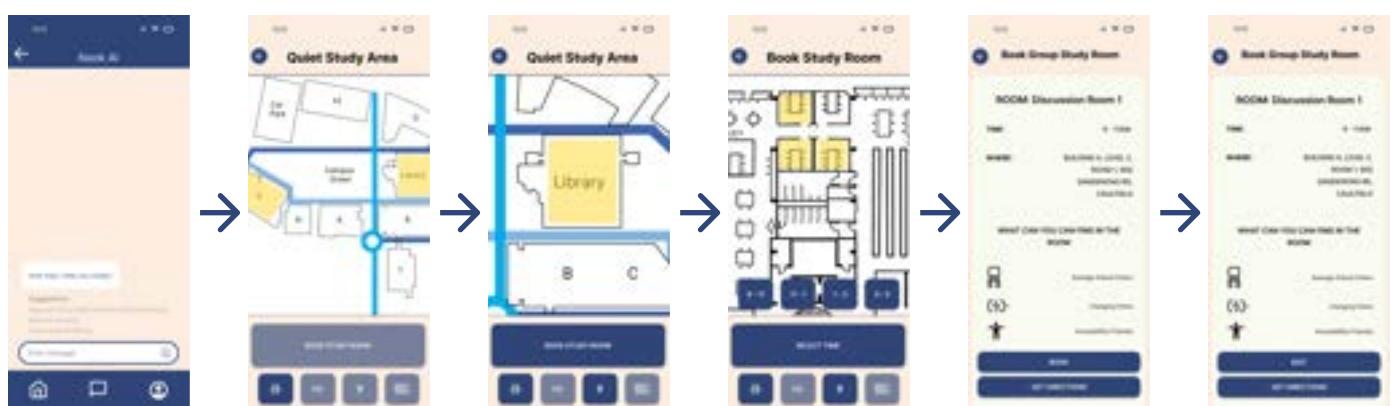
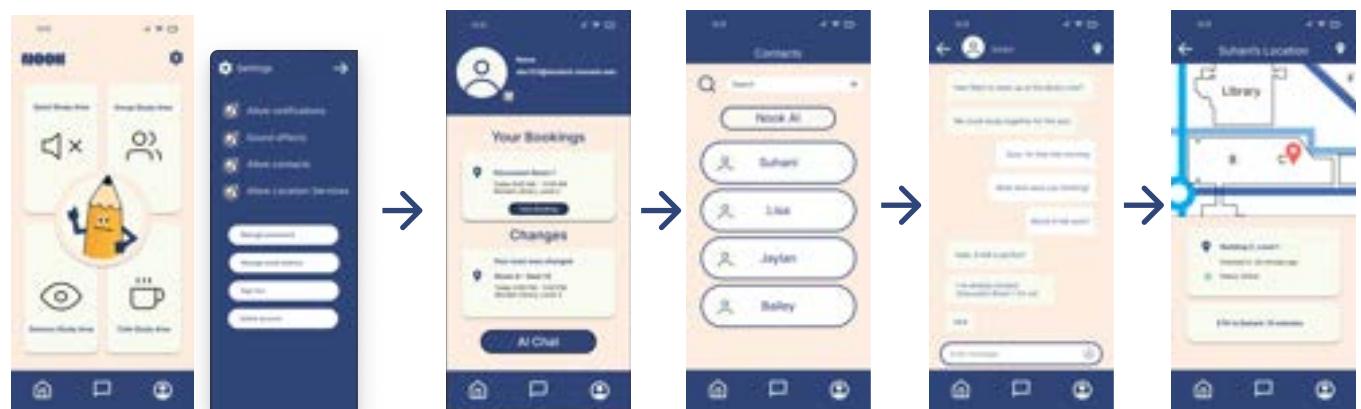
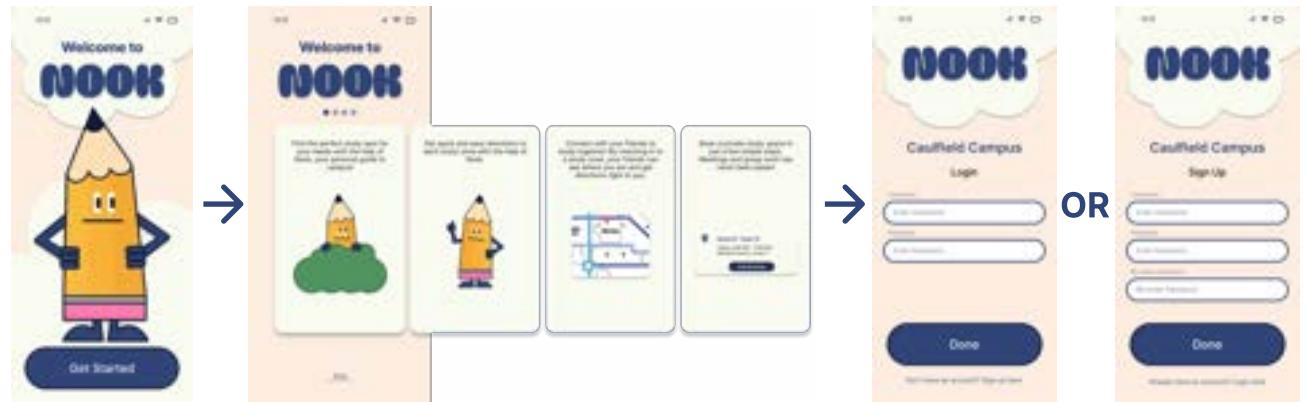


On the left, the mockup positioned within a key high-traffic area, like a library entrance. This design clearly showcases our Nook app branding, ensuring immediate recognition. Notice the prominent QR code, making it incredibly easy for students to simply scan and download the Nook app directly to their phones. And right below, the large 'Book a Space' button is where students can tap directly on the screen to instantly book a study area, even if they don't have the app yet, ensuring immediate access to our services.

The mockup on the right demonstrates how our signage integrates into broader campus information points, perhaps near a building entrance or a central hub. Here, our mascot continues to act as a visual guide alongside essential campus information, like floor directories.

Hi-fi Wireframes





HI-FI WIREFRAMES

[Link to Working Prototype on Figma](#)

Reflection & Summary



REFLECTION & SUMMARY

During this UX unit, I have gained valuable experience in both design and teamwork. Throughout the project, I contributed to creating the user persona, designing icons, structuring the navigation flow of the app, and selecting the colour palette and typography to ensure a cohesive visual identity. These tasks helped me apply theoretical knowledge to real-world design challenges.

One of the most difficult aspects of the workshop was managing the tight timeframes, especially when it came to producing high-fidelity wireframes quickly. Balancing the need for quality with the pressure of time was a significant challenge for our group. It required quick decision-making and prioritisation of tasks, which sometimes meant compromising on design polish or exploration.

Reflecting on the experience, I believe the project could be improved by adjusting the allocation of time across phases. Specifically, less time could be spent on the early planning and research stages, allowing more time and focus on the low-fidelity and high-fidelity wireframe development. Additionally, having more in-class support or templates during the design phases could help streamline the process and reduce the pressure on groups to complete complex tasks independently within a short timeframe. Overall, this project has enhanced my skills in design thinking, collaboration, and time management, skills that I will continue to develop in future UX projects.



References

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