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Master Thesis Project

Initial Brief

"Create an application that supports people in reducing their electricity bill by helping them shift their electricity consumption"

Process

User Study Highlights

Analysis of Interviews

As part of the deployment test, I conducted interviews with six participants. I analyzed this data in a top-down approach using a practice framework as the categorization metric.

Initial Coding

Each interview was coded, noting statements about practices, motivations, and expectations.

Clustering and Categorization

Linked codes and clustered with similarity in mind, creating a hierarchical structure.

Translation into Themes

Each cluster is translated into actionable insights related to means or ends of practice.

Workshop Creations

I conducted two design workshops to translate participant users created concepts. The idea of these concepts is not necessarily to translate them directly into designs, but rather to let the users express their needs, challenges, and preferences through their ideas.

First Workshop User Created Concepts

Second Workshop User Created Concepts

In both cases, the users were asked to present their creations, and the creations were analyzed using a mind map approach. Through this, similar ideas are clustered based on the core of the idea, before noting connections between clusters and previous statements by the participants.

User Journey

I created a user journey outlining the process from initial realization of need to anticated user. This includes potential questions for each step, as well as the initial ask as outlined by study participants.

Examine	Elect	Evaluate	Entrust
User notices electricity bill has increased	User downloads red-based co-factors app	User uses app to reschedule appliances in accordance with price / personal schedule	User is presented with savings and is pleased
How do users find product?	Which factors are important? Which Promised features? Which requirements?		How are savings presented? Which factor do we compare to? How do we present savings? How do we show how performance is poor?
User must use appliance	User uses app to reschedule in accordance with their schedule	User selects time based on price, environmental savings and convenience	User uses appliance at selected time
What if prices differences are unimpressive? How do we prevent syncing? Do we outnumber savings?		Do we nudge the user or allow total freedom? Are users discouraged if they have missed a suitable time slot?	

Other Projects

STRNGTHN

A personal passion project I have been tinkering with for a while.

STRNGTHN

A also comes in dark mode.

Study Space Spotter

An interactive map designed for, and in collaboration with, Aalborg University Library. Allows users to find study spaces at the library that fit specific needs. Intended for a 40" screen in portrait.

For this project I conducted interviews with representatives from the library, created a set of user personas (see next page for examples), planned, conducted, and analysed usability tests, and took part in the final design of the system.

The International Student

The Casual Group Worker Student

2 of 6 simple personas I created for my project with Aalborg University Library.

Based on interviews with users of the library and the staff.

MyWater

A close sample of some of my web design work.