

Bespoke Design Project

Design Thinking

Journal

PART II

DE HAAGSE
HOOGESCHOOL

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Academic year

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USER EXPERIENCE DESIGN

Faculty of IT & Design

CMD
COMMUNICATION & MULTIMEDIA DESIGN

Table of Contents

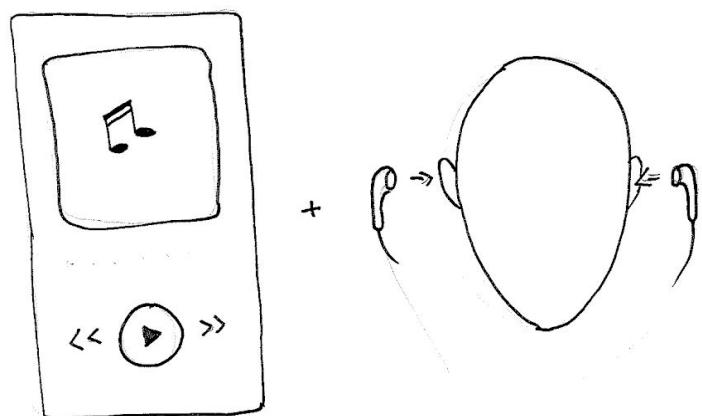
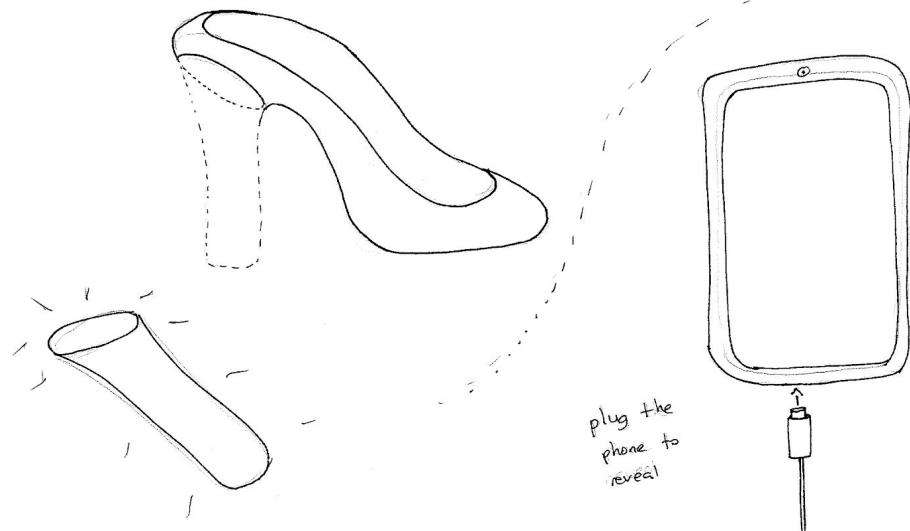
2 Step 4: Ideate (week 14)	3
2.1 <i>First sketches</i>	4
2.2 <i>Individual list of HMW's</i>	4
2.3 <i>Design Teams list of HMW's</i>	4
2.4 <i>Creative technique with instructions</i>	4
2.5 <i>Sketches</i>	4
2.6 <i>Three draft concepts</i>	4
2.7 <i>Week 14 review</i>	4
3 Step 5 Concepts & Prototypes (week 16)	5
3.1 <i>Team concepts</i>	6
3.2 <i>Final concept</i>	6
3.3 <i>Paper prototype</i>	6
3.4 <i>Physical prototype of the card</i>	6
3.5 <i>Week 16 review</i>	6
4 Step 6: Prototype (week 17)	7
4.1 <i>Draft digital prototypes</i>	8
4.2 <i>Iterations of digital prototype</i>	8
4.3 <i>Week 17 review</i>	8
5 Step 7: Test (week 18)	9
5.1 <i>Pictures, notes and reflection from tests</i>	10
5.2 <i>Review of your Design Thinking Process</i>	10
6 APPENDIX	11
Appendix A X Use if needed, remove if not X	11

1 Step 4: Ideate (week 14)

1.1

Brain dump

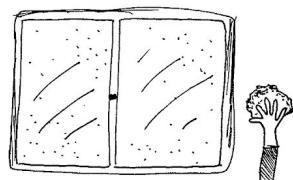
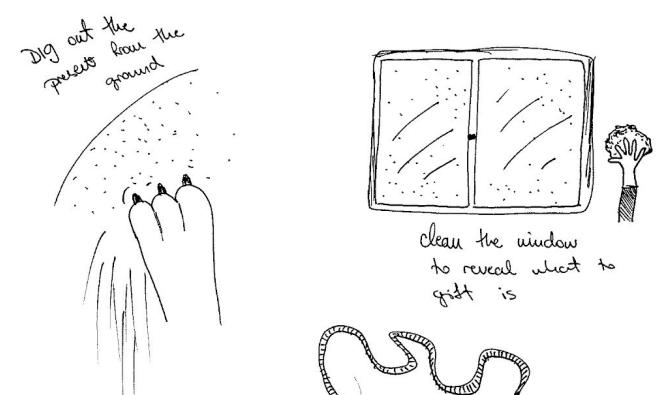
Break the heel for the present.



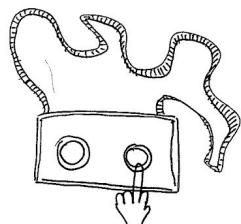
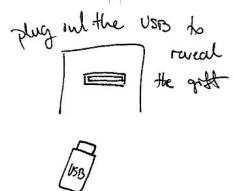
Press play + Plugin headphones to reveal.



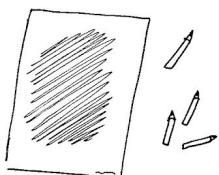
Connect the dots to reveal.
to reveal.



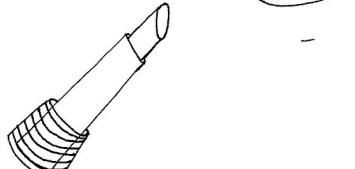
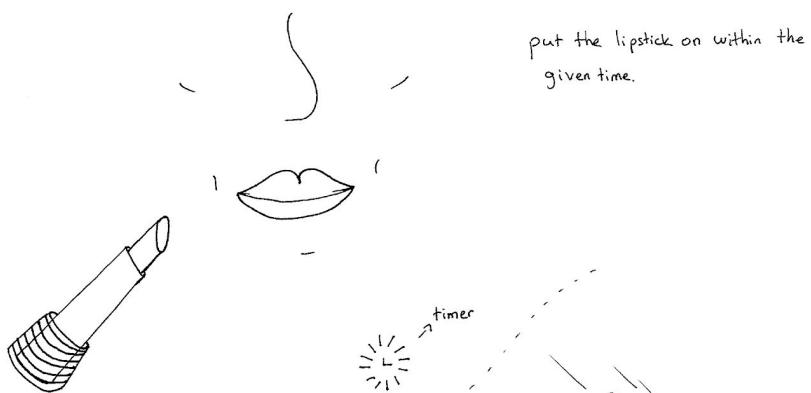
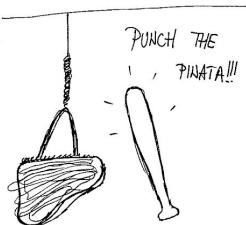
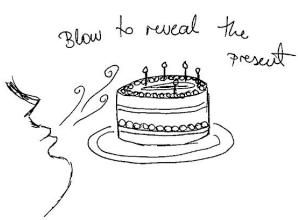
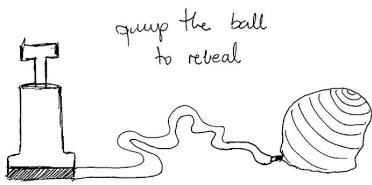
post a selfie to Instagram
for the gift to be revealed...



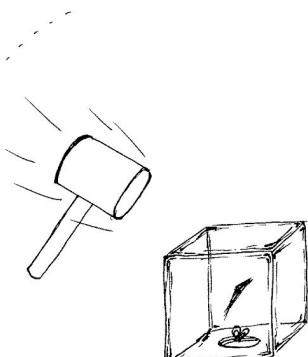
put the token
back in a cassette
to reveal the gift



color the paper
to reveal the gift



Break the ice to
reveal



1.2 Individual list of HMW's

- HMW design a tool that can be used by everyone ?
- HMW implement an emotional message in the card personalisation tool ?
- HMW implement an emotional message in the digital unwrapping ?

1.3 Design Teams list of HMW's

- HMW satisfy users popularity and recognition necessities ?
- HMW make her feel cared and supported by her friends and family ?
- HMW make our users night special ?
- HMW make our user thankful and happy with the digital unwrapping ?
- HMW make the digital unwrapping successful in order to fulfill her expectations ?
- HMW make the digital unwrapping stand out compared to others ?
- HMW take our persona out of her comfort zone ?
- HMW make our persona to feel like she never felt before ?
- HMW make her feel on top of the world with the whole experience ?
- HMW make her feel the best memories of her life once again ?

1.4 Creative technique with instructions and results

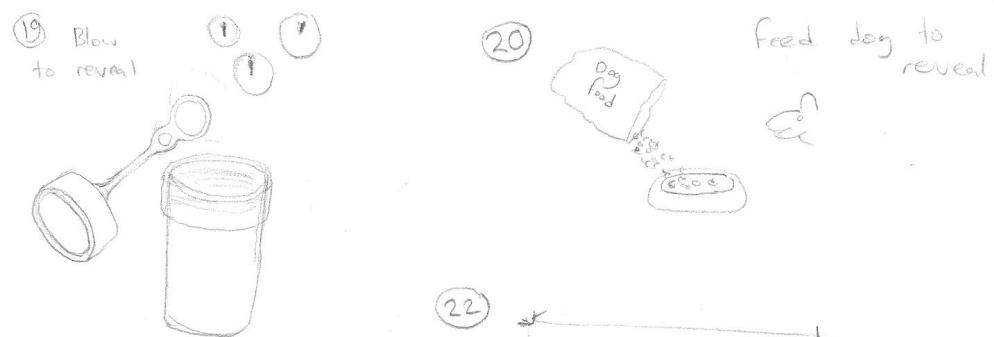
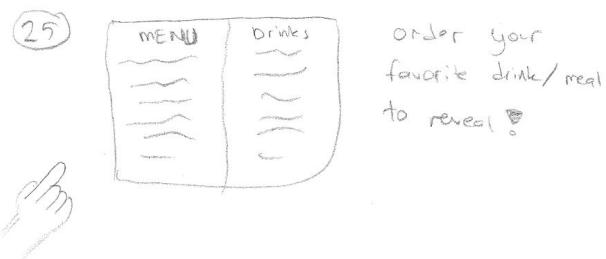
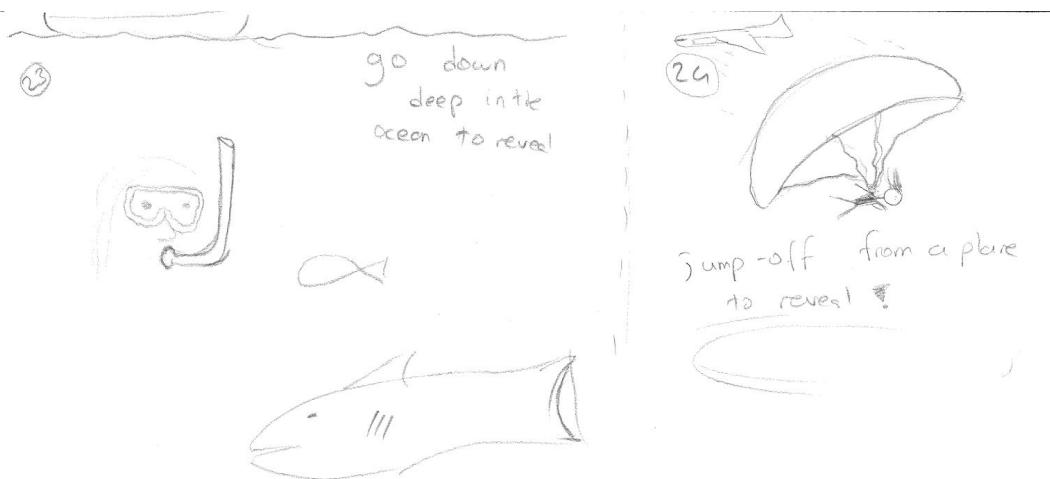
Let's say :

- Me and my partner sat down and started thinking scenarios starting with " let's say " based on our persona (Heather).
- These scenarios do not have to be relevant with heathers personality or characteristics.
- At the end of every suggestion you are supposed to add a question on how would heather change that situation.
- Example : Let's say heather is driving, how would she drive ?
Let's say heather is in the gym, how would she act ?

Brainstorming mind map :

- My partner and I did a small brainstorming session, where we put our persona in the middle and try to come up with objects that she might own around her.
- We try to be as on point as possible and try to give details of the objects.
- Example :
 - A Pink Iphone X
 - A white Maltese called Taylor

1.5 Sketches

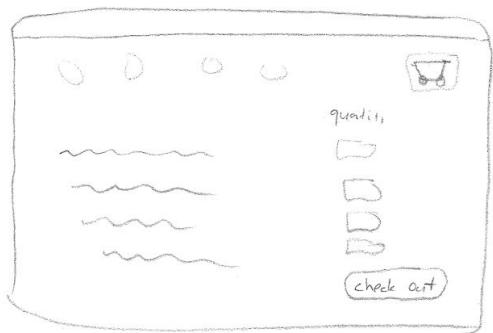


(15)



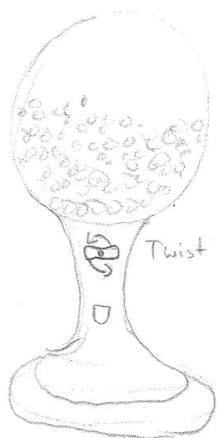
Loosen the
bulb to reveal

(16)



Do
online
shopping/
checkout
to
reveal.

(17)



(18)

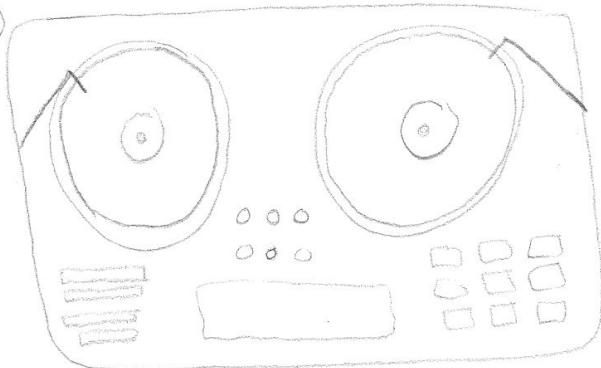


Blow the candles
to reveal

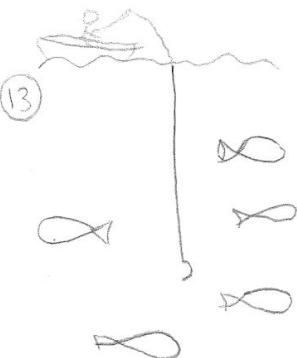
(11)



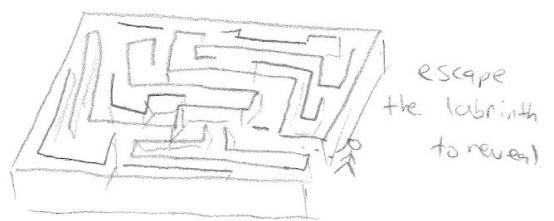
(12)



(13)



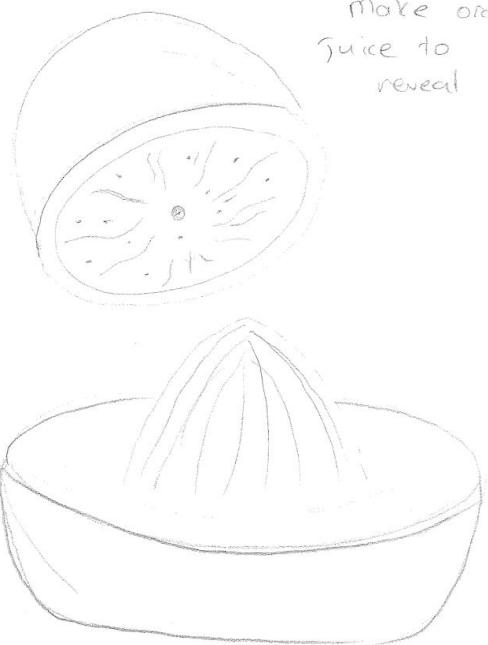
(14)



(9)



(10)

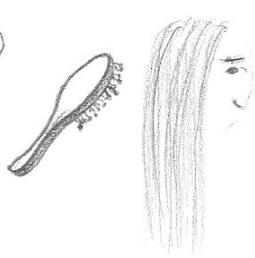


⑤



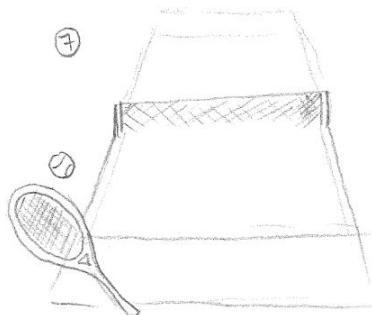
Create a cocktail
to reveal !

⑥



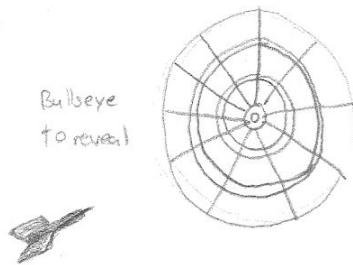
Brush hair
to reveal

⑦



Serve to
reveal

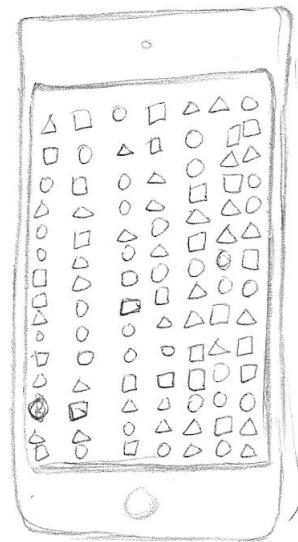
⑧



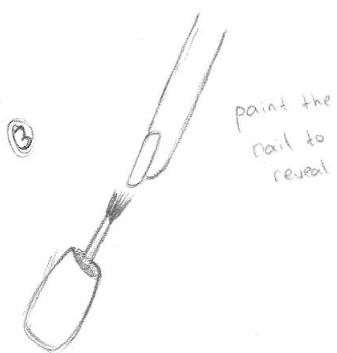
Bullseye
to reveal



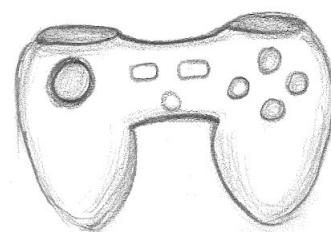
②



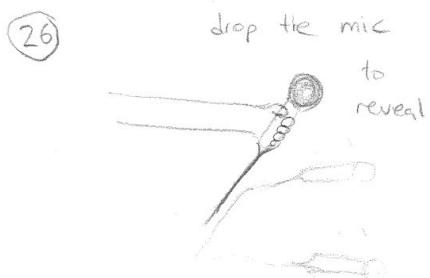
crush
Candy
to
reveal



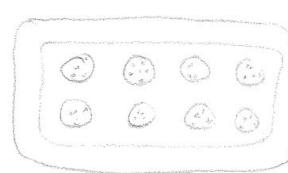
④



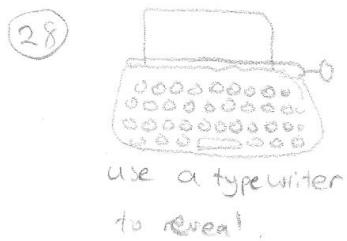
Press the
right button
to reveal.



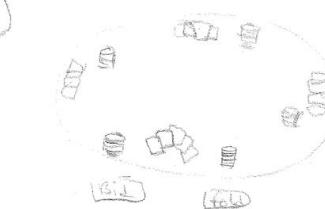
⑥



Make cookies to reveal.



⑧

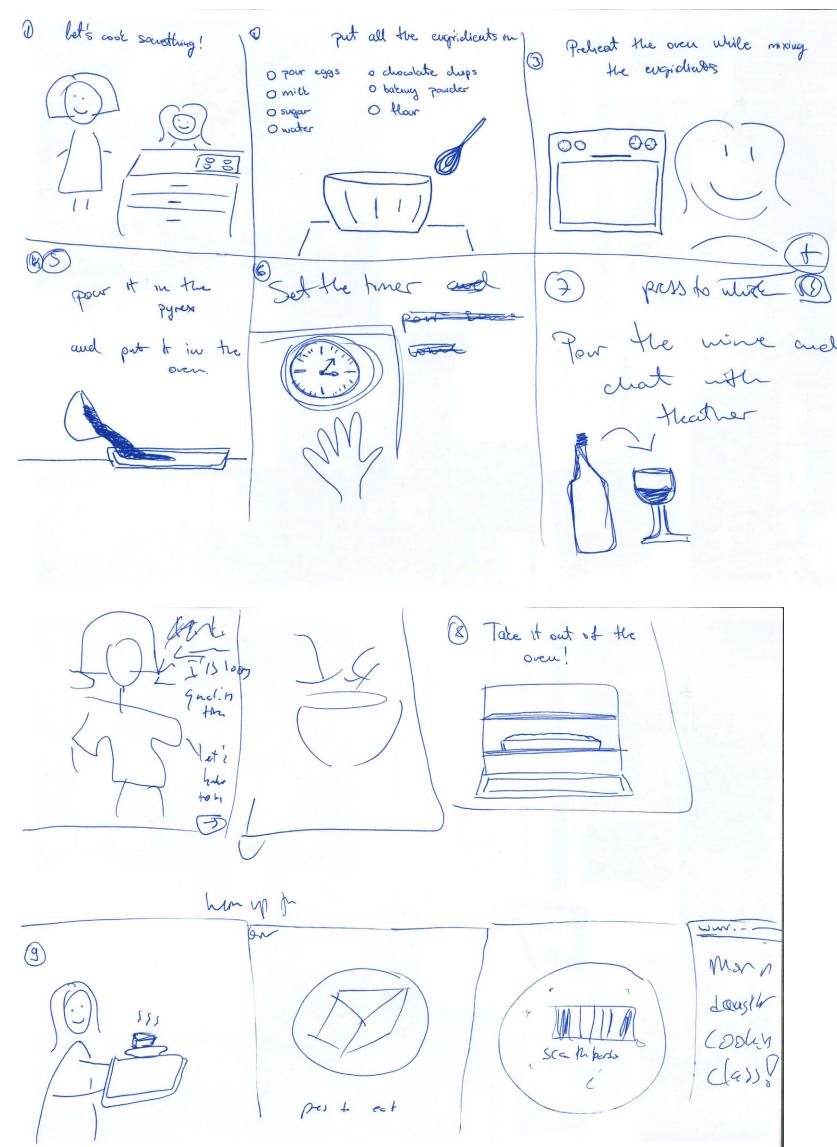


Win in poker
to reveal.



1.6 Three draft concepts

All work during the project except for the first 30 sketches had been done together.



1.7 Week 14 review

Not much has been done during week 14. We were more focused on handing in the first part of the journal. However, we used certain creative techniques and come up with different HMW question.

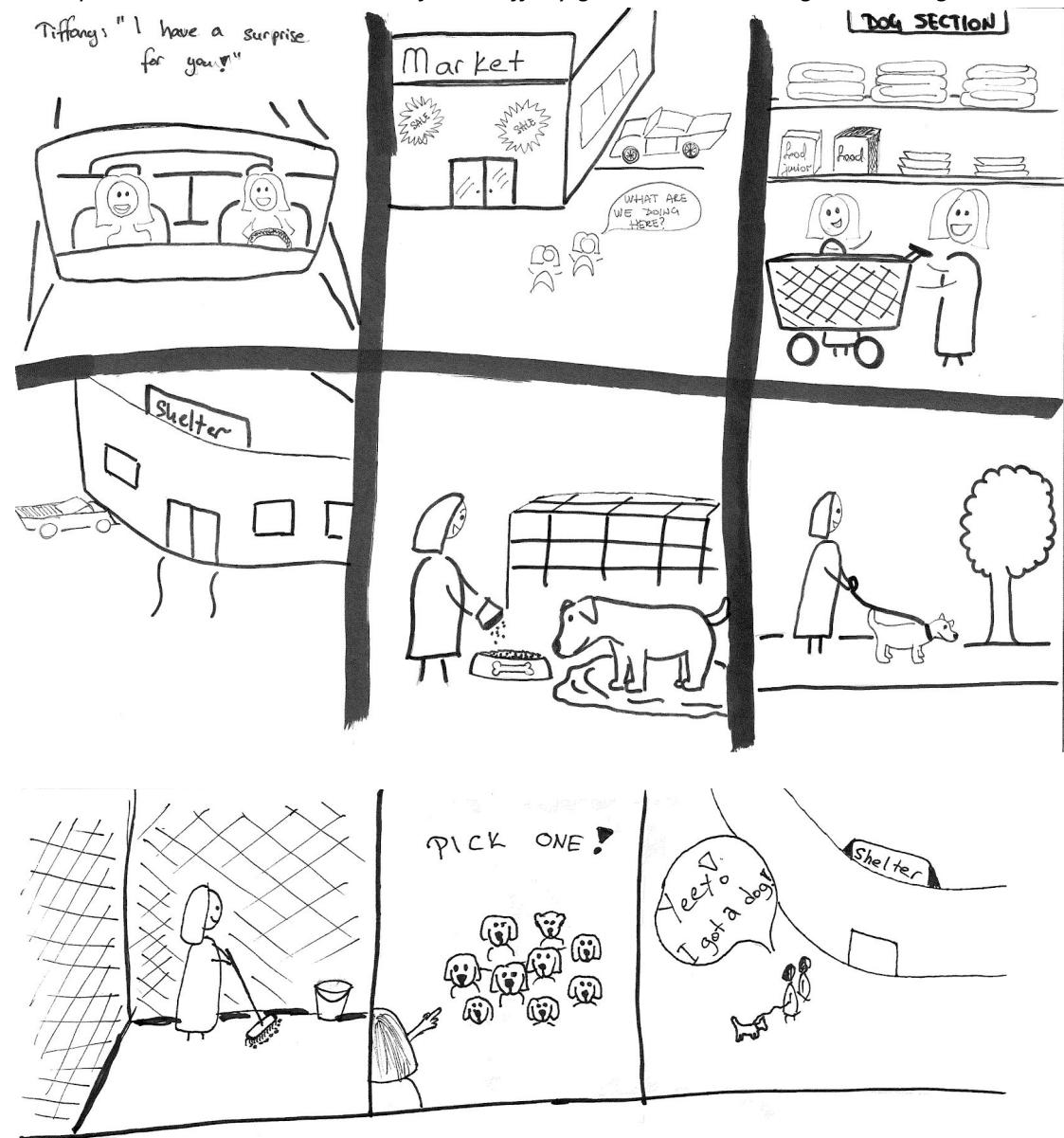
2 Step 5 Concepts & Prototypes (week 16)

2.1 Team concepts

1 Our persona Heather and her mom decides to bake a cake together.



2 Our persona Heather and her best friend Tiffany goes to a shelter to get her a dog



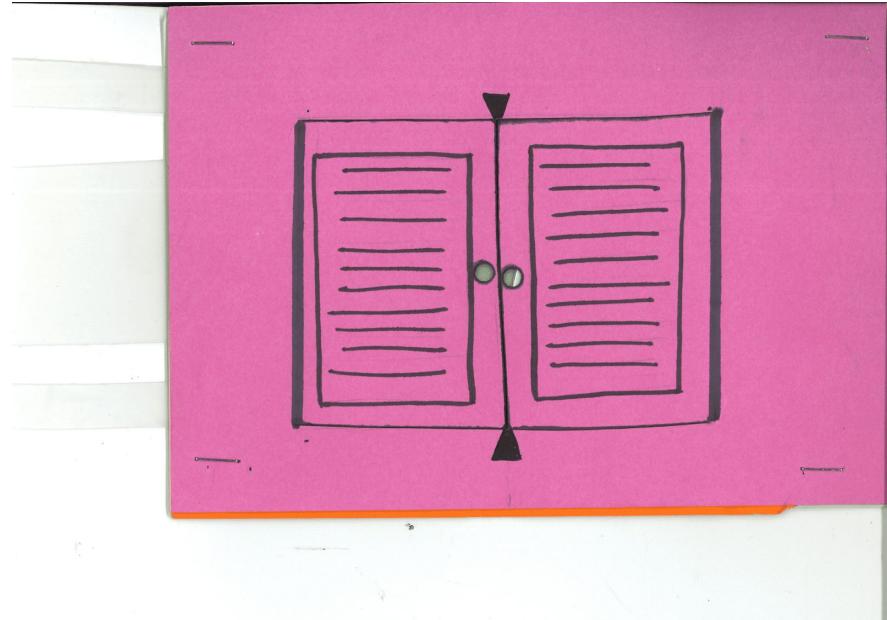
2.2 Final concept



Also available in figma (handouts) or scan the QR code of the card below.

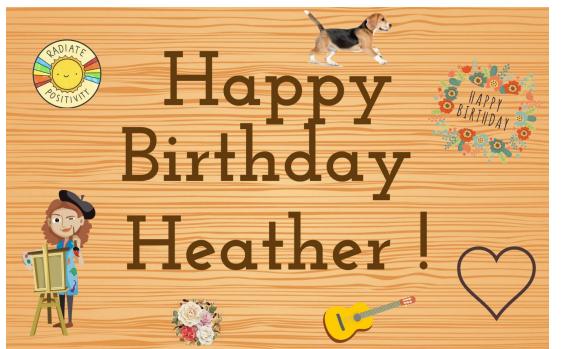
2.3 Paper prototype

All work during the project except for the first 30 sketches had been done together.



2.4 Physical prototype of the card

All work during the project except for the first 30 sketches had been done together.



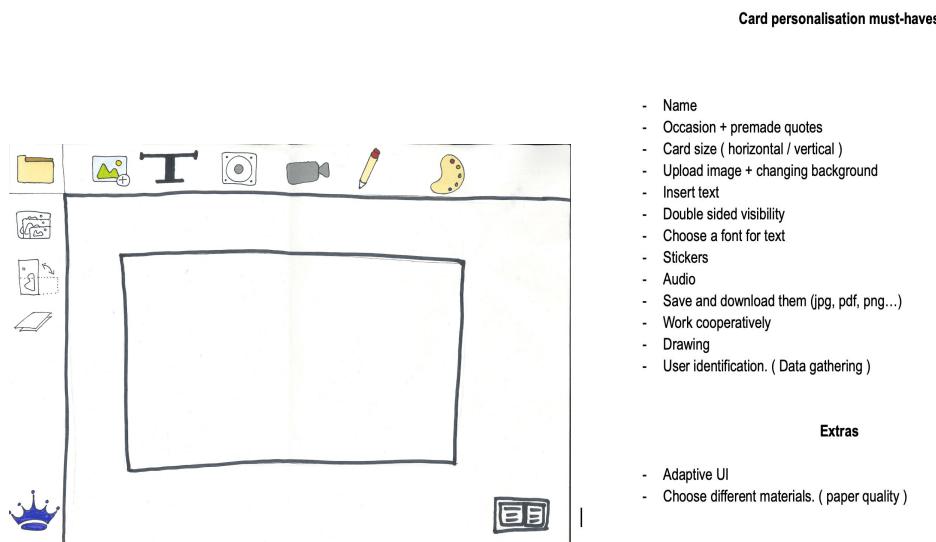
2.5 Week 16 review

First week after the holidays has been rough. We have realised that we have not advanced enough for the project. Our tutor has been very helpful towards us to make sure we are on the right path. We have started paper prototyping for one of the concepts we had thought of. It was a wardrobe where you can select your outfit (footwear, tops, bottoms, headwear) by moving the three strips along the window. Other than that, We have started making our concepts and went back to the brain dumping phase in order to come up with the concepts a bit easier. We have also added more HMW questions and fill in the missing parts of the first journal.

3 Step 6: Prototype (week 17)

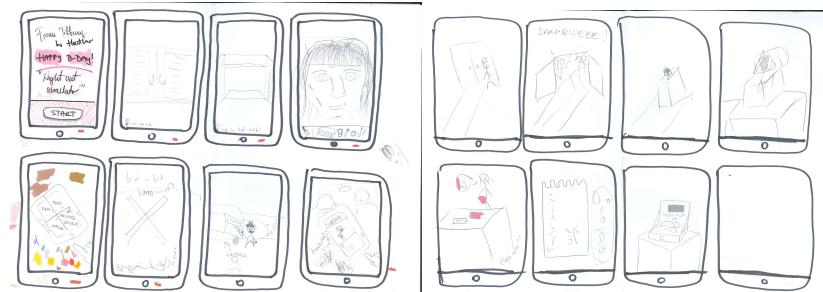
3.1 Draft digital prototypes

We have tried to create the user interface of the card personalisation tool. First we made a list of Must-haves and Extras then decided the visuals together.



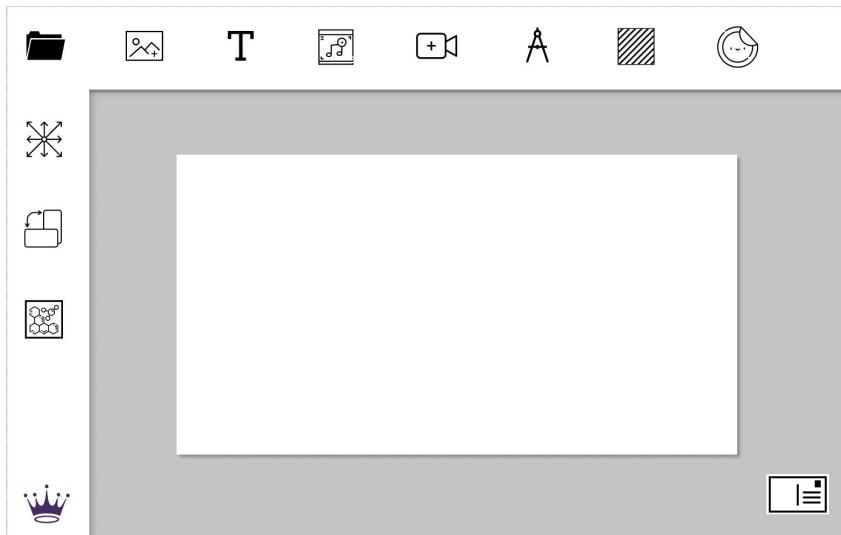
3.2 Tryouts

We have drawn phone frames and tried to convert our concepts into a storyboard that made sense. (tried to include UX factors such as engagement, Activation...etc)



3.3 Iterations of digital prototype

For the card personalisation tool, we have used different resources in order to make a minimalistic themed interface. When we could not find an icon that matched the theme, we edited icons or made them ourselves.



For the unwrapping we have printed different real life size ipad frames in order to draw the storyboard inside. This way it gives the idea of a real simulation of our persona Heather's ipad screen while she is going through the experience. (see final concept)

3.4 Week 17 review

During week 17 we were busy with digital prototyping. We tried marvel app for the sketches we drew before for the digital unwrapping however it was not as high quality as we thought. So we used figma instead for both card personalisation tool and digital unwrapping.

4 Step 7: Test (week 18)

4.1 Pictures, notes and reflection from tests

- We have tested our paper prototype with multiple people. They all find it very nice and creative. Not a single negative remark was made.
- Our digital prototype of card personalisation tool was tested by a couple of people. They very much liked the interface of a minimalist design. Minor remarks such as how one or two icons might have been were taken into account and improved since then.

4.2 Review of your Design Thinking Process

During the second part of the journal, I personally believe that us as a design team have done much better than the first part. We have met everyday and put in the hours necessary to make sure we catch up from the first part of the project and do a better job in the second part. Unfortunately as we were already behind in the process, we did not follow a linear design process. We had to start from the beginning in order to fulfill the missing parts, sometimes go a bit forward in the process to advance. However at the end we are proud of the work we have done during this 3 week period. From first concepts to the final prototypes (both digital and physical) we did everything together as it was advised by our tutor Alex Zakkas.