

Bespoke Design Project

Design Thinking Journal

PART II

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USER EXPERIENCE DESIGN

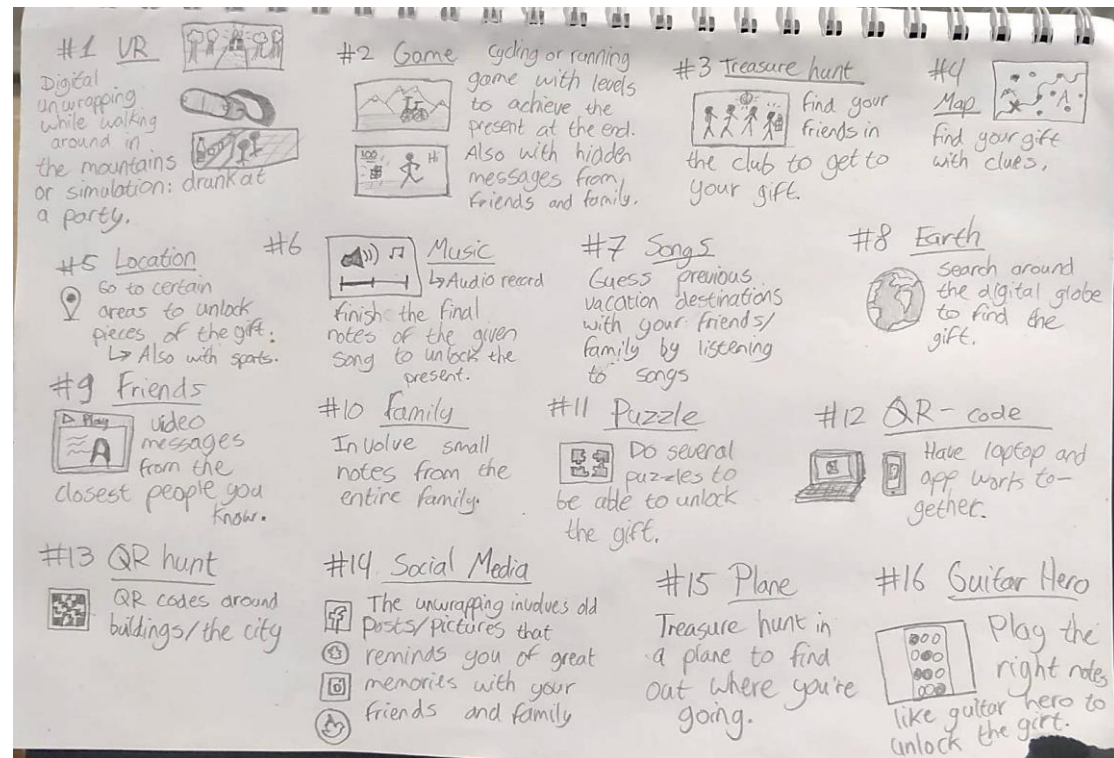
Faculty of IT & Design

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1 Step 4: Ideate (week 14)

1.1 Brain dump



1.2 Individual list of HMW's

How might we:

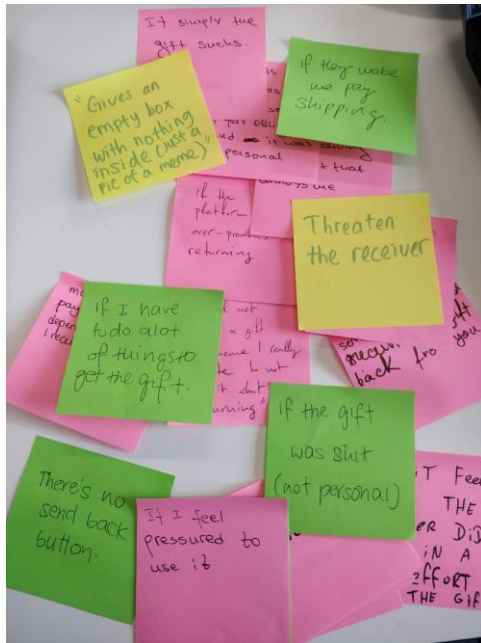
- make the card personalisation tool more efficient?
- add useful aesthetic features to the card personalisation tool?
- make traveling a big part of the experience?
- add her enjoyment of partying in the unwrapping?
- make the exchange more personal?
- involve both her friends and family at the same time?
- motivate the receiver to give something back?
- make an intangible gift feel just as real as a physical gift?
- make a cheap/less expensive gift feel valuable?
- involve the sense of adventure in the experience?

1.3 Design Teams list of HMW's

How might we:

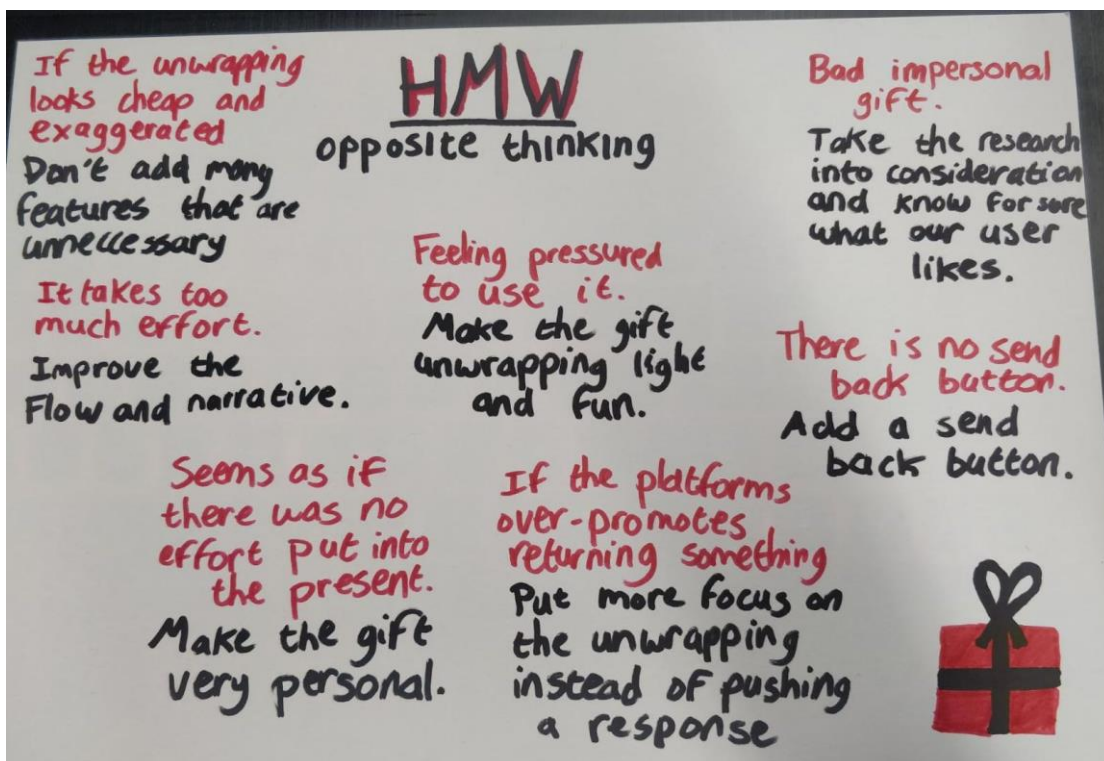
1. make the user feel connected to her home country while unwrapping the gift?
2. involve the user's love for music in the unwrapping of the gift?
3. include exercising in the unwrapping of the gift?
4. make the tools efficient while also aesthetically pleasing?
5. make the cheap intangible gift come across as a valuable as a physical gift?
6. involve her friends and family?

1.4 Creative technique with instructions and results



Opposite thinking

During the tutor meeting we all discussed each other's HMW questions and helped each other with answering them. In the pictures there are several answers from my classmates to the question I asked: "How might ruin a gift giving experience?". With this question I used the method of opposite thinking. With this technique we know what to avoid during the digital unwrapping and it will help us make a better final product for our user. One of the answers were if the receiver didn't think the present was personal or if they had to do a lot of effort to get to the gift. So my teammate and I will avoid all these given tips by our classmates. We will take all the post-its into consideration when continuing on with our project.



1.5 Sketches

#2

- Guitar hero
- guess the song
- play notes to unlock
- Music playing in the background
- Karaoke

#1

- Treasure hunt hometown
- Food (dishes) food tasting trip
- Pictures from home/country
- National anthem playing on the background
- Telling her to go back to her homecountry

#3 • physical treasure hunt

- geographically go to places to unlock the gift
- passing obstacles in our adventure park
- Step count 20.000 steps to unlock gift
- Altitude meter: above 100m or sea level

#4

- Use color scheme/palette
- Keep screen clear clear not many attributes
- Have everything on 1 screen
- consistent font
- Use contrast

#5

- Make it something they'd actually use
- make a physical reminder
- Grand reveal
- Make the user put effort into opening it.
- make it personal

#6

- let them write messages
- Add pictures
- refer to memories
- refer to quotes
- shared songs

#1

1.1

1.2

1.3

1.4

1.5

1.6

#2

2.1

2.2

2.3

2.4

2.5

#3

3.1

3.2

3.3

3.4

3.5

#4

4.1

4.2

4.3

4.4

4.5

#5

5.1

5.2

5.3

5.4

5.5

#6

6.1

6.2

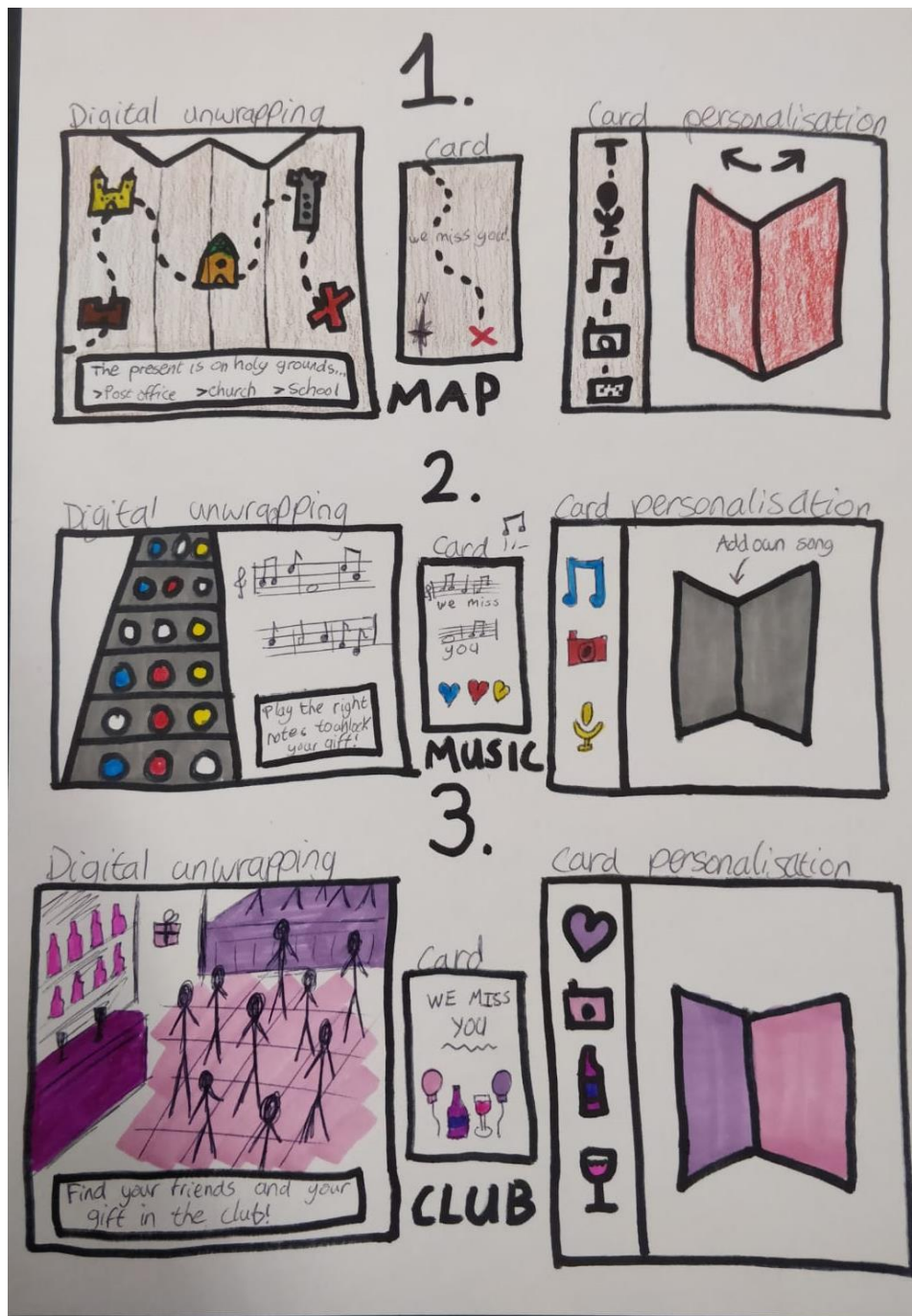
6.3

6.4

6.5

1.6 Three draft concepts

I've made three different concepts covering the digital unwrapping, card personalisation tool and the card itself. The first idea is a treasure hunt with an old school map of the hometown of my user. The unwrapping is a fun walk down memory lane with famous buildings and interesting riddles to search for the intangible gift. The card that goes with the present has the same map vibe as the unwrapping, just like the personalisation tool. Next theme relates back to our user's love for music and looks like the game Guitar hero. The receiver has to play the right notes to unlock her gift. In the card personalisation tool people get the option to add music and other sounds in their card. The final idea I drafted is a game where the player is stuck in the night club and the gift is hidden somewhere in the building. This is because our user likes to party with her friends, so being stuck in a noisy club while not being able to find your belongings is relatable for her.



1.7 Week 14 review

It was a busy week where my teammate and I worked hard on getting multiple ideas for our final product during the diverging phase. At the tutor meeting we discussed multiple HMW questions and we processed the results. Furthermore, we already converged to our best ideas. We both individually sketched multiple ideas and we will eventually decided on three draft concepts as shown above.

2 Step 5 Concepts & Prototypes (week 16)

2.1 Team concepts

1. The first idea is a sports game where the user has to go through different levels to eventually get to the gift by completing the final level.



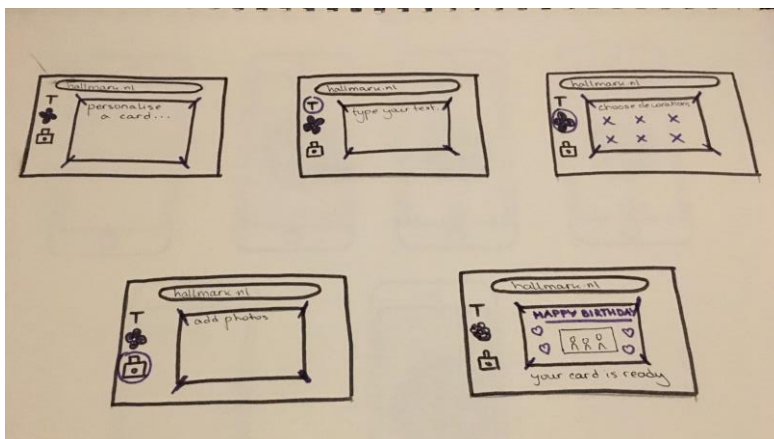
2. Our second concept is a small treasure hunt around the globe where hints are given through songs. The user gets to the gift by guessing all the suggested cities..

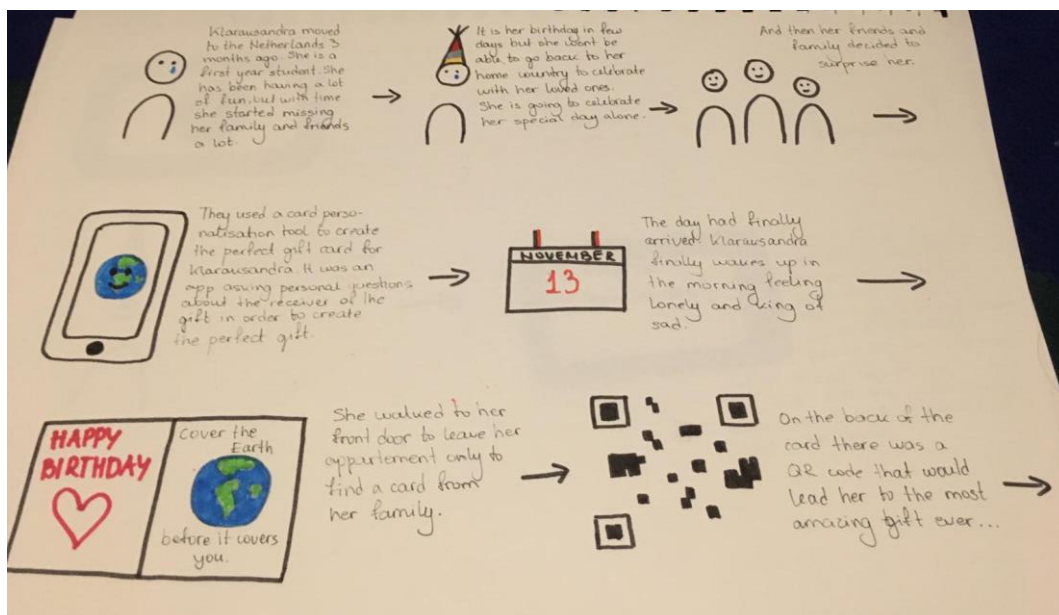
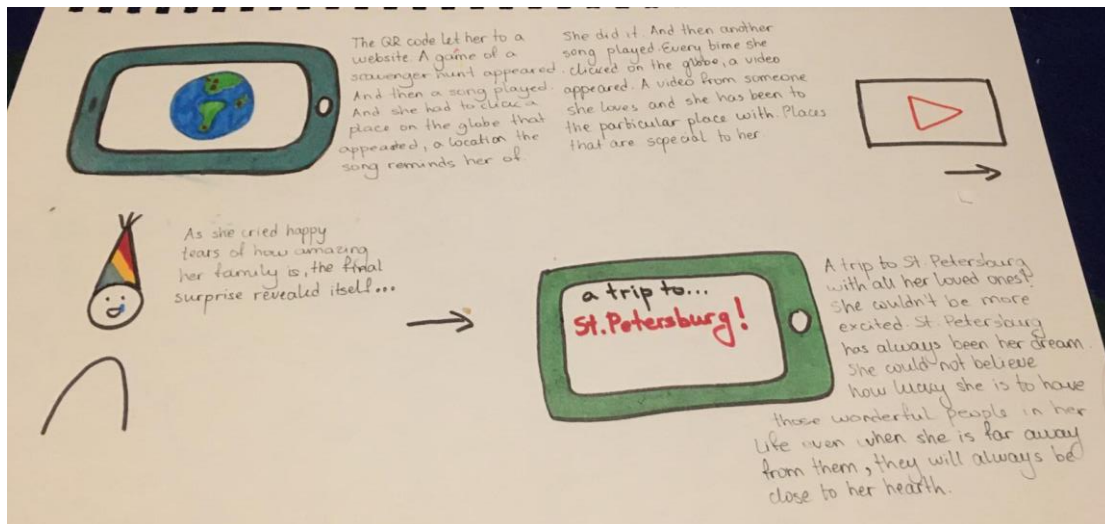
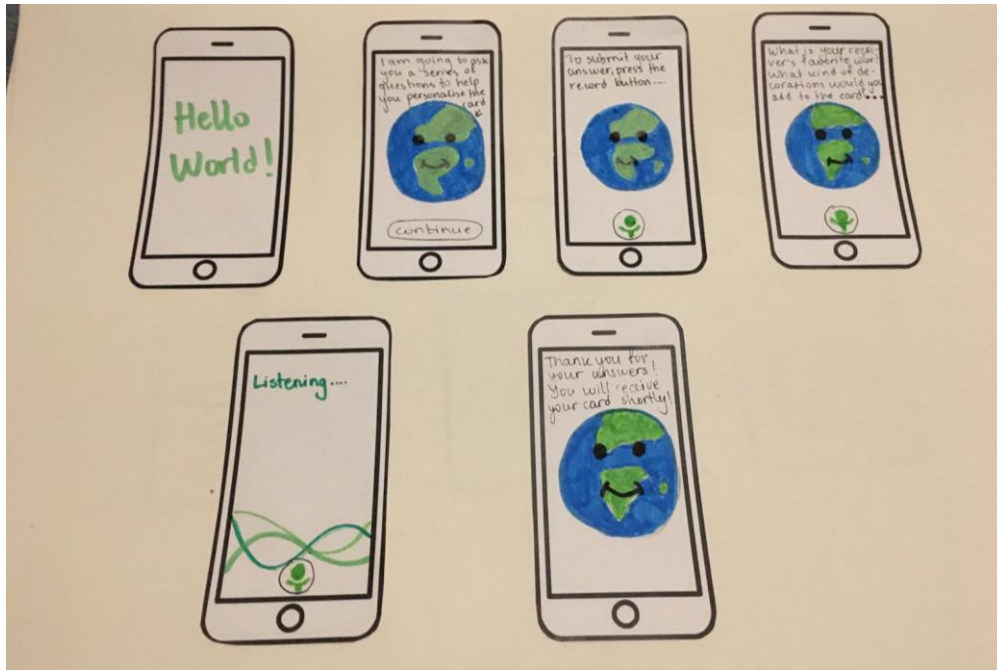


3. Our third design involves music as well, but in this case the user unlocks the gift by repeating certain notes given by the website.



The sketches of my partner showing the card personalisation tool:



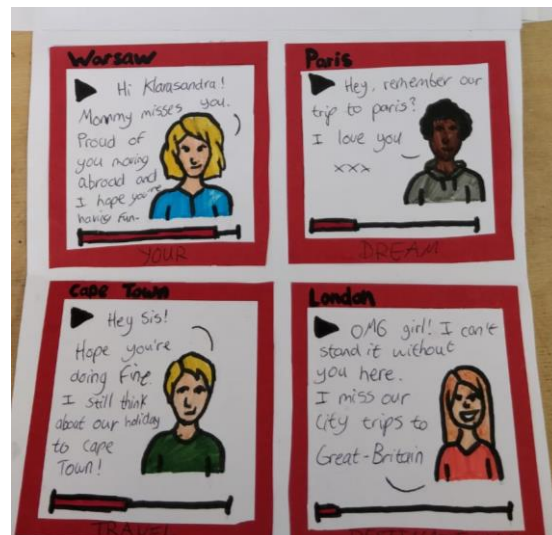
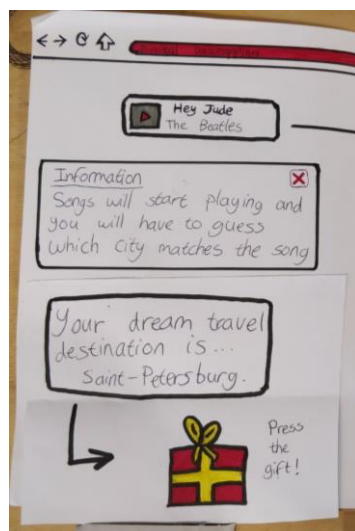
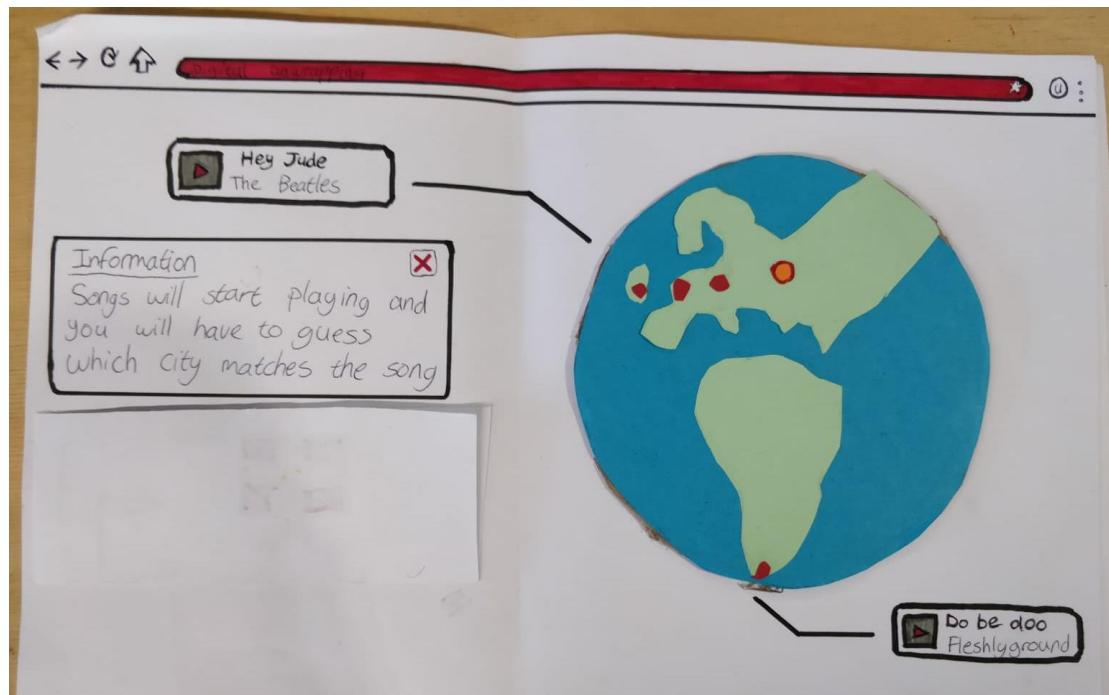


2.2 Final concept

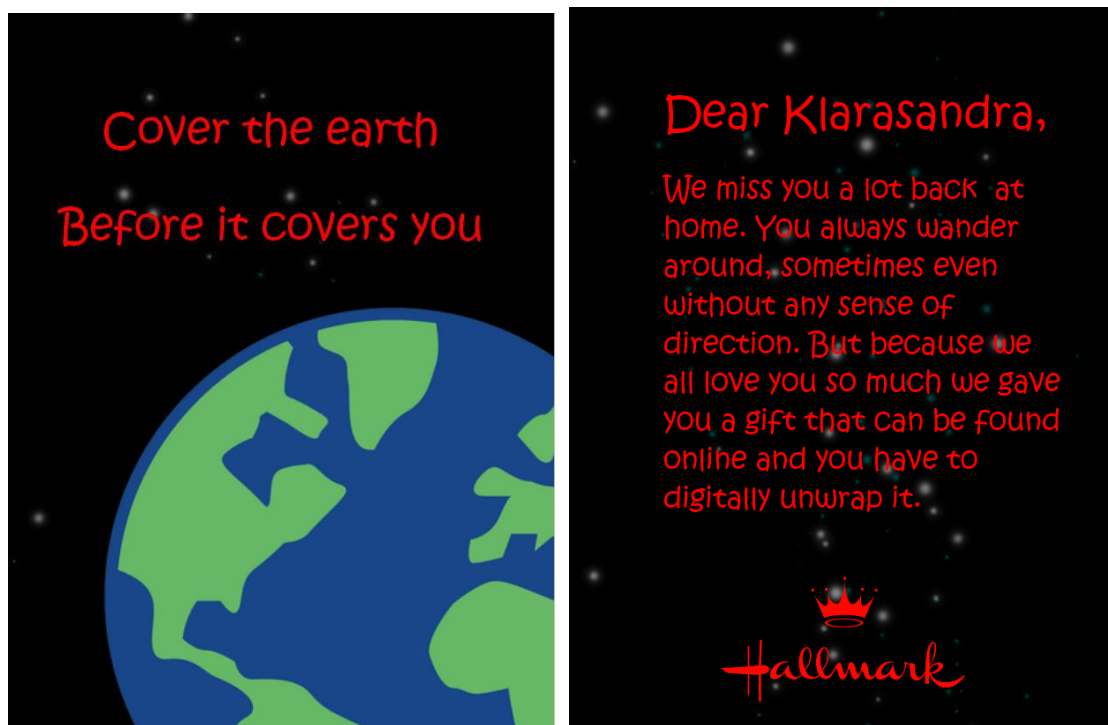
For the final concept we decided on a travel theme with a planet being the repeated factor in every part of the design. We concluded on this theme because traveling greatly defines our user and there is also music involved, whereas our other concepts only focus on one hobby or leisure activity of the user.

The unwrapping goes as follows; the receiver opens the link send through email or another form of communication, they start on a dark website where slowly text and the planet appear. So the story the user follows starts with a mystery, this sparks curiosity in the user and improves the flow of the unwrapping. A familiar song or recognizable starts playing on the background and the receiver has to click on the right city on the globe that the music refers to. The first song is folk music from her home country Poland, so at this point the user clicks on Warsaw and then a video pops up from her mom with an emotional message. This twist in the narrative and personal attribute will make her continue with the process of the digital unwrapping. With this video there will also appear several pictures that remind the user of the city she was born in. This same idea repeats itself another three times with songs relating to Paris, Cape Town and London. Our user has travelled to these places with different people like her boyfriend, her best friend and other friends. Every time she guesses the right city, she gets an emotional video message from all these people. In the end the gift will appear after she clicked the globe one more time and then a plane appears with her flight ticket to her favorite travel destination: Saint-Petersburg. All these different messages makes the user guessing to what her final present will be. The dramatic arc consists of a lot of build up and uncertainty, which makes the pay off in the end more engaging. Her friends and family knew that she wanted to visit this city and saved money so that she could have a trip over there. Meanwhile the song "Saint-Petersburg" is playing on the background. In the end there is one last greeting from her dear friends to close off the unwrapping.

2.3 Paper prototype



2.4 Physical prototype of the card



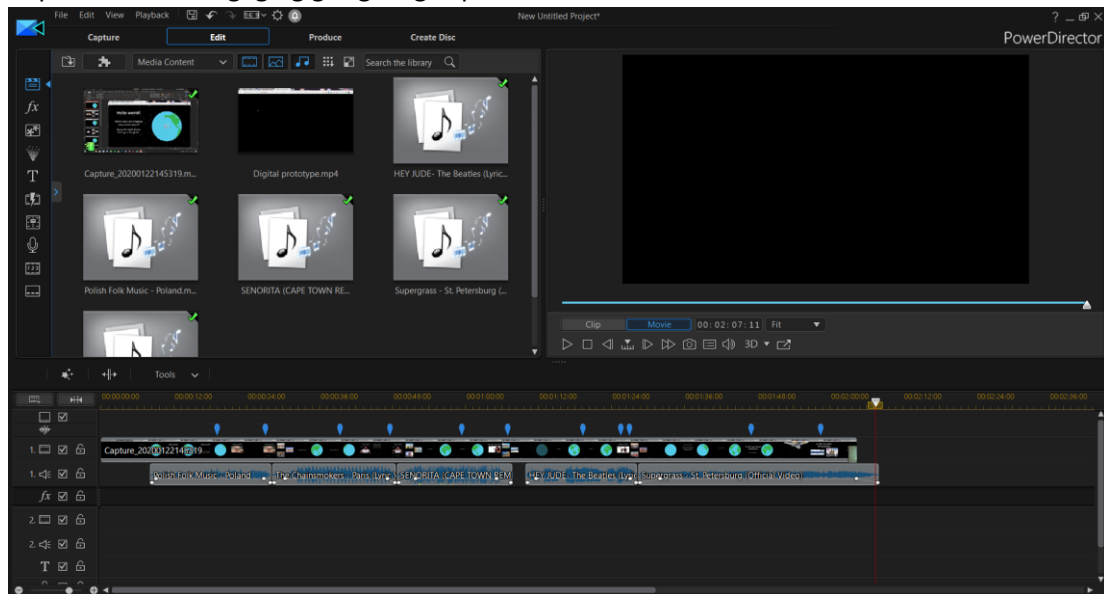
2.5 Week 16 review

In the previous week we did a lot of sketching and trailing. We improved our ideas and perfectionated our designs of the travel theme. We were very excited to continue to work on this objective and we had to contain ourselves to not keep adding new features. So, in conclusion we achieved a lot of progress this week by working together.

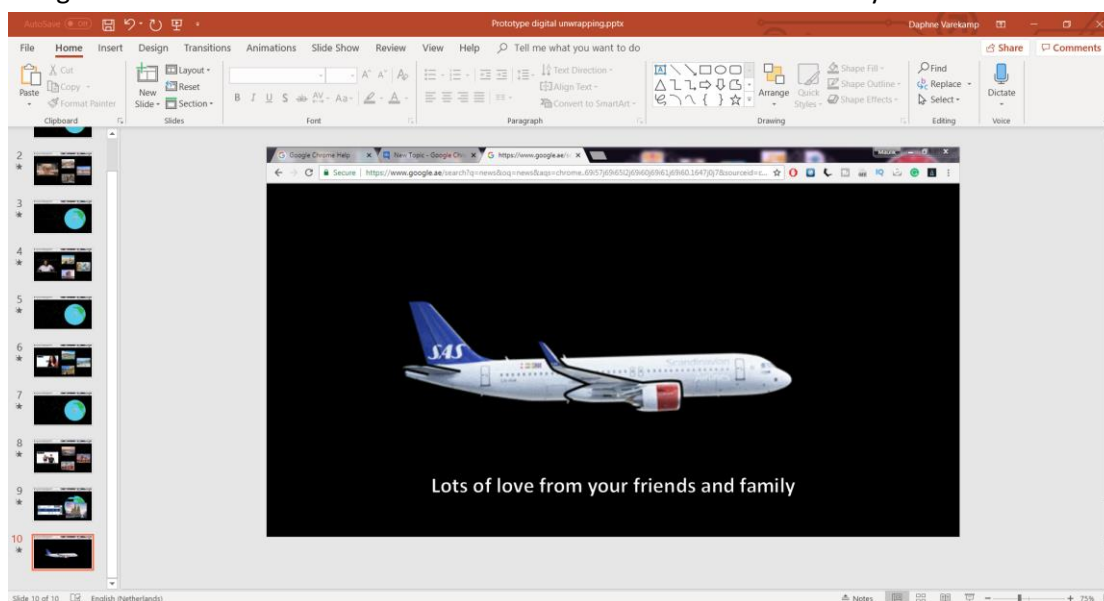
3 Step 6: Prototype (week 17)

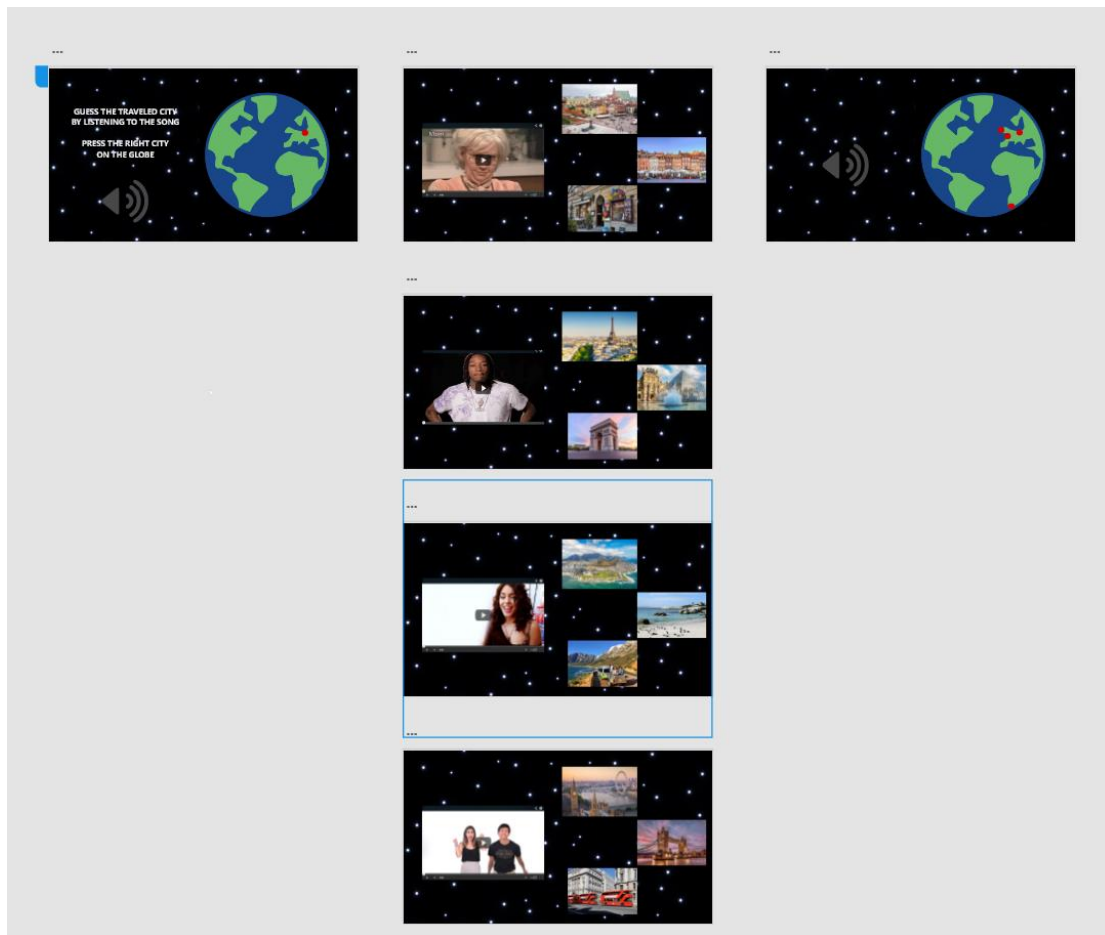
3.1 Draft digital prototypes

For the final digital prototype I've made several attempts with multiple different programs like PowerPoint, Adobe XD and PowerDirector. I first tried animation and video editing, however doing it this way would mean that there would be no interaction with the user. And interaction between the program and the user during the unwrapping is especially important for an engaging gift giving experience.



I continued messing around with Adobe XD and I thought this would be the final program I would use, if not Figma. I added multiple screens that corresponded with the idea I had in my head for the unwrapping. But unfortunately, the issue I faced with this program was the unavailability of adding GIFs, videos, animation or other moving images. In my opinion the digital unwrapping would become stale and it would not have a well-designed narrative and flow if I couldn't add moving images. Then in the end I tried the easiest prototyping tool there is; PowerPoint and this program fitted perfectly with the intentions I had for the design. I was able to add interaction and GIFs as well and this was exactly what I needed.





3.2 Try outs

I already explained and elaborated on my failed attempts and try-outs in the section above this one (3.1).

The digital unwrapping:

https://drive.google.com/open?id=1S-zgLjjiOEQ1cnP7mXP_h7XencdRw6db

A video demonstrating the digital unwrapping:

<https://drive.google.com/open?id=1FKJDvvg3ILtxzcloBsUJtPzrEkMRMXcn>

3.3 Iterations of digital prototype

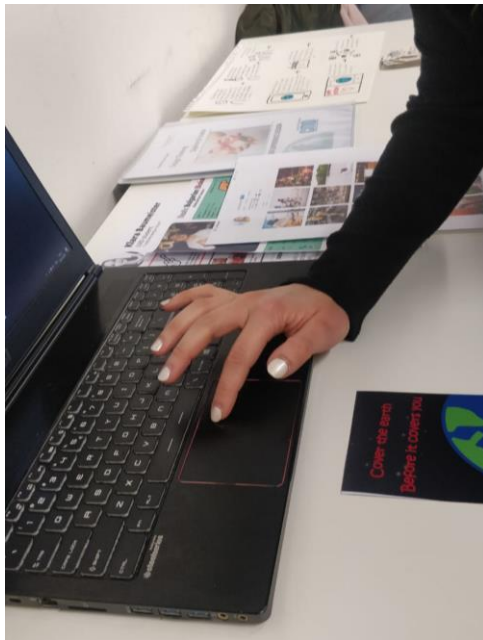
Things I added are for example the pictures from the cities she went to and I did this to personalize the video message from her friends and family even more. I also changed the songs, because some weren't fitting enough. Besides this, I removed several features as well, like a literal picture of a gift. I thought this would be fun and fitting during the unwrapping, but it actually looked a little childish so I deleted it.

3.4 Week 17 review

While prototyping this past week I ran into a lot of problems, there is no perfect program that helps you prototype the exact way you want it. But I am happy I figured out what I needed by trail and error. Yoana and I improved and perfectionated our ideas and in the end we're proud of the designs we created. It was a hectic week, but we got a lot to show for it in my opinion.

4 Step 7: Test (week 18)

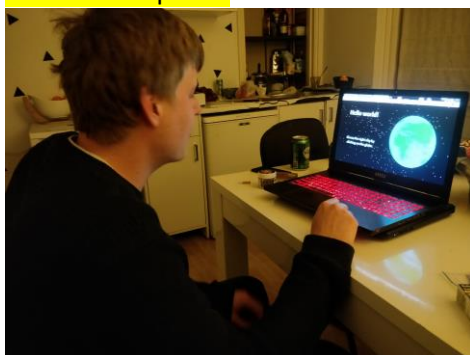
4.1 Pictures, notes and reflection from tests



We presented our unwrapping experience and card personalisation tool to the rest of the class. We also received a lot of constructive feedback on our project. The common theme was the planet but in the card personalisation tool, unwrapping and the card itself the planets looked too different. We will take into consideration to be more consistent next time.

Alex Zakkas also said that the extra step of confirming the voice message you recorded is a step too much. Furthermore, it was unclear how the user could come to the digital unwrapping from the card. Our idea was that the planet is an QR code, but we never stated this clearly anywhere. To avoid confusion, we need to make the prototype more realistic and actually add a QR-code, instead of pretending that we live in a world where QR-codes are invisible.

I continued to test the final design of our persona to one of the original users, Aleksandar Ivanov. This seemed as an accurate way to test the final product, since half of the ideas originated from the research done on him. He thought my design wasn't engaging enough, because there was only one clear path to follow. Clicking the screen or clicking in the wrong part of the globe didn't have any consequences and there were no extra features than just following the presented story. I could improve this by prototyping in with other programs like Adobe XD, so I could add extra buttons and paths.



The next person outside of school I tested my design on was my brother, Robert Varekamp. I thought it would be useful to get input from a person that doesn't have to do the same project. I explained the assignment to him and he was very confused. However, he did enjoy testing my prototype and I got valuable feedback. He strongly thought the design lacked color, next time I will do more to have a consistent and aesthetically pleasing color palette. During the testing I noticed

that he pressed too quickly when images were still about to fade into the screen. I concluded from this that the flow and narrative of my design was too slow. In the future, I would have to make the time between expected actions shorter and clearer, otherwise we would lose the concentration of our user.

4.2 Review of your Design Thinking Process

My design thinking process was a long and elaborative journey these past few weeks.

However, it educated me a lot on different aspects of design.

I realized that I was very well in diverging, but less well in the converging phase of the design thinking process. During the whole project, I liked doing research and getting to know my user since it's a more practical approach of learning. I also found out that I can come up with multiple ideas, but only a few times are they useful. While converging all the ideas I created I figured out that most of the ideas were impractical and inconvenient. So diverging and making up ridiculous ideas is a skill I have, however combining the best parts into one great final product isn't one of my strong sides. This affect my results by having a great base of information for my product, this is clearly shown in the first part of the journal. However, I lacked a strong shiny final product in the end, because I didn't converge well enough. Furthermore, I struggled with the testing phase of the process. I didn't feel like editing some features I was already proud of and I thought I already improved my work while making it. But getting feedback and taking it to heart is very important in user experience design. This affect my result by leaving in several mistakes and inconsistencies. These are unnecessary problems that easily could have been fixed if I would have been more open minded to the feedback.

All and all I think the most important part of the design thinking process to realise great UX design is the research of the user, this is also where most of my effort went into. It was hard to figure out what exactly fits the user and what would make them happy. As a designer, you need to ask the right questions and research the right features to figure out in which direction you want your design to go. This realisation is also the main thing I learned during this Bespoke project. For next time, I've figured out how to ask the right questions and now I know what kind of information I need to dig for to make a meaningful, engaging and usable product for my user.

In my opinion, I truly got into the mindset. I clearly showed that I questioned everything, which is an aspect of the mindset. This part is clearly shown in my work when I did research on my user and when I applied the opposite thinking creative technique on my thinking process.

I should continue to improve to find patterns in my documentations. Often I just work with whatever I personally want to work with, but I should have more information and logical motivations to apply certain decisions. I need to keep track of patterns more often and realize which findings can be seen as a pattern.

The things I learned during this project was don't get to know your user too well, otherwise your boyfriend gets upset. The things I learned during this project is that I need to let go of certain ideas and accept feedback better. I tend to stick to a first idea, thinking it is the best while a lot of things could be improved.

Looking back I would change my mentality towards changing my concepts and apply more creative techniques. The HMW questions helped a lot to look at my work from a different perspective and I am glad we were made to use these techniques. I would change my process in the future by doing more sketches and more activities to broaden my creativity.