



Design Report

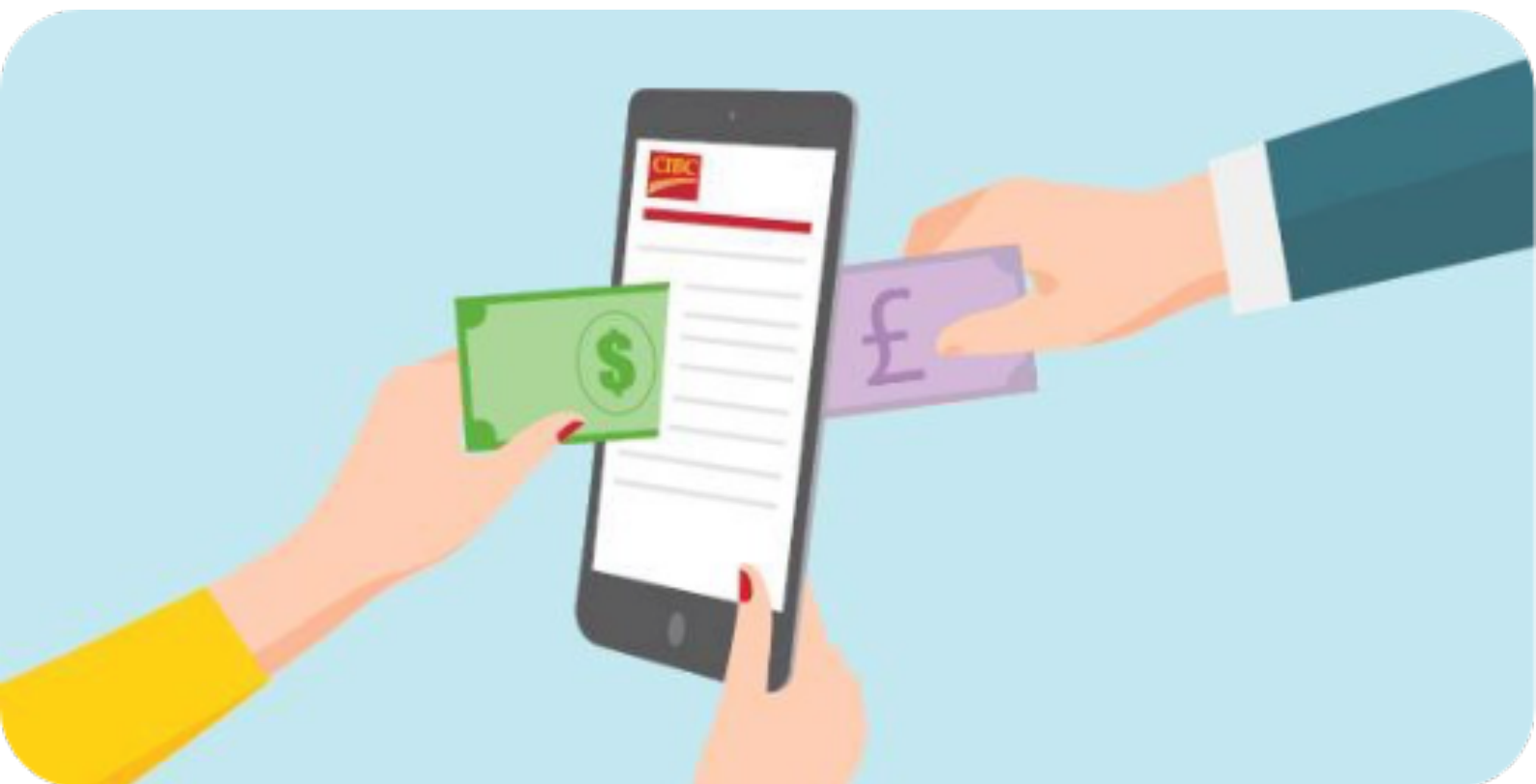
Author: Georgi Birman

Student: 14035448

The Hague University of the applied science
User Experience Design (UXD)

Project Research and Design

Tutor: Tiim van den Bosch



Introduction

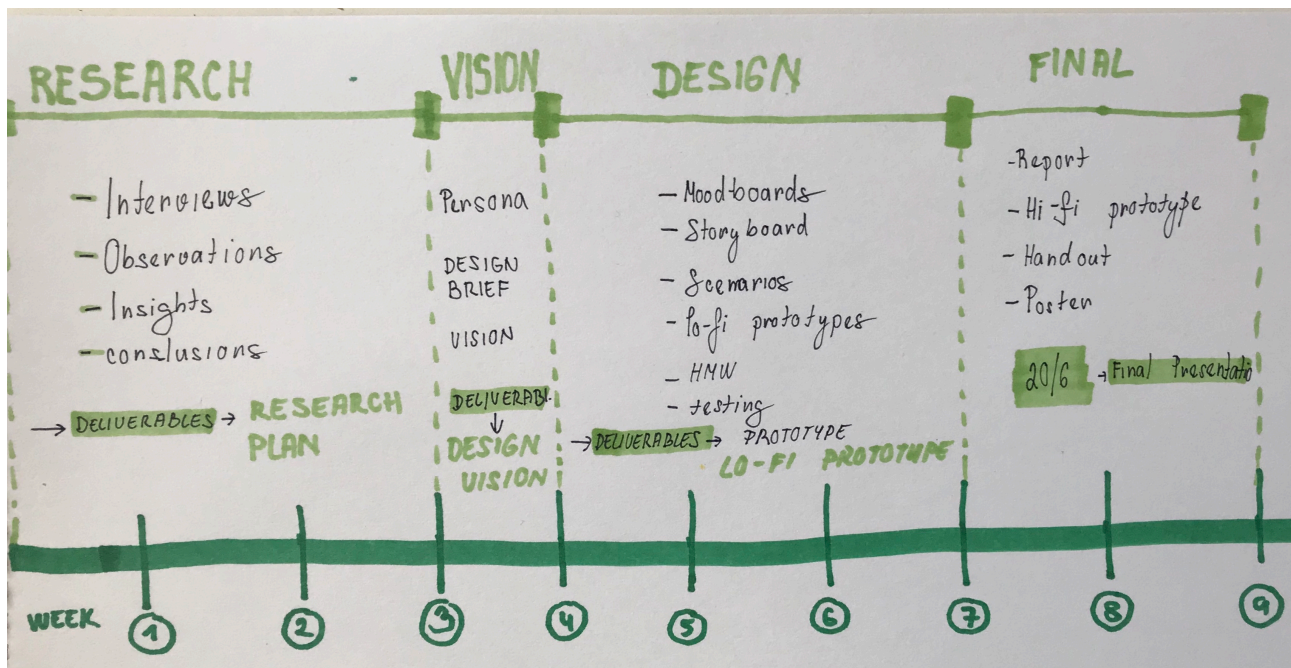
The goal of this report to reflect on over all steps, which led to the final outcome prototype for Research and Design project. At the start of the course, we picked interesting client cause which were presented to us by the mentors. There were two clients, who were trying to expand their view upon development of their products. Within the product issue were different sub topics, which were presented to the students as the area of focus on.

My client choose were FWDpay, particularly the branch of the invoice solution. The FWDpay client seeks new methods of delivering his services to the costumers, particularly in a way of: clear understand of the software concept, straight forwardness, security within the trust. They strive for transparent cashflow, elimination of the plastic bank cards and immediate transaction.

Throughout the interview, with the client, we had to identify the project goals within the provided cause. This assignment was orientated broadly and had different aspect and features within it. Therefore, by identifying the right area of focus through the empathise of the costumer needs was the most crucial part for this project.

The design process going to take us 9 weeks. Within each week we supposed to create different activities and do the sub-assignments. In this design report, I would like to reflect on every week activity process which led to my final design of the product.

Preparation



During the first week, in class we had a tutor session where as individually or in groups were organising ourself for upcoming deliverables deadlines. Following schedule came in handy to keep myself organised through this design challenge.

The important dates which should have been kept in mind for this project were: Research Report, Design Brief, Lo-fi Prototype, Hi-fi prototype which is also the final deliverable together with this design report.

Research

During the first 3 weeks I conducted the empirical research which included methods as such: survey, case study research, process of observation and one-on-one interview. My topic for the research was trust, money flow and extensive features. In my opinion by picking those three important aspects, for my close investigation, it will give a close overview on how does a regular users encounter their regular dealing with the invoicing. In order to figure it out, I have created 4 core questions:

1. How FWDpay could be operated in the users work?
2. What is the core in trust between company and hired entrepreneur?
3. Is the operation of the FWDpay clear enough for the first phase of users?
4. Are there any additional features, hints or regulations that should be added to the system in use?

When I have gathered all the necessary data, I had more or less clear picture in which direction I had to proceed my design development. I have found the answers to my seeking questions. Therefore I ended up with 4 insights which are listed here:

1. The familiar design and buttons functionalities could have a positive as well as negative effect, depending on the users.
2. Organising, user always create certain folder/excel/notation to keep a track of all invoices.
3. Ease of use is one of the keys, which should be related to the build-up of such operative system.
4. To build up trust and understanding between a new user and unfamiliar interface it takes time and it should be joyful.

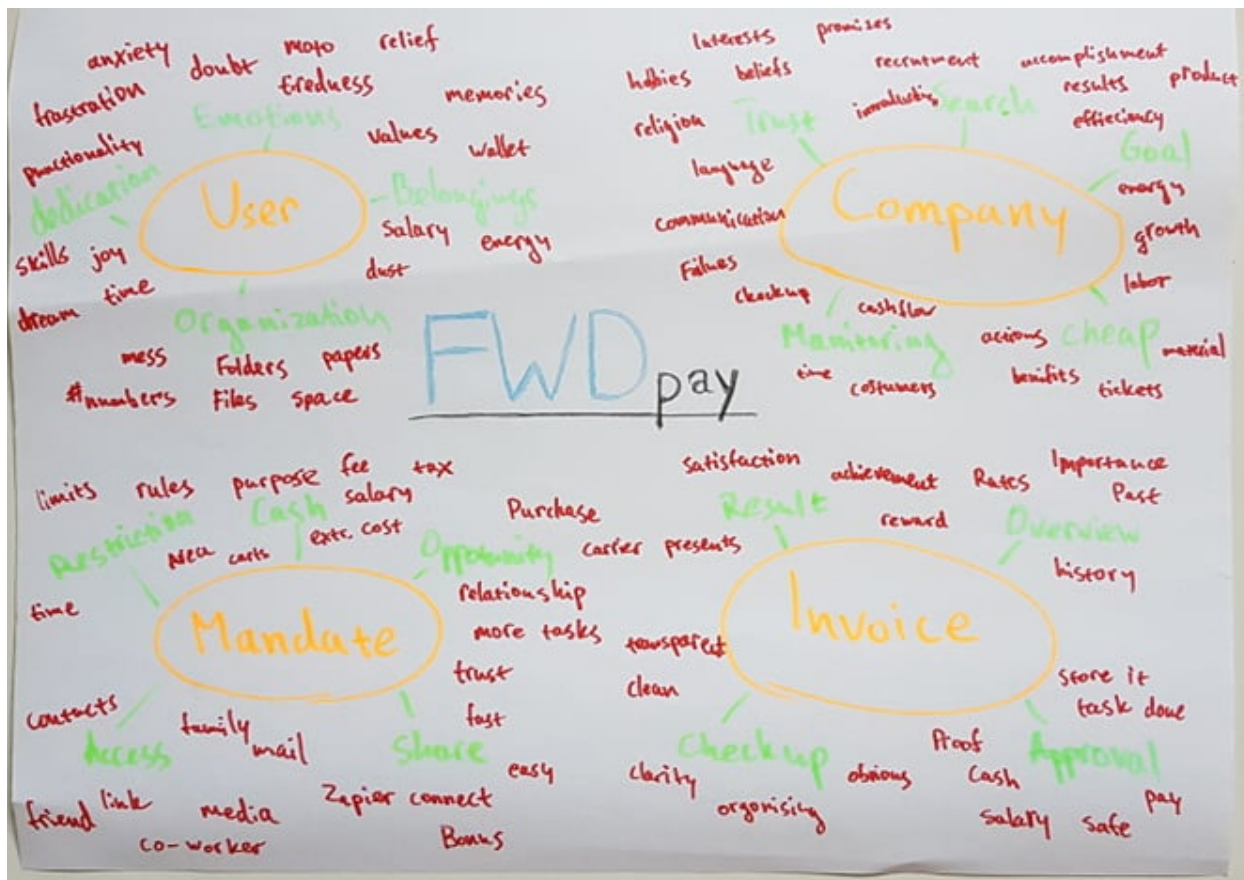
Design brief

After receiving the feedback and the grade from my tutor, meaning the approval for the direction of my design way. I begin to work on my Design brief.

To reflect on my design brief overall, I put a good amount of work on it as well as plenty of thoughts in which manner the desired design shall be completed. I had the clear picture and structure of all the needs and wants from the company side. Thanks to my design brief, I clearly understood on which sector I should be focused in my design process in order to not overwhelm myself with a different topic functionalities. I specified for myself to integrate additional passage for the users inside the FWDpay in order to access the invoicing.

Design

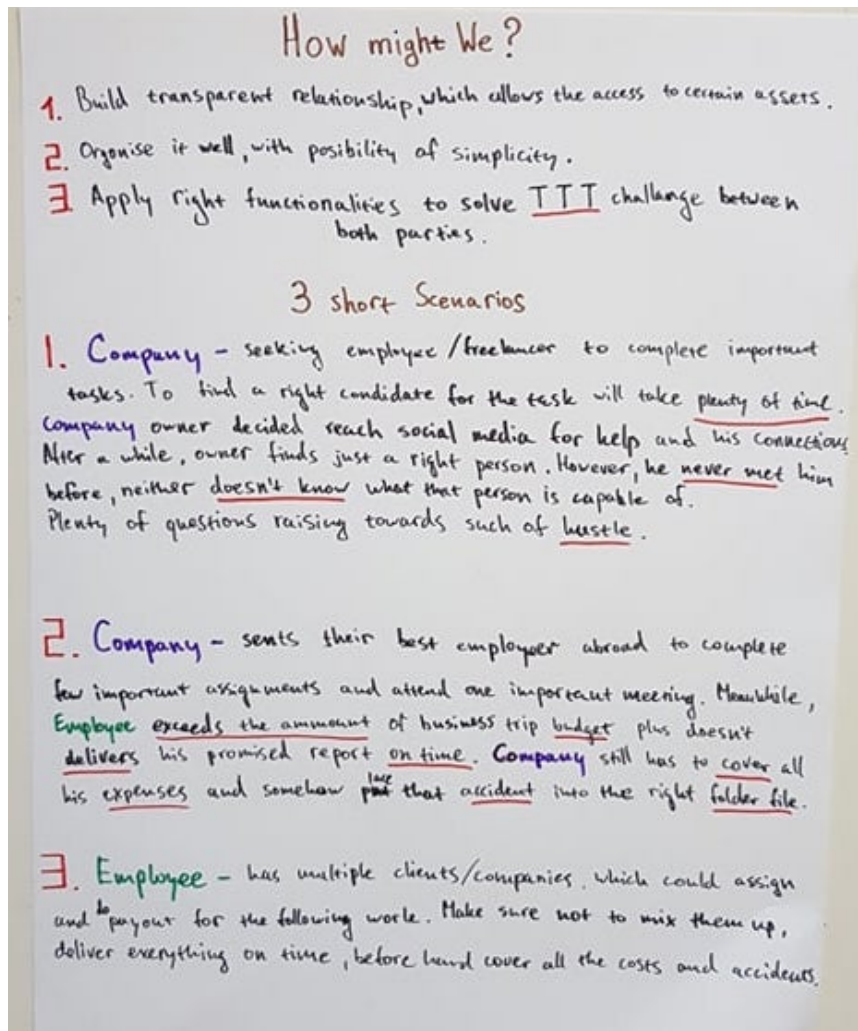
I would like to present to you the Mind Map.



Mine first starting thought focus was FWDpay future actors and provided service. From the zooming-out I decided to zoom-in for each word and try to get most out of it as possible. By touching every relevant topic, which could surround such a word there are plenty of areas to be mentioned.

HMW questions

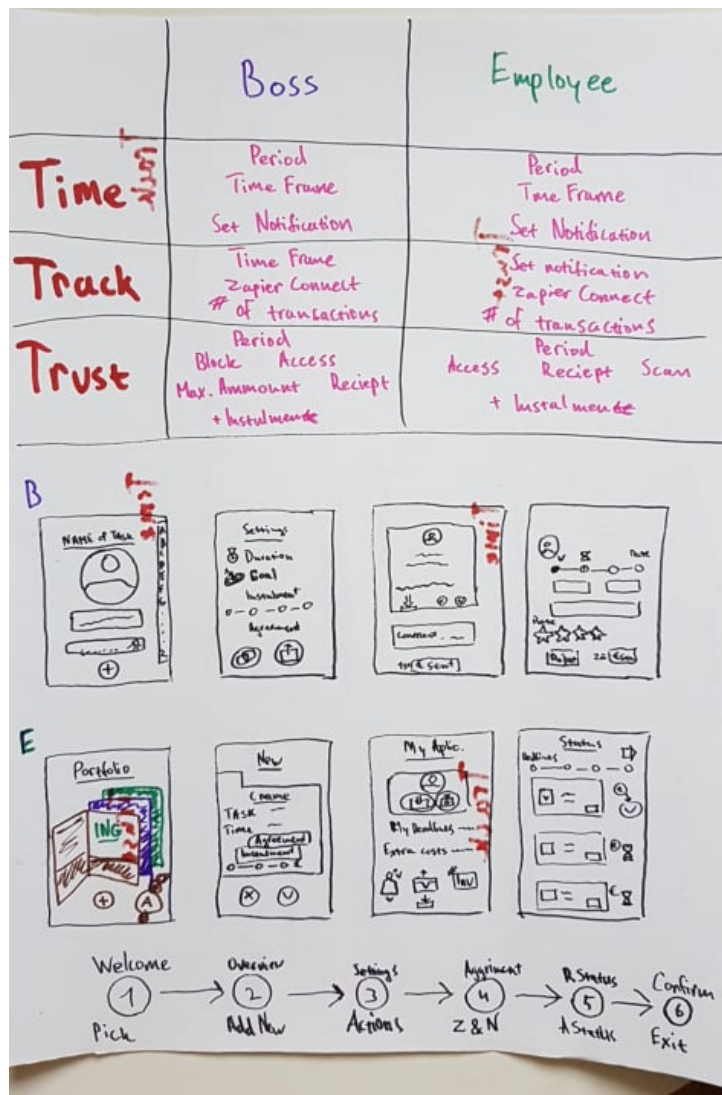
I came with three concrete HMW questions and additionally wrote down three short Scenarios for them.



I would like to state, that scenarios are brief and vague. They do not contain direct solution but raising a question of how to solve their daily issue. Every important word and proposition which is encounter in the description of the scenario has should be evaluated in a closer scope.

Triple TTT table with first Sketch

This triple TTT table as I called it, came from the Mind map which was mentioned earlier. As I wrote down all the actors and variables which surrounds FWDpay company those specific words where repeated in a certain sections. Therefore, by evaluating the mind map even closer, I picked the most necessary features which should be present in the design of such system as FWDpay.

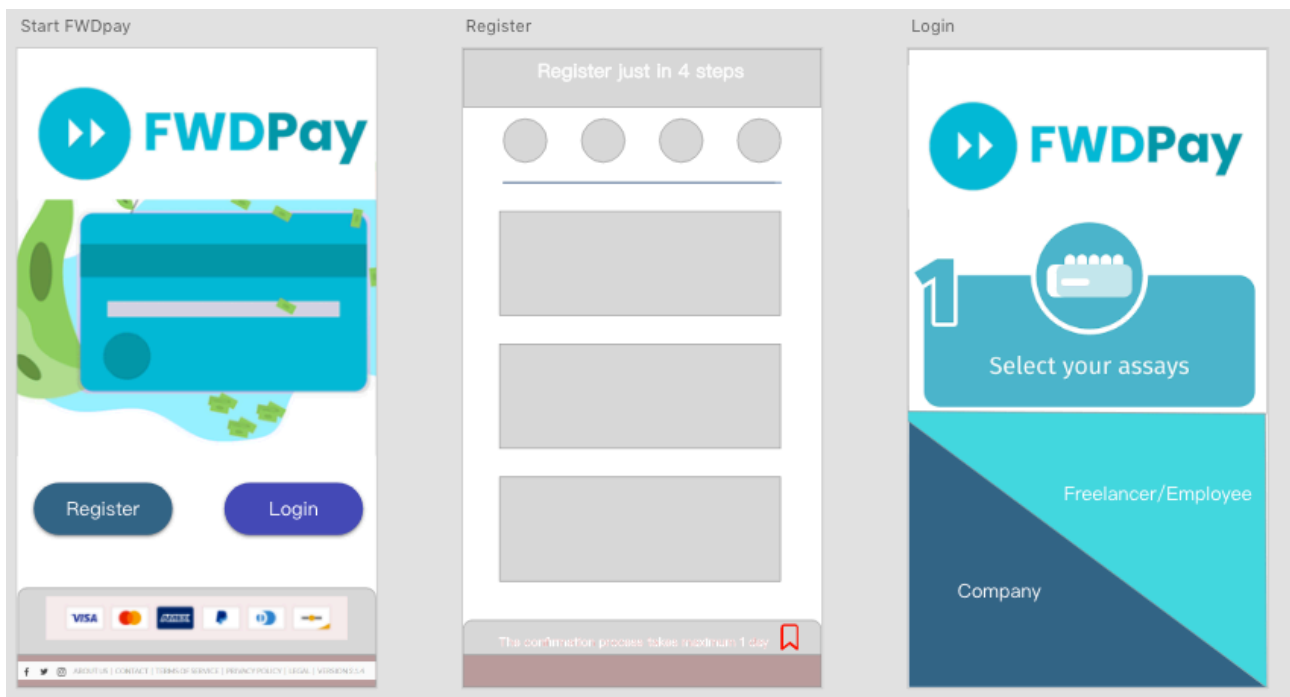


Concerning the sketch it was splash of the idea which should be integrated in the design further. Also, at the bottom of it, I have mentioned step by step sequence in which such a system should be functioned in the future.

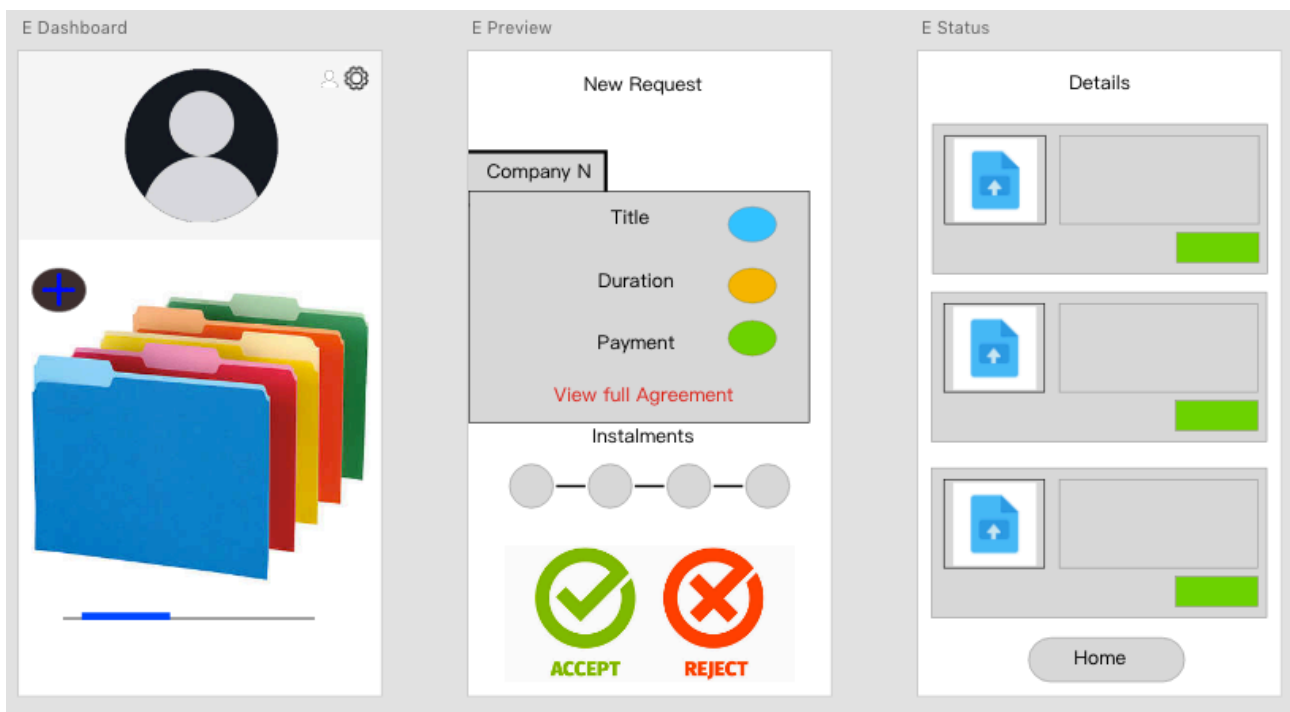
Lo-fi prototype

I decided to digitalised my first low-prototype, in order to test it on others and get feedback form a client. It was confusing for me at first, to understand that the appliance of the costs and the frames of it's use as such; setting area restrictions and how much money could be withdrawn it is not in my assignment. Instead, I have to clearly show the connection between the investor and user “employee” and vice versa.

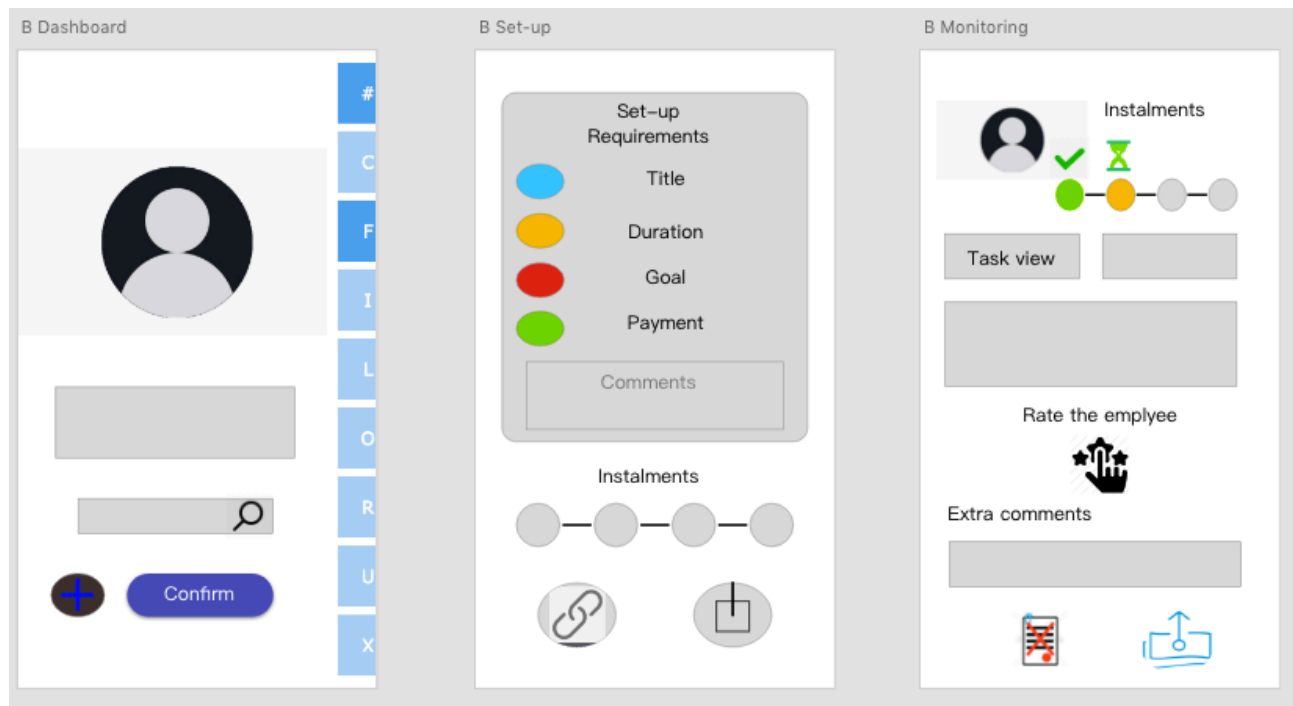
First Home pages and the pick where the starting point is:



So called employee dashboard of selective pages and functionalities:



This is investor or the business owner dashboard and selective features:



Storyboard



After I completed my Lo-fi prototype, I decided to make a storyboard, which will show the client clear representation in which real life situation his software would be in the use.

Clients first feedback

Overall, first meeting with the client went on okay. He did not expect much from it as it was just a first prototype. Nevertheless, he was impressed of the big amount of research within the company and the features which are present currently in the market. He liked a lot the -“Cartoonish” looking storyboard. Remarks on the prototype itself were, that the look of it looks kinda confusing and requires a long explanation. The design should be improved and carefully be in balanced. The look of it were bit horrifying. Nevertheless, the idea behind it was original and it would be amazing to see it in a clear representation. The first feedback from the client gave me a confidence that I was heading a right direction but the design should be taken into the account to show it in a clear manner.

Testing

The following up week went with testing a new ways and directions to create the final prototype through the feedbacks of others. We had to test our lo-prototype multiple times with our classmates or other people. In order to gather new ways and styles to implement for our final design, we should hear opinions of others. They could correct our work, implement even better features and inspire us in a certain way.

I have spoken with three classmates, who gave me unfortunately a broad feedback with small amount of remarks. However, I thought that would of been enough to proceed with my final high-fi prototype work.

By looking at others work, classmates who been involved in the same company assignment as me, their work broaden my perspective of thoughts. As our ideas were interfere with the same broader topic. In some aspects and futures we spotted similarities, which we kindly shared with each-other.

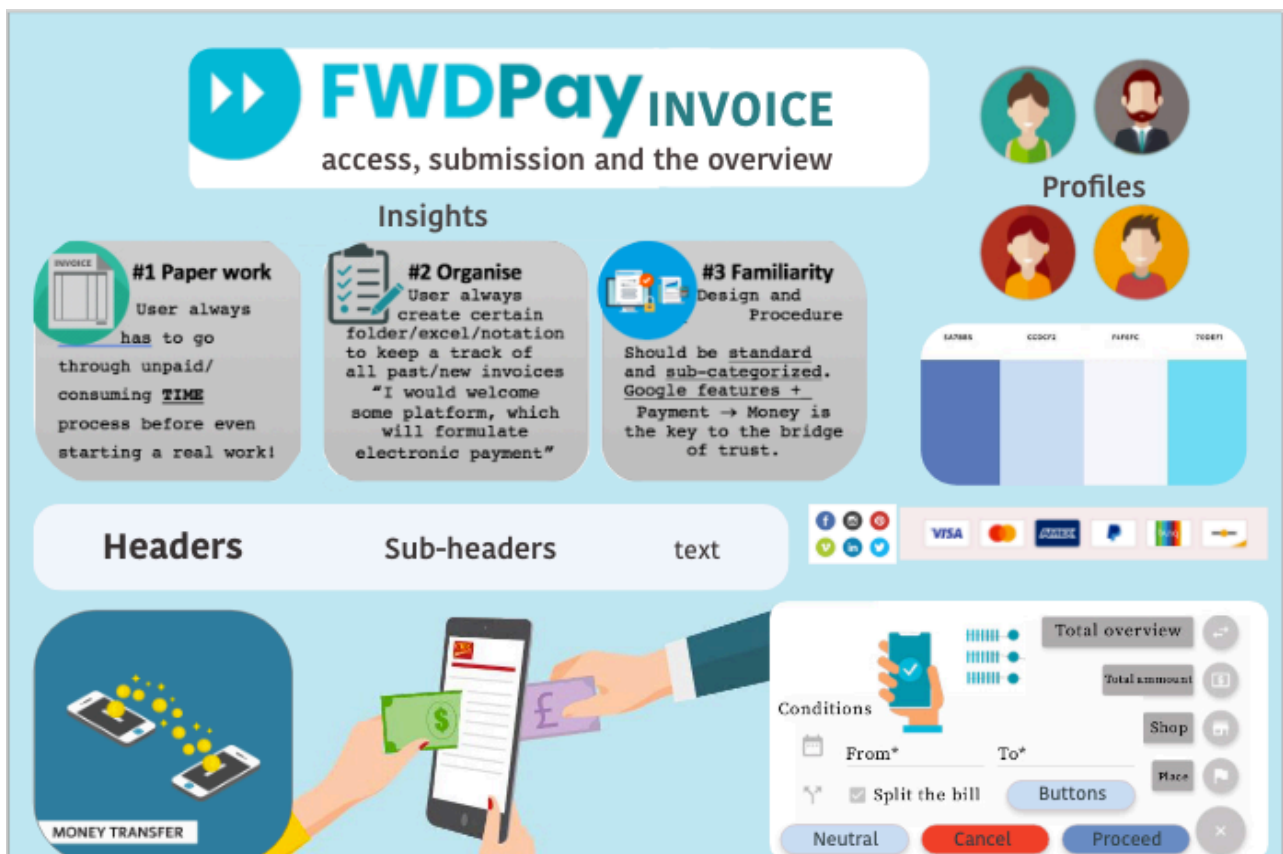
I have tested my lo-fi prototype on following students: Marta, Phil and Kristina.

Most striking comments were:

- You should more focus on interactive aspect of representation of your idea.
- Not put everything on one page, some information pages are overwhelming.
- Try not to use more than a 4 colour in your design.
- Have a clear hierarchical structure, do more work on it.
- Mention title for every page or make it clear on what type of page user is currently located.
- Maybe use existing feature of their current platform.
- Try to think on how clearly inter link all the pages in the future.

Style tale

Before proceeding with the hi-fi prototype, I have decided to create style tale poster. Which shall keep me tight on the colour selection, as well as button use and reminder of the goals I am currently trying to achieve by making my design.

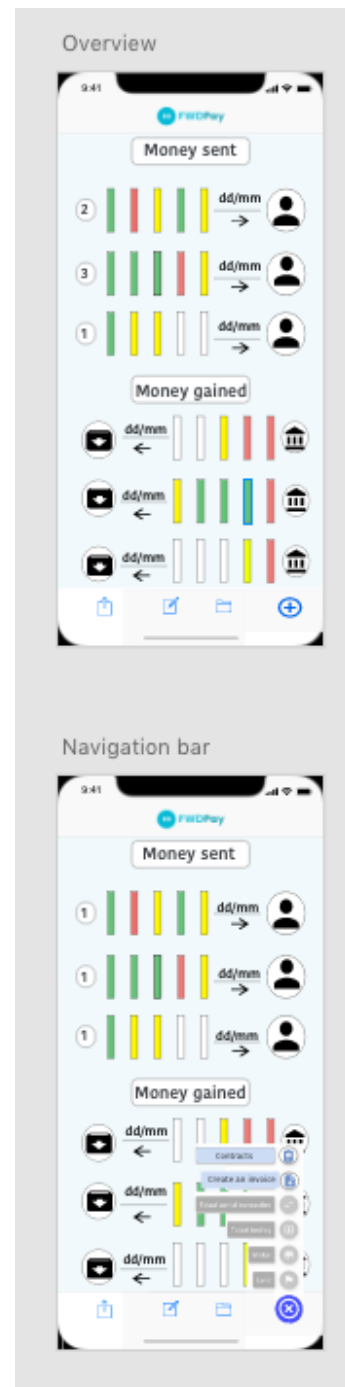
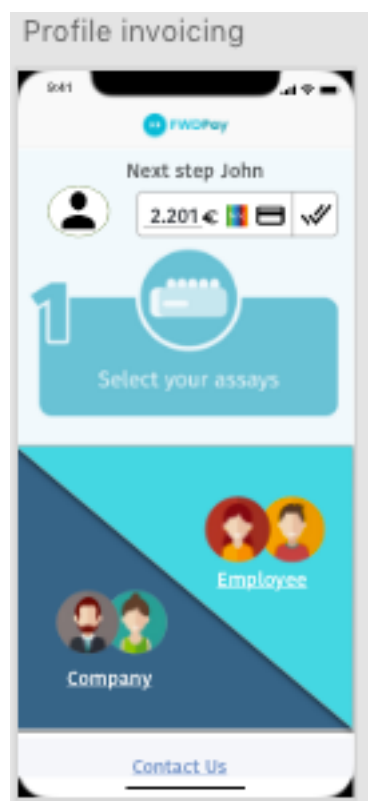


Design the final Hi-fi prototype

As my design slides were completed, I have organised them in a certain manner to not get lost with whenever I be interlinking them with each-other. It was a coincidence that shape of such a robotic figure appeared on my screen. Hopefully, it kinda explains the hierarchical functionality order of the pages. All the slides been tagged and named.

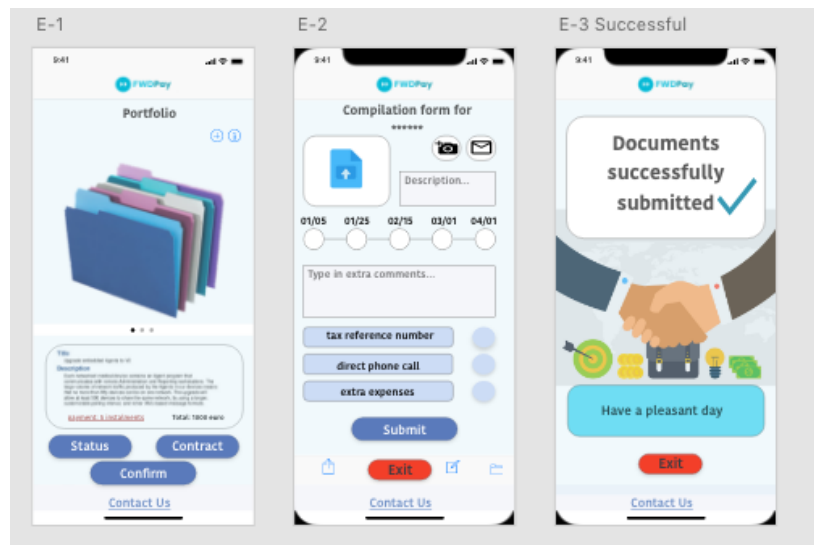


This is an upgraded version from my lo-fi prototype plus additional overview page of instalment feature. The colourful bars are indicators of the transaction process. It shows when the following deadline is coming for the submission of a certain file or money transaction. Instalments is a feature which guarantees the truthful ethics in the business process. It also works as the motivator for employee side to deliver his work on time and put most effort into it.



Here we could see the employee interface windows.

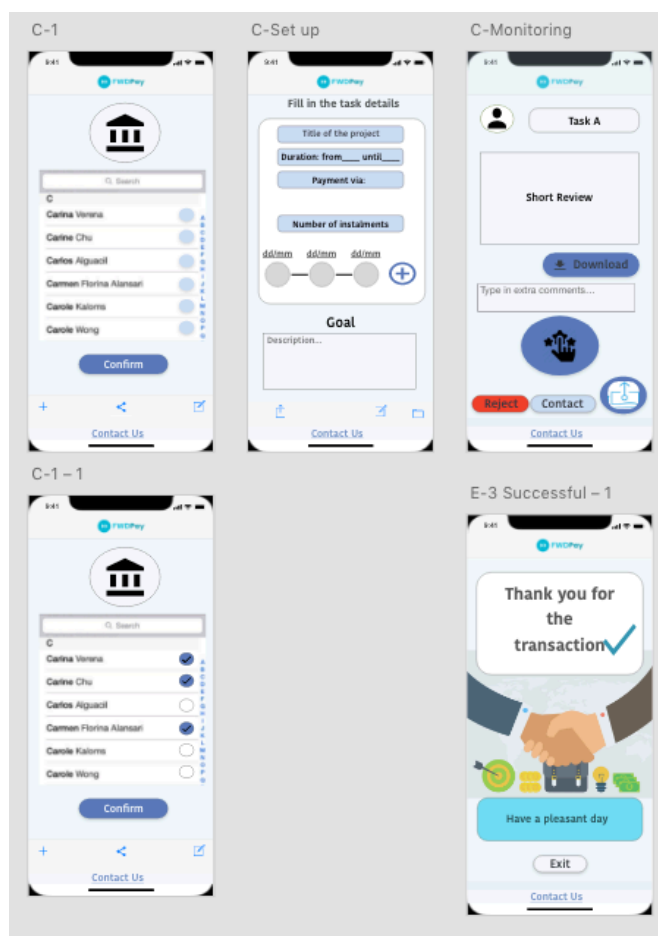
Where the committed employee or a freelancer could view the folder of his current projects. There are indication of what this project all about and the status of it. Then follows the submission of the necessary documents for the upcoming deadline of his instalment. If he wants to receive the money he has to work and deliver it on time. As the submission of the documents done it is up for the other user of FWDpay to grant them the instalment.



Here the other interface side, if you are the owner of the company or you trying to hire someone. That how you shall do it: firstly, you will create the task and all the necessary

requirements and place the number of instalments and amount of money for the completed work. Secondly, you have to choose from your contact list and trustworthy employees or share it on social media. After the selection of the candidate, you wait for their first instalment acceptance and submission in order to proceed in such a assignment.

There is also an monitoring overview page on how does the job has been completed and direct action upon the presented work, wether it be paid or declined or they will contact the employee straight away, if there are any concerns. After, you be taken back to the home screen as the transaction has been completed.



Final Reflection

As I completed this project, overall feeling on my design process is more or less satisfactory. I learned, how to be more undefended in the project of such of matters. How to clearly organise myself. At the beginning of the project, I was dedicated to it in all my giving hundred percent. The last week of it before final presentation, something came on the way, so it kind of reflected on my final outcome product. Nevertheless, I at the start of the project I have gather a large research data and put an effort into the design brief.

Mine diversion process could been more broader and could of had more original single theme, as I have discovered it by looking at others work. The inversion stage went good but still at the end, it seems I zoomed in into the same area of focus, as it was before from my research plan. Nevertheless, my insight got shorter and more clear through the all processed work. It gave the birth of an idea to implement the functionality of instalments. The mid-way through of our project, the first feedback from a client, in my opinion it could of had more comments and critics on small details. It would of been helpful and could been taken as an good experience of harsh critics.

Throughout the development of the final prototype, I should of kept my design brief and feedbacks from the lo-fi prototypes on the visible spot, to kinda sharpen my focus on the appliance of the right design features. Next time, I should be more consistent in my working process. I can be organised but sometimes my appliance of design drifting away from the standard use. The style tale came in handy, it was a smart choice from my side to create it as a guidance poster. It kept me in some sort of focus frame through the developing process. I should of dedicated more time in the creation of better visualisation of instalment features at overview page. If I could of found the way how to. Make it clear from the first sight of it, I think I would of been amazed even by myself.

Next time, I should be careful with the appliance of a new features as the visualisation of them comes in time worthy and highly demanding. The testing part of the prototypes could of been improved in a different variations to gather more inspiration thoughts, for example if I made some interactive activity after my experiment with the participant and got our of him some sort of a new critical thought over my current problem.

We have presented our final hi-fi prototype.

General feedback from the client was that overall my approach on solution towards the problem was original in appliance of instalments features. However, it had a lack of visuality and structural representation as it confusing in overview and navigation bar pages. It took some time to get it the meaning of those colourful bars and numbers. He wanted to see and understand it straight away. It was also hard for him to imagine how such systematic feature could be visualised in a clear way. The tops were that, I managed to split the interface into two sections which interlink with each other. Also, he liked that I still used their own navigation bar and only integrated additional buttons. My explanation was clear and at some point we had a discussion on his remark about the overview page and both tried to think of a new way of clear presentation of it. At the end, he took the storyboard with him. I guess that was a major plus.

Feedback and guidance of my tutor. It was really helpful to discover new possibilities the access of the prototype on the phone. However, my design layout was for iPhoneX when I am more of an Android user. At the end it worked and I showed the client my prototype on the phone, how it should of been operated at the first place.

Concerning the design layout and icons. Fist, question came about the title of some pages and wether I have tested them or not. As I stated previously someone of my tester had proposed me alternatives to it but I didn't followed their feedback to make it more clear. Tutor has mentioned that some of the icons and buttons are not consistent. They should be at the same location, should be the same shape and colour. Also hierarchical order of the functional buttons should been thought carefully. The horizontal align of the tick buttons were not clear enough and not so sharply visible. For not experience user it will be difficult to interact with such a system, if they would have an access to it.

I could not disagree on that point. There are plenty of space for the improvements.