

# Design report

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The Hague University of Applied Sciences

Programme User experience design (UXD)

For class project Research and Design

Tutor: Alex Zakkas

## Introduction

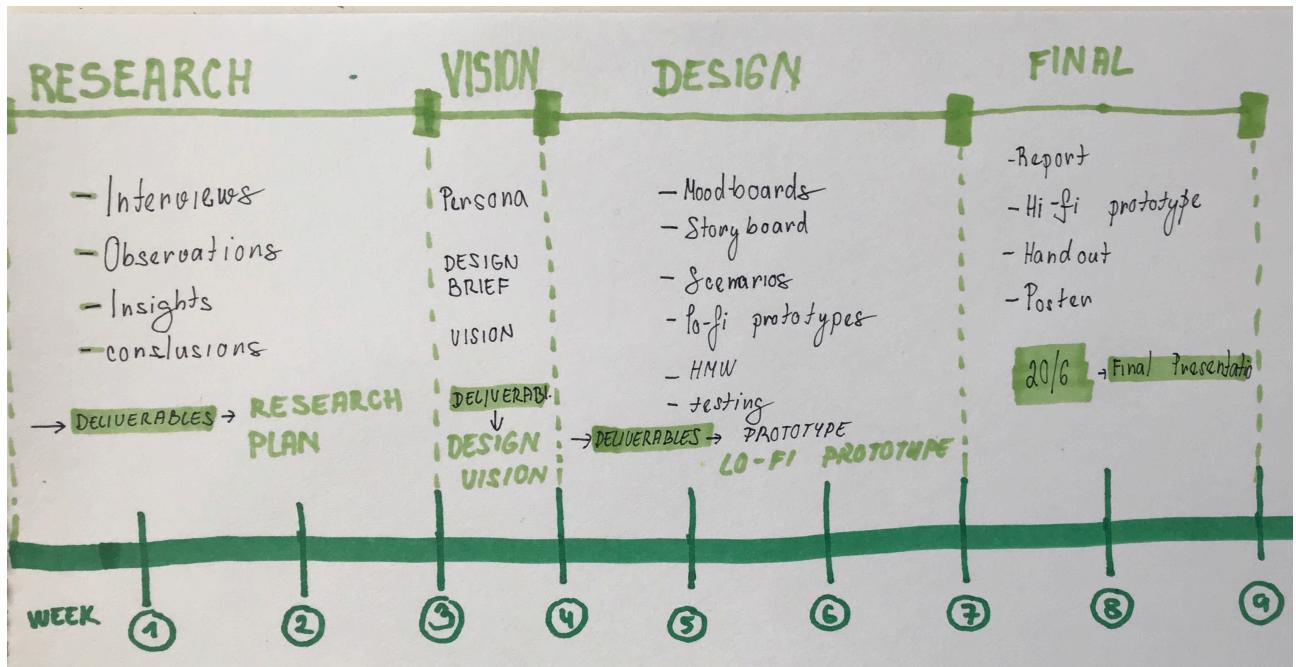
Aim of this design report is to reflect on all the activities which helped me to create final product for class project Research and Design. At the beginning of the course, we had opportunity to choose from two clients. Per each client, there were several areas of focus within the product. Each of the students could choose in which area of focus they would like to participate, for product solving issue.

I chose client [xdemia.com](http://xdemia.com). Xdemia is an online platform which is still developing their functionalities. They bring together Education, Networking, Collaboration and Research. With this platform, Xdemia wants to make knowledge available to everyone because they believe that every academic member worldwide should have free access to the same facilities.

Goal of this assignment is to create/come up, with some new killer functionality which is sexy to use. This assignment is orientated towards students and functionality I have to create should be attractive for this target group.

The whole designing process will take 9 weeks. Per each week there are planned different activities and sub-assignments. In this design report, I would like to reflect on every week and this way deliver the clear picture of the whole process from the beginning to the final product.

## Preparation



During the first week I made the calendar with all the important dates for deliverables and all the activities which needs to be done in order to successfully finish this design challenge. Deliverables which are required to deliver for the separate deadlines are: Research Plan, 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 research which included interviewing, observation and exploration. The topic of my research was sexiness. By choosing this topic, I tried to think outside the box and really look for all the aspects which makes people think that something is sexy to use - look at. According to that, I created 4 of my research questions:

What can be sexy in interface?

What students consider being sexy?

What online platforms students use most of the time?

What knowledge students don't like to share?

After performing all of my research methods I was able to find answers on my research questions and come up with 4 really interesting insights. Based on all data I collected, I was able to make persona which fits my topic. In this report I would like to share my insights, because I believe that they are going to help me a lot in my further design process.

1.

Students tend to distract themselves from studying by watching calm videos. (soap cutting, playing with slime videos, puppies and kittens videos, funny videos).

2.

Students consider creative elements, animations, and 3D effects as a "sexy" part of every interface.

3.

Students still value privacy and personal space. They do not like to share unfinished work with others.

4.

Students consider partial nudity of all genders, food, elegance, and colours (red, blue, white, black) as a sexy trigger for them.

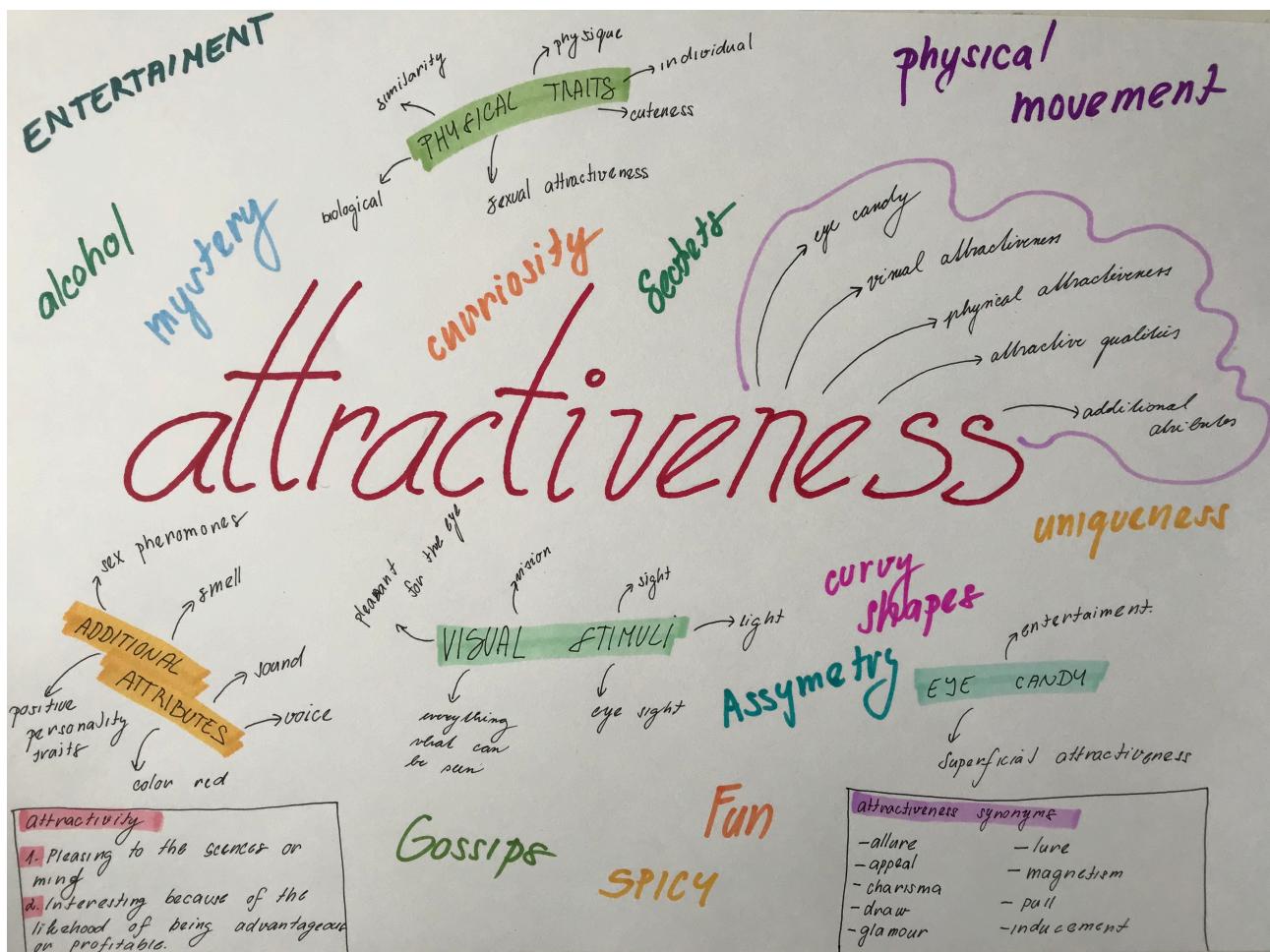
## Design brief

After receiving the feedback on research report and insights I gathered, I got an approval for the direction of my design from my tutor. Based on the research insights and useful comments from my tutor I started working on my Design brief.

To reflect on my design brief as a whole together with my design vision. I must say, that now I would made it differently. I dint have the clear picture of how I want to continue with my design. Therefore my design vision was too broad and general. Exploring what people consider sexy and then trying to apply it in academical platform might look easy and very obvious at the beginning, but more I was trying to find some parallel the more I was struggling. Therefore I started looking at this topic from many different perspectives, while stile applying the data I gathered from my research, plus doing additional desk research.

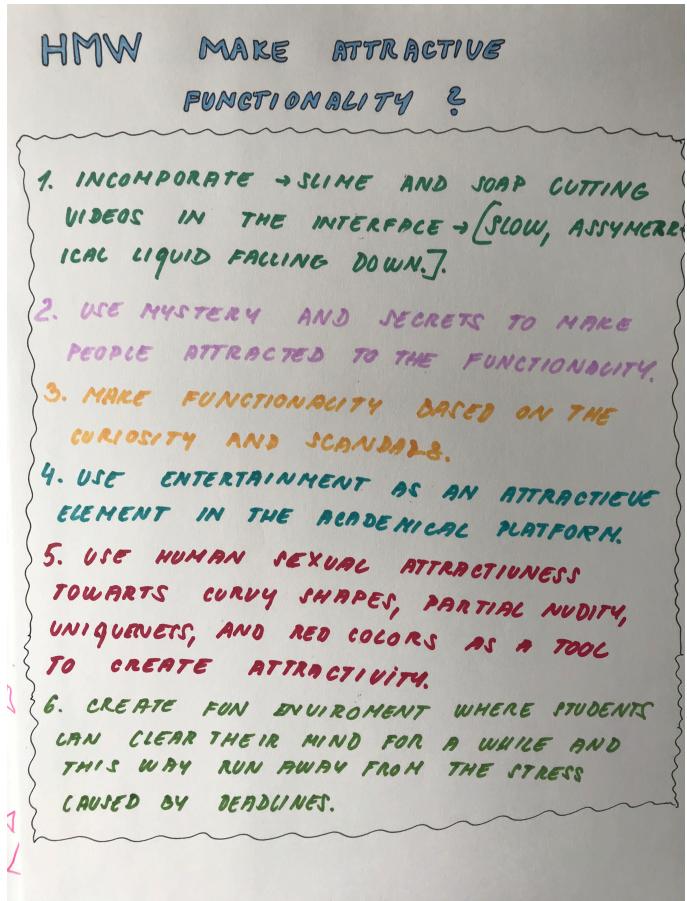
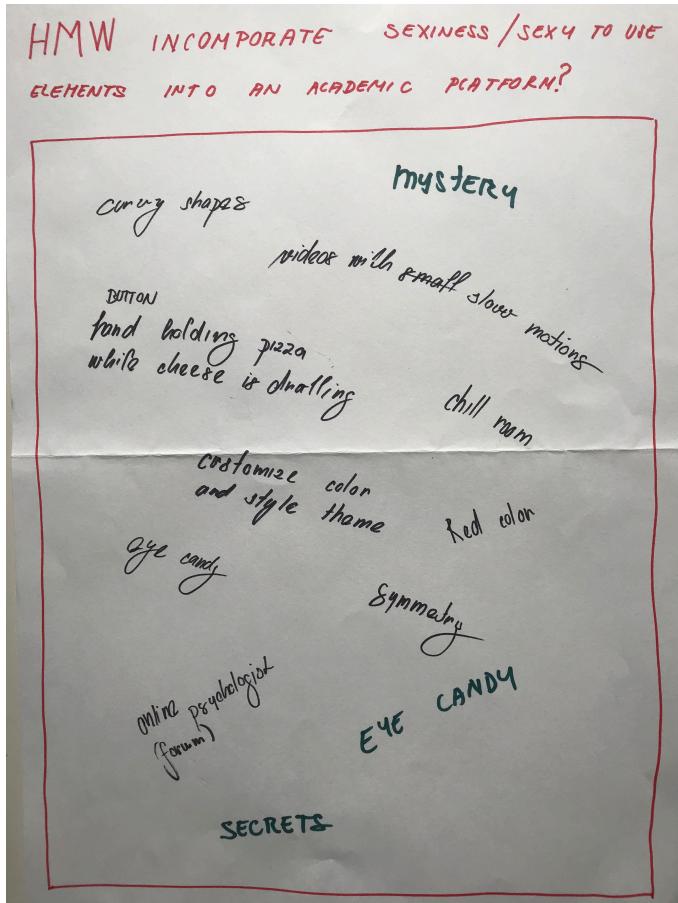
## Design

Mind Map regarding the word attractiveness.

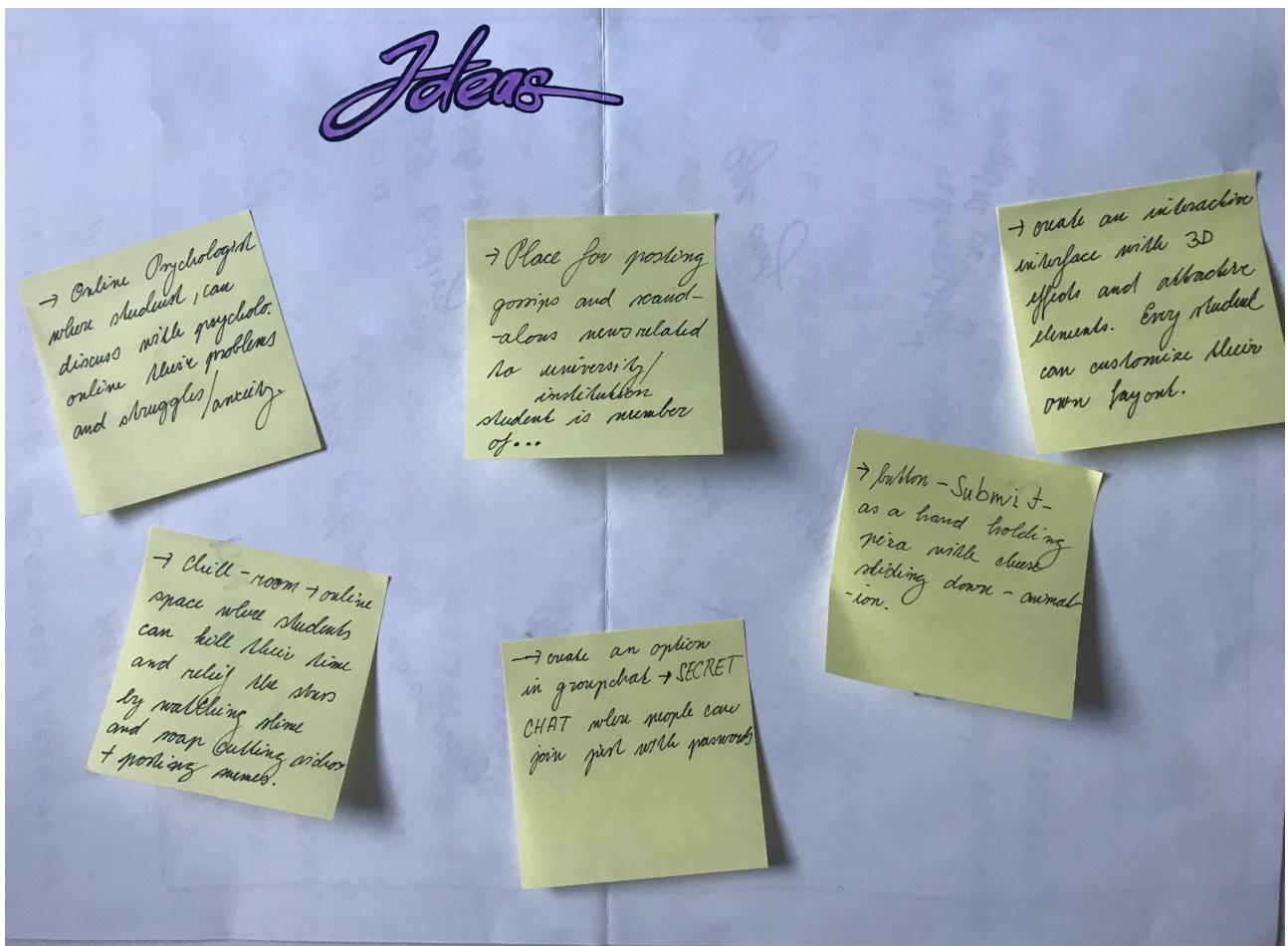


I chose the word attractiveness because in my opinion, I can come up with way more ideas by exploring synonyms of the word sexy. I did also search for the definition of attractiveness to create even more clear picture. What I find the most useful from this Mind map, are key words such as - entertainment, mystery, uniqueness, and visual stimuli. With which I would like to continue work further.

## HMW questions



I came up with two HMW questions: HMW incorporate sexiness into an academic platform? And HMW make attractive functionality? I was trying to come up with ideas based on the key words from my mind map. While in the first one I was just splashing words connected to the ideas and in the second one I was formulating them for better understanding. At the end I decided to formulate even more concrete ideas on a separate paper posts.



I came up with 6 different ideas:

1. Online Psychologist where student, can discuss their problems regarding school, family etc. with an online psychologist and this way predict an anxiety.
2. Chill-room, space where students can either watch or upload different videos and funny pictures (memes for instance) and share it with fellow students. The aim of this room will be to run away for a while from stress and pressure caused by being overwhelmed with amount of assignments and exams.
3. Create an option - secret chat - chat where just few people from class can be the members and they can access this chat just through the password which will be set up by the admin of the chat at the beginning.

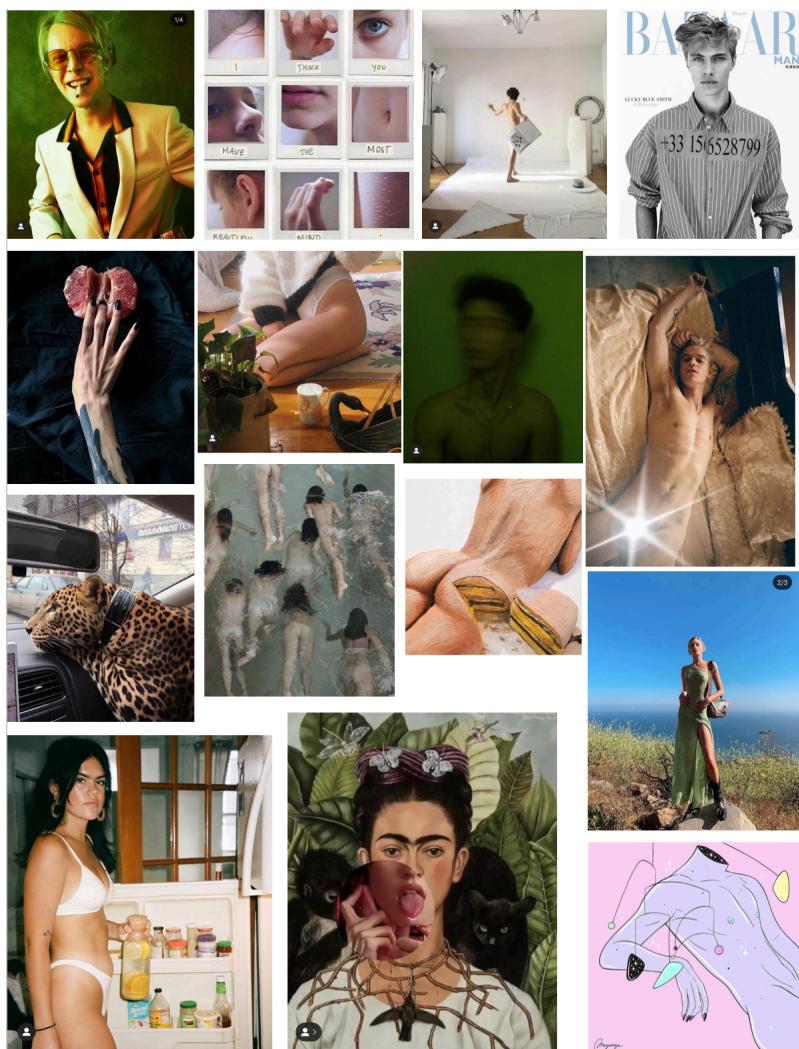
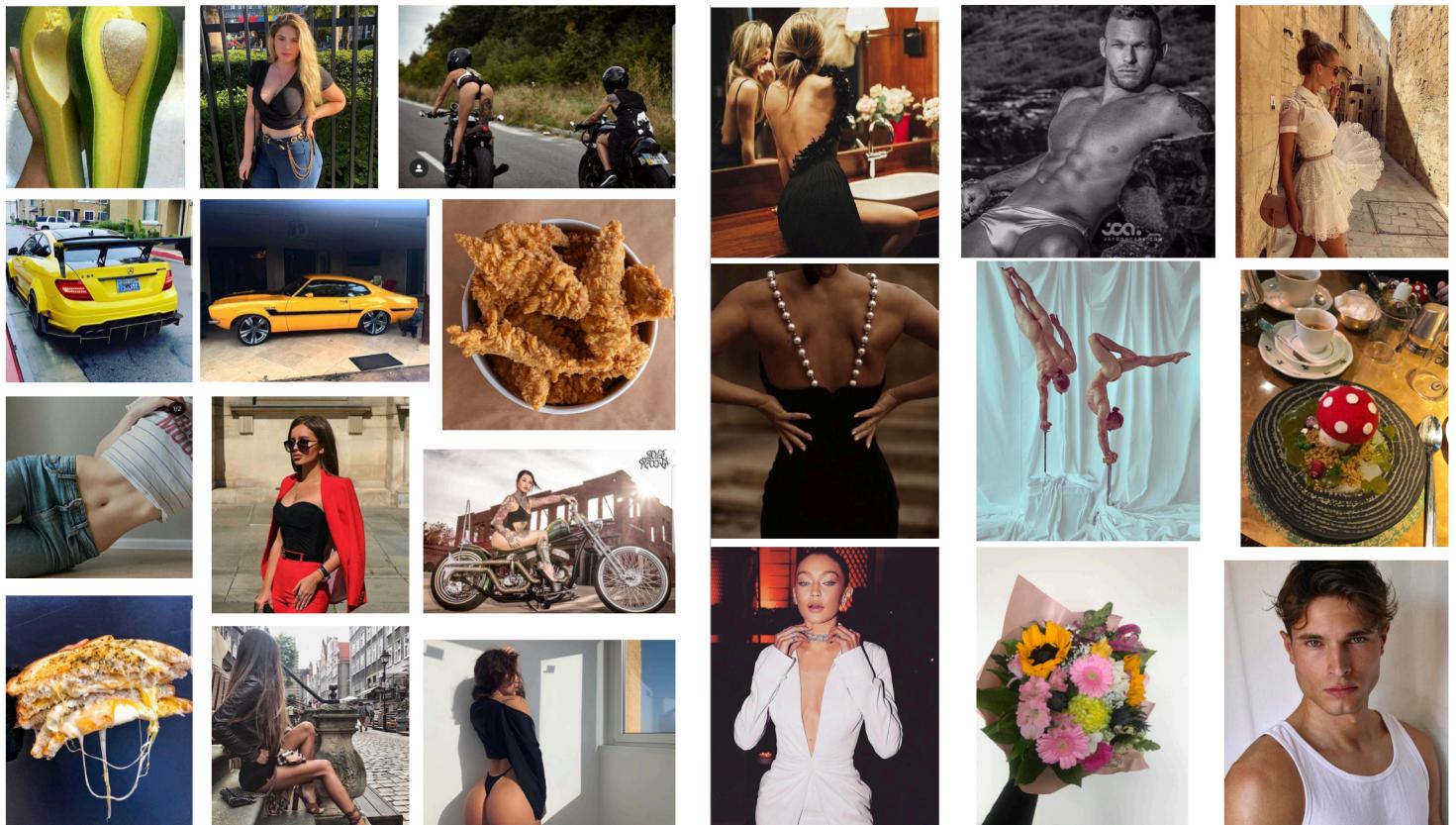
4. Place for gossips and scandalous news related to university/institution each student is member of.

5. Submit button in a shape of a hand holding pizza with cheese sliding/melting down - animation

6. Create an option to customise the layout with 3D elements. Every student can customise their own layout and this way make the space more attractive for them to use.

After coming up with all the ideas I decided to do a dot-voting where I was taking into consideration - popularity, attractiveness, newness and overall fitting to the platform. Outcome of the dot-voting was idea number 4. (Place for gossips and scandalous news related to the university/institution each student is member of.). I believe that this idea has the most attributes which are close to being attractive or sexy to use. It has newness, it is about gossiping and having fun, It is a form of entertainment, it makes user curious to use it over and over, and lastly not only the concept of the idea is attractive, but even the layout can be created the way user would consider it sexy. At this moment I started formulating the idea and putting it on a paper. I searched for synonyms of the word gossip and came in touch with the slang phrase /spill the tea/ which is described as saying the T - truth, or having the tea with friends where you discussing all the gossips. I also remembered, that there are already many facebook groups existing, where students are writing either secrets or things they overheard saying other students and they found it funny. I got inspired by these groups and created the similar concept for Xdemia. For creating the overall look and attractive attributes I used mood-boards from the participants of my research and also mood-boards which I created based on the outcomes from the research.

Mood boards from my participants - on topic sexiness and what each of them consider being sexy.

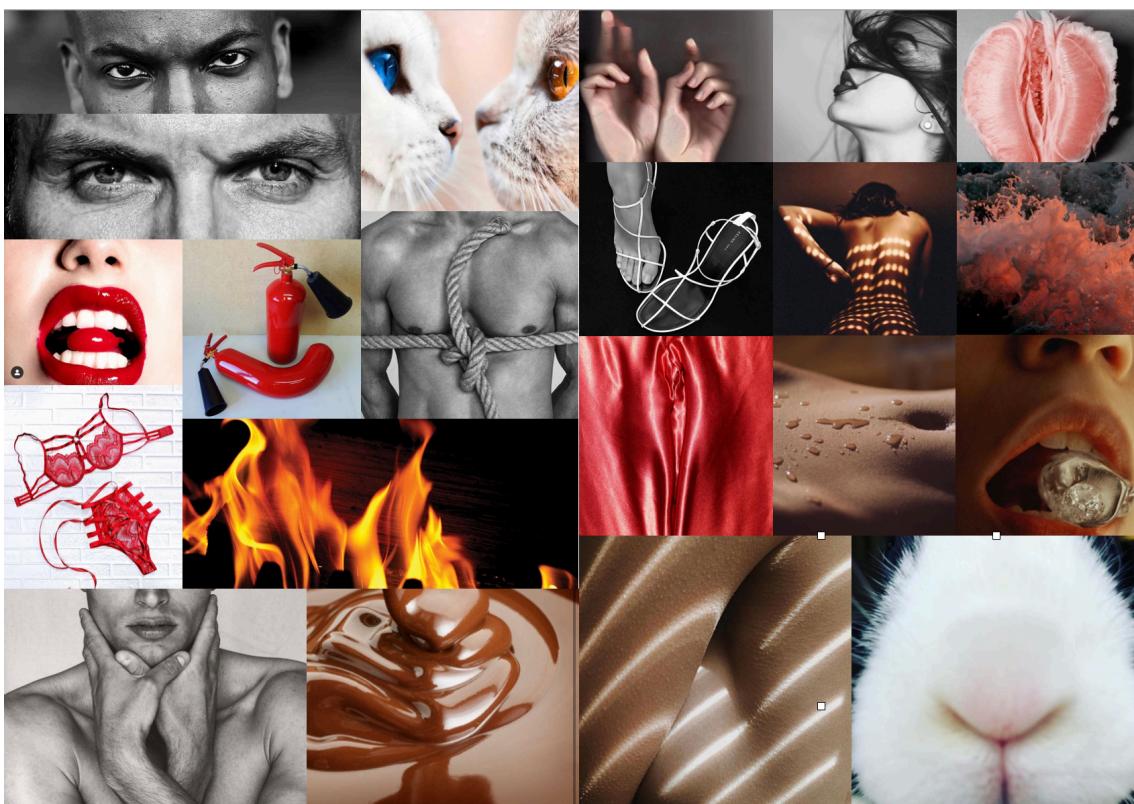
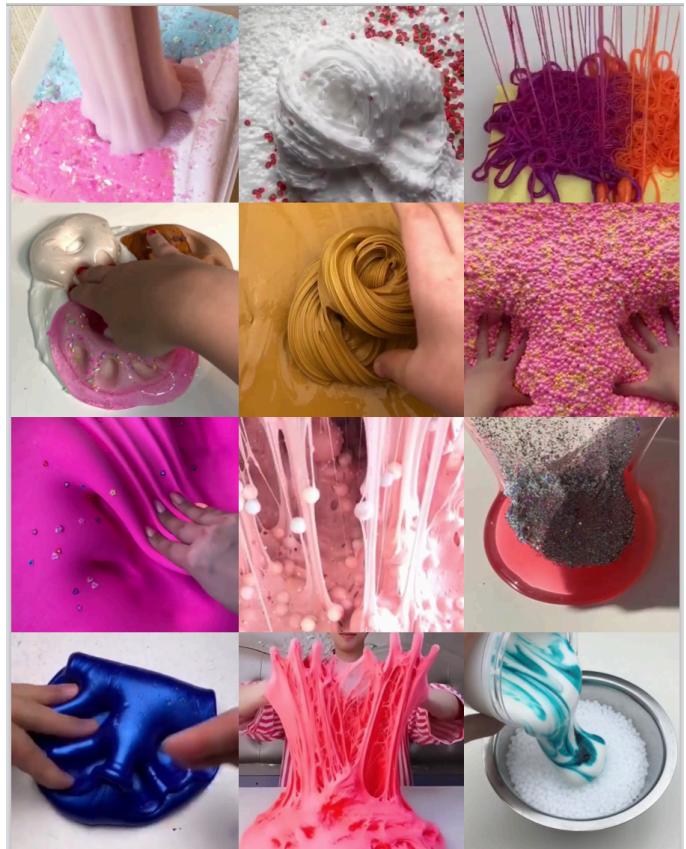


## Mood boards made by me

Colour red

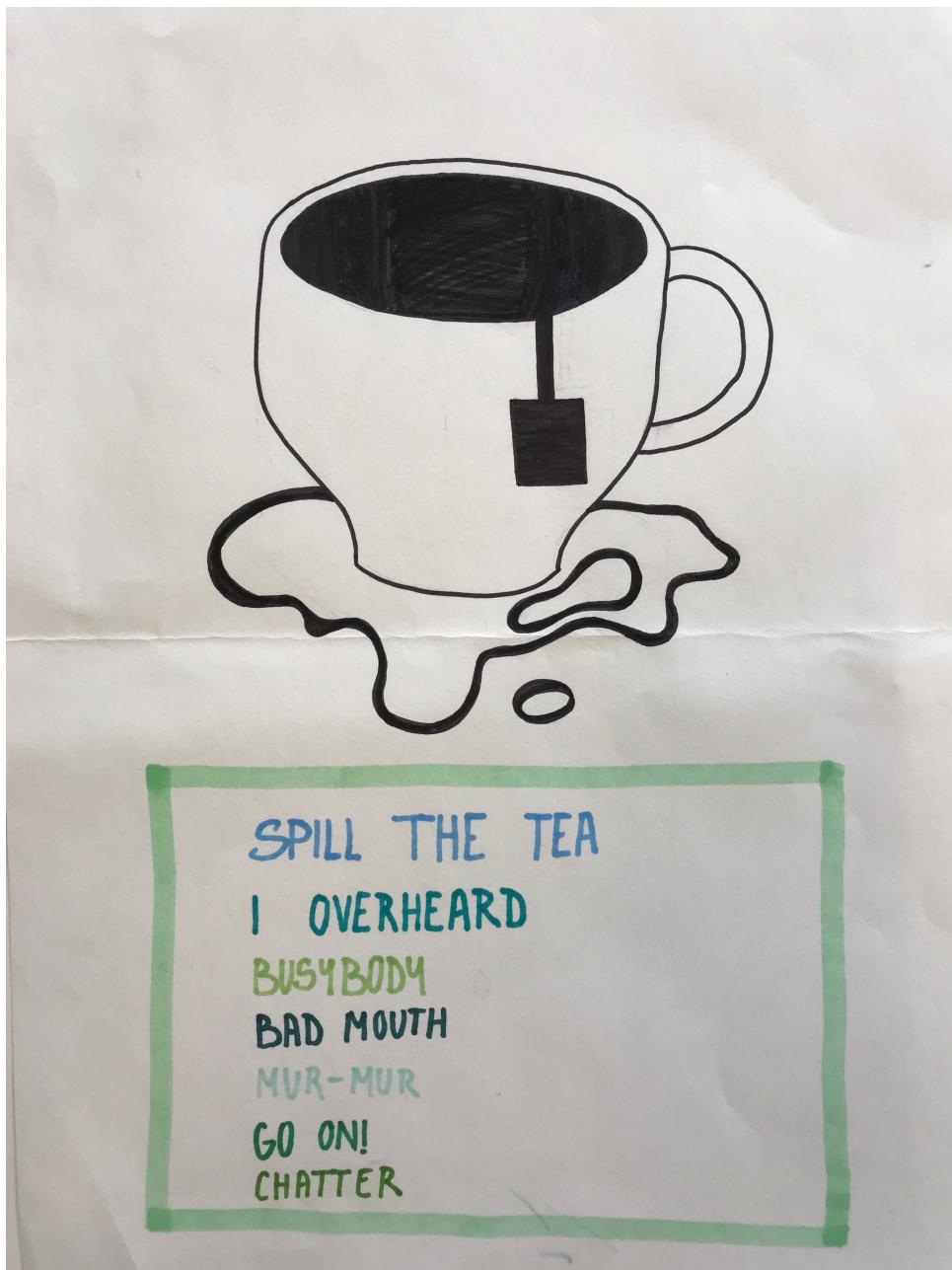


Slime videos

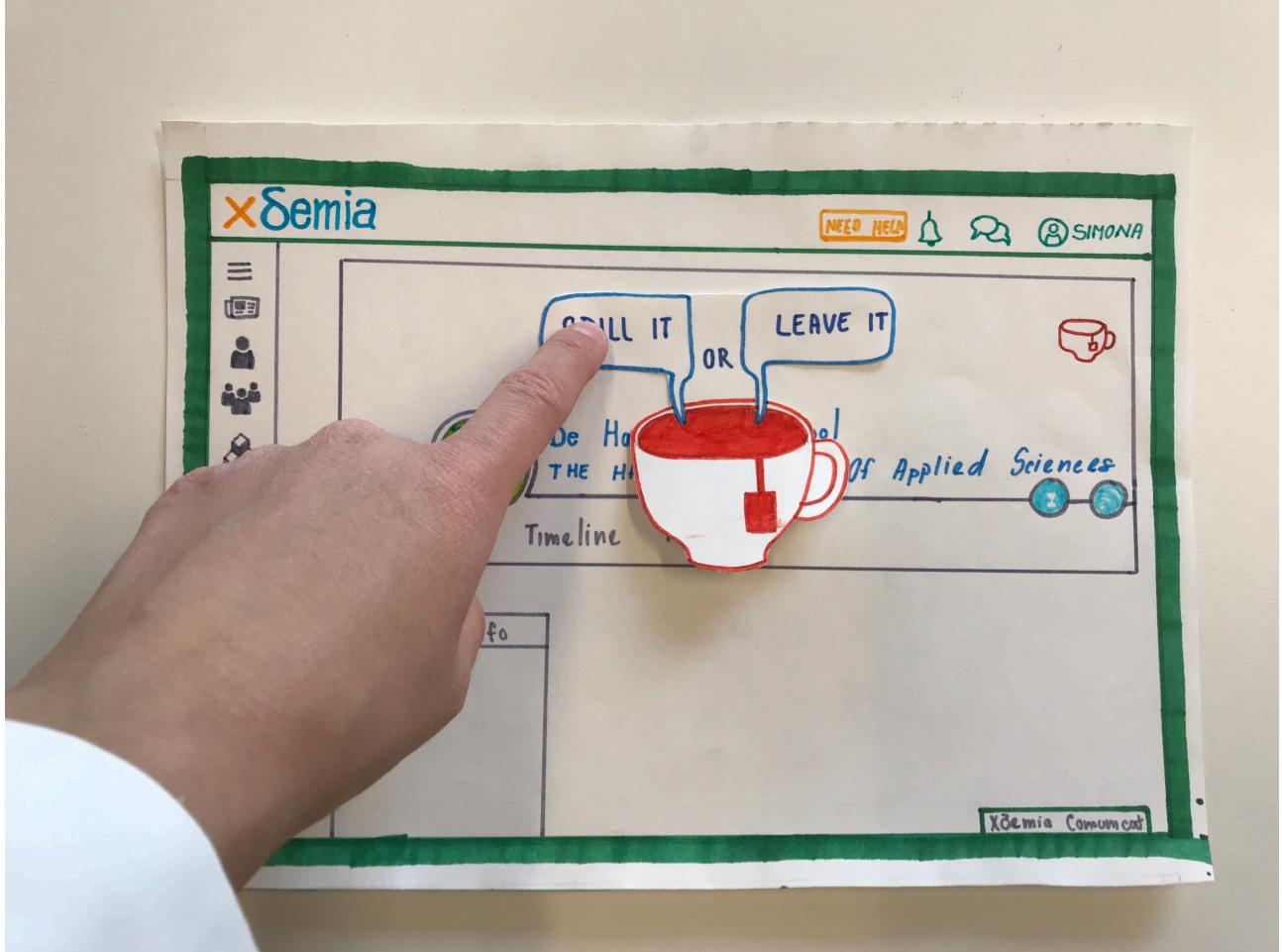


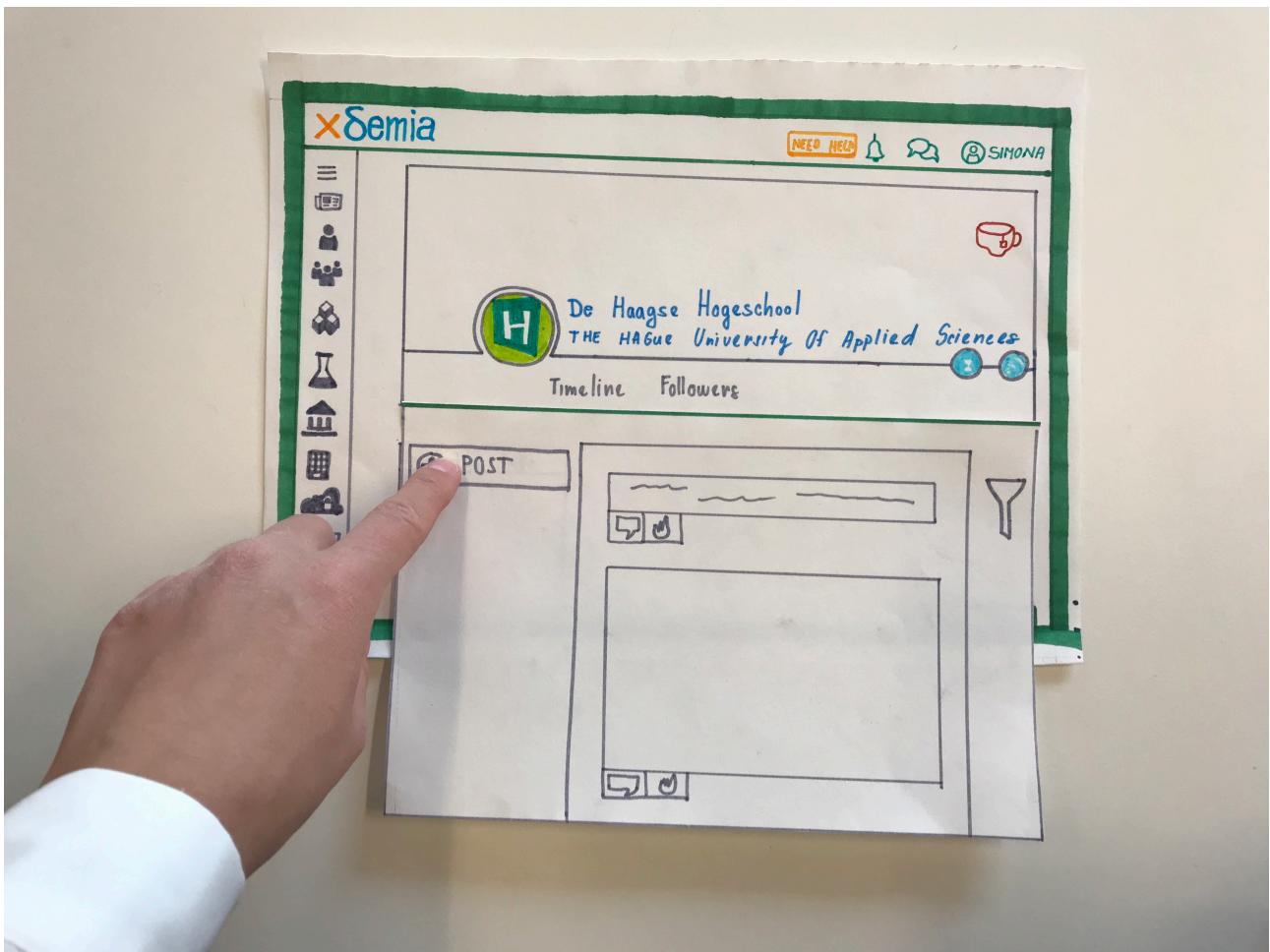
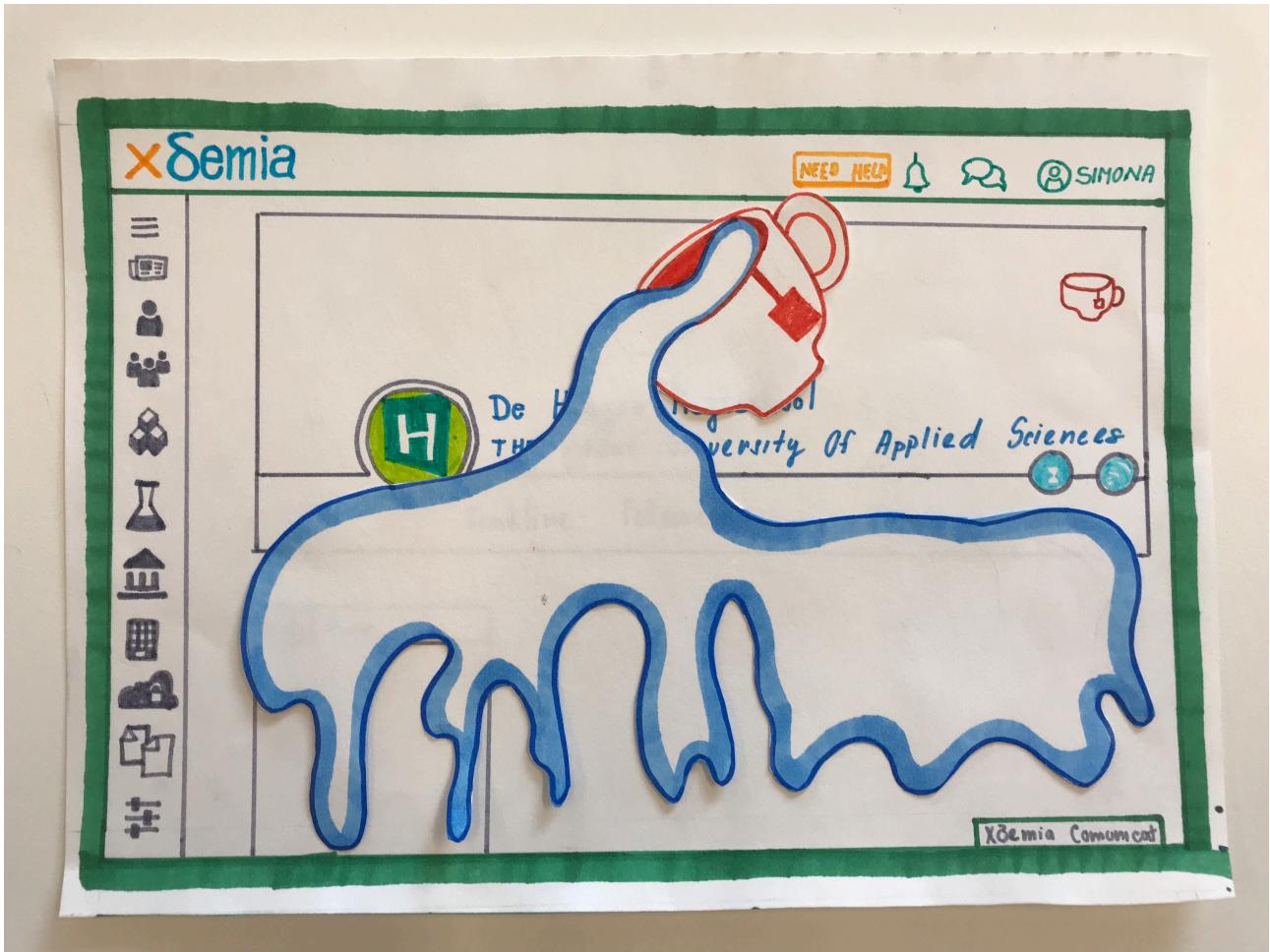
Sexiness and attractiveness

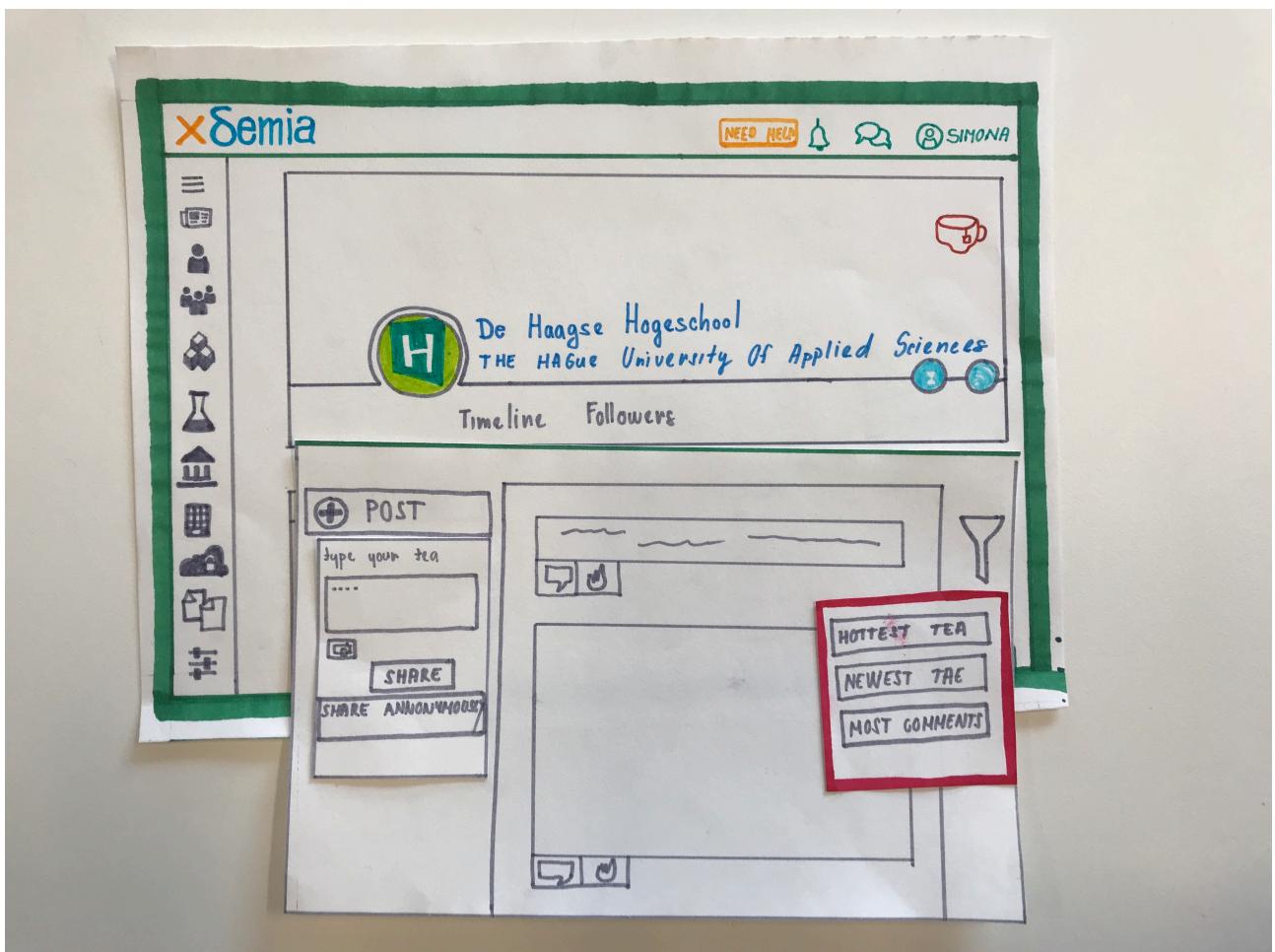
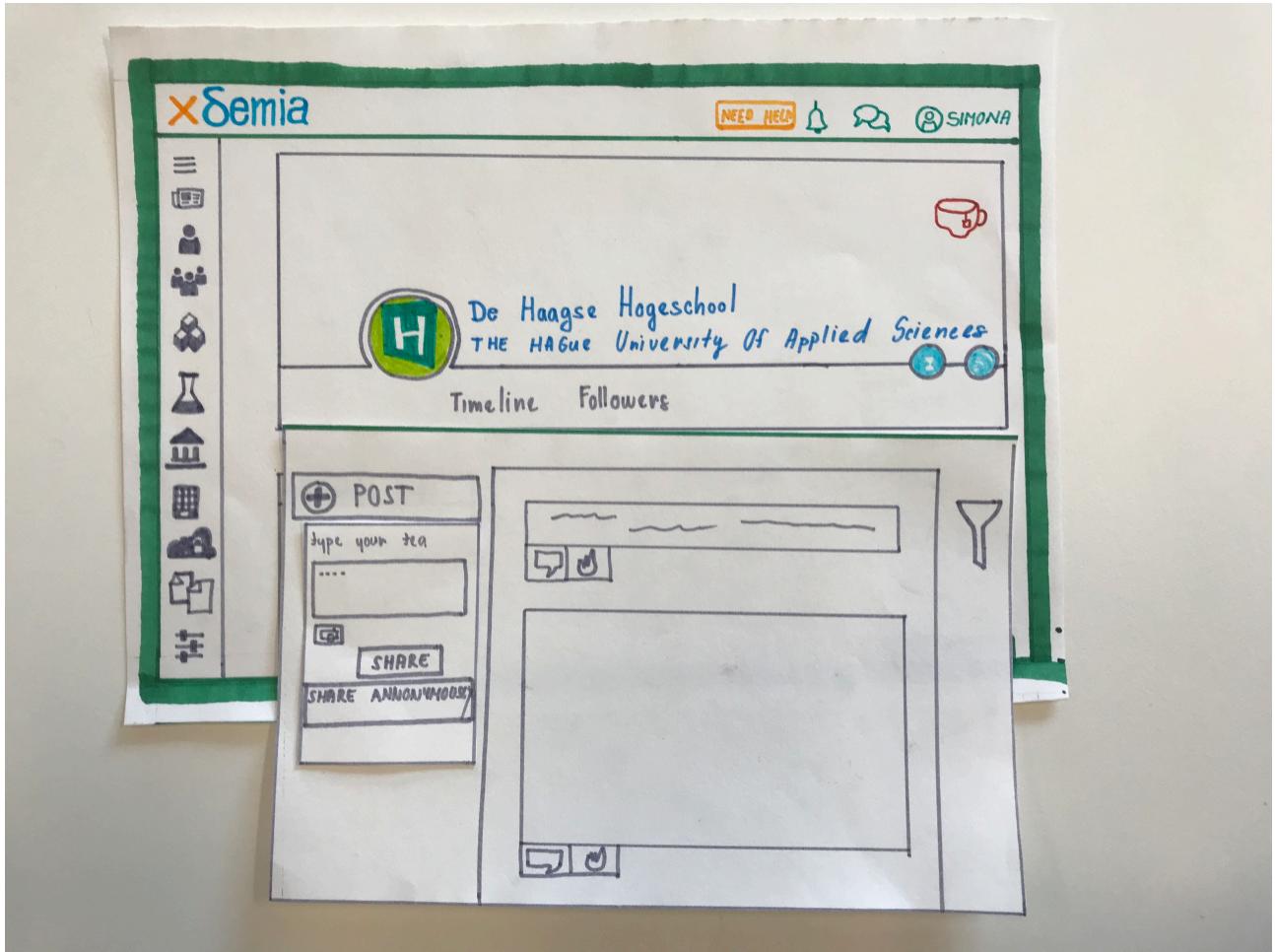
## Lo-fi prototype



I was trying not to stick to the first idea for the name. Therefore I explored more words which would possibly be the name of the product. At the end I decided to stick to the original one, since phrase /spill the tea/ is really popular amongst young people nowadays. This way the name will speak by itself.

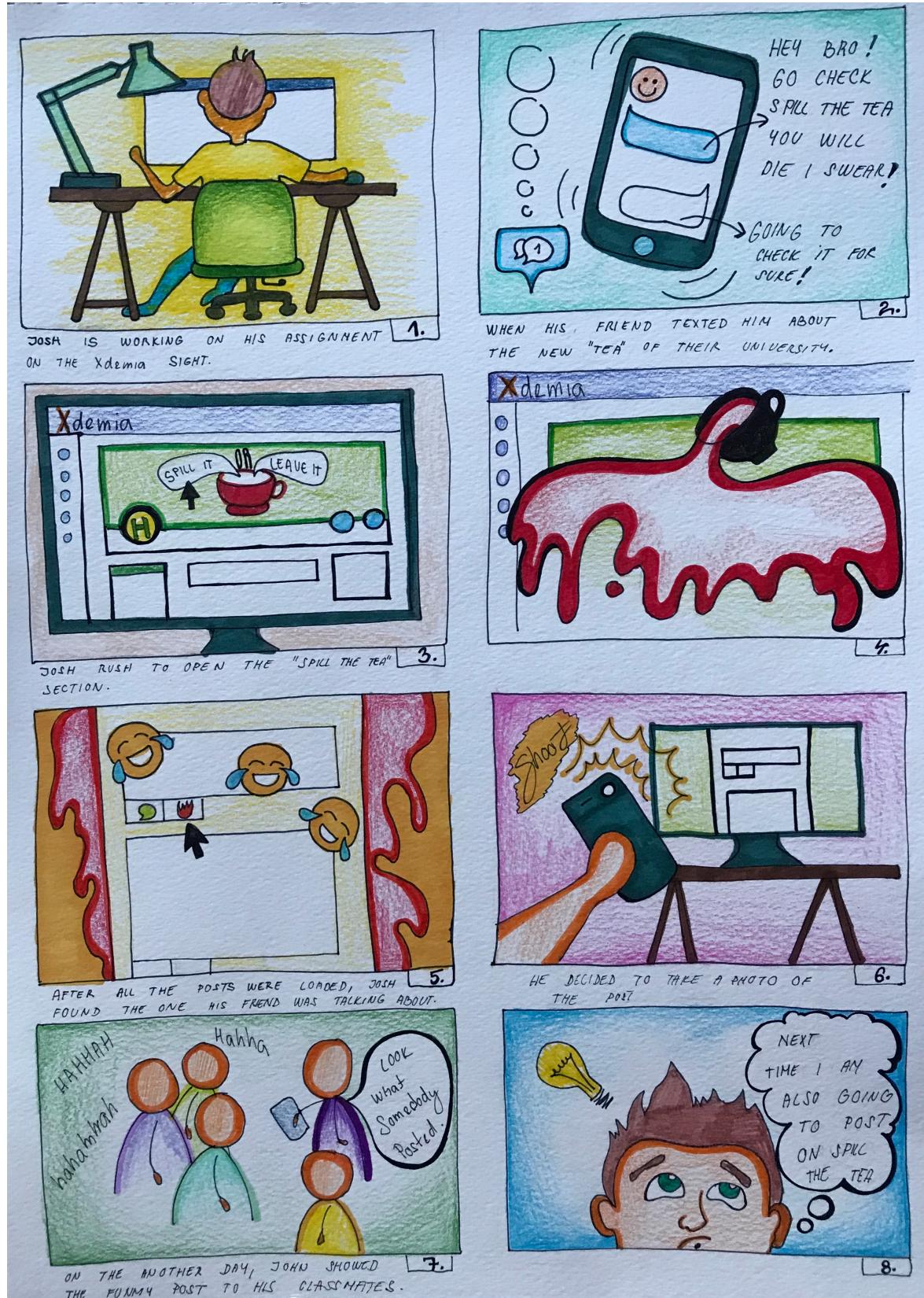






Each of the university would have small tea cup icon. With every new post, cup will get red as a notification of having a "hot cup of tea". By using a colour red, I am also trying to get an attention, from my research and mind map I realised that people consider red colour as the most attractive and sexy. By clicking on the icon, bigger cup will appear on the top of the screen with two options: spill it or leave it? By clicking on "spill it" cup will start spilling the liquid all over the original layout of the university site. I got inspired by the slime videos, where I found out people get attracted to liquid slowly falling down, same as when you are playing with slime. After spilling the tea/liquid, all the posts will appear. User can interact with the site by reacting on the post with comment or clicking on fire-like, the more fires post gets the hotter the tea/gossip is. As one of the insights from my research was that students value their privacy, I decided to create an option "post anonymously". This way, user can decide either he wants to post something with his name or anonymously. As the last functionality, I created filter. User can filter posts based on the amount of likes, comments or the newness of the post. This way I can keep clear and easy interaction.

## Storyboard



After finishing my lo-fi prototype, I created the storyboard for clear presentation of my idea and its usage in daily life.

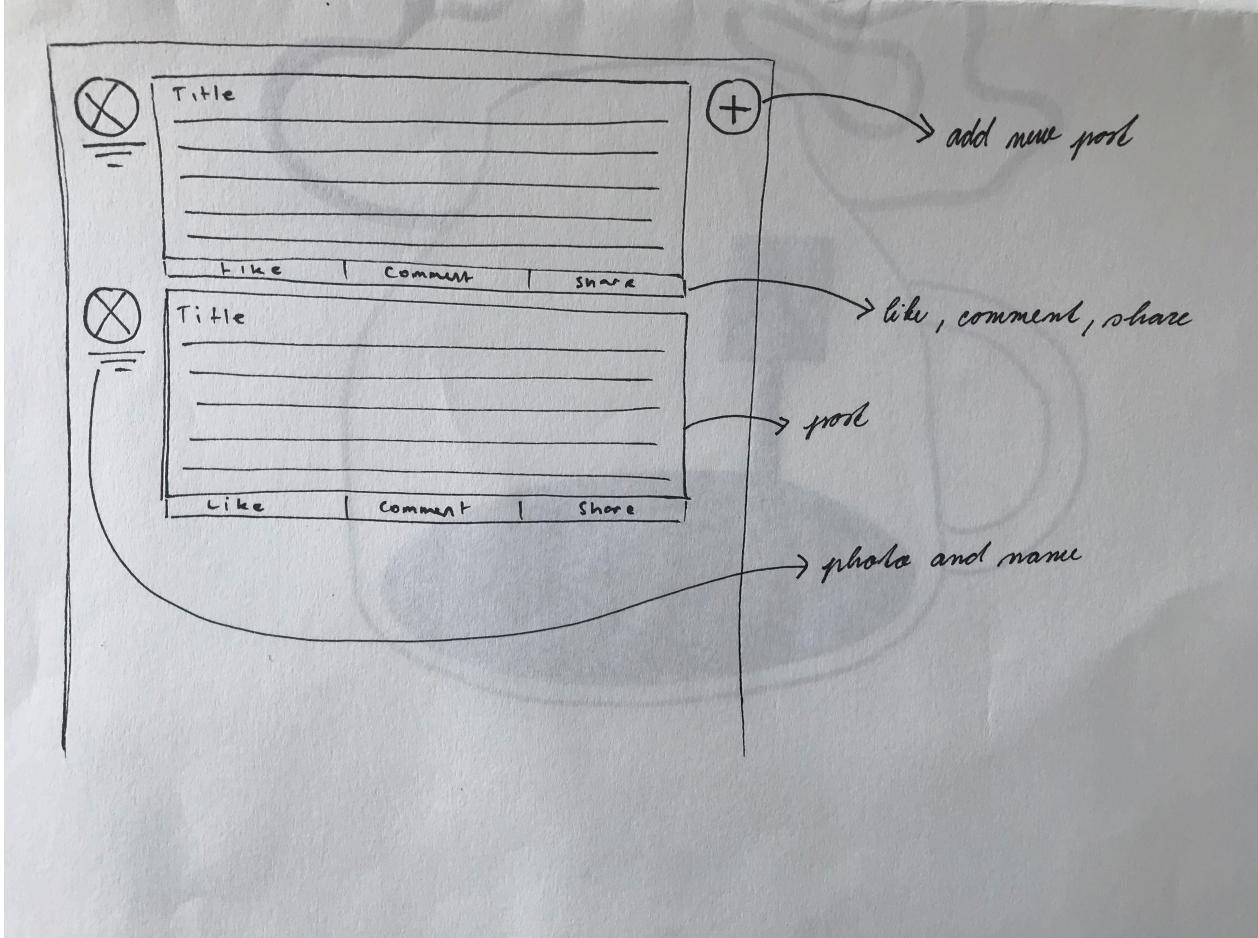
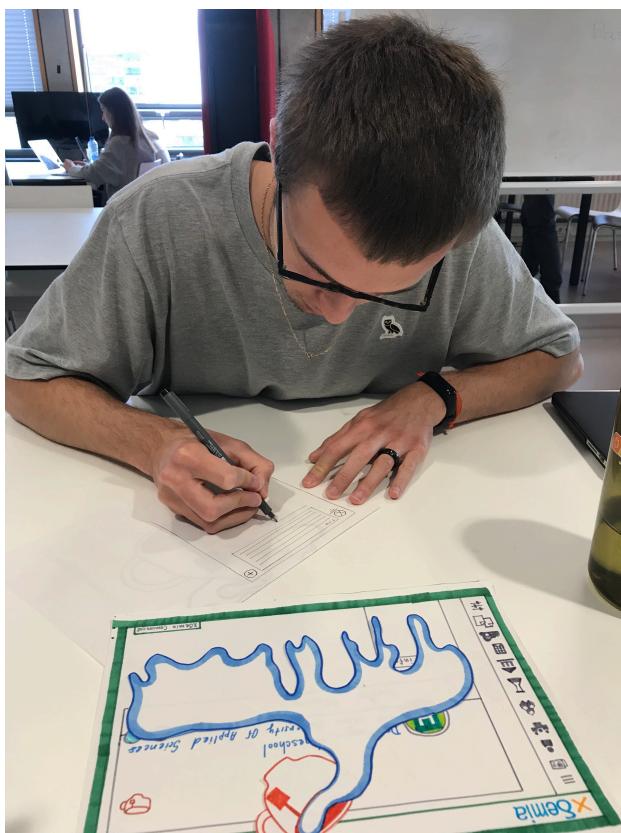
## Reflection from client meeting

During the week 7, we got an opportunity to present our idea together with the lo-fi prototype to the client. By presenting the concept I created I received a helpful feedback. Client generally really liked the idea and prototype by itself, he got me some useful tips in what to take in to an consideration when making hi-fi prototype. Nevertheless he had few remarks regarding the placement of the logo, and not forgetting to keep the same layout even after the spilling the liquid - create the whole experience in a same matter. Lastly, he shared his concerns about how the university could possibly react on such a functionality, since all the gossips are related to university environment, students, teachers and staff and could possibly communicate a bad name of the university.

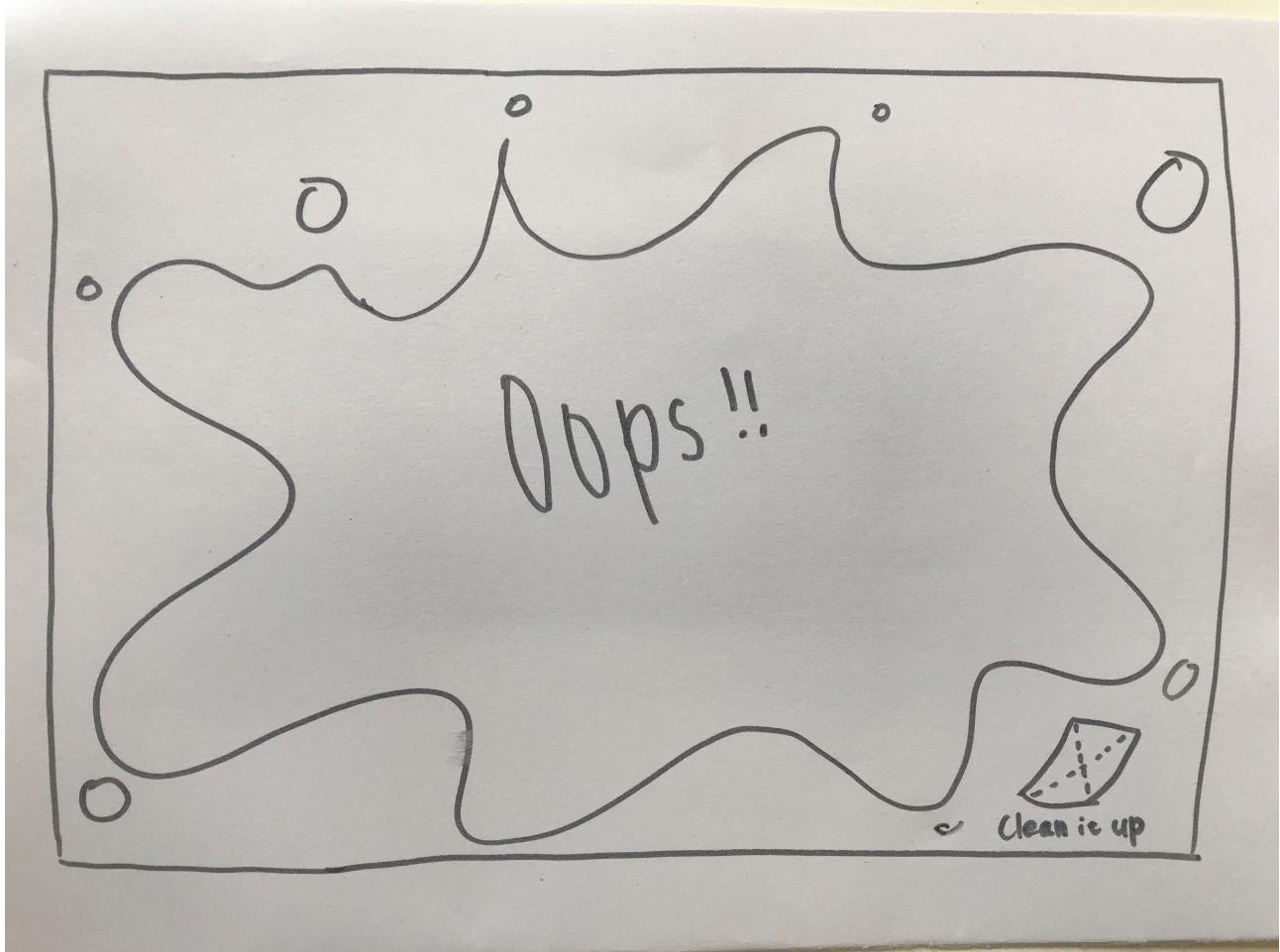
## Testing

I decided to perform user testing joined with research. Where I described the idea behind the spill the tea, and showed them the first three pages of my lo-fi prototype, till the page of spilling the liquid. After that, I asked my participants to draw how would they imagine layout of the posting wall after spilling the tea/liquid. I performed this testing on 4 participants all students, so they will fit into an target group of the spill the tea.

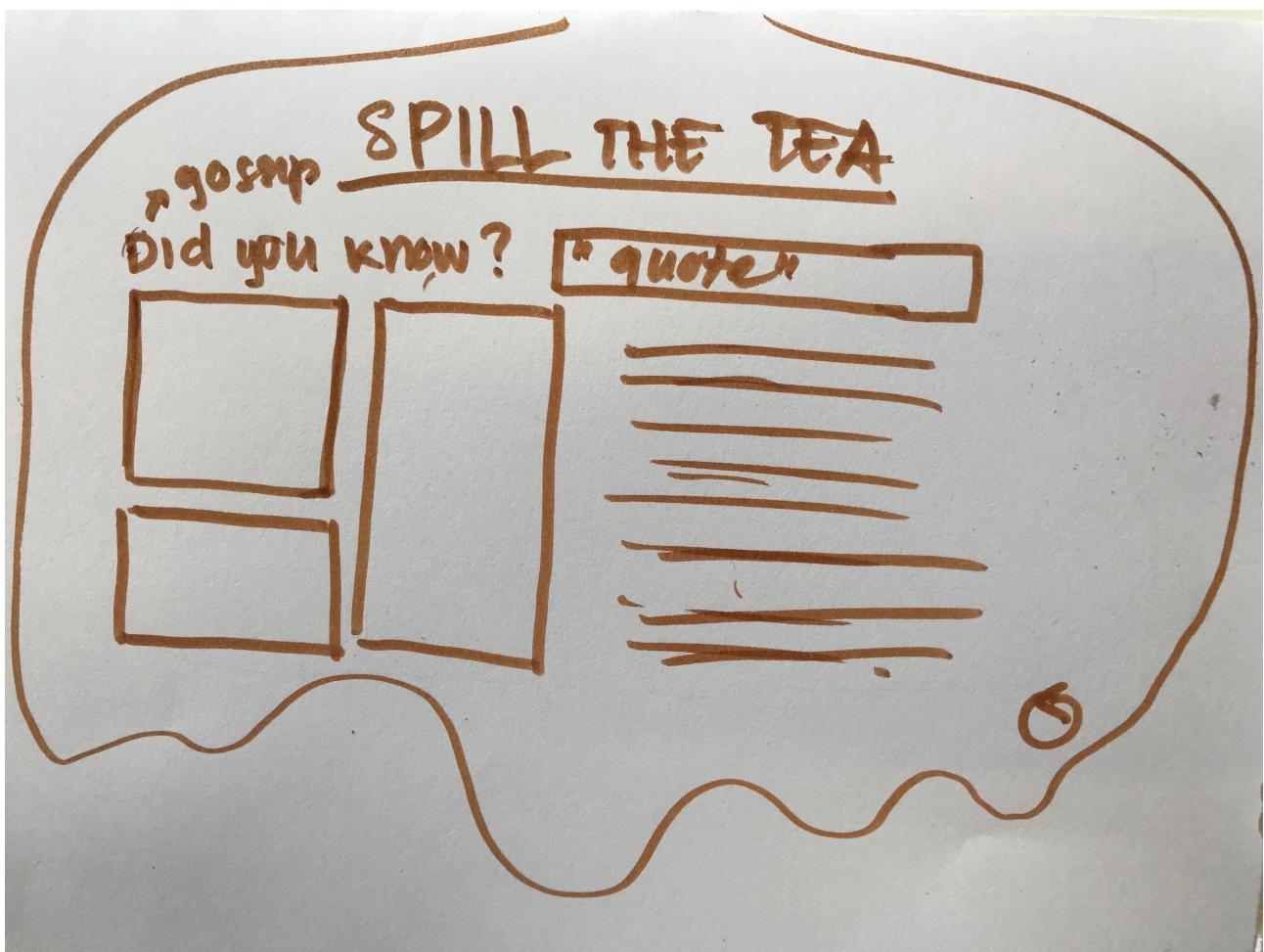
## 1st participant



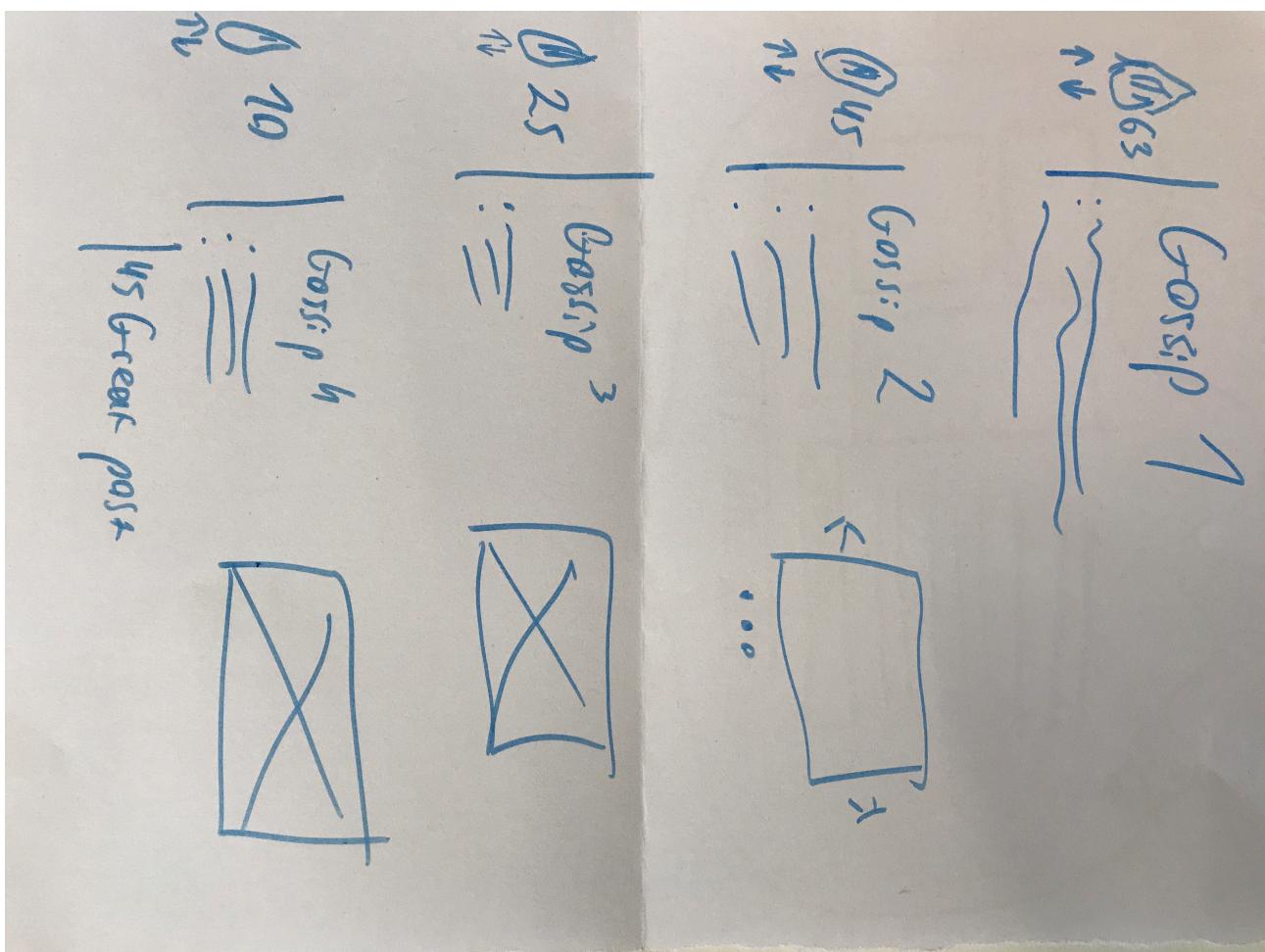
2nd participant



3rd participant



4th participant

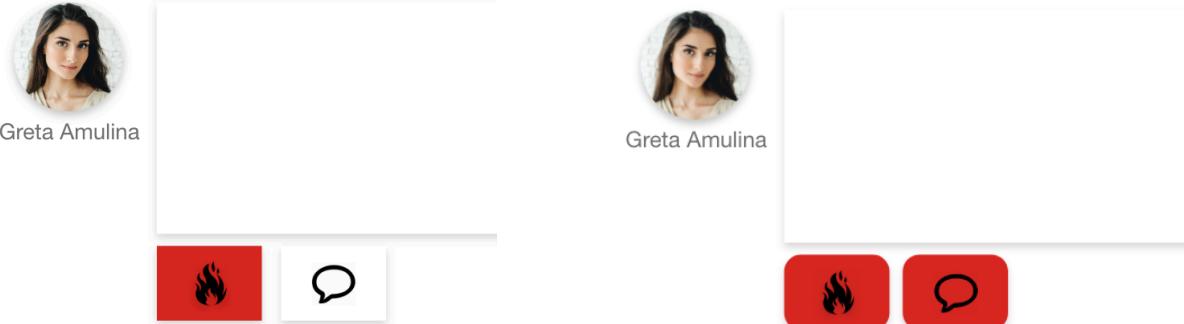


## Reflexion on testing

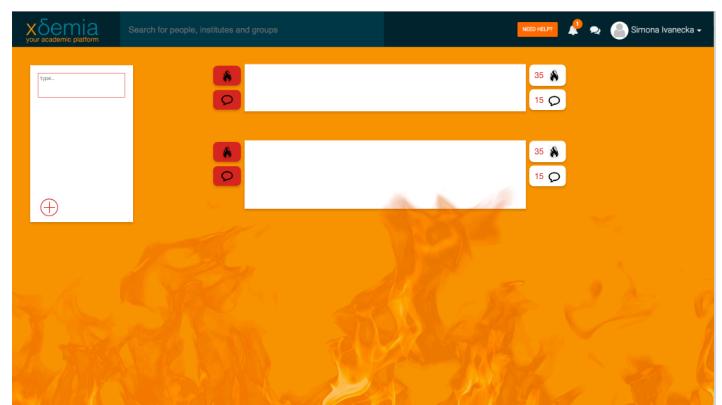
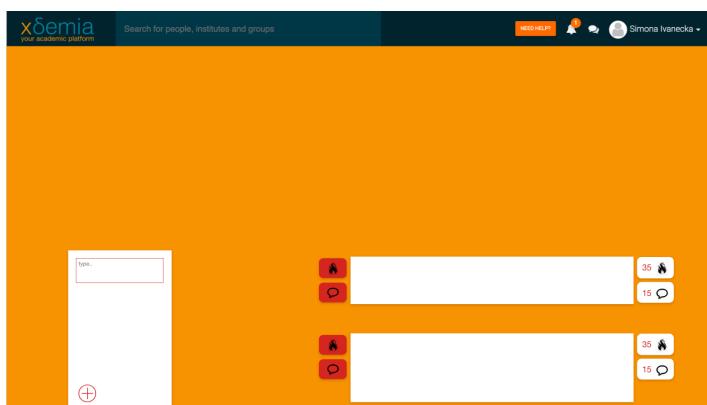
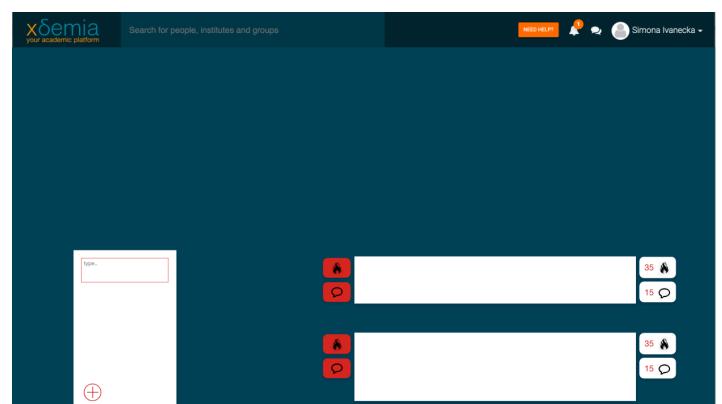
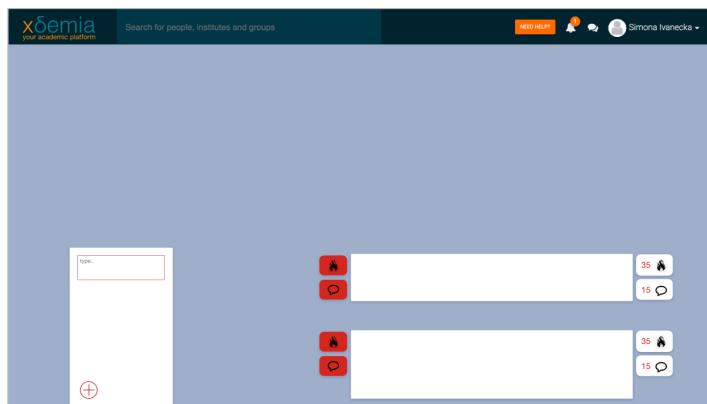
All of my participants, brought different light to my design. Some of them, were focused more on functional side of the layout while some of them were more creative and were trying to think outside of the box, to bring crazy ideas. This way, I got really balanced ideas with which I can work further. Personally, I really liked the idea of creating the sponge which would work as a “back to xdemia” button. User would click on the sponge which will soak up all the tea/liquid and this way will bring the user back to the side. What I like about the idea is the interactive and playful side of it and also how it overly fits to the whole concept. However, I would like to take all of them into an consideration while creating my final design.

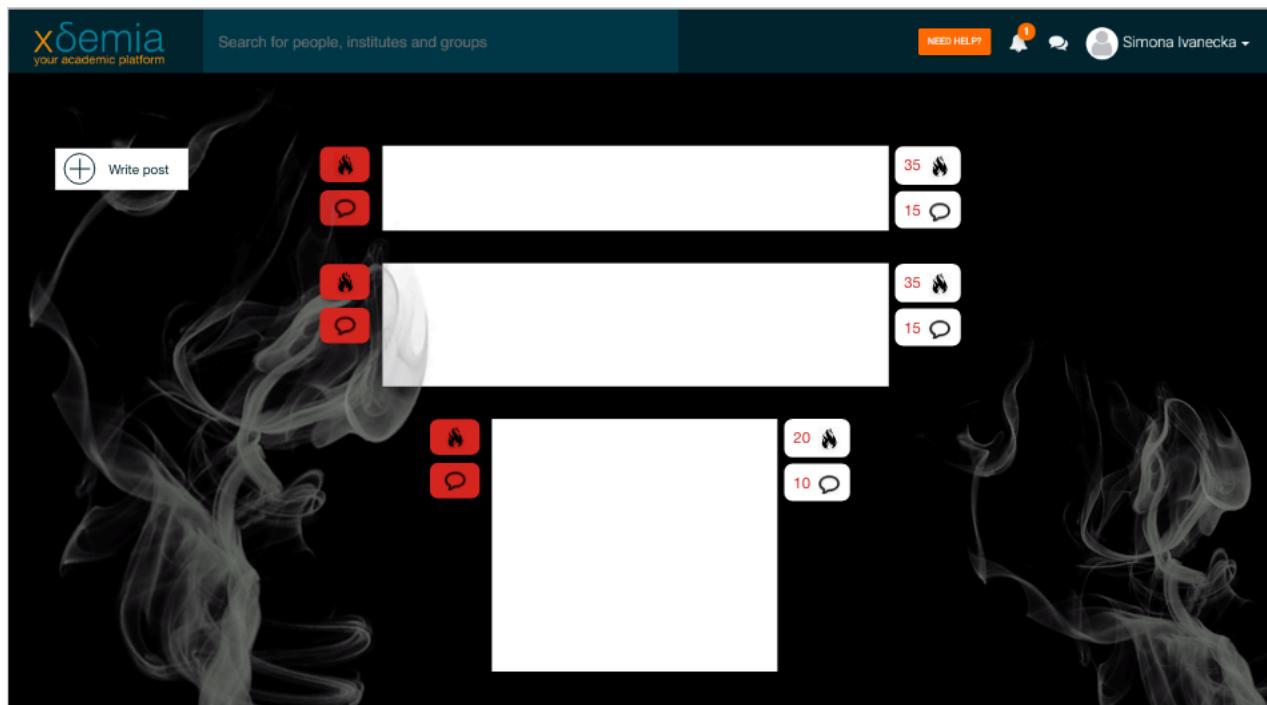
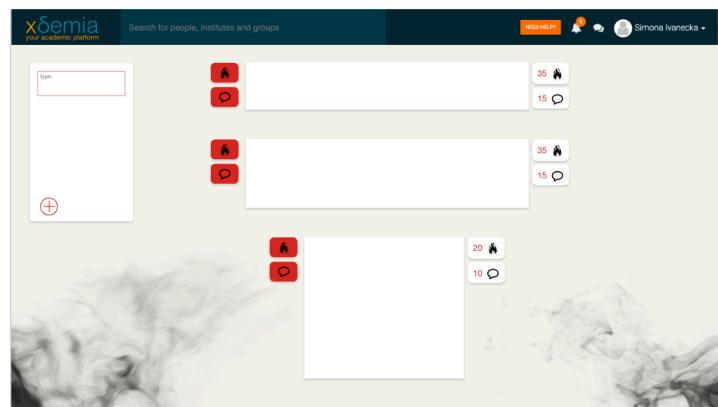
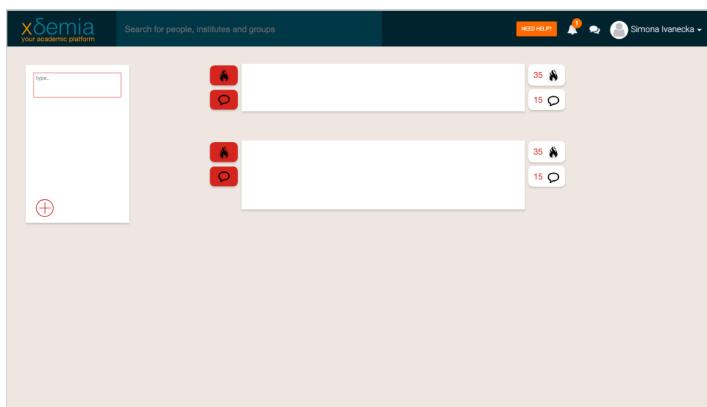
## Designing the final Hi-fi prototype

Throughout the process I changed a lot of things in my design.



One of them, was the decision to use rounded shapes and colour red. I wanted to keep the consistency in attractive elements. As a matter of fact, one of the insight from my research was that people tend to get attracted to curvy shapes, I decided to implement this information into the small details in my design. Moreover, below is a overview of different layouts I tried out throughout the process.

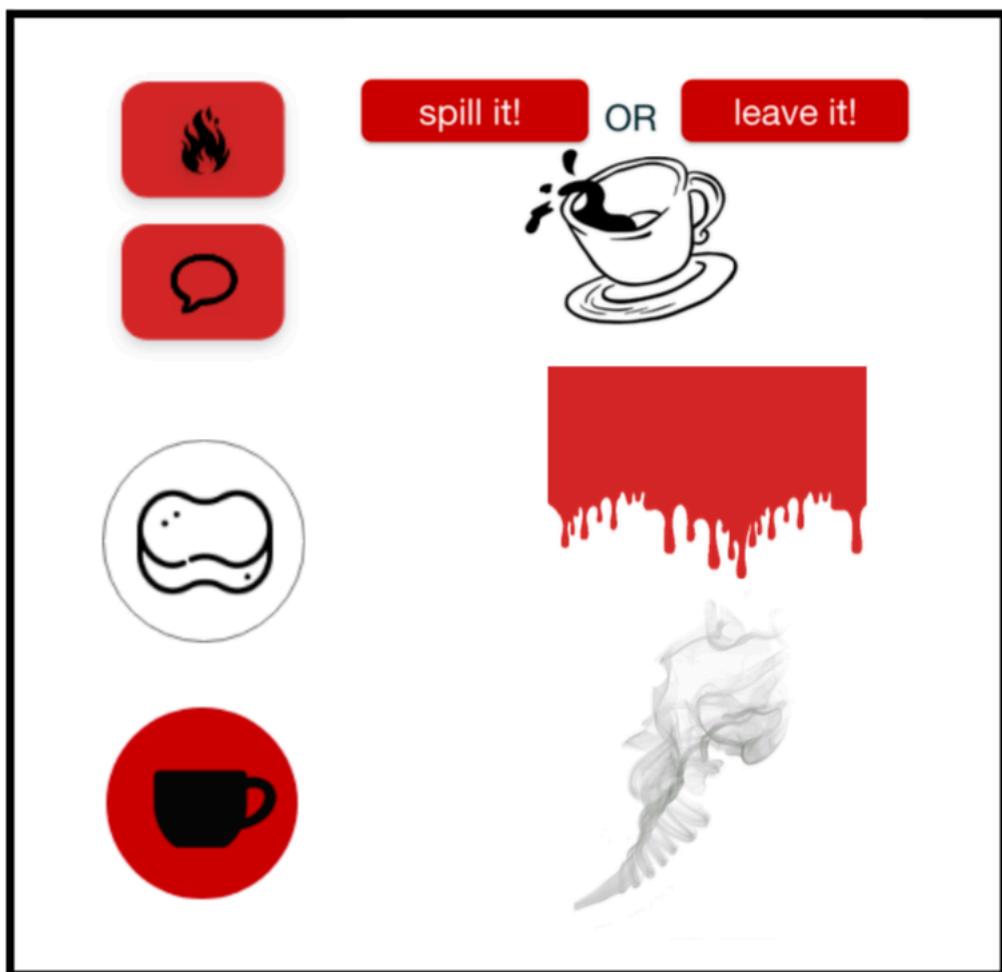




I was trying different colour variations with combination of fire and steam to bring an atmosphere of "hot tea". At the end I decided to use combination of black and red colour with steam. These together, bring the atmosphere of something mysterious and private. Which I found out in my research tent to attract people and they consider this kind of vibe really sexy.

Hi everyone, I see that we have quite some new users in Xdemia 😊 . Please accept my invitation for the User Experience Design Space where we can share information, documents and communicate. Here I will also explain how certain features work.

Last decision I made Within the creating the design was either to stick to simple or more extravagant cup for representation of the application. At the end I decided to go for the second one, I was asking many classmates for feedback and almost everyone chose that one. Together with this step, I created a style tile for the rest of the icons and buttons.



Throughout the process I also decided to make the whole experience and interaction anonymous for the user. To create even stronger atmosphere of privacy.

# Final Hi-ii prototype

**Xdemia** your academic platform Search for people, institutes and groups NEED HELP! Simona Ivanecka

**Institute info**

**About:** The Hague University of Applied Sciences (THUAS) is a vocational university located in The Hague, Netherlands. As a University of Applied Sciences THUAS applies a professionally focused, hands-on approach - mixing theory and practice to teaching. With nine full-time English language bachelor's programmes, three full-time English language or part-time master's programmes and a diverse student

**Timeline** Members Followers Spaces Research groups Documents

What are you thinking about? Academic Admin posted on timeline 2 months ago

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Academic Admin

Spaces

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**Timeline**

spill it! OR leave it!

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Spill The Tea

Just overheard one guy saying "man the amount of effort I will need to dedicate my life to learning Chinese is so much. Chinese is a girlfriend"

Thesis supervisor: "I spent my Sunday responding to crappy emails that Don't require a lot of effort.  
Student: "you answered my email"  
Supervisor: "gasp"

Write a post

35 15

35 15

20 10

The image shows a screenshot of the xōemia platform. At the top, there's a dark header bar with the xōemia logo on the left, a search bar in the center, and user profile icons on the right. Below the header, there's a main content area. On the left, there's a white box with a red border containing placeholder text "Spit your tea...". To its right is a post card with a red background and two red circular icons. The text on the card reads: "Just overheard one guy saying: 'man the amount of effort I will need to dedicate my life to learning Chinese is so much. Chinese is a girlfriend'". To the right of the card are two black rectangular boxes with white text and icons: "35 🔥" and "15 🗑️". Below this section, there's another post card with a red background and two red circular icons. The text on the card reads: "Thesis supervisor: 'I spent my Sunday responding to crappy emails that Don't require a lot of effort.' Student: 'you answered my email' Supervisor: 'gasp'". To the right of the card are two black rectangular boxes with white text and icons: "35 🔥" and "15 🗑️". At the bottom of the page, there's a large image of a person's leg in a dark stocking with three small white squares attached to it, set against a dark background with white wispy shapes. On the far left, there's a small circular icon with a white face. On the far right, there's a dark circular icon with a white face. In the top right corner of the main content area, there are three small icons: a blue square with a white question mark, an orange bell, and a green speech bubble.



Xdeltaia  
your academic platform

[HELP](#)      Simona Ivanecká

(In study room)  
Student1: I really need a break.  
Student2: Why??  
Student1: I just finished that my assignment that was due before 12.  
Student2: What's wrong?  
Student1: Don't look back, it's too late now...


Just overheard one guy saying "man the amount of effort I will need to dedicate my life to learning Chinese is so much. Chinese is a girlfriend"


This supervisor: "I spent my Sunday responding to crappy emails that don't require a lot of effort."  
Student: "you answered my email"  
Supervisor: "gasp"




The image shows a dark-themed user interface for the xōemia platform. At the top left is the platform's logo and name. A search bar is positioned at the top center. On the right side, there are icons for help, notifications, and a user profile for Simona Ivanecka. The main content area displays a feed of posts. Each post includes a small profile picture, a timestamp, a title, and a detailed description. The posts are separated by thin horizontal lines. The background features a faint watermark of a person working at a desk.

xōemia  
your academic platform

Search for people, institutes and groups

NEED HELP

NOTIFICATIONS

Profile: Simona Ivanecka

Write a post

In study room:  
Students: I really need a been  
Students: Why??  
Students: I just finished that web post that was due before :(...  
Students: What webpost?  
Students: Don't look back , it's too late now.

Just overheard one guy saying "Man the amount of effort I will need to dedicate my life to learning Chinese is so much . Chinese is a girlfriend".

Thesis supervisor: "I spent my Sunday responding to crappy emails that Don't require a lot of effort.  
Student: "you answered my email"  
Supervisor: "gasp"

The image shows a dark-themed user interface for the Xdemia platform. At the top, there's a navigation bar with the Xdemia logo, a search bar containing the placeholder "Search for people, institutes and groups", and a "MESSAGES" button. Below the search bar, there's a feed of posts. Each post includes a small profile picture, a timestamp (e.g., 35m ago), a title, and a detailed description. The posts are arranged in a grid-like fashion with some overlap. On the far left, there's a large, semi-transparent watermark of a hand holding a smartphone. At the bottom, there's a decorative footer element featuring a stylized brain icon.

The image shows a social media feed from the platform xSemia. The top navigation bar includes the logo, a search bar, and links for help, notifications, and user profiles. The feed displays several posts:

- A post with a large red 'X' icon and a 'Yes!' icon, asking if the user wants to leave, with 20 likes.
- A post with a caption: "Just overheard one guy saying, 'man the amount of effort I will need to dedicate my life to learning Chinese is so much. Chinese is a girlfriend'" and two small video icons, with 35 likes.
- A post with a caption: "Thesis supervisor: 'I spent my Sunday responding to crappy emails that Don't require a lot of effort.' Student: 'you answered my email'" and two small video icons, with 15 likes.

## Final Reflection

To reflect on the design challenge and the whole journey from the beginning to the end, I must say, that I am satisfied with the overall outcome and final prototype. It was really interesting to design for the target group I can totally relate to, because I am also student. What was even more interesting is, that I still found many thrilling information. However, in the future I would like to spend more time on research part. As I had to conduct more additional researches even after handing in the main/final one. I realised, by making mood-boards and brainstorming I came up with way more areas I wanted to research in order to get clearer and strait-forward overall picture on the topic. What I also learned, is that by constantly asking for feedback I was able to improve both prototypes step by step. While creating the final Hi-fi prototype, I also realised that I should always try out many colour variations and styles. Because the first idea is almost never good! What I should also improve for the next time are definitely my presenting skills. I found myself struggling while presenting my ideas together with the final prototype. Even though, the client had minimum of additional questions and the overall idea behind the functionality I created was clear for him, I had a feeling I can do better. Therefore I know for the future, that before any presentation I should always create a small note post, with all the keywords of the information I want to present. In conclusion, I would like to mention, that I was really enjoying the whole design making process. It made me think outside of the box, I was free to explore really interesting topics and come up with slightly crazy ideas. I am really glad that I could let my creativity flow in the project like this. I believe that my final design was created exactly how I wanted with all the elements which are making the whole experience of using the platform way more engaging and meaningful.