

Sam Hall – Lead User Experience Designer

1. Overview of Deliverables completed

Task Completed	Created with	Project Area
Wireframes	Solo	UX
UI Research	Solo	UX
Prototypes	Solo	UX
Icons	Solo	UX
UX Document	Lewis Thresh	UX
Data objects	Sam Raeburn	Software
Financial Projections	Calum Armstrong, Emmanuel Olutayo	Finance
Website	Solo	UX
HTML Tour	Solo	Project-wide
LearnEasy Certificate	Solo	Software
LearnEasy UI Implementation	Lewis Thresh	Software
Presentation	S O F I A Team	Project-Wide

Figure 1 – A table detailing major pieces of work completed

All of the tasks detailed above can be found on the HTML Tour in the Project Area specified

2. Description of Job Role

As the Lead UX designer for the team it was my responsibility to ensure design continuity throughout the two products. A standard design workflow was adopted with the design iterating through a basic wireframe up to a detailed prototype. This allowed the coding team to design their functions to easily fit in with the UI design. I was also responsible for the creation of a custom set of icons to give the program a unique look. I created all the HTML used by the group and designed both the HTML tour and our Website. Towards the end of the project, when the financial workload increased, I also took responsibility for the completion of the financial projections.

3. Work Carried Out

As one of the two dedicated designers on the team my job was to ensure the product looked the best it possibly could on completion. The initial wireframes created and from this point forward I began to design the User Experience of the product, with the most major part of this being UI design. This task required me to do a significant amount of research into the best way to design an attractive yet usable UI. As such a significant

portion of my early time was used to research established design languages. After consulting the group we moved forward with using a Google Material Design style of working. This required us (Lewis Thresh & I) to create a workable document that would allow us to create the look and feel of Material Design without the resources and manpower of Google. I created a design prototype for both TeachEasy and LearnEasy with placeholders for icons and screens not yet created; this prototype was shown during the Tender Presentation.

Following the creation of the prototype the most time consuming task was the creation of a custom icon set after the design team had decided this was one of the core features of a materially designed product. Icons were created using Adobe Illustrator to allow them to be resized as needs be. This task was carried out in full over the Easter break in attempt to create all the design assets before implementation of the GUI. As with any project however, changes were made to the design throughout summer term requiring minor redesigns of most icons.

Once the design assets were finalised the group decided that a draft website should be created to demonstrate how the product would be sold and move forward in the future. As Lead UX Design it was decided I was the most appropriate for this role as well as creating the HTML tour. The website was designed to show off the product on the homepage but also include a demonstration member sign in area and shop. The member sign in area would be where our future forums and lesson sharing platform would be located. The HTML tour has been designed to be easy to navigate and includes all the documentation created by the group.

Along with my main workload of UX design I have completed a number of projects in other areas. In collaboration with Sam Raeburn we created a significant percentage of the data objects for storing the output of the XML parser. Lewis & I created the LearnEasy GUI implementation and integrated the functionality made by the software team. I also created the HTML certificate awarded to the students upon lesson completion. Due to my prior experience with creating financial documentation when the finance team encountered issues with the financial projections I was tasked with rectifying the issue. Calum Armstrong and I subsequently changed the projections to closer match the data received from our market research and produced accounts detailing our project cashflow, profit & loss and balance sheet. As with the rest of the team I worked on both presentations especially the sales presentation where I made significant contributions to the financial section.

4. Self-Evaluation

Overall I have been pleased with my contribution to the LearnEasy & TeachEasy project. I believe that the work produced by the design team has resulted in a professional looking and intuitive UI. I am particularly pleased with the proximity of the final design to the original prototypes; with the lack of tabs the only major feature unable to be implemented. If I were to do the project again I would probably not create a custom icon set to as high standard as this was a very time consuming task which limited my contributions to areas such as software. I would have preferred to have done a significant amount more coding of the program but was unable to do so due to my prior commitments to other tasks as opposed to any mismanagement. I am pleased with the way that Lewis Thresh and I worked as a team, as even though our roles ended up almost switching from our first intentions, we completed all our work in good time and had an even split of the UX workload. I am pleased I had the opportunity to work on the User Experience even though my original skills were probably more suited to Finance. Working on the User Experience has allowed me to expand my skills into areas such as UX Design, UX Workflow and HTML, where I previously had negligible experience.

