UX Researcher/Designer Portfolio template

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1. About me

My name is Andra Sfrijan, I am 19 years old, and I come from Romania. I consider myself to be an artistic and design-oriented person. I am in love with fashion, arts, and literature and I always try to give my best. I am really determined and invested in what I like, and I always try to make everything better by any means possible. I try to apply a positive approach to every project and each time I try to make the process as enjoyable as possible. I consider that I have something that differenced me from the others, and that thing is criticism and the fact that I am true to myself.

2. My curious and critical attitude

Since I was a child, I have always known that I'm drawn to design; I know a lot about the industry and am dedicated to being the greatest in my area, so I'm focused, hardworking, and interested about everything design-related. I consider myself a perfectionist, therefore I want to do everything correctly and functionally. After practically completing the first year, it is quite simple to monitor and evaluate other people's work, as well as my own work, and to be extremely critical of my work ethic and attention to detail.

3. My explorative research

Being in the situation of finishing the first year, I can say that I developed my skills in the research methodology. I have learned a lot by practicing and applying the theoretical part in a real situation. I have learned how to talk with people in a way that I can get a lot of information. It comes easy for me to do online research because of my critical and analytical abilities. Usually, I like to plan everything and then approach patiently to get the best results.
We had to deal with a real customer for this semester's assignment, which was a challenge for all of us. We had to overcome the most significant obstacle: people no longer utilize the product on which we were working, which was an artist website. We came together as a team and found out that the

best solution we can come up with, is that we make the website as appealing as possible for the user.

4. My User Research

In the research phase, I focused on working as much as I could. I was involved in the creation of the survey and analyzing the results. After the survey came the interviews and observations for which I was the one to do the interviews and observations for. After that, I had to talk to my teammates and implement the new information in our process and design.
As I said before, our user research made it clear for us that with how much information we can get from social media platforms such as Instagram, Twitter, Facebook etc., no one really searches for information on websites anymore. After we did our best work with analyzing the problems and trying to solve them with a great design and a lot of interactivity of our website, we finally did testing. Most of us conducted one testing each and after that we also wrote a conclusion and explained why we chose our method of testing.

Everything we did as testing and the whole research phase of the project you can find here:
https://drive.google.com/drive/folders/13Qv7OAt4KnsCEZEzGO3rLs_CW_KK5ZId?usp=sharing

5. My Interaction Design

In terms of interaction design, I was the person in our team who was in charge of creating wireframes. I began by working on the PC version, then transitioned to the mobile version. Because it was the first visual item, we had in order to obtain a concept of how our website may look in the end, this was the first stage in constructing the actual website. After the wireframes, the low-fidelity prototype and high-fidelity prototype were created. After we received the first version of the high-fidelity prototype, me and my team decided that it was not good enough and with their help, I worked on improving it as much as we could.
You can check out all the Figma documents through these links:
https://www.figma.com/file/1iC4ZqXMcr3DRQRUYsGOEe/WIREFRAMES
https://www.figma.com/file/BGyLyvWtMixc6ck0ckh3A6/Prototype-Dehaze

6. My Research methodology

I employed a variety of research approaches at this time, including user interviews, surveys, affinity mapping, user journeys, persona creation, and user scenarios. Having the opportunity to experiment with all of these strategies taught me a lot about the user research phase of product development. Now that we've done usability testing on the prototype using the AB testing approach, as well as think-aloud sessions while testing the website, I can see how beneficial these techniques were in helping us create the final solution.

7. My iterations

Iterations are an inevitable component of every project's development. We noticed things to improve in both the high-fidelity prototype and the final website during the design and development process. Testing was more helpful than we anticipated because there were several aspects that we felt were OK but that the actual user had concerns about.
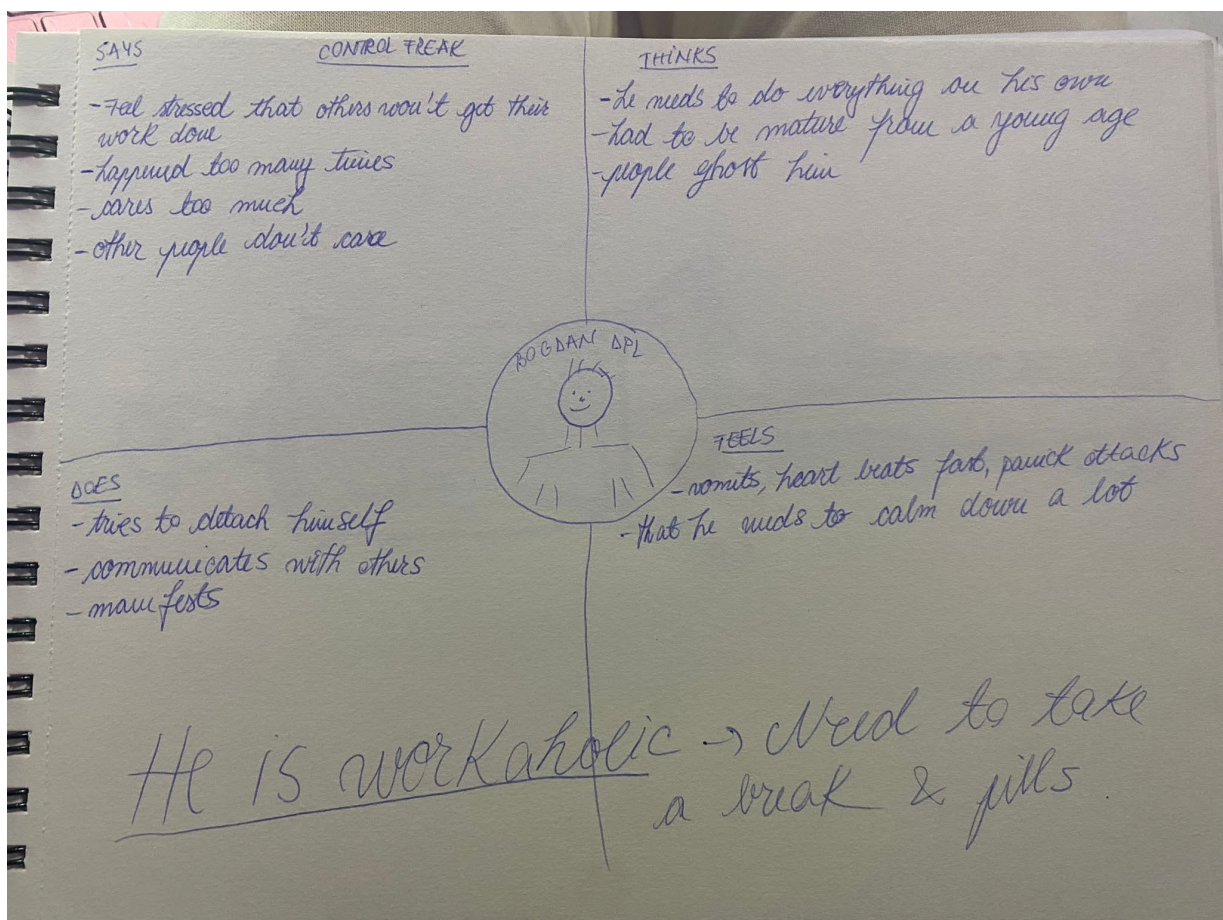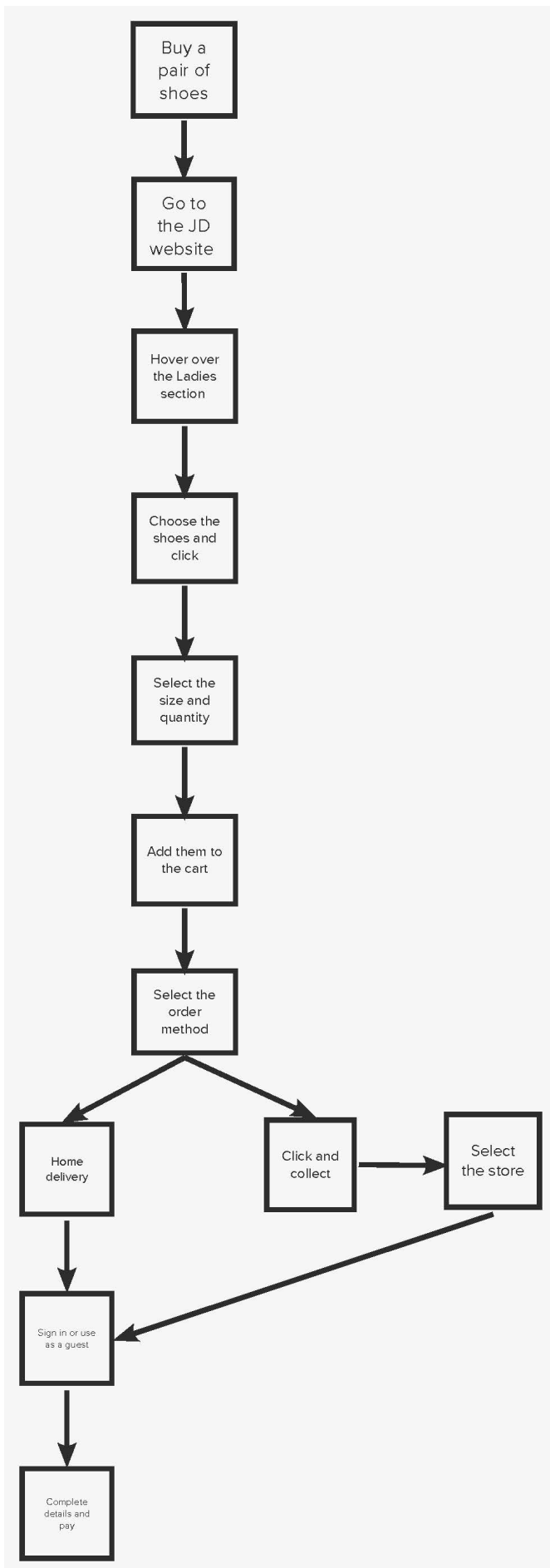This was the first version of the prototype:
https://www.figma.com/file/atFUlnfLQBgGytZRHFQx5S/Group-Project?node-id=0%3A1
This is the one after iterations:
https://www.figma.com/file/BGyLyvWtMixc6ck0ckh3A6/Prototype-Dehaze

8. My work

- Empathy mapping

- Task analysis

```
          ┌──────────┐
          │  Buy a   │
          │ pair of  │
          │  shoes   │
          └────┬─────┘
               │
               ▼
          ┌──────────┐
          │  Go to   │
          │  the JD  │
          │ website  │
          └────┬─────┘
               │
               ▼
          ┌──────────┐
          │Hover over│
          │the Ladies│
          │ section  │
          └────┬─────┘
               │
               ▼
          ┌──────────┐
          │Choose the│
          │shoes and │
          │  click   │
          └────┬─────┘
               │
               ▼
          ┌──────────┐
          │Select the│
          │  size and│
          │ quantity │
          └────┬─────┘
               │
               ▼
          ┌──────────┐
          │Add them to│
          │ the cart │
          └────┬─────┘
               │
               ▼
          ┌──────────┐
          │Select the│
          │  order   │
          │  method  │
          └──┬────┬──┘
             │    │
       ┌─────┘    └─────┐
       ▼                ▼
 ┌──────────┐     ┌──────────┐      ┌──────────┐
 │   Home   │     │Click and │─────▶│  Select  │
 │ delivery │     │ collect  │      │the store │
 └────┬─────┘     └──────────┘      └────┬─────┘
      │                                  │
      ▼                                  │
 ┌──────────┐                            │
 │Sign in or use│◀───────────────────────┘
 │as a guest│
 └────┬─────┘
      │
      ▼
 ┌──────────┐
 │ Complete │
 │details and│
 │   pay    │
 └──────────┘
```

- # Assignment C

- # Assignment D

Assignment D
Interaction design & prototyping

Andra Sfrijan
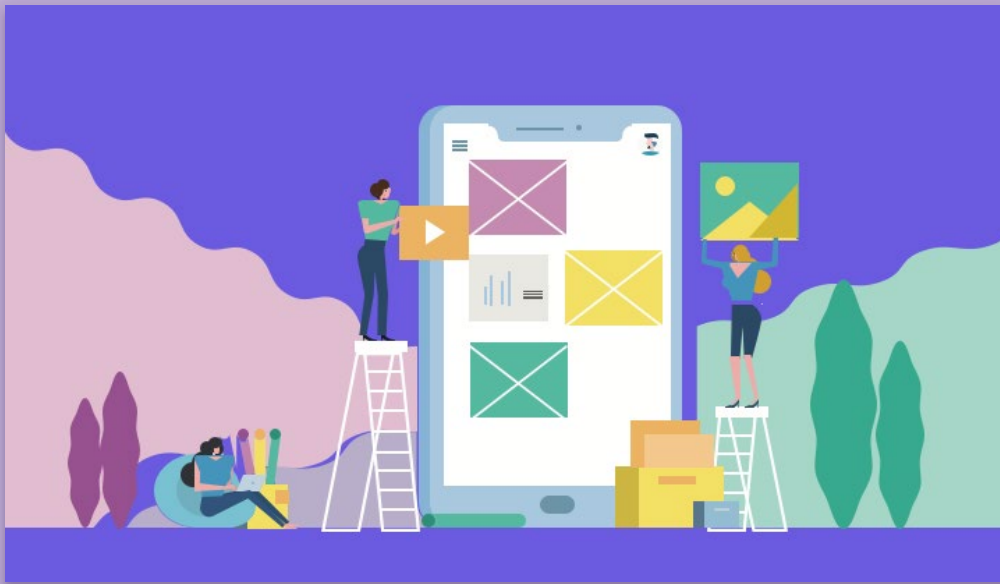
Table of contents:

Design process
Wireframes
Prototype and instructions
Testing & reviews

Description on design process

This assignment focuses on interaction design and prototyping and it enhances the practical abilities of using a prototype creator. The idea for the prototype came after a long search for a website that offered a wide range of features. The choice that was the most challenging aspect was made to recreate the design of the JADED website, because it did not have all the needed functionalities, but is still very popular because it has unique products, which makes it valuable on the market. First of all, I had to start with the wireframes in order to place everything and be able to imagine how it will look. The original website did not have either a wishlist or filters, even though they were needed, because people are used to having them. After analyzing all the aspects, i started the design process, which was pretty challenging. I first had to learn how to use certain features of Figma, because I never used before some of the advanced ones. After that, I had to think how the new functionalities would be available for testing, because basically I had to fake some effects that would be done much easier with code in an actual website.

LINK TO PROTOTYPE

https://www.figma.com/file/ctiliPwypFDYqZm9I6i7Fh/UCD-project

Wireframes

Every design process starts with wireframing, as did mine. First of all, I had to picture how it will look like in the simplest form, just to get an idea of how elements should be placed on the pages.

HOME

LOGO

SEARCH

SHOP NEW COLLECTION

PRODUCT   PRODUCT   PRODUCT   PRODUCT
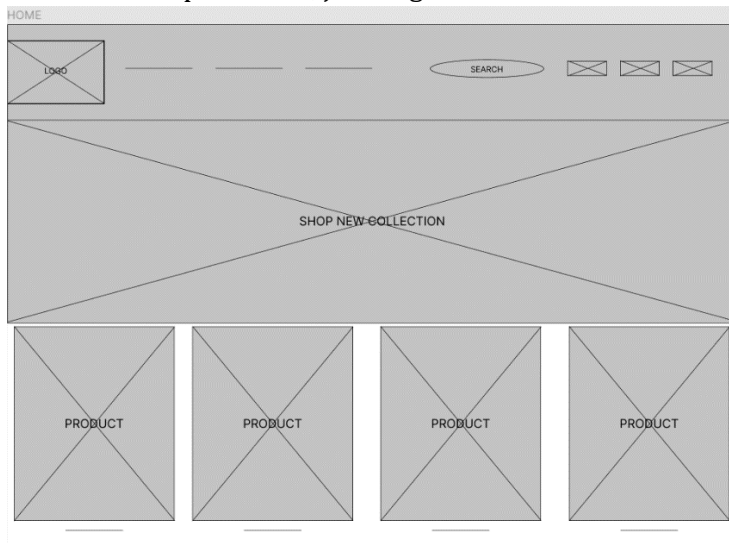
The first step was creating the homepage and menu, after considering how it will look when selected. After that, I imagined a category page and the product page, the cart and also the wish list that does not exist on the actual website.

MENU

LOGO

SEARCH

SHOP BY...   SHOP BY...

LOGO — — — SEARCH ⊠ ⊠ ⊠

HOME/CATEGORY

Filter +

PRODUCT PRODUCT PRODUCT PRODUCT

PRODUCT PRODUCT PRODUCT PRODUCT

LOGO — — — SEARCH ⊠ ⊠ ⊠

◄ PRODUCT PHOTOS ►

DESCRIPTION

WISHLIST

LOGO

SEARCH

PRODUCT

PRODUCT

PRODUCT

PRODUCT

CART

LOGO

SEARCH

PRODUCT

PRODUCT

PRODUCT

PRODUCT

CART →

×

− +

×

− +

CHECKOUT
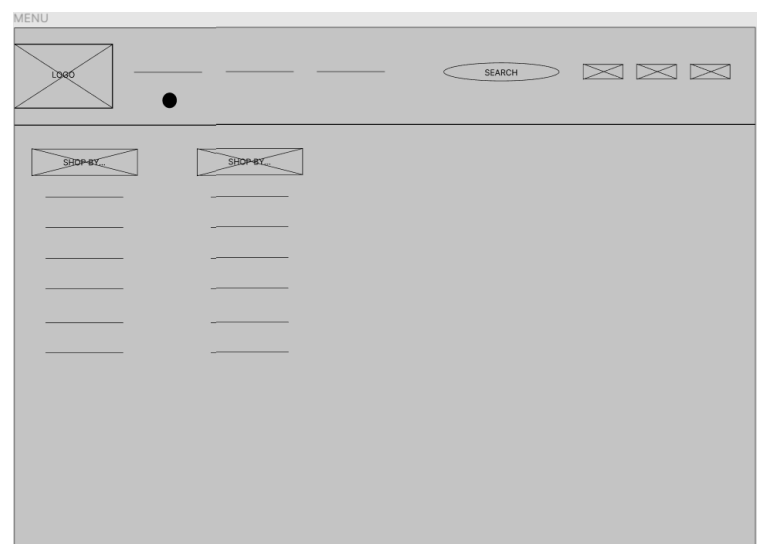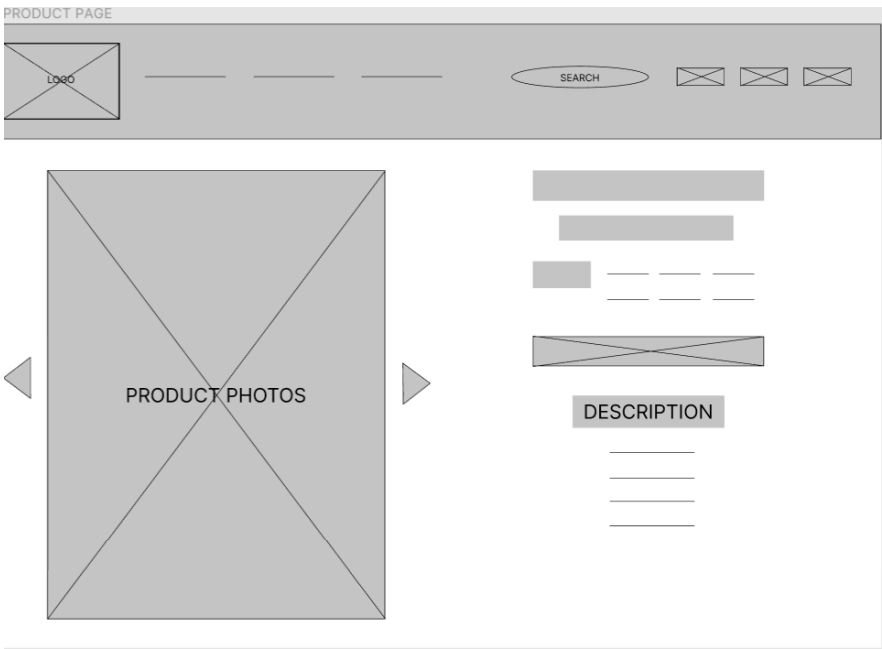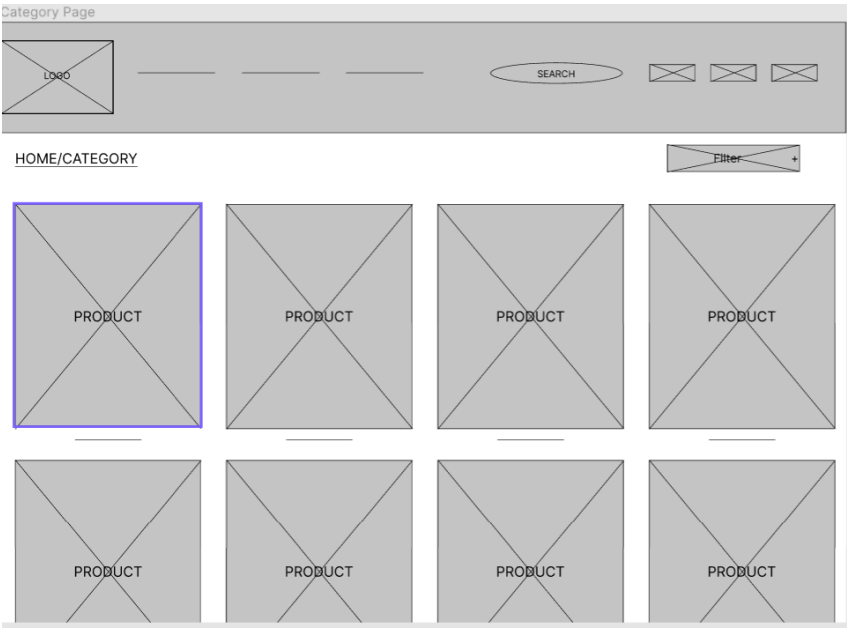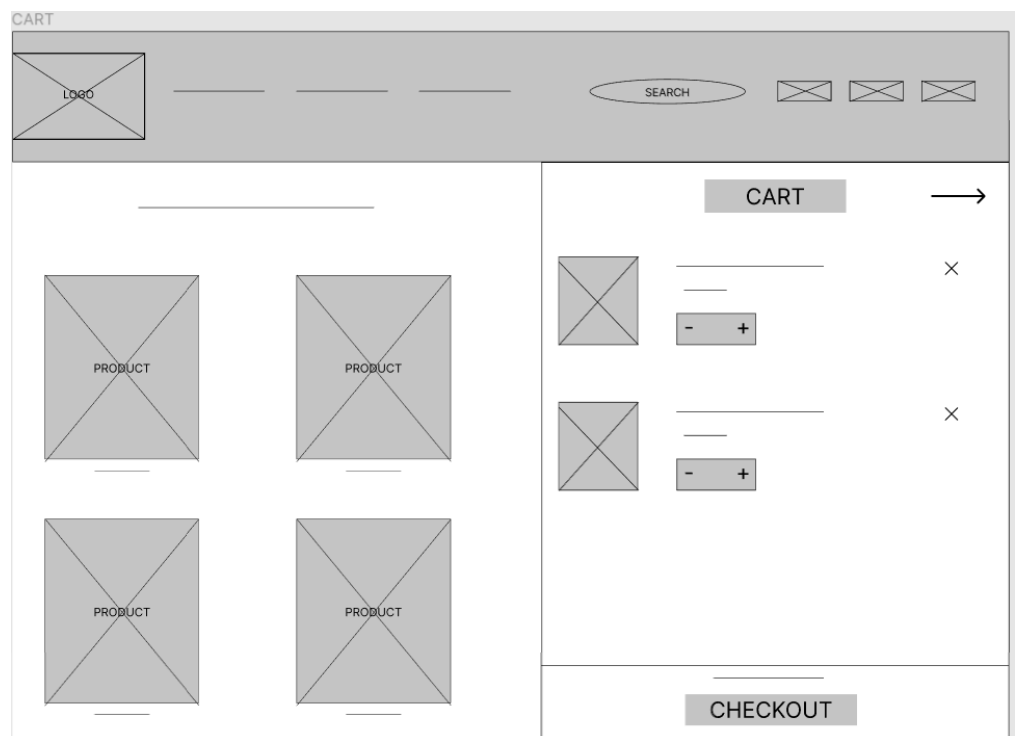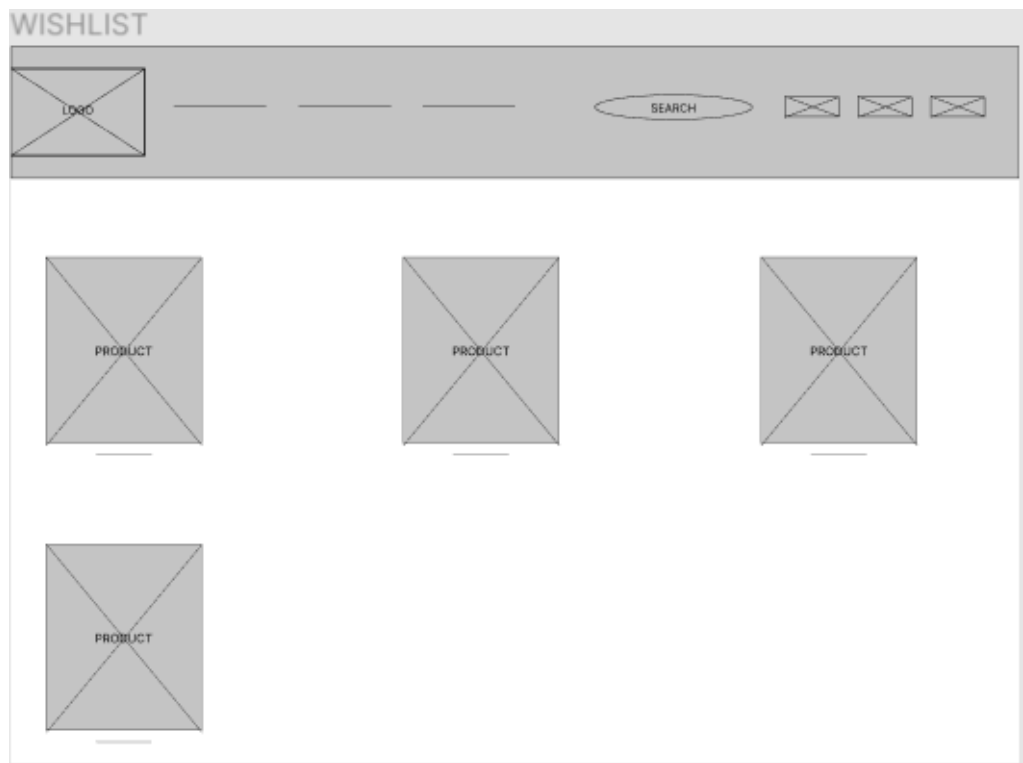
1. *Home page*

The home page is the first thing you see. When you click on one of the genders (Women's/Men's) on the navigation bar, the menu will appear. To access the working category, you have to click on Swimwear & beachwear in the Women's section. When you scroll down on the home page, you can also find the Instagram shop, which has a shadow effect when hovering over a picture, and also opens up in an overlay from which you can find products and directly add them to your cart (this feature doesn't work). Also, all the pictures on the home page have a hovering effect.
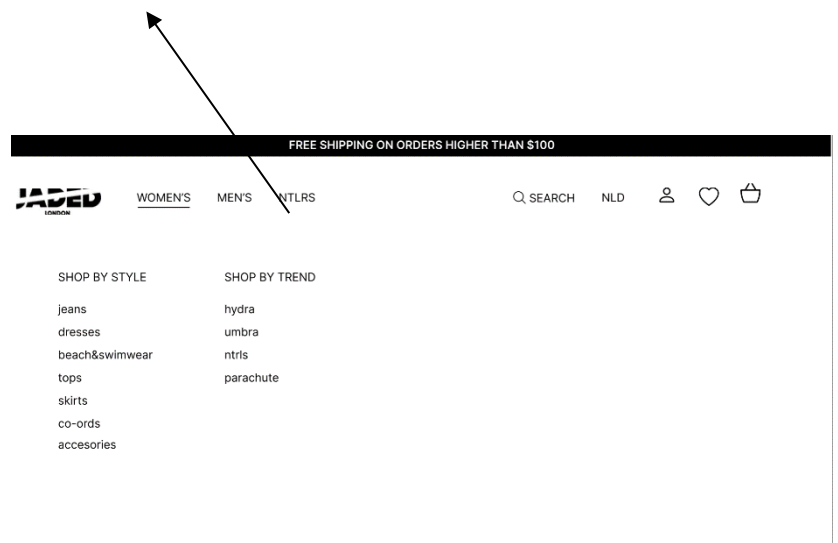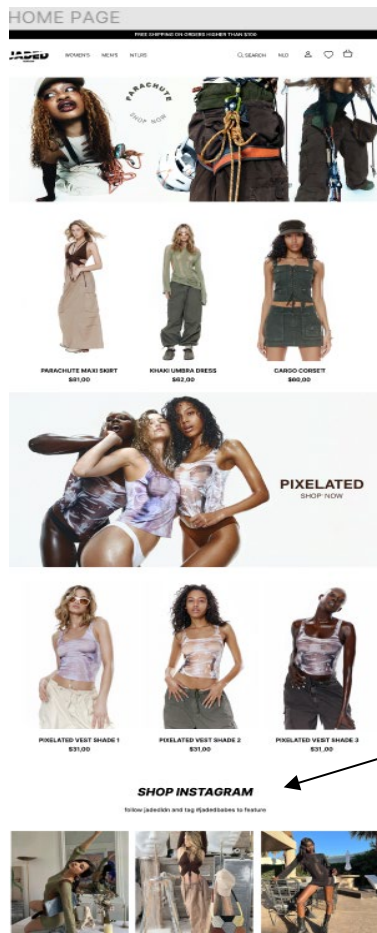
When using the Instagram shop, please start by clicking the first photo and after that navigate to the second and third by arrows.

BROWN WILLOW TOP
$50,00

ADD TO CART

PARACHUTE MAXI SKIRT
$81,00

ADD TO CART

Cargo skirt restock, it's happening ➡

JADED
LONDON

WOMEN'S   MEN'S   NTLRS   🔍 SEARCH   NLD   👤   🤍   🛒

Brown Willow Top £48
Size

UK 4   UK 6   UK 8   UK 10   UK 12   UK 14   UK 16

ADD TO CART

CANCEL   ‹ 1 / 15 ›

← Restart R
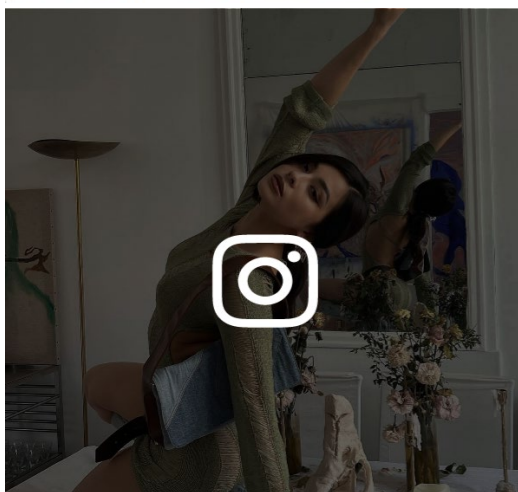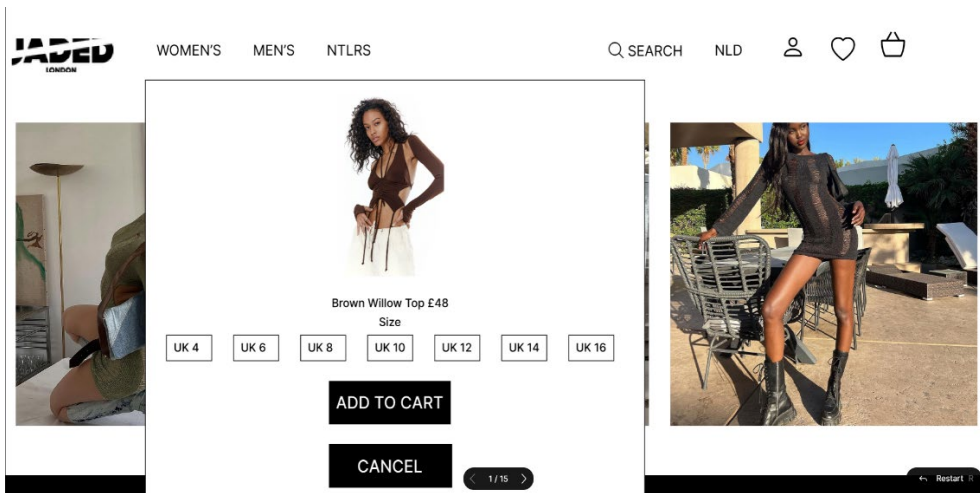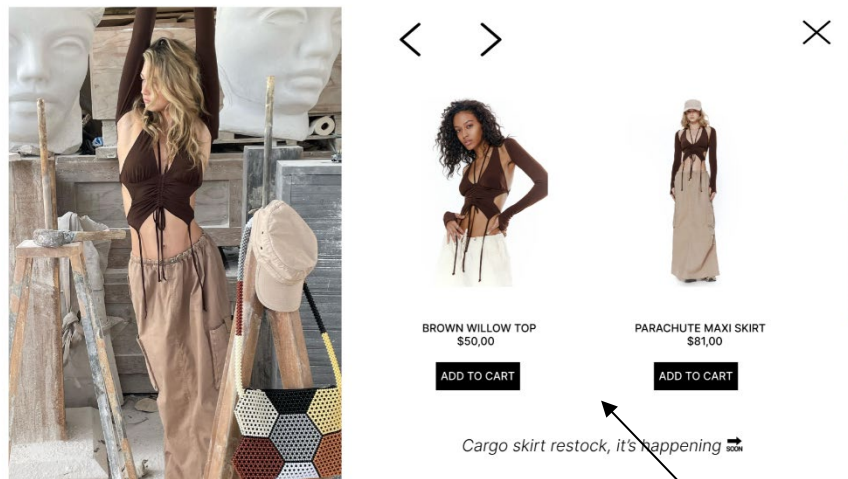
2. *Category page, filter and sort*

After clicking the working category in the menu, you end up on the Swimwear & beachwear page. On this page you can see some products and the filter and sort page. The sorting by price (low to high) and the filter for tops, which you can try out.
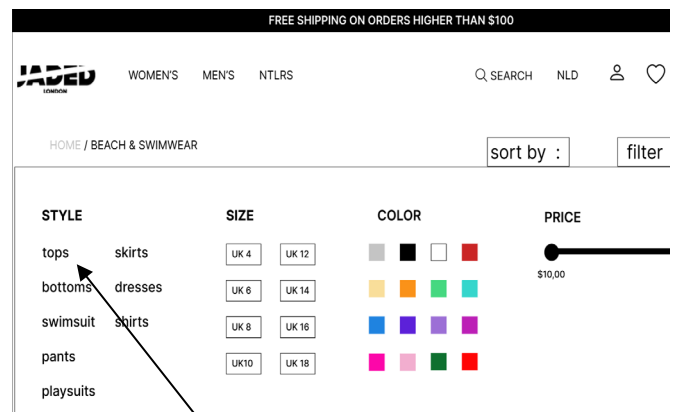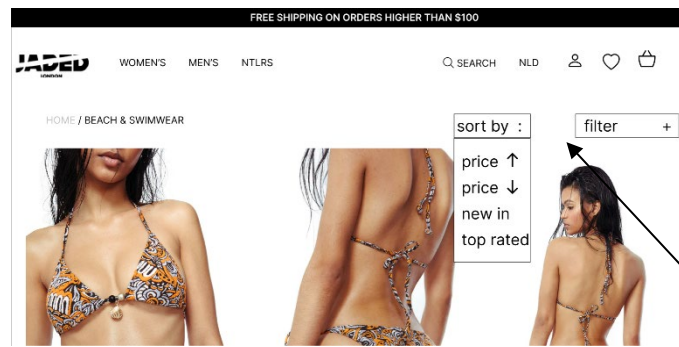
3. *Product page, wishlist & cart*

The working product is the 'Sorbet Bikini Top' and after clicking on it, it takes you to the product page. Here you can see details about the product, add it to the wishlist and also place it in the cart.

JADED

WOMEN'S   MEN'S   NTLRS

SEARCH   NLD

SORBET BIKINI TOP
$35,00

size: UK 4   UK 6   UK 8   UK 10
UK 12   UK 14   UK 16

add to cart

DESCRIPTION

CARE

DELIVERY

RETURNS

SIGN UP TO OUR NEWSLETTER
get the first look at new drops, events & offers.

subscribe

MY WISHLIST

SORBET BIKINI TOP
$35,00

SAND DOLLAR BIKINI TOP
$35,00

WILLOW FRILL TRIANGLE BIKINI TOP
$35,00

PIXELATED VEST SHADE 2
$31,00

SIGN UP TO OUR NEWSLETTER
get the first look at new drops, events & offers.

subscribe
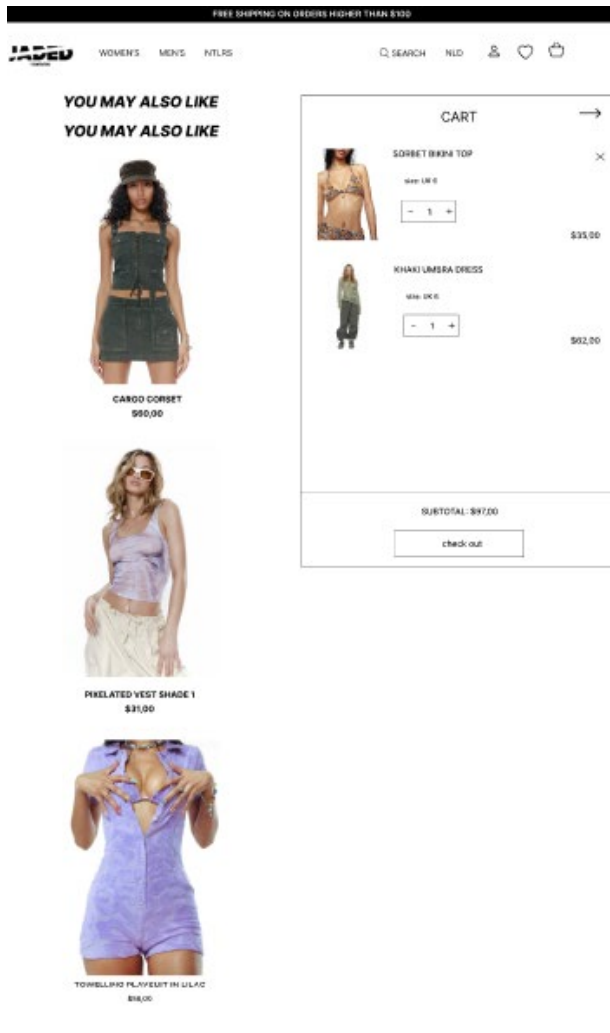
After adding the product to the cart, you can edit the quantity of the first product from 1 to 3, but you can also delete the product from the cart. After inquiring the quantity to 2, you can also get to the checkout process.

4. *Checkout process*

After clicking the checkout button, you can go through the checkout process, you do not need to be logged in, you can just enter your details and address there.

After going to the process and clicking pay and place order, the next screen will appear, thanking you for the order and telling you that you will receive the confirmation on your email.

5. *Account*

The account page is also pretty simple, you just have to choose whether you want to log in or create an account by filling in the details bellow and you are done.

User testing

A product must go through the testing process in order to determine if it is usable or not. You can ensure that the potential user has a positive experience with it by testing it. I had to do it myself, and it was quite helpful in creating all of the phases of the prototype. In the end, I had a product that was simple to use and that satisfied the tester. You can never be confident that your product is good until you have an objective judgment and observe and learn how things are used naturally.

- Heuristic evaluation

Heuristic evaluation

Zaharia Denisa & Andra Sfrijan

10 Usability Heuristics

Visibility
Show system status, tell what's happening

Mapping
Use familiar metaphors & language

Freedom
Provide good defaults & undo

Consistency
Use same interface and language throughout

Error Prevention
Help users avoid making mistakes

Recognition
Make information easy to discover

Flexibility
Make advanced tasks fluid and efficient

Minimalism
Provide only necessary information in an elegant way

Error Recovery
Help users recognize, diagonize and recover from errors

Help
Use proactive and in-place hints to guide users

Based on Nielsen's ten heuristics. Updated by Scott Klemmer and Janaki Kumar.

The website we chose for our Heuristic evaluation is Albert Heijn.

1. Visibility :

Albert Heijn's system keeps users updated about the status of their orders, and you can select a delivery time and day that is convenient for you. As a result, the user will get a clear picture of how their order is progressing.

Rating : 0 we don't agree that this is a usability problem at all.

2. Freedom :

For the User Control and Freedom our chosen website doesn't have a function to undo an action that happened by mistake. Users may become frustrated as a result of this issue, and they may not return to this website.

Rating : 1 Cosmetic problem: to be fixed if extra time is available on project

3. Error Prevention :

Users are humans and they tend to do mistakes. As a result, we should always be on the lookout for potential mistakes and provide relevant advice and alerts as needed. The example above illustrates the password requirements that must be followed when creating a password.

Rating : 0 we don't agree that this is a usability problem at all.

4. Recognition :

The website provides users with alternatives that they may require. It advertises their bonus offers, making profits while also assisting users in saving money. The website lacks a reminder to do an activity that must be completed soon.

Rating : 2 Minor usability problem: fixing this should be given low priority
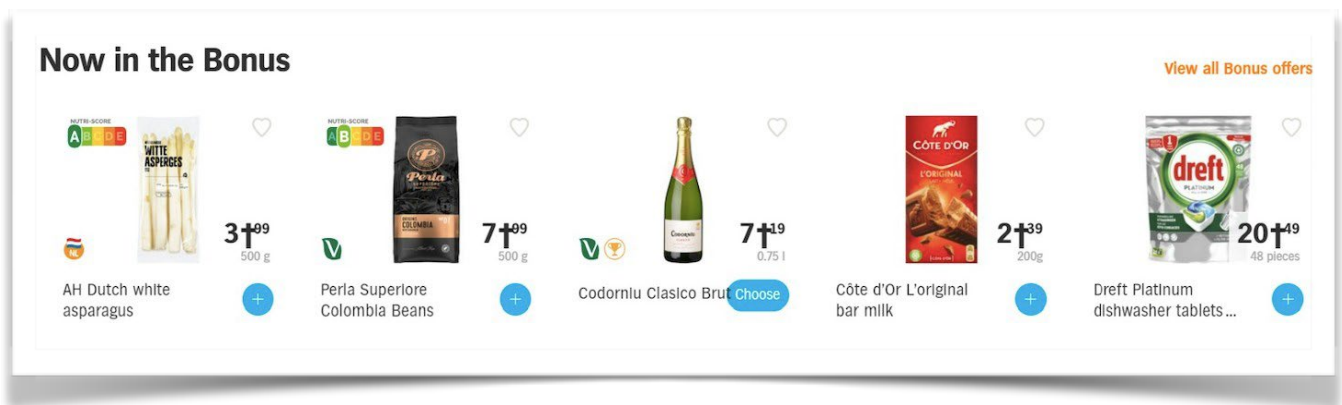

5. Flexibility :

Even while this functionality is beneficial in that it allows users to do tasks more quickly and effectively, it is not necessary on websites because shortcuts cannot be obtained via commands. It is more commonly found in software or applications.

Rating : 0 we don't agree that this is a usability problem at all.

6. Minimalism :

Aesthetic and minimalist design is all about providing vital information while reducing any unnecessary elements. The website draws users' attention to the most desired items, and while the design isn't quite minimalist, you can't argue that there are any irrelevant details that capture your eye.

Rating : 1 Cosmetic problem: to be fixed if extra time is available on project
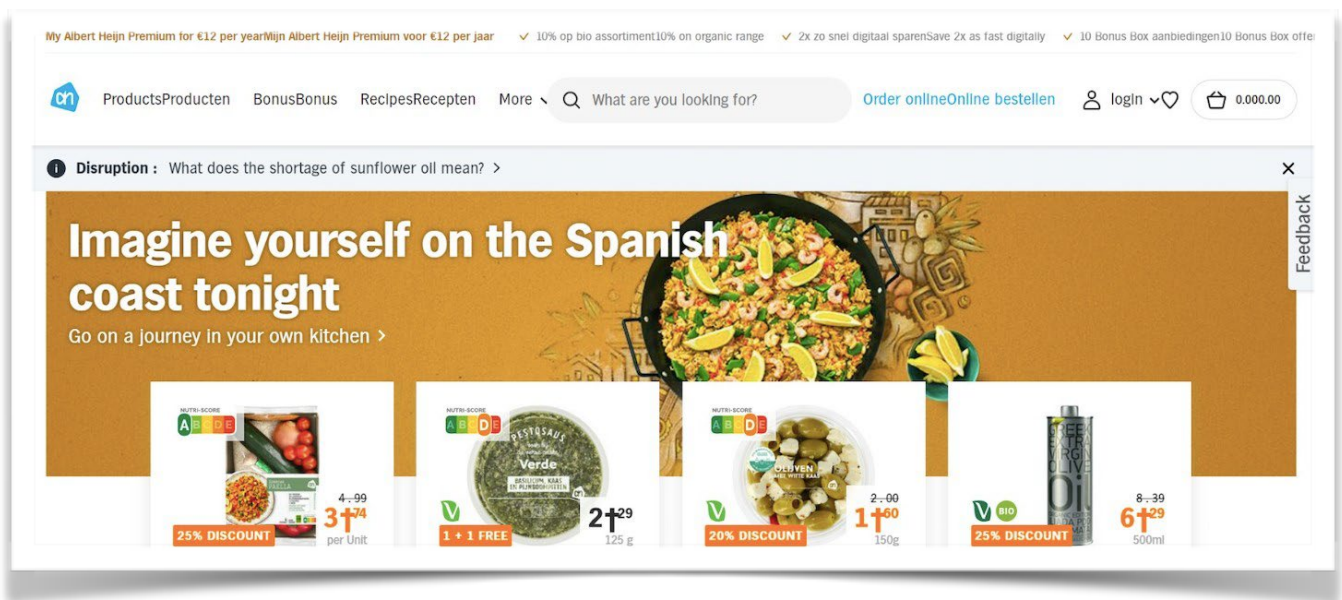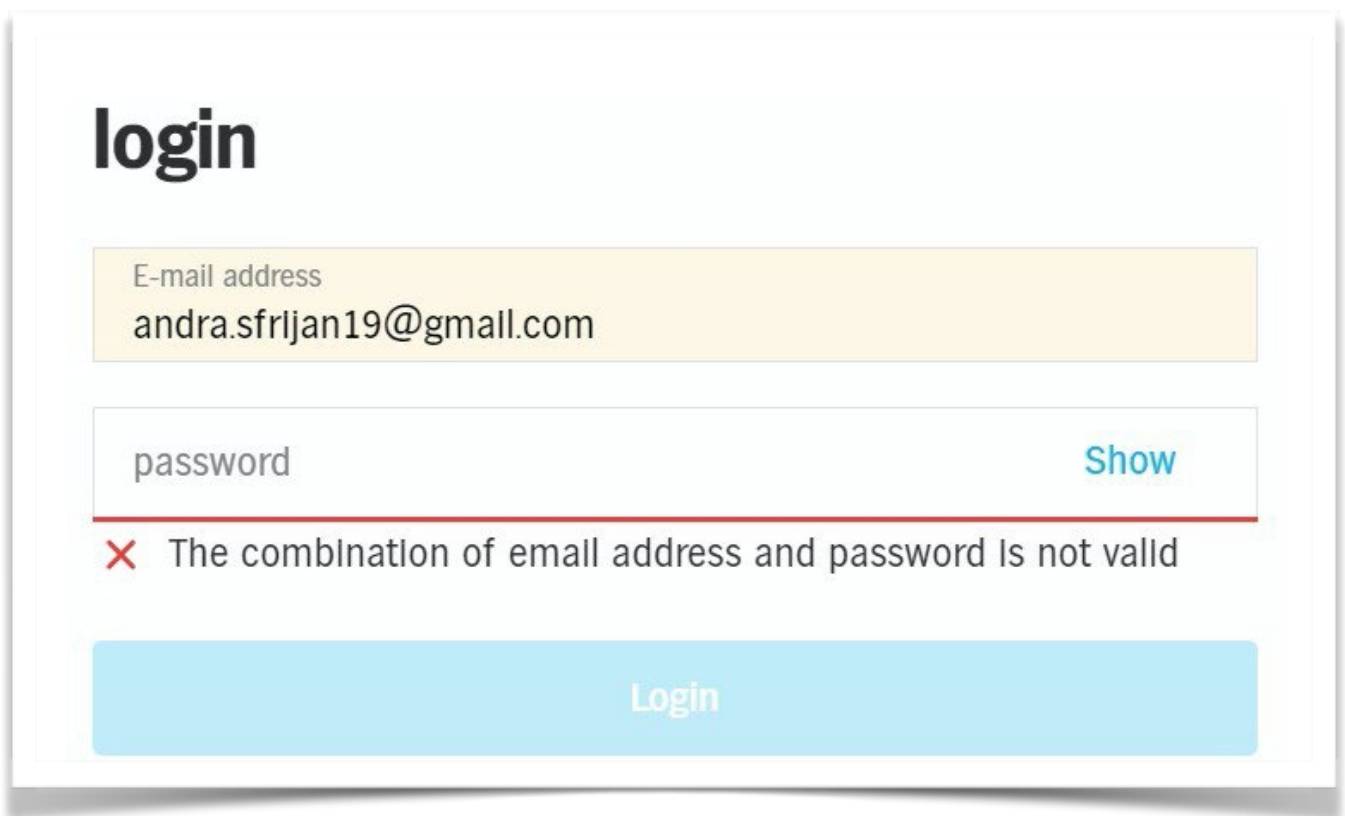
7. Error Recovery :

Error messages should clearly state the problem and provide a positive solution. Assist users in determining the specific cause of the mistake and suggesting a solution. If the user does not receive assistance with a problem, they will most likely leave the website.

In this case, the system indicates that the password and email combination is incorrect as soon as the user types the password. She or he can now input the password and, if the issue persists, click the recover link. She or he can recover or reset the password using that link.

Rating : 0 we don't agree that this is a usability problem at all.

login

E-mail address
andra.sfrijan19@gmail.com

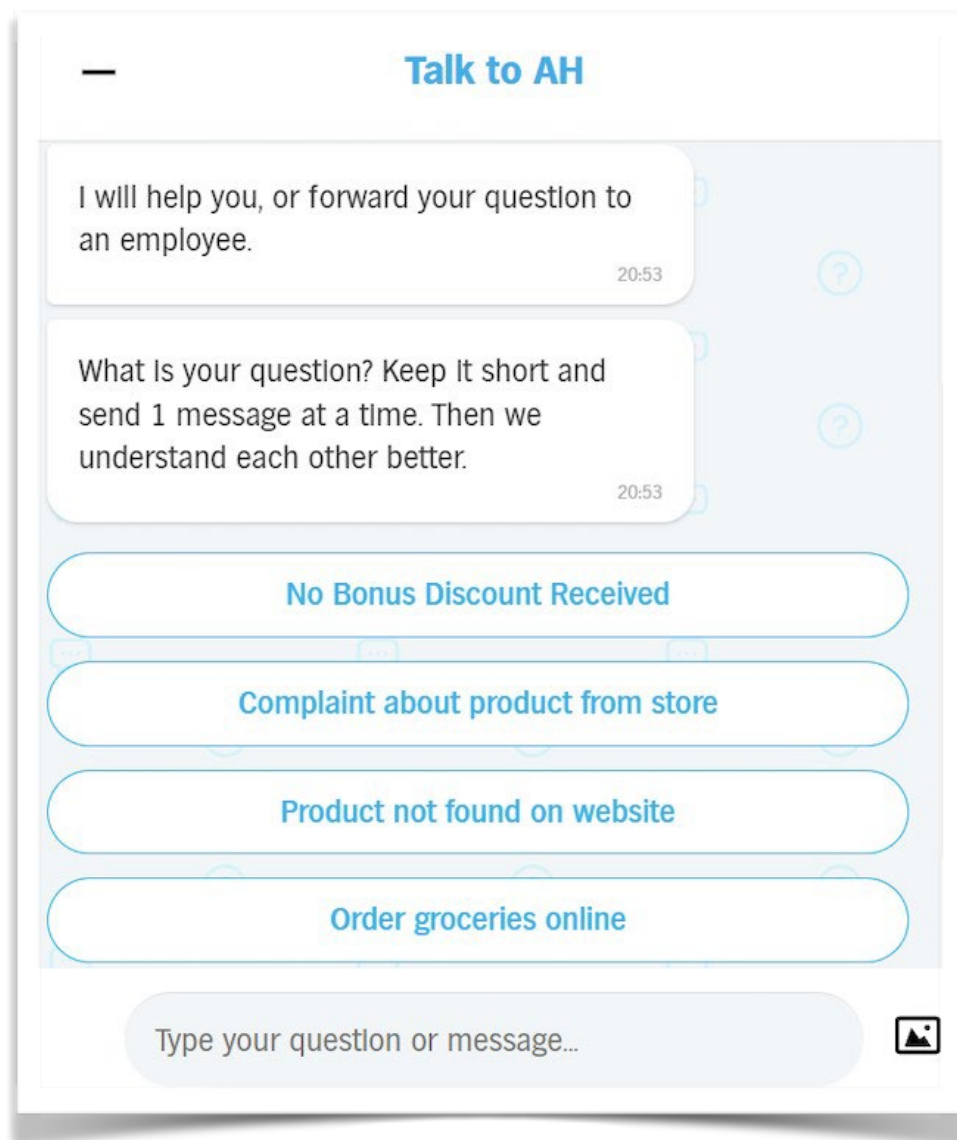password   Show

✕ The combination of email address and password is not valid

Login

8. Help and Documentation :

Regarding help and documentation Albert Heijn website has an option of a live chat so that the users can receive help for issues that they cannot find in the FAQ section at any time.

Rating : 0 we don't agree that this is a usability problem at all.

- Card sorting

- Comparison analysis

INTERACTIVE DESIGN COMPARISON

ANASTASIA BEVERLY HILLS   VS   KYLIE COSMETICS

CONTENTS OF THIS PRESENTATION

In this presentation I am going to compare the interactive design of two competitive websites. I chose Anastasia Beverly Hills and Kylie Cosmetics as both of them share the same market, mostly have the same users, and both retail in the same shops.

In order to achieve a good comparison, I am going to show and talk about the next points:

- Menu navigation

- Filter & sorting design

- Add to shopping cart & shopping cart editing

- Wishlist

- Product functionality

- Login/Checkout process

HOMEPAGE
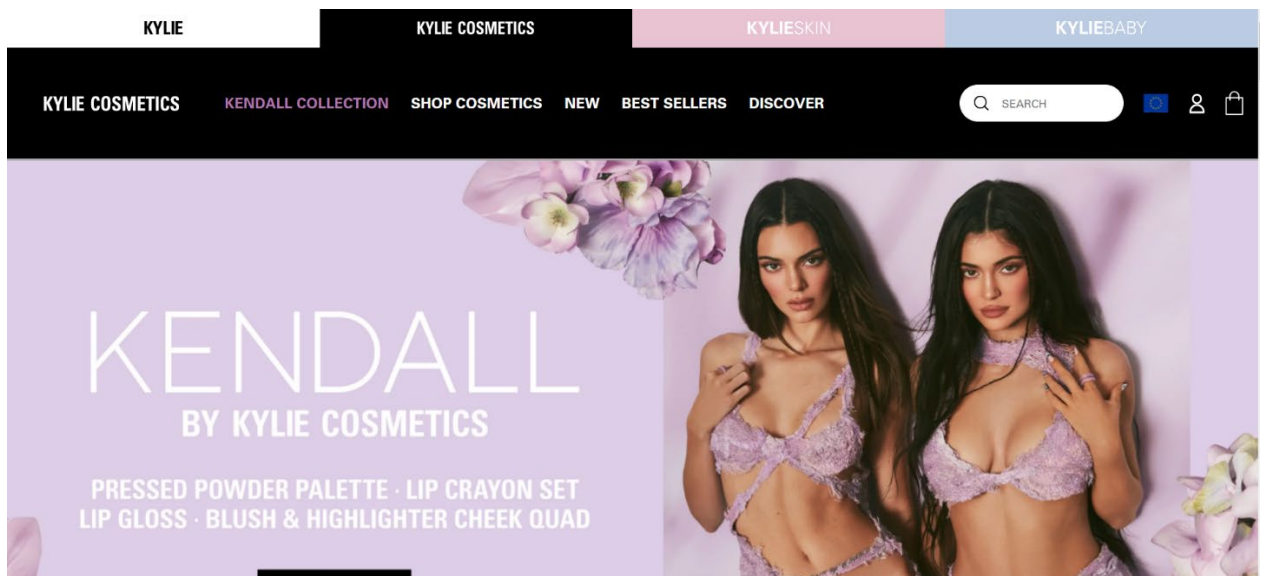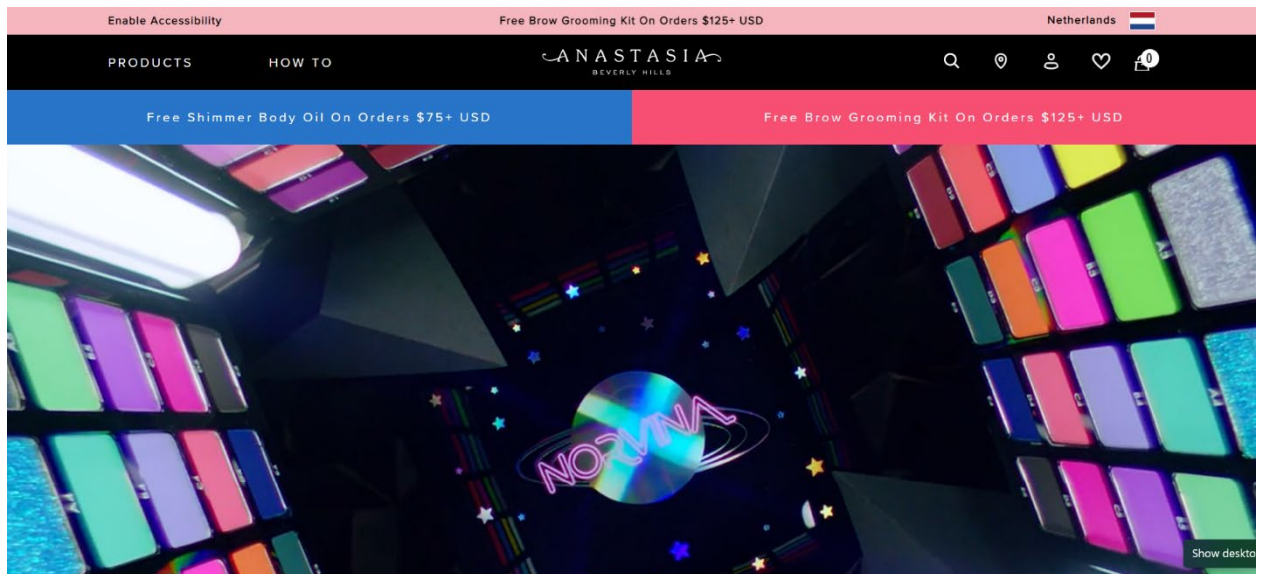
As you can see right off the bat, the home pages are pretty different. Both of them have all the features on the right side, except the Anastasia one has also a wish list. In my opinion, the one from Anastasia is better because it is more simple and

elegant, but the one from Kylie is a bit more detailed from the beginning which might be easier to use.
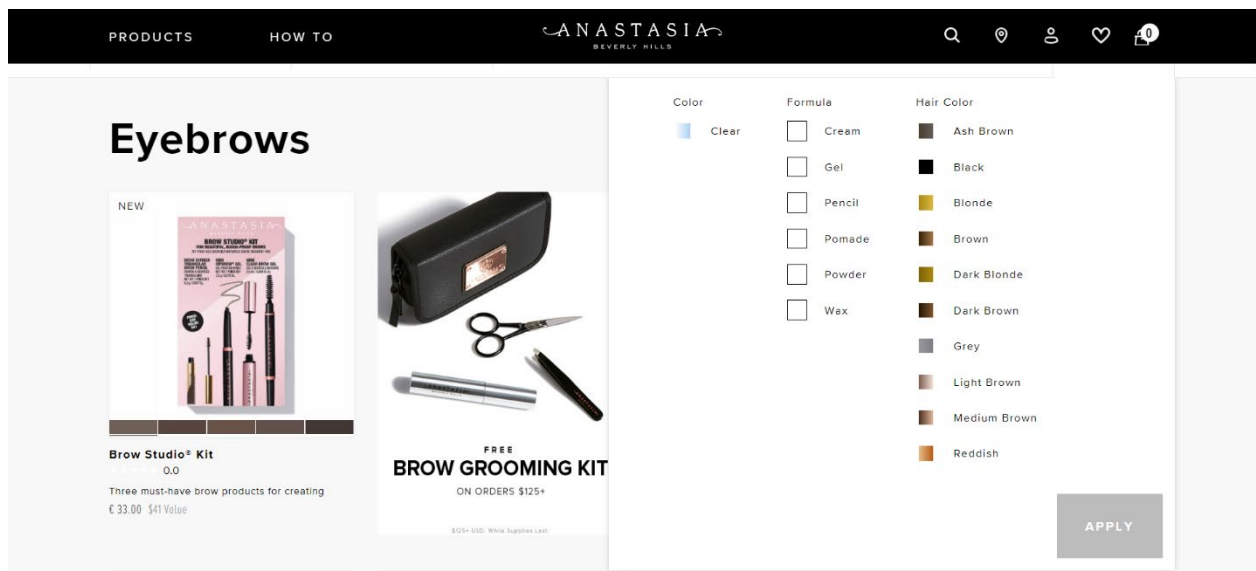
NAVIGATION MENU
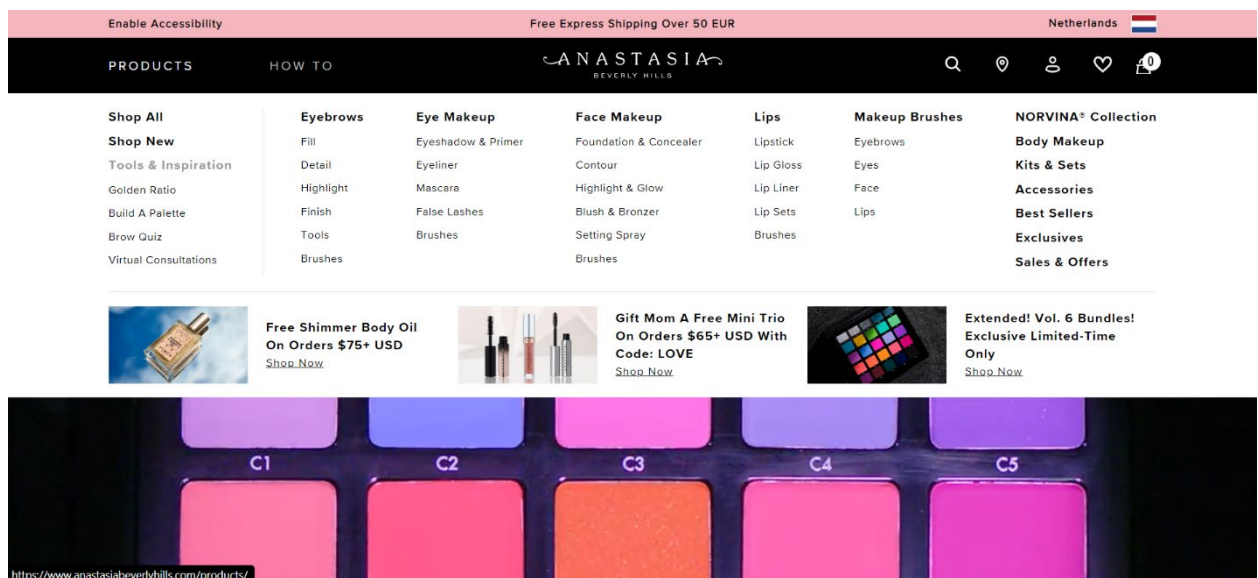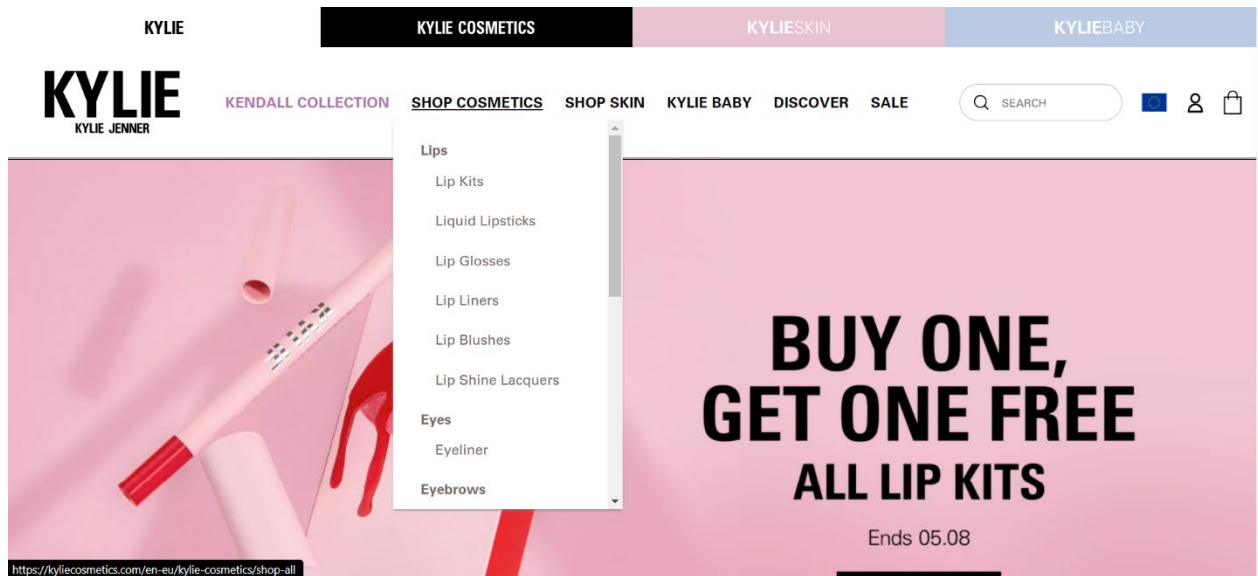
As for speaking of the navigation menu, the Kylie one looks a little too simple, like there was not much effort put into designing it. The other one looks way better in comparison, especially because you can see everything at the same time and is also organized better with the promotions at the bottom.

FILTERS & SORTING

For the filters, unfortunately the Kylie website does not have one, even if it is a bit necessary since there are a lot of products. The Anastasia filters are custom made for every category page with the colors and types of products.

ADD TO CART AND SHOPPING CART EDITING

The product pages look pretty similar and have almost the same displayed information, but the Kylie website also has the feature of selecting how many products do you want to add to the cart, which I think is pretty important since it is a make up website and when you put the order in, you often want to get more pieces.

The cart editing process is the same for both and you can edit the wanted quantity from there.

LOGIN & CHECKOUT

KYLIE | KYLIE COSMETICS | KYLIESKIN | KYLIEBABY

KYLIE
KYLIE JENNER

KENDALL COLLECTION   SHOP COSMETICS   SHOP SKIN   KYLIE BABY   DISCOVER   SALE

SEARCH

KYLIE | LOGIN

SIGN IN

EMAIL

PASSWORD

Forgot password?

LOGIN

CREATE ACCOUNT

New to Kylie?

Create an account for faster checkout!

CREATE ACCOUNT

KYLIE | KYLIE COSMETICS | KYLIESKIN | KYLIEBABY

KYLIE COSMETICS   KENDALL COLLECTION   SHOP COSMETICS   NEW   BEST SELLERS   DISCOVER

SEARCH

KENDALL
BY KYLIE COSMETICS

Close

HELLO

SIGN IN   CREATE ACCOUNT

ACCOUNT INFORMATION
ADDRESSES
ORDERS

KYLIE | COSMETICS | SHOP COSMETICS | KENDALL COLLECTION

LIMITED EDITION

NEW

NEW
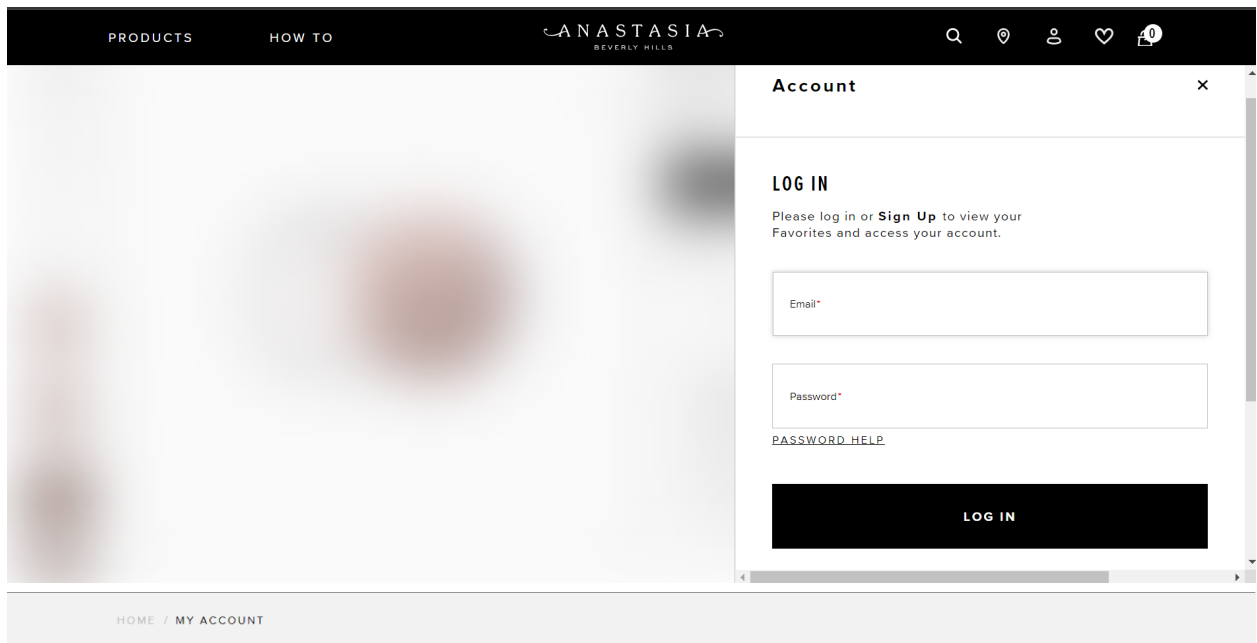
Both of the websites have a little window popping up when you click the icon on which you can select what do you want to do: login or create an account. They are mostly the same except from the design, but it is also nice that the Kylie website has some more buttons which you can click to find details easier.
As for the checkout process, there is not anything special or that needs a mention and looks just like every other website.
In the end, I find the Anastasia Beverly Hills better as it has a more appealing design and also has a filter which helps but needs more functionalities that the Kylie Cosmetics already has.

- ## Assignment G1

  https://drive.google.com/file/d/1vibK_Vp6Xdmw2XspMXCuXbIT-Txv2CIG/view?usp=sharing

- ## Assignment G2

https://drive.google.com/file/d/1K1vKr-LHHeJuLBb3YMRkDiwYkYGoHxe_/view?usp=sharing