

What was your role in each project? Which parts in each project did you specifically do?

Project 1: In the "RoboMed" project, I worked as a Research Analyst and UX/UI Designer. My tasks included interviewing students, staff, and stakeholders to understand their needs, summarizing key points from the interviews, and creating the robot's screen design to make it simple and easy to use.

Project 2: In this project, my role was to lead the data collection and analysis phase. I conducted interviews, prepared the questionnaire, and observed the process at different times of the day. I then analyzed the data and identified key issues like queue management, service limitations, and underuse of self-service machines. I also contributed to the design solutions, suggesting features like a Postomat-based order pickup system and visible price tags.

Project 3: In the Sleep Survey project, I analyzed quantitative survey data to identify trends and key insights. I categorized sleep barriers, synthesized desired smartwatch features, and linked these findings to actionable recommendations, such as focusing on affordability and adding stress management tools.

What did you learn from completing each project? How did that influence your approach for the next project?

Project 1: From completing this project, I learned the importance of clarity, preparation, and flexibility when conducting research and interviews. I realized that having well-prepared questions and asking follow-up questions is crucial for gathering valuable insights. I also understood the need to plan ahead and coordinate with interviewees to avoid last-minute problems. For future projects, I will focus on having a structured set of questions, plan interviews in advance, and ensure a quiet space for them. As for the design, I took responsibility for it, but I realized sketching isn't my strength. I would prefer to use Figma for design in the future. Additionally, I found that I spent more time thinking about the design details than actually creating the final design, so I plan to focus more on the practical side in future projects.

Project 2: From this project, I learned the value of user-centered design and the importance of basing solutions on real-world user behavior rather than assumptions. For example, I initially thought that advanced technologies like QR codes would improve efficiency, but user feedback showed that simpler systems like paper price

tags were more practical. This experience taught me to prioritize simplicity, cost-effectiveness, and alignment with user preferences over more complex or trendy solutions in future projects.

Project 3: I learned how to analyze quantitative data to identify trends and design actionable recommendations. This project involved much more data compared to the previous two, with input from many people and a variety of opinions. Unlike the simpler cases where a few interviews could lead to quick conclusions, this project required considering all the different responses when creating the design. We had to decide which features to prioritize and which ones to make less important, which reinforced my belief in combining qualitative and quantitative methods for comprehensive problem-solving and strengthened my ability to propose data-driven, user-focused solutions.

How has your overall design philosophy and perspective changed over the duration of the course?

Before this course, I didn't really understand design. Like most people, I thought it was just about how a website looks—colors, photos, and decoration. Throughout the course, my perspective changed. I now see that good design isn't just about appearance; it's about solving real user problems. The process of testing ideas and gathering feedback has taught me to be more open to making changes based on practical insights. I focus more on understanding the user's needs and pain points, and I've learned the importance of iterative design. I also realized that good design reduces friction and improves usability, rather than just adding features. The idea of "bad design" really resonated with me, and I now believe that good design is about using technology to its fullest potential.

What do you think UX and UI is now?

In this course, the focus was primarily on user experience, and this became an eye-opening revelation for me. UX is about understanding the user — their problems, needs, and desires — and using that knowledge to create solutions that genuinely make a difference in their lives. Good UX design is about making life easier, not just more stylish.

UI is about making sure that the interface is intuitive and easy to interact with. UI makes the experience aesthetically pleasing and functional, while UX ensures the

experience itself is meaningful and helpful. They are like two hands, holding the product and guiding it to the end user.

This course taught me not only the importance of thinking about users in the development process but also how crucial it is to constantly test ideas, based on real user feedback and needs. Now, I view UX/UI design as an ongoing process where the user is always the priority.