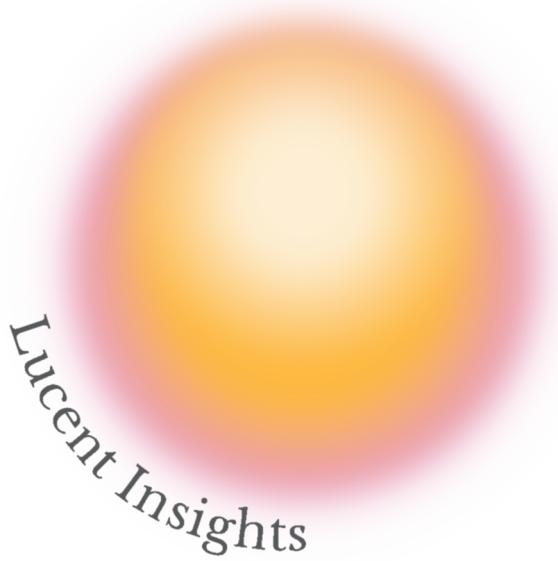


Lucent Insights

We nurture the
ideation process



Charissa Chhiba

* You will find annotations written throughout this documentation which are self-reflection notes.

Lucent Insights

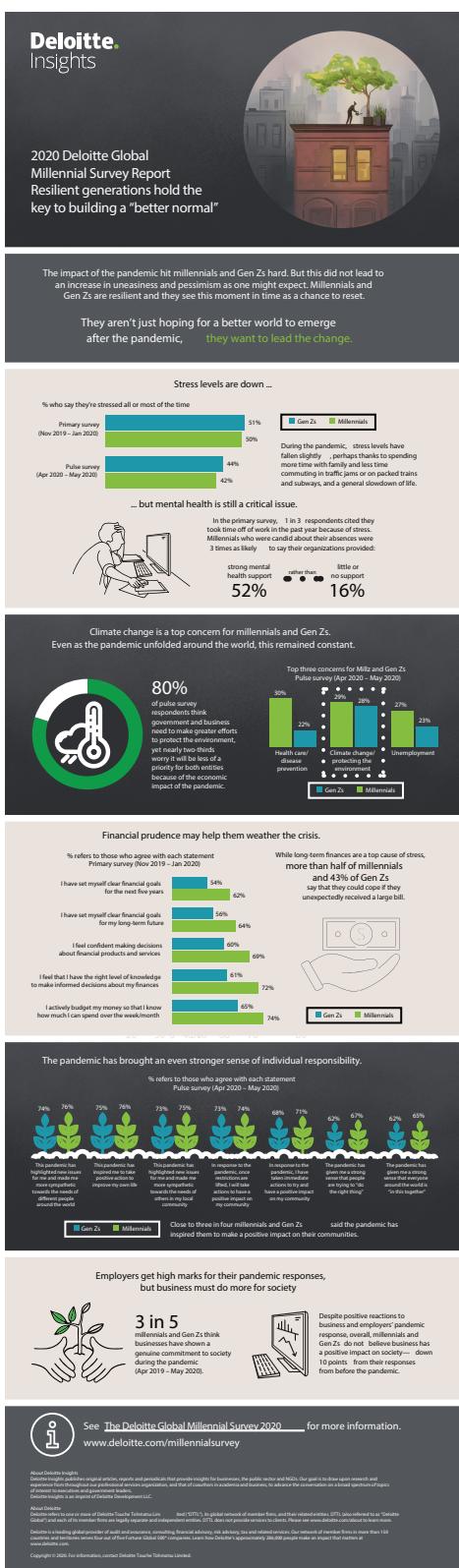
We help people by encouraging thought which leads to a world of great design or as we like to say, **Lucent Design**

Who are we? We are **Lucent**, a design and lifestyle collective that believes in bringing people together, helping people to spark ideas and motivate thought. Our experts help you by looking for ways in which they can optimise your creative thought process. We are versed in detecting lifestyle shifts and exploring trends. Our number one goal is to provide you with relevant insights.

Brand Identity

Target Market

Predominately gen-z and millennials interested in design mediums, lifestyle and trends.



Analytics Review

Deloittes 2020 Global Millennial Report was useful as it helped me to understand the target audience further and to frame the business strategy. After all, the target market is at the heart of Lucent Insights and the more I can learn about the audience, the more it will inform the prototype.

Why launch now?

Having read several consuming forecasting reports, Lucent acknowledges that their target market is overwhelmed with the sheer amount of information available to them. It causes 'too much screen time' which often leads to anxiety.

Gen-z and millennials tend to be concerned about topics such as mental health, wellness and have a strong resilience to make changes to their lives and the world they live in.

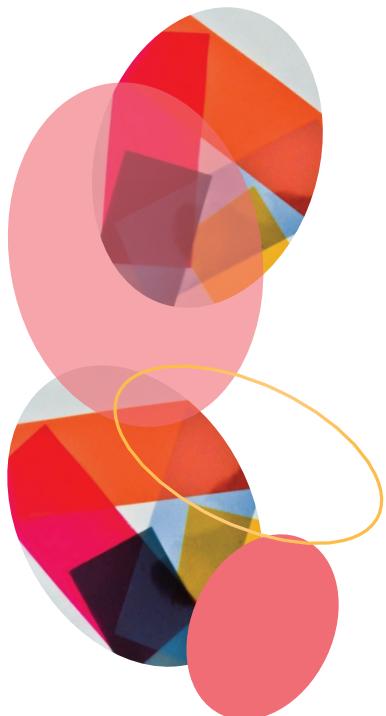
Lucent has established their target market needs a digital knowledge sharing solution to optimise their career, personal life and body.

Brand Identity

Against the challenging economic, social and environmental backdrop, Lucent responds with Lucent Insights, a web-based solution to improve mood and nourish the ideation and concept process of their users.

Our Mission

Lucent aims to create a knowledge sharing space online for creatives to discover and share insights.



What we do!

We plan to engage with creatives through our online application, **Lucent Insights**, to encourage the creation of ideation. We seek to educate and inspire by strategically using analytics to deliver a carefully curated collection of insights to you daily. Our platform will provide you with a space to discover and share your own insights with others. Helping creative thinkers stay ahead, you will never find yourself in a creative rut again!

* The idea behind Lucent Insights came to me as I have always liked the idea of sharing and inspiring. I personally love the feeling of being inspired and if I can help others to feel inspired through life and their design processes

Brand Identity

How we work!

1) We enlist creatives such as yourself to sign up to our online application, Lucent Insights. You will be prompted to complete a basic profile and select from a range of categories which may be of interest to you.

2) Categories such as: Wellness, Graphic Design, Sustainability, UX design, Branding etc are available

3) Once Selected, you will be directed to your own personal dashboard.

4) Using our analytic software, we curate a collection of 5 insight cards which will be sent to your dashboard daily. The purpose of these cards are to help educate and inspire you. You have the ability to turn on Lucent notifications so you never miss one.

What is a Insight card?

5) An insight card could contain an image, video, knowledge bite etc. Your insight card will cater to what inspires you.

6) You have the option of creating your own insight cards for your page by using our nifty card templates. All insight cards are public.

7) By hitting the magnifying glass icon, you can explore and discover insight cards created by others of the Lucent community. You have the option to subscribe to others insight pages, and they have the opportunity to subscribe to yours.

8) When you subscribe to a page, we gain a deeper understanding of what insights appeal to you. This helps us curate a stronger collection of cards for you, and we will often use these insight cards in your daily collection.

Get ready to feel inspired!

Lucent Insights

Company Plan

A new company “Lucent” has just gotten their business model approved by their investors. Lucent aims to create a knowledge sharing space online for creatives to discover, share insights and encourage ideation. Upon sign up, users select from a range of categories that interest them. Using their analytics software Lucent will curate 5 personalised insight cards daily to help educate and inspire its users. Their platform allows its users to create and share their own insights, as well as follow others who inspire them. Lucent requires you to conduct user-centered research to create an initial web-based prototype for mobile and tablet. They are looking for a visually appealing and easy to navigate interface complete with user sign up, a category selection page, and examples of insight cards. You will be required to create a visual identity document which you can reference while designing the prototype. In the future, Lucent desires a user-friendly insight creation template so users can share their own insights and engage with other users.

Lucent Insights

We nurture the ideation process



Goal

Using user-centred research, I aim to create an a web-based application for mobile and tablet which clearly and easily displays user focused insights.

Problem Statement

Gen-z and Millennials feel digitally overwhelmed in their information saturated environment. They need a visually appealing, quick-and-easy to navigate web- based solution to improve and nourish their ideation process.

Research Planning

Objectives

#Inspire Me

To discover what the target market finds to be visually inspiring.

#Visual Appeal

To discover what the target market considers to be a visually appealing and engaging design.

#Feature This

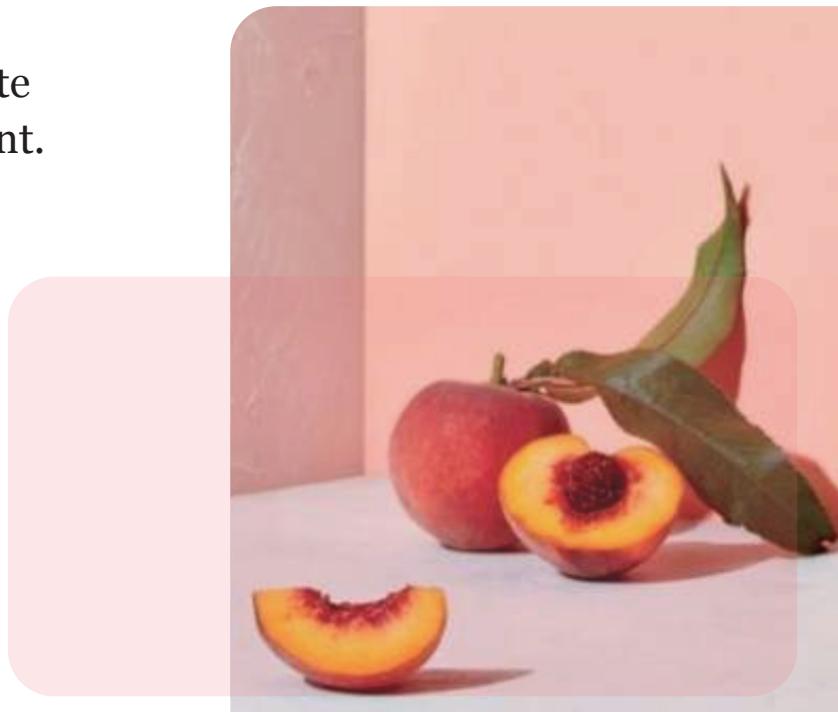
To investigate and eliminate potential features for Lucent.

#Content Delivery

To identity how to present content in way that will delight the user.

#Navigation

To identity what the target market consider to be an easy to navigate web product.



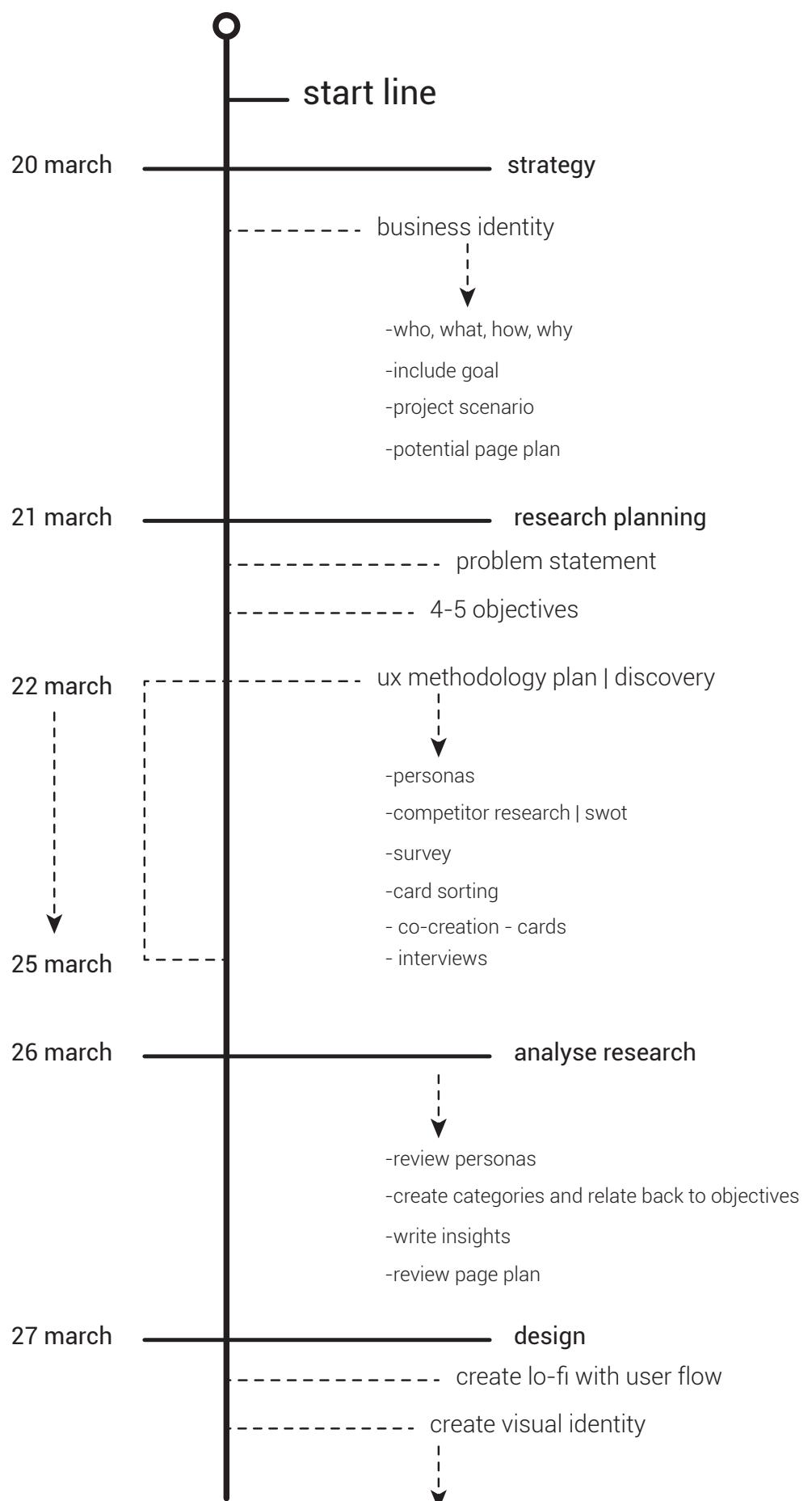
* As Lucent is not an established company, I really struggled to write a problem statement and objectives. I had to spend a lot of time working on the brand identity and creating a project scenario before I could begin to process the research planning stage.

Project Planner

Timetable

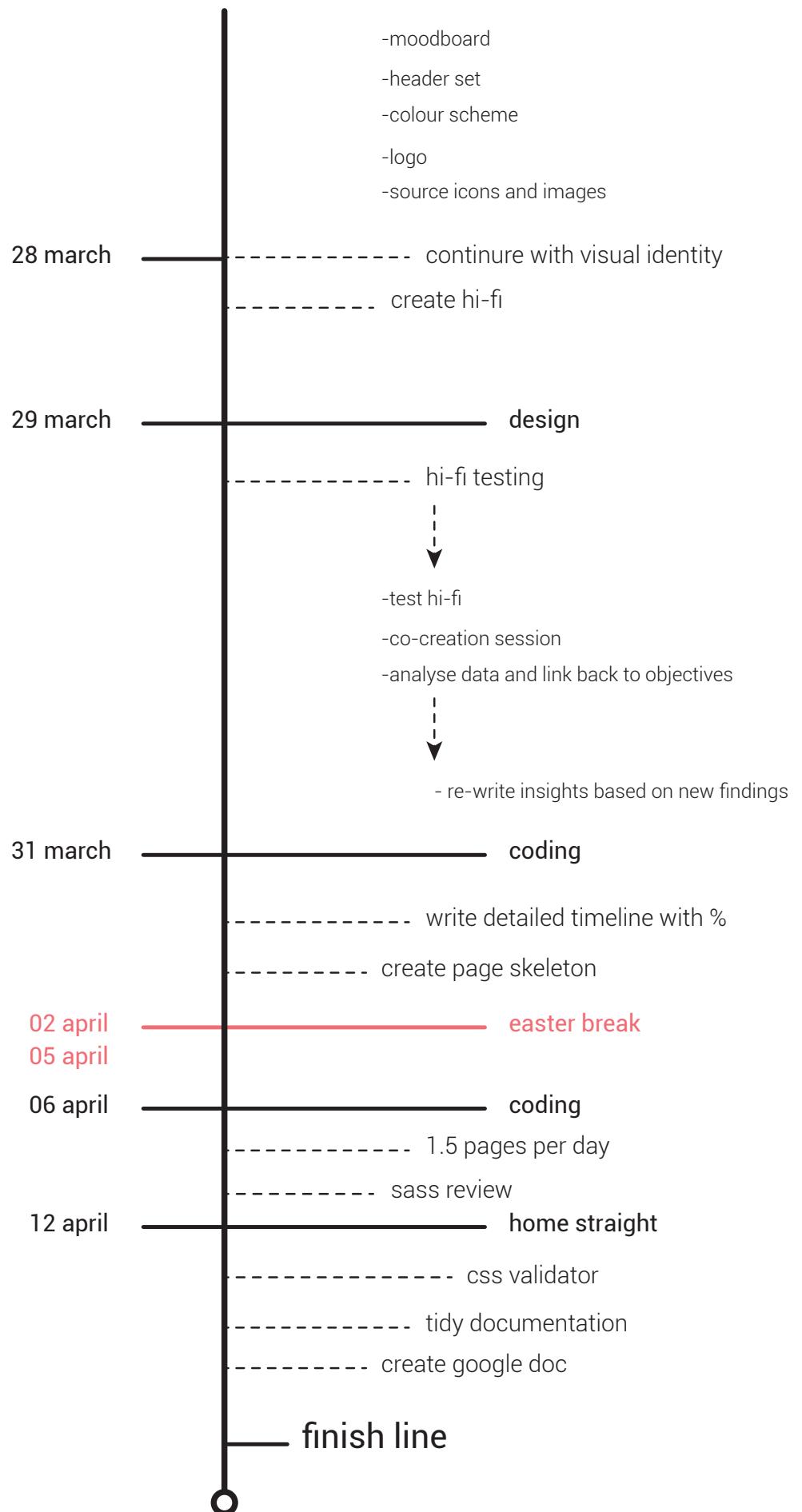
A timetable was created as a guide to navigate through the process from start to finish.

** I wouldn't have been able to complete this project properly without having a timetable to follow. I spent a lot of time thinking and mulling over the key dates before I really diving deep into the project.*



Project Planner

Timetable



Discovery

A graphic of Jakob's Ten Usability Heuristics is shown below as they played a large part in guiding me through the Discovery phase of the project and were considered when constructing research questions.

1 Visibility of System Status

Designs should keep users informed about what is going on, through appropriate, timely feedback.

2 Match between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon.

5 Error Prevention

Good error messages are important, but the best designs prevent problems from occurring in the first place.

8 Aesthetic and Minimalist Design

Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface competes with the relevant units of information.

Nielsen Norman Group

Jakob's Ten Usability Heuristics

3 User Control and Freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted state.

4 Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

6 Recognition Rather Than Recall

Minimize the user's memory load by making elements, actions, and options visible. Avoid making users remember information.

7 Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user.

9 Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

10 Help and Documentation

It's best if the design doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

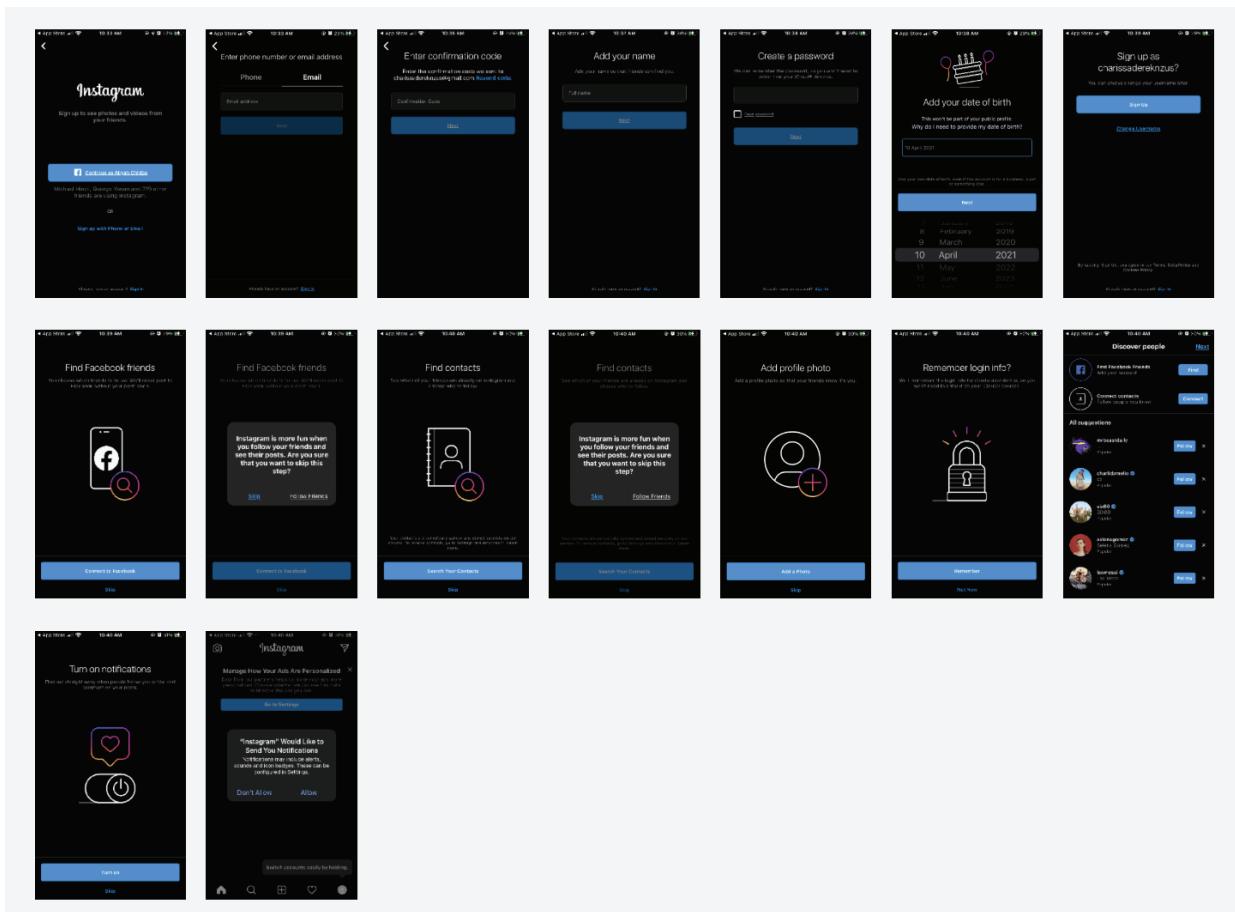
Competitor Research

#Navigation

The sign-in process of three main competitors that are in the business of sharing free information and inspiration were studied to understand the navigation flow and steps involved for each companies' sign in process. Using this information, user interview questions were formulated focused on analysing the process from the lense of Jakob's usability heuristics:

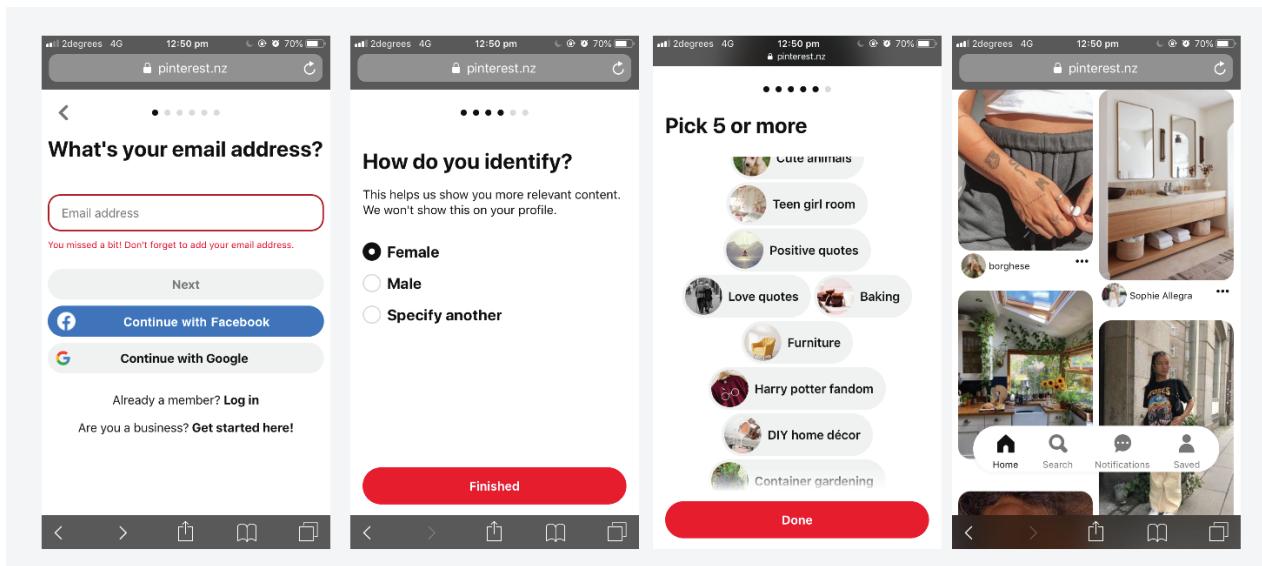
- 1) Visibility of System Status
- 2) Match between Systems and the Real World
- 4) Consistency and Standards
- 7) Flexibility and Efficiency of Use

Instagram

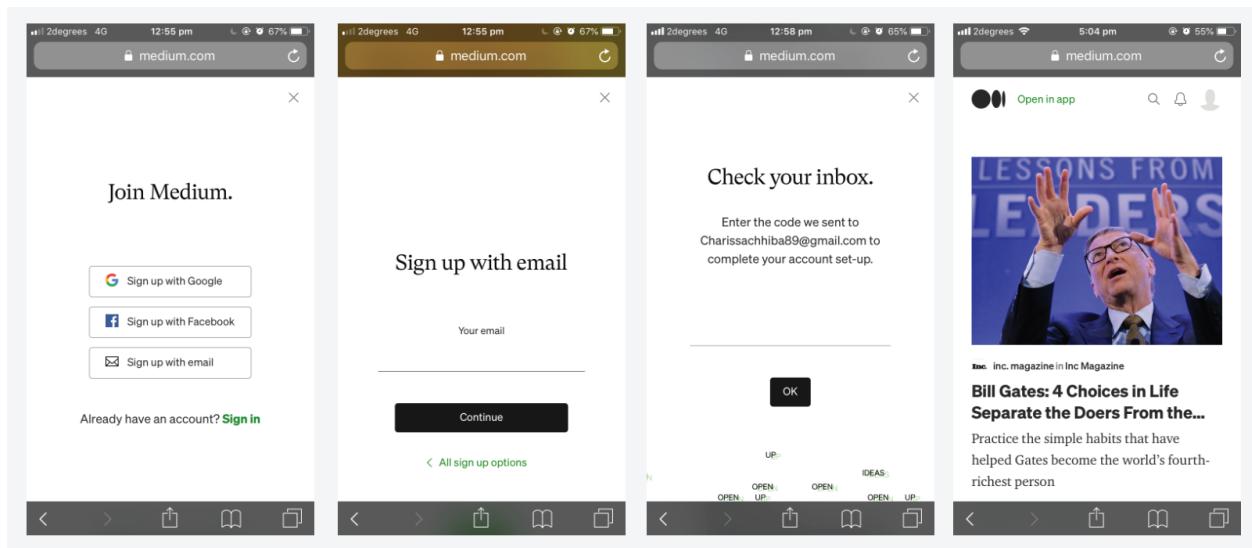


Competitor Research

Pinterest



Medium



By analysing the competitors process I was able to formulate questions regarding navigation to be used when conducting interviews with the target market.

Discovery + Brand Identity

Competitor Research

Market Research #Feature This

What sets Lucent apart from everyone else, and what are some features and components that competitors use that could potentially be used in Lucent's prototype? Using SWOT diagrams, the strengths, weaknesses, opportunities, and threats from our three competitors were analysed.

These diagrams were conducted early on in the process as they help identify the brand strategy.

Instagram



Pinterest



Medium



* Conducting competitor research as an eye-opening for me. I use all three competitors weekly, but I had never really thought about why I use them and why I continue to use them.

Card Sort

#Content Delivery

Card sorting was useful when gaining quantitative data and trying to understand which type of content inspires the target market. I listed a variety of different ways in which I could deliver content in the form of cards.

I wrote a category called “what content helps inspire you to discover new ideas?”, and I asked each person to sort the cards into the category from most inspiring to least inspiring.

Analysis - Popular Placements Matrix

Values are given as percentages.

Cards	C1
Tutorial videos	70
Insightful Facts	70
Music, sounds	70
Artwork	70
Brainstorms	60
Tips and hints	40
Collaborating with people online	40
Insightful statistics	30
Quotes	30
Info-graphs	30
Icons and emojis	10

Co-creation

#Inspire Me #Visual Appeal #Content Delivery

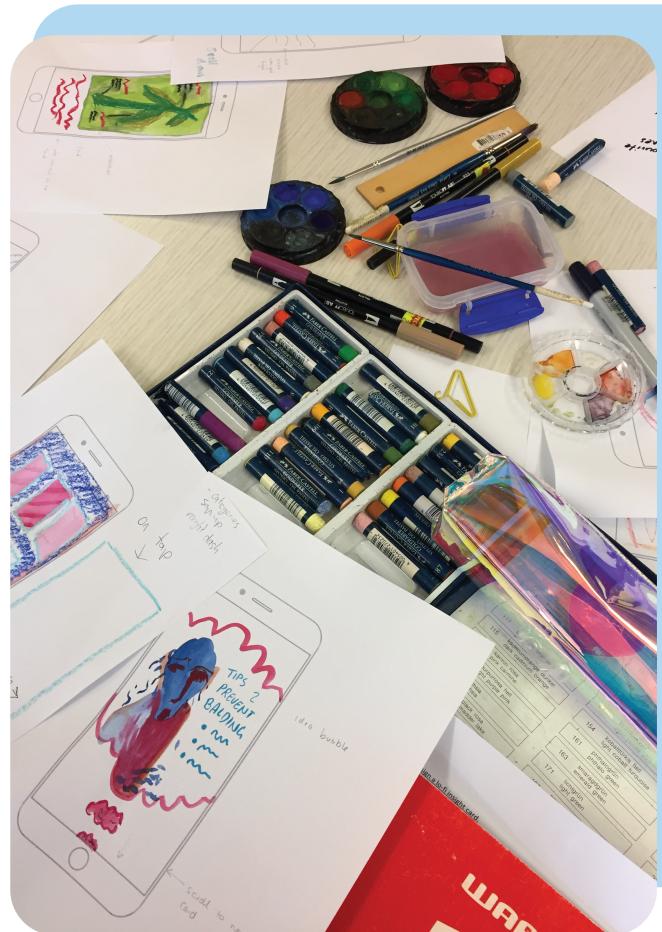
I chose to do a co-creation session with a group of four members of the target market as it would be a great way to collect qualitative research from the users.

I started by explaining Lucent Insights goals, how the prototype would work, and the main pages of the website. I spoke about insight cards and asked the group to talk about the content that inspires them, and what they would hope to see in their insight cards.

For example, one member of the group said he would love to see a lyric from a song, with an annotation explaining what the lyric meant.

I then asked each member to create their version of an inspiring insight card. It was fantastic seeing everyone's designs and talking to each member about why they created what they did.

I loved doing the co-creation session and I wished I had more time allocated in my timetable to conduct further research via co-creation. I was planning to do a co-creation around my #navigation objective, however, I ran out of time.



Research Interviews

#Visual Appeal #Feature This #Navigation

I chose to conduct interviews as I knew they would provide rich qualitative data which could be used to inform my prototype. The research interviewing was saved until last so the results from other research methods could help formulate the interview questions. I interviewed eight members of the target market and was able to dive deep into their thoughts to discover insights around features, navigation and visual appeal.

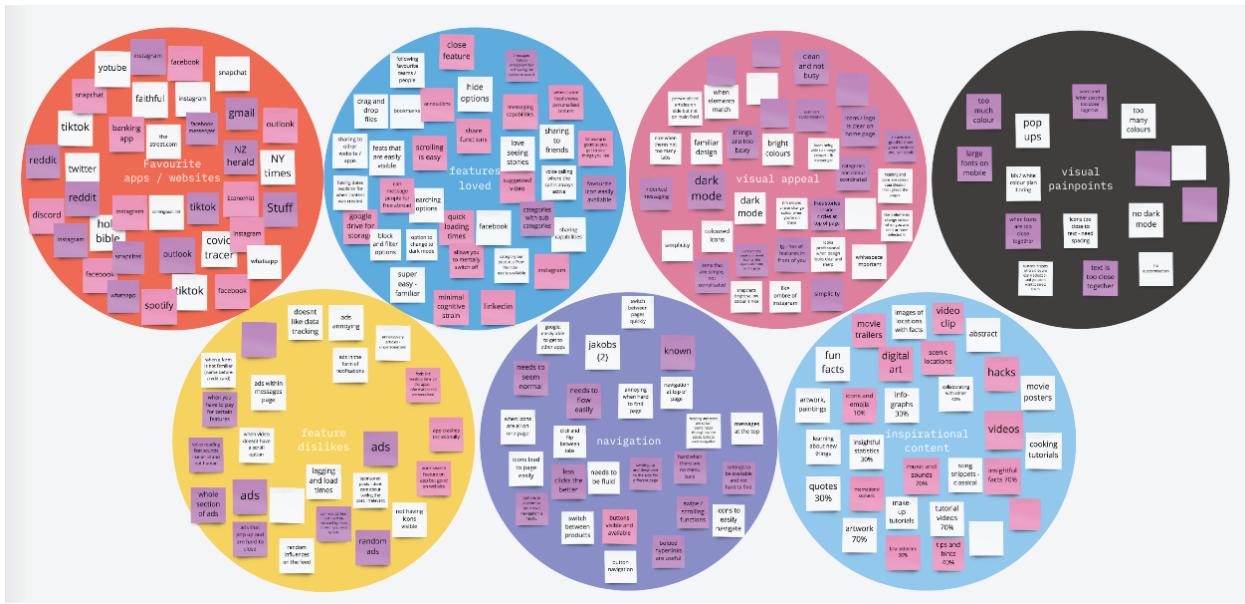
I considered the below Jakob's usability heuristics when questioning the interviewees:

- 1) Visibility of System Status
- 2) Match between Systems and the Real World
- 3) Consistency and Standards
- 8) Aesthetic and Minimalist Design

I kept the number of questions short but asked the interviewees to elaborate on their answers. I asked them to take out their phones to show examples of websites and apps that they found visually appealing and pressed them to talk about the navigation and how they felt when using the website.

Analysis

Throughout the research method process, I collected data which was categorised into common themes. The themes kept growing as more research was conducted. Once there were enough themes around each objective, I was able to establish informed insights.



The **common themes** found were:

- Favourite apps and websites
- Visual appeal
- Visual pain points
- Inspirational content
- Features liked
- Featured disliked
- Navigation flow

Analysis

#Inspire Me

The target audience tends to find a mixture of different content inspiring. Developing a rich analytics system with the ability to target its users with relevant user-focused insights will be imperative to Lucent Insights success. Through qualitative research I established a list of inspirational content which could be used for Lucent cards such as:

- || Interesting facts
- Artwork
- Quotes

The aim behind Lucent Insights is to inspire its users. To make something visually inspiring to an individual user may mean that I could develop a template which will give users the ability to customise the design of their own insight cards. This is a project that I will conduct UX research on in the future. **Watch this space!**



#Visual Appeal

Research revealed the target market favoured the use of bright colours when used harmoniously together in a UI. They appreciated the use of spacing between elements, whitespace and clearly marked scrolling functions. These concepts contributed to what they considered to be a visually appealing design layout.

Analysis

#Feature This

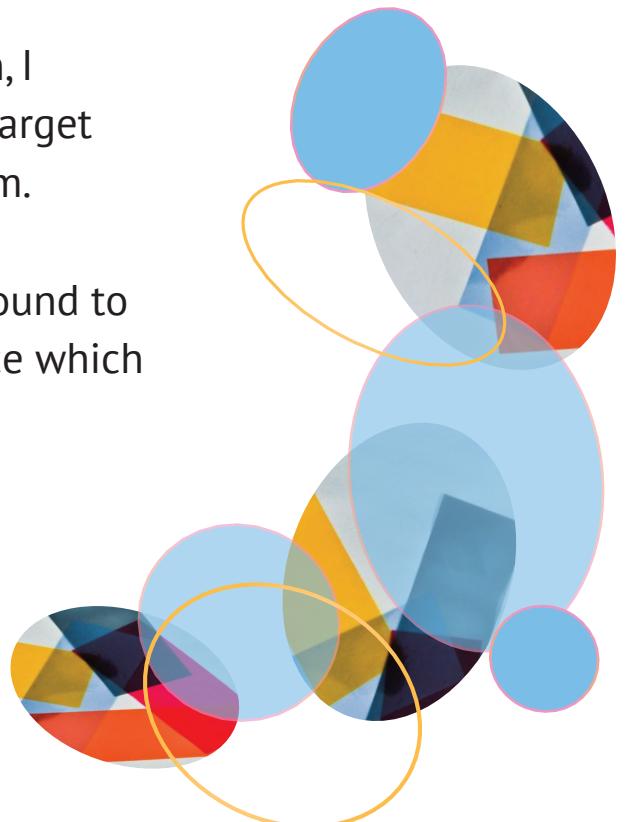
Through research it was clear that having multiple features available on a website was important and their positioning was key. During research interviews, participants described what kind of details they expected from features. For example, one participant explained how they found it frustrating when videos were without controls. Several participants mentioned they found using an app or website frustrating when setting features were difficult to find.

A pain point that was strongly mentioned throughout the research was a dislike towards ads throughout a website and app. If Lucent is to use ads in the future, a highly strategic approach would be necessary and further research would be conducted in how to integrate them into the prototype.

#Content Delivery

Through quantitative and qualitative research, I identified how to present content to the target audience in a way that would delight them. Several content delivery methods were established based on what the research found to be the most desired by the target audience which includes:

- Tutorials videos
- Music and sound clips
- Photographs
- Illustrations



Analysis

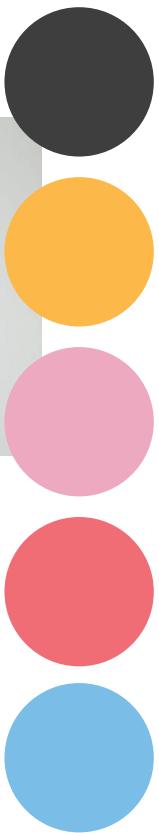
#Navigation

When describing their idea of what good navigation means to them, the words 'simple' and 'flow' were among the most common. During the research interviews, I questioned each user about which traits made a website or app 'simple' and 'fluid'.

I identified the target market prefers apps and websites that minimize the pages they need to click through to access a particular page. They prefer the use of page icons which are easily accessible and visible on websites and apps, as this allows them to easily switch between pages.



Mood + Texture



Visual Identity



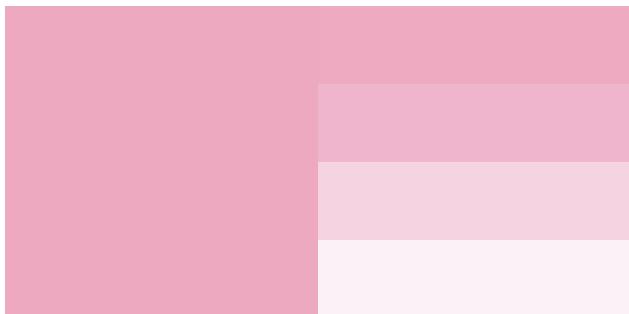
Logos

Lucent Insights has two main logos. 0.5mm of spacing must be kept around the outside of the logos. The logos can be used with light and dark background colours, however the font must be changed to ecru.



Visual Identity + Design Style

Colour Palette



rgb (236, 169, 191)
rose



rgb (252, 184, 73)
mandarin



rgb (65, 64, 66)
khol



rgb (124, 189, 230)
sky



rgb (241, 242, 242)
ecru

rgb (242, 110, 117)
cerise

Backgrounds



sky



rose



ecru



mandarin

Visual Identity + Design Style

Header Set

Libre Baskerville

32px | 2rem

h1 - Heading one

24px | 1.5rem

h2 - Heading two

18.7px | 1.17rem

h3 - Heading three

16px | 1rem

h4 - Heading four

13.28px | .83rem

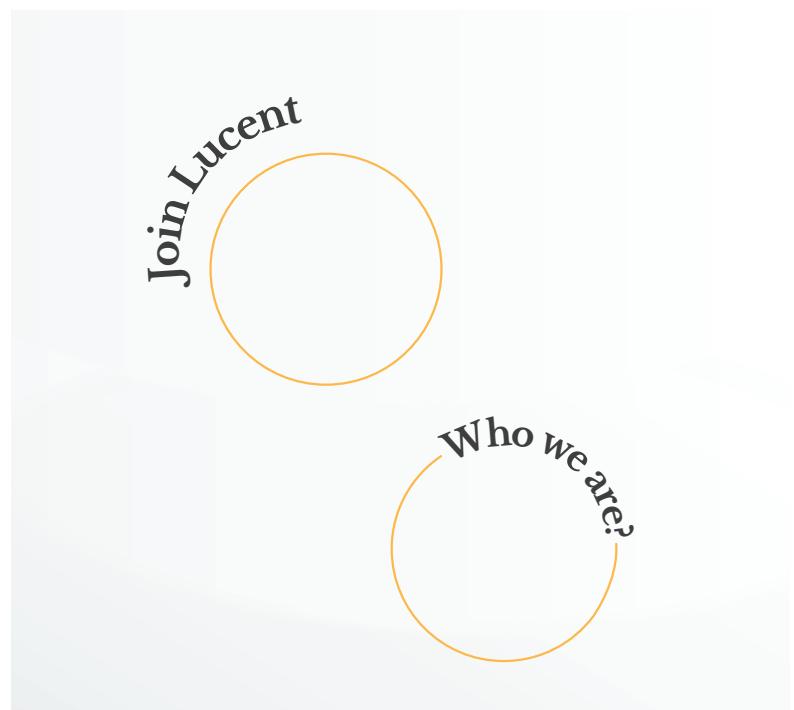
h5 - Heading Five

10.72px | .67rem

h6 - Heading Six

Header Usage

Page headings can be used along a border path, but they must always use capitalisation for each character. Logos can be placed centered, above the curved headers. Headings can be lower case if used around an element that is not a page header.



Visual Identity + Design Style

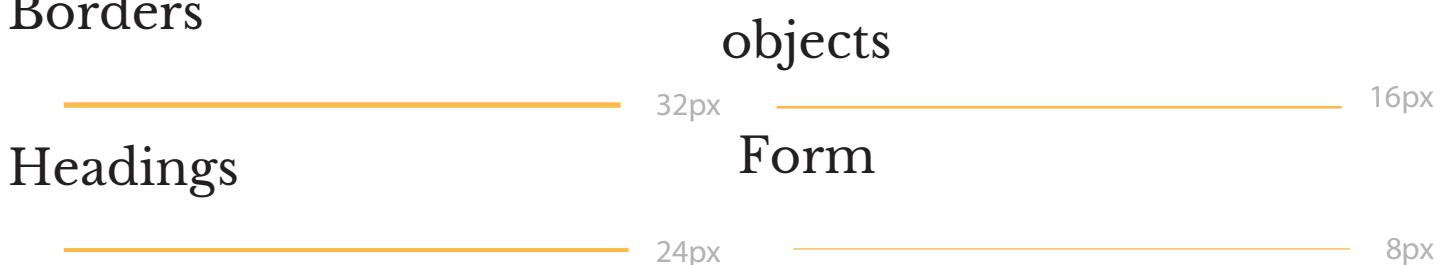
Paragraphs

PT Sans

This is a paragraph. PT sans is to be used for anybody of text that is not a heading. Example...Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

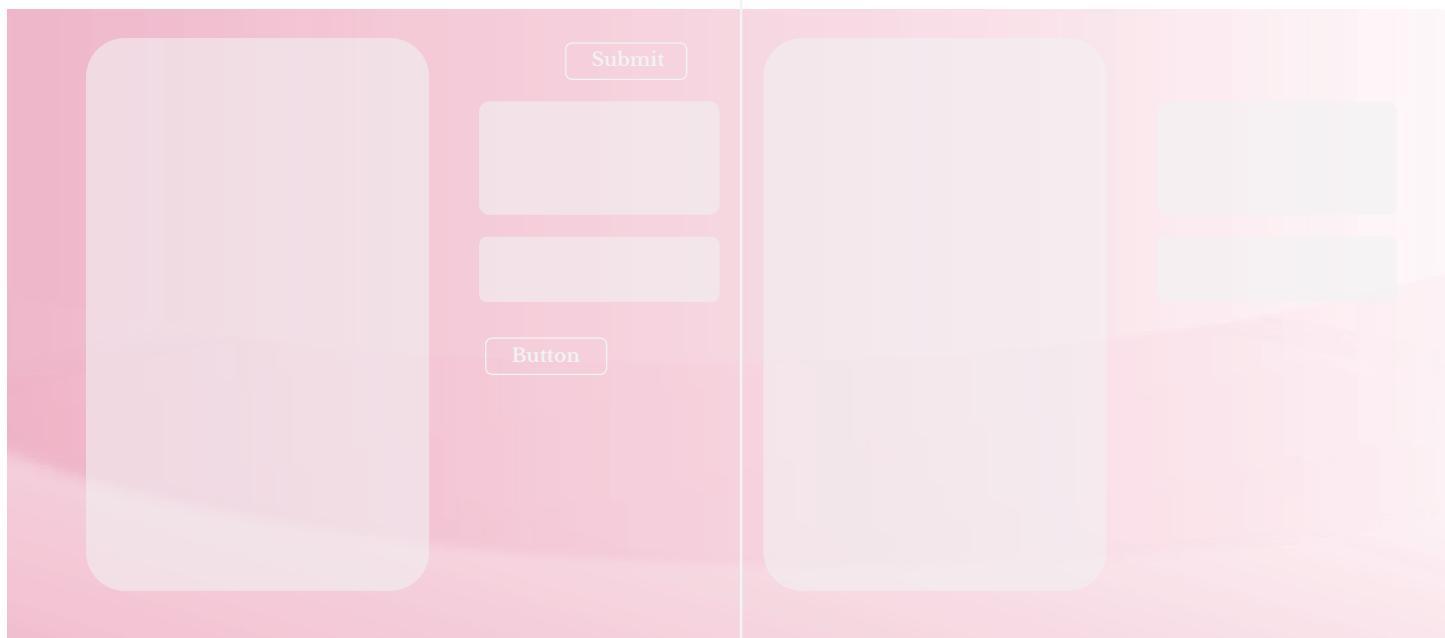
Stroke weights

Borders



Buttons and Containers

Yes



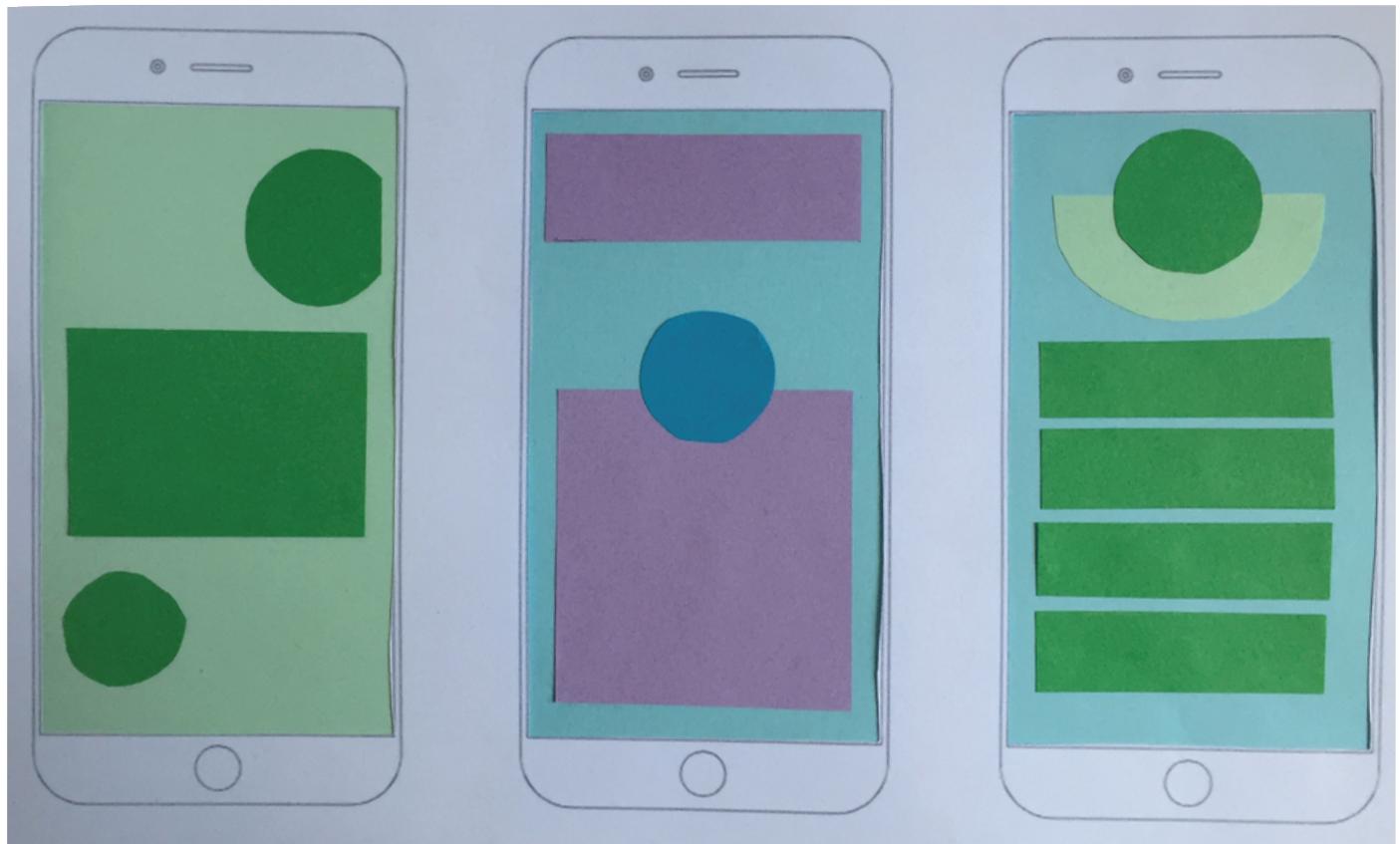
No

Containers and buttons are to have a glass effect using a medium opacity of the ecru colour-way. They must not be used over areas of the backgrounds that are light in tone.

Design

Lo-fi

paper version



* I found the process of creating a hi-fi dauting, it was only until I mapped a lo-fi out with coloured paper shapes that I could begin to create a hi-fi.

Design

Hi-fi

home

sign-up

interests

your dashboard

expanded card view

Prototype Testing

I gained great feedback on my prototype after presenting it to three members of the target audience on Miro and was advised the sign-in process was straightforward and familiar. However, it would be great if there was a pop-up modal when you sign-in for the first-time which engages the user by giving them a quick tutorial on how to use the product. Adding a



Design

month + year tab on the dashboard feed as you scroll through would allow users to easily find certain insight cards. Outlining the insight cards on the dashboard with a mandarin coloured boarder would allow users distinguish between cards and other elements on their feed. Lastly, it was mentioned the app may be a strain to look at, at night. Therefore, adding a dark mode setting could delight the user.



Discussions

Copyright

The website is being presented within an educational institution and will be discussed between myself the student and the professor for educational purposes. The material used within the website is of my own, I have decided not to use the copyright symbol within my website and permission does not need to be obtained to use the material.

I would like to acknowledge the use of MIT open-source code from:

Ken Wheeler's - jquery Slick files Github (<https://github.com/kenwheeler/slick>)
Font Awesome version 4 (<https://fontawesome.com/v4.7.0/get-started/>)
Sass coding language

I would like to attribute a photograph I took of Edgar Degas's painting, Dance Studio on the cards.html page. As mentioned in the New Zealand Copyright Act 1994, Copyright lasts more than a lifetime and up to 50 years after a death of the creator. As the artist passed away 103 years ago, I am within my rights to use the photograph without needing to gain prior permission.

CSS Methodology

Google CSS style guide & elements of OOCSS

Screen requirements: iPhone X (375 x 812)

Media Queries applied to screen: iPad (768x 1024)

Css validator used: <https://jigsaw.w3.org/css-validator/>

Outcome: no errors

Discussions

Accessibility

Promotes Usability



English has been identified on each page of the website by using lang="en" in the html tag across all pages.



Descriptive image alternative text has been used for all images within the css file.



The website design has been created for multiple viewpoints sizes, iPhone X and iPad.



Spacing has been used between headings and element to ensure a reduction in clutter and to make it easier for the user to read and understand.



Elements on the home page and submit buttons have been made interactive with hover effects. The image-button elements change scale and rotate. The submit button has colour and font colour. The cursor will change to a hand pointer when hovering over the top of all these elements.



Future plans indicate the ability to change the language to Te Reo Māori and for a dark mode UI to be developed.

** As accessibility can promote gaining more users, I would love to explore it further.*

Sass

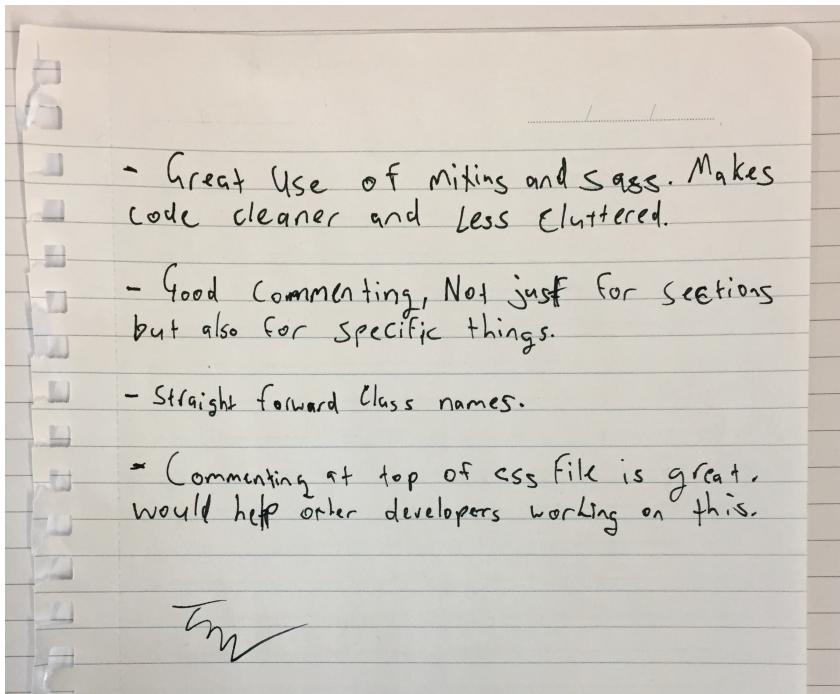
Variables
Nesting
Mixins

Discussions

Feedback

Name: Josh

Date: 14 April 2021



Partnership

In future I endeavor to work directly with local Maori Iwi to integrate the option of being able to change the language settings from English to Te Reo Māori.



Protection

I intend to work with local Iwi from a collaborative approach to have the language reviewed before implementing the change to the website. I hope by doing this, that I am taking steps in the protection of Te Reo Māori.

Participation

I would like to include the local Iwi by gaining their thoughts and perspectives throughout the process before and during the language integration. I hope to include local Iwi in to the UX research process in future.

Usability Testing

Date: 13 Apr 21

Name: Josh

Findings & Feedback

- 1) Hard to find where to sign in to join Lucent Insights on the home page as was not clear the image was a button.
- 2) Mentioned if a user has already has joined Lucent and has established an account, there is no 'sign-in' option.
- 3) Would like to see a tick box for T&Cs. **(noted and updated 13.04)**
- 4) Consider adding an astricts for fields that must be completed. **(noted and updated 13.04)**
- 5) The overall join process is easy and straightforward.
- 6) Found the cactus fact on the card interesting.

Date: 13 Apr 21

Name: Elayna

Findings & Feedback

- 1) Join process was simple and has easy navigation.
- 2) Font is bold and easy to read. Overall layout is good.. .
- 3) Likes the home page and thought it looked good and made sense
- 4) The category page looks basic and could use more colours.
- 5) Likes the insight card designs

* Found this testing to be beneficial and was able to implement changes from feedback I received.

Future Amendments

Partnership

- 1) I ran out of time to fully create the dashboard page from my hi-fi so I left this out.
- 2) Turn heading images in to coded elements, however, the code was too complex for me with the timeframe I had.
- 3) Add dark mode functionality.
- 4) Add a functionality to change the language from English to Te Reo Māori.
- 5) I could only partly get the slick slider to be responsive on ipad, I would like to learn how to workshop this in future.
- 6) Add tool tips to the form inputs and add a sign-in for users who have already signed up to Lucent Insights.
- 7) Change the buttons on the category page to stay selected once clicked. I looked at using a javascript onclick function but I was not able to get it to work.
- 8) Change my slick slider cards to functioning cards and not images.
- 9) Conduct and iterate further.

Lucent Insights



Business Strategy: Research Process

Based on the goal and problem statement provided by Lucent, a research plan was put together revolving around five main objectives. As required, ux research was conducted to establish insights that were then used to create the design of the prototype. The prototype contains the main pages and insight cards which were outlined in the company plan; and testing with the target market revealed it is visually appealing and easy to navigate. The prototype received a positive response from the target market which indicates a successful outcome that meets the objectives.

Self Refection

Overall, the projects UX components were the most enjoyable as they allowed me to discover insights around what delights and frustrates the target audience and apply those to a website prototype.

The usability testing helped me understand the importance of the whole UX process, and I would have loved the ability to continue testing and iterating the prototype.

Although challenging, the coding aspect was an area that I enjoyed working on, and I look forward to continuing to improve my skills given more time.

If I were to do this project again, I would focus on completing the prototype earlier in the process so that more usability testing could be done for an improved product. In addition, I would like to include additional hi-fi pages and show a navigation flow diagram.

Thanks!

Lucent Insights

We believe in nurturing the ideation process of great design.

Thank you for taking the time to review my documents.



Charissa Chhiba