

IM3080 Design and Innovation Project (AY2022/23 Semester 1)

Individual Report

Name: Jocelyn Valencia Yoswara

Group No: 6

Project Title: SOMA – Personality Test Mobile App

Contributions to the Project (1 page)

Role: Product Manager, Research Team, Design Team, and Software (Front-End) Team

1. **Product Requirement Document** (<https://bit.ly/ProductRequirementDocument>)

- Assumed role as Product Manager to identify critical indicators, track KPIs, gather information on product acceptance and improvements, and suggest additional iterations
- Researched on which features will be easier for users to use our app and add some values when the user used our app
- Helped to determine use cases to determine the features and create a Use Case Diagram to identify the user flows
- Created a Product Requirement Document to describe the specifications for our mobile application, including the goal, features, functionality, behavior, and success metrics.
- Collaborated with Software and Design Team to specify product concepts, needs in conjunction, and ensure feature feasibility

2. **Product Pitch and Market Research Plan** (<https://bit.ly/ProductPitchDocument>)

- Created a Product Pitch Document and market research plan to provide a quick explanation of SOMA App for our consumers, including its features, benefits, target market, how it will answer users' problems, how it differs from other apps, its potential for success, and marketing strategy.

3. **Research on Personality Test Questions**

- Helped to do the research for 16 Personality Test Questions, especially binary questions for Extrovert – Introvert and Thinking – Feeling.

4. **UI/UX Design**

- Assisted on ideation and gave some suggestions for UI Implementation of SOMA Final Prototype.
- Created UI/UX Design Pages for SOMA Tests, Personality Test Questions, Love Test Questions, Career Test Questions, Personality Test Result, Love Test Result, and Career Test Result Pages on Android Studio.

5. **Front-End Development**

- Implemented the design codes and front-end codes to connect from one page to another for Main SOMA Tests, Personality Test Questions, Love Test Questions, Career Test Questions, Personality Test Result, Love Test Result, and Career Test Result Pages on Android Studio.
- Built the data manipulation and implementation for the avatars that are used on the career, love, and personality test results pages so that each personality subtype can have a unique avatar.
- Helped with design code debugging after the codes were implemented with the back end.

6. **Admin Stuff**

- Group Report Contributions: Background and Motivation, Project Overview, Objective, Feature Ideation and Prioritization, Feature Requirements, Product Pitch and Marketing Plan, Design: Theory, Evolution & Implementation (on Evolution, Final Design, & Implementation), Conclusion and Recommendation (more on recommendation for additional feature improvements).
- Project Poster: planned and added contents for functional poster
- Project Video: one of the side actors in the promotional video (as Personality Horoscope person)
- Meeting Minutes: write down meeting minutes to note some feedbacks from Professors to enhance our project in every weekly presentation.

Reflection on Learning Outcome Attainment

Reflect on your experience during your project and the achievements you have relating to at least two of the points below:

- (a) Engineering knowledge
- (b) Problem Analysis
- (c) Investigation
- (d) Design/development of Solutions
- (e) Modern Tool Usage
- (f) The Engineer and Society
- (g) Environment and Sustainability
- (h) Ethics
- (i) Individual and Teamwork
- (j) Communication
- (k) Project Management and Finance
- (l) Lifelong Learning

Point 1: Problem Analysis

This project allows me to increase my product management experience and problem analytic skill. Since I lacked any practical experience, I offered to take on the role of product manager at the start of this project to broaden my understanding of the subject and start my career as a product manager. As a product manager, it was my responsibility to study user problems and define the features for the SOMA App. I've learned how to define some terms that are related to the features in our app, such as the reasons why users need these features, the success metrics to measure their performance, the target users, how SOMA App can solve users' problem, what makes our app unique, and the steps required to launch and deliver these features. Furthermore, I came to the realization that outlining specific use cases will aid in identifying the features and user issues, ensuring that our mobile app will benefit users and be useful to them for the foreseeable future.

Point 2: Individual and Teamwork

This is my first software project with a team of more than 2 members (9 members). At first, it is hard to separate the tasks as all of members want to contribute on this project. As time goes by, we managed to contribute to our project according to our respective abilities and interests. Some of us join the Design Team to do the UI/UX layout and make our apps seem nice, while some of us join the Software Team, which is divided into the Front-End (focuses on connecting the design to the back end and make our app's features functional) and Back-End Teams (focuses on the API, database, and all app functions.). Finally, we completed the project with the satisfaction of all the group members regarding the SOMA App. "All for one and one for all" – Three Musketeers

Point 3: Communication

In this project, communication is important, especially between Software and Design Team. I learned how a product manager can interact with these 2 stakeholders to ensure that the features are developed in accordance with the initial requirements that were provided. When creating the app, we must consult the software team to determine whether the design can be implemented on the back end. Since our app's design layout mostly related to database (especially about questions and personality archetypes), we must make sure that the layout adjusts the data stored in database.

Point 4: Design of Solutions

As a member of the design team, I acquired the ability to convert feature requirements into design inputs. I investigated a few layouts to design one that would be useful to users, simple for them to use, and enjoyable. To ensure that customers can use our software without watching tutorial videos, every element of the layout, navigation, and CTA button must be put correctly. The design team must also ensure that our intents and objectives for developing this app can be understood by users when they use it. I realized why this project is relevant for IEM major, because to create a nice application, we need both technology and art at the same time. It's a really enjoyable process that I can incorporate the design into our software.