

IM3080 Design and Innovation Project (AY22/23 Semester 1)

Individual Report

Name: Wu Hongrui

Group No: Group 6

Project Title: SOMA – Personality Test Mobile Software

Contributions to the Project (1 page)

Role: Group Leader/ Design team member

1) Project ideation

Presented the initial idea of personality test software and help plan out the features and innovation of the software at the start of the project.

2) Product Research

Prepared product research document and market research during initial phases of the project to justify the market need and specify target audience of the application.

3) Project management

a. Task planning and assignment

Held weekly meeting (1 – 2 hours) to discuss project task completion, deliverables and assign new tasks to team members.

b. Deliverable tracking

Oversaw the google drive task tracking, maintained Trello Kanban page for task assignment and deadlines.

c. Communication

Handled communication among team members (as the project team is split into design team and software team). Maintained active communication with Professors in charge, prepared slides, script, presentation content for every formal presentation.

4) Software UI Design

Version 1 application UI replication on Figma (Home Page, Log-in). Created mood board and designed colour scheme for final prototype, facilitated overall app UX design. Assisted Android Studio UI implementation of prototype.

5) Other deliverables

- a. Group Report: Completed around 70% of the content
- b. Final Presentation: Planning, Slide & Script preparation
- c. Project Poster: Designed and implemented poster content
- d. Project Video: Directed skit-part of video, scriptwriting for entire video

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 Team Work
- (j) Communication
- (k) Project Management and Finance
- (l) Lifelong Learning

Point 1: Project Management & Teamwork

Being elected as project leader is a great responsibility, and there are many lessons I learnt along the project journey. Even though I had some experience in project management due to my internship experience, managing a team of 9 people have been a new experience for me in an academic project. I got acquainted with my teammates throughout the project, learnt about their strength and weakness and planned out tasks accordingly. We were able to build a strong team spirit and friendship throughout the project duration.

I also learnt much about utilizing tools such as PM software to facilitate the management process to track deliverables more efficiently as opposed to doing it manually. I was able to apply many project management techniques such as waterfall technique for overall project planning.

Point 2: Communication

As there are many stakeholders involved in the DIP programme, I learnt a lot about how to effectively maintain communication on all sides. It is important to keep track of all the parties involved, and actively engage with them to ensure information is up to date and questions and requests on different sides are met.

Point 3: Design of Solutions

During the design phase of our software, I learnt a lot about product design and researching user experience. Specifically, I helped in deciding the unique theme our final app would be heading to by crafting a product Kanban and mood board. This facilitated in creating the colour schemes later used for the personality tests and the basis for our UI innovation. I will be able to apply this knowledge to other product pitching / design in new projects.