



Portfolio

Dhvani Dave

- I am currently a student in UCSC Extension Program, pursuing certification course in Software Engineering and Quality.
- I pursued my majors in Information Technology.
- I gained experience as a Systems Engineer in a Software Company for 4.8 years.
- Inspiration for UX Designing - My inspiration for designing emerged while working with other UX designers in my professional career.

Passion

Learning

Creativity

My Passion

Passion is everything. I created my passion for designing so that I get to see the impact of what I do.

I am fortunate to be inspired and surrounded by motivated people who enjoy what they do.



Always be learning

Humans are constant work in progress that need to receive feedback in order to grow.
I am always looking at ways to challenge and improve myself.



Embrace your creativity



Everyone needs a creative outlet of some sort.

When I am not designing, I create wall decor origamy out of sticky notes.



Portfolio

Dhvani Dave

Badminton Gaming Application



- Feedback
- High Fidelity Prototype
- Core Meaning
- Strategy Canvas
- Quick Design
- UX Strategy

- Ideate
- User Research
- User Personas
- User Flows
- Sketching
- Wireframes

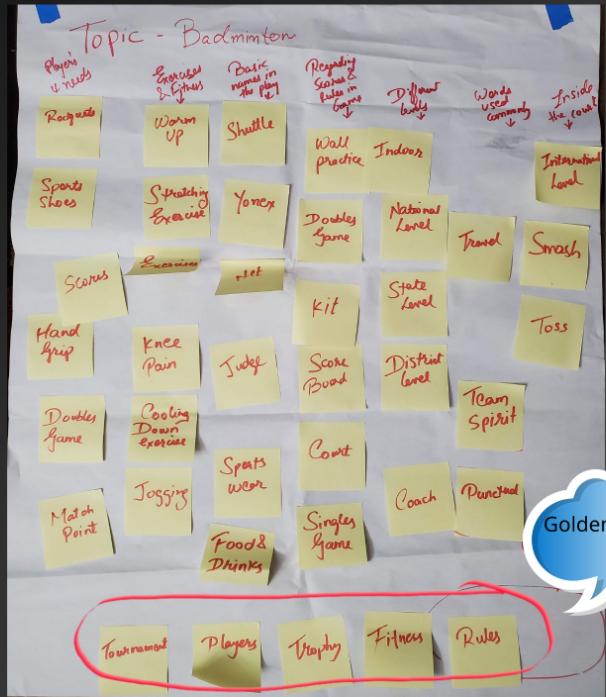


Golden Ideas

"Where my interest led me to badminton"

"Where my passion led me to golden ideas"

Sticky Notes



USER RESEARCH

- User research helps us learn about the users and their behavior, goals, motivations, and needs.
- Designing without good user research is like building a house without solid foundations—your design will soon start to crumble and eventually fall apart.

Question for users :

- How users perceive a product
- What users believe are a product's most important features
- What problems users experience with the product
- Where users feel the product fails to meet expectations



What are User Personas?



User Personas are representations of our target customers.

Creating user personas involves researching and outlining our ideal customer's goals, pain points, behavior, and demographic information.

User : Mason

User : Erica

User : Matt

User : Jeff

HARDCORE GAMER



Name Mason
Age 33
Gender Male
Occupation IT Manager
Marital Status Single
Location Boston

"I would much rather play video games than watch TV. I can accomplish goals and have fun while connecting with friends from all over the world, sharing strategies, opinions, reviews of new games and competing to be the next major league gamer"

Characteristics

- Tech Savvy
- Multi-tasker
- Content Creator
- Socially Active
- Impatient
- Goal Oriented
- Strategic Thinker

His Questions

- What's the best action/adventure game on Facebook?
- What is the best online community for gamers like me?
- What kind of gaming related widgets or apps can I download?
- How can I share pictures and videos of my game play?
- Can I get the better value from video game services like Steam-powered?

COMPETITIVE ERICA

Name Erica

Gender Female

Age 28

Education Bachelor's Degree

Occupation Marketing

Marital Status Single

Location Boston

Motivations

Erica plays mobile games to pass time and compete against friends, but not necessarily at the same time. When passing short periods of time (e.g. waiting in line) Erica plays games where she competes against herself. In this scenarios, she opts for a low time commitment games where she uses strategy to advance. When passing longer periods of time (e.g. work commute), Erica plays games where she competes against friends. Erica enjoys the feeling of winning against her real-world friends and goes to great length to maintain her dominance, including frequently purchasing coins.

Erica primarily downloads games that are recommended/currently played by friends.

Criteria for Selecting Games

- Free to download and play
- Ability to compete against friends
- Strategic thinking needed

Frustrations with Games

- Cost to download
- Too hard to advance
- When friends become unresponsive

In Erica's Words

"I get so competitive when I play against my friends at work. I spend too much money just so I can win."

THE CASUAL GAMER

Name Matt

Gender Male

Age 25

Education Bachelor's Degree

Occupation Software Developer

Marital Status Single

Location Portland

Motivations

- Matt enjoys watching football, participating in fantasy sports leagues with friends, playing esports, and watching people stream his favourite games. When watching a stream, Matt enjoys that he can interact in real time, not only learning about the streamer's in game strategy, but their personality as well.
- Matt loves the social aspects of esports, and feels at home in the community, whether chatting online during a stream, attending a live event or watching from a bar with other fans. Because he spends so much time with the game, he forms opinions about the players. His opinions are backed by research, statistics, and his "gut" and he makes predictions on who will win based on information and intuition. He enjoys being right as much as he enjoys the trash talk that comes from discussing the game with his friends.

Goals

- Stay up to date with players and community
- Connect with others online and in-person
- Discuss individual games and meta games
- Compete with others based on his player and game knowledge
- Feel invested in players' long term.

Frustrations with Games

- Recognition for his knowledge and predictions
- Waiting until the season begins to play fantasy sports
- Searching through scattered news and data
- Information can be challenging to evaluate

THE ENTHUSIASTIC GAMER

Name Jeff

Gender Male

Age 10

Education School

Location Utah



Motivations

- To have ability to aim at school team
- He enjoys his life lot with his friends who also like playing sport
- Jeff loves playing games related to sports. One reason is that it's more passionate to go through a game with lots of sweat; another reason is that due to lots of free time after school, he is fascinated with playing them with friends.

Goals

- To serve his school, province, and even the nation with sport skills.

Pain Points with Games

- Self-training usually need to be supervised by others
- We always need specific place for playing games.

"Playing games with mates keeps me in touch with the ignorance of friendship."

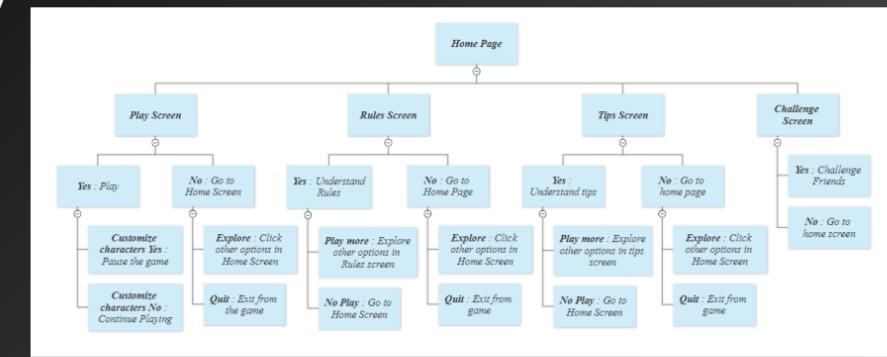
USER FLOW

User Flows are a way to figure out the flow of a website or application after you've thought about the customer experience and user needs.

To best understand these needs and the experience we want our customers to have, it's important to map and visualize them.



Badminton



BADMINTON GAME

HOME SCREEN

PLAY

CHALLENGE FRIENDS

CUSTOMIZE PLAYERS

CHARACTERS

This will be pop out screen of the page "Customize Characters"

BADMINTON STRENGTH TIPS

This will be background image related to Badminton

RULES OF BADMINTON

This will be background image related to Badminton

LEAGUES

This will be a pop out screen of the page "Customize Characters"

RACKETS

This will be a pop out screen of the page "Customize Characters"

SHOES

This will be pop out screen of the page "Customize Characters"

What is a wire frame ?

A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX Designers to define the heirarchy of items on a screen and communicate what the items on that page should be based on user needs.

Balsamiq Wireframes is a user interface design tool for creating wireframes (sometimes called mockups or low-fidelity prototypes). The completed wireframes can be used for user testing, clarifying your vision, getting feedback from stakeholders, or getting approval to start development.

***Wireframe
Images***

***Working
Wireframes***



Balsamiq working wireframes for Project

*[https://github.com/dhvanid/
badminton-game-balsamiq-
mobile-wireframe](https://github.com/dhvanid/badminton-game-balsamiq-mobile-wireframe)*

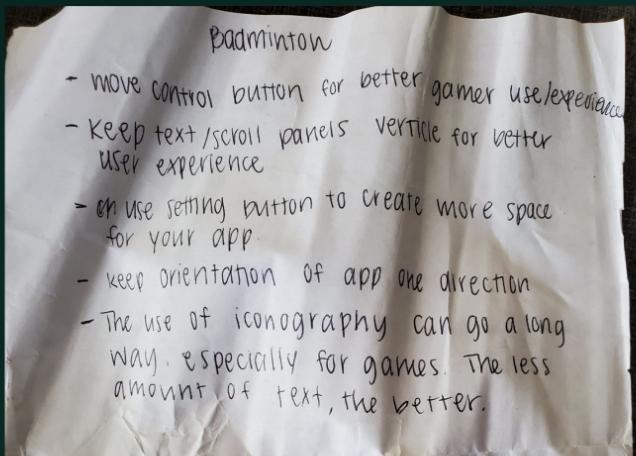
FEEDBACK

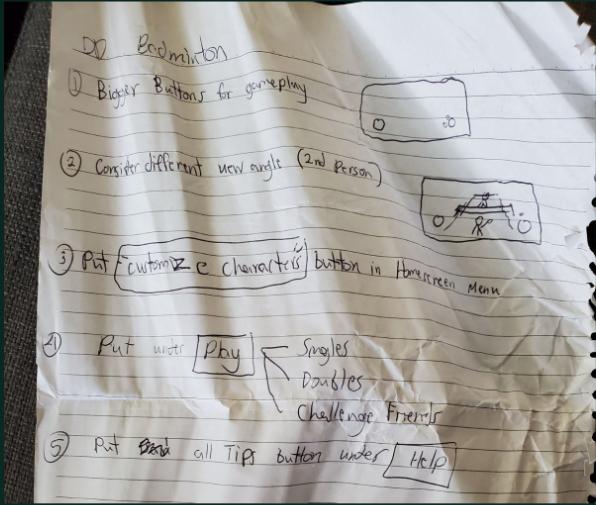
- To improvise on gesture button in Play Screen
- To think about new angle for the orientation of Play Screen
- Put less useful menu items under settings buttons to save some space
- The use of iconography can go along way, especially for games. The less amount of text, the better.
- To shorten texts inside button so they dont touch the border
- Play with the colors of menu buttons and background, so they blend with each other



Feedback 1

Feedback 2





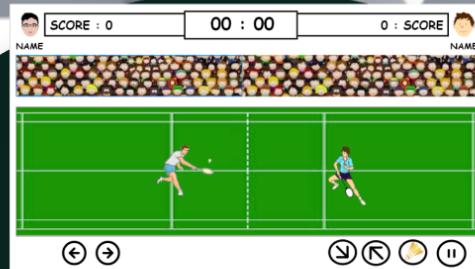
What is a High Fidelity Prototype ?

High Fidelity prototype is a computer-based interactive representation of the product in its closest resemblance to the final design in terms of details and functionality.

I have used AdobeXD as a tool for creating the prototype

*Prototype
Images*

*Working
Prototype*





*Adobe XD working prototype
for the project*

[https://github.com/dhvanid/
badminton-game-adobe-xd](https://github.com/dhvanid/badminton-game-adobe-xd)

CORE MEANING

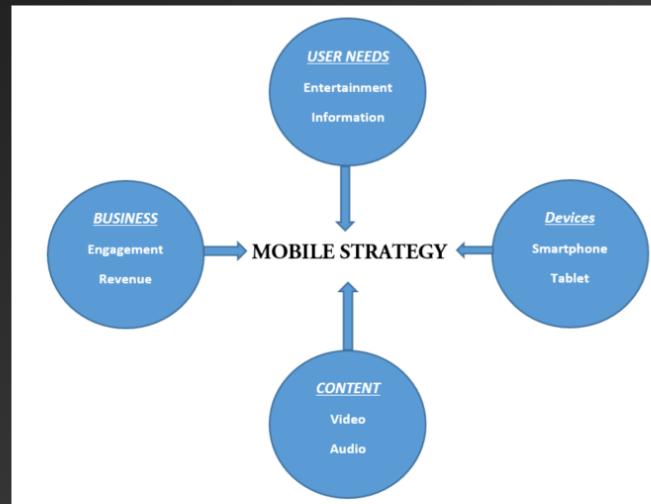
The core meaning in UX design focuses on what is meaningful to the people we design for, we can create great and innovative experiences that make people happy and that deliver real value to both users and businesses.



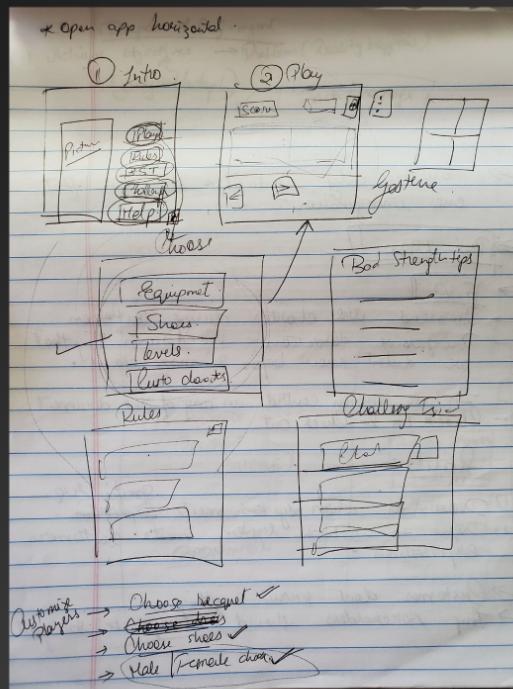
STRATEGY CANVAS

UX Strategy Canvas is a great way to organize user research and business value in one place

Mobile Strategy for Badminton App

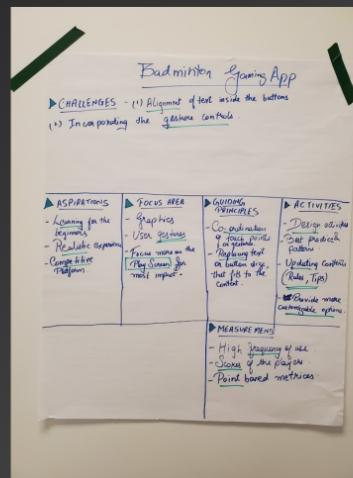


15 SECOND SKETCH CHALLENGE



UX STRATEGY

UX Strategy Blueprint is a brainstorming method used to analyze core elements in our strategy. It allows us to address our challenges by exploring our options, trying alternatives, developing ideas and reaching a desired outcome.





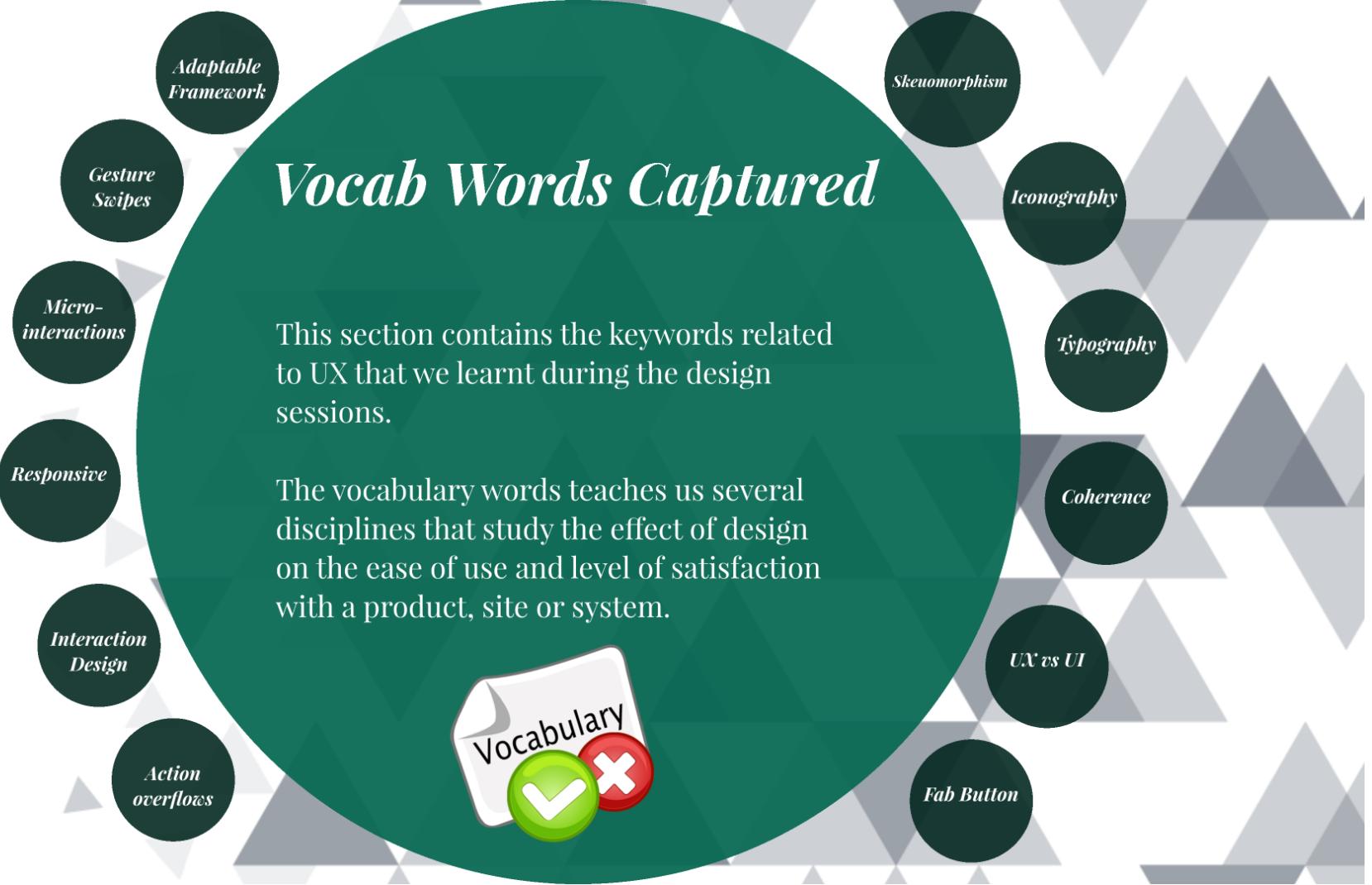
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Vocab Words Captured

This section contains the keywords related to UX that we learnt during the design sessions.

The vocabulary words teaches us several disciplines that study the effect of design on the ease of use and level of satisfaction with a product, site or system.



Skeuomorphic Design

Skeuomorphism is defined as "The design concept of making items represented resemble their real-world counterparts.



Iconography

It is a visual language used to represent features, functionality, or content. Icons are meant to be simple, visual elements that are recognized and understood immediately



Typography

It is the craft of arranging text, customarily known as type, in a way that is visually pleasing and easily read



Coherence

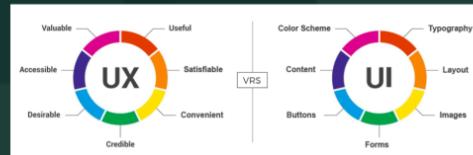
True coherence, true unity, is achieved when a single element cannot be removed without distorting the overall appearance of the design.



UX vs UI

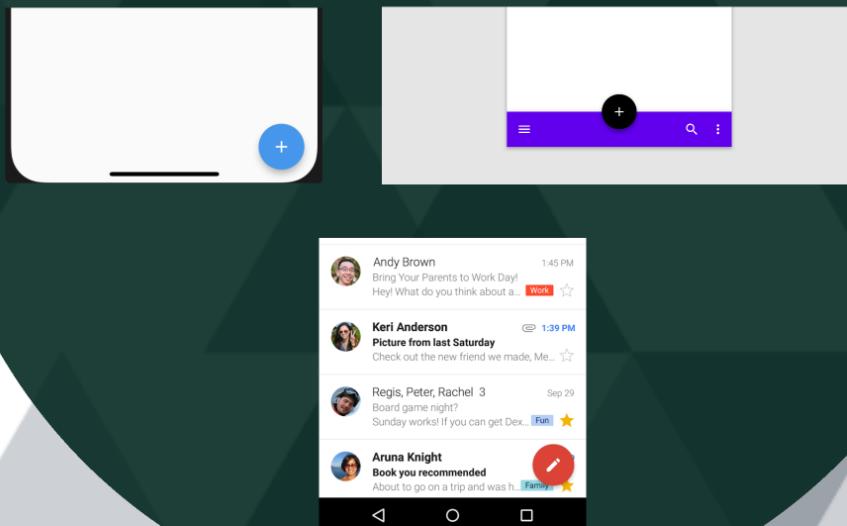
At the most basic level, UI is made up of all the elements that enable someone to interact with a product or service. This includes everything from screens and touchscreens, keyboards, sounds, and even lights. UX, on the other hand, is what the individual interacting with that product or service takes away from the entire experience.

UI is the bridge that gets us where we want to go, UX is the feeling we get when we arrive.



Fab Button

A floating action button (FAB) is a circular button that triggers the primary action in our application's UI



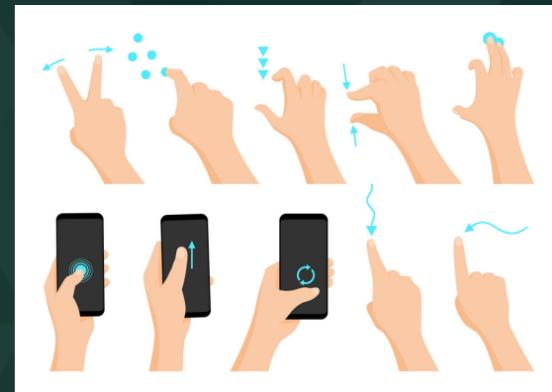
Adaptable Framework

Where responsive design relies on changing the design pattern to fit the real estate available to it, adaptive design has multiple fixed layout sizes. When the site detects the available space, it selects the layout most appropriate for the screen. So, when you open a browser on the desktop, the site chooses the best layout for that desktop screen; resizing the browser has no impact on the design.



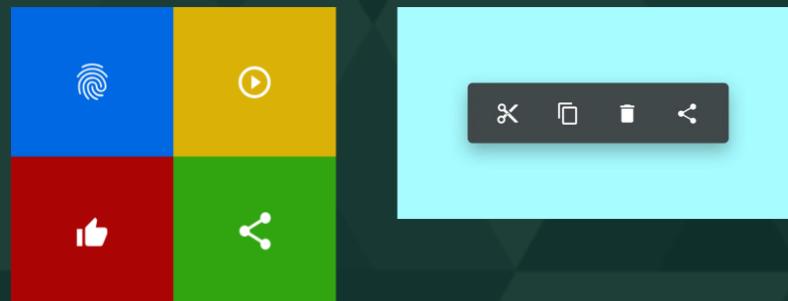
Gesture Swipes

Gestures let users interact with screen elements using touch.



Micro-interactions

Micro-interactions are events which have one main task — a single purpose — and they're found all over your device and within apps. Their purpose is to delight the user; to create a moment that is engaging and welcoming



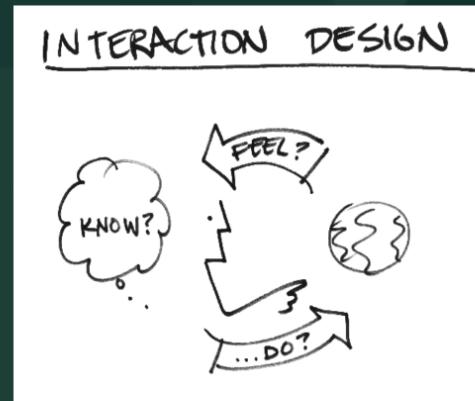
Responsive Designs

The goal of responsive design is to build web pages that detect the visitor's screen size and orientation and change the layout accordingly.



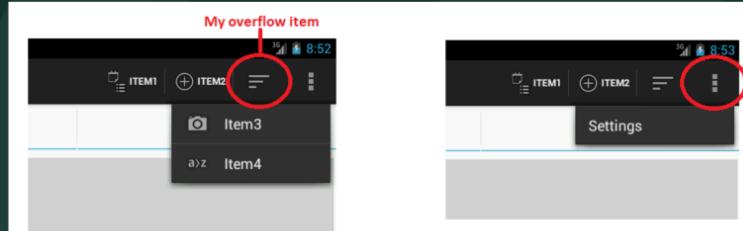
Interaction Design

Interaction design is a process in which designers focus on creating engaging web interfaces with logical and thought out behaviors and actions. Successful interactive design uses technology and principles of good communication to create desired user experiences.



Action Overflows

It is a menu that is accessible to the user from the device display and allows the developer to include other application options beyond those included in the user interface of the application.





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IN CLASS ACTIVITIES

The designing activities that were carried out in class focused on collaborative prototyping and a bucket-full of interactive learning.

Design Challenge

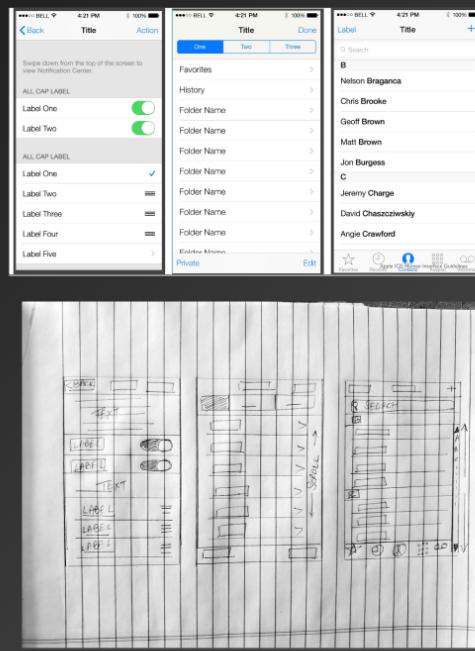
Blackberry design improvement

HandyMan Design

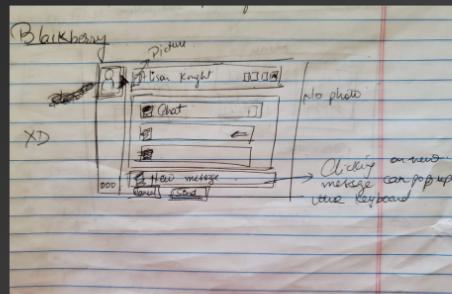
Redesign RSS Feed

Responsive Layout

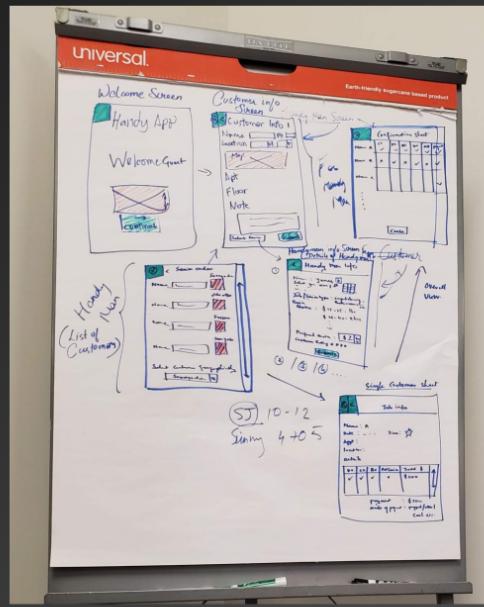
An activity to make a sketch in our notes from a flat design showed on projector



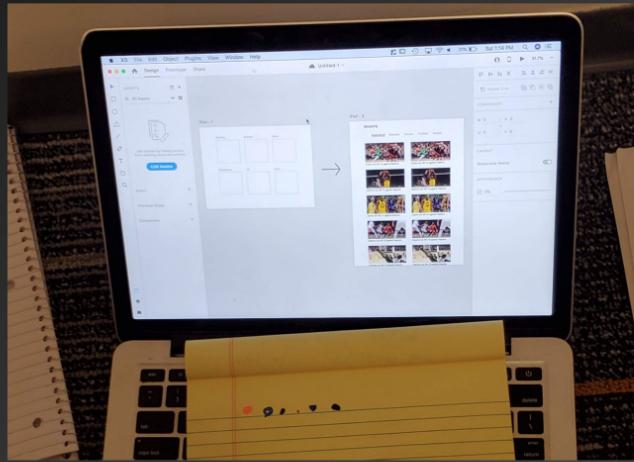
An in class activity to improvise one of the screen of Blackberry | Future Retail Experience



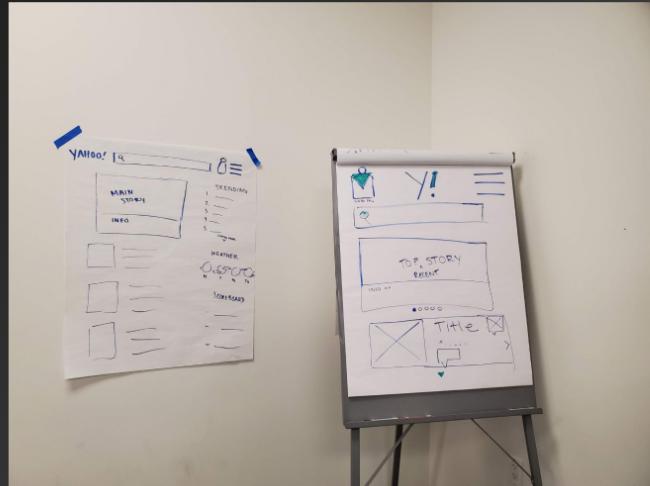
An activity to improvise the design of a handyman application



An activity to redesign the RSS feed of an application



Activity carried out to create a responsive design for Yahoo! company





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