Madeline Brine

User Experience Portfolio
2018

Madeline is a Multi Media Designer from the Inland Northwest area. She aspires to be a UX and UI designer with a focus on Interaction Design and Usability Testing. She has a keen eye for noticing small details, and enjoys applying her problem solving skills to tweak anything that might hinder a design's experience. After a few months of motion design training, Madeline is ready to take her prototypes and designs to the next level.

Currently, Madeline is looking for more experience in UX design, and is interested in combining her knowledge of Interaction with her Motion Design skills.

EWU Course Evals

We interviewed the lady who has to enter data from evaluations. This new app makes it so she never has to hear our harsh words again.

View it!

Project Name   Snack Attack: A Kid's Game

Overview   Currently done on paper, course evaluations get a digital upgrade.

Made For   Eastern Washington University

Time   early 2018

My Role   Research, design, prototypes

Platforms   Mobile phones

UX Skills   Research, Sketches, Prototypes
User Testing, Observation

Design Tools   Sketch, Abstract, Craft
InVision Prototype
Github, Hotjar

Collab   Prof. P.C.Manikoth

Project Status   Concept

saltwaterink
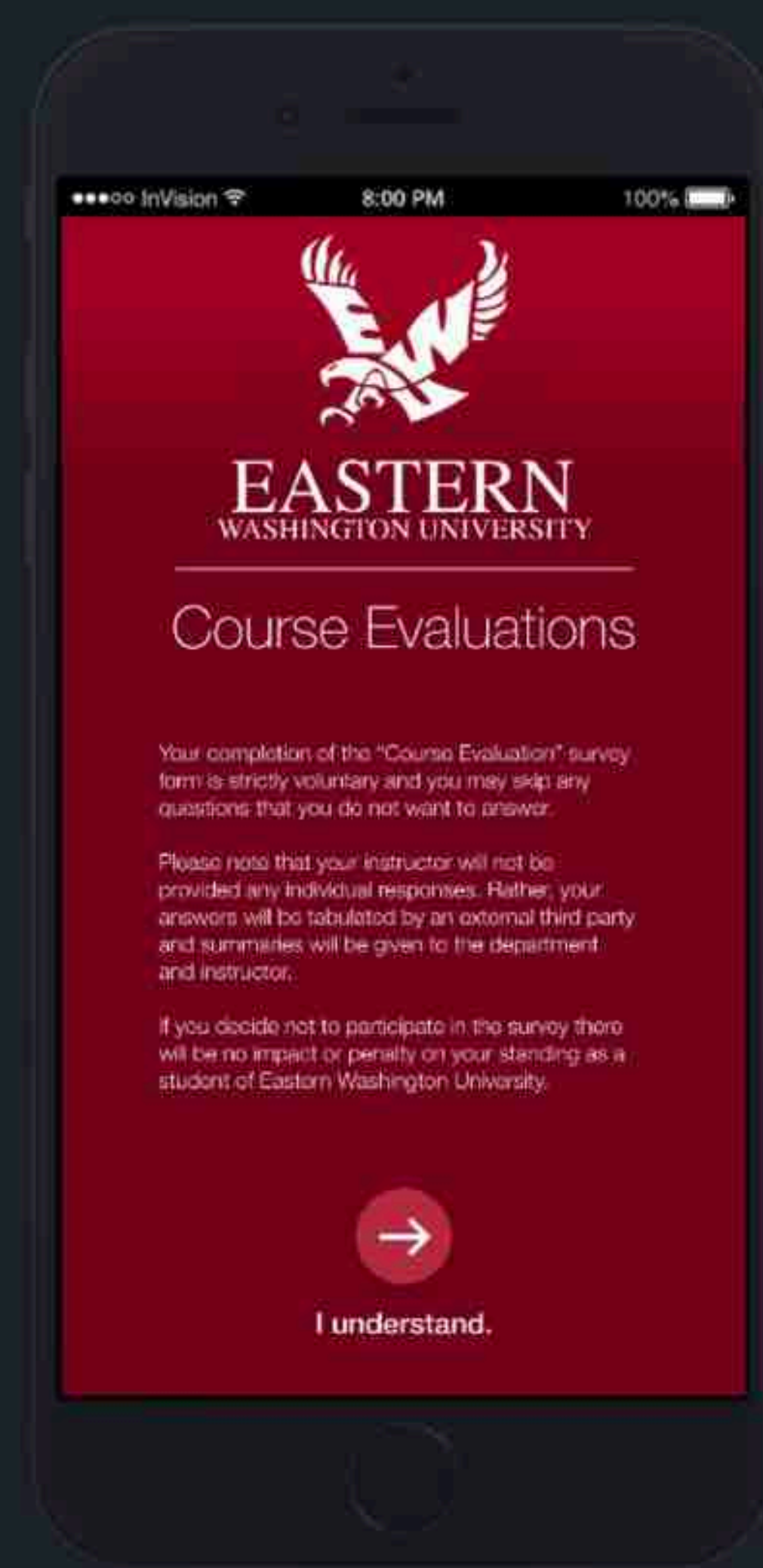
What's going on here?

Eastern Washington University has their students do course evaluations at the end of every quarter. The evaluations are done on paper, and ultimately reflect the majority opinion of the class and instructor. Since the only digital form of the evaluations is outdated (the teacher who's name is in the image hasn't worked at Eastern for maybe 2 years now?), and everything is done on paper, I set out to find a solution to multiple problems these evals presented to those involved.

Initial Research

The lady who has to enter in every single piece of data and handwritten comments was happy to talk about what was right and wrong about the universities current method for course evaluation. I wrote down plenty of notes, and sketched out a quick experience map. Being a student that has reviewed courses as well, I wrote down what I liked and didn't like about the whole process.
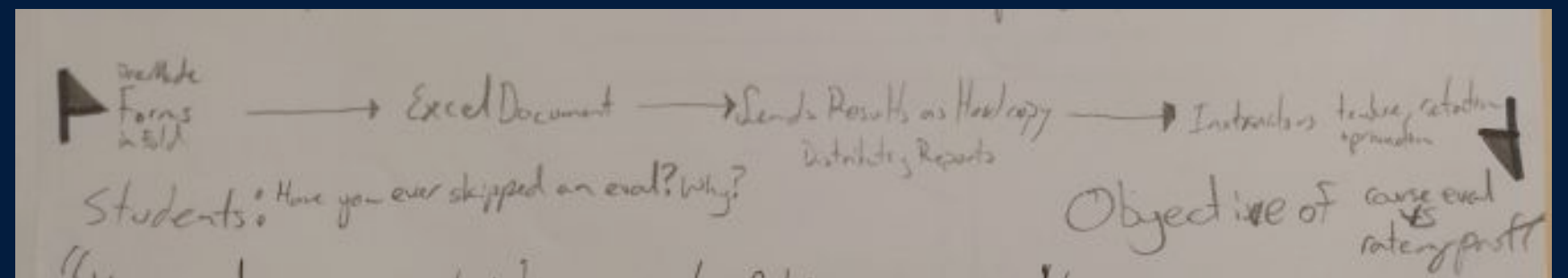

Course Evaluations

Your completion of the "Student Reactions to Instruction and Courses" survey form is strictly voluntary and you may skip any questions that you do not want to answer. Please note that your instructor will not be provided any individual responses. Rather, your answers will be tabulated by an external third party and summaries will be given to the department and instructor. If you decide not to participate in the survey there will be no impact or penalty on your standing as a student of Eastern Washington University. The survey should be returned with or without your answers to the person who administered it.

Choose a subject

Choose... ⬦ Go

Course	Instructor	Meeting Days	Start Time	End Time	Eval URL
DESN 216 - 25	Couraud, Thomas				Begin Evaluation

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Course Evaluations

Term	Summer Quarter 2024
Course Number	DESN 566-01
Course Name	User Experience Design in the Real World Yeah 7
Instructor	Teachery Longname McTeachertacerton III

Your ratings on these questions will be included as part of the information used to make decisions about the retention, tenure, and promotion for your course instructor. Please answer these questions as accurately and honestly in fairness to both the instructor and the institution.

The course as a whole was:

Ineffective   Poor   Average   Good   Excellent

Average

The course content was:

Ineffective   Poor   Average   Good   Excellent

Good

The instructor's effectiveness in teaching the subject matter was:

Ineffective   Poor   Average   Good   Excellent

Excellent

The instructor's overall contribution to the course was:

Ineffective   Poor   Average   Good   Excellent

Feedback and Comments:

I want to rant about the teacher and how they can't teach but in reality I didn't really pay attention and barely showed up to class so it's secretly my own fault I didn't learn anything YOLO!

All done.

enter code given by [department]

4 7 0 5 |

1   2   3
4   5   6
7   8   9
     0   «

Send Code

Paper to Prototype

Turning something that's normally on paper into something digital poses its own problems. The biggest one to face was a way to keep people from accidentally entering an eval if they weren't in the class. The answer was a classroom code that would be given on the last day of class.
Another thing to consider was keeping the app as simple as a piece of paper. The app was not meant to complicate the process, so the actual evaluation was made to comfortably fit the interaction on one scrollable page.

Simple Solution.

The lady who has to enter in this data by hand and read unsatisfied student's comments insisted she would not be out of the job if the app could 'cut out the middle man'. Keeping this process simple and streamlined was an extremely important design choice to ensure busy students would still take the time to review their classes. In the end, this app solves the solution to a very overlooked problem.

Ineffective   Poor   Average   Good   Excellent

★   ★   ★   ★   ★

Excellent

Course Evaluations

Thank you!

Thank you for your valuable feedback! Your anonymous survey has been sent to the department.

A summary of all current anonymous feedback for this class is listed below.

Please review another class, or close your browser to exit.

←

Enter another Class Code.

🐷 Snack Attack

Snack Attack is a game designed for children in early elementary school. The physical game is limited to fit inside a coffee can, but creativity is boundless.

[View it!]

|	
Project Name	Snack Attack: A Kid's Game
Overview	Combine Physical game and enhance with Digital application.
Made For	Early elementary
Time	late 2017- early 2018
My Role	Research, design, prototypes
Platforms	Mobile/ Tablet App, Physical element
UX Skills	Research, Sketches, Prototypes User Testing, Observation
Design Tools	Physical Prototype InVision Prototype Photoshop
Collab	Prof. P.C.Manikoth
Project Status	Version 2, needs new testing.

What on earth?

Snack Attack is a redesign of the former Snack Track. Snack track featured a sort of tug-of-war sliding magnet track, with snacks for points. The new challenge was to add a digital component to the design, while also fixing researched flaws.

Kids will be kids.

A visit to a third grade classroom brought to light everything that I had overlooked in the design. Long story short, I had accidentally designed for an older age group. I remember hearing a boy say, "I don't want to break it, it's cool," and carried on playing with just the magnet-paw. The kids didn't know what to do with the track, or where to put the snacks (which was, admittedly, nowhere). My next design eliminated the complicated track, and an empty pizza became the new home for grabbed snacks. I kept everything else the kids seemed to enjoy.
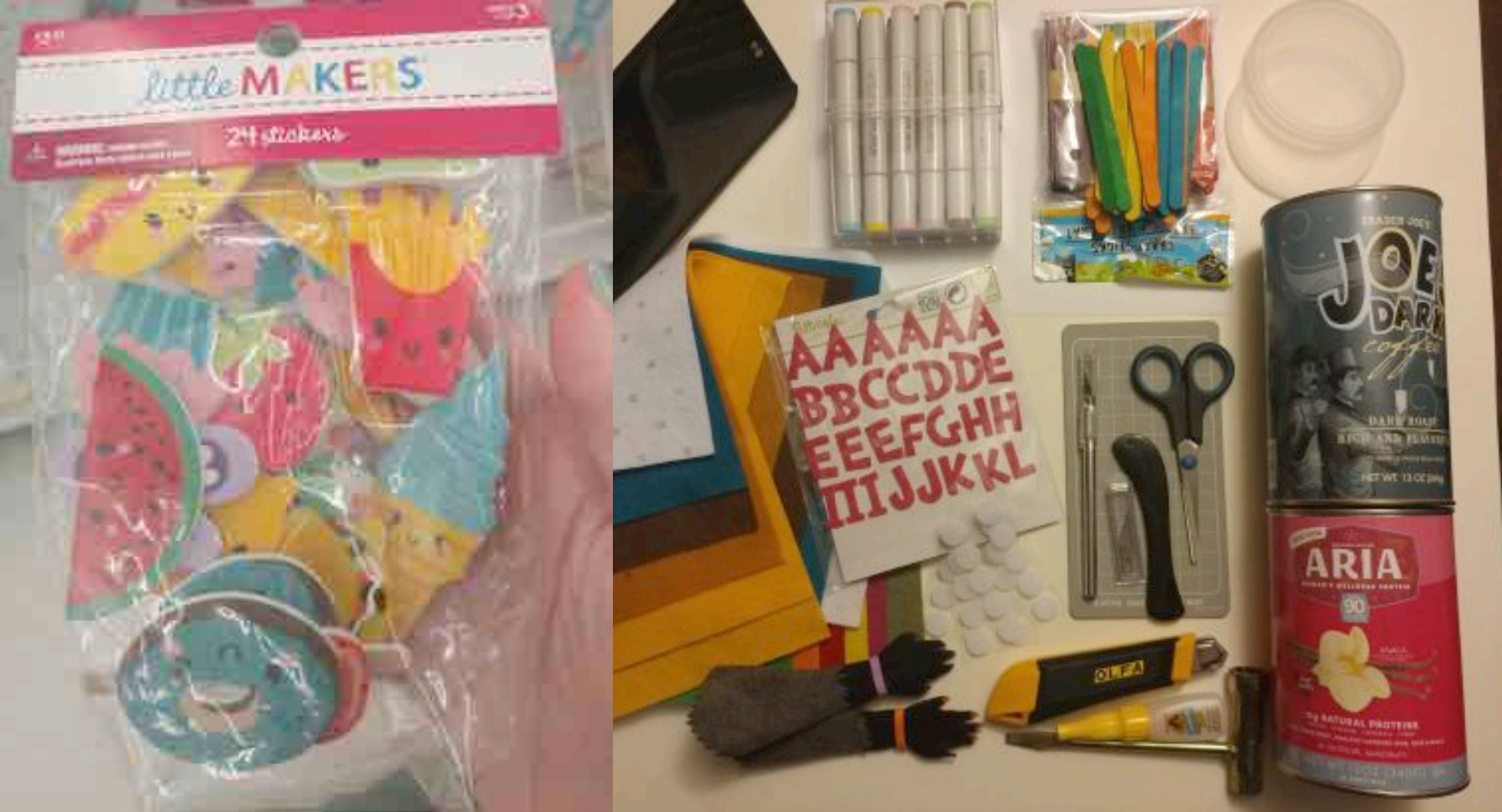
Setup for Re-Success

After filtering through my research and observations and planning what I needed and DIDN'T need for the re-design, I set all of my materials out in one place. Since I had everything planned out with more focus, designing the physical product took significantly less time than my first creation.

Most Rapid Prototype: FLASHCARDS

Did you know flashcards are a great way to layout a quick sketch and prototype for mobile apps? They're about the same dimensions, you can move things around easily without a giant eraser, and they're same for the environment. I sketched out a quick look for the app using this method, and I'm pretty sure it saved me hours of headache in front of a computer screen.

Update 2.4324908203984

The old game was cool, but difficult for a young child to use intuitively. The new version, complete with two-players worth of pizza, paws, and snacks, is more inviting, intuitive, and easier to figure out. An app accompanies the game, though isn't entirely neccessary. The app features a quick page on directions, and a simple start button that sets off a 15 second timer for an added challenge to making your snack pizza. All that's needed now is more user testing!

Well, that was fun....

I learned a lot through designing this, every step of the way. Seeing the game being played by the audience I was targeting it towards was the best thing that could've happened to this project, and I'm looking forward to being involved in more user testing studies.

- I mis-identified my audience. Doing better initial research on the audience will help keep me on the right track.

- Cognitive overload is a real thing. Too many interactions in one place can make things… crazy.

- Find where an interaction is needed, or not needed. Just because something works doesn't mean it's entirely neccessary.

- Planning ahead and doing better sketches and wireframes will save me time in the long run.

- Photoshop is not as daunting as I had remembered, and I MIGHT use it again for prototyping.
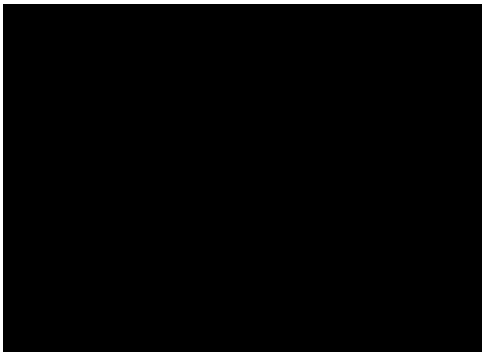
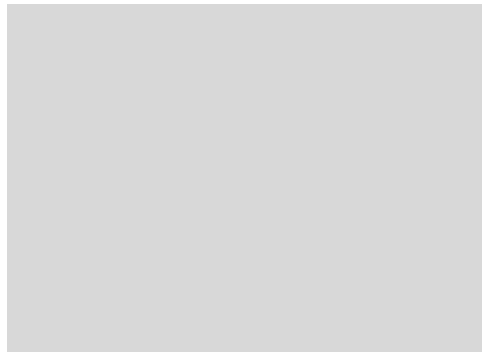PLAY AGAIN

Coral

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Black

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Abyss

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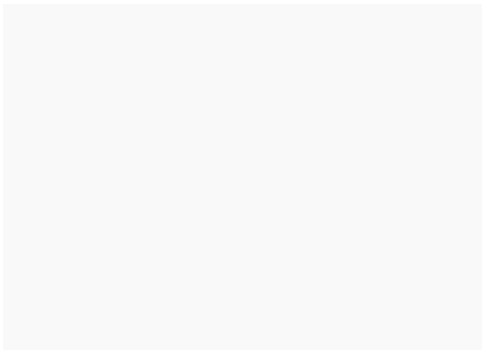
Defaulty

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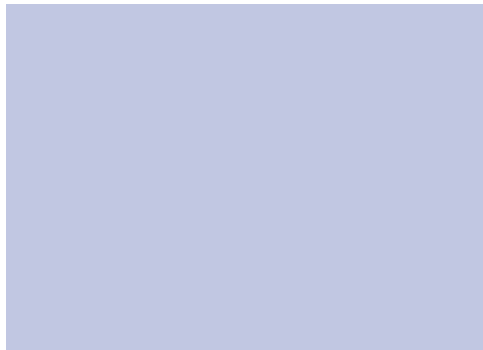
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Shallows

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Cloud

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Sky

#C1C7E2

rgba(193, 199, 226, 1)

H1

Example

Ingra-Thin / 36 px / 43 px Leading / #E34545

H2

Example

Ingra-Thin / 20 px / 24 px Leading / #E34545

Paragraph

Example

AvenirNext-Regular / 16 px / 22 px Leading / #E34545

H4

Example

AvenirNext-MediumItalic / 14 px / 19 px Leading / #E34545