CONCLUSION

This design process has undoubtedly been a learning experience. I learned not only how to embark on a successful design venture, both through successes and failures, but also how to embark on this venture as a team. Our design process had several stages: First, we came up with a rough topic for our project. Second, we gathered information from our target audience in order to learn more about where our design problem stems from. Third, we created potential design solutions and then conducted user testing to receive feedback on both the successes of our designs and what can be improved. Last, we made changes to our design based on this feedback.

The greatest difficulty I faced with this project was defining our design problem. If we were to do it again, I would begin by *solely* pinpointing our design problem. Excited about finding a solution to our issue, our team anxiously raced toward brainstorming solutions to our problem before the problem was properly defined. This made it difficult to come up with a concise and well-defined design problem later in our process, as we were so fixated on potential solutions.

Overall, as the group's project manager, I am delighted with what we have accomplished this quarter. I believe our attention to user needs and user feedback really allows our application to be a successful solution to our design problem.

From start to finish, our application has gone through many transitions, even requiring us to let go of ideas that we loved. I believe it was our group communication and the combination of all our strengths that has truly allowed us to find a way to burst the campus bubble and to help University of Washington students to *Escape UW*.

- Halle Friedland