

Assignment FP4

Final Project

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Desktop & Iphone 12

Screen Sizes

- Desktop
- Iphone 12 Pro

My website is focused on my favorite design and research methods that I have learned this semester. My transition from a fashion and real estate background to technology has been very exciting. I have learned so much about design in such a short amount of time and I wanted to make a cheat sheet or toolbox for individuals who are going down this same road as me. Switching careers can be overwhelming and there's a learning curve that forces you to have to learn new vocabulary and completely shift your way of thinking. Not only is it tough switching careers but I am fortunate enough to attend a prestigious college like Carnegie Mellon University. A lot of people don't have access to this level of teaching, where faculty and administrators are passionate about design just as much as you are. I think it's my duty to pay it forward to individuals who not only look like me but who are also in a similar position.

I know I have talked a lot about others using this website to reference methods and see real-world examples but I am personally going to use this website as well. When I graduate and move into industry and back to running my design company I plan on implementing these methods. I personally picked these design and research methods because they are things that I could implement in my brand now. This is one of the main reasons why I decided to go back to school was because I felt like I was missing the little things. I didn't know how to design properly and didn't have a clue where to start. Now I know exactly where to start and I hope this will help the next great designer as well.

Interactions

- I implemented buttons that have design and research methods on the left side of the page.
- Once clicked, descriptions with pictures are showcased on the right side of the page.
- The first half of the page is Research Methods.
- The second half of the page is Design Methods.

External Tool

- I used the onclick attribute to display specific content when a research method or design method was clicked. I didn't want all of the content to be present on the page all at once. I think that would of increased cognitive load for future users.

Design Iterations

I went through a lot of different design iterations. I first started looking for design inspiration on Dribbble and stumbled across a few layouts that I liked. I originally wanted to have images rotating in and out on the hero page but I concluded that might be a little too much. I wireframed two different layouts and ended up combining different elements of both to land on what you see as the final project. I think it's straight to the point and there's not much that takes away from the content, which is what's most important.

My Design House

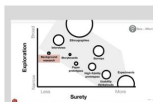
Everything you see around you was designed by someone and followed some sort of process for it to be created. Everything from furniture, technology, services and even fashion start with some sort of intent and method. Nothing is every by chance.

Here are a few of my favorite design methods.

Research Methods

Uncertainty Model

- Background Research
- User Interviews
- Card Sorting
- Directed Storytelling
- Competitive Analysis
- Affinity Diagram



Uncertainty Model is used to gauge where you are in the research process and methods you can use to increase your surety of the scope of research. The goal is to narrow your exploration process and increase your surety.

Design Methods

- Reverse Assumptions
- Creative Matrix
- Conceptual Model
- Service Blueprints
- Customer Journey Maps
- Storyboard
- How Might We

Reverse Assumption is a design process that teaches how to throw away your typical assumption of how something is done and to think of something completely uncommon and out of the box.

In the example to the write me and my group used the reverse assumption to generate ideas for trip planning.

Key Insights

- 1.
- 2.
- 3.



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Research Methods

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Challenges

The main challenge I encountered was coming up with a design that made sense. I always knew I wanted to create a website that had my favorite design and research methods but I wasn't sure how I could display it on the screen. It took me a little while to finally figure out what is actually needed. I had to go back to what my original intent was, which was to inform designers on how to carry out a design process from start to finish with a multitude of tools.