

PORTFOLIO

websites + apps

INSTAplant

TASK: Create a 5-page website that supports a Kickstarter campaign for a fictional product that would fit under the “Design and Tech” category.

InstaPlant – Kickstarter Campaign Website

Category: Design & Technology | Deliverable: 5-page responsive site

Concept: Smart pods that grow plants in hours using accelerated growth tech. Designed for urban gardeners & eco-conscious consumers to enjoy fresh herbs, vegetables, or flowers with minimal effort.

Objectives:

- Showcase sustainability + innovation in a visually compelling way
- Enable seamless pre-ordering & engagement (hypothetical)

UX & Design Approach:

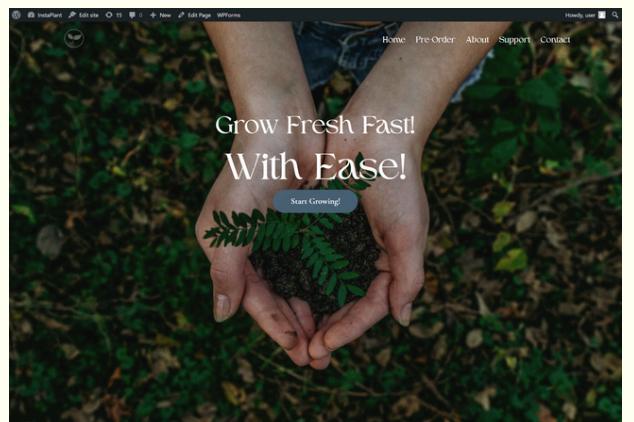
- User-Centered Design – Balanced business goals (funding, awareness) with user goals (discover, learn, pre-order)
- Gestalt Principles – Grouped related info for scan ability.
- Hick's Law – Simplified navigation to reduce cognitive load
- Aesthetic-Usability Effect – Modern, eco-inspired visuals to enhance trust & appeal

User Experience Goals:

1. Inspire through storytelling & imagery
2. Educate on tech in simple, engaging ways
3. Build community and trust

Tools: WordPress (hosted by AWS), Photoshop

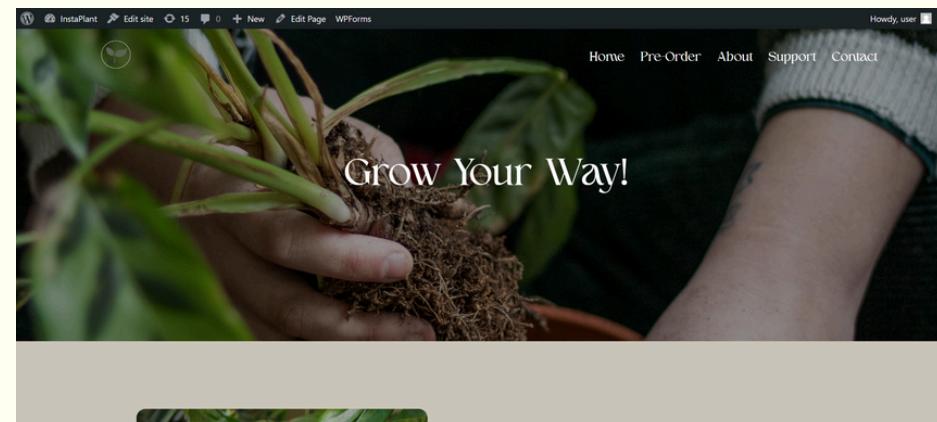
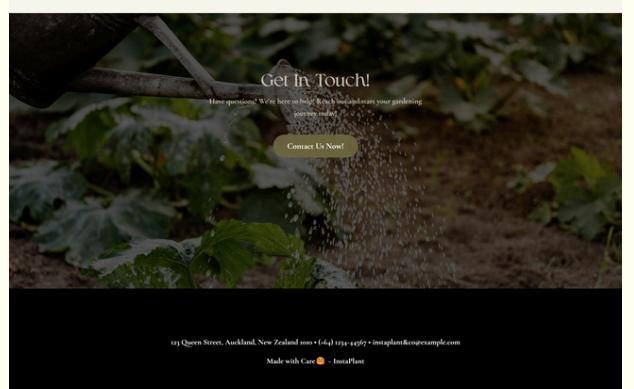
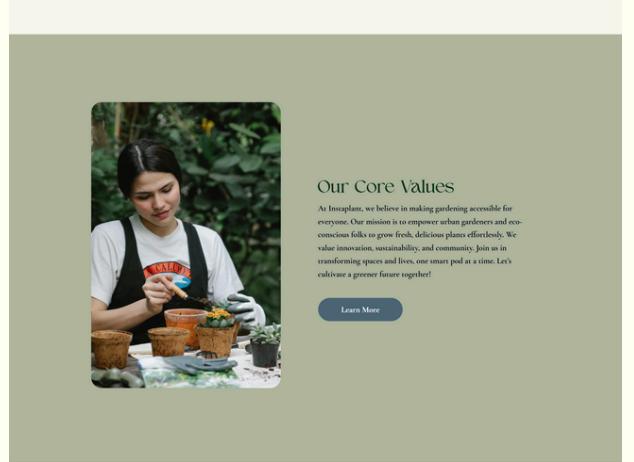
Outcome: A campaign site blending storytelling, usability, and visual design to connect eco-conscious users with innovative gardening technology, guiding them from curiosity to conversion.



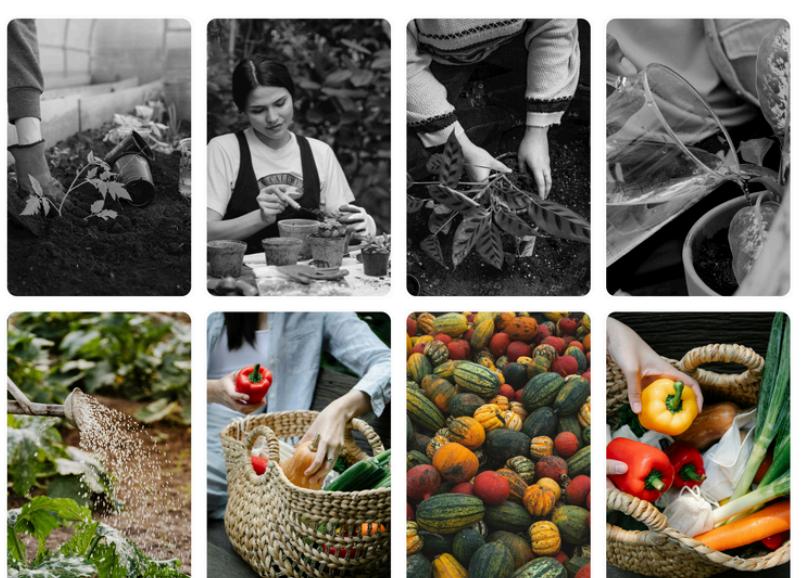
OUR GARDEN PROMISE
Transforming Urban Spaces with Instant Gardens for Everyone: Fresh, Fast, and Fun!

At Instaplant, we believe that everyone deserves a green thumb, no matter where they live. Our innovative smart pods are creating edge-of-the-knowledge, easy-to-use, and accessible systems for anyone who wants to grow herbs, veggies, and flowers even around their city.

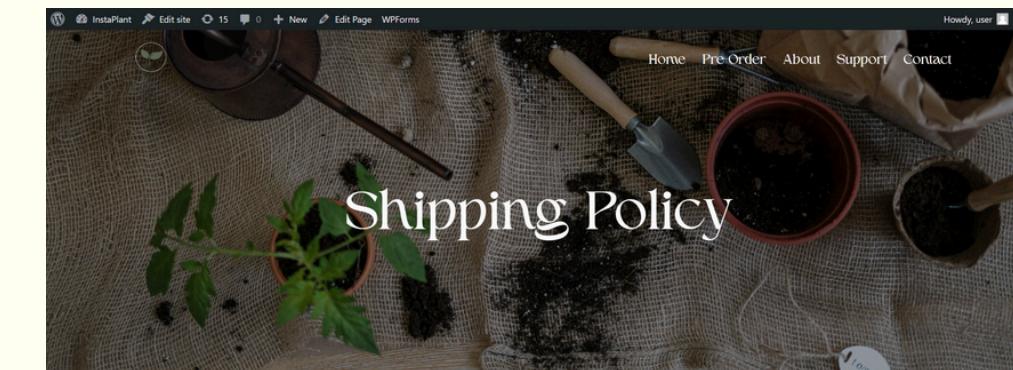
[Support Our Journey on Kickstarter](#)



A Gallery of the Process, Results & Product!



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We currently ship to the following regions:

- Free Shipping Regions: Australia, New Zealand
- Regions with \$10 Shipping Fee: United States, United Kingdom, China

Shipping is free to the specified free shipping regions, while a flat fee of \$15 applies to the other regions listed.

Important Notice:

- You may be required to pay additional taxes, customs duties, or other fees depending on your location. These charges are determined by local customs authorities and are not included in the shipping fee.
- We DO NOT ship to APO/FPO addresses.
- Shipping Times given below are AFTER date of product release. Once the product releases, it will be the shipping time from that date.

How soon can I get my package(s)?

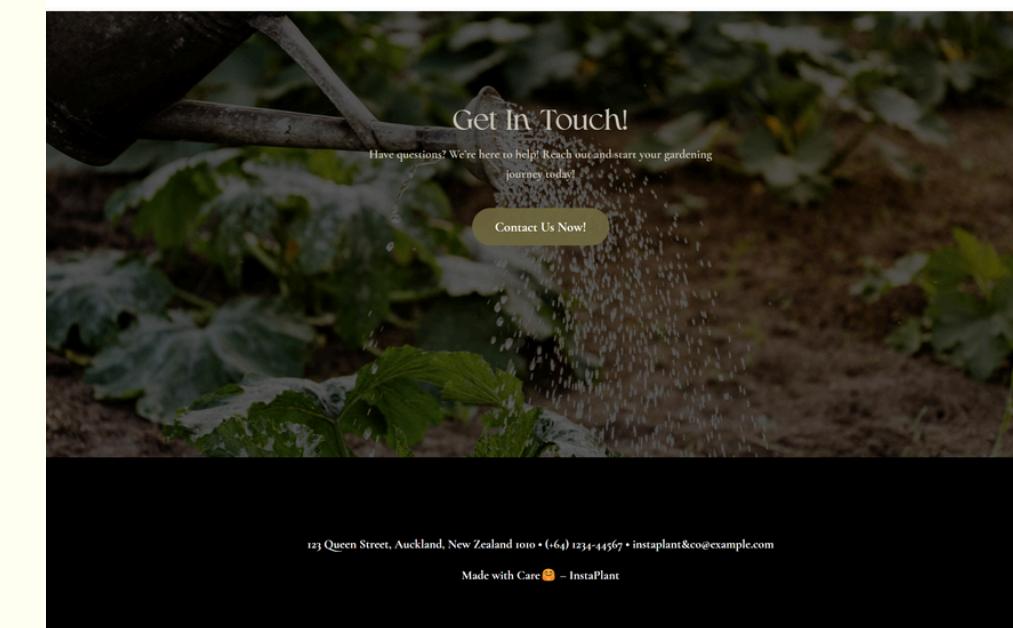
Orders are usually processed within 2 business days. For detailed shipping times, please refer to the table below.

We have a local warehouse in the Auckland, New Zealand. Under normal circumstances, we use DHL or express delivery to complete the delivery. Countries outside New Zealand use international air transportation. Please refer to the following table for delivery time in different countries

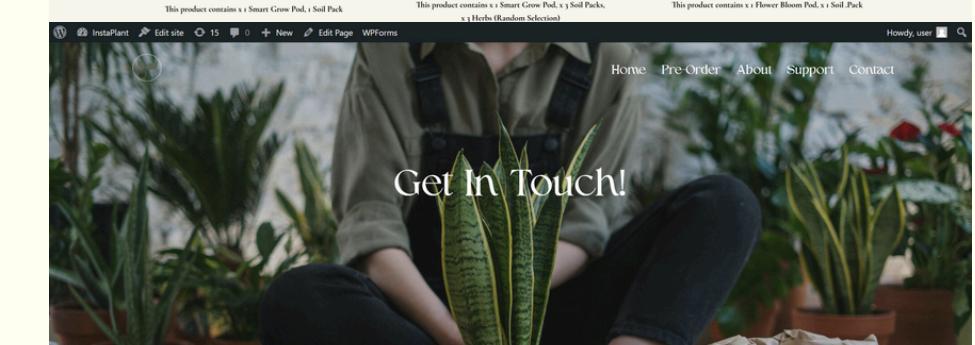
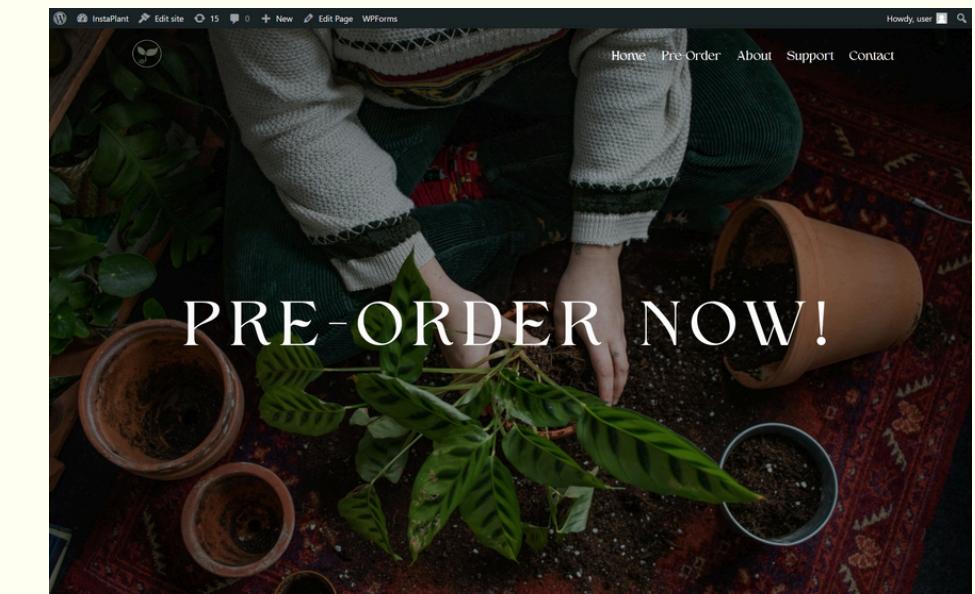
Shipping Schedules

Place of Dispatch	Shipping Time (Standard Shipping)	Shipping Time (Express Shipping)
New Zealand	3-5 business days	2-3 business days
Australia	6-9 business days	5-7 business days
United Kingdom	8-12 business days	/
United States	19-21 business days	/
China	8-12 business days	/

🌐 We hope to ship to more countries in the future!



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Contact US

Curious to learn more?
We eagerly anticipate your contact.

Name *

First Last

Phone (+64) 1234-44567

Email instaplant&co@example.com

How Did You Hear About Us? Kickstarter Social Media Search Engines

Comment or Message

Submit



STATIC microsite

TASK: Create a mock-up of a microsite for a real event you have found and would like to attend. This site needs to immediately excite the viewer and include a clear call to action. All the event details need to be visible on the site.

Sleeping Beauty – Event Microsite Design

Category: Event Experience | Deliverable: Single-page microsite mock-up

Concept: Microsite for We Call It Ballet: Sleeping Beauty - a 60-minute dance & light show blending classical ballet with modern glow-in-the-dark visuals, staged at SkyCity Theatre, Auckland.

Objectives:

- Immediately excite viewers with immersive visuals & narrative
- Clearly present all event details (date, location, duration, age requirements, accessibility)
- Drive ticket sales through clear, persistent CTAs

UX & Design Approach:

- User-Centered Design – Balanced excitement with clarity of key event info
- Visual Hierarchy – Featured hero imagery & headline to capture attention instantly
- Fitts's Law – Strategically placed “Get Tickets” buttons in high-visibility areas
- Gestalt Principles – Grouped related event details for quick scanning
- Hick's Law – Reduced navigation to essential elements to avoid distractions

User Experience Goals:

1. Inspire with striking imagery & theatrical storytelling
2. Inform with concise, accessible event details
3. Drive conversions with prominent CTAs and simplified booking process

Tools: Figma

Outcome: The final microsite mock-up delivers an immersive, user-friendly experience that excites viewers with bold visuals, communicates all essential event details clearly, and aims to drive ticket sales through strategically placed calls to action.

Home Events About Us

WE CALL IT BALLET:
SLEEPING BEAUTY
Dance & Light Show
fever

Get Tickets

42 ★★★★★



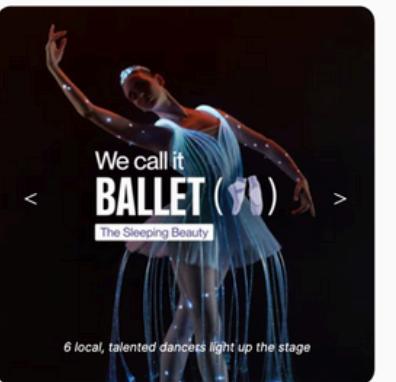
The Experience

A show created by Maria Farelo and Cristian Pérez of Luma Artistas S.L.

Get ready for We call it Ballet in Auckland! Experience 'Sleeping Beauty' like never before, as dancers in glow-in-the-dark costumes bring this classic tale to life on stage.

Experience Sleeping Beauty like never before in this dance and light show. Enjoy a unique fusion of classical ballet and modern technology, where local dancers literally light up the stage with glittering routines and glow-in-the-dark costumes.

The timeless tale of the cursed princess awakened by her true love's kiss comes to life on stage, as pirouettes and gravity-defying leaps cast a kaleidoscope of colours across the space. It's a beautiful production you won't want to miss!



Get your tickets now for We call it Ballet in Auckland: **Sleeping Beauty Dance and Light Show!**

General Information

Dates and Times
Select your date & time directly in the ticket selector

Location
SkyCity Theatre, Corner Victoria and Federal Street, Auckland CBD, Auckland 1010, New Zealand

Duration
Approximately 60 minutes with no interval. Doors open 30 minutes before the performance starts. Late arrivals will not be admitted

Age Requirement
Must be 5+, children under 16 must be accompanied by an adult

Accessibility
The event is being held in an accessible venue. Accessible seating is limited to Zone A only

Seating
If you would like to book a private show or buy tickets for a large group (30+ people), click [here](#)

Gifts
Seats are allocated on a first-come, first-served basis within each zone. We recommend arriving early

Memories
Gift memories to someone special! Purchase a gift card for We call it Ballet: Sleeping Beauty Dance [here](#)

For more information, please consult the FAQs of this experience [here](#)

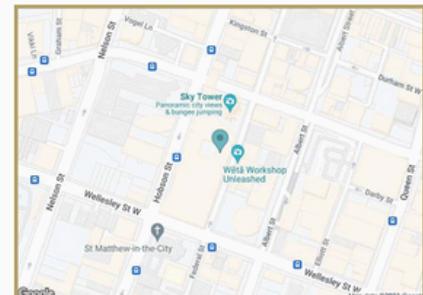
Venue and Location

Seating Map



Skycity Auckland

Skycity Auckland is a fun-filled entertainment complex and casino. It boasts the Sky Tower, Sky City Theatre, bars, restaurants, and three hotels. *Image source: Skycity Auckland Facebook*



Corner Victoria and, Federal Street, Auckland CBD, Auckland, 1010

FAQS

FAQS

Should any questions arise, contact support [here](#)

WE CALL IT BALLET:
SLEEPING BEAUTY
Dance & Light Show
fever

Get Tickets →

[Terms of Use](#) | [Privacy Policy](#) | [Cookies Management](#)

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TOUCHgrass

TASK: Mobile health (aka “mHealth”) is a term used to describe the practice of medicine and public health supported by mobile devices. You will create a prototype for a mobile health application that has been optimised for a smartphone.

TouchGrass – mHealth App Prototype

Category: Mobile Health | Deliverable: Smartphone-optimised interactive prototype

Concept: A gamified mobile health app helping Gen Z & Millennials manage Generalized Anxiety Disorder (GAD) through guided activities, education, and habit-building. Central to the app is Willow, a virtual assistant offering expert, empathetic guidance.

Objectives:

- Support anxiety management through education, daily tasks, and calming tools
- Provide an engaging, choice-driven experience to encourage consistent use
- Integrate data visualisation to monitor sleep patterns & wellbeing

UX & Design Approach:

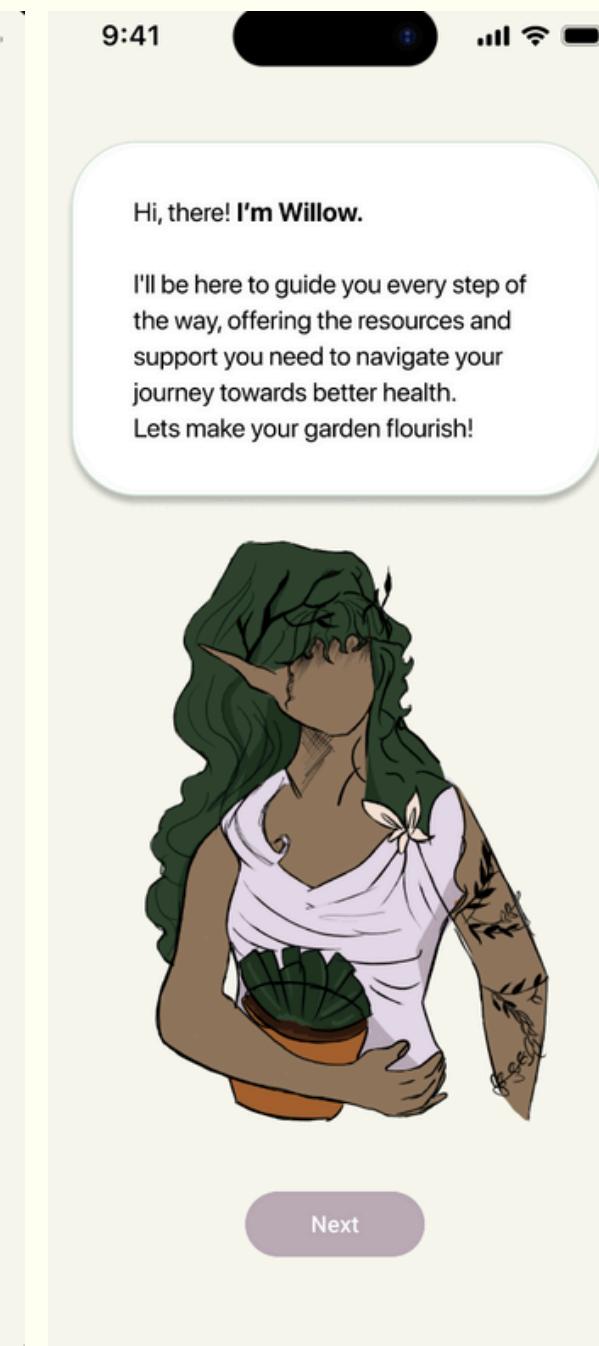
- User-Centred Design – Focused on user needs for empathy, motivation, and control
- Gamification – Virtual garden rewards for task completion; neglect impacts plant health, reinforcing habits
- Narrative Design – Choice-based stories with feedback from Willow to deepen learning
- Aesthetic-Usability Effect – Soothing visuals & gentle animations to encourage relaxation
- Progressive Disclosure – Gradual release of educational content to avoid overwhelming users

Key Features:

1. Home (Your Garden) – Visual representation of mental wellbeing via plant health
2. Journal – Personal space to record thoughts and reflections
3. Meditation – Guided audio/visual sessions led by Willow
4. Sleep Tracker – Data visualisation comparing user patterns to recommended sleep levels
5. Educational Insights – Interactive learning about anxiety, triggers, and coping strategies

Tools: Figma

Outcome: A supportive, interactive, and aesthetically calming prototype designed to help users build healthy mental health habits, learn about GAD, and take actionable steps towards anxiety management.



Login

Username

Password
 [Forgot password?](#)

[Login](#)

Or login with

[Dont have an account? Sign Up](#)

[Sign Up](#)

Sign Up

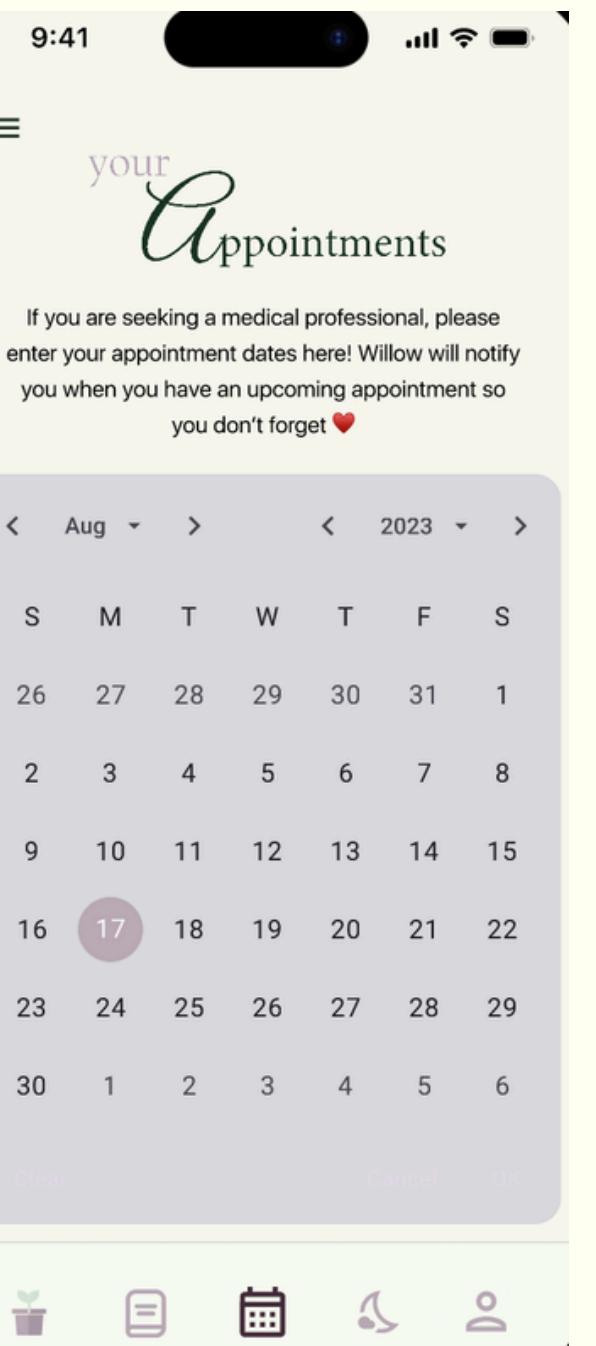
User Name

Email

Password

Confirm password

[Sign Up](#)



9:41

your *Journal*

Your Daily Prompts

Describe a place where you feel completely at ease. What does it look like? What do you like about it?

Enter Here

What is your favourite part about nature?

Enter Here

What do you do when you want to rest your mind?

Enter Here

Complete

Plant icon, Journal icon, Calendar icon, Moon icon, Person icon

9:41

sleep *Tracker*

Here you can track your sleep 🌙 This page displays your statistics and if you haven't gotten the recommended amount of sleep, Willow will check up on you.

Notifications 30 minutes before sleep >

Bedtime 10:30 PM >

Hours of sleep 8 hours >

Sleep Visualization

15% decrease

10h
8h
6h
4h
2h
0h

Sun Mon Tue Wed Thu Fri Sat

Plant icon, Journal icon, Calendar icon, Moon icon, Person icon

9:41

Monthly Stats 25% Stats -5%

Last Night Sleep 6h 37m

Have Trouble Sleeping?



Have a chat with Willow! She will give you professional advice on the steps you can take to work towards a better sleep.

Chat With Willow

Otherwise, you can read more about ways you can gradually work towards it here!

Read More

Plant icon, Journal icon, Calendar icon, Moon icon, Person icon

9:41

Check-In Hello! Are you up for a talk?

DE-Stress, Things You Can Do Hi, Willow here! Here are the...



Reset to default

9 59 am

10 : 00 pm

11 01

Plant icon, Journal icon, Calendar icon, Moon icon, Person icon

9:41

Bedtime Notifications 1 Hour Before Bedtime

9 59 am

10 : 00 pm

11 01

Reset to default

Plant icon, Journal icon, Calendar icon, Moon icon, Person icon

9:41

daily *Meditations*

Complete at least one guided meditation to work towards adding a plant to your garden!

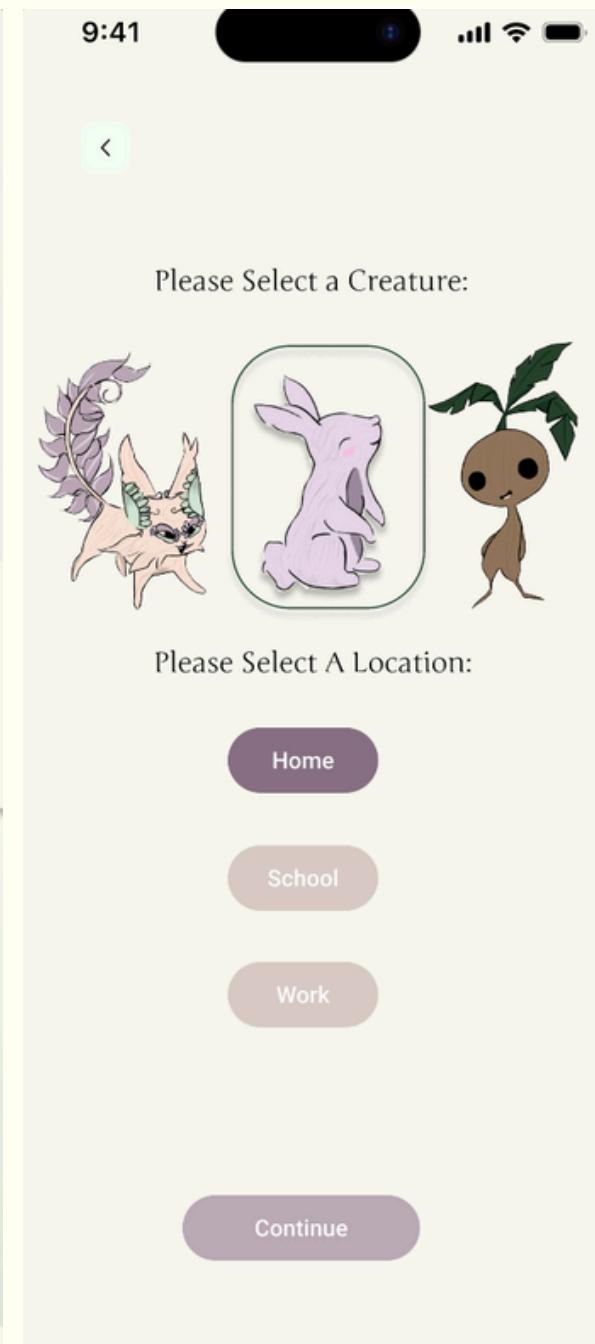
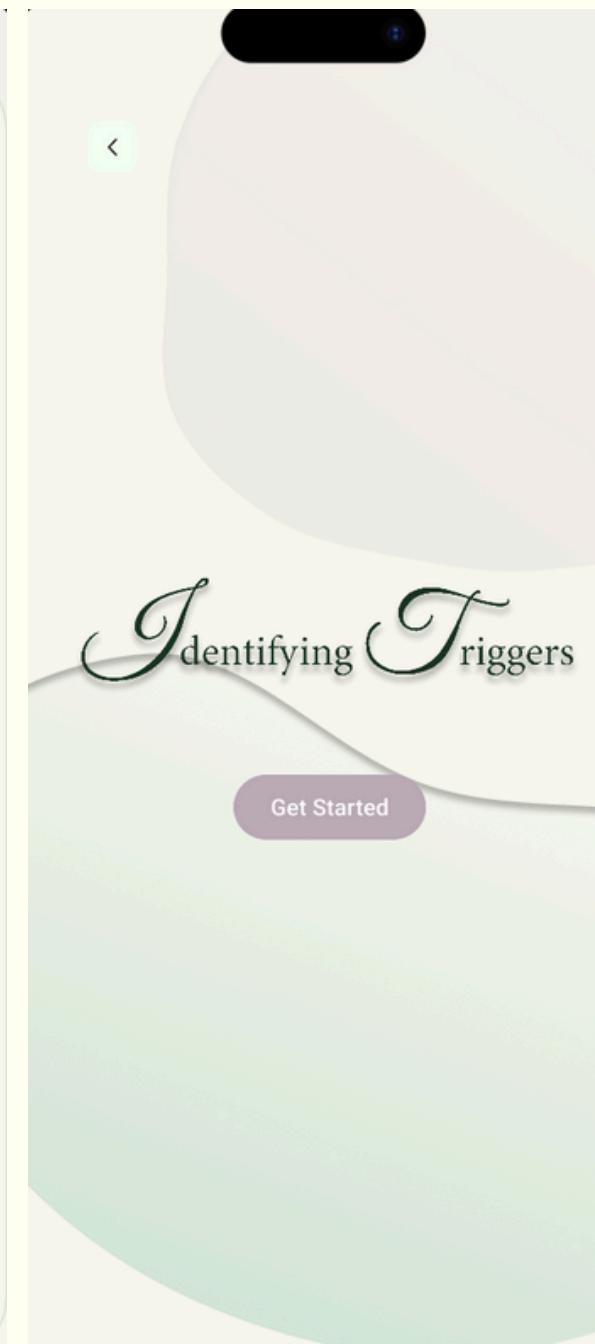
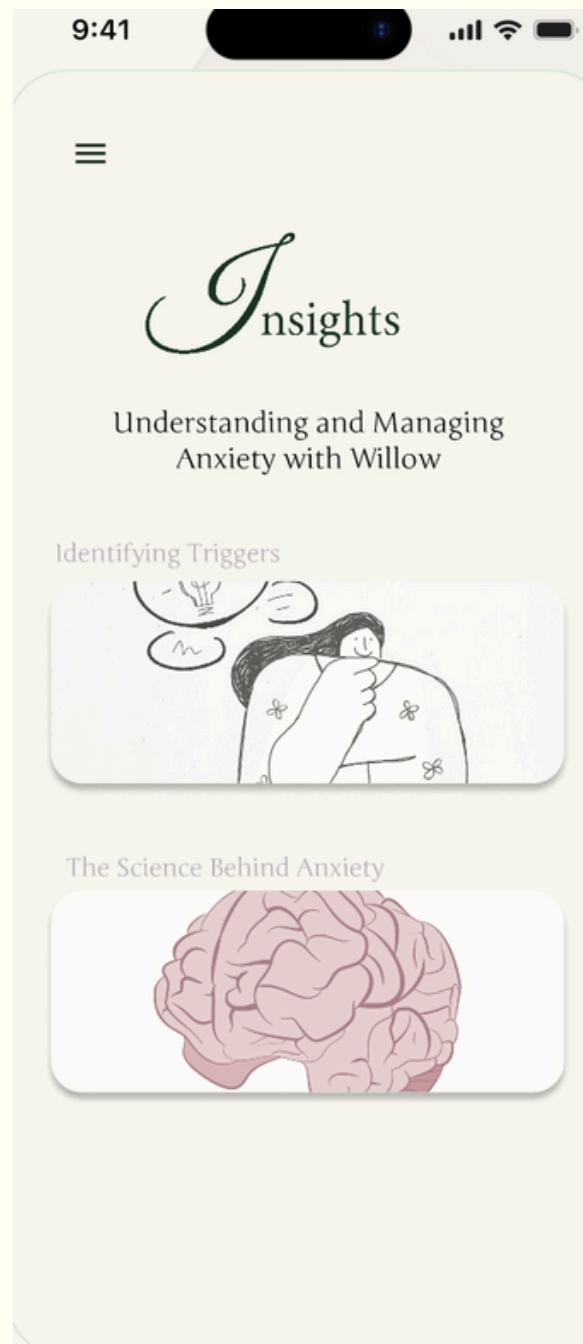
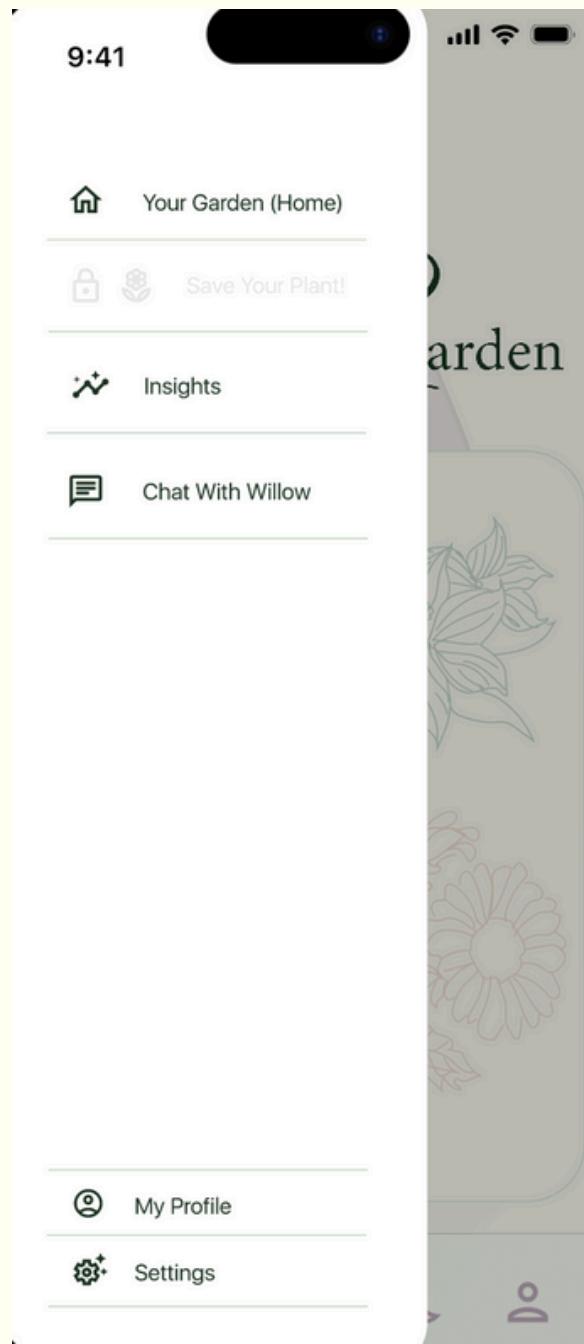
Today 16/08/2024

Breath Awareness Meditation



Start

Plant icon, Journal icon, Calendar icon, Moon icon, Person icon



*applied human computer
interaction*

WORKSAFE New Zealand

UI/UX Analysis, Design, and Evaluation | Group Project – WorkSafe NZ

Project Context:

WorkSafe New Zealand, the national regulator for health and safety, identified the need to modernise internal project management and visualisation across cross-functional teams. Currently, project dependencies, time allocation, and alignment with organisational principles were difficult to track, limiting transparency and strategic planning.

Project Challenge:

Design a web-based and/or mobile application that:

- Captures employee, team, and project information.
- Visualises dependencies, relationships, and time allocation across projects.
- Provides an intuitive, interactive interface for users to explore and analyse data.

Objective:

Develop a hi-fidelity interactive prototype that enables managers and stakeholders to:

- Quickly input and access project data.
- Understand project dependencies and alignment with organisational principles.
- Communicate project progress effectively using an engaging and informative visualisation.

Key Considerations:

- Minimal technical constraints; standalone, browser-accessible solution.
- Supports innovative visualisation approaches (network maps, mind maps, Sankey diagrams).
- Focus on user-centered design to simplify complex project data.

WHO IS THE USER

Primary User: Project managers at WorkSafe New Zealand.

User Goals:

- Improve visibility of internal projects.
- Align tasks and personnel with strategic principles.
- Communicate project status and dependencies clearly.
- Prevent project disruptions due to personnel changes.



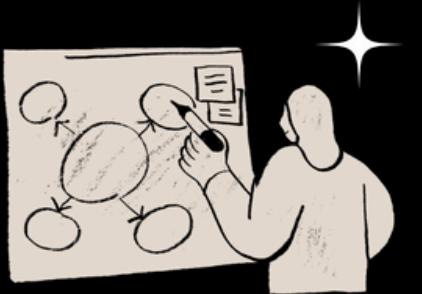
Pain Points

- The user struggles with efficiently managing resources, especially during overlapping projects or sudden staff changes.

PROBLEM STATEMENT

Project Managers at WorkSafe New Zealand are experiencing a lack of visibility into project dependencies due to the absence of a visualisation tool. This is leading to project disruptions and delays when personnel changes occur, as critical dependencies are not easily identified.

Addressing this problem is crucial as it will improve efficiency, reduce risks, and enhance decision-making, supporting WorkSafe NZ's mission as a world-class health and safety regulator.



WORKSAFE New Zealand

Approach:

Our team followed a human-centered design and design thinking methodology:

1. Research & Analysis: Conducted user research to identify pain points and workflow challenges.
2. Ideation & Concepting: Developed early sketches and wireframes; explored multiple visualisation techniques.
3. Prototyping: Built a hi-fidelity interactive prototype in Figma, incorporating real-time data input, expandable nodes, and intuitive navigation.
4. Evaluation: Iterative testing with feedback sessions to refine usability, visual clarity, and feature relevance.

Key Features of the Prototype:

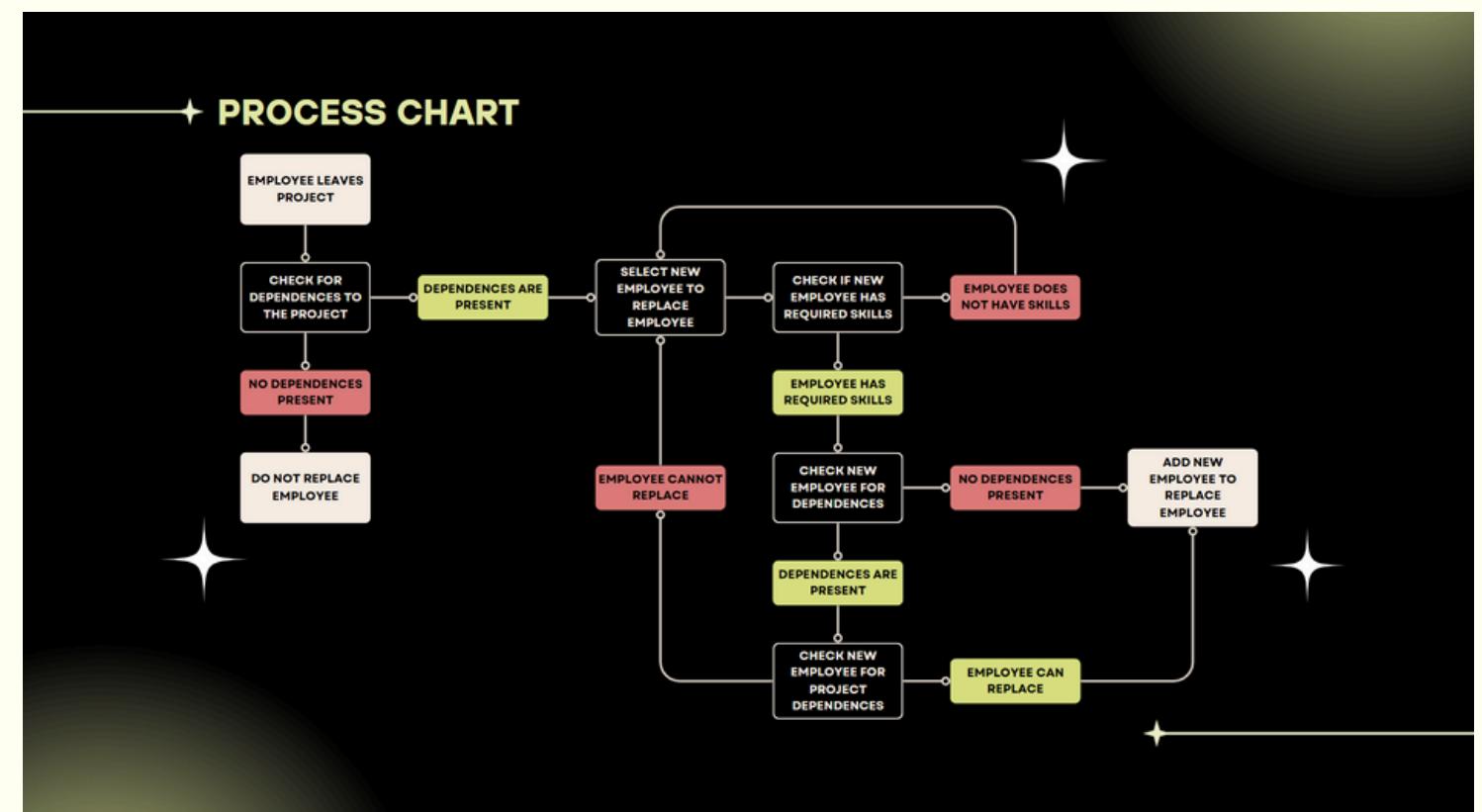
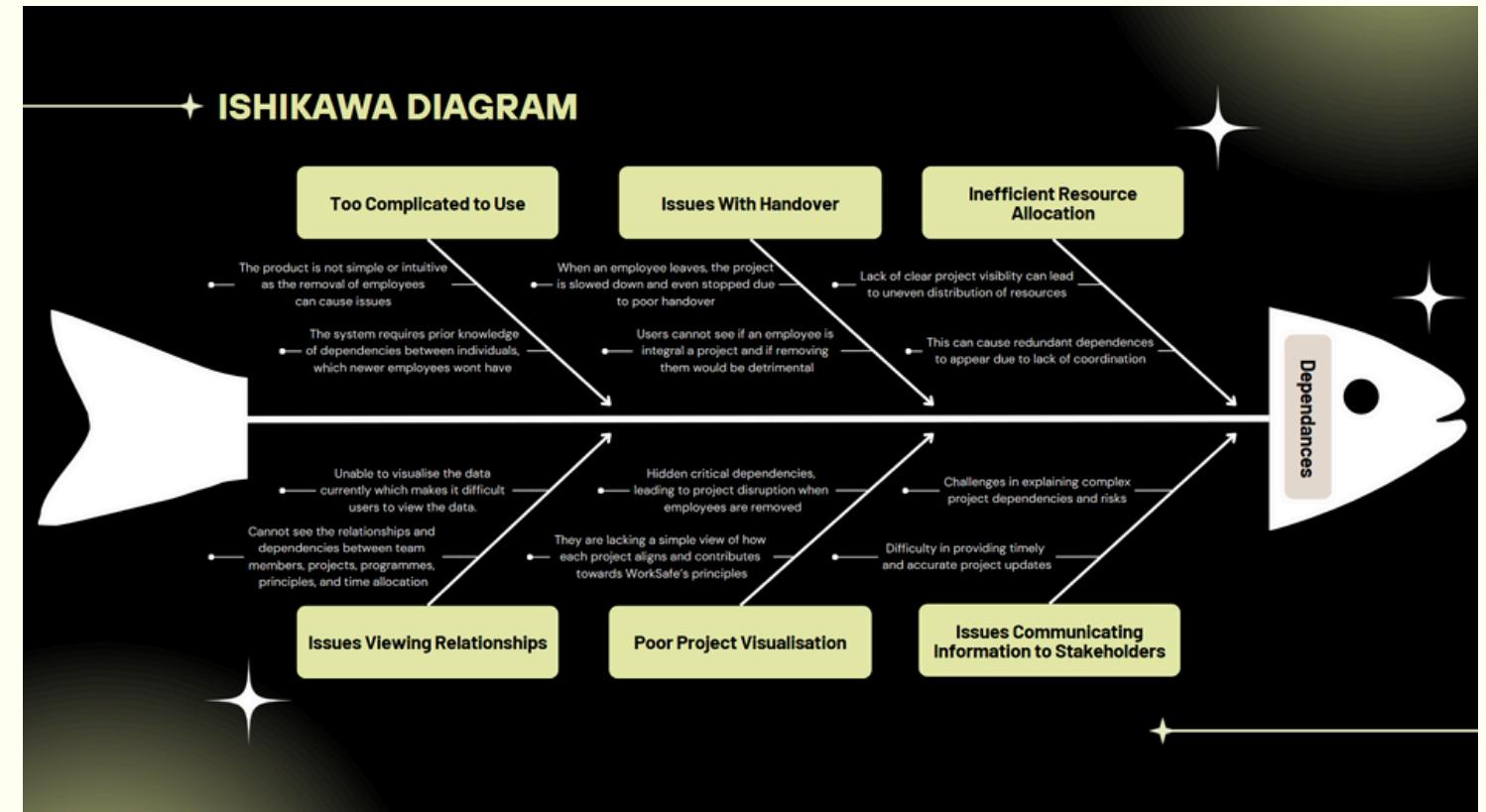
- Interactive network-style visualisation showing relationships between teams, projects, and initiatives.
- Clickable elements to expand project details and view employee allocations.
- Dynamic visual indicators of time allocation, dependencies, and strategic alignment.
- Streamlined input workflow reducing data entry to minimal clicks.

Tools: Figma

Impact:

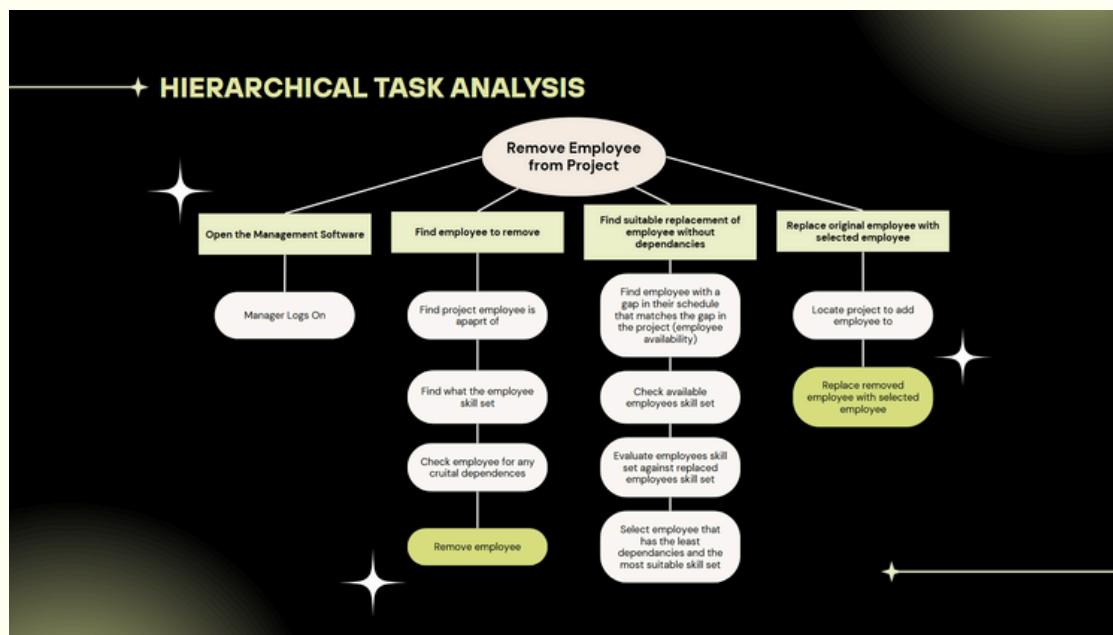
The prototype demonstrates:

- Clear visibility of project interdependencies.
- Enhanced decision-making and planning capabilities.
- Elegant and simple interface design aligned with HCI principles.
- Innovative approach to project visualisation, adaptable for reporting and stakeholder communication.



WORKSAFE New Zealand

user personas

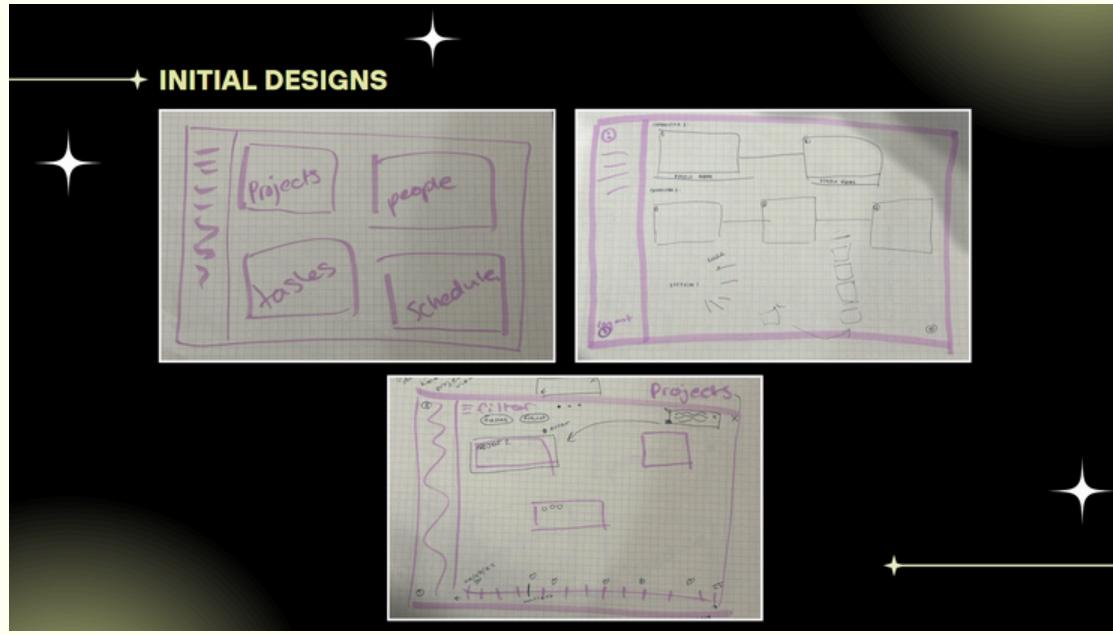


USER PERSONA – EMILIA SMITH

ABOUT	GOALS	EXPECTATIONS
<p>Service Designer (2+ years), focuses on creating human-centred design. Focused on developing projects, designing items, and working with other employees and external organisations. Additionally, they collaborate with developers to hand over designs and information</p>	<ul style="list-style-type: none"> To communicate information clearly to developers Wants efficient collaboration within teams 	<ul style="list-style-type: none"> To have clear communication and avoid misunderstandings
NEEDS	PAIN POINTS	
<ul style="list-style-type: none"> The ability to easily clarify design requirements to other employees 	<ul style="list-style-type: none"> Miscommunication with other employees 	

CHOSEN USER PERSONA – RICKY SIMON

ABOUT	GOALS	EXPECTATIONS
<p>Project Manager (4+ years), focused on ensuring that projects are completed on time and within budget. A significant portion of their job is managing employees by checking what they are currently working on, if they have a fair workload, and if they are on schedule. However, they dislike having to micro-manage his employees, as they feel it adds unnecessary pressure onto them and would much prefer to avoid that.</p>	<ul style="list-style-type: none"> Wants a dashboard to see project timelines, dependencies, and employees assignments Wants to easily see what employees are working on, the time allocated to each project, and the impact of pulling an employee into another task Wants to easily see the progress of each project and employee task 	<ul style="list-style-type: none"> To see the progress of a project when the application is first opened To easily see the progress of a project
NEEDS	PAIN POINTS	
<ul style="list-style-type: none"> To be able to see if projects are completed on time and within budget To ensure a fair workload distribution To check on employee progress 	<ul style="list-style-type: none"> Unable to clearly see dependencies between employees, tasks, and projects Having to disturb employees by asking for information, causing unnecessary stress 	



USER PERSONA – DANNY JOHN

ABOUT	GOALS	EXPECTATIONS
<p>Junior Software Developer (3+ months) who is new at the company and still learning how the management tools work. Focused on their own projects, however, they face issues and seek assistance from fellow employees. Additionally, they forget to update systems often.</p>	<ul style="list-style-type: none"> Wants to easily find someone who can help with their own project To complete their own project 	<ul style="list-style-type: none"> To be able to tell if other employees are at their workload capacity without having to email or talk to them in-person To only receive notifications that are relevant to them
NEEDS	PAIN POINTS	
<ul style="list-style-type: none"> To be able to find other employees that can help with their own project and/or tasks 	<ul style="list-style-type: none"> Difficulty in easily seeing with other employees can help without disrupting their work Lacks understanding with the decision-making behind project prioritisation and task rearrangement 	

PROTOTYPE VERSION 1

The image displays three screenshots of a prototype application interface.
 1. Top-left: A dashboard for 'Initiative A' showing a Gantt chart with tasks like 'Planning', 'Development', 'Testing', and 'Deployment' across four weeks (W1-W4). It includes a warning about task reassessment before removal.
 2. Top-right: A user profile screen for 'Richard Johnson' showing a timeline from 'Mar 19' to 'May 19' with tasks like 'Initiative A - Scope 1' and 'Initiative A - Scope 2'.
 3. Bottom: A detailed view of a task card for 'Initiative A - Scope 1' showing sub-tasks, assignees, and status.

WORKSAFE New Zealand

decision strategies

PRIORITISING TASKS WHEN EMPLOYEE NEEDS HELP

Description: Project Managers need to keep track of employee needs, and as such, when an employee requires help, they need to assess and determine the best course of action to avoid initiative delays and overworking employees.

NEEDS	COGNITIVE ACTS
To know what the employee is struggling with	"What task is the employee working on?"
To understand the priority of the task	"What is the priority of the task that requires help?"
To understand impact of pulling employees from other tasks	"What would the impact be if I pulled this employee from their task?"
To figure out how delayed the task would be if the employee does not get help	"What would the impact on the deadline be if this task is not completed immediately?"
To see if there are any other tools or resources available	"What existing documents, templates or software already exist which the employee can use as a guideline?"
To understand what the long term benefit of helping the employee	"Will solving this problem create future problems or prevent larger issues?"

REMOVING AN EMPLOYEE FROM AN INITIATIVE

Description: Project Managers will occasionally have to remove employees from initiatives, however, when doing this, they need to ensure that initiatives do not face delays or other negative repercussions

NEEDS	COGNITIVE ACTS
To check which tasks assigned to the employee are important	"Does the employee have tasks that are a dependency for other tasks?"
To know the impact of removing this employee	"How much is the potential delay in the timeline if this employee is removed?"
To check if the tasks can be reassigned	"What other employees have the skills and knowledge to take on these tasks?"
To know the impact of not reassigning the tasks	"Which project deliverables would unassigned tasks affect?"
To check if the employee can be replaced	"How long would it take to hire and train a new employee with a similar skillset?"
To know which employee can be a replacement	"What other employees are there with the same skills and enough time?"

ADDRESSING EMPLOYEE RELATED INITIATIVE DELAYS

Description: Project Managers need to keep track of employee unavailability and status to ensure that initiatives do not suffer from delays, by constantly checking in on employees

NEEDS	COGNITIVE ACTS
To know the availability of employees	"Is the employee's leave or workload capacity firm or flexible?"
To know which tasks will be affected by the availability of employees	"Which tasks depend on this employee and have upcoming deadlines?"
To know which other team members take over this employee's tasks	"Who has the skills and workload capacity to take on these tasks?"
To understand how unavailability would require reprioritising existing work	"Which current tasks can be pushed or unprioritised?"
To see what the impact on the initiative timeline	"How much would the project get delayed if no action is taken?"
To decide if the initiative's quality standards should be adjusted	"Can the quality standards be reduced without compromising core objectives of the project?"

USER JOURNEY MAP FOR REMOVING AN EMPLOYEE FROM A PROJECT

Context: Ricky starts on the dashboard. He wants to remove an employee who is going on leave from a project without causing delays.

The User Journey Map is a grid showing the process steps across different user states:

- ACTION:** Navigate to the project page from the dashboard, Select the employee to remove, View the employee's tasks and see which ones are important, such that their incompleteness would be detrimental to the project (such as delays), Search for an available employee, Select and come through the available employees until an employee with the required skills is found, Select the tasks and transfer them one by one to the new employee, Removes the employee from the project without any issue.
- NEW GOAL:** Find employee to remove from the project, Determine the impact of removing this employee, Find a replacement employee, with the required skills to complete the task, that is available, Relocate the old employee's tasks to the new employee, Remove the old employee from the project.
- EMOTIONS:** Neutral, Worried, Worried, Focused, Relieved, Neutral, Happy.
- THOUGHTS:** "Where is the employee that I am going to remove?", "If I remove this employee, how would that impact the project? Would it cause delays or increase the cost to create the project?", "I want to be able to reallocate the old employee's tasks to a new employee, that has a low enough workload to take on the extra responsibility, so that the project is not delayed", "I wanted a specific employee to take over the tasks, as they have the necessary skills to ensure that the project does not face negative consequences", "I need to transfer all tasks over to the new employee, so that I can remove the old employee without causing issues, such as delays or an increase in the budget", "I am happy that the employee was successfully removed and that the project will not be negatively affected by this change".
- PAIN POINTS:** Cannot easily see what the impact of removing an employee would cause on the project, It may be hard to see which skills are required for the task completion, It may be tedious to search for an employee with the required skills, It can be irritating to individually transfer each task over to a different employee, The entire process may take a while to complete.
- OPPORTUNITIES:** Add text that directly explains what would happen if the project manager removed the employee, Displaying the skills needed clearly would help with this issue, Adding a filtering system would simplify the process, making finding fitting employees easier, The tasks and available employees could be shown next to each other, Streamlining the process so that it is easier and takes less steps, thus requiring less memory to accomplish.

WORKSAFE New Zealand

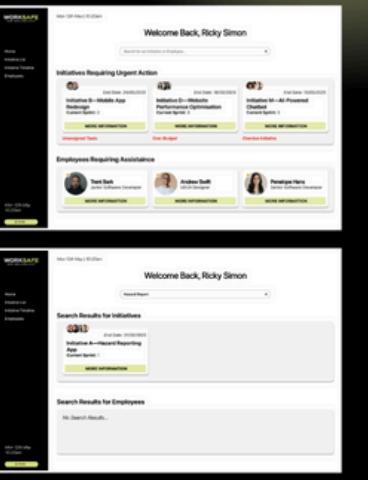
our solution

DASHBOARD

- When the Project Manager first opens the application, they'll be able to search for employees and initiatives immediately

Pain Points Tackled:

- Easily able to search for initiatives as soon as the program is opened

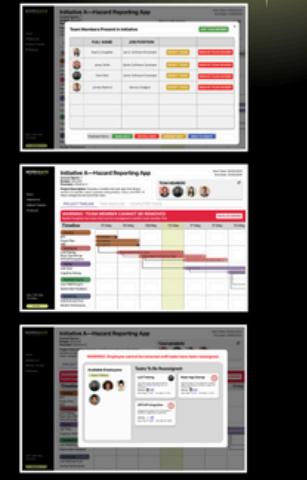


EMPLOYEE MANAGEMENT

- Drag and drop reassignment: Engaging, intuitive interaction
- Dependency protection: prevents problematic employee removal
- Skill based filtering: ensures capable replacements
- Real time warnings: warnings disappear when issues are resolved

Pain Points Tackled:

- The manager cannot easily see what the impact of removing an employee is.
- It's hard to see what skills are required for each task.
- May be tedious to search for an employee with required skills.
- It can be tedious to transfer each task over to a different employee.
- Entire process may take a while to complete



CONNECTION TO LAWS LEARNED

NIELSONS HEURISTICS	NORMANS PRINCIPLES	MEMORY LAW
Visibility of system status – Each decision point is clearly labeled with outcomes (e.g., "Team Member cannot be removed," "Add Employee").	Mapping – Arrows and layout follow intuitive cause-effect logic, mirroring how users mentally model decisions.	The prototype breaks complex processes into fewer than 7 visible steps at a time, reducing cognitive overload (Miller's Law).
Error prevention – The step-by-step logic prevents incorrect replacements by enforcing checks (skills, dependencies).	Feedback – Every decision path visibly shows consequences, reinforcing user understanding.	Color-coded decision boxes help users chunk information visually and retain key process paths.
Recognition over recall – Users follow a guided visual flow without needing to remember process steps.		
Match Between the System and the Real World - We used a Gantt Chart (a familiar concept to the user rather than internal jargon which would take time to learn).		

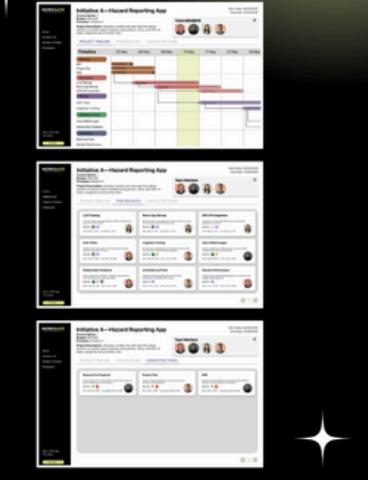


TIMELINE VIEW

- Three views for different user preferences: Gantt chart view, project backlog view, and completed tasks view.
- Detailed Project Details: Dependencies, team members, budgets, and skills required.
- Visual dependency arrows : clearly shows task relationships
- Familiar timeline format: users are easily able to read the chart

Pain Points Tackled:

- Manager cannot see easily what the impact of removing an employee is.
- Hard to see what skills are required for each task.



KEY INNOVATIONS VS CONVENTIONAL DESIGNS

- Interactive drag and drop rather than form based reassignment
- Preventative dependency checking rather than reactive problem solving
- Integrated skill matching rather than a separate database
- Smart warning system rather than static notifications

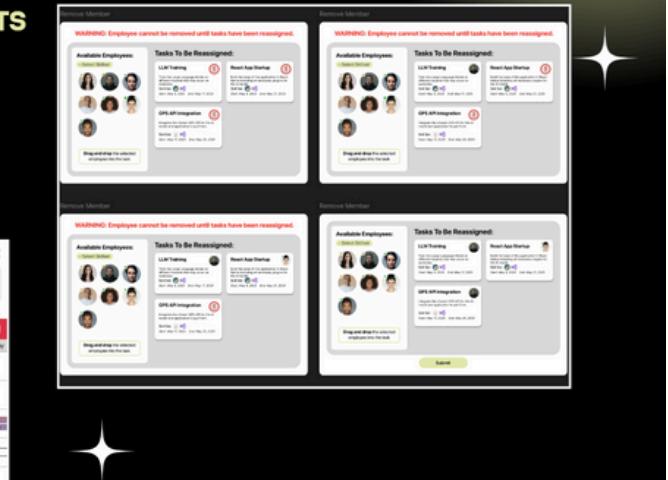
Users can quickly identify issues, make informed decisions, and resolve problems while maintaining project integrity.

Supports the user's goal of preventing initiative delays, and streamlining team management.



OUR DESIGNS BENEFITS

- Interactive & Intuitive
- Supports Decision-Making
- Theory-Driven Design
- Core Problem Alignment



WORKSAFE New Zealand

final designs part one

The image displays eight screenshots of a Worksafe New Zealand application interface, arranged in two rows of four. Each screenshot shows a dark-themed dashboard with various sections and components.

- Top Row:**
 - Home Screen:** Shows a "Welcome Back, Ricky Simon" message, a search bar, and sections for "Initiatives Requiring Urgent Action" and "Employees Requiring Assistance".
 - Initiative Detail:** Shows a card for "Initiative A—Hazard Reporting App" with details like Start Date: 03/02/2025, End Date: 31/05/2025, and a team members section.
 - Employee Search:** Shows a search results page for employees with no results found.
 - Project Timeline:** A detailed Gantt chart for "Initiative A—Hazard Reporting App" from May 1 to May 25, 2025, showing tasks like Planning, Developing, Testing, and Monitoring.
- Bottom Row:**
 - Task Backlog:** A grid of cards for tasks like LLM Training, React App Startup, GPS API Integration, etc., each with a brief description, skill set, and timeline.
 - Project Timeline:** A simplified Gantt chart for "Initiative A—Hazard Reporting App" showing tasks like Request For Proposal, Project Plan, and SRS.
 - Employee Timeline:** A dark-themed employee timeline screen showing a single card for "Mon 12th May 10:20am".
 - Employee Timeline:** Another dark-themed employee timeline screen showing a single card for "Mon 12th May 10:20am".

WORKSAFE New Zealand

final designs part two

The image displays six wireframe prototypes for the Initiative A—Hazard Reporting App, arranged in a 2x3 grid. Each prototype is a screenshot of a web application interface.

- Top Row:**
 - Left:** Shows the 'Team Members Present in Initiative' modal. It lists four team members: Sophia Coughlan (Junior Software Developer), Jenny Smith (Senior Software Developer), Trent Bark (Junior Software Developer), and Johnny Roberts (Service Designer). Each member has 'MODIFY TASKS' and 'REMOVE TEAM MEMBER' buttons.
 - Middle:** Shows the 'Team Members' section of the main dashboard. It includes a warning message: 'WARNING: TEAM MEMBER CANNOT BE REMOVED' because Sophia Coughlan has tasks that must be reassigned. It also shows a timeline from 01 May to 25 May with various project phases: Planning, Developing, Testing, Feedback Cycles, and Monitoring.
 - Right:** Shows the 'Team Members' section again, but now with a 'RESOLVE ERRORS' button visible after the warning message.
- Bottom Row:**
 - Left:** Shows the 'Tasks To Be Reassigned' modal. It lists three tasks: LLM Training, React App Startup, and GPS API Integration. Each task has a 'Select Skillset' dropdown and a 'Drag and drop the selected employee into the task' area.
 - Middle:** Shows the 'Available Employees' modal. It lists several employees with their profiles and a 'Drag and drop the selected employee into the task' area.
 - Right:** Shows the 'PROJECT TIMELINE' section of the main dashboard. It includes a timeline from 01 May to 25 May with tasks like 'Required for Future Tasks', 'Dependent on Previous Task', and 'Upcoming' tasks.

visual communication

ONE-PAGE ad

TASK: Your task is to create the next ad iteration of VW's small, but ferocious campaign. You must integrate two visuals to create a visual metaphor that communicates "small, but ferocious". You may use creative commons images as components to create your own imagery, but the final composited image must be your own creation.

VW – Small But Ferocious Campaign Ad

Category: Advertising & Visual Metaphor | Deliverables: One-page horizontal ad, PNG export

Concept:

A creative interpretation of VW's "Small but Ferocious" campaign, designed to visually communicate the power and performance of the Golf TSI despite its compact size. The advertisement uses a striking visual metaphor - an egg with a piercing, ferocious eye - to capture attention and symbolize the hidden strength within small packages.

Objectives:

- Apply advertising and compositing techniques to create a compelling one-page ad
- Communicate the Golf TSI's power (103kW from 1.4L engine) in a visually memorable way
- Integrate two or more visuals to form a cohesive and original image that embodies the campaign's "small but ferocious" message
- Ensure brand recognition through the inclusion of the VW logo and campaign copy

UX & Design Approach:

- Visual Metaphor: Egg and predatory eye imagery to symbolize unexpected strength and ferocity
- Colour & Tone: Dark forest background contrasted with the bright eye and egg for visual focus and impact
- Typography: Clean, minimal copy placement emphasizing key messaging without overpowering the imagery
- Layout & Composition: Horizontal layout designed for 1/3 page NZ Herald ad, balancing text, logo, and central visual
- Technical Execution: Created in Adobe Photoshop at 300 dpi with compositing of Creative Commons images into a unique final image

Tools: Adobe Photoshop

Outcome: A bold, memorable advertisement that conveys the Golf TSI's surprising power in a compact form. The final PNG integrates strong visual storytelling with brand elements, achieving a balance between conceptual creativity and effective campaign communication.



SMALL BUT FEROIOUS

The GOLF TSI. 103kW of power from only 1.4litres of engine.

MAGAZINE spread

TASK: One of the most powerful forms of communication is achieved by combining text and images. For this assignment, you will be required to find an article online and compose a double page magazine spread based on it. You will need to take into account the themes of the article when making decisions regarding fonts, colours, images, and the overall layout and composition of the magazine spread.

The Psychological Benefits of Cats – Double Page Magazine Spread

Category: Editorial Design | Deliverables: Double-page spread in Adobe InDesign

Concept:

A visually engaging double-page magazine spread exploring the psychological benefits of owning a cat. The design combines text and imagery to communicate themes of comfort, relaxation, and mental well-being, reflecting the calming and uplifting nature of feline companionship.

Objectives:

- Apply editorial design principles (typography, colour, layout, visual hierarchy) to create a cohesive and readable magazine spread
- Communicate the article's message through engaging design elements, images, and pull quotes
- Organize text, subheadings, and by-lines for clarity and reader flow
- Incorporate complementary images to support and enhance the narrative

UX & Design Approach:

- Colour Theory: Soft, calming palette to evoke comfort and relaxation
- Typography: Clear and readable font pairing, with hierarchy for titles, subheadings, and body text
- Imagery: Two or more images sourced from Creative Commons and AI generation, emphasizing cats' positive impact on wellbeing
- Layout & Visual Hierarchy: Balanced composition with pull quotes, headers/footers, and structured text to guide the reader naturally across the spread
- Editorial Design Principles: Attention to spacing, alignment, and consistency for professional magazine aesthetics

Tools: Adobe In Design

Outcome: A polished double-page magazine spread that effectively communicates the psychological benefits of having a cat through thoughtful integration of text, imagery, and design. The final work preserves the integrity of a traditional magazine layout while remaining visually appealing and easy to read.

Psychological Benefits of Having a Cat

"In a study, college students who spent as little as 10 minutes per day petting a cat experienced decreased levels of cortisol, the hormone associated with stress."



For more on the relationship between cats and humans (and other topics), visit our Pet Expertise page to get insight from our Pet Experts.
*Case, L. P. (2003). Benefits of Living with Cats. In *The Cat: Its Behavior, Nutrition & Health* (pp. 103-105). Blackwell Publishing.

Whether they're curled up in your lap or nudging you for a treat, research shows the presence of a cat may improve your quality of life.

Cats & Mental Health

Cats are sometimes incorporated into different forms of therapy and wellness activities for humans.

Pet therapy connects people navigating a health problem or mental disorder with a trained animal (and its handler). The goal is to use interaction with a cat (or another animal) to help someone cope with a particular challenge, as part of their formal treatment process.

Emotional support animals (ESAs) are also utilized to comfort people with anxiety, depression or other mental health issues. In most jurisdictions, for an animal to be qualified as an ESA, a psychiatric professional needs to determine that a patient's mental health would benefit from the presence of the animal.

How Cats Affect Our Minds & Bodies

For a full appreciation of the relationship between cats and mental health, it helps to look at how our minds and bodies react to pets.

Interacting with cats triggers the release of hormones in humans such as serotonin, dopamine and oxytocin. These are often associated with good, positive feelings.

Oxytocin in particular has been recognized for its role in bonding and stress relief, as well as its physiological effects such as decreased heart rate and slowed breathing.

Additionally, cortisol, sometimes referred to as a stress hormone, decreases when people spend time with cats. Cortisol, along with high blood pressure, can lead to high cholesterol and hypertension.

When combined, the impact of these hormones can reduce stress and strengthen your overall health.

Psychological & Social Benefits

Research shows a link between cats and human emotions.* The perks of having a feline companion can start in early childhood and last into old age.

Indeed, across all ages, the emotional benefits are similar. The stronger the bond kids have with their cats, the more they feel attentive and less sad, according to research. This resembles findings for adults and seniors.

Here are some of the positive ways in which felines affect people:

Companionship - Having a cat companion gives you a chance to bond and forge a relationship with another being. This can be especially important for people who live alone and experience anxiety.

A sense of nurturing - Nurturing, a common expression of love and affection, is important for humans. Studies show when people are no longer able to care for or nurture others, rates of depression go up and overall health declines.* Cats are an outlet for people's need to nurture another being.

Decreased anxiety - In addition to providing perks like elevated mood, cats may also increase calmness and reduce feelings of isolation.

Can Cats Sense Sadness in Humans?

Cats can sense sadness as well as other emotions like anger in people.

They're also able to detect emotions among other cats, according to research.

They associate auditory and visual cues like frowning with how they're treated when their pet parent is feeling sad.

Thanks to research – and pet owners' personal experiences – we know there are many psychological benefits of having a cat.

By Pet Expert Team



LOGO + infographic

TASK: While business cards are a thing of the past, creating them is a great way to learn the basics of design. Typography, colour, layout, logo design, and visual hierarchy are all important considerations when creating a business card. Therefore, your task is to create a logo and business card for a fictional business. Your second task is to create a data visualization. We want you to find a data set then create an infographic based on it. The infographic would be the kind you find embedded in a web page.

SnugBurrow – Branding & Business Card + Coffee Infographic

Category: Branding & Data Visualisation | Deliverables: Logo, business card, and web-embedded infographic

Concept:

- SnugBurrow – Artisan café & creative hub blending cozy drinks, homemade treats, and creative workshops. Mascot: Rabbit, symbolizing comfort, community, and warmth.
- Top Coffee Producers 2024 Infographic – Clear, engaging ranking of leading coffee-producing countries for web embedding.

Objectives:

- Apply design principles (typography, colour, layout, logo design, visual hierarchy) to create strong brand identity
- Communicate SnugBurrow's personality through colour, mascot, and design choices
- Present global coffee production data in a clean, scannable visual format

UX & Design Approach:

- Colour Theory – Analogous palette with Soft Beige, Warm Taupe, Deep Forest Green, Rich Burgundy, Creamy White, and Golden Honey for warmth, nature, and comfort
- Typography – Friendly, approachable font pairing to reflect artisan yet relaxed brand tone
- Logo Design – Rabbit motif integrated with café theme for immediate brand recognition
- Visual Hierarchy – Key brand info and CTAs clearly emphasized in business card layout
- Data Visualisation Principles – Simplified charts, icons, and flag imagery for quick global comparison

Tools: Adobe Illustrator

Outcome:

- SnugBurrow – Cohesive visual identity and business card design that embody warmth, creativity, and community
- Coffee Infographic – Web-ready, shareable visual ranking that is both informative and visually appealing, suitable for embedding in articles or cafe-related content

