

Jess Fong Capstone Proposal

1. What is your topic and who is the target audience?
 - For my project, I want to show visual design trends over the years and challenge how trends influence our designs as UX designers.
2. Do you plan to work with a partner? If so, who?
 - No
3. Identify lenses we have discussed in class that your topic may rely on most
 - **Speculative Design** - I will use speculative design to challenge what the future of design trends might be and how they might continue evolving
 - **Challenging Mental Models** - I also want to challenge mental models regarding how trends influence our own styles
 - **Data visualization** - Visualization in a sense of showing visuals on a timeline or something like that
 - Utopian / Dystopian narratives
 - Other ideas?
4. What are **some** of the features you imagine your project/product would include?
 - Showing a timeline and having a lot of visuals of trends over time
 - Maybe having a guessing game of when people think a certain trend took place
 - Maybe a vote of what user's favorite trends were
 - Prediction of how trends might evolve with upcoming technology and technological shifts
5. Are there possible tangents, challenges, concerns, or vague ideas related to your ideas? (It could go this direction... I am not sure about X, and I don't know how I might deal with Y).
 - I'm still figuring out what specific things I want to show but based on a project I saw on pudding.cool I like the idea of showing design trends over the years and having people guess when they think that was a trend
 - From there I can add insights into what maybe influenced them at the time, how they came back, evolved, etc. I also want to lean on speculative design and imaging what trends might be in the future especially as AI is growing and things like VR, AR and other platforms