

Homepage

- 1 Hello I'm Mai, a creative problem solver.
I enjoy designing beautiful design solutions which fulfil user needs and business goals.

- 2 **vocabbee**

vocabbee is a fun language language learning app which helps users easily learn new vocabulary using flashcards. The app was designed using Adobe XD.

nalu

nalu is a beautiful and simple to understand wind, wave and weather surf forecast, designed for surfers of all experience levels. I designed this responsive web application using Adobe XD.

1.1 Getting started

About page

My story



I trained and worked within Fashion Design for several years until I realised that I most enjoyed creative problem solving, delivering designs which met the customers needs. I left the industry and started my handmade gifts company which I run online.

During this time I also explored new professions and loved working within tech, so I researched roles which combined creative problem solving, e-commerce and tech then enrolled on a UX Design course with CareerFoundry.

The course taught me key principles and skills within UX Design which I learnt and applied whilst designing Nalu, my responsive web app. My design background equipped me with transferable skills which I used when learning about UI Design. Following this course I chose to specialise in a short Frontend specialism module, I think understanding what is achievable improves the design process and the project.

I'm excited to begin my UX Design career and hope to specialise in e-commerce and lifestyle projects which meet users needs and business goals.

About page

Skills

Research

- Competitor Analysis
- User Research
- User Personas

Design

- User Stories
- Sketching
- Wireframes
- UI
- Prototype

Frontend

- CSS
- HTML
- Javascript

Tools

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Microsoft PowerPoint

Project page

Research

The brief was to design a beautifully displayed and easy to understand web app which can help to alleviate some of the stress and confusion when checking if conditions are safe to surf at sea. I designed the UX and UI for the website over the duration of a year whilst working full time.

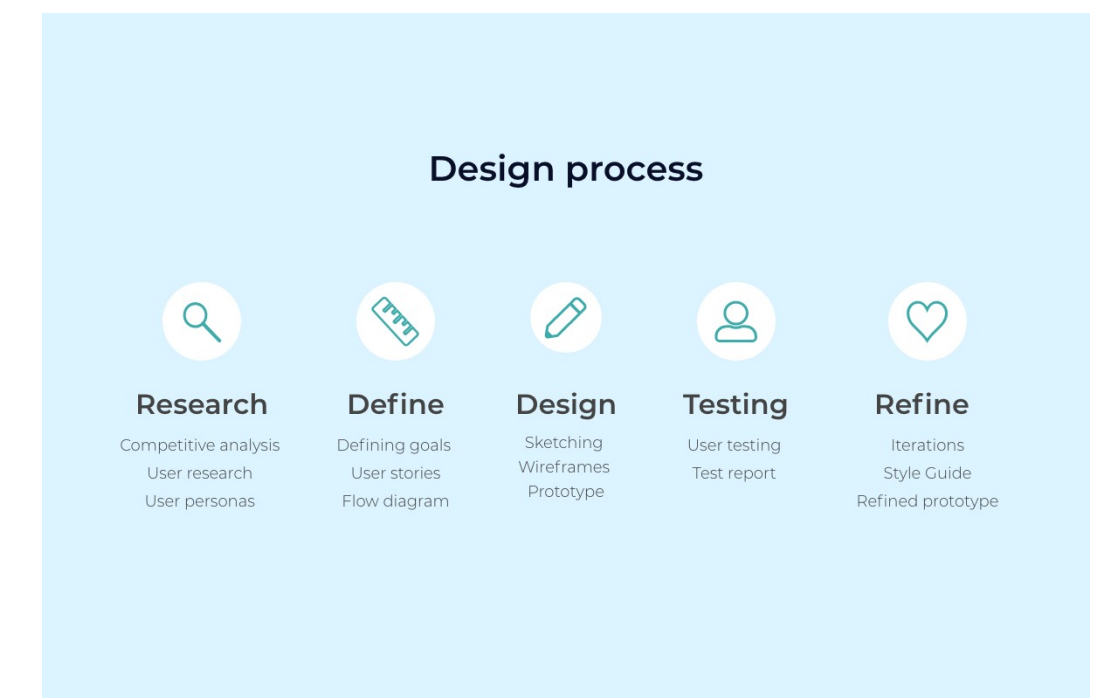
Problems

- Unclear layout of complex data which users may misinterpret or find difficult to understand.
- Unappealing graphics which do not clearly and quickly show users the surf forecast.
- Most users we spoke to prefer using forecast websites, the apps they've tried had confusing navigation and confusing read graphs.

Hypothesis

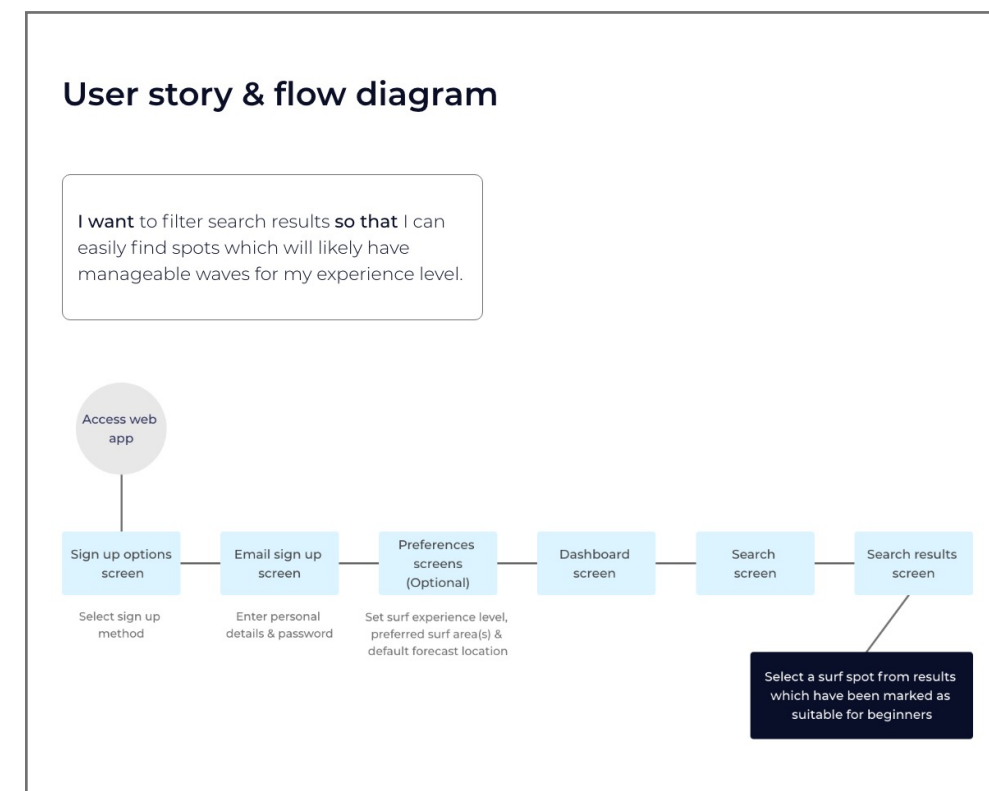
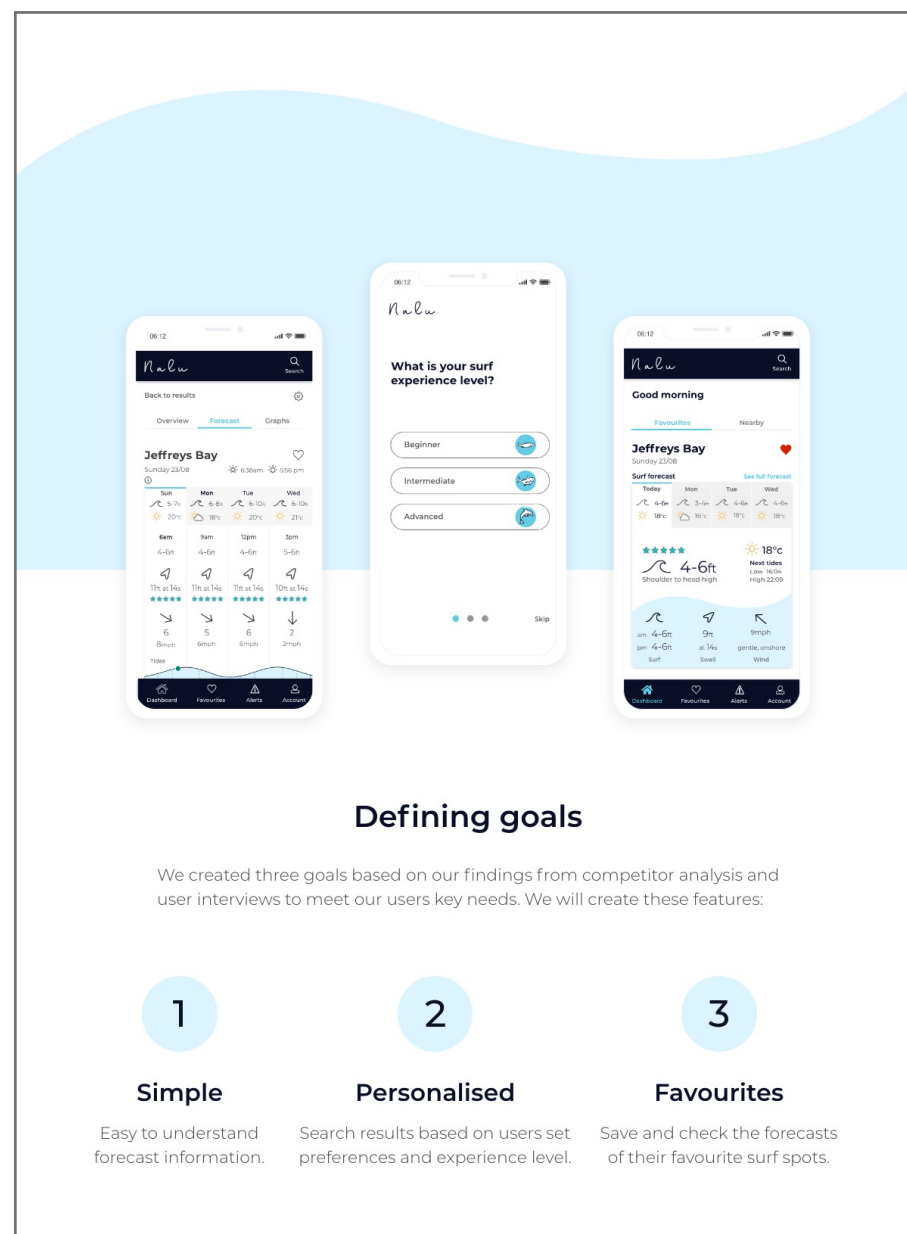
We believe that creating an app with clear and appealing graphics will help users plan their surf session and stay safe at sea.

Beginner to advanced surfers will be able to quickly search and understand our forecasts using the simple and intuitive interface design.



Project page

Ideation



Project page

Wireframes

We sketched ideas using our sitemap and user flow to guide navigation decisions. Several iterations were made before selecting our strongest designs to develop into wireframes.

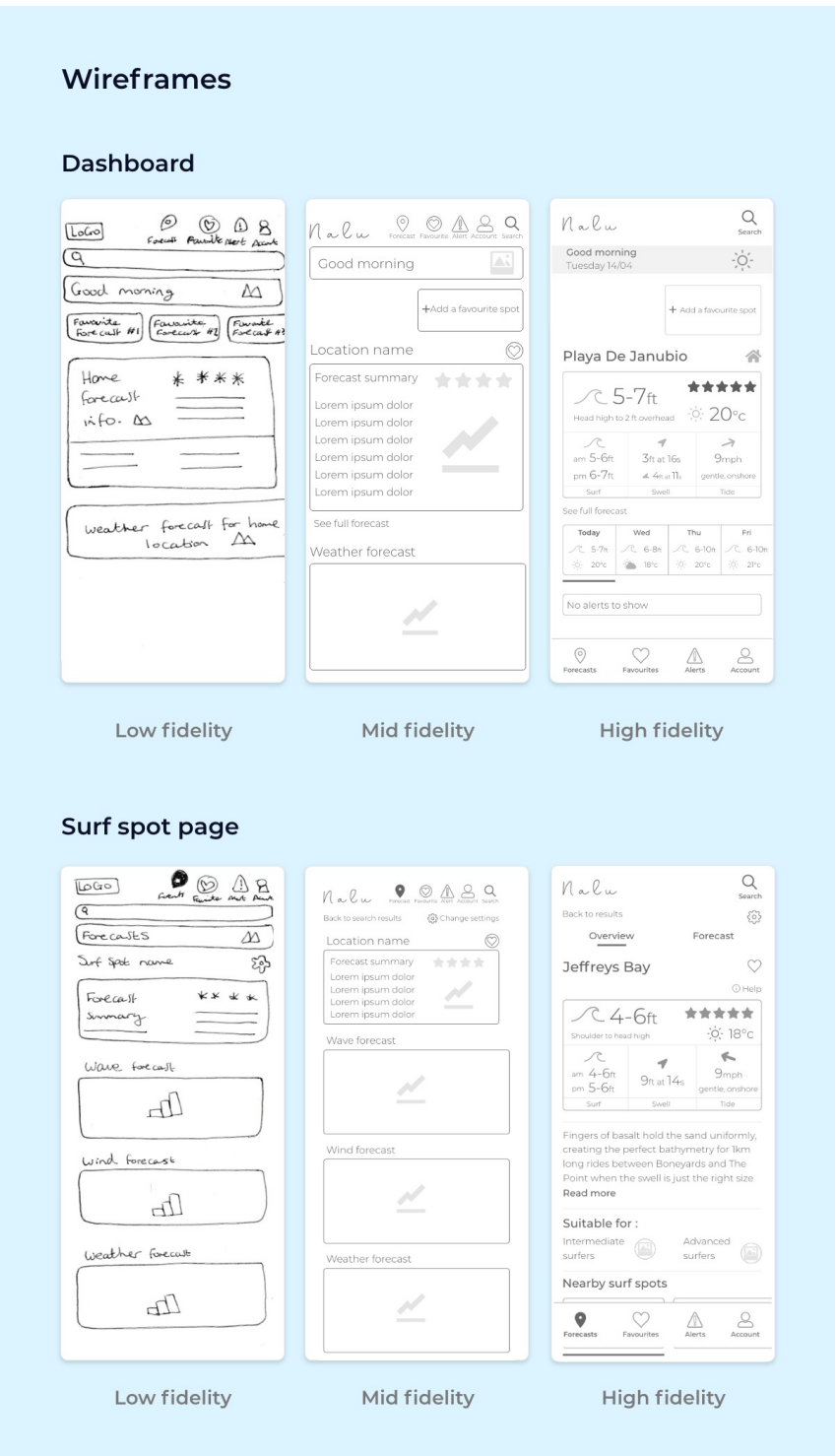
We made several iterations from low to high fidelity wireframes.

Dashboard

Between design iterations, we learnt what forecast information is essential for our target users. We designed a simple and condensed forecast which users could easily check to decide whether or not to surf today.

Surf spot page

We initially designed this page to only show forecast information. From user research we learnt that our target users enjoy seeing information about the location, nearby spots and if it is suitable for their experience level.



Project page

User testing

Test objectives

Can users sign up & set their preferences?

Can they search for a forecast?

Can they add a favourite a spot?

Methodology

In-person & remote tests consisting of:

a briefing, how to think out loud,

3 tasks then a debriefing.

Participants

6 participants who fit the Nalu persona were recruited from our personal networks.



Project page

Design iterations

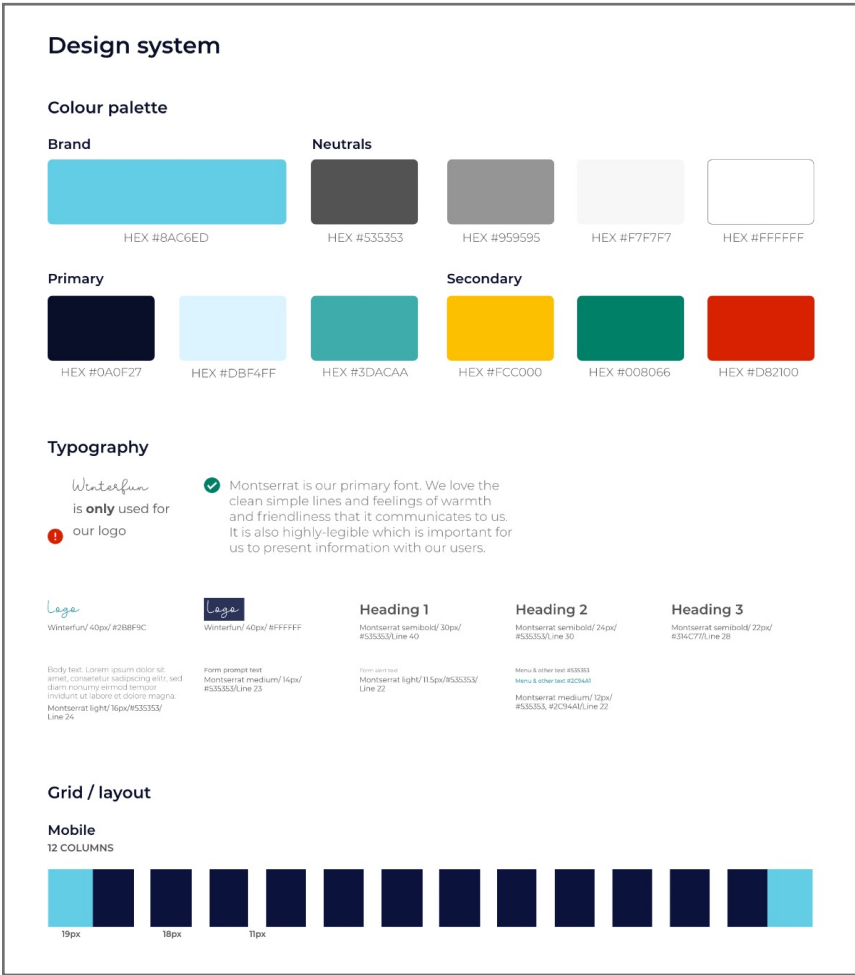
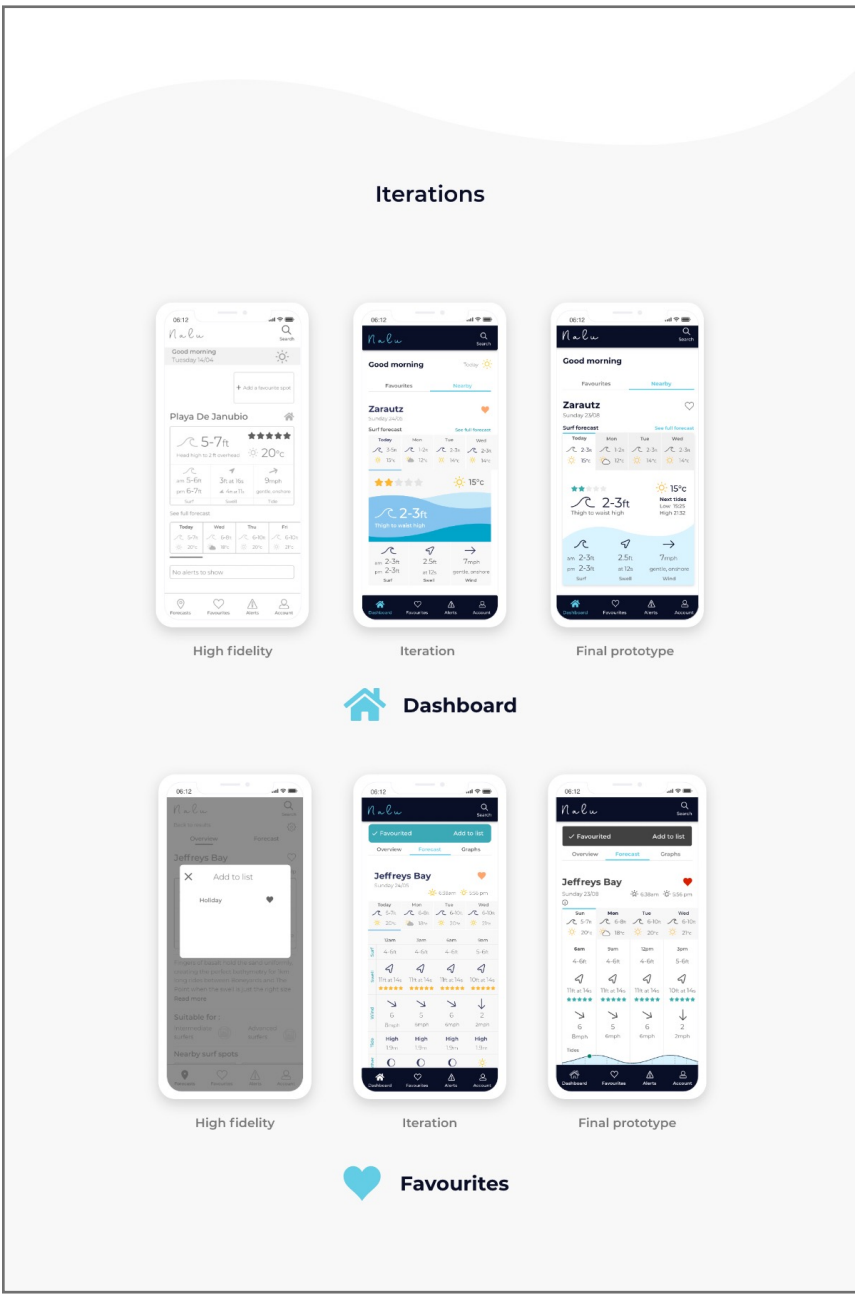
We made iterations to our prototype based on the most critical errors found from our test results.

Dashboard

All of our test participants were unsure how to return to their dashboard and none of them used the forecasts button. We decided to replace the forecasts button with dashboard as it is where most users would expect to find a home button.

Favourites

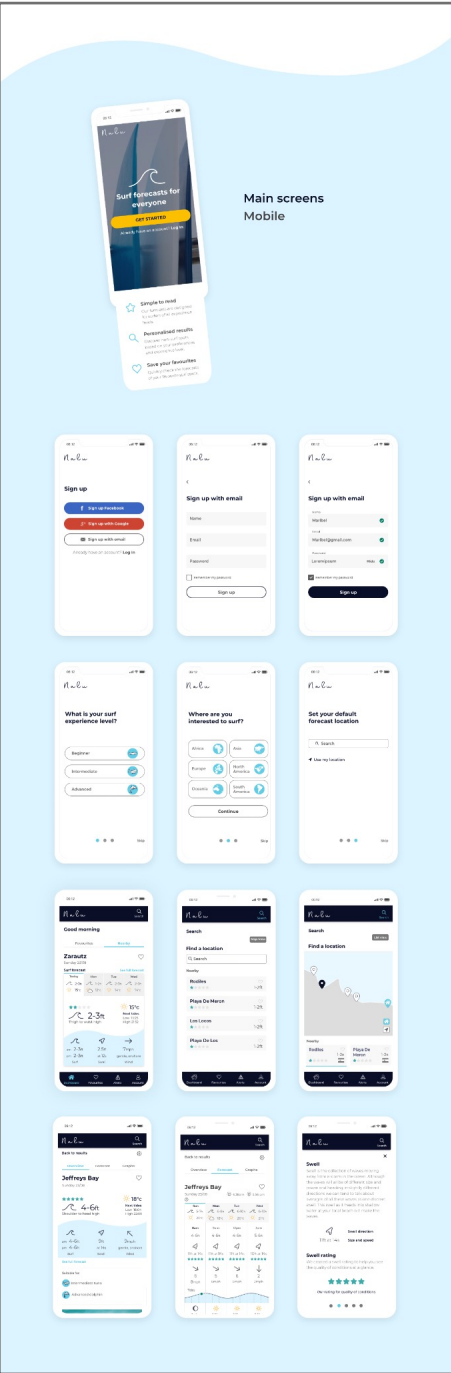
100% of users tested felt uncertain that their selected spot had been saved so we decided to add notifications for confirmation. They appear on screen for a few seconds to grab the users attention.



Project page

Prototype

[Insert link to clickable prototype](#)



UI

Colour palette

I selected the following colours for the pleasant associations they have:

Peach & pink – Joy, playfulness, femininity

White – Simplicity, cleanliness, goodness

Grey – Sophistication, formality, simplicity

Yellow – Happiness, positivity, enthusiasm

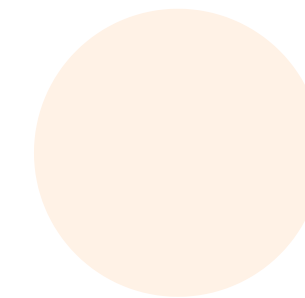
Typography

I have chosen to pair a serif and sans serif typeface for my portfolio site:

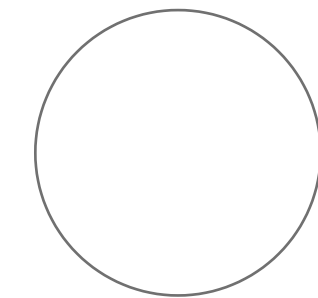
Playfair communicates playfulness and creativity to me, which I hope my design style also reflects. It will be used for headings to add a noticeable and pretty contrast to the body text.

Poppins' clean geometric font will be used for all body text. My portfolio site will be professional, friendly and pleasant, like a digital version of myself.

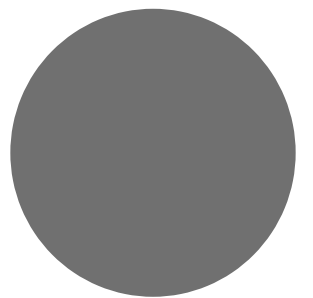
Primary



Hex #FFF2E6

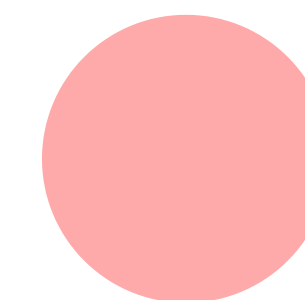


Hex #FFFFFF

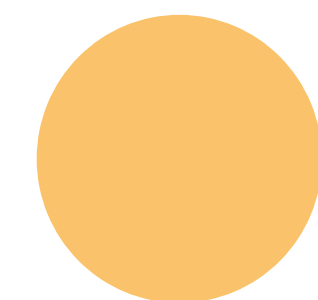


Hex #535353

Secondary



Hex #FFAAAA



Hex #FAC36B



Baldiva / Light / 16px

Headings & titles

Playfair Design / SemiBold / 35px / 45 line

Body text will be written in Poppins light font.

Poppins / Light / 26px / 40 line