

# **IM3180 Design and Innovation Project(AY2023/24 Semester 1)**

## **Individual Report**

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Group 2

PetHome

Throughout this semester, our DIP project PetHome was without a doubt one of the most time-intensive projects I have in this overloaded Semester. My contributions as a leader came mostly within the first half of the semester before my eyes got infected and I frequented the doctors for my eye.

I am glad to be a part of this 9-man team with special thanks to Zhi Ming and Hsin Kai who are crucial in providing assistance in managing the crew.

Our group started without an idea of what to do and ideas were floating everywhere with no actual commitments involved. Seeing the case, I decided to work on an idea that came to me when I was talking to my partner. I drafted out a concept and some research materials that bound 2 concepts that would never have been thought to come together. I decided that we should create a “Tinder for pets” But not for the dating scene. It was for the adoption scene. Our group felt like this idea was really well presented and was convinced that this idea was great. But we didn’t know what to do after conceptualizing of it. I figured that one of us had to lead and I suggested Zhi Ming to lead as I was going to be very busy but they felt like I would be more suited for it despite my tight schedule. I proposed splitting into 3 groups based on our individual strengths, where I had Hsin Kai lead the AR coding group and asked them to start development in week 3. I would mainly help with the design aspect and Zhiming would do more of the realizing of our design concepts.

I completed the Jira timeline after zhiming helped me set up the websites and split the workload in Github.

To start with the design of our mobile application I came up with a basic 8 page figma design that was later used by Zhiming, Duong, and I to finish up the final 28-page design. We had help from Gina and Dan for a few pages during this progress. I had the user persona and User journey map in mind and I guided my group mates to help me put it out on paper. I helped with the setting up of the

firebase data base, created the classes and different parents and attributes. I decided on the color scheme, the fonts and took the first few photos of pets for our initial database. Organized meetings every Saturday with deadlines and any on Wednesday. Created webpages using Android Studio and did the posters, the slides and helped to finalize the report. Fixed the bugs in google log in.

## Contributions:

Idea and Research

Splitting and allocating work to be done to the end of the project

User persona

User journey map

Fonts

Color theme

Designed the logo +Concepted the name

Designing the prototype

Wireframe

Prototype

Fixed google log in bug

App pages

Slides (#2,#3)

Poster

Report

## **Reflection on Learning Outcome**

### **J) Communication**

It was important to talk and understand everyone before allocating of roles. We had to understand their intent and strength as we do not want people to be stuck in roles they are not comfortable in. It was also hard to communicate abstract ideas during design as we all have different visuals and understanding of certain parts and this could cause a lot of misunderstanding. It was hard for me to keep up at the end when my eye infection got worse and worse throughout the semester and I was very glad that ZhiMing was still able to communicate and update me even though I wasn't able to see clearly during that 2/3 weeks. We have to find proper ways to communicate and it doesn't have to be through words. Sometimes Visuals are able to communicate a lot better to express my idea. I also learnt that someone has to start. I had to step out my comfort zone to try and be outspoken so that the team can be more cohesive together.

### **D)Design and Development of solutions**

It was key to firstly identify a direction. To see a flaw in a system and identifying it was not enough. We need to set a structure and put in the effort in research before we could decide and know what particular aspect of the problem we are targeting. Designing would require a significant amount of research, and competitor analysis was required. Without that, I would not have been able to have a clue on where and how to start with the design of our Application. The colour schematics and Fonts had to evoke a feeling of calmness and reliability as we do not want people to compulsively adopt pets. The user persona and journey map had to be mapped out and that is key for a User friendly design. After that I just required some manpower to help to replicate certain features and the solution could be developed.

### **k)Project Management**

Project Management was tough. The first few weeks of ideation and design all the way to prototyping was easy for me. I had enough experience within these fields and I was able to correctly identify their strengths and capabilities and allocated the right roles for them. We were in 3 groups, AR Group that HsinKai would lead, the Front end and design role which Zhi Ming and I would be doing .It was okay at the start, where most job scopes were clear and I am able to check on them every Saturday.

When we started to allocate tasks on Jira, and the actual coding started, I started to see a slow down in pace. I was being overloaded with work and due to the lack in experience in using Github and JIRA we had to consult our technological lead, HsinKai. We split work but there was rarely response on JIRA and the mobile pages were not being picked up. Saturday meetings became awkward when I asked for updates and I realize majority of us had no idea what was going on. It occurred then to me that project management isn't as easy as splitting workload and setting reasonable deadlines. Sometimes you need someone to push for stuff. I will need a lot more experience in coding for me to properly manage the project and be available not just in the fields I am comfortable in but everything. We needed a consultant that could provide aid when we run into coding issues and that is the case. I believe the deadlines I set was too slack and that might have been a reason why a lot of work was undone due to the procrastination.