

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

## **Individual Report**

Name: Tran Thuy Duong

Group No: 2

Project Title: PetHome

### **Contributions to the Project (1 page)**

As a contributor to the PetHome project, my role ensuring a harmonious fusion of functionality and design.

In the first week, we did our portion of contributing an idea for the project. Each of us gave 2 base applications and we all decided together. The final decision was Li Hao's idea of a Tinder pet version. We then later listed out key features for the app in order to portray it in Figma prototype.

The next 2 weeks follow by my contribution of making a fine-tuned Figma interface prototype of sign up, log in and swipe flow based on rough sketches of Li Hao. The rest including liked, chat, appointment management and user profile are crafted by me, Li Hao, Gina and Zhiming. Later then the group meeting was for a group review of the prototype for any adjustment needed.

My contribution extended to conceptualizing the design interface, emphasizing user-friendly navigation and an engaging visual aesthetic. Through brainstorming and refining design elements, I aimed to elevate the overall user experience and bring a distinctive charm to PetHome's interface.

During the app development, I helped by debug a specific in chat image showing, and refine the UI of the front-end coding in Android Studio.

Beyond the digital realm, I designed the project poster as a key marketing tool. This visual representation effectively communicated PetHome's value proposition and features, capturing attention, generating interest, and conveying the essence of the app to potential users and stakeholders.

## Reflection on Learning Outcome Attainment

Reflect on your experience during your project and the achievements you have relating to at least two of the points below:

- (a) Engineering knowledge
- (b) Problem Analysis
- (c) Investigation
- (d) Design/development of Solutions
- (e) Modern Tool Usage
- (f) The Engineer and Society
- (g) Environment and Sustainability
- (h) Ethics
- (i) Individual and Team Work
- (j) Communication
- (k) Project Management and Finance
- (l) Lifelong Learning

Point 1: UX centering design \_State the area (b) Problem Analysis

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My focus is to design the visual foundations and developing app flow. During the project, we need to ensure that the flow is easy to use and highlight our key features. We also need the app to perform as functional 'Tinder' but we want to add our own twist to it. Our first idea only included a swipe, log in and sign-up flow. But considering the user experience, we decided to add 'liked' for history interested pet, filter for pet preferences, in-app chat instead of Telegram/WhatsApp handle and many more. What I have learned to design a solution efficiently is to do comprehensive problem analysis. This also helped when I contributed a small amount of code to the in-app chat.

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Point 2: Technology adaptation and Poster design \_State the area (e) Modern Tool Usage

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We used a combined solution of the technology that we are familiar with and not. My contribution is started with Figma which is in my comfort zone, and Android Studio for front-end coding. I learned and adopted using GitHub, Jira and FireBase to do project management, debugging and quality assurance. My teammates helped with demonstrating us how to use Jira and GitHub as they had experience with those tools.

For the Poster, we first sketched out a draft by Figma and then I designed it finely using Adobe Illustrator, which show our brief about the app and methodology.

These multifaceted contributions were driven by a commitment to not only the technical aspects of PetHome but also its visual appeal, user experience, and marketability. Through collaborative efforts, I believe these contributions have played a vital role in shaping the success of the project.

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