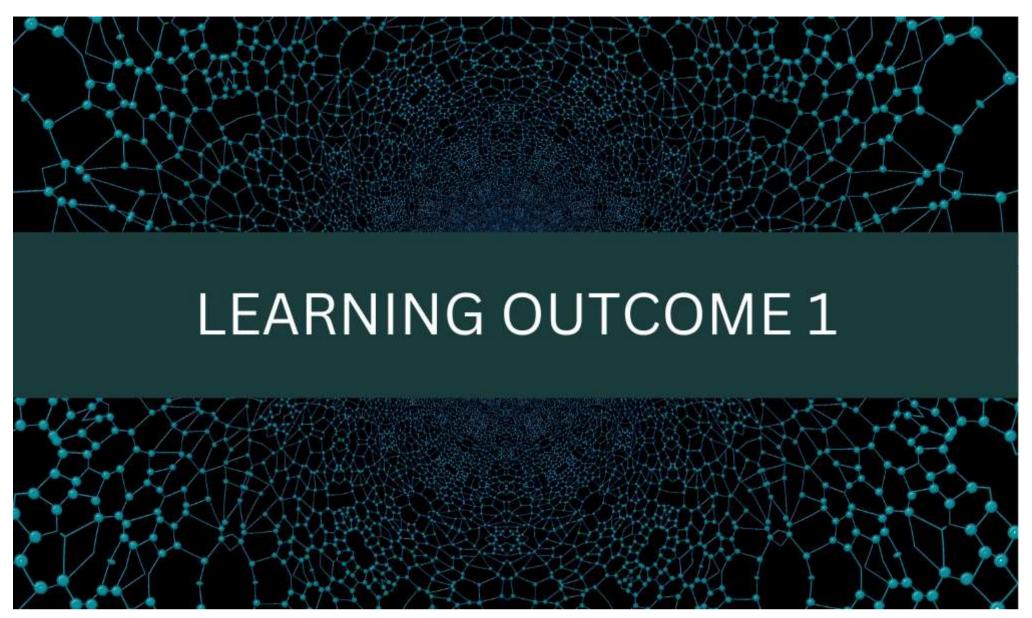
# **Learning Outcome 1**

Last edited by Rafeq, Mohammed M.S.A 9 months ago



Dedicated to perpetual learning, I channel my passion into creating interactive media products. Guided by user-centered design principles and visual techniques, I strive to craft engaging concepts. Embracing emerging technologies, I am on a journey to redefine boundaries and infuse innovation into every project.

# **Group Project (Pixel Playground):**

## Introduction:

In this project, my learning journey came full circle, beginning with primary research and culminating in an innovative concept presentation. Throughout, my focus was on user engagement, which led me to propose gamifying the website, an idea that was positively received by both my team and our instructors. This process taught me the importance of user-centric design and how gamification can enhance educational tools. It pushed me to think creatively and consider the users' experience beyond traditional methods. I learned that by tracking their progress through a visual element like a progress bar, we could motivate students and provide a clearer sense of achievement. Reflecting on these experiences, I recognize they have been fundamental in my professional development. Collaborating with my groupmates, addressing real-world design challenges, and receiving constructive feedback have improved my problem-solving and innovation skills. This, in turn, has prepared me to contribute effectively to the field of Media Design, where such competencies are essential. Moreover, this project highlighted the essence of teamwork in media design, as different viewpoints and skill sets converge to create a cohesive and user-friendly product. These insights are what I carry forward into my professional career, understanding that continuous learning and collaboration are key to success in Media Design.

### Phases of My Roles and Learnings:

#### 1. Planning and Strategy Phase:



As the architect of the project plan, I meticulously laid out the scope, timelines, and resources. This role entailed a deep understanding of the project's broad spectrum, requiring strategic foresight and detailed planning. Special for a group of six people, everyone should know what exactly is coming and what the most important things that everyone should do.

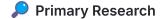
#### Project Plan

Team Charter Creation

Leading the creation of the team charter, I focused on defining clear roles and establishing robust communication strategies, fostering a collaborative environment, and ensuring team alignment with the project goals.

#### **Team Charter**

#### 2. Research and Ideation Phase:



As the primary researcher, I was instrumental in conducting comprehensive interviews and surveys. This role was not just about gathering data but actively seeking insights that aligned the project with both client and user needs. I delved deeply into understanding the user psyche and preferences, using both direct interviews and surveys to paint a comprehensive picture of our target audience's expectations and requirements.

#### Primary Research

#### Depth Learning:

This phase of the project was a significant learning curve for me. It improved my skills in conducting effective interviews and interpreting qualitative data. More importantly, it sharpened my ability to connect diverse pieces of information, transforming them into actionable insights. Leading this primary research effort, I was able to bring to the forefront the most pivotal findings, shaping the project's direction in a way that truly reflected the users' voices.

#### 😭 Lotus Blossom Diagram Utilization

My role in facilitating brainstorming sessions using the Lotus Blossom Diagram was crucial in driving the team towards innovative solutions and ideas. It was a process that enhanced my ability to manage creative thinking and problem-solving collaboratively.

Comment section to share/ask questions	Marketing	Social media presenting the lab	A clear hierarchy in the website	User testing	A/B testing	Manuals with difficulty from beginner to advanced	Made with Visual Paradigm For non-commercial use	
Platforms to share creations	Connect with students that will be using this in the future	Meetups for creators	Simple design	Intuitive design	Consistent lay-out	Long & detailed video tutorial	Tutorials	Text tutorial with images
Open House of the campus for an introduction of the lab	Hashtags/trends for people to join in on	Assignments that make student group up and use the lab	Use of categories	Responsive	Easy to navigate	Step-by-step instructions	Short Video tutorial	Text tutorial
FAQ	Bulletpointing problems	Planning meetings	Connect with students that will be using this in the future	Intuitive design	Tutorials	Primary Research	Secondary Research	Descriptive Research
Implementing teacher feedback	Asking advice from teachers	A place to find the help from the teachers related to the video lab	Asking advice from teachers	Student don't know how to use the virtual production lab	Do research on what the best way of teaching and learning is	Competitor Analysis	Do research on what the best way of teaching and learning is	Experimental Research
Forum	List of teachers that are experts of the video lab	A time to find the help from the teachers related to the video lab	Learn from other competitors	Teaching them without them losing focus	How people go through tutorial websites.	Case studies	Content Analysis	Quantative Analysis
Competitive analysis	User test	CMD: Best, good and bad practices	Short intro	Visuals for learning	Don't make it too fast paced	Search by keywords	Filtering	Search bar
Competitors' customer reviews	Learn from other competitors	CMD: Trend analysis	No ads in between	Teaching them without them losing focus	Be direct	Scrolling	How people go through tutorial websites.	Catagorizing
CMD: Observation	CMD: Online analytics	Research	Make it interactive	Clear instructions on what to do	Summary at the end	Drop down summary of index and contents	Contact/Footer	Reliability

# 3. Design and Prototyping Phase:

#### Design Document:

In our project, we focused on enhancing the user experience through usability heuristics, particularly emphasizing User Control and Freedom. My role, pivotal in this aspect, involved designing and implementing key features to ensure user autonomy and ease of navigation. Key contributions included:

- 1. Developing an intuitive and well-structured navigation system, complete with clear labels and a search function for content accessibility.
- 2. Maintaining consistent website layout and design to aid user predictability and interaction.
- 3. Enabling features for saving progress and resuming activities, adding to user convenience.
- 4. Implementing secure logout options and account deactivation for user privacy.
- 5. Integrating confirmation dialogs to prevent irreversible user actions. Ensuring website responsiveness across various devices for seamless access.
- 6. This process involved extensive research, collaboration with team members, and incorporating feedback to refine and optimize these features, aligning with best industry practices.
  - **Design Document**



My initiative was key in the sketching test phase. I suggested that we sketch versions of our website on paper, basing our designs on the comprehensive user information gathered. This collaborative approach led each team member to create individual sketches, which we merged into a collective design. This was not a one-off activity; we iteratively tested these sketches with users, refining them based on feedback until we arrived at a design that truly resonated with our target audience. The final sketch was again tested with users, ensuring that what we had developed was not only based on our understanding but also real user validation.

**sketching Tests** 

#### Depth Learning:

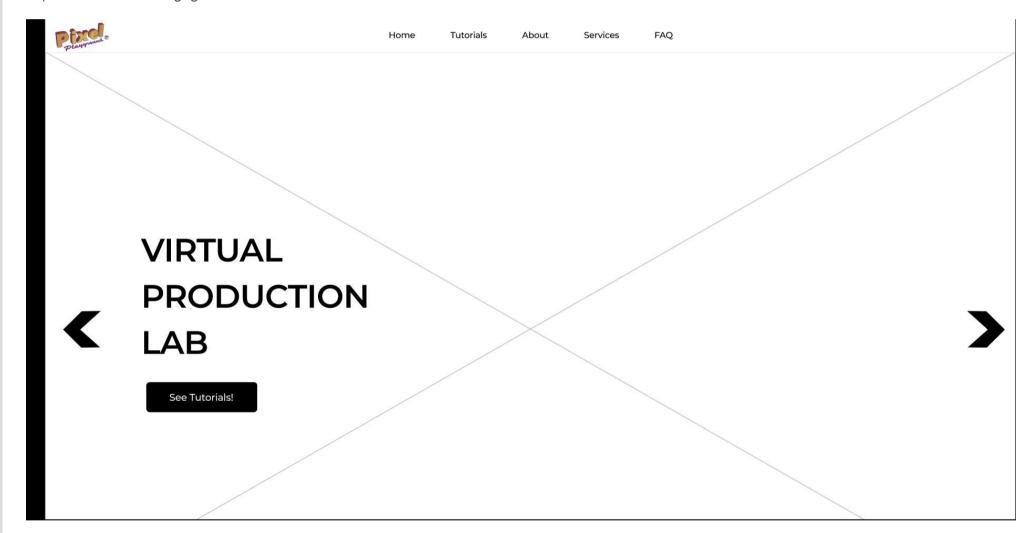
This process was invaluable in teaching me the importance and effectiveness of collaborative design and iterative user feedback. It showed me how integrating diverse perspectives could lead to a more comprehensive and user-centered design. Importantly, my suggestion for this approach helped us save significant time and resources. By iteratively refining our sketches based on user feedback, we were able to move more confidently and quickly in our design process, ensuring that the final product was both efficient and aligned perfectly with user expectations. This experience underscored the value of user involvement in the design process and has equipped me with a robust approach to user-centric design practices.

#### Figma Prototype Development:

In this crucial phase, I led the development of high-fidelity prototypes in Figma, focusing particularly on creating the homepage. This task involved a detailed and user-focused approach:

#### Designing the Homepage:

Based on the insights gathered from the final sketch and user testing, I was responsible for designing the homepage in Figma. My decision to use a black-and-white color scheme was strategic, aimed at ensuring the website was clear, easy to navigate, and comfortable for the eyes, especially important for users engaged in tutorials.

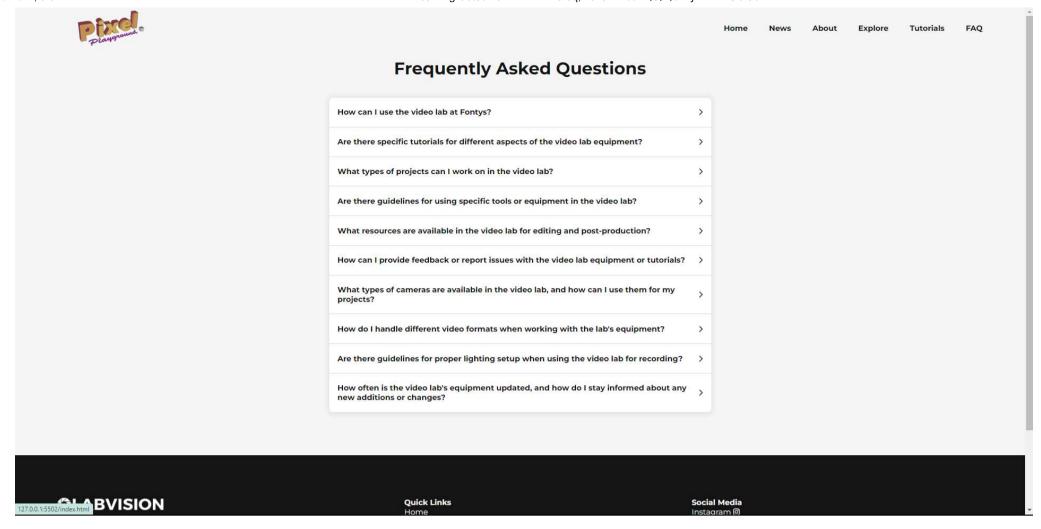


### 🔁 Integration of User and Client Feedback

Post-design, we conducted extensive testing with our client and users. This was a critical step to ensure that the website met the actual needs of its intended users. One significant piece of feedback came from our teacher Josh, who suggested removing the contact form from the homepage. Josh pointed out that direct contact was not preferred by teachers.

#### Implementing Solutions Based on Feedback

In response to this feedback, I proposed the inclusion of a Frequently Asked Questions (FAQ) section instead of a contact form. The FAQ was designed to address common issues and provide solutions, thereby reducing the need for direct contact. This addition was aimed at enhancing user self-sufficiency and ease of use.



# Finalizing the Prototype

After multiple rounds of testing and feedback incorporation, we refined the Figma prototype to its final form. The addition of the FAQ section, along with other user-informed changes, significantly improved the homepage's functionality and user experience. The final presentation to the teacher received positive feedback, particularly regarding the inclusion of the FAQ section, which was well-received by both users and the client.

Through this phase, I advanced my skills in digital prototyping and user interface design significantly, learning to balance aesthetic choices with practical user needs and feedback. This experience highlighted the importance of iterative development and responsive design in creating user-centered digital products.

• Figma Link

#### **MoSCoW Methodology Application:**

My Role: Implemented the MoSCoW methodology for task prioritization.

Learning: Mastered prioritization, a critical skill for complex project management.

MosCoW Method Template (1)

#### **User-Centered Design Tools Application:**

My Role: Orchestrated the creation of affinity diagrams, user personas, and empathy maps.

Learning: Improved data analysis skills and deepened understanding of user-centric design principles.

Persona:

# **PERSONA**



Quote

## Info

**Nationality:** Dutch Income: €450,-

**Education:** ICT, Media & Design

Age:

**Hobbies:** Drawing & Photography

Place of Residence: The Netherlands

Pets:

2 parents, older sister Family:

## Biographic

Calvin enjoys drawing and photography, which is one of the reasons why he is really interested studying media & design. Since he is enrolled in the profile media & design, he is very intrigued about the workings of the video lab which Fontys has. He would love to experiment with this.

Due to the lab being new, he would like to experiment but all the new, expensive and fancy equipment scared him off a little. So in order to get into it without being to overwhelmed he would need a website to

With his creativity he has a lot of ideas but the thing that's holding him back is him not being able to confidently navigate through the lab and use is properly.



# **Brands**





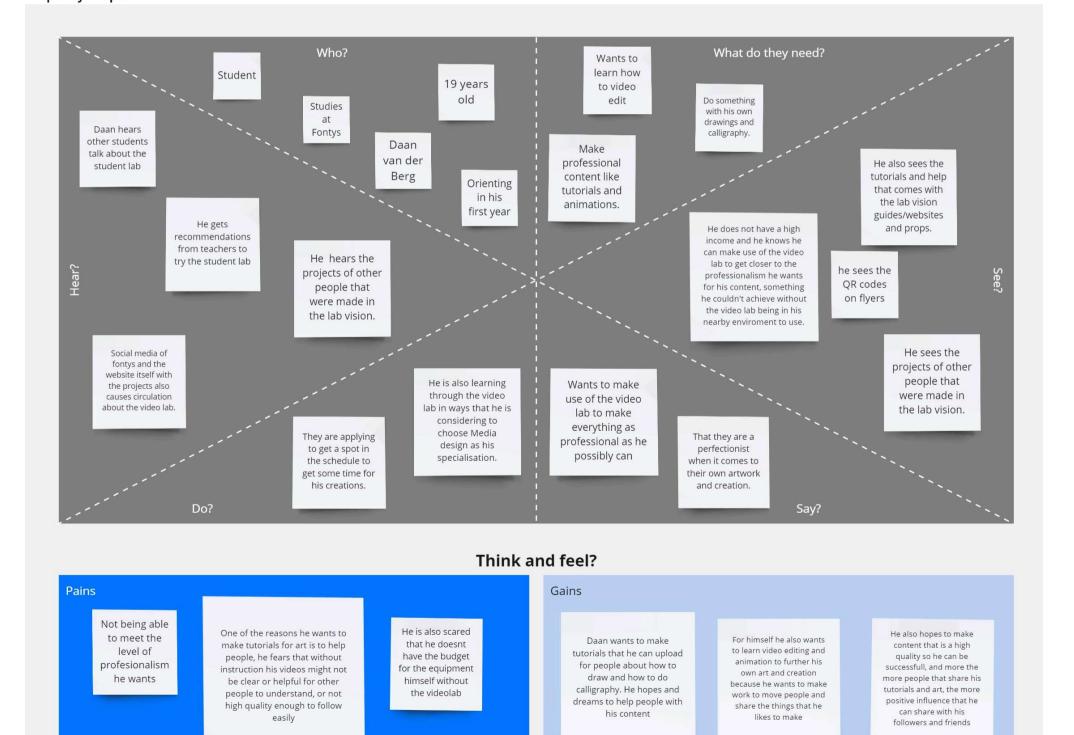
#### Goals

- Getting a bachelor degree in Media & Design
- Getting all the potential out of the video lab and show my creativity
- To use the video lab independently and confidently

#### **Frustrations**

- Tutorials can be too fast paced.
- The tutorials can be very tedious.
- Tutorials can be boring and not visual
- The ads in between tutorials can be very

#### **Empathy maps:**



#### **Affinity diagrams:**

Affinity Diagram (1)

#### **Customer Journey:**

Customer Journey

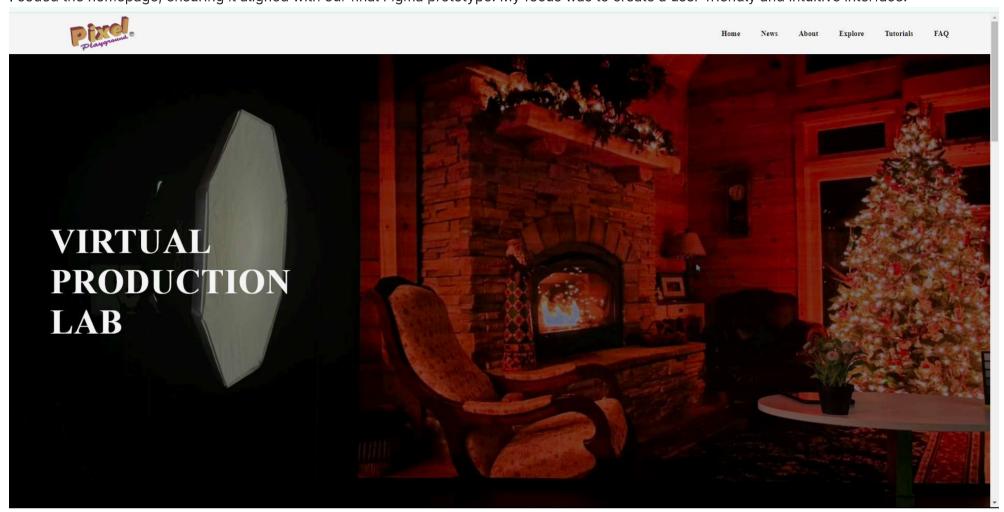
# 4. Development and Execution Phase:

**Development Phase:** 

In the Development Phase of our project, my role was centered around creating the homepage of our website. This task involved several key responsibilities:

1. Homepage Development:

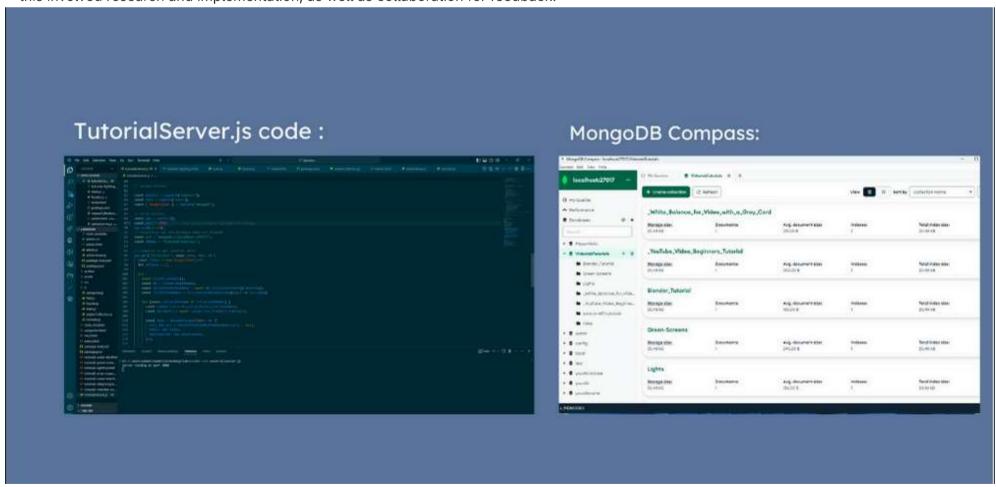
I coded the homepage, ensuring it aligned with our final Figma prototype. My focus was to create a user-friendly and intuitive interface.



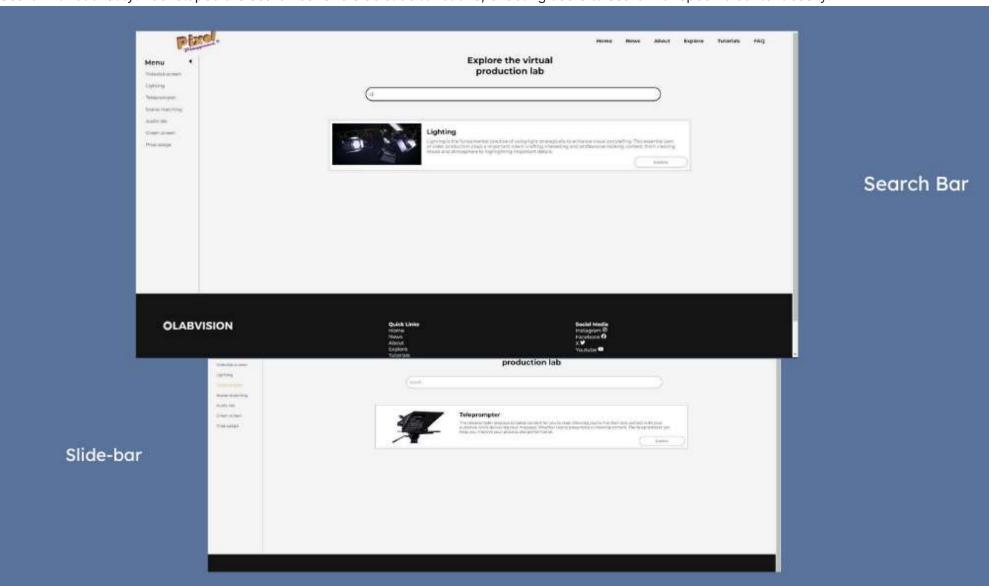
2. Core Features: The homepage featured a responsive design, static colors (black and white), and general information about Pixel Playground. Key elements included recommended tutorials, the latest news, and a dynamic database.



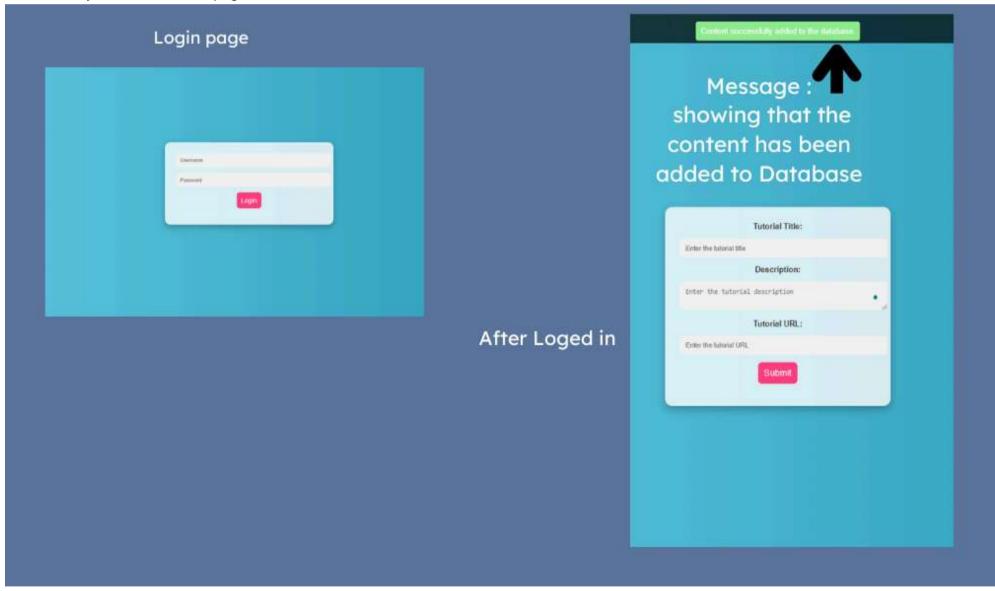
3. Database Backend: Responsible for the backend of the database, I worked on automatically displaying tutorials from the database onto the webpage—this involved research and implementation, as well as collaboration for feedback.



4. Search Functionality: I developed the search bar and side slide functions, enabling users to search for specific content easily.



5. Admin Page Creation: I created an admin page, exclusive for teachers to upload new tutorials into the MongoDB database. These tutorials were then automatically added to the webpage.



6. Documentation: All functionalities and their implementations were detailed in the readme and the advance report for clarity and ease of use.

Through this phase, I not only enhanced my web development skills but also ensured that technical solutions were perfectly aligned with the design aesthetics and user needs.

## Advice Report Preparation:

In preparing the Advice Report for our project, my role was integral in detailing how the database functions and guiding teachers on using the admin page for uploading new tutorials. This responsibility involved a thorough understanding of the backend processes and user interface design. My work was focused on making sure the report clearly explained the database mechanism and the tutorial upload process, ensuring that it was accessible and understandable to teachers. This task significantly enhanced my skills in strategic communication and technical documentation, proving essential for effectively conveying complex technical processes in a user-friendly manner.

#### Advice\_report

#### Conclusion:

This project was a comprehensive learning experience, significantly contributing to my growth as a professional. Each phase presented unique challenges and learnings, molding me into a skilled, empathetic, and strategic designer. Equipped with these experiences, I am now more prepared than ever to tackle future projects, especially those focusing on community engagement and user-centric solutions.

#### UCD:

- 1. Passions-ideas
- 2. Passion Project
- 3. <u>Transportation-application</u>
- 4. Online-Store
- 5. Eye-Tracking
- 6. Group Project

#### FED:

- 1. Product Page
- 2. Smart Watch
- 3. Pokemon
- 4. The Matrix Intro
- 5. Weather App
- 6. Group Project

# **Media Production:**

- Poster
- <u>Moodborad</u>
- <u>Podcasts</u>
- Blender Projects

# **Group Project:**

• Group Project