UX Study - From frustration to innovation

Floor and Wall Visualization

UI/ Design | 2 Months | 6 Members

Apple Developer Academy @BINUS

Fondasi

Empowers users to explore a wide variety of materials available on the market and visualize how they will look when fully installed in their own spaces in real-life settings instantly.

Our Journey

The Spark of Inspiration

It all began with a casual conversation with friend who were renovating her room. From that conversation our team find some interesting points

> They wanted to save costs by sourcing materials themselves

> The process of finding the right materials turned out to be a nightmare

Frustration Part

From those finding, our team start to do more interview to some friends that renovating their home or room.

We start with 3 our close friends, and this is what they tell us

Val

- Lacks confidence in store workers to understand specific needs, so she chooses to search for materials herself.
- **Carrying heavy samples** to multiple stores is exhausting, time-consuming, and costly.
- Believed she found the perfect match, but once installed, the materials **didn't align with her vision**.

Thoy

- Initially trusted workers to purchase materials, but after receiving the wrong items, decided to handle material shopping personally.
- Often **struggles to find specific materials**, as store availability is limited.

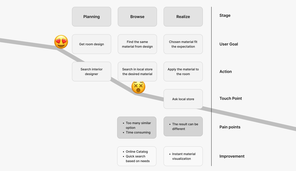
Hend

- Searches for materials personally to **stay within budget**.
- Thought the wall paint color was a good match, but it **didn't look right after application**.
- **Traveled long distances** between stores to find the perfect material.

Users face challenges in sourcing the right materials for their renovation and the inability to visualize the outcomes.

Defining the core experience

Before defining the idea, our team took a user-centric approach by mapping out their journey to better understand their experiences and challenges.



User Flow and Information Architecture

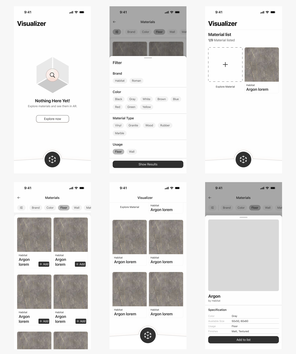
After mapping the journey, I defined actions and information in a flow to discuss feasibility and potential challenges with the development team.

Wireframing the browsing material screen

In this part our team decide to break the screen into 2 main screen, the home part and AR part. I do take most of home part. And this is my work

High-fidelity

After the team agreed with the flow and wireframe, I start to design the screen and make handoff pages to make sure the developer know the flow and component detail easily



Handoff to developer

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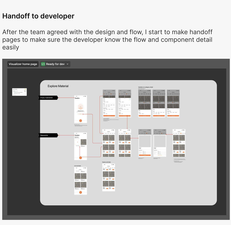
Visualizer Home page
Ready for dev
Explore Material
Material Detail
Material Detail
Material Detail