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| **SOUTHERN CROSS UNIVERSITY** |

**ASSIGNMENT COVER SHEET**

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Please complete all of the following details and then make this sheet the **first page of each file of your assignment – do not send it as a separate document.**

Your assignments must be submitted as either **Word documents, text documents with .rtf extension or as .pdf documents**. If you wish tosubmit in any other file format please discuss this with your lecturer well before theassignment submission date.

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| --- | --- |
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| Unit Name: | **Designing the User Experience** |
| Unit Code: | **PROG2006** |
| Tutor’s name: | \_\_\_\_\_\_\_Dr Golam Sorwar\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Assessment No.: | \_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Assessment Title: | \_\_\_\_\_\_Clever Fox and Foolish Crow\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Due date: | \_\_\_\_\_\_\_\_\_\_04/10/2024\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Date submitted: | \_\_\_\_\_\_\_\_09/10/2024\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Declaration:

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| Signed:  (please type your name) | \_\_\_\_\_Ritesh Kumar Shah\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Date: | \_\_\_09/10/2024\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**[Clever Fox and Clever Fox]**

**Design Documentation**

By [Ritesh Kumar Shah]

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# Concept Paper

## Introduction

This eBook is based on assignment 2 storyboard on “The Clever and Foolish Crow”. This eBook aims 5 to 10 years old children. With interactive content of animations, visuals, colors, sound, it makes reading fun to children. The story has valuable moral lessons about the dangers of pride, making it entertaining and educational experience. as looking at the growing demand for learning tools, this eBook is designed to provide better reading experience.

## Updated sketches and details

Some of the changes that I made from last project includes:

1. The fox and crow have been updated with more vibrant colors to make them visually appealing to young readers.
2. Navigation buttons has made a lot easier for easy use.
3. Better animations and sound has been added in all pages.
4. Background seems really good which bring story to life.

(all of the picture were created from Canva)

## Evaluation Form and Feedback

Tutor suggested me to justify design choice and UX with references as UX principles was lacking depth. By expanding media elements with overall matching theme will justify the eBook. More use of elements that directly target 5-10 age should be used. More focus should be placed on engaging users through interactive elements.

Peer suggested was also similar with tutor. They told me to focus on visual effects to make it more attractive for children. Add easy navigation button for them to use.

## Link to GitHub and itch.io

*Place your GitHub (or OneDrive or Dropbox for example) and/or itch.io links in here if you decide to prototype your designs beyond the documentation. Make sure your GitHub project is public as often the links will not work if the project is set to private.*

GitHub: https://\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Itch.io: https://shahritesh.itch.io/assignment-3-unity

## Module Journals

**Module 1**

**Explain your understanding of UI best practice**

**Now that you have a better understanding of what constitutes UX design, explain in your own words the difference between UX and UI.**

user Experience (UX) is all about user experience while using product. It focuses on easier use of product. and provides overall experience. improvising user experience is important thing to most of the organization. UX is all about making things work well. UX is concerned with solving problems and creating easy and smooth interaction in a product.

User Interface (UI) is about how the product looks. it focuses on design such as button placement, fonts, color scheme, icons and the layout

of the page. UI ensure that user is enjoying the journey.

**Research some applications and websites that may be like the theme of your application. Using these for inspiration, for each of the following, briefly describe how you might consider these in your storybook application design:**

* **layout**
* **navigation**
* **conventions**
* **graphics**
* **text and**
* **colour**

**Make sure to include the sites you visited in your answer. Next week we will be looking at creating mood boards from the sites we visit to gain inspiration.**

Layout: the design will focus on visual narrative with a simple layout ensuring focus remains on the story. Inspired by "the Boat" as it uses clean simple visuals to guide reader through the story. Dribble (https://dribbble.com/) has really good use of animations, visuals with keeping layout minimalistic.

Navigation: The boat has smooth scroll down navigation to read whole content, which makes it really easy for user to enjoy the content without any complexity. But for my story book, i will be suing button to move from one scene to another. icons and buttons are visible to the user

Conventions: This will follow standard UI conventions such as icons and buttons.

Graphic: The Boat has excellent graphics. This eBook has bring story to the life by adding similar color as happened in real life. I will be taking inspiration from The Boat.

Text and Color: My story book will have very less text and more focus on visual to make story interesting.

**Choose one of the websites from the previous activity and briefly describe your user experience using the website.   Remember, there are no wrong answers here. Your UX can be bad or good or even neutral. For example; you may talk about color, text, layout**

I chose The Boat (https://www.sbs.com.au/theboat/)

Layout: Clean, with a focus on immersive storytelling. It guides the user through content in a pretty structured manner with no distractions. The story comes into focus while elements at the periphery are at a minimum. This actually heightens the reading experience, keeping me engaged with the narrative.

Navigation: Its navigation is very intuitive; all the user has to do is scroll down to progress through the story. On the right-hand side, links to different chapters are provided so that one can easily jump to those sections. Navigation is, therefore, smooth and direct, meaning that any reader would not get confused moving through the story.

Color: A dark, atmospheric color palette calls up feelings of immersion. It sets the tone well for much of the more serious and dramatic story elements. The background colors work well with the visuals, in support of the mood, without overpowering any of the text or artwork.

Text: The text is clear and readable. The choice of a simple sans-serif font doesn't take away the focus from the story. Font size is decent for long-form reading. Visually broken-up text brings comfortability to the pace of the story. There's also text and background contrast to keep readability clear.

Overall, The Boat was a positive experience. Its design and layout worked well with the visuals in it to create an engaging, smooth read/narrative. Gentle motion in its navigation and its use of color and text worked to provide a seamless reading journey.

**Module 2**

**Design thinking**

**In your own words, write down your understanding of Design thinking. How do you think you might design your prototype for your Assessment 2 project using Design thinking? You only need to write a small paragraph and you don’t need a lot of detail unless you want to. Just be mindful that you have only 1000 characters to work with (100 to 200 words).**

User centered which focuses on solve problem, key concepts is known as design thinking. Its deeply understand user's need and create solutions as a prototype to test ideas. In assignment 2, I will apply design by understanding my target audience. I will create a prototype to see if it'll work or not.

**In your own words, write down how you might identify personas for your design project. Identify one persona and create a quick User story for that persona. Be mindful that you have only 1000 characters to work with (100 to 200 words).**

To identify personas, i will gather information on my targeted audience through surveys, and observations. My niece love art while reading books, So as her point of view, i will only read eBook that has a lot of art. So, i will have use a lot of art in my eBook to get loved by targeted audience. this will bring life to story for them.

**Write down three advantages of prototyping. Write down three of the potential problems that could be encountered when prototyping a product: How can these problems be overcome? Be mindful that you have only 1000 characters to work with (100 to 200 words).**

Advantages of Prototypes are:

1. it allows early feedback, this helps a lot for design to understand.

2. It improves design process, make adjustment, add or update features before final development.

3. communicate ideas between team before publishing.

Potentials problems:

1.working on few feedback might be nightmare, as it goes against the orginal planned, might have to start again to add that feedback.

Solution: clear definition of objective

2. Creating multiple prototype will take a lot of time and can take a lot of resources. Solution: focus on first few prototypes to test quicky.

3. Feedback can be bad, leading to confusion.

Solution: Conduct feedback with targeted audience.

**Write down ideas you may have for your theme for the key elements of your application: colors sound fonts background icons theme other notes Be mindful that you have only 3000 characters to work with (430 to 750 words).**

The overall theme of the based-on target audience 5-15 years old.

Colors: A lot of use of green as a primary color, My theme is based on forest, nature and other wild life. Bright and Vibrant color to add life to the story.

Sounds: gentle, charming music will be used a background to create reading experience. Sound effects such as button click, page change and other sound like bird chirping, soft wind, deer running to enhance the storytelling.

Fonts: A playful font like San-serif for titles for main font to bring life to story. For body text, clean and easy to read serif font for story to have playful joy.

Background: Forest, sky with clouds in most of the scene. Bright sunny day with moving clouds and deer group in the background. This will bring joy and life to the story. and will create immerse joy to the readers.

Icons: Interactive icons for navigation to enchain user engagement. And these icons will follow the same style and color in all the scene to create look thought the story. Other notes:

1. Maintain simple UI layout which allows children to navigate easily. Large button with distant color is game changer for young users.

2. Animations like, cloud moving, deer running, monkey climbing or swinging in the branches, birds flying in the sky, slow sun moving from 9 quatrer to 11 quarter, these things will bring life to the story.

3. Story Progression indicator: chapter markers or progress bar to show how far they are in the story.

4. multilingual Language support: this feature will help a lot to someone who wants ti read in their own language.

5. Offline: User could download stories for offline reading.

With these additional notes, we can further enrich the user experience.

**Module 3**

**User-centered design This week, you have learned about accessibility. In your own words, explain how you have implemented a user-centered design approach to your project.**

In my project, i used user centered design (UCD) approach to focus on accessibility. First I started identifying the needs of my targeted audience who were 5-15 years old. Then i used highly contrast background color and text for reading, intuitive navigation, suitable font, interact with the layout with the eminent principles of navigating through keyboard and use alt text for finding out the images. Lastly, as the goal of the other website or product maker the goal for this is same that the user can have high quality of user experience without having any obstacle while they go through of it.

**Copy and paste the link to your survey here!**

There is no link for the survey made for this project.

**Create 4 questions you want other testers to answer to rate/test your project. These could be as simple as: Do you believe the app considers white space? The colors in the app were designed to mimic a "cool" or "cold" feeling. Did the colors on the app enhance your experience by making you feel cold or cool? Were you able to navigate to the other pages easily? Was it easy to work out how to navigate through the app? Did you understand the purpose of the icons the app uses for social media? These are just to name a few - You may use one or two of these, but make sure to come up with some of your own. You should consider things like graphics, color, design patterns, layouts, navigation, icons and anything UX related.**

1. How effectively did the use of white space in the app enhance your reading experience? (Scale: 1-5, with 1 being "Not at all" and 5 being "Extremely effective")

2. Did the color scheme of the app contribute to the overall mood and tone of the content? Please explain your feelings about the colors used. (Open-ended response)

3. How intuitive did you find the navigation within the app? Were you able to locate all sections without confusion? (Scale: 1-5, with 1 being "Very confusing" and 5 being "Very intuitive")

4. Were the icons used in the app clear and meaningful? Did they help you understand their functions easily? (Scale: 1-5, with 1 being "Not at all clear" and 5 being "Very clear")

**Module 4**

## **Human psychology**

**This week we have learned about human psychology and how it can impact on the design choices we make. List the two main types of memory and then in your own words, how does your design take into consideration the following aspects of human:  
memory  
cognition and  
perception?  
Finally, in your own words, explain how an app may cause "cognitive friction" in their users?**

In human psychology, and by extension, design, the two key varieties of memory are short-term and long-term. Short-term or working memory temporarily holds information to be immediately processed and manipulated. Long-term memory keeps information more permanently for later recall of facts, experiences, and skills learned.  
  
With these aspects of human memory, cognition, and perception in mind, herein are the ways I considered them in designing my application:  
  
Memory: I have tried to minimize cognitive load, making the key information salient and memorable. For example, consistency in the terminology and visual elements would be helpful in letting users solidify their learning and easily remember how to reach other parts of the application. Doing so also minimizes the number of choices on every screen by using icons familiar to the users so they can rely on previous knowledge rather than memory.  
  
Cognition: I considered the way users process information in designing the application by using clear instructions and feedback. The interface is logically laid out such that a user would walk through tasks in a manner that makes it difficult to get confused. Moreover, recognizable patterns and familiar layout allow users to create a mental model of how the app works, thereby paving the way for smoother interactions.  
  
Perception: I applied some factors of Gestalt psychology, such as proximity and similarity, in developing a visually transparent design that groups related elements together. White space and effective colour contrast increase clarity of vision, making users notice and understand the on-screen information much faster. Refining the layout was a way to reach an easy flow that would completely meet users' natural tendencies when it comes to scanning and understanding visual information.

**This week we also learned about designing for different platforms. In your own words, explain how your design might be impacted by the screen sizes of different devices. How might you overcome these challenges or how did you overcome these challenges?**

Designing for a variety of platform affects the user experience due to different screen ratio. Mobile has different screen ratio and pc, monitor has different screen ratio. Mobile has small screen, designs are easy to make by reducing few renders over there. Simple navigation ensure user can easily access key features. I chose responsive design to allow screen size adjustment layout. Moreover, button and text will scale according to the design and visuals will be same without any issues.

**Module 5**

**Interface and feedback Thinking about what you have learned this week, describe how you might update your design to try and improve user UX based on interface features like navigation, look and environment. Has your design changed since learning about the different types of feedback and feedback channels? Either way, explain why or why not your design has changed.**

This week, i learnt about the features of an interface and its feedback. It plays crucial role in bringing enhance user experience. I would go ahead to make navigation easier and user friendly. Adding a sticky navigation bar that doesn't disappear while scrolling will improve user interface. I might change or adjust colour. and topography to create a appealing look which matches with story. Using high contrast colours can help important elements stand out. Value of feedback is important for design. this emphasised on need of user experiences.

Module 6

**Investigate a single AR or VR technology prior to the year 2000. In your own words, research and explain how this AR or VR technology has made an impact on current technologies.**

One of the first VR technology was developed before 2000 years as Virtual boy launched by Nintendo. It is one of the first customer grade virtual reality devices, which was made to enable people to view 3D graphics. It had a lot of features such as red LED screen to provide depth perception. this allow users to feel like they were inside the game. Though it had hard time in commercial due to technical limitations, such as uncomfortable design and lack of colour. Moreover Virtual boy demonstrated early consumer interest in 3d experiences. It highlighted the need for more advanced motion trending, better displays.

## Link to Reflective video

Here is the link for the PowerPoint presentation of the assignment.  
<https://youtu.be/NlOnGjePeuo>

# Updated Functional Specifications

## Updated User Interface

For the story “The Clever Fox an Foolish Crow”, we made some changes on improving visual graphic, user experience. update on home screen, buttons, background, animations. All of them will be disccues in next topic.

## Updated Storyboards

**Title**: Home Page **Frame ID**: *Home*

**Dimensions:**

**1920 x 1080 pixels**

**Media Used:**

**Images: Background image of a forest with birds, trees and animals.**

**Audio: Light background music with nature sounds (birds chirping, soft breeze, and many more sound).**

**Background**:

A scenic of a forest with a tree in the centre where the story begins. Subtle animations of birds flying occasionally in the background. Deers eating grass in most of the scene with few animals such as elephant, giraffe and fox sleeping on the side.

**Content:**

**Title: The Clever Fox and Foolish Crow**

**Body: Some typical forest with hill on background. Animals eating grass, Fox can be seen on right side trees taking a nap.**

**Description (purpose / objectives):**

1. The main home page serves as a landing page where user find out the beginning of the story.

**Animations:**

Birds are flying in the background.

**Scene 2**

Dimesion:

1980 x 1080 pixels

Description:

Crow found a piece of cheese on a ground. He took the cheese and flew to a tree.

Background: hilly forest with slow cloud moving, Elephants, deers eating, Fox is sleeping on the corner of tree.

Animation: Elephant is walking following the trail. Cloud is moving.

Media Use: Elephant sound.

## Final Media List

|  |  |
| --- | --- |
| Image name or description | Resource address/URL |
| Scene 1 | <https://www.canva.com/design/DAGSU6TXLiI/WDhLosk9fp1KX8SI2OgWig/edit> |
| Scene 2 | <https://www.canva.com/design/DAGSbE-SjKY/wUg8cqO3ShWLirzrrLgdDA/edit> |
| Scene 3 | <https://www.canva.com/design/DAGSU2LOHUg/DYlw-IRYEzZ8lu2L6hmNvA/edit> |
| Scene 4 | <https://www.canva.com/design/DAGSbOYxSFE/EOPwc4WxK6MBxXqhaPXiPQ/edit> |
| Scene 5 | <https://www.canva.com/design/DAGSWLOQ3Eo/lEOtbuGRiOSMqFsRWZiEeQ/edit> |
| Scene 6 | <https://www.canva.com/design/DAGSWMhH_NM/_48DBFf0AVGjmvDhS59Dqg/edit> |
| Images | All extracted from Canvas and used in scene, no one of them are AI made. |

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# Appendix

Include screen shots – essential if evaluating an application. Text in this section is not included in maximum word count.

A drawing on a notebook

Description automatically generated

A drawing on a notebook

Description automatically generated

I had to make scene 4 different from assigbment2. I could get better scene while doing this in unity by looking by assignment 2. And elements, I couldn’t get all as expected so I changed my scene 4.