Project X

Category: UX/UI design/coding

Project name: Let's see

Coach

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Description

Let's see

This project is about talking and watching videos together. You and your buddy can chat together and meet other people while watching a video that someone has placed on (Let's see) the website. The target audience is focused on gen-z.

Idea small: Website contains videos (rooms) that people can join, where they can chat together and wait until the video starts. When the video is finished it will be deleted.

What do you want to achieve?

I want to improve my UX/UI skills by having a product that is fully argued by evidence, such as user research and user testing and as last to actually make a design that fits. And also want to improve my coding (creating the product) to create a product that looks 100% as the product prototype.

Why did you choose this topic?

Since I'm a media design student and I should not only improve my strengths, but also my weaknesses, that would be UX/UI. It would fit me to choose this topic with these categories.

Research questions

- What UX/UI features most enhance Gen-Z engagement on a video-chat platform?

  How?

  - Surveys: Deploy online surveys targeting Gen-Z users to gather insights on their preferences and pain points regarding video-chat platforms.
  - Interviews: Conduct one-on-one interviews or focus groups to dive deeper into their experiences and expectations.
  - Research: most used features on video-chat platforms.

- How can real-time chat and video-watching be optimally integrated for Gen-Z users?

  How?

- Beta Testing: Release a beta version of the integrated features to a select group of Gen-Z users and collect their feedback.
- Continuous Improvement: Use the feedback to make iterative improvements, ensuring that the final product meets the needs and expectations of the users.

Planning

Week 1

- UX questions with sub questions with CMD methods
- Figma low graphic user testing prototypes
- Coach session Thursday 6 June

Week 2

- Figma low graphic user testing prototypes
- Figma prototype design (low, high)
- Figma advanced user testing prototypes
- Programming design
- Coach session online feedback
- Programming design
- User testing program

Week 3 (3 days)

- Buffer, try to finish the work