Name: Bharpinder Singh Sekhon   Student ID: 12079961   Degree Route: Web Development

UXD Assignment 1: Individual Report

Project Type: App

App Name: Polaroid

Digital Product

During the first two weeks, we were asked to form squads and come up with an idea of a product that would improve the user experience. Hence as a group, we came up with an idea of photography app for professional users, which could then help users to display their photography skills. The idea came as one of the group members had an interest in photography and he thought that there were not good platforms available for photographers to showcase their photography skills. As a group, we did a bit of research and found there were a few apps available for people to showcase their photography skills. Some of these were Flickr, 500px and other to name. However, we wanted an app, which is just for professional photographs where they are able to sell their photos as well.

Our app name is Polaroid, which helps the users to register with us and send any of their professional for verification, which could then be included on our app once the verification process is completed. Users are then able to upload their work and sell these to consumers as well as provide their services to them for different occasions.

Research

For the research part of the project the group decided on doing individual personas, user journeys and competitor analysis. As part of the persona, we had a talk from two members of the BBC, who provided us with how their persona looked. They created a storyboard design as one of the research that provided how the user would go through their website or an app. So we as a group decided on doing the same and got our personas and storyboard done. As illustrated in the persona designs below, all the members provided a brief detail of how they believe a user would go through our app.

Personas

Team Member 1 Persona	Writer's Persona	Team Member 2 Persona

Storyboard

The storyboard above was taken from team member 1 persona. For our storyboard, as a group we decided on showcasing our designing skills hence we use Photoshop for our storyboard. In addition to the images that we user, they were the font icons which provided an insight of how a user would spend his day at searching an app which can help him to earn as well as show his professional photography skills.

Competitor Analysis

For competitor analysis all the squad members did their own competitor analysis. The above screen graph is of the writer's competitor as research during this phase. The writer found a website that provides professional photographs to showcase and sell their professional work. Other squad members did a competitor research on 500px and flicker as they thought that these were mostly the biggest competitors due to them providing the users with an app to upload their professional work.

Draw

Hand Drawn Wireframe

Writer's Hand Draw Wireframe	Member 1 Hand Drawn Wireframe	Member 2 Hand Drawn Wireframe
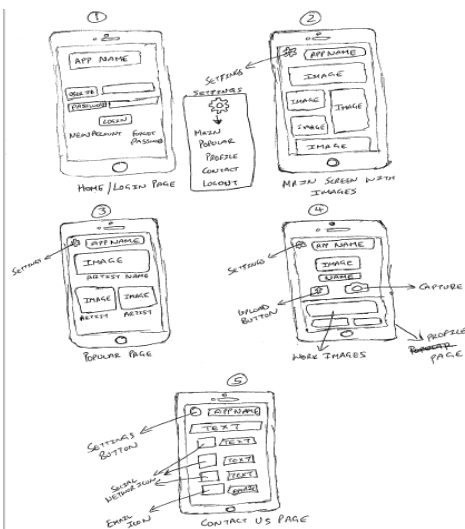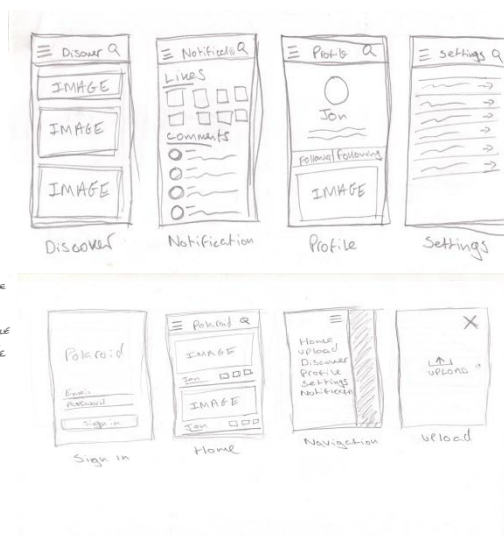
All the team members came up with their own hand drawn wireframes which helped the group to finalize the ideas and build an app with all the relevant pages that were discussed in our squad. The writer and other members came up with some good ideas such as having a popular page which would help new users to look at all the other professional photographers. One of the team members came up with an idea of having a profile page with upload and capture buttons so that they can easily upload or capture their professional work rather than having to go through the settings and finding these relevant buttons. So after looking at all the designs, the team came up with the following pages that we thought were relevant, these included, the main page with a few images to attract users, popular page, profile page, contact and logout. After getting the ideas down, the squad then went on to making these wireframes in a high quality using Axure as designing software.

Axure Wireframe
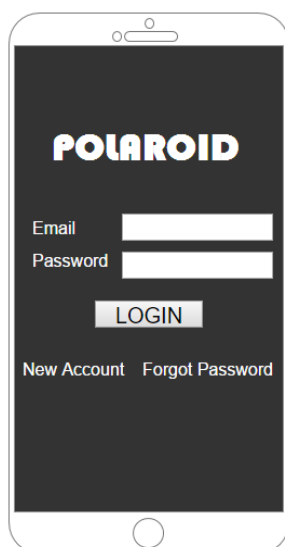
There were 10 wireframes designed on axure by the writer because after doing a bit of research on what an app requires, the writer came up with the following pages: Login Page, New Account Page, Forgot Password, Confirmation of new registered user and password change, Settings button, Main, Popular, Profile and Contact Us.

The screen grab on the left shows an illustration of the login page with the logo of the app at the top and then the email and password text input which then leads the user to the main page with some of the latest photographs uploaded by different users or photographers. The page also provides users with a new registration form as well as forgot password form.
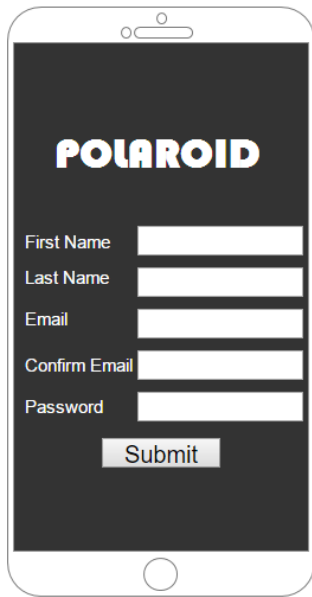
The second illustration on the left is of the new account form which helps users to fill in their details and then send it over for verification which after being verified, lets the users to use the app to upload their professional photographs as well as sell them if required.

The wireframe on the right is forgot password form which lets the users to enter new password for them to reuse the app and showcase their professional work.
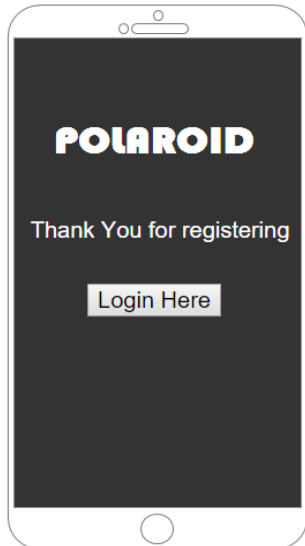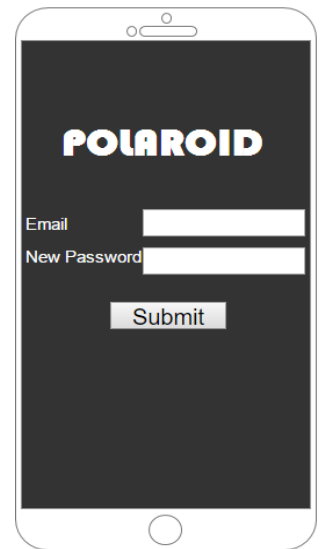
The wireframes provide a confirmation of registering new account on the app as well as changing the password. This idea came up through some of the squad discussions, where the writer told the squad that if there was forgot password button then, there should be a form created on axure which helps the users to change the password.
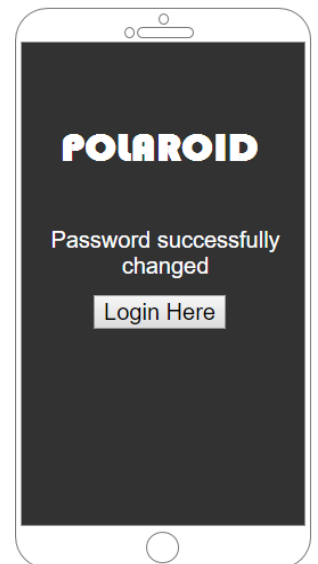
The wireframe design on the left is of the main page when a user logs in to the app. This provides some of the work that is currently uploaded by other users and shows the new users about the quality of the images that they can upload and sell.

The wireframe on the right is of the popular page where there are big name of professional photographers and their work with an insight of what the photographers do to ensure high quality images are taken. This will motivate the users to look at some of the big name and ensure that their work is of the same quality or similar.

The next page was the profile page as shown in the image on the left. It was created to help users look at all their work that they are currently uploading as well as an easy to use button of capturing or uploading new images rather than having to go to settings and then uploading their work.   To make it more user friendly the write has though of including a like, dislike or follow button in the next version.

The wireframe on the right is of the settings button which leads to the pages that user clicks on as well as it has a logout button which takes them back to the login page.

The last page was the contact us page where user can get in touch with the creators of the app and get more information about new versions or updates.

Testing

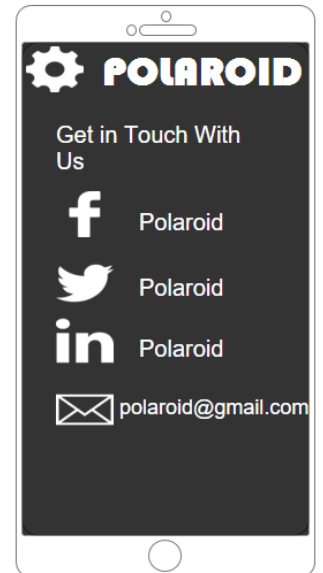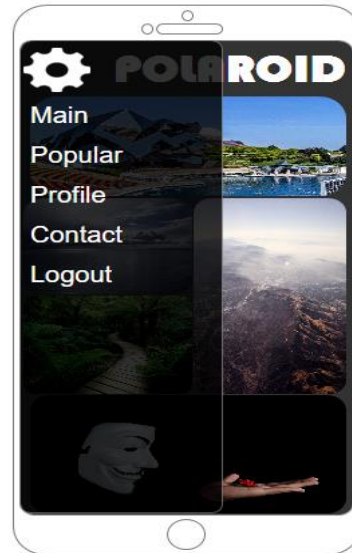For the testing phase of the app, the writer firstly tested with the squad to ensure that the app was easy to use. After the squad members tested the app, they provided the writer some feedback on improvement that he could make. Some of these included the zoom in effect was required on the images so the users can see an image more clearly, there could be more done to the settings button in terms of making it look more realistic. On the other hand positive feedback was also provided as the members though there was good use of images and colours. They also felt that the app was easy to use without having to ask the creator of how it operates.

Second part of testing was done with a friend who uses other apps such as Flickr, so in order to get his point of view on the app; the writer provided the user with some questions along with the URL of the app. Some of these questions were as follow:

How easy do you feel is this app compared to the one you already use? Please provide your opinion

After using Flickr and then getting to know about this app, I would go for Polaroid as it is easy to use and understand all the functions that the app has.

In terms of the colours used do you think that it is too dark or too light? In a single sentence please provide feedback on the colours used on the app

The colour contrast in my opinion is quite good as it is simple colour scheme of black and white. In addition to this the images used go well with the colour combination.

If there were any improvements to be made; what would these be?

I would recommend the creator to use more functions such as like, dislike button, follow me button, comments button, share button and other features that the Flickr app uses.

The above testing provided two different opinions which had similar things such as including the like dislike button and new feature in the next version that the writer builds.

Designing

After using axure as one of the platforms to create high quality wireframes, the next phase in the project was the designing and uploading the app on invision website. So in order to upload the app on invision, the writer used most of the content used in axure and designed the app on Photoshop. After designing the app on Photoshop, the writer then created an invison account and uploaded the app for test which he was then able to send it to users as a URL. Before the design was finalised on Photoshop, the axure wireframes were discussed within the squad to ensure that everyone was satisfied with the writer to proceed with the design. Please follow this link to the prototype of the app where you are able to provide your feedback. https://invis.io/NB5AGZVGC

Evaluation

The writer believes that after doing this project in a squad and as well as individual, it has helped him to design good app that is easy for users to use. The final design has provided the writer with some good and bad feedback from the users. After doing all the above phases it has helped the writer to evaluate his app and look out for improvements that he could make in the next build. So some of the weak points of the app as provided by users, the writer also feels that there should be more in the app such as zoom in effect, like dislike button and other features which would attract more people. So in order to meet the user requirements the writer will work on their feedback and come up with a new build in the near future.

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