

Shamail Zahir

Midterm Reflections:

- What would you have done differently?

Since I joined the group pretty late I had some difficulties getting to know everyone and trying to catch up with all of the work they have done. They already had the ball rolling and we're doing a great job and I tried my best getting involved with everyone and the project. I just wish I joined the class sooner to help more adequately without worrying about catching up.

- What were some challenges you hit?

I think the research aspects were all very new to me so I just had to keep researching and learning about proper ways of finding research and laying it out accordingly.

- Was there anything you didn't understand you wish you can revisit?

I think I didn't do the greatest on my user interviews. If I had more time I would revisit it and find more specific interviewees.

- What went well and was successful? Why?

I think whenever we all got on zoom we were really good at vocalizing what we thought and getting all of our information together in an organized way.

- What insights did you gather?

It was really interesting learning more about music and concert apps and finding out and thinking about making them appealing to people. It was just interesting seeing what UX/UI designers have to think about when designing.

- What else would you want to document for possible case study purposes?

Project Outline:

- Who was the project lead for each artifact, presentation, etc.?

I honestly didn't lead any of the artifacts, and I think it might've been because I joined late and didn't want to just join and start bossing everyone around. For the most part I think Lynette and Cynthia took project lead for a lot and allocated work to all of us.

- When you weren't the project lead, what role did you play?

I helped with whatever I was necessary at the time or what I was told to do. I did interviews, helped with the problem statements, user stories, helped with the paper prototype, and also helped with the presentation deck. Everything else I didn't help out with all that much.

- How was work distributed?

We would talk during class or we would meet up and discuss who can do what. For the most part we all help each other with all the different aspects of the project.

Future Recommendations:

- **Next steps:** These are areas that you can provide clear action items of how to move forward, but are not realistic for your team to act on before the end of the project. These are most likely the priority areas that you'd focus on if you were to continue working on the project. (ex. Further testing on the current prototype)

We all agreed that the sign in process needs to be refined and that the community tab is a bit unorganized so that would probably be the first thing to fix. Also, reduce the amount of things shown on explore page, it might get unorganized and hectic very quickly unless we fix it.

- **Future considerations:** These are areas that fall outside the scope of the project or require further research but are worthwhile for clients to revisit and continue

exploring in the future. (ex. Potential business strategy insights that came from user research)

We discussed the idea of vetting events and artists to make sure that everyone was safe attending the events that they are going to attend. Also making sure that everyone is safe trying to meet each other, so maybe putting a guide on how to be safe if they decide to meet at a concert or an event

Competitive Analysis + Domain Research

<https://www.figma.com/file/dVUqpsm3WdMXHy7KnwgJas/1.-Competitive-Analysis-%26-Domain-Research?node-id=0%3A1>

User Interviews #1

<https://docs.google.com/document/d/11evxPIrYiFRBvIYoA893qi8JKXqzwtevwf5bgn6eUg/edit?usp=sharing>

Affinity Map

[https://www.figma.com/file/WJNbmysdCaFNDILCCZj5G6/Affinity-Mapping-template-\(Community\)?node-id=0%3A1](https://www.figma.com/file/WJNbmysdCaFNDILCCZj5G6/Affinity-Mapping-template-(Community)?node-id=0%3A1)

6-8-5 Sketches

!In presentation!

Problem Statement, Prototype Requirements, and User Stories

<https://docs.google.com/document/d/1RoqQ9ArsX18H0paC7DFcUpJ3H-t6HNxyZz60cwEfRtE/edit?usp=sharing>

Application Map

<https://www.figma.com/file/dygffpGRaRwlecWfyslHg0/Design-for-Usability-Team-1?node-id=0%3A1>

Paper Prototype

<https://invis.io/N912G9XSY628>

Usability Test Plan

https://docs.google.com/document/d/1MEOkdIIXbdksWUP4MJ0ZSYyIUXt_2GKBb3m2LcFJR2Q/edit?usp=sharing

User Interview #2

https://docs.google.com/spreadsheets/d/1Mal_tjP6HJI2lDmUyNT_N5_tATj_yxtXSOaX3lC41Yo/edit?usp=sharing

Presentation Deck

https://www.canva.com/design/DAE6geDw_vE/-nXhsE4QenDNV7JT6u5Cqg/edit?utm_content=DAE6geDw_vE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton#2