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## **Information Architecture and Design Strategies**

This reading reminded me of a class I took in my first or second year. The professor kept repeating to a class of about 250 students “artists make useless things, designers make useful things” and he genuinely meant it every time he said it. I think there is a level of truth on the surface that designers' whole job is to make something useful and usable. The article seemed to take this idea and expand on it. The design process is really something that only designers do. The mess of information and research I have before I make a book or a website is all necessary and I have to be the one to organize it in a legible and tangible way. The author made this process seem almost separated in a way. Each of the separate sections seemed to not interact with each other, but I feel that whenever I design there's a major overlap. I'll get a massive amount of information and then start to design and realize I also need information on another topic. So I think there's a lot more interaction than the author seems to show. However, I think the author was completely spot on when they said that design is the connection of science and art, so I guess my professor was a bit right when he made such a point to differentiate the two. Also personally, I do not like flow diagrams, they make so much sense, especially for UI/UX design, but I just do not like them.

## **UX Design 2**

User Stories are super interesting to me and important for us as designers to understand the people that are interacting with what we will design. I think in the broadest sense, we as designers usually just say “the users” rather than acknowledging that these are real people that really will use this product. I think there is no way that people will interact with every aspect of the app, like the presenters idealized, but I think it's nice to just see that people can and will use these functions in the app. The difference between the new customers interacting and the returning customers was an interesting presentation to see, and I think the presented did a good job to show it. As a young adult that uses the internet to do most of my buying and booking,

there are some things that the presenters idealized. Things like adding the event to your timeline and inviting friends to use the website is super rare. I think the only times I've recommended things is a physical service like a haircut or something like that. Other than that, I think user stories didn't seem so important to me because I thought it was just listing activities but I think that it gave me a new view on user stories and the importance of them when thinking of the customer experience.

### **Nine Principles of Design**

There are a couple of things that seemed to be common knowledge for me in this article, but then again I have had a pretty traditional design education and I was taught these things a while ago. I have experienced a good amount of crits and I think there is a tendency to be scared to say something negative in the critique but I think as long as it is helpful, it should be alright. But I have also experienced some crits that are negative but have no substance, basically just saying "I don't like it" and moving on. I guess "proper critique etiquette" isn't taught to most people outside of the realm of art and design so it may be hard for some people to know what to say and when to say it. It was also a bit assuring when they mentioned that there is always someone that facilitates the meeting, mainly because I have a bit of a tendency to step up during meetings and try and understand what everyone wants to do and what we have done. I think it just comes from a place of frustration if we have a meeting but all walk away on different pages when the meeting comes to an end. Overall there were a lot of helpful tips in the article!