

sujith
design
research
portfolio
2016

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ABOUT ME

I was born in India (Bangalore) and recently graduated from a dual master degrees from University College London, UK (London) and KTH, Royal Institute of Technology, Sweden (Stockholm).

At the moment, I am currently finishing my Internship at IBM Studios, Böblingen and looking for a full-time opportunity at a company where design and research insights are considered and given their share of respect and identity.

I am a digital native person with close to two years of work experience in designing and researching responsive digital applications from start-up to multi-organizational level.

My motto is to create a good user experience which indeed leads to a good design. So my passion is to provide those experiences for the end users



A. SUJAITH KUMAR

Curriculum Vitae

Work Experience

Freelance UX Designer @ Emocial Ltd, London
May 2016 - Present

Responsible for improving the current application to achieve better user experience and clean up visual work

UX Design & Research Intern @ IBM Studios, Böblingen
Feb 2016 - Present

Worked on two different projects as UX Designer and UX Reseaercher creating paper sketches, low-mid fidelity wireframe design, wireframe testing, Interviews, Design walkthroughs with business partners and internal IBM users.

Freelance UX Designer @ Non-Profit, London
Sept 2015 - Oct 2015

Worked on designing responsive web application along with personas, Information Architecture, Task Flow, Paper Sketches, Low-mid fidelity wireframes.

UX Design Intern @ Emocial Ltd, London
Mar 2015 - Aug 2015

Responsible for creating responsive web application which captures and enriches thousands of customers profiles every month.

Education

MSc Human Computer Interaction & Design @ UCL, London
Sep 2014 - Sep 2015

MSc Human Computer Interaction & Design @ KTH, Stockholm
Aug 2013 - Jul 2014

MSc Advanced Computer Science @ Newcastle University, Newcastle, UK
Sep 2011 - Sep 2012

BSc Information Science Engineering @ BMSCE, Bangalore, India
Jun 2006 - Apr 2010

Skills

Design

Storyboard
Scenarios
User Journeys
Task Analysis
Sketching
Wireframes
Prototyping
Responsive Design

Research

Survey
Internview
Focus Group
Dairy Study
Heuristic Evaluation
Competitive Evaluation
Usability Testing
Empathy Maps
Personas

Software

Sketch
Photoshop
Illustrator
Balsamiq
InVision
Proto.io
Azure
NVivo

Methodology

Agile (Scrum)
Waterfall

Programming

HTML (Beginner)

Language

English

Hindi

Kannada

Telugu

Tamil

IBM BPM

1 IBM BPM

IBM Business Process Manager is a full-featured, consumable business process management (BPM) platform. It includes tooling and run time for process design and execution, along with capabilities for monitoring and optimizing work that is executed within the platform.

It is specifically designed to enable process owners and business users to engage directly in the improvement of their business processes.

IBM Business Process Manager is available in on-premises and cloud configurations. It is designed to support mobile devices, features case management capabilities across its product editions and operates with a single process server or in a federated topology.

INSIGHTS

Role

UX Design & Research Intern

Duration

5 months (February to June 2016)

Place of work

IBM Studios, Böblingen (Germany)

Application

Design: IBM BPM (Business Process Manager) Process Portal

Research: Operational Intelligence

Design brief (or Epics in IBM terminology)

Design: Epic 1: Re-design of process & team performance view

Epic 2: Re-design of Process view

Research: Analyse interview information

Responsibilities

Created paper sketches, low-fidelity Wireframes, Affinity Mapping

Project Methodology

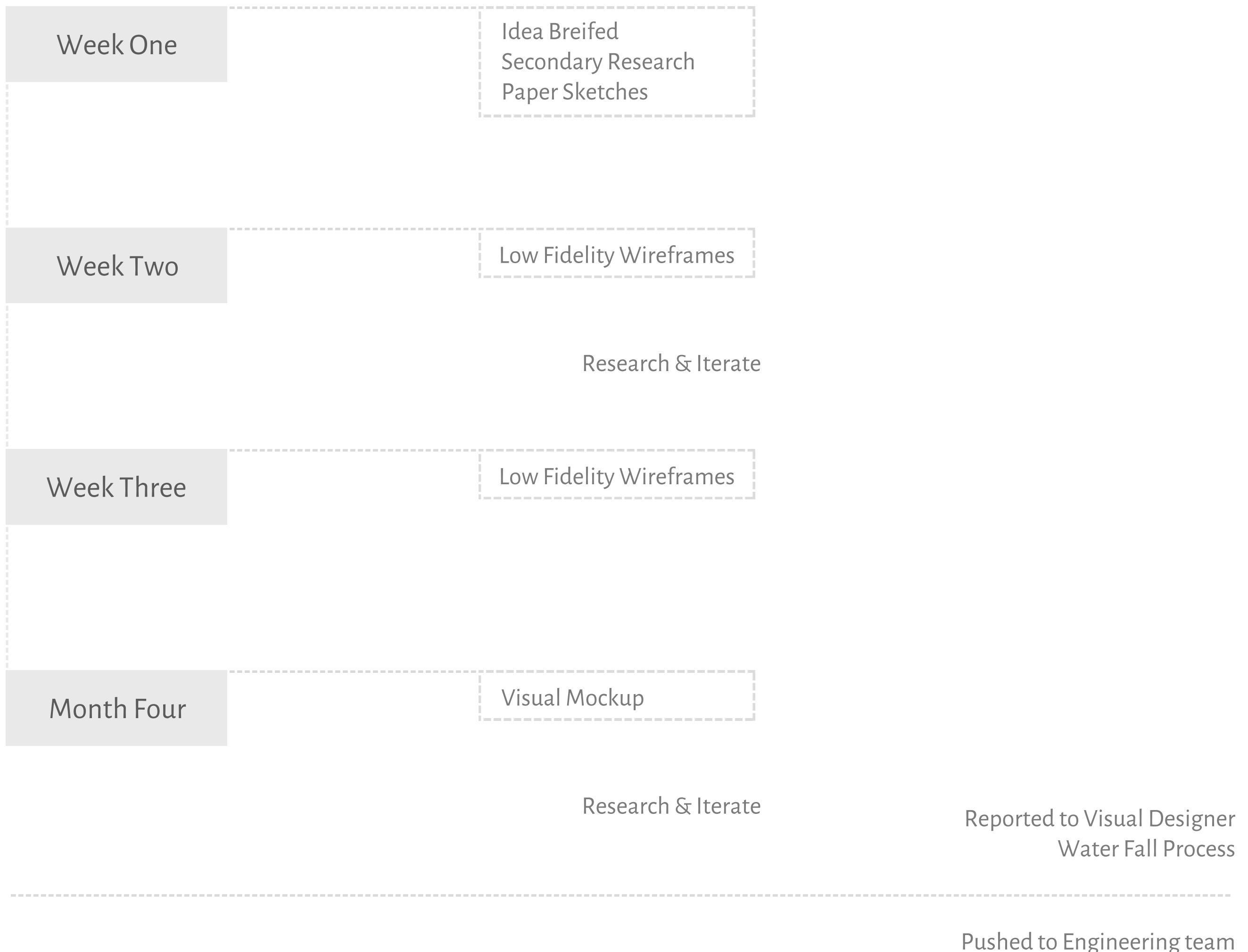
Waterfall

Software

Design: Adobe Photoshop, Sketch

Research: Mural.ly

TIMELINE



I started working for IBM Studios, Böblingen from February 2016. The project was handled by one other Visual Designer who had finished initial research phase through Interviews from Business clients. I worked as a UX Designer and Researcher on this project for one month (March 2016) before the visual designs were shipped to the Engineering Team for development work.

The screenshots illustrate the IBM BPM Process Portal 8.5.6 interface. The top-left screenshot shows the 'Process Performance' dashboard for 'Standard HR Open New Position', featuring a chart titled 'Turnover Rate' and a section for 'Instances in Progress'. The top-right screenshot shows the 'Team Performance Dashboard' with three main sections: 'All Users', 'General Managers', and 'Hiring Managers', each displaying performance metrics. The bottom screenshot shows a detailed view of a task titled 'Standard Employee Requisition for (Standard HR Open New Position)', which includes sections for 'Data' (with fields for Department, Employment Status, GM Approval, Hiring Manager, and Location), 'Tasks' (with a specific task for 'Create position request'), and 'Activities' (which is currently empty).

Snapshots from IBM BPM Process Portal 8.5.6

The two design epics were I was involved were from IBM Business Process Manager (BPM) Process Portal. They are related to Processes and performance (team and process) sections. These two sections are usually accessed by two types of end users i.e., Business end user (Task workers) and Line of Business users (e.g., Team Owner, Process Owner).

The focus of these epics were towards redesigning and providing responsive behaviour over multiple devices. Since certain sections were having the same content overlap between each other. We had to redesign all the 3 sections i.e., 2 performances and process section to create a seamless interaction and consistency.

In our first brainstorming session, we started to identify the pain points from the two epics. Later a quick low-fidelity wireframe was produced for a user test. The user test was like a wireframe walkthrough. Two users took part in the user test session. These users are IBM employees who had working experience of using IBM BPM Process Portal.

During the user test session, users were immersed into a scenario with multiple tasks. This helped us to identify their pain points and collect their opinions to overcome their pain points.

Thanks for participating in this session. Please talk aloud while you see the wireframes.

Scenario:

Consider yourself as a Business lead that use process and team performance dashboards regularly.

Process Performance:**Task 1:**

Consider you are in need for a quick scan of information related to overall processes.

Task 2:

Nice, you are needed to find all the process instances, which are overdue.

Task 3:

So you found all information related to that process template but you would like to check out what is happening in other process template as well

Team Performance**Task 1:**

Find a quick look at all the information related to one group

Task 2:

Nice, now you would like to find out what one team member is doing with his or her tasks.

Scenario and tasks used for user test session

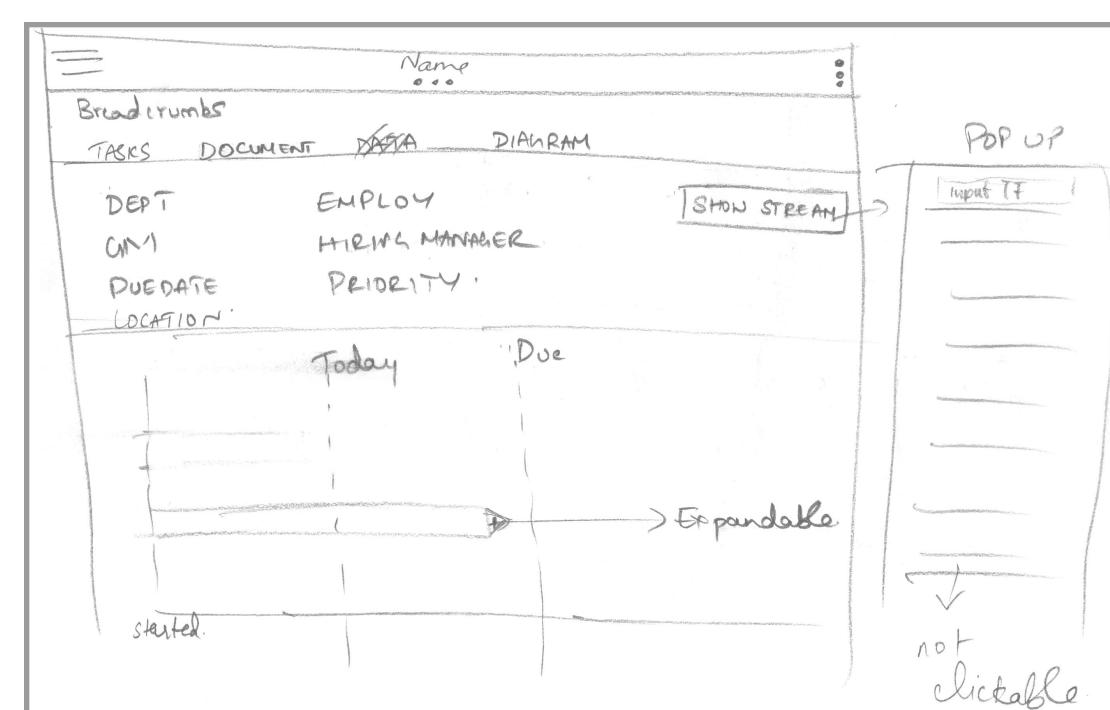
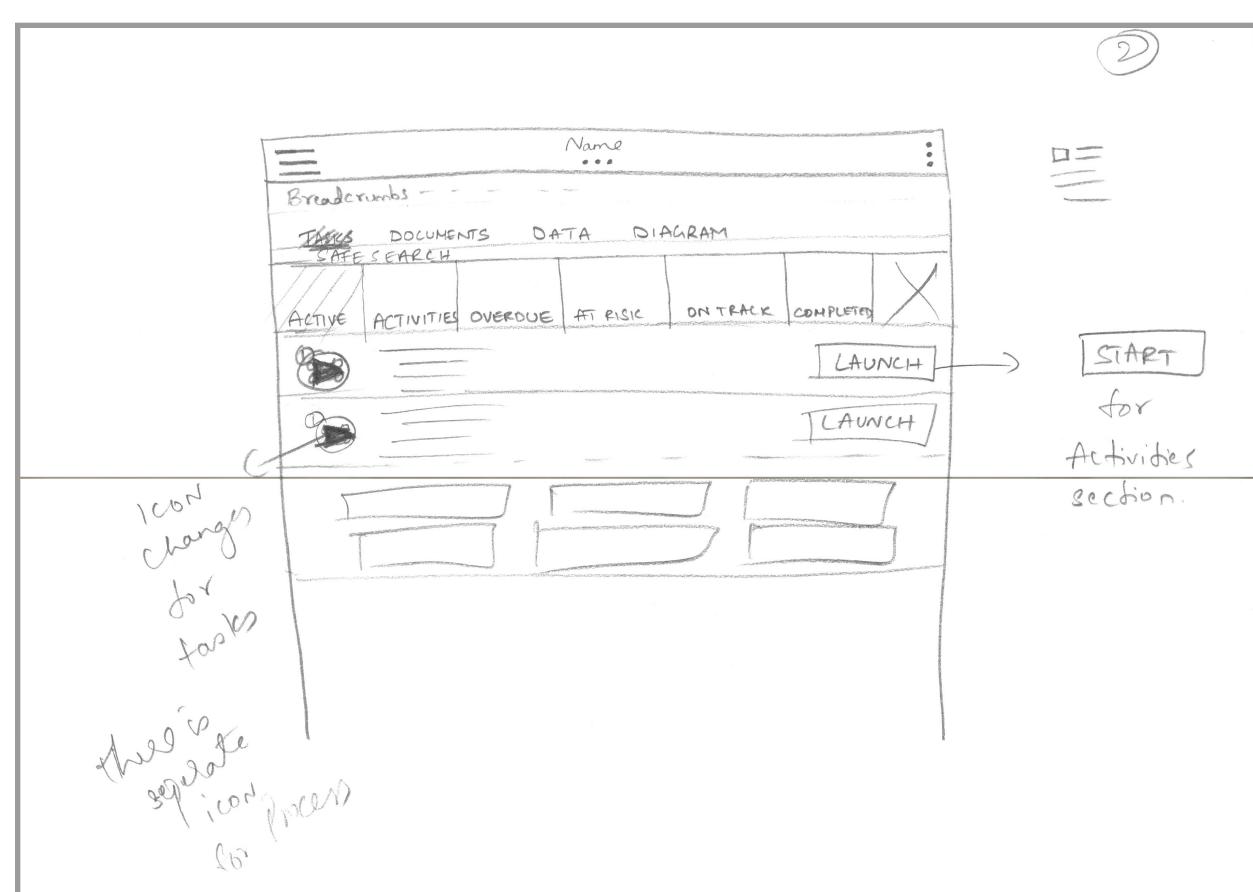
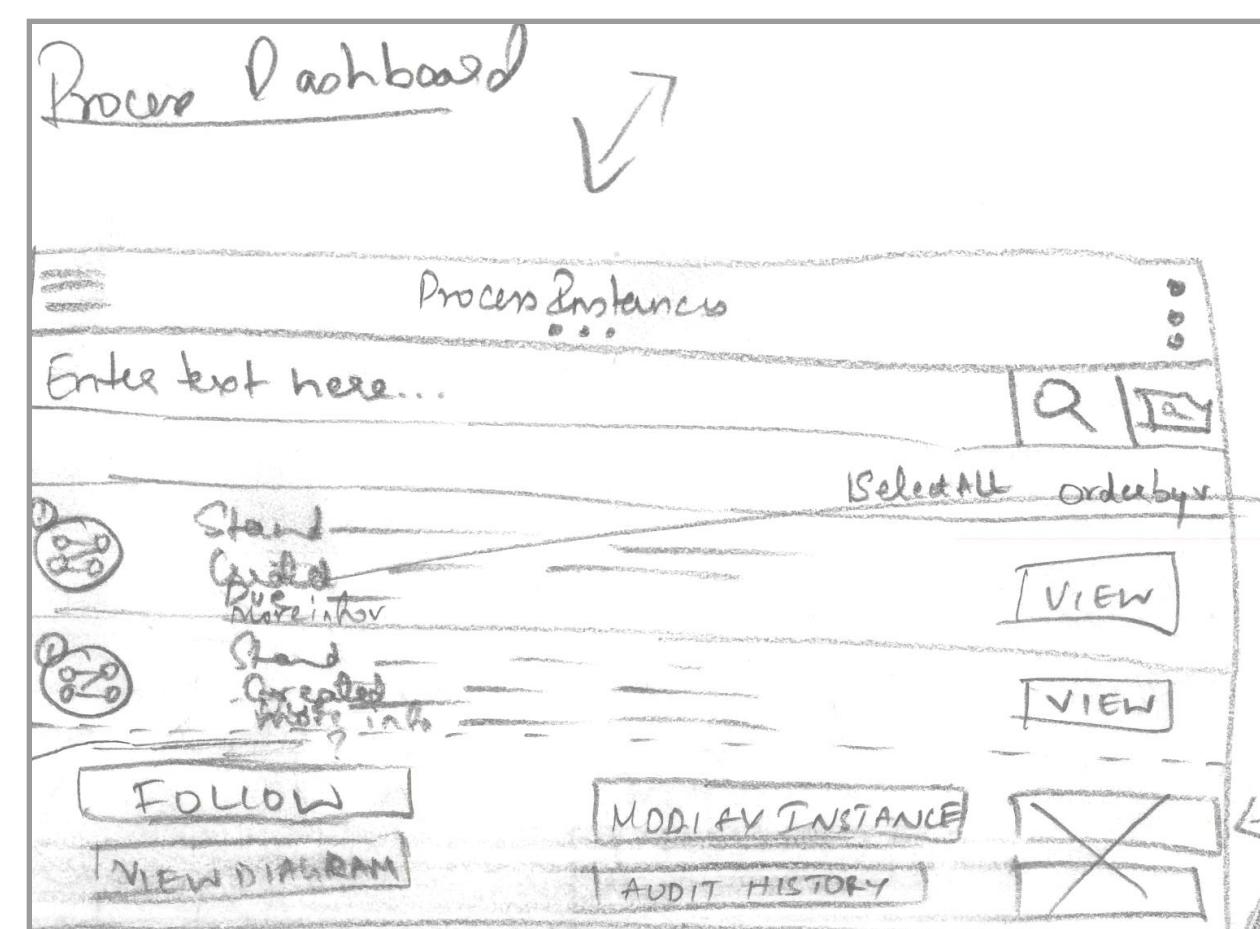
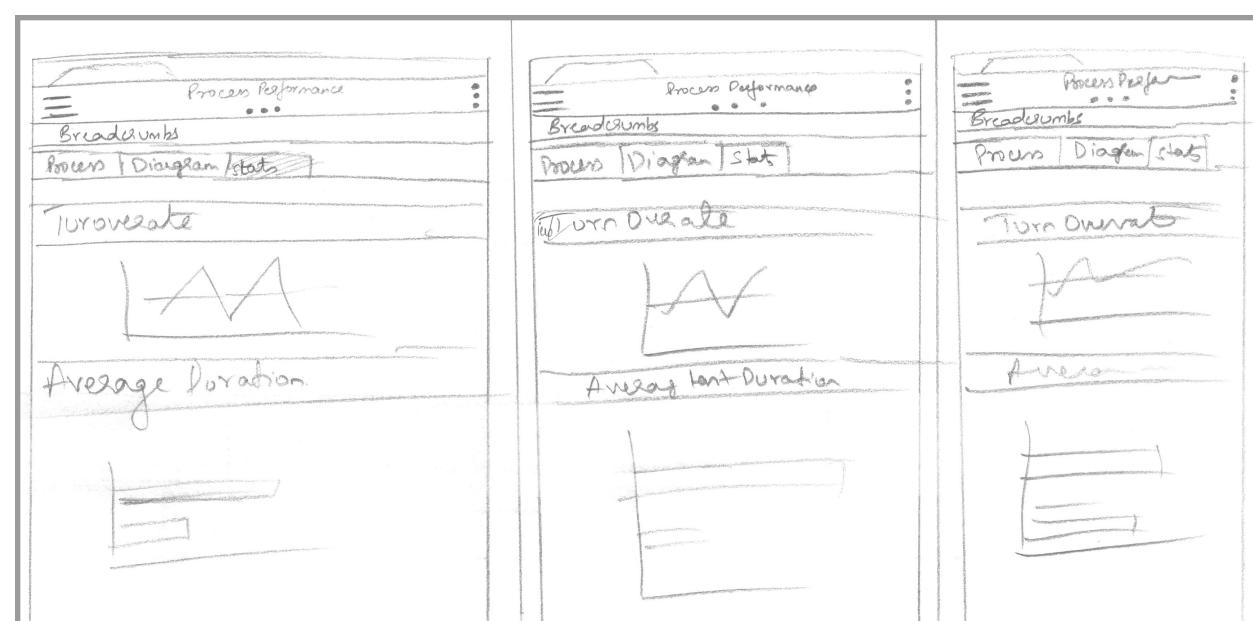
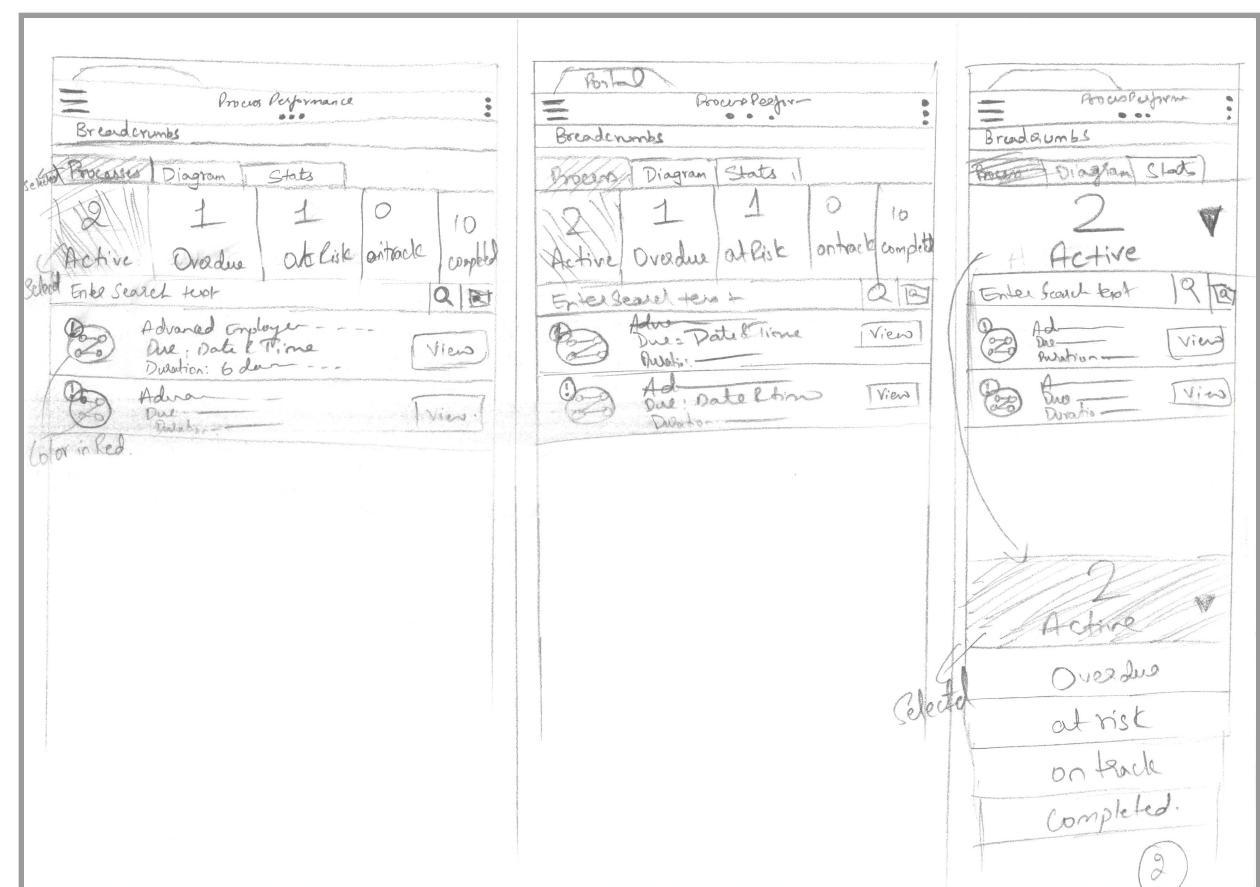
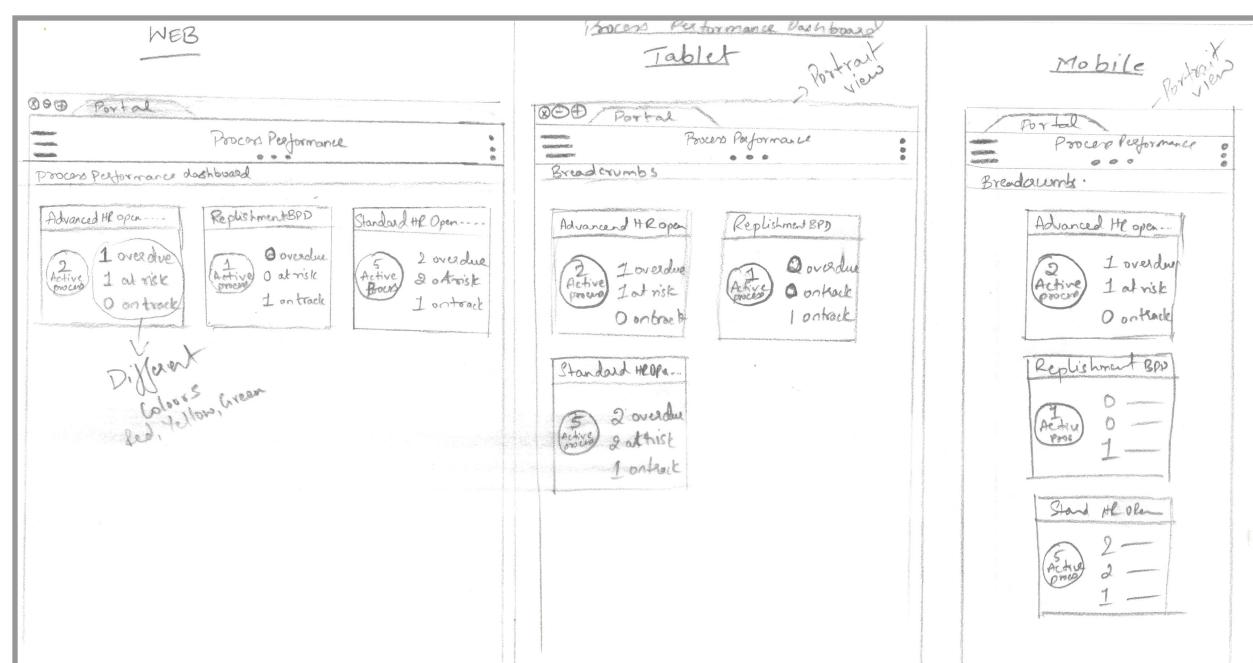
The wireframes were produced in desktop, tablet and mobile versions and printed on papers for user test session due to the time constraints. The wireframes used for user test session is shown below.

The wireframes illustrate the user interface for a Process Performance Dashboard and a detailed Advanced Employee Requisition NG process. The dashboard includes sections for 'Process Performance', 'Process Performance Dashboard' (with three cards: Advanced HR Open New Position, ReplenishmentBPD, Standard HR Open New Position), 'Quick Stats' (showing 2 instances in progress, average instance duration of 1 day 23 hours, turnover rate chart, and average duration chart), and a 'Progress Instance' section with an 'Approve / reject requisition' button. The process flow diagram shows the workflow from requisition submission to candidate selection and notification. The final row displays two versions of an 'Advanced Employee Requisition NG (List)' card, one for Tom Miller and one for Tom Miller (17).

Wireframes used for user test session

After the initial user test, the information collected from the test was explained to other designer. Then paper sketches were drawn quickly to see if all the insights gained from user test were incorporated.

As shown the images below, the paper sketches were drawn in three different versions i.e., Desktop, Tablet and Mobile. So the experience of the user can be consistent over multiple devices.



Paper Sketches

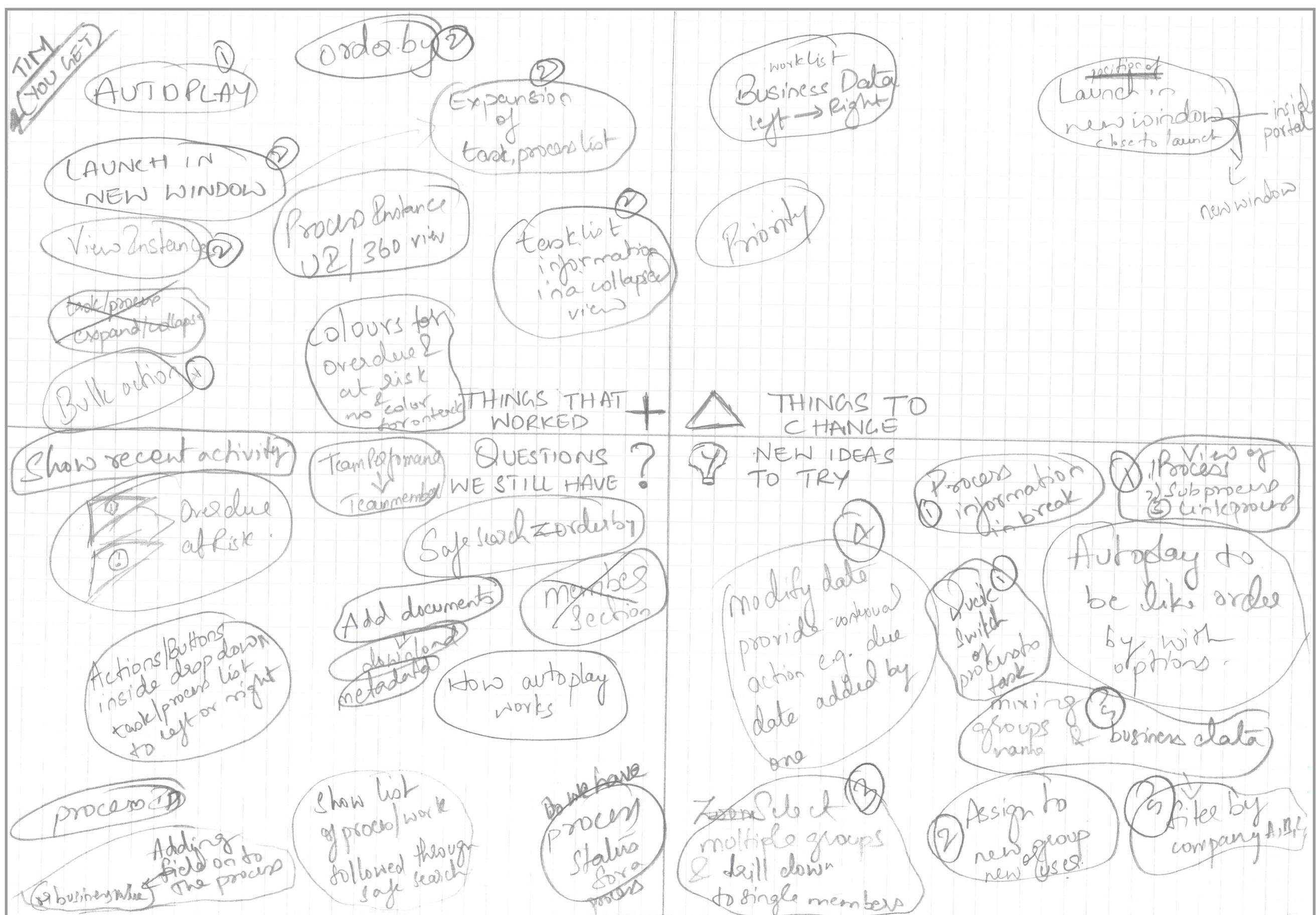
Once the paper sketches were reviewed. They were transformed into low fidelity wireframes as shown below. Finally, the low-fidelity mockups were given to other designer to create visual design.

The wireframes illustrate the following components:

- Top Row:** Three wireframes showing the main requisition view with summary statistics (3 active, 1 activities, 3 overdue, etc.) and a list of tasks (e.g., Task: Create position request).
- Middle Row:** Three wireframes showing detailed task information, including due dates, descriptions, and launch buttons.
- Second Row from Bottom:** Three wireframes showing detailed data tables for requisition details (Department: Product, Employment status: Contract, Location: Chicago) and a graph showing process duration and status.
- Bottom Row:** Three wireframes showing a list of processes, a detailed task list, and a detailed task view with hiring manager information.

Low-Fidelity Wireframes

Once the visual designs were finished. A final design walkthrough with the business partner was conducted to collect their initial feedback. The user session was recorded in audio format for analysis. The audio was transcribed into text format. Then, a feedback grid was created to show the design walkthrough results. Finally, the designs were given to engineering team for development.



Feedback Grid

Apart from design work, I was also involved in research activities for rest of the internship period. During this period, I have created online surveys, facilitated interview calls with business partners, created competitive evaluation template and interview analysis.

I was supervised by lead researcher for research activities. So I used to have regular discussions with research methodologies. Of all the activities in research, I would like to showcase the interview analysis work.

11 interviews were conducted for our preliminary research phase. These users were proxies (i.e., IBM employees, Business Partners). Since there was no access to end users at that moment. Once the interviews were collected they were transformed into empathy maps. Later, I started create affinity mapping to identify themes and finally create statements to point out insights such as pain points and suggestions for future features.



Affinity Mapping from Interviews

Freelance work

INSIGHTS

Role

UX Designer

Duration

2 months (September - October 2015)

Place of work

Freelance- Home based

Application

Love V (Charity Work)

Design brief

Create a responsive design for five healthy juice products. The application should be accessed across multiple devices (Responsive Design).

Responsibilities

Created Persona, Information Architecture, Paper Sketches, User task flow, Low and mid fidelity wireframes.

Project Methodology

Waterfall

Software

Sketch, Balsamiq

TIMELINE



This project is a charity based work for a company in London, UK. It was in design phase while the work was taken over. Also, the research work for the product was conducted by another experienced researcher. The research insights were collected from the researcher.

Since the project was handled alone, I incorporated utmost design methodologies. Additionally, the project had no monetary support. So there was no user testing involved in the design phase. I was forced to follow waterfall model since the development work was also not finalised at that moment.

During our initial conversation with the researcher, I was informed about the product (LoveV). LoveV consists of 5 health juices for various end users. Every week (biweekly basis) the work were shown to researcher on a weekly or bi-weekly basis. This product was still in stealth mode so there was no website or online presence. So I had to evaluate competitors and rely on online resources for understanding end users behaviours. Since a personas of the end users were not provided. I created personas by performing primary research through online resources. Later, 8 personas created for 5 juice products.

| | | |
|--|--|--|
| | Mr. Steve Austin 35 year, Male Employed Financial Consultant, based in London | |
| Steve is a financial consultant for a major banking company , with 10 hours of working time from 9am to 6pm. After work, he tends to go out for local bars, thinking of drinking low but drinks more than the limit and feels going to office tomorrow is difficult and fears of headache or uneasiness | | |
| Familiar Devices Smart phone, Tablet, Laptop, Personal Computer | Frustrations Early morning headache, dizziness, Difficult to wake-up. | Personality Adaptable, Out-going, Flexible |
| Preferred Apps Social Media Email/Photos Other activities | | Preferred Devices Smartphone Tablet Laptop |
| | | |

| | | |
|--|--|--|
| | Mrs. Stephanie McMahon 27 year, Female Un-Employed House-wife, based in London | |
| Stephanie is a house-wife with a 3 year old son. She is planning to go-out with friends on weekend drink. But, she doesn't intend to drink much but fear she might end up drinking more and won't be able to care for her child after returning to home and she is looking for a detox to keep her body hydrated before she goes out for drinking. | | |
| Familiar Devices Smart phone, Tablet, Laptop, | Frustrations headache, dizziness, difficult to care. | Personality Adaptable, Quiet, Reserved |
| Preferred Apps Social Media Email/Photos Other activities | | Preferred Devices Smartphone Tablet Laptop |
| | | |

| | | |
|---|--|---|
| | Ms. Jenny Hall 19 year, Female Student Bachelor student, based in London | |
| Jenny is a Bachelor student from a London University . She is looking forward to go for clubbing today evening with her friends. However, she is looking to hydrated her body but confused whether to drink a detox before or later her alcohol consumption . But she is confident of drinking more than the drinking limit during her clubbing. | | |
| Familiar Devices Smart phone, Laptop. | Frustrations headache, | Personality Outgoing, Flexible |
| Preferred Apps Social Media Email/Photos Other activities | | Preferred Devices Smartphone Laptop |
| | | |

| | | |
|--|---|--|
| | Mr. Jack Sparrow 30 year, Male Employed Bank staff, based in London | |
| Jack is a Lloyds bank employee in Camden, London. He has a habit of drinking 4 or more coffees a day to keep him motivated in his work. But, he is worried about getting health issues for drinking more coffee but he cannot stop drinking coffee since he is addicted to it. He is seeking for an alternative healthy coffee to improve his health condition . | | |
| Familiar Devices Smart phone, Personal computer | Frustrations health problems | Personality Relaxed, Flexible |
| Preferred Apps Social Media Email/Photos Other activities | | Preferred Devices Smartphone Personal computer |
| | | |

| | | |
|--|---|--|
| | Mrs. Lita Anisette 45 year, Female Employed University Professor, based in London | |
| Lita is a university professor in University College, London . She has a habit of drinking 6 cup of coffees a day due to her work pressure . She wants to change her coffee addiction into healthy version since she was recommended by a doctor not to drink too much coffee. As a result, she is looking for an alternative coffee drink to improve her health condition . | | |
| Familiar Devices Personal computer, Smart phone, | Frustrations health problems | Personality Relaxed, Quiet |
| Preferred Apps Web-App, Email, Social Media Other activities | | Preferred Devices Laptop, Smartphone |
| | | |

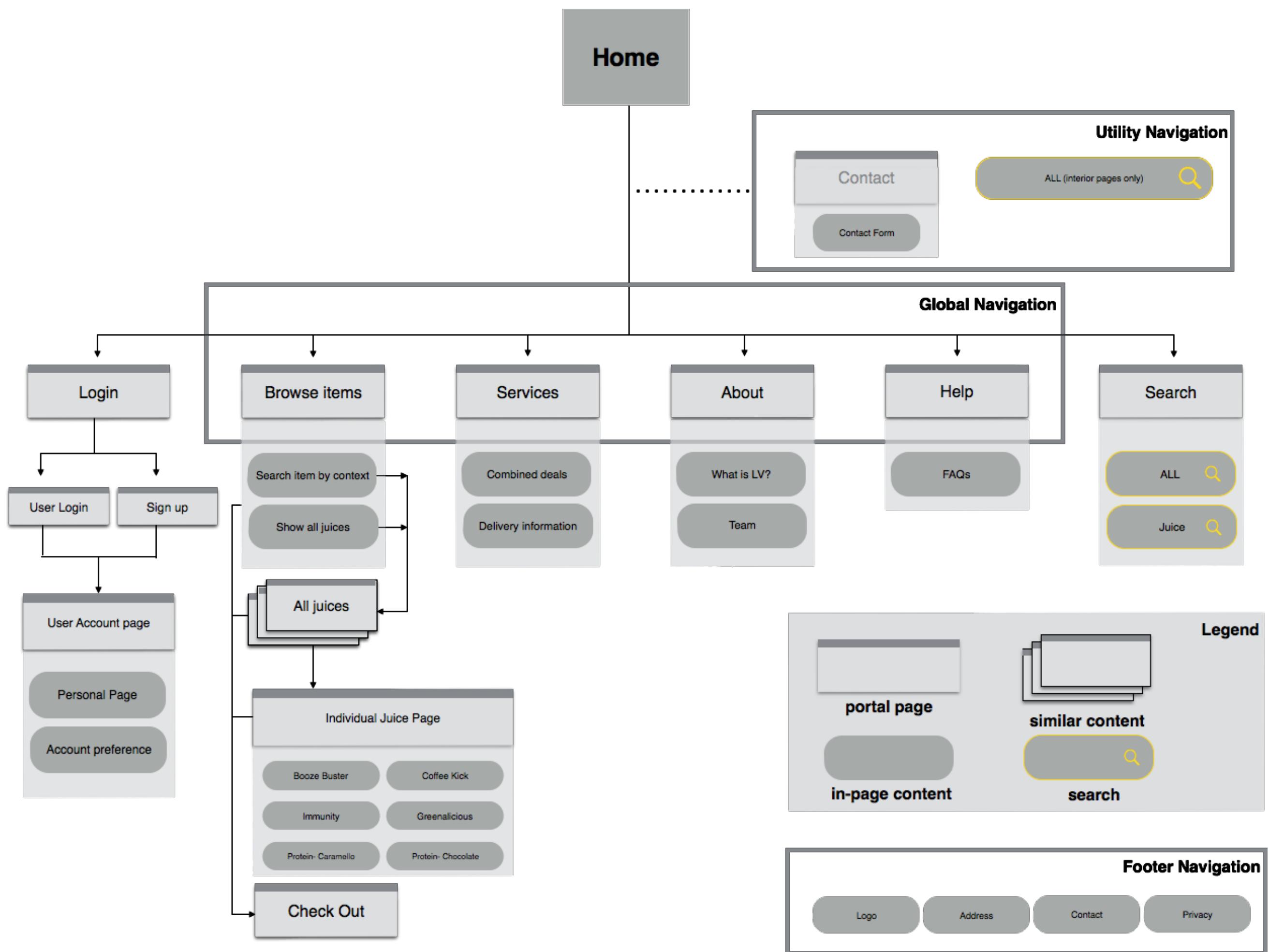
| | | |
|--|--|--|
| | Mr. Nicolas Cage 30 year, Male Employed Software Designer, based in London | |
| Nicolas is a Software designer for IBM in London. He has a habit of getting sick frequently due to weather changes and food allergies . He always needs to keep his immune system healthy with proper food . But he has mindset of eating every few hours . So he is looking for healthy drink to keep his mind away from unhealthy food items . | | |
| Familiar Devices Personal computer, Smart phone | Frustrations Feeling sick | Personality Engaging, Flexible, Outgoing |
| Preferred Apps Social Media Email/Photos Other activities | | Preferred Devices Laptop, Smartphone |
| | | |

| | | |
|---|---|--|
| | Mrs. Sandra Bullock 37 year, Female Employed Clerk, based in London | |
| Sandra is a post office clerk in London. She and her family are vegan . So they love to eat green food, 3 meals a day. She manages to provide their family with green food in breakfast and dinner but fears her husband and daughter including herself cannot get their vegan food in lunch time and many days they have fasted themselves without food . So she is desperate to find a solution to feed themselves with lunch time vegan/green food with health content . | | |
| Familiar Devices Personal computer, Smart phone | Frustrations Cant find green food, Fasting without food | Personality Engaging, Flexible, Outgoing |
| Preferred Apps Email Other activities | | Preferred Devices Personal Computer Smartphone |
| | | |

| | | |
|---|---|--|
| | Mrs. Sandra Bullock 37 year, Female Employed Clerk, based in London | |
| Sandra is a post office clerk in London. She and her family are vegan . So they love to eat green food, 3 meals a day. She manages to provide their family with green food in breakfast and dinner but fears her husband and daughter including herself cannot get their vegan food in lunch time and many days they have fasted themselves without food . So she is desperate to find a solution to feed themselves with lunch time vegan/green food with health content . | | |
| Familiar Devices Personal computer, Smart phone | Frustrations Cant find green food, Fasting without food | Personality Engaging, Flexible, Outgoing |
| Preferred Apps Email Other activities | | Preferred Devices Personal Computer Smartphone |
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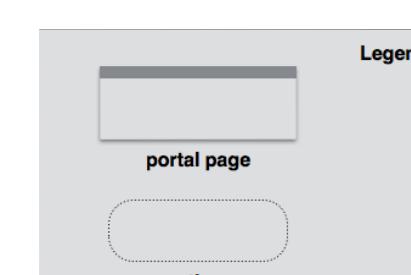
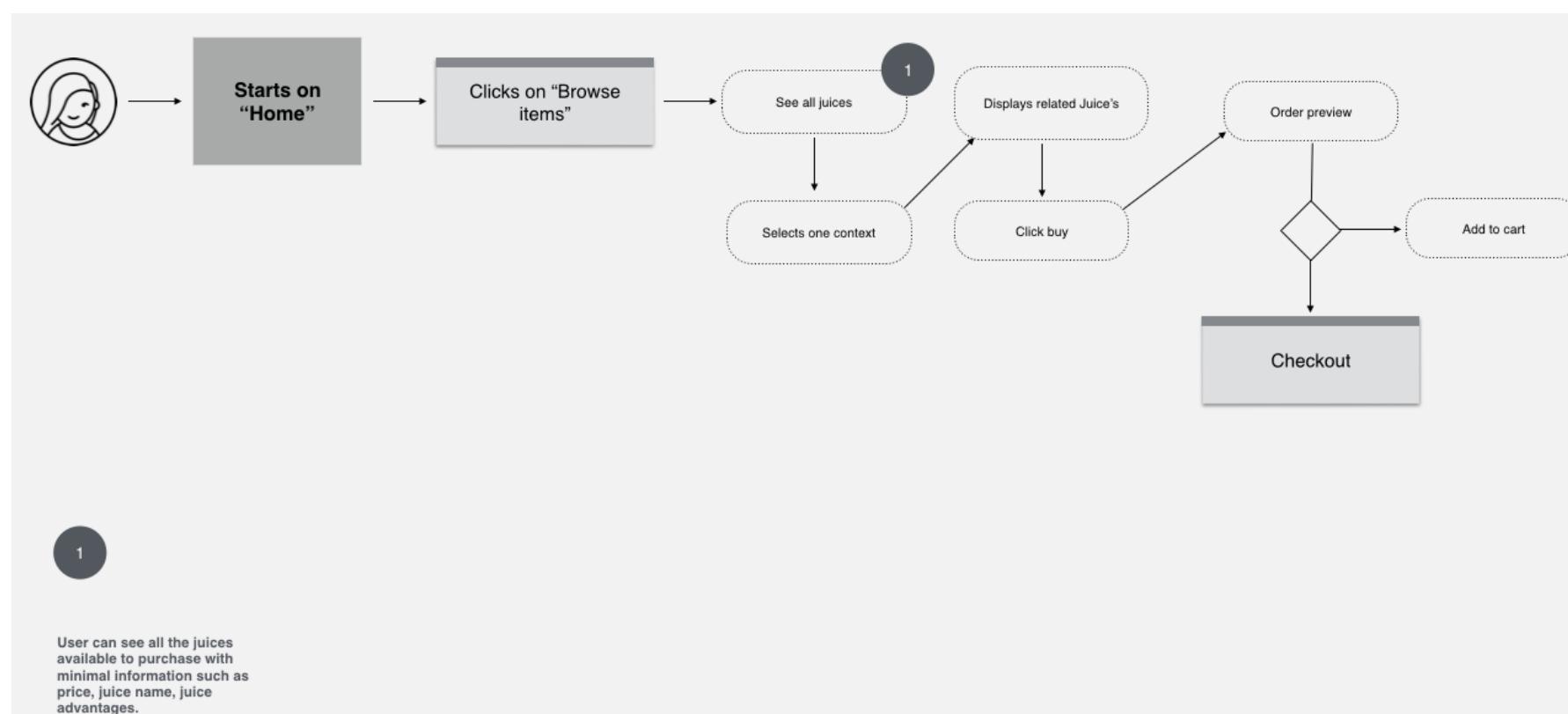
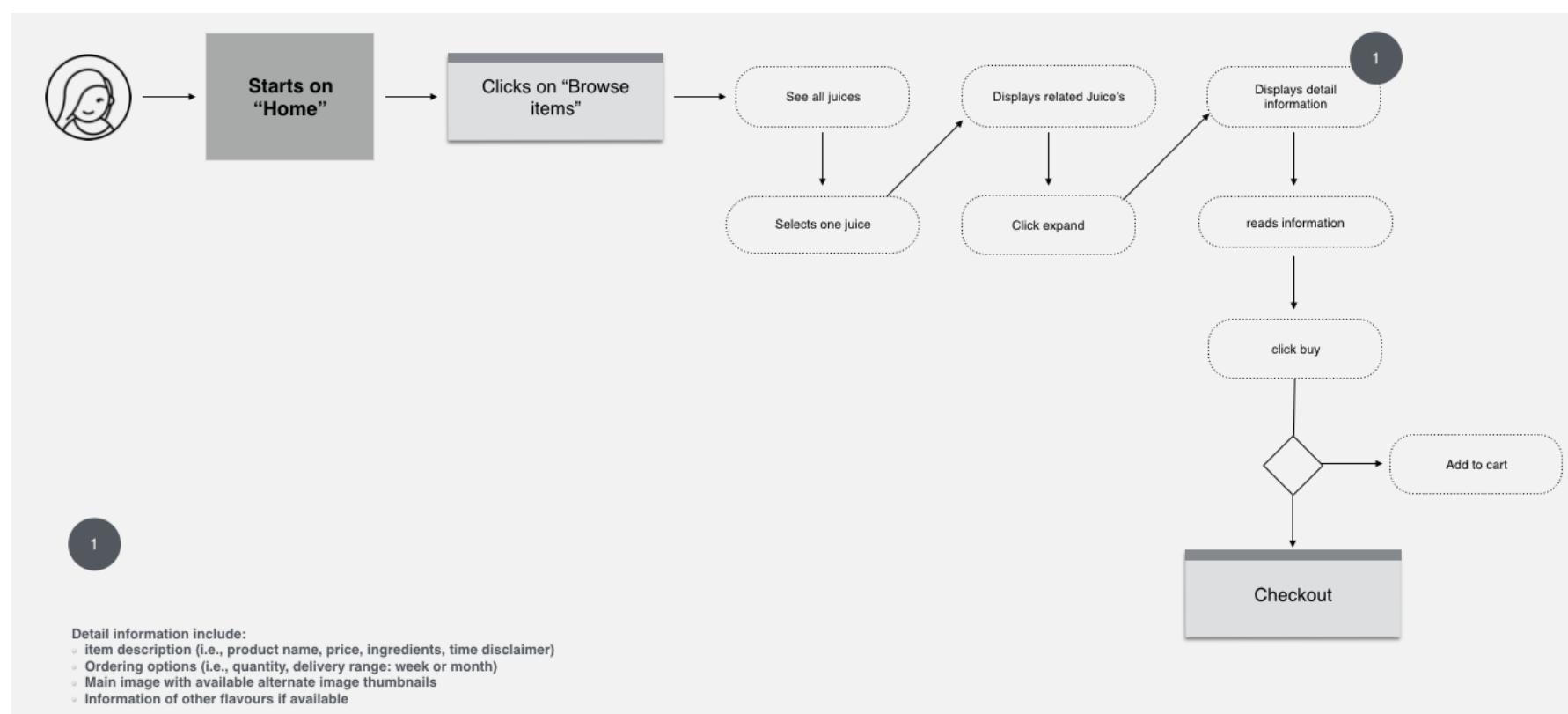
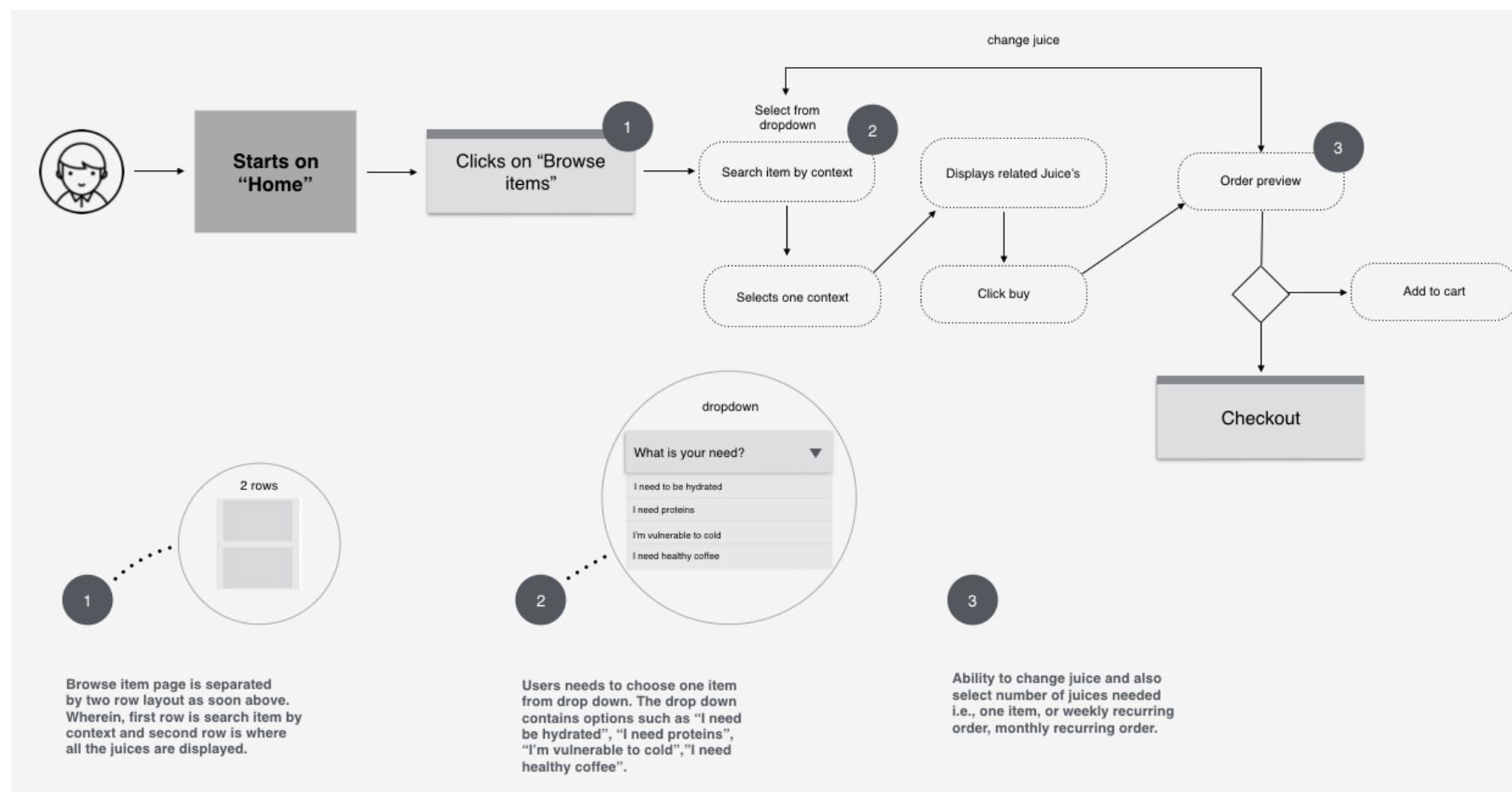
Personas

Once the personas were finished and reviewed. A site map was created for the application. This was iterated after discussion with the lead researcher.



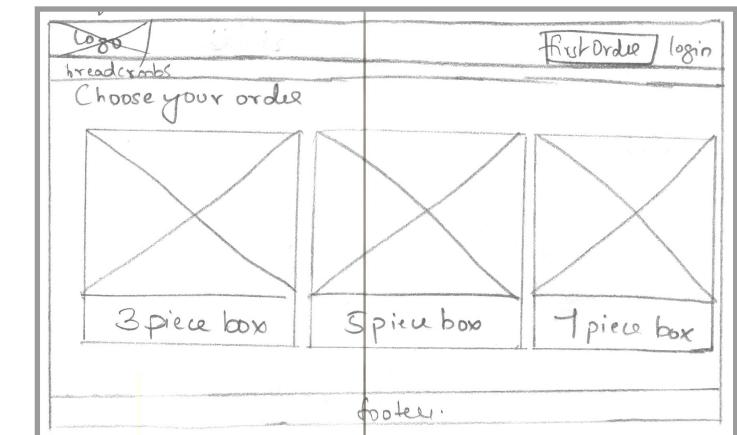
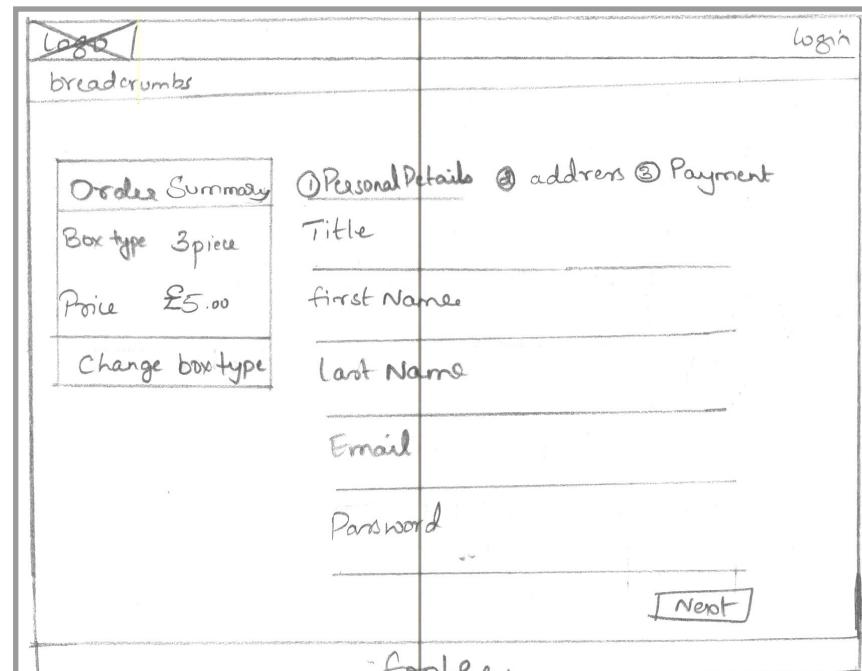
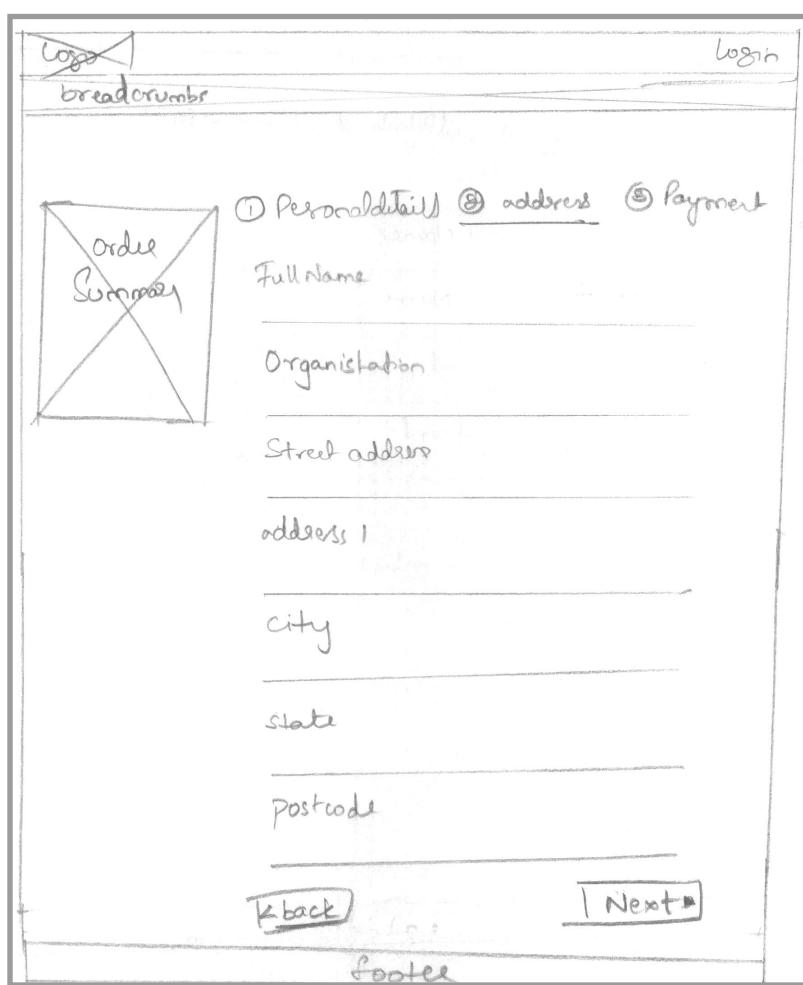
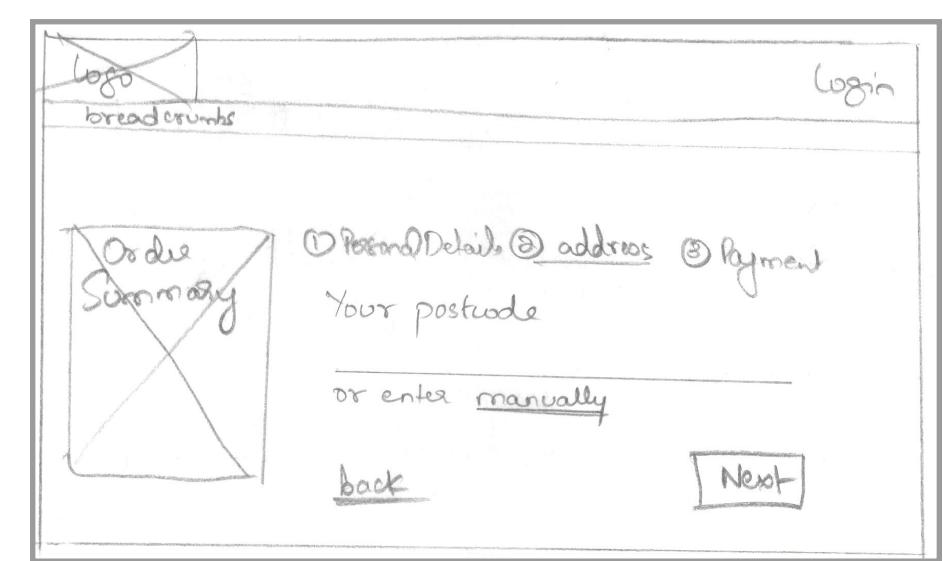
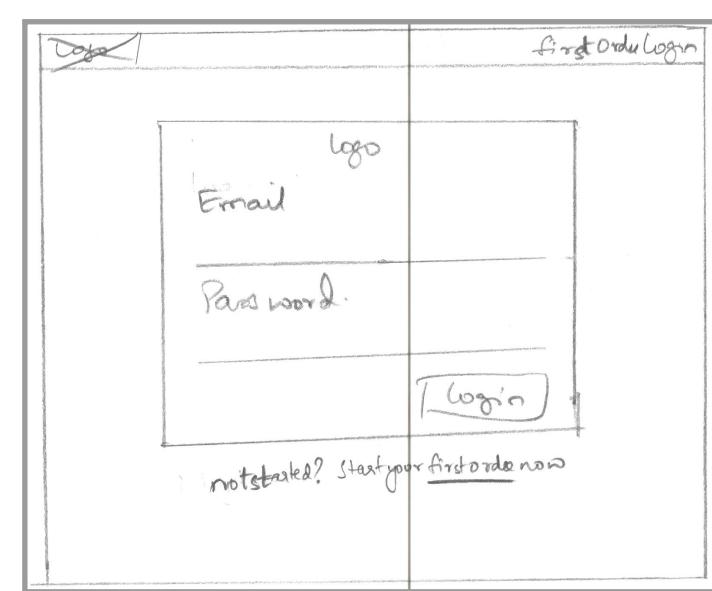
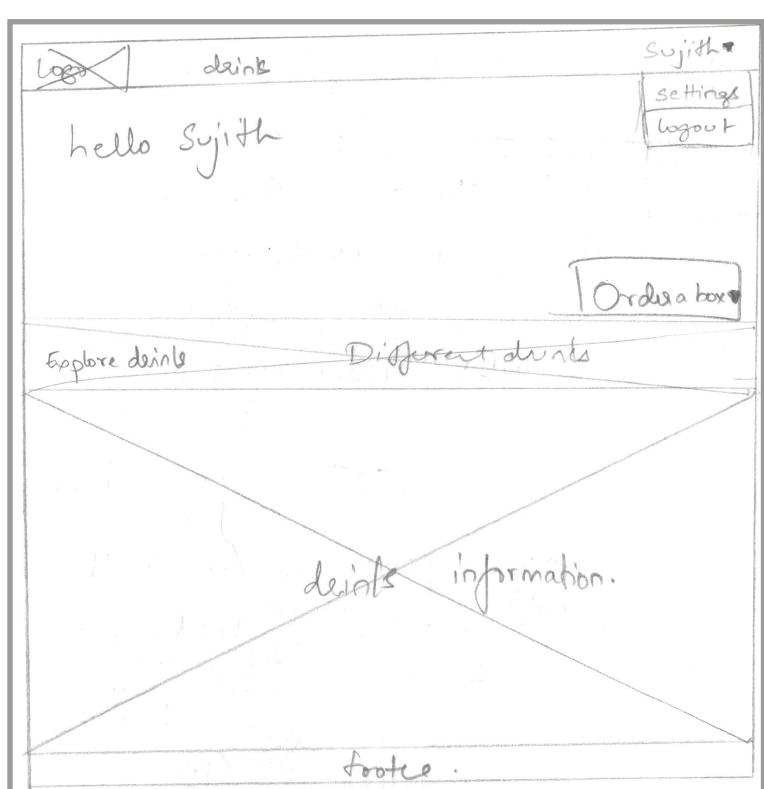
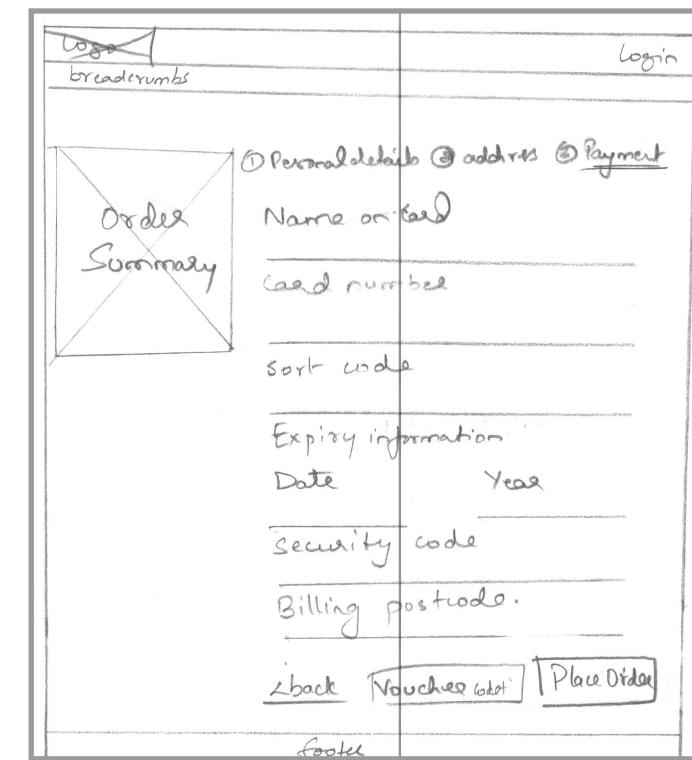
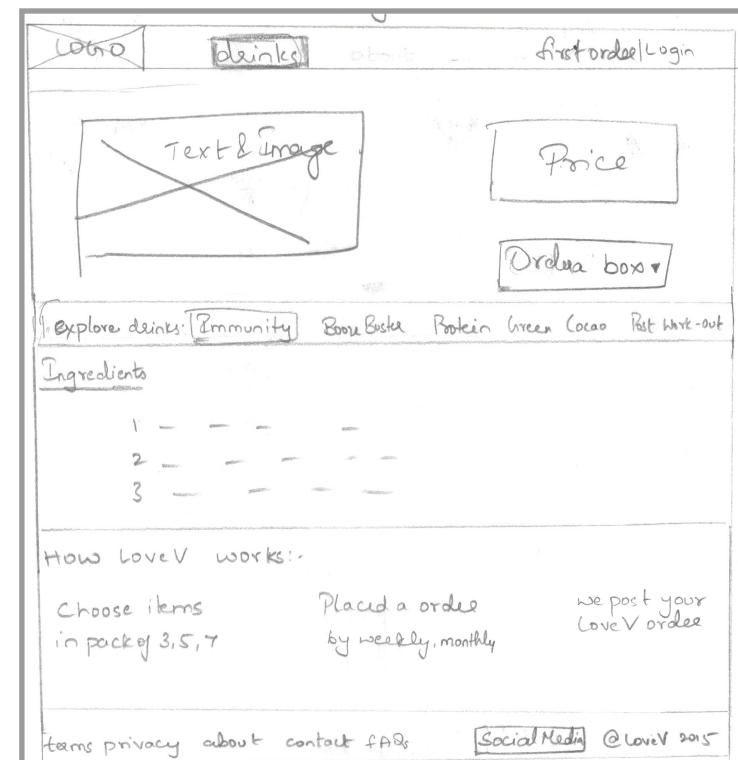
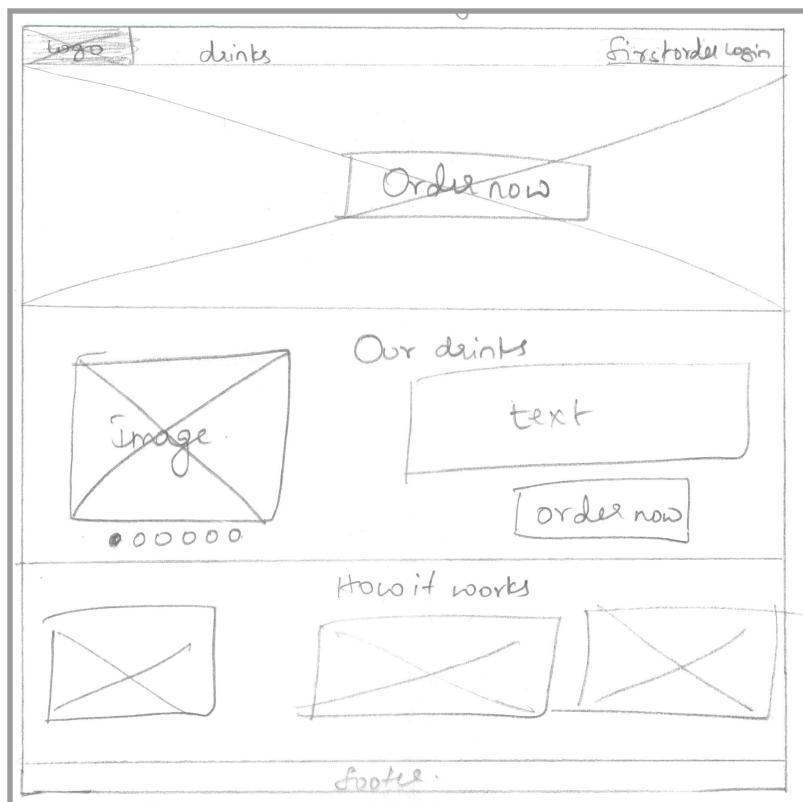
Site Map

Once the site map was finished and finalized. User task flows were created . This is shown below.



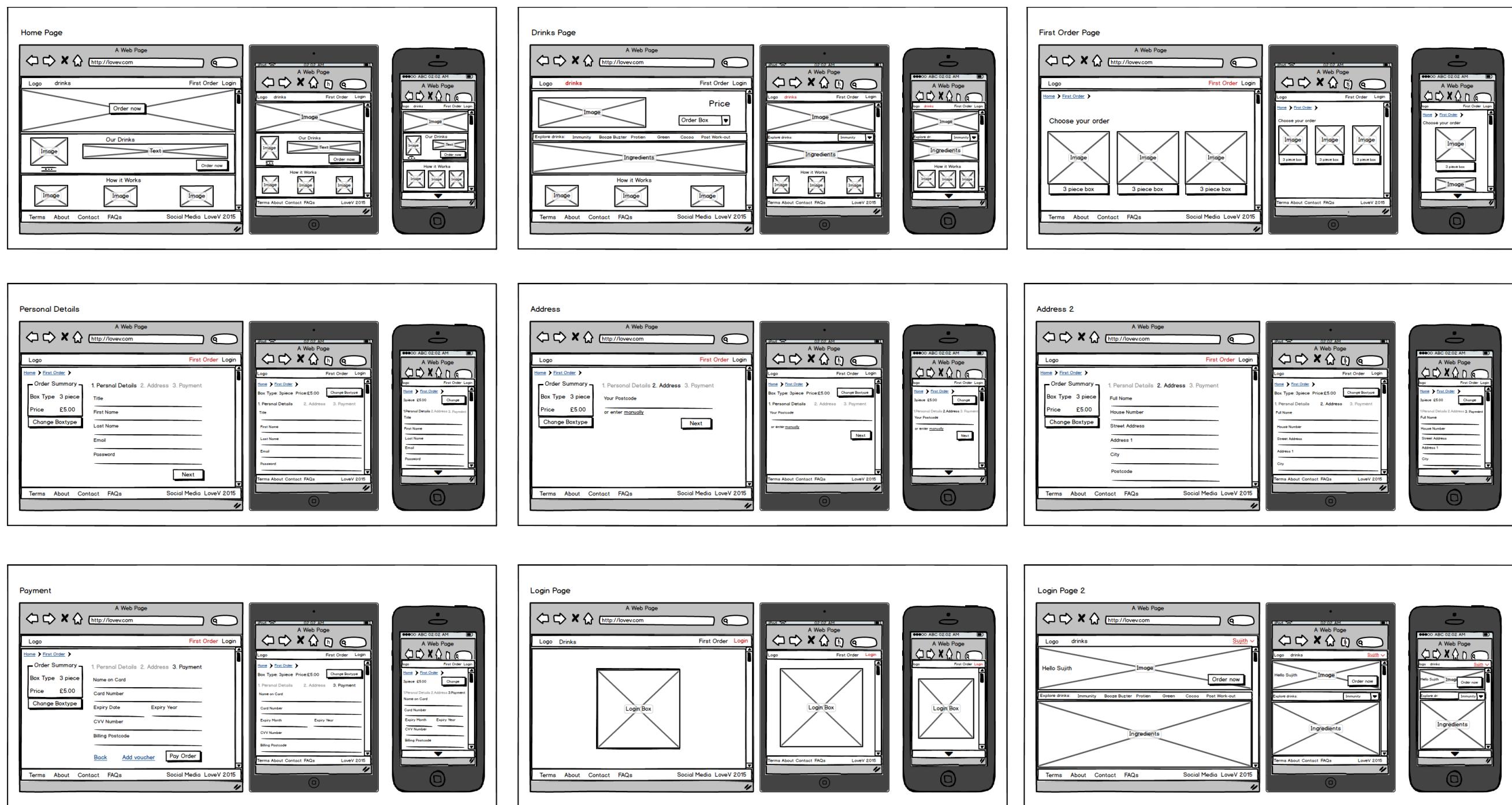
User Task Flows

Later, paper sketches were drawn. All the information collected research activities and earlier design methodologies were considered to make sure the experience of the end users are seamless and consistent over multiple devices. The paper sketches are shown below.



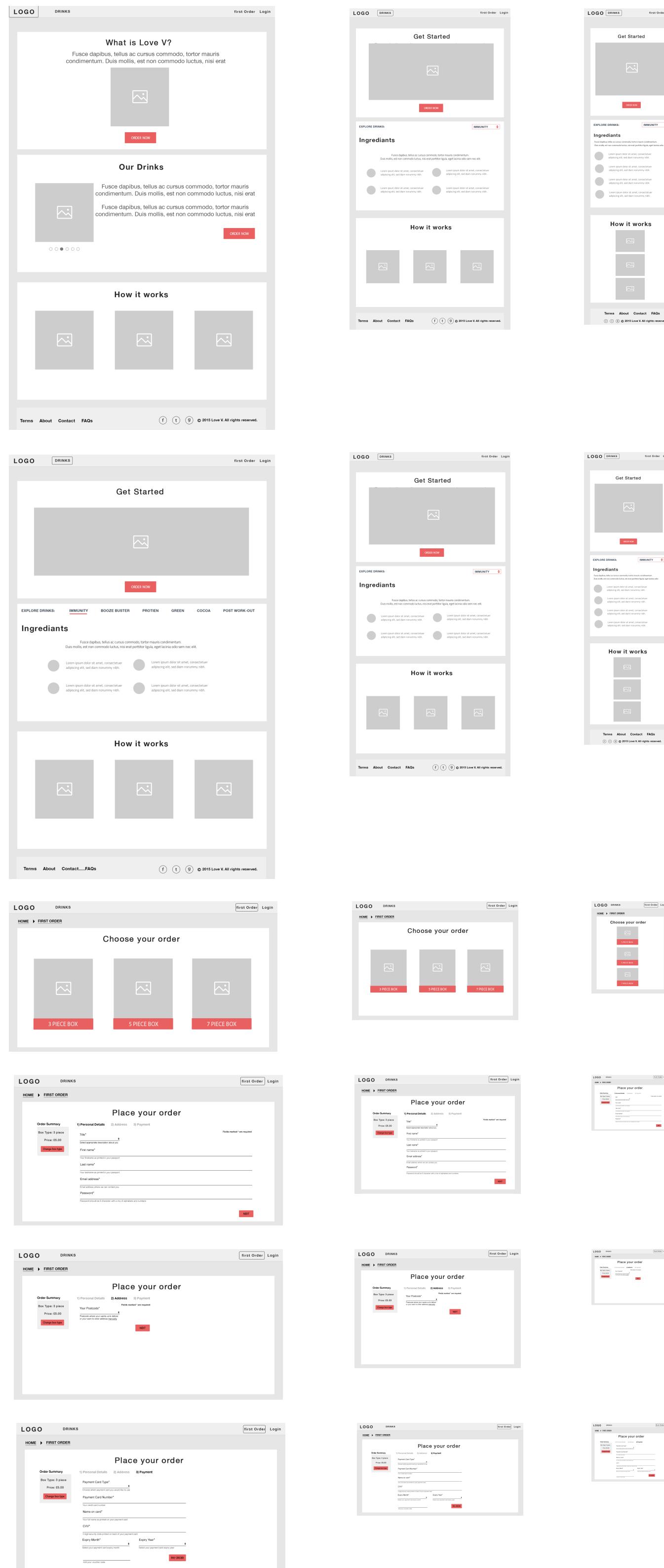
Paper Sketches

After review, low-fidelity wireframes were designed.



Low-Fidelity Wireframes

After final review, mid-fidelity wireframes were created and sent to visual work. The wireframe are shown below.



Design Research

Work Academics

EMOCIAL LTD

3 Emocial Ltd

ODICCI can help you capture customer data by creating fun and interactive offline/online competitions, sweepstakes, surveys. With a range of beautifully-designed data capture modules, the ability to perfectly match your brand on any device and our integrated reporting - the possibilities are endless.

There are three main aspects in ODICCI:

ACQUIRE: Collect offline/online customer data through engaging experiences, advanced reporting and seamless integrations

ENGAGE: Generate revenues through personalised and transactional messages triggered by data capture campaigns.

REPORT: Review and analyse your results in real time. Gain insights with real-time charts and graphs, slice and dice data with filters and download results with a variety of export options. Get the most out of your data and act faster.

INSIGHTS

Role

UX/UI Designer

Duration

6 months (March - August 2015)

Place of work

Kensal Green, West London, UK (Old Office)

Application

Odicci

Design brief

The goal of the project is to create a web based platform to help users to create online campaigns to acquire, engage with their customers respectively.

Responsibilities

Product Design with focus on UX and UI work.
Build Wireframes, Visual Mockps, & UI Elements.
Analyse competitors.

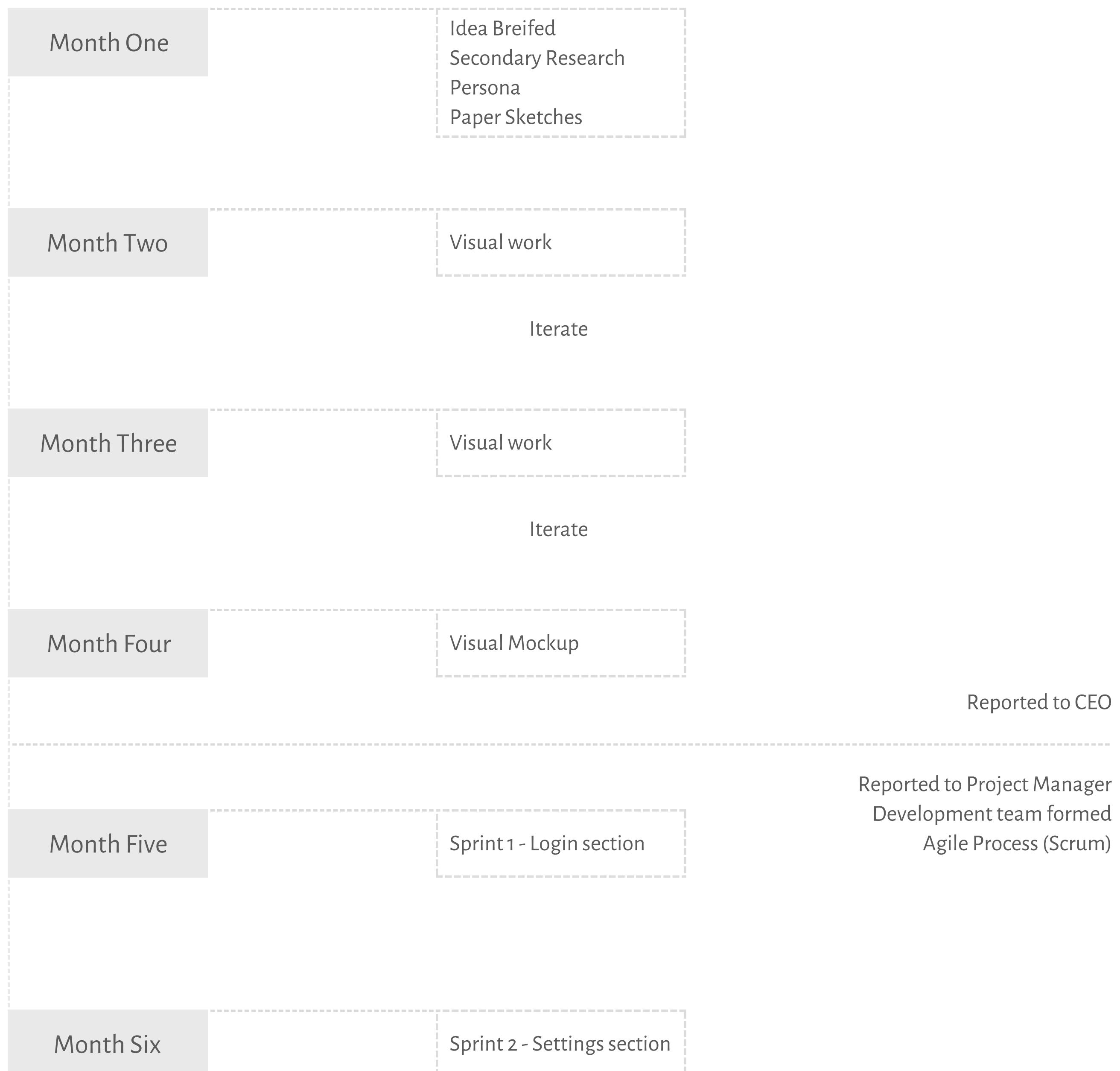
Project Methodology

Waterfall, Agile (Scrum)

Software

Adobe Photoshop, Proto.io, InvisionApp

TIMELINE

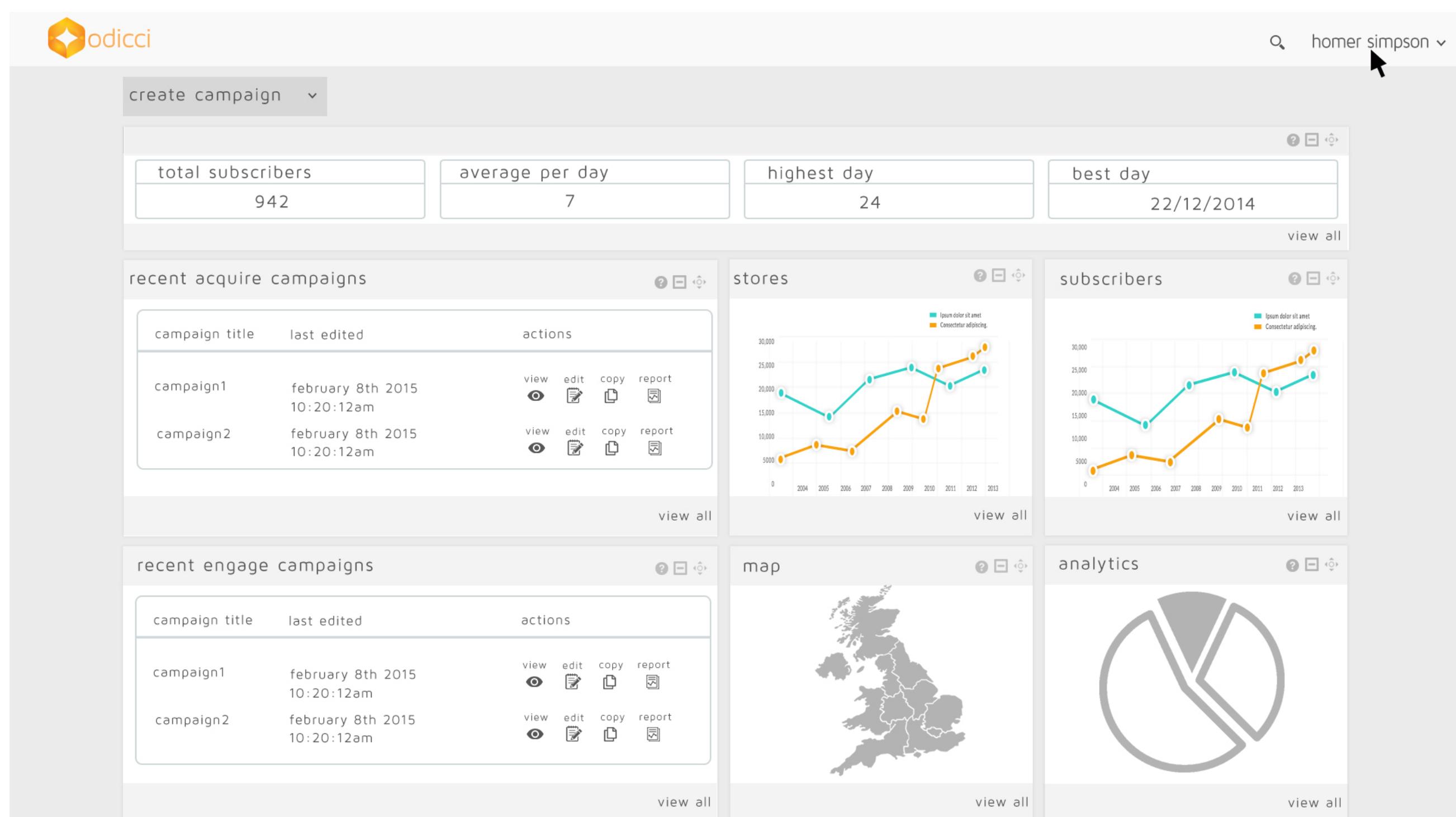


This was the first Internship I did as a UX Designer in London during studies. Emocial Ltd is a start up with seven employees and had no knowledge of user centred design (UCD). Apart from my work, I used to empower UCD on regular intervals. The company did not provide any monetary support for research activities. So I had to rely on internal marketing and other colleagues for research activities and get their feedback on regular intervals.

Odicci is a web-based platform from Emocial Ltd where customers can capture thousands of users data through interactive campaigns and along the way engage with their captured users for better engagement and satisfaction.

I was informed about who is the end users of the application on the first week of the work. Since the company had no prior research activity performed to identity pain points and need statements from the users. I had to rely on online resources and competitors design work to get inspired and understand hypothetical pain points user might undergo.

During first four months period, I worked directly with CEO of the company since CEO wanted to see how the Odicci's design work matches his vision. All the design work till this stage are shown in this video (<https://www.youtube.com/watch?v=L5TzHwDJZgo>)



Odicci Dashboard view

Once the design work was approved by CEO. Two people were hired to form a engineering team. Later, we all agreed to follow scrum principle from Agile methodology. As a result, we broke down the odicci design work into multiple sections and I started to re-design at each scrum since the design work was below par and did not cover all aspects of the application.

I was able to participate in initial two scrum deliverables. Since I had to quit after that period to focus on my master dissertation. Please check the videos below for the design work produced in those two scrums.

Sprint One: <https://www.youtube.com/watch?v=zScpsNCFdAU>

Sprint Two: <https://www.youtube.com/watch?v=6e9ftloIGSg>

BITINKER

INSIGHTS

Role

MSc Student

Duration

Two Months

Place of work

University College London, UK

Design brief

The goal of the project was to enable retired or elderly people to learn and play with advanced technological objects such as beacons. In specific our goal was to assist retired people in using maker toolkits with ease.

Responsibilities

This project focused on design by choosing interview, observation, brainstorming, affinity diagram, persona, sketches, scenarios, prototypes, focus group.

Software

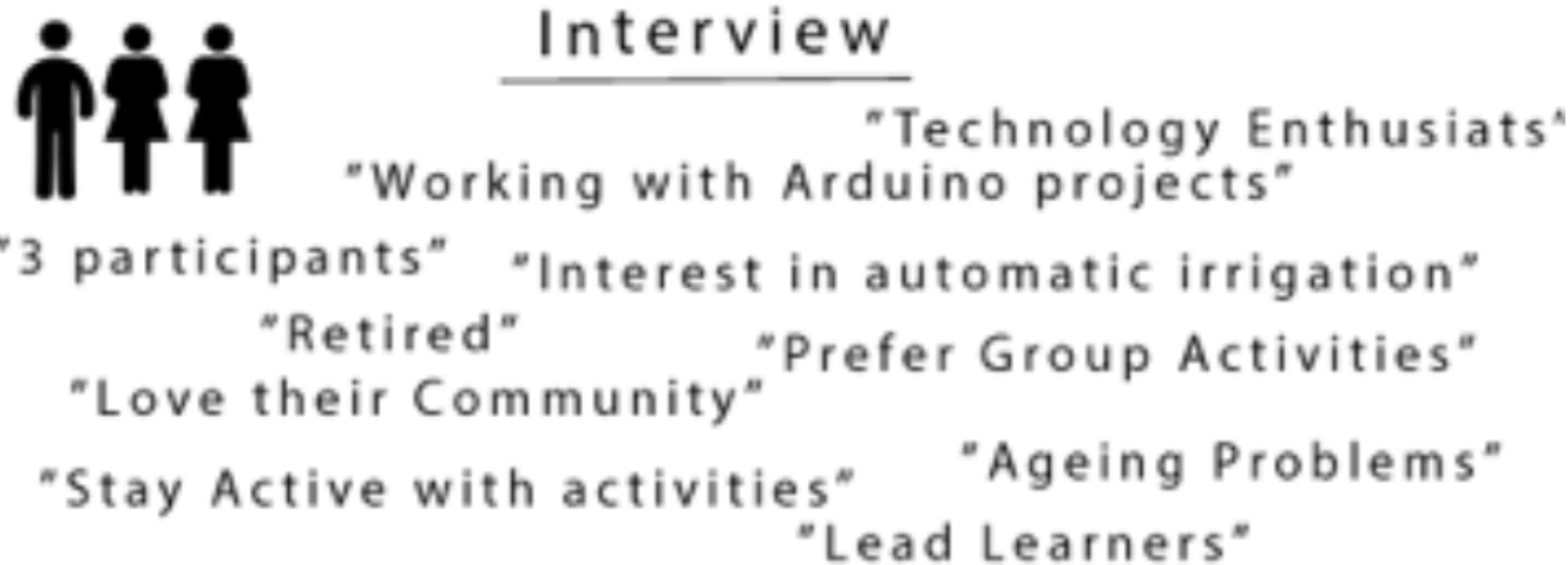
Adobe Photoshop

TIMELINE



To achieve this goal, Initially, body-storming was performed to understand how retired people involve in their daily activities. Later, unstructured interview from the University of the third Age (U3A) at Halesworth, UK, was conducted to understand their interest towards technology and their activities performed in the weekly group meetings. Then, user centred approach was opted through three iterative design phases by involving end users in every iteration of designing. Finally, design workshop was performed involving various prototypes with six participants. This helped a lot in understanding end users. The overview of the design process is shown.

Since the interview was unstructured, several information starting about their outfits, accessories, personal life and their understanding towards technology were asked. More information about the transcript (<https://soundcloud.com/sujith-kumar-anand/interview-transcript>).



Interview Insights

Interesting findings form the interview:

Only one person in the group was a lead learner who started the Arduino programming activity. At present, 12 active members were involved in performing automatic watering system. After a while they started to feel bored. They felt programming is really hard. However, they enjoyed a lot while learning Arduino with group. They feel interaction with other people is quite important when using technology devices or while learning them. They pointed out Arduino and MakeyMakey was lot of fun, and expressed how they love and support each other while learning new activities by having fun instead of sitting still and purely obeying rules. After analysing the interview data, personas was created to understand participants.



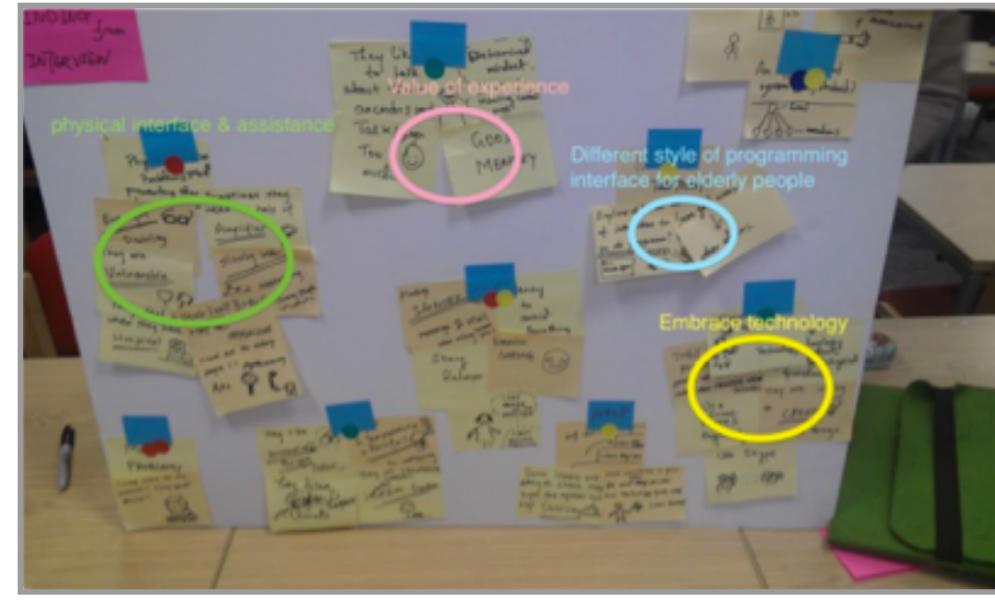
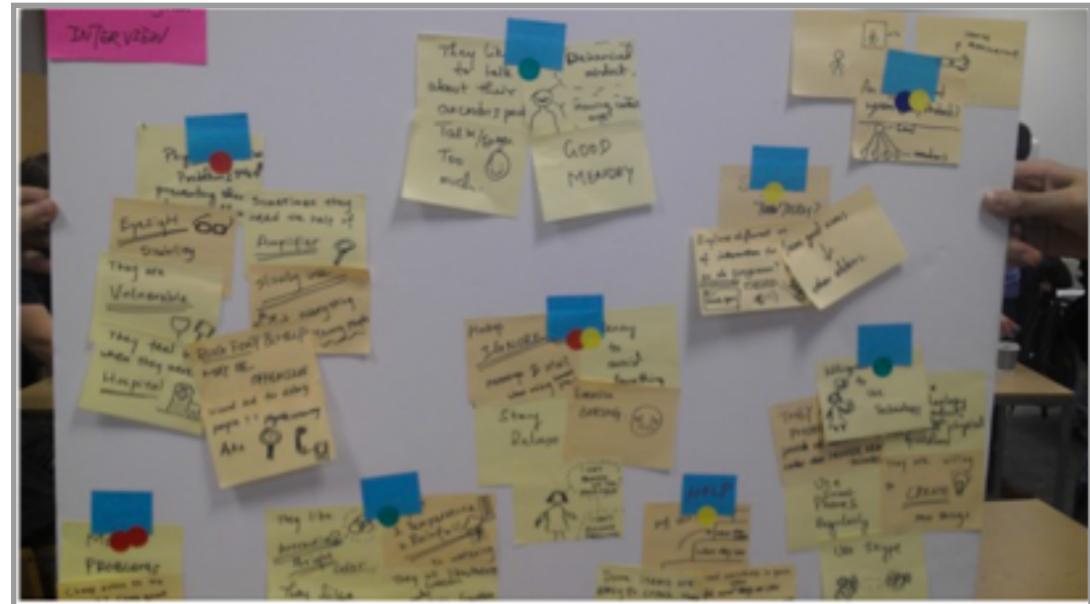
To achieve this goal, Initially, body-storming was performed to understand how retired people involve in their daily activities. Later, unstructured interview from the University of the third Age (U3A) at Halesworth, UK, was conducted to understand their interest towards technology and their activities performed in the weekly group meetings. Then, user centred approach was opted through three iterative design phases by involving end users in every iteration of designing. Finally, design workshop was performed involving various prototypes with six participants. This helped a lot in understanding end users. The overview of the design process is shown.

Since the interview was unstructured, several information starting about their outfits, accessories, personal life and their understanding towards technology were asked. More information about the transcript

(<https://soundcloud.com/sujith-kumar-anand/interview-transcript>).

Brainstorming & Affinity Diagram:

Later, brainstorming was started using the persona, interview data and observations for ideas. Then an affinity map was created and categorised according to the needs. Finally, ideas were selected which is related to 4 points i.e., physical interface and assistance, value of experience, embrace technology and different style of programming interface for elderly people. The interesting finding was there willingness to learn advanced technological objects and the way the knowledge is transferred in the group activities. So it was decided to improve their current problem i.e., programming.



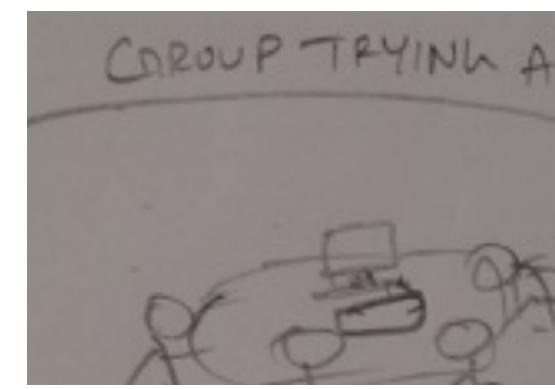
Affinity Mapping

Ideation 1

After peer reviewing ideas, the goal was to assist retired people on learning Arduino. During the design process, the nine factors from elderly people (visual, listening/ hearing, psychomotor, intelligence, learning, physical abilities, memories, attitude to computer and generation effect) and Literature review were taken into consideration. The initial design focus was on engaging the learning process of Arduino in two aspects: Understanding physical instrument appearance (for easier manipulation) and programming interface (for easier memory) toolkit that engages the retirees' learning process.

Sketches & Story Boards

Some sketches were prepared w.r.t hardware component where the pins and sockets on the board were displayed in much bigger size than the original Arduino board which would help the retired people who have vision problems. Additionally, considered, MIT developed programming language Scratch to help retired people in learning programming and direct manipulation interface with buttons having drag and drop functionality to ease memory. Also, the images on buttons which is already remembered by the retired people to represent the functionalities between Personal Computer and Arduino.



Sketches and Scenarios

Finally, settled with the one shown here which actually helps users gardening their flowers with the help of automatic watering system. This system automatically waters the plants according to the climate change without the need of the user.

Mentor Discussion

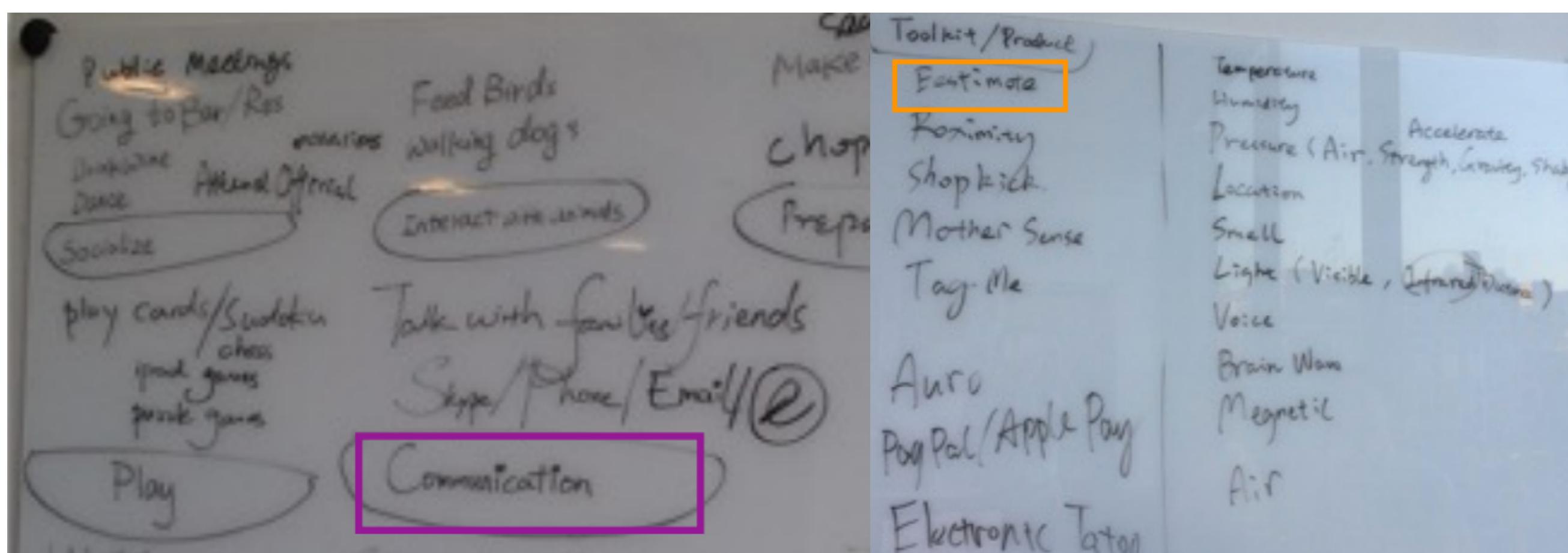
The idea was discussed with the mentor. During the discussion, it was found out that only one person in the group was good at programming and rest are just performing the activities given to them. It was understood that many people from the group were bored of programming and some of them even left the group because of this reason. Mentor advised to focus on how to involve retired people in using advanced technological objects with very less or programming without coding.

Brainstorming & Affinity Diagram

Again, brainstorming was performed with the help of persona. However this time, focus was on users activities, which led to the creation of a affinity diagram based on that. Later, it was categorised using keywords for better understanding. After brainstorming, Communication theme was selected. Since the users were really interested in talking to friends, family members.

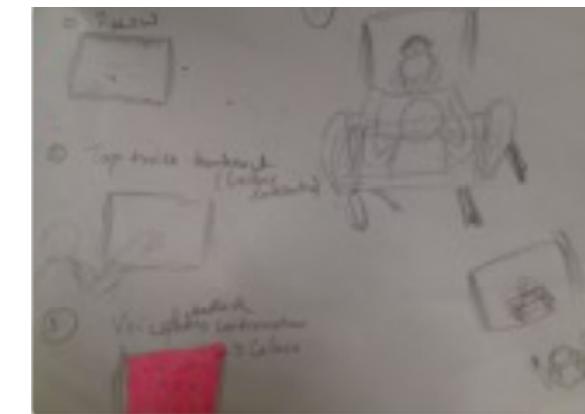
Ideation 2

A list of available maker toolkits and with the help of peer review between the team members; Beacons (Estimote) was selected. Since, there was no programming needed to implement the functions, which could be involved in the elderly people daily activities and help them play with it by allowing them to think for themselves. During this process, five concepts were generated which were involved in their daily activities Further on, sketches were prepared to understand the context.



Affinity Mapping

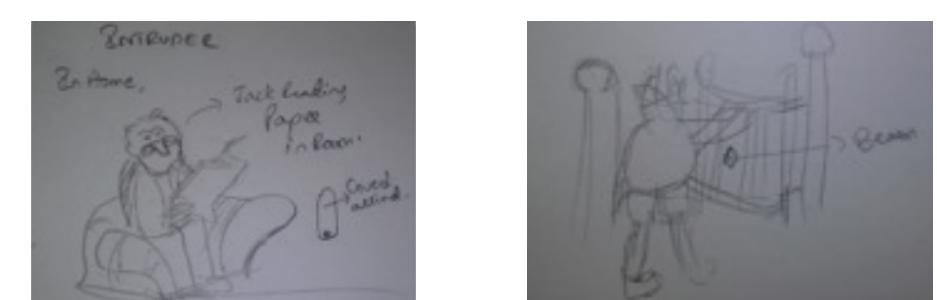
Talk with pillow: In this case, retired people can try to exchange a voice communication between their loved ones. The two pillows will have capability of receiving the information with one beacon, and display incoming information through a pattern of lights or through a gentle sound at the other beacon inside another pillow. Pillows could be connected to each other over the network. This concept was inspired from the first interview, when the participant told she had used Skype to communicate with her grandchildren when she was hospitalised.



Shop with me: This acts a shopping guide to retired people when they are in supermarkets. Two beacons is utilised in this concept; one in the trolley and another at the supermarket. This way trolley can act as a guide in searching items inside the supermarkets and also provide grocery items information for the users. This was inspired from one of the ideas presented from guest speaker on last day of class.



Intruder Alert: This acts as safety monitors and detects unauthorised entry into houses. Retired person will be alerted about an intrusion with help of motion sensor. This was inspired while reading an online article about elderly people safety while they stay independent.



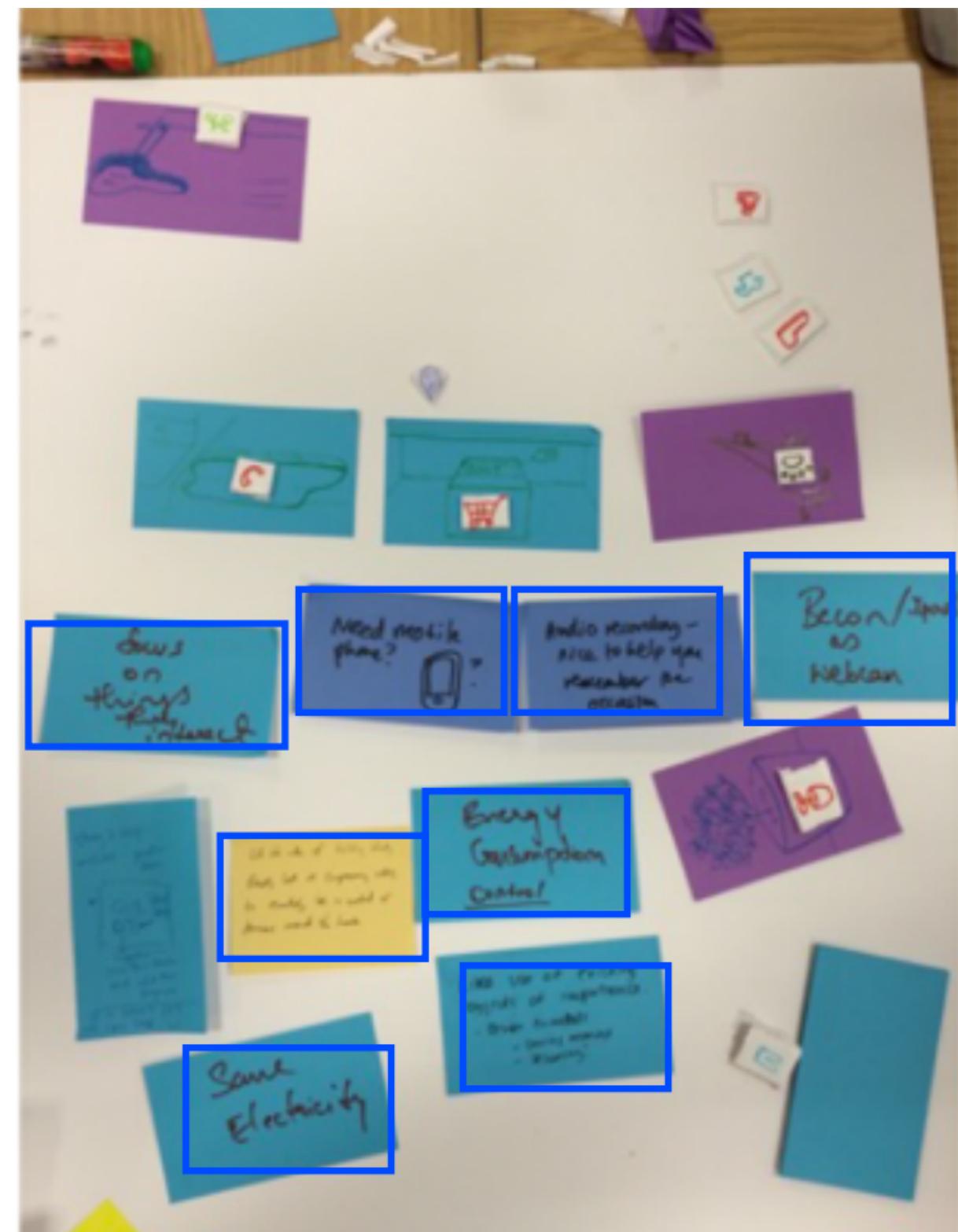
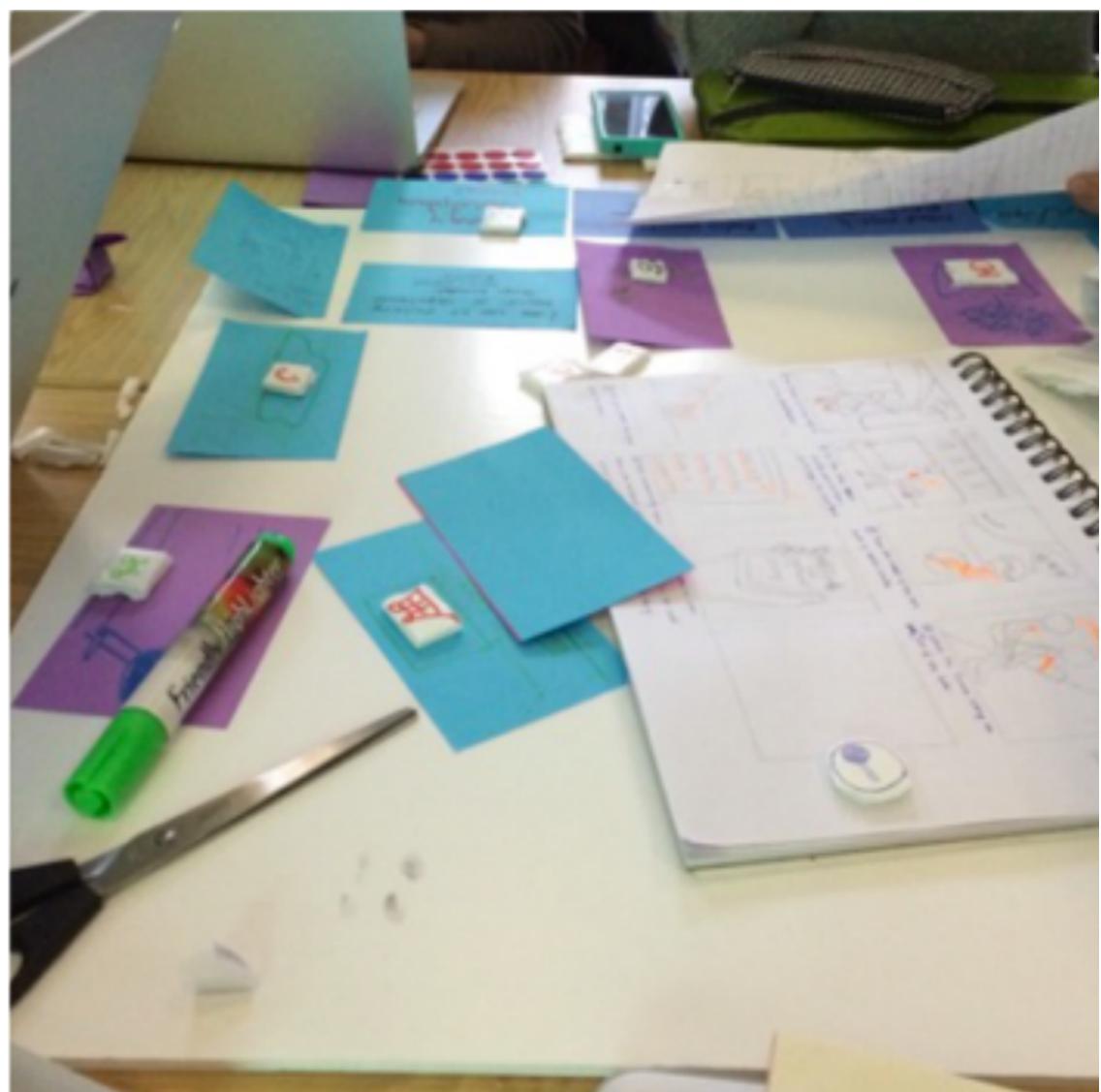
Pet Care: This acts a alarm but in a different way with the use of two beacons. An indication or an alarmed will be sounded when a pet visits a restricted place in the house. This was inspired while reading about PARO, a mental commitment robot.



Selfie: With the help of beacons, retired people can put their phone down and be part of the picture. This was inspired from a Swedish startup, FLIC, based on beacons.

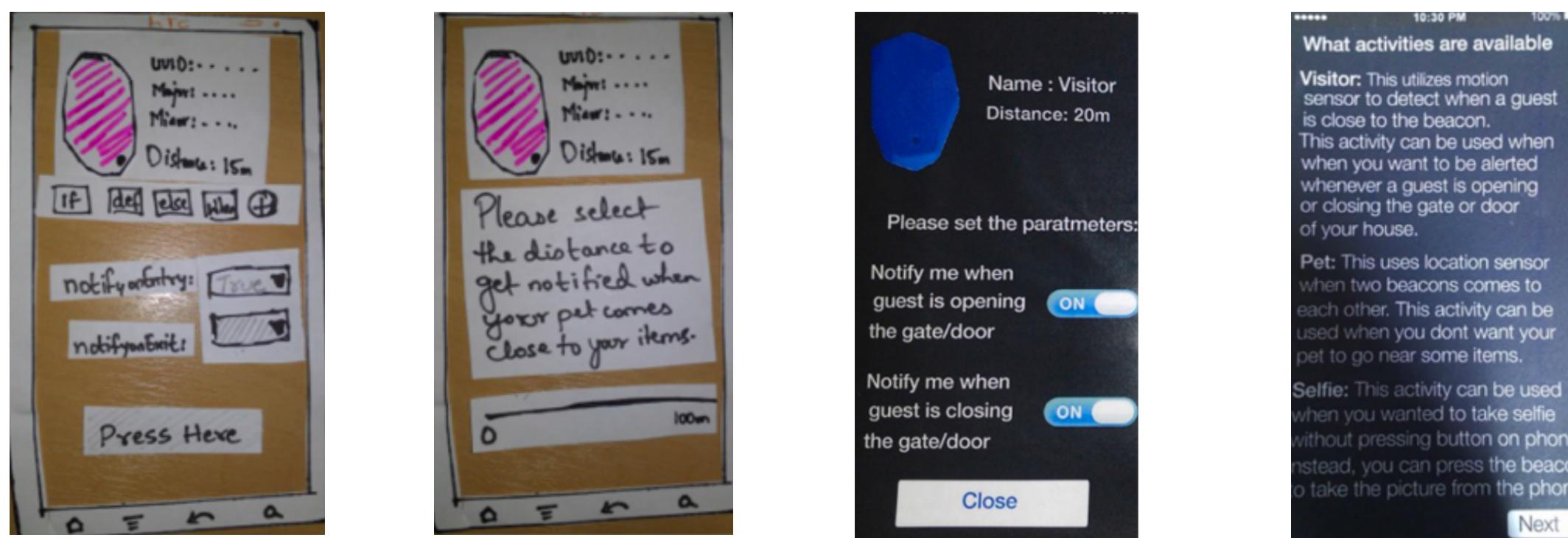


Mockups were prepared and tested in the class. There were lot of feedback, which helped us in idea refinement. Later, mockups were presented to the mentor. During refinement, "Talk with Pillow", "Shop with me", weren't considered due to security problems and involvement of third party stakeholders. The three concepts were considered on two criteria i.e., the activity realistically possible to build and whether the activity is performed by retired people in their daily lives.



Paper Mockups

A paper prototype was prepared for activities “Intruder alert” and “Pet Care” with two different programming ways. Direct Manipulation was used, since most retired people were familiar with the use of smartphones (Literature Review). It was evaluated with three retired people in Camden Town for usability problems. The goal of the usability test was in identifying the problems related to design, layout, do they accept programming (i.e., Scratch) to perform activity. The issues were, the layout, lack of information and their hesitant towards programming.



Paper Mockups

Focus Group/Workshop

During the workshop, a short introduction was provided about beacon. Low and High fidelity prototypes were tested. However, my colleagues used high fidelity prototype prepared in open source softwares. I preferred to use low fidelity, i.e., paper prototype. This was preferred because not all retied people were familiar with smartphones. This was understood during usability testing of mockup.

The prototype was tested with one individual and ended with a group discussion explaining the experience about using beacons. The participant was happy with the layout, information and the style of programming. Surprisingly, the participant got involved and suggested alternate activities. that can be performed for his daily life.

The overall workshop was successful and led to greater understand of retired people. There were some issues from high fidelity prototypes which was pointed out in group discussions. Unfortunately, due to the time constraints we weren't able to further iterate. I strongly feel the suggested activities from the participant can be built and tested. For video about Workshop (<https://www.youtube.com/watch?v=P-TS4XD44-o>).



Workshop session

THREAD

INSIGHTS

Role

MSc Student

Duration

One Months

Place of work

University College London, UK

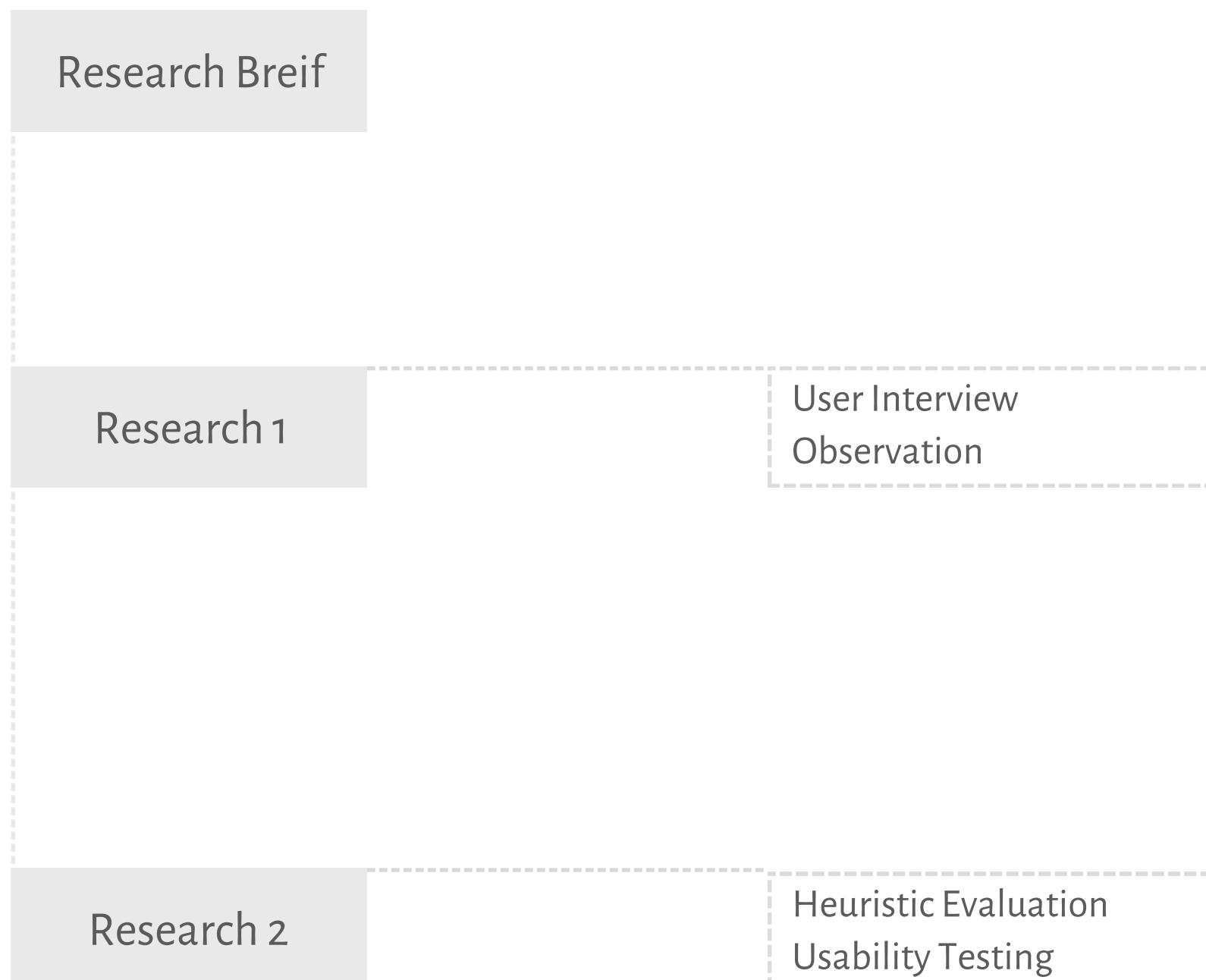
Design brief

A qualitative evaluation study on thread website.

Responsibilities

This project focused on research with choosing interview, observation, heuristic evaluation and usability testing.

TIMELINE



The thread is a start-up from London, limited to UK, attempting to solve the problem amongst machine and men, with the help of intelligent algorithms to men's wear.

Two questions were addressed about the website:

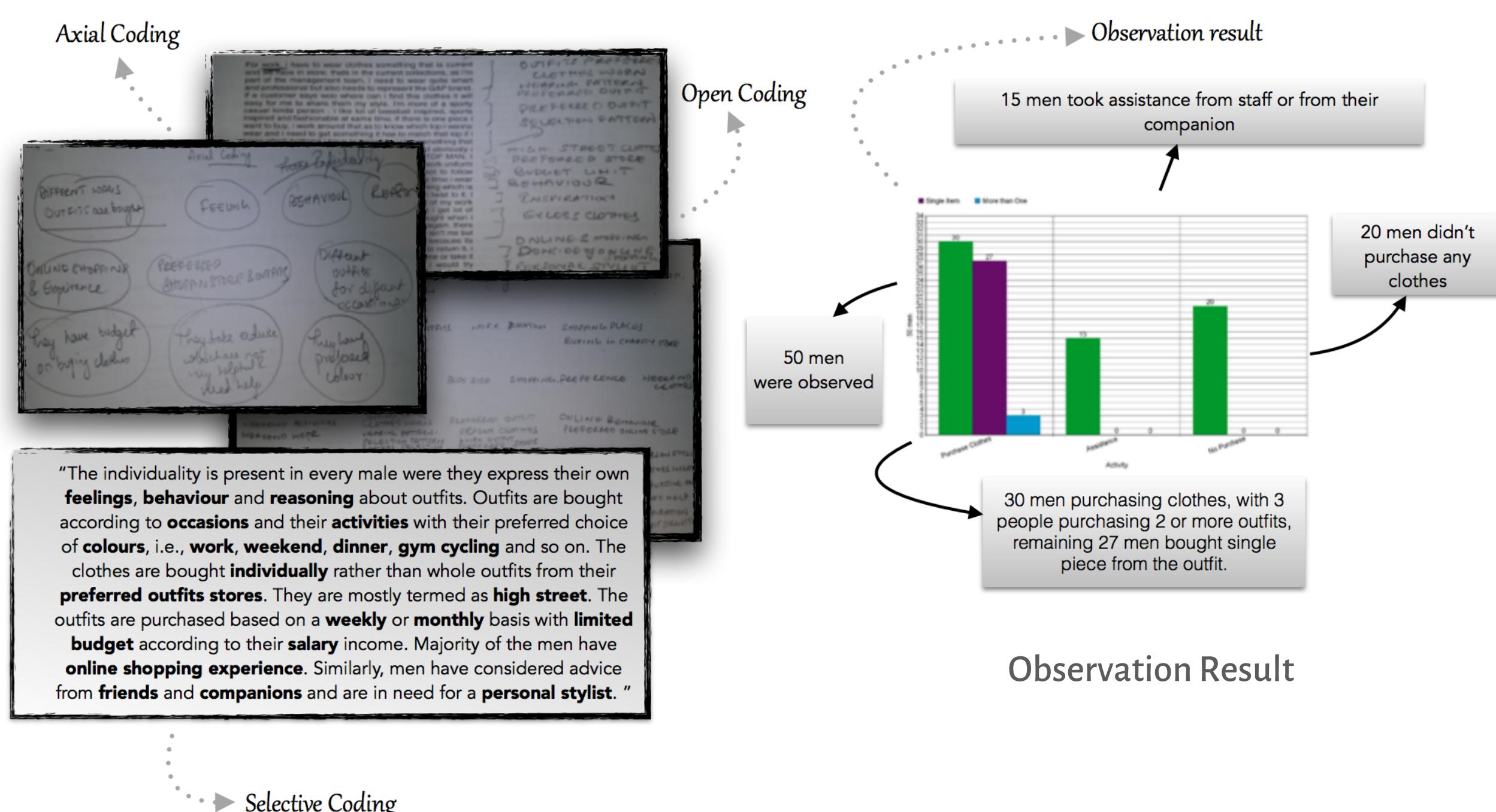
Question 1- How well does the website support the way people think about their wardrobe and choosing outfits?

Evaluation methods used: Interview (6 users) and Observation (50 users).

Question 2- How well does the Questionnaire support the way people think about their outfits?

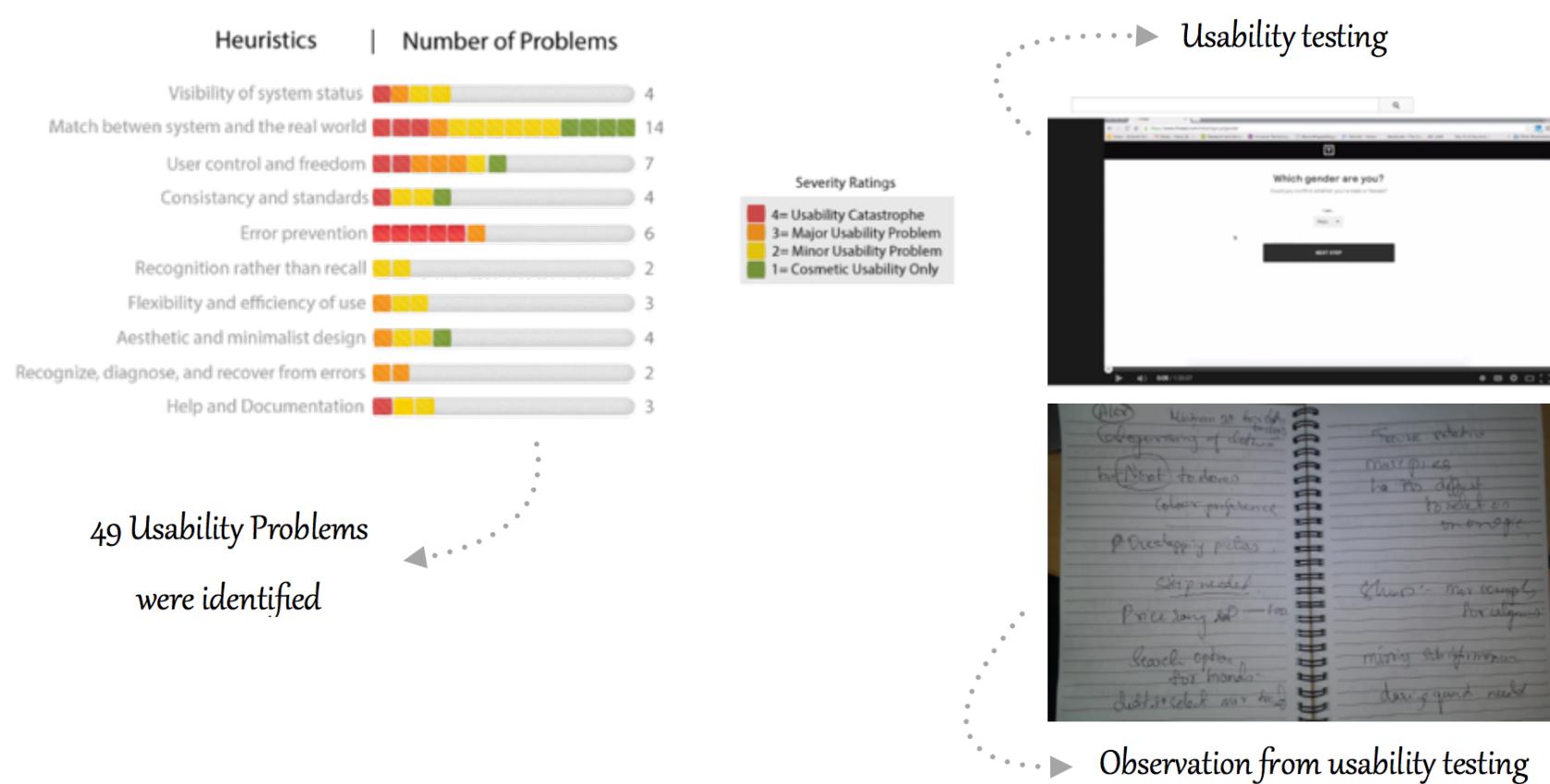
Evaluation methods used: Heuristic Evaluation (5 experts) and Usability testing (3 users).

For question-1, two things was needed to be addressed i.e., users judgement and their behaviour towards wardrobe and choosing outfits. Interview was opted to address users judgement and later coded using three stages of Strauss and Corbin technique. Observation for identifying the users behaviour while shopping at the store. During literature review, it was understood users have same tendency of shopping clothes either online or in-store.

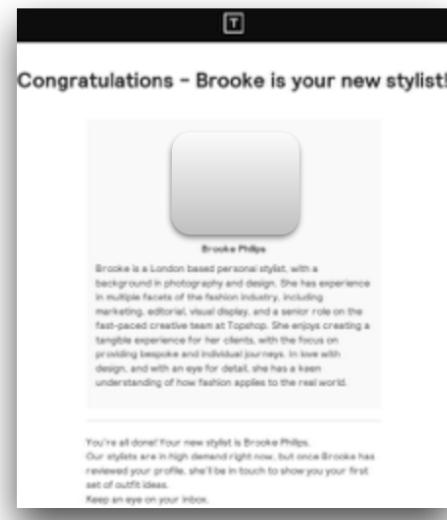


Interview Coding

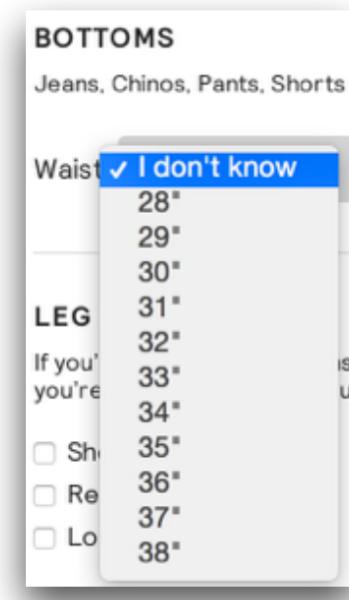
A questionnaire is needed to be answered by every new user who wants to use the facility of the thread. During the email interview with the CEO of the thread, it was identified 65% of the users finish questionnaire. So question-2 was framed to address this problem. For question-2, two things were needed to be addressed i.e., usability problems and the user behaviour. Heuristic Evaluation was opted to address the usability problems and usability testing to user behaviour. The research findings and suggestions are shown below.



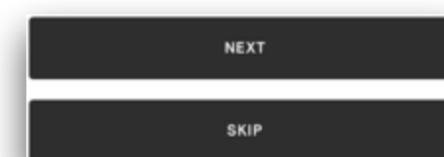
Confused after finishing the questionnaire.



Problems selecting the trouser size.



Inappropriate use of back and skip



Usabilities Testing Findings

Suggestions For Question 1:

- Outfits need to be sent within their spending limit.
- Outfits need to be sent based in users favourite colours.

Suggestions For Question 2:

- Exit button at the end page.
- Use of universal trousers size measurement at necessary questions.
- Proper use of back and skip button.

CONTACT

Email

sujoo9@gmail.com

Phone

+44 7440596997

Website

www.sujithanand.com

LinkedIn

<https://www.linkedin.com/in/sujoo9>

Slideshare

<http://www.slideshare.net/sujoo9>

Twitter

<https://twitter.com/sujoo9>

Thank You