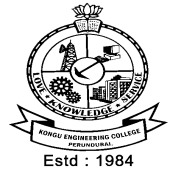
**KONGU ENGINEERING COLLEGE**

**(Autonomous)**

**Perundurai, Erode – 638 060.**

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**DEPARTMENT OF COMPUTER SCIENCE AND DESIGN**

**LABORATORY RECORD**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **ASHWIN V** | **DHIVYARHITHANYA A A** | **GANIKA M** |
| **REG NO.** | **22CDR009** | **22CDR020** | **22CDR024** |

**Course Code : 22CDC32**

**Course Name : USER EXPERIENCE DESIGN**

**Semester : III**

**Branch : COMPUTER SCIENCE AND DESIGN**

**KONGU ENGINEERING COLLEGE**

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**Perundurai, Erode – 638 060.**

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**DEPARTMENT OF COMPUTER SCIENCE AND DESIGN**

**22CDC32 - USER EXPERIENCE DESIGN**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Programme \_\_\_\_\_\_\_\_\_\_ Branch \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Section \_\_\_\_\_\_\_\_\_ Semester \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Register Number \_\_\_\_\_\_\_\_\_\_\_\_\_

*Certified that this is a bonafide record of workdone by the above student of the during the year 2022– 2023.*

Submitted for the practical examination held on \_\_\_\_\_\_\_\_\_\_

**Signature of Lab in-charge Signature of the HOD**

**Examiner-I Examiner- II**

**INDEX**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Experiment**  **Date** | **Name of the Experiment** | **Marks**  **awarded** | | | **Signature** |
| 1. | **08.09.2023**  **15.09.2023** | Perform user research to define the problem for your product or service. |  | | |  |
| 2. | **29.09.2023** | Group customer information data for your product or service |
| 3. | **06.10.2023**  **13.10.2023** | Conduct an interview with your customer |
| 4. | **20.10.2023**  **03.11.2023** | Create user personas for your product or service. |  | | |  |
| 5. | **17.11.2023** | Create user scenario/story telling for your product or service. |
| 6. | **17.11.2023**  **24.11.2023** | Create affinity diagram for your product or service by using Sticky Notes, White Board and Fig jam. |
| 7. | **24.11.2023**  **01.12.2023** | Create low-fidelity wireframes for your product or service by using Pen and Paper/Stenciling or Paper cutouts. |  | | |  |
| 8. | **08.12.2023**  **15.12.2023** | Create medium-fidelity wireframes for your product or service by using Figma. |
| 9. | **15.12.2023**  **22.12.2023** | Create low-fidelity prototypes (paper prototypes) for your product or service by using pencil and paper. |  | | |  |
| 10. | **22.12.2023**  **29.12.2023** | Create medium-fidelity prototypes (digital prototypes) for your product or service by using Figma. |
|  |  |  | **22CDR009** | **22CDR020** | **22CDR024** |  |
|  |  | Conduct of Experiment (40) |  |  |  |  |
|  |  | Presentation and Viva-voce (20) |  |  |  |  |
|  |  | Total (60) |  |  |  |  |
|  |  | Continuous Assessment (15) |  |  |  |  |
|  |  | Final Review (10) |  |  |  |  |
|  |  | Internal Mark (25) |  |  |  |  |

**PROJECT DETAILS**

|  |  |
| --- | --- |
| **Project Team Number:** | A3 |
| **Project Team Members:** | |  |  |  | | --- | --- | --- | | **S.No** | **Roll Number** | **Name** | |  | 22CDR009 | ASHWIN V | |  | 22CDR020 | DHIVYARHITHANYA A A | |  | 22CDR024 | GANIKA M | |
| **Project Title:** | **CHAAT MAN** |
| **Project Description:** | This application helps you order your favourite street eats from diverse vendors and deliver it to your doorstep with a tap. |

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| **Ex.No:** | **01** | **USER RESEARCH** |
| **Date:** | **08.09.2023**  **15.09.2023** |
| **Aim:** | | |
| To perform user research to define the problem for Civil Sites App. | | |
| **Description:** | | |
| 1. The research objective and specific questions to be answered through the survey form were established. 2. A combination of qualitative and quantitative data was collected by incorporating both open-ended and close-ended questions in the survey. 3. Google Forms was employed as the platform to create the survey form. 4. The survey form was distributed to a diverse set of users through channels such as email, social media, and other relevant platforms. 5. The collected data was analyzed to identify patterns and extract insights that can inform the design and development process. 6. Conclusions regarding user needs and preferences were drawn based on the analysis of the survey data. | | |
| **Tools Used:** | | |
| 1. Data Analysis tool | | |

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| **Ex.No:** | **02** | **GROUP CUSTOMER INFORMATION DATA** |
| **Date:** | **29.09.2023** |
| **Aim:** | | |
| To group customer information data for Civil Sites. | | |
| **Description:** | | |
| 1. The data provided by the user is organized into groups and subsequently prioritized based on their importance. 2. Users' suggestions regarding the product are carefully analyzed and prioritized to determine their significance and potential impact on product improvements. 3. In order to identify the product's competitors, a thorough competitive analysis is conducted, examining other similar products or services in the market. 4. The competitive analysis offers valuable insights into both favorable strategies to adopt and potential pitfalls to avoid when developing the product. 5. User behavior data is systematically collected, encompassing valuable information on how users interact with the product, the specific tasks they engage in, and the issues they encounter. 6. The gathered information plays a crucial role in shaping the development of a product that is specifically tailored to meet the needs and preferences of the users. | | |
| **Tools Used:** | | |
| 1. Sticky notes  2. A3 sheets | | |

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| **Ex.No:** | **03** | **USER INTERVIEW** |
| **Date:** | **06.10.2023**  **13.10.2023** |
| **Aim:** | | |
| To conduct an interview with the target customers and collect information. | | |
|  | | |
| 1. The purpose and goals of the interview were clearly defined, and suitable users were selected for the process. 2. Two specific users, Ganesan and Gayathri, were chosen to participate in the interviews. 3. The time and location for the interviews were scheduled to accommodate the availability of the users. 4. The users comfortably answered the questions, and additional follow-up questions were asked to delve deeper into their responses and gather more comprehensive insights. 5. The interviews were recorded in a voice format, ensuring accurate capturing of the users' statements. 6. The insights obtained from the interviews played a significant role in shaping design decisions. 7. Overall, the interviews proved to be a valuable source of information, providing insights into user behaviors, attitudes, and specific needs. | | |
| **Tools Used:** | | |
| 1.Camera  2. Notes | | |

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| **Ex.No:** | **04** | **USER PERSONAS** |
| **Date:** | **20.10.2023**  **03.11.2023** |
| **Aim:** | | |
| To create user personas for Civil Sites App based on the user interview**.** | | |
| **Description:** | | |
| 1. User data was gathered from interviews or surveys, providing valuable insights into their characteristics and experiences. 2. Common themes and patterns were identified within the collected data, facilitating in-depth analysis. 3. A background story was crafted to effectively portray the user's motivations, goals, and behaviors, giving a holistic understanding of their needs. 4. The user persona created initially was tested and refined using the information obtained from the data collection process. 5. The user persona included crucial details about users' attitudes, preferences, and pain points, enhancing the understanding of their needs. 6. This comprehensive process ensures that the design aligns with the needs and preferences of the target users, ultimately enhancing the user experience. | | |
| **Tools Used:** | | |
| 1. Canva | | |

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| **Ex.No:** | **05** | **USER STORY/SCENERIO** |
| **Date:** | **17.11.2023** |
| **Aim:** | | |
| To create user scenario/story telling for Civil Sites. | | |
| **Description:** | | |
| 1. Gather information from various channels, including surveys or user interviews. 2. Record each concept on an individual adhesive note to facilitate organization and arrangement. 3. Begin by arranging the adhesive notes in a haphazard order. 4. Collaboratively group the adhesive notes into clusters or categories. 5. Identify resemblances or recurring themes among the ideas and consolidate them. 6. After organizing the adhesive notes into clusters, assign labels to each category. | | |
| **Tools Used:** | | |
| 1. Sticky notes  2. A4 sheets | | |

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| **Ex.No:** | **06** | **AFFINITY DIAGRAM** |
| **Date:** | **17.11.2023**  **24.11.2023** |
| **Aim:** | | |
| To Create affinity diagram for Civil Sites App by using Sticky Notes, White Board and Fig jam. | | |
| **Description:** | | |
| 1. Gather inputs from various sources, including surveys or interviews conducted with the users. 2. Write down each idea or input on separate sticky notes for better organization and categorization. 3. Initially, arrange the sticky notes in a random manner without any specific order. 4. As a group, collaboratively begin sorting the sticky notes into clusters or categories that share related themes or concepts. 5. Look for similarities or common patterns among the ideas and group them together accordingly. 6. Once the sticky notes have been organized into clusters, label each category to provide a clear understanding of the grouped ideas. | | |
| **Tools Used:** | | |
| 1. Fig Jam | | |

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| **Ex.No:** | **07** | **LOW-FIDELITY WIREFRAMES(PAPER/STENCILING)** |
| **Date:** | **24.11.2023**  **01.12.2023** |
| **Aim:** | | |
| Create low-fidelity wireframes for Civil Sites App by using Pen and Paper/Stenciling or Paper cutouts. | | |
| **Description:** | | |
| 1. Begin by identifying the key screens, features, and user flows that need to be included in your wireframes, based on the project requirements and user needs. 2. Start sketching the main screens of your app, such as the home screen, login screen, or navigation menu, using pencil and paper or a digital design tool. 3. Focus on capturing the overall layout and structure of each screen, rather than getting into specific visual details or styling. 4. Utilize simple shapes, such as rectangles for screens or buttons, circles for icons, and lines for text input fields, to represent different UI elements. 5. Label each element with concise text descriptions to indicate its purpose or functionality, ensuring clarity and understanding. 6. Use arrows or lines to illustrate the flow between screens and interactions with different elements. This helps visualize the user journey and how screens are interconnected within the app. | | |
| **Tools Used:** | | |
| 1. A3 sheets  2. Pencil  3. Stencils | | |

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| **Ex.No:** | **08** | **MEDIUM-FIDELITY WIREFRAME(GRAY SCALE)** |
| **Date:** | **08.12.2023**  **15.12.2023** |
| **Aim:** | | |
| Create medium-fidelity wireframes for Civil Sites App by using Figma. | | |
| **Description:** | | |
| 1. Open Figma, either through the web browser or the desktop application, and create a new project. 2. Create a new frame for each screen of your app by clicking on the "Frame" icon in the toolbar or using the shortcut "Ctrl + Alt + N" (Windows) or "Cmd + Option + N" (Mac). 3. Access the Figma toolbar and select basic shapes and elements to represent different UI components, such as buttons, input fields, text blocks, images, and navigation menus. Drag and drop these elements onto your frames. 4. Use the text tool from the toolbar to add labels, headings, and body text to your wireframes. Click on the frame to add text and customize its style using the options in the right sidebar. 5. For medium-fidelity wireframes, use grayscale colors instead of full-color designs. Select elements and modify their fill color to grayscale tones using the color picker in the right sidebar. 6. Arrange the elements on your wireframes to create the desired layout and hierarchy. Move and resize elements using the selection tool in the toolbar. 7. Utilize Figma's prototyping features to add interactions and navigation between screens. Select an interactive element, such as a button, and switch to the "Prototype" tab in the right sidebar. Create connections between screens by dragging the arrow from the interactive element to the target screen. 8. Repeat the process for each screen of your app, adding elements, text, grayscale colors, and interactions as required to complete the wireframes. | | |
| **Tools Used:** | | |
| 1. Figma | | |

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| **Ex.No:** | **09** | **LOW-FIDELITY PROTOTYPE(PAPER PROTOTYPE)** |
| **Date:** | **15.12.2023**  **22.12.2023** |
| **Aim:** | | |
| Create low-fidelity prototypes (paper prototypes) for Civil Sites App by using pencil and paper. | | |
| **Description:** | | |
| 1. Group the data provided by the user and prioritize the identified needs. Analyze the data to identify common themes or patterns and determine the most critical user needs. 2. Evaluate and prioritize the suggestions from users regarding the product. Assess their feasibility, potential impact, and alignment with the overall product vision and goals. Prioritize the suggestions that align with user needs and have the potential to enhance the product's value. 3. Conduct a competitive analysis to identify existing competitors in the market. Evaluate their strengths, weaknesses, and unique selling points. This analysis helps identify potential gaps or areas where the product can differentiate itself from competitors. 4. Based on the user feedback and competitive analysis, identify the do's and don'ts for the product. Understand what aspects of the product resonate well with users and what should be avoided or improved to meet their expectations and preferences. 5. Collect user behavior data, such as through user analytics tools or feedback mechanisms, to understand how users interact with the product, the tasks they perform, and the issues they encounter. This data provides insights into user preferences, pain points, and areas for improvement. 6. Utilize the gathered data to inform the design and development of the product, ensuring that it is tailored to the needs and preferences of the users. Incorporate user feedback, address pain points, and prioritize features and improvements that align with user needs, resulting in a product that resonates well with the target users. | | |
| **Tools Used:** | | |
| 1. A3 sheets  2. Pencil  3. Stencils | | |

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| **Ex.No:** | **10** | **MEDIUM-FIDELITY PROTOTYPE(DIGITAL PROTOTYPE)** |
| **Date:** | **22.12.2023**  **29.12.2023** |
| **Aim:** | | |
| Create medium-fidelity prototypes (digital prototypes) for Civil Sites App by using Figma. | | |
| **Description:** | | |
| 1. Open Figma and create a new project. 2. Create separate frames for each screen of your app. You can do this by selecting the "Frame" tool from the toolbar and placing frames on the canvas for each screen you want to design. 3. Begin designing each screen by adding UI elements using Figma's design tools. Utilize buttons, input fields, text blocks, images, and navigation menus to create the desired layout and visual representation of your app. 4. Use Figma's prototyping features to add interactivity to your screens. Define how different UI elements should behave when interacted with, such as button clicks or input field interactions. 5. Connect screens together by creating interactions. In the Figma prototyping panel, define triggers (e.g., button clicks) and actions (e.g., screen transitions) to link screens together and create a seamless user flow. 6. Incorporate micro-interactions to enhance the user experience. Add hover effects, button states (e.g., pressed or disabled states), loading animations, or any other dynamic behaviors that make the app feel interactive and engaging. 7. Continuously review and refine your design, ensuring consistency, usability, and visual appeal across all screens. 8. Collaborate with stakeholders or team members by sharing your Figma project, allowing them to provide feedback and iterate on the design as necessary. | | |
| **Tools Used:** | | |
| 1. Figma | | |