



UCD PORTFOLIO

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All work can be found here: <http://i493594.hera.fhict.nl/newportfolio/index.html>



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1. About me

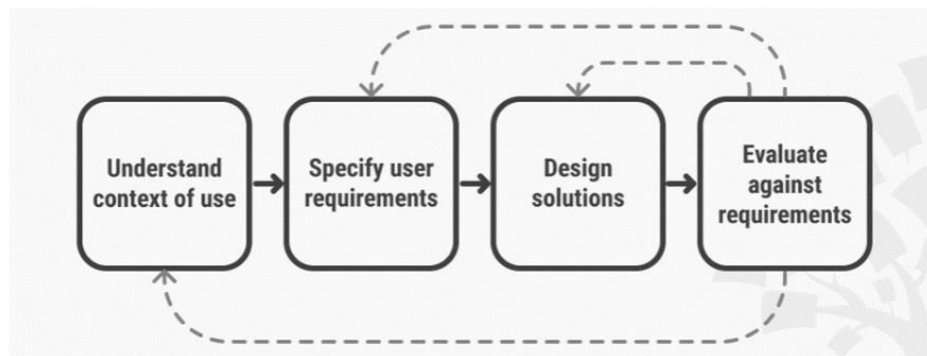


My name is Vasil Todorov, and I am a second semester student in Fontys ICT. I am very passionate about self-growth and so I believe a person should strive to improve in every single aspect of their personality. From hard skills to soft skills, it is important in my eyes to grow. When it comes to hard skills, I absolutely adore front-end design and UX design. For a long time, I have had a big interest in psychology and how the human mind works, but for a long time I didn't know how to implement this passion of mine without going to study clinical psychology and not so long ago I found the perfect answer to this problem UX design. UX design is something that enabled me to learn more about how humans make decisions, how the mind perceives things and also to test everything I've learned in real situations. I even went out of my way to search for more information about UX design and I have been learning extra about UX design from a course about UX on the website <https://www.skillshare.com/> and also, I started reading a book about UX (Usability Engineering by Jakob Nielsen). On the other hand, soft skills are very important in this field. Because the nature of UX design is to interact

with then users all the time in my eyes it is very important to have great soft skills. My interest in psychology made me learn about how people communicate but this was all collecting theory and so as time went on, I wanted to test the theory I have collected. UX research enabled me to test the information I have collected when interviewing people and creating surveys, but I also wanted to hone my soft skills in an extra

way and so 6 months ago I joined a Toastmasters club (a public speaking club). This has helped me a lot in bettering my soft skills and so made a positive impact on my skills as a UX researcher. In the future I hope I can learn more about human computer interaction maybe as a master's degree, but that is too far in the future until then I will continue learning about UX design on the side because this is a subject I am very interested in, and I would like to hone my skills as a UX designer the best I could. Also, I hope that after I finish my education, I hope to land a job as a UX designer.

How I see myself as UCD designer in the future?



UCD or User Centered Design is a very wide field where the focus is on the whole user experience. Therefore, it contains parts from a lot of different spheres (ethnography, psychology, software and hardware engineering). Another thing that sets UCD apart from other similar fields is that it involves monitoring the users for a long period of time.

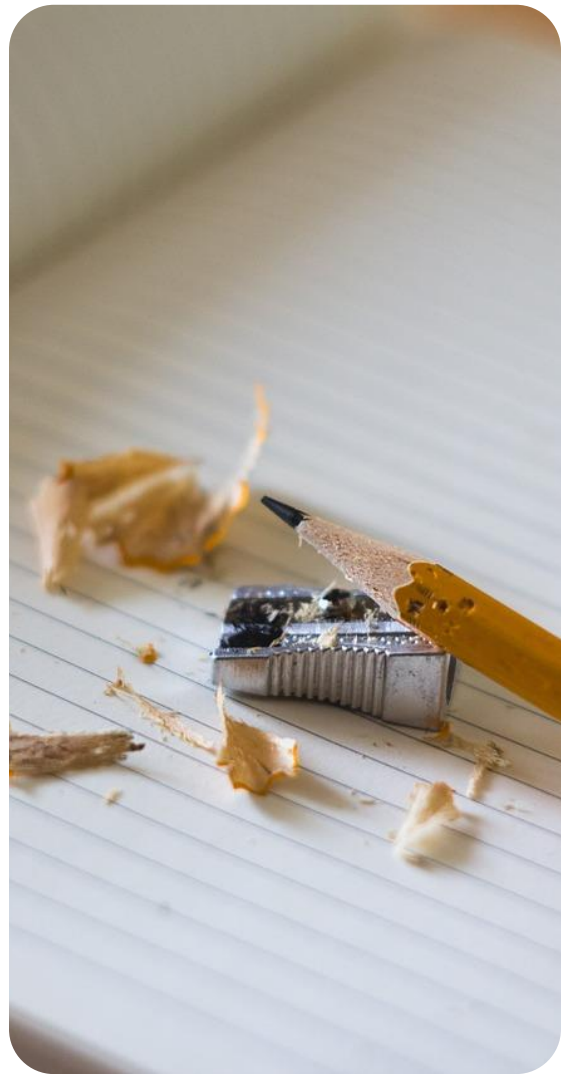
For me personally to see myself as a UCD designer in the future I must first have a look at the skills and talents that I have right now. Thus far through my ICT studies I have learned some of the basic methods used when it comes to UX and UI design. This has given me a base from which I can start building my knowledge about UCD. Things like conducting surveys, interviews and analyzing both has opened my eyes to many things that could be learned and mastered. On the other hand, on a personal level, I have an interest in psychology which also gives me a base ground from which to start collecting information that could help me when it comes to user

Assignment A:

https://fhict.instructure.com/courses/12036/assignments/199786?module_item_id=764986


2. My curious and critical attitude

I am very much interested in the topic of psychology and naturally a subject that features a lot of psychology like UX design is fascinating to me. From Hick's law to gestalt principals UX design is a subject that features tons of psychology and a unique part of it. We often think that psychology is only therapy but that could not be further from the truth. With the help of UX design we enter a very interesting part of psychology the part where we can observe how a user interacts with the world. This is something that I am very passionate about and so it is very interesting to me. During the course we have explored different ways to do UX research that lets us dive deeper into the mind of the user. From doing a Empathy map where we find the difference between what the user says, thinks, feels and does to creating a user scenario where we try to figure out everything that goes through the users minds when they want to achieve a specific task in mind we have learned some of the most popular UX research methods. Even though UX design is a field that could be applied everywhere for the simple reason that everyone is a user of some kind of an item and where there is a user there is a user experience, the part of UX that I find the most interesting is human to computer interaction. I am amazed by this part of UX for the simple reasons that even though I know very little about UX and I am just at the start of what could be considered the journey that is UX design I already can spot some examples of excellent UX design in websites and some terrible UX design. I would like to learn more so that I am able to provide the best possible experience to the users of the products that I develop. Because everyone has experienced the difference between great UX design and bad UX design and who both make us feel.

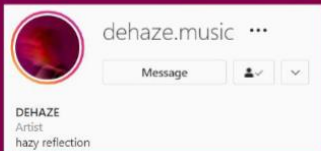


3. My explorative research

For the project we wanted to get the much information as possible about the users to ensure we could deliver the best possible experience to the users of the end product. At the start we wanted to know two things what the competitors in the field are and what is the target audience of our client. Our client wanted to be an all-age groups artist, however, our research showed that his main target audience is 24 and younger. We also wanted to research into what competition our client has and by doing so we found out that because he is a up-and-coming artist he has the competition of other up-and-coming artists and also well-established names in the music industry. We did all this by conducting a survey and also by doing a competitor analysis.



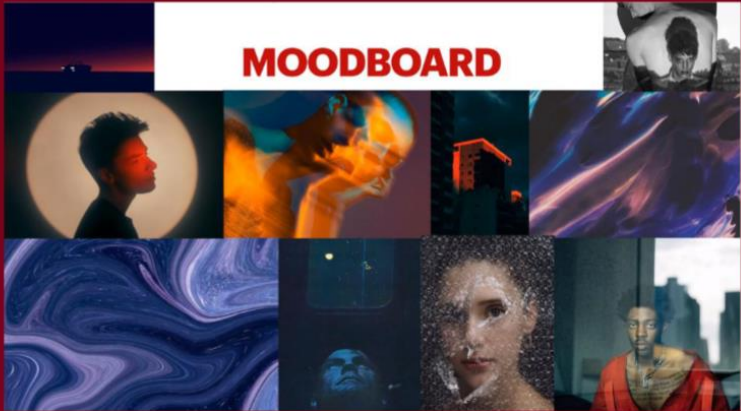
Our client: DEHAZE



Everything we know about him

Doesnt like TikTok likes Instagram
His Instagram: @dehaze.music
Singer / Songwriter / Producer
Does not have a website

MOODBOARD



Competitor analysis:

https://fhict.instructure.com/courses/12036/assignments/199787?module_item_id=764987

And I also did one more thing in regard to doing online research and that is research how cognitive psychology is used in UCD.

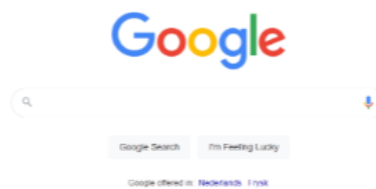
Cognitive Psychology in UCD

By: Vasil Todorov

Student number: 4617002

Psychology is a very bit part of UCD and so it was not hard to find an example of how it is used when designing a website. An example most of us can see every day is google.com

Gmail Images



Google has the perfect cognitive load for the purpose it serves. In cognitive psychology, cognitive load refers to the used amount of working memory resources that a person uses when performing a task. So Google a search engine features only a couple of buttons most of which are related to its main task: Searching.

Th

Gmail Images



Find your own examples in your interested filed of psychology:

https://fhict.instructure.com/courses/12036/assignments/194972?module_item_id=746447

I did some task analysis so that I fully understand the whole process that takes you from wanting to buy something on a website like IKEA to actually buying it.

Task analysis: Ordering a bookshelf from IKEA

Task 1: The user wants to buy a bookshelf from IKEA	Task 6: The user opens a bookshelf but is not certain if they prefer this model	Task 11: The user opens the shopping cart
Task 2: The user types IKEA in his search engine	Task 7: The user opens another bookshelf that has caught their eye	Task 12: The user goes to proceed to order
Task 3: The user goes to the IKEA website	Task 8: The user considers which bookshelf they like more	Task 13: The user fills in their data needed to complete the order
Task 4: The user types „ Bookshelf,, in the search bar	Task 9: The user considers which bookshelf they like more	Task 14: The user completes the order
Task 5: The user starts looking at bookshelves	Task 10: The user adds the bookshelf they like to the shopping cart	Task 15: The user receives the bookshelf

Task analysis:

<https://fhict.instructure.com/courses/12036/assignments/195049/submissions/24860>

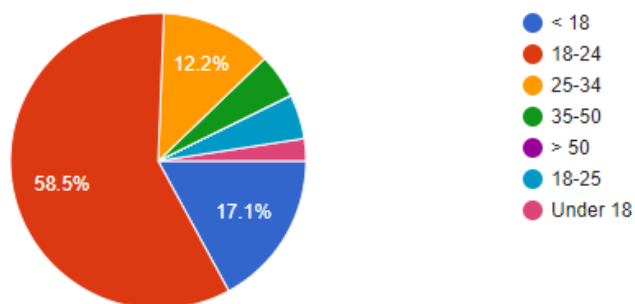
4. My User Research

For the project I did half of the interviews, a competitor analysis and the survey analysis. I did these three things in particular because to me it is very interesting to talk to face to face with the users and I also find it very interesting on analyze data such as the one we received from the survey and creating a competitor analysis to felt very close to finding and analyzing that which as I said I find quite fascinating.

What is your age group?

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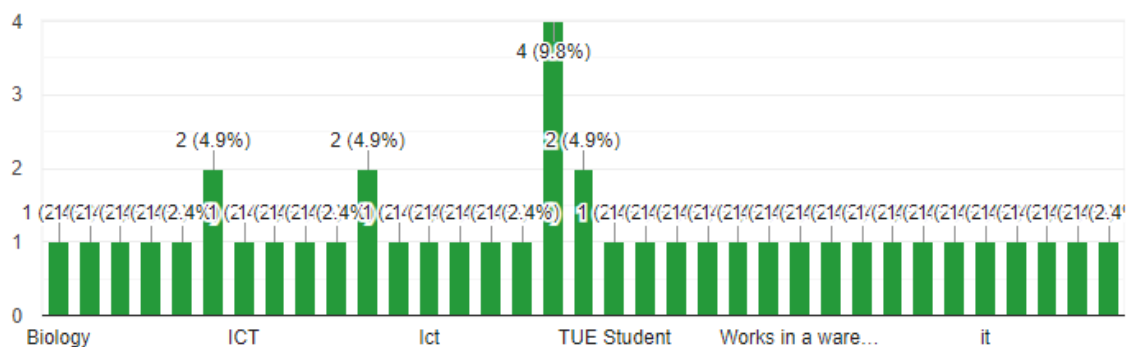
41 responses



What is your work/study field?

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41 responses



Survey:

<https://forms.gle/s3Yya8vEt7R4dovp7>

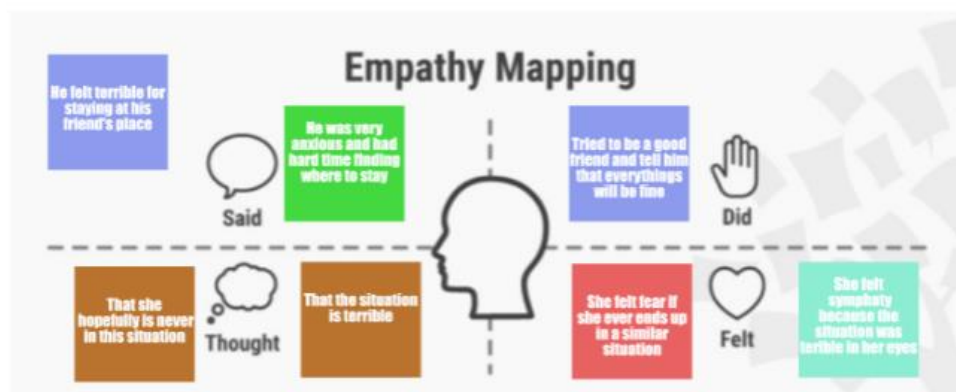


Interviews:

<https://www.youtube.com/playlist?list=PLRz6UglywkvV3vE85qZ7ylpwNIRY99SHT>

I also did a Empathy map about how people feel about student housing.

Empathy map



Interview

Question: What do you think about student housing?

The situation here in The Netherlands is very hard when it comes down to housing

Question: Why do think so?

Because if you cant find a place to live it is could be very hard for you.

Question: How could you live here if you don't have a place to stay?

I have a friend that came here to The Netherlands without having a place to stay

Question: How did it go for him?

At the start he stayed at a friend's place for a month and was very hard on him psychologically because he felt like he was burdening his friend and because he was scared that he wont find a place to live. He got to the point where he was ready to pay any amount.

Question: In what way was he burdening his friend?

Empathy Map:

https://fhict.instructure.com/courses/12036/assignments/194981?module_item_id=746431

Following that I also did some affinity mapping to understand better the user and also to get a better idea of the 2 mapping methods compare to each and other.

Affinity mapping



Our categories are:

Food and Beverages on Campus

and

Interior and exterior design choices in R10



The things we felt need to be prioritized are:

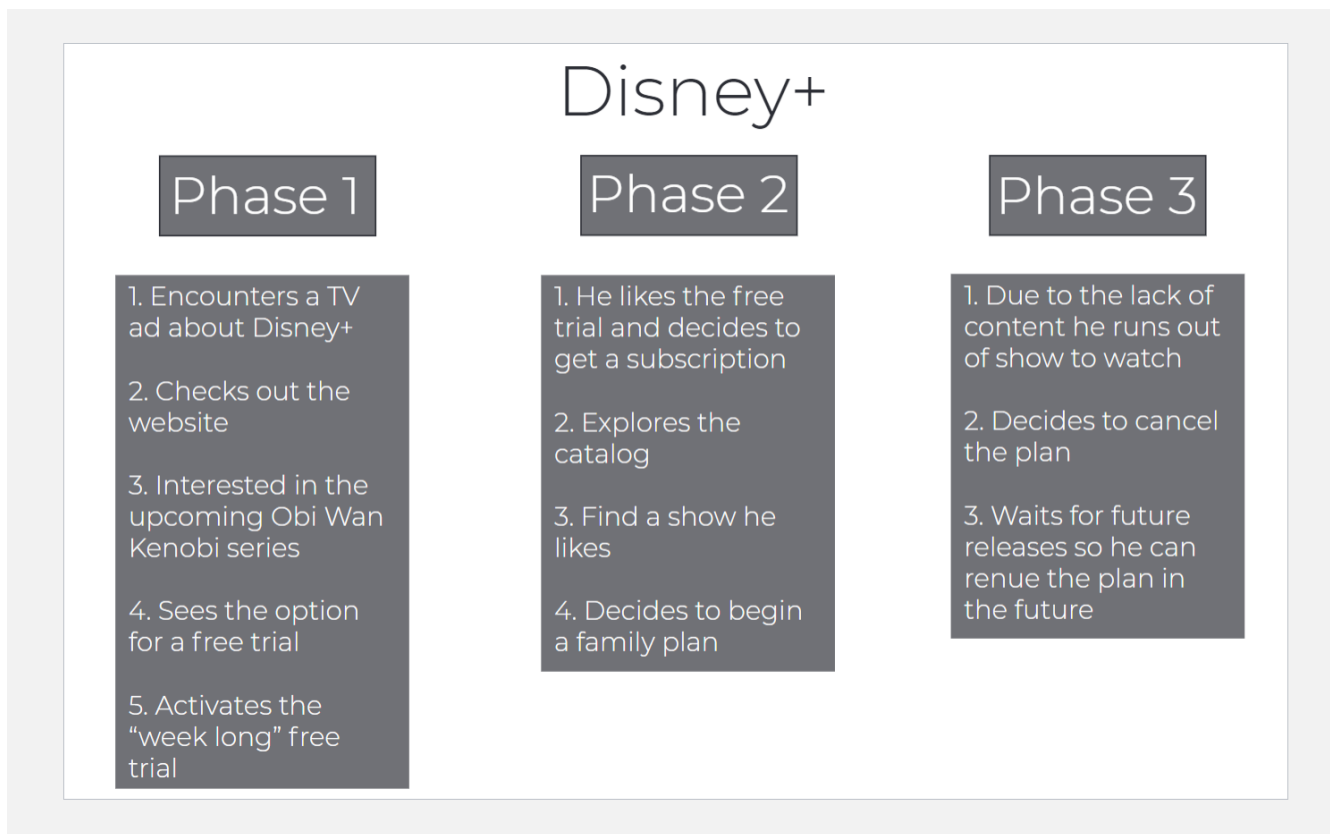
- 1: More power outlets around desks
- 2: Improved design of the signs around R10
- 3: Changes to the design of each floor of R10 so they are all distinct

Affinity mapping:

https://fhict.instructure.com/courses/12036/assignments/201472?module_item_id=790186

Getting used to collecting information It was interesting to finally use collected information to create something with it that is not raw data. So took a part in creating a persona and a user scenario.

NAME Peter Jackson		TYPE Idealist
	Goals Having his money well spent on the best movie streaming service. Finding the media best suited for him.	
	Quote “The magic of Disney and Pixar, all in one place.”	
Demographic Male 60 years L.A. USA Married Movie Director	Motivations Watch Daily Complete the entire Disney+ calendar	Frustrations Disney+ has a bad recommendation's tab
Brands and influencers 		



Persona/user scenario/ customer journey:

https://fhict.instructure.com/courses/12036/assignments/202041?module_item_id=797066

I did some card sorting so that I understand how the user sorts things in their mind.

Chosen Website

The group decided to use the website Yesstyle ([yesstyle.com](https://www.yesstyle.com)) to perform the card sorting exercise. We chose this website because two members of this group have used this website before and find the navigation menu to be a bit confusing. Therefore, with curiosity, we wanted to find out if there are other people who struggle with the navigation menu too.

Card Sorting Results

This exercise was conducted on three different participants, from which two of them were male and one was a female.

1st participant : 13 out of 31 -> 41.9%



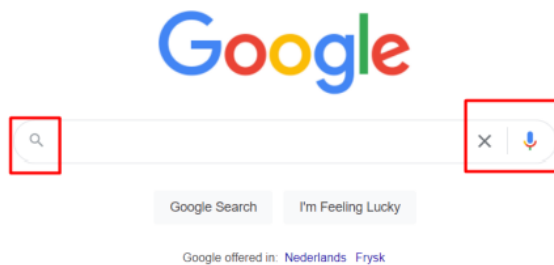
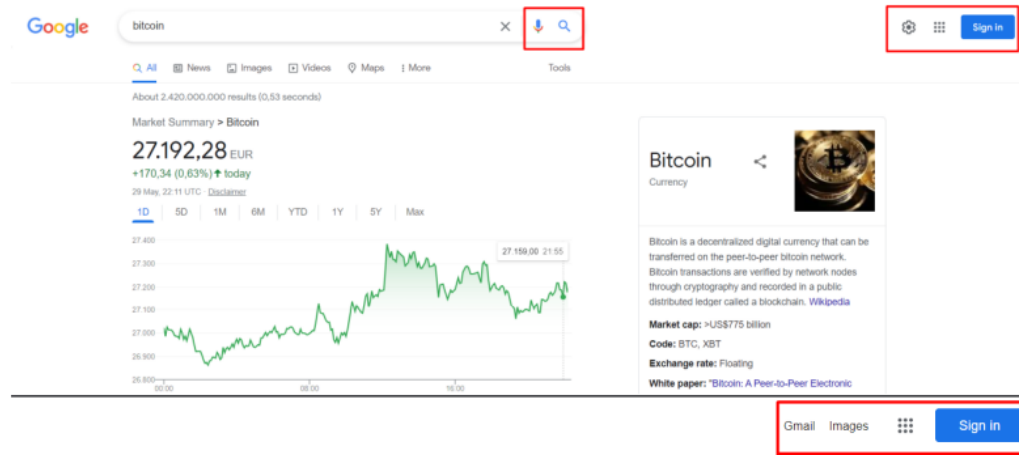
The 1st participant was having a hard time on some part as there were options or terms he wasn't familiar with.

Card sorting workshop:

https://fhict.instructure.com/courses/12036/assignments/202337?module_item_id=798381

Focusing on understanding what makes a design user friendly I conducted a heuristic evaluation

On every page of google.com you can find the same icons and mostly the same locations this makes it easy for the user to learn the website and to navigate it.



Heuristic evaluation:

https://fhict.instructure.com/courses/12036/files/1662382?module_item_id=811493

To insure that our group project was as user friendly as possible we conducted a usability test. First we did a usability test preparation.



Types of testing

The usability testing methods we will be using are as follow:

- 5 second testing
- Talk out loud testing
- Remote vs in-person testing
- Guerrilla testing

Usability Metrics

Usability metrics refers to user performance measured against specific performance goals necessary to satisfy usability requirements. Scenario completion success rates, error rates, and subjective evaluations will be used. Time-to-completion of scenarios will also be collected.

Scenario Completion

Each scenario will require, or request, that the participant obtains or inputs specific data that would be used during a typical task. The scenario is completed when the participant indicates the scenario's goal has been obtained (whether successfully or unsuccessfully) or the participant requests and receives sufficient guidance as to warrant scoring the scenario as a critical error.

Critical Errors

Critical errors are deviations at completion from the targets of the scenario. Obtaining or otherwise reporting of the wrong data value due to participant workflow is a critical error. Participants may or may not be aware that the task goal is incorrect or incomplete.

Independent completion of the scenario is a universal goal; help obtained from the other usability test roles is cause to score the scenario a critical error. Critical errors can also be assigned when the participant initiates (or attempts to initiate) and action that will result in the goal state becoming unobtainable. In general, critical errors are unresolved errors during the process of

Usability testing preparation:

https://fhict.instructure.com/courses/12036/pages/usability-testing-preparation?module_item_id=810969

After that we started the doing the actual usability test and we conducted 6 tests that included the following usability methods: 5 second testing, Talk out loud testing, Remote vs in-person testing, Guerrilla testing.

Major findings and recommendations

- **List major issues** – The biggest issue that most of the test participants mentioned was the navbar. Its legibility in particular. Because of the background lights and the navbar text being white it was hard to read. Another mentioned issue was the that jumping to a section gives the illusion of the page changing.
- **Identify solutions** – There are two solutions to this problem. They are either to make the background darker or to change the font color of the navbar. The second issue can be fixed by giving indication of movement.

Detailed findings and recommendations

Introductory Questions & Tasks

NOTE: List the question followed by the summaries of responses. If you ask participants to define their expectations for a set of labels, it may be useful to put them in a table so they can be compared. Following are two examples.

Sample 1. Summary of introductory questions

Sample Questions	Sample Responses
Can you find information about the artist?	Yes, I scrolled down and I found an artist button and I clicked on it and info appeared.
Say the first things that pop in your head while scrolling in the website.	I liked the mixture of colors.
What do you think is the main audience when you look in the website?	It gives the vibe of targeting a fairly young audience.

Usability testing execution & analysis:

https://fhict.instructure.com/courses/12036/pages/usability-testing-execution-and-analysis?module_item_id=810968

4. My Interaction Design

One of the things that I created when focusing on interaction design is a comparison of 2 different websites and how they integrated their filter systems. I compared the website of GUESS and Calvin Klein for this assignment.

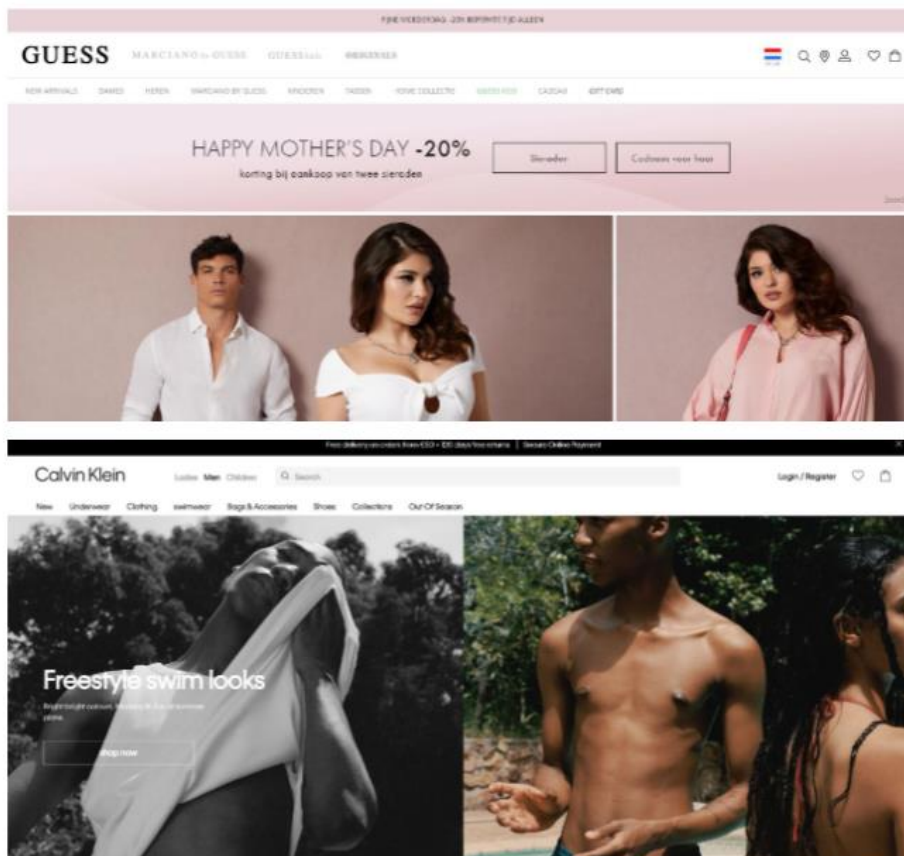
Interaction design comparison

By: Vasil Todorov

Student number: 4617002

For this assignment I will be comparing the website of Guess(<https://www.guess.eu/nl-nl/home>) and the website of Calvin Klein(<https://www.calvinklein.nl/heren>)

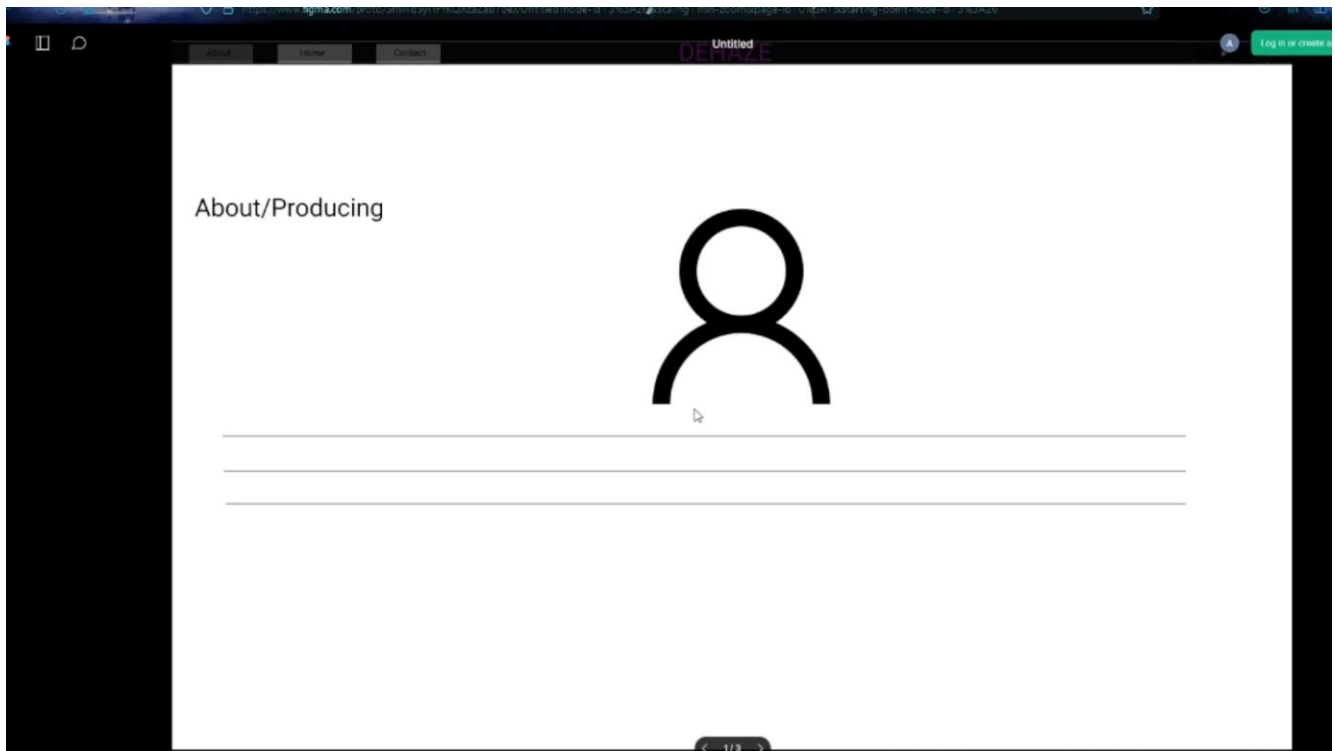
What we can see for a start is when you enter this 2 websites for the first time is they both send you to their home page that features new colections.



Interaction design comparison:

https://fhict.instructure.com/courses/12036/assignments/203137?module_item_id=803375

I did some A and B testing with interactive wireframes for the project so that I compare 2 different design and with the help of the testers to understand which version of the website is better.

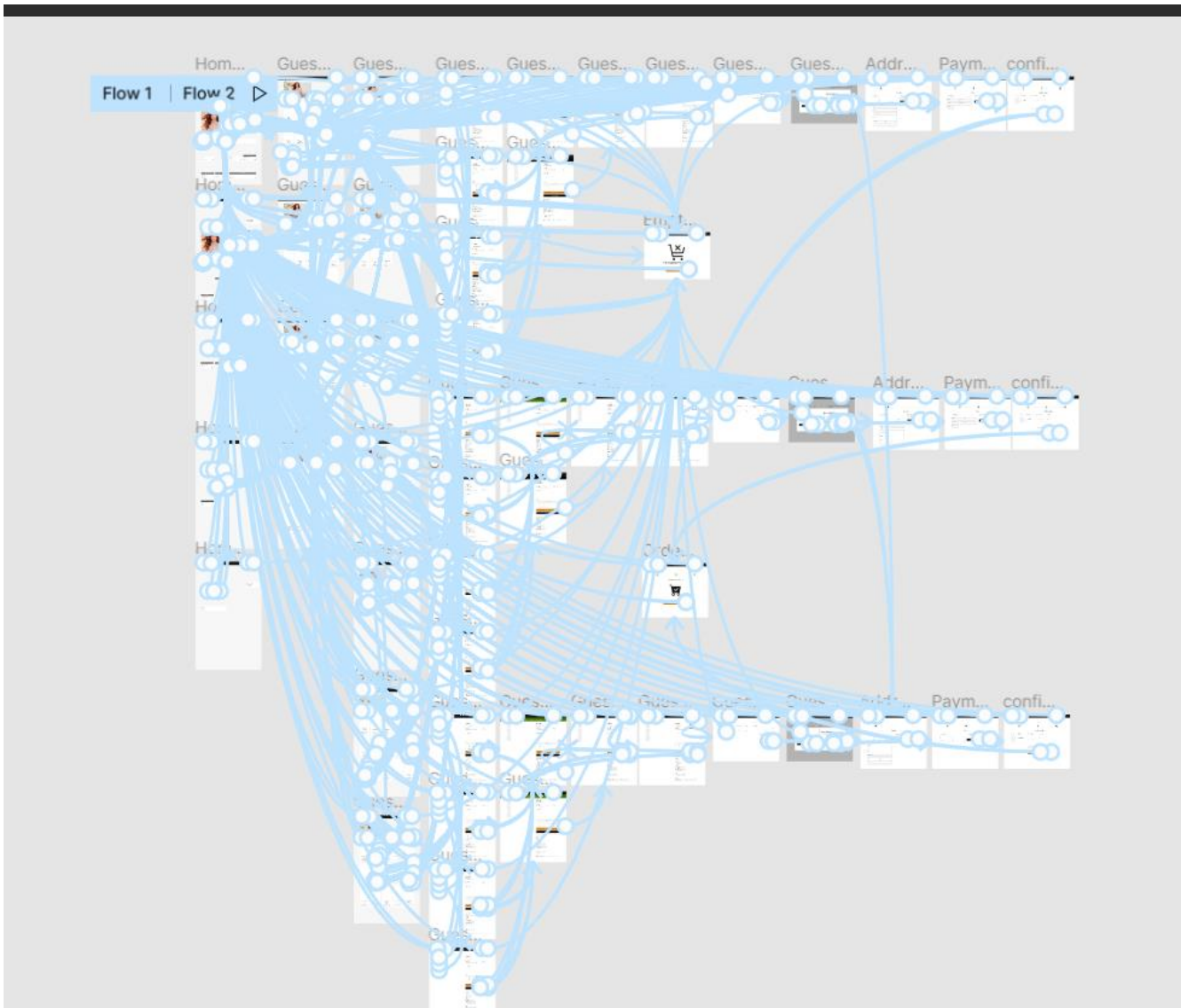


A and B testing:

<https://www.youtube.com/watch?v=aZtbgF98zkA>

<https://www.youtube.com/watch?v=sEMAVOFbjbE>

However the assignment where I focused the most on interaction design is when creating a online clickable shop prototype. I created a high fidelity interactive prototype where most of the features were fully functional.



Interaction Design & prototyping:

https://fhict.instructure.com/courses/12036/assignments/199790?module_item_id=764990

5. My Research methodology

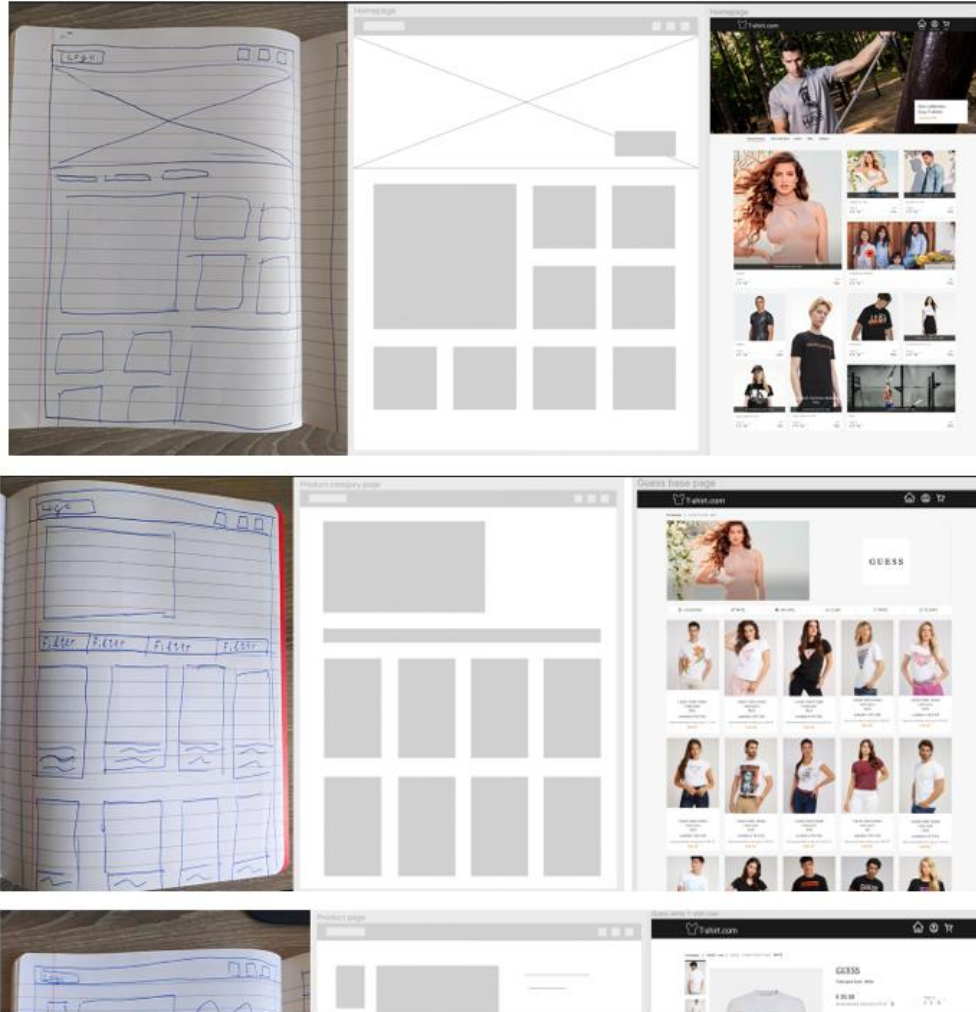
Here are all the research methods I have used so far on my UCD journey

- User Research methods:

1. Survey
 2. User interview
 3. Card sorting
 4. User scenario
 5. Customer journey
 6. Affinity mapping
 7. Empathy mapping
- Design methods
 1. Task analysis
 2. UX persona
 3. Competitor analysis
 4. Paper sketch
 5. Low fidelity wireframe
 6. High fidelity wireframe
 7. Heuristic evaluation
 - Usability testing methods
 1. Interactive prototype
 2. Interaction design comparison
 3. A and B comparison
 4. Guerrilla testing
 5. Remote vs in-person testing
 6. Talk out loud testing
 7. 5 second testing

6. My iterations

When designing for me is very important to create a lot of different iterations so that I slowly but surely polish all the small details one by one. When creating my online shop interactive prototype I went through several iterations so that I can create the best possible version.



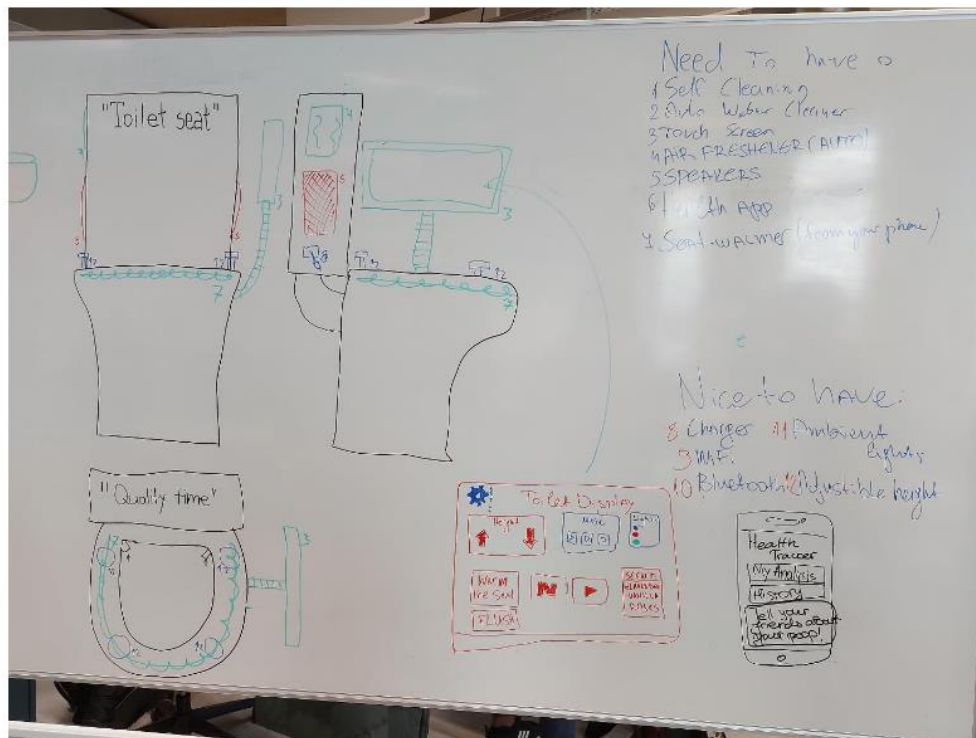
Interaction Design & prototyping:

https://fhict.instructure.com/courses/12036/assignments/199790?module_item_id=764990

Something that I also created when trying to iterate is that I created the design of a smart toilet that I got feedback on after creating it from my classmates that I can use when creating the second version of the design.

Smart Toilet

The "Quality time Toilet seat"



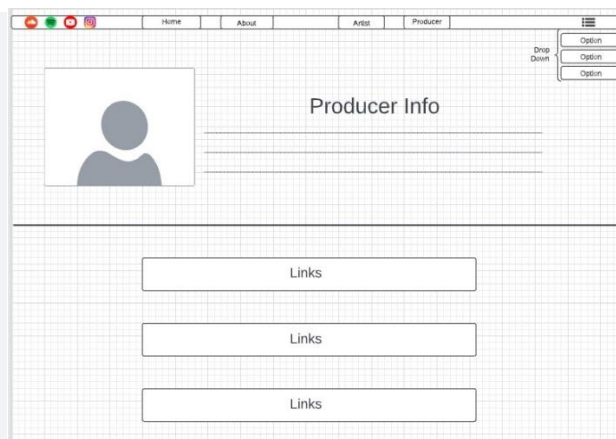
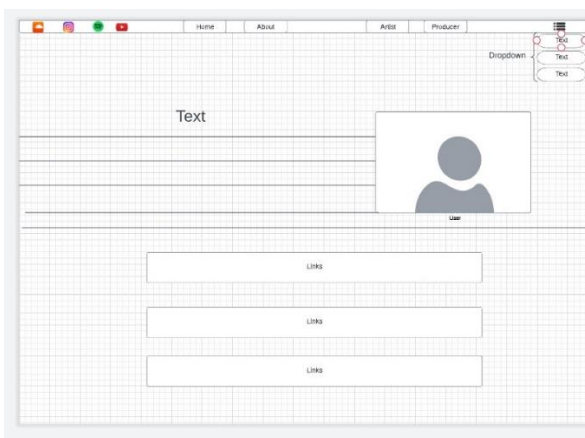
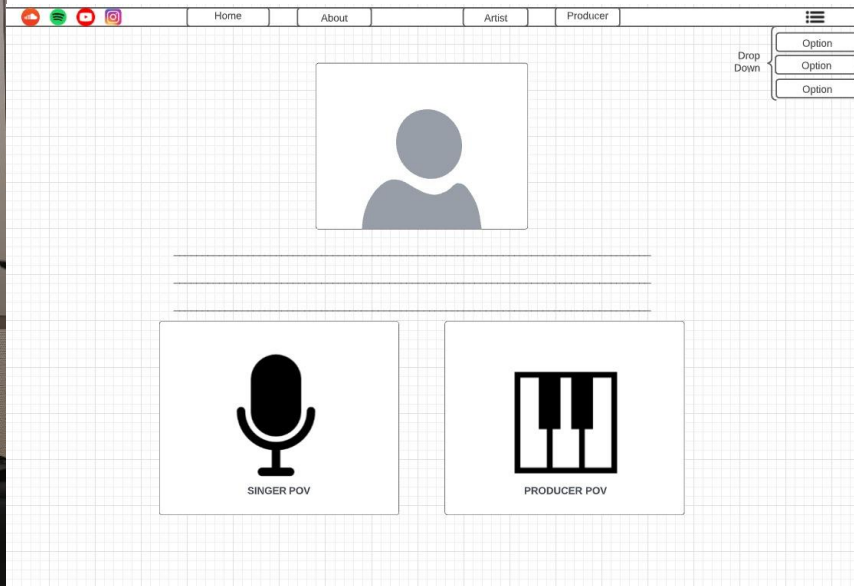
Our group focused on creating an expensive smart toilet that could be considered a status symbol the "Quality time Toilet seat". We wanted to create a smart toilet that could fulfill all the needs of the user and so it has a number of features: Self-cleaning, Auto water cleaner, Touch screen, Air freshener, Speakers, Health app, Self-warmer, Charge, Wi-Fi, Bluetooth, Ambient lights, Adjustable height. The most outstanding feature of our smart toilet the health app. The health app collects information directly from the excrements of the user and give useful information about the health condition of the user.

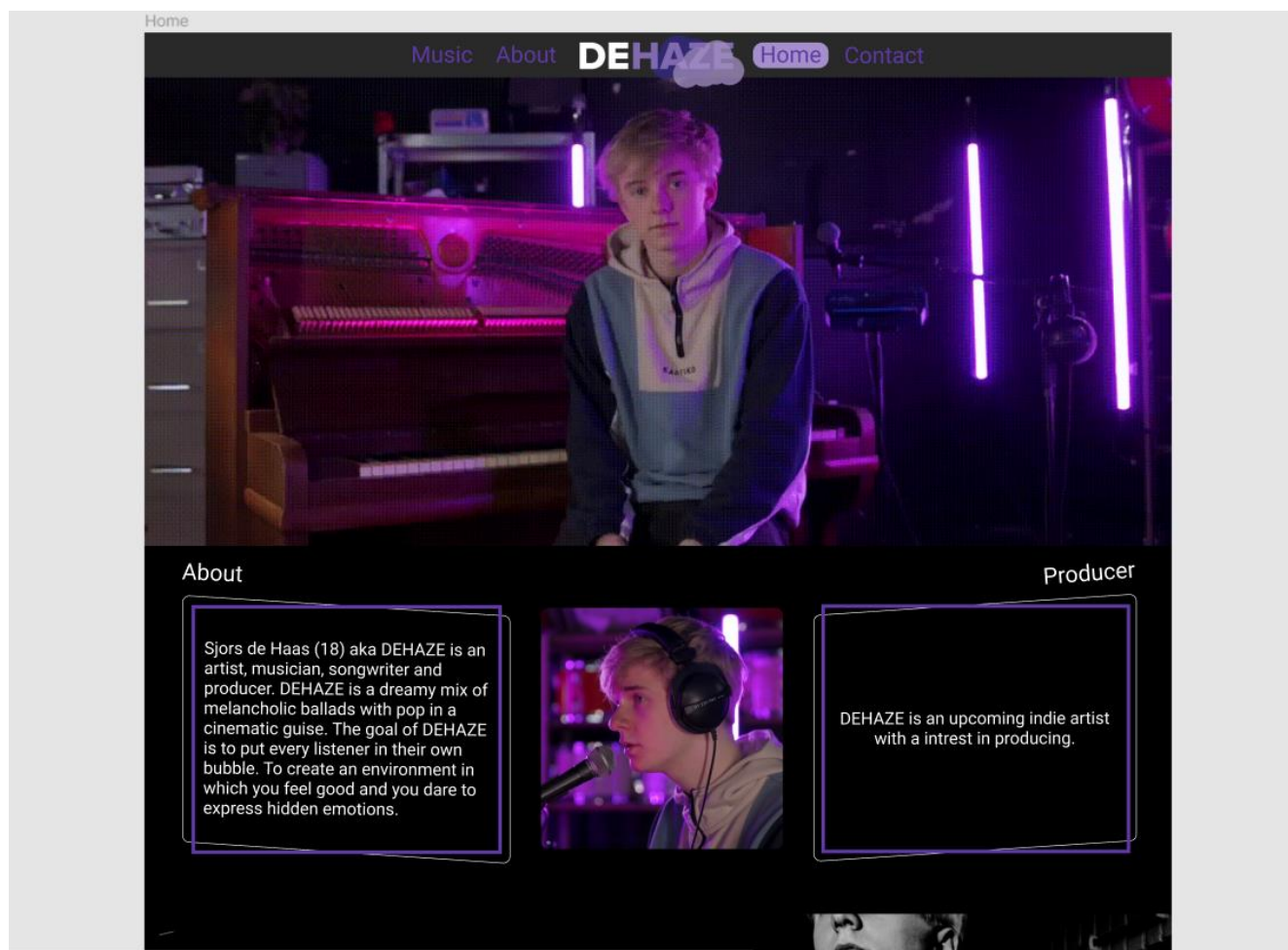
Cards Feedback

Impact of technology workshop:

https://fhict.instructure.com/courses/12036/assignments/202541?module_item_id=800110

For the group project I worked on creating the first basic outline of whole the project should look. Then we moved to a low fidelity wireframe and after that we moved on to creating a high-fidelity wireframe.





7. Reflection

On this UCD journey I have learned a lot about the different parts of UCD and UX design. I feel like I am getting closer to my goals as a UX designer and that is something that makes me very happy. I have listened to the feedback of my teachers and have applied it to this version of the UCD portfolio.

My semester coach told me to try and focus on making things more visual appealing and so I reworked the design of the whole document with this in mind.

My UCD teacher told me that I need start collecting information about the interaction design & iterations part of the portfolio and I started doing that. Also, I was told that I should include all the work I have done so far in the portfolio and that is what I did.

8. Reference

Nielsen, J. (1993). *Usability engineering*. Academic Press.

<https://www.skillshare.com/>