

## **IM3080 Design and Innovation Project (AY2022/Y2 Semester 1)**

### **Individual Report**

Name: Mysamy Boojha Rukmi

Group No: 1

Project Title: Mobile Application (Ride Hitching) Ny Me App

#### **Contributions to the Project (1 page)**

I was part of the UI/UX design team.

Colour: I was in charge of selecting the application's primary color. I discovered after doing extensive research that pink had a calming effect. Given the amount of stress that people feel while trying to book a taxi/Grab car I wanted this application to give a calming effect and make it aesthetic and easy on the eye.

Wireframing: Used Figma to create the wireframes for the application. Was in charge of creating the wireframe screens for the new feature which is the calendar. Ensured that the buttons were obvious and considered site navigation and where user login areas, content, search boxes, and the logo will be placed.

Used the prototype function on Figma to create a click through version of the application and asked family members to try it out and received feedback.

Video: Made a contribution to the recording of our application's marketing video. Likewise took part in the promotion.

Poster: Designed 2 posters for our application. One of these was a more technical poster that displayed the evolutionary concept and technique. Another one was a promotional poster outlining the app's fresh features.

Diagrams: Created the use case diagram using Figma to demonstrate the use cases and different types of users the system has.

## Reflection on Learning Outcome Attainment

Reflect on your experience during your project and the achievements you have relating to at least two of the points below:

- (a) Engineering knowledge
- (b) Problem Analysis
- (c) Investigation
- (d) Design/development of Solutions
- (e) Modern Tool Usage
- (f) The Engineer and Society
- (g) Environment and Sustainability
- (h) Ethics
- (i) Individual and Team Work
- (j) Communication
- (k) Project Management and Finance
- (l) Lifelong Learning

### Point 1: Communication

As our group is big and consists of 10 people, communication was a very important skill that I learnt. It was my first time working in such a big group. The group was divided into the UI/UX team and the backend team. Being part of the UI/UX team our role was to design wireframes in a way which will be easy for the backend team to understand and also to get feedback from them in terms of their code to adjust the pages. I learnt to be a clear communicator both with my team members and group leader and I often had to check in to explain the wireframes and also listen to feedback and relay it back to the UI/UX team.

### Point 2: Lifelong Learning

While doing this project, we were exposed to different roles such as a developer or designer which can be roles that we may take up in the future in our career. I personally am looking to venture into the world of UI/UX design and development. So, this project had helped me a great deal. As we made this application from ground up I learnt many lessons along the way from the internet as well as my groupmates.

Some of the key learning points that I will carry with me in the future are:

1. Interpersonal skills  
Following up with the previous point, I have learnt how to communicate with others which in the future can help me to communicate better with my supervisors and clients.
2. Wireframing and prototyping skills  
Having had little to no experience in designing wireframes I had to google and watch videos from experts to learn the technical skills of UI/UX design which I will most definitely use in the future.

### Point 3: Design/Development of Solutions

As designers and developers of the application, we know the functions and how to use them. Through this project I learnt that I have to take a step back and put myself in the shoes of the users and be empathetic, and as a designer learn how to design so that it is easy to use. I learnt that the role of the UI/UX designer is to not only design applications which look beautiful but at the same

time functional and easy to use. So, I learnt how to better design my solutions and wireframes to make it easy to understand.

#### Point 4: Problem Analysis

As the group got together to discuss on what the app should be we had a voting system and decided on the grab hitch app idea. As students we ourselves wanted to have a cost friendlier solution when ride hitching. After deciding on the application, we came up with new features which were previously not included in competitor applications such as scheduling for a ride and the calendar function. Through this, I learnt how to analyse problems which users have and come up with innovative solutions.

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