

2018

Research Project and Design

PROJECT RESEARCH AND DESIGN
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TABLE OF CONTENT

Introduction.....	3
Insights.....	3
Design Vision.....	3
UX Factors.....	4
Ideation (Diverging).....	4-5
Two Sketch Ideas.....	6-7
Feedback from the Client.....	8
Ideation (Converging).....	8
Low Fidelity Prototype.....	9
Feedback.....	10
High Fidelity Prototyping.....	10-12
Feedback.....	13
Reflection on the whole process.....	13-14
Final Design.....	14

DESIGN REPORT

Introduction

The design report includes the process towards the final project for the course. The final project is to come up with new functionalities and create a digital prototype for the 'Diergaarde Blijdorp' app. This report shows the decisions that were made during the process to come with a final end prototype.

Insights

The first part in the design process is the empathize phase. Due to the fact that I was in the Dutch speaking group for the Blijdorp assignment, we were tasked to work together to come up with one research plan. In order to get research, we went to the zoo to interview and observe visitors to ask them about the experience with and without the Blijdorp app. From the visit, I gathered three insights based on what I saw and heard.

- **Insight 1:** "Visitors prefer experiencing the zoo without having to look down to their phone every second."
- **Insight 2:** "Visitors find it easier to rely on resources provided in the zoo than using the app."
- **Insight 3:** "Members of the zoo use the app inside and outside the zoo to know the latest news of the zoo and plan the zoo using that."

Design Vision

According to the insights and user needs the design of the app should provide functionalities which can provide more resources or help the users while their visit at the zoo. Or getting more information of certain animals while observing them at the same time through the app. The app could provide an option for parents to keep a track on their children with the zoo providing a tracking device given to the children.

UX Factors

The UX Factors that I wanted to focus on in this design are:

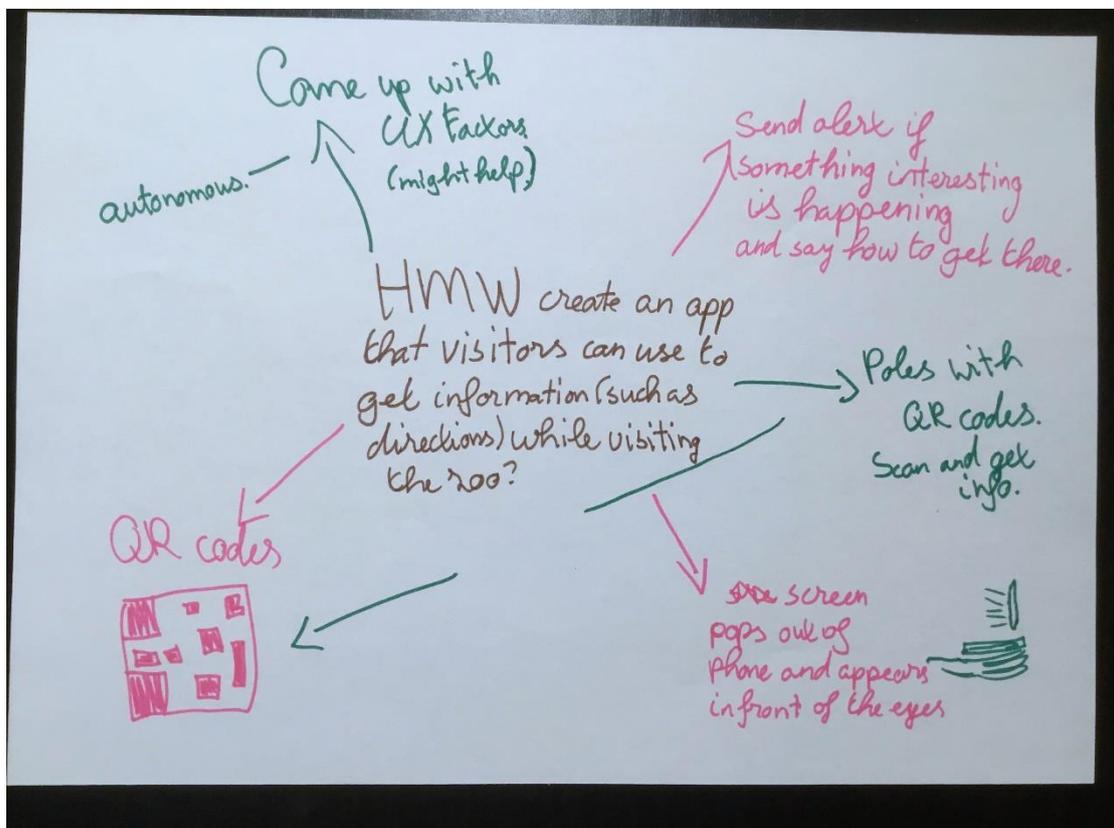
- **Autonomous:** Such as allowing the option to scan the direction signals to know which way to go which makes the user feel autonomous.
- **Ease of Use:** It is essential for the design of the app to be ease of use and that it can be used as source of information in connection to the zoo by also being up to date to whatever is going on in the zoo.
- **Safety:** The app would provide safety for the user by giving them information such as the direction or tracking their children during their visit in the zoo.

Ideation (Diverging)

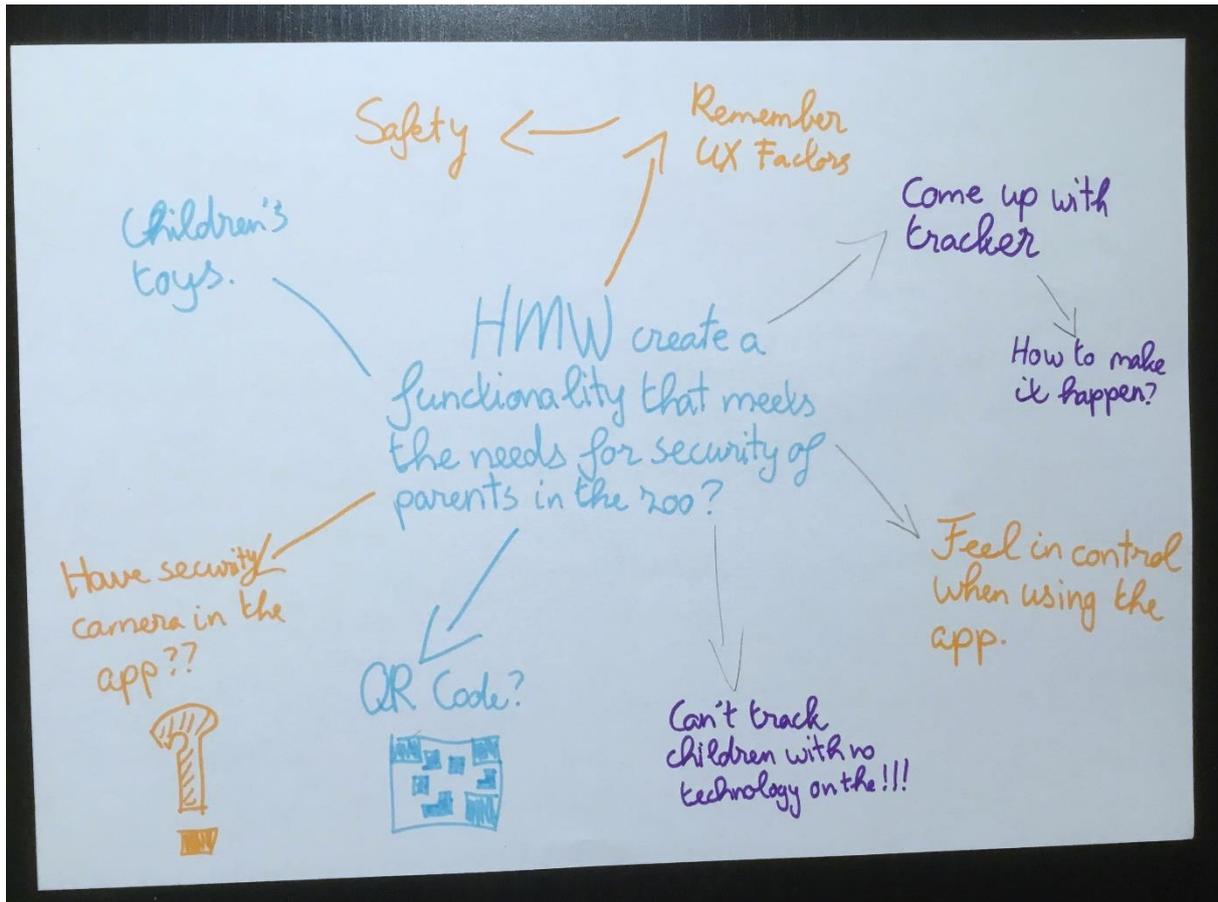
The next step in the design process is the ideation phase. In this phase, I used the brainstorm method to come up with HMWs to further my process towards the final end project.

First HMW:

- **“How Might We create an app that visitors can use to get information (such as directions) while visiting the zoo?”**
 - ❖ From the insights gathered at the zoo, this HMW became my one of my primary questions, but as it always may seem, the first ideas is not the best idea.



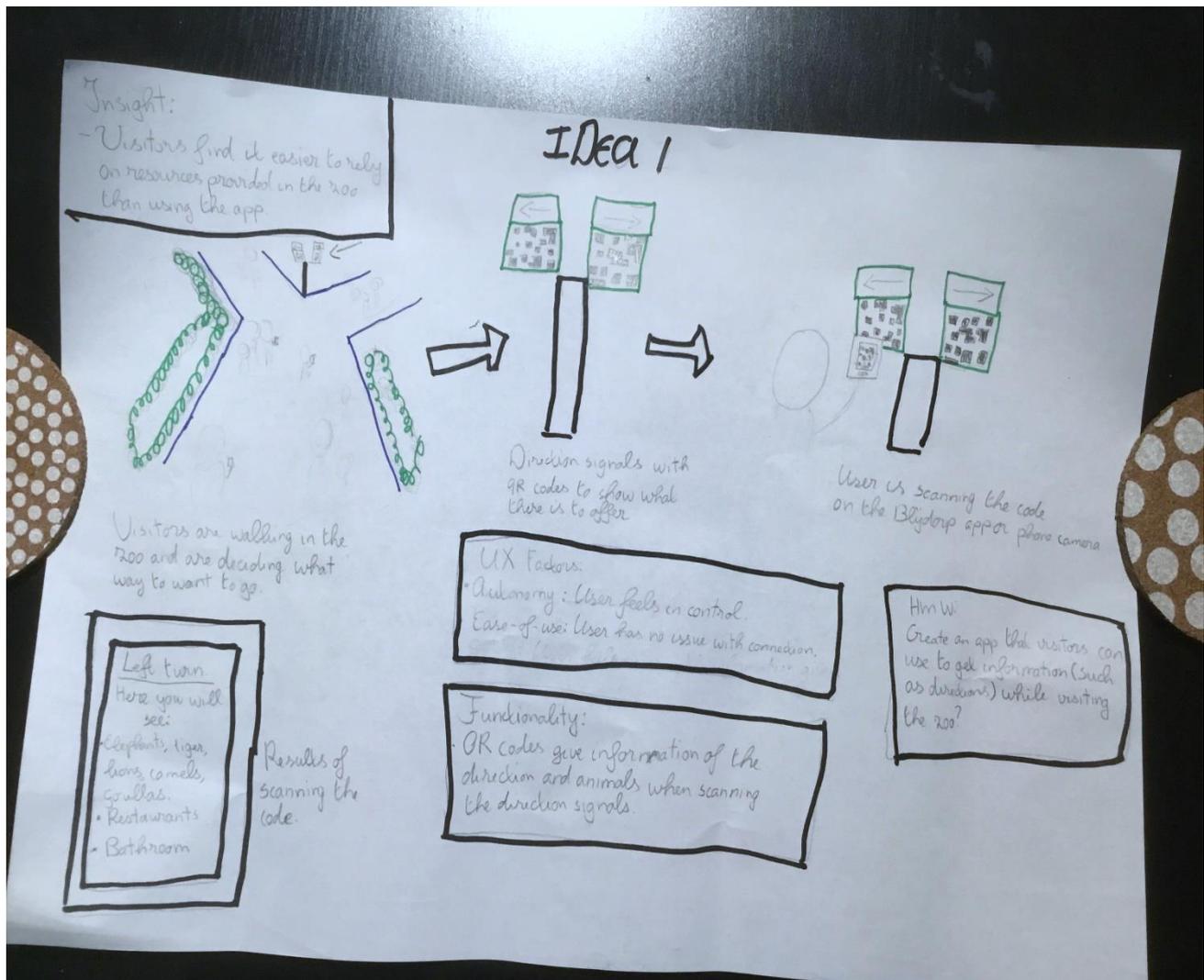
- **“How Might We create a functionality that meets the needs for security of parents in the zoo?”**
 - ❖ This HMW question is one of the two primary questions I came up with from my insights. I received feedback on both questions and was given more positive notes on this question. However, I was told to make it clearer. With that, I came up with my final HMW:



- **“How Might We come up with new functionalities in the app which enhances the experience users have while visiting the zoo?”**
 - ❖ Out of the two HMW questions, I received more positive notes on my second idea. Thus, I came up with a clearer question to combine both the resources provided and the app.

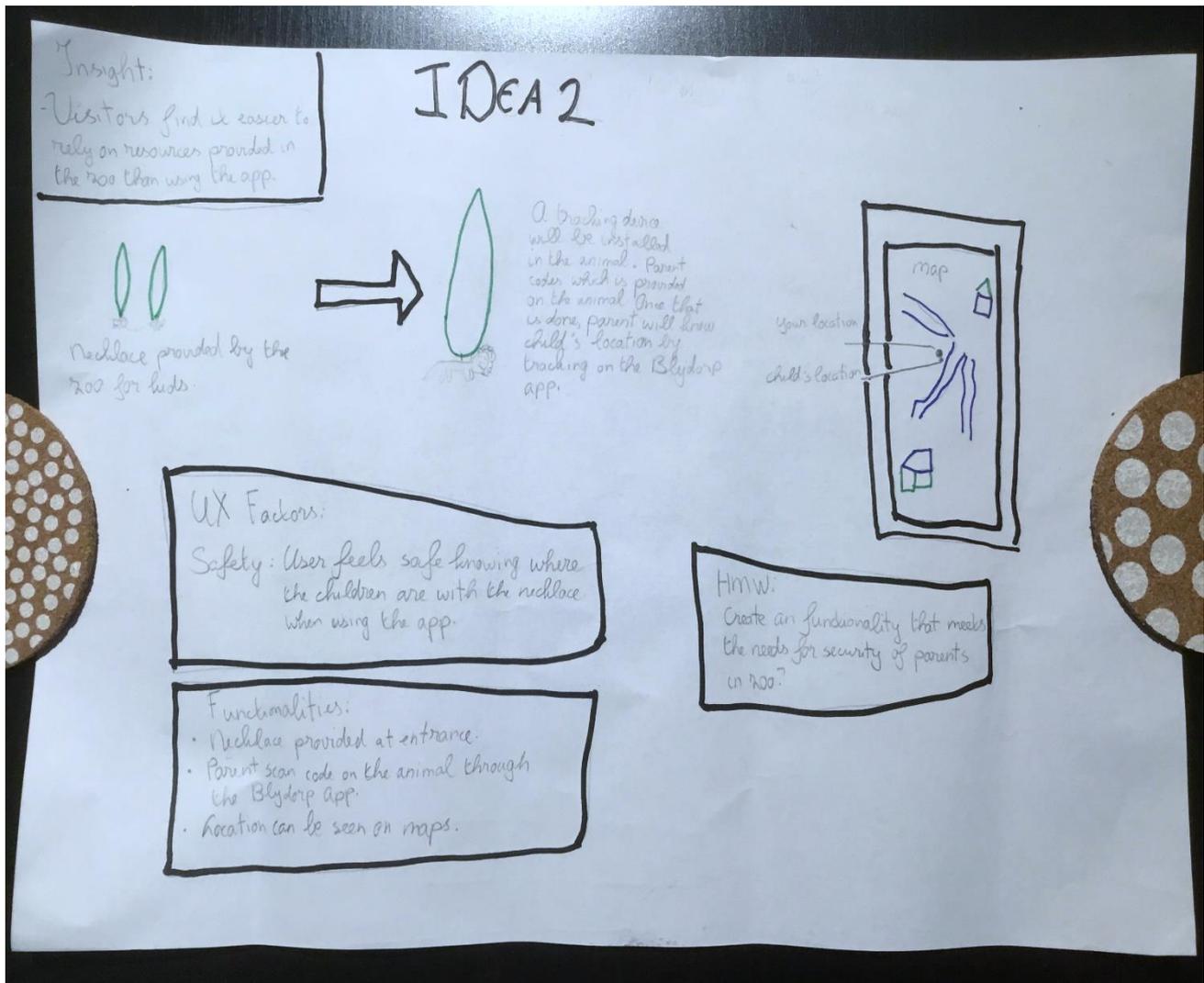
Two sketch ideas

Sketch idea one: QR codes poles



This is the sketch of my first idea that I came up with. The idea was to have signal posts at every corner with two QR codes attach to them. When visitors would come across the poles, they could scan the QR code of the side that they want to go and get information on the app. Such information include what animals are to see, restaurants and their menu, toilet signs and more.

Sketch idea two: Necklace with Tracker



This is the sketch of my second idea that I came up with. The idea was to have the zoo provide necklaces for children with a code attached to it. Parents would have to scan the code with the camera provided on the app and by doing that, you will have the location of your child. This was all to prevent parents from losing their children in "the biggest in the Netherlands".

Feedback from the client

For my first idea, the client seemed interested in it, but she brought up the point that some people are not aware of QR codes.

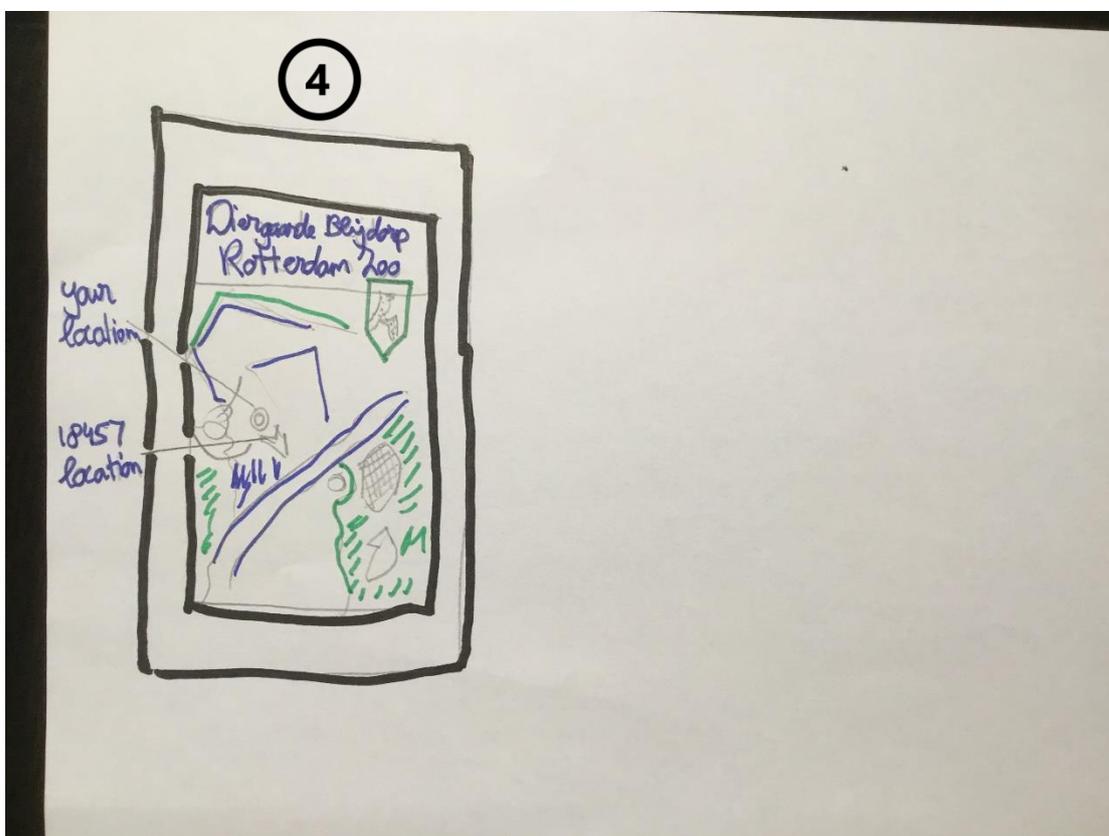
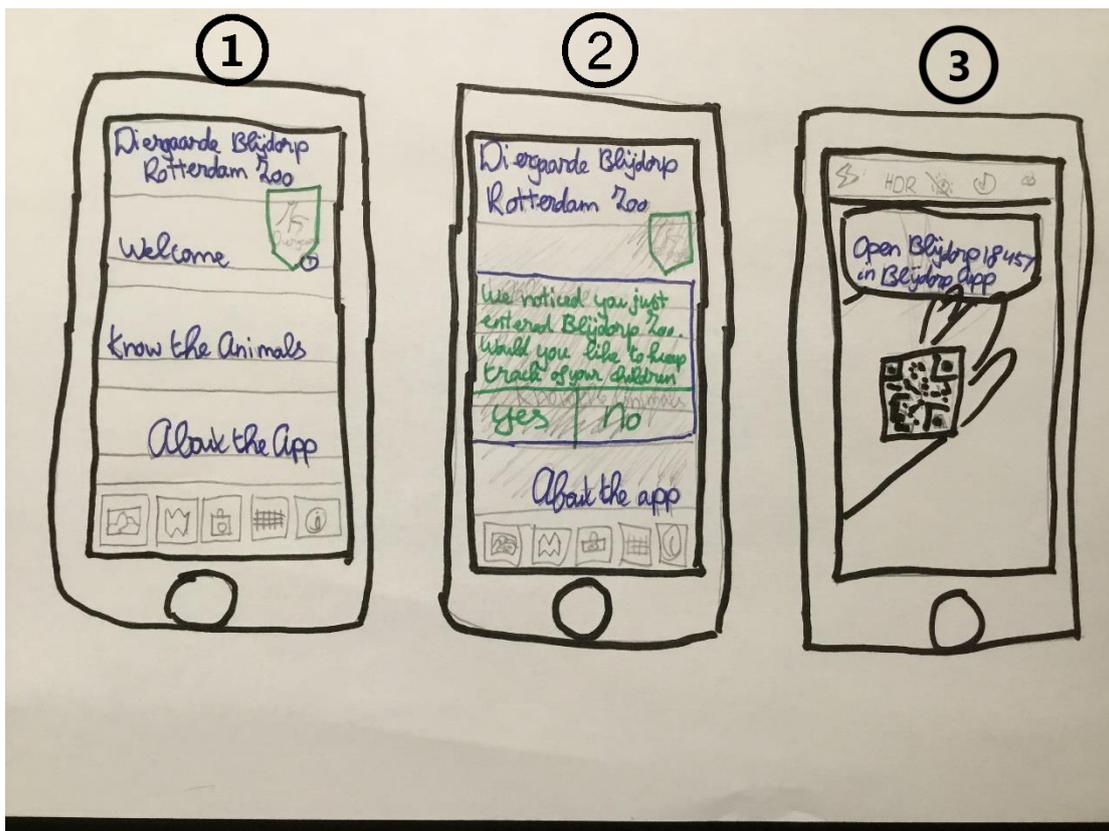
The client seemed more interested in my second idea to have the zoo provide the necklace for children and keep track of them. With that said, she mentioned to add something to the device or app that it can do. Addition to the signal sent to the parents when button pressed. I mentioned if it was a good idea to let the visitors return the necklace at the end of their visit and she thought it would be best to let the visitors keep the necklace as people might forget to return them or they will throw it on the ground.

The questions she left me with to answer were, “How can you tease the person to use the app when standing in front of the QR code” and “How can you seduce people to use the app”.

Ideation (Converging)

With diverging coming to an end, the converging stage comes to play. In this stage, I looked at my final ideas and see which one could be more useful in the real world. I enjoyed both of my initial ideas but settled for the one that can be useful in the real world. I made this decision on that information I was given by some students that the client is more interested in ideas that she can see happening in the next two years. It was a bit of a let down because some students had great ideas to have a Augmented Reality feature, but that is not something the client is able to do anything with.

Low Fidelity Prototype

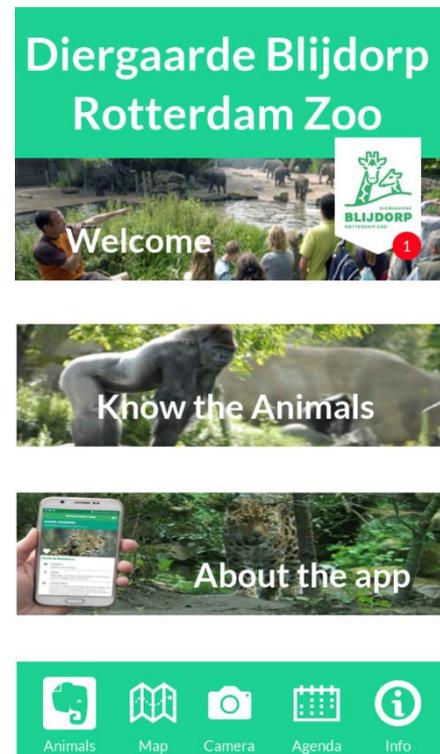


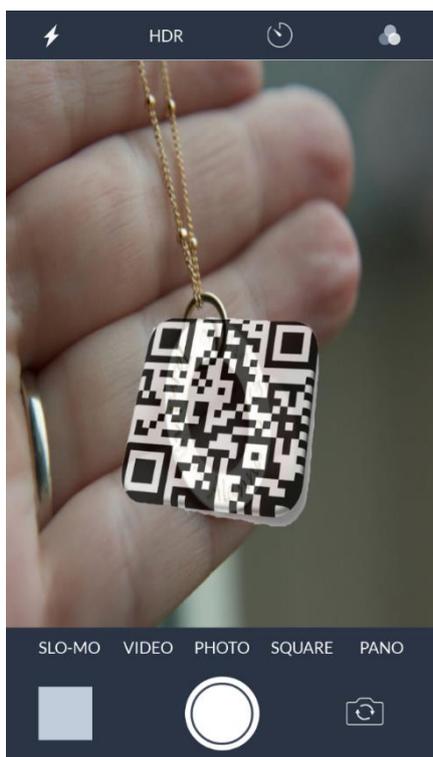
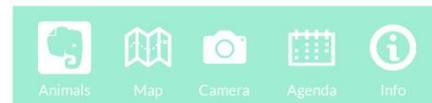
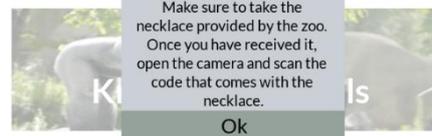
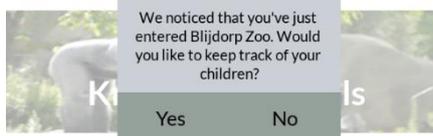
Feedback

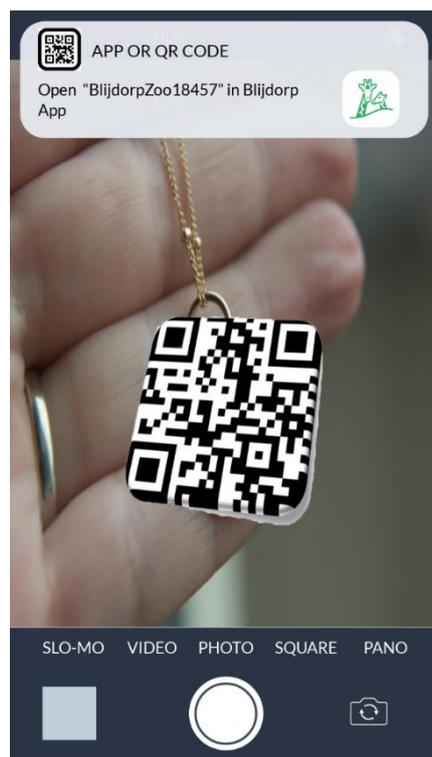
The feedback I received for my low fidelity prototype was to try and not change the design of the app and that I should design the way it is now. The reason why I changed the design was for the sole purpose of my functionality. The current did not have what I needed, thus I felt the need to change it in a way where it could work for my functionality. Some other feedback I received was to make it a bit of a challenge. This was said because now the lo fi looks very simple and not much to it. All these feedback that were given to me helped me a lot when it came down to finalizing the final prototype.

High Fidelity Prototype

This is my first draft of the final prototype.







Feedback

As mentioned before, this is my first draft of the final prototype. The feedback that was given by my tutor and classmates were what I was expecting. I was also recommended by my tutor to bring in a prototype necklace to the presentation for others to see. Other than that, it was a very simple idea that tracks the children of parents. When asked the age group for such a device, I answered 2-7. My tutor mentioned that if a parent loses their 2-7 year old child, they would not want the device to just track them, instead they would want to immediately know where to find the child. A suggestion of having the device work for different age groups was also mentioned. Overall, the feedback that I received helped out a lot as it opened up a lot of new and creative ideas to approach this project.

Reflection on the whole Process

The process as a whole, was quite intriguing yet difficult. The reason I say this is because we had the freedom to go big with our ideas but difficult because the process was the longest out of every project I have completed this year.

The intriguing part of the project is what made this course my favorite of this module. This is the empathize phase. It started off when we got to visit the Blijdorp Zoo in Rotterdam as well as our client. While sitting in the meeting, it felt as if we were going to come up with the biggest idea of the century. Being at the zoo made it feel more real. After that, it was time to conduct the research plan. This indicated that we had to go back to the zoo, but this time, we were there for business. Interviewing people and getting interesting insights was a success in my book. Together, the six of us conducted more than fifteen interviews. Being in a group to come up with a research sure had its advantages. It gives you the opportunity to discuss all the insights together and come with one final report, whereas the other students each had to create their own research report and not get many other ideas from other students.

After the research report was done, we moved on to the design brief which is part of the define phase. The design brief was a bit difficult for me, as I did not fully understand the assignment. When the words “design brief” was mentioned, I immediately thought of the design brief I did for both Interaction Design one and Interaction Design 2. In this case, the design brief was more of a creative and visual design.

After the design brief was done, the next step was the ideation phase. This phase was the most difficult one as it requires a lot of different ways of thinking. There are many methods for ideating. I have used different methods in different courses throughout the school such as

Design & Creativity, Intro to UX, BEP, ID1 and ID2. I used the brainstorm method for this project which was also a method I used for Design & Creativity. Personally, I think the brainstorm method is the best as it literally lets your brain storm from all angles. I believe it is the best way to come up with multiple ideas. By doing that, I was able to present my ideas to the client.

After the ideating phase, the fun part begins. Prototyping is an interesting phase it allows you to bring all your ideas together and come up with a creation. You get to decide the way the prototype works. It has its own autonomous feeling. While doing the prototyping, I kept on coming with better and better ideas that led me to changing a lot of visuals I have already made. Add that with the feedback that was given to me, it made it easier for me to decide how I would design the prototype.

After the prototyping comes the testing phase. The testing phase can sometimes be a bit a tricky, but it is important to test the prototype. By doing this, you will get feedback from others. No matter how good a prototype is, there can always be improvements to it. I tested my prototype a few times and was given tremendous feedback that allowed me to design my final prototype.

Final Design

<https://marvelapp.com/59iaaa1>