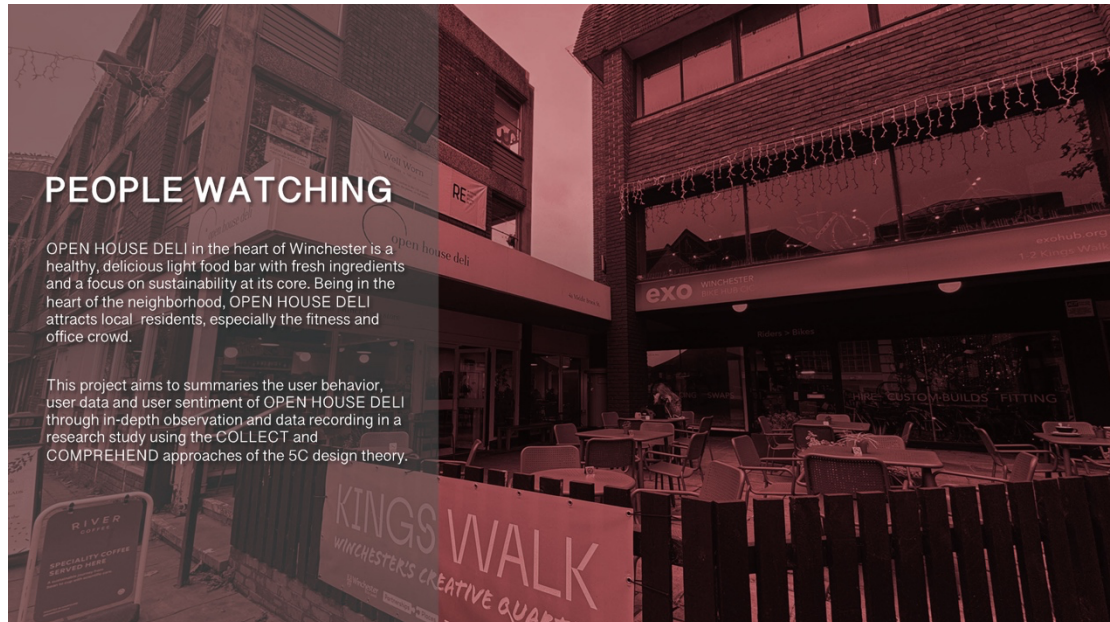# RRR Task THE DIEP FINAL REPORT

Project 1 – People Watching

Describe
The goal of this project is to help practitioners master the two key stages of user experience design, 'collect' and 'comprehend,' by observing and recording people's behaviors and interactions in a specific public space. The final outcome of the project is to present the collected data and the research process in the form of visual stories, while cultivating design thinking and user research capabilities.

Interpret
In the research practice of this project, I used the Open House Deli in the city center as the location for the project research. A user analysis of the location was completed through three hours of data recording (photo and audio) and behavioral and mood recording of its user groups.

Evaluate
In the practice of this project, I gained an in-depth understanding of the research practices of user behavior and emotions through the methods of 'collection' and 'understanding'. During the observation of the open-plan restaurant Open House Deli, I successfully captured the changes in the number of users, emotional distribution and behavioral characteristics at different times of the day. This kind of research based on real data provides a credible foundation for user experience design. However, I found that there were certain limitations in the data collection for this research practice. For example, the observation time was limited to three hours, which may not fully reflect the changes in user

behavior throughout the day. In addition, the collection of emotional data relies on subjective judgments, which may lead to errors. Furthermore, I could use more in-depth interviews or questionnaires to further understand the reasons and needs behind user behavior. In terms of the final project output, I could also try to create a dynamic visual display of the research data, which could further enhance the visual appeal and attractiveness of the project.

Planning

The research and practice of this project provided valuable insights for my UX design studies. By observing users' behaviors and emotions in real-life situations, the project highlighted the need for designers to adopt a user-centric mindset. In my future UX design, this practice will prompt me to pay more attention to establishing a deep understanding of user needs, habits and pain points through on-site observation and qualitative research at the early stage of design. In addition, this project has made me realize the importance of multi-dimensional data recording (such as emotions, behaviors and environments) in depicting the real user journey. In the future, I hope to incorporate these research methods into more complex design scenarios, such as interactive interface design or service design, to develop more targeted design solutions by digging deeper into user behavior data. Finally, I plan to continue optimizing the user experience design process by combining in-depth research and reflection in my design practice, so that design can truly serve users while being innovative and practical.

Project 2 – Being Human
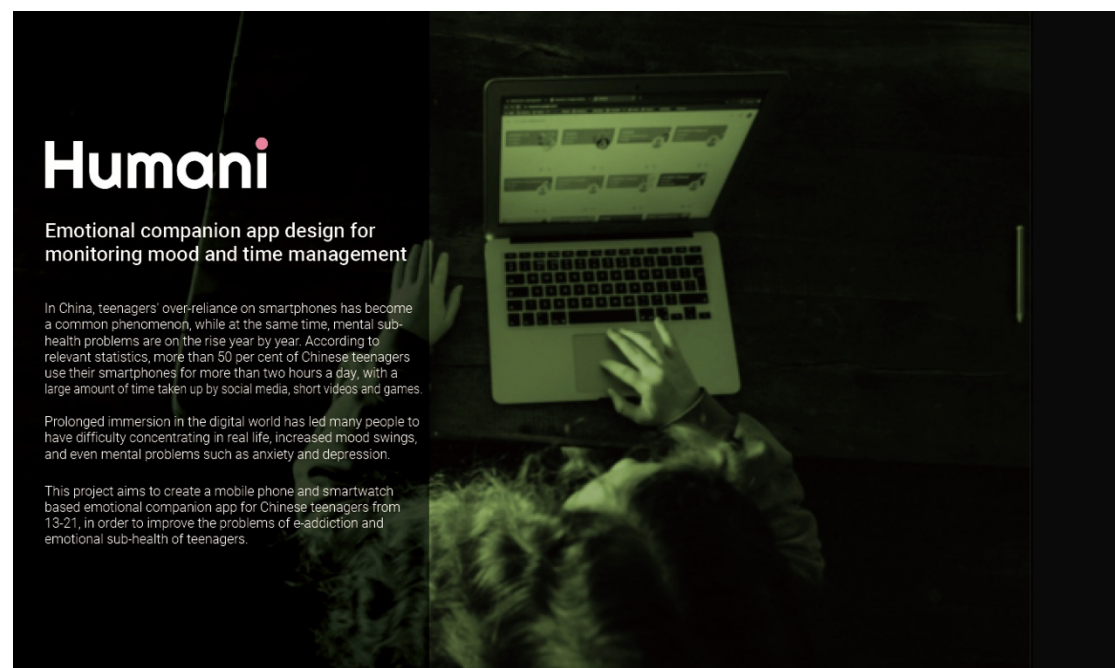
Describe

The core task of this project was to develop a mobile app that aims to help

users reduce over-reliance on technology and refocus on a more human experience. User research, PACT analysis and persona design were used to identify the needs of the target users and explore ideas for app features. The final deliverables included wireframes, digital mockups, user testing evidence and relevant design documents. This was a project that combined technological innovation with interaction design, with the goal of incorporating gamification and fun into the user experience to achieve effective reflection and optimization of technology use.

Interpret

In the design practice of this project, I completed detailed user research (background research, user interviews, persona creation) with Chinese teenagers as the user group. And based on the pain points and needs of users, I completed the design of an emotional companion app based on the platform of smart phones and smart watches. This design practice went through the design process of initial research – process mapping – prototyping – first iteration – user testing – final product output.

Evaluate

I believe the strength of this project lies in its ability to promote mental health by helping users understand their psychological state intuitively through mood recording and analysis. In addition, the time management and lock screen modules effectively improve users 'self-discipline and reduce their dependence on their phones. User feedback and experimental verification have made me realize that this design does meet the core needs of the target group. However, I have also identified some room for improvement. For example, the current personalization function is relatively limited and cannot fully adapt to complex situations. The lack of incentives may weaken users' willingness to use the app in the long term. If I had more time, I would have included more personalized support in the functional design, such as dynamically adjusting the feedback content according to the user's mood and introducing gamification incentives to enhance user stickiness. I believe that with these improvements, the Humani project I designed can better help users regain control of their lives and find their true selves.

Planning

In the design practice of this project, I learned that design is not just about solving functional needs, but also about conveying emotions and values to users. Through the combination of user experience and functional design, I discovered that the user's real needs are often hidden beneath the surface. In future design practice, I will pay more attention to user segmentation, and through dynamic adaptation and intelligent recommendations, enable products to adjust the experience in real time according to the user's emotions and habits. In terms of functional design, I deeply understand the importance of emotional

design. In future designs, I will focus on using micro-interactions, visual design and incentives to make users feel warmth and care beyond the function.

Project 3 – APP360
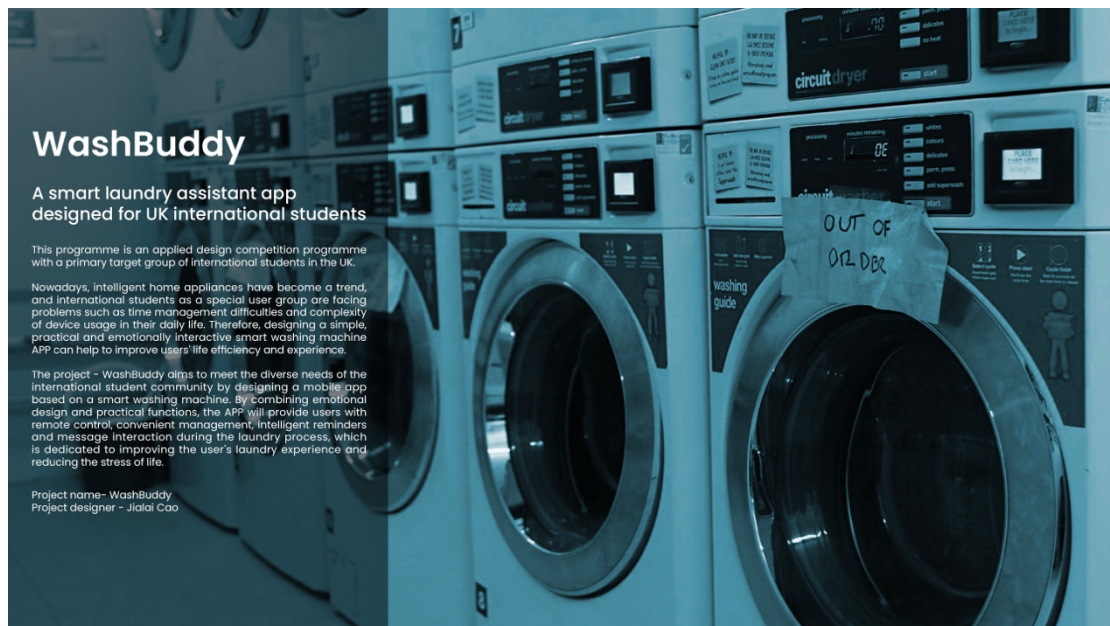
Describe
The aim of this project is to design a prototype smartphone app for international students in the UK that controls commonly used physical devices through user research, concept generation and iterative design. The design needs to be innovative, practical and emotionally appealing, with an emphasis on user experience and visual presentation. Participants need to combine psychology and design theory to create competitive solutions, refine the design through low-to-high-fidelity prototype testing, and ultimately present a simple but creative result.

Interpret
In this project, I have completed the entire user experience research and initial design process planning I have learned, with UK international students as the target group. On this basis, I have designed a smart laundry app based on smartphones – WashBuddy. The design practice has gone through the processes of idea conception, user research, pain point analysis, low-fidelity design, user testing, high-fidelity functional process mapping, scenario magazine ad design and final product presentation.

Evaluate
I believe the design advantage of this project lies in the fact that it focuses on the pain points of using shared laundry rooms in UK student accommodation and provides a series of intelligent and user-friendly functions that significantly improve the user experience. My app design solves the major user pain points

of time management, equipment status tracking and operational complexity. With real-time equipment status queries, booking functions and laundry completion reminders, WashBuddy helps the user group to efficiently schedule laundry times and avoid long waits. In addition, the intuitive interface also reduces the learning cost for international student users and makes the user experience smoother. However, there are also some shortcomings in this project. For example, in reality, the handling of equipment failures may not be completely solved by users themselves. At the same time, how to better allocate limited resources during peak hours remains a challenge. If I had more time, I think I could further improve the user experience by adding features such as equipment health monitoring and personalized recommendation services.

Planning
The design process of project APP360 made me realize the importance of user experience in design practice, especially in shared spaces. In terms of user experience, this practice has strengthened my user-centered design thinking, allowing me to discover pain points and understand needs from the user group's perspective, and enhance product usability and satisfaction through emotional and intuitive interaction design. I believe that this experience of designing with attention to detail will allow me to more fully consider user experience in future project practices, especially in complex shared environments or multicultural design scenarios. This project has given me an understanding of the responsibility and potential of user experience design. It is a tool for solving practical problems and a force that shapes user emotions and promotes a culture of social sharing. In future design practice, I hope to incorporate user-centred design concepts into more fields and continue to explore the balance between technology and emotional design.