

Introduction

In the interaction design course, I participated in, I gained insight into the importance of communication design for the community and user groups through the practice of three projects. These three projects were building a 5C model by observing people in the community, designing an application to reduce the use of social media, and designing an application to serve international students by incorporating object research. Through these projects, I have come to understand that design is not only about serving oneself, but also about addressing different user groups, meeting their needs, and creating emotional resonance. In this paper, I will incorporate the DIEP reflective framework to review my design in four areas: "Describe" , "Explain" , "Evaluate" , and "Plan" . This paper will review my experiences in these three projects in the context of the DIEP Reflective Framework in terms of "Describe" , "Explain" , "Evaluate" , and "Plan" , and explore how I can better apply these practices and thinking in my future designs.

Describe

First project People watching

In my first project, I conducted an analysis by observing the behaviors and, of the target local population. This process gave me insight into how to analyze the needs of different groups of people in this place through observation, interviews, and data collection. Through insights into their behaviors, I discovered that groups of people in the same place have different social needs, purposes, and habits. This made me realize that in the design process, we must consider every detail from different perspectives to meet the needs of our audience more accurately.

Second project: development of an app to reduce cell phone usage

The goal of the second project was to develop an app that reduces the use of cell phones. For this purpose, I deeply analyzed the impact of cell phone usage time on users' emotions and behaviors and understood users' motivations and obsessions when using social media and mobile software for a long time. By designing attractive interfaces and interactive elements, I sought to enable users to reduce everyone's dependence on their smartphones, as well as the audience's control over the amount of time they spend on their phones, and instead enjoy a calmer, more focused life experience. In this process, through the accurate analysis of the audience groups and the analysis of this project Pact. We made sure that the application could satisfy the emotional needs of the users while providing effective functionality.

Third Project: 360 App Design

For the third project, I designed an app to help international students in conjunction with the item research. During the design process, I gained an in-depth understanding of the cultural differences, emotional isolation, and the challenges of adapting to a new environment that international students face. Through my communication with the international student community, I found that they have a strong need for emotional relaxation and decompression, so I included decompression functions in the app design to help them express their emotions in a foreign country and provided some practical tools to help them improve the construction

of their mental and physical health. This process gave me a deeper understanding of how design can not only fulfill functional needs, but also touch the emotional level of users, and discover the habits and small elements of life. The international student community includes me, and life is a big part of inspiration, so it's important to have a thorough observation and record of the things around us.

Interpret

The Role of Design in Society Through these three projects, I have come to realize that the role of design goes far beyond meeting individual needs; it should influence and improve society. Design is a response to user needs and a reflection of social issues. For example, in the project to reduce cell phone dependence, I hope to guide users to build a healthier lifestyle through design; and in the project to serve international students, I try to help them better adapt to their new environment through functional design and emotional expression. These projects made me realize that design is not only a tool for solving problems, but also an important means of conveying social values.

Practical application of the 5C model

In each project, the 5C model provided me with a systematic analysis tool. For example, in the first project, the 5C model allowed me to understand consumer needs from multiple dimensions, while in the second project, it helped me balance the relationship between functional design and user convenience. Meanwhile, through the "Communication" and "Content" modules, I learned how to design clear interfaces to convey design messages, and how to enhance the user's sense of engagement and connection through emotional design. Design beyond self-expression in the past, my design focused more on personal style and creative expression. However, through these three projects, I have come to realize that design is not only a display of artistic style, but also a bridge to serve different user groups. By deeply understanding the cultural background, emotional needs, and behavioral patterns of users, I have learned how to touch their emotions through design and create works that are both practical and resonant.

Evaluate

In all three projects, the most successful part was building something different through the connection between the item and the app. For example, while the app that serves international students helped them feel less isolated and express their stress, the audience's needs were thoroughly analyzed through what they needed thus adding more comprehensive content. The aim is to serve them better and solve problems. Using something as common as a mirror combined with the app instead had a different experience. It helps the international student community to have better psychophysical health.

However, these projects also faced several challenges. For example, in the first project, how to analyze how to observe the same group for a long time and find out different things and make a research report. This was a complex task; in the second project, it was also a challenge to use software to control the cell phone, which is one of the most difficult things to quit

today, and to reduce the number of hours of use while avoiding user resentment.

Reflecting on the shift in design thinking

Through these projects, I deeply realized the importance of design thinking from “self-centered” to “user-centered” . During the design process, I learned how to guide design decisions through data analysis and user feedback to ensure that the design meets both functional needs and emotional values.

Shortcomings and Improvements in Design Practice

Despite the positive outcomes of these projects, shortcomings remain. For example, in the app for reducing cell phone dependency, despite its effective functionality, there is still room for improvement in enhancing users' high-quality social experience; while the app for serving international students meets the basic needs in terms of functionality, but still needs to be further strengthened in terms of emotional care.

Plan

Future Direction of Design Practice

In the future, I plan to pay more attention to multi-dimensional user analysis and emotional expression in my design. and the richness and logic of the content. will continue to use the 5C model to deeply analyze user needs in terms of consumer, cost, convenience, communication, and content. In terms of emotional design, I will pay more attention to how to make the design work more attractive and emotionally resonant through storytelling and characterization.

Multi-dimensional analysis in the design process

I plan to incorporate more analysis tools and models into the design process, not only relying on the 5C model, but also introducing tools such as emotional design and user experience analysis to further enhance the depth and effectiveness of design. At the same time, I will strengthen my interaction with users and ensure that the design can be continuously optimized through more user testing and feedback.

Continuous Experimentation and Optimization

I will optimize the design through continuous experimentation and iteration to enhance the user experience and emotional value of the product. At the beginning of each project, I will conduct more extensive user research and verify the validity and emotional connection of the design through experiments to ensure that the final work better meets user needs.

Conclusion

Through the practice of this class, I gradually realized that design is not only a formal creation, but also a means to communicate with users and solve social problems. The core of design lies in understanding the real needs of users and establishing an emotional connection with them through the works. During the course, I not only learned how to optimize design by observing and analyzing users, but also how to make design works serve different groups of

people rather than just for personal expression.

More importantly, the programs helped me shift my design thinking. I gradually shifted from self-centered creation to user-centered service design. While solving practical problems for users, I have also become more aware of the social responsibility and significance of design.