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D-Describe

In this semester, I participated in various projects, such as the first project was to observe the user's behavior in a certain scene, the second project was to make users focus on themselves and reduce the time spent on social media, and the third project was to design a smart phone application for a device. These projects tested my creativity, time management and collaboration skills. One noteworthy project is the third one, the target group of which is British overseas students. Starting from myself, I have been concerned about the use of luggage, such as forgetting something when packing a suitcase or losing a suitcase at the airport. Therefore, I have conducted relevant user research and looked up information on the Internet to understand users' demands for luggage. Based on the survey results, I designed the app "Travel Partner" initially. I combined location tracking, intelligent reminder, space management and other practical functions for the app according to the needs of users. After that, I completed the wireframing design and tested the users, and constantly adjusted and refined my app according to the users' feedback (Image 4,5,6). Finally I finished the design of the high-fidelity design.

In all the project design processes, I learned to use user experience research methods in the development process. The first step is to discover, interview users, and collect content related to users. The second step is exploration, in which I need to know how to meet the needs of users. The third step is testing, in which I present my design to users and ask them to evaluate and give feedback on my design. The fourth step is listening, in which I investigate the users' feelings on the product (Interaction design foundation, 2016). In the design process, I find the testing process inadequate. Due to the lack of time, the sample size of user testing is small, which limits my further exploration of

function optimization. However, throughout the design process, I realized the importance of emotional design, I need to emotionally connect with the user, which makes the design more emotional UI include gamification, humor, animation, illustrations and mascots (Alice, 2018). Therefore, I added gamification into my Project 2 to bring users emotional experience through rewards, which can improve users' satisfaction with the product and make them more likely to use it again (Image 1,2,3). The further understanding of this theory will help me to complete the design process.

I-Interpret

Understanding the emotional experience of users is important for three reasons. First, this means that design is not only focused on its functionality and utility, but also on its emotional connection with the user. The principle of emotional design is that users form an emotional connection with the product, which affects their behaviors, attitudes, and feelings (Desmet & Hekkert, 2007). Which design elements in user plays an important role on emotional reaction, color, layout, graphics and interaction will have an emotional interaction with the user. For example, an interactive applications, not only can provide functions to meet the needs of users, can also through the personalized interface, animation or sound effects to users bring surprise and joy, enhance their emotional experience (Association of Human-Computer Interaction, 2023). This emotional connection helps my designs stand out and increase user satisfaction.

Secondly, the design needs to start from the needs of users and pay attention to the emotional needs and psychological expectations of users. For example, when the user loss his luggage, the user will feel anxious, so I provide real-time tracking function in my Project 3, which can alleviate users' emotions (Image 5). Or through gamification, challenges, rewards and competition and other elements, stimulate the user's desire for achievement. Gamification can

improve the use's engagement. So I tried to incorporate gamification into the Project 2, encouraging users to actively participate through a reward system (Deterding et al, 2011). Such emotional experience will enhance user's sense of trust and goodwill, which will play an important foundation for my future brand image.

Finally, emotional experiences can change user behavior. Because emotions affect human cognitive processes, memory, and overall evaluation of experience (Norman, 2004). For example, the form of blind box reward added in Project 2 may help users focus more on the tasks they need to complete. In Project 3, the luggage list is recommended according to the user's travel classification, which can help users better complete the luggage packing task and reduce the anxiety before travel, which can help users prepare for travel in a more efficient and organized way. This approach has the potential to change their behavior and thinking habits, increasing the value of the application in the user's life.

E-Evaluate

In the process of all project practices, I gradually understood the importance of emotional design, user experience and storytelling design. In the process of learning, I improved my problem-solving ability and adaptability, and learned how to identify problems, analyze needs and generate effective solutions. For example, Nigel Cross's engineering design method is very helpful to me, especially in the early research stage. The design process is iterative from concept to development to detailed design (James, 2016). From the generation of a concept at the beginning to the preliminary design and then to the detailed design, every step needs to be repeatedly verified and optimized. I apply this method in every link of my practice. For example, in the preliminary research stage of my Project 3, I understand the target users' pain points in baggage management through questionnaires, including the loss of baggage,

improper use of space and overweight baggage. This led me to the idea of designing an app for luggage, which generates concepts through user requirements. In the development phase, I put the concept into practice, I initially designed a wireframing and did user testing. In the course of testing, I found that the interface may be too information dense, so I reduced the information content of each interface to reflect its key functions. This systematic approach allows me to move forward in a more organized way.

In addition, visual thinking, sketchbook and creativity also play an important role in my practice. For example, in my Project 3 suitcase intelligent application, I transform preliminary ideas into visual expressions through sketches, such as functional layout and user interaction flow, etc. This way enables me to quickly find deficiencies and easily modify and improve them (Image 1,4). The sketchbook has been great for helping me explore, develop and refine my ideas, and reflect on my own ideas and designs. Creativity tells me to look at things in a new way, accept new ideas and make use of surprises. Therefore, when I did the Project 3 I chose unusual luggage, avoiding common items. I want to try to think about problems in a different way (Koestler, 2001). However, there are still some areas that can be improved in the process, such as insufficient sample size in the test phase, some functions have not been further optimized, and some projects have added some emotional elements, but still lack some personalized interaction.

P-Plan

This course is very helpful for my future study. For the upcoming project, I will continue to use sketchbook and visual tools, and show my design process and thinking logic through mind map at the beginning. I will strengthen my time management, and make reasonable time allocation for my tasks, which can not only help me finish the task on time, but also cope with emergencies. In addition, I will add more user feedback in practice, ensure that enough time is

set aside for user testing, expand the scope of testing, and further optimize my design according to user feedback to ensure that the design is more close to the needs of users. I will also focus more on emotional design, think about how to better link user emotion with design, explore new and interesting ways of interaction, and better apply the theoretical knowledge learned in the course. In addition, I will also attend relevant courses, read literature related to design and user experience, and understand the latest design trends. After the completion of the project, I will regularly review my design process, record the successful experience and the lessons of failure, carry out cyclic thinking, and apply the reflection to the next project. Learn to integrate knowledge from different fields into design practice, study design psychology, understand users' decision process and behaviors. Strengthen the survey and research of related applications and collect user preference data to meet specific needs of different users. These skills can not only help me improve my professional ability, but also provide me with clear thinking logic and improve my problem solving ability in life, and enhance the market competitiveness of project, which is conducive to my future career development.

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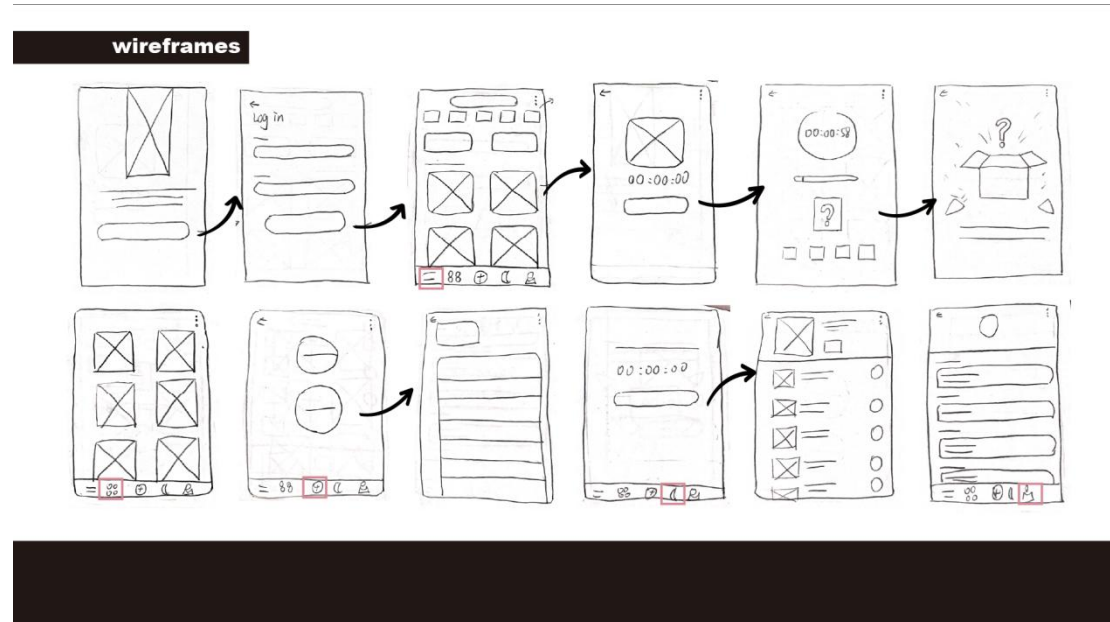


image 1

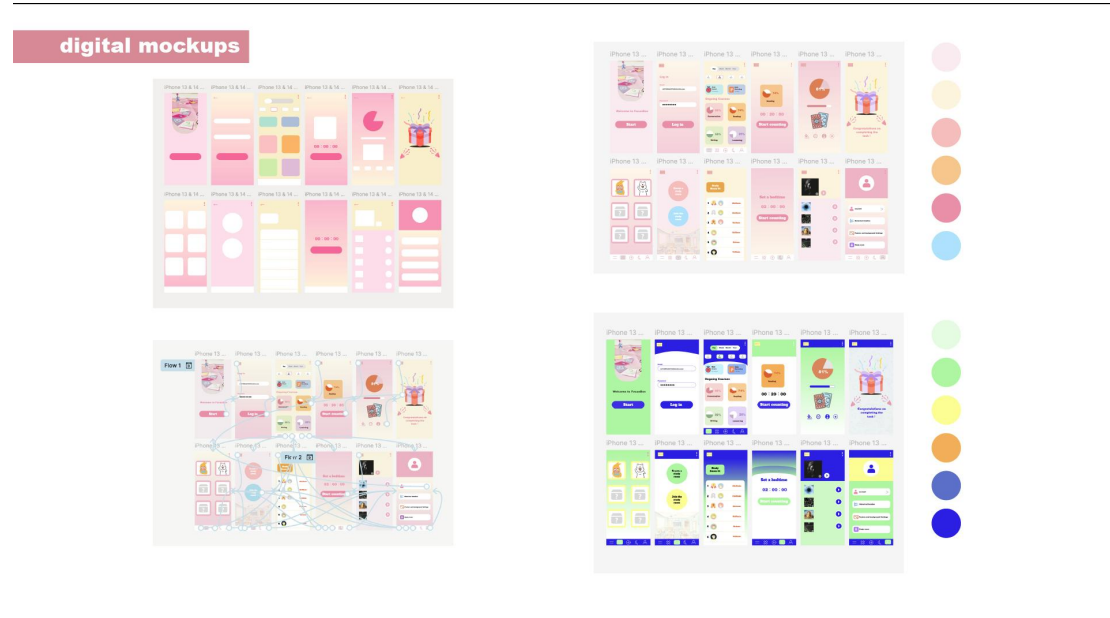
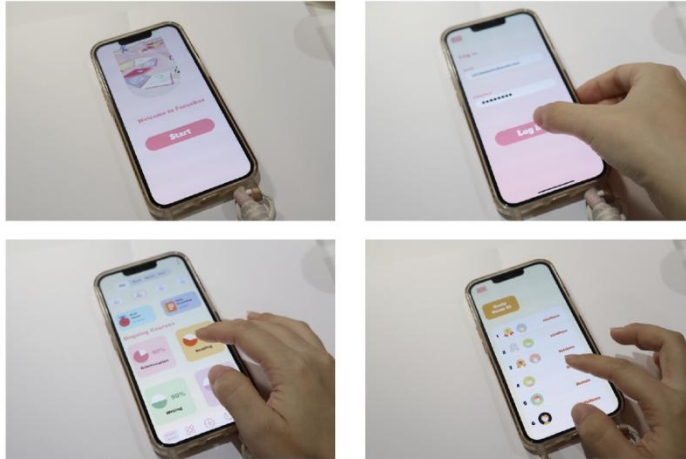


image 2

User test



After the test, I have considered that users can set the background color according to their preferences, and I want to further set an eye protection mode for the sleep mode. I need to add more details in the app design.

https://youtu.be/WxextLN_6BY

image 3

Wireframes

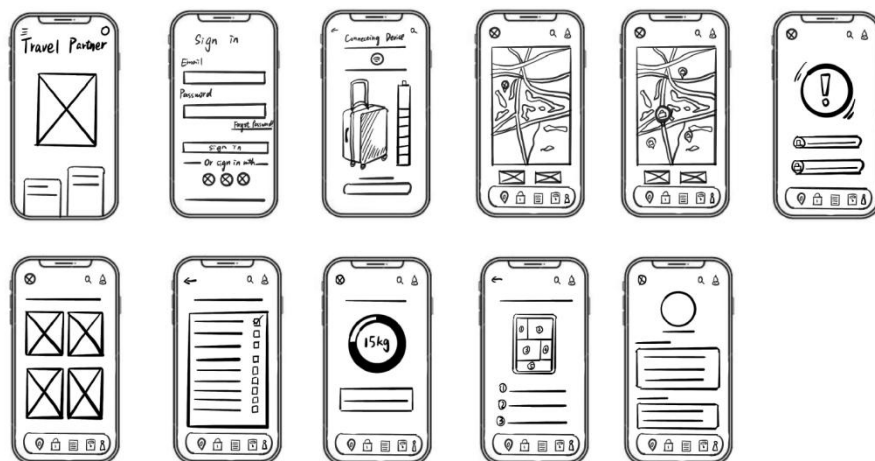


image 4

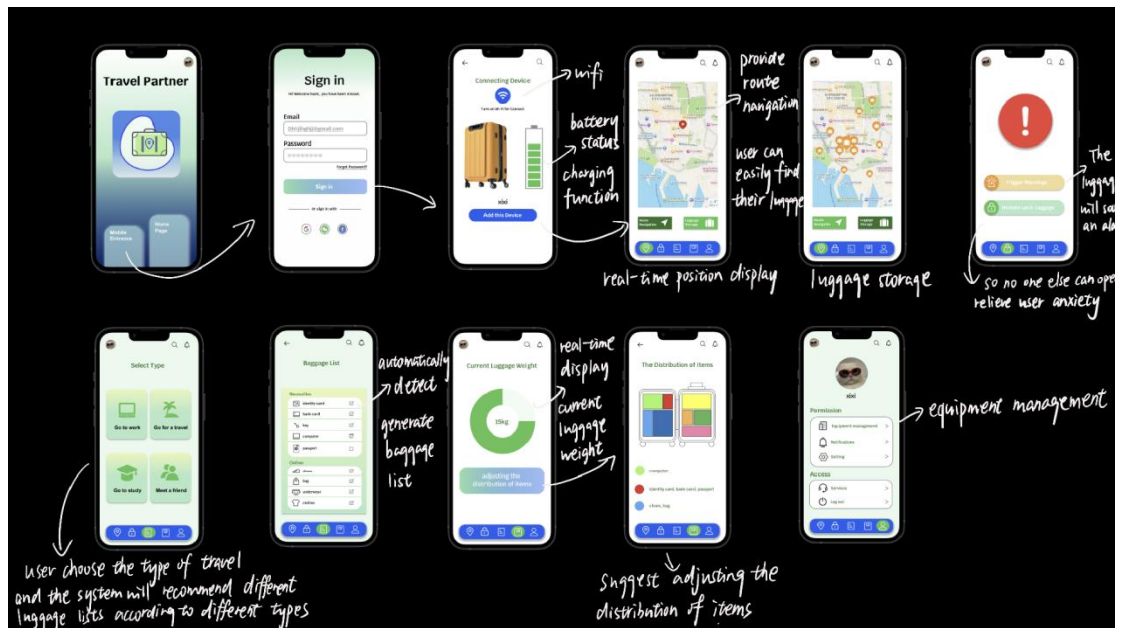


image 5

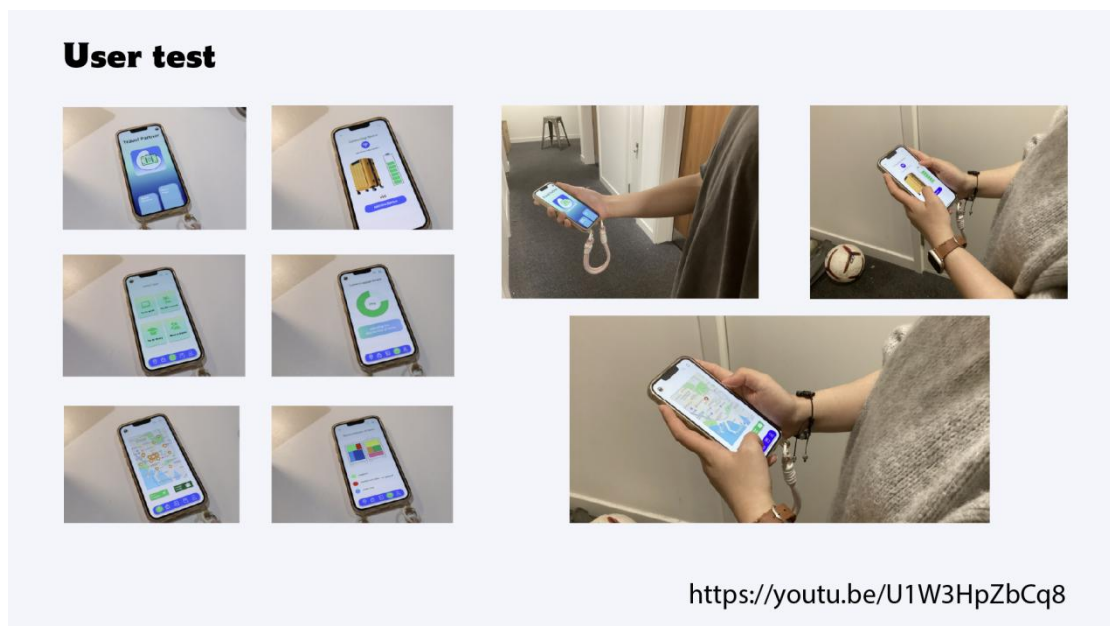


image 6