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07 DIEP FINAL REPORT

In this semester, I have completed three important projects, namely Project 1: People watching, where I conducted user behaviour observation in The arc. Project 2: Being human, I made AchoAPP, a screen time management tool, and completed PACT analysis, wireframes, and low-fidelity models. In Project 3, I worked on Moonveil, a smart eye mask companion app, which covered a wide range of aspects from user research to functional design to emotional design, which enabled me to gradually master the core skills of interaction design, and at the same time, deeply understand the importance of combining theory and practice in design.

Describe

In Project 1, I conducted a three-hour observation to record and analyse the behavioural patterns of different user groups and their use of space. Observations revealed that family users preferred children's areas while students favoured quiet study areas, revealing that different groups have their own specific needs in public spaces. This observation helped me realise that user research needs to focus not only on the surface behaviour, but also dig deeper into the needs and motivations behind the behaviour.

In Project 2, PACT analysis and user profiling examined and translated user requests into specific design specifications (Benyon, Turner & Turner, 2005). For instance, I designed functional modules to help users record non-electronic activities so that they might be aware of how this reduced screen time could contribute to more meaningful activities. I thus recognize the connection between the rationale for functional design and user needs, andally-realized how important visualization and data presentation are for guiding user behavior.



In Project 3, I designed an app to accompany a smart eye mask. I used user interviews and empathy maps to visualize the psychological needs of users, iteratively refining the design through various rounds of user testing. For example, users' feedback let me know that they wanted the interface to convey warmth and comfort, which directly influenced the colour scheme and pattern design to make the product more in line with users' psychological needs. At the same time, I also added a sound playback design to further enhance the immersive experience for users (Norman, 2004).

Interpret

Through these three projects, I have gained a deeper understanding of user research. Project 1 gave me an initial grasp of observation methods, and even though the research tools were relatively basic, I learned how to extract design inspiration from user behaviours. Project 2 made me realise that it's not enough to just meet the functional needs of users, but the design needs to have a deeper understanding of the behavioural logic of the target users, such as how to improve user engagement through visual data feedback. And Project 3 made me further realise that emotional design can not only enhance product attractiveness, but also satisfy users' psychological needs. In terms of theory application, I used the theoretical knowledge learnt in the course. For example, through PACT analysis in Project 2, I systematically linked user behaviour to scenario needs (Benyon, Turner & Turner, 2005). This theoretical tool helped me clearly identify design pain points and find a solution path. In Project 3, I used Donald Norman's theory on emotional design, which I learned in class, to create a more comfortable and emotional experience for users by using soft colours and white noise functions (Norman, 2004). The application of the theory gave me more direction in practice, and at the same time, I was able to deeply understand the complexity of design: how to find a balance between function, emotion and technology. In addition, my way of thinking has shifted significantly in the process. For example, whereas in the past I had primarily designed with functionality in mind, during Project 3 I came to realise that the core of user experience is not only about solving practical problems, but also about providing emotional support to users through design. This shift allowed me to take a more holistic view of design problems and to focus more on the emotional connection of users in my future designs.

Evaluate

The practice of the three projects allowed me to gradually understand the practical application and limitations of design methodology. Observation in Project 1 gave me a preliminary understanding of the relationship between user behaviour and needs, but it was difficult to gain deep insights from observation alone. For example, although I recorded users' behavioural patterns, I lacked in-depth analysis of the emotional motivations behind them, resulting in some of the data being too superficial. In addition, I also realised that due to the high volume of people at the chosen observation location, the data was complex and difficult to count, and I was unable to record the details of these people's behaviours in a timely manner with a paintbrush, thus failing to adequately distil deeper insights. In the future, I need to plan my tasks and time better in order to optimise my research methods.



In Project 2, my biggest gain was to improve my ability to translate theory into practice. For example, PACT analysis helped me to understand users' interaction needs in different scenarios in a structured way, which helped me to design practical functional modules (Benyon, Turner & Turner, 2005). However, the feedback from user testing made me realise that focusing solely on functional design does not fully solve user problems. How to strike a balance between interface logic and interaction experience is something I need to further optimise. I need to consider more comprehensively whether it is smooth and intuitive for users to use in practice. The complexity of the interface logic exposed my weakness in information architecture design. In the future, I will simplify the user path through the principle of hierarchical design in order to improve the smoothness of the usage experience.

Project 3 made me deeply appreciate that it is not easy to design excellent emotional products. In the white noise function and interface design, I found that the user's feeling towards the product not only comes from the implementation of the function, but also influenced by the emotional connection (Norman, 2004). For example, in multiple rounds of user testing, many users mentioned that the soft colours and patterns of the interface made them feel at ease, which made me realise that design is not only about solving problems, but also about creating feelings. However, meeting individual needs remains a challenge for this project, such as how to provide users with more tailored feedback through big data analytics and algorithms. Overall, these projects have made me realise that the key in design is to balance multi-dimensional requirements: focusing on the implementation of functionality while incorporating emotional factors to enhance the user experience. It also became clear to me that design is an iterative process, and that user feedback is an important factor in driving design progress.

Plan

In my future studies and career plans, I plan to further strengthen my user research skills, especially through in-depth user interviews and data analysis to more fully understand the

emotional needs of users. For example, in the field of health technology, I would like to explore users' behavioural patterns when facing stress and mood swings, and translate these insights into design solutions. In addition, I plan to learn multimodal interaction design techniques, including dynamic visual, sound interaction and haptic feedback, in order to provide a more immersive and emotionally supportive user experience.

In the long term, my career goal is to become a multimedia interaction designer, specialising in the field of health technology combined with art healing. I aim to improve the mental health of users through design, especially by helping them cope with emotional distress and stress management. I would like to have the opportunity to collaborate across disciplines and co-create with the field of psychology and the field of art therapy to develop virtual reality-based healing tools, such as dynamic art installations or interactive sound healing applications. These products can not only help users relieve emotional stress, but also give the design a deeper social meaning through the deep combination of art and technology.

In addition, I plan to create a design studio focusing on health and art healing, combining functional and emotional design to provide innovative experiences and customised solutions for users. I also want to promote the use of multimedia technology through experimental design, such as creating immersive healing scenarios using sound and dynamic visuals. At the same time, I hope to create more culturally inclusive and adaptive designs through interdisciplinary collaborations to provide practical emotional support and psychological help to users from different backgrounds to better meet their needs.

In conclusion, the process of these three projects has given me solid insights that design is not mere application of technology; rather, it represents the communication of feelings and a manifestation of humanistic considerations. User research, functional design, and emotional design have further helped me in understanding the true context of design. I will dig deeper into the health and art of healing and develop more innovative experiences with greater social value and emotional support through design.

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Reference:

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