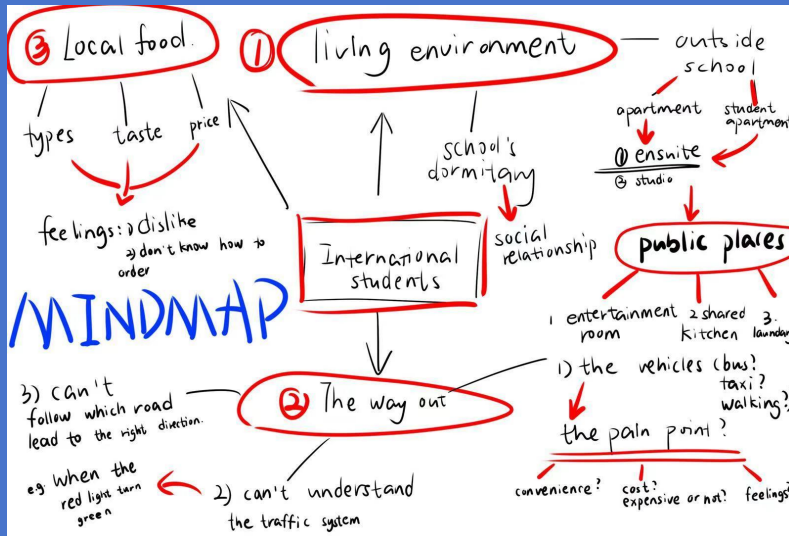




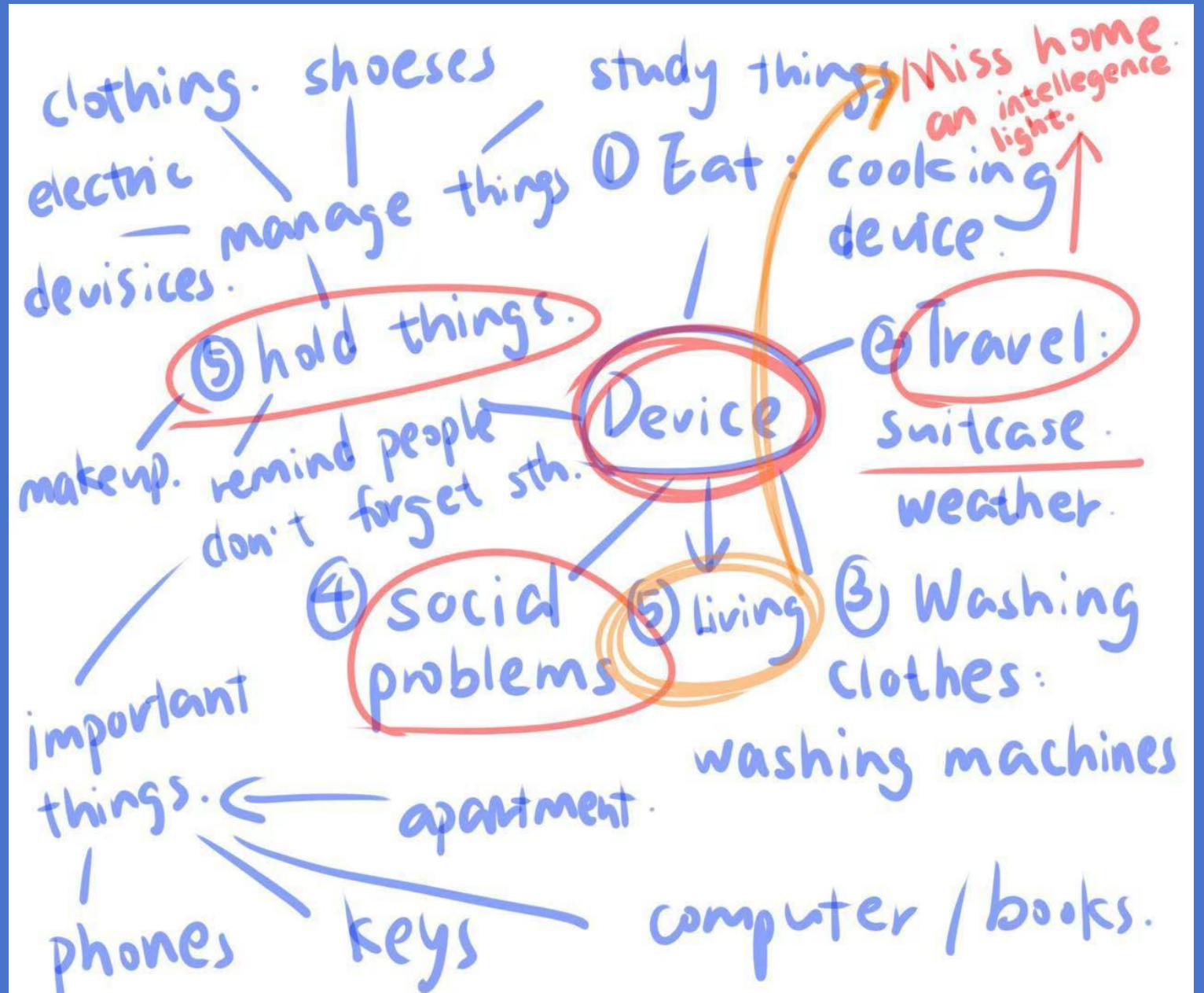
# BrightSense

Project 3: 360APP-Wang Yuqing

# Mindmap

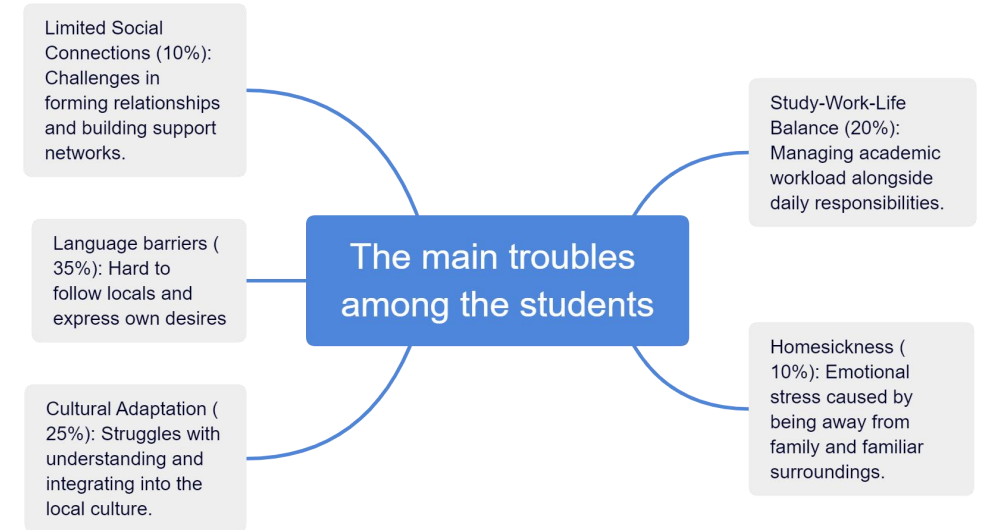
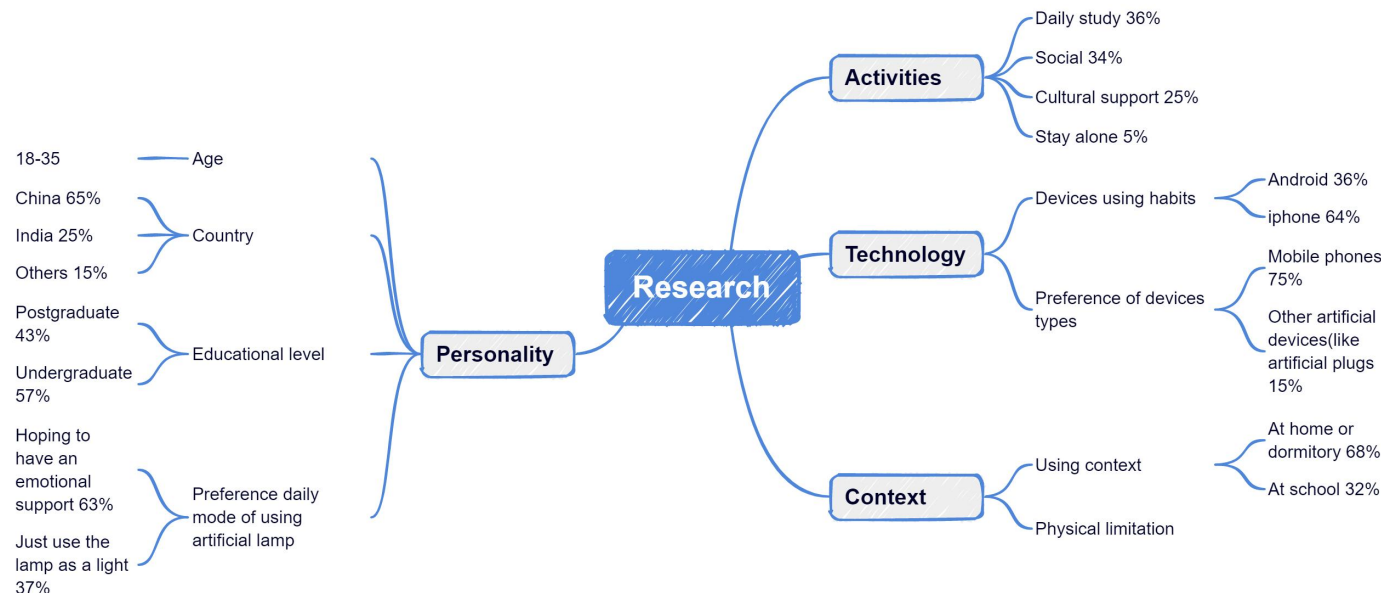


Before I started to work on the design project, I did some mind mapping, which included what aspects I should focus on and what specific problems I should target in order to design this app. I started to think out of the box by starting with a few questions respectively, which were the specific problems faced by contemporary international students in terms of food, clothing, housing and transport, which included whether they are adapted to the local food and weather in the UK, whether they have communication barriers, whether they will think, and so on. These include whether they adapt to the local food and weather in the UK, whether there are communication barriers, whether they get homesick and so on. Secondly, I thought about the equipment that international students may have, and listed several specific directions I wanted to express, which included organising and collecting, electronics, or social barriers to equipment or problems.



# Research

When conducting the research, I conducted a primary research based on several practical issues and PACT analysis method, including gender, education, etc., and analysed some pain points of contemporary international students, including home town concern, language anxiety, etc. and made some data visualization tables based on the research results.



## Other stastics:

### Interest in Solutions:

**Highly Interested: 60%** of respondents showed strong enthusiasm for tools addressing these issues.

**Moderately Interested: 30%** expressed moderate interest in potential solutions.

**Not Interested: Only 10%** indicated low interest.

# Persona design

## Persona

### Overviews

"In order to cultivate one's soul, one has to do two things every day that one does not like to do."



#### Identity information

**Name:** Pear Zhang

**Age:** 25



**Nationality:** Chinese

**Location:** London, United Kingdom

**Education Level:** Master's Student in Business Analytics

**Lifestyle:** Living in a shared apartment near campus



#### Background:

Pear Zhang is an ambitious student. She moved to the UK six months ago and is adapting to the cultural and academic environment. She spends long hours studying and struggles to balance her coursework with her part-time job and social life.



#### Goals:

Excel academically and secure a job after graduation. Improve her English fluency and communication skills. Feel more connected to her new environment while staying in touch with her cultural roots.



### Extra Information

#### Quote:

"I sometimes might feel lonely when I am studying in a foreign country, I need something to make me not being frustrated."



## Pear Zhang

### Overviews

"In order to cultivate one's soul, one has to do two things every day that one does not like to do."



#### Frustrations:

**Language Barriers:** Difficulty understanding local slang and accents in casual interactions.

**Cultural Differences:** Struggles to understand British cultural norms and practices.

**Homesickness:** Often feels lonely and misses family and friends.

**Time Management:** Finds it challenging to manage her academic workload and maintain her mental health.



#### Motivations:

Enhance productivity to meet her academic goals. Feel more confident and comfortable in a new cultural environment.

Create a cozy and calming atmosphere in her living space to reduce stress.



#### Technology Usage:

Relies heavily on her laptop, smartphone, and tablet for coursework and communication. Frequently uses language-learning apps like Duolingo.



### Extra Information

#### Quote:

"I want to feel at home while I push myself to achieve my goals in a completely new environment."



## Background:

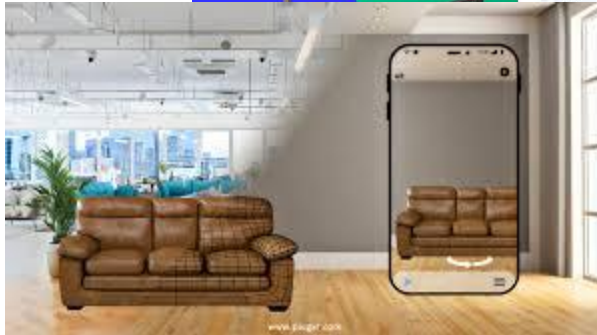
Pear Zhang is an ambitious student. She moved to the UK six months ago and is adapting to the cultural and academic environment. She spent long hours studying and struggles to balance her coursework with her part-time job and social life.

## Goals:

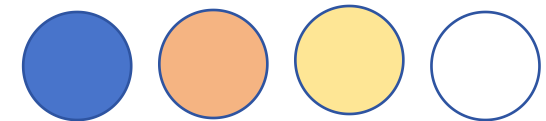
Excel academically and secure a job after graduation. Improve her English fluency and communication skills. Feel more connected to her new environment while staying in touch with her cultural roots.



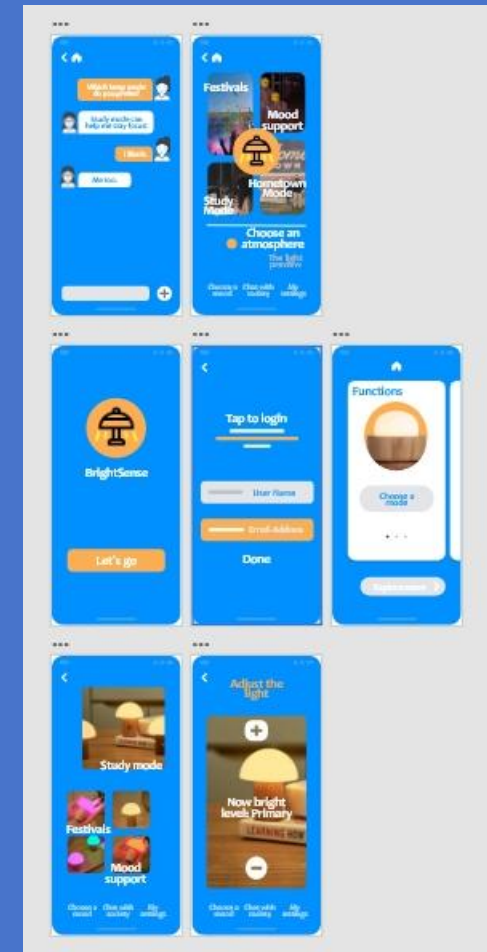
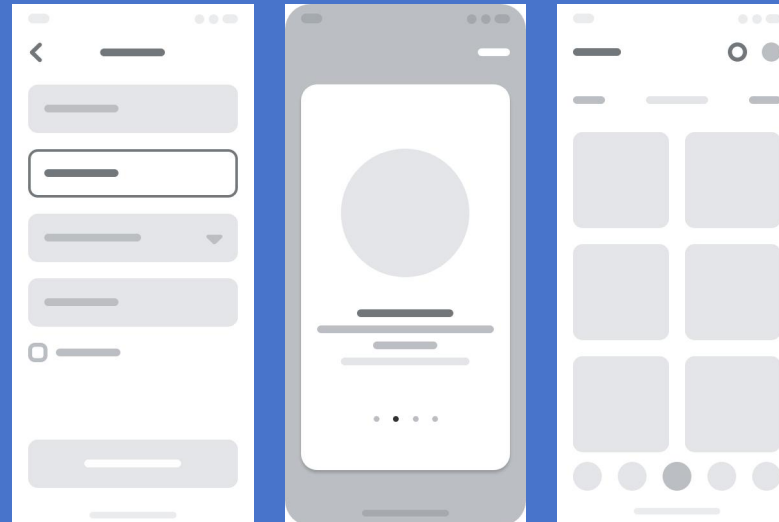
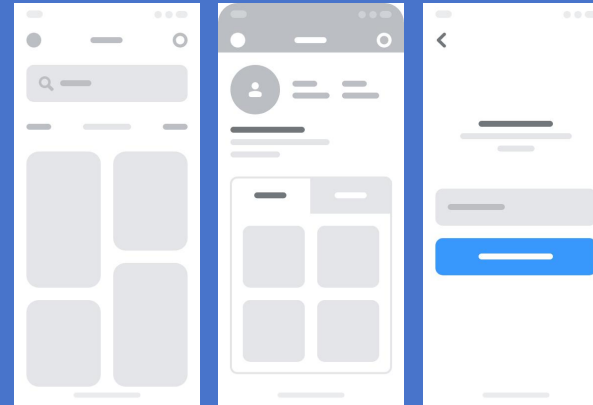
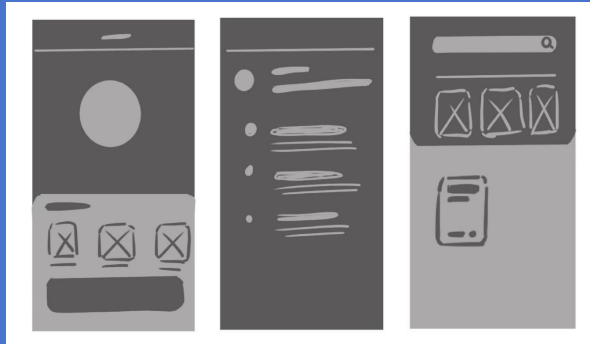
# Competitor Analysis



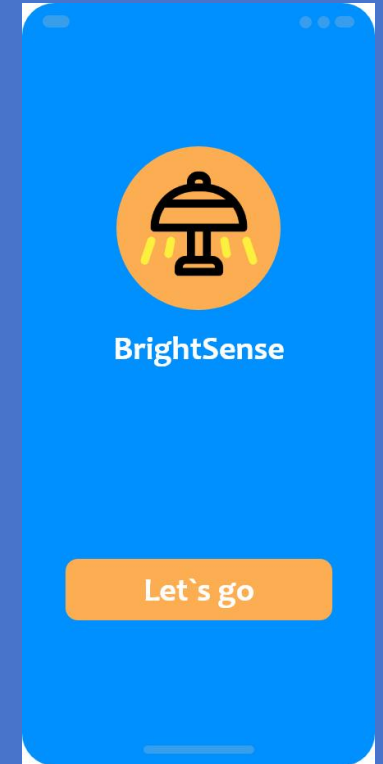
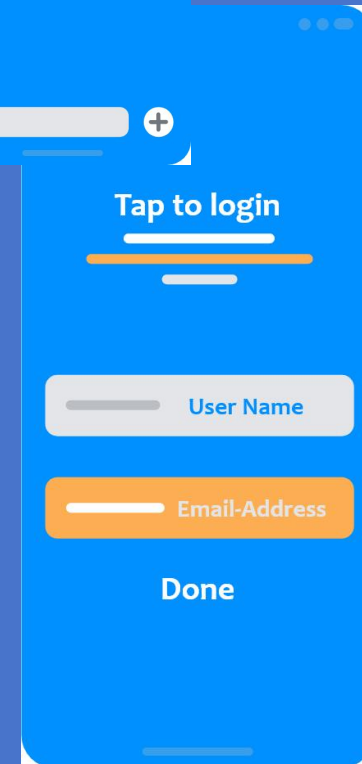
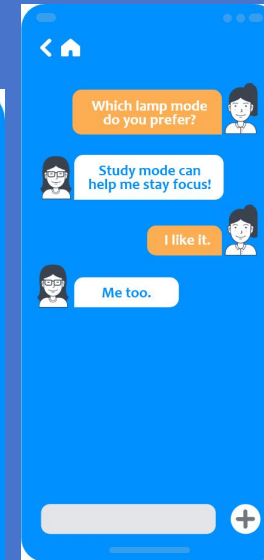
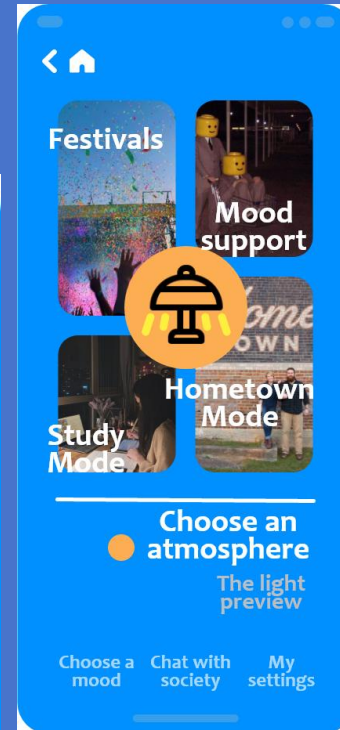
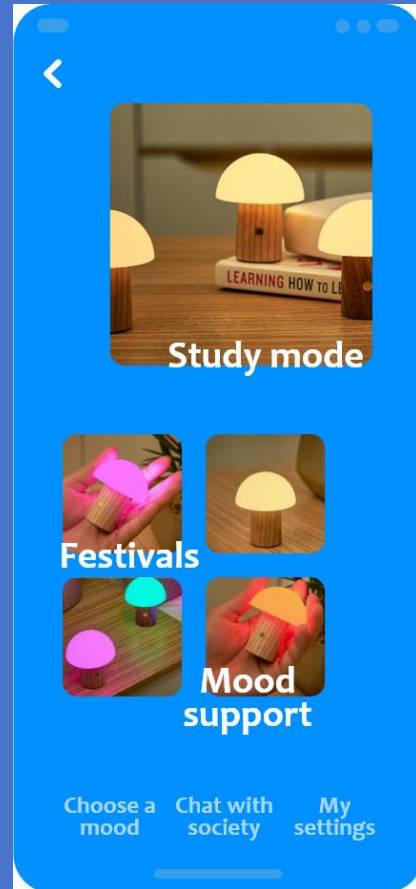
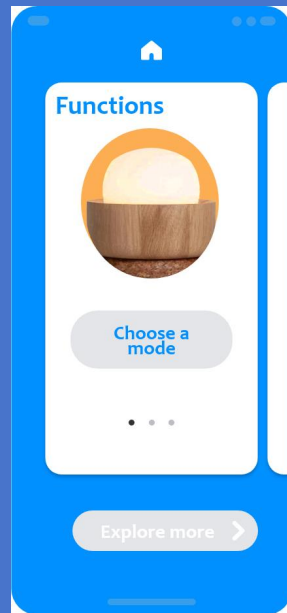
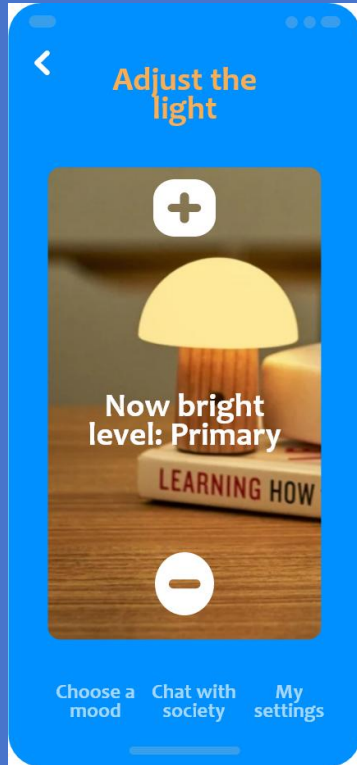
Color Scheme:



# Low-fidelity and high-fidelity



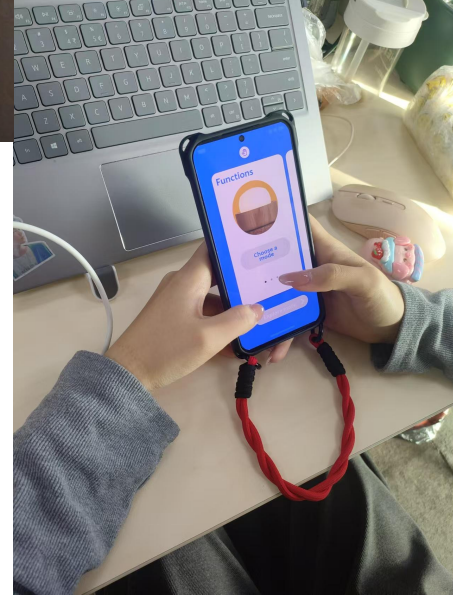
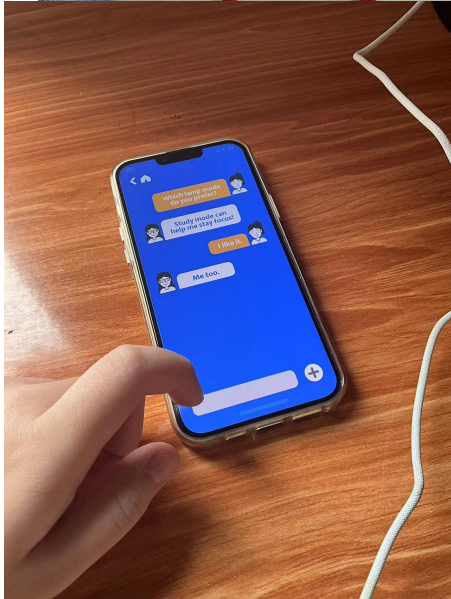
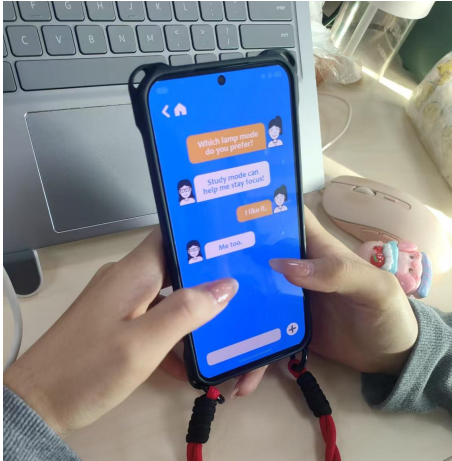
# Pages preview



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# User testing



[https://www.linkedin.com/posts/%E9%9B%A8%E6%99%B4-%E7%8E%8B-2309141ba\\_some-special-visual-affect-of-my-app-activity-7285491009583558656-APtN?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/%E9%9B%A8%E6%99%B4-%E7%8E%8B-2309141ba_some-special-visual-affect-of-my-app-activity-7285491009583558656-APtN?utm_source=share&utm_medium=member_desktop)