Describe

This semester, I have learnt about coding and web design, as well as exploring in depth the iterative process of pages in User Experience Design (UX) and App Design. The transition from low-fidelity wireframes to high-fidelity finished graphics has helped me understand that design is an iterative process of testing and constant optimisation. In addition, I learned how to create a specific atmosphere and style through different colour schemes, such as using warm tones to convey a sense of intimacy and cool tones to create a sense of professionalism and technology. In addition to all of the above, I also mastered how to conduct in-depth user research, including how to make full use of primary and secondary research, and learnt in detail the basic principles and methods of interaction design. Through these learnings, I try to combine users' pain points with innovative ideas to design empathetic, user-centred solutions.

Interpret

The content of this semester has made me realise that design is not only related to visual aesthetics, but the main goal is to solve real problems for users. I learnt to focus on different goals at different stages of the page iteration: early on to quickly validate ideas with low-fidelity prototypes, and later on to optimise details and user experience with high-fidelity designs. And the use of colour scheme has taught me that colours are not just decorative, but an important tool and an indivisible part of design that can convey emotions and influence user behaviour. For example, in my recent project for a smart home light control app called BightSense, I used a soft blue colour to help the user focus to a certain extent, and a bright orange colour to stimulate the energy and make it look less dull. In the process of learning the core and principles of interaction design, I deeply understood the significance of 'user-centred': I think it is not only a design method, but also an ability to observe and think from the user's point of view; in the process of conducting the preliminary research, I found that only by truly understanding the user's pain points can we provide them with a more considerate and effective solution, more effective solutions for them.

Evaluation

In this section I will analyse two app design projects from this semester, and specifically analyse the changes and process of designing low-fidelity and high-fidelity interactions from different apps with different themes, explaining how I used research to design the persona, and how I combined the colour scheme and user experience in the design.

1 The first one is a project with the theme 'Being Human', the theme is to design a mobile phone app to make people use their mobile phones less. I chose people over the age of 21 as my target audience, and through a

questionnaire I concluded that people are generally more interested in pet-raising apps, so I combined illustration and pet image creation with the theme to create this app called Tigertock.
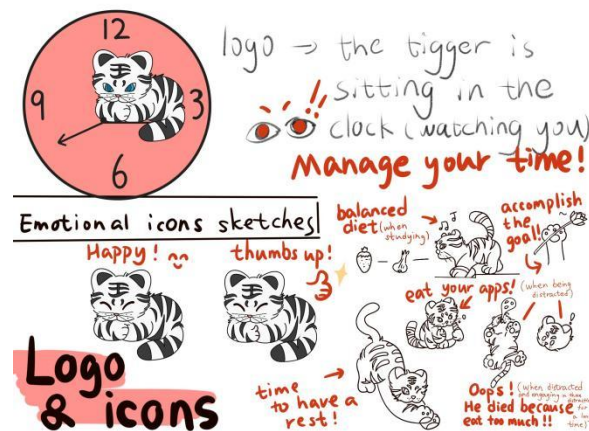
2 The design theme of the second project is to choose a device and design an APP for international students at home, which needs to be both innovative and based on the user's current pain points to provide emotional support, so I chose a home intelligent lamp as the device, using blue and orange as the main colours, which has both a sense of science and technology and a sense of vitality.
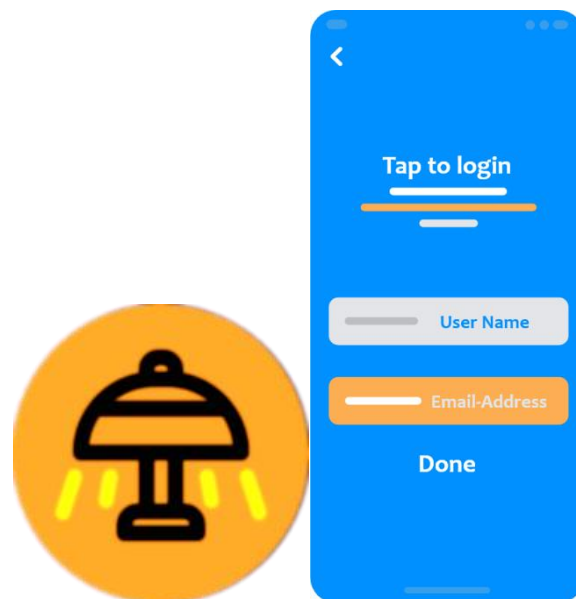
3 Shortcomings: In the interactive action and part of the page layout content is slightly monotonous, need to be improved.

Plan

In the future, I plan to apply these skills and experiences to more projects. For example, in team projects, I would like to take the initiative to undertake user research and testing to ensure that the design accurately solves a real problem. I would also like to incorporate more emotional elements into my high fidelity results and enhance my software skills, such as using colour and

animation to enhance the user experience. At the same time, I plan to further study the psychology of user behaviour and explore the link between design and user emotions. In my future career, I would like to keep 'user-centred' and 'empathetic design' as my core principles to design practical and enjoyable products that bring real value to users.