# Final report

Introduction

In this analysis, I will analyse what I have learned during the semester in four specific areas, including concrete theories I have learned, explaining how these theorems have manifested themselves in my design process, and analysing them in details in relation to a specific project. I will also analyse the results of my practical work by developing a long-term goal for my future career aspirations and my role in the team, explaining how I will work towards this goal.

Describe

This semester, I have been exposed to several different subject areas such as web coding and user experience design. In the process, I have explored in-depth the page iteration in User Experience Design (UX) and Application Design; where the transition from low-fidelity wireframes to high-fidelity finished diagrams, I have understood that design is a process that requires iterative testing and constant optimisation (see figure 1). In addition, I learned how to create a specific atmosphere and style through different colour schemes, for instances, warm colours are used to convey a sense of intimacy and healing that can bring the designer closer to the user, while chilly colours are used to create a sense of professionalism and tech-ability. In addition to this, I have mastered how to conduct in-depth user research, including how to make the best use of primary and secondary research, learned the basic

principles and methods of interaction design in detail. Through these studies, I

tried to integrate users' pain points with innovative ideas to design empathetic

and user-centred products.

Figure.1 Low-fidelity pages and high-fidelity pages
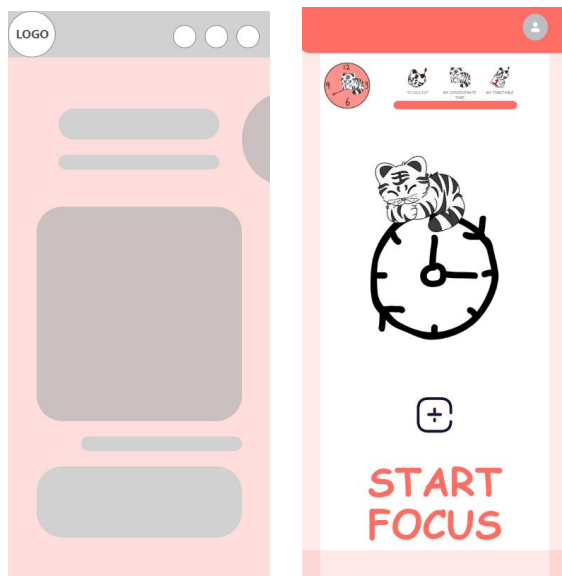
Source: My own works

Interpret

From what I have studied this semester, I have found that design is not only

related to the aesthetics presented visually, but its main goal is to solve

practical problems for customers. In the process of designing the APP, I learnt

the different goals I should focus on in different stages of page iteration:

low-fidelity prototypes completed in different ways in the early stage can

rapidly put ideas into practice, such as through sketchbook or designing

electronic wireframes, etc.; and in the latter stage, by continuously improving

the layout composition and incorporating users' feedbacks, incorporating some

specific elements (e.g., logos, pictures, etc.), optimising the page details by

combining with high-fidelity prototypes, creating a new page, and optimising the page details by combining with user feedbacks. Incorporating high-fidelity prototypes to optimise page details. In the process of researching how to match colours, I realised that colours are not just decorative or purely suggestive of a theme, they are an important tool and an integral part of design. Distinct colours can convey diverse emotions and influence user behaviour and reactions. For example, in one of my recent projects for a smart home lighting control app called 'BightSense', I used a soft blue colour to help the user focus to some extent, and a bright orange colour to energise the user and make it not look so boring. In the learning course of the core and principles of interaction design, I profoundly understood the significance of 'user-centredness': I believed that it is not just a design methodology, but also an ability to observe and think from the user's point of view. In the pre-project research procedure, I found that only through really understanding the pain points of the users that I could provide them with more intimate and effective design with more effective solutions.

Evaluation

In this section, I will specifically analyse two application design projects from this semester, analysing the variations and processes involved in designing low-fidelity and high-fidelity interactions for different themed applications, explaining how I used the research to design the characters and how the colour scheme and user experience were incorporated in the design.

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. Figure 2 demonstrates some of the rough ideas I sketched in my sketchbook while conducting the design of the main image of the app. While sketching the design and thinking about the page functions, I arouse the user's interest by adopting a relatively mild pink colour as the main colour , and by adding some cute tiger images as well as a reward mechanism (e.g. figure 3). Warm colours have proven to be more emotionally resonant for users, this theory called "color psychology". As Chohan explained, color psychology "...delves into the connections between color and emotions, as well as the cultural and contextual factors that shape these associations. For example, the color red may evoke feelings of passion and urgency in one culture, while symbolizing luck and celebration in another. This intricate interplay of color and meaning goes beyond personal preference and taps into universal human responses" (Chohan. 2023). My innovation in this project is in the functionality and the style of the whole design. For instances, in addition to the regular locking function of this time management app called 'Tigertock', I also added a special feature: if the user does not choose to unlock the phone during the

blocking time, Tigertock will reward the user with a small red flower. On the other hand, if the phone is unlocked ahead of time due to other distractions during the locking period, Tiger will eat the distracting software and deduct the user's goodwill with it during the period. In addition, during the lockdown period, the tiger will continue to eat healthily and eventually grow up if it reaches a certain level of goodwill.

Figure.2 The sketches of Tigertock
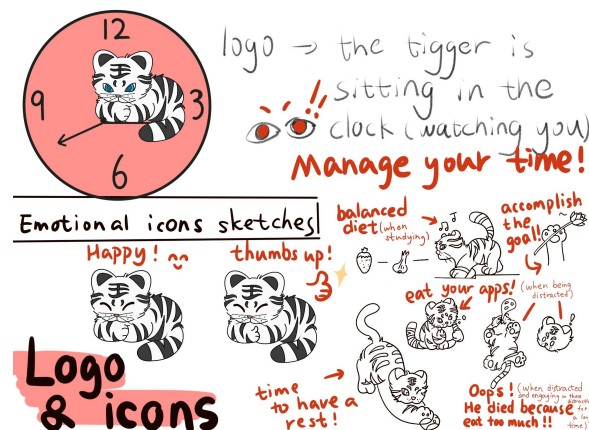
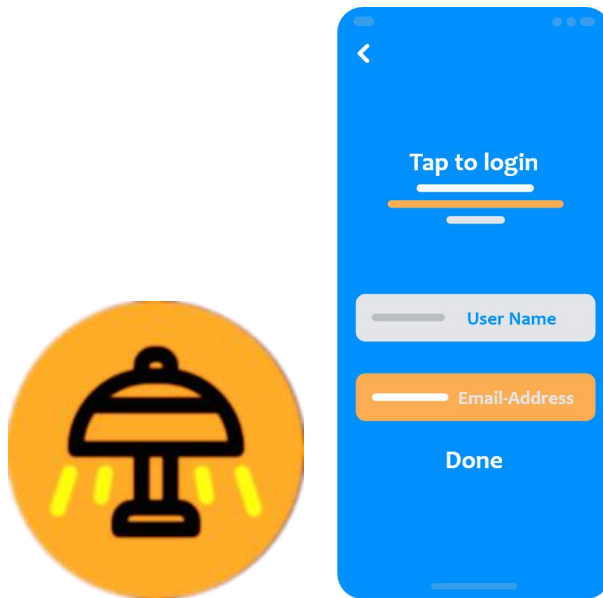Source: My own works

Figure. 3 The innovation pages
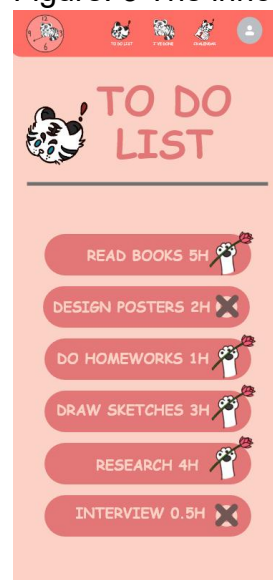
Source: My own works

The design theme of the second project was to choose a device and design an app for international students, which required us to create a design that was both innovative and based on the user's current pain points to provide emotional support or to solve some of the practical problems that international students are currently facing. I chose a home smart desk lamp as the device, with blue and orange as the main colours, which is both technological and affectionate (see figure 4). As Gopal pointed, colors have a psychological impact on human emotions and behaviour, blue is no exemption. The colour blue is often associated with positive feelings, such as serenity, tranquillity and trust. It is also associated with stability, professionalism and reliability. Blue has been proven to have a calming effect on the mind, making it ideal for UX design, where it is important to create feelings of relaxation and trust...The colour blue is also widely used in corporate branding as it conveys a sense of trustworthiness, competence and reliability. Many well-known companies, such as Facebook, IBM and Twitter, use the colour blue in their logos and interfaces to create a sense of trust and professionalism (Gopal, 2023). And in the research process, I based on the actual problems faced by international students such as what are the main challenges in the learning experience, and most of them gave language barriers, homesickness and other problems. Therefore, I designed the relevant functions of the APP to address these problems: users can choose specific light modes, including different countries cultural modes to adjust the lights to simulate the festive atmosphere of their
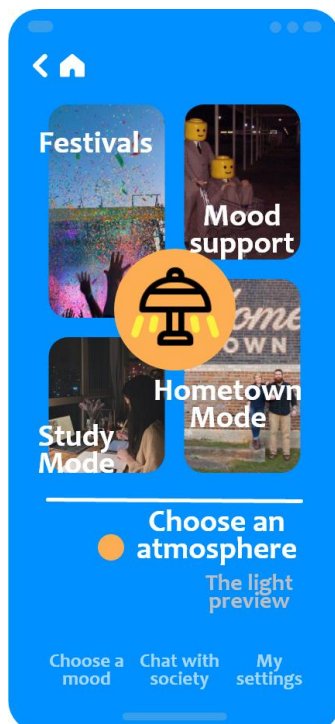
home countries, so as to ease the students homesickness (see Figure 5), except this, Ialso designed a persona that based on my target customer (see figure 6).

Figure. 4 The "BrightSense"

Source: My own works

Figure. 5 Some of the special functions page

Source: My own works

Figure. 6 Persona design

Source: My own works

Plan

In this article, I have carefully analysed the projects I have undertaken during this semester. However, I definitely feel that there are some areas where I still need to improve. For example, some aspects of the interactive elements and page layout felt a bit monotonous and lacked dynamic effects in the design, which affected the overall user experience. To improve, I plan to introduce more visually appealing interactive features such as animations or hover effects to increase engagement. In the future, I plan to apply these skills and experiences to more projects, for example, in team projects, I would like to proactively conduct user research and testing to ensure that the design accurately addresses the users' actual pain points. I also want to incorporate more emotional elements into high fidelity results, as well as improving my software skills, such as using colour and animation to enhance user

experience and interactivity. At the same time, I plan to further study the psychology of user behaviour and explore the link between design and user emotions. Overall, in my future career, I will continue to take 'user-centred' and 'empathic design' as my core design principles to truly design practical and enjoyable products that bring tangible value to users.

Bibliography

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https://medium.com/design-bootcamp/the-psychology-of-color-in-design-influencing-user-behavior-and-emotions-f95b31d81092 [Accessed: 13rd, January, 2025]

Gopal, S. (2023) *Impact of blue color in UX design: A Closer look,* Available from:

https://www.linkedin.com/pulse/impact-blue-color-ux-design-closer-look-sachin-gopal/ [Accessed: 13rd, January, 2025]

List of illustration