REFLECTION

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Describe

In my design practice, I have completed two core projects, Focus Museum and LugLink, as well as an in-depth look at a train station environment. Focus Museum is a time management tool for teens that improves time management skills and balances fun by encouraging users to lock their phones and focus on tasks to earn virtual currency and redeem electronic artifacts.And the LugLink program aims to solve the luggage problems encountered by international students during their travels, such as overweight and loss, while enhancing the practical value of luggage through innovative features such as home mode. Train station observation allowed me to delve into user behavior in real public scenarios, especially the differences between older and younger people in purchasing tickets, waiting for trains, and using service facilities.

Interpret

These programs and observations have given me many new understandings, especially in the following areas:

During the Focus Museum program, I realized that adolescents' behavioral habits are highly dependent on short-term incentives and social feedback. In the process of designing the reward mechanism, I found that the simple "reward for completing the task" is not enough, and we need to introduce emotional rewards, such as a unique collection of virtual artifacts, which can better incentivize users to participate in the long term. In addition, avoiding coercion is an important point, as adolescents have less self-control.

In the LugLink project, I realized that the user's needs are not only functional, such as luggage location or weighing reminders, but also include an emotional dimension. Many users see luggage as a traveling companion or even part of their identity. Therefore, by designing home modes (e.g., luggage turned into a nightstand or a

nightlight), I not only fulfill functional needs, but also provide users with a deeper emotional experience.

Train station observation has given me a deeper understanding of user needs in public scenarios. For example, older people are more likely to use manual windows to purchase tickets, but need clearer guidance; while young people prefer self-service devices, the simplicity and ease of use of the interface directly affects their efficiency. The design details in these scenarios are ones that I used to tend to overlook, but through observational practice, I've come to realize that these kinds of details are critical to improving the overall user experience.

Evaluate

Through these projects, I have been able to reflect on and evaluate my abilities and design thinking in the following ways:

Combination of theory and practice

In both projects, I combined the "loss aversion theory" of behavioral economics with the reward mechanism theory of motivational psychology. For example, Focus Museum reduces the "sense of loss" associated with cell phone withdrawal by rewarding users; LugLink reinforces users' confidence in the safety of their luggage with features such as "Loss Prevention Alarm" and "Remote Locking". This combination of theory and practice has given me a more comprehensive understanding of how to design innovative products that fulfill needs from the perspective of user psychology.

Value and effectiveness of design outcomes

Focus Museum's core value is to help teens break free from cell phone dependency while inspiring creativity and self-drive. This project made me realize that design needs to focus not only on short-term problem solving, but also on developing long-term good habits in users. This long-term value is the real goal of design.
LugLink successfully combines technology with emotional design, for example, by solving the practical problem of lost luggage through the location function, and by meeting the user's need to utilize unused luggage through the home mode. However, I also found that there is room for improvement in the adaptability of this design for different scenarios such as airport check-in and security screening.
Shortcomings and directions for improvement. Despite the results achieved, I have also exposed some shortcomings in the implementation process:

Inadequate user coverage: Focus Museum's target users are primarily focused on the teenage demographic and does not adequately consider other user groups that may face time management issues (e.g., college students or professionals). Future designs could expand the scope of application by increasing user segments.

Deficiencies in user testing: LugLink relied more on assumptions and questionnaires during the design process and lacked in-depth testing in actual user scenarios, such as whether the positioning function of baggage is still stable in high-interference environments (e.g., airports).

Insufficient depth of data-driven analysis: Although a large amount of data (e.g., questionnaire results and observation data) was collected at the beginning of the project, there was insufficient in-depth mining of this data, and the data mining tools were not fully utilised to explore deeper user needs.

Insufficient refinement of the project: details of some features were not adequately reflected in the design. And I think that the project would be more complete if it is assisted by some other outputs, such as the design of posters, exhibitions, installations, and so on.

Enhancement of personal competence ： Through these projects, I have improved my user research skills, emotional design thinking, and the application of interdisciplinary knowledge. For example, my understanding of Motivational Psychology and Behavioural Economics allows me to better capture user psychology in my designs and design features that fit the needs. However, I am also aware that my theoretical foundation needs to be further deepened, especially with regard to the application of data science and artificial intelligence in user behaviour analysis.

Plan

In my future design and practice, I plan to enhance my competence in a more systematic way, to refine the project outcomes and to solve the problems exposed in my existing practice. Firstly, I will further optimise time management by allocating more reasonable time and resources to the different stages of a design project. In previous projects, due to lack of time, I was not able to complete some of the physical outcomes, such as the creation of installations or aids. In the future, I will develop a more detailed project schedule to ensure that each design phase has a clear objective and allows ample time for iteration and refinement, especially in the presentation of the results at a later stage. I plan to prioritise the completion of the core functionality and then gradually expand and optimise it to avoid a less-than-perfect project due to poor time allocation.

In addition, I hope to improve the practicality and feasibility of the design through intensive user testing. In the future, I plan to devote more time to user testing and feedback, and refine the design through multiple rounds of iterations. In user testing, I will focus on the performance of the product in different contexts. For example, in the LugLink project, I will try to test the smart suitcase functionality in a real airport

environment to evaluate the stability of the location function and the anti-loss alarm system.

In order to compensate for the lack of physical results, I plan to expand interdisciplinary collaborations, especially in hardware development and technical realisation. In previous projects, I was not able to complete the prototyping of hardware devices due to resource constraints. In future teamwork, I will pay more attention to cross-departmental collaboration, especially communication with engineers and marketing teams to ensure that design solutions are more feasible in technical implementation and marketing.

At the same time, I plan to continue to deepen my theoretical studies and incorporate more knowledge of behavioural psychology, sociology and data science into my designs. For example, in subsequent optimisations of Focus Museum, I hope to design a more systematic incentive programme by examining the long-term effects of habit formation and reward mechanisms. I also hope to learn how to incorporate artificial intelligence technologies, such as predicting user behaviour through machine learning, to inform design decisions. In addition, I plan to strengthen my focus on sustainable design by exploring the introduction of eco-friendly materials and sustainability concepts into my designs, so that they not only meet the needs of the moment, but also have a more positive impact on society in the future.

Finally, I will be focusing more on observation and documentation as an important source of design inspiration. By regularly observing user behaviour in real-life scenarios, I hope to capture more of the details that are often the starting point for design innovation. In the process of observation, I will focus on summarising and concluding the diverse needs of different user groups, and try to translate these needs into specific design directions. For example, I can design more convenient and inclusive products by analysing common problems of human-computer interaction in public places. In the future, I will combine observation with theoretical research to continuously improve my design skills and solve practical problems in a more complete and in-depth way.

Conclude

Through the design practice of Focus Museum and LugLink, as well as the observation of the scene at the railway station, I have come to a deep understanding that design is not only a combination of technology and functionality, but also a process of solving practical problems and creating emotional connections. Every subtle design decision may have a profound impact on user experience. In the future, I will continue to be user-centred, and through the combination of theory and practice, I will continue to improve my design skills and explore more innovative possibilities.