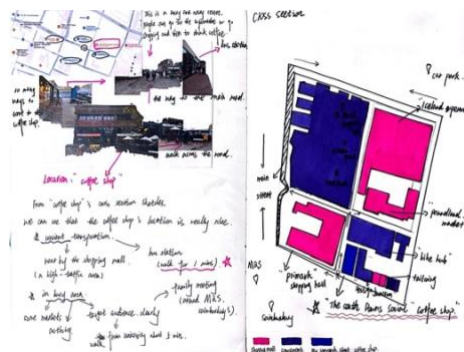


## Task 7: Final Reflective Report

### D – Describe objectively what I learned

In the first project, I learned the user-centered design method and observed the change of user behavior and emotion in the South Downs Cafe in Winchester. This cafe is interesting to me through its distinctive themes and multi-functional area design, which optimizes the customer experience. I learned design should not only meet functional needs but consider the value of emotional design. The cafe allows the user group to choose their favorite seats according to their needs. A significant issue I have not addressed in my previous works is how to analyze user behavior and emotional needs by using sketchbook recording observation and interview methods. I used to only care about visually strong works. Figure 1 shows I record the information through the sketches, it broadens my understanding of interaction design.

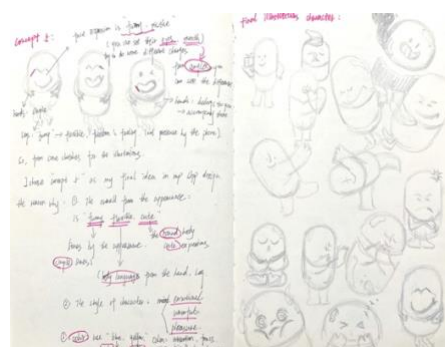
Fig1: use Sketchbook to observe the information



Source: from my sketchbook

For Project 2, I designed a mobile application called "Human Timer". I think the most important insight is that emotional design can effectively influence user behavior. I hope that "Human Timer" can help users reduce the overuse of mobile phones and optimize time management through user-friendly and fun feature design. I did not know how to combine useful functions with user experience through emotional design. Therefore, through secondary research, I learned anthropomorphic design can build emotional distance between users and brands. Figure 1 shows I designed "capsule" characters to create a warmer experience for users.

Fig2: illustrations inspirations for emotional design



Source: from my sketchbook

In the project 3, I learned that visual language can effectively provide users with emotional support. Brightie is a lighting app designed for international students aged 18-25. It provides users with emotional support through warm visual design and interactive experiences, while optimizing their learning and living environments. I realize international students often feel lonely in a foreign country and stressed due to exams. Through the study of psychological therapy, I found that visual language can effectively relieve users' emotions. The layout of the app is clear and intuitive, and users can improve their mood by adjusting the lighting. Figure 3 shows a picture of user testing. I had often overlooked how to integrate healing design into functional design. This project made me realize the value of interaction design in providing effective emotional support and practical functionality.

Fig3: testing for prototypes



Source: from my photo

## **I – Interpret the insight**

Project 1 reveals that design is closely related to our daily life, which is mainly reflected in two aspects. Firstly, the South Downs Cafe is designed to meet the needs of diverse users through different areas, such as the lively first floor for social activities, and the quiet second floor for office workers. This design makes the user feel warm and comfortable. Secondly, through studying and researching the application of Don Norman's emotional design framework, I found that emotional design can continue users' sense of brand loyalty and trust. The cafe's football and cycling themes often sell themed derivatives, which brings more appeal to the brand and successfully inspires the emotional resonance of users. This insight made me realize the important role of emotional design in enhancing the user experience.

In the design process of Project 2, I focused on the theme of "being human". The mobile application of "human timer", I designed the concept of game mechanism in an interesting and innovative way. Gamification mechanism creates a good interactive experience for users, which not only encourages users to reduce their dependence on mobile phones, but also brings

relaxation and a sense of achievement. Users focus on the current task and help them shift their attention. Looking back on this project, I found that gamification mechanics can play a key role in changing behavior in emotional design, so I should continue to explore how design strategies can help users meet their inner needs in the future. I hope to continue to create more emotional functional designs and experiment with more interactive design approaches. Since it was the first time, I used the prototype to test the application and get feedback, the prototype testing of this project played an important role in my development of Project 3. This exploration helped me to clearly understand the user's needs and improve my design in time.

In Project 3, I deeply understood that emotional support can be provided to users through design language. This realization is important for two reasons. Firstly, the mobile application of "Brightie" effectively alleviates users' feelings of loneliness and insecurity through warm visual design and interactive experience. I also found that color theory helps to regulate people's emotions, and combined with design language, it can create a warm interface and create a positive attitude for users. In addition, psychotherapy helps to adjust people's mental health, give users psychological support, and help users find a balance between study and life. This project helps to explore how to meet the needs of different users through emotional design in my future.

## **E – Evaluate what I have learned**

The three projects in this semester have enabled me to master user-centered design methods and emotional design and have had a profound impact on my future design practice. On the hand, through PACT empathy analysis method and the persona research, I deeply realized the importance of user empathy design. These can directly find the user's inner needs and better understand user behavior changes to improve their experience. For example, in the project 3, I use PACT to break down more specific groups of users. I understand the emotional reasons and psychological needs of 18-25 year old students who feel lonely in a foreign country, which helps me to identify the pain points of users. Based on the needs of users, I designed an emotional mobile app through smart table lamp, and appropriate lighting can relieve emotions. This app provides emotional support and functional, personalized support. These features successfully help users find a balance between study, life, and social life. This design process made me realize that empathy is not only the core of user research, but also the key to design completion.

On the other hand, through user interviews and survey questionnaires, I learned how to solve problems from the perspective of users. In the project 2, I also collected users' information and feelings through interviews, which changed my approach to the project. I learned that users are highly dependent on mobile phones. They often can't focus on one thing and don't have a good time management. These observations inspired me to help users gradually reduce their use of mobile phones through emotional design. Therefore, I successfully aroused users' interest in the app through visual elements and interfaces by using game mechanics through secondary research. Therefore, this can prove that I can obtain useful information through interviews, which provides real and specific feedback for my design, and

promotes me to meet the needs of users in a targeted way.

In addition, the study of iterative design made me realize the importance of wireframing, prototype drawing, testing and improvement optimization. For example, when I finished designing the prototype drawing of project 2, I sought users for testing and found some problems through user testing, such as too complicated interface layout. Too much text makes the interface unclear and has no sense of hierarchy. After the user gave me some reasonable suggestions, the layout became clear and orderly. This successfully proves the key role of iteration in design.

Therefore, I successfully developed the final project through the learning of PACT, persona, wireframing and testing. This made me realize that these methods have an integral role in the design, and I need to always consider user's needs at every stage of the design. I plan to continue to strengthen my iterative design capabilities in future projects to create more humane design work.

### **P – Plan how this learning will be applied in practice**

My three design projects in this semester have enabled me to play an important role in my future design path and personal development. In the research, I learned the research methods of interview and questionnaire survey, as well as PACT empathy analysis, Persona user group analysis, prototype drawing, iterative design process, and low-fidelity and high-fidelity model drawing. In addition, I also learned user-centered design and emotional design theory, which have brought important roles to my design. I focused on learning how to use PACT to deeply understand user needs and clear design direction. I use "people" to divide user groups in detail, "activity" to help me clearly find the behavioral characteristics of users, and "context" to quickly determine the needs of users in different environments. "Technology" helps me find out which technologies will enable the design.

In addition, I am skilled in using anthropomorphic design techniques and user-centered emotional design methods. This helped me communicate the concept and intent of the project so that I could match app's key features and visual images. This directly reflects that design is related to life and emphasizes that design theory and modern society can be applied to each other. So, these helped me to better realize user experience and value in project design. In addition to reviewing my design achievements, I also reflect on my shortcomings. I need to provide my interaction design ability and find more design methods to improve my design ability. I will gradually improve my interaction design skills by watching teaching videos to optimize my future projects.

In future design projects, I will continue to use prototype drawings to test projects and get the most direct feedback from users. The iterative process made my project continuously optimized and improved, and the layout became clearer. I think the process of testing this prototype helps to continuously improve the quality of the project, which helps me to achieve a sense of experience between users and interactions.

## **List of Illustrations**

Figure 1: from my sketchbook

Figure 2: from my sketchbook

Figure 3: from my photo