

Bachelor of Design (Hons) in Creative Media

PRJ64904 MAJOR PROJECT I

SEPTEMBER 2025

Project Management Document

(Weekly progress, feedback and action planned/taken)

Student Details [Add more rows if needed]

Student ID	Student Name	Specialisation	Role (if applicable)
0374572	GAN YI KIAN	UI/UX	

Project Title:

Jalan Square

Area of Specialization involved:

UI/UX

Project Objective(s):

It provides a single platform that integrates "travel inspiration", "collaboration center", and "automatic itinerary generation".

Targeted Outcomes and Digital / Physical Artefact(s) production:

Responsive Website (Desktop & Mobile)

Consultation Feedback and Log

W1:

Supervisor: You can continue to extend the idea of a travel app by targeting a group of friends and developing more operations that benefit them, such as creating groups, comparing hotel prices, and seeing the real-time location of friends.

Student: My idea came from the innovation in the Application Design 1 module last semester, which was to add a group function to the Genting application, which only focused on the general operations of booking hotels and purchasing theme park tickets, to make it more friendly and improve the discussion and participation of a group of friends.

W2:

Supervisor: Continue your research

Student: Continue finish research

W3:

Supervisor: Don't be limited by your ideas. Once you've identified your target audience, start designing a prototype tailored to the youth demographic. Start interviewing, and once you have the data, you can start thinking about the logo and art direction.

Student:

After confirming the interview questions, start arranging the interview process

W4:

Supervisor: After completing the logo, the wireframe will be check next week

Student: Ideation Wireframe

W5:

Supervisor: The focus should be on whether the application is for individuals or groups; a balance needs to be struck.

Student: To make changes in the direction of application

W6:

Supervisor: The meaning of each design needs to be clearly understood.

Student: Think about every "Why"

W7:

Supervisor: Consider whether two user personal accounts are sufficient.

Student: Yes, when traveling, there are only two types of people: organizers and followers.

W9:

Supervisor: Continue your progress

Student: Complete the design of the overall user flow

W10:

No class

W11:

Supervisor: Continue your progress

Student: Complete the design of the overall user flow

W12:

Supervisor: Continue your progress

Student: Complete the design of the overall user flow

W13:

Supervisor: Continue your progress

Student: Complete the design of the overall user flow

W14:

Supervisor:

- The overall color scheme was changed because it looked uninteresting, strange, and unattractive.
- Design the application to be unique.
- Start brainstorming what Major Project II should entail next semester and then explain it in a later presentation.
- Make the "Home Screen" and "Board Screen" more fun and interesting.

Student:

- Change the original color palette in the proposal.
- Thinking outline of Major Project II.
