

Major project 1 (Group 11)

Week 1:

To do :

- ☐ Finalise project title
- ☒ ~~Propose a group name~~
- ☐ Timeline
- ☐ Project development plan
- ☒ ~~Identify problem/issue~~
- ☒ ~~Project aim/objectives~~
- ☒ ~~Targeted users~~
- ☒ ~~'HOW MIGHT WE' statement~~

Problems

1. Inconsistent sleep patterns are leading to significant time management challenges
2. Relationship problems
3. Having 100 of passwords
4. Design Students with the Burden of Tools (especially architecture students)
5. Work Life Balance / Physical Health
6. The Uncertain Career Path (Young People Struggle to Define Their Future Jobs)
7. Social Media Travel Obsession / Loss of the Sense of Discovery Adventure
8. The struggle to find fun activities that match one's mood, energy, time, and budget. *(can do app/website but app is better) 'Reclub' app (example of this idea)*

Project title:

1. "Mood, Time, Budget—Why Is Fun So Hard to Plan?"
2. "Mood Right, Time Tight—What's the Plan?"
3. "Adventure Block: When Fun Feels Hard to Find"

Group name:

Dora & friends

Timeline:

Week 1-3: Task 1 - Proposal Development (20%)

Week 1:

Finalize the project title and group name.

Draft the project development plan.

Define project aim and objectives.

Identify targeted users.

Week 2:

Develop How Might We (HMW) Statement.

Start preparing the user interview guide/questions.

Week 3:

Conduct user research: Each team member interviews at least 3 targeted users (proof of individual work).

Synthesize user interview data using an Affinity Diagram to identify patterns and insights.

Week 4-5: Task 2 - Design Proposition (30%)

Week 4:

Continue analyzing and developing user insights from the interviews.

Develop User Personas based on the research data.

Week 5:

Create User Journey Maps.

Finalize user insights and design propositions.

Week 6-7: Task 3 - Concept Presentation (40%)

Week 6:

IDEATE: Brainstorm ideas using storyboarding and sketches.

Gather design inspiration from other resources or websites.

Develop User Flow/Work Flow diagrams.

Design Design Guidelines: Color scheme, typography, and UI components based on target user personas.

Week 7:

Create Initial Lo-Fi Prototype: Include sketches and wireframes.

Prepare concept presentation for review.

Week 7: Task 4 - ePortfolio (10%)

Week 7 (continued):

UI/UX students must create and share the Figjam board for group discussions.

Individual ePortfolios should be created using platforms like Blogspot or others to showcase each student's individual process, including interviews and contributions.

Ensure all work is clearly marked with student names for progress tracking.

Project Development Plan

Project aim/objectives

Jzeshin

Aim:

- To offer tailored activity recommendations that ensure users maintain a healthy work-life balance by fitting activities into their schedules.
- Create an user-friendly platform that promotes fun, socializing, and well-being.

Objectives:

- Create a community feature that connects users with others for shared activities, fostering social interaction and reducing stress.

XiaoHui

Aim: To help individuals effortlessly discover activities that match their interests, lifestyle, and energy levels, encouraging them to stay active and engaged.

Objectives:

- To gather a wide range of indoor and outdoor activities suitable for different preferences and lifestyles.
- To reduce people's decision fatigue when choosing activities.

Janice

KaiXin

Aim:

- To develop an intelligent app that suggests personalized, fun activities based on a user's mood, energy level, interests, time, and budget, making adventure planning effortless and exciting.

Objectives:

- Use AI to recommend fun activities based on mood, energy, time, location, and budget.
- Provide real-time, budget-friendly, and group-friendly options that adapt to user preferences and feedback.

Targeted users

Jzeshin

Students Looking to Meet New Friends:

- **Needs:** Affordable, social activities to help them connect with others.
- **Pain Points:** Limited time, tight budgets, and difficulty finding social opportunities.

Young Professionals (Post-Work Fun Seekers):

- **Needs:** Quick, enjoyable, and budget-friendly activities to unwind after work.
- **Pain Points:** Lack of time after work and need for stress-free entertainment.

Stay-at-Home Parents (Housewives/Husbands):

- **Needs:** Family-friendly or solo activities that fit their schedule and budget.
- **Pain Points:** Limited personal time and opportunities for socializing or self-care.

Retired Individuals:

- **Needs:** Engaging, low-cost activities that fit their lifestyle and social needs.
- **Pain Points:** Boredom, difficulty finding appropriate activities, and budget constraints.

XiaoHui

- **Solitary individuals**
- **Young Adults (18-24 years old)**

Janice

KaiXin

- **Adventure Seekers & Travelers** – Individuals who love exploring new places but want personalized recommendations.
- **Social Groups & Friends** – Groups who struggle to find activities that match everyone's interests and energy levels.
- **Busy Individuals** – People who want quick, hassle-free activity suggestions without spending time planning.

HMW statements

XiaoHui

- How might we suggest activities that align with individuals' comfort levels so that they are encouraged to stay active?
- How might we help individuals explore new experiences in a way that makes them feel refreshed and engaged?

Janice

KaiXin

- How might we help people effortlessly discover fun, personalized activities that match their mood, energy, time, and budget, while bringing back a sense of real adventure and spontaneity?

Week 2:

To do :

- ☐ Conducting user research (prep interview questions)
- ☐ Each interview three targeted users (need to have proof)
- ☐ Synthesize user interview data using Affinity Diagram and see pattern

Feedback:

1. focus on either one physical or online activities
2. key in mood use selection
3. focus on one (mood/energy/time/budget)
4. what else can we do in the app? what other features can we add?
5. depression can be a bit too sensitive, people normally wouldn't want to share
6. suggestion to change to problem 6,
7. look for one existing app and improve that
8. look for a common interest among us

Week 3:

Consultation session

Task Completion Plan:

Thursday, 20/2 (Deadline: 11:59 PM)

- ✓ Each of us interview 3 people (Aged 18-24, can be students or employees)
- ✓ Record the session or take screenshots for proof (Audio recording is recommended for better recall during data analysis)

Friday, 21/2 - Deadline (To be announced later)

- ✓ Document interview data (List down key insights from each interview)
- ✓ Create an Affinity Diagram (Refer to this guide)
<https://www.interaction-design.org/literature/topics/affinity-diagrams?srltid=AfmBOoqFMErgS2DqWflqjXSANVMLsJ75a9NN1ps7ZFdnUCRnA6BrTjW>
- ✓ Find a suitable template (Organize all gathered requirements into a structured format for submission)

Week 4:

User Persona 01 (Janice)

Student (full time)

Frequent outdoor participant (Once a week or more) - friends/ classmates

Outdoor activity - Shopping/ citywalk

Pain points - transportation, budget

Needs - platform easy to discover activities

Current App - XiaoHongShu

Prefer - App - personalize recommendations, activities real time updates

User Persona 02 (KaiXin)

Student (full time)

Seldom outdoor participant (Once every few weeks or rarely) - alone

Outdoor activity - Sports

Pain points - no one accompany/ difficult matching schedule/ character issue

Needs - new friends

Current App - Social media

Prefer - App - personalize recommendations, user-friendly ui

User Persona 03 (XiaoHui)

Student (Junior worker)

Frequent outdoor participant (Once a week or more) - friends

Outdoor activity - Cafe Hopping

Pain points - location, time

Needs - Updates activities

Current App - XiaoHongShu, Google Maps

Prefer - App - Integrate with maps feature / location filter

User Persona 04 (JzeShin)

Student (Junior worker)

Frequent outdoor participant (Once a week or more) - family

Outdoor activity - Sports

Pain points - Location, struggle to find activities

Needs - New friends

Current App - social media

Prefer - App - personalize recommendations

Week 5:

- Task 2 Submission Due date: 11 March 2025 (submit in Teams)

submission:

- Group Presentation Slide that summarizes your group project work and deliverables, including Figjam or Miro board (up to Task 2).
- Format for submission: (i) Presentation Slide (including links for all your raw data, material, Figjam board etc); (ii) PDF file (up to Task 2).
- Only Project Leader needs to submit on behalf of your group. Please remember in your slide mentions ALL the project members' names, and student ID, and Supervisor's name.
- Name your Presentation slide as 'Name_GroupName_Task2.Supervisor'. For example, LiaoXiaoNing_MakanBuddy_Task2.DrWongCY

Expected Deliverables and Timeline

Task 2: Design Proposition (30%)

Deadline: Week 05

- **Empathize:**
- Continue on developing user insights and data from user interview
-
- **Define:**
- Develop User Personas based on user research data
- Develop User Journey Map



Feedback:

- User journey map not enough components (can inc pain points)
<https://www.ibm.com/think/topics/customer-journey-map> can refer
- Information architecture and user flow progress by next week
- Card sorting need users to do (one user each person)
- User flow everyone need to be involved in the development
- User flow apply usability principles (explained in interactive design and appli 1 he will share notes later)
- Presentation wear smart casual

Task 3 requirements:


IDEATE:

- ☐ Brainstorm ideations using storyboarding, sketches etc.
- ☒ ~~Design inspiration from other design resources/websites for ideations~~
- ☒ ~~Develop Information Architecture (using Card Sorting Method) for your proposed solution~~
- ☒ ~~Develop User Flow/Work Flow diagram~~
- ☐ Design Design Guideline (colour scheme, typography, UI component etc) that is related to the project topic and targeted user personas [Individual Work or Group Work]
- ☐ Initial Lo-fi prototype (sketches, wireframe) [Individual Work]
- ☐ Group Presentation (10%) on 19 March 2025 (On-site)

- Task 3 will have group presentation for ALL 16 groups On-site on 19 March 2025 (Wednesday) whole day. Schedule will be arranged later. All supervisors are required to attend ALL UI/UX students' presentations unless you have other appointments.
- The purpose is to give feedback for ALL UI/UX students for their overall Major Project 1, and allow all other supervisors to know other groups students' projects.
- After group presentation, students are required to revise their work and submit on 25 March 2025 (Tuesday) as Final.

Week 6:

TASK 2 SUBMISSION

Done 

- Feature List
- Card sorting
- Information Architecture
- User flow
- Design Inspo

To do:

- ☐ Design Guideline (colour scheme, typography, UI component etc) that is related to the project topic and targeted user personas [Individual Work or Group Work]
- ☐ Initial Lo-fi prototype (sketches, wireframe) [Individual Work]

Week 6 feedback:

- need design logo
- lofi can separate do, no need do all
- next week present task 3
- presentation time limit to be updated
- brainstorm ideations those is wireframe
- no need do all, just the main user flow

Week 7:

TASK 3 PRESENTATION

Wear smart casual