



Development of a Digital Product Prototype in UX

ACCA6034

RORY EVANS (2218702)

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1. Submission link for presentation

Solo submission link - <https://www.youtube.com/watch?v=SzioU6Jmc9k>

Team submission link - <https://www.youtube.com/watch?v=ZWZ4Bn1vRBc>

Adobe XD prototype link - <https://xd.adobe.com/view/083f953f-b9c5-49e0-9d0f-25b3870eab64-5d6c/>

***Note** – Whilst recording I was very unwell at the time with the flu, apologies for any lack of professionalism in the presentation*

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[app?srsltid=AfmBOoocCIY8bophD1swRGSDjSpUJCZPNXz-lAsqSebDsH5pS-VmA2J5](https://www.dndbeyond.com/player-app?srsltid=AfmBOoocCIY8bophD1swRGSDjSpUJCZPNXz-lAsqSebDsH5pS-VmA2J5)

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UX Designer
Rory Evans
(2218702)

Development of a Digital Product Prototype in UX

Context

1. Introduction
2. Tools & Methodology
3. Design Principles
4. Prototype Demonstration
5. Challenges and Solutions
6. Summary

1. Introduction

My Role – UX Designer

- User needs
- Functionality
- Visual appealing
- User-friendly design



The Project



[1]

+



[2]

=



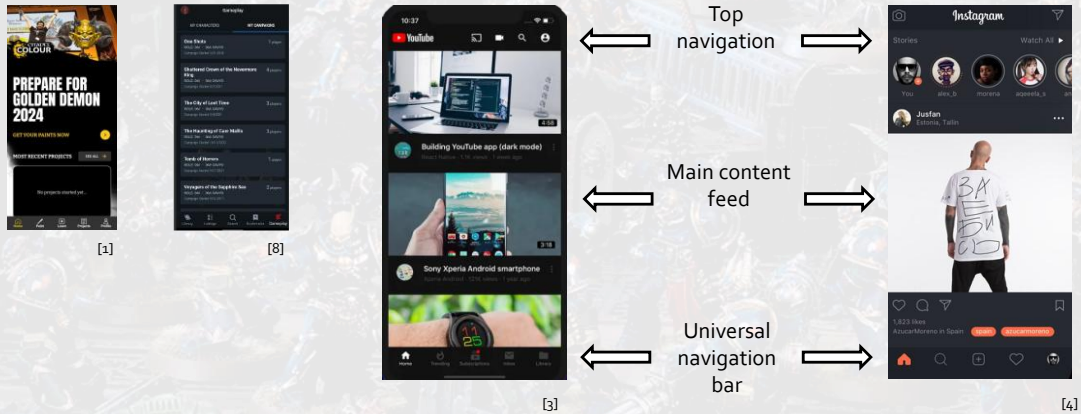
2. Tools & Methodology



[10]

[illegible]

Research



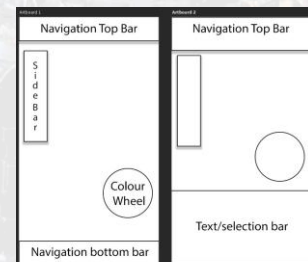
Prototyping Tools



Visualising as a team how we wanted to portray our design by establishing the main functionality of the app

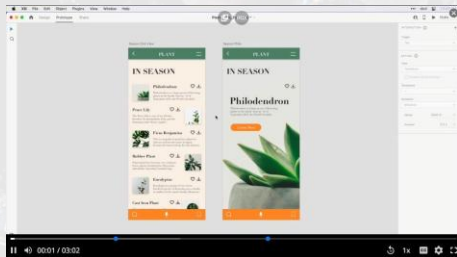


Early draft sketches, establishing layout and functions



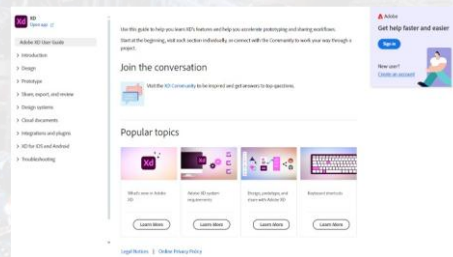
Experimentation with user interface to help understand suitable design for the user, using adobe photoshop

Using new tools



Video tutorials

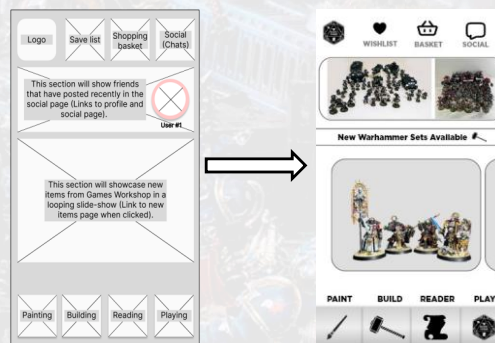
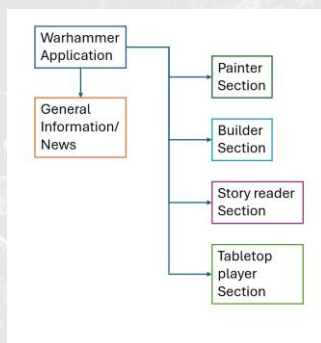
[5]

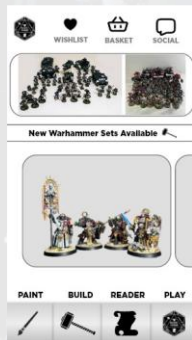


Adobe XD user guide

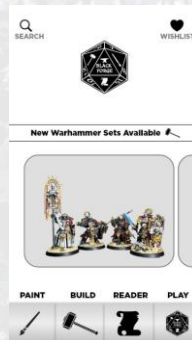
[6]

Wireframing to Prototyping





The first draft of the homepage using wireframe architecture

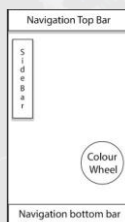


Redesigned layout minimising the amount of overstimulating user actions



I then created a drop-down menu to add the features that were taken out from the previous iteration

UI Iterations



1. Drafting ideas to visualise the layout and format of the user interface using photoshop



2. Experimenting with colour schemes to find balance, contrast and layout

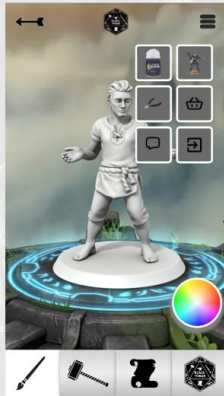


3. Establishing a theme and design that fits our demographic



4. Iterations in presentation design and scale

User Design



Font and legibility



Black text on a white background



Grey background

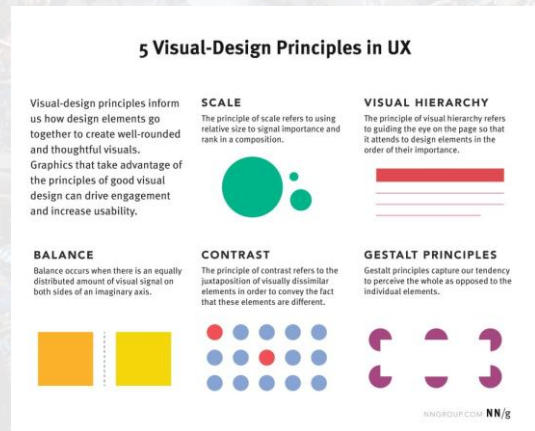


Dark grey with white text

Ag Calibri — 45pt
Ag Gotham — 45pt
Ag CCSpellcaster — 83pt

3. Design Principles

- User-centred Design
- Visual Hierarchy
- Consistency
- Accessibility



[7]

User Design



Visual Hierarchy



Highlighted area and colour

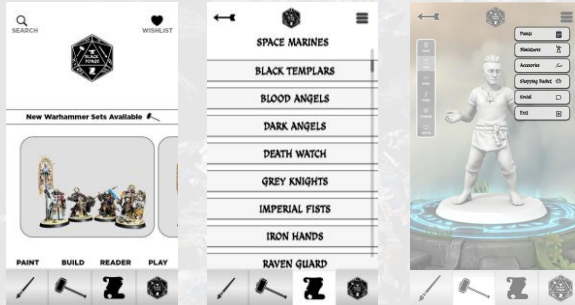
Enlarged colour wheel showing emphasis on user action

Easy to tap buttons



Consistency

Application Theme



Colour Scheme



Font Styles

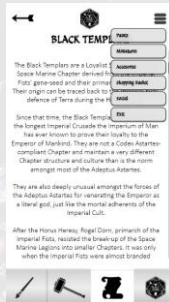
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Ag Gotham — 45pt

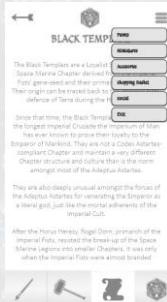
Ag CCSpellcaster — 83pt

Accessibility

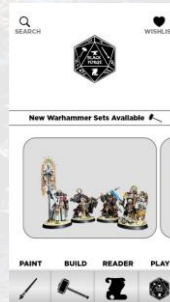
Overlay menu



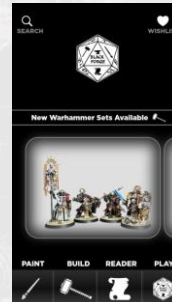
Greyed out background



Light Mode



Dark Mode



Logo Design



1st Design



2nd Design

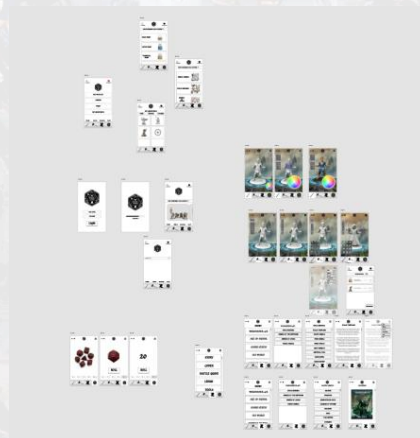
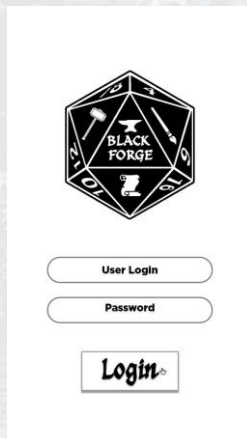


3rd Design

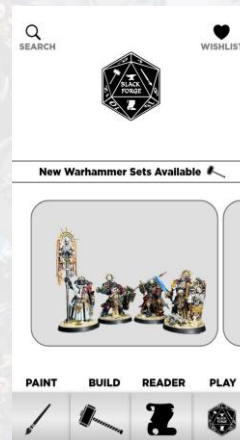
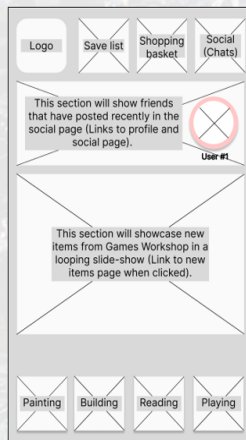


Final Design

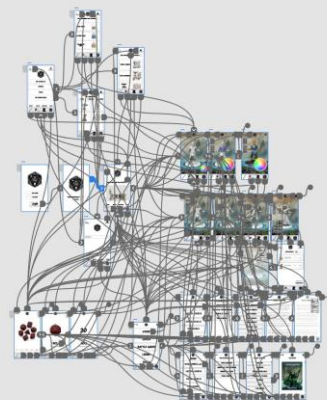
4. Prototype Demonstration



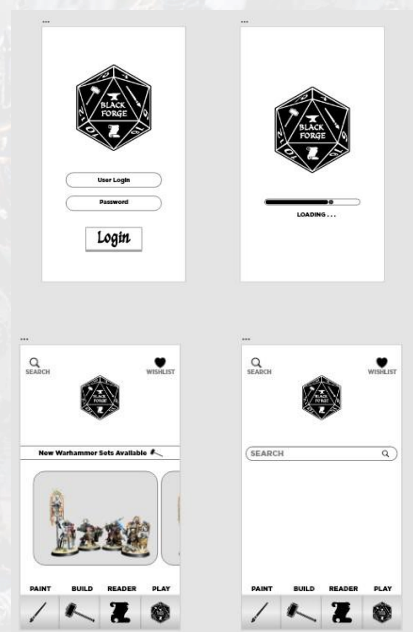
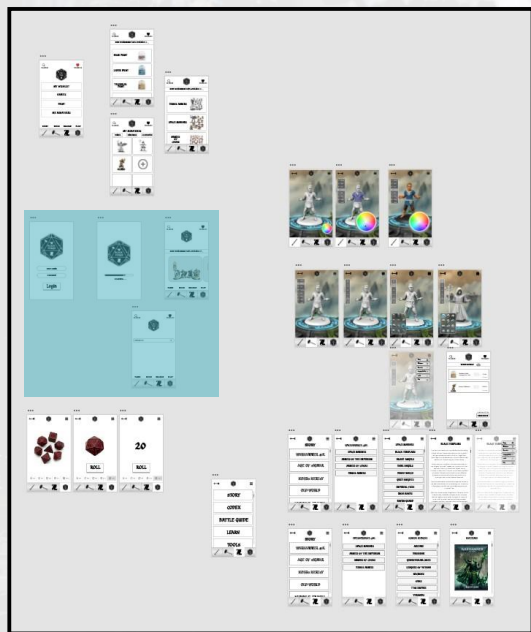
5. Challenges and Solutions

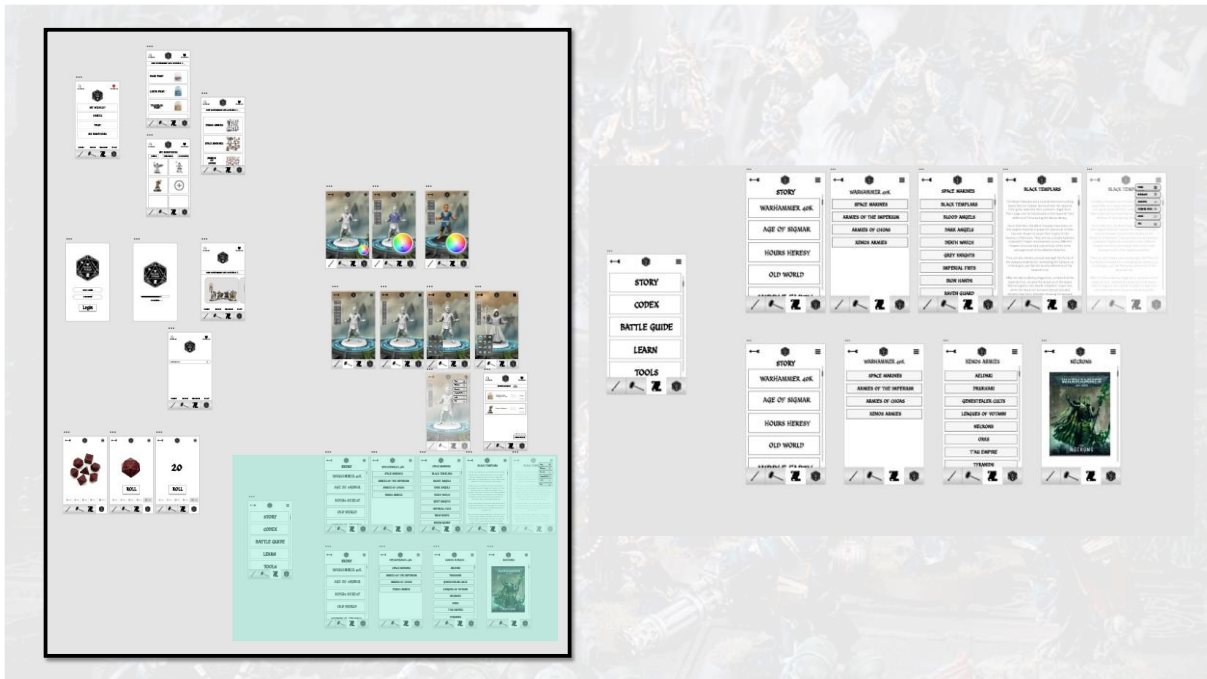


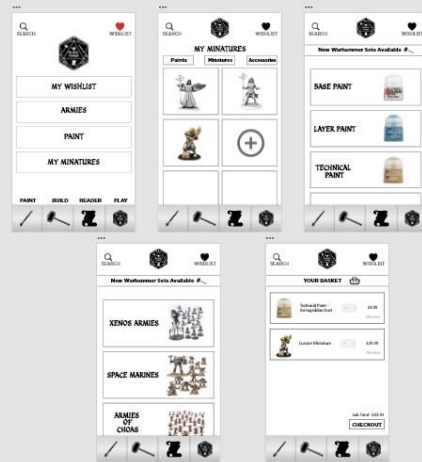
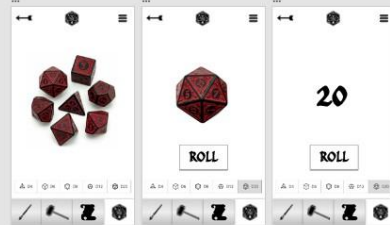
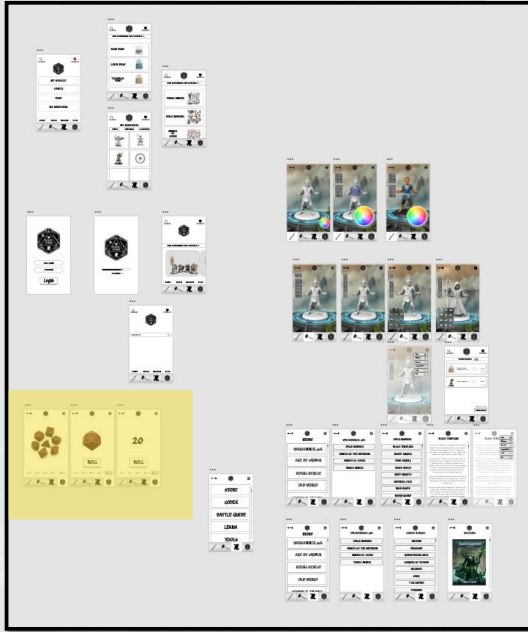
6. Summary



Thanks for listening







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