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Assignment Title: Development of a Digital Product Prototype in UX

Module Title: Username Experience Design

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My 10 Minute Group Project User Experience Design Presentation Video Link:

<https://youtu.be/oYR3l2MyCw8>

Overview of the project

- What is the name of the Prototype Application?
- What is the Purpose of the Application?
- What will the Application do?

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Link to the PowerPoint Presentation slides:

[User Experience Design Group Project - Jared Nickson.pptx](#)

The Script:

Slide 1

Hi, I am Jared and today I will be going over my part for this User Experience Design Group Project.

Slide 2

First, I will explain my understanding of the overview of the application prototype and the idea we have decided to choose.

The application Prototype will be called “Pantry Saver” which will primarily be an app you can use on your phone due to its ease of use. This idea was thought up by Oliver.

This application prototype will function as a helping tool for people who do not know how to cook, it will also be useful for those who are lazy, or for those that have trouble with thinking of meals to create with ingredients they already have.

This mobile app will scan the ingredients or food the user already has – all the user needs to do is type out each ingredient they currently have in all of their fridge and freezer, or audibly say what ingredients they have, or they can use the phone camera to scan with the app, or take a photo of the barcodes of ingredients and food the user already has. All information scanned will be processed by an AI, which will then sort out the ingredients into an empty inventory.

Upon the user's request, the AI will give out various recipes the user can make using the ingredients they currently have. The AI will also automatically filter out the used ingredients and will display the current stock of ingredients and food the user currently has – this is to avoid using “ghost ingredients” effectively meaning that once an item of ingredient had been used, it cannot be used again.

When the user gets more food and ingredients, they simply need to scan the barcode of the ingredients to add to their food stock in the Pantry Saver application. The AI will process this information and will then update the user's current stock. This is the quickest way to add items to the stock. If the user somehow loses the barcode, they can do the previously

mentioned alternatives such as verbally communicating to the AI or manually typing the ingredients into the application.

The Pantry Saver app will also send out reports on the user's current stock quality or health. If an item of food is nearing its expiration date, the app will send out a notification alerting the user to use the food before it becomes inedible, it will provide numerous recipes that food can be used in.

Slide 3

My role in this group project is to be the User Researcher. This will be Phase 2 of the project for User Research and creating User Personas.

I am to conduct in depth user research to gain a better understanding of who our target audience is, and what sorts of problems can arise from this target audience.

I am also to develop a few detailed user personas based on my research findings from the intended target audience. These user personas would act as a guide, to assess whether certain aspects of our application prototype meet the required criteria based on certain user characteristics.

Slide 4

So, what is the role of each team member in this project, and what will they do?

For the 1st phase of the project with Idea Generation and Conceptualisation, Oliver will take the role of Product manager. He will effectively lead with the brainstorming sessions and facilitate idea generation of our prototype. He will also define the target audience and their needs. And he will develop a clear concept and project scope that outlines the features and functionality of the prototype.

I am User Researcher for the 2nd Phase which I have already gone over previously.

On the 3rd and 4th phases and roles of the project, these two roles have been shared equally between Frankie and Elana. They have covered the roles of the Information Architect, and UX Designer.

Their goals are to design the layout, navigation, and overall structure of the user interface. And to ensure the prototype is visually appealing, intuitive, and user-friendly.

For the 5th and final phase of the project User Testing and Iteration, this role will be led by Philip as the Usability Tester. Philip is responsible for planning and conducting user testing with a small sample of target users. He will collect feedback and collaborate with the team to make iterative improvements to the prototype.

Slide 5

Now to begin with my user research.

The target audience for our application will be aimed at university students aged 18+.

I will be looking for certain things within this target audience that could contribute to problems with our User Experience Design, these problems could be disabilities or disadvantages the users themselves have. To Name the disabilities I will go over are; Users with Autism, Users with sensitive hearing, Users with short sightedness, Users that have difficulty with hearing things, Users with some sort of movement issue like Essential Tremor which could make it difficult to tap or click certain things on the app, and for Users with poor eyesight.

Slide 6

Now I will go over the sorts of issues Users with Autism could encounter.

A user with Autism might find it difficult to concentrate on icons as their brain may pull them to different parts of the screen, anxiety could increase if the app design is too cluttered, they may also become overwhelmed with audio overlapping or become stressed out or startled with sudden loud noises.

So, to combat these issues we should aim to create the app Design to look as friendly and simple as possible. There should also be options to disable audio completely or let the user turn down the audio significantly, so this way Users with Autism can rely on their phone vibrations for alerts instead.

Slide 7

Now for Users with trouble hearing or have sensitivity to sound.

Some users may have very sensitive hearing, a sound you may hear as fine could sound high-pitched and deafening or could hurt those with sensitive hearing. Tying this with autism, there should be options to reduce or eliminate sound completely.

On the other hand, some users may have trouble hearing. So, to balance this we should give the user the ability to increase volume significantly, this audio should also still be clear and recognisable, simply increasing the decibel level would make audio sound distorted and crackling, so we would need high quality audio to counter this issue.

Slide 8

Users with Poor Eyesight will find it difficult to read specific things on the app, which will effectively make the app completely useless for them unless we counter the issues at hand.

A way to tackle this issue is to present to the user immediately upon first using the app multiple text sizes and an option to bolden the text which will make it significantly easier to see for those with poor eyesight. The user can also change the size of the text later in the settings of the app.

Here is an example of how that would look like.

Slide 9

Users with movement or mobility problems such as Essential Tremor will have difficulty when clicking certain things on their phone due to their shaky hands. Small buttons will become near impossible for them to reliably tap.

In order to counter this issue, we should make all menu buttons or essentially anything the user can click big enough for users to reliably click on them and get to where they need to be on the app.

Slide 10

So, with the previous information from my user research in mind, I then went on to create 4 User Personas.

The first User Persona I created was Emma; she is a Computer Science Undergraduate aged 22, she dislikes loud areas. I decided to focus on a user with sensitive hearing here which would be beneficial in our UX design.

Slide 11

Next, I decided to create an ordinary user who finds it frustrating to open various menus to access a certain thing they are looking for.

The User Persona is called Lukas; he studies Political Science and specialises in International Relations and Comparative Politics. Lukas does not like information hidden from him and would like to know everything that is happening.

This User Persona is based on the idea of User Frustration; it would give us an aim to keep everything practical with information easily accessible instead of the user playing a “menu simulator”.

Slide 12

I then went on to create the next User Persona which stands as a person that dislikes unnecessary information.

This User Persona is called Sergei; he is a Mechanical Engineering Undergraduate. Sergei does not like useless information since he is very practical.

This User Persona helps us strip away the unnecessary information that would clutter the screen, or so that we can also get rid of constant notification alerts. It helps us stay with the core mechanics of the User Interface Hierarchy without overly complex information or descriptions about certain things in the app.

Slide 13

The last User Persona I created was aimed at an autistic person.

This User Persona is called Courtney; she is an Events Management Undergraduate. Since she is autistic, she does not like loud noises or sudden alerts, and she also gets overwhelmed if there is too much information on the screen at one time which causes unnecessary stress.

The way to tackle these issues is to grant the user the option to turn down the audio significantly, or to give them the option to turn it off completely, with them now being able to rely on their phone vibration for alerts. We should also aim to have as little information on screen as possible to avoid overwhelming our target audience.

Slide 14

For team communication and project planning we used the Discord app, we created a private server for us to communicate throughout the project. We shared progress updates on certain topics and reached out to see if anyone needed any help.

We also did in-person meetings on Mondays at the time frame of Eleven, to Eleven Thirty and Thursdays during class or just before class started, we did the meetings at 209 by the tables.

Later in the project, team communication did start to degrade, we found that it was quite difficult to do in-person meetings because not everyone could arrive on time. So, to counter this, we stuck with messaging on Discord.

Slide 15

What went well with this project was the great project idea and the goal we had; however, the negatives were the not-so-great team communication. It worked, but it could have been much better.

Next time I would aim to find better timeslots we can all do in-person meetings around.

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And here is my Bibliography.