

# crEATe

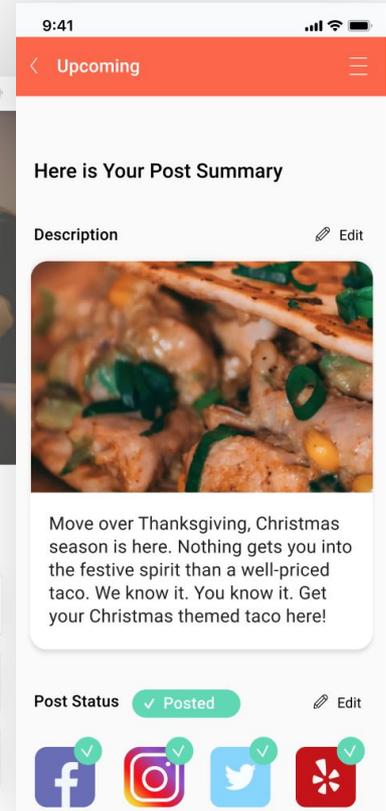
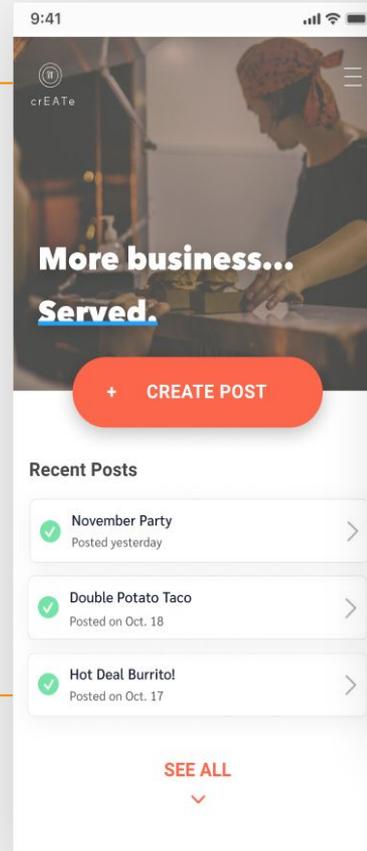
"More business... Served."

Oct 25th 2019

IxDO : A - Project 3

Team 4

So Young Han Valerie Reiling Jason Li Pooja Casula



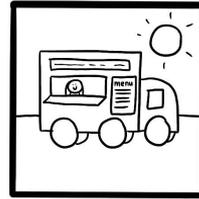
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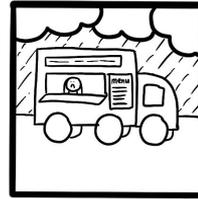
# Scenarios & Storyboards

The design for our interactive website was inspired by and created from the ideas and storylines introduced in the following scenarios and storyboards. These deliverables were produced and shared with us by a separate team of design researches, who had collected and curated useful insights about food trucks and their owners, workers, and customers through a series of interviews and observations.

## HOW MIGHT FOOD TRUCK OWNERS KEEP A STREAM OF CUSTOMERS COMING?



Mary is running her food truck. She prepped food 10:00-11:30 AM & just served the lunchtime rush.



It's now 1:45 PM. It usually gets less busy after lunchtime, but today there are especially few customers b/c the weather isn't great.



Mary creates a Happy Hour event through the Web App which also sends a notification to her customers.



Mary sees a steady stream of customers during her usually non-busy afternoon hours. She's able to sell out of the food she's prepared as well.

# Scenario + Storyboard #1

Mary is a food truck owner who operates from 10:00 - 4:00 on most days. Her food truck is connected to a restaurant her family owns in Pittsburgh, and she mainly parks near CMU campus and sells to students. Mary uses the FoodTruck Web App daily to help her prepare the correct amount of food and keep a steady stream of customers coming to her truck. She knows she will be busy from 10:00 - 11:30am preparing the food and 11:30am - 1:30pm due to lunch hour, but sometimes few customers come after 1:30. At mid-day, Mary realizes she prepared too much of the salt and pepper pork, and she doesn't want it to go to waste. She uses the FoodTruck Web App to notify her customers that the salt and pepper pork is a discounted "Daily Special" to incentivise them to buy. At 1:45, Mary notices that there are especially few students coming to the truck. She uses the Web App to create a "Happy Hour" discount for the hours of 2:00 - 4:00pm during which customers who purchase food will either get a special discount or earn reward points. The FoodTruck Web App incentivised students to purchase the pork, which allowed it to sell out so no food was wasted; also, more students began to arrive after 2 to take advantage of the Happy Hour deal.

## HOW MIGHT FOOD TRUCK OWNERS PREVENT OVER-PREPARING FOOD?



Mary used her best estimate and previous data from the app to decide how much food to prepare; it's morning & she's running her truck.

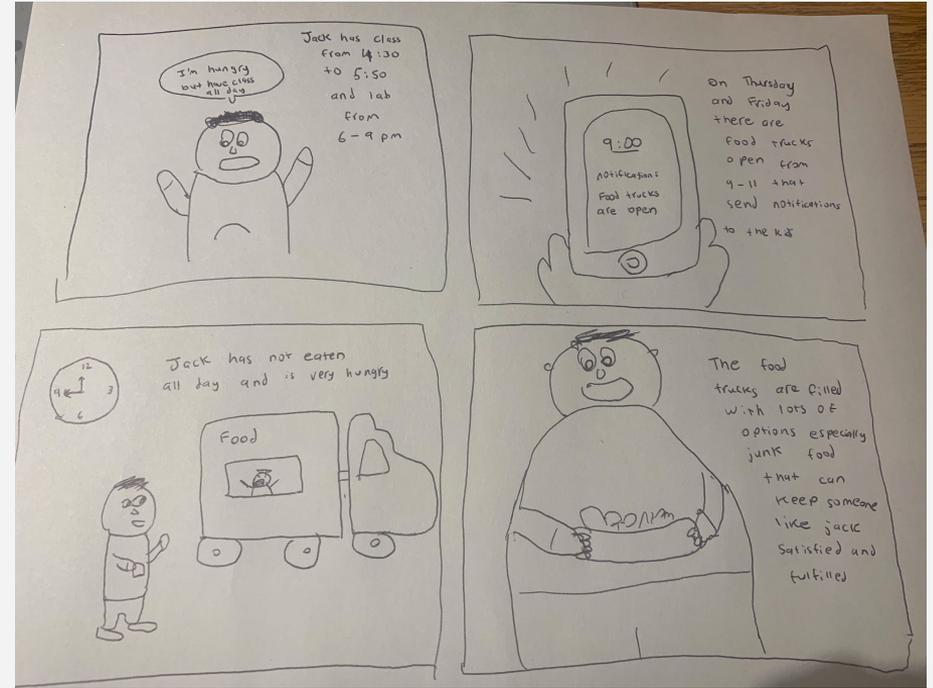
At mid-day, Mary notices she incorrectly estimated the amount of salt & pepper pork to prepare, and there will likely be leftovers (waste).

Mary enters her mis-estimate into the app. She also creates a "Daily Special" discount on the pork for the rest of the day. The app sends a notification to registered customers.

Mary sells out of her pork dish b/c her customers took advantage of the deal. She avoids food waste & the app uses this data for backend analysis to help Mary prep better in the future.

## Scenario + Storyboard #2

Jack is a student who has class from 4:30 - 5:30 every day! Right after that class jack has lab from 6 - 9 PM meaning he really can not eat anything until 9 PM for dinner. Fortunately for Jack however, he has a website that notifies him when the food trucks near campus are open and what they sell. They are open on Thursday's and Friday's and the menus offer a lot of options. His website tells him which food trucks are open, what other students think of them, and what food is offered on the menu as well as some of the prices! They have a lot of options and offer things like junk food which can be very filling for a student like Jack who has been working all day. Because of this, he can eat a lot of food and is extremely hungry. Jack's main priority is his academics. He wants to do well in all his classes and sometimes this means he has to settle for convenience over quality when it comes to food.



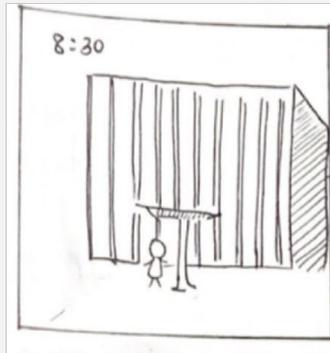
## Scenario + Storyboard #3

Tony is a Master's student in the CMU CS department. As CMU's academic life is very hard, he has to study all day in Hunt Library. As an international student, he loves going to the near-campus food truck during small breaks in learning for its convenience and affordable price to feed his stomach. Compared to the taste of the food, he cares more about the location and hygiene of the food truck. Here is a typical lunchtime of his life in the Hunt Library:

He comes to the library at 8:30 am, studying Machine Learning and do coding for nearly 4 hours. For him, going out for lunch is a good way to release himself from the heavy work. But he doesn't want to go too far away and doesn't want to queue, as he only plans to spend 30 minutes on lunch and has to come back to study after lunch. He is also concerned about the hygiene of the food as well. He looks through the social media for relaxation (Fb, Instagram) in the short break of learning (when encountered some difficulty in homework or distracted by message), and find an advertisement in the social media that India in Wheels is just nearby(shown in map), and see the reviews are good say that the food there is healthy and clean, and there are little people there as shown in the website right now, so he goes to India in wheels to grab the food. Just as shown on the website, he doesn't have to wait in line and he grabs the food to the chair outside the Hunt, enjoy the last 20 mins and the goes back to study.

# Scenario + Storyboard #4

HOW MIGHT A MASTER STUDENT SPEND ONLY 30 MINUTES EATING LUNCH FROM A FOOD TRUCK?



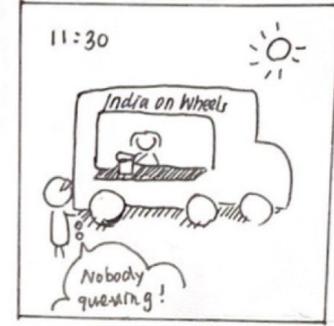
Tony is a Master's student in the CMU CS department. He comes to the library at 8:30 am, studying Machine Learning and do coding for nearly 4 hours. For him, going out for lunch is a good way to release himself from the heavy work.



But he doesn't want to go too far away and doesn't want to queue, as he only plans to spend 30 minutes on lunch and has to come back to study after lunch. He is also concerned about the hygiene of the food as well.



He looks through the social media for relaxation (Fb, Instagram) in the short break of learning and find an ad in the social media that India in Wheels is just nearby (shown in map), and see the reviews are good say that the food there is healthy and clean, and there are little people as shown in the website right now.



Therefore, he goes to India in wheels to grab the food. Just as shown on the website, he doesn't have to wait in line and he grabs the food to the chair outside the Hunt, enjoy the last 20 mins and the goes back to study.

## Scenario + Storyboard #5

Mei is a Chinese international undergraduate student who has just left her Concepts of Mathematics lecture, craving the food like the one she eats back at home in Shenyang and doesn't want to eat alone. Talking with her mom last night made her feel really homesick and her friends from Hammerschlag are currently taking a quiz in 15112

Mei suddenly remembers that Amy, an officer in Women in ECE, told her to download FoodTime when she was complaining about iNoodle the other day. She stops at a bench and scrolls through the app, discovering that people are currently congregated near tech street and 46 individuals have indicated that they are picking up their veggie/chicken/beef curry orders from the second vendor on her feed from 11:30 - 12pm. Splendid! She infers that many people of her background will be there, given that there are over 80+ reviews in both Chinese and English about the truck.

The vendor indicated that she takes live-orders on the app as well so she decides to head over the Tech St. to wait in line and order. How exciting! Her labmate, Jenni, is also there to order veggie curry while Jenni's friends are there to pick up their orders. The current wait time is 10 minutes so she decides to chat with Jenni and her friends about their upcoming midterms.

Mei chooses to continue their conversation and eat lunch with Jenni and her friends on the first floor of Hunt. Over a bowl of curry, fried ribs, and steaming rice with people of similar interests and backgrounds talking about their experiences at Carnegie Mellon, this moment of contentment fills the gap in her emotions.

# Scenario + Storyboard #5 (cont.)

HOW CAN food trucks provide a platform for connection building & socialization?

Mei leaves concepts lecture, hungry for home cooked food like the ones back home and for people to eat with.

she opens her app, foodtime, and finds that lots of people are at Tech St. right now. one vendor is even selling food in which it's are going to pick up. splendid!

Mei decides to go to that vendor to order curry rice. she sees Jenni and her friends and in line, talks about their upcoming midterms

After getting the food, Mei and Jenni + her friends decide to eat together and continue their conversation. Good food, good conversation, good mood. All Mei needs.

# Personas

The personas used to develop the design for our interactive website was inspired by and created from the personas made by the a separate team. These deliverables were produced and shared with us by a a group of design researches, who had collected and curated useful insights about food trucks and their owners, workers, and customers through a series of interviews and observations.

## Food Truck Owner: Mary Wang (Joie)



**Name:** Mary Wang  
**Demographics**  
**Age:** 36  
**Location:** Pittsburgh, PA  
**Family:** Husband and 2 kids  
**Education:** Bachelor's degree obtained in China  
**Occupation:** Food truck owner  
**Family Income:** 120k per year

### Background

Mary came to America soon after marrying her husband, and they decided to start an Asian restaurant in Pittsburgh, PA. A few years into the business, Mary began to sell boxed lunches to hungry students on CMU campus. Mary sold these lunches from the trunk of her sedan. However, Mary had always dreamed about getting a food truck for the restaurant. Finally, she was able to find enough time to register to run a food truck. Now, she sells Asian cuisine to campus students from her food truck.

### Goals

- Be on campus during peak hours
- Keep a steady stream of customers coming to her truck during non-peak hours
- Be able to estimate the number of daily customers more accurately
- Let customers know daily working hours and location
- Avoid leftover food products by end-of-day
- Increase customer loyalty

### Motivations

- Reduce food waste; be environmentally friendly
- Sell affordable, efficient food to students who may not have the time or money

### Barriers

- Has little tech knowledge and doesn't know how to create a website
- Communication with store can be difficult regarding restocks during the day
- Can't tell how many people will come to her truck each day and hour

# Persona #1

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# Persona #2

## Food Truck Client: Tony (Jiachen)



**Name:** Thomas

**Demographics**

**Age:** 23

**Location:** Pittsburgh, PA

**Education:** Master student at CMU, School of Computer Science

**Occupation:** Food truck owner

**Monthly Spent:** 1000 \$

### Background

Thomas has been in Pittsburgh for one month and now working hard pursuing his master's degree at Carnegie Mellon University. As CMU's academic life is very hard and he is a hard-working person, he has to study all day on the campus, and sometimes works till mid-night at the Hunt Library. As an international student, he loves going to the near-campus food truck for the convenience and affordable price to feed his stomach. Compared to the taste of the food, he cares more about the location and hygiene of the food truck.

### Motivations

- A near-campus location that is convenient to go
- Affordable price compared to UC canteens
- Good taste

### Barriers

- The potential hygienic threat that may delay the learning schedule
- Food truck's opening hours not long enough for mid-night dining
- Sometimes queuing is a waste of time

### Goals

- More convenient to take away that does not interrupt learning on campus
- No potential hygienic threat that keeps himself healthy
- Nicer price with better taste
- Make study more efficient with food

# Persona #3

## Food Truck Client: Mei (Andrew)



### Demographics

**Age:** 19

**Location:** Pittsburgh, PA

**Education:** Undergraduate student in CIT, intending on declaring ECE and CS

**Occupation:** Student/Food Truck Patron

**Monthly Spent:** \$50/week for being a consultant at Colledgevine

### Background

Though Mei has a lot of friends from across the world following Orientation Week, hailing from Kansas to Nigeria, she misses the feeling of home. Utilizing WeChat, she patronizes the food trucks near Hunt three times a week. Though the food is nowhere as good as the food she could find at home, the flavors remind her of her mom's cooking. She often joins other patrons of the food truck to eat their meals at the first floor of Hunt Library, as it gives her the opportunity to learn more about the experiences of others similar to her.

### Barriers

- Box pickup times are often coincides with class/lecture time, inconvenient
- Often hears police are present and she is unsure whether her favorite trucks will be there or not
- Has to walk across campus for food, since she is either working in Sorrells or has classes near Scott Hall

### Motivations

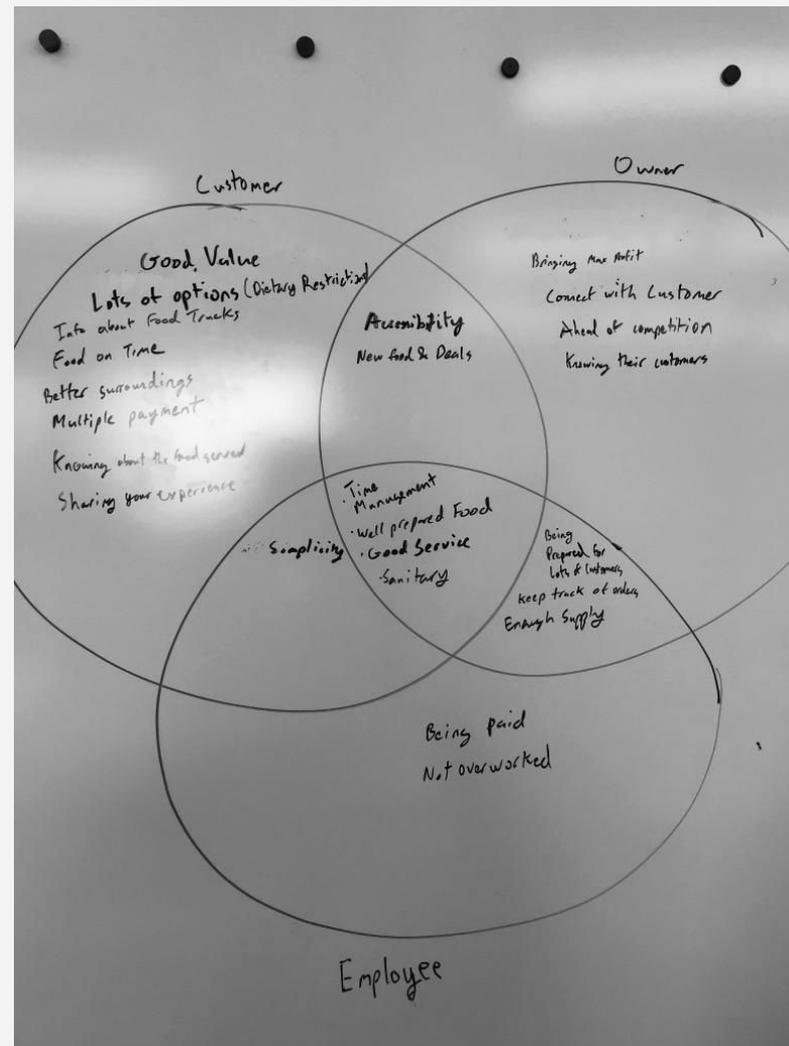
- Opportunity to hang out with students with similar backgrounds to her
- Reminder of home --- not necessarily good food but revival of good memories
- Different taste than that of the meal blocks she needs to use

### Goals

- Locations in different parts of campus *without* notable police presence
- More permanent location/physical appearance more like a brick-and-mortar store
- Integration with the meal plan system so she can eat there more often
- Longer time periods where she could pick up her food

# Needs Analysis

For this project, we analyzed the needs of food truck owners, customers, and workers. Using this analysis in addition to the insights from previously conducted design research, we chose to develop our responsive website with a focus on the owner.



# Pain Points to Focus On



## Connection

Owners are looking to find ways to further connect to their customers and increase customer loyalty

## Creating lively atmosphere

Owners who would like to create a fun atmosphere around their food trucks.



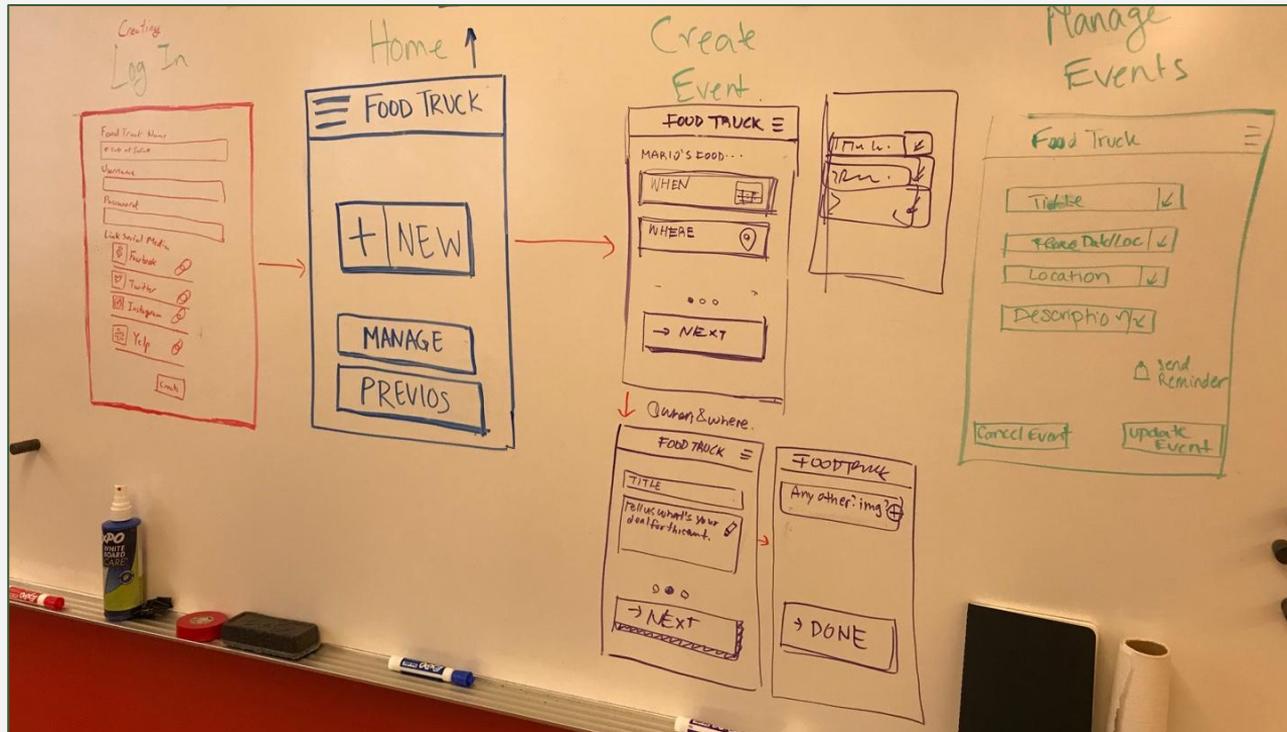
## Customer Turnout

Food truck owners would like to have a way to ensure steady business

## Social Interactions

Socializing between customers, workers, and among customers and truck staff are driving factors of food truck culture

# Initial Sketches

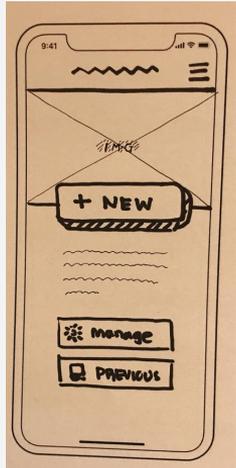


Our team roughly co-designed the screens that can serve the needs of the target user group we have selected based on the previous research.

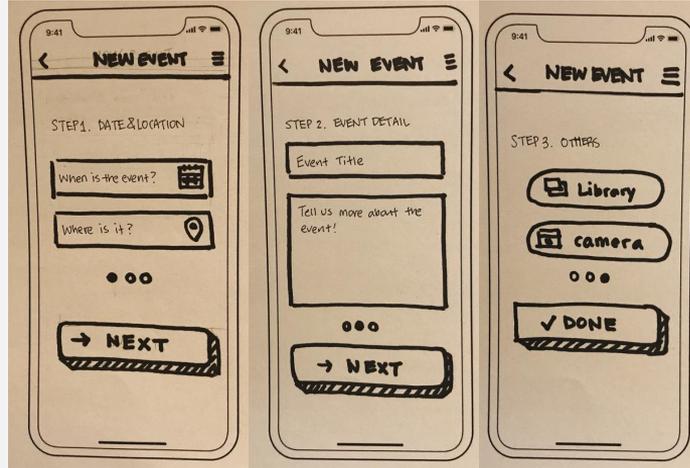


# Wireframes

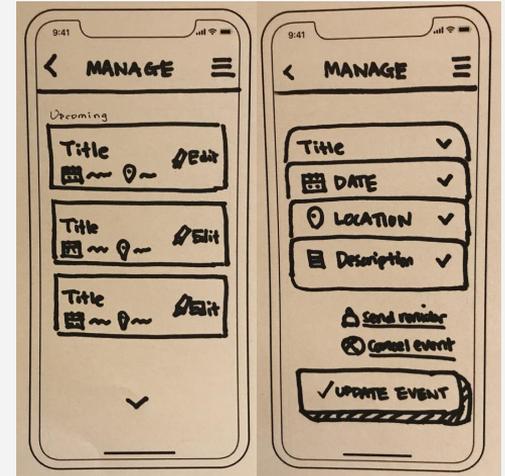
# Wireframes



Home



Creating New Event

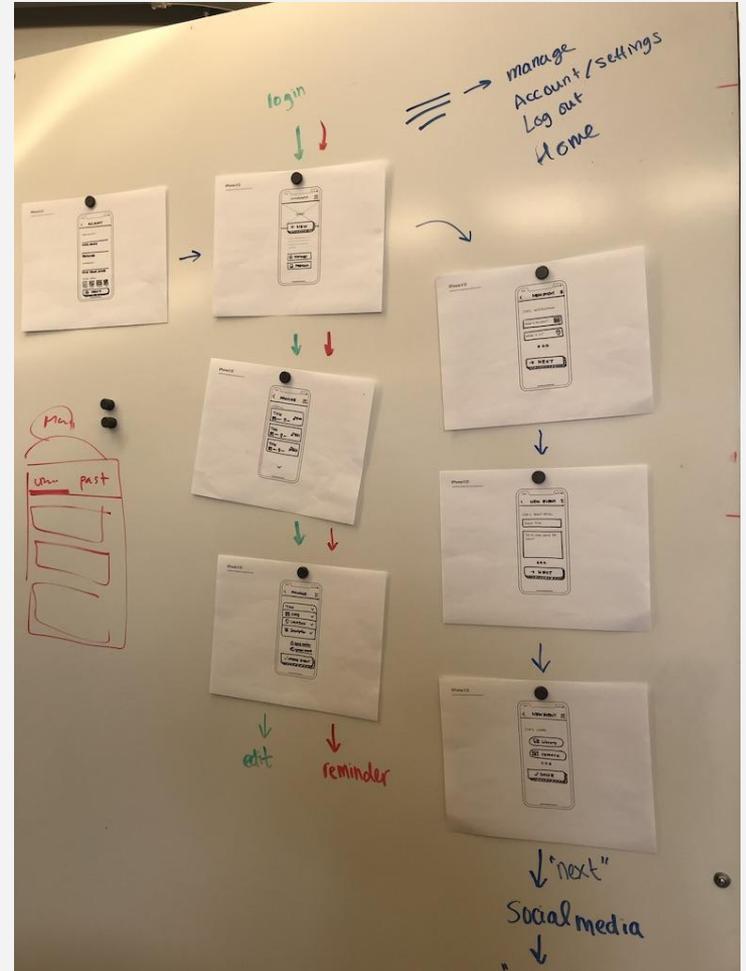


Managing Events

# Wireframes - Planning Interactions

Using the initial concepts for the various screens for the mobile interface, we outlined the workflow for how a potential user would interact with our design to carry out the following tasks:

- Create a new event
- Send a reminder for a created event
- Edit a created event



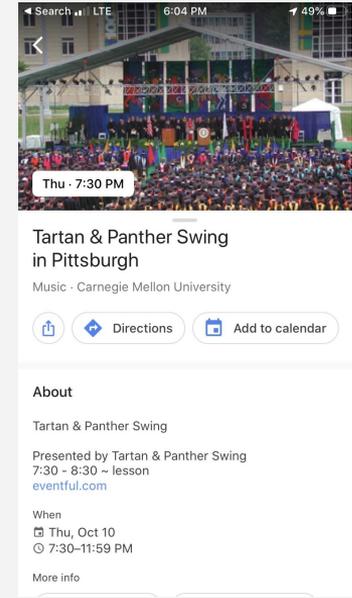
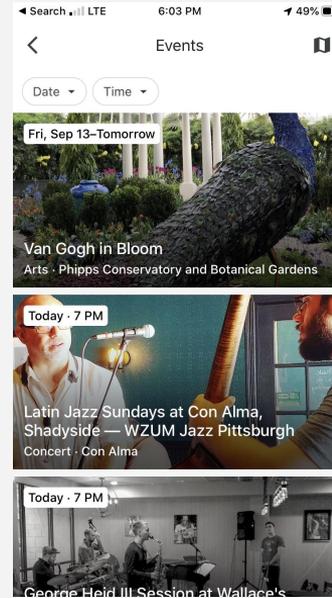


# Initial Prototype

Our initial prototype was based on the design research done by a separate team and on our own insights garnered from researching event creation applications. .

# Initial Prototype - Research

Before designing our prototype, we collected samples of features we were considering to draw inspiration from for the actual design process. We primarily looked at event creating applications and how they were advertised on social media.



A screenshot of an event creation form titled 'Event Details'. It includes fields for 'Event Title' (with a red asterisk), 'Location', 'Starts' (with date and time pickers), and 'Ends' (with date and time pickers). There are also links for 'Schedule multiple events' and 'Timezone & date settings (EST)'. At the bottom, there is an 'Event Image' field.

A screenshot of a 'Who's Coming?' response summary. It features a search bar and a table with the following data:

Response	Count
Yes	7
Maybe	0
No	0
No Reply	4

The 'Yes' row is highlighted with a green bar, and the 'No Reply' row is highlighted with a red bar. The total number of guests is indicated as '7 Guests'.

# Initial Prototype - Food Truck Owner Persona



*"I want to make my food truck a gathering place for people to come to enjoy good food and a good atmosphere."*

## PROFILE

Age: 30 years

Gender: Male

Location: Pittsburgh, Pennsylvania

Job: Owner of Frank's Taco Truck

## MOST USED SOCIAL MEDIA



## WHAT THEY'RE LOOKING FOR



Connection with customers



Creating good food experiences



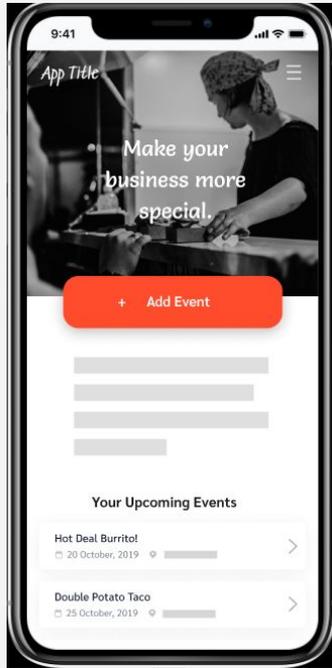
Efficient communication with customers



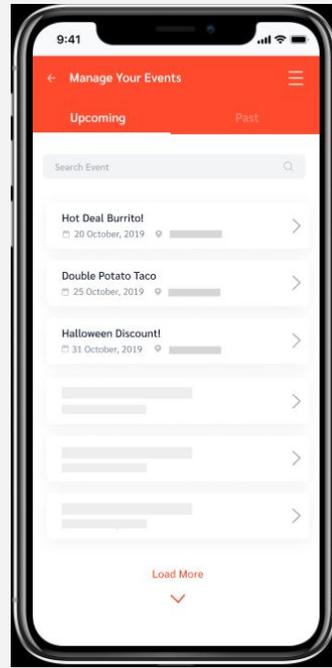
Lively atmosphere

# Initial Prototype - Design

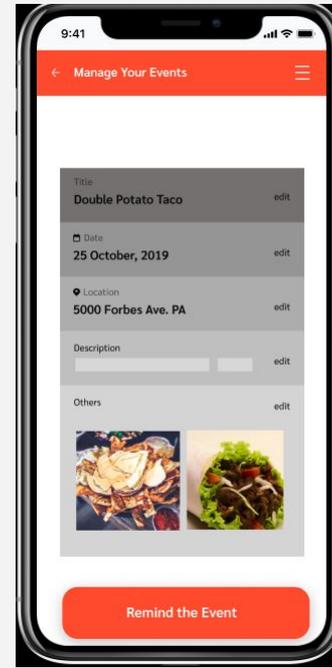
[Initial Prototype Link:](#)



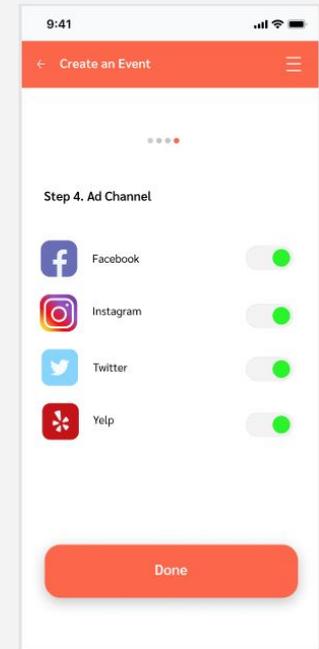
1-1. Home Screen View - emphasis on creating a new event



1-2. Viewing all Events



1-3. Event Details



1-4. Posting

# Initial Prototype - Rationale

The core screens designed include (1) managing events, (2) creating events, and (3) choosing the social platform channels where they upload their posts about the events. For **screen 1-1**, we intended to expose the 'create' button with upcoming events users have created to be accessible on the first page. Also, users are able to look through the events they have created to keep on track (**screen 1-2**). They are open to revise and edit the post in crEATe (**screen 1-3**) with a simple access to choose the channel to advertise their posts (**screen 1-4**)

# User Testing

We conducted 5 usability tests in order to gain insights about how users will actually interact with the product. *Are they doing what we intended through our design decision? What makes them confusing? What do they think the purpose of the product is?*



# User Testing - Protocol

For our user testing, we had volunteers carry out two separate scenarios: (1) where they were asked to imagine that they were a food truck owner using the app for the first time to create a new event (2) where they were to act as a food truck owner who had already created an event but realized the date had been entered incorrectly.

While performing these tasks, we asked the users to think aloud to describe their thought process as they interacted with the website.

## New User Creating 1st Event

### List of user tasks:

1. Create new account
2. Link social media
3. Find new event button
4. Set date and location
5. Enter event details
6. Pick which social to post to
7. Share the post

### Questions:

1. Were there any buttons or tasks that were initially unclear?
2. Were there any buttons or features that were difficult to locate?
3. Are there any additional functions or features you think are missing?
4. Was it clear to you what the main purpose of this website is?

## Previous User Editing Event

### List of user tasks:

1. Login
2. Select event
3. Click "Update the Event"
4. Change date
5. Finalize changes

### Questions:

1. While performing the task, did you think there was a clear way it could be performed more efficiently? I.e. did you think the steps that you performed were unnecessarily long or difficult?
2. Were there any buttons or features that were difficult to locate? Any that were difficult to read?
3. Were there any major points of confusion for you?

# User Testing - Results

A few things we learned from our user tests were:

- We could be more specific about what features our application has
- The wording of certain buttons need to be clarified in order for their purpose to be salient
- Users really liked the sleek design of the app
- What exactly is the incentive to use this app to create an event compared to creating an event on Facebook?

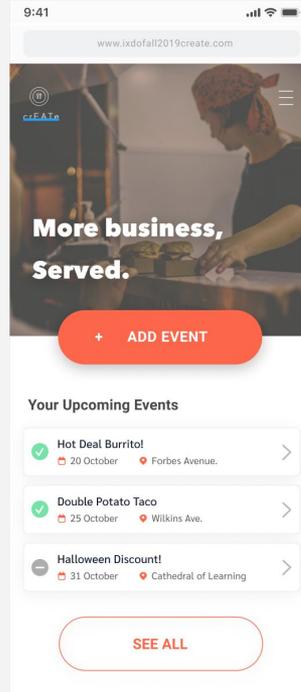
A few things we decided to add to our design:

- Change 'Update Event' button to 'Save Changes'
- Need to add 'Back' option to each screen
- Add function to send reminder at a specific time before the event
- Add function to see where other food trucks are located and if they are having events in the nearby area

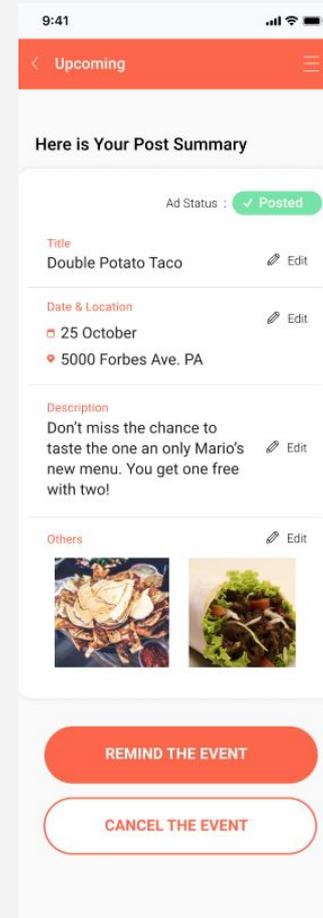
# 2nd Design Draft

[2nd Prototype link:](#)

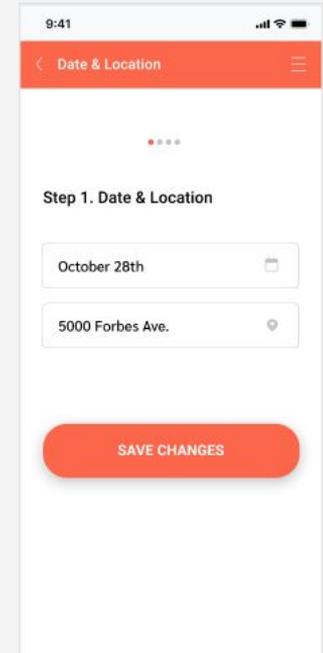
For the 2nd prototype, we mainly focused on applying the changes based on the usability testing with more refined visual design to make it look more organized and consistent. For screen 2-2, we added an icon for editing the post to make it more obvious. Also, based on the feedback, the button for 'update the event' is removed, but instead, we embedded saving changes within the editing process of each stage (2-3)



2-1. Home



2-2. Post details

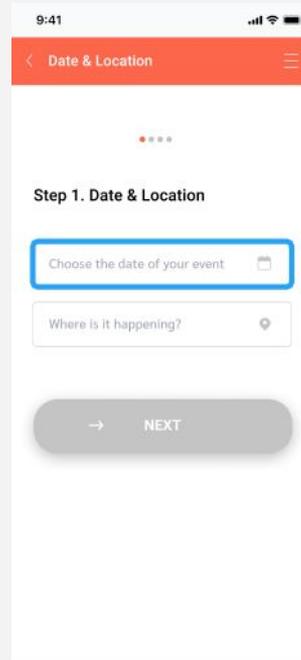


2-3. Changes

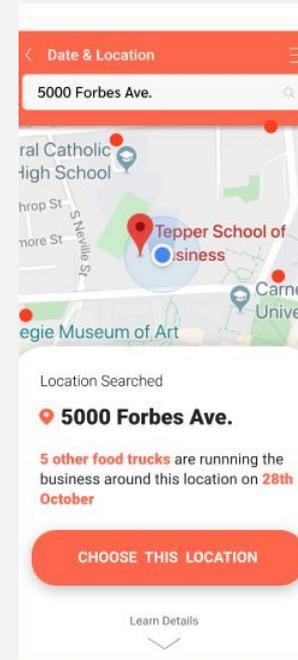
# 2nd Design Draft

We believed that the event post include multiple information such as date, location, and pictures. Putting all the information at one screen would overwhelm users, so we divided each process. In order to let users to know their state, we put the state bar at the top.

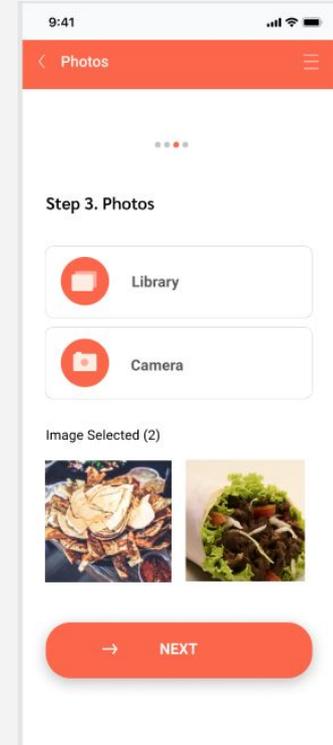
In screen 2-5, we also added another layer of information; when users choose location, they are able to see other food truck users and their business openings on the selected date near the area they searched.



2-4. Create (Date & Location)



2-5. Setting location



2-6. Choosing images

# Feedback + New Direction

Two days before our final presentation we met with our professor to get a critique on our finished design. While we really appreciated the feedback our professor presented us, we did disagree with some of it. Our design focused on creating a platform where food truck owners could create events. We defined "event" as an occasion hosted by the food truck owner for his/her customers to connect with each other and with himself/herself. The food truck owners we wanted to target were those who want to create an open, fun, celebratory atmosphere around their food trucks. The idea would be that the food truck owner would create an event with a time, a place and a description, post the details to his/her social media accounts and arrive at the specified place at the specific time and serve their food. The audience of the application is not a food truck owner with leftover food who wants to get rid of it by making it cheaper. Instead, the audience is a food truck owner who wants to deliberately create food to serve at a specific time and place and wants to inform his customers that such an event is occurring. The concept is similar to something like a popup shop. It is ephemeral in nature, creates a sense of exclusivity and uniqueness while retaining a sense of community among customers.

We believe that we were not clear about the purpose of the application when we went into our critique. Many of the aspects of the application that are mentioned in the process book were not mentioned during the actual critique. When we received feedback suggesting that we change the direction of the project, we panicked and tried to work quickly to brainstorm a new direction instead of taking the time to think about our professor's feedback and perhaps ask her to elaborate and help us. We hurriedly came up with an alternate design without adequate research.

We stand by our original design intentions and while we wish we presented the design we originally intended to, we appreciate the learning experience we had with accepting feedback.



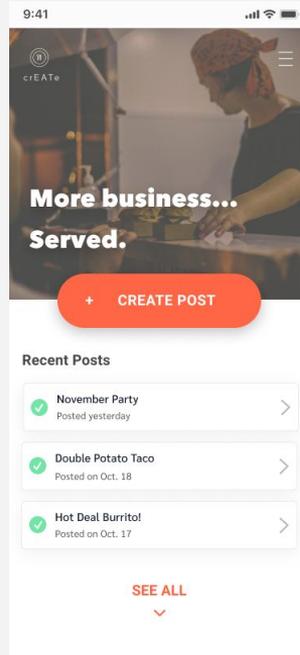
# Final Re-Design

For our final design we decided to shift away from **event creation** into **deal promotion**. We decided to create an application for food truck owners to post to all their social media accounts about promotions.

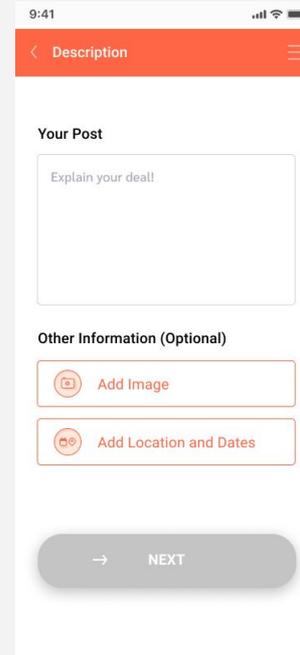
# Final Design Draft

[Final prototype link](#)

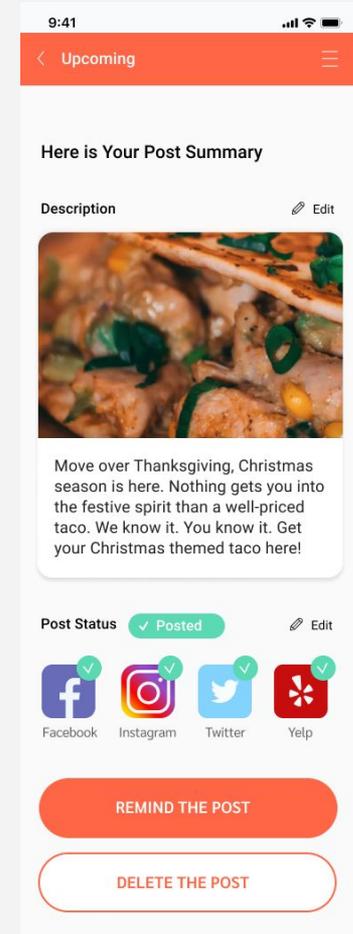
As 3-1 shows, we changed the *event* to a *post*. Also, based on the instructor feedback, we changed the creating post process more simple where adding photos, location and dates have become optional inputs (3-2). Therefore, the review page for each post has been modified as well, emphasizing the description with post status elaborated more clearly at a first glance (3-3).



3-1. Home

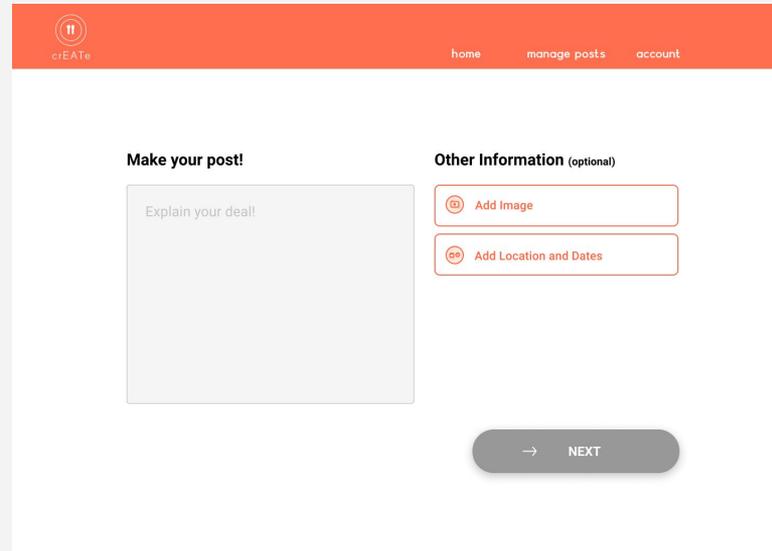
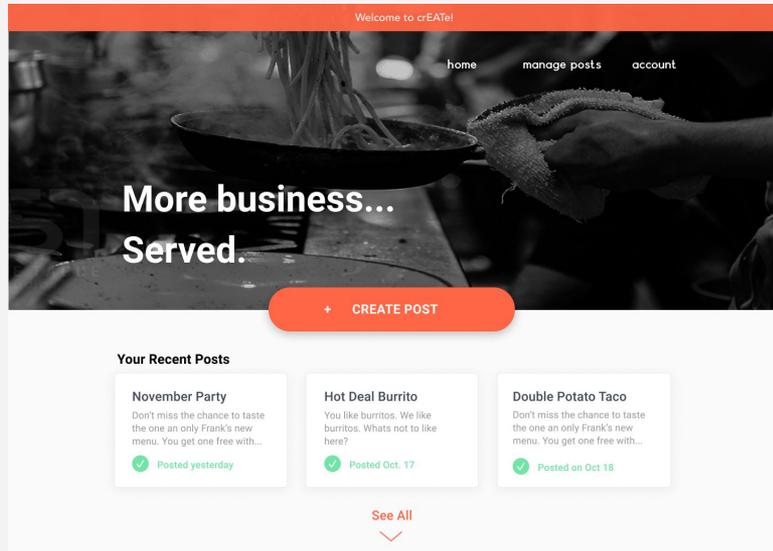


3-2. Creating post



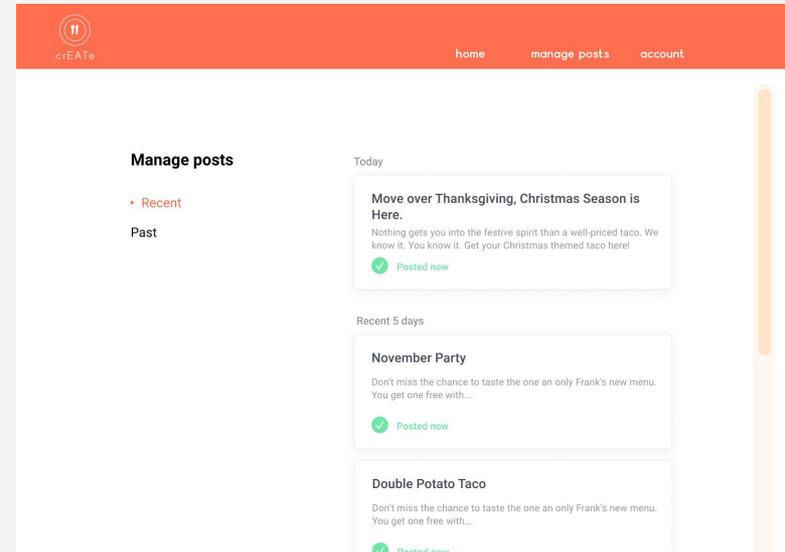
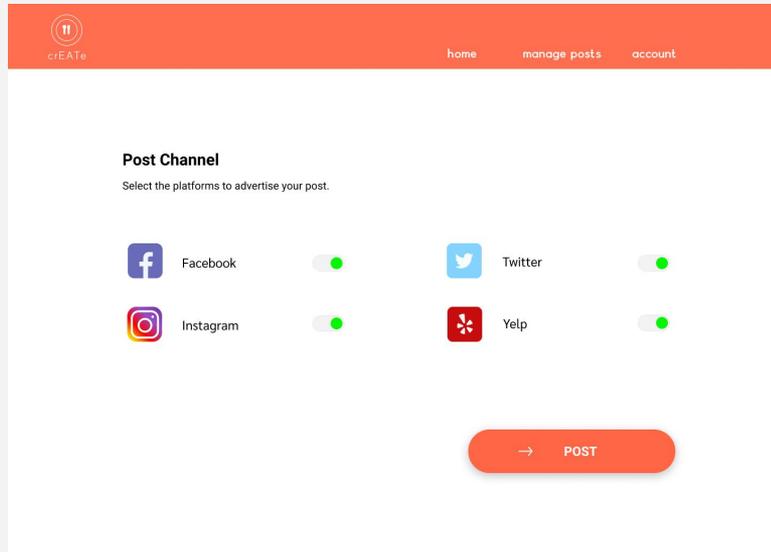
3-2. Post details

# Final Design Draft (Desktop)



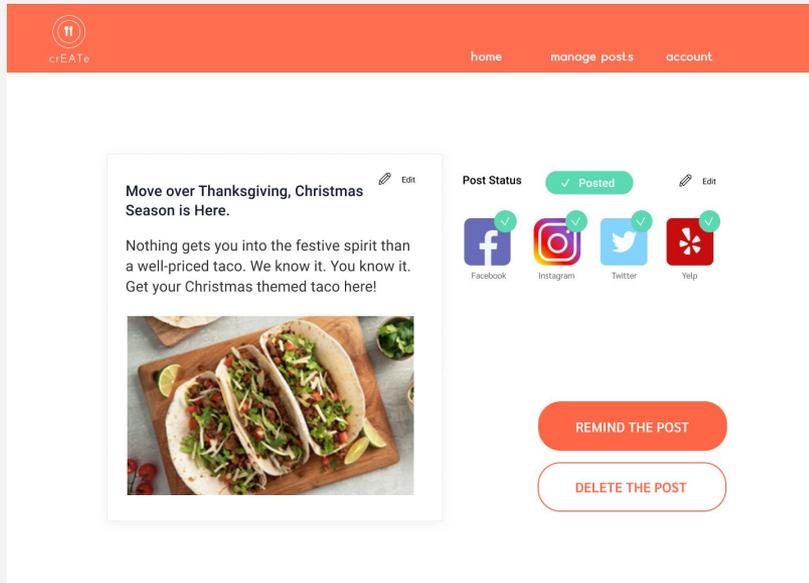
For desktop design, the biggest change is menu display. In mobile version, the menu is hidden in the hamburger icon at the top left, but in the desktop version, the menu is expanded so that it is exposed at the first screen. Also, the recent posts have a new card design where more information is available.

# Final Design Draft (Desktop)



The 'managing posts' menu has more advantage of using the white space to make is less burdensome for the users to browse through the information.

# Final Design Draft (Desktop)



The post details are similar to the mobile version except for that the elements are expanded horizontally to put them all on the first screen so that users do not need to scroll down to view all information.

# Addressing feedback given during final presentation

We received many comments regarding our final design in our final presentation. We did not get a chance to address the questions during the presentation, so we hope to answer a few of them here:

**1. What is the incentive to use this application over Facebook?**

- a. The main incentive is that food truck owners, who are busy people constantly on the go, will be able to post to all their social media accounts with one click. They want to be able to effectively communicate with their customers. Not all customers follow them on one social media account, so it is important to an owner to keep up to date with all their accounts. There shouldn't be a situation where Twitter has the updated location, but Instagram and Facebook do not.

**2. Is it really that difficult to post to individual accounts that we need a whole other application here?**

- a. When you manage several accounts, it is hard to remember what you posted on what. A food truck owner does not want to waste time looking through accounts to see whether they updated the food truck location or not. Many food truck owners work alone, so in addition to being the primary chef, they are also their own marketing team. Time is of the essence for a food truck owner.

# Addressing feedback (cont.)

## 1. What else does the application do?

- a. There are no other additional features to this application, for now. In our next steps, we addressed the possibility of being able to track data regarding past promotional deals. We hope that such a feature would enable the food truck owner to see trends in their past deals and determine which were the most successful. This would also help them make informed decisions about when or where to have the deals.

## 2. What will the customer facing interface do?

- a. The goal of building a customer facing interface was to make a platform where food truck owners and customers interact directly. The idea was that customers could directly request information and ask questions to their desired food trucks using this app. Food truck owners would also be able respond to these requests through their version of the app as well. While we are unsure about the feasibility of this, as it is a long term goal and not something we are focused on right now, we appreciate the informative comments regarding this.

# Conclusion



# Personal Statements

# Pooja Casula - Personal Statement

This project taught me a lot about being proactive. As addressed earlier in the process book, we received a lot of feedback on our designs at a relatively late stage in the process. This definitely mimics a real-life scenario in which a designer is asked to scrap what they have after spending weeks on it. Although I'm not sure we handled it the best way possible, it brings up a point about what we as designers should have done earlier to properly meet expectations. Perhaps we could have asked more questions in class about whether our design was making sense and meeting the professor's expectations. This would have provided us more time to work through an alternative design. I learned that asking questions is an integral part of the designing process.

# Valerie Reiling - Personal Statement

For me, this project was a learning experience in many ways. In terms of design, I was able to witness and participate in the process of wireframing and prototyping at deeper and more detailed level. Additionally, this project provided me with my first encounter with user testing. Although we only explored one method - think aloud - it gave me a basic framework and understanding that I can use to build off of for future design tests. However, it was very insightful to be able to see how a user would actually interact with your design, and be able to see pitfalls and flaws that you as the designer had been blind to. The feedback we received from the testing was incredibly useful and made me see the value in carrying out this step in the design process. Finally, this was the first time I had ever given a product pitch, which was very different from any other presentation I had every given before. I am not very gifted at public speaking, which made it especially difficult. Our group had also attempted to change the direction of our design based on last minute feedback we, so our presentation was not as well thought out or rehearsed. as I we would have ideally liked. In hindsight, I think we should have taken more consideration of the time constraints we were facing and made smaller adjustments to try to improve our design. However, I think that this should also be taken as a learning experience, as it is an example of a real life decision that a designer might have to make. Overall, I enjoyed this project and feel that is has helped me grow as a designer, researcher, and student in general.

# So Young Han - Personal Statement

This assignment was an excellent opportunity for me to learn that design is an iterative process of ideating, creating, and validating. Especially through the usability test, I realized that there is always a gap between design intention and the ways users perceive it. Therefore, instead of keeping things internal, it is always important to expose your design at the earlier phase to check whether the design is heading in the right direction.

Also, during this iterative process, I realized that all the methods (both generative and evaluative) are designed to make sure that we are trying to solve the right problem. The constant process of getting feedback from storyboards and scenarios (P2) to actual think-aloud usability tests with a simple prototype allowed our team to confirm whether the product is solving the right problem we defined during the research process.

Another essential experience of this project is the pitch. It was difficult for me especially when we had to find a way to appeal our design on a business side as well. However, it gave me an understanding that design is an interdisciplinary field that is not just about 'creating' but also about validating and persuading its usefulness and feasibility based on business and market understanding.

# Jason Li - Personal Statement

This experience was eye-opening because of its group component. Throughout this project, I learned a lot about how to design in a group. At many points of the project, we would conduct our own work and then come together and discuss our progress. These group discussions were a great teacher on how to the work I had done effectively to our group. It provided experience on how to deliver my ideas and suggests to guide our project.

Another thing I learned during the group design was how to conduct user testing. I had never done any user testing before and it put me outside my comfort zone. The biggest thing I learned from the user testing was letting the user tell us their experience rather than guiding them through the process. By letting the user explore, we learned a lot more about our design and discovered new insights we didn't think of originally.

Coming from a business background, I had done presentations before and had to pitch products. However, the addition of the click-thru into our presentation provided a new way of pitching products. By having a live click-thru, we had to frame the presentation differently and be more centered around the user experience. By centering around the user, we were showing the products value to our users first and not our audience. By contrast, many of my past product pitches have been tailored towards investors and demonstrating the value they'll get out of a product.