

**COVER PAGE:** Please create a cover page for the ENTIRE package. List your name, team #, course number, title, semester, instructor name. Turn in as a pdf on theCN by **Thursday, Nov 29 at midnight.**

Level	Description
0	<b>No experience.</b> I don't really know anything about this.
1	<b>Aware.</b> I am aware of it (read/heard about it), but do not have any experience doing it.
2	<b>Some experience.</b> I know what it is, and have some experience doing it. I feel I could contribute to a team working on this in the future.
3	<b>Experienced.</b> I know what it is, and have experience doing it. I feel I could contribute significantly to a team working on this in the future.
4	<b>Mastered.</b> I mastered this skill. I'm confident enough to lead a team on this kind of activity in the future.

## COMPETENCIES

- 1) **SKILL SURVEY:** Answer the competency questions listed in the [word doc](#) using the 0-4 scale shown above.
  - a) An account of what role(s) you played and activities you participated in for that competency (not only writing, but also doing).
  - b) Try to list as much as possible for each competency. \*It is ok to focus on one or two areas in each competency if you feel you have more activities related to it.
- 3) **PERSONAL PORTFOLIO:** Create a slide deck with **CONTENT** and **VISUALS** to support your development this semester.
  - a) I recommend that you create at least one page for each competency (1-4) with your images to support your knowledge. (like this PPT)
  - b) Last slide should be your **TAKEAWAYS.** Some important things I've learned and can apply in the future.

**CGT 256:**  
**Principles of UX Design**  
SP2018\_Nancy Rasche

**Team#3 Cayley Quinn**

# Competency I: Foundations

- I learned what UX design isn't and what it is.
- I learned the importance of outside articles on UX Design can be when learning the foundations.
- I can proudly say if I was given an internship in UX Design that I could go through this process with confidence and produce a professional design and documentation.

Examples

## Articles

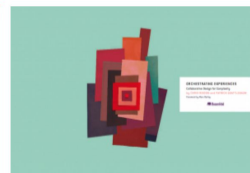


Article No. 1.698 | August 14, 2018

**Living in Information, Responsible Design for Digital Places: a Book Excerpt**

by **Jorge Arango**

Ch. 6 talks Architecture - a design discipline focused on structuring our physical environments while information architecture does the same for information environments.



Article No. 1.697 | May 24, 2018

**Orchestrating Experiences**

by **Chris Risdon, Patrick Quattlebaum**

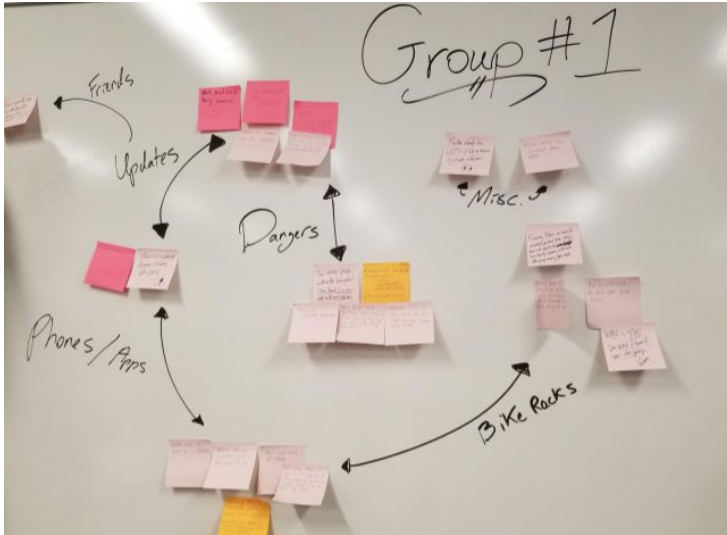
An excerpt from Chapter 6: Defining Experience Principles



# Competency II: User Research

- I learned to act professional during interviews even if you know the interviewee well.
- I learned that you can never have too much research.
- I learned how to direct my questions in a way to get the results I want.
- I learned how to use my research and create a persona to help tell a story.
- I learned how to create insights and come together as a group to make a diagram to determine our root problems (mind maps)

## Examples



Mind map: Each member took their insights and put them on sticky notes to come together and determine common issues.

### Step 4A : Persona

After we created our first definitive iteration of our product, it was time to view it from the point of view of a potential user to test the validity and soundness of the idea. In order to do this, we first created a user.

- Jane Smith
- Purdue 1st Year Student; Living in Hillenbrand Hall with her roommate.
- Owns a bike and uses it to get around campus when necessary.
- Regularly uses her Smartphone for social media and to get around town.
- Uses Waze to meet up with her friends by sharing her address and meeting them there.



Personas: throughout this process, I learned how to create a persona that was geared to the user group and issue the group was tackling.

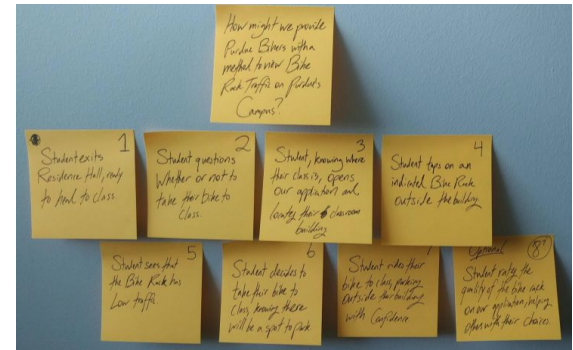
With our potential user created, we then proceeded to play out situations where she (our ideal / most potential) user would ideally be using our application, to run through any potential slip-ups that could occur and/or a "good run" of our application.

# Competency III: Conceptual Design

- When designing, it is important that you never turn away from an idea. I learned to continue brainstorming and coming up with ideas even if you feel like you're done. You never know when you're going to come across the "next big thing".
- Scenarios and storyboards are both two important skills that I learned to incorporate into my brainstorming process. I learned to map out stories with my design and how my design would help the user tackle the problem.

## Examples

Sketching/wireframing: By sketching more than one solution to your issue, you open the window for prototypes much wider.



The goal of designing a solution is to tell a story. By using scenarios and/or storyboards, you can create the basis of that story.

# Competency III: Conceptual Design

- I learned that most of the time, your first design isn't your final design. When the group was designing, multiple drafts of the wireframes were created.
- I learned to use style guides and mood boards to help create a professional prototype.

Examples

## Headlines

Roboto Slab - Bold

**Sub Headline**  
News Cycle Bold

Body  
Roboto Condensed Lite

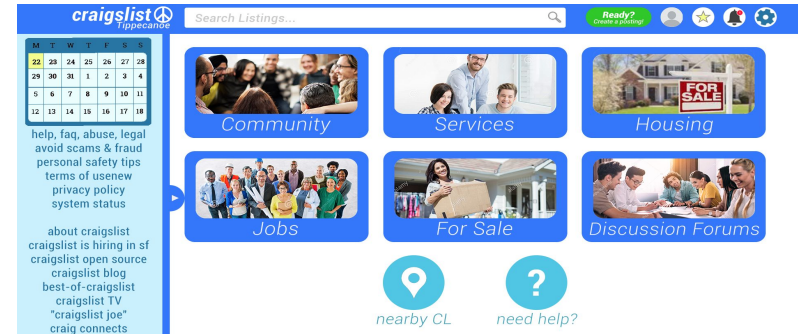
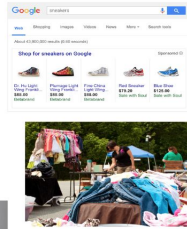
## Style

Slightly modernizing Craigslist (using some popular design trends) while still maintaining the simple, usable design goals of the original website.



**Name:** James Morgan  
**Age:** 24  
**Education:** Associates Degree  
**Goals:** Buyer  
**Motivation:** James likes to fix up old cars. He needs to buy cheap cars, parts, and materials.  
**Location:** Chicago, IL

- **Description:**
  - Hobby: James likes to fix up old cars.
  - He spends his free time fixing cars.
  - He makes an average income.
  - James and his wife have started a young family. Therefore, he needs to save as much money as possible when fixing cars and wants an easy method to find sellers in his area.



The following moodboard above was used to help create the final prototype. The goal of a mood board was to help design with professionalism.

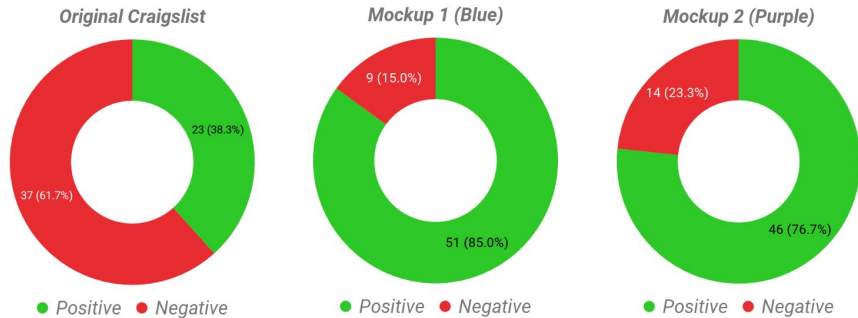
# Competency IV: Evaluation Methods

- I learned when analyzing data and results, it is always better to present it in a visually appealing way.

- The group used colors that signify what “negative” and “positive” mean in everyday life. We consider green to mean good and red to be bad. Therefore, this slide analyzes the data in a visually appealing way, but also includes the user feedback/data.

## Examples

### User Feedback - “Card Sorting”



- Google Form - “Card Sorting” Method
  - Younger Audience - Overall positive results

# Takeaways

Some important things I've learned and can apply in the future.

**Start early on Documentation:** For me, this course was the first time that I created a complete design documentation. I had written parts of one before, but never one in full. I quickly learned to fill out the documentation as we completed parts of the design process. I will apply this in the future by starting early on major assignments and “working” as we go.

**Competitive Review/Market Review:** ALWAYS do these. This step will help you analyze the competitors. You can apply the feedback from these reviews to your final design. I will apply these steps in the future when tackling a project where I am redesigning something.

**Personas:** I had never heard of a persona before. Well, I have but I had never heard of using it to tell a story. Therefore, in the future, I will continue to try to present my designs in a form of a story.