

Final project DIEP

Describe

This project, it aims to design for global issues: the "fake news communication problem" after the integration of technology and media, focusing on the social role and ethical practice of communication design. Because the innovative design of the global society promotes the identification, support, and development of opportunities for expansion and change (Jégou & Manzini, 2008), it includes exploring daily activities and prospects with participants, developing designs, and responding through prototyping, delivery, and evaluation (Bailey, 2014). So global issues and design have a significant impact on each other.

Through FMP, I have shifted from treating design as a purely visual activity to a deeper understanding of designing with a human-oriented meaning. Before this, my design research only stayed on the surface of the design process. You know it's tempting to find inspiration on Behance and then go directly to the wireframe, and I can now admit that it may not stop there. As a U designer, I should fall in love with problems, not solutions. First of all, in the past FMP design process, I understand that I have a deeper understanding of user research methods. For example: To determine my specific research goals, I need to consider information about users, their backgrounds and needs, and what my solution might be; in terms of analyzing data types, I conducted qualitative and quantitative analysis; when designing the questionnaire To collect the most valuable information from users, I read many articles and carefully designed my questionnaire; when conducting interviews, I learned more interview skills. I resonated with the target audience and the people affected by the problem, thus providing information for the design.

Second, in the design phase, through rapid, agile design, agile projects are highly feedback-driven and iteratively promote usability testing (Sy, D. 2007). This made me understand that the design process includes collaboration (involving the input and ideas of different people) and iteration (which means its cycle itself verifies ideas and back assumptions). Third, in the stage of user testing, from user feedback, I can look at my project in a more critical light. In addition, in the product design stage, I also learned about ergonomics and user experience in physical products and incorporated them into my design. Of course, in the product design stage, I learned to use many new modeling software, such as nomad, sketch up, etc. These skills will help me create memorable, influential, and effective learning and communication design in my future practice.

Interpretation

First, in designing the questionnaire, I read a lot of websites and books. I found that the content of the questionnaire I designed before was comprehensive. Without considering the differences

of users, it was difficult for users to give accurate responses. Because the core of the survey is the questionnaire. Questionnaire dialogue has a direct impact on the results of the questionnaire. To minimize answer errors, questionnaires should be produced according to best practices (Krosnick, 2018). After reading and studying, I adjusted the design of the questionnaire. For example, I kept the content and wording neutral, avoided discriminatory language, adjusted the user's abstract feelings to numbers, scoring, etc., and kept the language simple and easy to read. Based on objective conditions and young people's news consumption habits, I sent the questionnaire to WeChat and Instagram, where young people and students are more active. The final data is accurate and very helpful for my subsequent user analysis.

Second, in the projects before FMP, I usually did not have enough time for user research and testing. Therefore, as a "hard-working" designer, I started to conduct user tests with my classmates and friends as much as possible. Even guerrilla tests, such as the person sitting next to me in a coffee shop, are low-cost and relatively simple tests that can achieve real user feedback (Herman, 2019). When I produced the wireframe, I made a paper model, just like the "paper model spirit" taught by my tutor Andy in the first semester. So, I used a paper model for user testing. They brainstormed with me to adjust my prototype faster and iterate. This made me understand that the premise of the design stage is to put ideas in front of users, get their feedback, improve them, and repeat. In the end, my final prototype can give users a good experience.

Third, this project requires the design of a gashapon machine device. Physical product design is very unfamiliar, which I have never practiced before. But learning the 5c model in the previous semester allows me to sort out users' needs and design them more quickly. As my mentor Andy said, the vertical and horizontal axes can be used for early research. In the Collect stage, I invited stakeholders (young people who use social media) to join me in a brainstorming session. We try to create and receive fake news. In the Comprehend stage, I understand their needs. As much as possible, fake news can be obtained in a short time cost and low usage cost to create fake news, followed by the need to be interesting. In the Conceptualize and Create stages, I drew many sketches according to their needs. I made improvements based on ergonomics, including the human field of view and the comfortable height of the screen.



figure1) Brainstorming mood board Paper model test

Ergonomic research

Evaluate

First, the key role of primary surveys such as accurate questionnaires and user interviews is to give me specific and detailed user needs; provide information to better understand end-users to design better products; reduce design errors for users or the risk of a bad solution. This made me understand that surveys can be a useful user experience tool that can provide input to the design process. The key to a successful investigation is to pre-determine the goals and information needed for the research and make sure that the questions asked to cover these goals and information. The importance of creating a good experience for participants by writing appropriate questions has always been in my mind. One of the best results comes from effective surveys (UX Mastery, 2021).

Second, efficient user testing, such as paper model testing. A significant benefit of rough wireframe prototype testing is that users can give me feedback in the shortest time and find important experience information from the test. I have overlooked the importance of user testing, which makes my final output seem very subjective, and I cannot always grasp the main thoughts of users. I attach great importance to user testing because the agile method adopts a user-centric iterative approach, which allows the product to be optimized before delivery (UX Mastery, 2021). This strategy reduces the time and effort wasted in the design.

Third, the 5c model is suitable for ordinary visual products and helps designers organize practical ideas and provide obvious framework guidance on other product designs. When I start to draft ideas, I usually outline my ideas with a marker, but I don't design with user needs as the center. Using the 5c model is a collaborative process that allows users to participate in the design process and understand their ideas.

Plan

My new understanding of user experience design is essential to me in many fields-in this project, in a bachelor's degree in communication design, for my future career. User research, especially questionnaire surveys and user interviews, is an effective way to understand users in this project and my other projects. In my career development as a design, I will need to keep up with theory and development throughout my career, so I need to maintain observation when approaching user research. In addition, efficient user testing allows me to iteratively design products faster. In this project, agile UX testing allows me to understand users' needs better when they use them. It enables me to judge better what to design and how to design. I effectively participated in the design project to find the primary specific information. Finally, the design guidance provided by the 5c model is precious. This model allows me to understand user needs based on the current situation; based on user needs, I can carry out conceptual design and iteration. I hope that in my future career, I can use it practically.

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