

DIEP Strategy

Project 1

Project 2

Project 3

Sat and observed people on High Street, Winchester, and made notes of what I found interesting

Created an app to help people focus on their work and use their phones less - by limiting access to apps of their choosing

DESCRIBE

learned patience
learned observation

Created an app for a device that monitors how long you sit for, and tells you to get up.

Chose to make note of some quantitative data, which helped understand what people do, the demographic & more

INTERPRET

Unable to decide what concept to choose. Went ahead with chairs because washing machine apps already exist. Wasn't sure whether to implement certain aspects of user feedback I received.

Want to create an app with a gamified concept, but also wanted to make it unique. Made too much. Had to remove features

Be more observant.
How to make sense
of data in a particular
context.
Think from other
perspectives.

Creating user personas
Wireframing
Being more prepared for
user testing

EVALUATE

Emotional design
Pain points
Evaluating what
feedback to include

Make sure the data you
collect is relevant to
the problem you're trying
to solve.

Make things easy to
understand for a fresh
set of eyes.

Overall, work on design
skills more. Create things from
scratch instead of sourcing it from
the web.
Need to find a better way of structuring
preliminary research.

PLAN

Need to manage my time
better → need to keep in
mind that if I need help,
other people are busy too.

Reading more → does help,
makes working easier with
better understanding.

Use sketch notes more often.
Work on finding a balance
between ideation & working.

Include more user testing.
At least 2 rounds.
Be firm about what is
needed during the user
testing process.

Need to create plans
in advance of what
to ask before user testing.
Need to think of
negative aspects → what
could the downsides
of an app be? Would
it turn-off users?
Need to be better at
streamlining. Including
too much is not a
very good thing, &
could confuse users.