



Stride

Contents Page

Intro

Hello, and welcome to my project booklet!

Discover

In this part I will walk you through the research part of my design process. This is where I figured out what I want my project to be by using project insights and problems.

Develop

This is where I take my findings and try to develop a solution to the problem I am facing. This is where I create Stride.

Deliver

I show off my final deliverables.

People, Design, Technology

People 40%

For this project, people have been the most important aspect of the design process. I have spent time with people that value even the shortest of time outside the house, even if it is just a small walk.

Design 35%

Making the app more personal to the user was most important to me, with the 'getting to know you' cards. I also wanted them to feel at ease when using it, with ease of animations and interface.

Technology 25%

The use of technology in this project was the most not the most prevalent aspect. Although, there was a steep learning curve when it came to using Proto.io.

Saying Thanks

Supervisors

- Chris Lim
- Ewan Steele

Users I have met

I have met many people alongside my research stage. Mostly through a walking group which was located in Dundee. I have also spent time with my Mum in outdoor spaces, as well as consulting different people about walking and what it offers them.

Special Mention to:

- My Mum (for letting me follow her about).
- Walking groups around Dundee, especially the Dudhope Park Group.
- Paths For All for all their assistance.

Hello!



I am currently at the end of my 4th year honours project. I have a passion for listening to people and trying to improve their experiences.

I try to make my interfaces reflect the experience that I would the user to have when interacting with the interface or product that I create.

Please Pick up a Business Card!

Or contact me on here:

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Discover



Stages

Coming back from Summer

Deciding what direction my project would be going.

Where did I begin?

Where did I begin? How did I start my process?

Contacting walking groups

I started contacting walking groups around Dundee.

Guru's Day

Speaking to Guru's, I was able to determine what route I should go down next.

Interviews

Speaking to different groups and individuals, I was able to get some valuable insights.

Key Insights

I review all the insights I have collected.

Coming back from Summer

My inspiration

My inspiration originated from my mum's ongoing battle attempting to get back into outdoor spaces, despite suffering several injuries so close to one another. This prompted me to wonder as to why she was so keen to get back outside so fast.

Walking and mental health

After realising the positive effects that walking had on my Mum, I researched briefly if there was any links between getting outside and mental health, which after reading a few articles, it confirmed just that. A lot of different sources, including TV interviews and scientific papers looked at this link.



Where did I begin?

Desk Research

My desk reaserch consisted of firstly just going through articles which were on the search results of Google. This was a great way to get me thinking and give me initial insights into what people think of the positives of walking. Websites such as Pathsforall and Walkingforhealth.

Online Case Studies

The first round of insights that I gained that was online case studies from an organisation called 'Walking For Health'. The whole point of the website was to advocate walking groups and also help people locate their local groups.

“

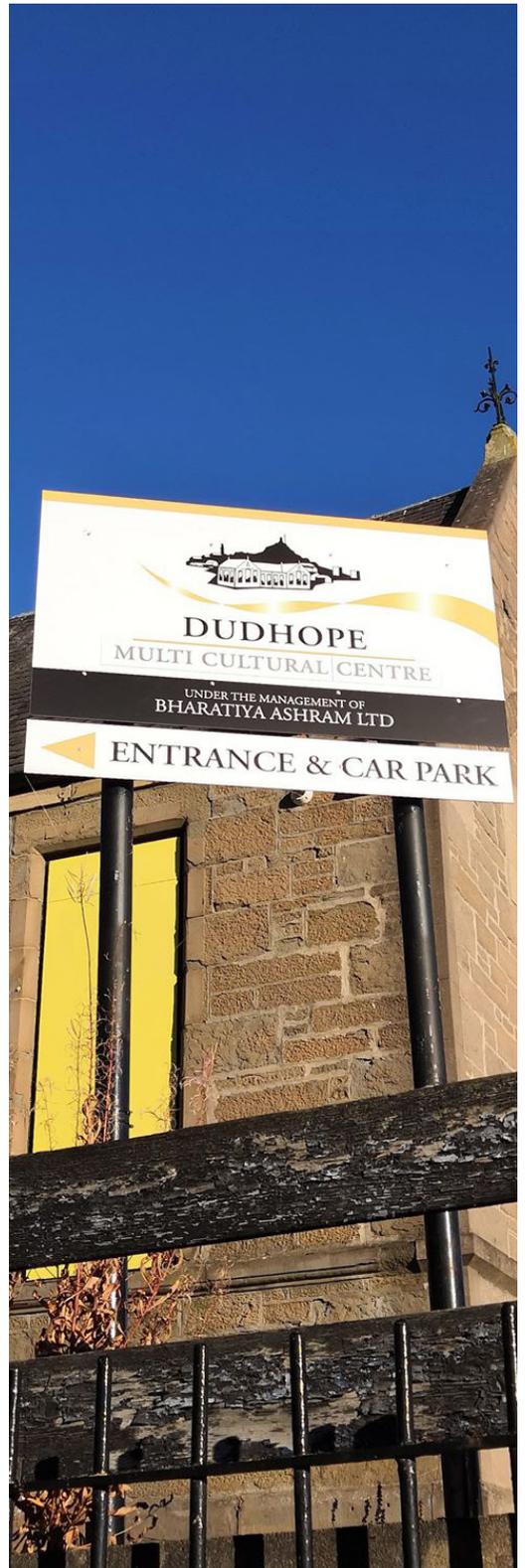
Becoming part of the group has increased my confidence in meeting and talking to strangers, and as a result I've signed up to become a walk leader. ”

This was one of the first pieces of research where I noticed the word confidence mentioned, which made me wonder, was this what it also gave my Mum and other walkers?

Contacting a local walking group

My first stage of contact with local groups, was to email around to try and reach out to different groups, leading to potential interviews.

My first few emails gave me links and ways of contacting local walking groups so I could reach out and gain insights from contextual interviews. This was the first time I started to carry out primary interviews.



Guru's Day

Guru's Day is organised every year by the year group and lecturers to have people from their respective fields in their industry. We would each get 4 Guru's who would pass on their invaluable insights into what they would do next and also where they see the project going. We made a small exhibition space where I put on display a video, which showed the challenges my Mum faced and three A3 boards showing the research I had carried out so far.

Gurus Feedback



**Madeline
Wilson**



**Steve
McKenna**



**Lynsey
Brownlow**



**Steve
Birnie**

Madeline Wilson

The first person I spoke to was Madeline, who is currently working with a Glasgow based clothing company, Trakke, where she is the Product Designer and Studio Manager. She explained that she was a keen mountain climber and was recently out in Spain doing just that. She understood how important getting out into open spaces was for your mental health.

- Think about where my app starts, before the user is aware of my app, where they would find out about it.
- Maybe having a prompt/GPS feature when walking which would encourage the user to record their journey.
- Also think about how the app looks and what the user would perceive it to be.

Steve McKenna

Next up was Mike McKenna, who is the Lead UX Designer at WRLD Ltd, who are based in Dundee. Mike is currently in the navigation industry, where he makes useful 3D maps which bring a level of detail that other map providers currently don't.

- Look at game mechanics, since in my app there is a way to 'master' walking in a way and it would be helpful to briefly investigate this area.
- Journey mapping the user's journey, whether that be my Mums Journey, a walking group or going on a walk myself.
- Go and speak to Dundee walking clubs.
- Do a bit more user research.

Lynsey Brownlow

Lynsey Brownlow walked up to me next, and she is currently Senior User Experience Consultant at AmazeRealise, based in Edinburgh. We mainly spoke about the previous points raised, but she drew something which gave me an insight into how she and her company approach design problems.



Craig Lamb

I had actually spoken to Craig Lamb first, who arrived before guru's day. His advice was really valuable and it helped a lot. One thing that he said that stood out to me however for having a defined problem that I was designing for, which meant gathering all of my research and being able to take insights and problems from users that I could put into personas which would allow me to have a problem type.

- First, walks are all close by, progressively getting wider as the user builds their confidence
- Prompts using chatbots on an app, remind the user
- Animation – Soothing, calming, heartbeat?
- Mindspace App, colours psychological
- Do not create a barrier when logging in
- Try and take out lots of functionality – look at apps such as ADA and Quartz
- Map Journey for feelings, triggers, prompts, social queue
- Getting out on your own, Building up confidence
- Build the app for the individual first, then the social part will come naturally



Interviews

Most of my interviews consisted of contextual, alongside some primary interviews to help with me building up valuable insights. This was done by recording videos, sitting and listening and even having a casual conversation with the group leaders.



Who did I speak to?

The first person I spoke to was my Mum, although it was just covering all bases. I then spoke to a physio, whom my Mum knew and another walker who walks quite steep hills every other day.

Interview #1- Mum

Speaking to Mum I was able to discover insights which I never thought I would uncover. It was like not knowing someone and the interview uncovered some hidden insights which I never expected.

She mentioned that going on walks that she knew very well, this would make sure that she knew where to go.

Interview #2 - Laura

When speaking to Laura, who works as a physio, she spoke about the benefits that she has seen by walking in her spare time.

She liked going out using the app Strava, to keep up with her friends and to share where she has been walking.

Interview #3 - Dennis

Dennis spoke to me briefly about how he likes to go out with his friends and walk up a hill near his home. He said that it was a good way to catch up and also feel good for the rest of the day, if they walk in the morning.

Going along to a walking group

Contextual Interview

When speaking to the walking leader about confidence, she made it clear that the people who go on the walk tend to think about it as the distance they have walked each week. For example, one woman was coming back from an injury and she said that she would test herself every week, trying to get herself further down the path. This would, in turn, increase her confidence in going out, not only in the group but on her own as well.

Another factor which I found interesting, even from an individual point of view, was that having a friend come on the walk could help the user be encouraged to push forward and walk more. Maybe having a companion feature inside the app would be suited to give the user that bit of encouragement.



Another key point which I picked up on, which I was talking to Ewan about, was the fact that how could the user possibly upload their own walking routes? I think this feature could be added in a way that would require very little input from the user. The walk I went on provided me with an insight that every walk has a start and a finish, where the users think that is, is up to them. Maybe having a record feature for the start and end of the walk?

Upon finishing the walk, everyone heads back for a cuppa and a chat, which is nice. Again, speaking to the walk leader about how she has in the past let users visually say how confident they are, which was in the form of a small graph, similar to a pie chart. They would colour in the circle depending on how confident they felt.

This was for another group, which was learning how to cook on a budget. I quite like this idea, I felt that it would be easier for the user to articulate how they are feeling without putting too much of an emphasis on a 0-100% scale.



Key Insights from User & Desk Research

Being able to research alongside with other users, getting to know them, really helped open up new insights which I was not expecting. When speaking to users in the walking group, they were able to not only tell me interesting pieces of information, but also by observing them when I was going out with the group.

By also speaking to individuals, who were comfortable in trying to go outside to try and increase their confidence, I was also able to gain insights from their perspective.

Here are some key insights I gathered, which combined my desk research and primary user research

Desk Research

- Walking for 20-30 minutes a day can ward off depression in people of all age groups.
- The journal Mental Health and Physical Activity states that walking was an effective intervention for depression.
- The positive effects of a single exposure to nature – for example, a walk, run or stint in the garden – can last for seven hours after an individual has experienced it. This refers to feeling happier and in good spirits.

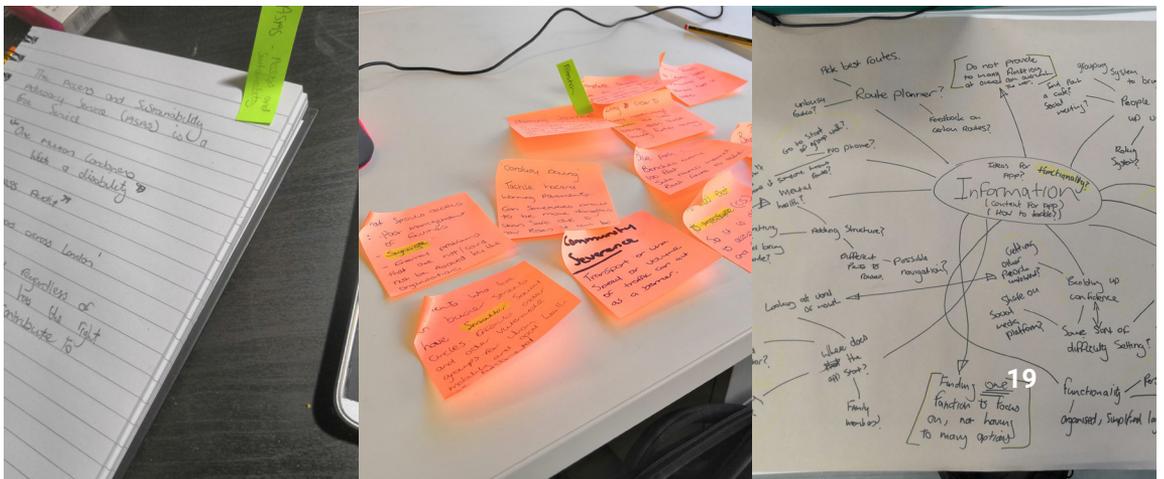


User Research

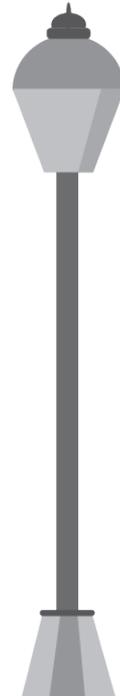
- Group participants find it easier to articulate how they feel through graphics, which they feel represents their confidence
- People feel that they can take the walking group at the own pace, even stopping and turning back if they feel that it is too much.
- They can build up their confidence every week., with the help of friends, but also if they walked alone, granted if they knew where they were going
- Having people come on the walk, can encourage people to maybe push and even forget they are walking for a certain length of time
- The walks have a beginning, middle and end. I feel that I could use this in a recording setting.

I did gather some research using a questionnaire but I felt that this was not really helpful and quite broad, I decided talking to people would be effective.

You can find more out on my blog, which features all the key insights I gathered.



Develop



Stages

Where did I go from the research stage?

Moving on from research, which was a testing time as it is always hard to move on to the next stage.

Personas

Building Personas was important for the app, making sure that I know exactly what my users feel and experience.

Wireframes / MKI

Looking at creating wireframes on XD and implementing it for MKI.

Branding

I decide what my project will look like and what feeling I will reflect the experience.

MK II Building

Moving on from my initial wireframes/MK1 I try and craft a more refined experience.

MK III

Using feedback from my user testing, I add in more functionality.

Where did I go from the research stage?

Joining local walking groups and talking to different people, it made it clear that having a companion app on their walks would be the best way to go. This would be the best way to go as it displays other thoughts from similarly minded walkers, as well as new routes which are personalised.

When talking to local walkers and groups, it was made clear what was most important to them when they were going outside. However, when taking all these key points, I was faced with the difficult task of putting them into the app, in a user-friendly way.



My early Brief

To create a companion app that can accompany you to outside spaces and assist people in taking simple journeys. It must have a simple interface that gives the user useful information about their planned trip – while building their confidence, social life and wellbeing.

What?

Physical activity is important for everyone. Whether you are young or old, people need to be active for a certain period every week. It has been reported that over 37,000 deaths would be prevented if people had exercised more, with their lives being shortened by 3-5 years. Walking also reduces depression by 30%. Walking can also help with social interaction while being more cost-effective than other methods of exercising.

Why?

Walking clubs have been around for decades and are viewed as a fun and inexpensive way of getting fit. I have also witnessed first hand through primary investigation that walking can help people heal mentally as well. Walking should be viewed more as a social experience than exercising, although the health benefits are obvious. By bringing a more social based platform to the experience, we can maybe encourage more and more people to take part in social walking groups, not only getting more people to exercise but to improve people's wellbeing, confidence and happiness.

How?

Using smartphones for navigation is not new or original. Google maps or Apple maps have dominated this area for about a decade. Which is why I don't want to have a duplicate of such a system. I think smartphones are by far the best way to utilise my chosen area, as social platforms have proved, we can connect to other people much easier.



Wireframes

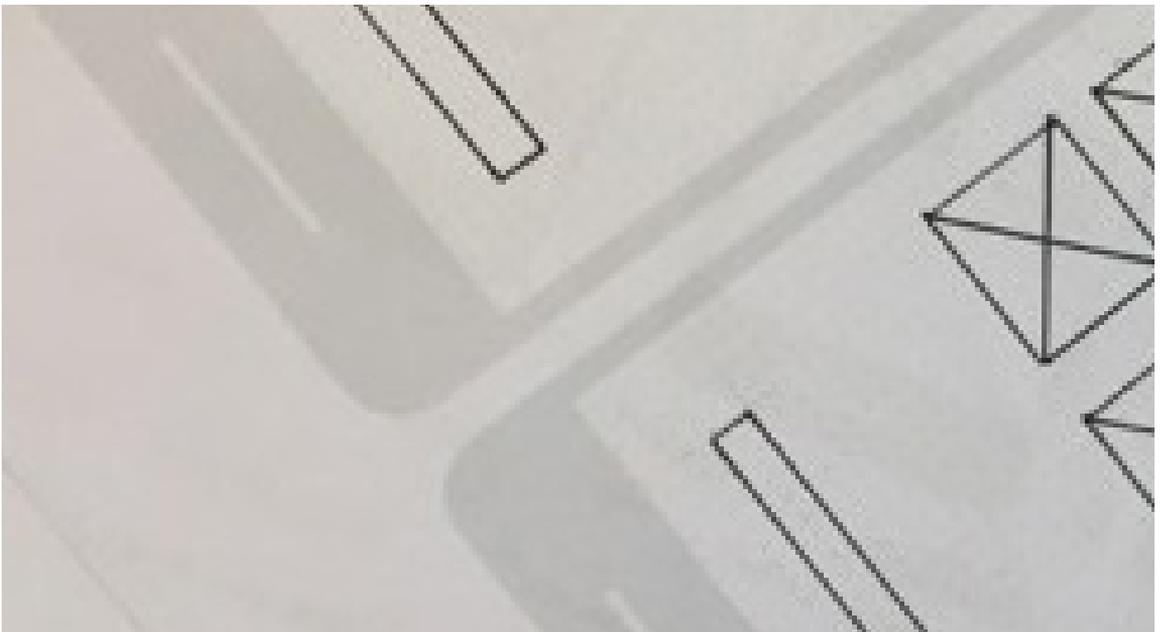
When carrying out different methods of research, whether that be with walking groups or individuals, all the information and insights that I collated would be reflective in the interface that I would be building.

From the beginning, I knew that having a navigation app was neither groundbreaking or imaginative. This is why I wanted to reflect what the user considered important when going outdoors.

These settings were:

- Confidence
- Terrain
- Time
- Location

I started to sketch out what I believed the users would be able to do, based on their age. This was a guided, linear approach.



Below you can see how I sketched out the experience from the start and what my users would be faced with when entering the app.

Using an approach which made it easier for the user to understand how to interact with the interface.

There were two main functions for the app:

An individual mode which would help the user get back out into outdoor spaces, using the filters that they already entered.

A recording mode which enabled the user to share new journeys and experiences with other users

Both journeys would be using experiences that I would have already made during the early stages of the app.



User Personas



Fiona

"I'm looking to get out more and have different experiences to go on"

FUNCTION: Retired Nurse
LOCATION: Scotland, UK
GENERATION: Generation Jones

BEHAVIOUR/CHARACTERISTICS

- Social able person
- Likes going on walks with her dog
- Also likes trying new places out
- Uses her smart phone to keep up with friends
- Loves outdoors

NEEDS/GOALS

- Have a way of accessing the local walking paths
- Be able to easily use the app
- Wants to have the opportunity to see community walking groups
- Having the ability to also switch between being on her own and being in a group

CHALLENGES/FRUSTRATIONS

- Does not like being overwhelmed by all the settings
- Feels apps repeat information through useless notifications
- Wants to be guided through how to use an app

WHAT STRIDE OFFERS HER

- Many different walks to go on
- Offers to help her set her own preferences
- Has both a social and individual aspect

PERSONALITY



Laura

"I use Strava for all my walks. Its just a habit, if I go out for a walk, I would put it on. It's just for personal, that's how I keep it going, I have a personal record."

FUNCTION: Physio
LOCATION: Scotland, UK
GENERATION: Generation Jones

BEHAVIOUR/CHARACTERISTICS

- Social able person
- Likes going on walks with her dog
- Likes to do more intense exercise
- Uses her smart phone to record her exercises
- Loves outdoors

NEEDS/GOALS

- Be able to compare distances and experiences
- Be able to easily use the app
- Would like to see more exposure for local groups for people who are recovering from injuries
- Having the ability to also switch between being on her own and being in a group

CHALLENGES/FRUSTRATIONS

- Does not like being overwhelmed by all the settings
- Would like to have a way of contacting groups directly
- Wants to be guided through how to use an app

WHAT STRIDE OFFERS HER

- Could offer her patients a way of getting back out
- Offers to help her set her own preferences
- Has both a social and individual aspect

PERSONALITY



Brand Development

What to call my app?

When brainstorming my brand name, I decided that the best way to do this would be to look at synonyms of the word walk.

I did this by going online and finding similar words, which would appear striking and easy to remember.

Once I had looked them all up, it was a process of looking through them all and Stride was the one that stood out.

When looking through my blog posts, the name first appeared as far back as week 6! At the time it was a work in progress, but as the project continued, the name stuck.

[SEE DEFINITION OF *walk*](#)

discipline

verb move along on foot

constitutional

gait

march

pace

perambulation

peregrination

promenade

ramble

saunter

stride

traipse

tramp

tread

turn

schlepp

Branding

Logo Creation

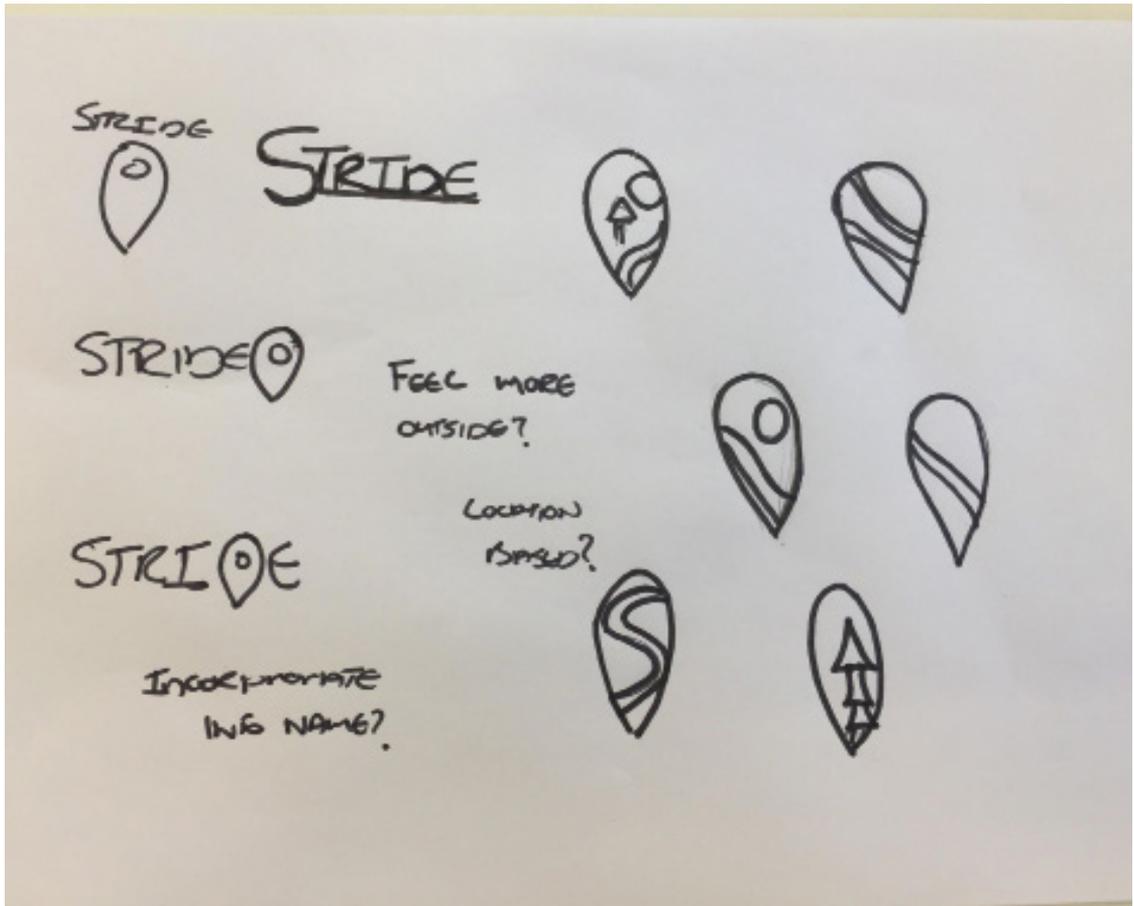
My initial sketches were to try and incorporate a location icon and to also to try and articulate that the person has somewhere to go.

Looking at my inspiration which was taken from apps such as Headspace and Calm, they used minimal and clean looks. I wanted to replicate how they got their brand and message across.

As you can see I managed to come up with three logo ideas, the first one was not really like a logo.

The second one seemed a little confusing with both shapes, which looked a little messy.

I ended up going with the third creation, which signalled with a little path in different shades of green.



Font Choices

Header Font

Jost*

Stride

Stride

or

Product Sans

Stride

Stride

When picking my font, I had the choice between the two, the first one was Jost* which was similar to Product Sans, although it seemed a little bolder.

Using this font made it easier for the user to read different headings.

Product Sans is a font which is used by Google in most of their apps.

I liked the look of this font, although I felt that the font would make the app looked like it belonged to the Google Eco-System, which is why I chose Jost.

Font Choice - Body

Roboto

Stride

Stride

Product Sans is a font which is used by Google in most of their apps.

I liked the look of this font, although I felt that the font would make the app looked like it belonged to the Google Eco-System, which is why I chose Jost.

Brand Guidelines

Final Logo



My brand guide represents a simple and minimal outlook, so the user is not overwhelmed by the interface.

I feel my logo represents this also, with it being minimal but also hinting at a pathway to newer places and spaces.

Header Font

Jost*

Stride

Stride

Body Font

Roboto

Stride

Stride

Colour Scheme



Accent



Dark Primary



Primary



Light Primary



Secondary

Text



Border

Colour

Tools

When deciding what tool to use for the creation of my app, I had initially decided to use Invision Studio.

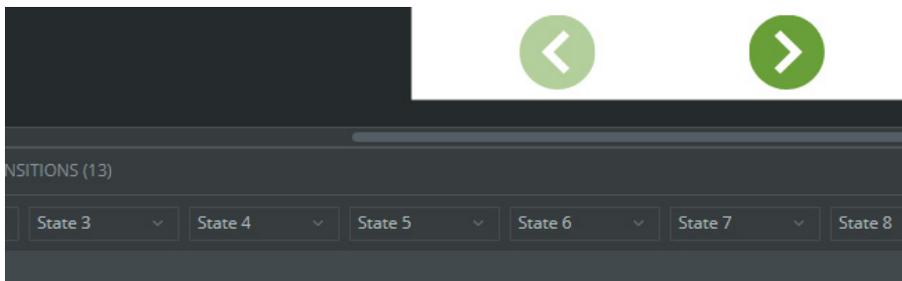
However, when I started to use the program, I soon discovered that it lacked the ability to enable user input, which for me was a deal breaker.

This was when I turned to Proto.io which had this functionality embedded inside the program, so it was a case of simply dragging and dropping.

Once I managed to get the hand of being able to animate with the different elements, I soon was prototyping with ease and trying out different ways to navigate between states and screens.

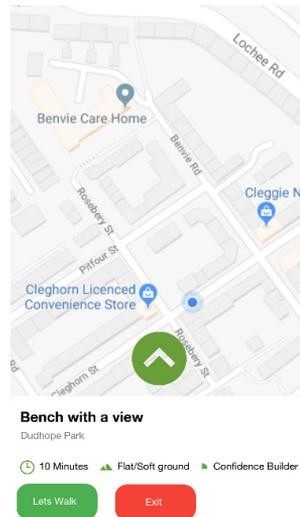
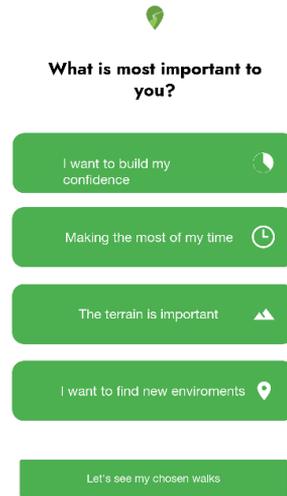
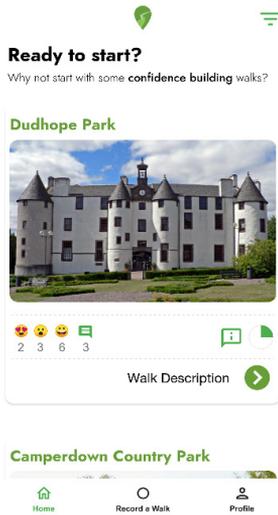
My main journey was going to be setting up the app, the 'getting to know you' stage, which featured apps. I wanted this to be the main user journey, but I would also feature different journeys alongside to help the lecturers understand what the users would be faced with.

Because of this, I had a lot of states within my screens. Some screens had quite a lot of states, which meant that it was quite a tedious task. I also created expanding containers. Since this was a linear journey to help the user, I knew that I had one main interaction in mind and then I could add on from there.



MKII

Screens



User Testing

User 1

User 1 noted how the on boarding screens were really useful and made her more understanding of the benefits of walking. She also liked how she could personalise the app without having to register. Another good feature was setting up her homepage too the way she likes.

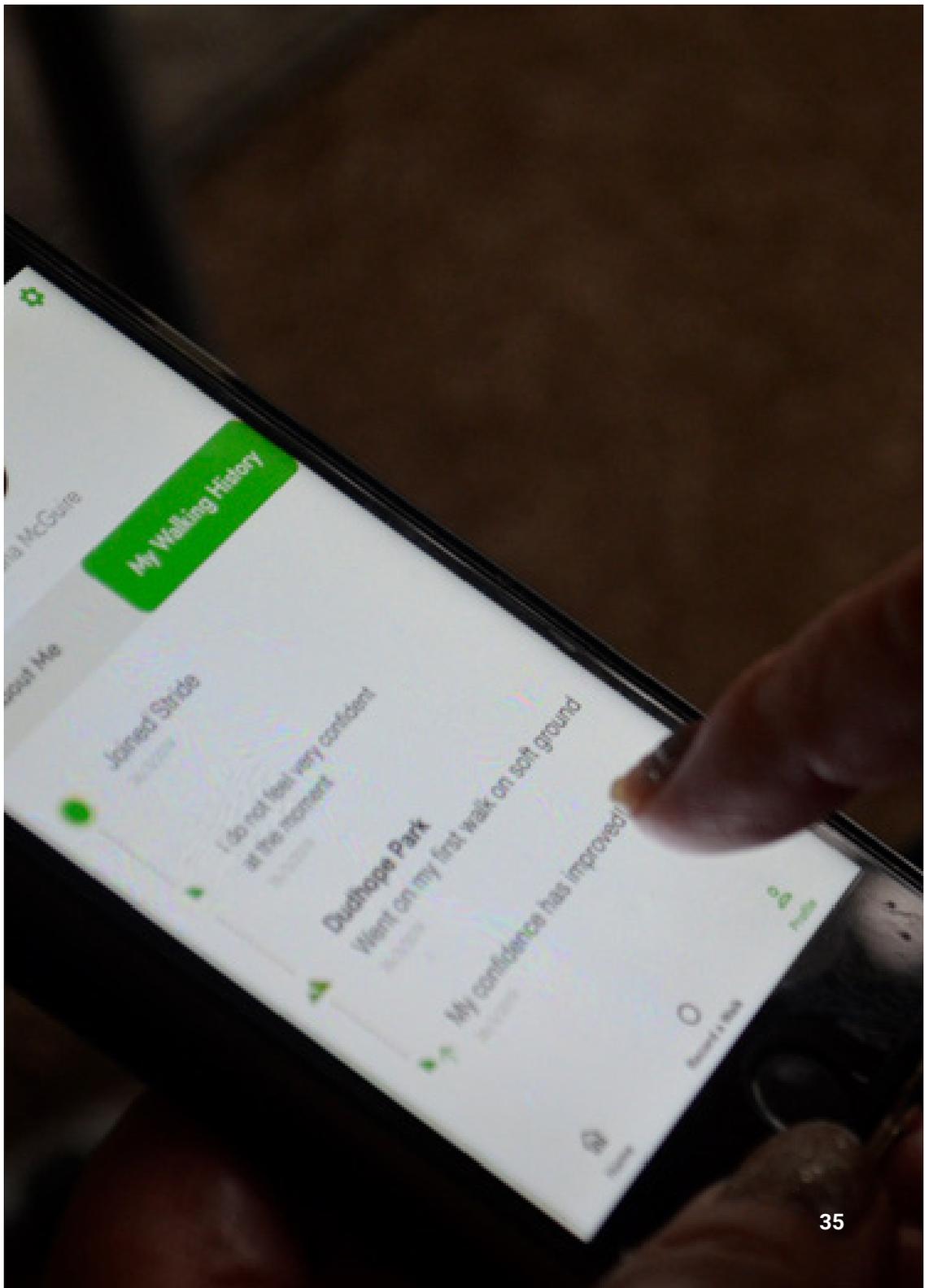
User 2

User 2 liked the way the interface looked and how easy it was to navigate through the different screens. The clean colours reflected the outdoor mood and it made her want to get outside.

User 3

His feedback was helpful, he felt that the interface was easy to understand. The buttons for navigation during the 'getting to know you stage' was self-explanatory. He also felt that when he was choosing the filters which would display on his home screen, was really intuitive.

He also stated that being asked questions made it easier to make decisions, rather than having to fill out long forms or enter in data.



Feedback on testing

User 1

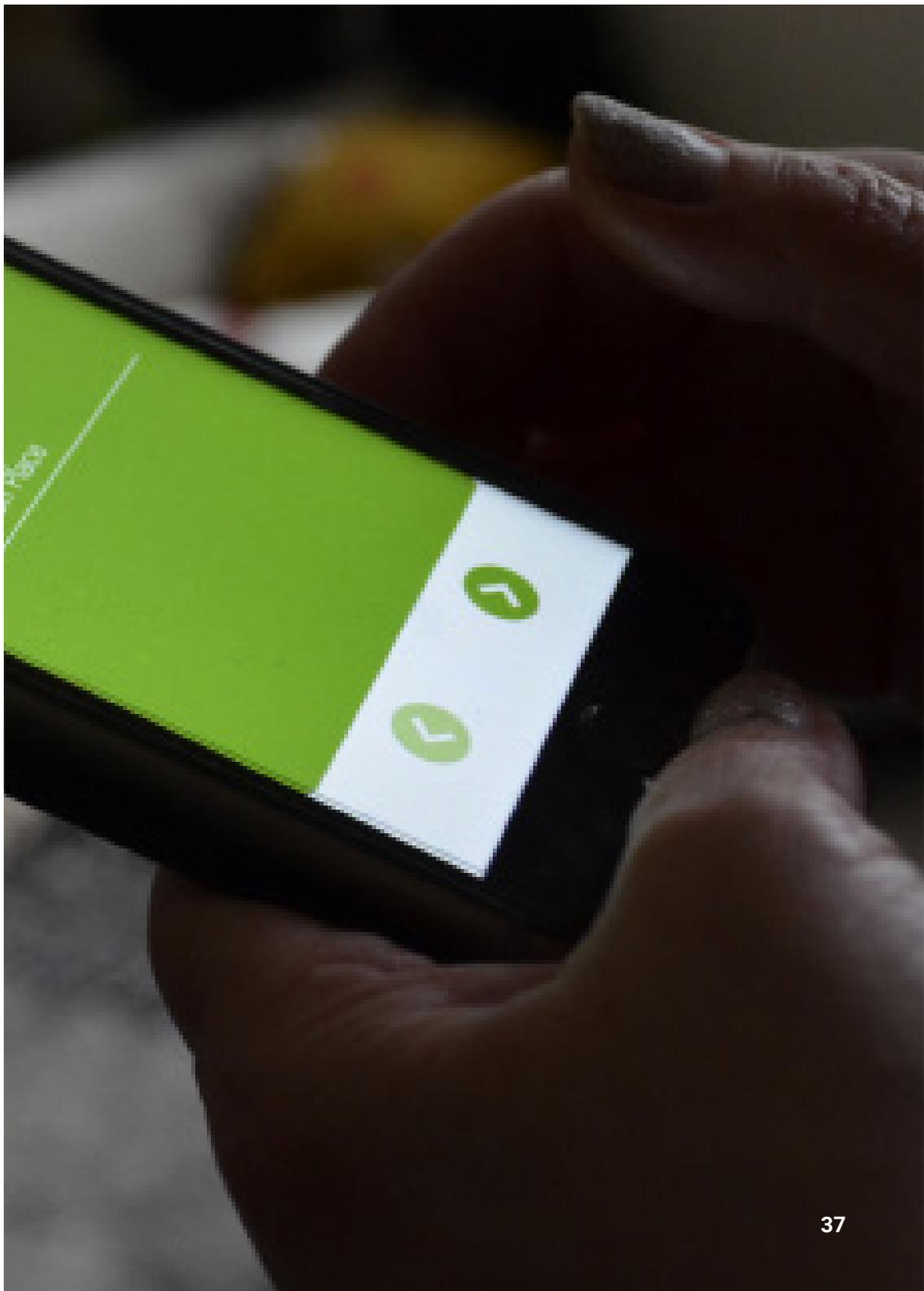
- Have a new screen for to 'prepare to get outside' button after cards screen
- Re-name the button 'short of time' to something that makes sense to the user
- Detail the illustrations with a caption of what they are
- Option to take an image with a button in the map
- Option to edit the walk when building the walk
- Change the name of the walking history tab, to make it a bit more friendly and informal
- Change Emoji's to more relatable ones

User 2

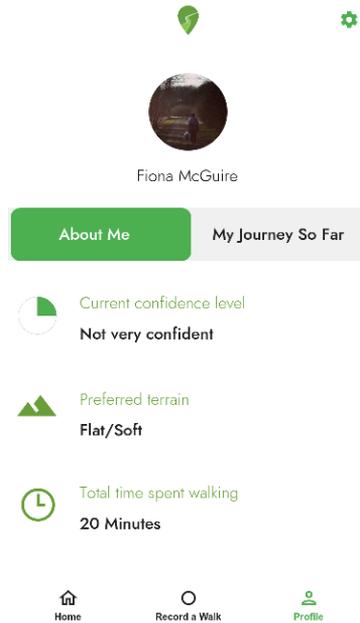
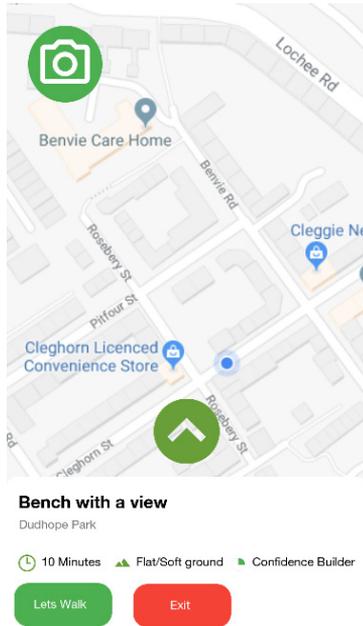
User #2 had said that when using the app she noticed that some of the grammar was not very good on some screens. She also noted that some of the tone should be changed to reflect the calm and informal tone of the app.

User 3

User 3 commented that all the symbols should be annotated and be clear to their functionality.



MKII Alterations



I carried out all of the suggestions made by the users, here are some of the alterations that I did.

Alteration 1

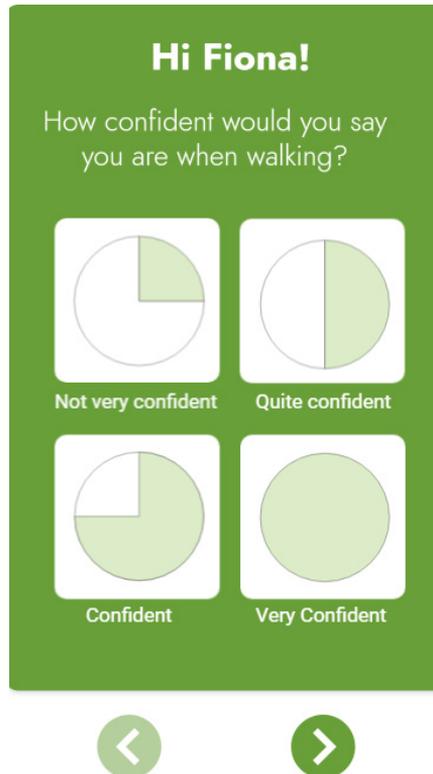
After noting that one user would like a function that would take images, I proceeded to add that in. By doing this, it made it easier for the user to then take images during the walk and then could upload them after they are finished there walk when they are back in the house. This removed the problem of exiting the app when using it to take any images.

Alteration 2

I also added captions to the images to signify what they were, making it easier to identify what they are. I also added a small tooltip to the confidence button, which also tells the user what it means. This removed any ambiguity.

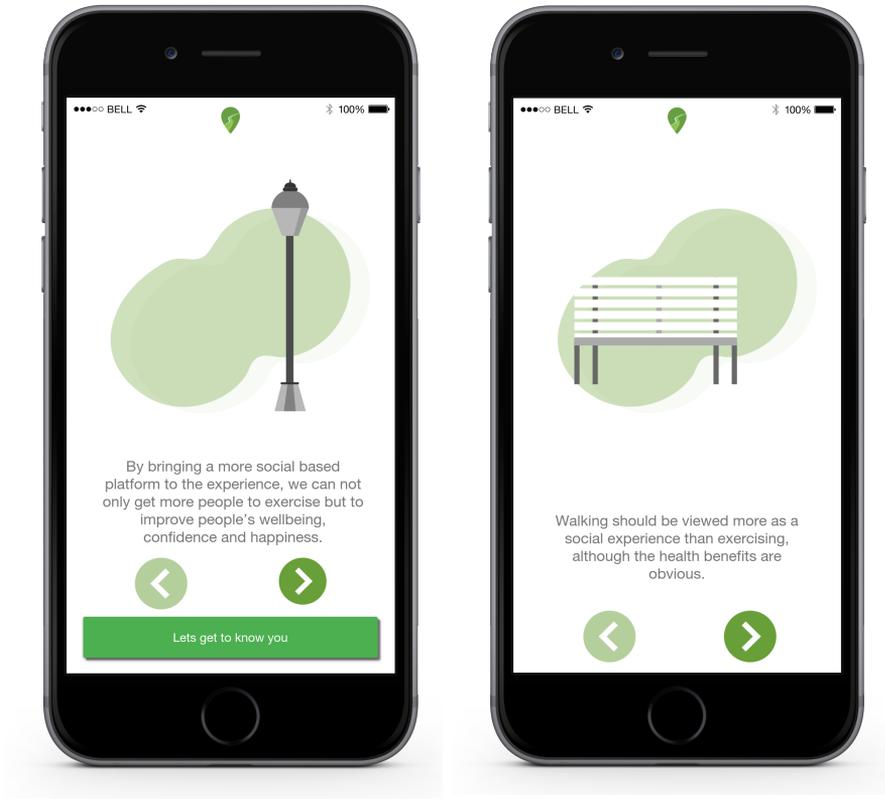
Alteration 3

I also changed the history tab, to make it a bit more informal. This was also recommended to me when the app was being tested. It made the user feel as though it was there space and it could be shared with other walkers and friends.



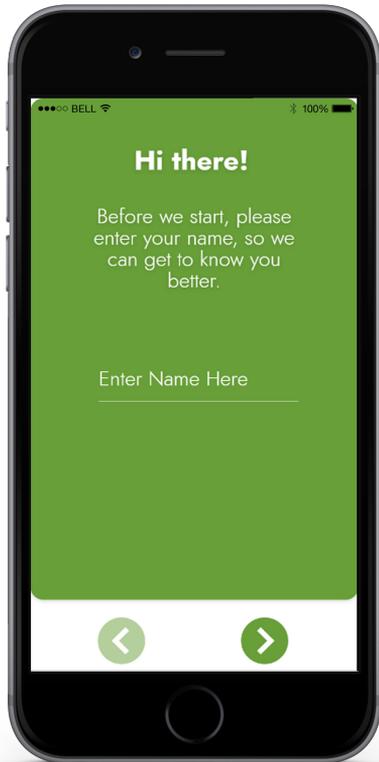
Final App Screens

Onboarding Screens



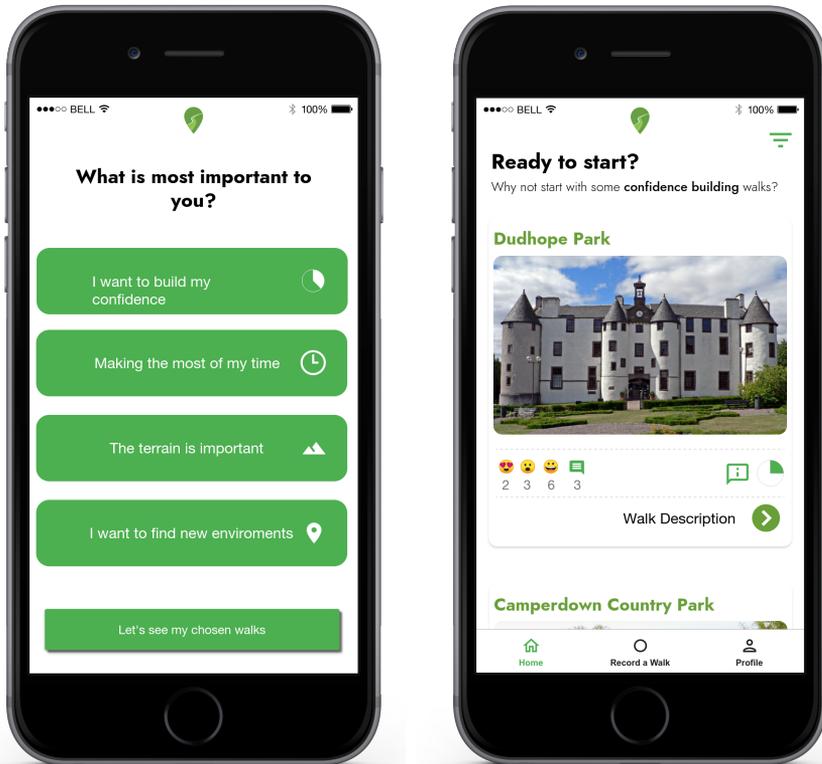
The onboarding screens are to give the users an insight into some good information and facts about the benefits of walking. The navigation is made easier with large buttons for navigation.

Getting to know you screens



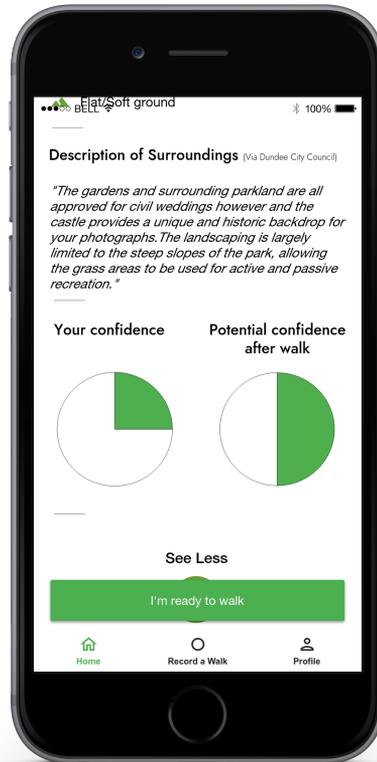
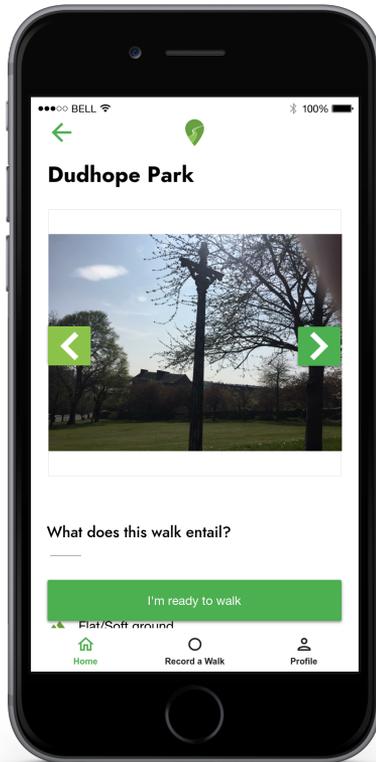
The getting to know you stage features cards which ask the user simple questions to try and build a profile of the user.

Filter Screen / Home



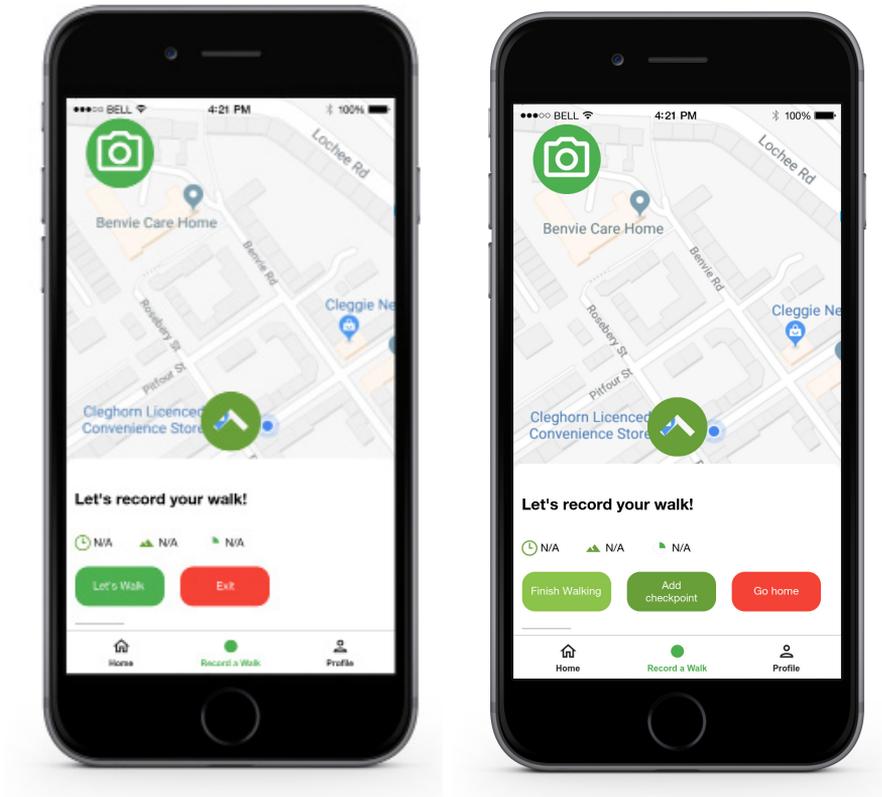
Once the user has chosen the settings, they will be faced with a filter screen, which they can personalize to suit them, which will then lead them to the home screen, which will show the user

Walk Description



Once the user taps the walk screen, they can then get the description and also expand to see the comment section.

Recording your own walk



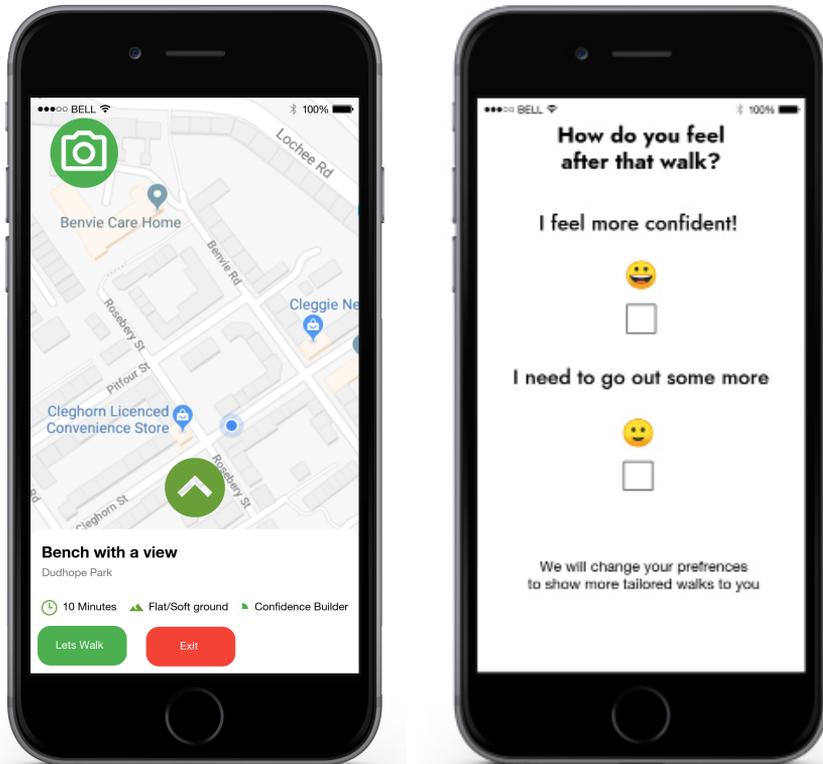
These are 'recording a walk' screens. Both screens are easy to navigate and easy for the user to record the walk.

Upload your recorded walk



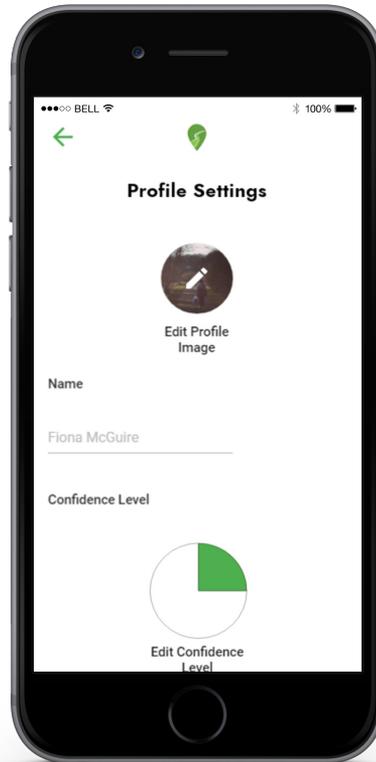
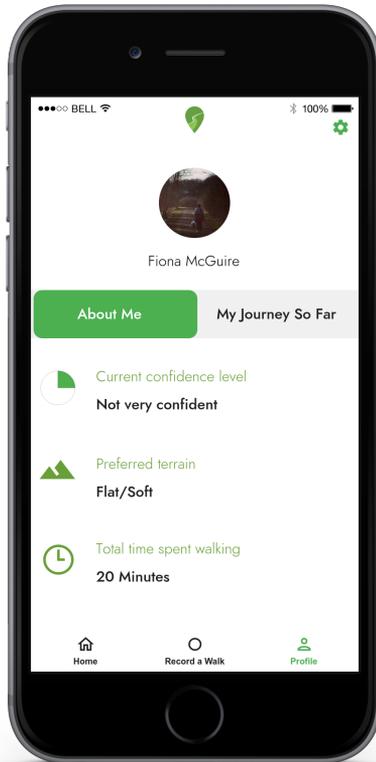
After they have recorded their walk, they can then add go through adding their walk to the app. This can include naming the walk and editing the length of time it takes them.

Going on a walk



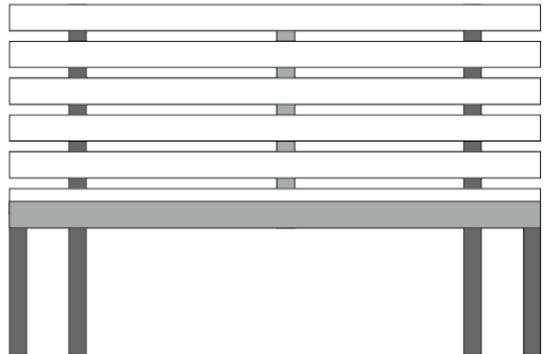
The map interface is easy to use and also makes sure that the walk is broken up into different sections. The record section is also similar to the getting to know you stage, where the user can build their own walk.

Profile / Settings



These screens are the profile and settings screen, they are made up after the user goes on a walk. The profile screen appears when the user accepts to make one after a walk.

Deliver



Stages

100 Words

The 100 words that describes my app.

Final Image

My final image showing the context the app would be used in.

Final Video

My final video showcasing my app.

Critical Reflection

My final video showcasing my app.

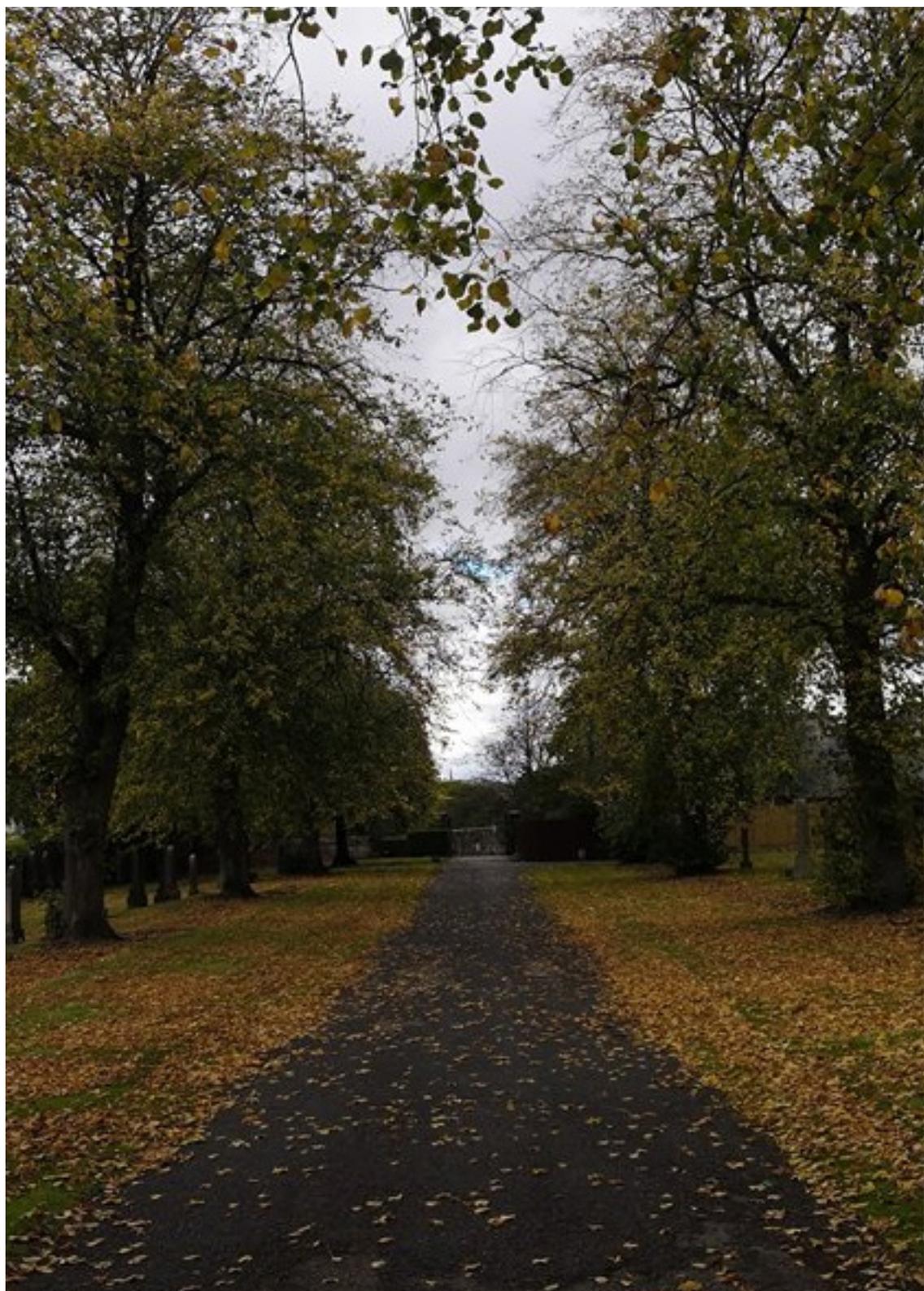
100 Words

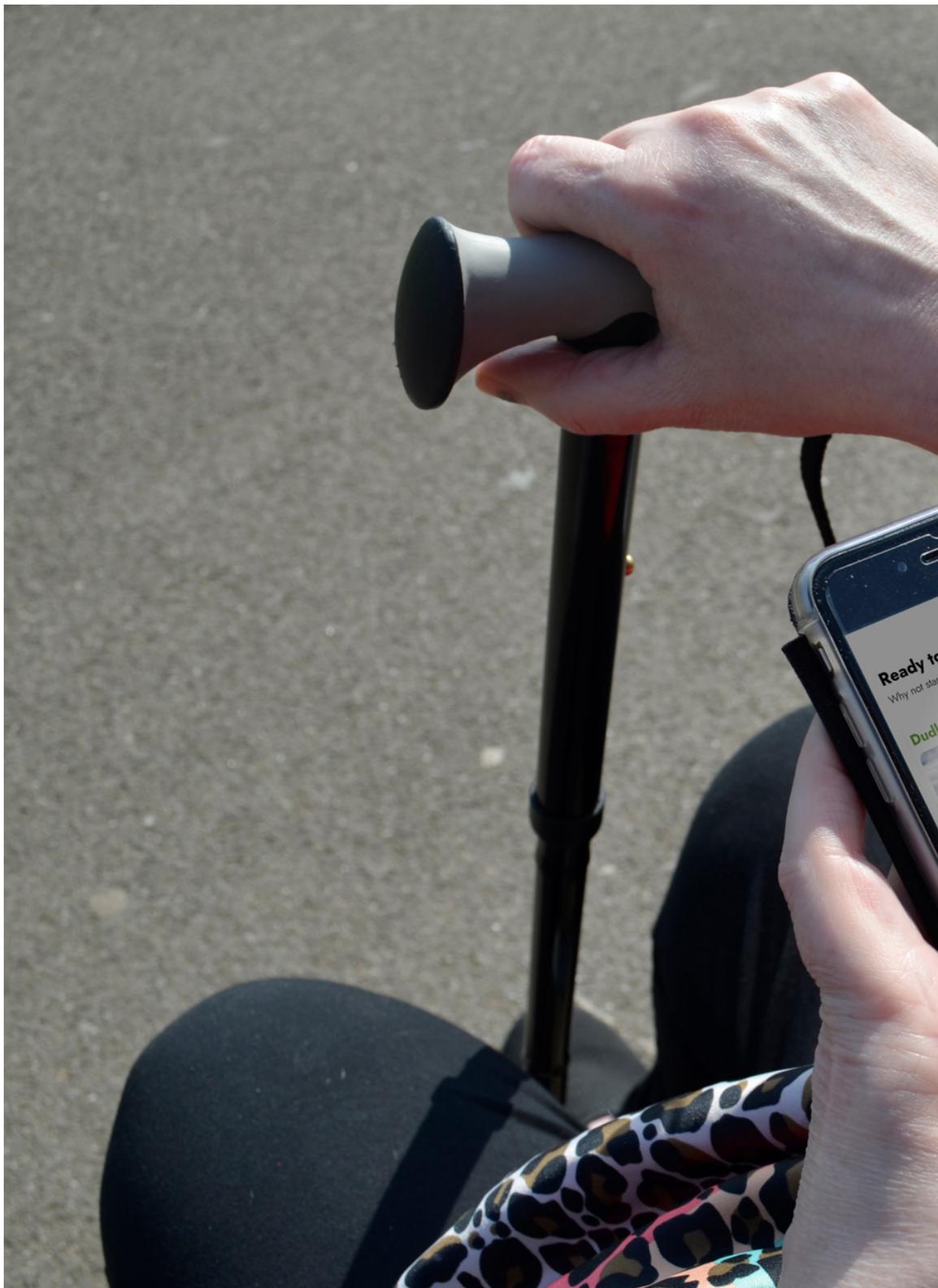
Stride is a social platform which is designed into helping people who are struggling with their mental or physical health to get back into outdoor spaces.

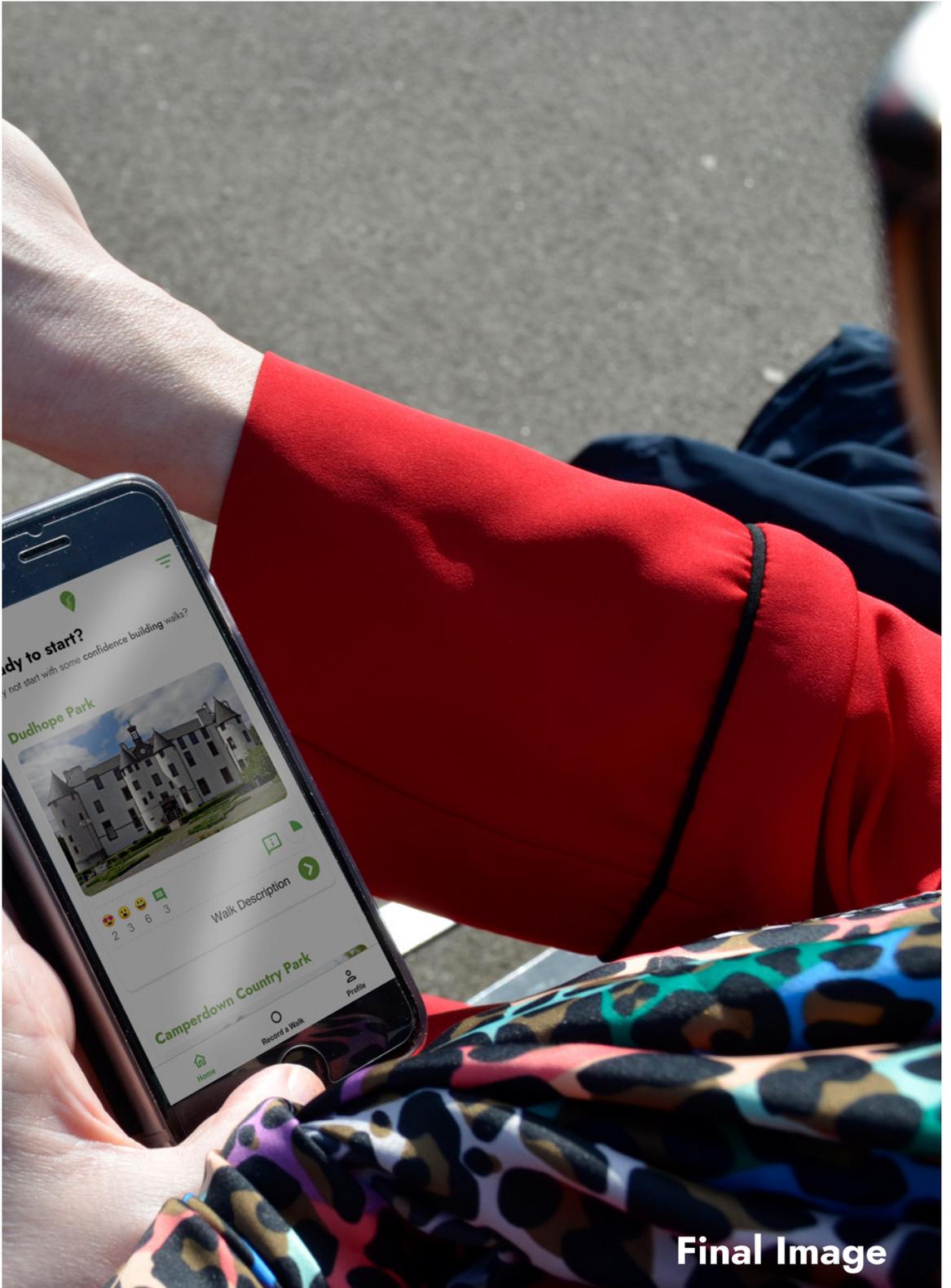
Stride focuses on personalising the experience when using the app by asking questions and using filters, making the user feel at ease about making choices and decisions relating to their confidence and personal commitments.

This makes it easier to transition outside and to also be able to share their experiences with other fellow walkers, they can even invite them along. Once they are confident enough, they can record their own walks to share with other users.









Final Image

One Minute Video

The video I feel reflects exactly the experience that I wanted to create for the app. I also wanted to film the personalisation experience and what that process would mean for the user.

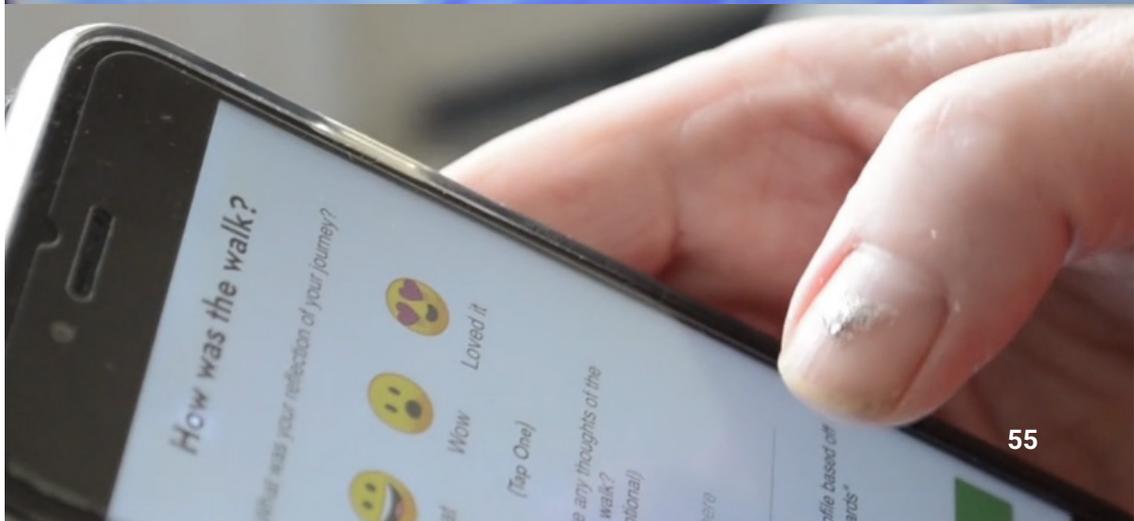
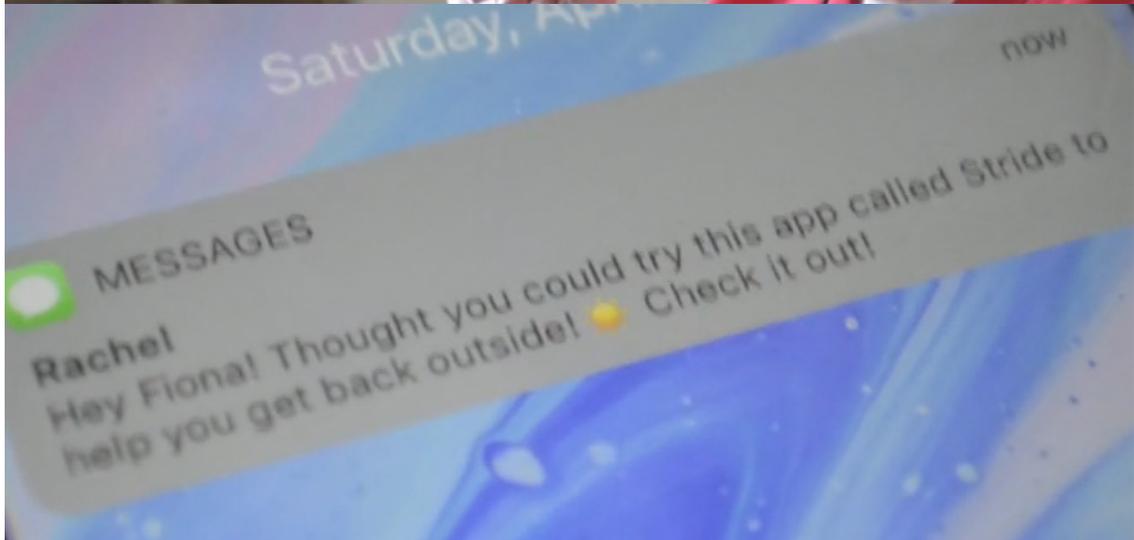
The person was my Mum, who for most of this project, had been one of the core users that I was trying to create an experience for. I did actually want to try and feature people from the walking group, however, due to consent forms and the like, I ran out of time.

The video begins with the user wanting to go outside and then she gets a text from a friend (word of mouth) that this new app can help her get back outside.

Following this, she goes outside using the map functionality, being able to go home if she wishes.

It also shows the ability to share with her friends, as well as leave feedback on her experiences outside.

You can view it on my blog.



Critical Review

Approaching the end of my project and my time at University, I have been doing my best to try and form my own design process, which is difficult when attempting to create a product at the same time.

This was important to me, as throughout my degree, looking at my design process was not something I gave much thought to and that is why occasionally I have come up short with my solution.

This was an issue for me as a designer, as I spent my entire time worrying about my final product, how it would look and getting it finished within a timeframe.

MY GOALS

Starting this year, I realised that the research stage had to feed into every stage of my design solution. Importantly, I started to realise that to gather good and efficient insights, I would need to do something different during the first part of the semester.

For my research stage I wanted to:

- Talk to people I was designing for, so whether that be an individual or as a group.
- Go along to events, try and observe what people are doing naturally and how their experience could be improved.
- Become integrated within the local community, listen to their experiences.

RESEARCH

To begin my design process, I had to see if there was any existing material surrounding mental health and walking. Luckily for me, there was, as there was academic papers and even some material that was covered on TV.

I also began talking to my Mum, who had suffered in the past from a lack of confidence and I wanted to gain initial insights into how she tackled getting back outdoors.

I gathered A2 sheets of paper and started to do different kinds of mind maps, which would pinpoint what was the standout theme that was apparent so far from my early research.

This gave me a good foundation to start my research and also provided me a good idea where I should start looking.

After Guru's day, it was suggested by that I get out into the local community and find out what groups I could go along to, to try and observe them.

This is exactly what I did, I went along to a walking group who were based not far from where I was staying.

First of all, it was quite daunting, going into an environment where I was having to observe and also interact with users who I was designing for. Being able to observe them in their natural environment, watching how they interact with each other, made me begin to understand how important contextual interviews were.

Even when talking to my mum, it became apparent that I was barely scratching the surface as to how important it was for people to get back out into outdoor spaces.

After speaking to her and to the groups, I could feel the common link starting to take place. That common link was Confidence.

DEVELOP

Navigation apps are not new or original and I wanted to make sure that it offered a more personalised experience.

After observing and interviewing people, I realised that there was a small list of criteria that people had when thinking about going on a walk.

These were:

- Confidence
- Terrain
- Time
- Location

This gave me the idea, that I should personalise it for each person, that way they could go on walks which would be tailored to them.

Interestingly, the feedback I received was positive from my users, as they said that during card sorting, having confidence at the top of the list was important.

Also, during an interview with my mum, I had found that she did not know how to edit a lot of settings in her apps, so being asked questions which would set up the platform for her would be important.

BUILD

Prototyping for me was finding the right tool to do it in.

Initially doing it in Atomic seemed like the way to go, it was free, similar to proto.io and Invision and was able to run on Windows.

That was before Atomic shut down and then I discovered that Invision did not have user input. That was when one of my friends suggested Proto.io as an alternative, plus I could use it on my laptop.

Using Proto.io was good and actually enabled me to do better user testing as they were able to input data. Displaying the app at degree show will be done using an iMac as it will then be shown on Proto.io.

CONCLUSION

To conclude, I feel as though my project has developed into something that I can be proud of. I have noted that throughout this process, that people have been the strongest aspect of this and will be the most weighted. Of course, my product is nowhere near the finished article, although it has been recieved warmly by the people I have been designing for, especially on social media. I hope to have it published on an external blog in the near future.

Most importantly, I have come to realise that the research stage of a project is the most important in my opinion and that is where I feel I have had the most enjoyment. It also enabled me to create a personal User Experience.



SD19.