

The Design Exercise
My Ambitious Google UX Intern Entry 2019
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Brief

Design an experience for new students to browse, search, and propose new student organizations. Provide your overall process, a wireframe flow, and one to two screens at higher fidelity.



An Iterative process is undertaken

Empathise

(Secondary research on what's already been done, Primary field research on the targetted user group, Interviews, Empathy mapping)

Define

(Secondary research for revision, Ikigai approach, Expert review, Data mining)

Ideate

(Sketching/Doodling, Storytelling, Dirty prototyping)

Prototype

(Mockups, Wireframing connections, high fidelity prototyping)

Research

13 Subject ranging from 12 - 16 years old and from different schools

Area: School

Group: Students between 5th and 10th grade

Subject names: Alphab mm, Navaf Noushad, Anandhakrishnan, Nadhiya CN, Ajo Thomas, Ben Christopher Bivera, Fathima, Divya S, Anoint Anto, Baily Jose, Sagar John, Calvin Jose, Ashiq Ullas

The results are after word-cleaning

What you love doing

Riding bikes, Swimming, Exploring western food, Traveling long distances, Eating all kinds of biriyani, Scifi movies, Admiring Vijay (actor), Civil engineering, Watching tv series in Netflix, Doing fitness and gym, WWE superstar moves, Playing Football and computer games, Keeping pets, Play badminton, Instagram posting, Dancing, Console gaming, Building gaming rig, Watching Sci-fi movies, Photography, Understanding politics, Trucking, Vintage cars, Science and technology, theatre, Wrestling, computers

What do you think the world needs

Good transportation for India, Flying Tesla cars, Automatic cabs, Easy micro jobs available to get paid instantly, Superfast fast internet, Country with more open mind people, App based voting, Future technologies where energy and health have good progress, More courses to pursuing dream career instead of just engineering and medical, Good opportunity for school students into football rather than only cricket, Cheap and easy access to internet to make communication easy, Understanding the difficulty of girls and ladies at public spaces, Freedom for children to start experimenting with small business ideas like exchanging computer peripherals and graphics cards, More recognition for photography to get recognised like Instagram platform, Smartphones with good features so that apps can be used by all people, Better way of teaching in schools, Better communication system to generate revenue

What do you think you are good at

Active engagement, Swimming, Athletics, Cooking from YouTube videos, Singing, Movie critic, Video editing, Preparing cheat sheets for self-learning, Last minute study, Athletics, Arts, Fifa gaming, Origami, Understanding about computers, Simplifying contents, Computer science, Social media trends, Editing, maintaining good health habits, Fishing, Physics, Public speaking, Standup comedy, Web design, Coding

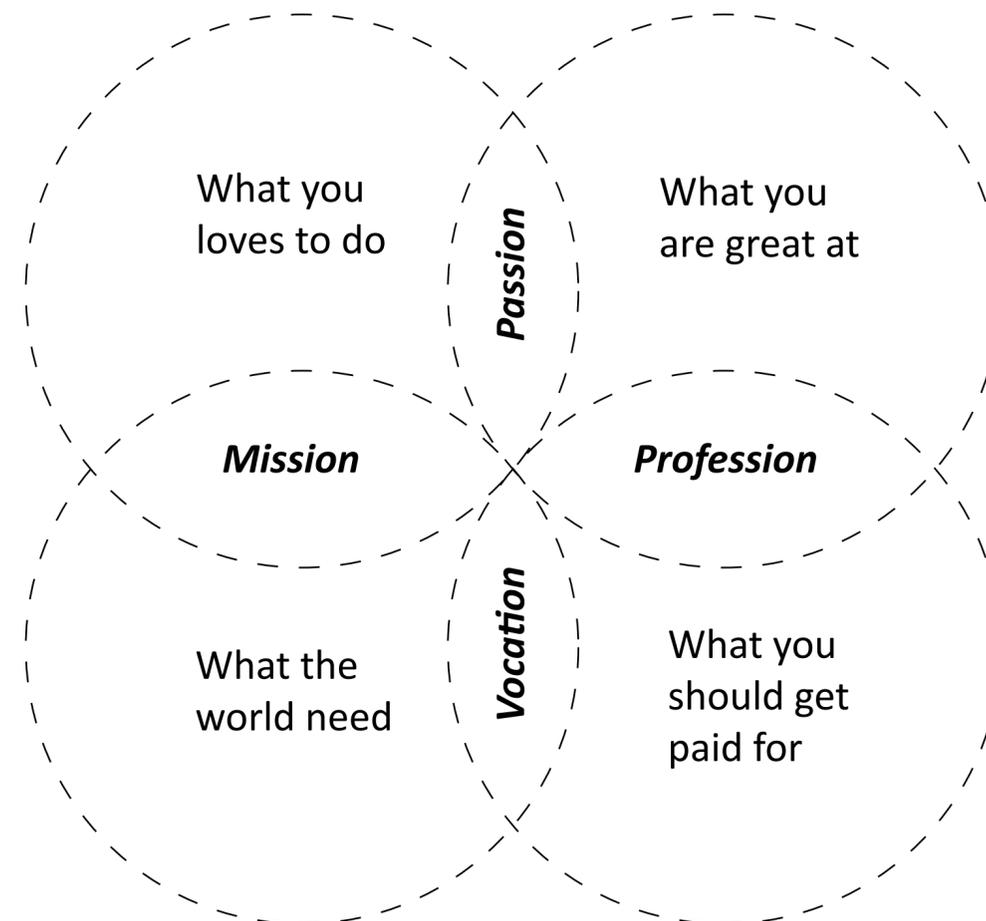
What you should get paid for in future

Customising bikes and designing, Workshops with lot of creative works, For creating or teaching in a school which teaches everything, Scifi movies, VFX, Engineering top notch methods to construct infrastructure, Advanced health instructor, becoming part of FIFA team, making ethical ways to implement technology on our landscapes, Dance company with new creative approach, Creating most successful game like Flappy bird, Creating new style of documenting moments and coming up with new ideas, Doing creative jobs which involves lots of adventures, Building futuristic city and urban planning, Creating bussiness websites like Amazon eCommerce

Ikigai

A Japanese concept meaning “A reason for being”

Identified this method from my readings. Incorporated this here as an experimental way to understand the user upon which the product is to be built upon. After preparing questionnaires which include the Ikigai questions, was able to extract an idea about the subject life's mission, passion, profession and vocation. This is also to empathise deeply with the subject as their direct replies might not be the ones a designer should rely on.





Storytelling

An imaginative construction of a story, as a good design practice. Based on data from subjects: Alhab mm + Navaf Noushad + Anandhakrishnan + Nadhiya CN + Ajo Thomas + Ben Christopher Bivera + Fathima + Divya S + Anoint Anto + Baily Jose + Sagar John + Calvin Jose + Ashiq Ullas

Aditya Shete (The student character who posses collective characteristics, ambitions and accumulated thoughts of all subject to create an ideal case to empathise deeply

“ Its Aditya’s first day at school, he’s been in a line for a while to get a new id card registration form. Already gotta bad feeling about the infrastructure the school 'maybe they are under construction'. There is a huge craving inside him to runner around the campus and see if there is everything he expected. Otherwise, It’ll all be waste for a decision to transfer from old school by ditching all of his cool friends. Aditya went ahead to see around, he didn’t go with the crowd but decided to start from spaces with fewer people, this is also such that the white tall girl who looks exactly like ‘Hailee Steinfeld in Bumblebee’ will not misunderstand him as if he is following her. But he couldn’t find anything that falls in his interest, He started regretting not listening to a single word at speeches at the first orientation event. He reached the central auditorium where there were science and computer labs which are tremendous that he’s never seen such big labs before. He wished for his phone to be there with him to Instagram everything. Even though he knows the reality that it is too early for an 8th-grade student to do expert level things there, he was just overwhelmed.

He was just staring through the glass into the labs dreaming about the wonderful upcoming times where he could get good attention from others and be considered the geek of the batch until he heard some voice of children who were fighting for something inside a crowd. He just went inside gently to figure out what could excite them this much on the first day at school where it is generally supposed to be the shyest and stressful day. He couldn't believe his eyes when he all those gizmos and cool stuff the school has arranged. There was nothing he was expecting but everything he wishes for, there arranged by the orientation team for students. He forgot to have lunch that day. ”



2015-16, 2014-15 and 2013-14 by States

● 2015-16 ● 2014-15 ● 2013-14



Self-defining a context in order to attain a well-thought design concept

<https://data.gov.in/major-indicator/percentage-schools-computers>

Insights

In the period of 2013-16 there have not been many advances in the education sector of India, particularly in the rural states. And there are states in India still with very less basic facilities at schools. As this data is a correlation of the percentage of school with computers between 2013-16, Choosing this particular dataset was based on predictive analysis that 'implementing computers at the schools indicate that the school has managed to attain other basic facilities'. And also in India schools with computers are ones with an academic budget for improvements.

Take Away: Find affordable ways of executing technology to improve upon curriculum and overall school experiences.

A glimpse into the technologies and design language used
An idea to bring Digital wellbeing by identifying factors missing in most digital tool existing



Physical Interaction



Fragrances



Privacy



Inclusive



Nostalgia



Self learning



Social

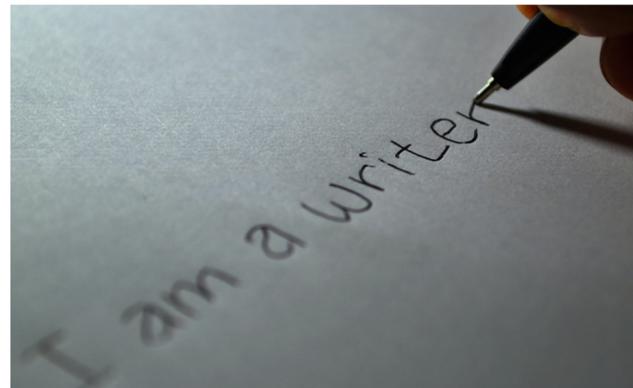


Intuition

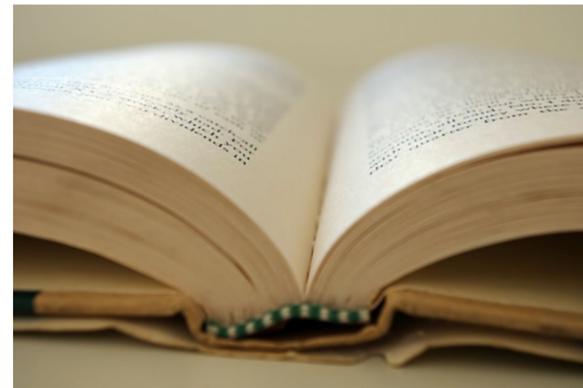


Texture

Most crucial ones managed to achieve in context of school environment



Tactile Experience: Intent to eliminate tradition interaction methods with the digital displays. As a value addition incorporated the experience of writing with white chalk on a blackboard which can also be rubbed off.



The fragrance of Material: As being one of the most ignored touches to most of mass manufactured products. The natural fragrance is an added value comes free when choosing traditional materials like wood and paper over plastics (Industrial Materials).

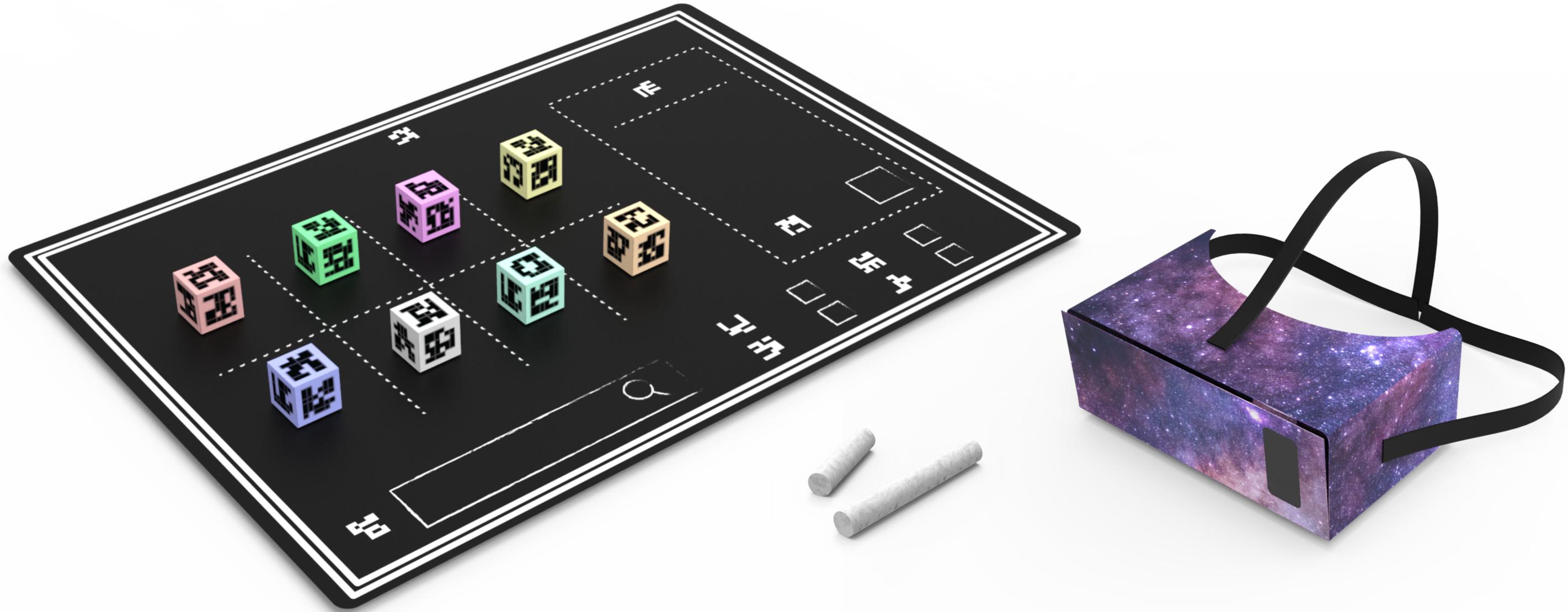


Peer Interaction: Very important aspect for making users more engaging and experimental. Also, well thought HMI can incorporate peer to peer learning opportunity if the product is interactive.



Curious: As referred to as 'WOW FACTOR', creating something which is completely new but intuitive. This is where when it comes to practical implementation, understand the reality and ways to engage the user to actually start using the product.

Concept:
Table top immersive AR blackboard





Pick up cubes to explore more options

On

Sports

Music

Dance

Theatre



Social



Health



Art



Volunteering



Write down your ideas about the new events you wish to participate

After writing put a tick in the box



Write down and wait to search



After writing put a tick in the box



Write with your regular white chalk

↑  Pick up cubes to explore more options

Sports Music Dance Theatre

Social Health Art Volunteering

Write down your ideas about the new events you wish to participate

After writing put a tick in the box

Write down and wait to search

Lower Primary Upper Primary
High School Higher Secondary

Write with your regular white chalk



 On



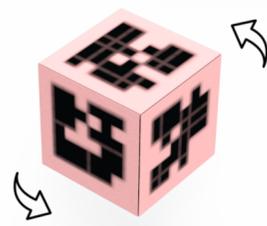
   

 off





Pickup and rotate the paper cube, Each face is a submenu

Mar 05

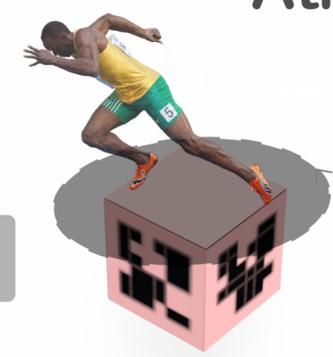


Cricket

Venue: Main Ground
Incharge: Mr Jindhal Singh



Feb 20



Athletics

Venue: Indoor Stadium
Incharge: Ms Usha P



Mar 22

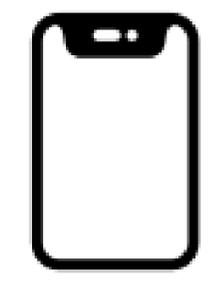


Football

Venue: Nehru Ground
Incharge: Mr Rohan M



Backend



Smartphone

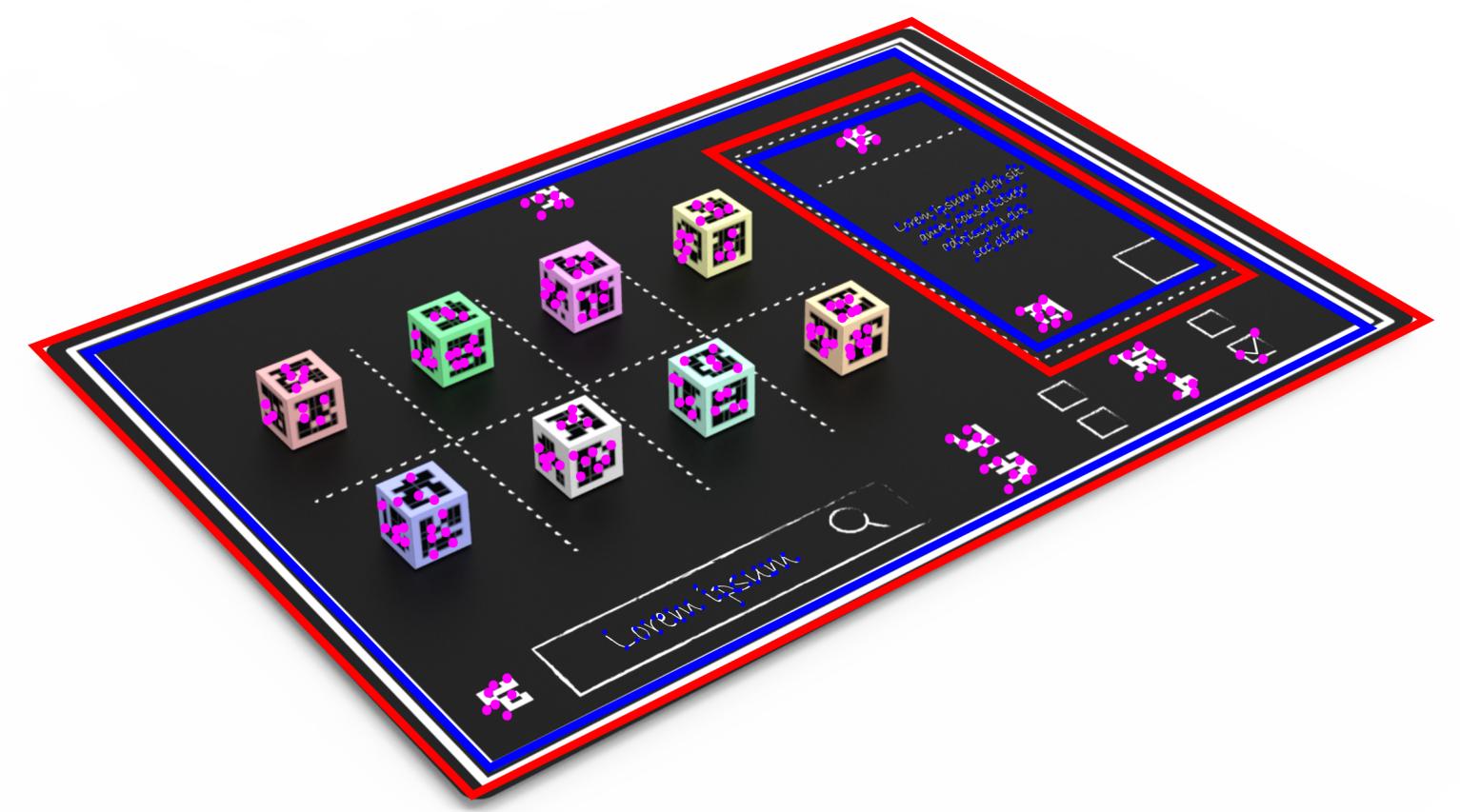


AR Headset



App

Letting machine do the boring learnings



Reference

<https://en.wikipedia.org/wiki/Ikigai>

<https://data.gov.in/major-indicator/percentage-schools-computers>