MICHAEL PAPANIKOLAOU

UX DESIGN PORTFOLIO
2019

QUALIFICATIONS

Bachelor of Design, Graphic and Object design
University of New South Wales
(2014-2018)

UX/UI Design
RMIT
(2019)

Diploma of Industrial Design
Enmore Design Centre
(2018-2019)

High school Certificate
The Scots College
(2013)

CONTACT

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DESIGN RELATED SKILLS

User Research
Usability testing
A/B testing
Analyzing User behaviour
Creating UI animations
Personas
Ideation and concept sketching
Problem-solving
User-centred design
Designing app wireframes
Research - quantitative, qualitative
Low-MId-High fidelity Prototypes
Empathy mapping
Affinity mapping
User flow
Journey mapping

DESIGN PROGRAMS

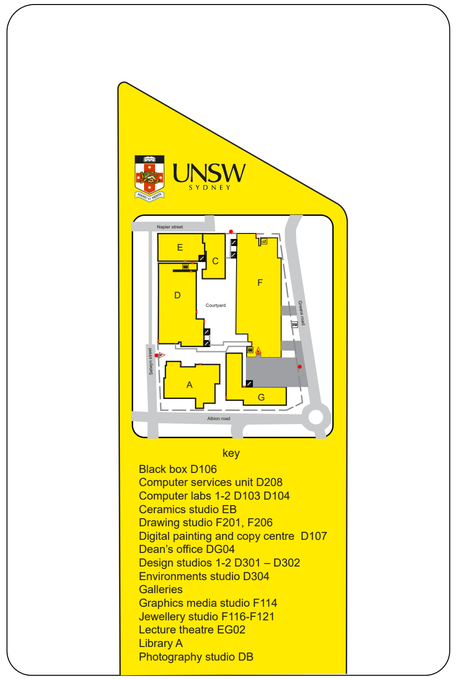
Adobe suite,

Sketch
Adobe Xd
Principle
Invison
Figma

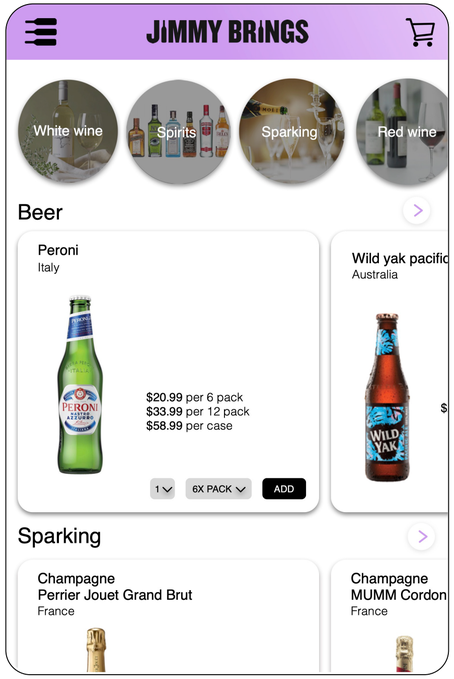
Microsoft office
Mac

Soildworks
Keyshot

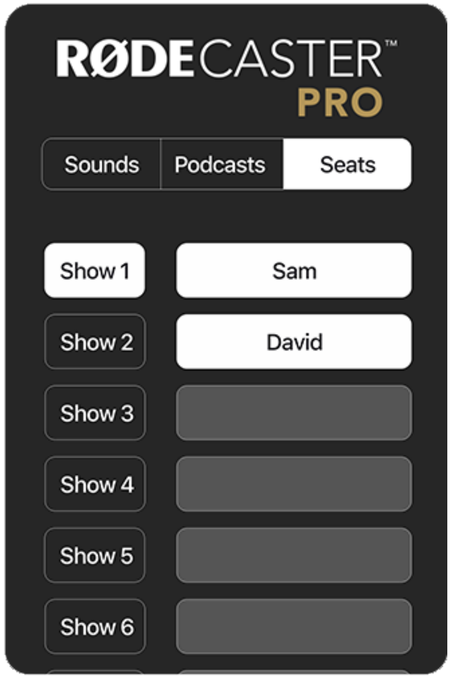
CONTENTS



UNSW WAYFINDING



JIMMY BRINGS



RØDE MICROPHONES

UNSW SYDNEY | Art & design

ANALYSING BRIEF

Needs to be designed for UNSW art and design, but would like it to be easily up scaled for other campuses

The icons need to allow visitors and students to find facilities with ease, clear icon design is needed.

The client (UNSW Art & Design) requires an innovative solution to the problem of wayfinding around the campus. The response to this site-specific brief must contain consistent directional elements and iconography designed to orientate faculty, students and visitors from the street perimeter of the campus, to individual buildings and facilities, and then to the respective floors and rooms of the buildings without confusion. It should include methodologies for locating and signposting spaces such as studios, workshops, library, administrative departments, learning commons, research labs, makerspace, and other facilities and services such as the library, lecture theatre and toilets. The wayfinding system must utilise key elements of UNSW branding system. Your design concept must apply human-centred universal design principles, such as accessibility, that are appropriate to all users of the campus

I want the visitors to be able to find facilities without the use of a device. The use of key signage is to guide people from the front entrance to their destination on campus.

The use of the logo and colour scheme could be implemented allowing it to align with the UNSW brand.

RESEARCH
WAYFINDING

To the right are the most influential excerpts from the research I conducted. These helped to create legible signage which in turn will create efficient movement on campus.

Wayfinding is the cognitive element of navigation. It does not involve movement of any kind but only the tactical and strategic parts that guide movement. wayfinding is not merely a planning stage that precedes motion. Wayfinding and motion are intimately tied together in a complex negotiation that is navigation. An essential part of wayfinding is the development and use of a cognitive map, also referred to as a mental map

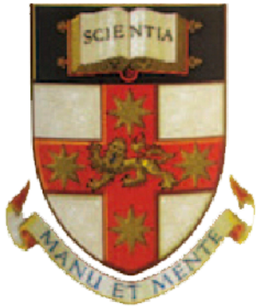
Darken, R.P. and Peterson, B., 2014. Spatial orientation, wayfinding, and representation.

.

Cognitive maps, though, are not just a set of spatial mental structures denoting relative position, they contain attributive values and meanings. As Wood and Beck (1989) explain, the cognitive map is not independent of meaning, of role, of function, of need, of end, and of purpose. This distinction leads to the conclusion that a cognitive map includes knowledge about places as well as knowledge consisting of spatial relationships (Kaplan, 1976) and that cognitive maps involve the integration of 'images, information and attitudes about an environment' (Spencer & Blades, 1986 p. 240). They are in effect 'representations of objects and their associations' involving generic and motivational information.

Kitchin, R.M., 1994. Cognitive maps: What are they and why study them?. Journal of environmental psychology, 14(1), pp.1-19.

RESEARCH
UNSW LOGO EVALUATION



1952

1994

2010

2012

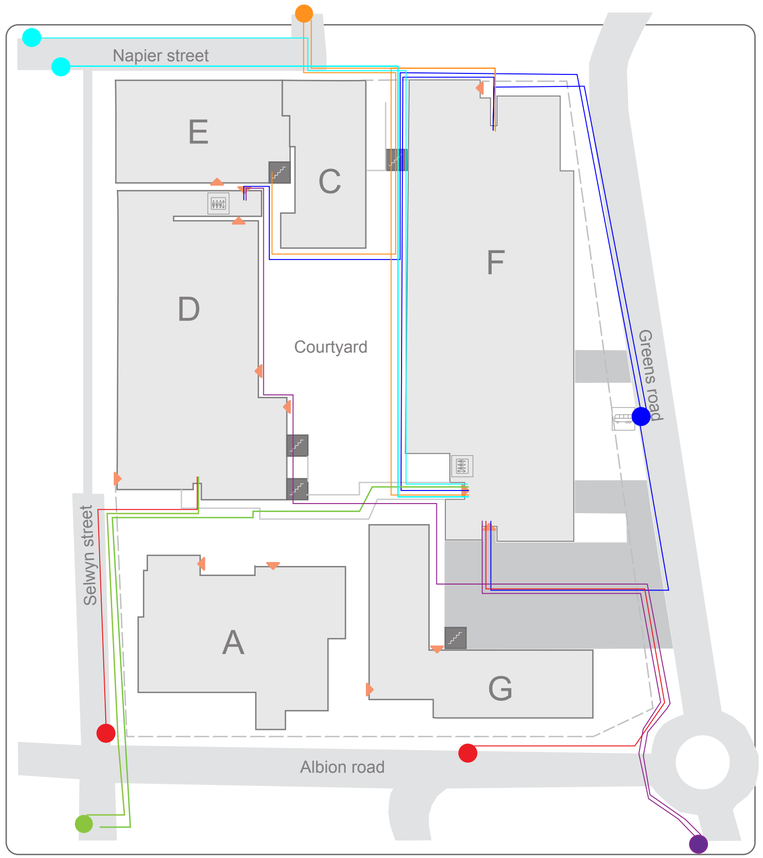
2017

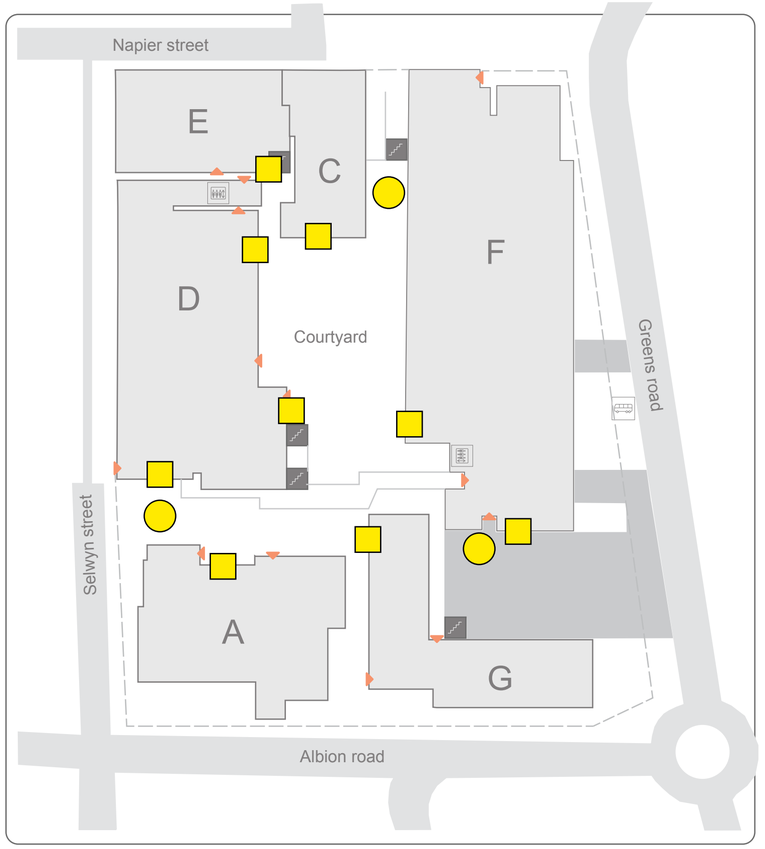
Over the course of time there has been a contemporary evolution of the UNSW brand whilst still paying homage to the original coat of arms which was granted by the collage heralds in 1952.

This will be an important element in my wayfinding aesthetic allowing people to distinguish they are on UNSW campus.

JOURNEY MAPPING

Over two consecutive days, I mapped 6 users with varying degrees (totalling 12 journeys) as they entered into the campus. From this research, I determined where to put the signage to create user-friendly journey.





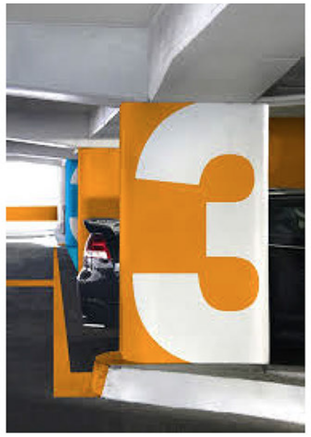
KEY

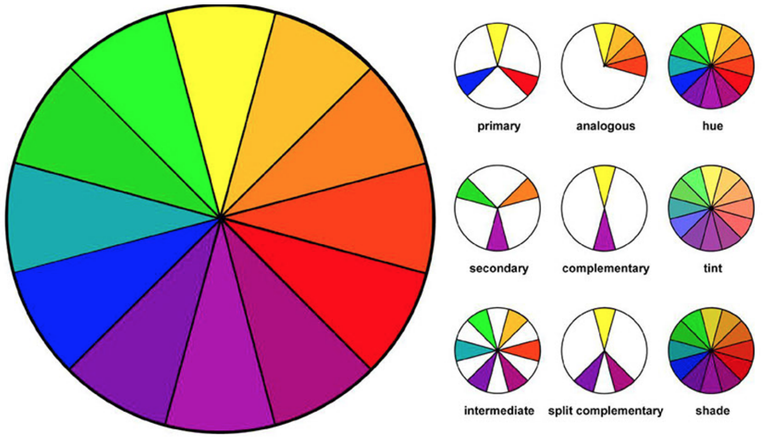
- User 1
- User 2
- User 3
- User 4
- User 5
- User 6

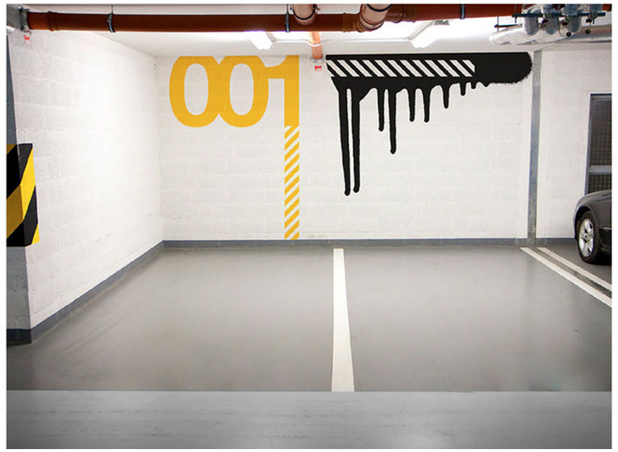
- Entrance to building
- Totum pole
- Buliding Signage
- Level signage (will be on the entrance to each level)

IMAGE BOARD

One of the original ideas of the design was to use the colour theory as there are 6 building which all sit in a circular pattern. This would mean that the complementary colour would be the building opposite of the building of primary colour.







FINAL DESIGN
FONT & COLOUR

The distinctive yellow and black colours incorporated in the UNSW brand are implemented allowing a synergy with the UNSW brand. The two colours are contrasting allowing for ease of wayfinding.

C75 M68 Y67 K90

R0 G0 B0

#000000

C0 M5 Y100 K0

R255 G230 B0

#FFE600

Arial is the chosen font because of the ease of legibility from a distance. Again this font is incorporated in the UNSW brand.

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

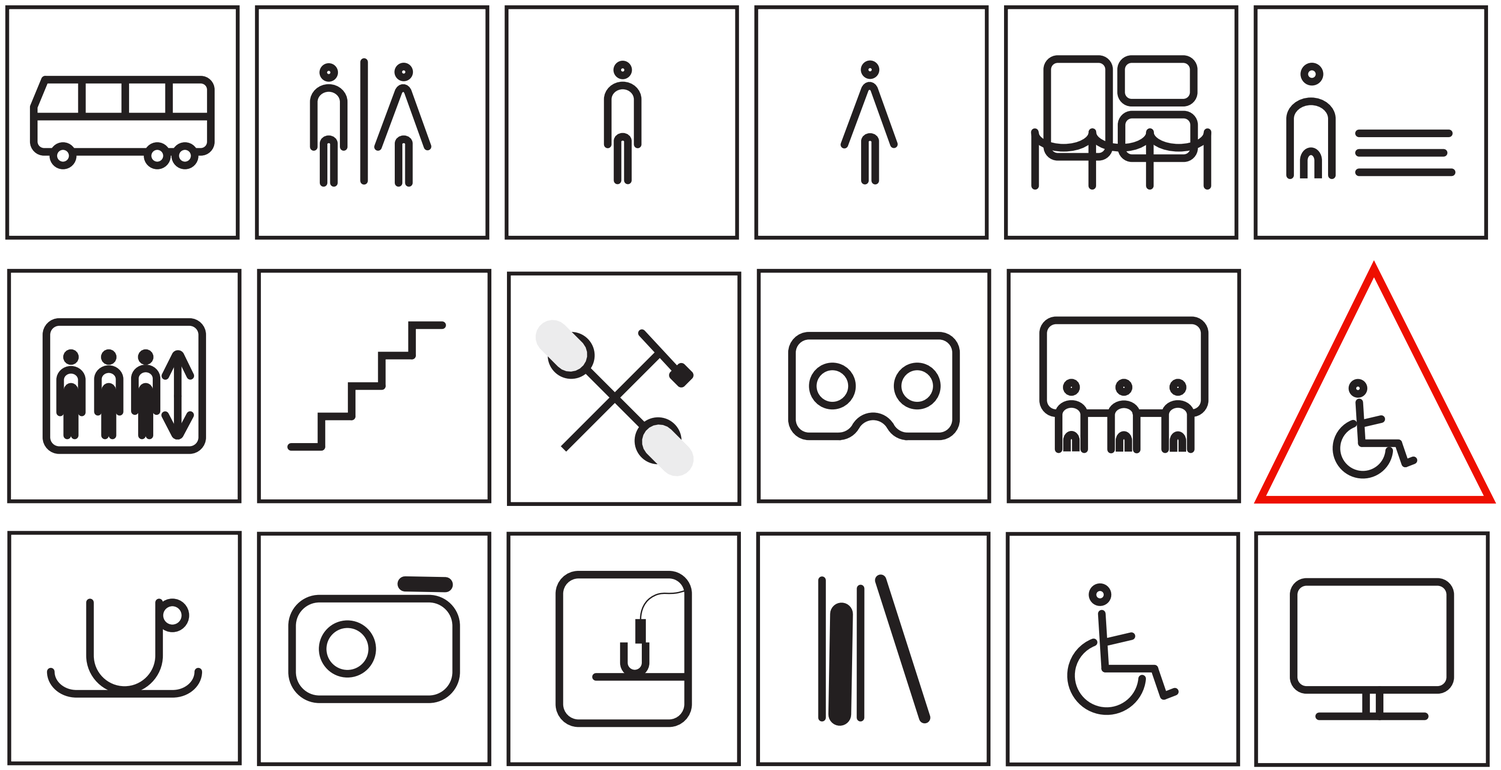
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

, .

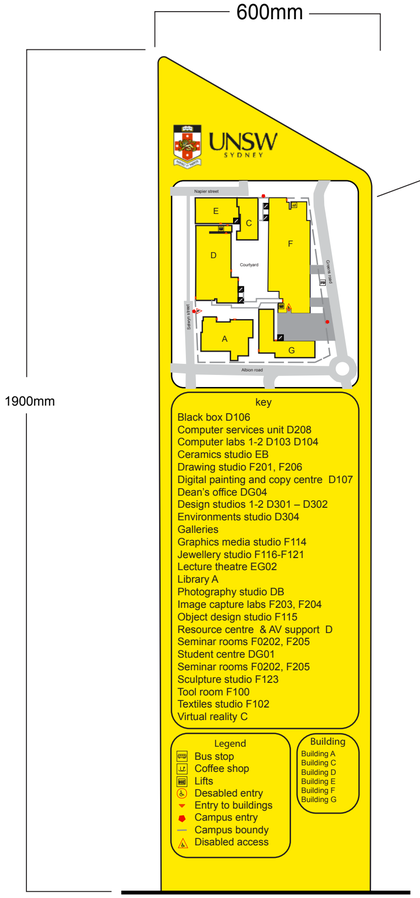
FINAL DESIGN
ICONOGRAPHY

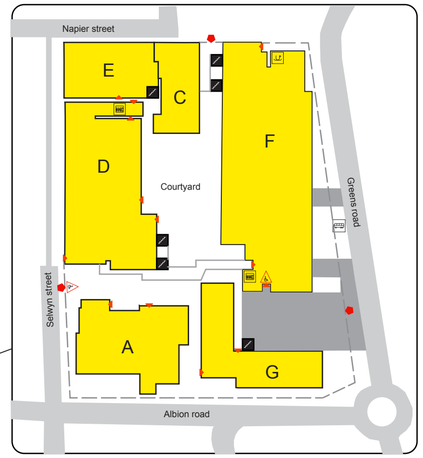
The icons were developed by using a minimalistic philosophy, this allows for ease of legibility whilst having a unique aesthetic.



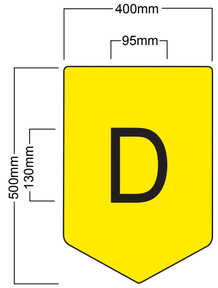
FINAL DESIGN
SIGNAGE

TOTUM

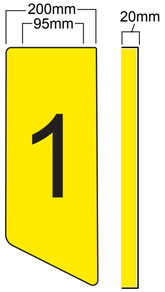




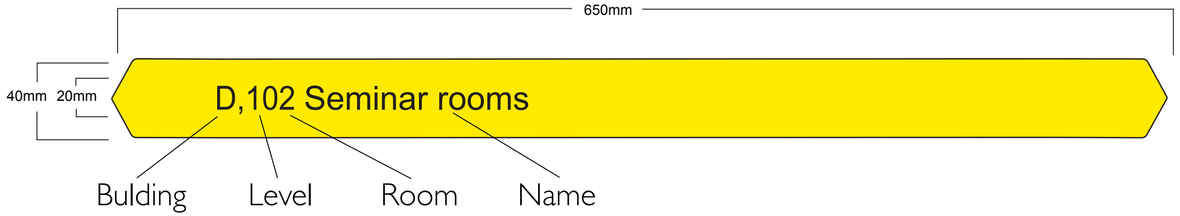
BUILDING



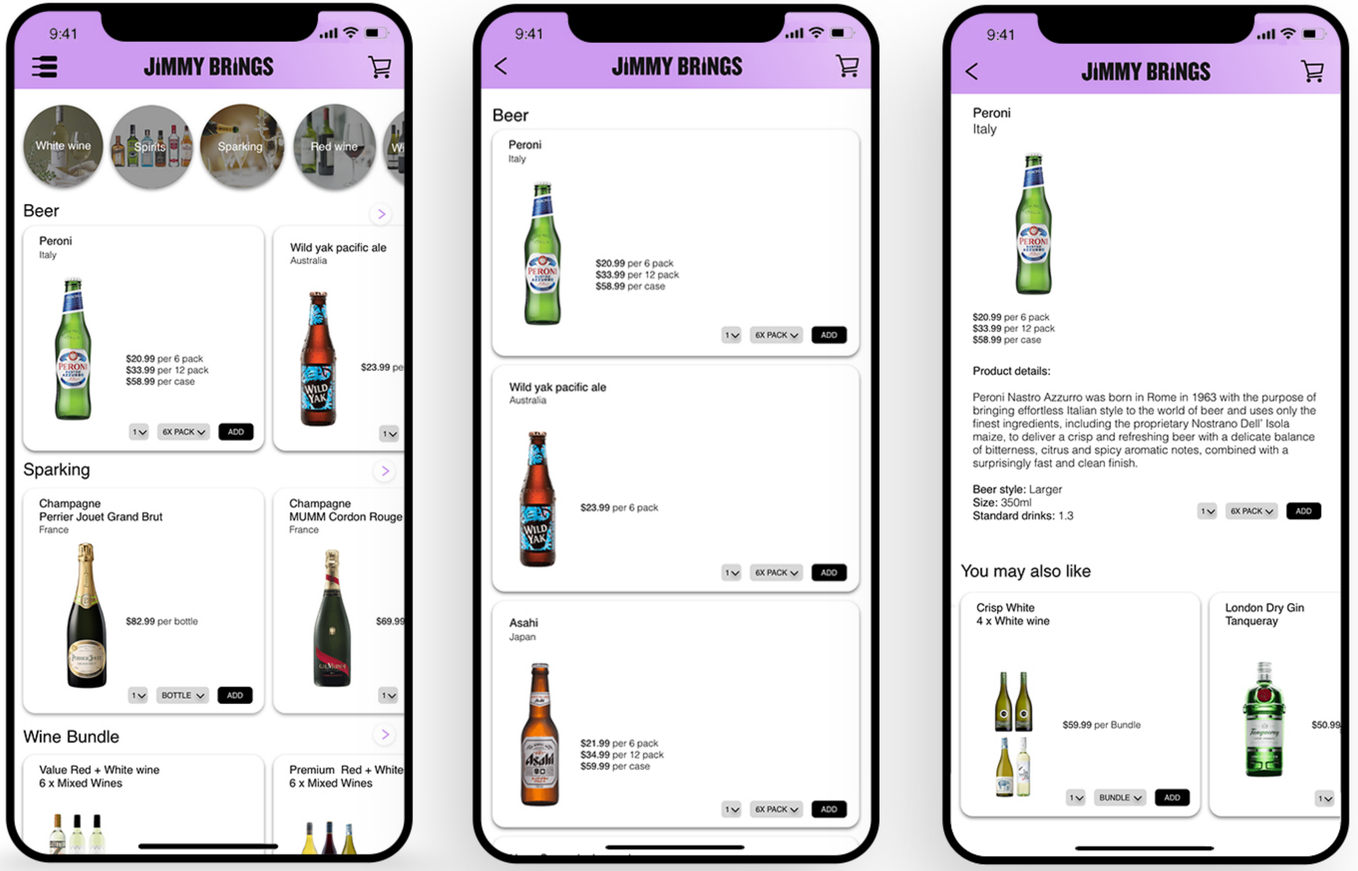
LEVEL



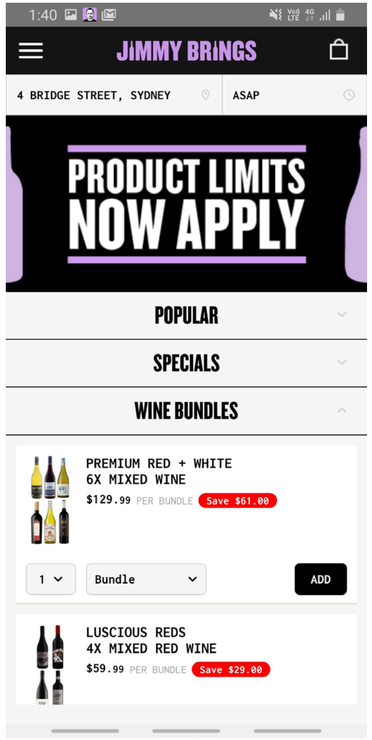
ROOM



Elements of the shape of the USNW logo was used as the key feature of the of the wayfinding signage system.

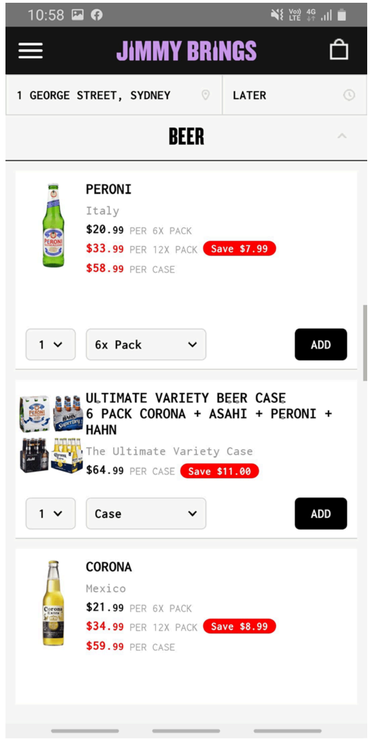

9:41
JIMMY BRINGS
White wine
Spirits
Sparking
Red wine
Beer
Peroni
Italy
$20.99 per 6 pack
$33.99 per 12 pack
$58.99 per case
1
6X PACK
ADD
Wild yak pacific ale
Australia
$23.99 pe
Sparking
Champagne
Perrier Jouet Grand Brut
France
$82.99 per bottle
BOTTLE
Champagne
MUMM Cordon Rouge
France
Wine Bundle
Value Red + White wine
6 x Mixed Wines
Premium Red + White
6 x Mixed Wines
9:41
JIMMY BRINGS
Beer
Peroni
Italy
$20.99 per 6 pack
$33.99 per 12 pack
$58.99 per case
1
6X PACK
ADD
Wild yak pacific ale
Australia
$23.99 per 6 pack
Asahi
Japan
$21.99 per 6 pack
$34.99 per 12 pack
$59.99 per case
9:41
JIMMY BRINGS
Peroni
Italy
$20.99 per 6 pack
$33.99 per 12 pack
$58.99 per case
Product details:
Peroni Nastro Azzurro was born in Rome in 1963 with the purpose of bringing effortless Italian style to the world of beer and uses only the finest ingredients, including the proprietary Nostrano Dell' Isola maize, to deliver a crisp and refreshing beer with a delicate balance of bitterness, citrus and spicy aromatic notes, combined with a surprisingly fast and clean finish.
Beer style: Larger
Size: 350ml
Standard drinks: 1.3
1
6X PACK
ADD
You may also like
Crisp White
4 x White wine
$59.99 per Bundle
1
BUNDLE
ADD
London Dry Gin
Tanqueray
$50.99
1

CURRENT UX/UI



The home screen incorporates a single axis scrolling system which depicts all the categories. These categories drop down allowing you to see all offering.

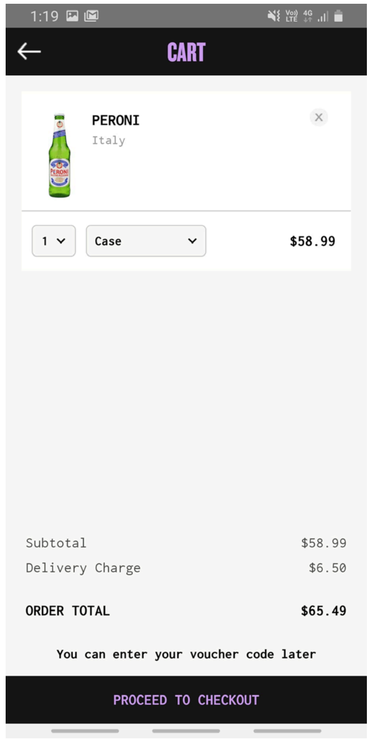
After opening a category, the user will have to scroll all the way to the bottom of the category to see all offerings and to be able to see transition into other menu items.

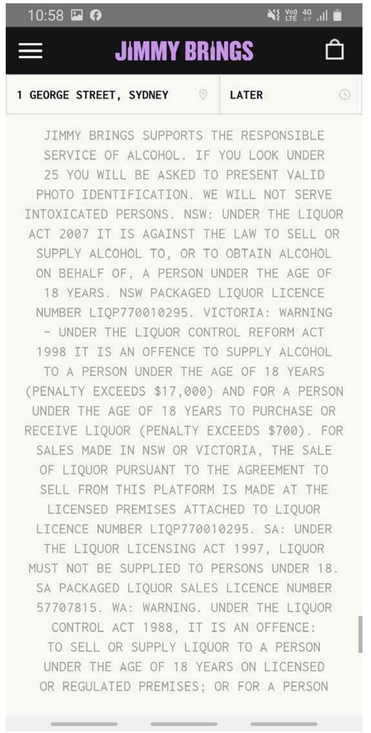


I like the simplistic notion of the user being able to select quantities.

The typography weight is a little heavy, The prominent use of the back makes the app dark and unwelcoming.

The payment screen is simple, efficient and user friendly.

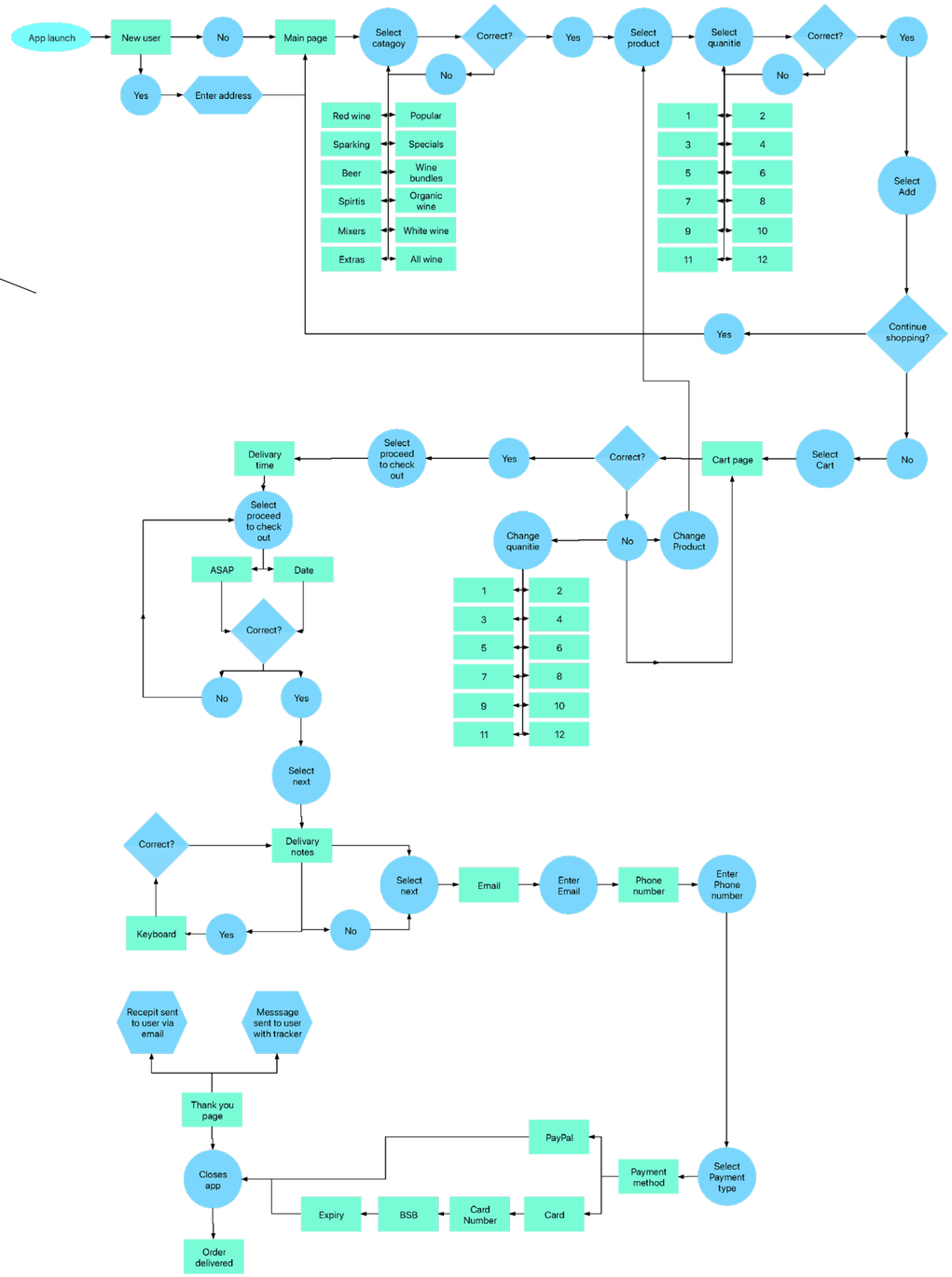




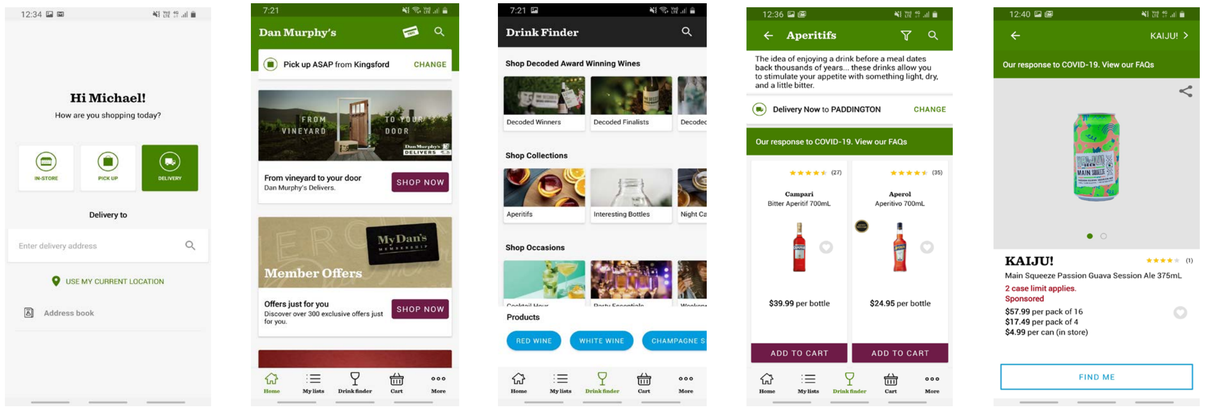
At the bottom of the main menu, there is the terms and conditions from each state and territory. It doesn't sort them by state even though the user has already input their address.

UI FLOW

UI Flow of the current Jimmy Brings app

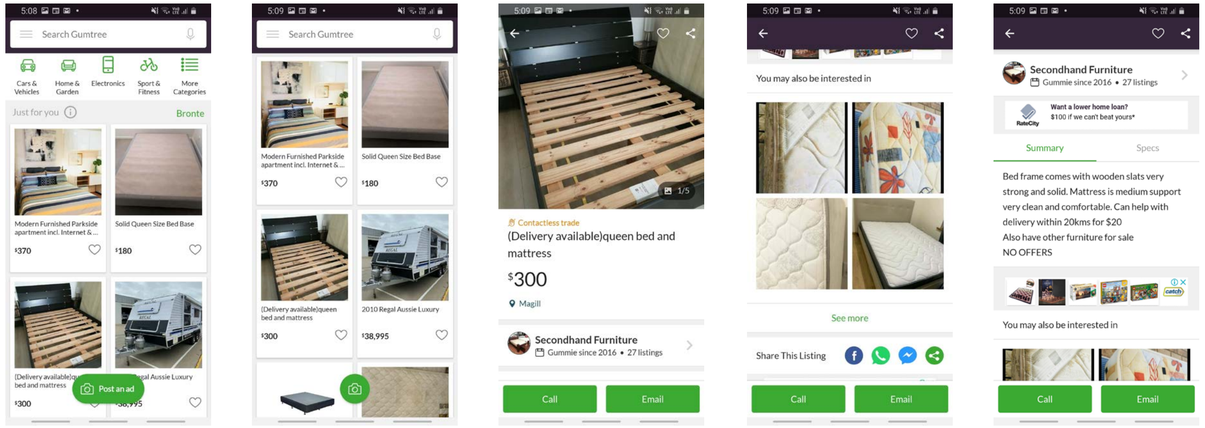


LANDSCAPE REVIEW

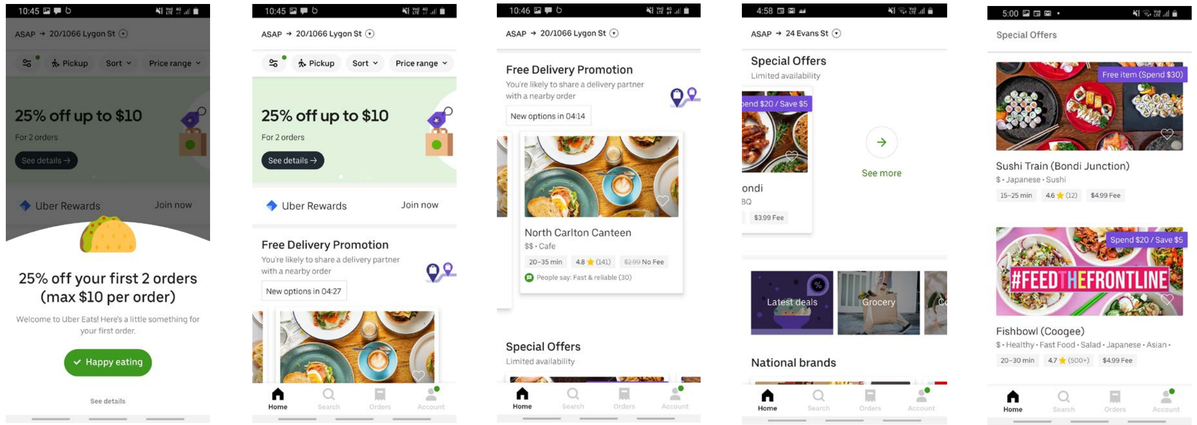


Dan Murphy's utilises an intricate system of category and search engines allowing for the user to find their desired product by name. Furthermore they use a navigation bar at the bottom to allow for smooth transitioning between sectors.

Landscape review e-commerce offerings, I wanted to get a wide understanding of different layouts types, with the focus on the landing page and product page.



Gumtree utilises columns, allowing the user to scroll and see the different products. The columns are driven by a search engine which allows users to narrow down their search.



Uber Eats utilises a multi-axis scrolling, allowing users to move effortlessly between categories. This is an app that is very popular with the demographic of Jimmy Brings.

PERSONAS

The 6 personas created represent the target market for Jimmy Brings. These personas were updated through the design process.

SAM

"Its always easy to get drinks from Jimmy, he is quick. "

Gender: Male
Ages: 24 -26
Location: Sydney

GOALS
When I went to the party I didn't have any alcohol, so I used Jimmy brings to get some drinks for me and my mate.

NEEDS
- To get drinks fast
- look cool in fornt of their friends
- Using the product when intoxicated
- I would have got drinks before but there is no bottle shop near the house

PAIN POINTS
- They didn't have the type of beer that i wanted
- I couldn't split the payment with my friend
- Hard to find drinks for my friend
- Hard to check the address when at the cart

BEHAVIOURS
Quick to find what they want and purchase the product
- late at night or in the afternoon

OPPORTUNITIES
- The ability to upsell or encourage an impulse buy
- A clearer way to display the selection of alcohol

"its quick and i will pay the $6 for the delivery, if it means i can have a drink with my mates"

Was it easy to find the product you wanted?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you find the app easy to use?
Stongly disagree ● ● ● ● ● Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ● Stongly Agree

Will

"You pay a premium with them for on-demand delivery, Cheaper to get from other providers if you don't need that day"

Gender: Male
Ages: 24
Location: Sydney, coogee

GOALS
Normally I bring drinks to a party or have some at home but i have been working all week and tired. I use Jimmy brings for convenience. I nomraly get a bottle of spirts and a few beer.

NEEDS
- To get drinks quickly
- The service to deliver within 30 min
- Hard to see the categories when purchasing for multiple people what are their needs?
- Better home screen allowing me to access different categories easily

PAIN POINTS
- Hard to switch between categories quickly

BEHAVIOURS
- Will only use the product if he is forced to or time-poor
- Won't use the app for everyday purchase,

OPPORTUNITIES
- Creating a loyalty system
- Discounts for bulk buying

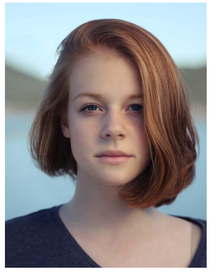
Was it easy to find the product you wanted?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you find the app easy to use?
Stongly disagree ● ● ● ● ● Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ● Stongly Agree

SARAH

"I use Jimmy brings sometimes when I have the girls over, most of the time we run out of drinks and we split it (the cost) evenly".



Gender: Female
Ages: 27
Location: Sydney, bellevue hill

GOALS
To have a late afternoon drink with my friends and hang out at my house. the mood can change very quickly so that may cause for different types of drinks.

NEEDS
- To get a selection of different drinks to meet her friend's needs.
- Quickly and reliable service.
- Process payments quickly
- Be updated as driver approache$

PAIN POINTS
- Moving from category to category whilst her friends tell her what they want.
- The wait for the products

BEHAVIOURS
- 8-11 pm is when we normally use the app
- large orders

OPPORTUNITIES
- Splitting the bill

"It has all the basics, nothing special"

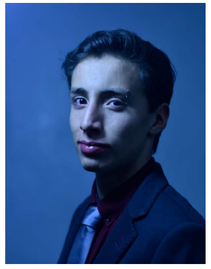
Was it easy to find the product you wanted?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you find the app easy to use?
Stongly disagree ● ● ● ● ● Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ● Stongly Agree

NICK

"I use Jimmy brings because there are no bottle shop near my house, $6 is a small price to pay for delivary compared to losign your lisence"



Gender: Male
Ages: 30
Location: Sydney, CBD

GOALS
Have a relaxing Friday night in with my wife and our friends, normally we have one or 2 glasses of wine but tonight we want to to have a nice red after dinner.

NEEDS
- Good quality product
- Wide variety of products
- Quick easy

PAIN POINTS
- Finding out what product they want

BEHAVIOURS
- smooth transition between services
- high-quality feel
-simple

OPPORTUNITIES
- The opportunity to up sell
- increase offerings
- notifications on how long the driver will be

Was it easy to find the product youwanted?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you find the app easy to use?
Stongly disagree ● ● ● ● ● Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ● Stongly Agree

Samantha

"Me and my house mate use Jimmy brings on the way back from a party and somtimes we have no drinks at our house, we normaly get simple stuff."

Gender: Female
Ages: 20
Location: Sydney, Bondi

GOALS
To get home and have a few more drinks after going out, normaly get vodka.

NEEDS
- Resnable price
- Basic products
- Quick easy
- User frendly app

PAIN POINTS
- The interface is very out dated
-

BEHAVIOURS
- smooth transition between services she use uber eats alot

OPPORTUNITIES
- The opportunity to up sell
- increase offerings

Was it easy to find the product you wanted?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you find the app easy to use?
Stongly disagree ● ● ● ● ● Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ● Stongly Agree

BILLY

" I downloaded the app but used it once, i found the app to be outdated compared to similar services, i get an uber to bottle shops and back"

Gender: Male
Ages: 50
Location: Sydney, Paddington

GOALS
To get a large selection of drinks whilst having the convenience of delivery

NEEDS
- Good quality product
- Wide variety of products
- Quick easy
- Home delivary
- Ease of use

PAIN POINTS
- Finding the products that i want
- Creating a profile allowing me to stay loged in
- High-quality feel and value for moeny

BEHAVIOURS
- smooth transition between services
-simple

OPPORTUNITIES
- The opportunity to up sell
- increase offerings
- perseption of a quality

Was it easy to find the product you wanted?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you find the app easy to use?
Stongly disagree ● ● ● ● ● Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ● Stongly Agree

AFFINITY MAPPING

To create the affinity map I utilised research techniques such as empathy mapping, observation, interviews, usability testing on Jimmy Brings app and Uber Eats app. Below I have listed some key insights.

- "no back button" (reducing the ability for the user to seamlessly transition between categories)

- "limited offerings" (Jimmy Brings has 104 products, which is substantial for the style of business. It looks like there is a limited offering and this could be because of the layout rather than the range)

- "I think they could use a multi-axis scrolling system similar to Uber Eats" (potentially using multi-axis scrolling to show all offerings and increase impulse buying)

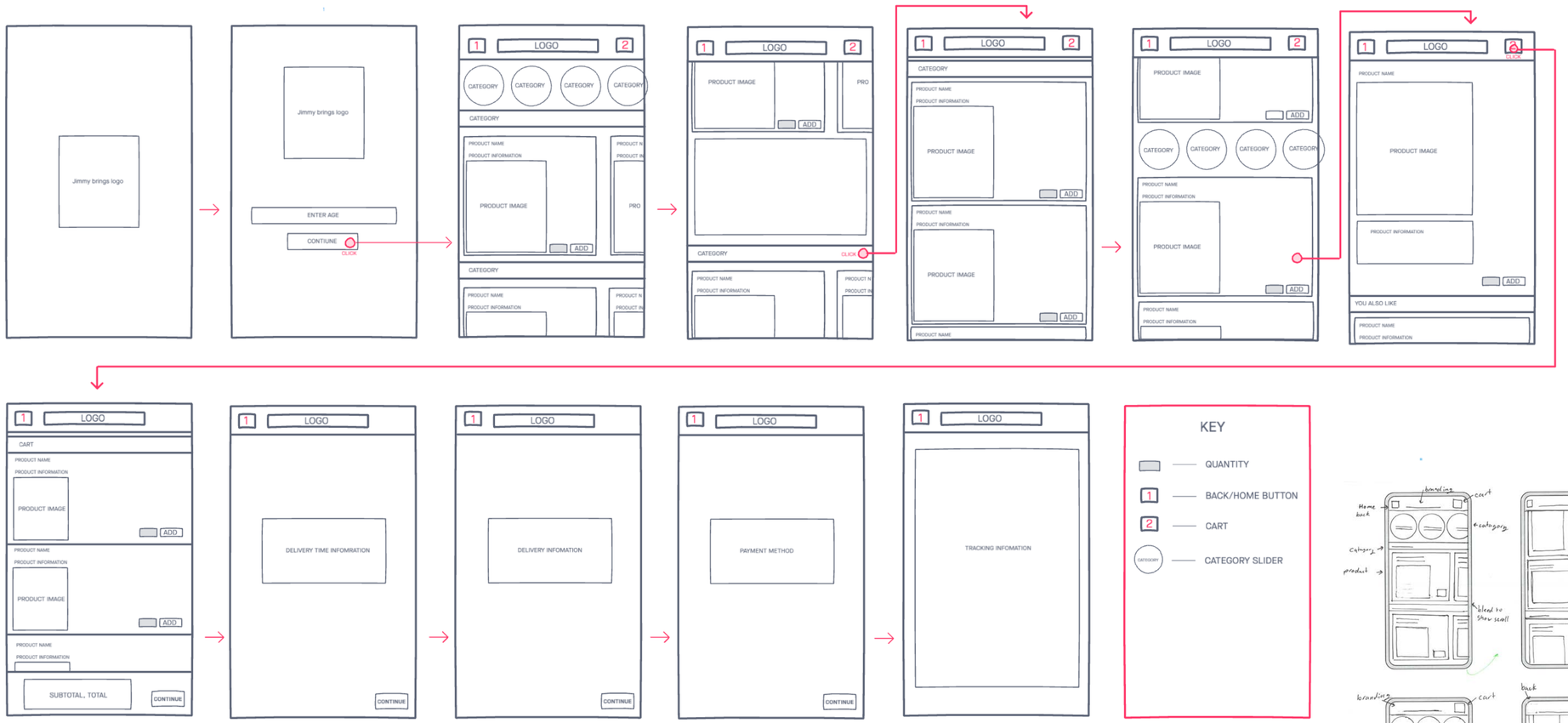
- "that (the category) should be highlighted from one to another" (increasing usability and highlighting variety)

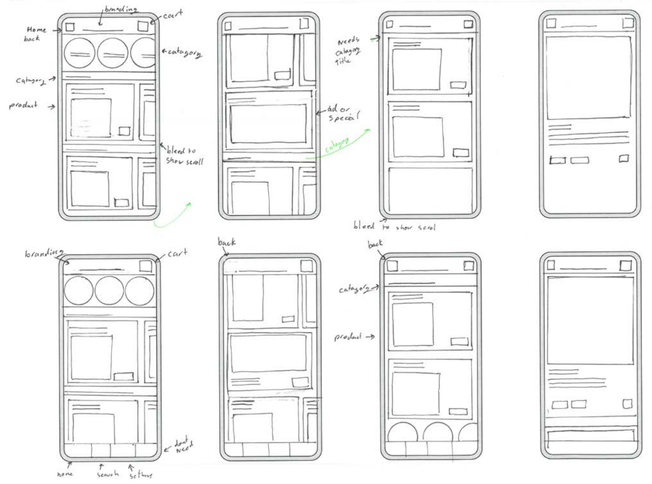
- "I like scrolling, it is what I'm used to" (making the interface usable and understandable for a wide audience)

IDEATION

Using insights and research to drive ideation, Key areas vertical and horizontal scrolling, Category system allowing for organisation of products.

MID-FIDELITY WIREFRAME





COLOUR, ICONOGRAPHY, TYPOGRAPHY

R: 0
G: 0
B: 0

R: 198
G: 144
B: 238

Increasing the use of mauve/ purple to invoke calm.

Helvetica

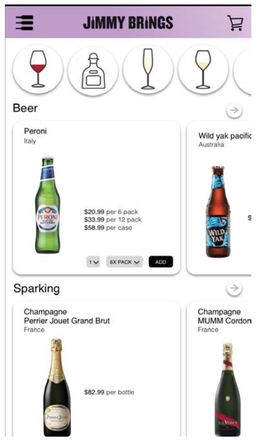
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 10

Helvetica is a very legible font and this is critical to the success of interface, as users will potentially be intoxicated when using the app.

Utilising key features of the branding to guide iconography.

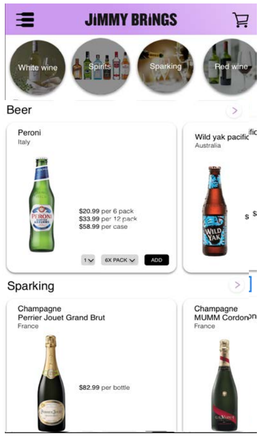
A/B TESTING

Iis iconography more user-friendly for the category system?



A

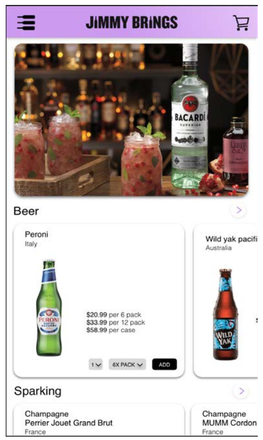
20%



B

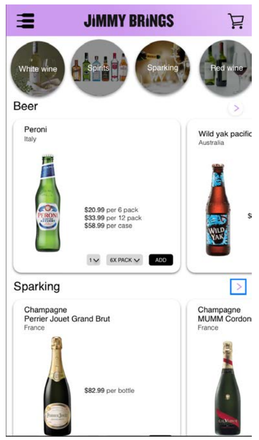
80%

The use of banner or horizontal scrolling category system?



A

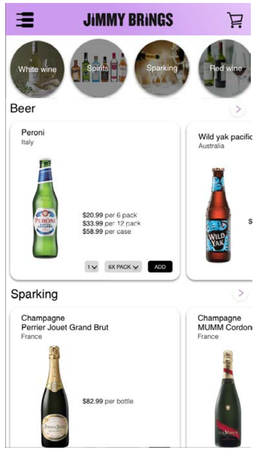
30%



B

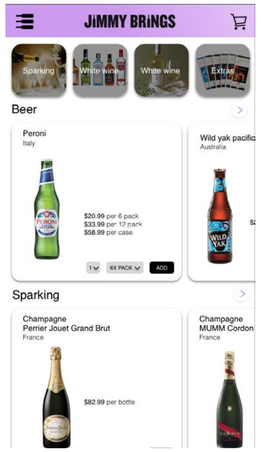
70%

square or round category button category system?



A

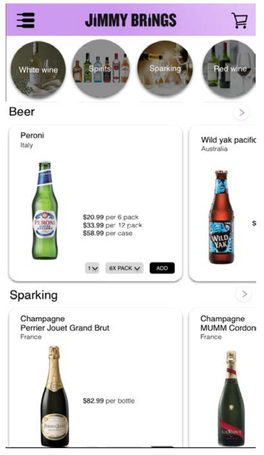
60%



B

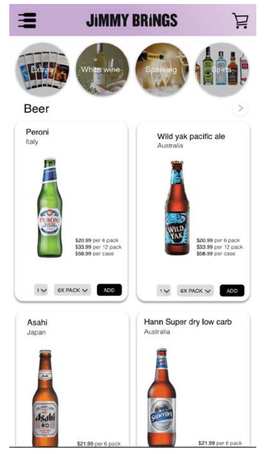
40%

Horizontal scrolling or columns to display products?



A

90%



B

10%

FINAL DESIGN FEATURES

Category system allowing the user to go straight to the category without scrolling through all catalogue items.

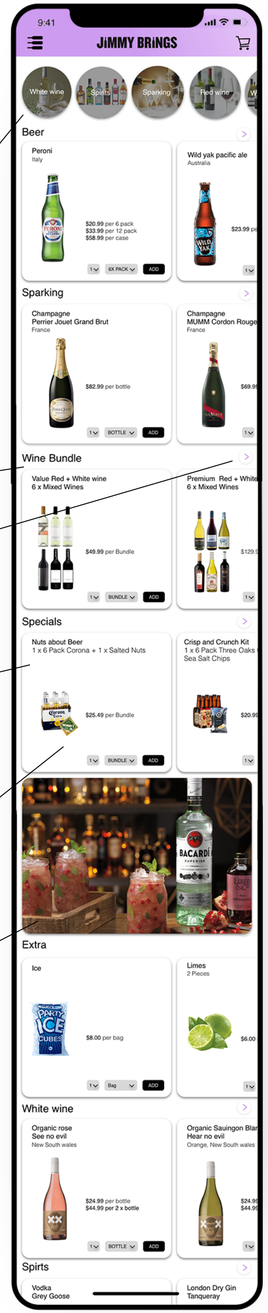
Drop shadow to create depth and highlight the different category.

Taking the user to see all options within the selected category.

The use of page folds to highlight scrolling.

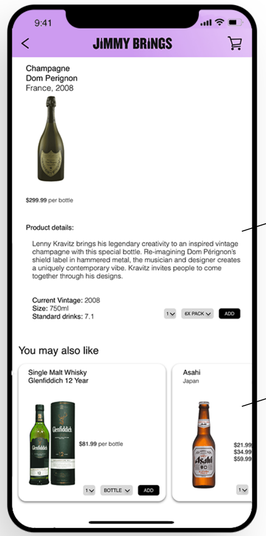
Horizontal page scrolling allowing for the user to browse options in the category. Page scrolling was implemented allowing the items to be able to be aligned when browsing thus increasing usability.

Sponsored advertisement



Use of a back button for every screen creating usability.

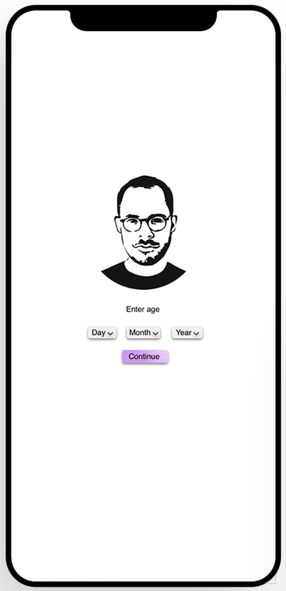
Creating vertical scrolling within each category allows the user to easily view the selection in the chosen category.

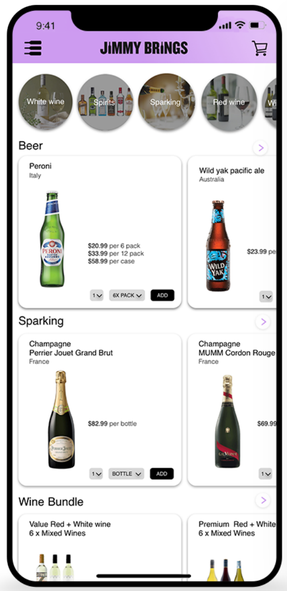


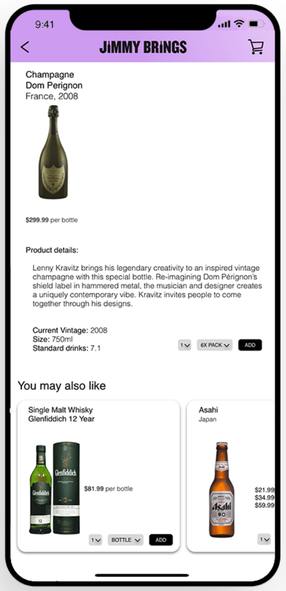
All 104 products where categorised and each product had its own page. The design was done in sketch and animated in principle.

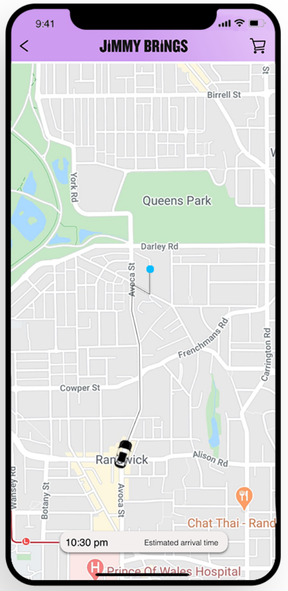
Upselling each purchase with a tailored offering based on the items selected.

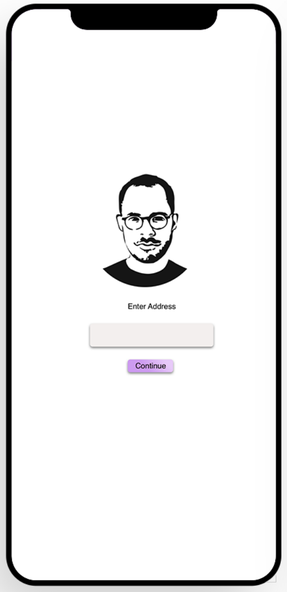
FINAL DESIGN FEATURES

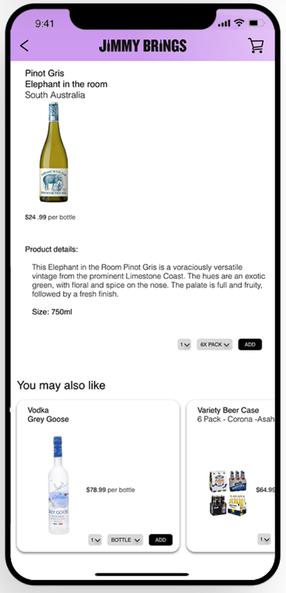




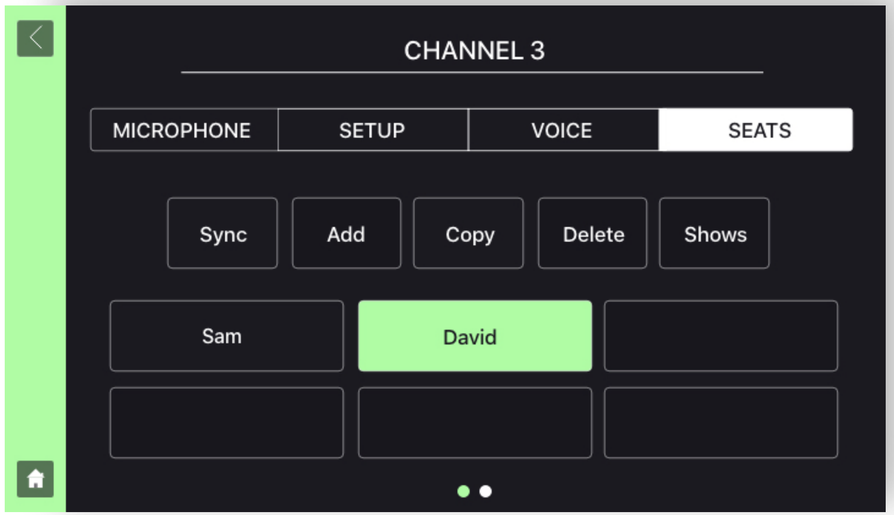


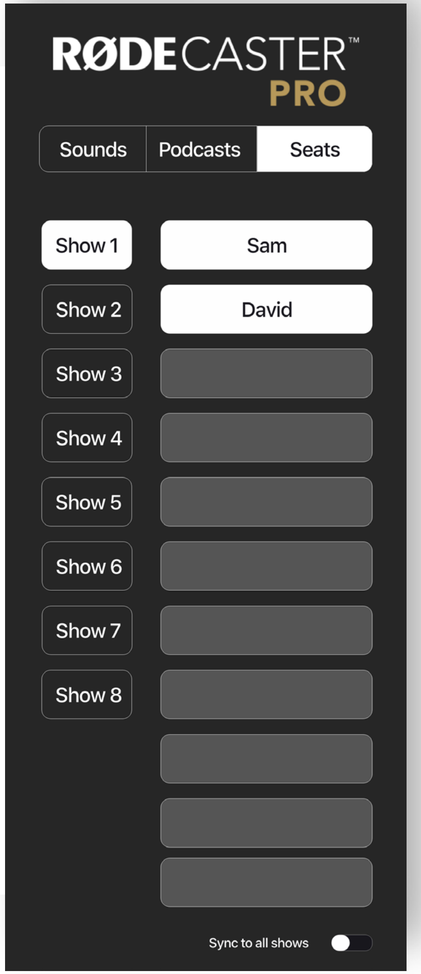






DESIGN DEVELOPMENT





UNDERSTANDING RØDECASTER PRO

To understand and develop solutions for the RØDECaster Pro I needed to understand the key features which make the RØDECaster Pro unique.

Body

- Eight channels (4 XLR mic inputs, USB, Phone, BlueTooth, Sound pads)
- Four XLR mic inputs with phantom power.
- MicroSD card
- Touch screen
- Buttons to access channel settings
- 1/4 TRS headphone outputs
- Volume control for speakers

Interface

- Pages for each channel (Colour coded for each channel)
- Settings for display
- Gain levels for each channel
- Shows
- Ability to record onto the sound pads

Technical Specifications

- 4 high-quality microphone channels (XLR)
- 8 programmable sound effects pads
- Multichannel recording via USB
- Preamps and outputs feature Class A circuitry
- Price - $849 (Storedj.com)
- Net Weight: 1.98 Kg

UNDERSTANDING RØDECASTER PRO ACCESSORIES

To develop solutions which will add value to the RØDECaster Pro I needed to understand the accessories which have been developed to increase the usability of the RØDECaster Pro.

DC-USB power cable allows the RØDECaster pro to be powered by any portable USB charger. Increasing usability and versatility transforming the RØDECaster pro into a portable podcasting studio.

XLR-ID is a pack of Eight colour-coded rings that can be affixed to any XLR cable increasing usability and ease of setting up your podcasting studio.

HJA-4 is a four a pack of high-quality adapters converting the 1/4" headphone socket into 3.5mm headphone socket.

SC9 is a high quality 3.5mm TRRS to TRRS cable design to connect the RØDECaster pro phone to a smartphone. The cable stretches 1.5 meters long allowing your guest to use their phone at a comfortable distance.

LANDSCAPE REVIEW

I undertook a landscape review to understand what makes the rode caster pro unique compared to its competitors. The RØDECaster pro has revolutionised the traditional notion of a mixer by exchanging nobs for a clean touch screen.

Behringer Xenyx Q1202USB

Price - $194 (Storedj.com.au)
4 Channels
Budget mixer for
3+ person podcasting
Connectivity to a computer via USB
One-knob compression
4 Mic Preamp
Net Weight: 2.15 kg)

Yamaha Mg10Xu 10-Input Stereo Mixer With Effects

Price - $299 (Storedj.com.au)
10 Channel mixer with USB and SPX digital effects
1 Knob compressors
XLR and TRS outs for connecting to your PA system or monitor speakers
Metal chassis
Net Weight: 2.1 kg

Allen & Heath ZED-12FX 12-Channel Mixer with USB Interface and Onboard EFX

Price - $949 (Soundeasy.com.au)
6 mono channels
3 stereo channels with 2-band EQ and inputs for extra sources
16 internal time-delay effects
Neutrik mic XLR
Neutrik 1/4 inch jacks
Net Weight: 8.5kg

Yamaha MG12XU 12 Input Mixer w/ FX & USB Audio Interface

Price - $599 (yamaha.com)
6x Mic Inputs
12x Line Inputs
1-Knob compressors
2-In/2-Out USB Up to 24-bit / 192kHz
Built-In FX with 24 Presets
Metal chassis
Net Weight: 4.2 kg

PERSONAS

To understand the potential users of the RØDECaster Pro I created personas to best represent them.

HARRY

"I have always wanted to start a podcast channel but never had a topic that i was passionate about. when i went to university i met 3 other guys who shared this passion, we decided to go 1/4 in the Caster Pro"

Gender: Male
Ages: 22
Location: Sydney

GOALS
To start a podcast with my 4 university friends about our biology class, we all will be contributing money for the gear.

NEEDS
- Needs to be portable
- Easy to use
- Cost-efficient
- 4 Channels

PAIN POINTS
- Sharing it with my friends
- Transport
- Budget
- First time Podcaser

BEHAVIOURS
To be able to set up a podcast in a university study room. To look cool whale podcasting in front of a guest

OPPORTUNITIES
To create a joyful experience from the outset and allow for the user to grow their knowledge over time.

"The total price for the Caster pro is around $820 but divided between my 4 friends it is around $205 pulse microphones"

Did you find the interface easy to use after unboxing ?
Stongly disagree ● ● ● ● ○ Stongly Agree

Did you think the Caster Pro feature warranted its price point?
Stongly disagree ● ● ● ○ ○ Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ○ Stongly Agree

Will

"You get a beautiful and usable podcasting unit, other mixers on the market are very traditional in aesthetic and function "

Gender: Male
Ages: 24
Location: Campbell Town

GOALS
To review audio products on his youtube channel.

NEEDS
- Backup Reliability
- Easy exporting to computer
- Number of Channels
- Ability to have callers
- Quality
- Usable interface

PAIN POINTS
-Use to my traditional Podcasting mixer, have it dialled in

BEHAVIOURS
- To review new audio and visual products that have come into the market

OPPORTUNITIES
- To get a free product
- Increase following
- Make an income

"It is a change to what I'm used my current console but after a while, I got acclimatised to the mixer"

Did you find the interface easy to use after unboxing?
Stongly disagree ● ● ● ○ ○ Stongly Agree

Did you think the Caster Pro feature warranted its price point?
Stongly disagree ● ● ● ● ○ Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ○ ○ Stongly Agree

Phoebe

"I have a youtube channel with 300k followers and i want to start a podcast about being a mother"

Gender: Female
Ages: 40
Location: Maroubra

GOALS
To build a platform allowing mums to listen to the struggles and milestones of being a stay at home mother.

NEEDS
- Potable
-Easy use
-Cost-efficient
-Multi-channel control
-Backup
-Reliability
-Easy exporting to computer
-Number of Channels
-Ability to have callers
-Quality

PAIN POINTS
- Multi-Tasking and juggling kids so it needs to be easy to set up

BEHAVIOURS
- Podcasting between school drop offs
- Podcasting in common areas of the house

OPPORTUNITIES
- Creating an opotunity to expand cliet base

Did you find the interface easy to use after unboxing?
Stongly disagree ● ● ● ● ● Stongly Agree

Did you think the Caster Pro feature warranted its price point?
Stongly disagree ● ● ● ● ○ Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ○ Stongly Agree

NICK

"I own and operate my own my own audio equipment rental company, this is why i purchased the CasterPro"

Gender: Male
Ages: 30
Location: Sydney, CBD

GOALS
"To hire out equipment allowing for a source of income and having a product beginners and experienced podcasters can use bring value to my business"

NEEDS
- Good quality product
- Potable
-Easy use
-Cost-efficient
-Multi-channel
-Control
-Backup
-Reliability

PAIN POINTS
- Having a product for all levels of experience levels

BEHAVIOURS
- Having a diverse business model

OPPORTUNITIES
- Potential to purchase more than one console and accessories

Did you find the interface easy to use after unboxing?
Stongly disagree ● ● ● ● ○ Stongly Agree

Did you think the Caster Pro feature warranted its price point?
Stongly disagree ● ● ● ● ○ Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ○ Stongly Agree

Samuel

"I'm a property investor and want to educate the younger generation on how to buy and sell investment properties, I purchased CasterPro to share my knowledge."

Gender: Male
Ages: 20
Location: Sydney, Bondi

GOALS
To share my knowledge with the younger generation.

NEEDS
- Usable
- Multi-channel control
- Backup
- Reliability

PAIN POINTS
- Thave never podcasted before
- Only have air pods

BEHAVIOURS
- Want to podcast during the weekends

OPPORTUNITIES
- To sell accessories , incuding microphone
- Blue tooth headphone connectivity

Did you find the interface easy to use after unboxing?
Stongly disagree ● ● ● ● ○ Stongly Agree

Did you think the Caster Pro feature warranted its price point?
Stongly disagree ● ● ● ○ ○ Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ● ○ Stongly Agree

BILLY

"I wanted to take up a new hobby during COVID 19, i decided to start a podcast"

Gender: Male
Ages: 35
Location: Darlinghurst

GOALS
To past the time during COVID and learn a new skill .

NEEDS
- Good quality product
- Ease of use
-Potable
-Cost-efficient
-Reliability
-Easy exporting to computer
-Number of Channels
-Quality

PAIN POINTS
- To new to podcasting
- New to editing and uploading to different sites

BEHAVIOURS
- Something to pass the time and create reach for furniture jobs

OPPORTUNITIES
- To increase offering allowing for ease of use.

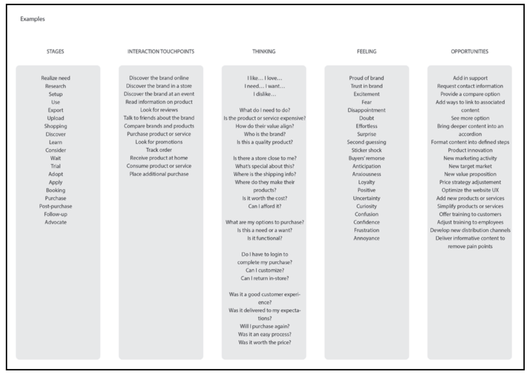
Did you find the interface easy to use after unboxing?
Stongly disagree ● ● ● ○ ○ Stongly Agree

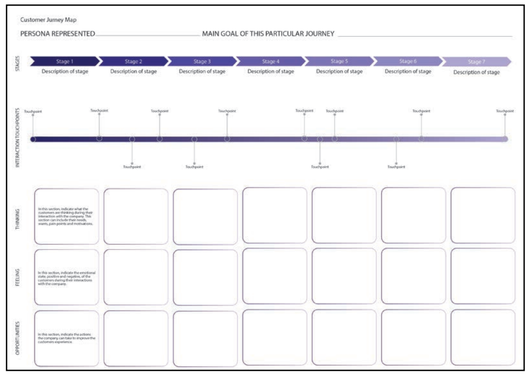
Did you think the Caster Pro feature warranted its price point?
Stongly disagree ● ● ● ○ ○ Stongly Agree

Would you recommend the service to other?
Stongly disagree ● ● ● ○ ○ Stongly Agree

USER JOURNEY MAP

This is an example of a user journey map of one of the 6 personas, This allows me to empathise with the user to increase the usability of the RØDECaster Pro interface for that persona





Customer Jurney Map

PERSONA REPRESENTED Samuel MAIN GOAL OF THIS PARTICULAR JOURNEY Purchase RØDECASTER PRO and first podcast

STAGES

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Research of RØDECASTER PRO	Purchase of RØDECASTER PRO	Unboxing RØDECASTER PRO	Setting up/testing features	First Podcast	Downloading podcast to computer	Editing and uploading Podcast

INTERACTION TOUCHPOINTS

Touchpoint Touchpoint Touchpoint Touchpoint Touchpoint Touchpoint Touchpoint

Touchpoint Touchpoint Touchpoint Touchpoint Touchpoint Touchpoint Touchpoint

THINKING

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Is the CasterPro worth the cost? Can i afford it? Where fo they make their products? Can i buy online? Is there a shop near me so i can test it? Is it a quality product? Is it easy to use?	Who has the best price? How long will it take to deliver? Do they include any microphones? Can i buy it from a retailer?	How do open the box? Should i read the instructions? How long will it take to set up? This looks nice Feels high quality	How do i set this up? Should i try without instructions? Should i YouTube how to do this? I will just try to set it up without instruction How do i make my voice sound good?	Hopefully this works Does it sound good? Is my topic good? Will i be famous? This works well So i have the correct settings? How do i save my settings?	Hopefully, this works Should i use the USB cable? Should i use the MicroSD card? How long will it take to upload? What program should i use to edit the podcast? Will it sound good? Dld i have the correct settings?'	Is this a good platform for podcasts? Will people hear what i have to say Am i editing it correctly? How do i upload it? This is cool

FEELING

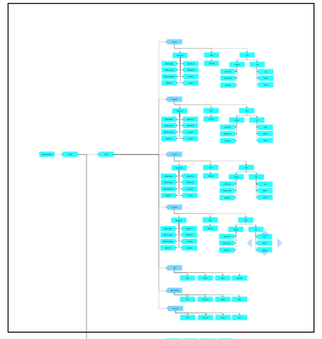
Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Excitement Second-guessing Loyalty Confusion Anticipation Excitement	Loyalty Anticipation Excitement Confidence	Excitement Confidence Curiosity Suprise Effortless	Excitement Confidence Curiosity Suprise Effortless Confusion Second-guessing	Confidence Curiosity Loyalty Excitement Suprise Effortless Confusion	Suprise Effortless Confusion Excitement Confidence Curiosity	Confusion Suprise Excitement Confidence Curiosity Effortless

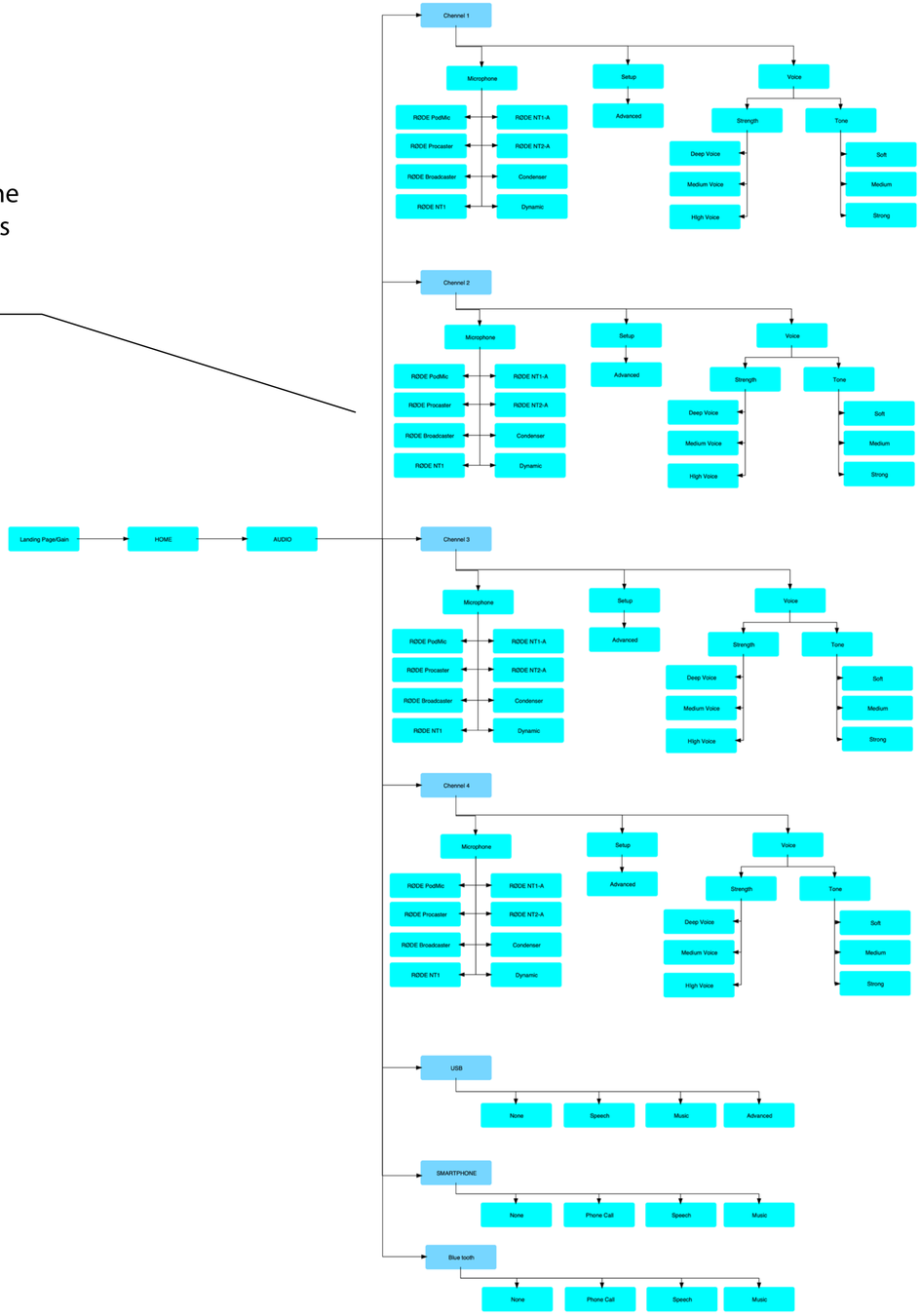
OPPORTUNITIES

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Add support Simplify information Optimize the website UX Highlight unique features Increase Desirability	To up sell Create loyalty Increase customer base	To create a simple unboxing Highquality packaging For the user to share their experience	To create a product for all levels Creating a straight forward product To increase usabiltiy Find out pain point via surveys	To create a product for all levels Creating a straight forward product To increase usability Creating blogs so people can share their experiences.	Increase speed while uploading Create better connectivity with app Increase Features with various editing platforms	The ability to create product reach via the podcasts. Integration with editing platforms

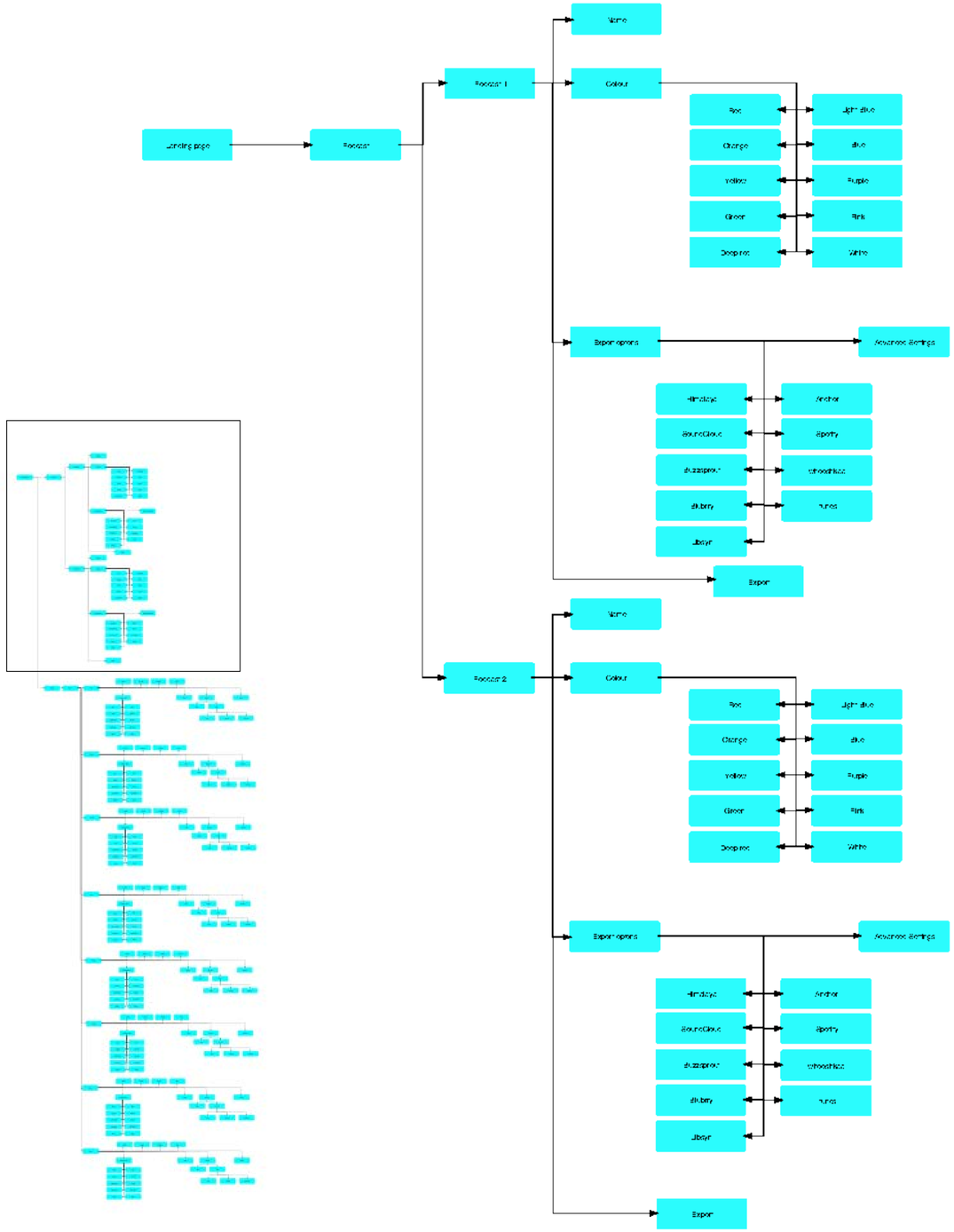
UI FLOW
MIXER

To grasp areas of improvement in the UI I needed to map all sectors of the Mixers interface. This allowed me to understand where potential updates could be implemented. This is represented by the enlarged section. The update is located within the 4 XLR channels.





UI FLOW
APP


Name
Colour
Red
Light blue
Orange
Blue
Yellow
Purple
Green
Pink
Deep red
White
Export options
Advanced Settings
Himalaya
Anchor
SoundCloud
Sporty
Buzzsprout
Whoosh Kaa
Blubrry
Tunes
Libsyn
Export
Name
Colour
Red
Light blue
Orange
Blue
Yellow
Purple
Green
Pink
Deep red
White
Export options
Advanced Settings
Himalaya
Anchor
SoundCloud
Sporty
Buzzsprout
Whoosh Kaa
Blubrry
Tunes
Libsyn
Export

INTERVIEWS

When conducting interviews for RØDECaster pro I will select candidates based upon perience, with a total number of candidates will be 28-+.

No experience: 7
Beginner: 7
Intermediate: 7
Advanced: 7
Total: 28

RØDE MICROPHONES

Interview Guide

Session outline

1. Introduction (5 min)
2. Interview questions (20 min)
3. Usability test of task (20 min)
4. Post-Question (5 min)

1. introduction (5 min)

- Thank you for agreeing to this session. My name is …..
- I'm from a company called RØDE Microphones we are conducting research in preparation fro a release of a new model of the RØDECASTER PRO.
- The goal of this session is to understand how you would use the RØDECASTER PRO from setting up the RØDECASTER PRO to uploading your podcast.
- We will do this by conducting a short interview with you, and also observing you using the product, ill ask some questions along the way.
- we are looking for your open and honest answer and feedback. there are no right or worn answers we're testing the product, not you.
- This session will be recording audio and video. These are used for our research purposes and will not be shared with any third parties outside of RØDE Microphones and our clients.
- Do you have any questions before we start?

  - Sign consent form.
  - Start recording.

2. introduction (5 min)

Warm up questions
- Tell me a little about yourself - work, hobbies, family?
- How did you start podcasting?
- How long have you been podcasting?
- What platforms do you upload to?
- What is the current model of controller you use for podcasting?
- How many channels would you normally use for your show?
- Out of 5, what would your skill level be at podcasting?
- Walk me through your experience when setting up your …. controller?
- Walk me through how you import your files to your computer

3. Usability testing (20 min)

NOW I WOULD LIKE YOU TO SET UP THE RØDECASTER PRO.

prompt: as you go I'd like you to tell me what you are seeing, thinking and feeling. your feedback is important as we are testing the design and how it works, we are not testing you.

1. Was it what you expected?
2. Did you find it confusing to connect all the cables?
3. is the interface easy to use? why/why not?

I WOULD LIKE YOU TO EDIT CHANNEL ONE (USERS VOICE):

1. Is the layout easy to navigate and find the correct channels?
2. what is this page for? / is this what you expected? why/why not?
3. is there anything missing or confusing on this screen?
4. what would you do next?
5. what do you expect to see next?

End task debrief

- how well do you feel the design worked for you
- Is there anything you might change about the design?

4. post questions (5 min)

How did that go for you ? (why?)
- how likely is that you would recommend the RØDECASTER PRO ri a friend or colleague? (0 - not likely at all, 10 extremely likely
- why did you give this score?
- Is this something you could do in on the move?

Have you had any similar experience of setting up a podcast in this way?
- what is the brand?
- does it compare?

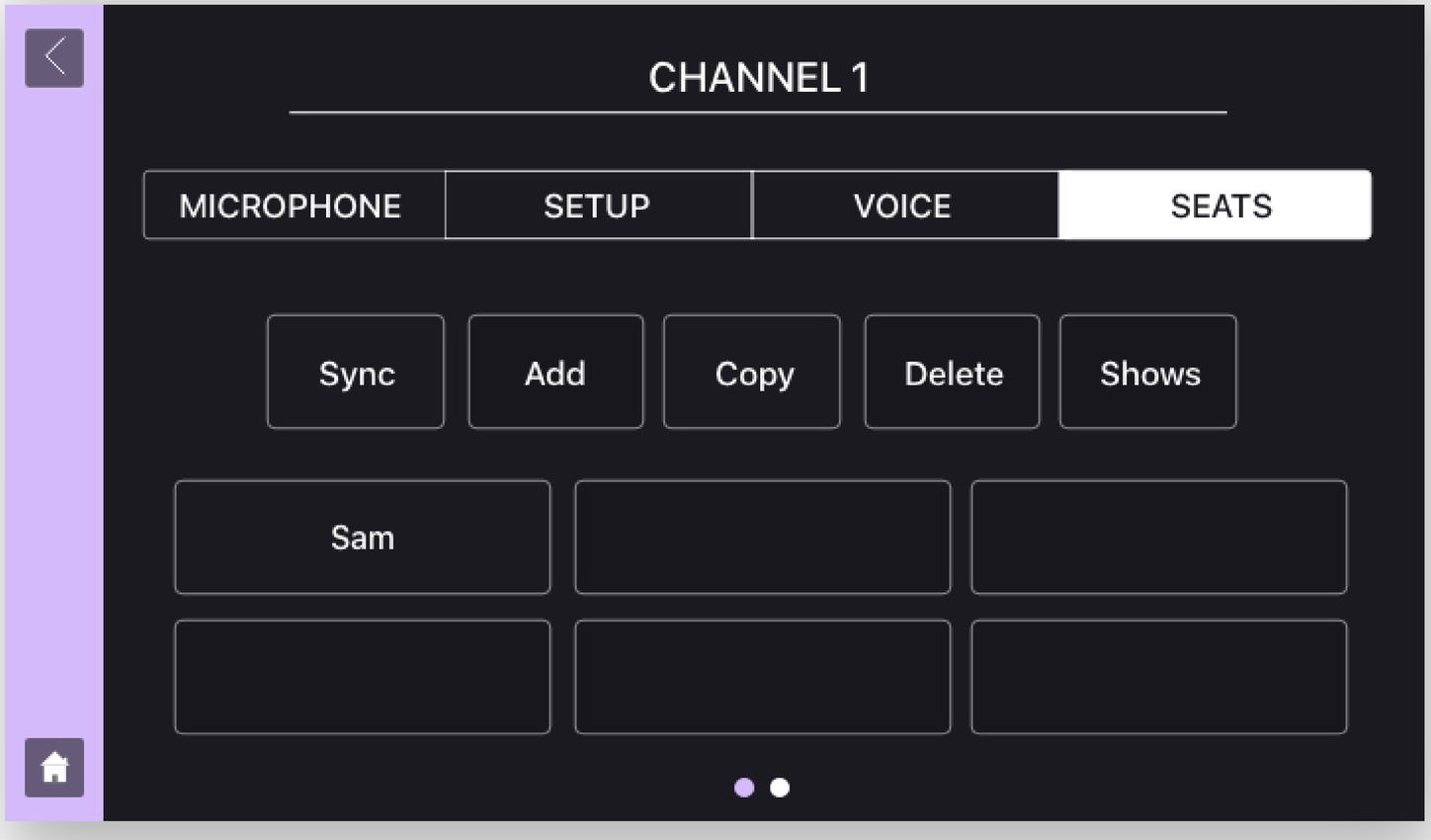
i noticed you did….
- Why did you do that?
- is it because of the instructions?

Is there anything else that you would like to mention about your experience?

End recording.

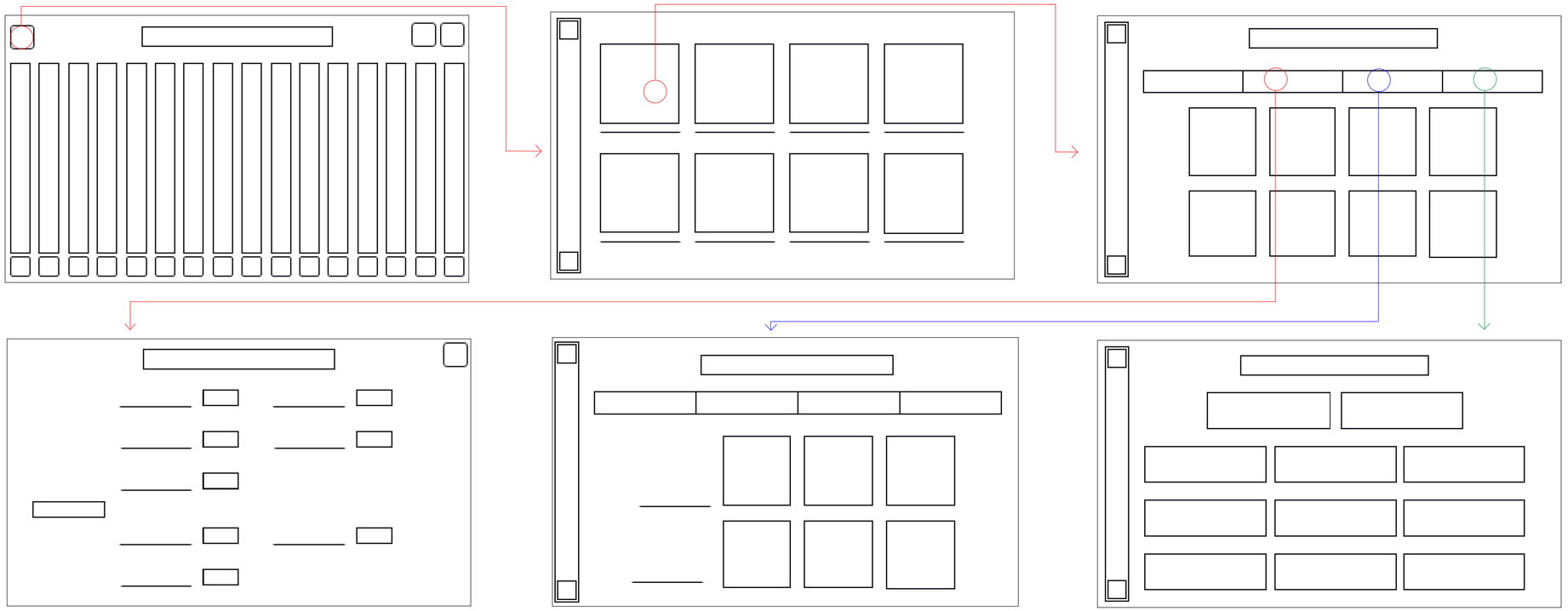
SEATS

Seats allows the host to save and create presets of common guests of their show. This intern reduces the setup time and increases usability for RodeCaster Pro.



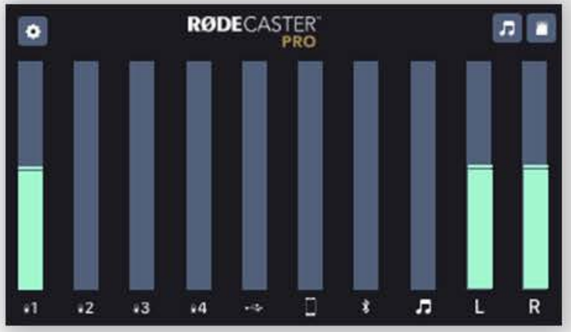
LOW FIDELITY PROTOTYPES

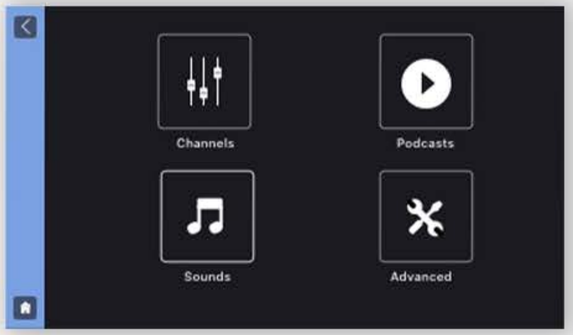
Low fidelity prototype which represents where seats can be located within the individual channels.

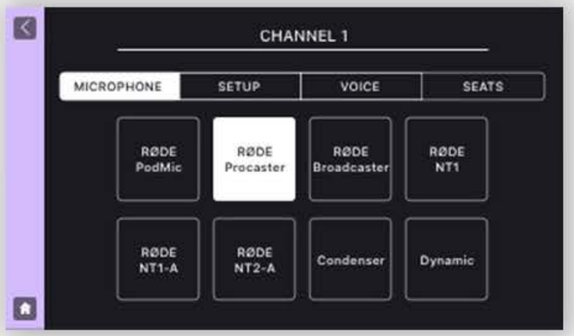


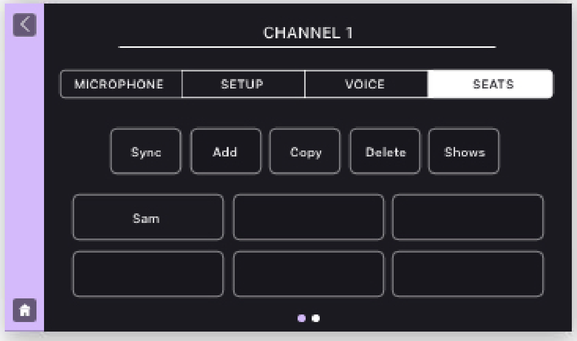
HIGH FIDELITY PROTOTYPE

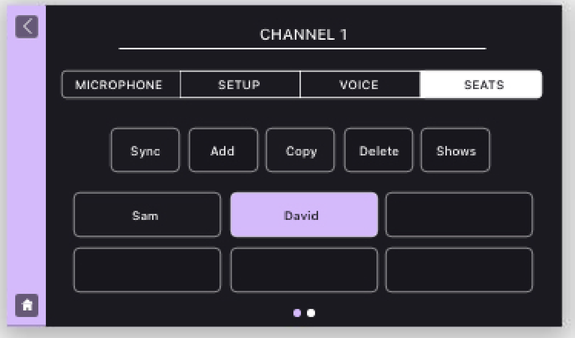
I developed a high fidelity prototype where I recreated the iconography to create a working prototype.







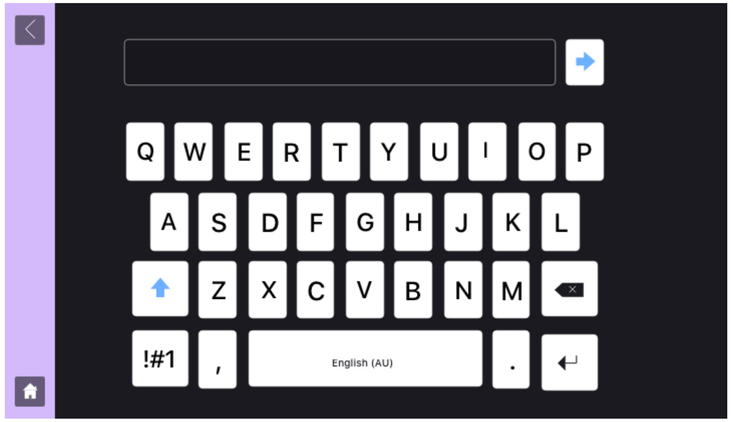


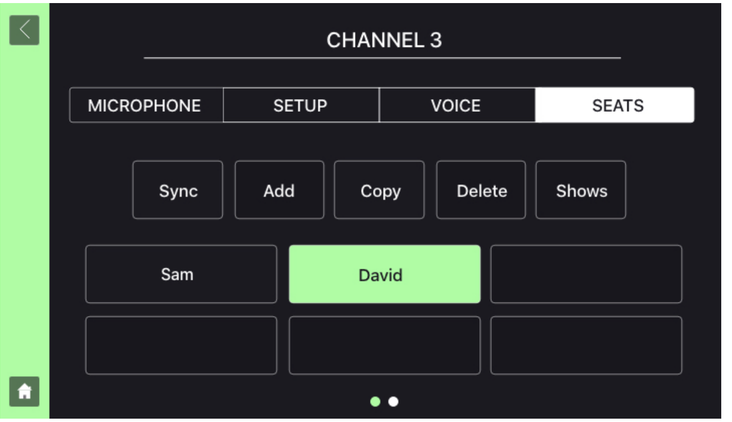


https://xd.adobe.com/view/95afa683-4d8c-4ca0-47de-0d8a9e4c08bf-e39e/?fullscreen

APP - PROCESS

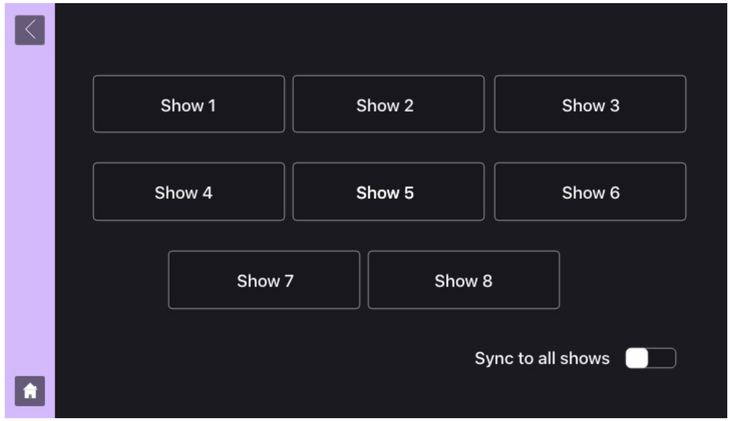
Keyboard allowing for customisation of seat names

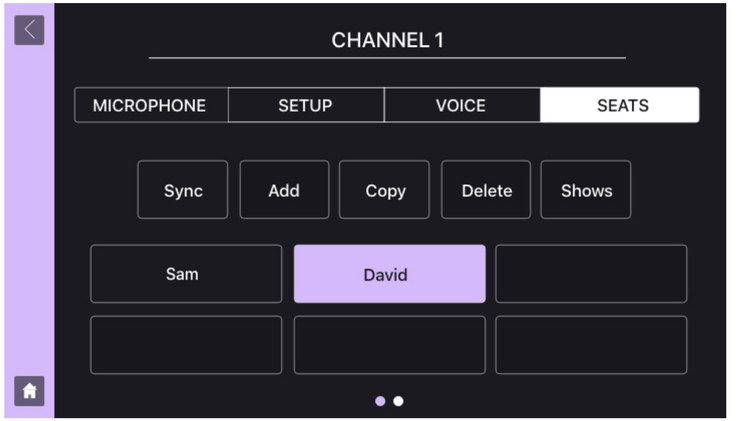




After the guest has been added to seats, the user can adjust settings which will automatically save to that guest.

Ability to copy the saved settings to different shows.



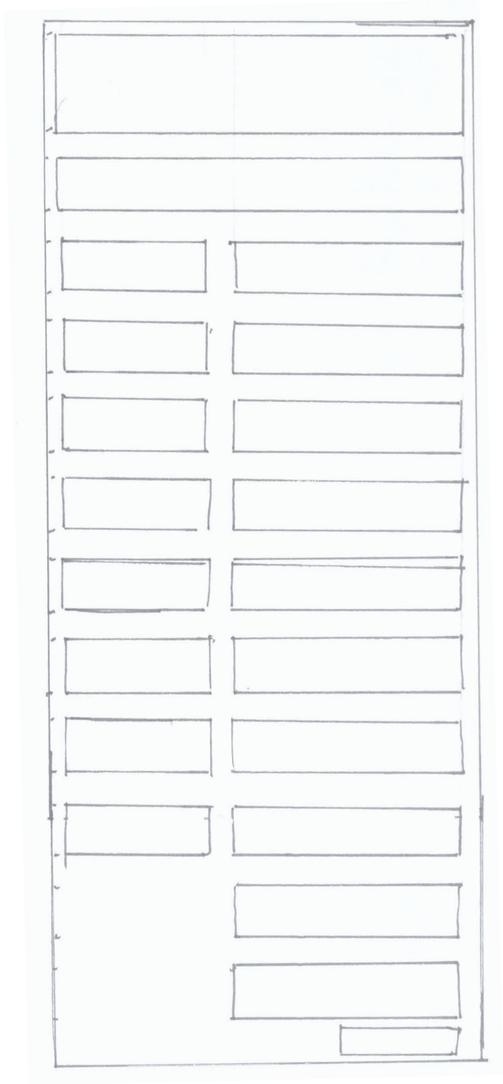


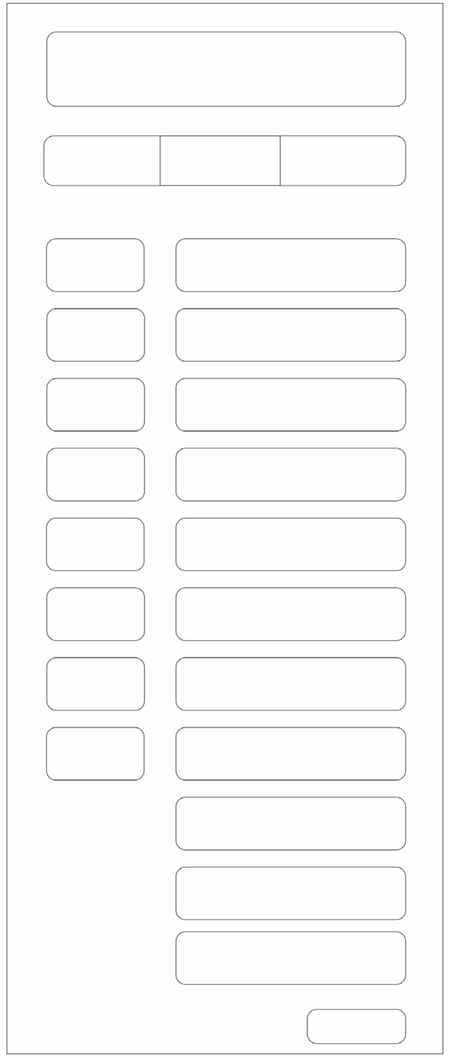
Adding the guests settings to one of the 4 XLR channels.

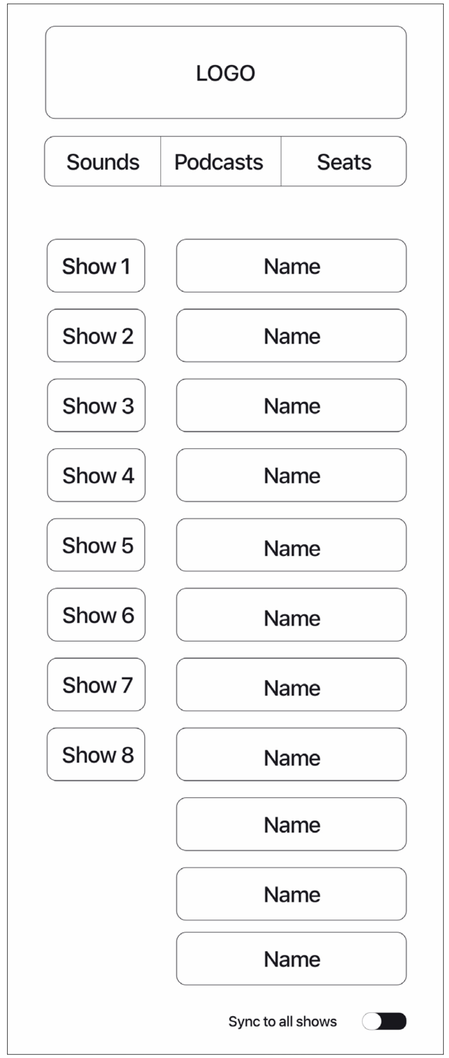
To activate a guests prior setting on a different channel, the user clicks and holds the guests name for 3 seconds. The seat will be activated and appear in the corresponding colour of that channel.

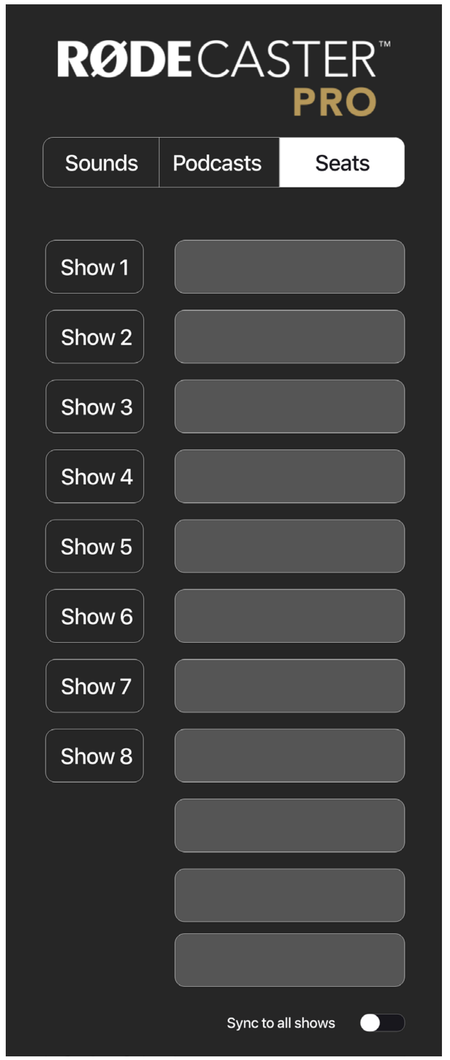
APP - PROCESS

to transition this feature into the app I created a low, mid and high fidelity prototype.
This allowed me to implement these features without disturbing the current UI.



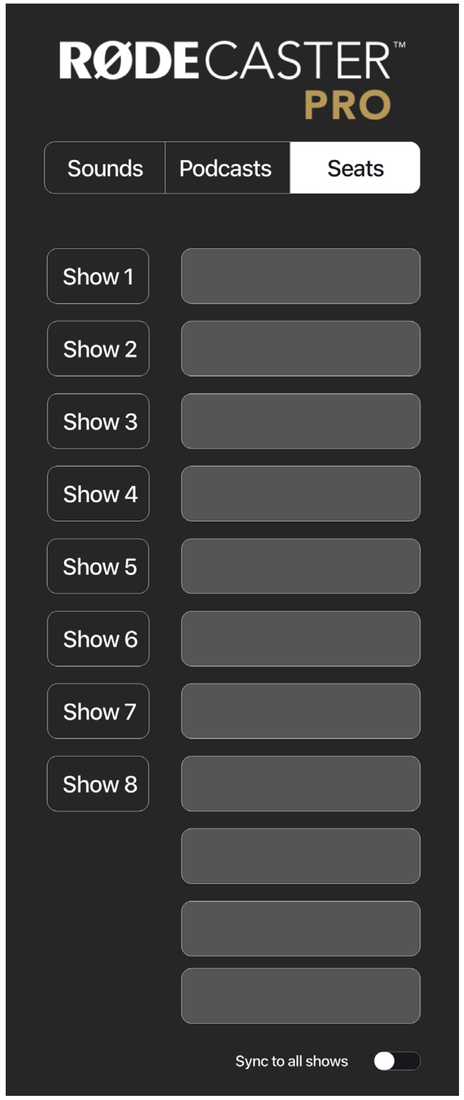


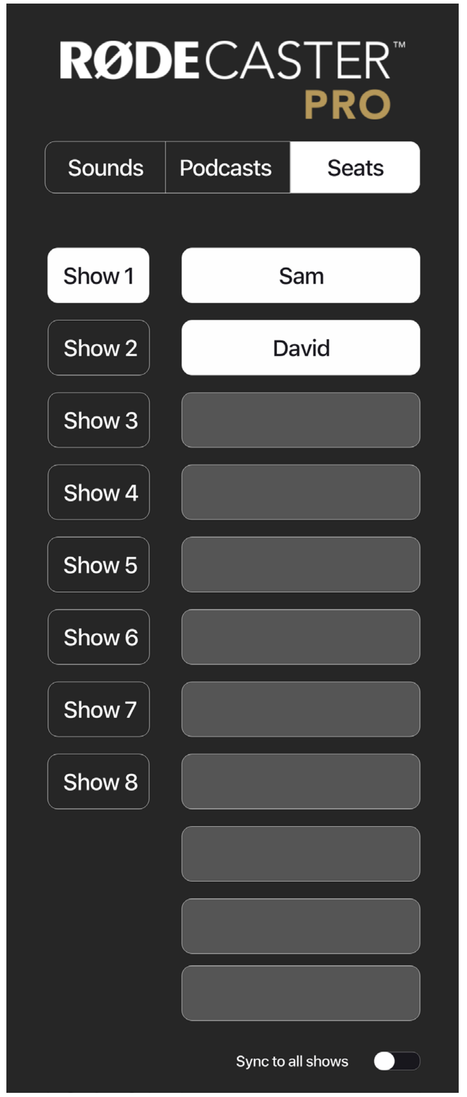




APP - HIGH FIDELITY

The user can simply drag and drop the saved seats into shows. Furthermore they can simply delete the seat by selecting them and clicking delete on their keyboard.





THANK YOU