

MICHAEL PAPANIKOLAOU

UX DESIGN PORTFOLIO
2019

MY THOUGHTS ON DESIGN AND HOW THEY HAVE SHAPED ME.

Design, creation & painting have always been a strong passion of mine. It was not until I experienced different cultures, lifestyles and personalities through travel that I realised how great the influence of design has on people and equally how people & culture influence design, both its aesthetic and function. During my studies, I have developed my understanding of this concept through my work in high-end hospitality venues.

Building on my Product and Graphic Design Degree, I have completed a UX/UI Future Skills course through RMIT. This compliments my previous qualifications. My favourite part of this process is the user research phase and then translating those insights into ideations, developing those ideations to a final design to enhance the end user experience

QUALIFICATIONS

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

UX/UI Design Future Skill Course
RMIT
(2019, 12 weeks)

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

High school Certificate
The Scots College
(2013)

CONTACT

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 [michaeldesign1/](#)

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

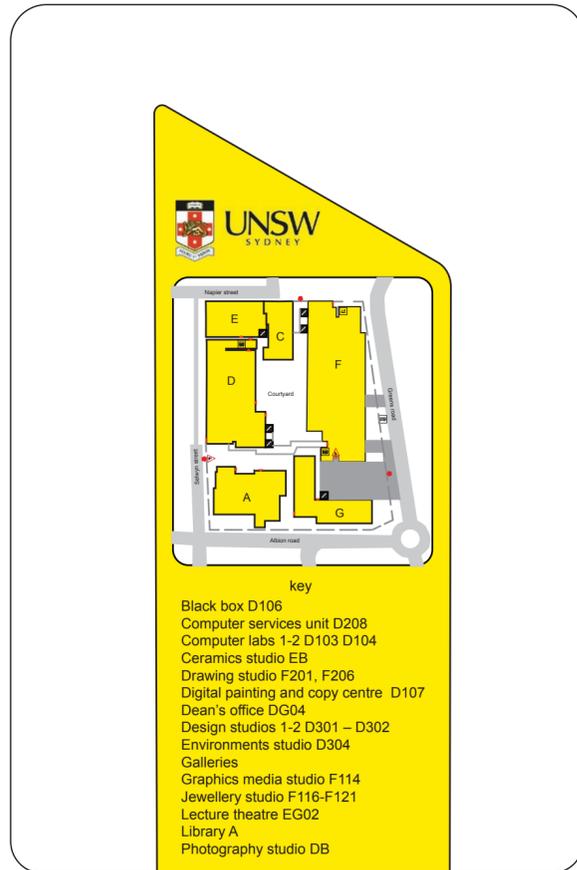
Adobe suite, highly skilled in:
Photoshop
Illustrator

Sketch
Principle
Invision
Figma

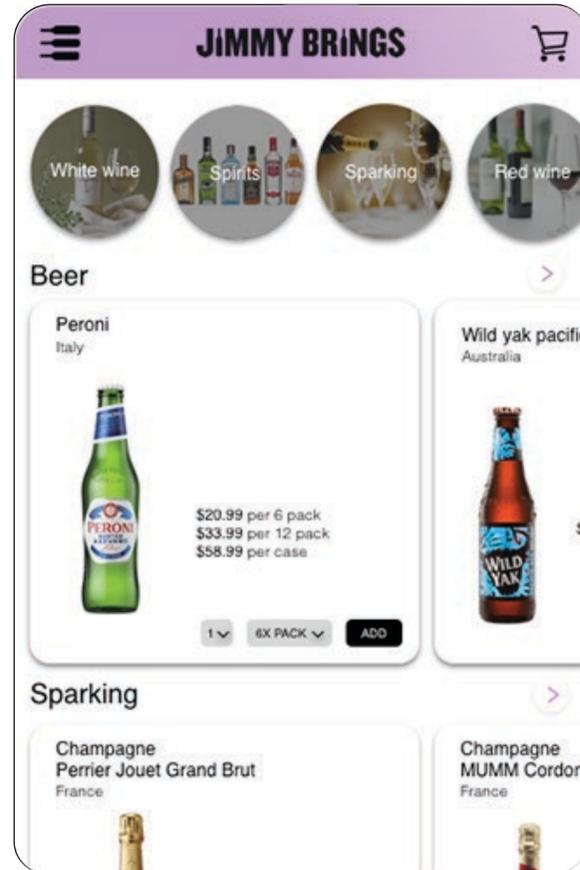
Microsoft office
Mac

Soildworks
Keyshot

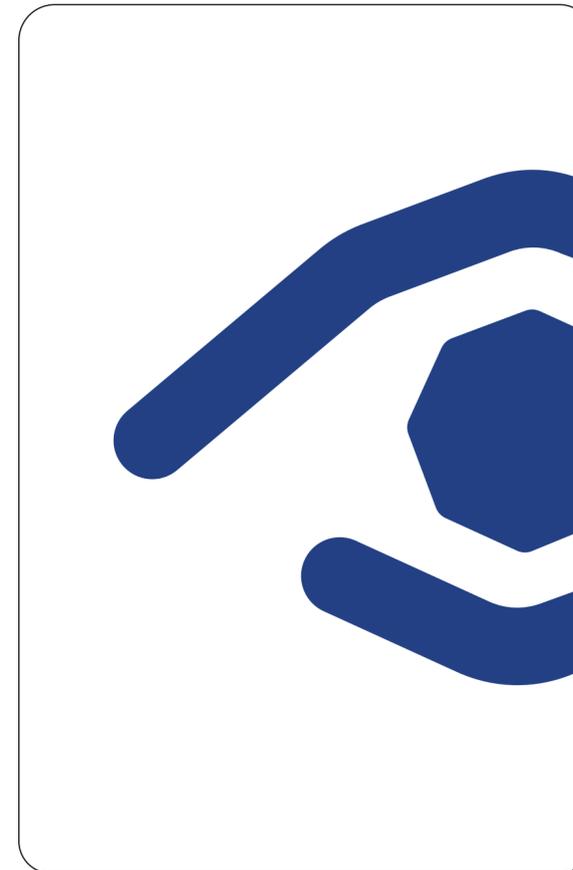
CONTENTS



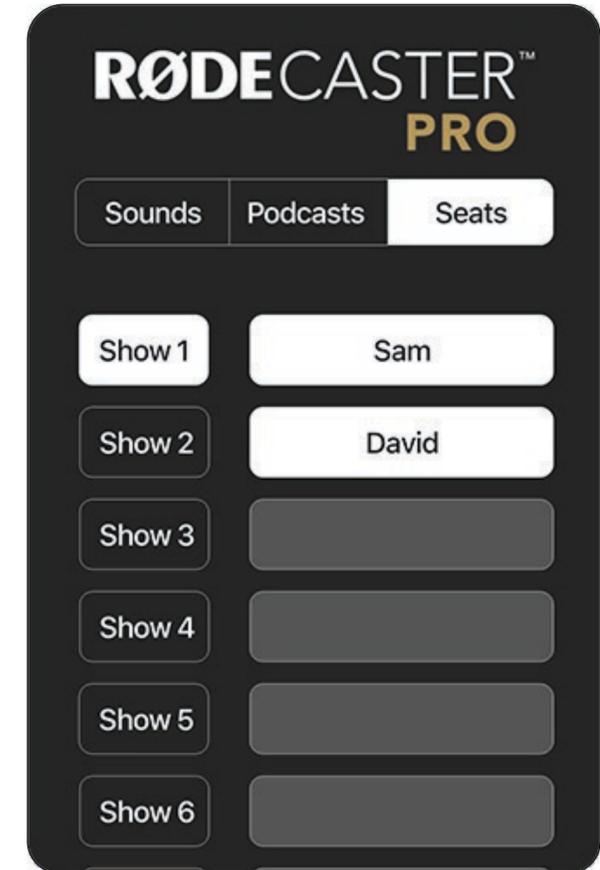
UNSW WAYFINDING



JIMMY BRINGS



ST VINCENT DE PAUL
LOGO REDESIGN



RØDECASTER PRO



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

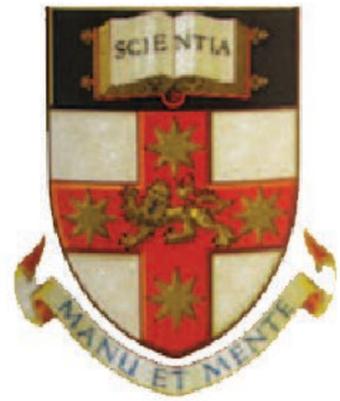
'representations of objects and their associations' involving generic and motivational information.

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

THE UNIVERSITY OF
NEW SOUTH WALES



1994



UNSW
THE UNIVERSITY OF NEW SOUTH WALES

2010



UNSW
AUSTRALIA

2012



UNSW
SYDNEY

2017

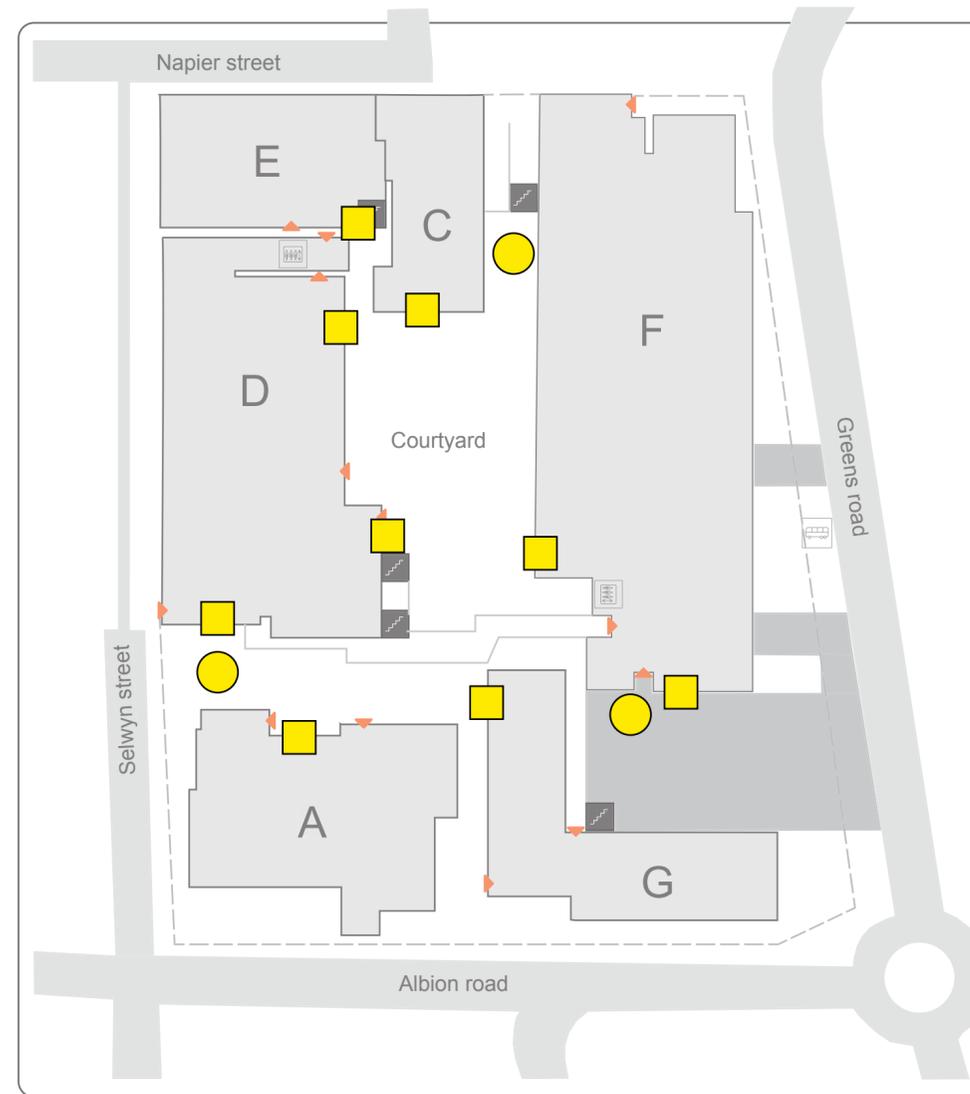
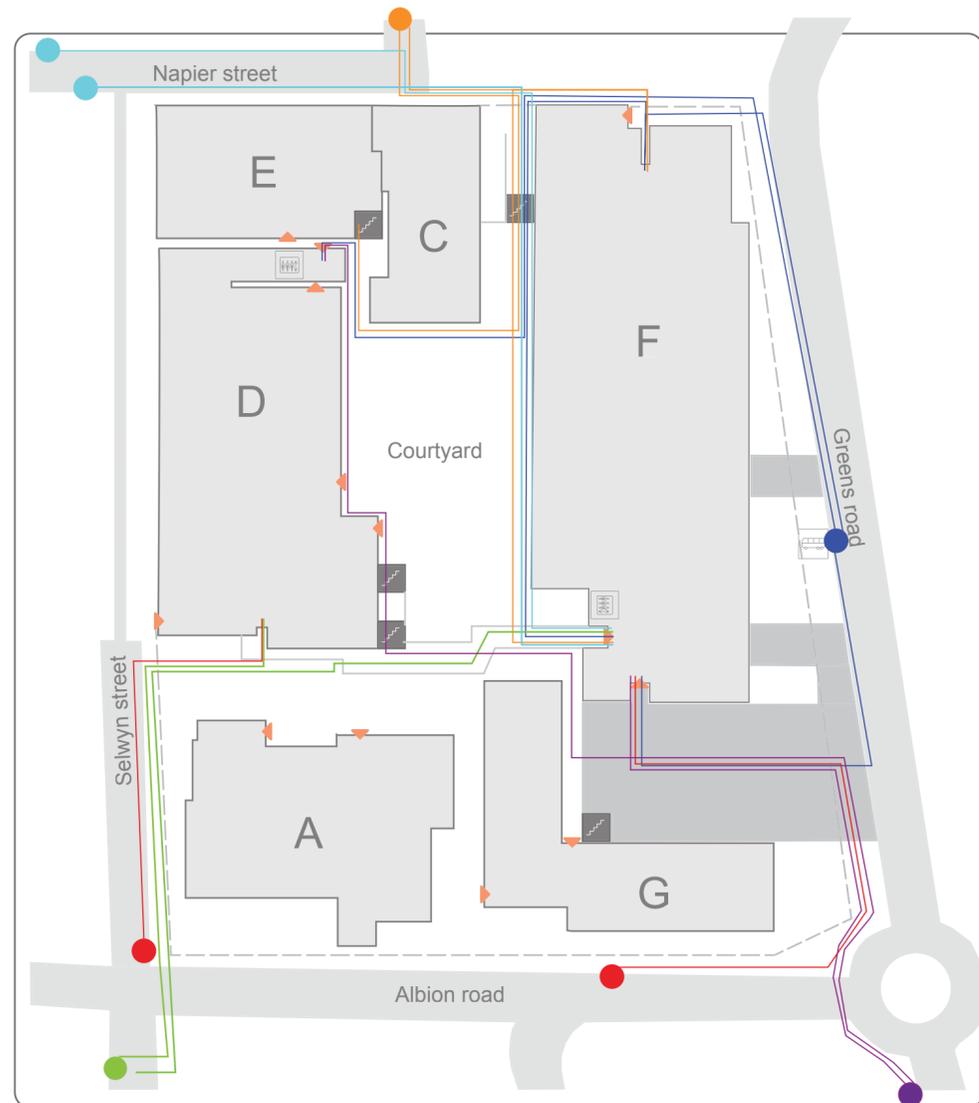
Over the course of time there has been a contemporary evolution of the UNSW brand whilst still paying homage to the original coat of arms which was granted by the collage heralds in 1952.

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
- Building Signage
- ▲ Level signage (will be on the entrance to each level)

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

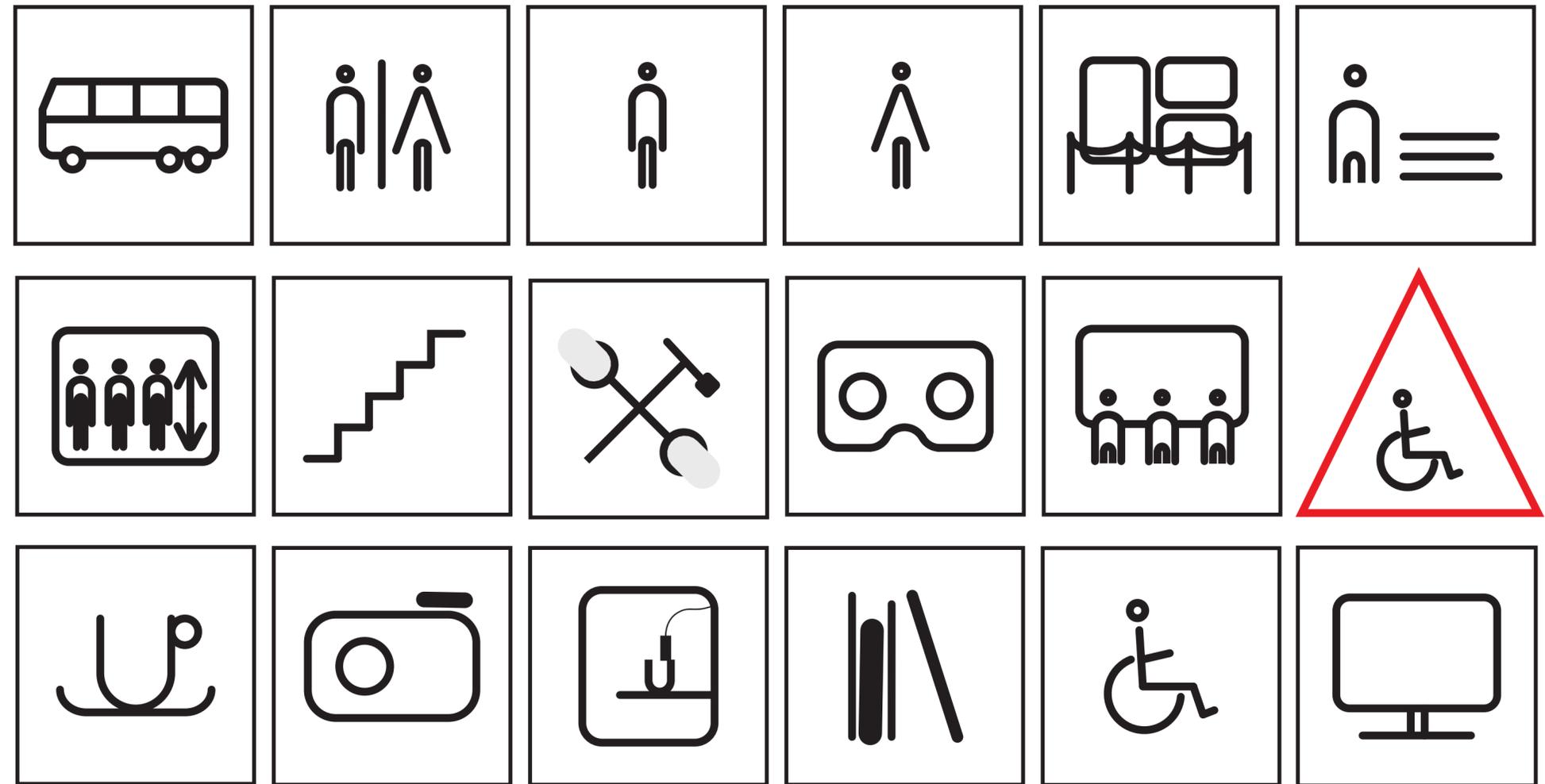
1 2 3 4 5 6 7 8 9 10

”

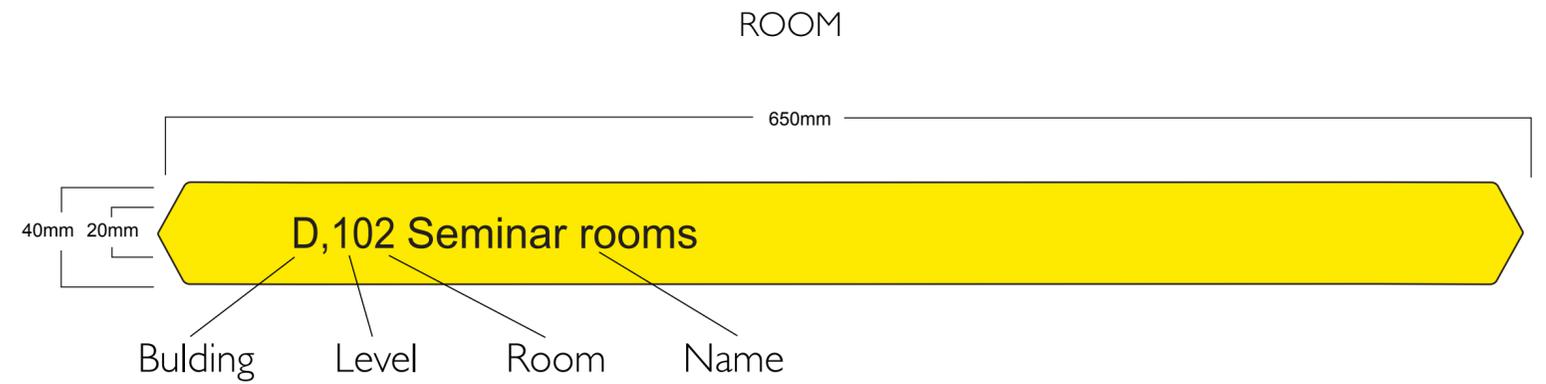
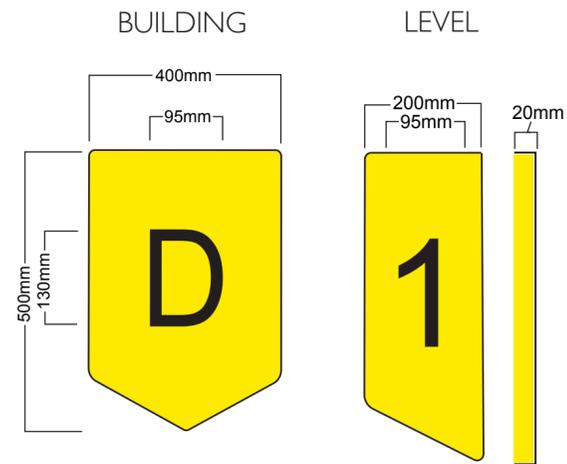
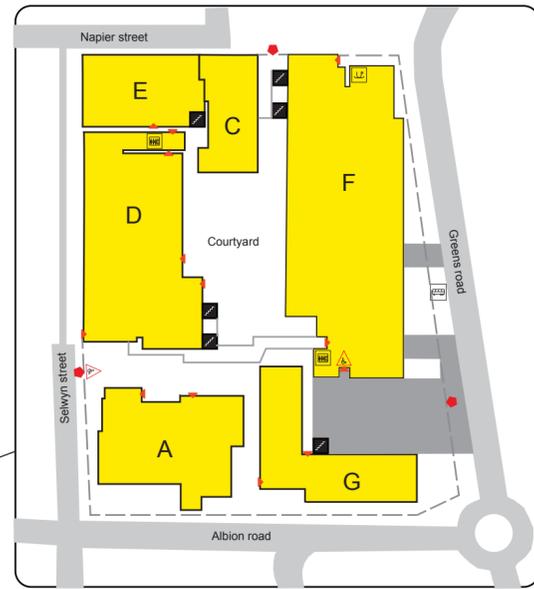
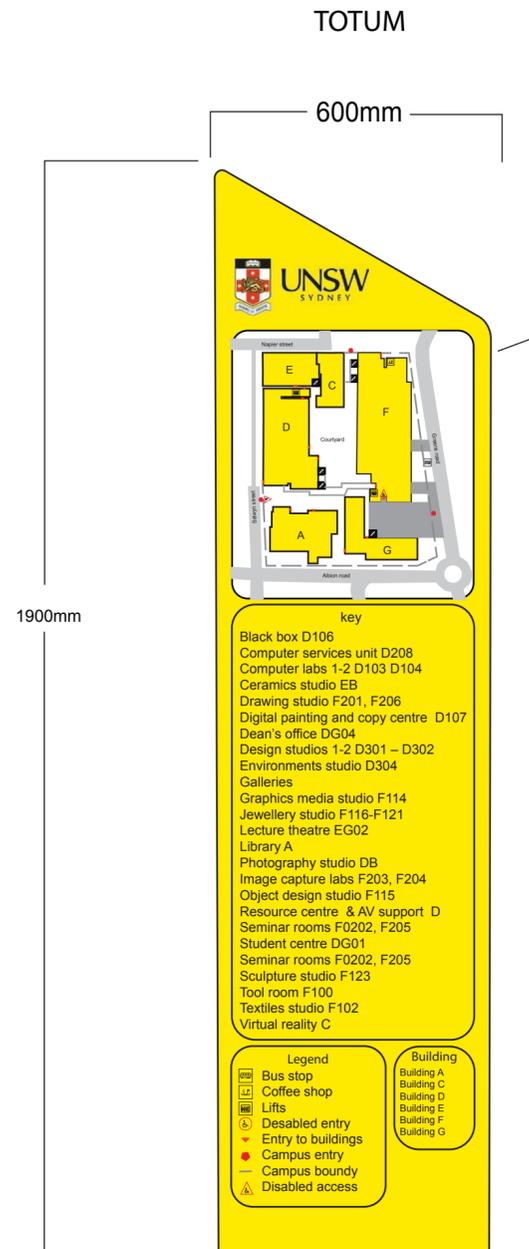


FINAL DESIGN ICONOGRAPHY

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

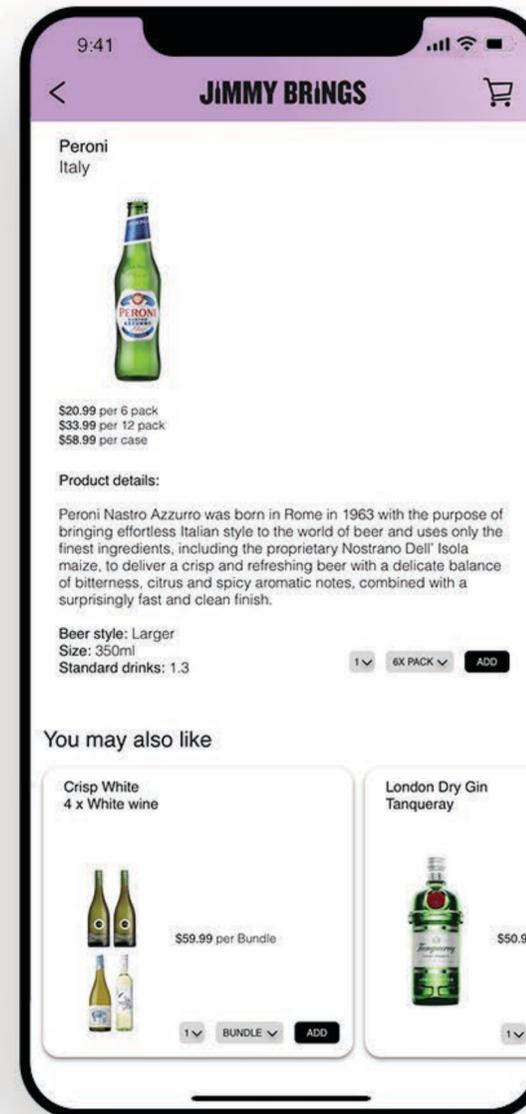
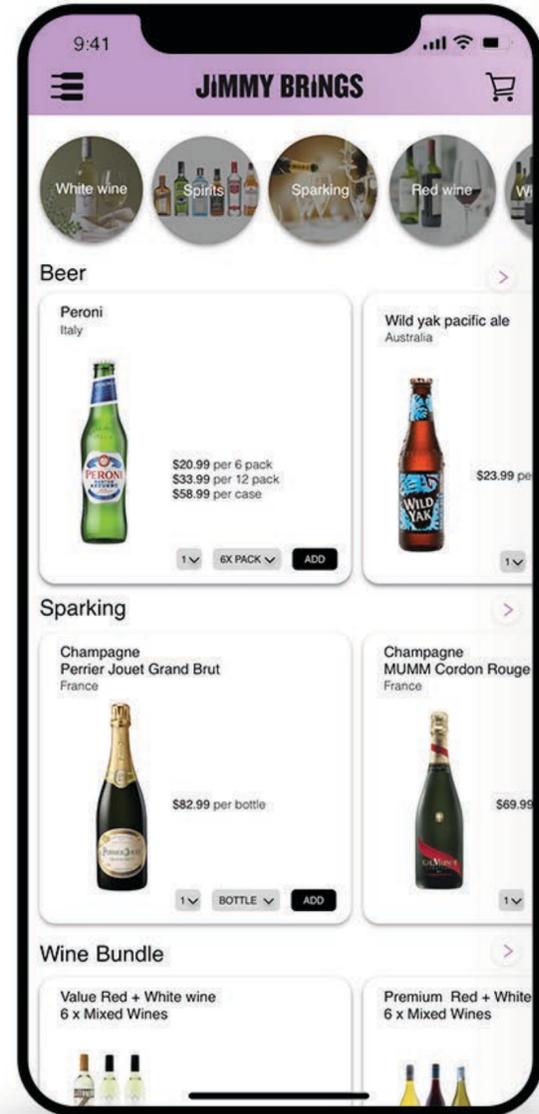


FINAL DESIGN SIGNAGE

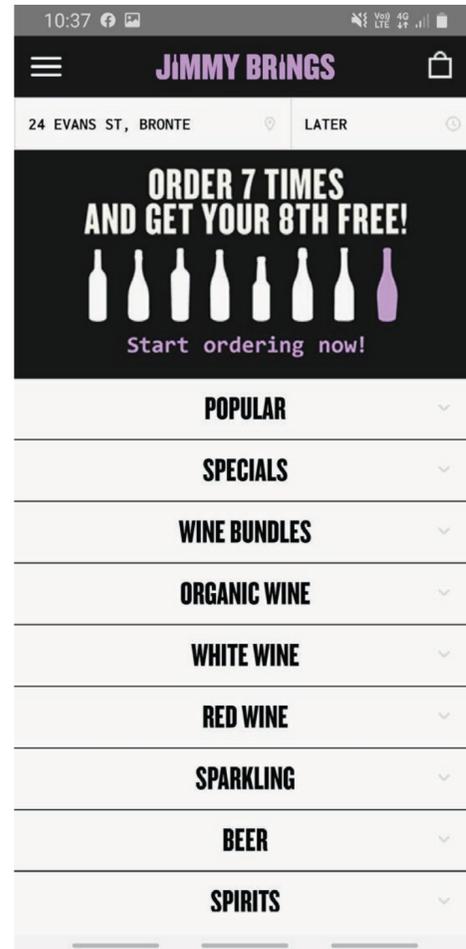


Elements of the shape of the USNW logo was used as the key feature of the of the wayfinding signage system.



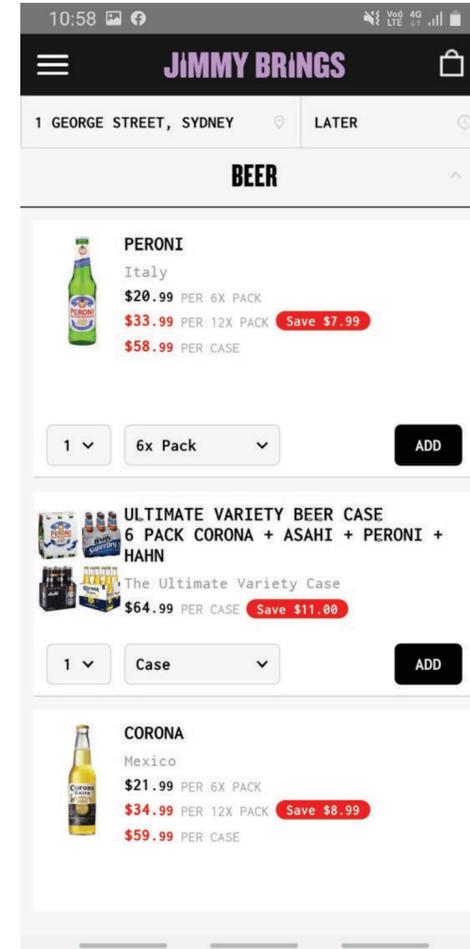
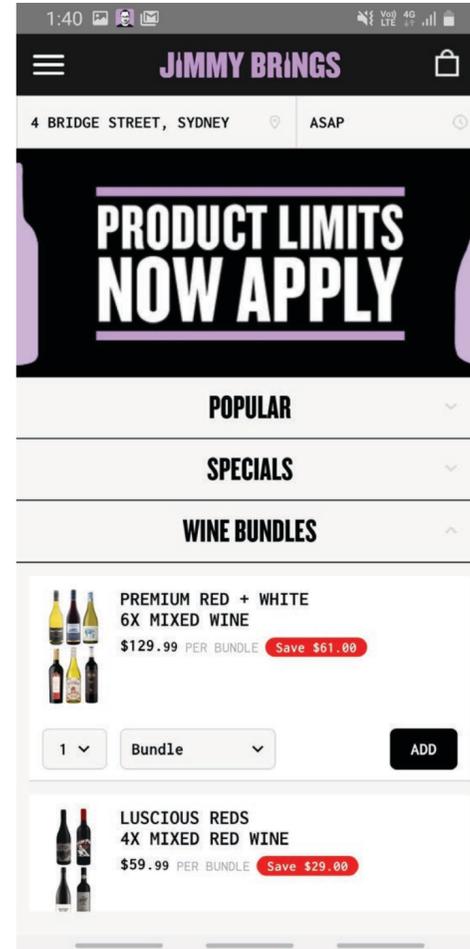


CURRENT UX/UI



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

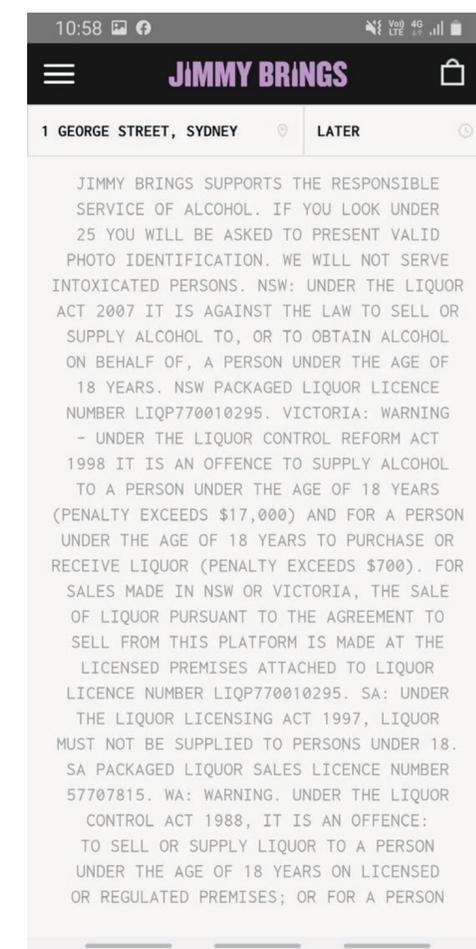
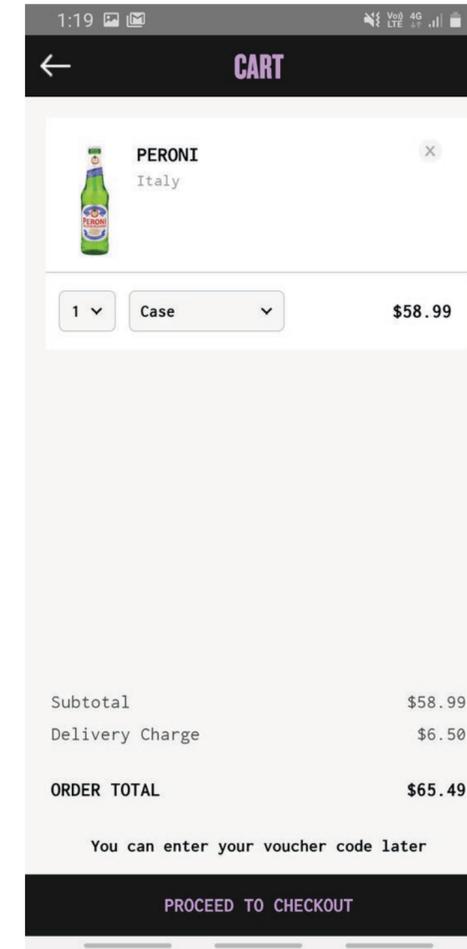
After opening a category, the user will have to scroll all the way to the bottom of the category to see all offerings and to be able to see transition into other menu items.



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.

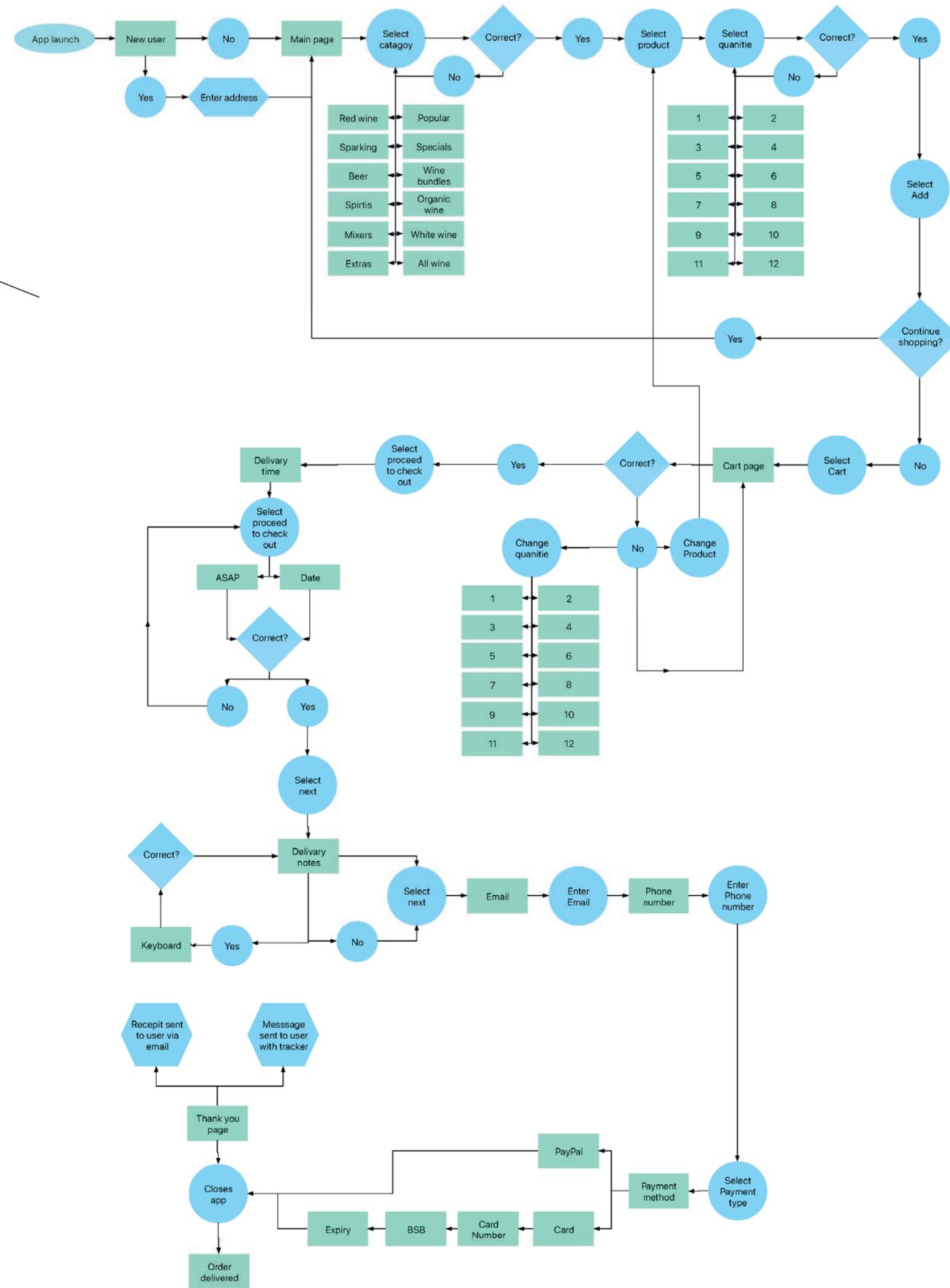


At the bottom of the main menu, there is the terms and conditions from each state and territory. It doesn't sort them by state even though the user has already input their address.

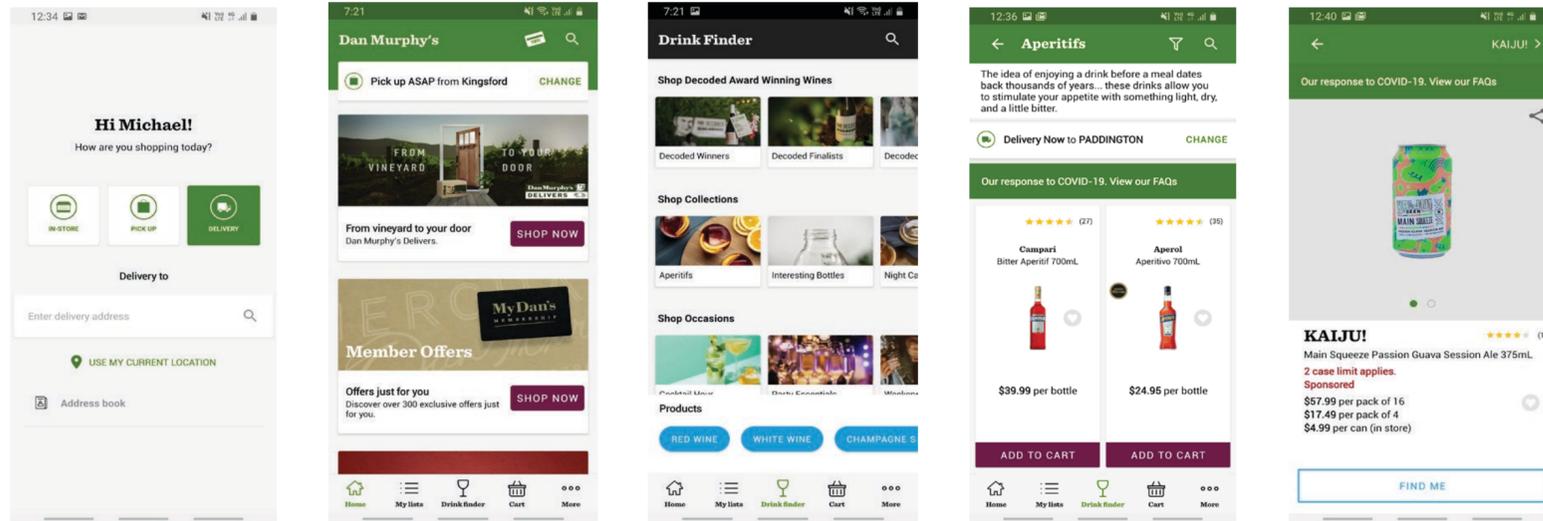


UI FLOW

UI Flow of the current Jimmy Brings app

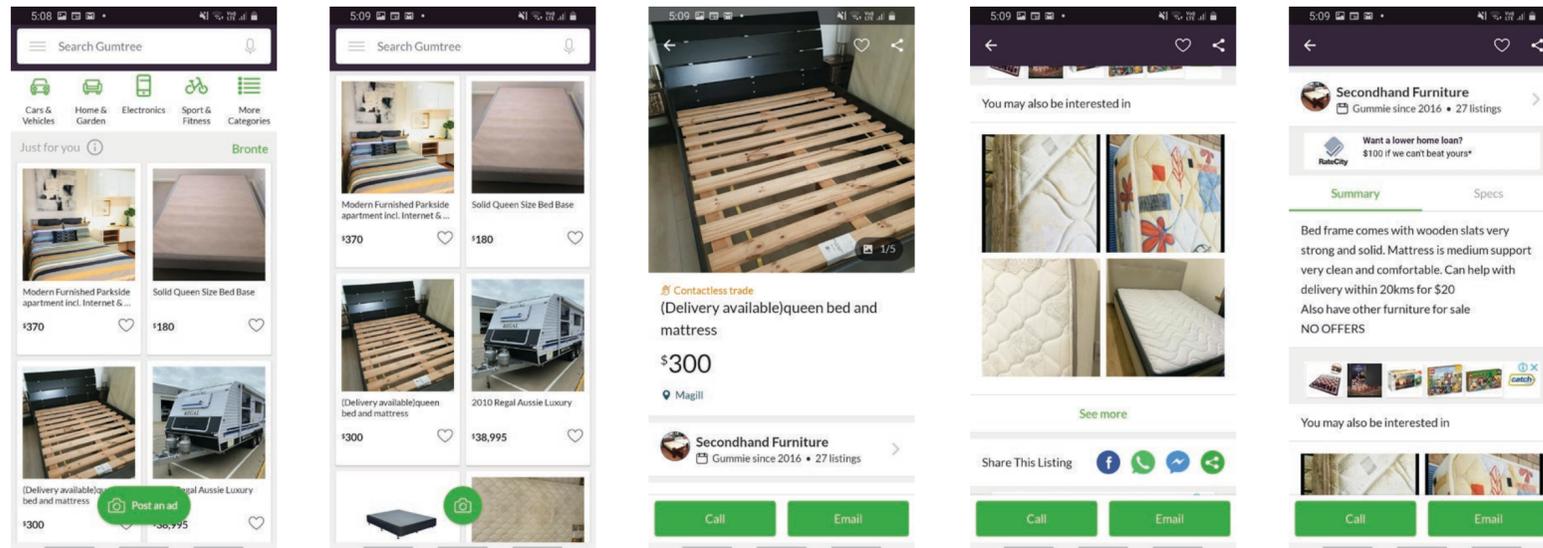


LANDSCAPE REVIEW

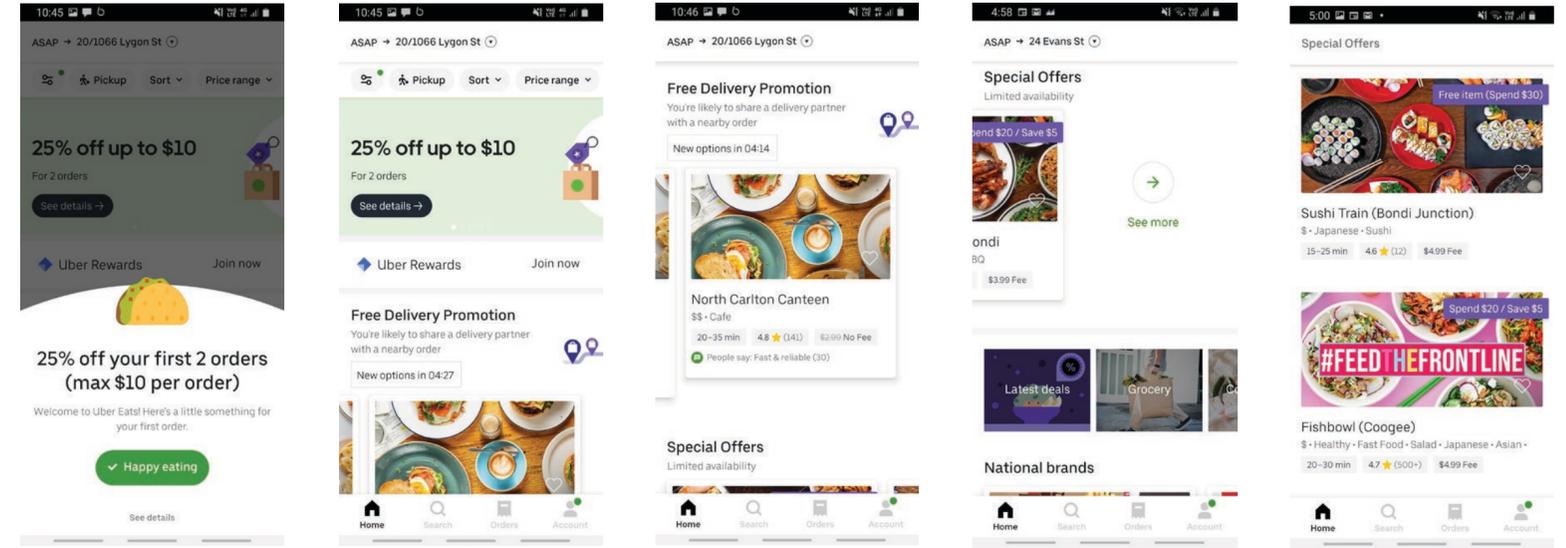


Dan Murphy's utilises an intricate system of category and search engines allowing for the user to find their desired product by name. Furthermore they use a navigation bar at the bottom to allow for smooth transitioning between sectors.

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 front 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

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

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"

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 nomrally 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

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

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

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 approaches

PAIN POINTS

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

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

BEHAVIOURS

- 8-11 pm is when we normally use the app

- large orders

OPPORTUNITIES

- Splitting the bill
- "It has all the basics, nothing special"

NICK

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



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

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

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

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 friendly app

PAIN POINTS

- The interface is very out dated

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

BEHAVIOURS

- smooth transition between services she use uber eats alot

OPPORTUNITIES

- The opportunity to up sell
- increase offerings

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 delivery
- 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

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

BEHAVIOURS

- smooth transition between services

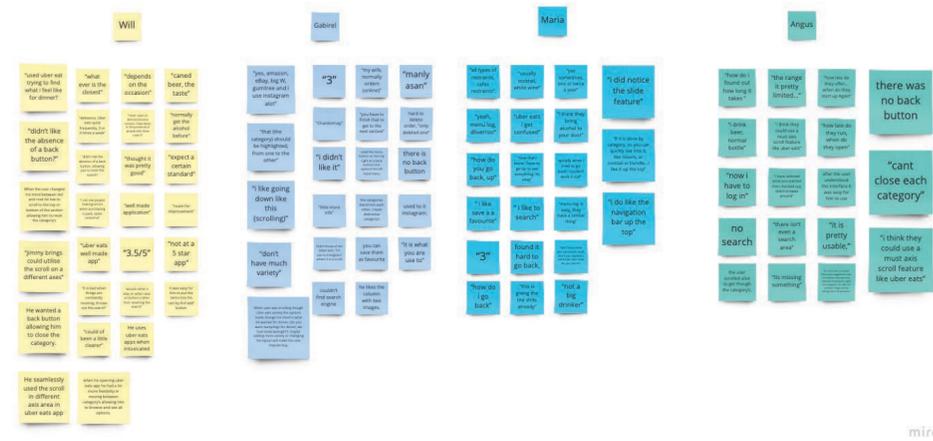
- simple

OPPORTUNITIES

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



AFFINITY MAPPING



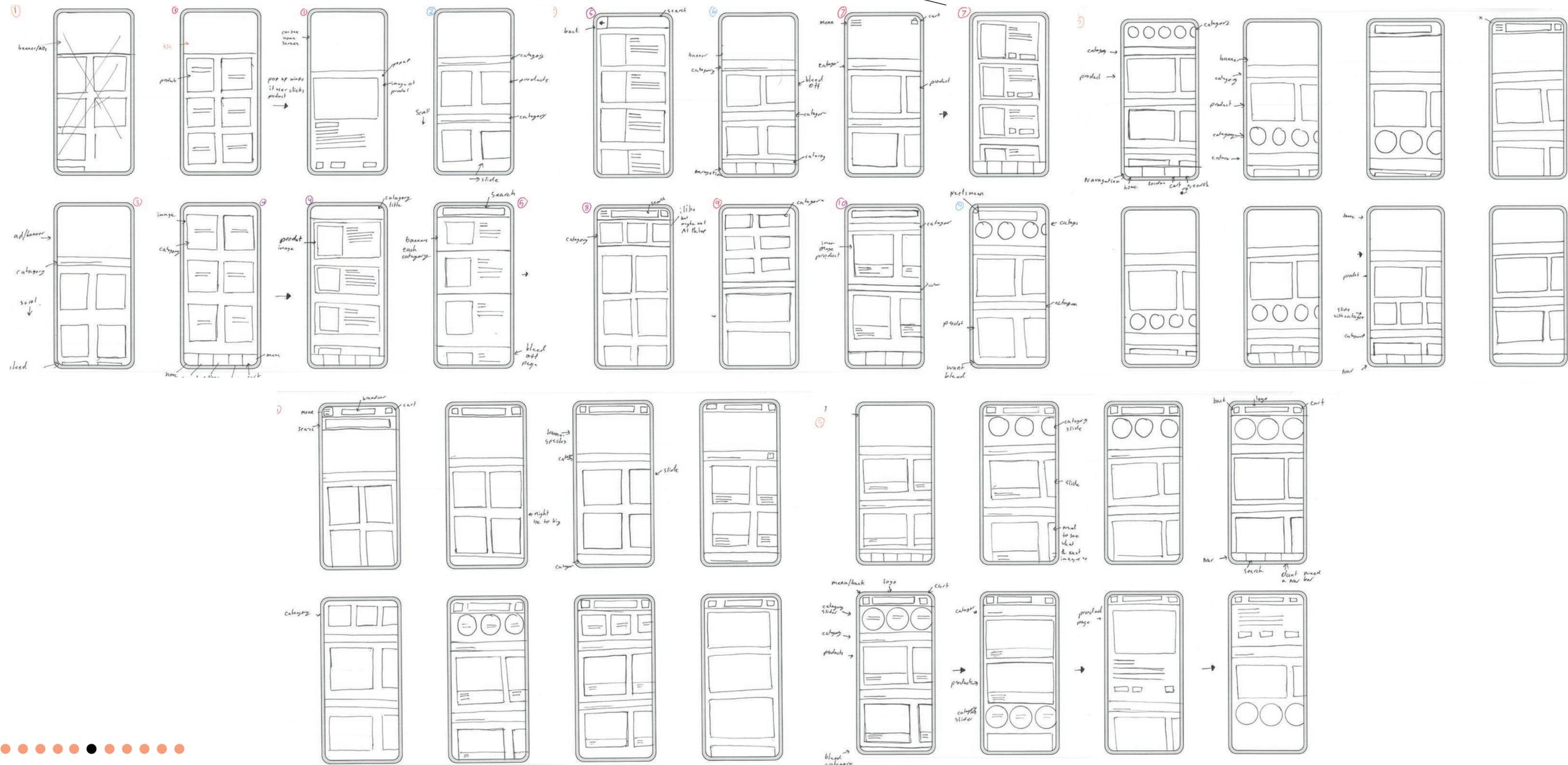
To create the affinity map I utilised research techniques such as empathy mapping, observation, interviews, usability testing on Jimmy Brings app and Uber Eats app. Below I have listed some key insights.

- "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)

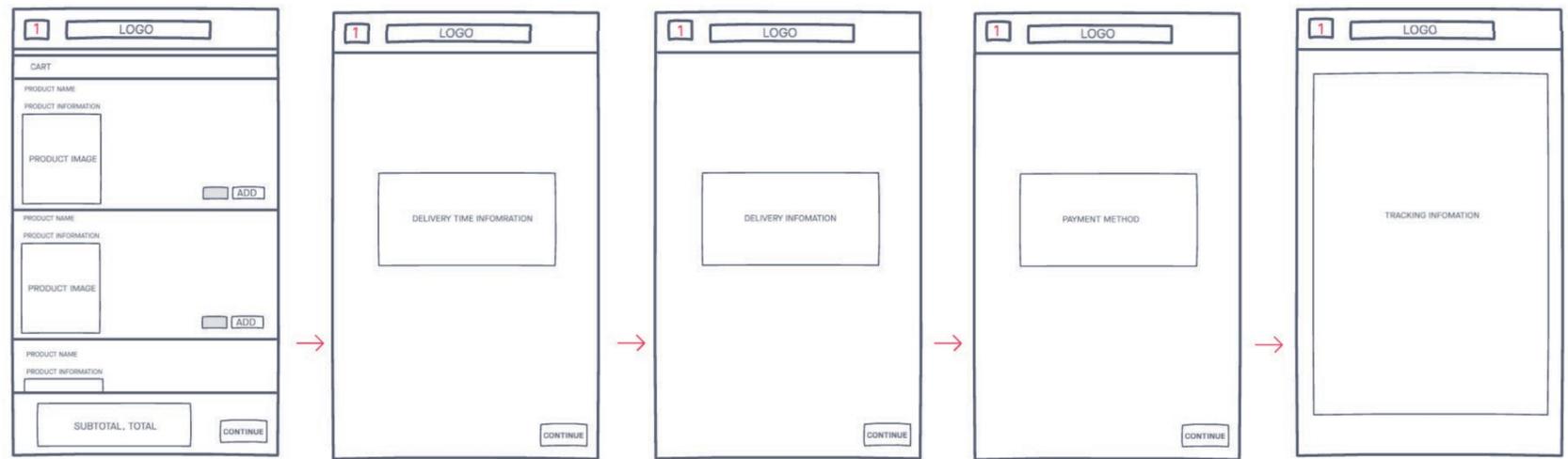
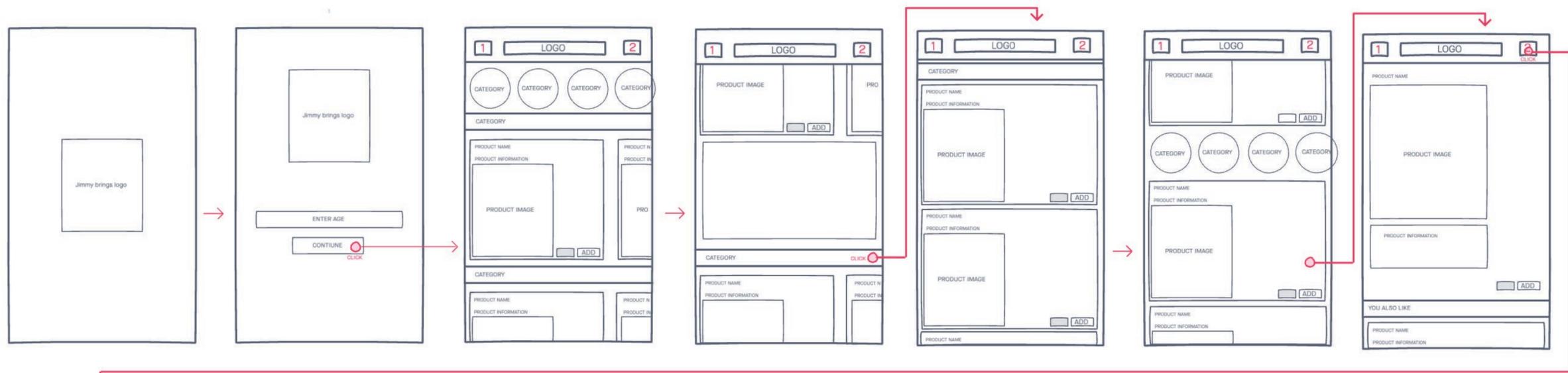


IDEATION

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

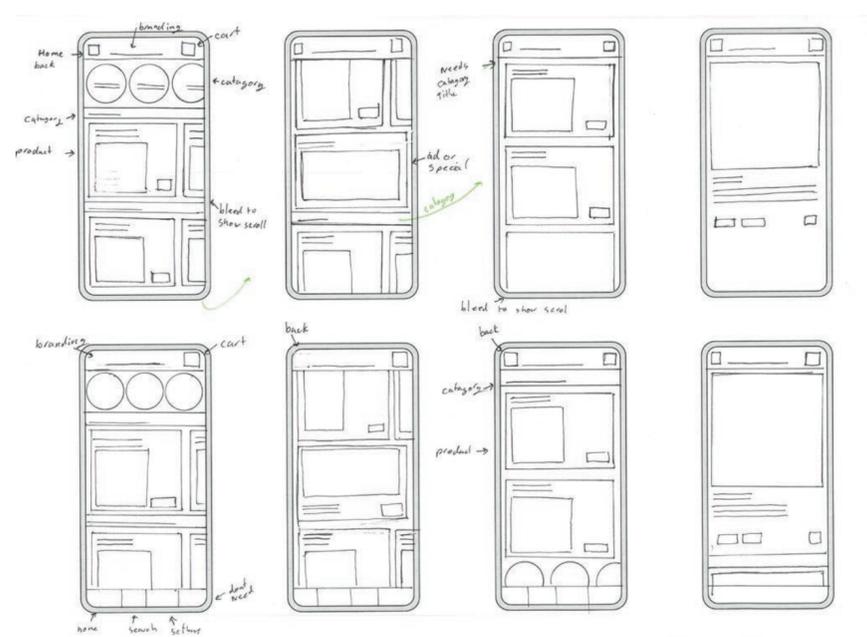


MID-FIDELITY WIREFRAME

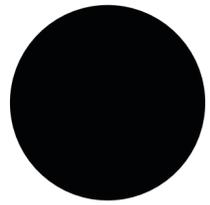


KEY

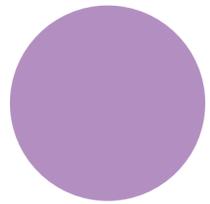
- QUANTITY
- 1 — BACK/HOME BUTTON
- 2 — CART
- CATEGORY — CATEGORY SLIDER



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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

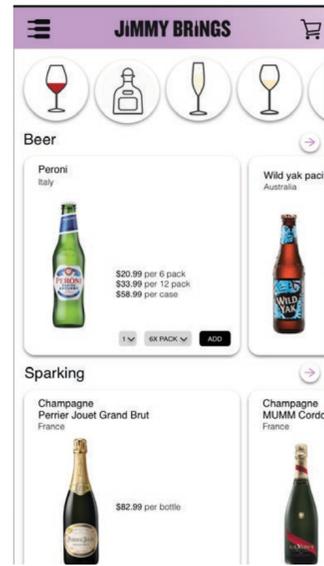


Utilising key features of the branding to guide iconography.



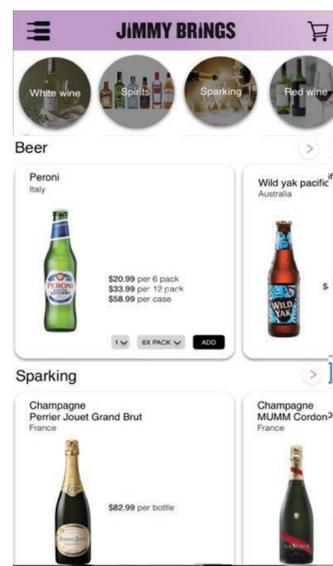
A/B TESTING

Is iconography more user-friendly for the category system?



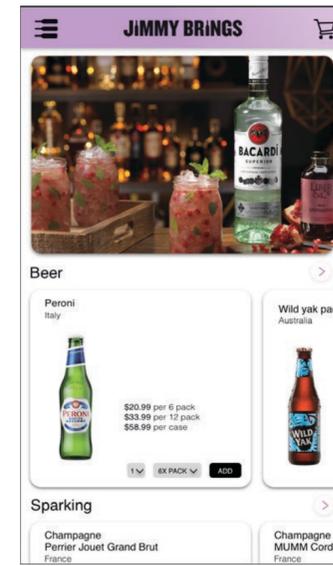
A

20%



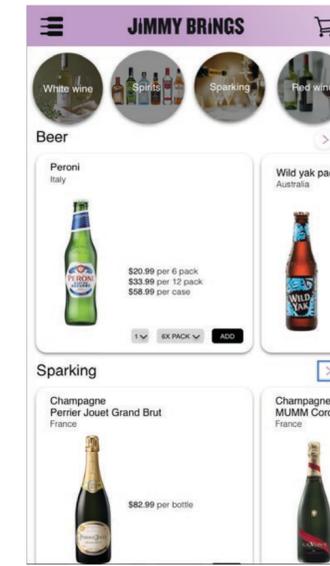
B

80%



A

30%

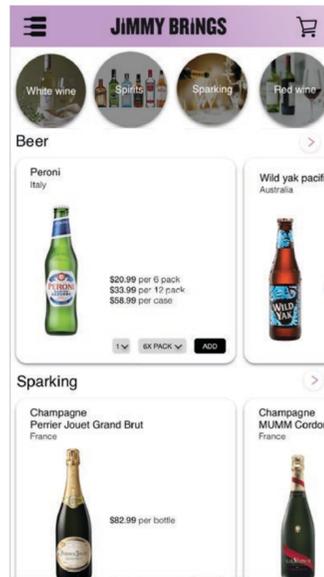


B

70%

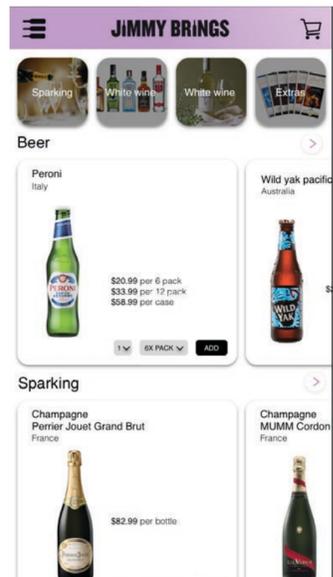
The use of banner or horizontal scrolling category system?

square or round category button category system?



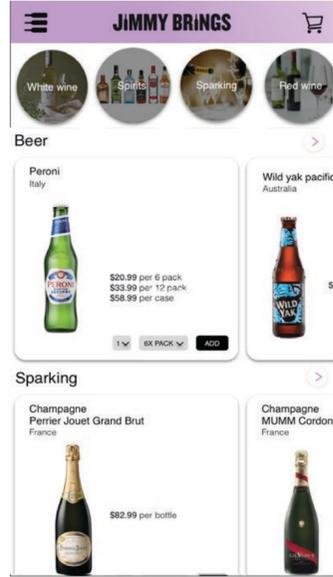
A

60%



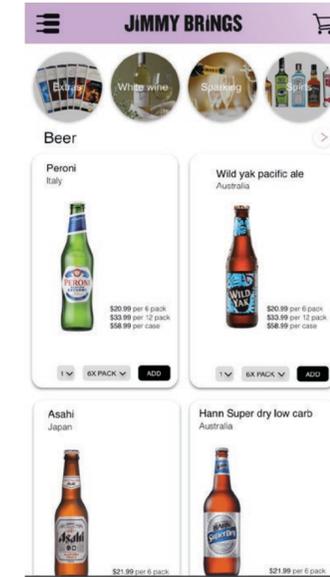
B

40%



A

90%



B

10%

Horizontal scrolling or columns to display products?



FINAL DESIGN FEATURES

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

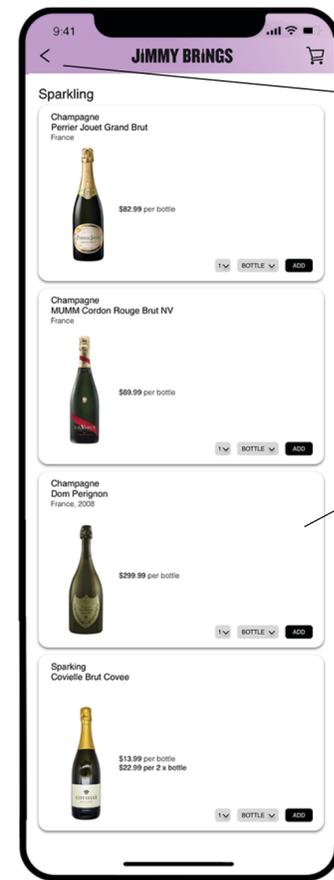
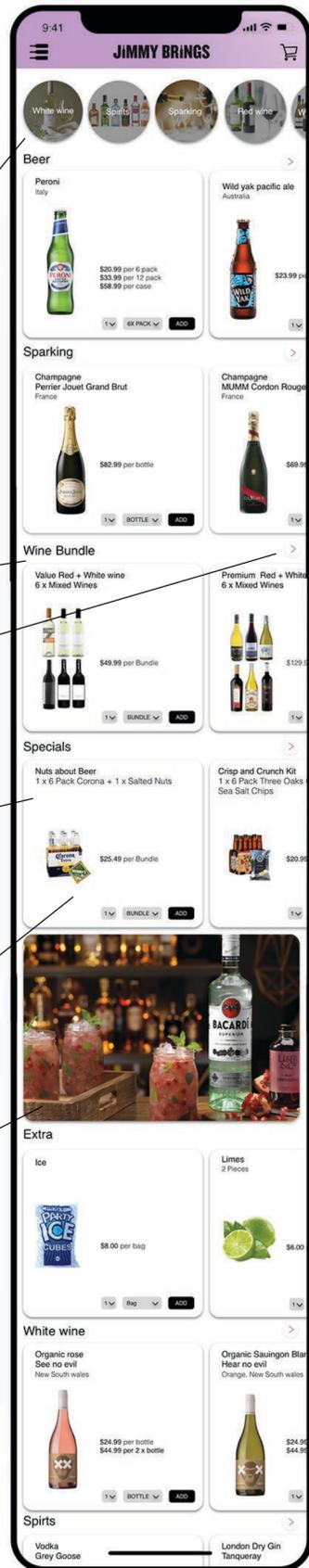
Drop shadow to create depth and highlight the different category.

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

The use of page folds to highlight scrolling.

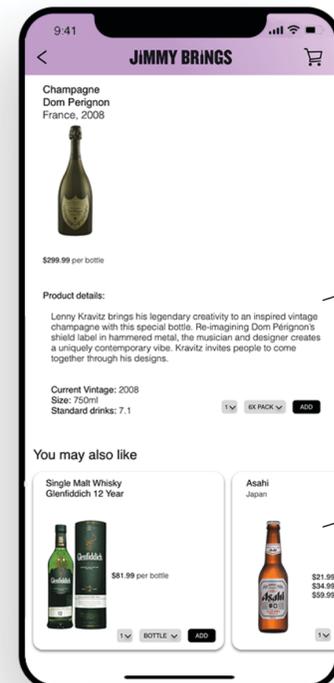
Horizontal page scrolling allowing for the user to browse options in the category. Page scrolling was implemented allowing the items to be able to be aligned when browsing thus increasing usability.

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.

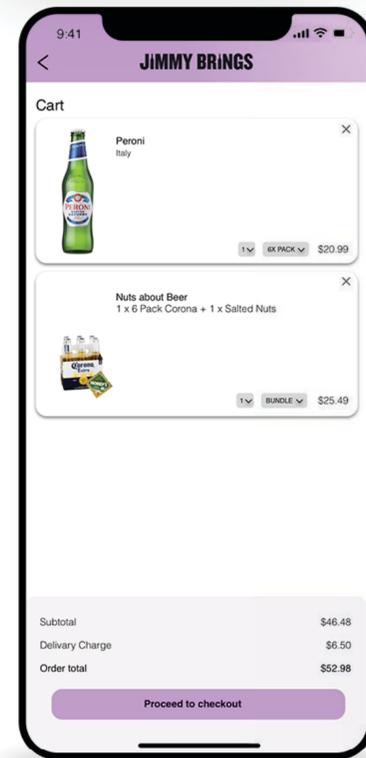
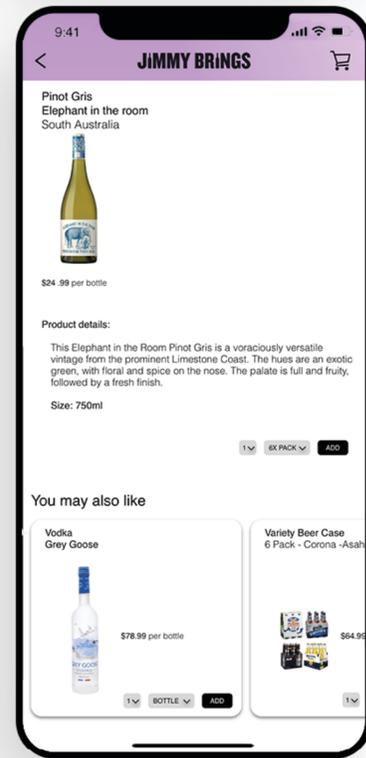
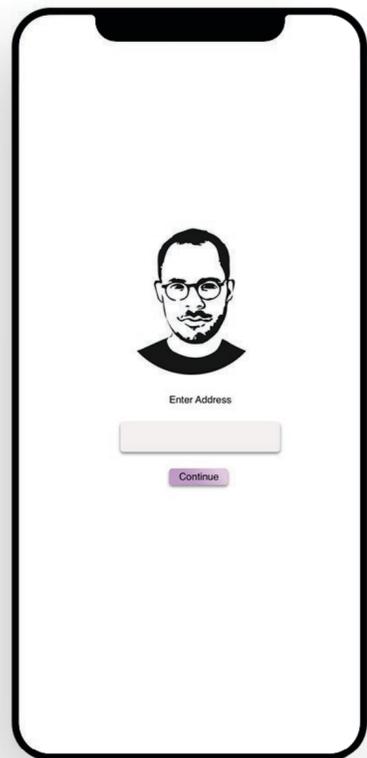
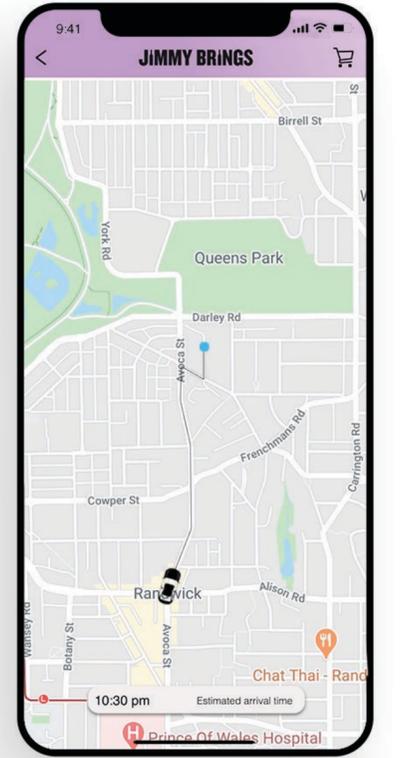
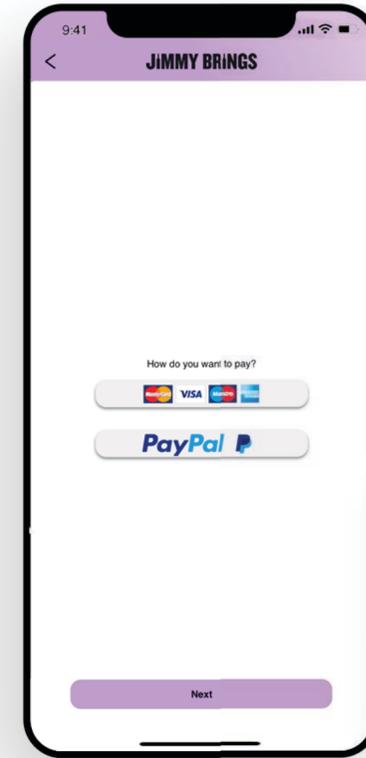
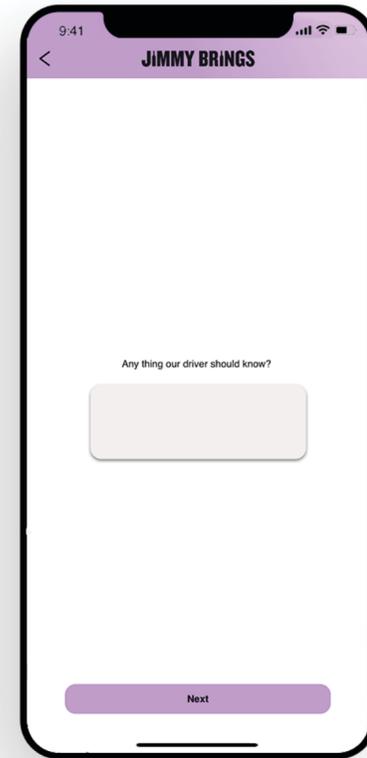
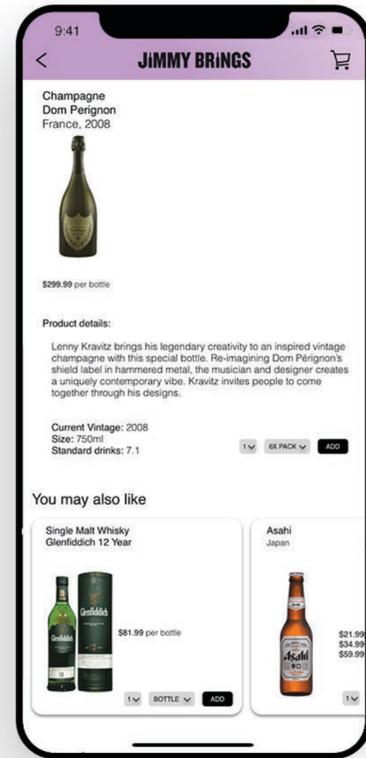
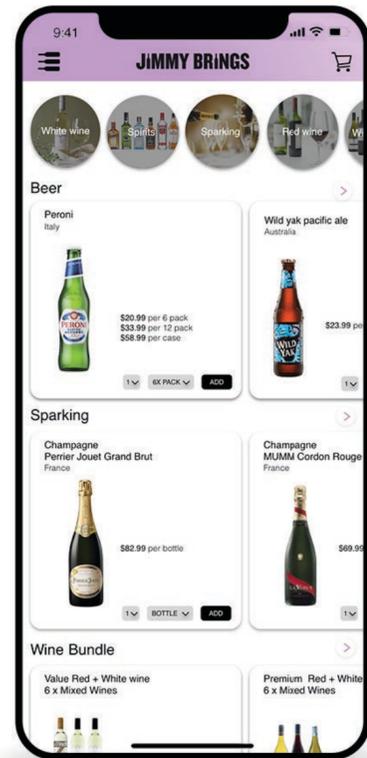


All 104 products were categorised and each product had its own page. The design was done in sketch and animated in principle.

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



FINAL DESIGN FEATURES





St Vincent de Paul Society



St Vincent de Paul Society

EXCITING NEW
Vinnies
STORE OPENING
18th July

Found it at Vinnies



Found it at Vinnies

DUMPING
PROHIBITED
UNLAWFUL GOODS WILL
NOT BE ACCEPTED
DURING BUSINESS HOURS
PLEASE USE OUR TRUCK
OR PHONE 3001 000 TO
ARRANGE FOR A PICK UP

TRUCK
EVEN

RESEARCH VINNIES LOGO

I will be using the same colour from the original logo

The main idea is to modernise the logo whilst paying homage to the original and its meaning.



St Vincent de Paul Society
NSW

good works



*The hand of Christ
blesses the cup*



*The hand of love
offers the cup*



*The hand of suffering
receives the cup*



The St Vincent de Paul Society logo is used in many countries and is recognised everywhere as a symbol of hope and goodwill. The logo has three components: the hands symbol, the text and the slogan.



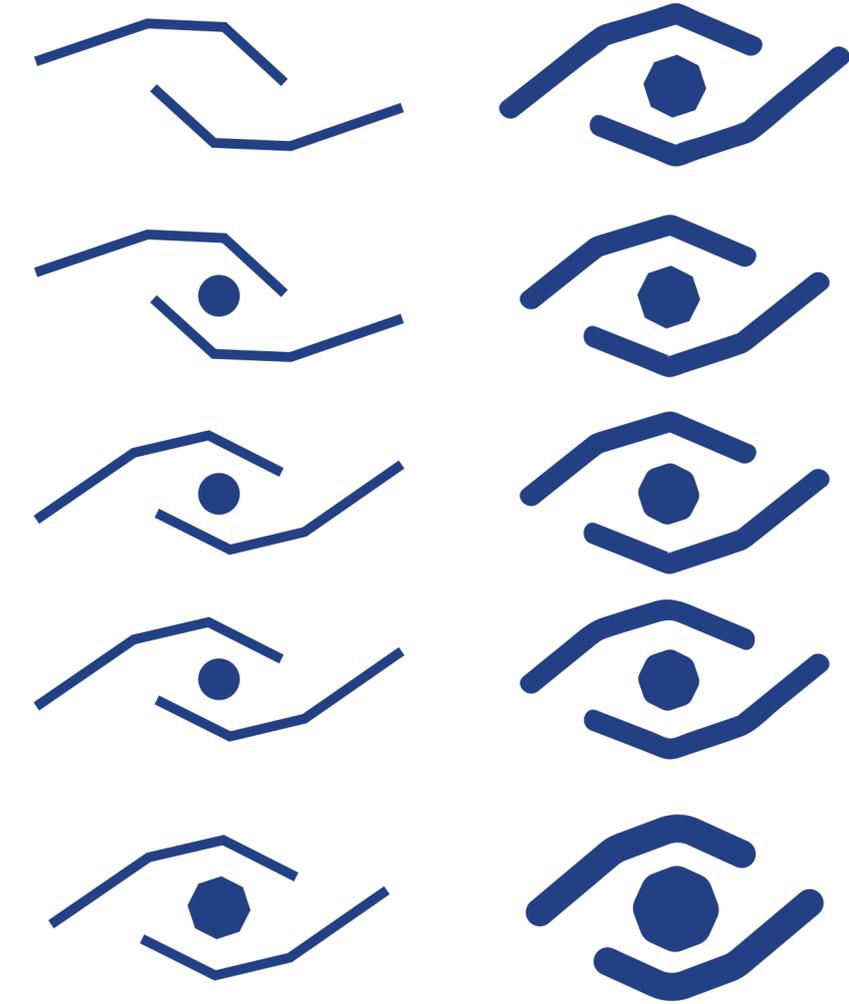
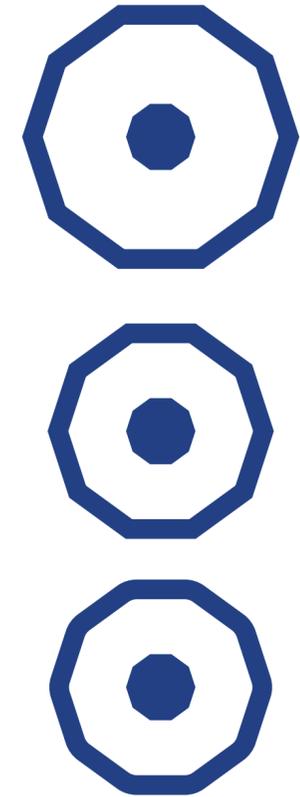
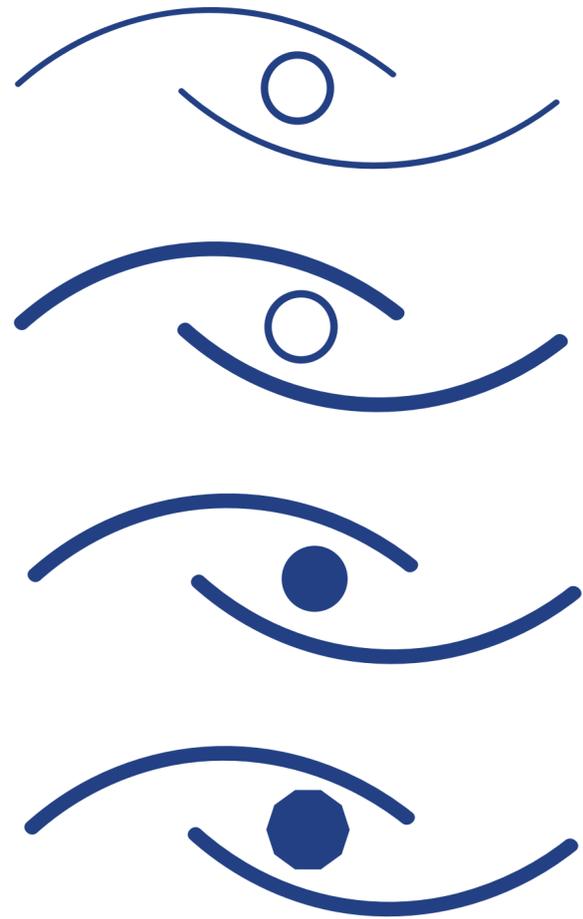
C100 M89 Y15 K3

R34 G62 B135

#223e87



DESIGN
DEVELOPMENT



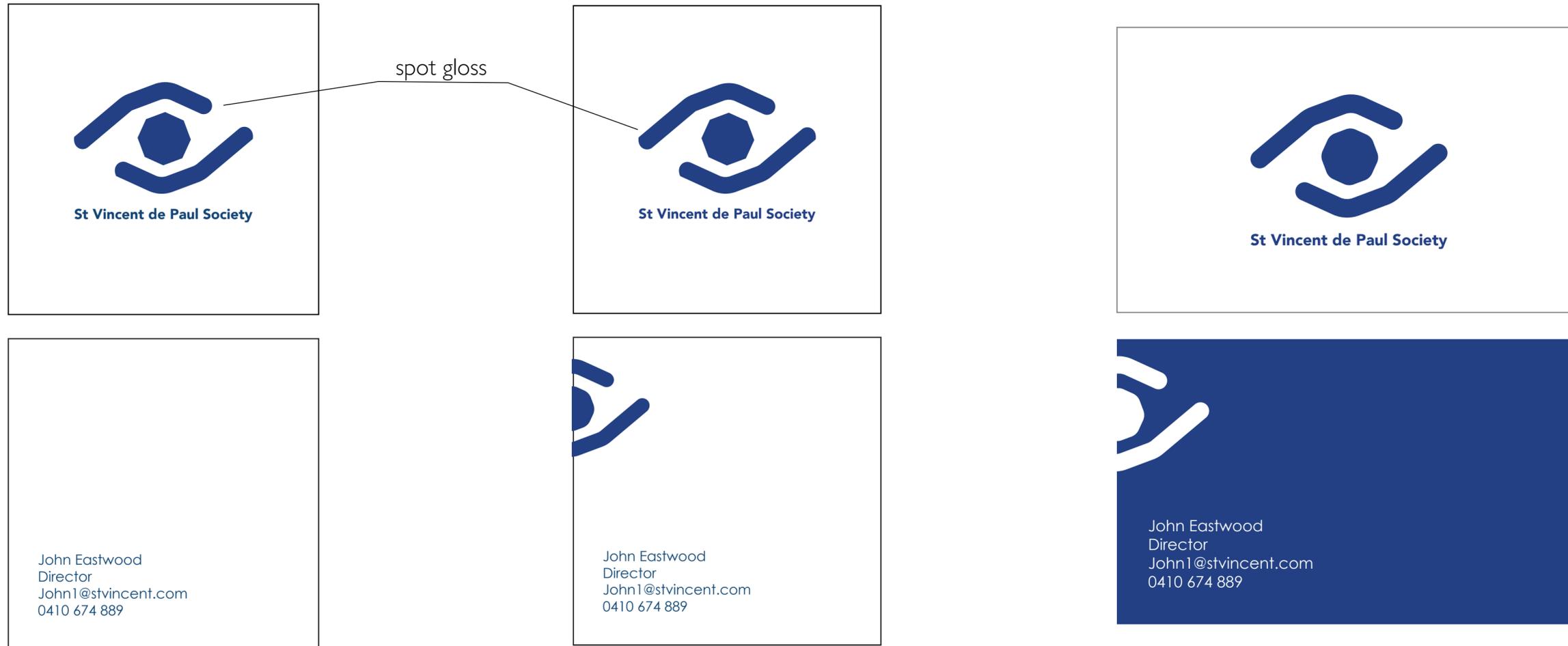
FINAL DESIGN LOGO



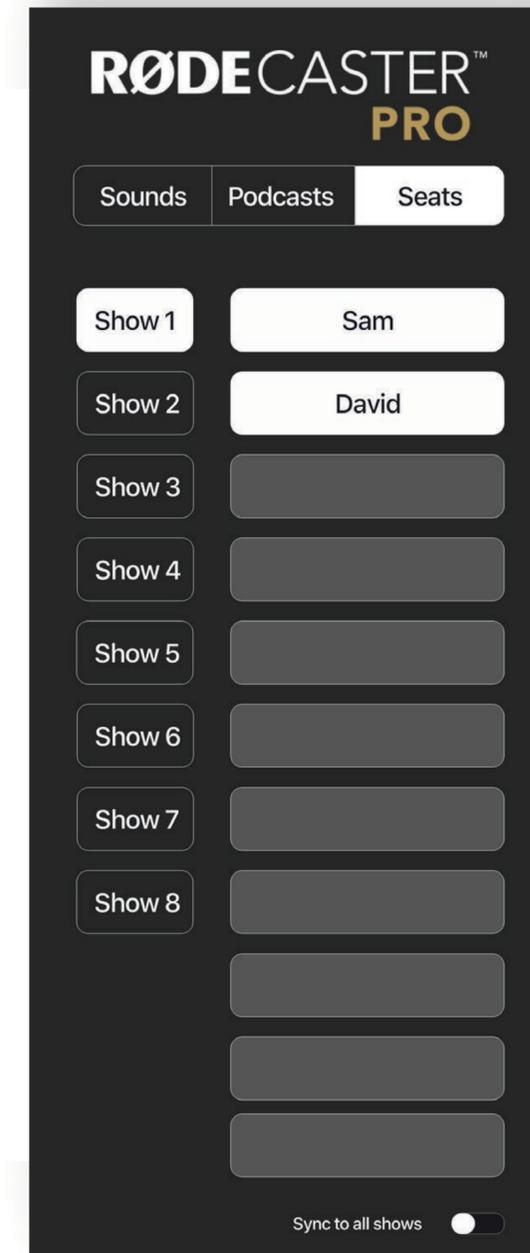
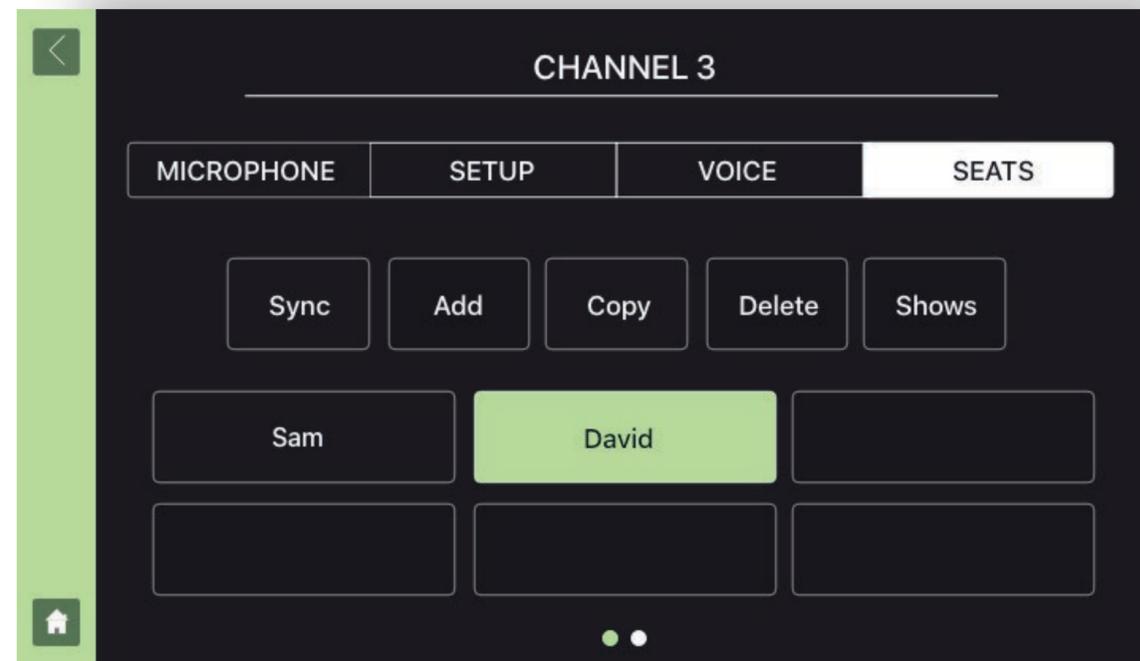
Two variations of the logo will create greater flexibility depending on the application.



FINAL DESIGN BUSINESS CARDS



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 RØDEcaster pro unique compared to its competitors. The RØDEcaster pro has revolutionised the traditional notion of a mixer by exchanging knobs for a clean touch screen.



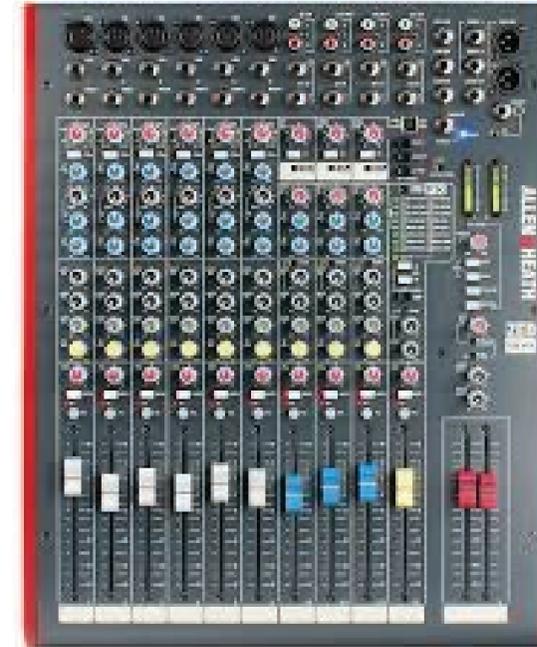
Behringer Xenyx Q1202USB

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 Podcaster

BEHAVIOURS

To be able to set up a podcast in a university study room. To look cool while 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?



Did you think the Caster Pro feature warranted its price point?



Would you recommend the service to other?



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?



Did you think the Caster Pro feature warranted its price point?



Would you recommend the service to other?



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

Did you find the interface easy to use after unboxing?



Did you think the Caster Pro feature warranted its price point?



Would you recommend the service to other?



BEHAVIOURS

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

OPPORTUNITIES

- Creating an opotunity to expand cliet base

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?



Did you think the Caster Pro feature warranted its price point?



Would you recommend the service to other?



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 , including microphone
- Blue tooth headphone connectivity

Did you find the interface easy to use after unboxing?



Did you think the Caster Pro feature warranted its price point?



Would you recommend the service to other?



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

Did you find the interface easy to use after unboxing?



Did you think the Caster Pro feature warranted its price point?



Would you recommend the service to other?



BEHAVIOURS

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

OPPORTUNITIES

- To increase offering allowing for ease of use.



USER JOURNEY MAP

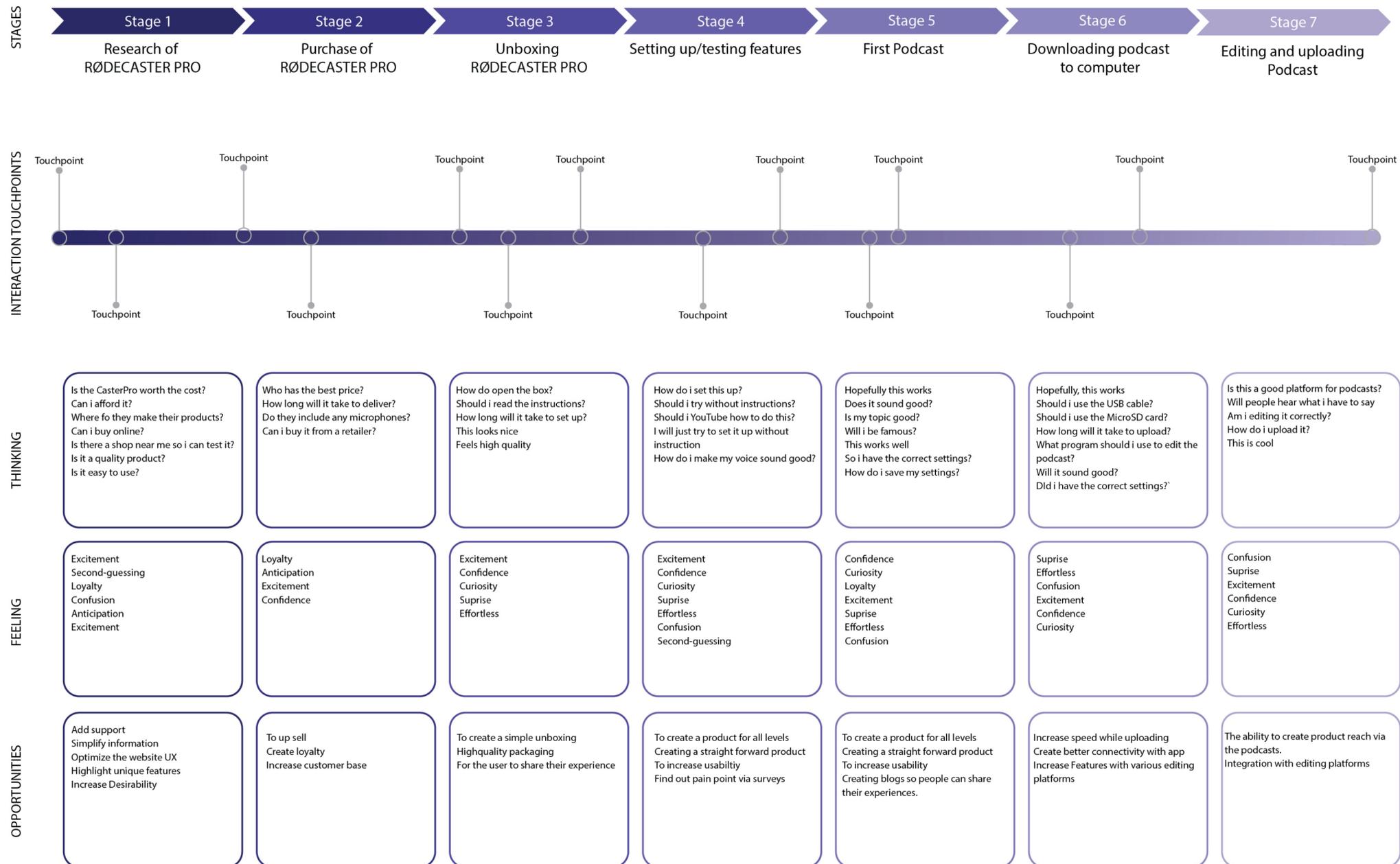
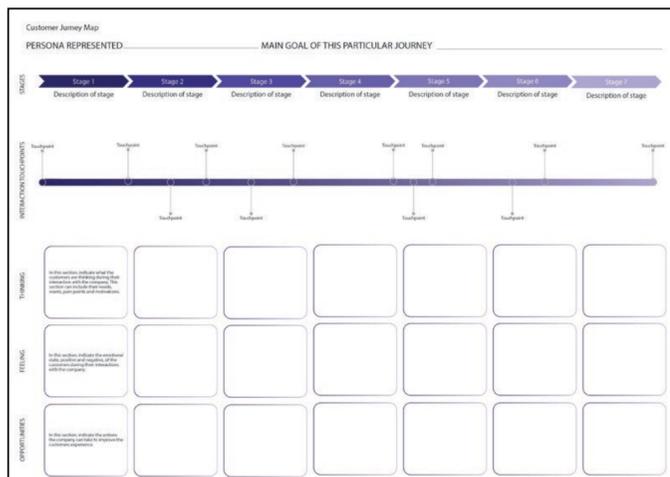
This is an example of a user journey map of one of the 6 personas, This allows me to empathise with the user to increase the usability of the RØDEcaster Pro interface for that persona

Customer Journey Map

PERSONA REPRESENTED Samuel

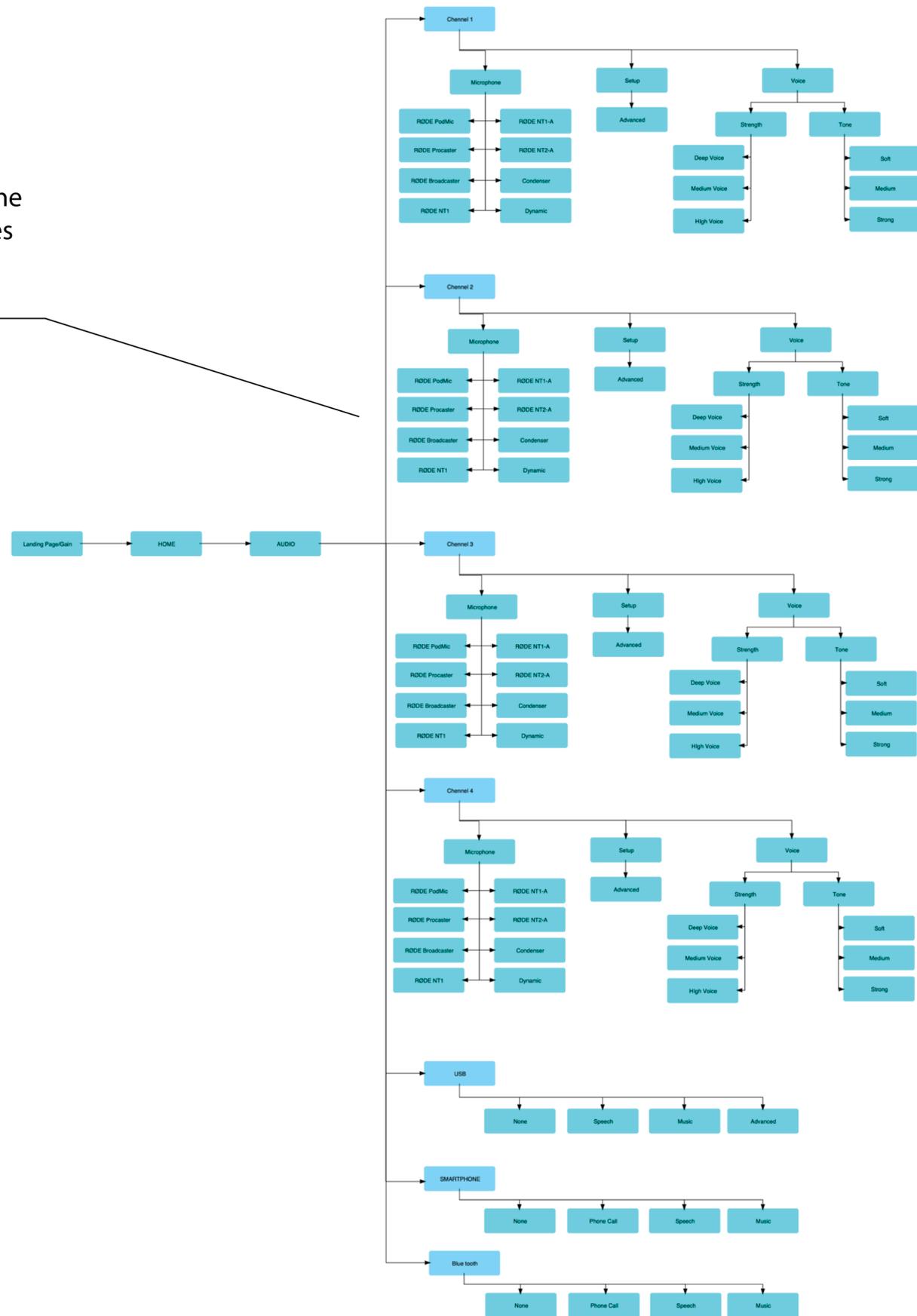
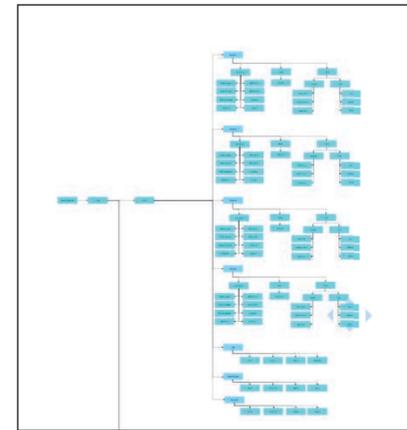
MAIN GOAL OF THIS PARTICULAR JOURNEY Purchase RØDECASTER PRO and first podcast

STAGES	INTERACTION TOUCHPOINTS	THINKING	FEELING	OPPORTUNITIES
<ul style="list-style-type: none"> Realize need Research Setup Use Export Upload Shopping Discover Learn Consider Wait Trial Accept Apply Bookings Purchase Post purchase Follow-up Advocacy 	<ul style="list-style-type: none"> Discover the brand online Discover the brand at an event Read information on product Look for reviews Talk to friends about the brand Compare brands and products Purchase product or service Look for promotions Track order Receive product at home Consume product or service Place additional purchase 	<ul style="list-style-type: none"> I like... I love... I need... I want... I dislike... What do I need to do? Is the product or service expensive? How do their value align? Who is the brand? Is this a quality product? Is there a store close to me? What's special about this? Where is the shipping info? Where do they make their products? Is it worth the cost? Can I afford it? What are my options to purchase? Is this a need or a want? Is it functional? Do I have to login to complete my purchase? Can I customize? Can I return in-store? Was it a good customer experience? Was it delivered to my expectations? Will I purchase again? Was it an easy process? Was it worth the price? 	<ul style="list-style-type: none"> Proud of brand Tout in brand Excitement Fear Disappointment Doubt Effortless Surprise Second-guessing Sticker shock Buyer's remorse Anticipation Annoyance Loyalty Trust Uncertainty Curiosity Confidence Frustration Apathy 	<ul style="list-style-type: none"> Add in support Request contact information Provide a compare option Add ways to link to associated content See more option Bring deeper content into an accordion Format content into defined steps Product innovation New marketing activity New target market New value proposition Price strategy adjustment Optimize the website UX Add new products or services Simplify products or services Offer training to customers Adjust training to employees Develop new distribution channels Deliver informative content to remove pain points

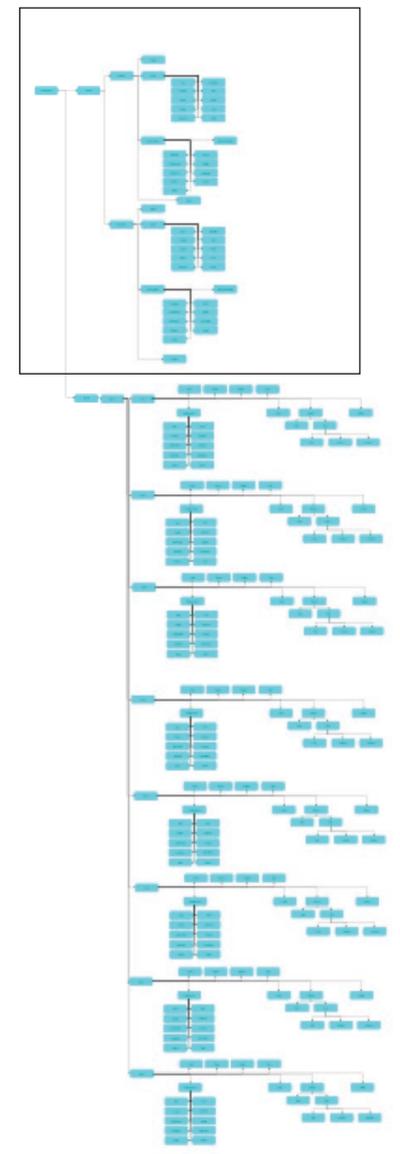
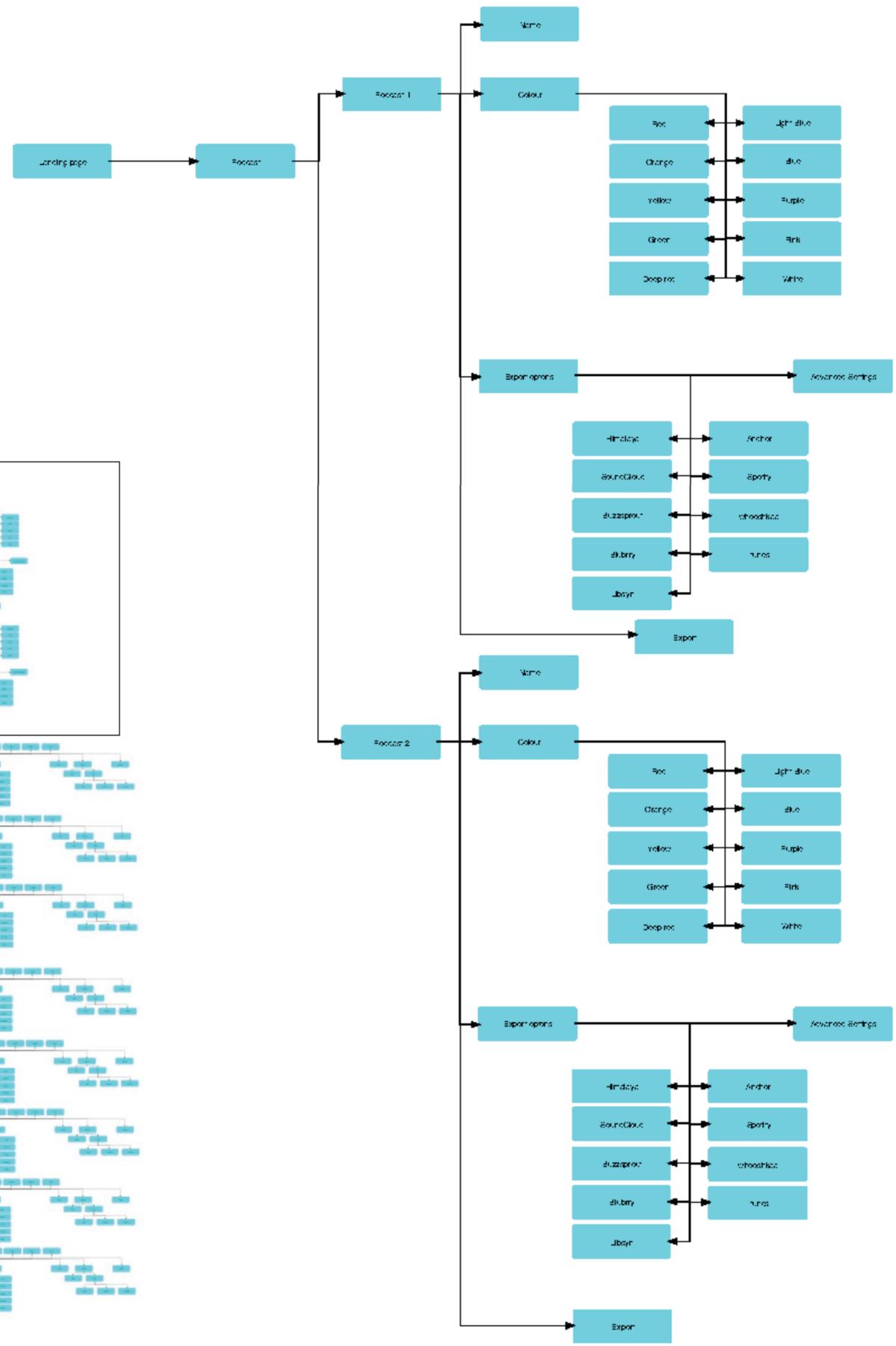


UI FLOW MIXER

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



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



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?

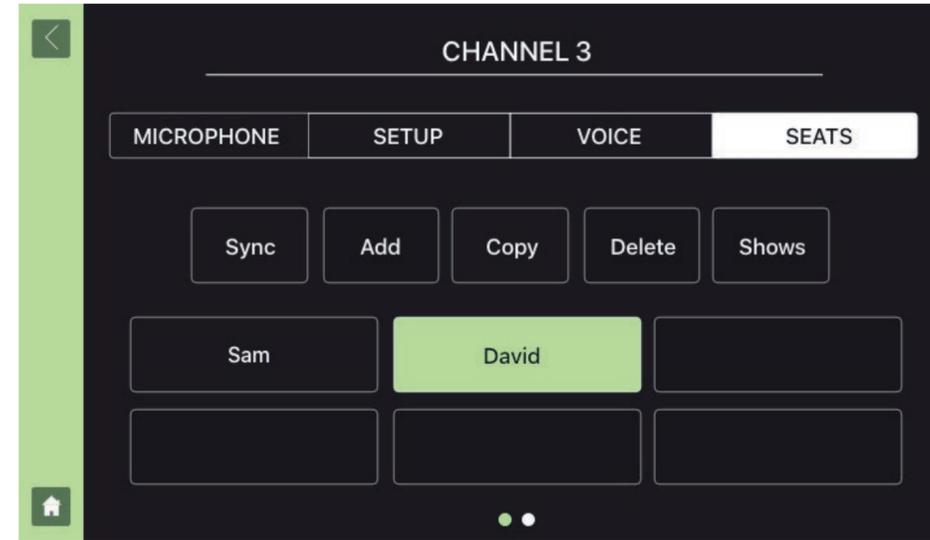
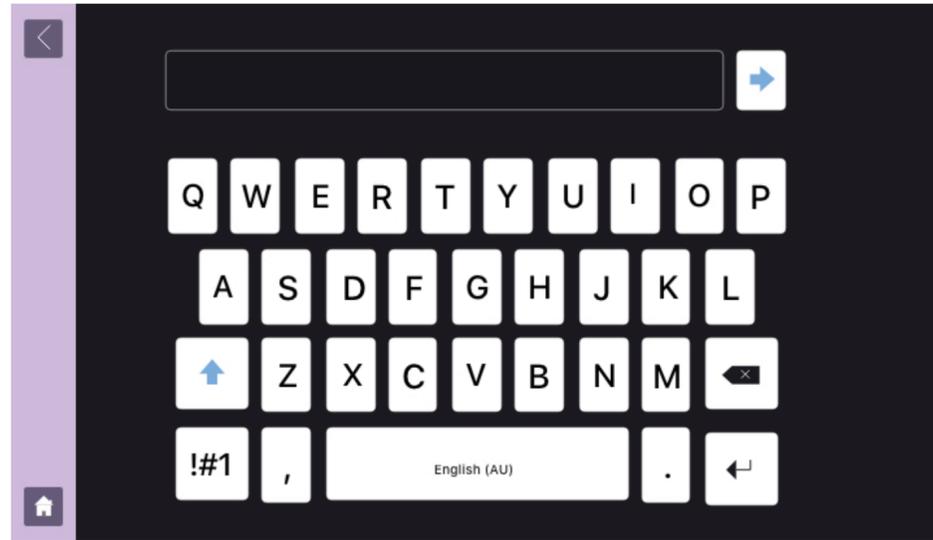
Is there anything else that you would like to mention about your experience?

End recording.



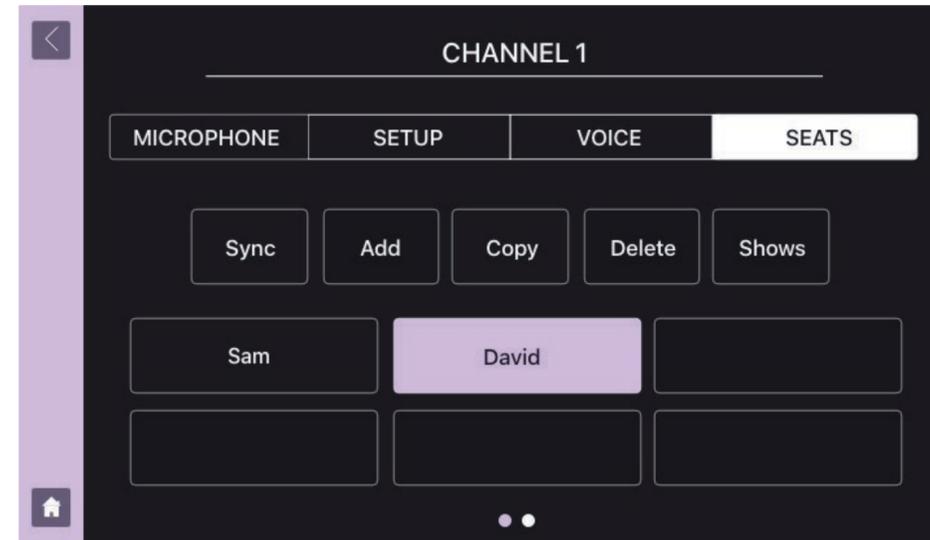
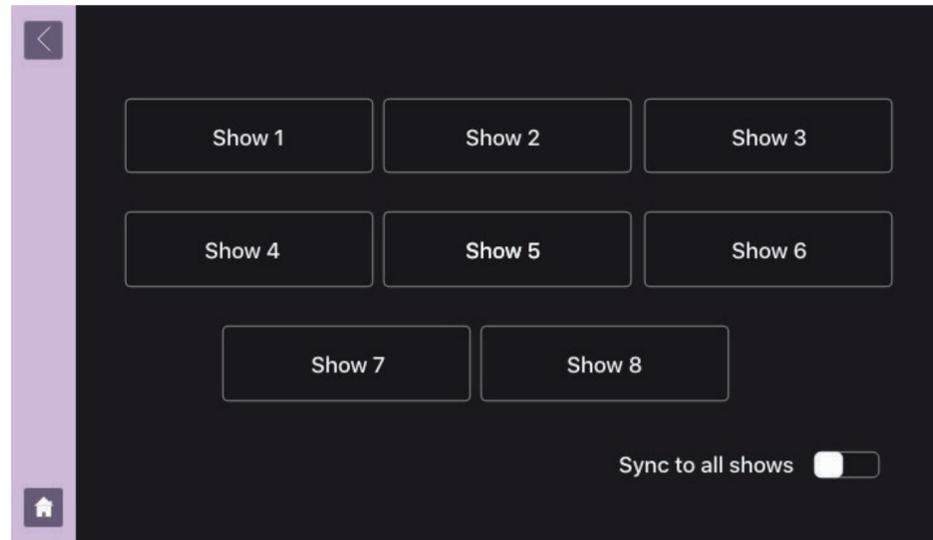
APP - PROCESS

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.



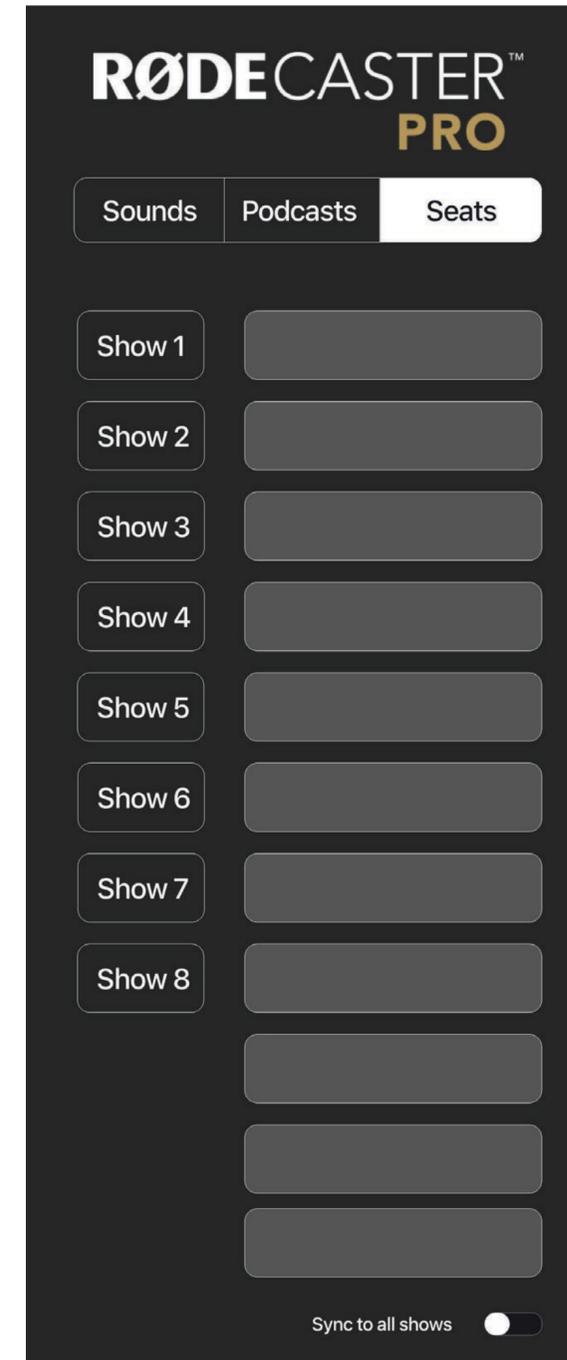
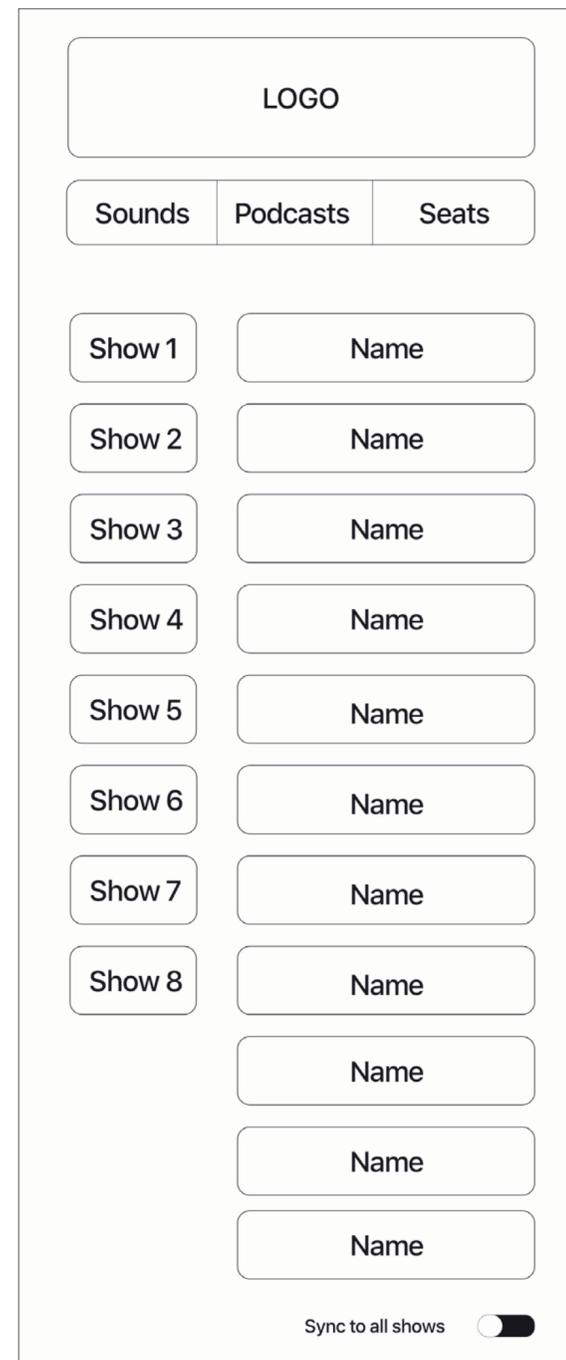
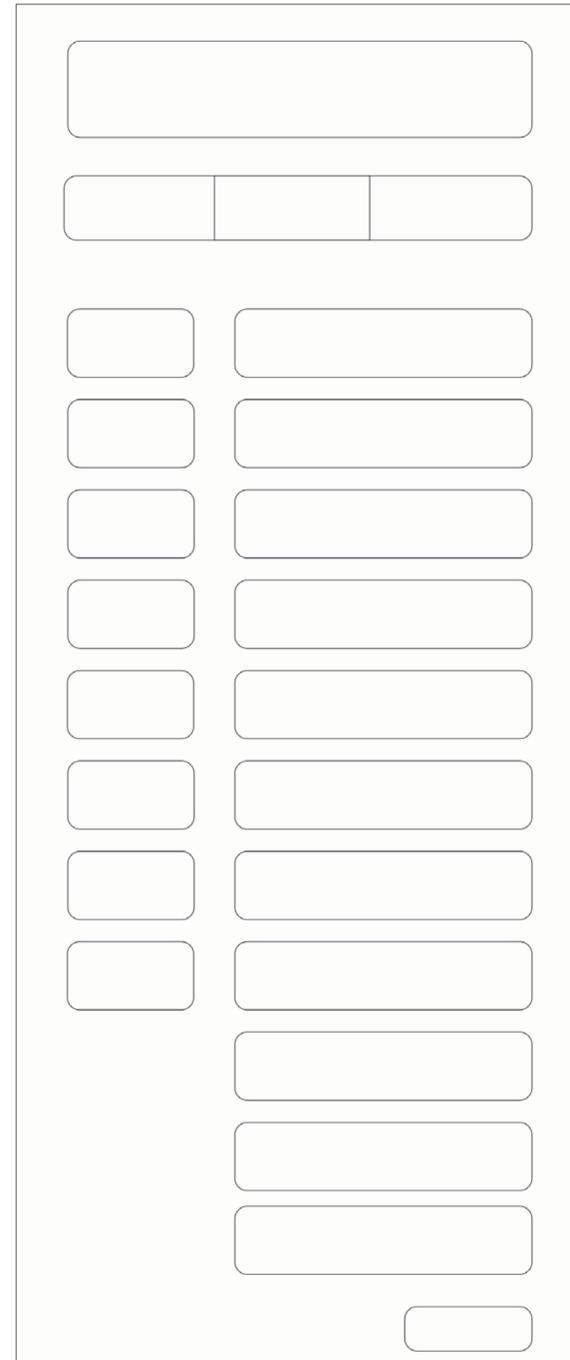
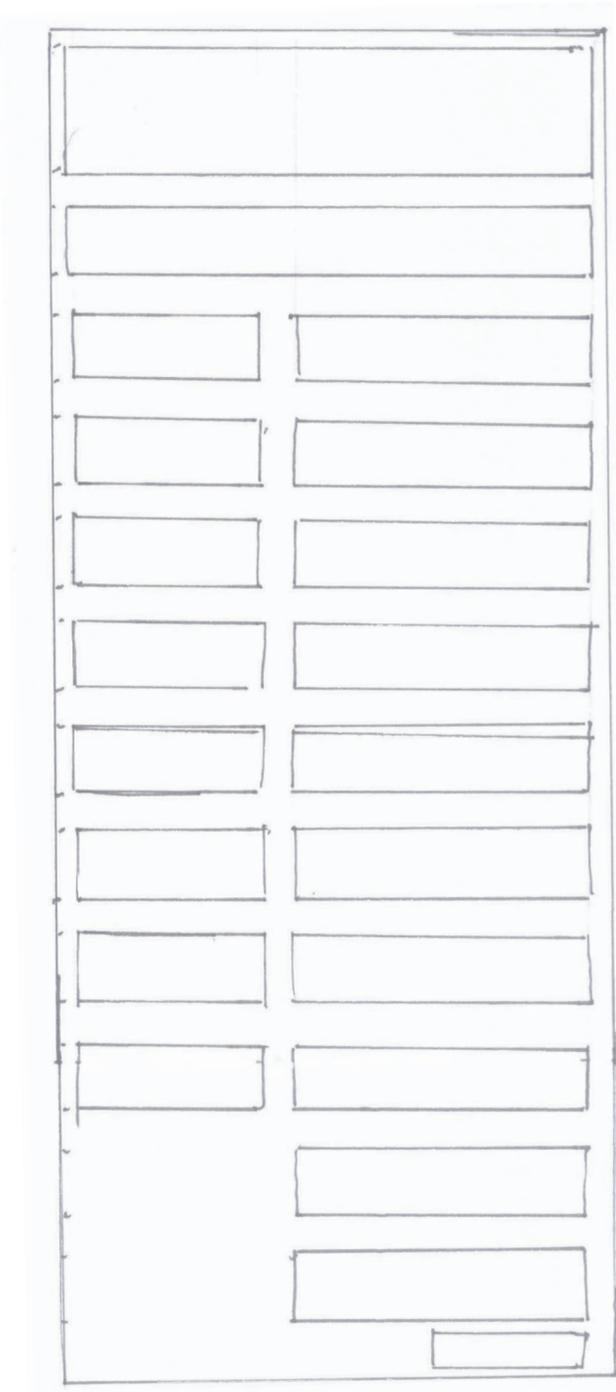
Adding the guests settings to one of the 4 XLR channels.

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.



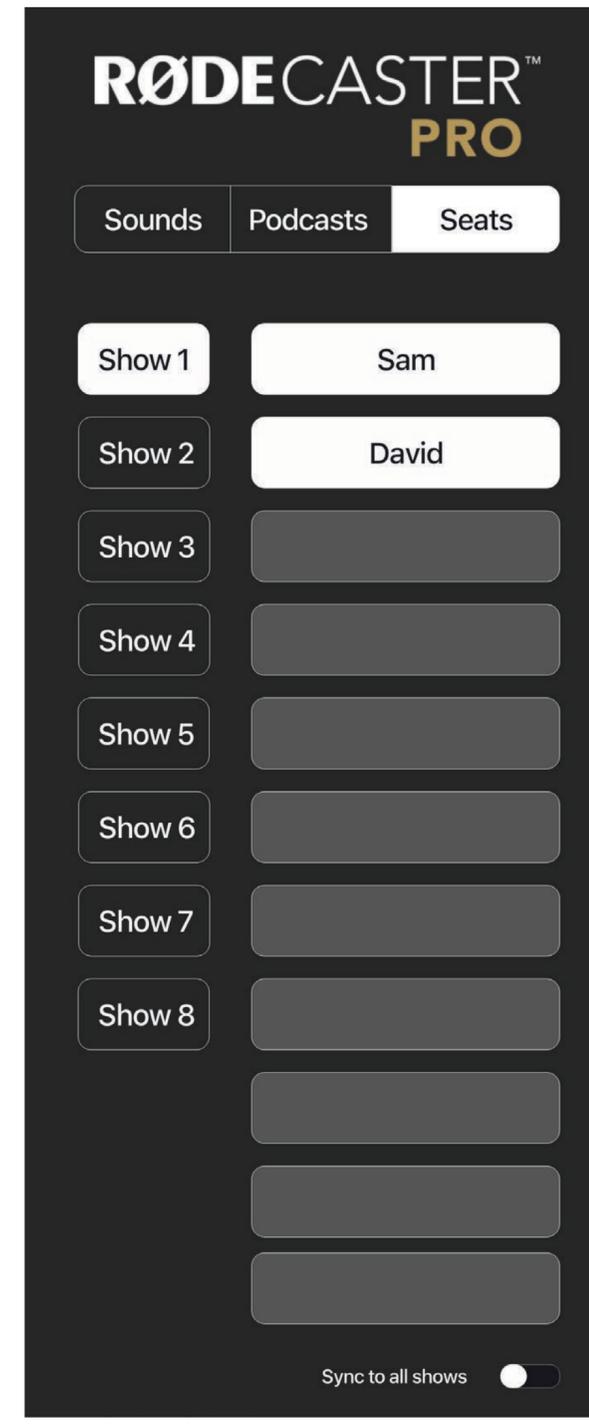
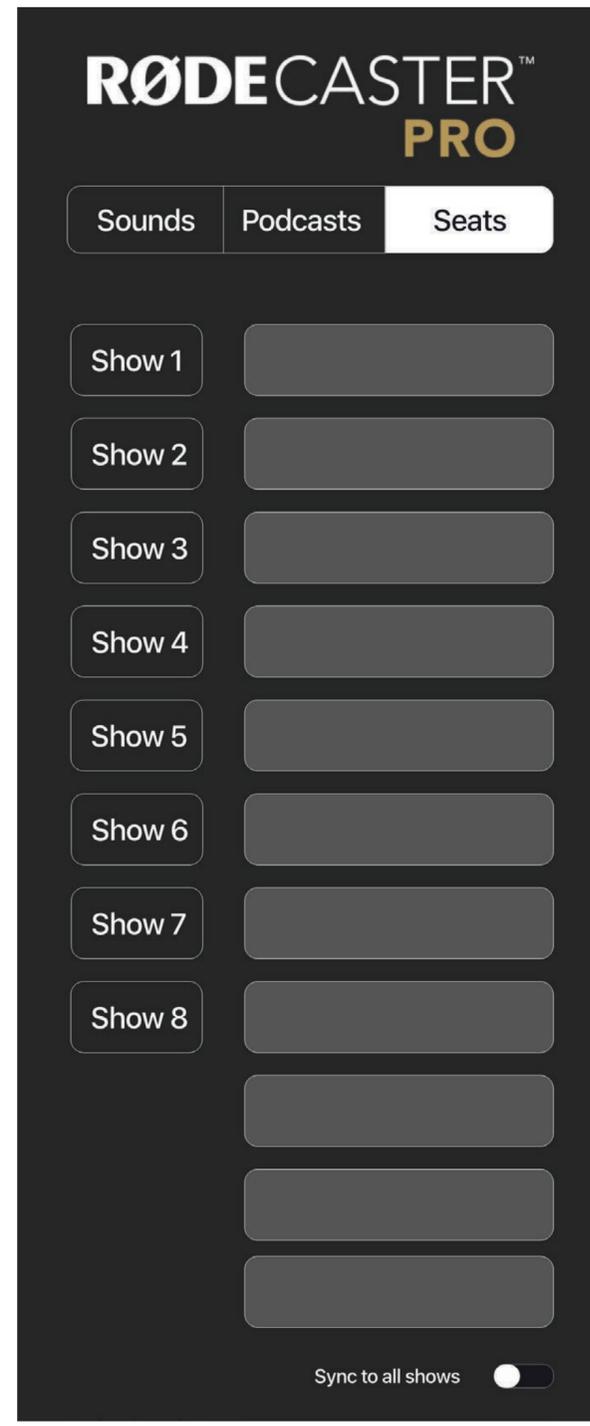
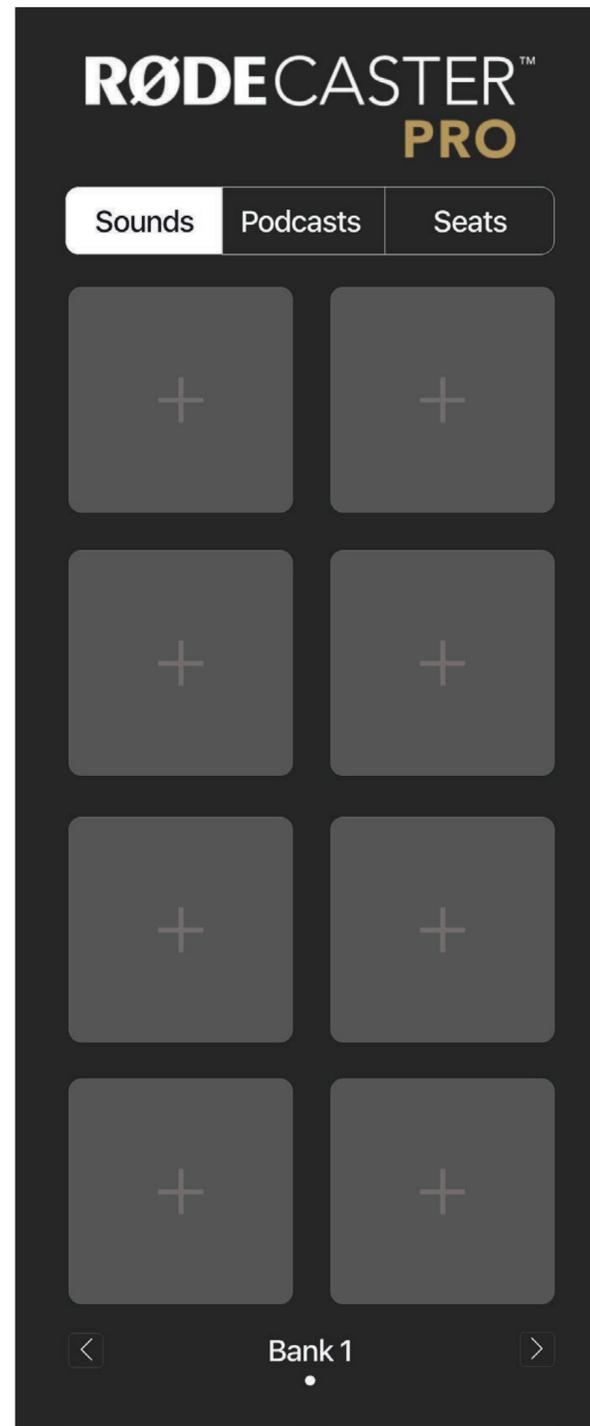
APP - PROCESS

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