DES 157 FINAL PROJECT

Fiona Zhou | Vivian Luu

TOPIC BRAINSTORM

- We each had conducted separate research, but it was on similar topics on how there is a lack of diversity
- We wanted to create an interactive platform that could help bring awareness and connect designers of color together
- In the end we combined our topics and consolidated the goal to allow for data visualization of designers of color to show others how ethnically diverse it is.

COMPARATIVE RESEARCH

- Ethnic Filter
- 28 Days of Black Designers
- People of Craft
- Good for POC
- Equal by Design

Equal By Design hopes to spark curiosity among black youth, inform readers on the history of African American designers, and give future graphic designers some reassurance.

AUDIENCE TESTING

Fiona

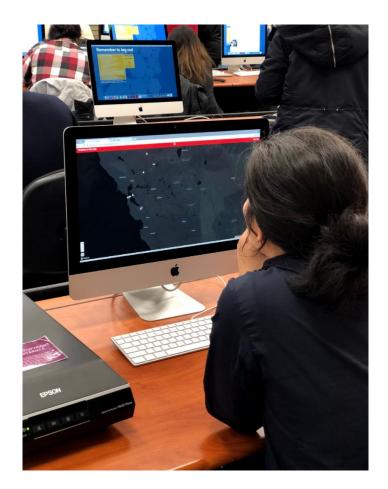
- Users did not go through the entire front page and jumped to the external link or the map
- They only came back to the narrative after they had finished interacting with the map.



AUDIENCE TESTING

Vivian

- Users wanted the icons to be bigger
- They did not see the "More Info" tab which lead to more pages
- Users wanted to click on the "Key"







Fiona

- AUDIENCE TESTING MATTERS
- Rethinking parts of the project
- User interface vs. User experience
- Coding

In conclusion, we learned:

- 1. Users prefer less reading
- 2. Users like interactivity, "trial & error"
- 3. Design is a very collaborative process

Vivian

- Having a solid foundation is key
- Paper prototyping really helps
- Audience testing is amazing
- Challenging class, but well worth it!