

UX Cabin Internship Project Presentation Feedback Form: David Applebee

Your name



Travisse Hansen

Choose what best describes your role at UX Cabin (select all that apply) *

- Designer
- Developer
- Researcher
- Management/Admin
- Intern

Feedback

For each of the following categories:

-  Rate the intern's performance
-  Add comments (specific critique *and* praise are highly encouraged!)

 User Research

How would you rate this intern's overall user research process and analysis/synthesis of their research findings? *

- Needs significant improvement
- Needs some improvement
- Meets expectations (for a junior level designer)
- Exceeds expectations (for a junior level designer)

Comments

Specific critique *and* praise are highly encouraged!

Nice work showing artifacts like specific quotes and narrowing in on a problem based on the research

UX Process

How would you rate this intern's overall UX process? This includes defining the problem, wireframing, sketching, user flows, articulating design decisions, iterating based on user research findings, etc. *

- Needs significant improvement
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Comments

Specific critique *and* praise are highly encouraged!

No big feedback here looked good!

Visual Design

How would you rate this intern's visual design skills? (Color, typography, hierarchy, overall look and feel, etc.) *

- Needs significant improvement
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Looked solid. I think it needs mostly needs some polishing from a UX perspective - like the double side bar during the chat (maybe just moving it to the right) the text sent from you being on the right vs the left, simplifying the chat, exploring a faster way to navigate the different groups other than a carousel/adding search

Prototyping

How would you rate this intern's prototyping skills? (interactions, animations, etc.) *

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Presentation skills

How would you rate this intern's overall presentation skills? (slide deck organization, storytelling, overall communication skills, etc.) *

- Needs significant improvement
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Comments

Specific critique *and* praise are highly encouraged!

We'll done and good job keeping it concise!

Final words

Any final words to share with David? 🙏

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Google Forms

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the research showed a different issue, which pivoted the entire product yet you were able to navigate it successfully. Need to check on personal biases during research(i.e. wfh people)

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you made tons of sketches

Visual Design

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visual hierarchy needs improvement

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cool, calm, prepared

Final words

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Beth Morrison

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Way to go making a shift on your final problem based on your research. That is really what this is all about - to really create something helpful. Not letting your bias overrule your process was a good move.

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Comments

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I like how you initially identified the problem and then shifted based on the interesting facts that you have found in your research and survey. Overall, you did a nice job moving through these steps and rooted your decisions in your data.

Visual Design

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Comments

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Thank you for talking about how you made decisions in this area based on what you learned over your time in this internship. The gray background swirly treatment may be a bit distracting.

Prototyping

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I would be interested in seeing the change and the additions of the management to tenant topic.

Presentation skills

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Comments

Specific critique *and* praise are highly encouraged!

I think you did a nice job taking us from your story and through your entire process. I appreciate you being direct

Final words

Any final words to share with David? 🙏

Overall really nice work - I would be interested in seeing how it evolves! The best part for me is the pivot you made to make something most valuable to the people who would be using it!

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Joseph España

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Comments

Specific critique *and* praise are highly encouraged!

I like how you shared the findings from your surveys, and interviews. The screenshots, highlights, and quotes are helpful.

It's great that you explained the shift from tenant to manager to tenant to tenant communication. It's really rare for a project to go perfectly. It's nice to see that you can adjust to meet user's needs.

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I love that you related the problem to a personal story of yours. A lot of presentation in design relates to telling a proper story.

I recommend quickly going over the design process you took for the project before going over every step of the process. This helps especially in scenarios where not every person attending your presentation is a designer.

You went through every phase of the design process except for user flows (unless I missed that part somehow). It would have been nice to see a MVP flow you were aiming for before your wireframes/sketches.

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Some quick feedback on your designs:

I think you could reduce the vertical spacing on the left navigation.

The arrows you use for your slider could be straight. The curved angle on there adds to the users cognitive load.

The Yoga chat I think could be simplified a bit either in a modal or a pinned sidebar or window similar to Facebook chat.

It also looked like the chat appeared in two separate areas. Perhaps the chat button on the landing page should be linked to the "Message" page on the left side-nav.

One thing to look out for is color contrast ratios on your text.

I believe a better spot for the toast notification would go on the top right.

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Comments

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The slider on the landing page was nicely implemented.

From the presentation, I can tell that you have a good grasp of the prototype interactions.

Presentation skills

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I love the storytelling element you added to your presentation.

I think some of the visual design of the presentation could be improved; alignment of text, consistent spacing, and hierarchy for example.

I think towards the end you could have shared what you learned from the project.

Final words

Any final words to share with David? 🙏

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Jean

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Not a big deal, but your story wouldn't necessarily be part of your presentation as I'd hope you'd have so much findings from your research AND with clients, you wouldn't have your own story. But great job explaining your pivot. Never a waste of time explaining a total pivot! That was great. I love that your structured that rest of your presentation around your persona and treated her like a real human. Loved seeing how much you sketched! Shows you really explored all your options.

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Comments

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I loved that you broke down the tasks you had the user take vs what changes and insights you got from them. Very clear and beautifully done! Great insights from your users too. You showed a lot of flexibility and ability to understand who your users are.

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The IA seemed off to me. If you have a sub menu like the different groups, it generally should be more correlated somehow to the parent menu item it's a part of. Reading up more on this should help:
<https://ux247.com/the-8-principles-of-information-architecture/>

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I got lost with the groups piece. I think you even addressed having some trouble with that. Sometimes if you're on the struggle bus for fitting a piece in, it usually means it warrants more exploration on exactly where it should be in the IA. For example, some card sorting with users to see if it warrants a higher or central place in your navigation. It seemed like a thorn sticking out of an otherwise fine design.

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Comments

Specific critique *and* praise are highly encouraged!

I think you did great staying concise and focused on all the interesting findings. I felt like I understood your findings without having to do the work! (always the goal) Great job.

Final words

Any final words to share with David? 🙏

I loved your focus on the findings and the exploration of all your questions. I wasn't a huge fan of presenting the prototype separately from the user testing results. It's not a big deal, but it might've been clearer to see your prototype while you were explaining what worked and what didn't.

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Google Forms

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Your name



Seth Coelen

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Comments

Specific critique *and* praise are highly encouraged!

Interesting findings in your initial survey. Nice pivot after you found out that information.

Curious if this product already has market fit through <https://nextdoor.com/> or something simple like a facebook group? What value does this add over these products?

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Comments

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Good use of exploratory sketches, card sorting, surveying, etc.

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Comments

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Great work on the component and variant work

Overall the layout feels a bulky and heavy.

Lots of issues with visual hierarchy and spacing.

- Left nav items feel way too big.
- Looks like a bit of contrast issues.
- Arrows look like undo/redo actions vs next/previous
- many elements just floating in space (scroll bar, search, messages)

Tough that you have to scroll through each topic to see if you want to view rather than seeing a full list.

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Comments

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Nice prototype. Looks like you really set this up well and all the elements work!

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Comments

Specific critique *and* praise are highly encouraged!

Very good presentation and well spoken. You've got a very calming and reassuring voice. Concise and to the point. Good job!

Final words

Any final words to share with David? 🙏

You've got a great attitude and work well with others. Have really enjoyed seeing you grow over the course of this internship

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Your name

Brendon

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🔍 User Research

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Comments

Specific critique *and* praise are highly encouraged!

great job with the survey numbers and presenting assumptions and difference between assumptions and research reality. 4 interviews is pretty low number of interviews to pull themes from, in general 10-15 interviews is ideal.

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good job with the chosen deliverables, and good job working from lo to mid and hi fi. good job with the feature analysis on the other major competitors in messaging. i would be curious to see a MoSCoW Map to compare what features would be included.

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the UI is a bit basic but it has the heart of a good design. the contrast of the texts on the purple menu sidebar seems low also the white text on teal box is hard to read. i would be curious what this sort of page looks like at other competitors sites and borrow their style on text boxes and such.

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Comments

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great job on the proto! great interactions and interactive components. consider adding some subtle transitions using smart animate, hit me up for a demo of how easy it can be to make for easy smart animate. nice use of the back end design system

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the hierarchy of fonts in your slides doesnt present your great work in a great way. utilize the headings versus body text. your presenting was really good, good speed, good flow, and stake holder buy in capacity with your tone and fluidity...but to solidify that would be a polished deck of slides with nice visual aesthetics. go with a tried and true template

Final words

Any final words to share with David? 🙏

you got the core of a great portfolio piece here. considering the timeline, your on a great path. and remember the point of this project is to showcase your UX and product design skills, not necessarily because it is the best solution to a problem. but feel free to reachout and we can have a decompress about the feedback and to drop in about how to use this project case study as part of the overall strategy to get you an awesome job

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Joe Montero

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Very thorough process for the UX Research skills

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Definitely understands and breaks down the process in a cohesive manner

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I highly recommend doing lots of copywork and just copying best practices by following design guidelines from Google, Apple, or other design system because it will elevate your visual skills tremendously. Also, defining your brand visual style upfront because it will definitely be easier to choose the visual elements.

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So far, the prototyping skills is good and well established

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Presentation skills is easily digestible and very informative

Final words

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Copy, copy, copy UI and best practices and your UI skills will skyrocket in no time. And best of luck as you continue to pursue this career path.

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Your name

Andrea

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Very cool how you made a pivot based on your research. That's key!

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I can definitely see your logic and what you're trying to accomplish for sure! My biggest recommendation is to actually copy elements from apps that have similar functions to the app you're designing. This is literally what we do on client projects. We figure out what user tasks need to be designed for, and then we look for inspiration from dribbble and from apps that have similar functions, and we literally copy. Copy copy copy. Copying is prob the best way to learn how to apply UI patterns. That said, you definitely are on your way!

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interactive components 🙌🏻 100

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Speech-wise-- you were clear, concise, and upbeat. As for the slide deck, I'm not sure if you used a template or not but I would recommend finding a simple and straightforward template that is consistent from slide to slide. Also, there were a couple slides that had maybe 5 or more bullet points of details describing visual elements. You might consider having fewer bullets so that you can also show the visual elements along with the bullets. And sometimes even just having the visuals on the slide without the bullets is easier to digest.

Final words

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