

Agenda

– What We Accomplished

The Challenges
Overcoming & Learning
Things to Improve
Next Steps

What We Accomplished

Adult Financial Literacy Modules

- 4 Modules
- 4 Journals
- Wireframes, prototypes, videos

HUB Website

- Visual Face-lift
- New sections designed
- Wordpress setup

Sound Point Audio

Original Video Content (Abandoned)

Design Brief Template

- Sketch Wireframe Template (Desktop + iPad)
- InDesign template

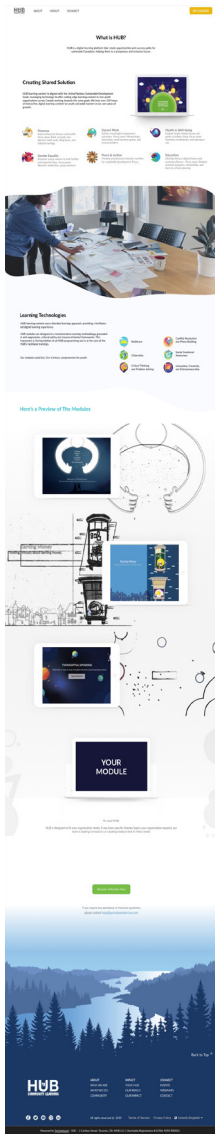
WOTR (Unfinished)

YMCA (Unfinished)

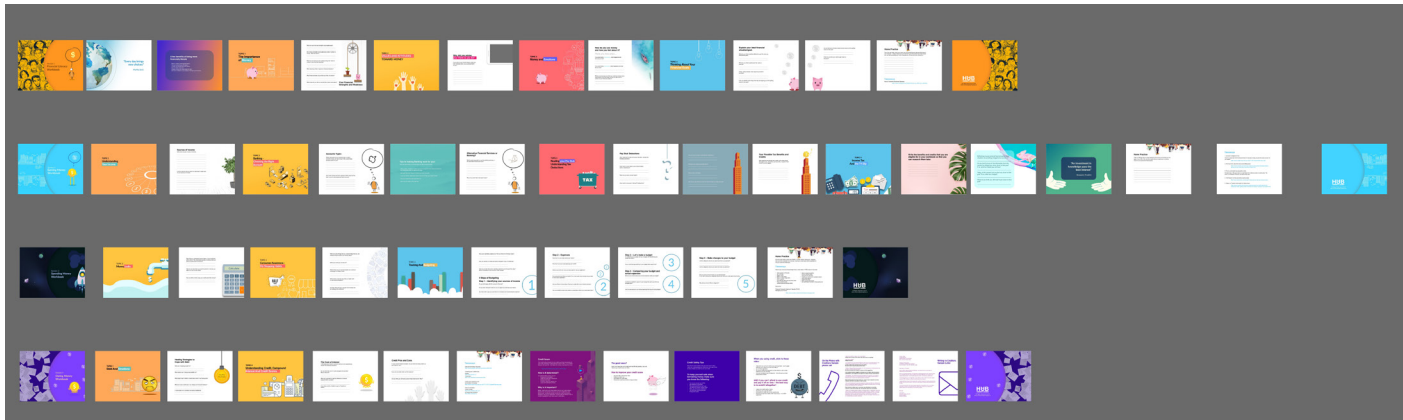
Resume Builder (Unfinished)

Not started:

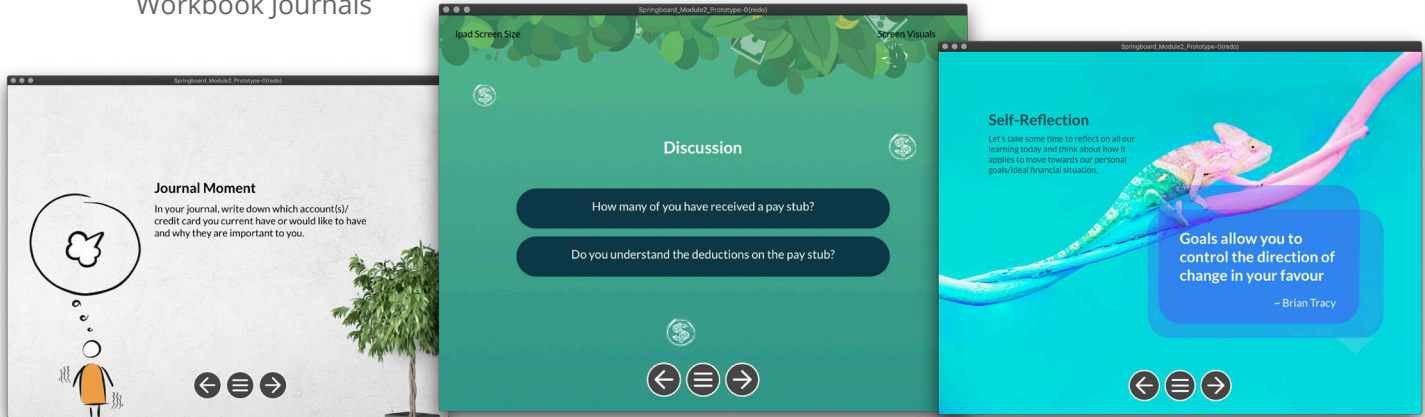
Adult Employment Program



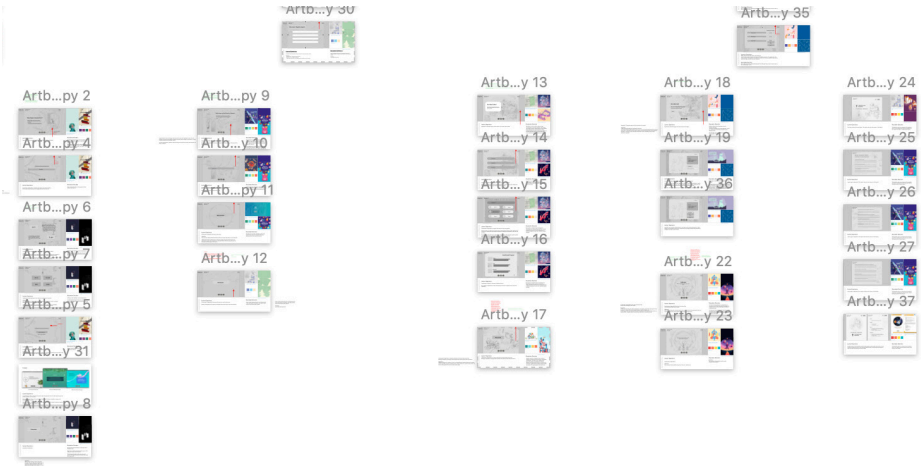
HUB Website
Face-lift



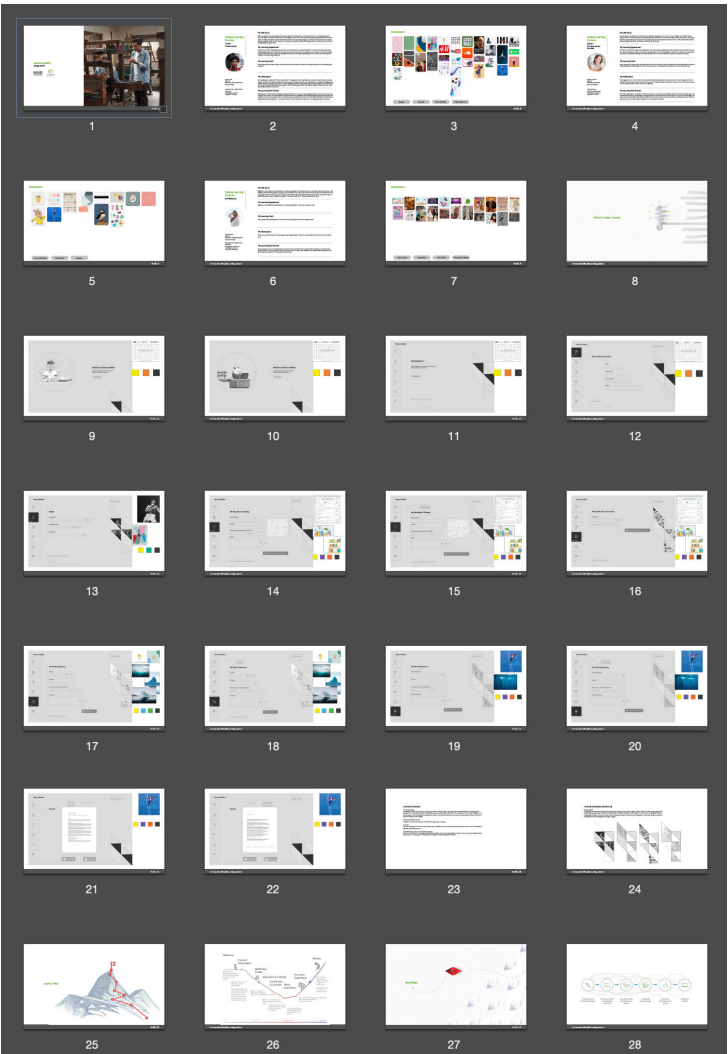
Adult Financial Literacy
Workbook Journals



Adult Financial Literacy
Module #2 Prototype



YMCA Ideal School
Module Design



Resume Builder

Agenda

What We Accomplished

The Challenges

- Overcoming & Learning Things to Improve

Next Steps

The Challenges

No Process

- HUB Design Process

Expectation Alignment

- Definitions/Expectations
- Project Champion Success Story

Lack of Feedback

- User Testing
- 2 success
- 4 failed attempts
- (I think lack of clear organizational structure, and roles, ...)

Focus on Identity

- Brand
- Style

Things to Improve

Deadline Timings

- Over-promising
- Leave enough time for myself when working with others

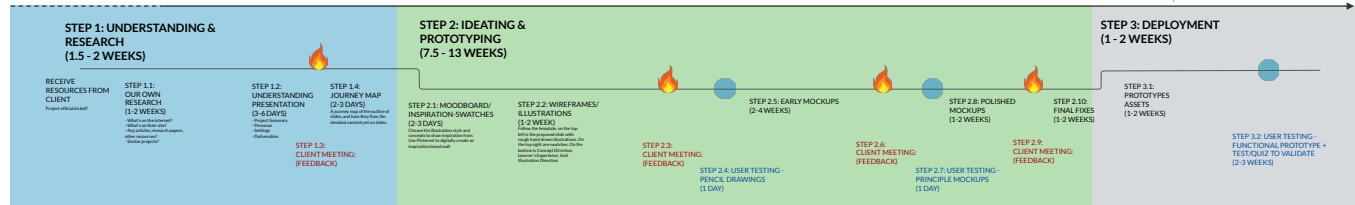
SPPELLLLLLIING

- (last 10% of presentation work)

HUB'S DESIGN PROCESS THIS IS A DESIGN PROCESS FOR ANY PROJECT OR MODULE

THE TOTAL TIME OF EACH PROJECT IS ESTIMATED TO BE 10 - 17 WEEKS, DEPENDING ON THE PROJECT REQUIREMENTS AND ASSUMING NO DELAYS

PROJECT STARTED



PROJECT HANDED

User Experience

Main Learning Goals Are:

Topic: _____

Name: _____

Age: _____

Gender: _____

STEP 1.2: PERSONAS TEMPLATE

Personas are fictional characters that represent different user types that may use your product. They are based on research and data, and they help you understand your users' needs and behaviors. This template is designed to help you create personas for your project.

STEP 2.2: WIREFRAMES/ ILLUSTRATIONS TEMPLATE

Wireframes are visual representations of the layout and structure of a user interface. They are used to define the placement of elements and the flow of information. This template is designed to help you create wireframes for your project.

Learner Experience

Illustration Direction

STEP 3.1: SCREEN SIZES TEMPLATE

Screen sizes are used to define the dimensions of the user interface elements. This template is designed to help you create screen sizes for your project.

Desktop 16:9

Tablet 4:3

STEP 3.1: SCREEN SIZES TEMPLATE

Screen sizes are used to define the dimensions of the user interface elements. This template is designed to help you create screen sizes for your project.

HUB
COMMUNITY LEARNING

springboard
PROJECT MANAGER

HUB Design Process & Three Phases Checklist

WORKING WITH A CONTRACT DESIGNER IN THREE PHASES

Phase 1: Project Understanding

- ☐ Understand the user
 - Conduct 2 non-verbal sit-in sessions in the learning environment, experience/study the learner's learning behaviour.
 - Observation and feedback
- ☐ Understand the style
 - Review the module brand deck, understand the colours and styles used when designing a module.
 - Use the brand deck
- ☐ Understand the module content
 - Develop a module content flow map by taking the content and divided into engaging pages. Only text and layout is needed, no sketches.
 - Use the module content flow map template
- ☐ Understand the module engagements
 - Use learning personas to develop a module learning journey map, align the learning outcomes, and learning engagements.
 - Use the learning journey map template
- ☐ Understand learner's trends
 - Research and create 3 mood boards that will be used to understand the learner's culture and visual identity, what they like and dislike.
 - Use the mood board template

Phase 2: Ideation & Prototyping

- ☐ Create a module storyboard
 - Create rough module sketch wireframe using the proposed module content flow. This phase should be done in pencil, but digital sketches are also fine if the designer is more comfortable with a tablet.
 - Use the module storyboard template
- ☐ Tell a creative story
 - Create a concept direction deck. This should include: pencil sketches, inspiration/mood boards, illustration directions, learning experiences.
 - Use the storytelling presentation template
- ☐ Get design feedback early
 - Create a fast working mock-up with sketches/inVision and test with facilitator. Refine the sketch into illustrations with the feedbacks.
 - Use mock-up template (sketch)
- ☐ Place the design into the learner's environment
 - Create a refined prototype using principle app and test it in the learner's environment, conduct 2 sit-in sessions.
 - Observation and feedback
- ☐ Feedback matters
 - Improve the design with the feedback received and test again, make sure the people are the same from the previous sit-in sessions.
 - Observation and feedback

Phase 3: Development

- ☐ Meet the developer
 - Once the design is solid, work with an in-house developer to export the illustrations into a development package for production.
 - Use development package checklist
- ☐ Expect to look different
 - The design may look slightly different, make graphic refinements with the panel developer.
 - Use design refinement document
- ☐ Module enters infancy
 - Once the module is launched, a one-month module validation will be conducted to improve the learning experience.
 - Designer on standby

Project Champion Success Story

Project Champion Success Story

What would make this project a success for the champions?

Project Champion/Sponsor

Name: _____

Email: _____

Project Leader

Name: _____

Email: _____

Knowledge Youth

Name: _____

Email: _____

What's the imagined goal/outcome? (1-2 lines maximum)

What's it (specifically) not? (1-2 lines maximum)

What's a good example(s)? (Use Examples ...)

Example Link # _____

Example Link # _____

Example Link # _____

HUB | 1

Users (facilitating)

(List all the people using this project, and/or facilitating this project. This will help with user testing)

Other Notes ...

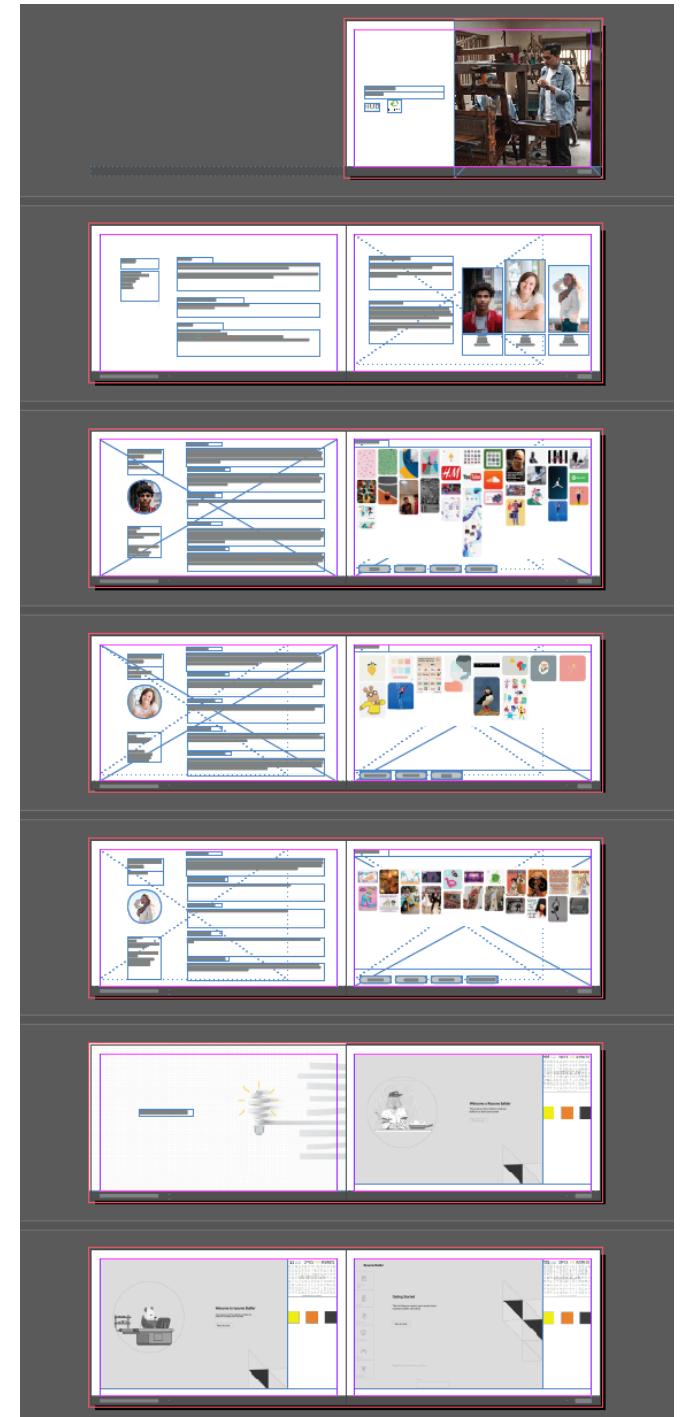
(Other information that will help make this project successful, if needed? Any conflicts in roles/ownership to be aware of ahead of time?)

Users (facilitated to)

(List all the people the facilitator(s) work with and are the primary target of this tool/module)

An innovative life skills learning platform

Design Brief



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– Next Steps

Next Steps

- Evaluating Job Offers
- Travel
- Most likely, will take next 1-2 months to focus on side projects