

# 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”



# Final Site

# REFLECTION

---

Fiona

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

Vivian

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

In conclusion, we learned:

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