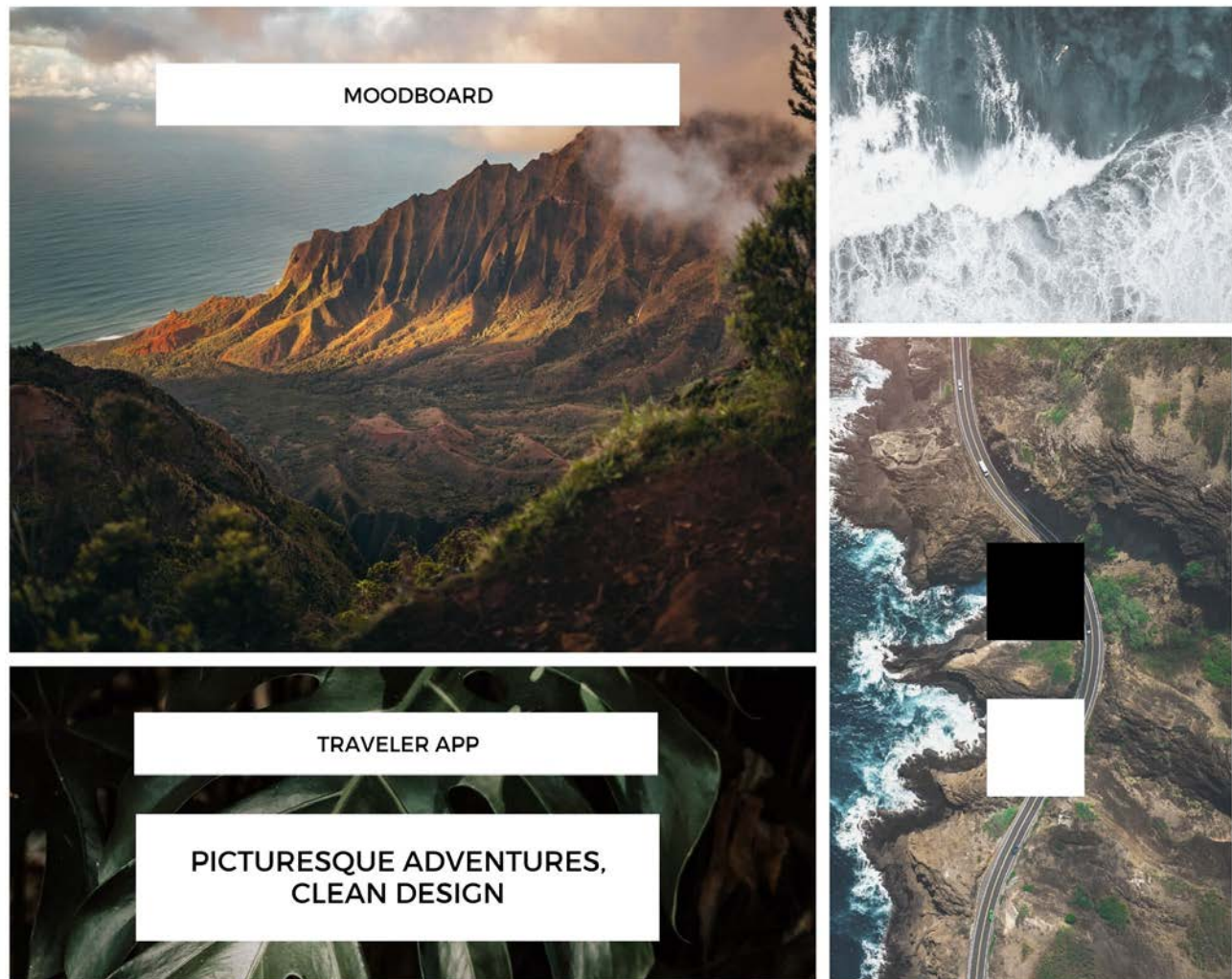# PORTFOLIO

I'm Madelyn. I'm a designer, photographer and art director. Currently, I'm studying Visual Communication Design at San Francisco State University where I'm collaborating with other creatives to learn and innovate. I'm a huge believer in living purposefully, and soon you'll be able to catch me working on UX/UI projects that reflect that same simplistic and elevated quality with which I live my life.
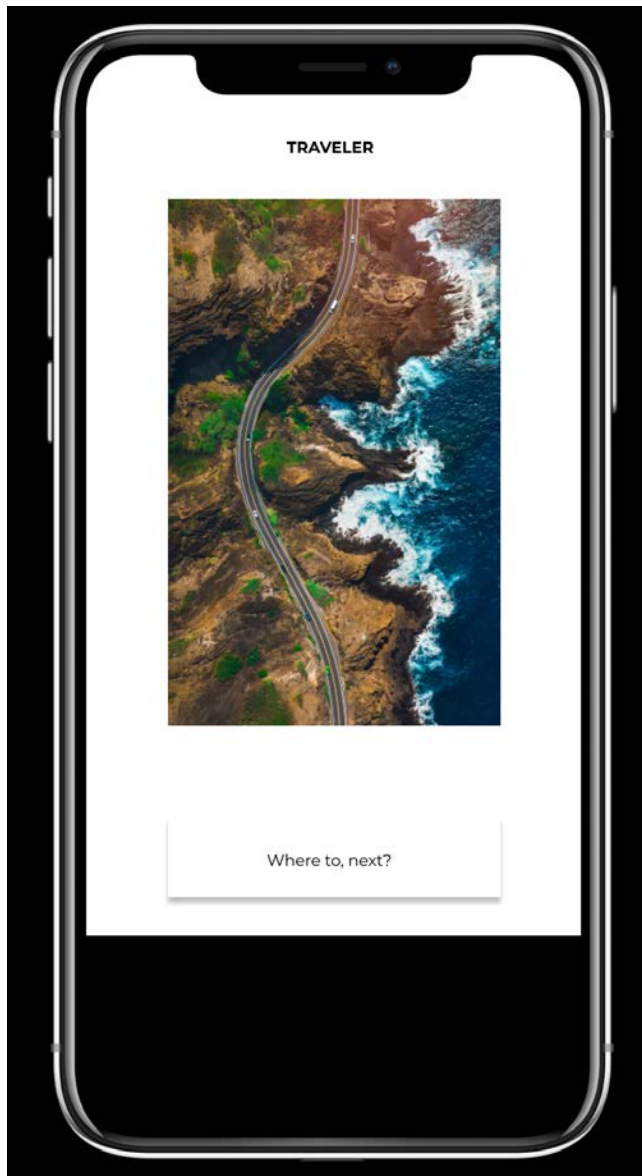
MOODBOARD

TRAVELER APP

PICTURESQUE ADVENTURES,
CLEAN DESIGN

BACKGROUND &
COMPARATIVE RESEARCH

It is a travel application geared toward users who are interested in booking instagram-worthy travel. Features include hotel bookings, transportation bookings, fun ways to search (by city, by climate, etc), events and attractions, as well as recommendations for where to eat.

Initial stages of research included analyzing other travel apps to become better acquainted with the needs of the project. Following this, I developed a design brief, persona and mood boards to reflect the core goals and aesthetics for the product.

In order to develop user feedback, I first built a prototype using Figma, and posted a video of my initial prototype to get feedback on whether people would consider downloading the app if it existed based on the current interface. In addition, i followed up with an open ended question, asking participants to share what they'd like to see featured in a travel application.
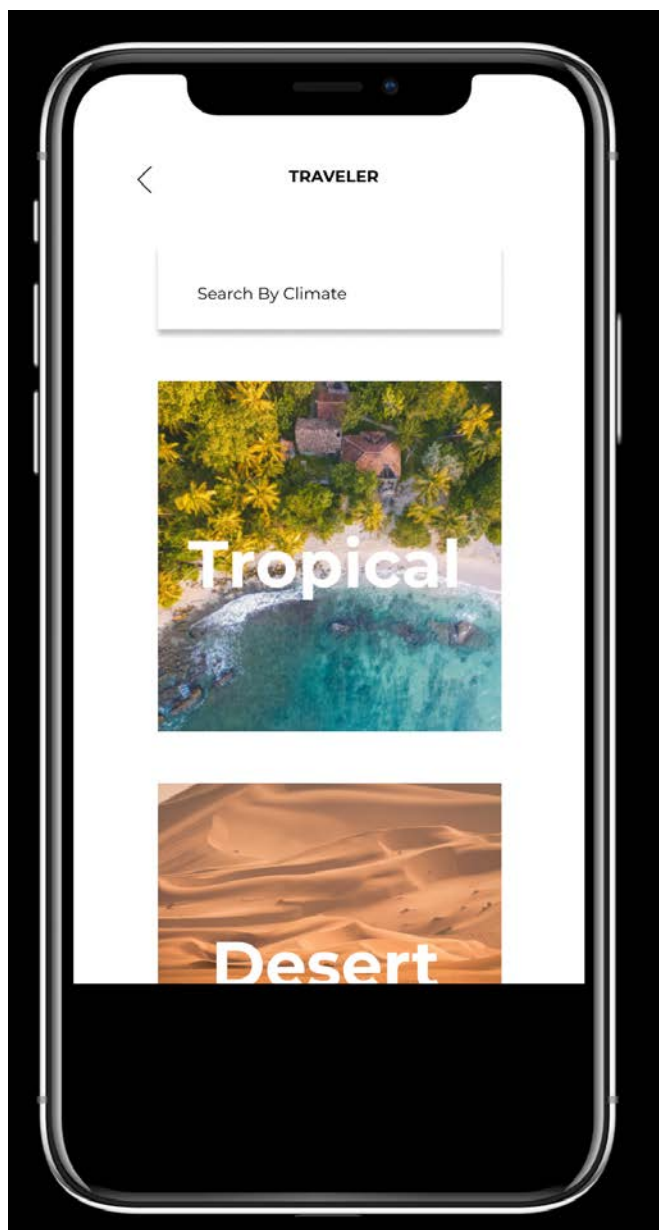
FEEDBACK-DRIVEN DESIGN

Since the user research survey was distributed via social media, people could self select to participate, which means that any user feedback collected through the survey is more likely to come from those people who are most invested in using such types of phone applications.

The persona that I created in my design brief was a Female in her mid twenties who is likely in a romantic relationship, and considers themselves to be a photography-savvy foodie. As I had suspected, 64% of the self-select survey participants fit the demographic of the persona exactly.

Themes of user feedback included events and attractions, as well as food recommendations.

In addition, I did a comparative analysis on my design compared to that of about 20 other students. From there, I see out to design an app with a clean and picturesque aesthetic, useful features, legibility, and easy to navigate pages.
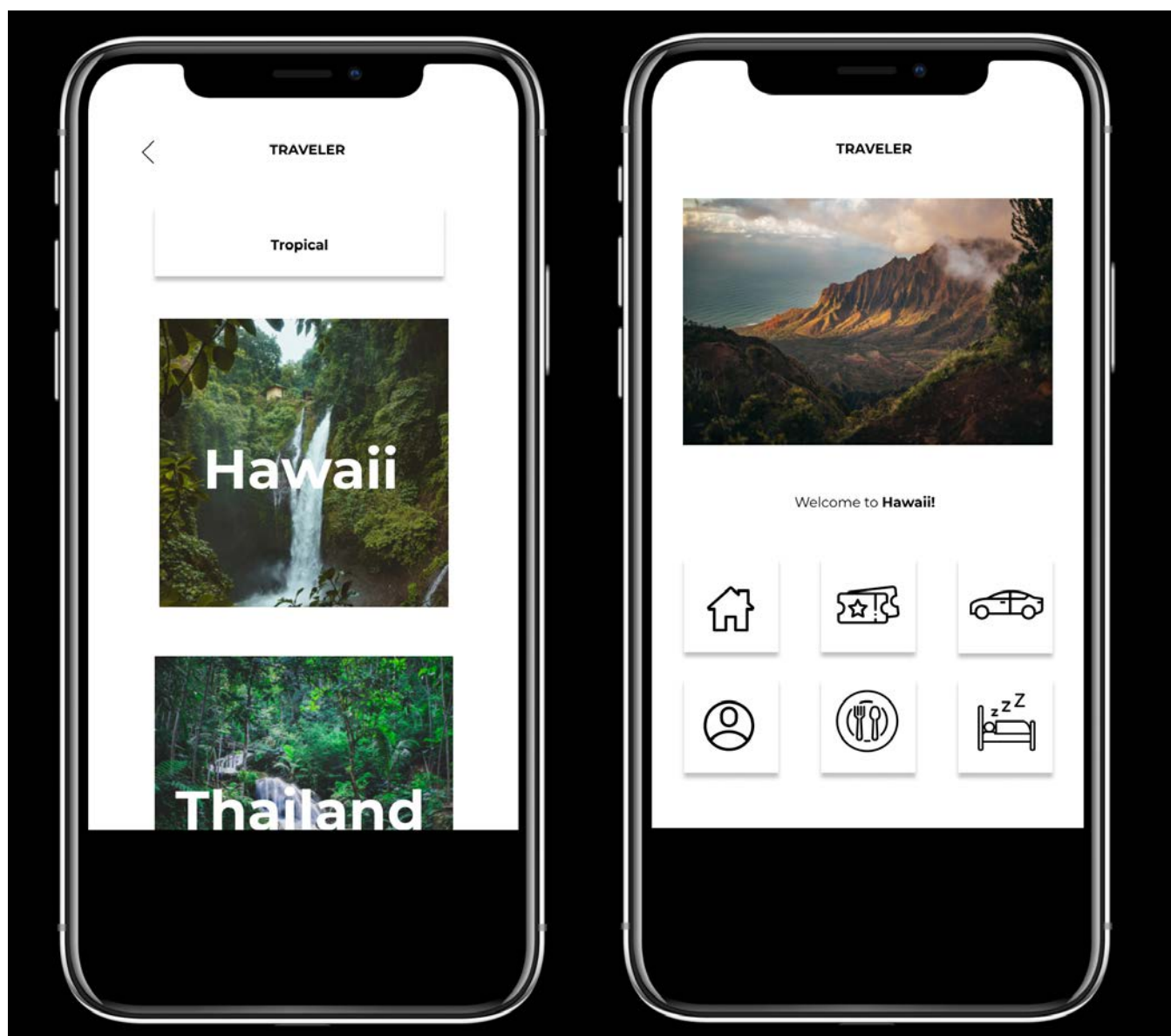
FEEDBACK-DRIVEN DESIGN

The first step in expanding the prototype was to organize pages and information maps in order to best plan to improve and optimize the user experience.

Then, the pages were further built out to reflect the users initial feedback and to try to address any of the key features that were identified through research.

After building out the remainder of the prototype into a 30 page interactive experience, users were contacted to provide feedback about whether their wants for the app were adequately addressed based upon prior discussion.

FEEDBACK-DRIVEN RESULTS

The ultimate product was described by users using language that was consistent with some of the key words and ideas that were formulated at the beginning of the project: picturesque, clean, easy-to-navigate design.