

S11: Input into market/user research and UX briefs and work with their outputs

Overview of Experience

User research and UX briefs have played a central role in my creative development, particularly during **UX200 – UX/UI Design**. I have contributed to both the planning and execution of user and market research, then applied insights from this data to shape creative decisions — whether in interface layout, tone of voice, or accessibility choices.

Involvement in Research and UX Briefs

In **UX200**, I worked on a team project that involved developing a UX brief for a mobile-first interface. I contributed by:

- Helping define user personas based on desk research and stakeholder interviews
- Conducting user testing on early prototypes
- Analysing feedback from usability tests and surveys
- Prioritising user needs within the constraints of the project

I also explored **secondary market research**, looking at competitors, design benchmarks, and demographic data, to inform visual language and layout decisions.

Working with Research Outputs

I used insights from user testing to improve clarity, navigation, and accessibility. For example:

- We discovered that some users found the initial button placements confusing, so we adjusted layout and labels for better usability.
- Feedback revealed a need for increased contrast and font size, leading to accessibility-focused changes.
- In my own business site and social media designs, I used audience analytics and user feedback (likes, comments, messages) to revise layout, messaging, and posting times to increase engagement.

These experiences taught me that UX design is never just about visual choices, it's about responding to real needs and iterating based on evidence.

Application in Practice

I now use research-informed thinking in all my design work. Whether I'm developing an e-learning resource using Synthesia or designing content for my business, I:

- Begin by understanding my target audience and their needs
- Gather and interpret feedback (formally or informally)
- Make iterative improvements based on user insights

As a result, my designs are more purposeful, accessible, and user-friendly — increasing their effectiveness in real-world settings.

Evidence by Academic Year

Year	Focus Areas	Research Activities	Key Projects
Year 5	UX design, user testing and persona creation	Interviews, surveys, competitor research	UX200 – UX/UI Design
Year 6	Applying feedback to e-learning content and personal brand	Social media insights, informal feedback loops	PRP300 – Personal Research Project, CRP300 – Critical Research Project