

# Gregory Withers

Project Manager | User Experience Research & Design

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**GW | PM | UX**

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# Biography

With a diverse background in construction, music, and a degree in Interactive Arts and Technology from Simon Fraser University, I am transitioning into the technology sector. I have consistently delivered complex projects on time, within budget, and exceeded stakeholder expectations.

My passion for continuous learning enables me to quickly adapt to new applications, technologies, and project needs. This adaptability, combined with a focus on stakeholder empathy, task prioritization, and team collaboration has made me an effective project leader.

My design background has sharpened my communication, research, and leadership abilities, allowing me to guide teams toward outstanding results. I excel at assessing team dynamics, streamlining workflows, and fostering a transparent and empowering work environment that drives performance.

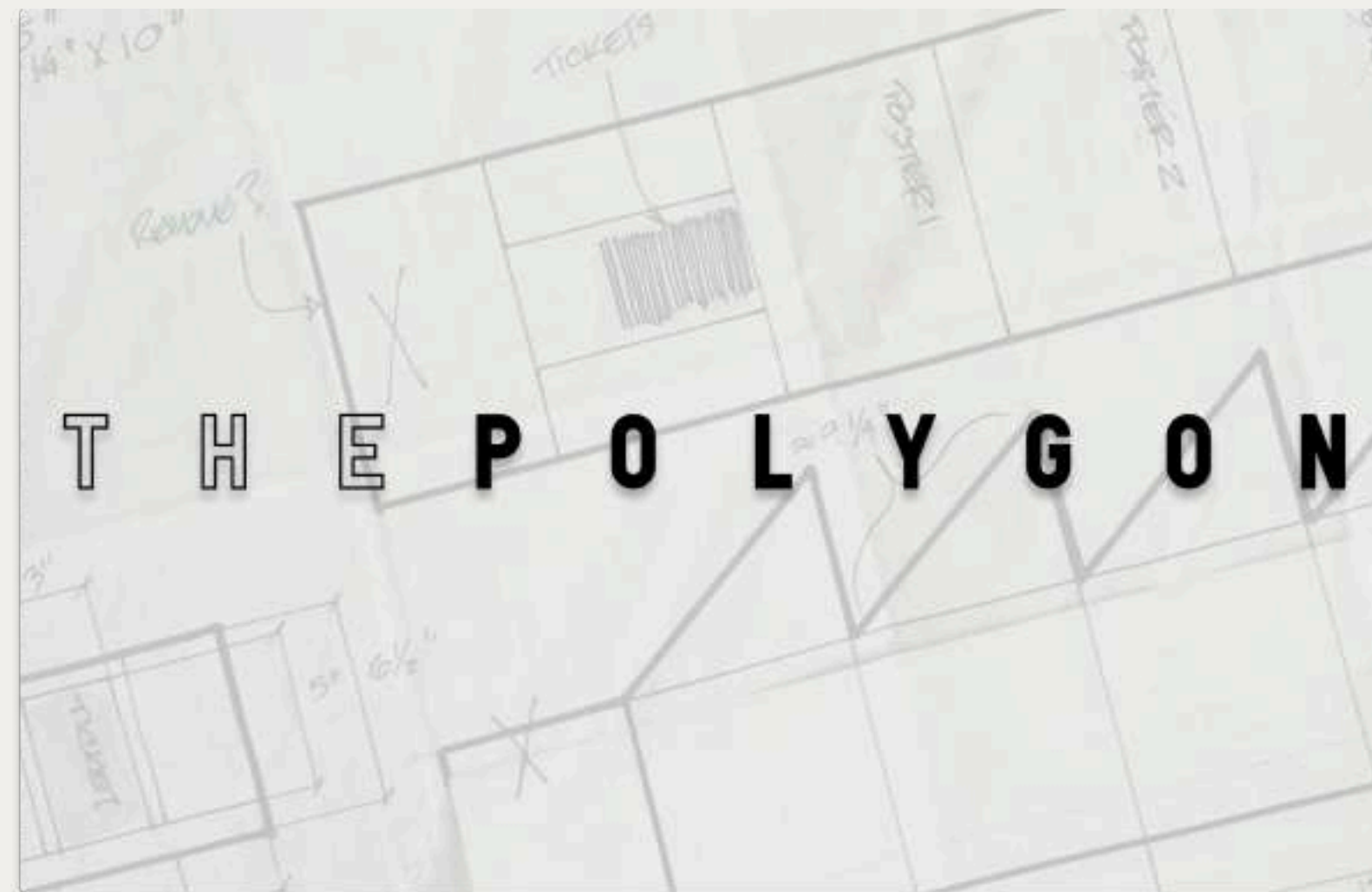
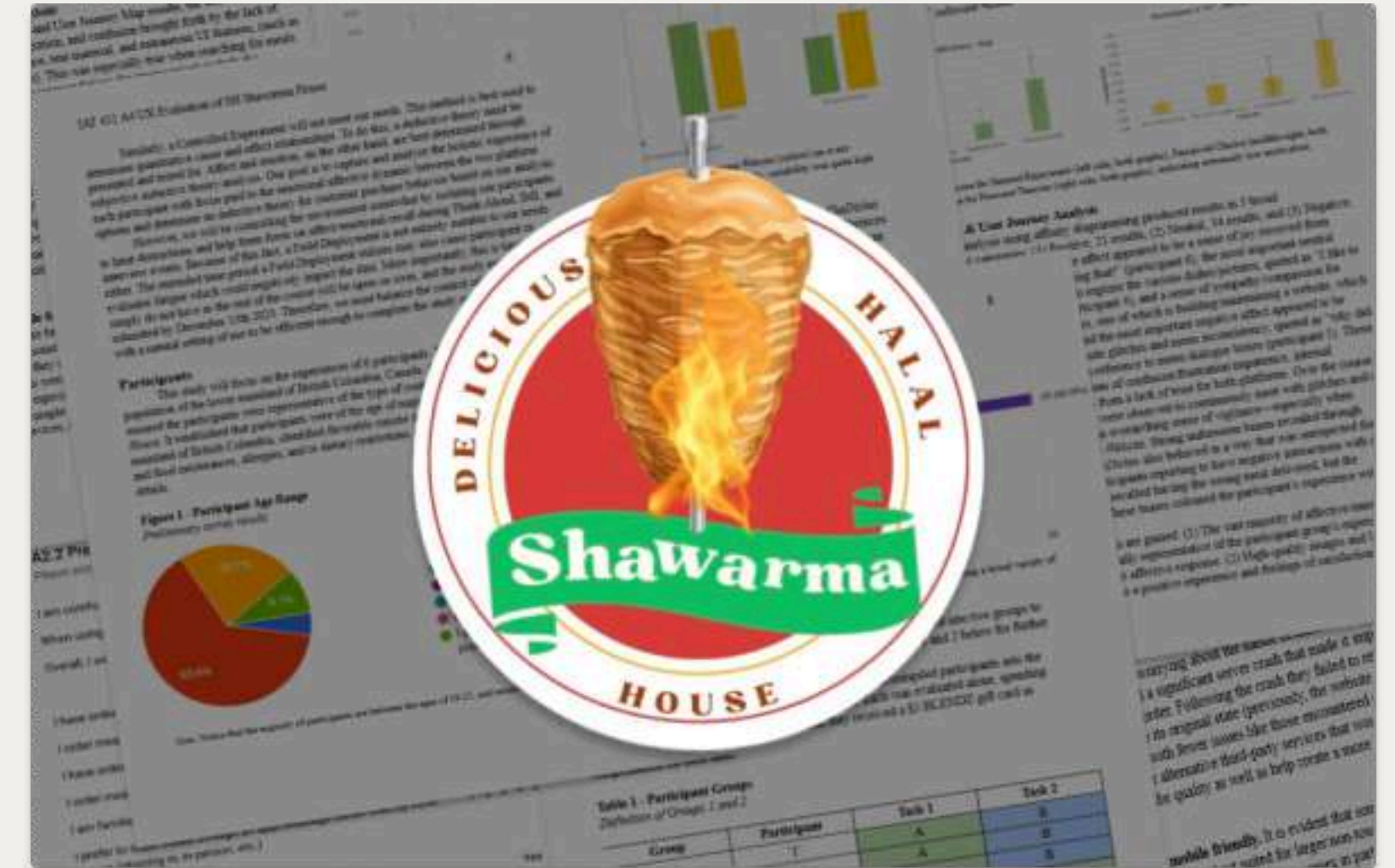
To see how I apply these skills in real-world scenarios, please take a moment to explore a few pages of my portfolio. If your project could benefit from my skills and experience, I'd love to connect with you.

A handwritten signature in black ink, appearing to read 'Gregory Withers', with a stylized flourish at the end.

Gregory Withers

# Projects

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Animated Film



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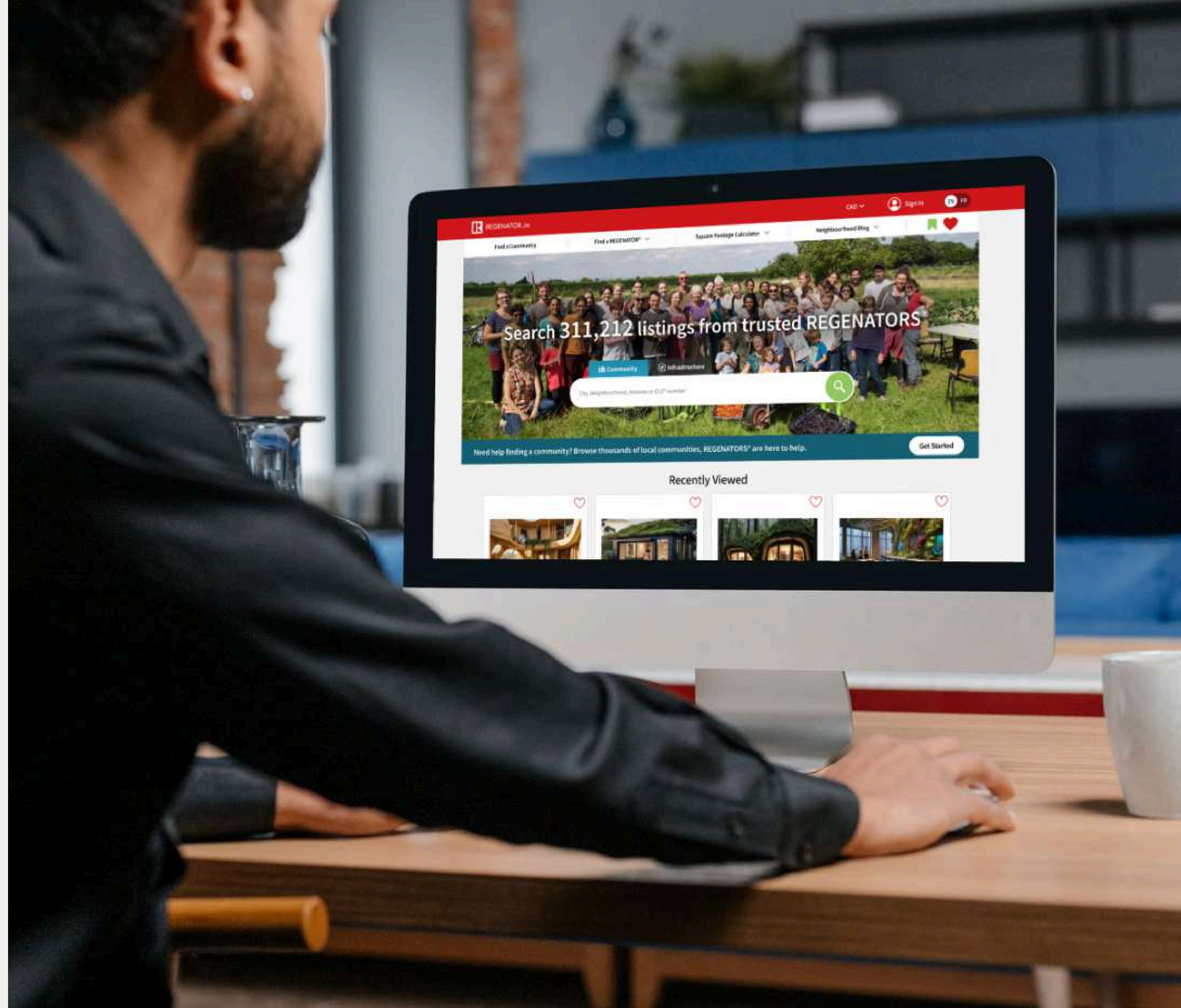
604 329 1321

# Realtor.ca

## Design Fiction

### Project Goals

- Parody the aesthetic and tone of Realtor.ca including UI, page format, and affiliate logos.
- Critique current real estate practices by presenting an alternative future scenario.
- Initiate project with a written proposal and work independently from initiation to conclusion.
- Conduct independent research and design.
- Control project scope and schedule.



# Realtor.ca

## Design Fiction

**Project Duration** 4 Months

**Team Size** 1

### My Roles

- Project Management
- Documentation
- Sponsor Communications
- Research & Analysis
- Creative Direction
- UI & Graphic Design, & Prototyping

### Problem

- Identify and prototype a way to deliver sustainability concepts to everyday users.

### Method

- Qualitative research and inductive reasoning to determine suitable form.
- Comparison analysis of Realtor.ca, Craigslist.org, and developer websites to identify design patterns and user expectations.
- User testing (task analysis) with colleagues to determine whether the prototype aligned with user expectations of Realtor.ca, and check if sustainability concepts were conveyed.

### Impact

- Users confirmed the prototype's alignment with Realtor.ca tone and expectations.
- Users expressed increased interest in sustainability following our session.
- Sponsor praised the level of detail and quality.
- With more time/resources, survey and interview techniques could quantify the degree of change (if any) in user feelings towards sustainability and housing practices.

### Challenges

- Resisting the urge to modernize/improve Realtor.ca's design system. *Solution: I focused on adhering to its existing layout, maintaining the core of the design language and prioritized key user interactions to align with user expectations.*
- Creatively altering logos/designs to be sustainability-focused. *Solution: I focused on maintaining overall recognizability by keeping fundamental shapes and colours in place while adjusting words and phrases to hint at a more responsible world.*
- Controlling project scope, given the wide, independent nature of the project. *Solution: I consciously worked to avoid gold-plating unneeded elements, focused on the project's core objectives and user-base.*

# Realtor.ca

## Design Fiction

### Project Initiation

- My project proposal, submitted to Professor Russell (right), served as the foundation for a formal application to the Dean of the SFU Faculty of Communications.
- It outlines tentative research questions and a reading list, establishing my project's focus on the built environment through the lens of climate change adaptation and mitigation.
- This structured approach ensures a solid framework for project development and alignment with academic standards

#### Summer 2024 - Directed Study Proposal

Greg Withers <gw@sfu.ca>

Tue 2024-03-12 3:12 PM

Gillian Russell <gr@sfu.ca>

Hello Gillian,

This is Gregory Withers; I had an excellent experience with you and Samein in IAT431 last semester. (My group made the anti-bossware video/posters that we planned to doctor up with graffiti later on). I appreciated your flexible approach to instruction and anti-establishment perspective.

I am nearing my final undergraduate semester in SIAT (Summer 24) and I was hoping to delve deeper into the critical sociopolitical aspects of design - specifically architecture and the narratives surrounding built environments.

Unfortunately, it doesn't look like IAT 437 Representation and Fabrication will (ever) be offered. I was looking forward to sating this curiosity there.

Therefore, if you are willing and available, I would like to propose a directed study in architectural design which would merge the spatial design track of courses with the philosophical likes of IAT 431. This course would explore the designer's impetus for creation, perhaps further exploring the notion of Design Fictions from Dunne & Raby. It could explore the representation of built space and the user's experience, building off Francis D.K. Ching (2015) Architecture: Form, Space, and Order - specifically going deeper into the principles of circulation, and repetition. Perhaps with critique from the psychological literature of how/why these effects impact us. Project work might be to exemplify these theories through modeling and/or prototype creation.

Furthermore, with climate change impacting our lives, this course could also incorporate a research paper on the ethics of building practices, material use, and sustainable development. For example, using William Nordhaus (2015) Climate Clubs: Overcoming Free-riding in International Climate Policy - who argues for a more robust carbon tax, I might begin to ask research questions like:

- How could designers and architects make wiser choices in materials and building methods?
- How could building practices reflect the costs to the environment while contributing to the economy?
- How might other economic and political systems choose to prioritize the environment? What would that look like? Why?

I recognize this directed study would be an additional responsibility for you. Therefore, I would ensure that my work ethic, attention to detail, and self-motivation would be meeting or exceeding the A-level range to reduce any negative impact on your time and schedule.

Hopefully this piques your interest!

It would be wonderful to work under your supervision one last time. If you would like to discuss the proposal further, I am available by Zoom every weekday at any time, except for Monday.

Sincerely,

Gregory Withers  
604-329-1321  
301382375

# Realtor.ca

## Design Fiction

### Project Initiation & Planning

- I crafted a 4-month project schedule using a table in Figma that outlines weekly objectives, priorities, meeting times, and work logs.
- It also includes questions for clarification and milestone checks with Professor Russell to ensure my activities were aligned with her expectations.

27 May

- Continue to search for and evaluate sources.
- Identify themes, opposing perspectives, gaps in knowledge.
- Scenario building.
- Persona building.

Before meeting:

- Summarize all readings from the previous 2 weeks
- Create list of questions for Gillian.

Greg Withers

2 Week Work Log

- Compile previous meeting notes.
- Continue reading *The Age of Surveillance Capitalism* by Zuboff (2019).
- Listened to CBC interview with Dr. Martin Wikelski (2024) where he discusses the "Internet of Animals" using the ISS to track migration patterns etc. Notes are above.
- Read *Arup Explores Regenerative Design (2024)* via Gillian email.
  - Read *What is Systems Thinking (2020)* By Dr. Morganelli to help understand the above.
  - Overall and excellent framework for regulation/theory and many interesting topics to explore, but lacks concreteness I suppose. What can I add, where can I go with this?
- Watched *Big Vape: The Rise and Fall of Juul (2023)* on Netflix ⇒ This is the perfect antithesis for what I would like to be doing/creating/bringing to the world and with this project. This film showcases the arrogant and egotistical human-centered glorification of tech, tech industry, design, product design and business.
- Read through designrealities.org
  - Dark Life film & Plastigrade Colonies are a great example of the negative future (for us) yet imagines the future ecology of the planet.
- Read *JUUL and the Corruption of Design Thinking (2019)* by Mark Hurst.
- Begin ideations on my *PPPP* adaptation image.
- Summarizing/reflecting.

3 June

- Project Planning Phase
- Define project scope and objectives, update this schedule.
- Outline the structure and purpose of the final deliverable.
- Compile data.
- Explore scenarios with personas, begin to hone my argument

Meet with Gillian

1pm on the 4th June

Questions:

- This last week has felt super overwhelming/powerless. The scope of these problems coupled with recent news has been a lot to try and deal with. How can I possibly make a difference as one person/one project?
- After going through today's review, can you help me find an area to focus on?
- Does it make sense to start thinking about who I am trying to reach with my project? Is it for you/academics? students? regular folks?

10 June

- Outline the structure/purpose of the final deliverable.
- Compile data.
- Explore scenarios with personas, continue to hone my argument.

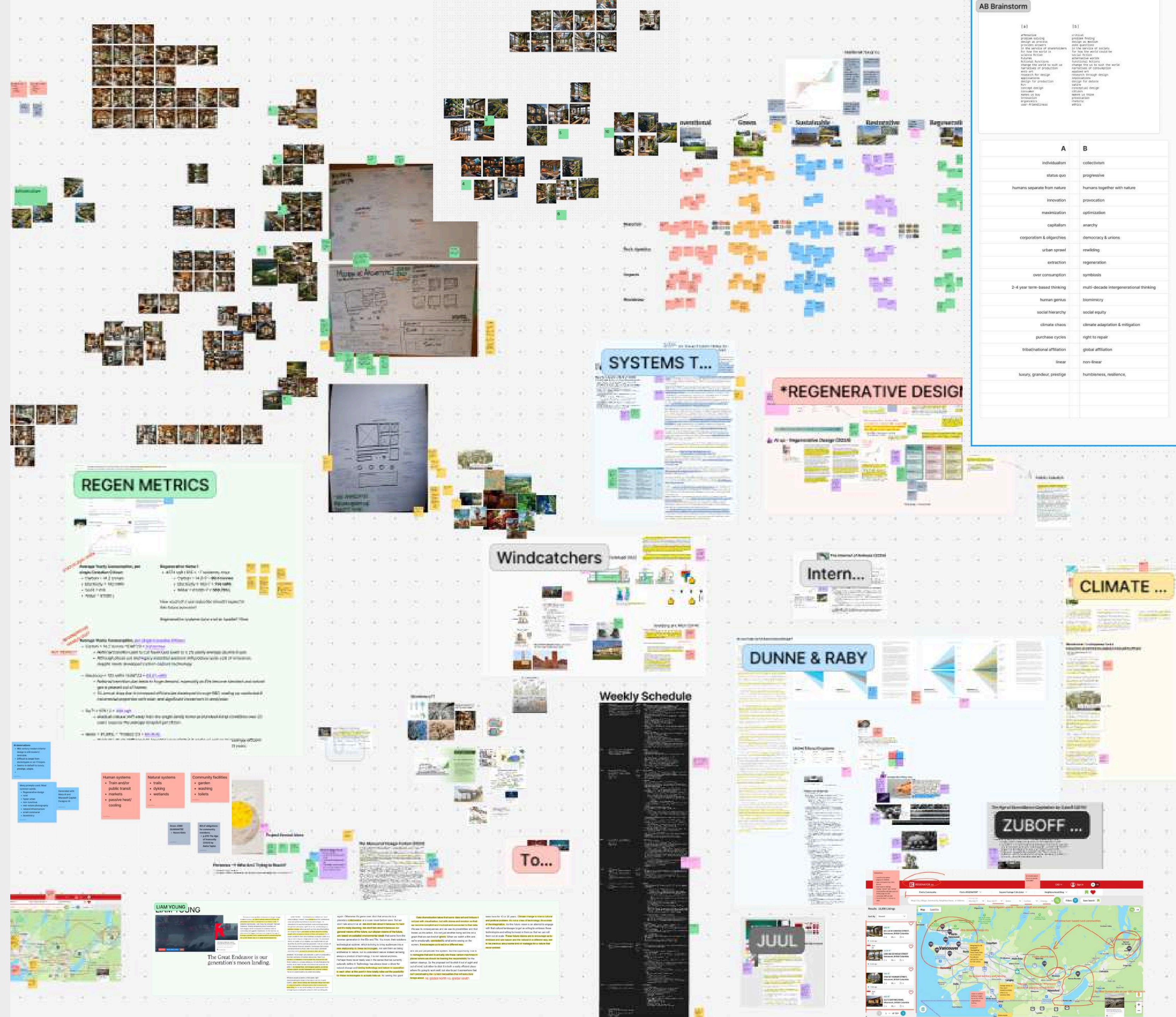
Meeting Notes

- Focus is now on Regenerative Design, based on Arup's "Transitioning towards regenerative outcomes" graph.
  - Look at Arup's examples and **map out / analyze elements.**
    - For example, leaky condo materials == ignorance / differences of climate
  - Look at **ARCH** (via Ching?), **PLACE, MATERIALS, SYSTEMS** (technological), **IMPACTS** (systemic, societal, etc) ⇒ Think about the architecture through these lenses.
    - How would this change/differ between the typologies (green vs sustainable vs regen) ??
    - Expose how these terms are problematic → WHAT/HOW are we sustaining? (the status quo).
  - Expose how current/existing methods/works/art aren't going far enough? (Like the Urban Studio for example, because it is doing nothing to regenerate).
  - Look to UMK as a model.
  - What does regenerative really mean, using one model? (Manual of Design Fiction archetypes/tactics).
  - **Play around with this for the next couple weeks and do not worry about what it will look like yet. What are the tropes the public would understand? Realtor listings for example, map out other things. Then work backwards to showcase my argument.**

# Realtor.ca Design Fiction

## Project Research & Planning

- I conducted discovery research across academic and corporate reports, articles, and case studies, focusing on architecture, climate, systems thinking, and future scenarios.
- Using Figma I compiled and analyzed findings, comparing modern and ancient climate/energy solutions through an inductive reasoning process.



Full size board available [here](https://www.figma.com/board/LCziJucTczJ3JLOmBlscD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBuKti-6) or at: <https://www.figma.com/board/LCziJucTczJ3JLOmBlscD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBuKti-6>

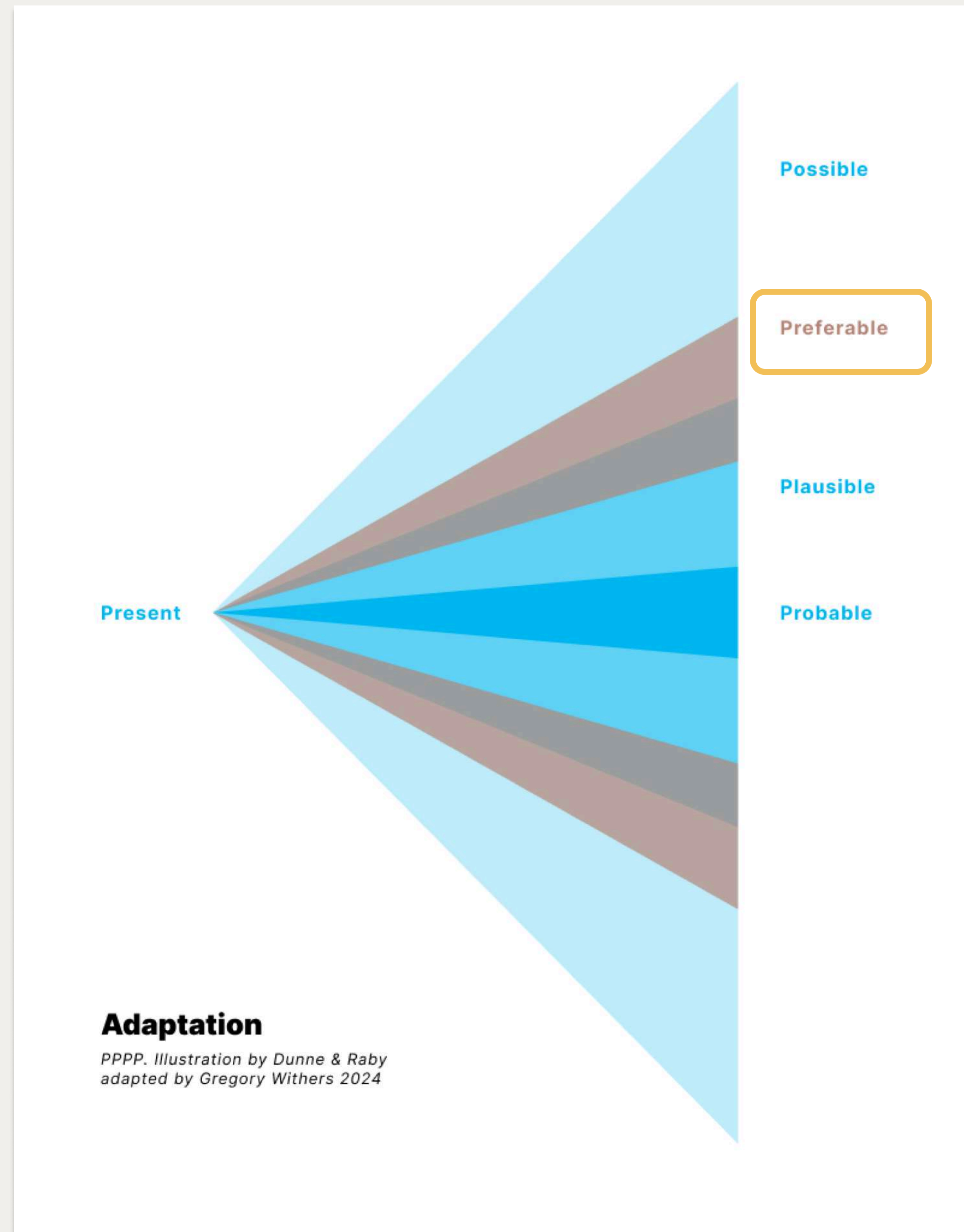


# Realtor.ca

## Design Fiction

### Project Research & Planning

- I used Dunne and Raby's "PPPP" framework to guide my thinking and plan the final deliverable.
- This technique helped me visualize a range of imaginary futures and define a preferable space where the public could envision a future that is neither too similar to the present - or too extreme.



# Realtor.ca Design Fiction

## Project Research & Planning

- I read *The Manual of Design Fiction* to infuse my ideation with irony and ensure my deliverable resonated with general audiences by resembling a familiar form.
- A report from Arup Group Ltd. further shaped my understanding of climate adaptation/mitigation, framing Net Zero as an balance between consumption and regeneration.

**MUNDANE ARCHETYPE LIST**

- Realtor.ca listing
- Craigslist/Marketplace rental listing
- Condo pre-sale website (like this)
- Community centre renovation plan (website or email or mail survey or other promo).

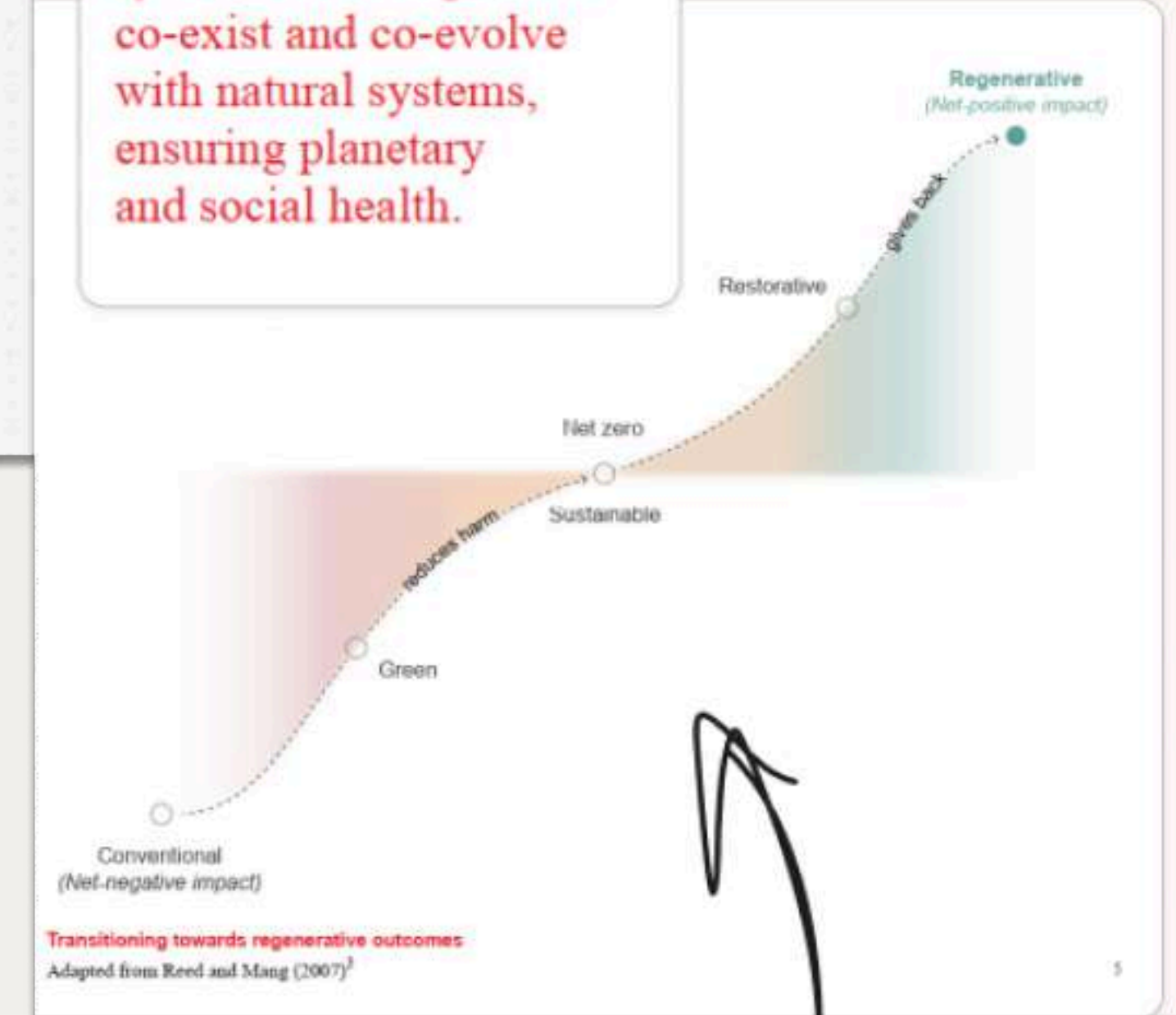
**PLAY AROUND NOT PERFECT HAVE FUN IDEATE A LOT**

Greg Withers

## The Manual of Design Fiction (2022)

- "A central and critical preoccupation of design fiction is that it embraces the real world, in all its messiness. The real world is one in which things routinely break or malfunction, old and new technologies overlap, and users are actors, not just passive participants ... uncertainty and ambiguity are givens." (p.14).
- "Design fiction is premised on the idea that we can constructively intervene in the process of transformation, and that any near future will likely be a mix of both utopia and dystopia ... for the most part it can be described as operating in a register we like to call the *future mundane*, where the extraordinary becomes profoundly ordinary." (p.27).
- "By embracing design fiction and other participatory and speculative tools we can better understand the forces shaping our lives, and perhaps collectively bend them toward better and more just outcomes. By probing at the possible implications, risks, and unforeseen consequences of decisions made today, as much as the opportunities, we can potentially make a future that is more habitable, sustainable, equitable, and enjoyable for us all," (p.27).
- The authors public-sector work produced "design fictions to stimulate public discussion around the incorporation of new technologies into urban infrastructure, highlighting the implications for both policy and the fabric of daily life," (p.27) **This is what I want to do with this project and with my career.**
- "Design fictions typically employ a culturally familiar form," an ARCHETYPE (or, a MacGuffin) in a mundane way to "tell a story around them ... pose questions ... tangibly suggest a larger world in which these things might exist," (p.42). These fictions must be diegetic.
- Design fictions often work symbiotically with science fiction in film (Minority Report, Robocop, 2001, Star-Trek, etc.).
- Design fiction is "design in a mode of self-criticality, rather than an inducement to consume," (p.47).
- As opposed to speculative design, "design fiction was always intended to be useful in a commercial context, albeit as a means of introducing an openness to uncertainty, criticality, and self-awareness to how an organization thinks about itself and the future. If anything, it is absolutely essential that critical, skeptical approaches are brought to bear upon the corporate context of doing, making, and providing things," (p.49).
- "We often see depictions of jerry-rigged, repurposed tech in dystopian scenarios, usually in the hands of plucky rebel underdogs struggling to

**Regenerative design is an approach in which human systems are designed to co-exist and co-evolve with natural systems, ensuring planetary and social health.**



**Green design, in contrast, merely focuses on reducing harm. Sustainable design is about recovering an equilibrium where human needs no longer exceed planetary resources, but to ach**

Yes, but also REGENERATIVE not merely sustainable.

Design fiction seems to be a kind of risk analysis, product design, socioeconomic design, international studies, and business strategy -> all kind up in one thing: near-future prototype.

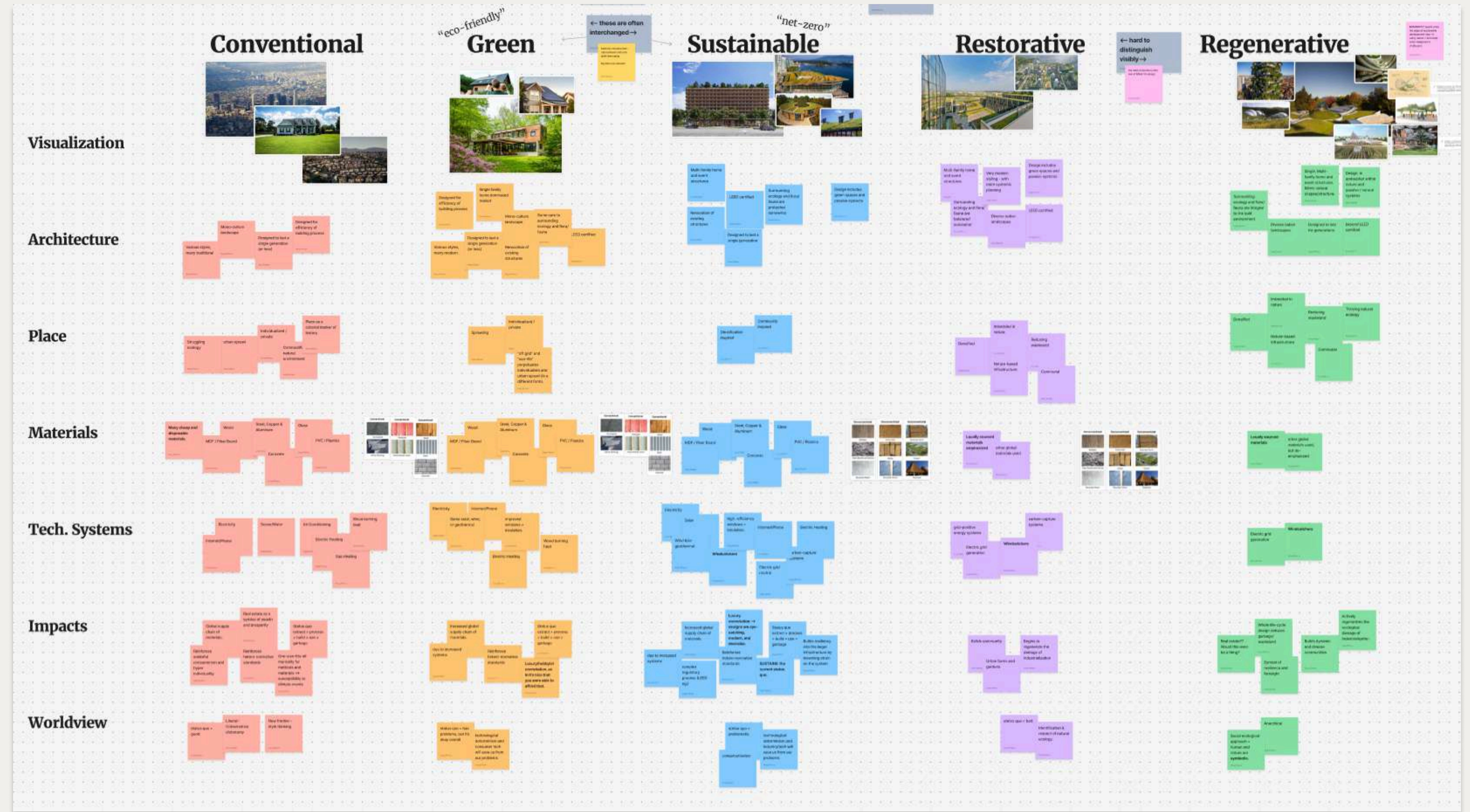
DE-REKING when used in the corporate world. Change from the inside out: 70/20/10 optimism/ pessimism/criticality.

Suspend disbelief and constructively provoke critical thought and imagination.

# Realtor.ca Design Fiction

## Project Research & Analysis

- Building on Arup's framing and with guidance from Professor Russell, I used affinity mapping to analyze five modes of building design.
- I synthesized findings from articles on building technology, energy systems, and politics, which clarified the differences between Conventional, Net-Zero, and Regenerative design.
- I noticed their environmental impacts and underlying worldviews were markedly different, spurring me to delve deeper into Regenerative design.



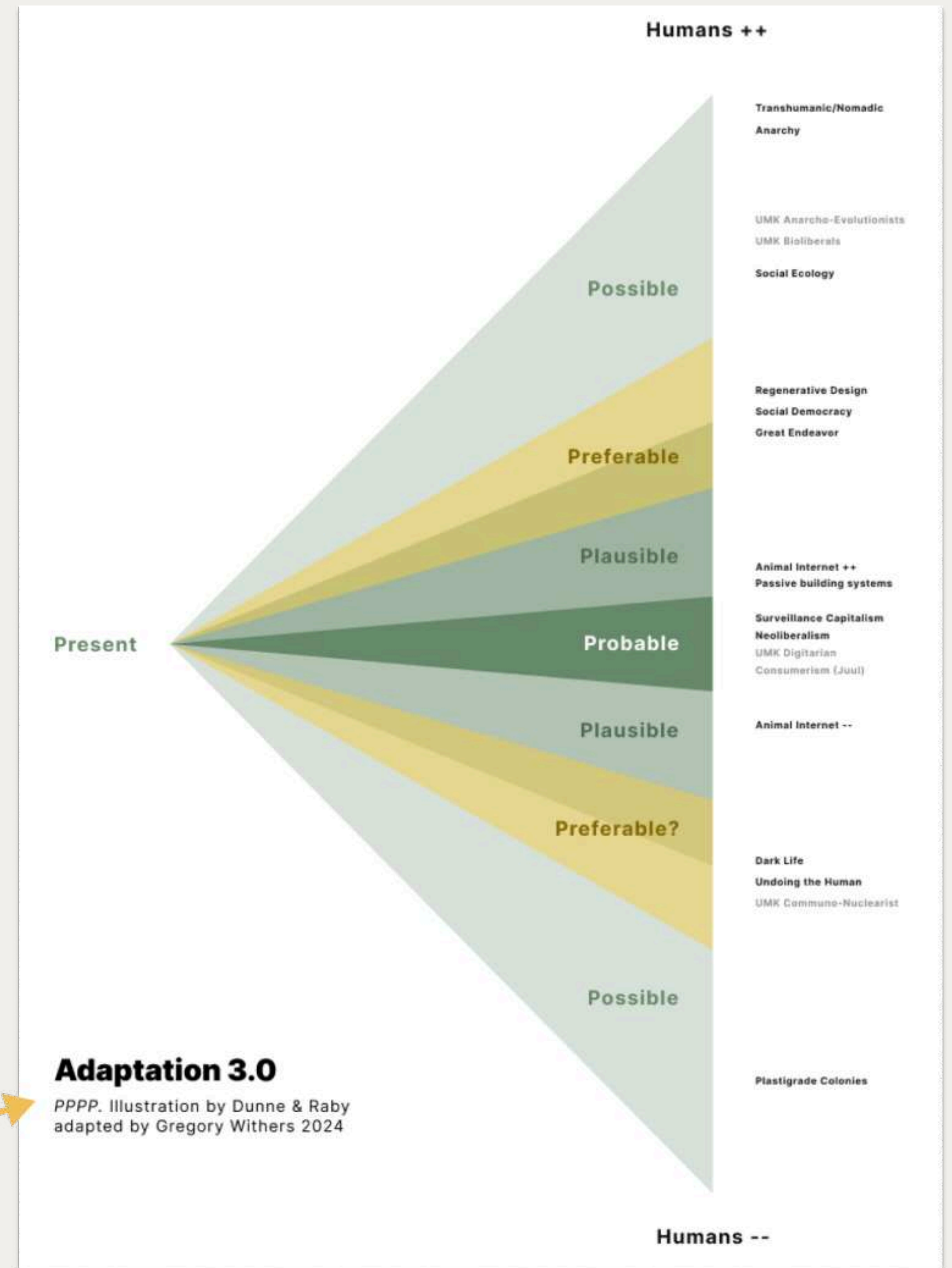
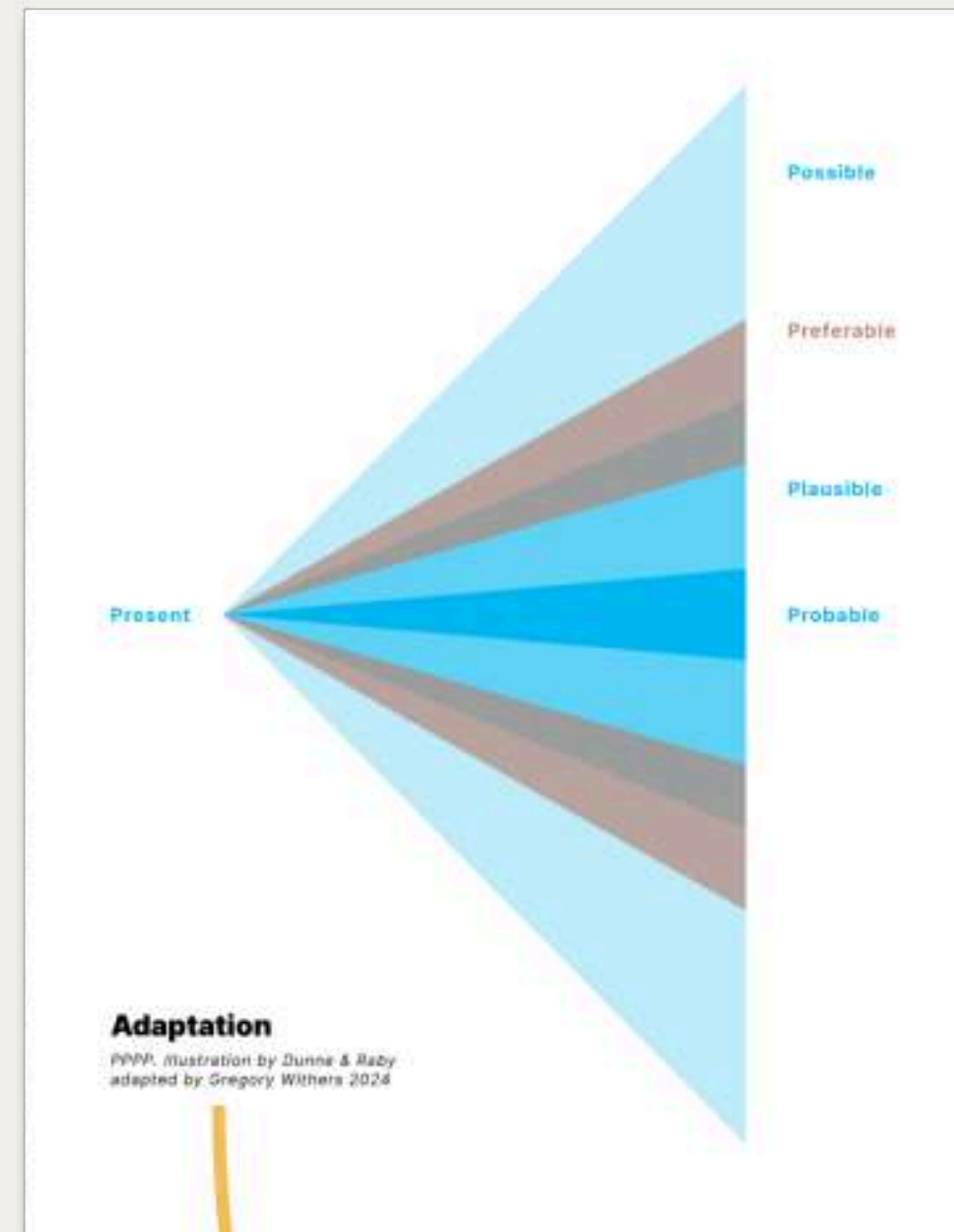
Full size board available [here](https://www.figma.com/board/LCziJucTczj3JLOmBlslcD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBuKti-6) or at: <https://www.figma.com/board/LCziJucTczj3JLOmBlslcD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBuKti-6>

# Realtor.ca

## Design Fiction

### Project Research & Analysis

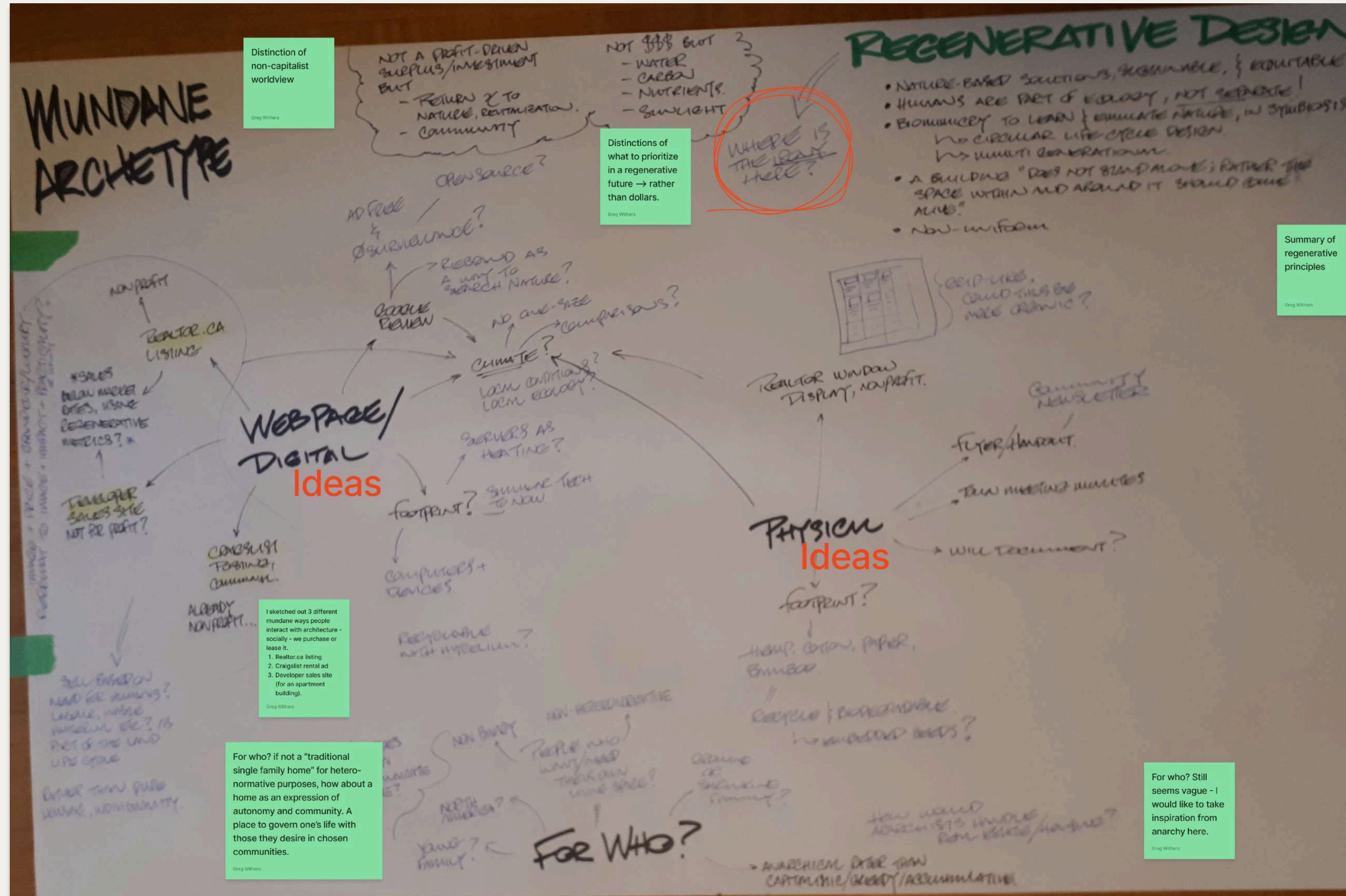
- To refine my research and finalize the deliverable concept, I iterated on the “PPPP” framework, adding meaning to the Y-axis (a world with or without humans).
- I plotted key research topics along the right side, based on my understanding of their probability.
- This analysis confirmed that a Regenerative design future is possible, and in fact preferable, and one that would resonate with audiences.



# Realtor.ca Design Fiction

## Project Research & Analysis

- With regenerative design in mind, I conducted brainstorming and ideation to determine plausible forms for the deliverable.
- Concepts ranged from websites like Realtor.ca to Craigslist.org to physical forms like flyers, posters, and realtor advertisements.



# Realtor.ca Design Fiction

## Project Research & Analysis

- I performed an information architecture analysis to identify the basic elements of Realtor.ca, Craigslist.org, and a property developer website.
- Key insights included a preference for high-quality imagery depicting luxury and sophistication, and price as a dominant/determining factor.

**MUNDANE ARCHETYPE**  
THE REALTOR.CA LISTING

**STATUS DUO Analysis**

**DEVELOPER LIST PAGING**  
SEARCH NEW  
LUXURY/GRAND  
SETTING BY PRICE  
4am = Best price

**1. GOOD-LOOKING PLEASANT IMAGE**  
HOUSE/ARCHITECTURE FOCUS  
LMD/NATURE/GRAND BUILDINGS NOT SECONDARY

**2. PRICE!**  
SURVEILLANCE PRICING? IN AN EXTREME NO LIBERAL VERSION

**3. HOW CAN I MAKE IT POP?**  
\* MAKE AN INTERACTIVE PROTOTYPE!  
\* NO PRICE!  
\* GRAND! HIGH QUALITY IMAGE!

**Other thoughts:**  
• POSITIVE vs NEGATIVE rights?  
• The right to things, not just the protection from threats.

**Sticky Notes:**

- To offer a dystopian / darker future, I could expand on surveillance pricing for home. Expand on the hyper competitive nature of capitalism etc.
- Imagine the realtor, their office, their system → what would that look like?
- "HMI" questions to spur further ideation.
- Trend: 1. Notion of grandeur/luxury, 2. Price in \$\$\$, 3. Images for comparison. How can I flip this, using irony, towards a regenerative future?
- Ideas for a design fiction:
  - Prototype Realtor page offering regenerative housing, using the tropes found on their page.
  - Wall installation of realtor listings for regenerative housing.
- how can I push this further?

**Handwritten Notes:**

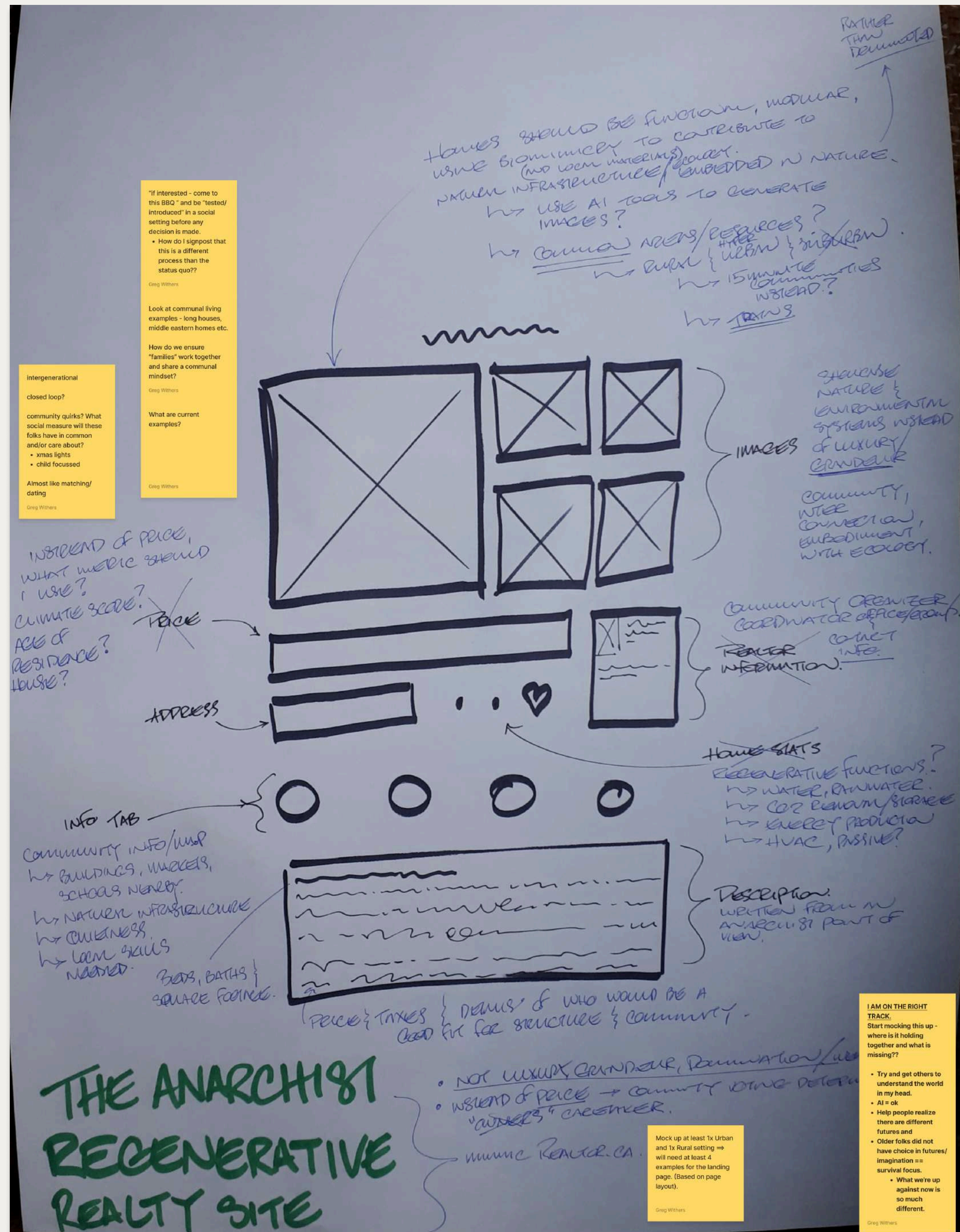
- LMD/NATURE Commodification
- GRAND = GOOD, DATED STYLE = BAD
- OTHER IMAGE, UNDESIRABLE GRAD
- FAUCIQUOTE
- Home 2M
- DESCRIPTION
- THIS EVEN WORK WITH A REGENERATIVE APPROACH?
- HOW ADAPT TO A MORE COMMUNITAL, LESS CAPITALISTIC WORLD VIEW?
- HOW CATCH VIEWER'S ATTENTION? OR INTEREST?
- LOW PROPERTY VALUE?
- REGEN. PROPERTIES/FUNCTIONS HIGHLIGHTED?
- COMMUNITAL BUILDINGS & URBAN DESIGN?
- HOW SUSPEND DISBELIEF LONG ENOUGH FOR VIEWERS TO ENGAGE?
- MINIMIZE A REAL PAGING AS BEST AS POSSIBLE.
- HOW FLIP WHAT IS HIGHLIGHTED, WHAT TYPE INFLUENT OF NATURE, OR SOUND, QUIETNESS, ETC?
- COMPANY PROFILE
- DEVELOPER SELLER SITE
- Place
- Now Selling
- SEARCH RESULTS
- DESCRIPTION

Full size board available [here](https://www.figma.com/board/LCziJucTczj3JLOmBlscD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBUkTi-6) or at: <https://www.figma.com/board/LCziJucTczj3JLOmBlscD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBUkTi-6>

# Realtor.ca Design Fiction

## Project Research & Analysis

- I sketched wireframes to outline the main elements and relationships of the Realtor.ca listing page.
- My analysis indicated that this format would be an effective deliverable due to its recognizability, strong branding, and the potential for manipulation using my graphic and interface design skills.
- I also brainstormed ways to adapt existing elements (logos, images, etc.) towards a regenerative future scenario.



Full size board available [here](https://www.figma.com/board/LCziJucTcZj3JL0mBlscD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBuKti-6) or at: <https://www.figma.com/board/LCziJucTcZj3JL0mBlscD/IAT-486-Directed-Study-Board?t=sMLgoyL7bgvBuKti-6>



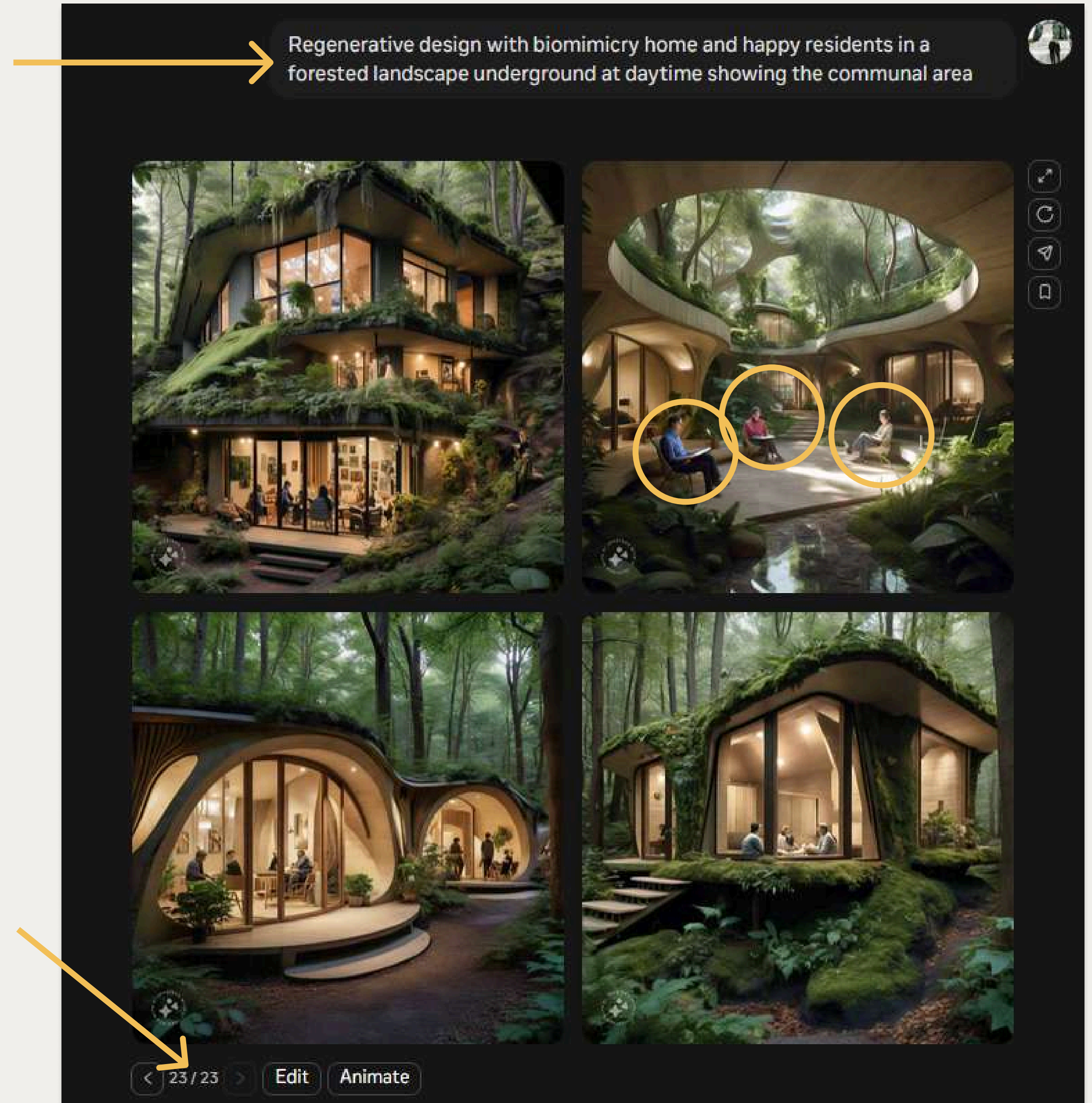


# Realtor.ca

## Design Fiction

### Project Execution

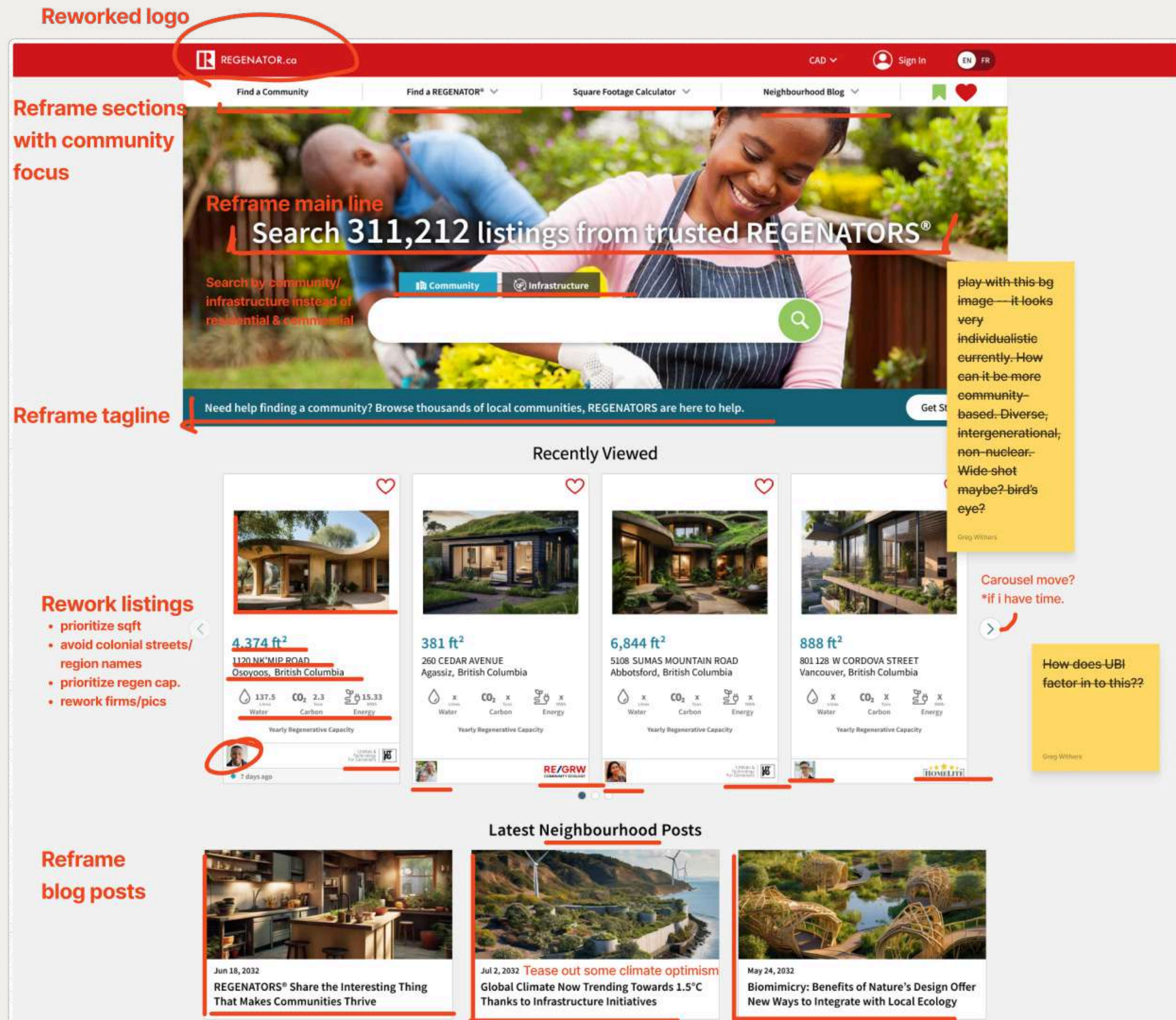
- Chained iterations allowed me to explore variations on a theme, while I strategically placed imperfect human representations in the background of images.
- This process was challenging and time-consuming, as the AI assistant struggled to interpret prompts like “view from the inside” or “show me the bedroom” of a structure, for example.



# Realtor.ca Design Fiction

## Project Execution

- Using Figma, I assembled mockups of the Realtor.ca site rebranded as Regenator.ca.
- Critiques with Professor Russell clarified my adaptations, allowing me to maintain the style and tone of the original site, (see right).
- UI elements and interactions remained consistent with the Realtor.ca brand.
- Logos and branding were subtly modified to suggest the regenerative world.



Reworked logo

Reframe sections with community focus

Reframe main line

Reframe tagline

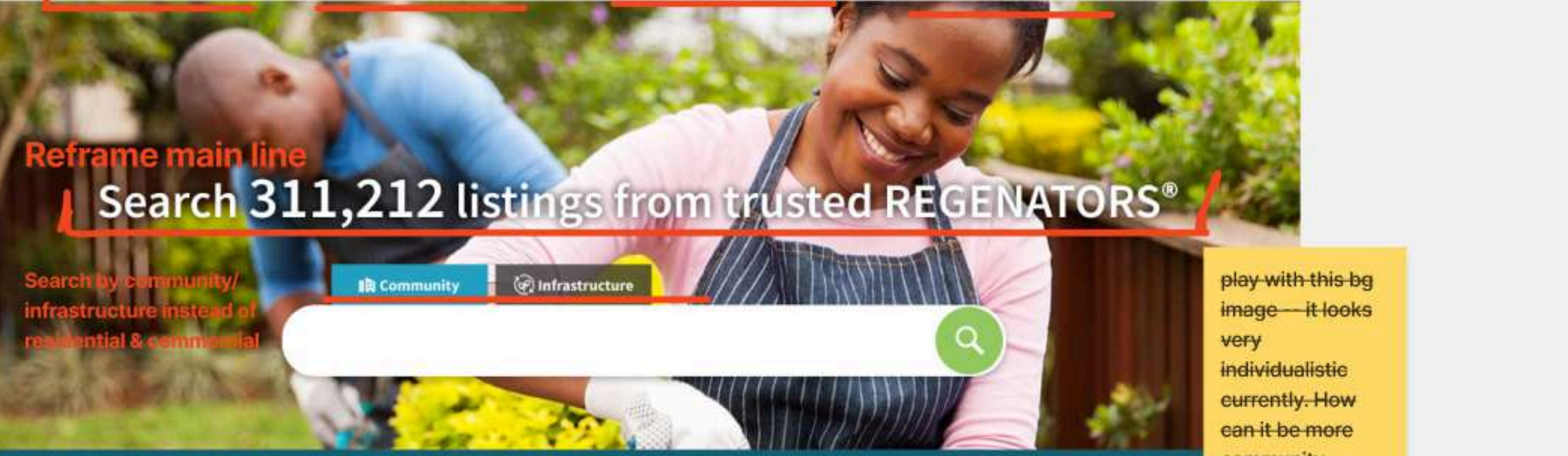
Rework listings

Reframe blog posts

play with this bg image—it looks very individualistic currently. How can it be more community-based. Diverse, intergenerational, non-nuclear. Wide-shot maybe? bird's eye?  
Greg Withers

Carousel move? \*if i have time.

How does UBI factor-in to this??  
Greg Withers



Need help finding a community? Browse thousands of local communities, REGENATORS are here to help. Get Started

### Recently Viewed

4,374 ft<sup>2</sup>  
1120 NK'MIP ROAD  
Osoyoos, British Columbia

137.5 Water 2.3 Carbon 15.33 Energy

Yearly Regenerative Capacity

381 ft<sup>2</sup>  
260 CEDAR AVENUE  
Agassiz, British Columbia

x Water x Carbon x Energy

Yearly Regenerative Capacity

6,844 ft<sup>2</sup>  
5108 SUMAS MOUNTAIN ROAD  
Abbotsford, British Columbia

x Water x Carbon x Energy

Yearly Regenerative Capacity

888 ft<sup>2</sup>  
801 128 W CORDOVA STREET  
Vancouver, British Columbia

x Water x Carbon x Energy

Yearly Regenerative Capacity

### Latest Neighbourhood Posts

Jun 18, 2032  
REGENATORS® Share the Interesting Thing That Makes Communities Thrive

Jul 2, 2032 Tease out some climate optimism  
Global Climate Now Trending Towards 1.5°C Thanks to Infrastructure Initiatives

May 24, 2032  
Biomimicry: Benefits of Nature's Design Offer New Ways to Integrate with Local Ecology

GW | PM | UX

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604 329 1321

# Realtor.ca Design Fiction

## Project Execution

- I mocked up 11 fictitious listings to illustrate the scenario in various contexts across the Lower Mainland of BC.
- Additionally, I created 11 personas to personalize each listing and highlight the social aspect of this regenerative future.
- I ensured that familiar site interactions—such as scrolling through descriptions, clicking to enlarge images, and activating carousels—were preserved.

**Annotations and Callouts:**

- Top Navigation:** "Find a Community", "Find a REGENATOR\*", "Square Footage Calculator", "Neighbourhood Blog".
- Property Address:** 1120 NK'MIP ROAD, Osoyoos, British Columbia V0H1V2, CLS\* Number: C2882916.
- Area:** 4,374 ft<sup>2</sup> (circled in red).
- Environmental Metrics:** 137.5 Water, CO<sub>2</sub> 2.3 Carbon, 15.23 Energy.
- Interactive Panels:** "Highlights", "Infrastructure", "Local Skills" (circled in red).
- Listing Description:** "This is your chance to live in one of Abbots...".
- Property Summary:**

Property Type	Single Family	Area	4,374 sqft	Title	Freehold
Land Size	7440 sqft	Annual Property Taxes	\$4,105.85	Parking Type	Garage, Open, Other
Time on REALTOR.ca	34 days				
- Building Details:**
  - Bathrooms: Total 2
  - Interior Features: Appliances Included (Washer, Dryer, Refrigerator, Stove, Dishwasher), Basement Type (Unknown (Finished)).
  - Building Features: Style (Detached), Architecture (2 Level, Other).
  - Heating & Cooling: Heating Type (Forced air, (Natural gas)).
  - Utilities: Utility Type (Utility Sewer), Water.
- Agent Profile:** Dave Bedi, Osoyoos Solar Farm, Community Coordinator, 5 stars rating, "Email", "Book showing".
- Organization:** RE/GRW COMMUNITY ECOLOGY, 604-502-1000, 604-503-8888, 201-13049 76 Avenue, Vancouver, BC V3W2V7.

**Design Feedback and Callouts:**

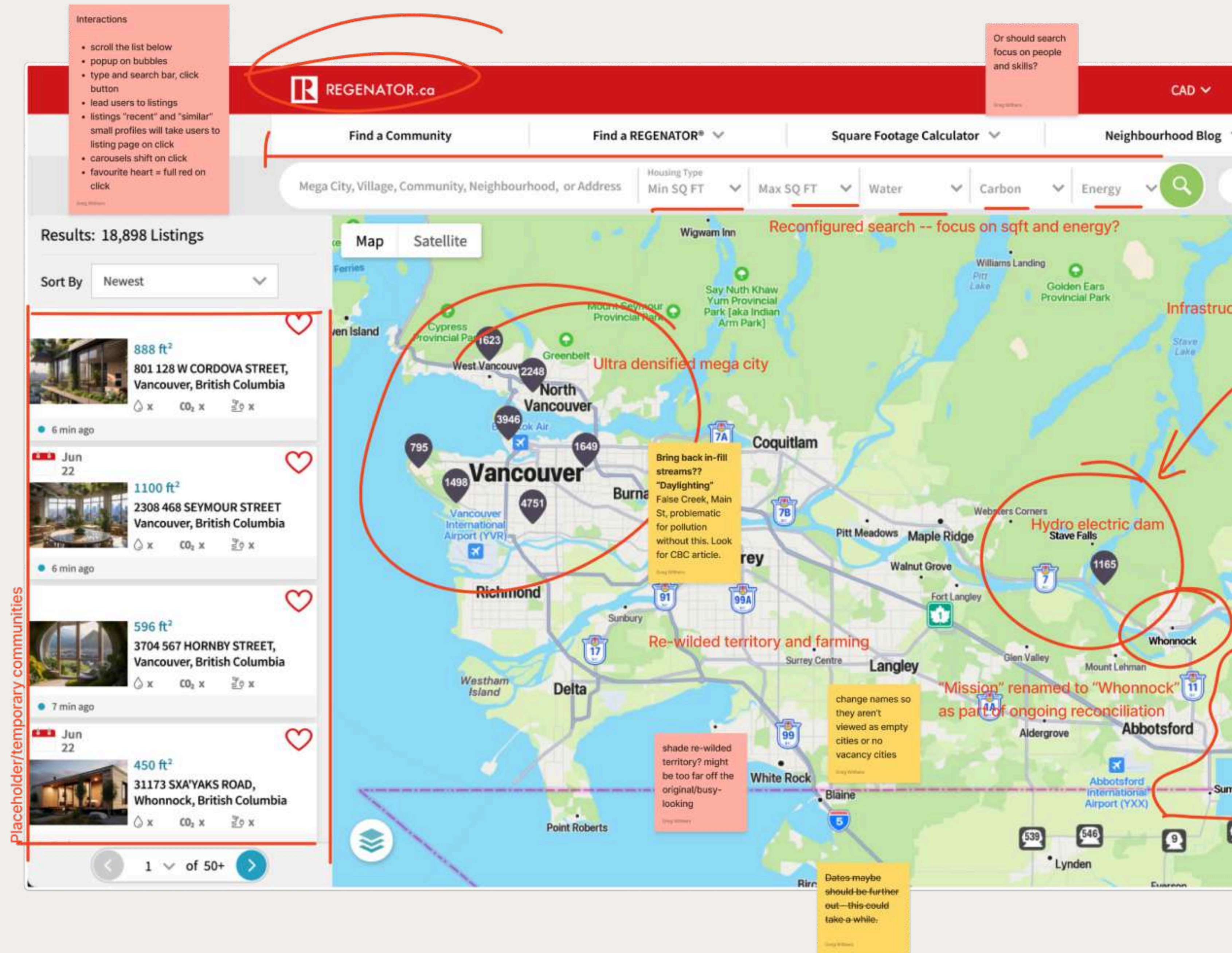
- Red Text:** "Square Ft as the top metric, instead of price", "Will these icons/metrics work?", "Needs of the community", "play on the janky comments section-ish descriptions.", "anarchist point of view", "highlight passive building systems and communal structures", "If interested - come to this BBQ" and be "tested/introduced" in a social setting before any decision is made.", "Look at communal living examples - long houses, middle eastern homes etc.", "More washing machines and laundry facility - outdoor drying only - look to environmental impact. Laundry House??".
- Yellow Text:** "Maybe, if time is running out, highlight a single (different) tab for each listing", "Waitlist?? Maybe it links to a seeker profile with information and interests?? (if i have time) look to A/B D&R list.", "• how do folks fit or don't into a community??", "Feature families/people who want to join a community? How is the REGENATOR doing this? dating/insta-like profile? Instead of another realty site.", "<Show the other side>", "This could fit into the blog post section of this site".
- Red Box:** "Intergenerational, quirky societies. What makes them unique?".
- Red Box:** "Price, age, building type etc. as normal, but de-emphasize capitalist focus".
- Red Box:** "Interactive panels here" with an arrow pointing to the navigation tabs.
- Red Box:** "Added profile picture & rating, framed as a 'coordinator' instead of a realtor".
- Red Box:** "Larger/clearer branding of organization".

# Realtor.ca

## Design Fiction

### Project Execution

- I recreated the Realtor.ca map page to connect the listings and the home page.
- I reconfigured UI elements to align with the regenerative scenario while preserving the original style.
- Existing interactions were analyzed and replicated during the prototyping process.
- Map elements were renamed to subtly suggest the larger regenerative world.



# Realtor.ca

## Design Fiction

### Main Challenges

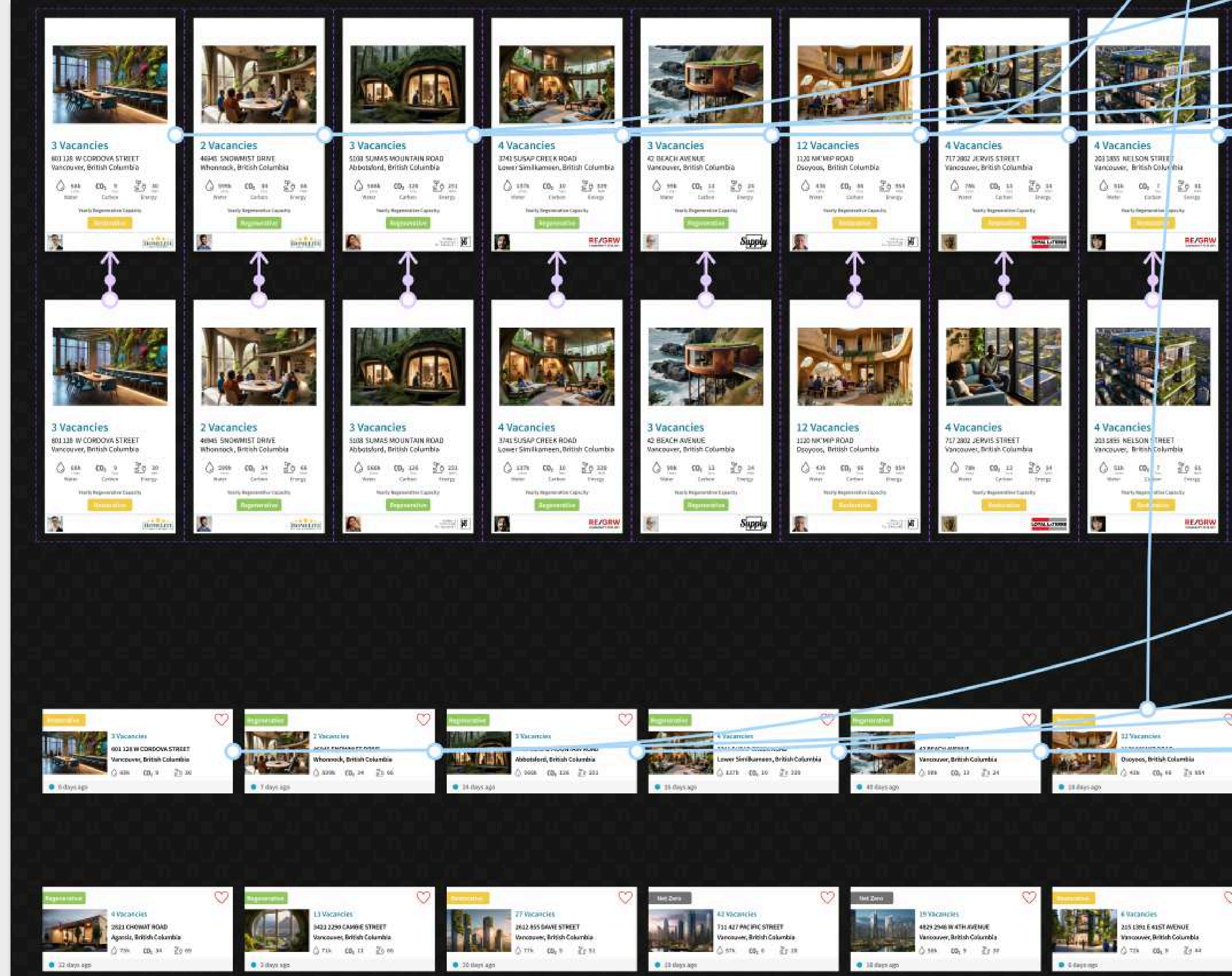
- Modifying logos to fit the regenerative theme required retaining brand recognition while subtly hinting at sustainability. I focused on integrating elements that conveyed a sense of regeneration while maintaining familiarity.
- Designing within the constraints of the Realtor.ca style limited UI functionality and aesthetics. I focused on making faithful adaptations, demonstrating my ability to work within strict design systems while effectively analyzing and following interface guidelines.



# Realtor.ca Design Fiction

## Main Challenges

- While time-consuming, prototyping to align with Realtor.ca standards was crucial for meeting user expectations. Many image variations had to be created for interactions to appear credible.
- Controlling scope was also challenging, given the independent nature of the project. I consciously worked to avoid gold-plating unneeded elements and focus on the project's core objectives.



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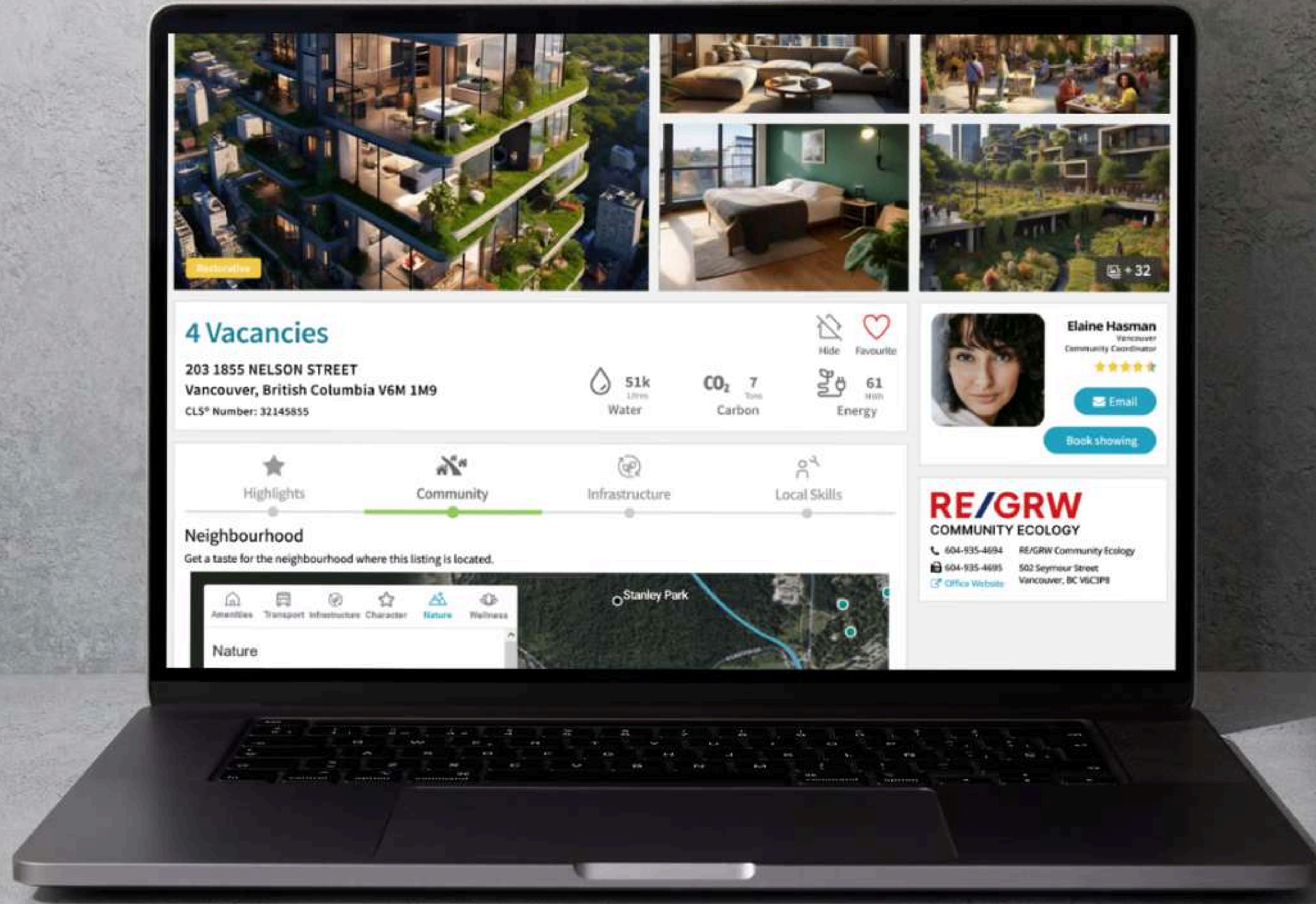
604 329 1321

# Realtor.ca

## Design Fiction

### Results

- The project succeeded due to thorough research, analysis, iteration, and feedback which ensured alignment with Realtor.ca while envisioning a plausible regenerative future.
- This approach maximized relevance and impact for general audiences.
- Ultimately, I received praise from the sponsor, Professor Russell, who commended my creativity and thoughtful approach to critique and design fiction.



Full prototype can be viewed [here](https://www.figma.com/proto/JtaTxgvxoTZDhoqoMEck8A/IAT-486-Directed-Study-Design-Sessions?page-id=40%3A2&node-id=40-3&node-type=canvas&viewport=184%2C771%2C0.06&t=6qCYsERjUjLjk6nQ-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=40%3A3) or at: <https://www.figma.com/proto/JtaTxgvxoTZDhoqoMEck8A/IAT-486-Directed-Study-Design-Sessions?page-id=40%3A2&node-id=40-3&node-type=canvas&viewport=184%2C771%2C0.06&t=6qCYsERjUjLjk6nQ-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=40%3A3>

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# The Polygon Gallery

## Design Intervention

### Project Goals

- Identify worker and patron pain points.
- Construct a physical prototype to minimize negative patron/worker interactions.
- Adjust patron expectations while bolstering Gallery etiquette policies.
- Provide project leadership and enable team discussion and collaboration.



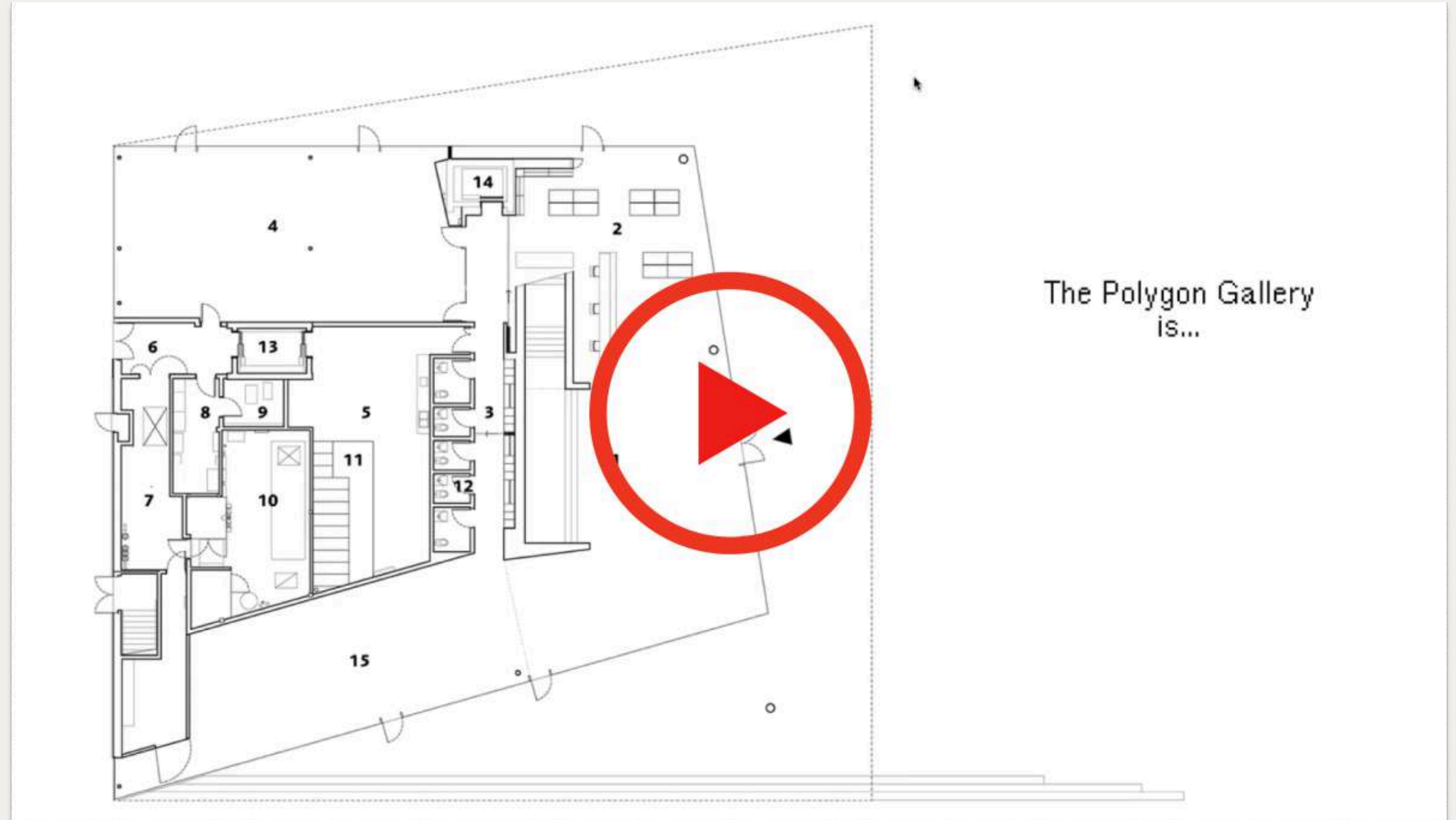


# The Polygon Gallery

## Design Intervention

### Project Goals

- Identify worker and patron pain points.
- Construct a physical prototype to minimize negative patron/worker interactions.
- Adjust patron expectations while bolstering Gallery etiquette policies.
- Provide project leadership and enable team discussion and collaboration.



# The Polygon Gallery

## Design Intervention

**Project Duration** 4 Months

**Team Size** 4

### My Role

- Project Management & Communications
- Presentation Preparation & Delivery
- Lead Design Meetings & Concept Development
- Distribute Work Tasks & Manage Work Schedule
- Conduct Interviews
- Compile & Synthesize Ethnographic Data
- Graphic Design & Prototype Construction

### Problem

- Reduce negative interactions between patrons and staff; patrons must check in at the front desk without reminders from staff.

### Method

- Ethnographic research/immersion to understand Gallery operations.
- Interview staff and patrons to determine needs, goals, and expectations.
- Survey and Google Review data analysis to quantify patron/staff experiences.
- Qualitative analysis to identify pain points and design constraints.
- Construct and deploy a physical prototype.

### Impact

- Patron expectations of an art gallery are not met due to architecture/aesthetics and lack of signage, causing confusion.
- Prototype aims to build patron expectations by emulating the ticket-entry-system of a traditional art gallery, which aligns patron/staff expectations of behaviour.

### Impact (Continued)

- Prototype was praised as a simple and elegant solution by the project sponsor.
- With additional resources/time, user testing could detect changes in patron flows and survey responses could help quantify the effectiveness of the prototype.

### Challenges

- Design options were constrained due to the Gallery's minimalist aesthetic and desire not to display clear signage. *Solution: adhere to existing design system and mimic architecture in the prototype.*
- Effective collaboration required extensive communications and conflict resolution among project team members. *Solution: foster creativity and open dialogue while maintaining team focus on project deliverables and realistic expectations of scope and schedule demands.*

# The Polygon Gallery

## Design Intervention

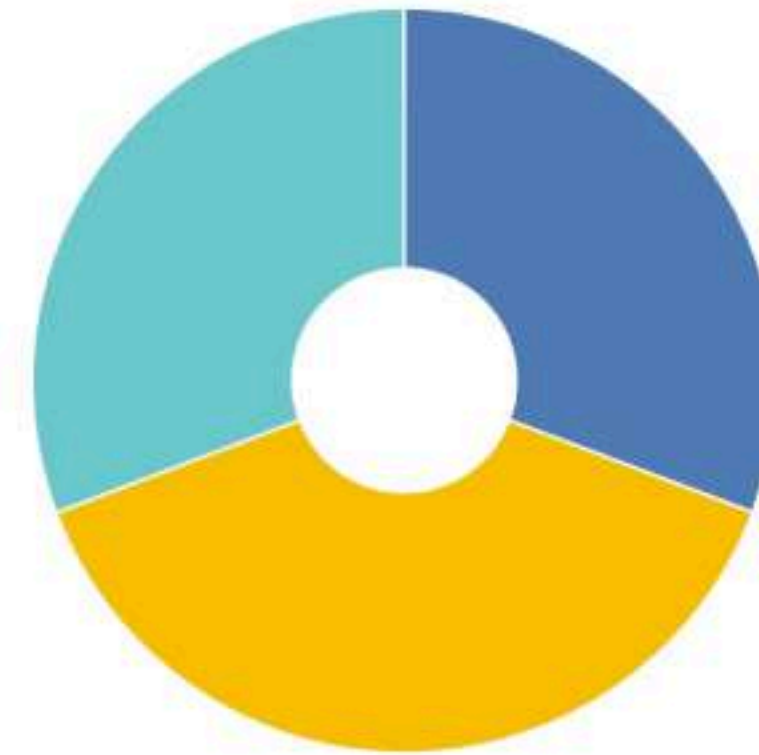
### Project Planning & Research

- Ethnographic Research: On-site observations, notes, and photo/video recordings of worker-patron interactions provided valuable insights into gallery dynamics.
- Qualitative Research: I conducted interviews with Polygon management, workers, and patrons and analyzed Google Review responses to capture firsthand experiences.
- Quantitative Research: Patron surveys and Google Review ratings helped quantify visitor satisfaction and supported our findings.

**“I have to chase people around to check them in AND there’s a chance I get yelled at? I want to leave them alone just as much as they want me gone because this isn’t what I signed up for...”**

**(Front Desk Worker)**

4. Have you ever needed clarification on the layout of a gallery space?



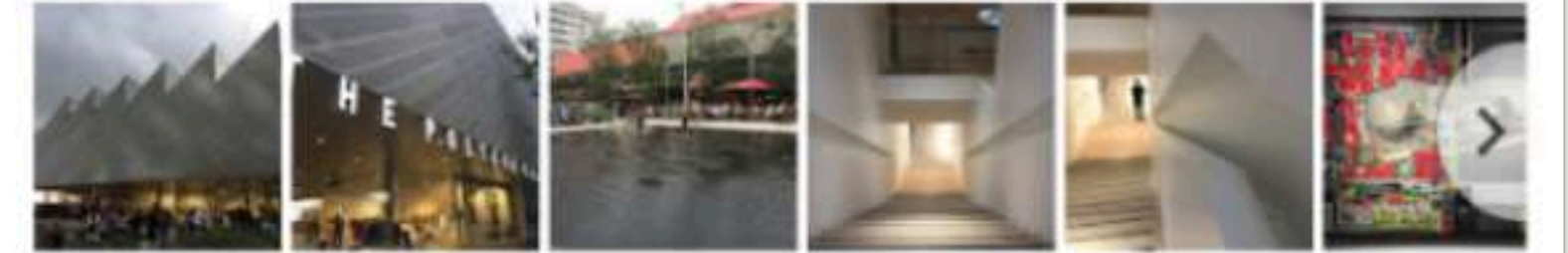
已回答: 13 跳過: 0

Always	0%	0
Sometimes	30.77%	4
Rarely	38.46%	5
Never	30.77%	4



**S twok**  
Local Guide · 33 reviews · 149 photos  
★★★★★ 3 years ago

Wonderful art gallery in the heart of Lonsdale Quay. The gallery is 5min walk from Seabus and you can't miss it. Outdoor feature a water feature which you can walk across, restaurants, and performers. Inside the gallery feature artwork, shops and the 24hour clock film. You can stay as long as you want since the film run on 24hour time. Recommend it for anyone. Also there is entry fee by donation.

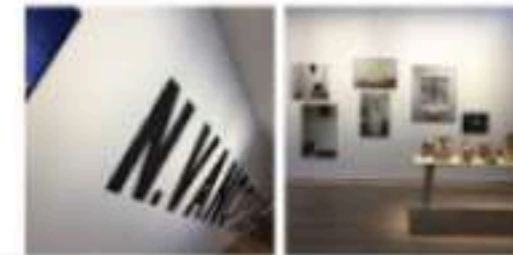


**AT**  
Local Guide · 45 reviews · 122 photos  
★★★★☆ 5 years ago

Went there because I heard it's admission by donation, meaning you can give any amount of money of none to get in. Will be like this until Nov 2021. You checked in, they gave you a booklet and a sticker. You go upstairs and enter a giant room with leads to a small room with a door to the balcony, and another room with a video playing. And that's it. THAT IS IT.

I understand it's newly opened so the collection is limited but the building look big from the outside and there's many rooms aren't used, and the brochure makes it look like there's plenty other artworks that's not showed.

Just hope they improve after time, or else, after the BMO sponsors, nobody will come.

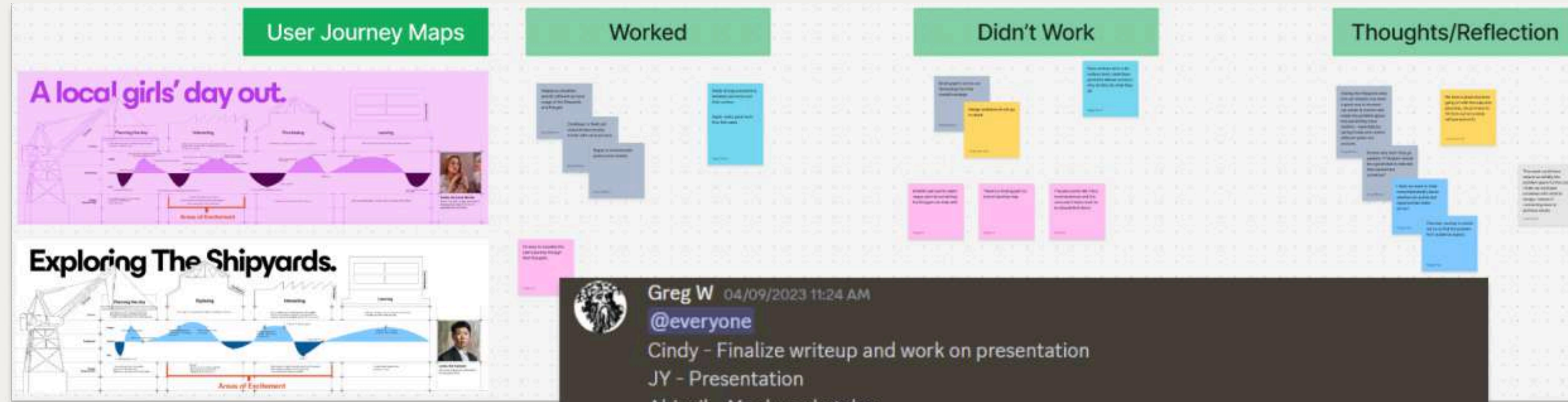


# The Polygon Gallery

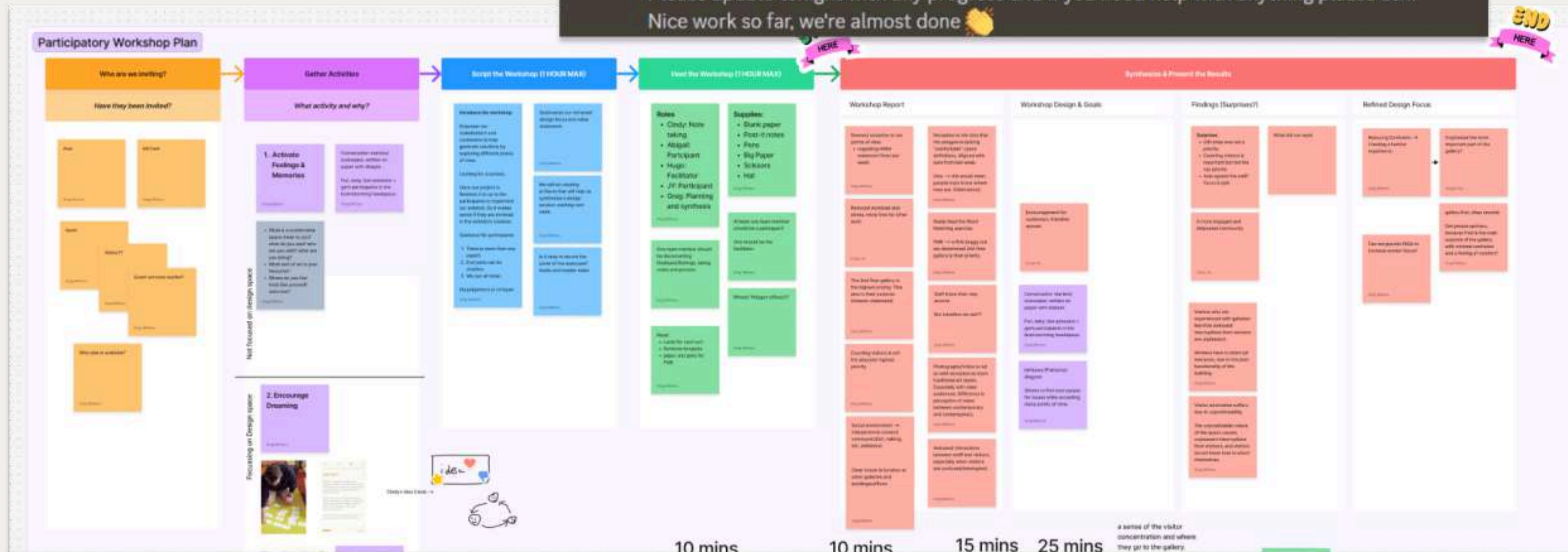
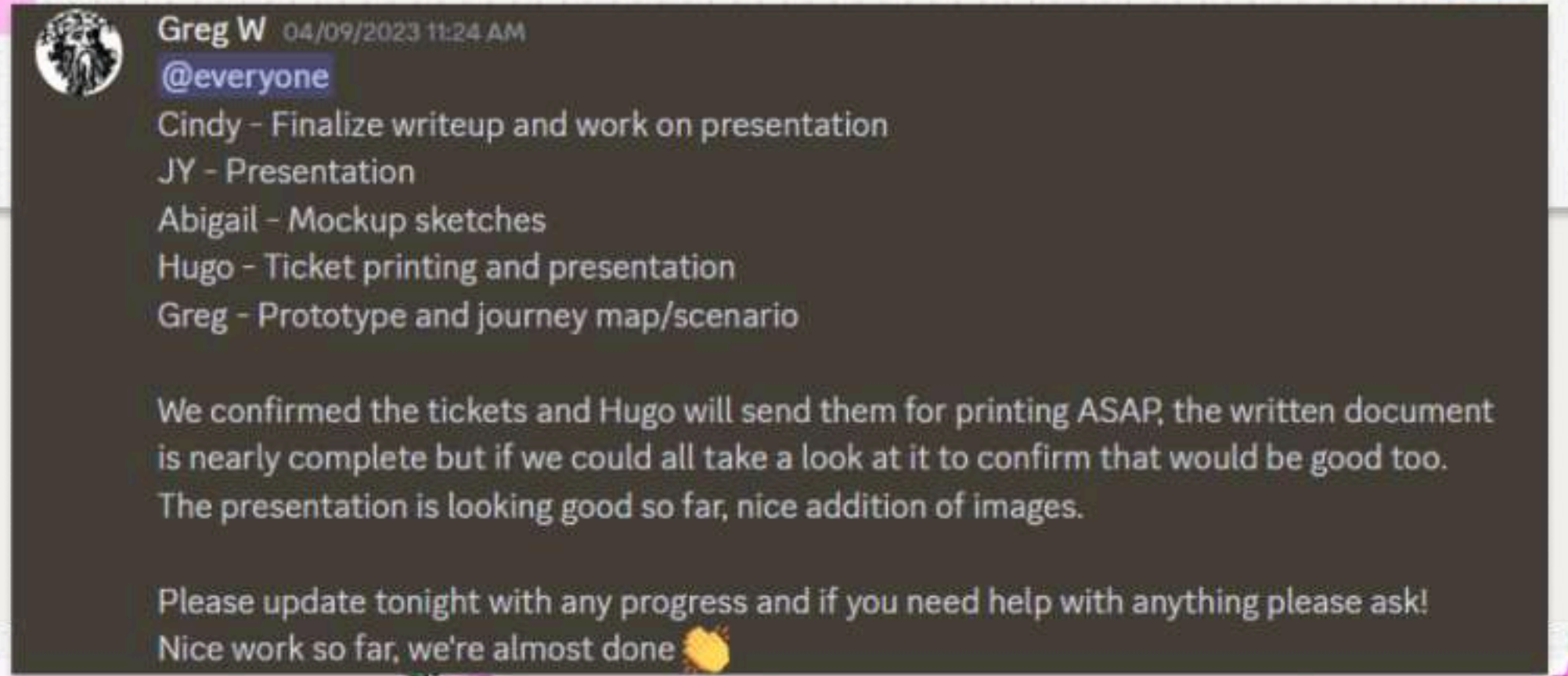
## Design Intervention

### Main Challenges

- Balancing the project's scope with tight deadlines was a constant challenge. I ensured the team stayed focused on work tasks while fostering an open/collaborative environment.
- I took the lead in meetings, guiding the team through key exercises such as user journey mapping and workshop planning.
- I also managed team communications, documentation, and task distribution to ensure efficiency and clarity throughout the project.



Full board available [here](https://www.figma.com/board/UfNaEdyFhQ5O92dKU6ZBw1/IAT-333---Re-Framing-Jam-(Copy)?t=sMLgoyL7bgvBuKTI-6) or at [https://www.figma.com/board/UfNaEdyFhQ5O92dKU6ZBw1/IAT-333---Re-Framing-Jam-\(Copy\)?t=sMLgoyL7bgvBuKTI-6](https://www.figma.com/board/UfNaEdyFhQ5O92dKU6ZBw1/IAT-333---Re-Framing-Jam-(Copy)?t=sMLgoyL7bgvBuKTI-6)

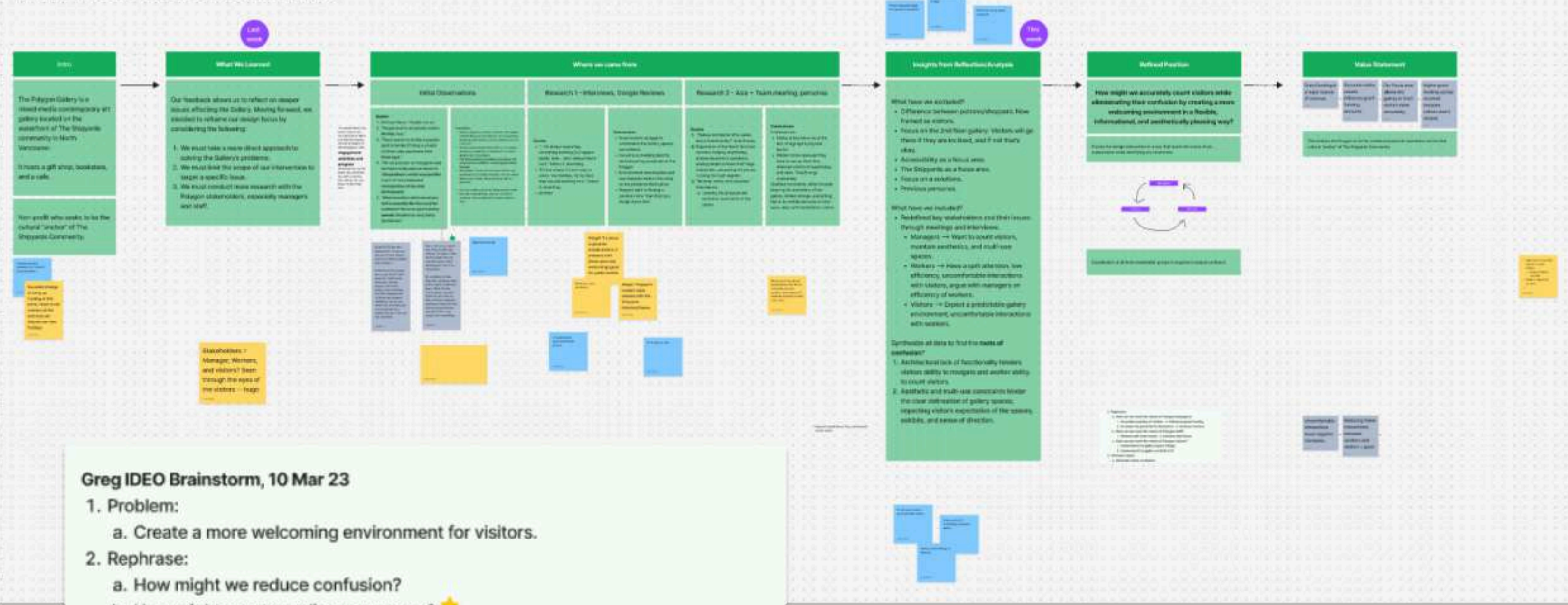


# The Polygon Gallery Design Intervention

## Main Challenges

- I played a pivotal role in leading a reframing exercise, where I guided the team in reevaluating the problem from different angles to uncover creative solutions.
- I also took charge of workshop preparation, ensuring all materials and activities were well-organized and aligned with project goals.
- For the final presentation, I coordinated the content and structure, preparing the team to effectively communicate our findings and recommendations to stakeholders.

## Draft Presentation Outline #2



### Greg IDEO Brainstorm, 10 Mar 23

1. Problem:
  - a. Create a more welcoming environment for visitors.
2. Rephrase:
  - a. How might we reduce confusion?
  - b. How might we streamline movement? ★
  - c. How might we differentiate spaces? ★
  - d. How might we reduce/mitigate intimidating factors?
  - e. How might we enable a "warm" environment?
  - f. How might we present a 3rd Space for visitors?
  - g. How might we reduce hostile/unpleasant interactions with staff members? ★ 🍃
  - h. How might we bolster the community?
  - i. How might we enable viewing contemporary art as a pastime?
3. Ultimate impact:
  - a. Eliminate visitor confusion.
4. Possible Solutions:
  - a. Enable a predictable experience (2nd floor is predictable when compared to 1st floor). ★
  - b. Guide visitors through the entryway/check-in process (left to their own devices, people appear confused/anxious)
  - c. Reduce guest services scope of work (being constantly pulled between tasks and interrupting visitors is not efficient/ideal) ★ 🍃
  - d. Clearly delineate the shop, gallery 1, and entryway.
  - e. Swap gallery 1 and shop locations.
  - f. Present gallery works in common language, non-threatening and easily readable.
  - g. Delineate gathering/work areas and seating.

### 5. Context & Constraints:

- a. Small budget, cannot have recurring costs (like storage).
  - b. Non-structural changes/solutions, (architecture of the space is a selling point of the gallery and must remain as designed).
  - c. No fixed-place solutions, (all spaces must be able to be completely emptied).
  - d. No storage space.
  - e. Aesthetics are a high priority (must match gallery and board of director's taste = minimal, white/concrete).
  - f. No lollipop signs.
  - g. Cannot block sight/view line of main stairs.
6. Rephrase original problem:
- a. How might we eliminate visitor confusion by creating a more welcoming environment, using a flexible, aesthetically pleasing solution?



Full board available [here](https://www.figma.com/board/UfNaEdyFhQ5O92dkU6ZBw1/IAT-333---Re-Framing-Jam-(Copy)?t=sMLgoyL7bgvBuKti-6) or at [https://www.figma.com/board/UfNaEdyFhQ5O92dkU6ZBw1/IAT-333---Re-Framing-Jam-\(Copy\)?t=sMLgoyL7bgvBuKti-6](https://www.figma.com/board/UfNaEdyFhQ5O92dkU6ZBw1/IAT-333---Re-Framing-Jam-(Copy)?t=sMLgoyL7bgvBuKti-6)

# The Polygon Gallery

## Design Intervention

### Project Execution

- I refined our personas by analyzing data from interviews, surveys, and ethnographic research, ensuring they accurately represented gallery patrons.
- Using these, I redefined the user journey map, focusing on key touchpoints where confusion or negative experiences occurred.
- This helped us target the check-in process to create a more seamless visitor experience.

 <b>Angelo, the Art Connoisseur</b>	Art galleries are his comfort and social space <3, but not yet his third space.	Doesn't want to be bothered because he's experienced with gallery etiquette, but not with the Polygon Gallery.
	First-time user and would not frequent The Polygon Gallery.	Likes traditional art, but finds contemporary art uncomfortable.
 <b>Liliana, the Gallery Worker</b>	Enjoys interacting with visitors, especially chatting with returning patrons.	Frustrated by the increasing responsibilities that are beyond what she signed up for
	Comfortable and enjoys contemporary art, but it's still a work space for her.	Feels awkward when interrupting patrons
		Interaction with user hinders job (boxes, washrooms, etc.)



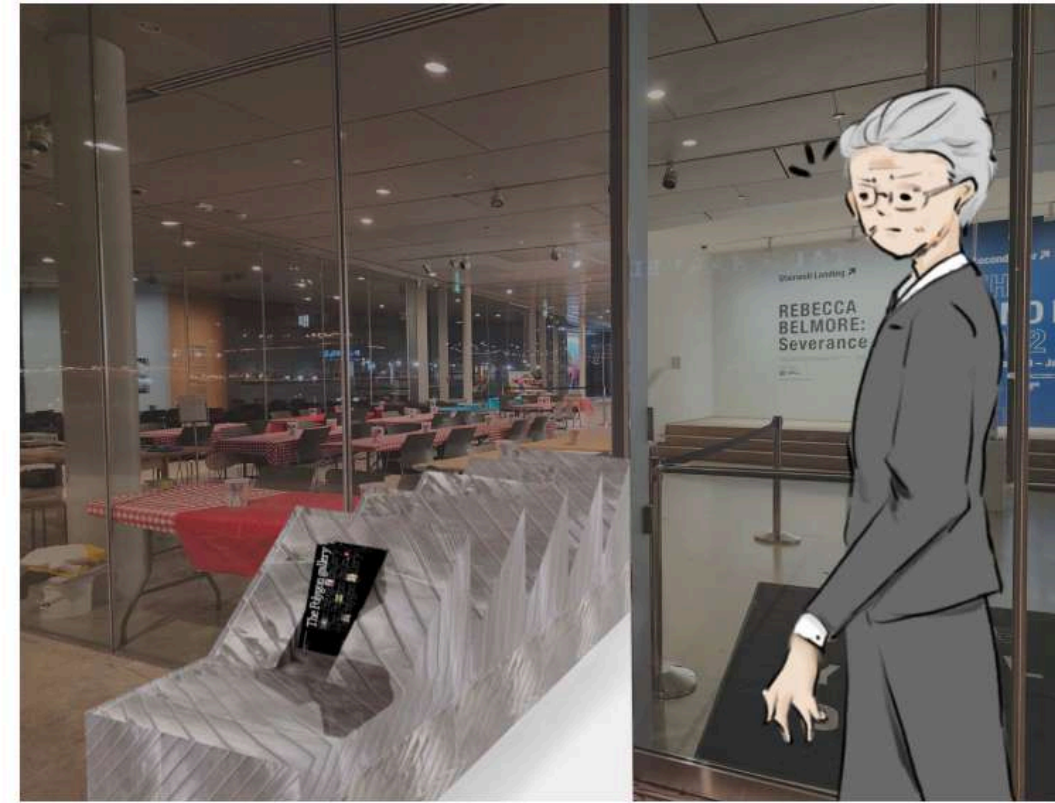
Full size file [here](https://www.figma.com/design/50avYS5WVE3DTII6oD4NrK/IAT-333-Final-Scenario-(Copy)?m=auto&t=sMLgoyL7bgvBuKti-6) or at [https://www.figma.com/design/50avYS5WVE3DTII6oD4NrK/IAT-333-Final-Scenario-\(Copy\)?m=auto&t=sMLgoyL7bgvBuKti-6](https://www.figma.com/design/50avYS5WVE3DTII6oD4NrK/IAT-333-Final-Scenario-(Copy)?m=auto&t=sMLgoyL7bgvBuKti-6)

# The Polygon Gallery

## Design Intervention

### Project Execution

- This storyboard (see right) illustrates the persona Angelo entering the gallery and highlights how our ticketing station aligns with his expectations of typical gallery behaviour.
- It features a ticket designed by the project team with clear instructions and etiquette points.
- I coordinated diverse artistic perspectives within the project team to achieve this cohesive outcome.



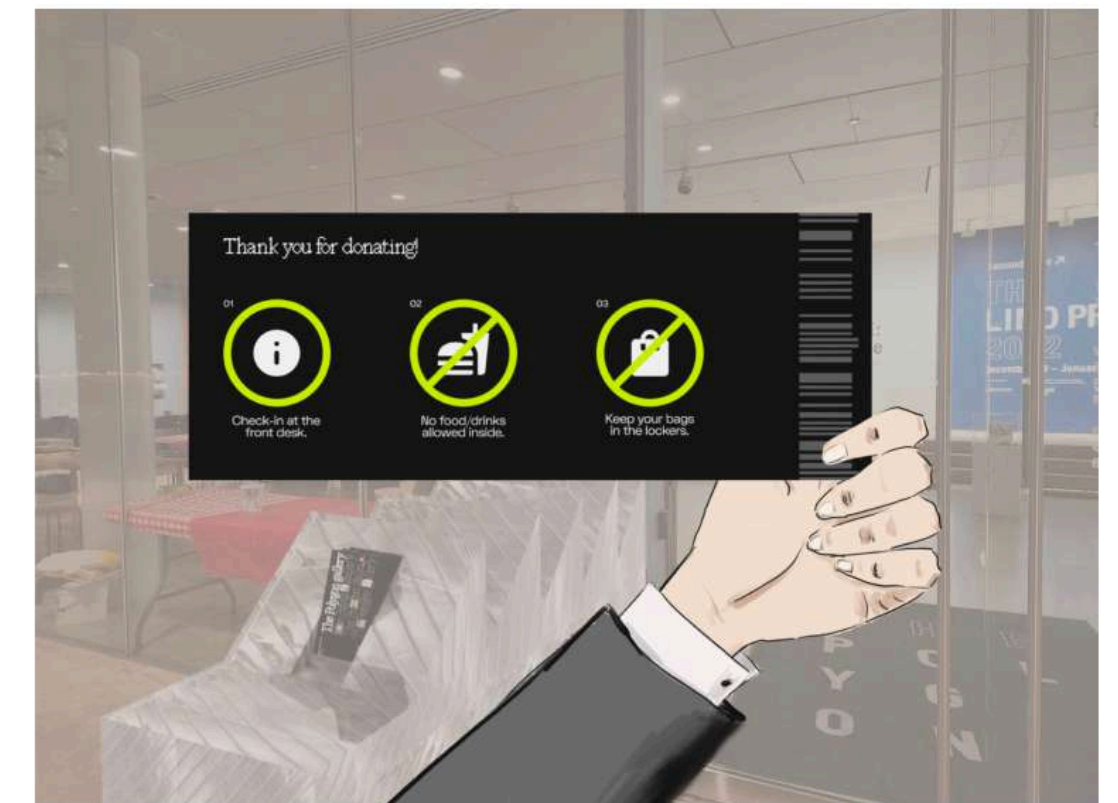
The visitor sees the ticket holder at the entrance of the Polygon. Interested, they approach to see what is held in the front slot.



He felt very curious and want to take a look at what is these cards about, so he decided to try taking one out to have a closer look.



He took out a card from the slot and noticed the clever design of the gallery exhibition information on the front. He found it very attractive and decided to collect it.



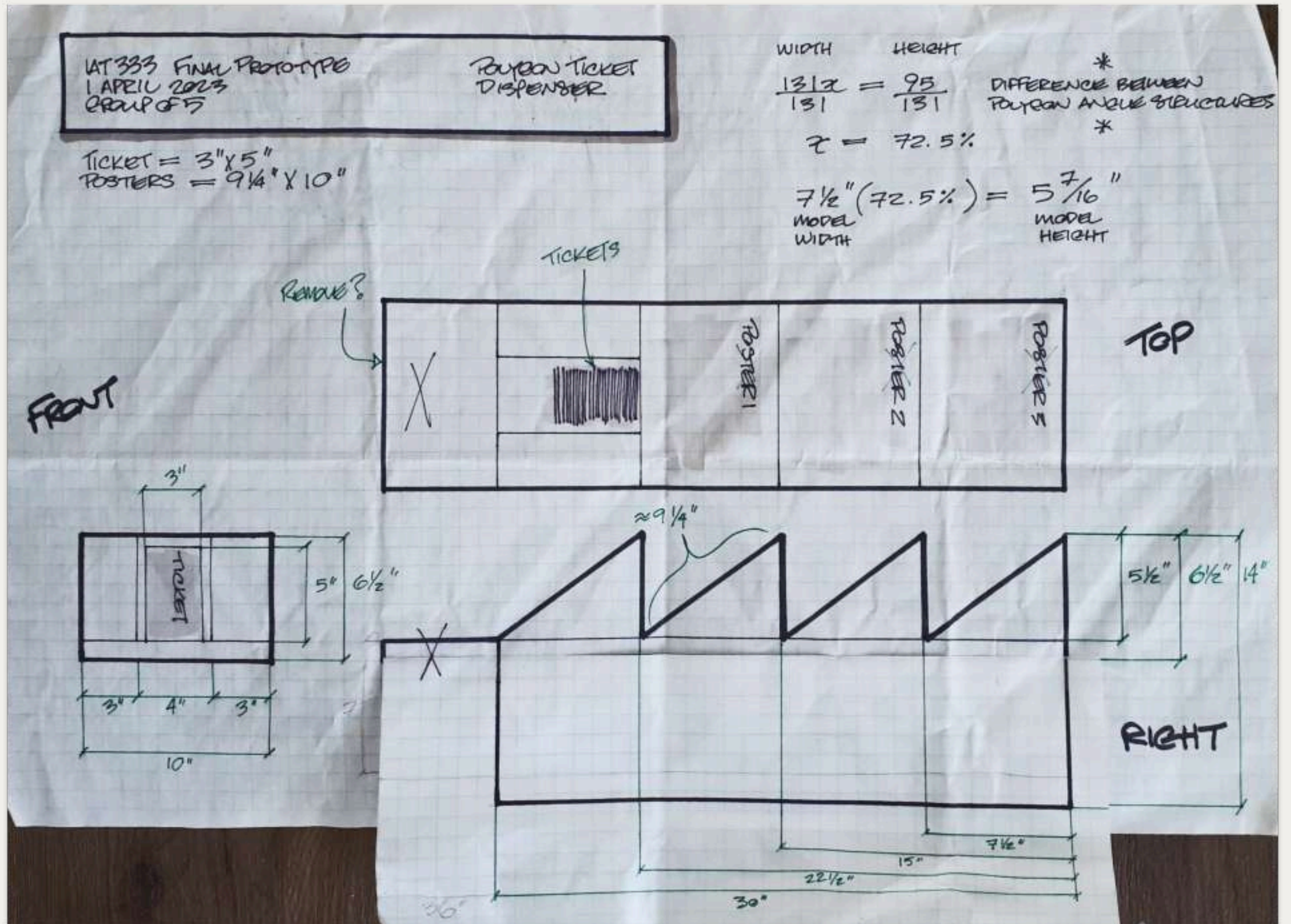
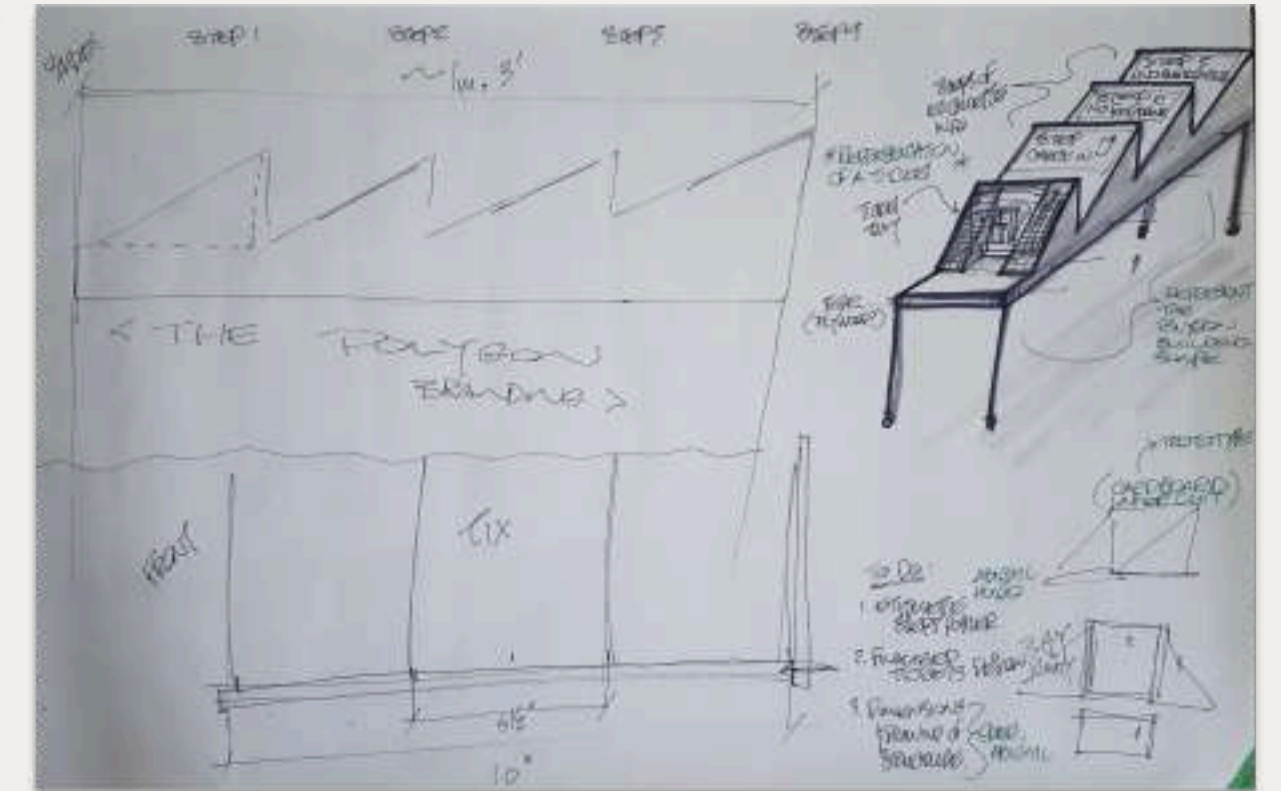
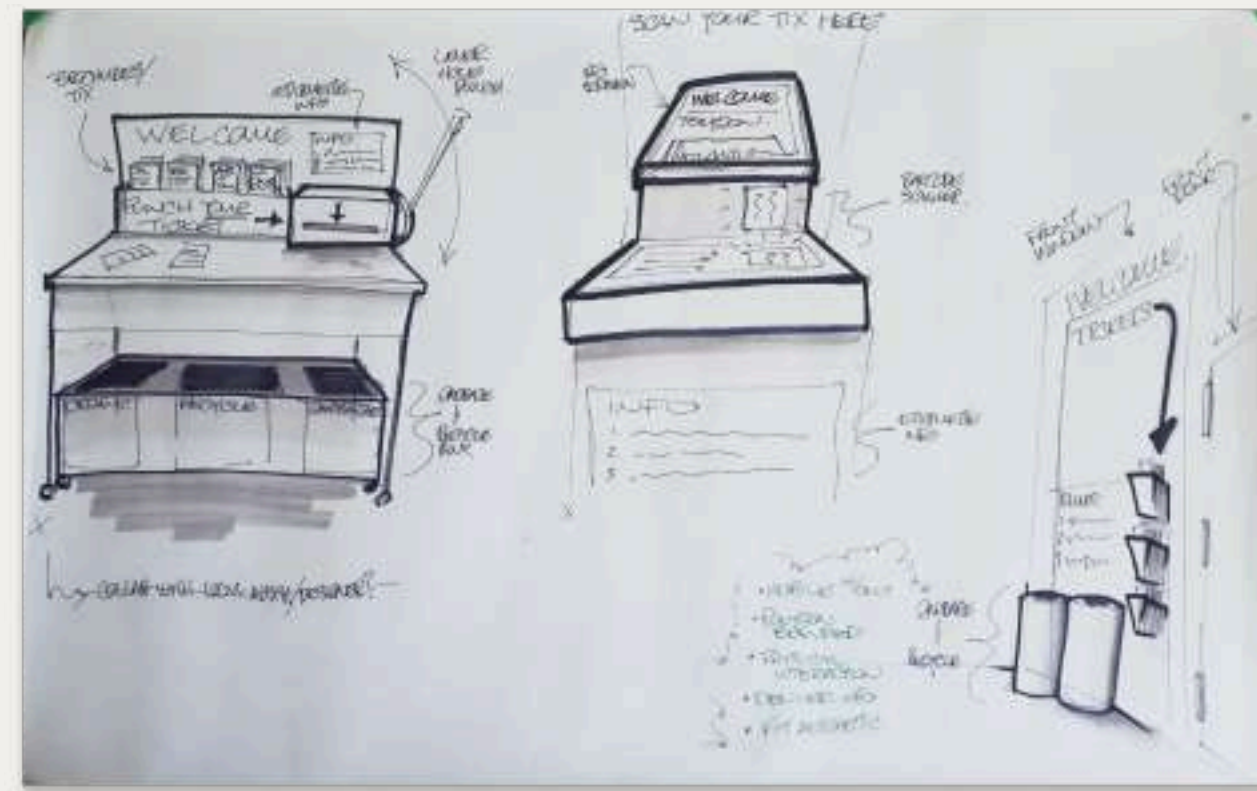
He flipped the card over and saw the gallery etiquette guidelines printed on it.

# The Polygon Gallery

## Design Intervention

### Project Execution

- We conducted several design iterations for the ticket-holder, ensuring functionality while echoing the Gallery's distinctive architecture.
- To facilitate the construction of the prototype, I created detailed scale drawings that provided precise measurements and specifications.
- These drawings served as a communications tool which ensured that the prototype was built accurately and conveyed our vision to stakeholders.





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# The Polygon Gallery

## Design Intervention

### Project Execution

- With guidance from a subject matter expert, I constructed the ticket-holder physical prototype using plywood.
- The project team worked in parallel, finishing the design of the tickets, printing and cutting them.
- This strategy ensured that the prototype was completed within time constraints.



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# The Polygon Gallery

## Design Intervention

### Project Results

- I finished the ticket-holder using white paint to match the Gallery's aesthetic, and to highlight the physical ticket designed and printed by the project team.
- The project was delivered on time and was quite successful - receiving praise from the project sponsor for delivering an elegant and simple design intervention.



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# The Polygon Gallery

## Design Intervention

### **Project Results & Lessons Learned**

- I faced challenges managing competing artistic perspectives within the project team, who required significant motivation to maintain focus. Moving forward, I aim to minimize inter-team competitiveness by establishing clear boundaries and rules before project execution commences.
- Additionally, thorough research was invaluable to the final prototype; without observations and interviews, we wouldn't have identified the gallery's root problem, resulting in a superficial intervention.



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# Shawarma House

## Design Evaluation

### Project Goals

- Compare ordering methods between Shawarma House web portal and SkipTheDishes.
- Produce a 45-page report documenting our findings with a UI mock-up.
- Recommend 6 improvements for web ordering to increase sales, reduce confusion.



# Shawarma House

## Design Evaluation

**Project Duration** 1 Month

**Team Size** 4

### My Role

- Quantitative Data Analysis
- Qualitative Data Analysis
- Client Meetings and Documentation
- Study Design and Presentation
- Report Writing

### Problem

- Determine why customers continue to order from meal delivery apps rather than the business website, despite the increased costs.

### Method

- User study with 6 participants in 2 groups:
  - Preliminary Screening to gather a representative sample of likely customers.
  - Pre-study Worksheet to screen for tech proficiency, cuisine biases.
  - Task 1 - *Website* - Think Aloud Recording to gain insight into user reasoning/feeling.
  - Task 1 - *Website* - Survey to quantify emotions.
  - Task 2 - *Application* - Think Aloud Recording to gain insight into user reasoning/feeling.
  - Task 2 - *Application* - Survey to quantify emotions.
  - Post-study Worksheet & Interview to capture additional qualitative data and user preferences.
- Qualitative analysis using coding, affinity diagramming, user-journey mapping to sort and identify pain points.

### Method (Continued)

- Quantitative analysis to compare the emotional impacts of each Task.

### Results

- Identified website user "Cycle of Frustration" which contributed to increased cart abandonment rates.
- Emotional impacts were statistically equivalent between web and app ordering - meaning the web ordering method could become superior by correcting identified issues.
- Generated 6 recommendations to standardize website ordering usability and address common pain points.

### Challenges

- Website ordering platform crashed during user testing. *Solution: Quickly pivoted to remote user testing without compromising data integrity.*

Full report available [here](#) or at:

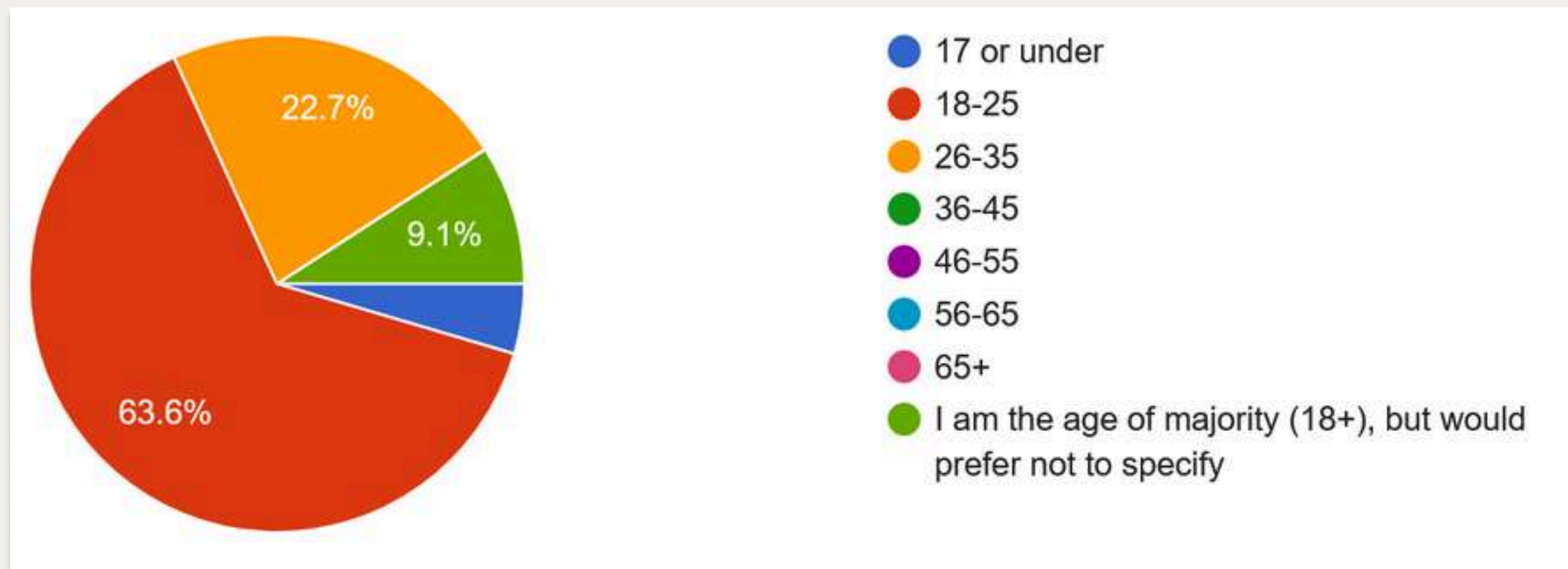
[https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfn66\\_zvcQ/edit?usp=sharing](https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfn66_zvcQ/edit?usp=sharing)

# Shawarma House

## Design Evaluation

### Project Planning

- We selected participants primarily aged 18-25 from the Lower Mainland of BC.
- I designed a within-participant study structure, assigning each participant to Group 1 or 2.
- To minimize learning/ordering effects, I counterbalanced the tasks of each group, as illustrated in the diagram to the right.



<b>A</b>	Use the <i>SH Shawarma House</i> <b>website</b> and make a pick-up order for: (1) Chicken Shawarma Donair, (2) A small Fattoush Salad, and (3) A regular Pepsi STOP once you reach the checkout/pay screen.
<b>B</b>	Use the <i>SkipTheDishes</i> <b>application</b> and make a pick-up order for: (1) Chicken Shawarma Donair, (2) A small Fattoush Salad, and (3) A regular Pepsi STOP once you reach the checkout/pay screen.

Group	Participant	Task 1	Task 2
<b>1</b>	‘1’	A	B
	‘3’	A	B
	‘5’	A	B
<b>2</b>	‘2’	B	A
	‘4’	B	A
	‘6’	B	A

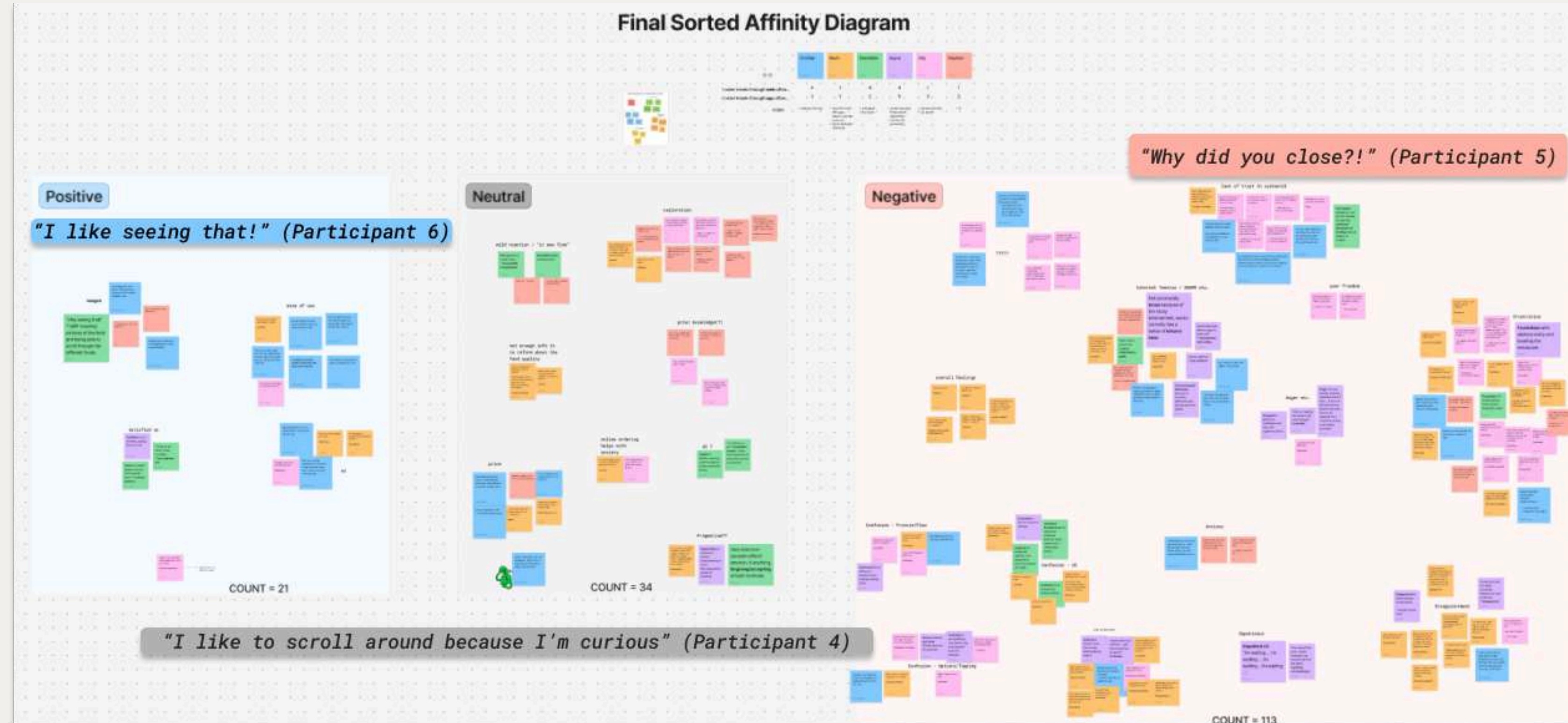


# Shawarma House

## Design Evaluation

### Project Execution & Qual. Analysis

- I contributed to affinity diagramming with participant think-aloud recordings and survey responses.
- After three iterations, we identified primarily negative feedback.
- Users highlighted the need for high-quality images and seamless exploration, suggesting that inconsistent UI interactions on the website could lead to accumulated negative emotions and prejudicial attitudes for the restaurant.



Full version available [here](https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfpn66_zvcQ/edit?usp=sharing) or at [https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfpn66\\_zvcQ/edit?usp=sharing](https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfpn66_zvcQ/edit?usp=sharing)

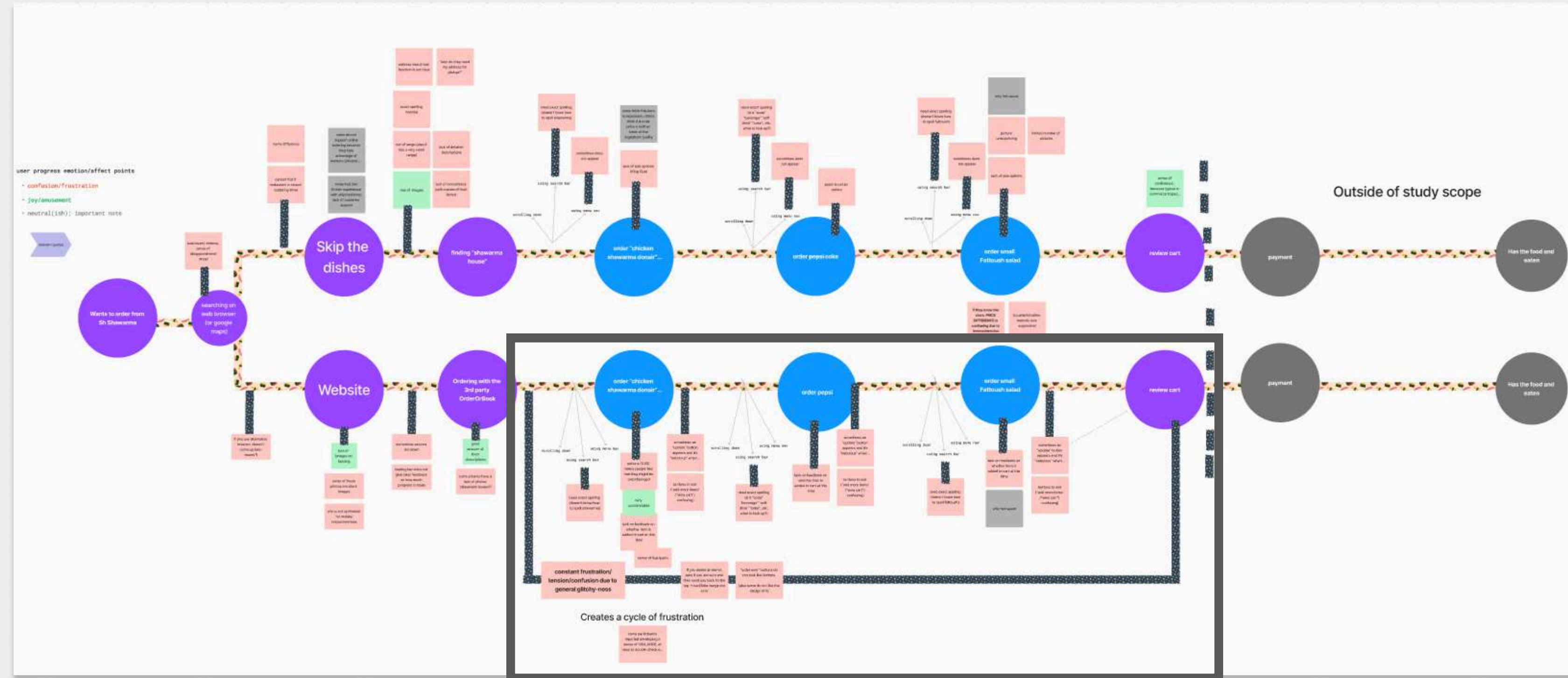


# Shawarma House

## Design Evaluation

### Project Execution & Qual. Analysis

- I contributed to user journey mapping processes, reinforcing our affinity diagram findings.
- My insights helped identify the “Circle of Frustration,” which charts a negative loop frequently experienced by website customers.
- This key finding contextualizes pain points, enabling the project team to empathize with the customer’s perspective.



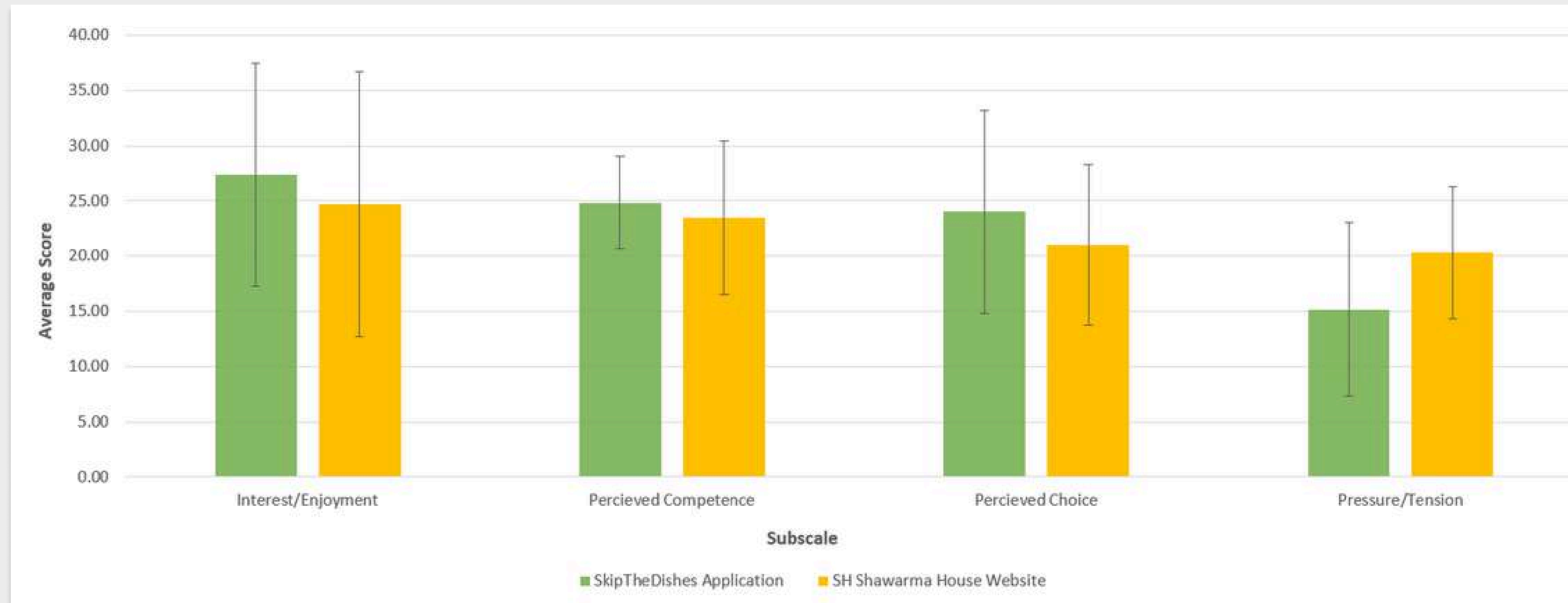
Full version available [here](#) or at [https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfpn66\\_zvcQ/edit?usp=sharing](https://docs.google.com/document/d/148TSGDq6Lzr5ZbQz38TA3q7jKgHID2iMBfpn66_zvcQ/edit?usp=sharing)

# Shawarma House

## Design Evaluation

### Project Execution & Quant. Analysis

- I conducted a quantitative analysis of the IMI survey results, graphed the data, and presented my findings to the project team.
- Although results indicated a trend favoring SkipTheDishes, the T-Test confirmed no statistical difference between the platforms.
- This suggests that the SH Shawarma website and SkipTheDishes are similarly perceived, indicating that any UI changes Shawarma House implements could be impactful.



SkipTheDishes Application											
Participants											
Subscale Name	1	2	3	4	5	6	Median	Mode	Mean	Std Dev	T-Test
Interest/Enjoyment	26	12	21	29	38	38	27.50	38.00	27.33	10.07	P= 0.51
Percieved Competence	22	18	25	29	28	27	26.00	#N/A	24.83	4.17	P= 0.44
Percieved Choice	28	8	27	26	35	20	26.50	#N/A	24.00	9.19	P= 0.44
Pressure/Tension	18	25	9	9	7	23	13.50	9.00	15.17	7.86	P= 0.17

SH Shawarma House Website											
Participants											
Subscale Name	1	2	3	4	5	6	Median	Mode	Mean	Std Dev	
Interest/Enjoyment	17	8	26	36	21	40	23.50	#N/A	24.67	11.96	
Percieved Competence	20	11	30	27	26	27	26.50	27.00	23.50	6.95	
Percieved Choice	24	10	25	30	15	22	23.00	#N/A	21.00	7.27	
Pressure/Tension	25	26	10	22	22	17	22.00	22.00	20.33	5.96	

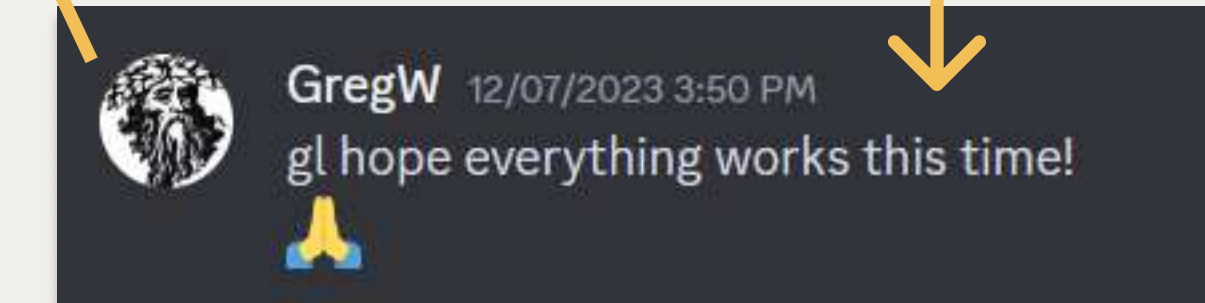
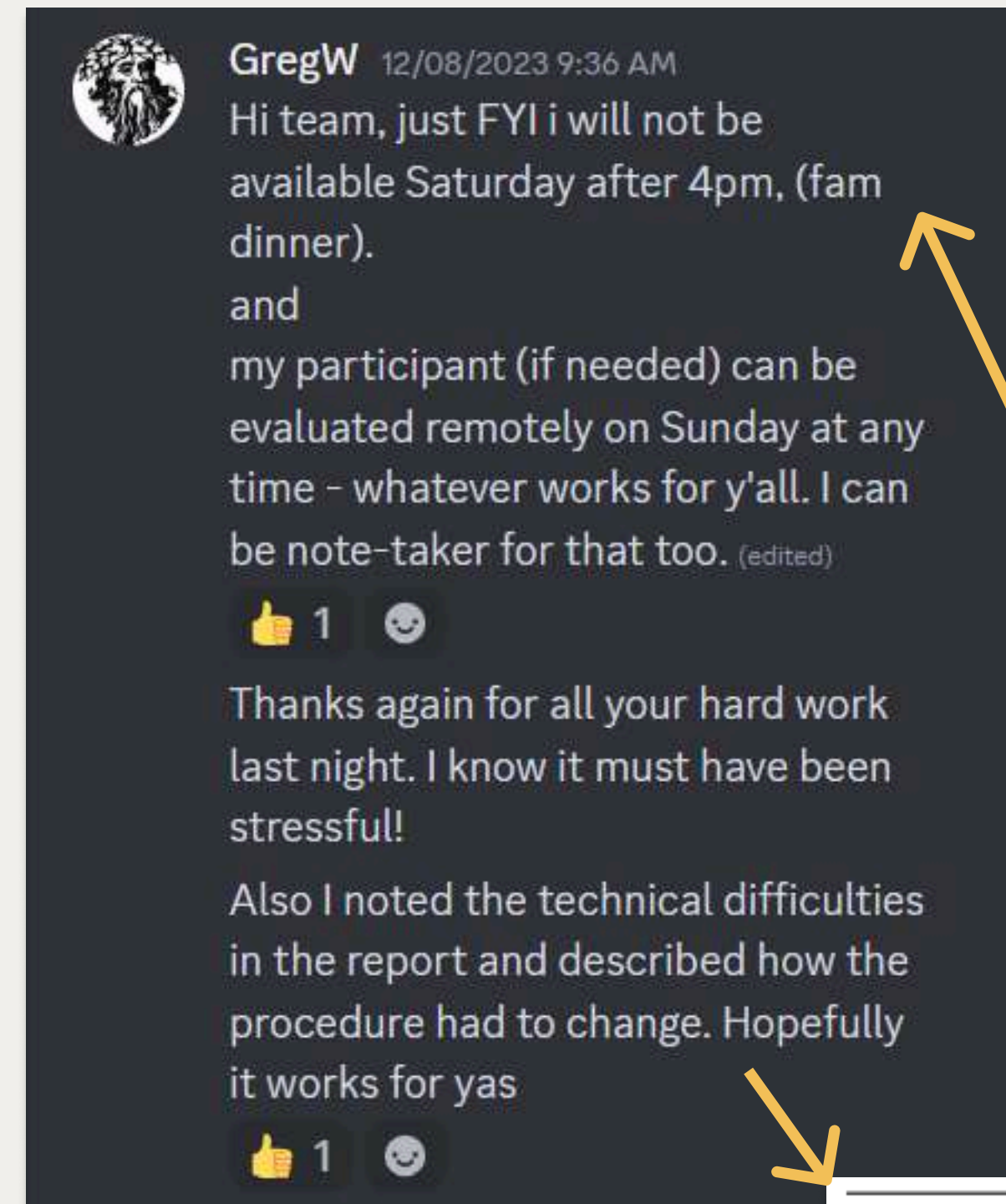
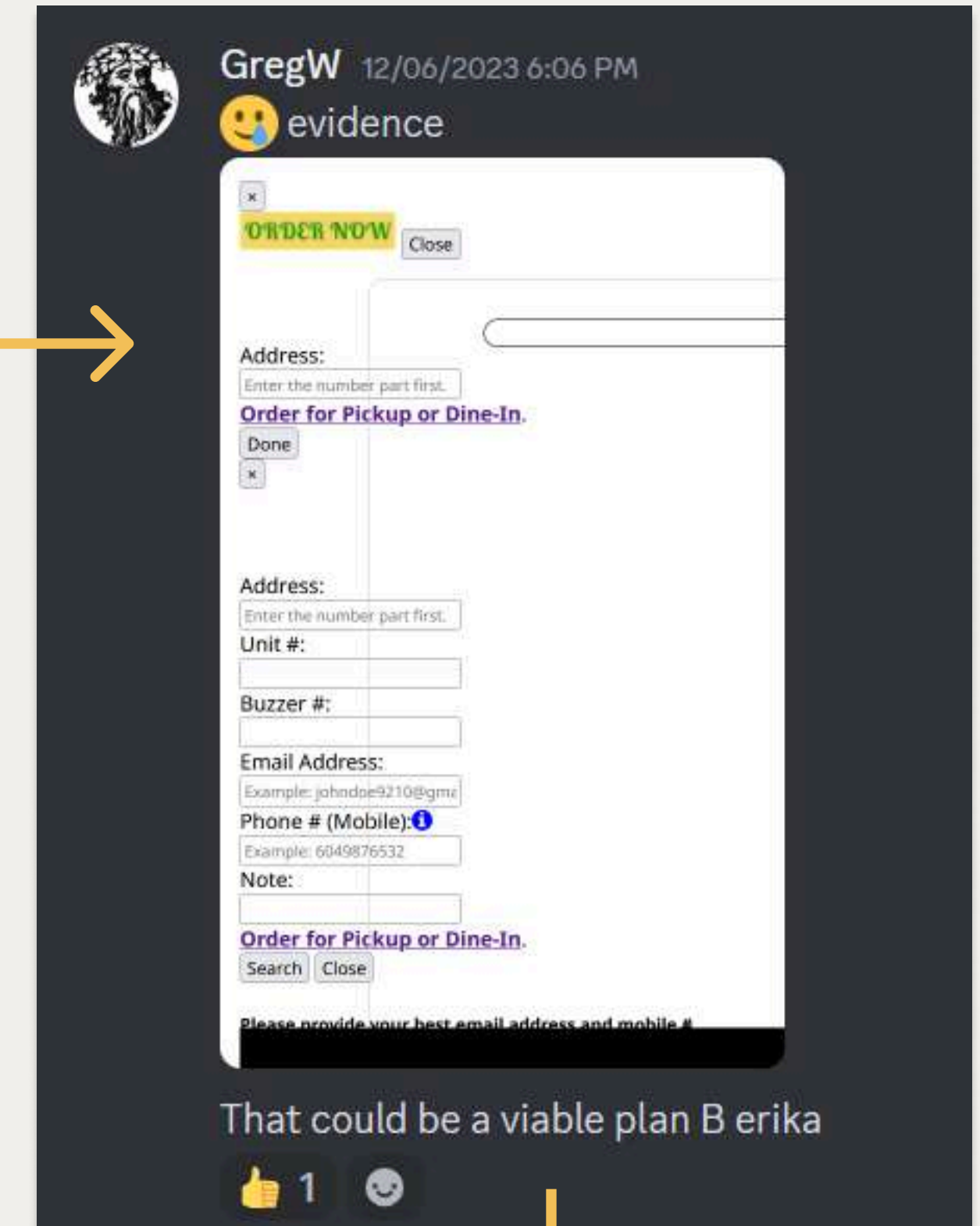
*Note.* Comparison of subscale averages computed using Microsoft Excel. Notice the P values in the rightmost column. No significant values were found because  $P > 0.05$  for each subscale.

# Shawarma House

## Design Evaluation

### Main Challenges

- The Shawarma House website experienced an outage just as we began user testing, prompting us to pivot to remote participation on another day.
- I collaborated with the team to document the outage and included footnotes in the report to justify our procedural shift.
- This reminded me that low-probability risks can still occur, highlighting the importance of discussing mitigation plans, regardless of their perceived likelihood.



<sup>1</sup> Technical difficulties emerged during the first participant session. Server-side problems from the *SH Shawarma House Website* made it impossible to navigate the site or complete any orders. The resulting participant schedule delays necessitated a shift in procedure to an entirely remote study to ensure all evaluations could take place before the project deadline. Because the home setting is a natural environment for this type of evaluation, this adjustment ensures study validity.  
<sup>2</sup> Any obvious/intrusive distractions were noted by evaluators, who recorded diligent records throughout the procedure. [See Appendix 1](#) for more details.

# Shawarma House

## Design Evaluation

### Project Results

- I synthesized and summarized the study findings in plain language for the client, highlighting key insights for quick understanding and decision-making.
- This approach not only showcases my communication and writing skills but also demonstrates my awareness of the client's needs.

### Client Summary of Results

- The majority of the affects recorded were negative for both platforms, however affect statements skewed slightly less negative for *SkipTheDishes*.
- IMI calculations suggest this affective/emotional difference between platforms is insignificant. Therefore, the difference between *SkipTheDishes* and *SH Shawarma House Website* is perceptual, rather than an actual difference.
- Inconsistencies/glitches/errors with UI elements appear to be the root cause of many feelings of negative affect/emotion because they negatively impact Perceived Choice and Competence, which in turn influences overall feelings of Interest/Enjoyment and Pressure/Tension, leading to low motivation to use the platform.
  - This appears especially true in regards to the *SH Shawarma House Website* ordering method.

# Shawarma House

## Design Evaluation

### Project Results

- I synthesized study results, collaborated with the project team in discussions, and drafted a detailed list of recommendations based on our findings.
- The top recommendation was to improve the website's back-end service, which crashed during the user study and significantly interrupted business operations.

1. **Improve the back-end development of the website.** The third-party ordering platform *OrderOrBook* (2022) claims to offer a robust service that enables restaurants to serve online customers without worrying about the hassle of maintenance (para. 1). However, this company experienced a significant server crash that made it impossible to explore the menu, let alone place an order. Following the crash they failed to return Mr. Al-Mahdawi's website to its original state (previously, the website featured updated images and an interface with fewer issues like those encountered during the study). Our suggestion is to consider alternative third-party services that would be able to reflect Mr. Al-Mahdawi's passion for quality as well as help create a more updated UI and menu for customers.
2. **Ensure the website is mobile friendly.** It is evident that some elements of the *SH Shawarma House Website* are best suited for larger/non-touchscreen devices, rather than a smartphone, which caused some negative responses in participants. For example, participants indicated how they often make orders using their phone and that the website buttons/accordion elements were too small. Therefore, we suggest that the website forgo accordion-style scrolling, especially due to the glitches and negative responses associated with it. Instead, opt for a simple scrolling interaction which is better suited for small screens such as mobile devices, (refer to Figure 10 for an example mockup).
3. **Ensure UI elements are consistent to industry standards.** The interface should use UI elements that are similar across e-commerce platforms and competitor applications. We can infer that this will increase intuitiveness and reduce any experiential friction present in the ordering process. For example, the website uses ordering buttons that do not look like buttons, but rather a flat image, and participants in our study reflected a degree of confusion and frustration with the inconspicuous design which conceals its affordance (refer to the "Add More Items" and "View Cart" buttons in Figure 10).

4. **Implicit and unnecessary information should be limited and organized in a manner adjacent to the user's mental model.** Currently the interface displays information that users seem to consider irrelevant. One such example is the price breakdown of ingredients in their meal orders in the 'Extra Toppings' Section (refer to Figure 10 below). This information should be removed or redesigned as it has shown to make users think that they may be charged additionally for included ingredients.
5. **Implement more points of feedback to affirm user's actions and maximize control.** Currently, users are unaware of how long loading screens will take and why they exist. Additionally users are unaware of actions, such as exactly when items are added to their cart and what specific buttons do, (for example, if an element is clickable or has been clicked). The interface should implement more user feedback to users of their choices so they may interact with the interface with confidence and satisfaction.
6. **Support users in making informed choices.** The participants were not able to grasp the quality and care that goes into their meals; many participants attributed this to the lack of images and the generic descriptions that are available for some items on the menu and not others (participant 2). Ensuring the images and descriptions are consistent in both quality and accuracy and are made available for all items on the menu will allow the users to make informed and confident decisions when selecting items. This would also encourage new customers to branch out and try new items offered at *SH Shawarma House* that they might not find anywhere else; as hinted at by participant 5.

# Shawarma House

## Design Evaluation

### Project Results

- Ultimately, the project was a success, earning top marks and praise from the project sponsor for our thorough reporting.
- Since receiving our report and beginning to implement our recommendations, SH Shawarma House has experienced increased customer satisfaction, aligning with their ethos of providing high-quality food.

1. **Improve the back-end development of the website.** The third-party ordering platform *OrderOrBook* (2022) claims to offer a robust service that enables restaurants to serve online customers without worrying about the hassle of maintenance (para. 1). However, this company experienced a significant server crash that made it impossible to explore the menu, let alone place an order. Following the crash they failed to return Mr. Al-Mahdawi's website to its original state (previously, the website featured updated images and an interface with fewer issues like those encountered during the study). Our suggestion is to consider alternative third-party services that would be able to reflect Mr. Al-Mahdawi's passion for quality as well as help create a more updated UI and menu for customers.
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# Me & Fuudopa Are Not The Same

## Animated Film

### Project Goals

- Provide project leadership, enable cross-disciplinary team discussion and collaboration.
- Control project scope and schedule.
- Craft a 10-minute 2D animated film including sound effects, dialogue, and score.
- Adapt an existing script using non-linear narrative techniques.
- Convey themes of acceptance, loyalty, and fear of the unknown.



## Me & Fuudopa Are Not The Same



Based on the original work of  
**Alyssa N. Umbal & Sargun Ghuman**

Kyle Chen (20190444)  
Wang Yu Ren (20140255)  
Yixi Wang (20140364)  
Gregory Withers (20130215)

Project Support: The 3D Animated  
Film inspired by Dora the Explorer,  
Clash Royale, and Minecraft.

It is about to love and lose  
something beautiful. But in  
order to do so, you have to  
navigate a world of uncertainty  
through the mental process of  
observation.

The story focuses on themes of  
acceptance, loyalty, and fear of  
the unknown.

Concept Artist / Animator  
Character Rigging / Animator  
Storyboard Artist / Animator  
Project Manager / Post-Production

The central conflict focuses on Luik  
and his father, Steve, whose views  
differ on the best way to protect  
their burgeoning village.

Luik believes in freedom and  
individualism, which is opposed  
through his relationship with Steve and  
a quickly forming resistance movement.

Steve, however, believes in tradition  
and reliance, driven by the  
trauma and loss of his wife,  
Luik's mother, Beth.

# Me & Fuudopa Are Not The Same

## Animated Film

**Project Duration** 3 Weeks

**Team Size** 4

### My Role

- Project Management
- Documentation, Graphic Design, and Presentation
- Sponsor Communications
- Script Adaptation & Narrative Design
- Video Editing
- Audio Post-Production, Voice Acting, Musical Arrangement, and Mixing

### Problem

- Formulate and manage an animation workflow to produce a 10-minute animated film on an extremely tight timeline.

### Method

- Kanban-style project management approach adapted to creative changes from the project team and feedback from the project sponsor.
- Brainstorming and collaboration with project team to conduct SWOT analysis, visual design style analysis, and determine animation pipeline.
- Schedule parallel work tasks where possible to reduce lags and optimize team strengths.
- Work task distribution based on expertise.
- Work task organization and team communication enhanced with a production overview table.
- Sponsor progress report presentation to ensure buy-in.

### Impact

- Animation pipeline was devised and produced all required shots/elements while parallel tasks enabled on-time compilation.

### Challenges

- Scope of work, especially in terms of visual style/complexity and shot count. *Solution - remove redundant or unnecessary shots from the production list, reducing the amount of animation work.*
- Schedule was the main constraint of this project, impacting each work activity and design decision. *Solution - organization and communication devices like the production table were critical to ensuring milestone dates were met and that every element of the film was produced on-time.*

Full film available [here](#) or at:

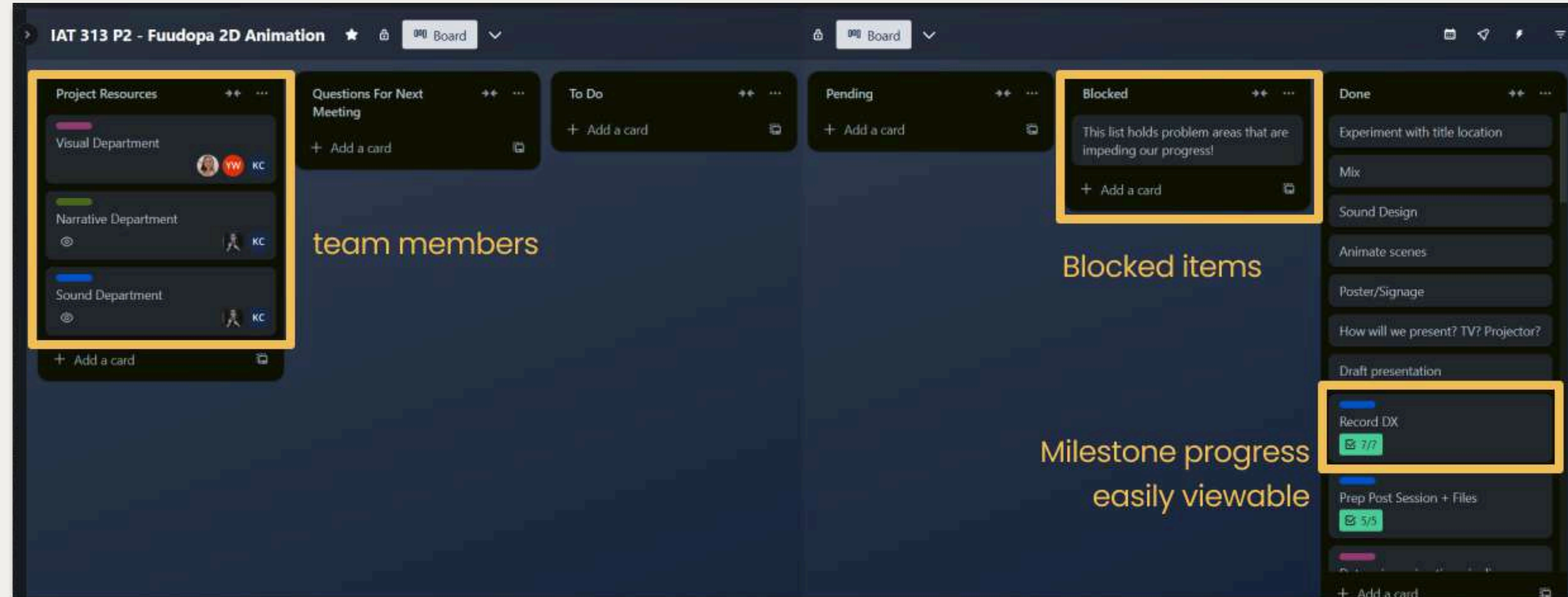
<https://www.youtube.com/watch?v=6T2UpnZklmE>



# Me & Fuudopa Are Not The Same Animated Film

## Project Management Approach







- My Kanban-style management approach, utilizing the Trello application, enabled the team to prioritize tasks and adapt to changes in the script and technical animation constraints.
- Progress towards milestones was easily viewable to all members.
- I organized individuals according to their skill-sets, assigning corresponding tasks that were transparent to everyone.
- The addition of a “Blocked” column enhanced transparency and encouraged the team to collaboratively problem-solve.



# Me & Fuudopa Are Not The Same Animated Film

## Project Initiation & Planning

- I condensed the script iteratively, from 24 pages to 10 pages using the Story Architect program, showcasing my ability to write concisely and synthesize diverse viewpoints and materials.
- By focusing on the script, I enabled other team members to collaborate on visual elements, including character design, environmental design, application research, and animation style.
- This parallel workflow increased our efficiency and helped us stay within time constraints.

Name	Date modified	Type	Size
 Me and Fuudopa - ORIGINAL.pdf	17-Feb-2024 3:05 PM	Foxit PDF Reader ...	77 KB
 Me and Fuudopa - ROUGH CUT.pdf	25-Feb-2024 10:10 AM	Foxit PDF Reader ...	73 KB
 Me and Fuudopa V2.pdf	25-Feb-2024 5:59 PM	Foxit PDF Reader ...	70 KB
 Me and Fuudopa V3.0.pdf	29-Feb-2024 6:07 PM	Foxit PDF Reader ...	47 KB
 Me and Fuudopa V3.1.pdf	02-Mar-2024 2:06 PM	Foxit PDF Reader ...	47 KB
 Me and Fuudopa V4.0.pdf <b>Final Version</b>	09-Mar-2024 4:06 PM	Foxit PDF Reader ...	1,278 KB

See the final script in full here: <https://drive.google.com/file/d/1sD9PTIXpOVJLXgUBUjAZ8C92iFUJ7bjl/view?usp=sharing>

# Me & Fuudopa Are Not The Same Animated Film

## Project Planning

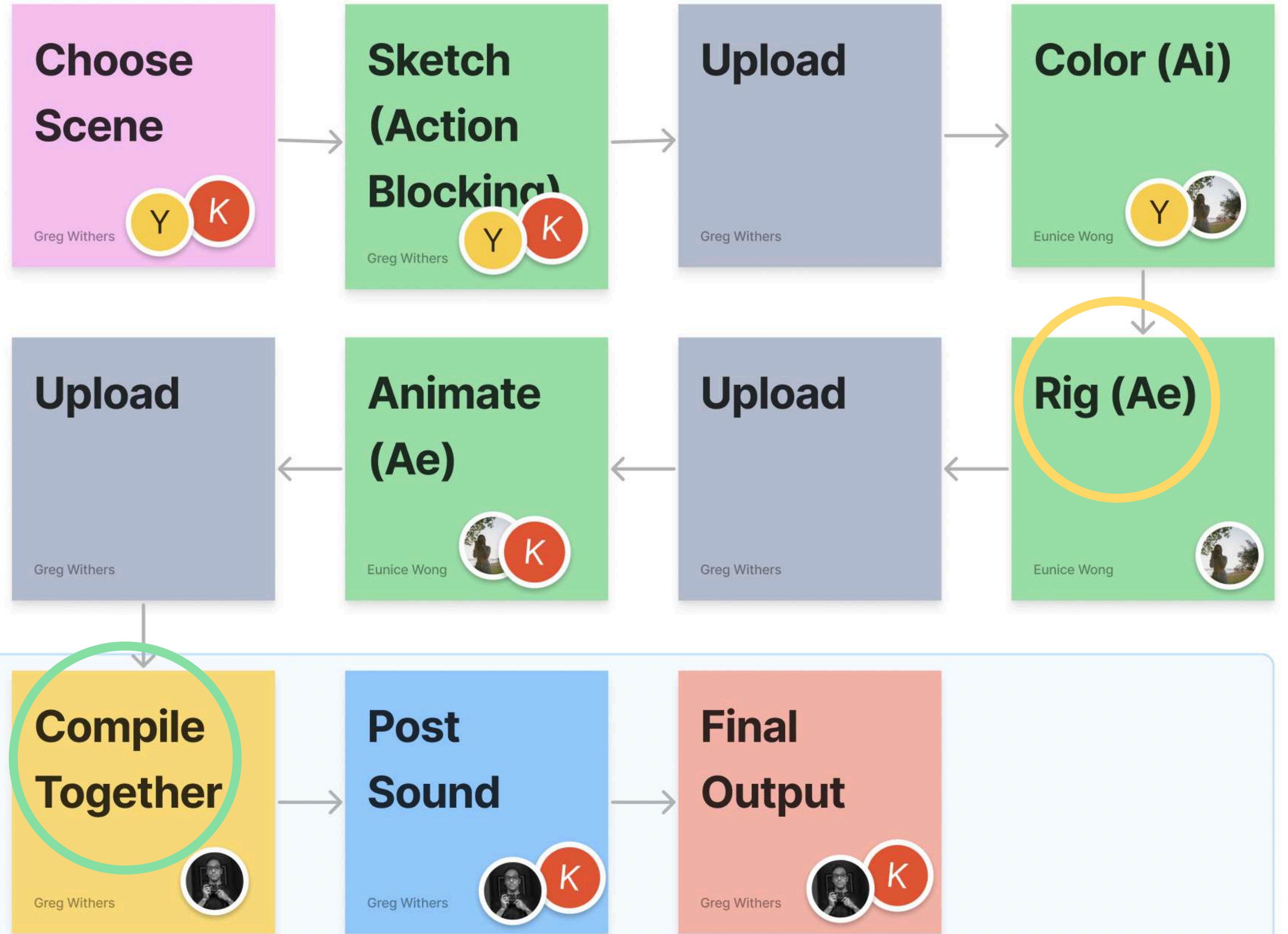
- I facilitated planning meetings to reorganize the film's narrative by mapping out each major plot point, aiming to enhance the audience's sense of interactivity.
- Through iterative feedback sessions, I transformed the initial linear model (left) into a non-linear *in medias res* model (right).
- Frequent and detailed communications during this process fostered collaboration between narrative and visual development, ensuring the team shared a common understanding of the story, plot, characters, and locations.



# Me & Fuudopa Are Not The Same Animated Film

## Project Planning

- I facilitated project team meetings to establish the animation process for the film.
- The flowchart I created organized and prioritized work tasks into a sequential flow necessary for timely animation production.
- This visual tool also helped to identify and manage potential bottlenecks, such as "Rig (Ae)" and "Compile Together" where only one team member was responsible for the task.



*\*Occurs when all scenes have been animated*

# Me & Fuudopa Are Not The Same Animated Film

					PRODUCTION										
					Shot Management										
Scene	Location			Shot	Priority	Storyboard	Chars to AI	Landscape to AI	Rigging	Chars Needed	Chars Done	Other Assets	Animation		
22	EXT	FOREST	DAY	1	A		Steven ~E		Steven ~E	steven	Steven ~E		-E		
				2			Fuudopa (small) ~E		Fuudopa (small) ~E	doa, fuudopa(small)	Fuudopa (small) ~E	cage	-E		
				3			Steven ~E		Steven ~E	steven	Steven ~E	steven (low angle) w/gun	-E		
				4			Steven ~E		Steven	Steven	Steven ~E	gunshot wound overlay	gunsh		
				5			Hunter Izak ~E		Hunter Izak ~E	Uniform (hunter?) izak	Hunter Izak ~E	gun	-E		
				6			Hunter Izak ~E		Hunter Izak ~E	Uniform (hunter?) izak	Hunter Izak ~E	gun			
23	INT	HUNTER TRAINING BASE	DAY	1	A		Hospital Steven ~E		NA	Hospital Steven	Hospital Steven ~E	bandaged steven	-E		
				2			Hospital Steven, Uniform izak ~E		Hospital Steven, Uniform izak ~E	Hospital Steven, Uniform izak	Hospital Steven, Uniform izak ~E	bandaged steven	-E		
				3			NA		NA	NA	NA		-E		
24	EXT	FOREST	DAY	1	A								-E		
25	EXT	DOA'S HOUSE	DAY	1	AA									-E	
				2								necklace, door knob		probab	
				3											-E
				4				~K		Uniform izak ~E	Uniform izak	Uniform izak ~E			-E
				5				~K		Uniform Doa ~E	Uniform Doa	Uniform Doa ~E			-E

## Project Execution

- To track the production and post-production progress for each shot, I created a shot list table that enhanced team organization, transparency, and communication.
- Regular updates from all members informed me of the project timeline and our progress towards milestones.
- I prioritized shots using an A, AA, or AAA ranking based on animation complexity and narrative impact, which helped minimize gold-plating non-essential elements.

				POST PRODUCTION										
				Visual Management			Audio Management							
Notes				Compile Shots	Editing	Notes	BG	DX	SFX	Foley	Score	Mix	Final Output	Notes
					greg									
gunshot wound to be done in AE														
					greg			n/a						
					greg			n/a						
probably simple enough to be made in AE					greg									

See the full size board here: [https://docs.google.com/spreadsheets/d/1w3yGJ\\_QUE\\_4uA53\\_Z0kdpc0rq\\_\\_cLNTpc4Ky7np7a-4/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1w3yGJ_QUE_4uA53_Z0kdpc0rq__cLNTpc4Ky7np7a-4/edit?usp=sharing)

# Me & Fuudopa Are Not The Same

## Animated Film

### Project Execution

- I coordinated voice actors and recorded dialogue progress using a Google Sheets table, which also acted as an overview/communication method for team members to report actor status, address issues, and share dialogue notes.
- Achieving full dialogue lock was a major milestone.
- I also edited audio files to reduce noise and eliminate errors or mouth sounds.

<b>Voice Actor Management</b>			
<b>Character</b>	<b>Actor</b>	<b>Recorded?</b>	<b>Does the recording work?</b>
Izak	Nathan		
Steven	Greg		
Doa	Kayla		
Beth	Natalie		
Kylo	Thomas		
Teacher	Natalie		
Hunter	Greg		

See the full size board here: [https://docs.google.com/spreadsheets/d/1w3yGJ\\_QUE\\_4uA53\\_Z0kdpc0rq\\_\\_cLNTpc4Ky7np7a-4/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1w3yGJ_QUE_4uA53_Z0kdpc0rq__cLNTpc4Ky7np7a-4/edit?usp=sharing)

# Me & Fuudopa Are Not The Same

## Animated Film

### Project Challenges & Solutions

- In a progress presentation I identified and communicated challenges with the project sponsor, primarily regarding the technical aspects of animation and blending the three drawing styles from the project team.
- I proposed solutions (highlighted in yellow), which helped to mitigate these issues.
- This presentation was crucial for ensuring sponsor approval for continuing the project.

### Art Style

- Finding one that is replicable by 3 artists and still fits the story/narrative.
- Simplify existing styles (removing illustrative texturing)

### Scope & Visual Asset Construction

- Re-scoping from a film trailer concept to a full film.
- Time/resources strained by re-work, feeling like we are a week behind.
- Re-adjusting the pipeline to new simplified animation processes.

### Narrative Re-Design & Script Writing

- Reconstructing the narrative around a new protagonist perspective.
- Identifying/creating the protagonist, Izak, and his motivations (7 steps) + relationships and attitudes towards the other characters.

### Adobe Illustrator and Rigging

- Translating sketches into vector art was time consuming.
- Ensuring the joints and shadows match up properly for rigging, which may look fine in one pose and then strange in other poses.
- Organizing layers and naming each item is tedious work :(

# Me & Fuudopa Are Not The Same

## Animated Film

### Project Challenges & Solutions

- The presentation also reinforced the use of the production board and helped focus the project team by addressing morale-reducing factors such as lengthy meetings and enhancing note-taking practices.
- Despite the challenges noted, this project provided valuable insights into managing complex creative endeavors with varying visual styles.
- Moving forward, I will aim to refine my approach to task allocation, quality control, and stakeholder communication.

### Art & Animation (Adobe Illustrator, After Effects)

- Layer-naming and organization helps to identify which character features are shown, limiting the need for masking and overall time spent.
- Sometimes, layers had to be rearranged for character features to appear correct.

### Project Management

- Regular/consistent meetings = good for morale, keeping everyone updated and on-task.
  - Meetings over 1.5 hours = dead tired, brain no think
  - Meeting notes help to track deliverables and team member responsibilities.
- Google Drive folder ensures all team members have access to project files.
- Naming conventions help to reduce confusion.
- Production Board spreadsheet helps to transparently showcase progress, assists with priority scheduling, task/shot scheduling, and project communications.



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# Me & Fuudopa Are Not The Same

## Animated Film

### Project Outcome & Lessons Learned

- The film was delivered on time, meeting the project goals and receiving praise from the project sponsor, particularly for its management. However, I feel it fell short in visual quality due to high time constraints and technical challenges with animation software, resulting in some noticeable inconsistencies.
- In retrospect, I've learned the importance of prioritizing risk and scope management and flagging quality concerns well in advance of final delivery.



Full film available [here](https://www.youtube.com/watch?v=6T2UpnZklmE) or at: <https://www.youtube.com/watch?v=6T2UpnZklmE>