

REFLECTIVE PRACTICE

Aimee Carver Moorhouse



Part **1: PROJECT DEVELOPMENT**

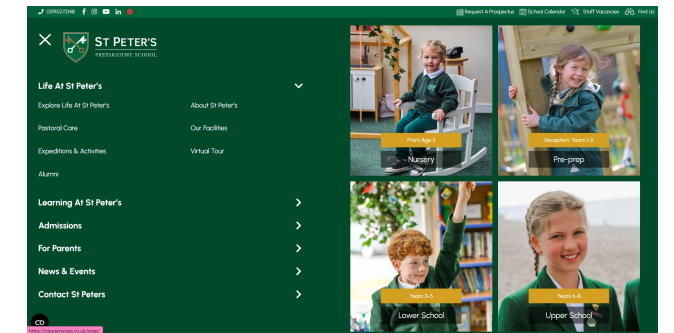
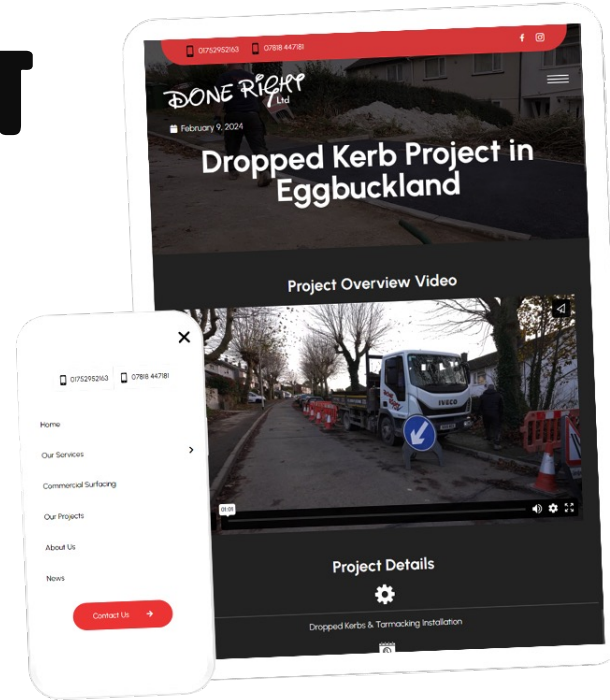
My Plan

- Continuous learning through **tutorials, blog posts, and online resources.**
- Active engagement in **hands-on projects** for practical application & portfolio development.
- Focus on understanding **brand strategy, storytelling, & visual aesthetics.**
- Implementation of **time management strategies** like the Pomodoro Technique or Eisenhower Matrix.
- Continuous improvement & growth in **UX/UI design.**

PROJECT DEVELOPMENT

What I Achieved

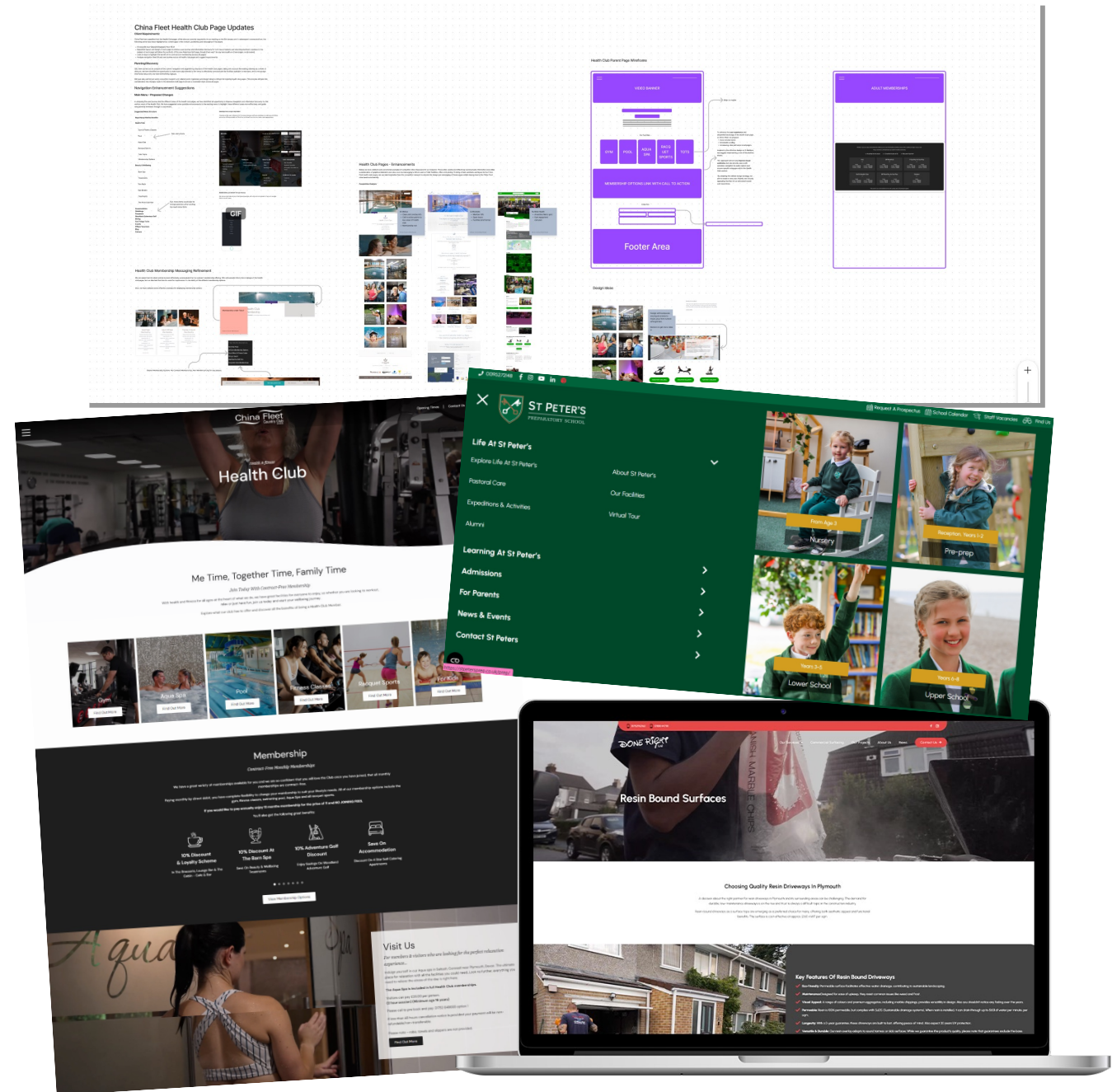
- Numerous projects within the workplace to add to my portfolio



PROJECT DEVELOPMENT

What I Achieved

- Numerous projects within the workplace to add to my portfolio
- Focus & application on refinement of UX for clients



PROJECT DEVELOPMENT

What I Achieved

- Numerous projects within the workplace to add to my portfolio
- Focus & application on refinement of UX for clients
- Solid research to support my proposed project



PROJECT DEVELOPMENT

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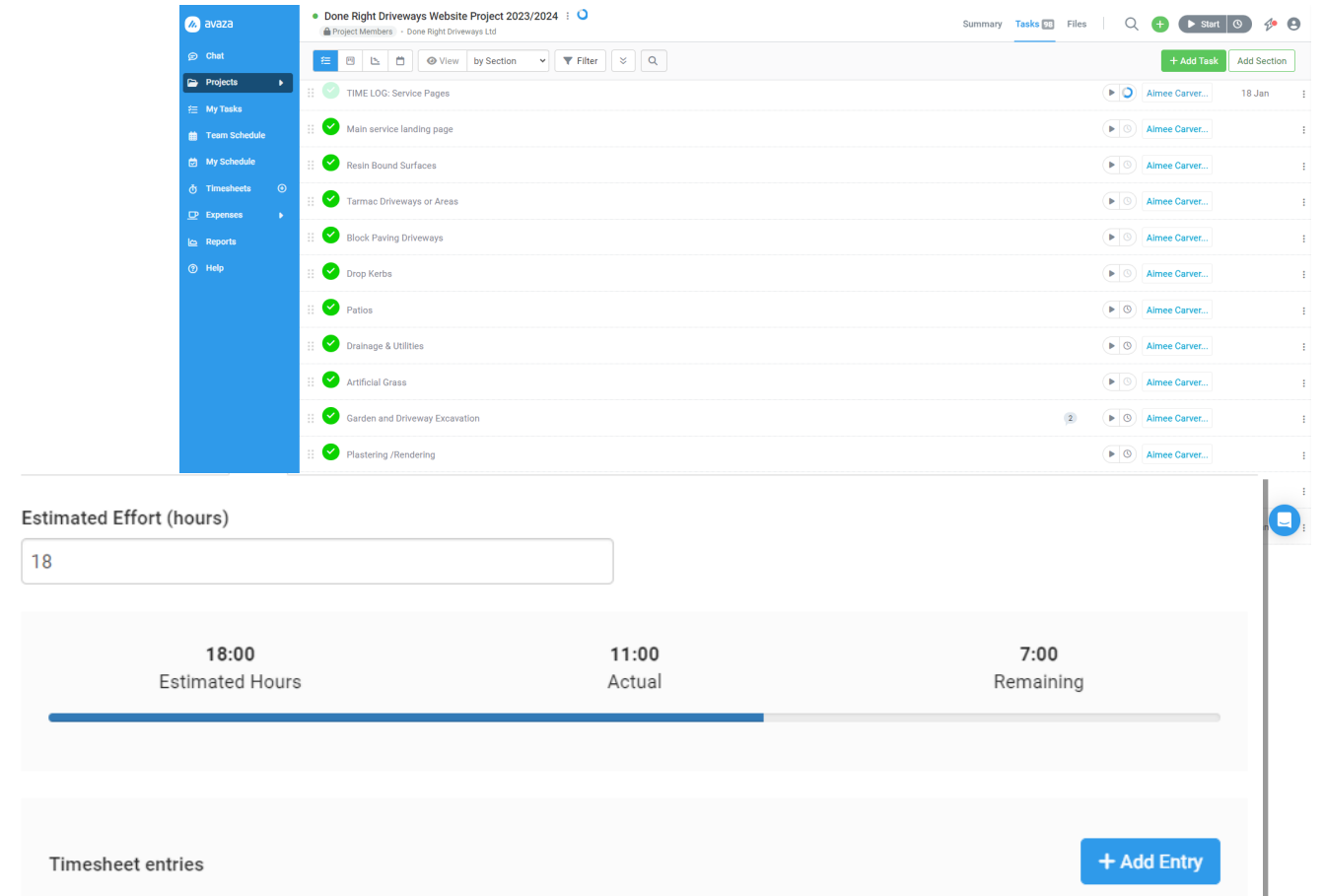
- Numerous projects within the workplace to add to my portfolio
- Focus & application on refinement of UX for clients
- Solid research to support my proposed project
- Refinement of skills



PROJECT DEVELOPMENT

What I Achieved

- Numerous projects within the workplace to add to my portfolio
- Focus & application on refinement of UX for clients
- Solid research to support my proposed project
- Refinement of skills
- Use of time management tools to keep on track with projects



Part 2: **COMMERCIAL REALISATION**

My Plan

- To continue to **improve my project workflow** through time/ project management methodologies
- To conceptualise my **branding** efforts from the project development module
- Research & apply skills in branding including **creation of brand guideline document**
- Apply development of wireframes and user persona research to **create the web designs for Ragnar Racking**
- Seek & **apply feedback** from superiors & **user testing**

COMMERCIAL REALISATION

What I Achieved

- A record of time management and project tracking using Avaza.

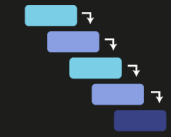
Comparing Waterfall & Agile Methodologies

(Hoory, 2022) states that the Waterfall and Agile are two different approaches to project management. Waterfall works in a linear fashion, requiring that each project phase be completed in order before moving on to the next. In contrast, Agile encourages a more concurrent work flow that enables teams to work together on multiple project phases at the same time.

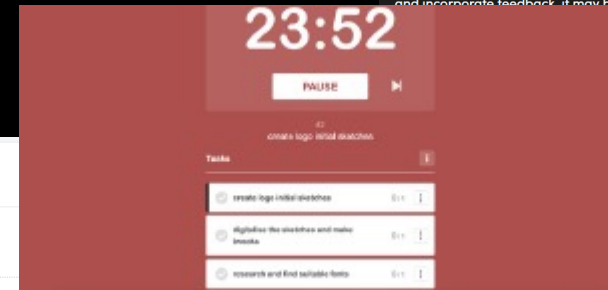


Using Agile for short-term projects enhances productivity and efficiency by enabling team members to work concurrently on multiple phases. This approach offers flexibility in changing project directions and experimenting with new ideas. However, if adjustments are required in an early phase, they may have an impact on later stages. Although the client-facing methodology makes it easier to share progress and incorporate feedback, it may be difficult to maintain

departments because



In contrast, Waterfall's linear system could provide clarity in project timelines from the start, making it easier to determine milestones and expectations. However, the rigid structure may impact on the adaptability to change and experimentation. The sequential nature ensures that each phase is completed before proceeding, reducing the possibility of overlapping efforts. Yet, this could potentially lead to a lack of flexibility in modifying project direction mid-course. The absence of continuous client interaction throughout the project may result in limited feedback potentially impacting the final outcome.



The screenshot displays the Avaza project management interface. On the left, a task list is shown under the heading 'Branding'. The tasks are: 'Logo concepts', 'Typography research', 'Colour palette selection', and 'Brand guidelines', each marked with a green checkmark. Below the list is a '+ Add a new Task' button. In the center, a red timer overlay shows '23:52' and a 'PAUSE' button. Below the timer, a list of tasks for 'create logo initial sketches' is visible, including 'create logo initial sketches', 'align the sketches and make marks', and 'research and find suitable fonts'. On the right side of the interface, there are control buttons for play, pause, and stop, along with a vertical ellipsis menu.

COMMERCIAL REALISATION

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- A record of time management and project tracking using Avaza.
- Ragnar Racking logos & brand materials that can be used.



COMMERCIAL REALISATION

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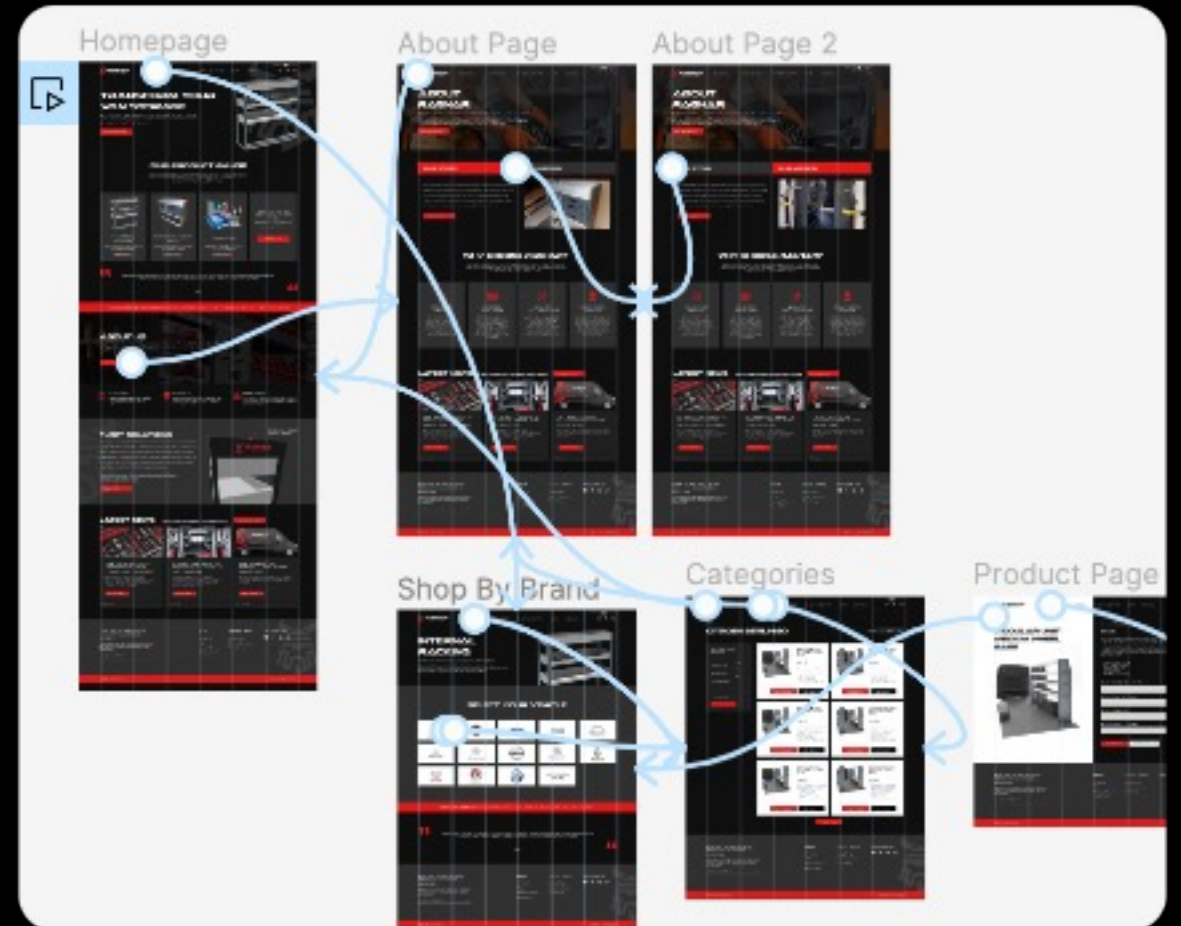
- A record of time management and project tracking using Avaza.
- Ragnar Racking logos & brand materials that can be used.
- A comprehensive brand guideline document as well as a template that can be applied to future projects



COMMERCIAL REALISATION

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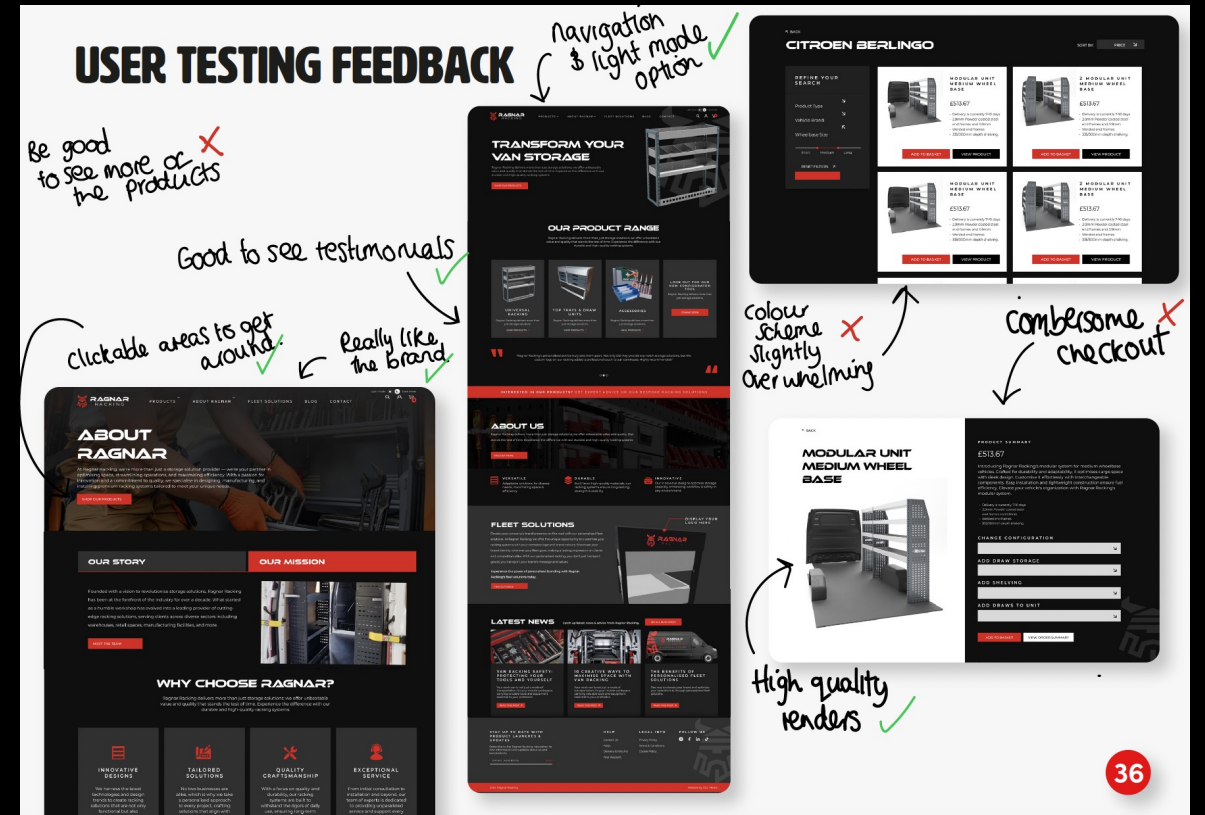
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COMMERCIAL REALISATION

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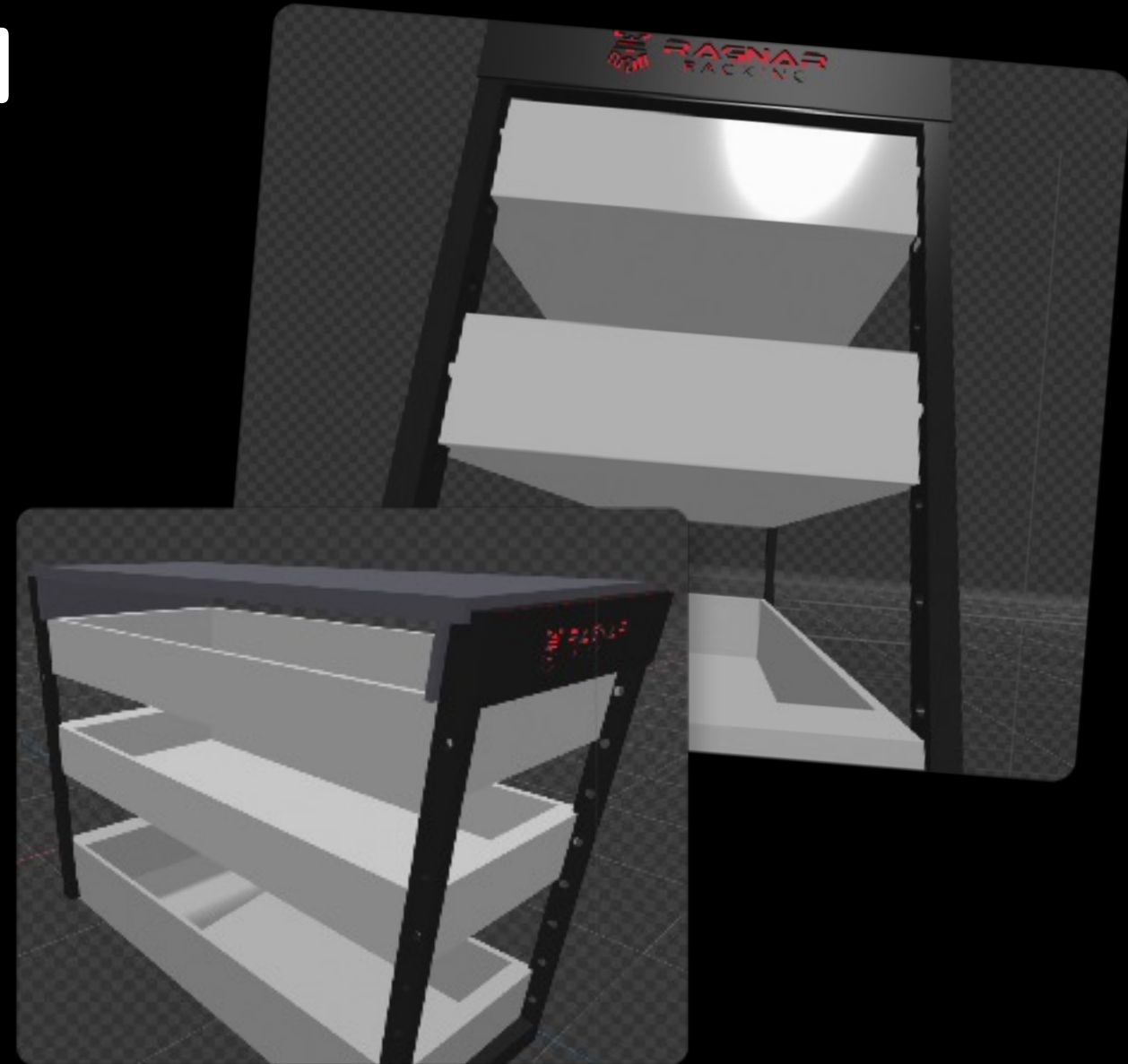
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- Action points to further refine the design ready for the client/ development phase of the project



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- 3D assets that can be used for web & social media & skills to develop this further.



ANALYSIS OF MY WORK

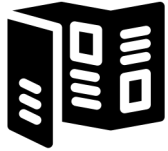
Project Development

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Solid research to support my proposed project • Branding fundamentals • User personas 	<ul style="list-style-type: none"> • Range of sources • User research group data
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Gather more user data and explore journeys in more detail 	<ul style="list-style-type: none"> • Client expectations • Invalid outdated research (Sources)

Commercial Realisation

• STRENGTHS	• WEAKNESSES
<ul style="list-style-type: none"> • Established style guide & brand materials for client • Skills in 3D acquired • Basis of the design 	<ul style="list-style-type: none"> • Further development of my Figma file & more detail • User testing data A/B & heat maps
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • To explore data and improve the UX • Create variations of the 3D products 	<ul style="list-style-type: none"> • Client preferences • Competitors & changing trends

MY PLAN...NEXT STEPS



Create **further brand materials** to improve marketing efforts for Ragnar Racking



Take my **concept to the client** and build the website



Develop further skills in **3D design**



Look into possible further educational courses specifically in **website coding**

Thank you
ANY QUESTIONS? 😊