

T262 CA2

UX Design

Process

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1. User research

Problem statement

Design a wallet for youth



Project Objective

To design a wallet that matches the daily needs and style of young people, especially students. The wallet should be both useful and stylish for their everyday life.





Research goals

1. Understanding Young students' wallet needs.

What do you usually carry in your wallet everyday?

2. Exploring wallet design preferences.

What colours or materials do you like for wallets? Is there any colour or style you avoid?



Research method

User interview

Screenener Question

Who do you want to talk to?	What <i>exact criteria</i> will identify the people you want to talk to?	What screening questions will you ask? (Questions shouldn't reveal "right" answers)
Teens and young adults who have or use physical wallets.	RP students who use physical wallets.	Do you use a wallet?
Age range of 17 to 27 years old.	17-21 years old.	May I know your age?
Students who use cash or debit cards for their own spending.	<i>Young people who put both cash and cards in the wallets.</i>	How do you usually pay for things?

Interview plan and Questions

Introduction (start of interview)

Hi! Thanks for accepting my interview request. I am working on a project to design a wallet for young people like you and I would love to learn more about how you use your wallet and what you prefer. Feel free to share your honest thoughts.

Transition Questions

- "May I know your age?"
- "Do you currently use a wallet?"
- "How do you usually pay for things? Cash, Card or mobile payment?"

Research specific questions

- "Tell me about your wallet you have right now?"
- "What do you like and dislike about it? Is there any problem using it?"
- "What do you usually carry in your wallet everyday?"
- "How do you usually carry your wallet? In pocket, bag or somewhere else?"
- "What colors or materials do you like for wallets? Is there any color or style you avoid?"

End of interview

That's all the questions I have. Thank you so much for sharing your thoughts. It really helps me designing wallet which covers the needs and style for young people.

Collected interview responses

Interviewees' Responses	Interview Qn. 1: (Tell me about wallet you use right now?)	Interview Qn. 2: (What do you like and dislike about it? Is there any problem when using it?)	Interview Qn. 3: (What do you usually carry in your wallet everyday?.)	Interview Qn. 4: (How do you usually carry your wallet? In pocket, bag or somewhere else?)	Interview Qn. 5: (What colours or materials do you like for wallets? Is there any colour or style you avoid?)
Interviewee 1	I have the leather brown bifold one. Get from my friend as birthday gift. It has more spaces for cards like they already had. But I only use it just for showing. Not usually use it because I use digital wallet.	Even I'm a girl, I like bifold wallet. I really like their design and feel like a luxury because of brand. I only like the design and brand. The most I dislike is no more space for cash. When I put much cash, I can't fold and make more space in bag and can't put to my pocket.	I carry some cash and cards like ids and transport cards. also carry my family's symbol like golden stick get from my dad . And always put my crush pic haha.	Actually, I want to carry my wallet only in my pocket not in bag. In the bag, it is hard to pull out and not easy to get quickly. But it is too big to fit in my pocket so I always put in my front pocket of the bag.	I like brown, white, black and grey as they are the specific colors. I think that the crazy color and some bright color doesn't look like a wallet. I really don't like it. For material, I like leather one, only that one. But I don't have avoid one for the wallet.

Interviewee 2	It is a small red color cute wallet containing card holder with a simple design. My mother bought it for me.	The thing I like about my wallet is because it has a firm design and it is easy to carry. It also has a coin slot and waterproof. But I don't the color of my wallet. Other than the color, it is very convenient to use.	I mostly carry cash since some places don't accept mobile payments. I also carry my concession card for transport, bank card and a few notes.	I usually carry my wallet in my backpack so that I don't need to concern that will be lost.	I usually avoid red and blue colors because I feel they're not suitable for wallets. I prefer a simple design.
Interviewee 3	I use a square cloth wallet with a separator inside so there is a smaller compartment.	I like it so far but the problem is that I put my ez link in it and I normally just tap without taking it out but i can't tap with it if I put two cards.	I carry cash and coins. And my ez link card(bus card)	I normally just keep my wallet in my pocket so it's convenient	My wallet is made of cloth it is square, and has a zip that opens along two side of the square. the cloth is dark blue and the zip is red. and has a metal zipper tag. I don't like if there is no zipper slot.

2. Analysis

Empathy Map

OFFICIAL (CLOSED) \ NON-SENSITIVE

What do the users SAY?

- "I want the leather wallet."
- "It's is okay as long as it is small and simple."
- "The wallet is like a daily wear accessory to me."

What do the users THINK?

- "This wallet doesn't match my style"
- "It's so annoying when it can't be folded with too much cash."
- "I don't want to take out my ez-link card to tap."

Han

What do the users DO?

- Put transport cards and bank cards and some cash.
- Choose the design and colour to match outfit.
- Put wallet in pocket.
- Taps ez-link card when taking MRT train

What do the users FEEL?

- Happy when the wallet match with the outfit.
- Annoyed when the wallet cannot close.
- Impatient when rushing and can't tap their card without taking it out.

Users, Needs and Insights

User	Needs	Insights
• Users are students who also work part time after class. • They use wallet as a daily wear accessory. • They want light weight wallet because it is easy to carry and hold their essentials.	• They need to work after the class time so need a wallet to carry clips and cards. • The price should be affordable • Should be light and small. • The design should be trendy. • Needs few more card holder slots.	• They want a wallet that can fit more cash when needed but still be easy to carry. • They want their wallet to match their outfit as an accessory. • They want a wallet that lets them tap their card quickly without pulling it out.

Reframe the problem statement

- How might we make it easier and comfortable to use for students to tap their transport cards without taking it out of the wallet?



User Persona



Name	Han
Age	21
Gender	female
Occupation	student
Marital Status	single
Location	woodlandnorth

“ I want a bifold wallet which should be fit with my everyday style and convenient to use.”

Pain points

Han is always in a rush. She needs a wallet that can hold her essentials, but she feels frustrated when it doesn’t fold properly or when she has to take out her card just to tap it.

Back story

Han is a STA student at Republic Polytechnic who works part time to cover her school fees and daily expenses. She enjoys styling her fashion and accessories

Goals and need

Han often has to rush between classes and her part-time job, so she needs a wallet that’s lightweight and allows her to tap her card without taking it out. At the same time, she wants it to be stylish and match her outfits



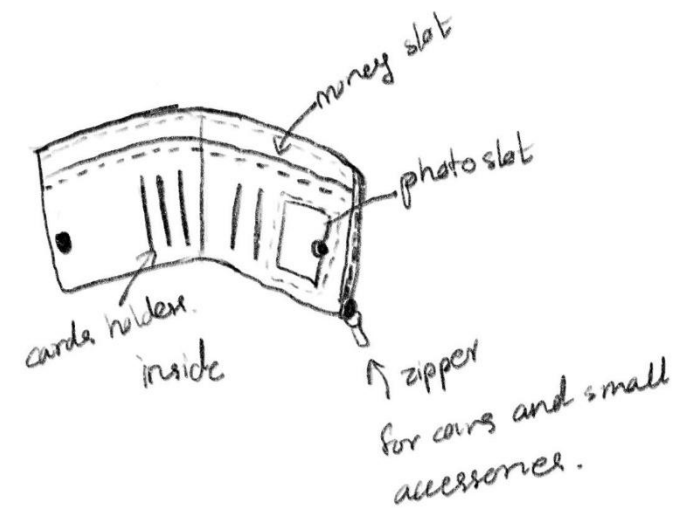
User scenario

Han is a student with a part-time job who loves to do styling wallets as part of her accessory. In her free time, she browses online shopping apps and finds a bifold leather wallet that looks trendy. She likes how it looks but wonders if the price is worth it and if it can still fold properly when she puts in more cash.

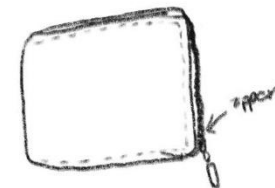
3. Design

Sketch of my wallet idea 1

Sketch 1



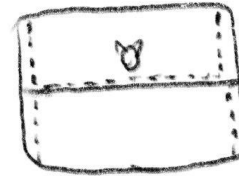
Front view.



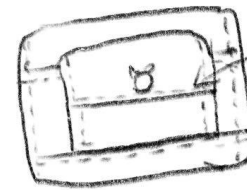
Sketch of my wallet idea 2

Sketch 2

Front view

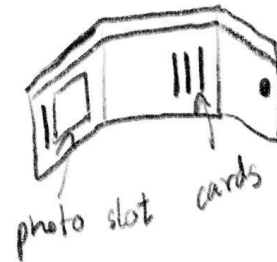


Back view



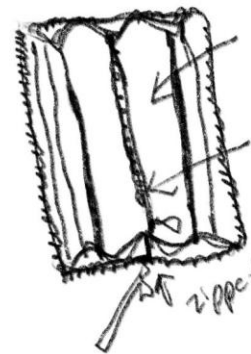
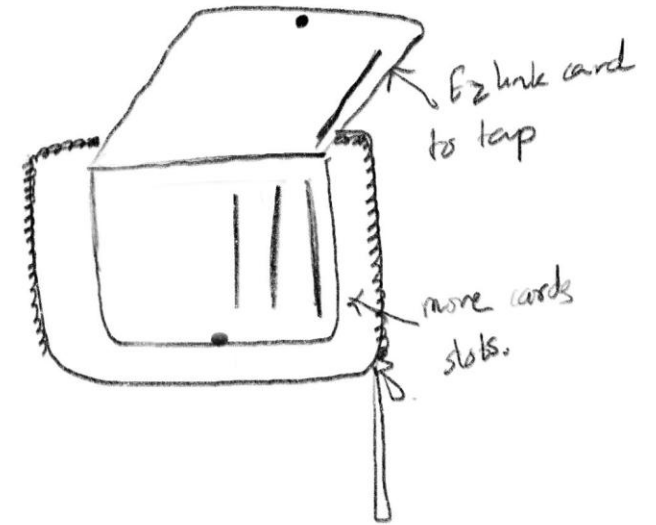
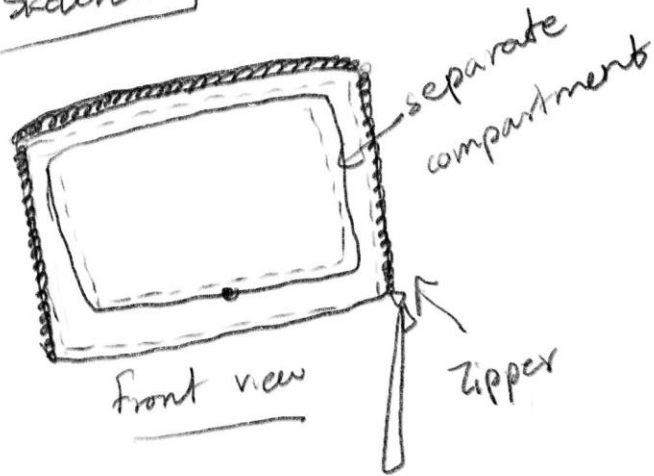
small pouch
for coins and
small accessories.

Inside



Sketch of my wallet idea 3

Sketch 3



many spaces for cards and cash.
one more small zipper slot for small things.

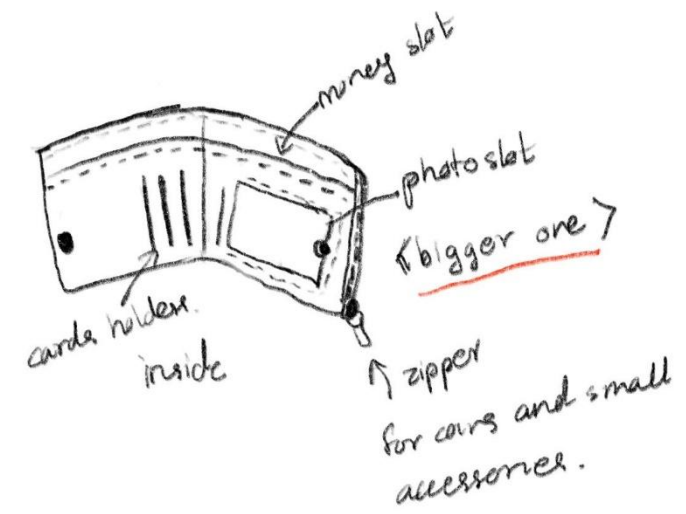
Inside view

Feedback on wallet design template

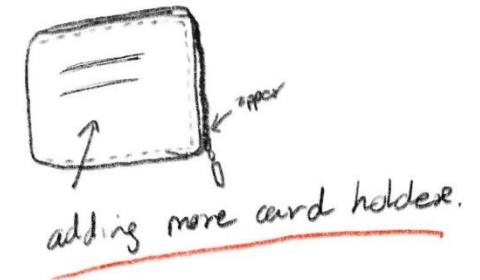
Feedback from users	Wallet design idea 1	Wallet design idea 2	Wallet design idea 3
User 1	i want separate bigger photo slot and can move the card holders from that side to outside of the wallet.	It's quite good and simple style.	The EZ link card tapping feature is nice. I want to replace the card with photo.
User 2	It is simple yet have many slots. I like that there is a zipper slot on one side so that can put coins .	I like this one as its design looks so cute and have slots ,for both cash and cards, and pouch for coin. I want to add key change.	It is cool the way there is a separate compartment for tapping. But I think it's too many places for cards.
User 3	Not my type but have compartments and slots needed.	I don't like bifold type wallet but I feels like it seems convenient to use.	I like the style and cash as well as cards can be put inside and separate compartment for easy tapping.

Sketch of my refined wallet idea 1

Sketch 1



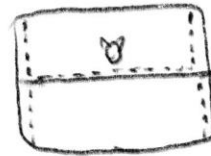
Front view.



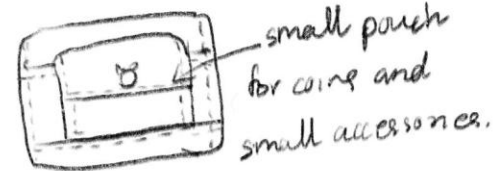
Sketch of my refined wallet idea 2

Sketch 2

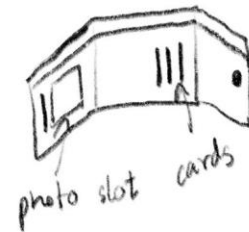
Front view



Back view



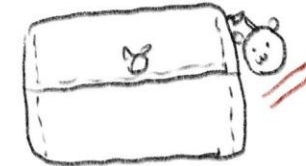
Inside



inside

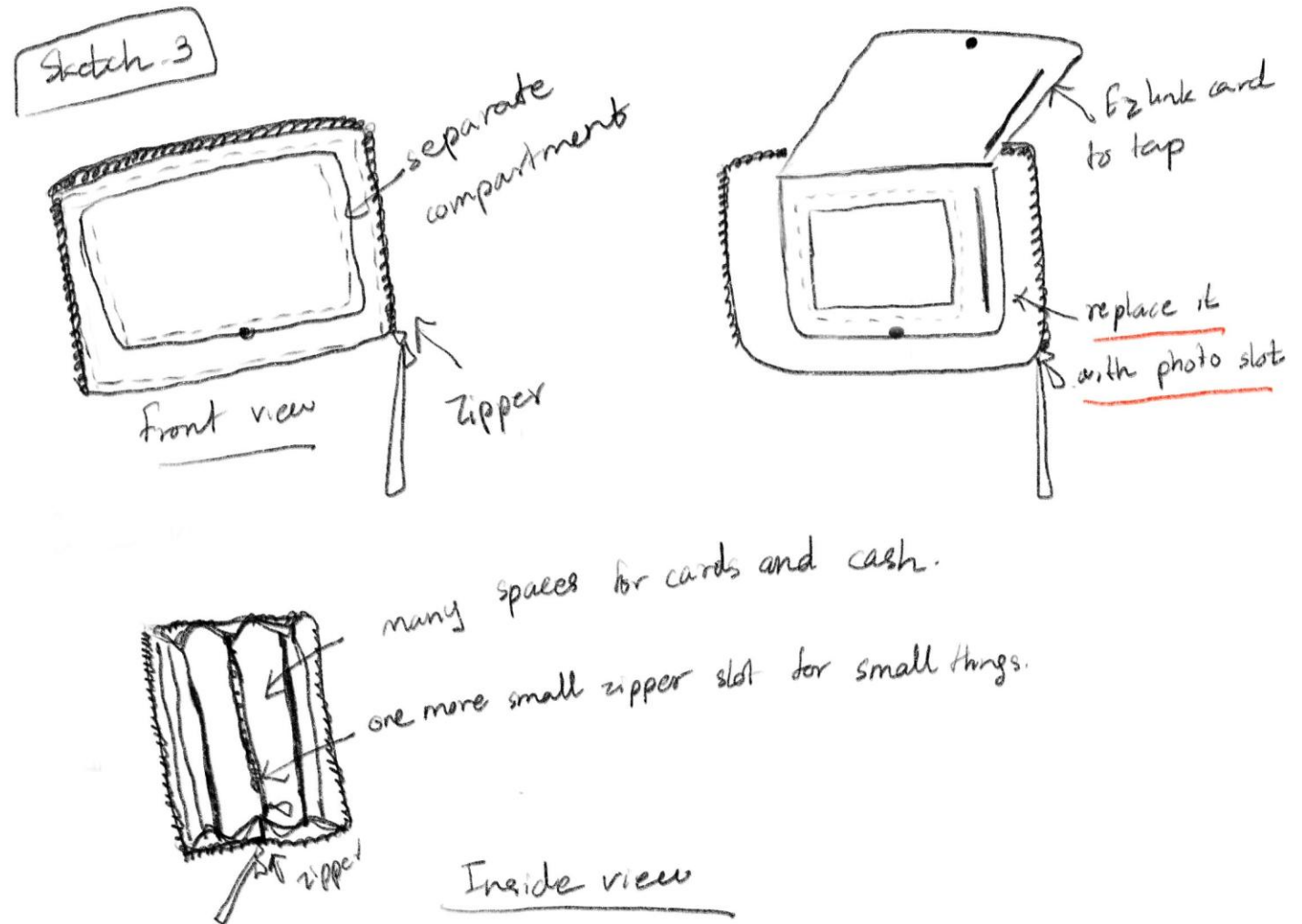


front view

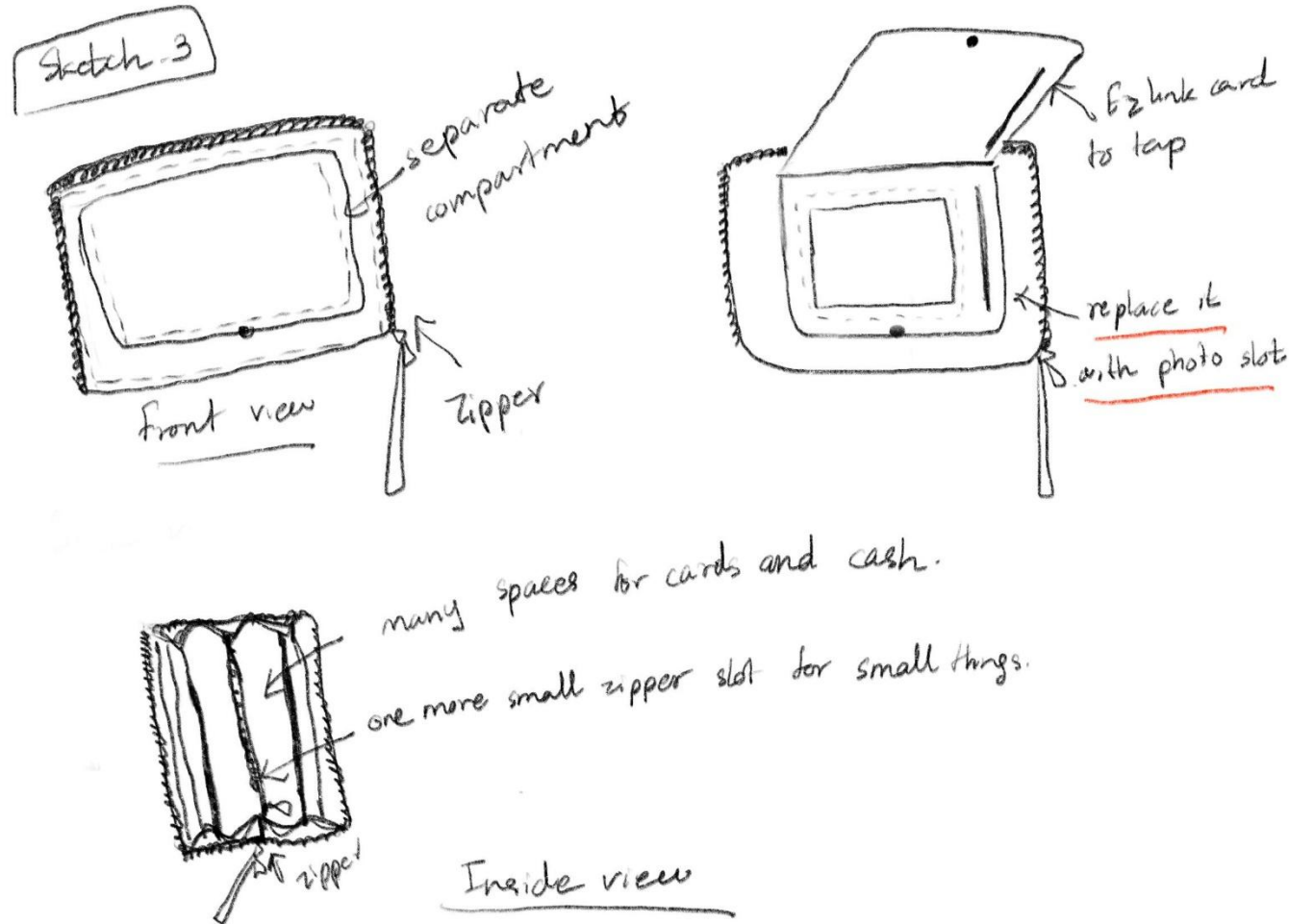


add: keychain.

Sketch of my refined wallet idea 3



Selected wallet idea to prototype

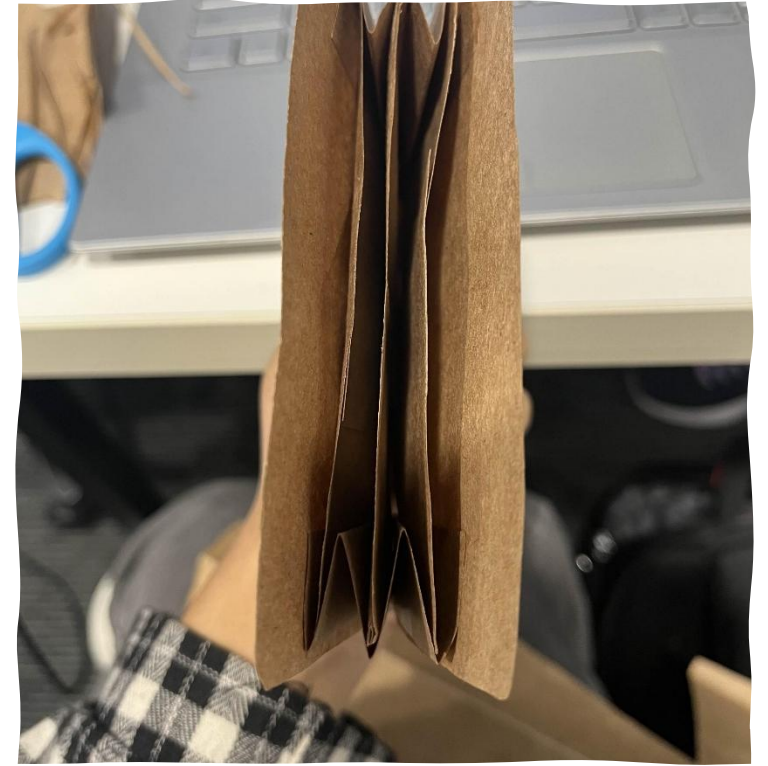


Plan on how to make prototype

- The size would be a palm size approximately 10*16 cm
- The material would be leather.
- I will use leather crafting in Makerspace.



4. Prototype



Prototype creation process

Completed prototype with different views



Separate compartment for
tapping and photo



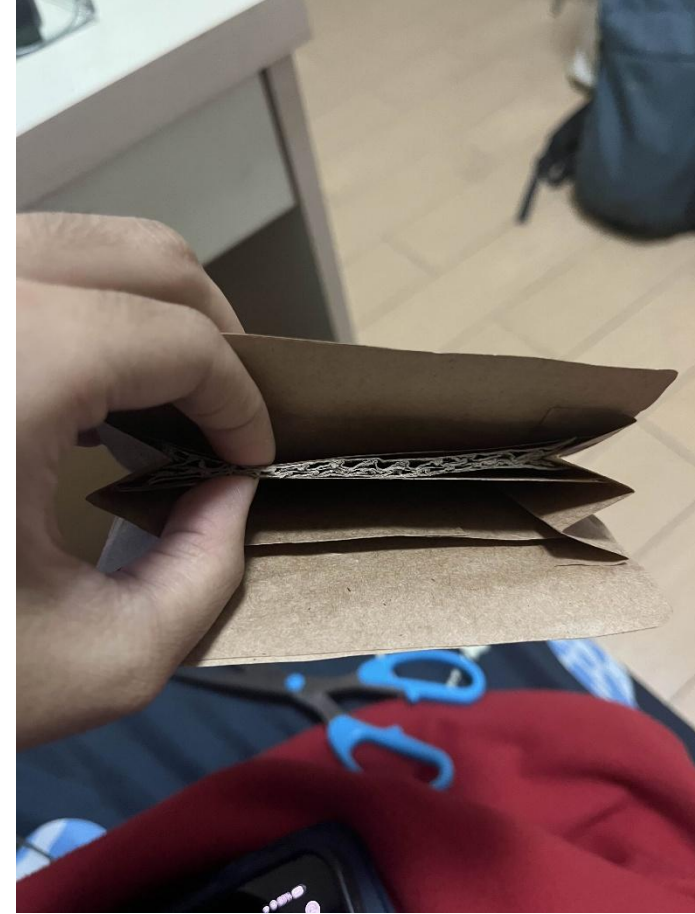
Front view



Back view



Top view
(zipper to close the wallet)



Inside view
(including zipper small slot inside)

Experience during prototype creation

I couldn't get a schedule at the Makerspace to make the leather prototype, so I used a paper bag I had to craft it. It turned out easier than I expected, and I was able to follow my design quite closely. The only challenge was the zipper. I wasn't sure how to make it, so I used cardboard and paper to represent it. Overall, the prototype looks similar to my sketch, except for the zipper area.

5. User testing

Three task scenarios

User goal 1 :Tap MRT card quickly during morning rush to part time work

Task 1: The EZ-Link card stays inside the wallet while tapping to enter the MRT

User goal 2:Carry essentials without a bag

Task 2: Putting the wallet easily into the pocket after paying.

User goal 3:Store small change and keys safely

Task 3: Retrieving 80 cent coins from the wallet to insert into the vending machine.

Task Scenario (refer to slide 12)	Test User 1	Test User 2	Test User 3
Task 1 The EZ-Link card stays inside the wallet while tapping to enter the MRT	The Ez link part is really good and easy to tap.	I like it and when I tested it i feel like easy to tap.	This part is so nice and very easy to tap.
Task 2 Putting the wallet easily into the pocket after paying.	The size is okay and fit in my pocket but a bit big for me personally.	It doesn't fit in my daily pocket. But the size is okay.	the length is nice but I feel like the width is a bit big to fit in pockets.
Task 3 Retrieving 80 cent coins from the wallet to insert into the vending machine.	It's convenient to retrieve the coin but I feel like the inside a bit deep to pull out the coin.	It's easy and quite good.	It's quite okay. But it would be a bit hard if put many things other than coins inside the wallet.

Analysis of the user testing feedback collected

- All three users said the wallet was too wide to fit comfortably in their pockets. But they all liked the separate EZ-Link card compartment because it was easy to tap without removing the card.
- The wallet meets the needs of my target users and answers the Week 9 HMW statement. All testers found the design convenient for daily use, especially for tapping EZ-Link quickly.
- I will reduce the wallet width to make it more pocket-friendly, based on the feedback. I will keep the EZ-Link feature, since users found it useful.



Short video clip presentation of the wallet design



Declaration

I, Ei Khin Khine Mar, 25036830, understand the consequences of receiving help from other people in this assessment, and I confirm:

- The work in this assessment is solely my own.*
- I did not seek or receive assistance from anyone in producing this assignment.*
- I have provided references/citations and proof of receipt of copyright clearance for any elements in this graded assignment that are not directly my work.*