

# EbonFX presentation

Understanding UX process	<p>Research: As a group you all did an exceptional job with research, given the difficulties of the project, the data you collected really answered the problem the client was trying to solve.</p> <p>Wireframes and prototype: The wireframes and prototype were well thought out, basing this on your user flows and personas. You guys took all the feedback from Laura and myself in stride which is really important in UX.</p>
Artifacts	I was really impressed with the artifacts you guys delivered. They were clear and on brand with the clients.
Presentation	<p>The presentation of the group work was really well done, everyone that spoke was clear in what was being said, you all spoke slowly and I was easily able to understand the story that was being told. The showcase of why you designed the way you did was well done. Sometimes, as designers, we need to back up our thinking, and i thought you guys did this really well.</p> <p>The slides were well put together, concise and had the right amount of information on each slide.</p>
Working with the clients	I know this has been a bit of a challenge for everyone and the client was not very present for this project which was a little disappointing, even with this, the communications all of you did/try to do was really good.
Working as a group	I know a lot of you struggled working in such a large group, the start of the project was a little messy, but by the end everyone understood how to work together.
Areas of improvement	<ul style="list-style-type: none"> <li>- Working in a large group was challenging, and I understand that normally there wouldn't be so many UXer's on one client, even if this is the case, in some big companies such as corporates you might have to work with up to 100 designers. Yes you won't be working on the same client or the project but you still might need to communicate</li> <li>- Communication in teams is really important and understanding what everyone is working on. Open communication such as letting people know where</li> </ul>

	<p>they are with the tasks, if you can't work on something for whatever reason, if you are unable to attend a meeting, you need to let your team know,</p> <ul style="list-style-type: none"><li>-</li><li>- Insights: Understanding what the actual insights are from the research is quite difficult and takes year of practise. I think the presentation could have expanded on what the 'why' behind the insights. For example, one of your insights was that 'users want a simple, time efficient sign up process' - why was this an actual insight? What was it about the sign up process that is a pain point? What made the sign up process so difficult. Its important to dig a little deeper as the research is what you'll be basing your designs on.</li></ul>
Overall thoughts	I thought you all did an incredible job with your first client project and you should all be very proud of what you achieved.

