RUXAILAB / Uramaki Lab

UsaMap: Integration of heat maps into Remote Usability LAB

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Project Description

Integration of heat maps into Remote Usability LAB. (175h)

In this project, I aim to create UsaMap: a tool capable of analyzing website performance by using different heatmaps such as scroll maps, click maps, and move maps for the Remote Usability Lab. As a user experience designer who's worked on nearly half a dozen website and web app projects that involved usability evaluations and audits, I know how valuable these maps are in helping assess the usability and user experience. Without them, it's more difficult to assess which areas create bottlenecks, confuse users, and distract from important messaging, functionality, or calls to action.

Now, as a software engineer with experience building full-stack development and artificial intelligence applications, I want to help develop and integrate a tool that allows designers and engineers alike to see the different heat maps that describe how users interact with their products. My hope is for my tool to be able to help designers, developers, and product builders everywhere to more efficiently and effectively run remote usability testing with these heatmaps.

Prospective Mentor: Karine

Project Agenda

This project will consist of 3 main phases **(total 12 weeks)** :

Phase 1: Research and Design **(4 weeks)**

Week 1 - 2

- Get acquainted with the existing functionality, design language, user patterns, and use cases of the Remote Usability Lab.
- Talk to users who have this need and assess their core behaviors and pain points.
- Culminate with a requirements document of what key features to prioritize in implementation.

Week 3 - 4

- Create low-fidelity designs, then high-fidelity prototypes of what to implement.
- Do rapid guerilla testing to ensure prototypes serve the purpose outlined.
- Document everything and ask the community for feedback before development.

Phase 2: Implementation **(6 weeks)**

Week 1 - 2

- Implement minimum viable product for heat maps
    - Experiment with methods of viewing, sharing, A/B testing, or integrating this with other tools in the Remote Usability Lab
    - End sprint with guerilla testing heat map functionality with users
    - Document everything worth noting in the process

Week 3 - 4

- Implement minimum viable product for click maps
    - Experiment with methods of viewing, sharing, A/B testing, or integrating this with other tools in the Remote Usability Lab
    - End sprint with guerilla testing click map functionality with users
    - Document everything worth noting in the process

Week 5 - 6

- Implement minimum viable product for scroll maps
    - Experiment with methods of viewing, sharing, A/B testing, or integrating this with other tools in the Remote Usability Lab
    - End sprint with guerilla testing scroll map functionality with users
    - Document everything worth noting in the process

Phase 3: User Test & Improvements **(2 weeks)**

Week 1 - 2:

- Test with last cohort of users to check for usability and problem-solution fit
- List future improvements or areas of expansion for the Usability Mapper
- Make static webpage or readme with all relevant information
- Hand off documentation and wrap up project with mentor

About Me

Hi! My name is Pauline Wee, and I am a junior studying Computer Science, Business, and Interactive Media at New York University Abu Dhabi (NYUAD). I currently work with the NYUAD Human Data Interaction Lab on using large language models for nursing education. Last summer, I spent two weeks in Japan teaching highschoolers about Interactive Computing and the Future of the Web!

I am passionate about user experience design, artificial intelligence, interactive media, and using data to inform design and decision making. In the past, I've worked as a product designer, product manager, and software engineer for companies like Dashlabs.ai (YC W21) and Thinking Machines.

Highlighted Projects

🔧 Technology

- Termolatio Spanish adaptation of open-source terminology extraction system that identifies the most characteristic terms of a specialized set of documents when compared to a related but more general set of literature. Natural Language Processing AI Project.
- Einstein First Place at the NYUAD Hackathon. An automated class scheduler and scraper built with Corban Villa (@animcogn) using Python & Next.js
- What the Tech Analysis of global salary data and trends with Python.

💼 Startups

- Schwap Munich startup. Bridged global founders and top students for intensive micro-internships.
- Habi Pitched for NYU Designpreneurs Hackathon. Idiot-proof pair habit check-ins.
- Swirl Won the UXUni Product Competition. All-in-one creator app.
- Room Pitched for L'Oreal Brandstorm. Gamified skincare product and routine app.
- Currently: Guilders AI-powered edutech OS for domain experts to enable team projects.

⭐ Websites

- Nextpay
- Substans

- NYUAD Design
- UXAD

😐 Design

- Graphic Design Portfolio Graphic Design Portfolio of work collected over the years.
- NYUAD Design Journal Curated, designed, and published experimental magazine documenting 10 years of NYUAD design.

🦌 Interactive Media

- GPTrue Love Video game made with GPT2, ASCII Art, and data scraped from r/confessions etc.
- Projects in Interactive Media Compilation of projects in Interactive Media at NYU.
- Collecting Final Project for Arts Proxy Program. Visual Essay on collecting and memories of love.
- Posenet Ant Smash Use your nose to smash some ants! Using ML Posenet with p5.js