

# Samuel McSherry Portfolio 2021

UX, UI, XR

# 1. Mendit

AR, UX & UI Design

# 2. Playvroom

XR, UX & UI Design

# 3. Diving Ireland

UX, UI & Web Design

# 4. Bonus Project

VR, 3D Printing

# 1. Mendit

AR, UX & UI Design

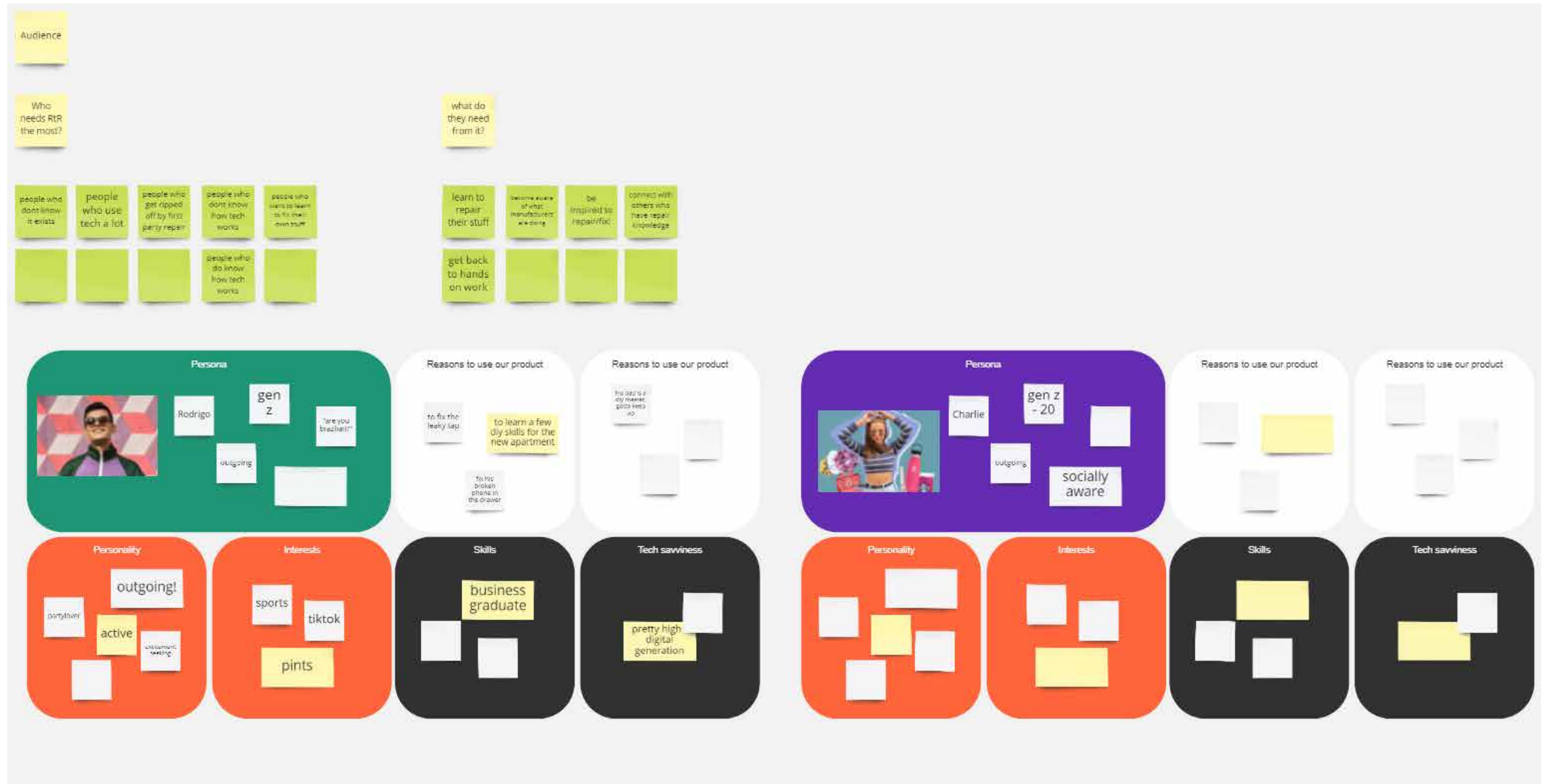
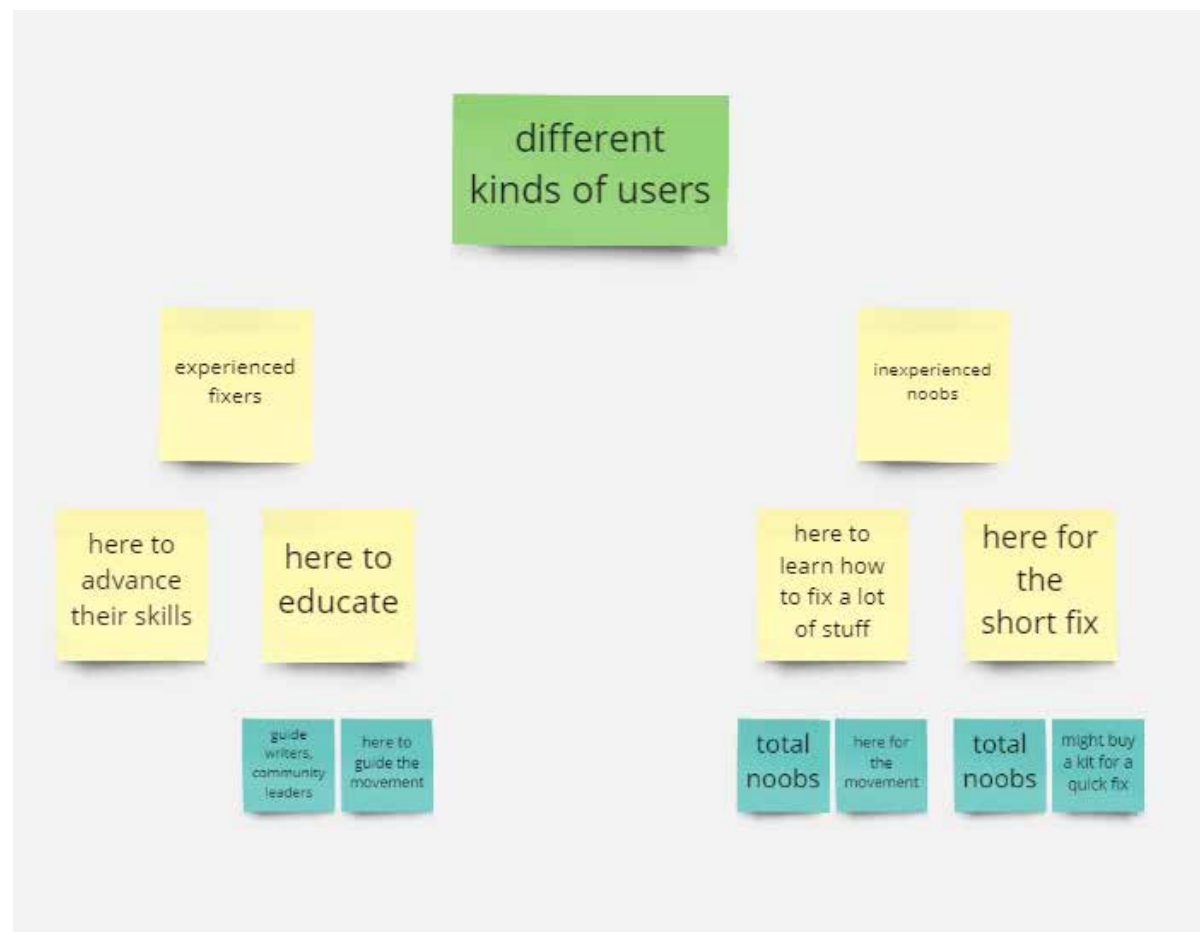
Mendit is my current final year major project. It all started with looking at the growing problem of E-waste, then looking at Right to Repair as an important social cause that I wanted to raise awareness around. From this I realized that a better way to get people interested in repair and fixing was to show them how to do, the idea of working with your hands and fixing something yourself is something I believe that is lost on my generation.

From that, Mendit was born. It's an app for your smartphone that uses augmented reality to guide you through repairs for all you gadgets and home appliances, ranging from rewiring a plug to repairing that leaky tap. Mendit empowers you with the tools you need to learn those skills.

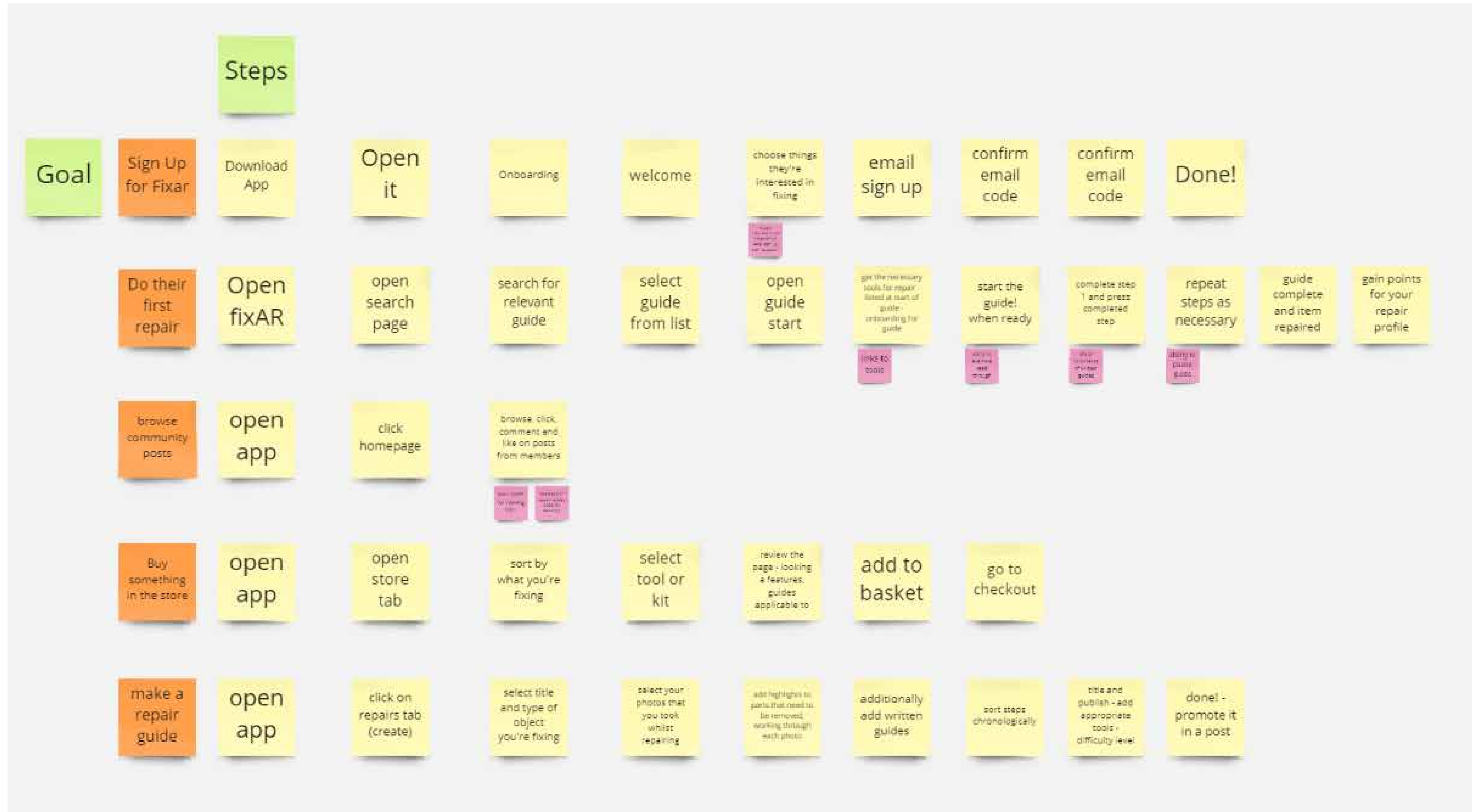
Initially, the target audience centered around the younger generation (18-25). As the project progressed and I surveyed a larger audience, I realized that a more suitable audience was that of the young homeowner/ long term renter in the 25+ age bracket.

There was also the audience of the experienced fixer, as an ambassador of the community, someone who create guides for the less experienced users to follow.

The core audience for Mendit became new, young homeowners/long-term renters. It aims to show them the value of repair through learning to fix the basics around their home.



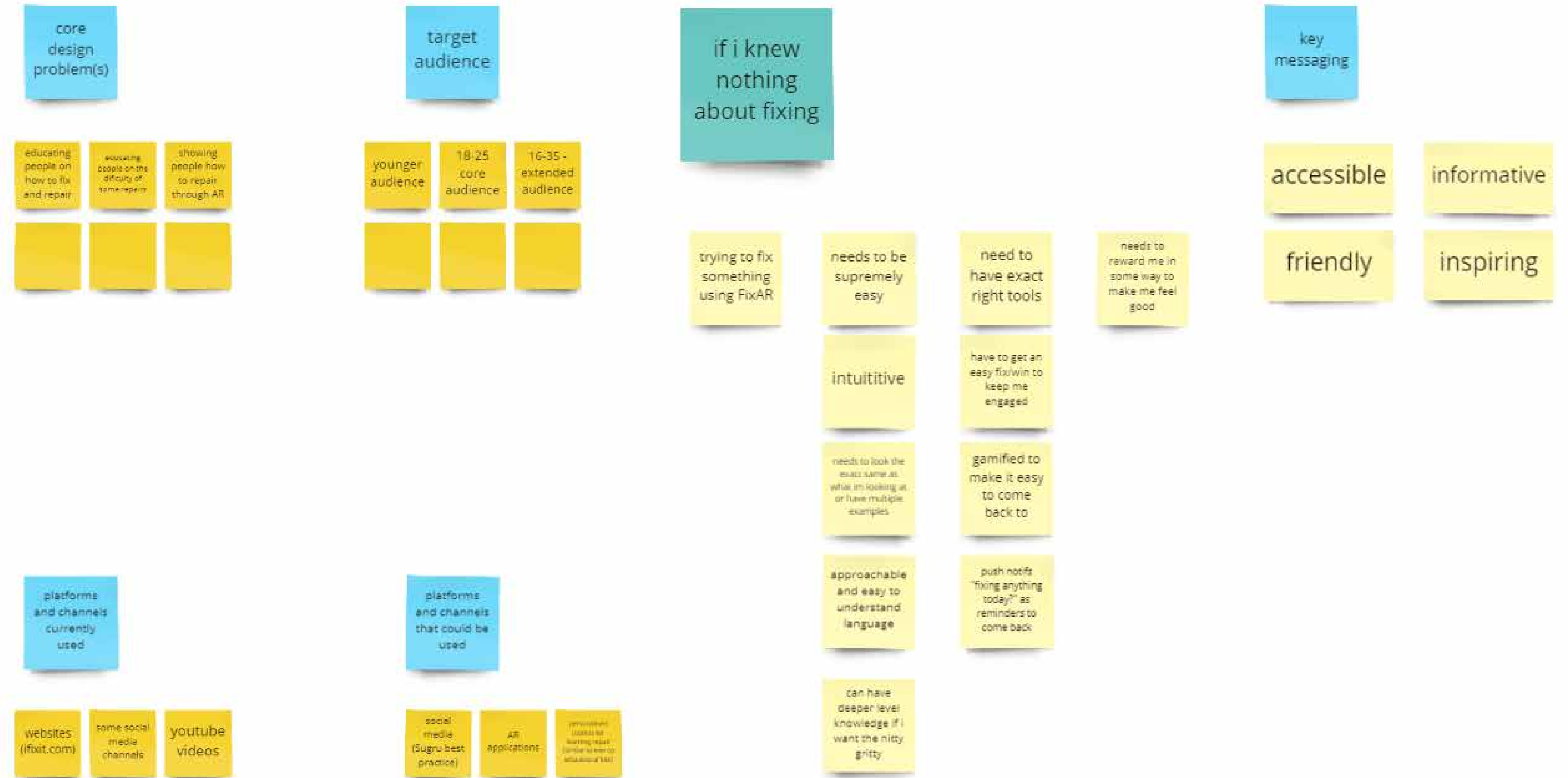
When it came to site mapping the app itself, I used key user journeys to begin to understand what was necessary for the features of the app. Some of the key users journeys included things like onboarding for the service, following a repair guide for the first time and browsing community posts within the app.





From surveying my classmates, I found a few key insights when it came to how the service itself would function. Namely that for someone to use the service, the guides themselves would need to be supremely easy to follow, this is where the idea of using AR and animated sequences in the AR component of the app came from.

I also knew that in order to keep people coming back and engaged, you'd have to give them a win in order to make them excited about completing a repair.



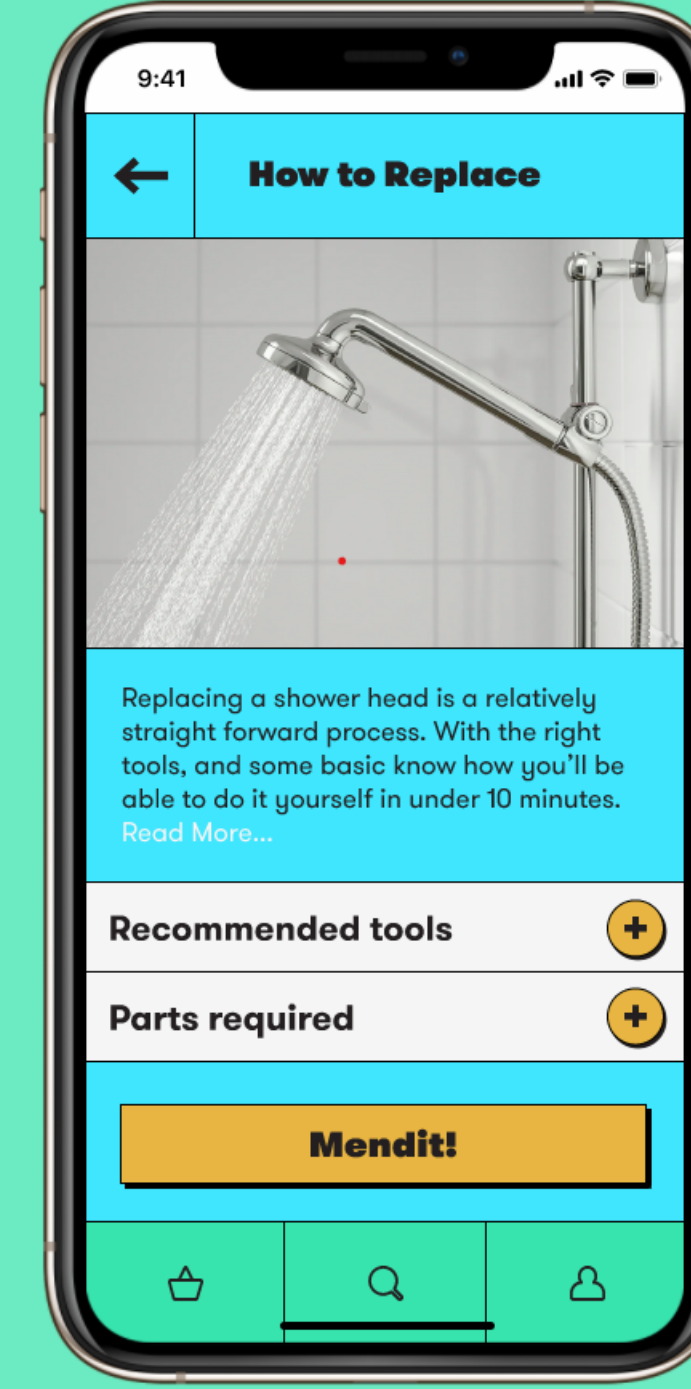
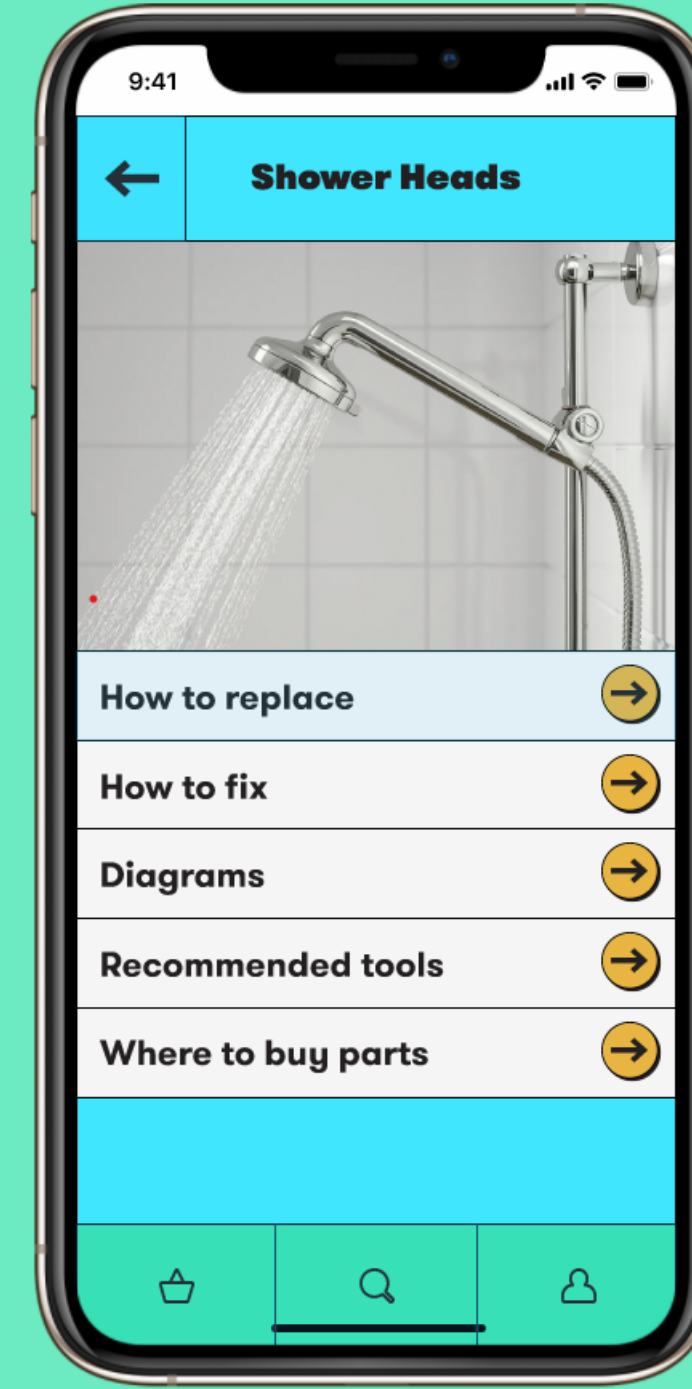
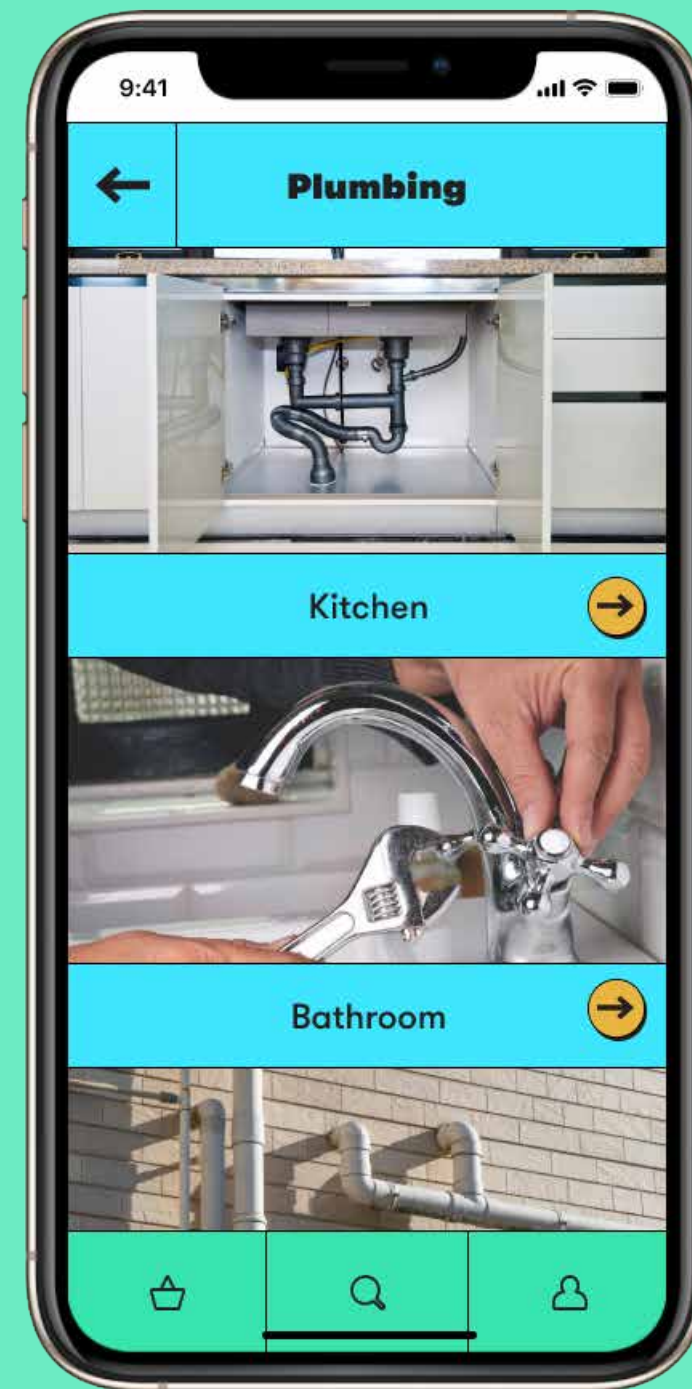
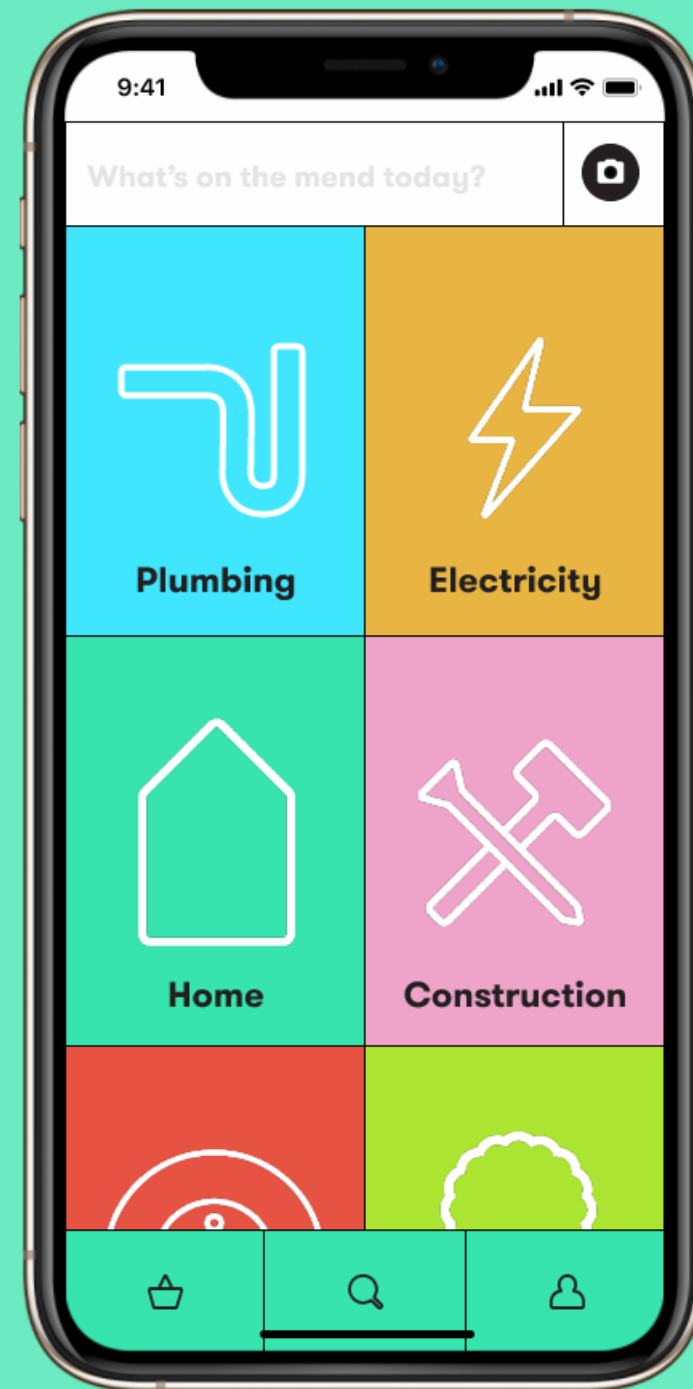
The background is a solid gold color with a repeating pattern of white line-art icons for various tools. The tools include screwdrivers, hammers, wrenches, and L-shaped squares, scattered across the entire surface.

**Mendit**  
get your stuff fixed











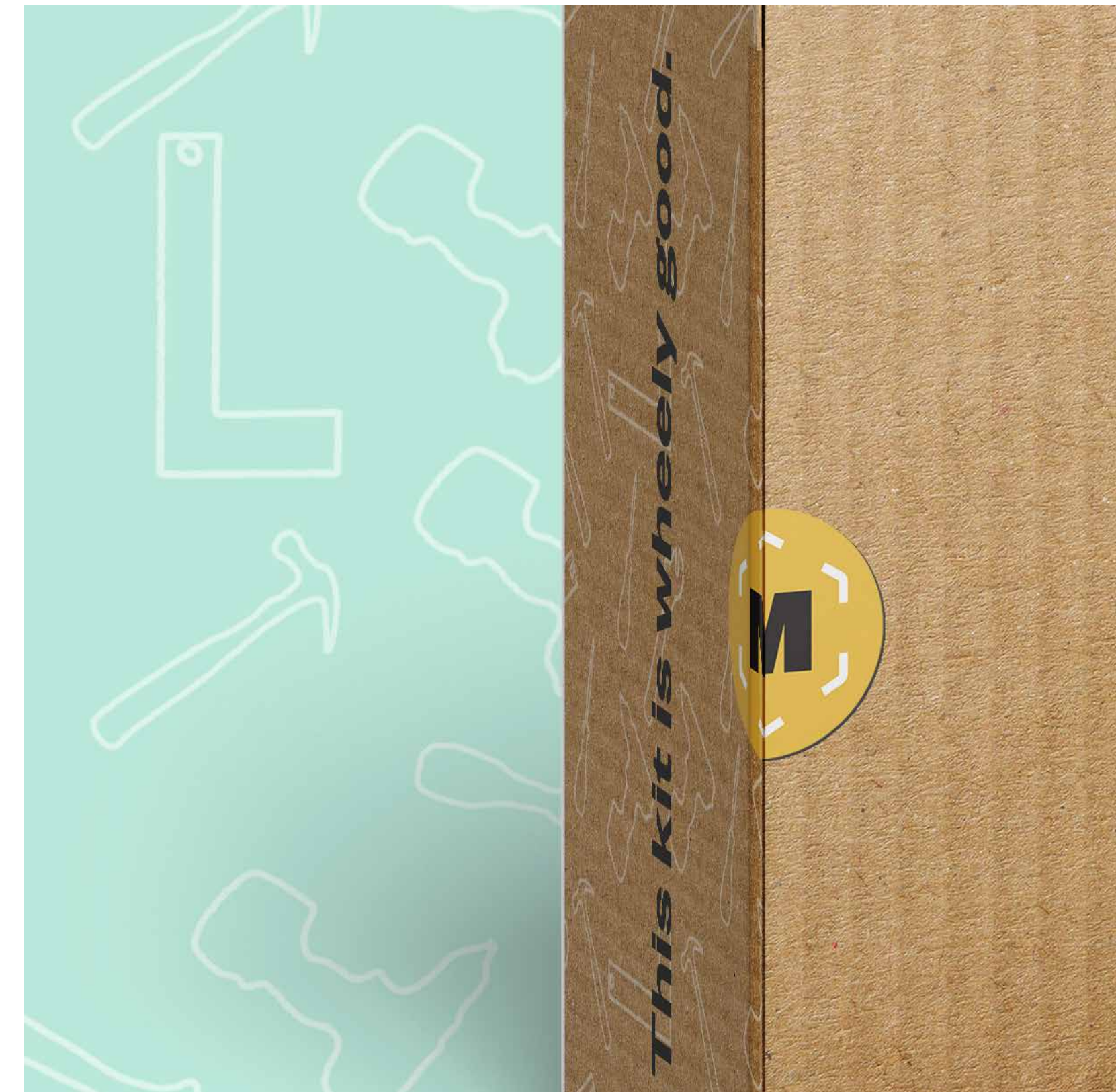




Packaging - Design Outcomes



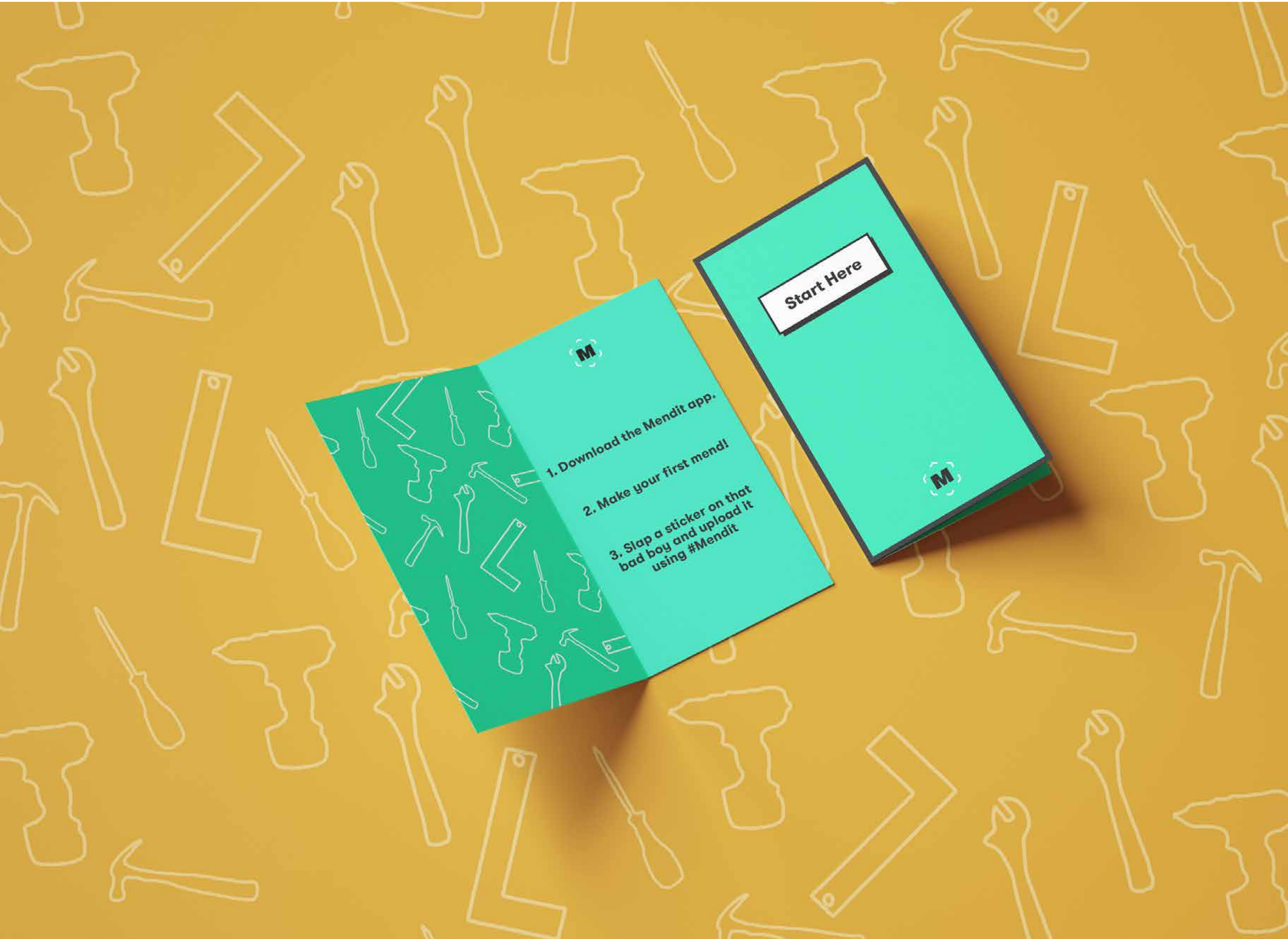












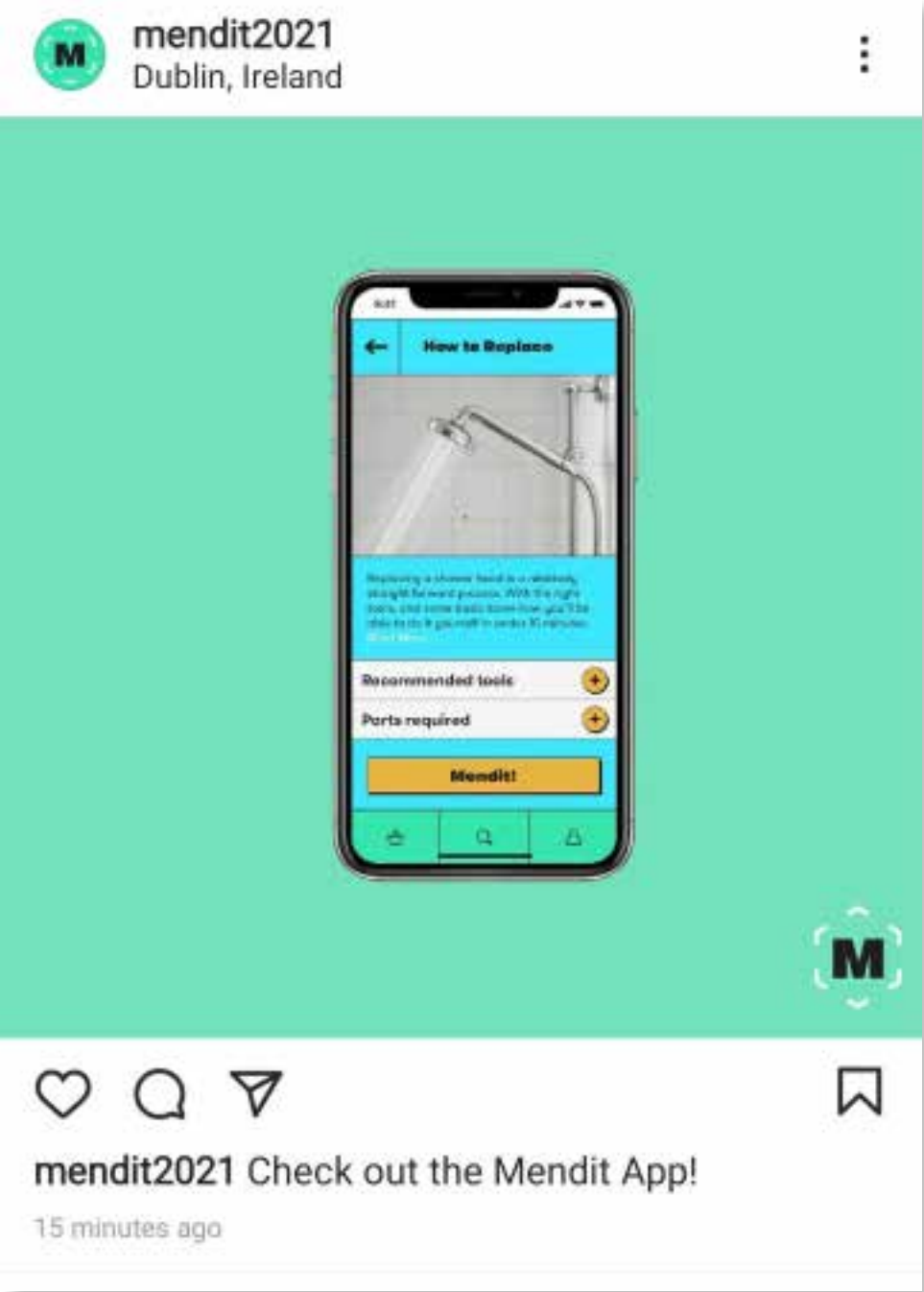








Social Media - Design Outcomes





Social Media - Design Outcomes













## 2. Playvroom



## 2. Playvroom

XR, UX, UI & Speculative Design

Playvroom was a speculative design module that I undertook at the start of my final year in September. It was a group project undertaken by myself and three of my classmates.

We were looking at future problems under the scope of the continuation of education from home. Based on our research we found that isolation and loneliness was to be a continued problem in the future as more and more common daily tasks are done remotely, primarily early childhood education.

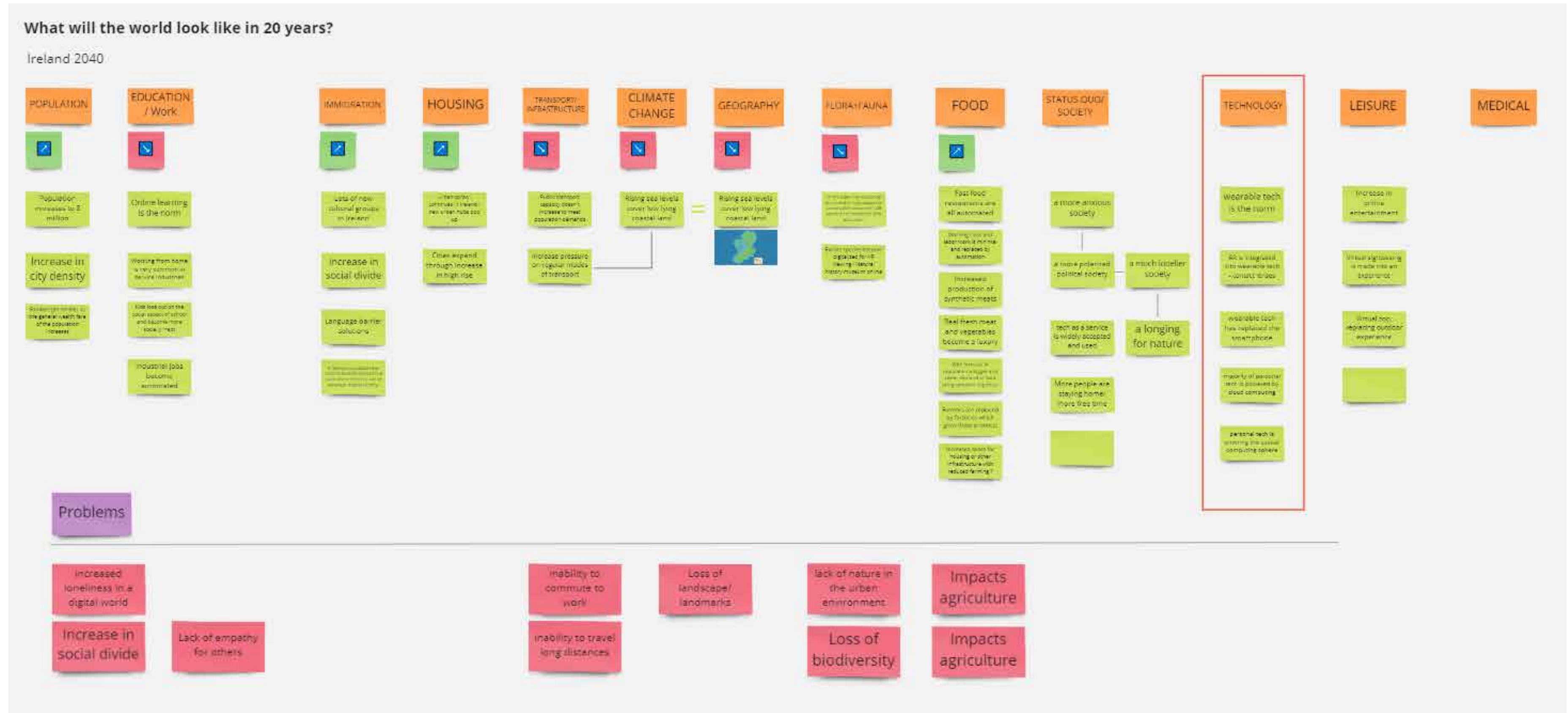
Playvroom is a service that allows children to interact with their peers where they otherwise would miss out on key social developmental moments on their early lives. Using the XR glasses that we designed with young children in mind specifically, they can play with their friends using a multitude of XR toys in the Playvroom sandbox.



Being a speculative design project, Playvroom started out in the world building phase, trying to define where Ireland would be in around the 20 year mark.

A few key insights we gained from this, was that we would definitely see an increase in the loneliness in a increasingly online/digital world.

This was intially the problem that we set out to solve.





As we began working out proto personas of different age brackets, and looking at the problem of digital loneliness. Our research led us towards a younger audience, specifically early childhood. This led us to designing a service for children to engage with their peers using XR technologies that would have progressed dramatically by 2040 according to our world building research.

New frame

Copy of New frame

Copy of New frame

Copy of New frame

final persona - child

Persona - Todd - 5-7 years old

Born in 2035  
Lives in Dublin  
Starting primary school  
Responsibilities: Put away their toys.

Goals: Have fun creating, learning new things, Wants to have fun with others, Visit Grandma more often

Motivations: Happiness, Imagination, Curiosity

Personality: Enjoys drawing, Quiet, Likes to imagine worlds around their creations, Opens up to people he trusts

Interests: Loves tech stuff and making lego, Learning about animals, playing online games

Skills: high level of focus but gets distracted easily, a quick learner

Tech saviness: is learning how to use basic tech, Tech is now part of his daily life

final persona - parent

Persona - Andrew Heaney - 35

Lives outside the city, Co. Dublin  
28 Years old, Works from home

Wants: Their child to have the best skills possible, Get better at interacting with others, Socialisation, meeting new people, see more of the world

Needs: Get better at interacting with others, feeling better about themselves, A way to practice interacting with others, Keep in building confidence around others

Problems / Frustrations: Losing touch with friends, Left behind in tech advancement, Finds it hard to make friends traditionally, Left behind in social circles, Can't connect with people in his work, Comes home tired and rather stay home on weekends

Personality: Introverted, Has difficulty working in groups, Independent

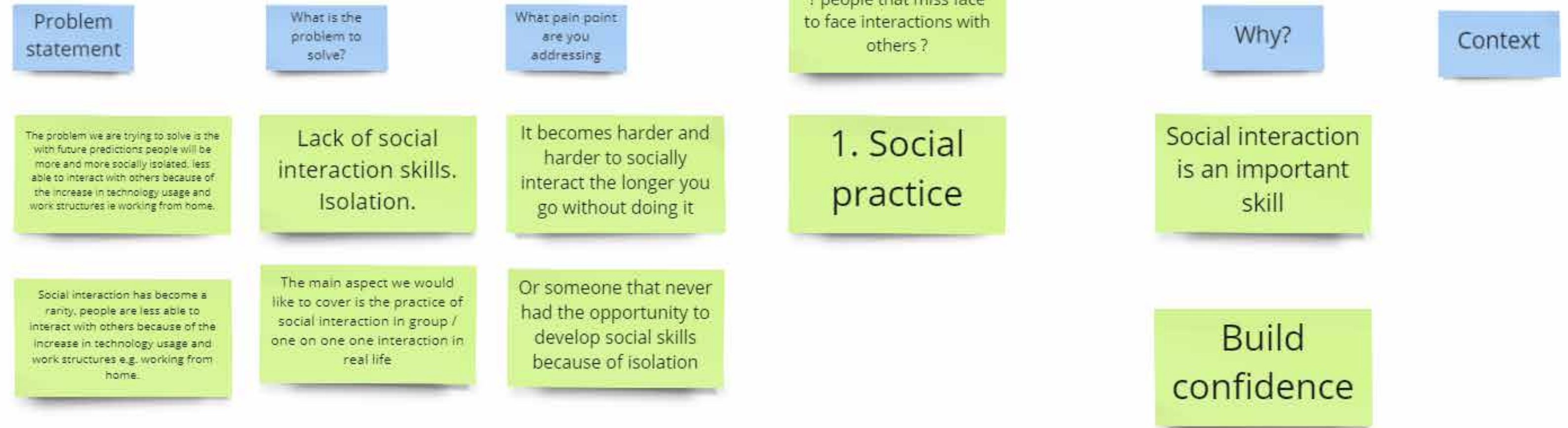
Interests: Interested in new experiences that are within his comfort zone, occasionally playing online games, Likes activities he can do on his own, Internet Culture/ visits Reddit

Skills: Observant, Self-Knowledge, a quick learner

Tech saviness: Can use most basic tech, It's Tech friendly but isn't very knowledgeable, Tech is part of his daily life

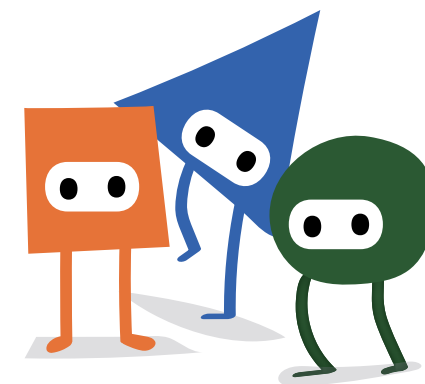


Once we knew who our audience was, we began to define the key problems that we were trying to address for them. Lack of social interaction and increased isolation was the key problem. The main goal of the service was the build confidence in the userbase, as an aid to get them to be comfortable with social interaction in person.





# Playvroom



## Visor

Clear AR Visor for the perfect blend of AR and your environment

## Modes

See what your child is doing!

- Standby mode shows child friendly animation of characters eyes
- Build mode shows what your child is building

## Flexible Strap

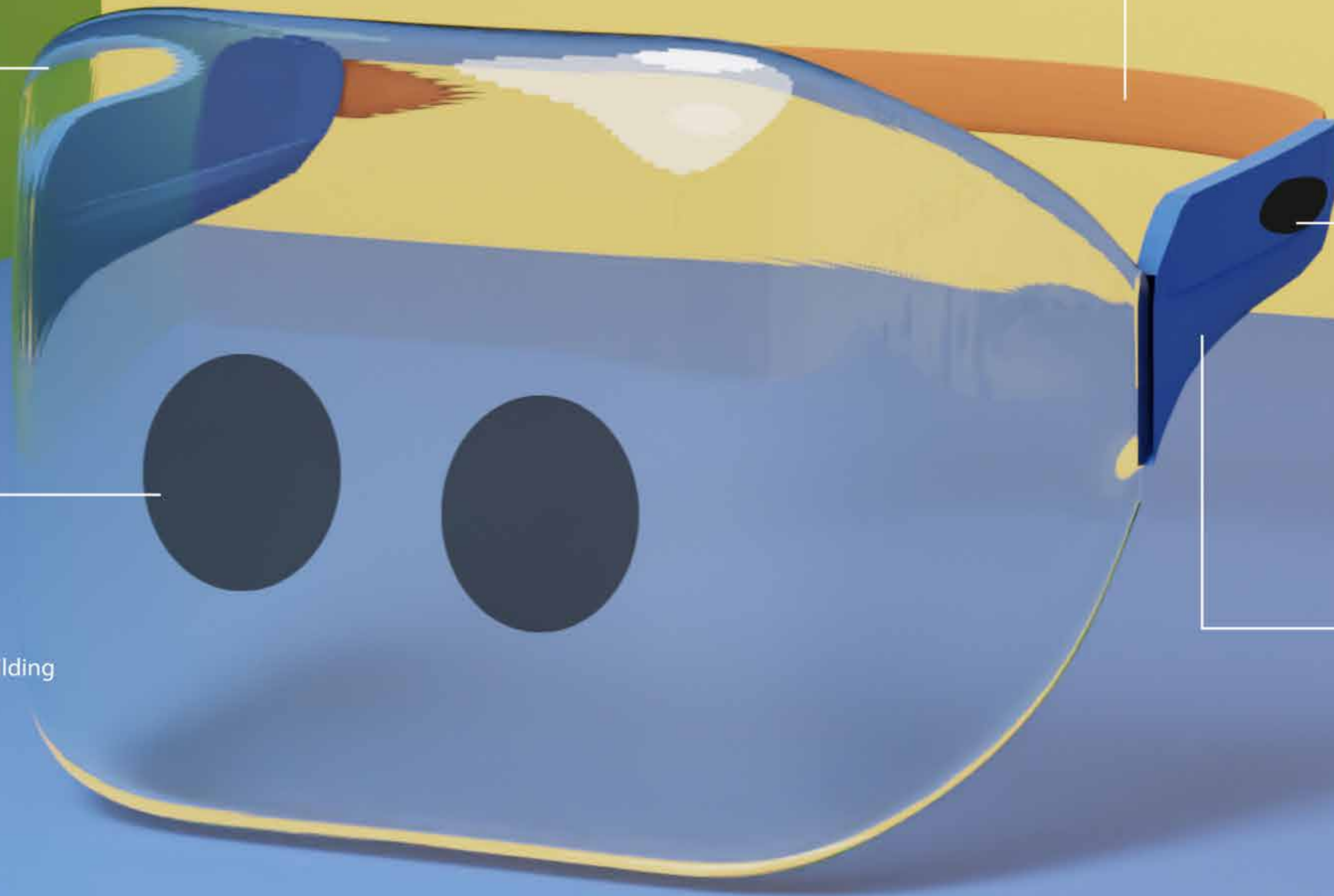
Adjustable & Secure

## Side Speakers

Placed on both sides for directional audio

## Solid frames

Flexible & durable









**Playvroom has a parental control element where the virtual playdates are arranged between the parents of the children.**





Messaging



Playroom



Clock



Calender



Gallery



Settings





# playvroom







John & Marie

hey! is jamie up for a playdate? Andy keeps asking to play with him!



yeah absolutely, when suits you?



John & Marie

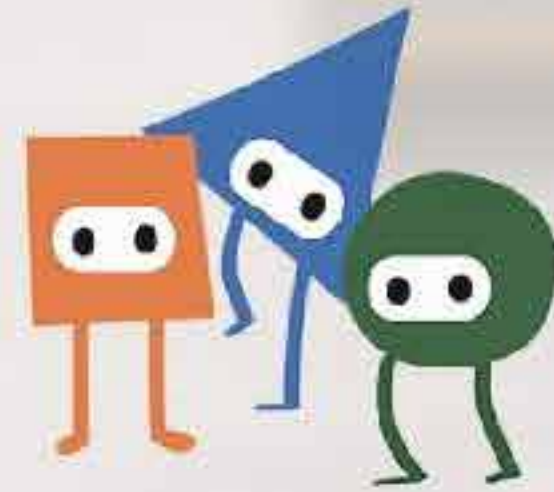
How about 2pm tomorrow?



Sounds great, I'll see you then!

Reminder for playdate tomorrow at 2pm





**It's time for your  
playdate with Jamie!**

**Lets Go!**

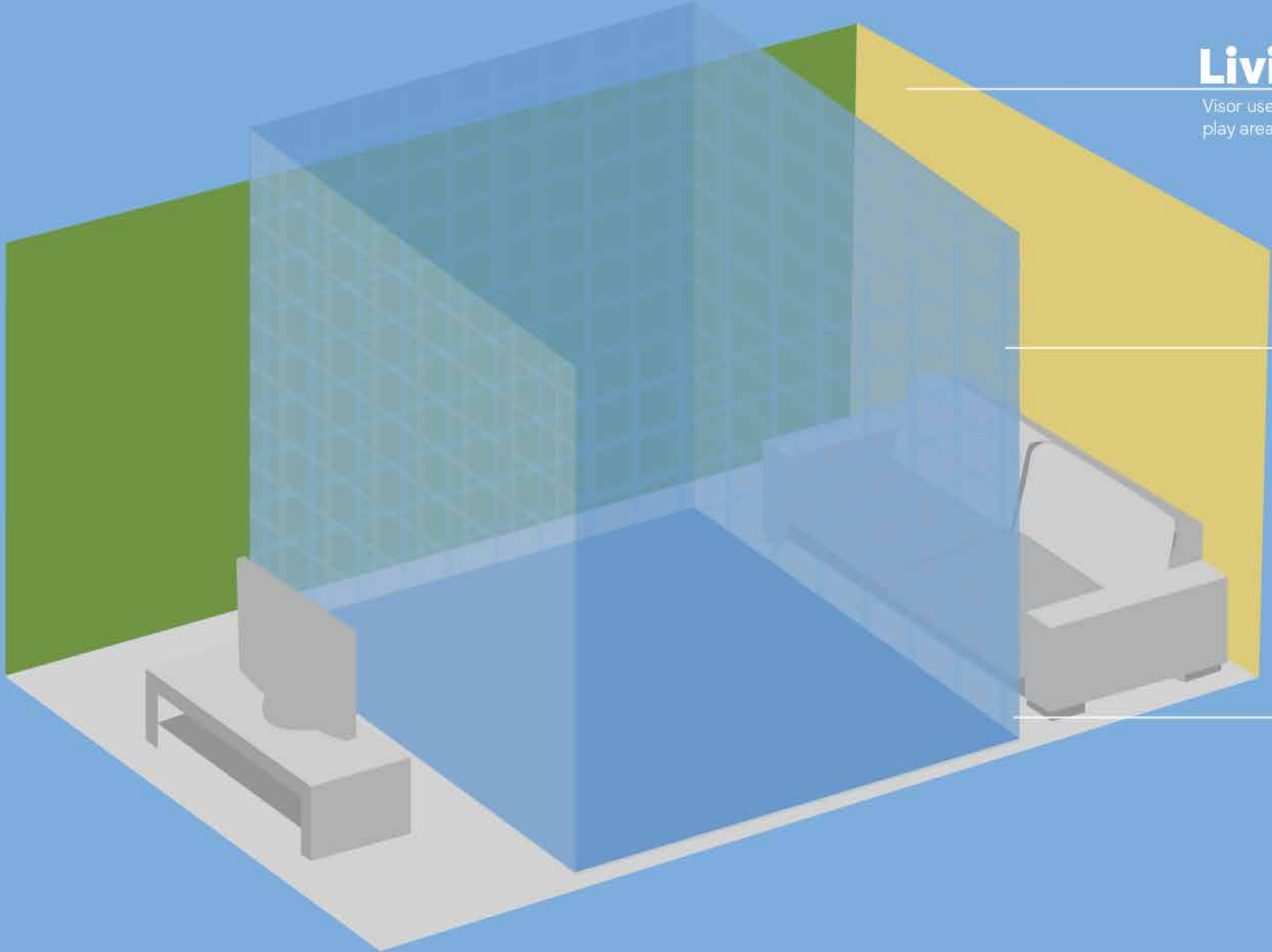


**Safety Zone Mockup**

Playroom has a play area defined by the parent or guardian in order to keep the child safe from harm whilst using the product.







## Living Area

Visor uses living area to project play area and games

## Digital Play Area

Parent's can define a play area that their child interacts within.

Ensures the child is playing in a safe environment.

Only seen when the child gets close to the edge.

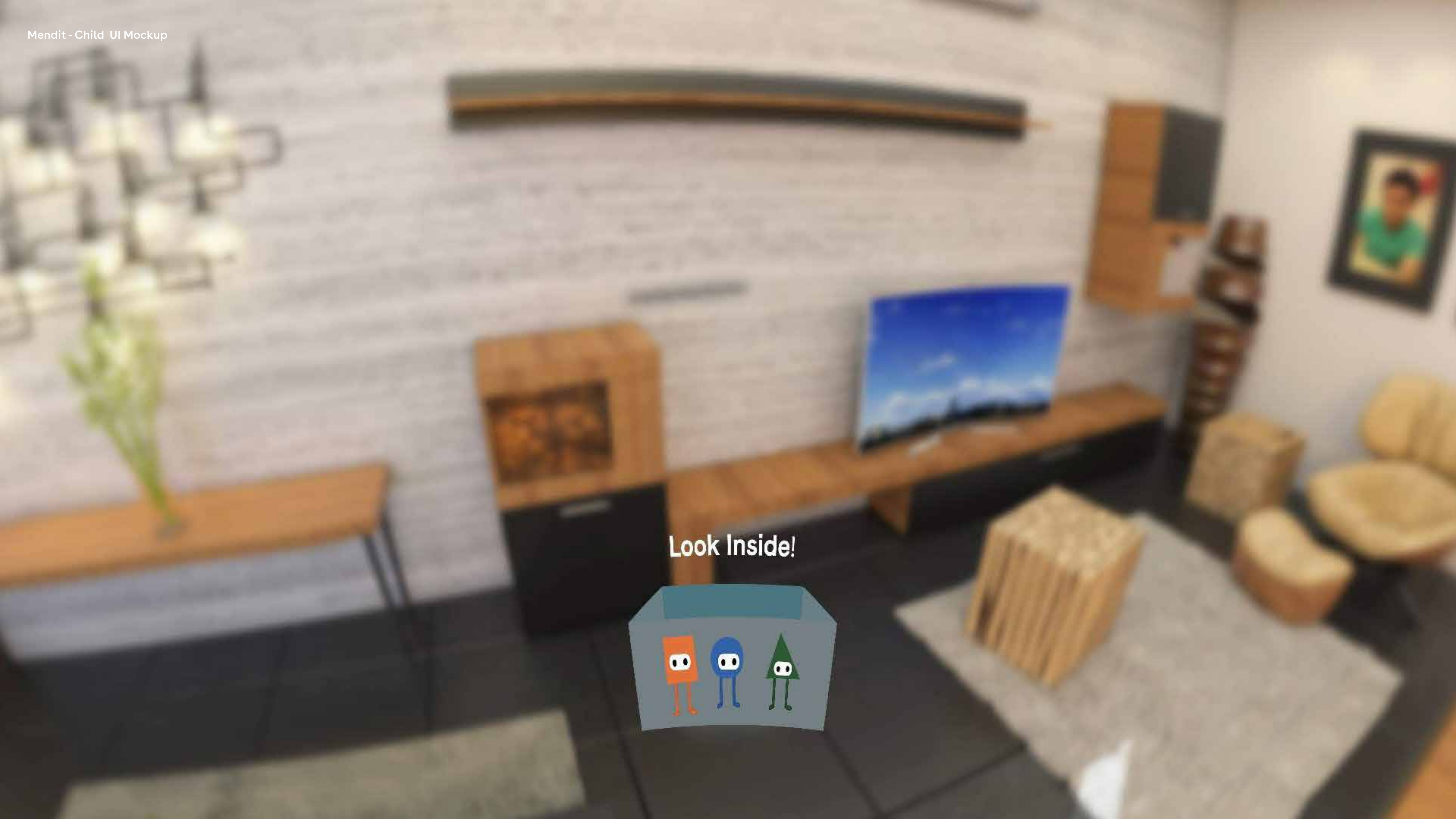
## Notifications

Notifies the parent if the child leave the play area

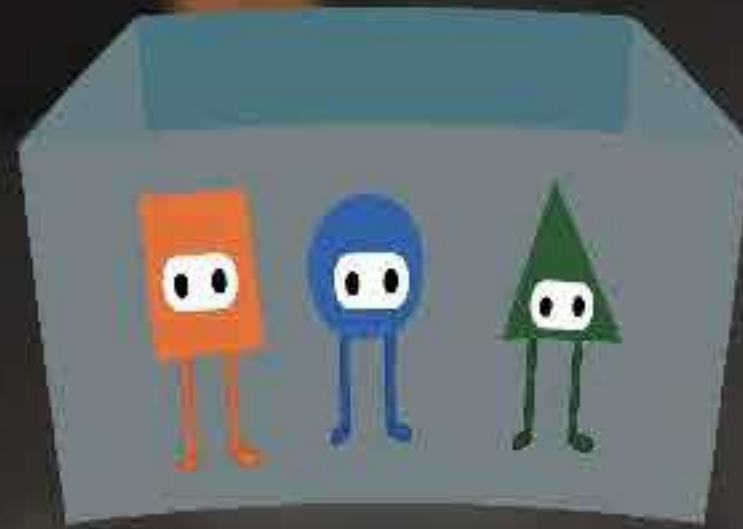


**From the child's perspective they have an unlimited number of toys available to them in a digital toybox.**





Look Inside!





Triangle Terry



Square Sean

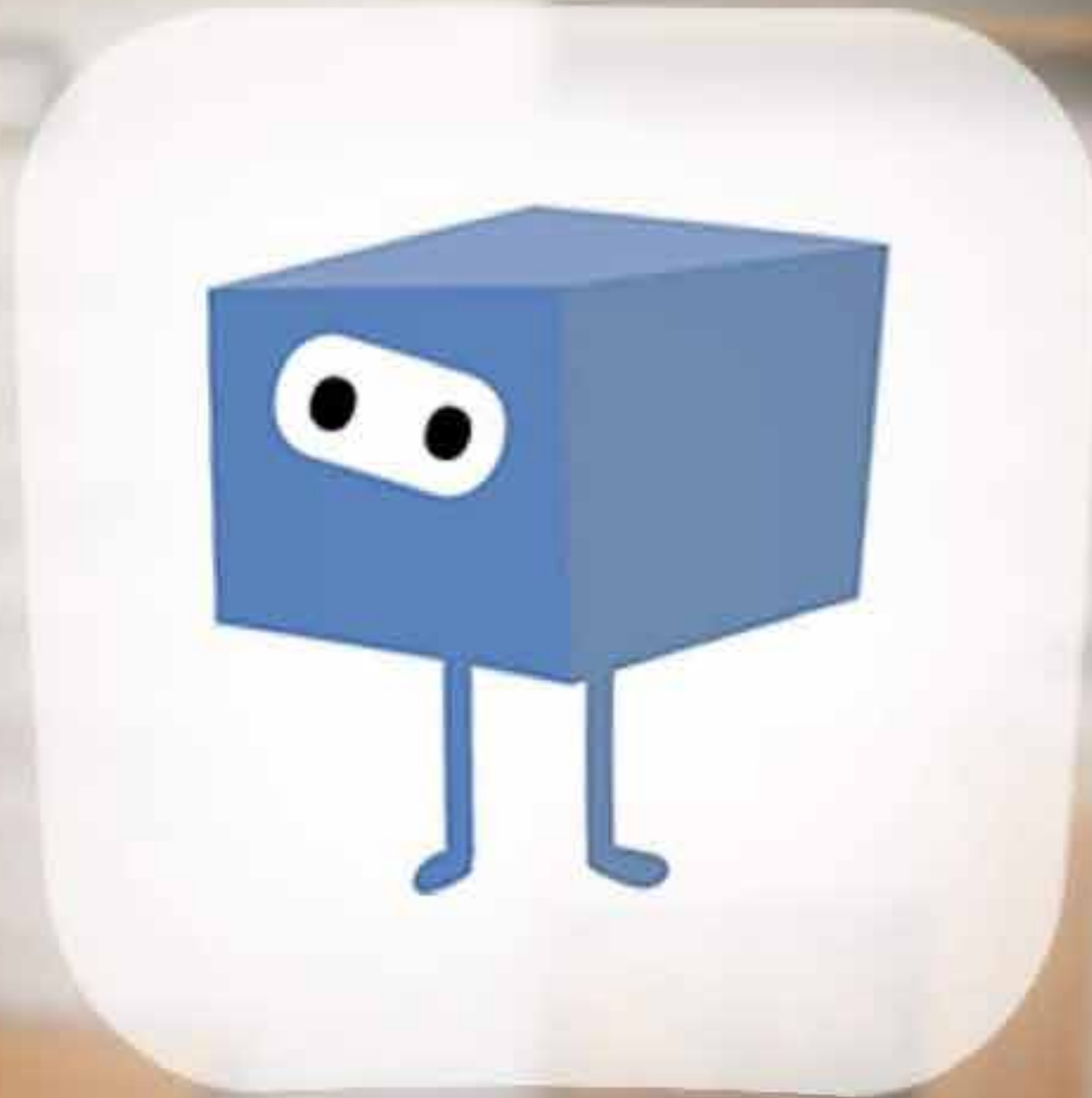


Circle Saoirse





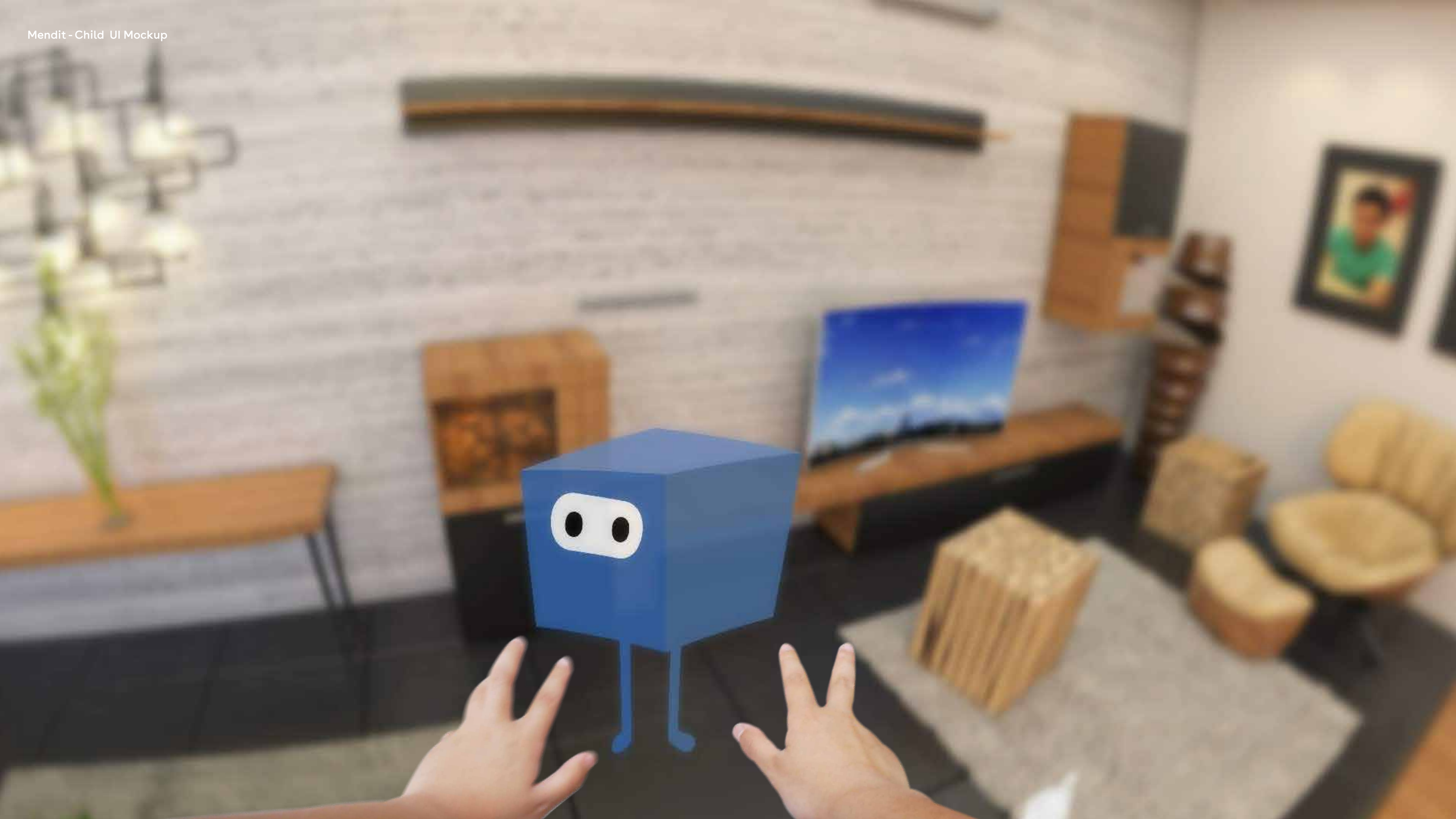
Square Sean



Play!









# 3. Diving Ireland



# 3. Diving Ireland

UX, UI, Web Design

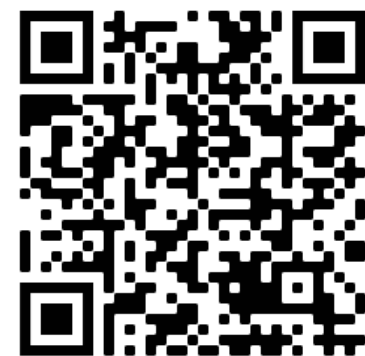
As part of my third year web design module, two of my classmates and I redesigned the website for Diving Ireland, also known as the Underwater Council of Ireland. They are responsible for the governing all underwater sports in Ireland.

A few key insights we had from a survey of their userbase was that there was really two key users that we had to keep in mind. Firstly we had the experienced diver/member of of the site that wanted to do specific tasks like check data via the site or manage their membership.

We also had the second type of user that was new to diving and just wanted to learn more about the sport in Ireland and how they could get involved.

This insight was key to how we broke up the different sides of the site.

You can also see a short video of how the website flows from the QR code or URL below.




<https://youtu.be/TqcobfOkozU>

When it came our proto personas, they were based on a small survey of their user base, from this we defined two key users. First we had the long term user who was already a member of diving Ireland, who came to the site for tidal info, calendar events and checking up on their membership status. The second type of user was that of an unexperienced diver who was just getting into the sport, wanting to learn more about the community, what gear they might need and all levels of beginner info.

11/7/2019 Jack | Triple U Edit | Xtensio

Triple U Jack + Add People Upgrade 55

Jack Adams



*"I love being outdoors and exploring, its my favourite thing to do in my spare time, i wish there was an easy way to try diving for the first time before i go and buy all the gear"*

curious conscientious  
social-able adventurous  
open minded bold

### Motivation

Incentive  
Fear  
Growth  
Power  
Social

### Goals

- Wants to learn more about the impact we have on the environment and the seafloor
- Wants to experience the thrill of the great outdoors more often
- Wants to learn to dive, loves outdoors activities

### Frustrations

- Can't find out how to join, or where

### Brands & Influencers


YouTube, alpro

https://tripleu.xtensio.com/edit/q3sfo1#new 1/2

11/7/2019 Deirdre | Triple U Edit | Xtensio

Triple U Deirdre + Add People Upgrade 55

Deirdre Molloy



*"I had an easier way to plan my dives, and get out of the house more often with my family, that would be a great addition to my life."*

Age: 43 years old  
Work: Manager at Post Office  
Family: Married, kids  
Location: Dun Laoighre  
Character: Explorer

determined caring curious  
conscientious social-able

### Motivation

Incentive  
Fear  
Growth  
Power  
Social

### Goals

- Wants to be a more active member of her diving club
- Wants to invite more friends and family to try diving
- Wants to progress her diving career

### Frustrations

- Difficult to find information relevant to her
- No good way to plan her dives
- the quality of the site makes you question the quality of the services provided by the Irish underwater council

### Brands & Influencers

AVOCAM&S

https://tripleu.xtensio.com/edit/qmqmfmymy 1/2

11/7/2019 Jack | Triple U Edit | Xtensio

Triple U Jack + Add People Upgrade 55

Work: full time student  
Family: single  
Location: Dublin City, Donabate  
Character: Explorer

### Personality

Introvert Extrovert  
Thinking Feeling  
Sensing Intuition  
Judging Perceiving

### Bio

Jack is a 22 year old full time student, he's studying business in DCU, he doesn't find a lot of spare time for himself but when he does he loves to be outdoors, enjoys hiking, rock climbing, surfing. Diving seems like the next logical sport for him to try. He loves the thrill of the outdoors.

*Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.*

### Traditional Ads

Online & Social Media  
Referral  
Guerrilla Efforts & PR

https://tripleu.xtensio.com/edit/q3sfo1#new 1/2

11/7/2019 Deirdre | Triple U Edit | Xtensio

Triple U Deirdre + Add People Upgrade 55

Thinking Feeling  
Sensing Intuition  
Judging Perceiving

Deirdre is a 43 year old woman. She has three children and a full time job as a post office manager. She dives in her spare time on the weekends. She finds her job a bit monotonous and she wanted something more exciting to do in her spare time so she took up diving as a hobby five years ago.

*Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.*

### Traditional Ads

Online & Social Media  
Referral  
Guerrilla Efforts & PR

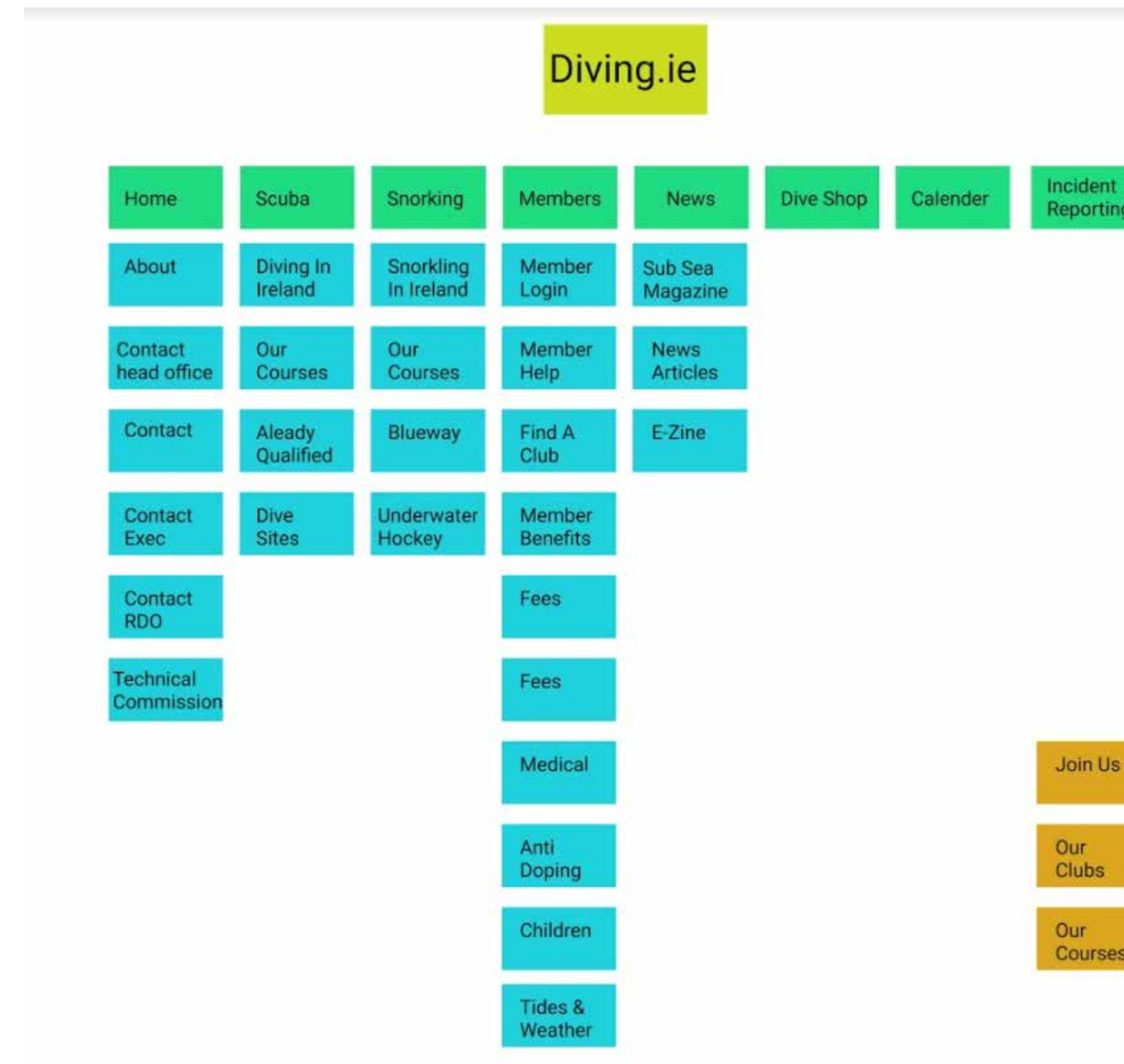
https://tripleu.xtensio.com/edit/qmqmfmymy 1/2



## UX Research - sitemap

The sitemap was where we started when it came to the first steps of redesigning the diving ireland website. Their old system was cluttered, things weren't where you'd expect them to be, and generally it wasn't very user friendly with long drop down menus.

Our proposed site map split the site into two main sections based on our user research.



We also did a usability heuristic evaluation of the website, in order to ascertain what was working and what wasn't when it came to usability. It was a very useful exercise for us, and all though the website failed in nearly all categories it gave us examples of what not to do.

# Usability Heuristics

## 1. Visibility Of System Status

There is absolutely visibility of system status, no change of indicators occurs when the user clicks on a new page. No loading icon, no major change to the design or page that is loading.

When you click on a new page, you're not even sure you've done so as there's no big change between the pages, all the type looks relatively the same at a glance.

The only system status change that exists is the nav bar highlights the current tab you're in, not the current page, even at that the highlight is really light and not very visible at all, to the user.

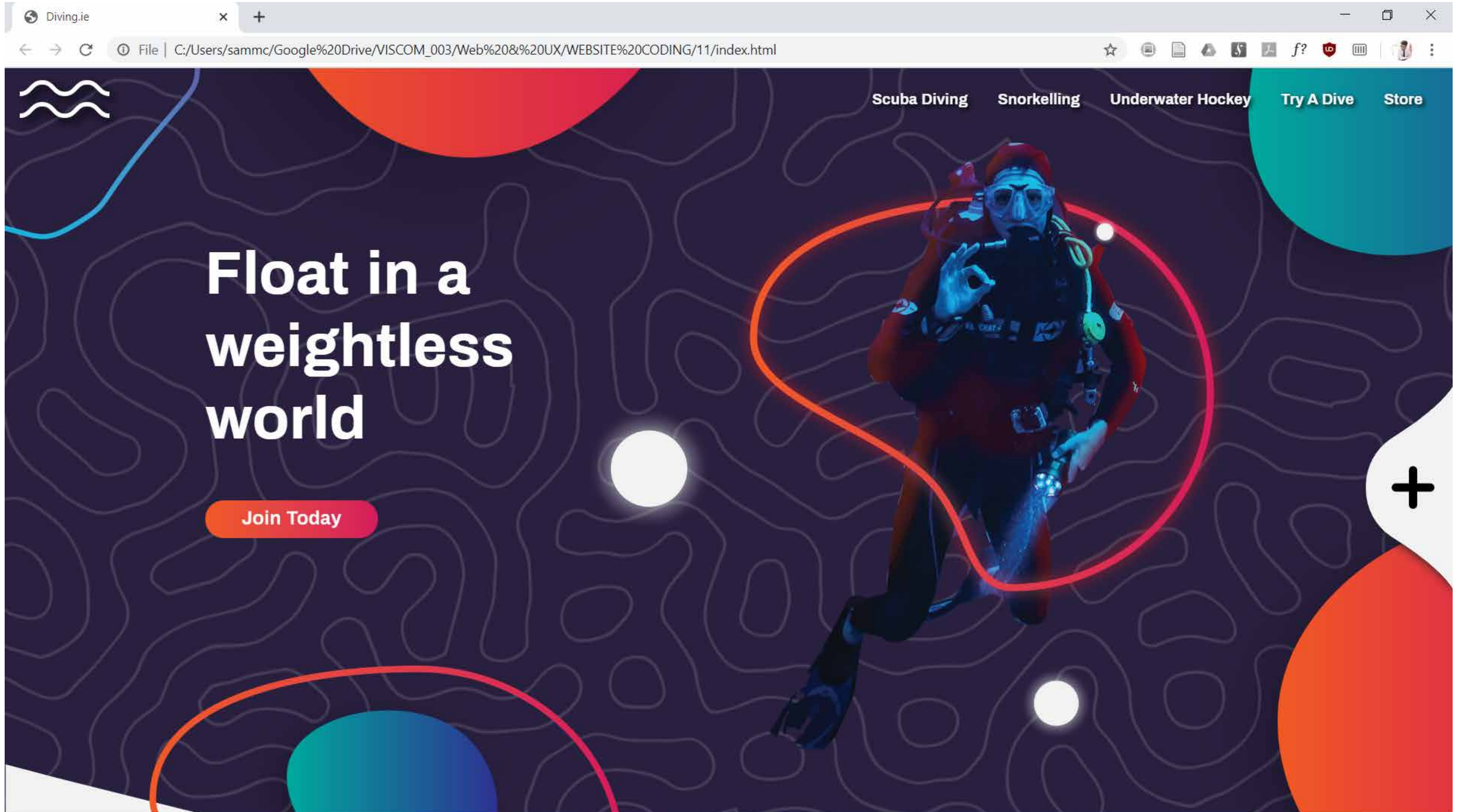
## 2. Matching between the real world and the system

Not a whole lot of matching between the real world and the system, they do it a little bit in their copy writing but even that it's pretty basic. The website design overall doesn't feel like it's something that portrays the outdoors and adventurous nature of diving and snorkeling. It's a very cookie cutter website, a template borrowed from innumerable websites across the net.

## 3. User Control & Freedom

No easy way to go back through the pages that you've previously been on, other than using the back button on the browser itself. No indication of where you are within each tab group. No easy way to click through the multiple options within each tab group.







The screenshot shows a web browser window with the URL `C:/Users/sammc/Google%20Drive/VISCOM_003/Web%20&%20UX/WEBSITE%20CODING/11/index.html`. The website header features a logo of three white wavy lines on the left and a navigation menu with the following items: [Scuba Diving](#), [Snorkelling](#), [Underwater Hockey](#), [Try A Dive](#), and [Store](#). The main content area has a dark blue background with a pattern of white wavy lines and a central image of a scuba diver. The text **Float in a weightless world** is prominently displayed in white. Below this text is a red button labeled **Join Today**. On the right side, a white sidebar menu is open, containing the following items: [Calender](#) (with a calendar icon), [Ranks](#) (with a star icon), [Dive Sites](#) (with a location pin icon), [Gallery](#) (with a photo icon), [Member Login](#) (with a person icon), and [News](#) (with a newspaper icon). A plus sign icon is visible on the right edge of the sidebar, and a close button (X) is in the top right corner of the sidebar.



# Store

Home / Store

Shopping cart



Diving Ireland Beanie

**€9.99**

Lorem ipsum dolor sit amet,  
consectetur adipisicing elit. Amet



Diving Ireland Grey Jacket

**€29.99**

Lorem ipsum dolor sit amet,  
consectetur adipisicing elit. Amet

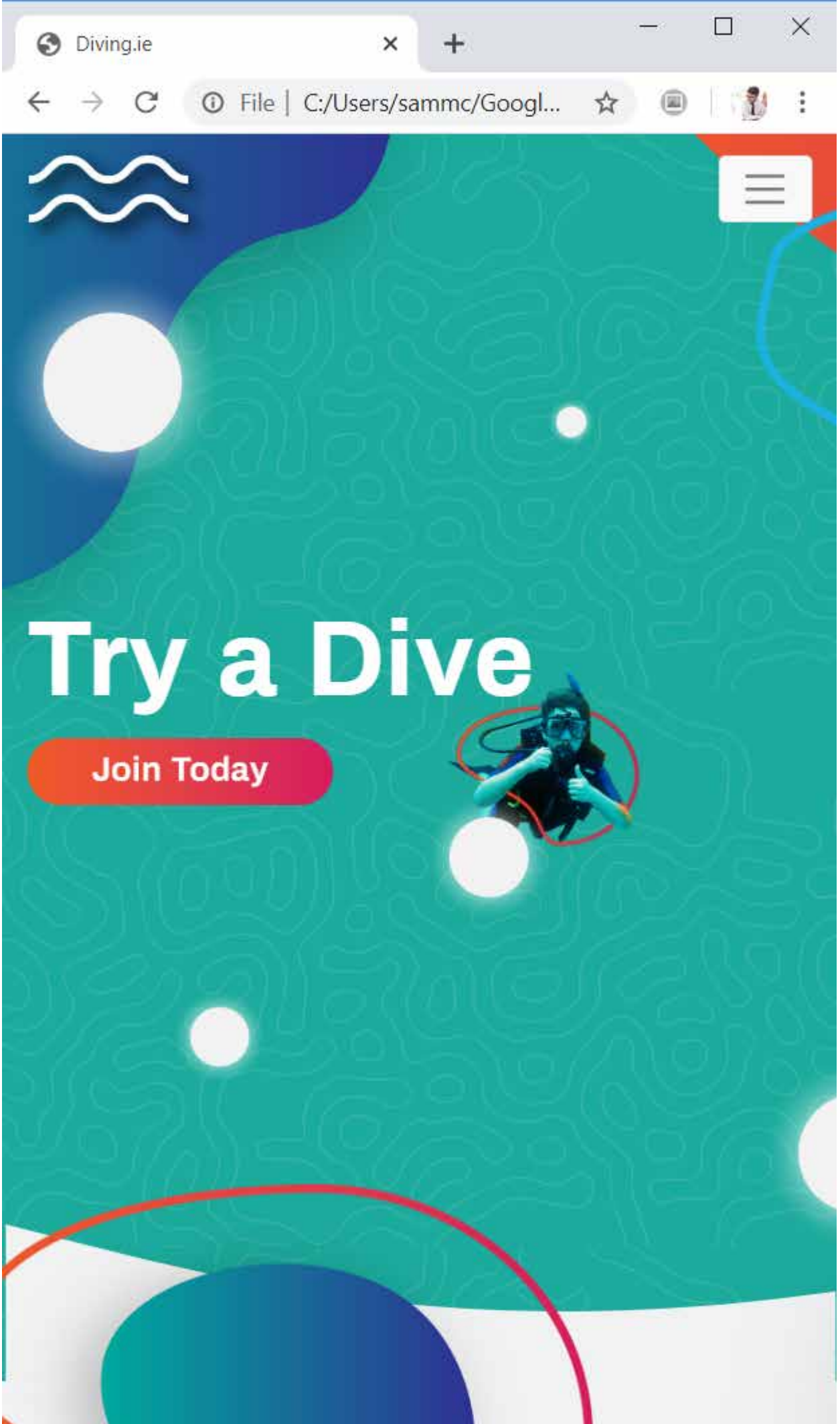
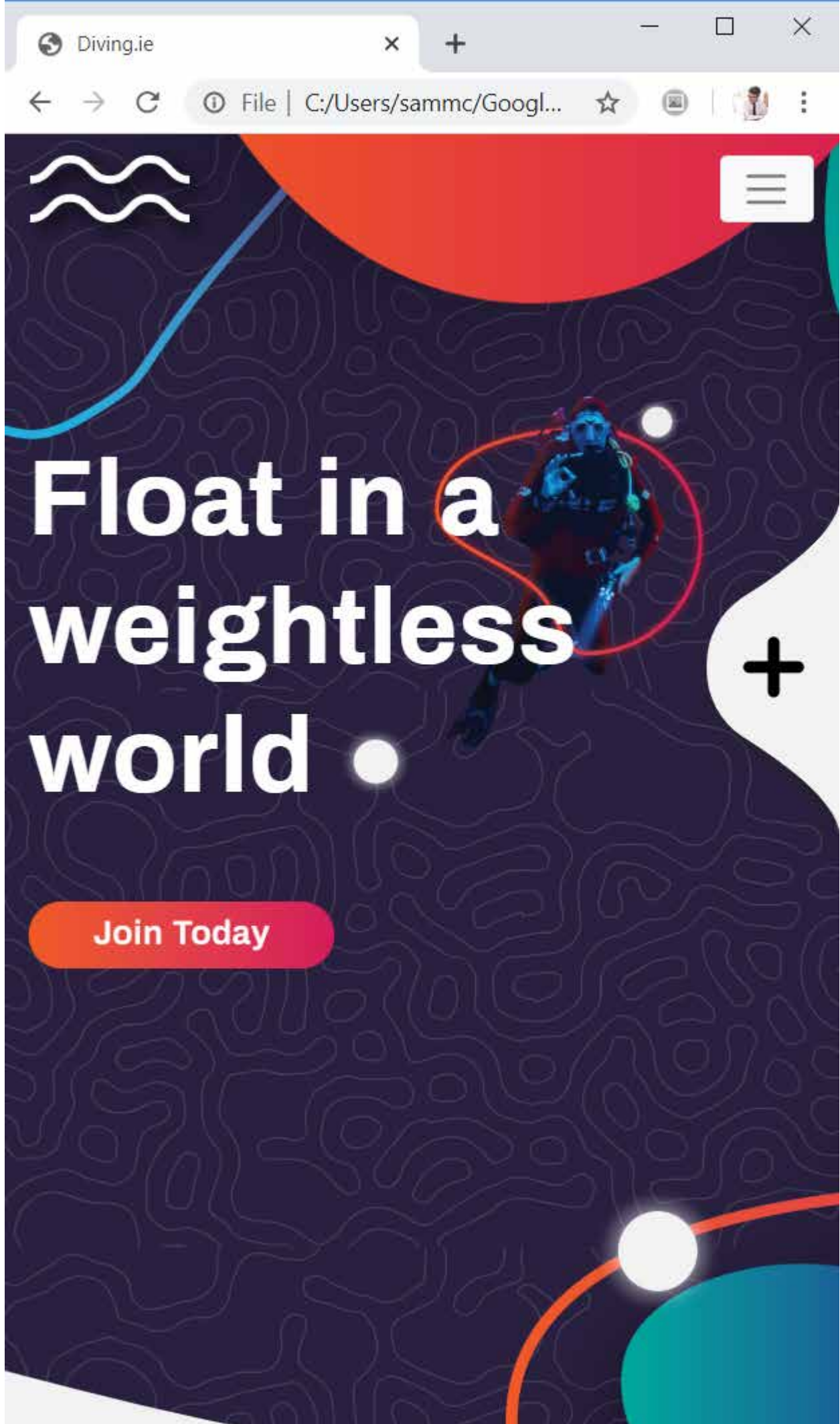


Diving Ireland Navy Blue  
Fleece

**€29.99**

Lorem ipsum dolor sit amet,







# Thanks for looking!

Contact me at:

[Sammc1999@gmail.com](mailto:Sammc1999@gmail.com)

0833282219

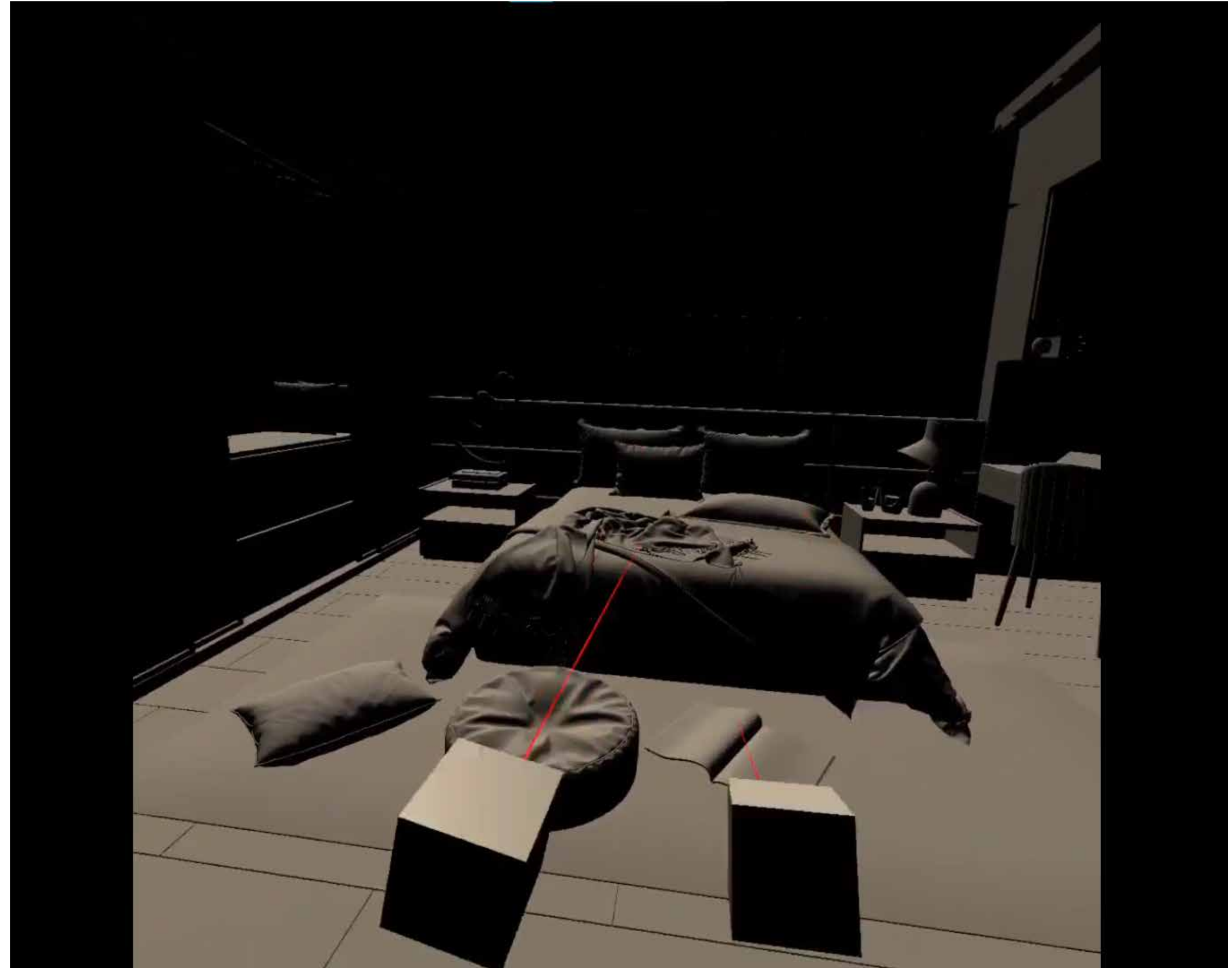
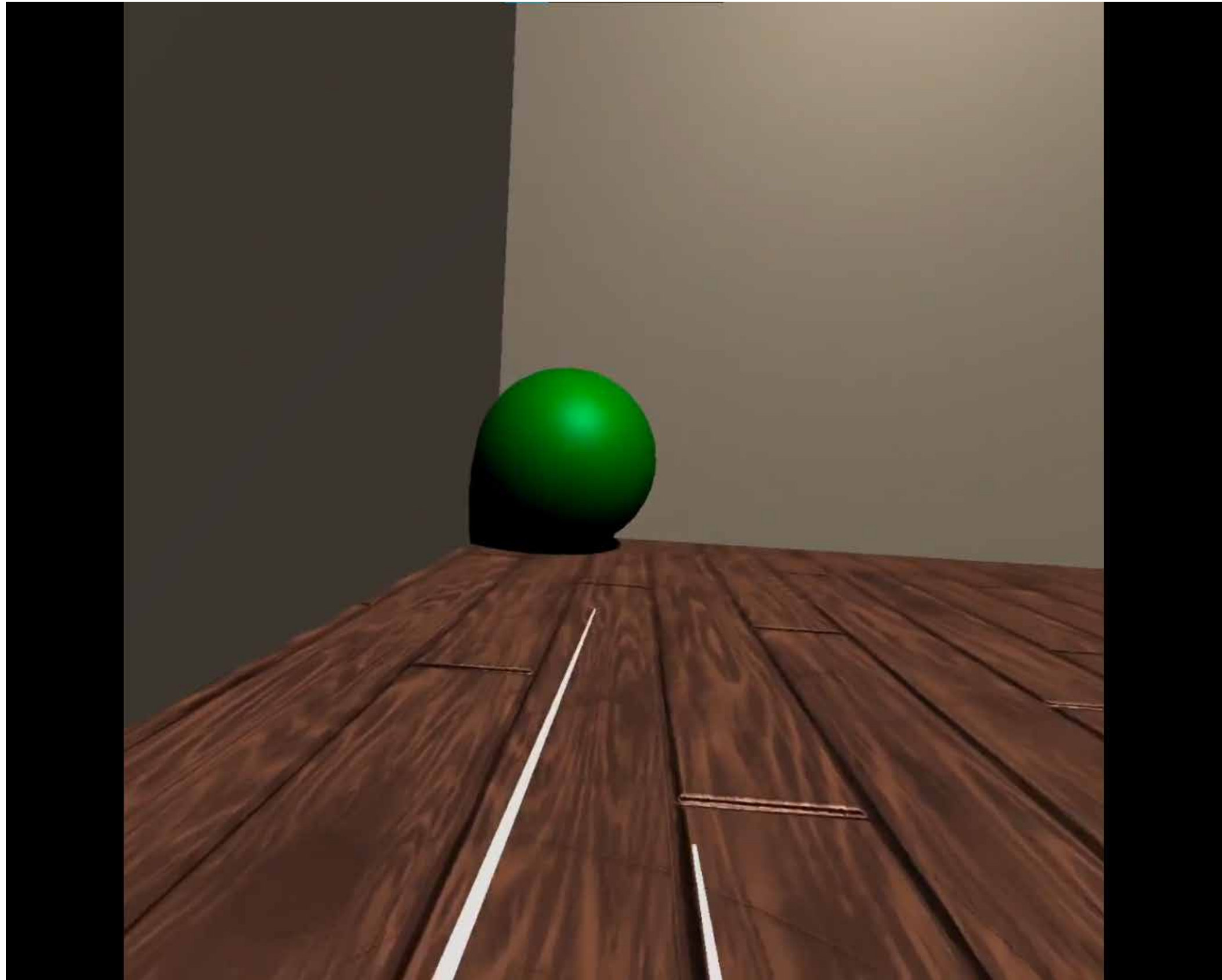
bonus project on the next page!

# 4. Bonus Project!

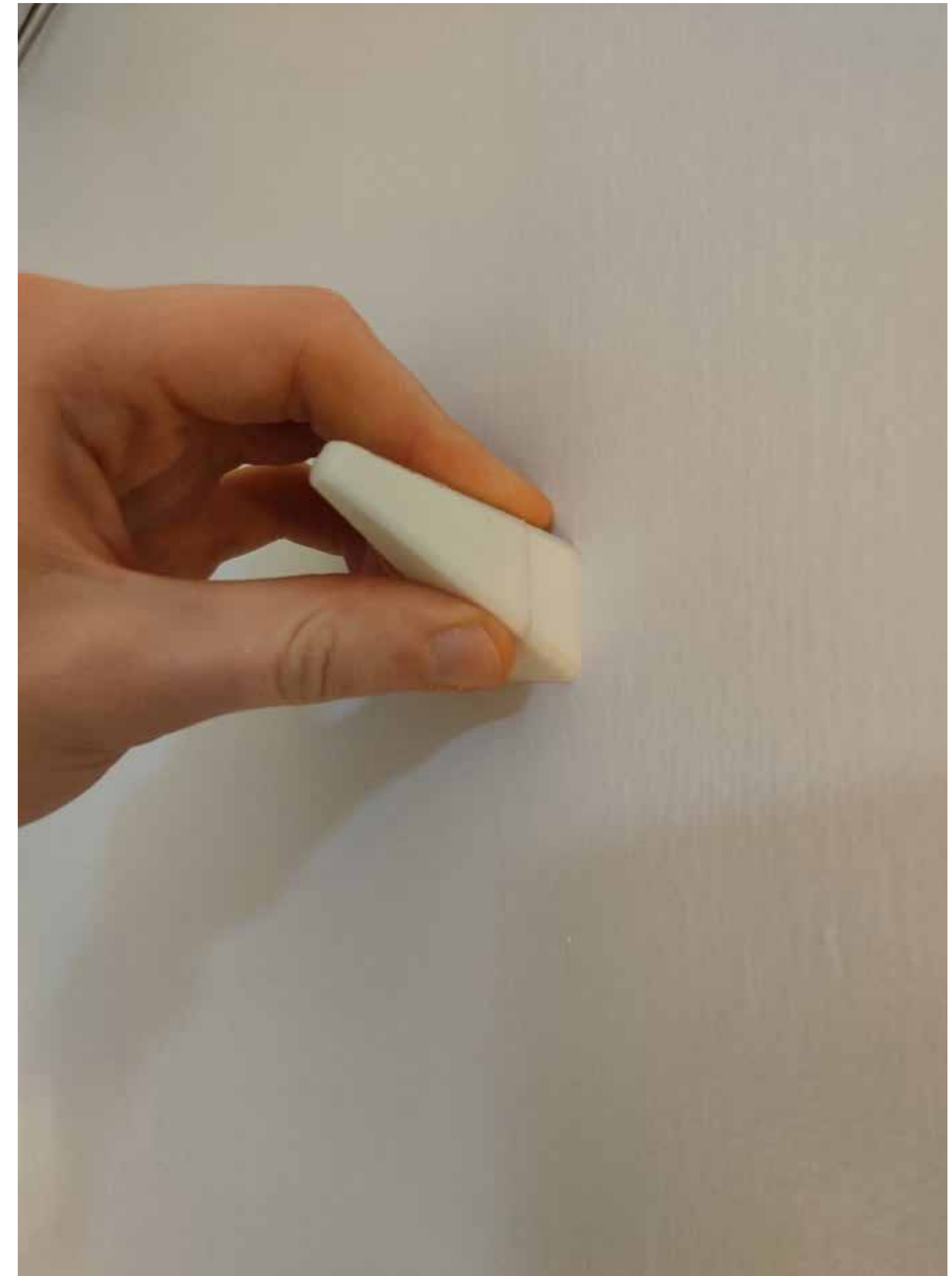
VR development & 3d Printing



I'm also really interested in the development of future tech and the implications that these technologies would have on UX and UI design. Specifically I've been learning how to develop for unity and VR.



Recently I've been learning 3D modelling for use in 3D printing, solving little problems around my house, fixing or repairing stuff that would be otherwise unrepairable.





**The end,**  
For real this time!