

*Class #11*

# DIGITAL MEDIA FOUNDATIONS

*Class #11*

# USER EXPERIENCE

# Today's agenda

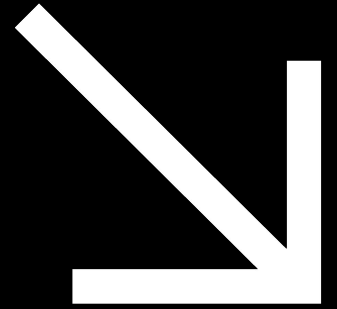
**Wireframes & Sketches**  
(recap from last week)

**User Experience (UX) Basics**

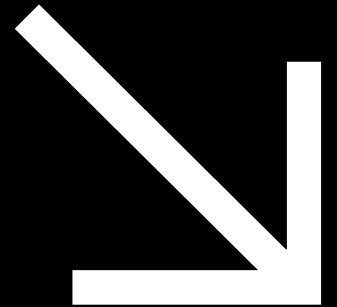
**Homework reviews**

**Your homework: Finalize your work!**

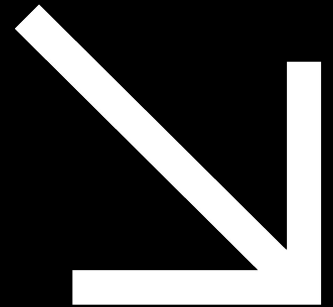
# Wireframes & Sketches



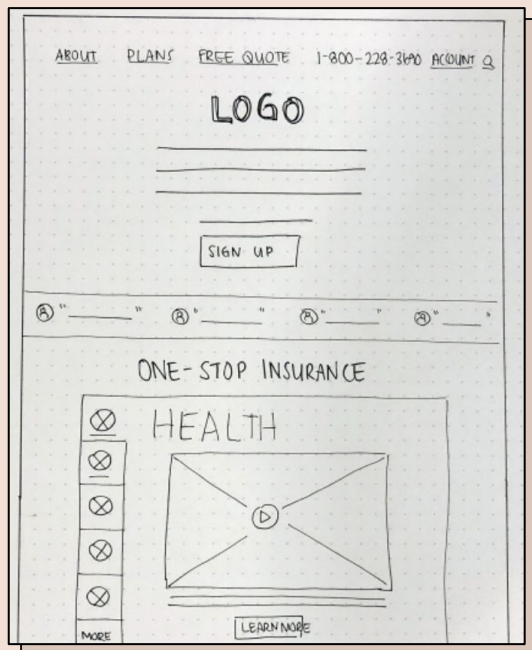
# What are **wireframes**?



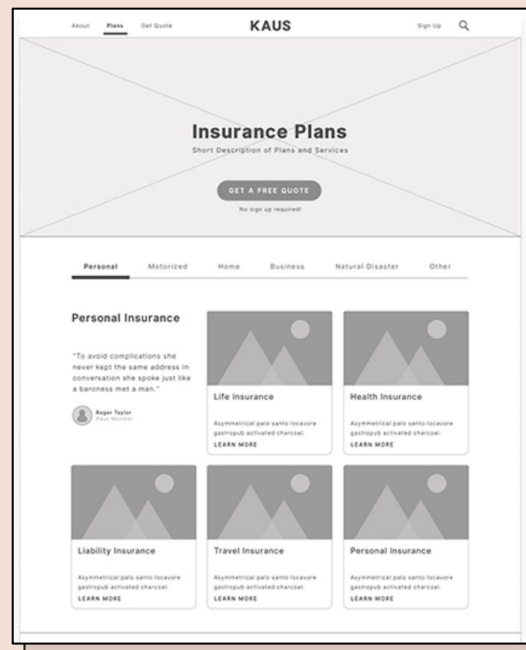
Which **types** of  
wireframes are there?



# LOW FIDELITY



# HIGH FIDELITY



# CORENTIN IS A DESIGNER AND DEVELOPER

CORENTIN BERNADOU IS A 25YO FRENCH INDEPENDENT DESIGNER AND DEVELOPER BASED IN BRUSSELS (FR), JOINING TO WORK WITH ARTISTS, DESIGNERS, AND CREATIVE AGENCIES, APART FROM BEING A FREELANCE DEVELOPER.



## NEW BASIC HQ. SD-CA 32.7134° N,

02.718

03. DOLCE AND GABBANA

04. PURE IMAC

05. MAD FOR YOU!

06. THESIS ARTIST BOOK

## New Balance® HUF™ Skateboard

An Amazing Event For Rain Brooklyn Fes 2020 Vol Be Smar

Group Therapy

Point Break At Brooklyn 02.01

Showreal 2020

The curve stool created from Walnut

The coffee table created from Cherry

The single chair created from Ash

The American

## New Balance® HUF™ Skateboard

An Amazing Event For Rain Brooklyn Fes 2020 Vol Be Smar

Point Break At Brooklyn 02.01

name menu filters

DAREBIN ARTS CENTRE	CIVIC	2019
GLASSBOOK HOUSE	RESIDENTIAL	2019
HELLO HOUSES	RESIDENTIAL	2018
DOT COMME COLLECTION	COMMERCIAL	2018
MONASH UNIVERSITY STUDENT CAMPUS CENTRE	EDUCATION	2018
FAMILY FRAMEWORK HOUSE	RESIDENTIAL	2018
REGA VALLEY REGIONAL GALLERY	CIVIC	2019
UNIVERSITY OF MELBOURNE NEW STUDENT PLACE	EDUCATION	2017
UNFOLDING HOUSE	RESIDENTIAL	2017
SERTRUDE GLASSHOUSE GALLERY	CIVIC	2016
TWIN PEAKS	RESIDENTIAL	2019
COHUNA SWIMMING POOL	CIVIC	2019
	CIVIC	2018

02.718

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## New Balance® HUF™ Skateboard

An Amazing Event For Rain Brooklyn Fes 2020 Vol Be Smar

Point Break At Brooklyn 02.01

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
000rstuvwxyz

ALL AMBIVENT / NEW AGE ELECTRONICA / DOWNTempo HIP HOP / RNB NEW CLUB UK DANCE / GRIME HOUSE / TECHNO

ACID AMBIENT TECHNO BALANCE HOUSE BREAK BROKEN BEAT CHICAGO HOUSE DEEP HOUSE DETROIT TECHNO DUB TECHNO ELECTRO GARB GRT TO HOUSE HARVEST HOUSE LEFTFIELD HOUSE LUFFFIELD TECHNO MANUAL TECHNO TRANCE

SNYDERS OF HANOVER

EXERCISES

02.718

03. DOLCE AND GABBANA

04. PURE IMAC

05. MAD FOR YOU!

06. THESIS ARTIST BOOK

menu

Ladipiscing elit, sed diam nonummy nibh Lorem ipsum dolor sit amesed diam

filters

- Thumbnail
- List
- All
- Print
- Branding
- Packaging
- Screen
- Environmental
- Misc

Breiten Wildensbuch, 2016

Breiten Wildensbuch, 2016

Zum Baumgarten Beggingen, 2014

Althörnli Tosstal, 2014

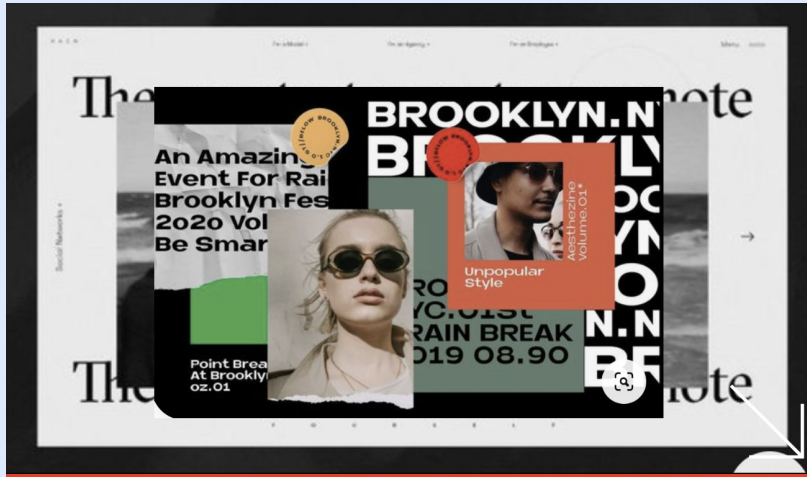
## New Balance® HUF™ Skateboard

04. PURE IMAC

05. MAD FOR YOU!

06. THESIS ARTIST BOOK

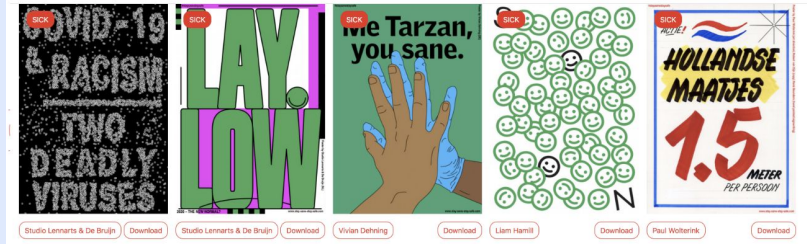




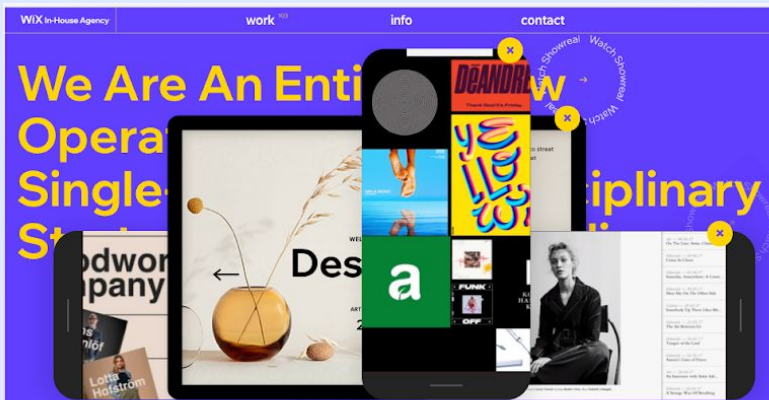
FOR LIFESAVERS      FOR HOME-STAYERS

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Currently at 2094 contributions from 86 countries



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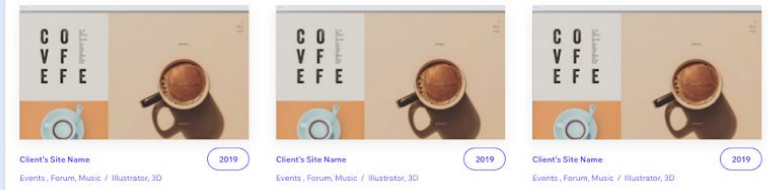


illustar      All Sites   A-Z   Latest

Filter by Product      Filter by Industry

Podcast   Blog   Groups   Online Store   Restaurants   Events   Booking   Music   Video Channel   Forum

We found 87 websites for "illustar"



Client's Site Name   2019   Client's Site Name   2019   Client's Site Name   2019




2021 Artists

Search..

Advertising Papercraft Print Vid

3D Interactive Typography Film

Graphic Design Tv Digital Art V



Baugasm

MAY 7, 2021 | 19:45H Open room

UPCOMING OFF EVENTS  
01:06:03:11

Barcelona — May

Tel Aviv — September

Kiev — June

Barcelona — May

Tel Aviv — September

Kiev — June

# 2021

JOIN OFFF COMMUNITY

Join for a new type of OFFF Barcelona experience — 3 days of online workshops, conferences and more.

May 6\_7\_8 2021

Barcelona

Next OFF

BUY\_TICKETS

19 OCT 2020

re Articals Mor


GET *Teleforti* OFFF

ual surprise for OFFFsters!

Gavin Str

ALL ARTISTS

19 OCT 2020



ents Two New Speakers

ona 2021!

Z By Hip Pisen

For Offf Barcel

READ MORE

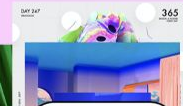
OFFF Memb

n the Know

19 OCT 2020

OFFF Academy

Join for a new type of OFFF Barcelona experience — 3 days of online workshops, conferences and more.



APPLY

YOUR NEW ARTI

OFFF Agenda

May 3 May 4 May 5 May 6 May 7 May 8

WORKSHOPS VISITS OTHER AL

08:30-09:30 Open room

Workshop

Superdimension 3.0 a 3D workshop with boldtom & slurp tv

08:30-09:30 Open room

Schedule


Alex Trochut & More (Z by HP)

08:30-09:30 Open room


Workshop

EditorX Workshop

Discover —OFFF Artists



Serial Cut™



MAY 7, 2021 | 19:45H

Why is Gamora? A question that has haunted Albert Exergian, an art director and graphic designer from Vienna, Austria, ever since it was

JOIN OFFF COMMUNITY

Join OFFF Community to get exclusive content, events and offers

NAME /

NAME /

NAME /

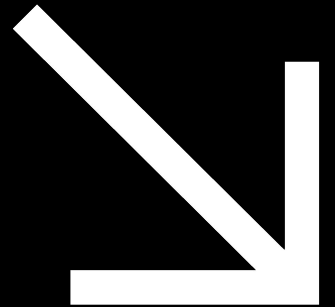
JOIN

BUY\_TICKETS

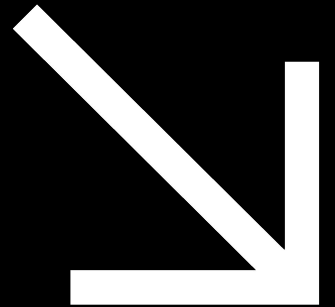


**TODAY:**

**User Experience  
(UX) Basics.**

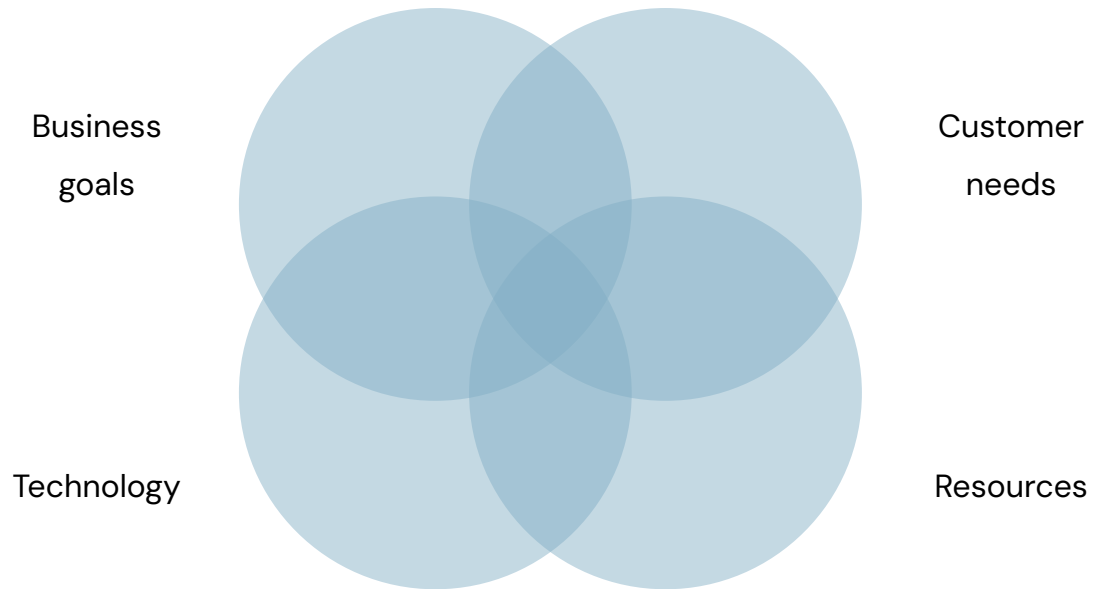


# What do you know about UX?

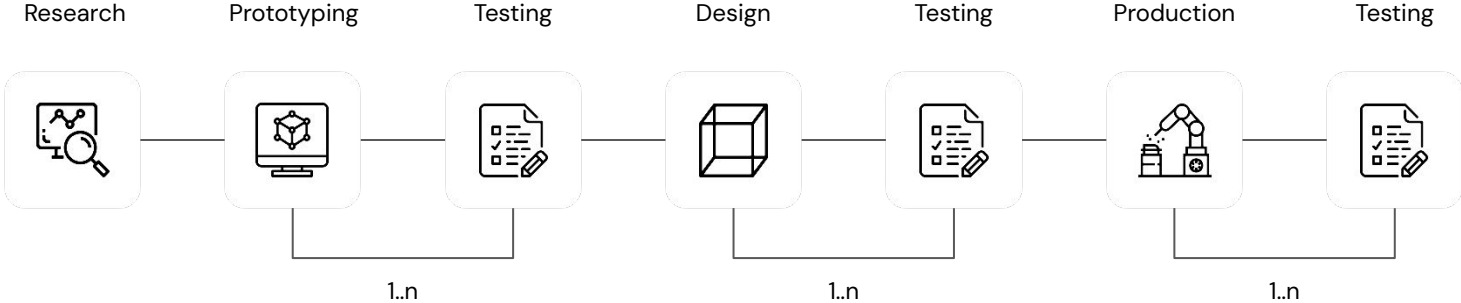


# **Web as a tool**

How to make a good tool?



# How to make a good tool?



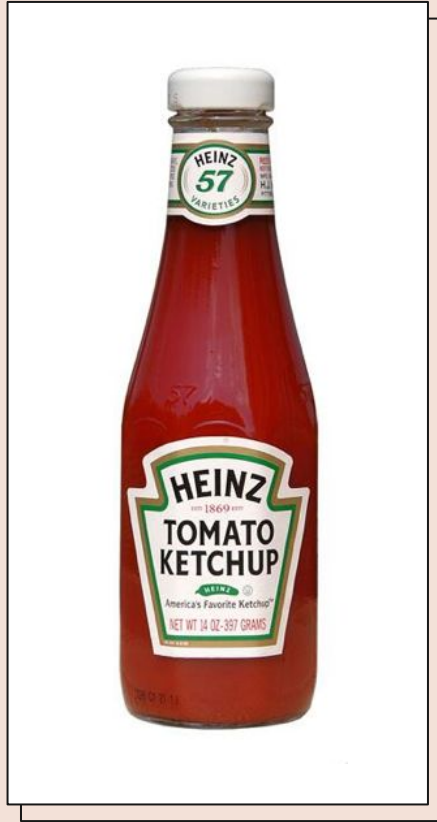


# User Experience









**UI ≠ UX**



- UX design

is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.



User Experience

Design

UX Research





# Persona

## JUKKA RÄISÄNEN



Occupation Leadership and Business Student

Location Tampere, Finland

Nationality Finnish

Age 21

*“Reading news  
makes me well informed  
and enriches my knowledge”*

### BIO

Jukka is a 3rd year student doing his bachelor in Leadership and Business at TAMK. He likes to read news online whenever he has time, especially in the afternoon after school. His main interests are about global news, economy and local news happening in Finland. Usually when he finds something interesting or controversial, he shares that on Facebook or Twitter, or sends private message to relevant people via Whatsapp.

### SOURCES

- Yle
- MTV
- Helsingin Sanomat
- Iltalehti
- Ilta sanomat
- Kauppalehti
- Youtube
- Reddit

### MOTIVATION

He craves for new knowledge everyday and want to be a person that knows things and able to show his knowledge in daily conversation with other people. He is also active in social media.

### NEEDS/ DESIRES

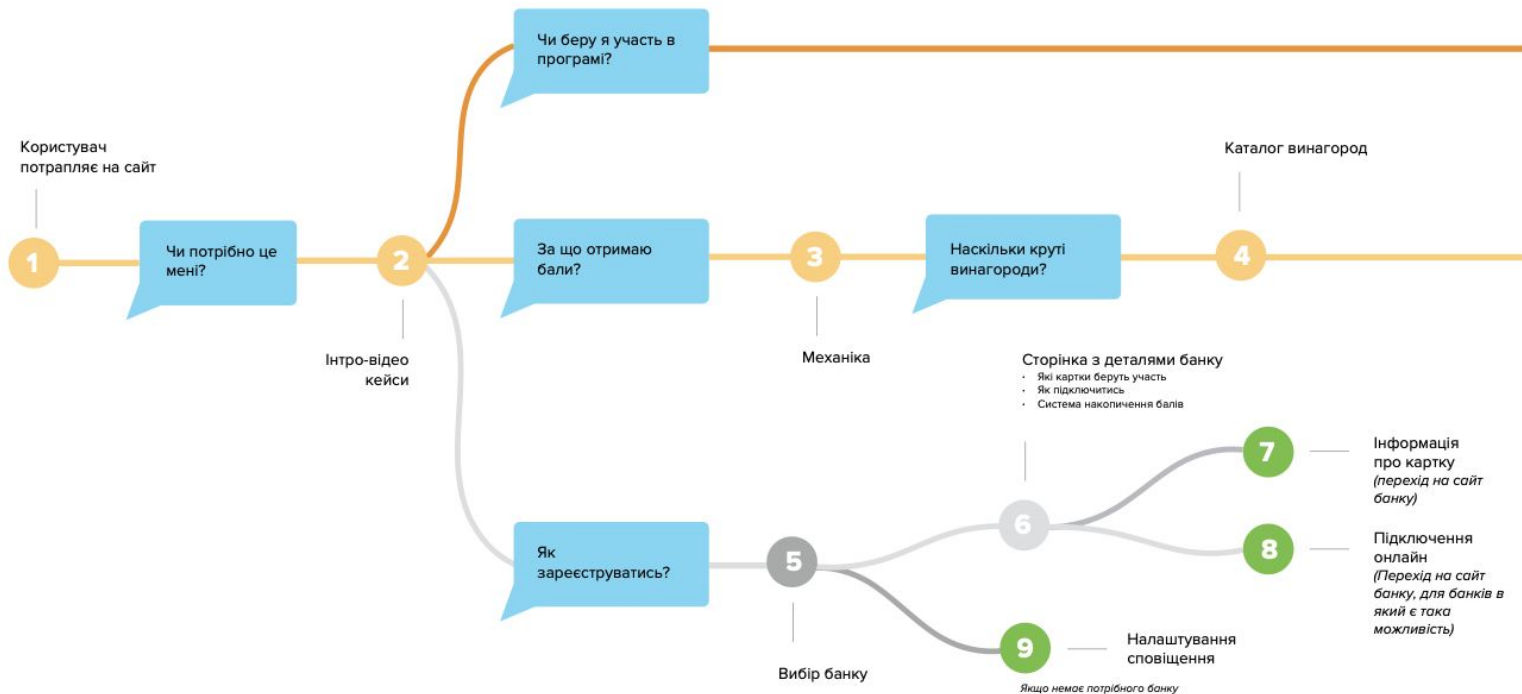
- Staying update about what happening in the world and involving in daily conversation.
- A single place for reading reliable and diverse news, sharing with friends or reading news that friends have recommended.

### FRUSTRATION

- Time consuming of reading from many resources.
- Too much noise from social media.
- Unreliable news.

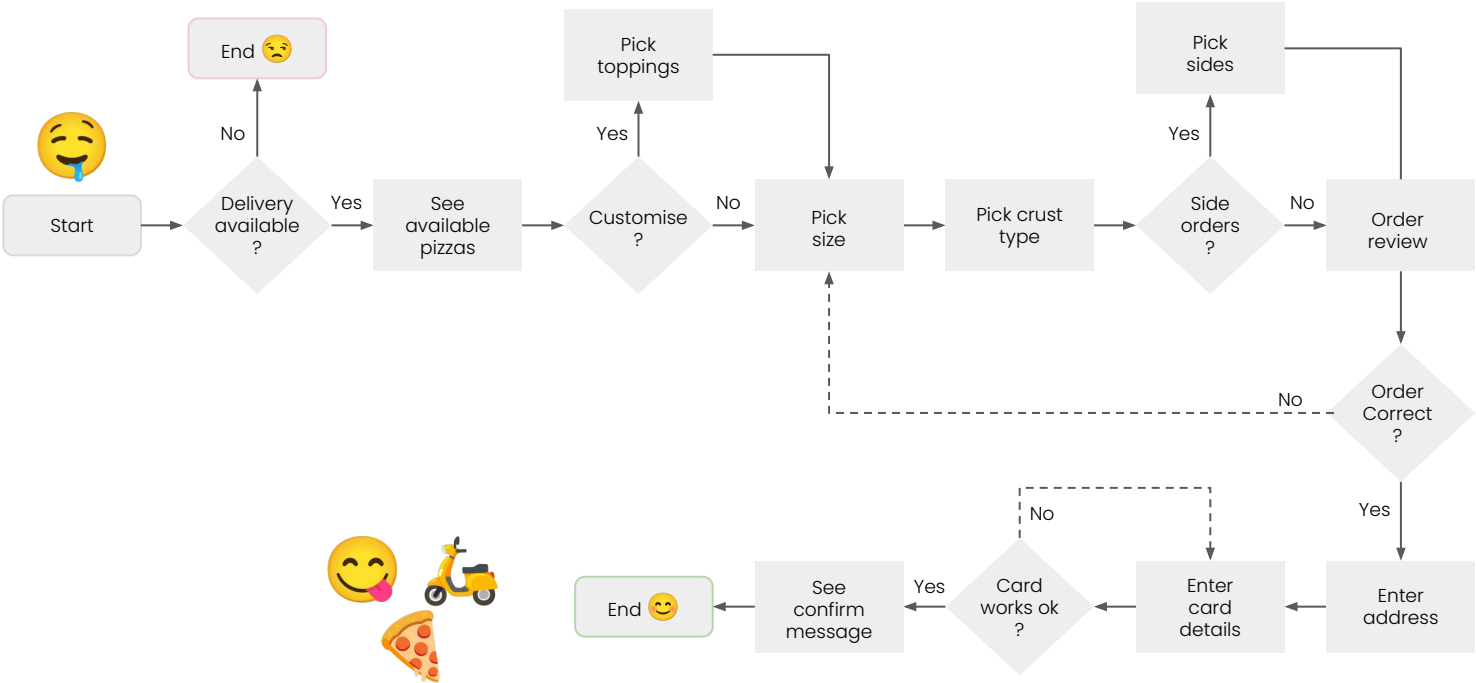


# UX flow



Let's try to create a UX  
Flow for a Pizza Delivery

# Pizza UX Flow



Goals  $\neq$  Tasks



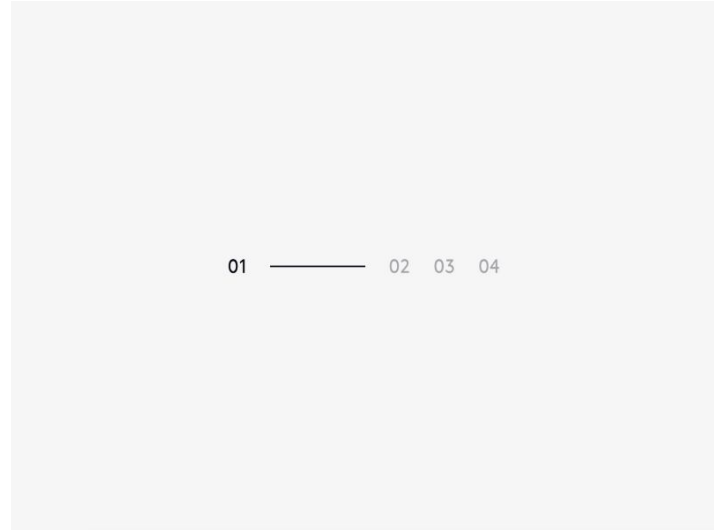
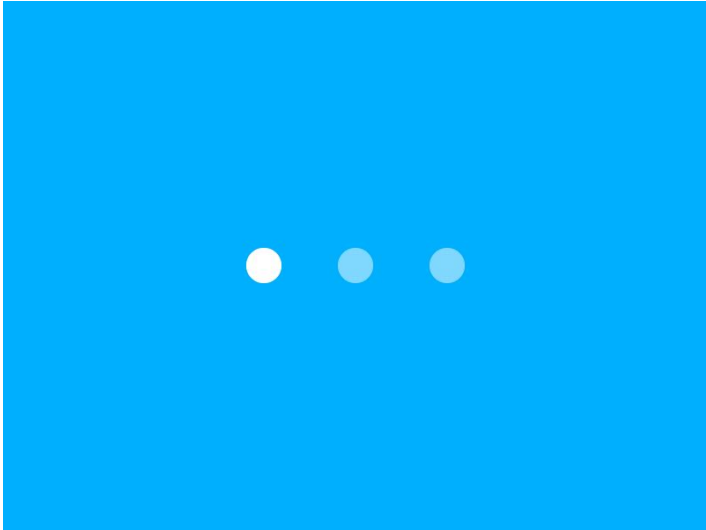
# User Interface



# Components



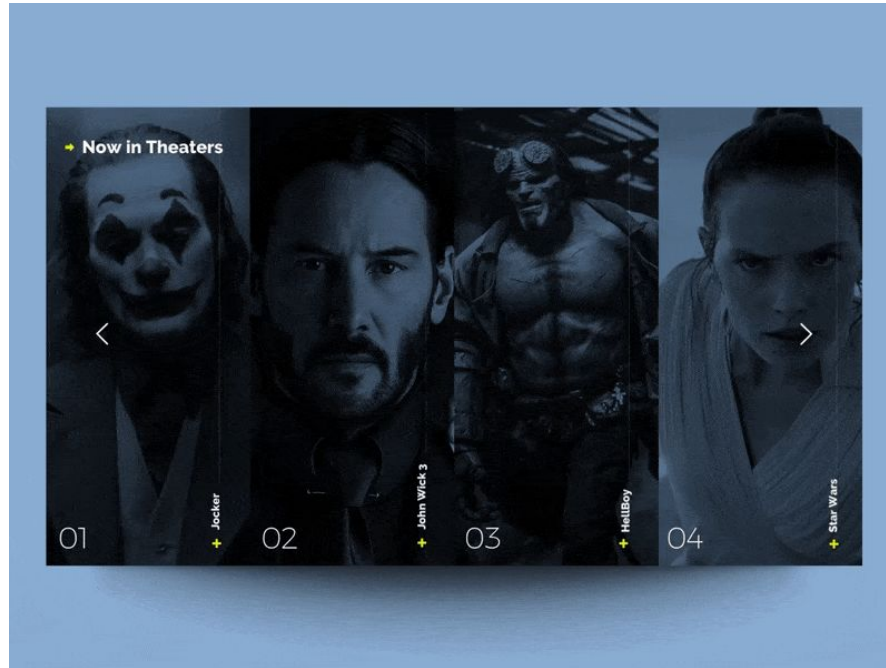
## Navigational Components



## Informational Components



# Containers



# Navigation

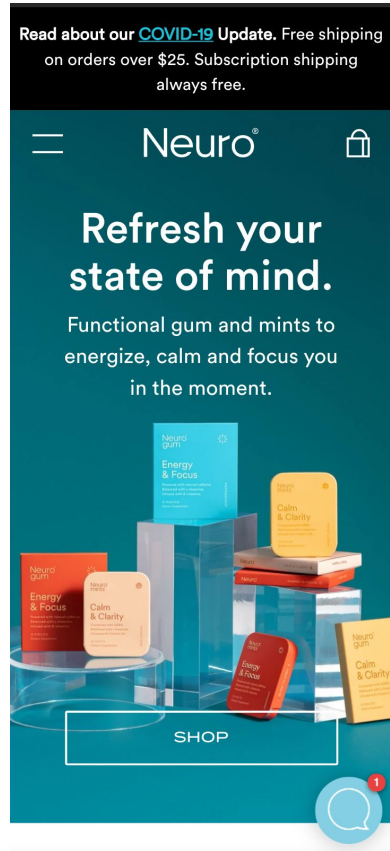
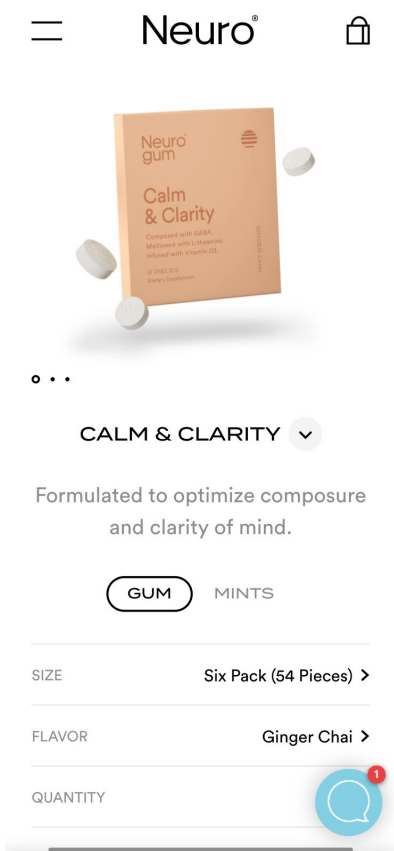
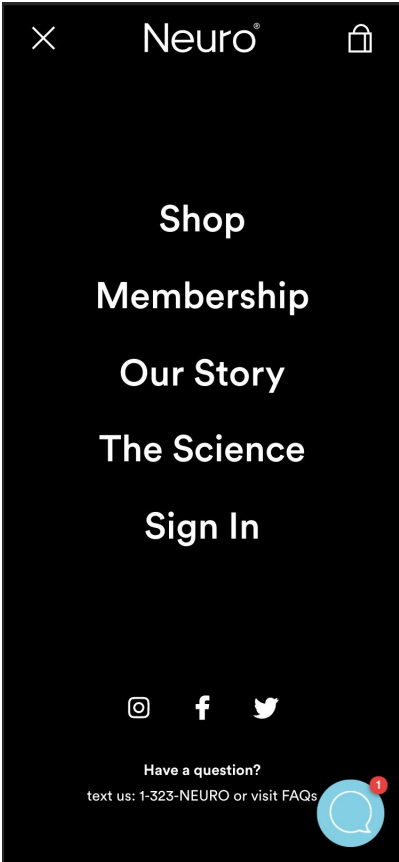
Experiment

**NN/g**

**Logo  
Placement**

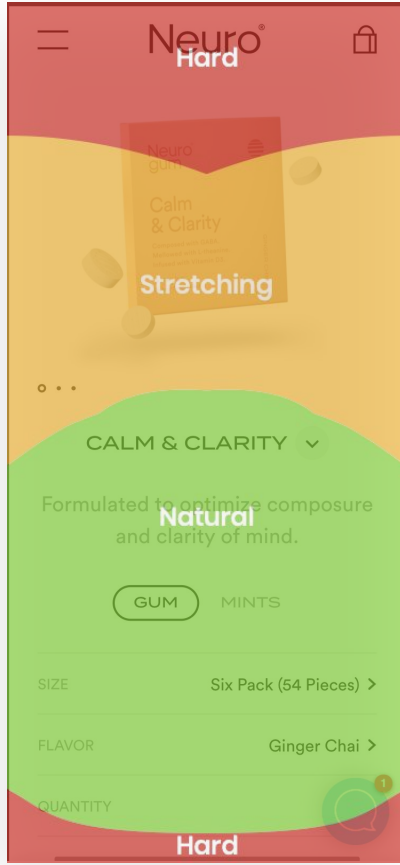








Left Hand



Combined



Right Hand



[shop](#)

Martine  
rose

[ARCHIVE](#)

[ABOUT](#)

[CART](#) —   
GBP

[HELP](#)

4

Content

Example #1



FASHION BEAUTY COLLECTIONS SELECTION



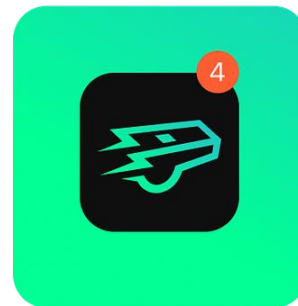
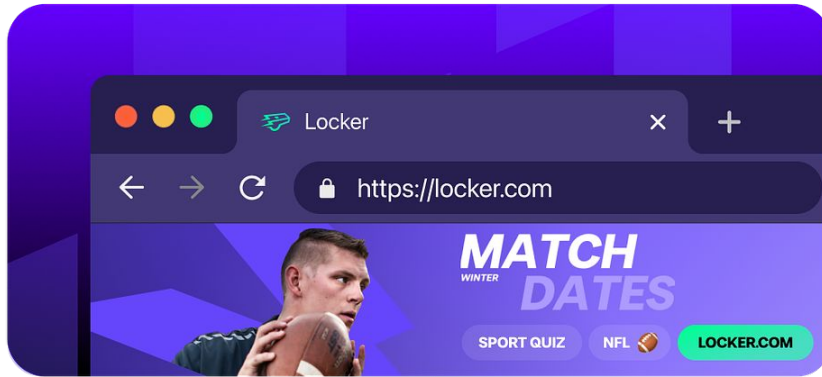
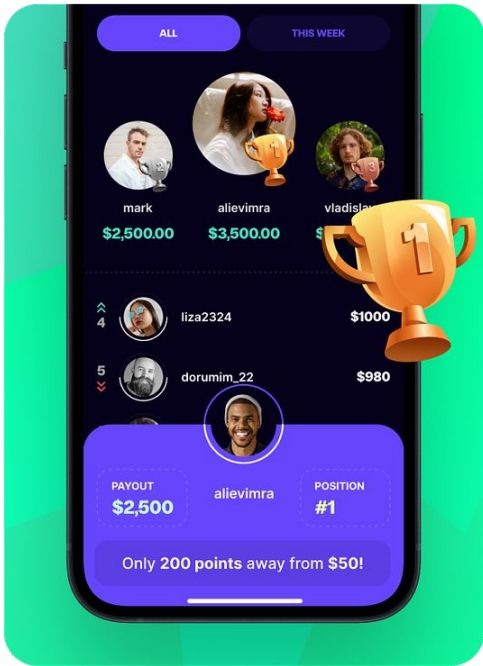
FEATURED

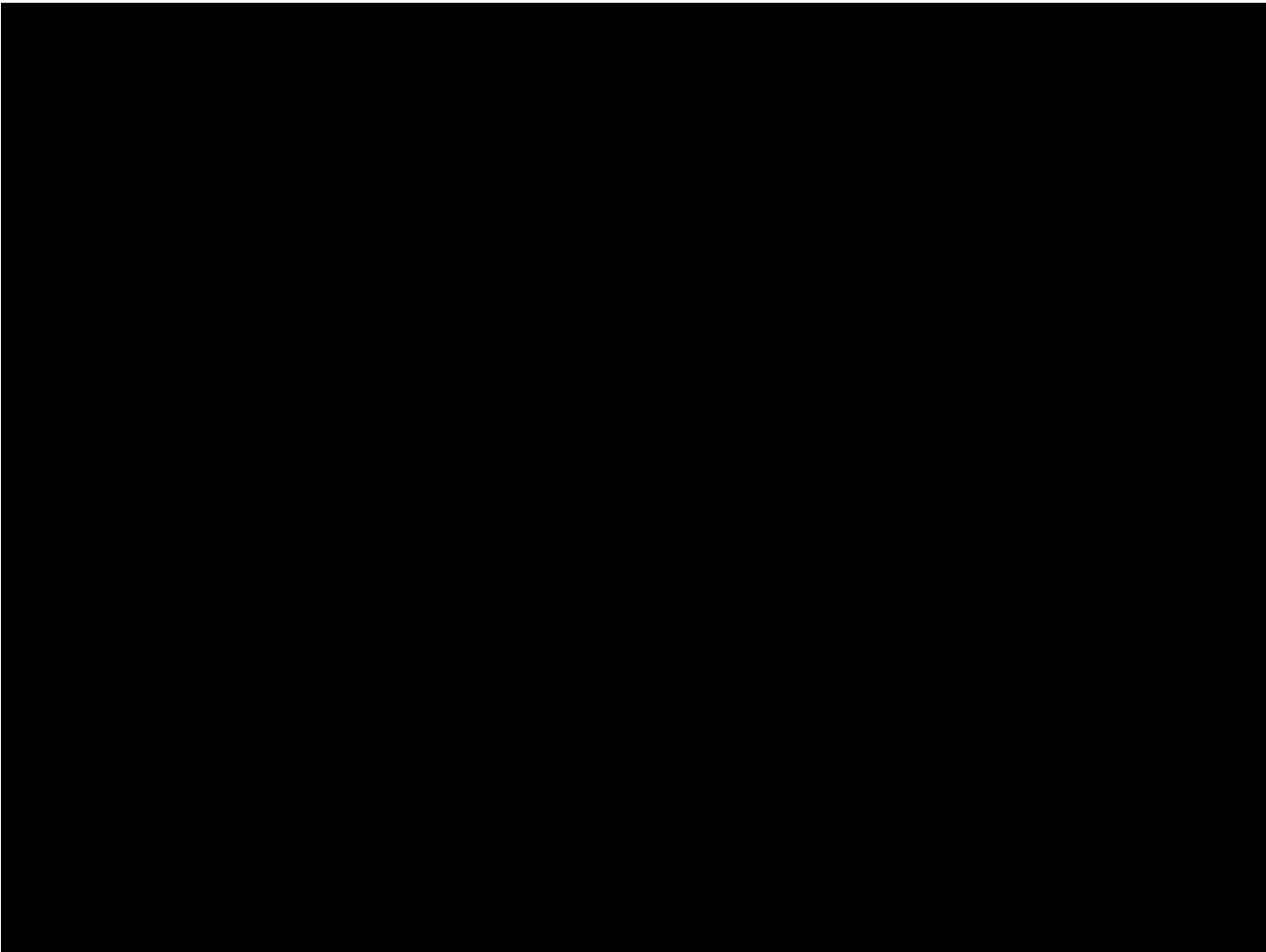
Dada (Editorial) – Kamilla Hanapova



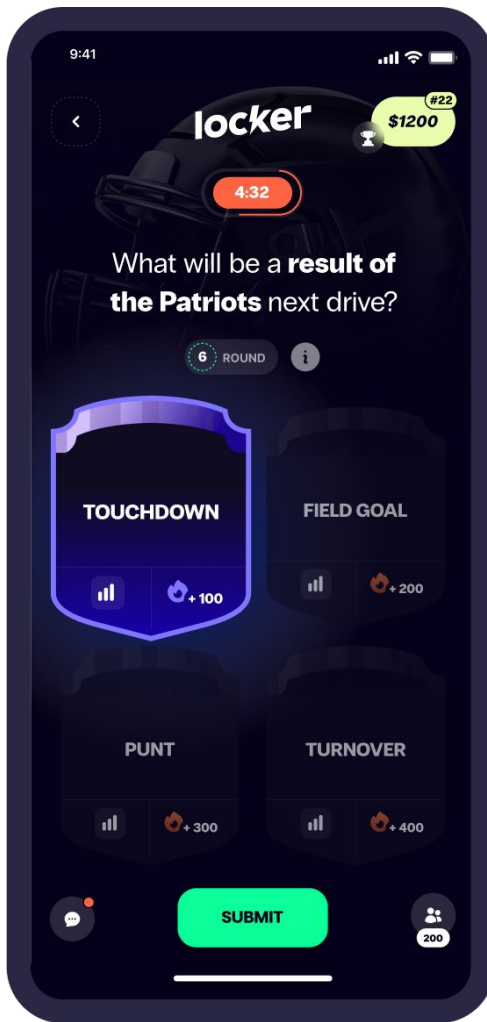
Example #2

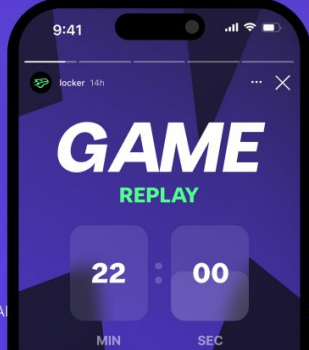
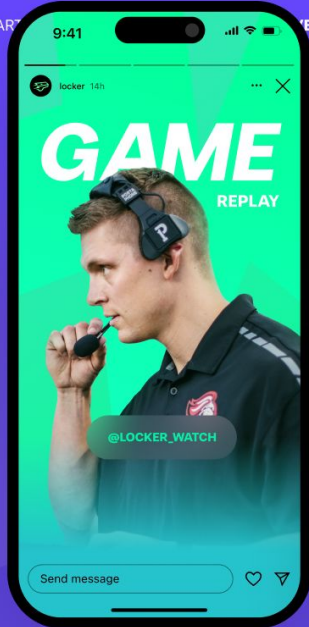
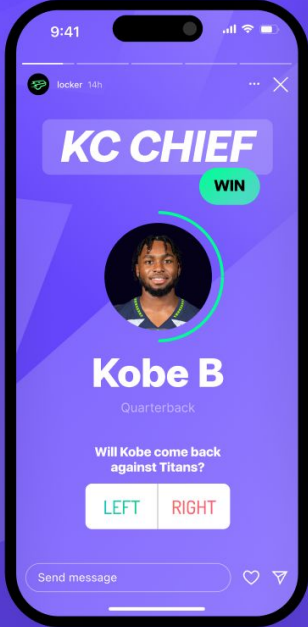
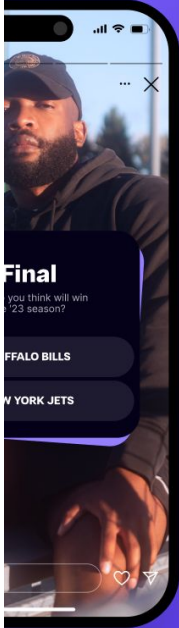






TRASH TALK OR  
PLAY NICE AS  
YOU MAKE  
YOUR WAY TO  
THE TOP







Tap In 28w



## MARKETING ANALYST PROGRAM



### ARE YOU A COLLEGE STUDENT LOOKING TO GAIN EXPERIENCE IN SPORTS MARKETING?

- ✕ Get hands-on experience crafting marketing campaigns that make an **impact**.
- ✕ Work with a **globally recognized brands** and elevate your career prospects.
- ✕ Collaborate with **athletes and sports influencers**.
- ✕ Gain exposure to the world of online sports betting while **building relationships** with industry leaders.

### 2023/24 SEASON PRIZES

2X NFL PLAYOFF TICKETS

TRIP TO LAS VEGAS  
FOR SUPERBOWL LVIII

NFL LAZY BOY CHAIR

CHAR-BROIL GAS GRILL

UGGS

PS5

BELLA PRO AIR FRYER

+ HUNDREDS OF DOLLARS IN  
BEST BUY, SEPHORA, NORDSTROM, ALO OR DICK'S  
GIFT CARDS

Reply to playlockerlive...



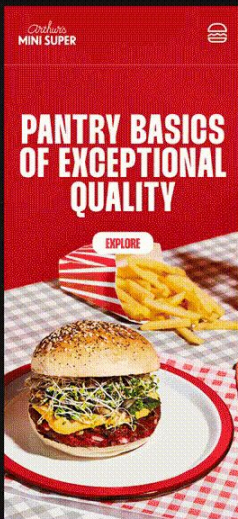
Example #3

Doritos  
MINI SUPER

SHOP ABOUT OUR DAILY SPECIALS

OUR MENU

00 **MON - FRI** 08



*Arthur's*  
**MINI SUPER**  
GOOD FOOD

# MINI SUPER LOVES YOU

**MONDAYS – FRIDAYS: 07h30 – 16h00**

**WEEKENDS & HOLIDAYS: 08h00 – 14h00**

–

**MINI BAR:**

**TUESDAYS – SATURDAYS: 16h00–22h00**





What did you learn from  
these examples?



# Content

## Check

what you have

## Think

what you can create

## Make sure

your customer can maintain it

## Get

the best out of what you can afford



Narrative

- ■ Until you actually hear the story of somebody and you can understand their experience, until that moment you don't even understand what you're talking about

Ira Glass



Away

Finally, get your dusty  
AirPods cleaned.

↓ Scroll down

# Passione



Vouchers ↗



Italian survival kits & aperitive packs on wheels.  
#fuckyoucorona.

---

Shop ↗



Vino

ENSO



B R E A T H E I N

▶ MOVED BY ENSO

MOVE →



**KUB-  
RICK**



5.6.7. July 2024

# WILDE WEIDE

Tickets

EN





# INTELLIGENT MOTOR

AMPLIFY YOUR PEDAL POWER BY 4X

Click to Start Ride



← Previous Feature



Next Feature →

EN

HISTORY

DOURO



PORTFOLIO

WINE ADVICE

# FROM DOURO



Rappi pay

No puedes esperar?

Actívate ya!



# Más que un banco, la única cuenta que necesitas

Cashback en todas tus compras, retiros sin comisión en  
cualquier cajero, todo desde tu celular.





**ANY**

**QUESTIONS?**

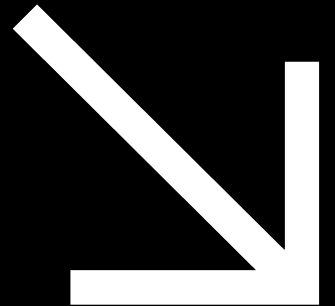
*Homework*

# Finalize your digital creations!

*Continue with:*

1. **Push to finish your work!**
2. **Move from design to motion/web design**

[Present next class for feedback](#)





# Homework Review



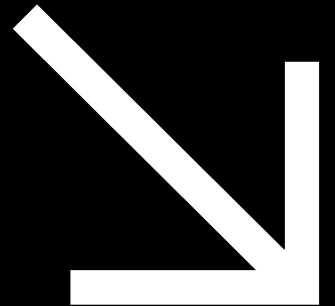
*Homework*

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2. **Move from design to motion/web design**

[Present next class for feedback](#)



# SPRING BREAK!



**THANK  
YOU!**

