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UX CASE STUDY

A DRAG- AND-DROP CHALLENGE



Foreword

Imagine a world where anyone, regardless of coding skills, can harness the power of AI.

At AURK, we made that vision a reality. This case study tells the story of how we designed a user-friendly platform that puts AI creation into the hands of entrepreneurs and innovators, opening up new possibilities for their businesses and ideas.

About

My role as Design Lead and Product Designer for AURK involved all aspects of the user experience, from initial research to final UI design. Over a 4-month period, I led the design and development of a platform that empowers non-programmers to create AI agents. A key challenge was simplifying the complex world of Web3 and AI agent creation into an intuitive drag-and-drop interface. Our design process followed a user-centered approach, including user research, ideation, prototyping, and iterative testing. Key tools used in the project included Adobe Creative Suite and Figma.

Key Objective: The primary objective was to design and develop an intuitive, drag-and-drop platform that democratizes AI agent creation, making it accessible to non-programmers.

Proposal: AURK was proposed as a solution to bridge the gap between AI technology and non-programmers. The platform would feature an intuitive drag-and-drop interface, enabling users to create and deploy AI agents without writing a single line of code.



Promotional image showcasing the AURK brand. The branding elements, including the logo, color palette, and visual style, were also developed as part of my role on the project.

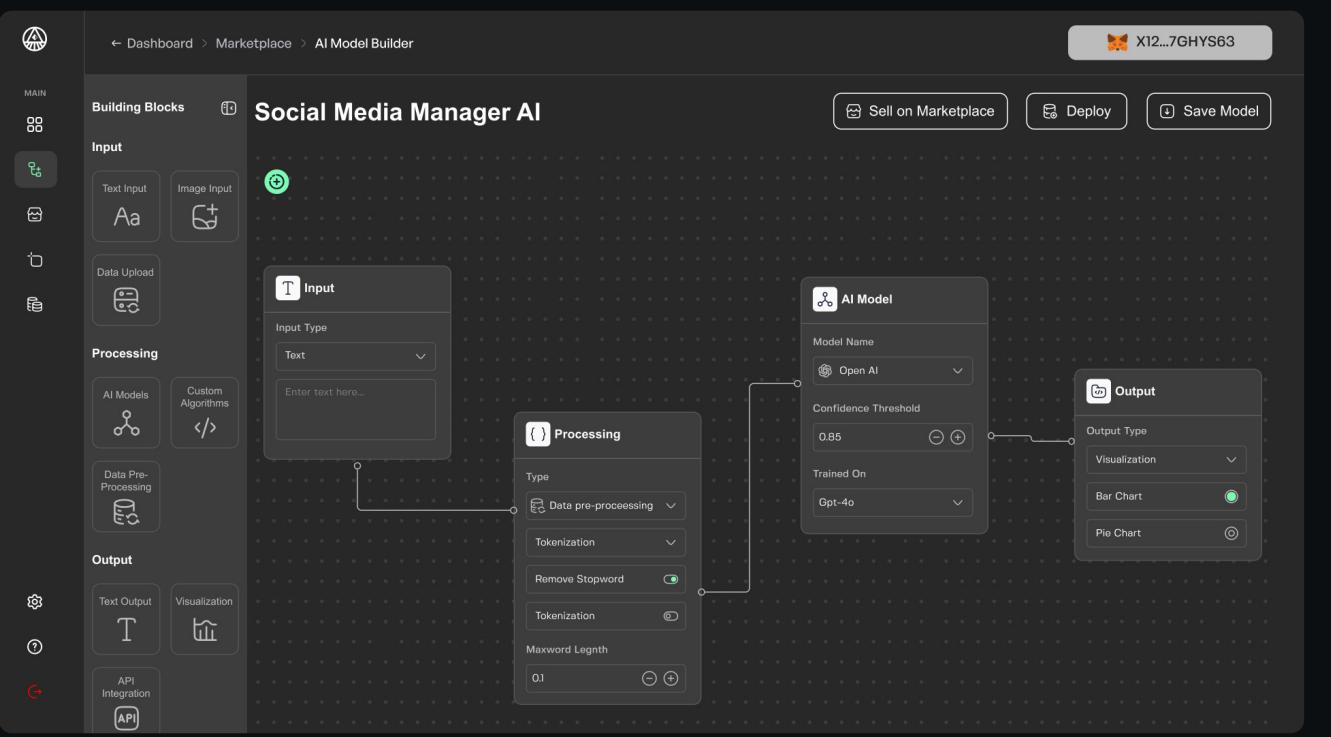


Ideation & Solution

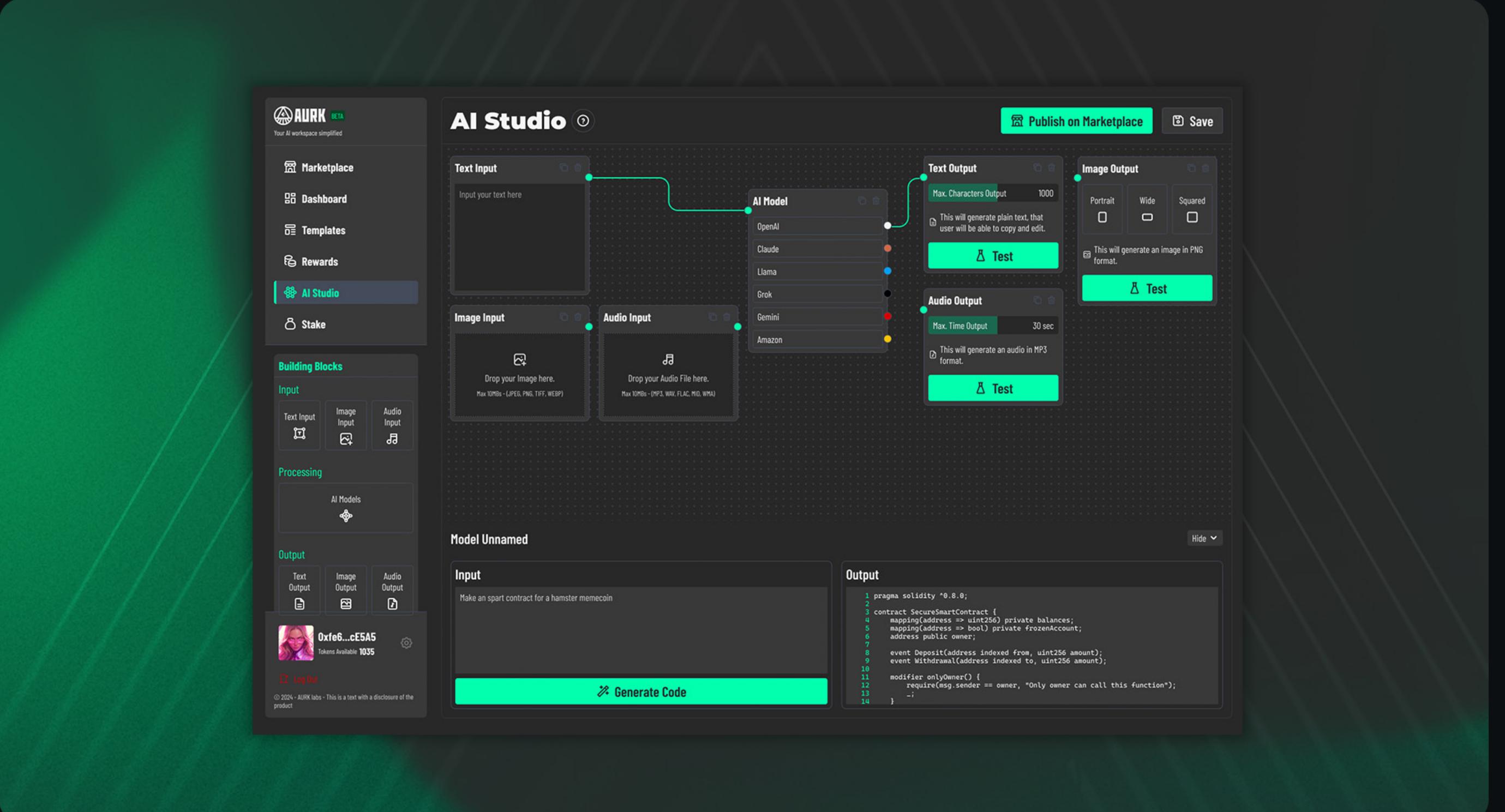
The ideation phase began with a deep dive into the needs and motivations of our target audience: entrepreneurs and innovators seeking to leverage AI, but lacking programming expertise. We explored various approaches to simplify the AI agent creation process, considering different interaction models and user workflows.

Through brainstorming and user research, the drag-and-drop interface emerged as the most promising solution, offering a direct and intuitive way for users to manipulate AI components without writing code.

The solution we developed for AURK is a web-based platform featuring an intuitive drag-and-drop interface for creating AI agents. This interface allows users to select pre-built AI components from a library and arrange them on a canvas to define the logic and functionality of their AI. The drag-and-drop interaction abstracts away the complexities of coding, empowering users to focus on the creative aspects of AI development. The platform also includes [mention other key features, e.g., a marketplace, collaboration tools, etc.], further enhancing the user experience.



The top image showcases a mid-fidelity mockup, which served as the basis for user testing with a select group. Following a presentation of the tool via screen recordings and a Q&A session, we synthesized user feedback using an affinity mapping exercise. This informed the development of the second iteration of the tool.



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Research & Synthesis



Our research focused on understanding the target audience: entrepreneurs aged 18-45, tech-savvy but non-programmers. We delved into their specific needs, pain points, and motivations. We recognized that these individuals are driven by a desire for innovation and self-reliance, which led us to explore their psychographic profile in addition to their demographics.

To gain deeper insights into our target audience's motivations and values, we leveraged Jungian archetypes. This framework allowed us to identify recurring patterns in human behavior and connect with our users on a more profound level. We believed that understanding the dominant archetype within our target audience would help us tailor the AURK platform to resonate with their core aspirations.

Through our research and analysis, the Explorer archetype emerged as the most fitting representation of our target user. Explorers are characterized by their insatiable curiosity, their drive to discover new territories, and their inherent need for freedom and autonomy. They are drawn to uncharted paths and seek to push boundaries. This archetype resonated strongly with the entrepreneurial spirit we observed in our target audience, their desire to create something new, and

their need for a tool that wouldn't confine them with complex coding requirements.

This understanding of the Explorer archetype directly informed the development of our user personas. We crafted detailed personas based on our research and aligned them with the Explorer archetype to ensure that our design decisions were grounded in a deep understanding of our target users' motivations.

Our primary persona, Alex, embodies the Explorer archetype. Alex is a 35-year-old entrepreneur with a background in marketing. They are tech-savvy but not a programmer. Alex has a strong desire to innovate and create new solutions for their business, but they are often frustrated by the complexity of AI development. They seek tools that offer freedom of movement and allow them to explore the possibilities of AI without the constraints of coding.

The Explorer archetype and the Alex persona directly influenced the design and functionality of AURK. For example, the drag-and-drop interface was specifically designed to cater to the Explorer's need for freedom and intuitive exploration.

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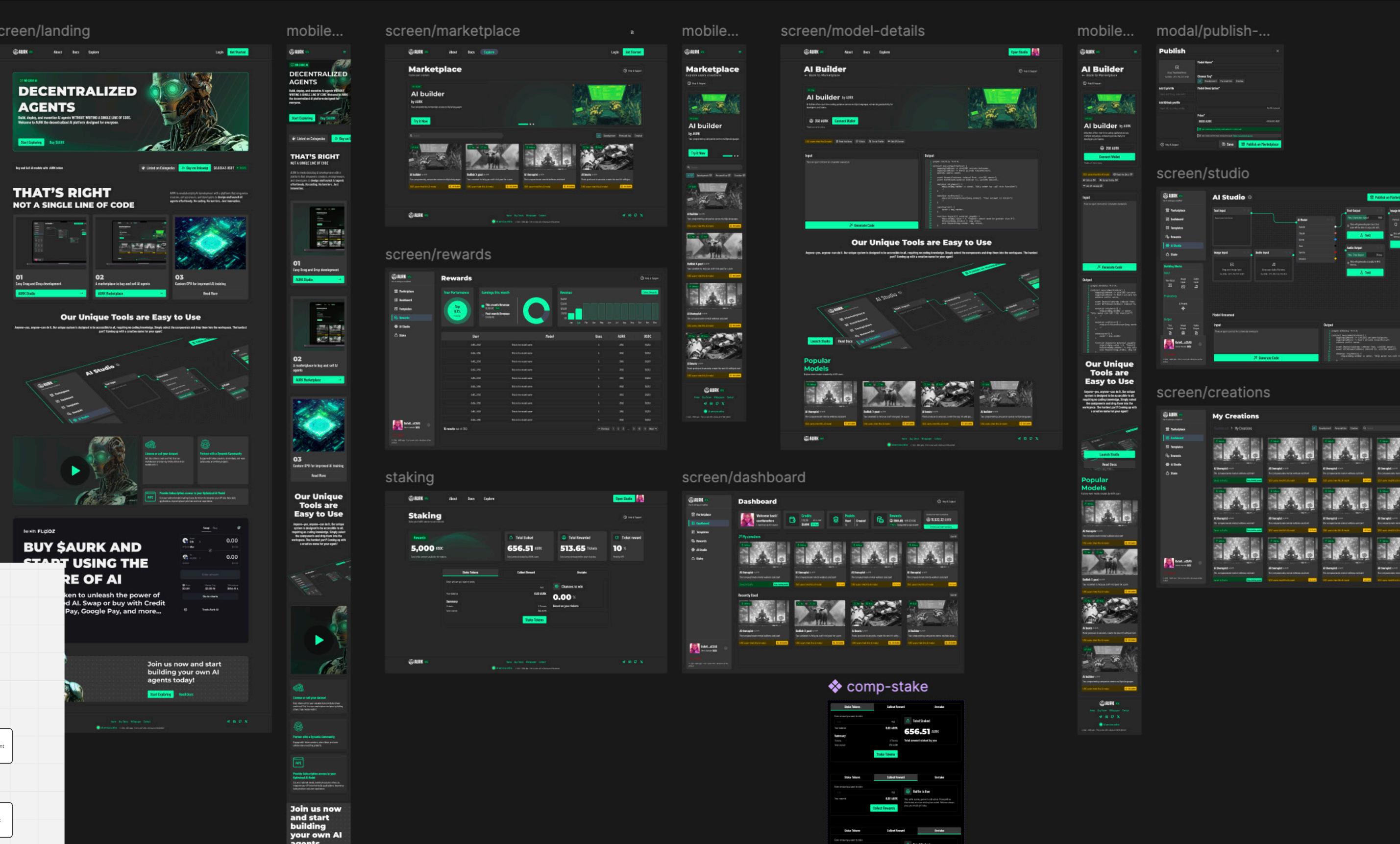
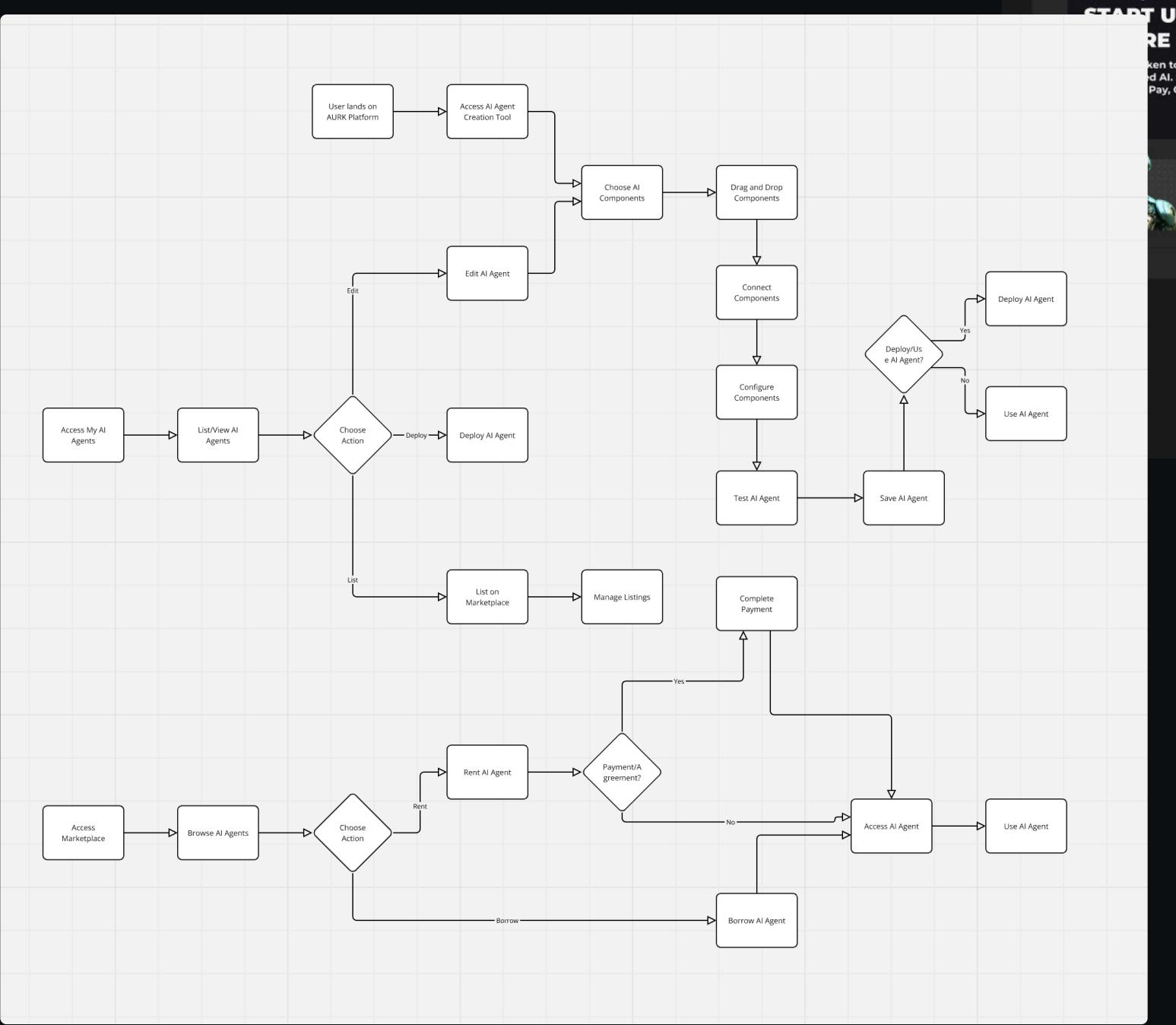
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Building upon our understanding of the Explorer archetype and the Alex persona, we began to define the information architecture and user flows for AURK. We prioritized clear navigation and an intuitive user journey, ensuring that users like Alex could easily find the tools they needed to create and manage their AI agents. Given the complexity of the drag-and-drop interface and the need for a spacious workspace, we made the strategic decision to focus on a desktop platform. This allowed us to provide ample screen real estate for users to manipulate AI components and visualize the structure of their AI agents.



The following user flow diagram illustrates the comprehensive process of creating and managing AI agents, including key interactions within the AURK marketplace. Accompanying this, we showcase the high-fidelity mockups, representing the final visual design of the platform.

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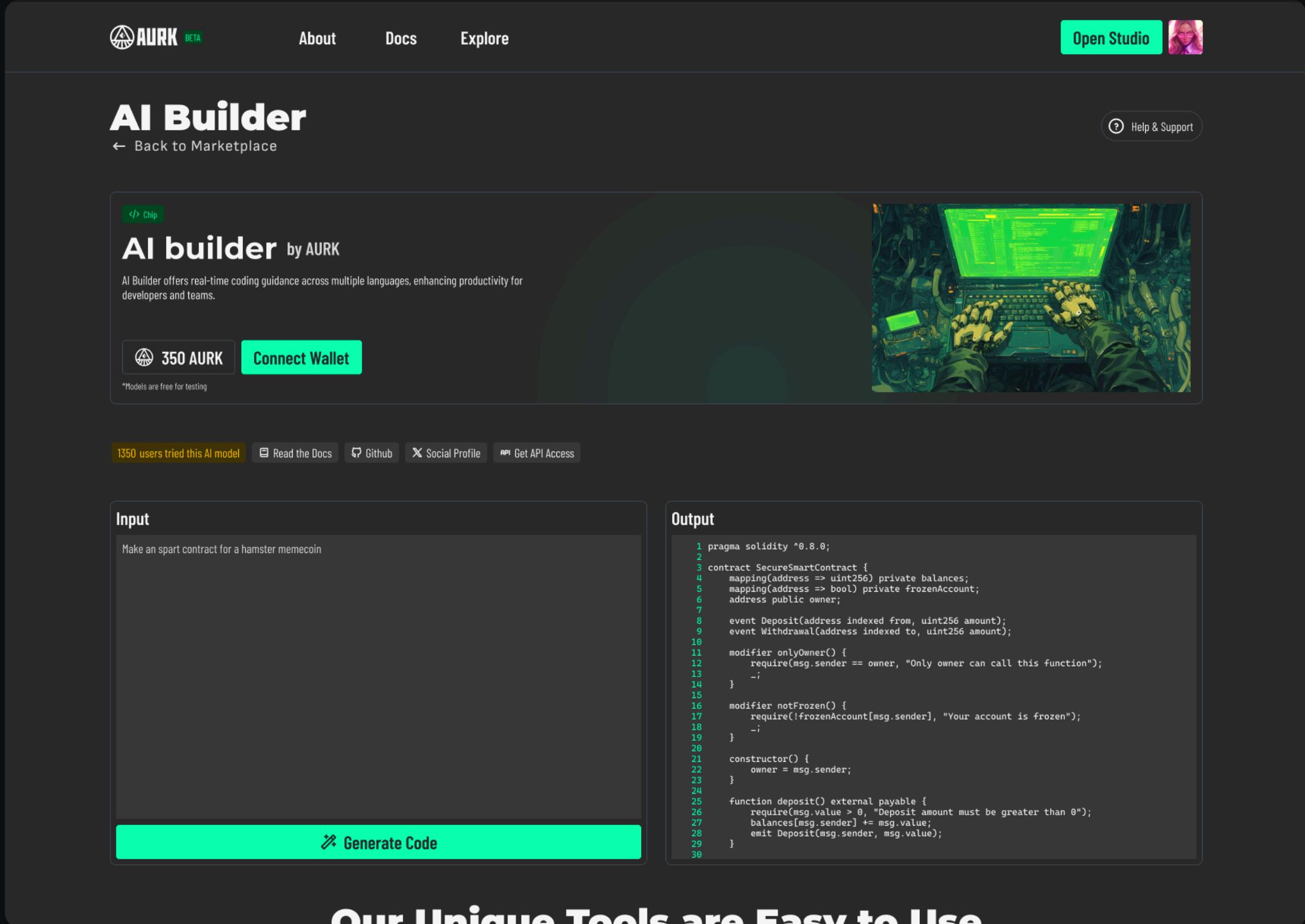
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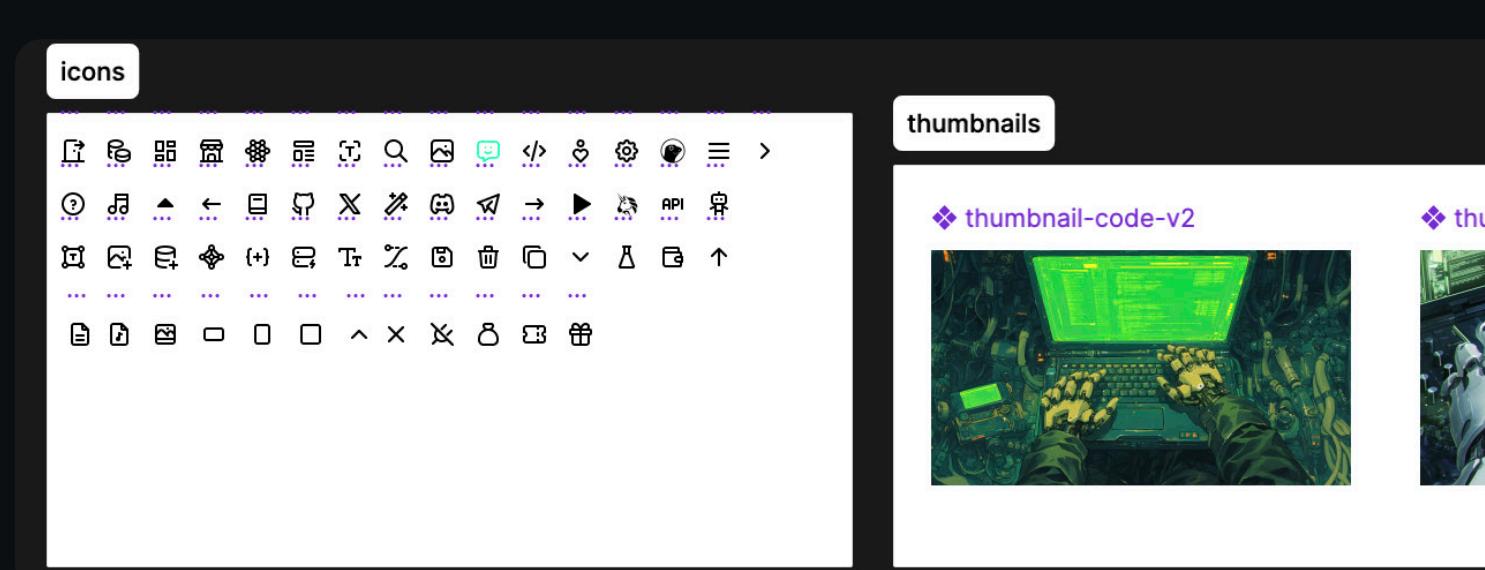
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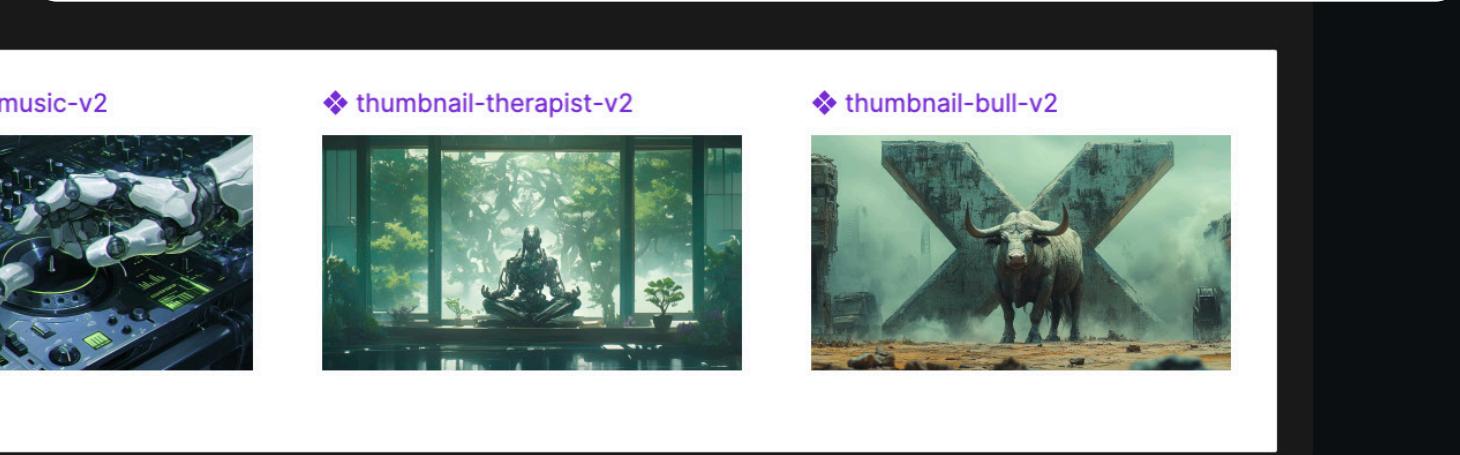
The AURK AI Builder interface features a dark-themed design. At the top, there's a navigation bar with the AURK logo, 'About', 'Docs', 'Explore', 'Open Studio' (with a profile icon), and 'Help & Support'. Below the navigation is a section titled 'AI Builder' with a 'Back to Marketplace' link. This section includes a 'Clip' button, the title 'AI builder by AURK', a description about real-time coding guidance, a price of '350 AURK', a 'Connect Wallet' button, and a note that models are free for testing. To the right is a stylized illustration of hands typing on a keyboard. Below this is a grid of buttons labeled with categories like 'Input', 'Output', 'btn/menu', 'btn-general', 'btn-profile', etc., each containing various UI elements like buttons, chips, and search bars. At the bottom, there's a call-to-action button labeled 'Generate Code'.

Our Unique Tools are Easy to Use



At the bottom left is an 'icons' library showing a grid of various icons used in the interface. To the right is a 'thumbnails' gallery featuring four cards: 'thumbnail-code-v2' (a hand typing on a keyboard), 'thumbnail-music-v2' (a DJ setup), 'thumbnail-therapist-v2' (a person meditating), and 'thumbnail-bull-v2' (a bull standing in front of a large X).

Here, we explore some of the visual design and interactive elements that bring the AURK user experience to life. From style guide details to high-fidelity mockups and interactive prototypes, we demonstrate how we crafted an intuitive and engaging interface.



Testing & Handoff

Our testing process for AURK involved multiple stages, incorporating both targeted user interviews and a broader beta test.

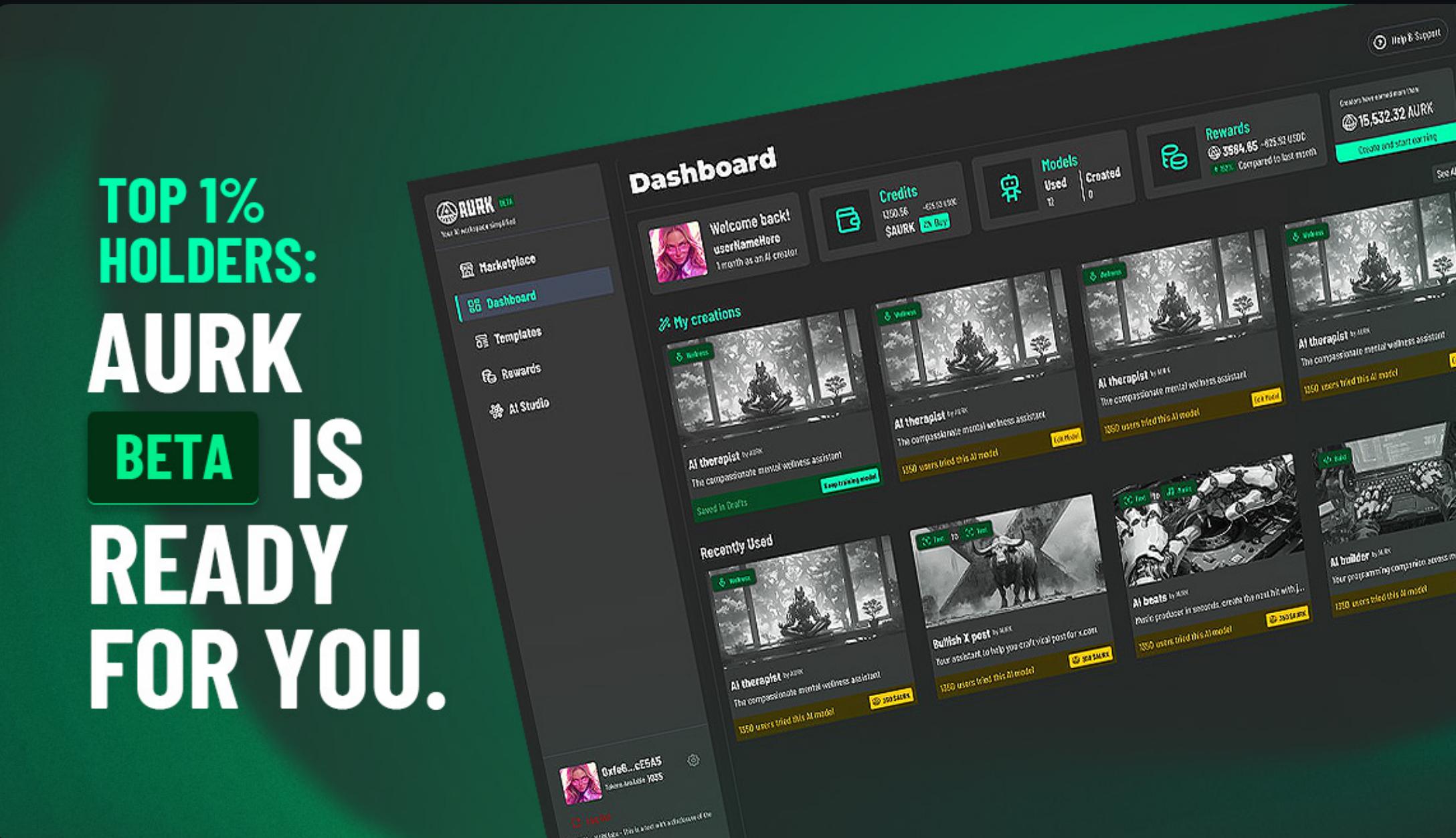
Phase 1: Targeted User Interviews:

We began with focused user interviews, conducting in-depth sessions with eight individuals whose age and behavioral profiles matched our target audience. These interviews provided valuable qualitative insights into user needs and preferences. We discovered nuances in how users interacted with the interface, specifically regarding screen real estate utilization and the clarity of function names. For example, we identified [mention a specific example of a naming change or UI improvement based on interview feedback].

Phase 2: Usability Testing with Mid-Fidelity

Prototype:

Following the development of our mid-fidelity prototype, we conducted usability testing sessions with five participants from our initial interview group. These sessions involved a presentation of the prototype and a live feedback session. The feedback gathered was then synthesized using an affinity mapping exercise, which allowed us to identify key themes and prioritize areas for improvement.



Beta test
Invitation, X
promotion.

Phase 3: Beta Testing with Top Holders:

After incorporating the feedback from the usability testing, we transitioned to high-fidelity designs and launched a beta version of AURK for our top 1% token holders (10 users). This provided us with real-world feedback on the platform's performance and usability in a live environment. We continued to collect feedback during the beta phase, and this new round of insights was again synthesized using an affinity map.

Post-Beta Roadmap:

Based on the feedback gathered during the beta test, we identified several urgent changes that needed to be addressed. We also developed a roadmap for future iterations, outlining key features and improvements for the next phase of development. This roadmap ensures that we continue to prioritize user needs and refine the AURK platform based on real-world usage.

Conclusion

AURK is now live and enabling users to harness the power of AI without coding. The platform's intuitive design and focus on user needs have been well-received, and we are excited to continue iterating and improving AURK to further empower our users.



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