

Interactions Homme-Machine

3 - Apports de la Psychologie Cognitive et Méthodes de conception - Suite

Plan du cours

1. Conception – Règles générales
2. User Centred Design – UCD
3. Le modèle de SEEHEIM
4. Le modèle MVC – Modèle Vue Contrôleur
5. Exemple – Use Case : Guide Etape par Etape

Exemple - Use Case : Guide Etape par Etape

Objectif:

Application mobile pour proposer des recettes saines faites maison afin de nourrir ses animaux domestiques.



Source : <https://uxdesign.cc/ui-ux-case-study-a-step-by-step-guide-to-the-process-of-designing-a-pet-diet-app-d635b911b648>

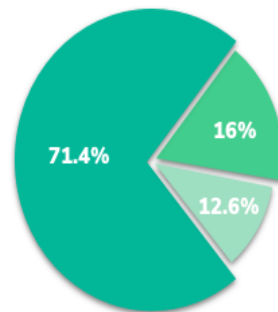
Exemple - Use Case : Guide Etape par Etape

Analyse des besoins des utilisateurs et spécification

- **Questionnaire** sur Google Forms, distribué sur des groupes Facebook de propriétaires d'animaux. Résultats :

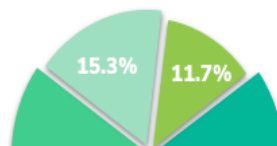
What motivated you to start feeding homemade food?

- Preference to reduce industrialized food for fresh food
- Because of a health problem the pet suffered from
- A decision to live a healthier lifestyle
- Economic reasons



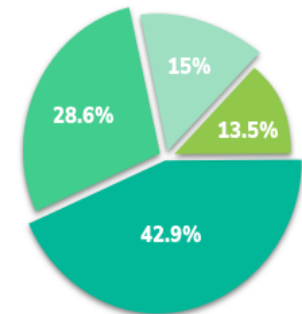
How do you prepare your homemade food?

- Cooked food specifically for the pet
- Only raw
- Combining raw and cooked foods
- Leftovers of our meals



What is your biggest challenge when it comes to preparing a balanced homemade diet?

- Measuring and estimating portion sizes
- The time and energy invested in food preparation
- Finding information about the nutritional value of the meal
- Finding recipes
- Finding ingredients
- The economic costs



How much time do you invest in preparing food for your pet?

- Less than 5 minutes



Exemple - Use Case : Guide Etape par Etape

Analyse des besoins des utilisateurs et spécification

- **Questionnaire.** Noter les remarques / propositions direct des utilisateurs:

“Max is a very fussy eater, and I’ve already tried every brand that exist on the market.”

“I love cooking for Daisy, but I’m not always sure I know what I’m doing.”

“I’m worried that homemade food is just too expensive and time consuming.”

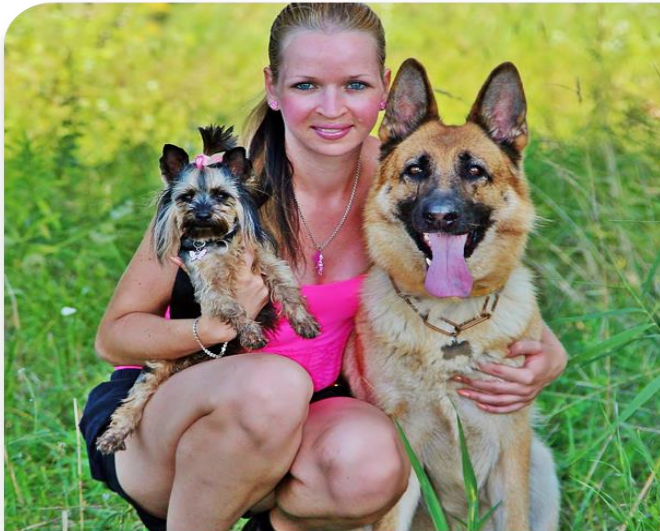
“The diets I find online are not relevant for my dog’s specific needs because they are too general.”

“The biggest headache is figuring out the amounts.”

Exemple - Use Case : Guide Etape par Etape

Analyse des besoins des utilisateurs et spécification

■ Personas.



Harriet Gibson

Age: 41
Occupation: Marketing consultant
Status: Married

**"I want to cook for my dogs
but don't know what."**

About

(41) Lives with her husband and two dogs - Bonnie and Clyde (Yorkie and a German Shepherd). For a long time Harriet was concerned about how to find a safe and healthy food to nourish her dogs. She would read the labels and nutritional facts on the packaging and consult with her veterinarian.

One day after a long research online she realized that the best food for dogs is actually a homemade diet made from fresh ingredients. However, when she tried to learn about balanced homemade diet there were too many sources and they all gave a general outline without taking into account the specific needs of her dogs.

Habits

- Serves some cooked chicken with the dry food
- Always checks the list of ingredients on the bags of the dry food
- Often looks up online alternative ways to feed her dogs
- Occasionally sneaks the dogs some table food

Pain Points

- Doesn't know what and how to cook for her dogs in order to keep them healthy
- Concerned about the quality of online guidelines

Goals

- Provide a healthy and balanced diet that meets the needs of her dogs

Exemple - Use Case : Guide Etape par Etape

Conception

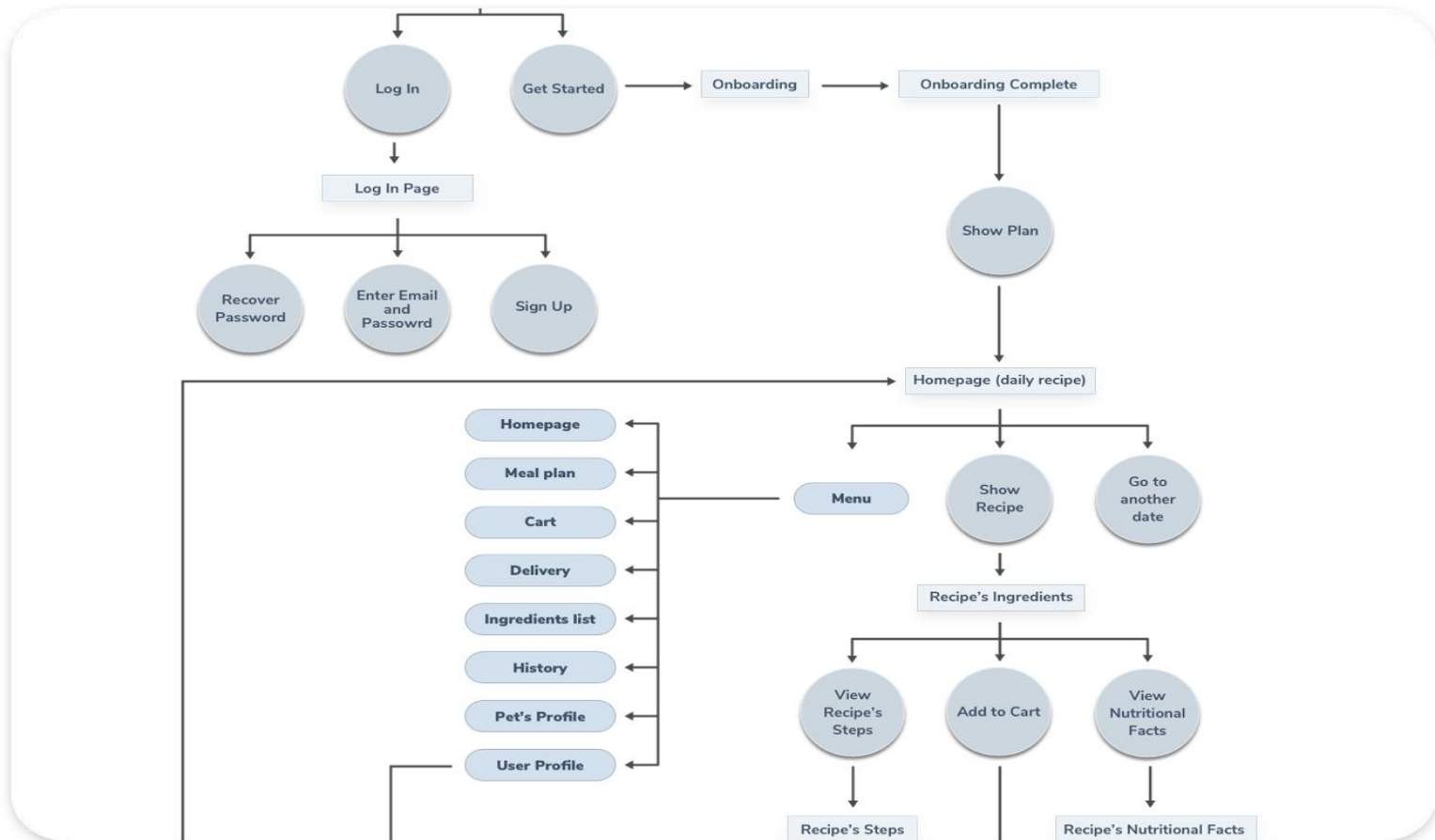
- Parcours utilisateur.



Exemple - Use Case : Guide Etape par Etape

Conception

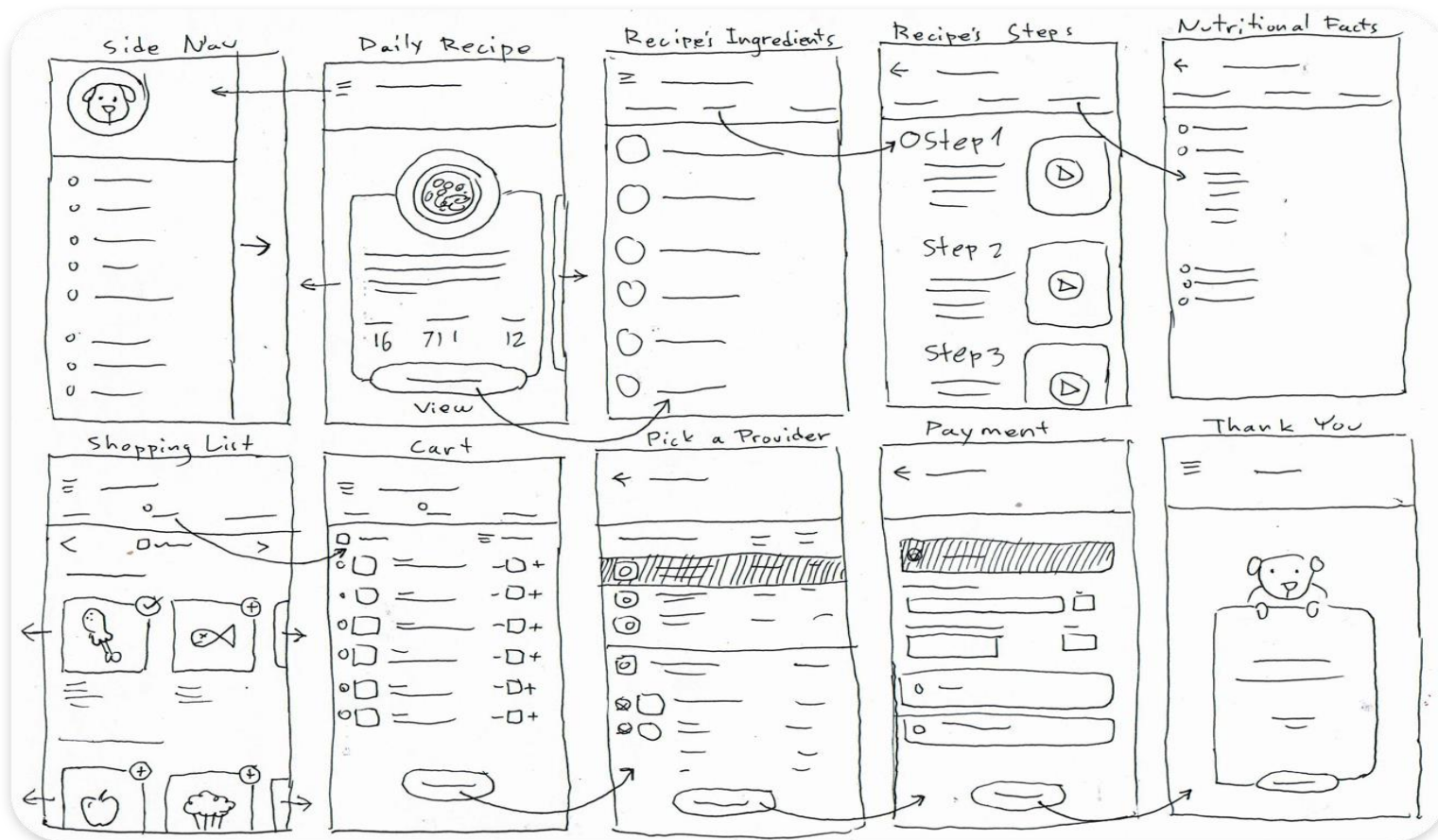
■ User Flow Diagram



Exemple - Use Case : Guide Etape par Etape

Prototype

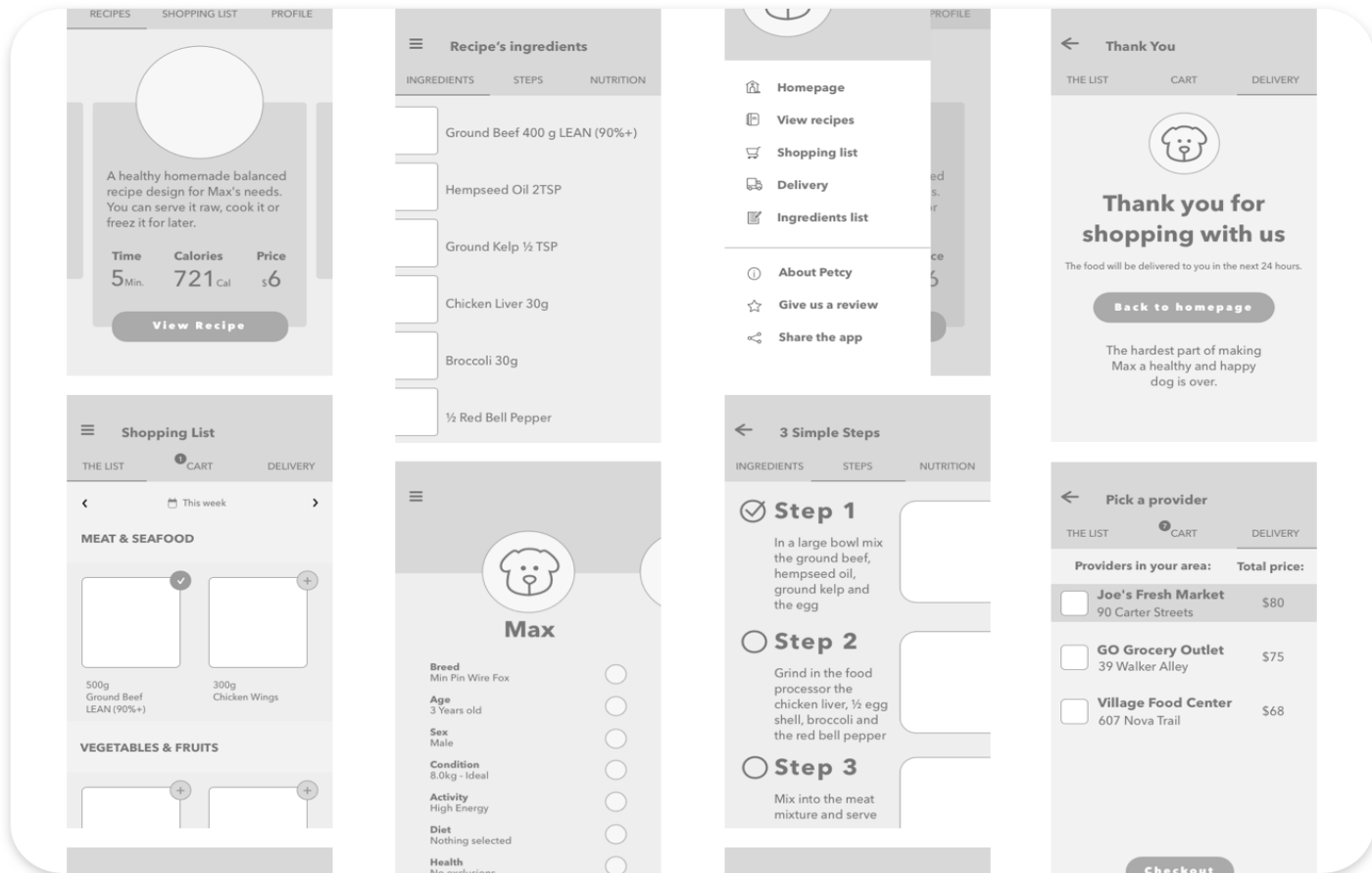
- Sketches



Exemple - Use Case : Guide Etape par Etape

Prototype

■ Wireframes



Exemple - Use Case : Guide Etape par Etape

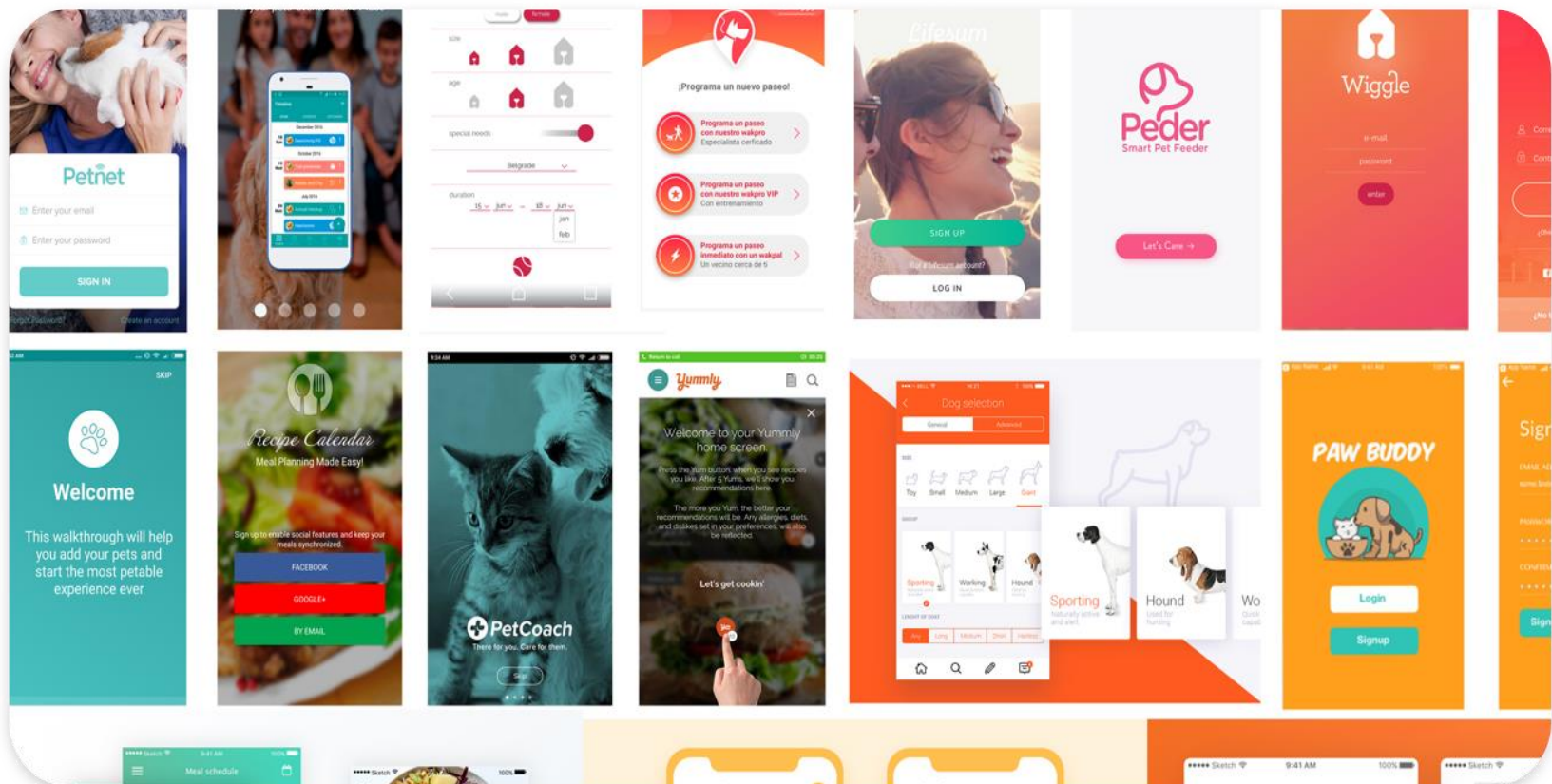
Prototype

- StoryBoard – Utilisation de l'application



Prototype

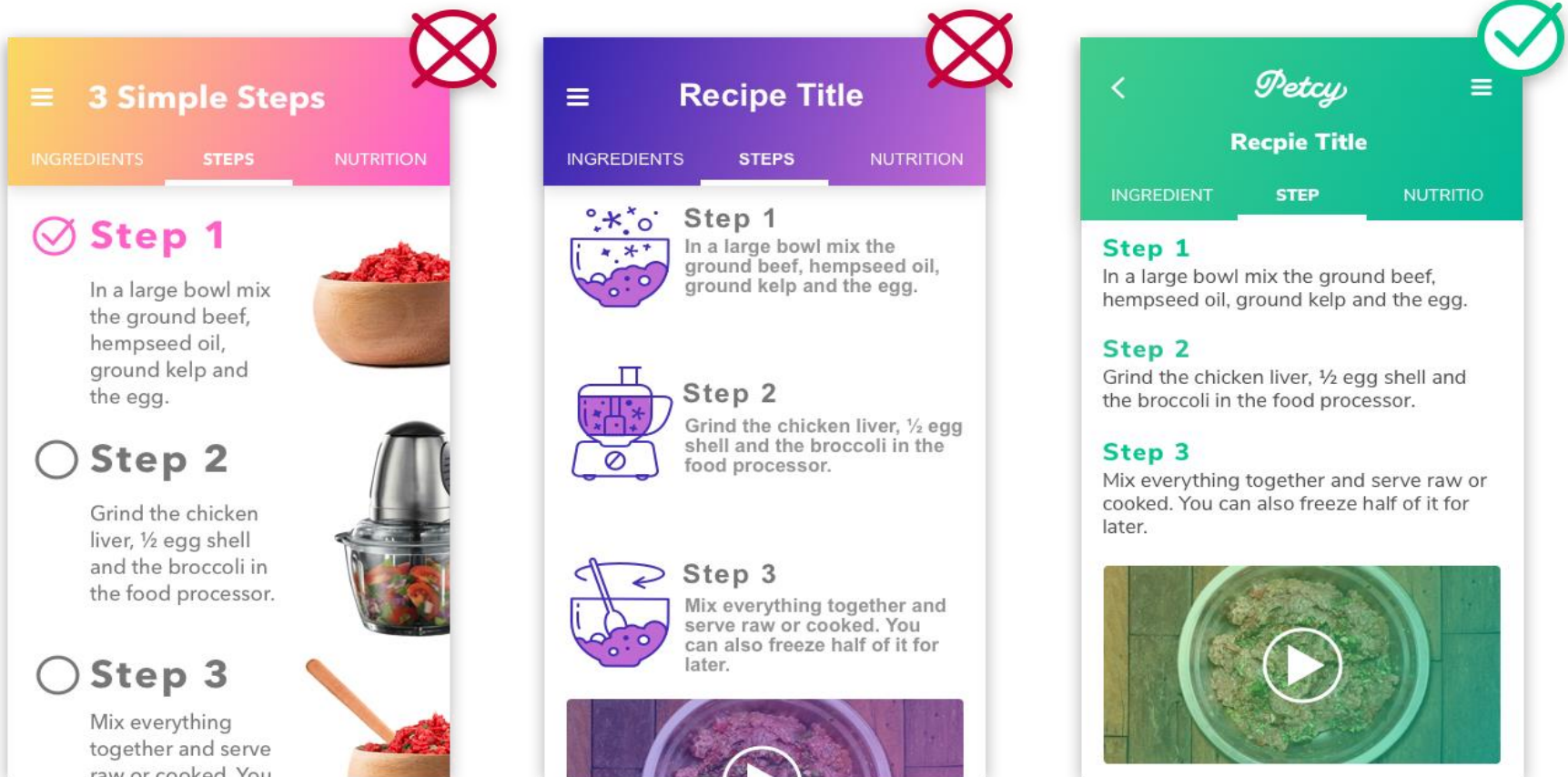
- **Inspiration Board.** Visual Design. S'inspirer de ce qui existe déjà.



Exemple - Use Case : Guide Etape par Etape

Prototype

- **Itération.** Visual Design..



Exemple - Use Case : Guide Etape par Etape

Prototype

- Palette couleurs et Typographie. Visual Design.



Nunito Sans

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
123456780

Major Title - Extra Bold 48

Item Title - Bold 36px

Category Title - Bold 24px

Minor Title - Medium 20px

Body Text - Regular 16px

Exemple - Use Case : Guide Etape par Etape

Prototype

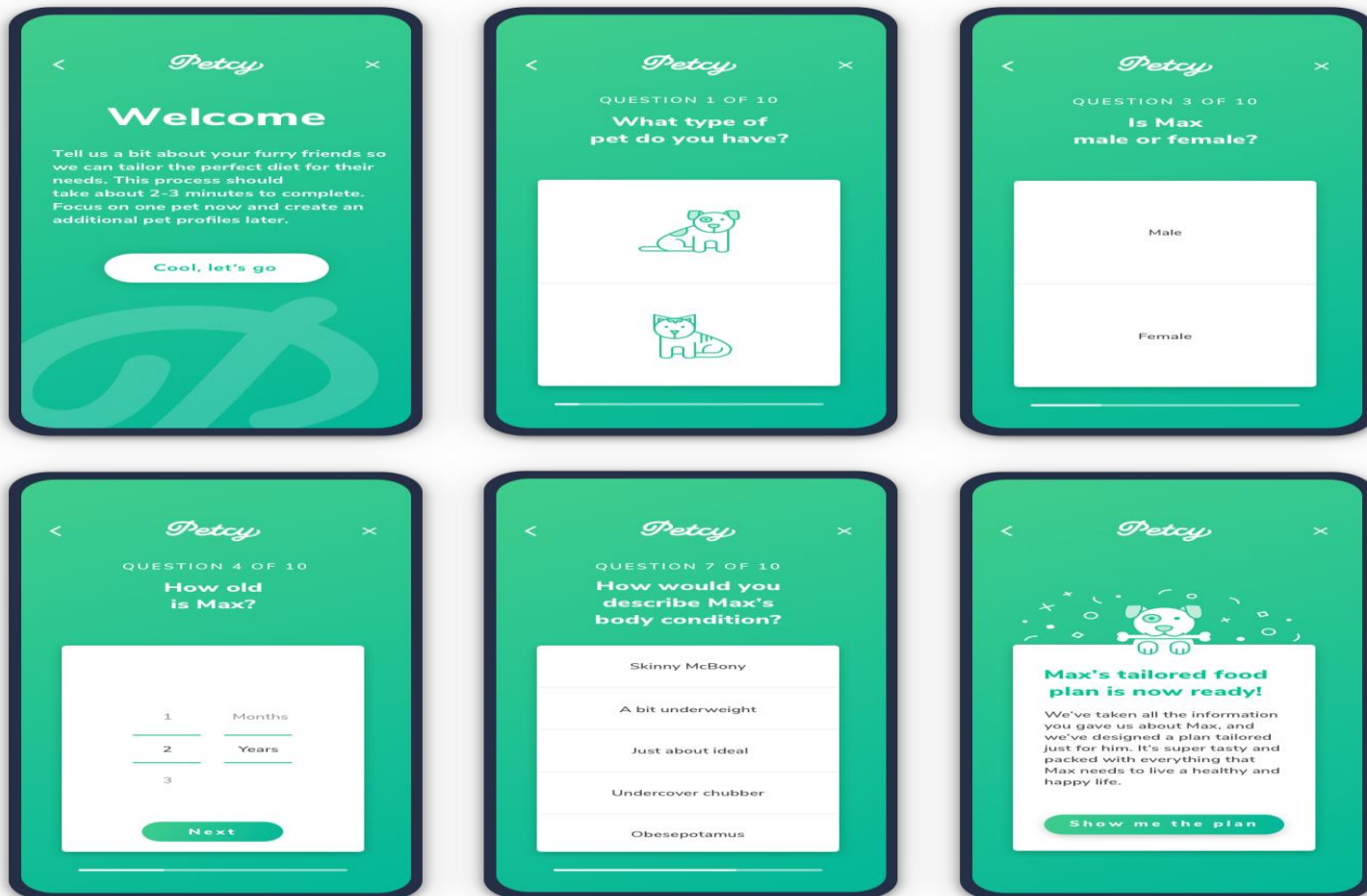
- Icones et Illustration. Nom et Logo. Visual Design.

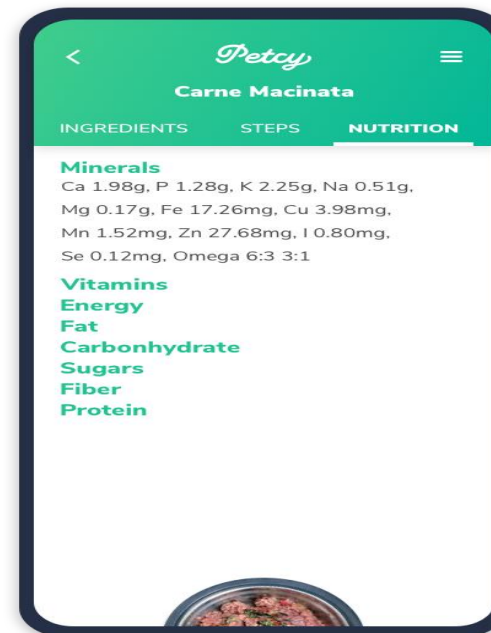
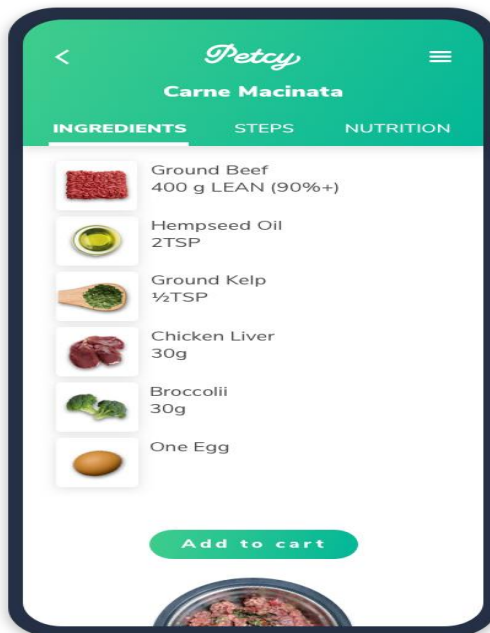
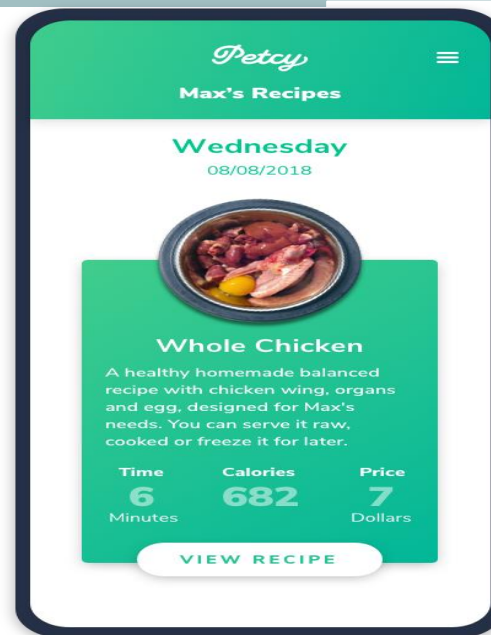
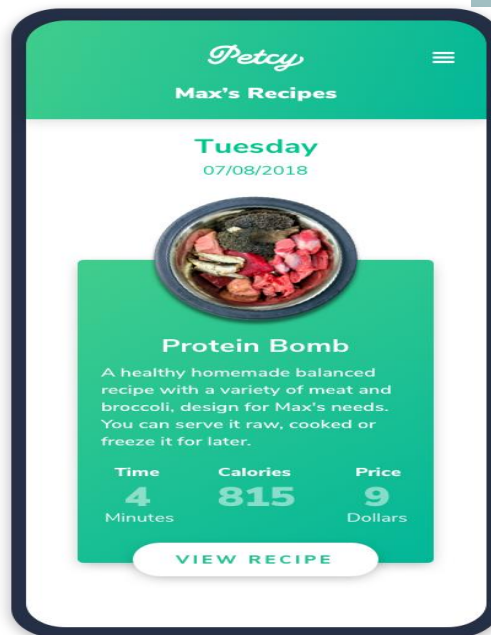
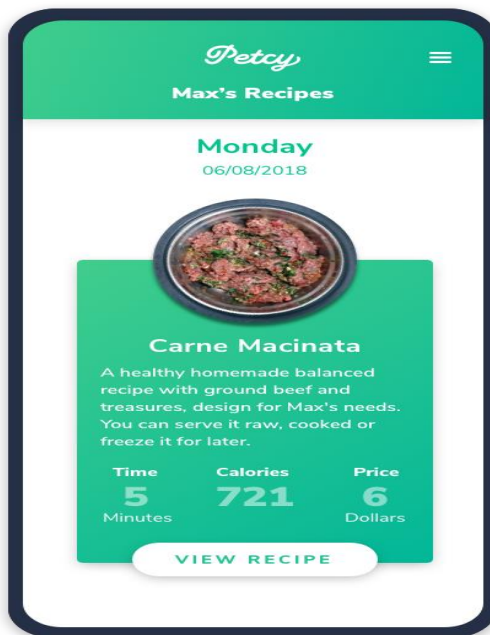


Exemple - Use Case : Guide Etape par Etape

Prototype

- Produit final.

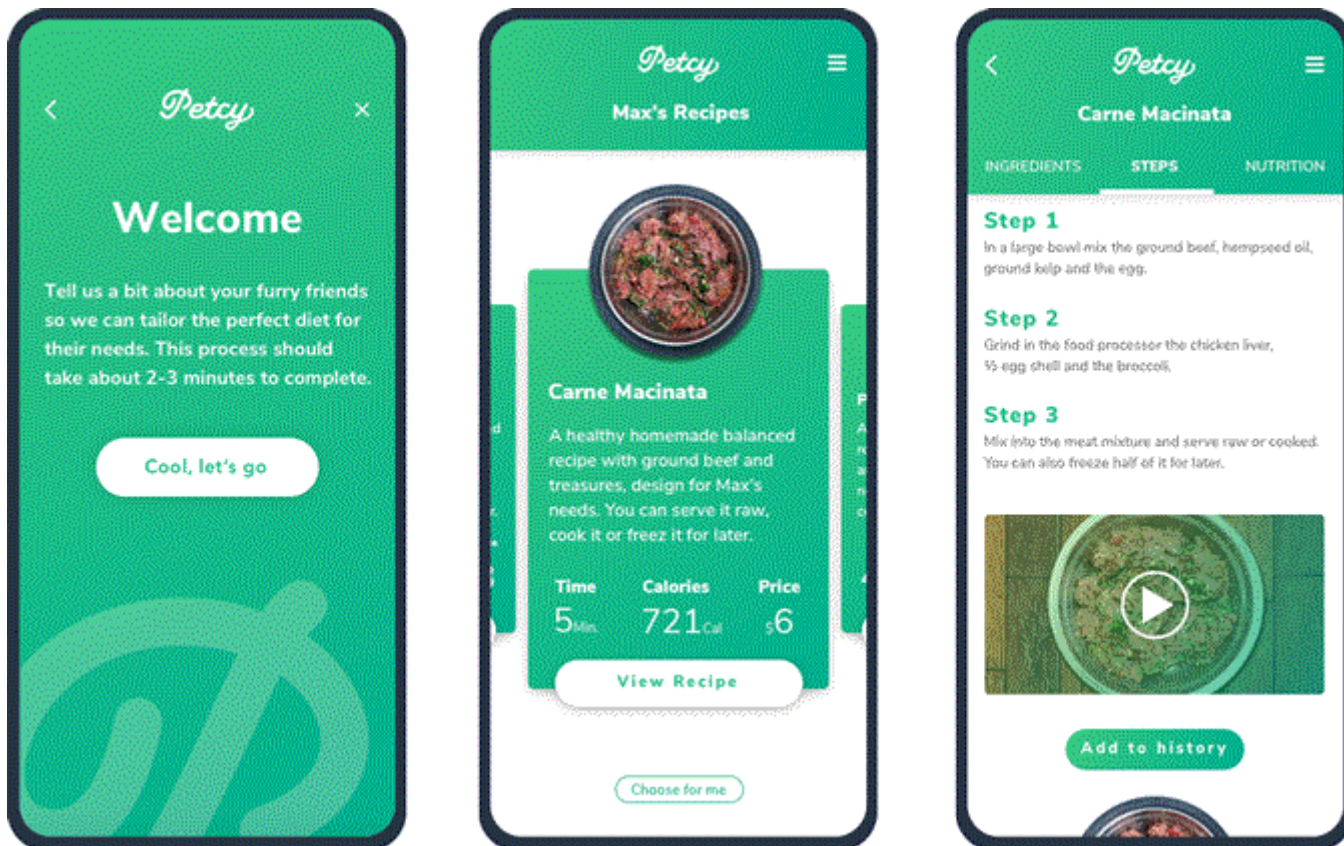




Exemple - Use Case : Guide Etape par Etape

Evaluation

- Design Walkthrough.



Exemple - Use Case : Guide Etape par Etape

Evaluation

- Ajouter de nouvelles fonctionnalités.

