



網路前端設計與開發-

期末專案說明



Service Design

Service design is designing and arranging the interaction between service provider and end-user with the use of creative process and methods.



Service Design

Added Value

Customer-Centric

Touch-Point

Participant Journey

Experience

Added Value



Airport wifi

Customer- Centric



Milkshake

Touch-Point



Piano Stairs

Participant Journey



MUJI BOOKS

Experience



Toothbrush

專案規劃書內容

專案介紹

1 | 專案介紹

設計方法：Poster

2 | 專案成員與分工

組員介紹與在此專案擔任職位、擅長內容。

專案說明

資訊架構

1 | 專案介紹

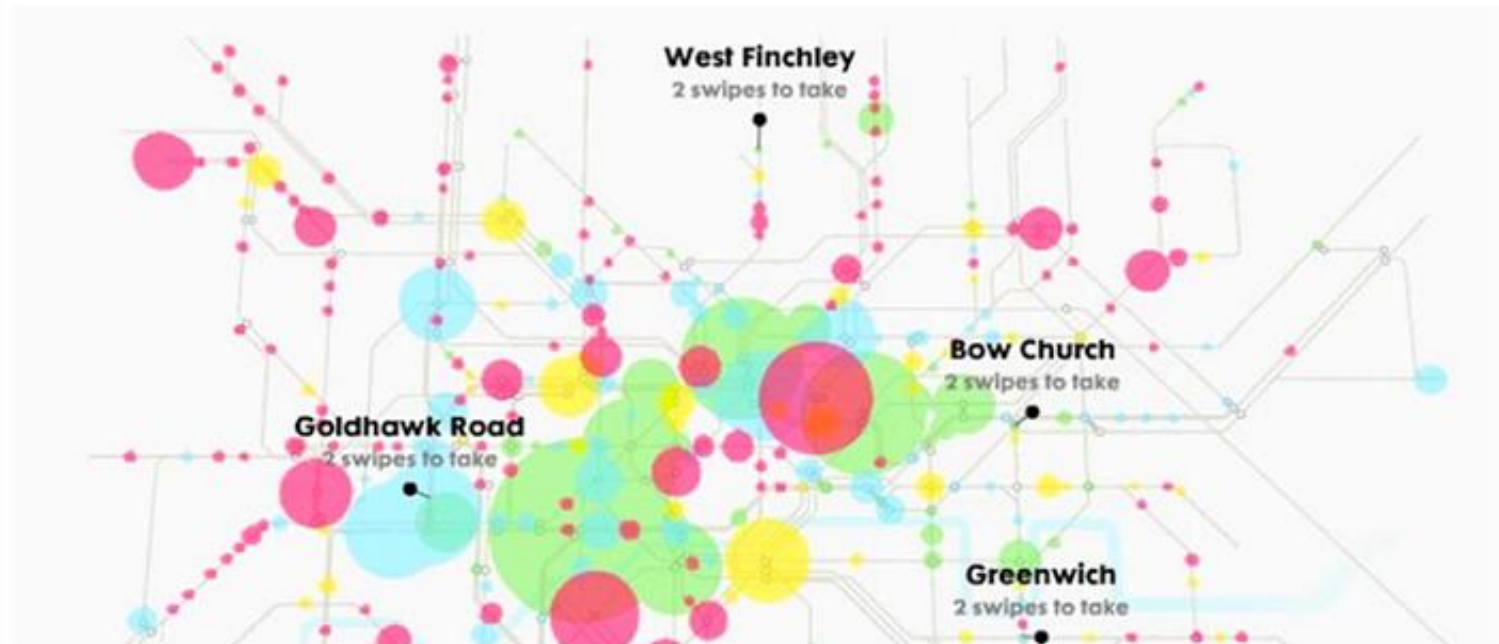
Poster：用簡要的視覺元素快速遞與服務設計團隊溝通服務的核心價值所在，通常包含標題、影像、以及一些簡要聲明。

In India, mobile water tracking system updates local residents

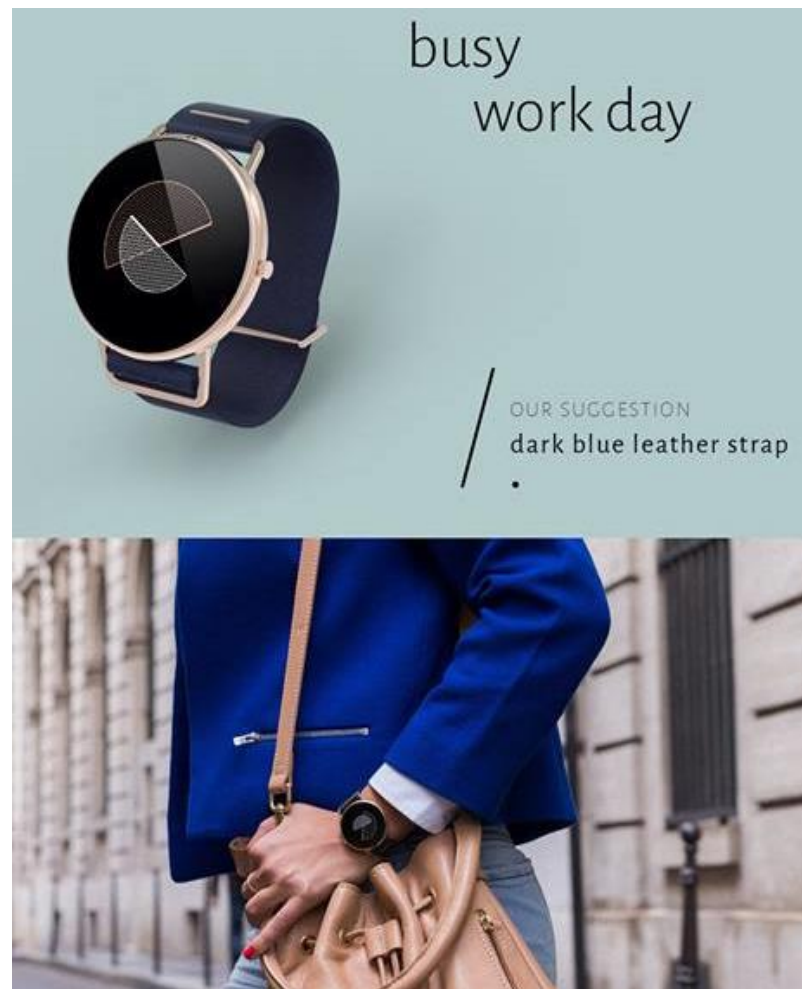


1 | 專案介紹

In London, public transport travel gets gamified



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2 | 專案成員與分工



Jennifer Lee

CEO & Co-Founder

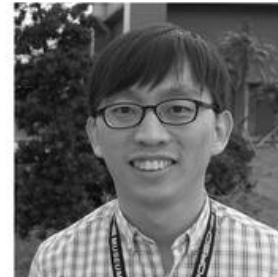
Cultural and Creative Industry Business
Social Networking Sites Business



Leon Chao

CTO & Co-Founder

Cell Phone & Smart Device Design
Robot technology & Behavior patterns Design
Creative Products Design



Nick Tsai

Project Manager

Vehicle Project Manager
Industrial PC Project Manager
Robot Project Manager



Eddie Chang

Chief Designer

Industrial Design & Graphic Design
of Cell Phone, Smart Device,
Robot, 3C related products.

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4 | 使用情境說明

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5 | 未來規劃


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2 | 目標對象

Personas：確切地描述使用者的特徵，以方便設計過程中的檢討。**Persona**中的角色設定是透過對目標對象的觀察與分類，找出關鍵的人物特質，加以逐項描述。

JOAN
THE SINGLE MOM

SINGLE FEMALE, 44 YEARS OLD
Chicago, IL



PERSONALITY: SENSE OF HUMOR, FAMILY-ORIENTED

"I'm a single mom, so if I'm not working, I'm taking care of my kids. On my clock, every minute counts and it's easy to get behind."



2 | 目標對象

Karen Miyamoto

Junior Account Manager at an advertising firm | 22 years old



BACKGROUND

- » With the company for just under one year
- » Started this job right after college

“ There are a lot of **knowledgeable** people here and sometimes I feel very **intimidated** asking **trivial questions** ”

THE LAST TIME I HAD A QUESTION...

...I went to a coworker who sits a few feet from me. He didn't know the answer to the question I needed so before making the walk over to my mentor I checked my business contacts on Skype. No one who could answer my question was available so I walked over to my mentor who helped me out. Depending on the type of question, I will usually ask a coworker, my boss, or my mentor in order to find the answer.

FRUSTRATIONS

- » Feeling stupid when asking questions as the new employee
- » Having a boss that doesn't care about my personal development
- » Difficulty finding people of my age to socialize with after work

LIFE GOALS

- » Focus on developing my career
- » Find a close circle of friends

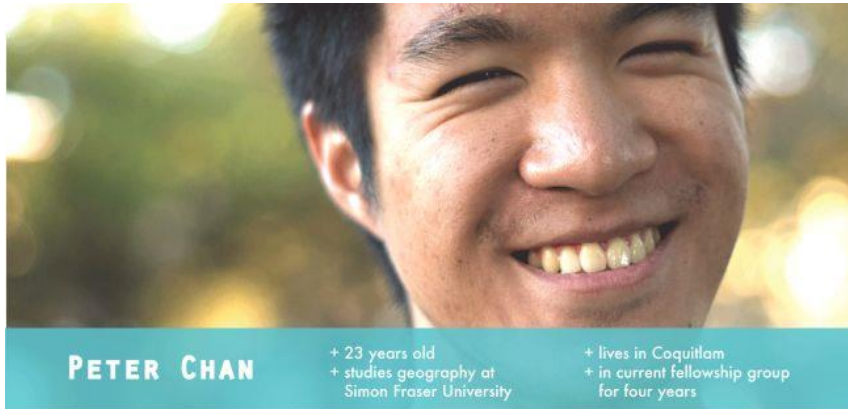
EXPERIENCE GOALS

- » Have fun
- » Don't embarrass myself

END GOALS

- » Find more people like me (age, experience) to socialize with or just talk to/ask questions
- » Find out how I can better my career (e.g. through training courses)
- » Get more feedback more often from my boss and/or others

2 | 目標對象



PETER CHAN

+ 23 years old
+ studies geography at
Simon Fraser University

+ lives in Coquitlam
+ in current fellowship group
for four years

GOALS + ASPIRATIONS

Goals:

- + to graduate from Simon Fraser University and then spend some time traveling abroad.
- + doing short-term mission trips in Africa or Asia.
- + to make a difference in people's lives, not just locally but also globally.

Motivations:

- + watching the positive change in people's lives motivates him to continue to attend church and lead the fellowship group.
- + members from fellowship group who demonstrate strong leadership skills and are compassionate towards others without judgement.

"There are other places in the world that need my help too. A part of my character is being compassionate and eager to help others."

LIKES + DISLIKES

Likes:

- + values long lasting friendships, meeting new people, and socializing.
- + listens to *Praise 106.5*, a Christian radio station.
- + chinese food and other East-Asian cuisines.
- + playing video games
- + socializing on Facebook

"My vision is deteriorating... I may have to change glasses even more frequently."

Dislikes:

- + not surrounded by friends and people in general. Doesn't like being alone.
- + health issues such as getting worse eyesight is distracting for living a full life.

DAILY ROUTINES

WEEK DAYS



socialize
Goes out with friends and fellowship members often and is mindful of people's personal lives.



workout
Works out every Thursday at the SFU recreational center. Swims and plays volleyball with friends.



Fellowship group
Participates and volunteers to help organize the fellowship meetings every Friday.



video game
Plays some video games on weekends when not busy.



volunteer
Volunteers at church activities and events.



school
Takes Geography courses, natural sciences and history.



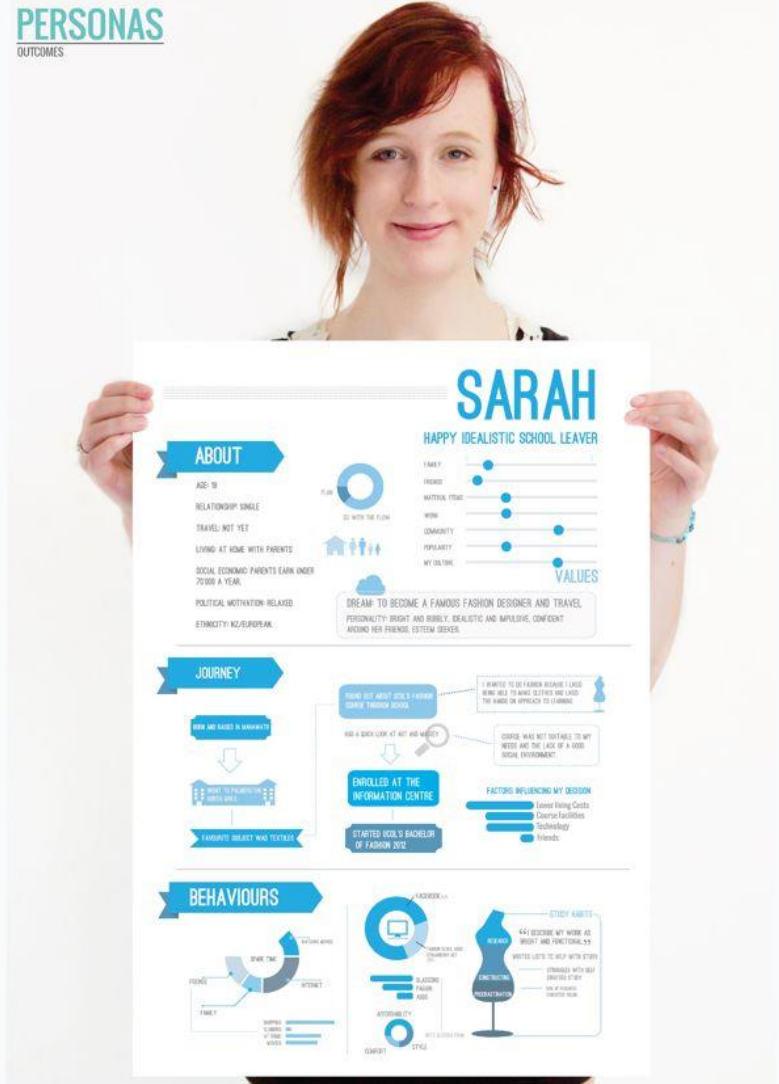
facebook
Often connects with friends using social media such as facebook.



church
Goes to church and sometimes goes to Sunday school.

PERSONAS

OUTCOMES



SARAH

HAPPY IDEALISTIC SCHOOL LEAVER

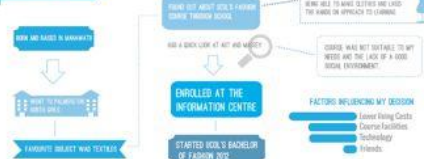
ABOUT

AGE: 19
RELATIONSHIP: SINGLE
TRAVEL: NOT YET
LIVING: AT HOME WITH PARENTS
SOCIAL ECONOMIC: PARENTS EARN UNDER 20000 A YEAR
POLITICAL MOTIVATION: RELAXED
ETHNICITY: NZ/EUROPEAN



DREAM: TO BECOME A FAMOUS FASHION DESIGNER AND TRAVEL
PERSONALITY: BRIGHT AND BOLDLY IDEALISTIC AND AMPLIFIED, CONFIDENT
AROUND HER FRIENDS, EXTREM GIVER.

JOURNEY



BEHAVIOURS



4 | 使用情境說明

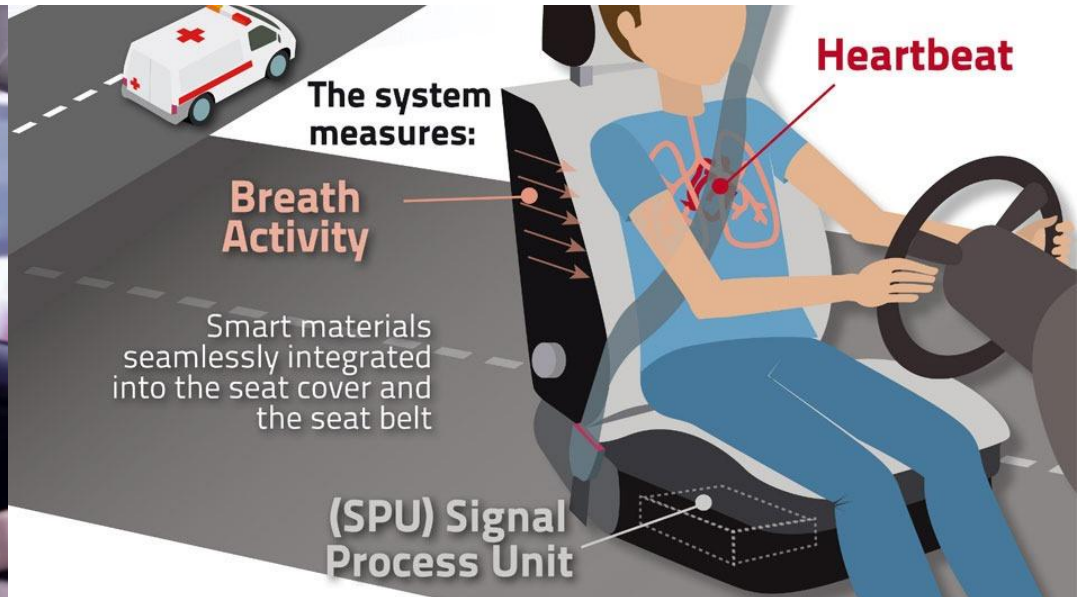
Scenario：透過一個想像的故事，包括使用者特性、事件、產品與環境的關係，模擬未來使用的情境，探討分析人與產品之間的互動。



SCENARIO 1

就診時輔助老年人記憶醫生看診紀錄

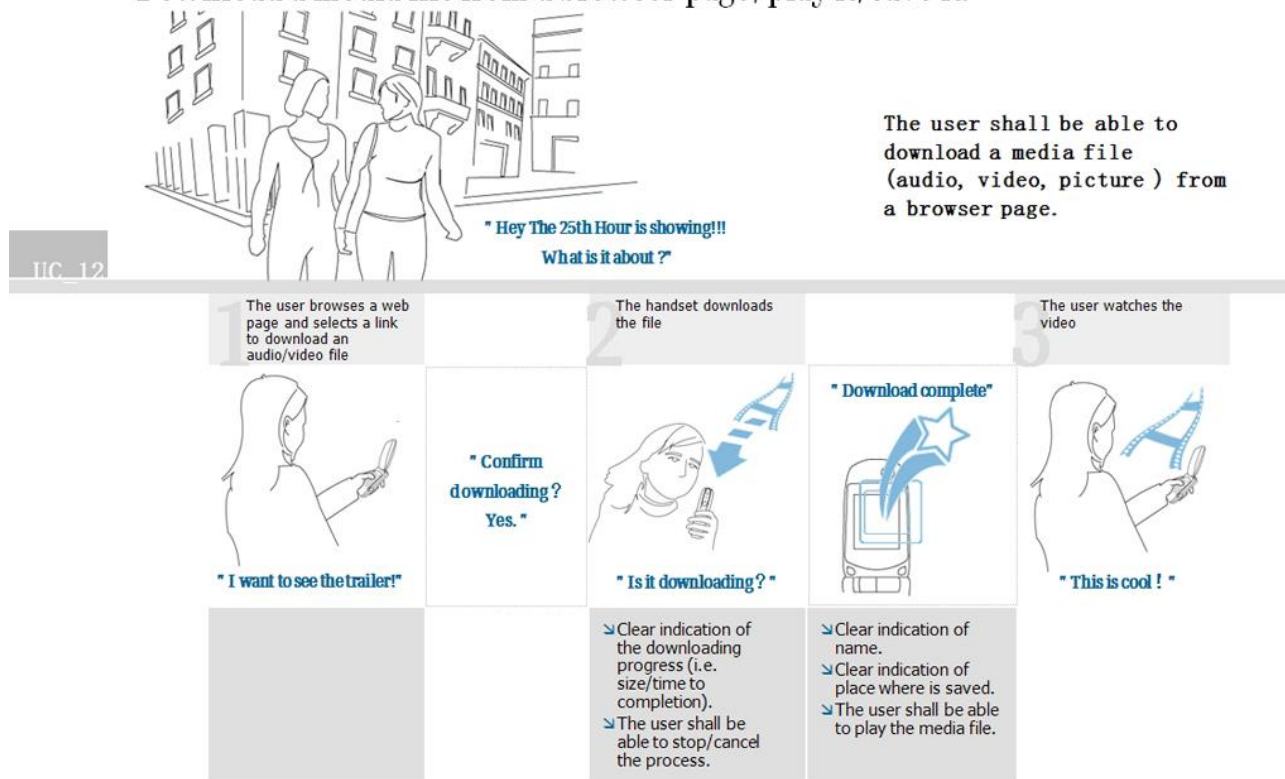
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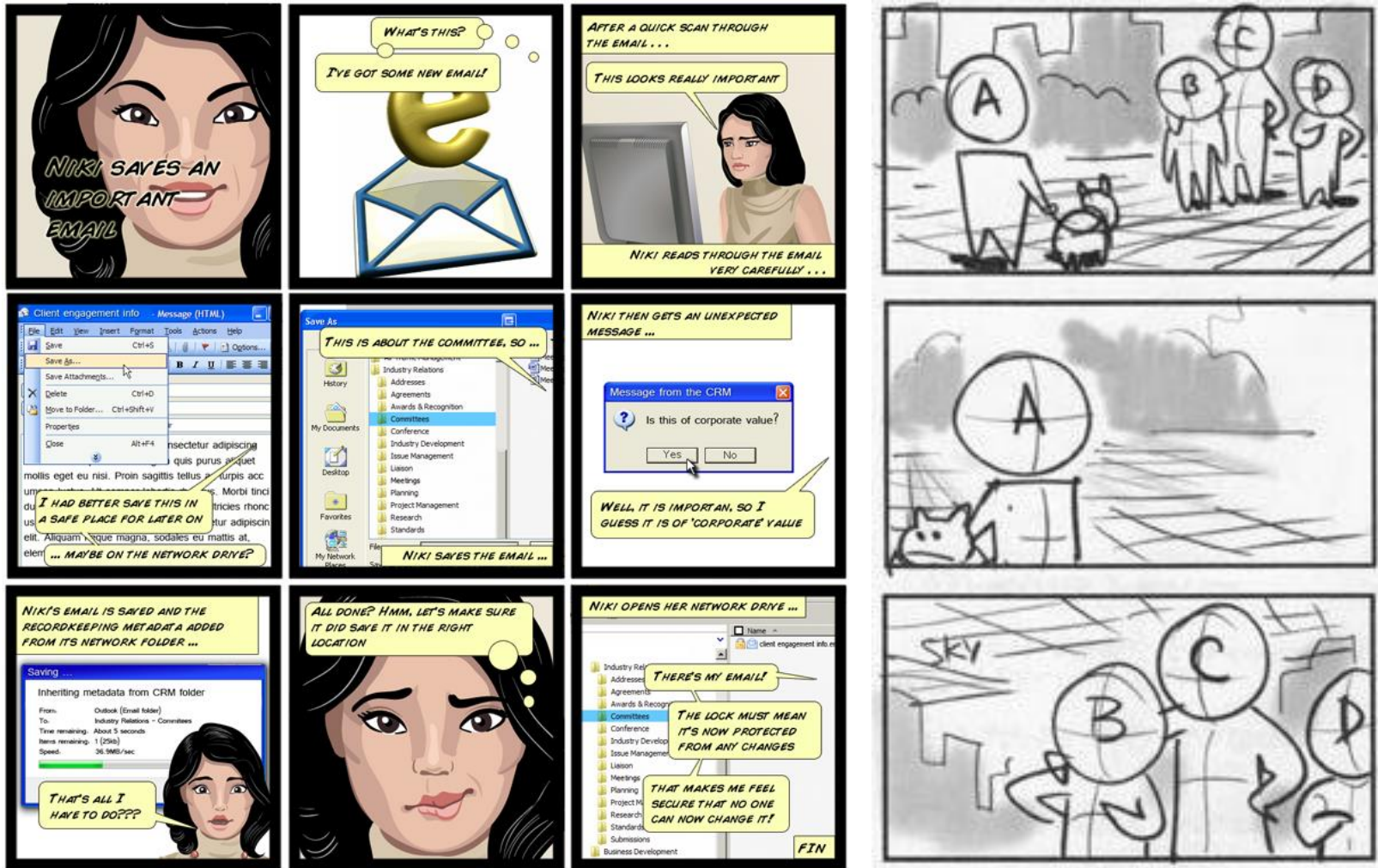
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Storyboard，故事腳本是以類似四格漫畫的格式，將專案中所有關鍵事項在哪裡發生、怎麼達成等細節用靜態的分隔畫面呈現出來。童常會具備畫面以及輔助說明文案，有時也會利用泡泡圖，用對話傳達使用者的態度。

Download a media file from a browser page, play it, save it.



4 | 使用情境說明



4 | 使用情境說明

SMART URBAN SPACES

HYPERLOCALLY

OULU
FINLAND



ITEA2 SmartUrbanSpaces City of Oulu -project



Adfore Technologies Ltd. develops hyperlocal and realtime information service. It enables users to find local offers, shops, services, events, weather forecasts and warnings, museums, bus stop timetables and other public services in user's proximity. Service can be used with standard web browsers and with smart phones. Position information is used to adapt content in user interface. For more information visit our website: www.ouka.fi/sus/english

*Tebes

ITEA 2

www.smarturbanspaces.org

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資訊架構

1 | 網站架構

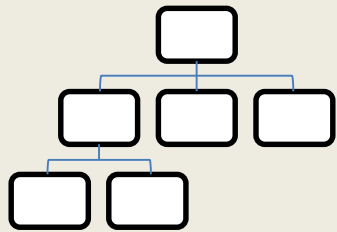
請依據5~10位目標對象去設計網站架構。
設計方法：卡片分類法、心智模型與Customer Journey

2 | Use Case Page Flow

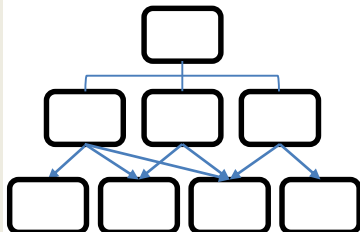
3 | Wireframe

繪製首頁的 L, M, S 版 Wireframe，並說明網站內容佈局

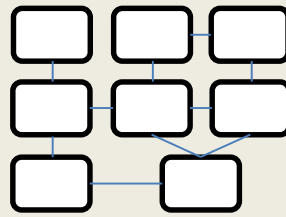
1 | 網站架構



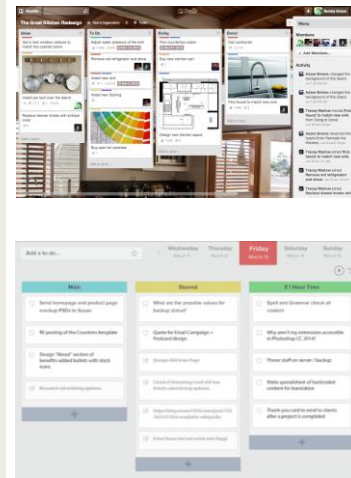
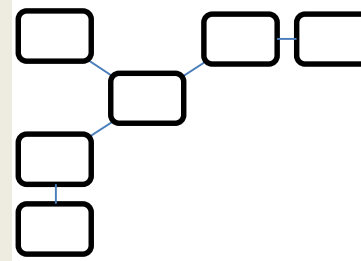
階層式



層面式



超連結式



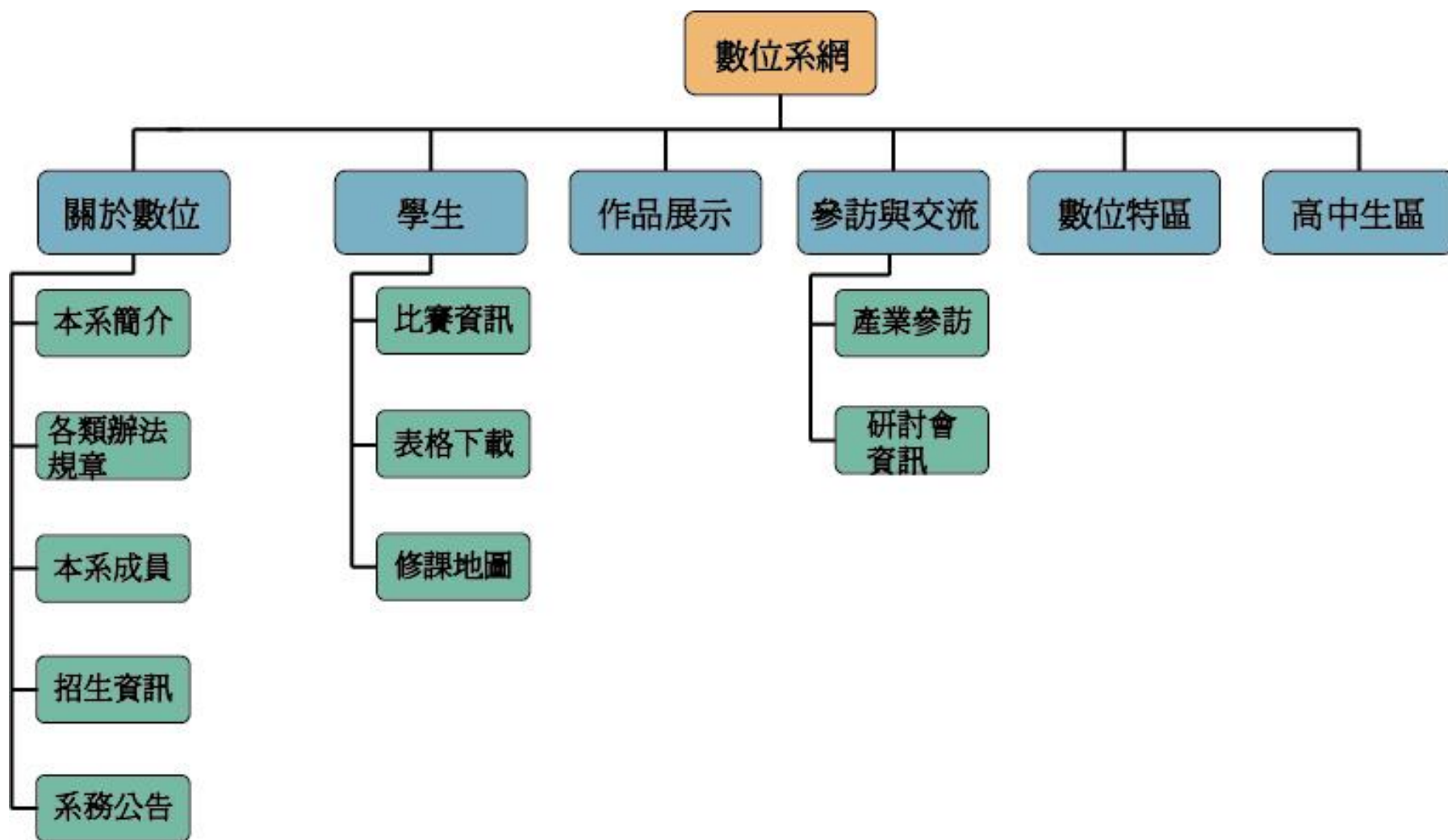
軸輻式



直線式

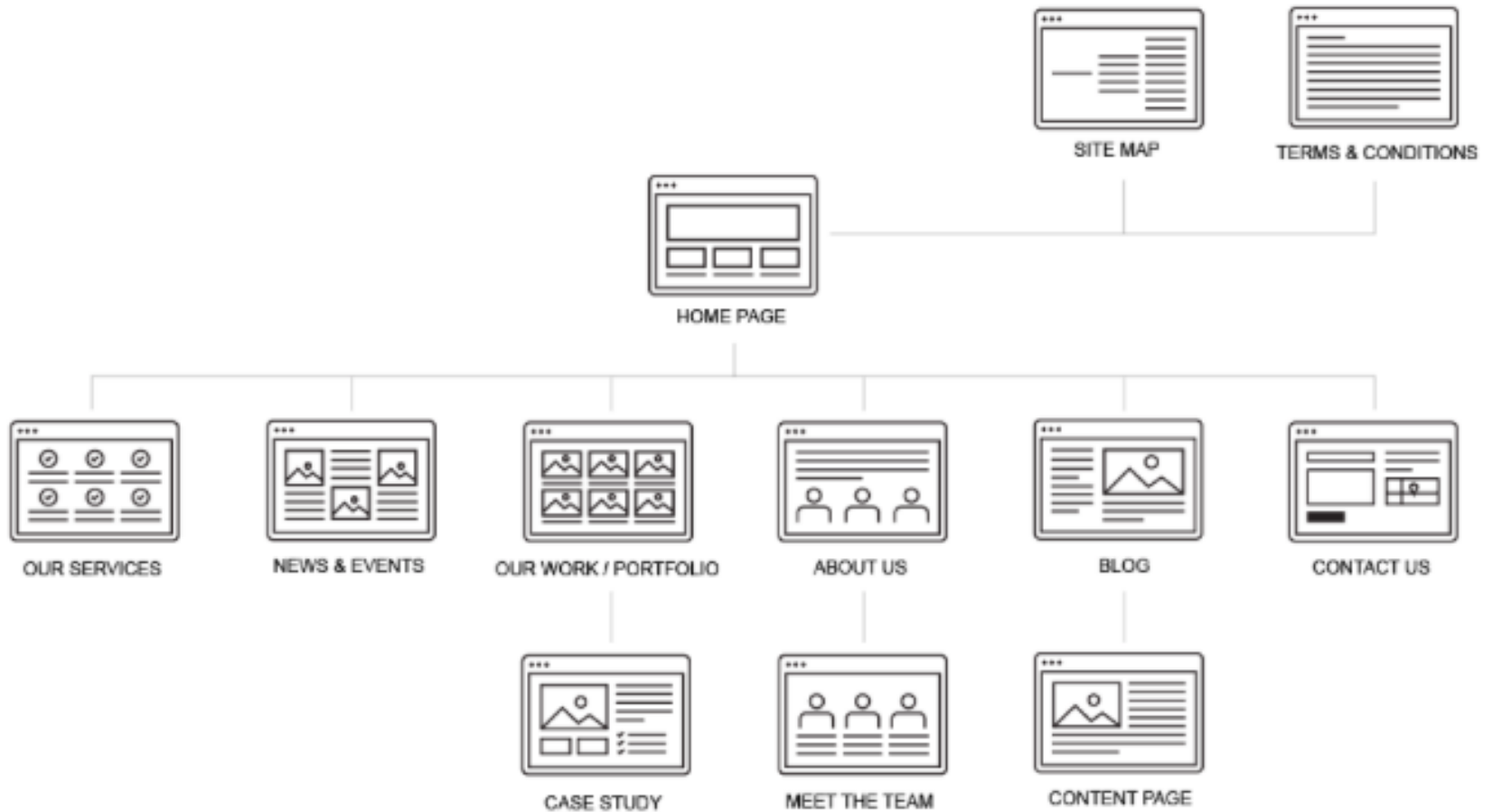
1 | 網站架構

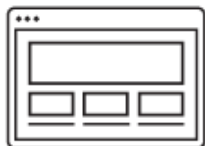
系網架構



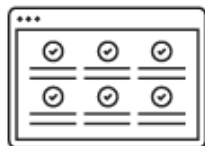
1 | 網站架構

Site map





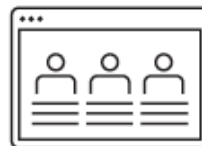
HOME PAGE



OUR SERVICES



OUR WORK / PORTFOLIO



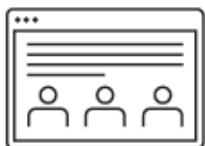
MEET THE TEAM



CASE STUDY



NEWS & EVENTS



ABOUT US



CONTACT US



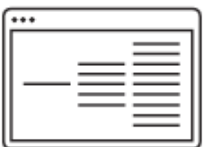
CONTENT PAGE



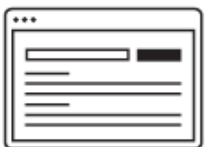
SHOP PAGE



PRODUCT PAGE



SITE MAP



SEARCH RESULTS



FAQ



BLOG



FORM PAGE



SIGNUP / PRICING



LOG IN



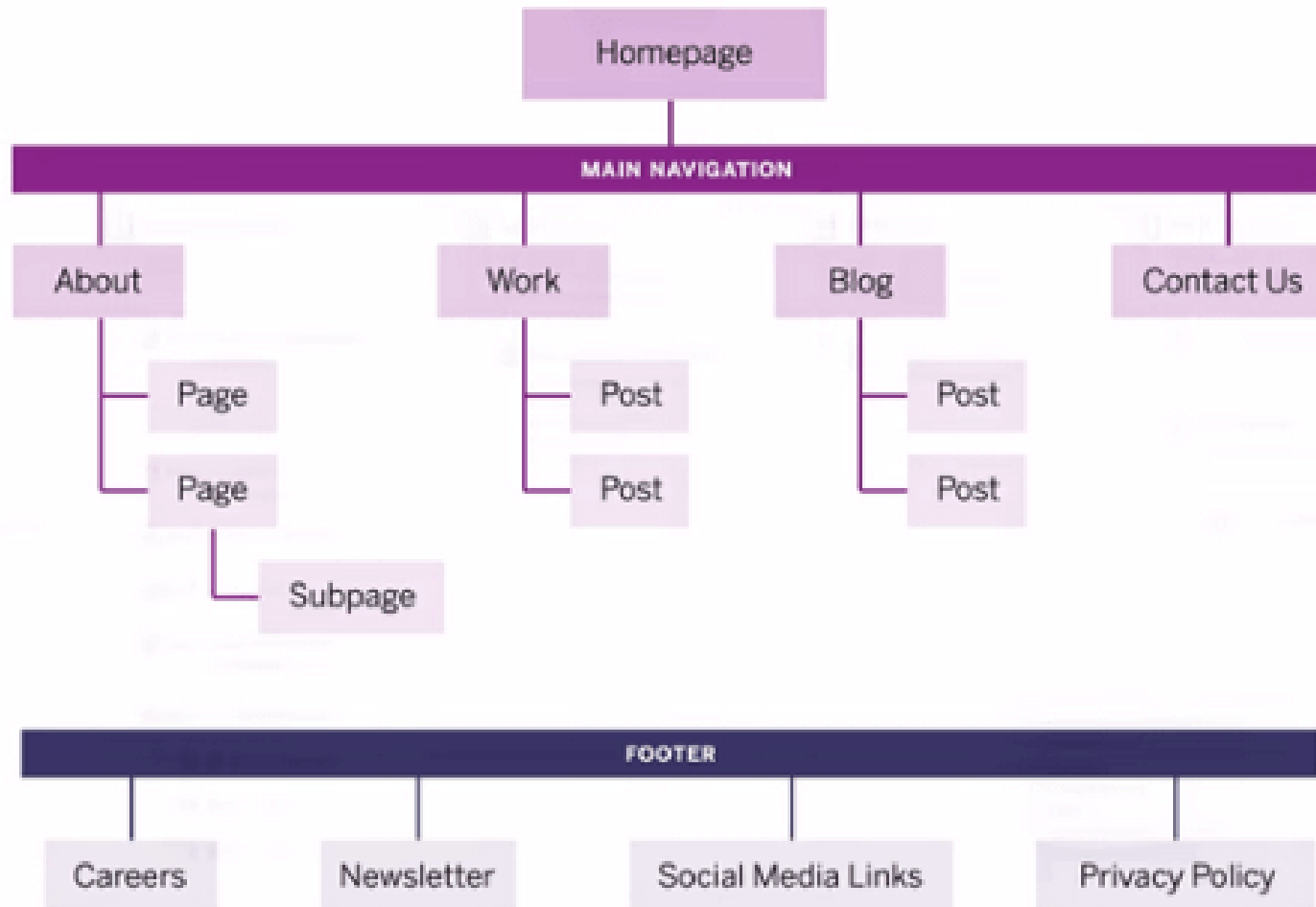
MY ACCOUNT



TERMS & CONDITIONS

1 | 網站架構

全域區架構



1 | 網站架構

卡片分類法



規劃網站時常用的測試方法。以使用者為中心，觀察使用者如何理解和組織資訊，將資訊分別寫在卡片上，然後歸類。

如何進行：

1. 將需求或分類寫在卡片（最多約50張，一張卡片一個項目）
2. 請測試者（10~30位）將卡片分類，將相關卡片排到同一組
不一定要分類完成

開放式

- 測試者可自行命名卡片分類標籤
- 不知道如何命名分類標籤，也可空白
- 用於測試新網站

封閉式

- 已制定好分類標籤名稱
- 用於評估已設計好的網站



1 | 網站架構

心智模型



一種習以為常、理所當然的認知。指我們心中關於自己、別人、組織及周圍世界每個層面的假設、形象和故事。

如何進行：

1. 以任務分割
2. 分析使用者在執行某種任務時，思考的順序分解、會按照什麼樣的順序進行，分析需求

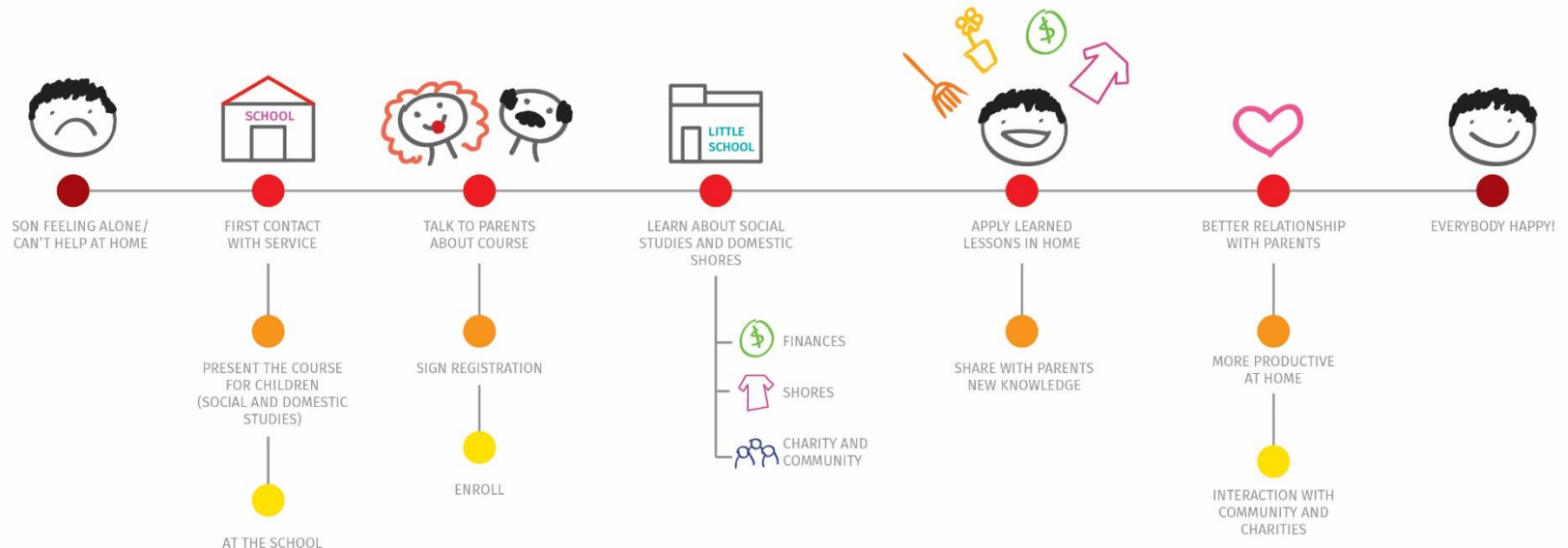
1 | 網站架構

Customer Journey

Customer Journey，協助思考時間與空間連續性的設計需求。它記錄了在時間或空間歷程中，使用者與系統中的所有接觸務之間的互動方式。

JOURNEYMAP | THELITTLESCHOOL

CONNECTION FOR A BETTER EDUCATION





Designing with
**CUSTOMER JOURNEY
MAPPING**



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期末作業 UI UX 要求

文字

- 字級大小避免超過三種
- 字型避免超過三種
- 留意行高與可讀性

圖示與圖片

- 設計語言一致性
- 大小與間距
- 避免複雜化
- 按鈕大小控制

色彩

- 避免超過三種色相搭配
- 色彩搭配主題且舒服

十大易用性

- 01 系統狀態能見度
- 02 系統與真實世界的關聯性
- 03 使用者的操控自由
- 04 一致性和標準
- 05 預防錯誤

- 06 辨識而非記憶
- 07 彈性與使用效率
- 08 美觀與簡化設計
- 09 協助使用者辨識、偵錯並從錯誤中恢復
- 10 幫助與說明文件