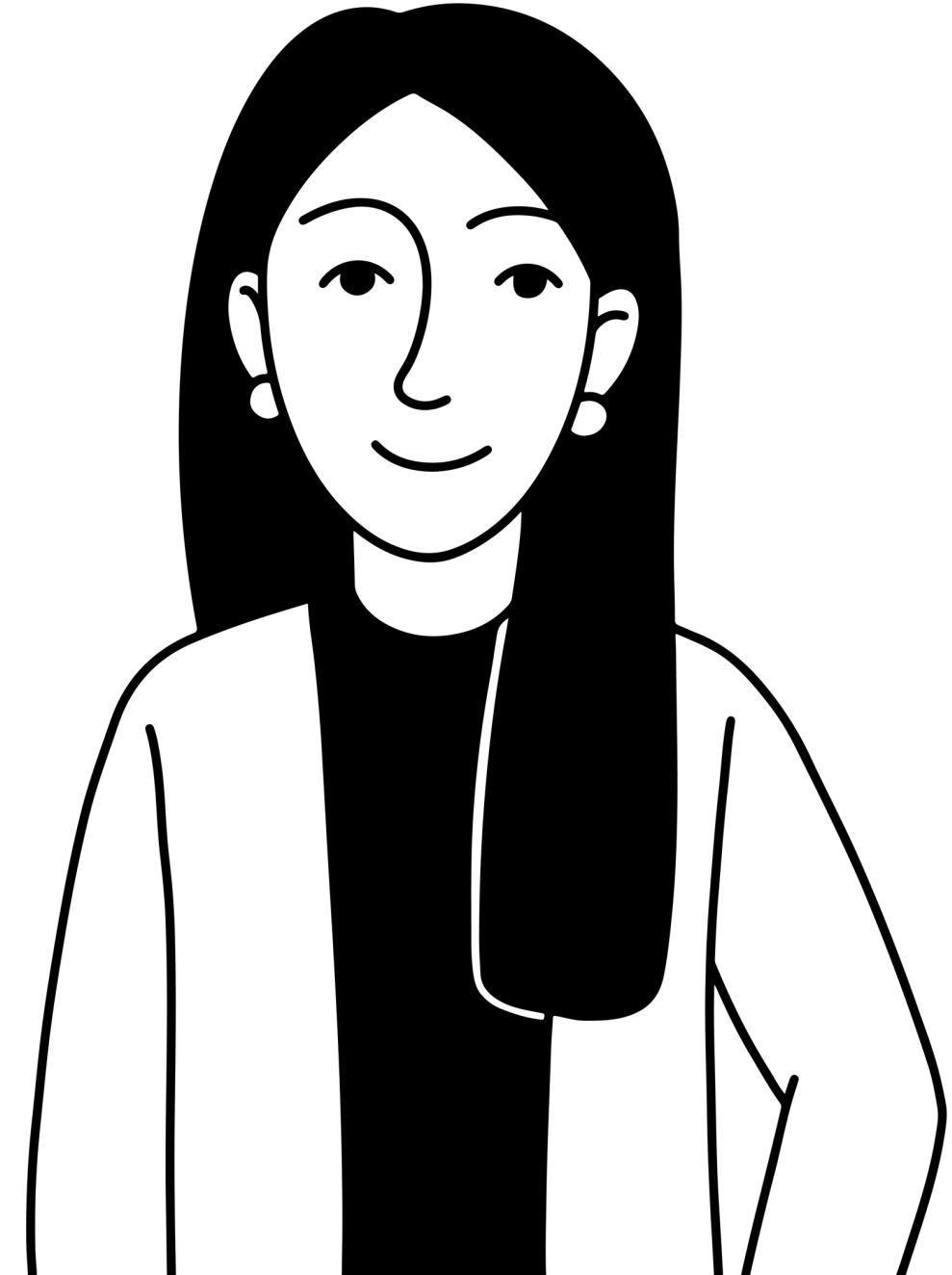


Girls' Day

2022



exeta

UX Design – was ist das?



UX = User Experience

Deutsch: Nutzererlebnis

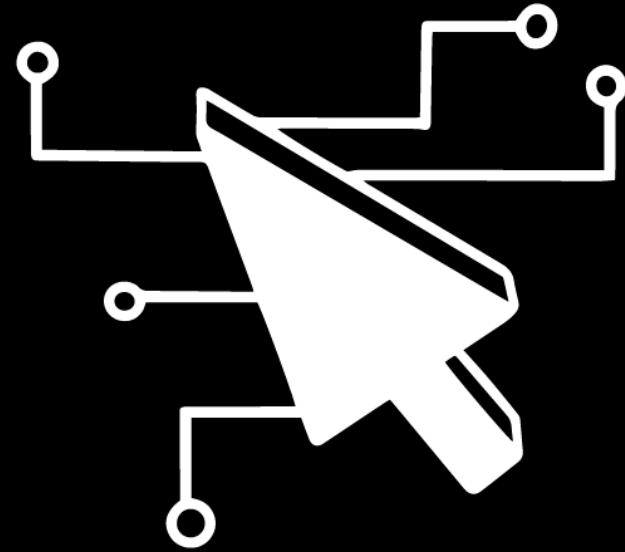
»UX umfasst alle Aspekte der Erfahrungen eines Nutzers vor, während und nach einer Interaktion mit einem Produkt, einem Dienst, einer Umgebung oder einer Einrichtung.«



VS



Beispiele für Gestaltgesetze



Typographie

Lesbarkeit Lesbarkeit

LESBARKEIT Lesbarkeit

Lesbarkeit

Lesbarkeit Lesbarkeit

Lesbarkeit

Lesbarkeit



Und zum Schluss das

Du wirst das zuerst
lesen

Dann wirst du das hier lesen

Dann das hier



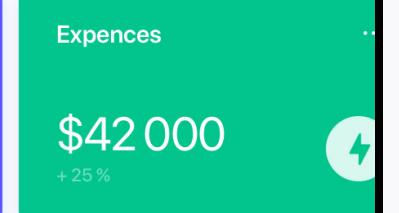
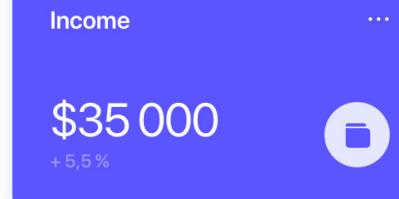
Alexandra
Personal manager

Balance
\$27 000

Credits
\$5 000

Deposit
\$50 000

Statistic

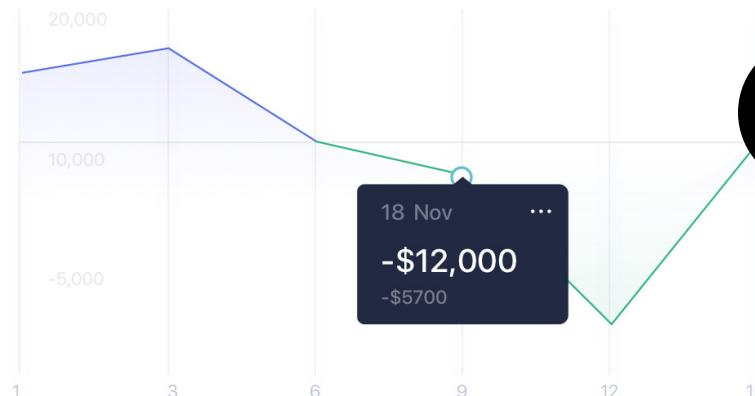


Deposit

Income

Expences

Balance



VS.



Alexandra
Personal manager

Balance
\$27 000

Credits
\$5 000

Deposit
\$50 000

Statistic

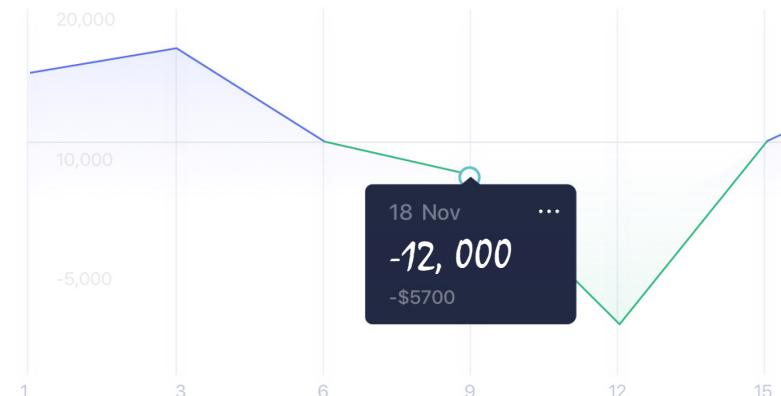


Deposit

Income

Expences

Balance



Transaction History

Date Transaction

5 Nov, 2019 Privatbank
Income transfer

5 Nov, 2019 Adidas store
Clothes and shoes

Preferences

Preferences

Transaction History

Date Transaction

5 Nov, 2019 Privatbank
Income transfer

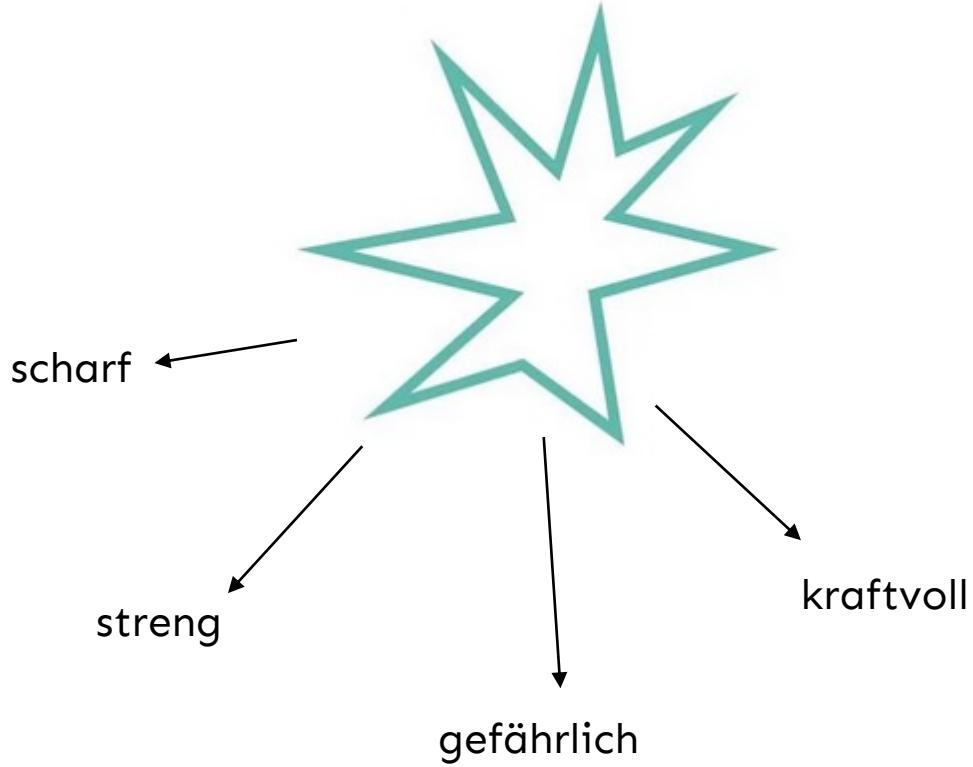
5 Nov, 2019 Adidas Store
Clothes and shoes

Formen

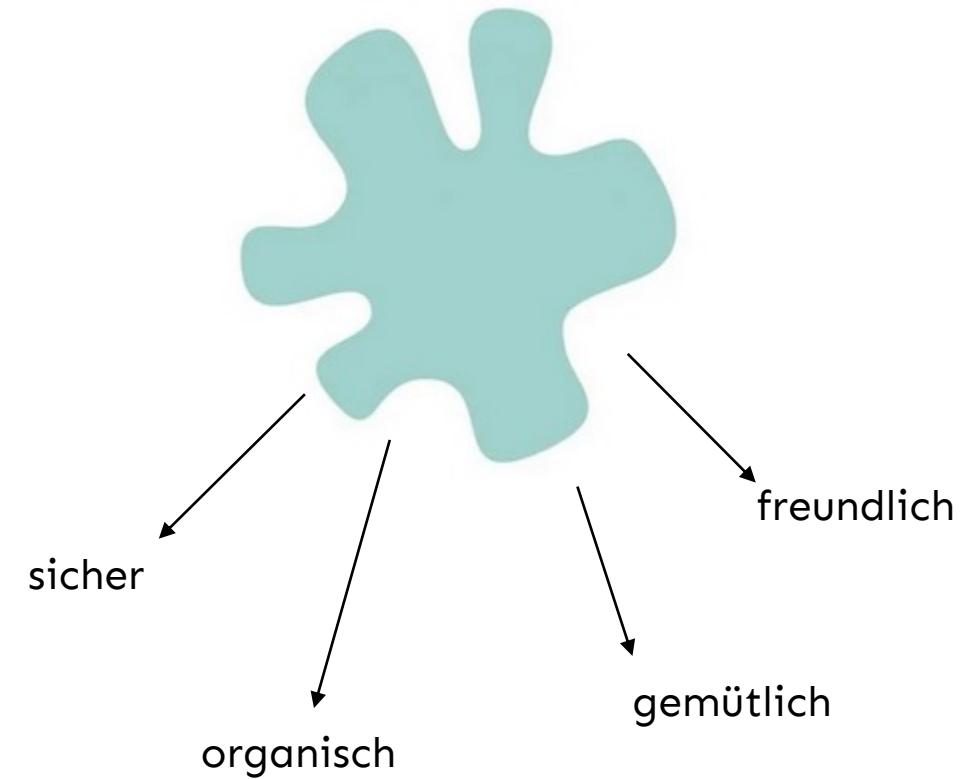
SHAPE



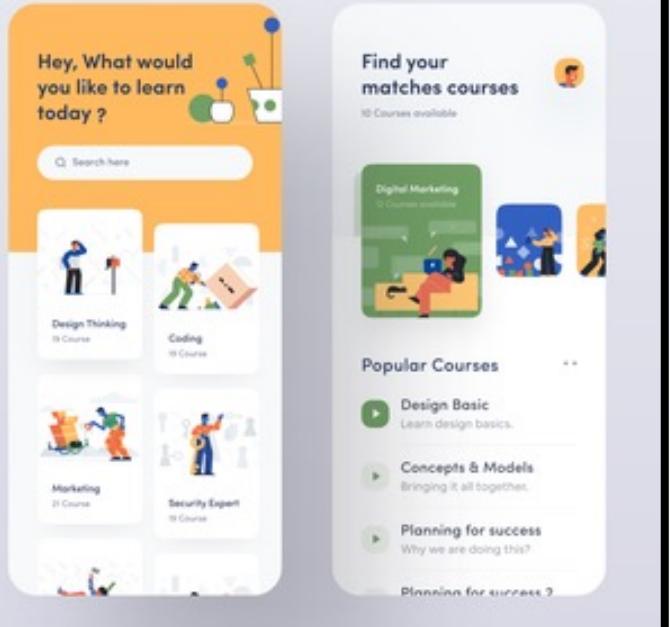
Eckige Formen



Runde Formen



vs.



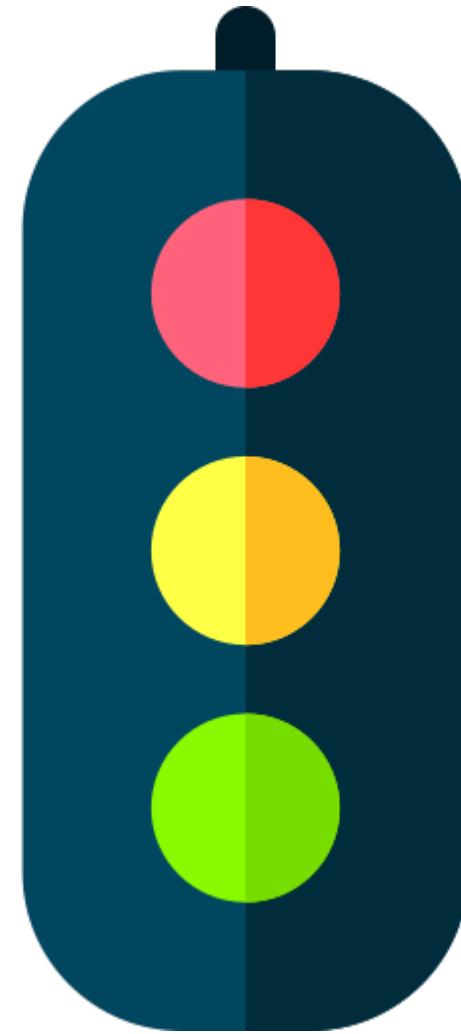
The first screen shows a profile for "Halo Samantha" with a message "Apa yang ingin Anda pelajari hari ini?". Below is a search bar and filters for "Terbaru", "Populer", and "Rekomendasi". Two course cards are shown: "Blender Fundamental" and "Origami Fundamental". The second screen shows a course card for "Pelajar Pemodelan 3D untuk Pemula" (BESTSELLER) by "Blender Fundamental". It includes a thumbnail, rating (4.6), reviews (33.852 penilaian), student count (180.033 siswa terdaftar), a description, and two video thumbnails: "Perkenalan Blender v2.8" and "Model 3D Pertama Anda Di Blender v2.8".

A central illustration of a person holding a smartphone stands within a circular graphic. Below the illustration is the text "COURSES." followed by a large, bold heading "Learn anytime and anywhere". A subtext reads "Quarantine is the perfect time to spent your day to learn something new everyday anywhere." At the bottom is a large orange button labeled "START LEARNING".

A profile picture of "Catrina" is at the top. The text "Hi, Catrina!" and "Continue your lesson or do you want to learn something new?" follows. A search bar says "Find your lesson ...". Below are tabs for "All", "Photography", "Graphic Design", and "Web Develop". Three course cards are listed: "DSLR Fundamentals" (Learning the basic of using a DSLR camera with Justin Bridges, 1hr 9mnt), "Vector Illustration" (Using creative constraints to find your style & get the sense colors you like, 2hr 1mnt), and "Coding: You can code!" (Learning the basic of programming language for beginner, 1hr 5mnt).

The top navigation shows "Photography" and a back arrow. The course title is "DSLR Fundamentals" (1hr 9mnt). Below are tabs for "About", "Lesson" (which is selected and highlighted in red), and "Discuss". A summary says "Total: 10 Chapters". The lessons are listed as numbered steps: 1. Introduction (Basic of DSLR tools, 2:30), 2. Understanding (Understanding your DSLR, 13:04), 3. Balancing Exposure (How to balencing the light by places, 4:42), 4. Preparing to shoot (How to prepare any photoshoot, 4:03), and 5. Studio Demo (Checking the surrounding for shoot, 10:46).

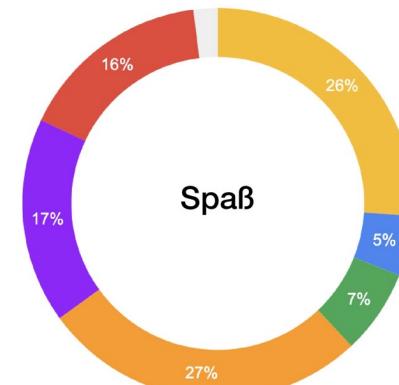
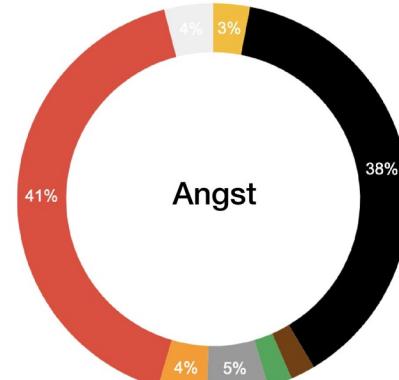
Farben



Kontraste



Assoziation



Kontext



Google

Anmeldung

Mit Google-Konto anmelden.

E-Mail oder Telefonnummer

! E-Mail-Adresse oder Telefonnummer eingeben

[E-Mail-Adresse vergessen?](#)

Nicht Ihr Computer? Dann können Sie den Gastmodus verwenden, um sich privat anzumelden.
[Weitere Informationen](#)

[Konto erstellen](#) [Weiter](#)

Deutsch ▾ [Hilfe](#) [Datenschutz](#) [Nutzungsbedingungen](#)

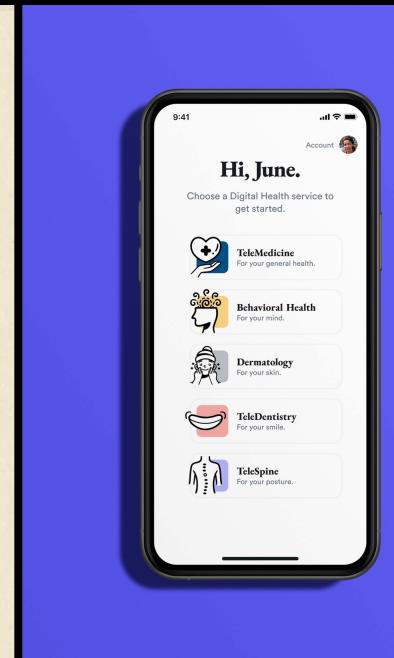
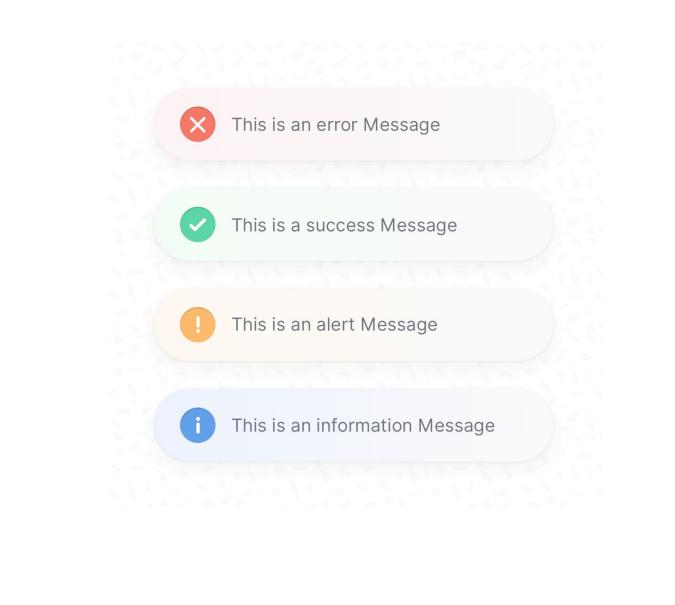
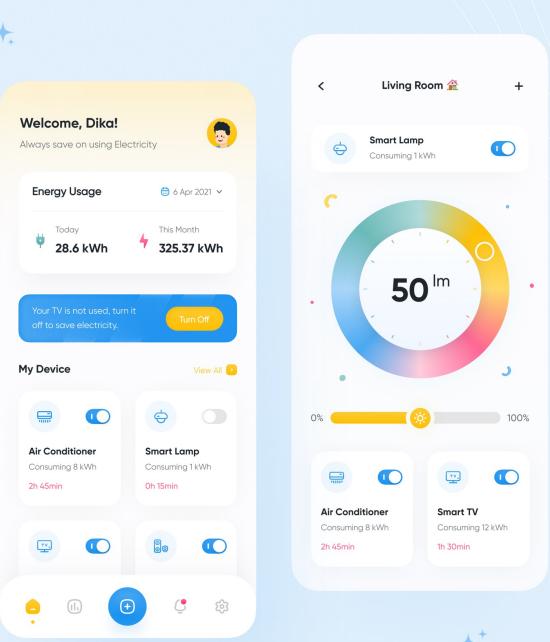
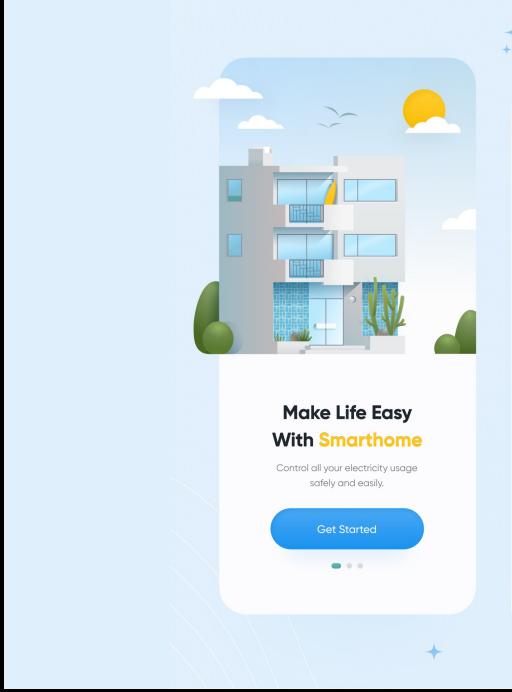
Create account

Already have an account? [Sign in](#)

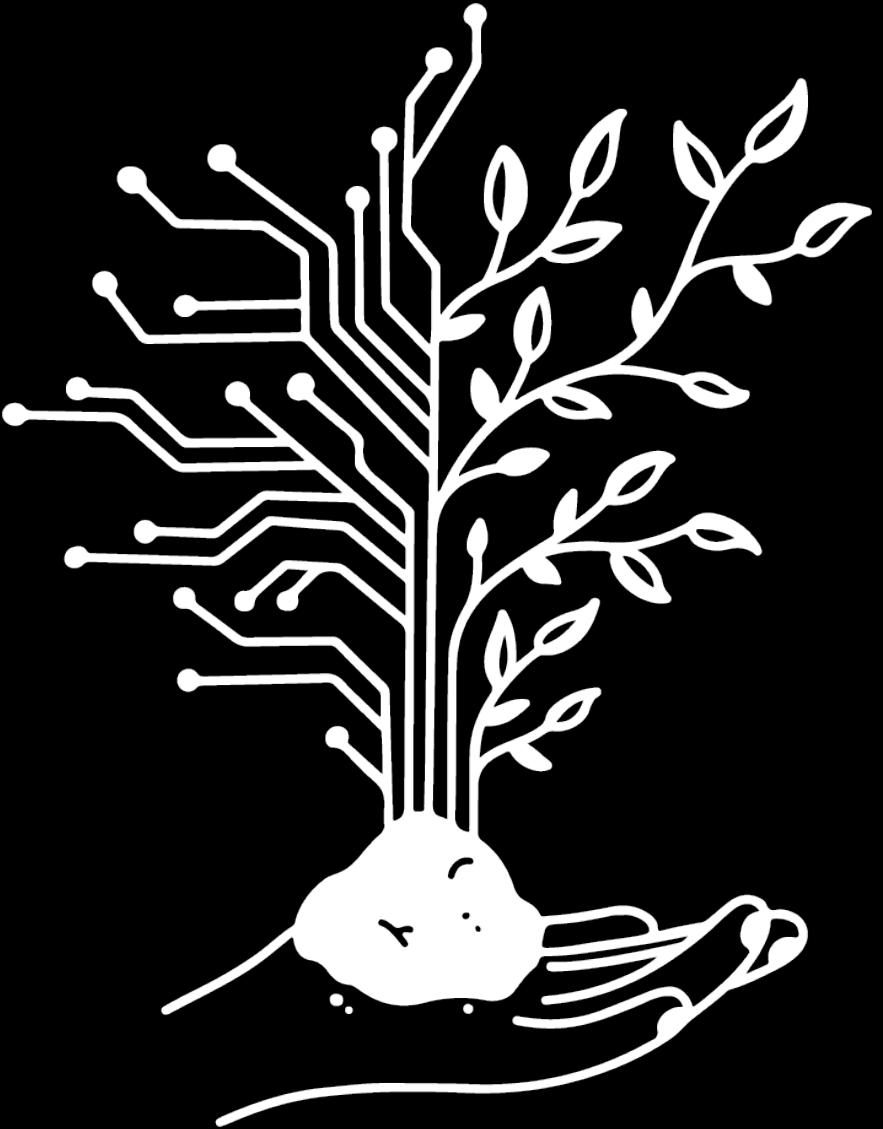
First name Last name

[Sign up](#) 

I have read and agree to the [Terms of Service](#)



Projekt Spendenaktion



UX Design Prozess

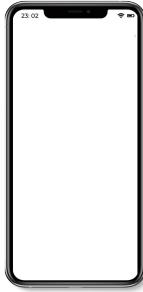
Planen
&
Verstehen



Prüfen
&
Nutzen

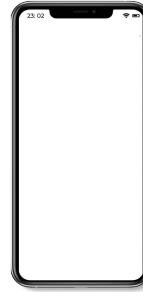
UX Design: Spendenaktion

Der Bund für Umweltschutz möchte mehr Grünflächen in der Stadt schaffen und wendet sich an Exxeta um eine digitale Aufrufaktion zum Sammeln von Spenden zu veranstalten.



1. Screen: Start Screen

- Titel
- Introtext
- Startbutton



2. Screen: Countdown

- Hinweis, dass das Spiel in 5 Sekunden startet
- 5 Sekunden Timer



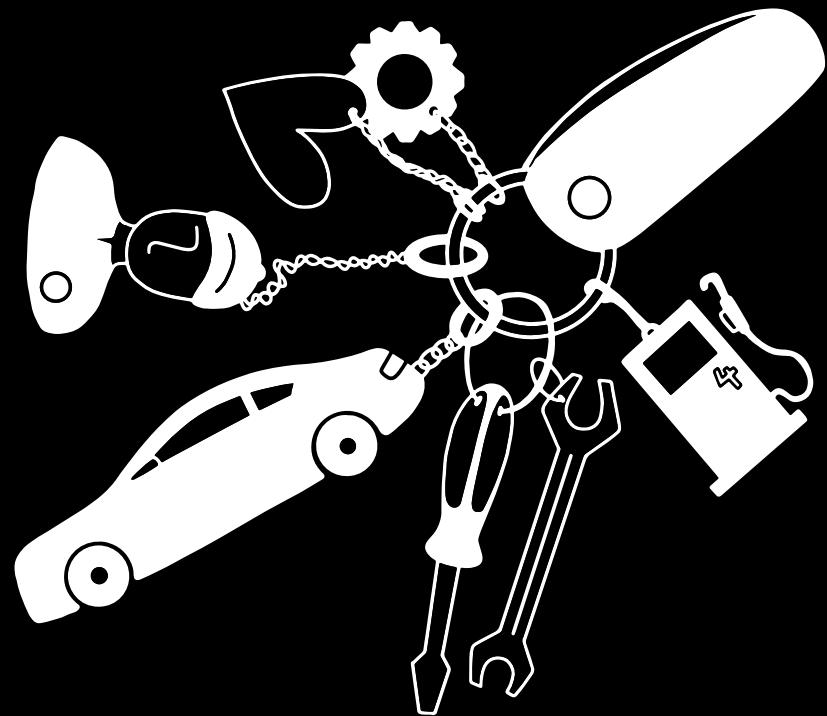
3. Screen: Spiel

- 15 Sekunden Countdown
- Klick Counter
- Mit jedem Klick wächst die Pflanze & Spende



4. Screen: Ergebnisseite

- Pflanzengrafik soll noch erkennbar sein
- Pflanzengröße und Summe der erspielten Geldspende
- Ergebnis soll teilbar sein via Social Media



Unser Toolset



Sketch



Figma



Adobe XD



Axure



Photoshop



Illustrator



Protopie



InVision



Studio

