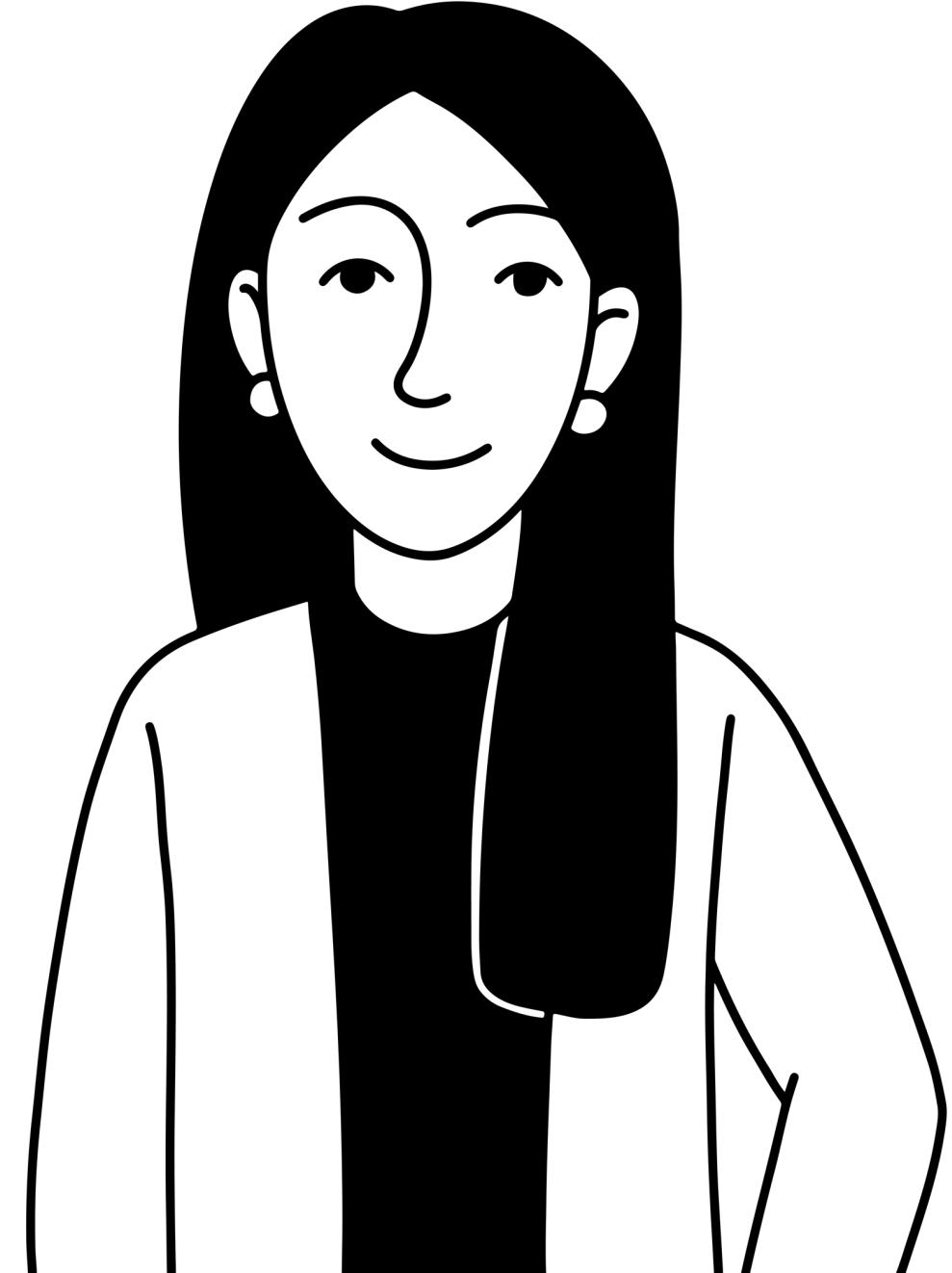


# Girls' Day

# 2022

**exeta**



# UX Design – was ist das?



# UX = User Experience

Deutsch: Nutzererlebnis

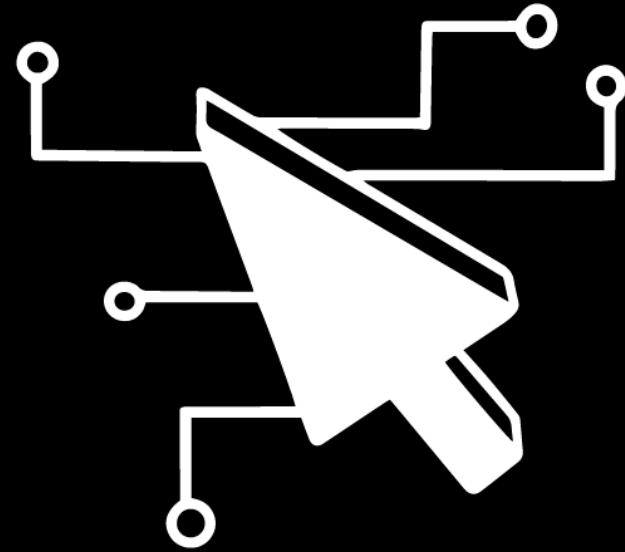
»UX umfasst alle Aspekte der Erfahrungen eines Nutzers vor, während und nach einer Interaktion mit einem Produkt, einem Dienst, einer Umgebung oder einer Einrichtung.«



VS



# Beispiele für Gestaltgesetze



# Typographie

Lesbarkeit

**LESBARKEIT**

Lesbarkeit

Lesbarkeit

Lesbarkeit

Lesbarkeit

*Lesbarkeit*



Und zum Schluss das

Du wirst das zuerst  
lesen

Dann wirst du das hier lesen

Dann das hier



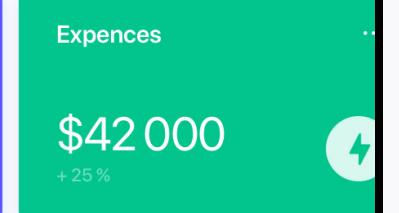
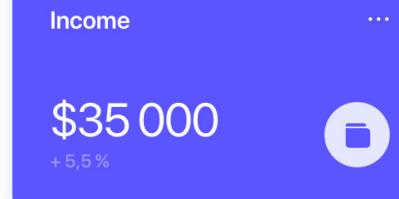
Alexandra  
Personal manager

Balance  
\$27 000

Credits  
\$5 000

Deposit  
\$50 000

Statistic

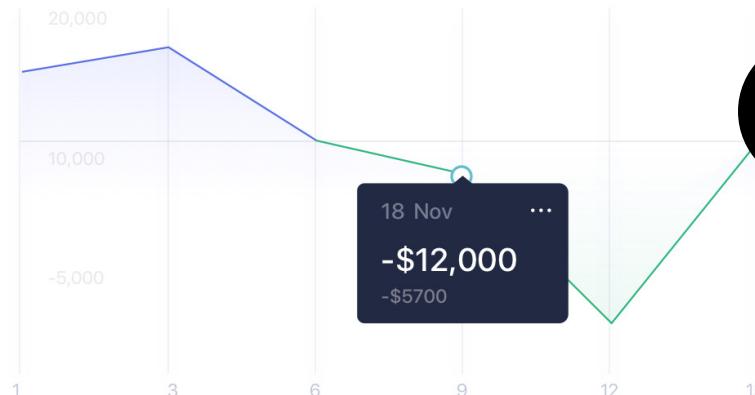


Deposit

Income

Expences

Balance



VS.



Alexandra  
Personal manager

Balance  
\$27 000

Credits  
\$5 000

Deposit  
\$50 000

Statistic

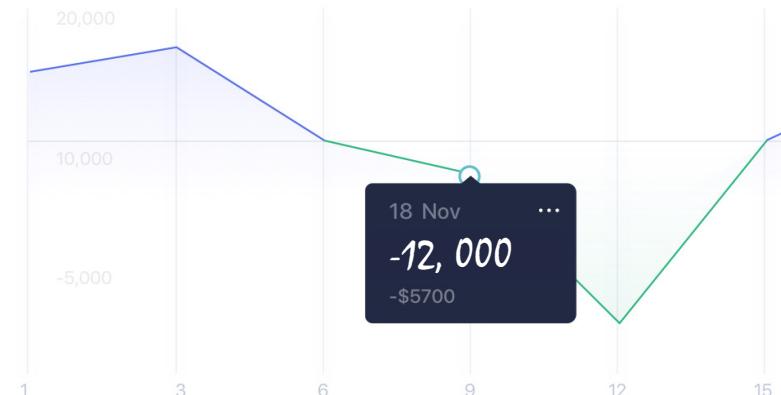


Deposit

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

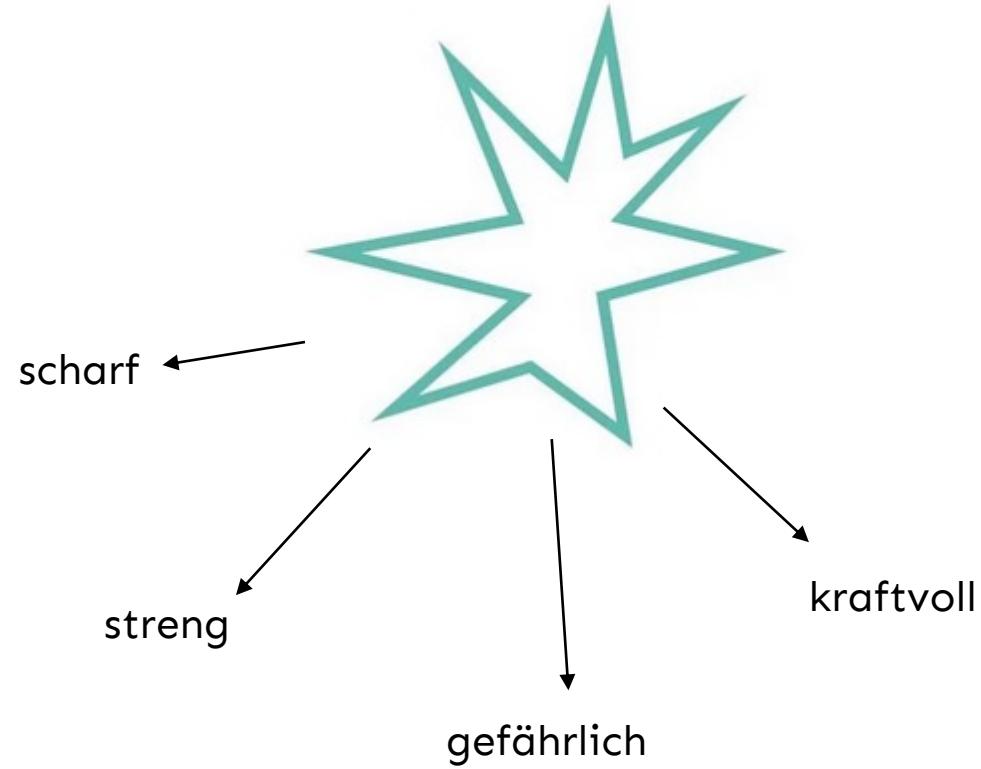
5 Nov, 2019  
Adidas Store  
Clothes and shoes

**Formen**

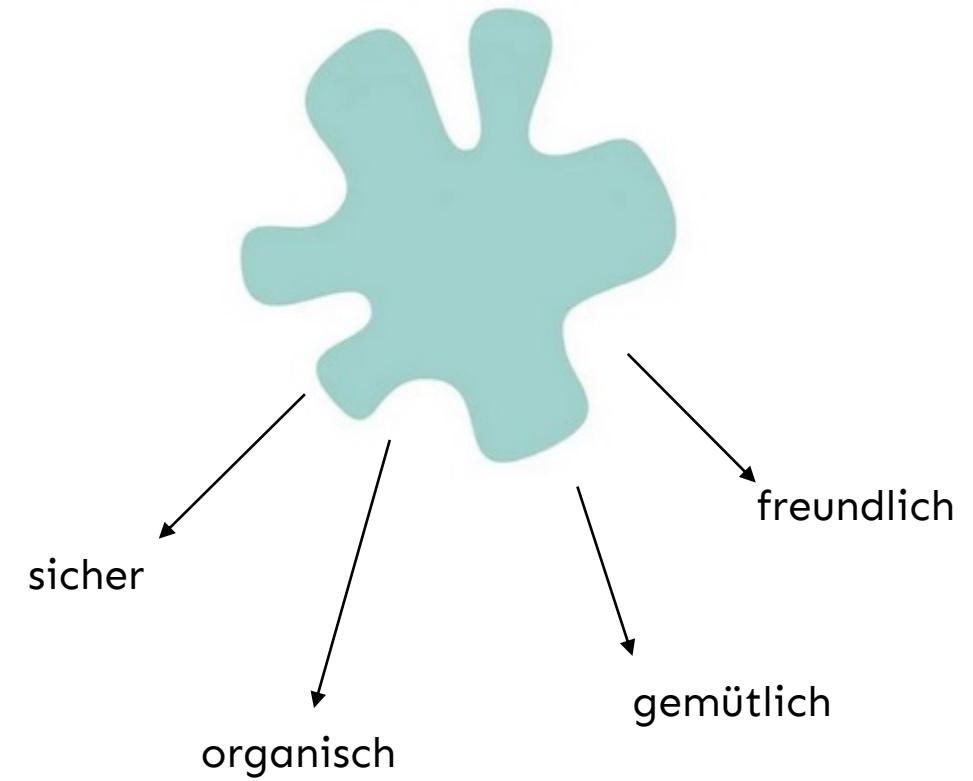
SHAPE



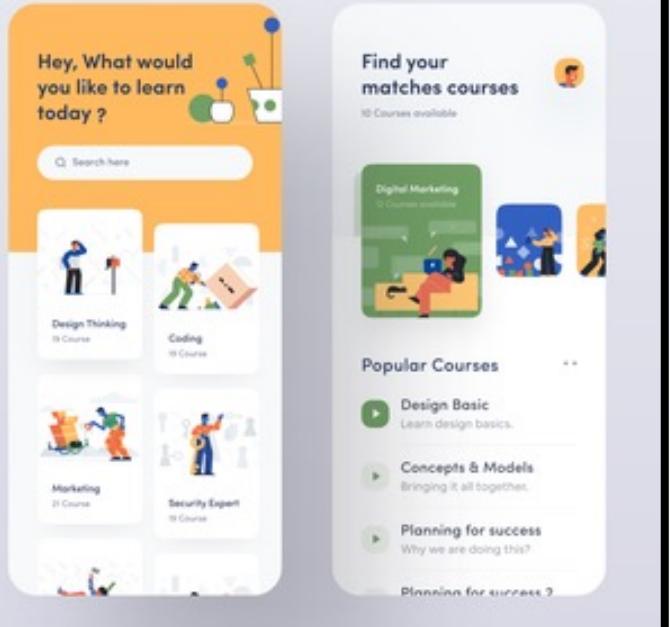
## Eckige Formen



## Runde Formen



vs.



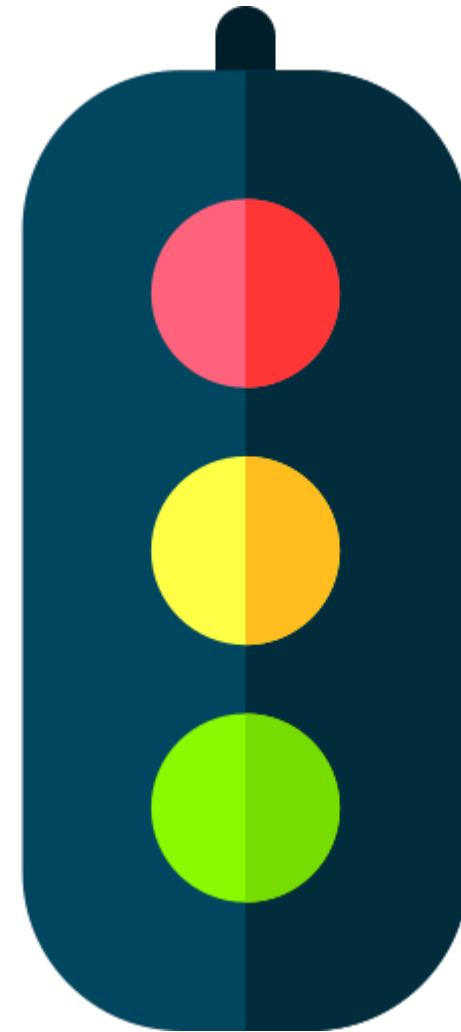
The first screen shows a profile for "Halo Samantha" with a message "Apa yang ingin Anda pelajari hari ini?". Below is a search bar and filters for "Terbaru", "Populer", and "Rekomendasi". Two course cards are shown: "Blender Fundamental" and "Origami Fundamental". The second screen shows a course card for "Pelajar Pemodelan 3D untuk Pemula" (BESTSELLER) by "Perkenalan Blender v2.8" and "Model 3D Pertama Anda Di Blender v2.8". It includes a rating of 4.6 (33.852 penilaian) and 180.033 siswa terdaftar. A note says "Gunakan Blender untuk membuat model 3D yang indah untuk permainan video, pencetakan 3D, desain rumah dll." The price is IDR 45.000 and there is a "LANGGANAN" button.

A large central illustration shows a person holding a smartphone, standing within a circular path made of colored dots. The text "COURSES." is at the top, followed by "Learn anytime and anywhere". Below that is a note: "Quarantine is the perfect time to spent your day to learn something new everyday anywhere." At the bottom is a large orange "START LEARNING" button.

A profile screen for "Catrina" with the text "Hi, Catrina! Continue your lesson or do you want to learn something new?". Below is a search bar "Find your lesson ...". Filter tabs are "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).

A course lesson screen for "DSLR Fundamentals" by "Justin Bridges". It shows a camera icon and the duration "1hr 9mnt". Below are tabs for "About", "Lesson" (which is selected and highlighted in red), and "Discuss". A summary says "Total: 10 Chapters". Five lessons are listed with their names and durations: "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).

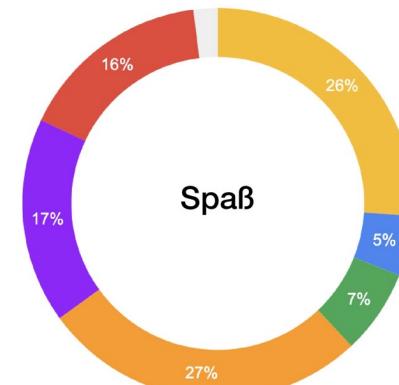
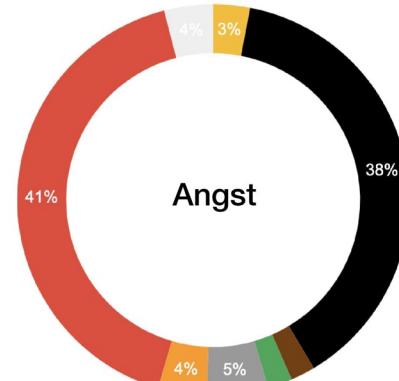
# Farben



## 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](#)

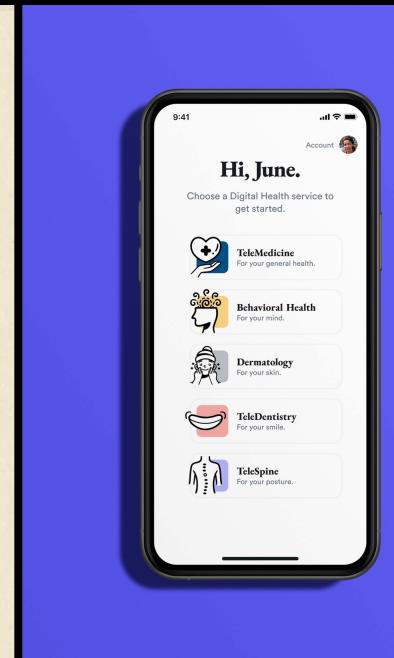
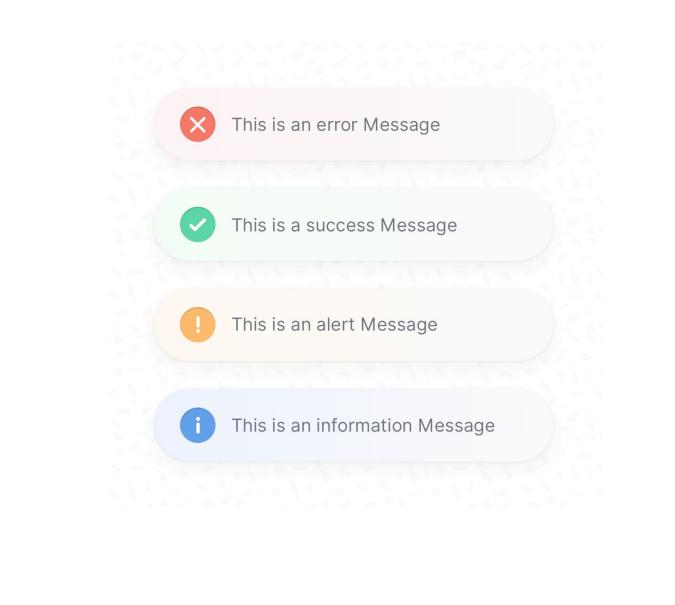
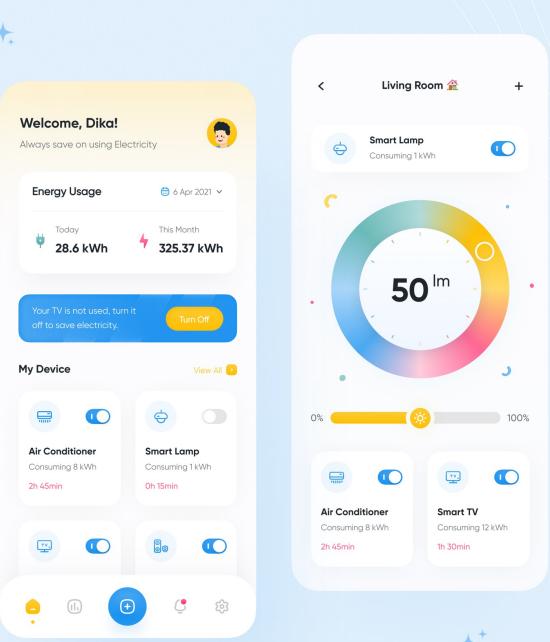
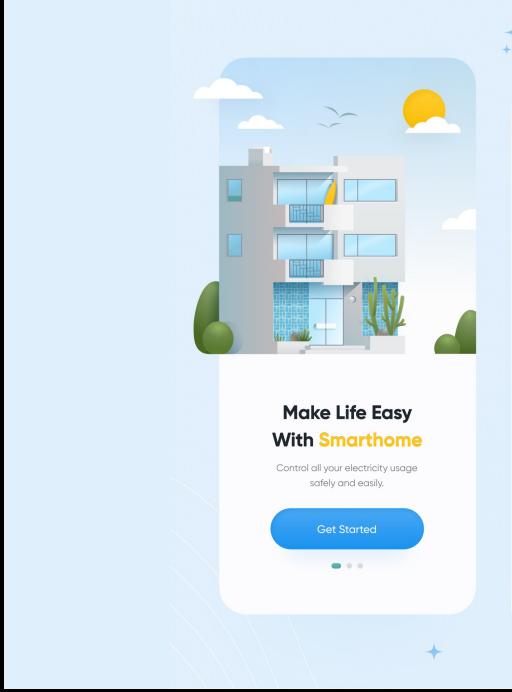
## Create account

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

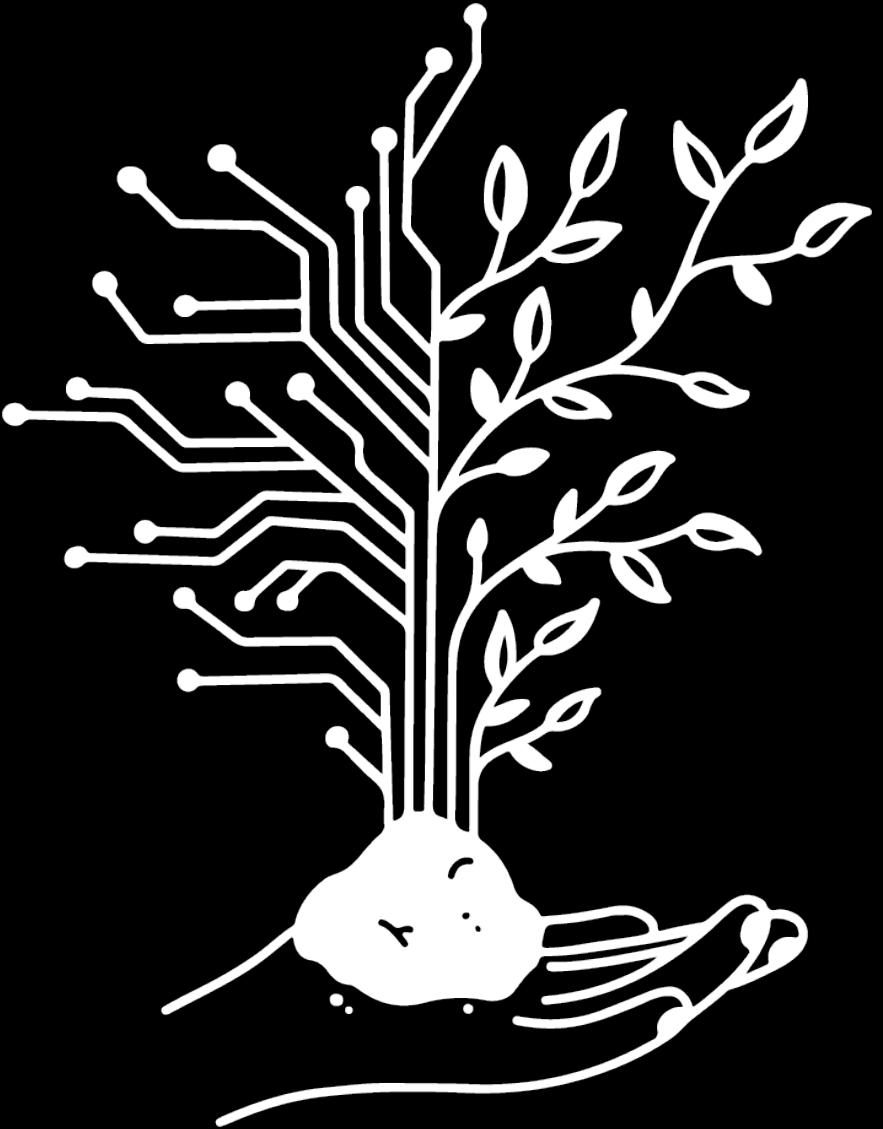
First name  Last name

[Sign up](#) 

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

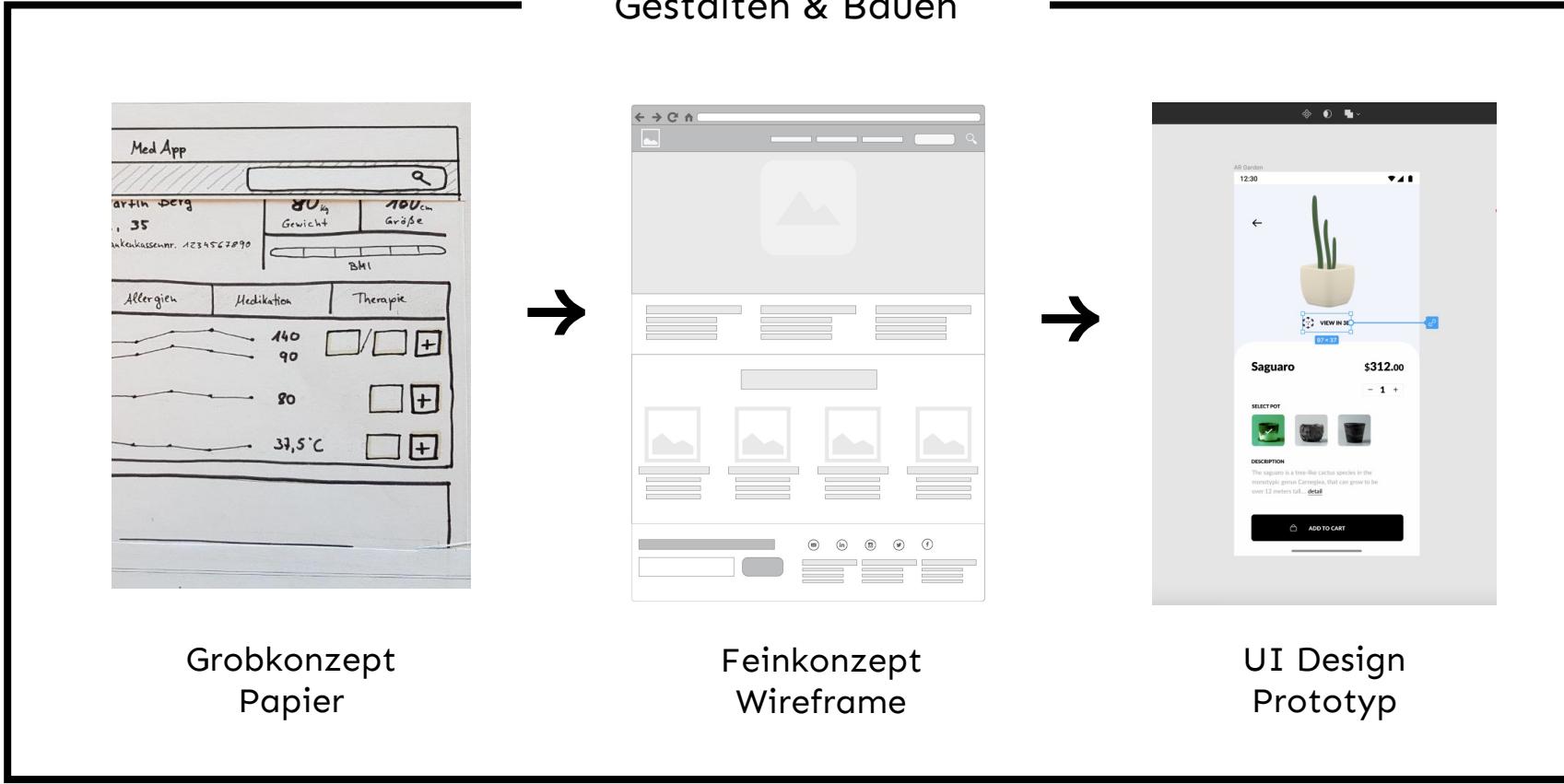


# Projekt Spendenaktion



# UX Design Prozess

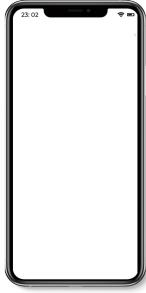
Planen  
&  
Verstehen



Prüfen  
&  
Nutzen

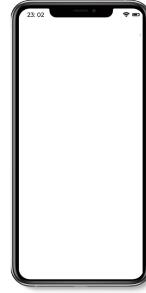
# UX Design: Spendenaktion

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.



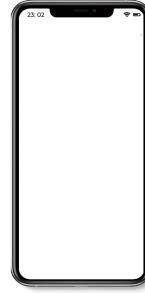
## 1. Screen: Start Screen

- Titel
- Introtext
- Startbutton



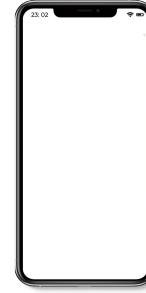
## 2. Screen: Countdown

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



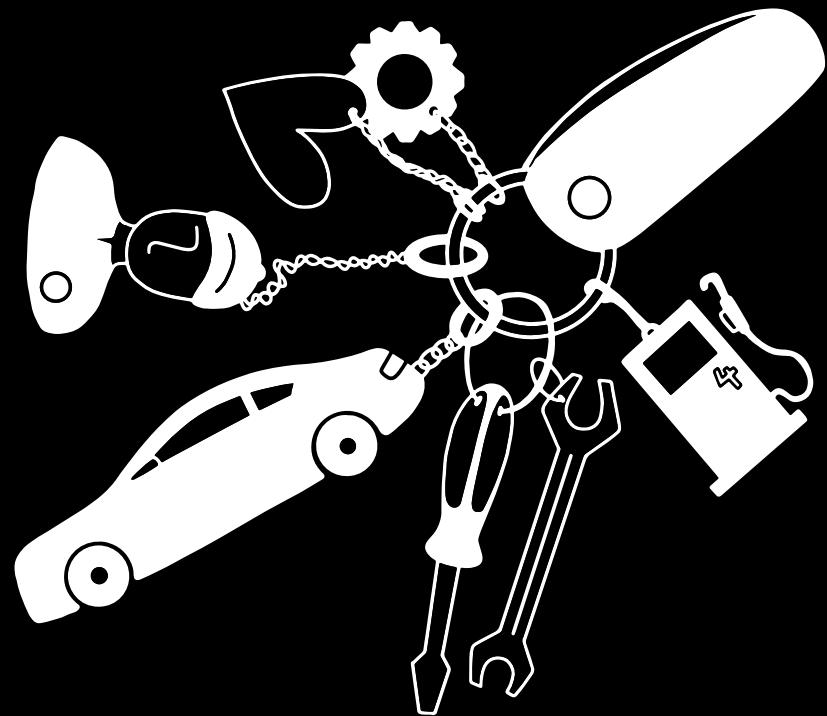
## 3. Screen: Spiel

- 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

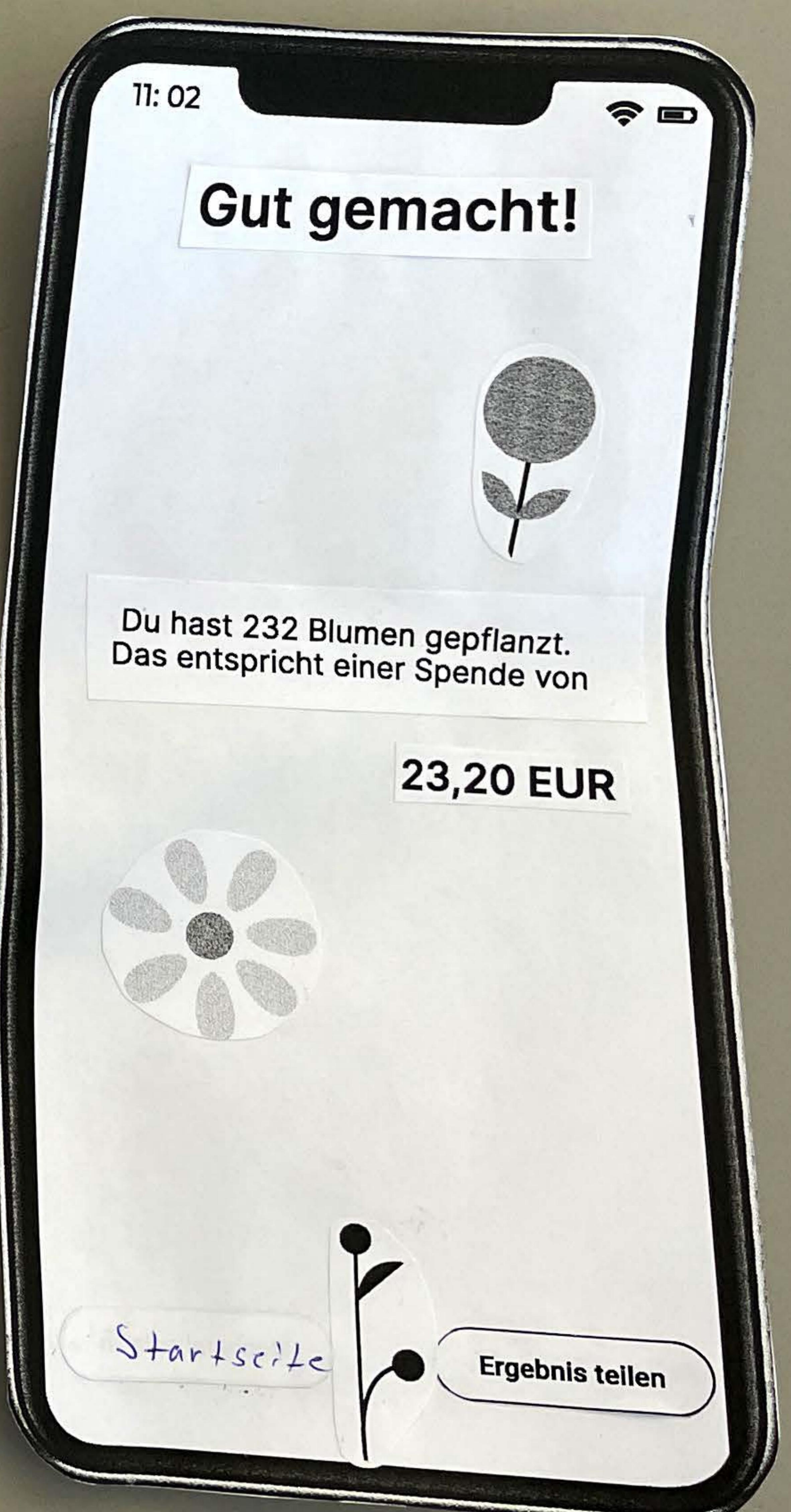
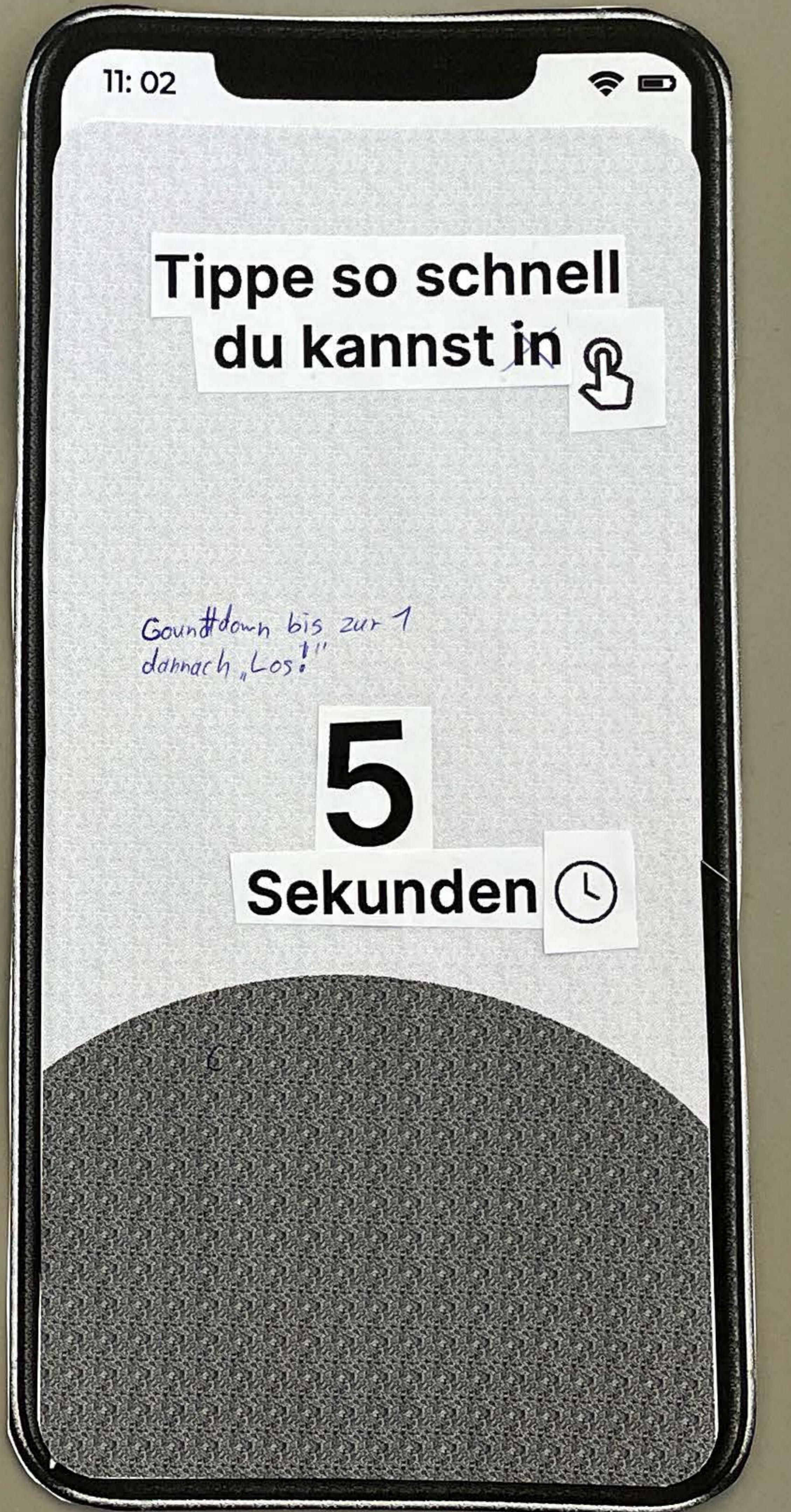
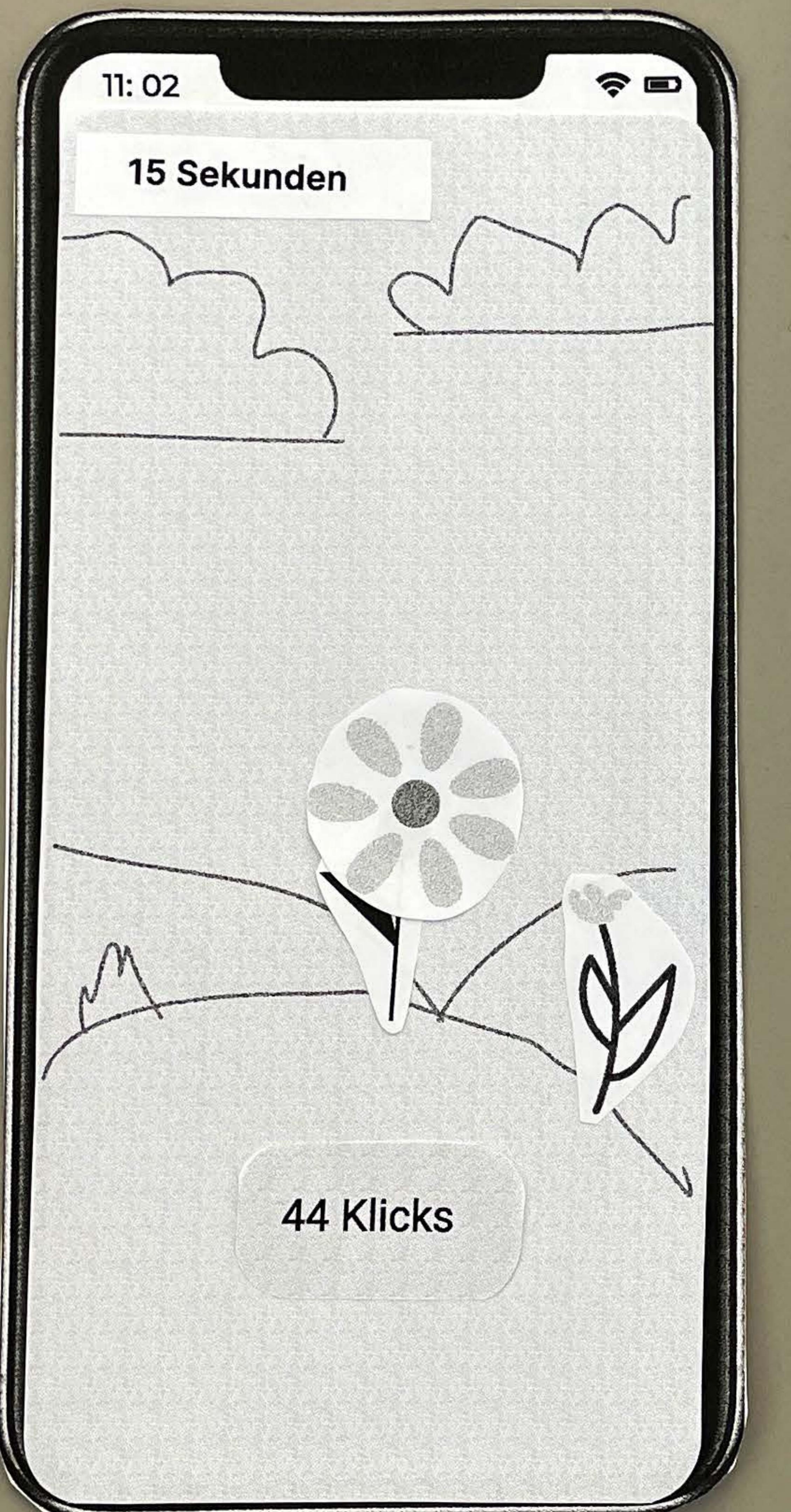
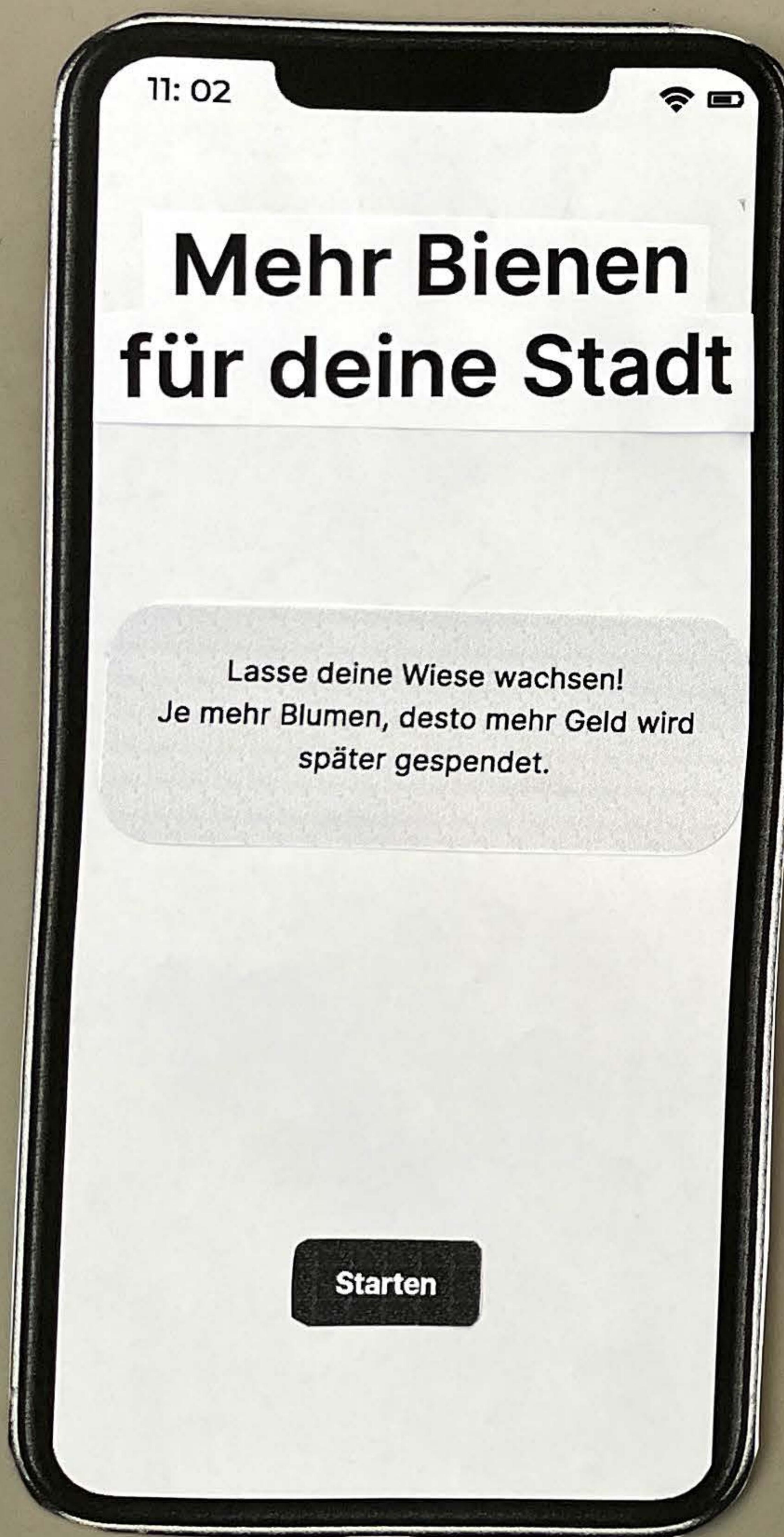


InVision



Studio

# Ergebnisse aus Stuttgart



# Ergebnisse aus Karlsruhe

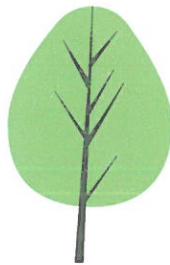


11: 02



15 Sekunden

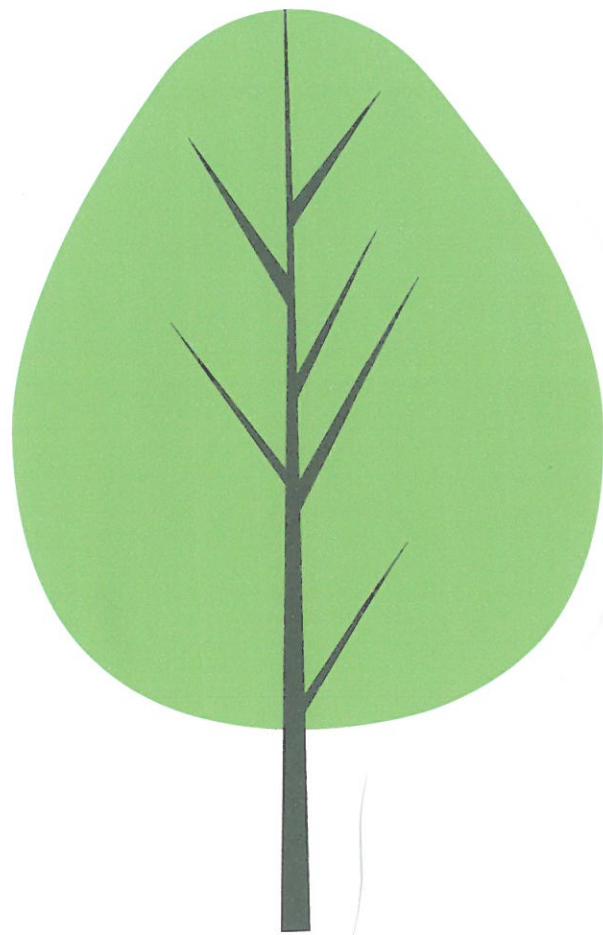
44 Klicks



11: 02



# Gut gemacht!



Dein Baum ist um 232 cm gewachsen.  
Das entspricht einer Spende von

**23,20 EUR**

[Ergebnis teilen](#)

[Nochmal spielen](#)

11: 02



**Tippe so schnell  
du kannst in**

**5**

**Sekunden**

