

Kangerluk

INTERNSHIP PROJECT

JON OLSSON



Iteration 1





empathize

Assumptions

- AR
- Small budget
- iPad only

Goals

- Scalable
- Educational
- Fun
- Varied

Users

- Children
- Age 12-15
- Learning disabilities

Problem

- Knowledge gap
- Low appeal topic



define

How might we

- Make learning about flora and fauna more interesting?
- Create an inclusive design?
- Use AR to challenge students?

Key

- Educational and fun

Need

- Increase knowledge about local flora and fauna
- Digitalize education

Persona

- See next page

Lina

Lina is interested in nature but finds the classes uninspiring.



Brief description

Lina is a 13 year old girl, who lives in Nuuk. She is curious by nature and enjoys learning new things, but she struggles a bit to read due to a mild form of dyslexia. She has a low attention span.

Persona Main Job (Main goals)

- Lina spends a lot of time in nature and would like to learn more about her surroundings, but in a fun way.

Personality

- Sociable
- Curious
- Unmotivated

Interests

- Climate change
- Camping
- Nature
- Animals

Apps used by Monica

- Tik Tok
- Youtube
- Instagram

Gains

- Raised awareness
- Learns about AR
- Gets to spend time outside
- Stimulated

Pains

- Not interested in tech
- Doesn't like to move around
- Prefers to work with others

Sketch



Mood board

- See next page

Features

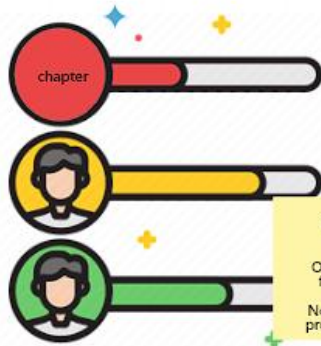
- Task based
- 3D environments
- Interactable objects
- Segments VS full

Design Focus

- Accessibility
- Coherency
- Explorative navigation
- Short information sequences

ideate

Inspiration: Backpacker




chapter

Simple

Overview focused

Non linear progression



Non linear progression

Goal focused

Suitable for smaller data

Unlockables

Level 1
64%

Level 2
79%

Level 3
97%

Simple

Overview focused


Non linear progression

S Doughnut Chart with Additional Formats


Shape consistent


Task / Chapter completion

Icon UI-Design inspiration



North/South Look and feel





Icon dependent

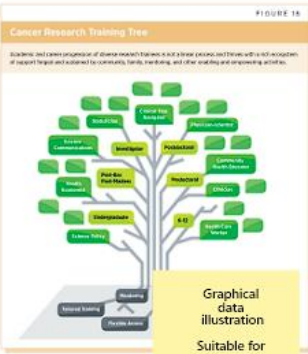
Unlockables

Semi linear progression

Supports large data


Shallow data

Cancer Research Training Tree



Graphical data illustration

Suitable for small-medium data




Status markers

Saves space

Graphical

Suitable for terrain



Linear

Detailed

Supports large data

Global navigation



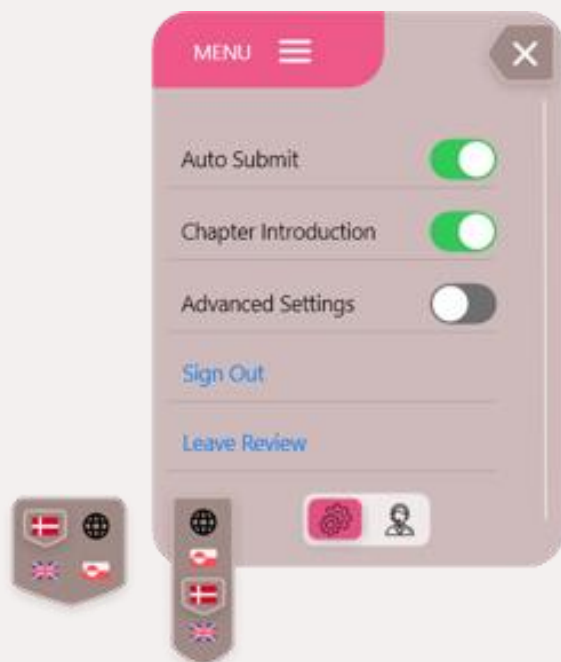
Filter



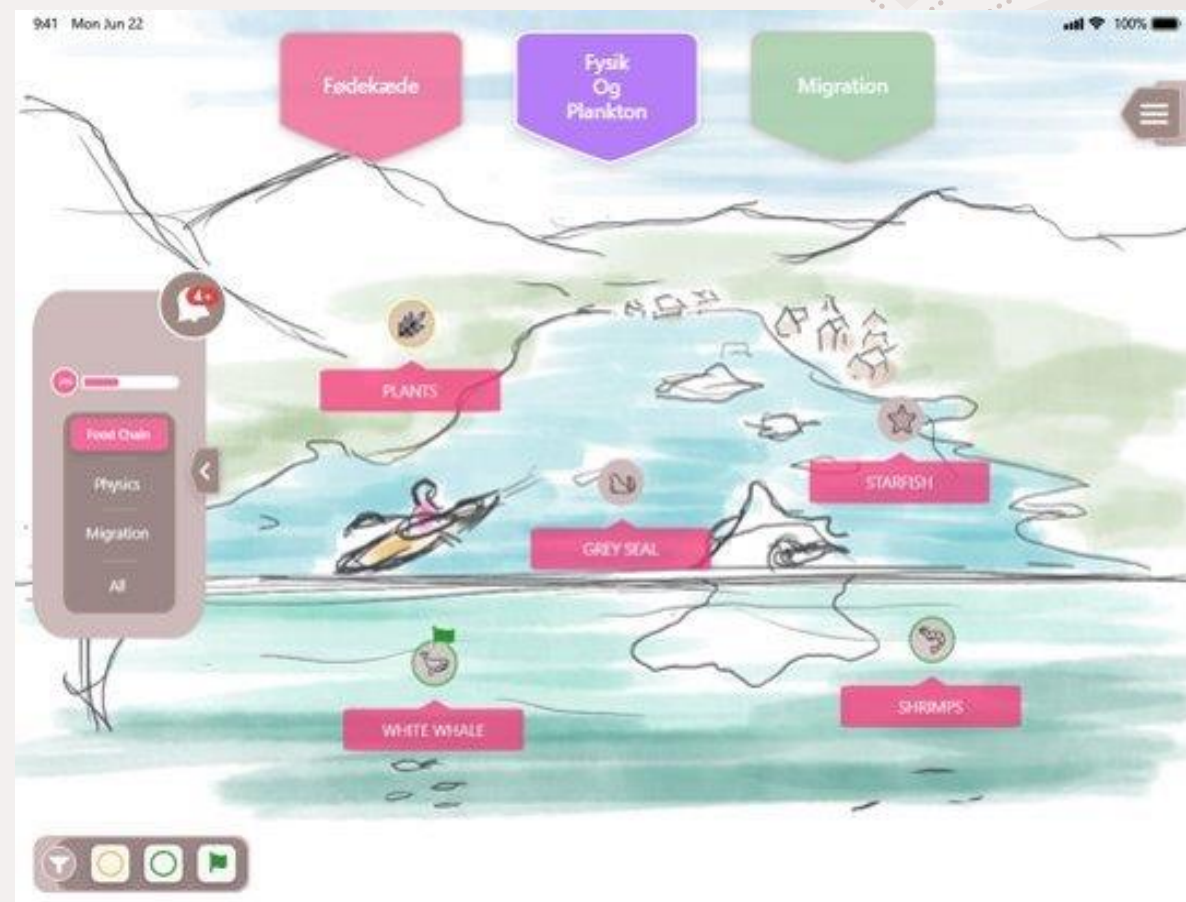
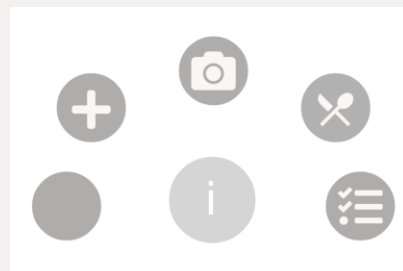
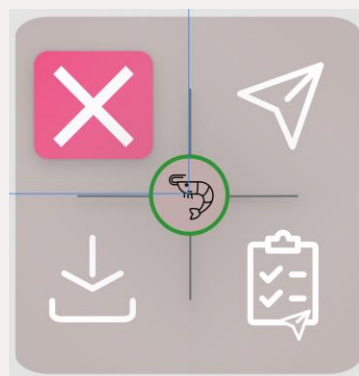
prototype

Chapter overview

Settings



Long press

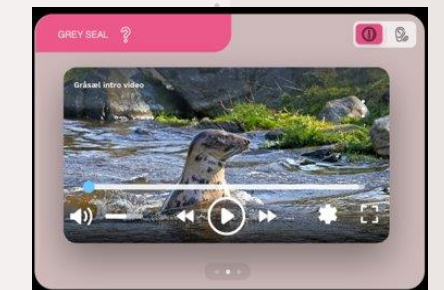


Task considerations

- Accessibility (sound/image/text, serifs, font, spacing)
- Information overload (age group, boredom)



prototype



Stakeholder Interview

- Qualitative feedback on design choices
- Deciding on features

Take away

- Happy with concept.
- Prefers neutral colors
- Looking for a cleaner interface.
- Tasks are the most important part
- Accessibility is not a priority

Survey

- Evaluate task structure and navigation
- Highlight misconceptions
- Quantitative feedback from teachers

test

The screenshot shows a survey titled "Kangerluk UX feedback" with a thank you message. It contains three questions with Likert scales and a final question about a progression structure.

Kangerluk UX feedback
Thank you for participating in our meeting!

We want to hear your feedback so we can improve and adjust the application to your specifications. Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

**Required*

How did you find it navigating around the app? *

Difficult to navigate 1 2 3 4 5 Easy to navigate

What is your impression of the overall layout? *

Confusing 1 2 3 4 5 Efficient

Did you like the suggested progression structure? (Unblockable leveled difficulty categories)

Lvl 1 Lvl 2 Lvl 3 Lvl 4

☐ Yes

Iteration 2



Pain points

- Locating tasks
- Understanding current location

Misconceptions

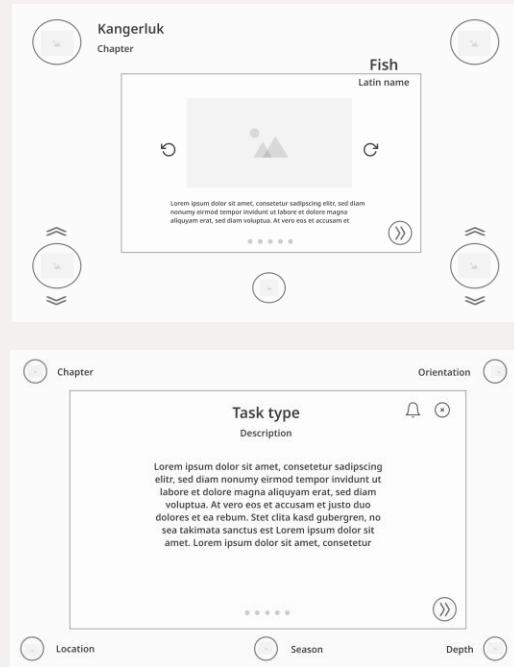
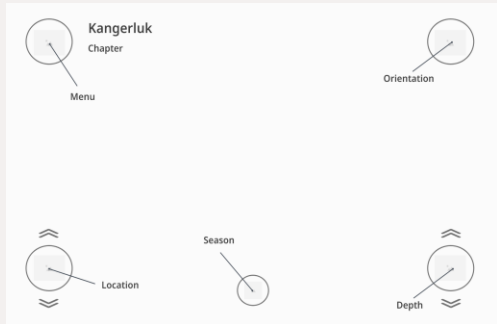
- Interactable objects

define

Preferences

- More focus on environment to add realism
- Animals should play a greater part
- No user accounts

Sketch



Principles

- Aesthetic- Usability effect
- Law of Similarity






Features

- Interactable animals
- Flora and fauna
- Multiple locations

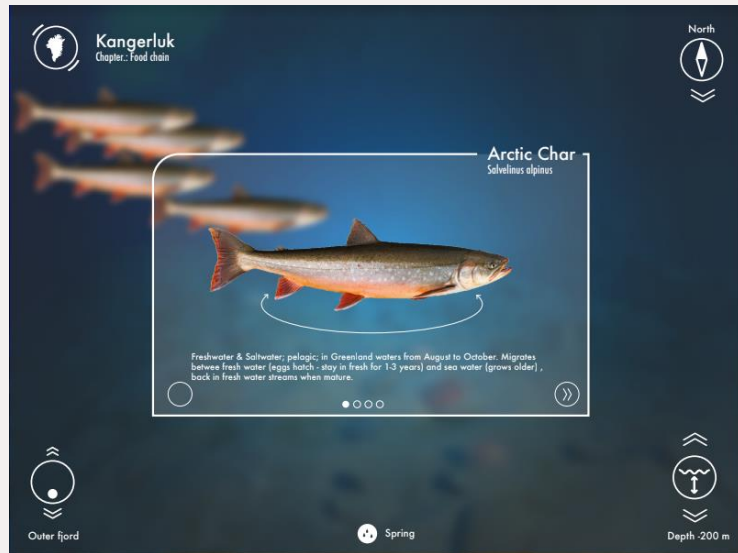
Design Focus

- Minimalistic design
- Scaled down functionality
- Intuitive navigation

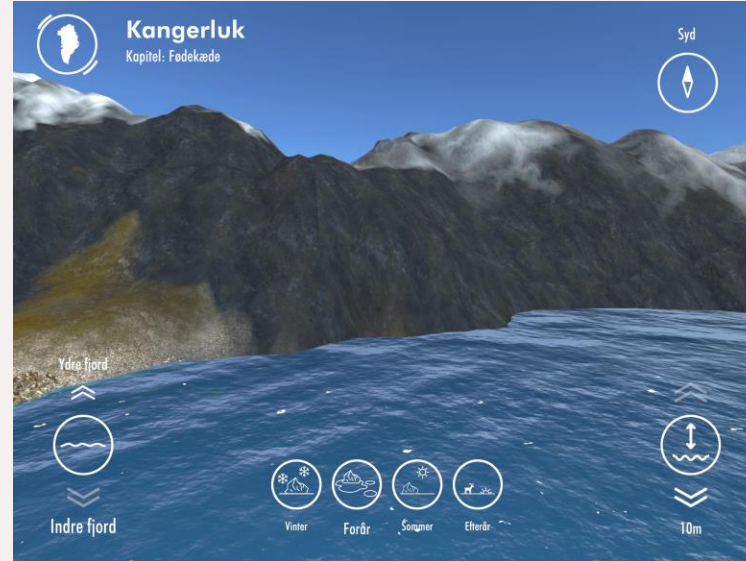
ideate

System Colors				
White	Light Blue	Mid Blue	Blue	Dark Blue
				
R 255 G 255 B 255	R 47 G 173 B 189	R 72 G 112 B 177	R 116 G 144 B 184	R 82 G 94 B 131
Hex #FFFFFF	Hex #2FADBD	Hex #4870B1	Hex #7490B8	Hex #3E5E83

Interactable object



Overview

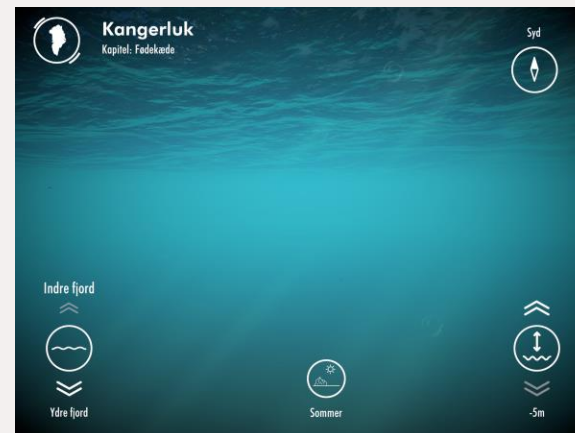


prototype

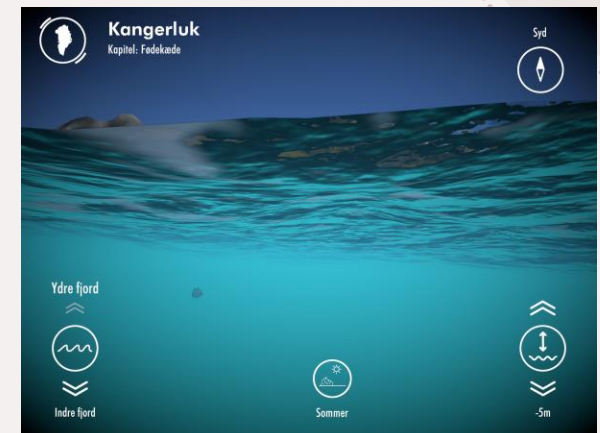
Task



Deep sea



Surface level



Heuristic evaluation

- Visibility of user status
- User control and freedom
- Help and documentation
- Aesthetic and minimalist design

Click test


- Quantitative
- 41 users.
- 8 click tasks
- Follow up questions to evaluate icon alternatives.

Talk Aloud

- Qualitative
- 5 users
- 3 tasks



test



Thank you for
reading