

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

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



define

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 Lina

- Tik Tok
- Youtube
- Instagram



Gains

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



Pains

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

Albert

Albert is interested in computers, gaming and tech.



Brief description

Albert is a 14 year old boy, who lives in Nuuk. He spends a lot of time alone at home, watching youtube videos about new technology and playthroughs. He is restless and needs to keep busy.



Persona Main Job (Main goals)

- **Albert is not so interested in nature but would consider learning more about it under the right circumstances, such as a game or similar.**



Personality

- Shy
- Intelligent
- Savvy



Interests

- Games
- Tech
- Sports



Apps used by Albert

- Youtube
- Discord
- Steam



Gains

- Raised awareness
- Has insights into tech
- Stimulated



Pains

- May dislike field trip tasks
- Doesn't like to move around
- Not challenging enough

Sketch



Mood board

- See next page

Features

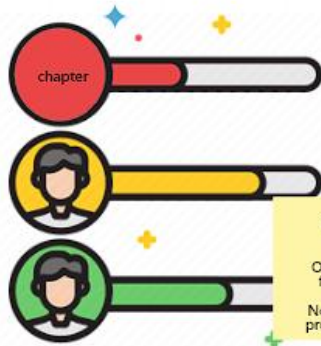
- Task based
- 3D environments
- Interactable objects
- Segments VS full

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


Shape consistent


Task / Chapter completion

Icon UI-Design inspiration



North/South Look and feel





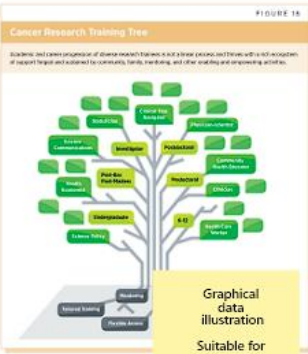
Icon dependent

Unlockables

Semi linear progression


Supports large data

Shallow data



Graphical data illustration

Suitable for small-medium data




Status markers

Saves space

Graphical

Suitable for terrain



Linear

Detailed

Supports large data

Global navigation



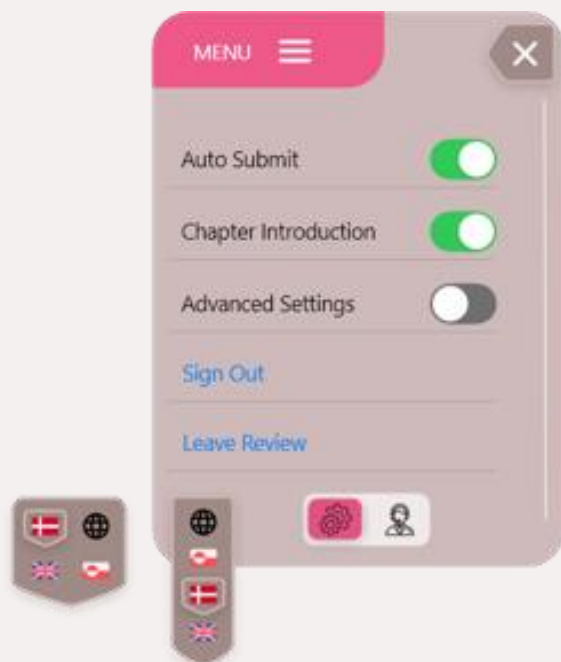
Filter



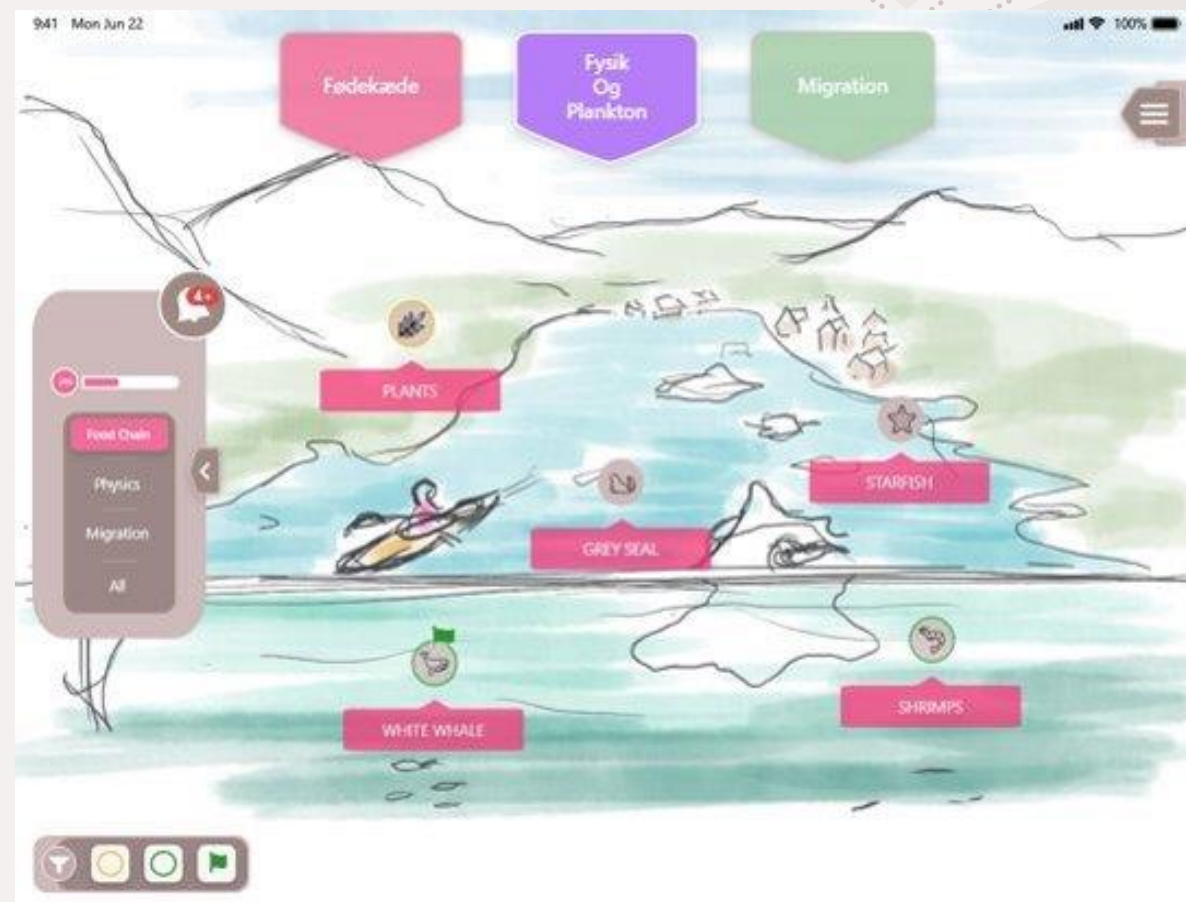
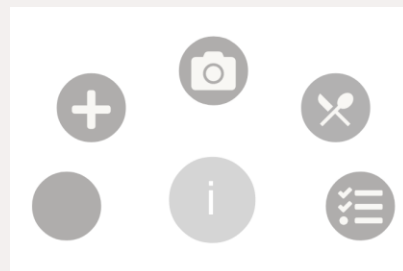
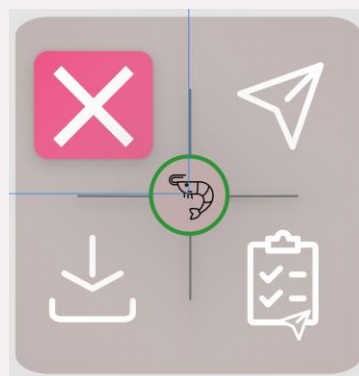
prototype

Chapter overview

Settings



Long press

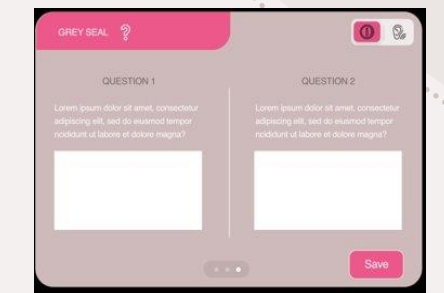
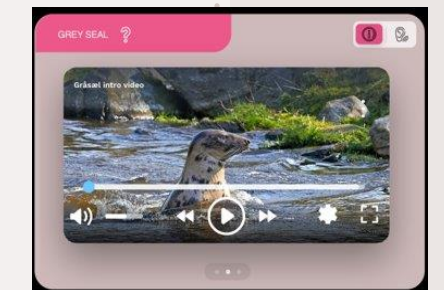


Task considerations

- 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". It includes a thank you message and a request for feedback. The survey contains three questions with Likert scales and a question about the progression structure with a visual diagram.

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

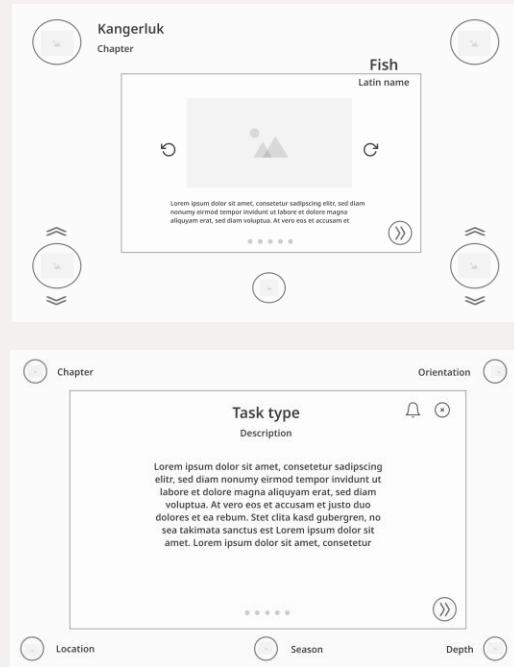
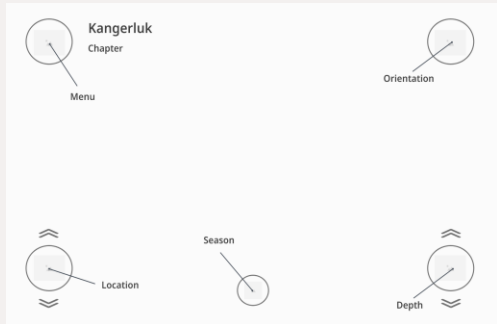
- Interactable objects

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

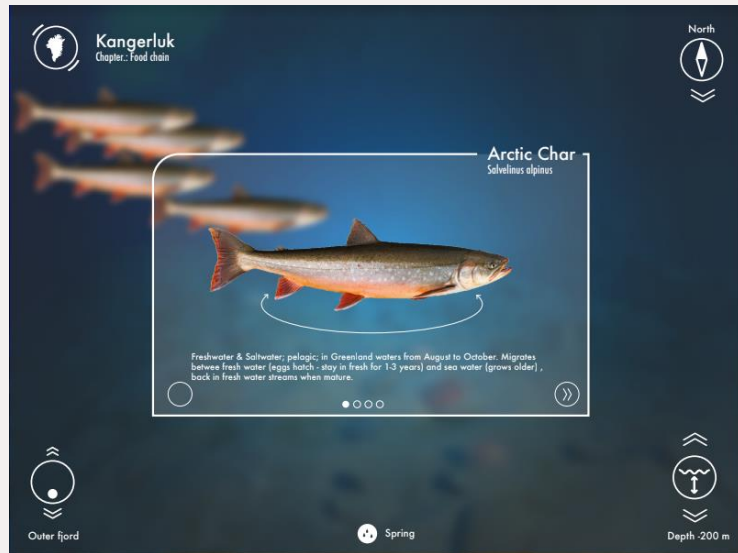
Design Focus

- Minimalistic design
- Scaled down functionality
- Intuitive navigation

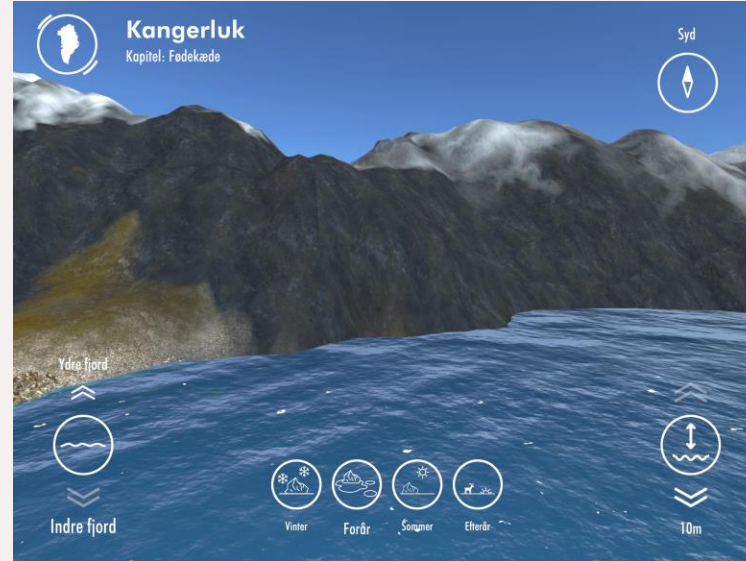
ideate

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

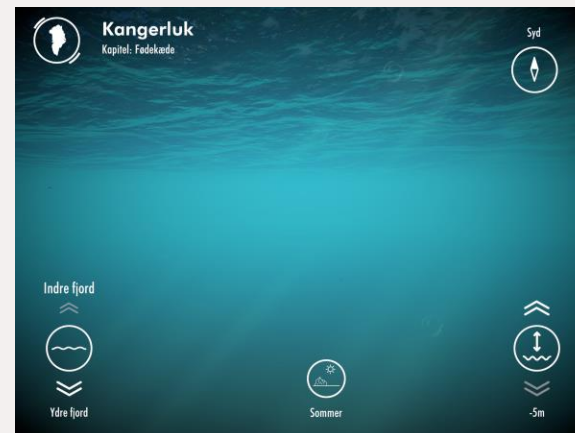


prototype

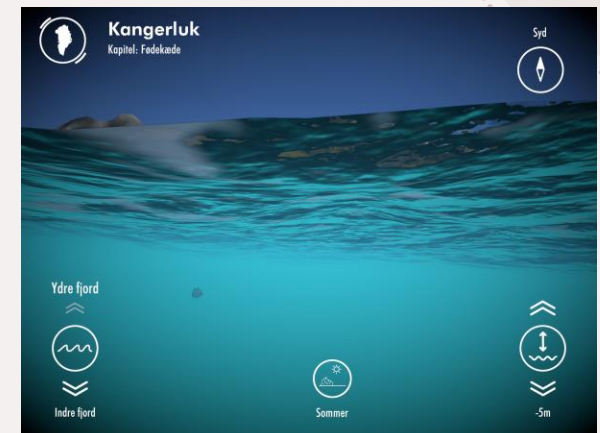
Task



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