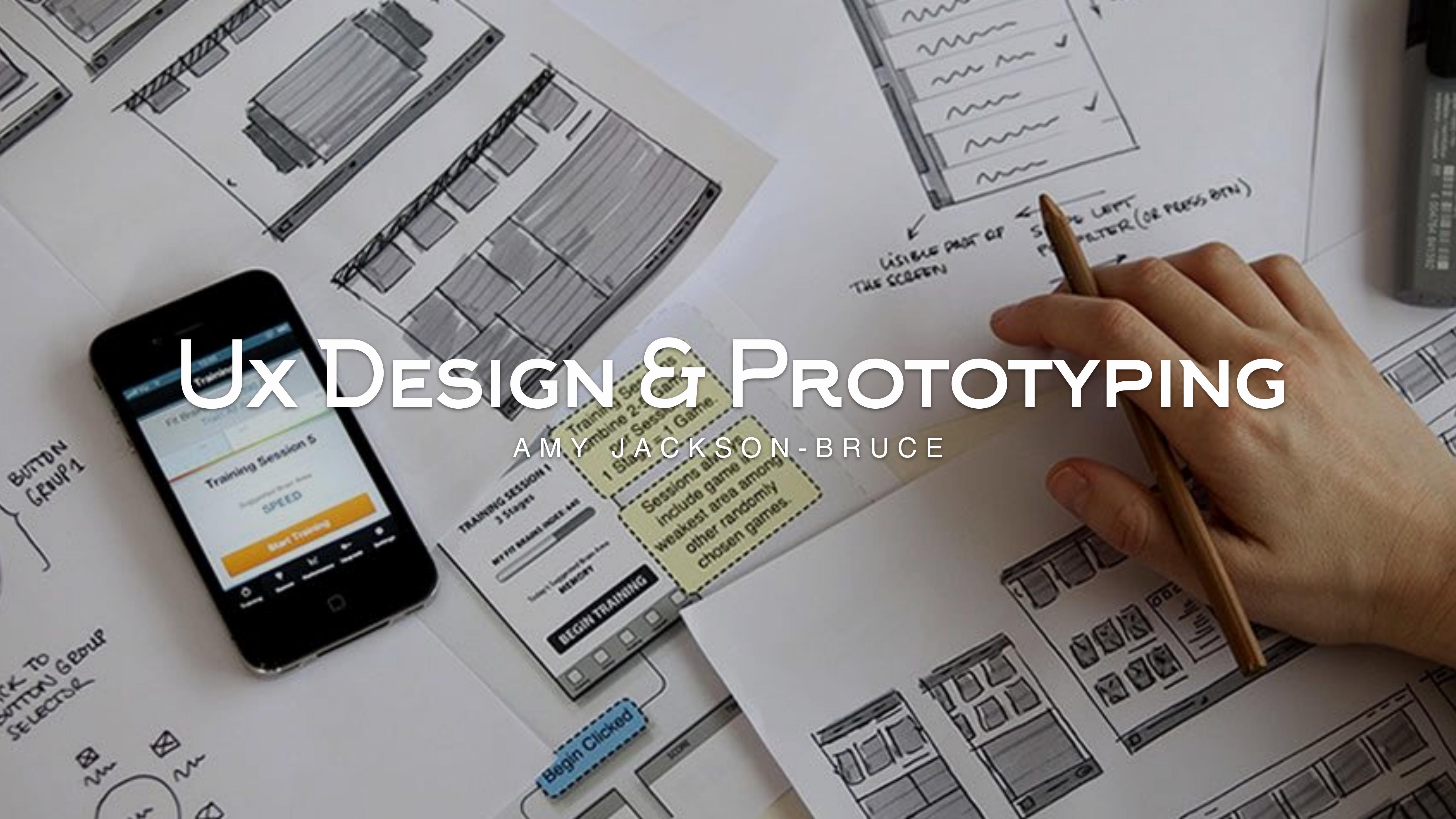
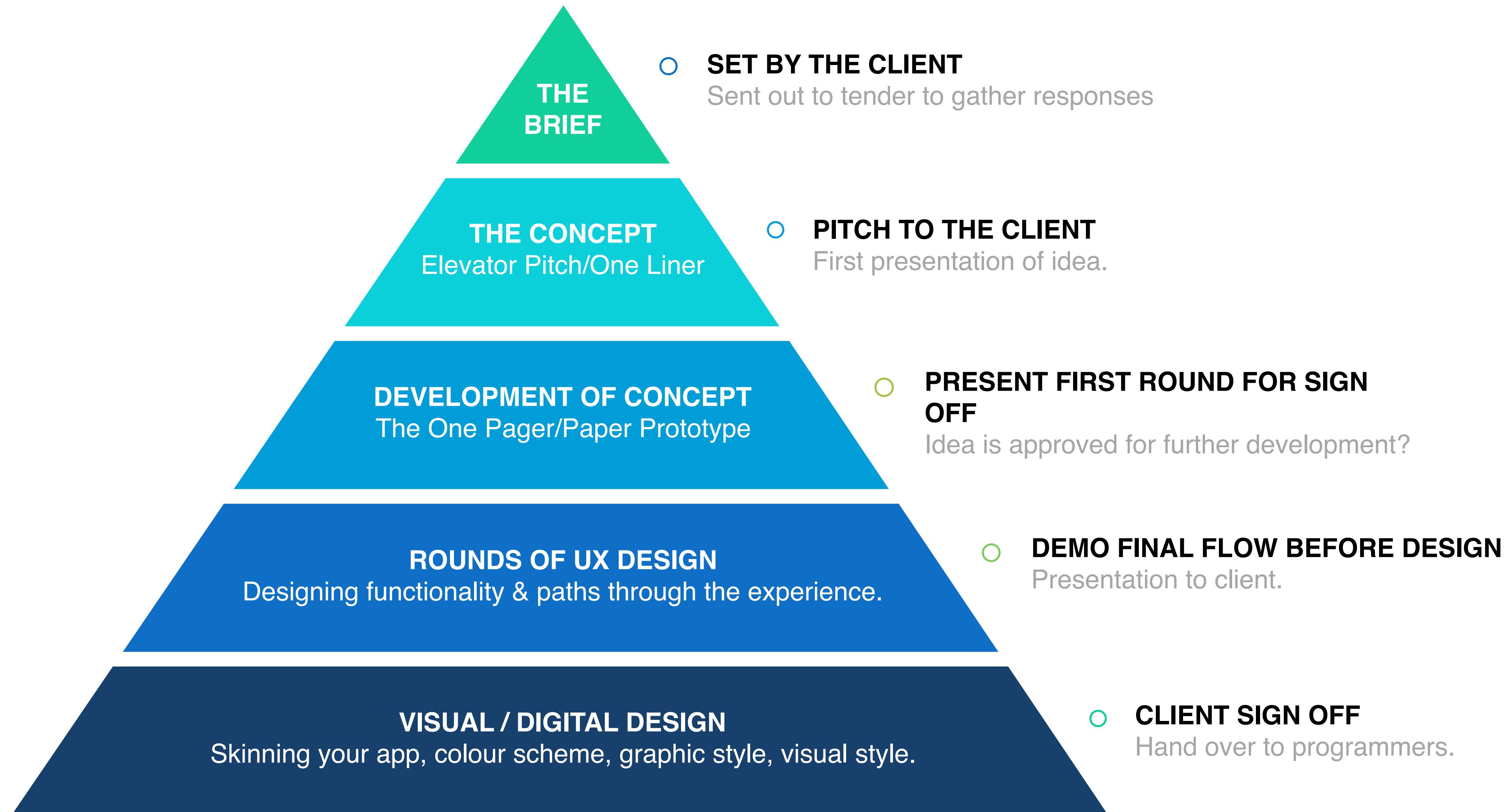


UX DESIGN & PROTOTYPING

AMY JACKSON-BRUCE



PROCESS BREAKDOWN: CONCEPT TO DIGITAL DESIGN



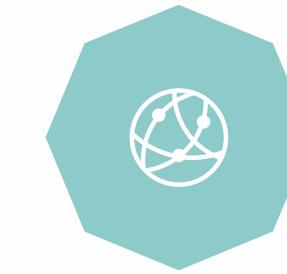
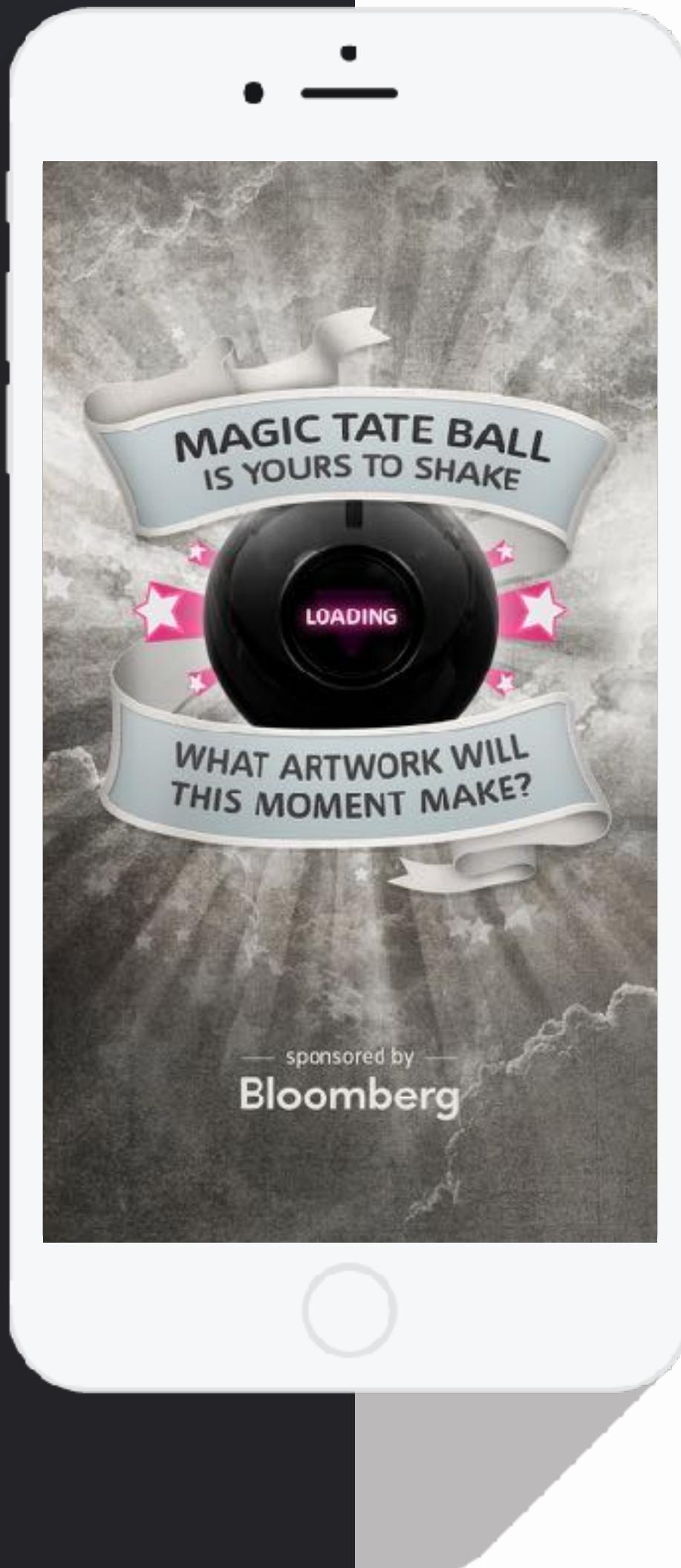


TATE
INTERACTIVE
PROJECTS

TATE INTERACTIVE PROJECT

MAGIC TATE BALL

Magic Tate Ball is a new location-based mobile app from Tate, inspired by the iconic Magic 8 Ball, where players shake the ball in search of an answer to one of life's mysteries. The difference is, when you shake your phone, this clever app presents you with an artwork that is linked to your surroundings. Using date, time-of-day, geographical location, live weather data and ambient noise levels the app will trawl through a selection of artworks from Tate's collection for the best match.



THE BRIEF

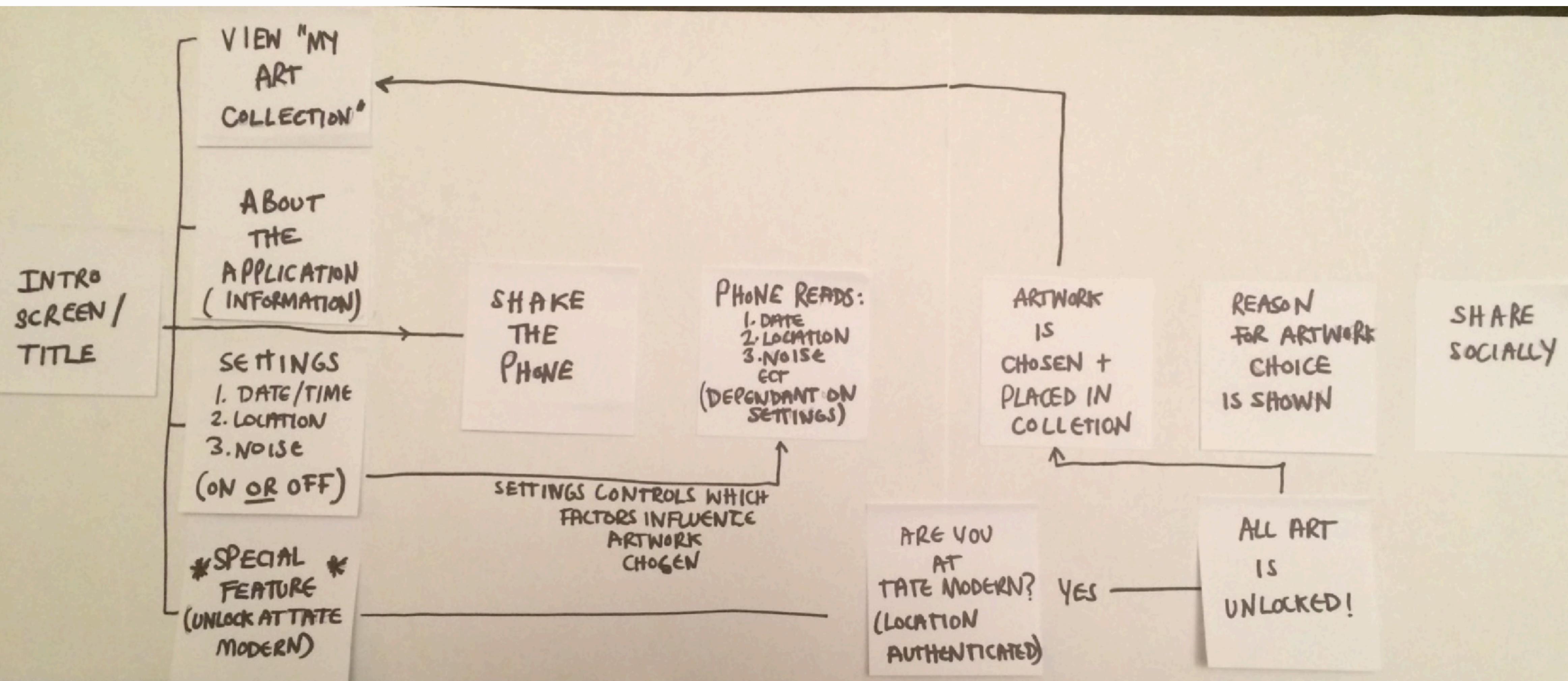
Create a digital experience that extends Tate's collection to art lovers when they are outside of the gallery walls. Whilst the experience should extend the collection outwards, it should also encourage its audience to visit Tate Modern.



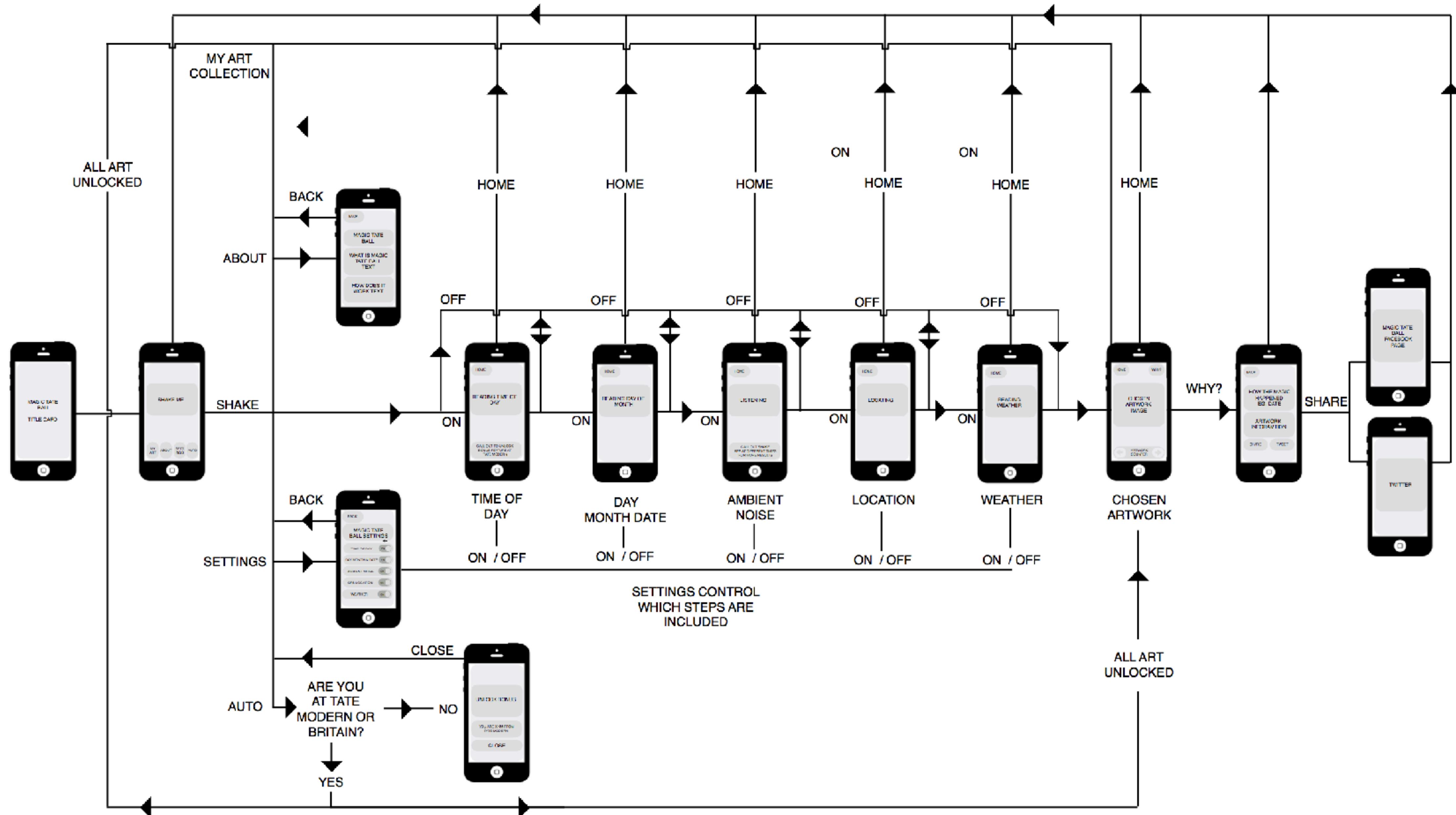
ELEVATOR PITCH

Magic Tate Ball is a location-based mobile app from Tate, inspired by the iconic Magic 8 Ball, where players shake the ball in search of an answer to one of life's mysteries. The difference is, when you shake your phone, this clever app presents you with an artwork that is linked to your surroundings.

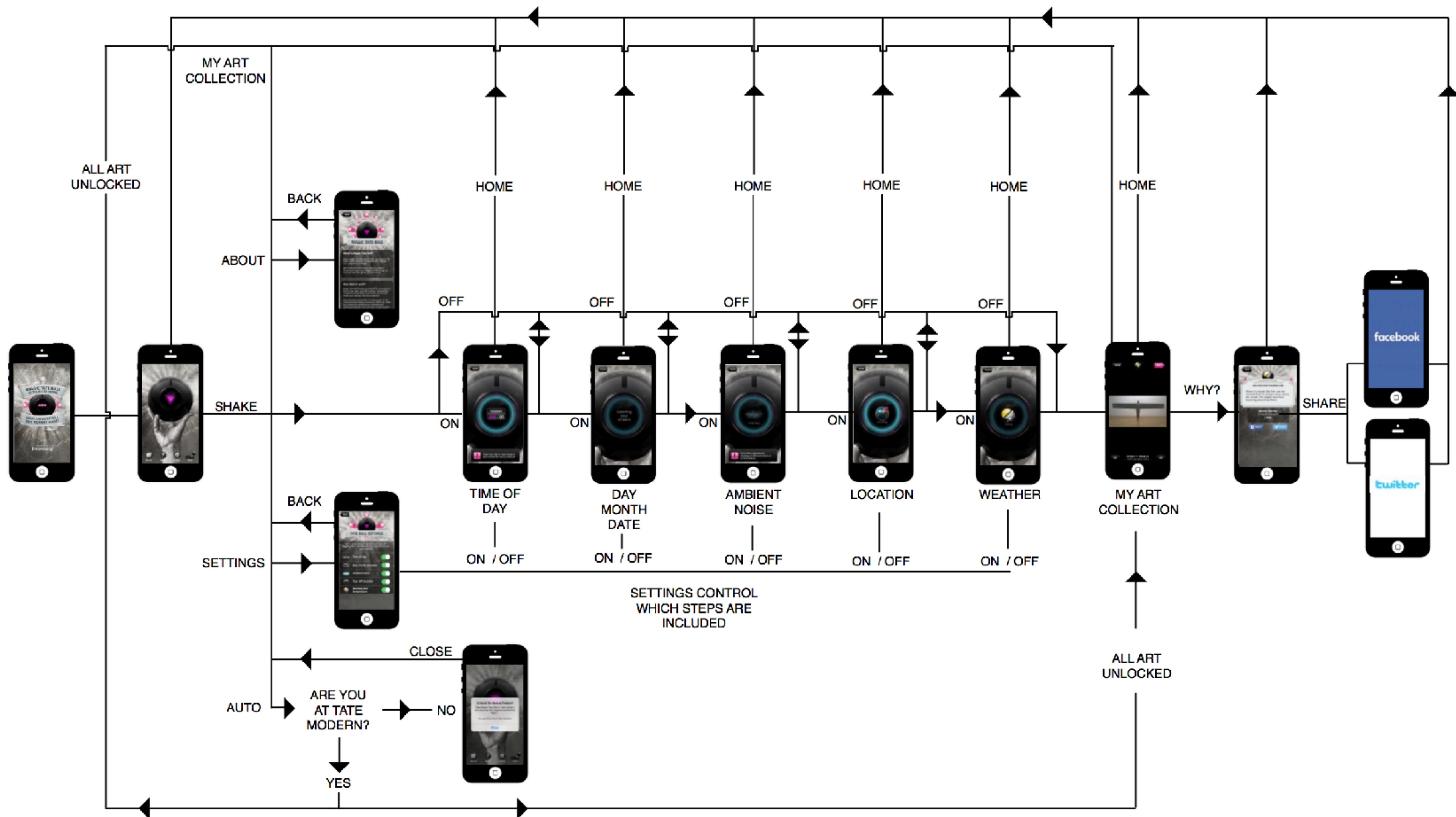
PAPER PROTOTYPE

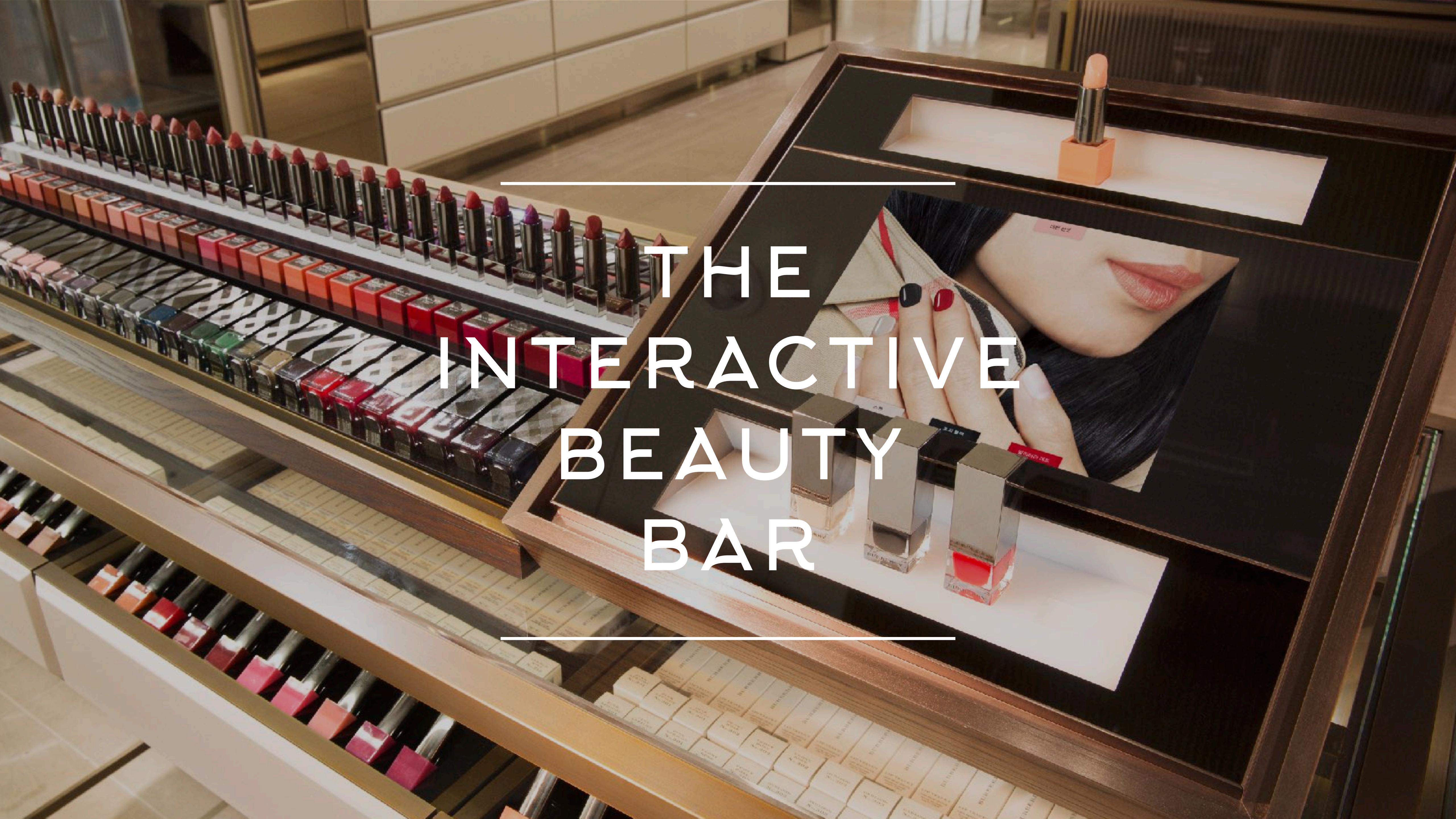


MAGIC TATE BALL: UX FLOW



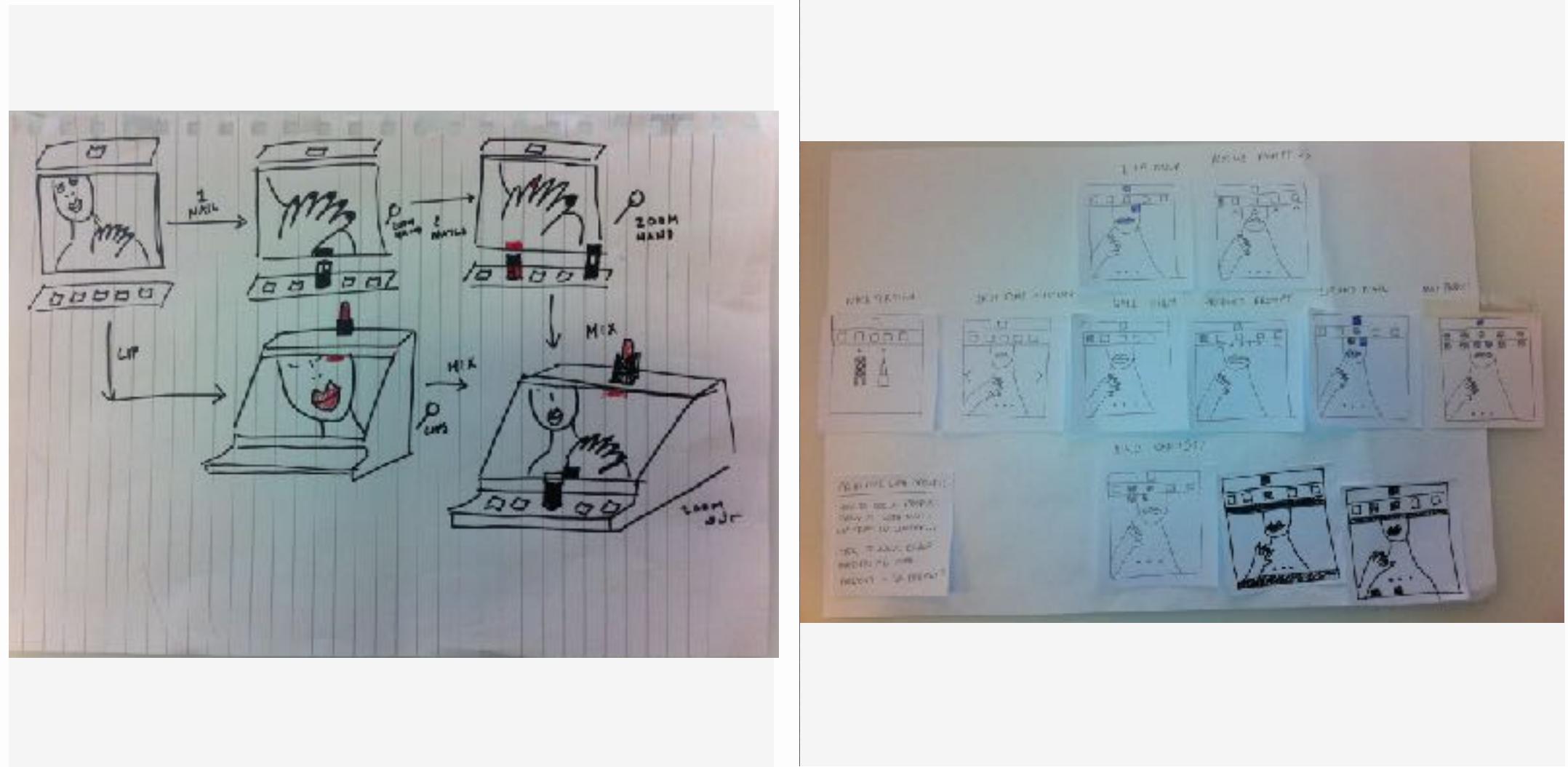
MAGIC TATE BALL: DESIGN FLOW





THE
INTERACTIVE
BEAUTY
BAR

THE INTERACTIVE BEAUTY BAR

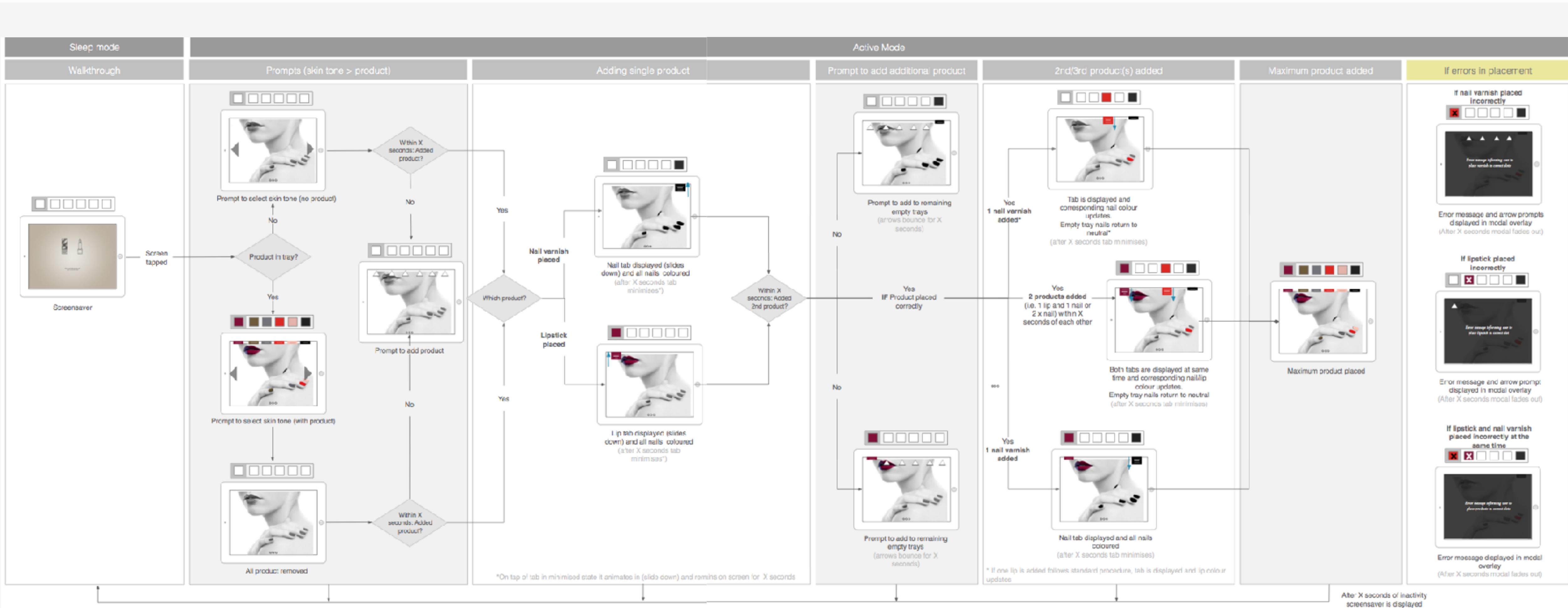


Three different paper prototypes made to map the digital beauty bar interactions. Quick and Easy.

DESIGNING THE EXPERIENCE: THE SOFTWARE INTERACTIONS

Drawing the new hardware solutions created the need to rework the user interface steps. Rather than doing this with code or with digital design, we wanted to react fast and be able to try multiple options so we turned to post it notes and paper prototypes.

DNB: FINAL UX FLOW



MAKING A DIGITAL PROTOTYPE

DBB: FINAL PROTOTYPE

SIMPLE, RELATABLE, INTUITIVE.

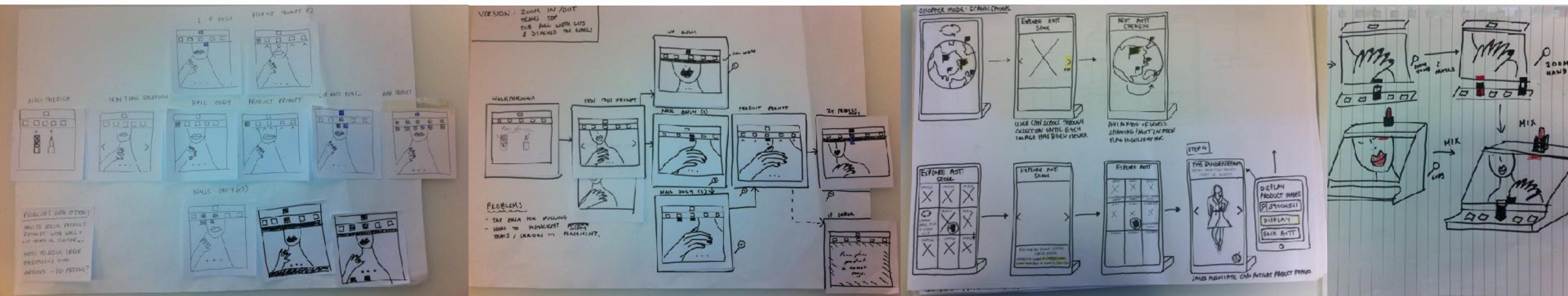
Why was this fixture better than the others? Clear Product Positioning,
Tabs relate to product position, Tabs relate to image of model.



Post It Note EXPERIENCE MAP

WORKSHOP ONE

Let's take your app idea and plot the general steps that your users will need to take to get through the experience. This doesn't have to be every single step that you need to take but a first jumping off point to think about the main features of your application and the journey through it.

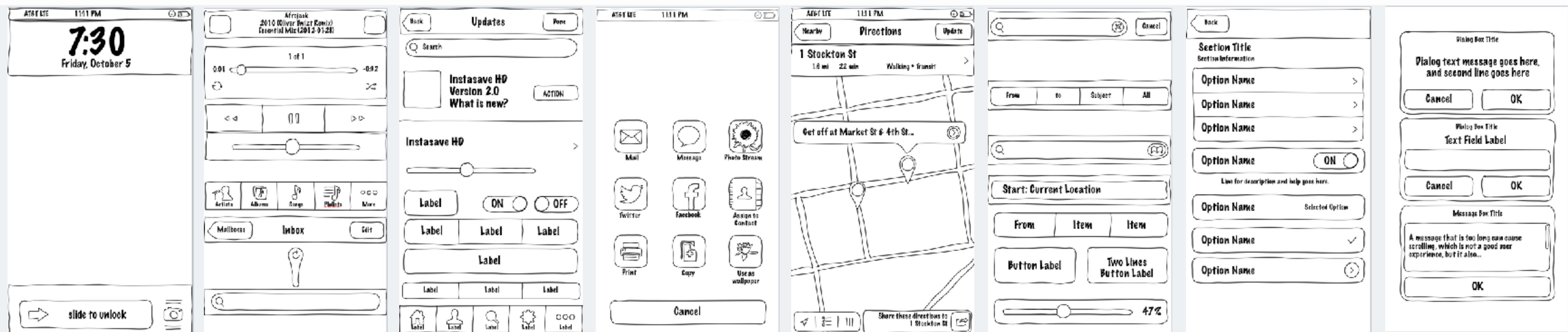


We are going to use paper and post it notes. Let's photograph your first round ideas.

BASIC WIREFRAME: ALL APP STEPS

WORKSHOP TWO

Now let's make a higher fidelity version of your app, first by filling out your paper prototype will all screens that you need to get through the app, then we will mock up these screens and steps up in keynote using the iOS templates on Moodle. We will try and make a flow like the one made for magic Tate ball detailing all interactions to get through the app.



Download the iOS keynote templates here: <https://moodle.rave.ac.uk/mod/folder/view.php?id=99311>

WANT TO ADD A DEVICE?

USE A SIMPLE TEMPLATE TO ADD TO YOUR DESIGNS

If you would like to use devices to give your diagrams context, you can find these available online, just download and import them, there's no need to make anything from scratch.



Download device images from Facebook: <http://facebook.design/devices>

MOVING INTO VISUAL DESIGN

WORKSHOP THREE: DON'T REINVENT THE WHEEL

This is the tricky part, moving into visual design and making an app interface that you think reflects your brand and idea well. I'm not expecting to achieve this all today, but the good news is there is no need to reinvent the wheel. If you are designing for iOS you can download all of the standard app and iPhone functionality from a design library like Facebook and get working straight away in Facebook. (Hint - if you are designing something with a specific company in mind or functionality, check out that company and see whether they release their designs)



Download the iOS 10 graphical user interface from Facebook here: <http://facebook.design/ios10>

DOWNLOAD APPLE FONT (SAN FRANCISCO)

INSTALL ON YOUR COMPUTER

To make the Facebook interface work and look as they should we need to download the core Mac fonts. These are (unsurprisingly) called San Francisco. Get them on the link below, install them and then open the photoshop files from the previous page. The fonts will auto load then but not if you open the files before the fonts.



SF

San Francisco

The system font for macOS, iOS, watchOS, and tvOS.

<https://developer.apple.com/fonts/>

DOWNLOAD FACEBOOK'S iOS9 GUI

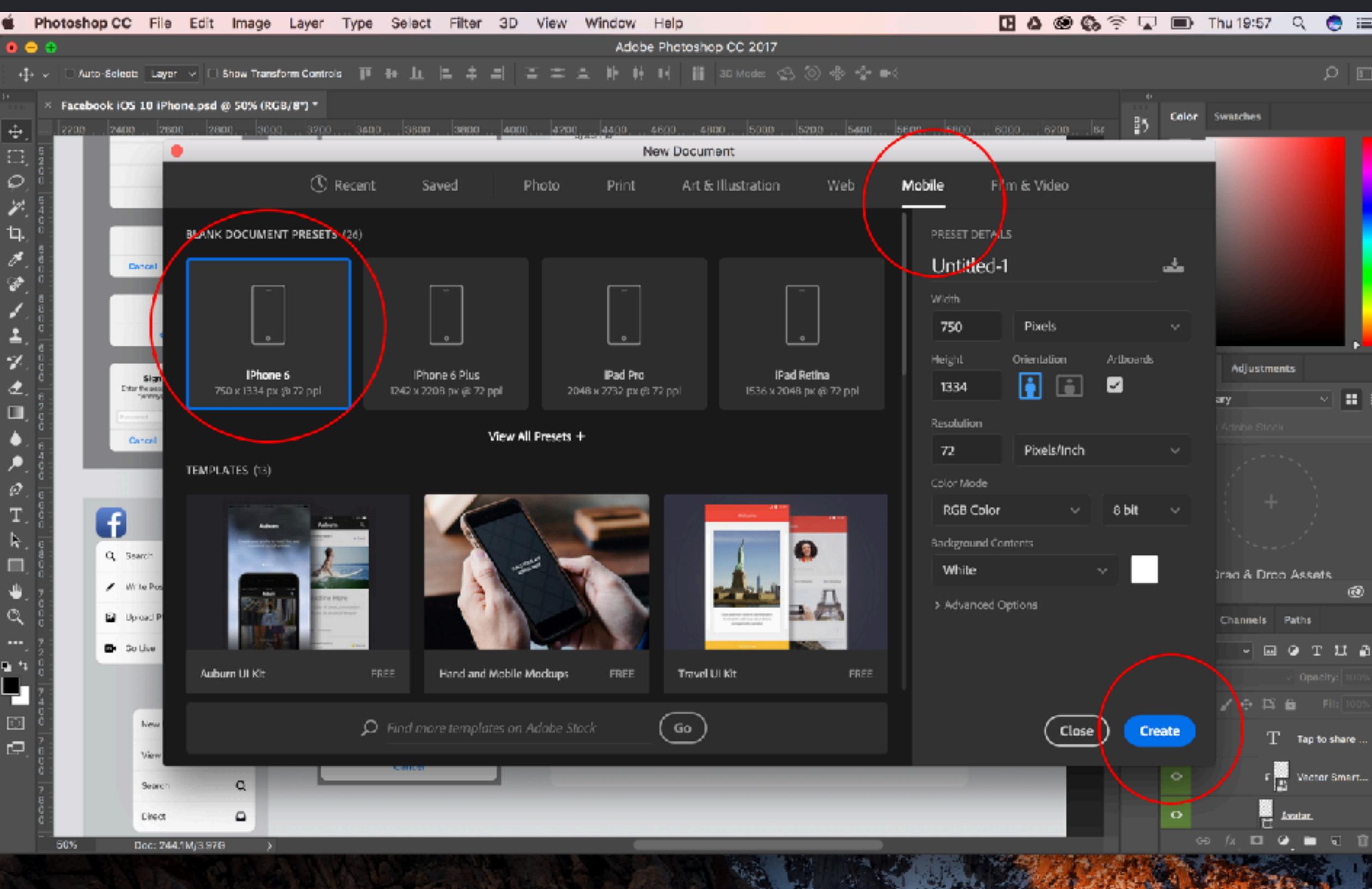
GRAPHICAL USER INTERFACE'S: ADAPT FAST

We are going to borrow user interfaces from other people that have given them freely and manipulate these in photoshop to make a quick App prototype. This is going to mean downloading some bits and pieces. First let's go to Facebooks design pages and download some native iOS 9 templates.



<http://facebook.design/ios9>

CREATE A NEW MOBILE DOC



IN PHOTOSHOP - SEE THE LEFT HAND IMAGE

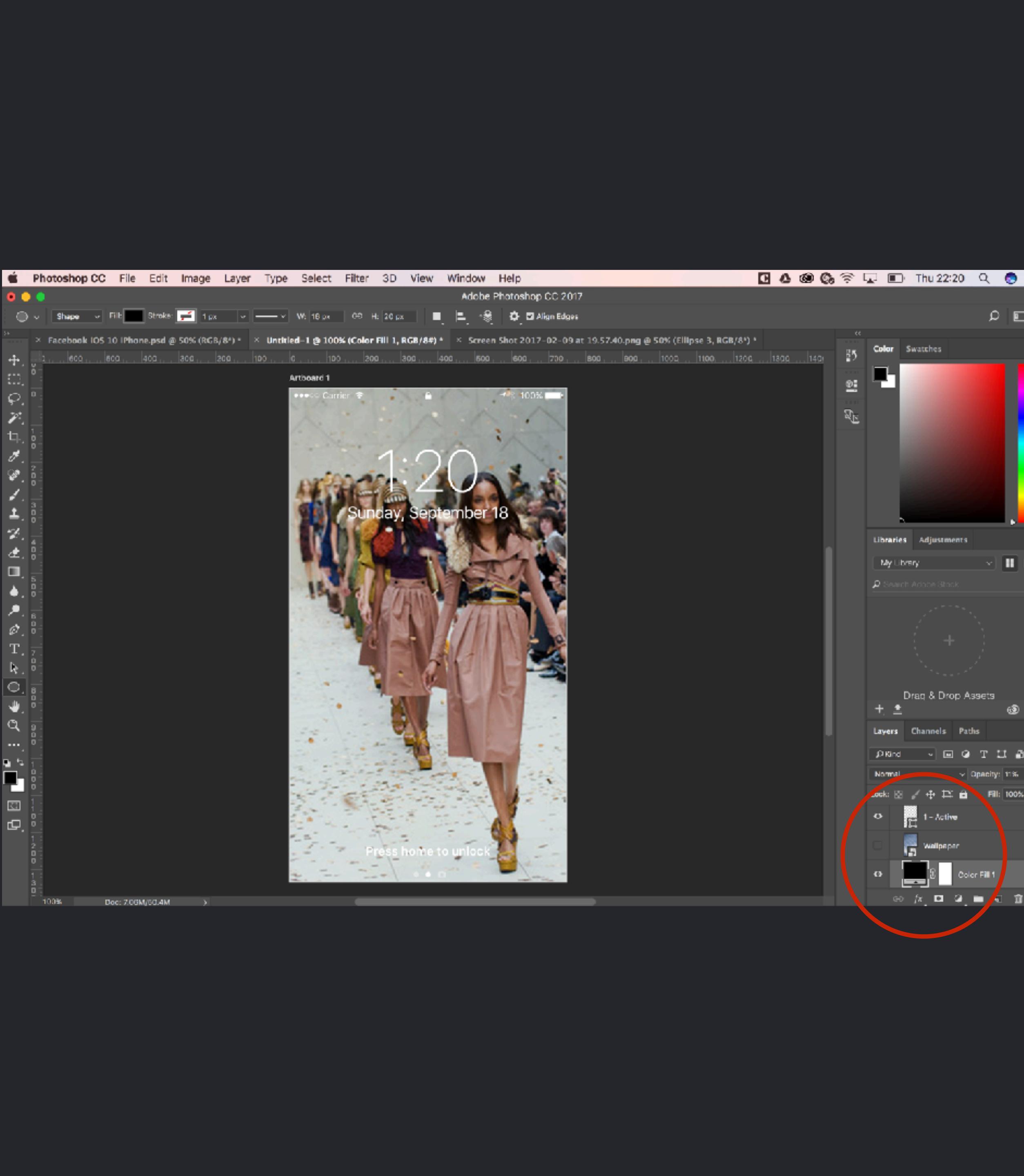
THE TASK

We are going to create a new mobile screen or manipulate an existing one in photoshop to get a feel for how simple this can be.

HOW

Navigate to File > New. A dialog box will open looking like the one on the left hand side. Navigate to “mobile” select iPhone 6 and create.

IOS TEMPLATE MANIPULATION



ADD A TEMPLATE AND CHANGING THE GRAPHICS

THE TASK

To change the graphics and placement of elements within the IOS templates so that they represent your ideas, images or designs.

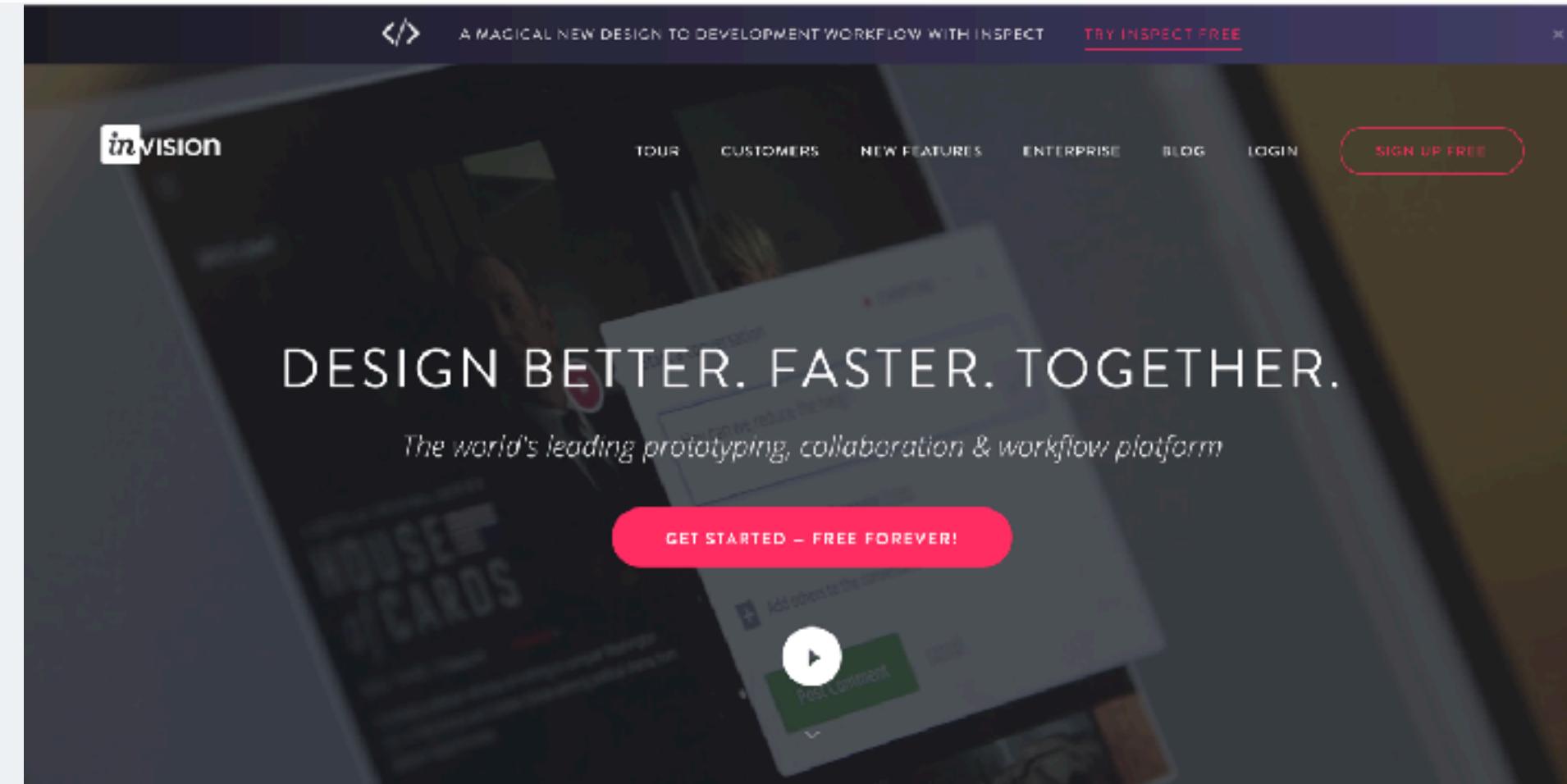
HOW

Use the select tool to choose the screen that you would like to import into your new IOS screen. Select and drag from the template to the blank screen. You should now see layers added to the bottom right hand of your screen. Look through these to find the background image or item you would like to change and add your own graphic. Now export this as an image.

DIGITAL PROTOTYPING WITH INVISION

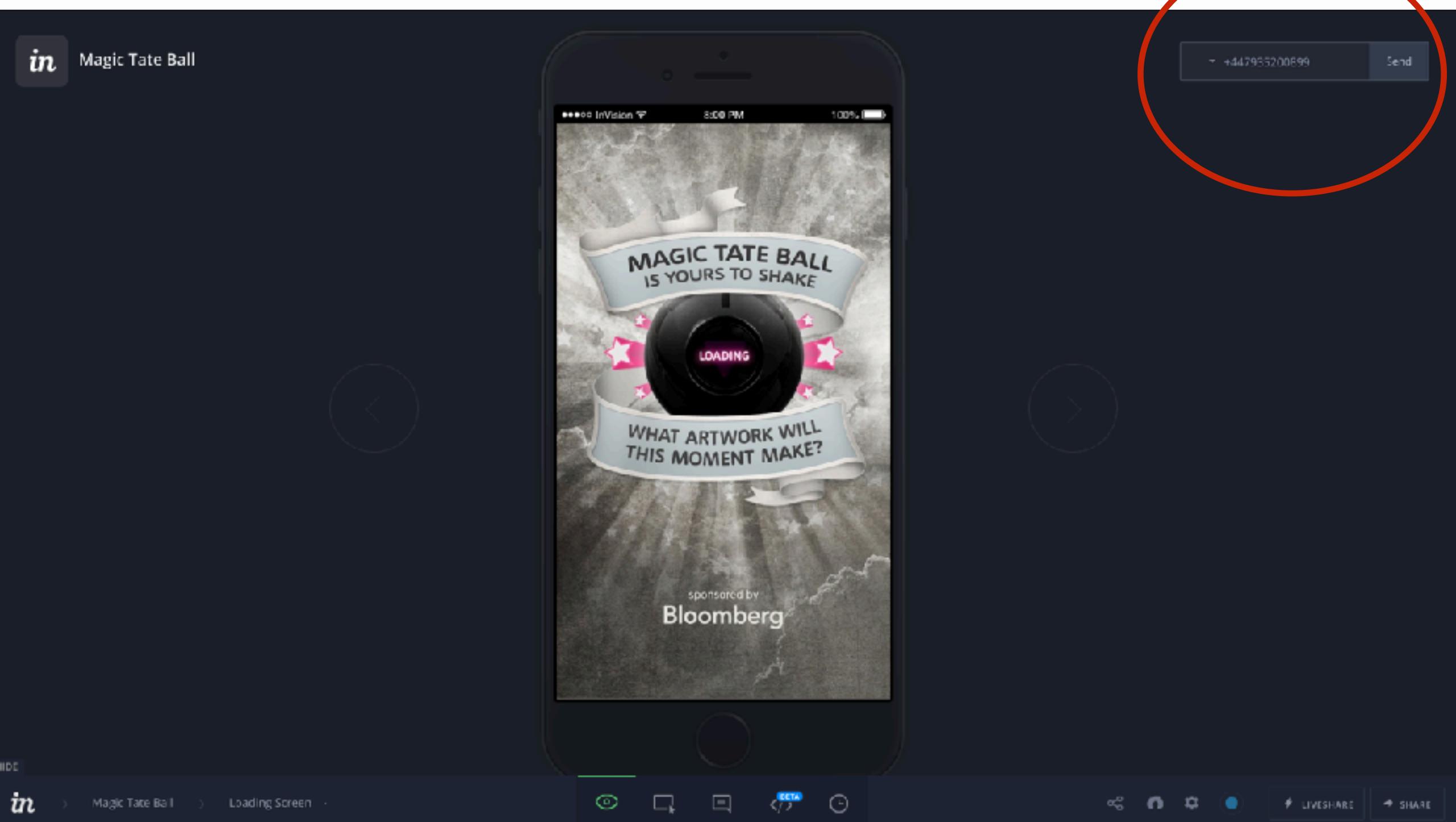
WORKSHOP THREE

Let's take your app idea and plot the general steps that your users will need to take to get through the experience. This doesn't have to be



Sign up for an account here: <https://www.invisionapp.com/>

SEND PROTOTYPE TO PHONE



INVISION: SEND YOUR PROTOTYPE TO YOUR PHONE

THE TASK

Getting your interactive prototype onto your phone so that you can demonstrate your app steps.

HOW

Finish arranging your app slides in invasion and add hot points and links to other screens. When you are happy with your prototype, click the send button at the top of the screen and enter your device telephone number. You will receive a text with a link to your prototype. Open, click through and play.