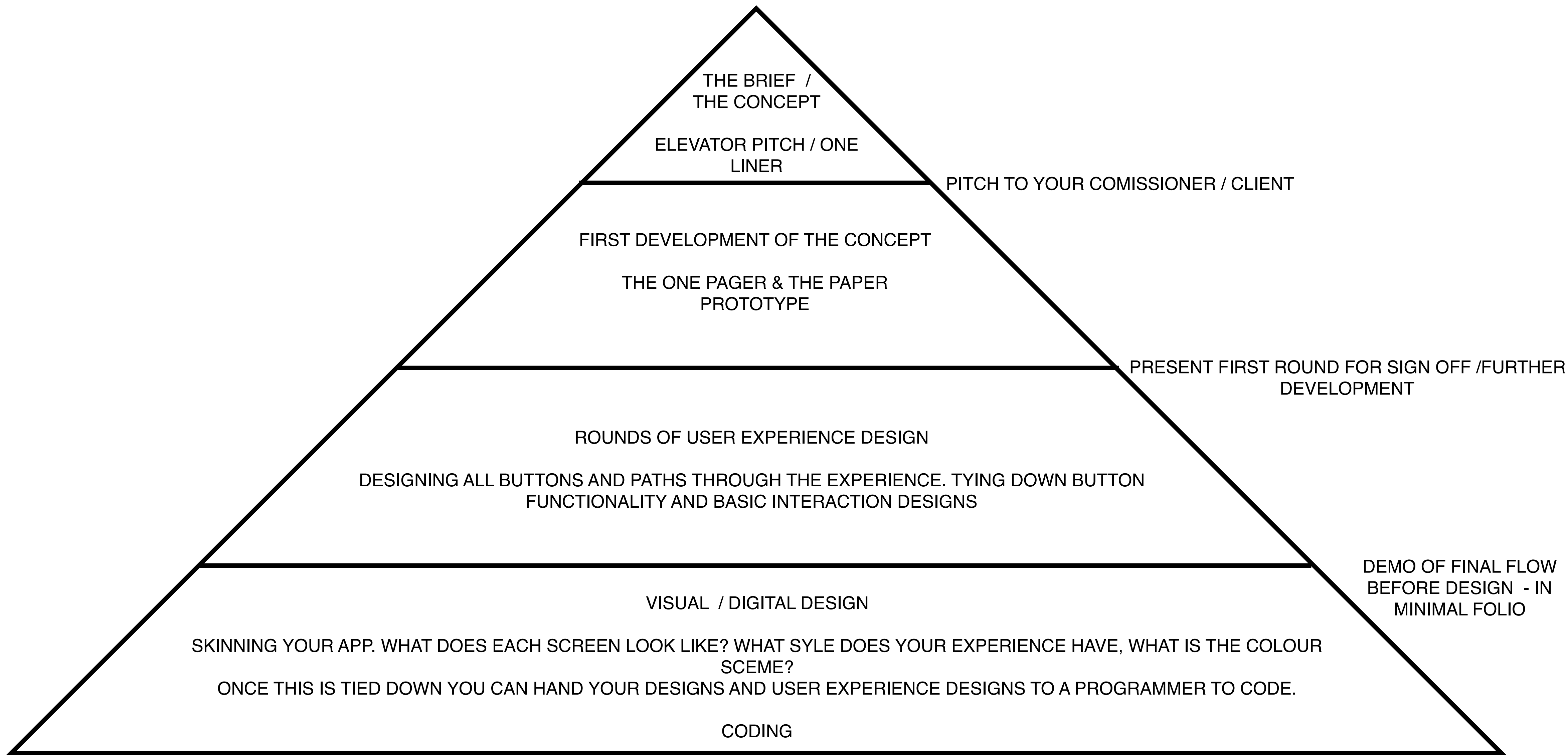
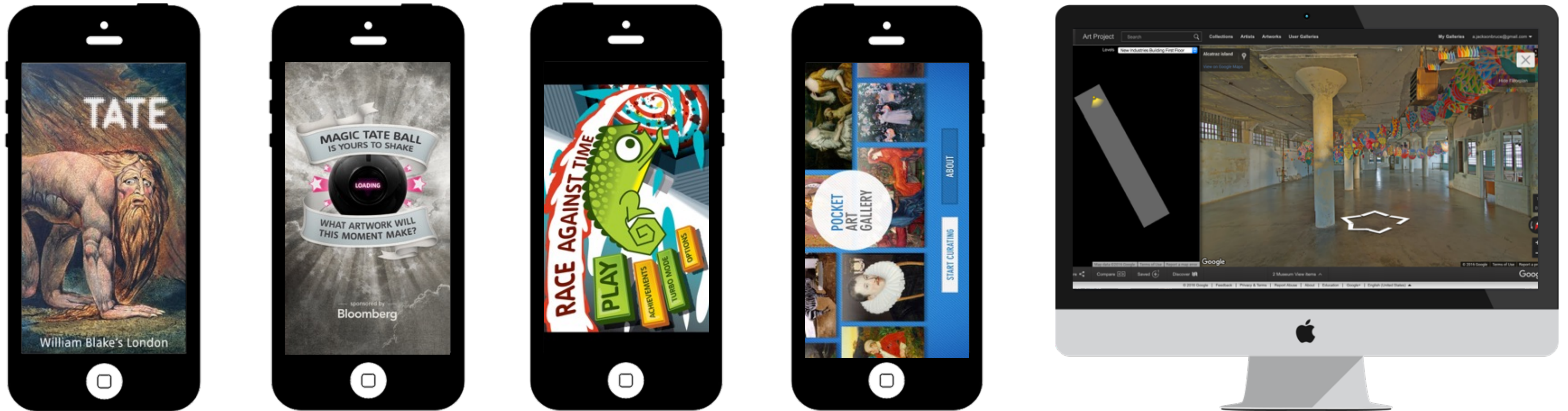


THE EXPERIENCE DESIGN PROCESS: DEFINING THE PROBLEM, PAPER PROTOTYPING, UX DESIGN & DIGITAL DESIGN

BREAKDOWN OF THE PROCESS - CONCEPT TO DIGITAL DESIGN



DIGITAL PROJECTS FOR TATE

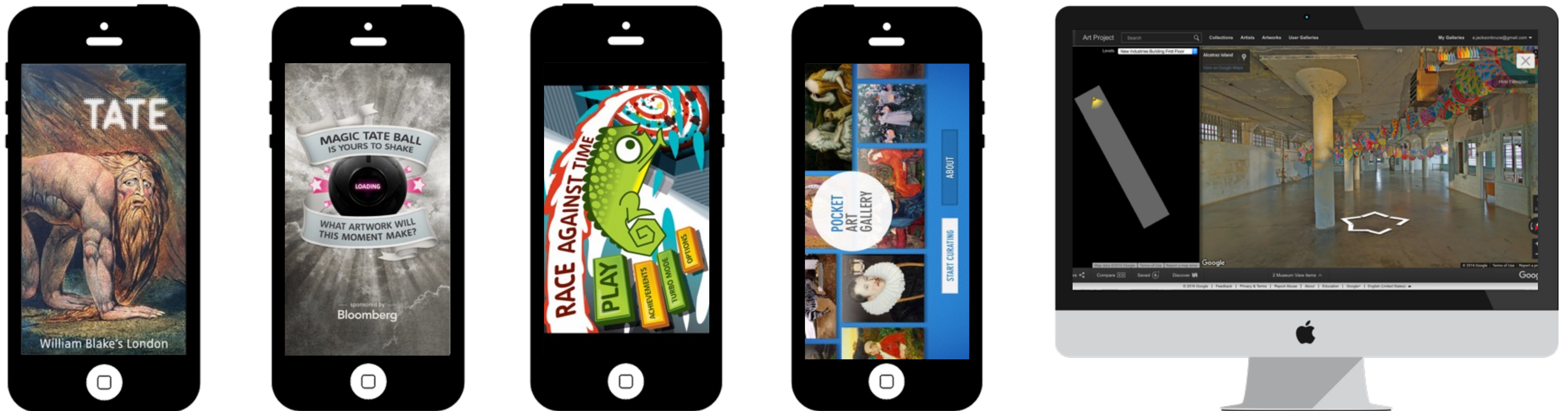


WILLIAM BLAKES LONDON - A way of reinterpreting Tate's William Blake collection and archive to relate to the city of London. To generate new interest in the collection.

POCKET ART GALLERY - A legacy piece of a sponsored collaboration. Money granted to digitise gallery collections. As part of the grant a resource needed making showing all digitised artworks.

GOOGLE ART PROJECT- To partner with Google on an innovation story for the Tate galleries. To make the physical gallery space and a selection of the collection available to art lovers worldwide on the web.

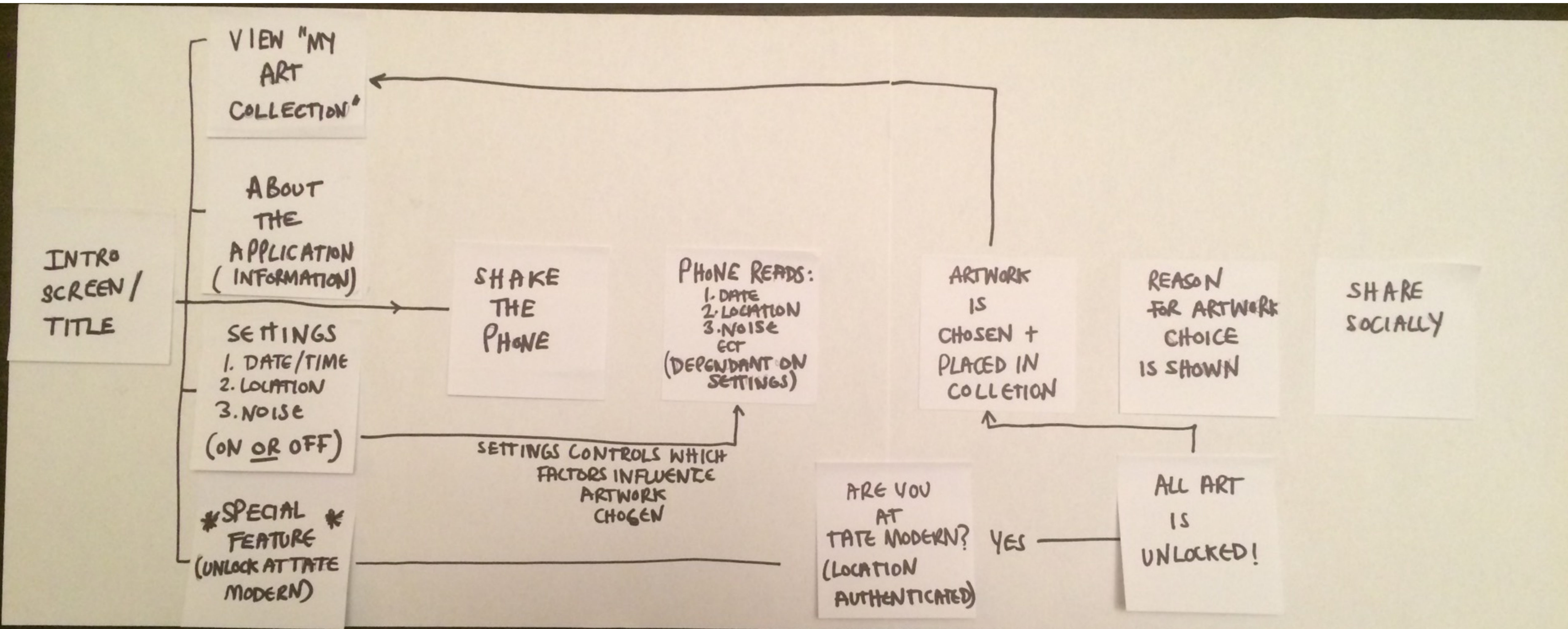
MAGIC TATE BALL - THE BRIEF



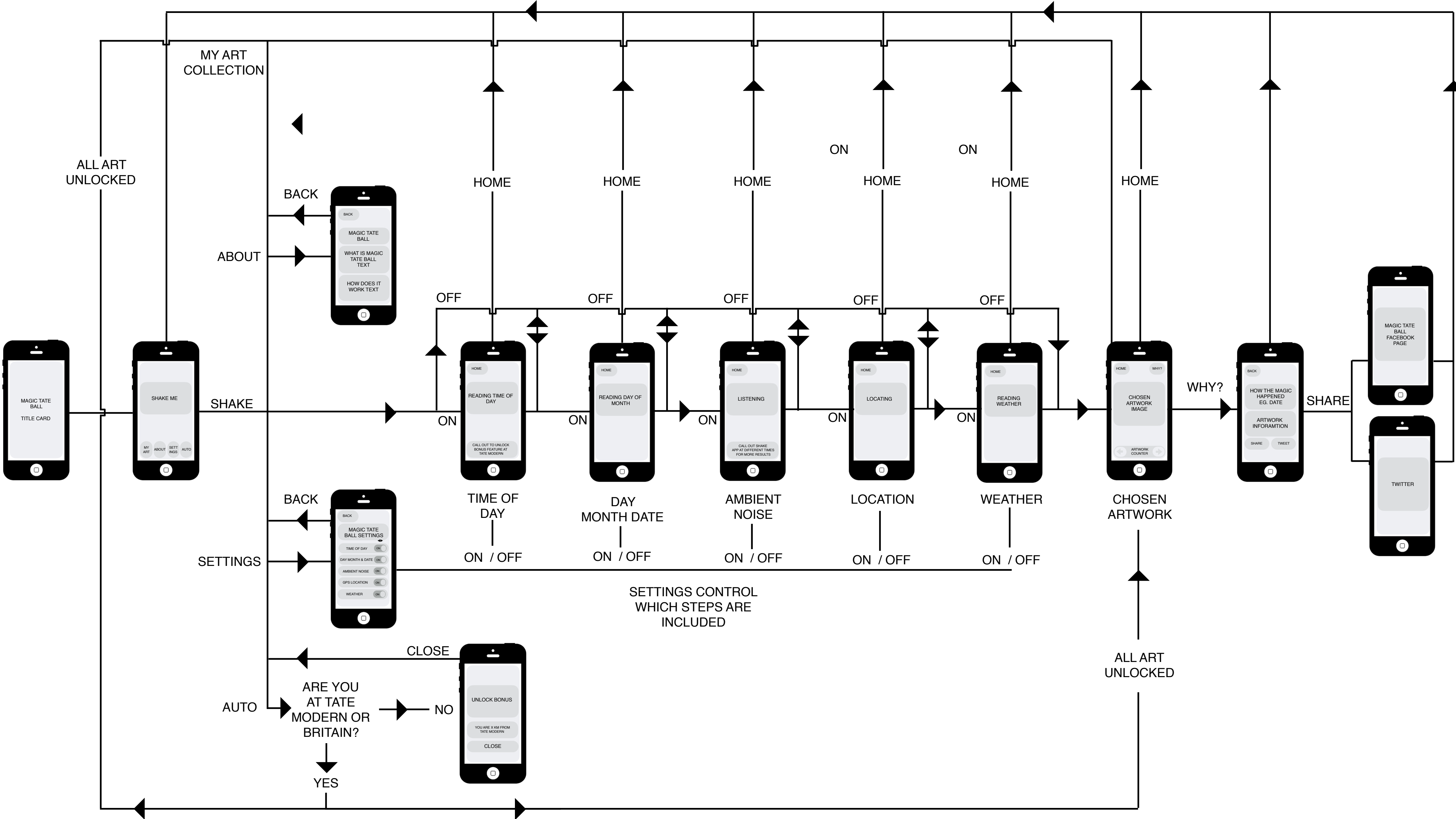
THE BRIEF: Create a digital experience that extends Tate's collection to art lovers when they are outside of the gallery walls. Whilst the experience should extend the collection outwards, it should also encourage it's audience to visit Tate Modern.

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.

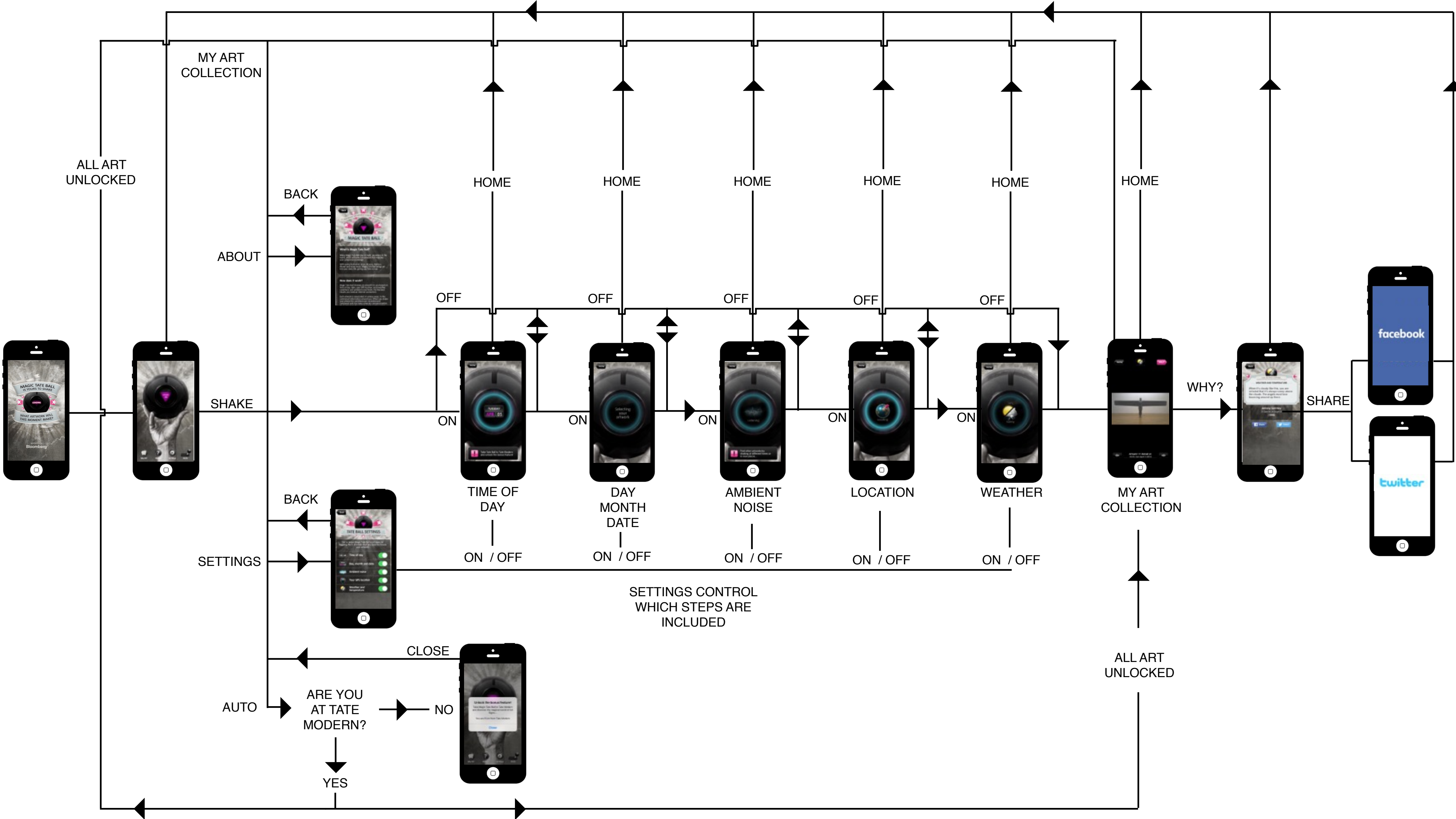
PAPER PROTOTYPE



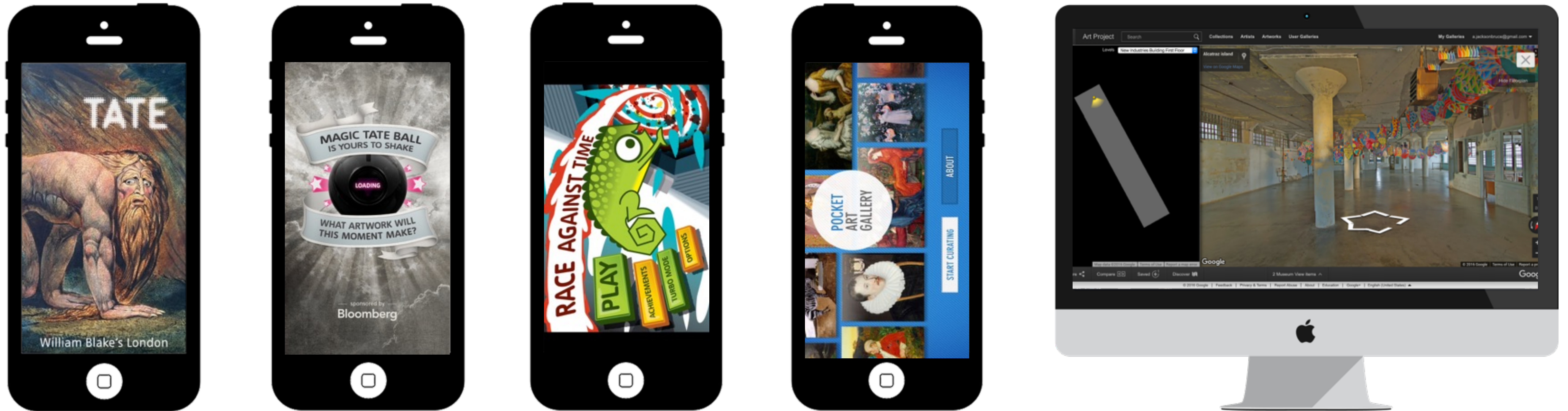
MAGIC TATE BALL - UX FLOW



MAGIC TATE BALL - DESIGN FLOW



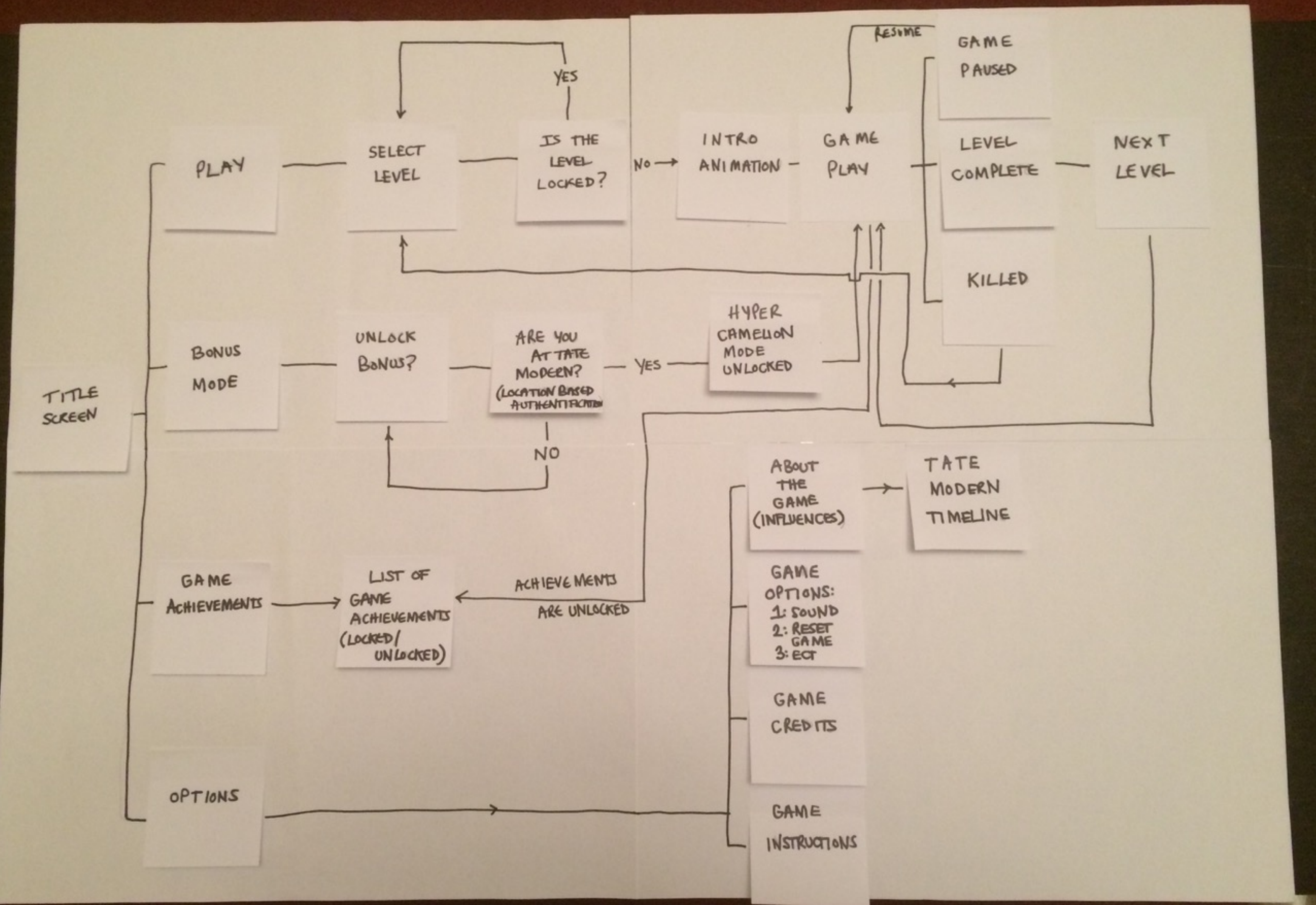
RACE AGAINST TIME - THE BRIEF



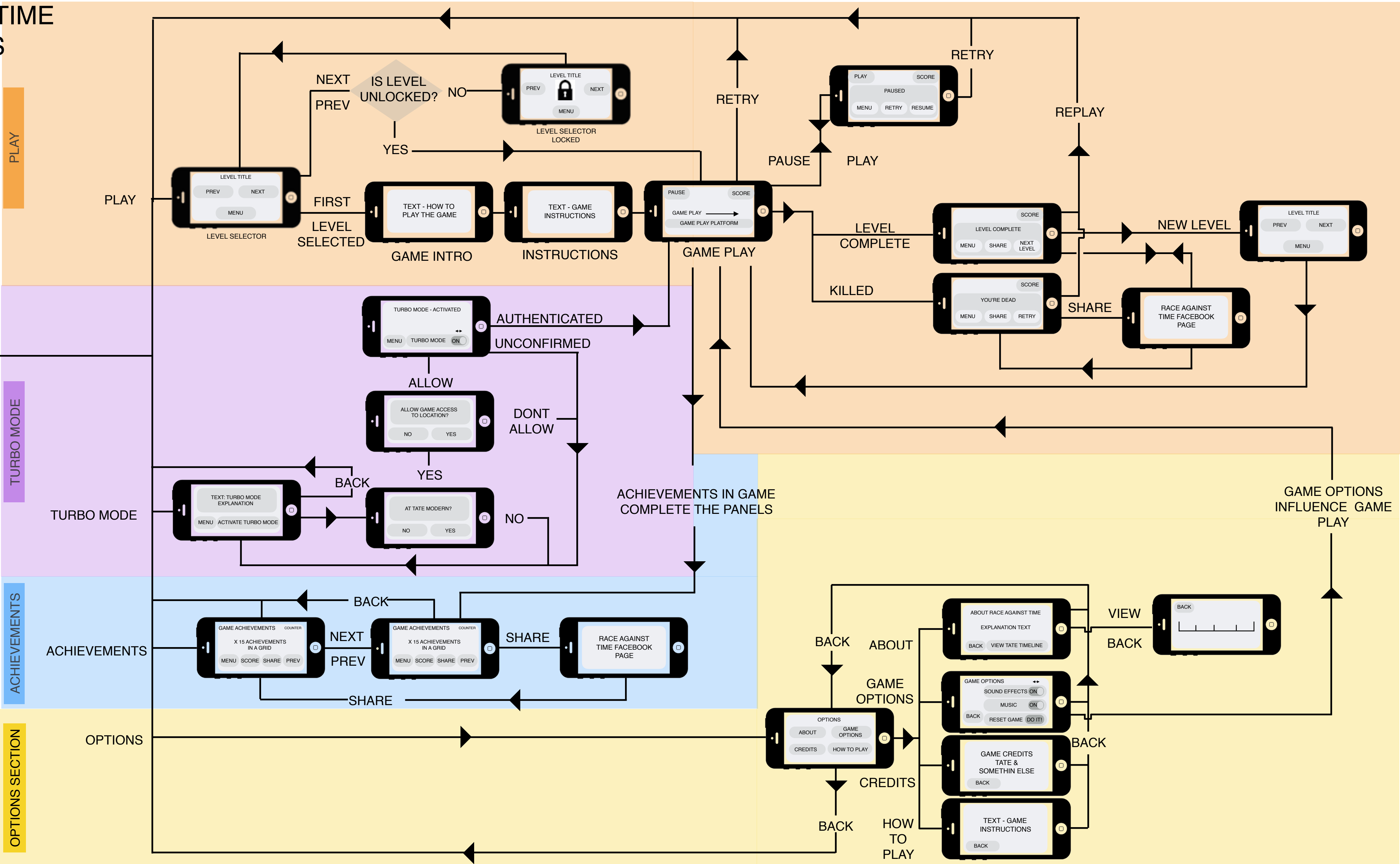
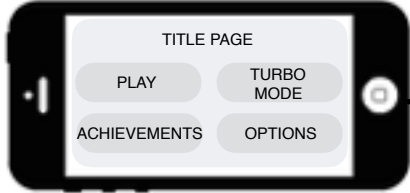
THE BRIEF: Create a digital experience that engages children with the Tate collection in a fun way whilst educating them on key artistic movements and the timeline of modern art. Encourage art lovers playing with the experience to visit Tate Modern or Tate Britain.

ELEVATOR PITCH: Race against time collecting colour particles in an effort to restore the colour in the world stolen by the evil Dr Greyscale. Learn about art history and Tate's modern art collection as you play.

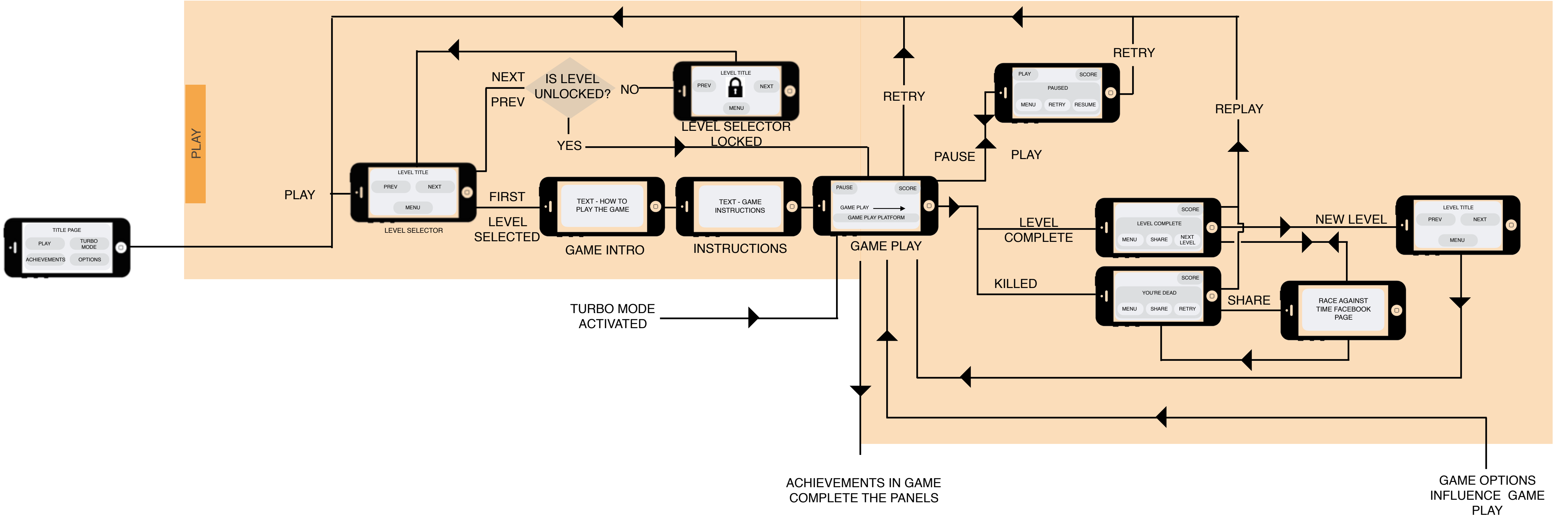
PAPER PROTOTYPE



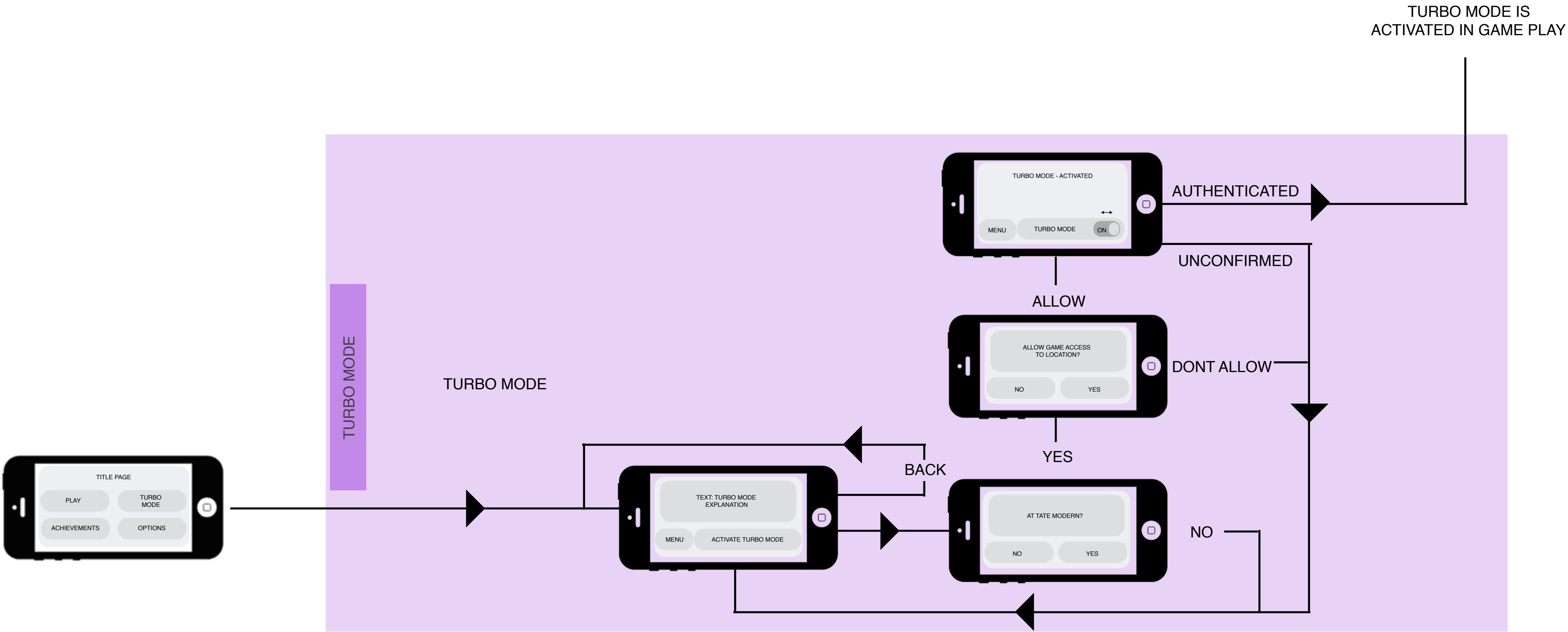
RACE AGAINST TIME
UX DESIGNS



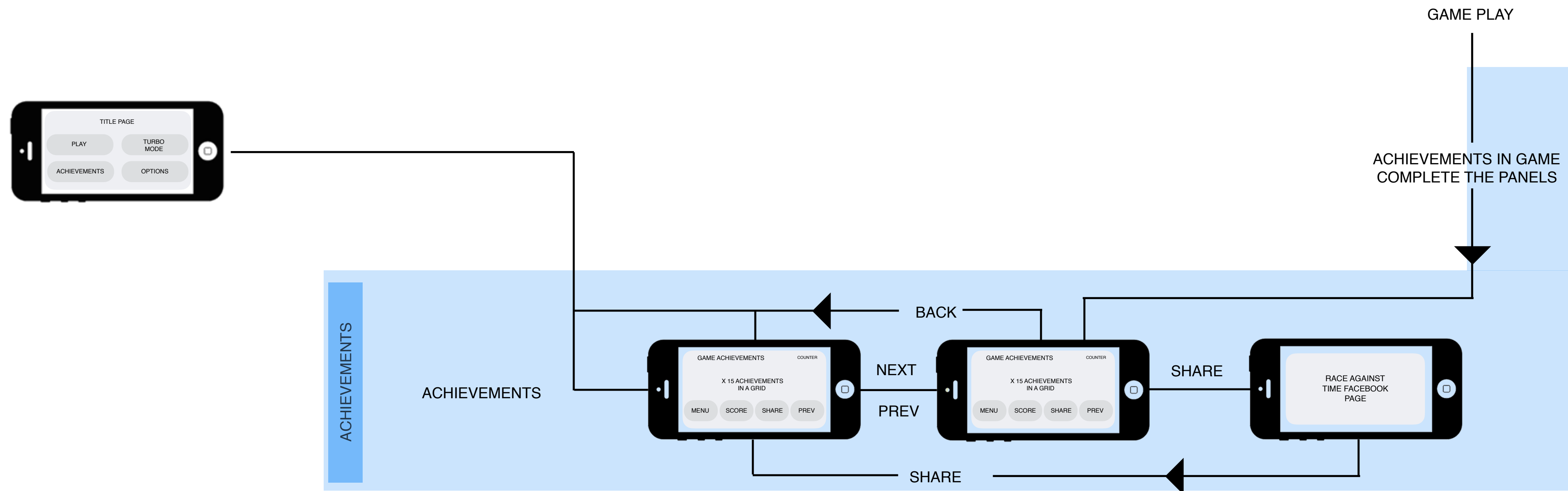
RACE AGAINST TIME - UX DESIGNS - PLAY MODE



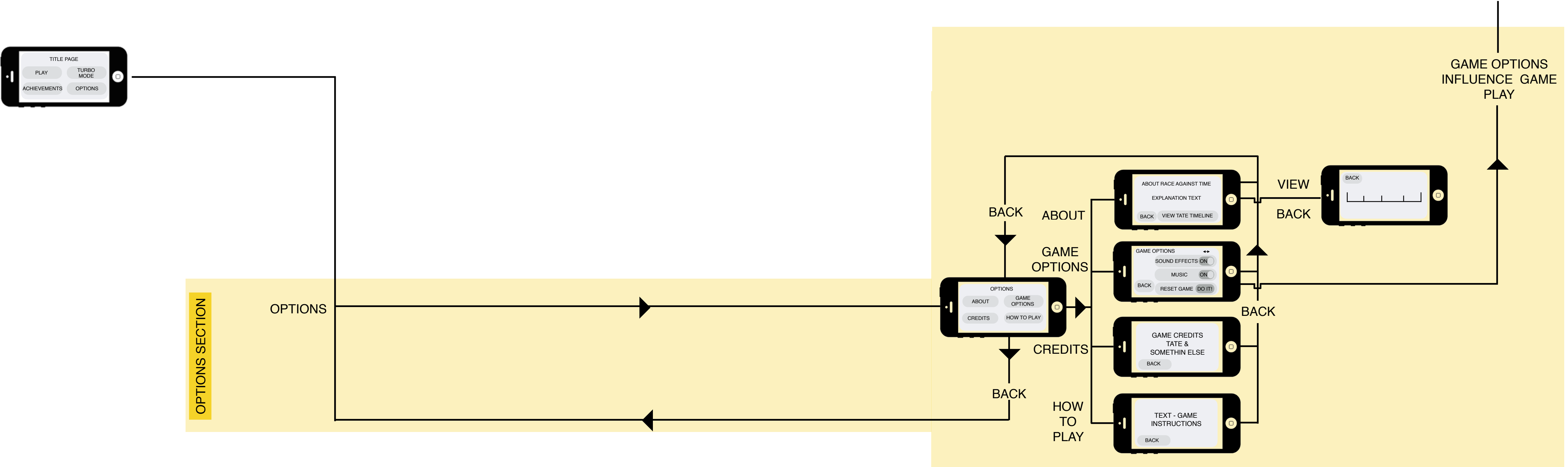
RACE AGAINST TIME - UX DESIGNS - TURBO MODE



RACE AGAINST TIME - UX DESIGNS - ACHIEVEMENTS



RACE AGAINST TIME - UX DESIGNS - OPTIONS



RACE AGAINST TIME
DIGITAL DESIGN

PLAY

TURBO MODE

ACHIEVEMENTS

OPTIONS SECTION



PLAY

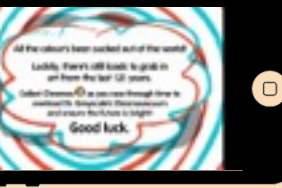
NEXT
PREV

IS LEVEL
UNLOCKED?

NO

YES

FIRST
LEVEL
SELECTED



GAME INTRO



INSTRUCTIONS

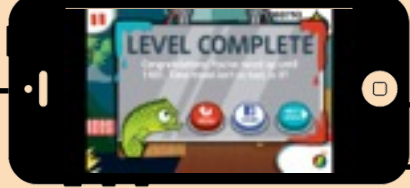


GAME PLAY

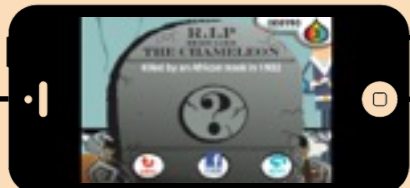
RETRY

PAUSE

LEVEL
COMPLETE



KILLED



SHARE

NEW LEVEL

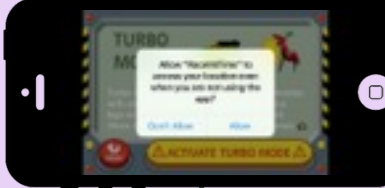


REPLAY



TURBO MODE

ALLOW



DONT
ALLOW

YES

NO

BACK

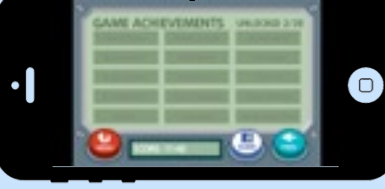


ACHIEVEMENTS IN GAME
COMPLETE THE PANELS

ACHIEVEMENTS

BACK

NEXT
PREV



SHARE

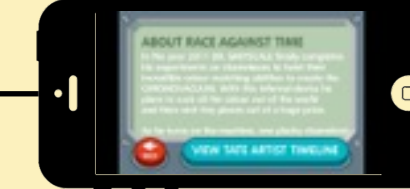


SHARE

OPTIONS

BACK

ABOUT



VIEW



BACK

GAME
OPTIONS



BACK

CREDITS



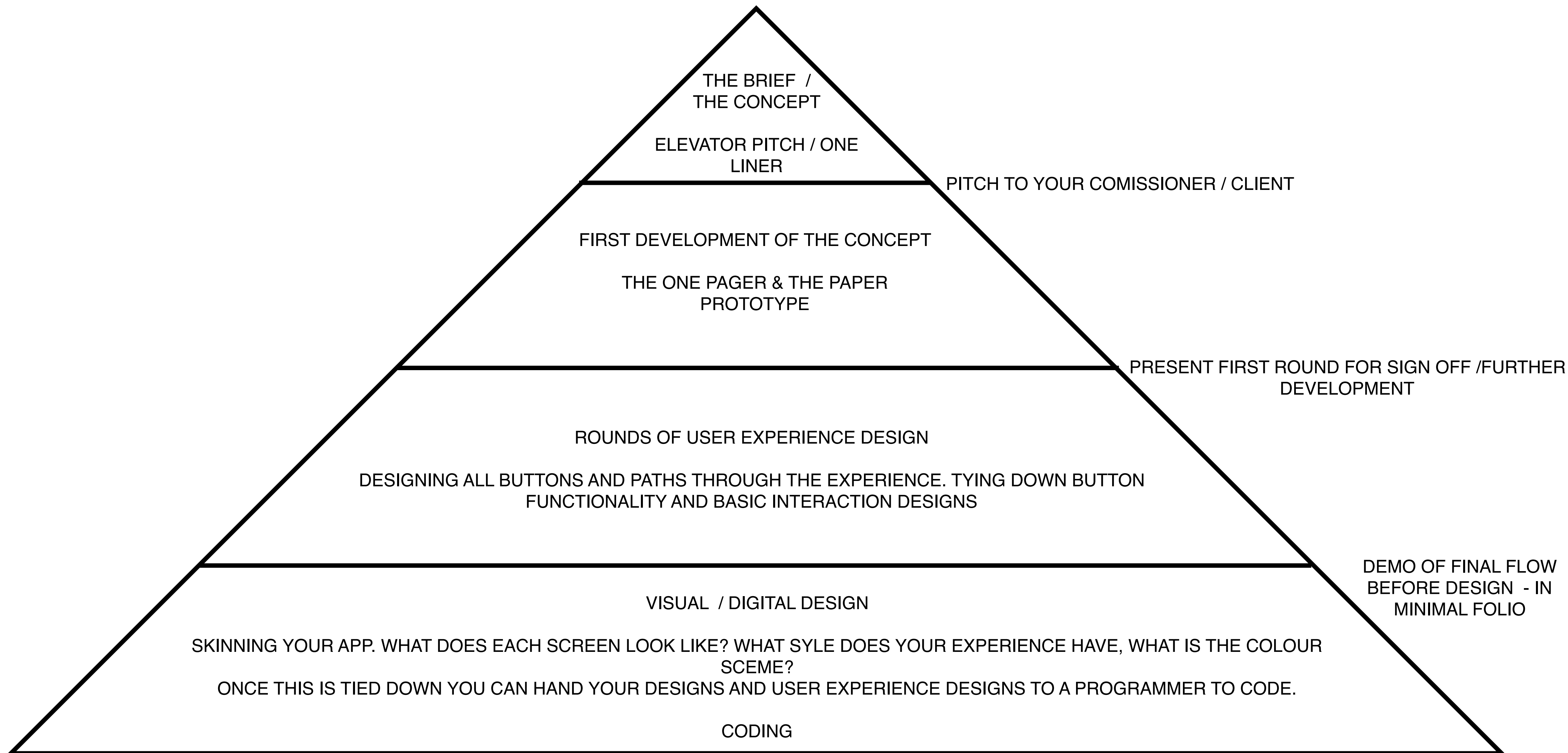
HOW
TO PLAY



BACK

GAME OPTIONS
INFLUENCE GAME
PLAY

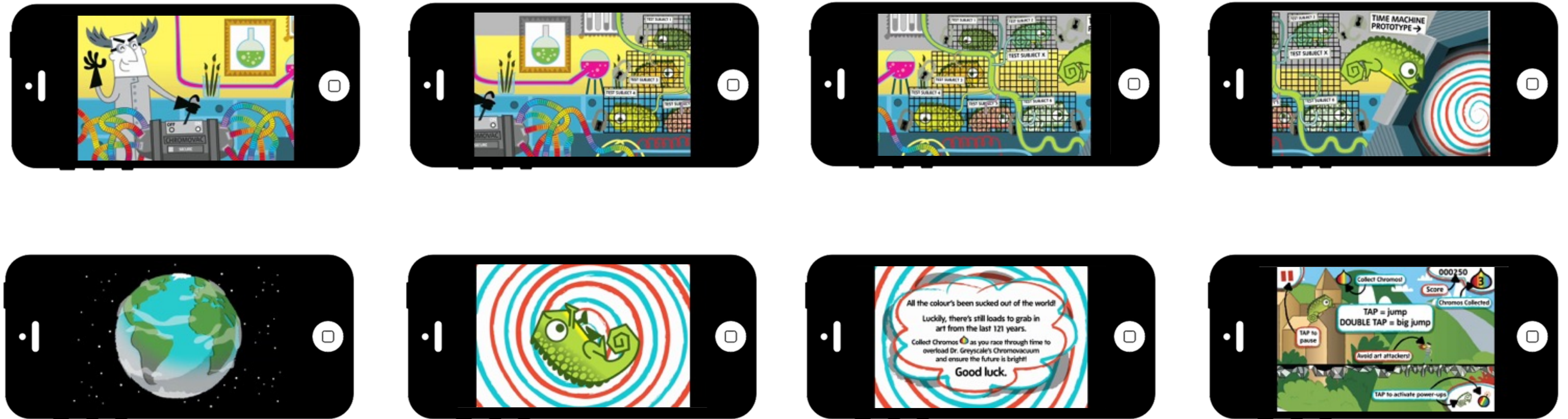
BREAKDOWN OF THE PROCESS - CONCEPT TO DIGITAL DESIGN



BREAKDOWN OF THE PROCESS - FIRST CONCEPT TO DIGITAL DESIGN

Intro animation /
Game instruction

=



One post it note can turn into a 10 second animation with multiple screens to design and code.
Plan ahead and test so that you spend your teams resources effectively.