UX Design & Prototyping

AMY JACKSON-BRUCE

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BURBERRY, TATE, RAVENSBOURNE.

Worked for Tate on The Google Art Project, The Hello Cube, Race Against Time and Magic Tate Ball during study and summer breaks at Ravensbourne, Graduated in June 2013. As spent the last three and a half years working with Burberry. Has been lecturing on Product Design, User Experience Design and Web Design Principles over the last three years.

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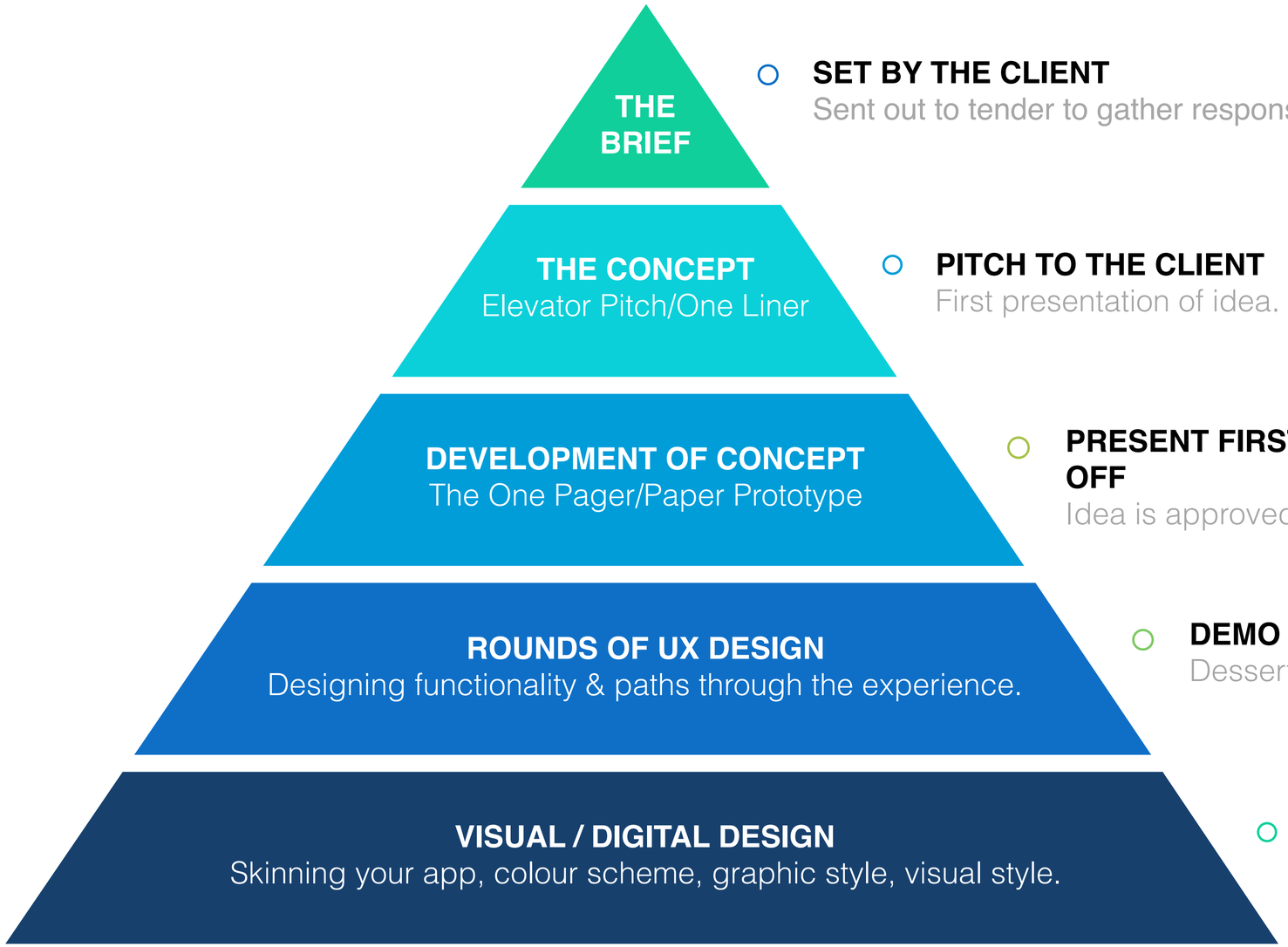
PROCESS BREAKDOWN: CONCEPT TO DIGITAL DESIGN



SET BY THE CLIENT
Sent out to tender to gather responses

PITCH TO THE CLIENT
First presentation of idea.

PRESENT FIRST ROUND FOR SIGN OFF
Idea is approved for further development?

DEMO FINAL FLOW BEFORE DESIGN
Dessert tiramisu sweet cotton

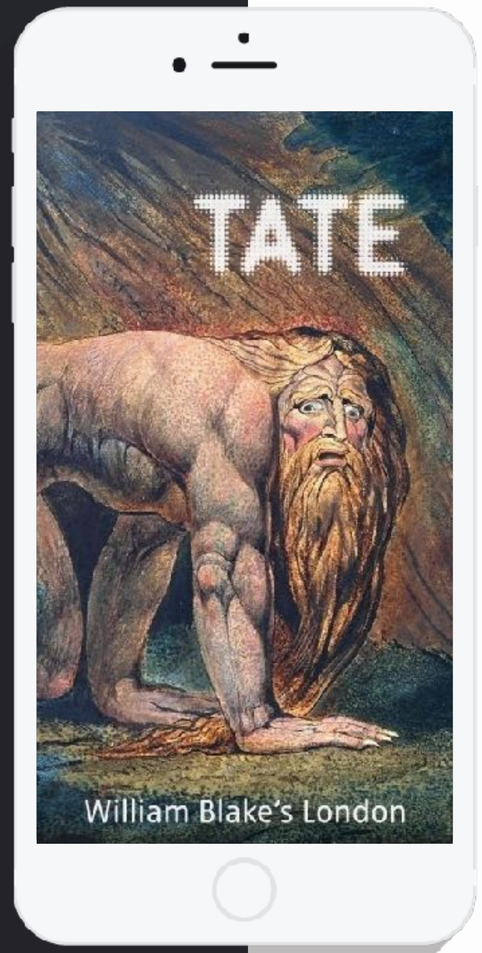
CLIENT SIGN OFF
Hand over to programmers.

TATE INTERACTIVE PROJECTS

TATE INTERACTIVE PROJECT

WILLIAM BLAKES LONDON

Explore the art and life of William Blake, one of Britain's most radical artists, through the places in which he lived and worked, and through the art, music and words of those he inspired.



LOCATION BASED WITH PUSH NOTIFICATIONS

The app guides you on a tour of William Blake's London. Visit the places where he lived and created his extraordinary works, see the church where he was married, and visit his grave.

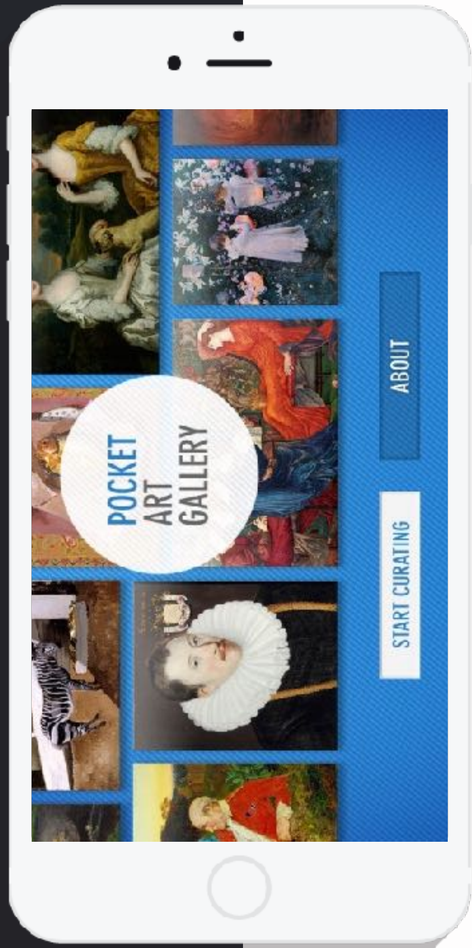
NEW TAKE ON A WALKING TOUR

Features: A map of locations in London related to William Blake's life. Images of artworks Blake created throughout his lifetime. Music inspired by Blake. Video by Tate curators.

TATE INTERACTIVE PROJECT

POCKET ART GALLERY

The Pocket Art Gallery app enables you to virtually curate your own gallery, positioning famous artworks from galleries across the country in your surroundings. You can photograph your art collection and share it on Twitter, Facebook or the Pocket Art Gallery map.



AUGMENTED REALITY APP

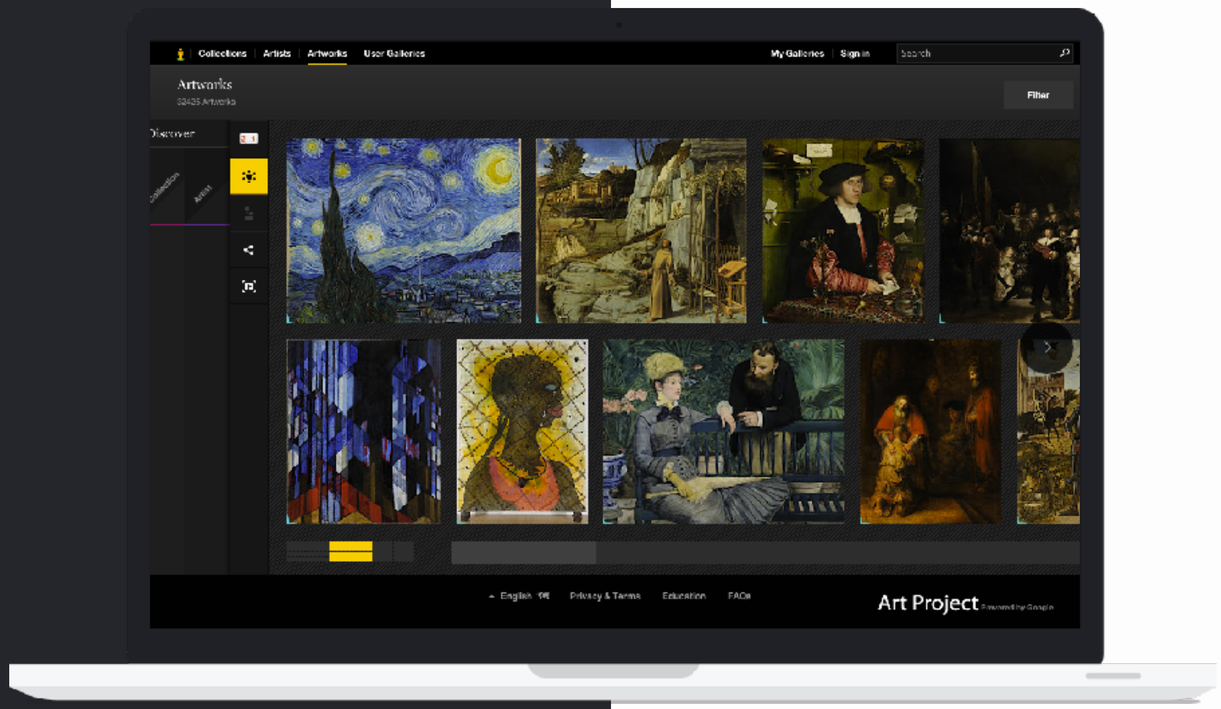
The Pocket Art Gallery is an augmented reality app which allows users to virtually curate their own gallery, positioning famous artworks from a number of key collections across the country in personalised surroundings.

CURATE YOUR OWN COLLECTION

Pick up to four of the works shared by the four partner galleries and curate them into your own space, whether that be public or private.

TATE INTERACTIVE PROJECT

GOOGLE ART PROJECT



The Google Art Project is a unique collaboration with some of the world's most acclaimed art institutions to enable people to discover and view artworks online in extraordinary detail.

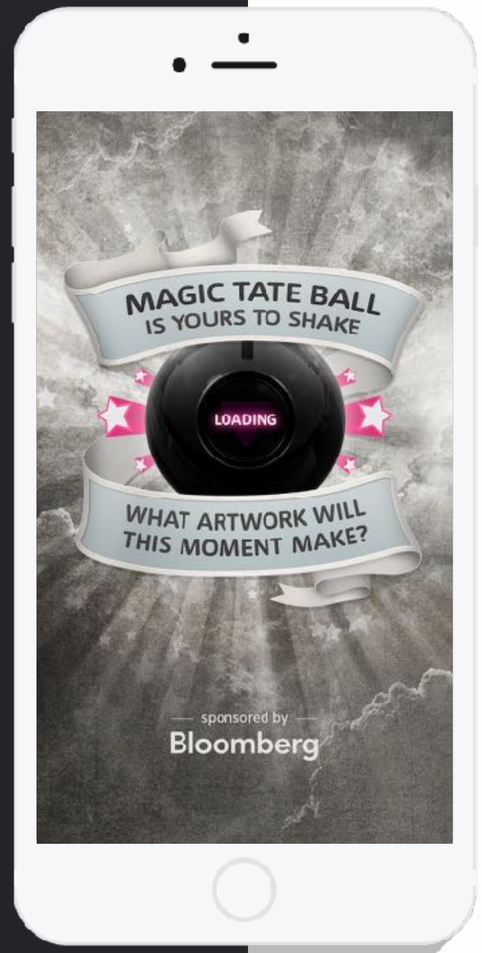
ONLINE ART PLATFORM

TATE MODERN & BRITAIN

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.



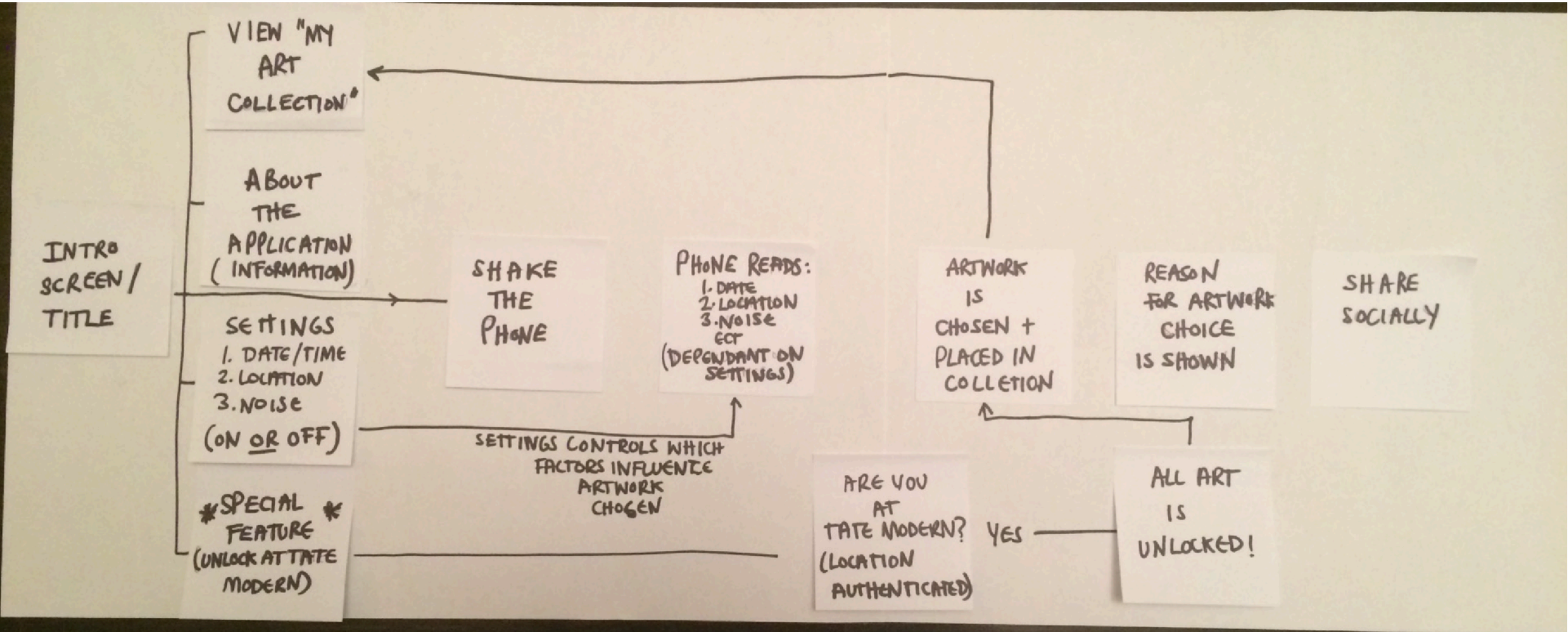
THE BRIEF

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 it's audience to visit Tate Modern.

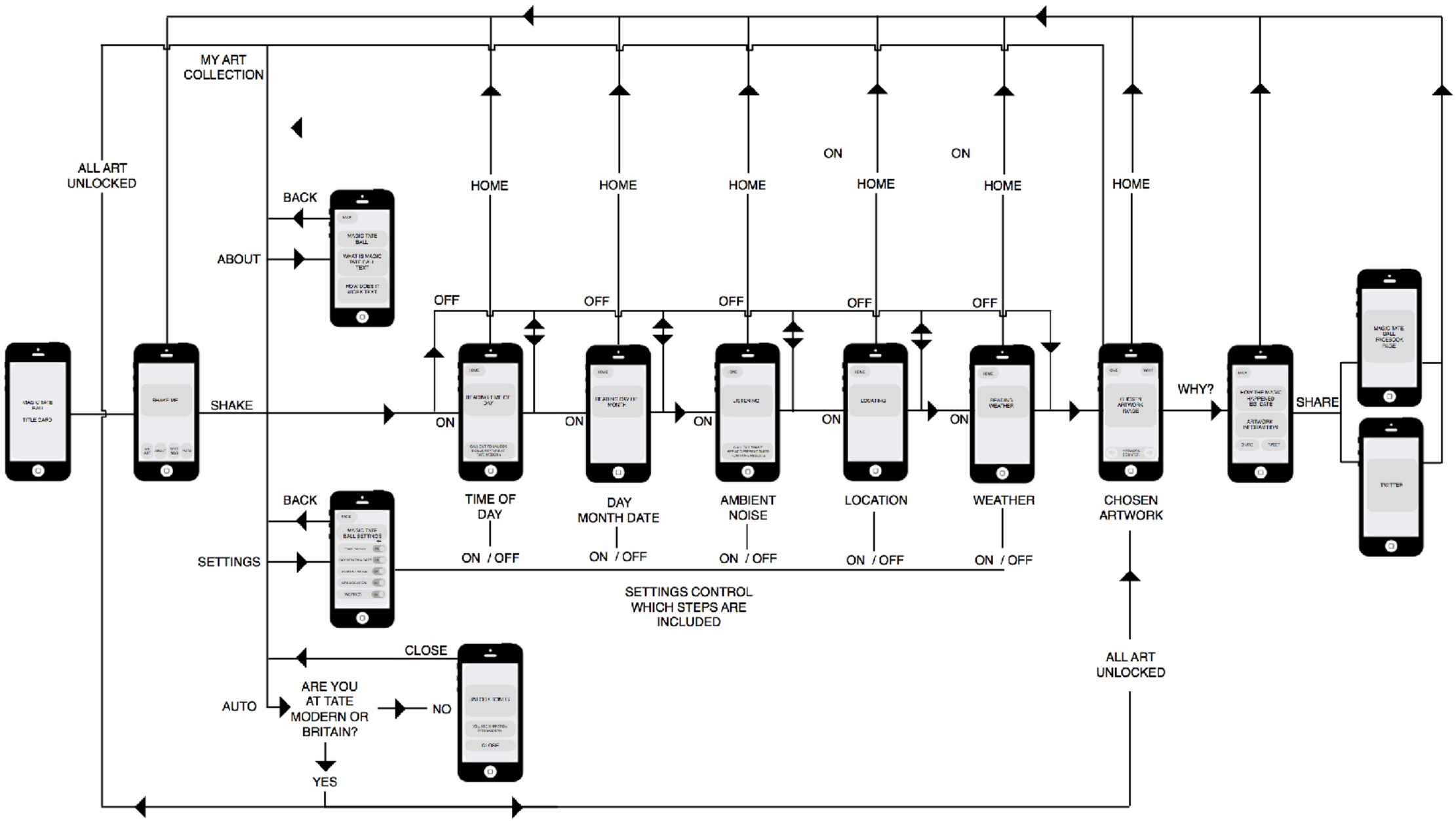
ELEVATOR PITCH

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.

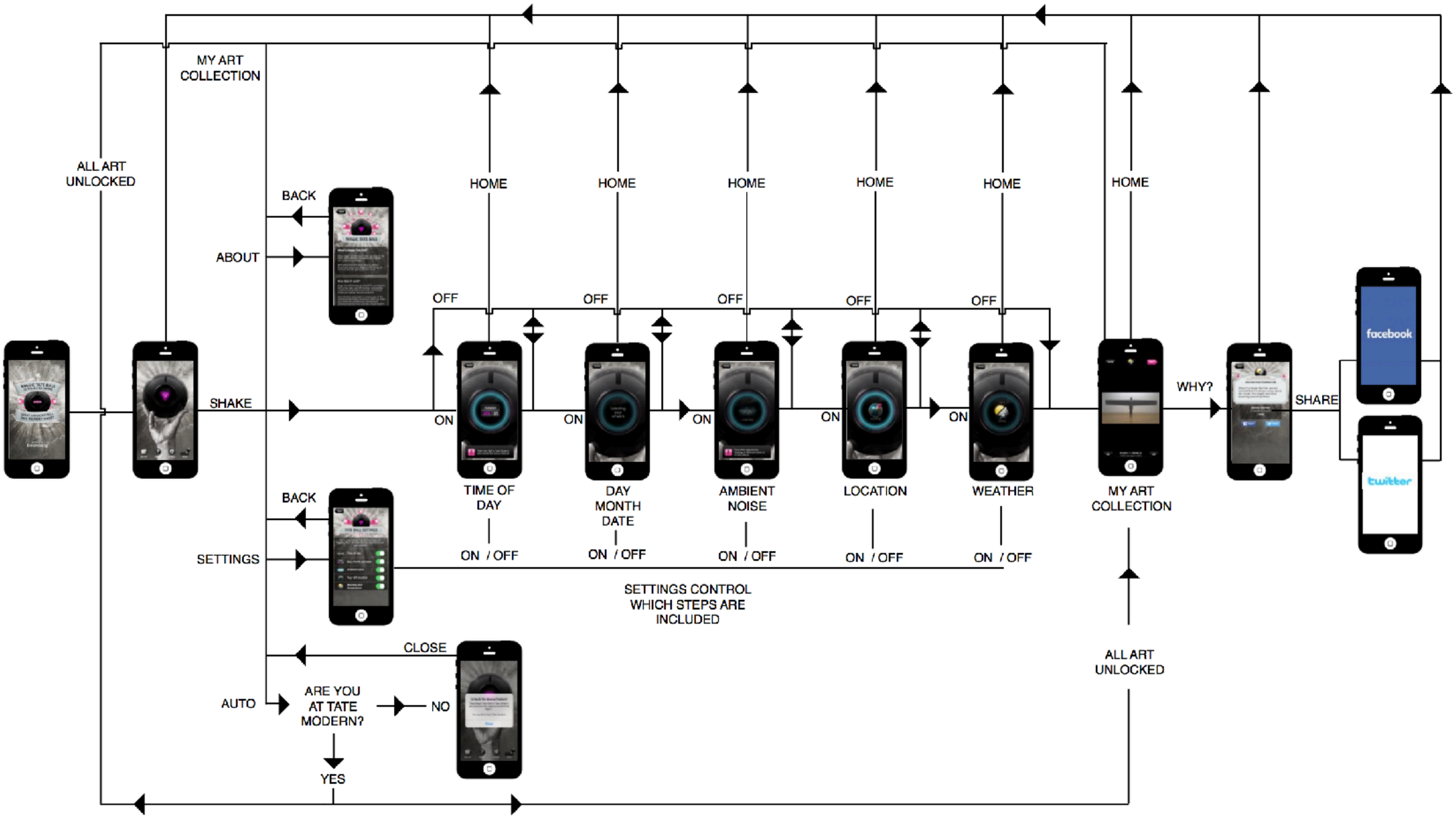
Paper Prototype



MAGIC TATE BALL: UX FLOW



MAGIC TATE BALL: DESIGN FLOW



TATE INTERACTIVE PROJECT

RACE AGAINST TIME

In the year 2011Dr. Greyscale finally completes his experiments on chameleons, harnessing their incredible colour matching abilities to create ‘The Chromovacuum’. With this infernal device he plans to suck all the colour from the world and then rent tiny pieces out at a huge price.

As he turns on the machine, one plucky chameleon (you!) manages to escape and leap through a time portal to 1890. Your mission? To race through time collecting ‘Chromoparticles’ of colour power from as many major modern art movements as you can. With these ‘Chromos’ you can overload the machine and save the world.

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.

Tate Modern.

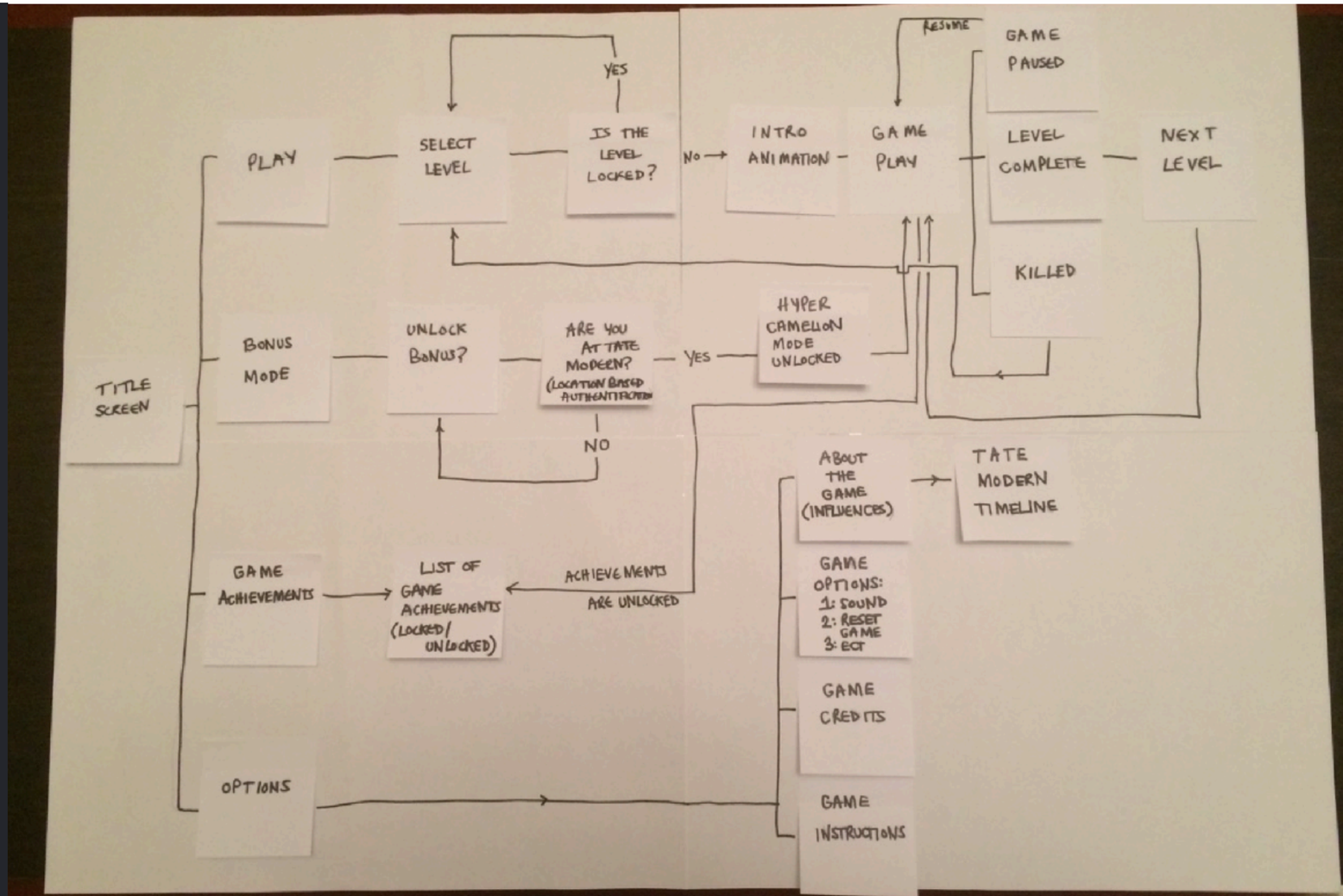
ELEVATOR PITCH

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.

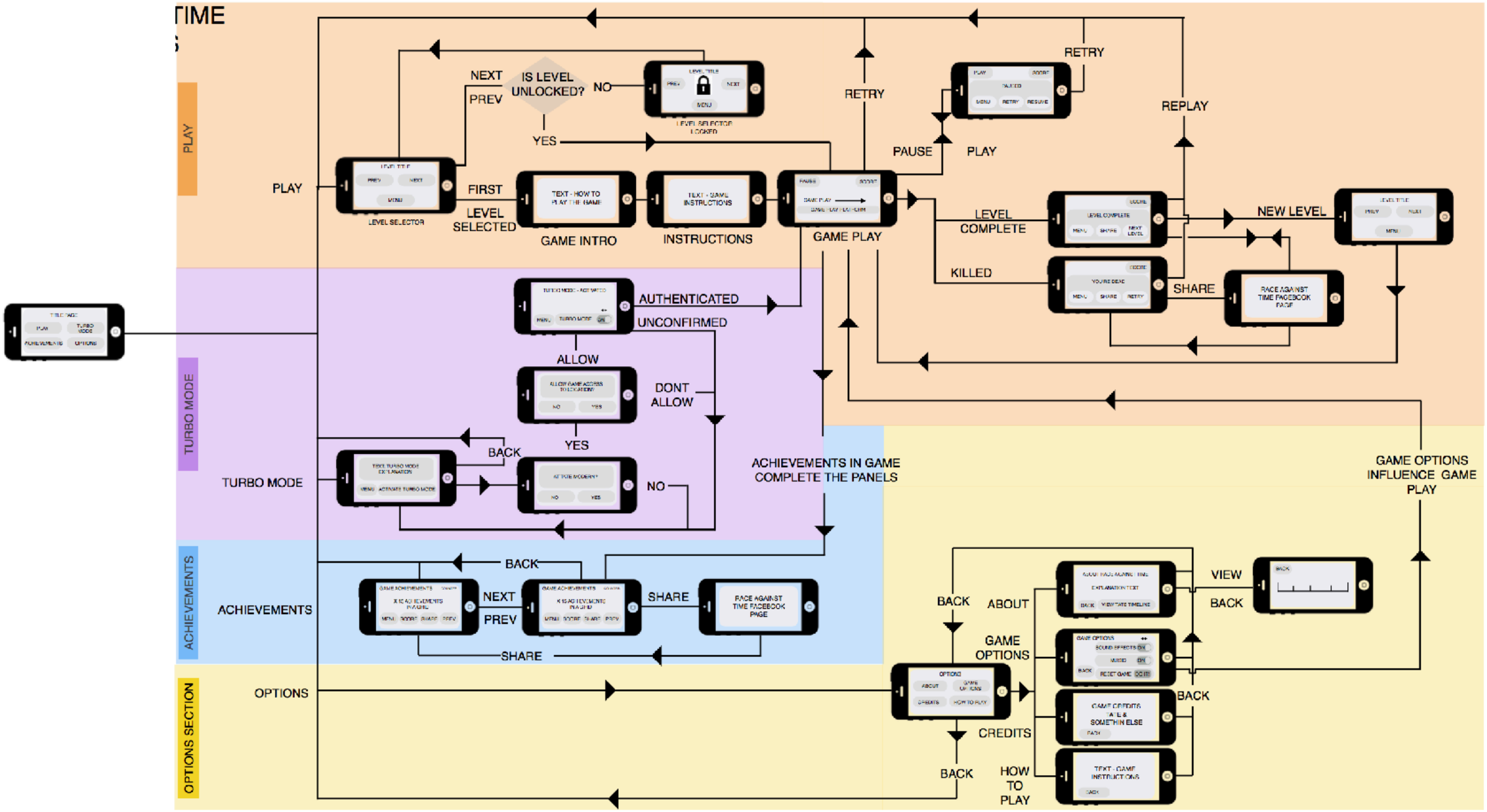
Paper Prototype

RACE AGAINST TIME

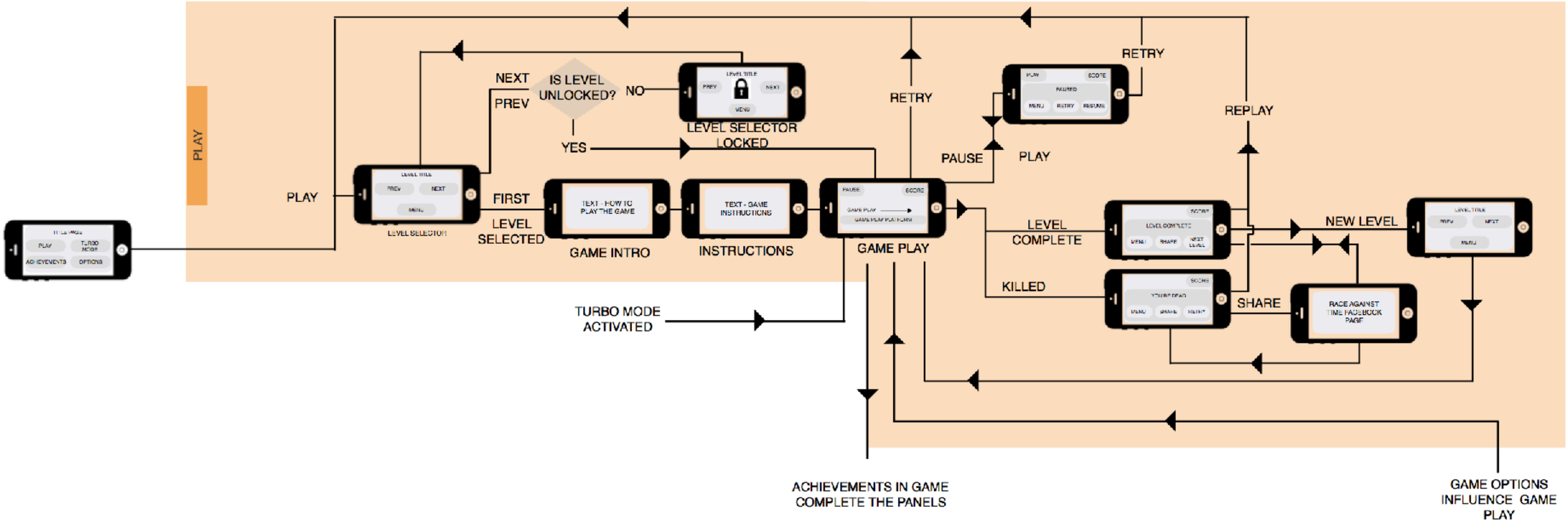
MADE WITH POST IT NOTES



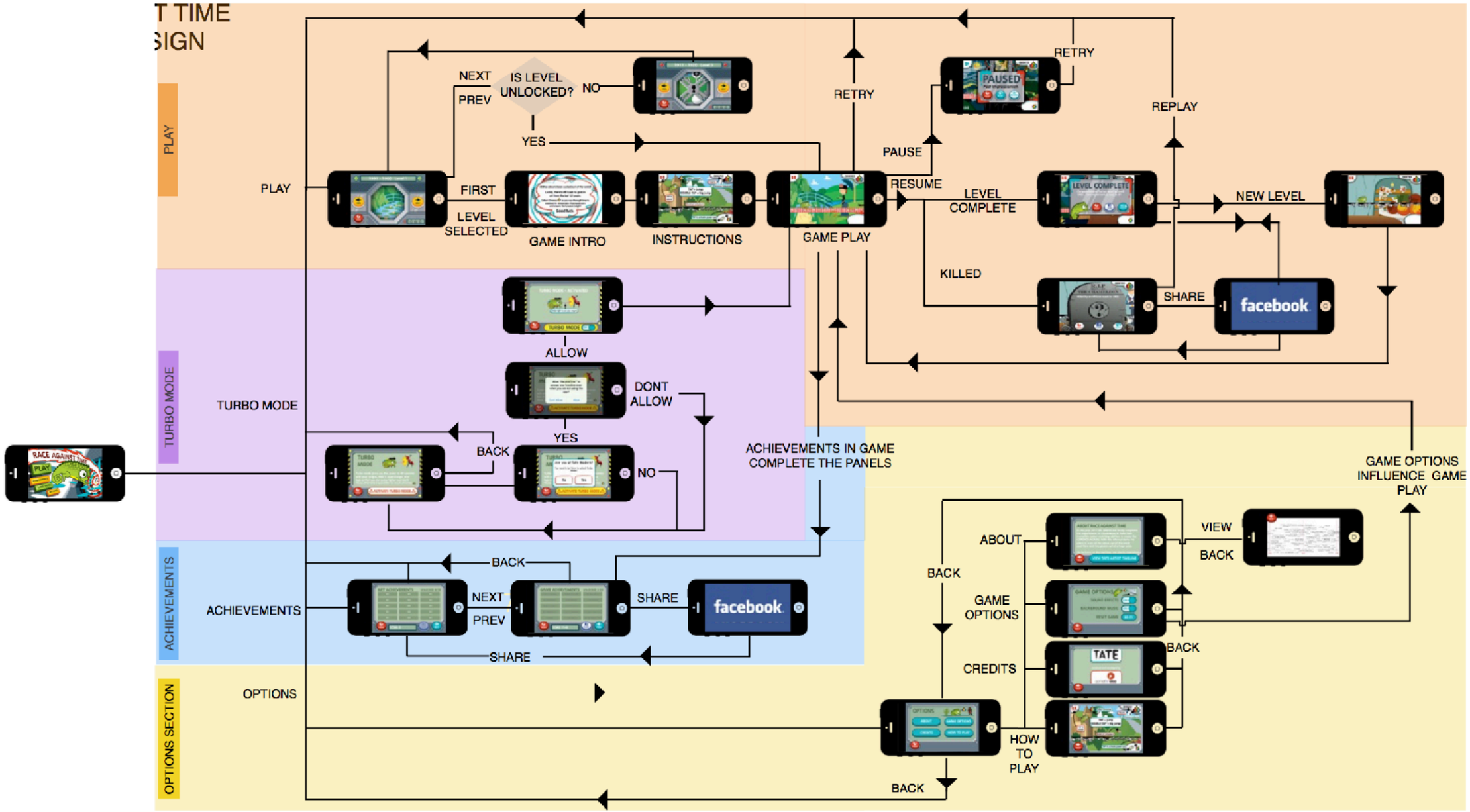
RACE AGAINST TIME: UX FLOW



RACE AGAINST TIME: UX FLOW: PLAY MODE



MAGIC TATE BALL: DESIGN FLOW



BURBERRY INTERACTIVE UNITS

THE DIGITAL NAIL BAR

THE DIGITAL NAIL BAR

BURBERRYS FIRST DIGITAL / PHYSICAL STORE UNIT

EXPERIENCE

An interactive store unit to enable customers to virtually try on a nail varnish before booking a consultation.

TECHNOLOGY

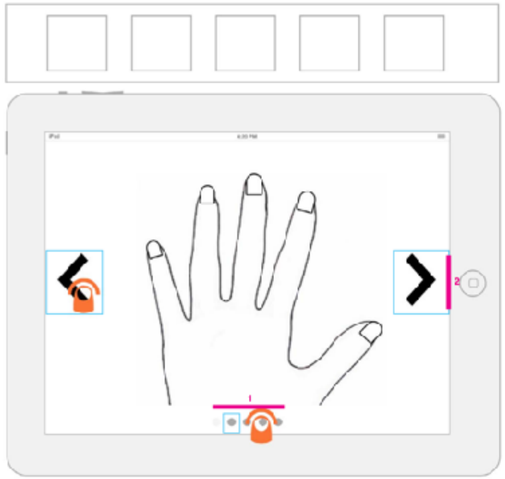
Custom built machine in house using RFID to tag the nail varnishes. Arduino and Raspberry Pi to power interactions. iPad for display.

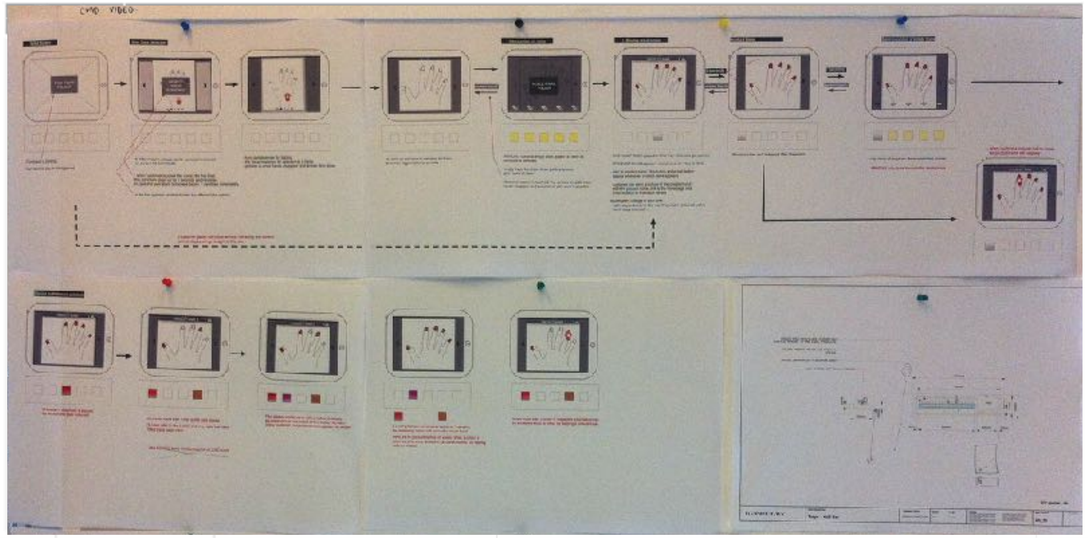
MEDIA

3 different hands with 3 different skin tones. Individual nails in each of the 30 nail colours.

DELIVERY

As a stand alone store piece that people can use without instruction. Easy to play with and understand.





THE DIGITAL NAIL BAR

First scribbles / ideas turned into first wireframes.

First wireframes into an experience map.

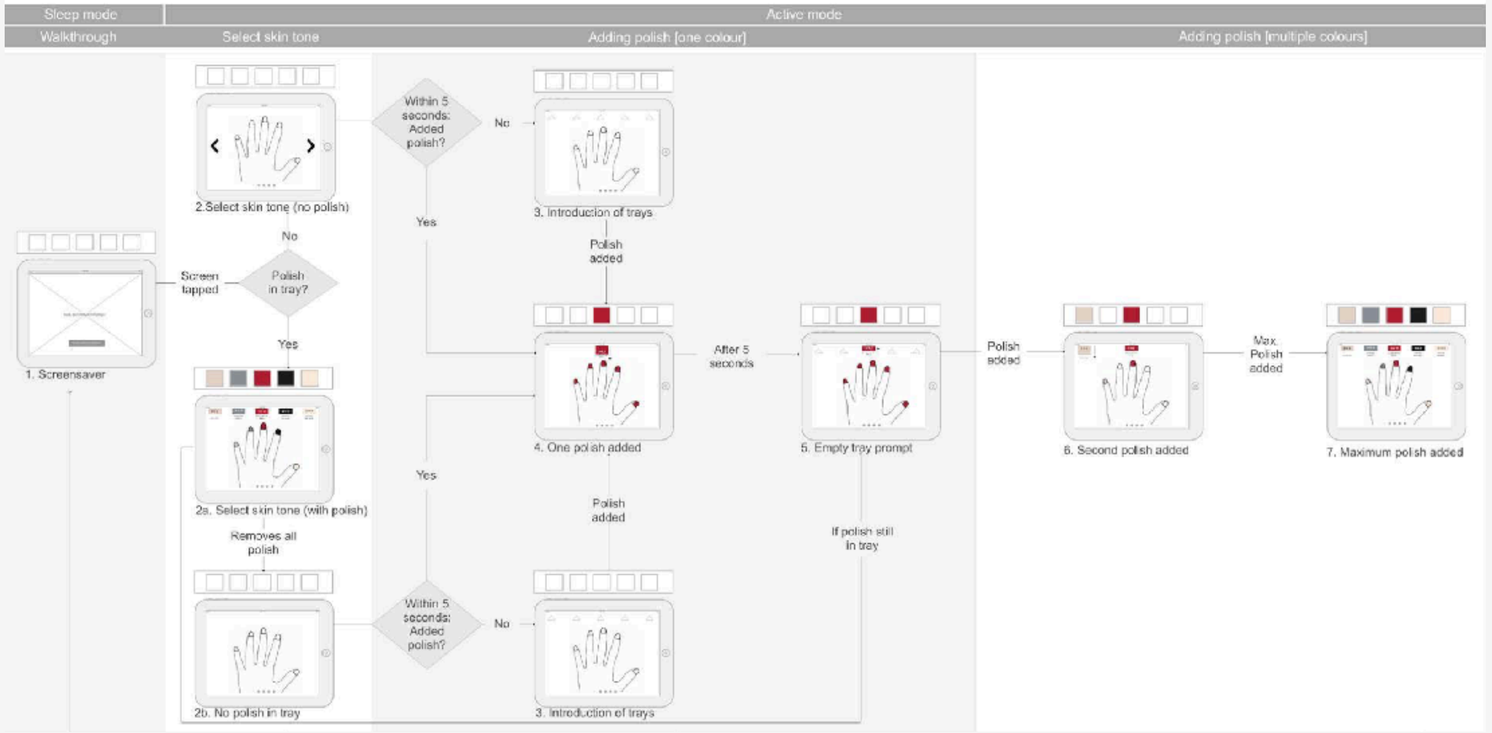
DESIGNING THE EXPERIENCE: SOFTWARE

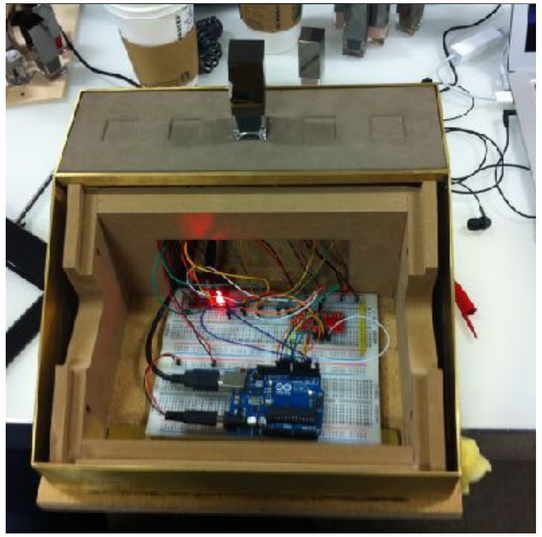
Starting with a list of requirements and a brief we began sketching ideas for our interactive product. These first sketches developed through rounds of critique and testing into our final user journey.

DNB: FINAL UX FLOW

PLOT THE EXPERIENCE

STEP BY STEP





THE DIGITAL NAIL BAR

Basic electronics turned into interactions. Tin foils shields to user testing.

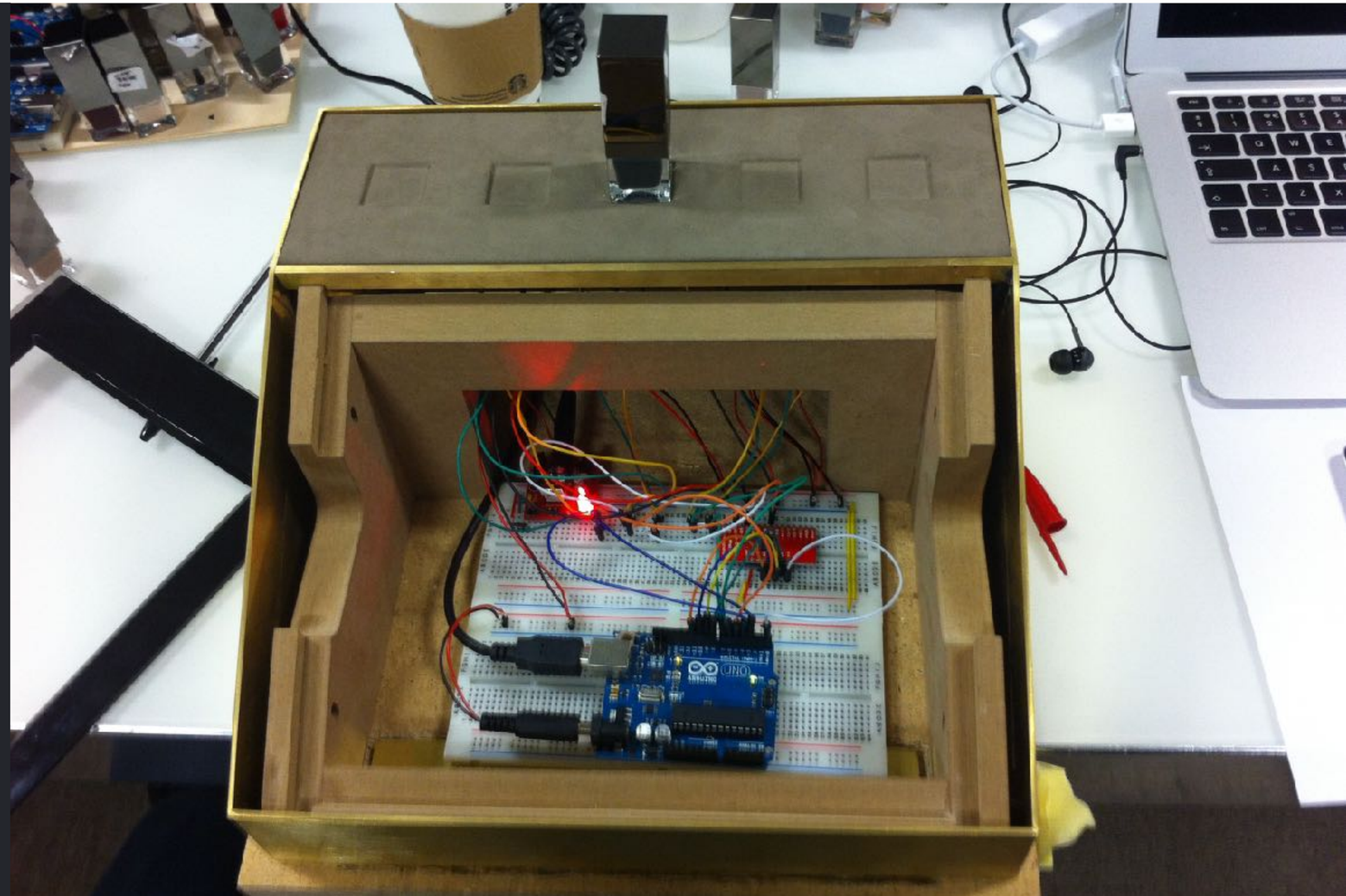
DESIGNING THE EXPERIENCE: HARDWARE & CASING

Whilst working on designing the interface, our creative technology team (one hardware engineer and one software programmer) started work on the electronics to site beneath the DNB. Simultaneously the architecture team worked on what the final physical figure would look like with 3D renders.

DNB: FINAL UX FLOW

ELECTRONICS BUILD

ARDUINO & RASPBERRY PI



THE DIGITAL NAIL BAR

STORE INSTALLATION / USER TESTING

OBSERVATION

Core design and UX team members went to store and observed customer interactions on the units through cctv monitors. Noting down notes.

ANALYTICS

The digital nail bar recorded 1000 + sessions in it's first 3 months in store. That's 11 unique sessions a day.

USER DIARIES

Sales associates were asked to fill out user diaries every day for a month long period about the interactions seen on the DNB with customers.

TECHNOLOGY

The digital nail bar, hand made by our creative technology team lived in store for 18 months with no hardware fails.

THE DIGITAL NAIL BAR

NAIL BAR FEEDBACK / FINAL STATS

PRODUCT USE

The digital nail bar recorded 1000 + sessions in it’s first 3 months in store. That’s 11 unique sessions a day.

TECHNOLOGY

The digital nail bar, hand made by our creative technology team lived in store for 18 months with no hardware fails.

SALES

The digital nail bar was credited with a significant upturn in nail varnish sales at the Covent Garden Beauty Box. A good talking point for sales.

CONTINUATION

We were asked to adapt the units to incorporate lip sticks and to mass manufacture units for our international stores.

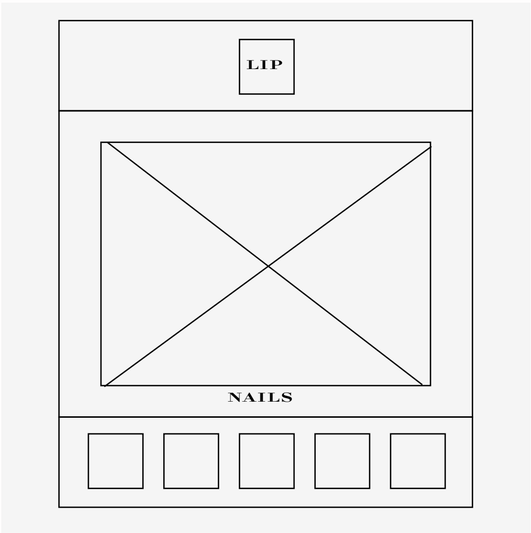
THE INTERACTIVE BEAUTY BAR

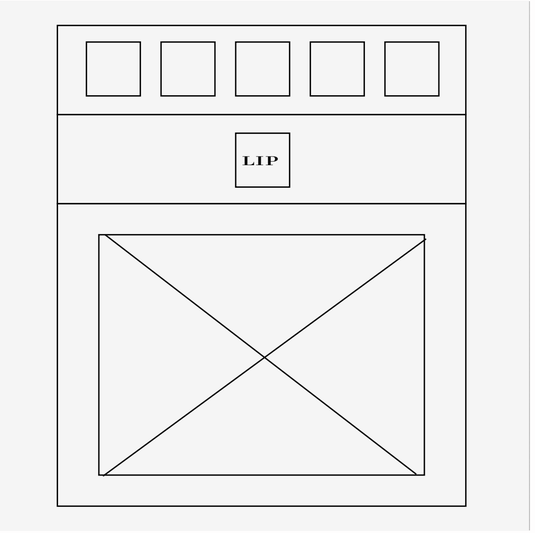
THE INTERACTIVE BEAUTY BAR

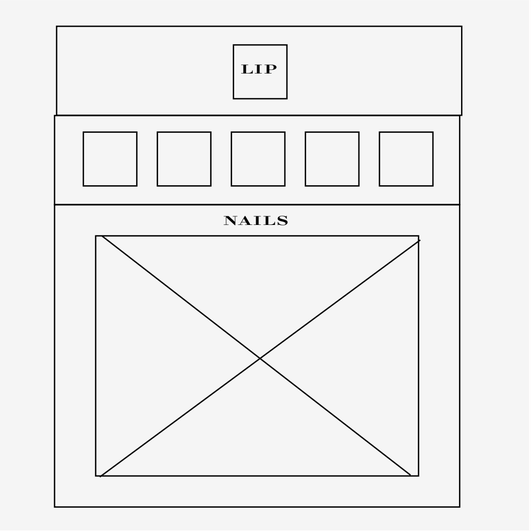
Back to the drawing board. We were challenged to modify the unit. Could we adapt what we had before?

DESIGNING THE EXPERIENCE: HARDWARE & CASING

Initial tests and prototypes centred around extending existing casing and hardware so that both lips and nails could be placed on the same trays. To start to play with these ideas we cardboard prototyped some variations on the existing unit.





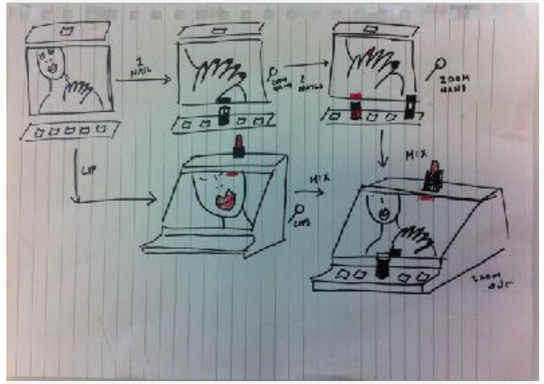


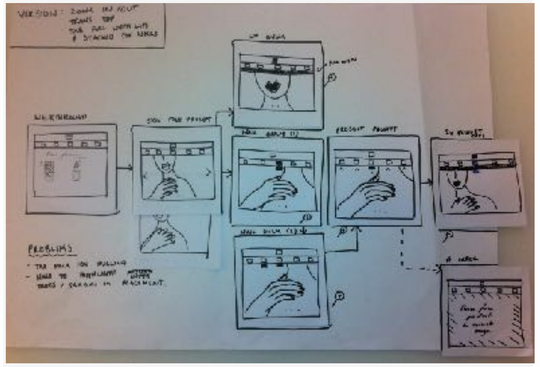
THE INTERACTIVE BEAUTY BAR

We quickly realising that we needed to separate the lip stick and nail varnish slots.

DESIGNING THE EXPERIENCE: HARDWARE & CASING

Realising that the experience would need two separately marked slots for lip sticks and nail varnishes, we quickly made some digital sketches of possible scenarios. This lead us to re-examine how the product interactions could work with paper prototypes.



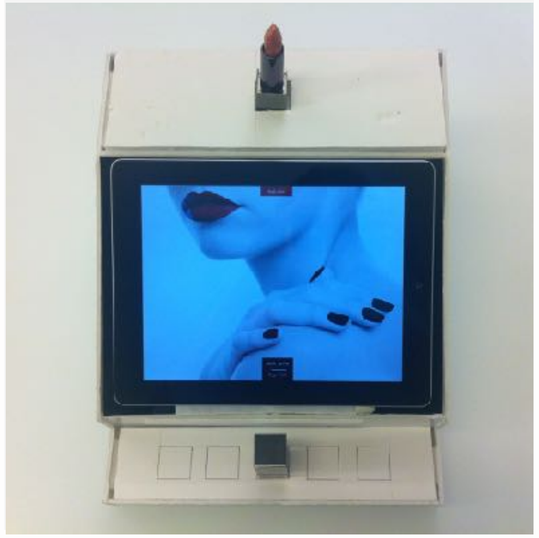


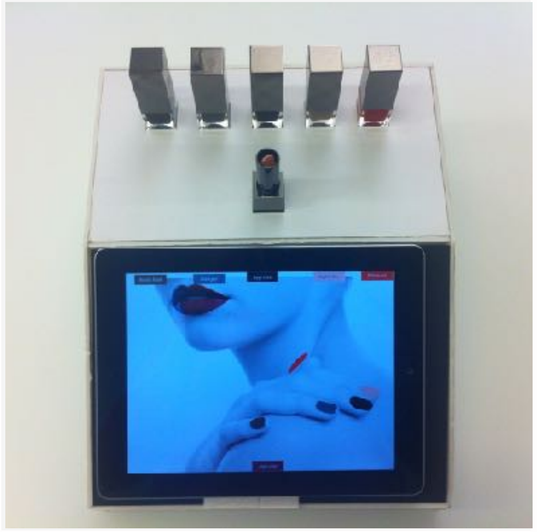
THE INTERACTIVE BEAUTY BAR

Four 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 under 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.





THE INTERACTIVE BEAUTY BAR

Paper prototype into digital & cardboard prototypes. Testing the interaction.

SOFTWARE INTERACTIONS: USER TESTING ROUND 2

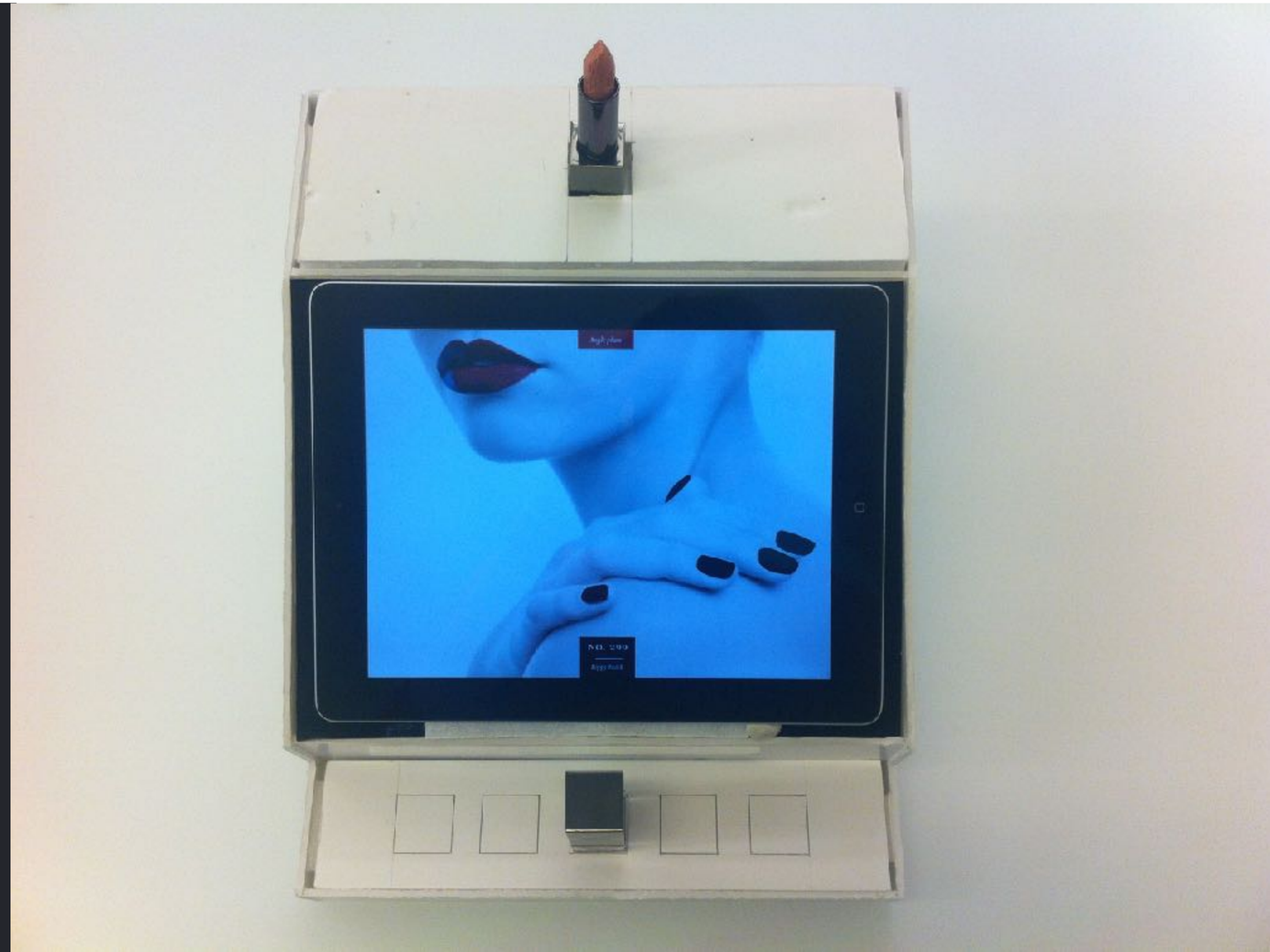
With Cardboard mock ups of the different physical fixtures we conducted Lab Testing round 2 with 11 people. 7 x End users, 2 x Beauty Box training Team, 2 x Sales Associates.

Why this fixture?

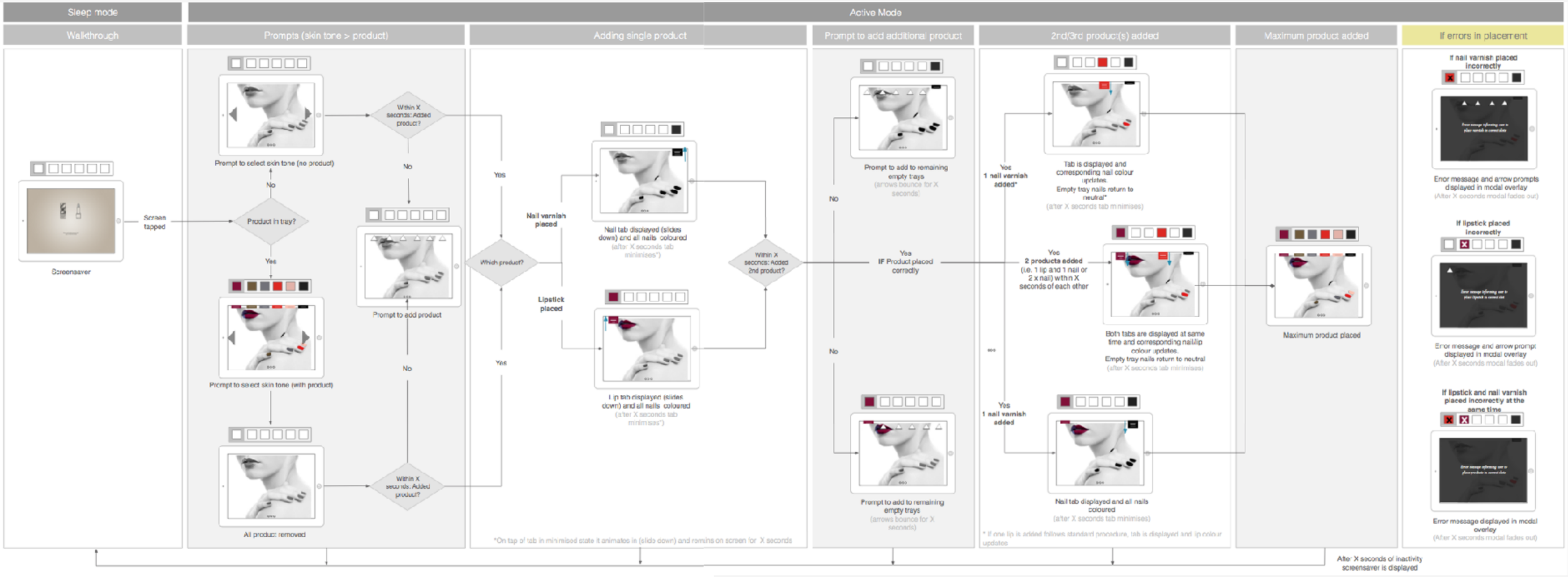
DBB: FINAL PROTOTYPE

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.



DNB: FINAL UX FLOW



Final product Prototype

DBB CARD PROTOTYPE

JUST ONE MORE CHANGE

Pilot Installation Round 2

DBB INSTALLATIONS

KOREA, LONDON, NY, PARIS & CARDIFF

Observation, analytics and user diaries.

THE INTERACTIVE BEAUTY BAR

MASS PRODUCTION

DESIGN WORKS PARTNERS

Design works managed all manufacture and shipping one final designs were created with Burberry.

UK / CHINA PRODUCTION

Orders of under 100 machines were managed inside the UK with the possibility to scale to factories in china for larger orders.

INTERNATIONAL SHIPPING

Images shot to incorporate lips and nails. Individual colour swatches made for each lipstick and nail varnish shade.

PLUGS PLUGS PLUGS

The final location of units is specified when they are ordered so that units can leave the warehouse with the correct plugs shipped.

DISCOVER & PLAY

BURBERRY
BURBERRY
My BURBERRY

THANK YOU