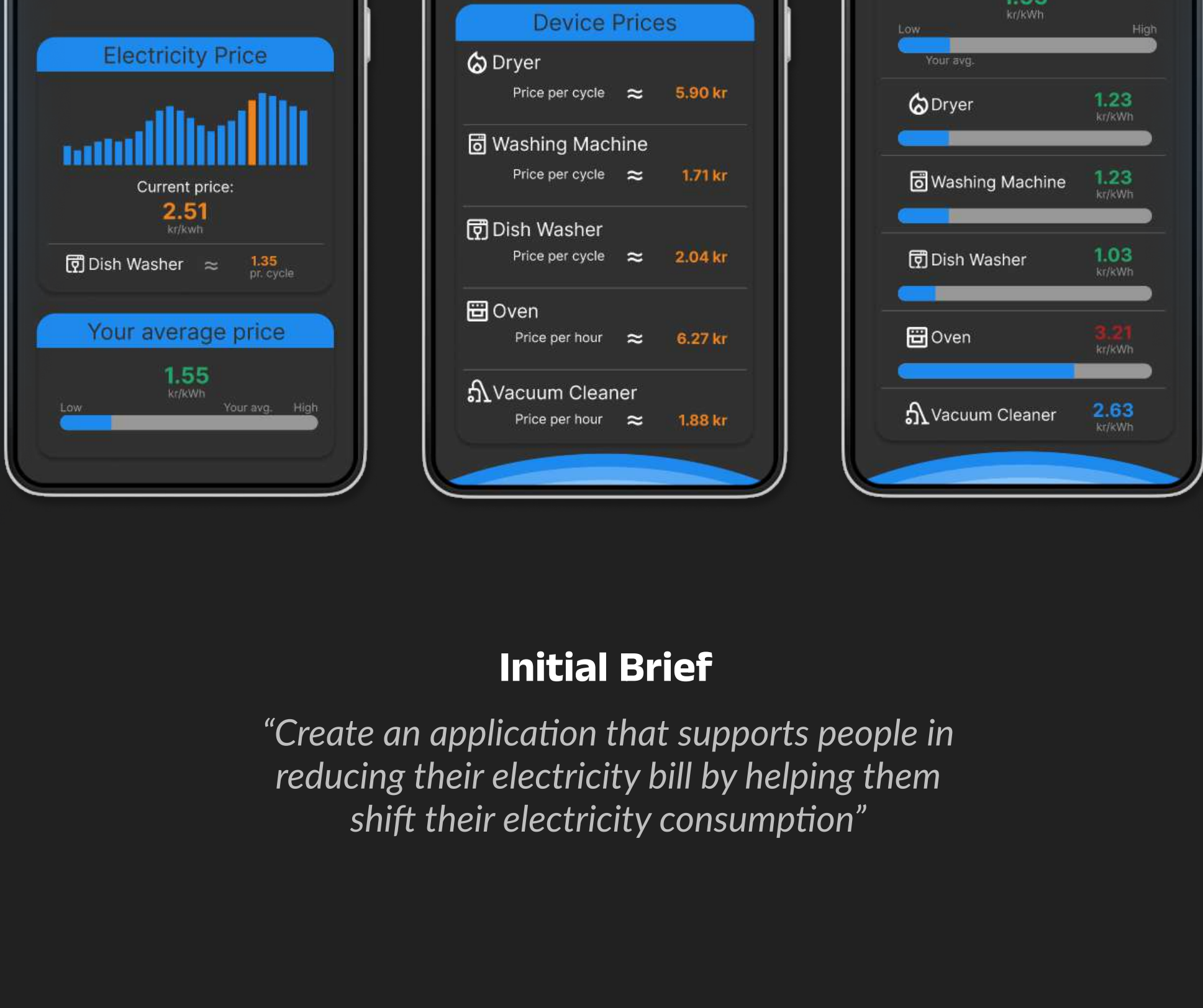


Rasmus Solbjørn Richter Johannsen

UX/UI Designer | Interaction Designer | UX Researcher

Master Thesis Project



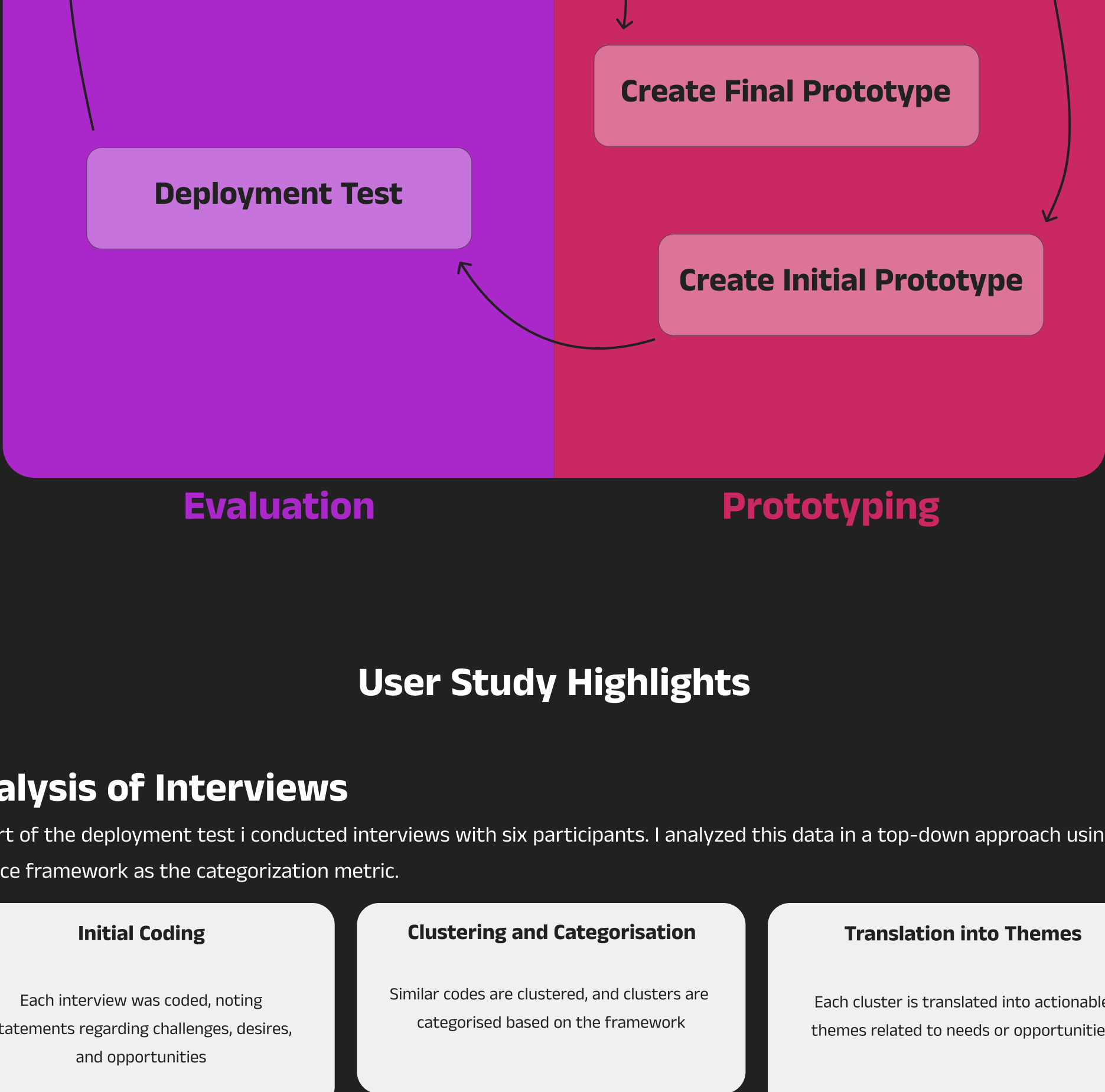
Initial Brief

“Create an application that supports people in reducing their electricity bill by helping them shift their electricity consumption”

Process

Establishing Requirements

Designing Alternatives



User Study Highlights

Analysis of Interviews

As part of the deployment test I conducted interviews with six participants. I analyzed this data in a top-down approach using a practice framework as the categorization metric.

Initial Coding

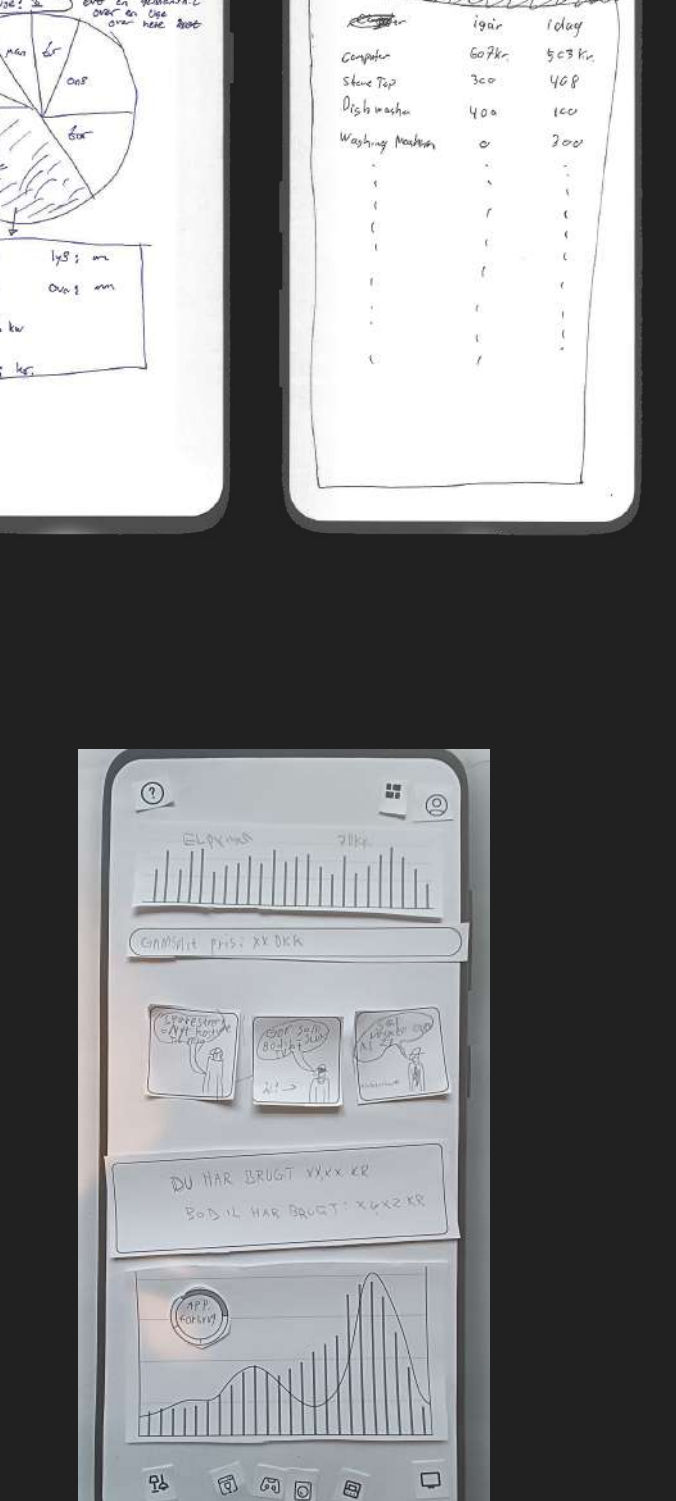
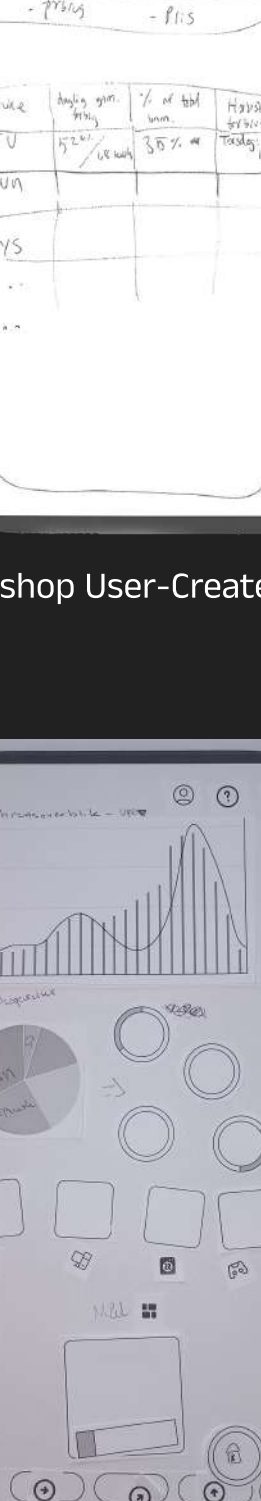
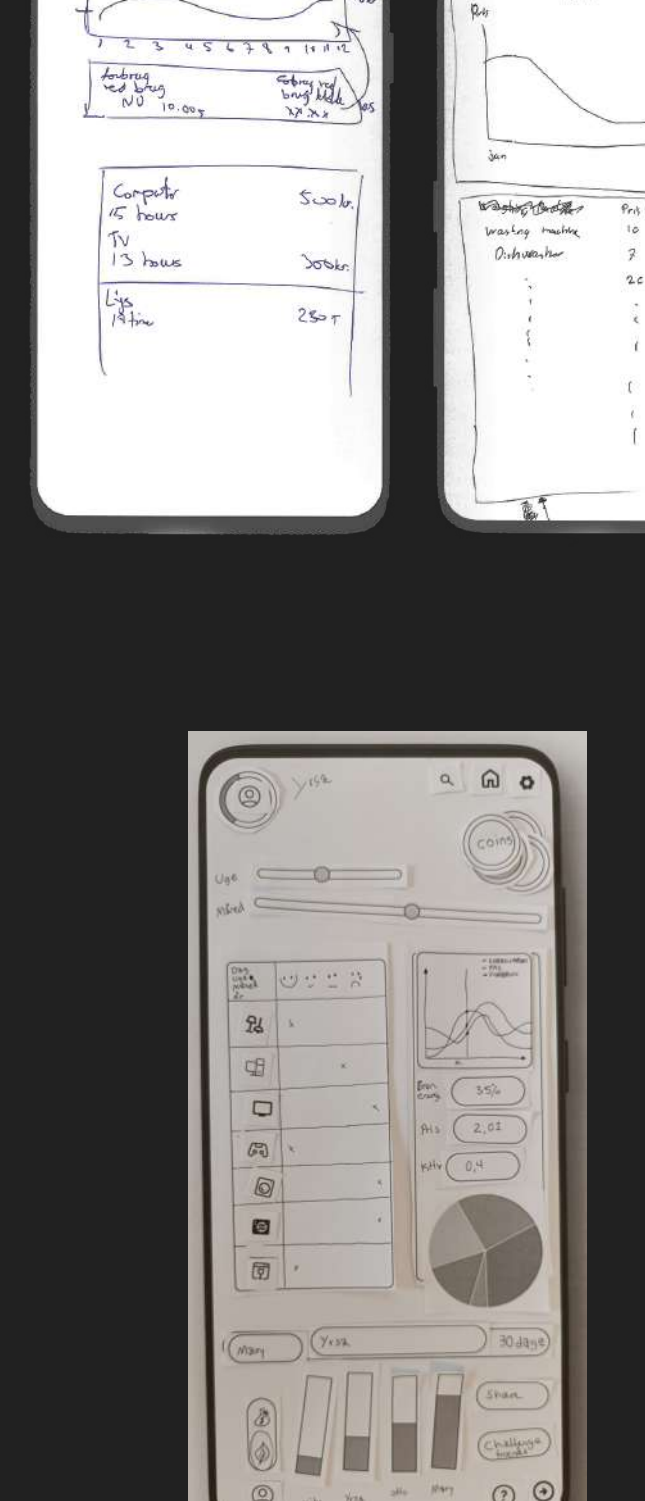
Each interview was coded, noting statements regarding challenges, desires, and opportunities

Clustering and Categorisation

Similar codes are clustered, and clusters are categorised based on the framework

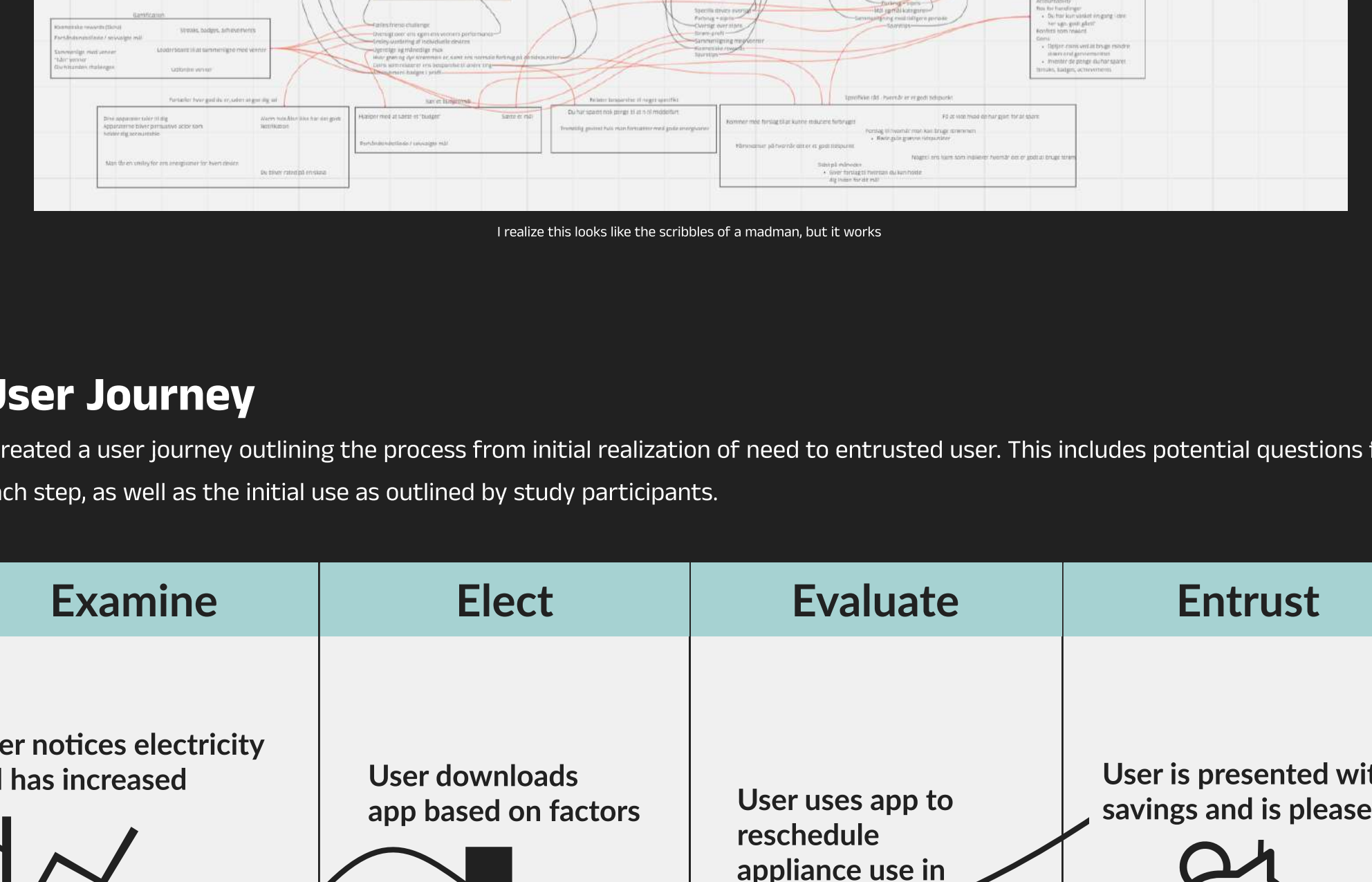
Translation into Themes

Each cluster is translated into actionable themes related to needs or opportunities

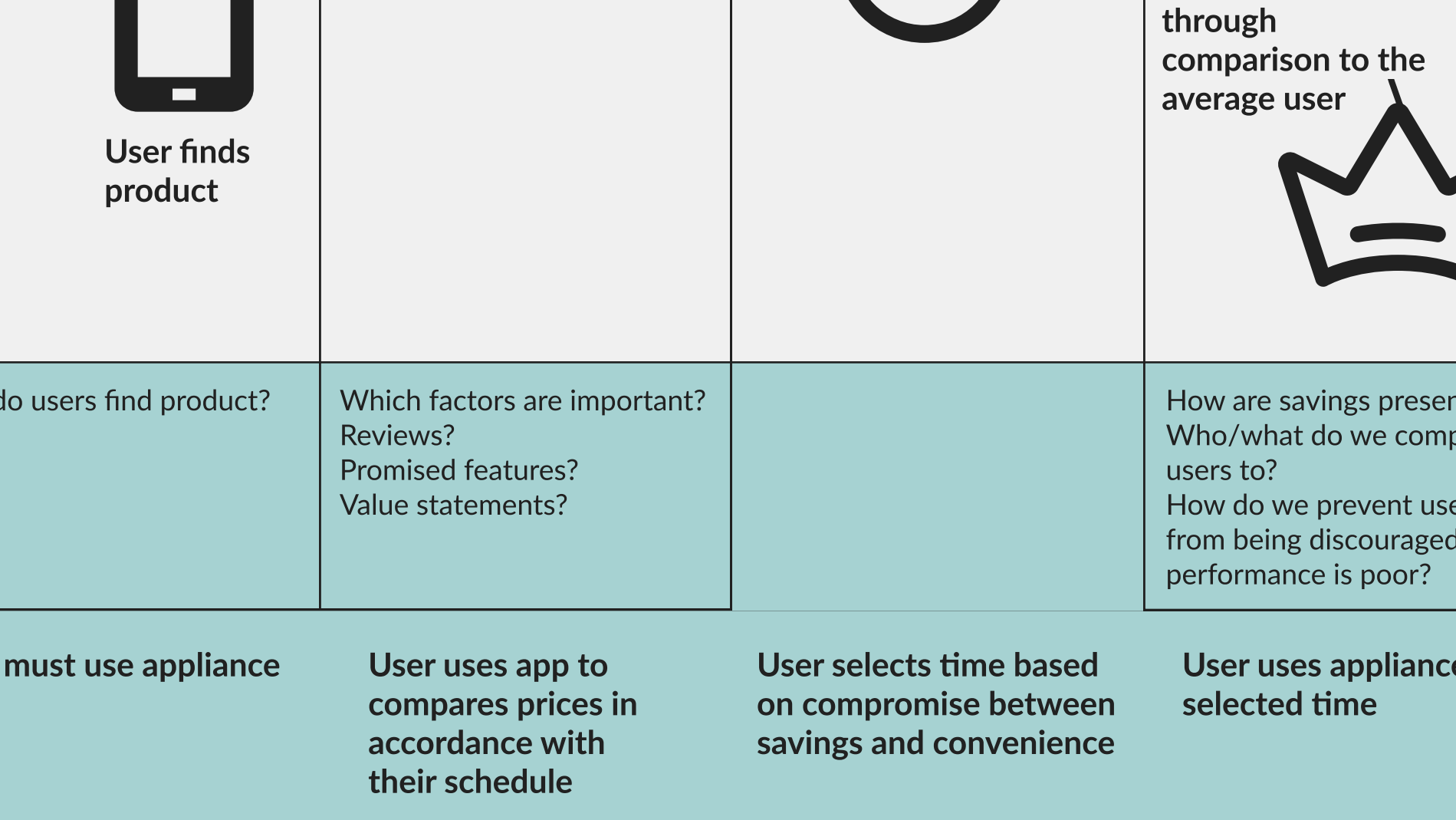


Workshop Creations

I conducted two workshops in which potential users created concepts. The idea of these concepts is not necessarily to translate them directly into designs, but rather to let the users express their needs, challenges, and preferences through their ideas

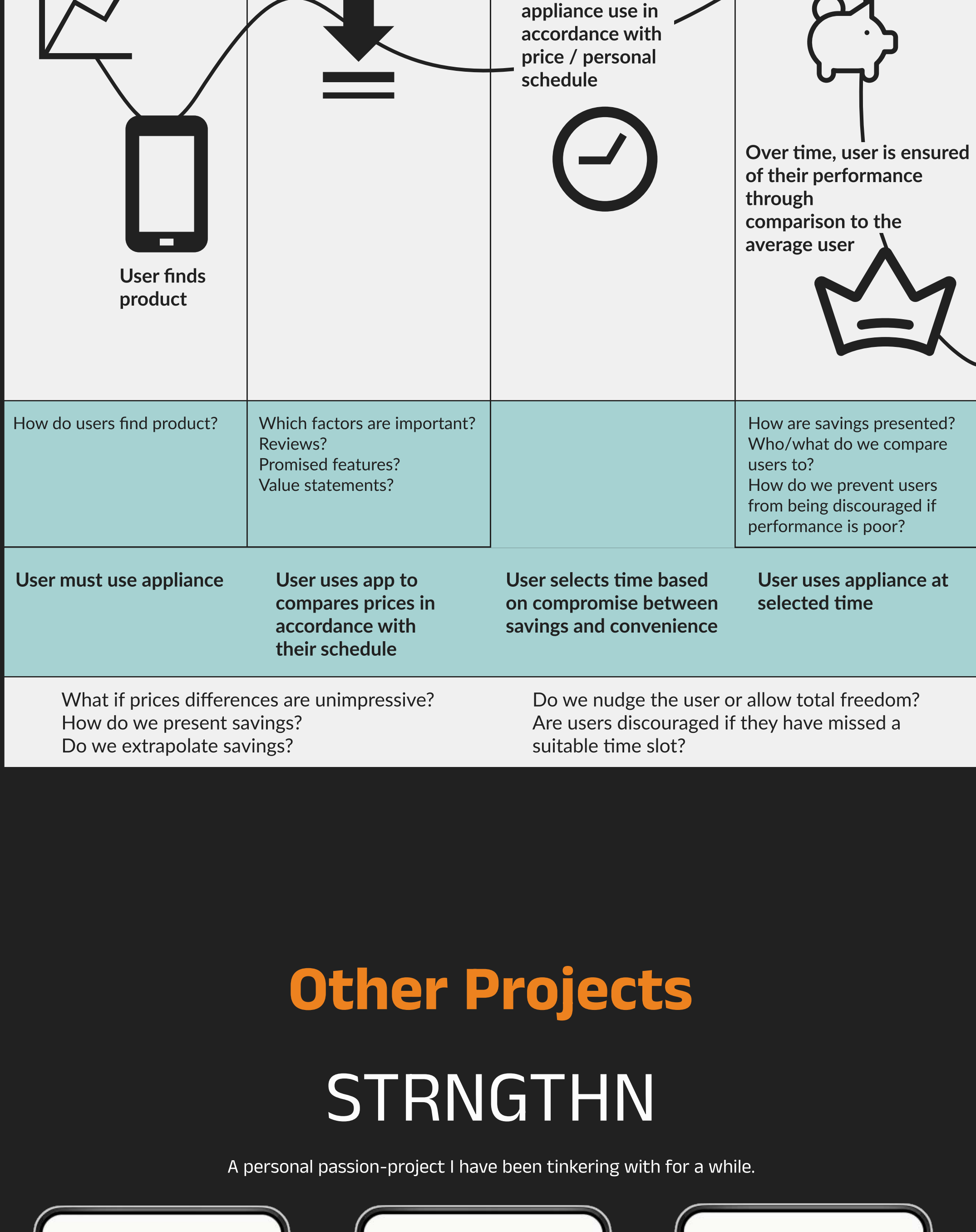


In both cases, the users were asked to present their creations, and the creations were analyzed using a mind-map approach. Through this, similar ideas are clustered based on the core of the idea, before noting connections between clusters and previous statements by the participants.



User Journey

I created a user journey outlining the process from initial realization of need to entrusted user. This includes potential questions for each step, as well as the initial use as outlined by study participants.



Other Projects

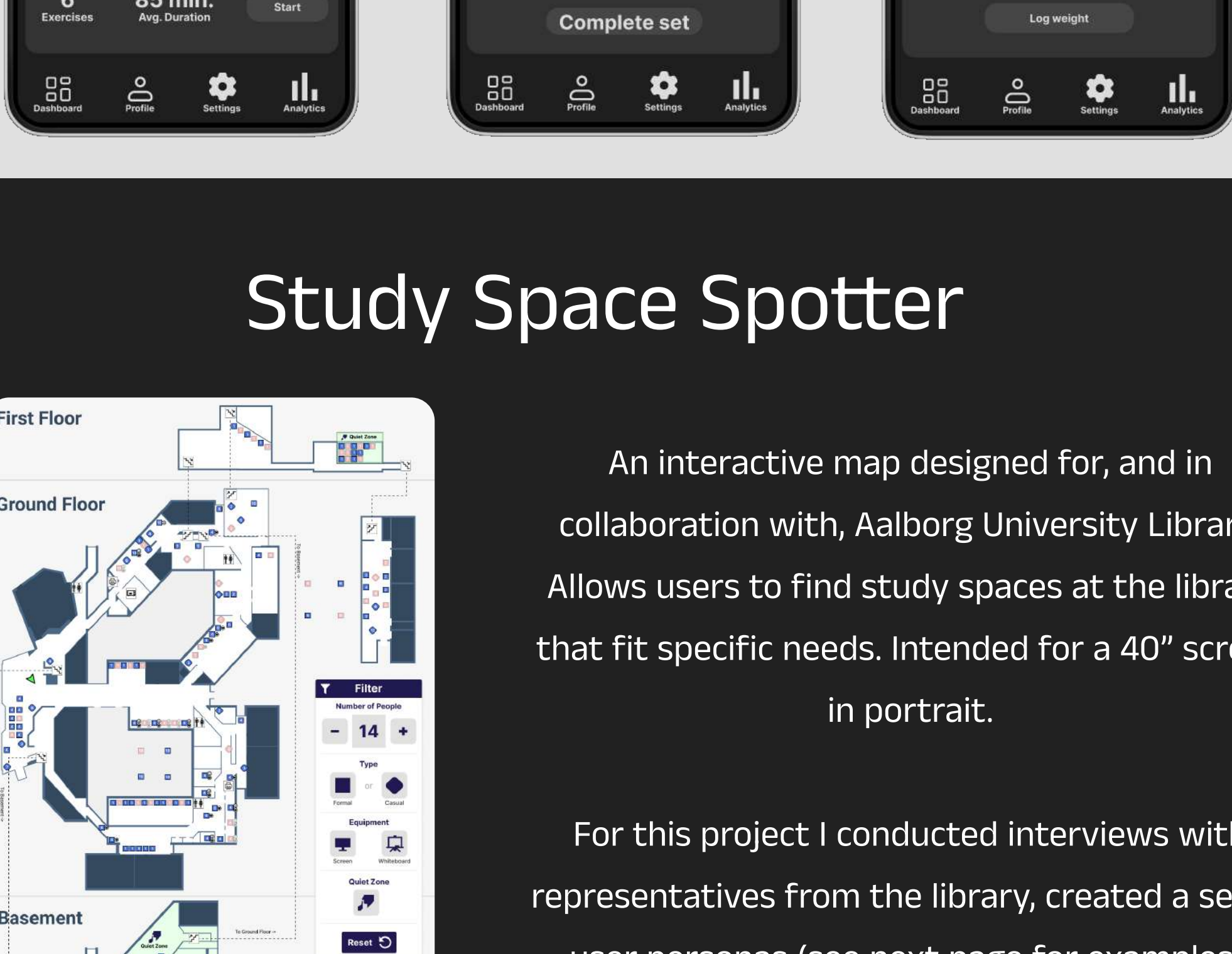
STRNGTHN

A personal passion-project I have been tinkering with for a while.

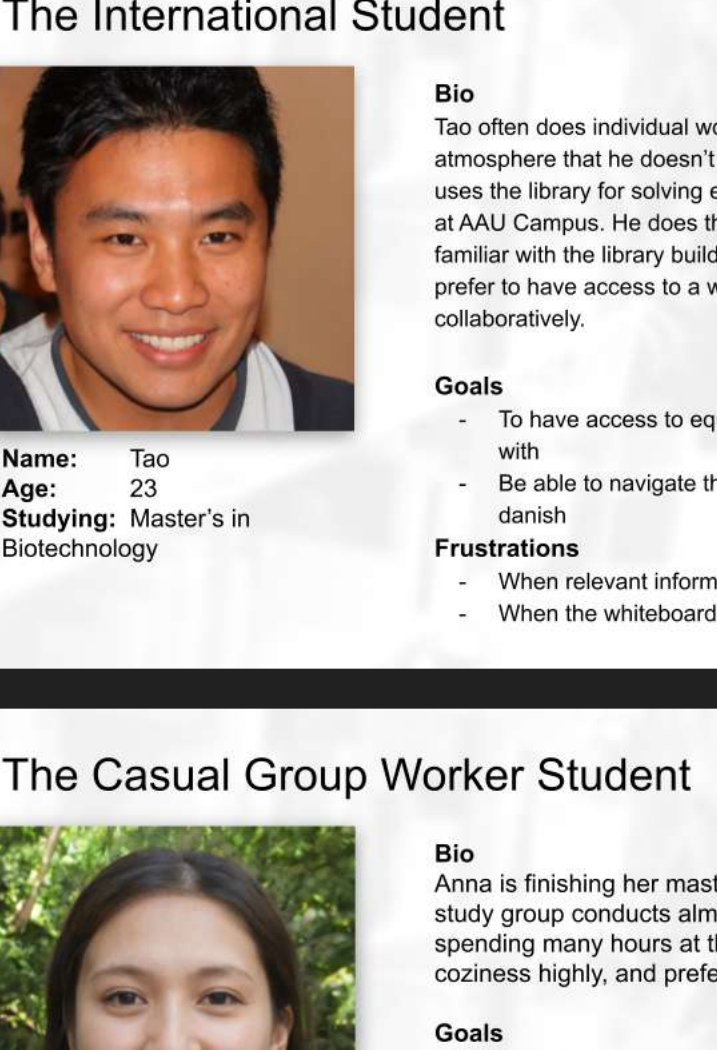


STRNGTHN

It also comes in dark mode!



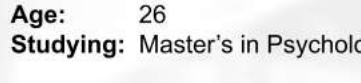
Study Space Spotter



An interactive map designed for, and in collaboration with, Aalborg University Library. Allows users to find study spaces at the library that fit specific needs. Intended for a 40" screen in portrait.

For this project I conducted interviews with representatives from the library, created a set of user personas (see next page for examples), planned, conducted, and analysed usability tests, and took part in the final design of the system.

The International Student



Name: Tao
Age: 23
Studying: Master's in Biotechnology

Bio
Tao often does individual work at the library, as he enjoys the busy atmosphere that he doesn't experience at home. Tao also sometimes uses the library for solving exercises with his study group after lectures at AAU Campus. He does this a couple times a week and is relatively familiar with the library building and its study spaces. Tao and his group prefer to have access to a whiteboard where they can solve exercises collaboratively.

Goals
- To have access to equipment that his group can communicate with
- Be able to navigate the library's systems without the use of Danish

Frustrations
- When relevant information is only presented in Danish
- When the whiteboards Tao's group usually uses are occupied

2 of 6 simple personas I created for my project with Aalborg University Library.

Based on interviews with users of the library and the staff.

The Casual Group Worker Student

Name: Anna
Age: 26
Studying: Master's in Psychology

Bio
Anna is finishing her master's degree in psychology at AAU. Her study group conducts almost all of their work at AUB, usually spending many hours at the library. She values comfort and coziness highly, and prefers doing solo-work at home.

Goals
- Productive group work in a relaxed or fun setting
- Facilities that enable her to be comfortable when spending a long time working at AUB

Frustrations
- Having to work in an unwelcoming or uncomfortable environment
- Long unproductive days