

SD5502 · Information Architecture and Visualization

# **FOXUS MOOC**

**Cross-Platform Design**

**FOX + FOCUS = FOXUS**

GAO QIANG  
HAO YI  
TIAN YUAN  
WANG YIXUAN

# Devices

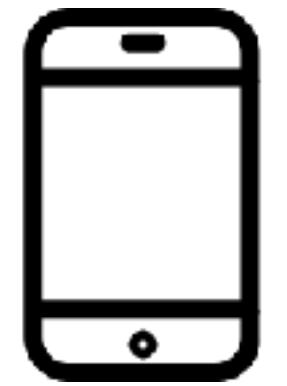


**Web**

1440\*900

1024\*768

395\*677



**Mobile**

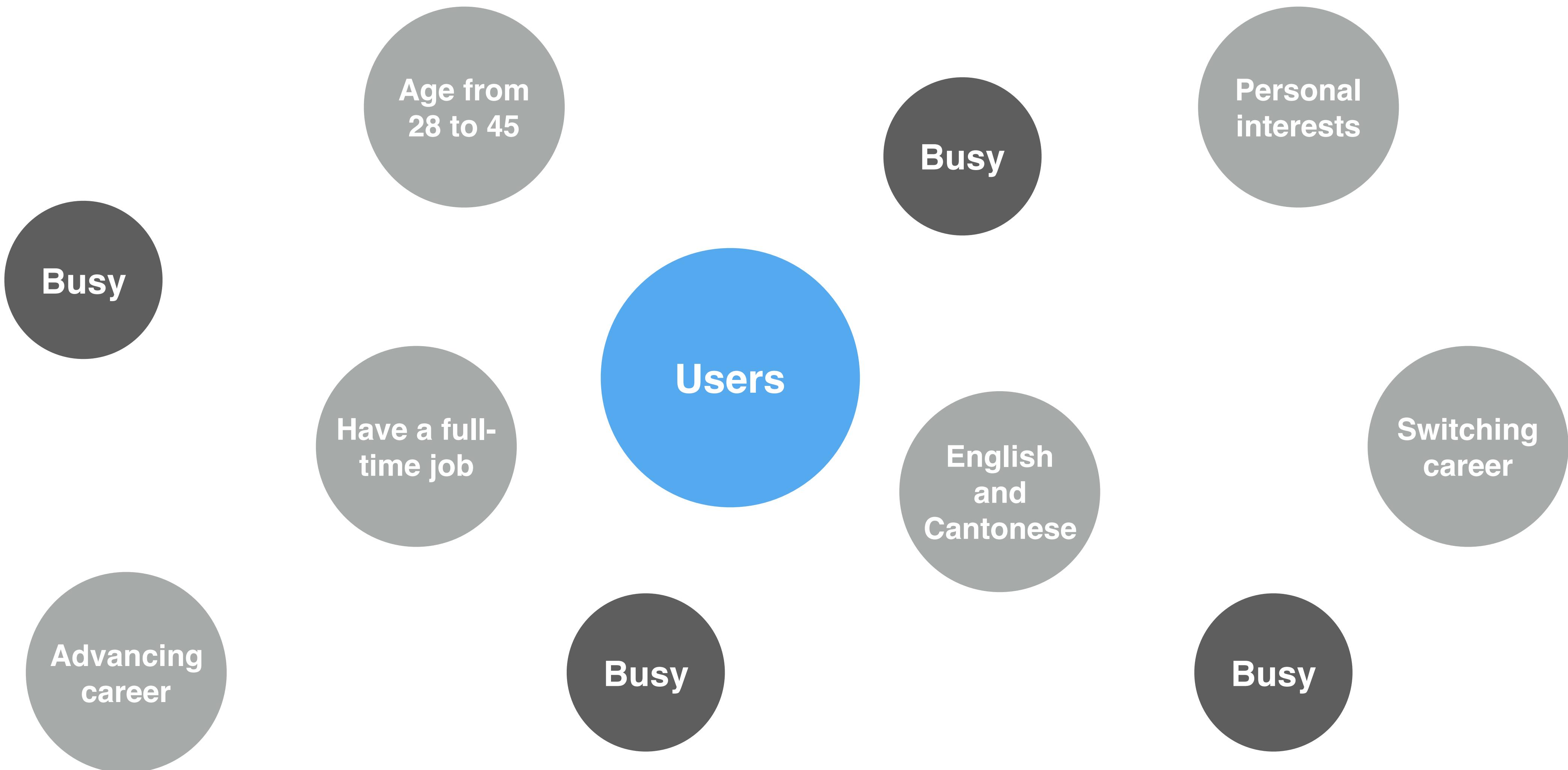


**Smart TV + Apple Watch**



**VR**

## About Users



## Pain Points

- Lack of motivation
  - Lack of interactions
  - Easy to give up
  - Don't have allies
- Fragmented learning
  - Busy
  - Don't have durative using time
  - Easy to be interrupt
- Study alone
  - No cooperation with other
- Can't find matchable course
  - Too much similar courses
  - No clear level for different users

## Features

- 1V1 Challenge + Schedule + Statistics
- My Collection
- Social connections + various homework
- Match test + Occupation + Course kits



# Persona



Tom, 34



Self-learning in Design



Son, 6



Explore new things & Socialising



Front-end engineer



Easy to work overtime



Art & psychology



Company child on weekend

# WEB

## Sign up

Thursday

Live Channel

Search course, organization, occupation...



Sign up / Log in

Any interesing topic?

Art

Business

Math

Music

Painting

English

Management

Writing

Skip

Done



# **WEB**

## **Choose Courses**

# Thursday

FOXUS

Live Channel

Search course organization, occupation

Jeffery

Subject | Organization | Occupation

|                    |                     |                |
|--------------------|---------------------|----------------|
| Accountant         | Driver              | Lawyer         |
| Adviser            | Designer            | Lecturer       |
| Architecturer      | Director            | Miner          |
| Builder            | Electrician         | Model          |
| Business architect | Elevator mechanic   | Nurse attorney |
| Captain            | Expeditor           | Sales          |
| Carpentry          | Fitter (occupation) | Teacher        |
| Checkweighman      | Gardener            | Watchmaker     |
| Chef               | IT assistant        |                |

help you learn efficiently

My DashBoard

Courses

Collection

Schedule

Recommend For You

Creative Writing

Duke University

5 courses

See All

Lastest Courses

Creative Writing

Duke University

5 courses

See All

Popular Courses

Creative Writing

Duke University

3 courses

Creative Writing

Duke University

5 courses

Creative Writing

Duke University

5 courses

Creative Writing

Duke University

5 courses

See All

## Morden Art &amp; Ideas

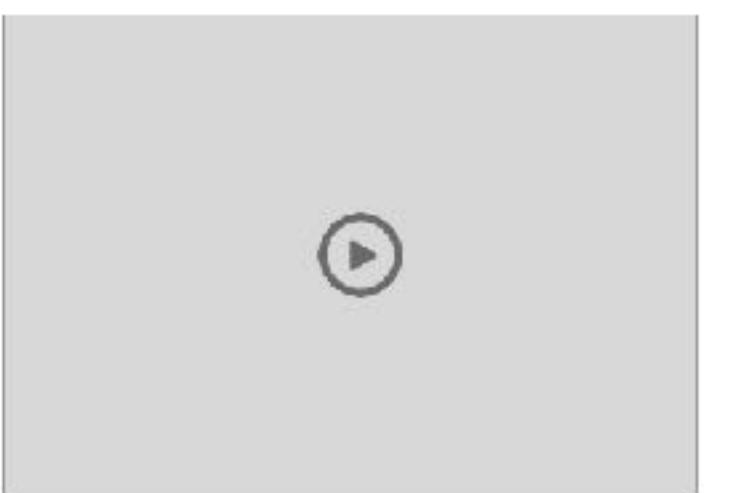
# WEB

## Choose Courses

### Thursday

Match test can help the user find whether this course is suitable for them. The test relates to background, time, target, level and study mode.

- Brief
- About this course
- What you'll learn
- Target user
- Course Outline
- Rating and Review
- Related Courses



Organization MoMA  
Instructor Lisa Mazzola  
Enroll time 2017.11.11  
Level Entry level  
Rating 3.0  
1,232 Reviews

Duration 4 Weeks 2 hours per week

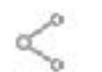
Price Free Add a verified certificate for \$400

Language English Transcript in English and Italian

Criteria Completeness of homeworks

Enroll

95% Match



#### About this course

Welcome to Modern Art & Ideas! This course is designed to help anyone interested in learning more about modern and contemporary art. Themes can provide an effective structure for engaging with art. In this course, you will explore four themes that educators at The Museum of Modern Art use frequently in their teaching: Places & Spaces, Art & Identity, Transforming Everyday Objects, and Art & Society. Through videos, slideshows, and a variety of resources, readings, and activities, you will explore the content and context of works of art in MoMA's collection.

#### What you'll learn

- Explore works of modern and contemporary art through a variety of accessible and relevant themes.
- Hear directly from artists about their ideas and processes.
- Gain exposure to a range of digital resources available for continually engaging with works of art.

#### Target user

This course is designed for anyone who would like to learn more about modern and contemporary art and to develop skills for closer looking. No prior knowledge of art history or museum-based teaching practice is required. Please note: If you're a classroom teacher or an educator working in an informal setting and you would like to learn about modern and contemporary art while developing pedagogical skills, we recommend you instead take the course Art & Ideas: Teaching Through Themes.

#### Course outline

##### Week 1: Introduction to Modern Art & Ideas

Be introduced to some of the overall benefits of studying modern and contemporary art through accessible and relevant themes.

# WEB

## Morden Art & Ideas

### Choose Courses

**Thursday**

- Brief
- About this course
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- Target user
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#### Course outline

Week 1: Introduction to Modern Art & Ideas

## Morden Art & Ideas

**Thursday**

- Brief
- About this course
- What you'll learn
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- Course Outline
- Rating and Review
- Related Courses

Organization MoMA  
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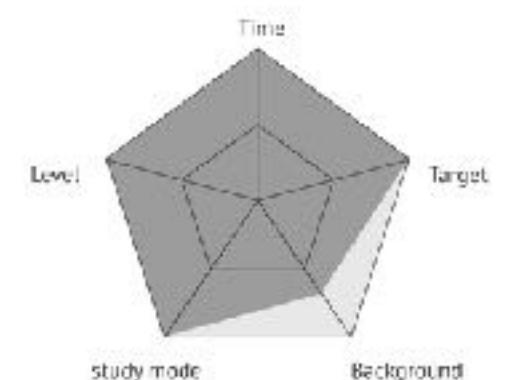
Duration 4 Weeks 2 hours per week

Price Free Add a verified certificate for \$400

Language English Transcript in English and Italian

Criteria Completeness of homeworks

Here is the result of your match test: **95%** match



This course is suitable for you !

See more related courses

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#### Course outline

Week 1: Introduction to Modern Art & Ideas

# WEB - TV

## Have Class

Thursday

### Cross Channel Function: Airplay

When he watches the courses for a while, he feels a little tired. So he decides to watch courses, sitting on the sofa

From PC / MAC to smart TV (TV has already installed the app)

1. Connect computer to the same wifi network as the TV

2. Tap the airplay button and choose your TV devices

Lisa Mazzola, MoMA

2.4 Vincent van Gogh. The Starry Night. 1889

00:00 Background... 4:17

Week 2 Playlist 14 Collection 2 Discussion Details Download files

find highlight in transcript

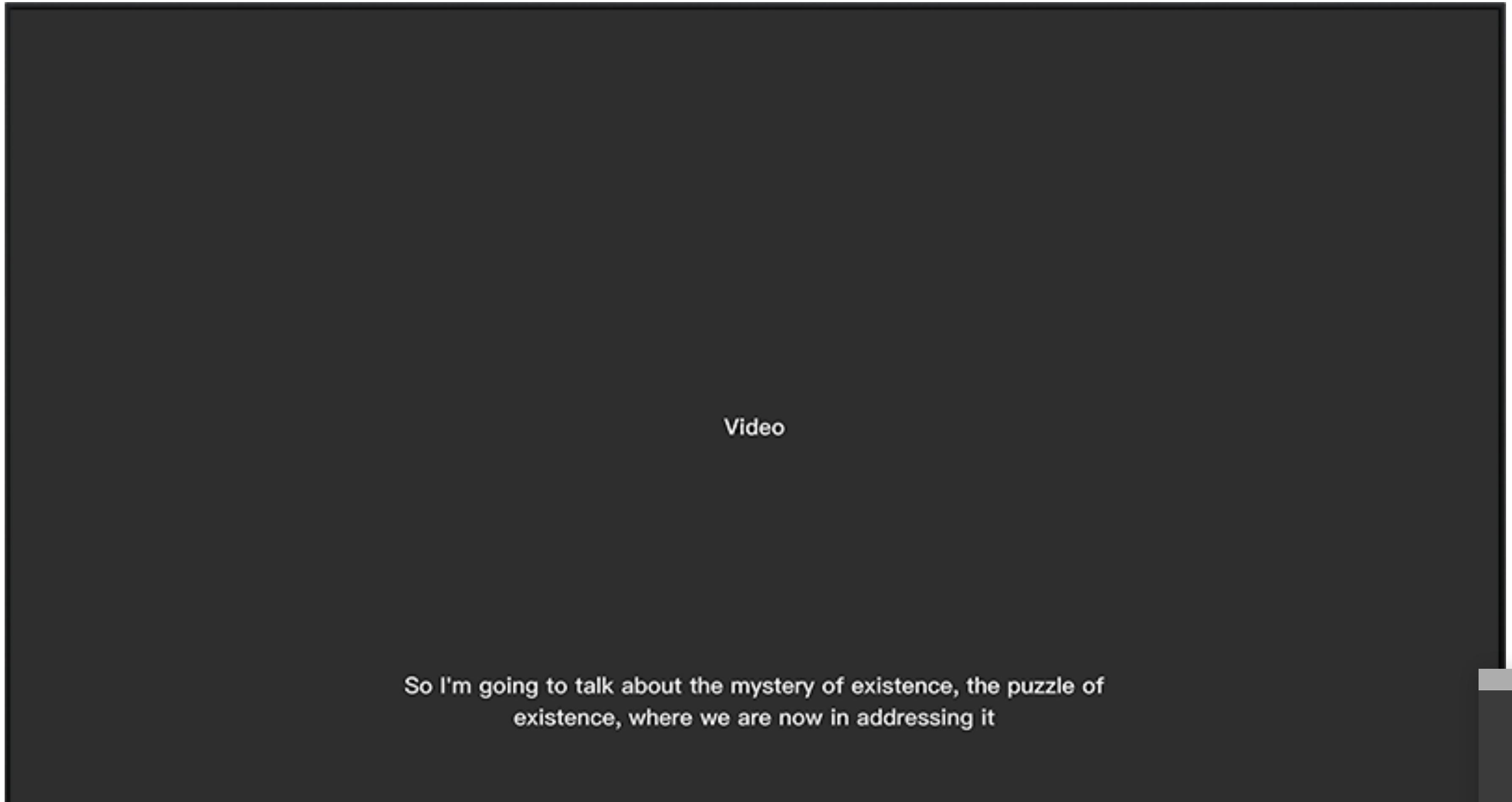
English 繁體中文

00:05 Why does the universe exist? Why is there – Okay. Okay. (Laughter) This is a cosmic mystery. Be solemn. Why is there a world, why are we in it, and why is there something rather than nothing at all? I mean, this is the super ultimate "why" question?

00:31 So I'm going to talk about the mystery of existence, the puzzle of existence, where we are now in addressing it, and why you should care, and I hope you do care. The philosopher Arthur Schopenhauer said that those who don't wonder about the contingency of their existence, of the contingency of the world's existence, are mentally deficient. That's a little harsh, but still. (Laughter) So this has been called the most sublime and awesome mystery, the deepest and most far-reaching question man can pose. It's obsessed great thinkers. Ludwig Wittgenstein, perhaps the greatest philosopher of the 20th century, was astonished that there should be a world at all. He wrote in his "Tractatus," Proposition 4.66, "It is not how things are in the world that is the mystical, it's that the world exists." And if you don't like taking your epigrams from a philosopher, try a scientist. John Archibald Wheeler, one of the great physicists of the 20th century, the teacher of Richard Feynman, the coiner of the term "black hole," he said, "I want to know how come the quantum, how come the universe, how come existence?" And my friend Martin Amis – sorry that I'll be doing a lot of name-dropping in this talk so get used to it – my dear friend Martin Amis once said that we're

# Smart TV Design

Cross Channel  
From Web to Smart TV



So I'm going to talk about the mystery of existence, the puzzle of existence, where we are now in addressing it



Lisa Mazzola, MoMA

2.4 Vincent van Gogh. The Starry Night. 1889

Week 2 Playlist Collection Discussion Details

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(Laughter) So this has been called the most sublime and awesome mystery, the deepest and most far-reaching question man can pose. It's one of great things about Wittgenstein, perhaps the greatest master of the 20th century, that he was asking questions that there seems to be no world at all. He writes this – "Proposition 4 says, 'It is now morning; so in the world that is the mystical, it's that the world exists.' And if you don't like taking up epigrams from a philosopher, try a scientist. John Archibald Wheeler, one of the great physicists of the 20th century, the teacher of Richard Feynman, the coiner of the term 'black hole,' he said, 'I want to know how come the quantum, how come the universe, how come existence?' And my friend Martin Amis

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## Subject ▾ | Organization ▾ | Occupation ▾

# WEB Have Class

# Friday Home

## Users behavior:

**Friday morning, before he goes to work, he wanna go back to study or video from the last time he saw it**

# My DashBoard

## Courses

 Modern art and ideas

Study progress: ● ● ○ ○ ○

[study](#) [discuss](#) [grades](#)

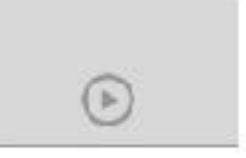
 Fashion as design

Study progress: ● ● ● ○

[study](#) [discuss](#) [grades](#)

▼

**Collection**

 Background of van Gogh  
01:18 

 Characters  
01:02 

▼

**Schedule**

## Recommend For You

[See All](#)

Creative Writing

★★★★☆ Duke University 5 courses

## Lastest Courses

[See All](#)

Creative Writing

★★★★☆ Duke University 5 courses

## Popular Courses

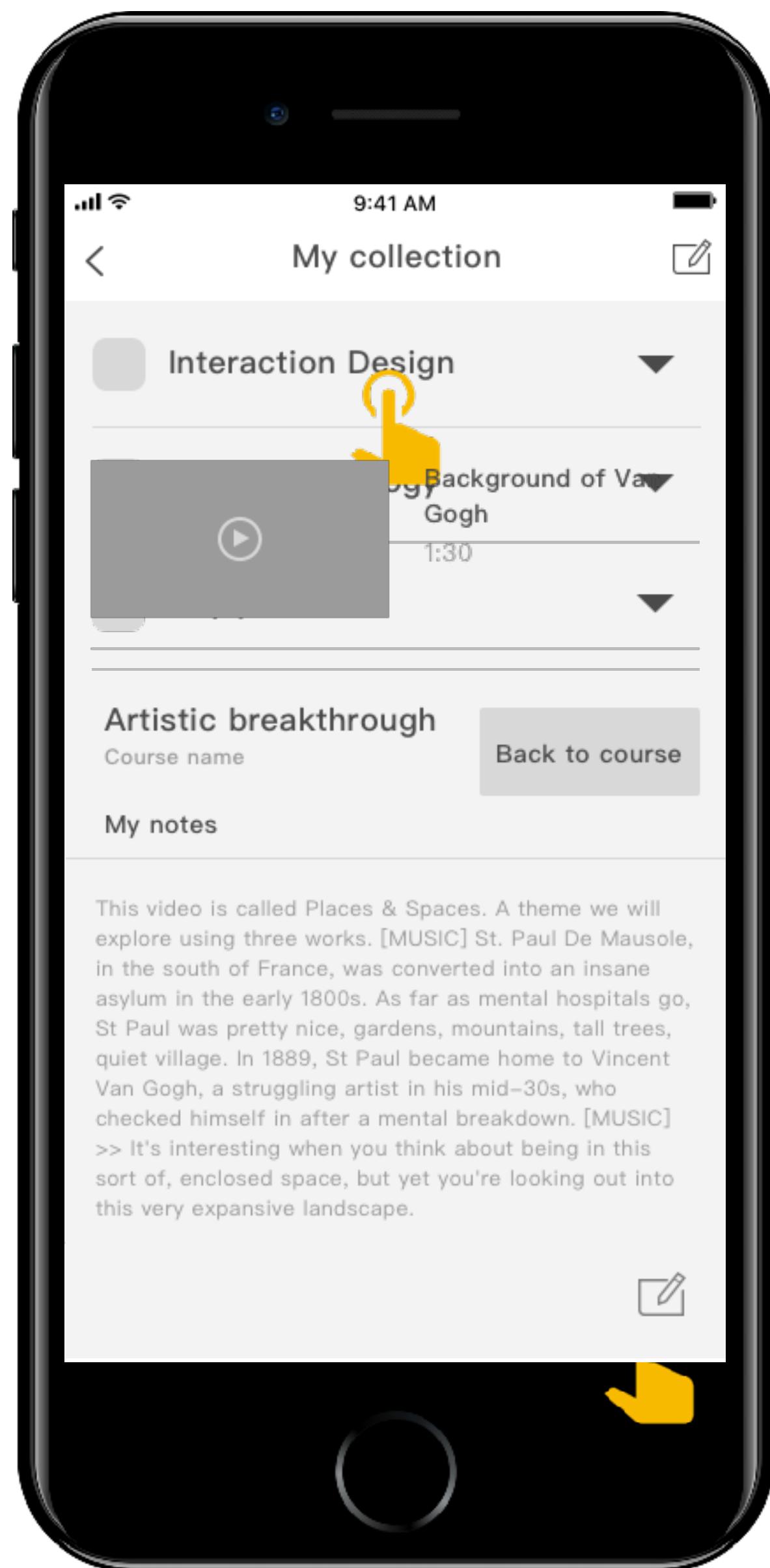
[See All](#)

Creative Writing

★★★★☆ Duke University 5 courses

# Mobile Fragmented Learning

## Friday Subway



# Mobile - TV

Learning together

Friday Company

Function: Airplay

TV Channel function definition :

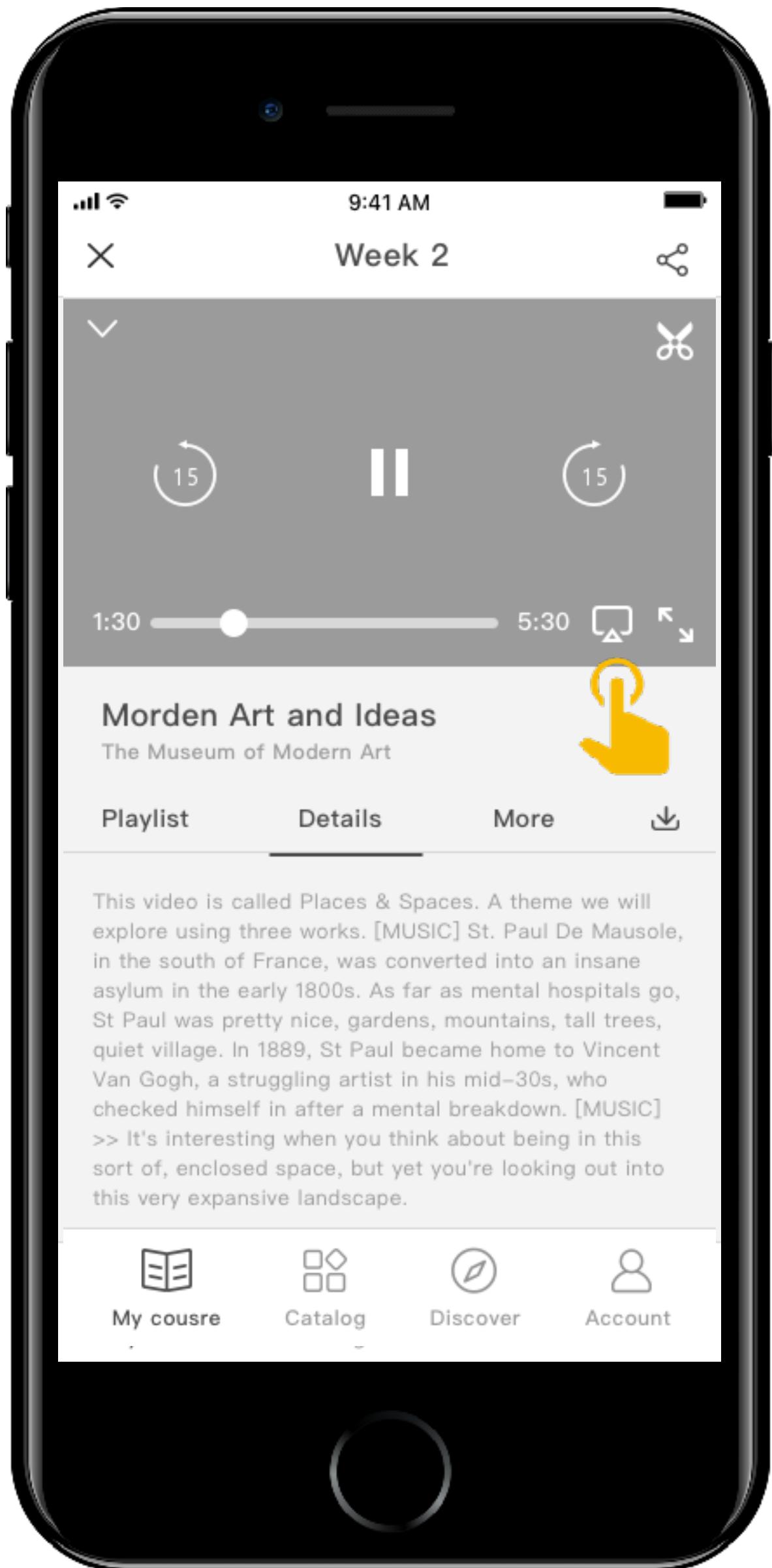
Sharing study

Learning together with your friends

From Cell phone to smart TV (TV  
has already installed the app)

1. Connect your phone to the  
same wifi network as the TV

2. Tap the airplay button and  
choose your TV devices



Instructor  
University 135 audiences 00:26:32

Vid

Questions

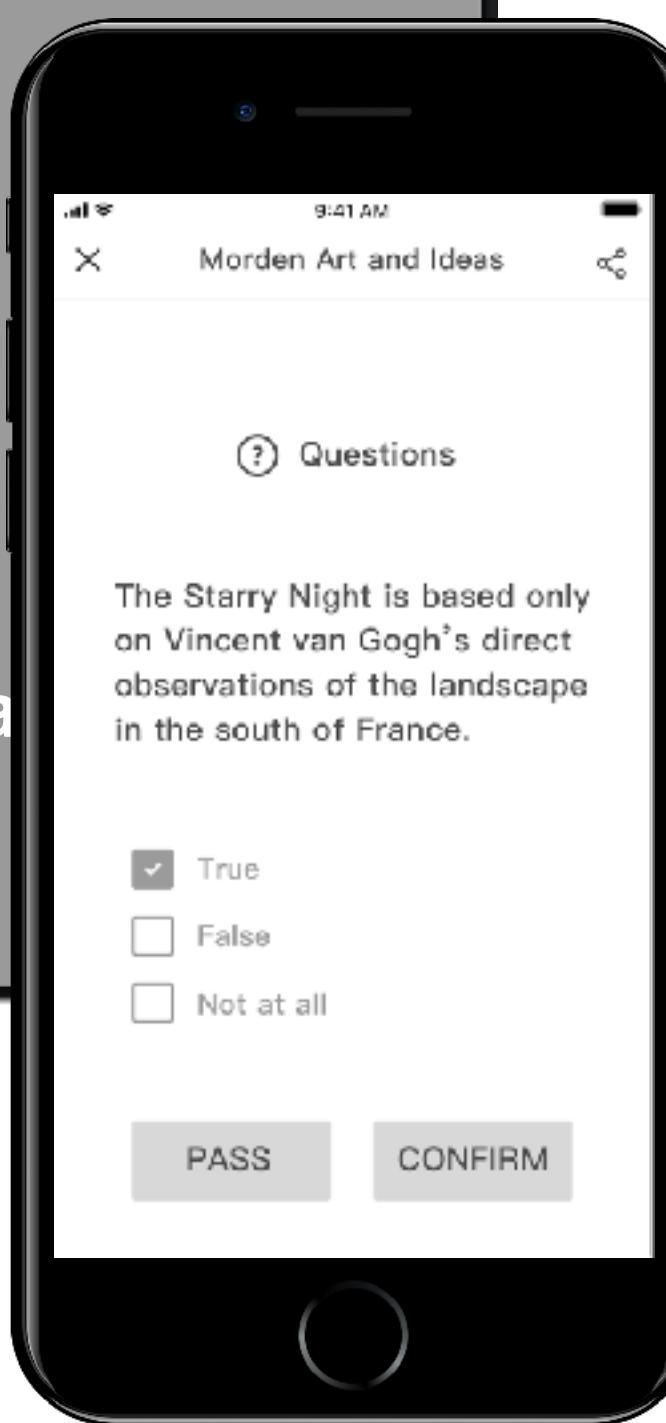
The Starry Night is based only on Vincent van Gogh's direct observations of the landscape in the south of France.

50%

35%

15%

True   False   Not a



# Mobile - TV

## Learning together

### Friday Company

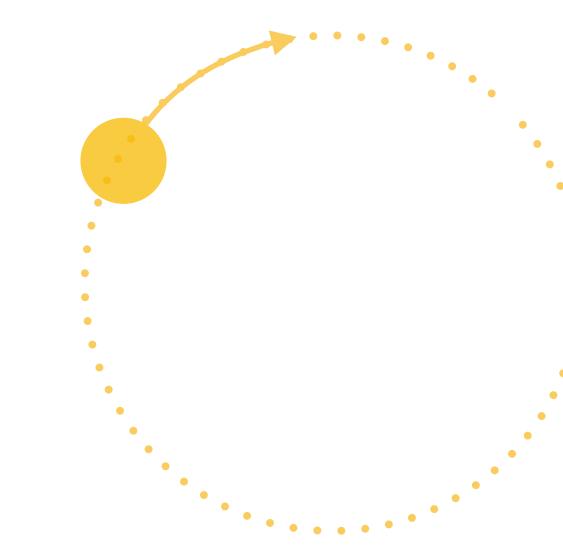
Real-time teaching  
Interaction between  
teachers and students

# Smart Watch

Friday Subway



Rotate the digital crown or scroll down the screen to scroll the content





**WEB****1:1 Challenge****Long Time After**

## Morden Art & Ideas

image

[Syllabus](#)[Collection 5](#)[Discussion](#)[Grades](#)[Classmate 60](#)[Get Certificate](#)

### Badges



### Match Test Take match test before enroll

**Perfect!!!**

You're quite fit this course.

### Quiz Complete quiz weekly, and sum up to get your final grade

WEEK 1

[Quiz: Basic Knowledge about Morden Art](#)

RANK

GRADE

PASSED

DUE

Nov. 1th

WEEK 2

[Quiz: Basic Knowledge about Morden Art](#)

RANK

GRADE

PASSED

DUE

Nov. 8th

WEEK 3

[Quiz: Basic Knowledge about Morden Art](#)

RANK

GRADE

PASSED

DUE

Nov. 15th

WEEK 4

[Quiz: Basic Knowledge about Morden Art](#)

RANK

GRADE

PASSED

DUE

Nov. 22th

Final Grade

[Quiz: Basic Knowledge about Morden Art](#)

RANK

GRADE

PASSED

DUE

Nov. 29th

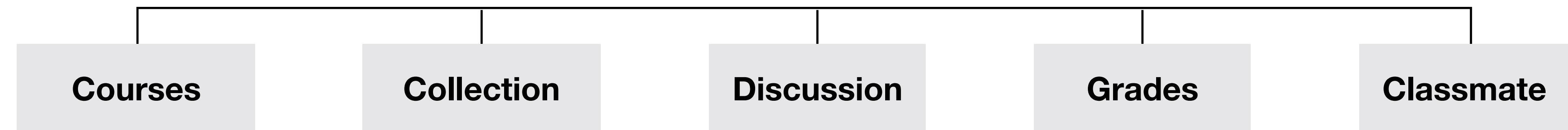
Newbie

[Go To Challenge >](#)

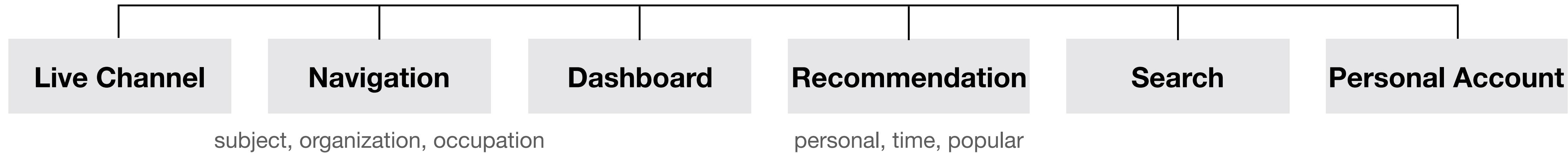


# FOXUS

*How we structure the information*



*Home Page*



*Smart TV*

## My Course

### Discover

Courses  
details pages  
(Users already  
enrolled in)

Video playing  
Pages  
(Users already  
enrolled in)

Courses  
Introduction  
pages  
(Users do not  
enroll in)

### Search

Match tests  
pages  
(Users do not  
enroll in)

### My Collection

Collection  
video playing  
pages

### Settings

Personal Account  
Sign in  
Connected settings  
Help  
.....

*Smart Watch*

**Home page**

**Playing  
details page  
(Users already  
enrolled in)**

**Now Playing**

**Schedule  
details page**

**My Schedule**

**Notification  
details page**

**Notification**

**Clipper  
Tool page**

**Clipper**

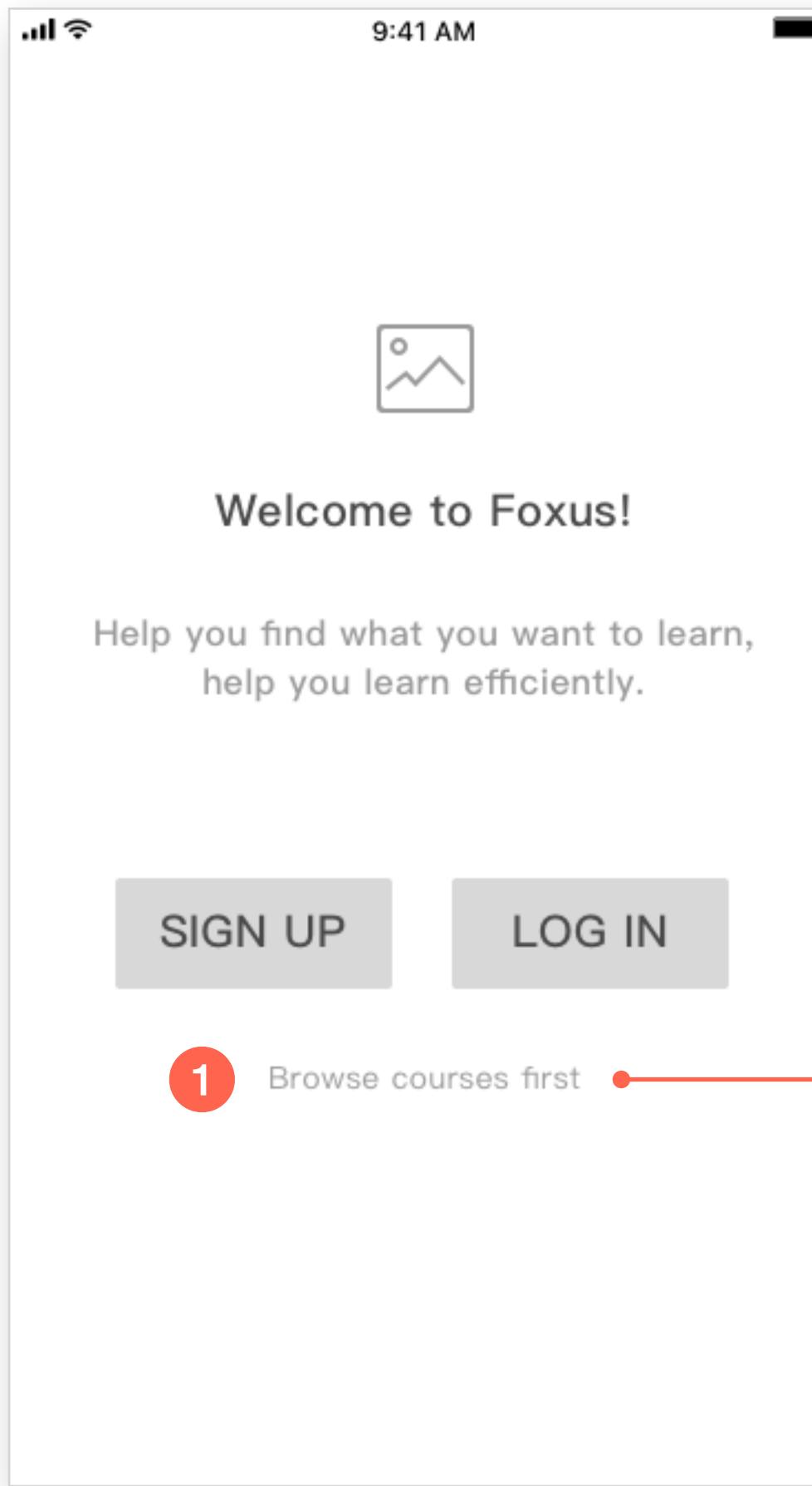
When the smart watch and smart TV  
are in the same Wi-fi environment



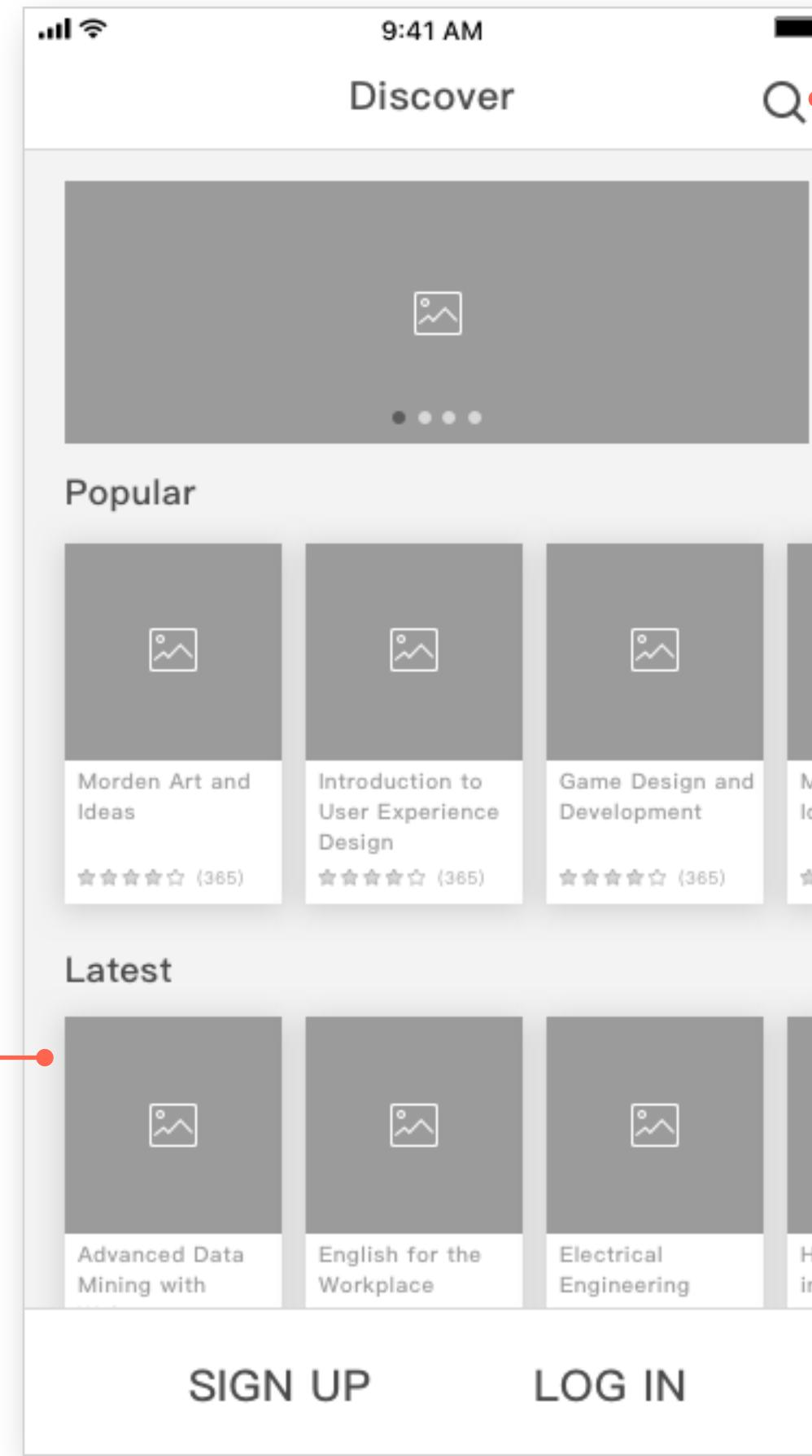
# Mobile APP Design

## Before using Foxus

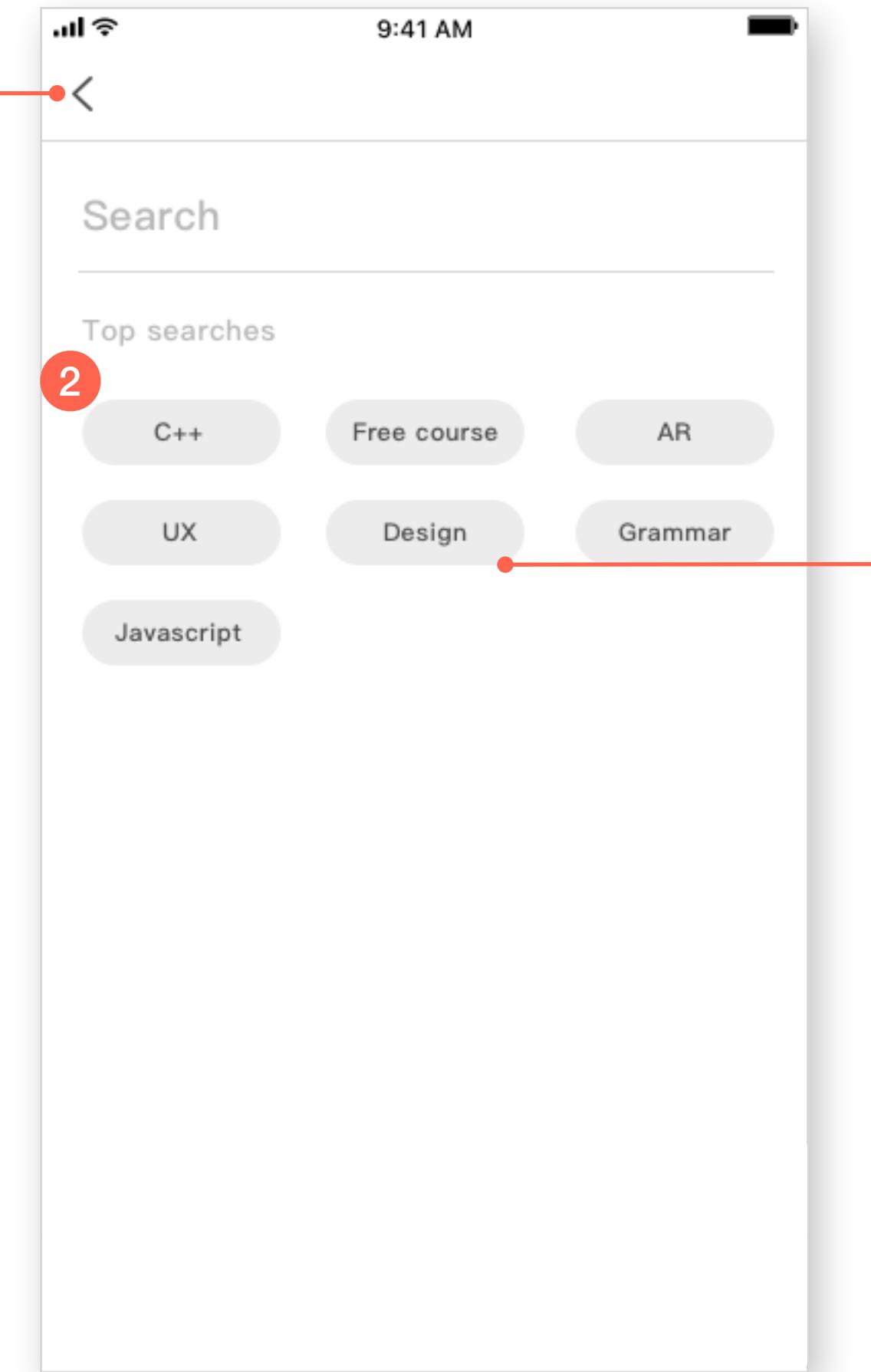
Log in



Discover



Search

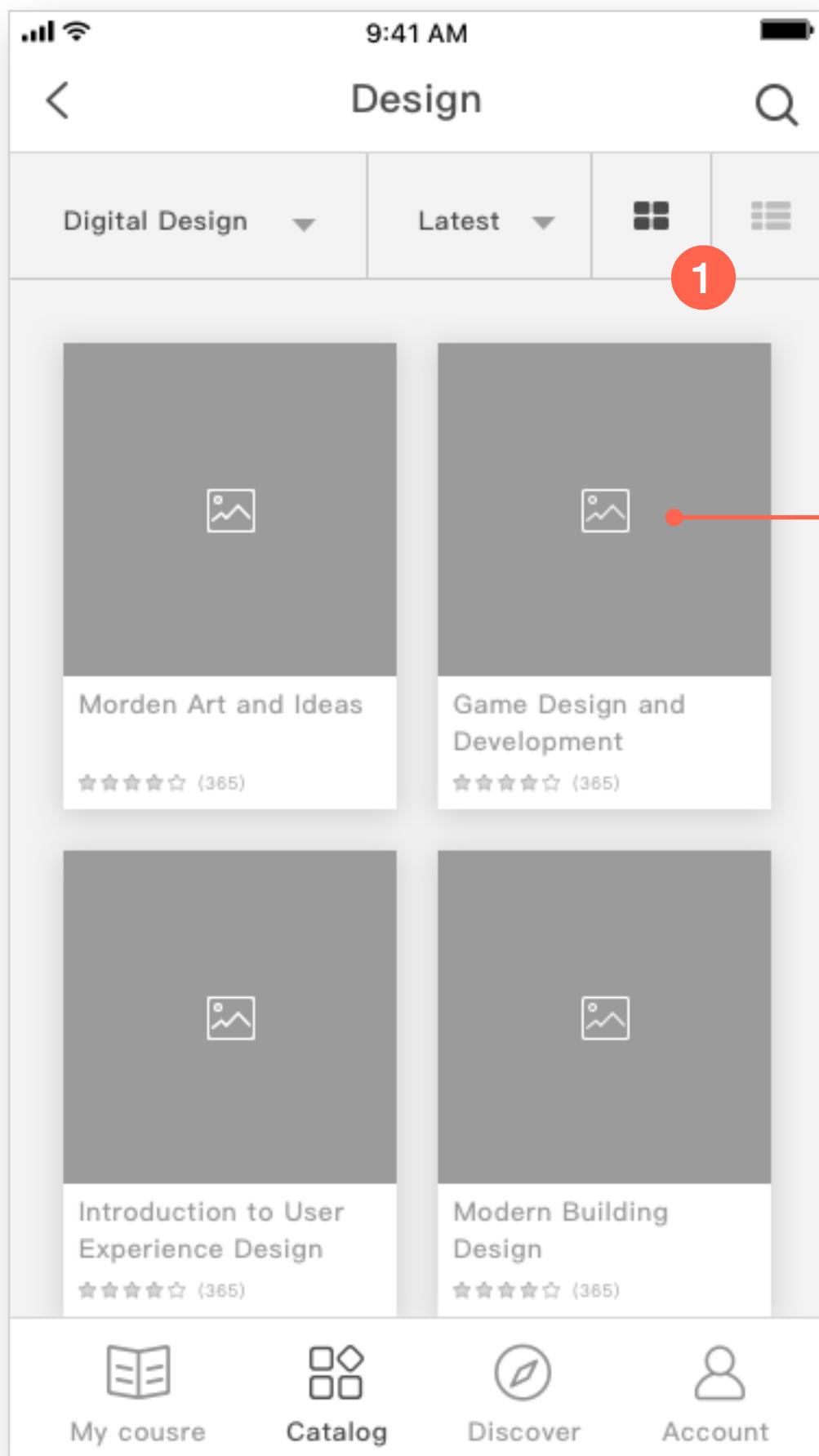


1. Later login

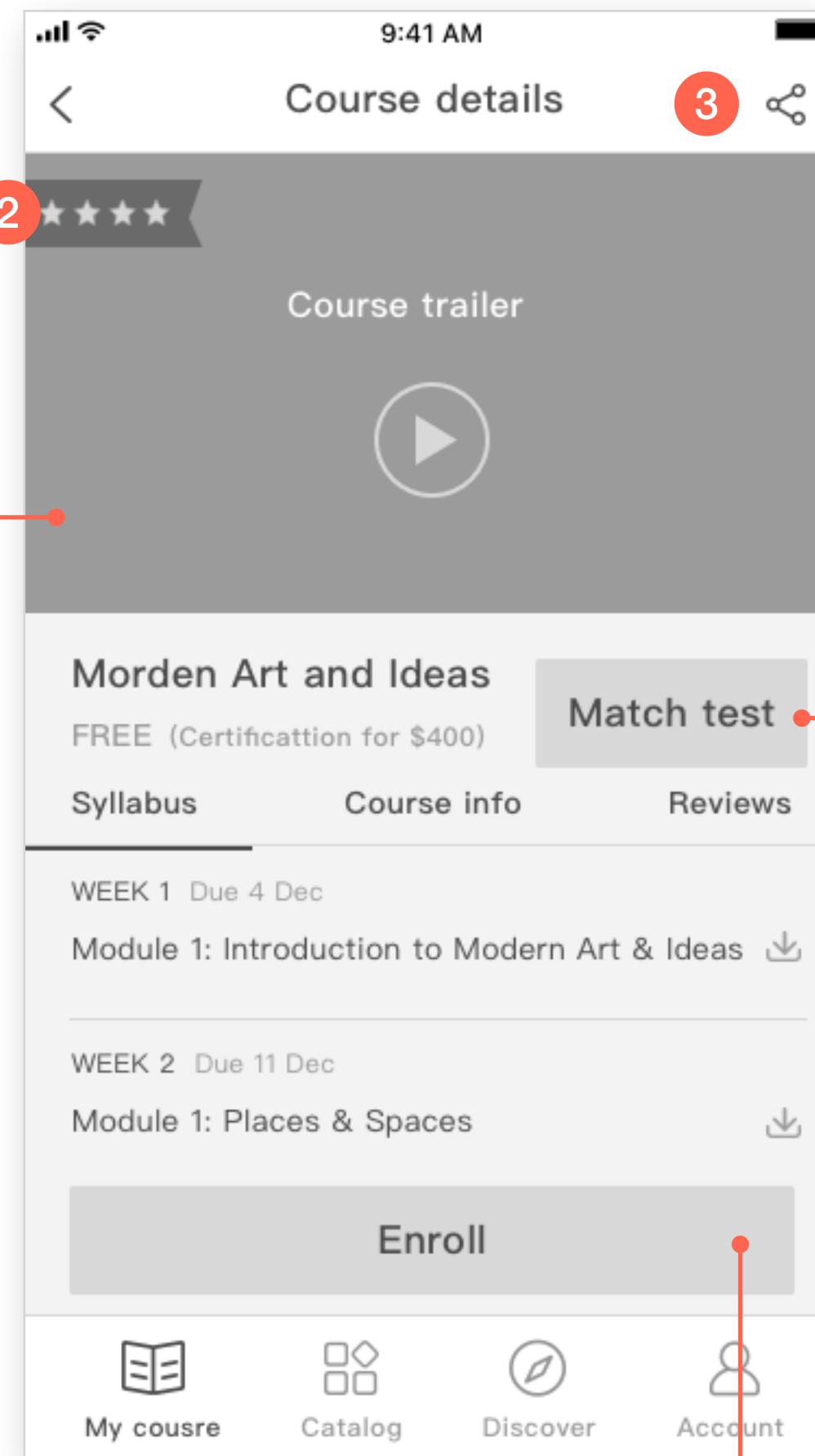
2. Searching by tags

## Browsing course

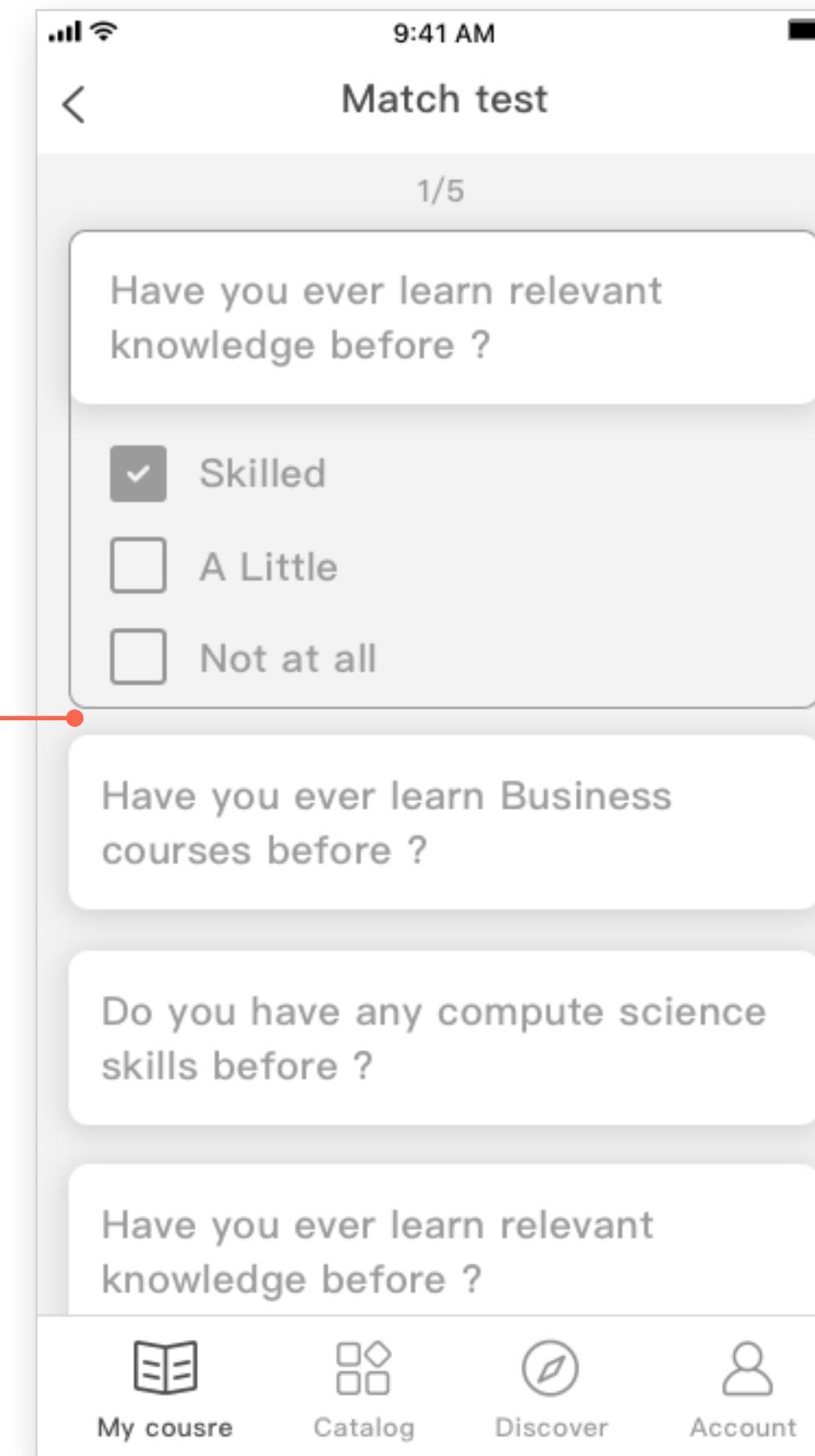
### Course list



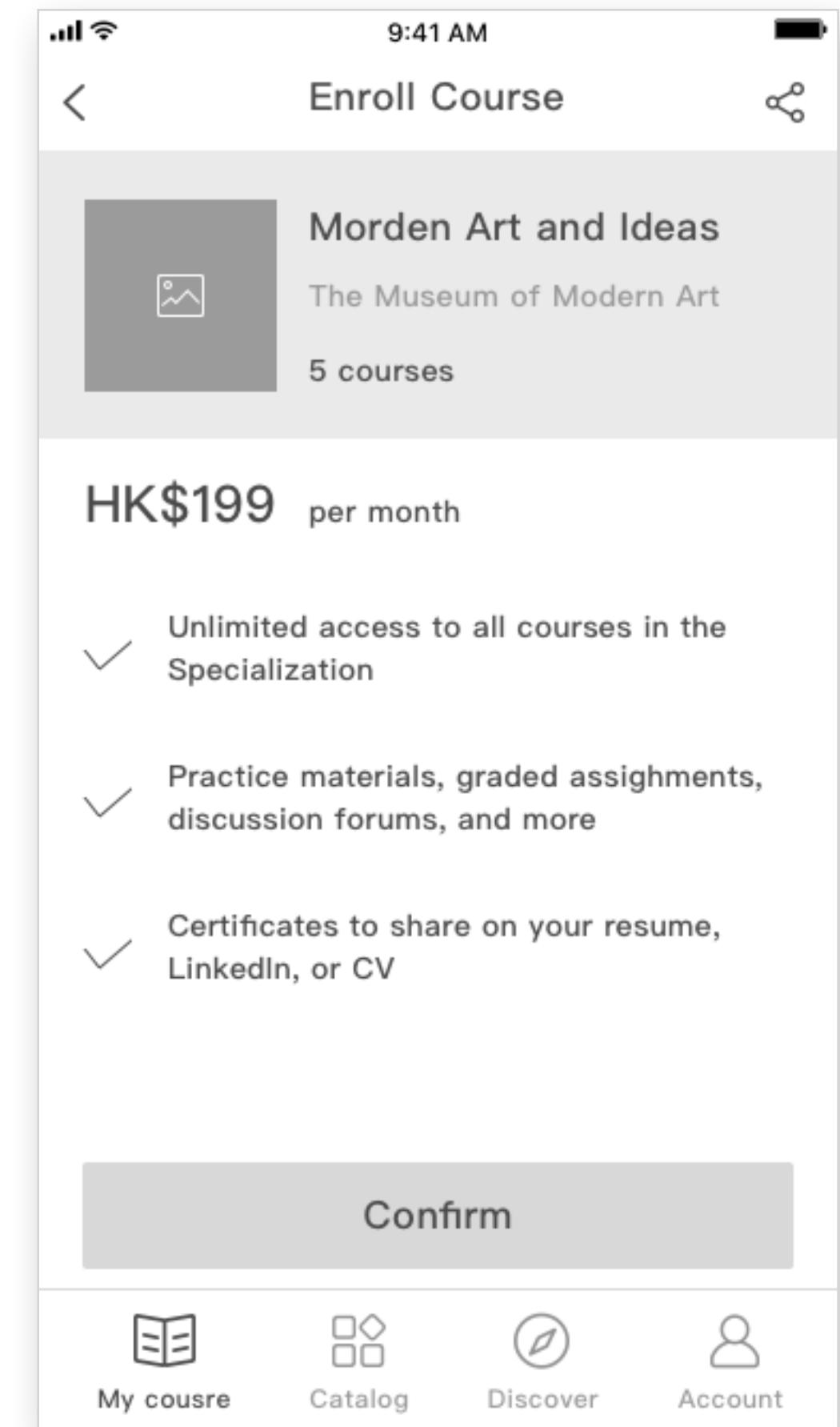
### Course detail



### Match test



### Enroll course



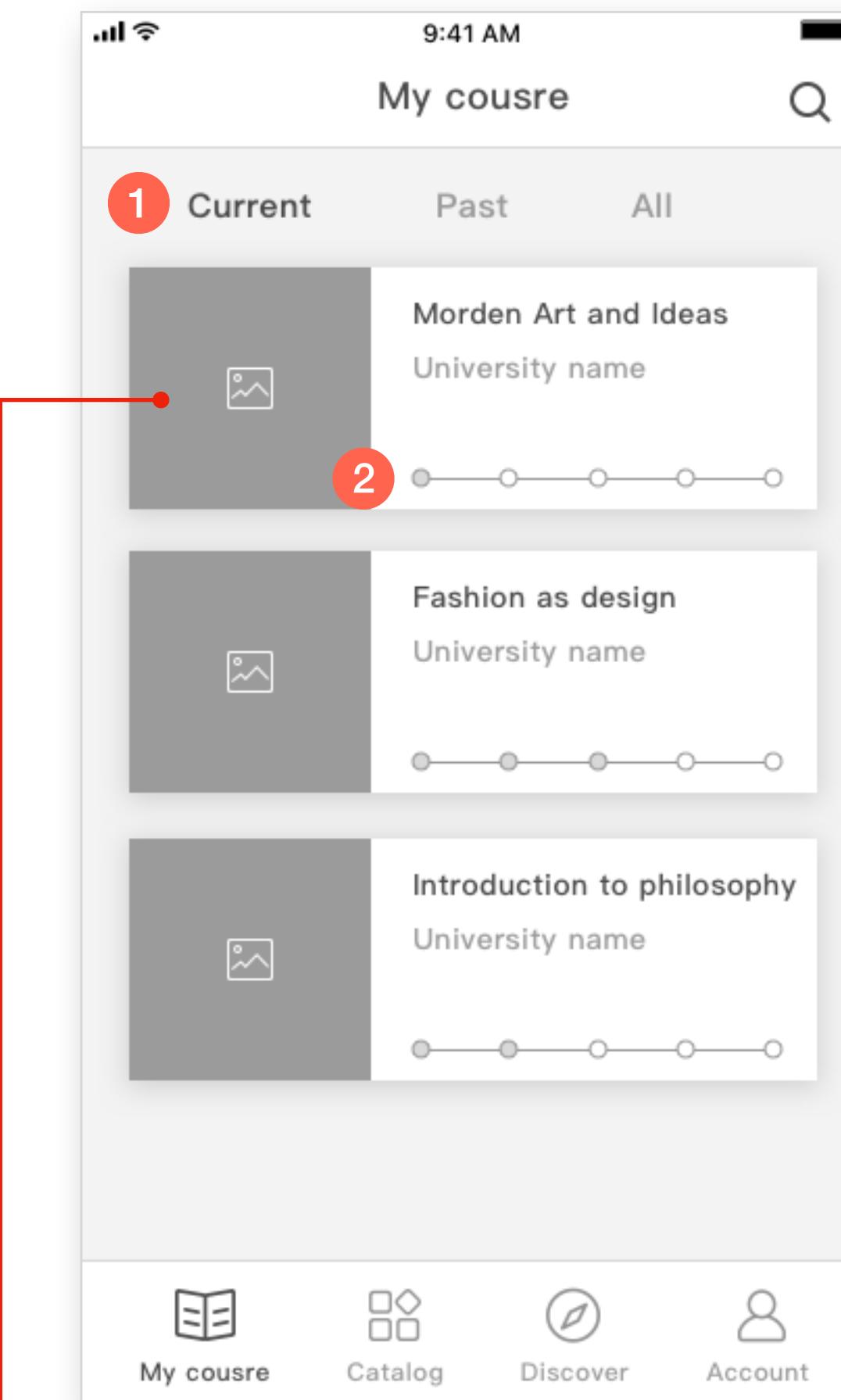
1. View model

2. Course rate

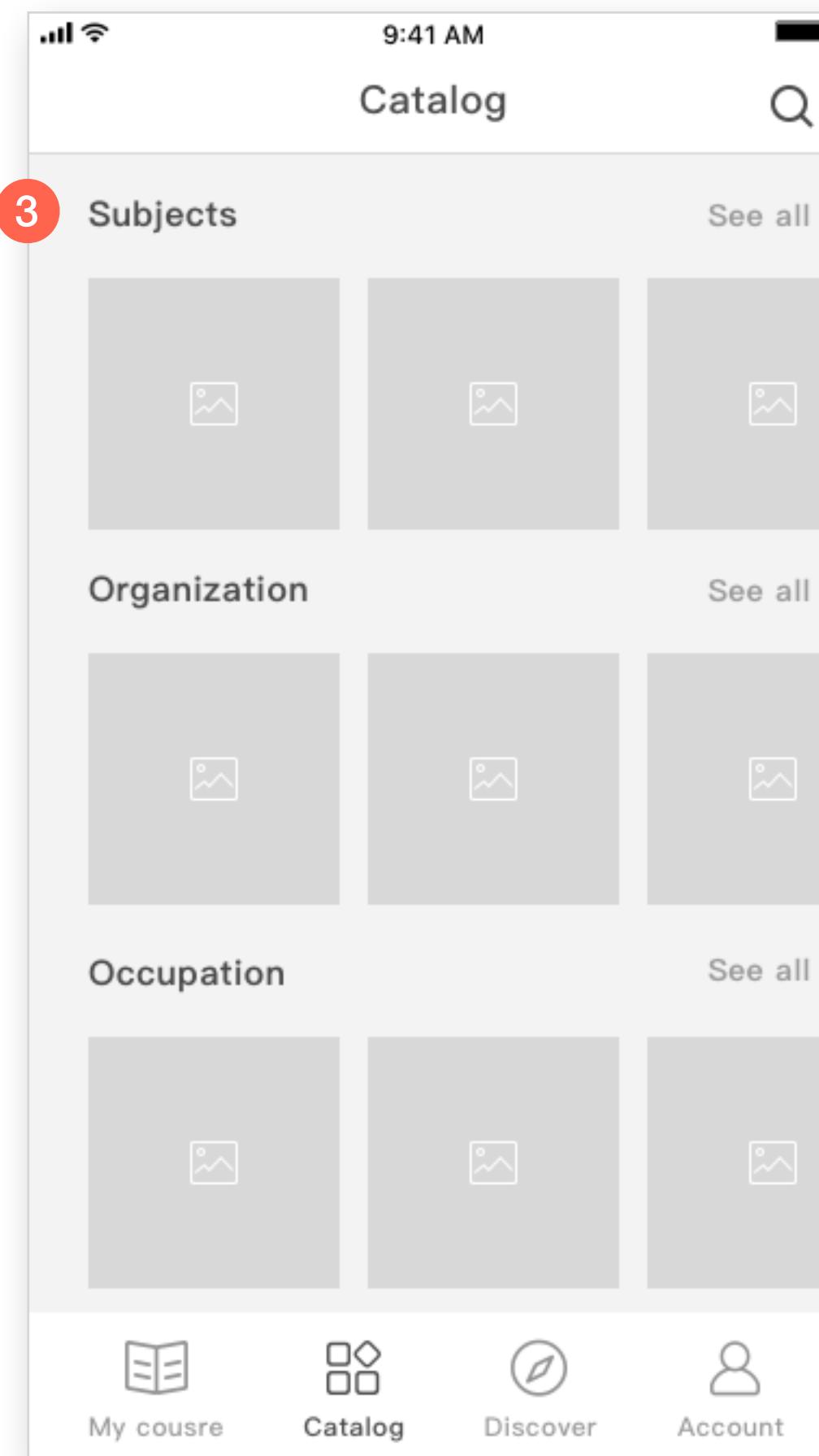
3. Share button

# Start to use Foxus APP

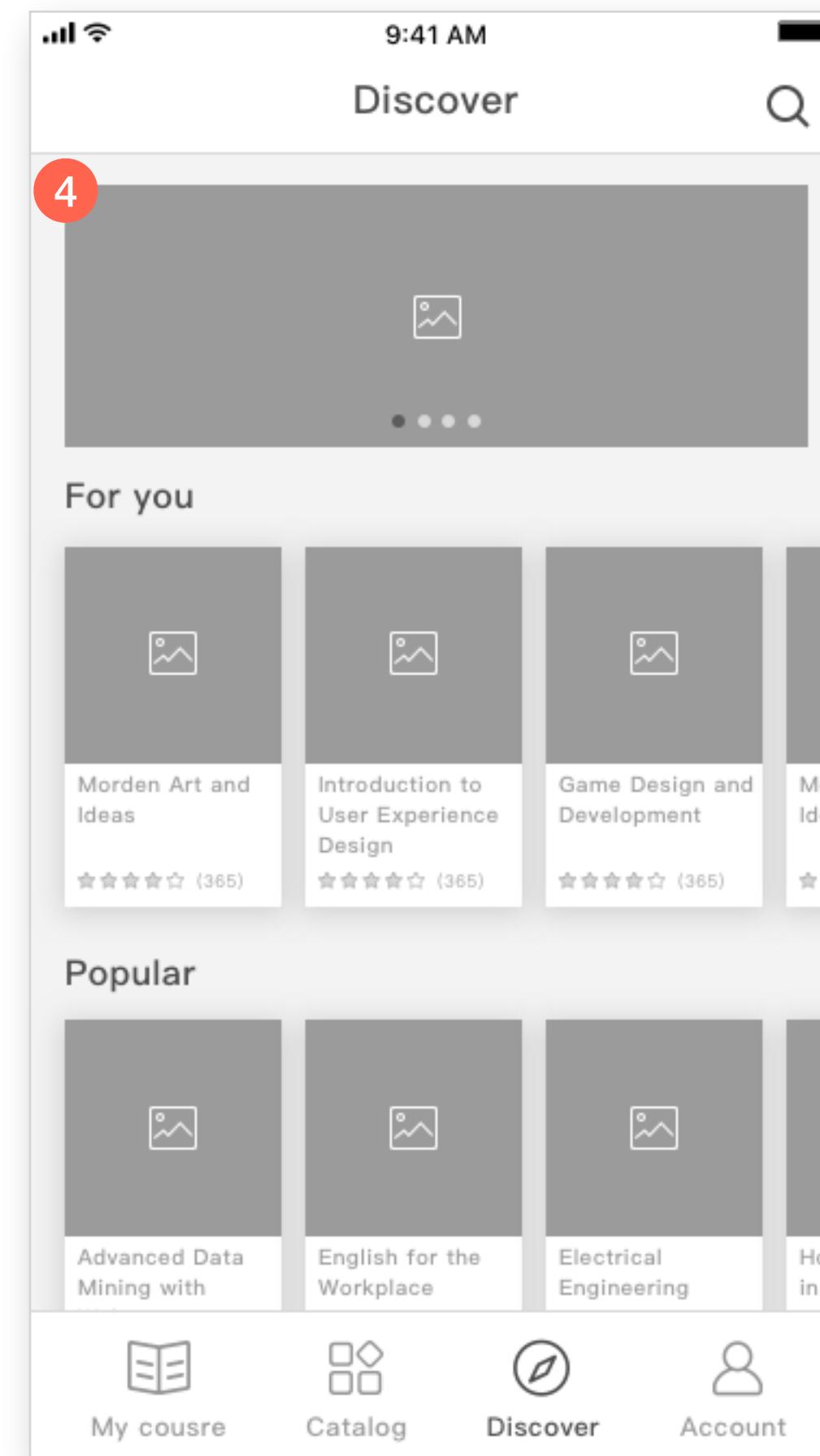
## My course



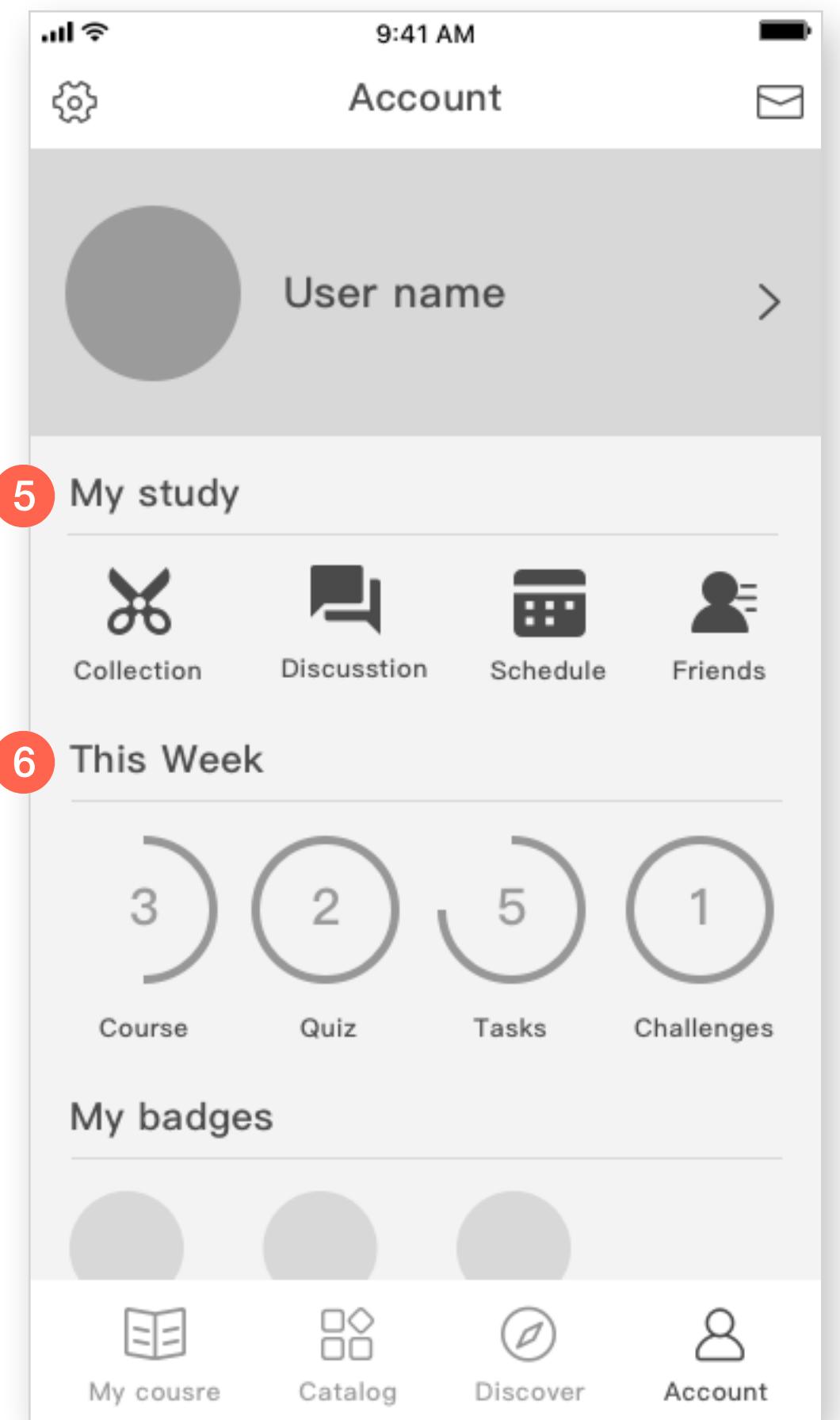
## Catalog



## Discover



## Account



1. Showed by status

3. Three classifications

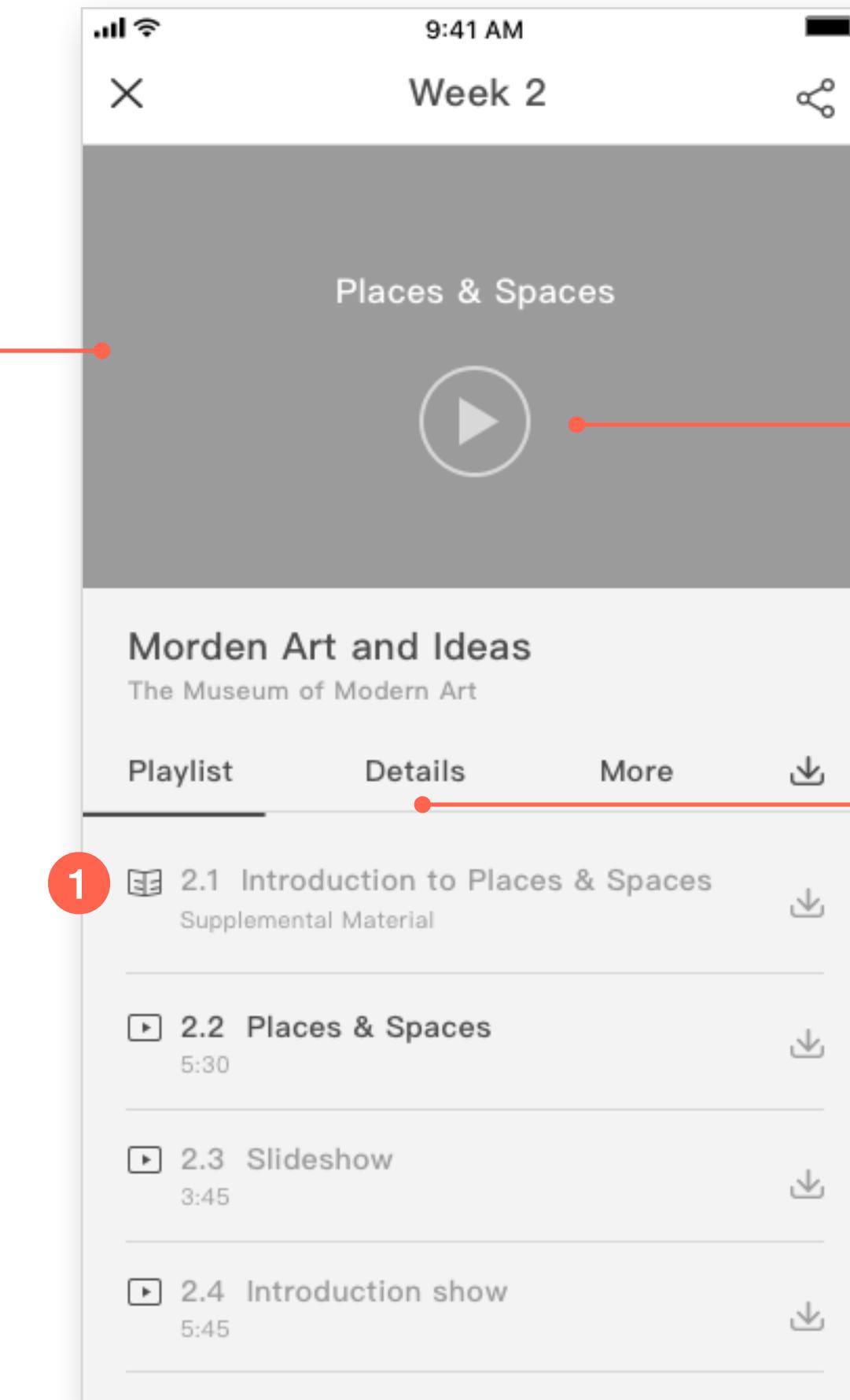
4. Banner (Course kits / live course)

5. Personal info

6. Personal statistics

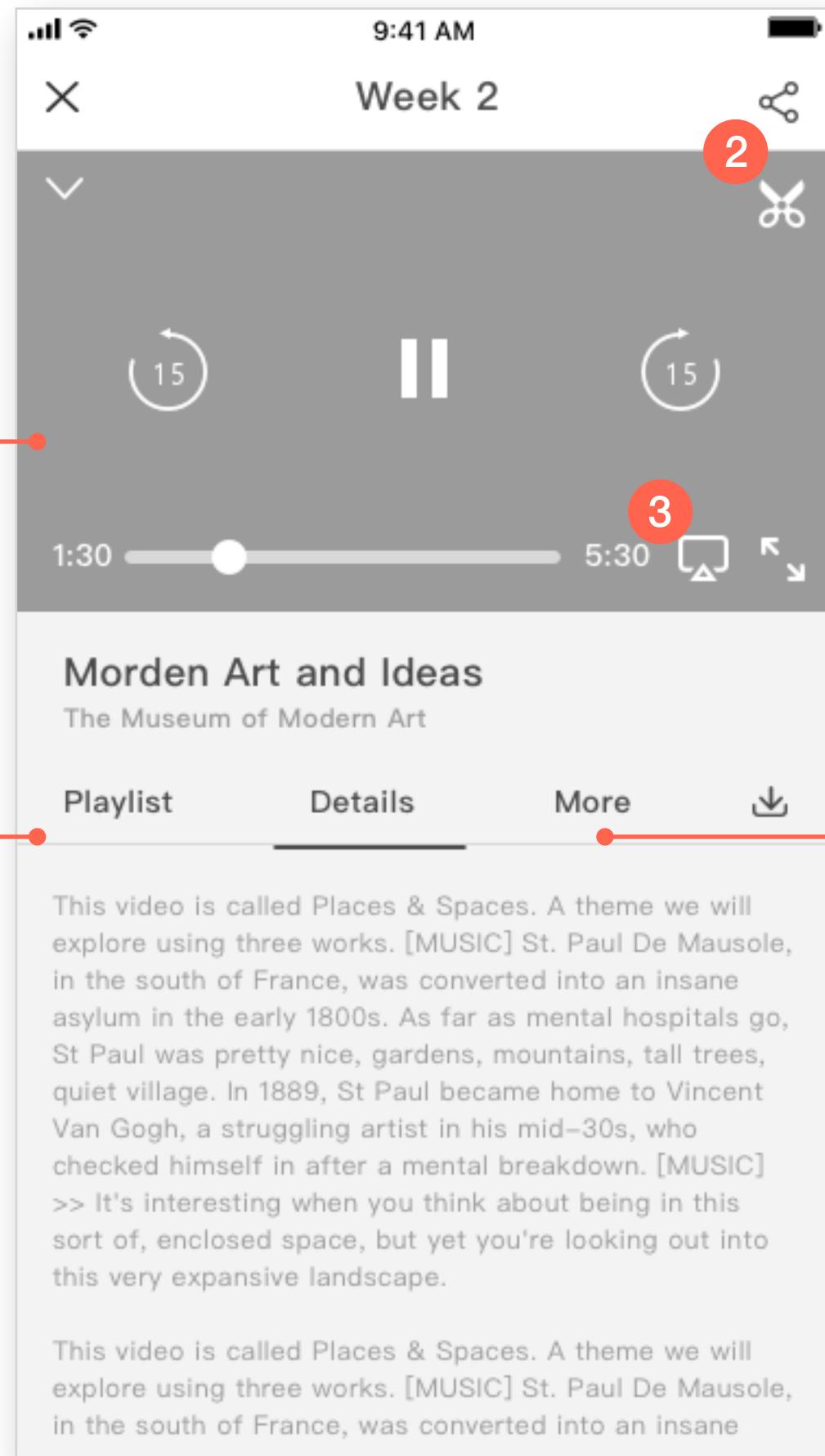
## Learning course

### Course playlist



1. Different character modality

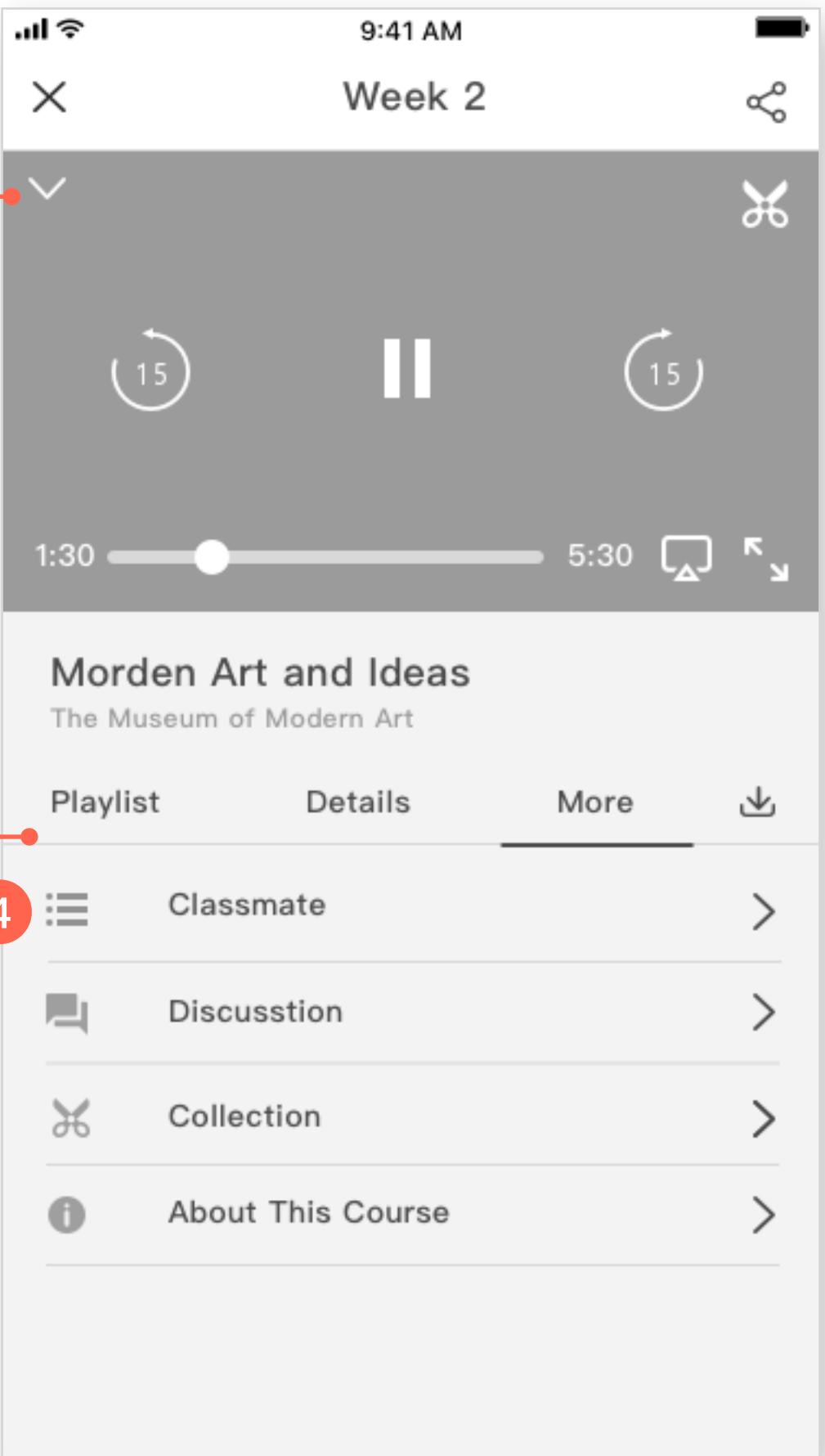
### Course details



2. Clipper button

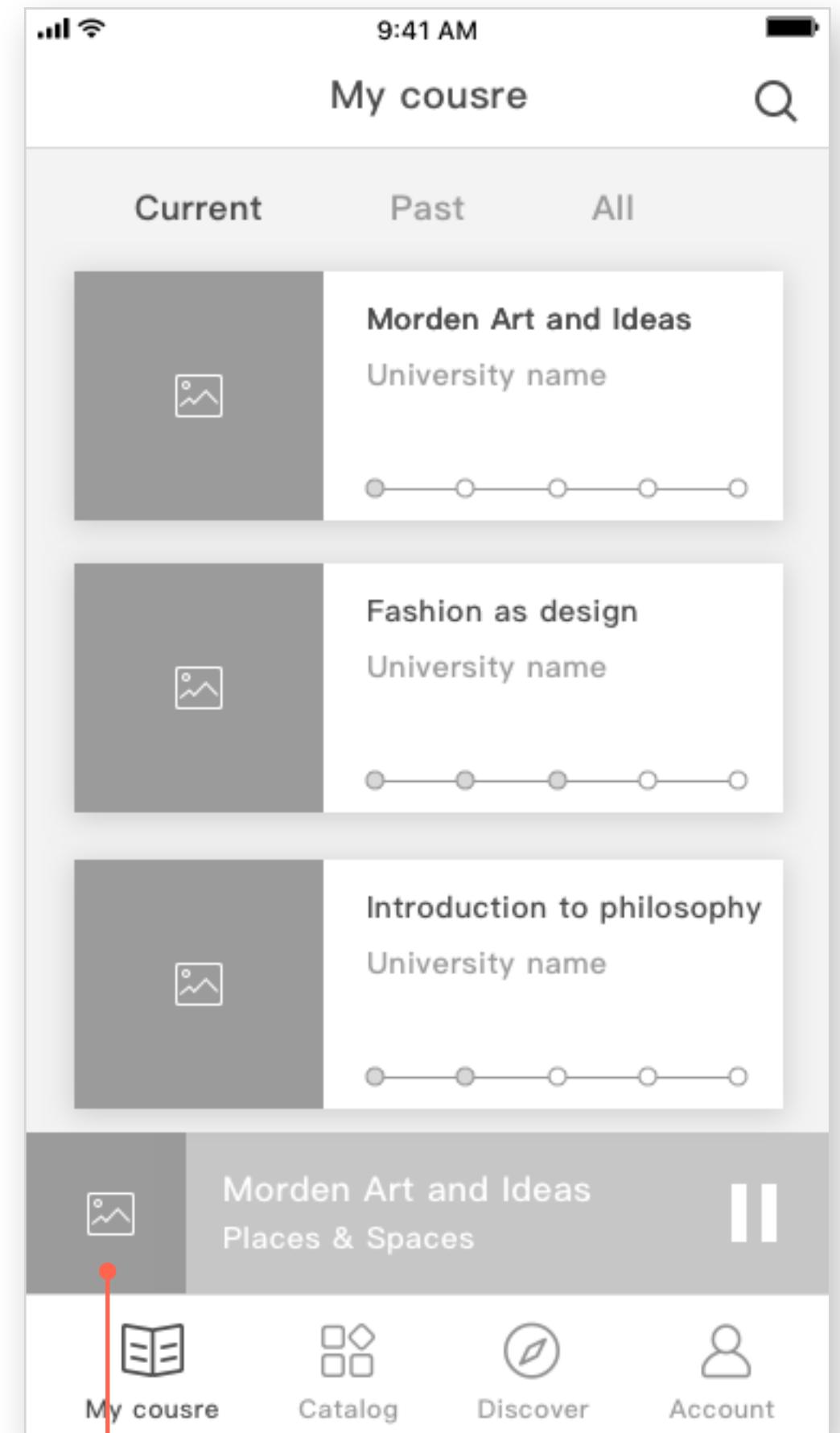
3. Airplay button

### Course more



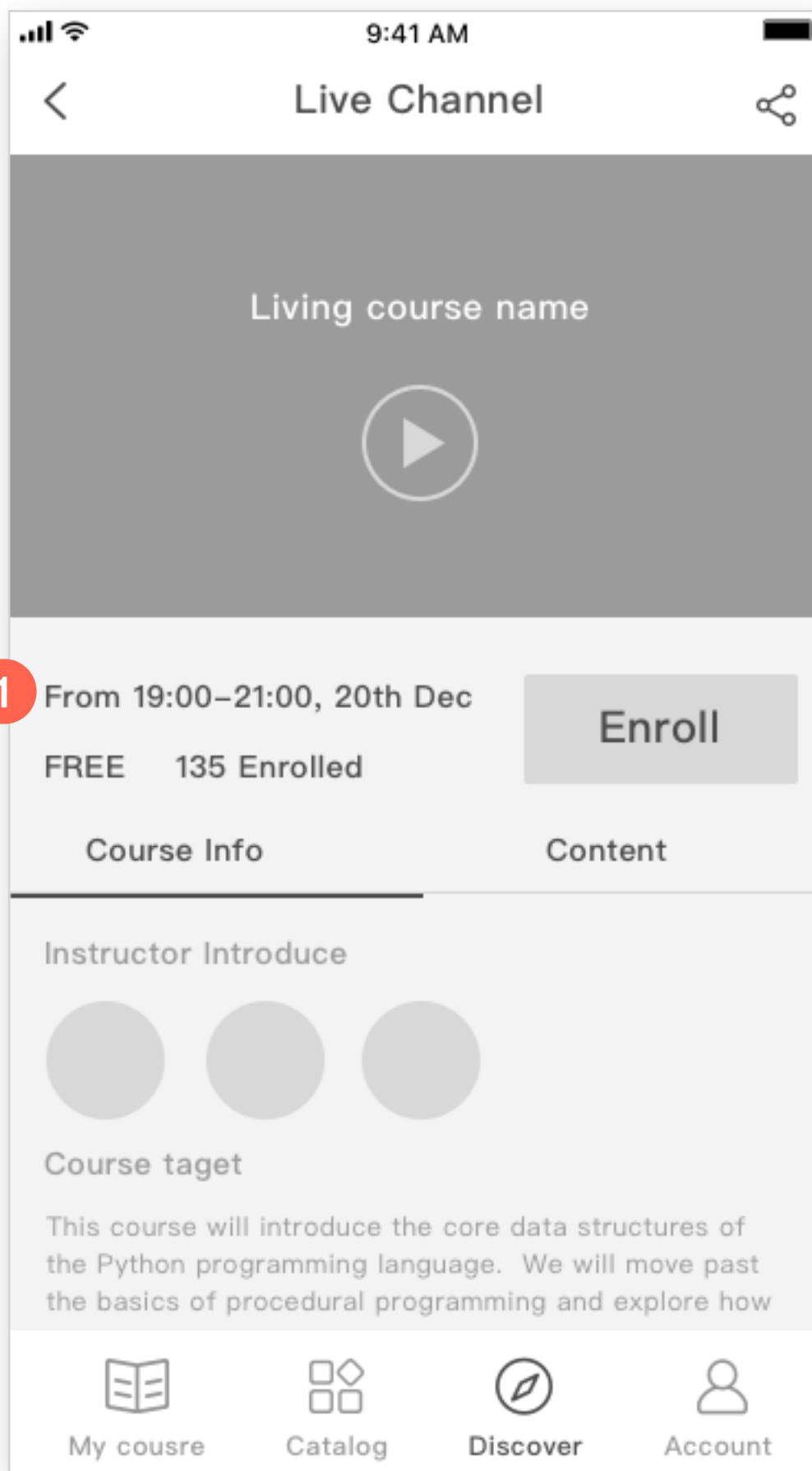
4. Course interactive parts

### Backstage playing



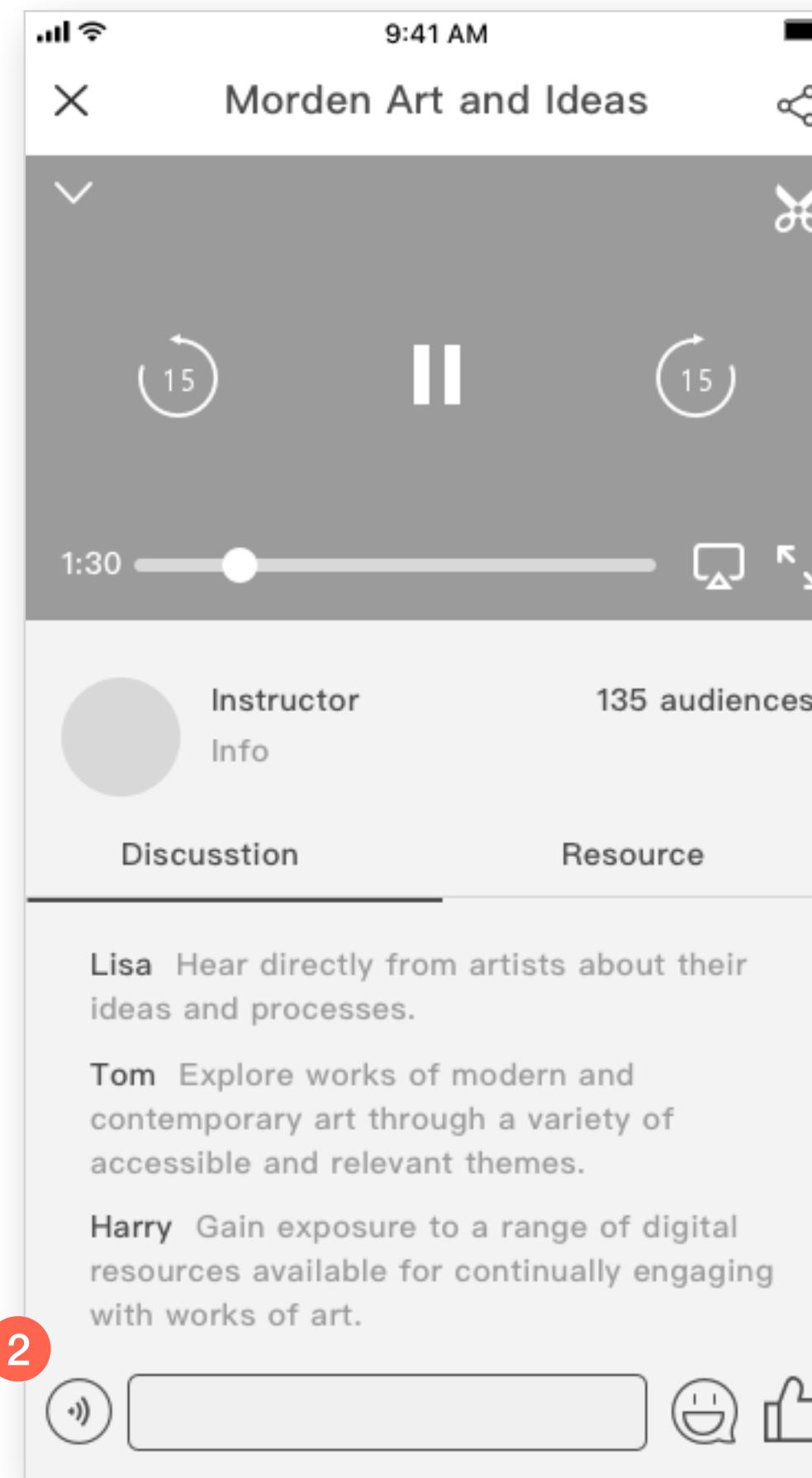
## Having live course in Foxus

Live channel



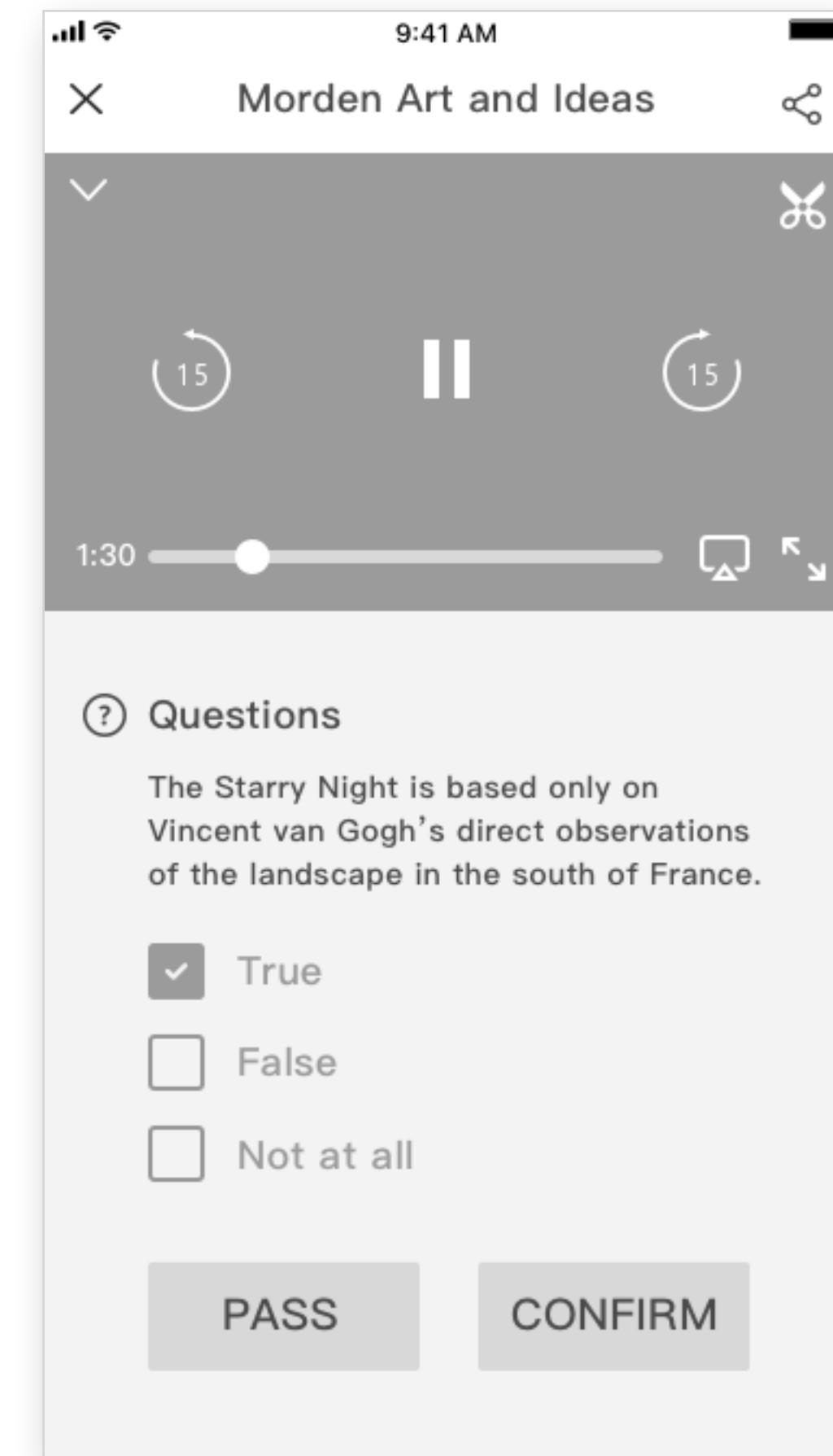
1. Basic live course info

Live course playing



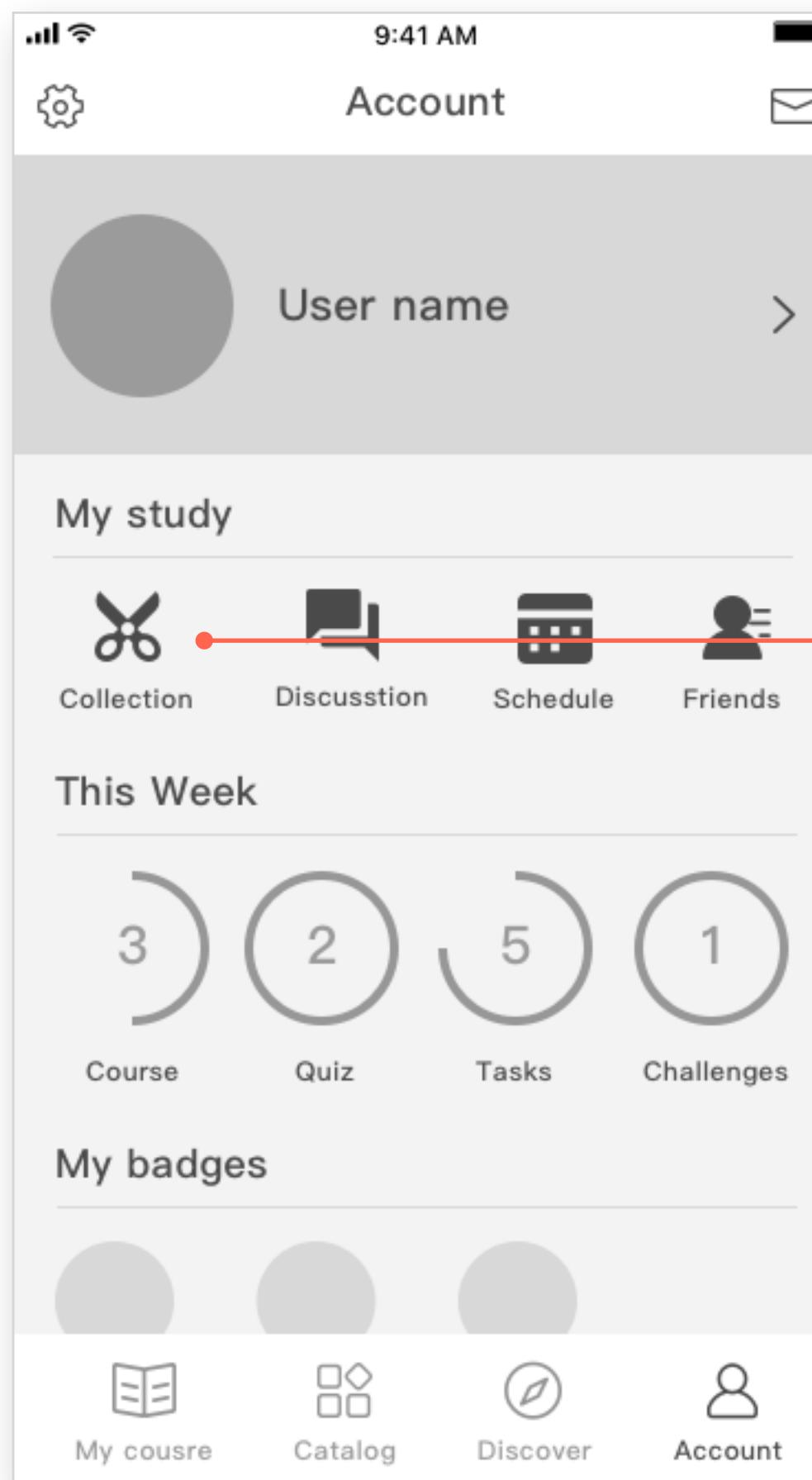
2. Live Course interactions

Live question

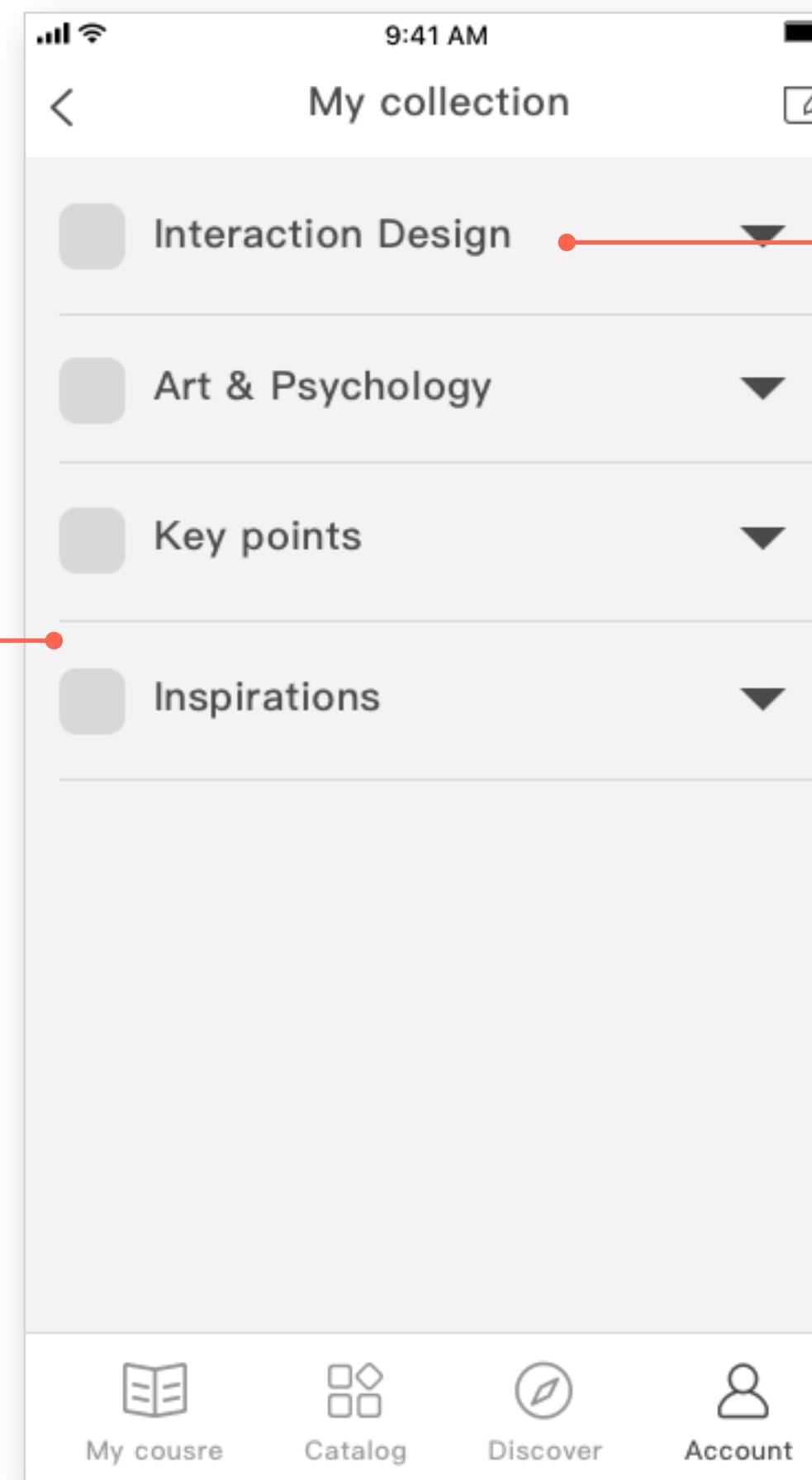


## Fragmented learning

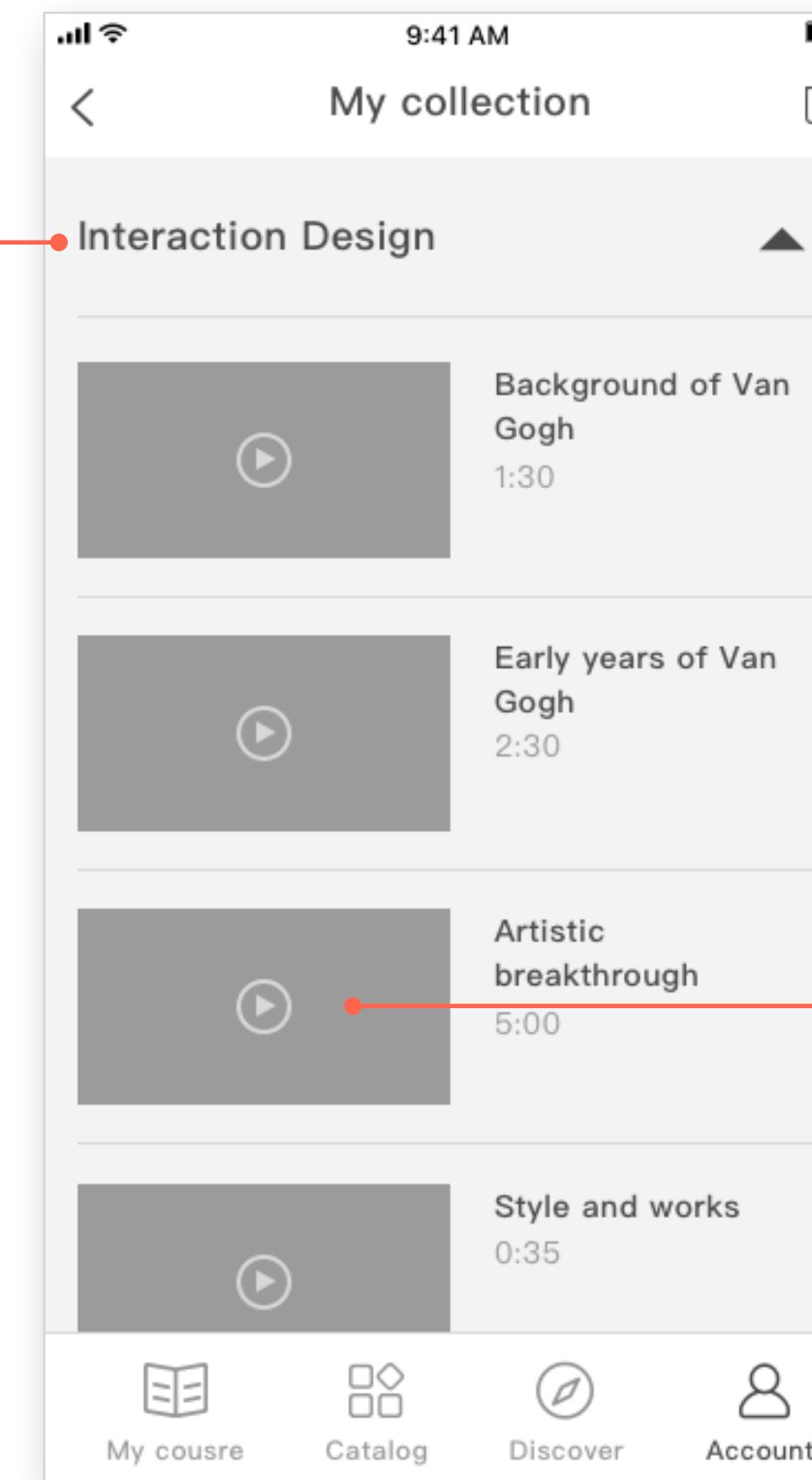
Account



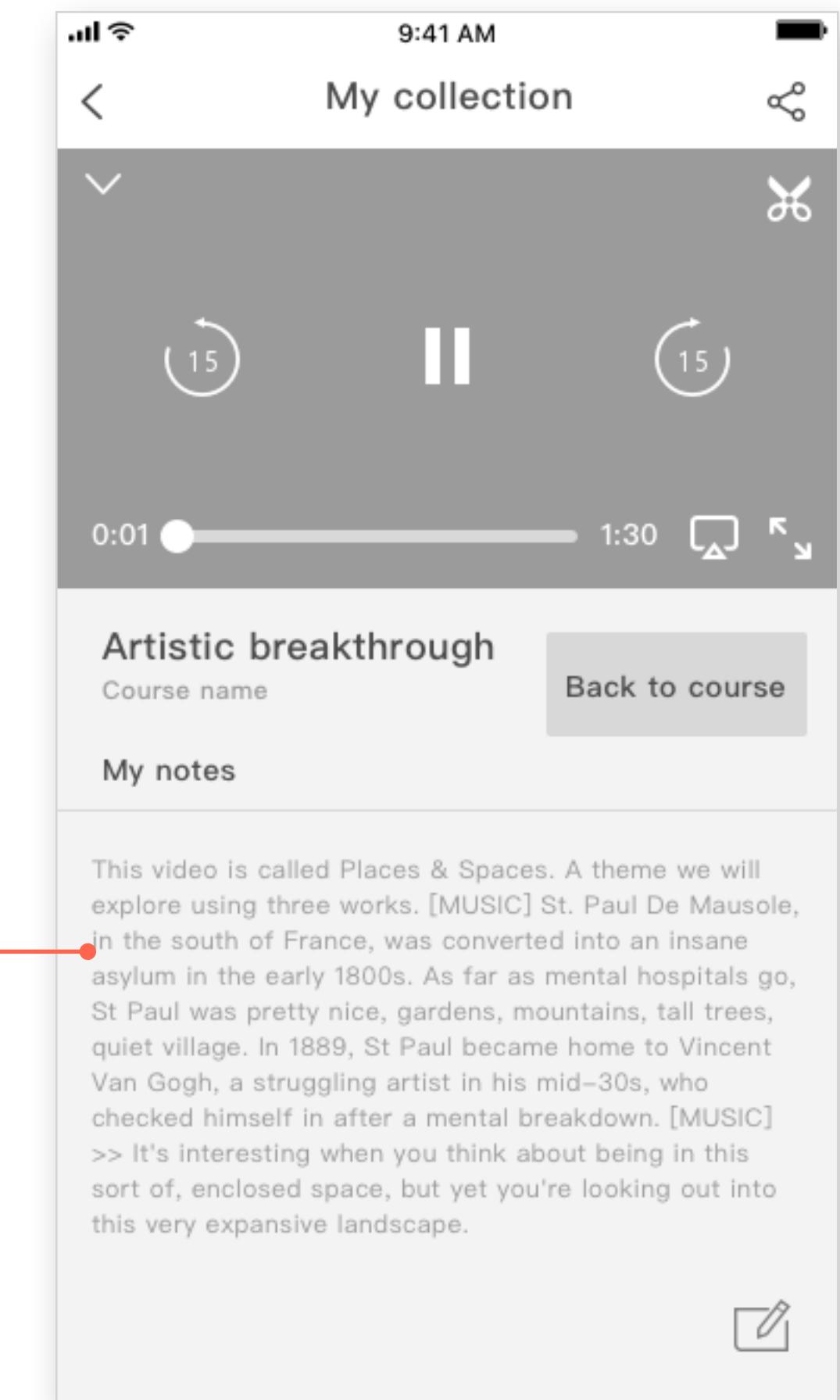
My Collection



Collection list

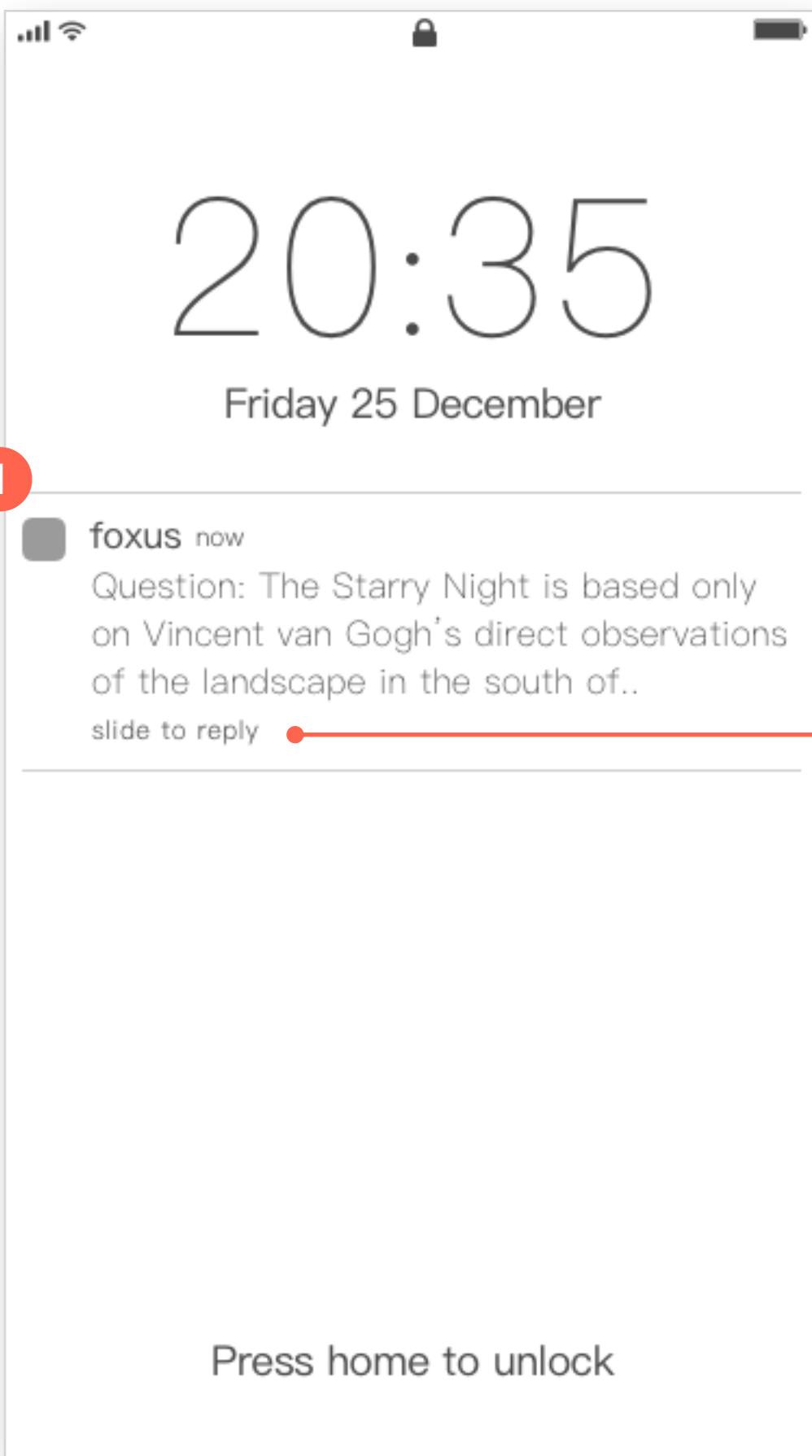


Collection playing

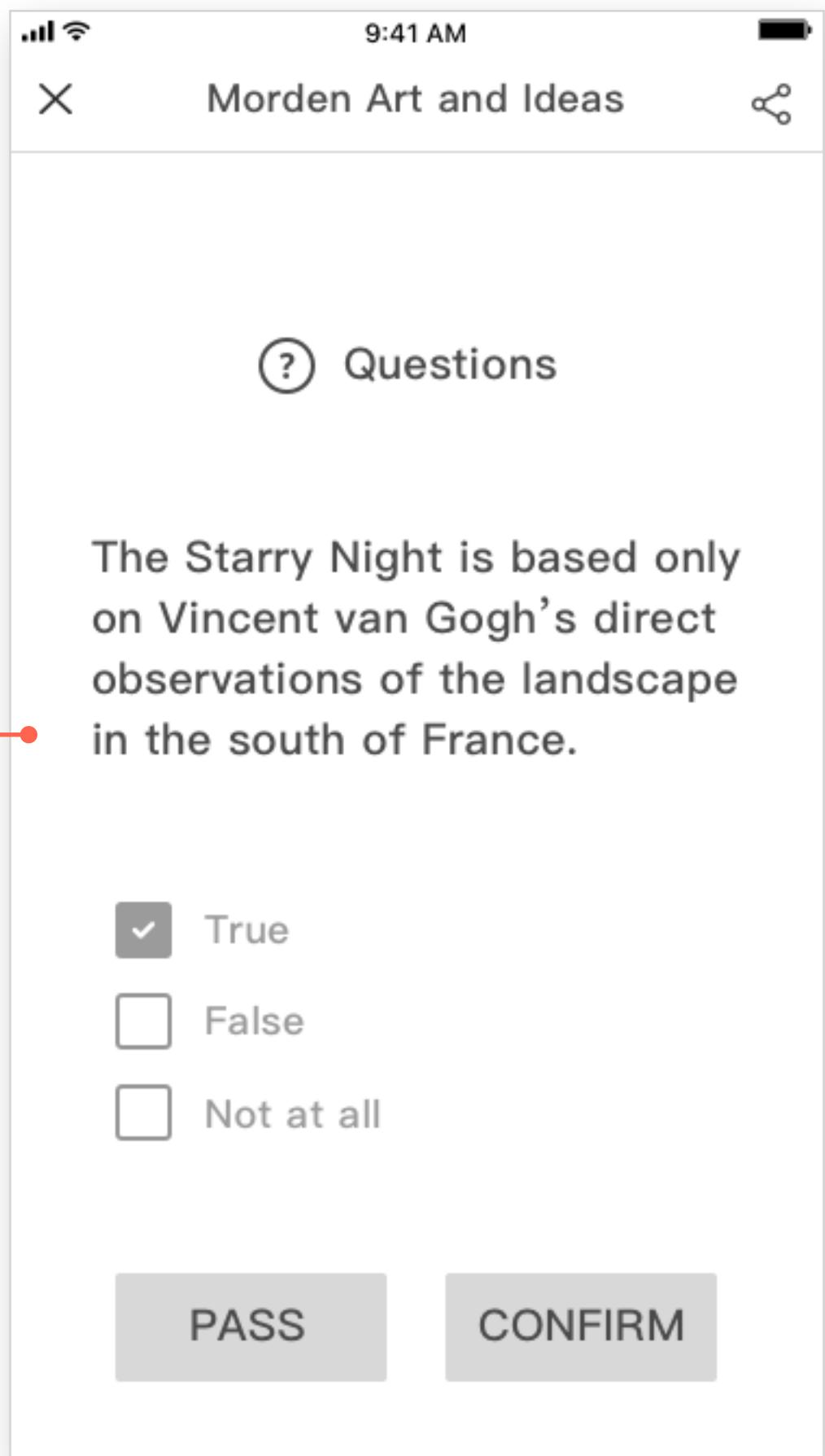


## Having interactions with cross platform

Lock screen



TV live question



1. Automatic notification

# Smart TV Design

Smart TV Platform: Apple TV

Channel function definition:

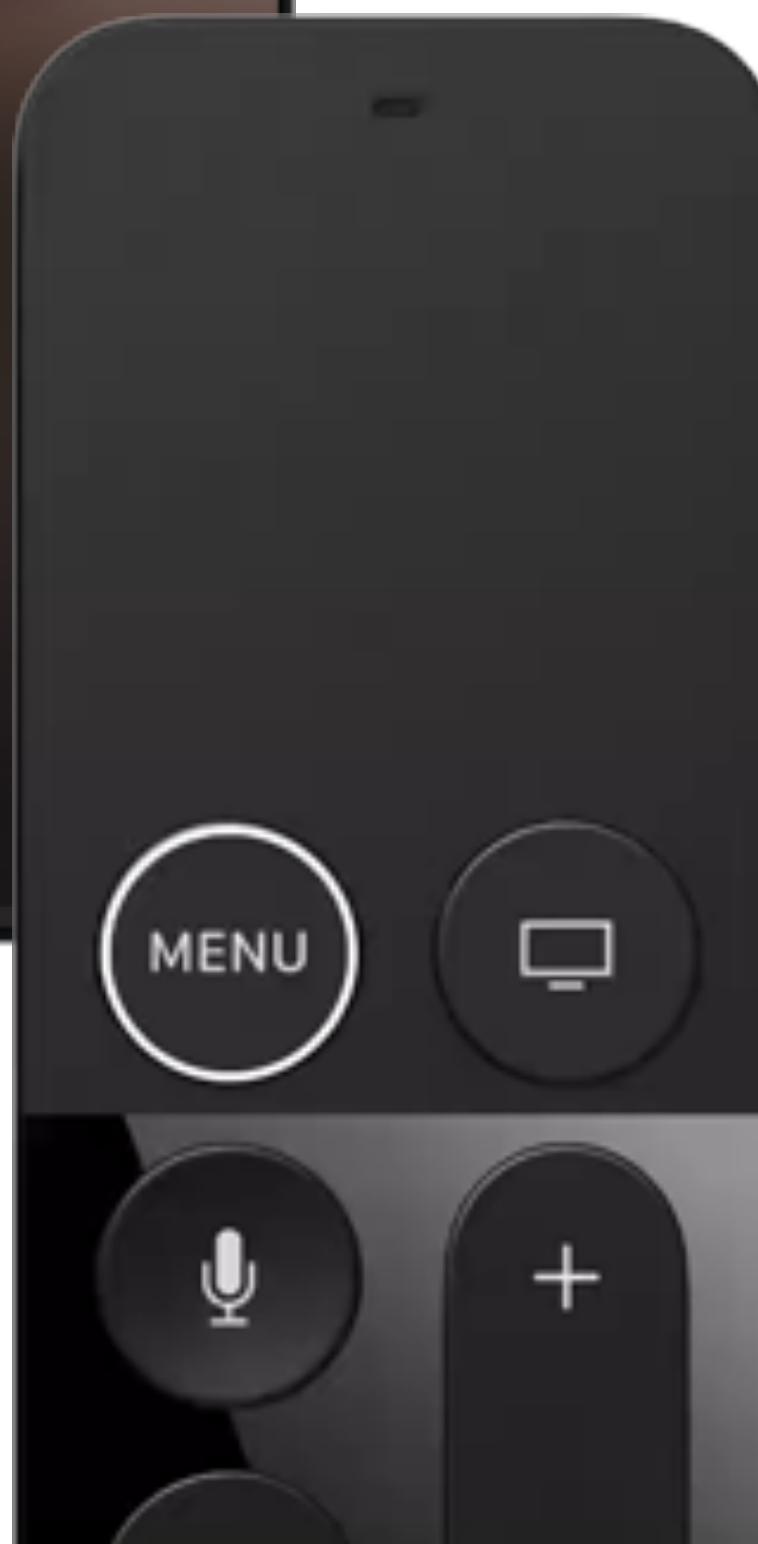
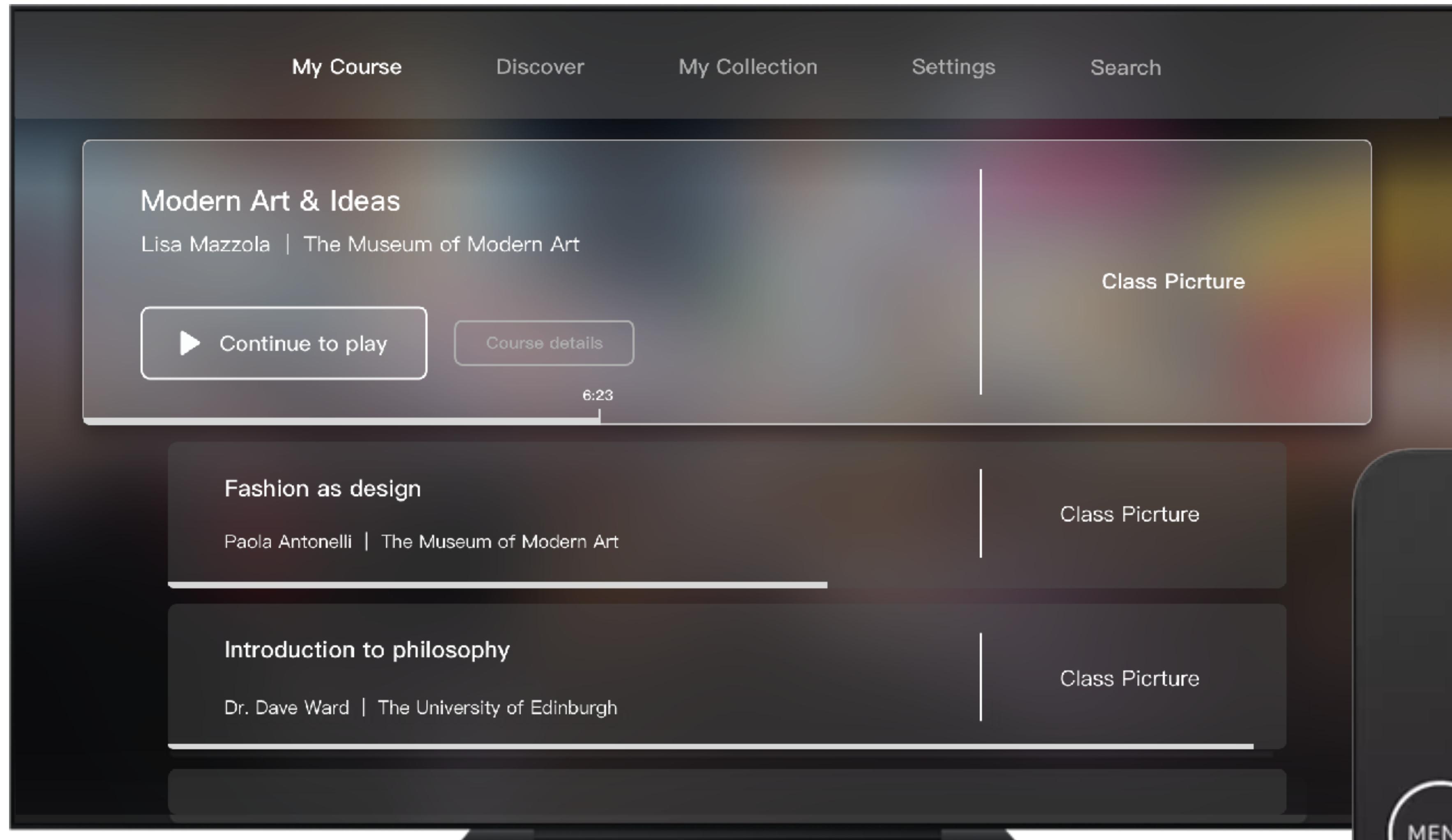
1 Do not have interference , only focus on study

2 Many people study together in front of TV , multi-learning

Share learning with others



# Smart TV Design



## My Course

Because TV is not like a computer which has a mouse and shows cursor on screen. The default option is “continue to play”

# Smart TV Design

Courses details

< Back to My Course

## Modern Art & Ideas

Lisa Mazzola | The Museum of Modern Art

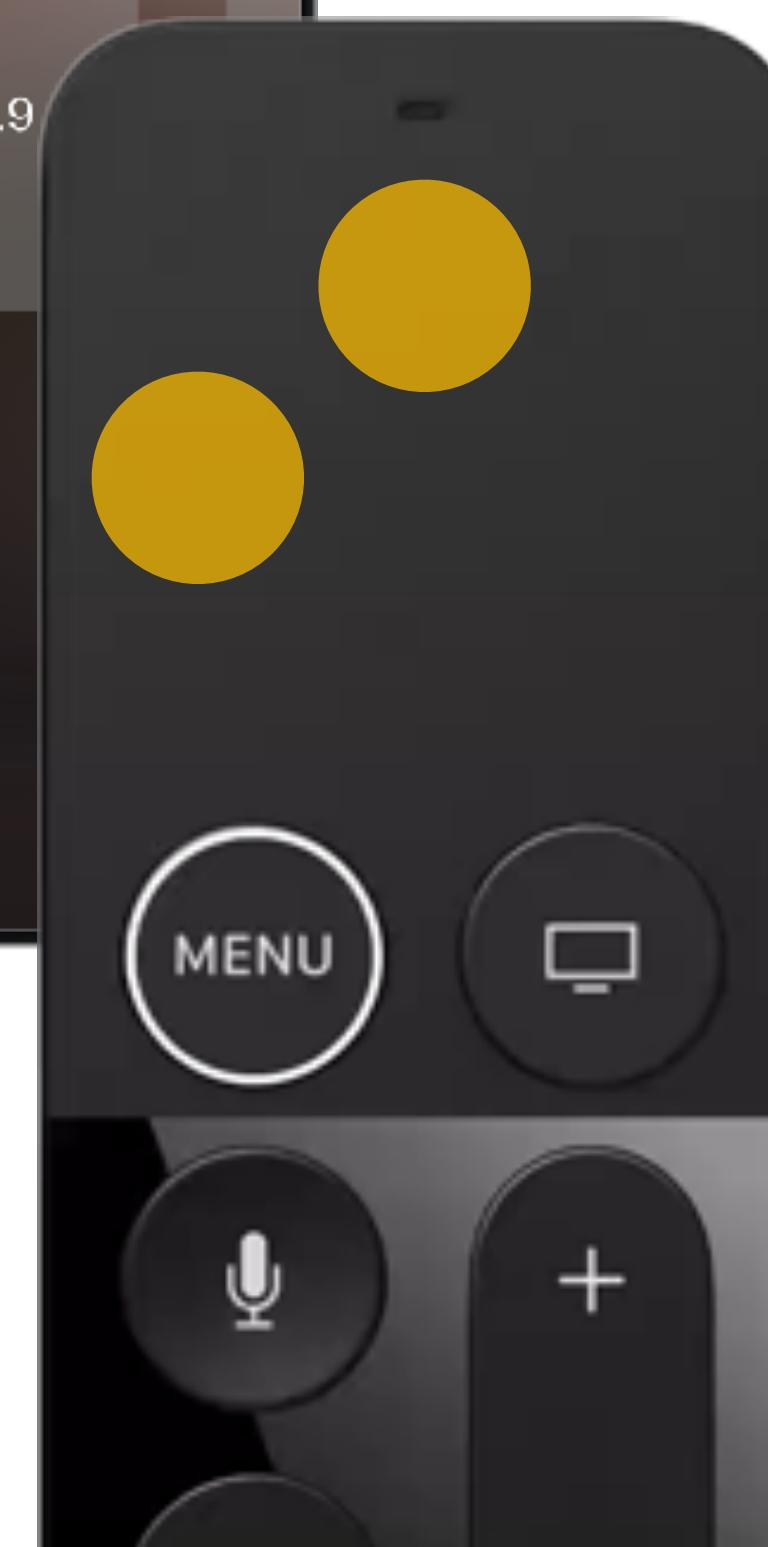
Week 1 Week 2 Week 3 Week 4

Continue to Play

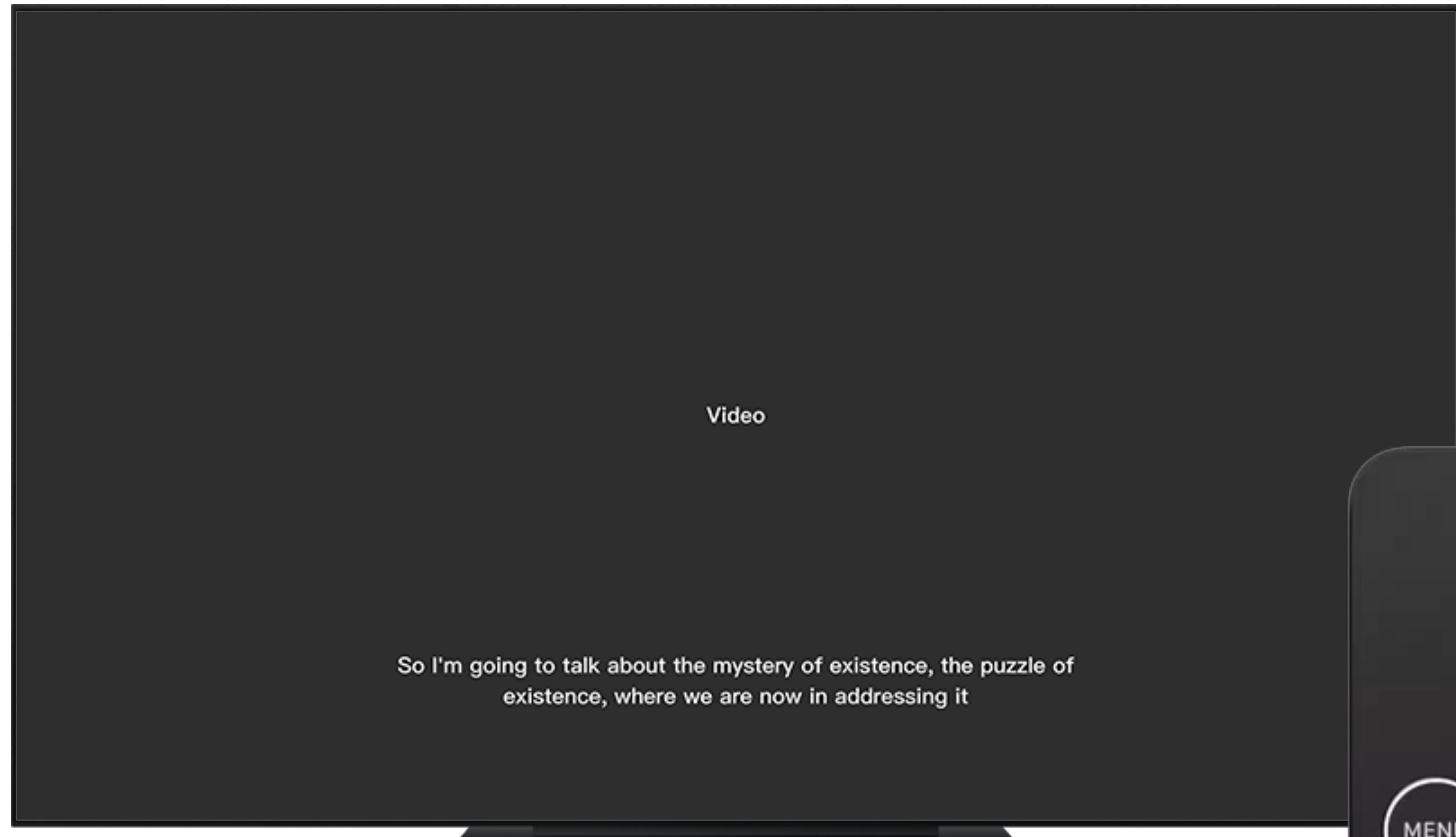
Image 6:23

2.4 Vincent van Gogh. The Starry Night. 1889

Courses outline  
Week 1: Introduction to Modern Art & Ideas

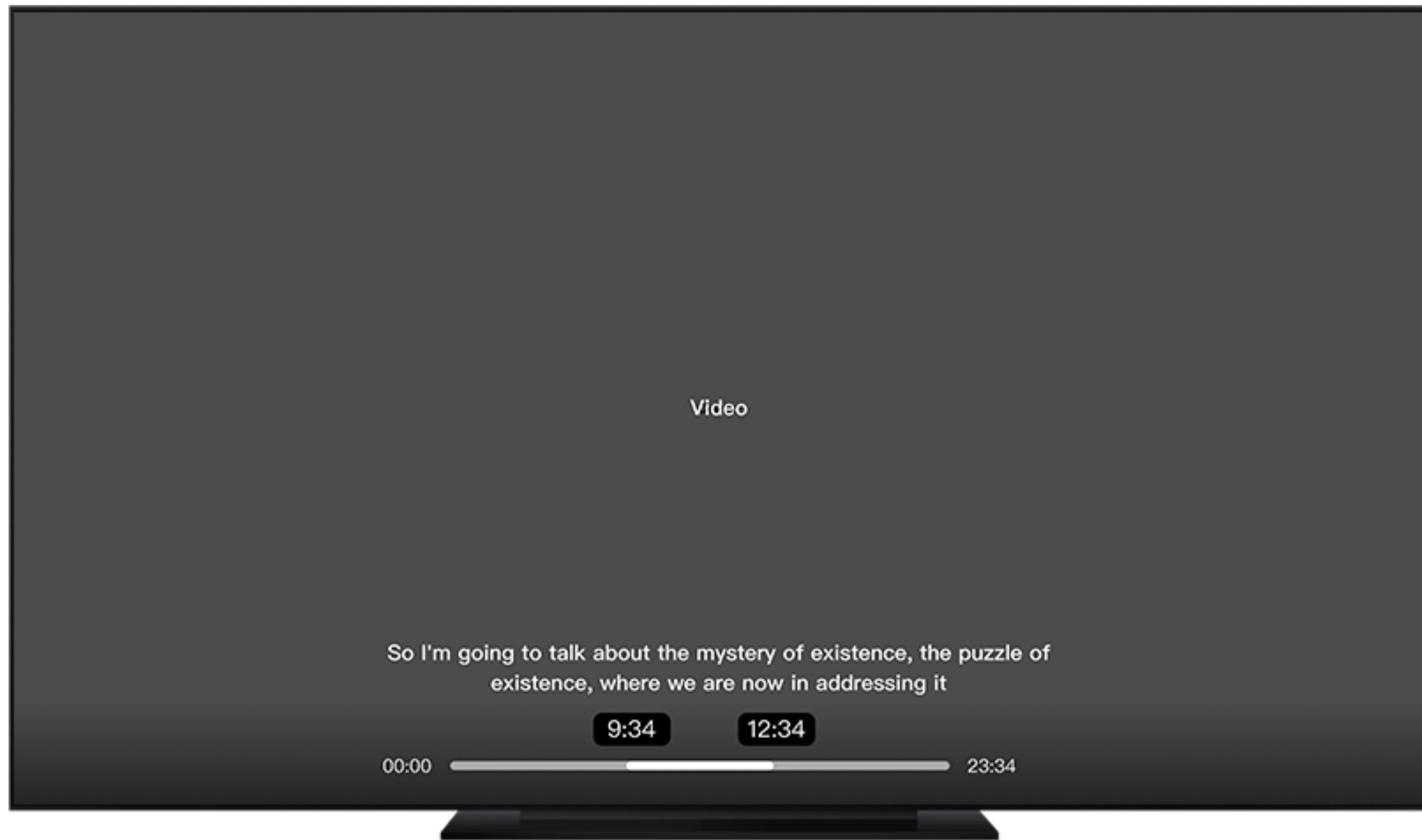


# Smart TV Design



# TV - Smart Watch

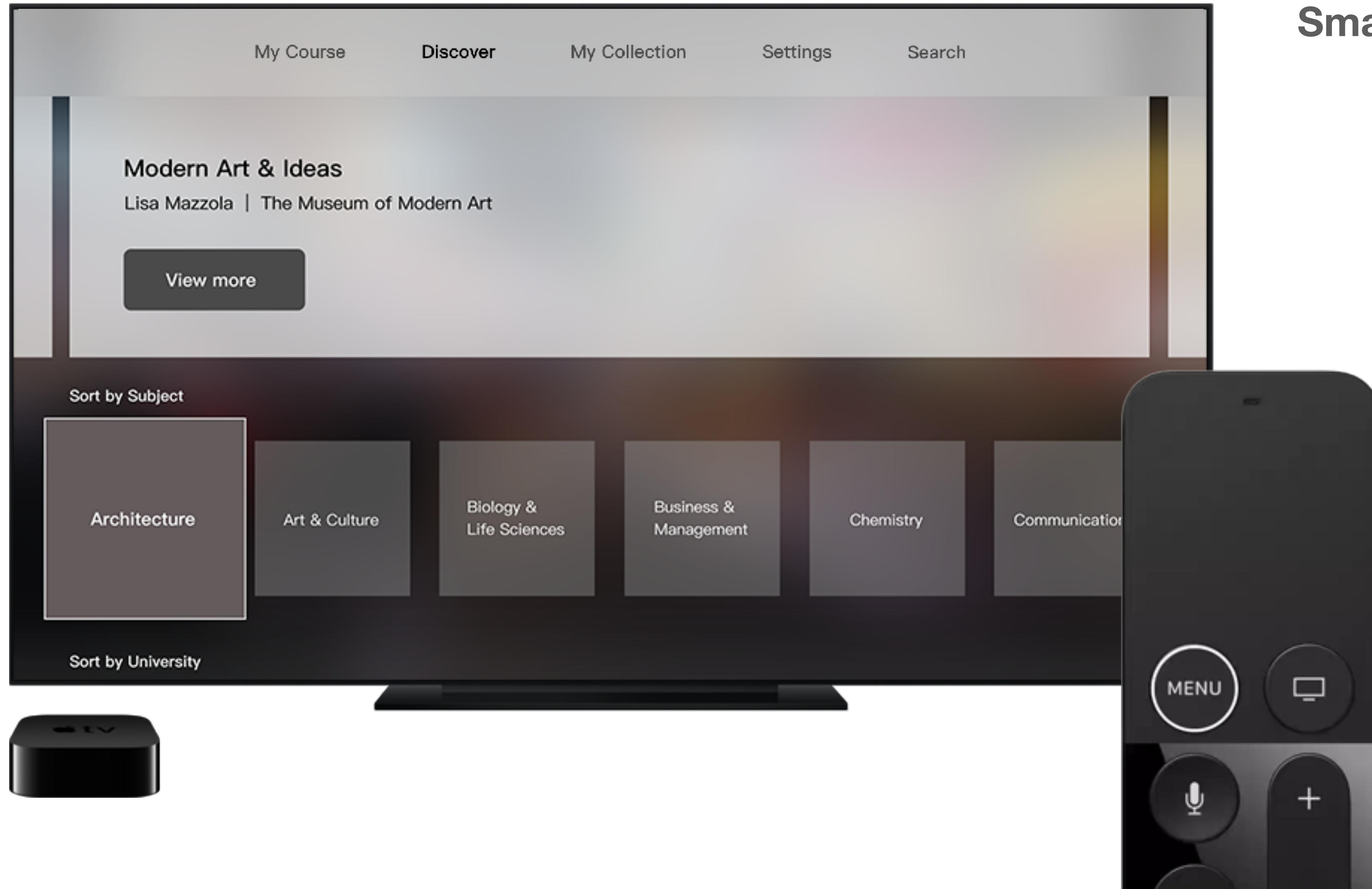
## Clipper



TV - Smart Watch Clipper



# Smart TV Design



Discover

# Smart TV Design

## Course Details

 Back to My Course

### Modern Art & Ideas 4.0

Instructor: Lisa Mazzola | Institution: The Museum of Modern Art

Enroll

Match Test

Level:

Introductory

Length:

5 weeks of study,  
2 hours per week

Price:

FREE or  
Add a Verified  
Certificate for \$50 USD

Languages:

English,  
transcripts in  
English and Italian

Criteria:

Completeness of  
homeworks

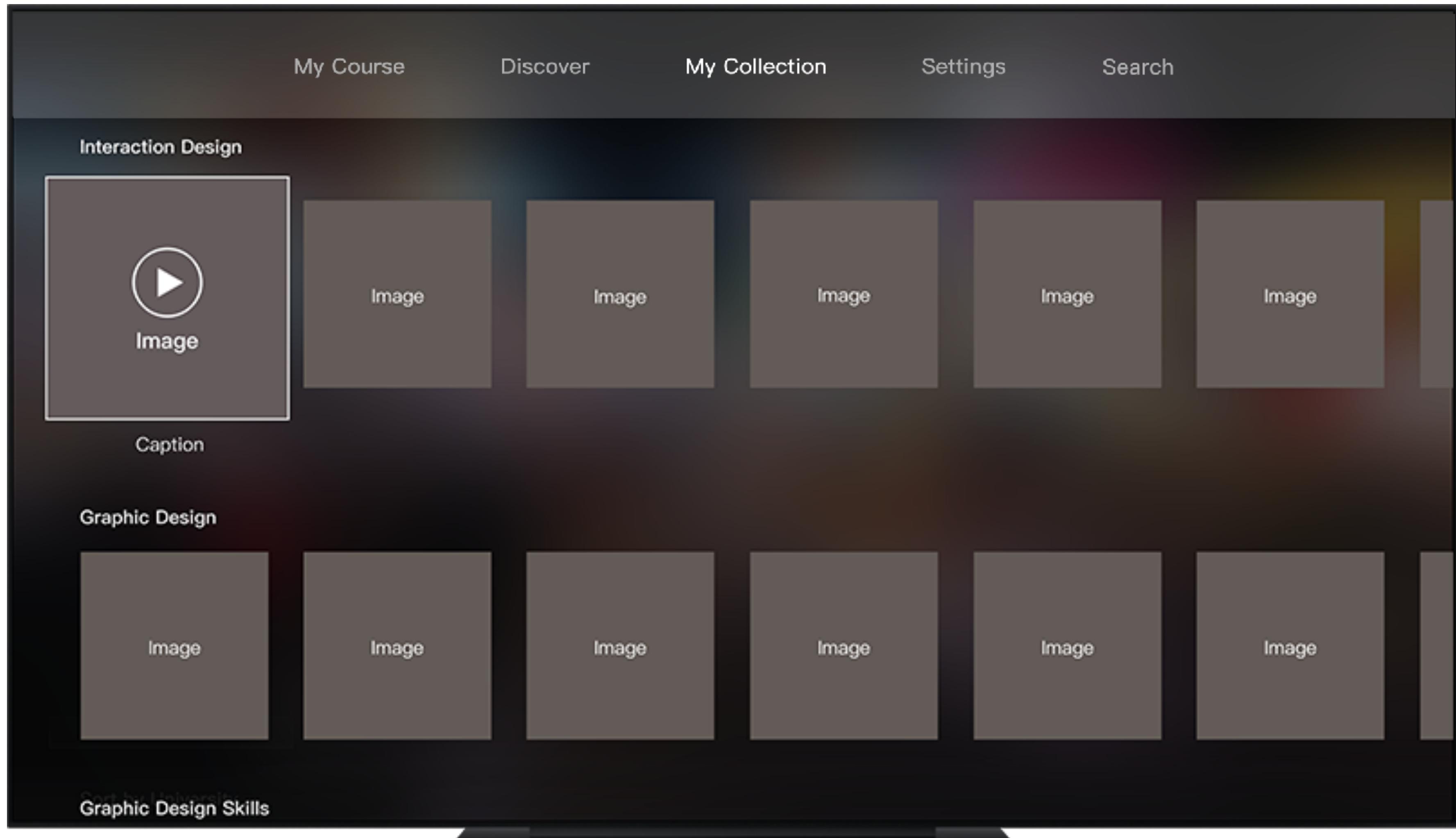
#### About this course

Welcome to Modern Art & Ideas! This course is designed to help anyone interested in learning more about modern and contemporary art. Themes can provide an effective structure for exploring with art. In this course you will explore four themes that educators at The Museum of



# Smart TV Design

## My Collection



# Smart Watch Design

## Smart Watch Platform: Apple Watch

### Channel Characters:

- 1 always wear a watch on the wrist
- 2 you can feel the shake at first time

### Channel function definition:

- 1 Message Notification
- 2 Fragmentation time
- 3 replenish the time when you not take your cell phone



# Smart Watch Design

Control video by using smart watch



## My Schedule and change your schedule





# Our work contribution

GAO QIANG

Smart TV & Watch & VR

HAO YI

Mobile APP & VR

TIAN YUAN

Web & VR

WANG YIXUAN

Web & VR

**Thank you!**