

# Anni Virtanen

Design portfolio



# Hi, I'm Anni Virtanen

I'm a recent Computer Science graduate from Tampere University with master's degree in Human-Technology Interaction. I have hands-on experience on UX design through studies and personal projects, which will be showcased in this portfolio. I'm pursuing a career in UI/UX design.

## UX skills

Personas, user stories, wireframes, cultural probes, questionnaires, usability evaluation, semi-structured interviews, prototypes.

## Used design tools

Figma, Canva.

## Project management

I've gained experience on facilitation and project management through study group projects and volunteering in different associations.

 Tampere/Helsinki

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## List of projects in the portfolio

### **Nature-based study practices**

Master's thesis

2025

### **aaltos band**

Website for a cover band

2025

### **MUSA**

5 person course project

2024

### **Dreamers**

3 person course project

2023

# Nature-based study practices for university students

## **Case:**

Implementing Brainwolk walking meetings to be a part of weekly meetings of a small group working on a course project.

## **Research goals:**

1. To learn about university student's perceived motivations and challenges for nature-based study methods.
2. To integrate nature-based study practices to be an engaging and supportive part of studying

**[Link to the thesis](#)**

## What is Brainwolk?

Brainwolk is a walking meeting concept that is used in urban nature

- Topics of the walk session are pre-defined
- Tool for ideation, brainstorming and planning
- Good for group spirit and talking work-related topics in a relaxed setting
- Easy way to increase physical activity without compromising from free-time or studies

Ahtinen et. al (2016)



## Research approach and process

This project followed *Research-through Design* (RtD) approach, which aims to produce research knowledge through design artifacts. Design artifacts are a way to demonstrate the preferred state of the world. RtD approach enables the designers to focus on designing the "right thing" without external demands, such as the need to be commercially successful.

### Pre-study

Data collection

- 5 participants
- Semi-structured interviews outdoors

Data analysis

- Thematic analysis

### Design

- Design implications based on pre-study findings
- Design artifact = prototype of a course platform

### Evaluation

Data collection

- 3 participants
- Questionnaires
- Group interview

Data analysis

- Thematic analysis

## Pre-study data collection

The pre-study aims to learn about university student's perceived motivations and challenges for nature-based study methods.

Semi-structured interviews

- **Held outdoors** in urban nature
- **Pre-task:** photo montage about nature relation
- **Interview themes:** nature connectedness, studies, Brainwolk, combining nature and studies
- **Participant notice:** Participants were informed about the study, participant rights and the use of the data in detail.



## Pre-study data analysis

1. The interview transcriptions were coded and analyzed using thematic analysis.
2. There were total of 81 codes, which were categorized as motivators or challenges.
3. Next step was to create themes of the divided codes, which are visible on the right.

Motivations	Challenges
<b>Group dynamics</b>  Walking meeting can increase the pleasantness of a group project. It was perceived to have a relaxing effect and to encourage preparedness for group meetings.	<b>Normalized study practices</b>  It is not easy to change the routine of studying because new practices require repetition and it is easy to forget learning them.
<b>Active break</b>  Walking meeting is seen as a refreshing way to take a break from otherwise monotonic studying. It helps to collect thoughts and can provide solutions to problems.	<b>Difficult to ask for companion</b>  It feels difficult to ask others to join a walking meeting. There were concerns whether your project group would be open to try nature-based study practices.
<b>Outside support</b>  Being asked to join a walking meeting was seen as a significant motivator to actually go for the walk. It was seen important that the practices would be provided by the university.	<b>Perception of not having time</b>  Tight schedule was perceived as discouraging, as nature-based study practices seem more time consuming and require more preparedness.
<b>Scheduling in advance</b>  Scheduling the walking meeting in advance might help find time for it and act as a reminder.	<b>Practicalities</b>  Not knowing what is a good route or suitable topics for the walk is a challenge. There are limitations to what can be done outside (e.g. note-taking).
<b>Short distances to nature</b>  Short distances to nature created the sense that it is easier to go for a walking meeting between studying without extra preparation or time allocation.	<b>Built environment</b>  Big roads and cars were seen as distractions. Closest nature areas often lack some of the desired attributes of nature.
<b>Ideal weather</b>  Sunny and warm weather were perceived as spontaneous motivators to go outdoors. Fresh air was perceived as refreshing and good alternative to air indoors.	<b>Rainy weather</b>  Especially rainy weather was seen as a challenge in regards to writing notes or wanting to go outdoors.

## Design implications

The 10 design implications were based on the pre-study themes and guided by persuasive design principles by [Oinas-Kukkonen and Harjumaa \(2009\)](#).

These design principles are the base of the study's design that aims to integrate nature-based study practices as part of a course completion.

No.	Design implication	Theme from the user study	Persuasive design principle
#1	Design for small groups	<i>Group dynamics</i>	<i>Co-operation</i>
#2	Facilitate the formation of groups	<i>Difficult to ask for companion</i>	<i>Co-operation</i>
#3	Introduce the variety of walking meetings	<i>Active break</i>	<i>Tunneling</i>
#4	Provide visualizations of the practicalities	<i>Practicalities</i>	<i>Tunneling</i>
#5	Integrate walking meetings as part of course completion	<i>Outside support</i>	<i>Reduction</i>
#6	Afford a time slot for regular walking meetings	<i>Scheduling in advance</i>	<i>Reduction</i>
#7	Afford minimal preparation	<i>Perception of not having time</i>	<i>Reduction</i>
#8	Encourage repeated practice of walking meetings	<i>Normalized study practices</i>	<i>Rehearsal</i>
#9	Suggest routes in nearby nature	<i>Short distances to nature</i>	<i>Tailoring</i>
#10	Guide toward nature environments	<i>Built environment</i>	<i>Suggestion</i>

## Design of the Brainwolk exercises

### Brainwolk 1: Selection of target culture

#### Talking points for the walk

- What is culture? Think broadly!
- What cultures interest you?
- Discuss and decide, which culture you want to target to.
- Can you find some participants that represent your chosen culture?  
Select a culture from which you can realistically find participants.



Remember to take the talking points with you on the walking meeting.

If you feel the need to take notes, how about voice messages?

#### After the Brainwolk

- Add images or post-it notes to describe how the Brainwolk went.
- Mark or describe which route you took
- If you did something differently, please describe how (e.g. remote meeting, everyone couldn't participate etc.)
- Remember to fill in the survey individually: <https://link-to-survey>

### Brainwolk 4: Catching up

#### Talking points for the walk

- How are you? What have you been up to?
- How is the project going?
- What is the plan of today?



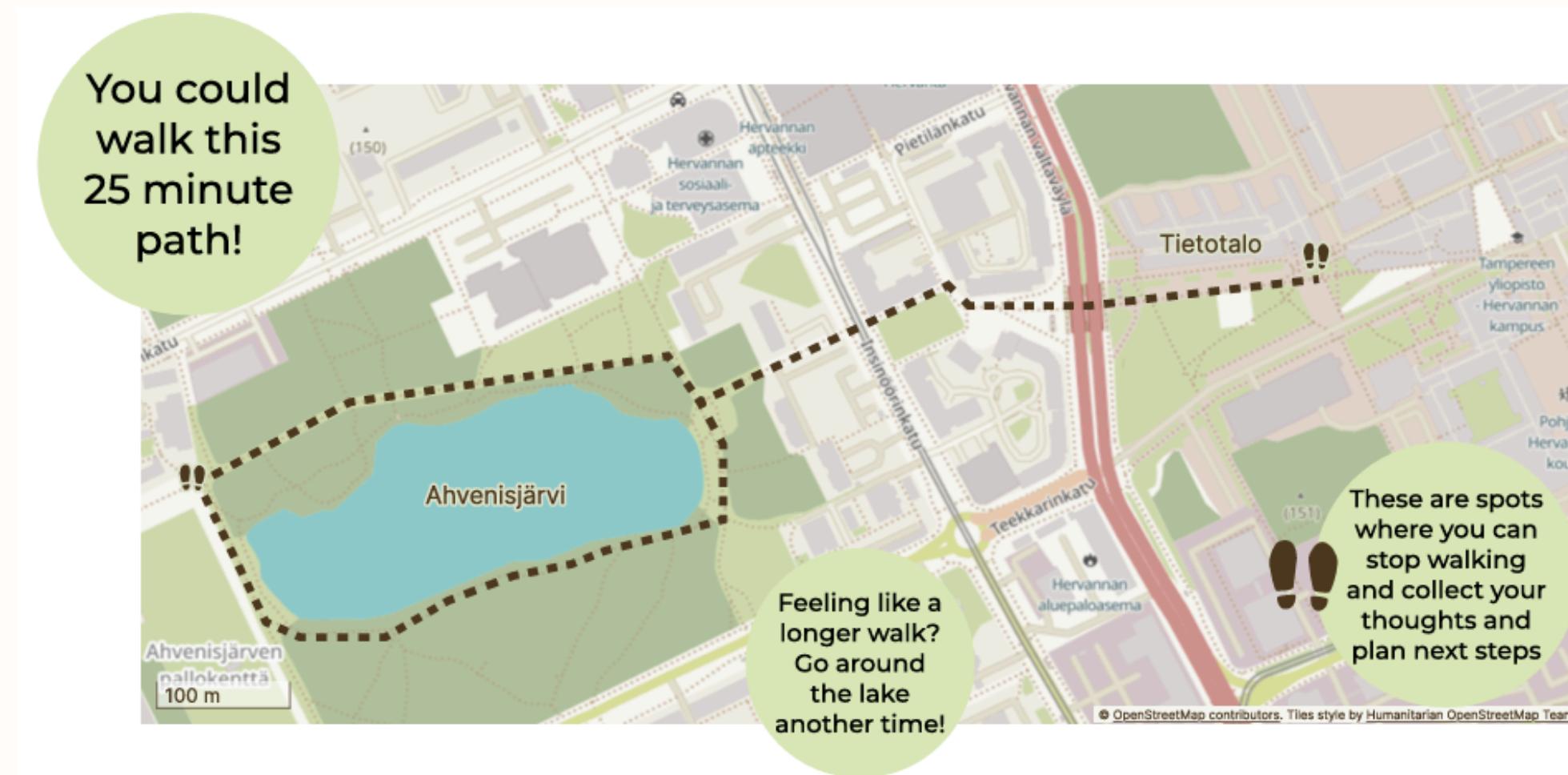
Start your meeting with a brief catch up in the fresh air!

Choose one of the earlier routes for your today's walk!

#### After the Brainwolk

- Add images or post-it notes to describe how the Brainwolk went.
- Mark or describe which route you took
- If you did something differently, please describe how (e.g. remote meeting, everyone couldn't participate etc.)
- Remember to fill in the survey individually: <https://link-to-survey>

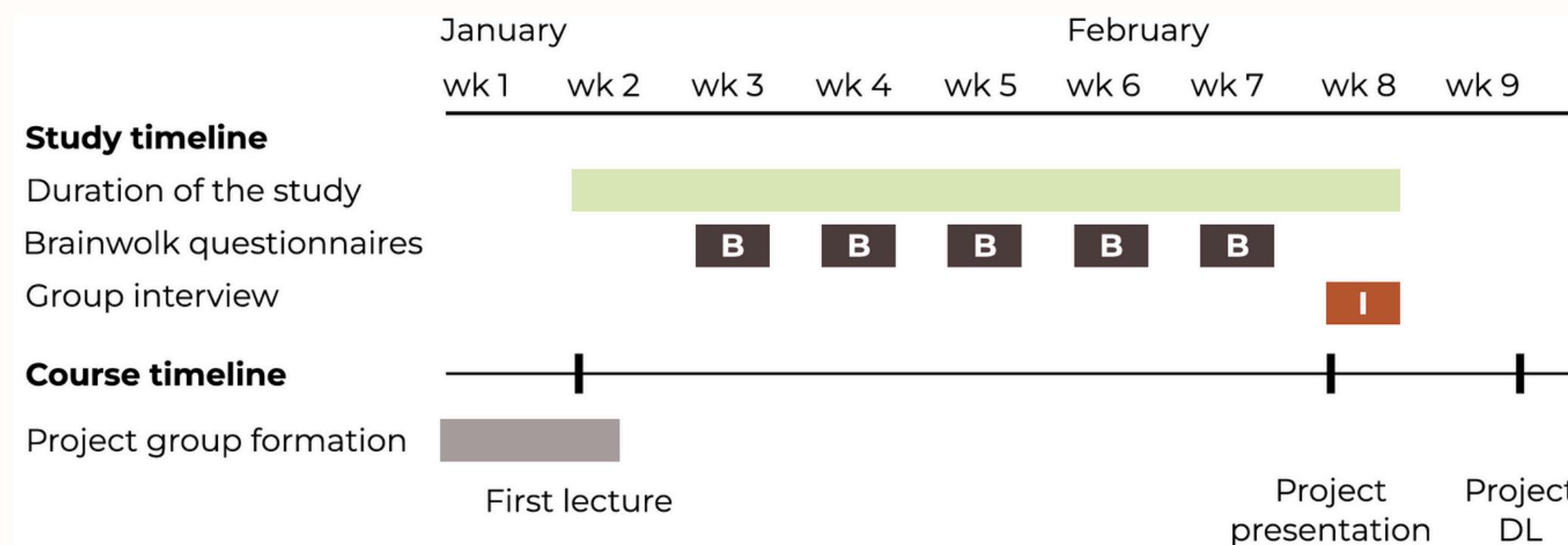
## Design of the route suggestions for the Brainwalk exercises



## Evaluation

One small group (N=3) participated on the study and tried out the Brainwolk exercises as part of their course completion.

The schedule of the course and the study:



## Results

The main contribution of the study are the 10 design implications that aim to guide the design of nature-based study practices to fit the university context through means of harmless persuasion, aiming to influence users' behavior or attitudes.

- #1 - Design for small groups
- #2 - Facilitate the formation of groups
- #3 - Introduce the variety of walking meetings
- #4 - Provide visualizations of the practicalities
- #5 - Integrate walking meetings as part of course completion
- #6 - Afford a time slot for regular walking meetings
- #7 - Afford minimal preparation
- #8 - Encourage repeated practice of walking meetings
- #9 - Suggest routes in nearby nature
- #10 - Guide toward nature environments

# aaltos band

## Case:

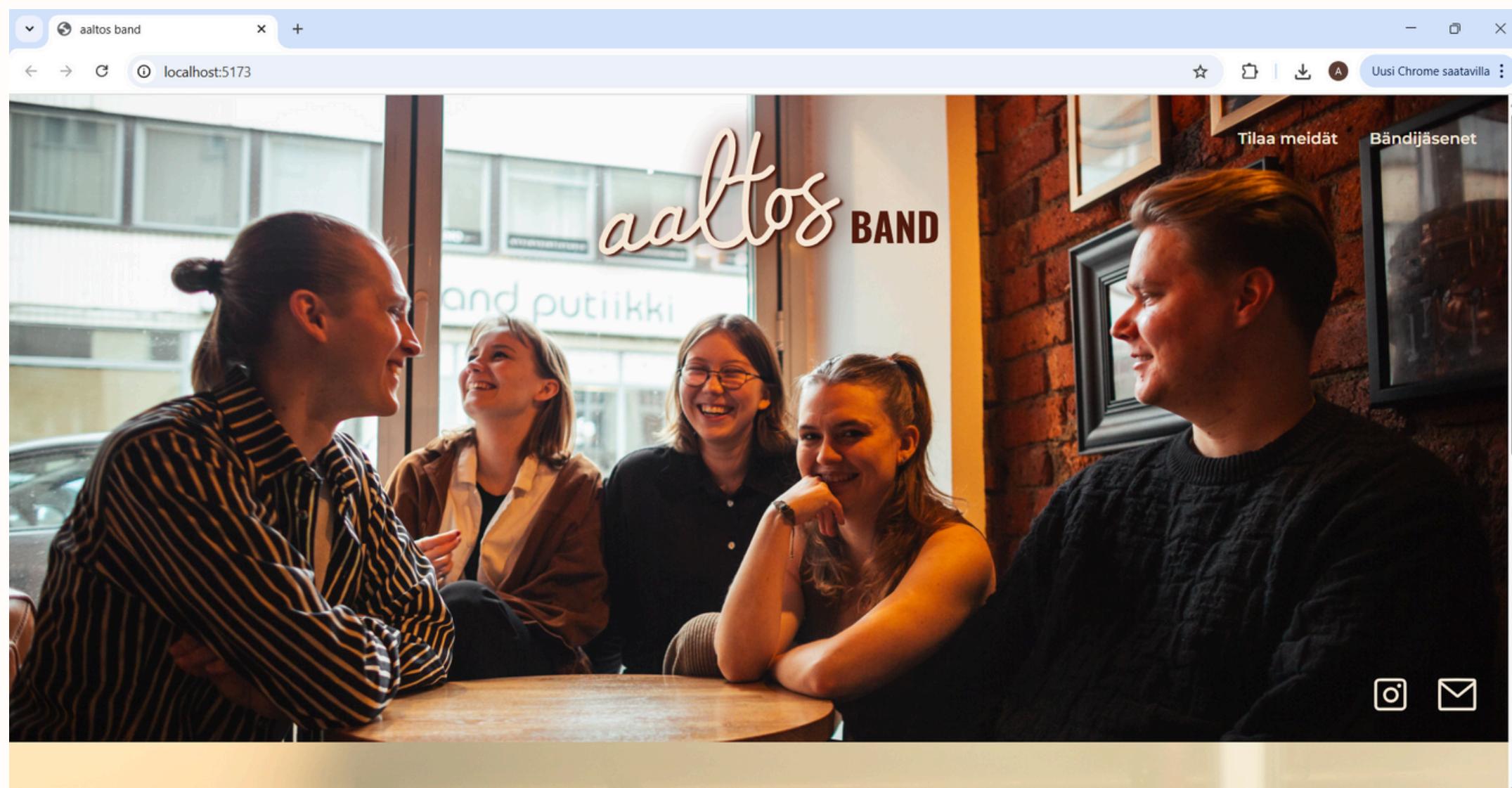
Creating a website for a cover band. Designing a logo and suitable aesthetic for the band's brand, as well as designing and coding the website itself.

## Design goals:

1. Make it easy to determine whether this band fits for the clients needs.
2. Key information easily accessible.
3. Give out professional, unique and warm vibes.

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## Landing page



## Design sheet

*aaltos* BAND



#531COF



#F9EBD9

**H1: OSWALD, BOLD, 48 PX**

**H2: OSWALD, BOLD, 32 PX**

**H3: OSWALD, BOLD, 20 PX**

**H4: OSWALD, BOLD, 15 PX**

Body 1: Montserrat, 15 px, semibold

Body 2: Montserrat, 15 px, extrabold

Instagram



33 x 33 px



15 x 15 px

Email



38 x 33 px



18 x 15 px

## Building the website

The website is a static and it uses:

- **JavaScript** for interactivity and dynamic behavior.
- **React** to build UI components.
- **Node.js** JavaScript runtime environment.
- **HTML & CSS** for page structure and styling.

## Bear with me.

The website is still under construction but you can check out the Figma prototype of the design

[HERE.](#)

# MUSA

## **Case:**

Service that guides international people to learn about Finnish musical cultures. The app suggests events and provides possibility to connect with other musically like-minded people.

## **Design goals:**

1. Create culturally inclusive and user-centered experience
2. Offer users a smooth and seamless way to find, understand, and interact with Finnish music.

## Personas



- **Name:** Juha
- **Age:** 25
- **Nationality:** Finnish
- **Location:** Tampere, Finland
- **Occupation:** University Student
- **Interests:** Finnish Music, Heavy Metal, karake and Outdoor Activities

Juha is a quintessential Finnish guy deeply rooted in his country's rich musical heritage. Born and raised in Tampere, Finland, he has always been surrounded by the sounds of Finnish music, from traditional folk tunes to contemporary rock and electronic beats. Juha is currently pursuing his passion for musicology as a university student, focusing on the study of Finnish music traditions and their cultural significance.

### Challenges

- Balancing Studies and Passion:** While Juha is deeply passionate about Finnish music culture, balancing his academic studies with his personal interests can be challenging at times.
- Niche Interest:** Juha's niche interest in Finnish musicology may limit his opportunities for collaboration and networking within broader music communities, requiring him to seek out specialized forums and events.

### Goals & Motivation

- Deepen Understanding:** Juha's primary goal is to deepen his understanding of Finnish music culture, including its historical context, regional variations, and contemporary trends.
- Preservation and Promotion:** He is passionate about preserving and promoting Finnish music traditions, particularly folk music, by studying its roots and sharing his knowledge with others.
- Community Engagement:** Juha actively engages with local music communities, attending concerts, festivals, and cultural events to connect with fellow enthusiasts and artists.
- Career Aspirations:** With his academic background in musicology, Juha aspires to pursue a career in music research, education, or cultural management, contributing to the preservation and promotion of Finnish music heritage.



- **Name:** Sara
- **Age:** 22
- **Nationality:** Spanish
- **Current Location:** Tampere Finland
- **Occupation:** International Student (Majoring in Cultural Studies)
- **Interests:** Music, Cultural Diversity, Languages, Traveling

Sara is a passionate and curious individual who has always been fascinated by different cultures and their unique expressions through music. Originally from Spain, she decided to pursue her higher education in Finland, attracted by its rich cultural heritage and vibrant music scene. Sara is currently enrolled as an international student majoring in Cultural Studies at a Tampere University.

### Challenges

- Language Barrier:** Sara faces challenges in fully engaging with Finnish music culture due to the language barrier. While she's enthusiastic about learning Finnish, it's still a work in progress.
- Navigating the Music Scene:** As a newcomer, Sara may find it overwhelming to navigate the Finnish music scene, from finding relevant events to discovering emerging artists.
- Cultural Adjustment:** Adjusting to a new culture and social norms can be challenging, especially for an international student like Sara, who comes from a different cultural background.

### Goals & Motivation

- Learn Finnish Music Culture:** Sara is deeply interested in immersing herself in Finnish music culture, understanding its roots, evolution, and contemporary trends.
- Cultural Exchange:** She aims to engage with local communities, artists, and scholars to exchange ideas, perspectives, and experiences about music and cultural diversity.
- Language Acquisition:** Alongside exploring Finnish music, Sara is also keen on improving her language skills, particularly in Finnish, to enhance her cultural understanding and integration.
- Networking:** Sara intends to build a network of like-minded individuals, both locals and fellow international students, who share her passion for music and cultural exploration.

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## Low-fidelity prototype

**01**

**On boarding Screen**

The first user will see is this welcoming screen with options to login in the app or to create account if the user is new.

**02**

**Login Screen**

This screen will allow user to login into the account but if they are in the app the can create one.

**03**

**Signup Screen**

This screen will allow user to create account and select account type. If the already has an account, he/she can login in the app.

**04**

**Select the Genres**

Before proceeding to home screen the will ask user to select the musical genres just to keep it personalized for the users.

**05**

**The Home Screen**

On the home user can explore many things like different music cultures, read articles about music and specially learn music culture of finland.

**06**

**Explore Screen**

This screen have three main categories Events, Collaboration and Community each has its own content. The Event category is set as default on this screen where user can see multiple events happening in the city. Also user can search events and apply filters on the search such as 'search by genres'.

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## Landing page

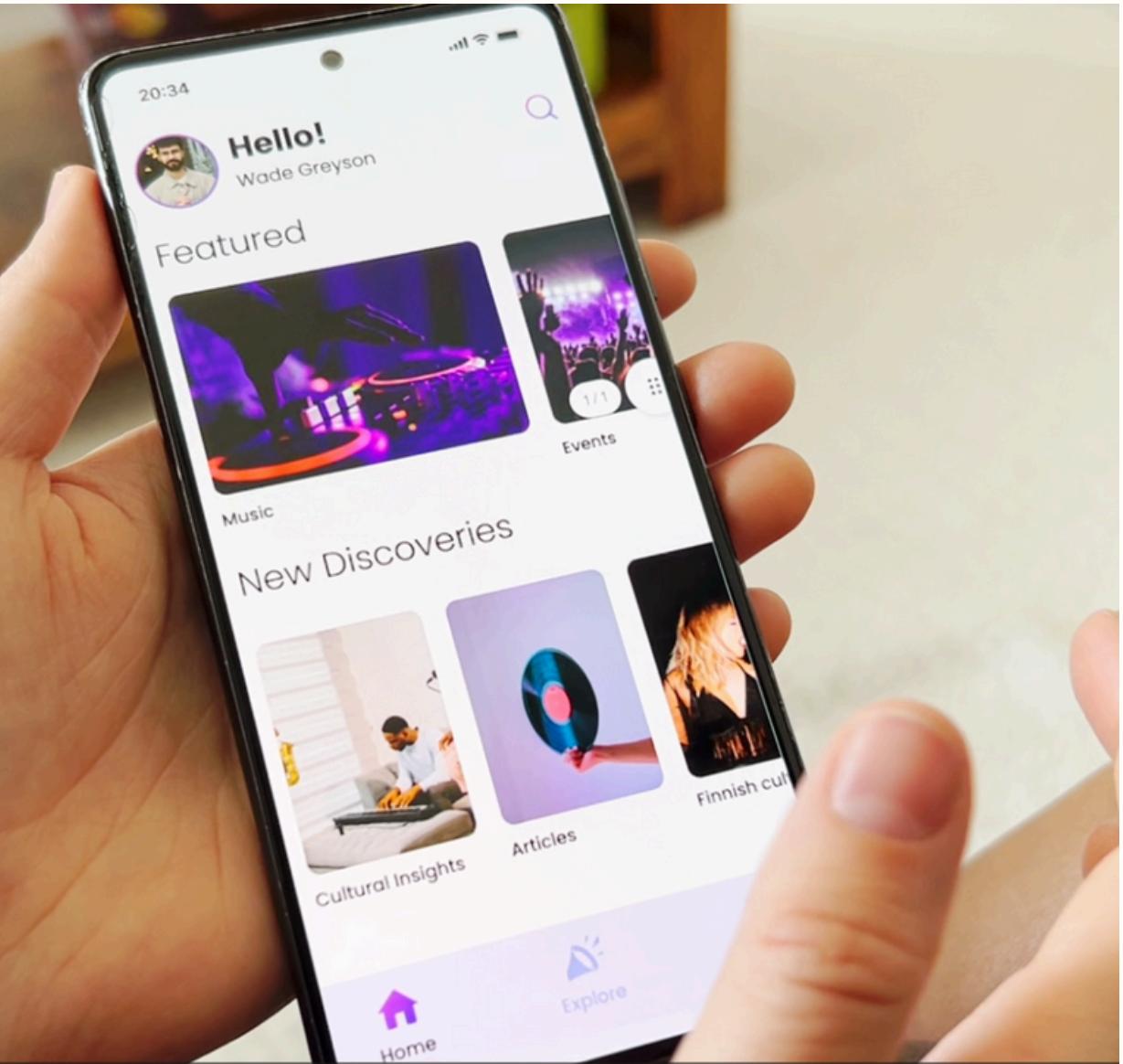
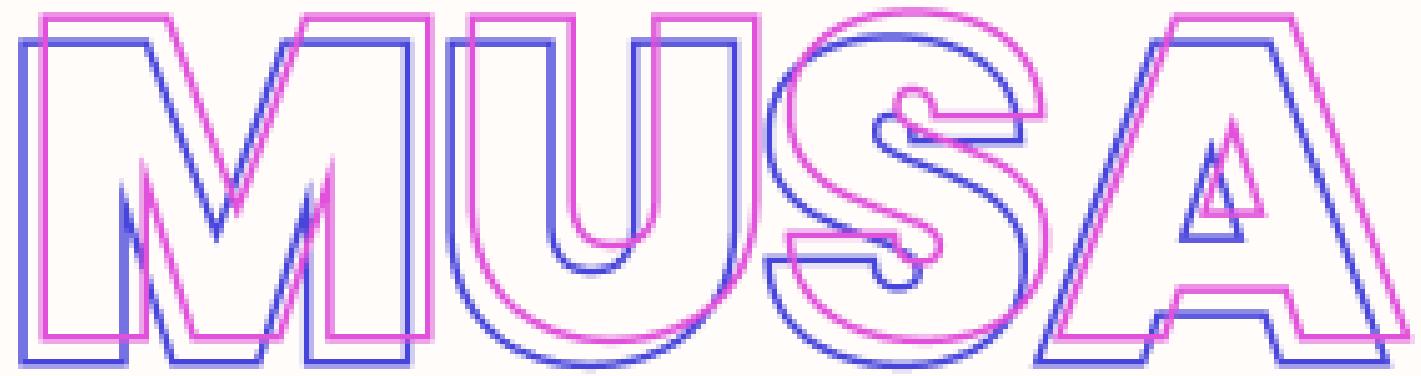


Image from a demo video of the concept

## Logo



Discover • Connect • Groove

# Dreamers

## **Case:**

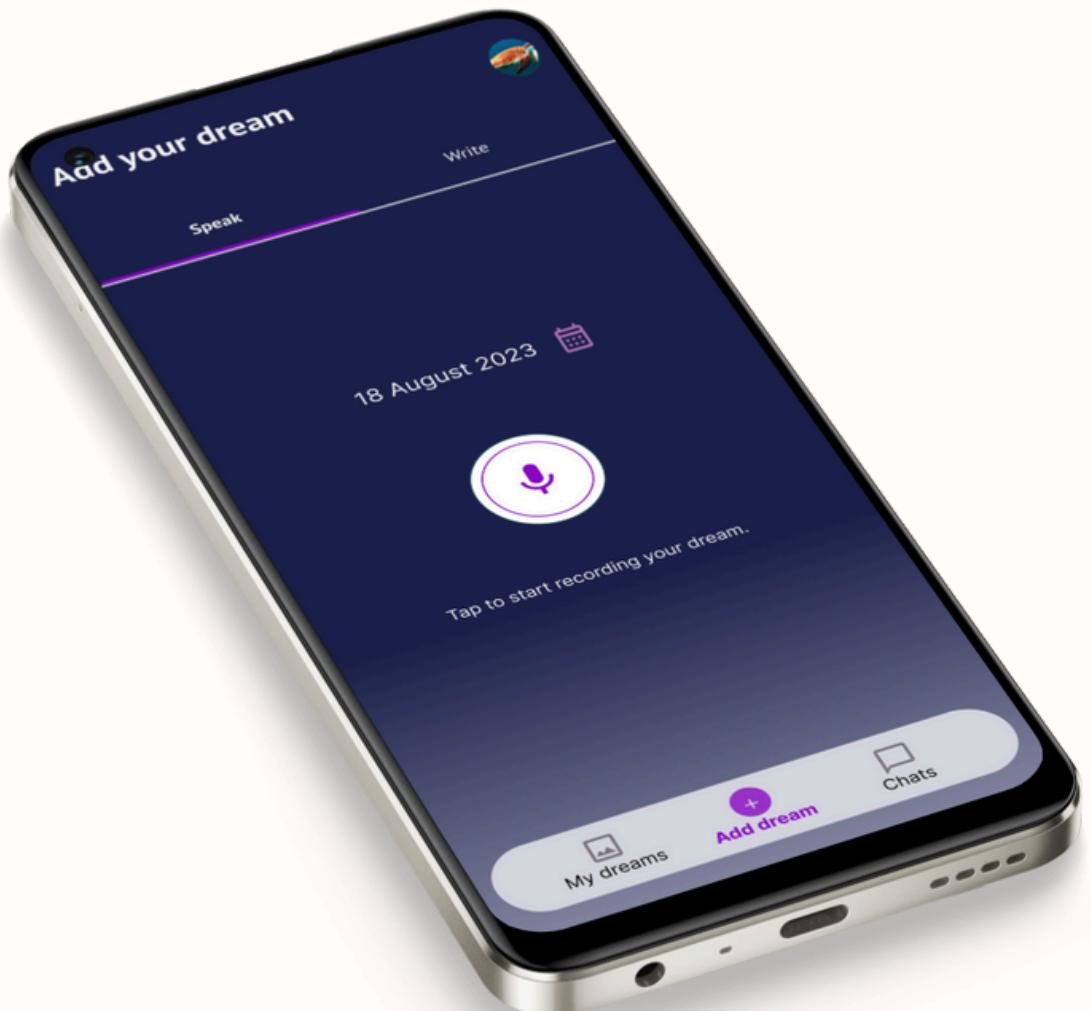
Application for creating images of your dreams with generative AI. The project consists of researching generative AI, innovating a new product based on the research and creating a design prototype.

## **Design goals:**

1. Make sharing dreams swift and visually engaging.
2. Motivate user to keep up a dream diary with fun features and effortless usability.
3. Key functionalities are easily and quickly accessible.

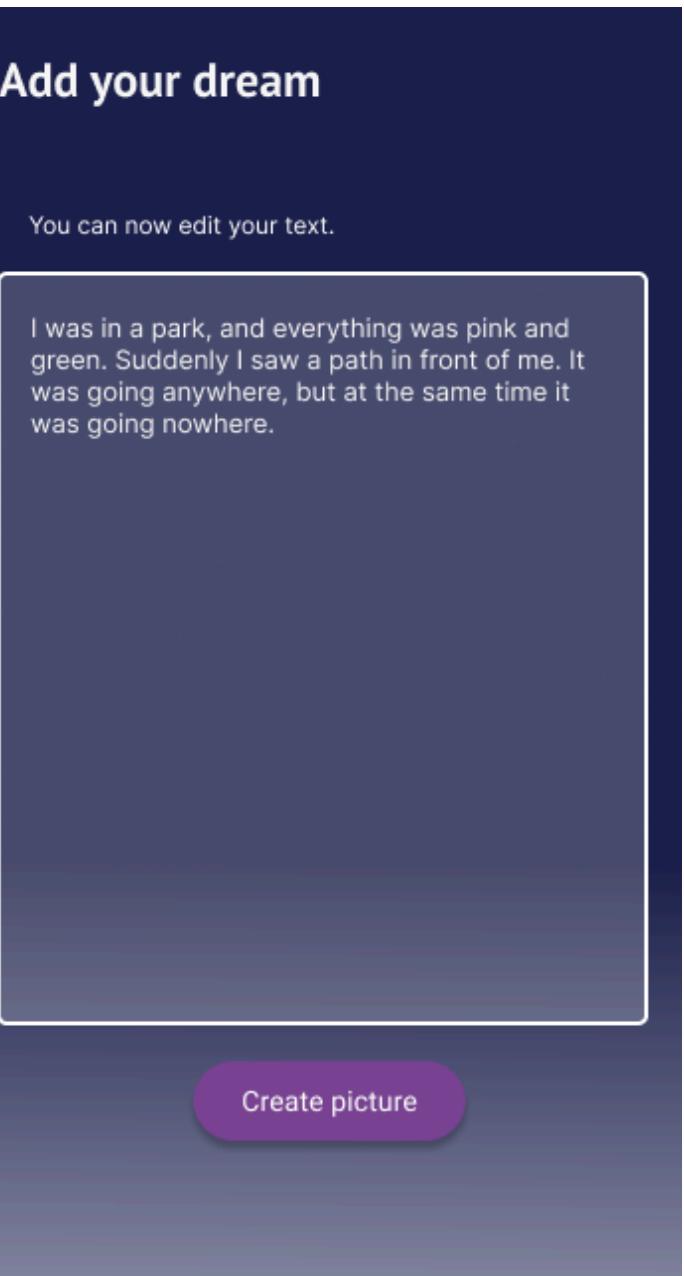
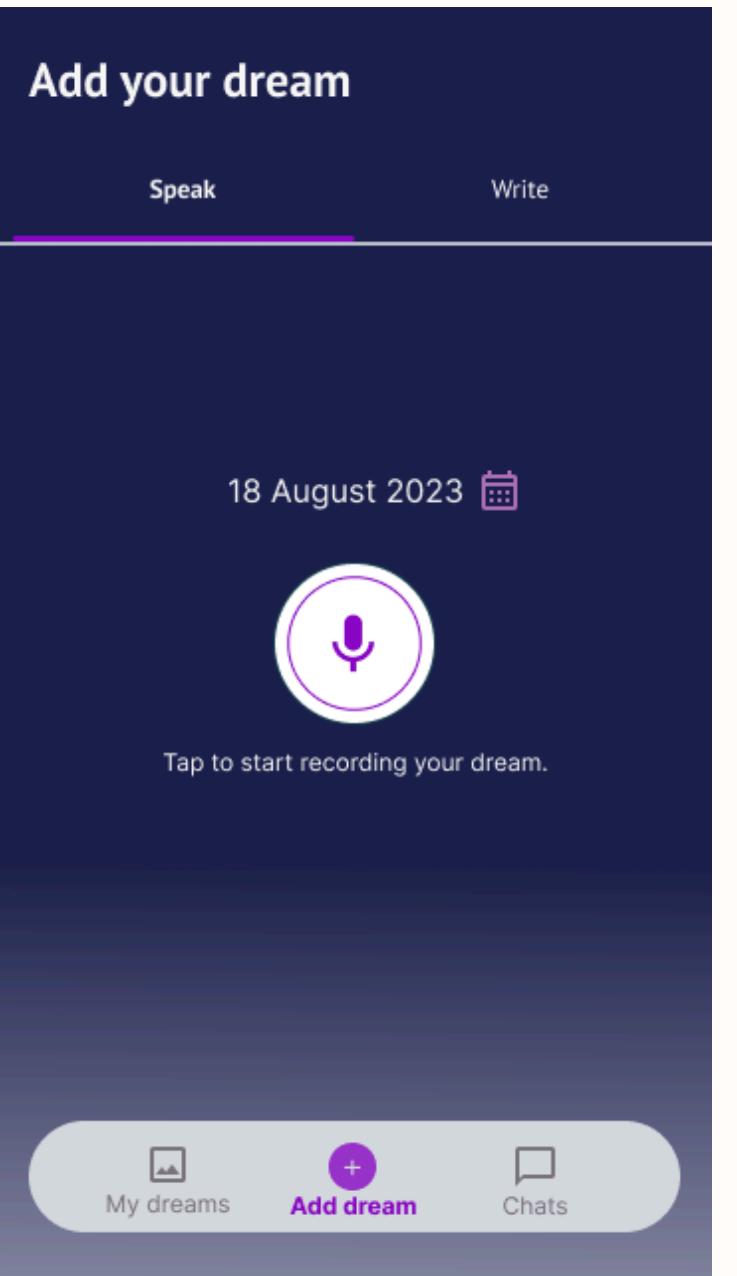
## Main functionalities of the app

1. Log your dreams with text or speech and the app generates an image based on your prompt.
2. "My dreams"-section where all your logged dreams are collected to.
3. "My friends"-section where you share your generated images to each other.

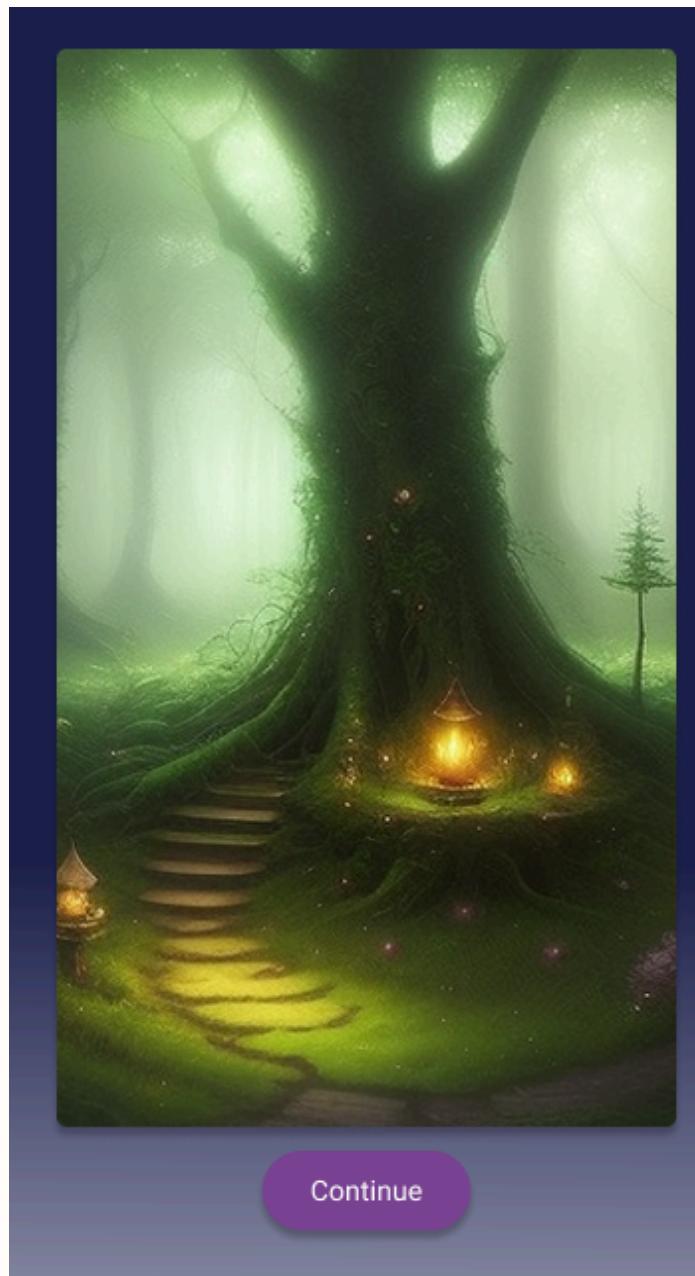


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## Input: Speech and/or text



## Output: Image



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LinkedIn

