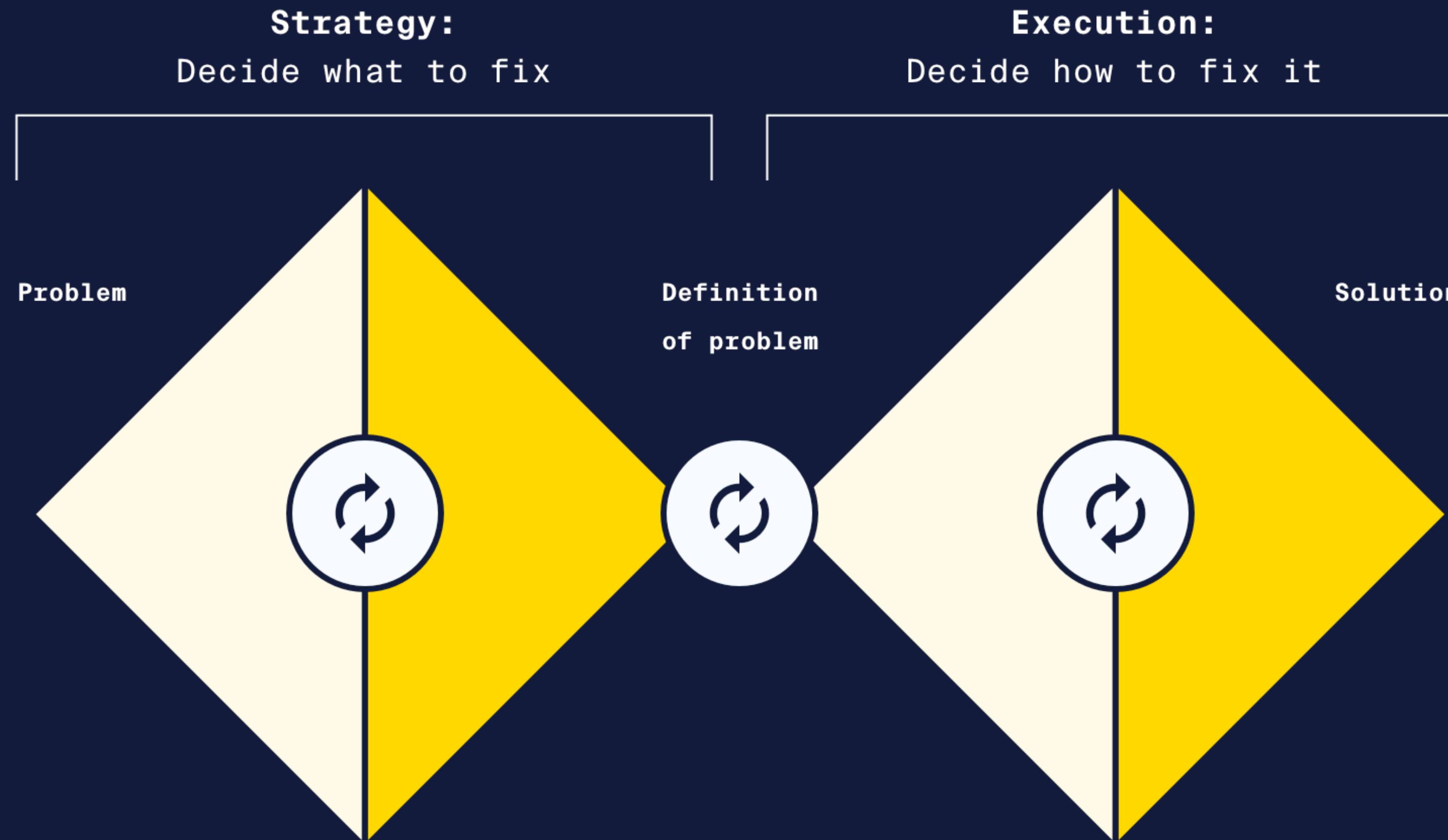


**User stories & journey mapping
& Personaer & AI workshop**

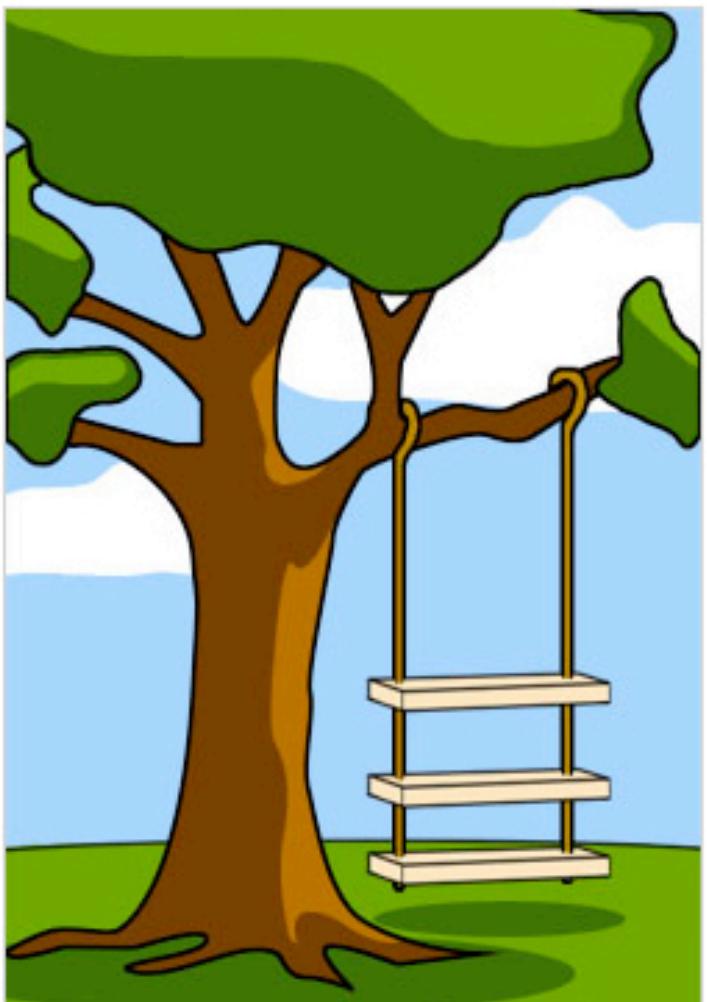


Phase 1: Discover
What user needs, problems, and challenges exist?

Phase 2: Define
Which problem are we trying to solve?

Phase 3: Develop
What is the range of ways we could solve this problem?

Phase 4: Deliver
Which solution will we develop and deliver?



1

www.projectcartoon.com
How the customer explained it



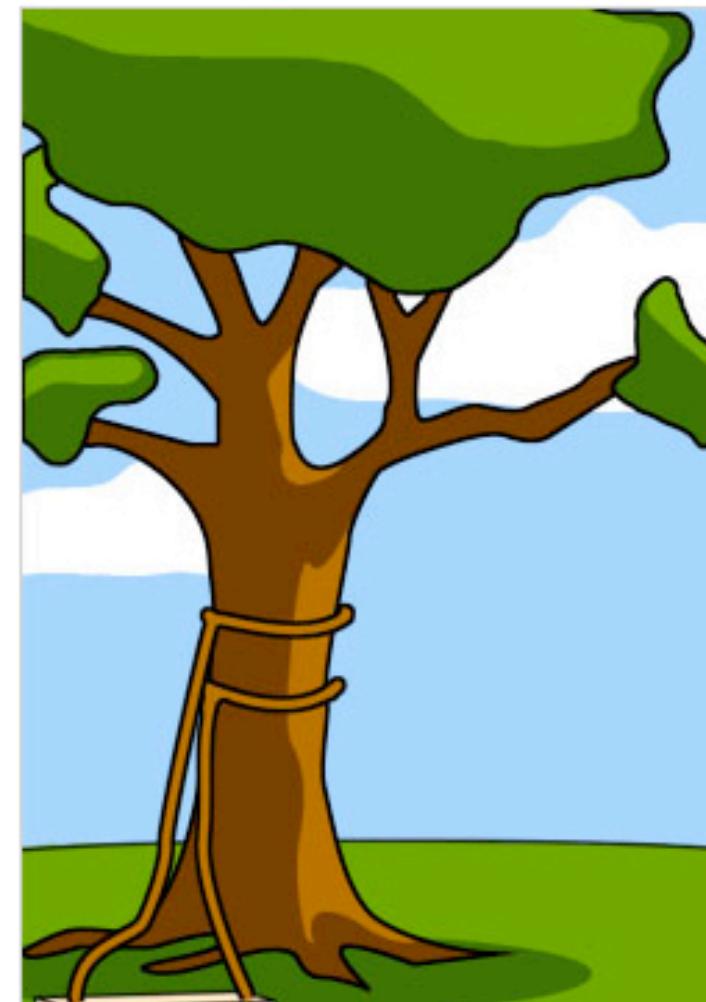
2

www.projectcartoon.com
How the project leader understood it



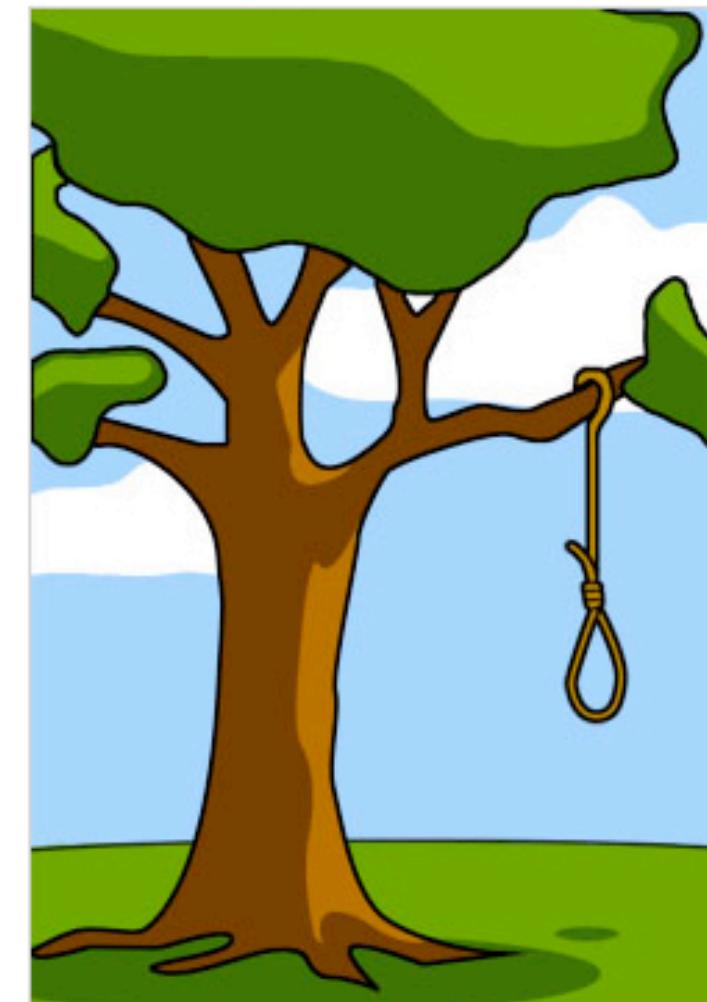
3

www.projectcartoon.com
How the analyst designed it



4

www.projectcartoon.com
How the programmer wrote it



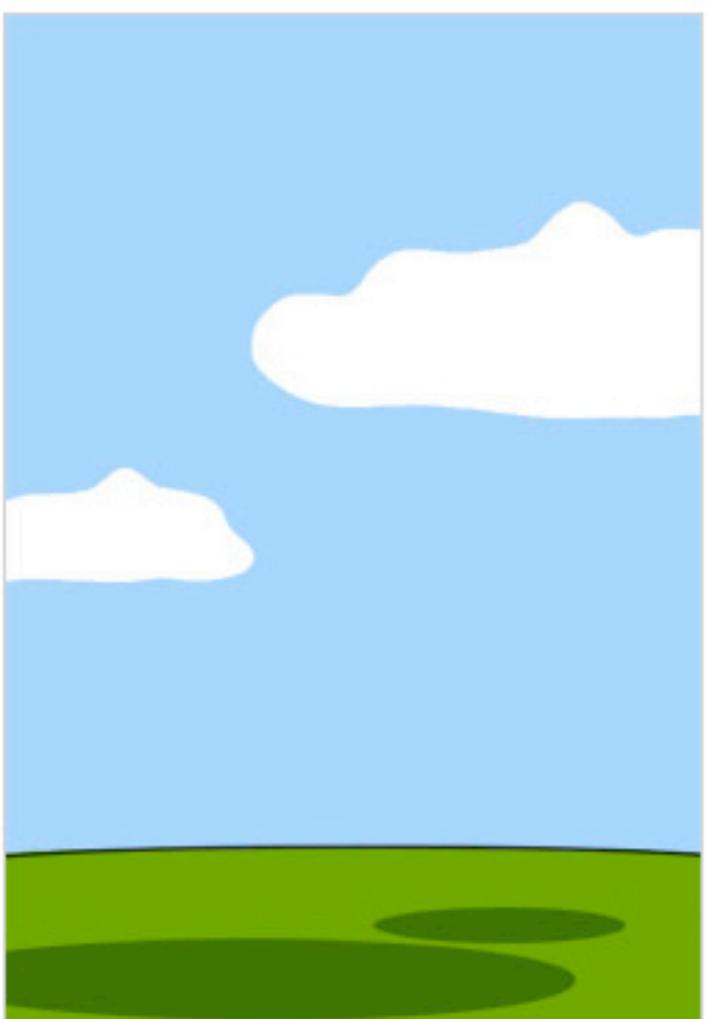
5

www.projectcartoon.com
What the beta testers received



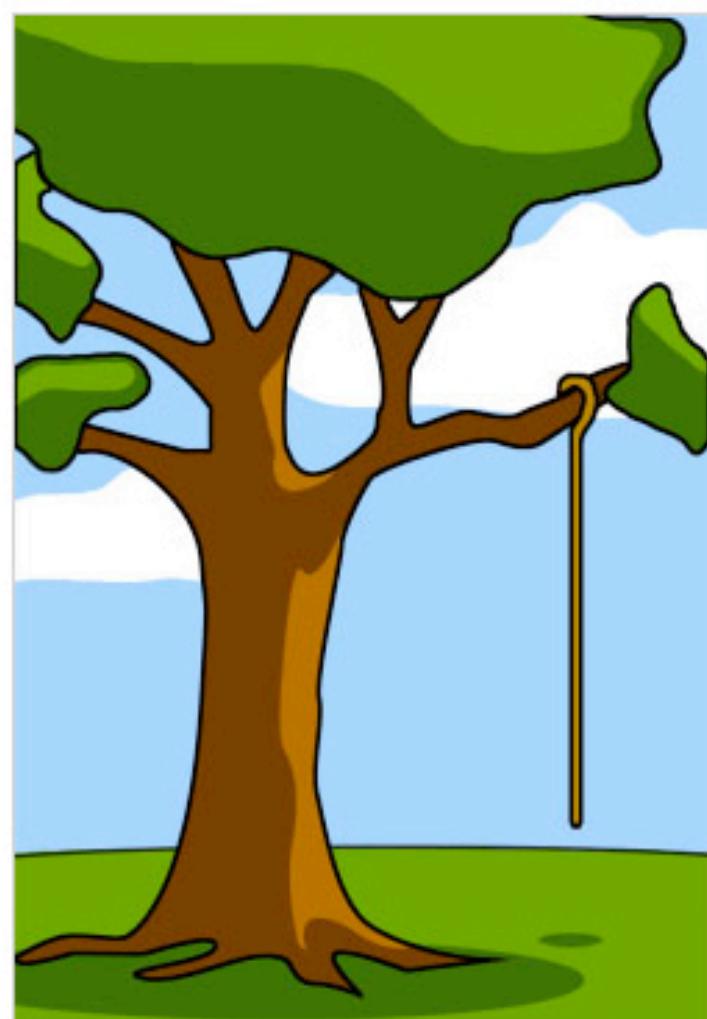
6

www.projectcartoon.com
How the business consultant described it



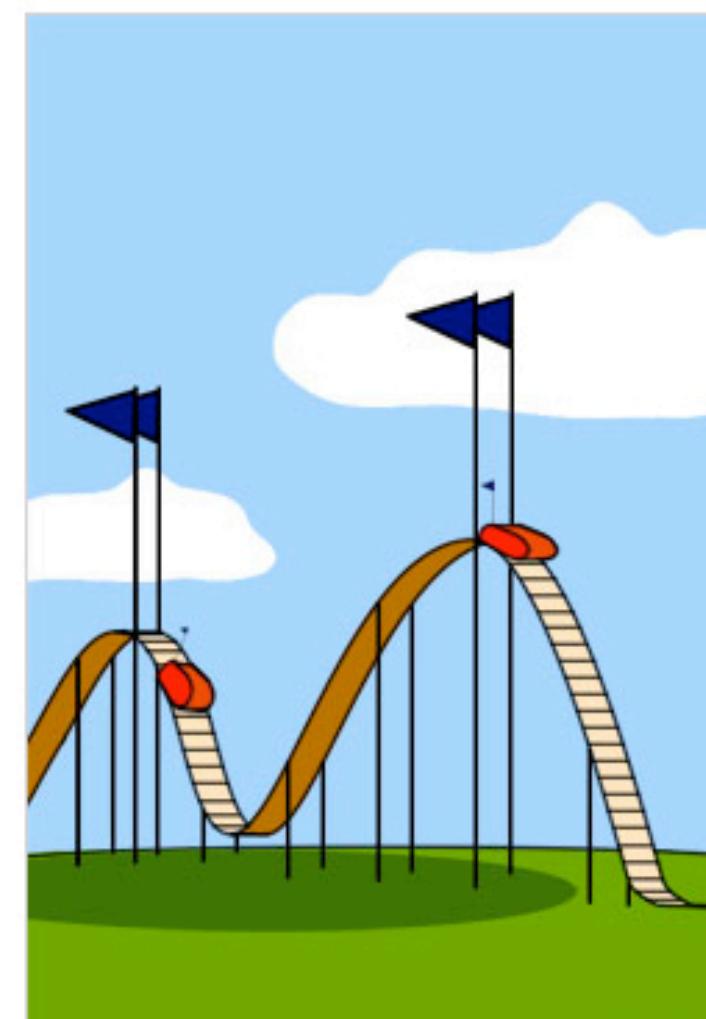
7

www.projectcartoon.com
How the project was documented



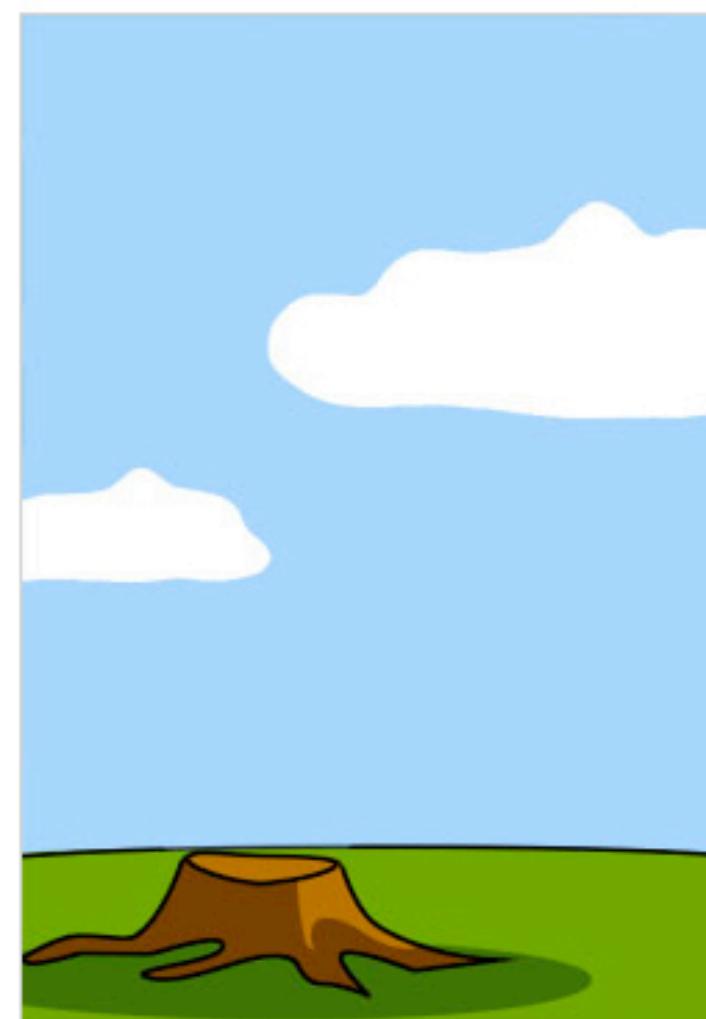
8

www.projectcartoon.com
What operations installed



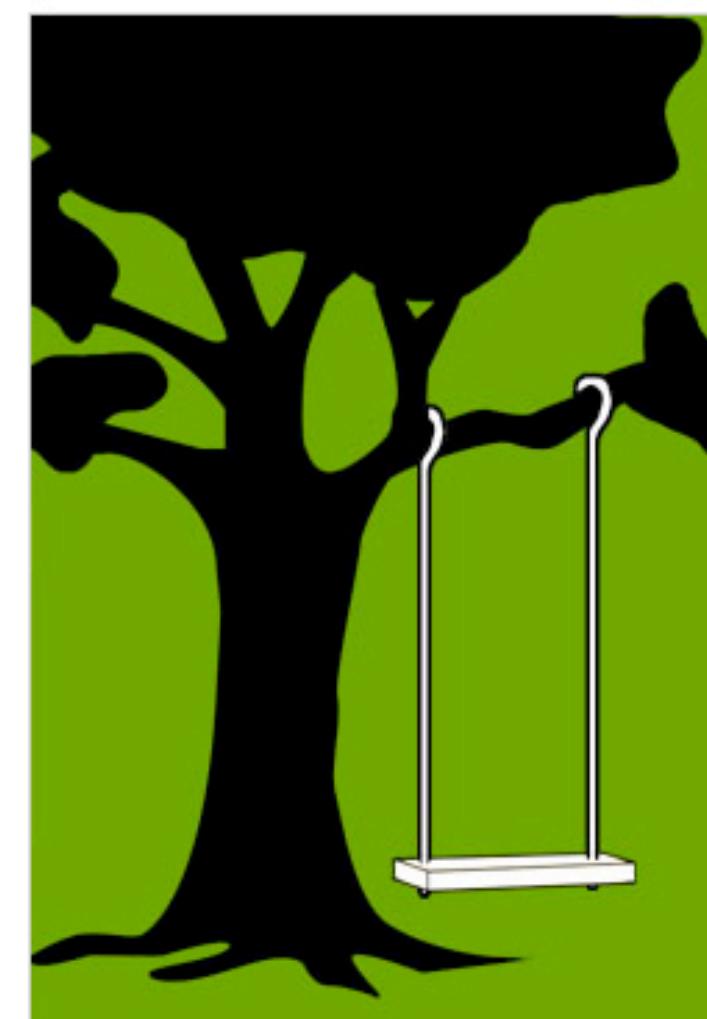
9

www.projectcartoon.com
How the customer was billed



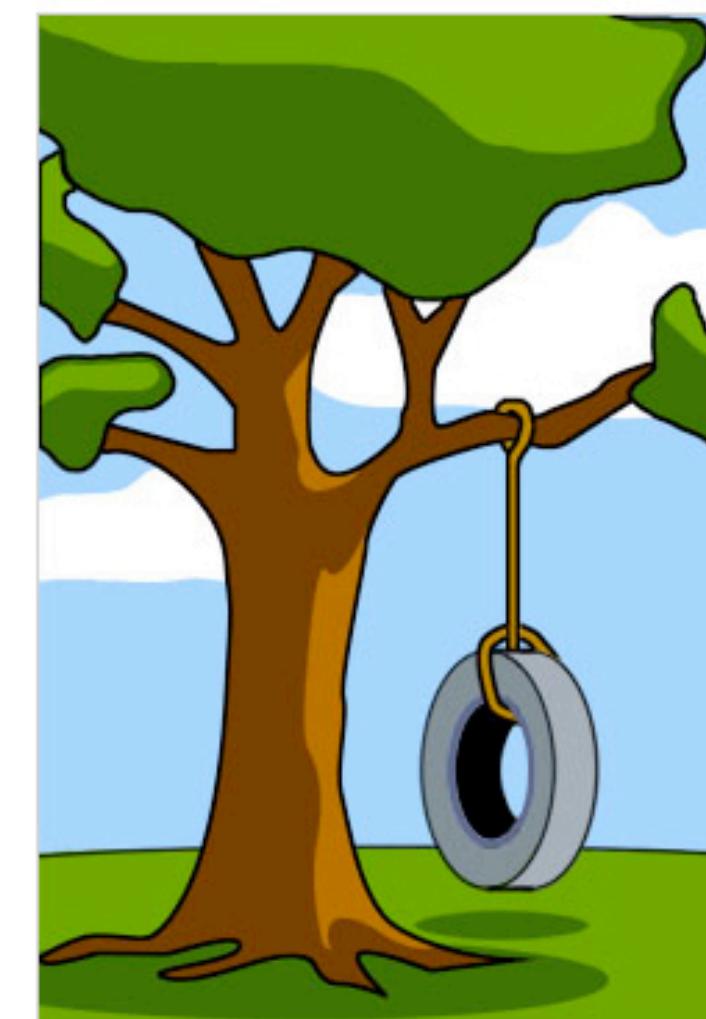
10

www.projectcartoon.com
How it was supported



11

www.projectcartoon.com
iSwing



12

www.projectcartoon.com
What the customer really needed

User stories

User stories

- User stories are short statements about a specific user need
- User stories are a popular way to capture and communicate requirements in Agile software development
- User stories focus the project on the perspective of those who will use it

**As a student new to programming
I want to get feedback on my progress
So I can know where to focus my effort**

**As a person with ADHD
I want to know my schedule weeks in advance
So I can prepare for what is coming**

**As a content creator,
I want to be able to schedule social media posts,
so that I can better manage my social media presence and reach my
audience at the right time**

User stories

- As a __ (who exactly has this specific need?)
- I want to __ (what objective does the user want to perform?)
- So I can __ (What is the motivation the user has for performing the task?)

A well-defined user story

- Has single functionality
- Is short, specific and goal-oriented
- Has the perspective of the user
- Focuses on what the user aims to achieve

Forces a form of empathy for the user. We want to help users with the problems they have

User stories

- We are in the define process now!
- That means choosing which users to focus on and what problems we should focus on
- When creating user stories it is important that we emphasise with the users!

User stories opgave

10 minutter

Forestil dig i er igang med et projekt der udforsker det at lave en madplan.
Definer en målgruppe og forestil jer i har lavet en discover process.

Lav 4 user stories. De skal hjælpe med at fokusere på hvem brugerne er og hvilket problem jeres projekt skal fokusere på

Fælles på klassen tager vi nogle af jeres user stories

Personas

Personas

En persona er en fiktiv karakter skabt til at repræsentere en bestemt type bruger eller kunde, herunder deres adfærd, mål, motivationer og smertepunkter. Det bruges i marketing og produkt design for at hjælpe teams med at forstå deres målgruppe og skabe produkter og oplevelser, der passer til dem

At personificere den typiske bruger efter man har lavet brugerresearch kan være svært. Det hjælper personaer os med

Personas i Design Thinking

I Define-fasen sammenfatter designtænkere deres forskning og resultater fra Empathise-fasen.

Brug af personaser blot én metode, blandt andre, der kan hjælpe designere videre til den tredje fase, Ideation-fasen

Hvad skal en persona indholde

Der kommer an på hvad din design process omhandler, men kan blandt andet have

- Navn, titel
- Motivationer
- Generel viden (alder, køb, bopæl)
- Værdier
- Citat
- Beskrivelse
- Pain points
- Adfærdsmæssig data
- Mål
- Frustrationer
- Et billede

Jeres personaer skal være baseret på jeres rigtige brugere! Ikke noget med at opdigte her!

borger.dk



Ahmad, 34,
Nørrebro



Anna, 27
Århus



Birgit, 60, Korsør



Bjørn, 64, Hjørring



Christian, 19,
Nakskov



Helle, 42, Vejle



Henrik, 25,
Sønderborg



Lars, 58,
Svendborg



Maria, 34,
Østerlars



Mehtap, 21,
Albertslund

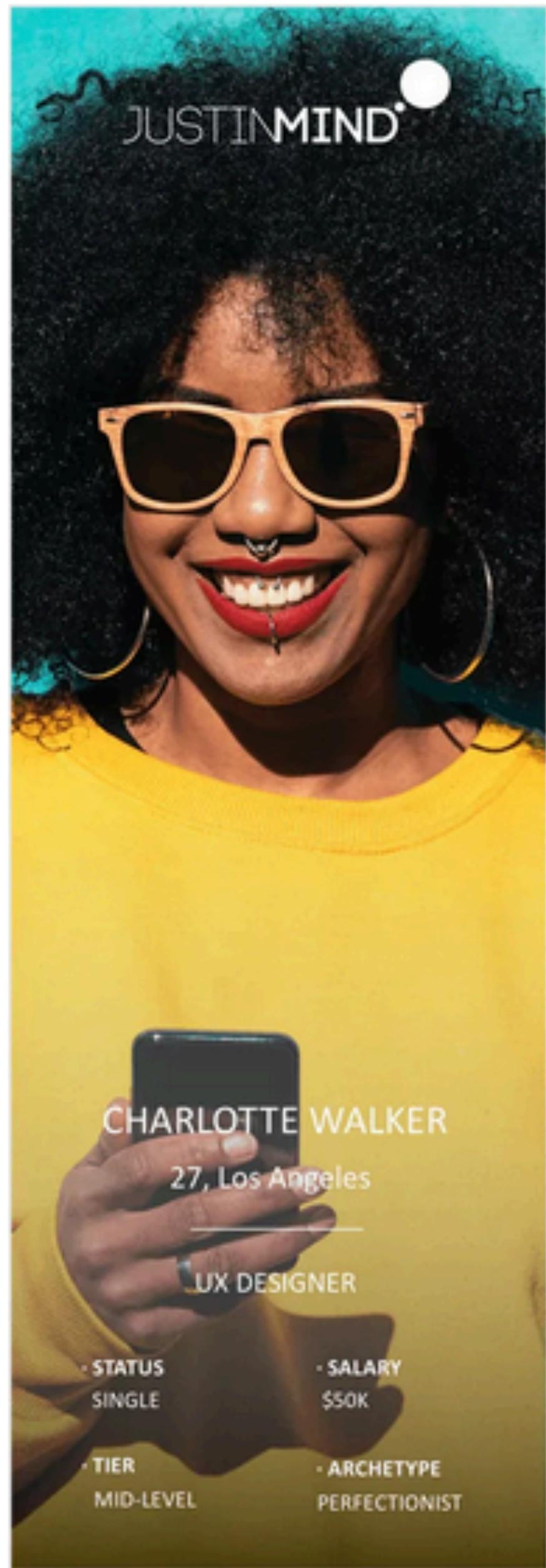


Rikke, 18, Birkerød



Peter, 33,
Frederiksberg

<https://www.yumpu.com/da/document/read/18288743/laes-de-seks-personasbeskrivelser-borgerdk>



PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding

BIO

Charlotte recently started a new job as a UX designer in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.

Motivations



Goals

- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

“

"I want to help my team deliver great user experiences"

”

Behavior

Overseeing builds

Writing specs

Designing features

Meetings

User testing

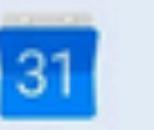
Influences

- | | |
|---------------|-----------------|
| • CREDIBILITY | • BLOGS/ FORUMS |
| • COLLEAGUES | • PSYCHOLOGY |
| • TECHNOLOGY | • UI TRENDS |

Frequently used apps



Justinmind



31
Google
Calendar



PocketGuard



Indah (32 y/o)

Relationship Manager in a Private Bank in Jakarta

“

I always strive to give the best for my family, especially for my kids.

Demographics

Age : 32 Years Old
Job : Relationship Manager
Family : Married, 2Kids
Location : Central Jakarta
Education : Post Graduate
Archetype : The Working Mom

Goals

Have a healthy, balanced life with family

Personality

#extrovert #analytical #liberal #active #observant #meticulous #friendly
#gogetter

Bio

Indah is a working mom in Jakarta and for the past couple of years has been very interested in practicing a healthier lifestyle. She becomes more conscious about what her family are consuming since she frequently consults with her working mom colleagues about menu planning for her kids. She would like her family to go organic, but she doesn't have time for doing groceries shopping herself for ensuring the produce's quality herself. She wants to have a more practical way to get the high quality produce for her family

Motivation

Incentive	● ● ● ● ●
Fear	● ● ● ● ●
Achievement	● ● ● ● ●
Growth	● ● ● ● ●
Power	● ● ● ● ●
Social	● ● ● ● ●

Frustation

- Time-pressed life during weekdays, juggling between office and home
- Strives to provide healthy, high quality meals for her family, but doesn't have much time for groceries shopping herself, she relies on her household assistant for groceries shopping, but she is not able to keep track of the produce's quality and source





Drew

Influencer

ABOUT

- 👤 Age 25-34
- 💰 \$50K-75K
- 💻 High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS

Friends
Cultural
Adventure
Learning
Networking
Hype
Credibility

MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.

PAIN POINTS

Finding the time to attend events and staying on budget.

39%
Total Universe GTV

12
Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.

How are personas used?

- They are used to guide the design thinking process when generating ideas, creating prototypes, figuring out the design, figuring out how to test the application on users

Persona vs target audience

A target audience is a broader set of users. That are defined by different characteristics (mom, between 23 and 26, loves nature)

A persona is a lot more specific. It creates a fictional yet realistic description of one typical user.

Talk to your users!!!

Creating a user persona is not an excuse to avoid talking to actual users.

The biggest mistake designers can make when crafting their user personas is making the entire thing up—and it's a mistake that happens often!

<https://www.nngroup.com/articles/personas-study-guide/>

Personas tools - Canvas

Canva



Navn: Anna

Alder: 21

Skole: KEA

Udannelse: It-teknolog

Optaget med: Kvote 1

Baggrund:

Anna bor på Vesterbro sammen med sin kat, og er fuldtidstuderende på KEA. I sin fritid elsker hun at blandt andet at mediter, dyrke yoga og løbe. Anna er ny til programmering, men gør sig bedste.

Mål: Anna ønsker at have bedre koncentration i skolen, og bekæmpe sit koncentrationsbesvær.

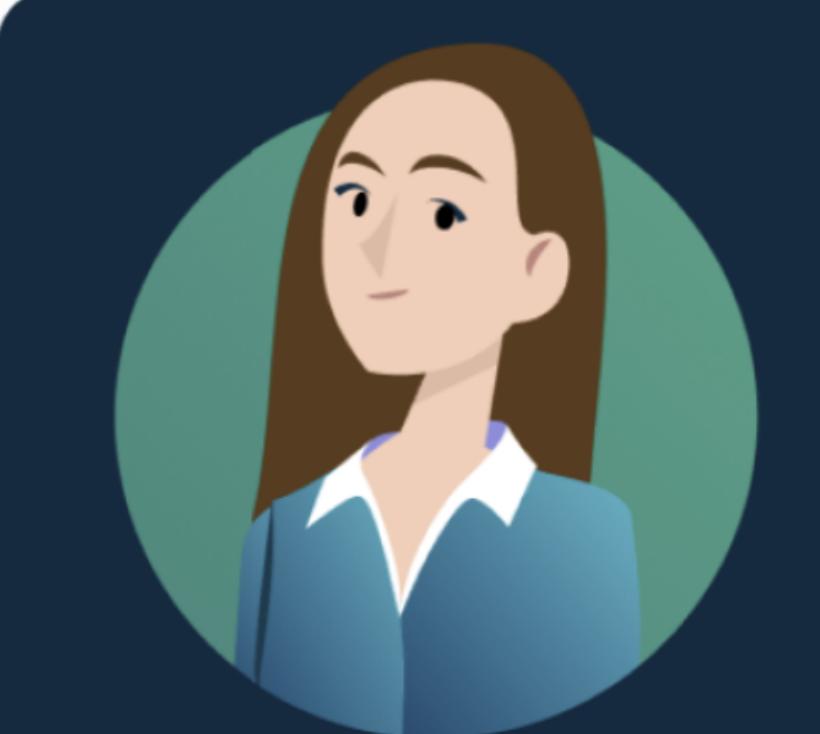
Pains:

- Anna mister hurtigt koncentrationen under aktiv lytning
- Dårligt indeklima påvirker Annas fokus i en kritisk grad.

Gains:

- Anna er god til at tage noter, når hun kan mærke at hendes koncentration bliver dårligere. Det hjælper hende meget.
- Anna er god til at trække luft, når hun finder sig selv uden fokus.

Personas tools - Figma



“
Quote

For mig er det vigtigt at min uddannelse kan åbne op for mange muligheder, da jeg endnu ikke ved, hvad jeg vil. Samtidig følte jeg mig mest tryg ved det at få standpunktsskærtere, som man gennem nogle andre uddannelser ikke oplever.

Alder 15
Køn Kvinde
Status Single
Klassestrin 9. klasse

Marie Nielsen

Baggrund

Marie er en 15-årig pige fra Odense, der går i 9. klasse og er i gang med at overveje, hvilken ungdomsuddannelse hun skal vælge. Hun har en generel interesse for mange forskellige fagområder og har ikke endnu besluttet sig for, hvad hun vil arbejde med i fremtiden.

For Marie er det vigtigt, at hendes uddannelse åbner op for mange forskellige muligheder, så hun kan udforske flere veje og finde sin passion. Hun er også meget fokuseret på sine standpunktsskærtere, og hun føler sig tryg ved at have en forståelse for sin præstation og opnåelse af faglige mål.

Marie føler ikke at hun har fået nok information, omkring de mange forskellige uddannelser, og er derfor meget i tvivl om sit valg.

Mål

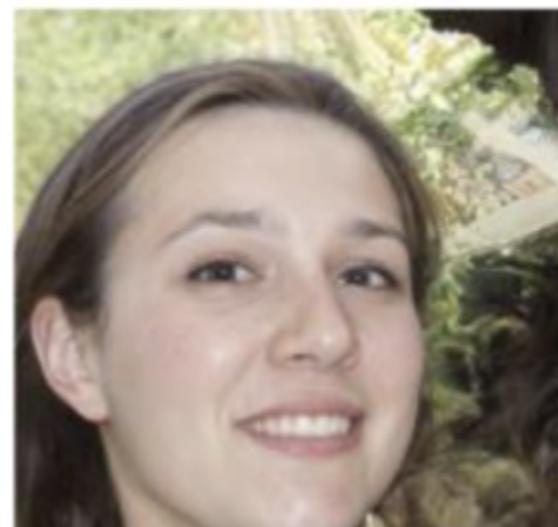
- Marie håber at finde en uddannelse som åbner op for mange muligheder.
- Marie håber at valget af ungdomsuddannelser vil blive nemmere for andre unge i fremtiden.

Udfordringer

- Marie er i tvivl om valg af ungdomsuddannelse, da hun har fået for lidt information.
- Marie er bekymret for at hendes valg af ungdomsuddannelse er altafgørende.
- Marie kan også have svært ved at finde ud af, hvad hun egentlig er god til, og hvilke fagområder hun er mest interesseret i.

Personas tools - Xtensio

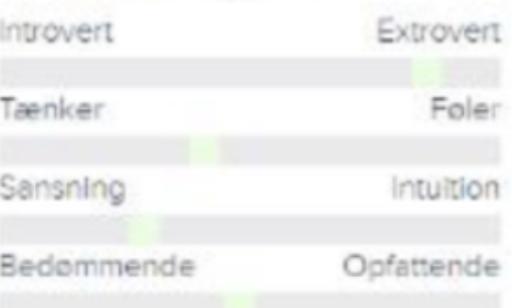
Vera Rasmussen



"Jeg har mistet kontakten til mine venner"

Alder: **18**
Work: **Job Title**
Familie: **Forældre**
Lokation: **Roskilde**
Beskæftigelsesstatus: **Bachelor**

Personlighed



Formål

- Vil gerne have nogle nye venner
- Mangler nogen at kende med ADHD

Udfordringer

- Ingen kontakt til tidligere venner
- Har aldrig kunnet snakke om ADHD med nogen af sine tidligere venner

Biografi

Vera har lige afsluttet sin gymnasiale uddannelse og er startet på en bachelor uddannelse, derfor har hun ikke længere kontakt til nogen af sine tidligere veninder fra gymnasiet. Alle hendes veninder har også travlt med skolen og arbejder. Hun har ikke nogen at snakke med. Pigerne fra hendes studie er ikke hendes typer. Vera har vidst i 2 år, at hun har ADHD.

Motivation



Persona opgave - 20 min

I skal nu lave 2 personaer til jeres projekt i skal aflevere d. 3/3

Husk at basere personaerne på de brugere i rent faktisk har snakket med.
Det skal ikke være grebet ud af luften.

Journey mapping

Journey mapping opgave

1 time

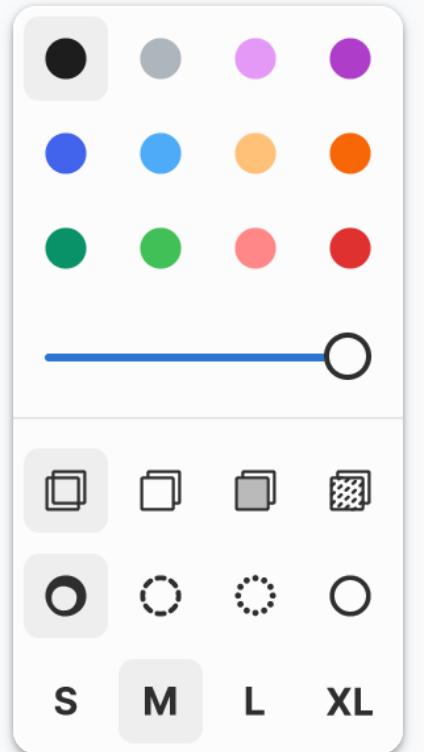
- I skal i grupper researche hvad journey mapping er. Her er nogle ting i skal tænke over
 - Hvad er et journey map?
 - Hvorfor laver vi journey map?
 - Hvor i design thinking processen kan journey mapping passe ind?
 - Lave et eksempel på et journey map
- Til sidst skal i skrive en opgave der skal tage ca 20 minutter at udføre
 - Den skal give de studerende hands-on erfaring med at arbejde med journey map

Journey mapping opgave 2

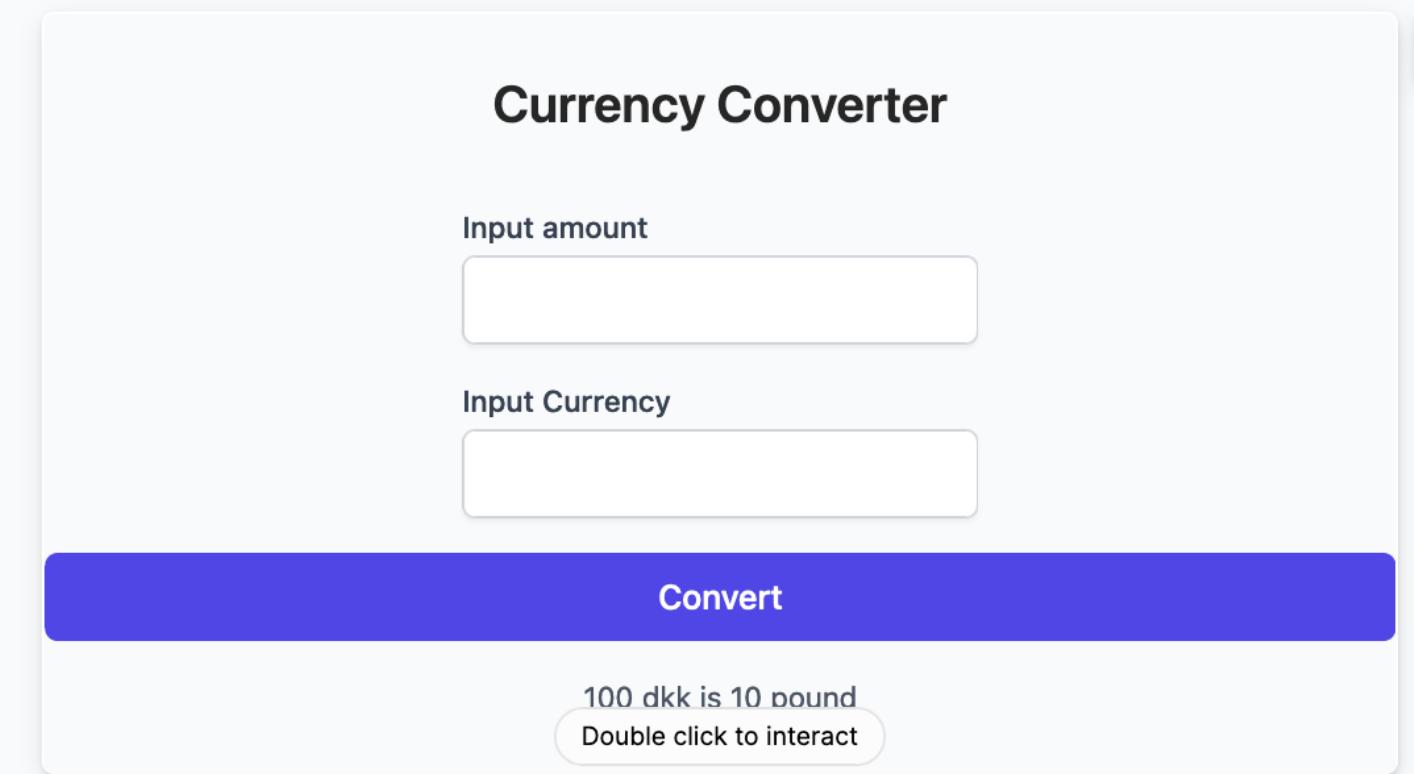
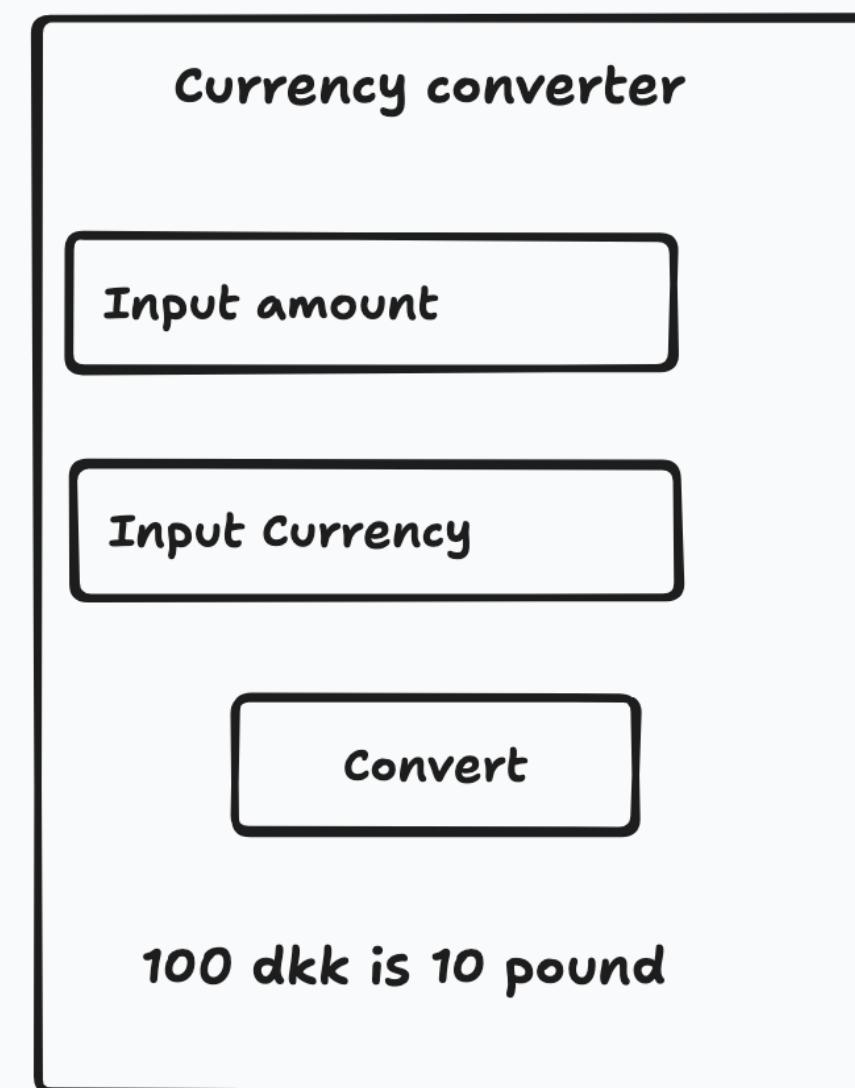
20 min

- I har fået givet en opgave på 20 minutter fra en anden gruppe. Den skal i nu løse

AI interface creation



Android kotlin UI



Your OpenAI API Key (risky but cool)



80% >>



ChatGPT - Dalle 3

- There are other tools!
- ChatGPT
- <https://clipdrop.co/>
- <https://beta.dreamstudio.ai/generate>
- Bing Chat

BE

You

Can you create a modern minimal mobile app interface for an app that focuses on helping users eat sustainable food?

< 2 / 2 > 

ChatGPT

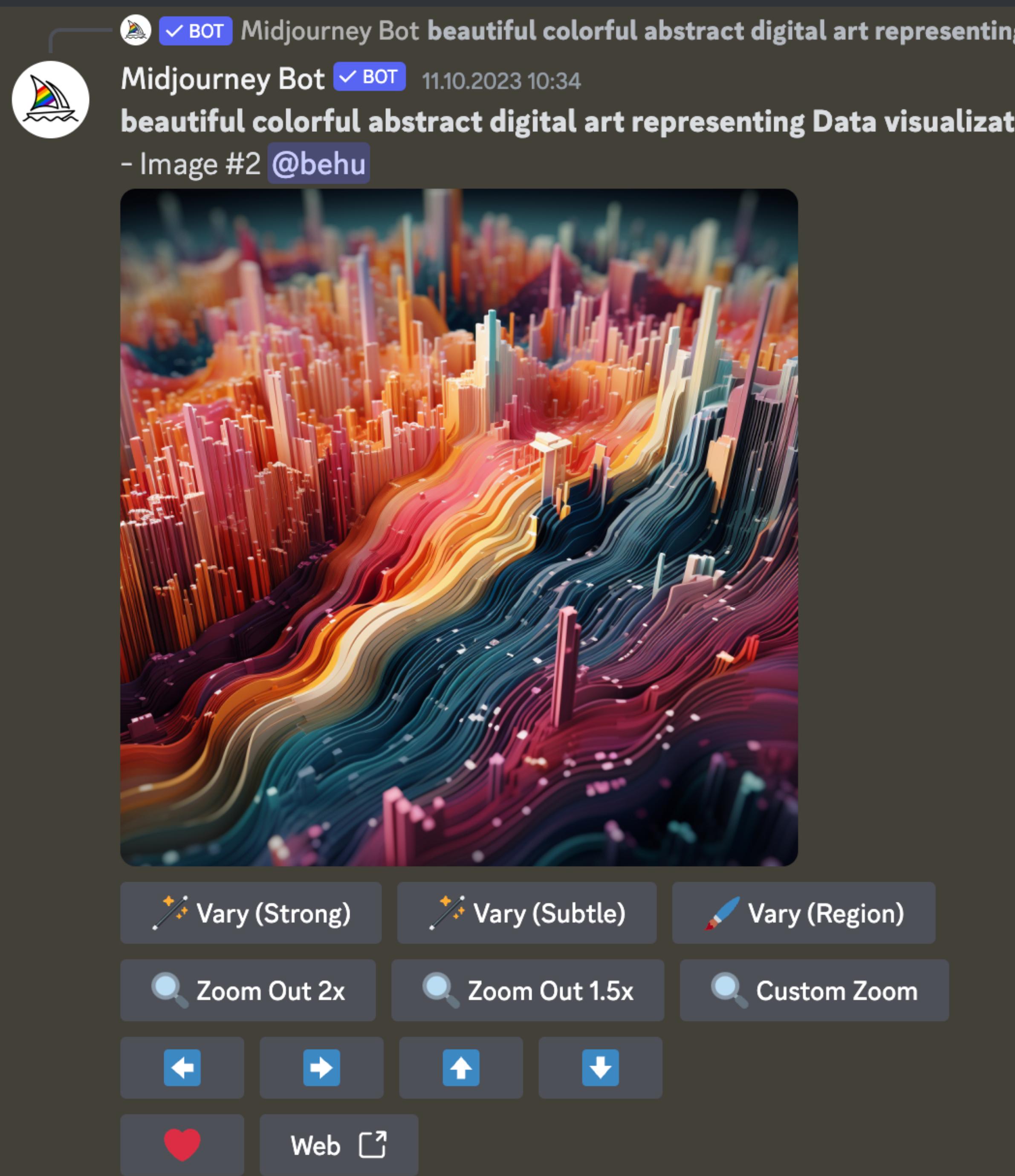


Here is a modern, minimalist mobile app interface designed for an application focused on helping users eat sustainable food. This interface features a clean layout with a navigation bar, icons for different sections, and a soothing color palette of greens and earth tones.

Midjourney

- /describe
- /imagine



Uiizard

You are currently on a limited trial of the Pro plan until February 19, 2024 [Manage my plan](#) X

Trial | SleepScience | [Share](#) [Export](#) [Preview](#)

Template

All Saved Templates

Search

All Blog Button Calendar

Shape

Rectangle Rounded Rect... Circle

Text

See more

Image

Icon

Button

Form

Magic

Welcome

Onboarding 2

Home

Home screen

Search & Filter

Car insurance

Friends activities

Sleep Insights

Complete the quests to get started! 1/5 Start Design Screens Comments Handoff Settings

Use Autodesigner 1.5

?

Use a GPT for it - 1

The screenshot shows a dark-themed interface for a GPT search engine. At the top, the word "GPTs" is displayed in large white letters. Below it, a subtitle reads: "Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills." A search bar contains the query "ui app". The results are listed under "Search Results" and include the following items:

- Swift UI App Creator** Guides simple Swift UI app creation.
By Hasaan Warsi 6 · Created 2 months ago
- App UI Artist** Expert in app UI design, providing sketches and layout suggestions.
By Zhiming Qiu 20+ · Created last week
- AzureFox Website, SASS, and App UI Designer** Generates UI designs with detailed rationale for implementation d...
By David A Nugent 2 · Created 2 weeks ago
- Vectorious | Website & App UI Icon Creator** An expert in creating vectorizable UI icons for apps and websites.
By Kellen Evoy 10+ · Created 2 weeks ago
- App UX/UI Specialist** A creative guide for generating app screen visuals
By Khalil Kirkwood 10+ · Created 2 months ago
- Mobile App UI Developer** Mobile app design and dev helper.
By MUUM YAZILIM VE TEKNOLOJİ 2 · Created 2 months ago
- Design Companion** Design aide for a photo-sharing calendar app UI.
By community builder 2 · Created 2 months ago
- Jarvis** Guides in app development, from brainstorming to UI/UX prototyping.
By sturlysolutions.com 0 · Created last month
- Swift code reviewer for PCO** Specialized Swift reviewer for PCOptimum app, optimizing UI and backend code.
By Debasish Chowdhury 2 · Created last month
- JavaScript JPTs** Exclusively expert in JavaScript and its libraries, specializing in UX/UI design and er...
By sooqsumer.com 6 · Created 2 months ago

At the bottom of the interface, there are two buttons: "Canva" and "image generator".

<https://chat.openai.com/gpts>

Use a GPT for it - 2

UI/UX Design for Mobile Apps ▾

 You
Can you create a modern minimal mobile app interface for an app that focuses on helping users eat sustainable food?

< 2 / 2 >

 UI/UX Design for Mobile Apps



Here's a modern and minimalist mobile app interface designed for an app focused on helping users eat sustainable food. This design features a clean, white background with subtle green accents, emphasizing the theme of sustainability. The main screen includes an intuitive navigation bar and highlights 'Sustainable Picks of the Day' with appealing images of sustainable dishes. The layout is user-friendly and employs easy-to-read, modern fonts, ensuring straightforward navigation and an appealing aesthetic.

<https://chat.openai.com/g/g-tX2ctogbm-ui-ux-design-for-mobile-apps>

Promptbase - buy a prompt

[PromptBase](https://promptbase.com) ui app Marketplace Generate Hire Login Sell

AI Models Art & Illustrations Logos & Icons Graphics & Design Productivity & Writing Marketing & Business Photography Games & 3D

Clear Filters ×

Product
 Prompts
 Bundles

Type
 All
 Image
 Text

Sort by
 Relevance
 Hottest
 Top
 Newest

Model
 All
 DALL-E
 GPT
 Leonardo Ai
 Llama
 Midjourney
 Stable Diffusion

Category
 All
 3D
 Accessory
 Ads
 Animal
 Anime
 Art

Relevant "ui app" Prompts

- Simple App Uis \$3.99
- Ui Mobile Apps \$2.99
- Ui Designs For Apps Websites \$2.99
- UI Web Designs \$3.99
- UI UX App Designs \$3.99
- App Ui Designs \$3.99
- Ui Designs For Websites \$3.99
- Mobile App Designs \$3.99
- App Mockups \$3.99
- Phoneui Epic Vision Interface Front... \$3.99
- Mobile App Ux Ui Design Ideas \$3.99
- Uis For Mobile Games \$8.99
- App Mock Up Designs For Anything \$3.99
- Ui Design Icons For Your Mobile Apps \$3.99
- Mobile App Mockups \$29.99
- Uiux Designs For Wwww And Mobile \$4.99

<https://promptbase.com/marketplace?searchQuery=ui%20app&sortBy=relevance>

Be smart about it - 1

Image found from promptbase

You

If you had to write a prompt for this image of a app user interface, what prompt would you use?

ChatGPT

The prompt for describing the app user interface shown in the image would be:

"Design a set of three mobile app user interface screens featuring a minimalist weather application. The first screen should have a dawn theme with a subtle depiction of a sunrise over a mountainous landscape, using a cool grey color palette. The second screen should have a day theme with a stylized sun high over a hill in warm yellow and orange tones. The third screen should depict a clear night sky theme with a representation of a moon over a range of mountains, using shades of blue. Each screen should display weather information including temperature, weather conditions, and a forecast graph. Incorporate interactive buttons for user engagement, ensuring the design is clean, modern, and uses a flat design aesthetic."

You

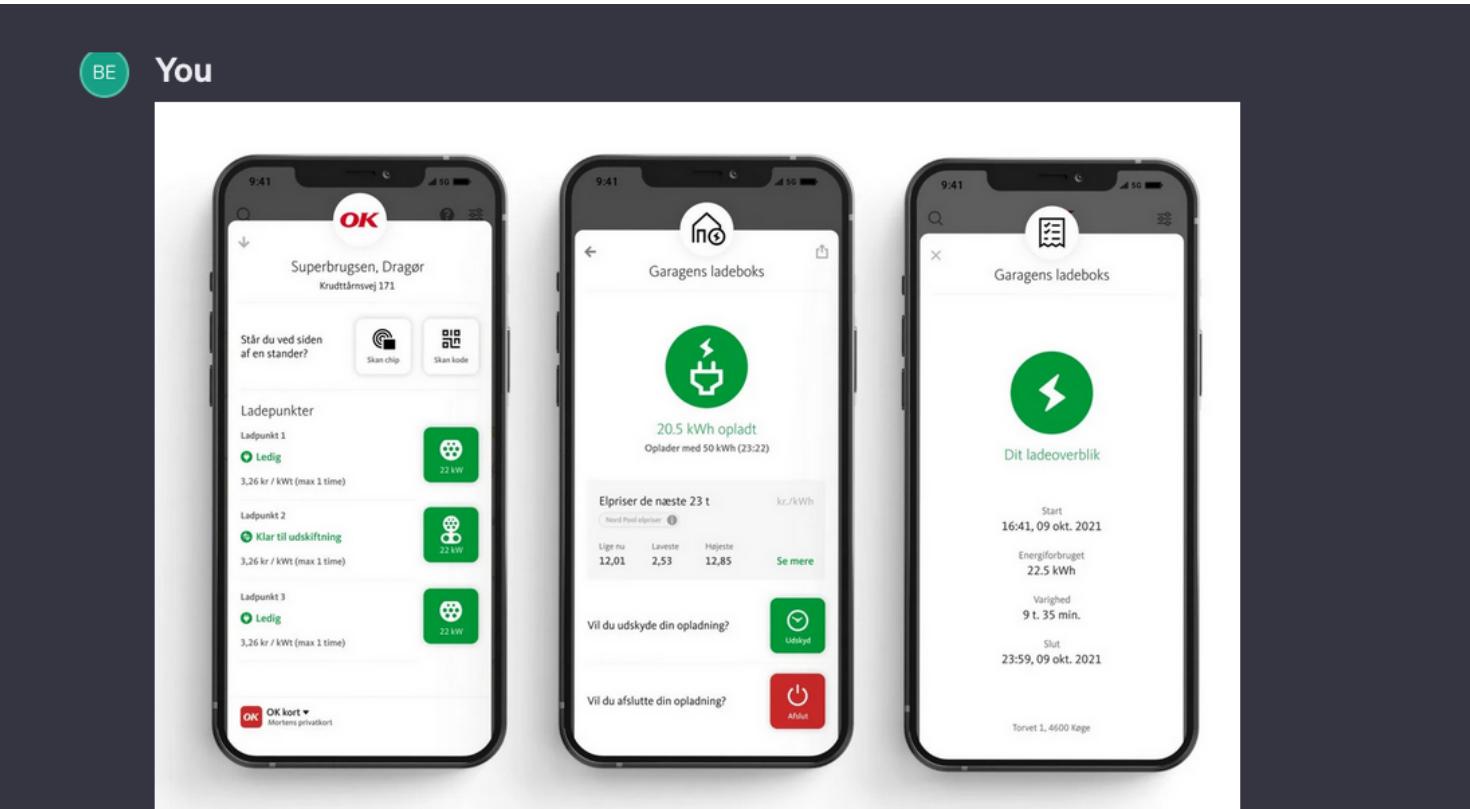
Now can you use the same design style to create an app for a modern minimal mobile app interface for an app that focuses on helping users eat sustainable food?

ChatGPT

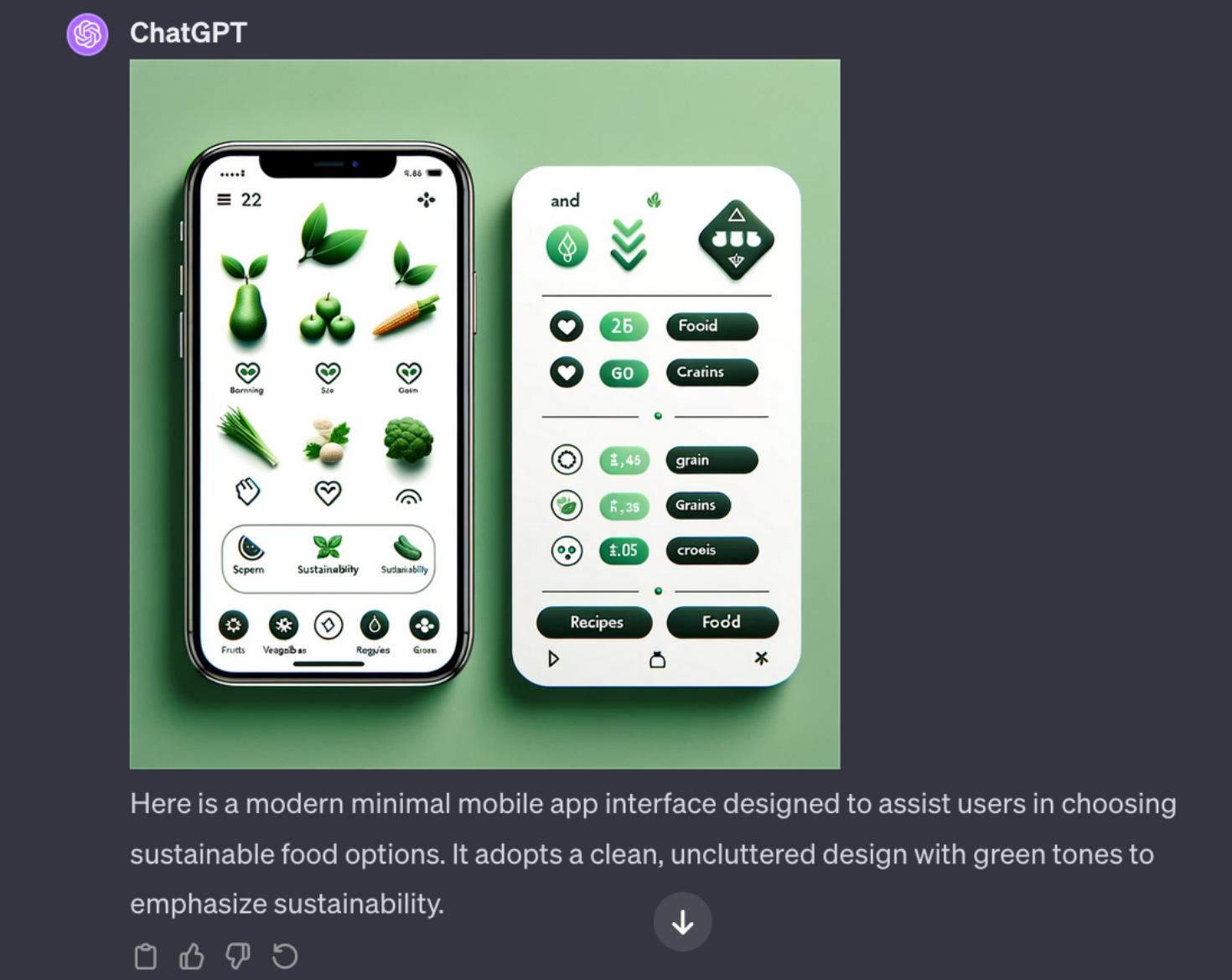
Here is a modern minimal mobile app interface designed for an app focused on helping users eat sustainable food.

undo redo

Be smart about it - 2



Can you create a modern minimal mobile app interface for an app that focuses on helping users eat sustainable food? It should use the same style as the image uploaded



Here is a modern minimal mobile app interface designed to assist users in choosing sustainable food options. It adopts a clean, uncluttered design with green tones to emphasize sustainability.

Open source

- <https://ollama.ai/library/llava> - Using Ollama image-to-text model
- <https://stability.ai/> - Like Midjourney or Dalle3 but you can run it on your computer (if you have a beefy computer)

Exercise - 15 min

Create an interface for the following app

EcoSwap - A platform for buying and selling pre-owned items, promoting recycling and reducing waste.

Targeting environmentally conscious and budget-savvy individuals. Appeals to those seeking affordable, unique, or sustainable items, from students and parents to vintage enthusiasts and local community members. EcoSwap serves as a digital hub for eco-friendly shopping, supporting a culture of recycling and mindful consumption

Start on your project

Start planning your first handin the 3/3