UX Portfolio

VALERIE LANDGUTH

I am dedicated to solving problems for users while creating enjoyable experiences. I am studying Visual Communication Design and User Experience Design at Eastern Washington University. I strive to be the best UX and Web Designer by staying curious and always learning. I love working in a collaborative environment, giving and receiving feedback. Many different perspectives improve the user experience.

SPACED CHALLENGE

The SPACED challenge was about designing either a logo, a website, or an app for a fictional space travel company that takes passengers to different destinations in our galaxy in one day, and back to Earth safely. This project was an opportunity for me to grow my UI skills and get feedback from a professional.

Project Timeline : April - March 2018

UX Methods : UI Design
Remixing

UX Tools : Sketch
InVision

Status : Concept

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REMIXING

An important part of SPACED was the booking bar because that was the main purpose of the site according to the client. The selected planet can be selected from the drop down menu or the planet carousel. SPACED currently has only one take-off location so the main information needed to book a trip is the destination, the duration of the trip, the number of adults and the number of children.

Another important aspect of the website was the available destinations and featured trips.

Social cards that display positive customer feedback and the amenities that SPACED offers are important to the website to give the space travel company a good reputation.

Carousel

Booking

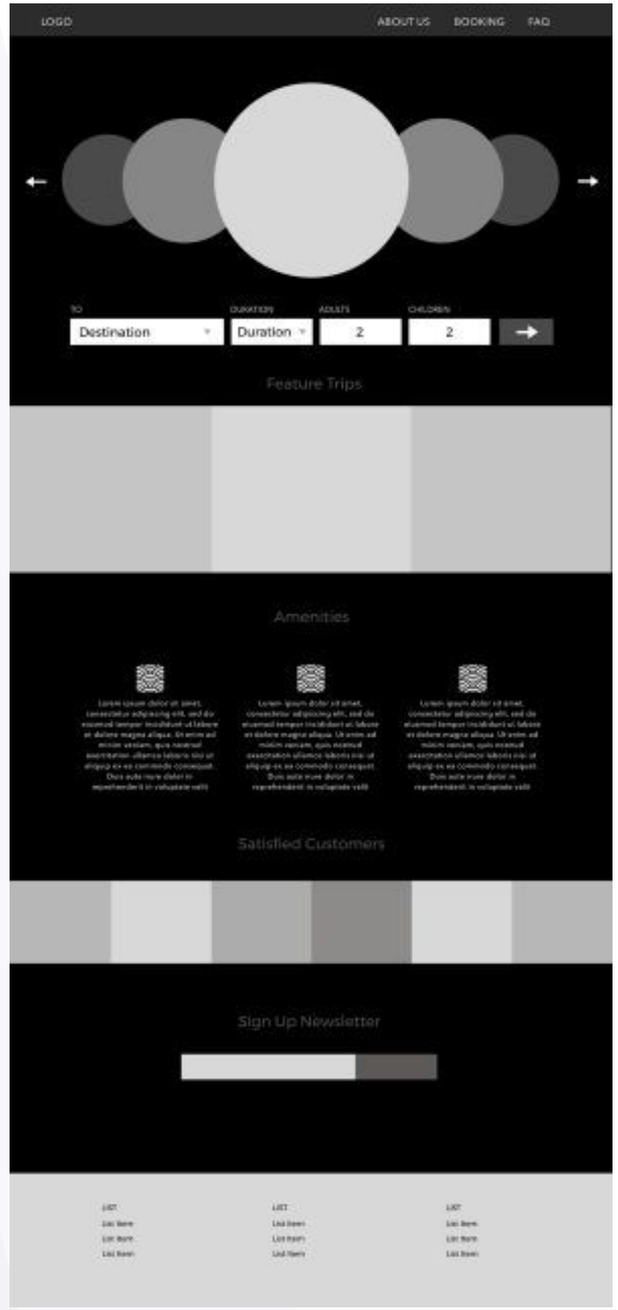
Featured Cards

Amenities

Social Cards

Subscription

Footer



VISUAL DESIGN

My goal was to make the center of focus the different planets that SPACED has available for travel in a way that resembles the solar system. The selected planet is the largest and is highlighted while the other planets are smaller and resemble the a circular formation. I was also very inspired by the rings that some of the planets have, so I decided to use a ring as a selected state.

The client was looking for one accent color to be apart of the brand. I decided to go with a bright modern color that contrasts well with a dark background. I chose a modern font with very circular counter forms, Montserrat. I also tilted or italicized some of the text to simulate fast movement, like space travel.

#49C8AA

SPACED

SPACED WEBSITE AND APP

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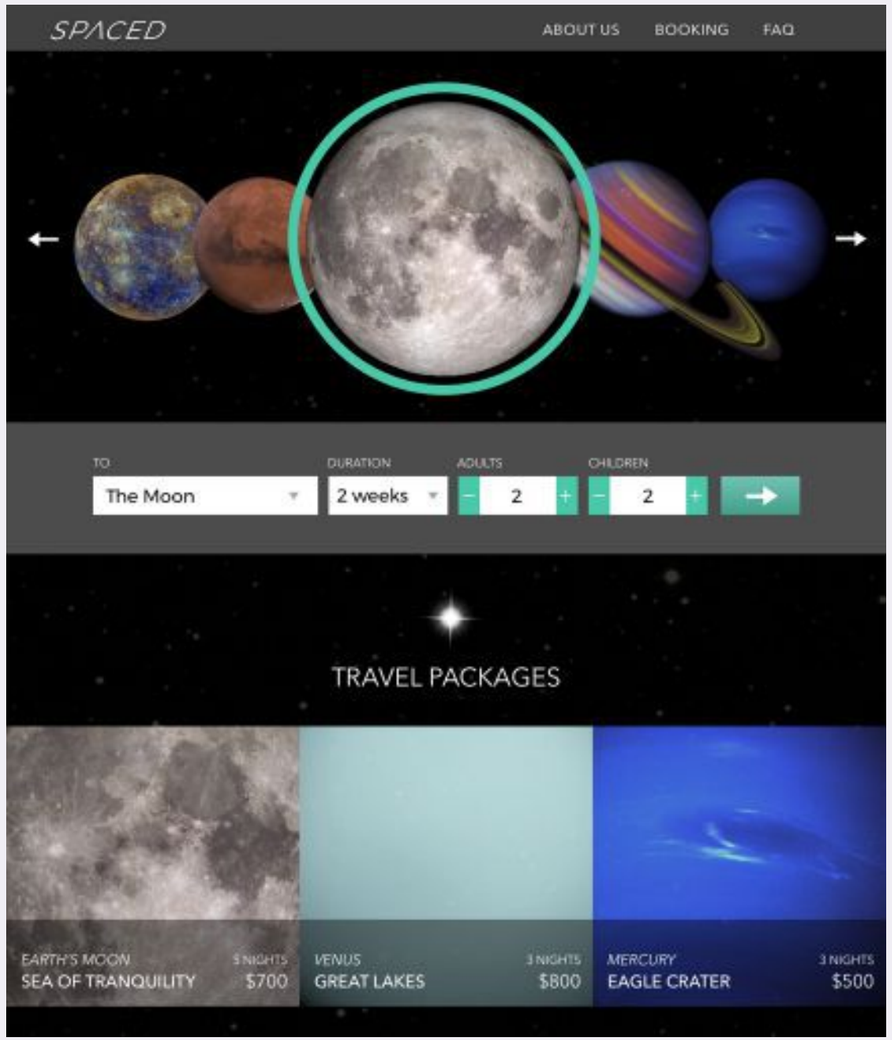

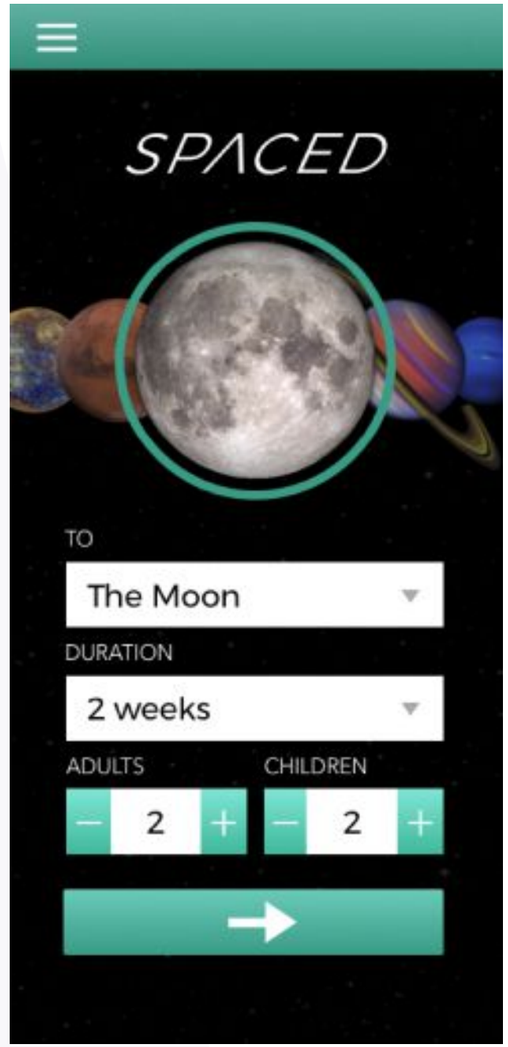

INRIX WEATHER.COM

A Weather.com experience for OpenCar which required researching the website contents and deciding what would be relevant to a driver. I created an information architecture and wireframes based on my research. Then I used the styleguide I made, to create visuals and a prototype version to present to the stakeholders.

Project Timeline : July - September 2017

UX Methods : User Personas
Information Architecture
Wireframes

UX Tools : Sketch
InVision
Zeplin

Status : In Development

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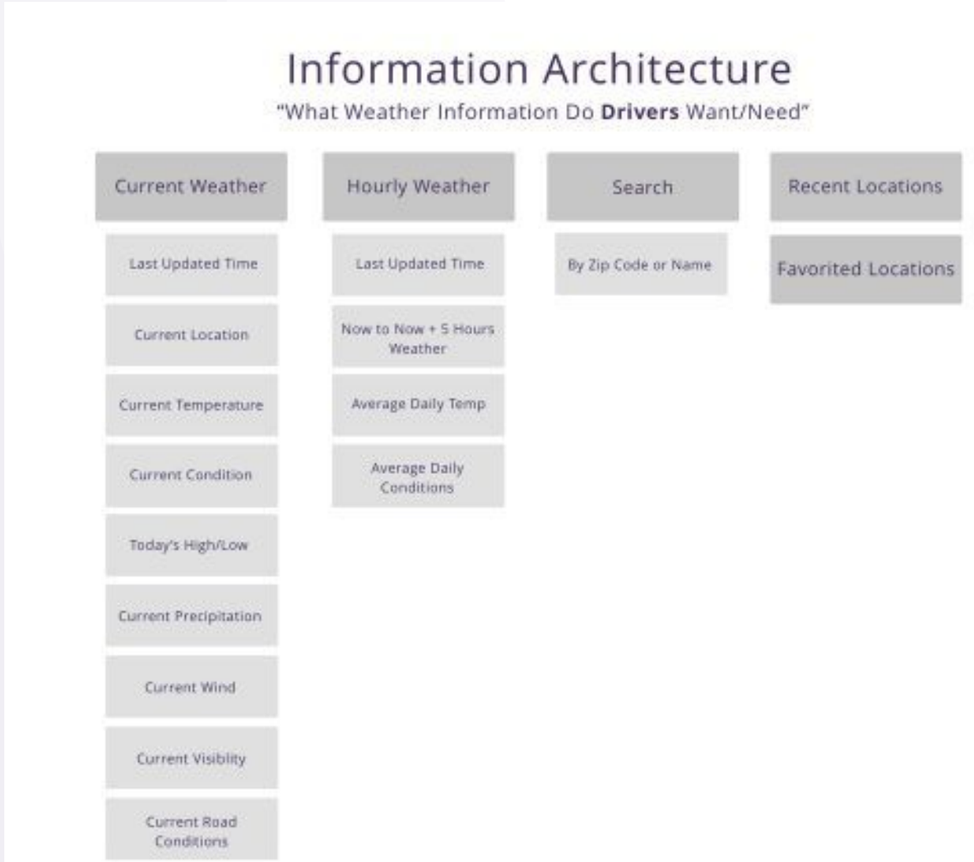
USER STORIES + INFORMATION ARCHITECTURE

Scenario	Status/Note
As a user when I get in the car and open the app I will see information on the current weather forecast for my location. This includes: • Location name • Current temperature • Daily temperature range • Cloud/Sun/Precipitation indicators • Visibility • Indicator on how up to date the weather data is (time/date stamp)	You can search location by geocode, country, state, county, postal code, airport, zone. I think a simple city lookup and geocode fetch is the most universal option here.
As a user I want to check the weather for the destination I am going to. 1. I will use the search to get suggestions and pick the desired location 2. The weather info will update to the selected location a. Weather data time/date stamp- so I know how timely the info is	You can search location by geocode, country, state, county, postal code, airport, zone. This is not route based, the user just picked a location (search).
As a user I want easy access to weather info for my favorite destinations. 1. I can mark a location as a favorite 2. I will be able to have a number of favorite destinations 3. I can unfavorite a location	No account from TWC so we would have to create this infrastructure.
As a user, when I look at the weather, I want the option to see an hourly forecast for *my location* or destination so I can evaluate my driving plans and timing	
As a user I want to be able to change the measurement units used in the weather data for my convenience (F/C/MPH/IN)	
As a user I will have the option to display Recently Viewed Cities	Provided as a setting you can turn on/off

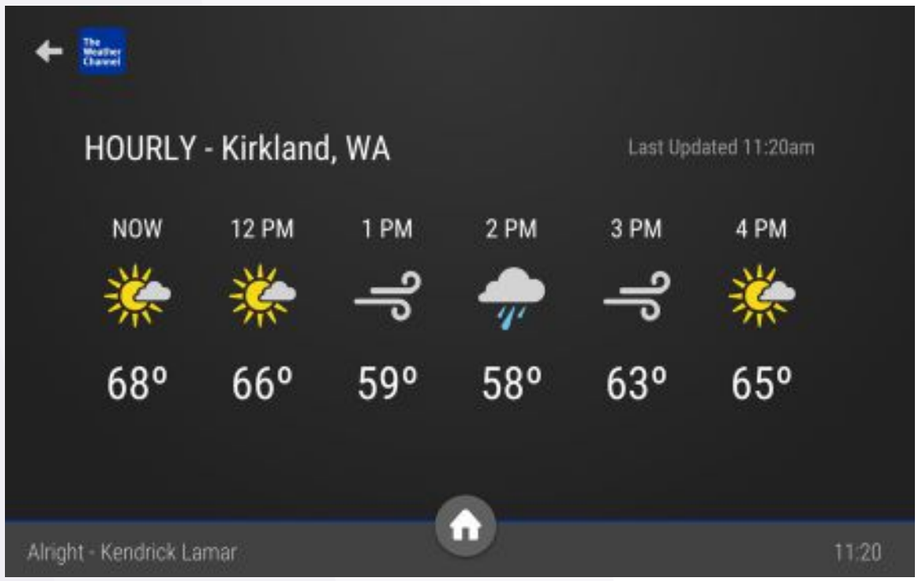


User Stories were made by the engineering team and I used that information and Weather.com to make an Information Architecture

DESIGNING A NEW CHAMBER

I created a new layout, based on research, for the engineering team to use for the Weather.com App and for future apps like INRIX Traffic, Weather Underground, etc. I used a two column layout and had the left column (closest to the driver in American cars) display the locations, the conditions image, the current temperature and the high and low temperatures. This is is information that people want to view at a glance. The right column has driving conditions information like road conditions, visibility, precipitation, and wind. This information is generally what drivers would like to see when they have more time to look at the screen.

The main action button is where the driver can view their recently searched and favorited locations. The secondary action button is where drivers can favorite and unfavorite a location. Hourly weather is information a driver doesn't need to see so it is placed on a separate screen.



MAGPIE

Magpie is a hunt app created with the intention to get more people to tour the Spokane Sculpture Walk, as a collaboration between EWU and Spokane Arts. The idea of using an entertaining way to obtain information and locate landmarks drove the Magpie concept. My part in this project was to redesign the user flows and optimize the Sketch file with nested symbols.

Project Timeline : April - Current

UX Methods : Advanced Sketch Techniques
User Flows
UI Design

UX Tools : Sketch
InVision

Status : In Development

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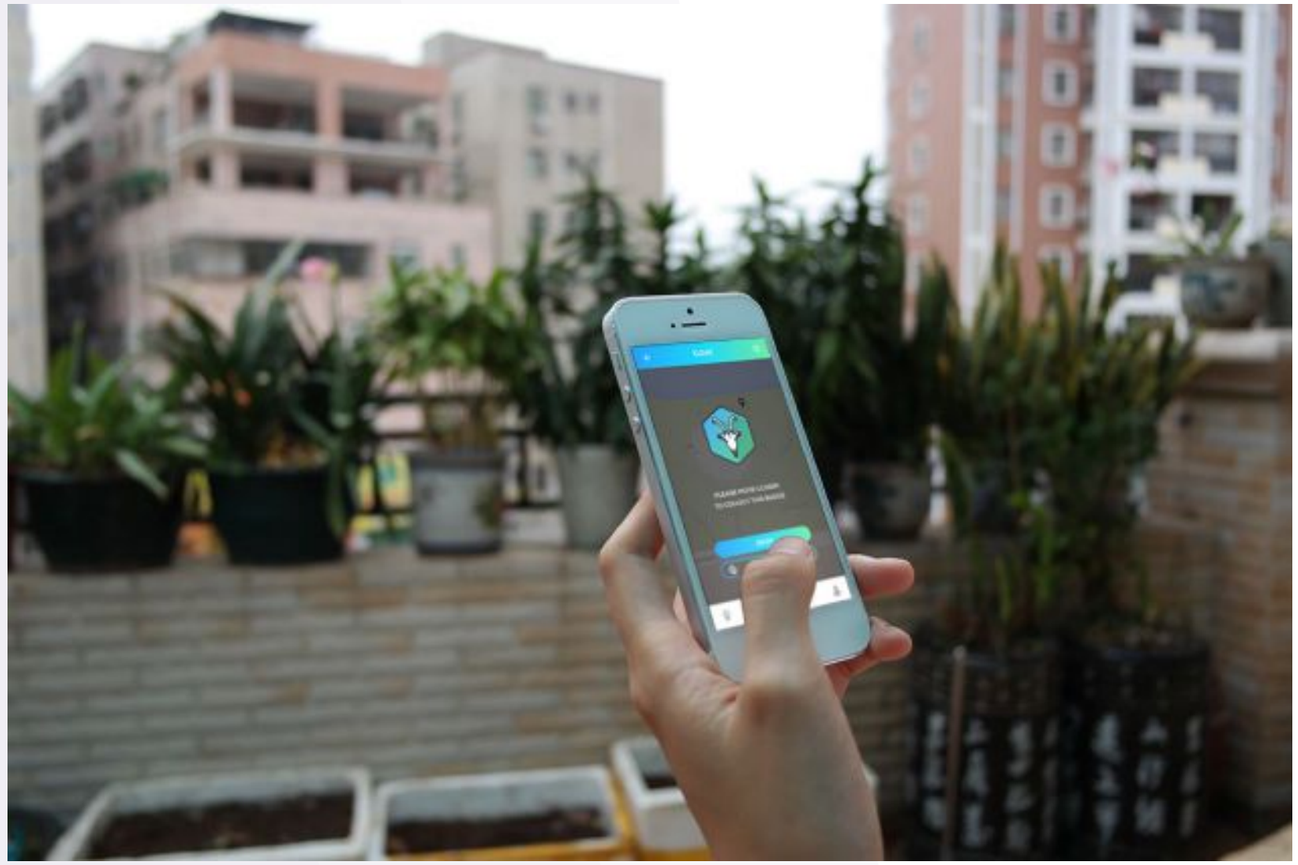
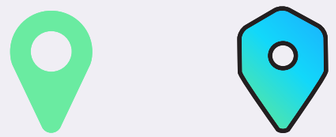
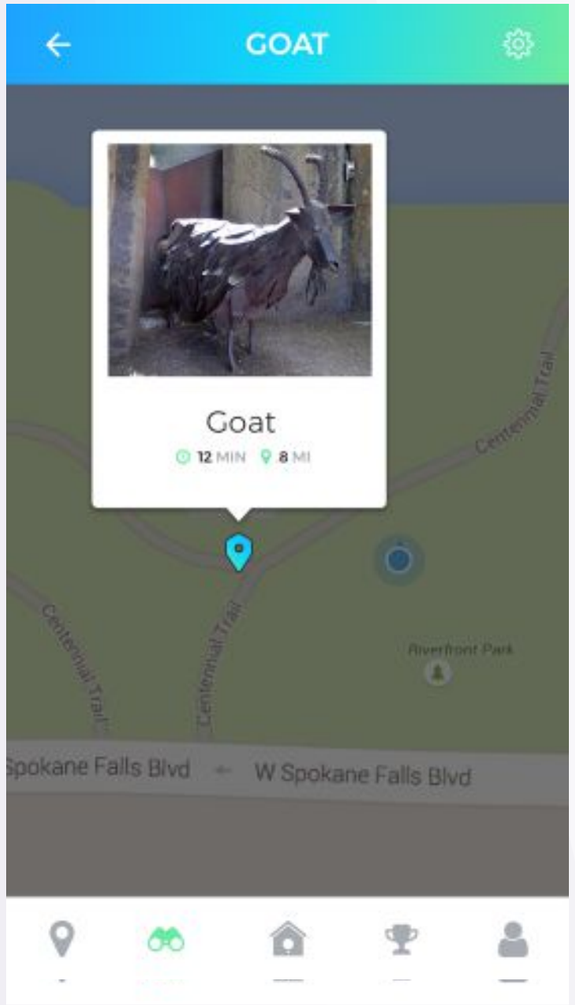


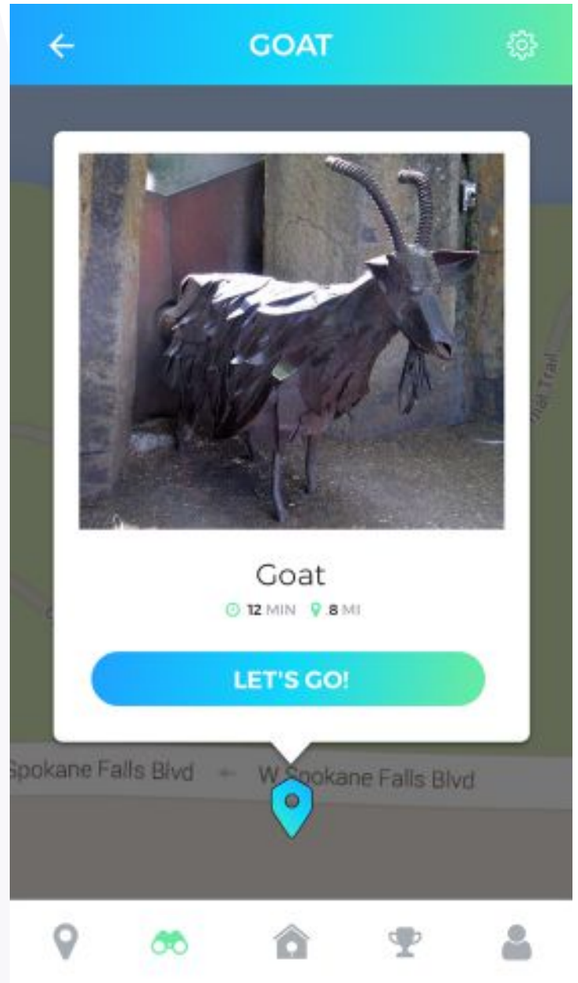
MAP SCREEN

The map screen needed a preview view of what the gps location looks like before you are collecting the badge. Before it would've been hard to be certain about where you need to go to collect your badge, so we added in a visual indicator to accompany the location pin.

A change was also made to the map pin. The shape now resembles the badge shape to keep the maps pins in context. The association between the map pins and collecting the badges will be easier to make for Magpie Users







SVG OPTIMIZATION

Magpie has the a Platinum Plan that allows customizable Super Badge design so the current badges needed to be easily editable and fast loading. I took them from flat PNGs to fast loading and versatile SVGS.

100 KB - PNG
Uneditable, Fixed Size

16 KB - SVG
Editable, Resizable

9 KB - SVG
Editable, Resizable

UX RAVE

My project functioned as a flashing distorted mirror that people would dance in front of to the rave music. The project used people's sight and the feedback that they got from my project was to see themselves "raving" in a more exciting and atmospheric way.

Project Timeline : May - June 2018

UX Methods : Web Design
Interaction Design

UX Tools : p5.js
Javascript

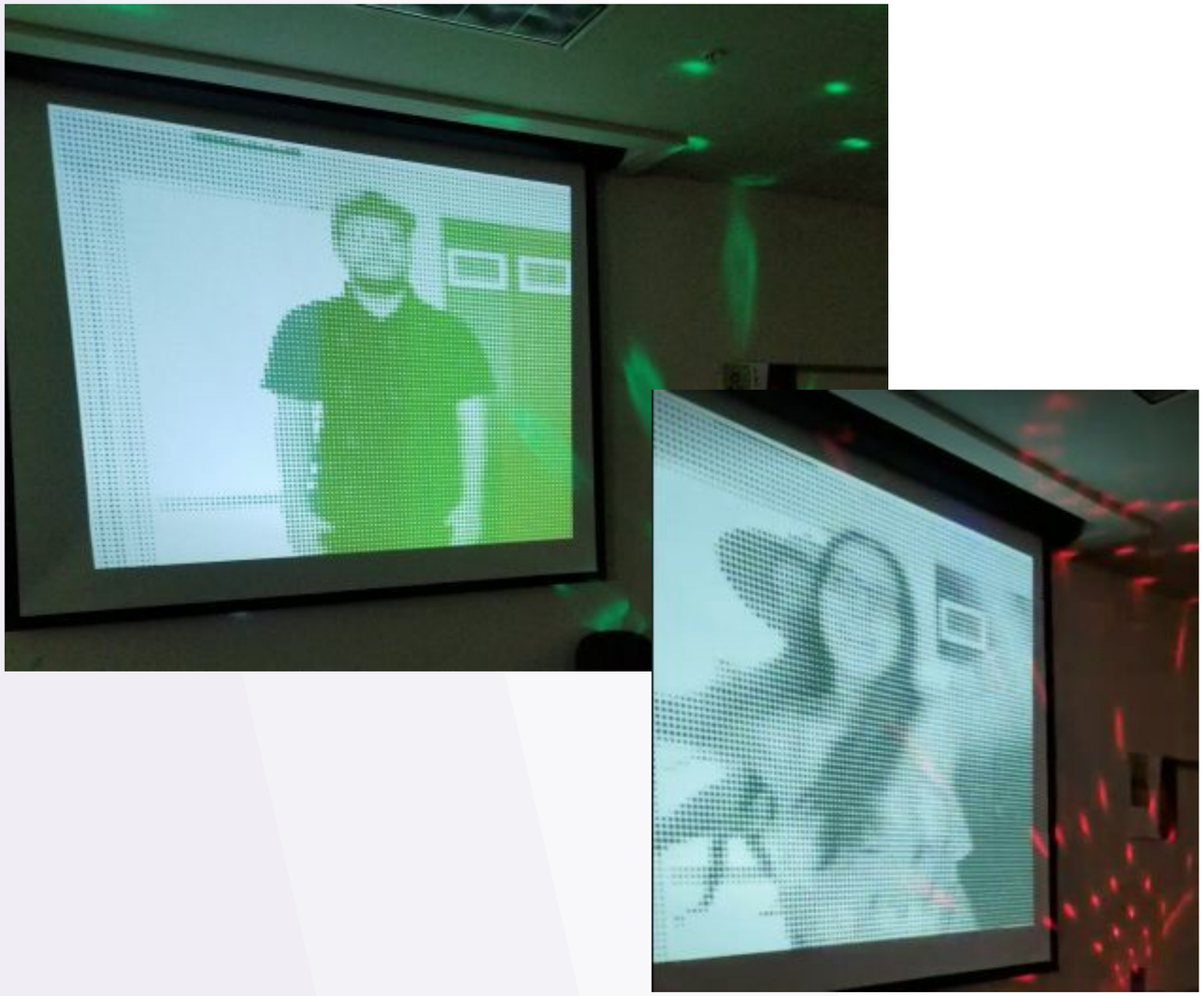
Status : Complete

VIEW LIVE PROJECT >

INTERACTION

The digital component of my project is a pixelated dot image that randomly changes dot color. It “pointilizes” the image that is taken in from the web cam. The physical component is the web cam part of the digital component. During the Rave the web cam was pointed at the door so that each guest that came into the room was immediately greeted with a giant screen that showed their image with dots.

VIEW INTERACTION VIDEO >



SPLASH : KIDS GAME

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Project Timeline : October - December 2017

UX Methods : Interaction Design
User Research
Usability Testing

UX Tools : Sketch
Invision

Status : App In Development (React.js)

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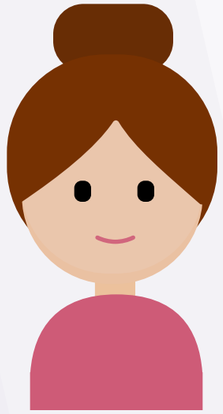
RESEARCH

Miranda

Age : 8 years old

Favorite Game : Jenga

Why? : She is better at it than Heidi and Dad and because it makes her really happy when it falls when it is someone else's turn.



Heidi

Age : 11 years old

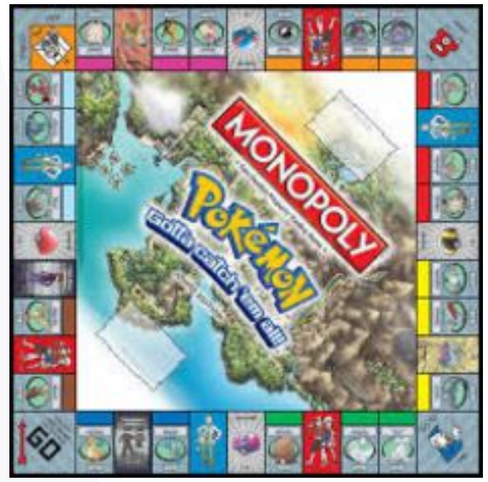
Favorite Game : Pokemon Monopoly

Why? : She liked it because she got to collect her favorite Pokemon and it was fun to have money and buy things.

Additional Research

Other games I have seen in stores a lot are "coding" games where the you have to plan the movement of a character with separate movement grouped together. For example, Coding Board Game: On The Brink where you maneuver a robot though a path. Another game that is popular is Connect Four which has been popular for a really long time, a classic strategy game.

Games that require some thinking and planning seem to be popular as well as games that are associated with popular TV shows or movies.

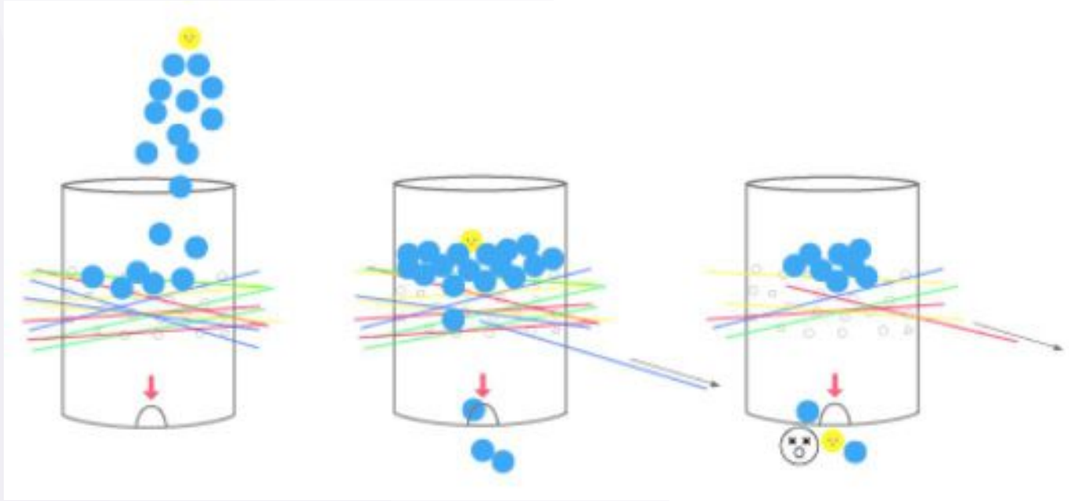


FINAL

Based on my research, I created a game that required stragedy with random chance, a strong theme, and suspense broken with a loud noise. You play the game by making a maze of colored sticks to stop the “bubbles” from falling out. Each player takes turns pulling out the sticks and trying to have the least amount of “bubbles”.

The app provides a way to make the game harder. The game gets harder by spinning the spinner and limiting the color of stick that you can pull on your turn. The app also has a place to keep score and the game counts the amount of “bubbles” that fall down during each players turn

After usability testing with a 2nd grade class, I found that the holes were too small for the sticks to slide in. I plan to drill the holes larger and test the game again.



DAILY DASHBOARD

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