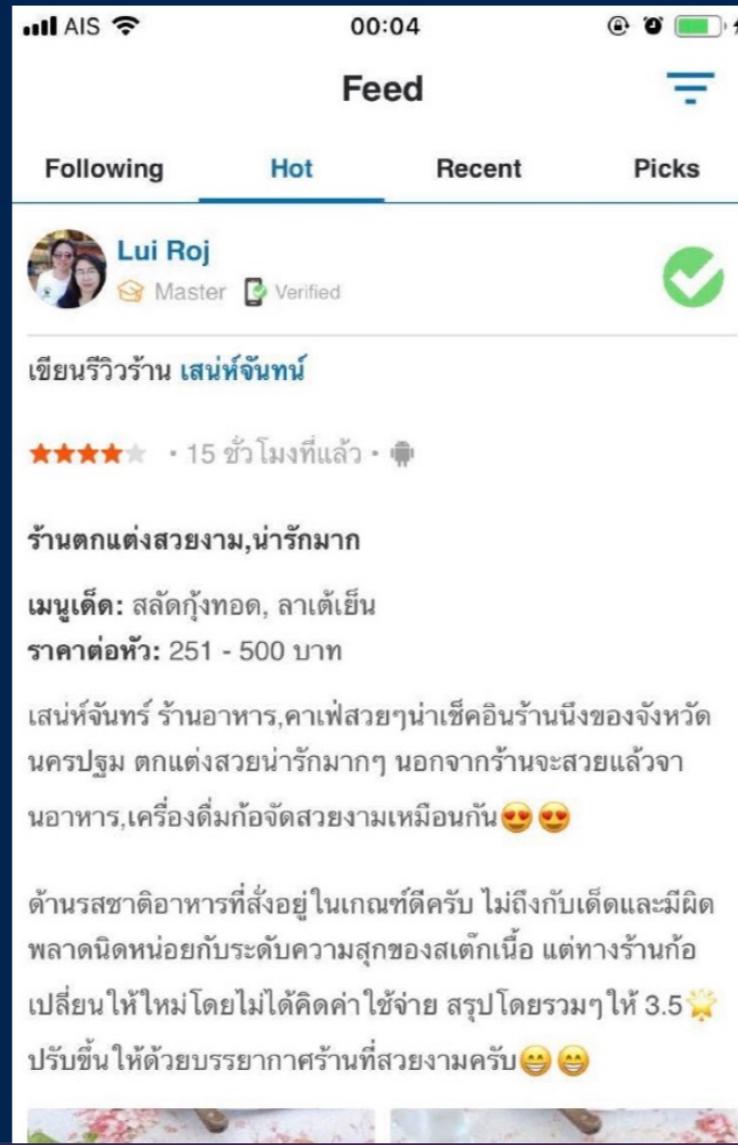
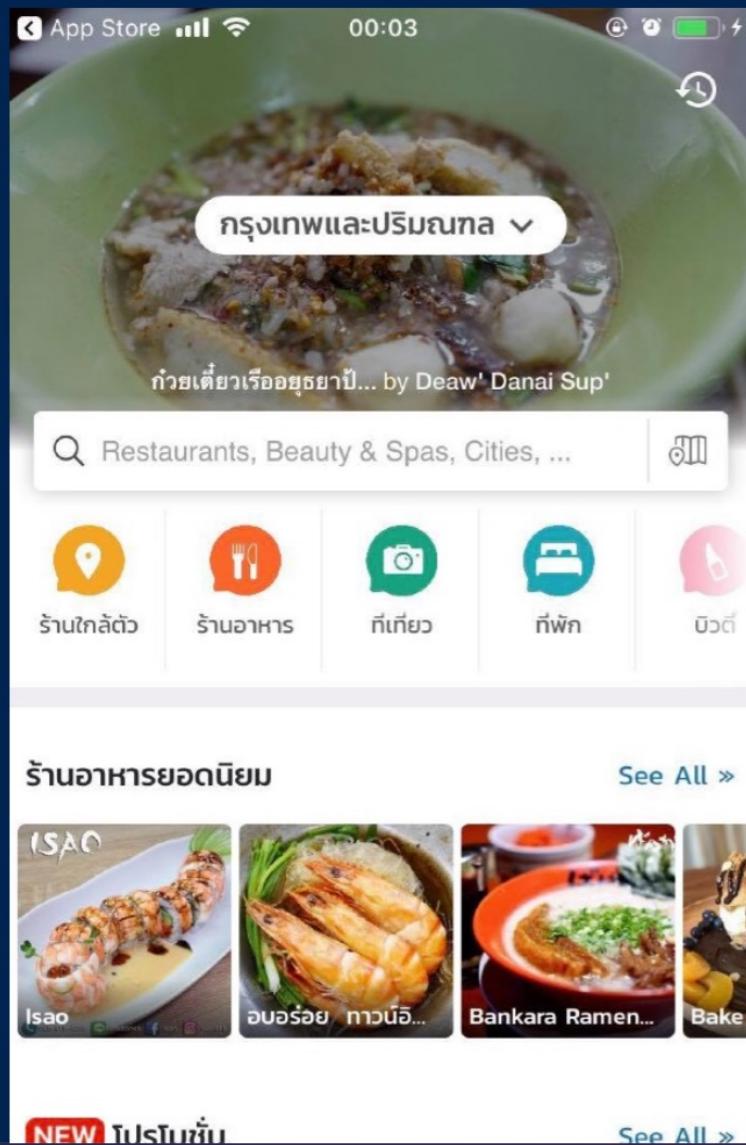


## PROJECT WORKSHOP:

# Re Design App : Cooking Recipe

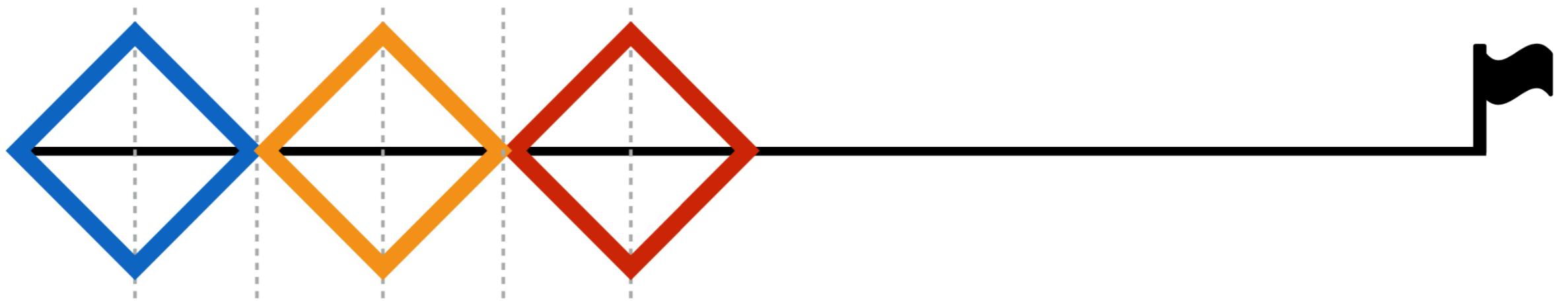


# Who is your persona

- ✗ Most Download
- ✗ Most Register
- ✗ Most Use Active user, Cohort
- ✓ Most Love NPS



Long term goal



**Start at the end and agree to a long-term goal**

5:00

In 3 years times ...

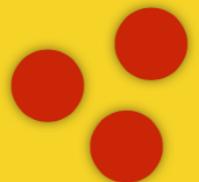
One most important goal for your organization

5:00

## Note & Vote

In 3 years times ...

User Think have a  
condo are better  
than house



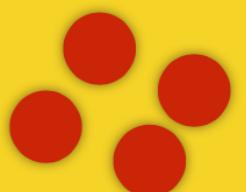
In 3 years times ...

User love to move  
all family to the  
same condo



In 3 years times ...

Condo are new type  
of village



In 3 years times ...

Move condo is easy  
like move from Line  
to Messenger



In 3 years times ...

User change condo  
every year



In 3 years times ...

Condo give impact  
to Work life  
Harmony

# Note & Vote

In 3 years times ...

User Think have a condo are better than house



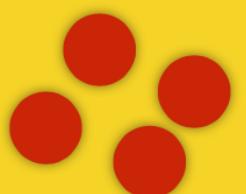
In 3 years times ...

User love to move all family to the same condo



In 3 years times ...

Condo are new type of village



In 3 years times ...

Move condo is easy like move from Line to Messenger



In 3 years times ...

User change condo every year



In 3 years times ...

Condo give impact to Work life Harmony

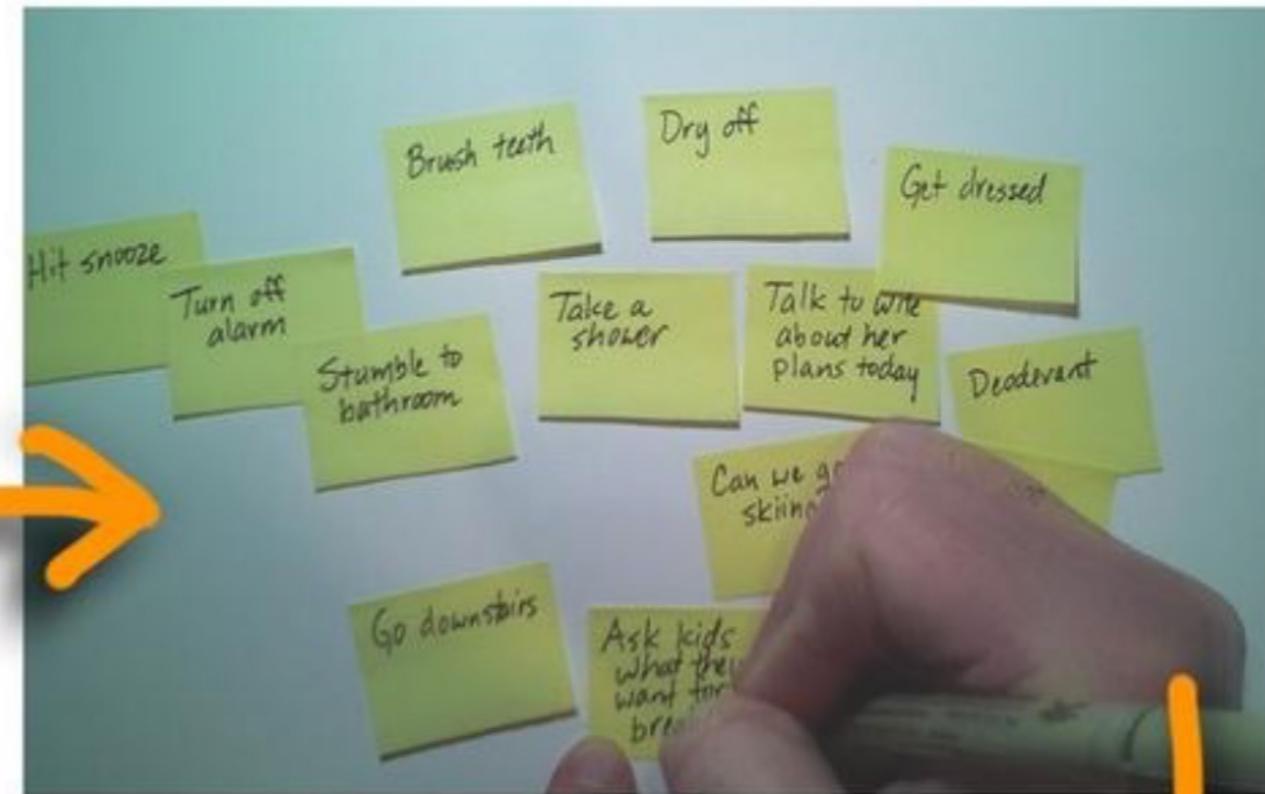
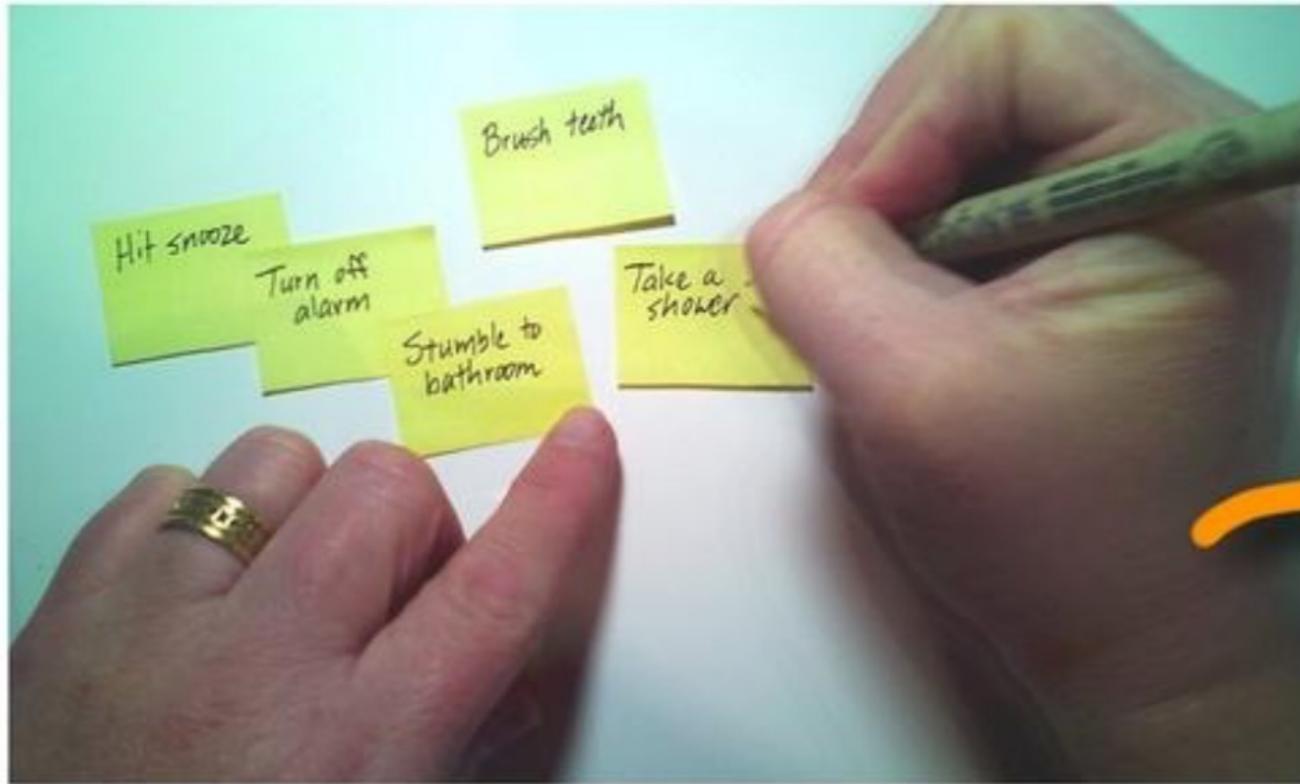


# User Story Mapping

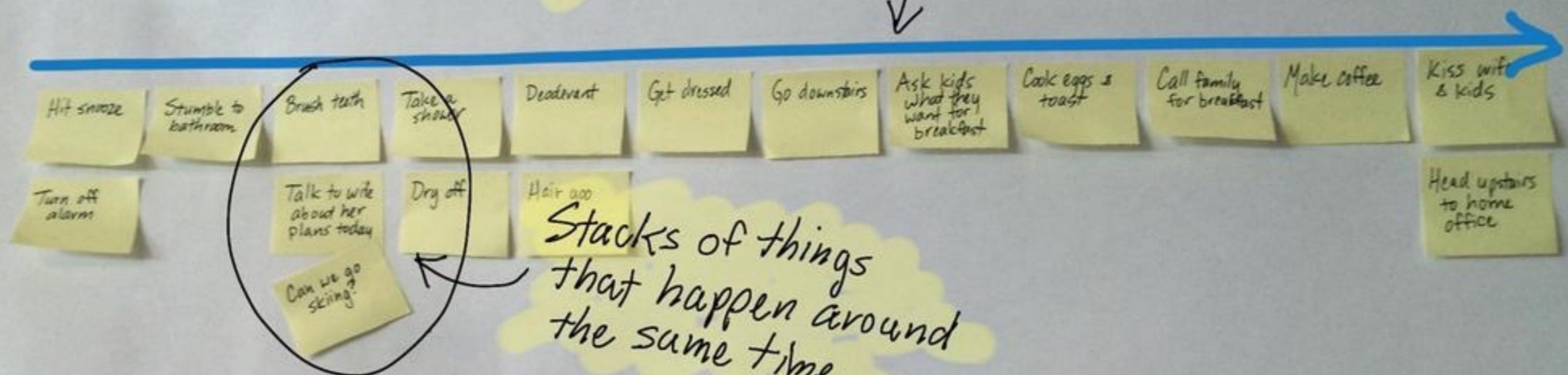


**Individual: List all the things you did to get ready to be here today.**

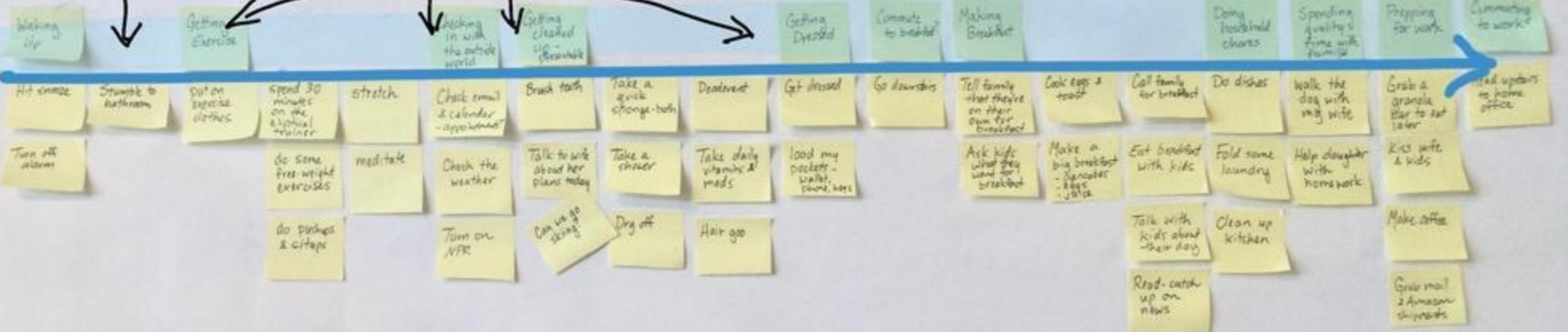
- 1. Starting from the moment you woke up until you arrived here.**
- 2. Using sticker notes, write the things you did,** 

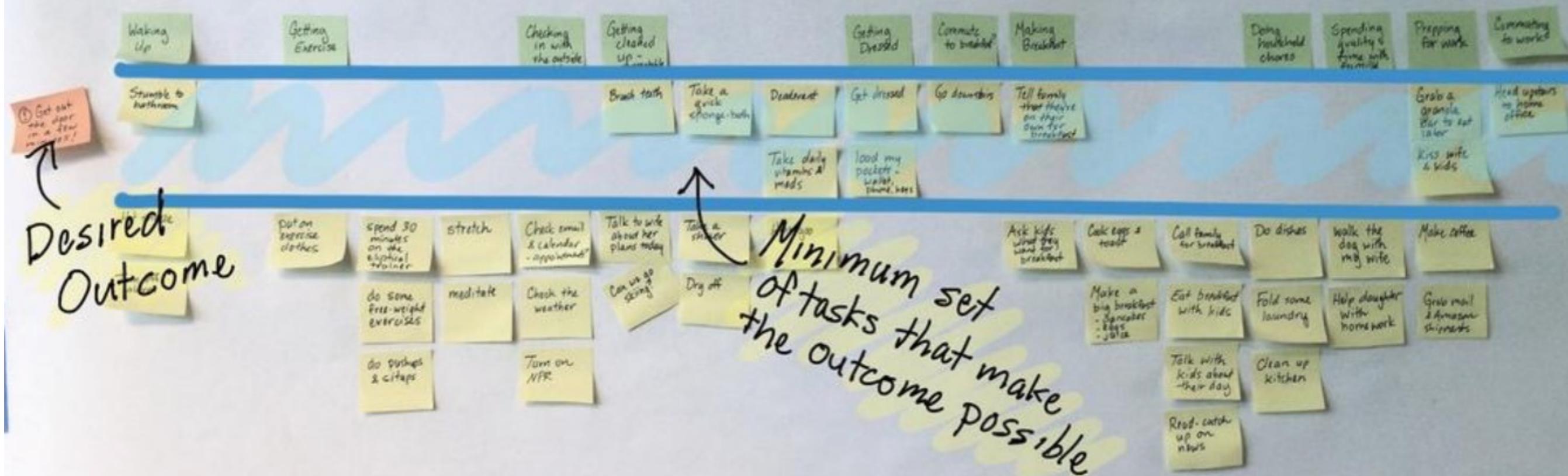


## Narrative Flow



## Backbone





# Scoping the topic

## Example

Here's an example of the decision process for selecting a topic and narrowing the scope. At each step, we make a choice about which option we want to pursue (the chosen options are shown here in italics).

### 1. Choose a domain/industry

- *Food ordering*, online learning, buying shoes online, etc.

### 2. Choose a more niche market

- Food ordering → *ordering pizza from a pizza chain*

### 3. Choose a user group (only one)

- Who are the users of a pizza ordering app?
  - Chefs who need to track incoming orders
  - Pizza delivery man
  - Store managers who want to see sales
  - *Customers*

### 4. Narrow down the users

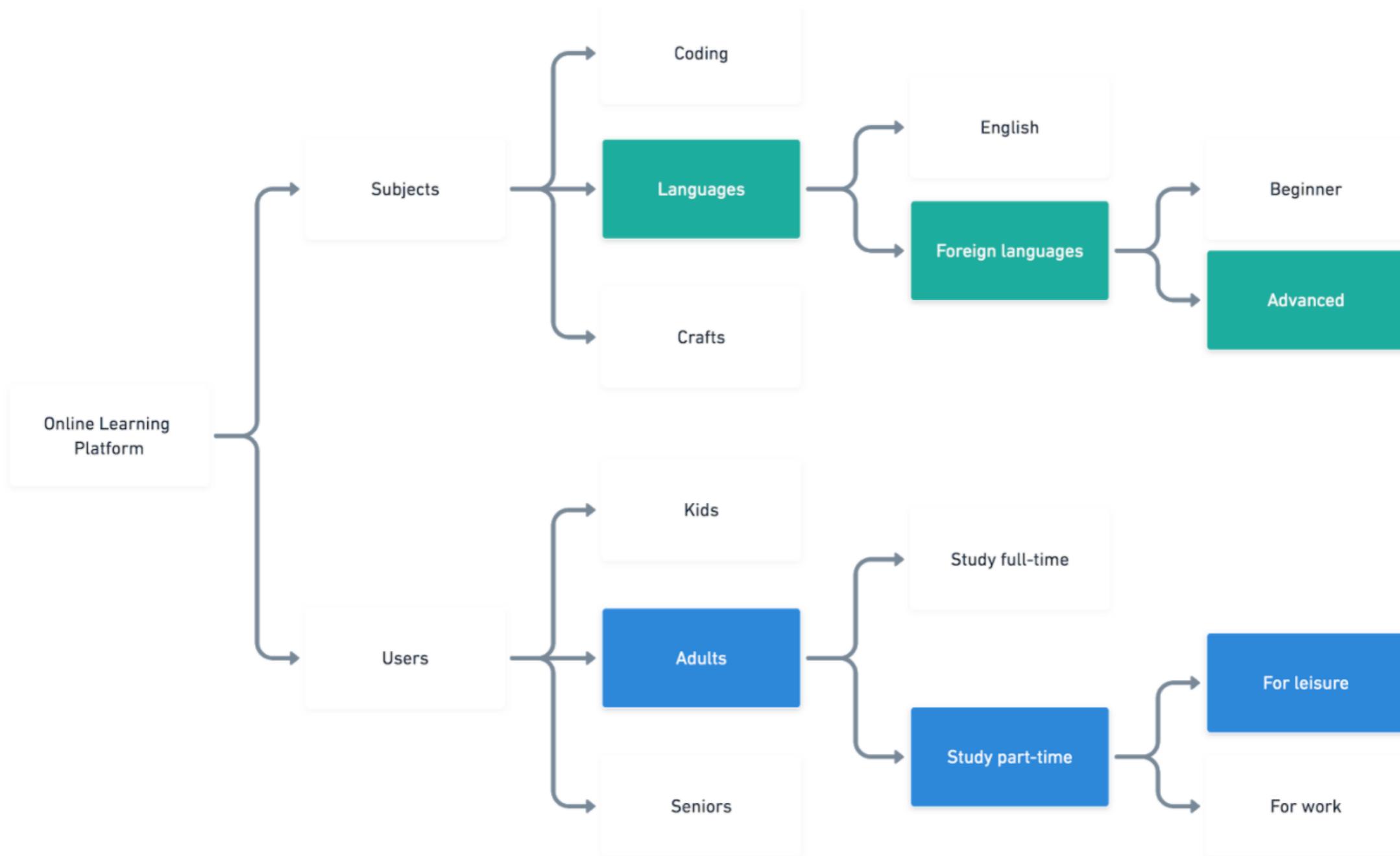
- Office managers who buy 20 pizzas for a company party
- People who want to eat pizza inside the pizza shop
- *College students who just want to order a pizza delivery*

### 5. Choose a single critical user journey

- Sign-up for the app
- Set up payment
- *Choose a pizza*
- Check delivery time

**The final scope:** *Design an app for college students to order pizza.*

To create a diagram showing possible users and subjects you could target. Below is an example, which I created with [Whimsical.com](https://whimsical.com). You can use any tool you like for this process (e.g., digital tools, pen and paper, whiteboard, etc.).





User



Journey



Product



Kaizen

**Need & Goal**

**Persona**

**Empathy Map**



User



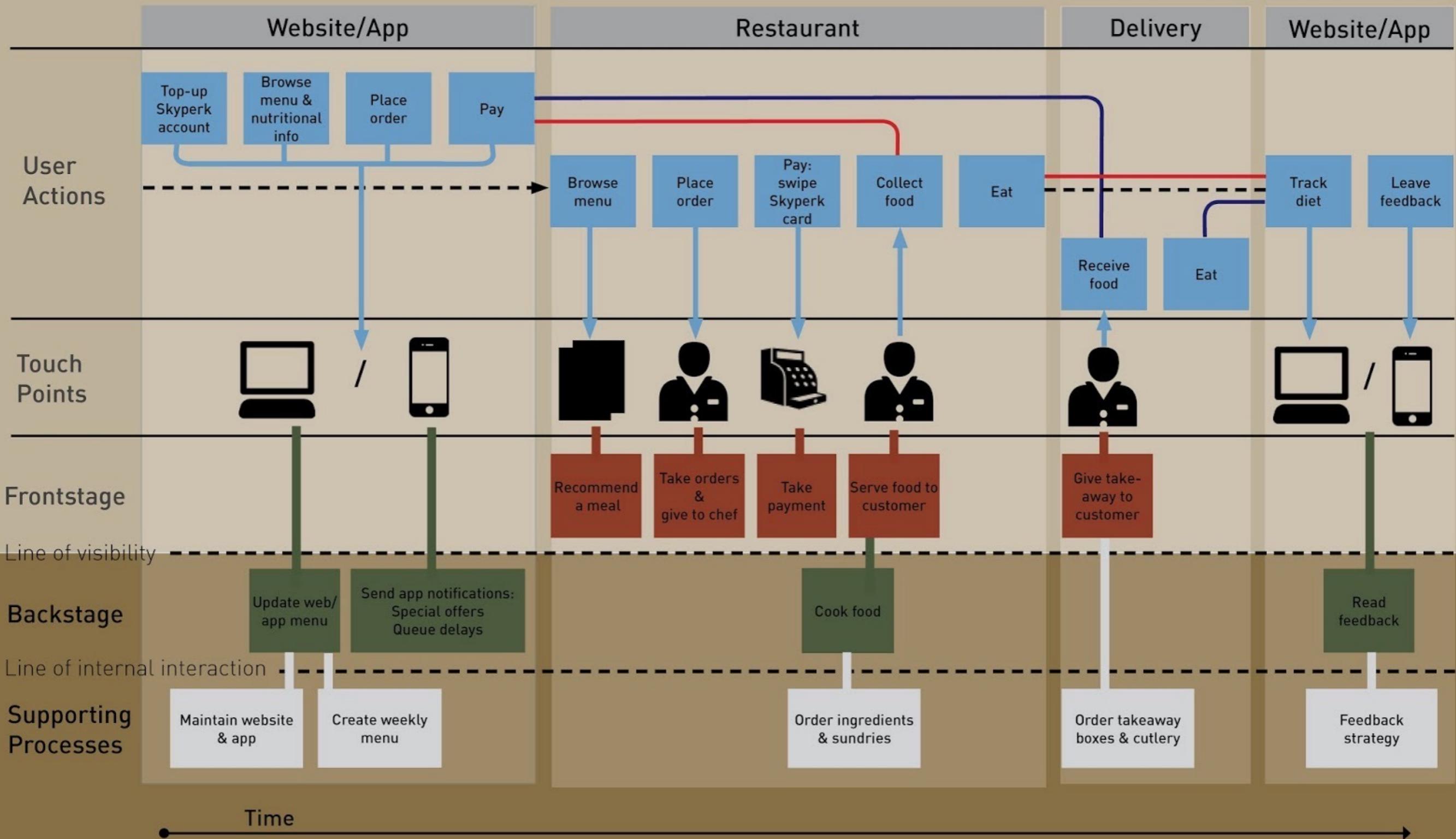
Journey



Product

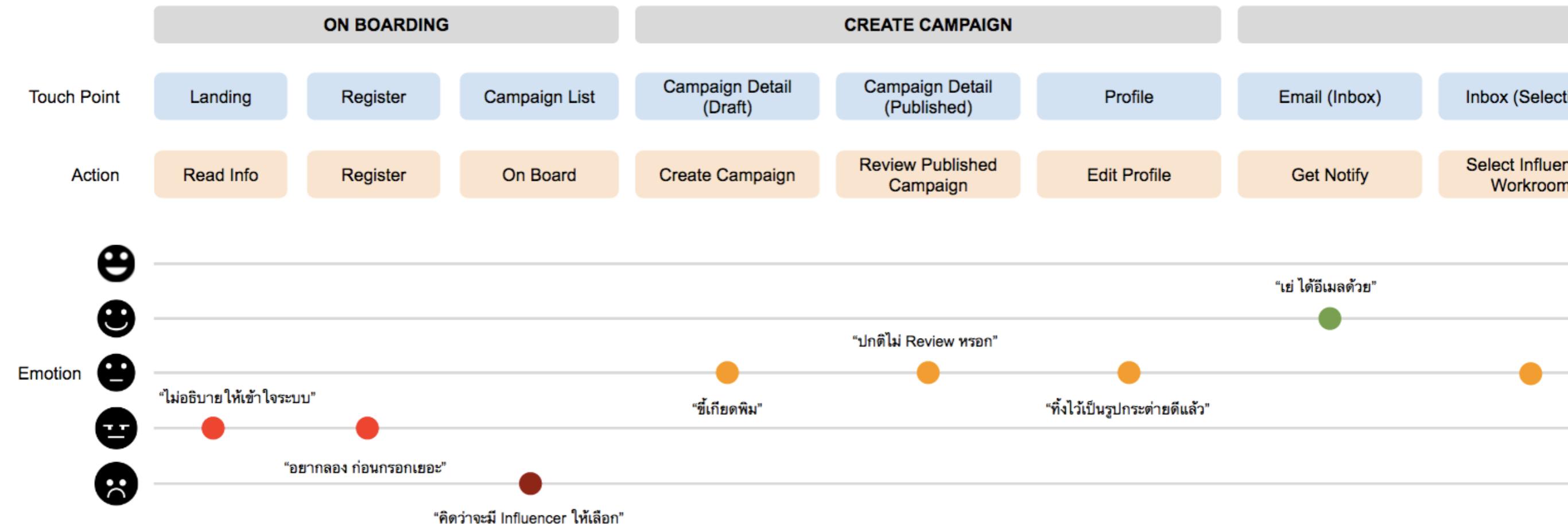


Kaizen

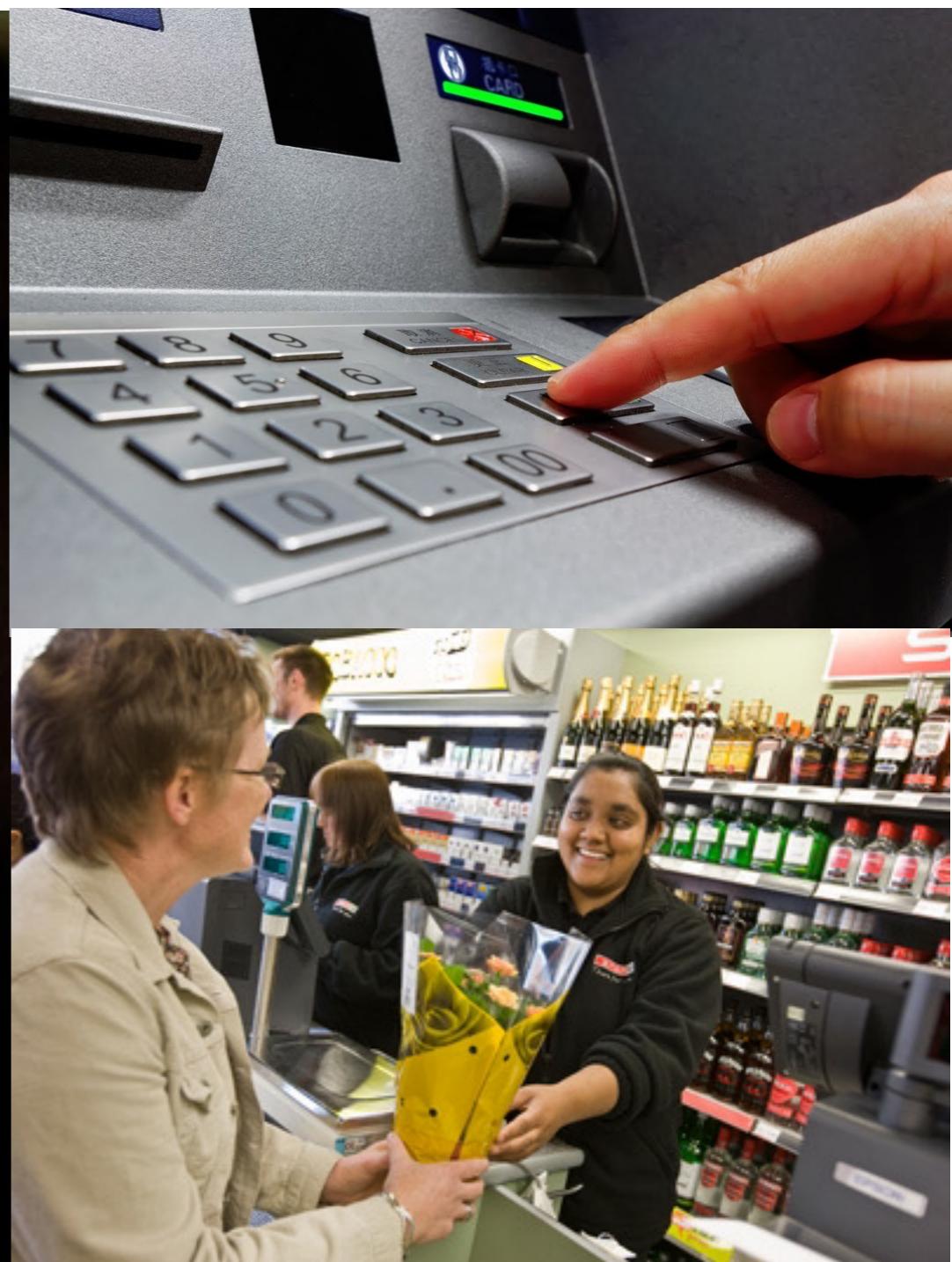
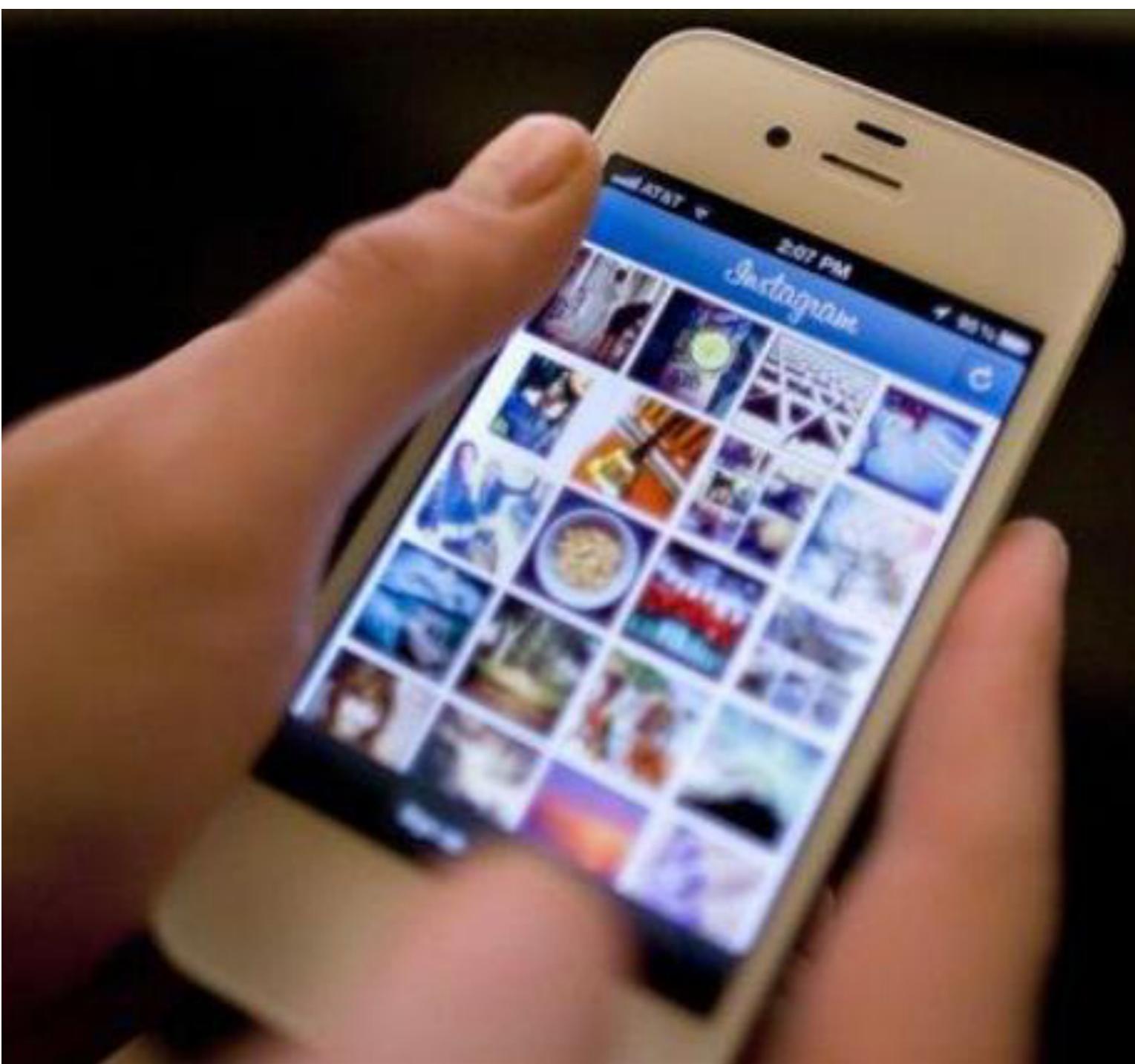


# Customer Journey

A map of how a user accomplish a task



# Touch Point



# Touch Point



Action

Touch Point

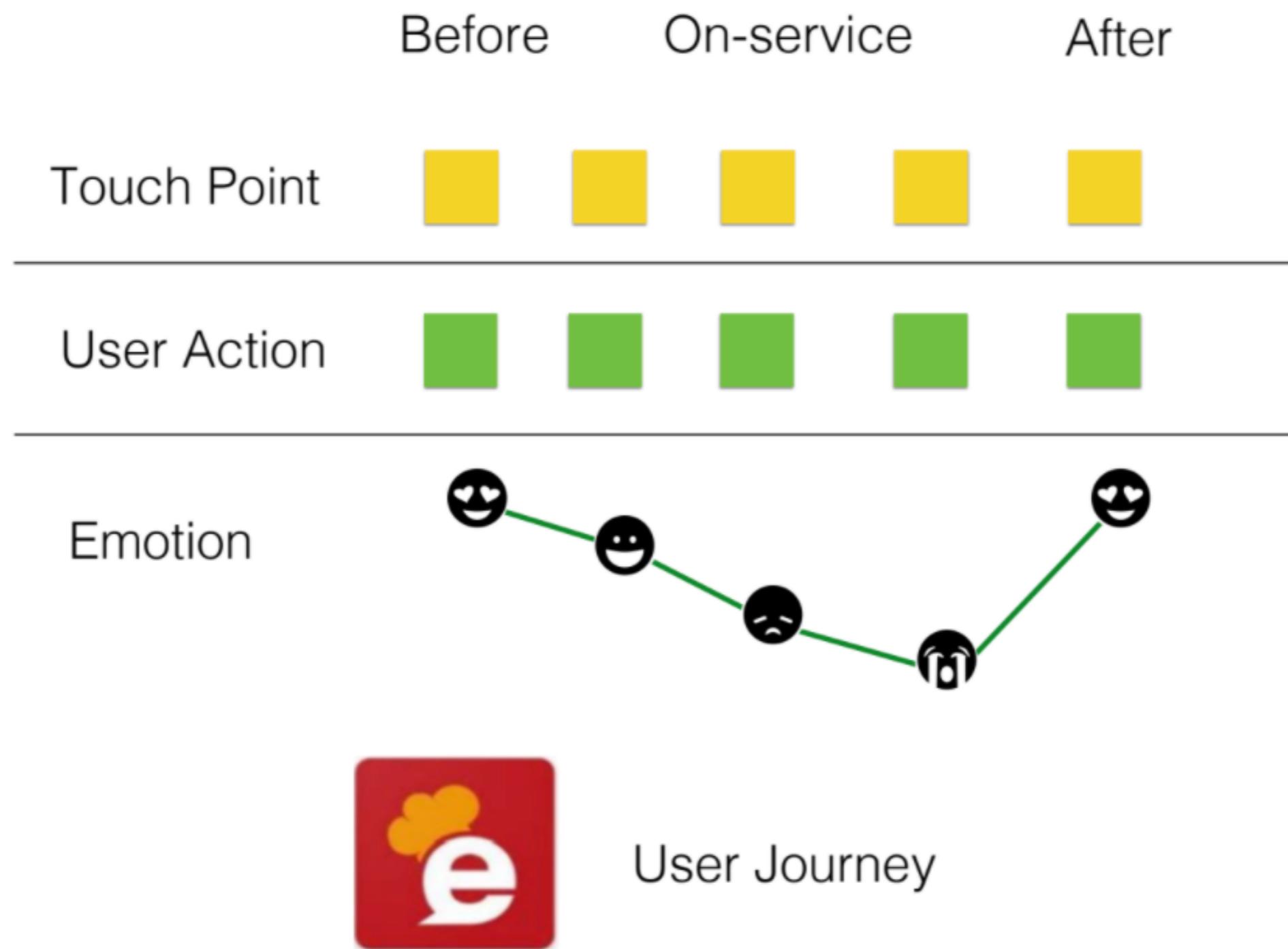


Emotion

Touch Point

Action

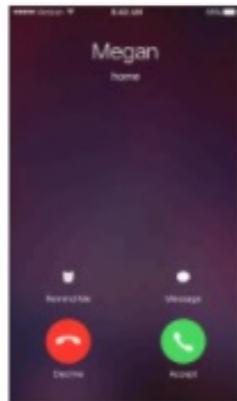






Before

Touchpoint



User Action

นัดแพนไป  
เดทวัน  
ครบรอบ

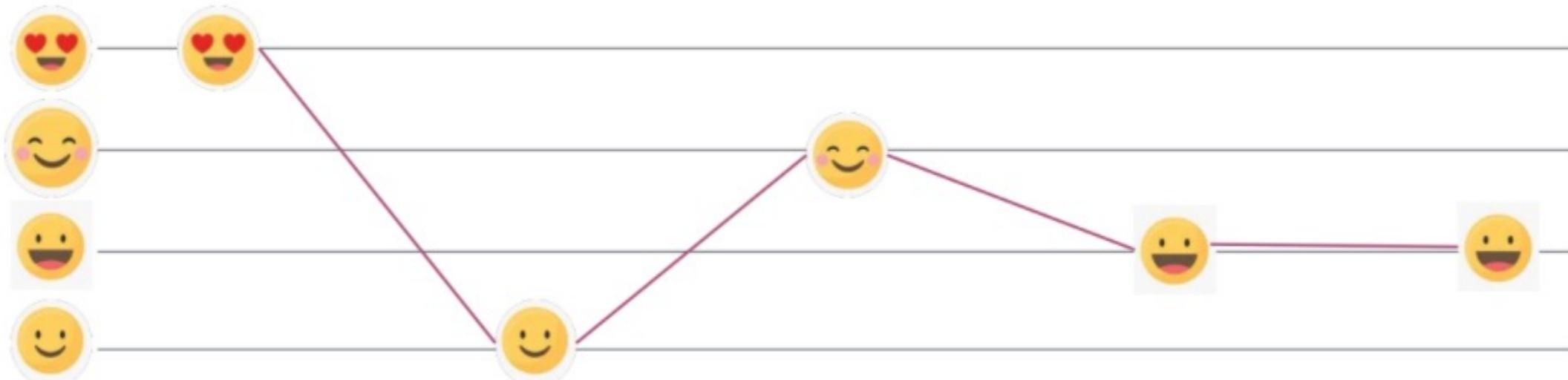
เข้า  
Google  
หาแอปของ  
ร้านอาหาร

เจอแอพ  
Eatigo  
แนะนำใน  
Pantip

เข้า App  
Store

ดาวน์โหลด  
แอพ  
Eatigo

Emotion





## On Service

### Touchpoint

### User Action

เลือกสถานที่

เลือกร้าน

เลือกเวลาที่  
ต้องการจอง

กรอกข้อมูล

Confirm  
reservation

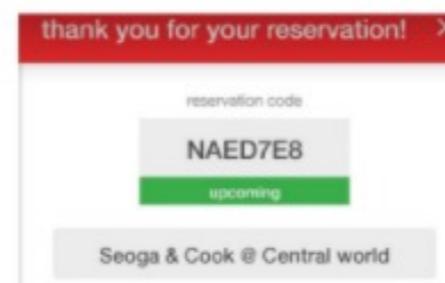
### Emotion





After

Touchpoint



User Action

เจอแฟนตาม  
นัด

ไปร้านที่จอง

เข้าแอพ  
GMAIL

ใช้รหัส  
reservation  
code

เด壕บ่ำง  
มีความสุข

โพสต์ความ  
ประทับใจ

Emotion





Wongnai



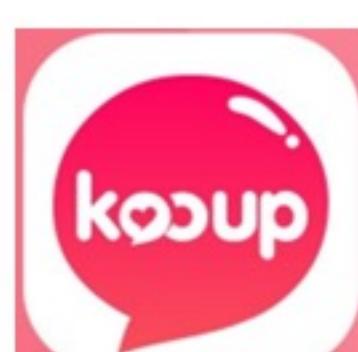
QueQ



Eatigo



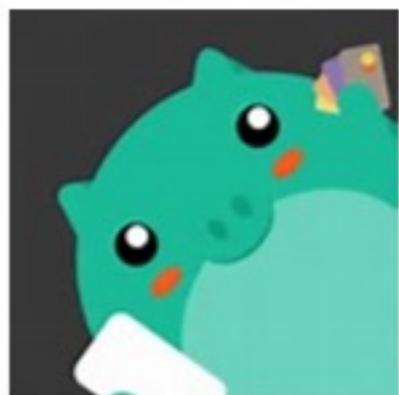
Booking.com



Kooup



TripAdvisor



Piggipo



Kaidee



Joox Music



Pinterest



Aliexpress



Swarm



EWG  
Healthy  
living



Before      On-service      After

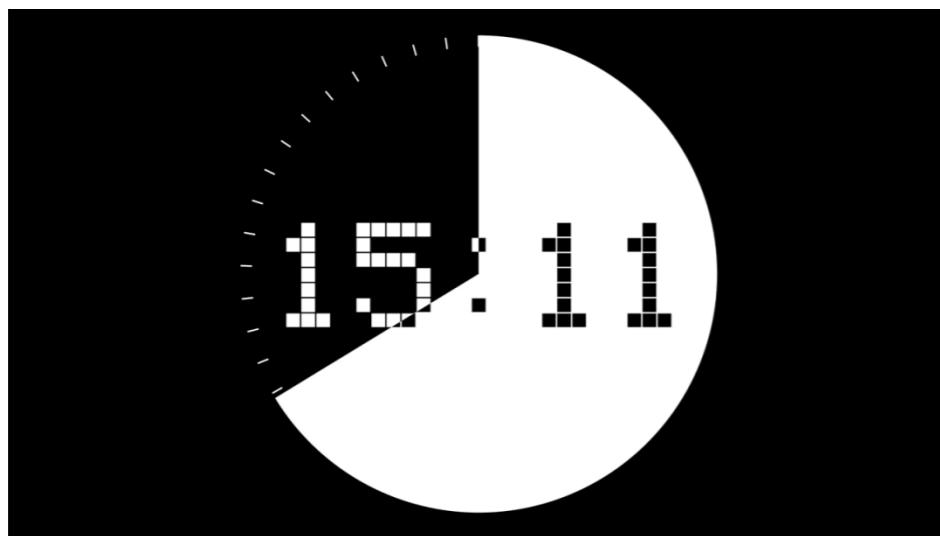
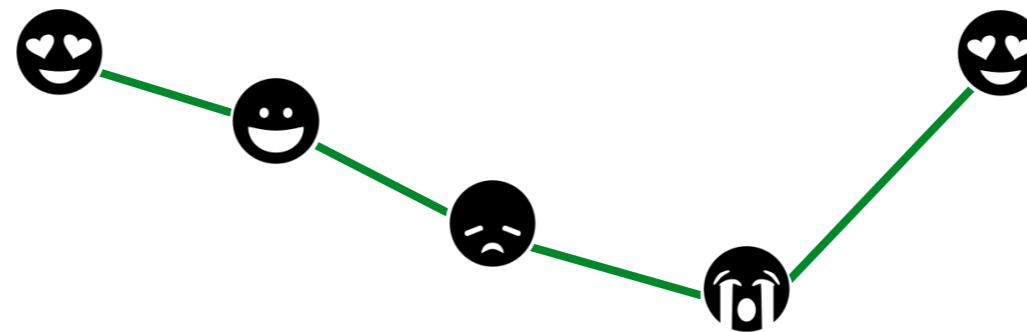
Touch Point



Action user

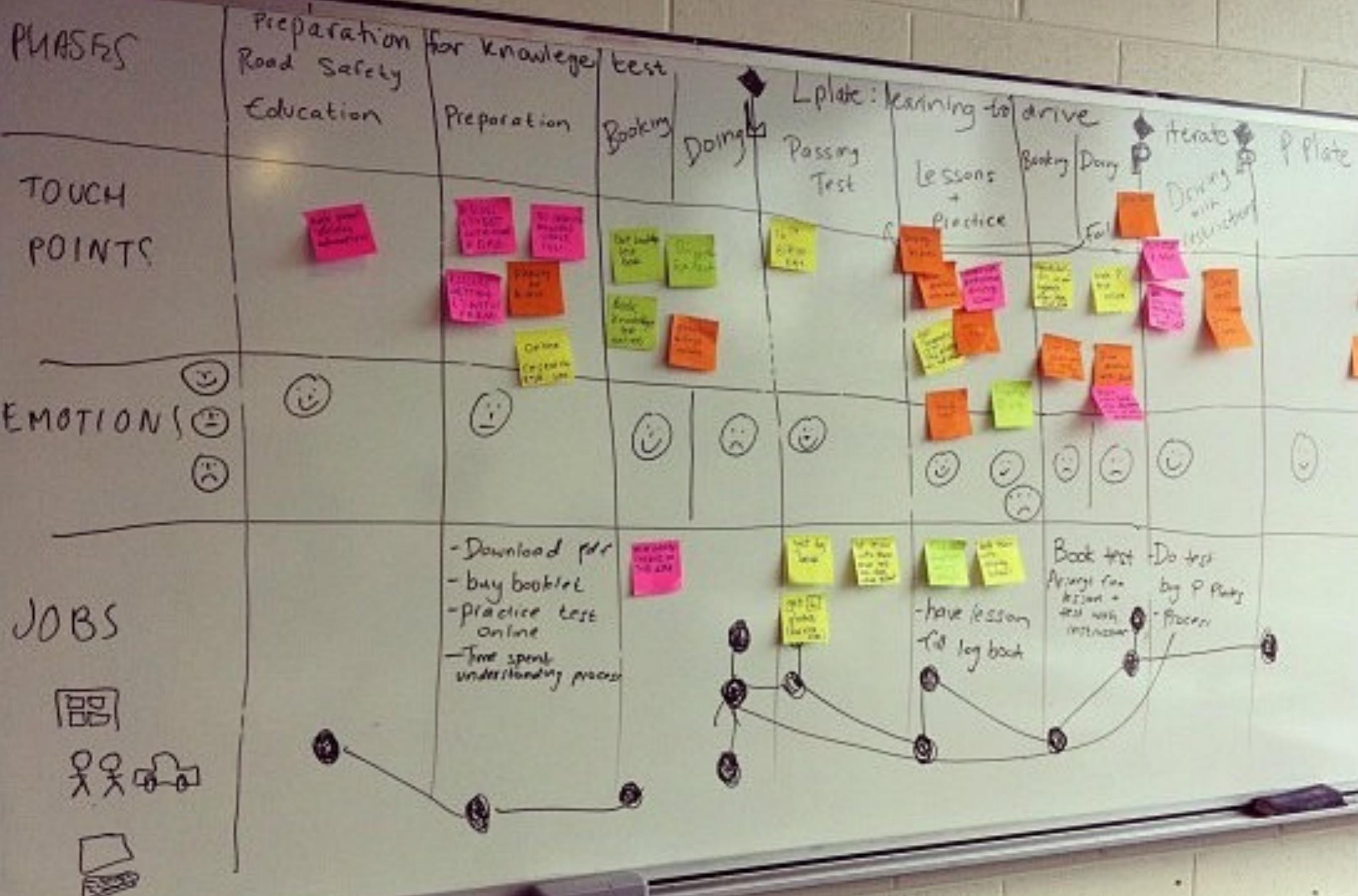


Emotion

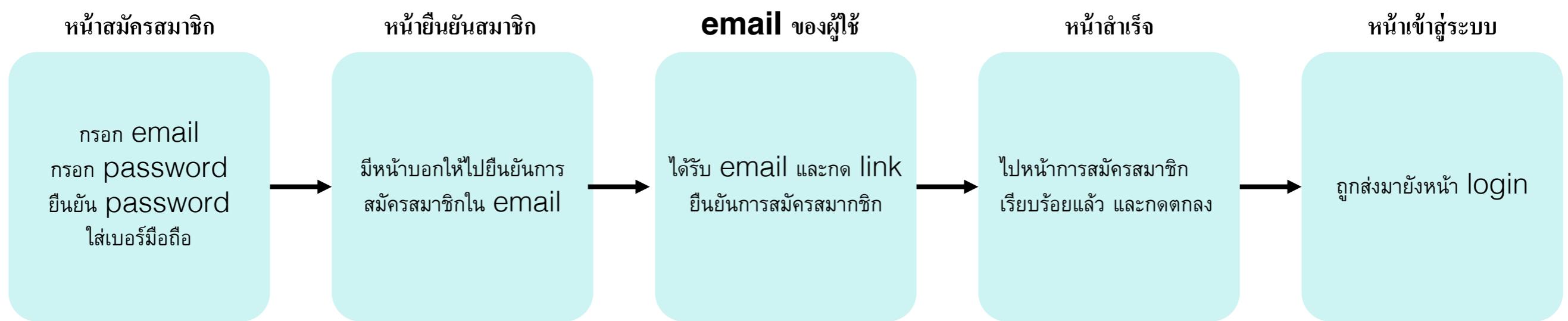


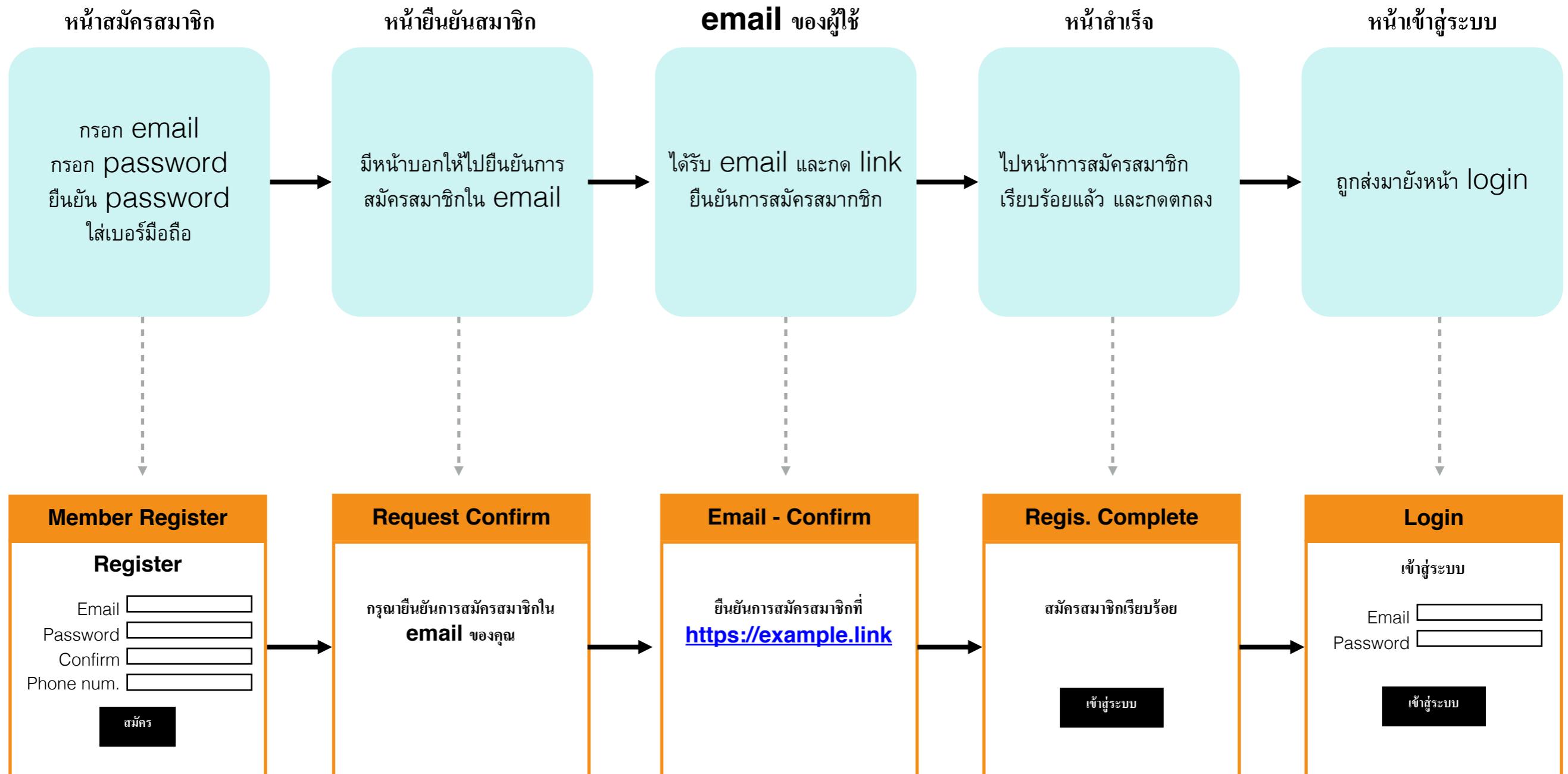
User Journey

# Workshop



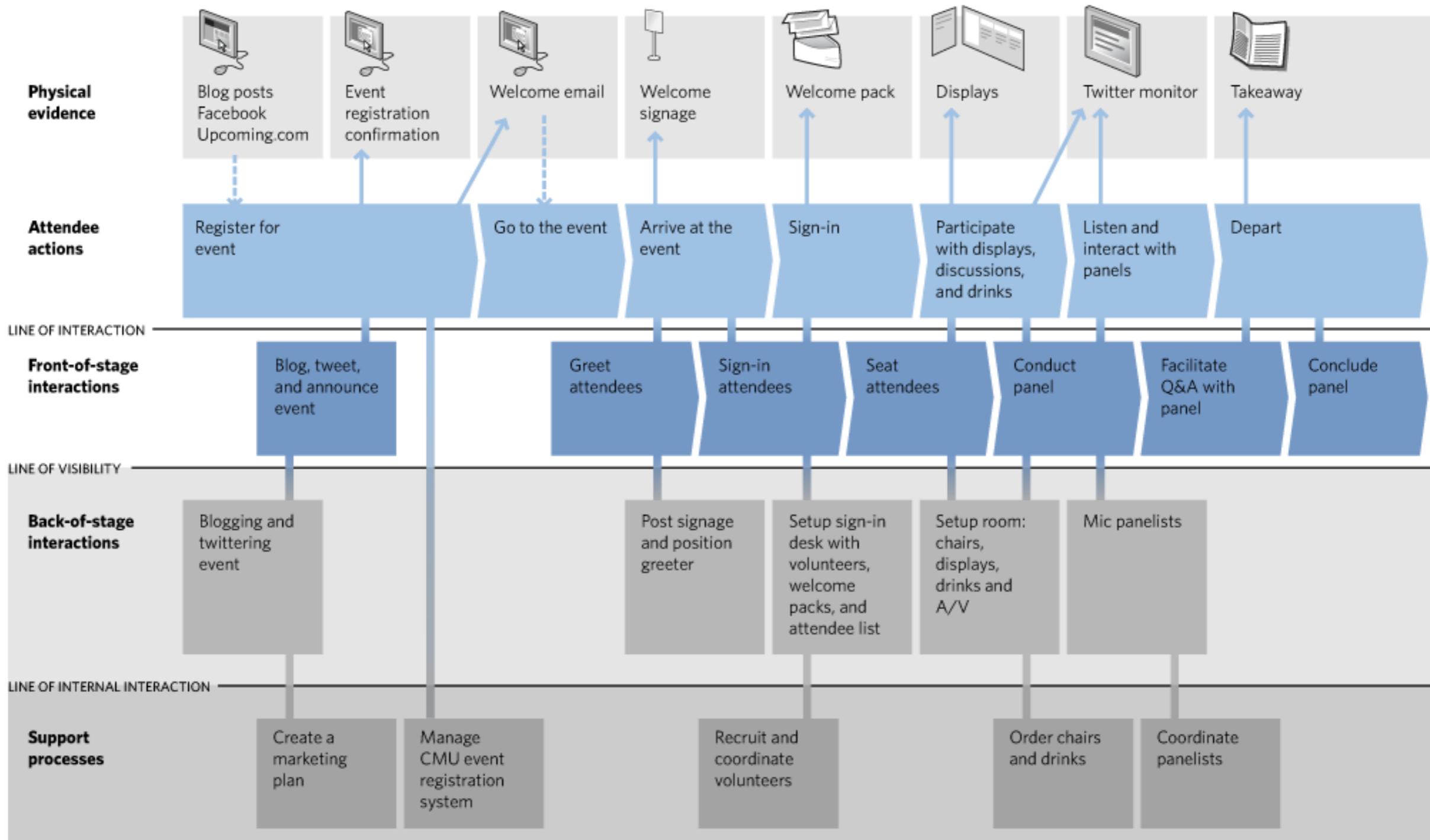
# **Case study**





# Service Blueprint for Seeing Tomorrow's Services Panel

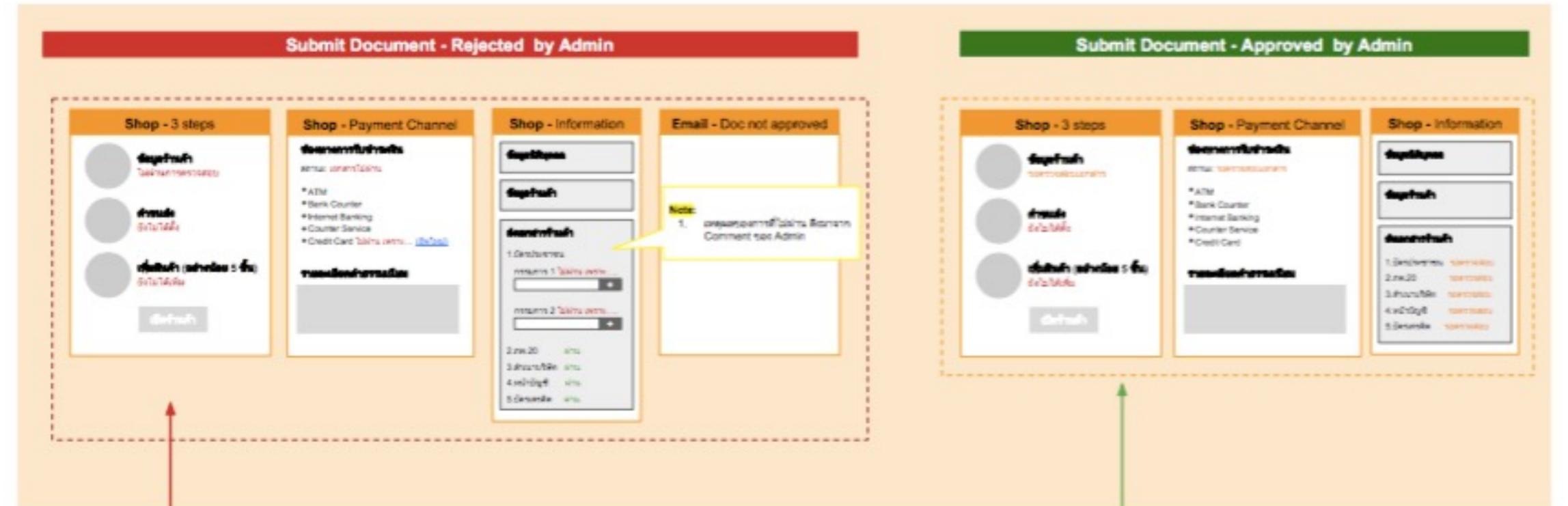
find out more: <http://upcoming.yahoo.com/event/1768041>



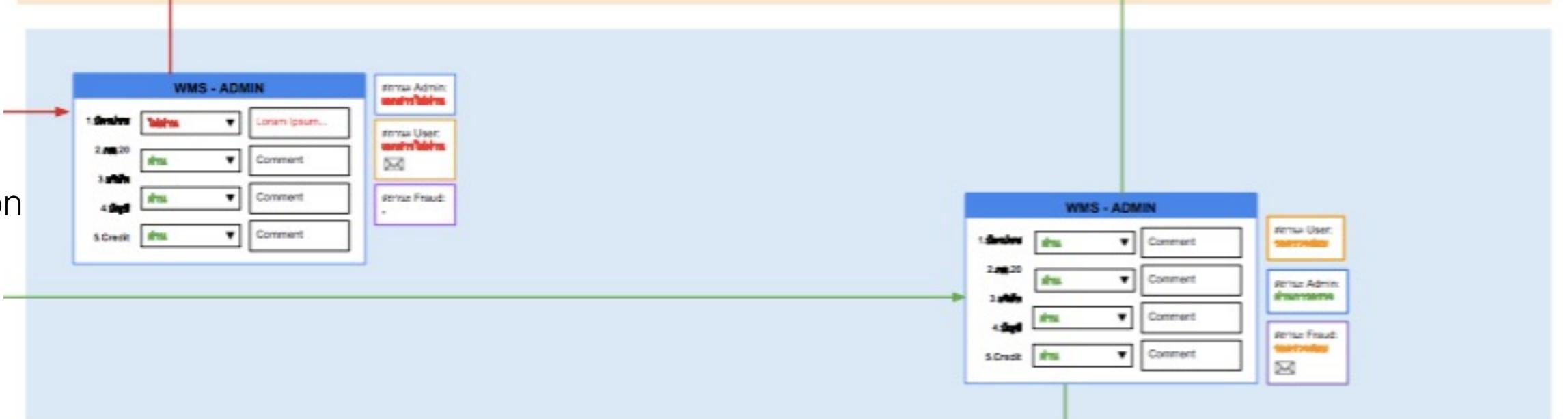
Brandon Schauer, Adaptive Path

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User Action

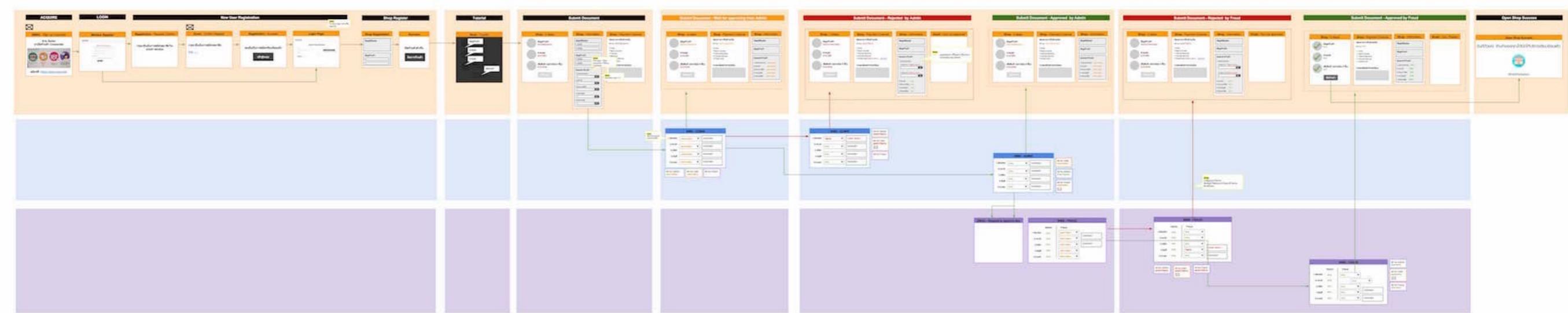


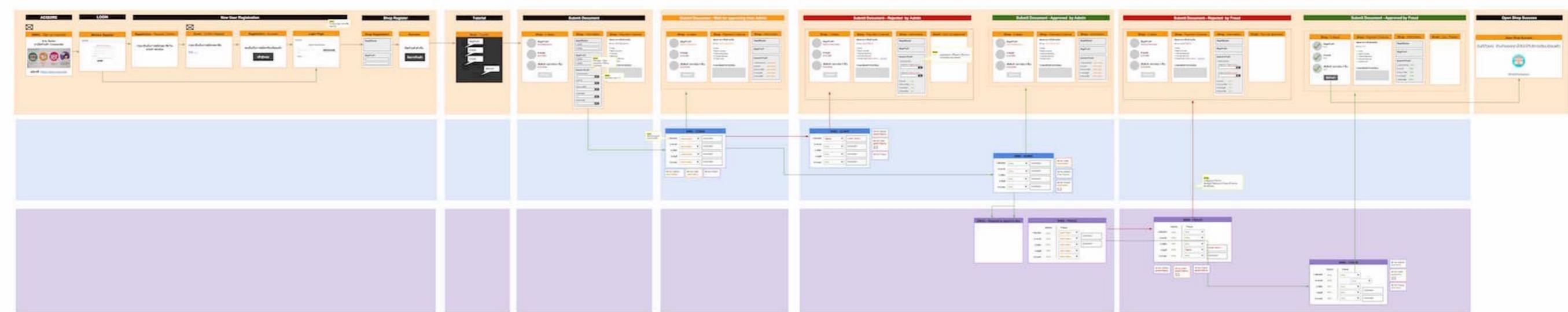
Admin Action



Fraud Action







# 30 day -> 3 day



User



Journey



Product



Kaizen



User



Journey



Product



Kaizen

**Position your idea**

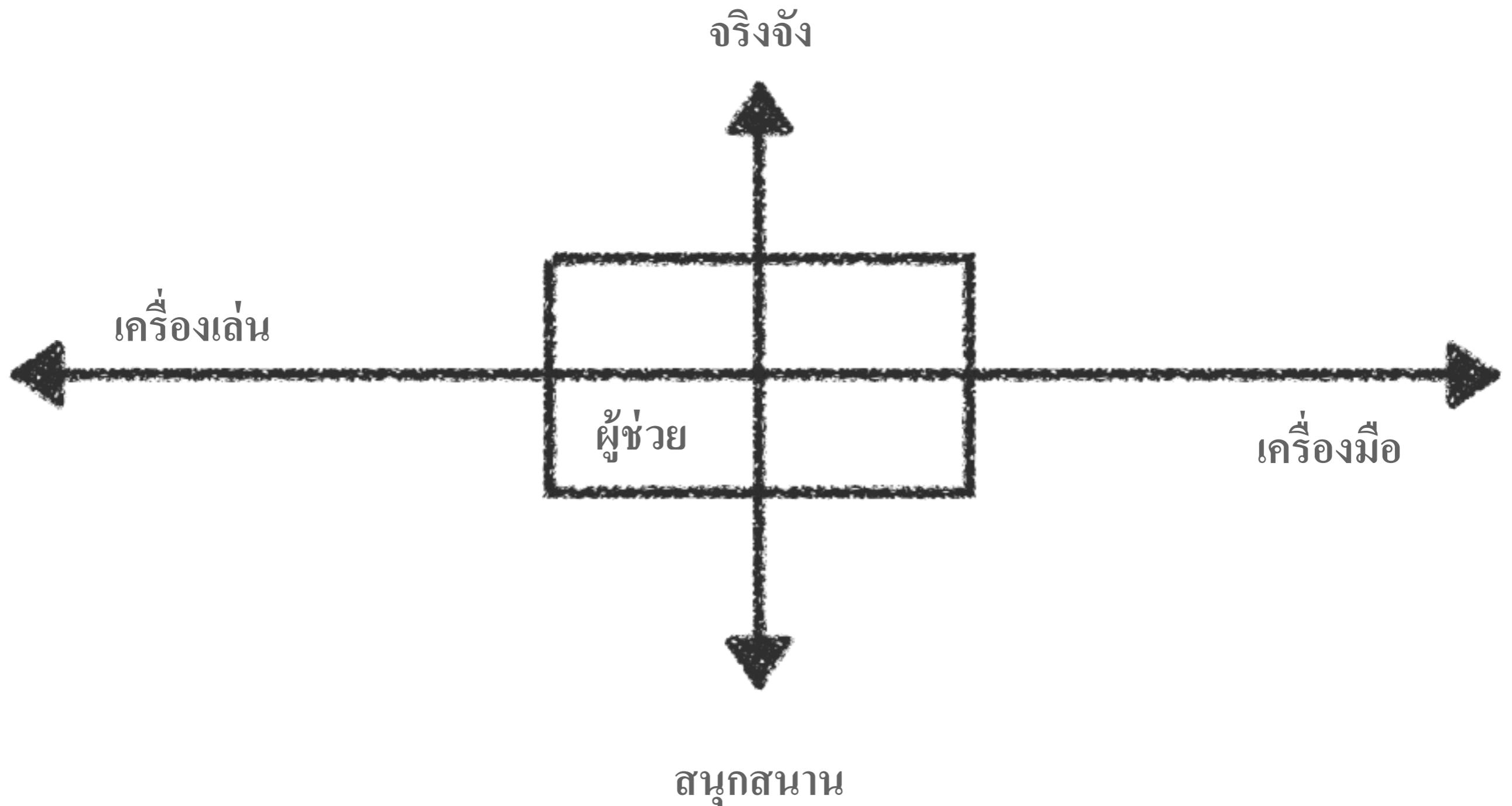
80:20

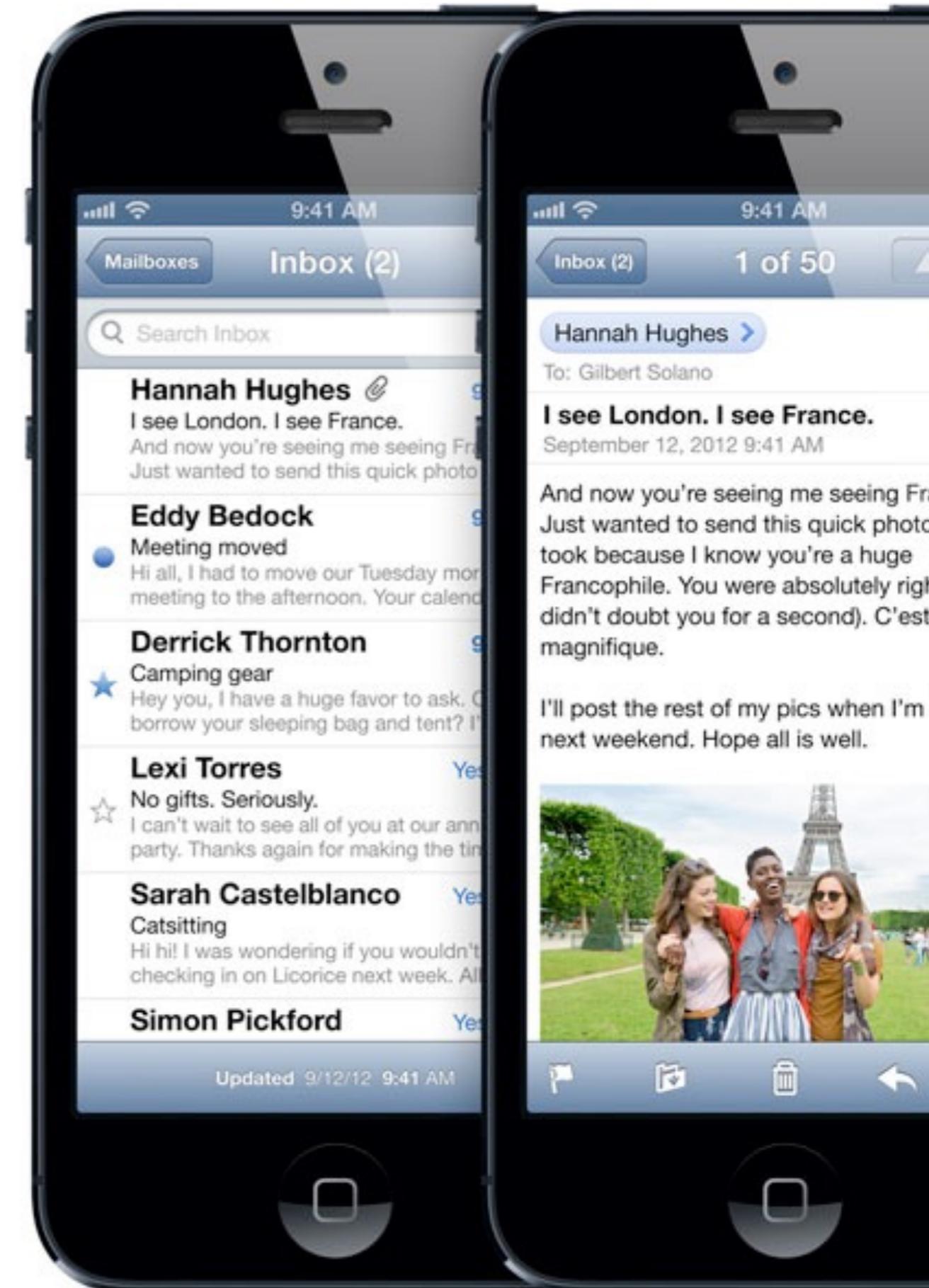
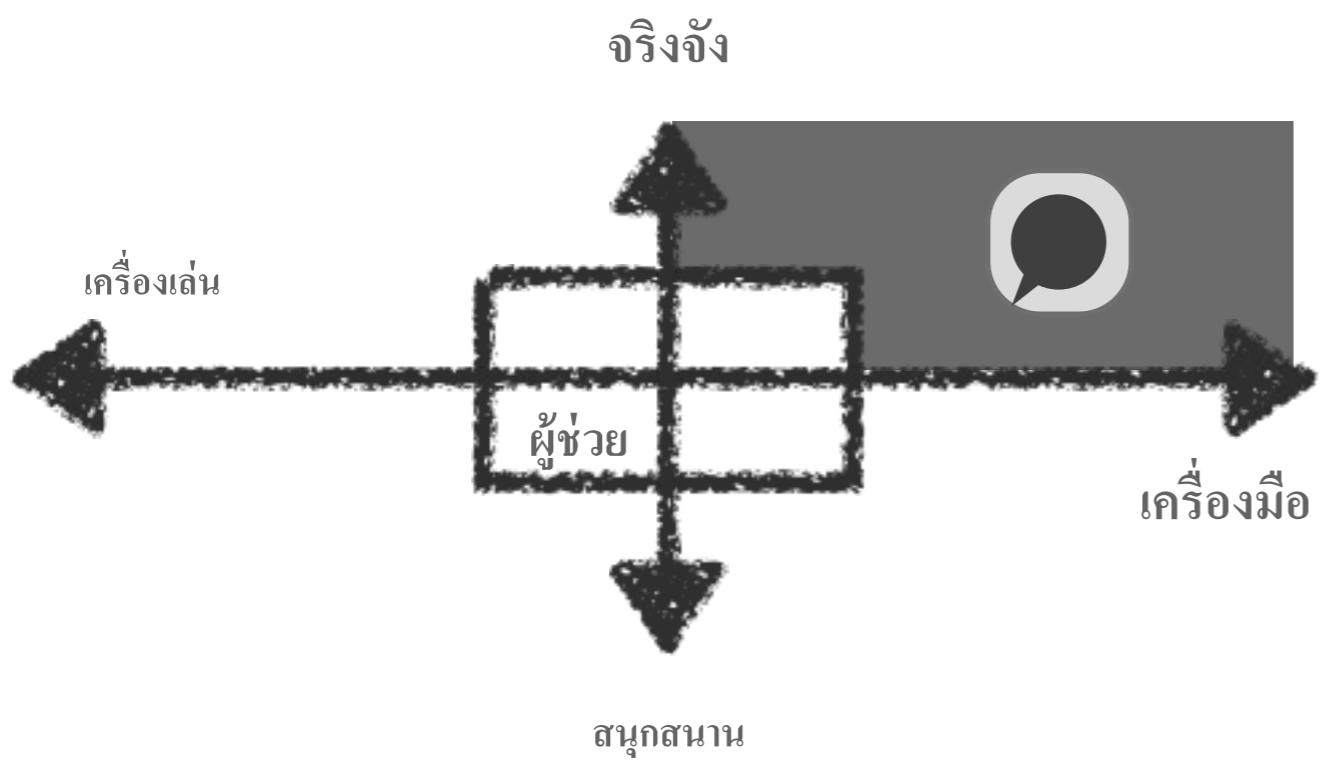
Simplicity

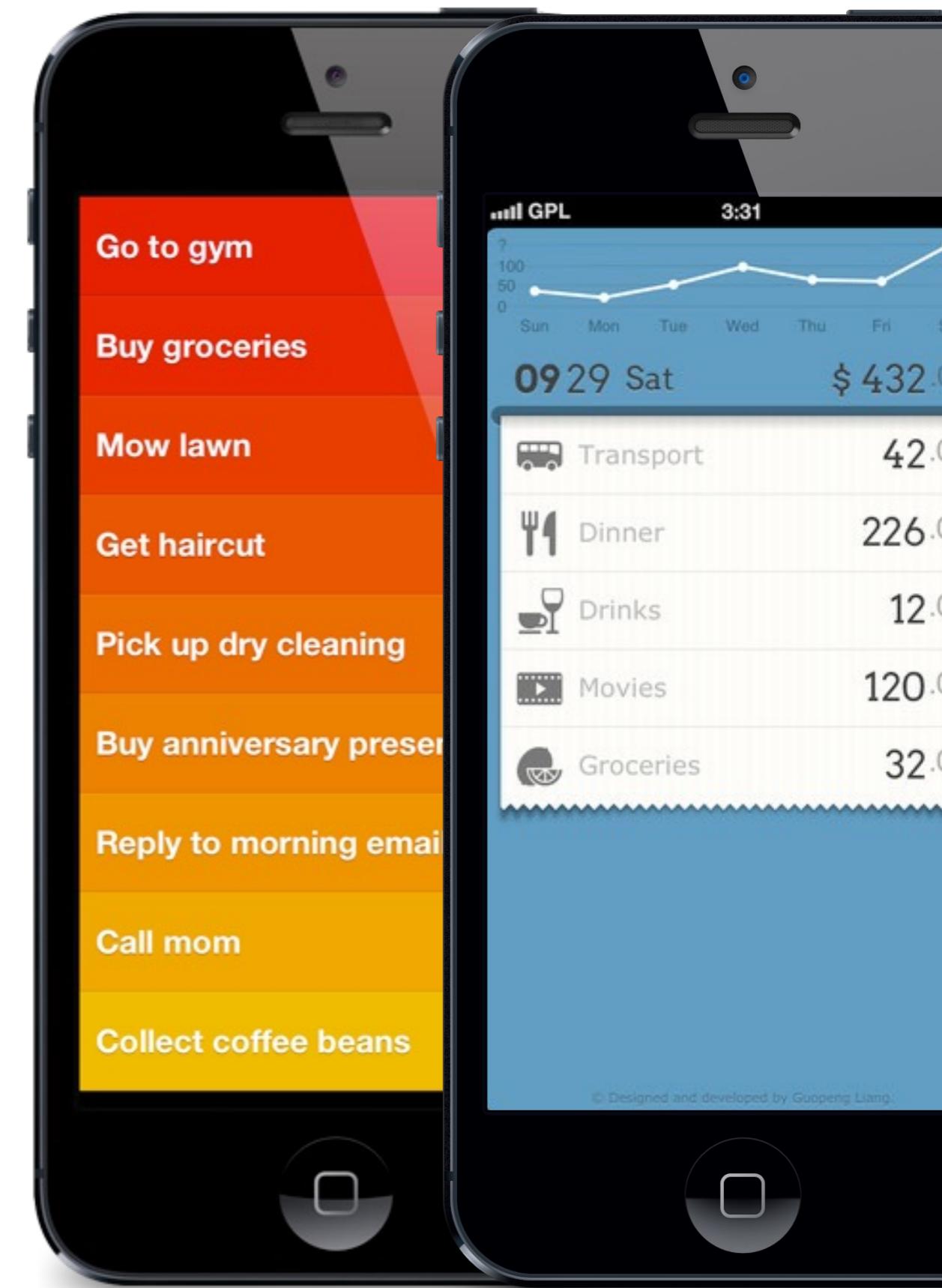
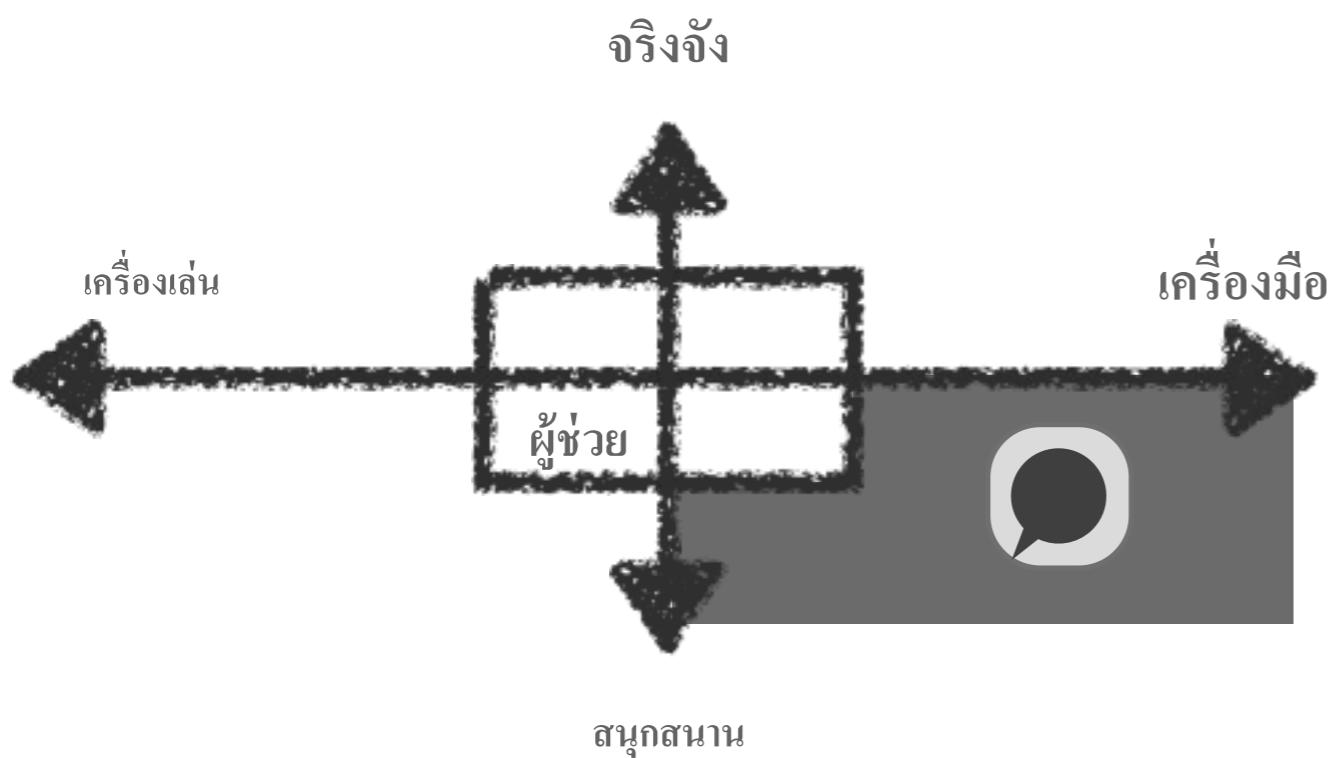
The hard decision



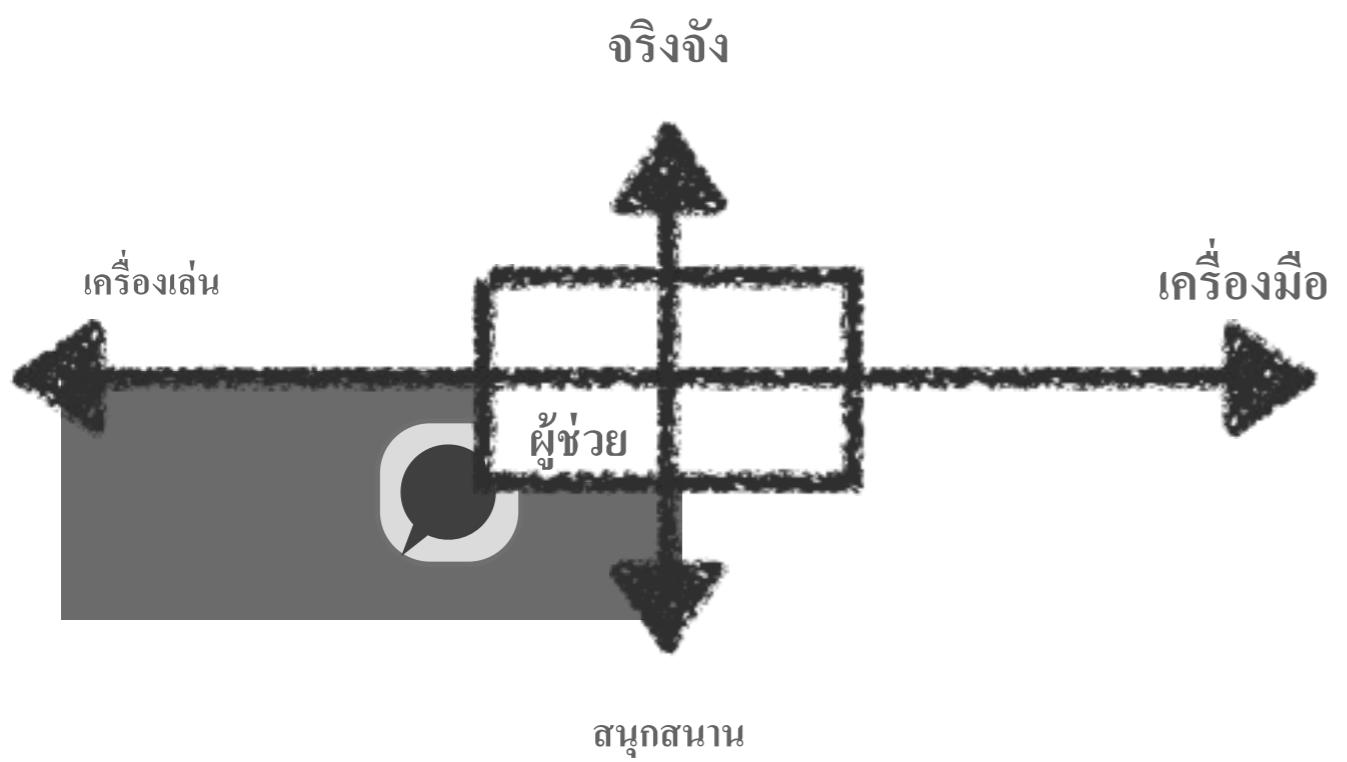
position your idea



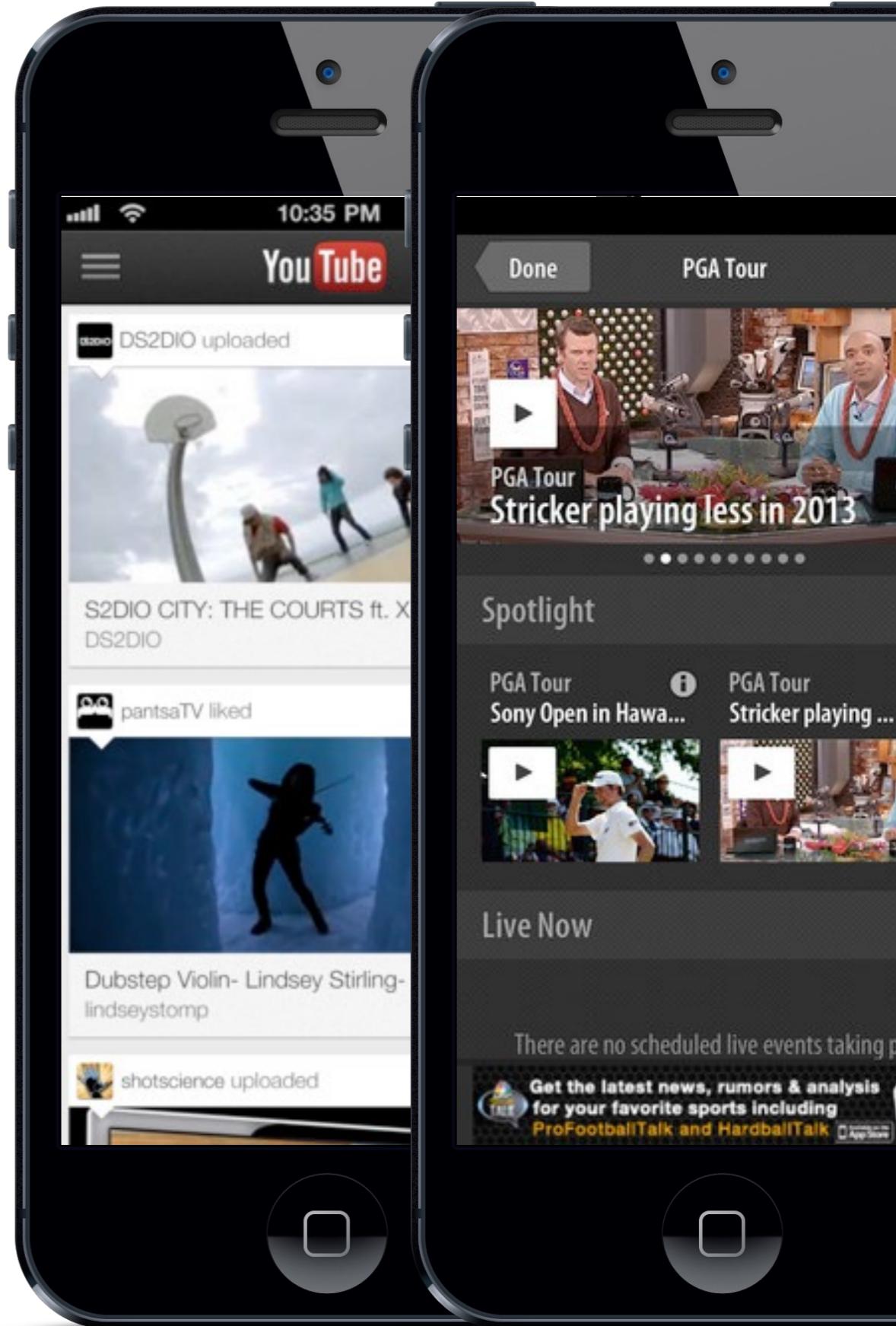
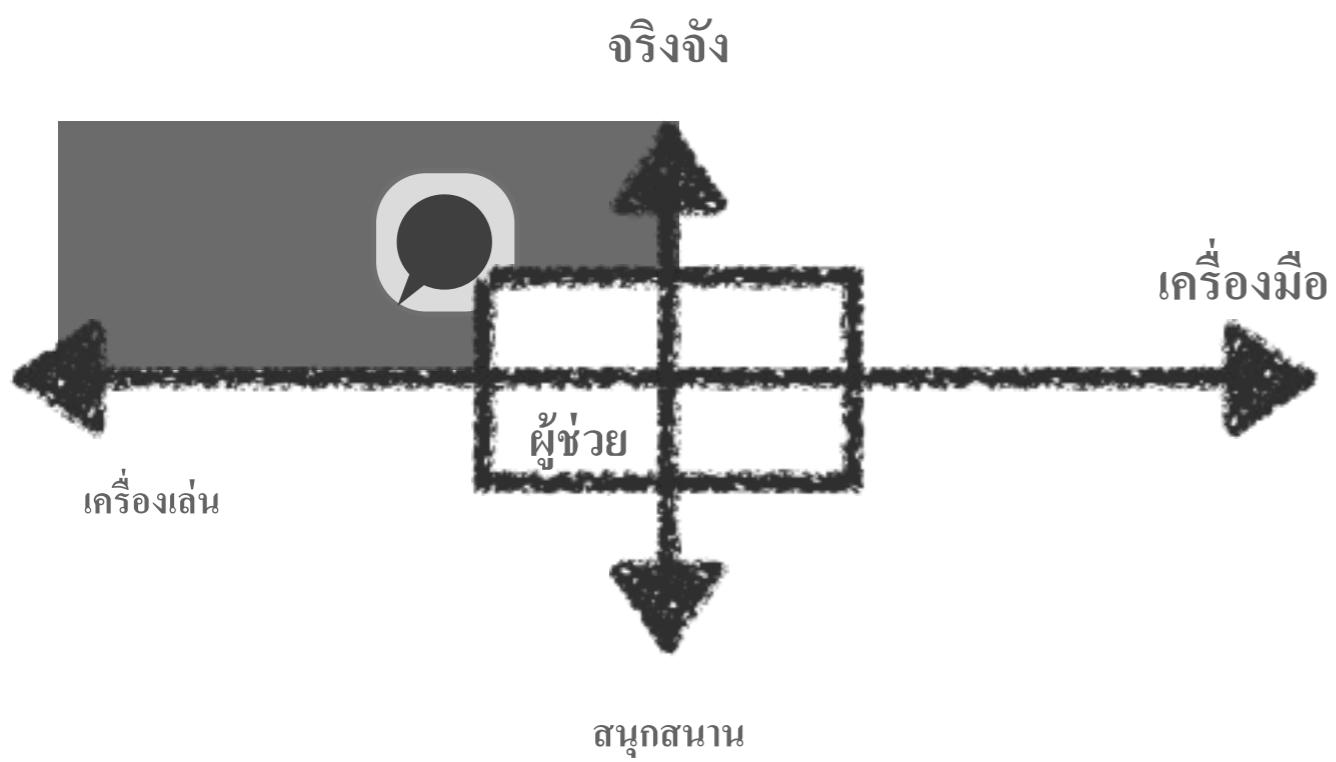




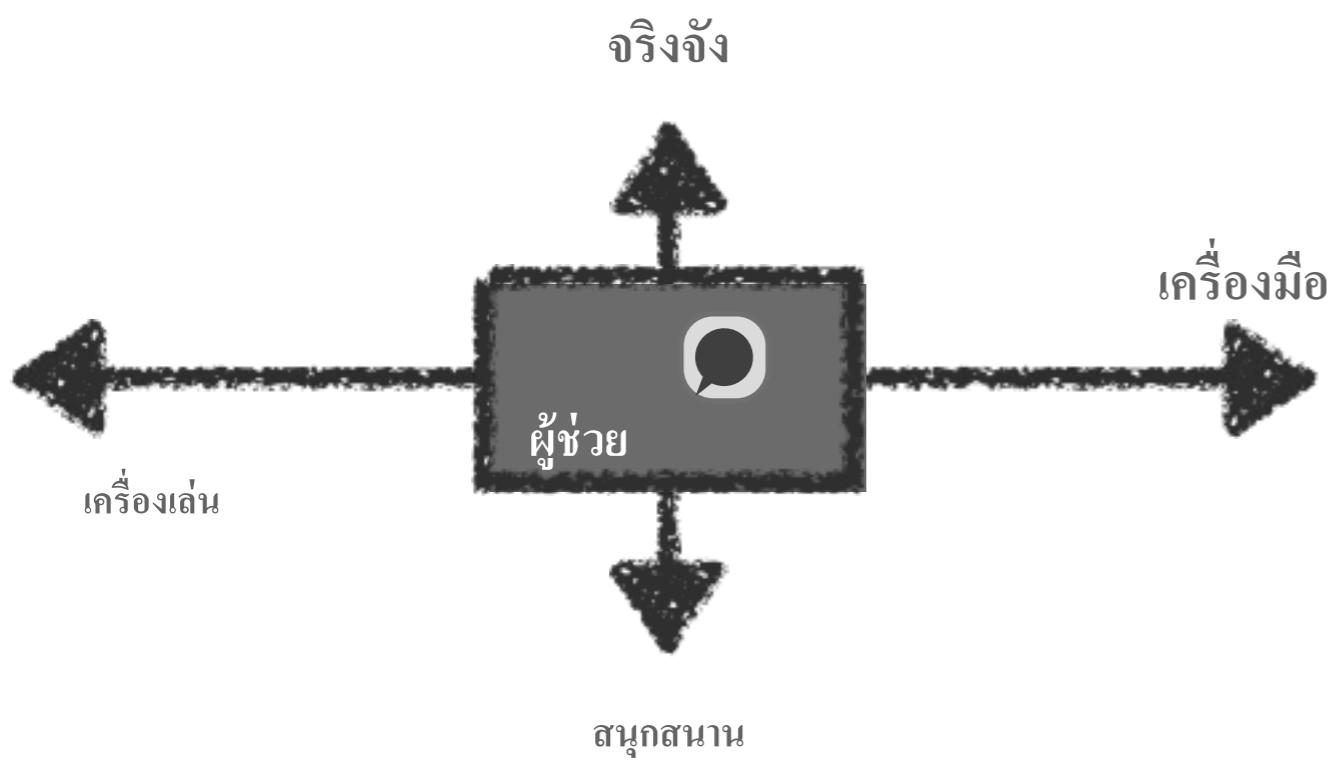
โปรแกรม clear และ โปรแกรม dailycost



เกมส์ Realracing 2 และเกมส์ Jetpack Joyride



โปรแกรม youtube และ โปรแกรม NBC Sports Live Extra

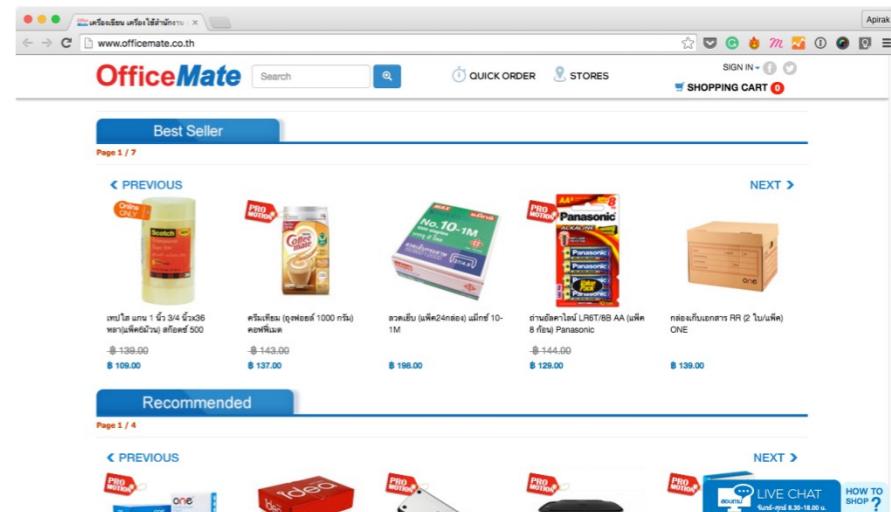
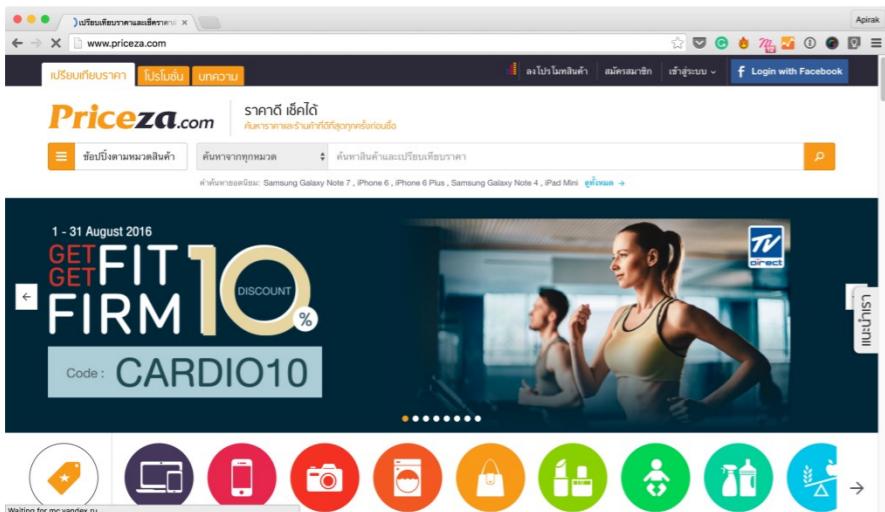
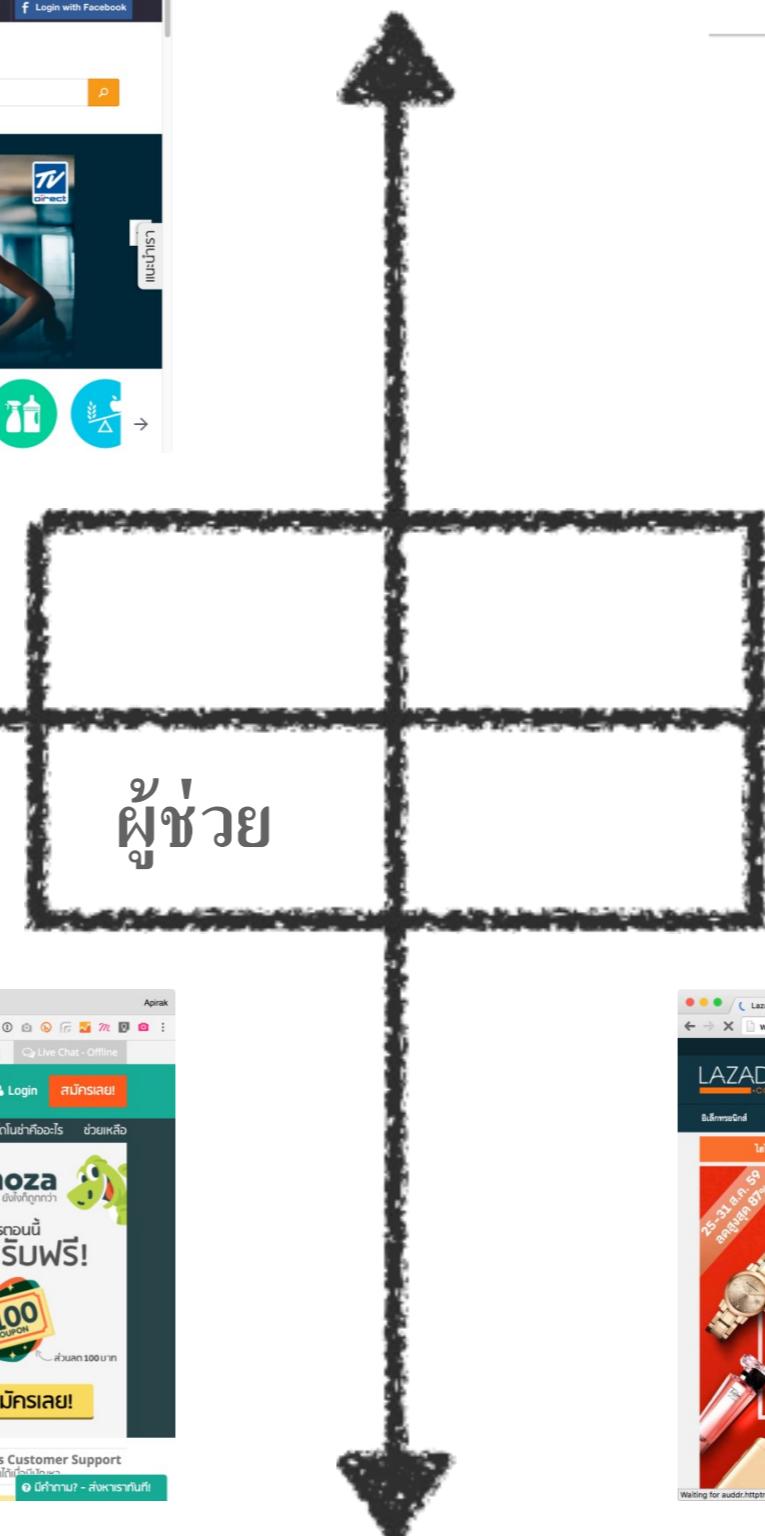


เกมส์ Compass. และโปรแกรม weather ของ apple



# position your idea

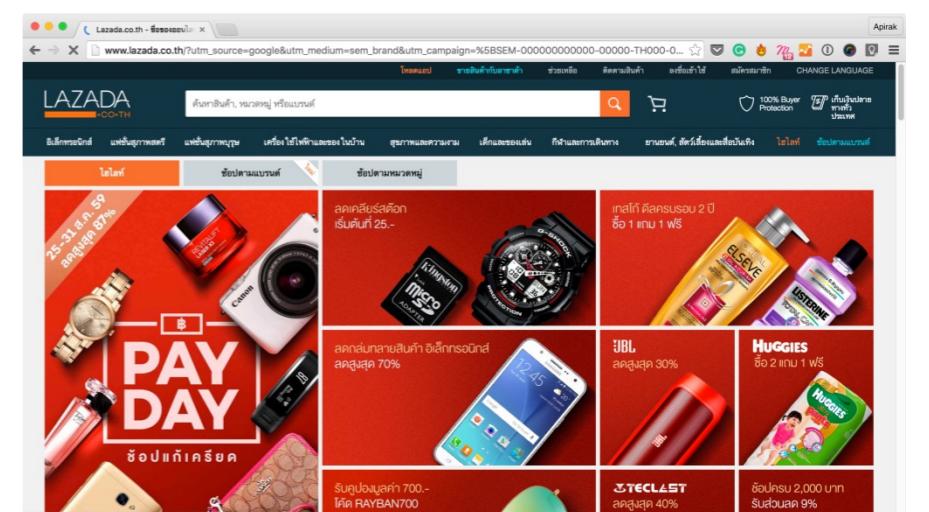
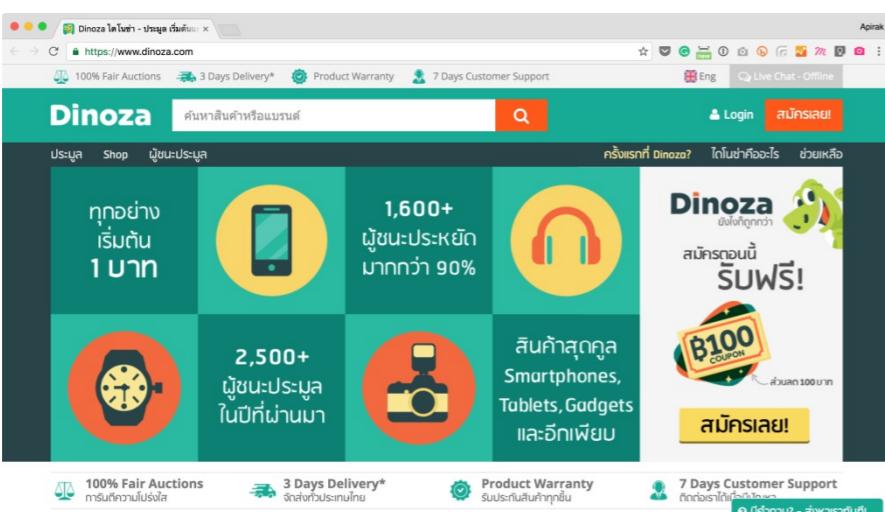
จังหวัด



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៤៧

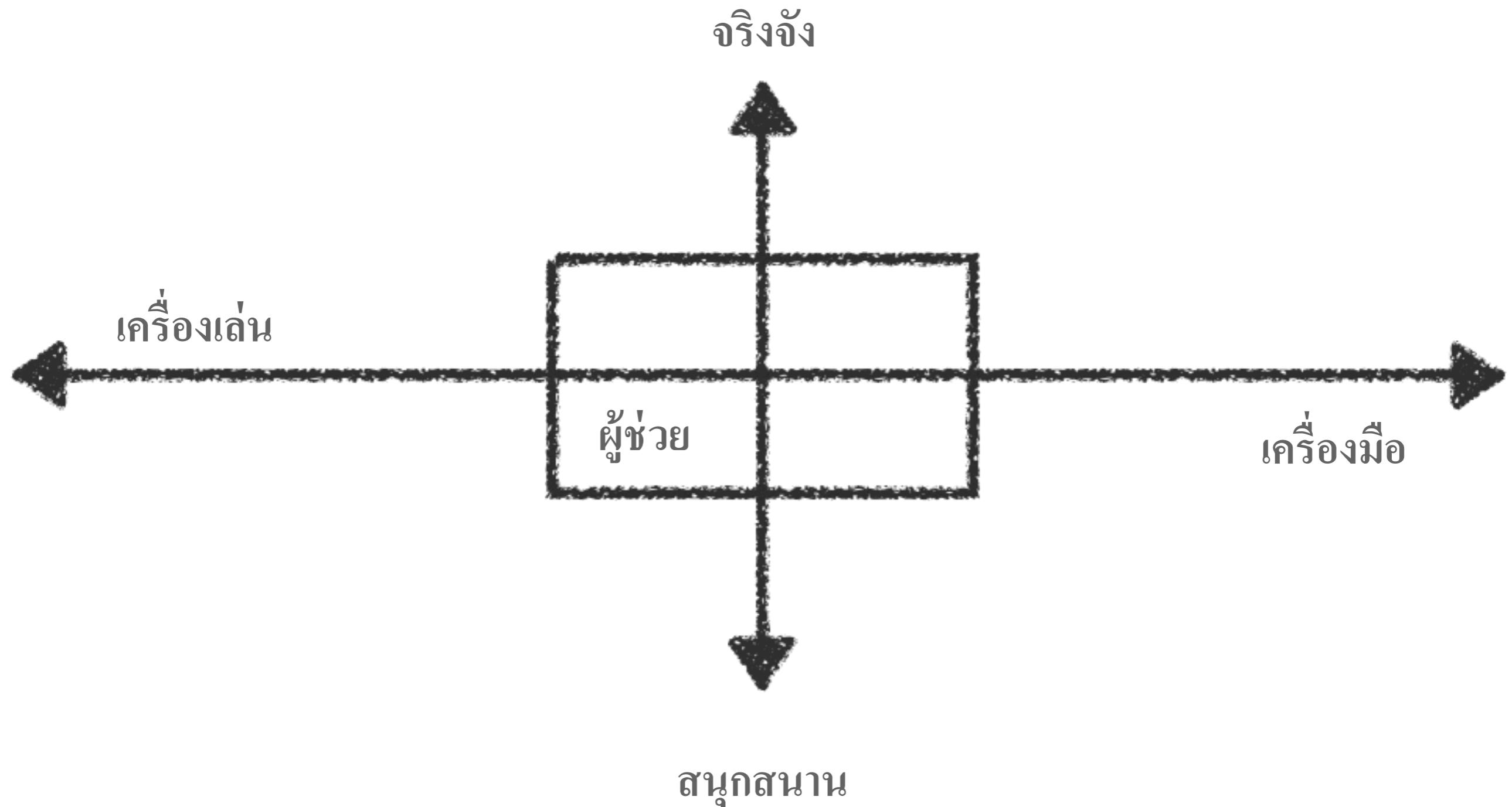
เครื่องมือ



# សង្គមសណ្ឋាន



position your idea





User



Journey



Product



Kaizen

**Position your idea**

**80:20**

**Simplicity**

**The hard decision**



## Vilfredo Federico Damaso **Pareto**

(born Wilfried Fritz Pareto; Italian: [vil'fre:do pa're:to];  
15 July 1848 – 19 August 1923)

was an Italian engineer, sociologist, economist, political scientist, and philosopher. He made several important contributions to economics, particularly in the study of income distribution and in the analysis of individuals' choices. He was also responsible for popularising the use of the term "elite" in social analysis.

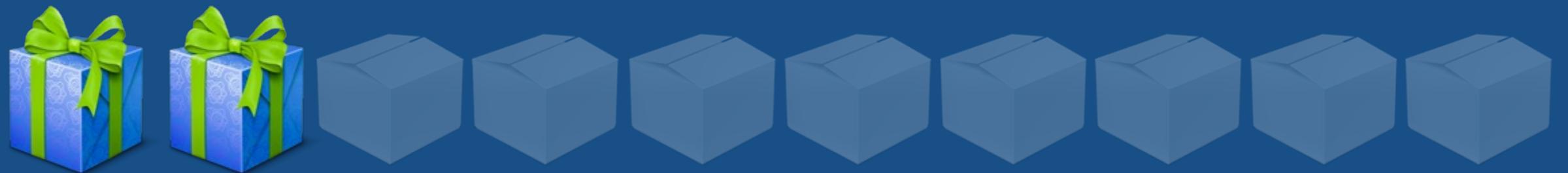


**80%**



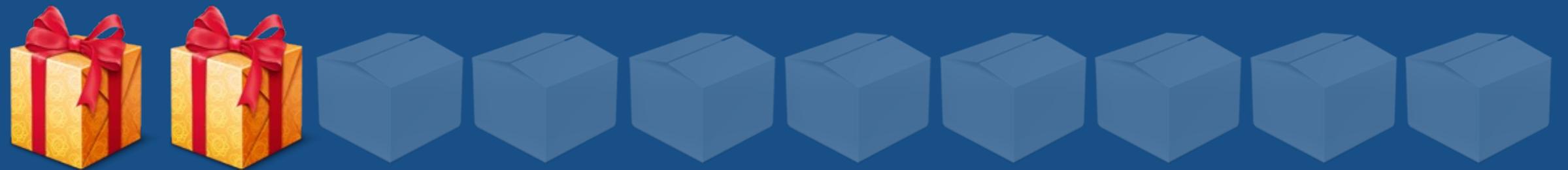
**20%**

**80%**



**20%**

**80%**

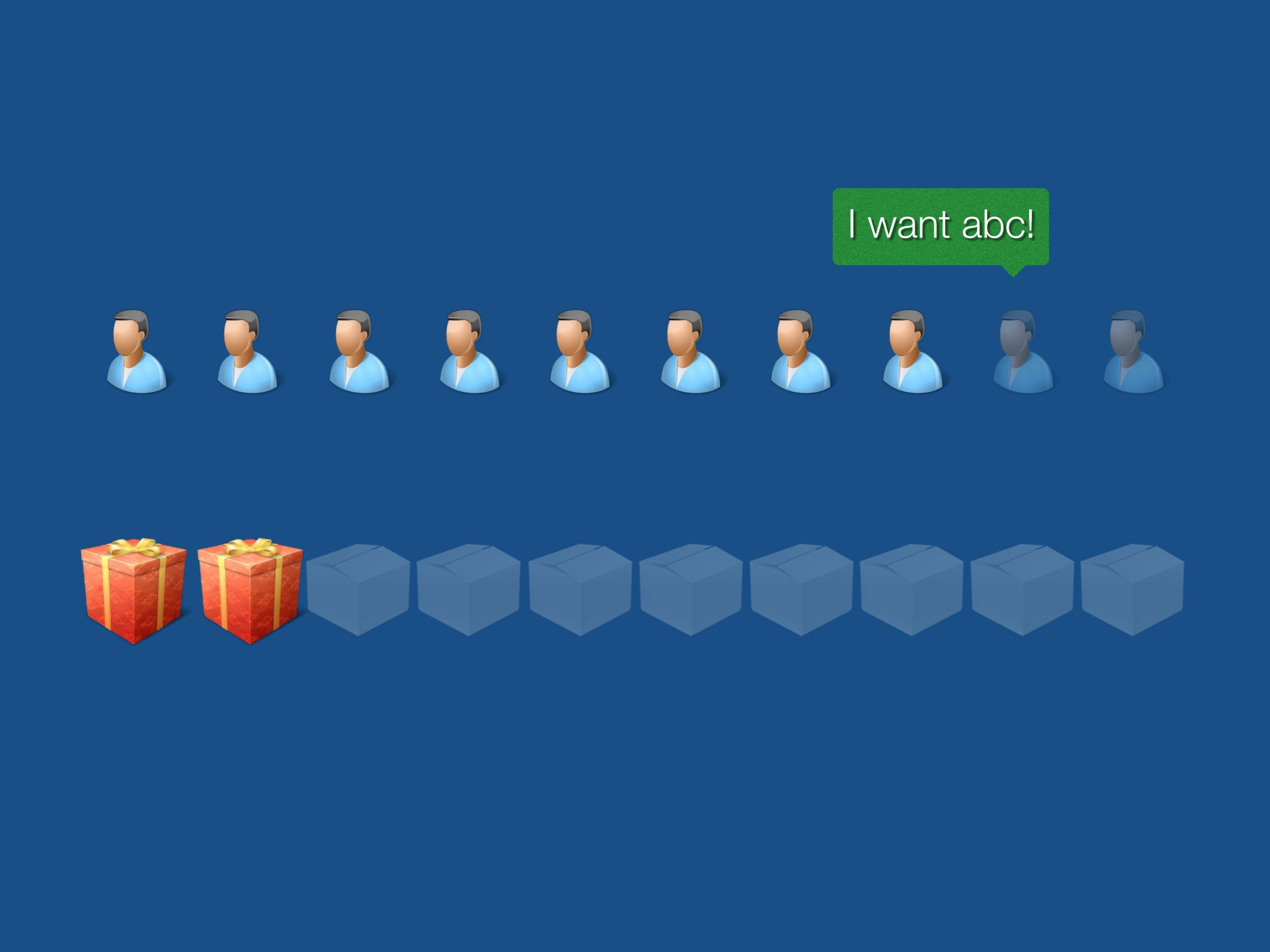


**20%**

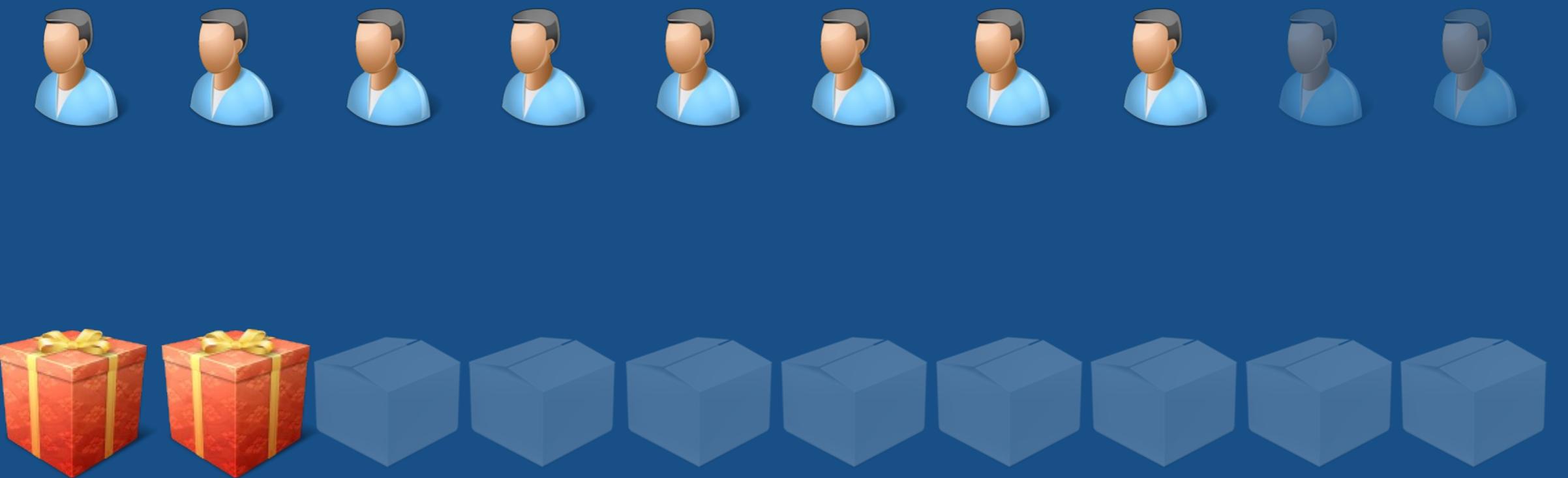
**80%**



**20%**



I want abc!



# The cost of feature

More bug

More complexity

More support

More wasted time

Higher opportunity cost



User



Journey



Product



Kaizen

**Position your idea**

**80:20**

**Simplicity**

**The hard decision**

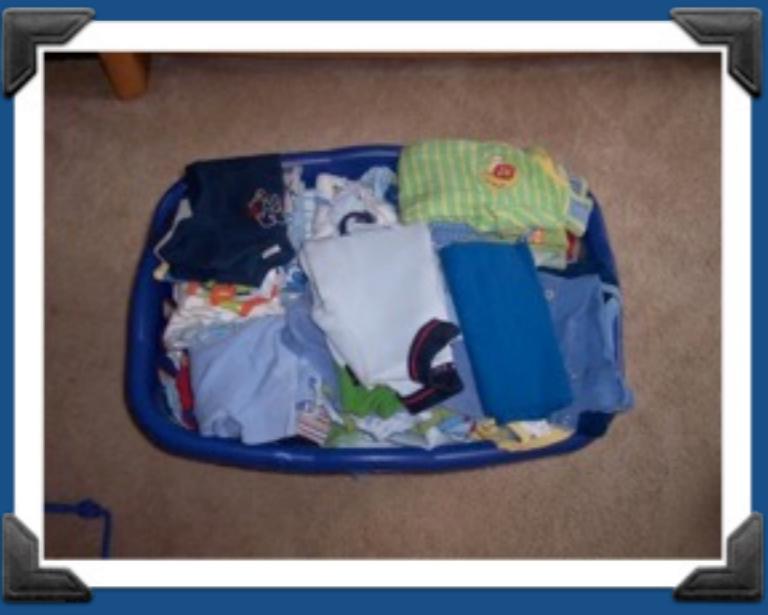


A photograph of a beach at sunset. The sky is filled with clouds illuminated by the setting sun, transitioning from deep blue to bright orange and yellow. In the foreground, several white plastic lounge chairs are lined up under large thatched umbrellas. The beach is sandy and leads into the ocean, which has gentle waves. In the distance, a low shoreline with some trees and buildings is visible.

People ❤️ complexity



เด็กจะเลือกคุกกี้อันไหน



เด็กจะเลือกซักผ้า กองที่ไหน

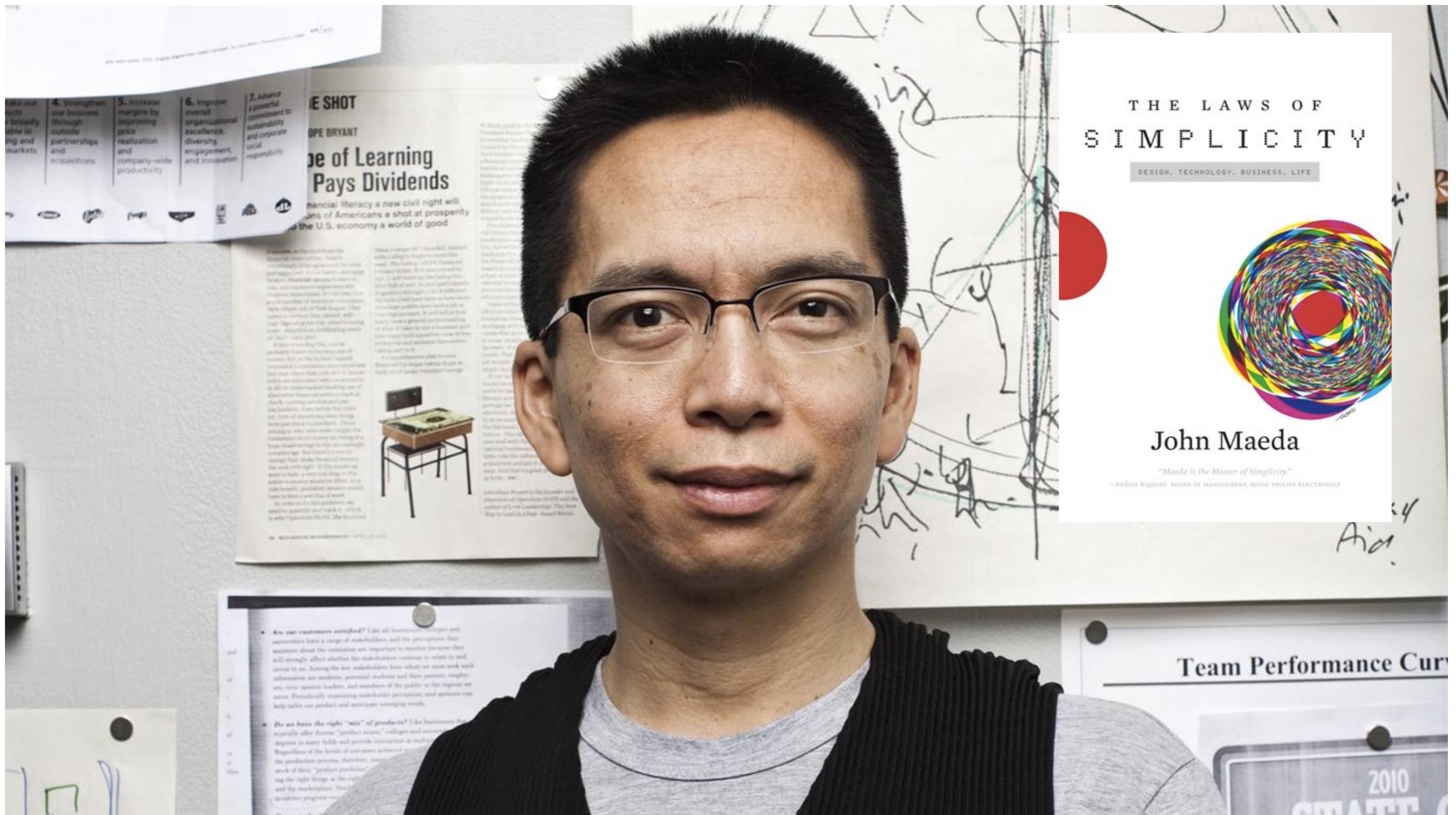
(enjoy/consume)



(work/transform)



Simplicity is about living life with **more** enjoyment and **less** pain



# John Maeda





[understandingminimalism.com](http://understandingminimalism.com)

Simplicity



Minimalism

## Journey Map



User

Need & Goal

Persona

Empathy Map



Journey

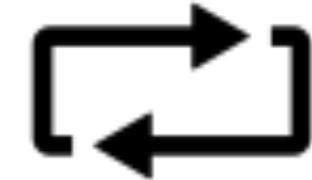


Product

Position your idea

80:20

Simplicity



Kaizen

The hard decision



User



Journey



Product



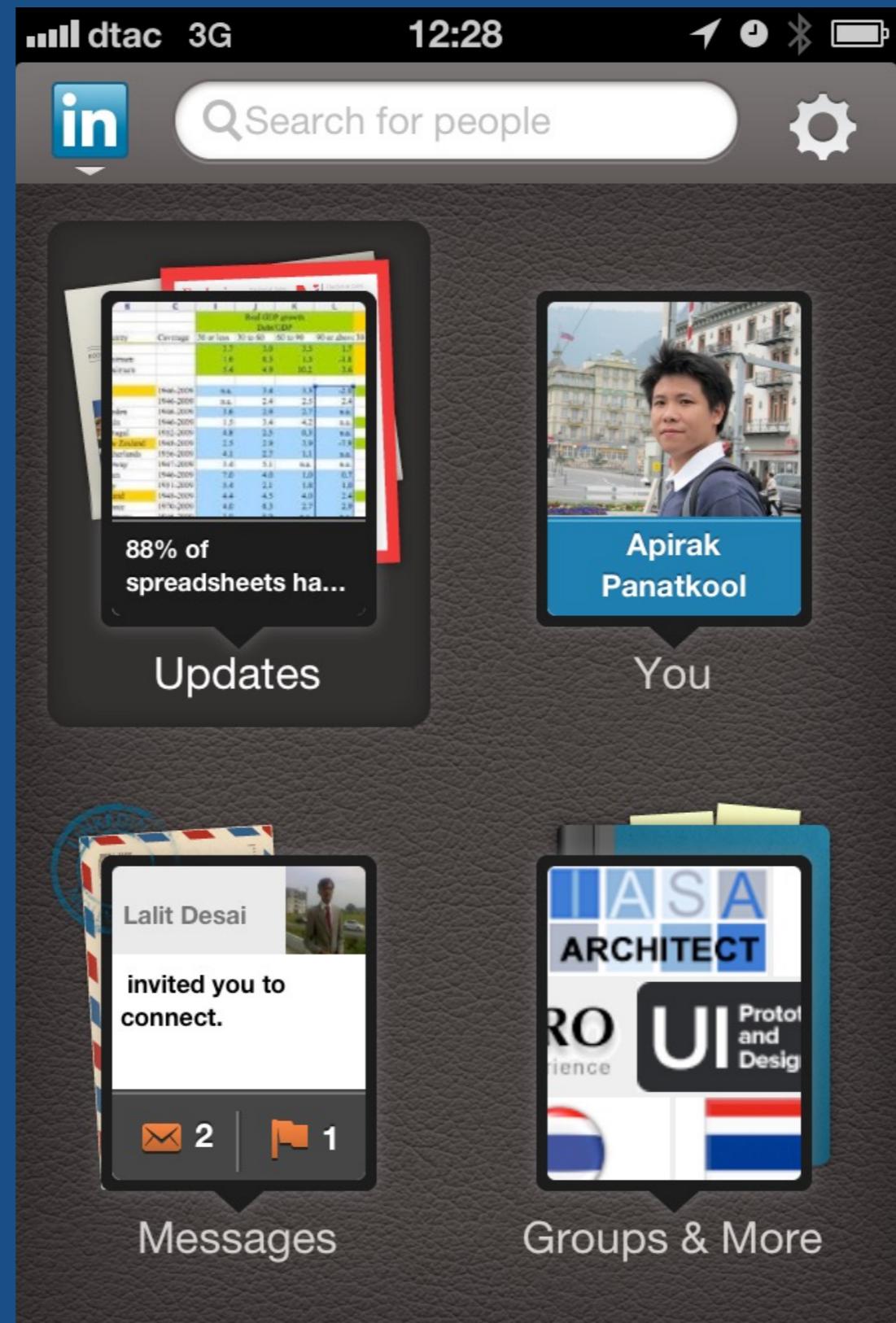
Kaizen

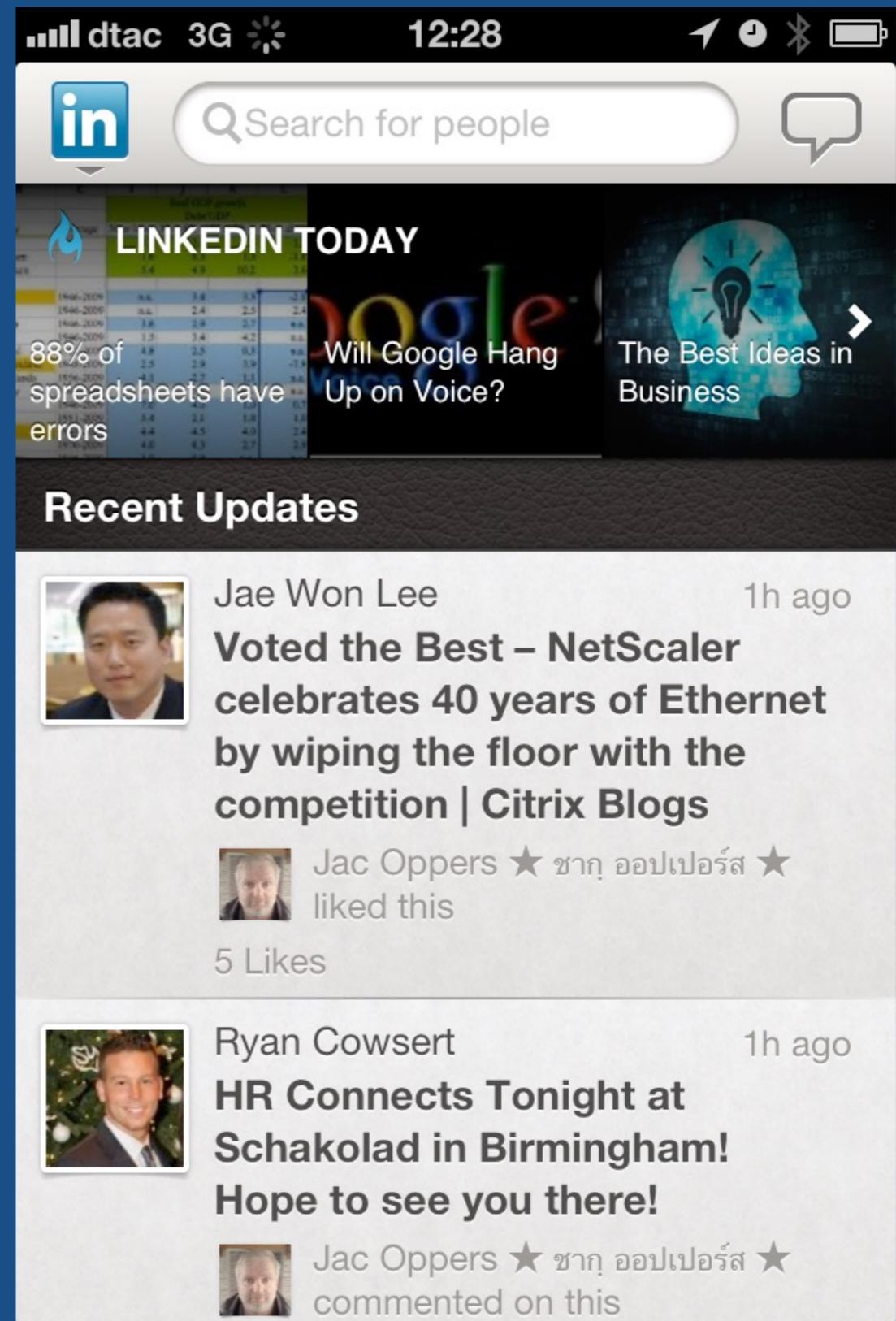
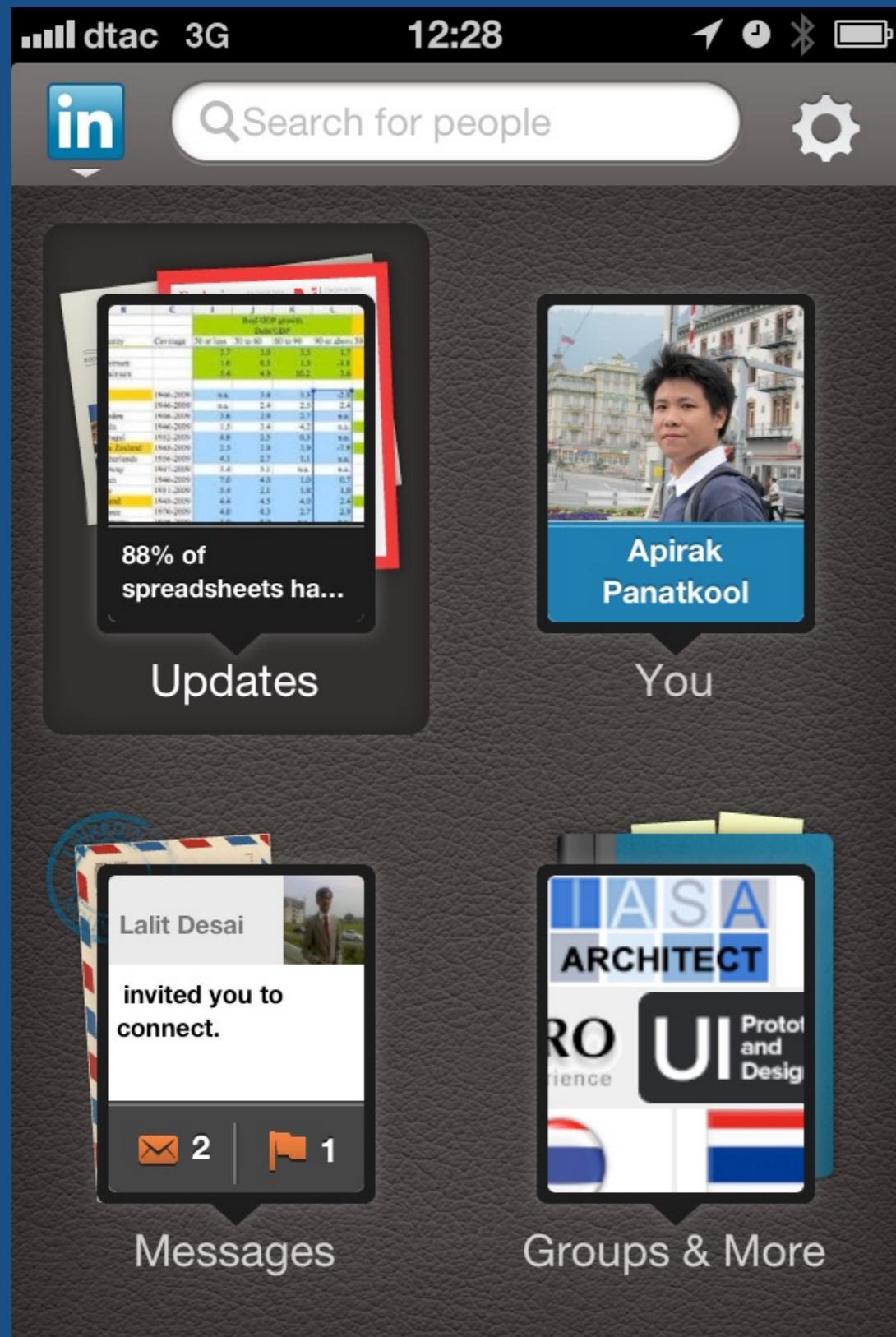
**Position your idea**

**80:20**

**Simplicity**

**The hard decision**





12:34 PM

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5 people changed jobs

George Kingsten 1m  
LinkedIn Company Group

“ Today we commemorated our lastest member milestone – 200M! ”

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5 people changed jobs

George Kingsten  
LinkedIn Company Group

1m

“ Today we commemorated our lastest member milestone – 200M! ”

businessinsider.com  
The Road to 200 million: Photos Of LinkedIn's...

200,000,000

176 likes 18 comments

12:34 PM

1

Updates  
5 Job Changes

Julianne Lee  
8 People Viewed You

People You May Know

Jobs

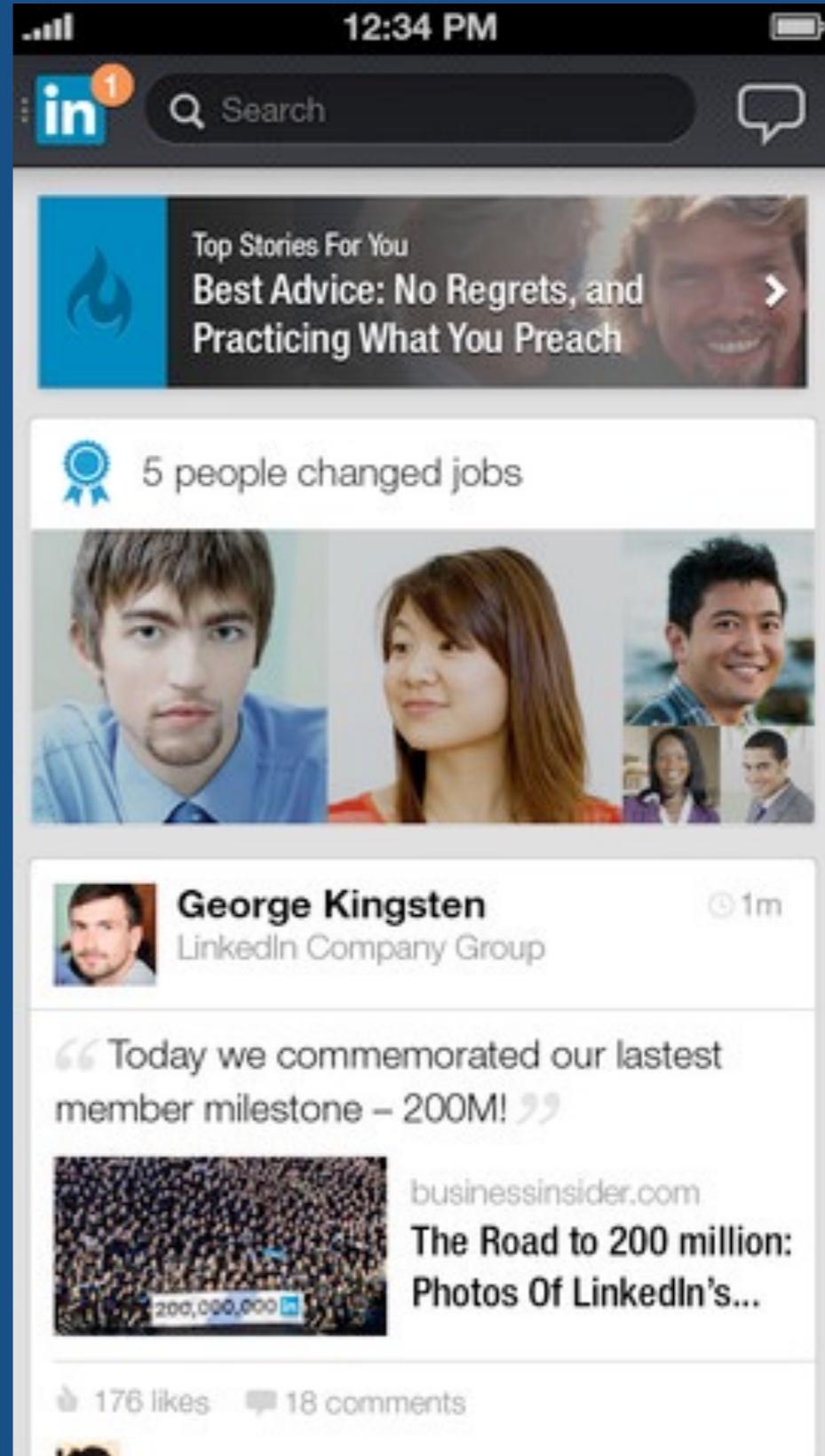
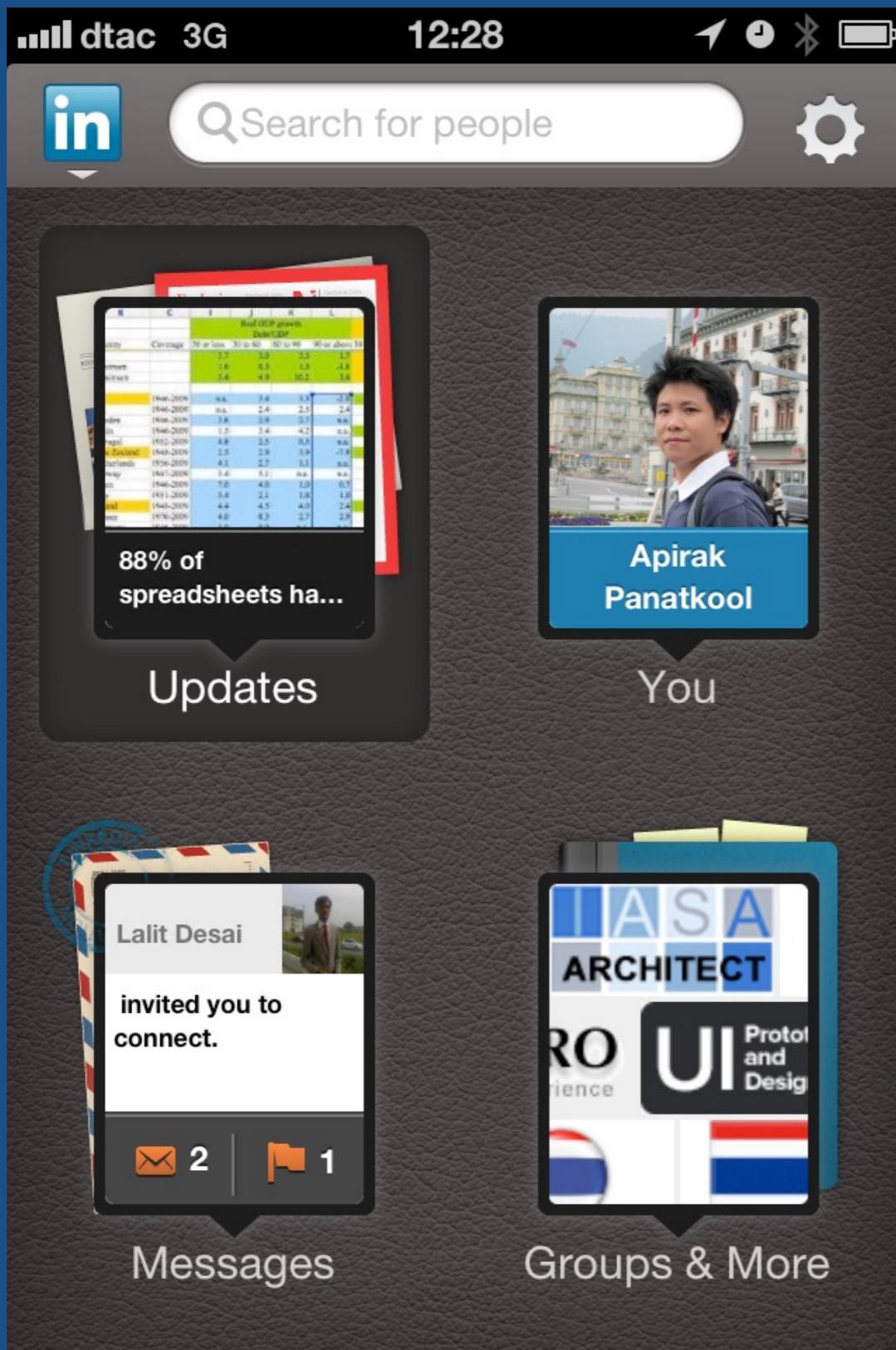
Groups

NYU Alumni group

Add Shortcut

” T men

17





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# iPhone 12

Blast past fast.

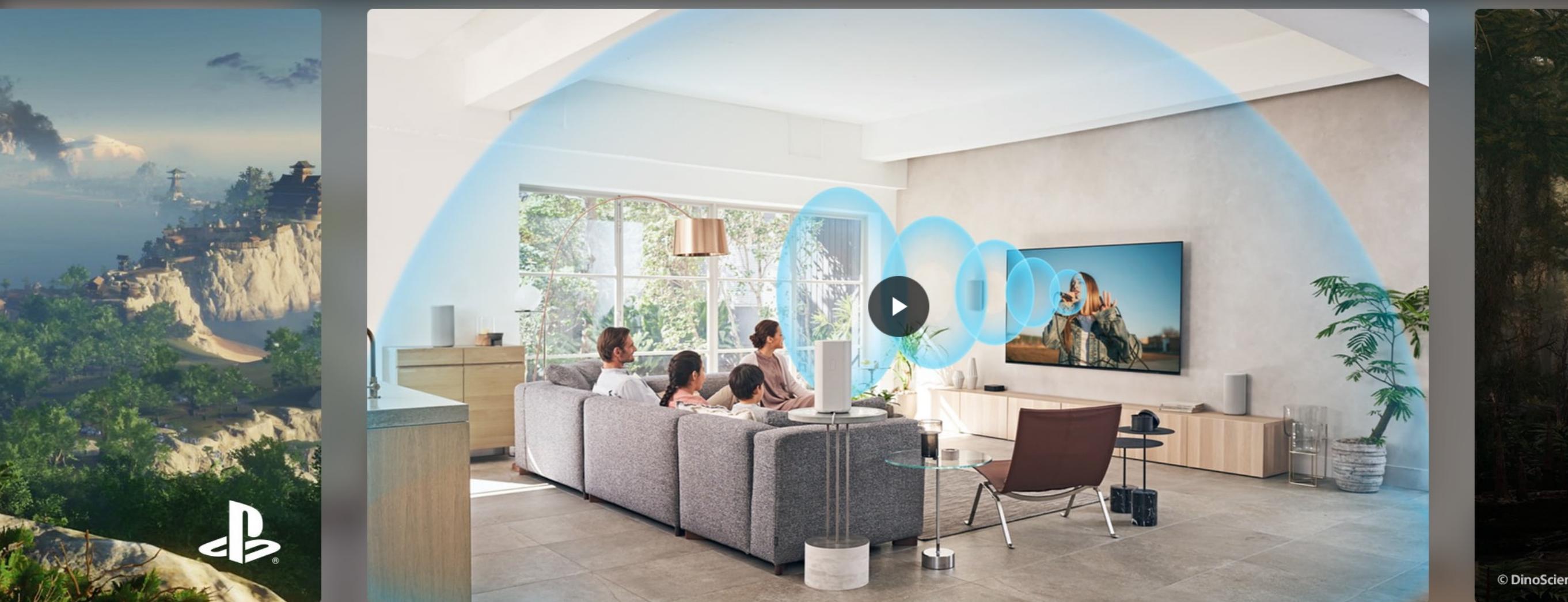
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PARTNER OF THE YEAR  
Sustained Excellence

Samsung's Green Guide

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The Ultimate TV and Movie Experience

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Q ⚡ ⌂



Stay Home, Stay Healthy

อุ่นใจ สบายกาย เสริมความปลอดภัยให้บ้านเรา

รายละเอียดเพิ่มเติม



## ข้อเสนอพิเศษ

Best Offer

โทรศัพท์

โทรศัพท์ เครื่องเสียง

เครื่องใช้ไฟฟ้าภายในบ้าน

ไอที

ต้องการความช่วย  
เหลือ?  
พูดคุยกับ Samsung  
People ของเรา



ใหม่ Galaxy Z Fold3 | Flip3 5G

HOT



ค้นหา

**Sanook**

เข้าสู่ระบบ

# ลงโฆษณา กับเรา



ADD LINE

LINE : @YIELDGROUP

TEL : 02-833-3000 EMAIL : ADVERTISING@TENCENT.CO.TH



แนะนำ

ข่าว

ข่าวบันเทิง

รถยนต์

ไอที

เกมส์

กีฬา

ผู้ชาย

ผู้หญิง

สุขภาพ

เที่ยว-กิน

ดูดวง

Podcasts

เพลง

WeTV

## เรื่องน่าอ่าน

วันอังคาร ที่ 31 สิงหาคม 2564

พาราลิมปิก 2020

สถิติหวย

ตรวจหวย



นี่แค่ซากเล่นๆ "เจด พอล" ยูทูบเบอร์ดังគิ้ว "วู้ดลี่ย์" โภย เริงแท้กระเป้าลือ (กาว)



5 เมนูง่ายๆ มือใหม่ก็ทำได้ แม้มิเคยทำอาหารมาก่อน



คนอ้วนอย่างเริงแท้ ใจ ?



เว็บไซต์นี้ใช้คุกกี้

เราใช้คุกกี้เพื่อนำเสนอเนื้อหาและโฆษณาที่ท่านอาจสนใจ เพื่อให้ท่านได้รับประสบการณ์ที่ดียิ่งขึ้น คลิกเพื่อดูข้อมูลเพิ่มเติมเกี่ยวกับการใช้คุกกี้ของเรางานทาง '[นโยบายคุกกี้](#)' และ '[นโยบายความเป็นส่วนตัว](#)'

ก้าวต่อไปในปีหน้า

ตกลง

ตั้งค่าคุกกี้



ເພື່ອດັກເນົາ

110U ✓

บริการหลังการขาย ▼

ສັບຄ້າເພື່ອຊຽດກົງ

ໄສພິສີຕົວສ

Galaxy S7



# Beat the Ordinary

ไม่ธรรมดาน่าตั้งแต่เกิด<sup>๑</sup>  
และจะไม่ธรรมดาน่าคลอดไป

## Rethink What a Phone Can Do



Galaxy S7 edge | S7

รายชื่อผู้ติดต่อฯ

The Next Galaxy is Arriving.



7 UNPACKED 2016

SONY

Store

อิเล็กทรอนิกส์

PlayStation®

ความบันเทิง

การสนับสนุน

My Sony



## กล้องที่คมชัด ที่สุด

จับภาพทิวทัศน์ได้ทุกที่ทุกเวลาด้วยการป้องกัน  
ภาพสั่นในแบบ 5 แกนในกล้องฟูลเฟรมครั้ง  
แรกของโลก

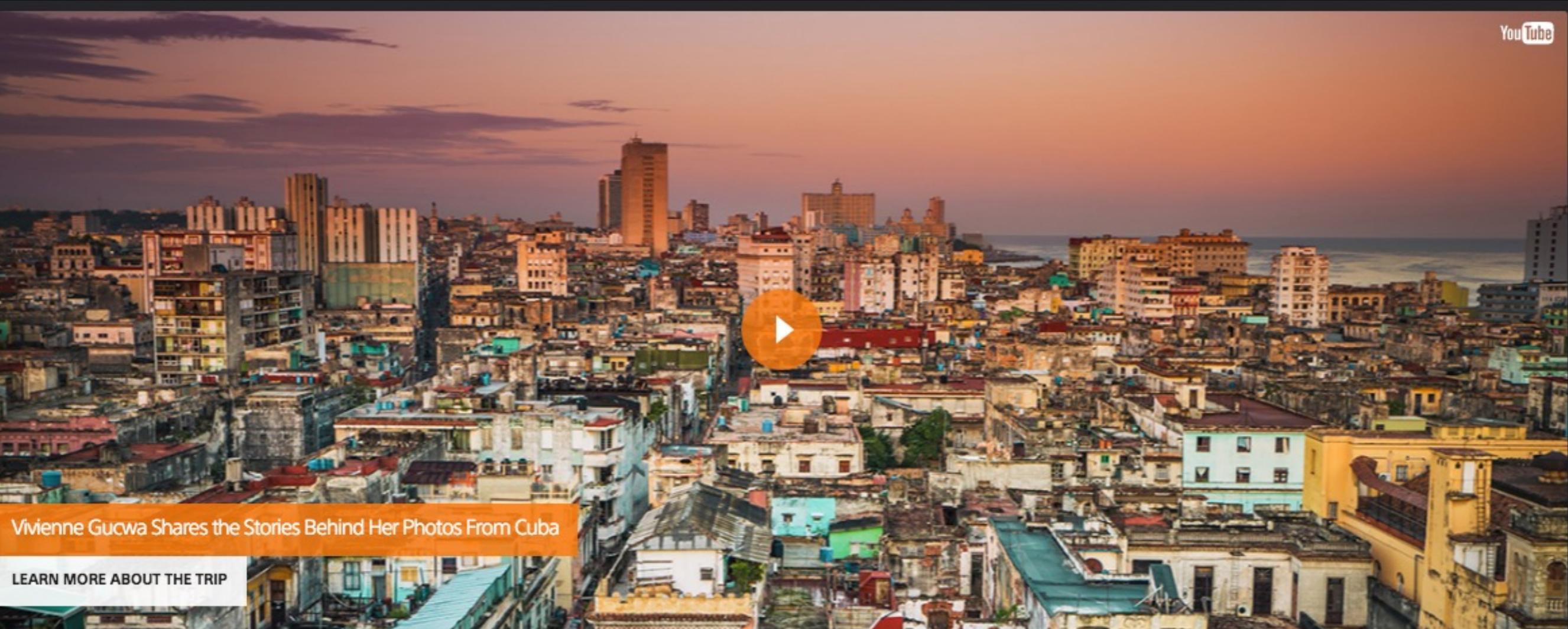
ดู α7II เพิ่มเติม



รายการล่าสุด



Electronics PlayStation Entertainment Support





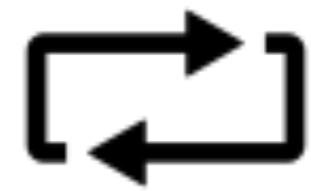
User



Journey



Product



Kaizen



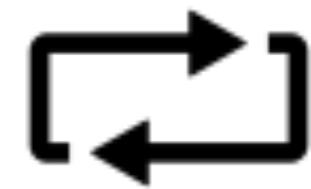
User



Journey



Product



Kaizen

**Prepare to Change**

**Balance**

**Requirement**

---

**UX**

---

**Graphic Design**

---

**Develop**

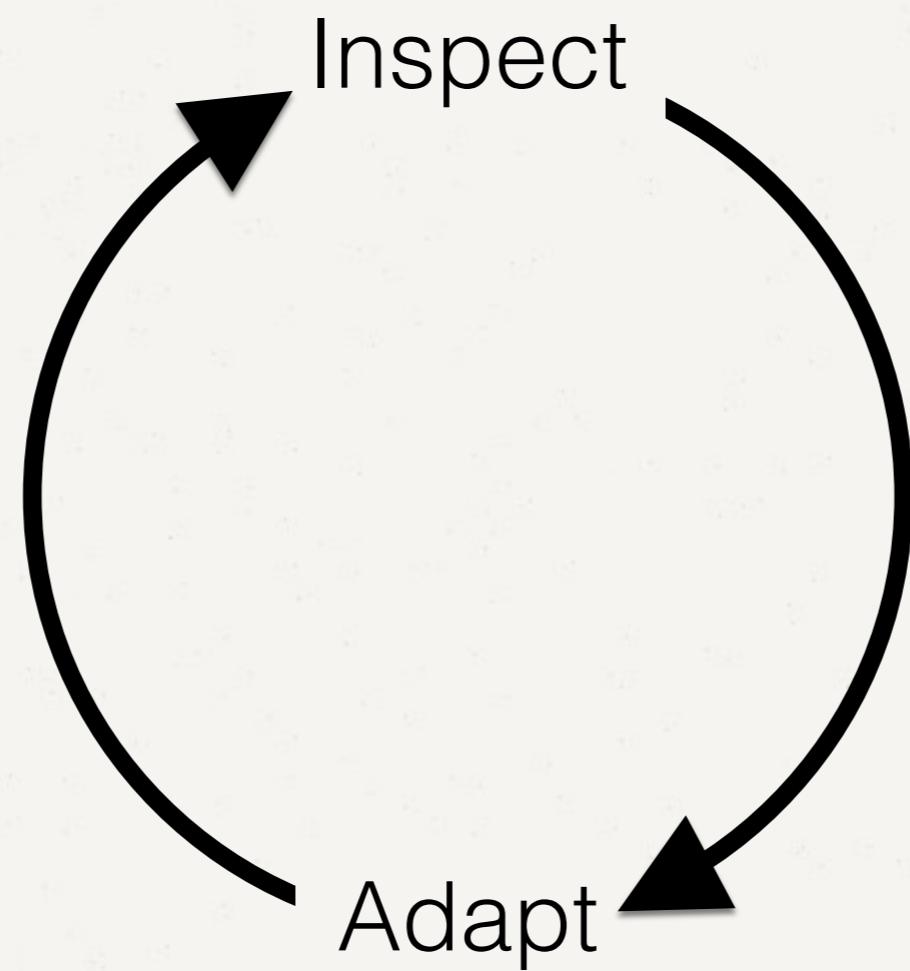
---

**Test**

---

**Deploy**

---



### Right-Justified Horizontal Labels

Label

Longer Label

Even Longer Label

One More Label  Value 1  
 Value 2

**Primary Action**

### Left-Justified Horizontal Labels

Label:

Longer Label:

Even Longer Label:

One More Label:  Value 1  
 Value 2

**Primary Action**

### Vertical Labels

Label

Longer Label

Even Longer Label

One More Label  
 Value 1  
 Value 2

**Primary Action**

**Advantage:**  
Adjacent Label and corresponding Input field

**Disadvantage:**  
Reduced readability

Label:  Longer Label:

Even Longer Label:   
One More Label:  Value 1  
 Value 2

**Primary Action**

**Disadvantage:**  
Adjacency of Label and corresponding Input field

**Advantage:**  
Easy to scan labels

Label:  Longer Label:

Even Longer Label:   
One More Label:  Value 1  
 Value 2

**Primary Action**

**Advantage:**  
Adjacent Label and corresponding Input field

**Advantage:**  
Rapid Processing

Label:  Longer Label:

Even Longer Label:   
One More Label:  Value 1  
 Value 2

**Disadvantage:**  
Increased vertical space

**Primary Action**

**Advantage:** Adjacent Label and corresponding Input field

Label:

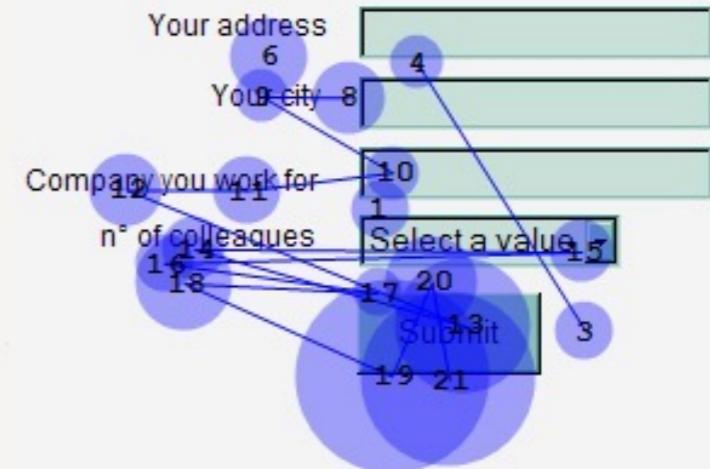
Longer Label:  Select Value ▾

Even Longer Label:

One More Label:  Value 1  
 Value 2

**Primary Action**

**Disadvantage:** Reduced readability



**Disadvantage:** Adjacency of Label and corresponding Input field

**Advantage:** Easy to scan labels

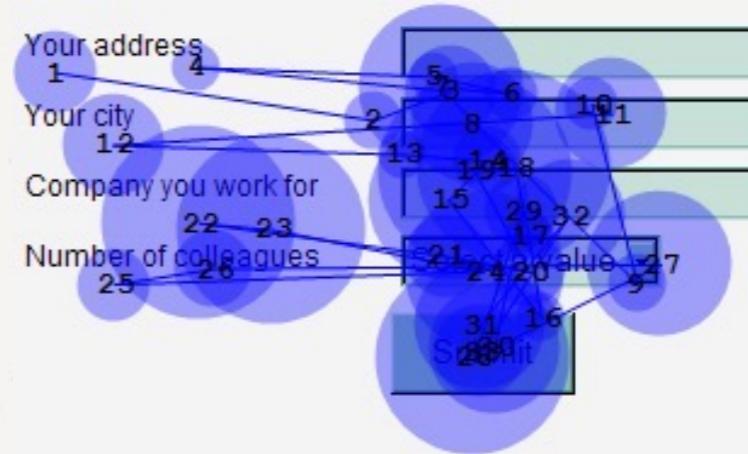
Label:  ↗

Longer Label:  Select Value ▾

Even Longer Label:

One More Label:  Value 1  
 Value 2

**Primary Action**



**Advantage:** Adjacent Label and corresponding Input field

**Advantage:** Rapid Processing

Label:  ↘

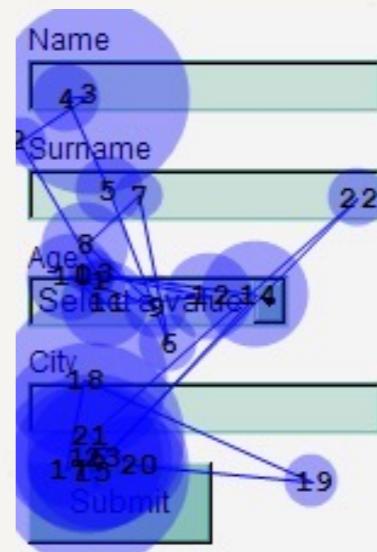
Longer Label:  Select Value ▾

Even Longer Label:

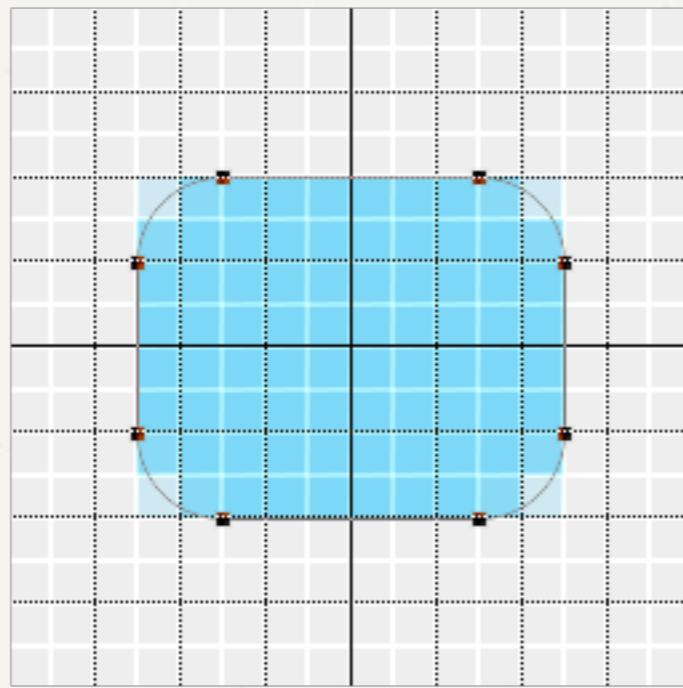
One More Label:  Value 1  
 Value 2

**Primary Action**

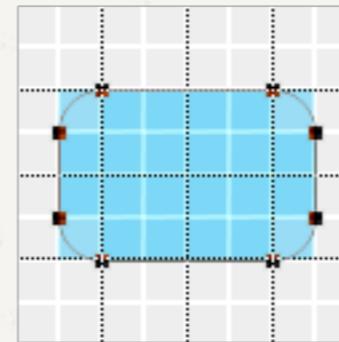
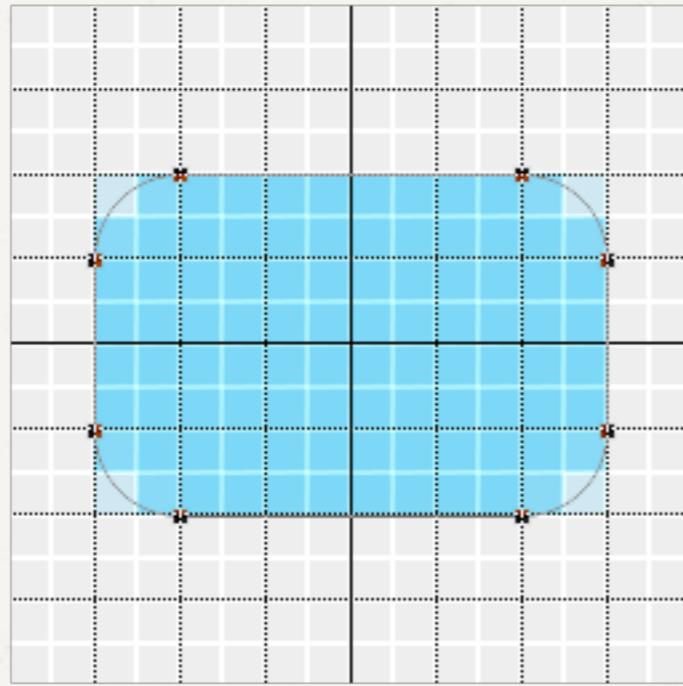
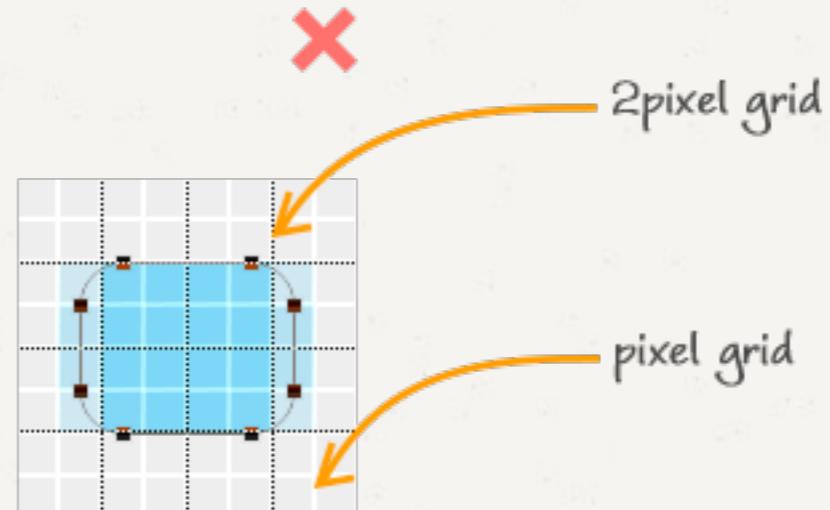
**Disadvantage:** Increased vertical space



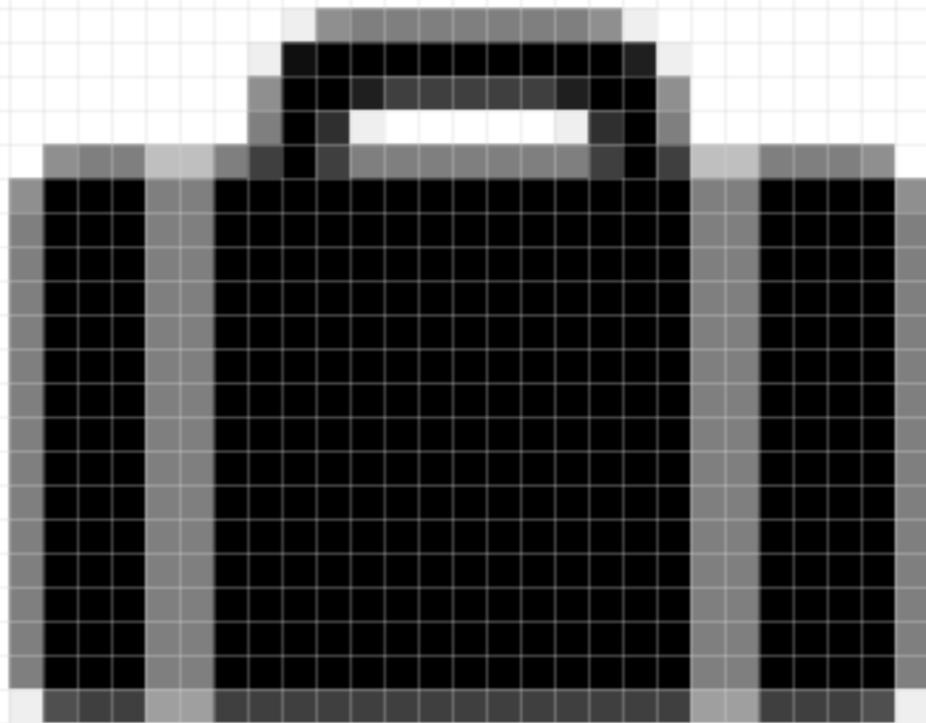
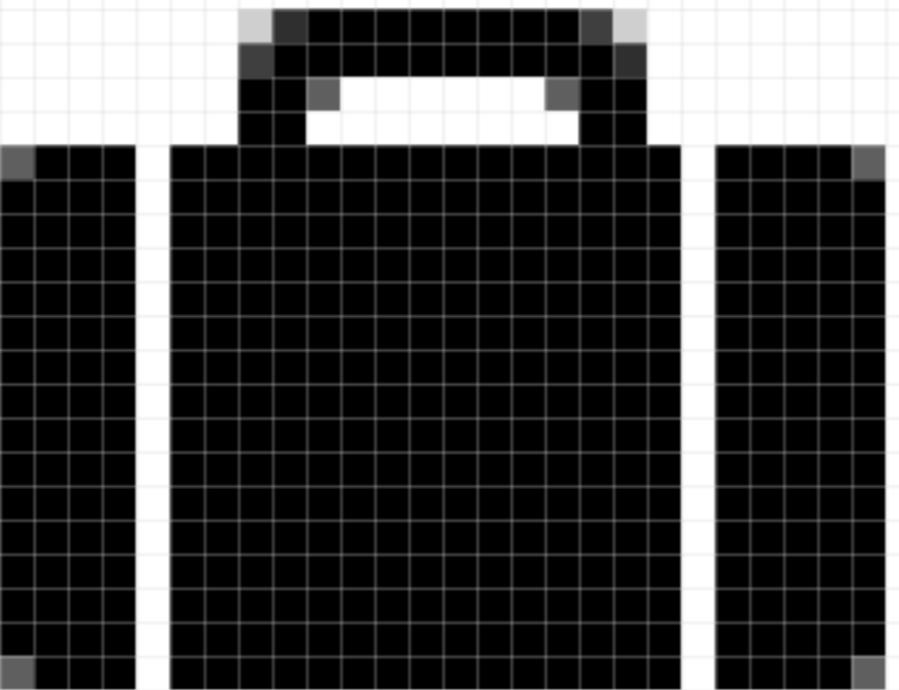
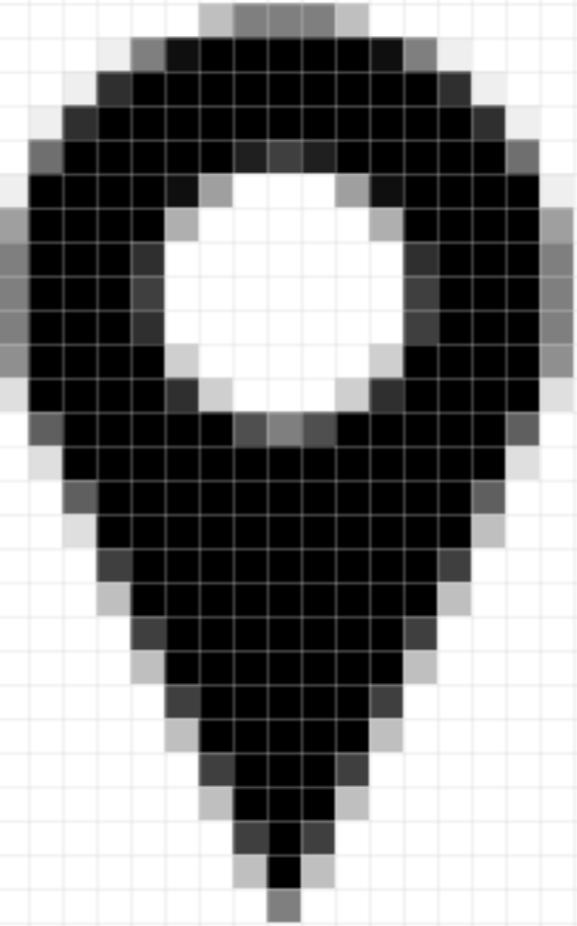
**Before  
Resizing**

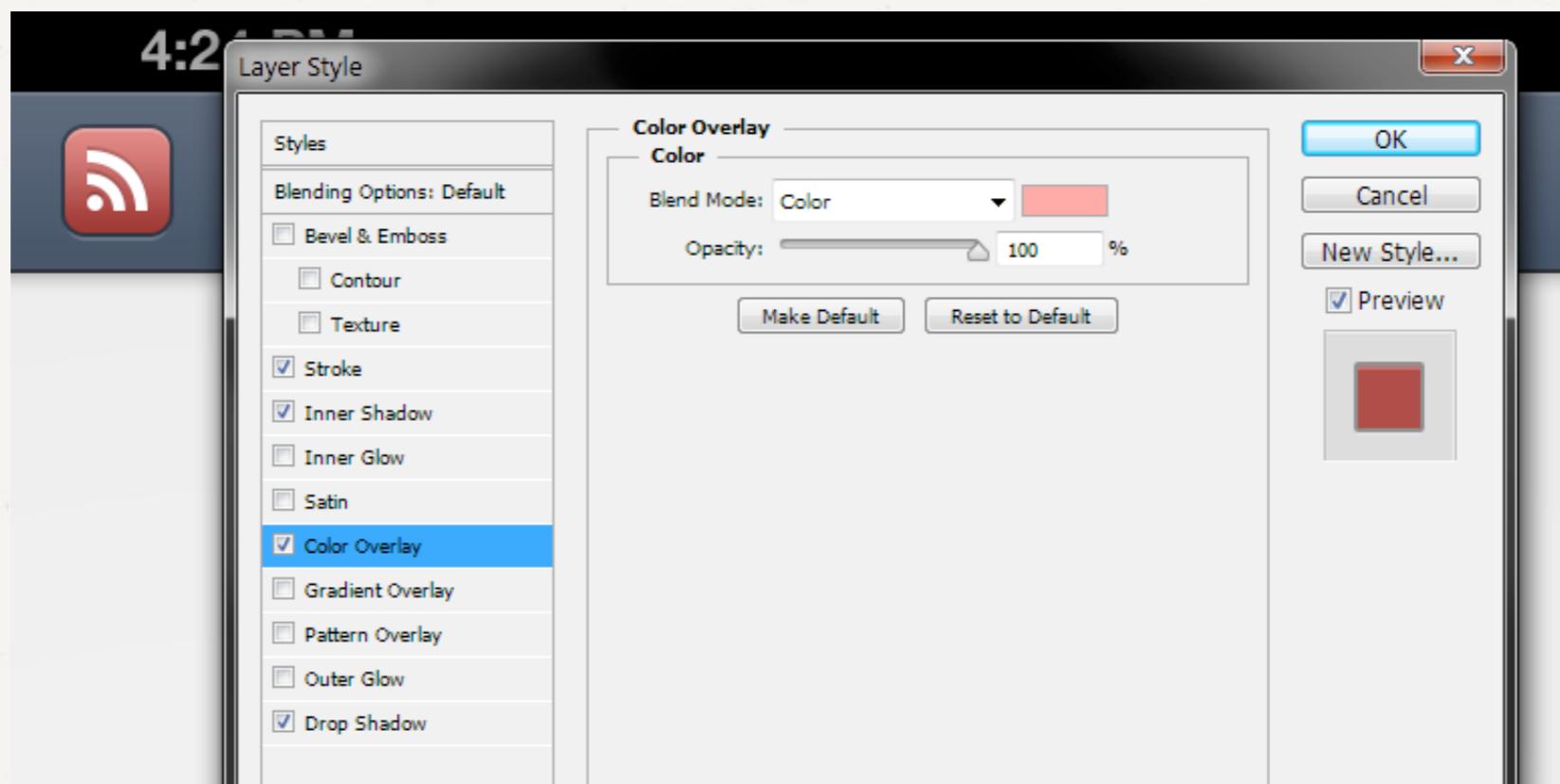
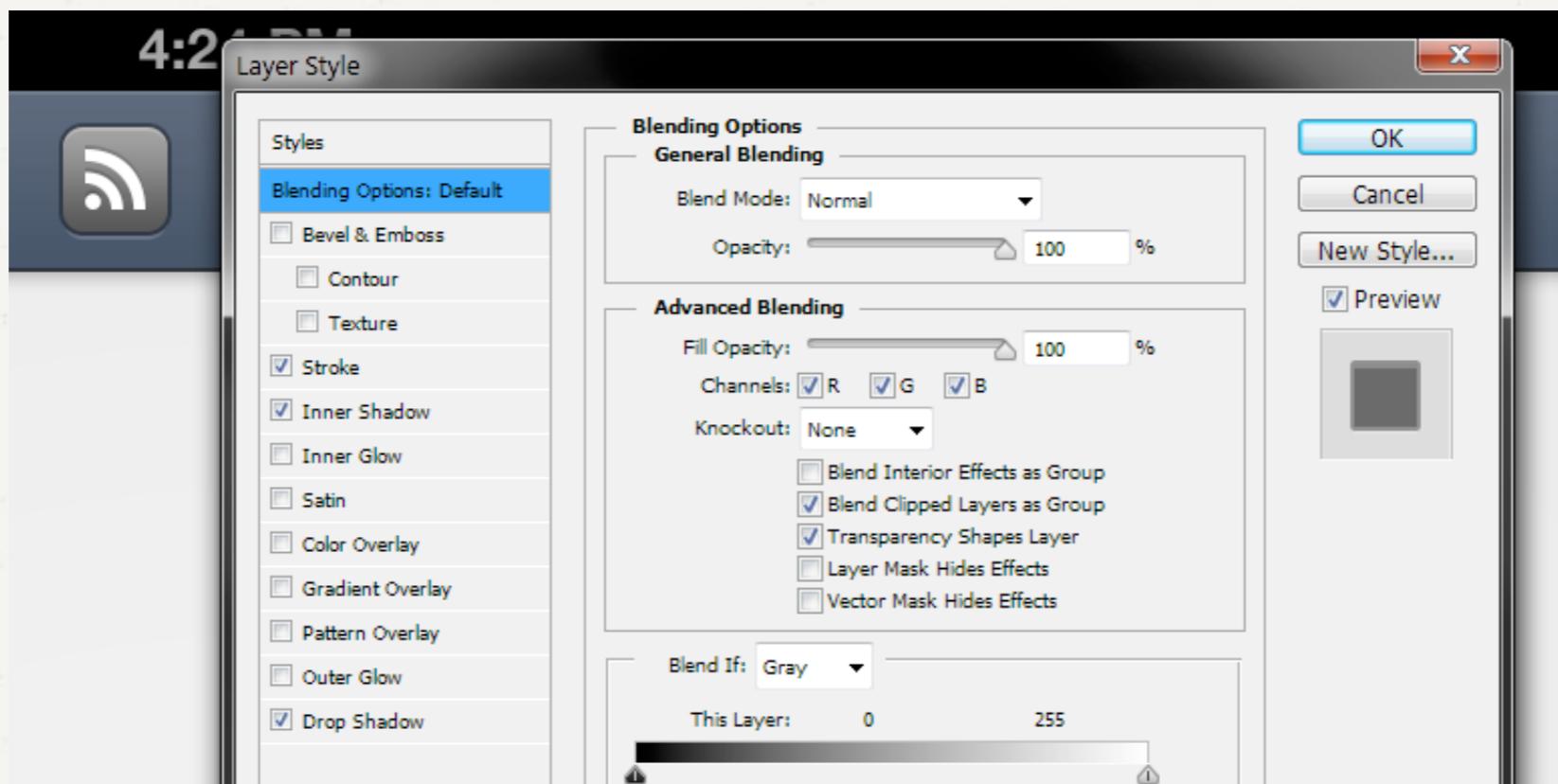


**After  
Resizing**

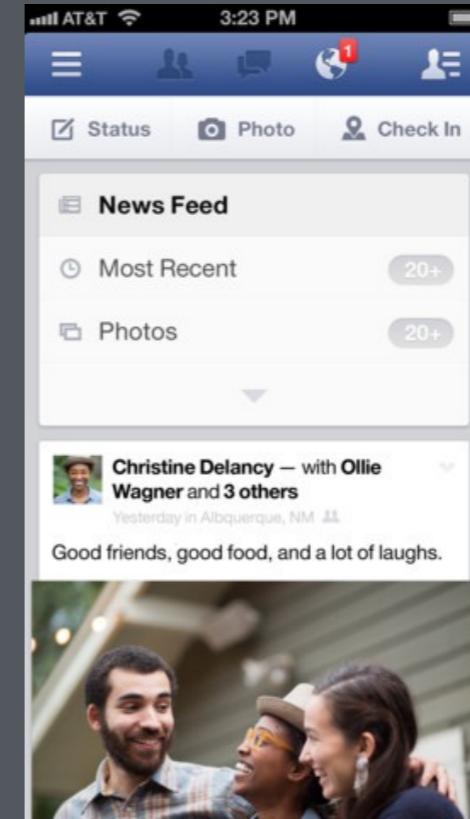
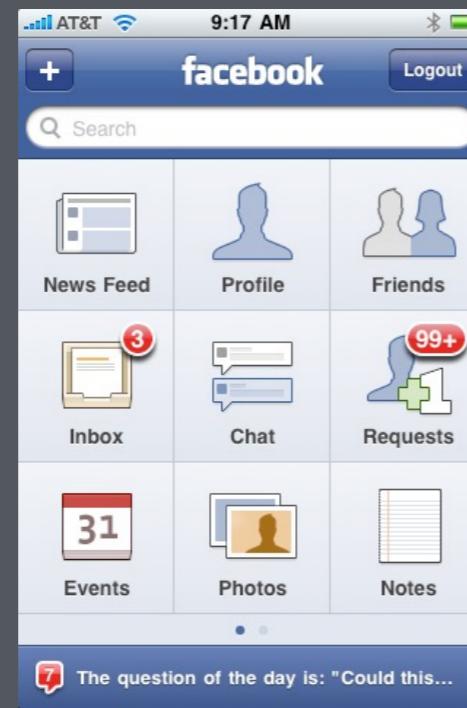


Increase or decrease the width to  
snap to the 2pixel grid





Facebook



2008

2009

2011

2013

2014



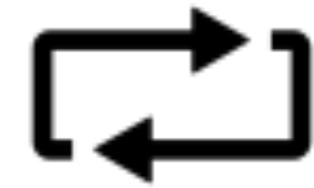
User



Journey



Product



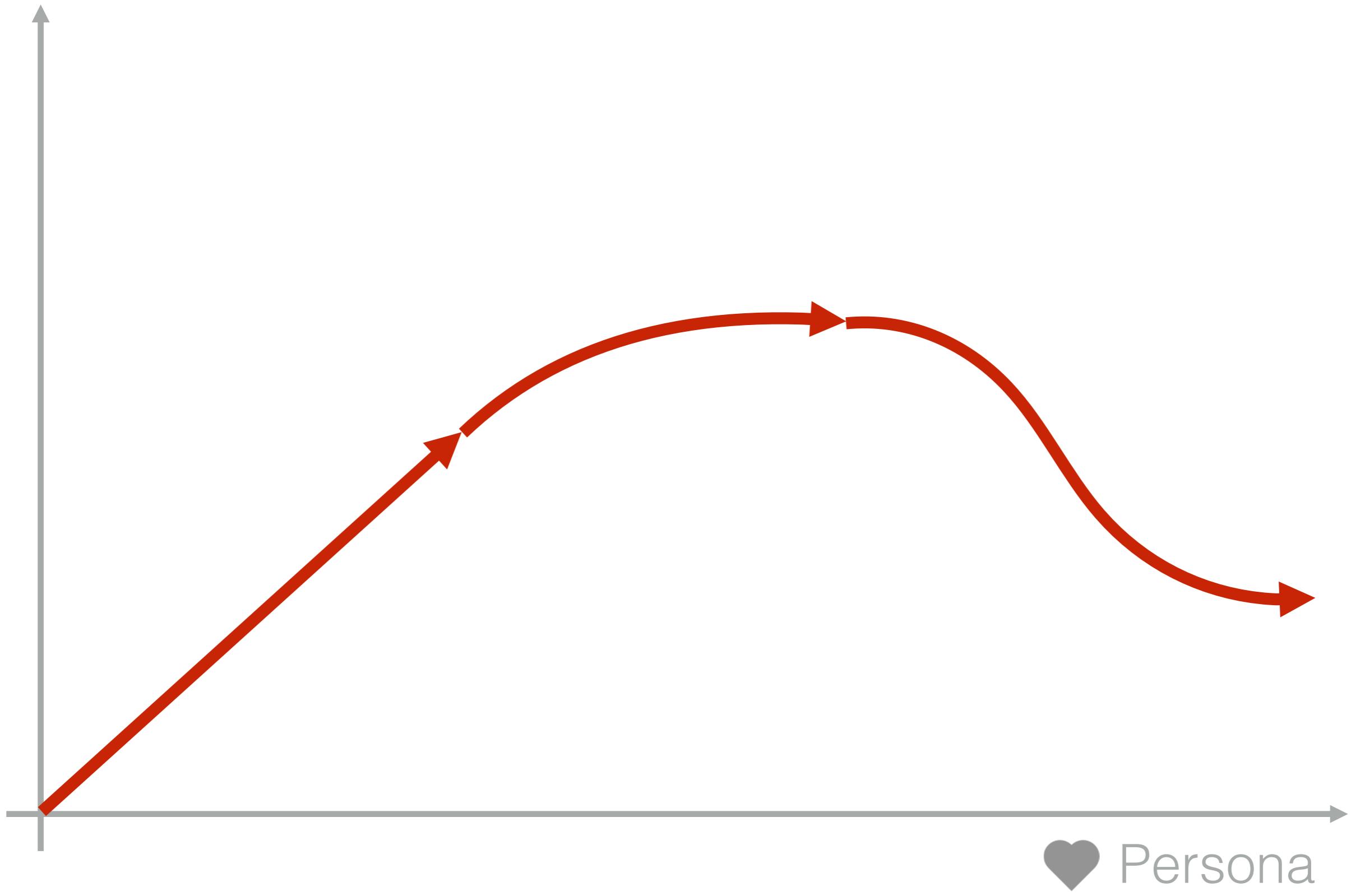
Kaizen

**Prepare to Change**

**Balance**

Everyone vs Someone

❤ Everyone



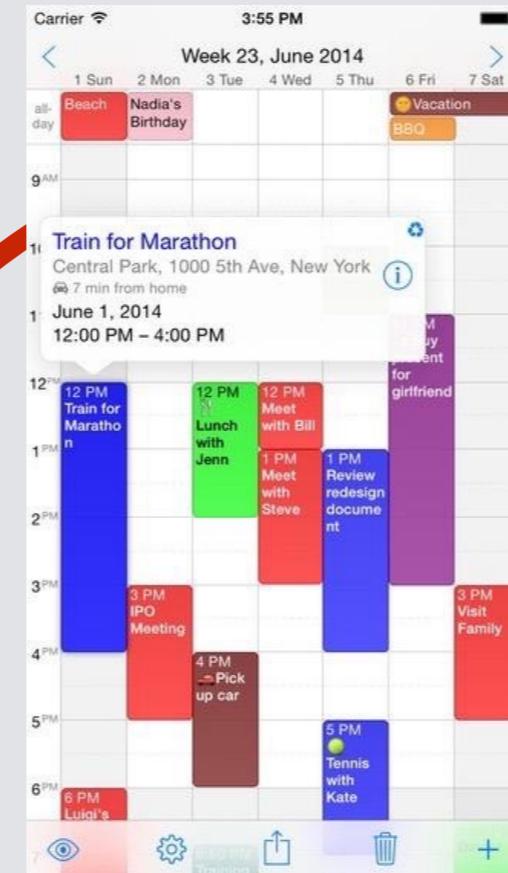
❤ Persona

# ❤ Everyone

## Usability



## Know your personas

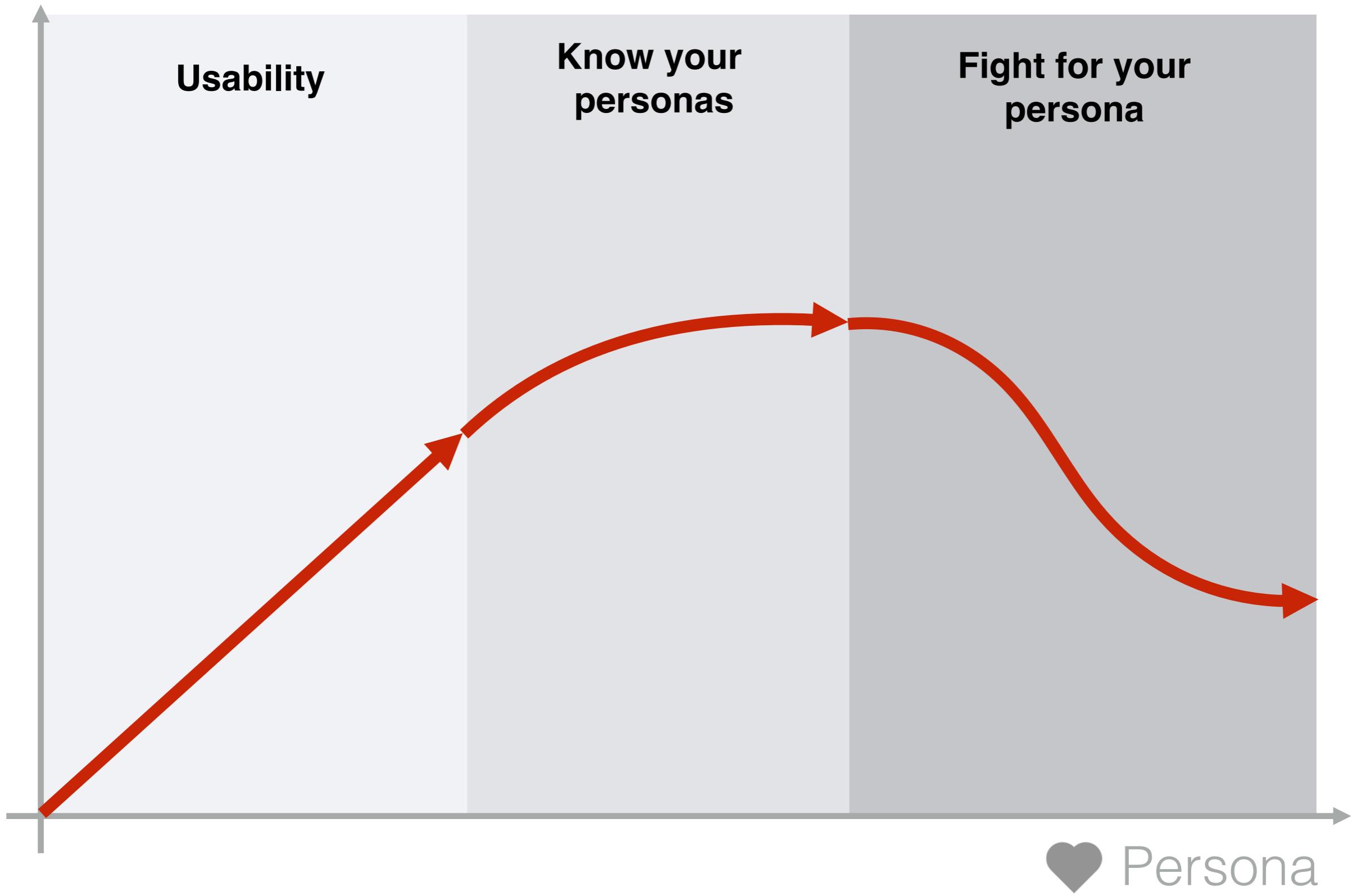


## Fight for your persona



❤ Persona

❤ Everyone



❤ Persona



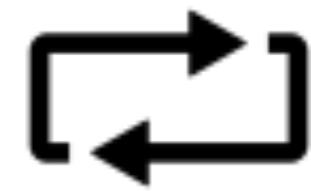
User



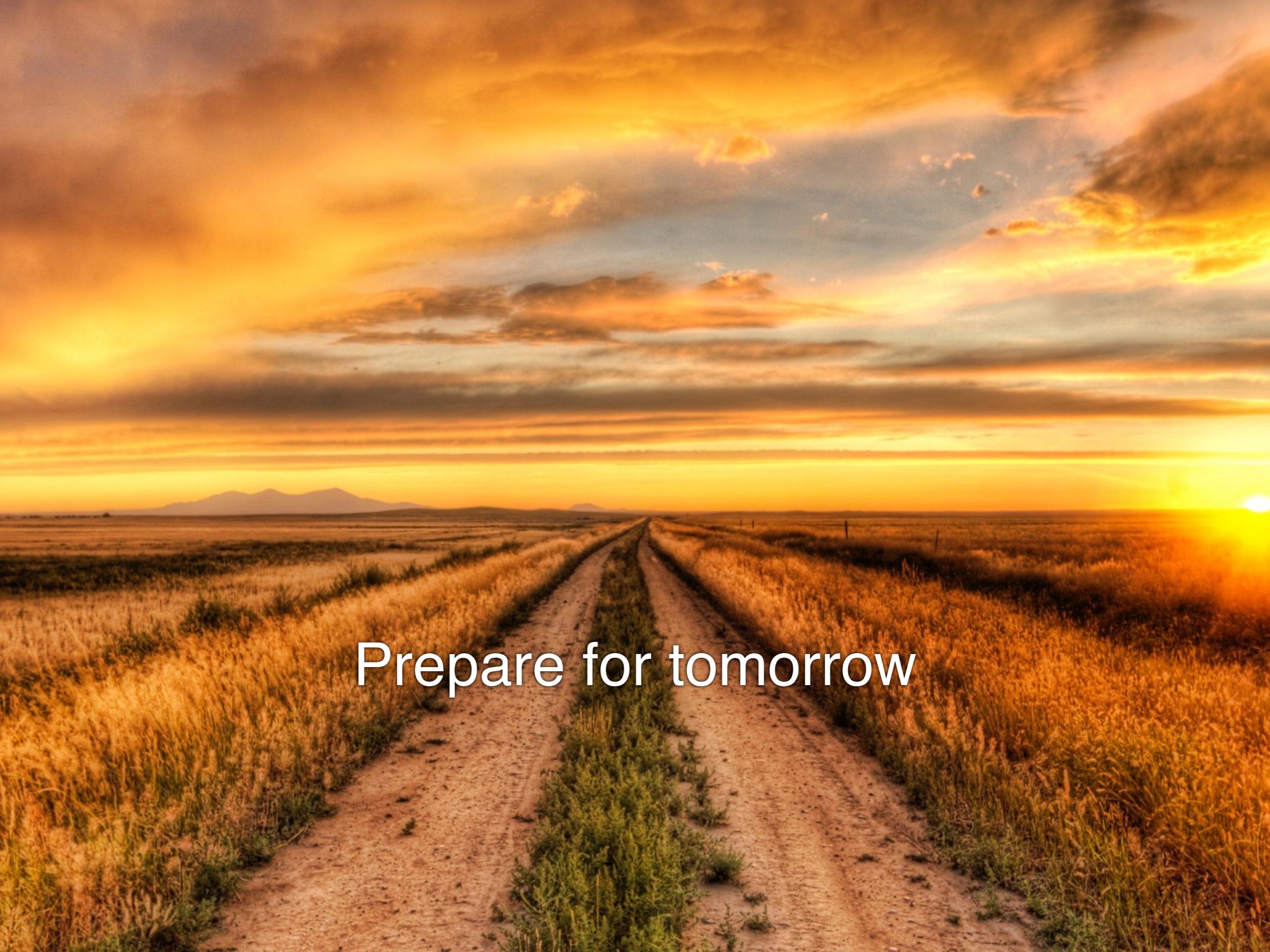
Journey



Product



Kaizen

A wide-angle photograph of a dirt road stretching from the foreground into a vast, open landscape under a dramatic sunset sky. The sky is filled with horizontal clouds, ranging from deep orange to pale yellow, with the sun partially visible on the right horizon. The road is flanked by tall, golden-brown grasses and low-lying green shrubs. In the far distance, faint outlines of mountains are visible against the horizon.

Prepare for tomorrow

Carrier

4:00 PM



Carrier

4:02 PM

SF

80 ពុកវោន តារាងសិស្ស

80 ពុកវោន តារាងសិស្ស student card

BUY NOW

BUY NOW

BUY NOW

BUY NOW

BUY NOW

BUY NOW

NOW SHOWING

CINEMAS

COMING SOON

≡ EN

This screenshot shows the main movie listing page. It features a banner for the "80 ពុកវោន តារាងសិស្ស" (80 student card) promotion. Below the banner, there are six movie posters arranged in two rows of three. Each poster has a "BUY NOW" button below it. At the bottom of the screen, there are three tabs: "NOW SHOWING", "CINEMAS", and "COMING SOON". A navigation menu icon and language selection are at the bottom right.

Carrier

4:04 PM

SF

SHOWTIMES

NOAH

RELEASE DATE : 10 APR 2014

Adventure | 140 mins

DETAILS TRAILER

Lead Actors: Russell Crowe, Jennifer Connelly, Emma Watson, Douglas Booth

Director: Darren Aronofsky

Genre: Adventure

Rating: 1

SYNOPSIS

Noah his faithful wife Naameth son Ham, eldest son Shem, his love interest Ila, and Ray Winstone as the tyrant Akkad. It was a world without hope, a world with no rain and no crops, dominated by

≡ EN

This screenshot shows the details page for the movie "NOAH". It includes the movie title, release date, genre, and rating. Below this, there are sections for lead actors, director, genre, and rating. A "SYNOPSIS" section contains a brief summary of the plot. Navigation icons and language selection are at the bottom right.

Carrier

10:48 AM



## ข้อมูลส่วนตัว



฿100



สมชาย ใจดี

฿ 545

Rabbit Points

฿ 0

Exp. 31/12/16

คำนำหน้า

นาย

เพศ

ชาย

วันเกิด

02/01/2527

อีเมล

somchai@email.com

หมายเลขโทรศัพท์มือถือ

0123456789

## บัตรแรบบิท



0880123456789

## รหัสผ่าน



รหัสผ่าน



ข้อมูลส่วนตัว



การแจ้งเตือน



สะสมแต้ม



แลกแต้ม



อื่นๆ

Carrier

2:50 PM

สะสมแต้ม

12000 ฿

## คะแนนแรบบิท พอยท์



ร้านอาหาร

ข้อเสนอสุดพิเศษจากร้าน...

25 ฿



โรงแรม

สะสมแต้มจากโรงแรม

50 ฿



ร้านค้า

สะสมแต้มจากร้านค้า

40 ฿



## คะแนนแรบบิท พอยท์พิเศษ



แฟชั่น ควิช

ได้รับ 10 คะแนน...

10 ฿



ฟู้ด เชอร์เวย์

ได้รับ 30 คะแนน...

30 ฿



โบนัส พอยท์

ได้รับ 50 คะแนน...

50 ฿



ข้อมูลส่วนตัว

การแจ้งเตือน



สะสมแต้ม



แลกแต้ม



อื่นๆ

Carrier

10:40 AM

แลกแต้ม

1M+ ฿

หน้าร้าน

ถูกใจ

คูปอง

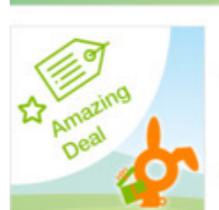
ประวัติ



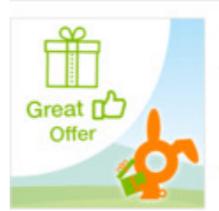
คูปองพิเศษวันนี้



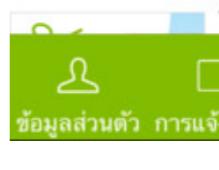
Amazing Deal

ข้อเสนอสุดพิเศษ  
ข้อเสนอสุดพิเศษ...

฿90

ข้อเสนอโดนใจ  
ข้อเสนอโดนใจ...

฿10

โนร์โนมชั้นสุดคุ้ม  
ข้อเสนอโนร์โนม...

฿10



ข้อมูลส่วนตัว

การแจ้งเตือน

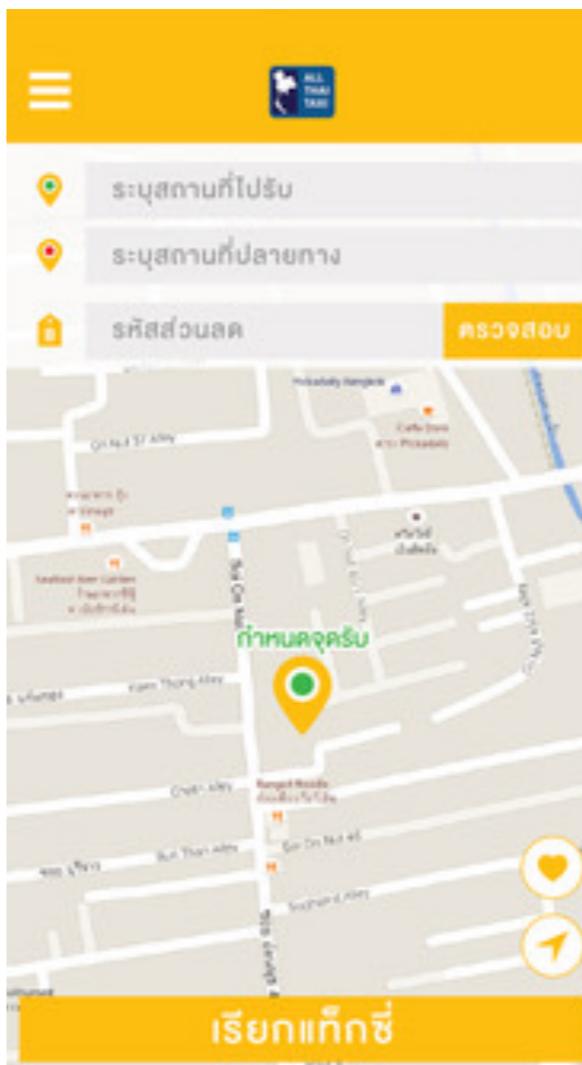
สะสมแต้ม

แลกแต้ม



อื่นๆ







The image displays two screenshots of the meb mobile e-books application. The left screenshot shows the main library screen at 8:03 PM, with a search bar and various book categories like "เลือก คอลเลกชัน" and "ร้านบุฟเฟ่ต์ ร้านอีบุ๊ก". The right screenshot shows a search results page for "ยอดนิยม" at 8:05 PM, featuring a banner for "พงกับผลขาดของ ว.วิจิตย์กุล | แก้วเก้า" and a list of top-rated books with their prices and ratings.

**Screenshot 1 (Left):**

- Carrier: WiFi
- Time: 8:03 PM
- Top navigation: เลือก คอลเลกชัน, ร้านบุฟเฟ่ต์ ร้านอีบุ๊ก
- Search bar: Search
- Icon bar: Filter, Grid, List, Sort, Refresh
- Logo: meb mobile e-books
- Book grid:

  - Top row: NEW 89CS หนังสือ, กามอร์วัต, รักน้ำตก, แม่มองฯ
  - Second row: สองชั่วโมงวัน, max, 70 ปีแห่งความรัก, ดูแล้ววันนี้
  - Third row: DOPSI!, Until You, ใจนัก, ใหม่ๆ
  - Fourth row: ใจดี, เรื่องน้อ (เรื่อง ห้องเรียน), มนต์รัก, ใหม่ๆ

- Bottom icons: ขั้นหนังสือ, หมายความ, เว็บไซต์, ตั้งค่า, ติดต่อเรา

**Screenshot 2 (Right):**

- Carrier: WiFi
- Time: 8:05 PM
- Top navigation: ร้านหนังสือ, ยอดนิยม
- Search bar: Search
- Section: ทบทวน
- Banner: พงกับผลขาดของ ว.วิจิตย์กุล | แก้วเก้า
- Book list:

  - พินเนอร์วี ด็งใจรักกลวง \$4.99 (Rating: 134)
  - hongsamut.com แสนพยศ เล่ม 5 (จบ) \$8.99 (Rating: 22)
  - Xi Zi Qing Asamiya, Shinbuki Chapter 127-128 \$0.99 (Rating: 3)
  - ชาญปั้น ป.ศิลpa อุสม Schwat \$8.99 (Rating: 55)

- Bottom icons: แนะนำ, รายการที่สนใจ, ยอดนิยม, โปรดไม่ซื้อ, More



User

**Need & Goal**

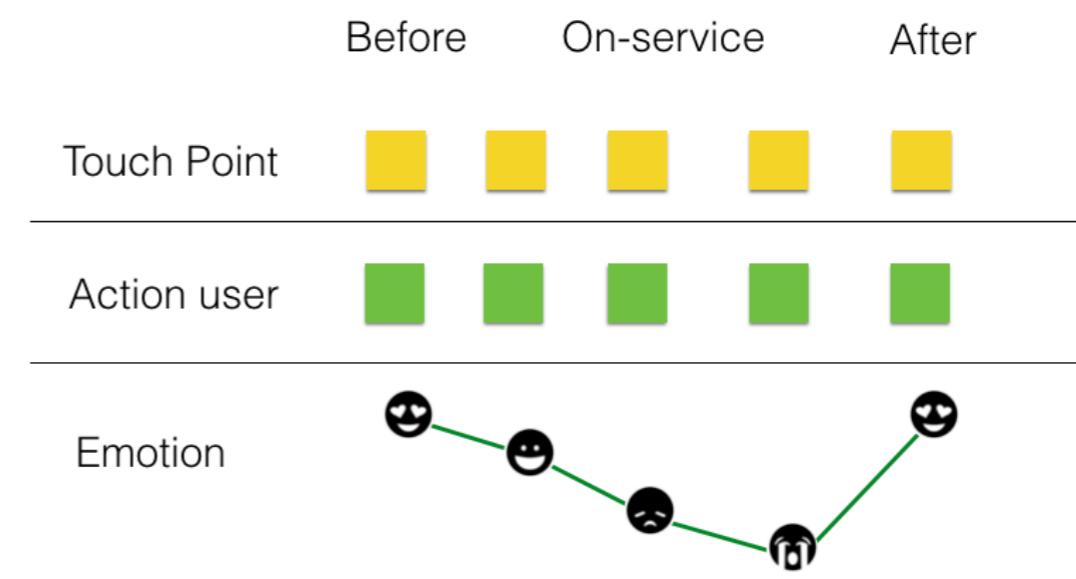
Persona



User



Journey





User



Journey



Product

**Position your idea**

**80:20**

**Simplicity**

**The hard decision**



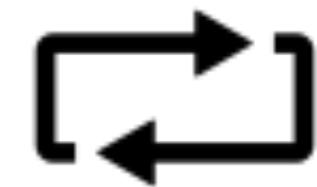
User



Journey



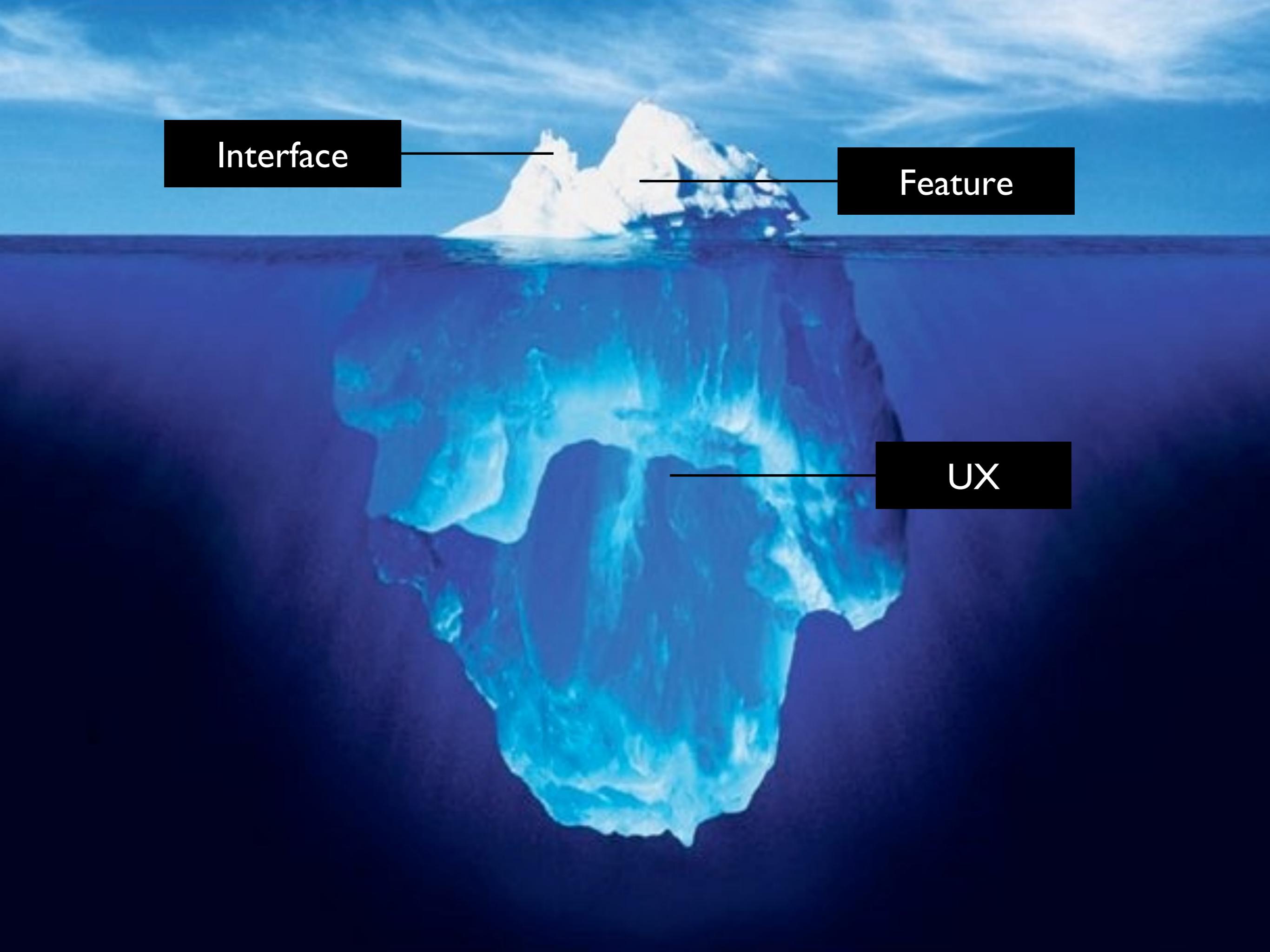
Product



Kaizen

**Prepare to Change**

**Balance**



Interface

Feature

UX



@apirak

Apirak Panatkool **Bank**

UX Evangelist

Founder of UX Academy.

UX Evangelist at Omise

<http://bit.ly/apirakportfolio>



# UX ACADEMY WORKSHOP