

TEST

EXPRESS YOU



Multimedia lead you to search the incredible

- CAMERA
- GALLERY
- MICROFILM
- CAMERA EYE
- COLLAGE
- MIRACAST SOFT RX
- REALSENSE 3D

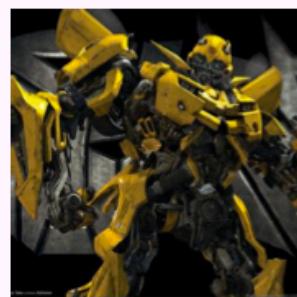
ENTERTAIN YOU



Content & service for your personal need

- CALENDAR
- MUSIC
- LAUNCHER
- LIVE WALLPAPER
- FONTS
- RECOMMENDATION
- THEME STORE
- USER SELF-SERVICE
- YELLOW PAGE

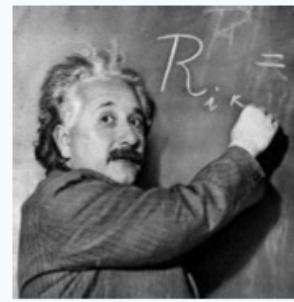
FREE YOU (MODE)



Different mode to fulfill all your need

- EASY
- DO NOT DISTURB
- KIDS
- LOST
- PRIVATE
- SOS
- NOTEBOOK

FREE YOU (SMART)



Be smarter to help you to have better life style

- EMAIL
- WHAT'S NEXT
- VIP
- BE POLITE
- SENSOR HUB

FREE YOU (UTILITY)



All tools help you to be more productivity

- IME
- COMMON UI
- DO IT LATER
- VIEW FLIP COVER
- CONTACT
- DUAL APPS
- TELEPHONY

Apps Design

Simple and keep the information clear



Clock



Calendar



Message



Share Link



Dictionary



Contacts



Do It Later



FM Radio



Weather



File Manager



Music



AudioWizard



Mail



Camera



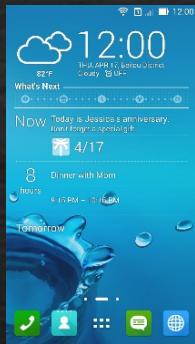
Splendid



Sound Recorder

Apps Design

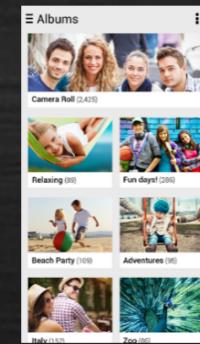
Vivid Color & Simple Design for ASUS Visual Identity



Home Screen



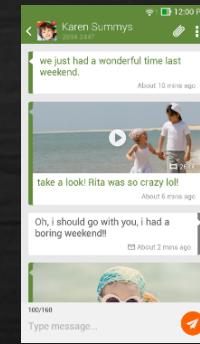
Weather



Gallery



Power Saving



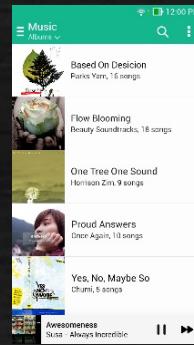
Message



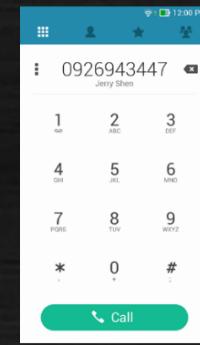
SuperNote



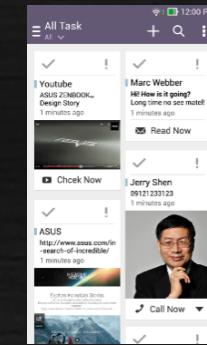
Clock



Music



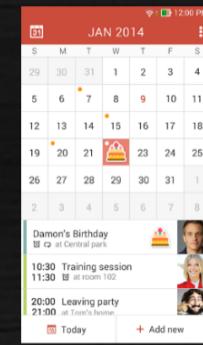
Dialer



Do it Later



What's Next



Calendar



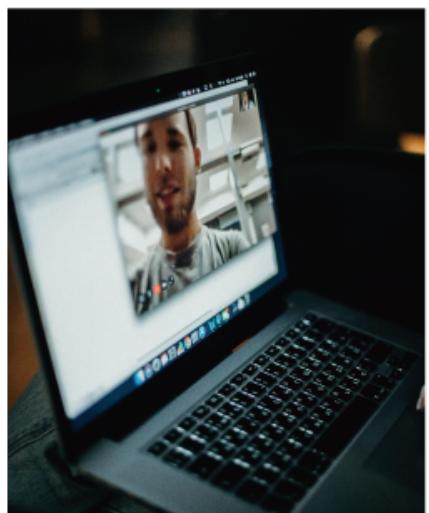
Animation Page

Show Case ZenBook/Flip



NB (Monitor)
Using Scenario

- productivity
- watch video
- play games
- video chat
- presentation



Usability Testing

User Satisfaction

Satisfaction Survey(Average) :

使用者滿意度 Score: 72.4



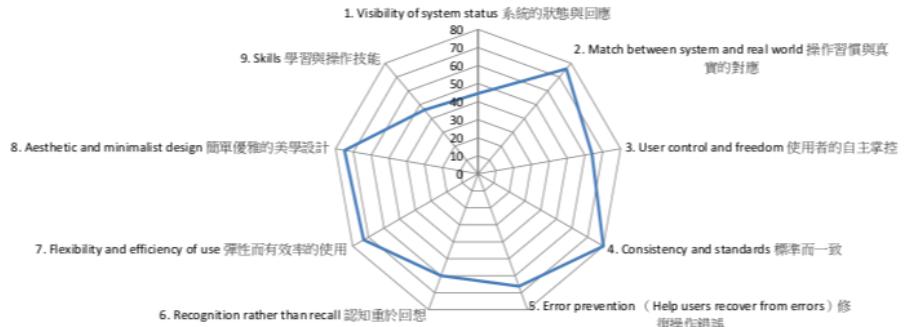
- ① 部分的受測者對於製作卡片或明信片有需求 (EX:A001,A003) . 看到Create Fun & Happy 會有所期待 有甚麼好東西 . 但使用的過程遭遇到挫折 . 反而讓這一類使用者的期待下降。
- ② 大部分的受測者對於Facebook分享的流程已經內化 . 所以這個軟體設計與其認知產生顯著的差異 . 介面提供的線索也略少 . 導致使用者操作製作卡片與分享時會不知道下一步該怎麼做。
- ③ 受測者A002陳述:介面設計中太多的理所當然 . 但user常會不知道下一步怎麼做。
- ④ 大部分的受測者使用完軟體會覺得對此功能設計有所期待 . 但是由於設計模式與使用者的認知模式有差異而勾選不推薦(有點可惜)。

Audience:



Heuristic Evaluation Results

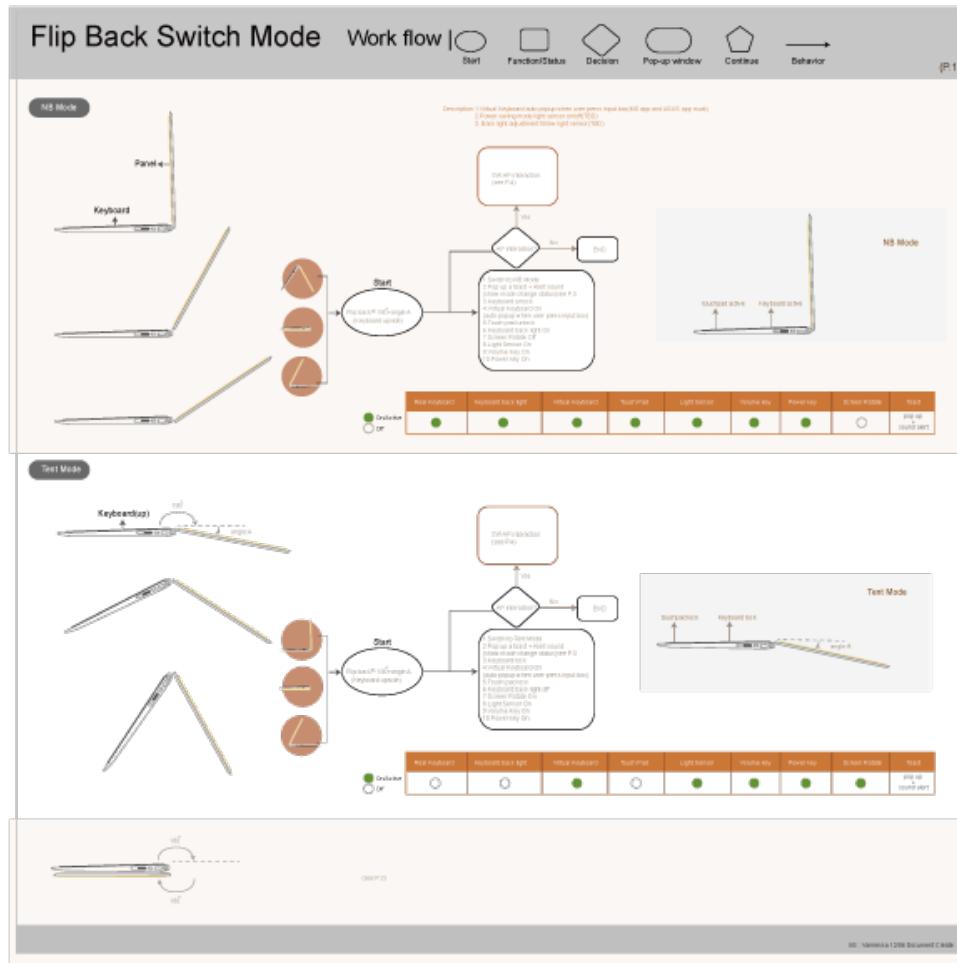
Heuristic Evaluation Score



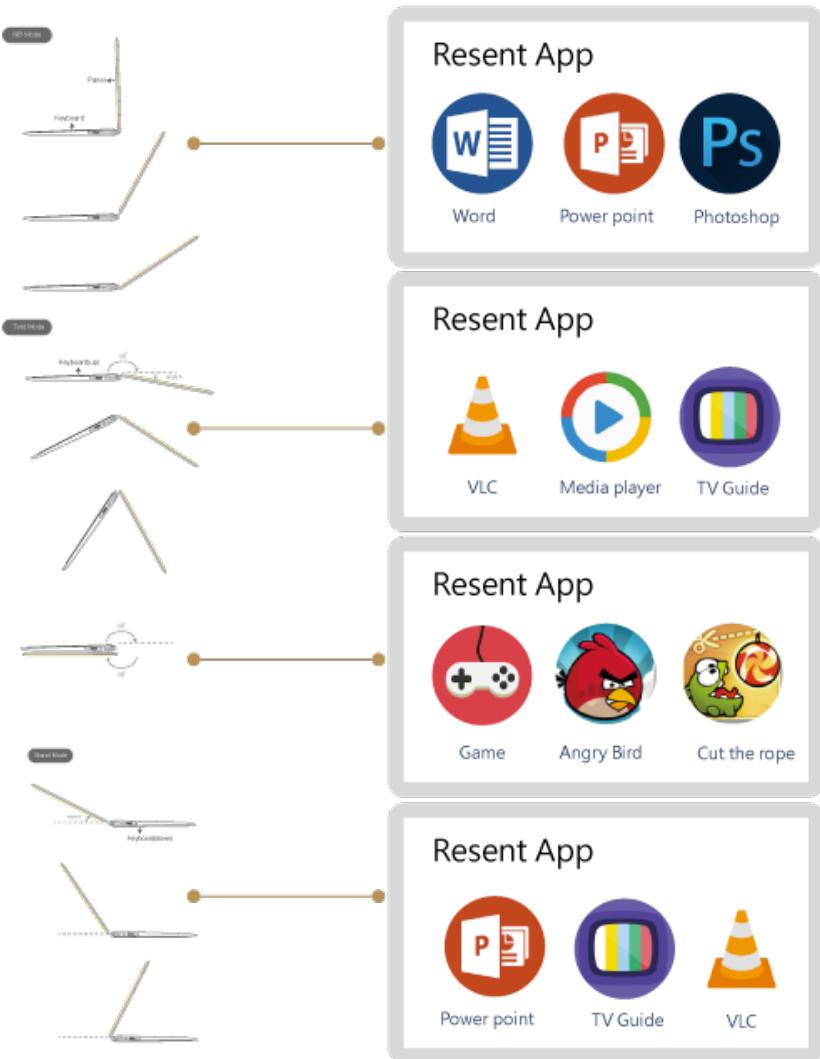
Heuristic Evaluation Items

	Score
1. Visibility of system status 系統的狀態與回應	44.6
2. Match between system and real world 操作習慣與真實的對應	76
3. User control and freedom 使用者的自主掌控	64
4. Consistency and standards 標準而一致	80
5. Error prevention (Help users recover from errors) 修復操作錯誤	66.2
6. Recognition rather than recall 認知重於回憶	60
7. Flexibility and efficiency of use 彈性而有效率的使用	73
8. Aesthetic and minimalist design 簡單優雅的美學設計	75
9. Skills 學習與操作技能	46.2

Show Case ZenBook/Flip



Monitor Shows:



Show Case Navigation/Most of POI



Flash Demo

Show Case Navigation/Most of POI

當我們去國外旅行時，使用攜帶的PND導航時，會看到幾個選項：

- 1) Shortest
- 2) Optimize
- 3) Fast road priority

但是...

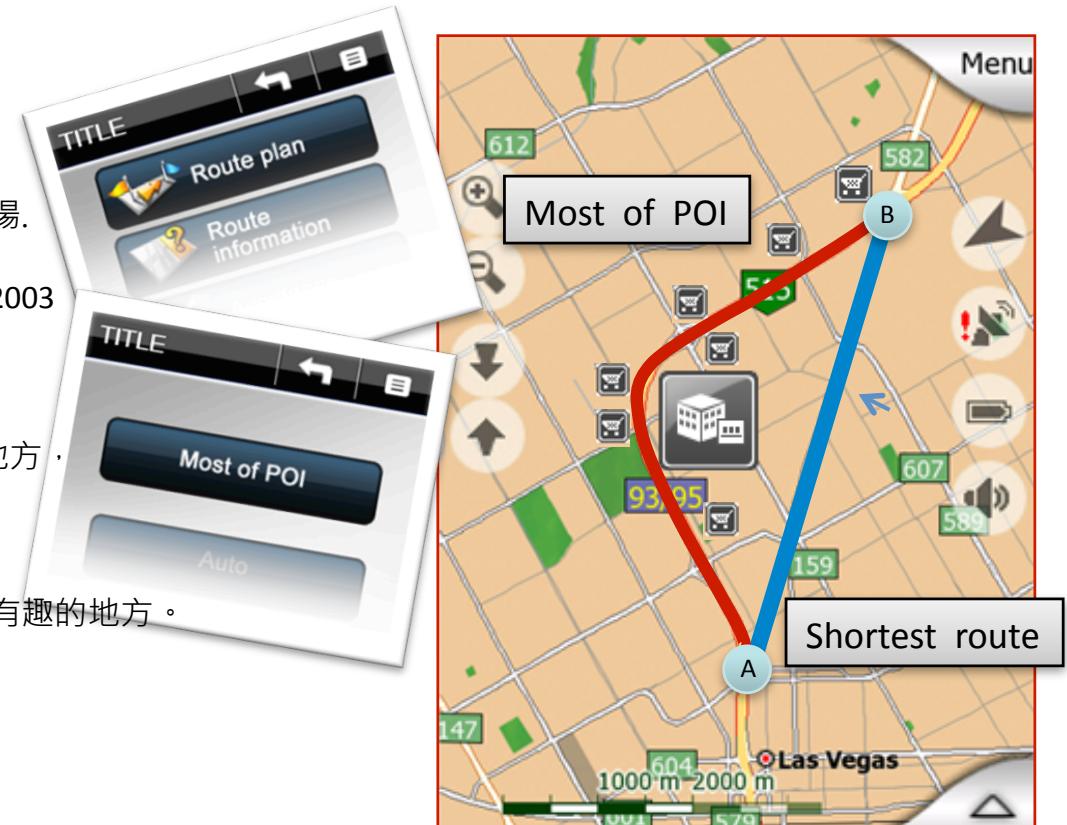
好不容易存到錢出國玩，為什麼要玩的這麼急、這麼快？我也想到許多有趣的地方隨意晃晃啊～

依據社會學的文獻中發現部落形成的方式，
是從一個精神象徵或是圖騰開始，
沿著這個圖騰的周圍比鄰而居，然後開始有市場。
商店、牧場...等等部落功能便隨之展開。
Settlement formation(M. Munz and W. Weidlich), 2003

運用部落的群聚效應創造出新的使用經驗。
自A點出發到B點(右圖)，沿路找出最多POI的地方，
從最多的POI就有機會找到Landmark！
或是旅遊書上沒有寫到的好地方！

沒有習慣事先做功課的user也可以隨性的找到有趣的地方。

此項專利為ASUS所有。



行為考古