DESAIN PENGALAMAN PENGGUNA

ITB ONLINE HACKATHON
PRA GEMASTIK XIII
2020

GINAR SANTIKA NIWANPUTRI
KK INFORMATIKA - STEI

“Teknologi Informasi dan Komunikasi untuk Indonesia Maju”

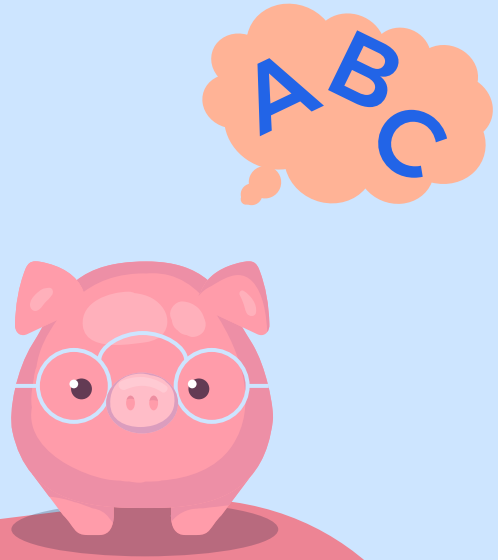
TEMA GEMASTIK XIII
2020

48,000.000*

*ITB TOTAL PRIZE

Direct supervision from ITB

UX? PENGALAMAN PENGGUNA?



- Interaction Design
- Whole Experience
- Interface > Prototype

Deliverables

VIDEO

7 min presentation video

PROPOSAL

Well written ideas in one concise document

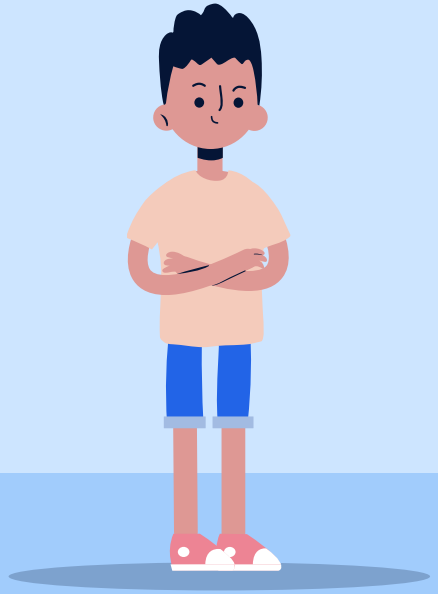
POSTER

UX design abstraction

01

PROPOSAL

DELIVERABLES



Proposal Contents

1. Judul produk
2. Abstrak
3. Latar belakang masalah
4. Tujuan dan hasil yang akan dicapai
5. Metode pencapaian tujuan (user-centered design methodology)
   https://richardcornish.s3.amazonaws.com/static/pdfs/iso-9241-210.pdf
6. Analisis desain karya meliputi:
   a. Target dan Kebutuhan Pengguna
   b. Usability & UX Goals
   c. Batasan
   d. Skenario penggunaan rancangan produk (user journey)
   e. Desain Mockup (minimal 3 function utama)
   f. Justifikasi Desain
7. Daftar pustaka (~~jika ada~~)

02

VIDEO

DELIVERABLES

- Up to 7 min
- Pitching your ideas
- Show yourself
- Upload on YT (unlisted)
  #ITBONLINEHACKATHON2020

03

POSTER

DELIVERABLES

- UX design abstraction (visually and textually)
- High quality image format
- Dimension is up to you

Timeline

Technical Briefing
25 Jul
3 Aug 12 siang
Submission Deadline
Announce ment
5 Aug
12 Sept
National Competition Deadline

Criterias

01
Identifikasi Permasalahan

02
Inovasi Desain

03
Metode Desain

04
Komunikasi

TIPS & TRICKS

Don't make me think

STEVE KRUG

Designing products that eliminate question marks

Thanks!

Do you have any questions?
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