

KCA

EMA

!

- Branding
- flow of experience
(unique to event products)

YES (^{award}_{category})

Culture-specifics?

other videos

mostly one-venue

USERS

kids! (ü)
(& parents)

young adults
adults

Usability Test

hand in hand
web usability testing
affordances
feedback
REMOTE - international
(e.g. UserTesting.com)

Attractiveness
(Microsoft desirability tool kit)

*Custom words for kids!

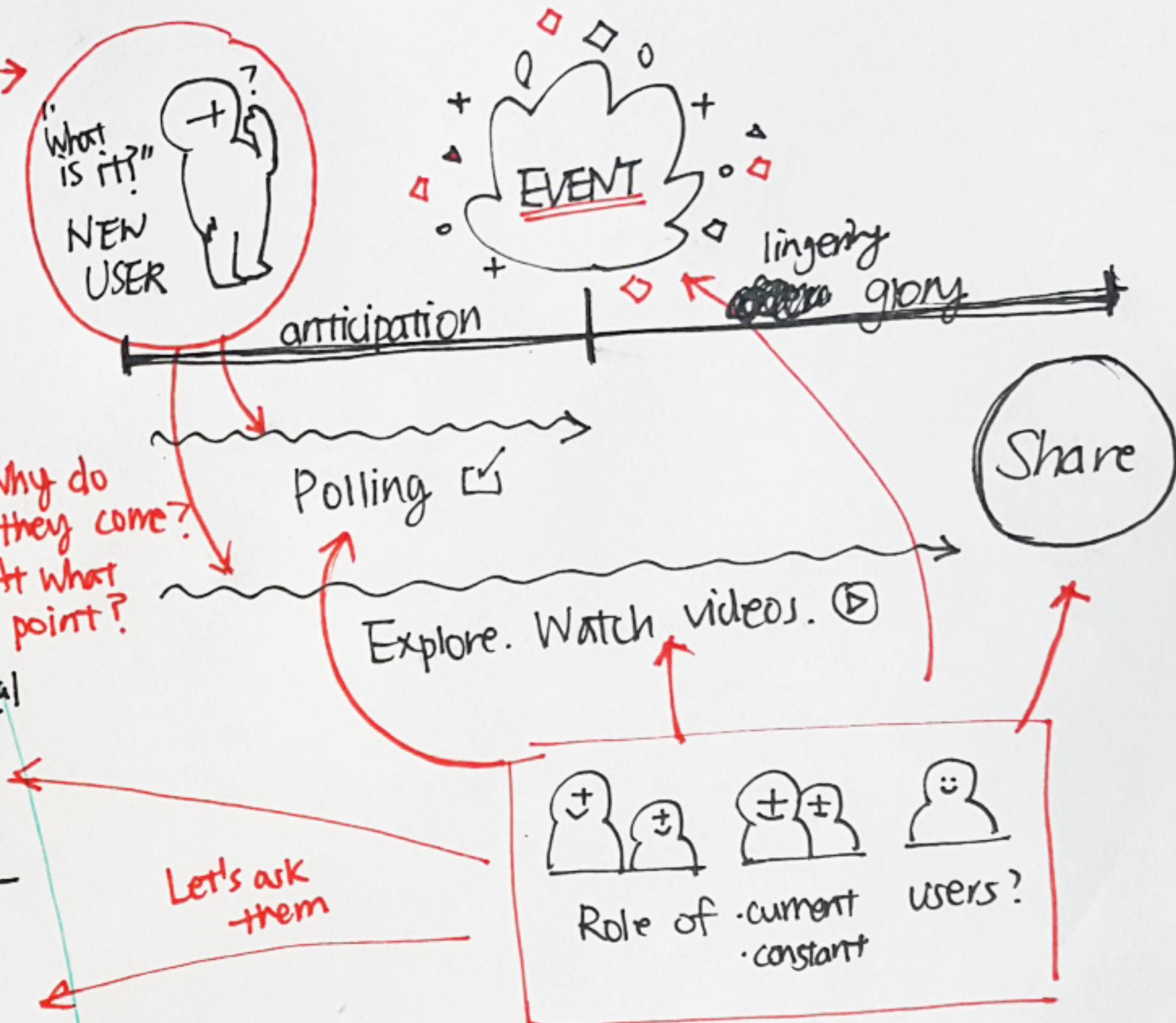
Distribution Share Spread

- how is it distributed? <

- intentional share
- just common knowledge
- word of mouth
- friends
- social media
- private messenger
- TV/ads

- how are the new users finding out about it?

- Is it ~~easy~~ to distribute?



VIACOM



nickelodeon™

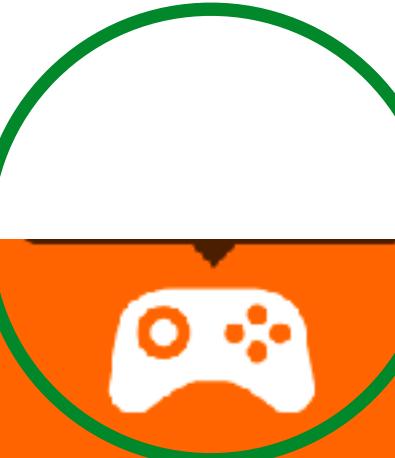


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SMURFS
THE LOST VILLAGE

KIDS'
CHOICE
AWARDS™
2017

nickelodeon™



SPOngBob



Inspired by the hit movie, School of Rock follows a unique group of prep school students who are in for the change of a lifetime when a down-on-his-luck musician poses as their substitute teacher. At first, the overachieving and rule-following kids are rather unimpressed, but their new teacher,

TEAM **B-SLIDE**

Smartphone Lockscreen Interface
Design to Facilitate Return for
Cross-service Bookmarks
- Proceeding of HCI Korea 2016



- **Semi-structured interview**
- Interviewee Patterns
- **Personas**
- **Requirements**
- **Ideation: Lock-screen**
- Scenarios
- **Journey Map**
- Site Map
- Task Flow
- **UI Scenario**
- **Wireframe**
- Prototype

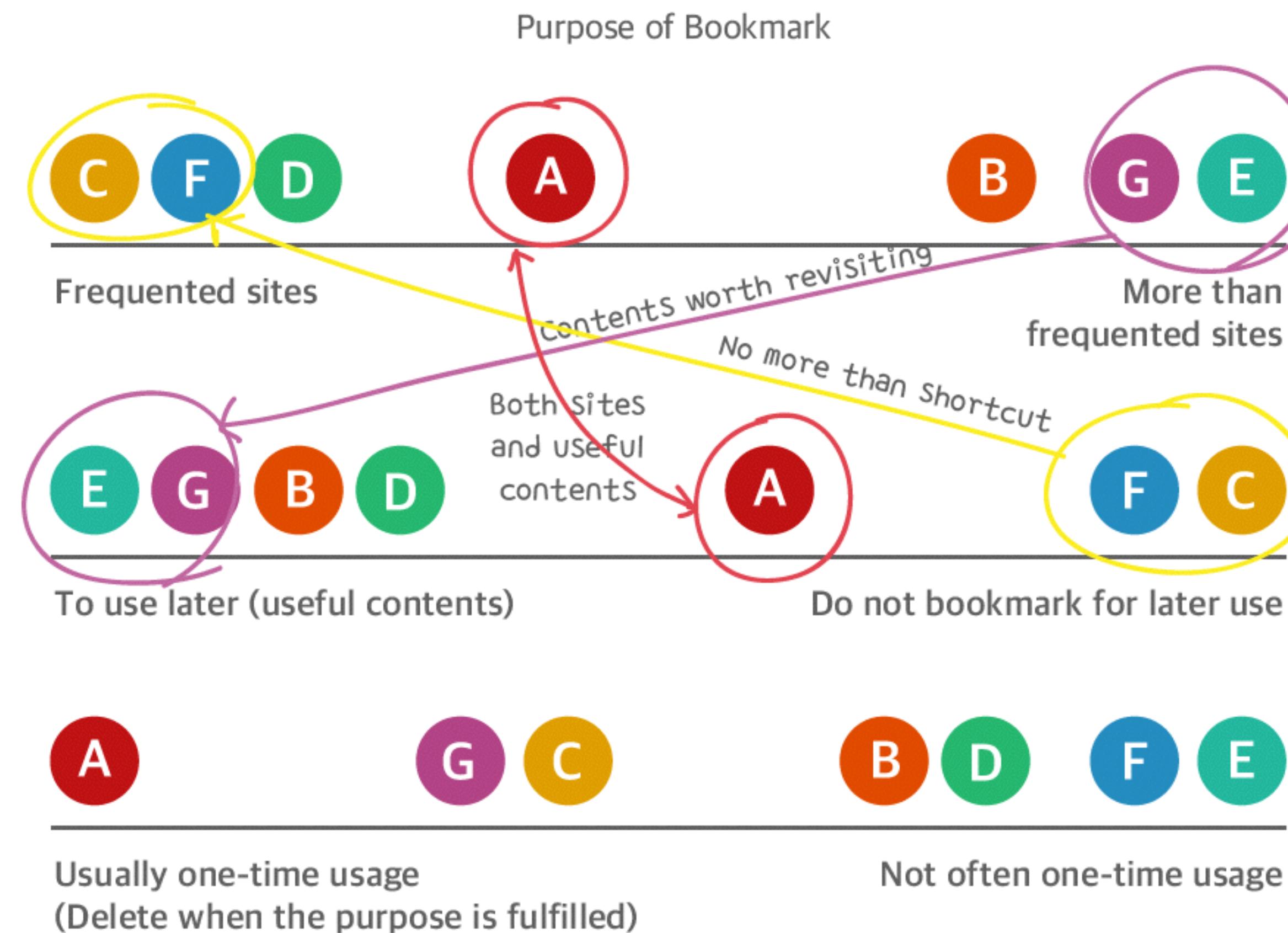
Interview, Coding, & Summary

	Interview transcript	Codes
Do you usually use bookmark services?	These days, I use Facebook "Save" the most. About 20-30 a day. There are IT experts who filter good information and share it on FB.	Filtered informations by experts
If you bookmark, do you use any bookmarking aid service? / Do you use any similar bookmarking services? (e.g. Pinterest)	FB save, Pocket, One Tab, Evernote Clearly... Each has its own merit. But mostly FB save because it is easy to do and the contents are already filtered.	Simple approach. (Do not use extended service that goes outside of current service)
Why do you bookmark?	I want to see them later. They are worth revisiting. Because if I don't miss this opportunity to bookmark, I may not see this information again. It's good to have once-filtered information.	Want to read later. Opportunity to save filtered informations.
When do you use bookmark again?	Whenever I have time, about 1-2 hours a day in total. Too much accumulation has been a problem. I feel like this is due to my lack of willpower, rather than functional problem.	Use of short breaks Involuntary (Lack of will power)
How do you return to bookmarks? (What process)	Because I rely on FB these days, I check 'Save' page on FB to see what I've bookmarked.	Simple approach (FB Save page)
If you don't return to the bookmarks, how would you be led to return?	It is true that I end up not reading them at all. So I used other applications like IFTT(As part of To Do and it notifies me. The accumulated notification numbered bothered me badly.) and Read Quick(It shows each word on the screen. I am forced to focus and read whole article). It still didn't work for me. Bookmarks accumulate, still.	Part manual, part involuntary approach (Involuntary measures like notification and forced attention grabbing failed)

SUMMARY NOTES **Part voluntary, part involuntary**

He tries to revisit the bookmarked information, but is not successful because he bookmarks more than he voluntarily reads. He finds there is a need for involuntary measures to push him a little to read, given they are not too forceful. Still, in the end, it has to be him who decides to read.

Pattern & Persona

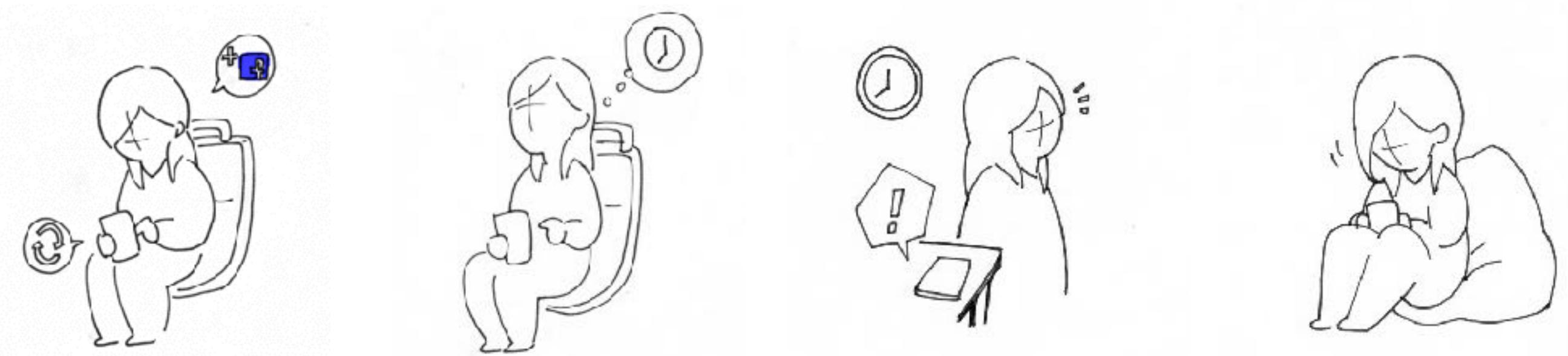


LET'S COLLECT Squirrels



- Bookmarks contents like a collection.
- Bookmarks from diverse sources.
- Bookmarks more than the sites they often visit.
- Bookmarks so they can return later.
- Just lets the bookmarks pile up and tends to not organize.

Scenario & Journey Map



In bus

Hyunjung opens the B-slide application to add her Facebook account into the synced account list, where she already has Chrome and Twitter accounts

In bus

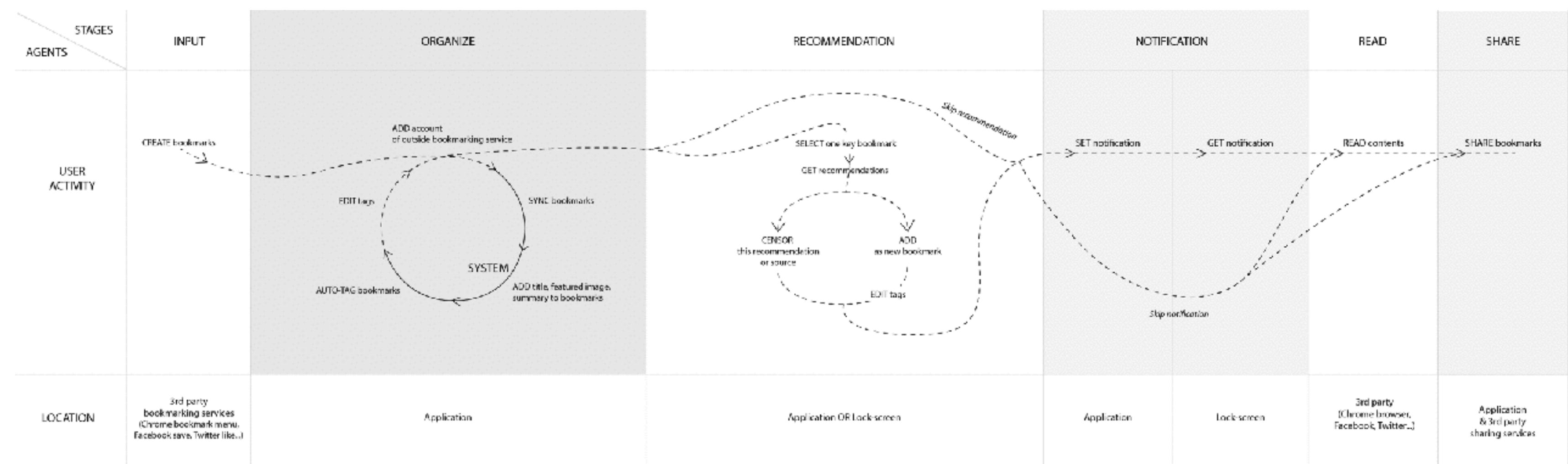
She decides that it would be good to read some materials in the evening. She sets B-slide lock-screen time to 7 PM to 11PM.

At home

At 7 PM, the lock-screen displays bookmarked contents. The first card contains the title Virtual Reality with Youtube, with a brief summary of the contents and one image.

At home

She recalls adding this contents to FB save. Since she has time to read until she goes to bed, she decides to read it. After 11PM, the lock-screen returns to default state.



LOGUE

Logue: Unitizing Complex
Interactive Fictions for Co-creation
- Paper Submitted to DIS 2017

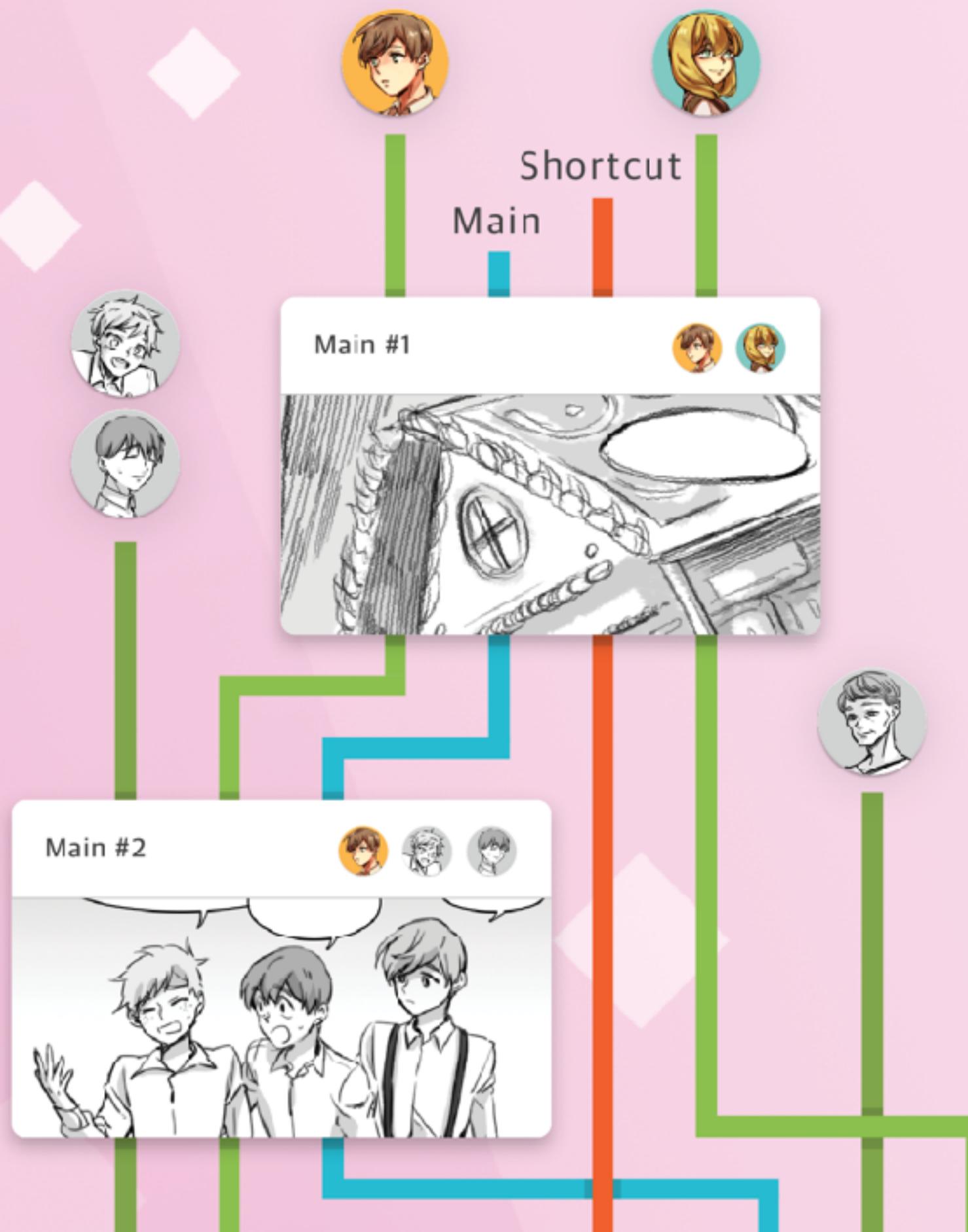


Image Mapping

1st Prototype: Flow

2nd Prototype: Story Deck

3rd Prototype: Logue

4th Prototype: Timeline

Focus Group

Open, axial, and selective
coding in order

User Testing

11 users, 2 weeks
before: survey
after: semi-structured interview

Image Mapping

NARRATIVE (Author dictates)

- Liquid Story Binder XE
- Aeon Timeline for Mac
- Livejournal
- goodreads Creative Writing
- Alligator Mouth
- Fictionpress
- Scribble
- StoryBoard
- Pop-up Book
- INTERACTIVE (Reader as part or co-creation)
- Timeline Sharing

The collage includes screenshots of Liquid Story Binder XE showing a complex storyboard grid, Aeon Timeline for Mac showing a detailed timeline with multiple tracks, Livejournal and goodreads Creative Writing showing user profiles and writing forums, Alligator Mouth showing a fanfiction entry, Fictionpress showing a story summary, Scribble showing a hand-drawn storyboard, StoryBoard showing a digital storyboard grid, Pop-up Book showing a 3D book model, and various screenshots of timeline sharing services like Timeline Glider.

Story Creation Tool

SOPHISCATED (Demanding)

ANALOG (Intuitive)

- Twitter Fiction
- Co-creation Platforms
- Project Boards
- Kanban Board
- Customer Journey Map
- Numeric Time Series
- Timeglider
- Community
- Kanban as Multiban

The collage includes screenshots of Twitter Fiction showing an archived feed, Co-creation Platforms showing a collaborative workspace, Project Boards showing a kanban board for a product backlog, Kanban Board showing a physical-style kanban board, Customer Journey Map showing user flow, Numeric Time Series showing a timeline visualization, Timeglider showing a detailed timeline interface, Community showing a social media post from a Korean user, and Kanban as Multiban showing a screenshot of a kanban board application.

ANALOG (Intuitive)

Timeline Sharing

Prototype

Beta Frg

Characters

Profiles of the characters who appear in the story. Learn their own stories by checking their profile and Logues.



Dad



Gretel



Hansel



Noah

Beta Frg

A ADMIN Hansel, Noah, Thomas Side 1 year ago

Side #1



외전 #1
Side #1

(More ...)

No Comments Reply

A ADMIN Gretel, Hansel Main 1 year ago

Main #4



User Testing

BEFORE
Individual
Survey

- Background
- Experience

REMOTE
Observation

- 2 teams
- 11 participants
- 2 weeks

AFTER
Group
Interview

- Semi-structured interview
- Participatory design

User Testing



Eiloch

쿠크다스
레테, 르노, 마르가리타 Free-logue 1 year 전

[마르가리타] 마르가리타 – 레테 – 르노 관계로그

라제니에 리엔트라 동창들입니다. 르노는 중퇴!

기대한 재미있는 일은
별로 없는 것 같지만..
꽤 봄비기는 하네,
이 마을.

INN

뭐.. 쉬어가는
거라고 생각하자..

