NOSAJNOSLIW Notes:

Main Nav:

Process – Discussion of evolution of process, Jesse James Garret, Lean UX Strategy Etc…

Project - Portfolio Design, OUT App, Brother Thesis, AV&C Sales Center Wireframes

Contact – Contact Information

About – History/Bio

Project Template:

S – Situation

T – Task

And

R – Results

Strategy & Goals – Content Strategy, Intentify Client Goals, Identify Key Concepts, and MVP’s

Research – ProtoPersonas, Identify User Pain Points, Surveys and Results

Prototyping & Design – Prototypes, Wireframes, User Flows

Usability testing – Internal Testing, Discussion

Handoff

Portfolio Goals/Things to Address:

Tool Mastery

Process Focus

Key Concept Communication

Cross Functional Collaboration

Applied Perceptiveness

Writing on UI/UX Design

Visual Syntax Grammar

Tough Challenges

Range of Expertise

Dealing w/NDA’s

Content Strategy

Behavior Strategy:

Use the Materialize scrollspy function to navigate each project page.

You can use the Pushpin Plugin to lock the position of your project nav bar.\

Use this Owl Scroll (<http://www.owlcarousel.owlgraphic.com/index.html> ) to allow users to select between your different UX portfolio projects.

Fonts:

Adobe Edge – Advent Pro, Amaranth, Inconsolata

Downloaded - Archivo

Google Fonts – Josefin Sans, Archivo Narrow, Lato, Raleway

Out magazine copy:

I’ve always loved magazines, and have followed their progression from monthly glossies to twitter. In fact I even wrote a bit for Refinery29 when she was a baby. So when I was assigned to build an “App That You Would Use!” in 2012 in grad school, I figured, why not make a magazine for the tablet. No browsers, no excessive tabs and loading time. Just power on and read and covet beautiful things.

The full assignment was to design an app and use ActionScript 3 to completely build this sucker from scratch.

SPOILER ALERT: Nosaj and ActionScipt 3 throw each other off the cliff in the end, but Nosaj is saved miraculously and realizes that his first UX wasn’t that bad and he wants to do it again and again and again!

I’ve revisited that experience recently using some of the design thinking and tools that I’ve acquired over the last several months in an effort to grow as a designer.

Discovery:

Competition was nil. Wired was doing the best job and GQ was using pdf hotspots. There really were no fashion editorial men’s magazines that were doing what I envisioned for OUT.com on the tablet. I was addicted to my iPad at the time so I knew what interactions I liked and which ones I didn’t. It would have to be something easy and addictive like Flipboard.

So I started sketching, using Flipboard as an inspiration for both my design and development research.

Hypothesis:

My hypothesis was that building an app that could bypass the clunkiness of using browsers on a tablet would be more beneficial to readers. Who would be my guinea persona? Me, of course!

Identify an MVP:

I happened to be interning with the Digital Creative Director at Here Media at the time, so it was a perfect opportunity to try to create the precursor to a really sweet MVP. Something simple based off of an already existing RSS feed that could be launched relatively easily.

Client Goal:

I presented my project idea to the Creative Director and he informed me that the idea was great, but that the budget and readership were not. Out was a bonafide glossy! This product would need to trump the current website and help drive traffic overall.

This nugget actually fed my curiosity for investigating the publishing app platform and still does. If people were going to go from glossy to glassy and be bound by browser UI, the experience would need to be beautiful. Or as beautiful as my novice Illustrator could muster. This was my first foray away from Photoshop for a UI project as well.

Prototpye Presentation:

I presented my prototype to my Professor and to the Creative Director and Marketing Manager, and the feedback I received was great, they loved the logic of my app, though Readership at OUT didn’t really demand such a product.

The app’s ultimate setback was the RSS feed. It would need to be far more robust in order to facilitate my design. ActionScript 3 wasn’t good at adding tags into xml, I learned. It would have to be reprogrammed which would cost money etc… But it was viable! My design had salience!

My original prototpye was a little less polished and done in Illustrator, but I’ve recently reinterpreted it in an effort to master Sketch.