

FREDERIK STAHLFEST

HVEM SIGER DU?

MEDIEGRAFIKER (PÅ PAPRIET)

HISTORIE TID!

2010



LEJLIGHED



KASPER BAAGØ



MUSIQUE NON STOP

GRUNDFORLØB

ZzZzZz...

1. OKTOBER 2010

EDENTIC

PINLIGT ELLER LÆRERIGT?

The logo consists of the word "EDENTIC" in a bold, sans-serif font. The letters are a dark blue color, set against a white background. The letters are slightly shadowed, giving them a three-dimensional appearance. The "E" and "D" are on the left, "ENT" is in the middle, and "IC" is on the right.



13 — Frederik Stahlfest - edentic.dk @stahlfest

4GIFs
.com



edentic

FIK TILBUDT JOB, OG SAGDE NEJ

EDENTIC APS

SILICON BACK ALLEY

A photograph of a man sitting at a desk in a modern office or workshop. He is wearing a dark jacket and is looking down at his work. The room has large windows on the left, a red office chair, and various tools and equipment in the background. The overall atmosphere is creative and industrial.

FOR ET ÅR SIDEN

FØR EKSAMEN

PORTFOLIO

12 MED SØLVMEDALJE

0_0

PORFOLIO I SIG SELV, GØR DIG IKKE
TIL EN GOD DÉSIGNER

CLIENTS AREN'T HIRING YOUR
PORTFOLIO, THEY'RE HIRING YOU

— Mike Monteiro

DEMO!

PERSONLIGHED, PASSION OG RESULTATER

TITLER DER PASSER BEDRE:

Digital designer

UX designer

Front-end udvikler

Iværksætter

HVAD ER DET EGENTLIG JEG LAVER?

HVEM HAR VI ARBEJDET FOR I DET
SENESTE ÅR?

GN Store Nord

Movia

Milling Hotels

Coop danmark

Syddansk Erhvervsskole

Dansk tennis forbund

I KAN SE CASES PÅ
EDENTIC.DK

2 INITIATIVER JEG ER MEDSTIFTERE AF





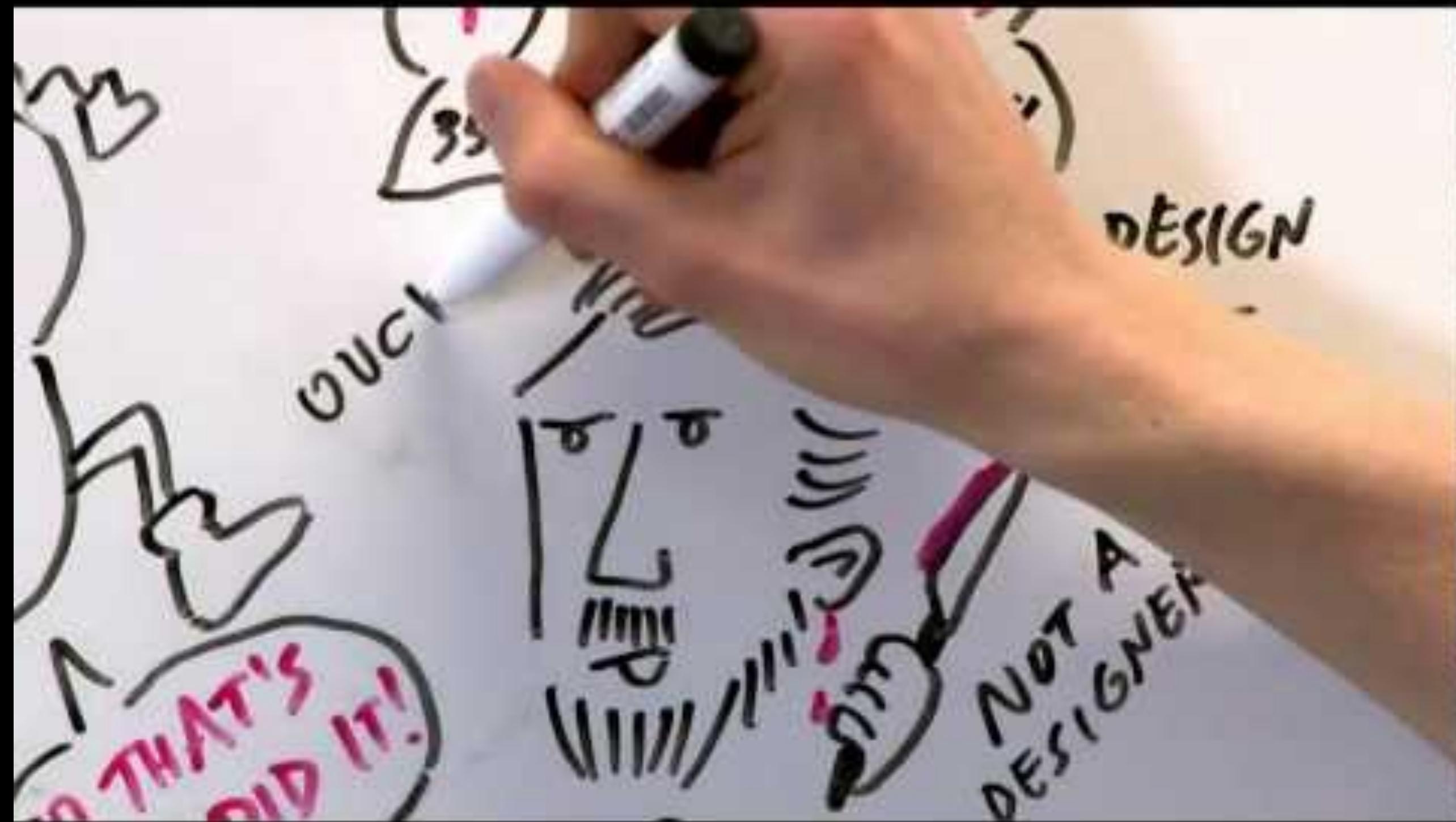
MAN SKAL IKKE VÆRE GURO
FOR AT LÆRE FRA SIG



UX TEORI OG PROCES

HVAD ER UX?

USER EXPERIENCE



BRUGERCENTRERET DESIGN

FIKTIVT
PROJEKT

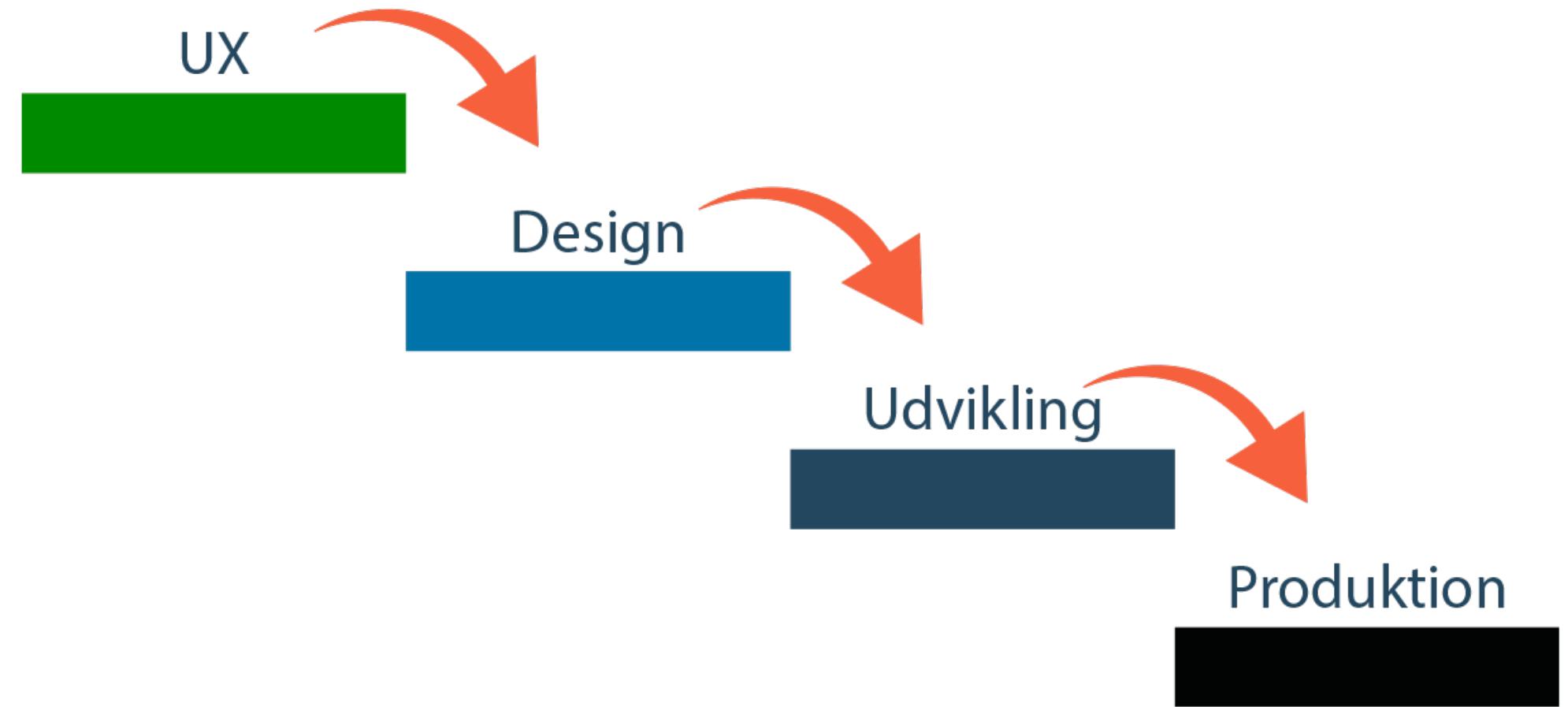
TEORI 1

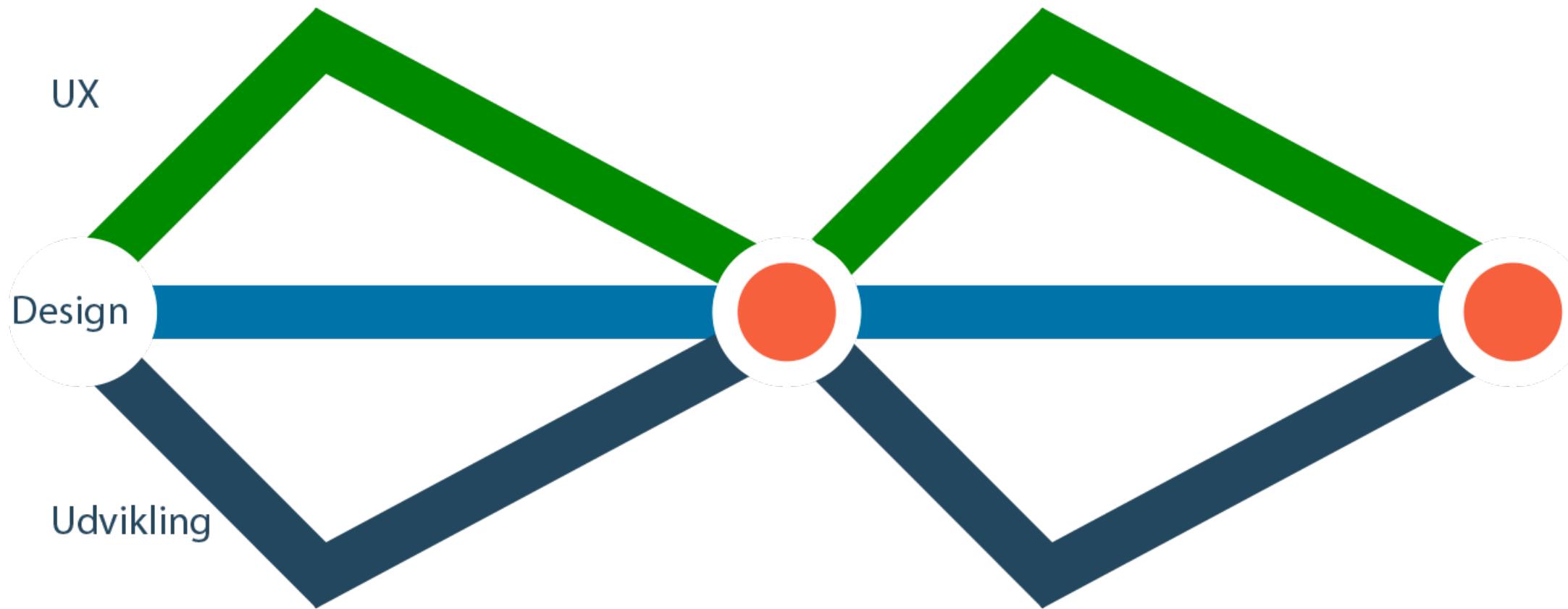
TEORI 2

OSV.

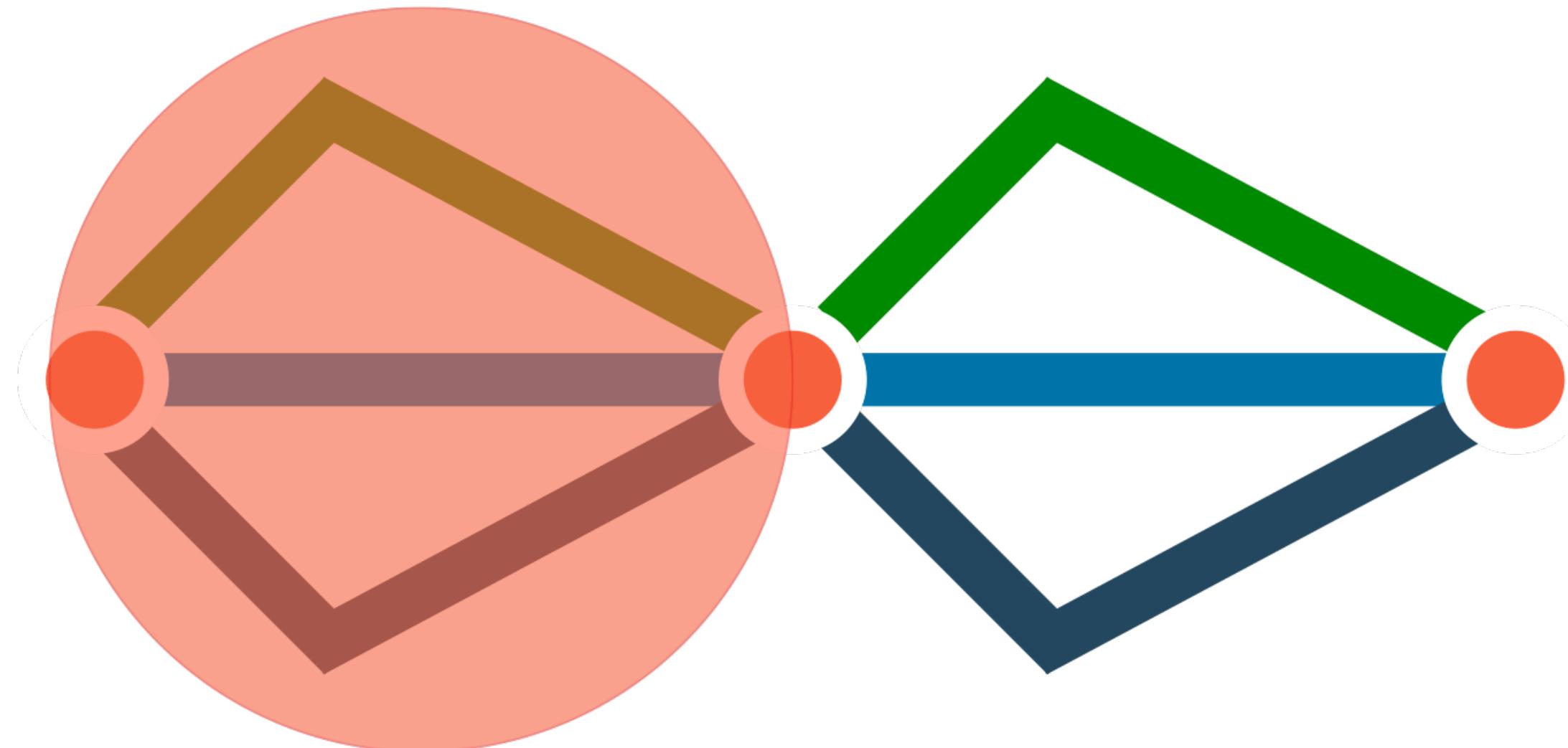


WATERFALL VS. AGILE

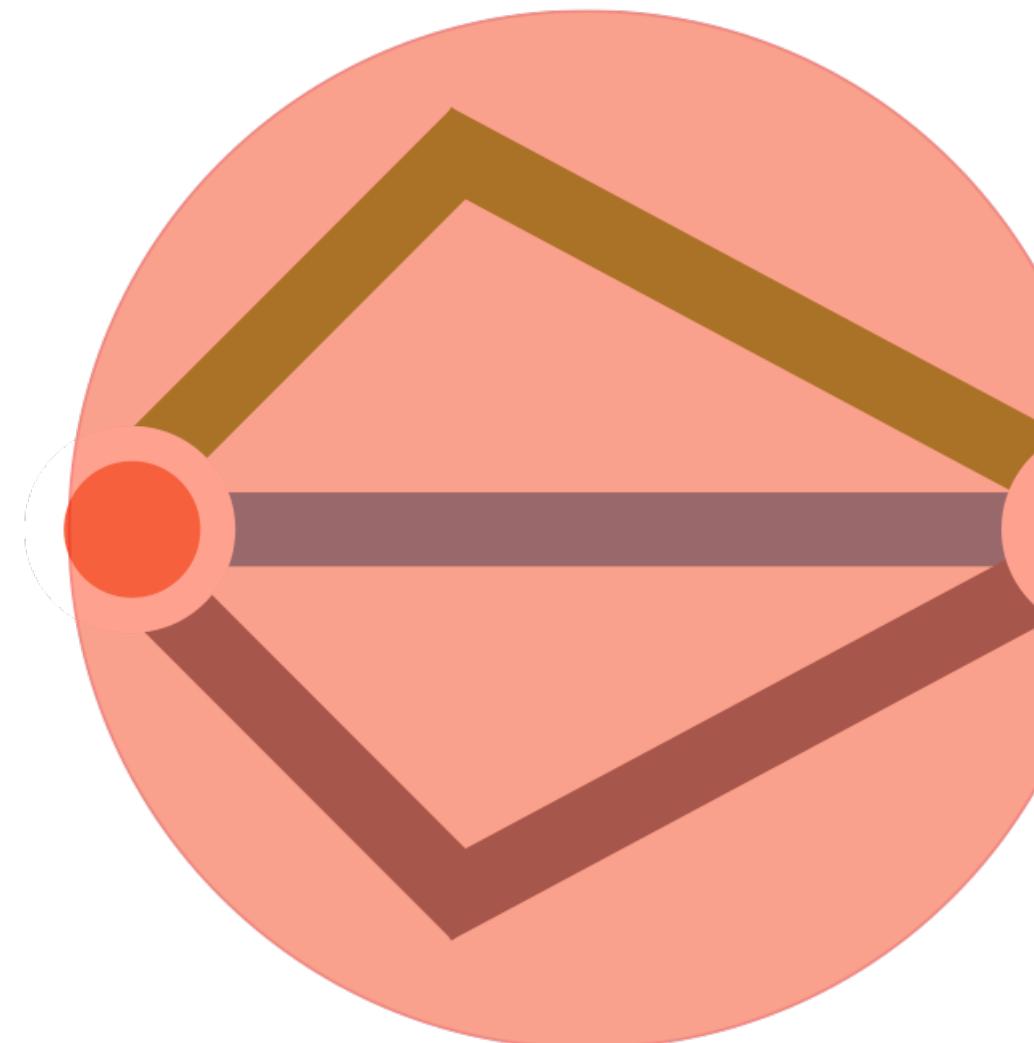




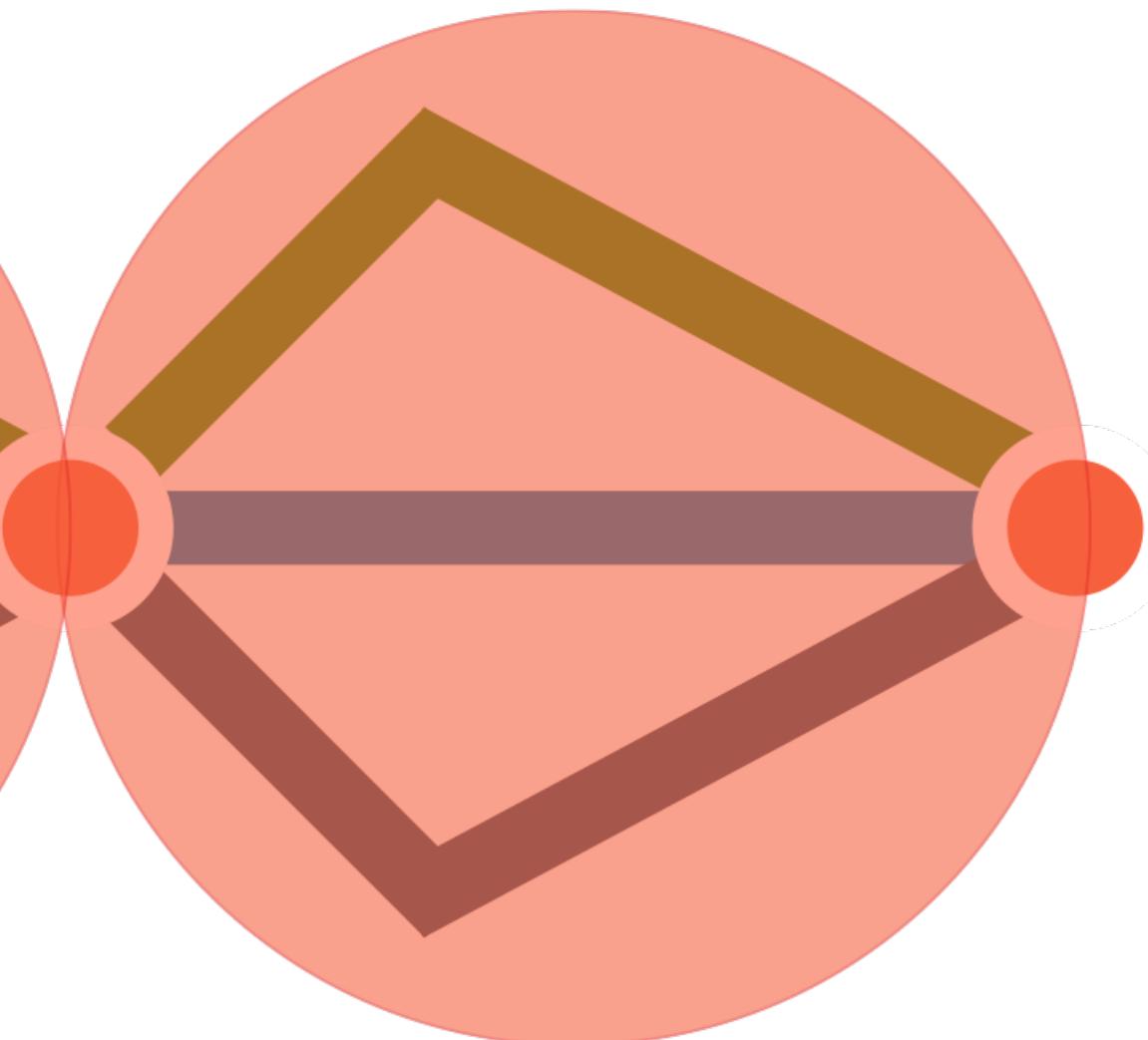
Sprint 1

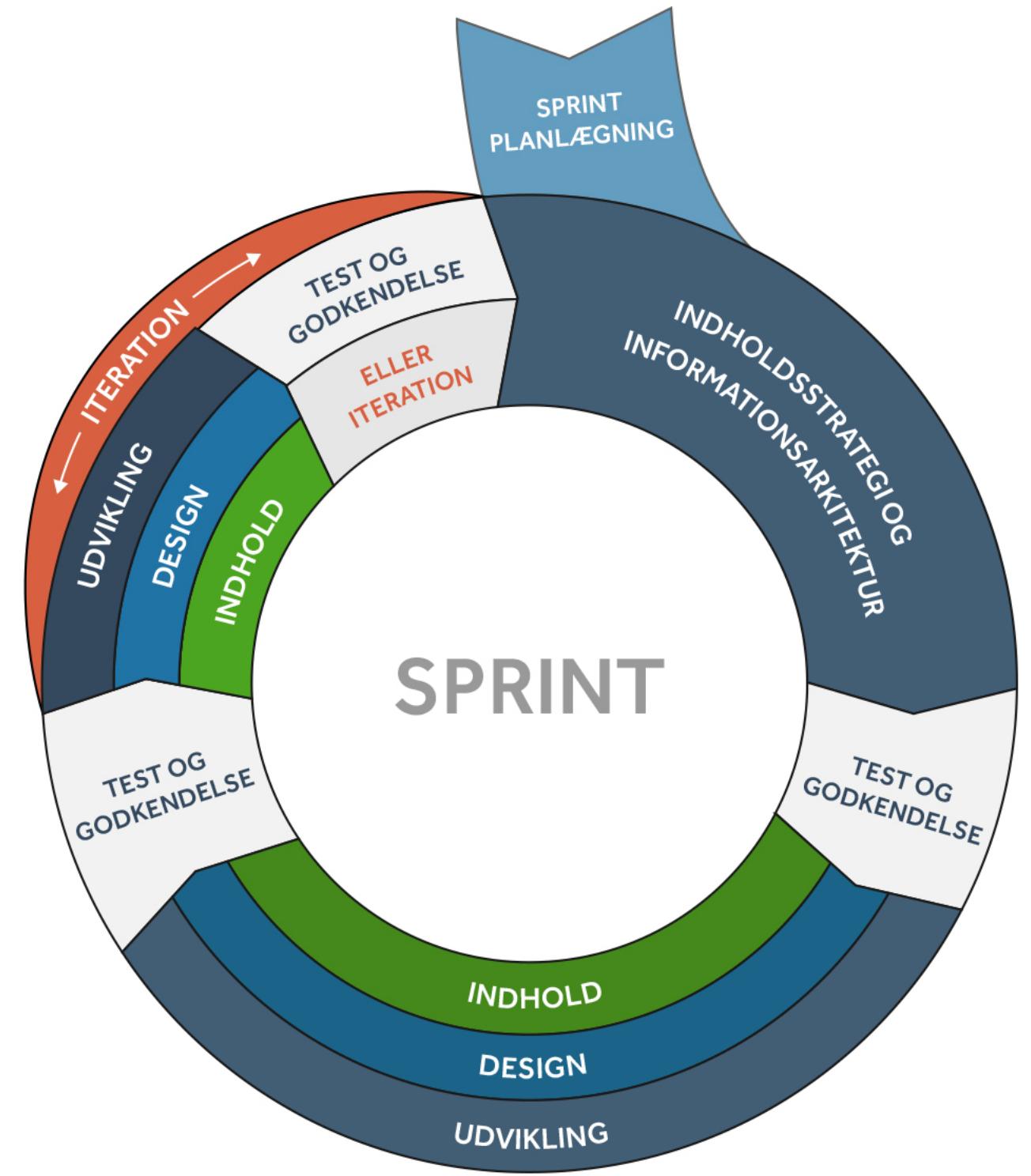


Sprint 1



Sprint 2





A photograph of a woman with blonde hair, wearing a bright pink dress, sitting at a table and looking thoughtfully to the side. She is holding a white laptop in her lap. The background is a blurred indoor setting.

WHERE
TO
START?

PROBLEMSTILLING

KUNDER SIGER

Vi har fået ny chef

Vi skal have et responsivt site

DET ER OKAY IKKE AT VIDE ALT

Det er jo det vi skal finde ud af

STIL SPØRGSMÅL

Hvorfor, hvordan, hvad, hvor, og hvem

VÆRDISKABELSE

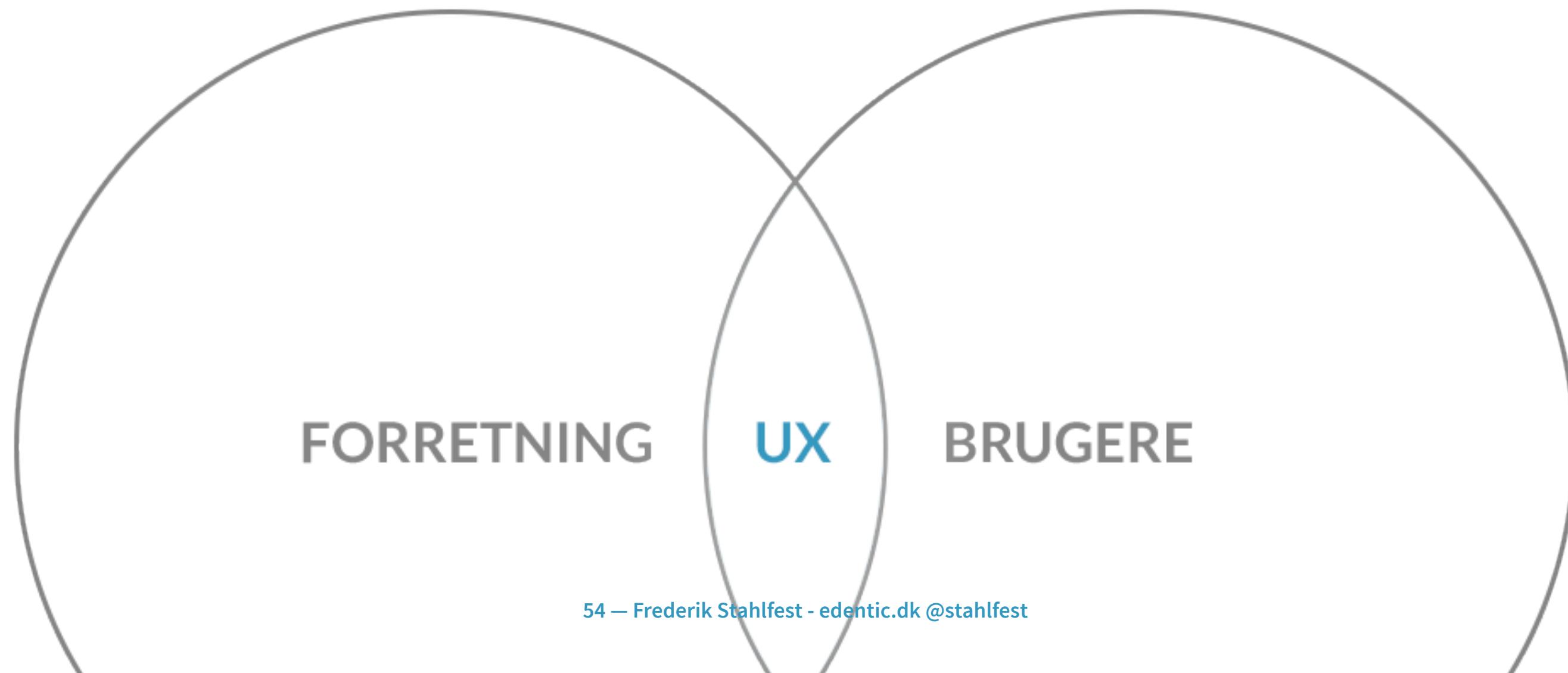
Hvilket job skal dit produkt/service
udføre?

Effektivisering, automatisering,
selvbetjening

Hvis vi kan spare eller tjene penge,
skaber vi værdi!

EKSEMPEL PÅ SPØRGSMÅL

Hvem vil få fordel af en løsning på problemet?



EKSEMPEL PÅ SPØRGSMÅL

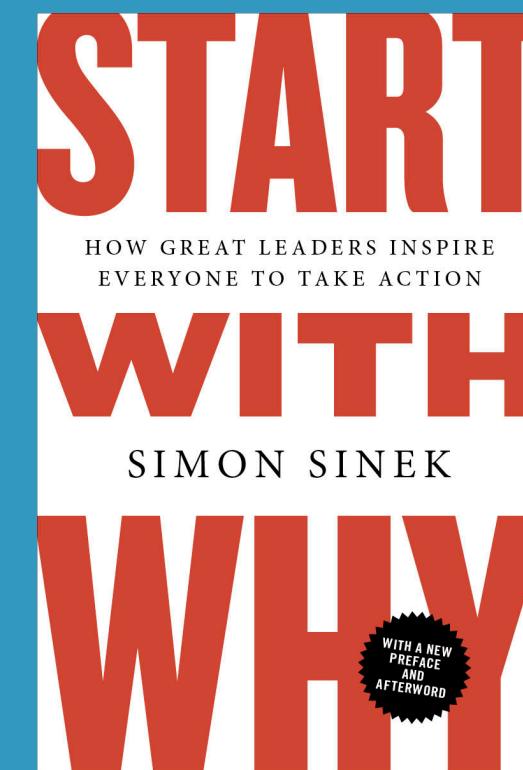
Hvad har virket hidtil, og hvorfor?

Hvad har ikke virket hidtil, og hvorfor?

Hvad har ikke været prøvet endnu.

THE GOLDEN CIRCLE

Simon Sinek:
Start with why





HVORDAN FINDER VI SÅ FREM TIL EN
MULIG LØSNING?



USER RESEARCH

BRUGERINTERVIEWS

1. Hvor vigtig er branchekendskab når du skal vælge blandt virksomheder som

- Meget vigtigt
- Vigtigt
- Nogenlunde vigtigt
- Lidt vigtigt
- Overhovedet ikke vigtigt

2. Hvor vigtig er det hvor lang tid virksomheden har eksisteret, når du skal vælge blandt virksomheder som

- Meget vigtigt
- Vigtigt
- Nogenlunde vigtigt
- Lidt vigtigt
- Overhovedet ikke vigtigt

3. Hvor vigtige er rådgivende evner, når du skal vælge blandt virksomheder som

- Meget vigtigt
- Vigtigt
- Nogenlunde vigtigt
- Lidt vigtigt
- Overhovedet ikke vigtigt

USER RESEARCH

SPØRGESKEMAER

Digitalt eller offline

Survey Monkey



USER RESEARCH

CARD SORTING

Åben eller lukket

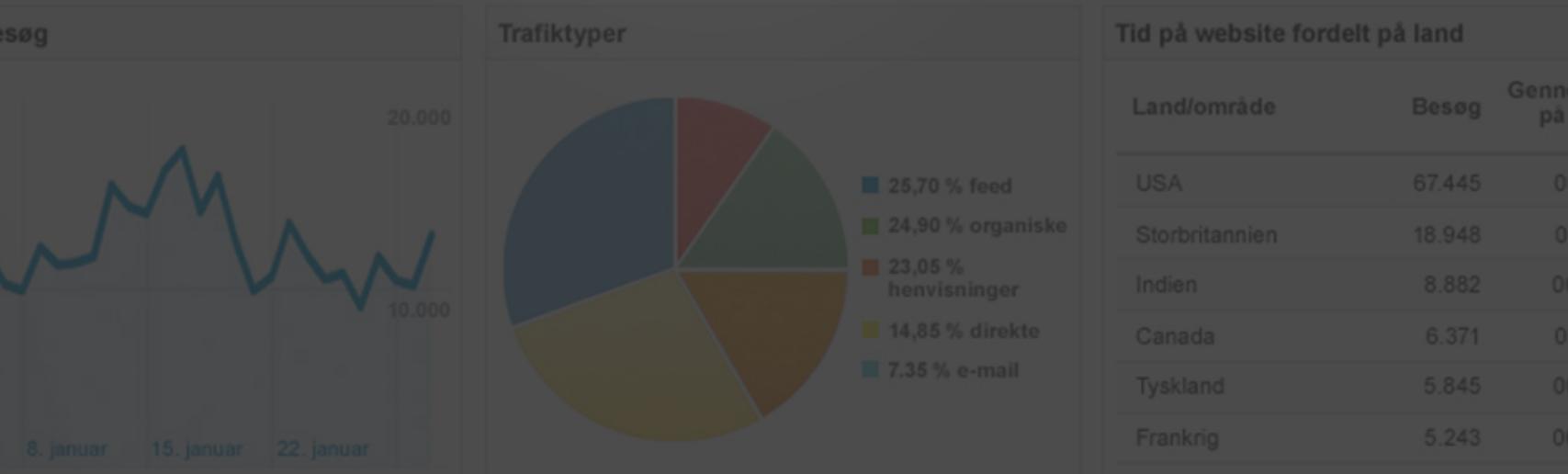
10 Things To Know About Card
Sorting

Professional webanalyse.

Leveres på Googles platform i verdensklasse. Få flere oplysninger

Standardrapportering Tilpasset rapportering

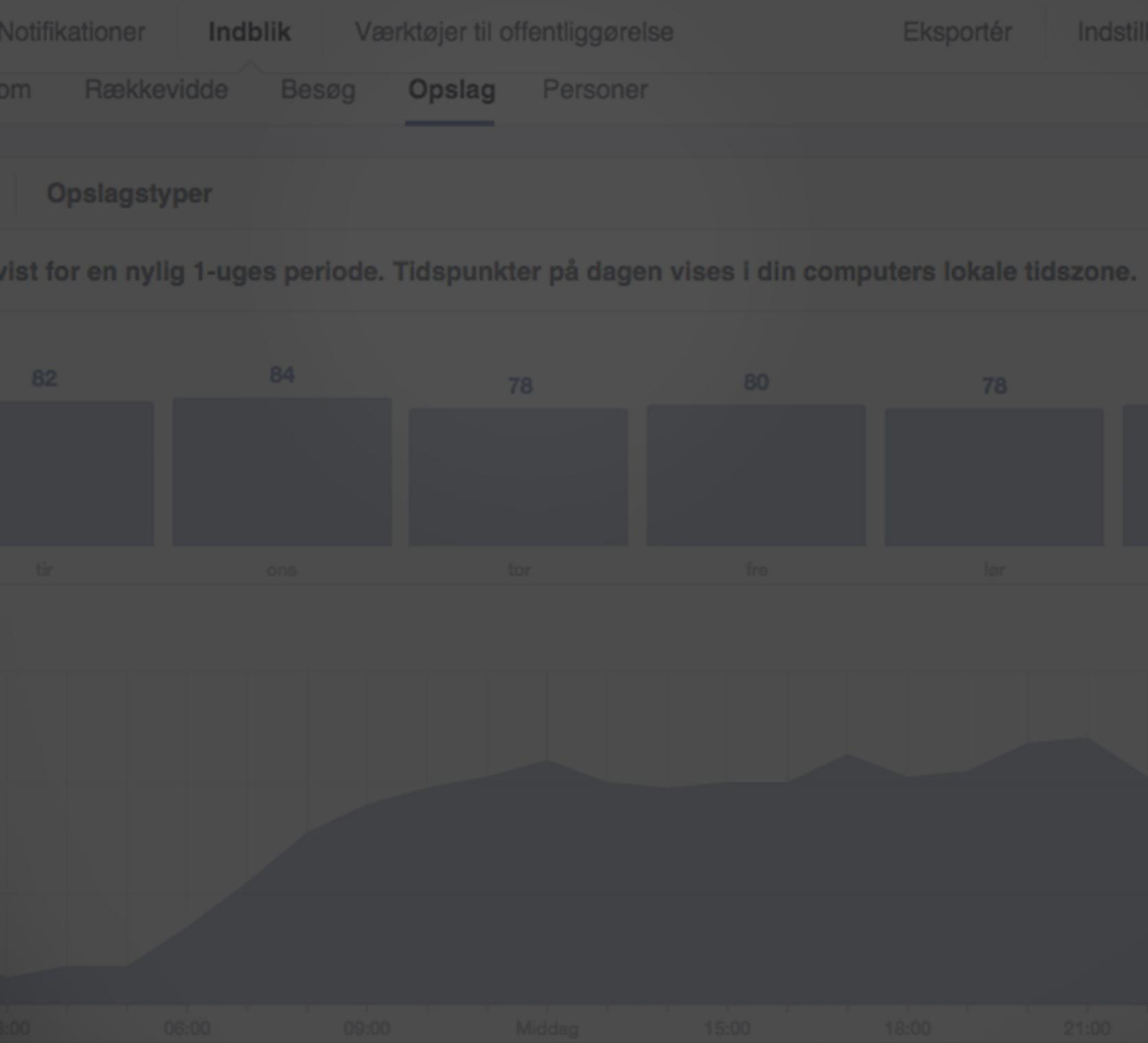
ningspanel



USER RESEARCH

WEB ANALYSE

Google Analytics

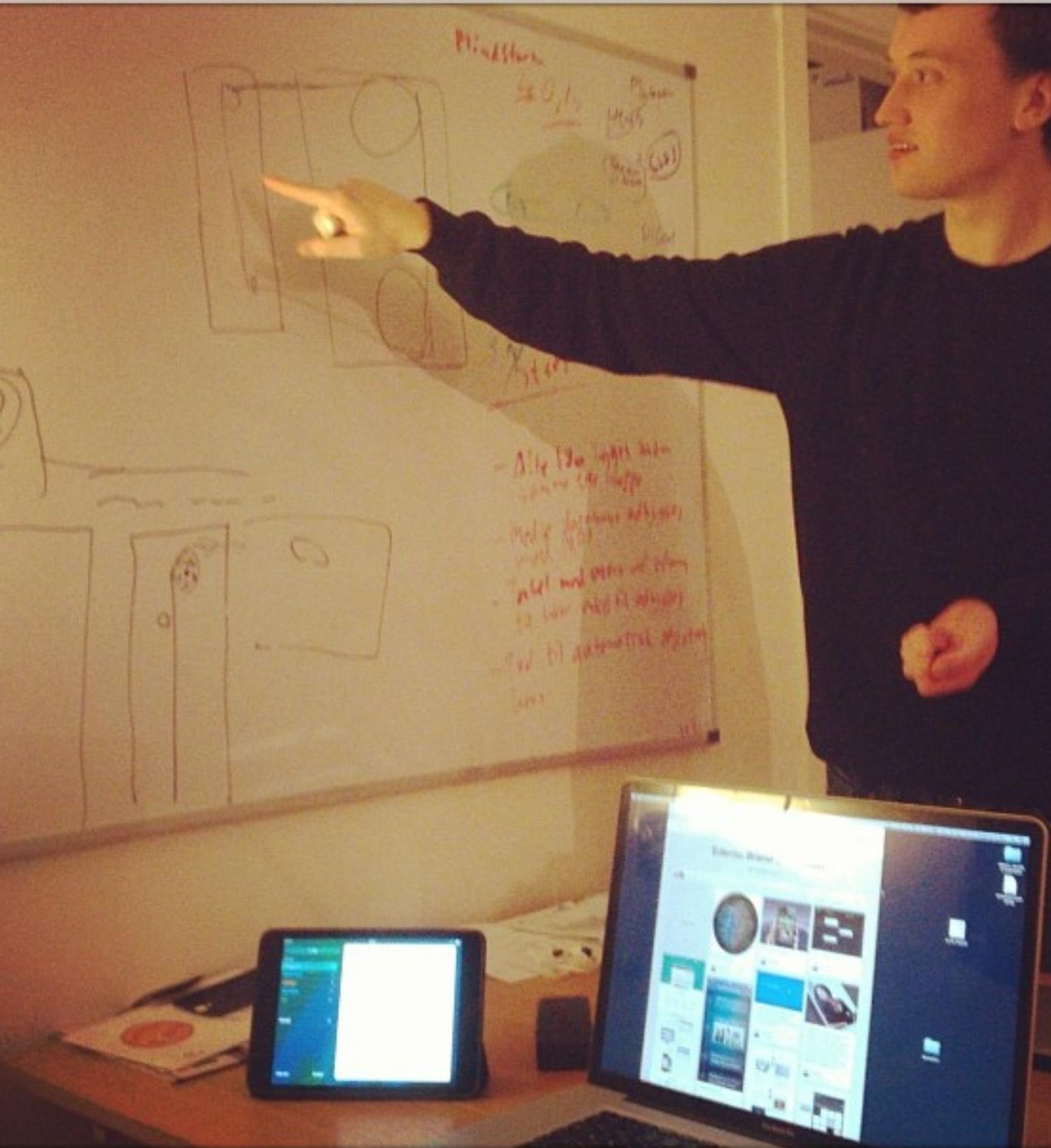


USER RESEARCH
SOCIAL MEDIA

A photograph of a person from the waist up, wearing a dark grey t-shirt with a small white rectangular logo on the left shoulder that reads "MB". They are standing in front of a brick wall with some plants and pipes visible on the left.

USER RESEARCH

USE CASES



USER RESEARCH

MAPPING AF LIGNENDE KONCEPTER

A photograph of a man with short brown hair, wearing a dark blue sweater over a white collared shirt, sitting at a white desk in an office. He is smiling and looking towards the camera. On the desk in front of him is an open laptop displaying a presentation slide. To the right of the laptop is a VR headset with various cables and a small device attached. In the background, there are other desks and people working in the office environment.

USER RESEARCH

• • •

When to Use Which User-Experience Research Methods

HYPOTESER

EXPERIENCE DESIGN

USER JOURNEY MAP

Hvad vil vi gerne have brugeren til at gøre?

EXPERIENCE DESIGN

KONTAKTPUNKTER

Kan vi optimere alle kontaktpunkter?

EXPERIENCE DESIGN

FØR, UNDER, EFTER

Hvad oplever brugeren før, under og efter?

EMOTIONAL DESIGN

EMOTIONAL DESIGN

Emotionally charged events persist much longer
in our memories and are recalled with greater
accuracy than neutral memories.

— DR. John medina

A photograph of a classic light blue Volkswagen Beetle, viewed from the front quarter angle. The car is parked on a dark grey tiled floor against a plain white wall. Two small potted plants are visible behind the car.

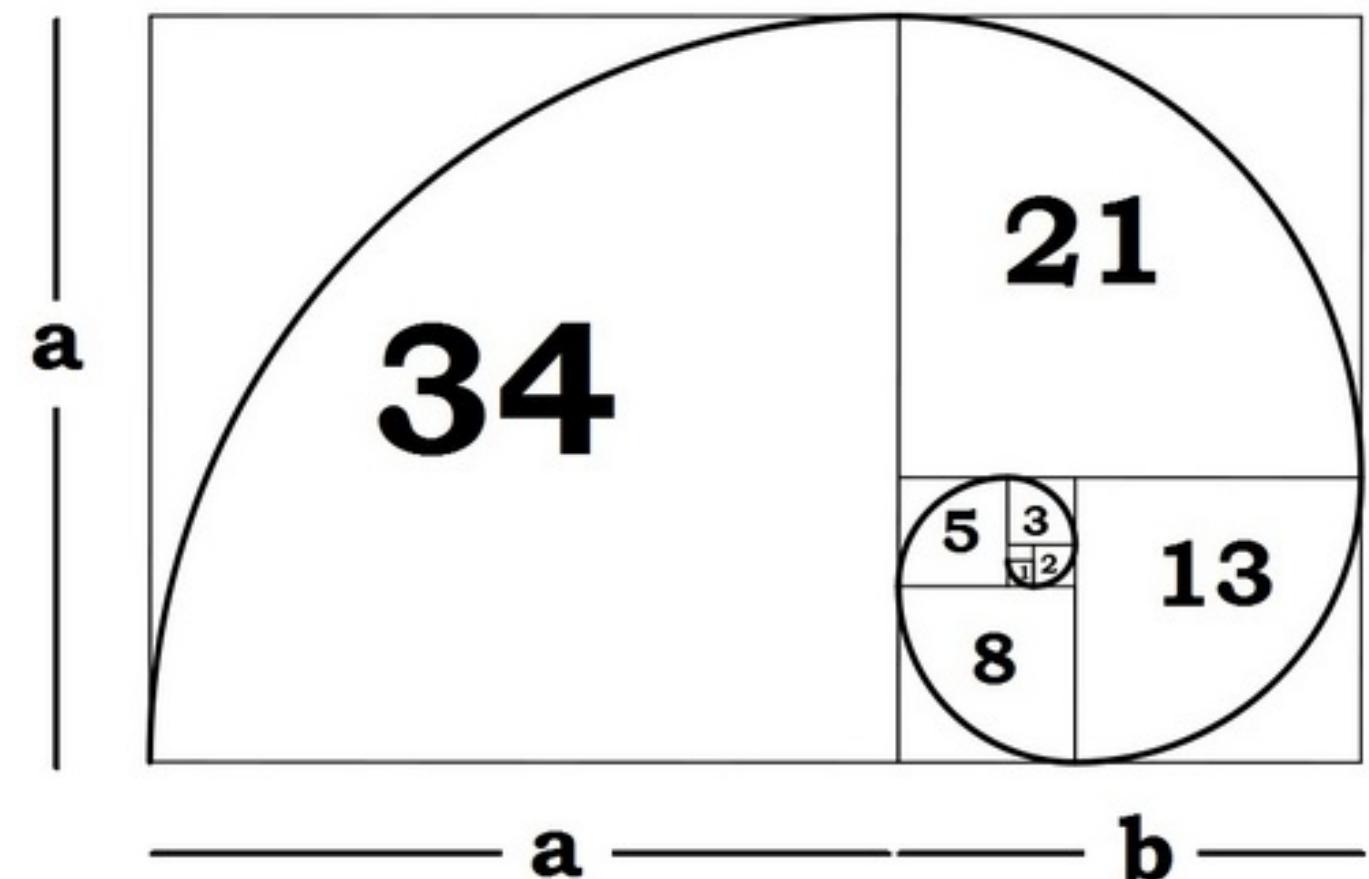
EMOTIONAL DESIGN

Eksempler

Little Moo
Chalkboard

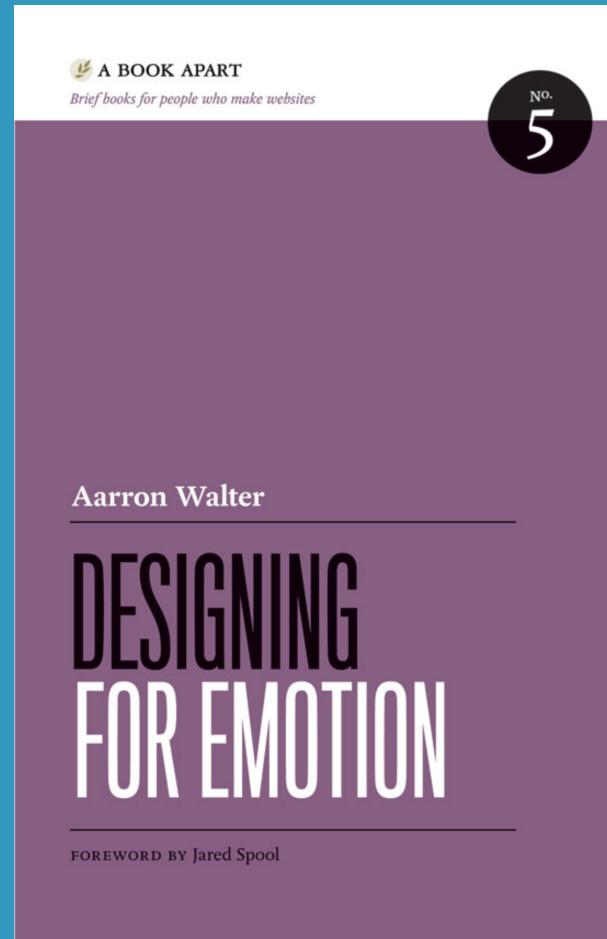
EMOTIONAL DESIGN

Vi behøver ikke at se to øjne og en mund for at føle en følelsesmæssig forbindelse til et design



DESIGNING FOR EMOTION

Aarron Walter



TILGÆNGELIGHED

TILGÆNGELIGHED MÅLGRUPPE



TILGÆNGELIGHED ENHEDER

TILGÆNGELIGHED OS OG BROWSERE

TILGÆNGELIGHED FORBINDELSESHASTIGHED

TILGÆNGELIGHED LANDE OG LOVE



TILGÆNGELIGHED

FYSISKE OMGIVELSER

TILGÆNGELIGHED GEOLOCATION

TILGÆNGELIGHED

ALDER

TILGÆNGELIGHED SCREENREADERS

TILGÆNGELIGHED VOICE COMMANDS

MÅLEPUNKTER

Google Analytics
Heatmap JS
Crazy egg

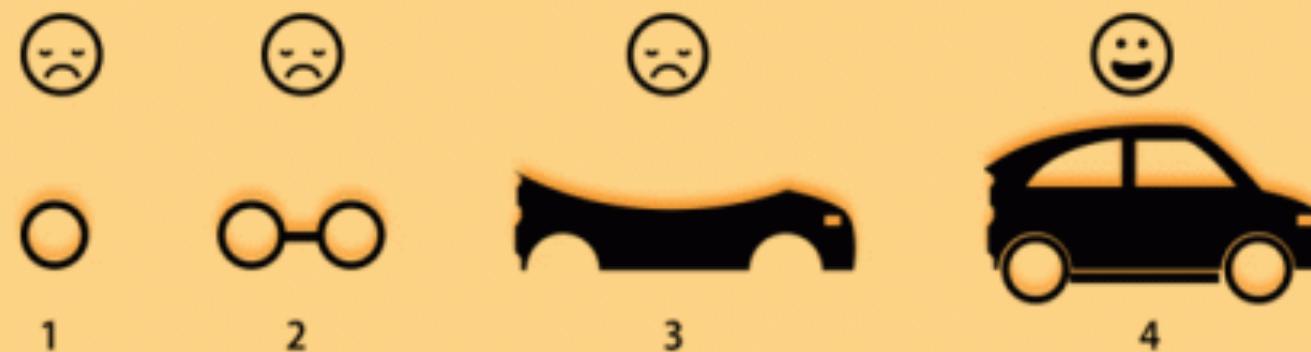
LEAN STARTUP

MVP

Minimum viable product

HOW TO BUILD A MINIMUM VIABLE PRODUCT

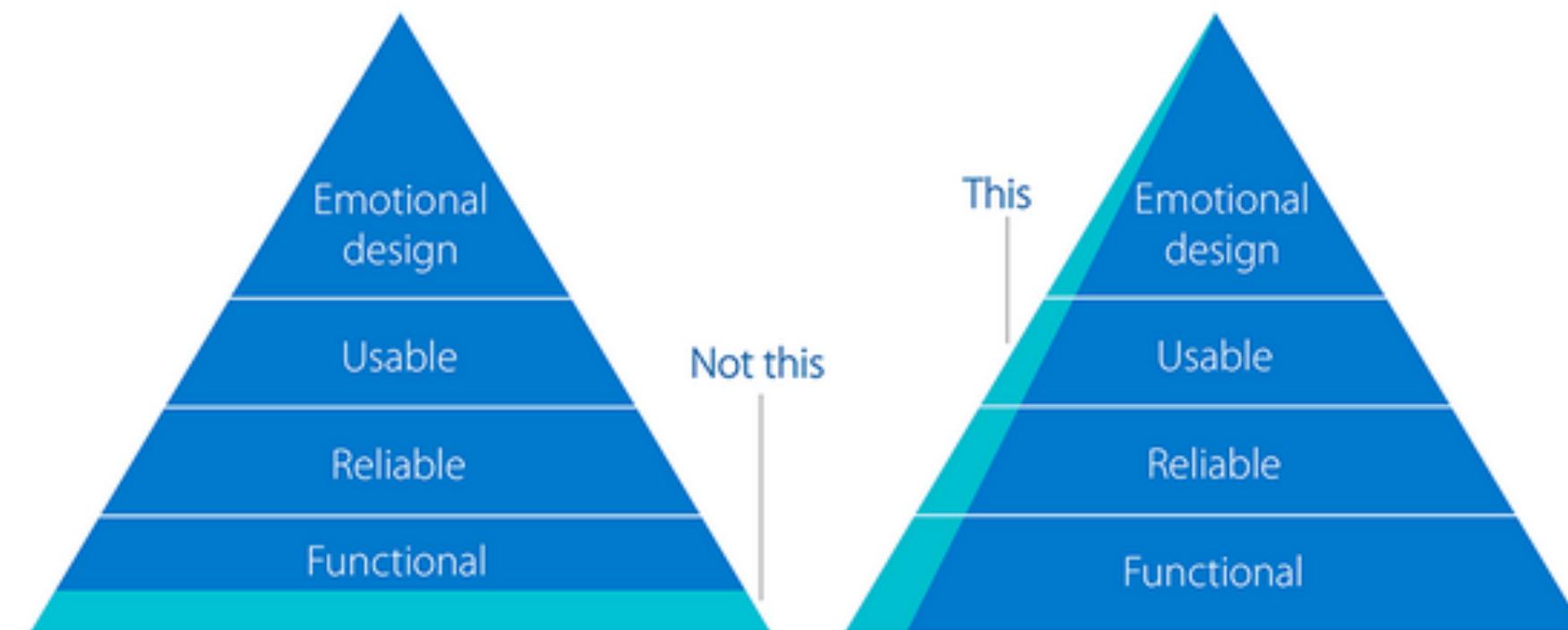
NOT LIKE THIS



LIKE THIS



Minimum Viable Product



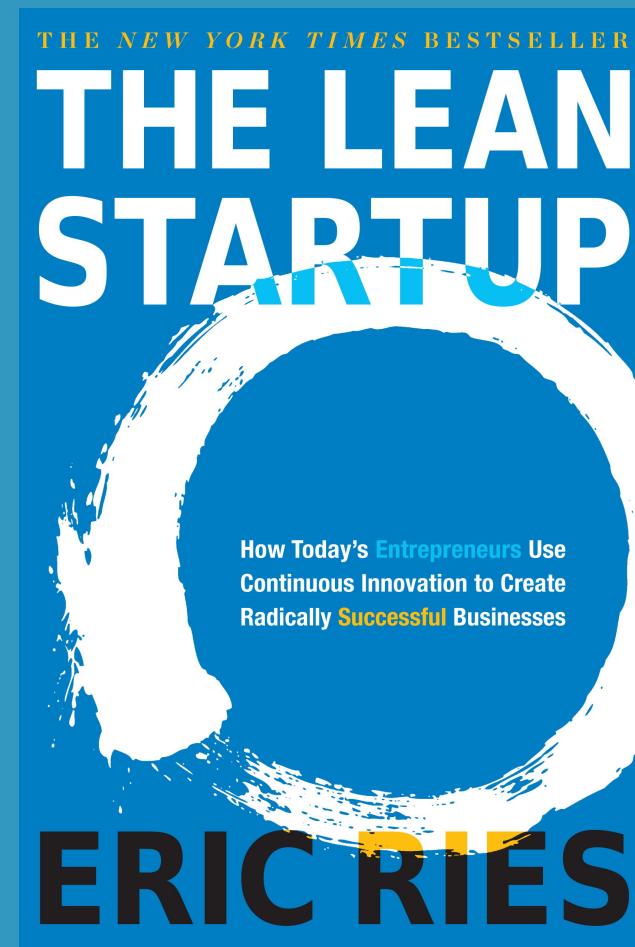
 @jopas

September 2014 | With compliments to Aarron Walter

LEARN, BUILD, TEST

THE LEAN STARTUP

Eric Ries





INDHOLDSTRATEGI

CONTENT FIRST

INDHOLDSTRATEGI

DATA INDSAMLING

INDHOLDSTRATEGI PRIORITERING

INDHOLDSTRATEGI

CONTENT AUDIT

INFORMATIONSSARKITEKTUR

WIREFRAMING

INFORMATIONSSARKITEKTUR

PAPER PROTOTYPING

INFORMATIONSSARKITEKTUR

INTERACTIVE WIREFRAME

TEAM OVERVEJELSER

PROJEKTSTYRING

TEAM OVERVEJELSER KOMMUNIKATION

TEAM OVERVEJELSER DESIGNERE OG UX'ER I KODEN?

TEAM OVERVEJELSER

KODE SPROG

PHP

.NET

TEAM OVERVEJELSER

CMS

WordPress

Umbraco

TEAM OVERVEJELSER

FRAMEWORKS

Laravel

Angular

TEAM OVERVEJELSER

PRE-PROCESSORS

SASS

TEAM OVERVEJELSER

AUTOMATION

GULP

TEAM OVERVEJELSER VERSIONSSTYRING GIT

TEAM OVERVEJELSER

UDVIKLINGSMILJØ

Local

Staging

Production



DESIGNER I 2015

OVERVEJELSER

DESIGN SYSTEMS

DESIGN OVERVEJELSER

DESIGNING IN THE BROWSER

DESIGN OVERVEJELSER

MOBILE FIRST

DESIGN OVERVEJELSER

SKEUMORFISME

DESIGN OVERVEJELSER

FLAT DESIGN

Style guides

Pattern Libraries

Design Frameworks

Design systems

Element collages

styleguides.io

DESIGN SYSTEM

VISUEL SAMMENHÆNG

DESIGN SYSTEM

DATADREVET

DESIGN SYSTEM

ATOMIC DESIGN

About Atomic Design

Atomic design is a methodology used to construct web design systems.



There are five distinct stages in atomic design:

DESIGN SYSTEM

COMPONENT BASED

DESIGN SYSTEM

BOOTSTRAP

B

Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

[Download Bootstrap](#)

Currently v3.3.4

Designed for everyone, everywhere.

Bootstrap makes front-end web development faster and easier. It's made for folks of all skill levels, devices of all shapes, and projects of all sizes.



125 — Frederik Stahlfest - edentic.dk @stahlfest



DESIGN SYSTEM

MATERIAL DESIGN

google.com/design

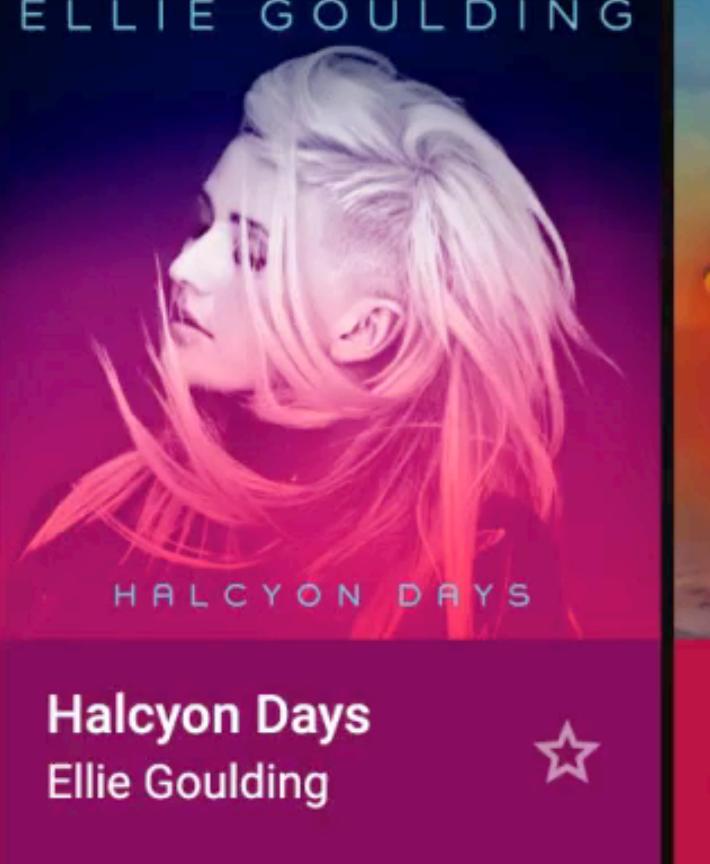
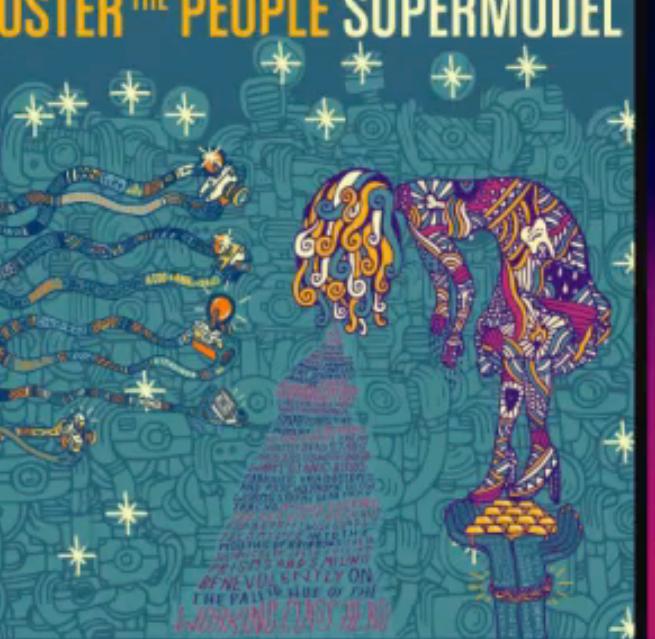
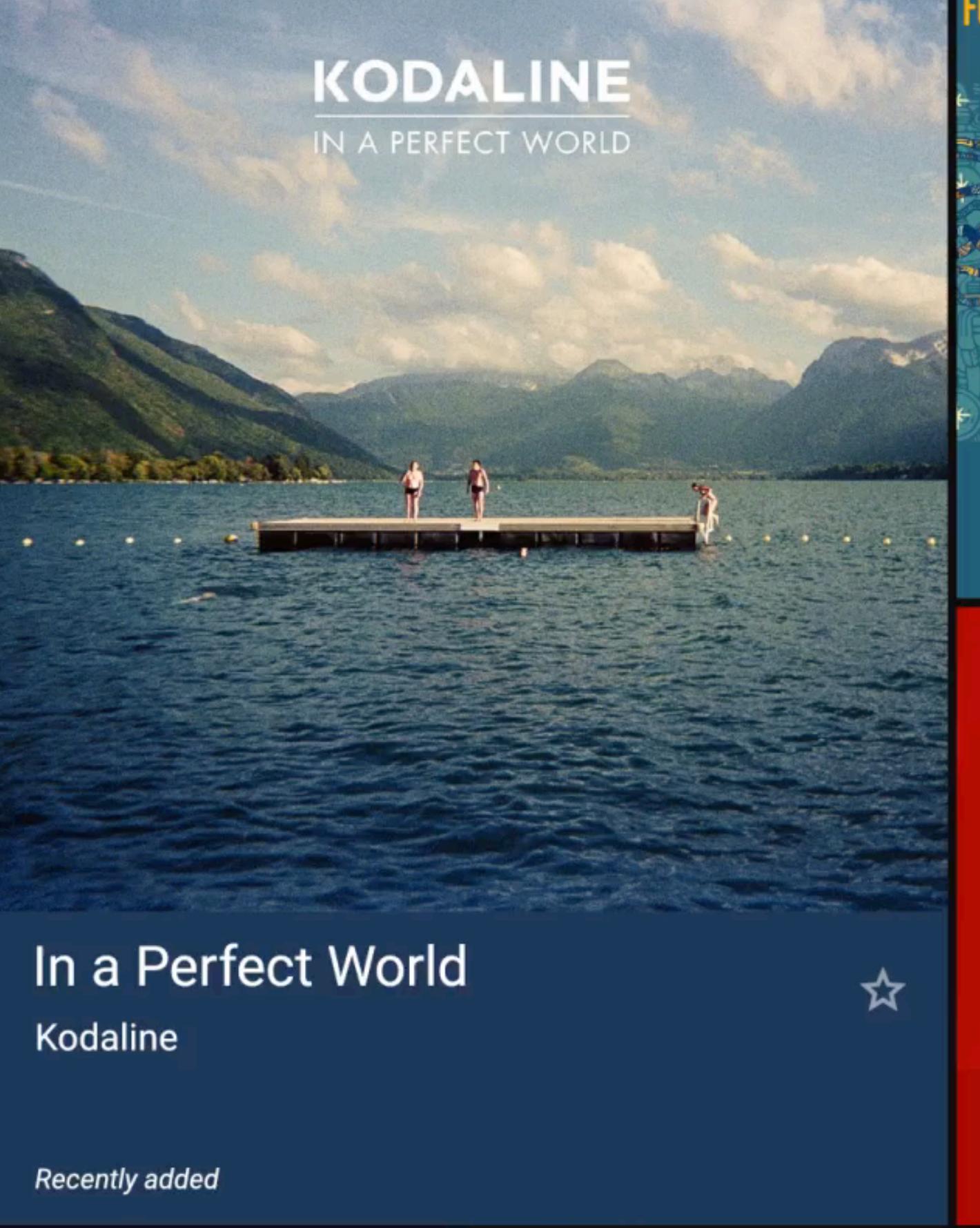


ANIMATIONS

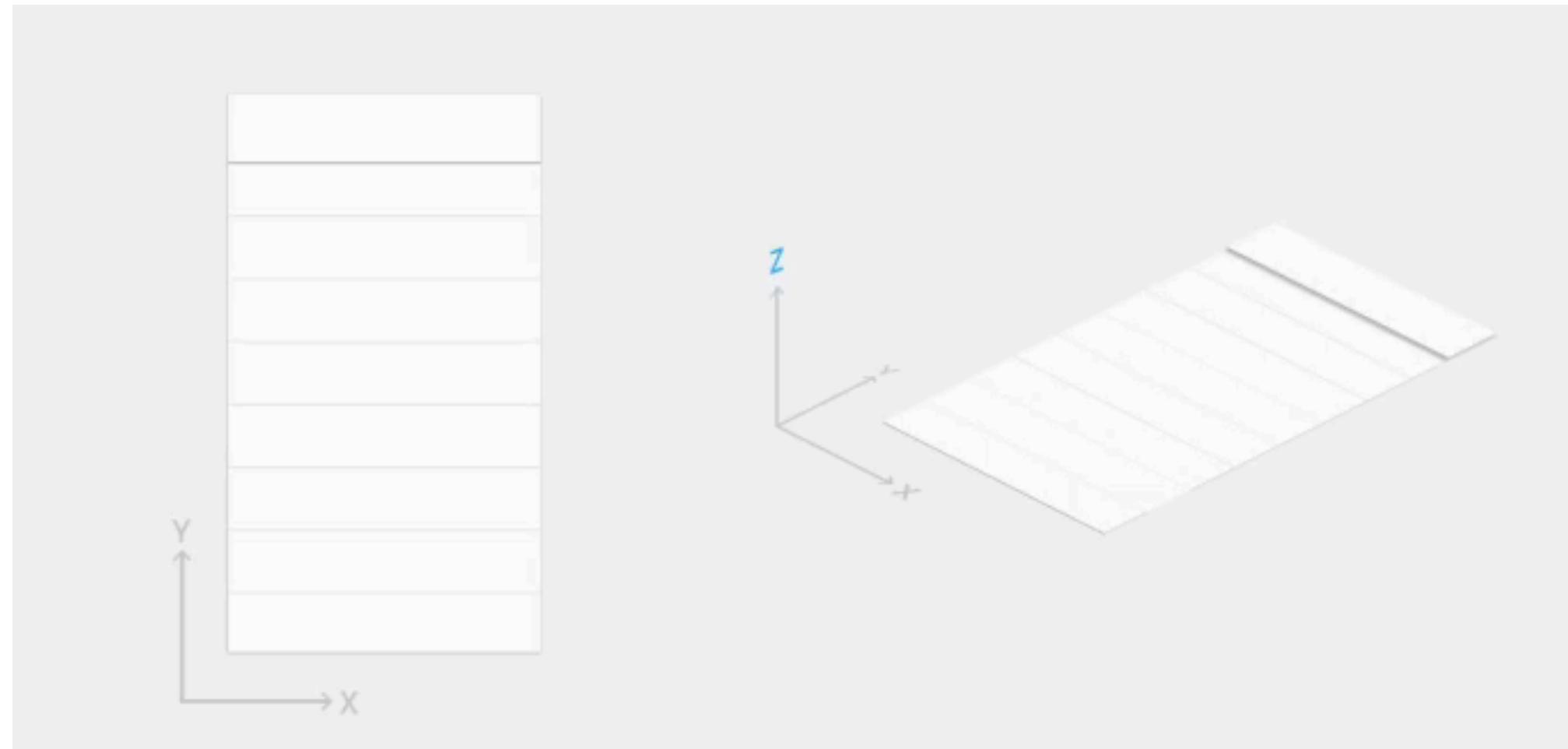
FUNCTIONAL FIRST

ANIMATIONS

MEANINGFUL TRANSITIONS



ANIMATIONS ORIENTERING



ANIMATIONS

FEEDBACK

ANIMATIONS

...

Functional Animation In UX Design

Motion UI Design Principles

sixux.com (Inspiration blog)



PERFORMANCE

PERFORMANCE

4 SEKUNDER

PERFORMANCE PERFORMANCE BUDGET

PERFORMANCE TEKNIK

MINIFY

PERFORMANCE TEKNIK

IMAGE COMPRESSION

PERFORMANCE TEKNIK

RESPONSIVE IMAGES

PERFORMANCE TEKNIK

VECTOR GRAPHICS

PERFORMANCE TEKNIK

FONTS

PERFORMANCE TEKNIK

CACHING

PERFORMANCE TEKNIK

HTTP REQUESTS

PERFORMANCE TEKNIK

ASYNKRON INDLÆSNING

PERFORMANCE DESIGN

SPINNERS?

PERFORMANCE DESIGN

PROGRESSBARS

PERFORMANCE DESIGN

TEKSTBASERET STATUS

PERFORMANCE DESIGN

UNDERHOLD

PERFORMANCE DESIGN

SKELETON SCREENS





KVALITETS TESTS

KVALITETS TESTS AUTOMATISERET TESTS

CasperJS

KVALITETS TESTS DEVICE TESTING

Odense Device Lab
Browserstack

BRUGER TESTS

BUNDET OPGAVE

Giv brugeren simple opgaver de skal udføre

Turn User Goals into Task Scenarios for Usability Testing

BRUGER TESTS UDFORSKELSE

Giv brugeren frie hænder til at udforske
Optag skærm og brugerens ansigt for reaktioner

BRUGER TESTS

SPLIT TEST (A/B TEST)

DET VAR DET HELE . . .

...MEN HAR VI TID TIL EN TALK?



