UX design

A simple name to describe a complex world

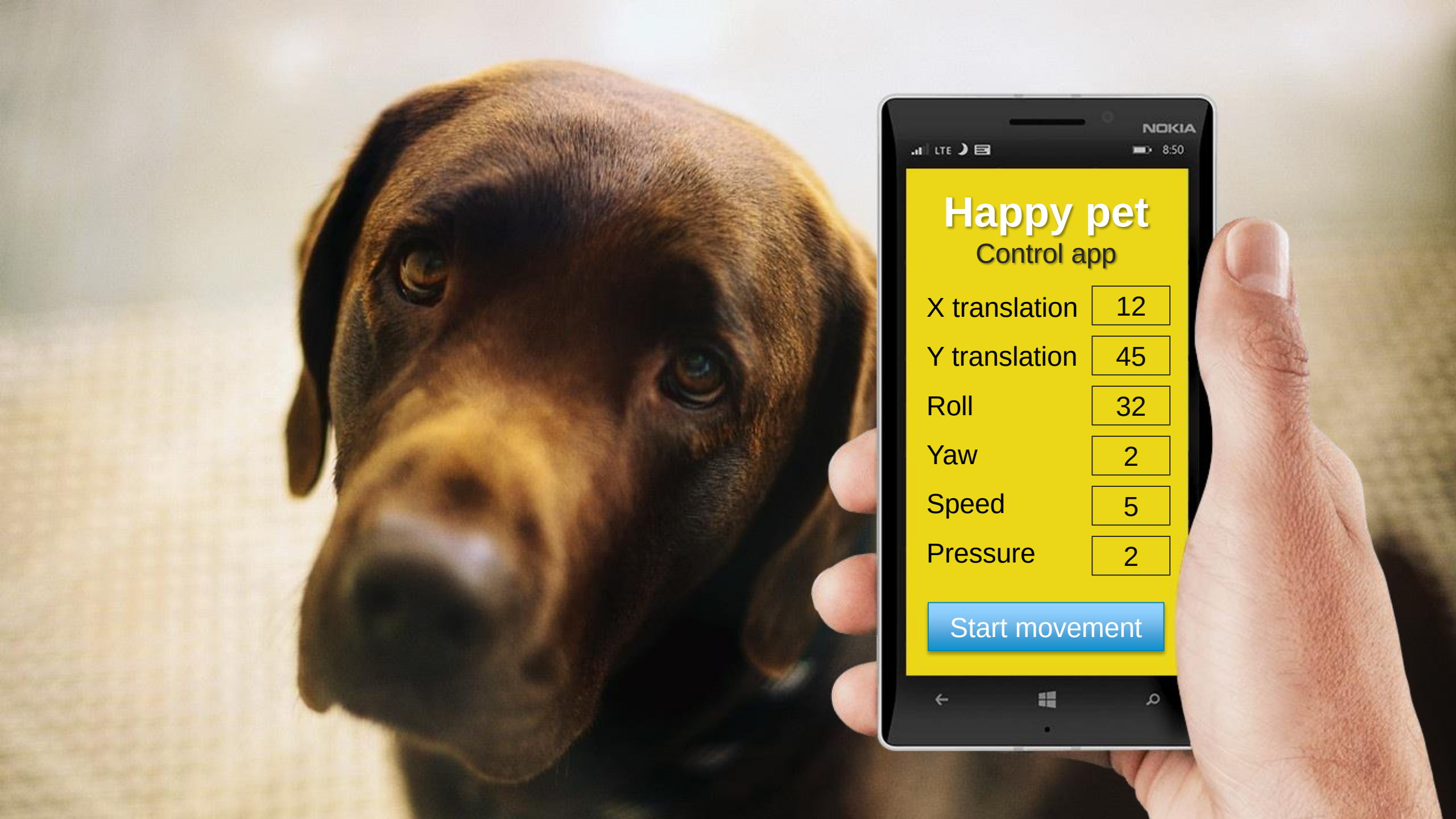
Eline Jansen, Sr. UX design consultant

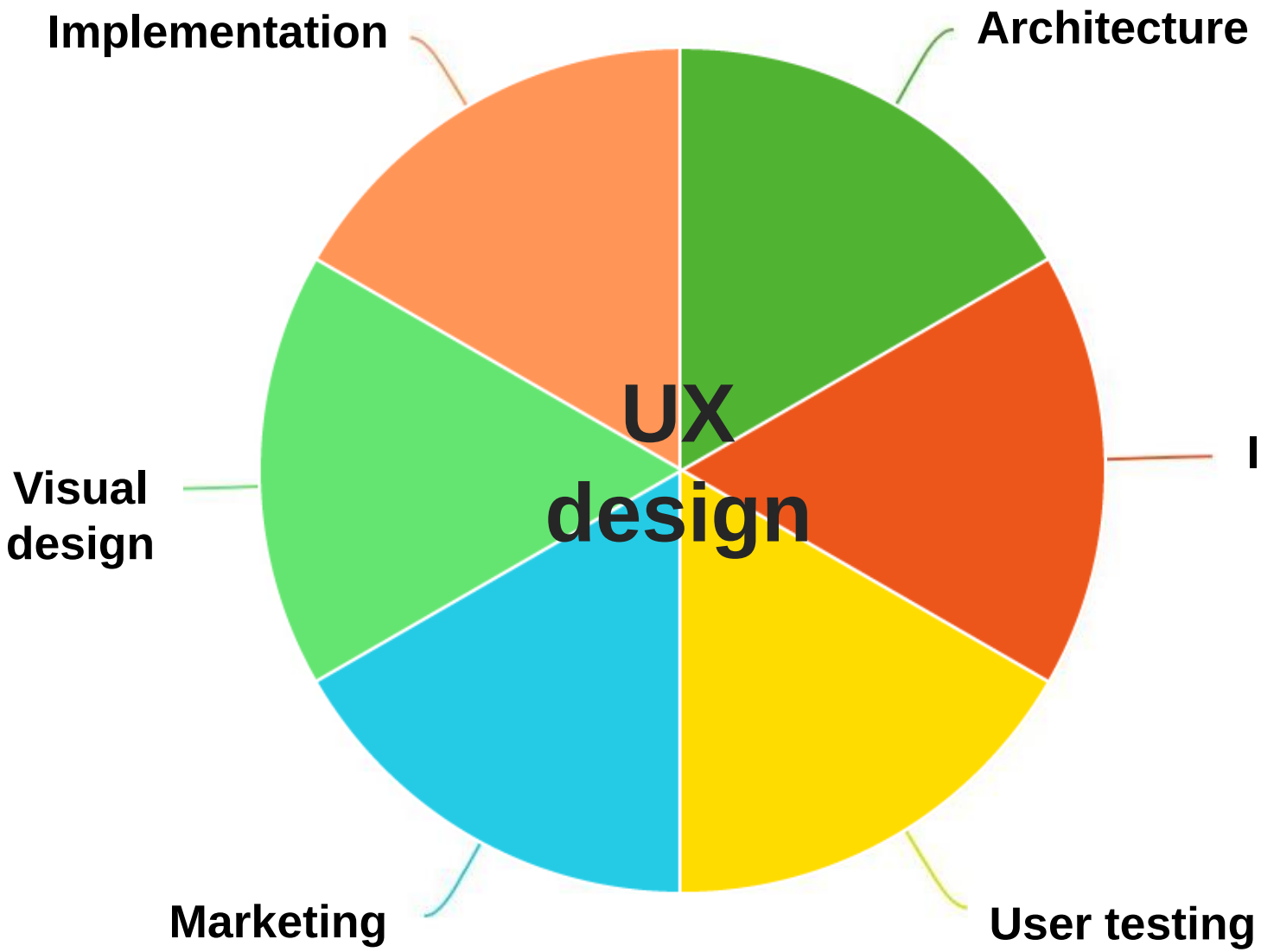
April 6th, 2016

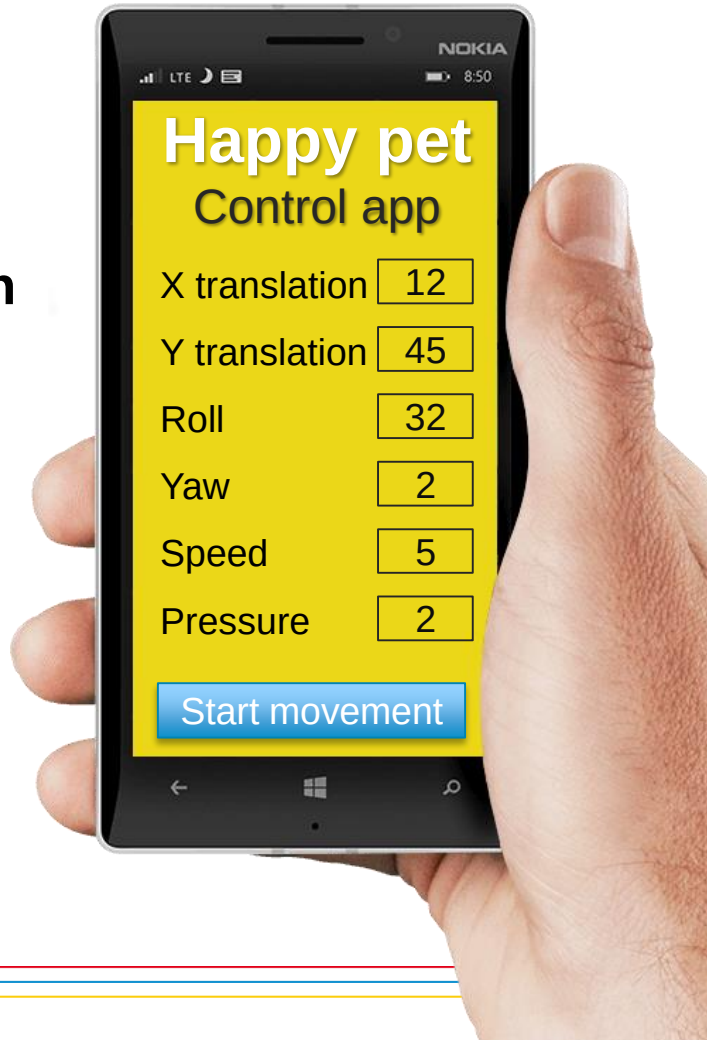
UX

"**User Experience** *encompasses all aspects of the end-user's interaction with the company, its services, and its products.*"

Nielsen Norman Group 2016


NOKIA
LTE
8:50
Happy pet
Control app
X translation
12
Y translation
45
Roll
32
Yaw
2
Speed
5
Pressure
2
Start movement


Implementation
Architecture
Visual design
UX design
Interaction design
Marketing
User testing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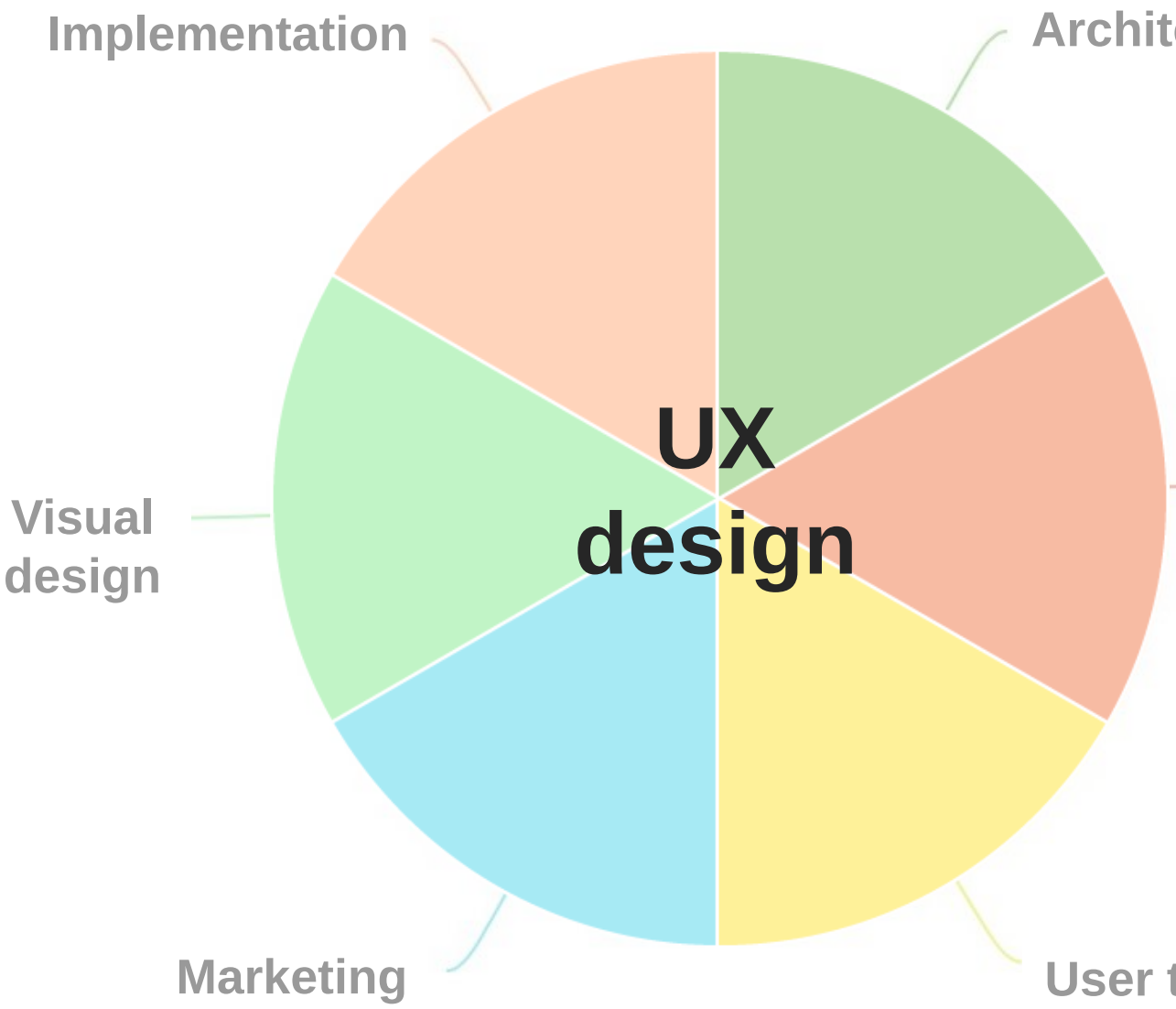
Implementation
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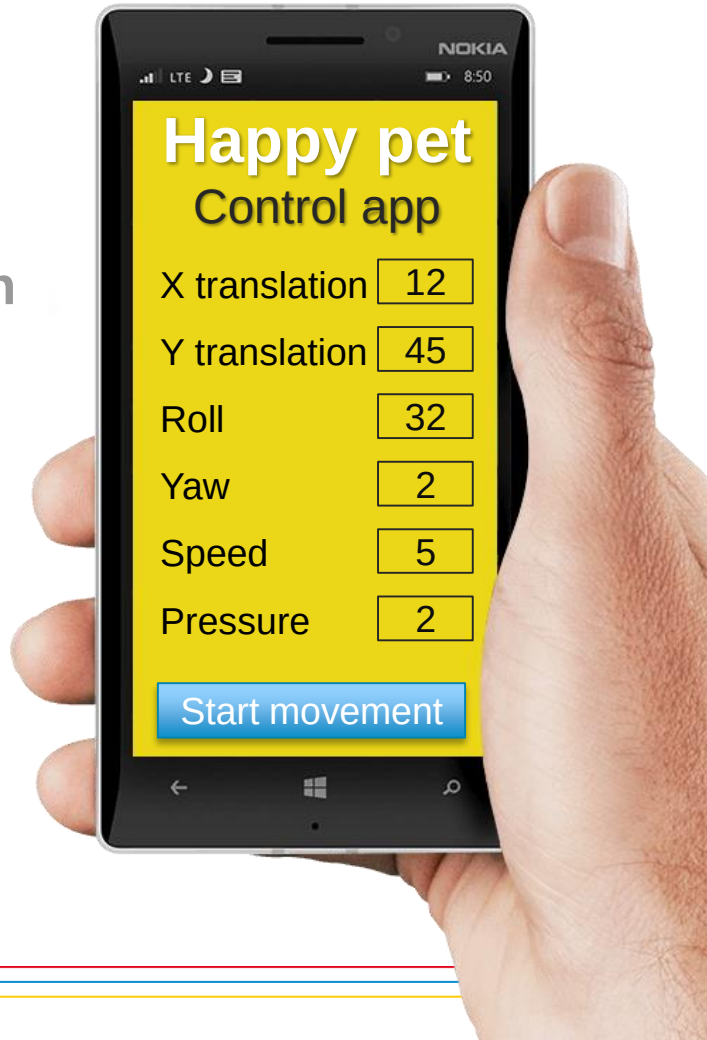
UX
design
Visual
design
Interaction
design
Marketing
User testing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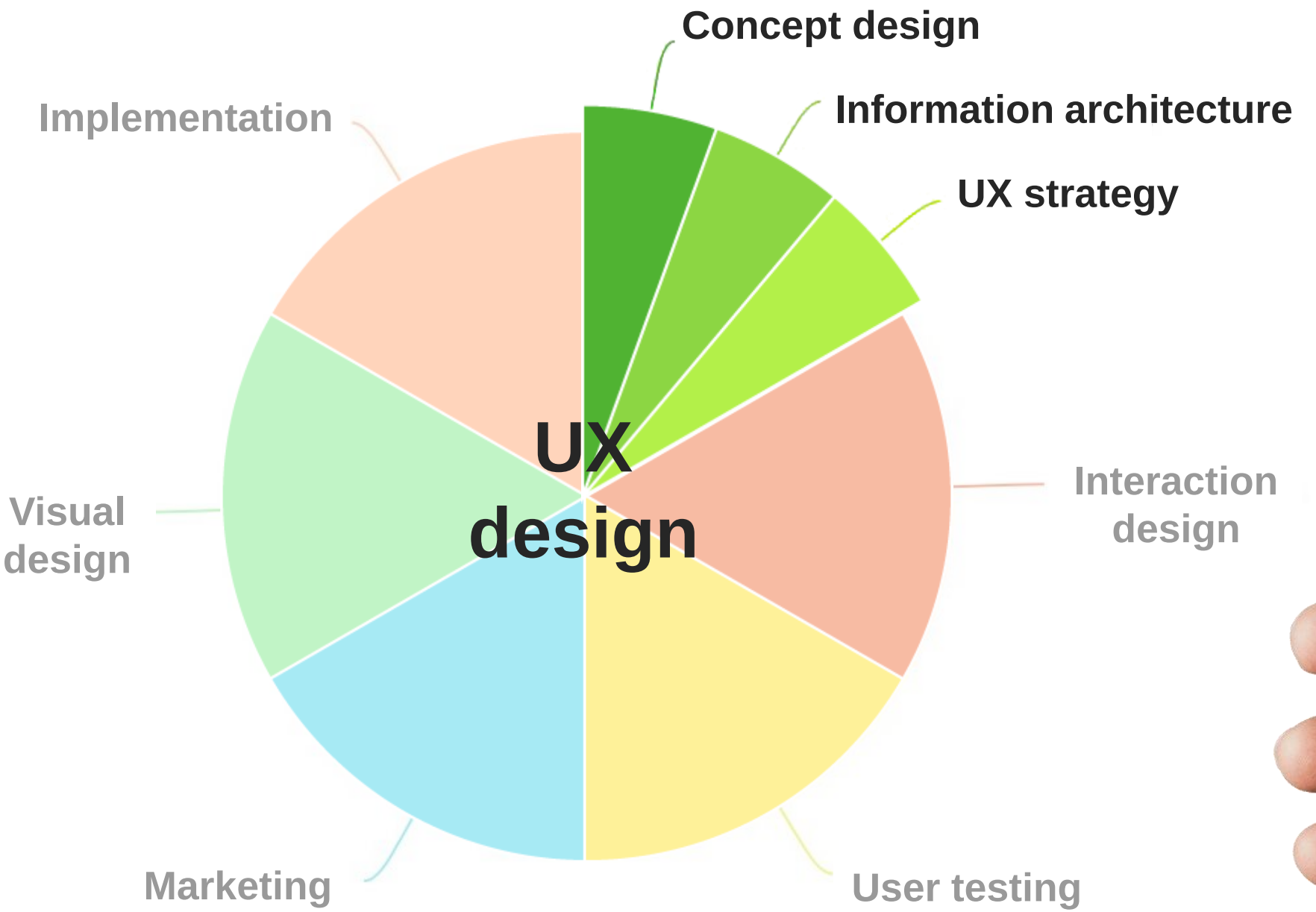
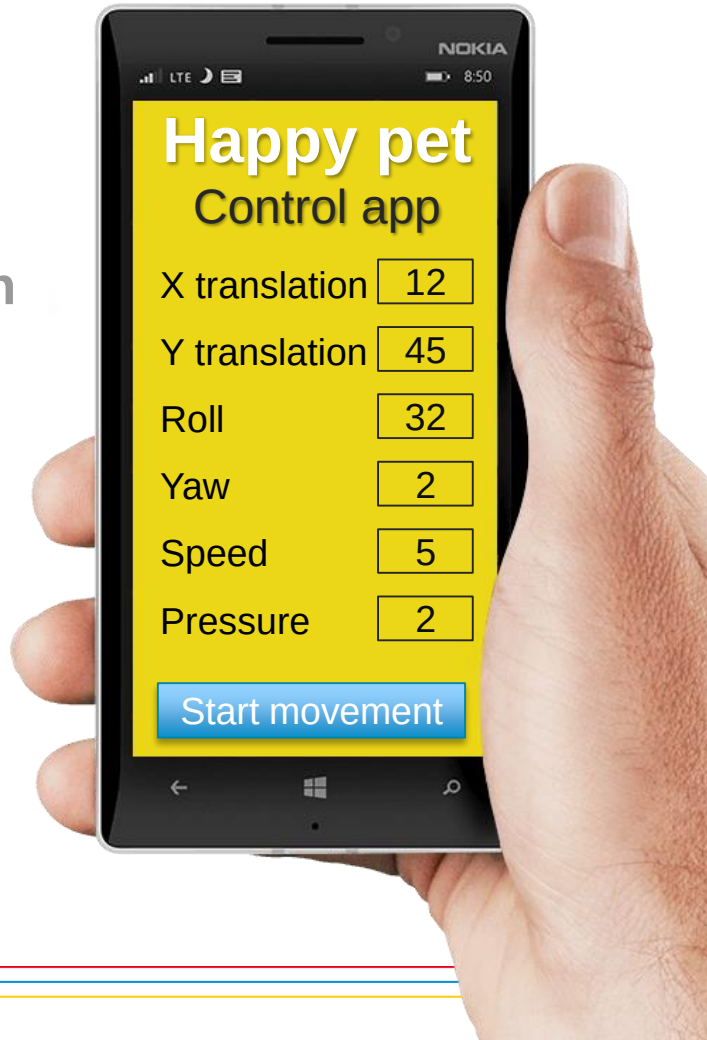

Concept design
Information architecture
UX strategy
Interaction design
User testing
Marketing
Visual design
Implementation
UX design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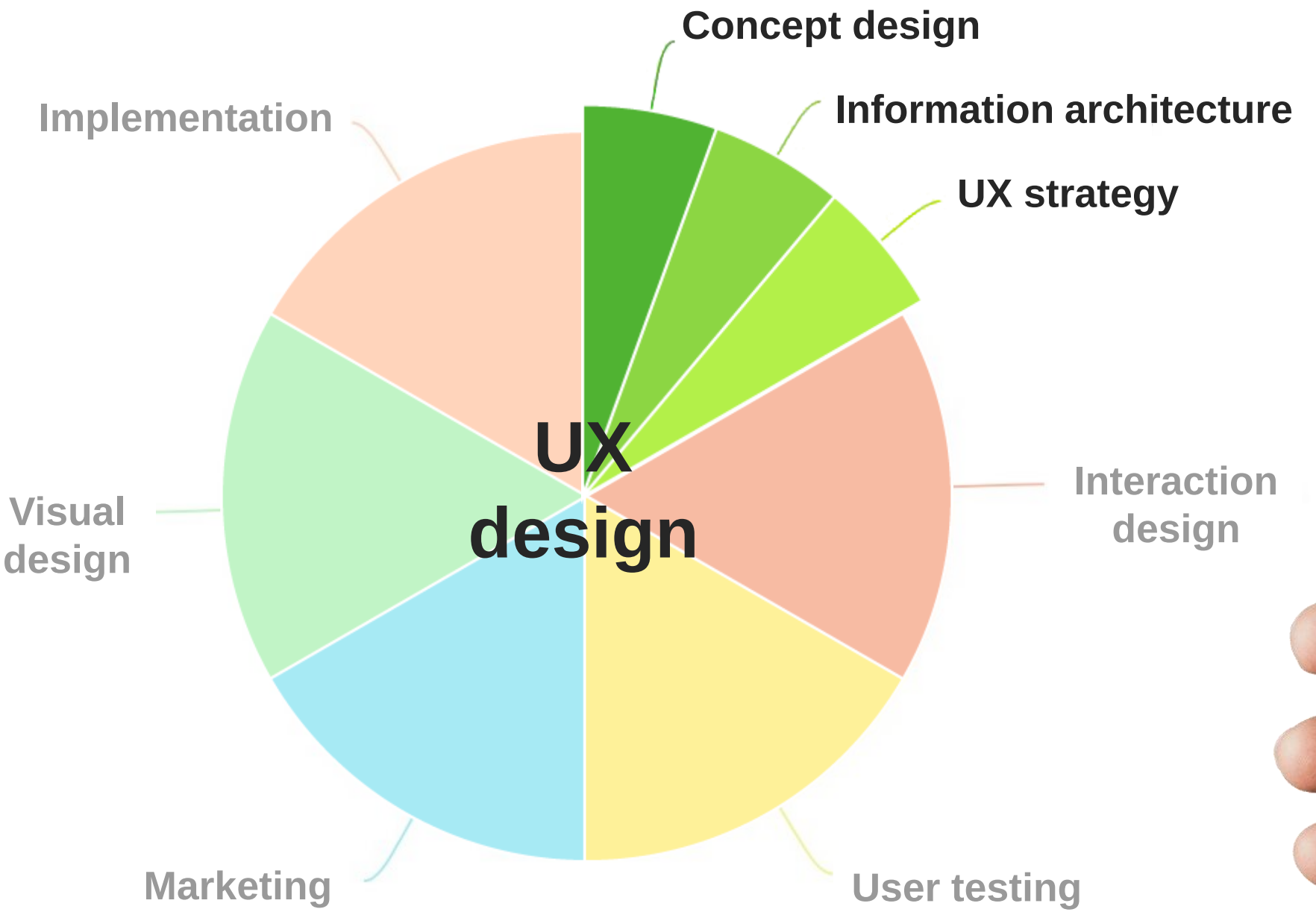
Yaw 2
Speed 5
Pressure 2
Start movement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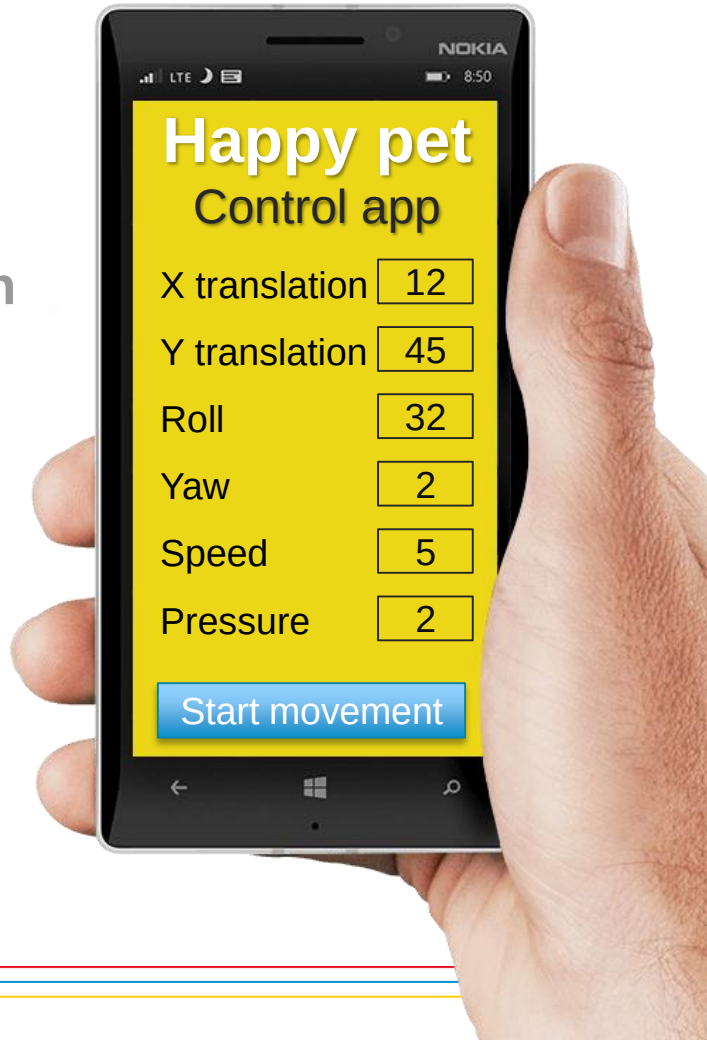
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Pressure 2
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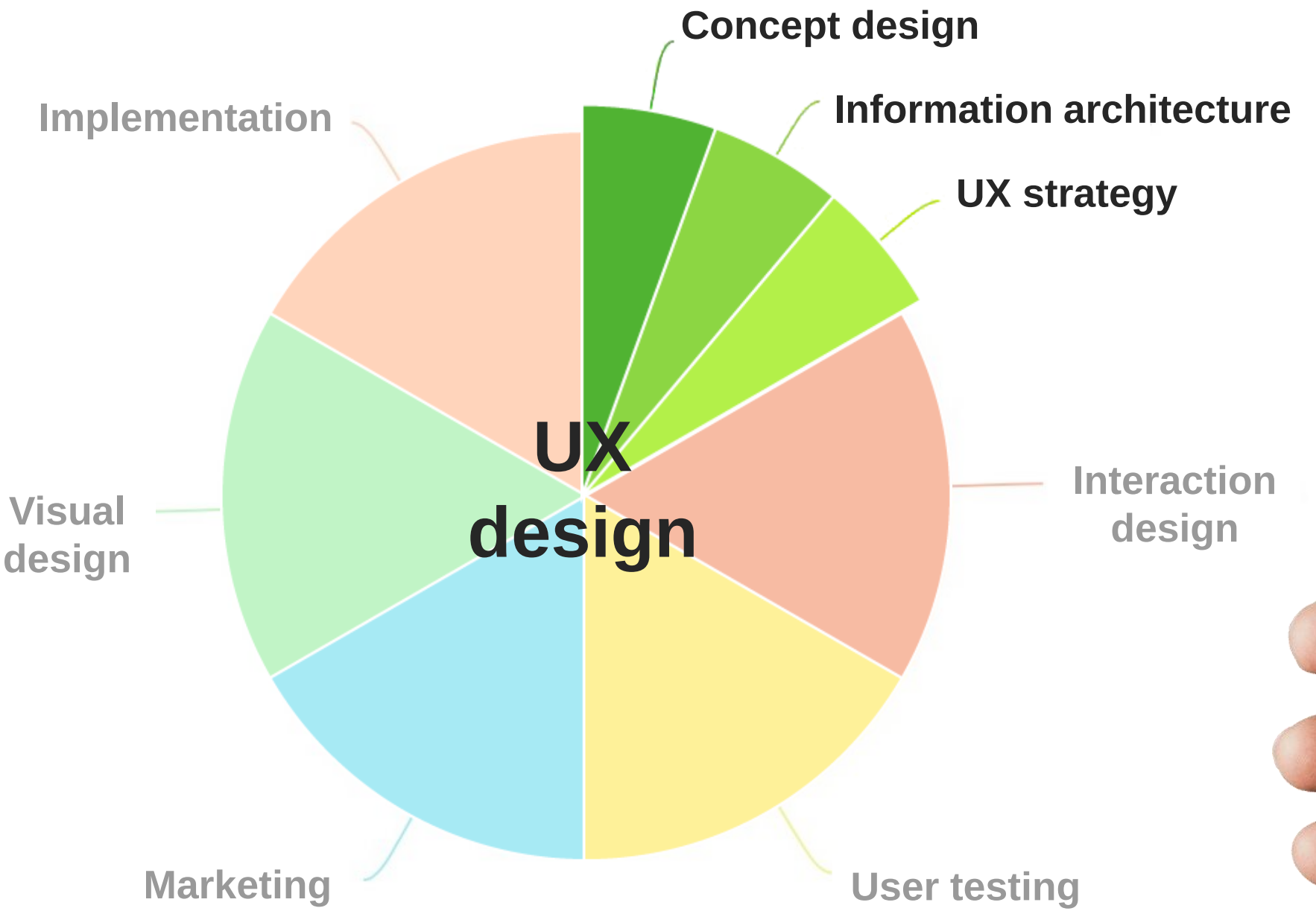
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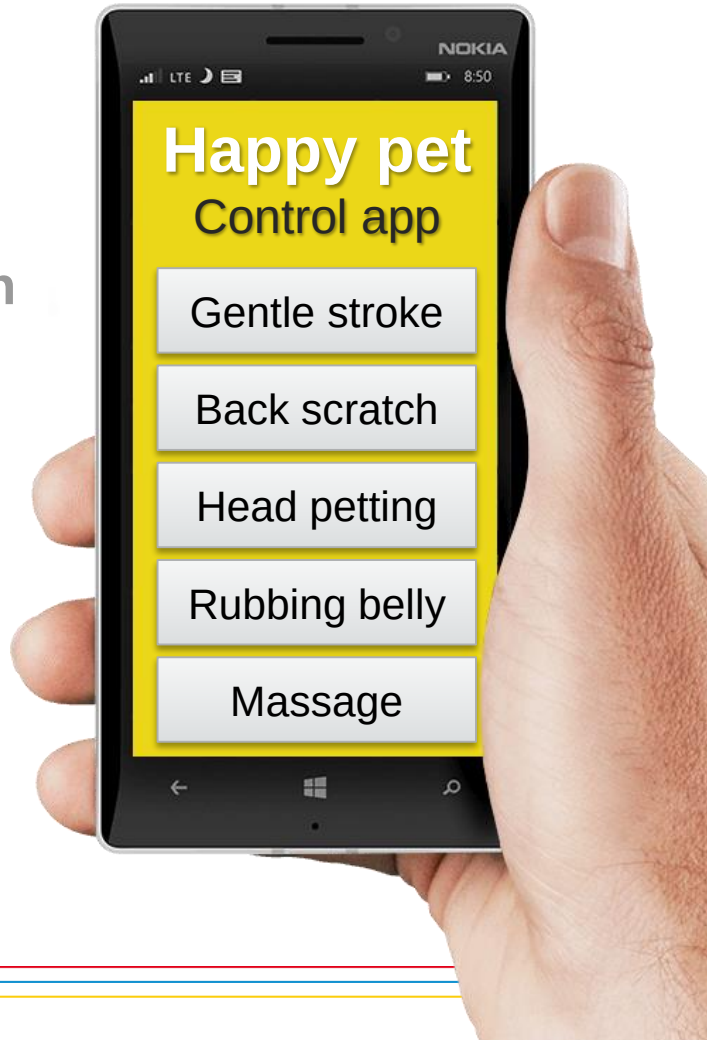
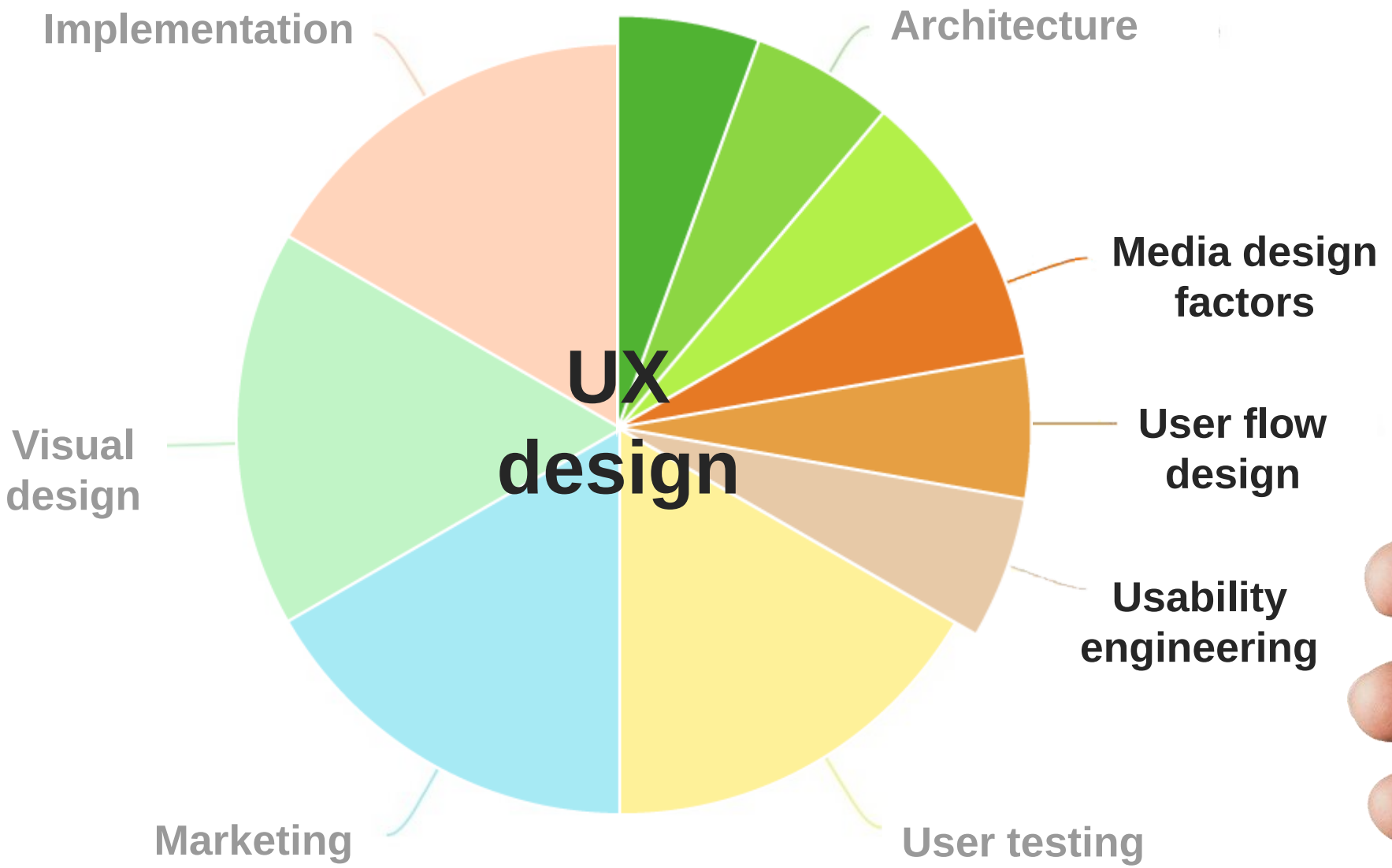
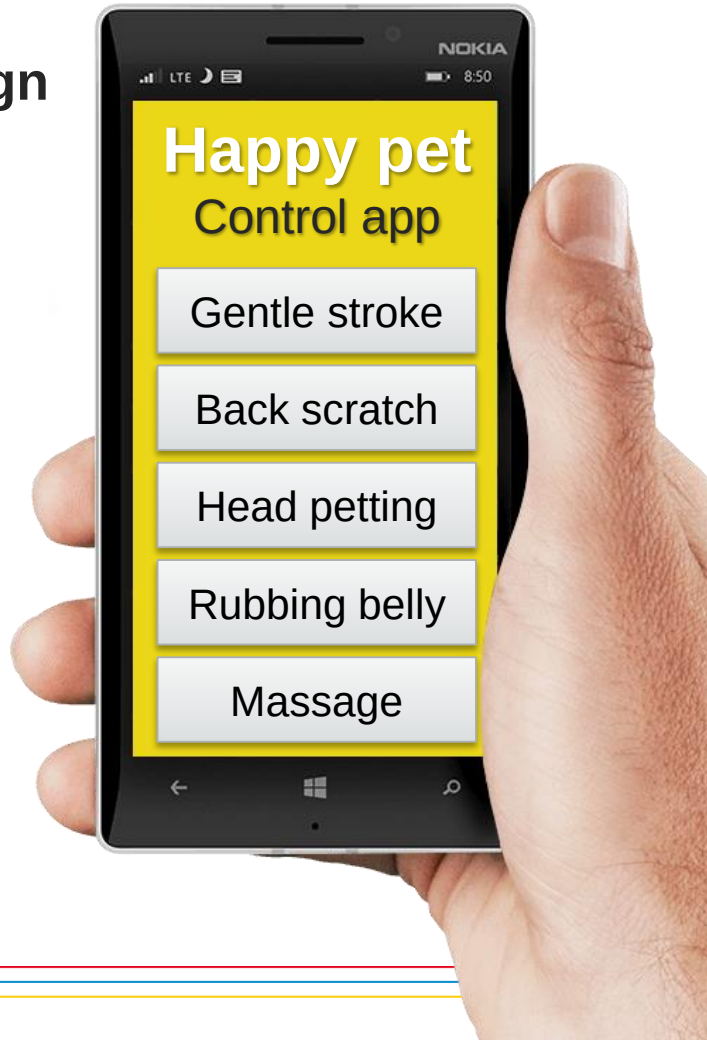
User testing
Marketing
Visual design
Implementation
UX design

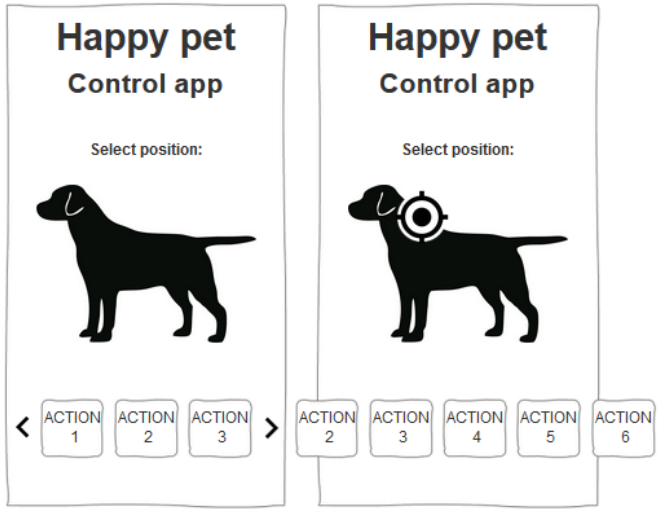

NOKIA
8:50
Happy pet
Control app
Gentle stroke
Back scratch
Head petting
Rubbing belly
Massage


Implementation
Architecture
Media design factors
User flow design
Usability engineering
User testing
Marketing
Visual design
UX design


NOKIA
LTE
8:50
Happy pet
Control app
Gentle stroke
Back scratch
Head petting
Rubbing belly
Massage

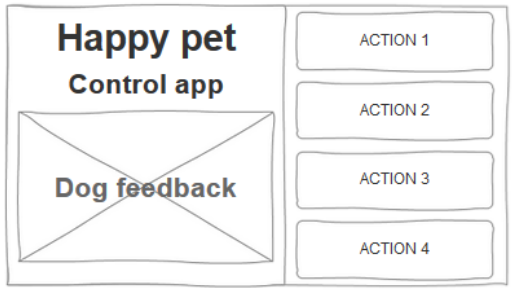
Happy pet
Control app
ACTION 1
ACTION 2
ACTION 3
ACTION 4
ACTION 5
Happy pet
Control app
ACTION 3
ACTION 4
ACTION 5
ACTION 6
ACTION 7

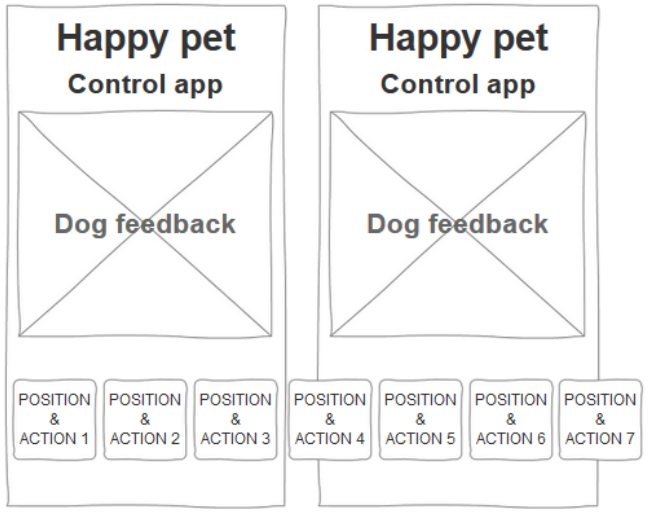
Happy pet Control app
ACTION 3
ACTION 4
ACTION 5

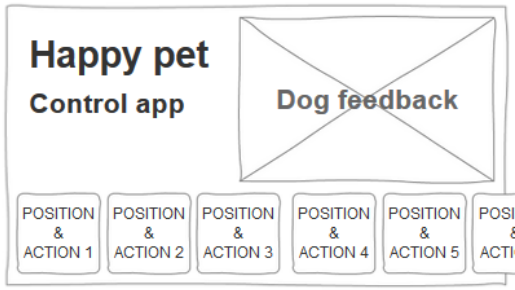

Happy pet
Control app
Select position:
ACTION 1
ACTION 2
ACTION 3
Happy pet
Control app
Select position:
ACTION 2
ACTION 3
ACTION 4
ACTION 5
ACTION 6

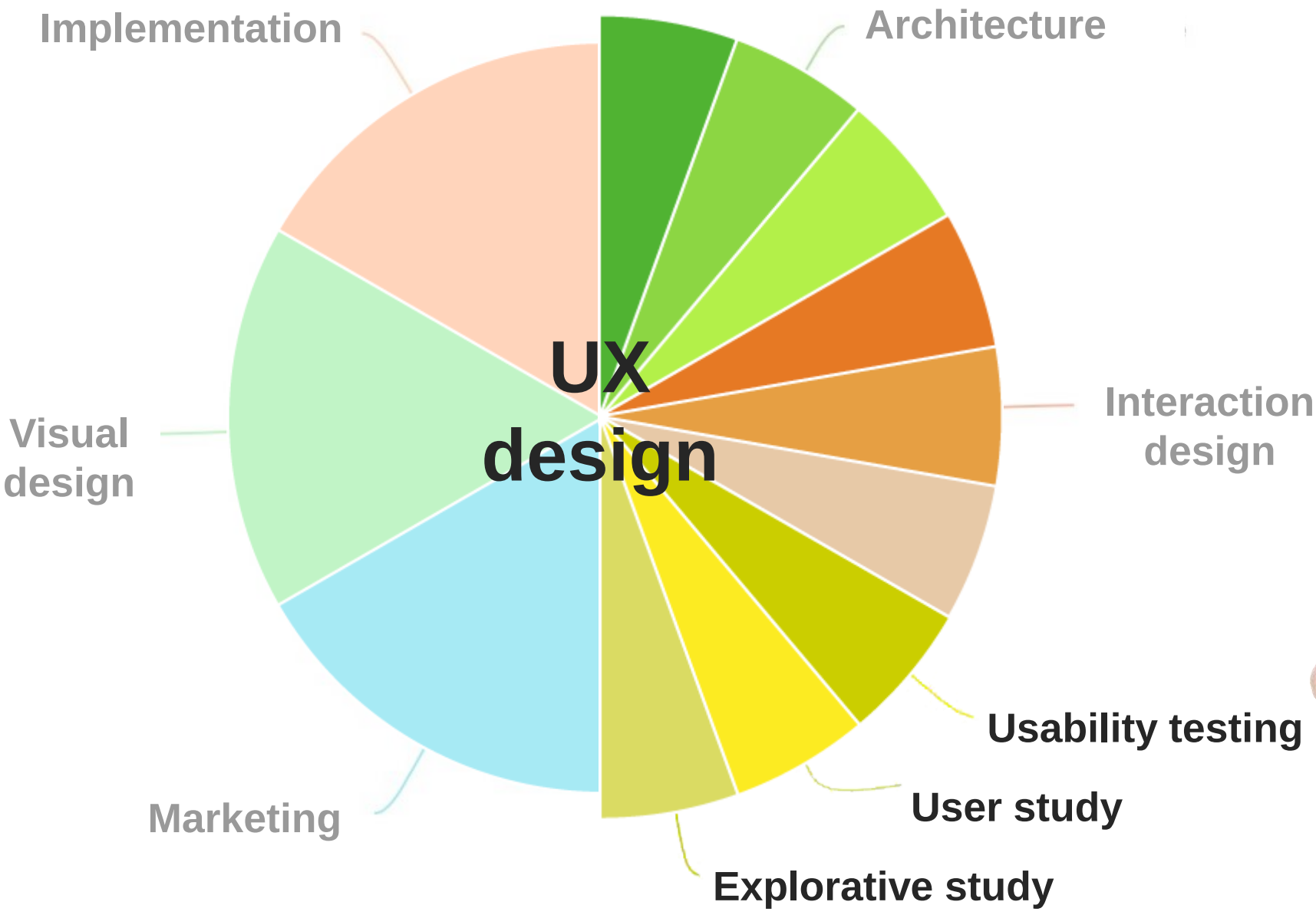
Happy pet
Control app
ACTION 1
ACTION 2
ACTION 3
ACTION 4
ACTION 5
ACTION 6

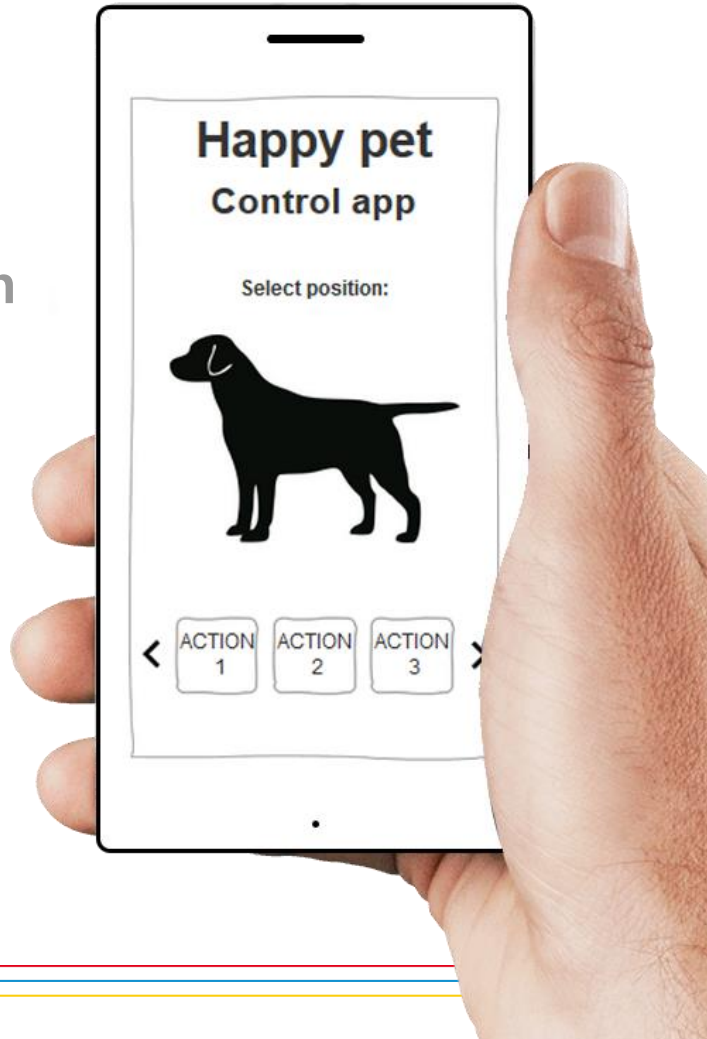
Happy pet
Control app
Dog feedback
ACTION 1
ACTION 2
ACTION 3
ACTION 4
Happy pet
Control app
Dog feedback
ACTION 2
ACTION 3
ACTION 4

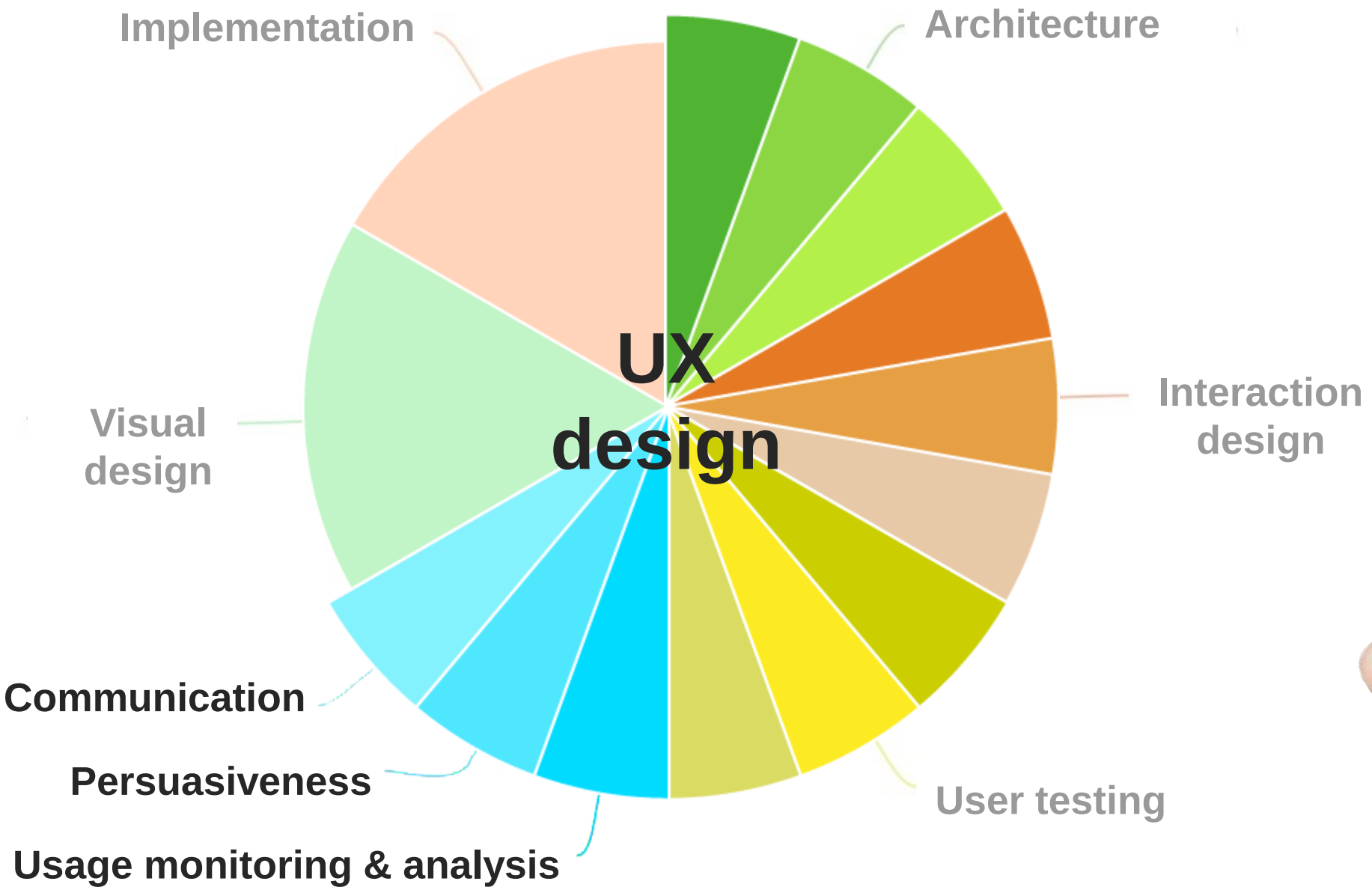

Happy pet
Control app
Dog feedback
ACTION 1
ACTION 2
ACTION 3
ACTION 4

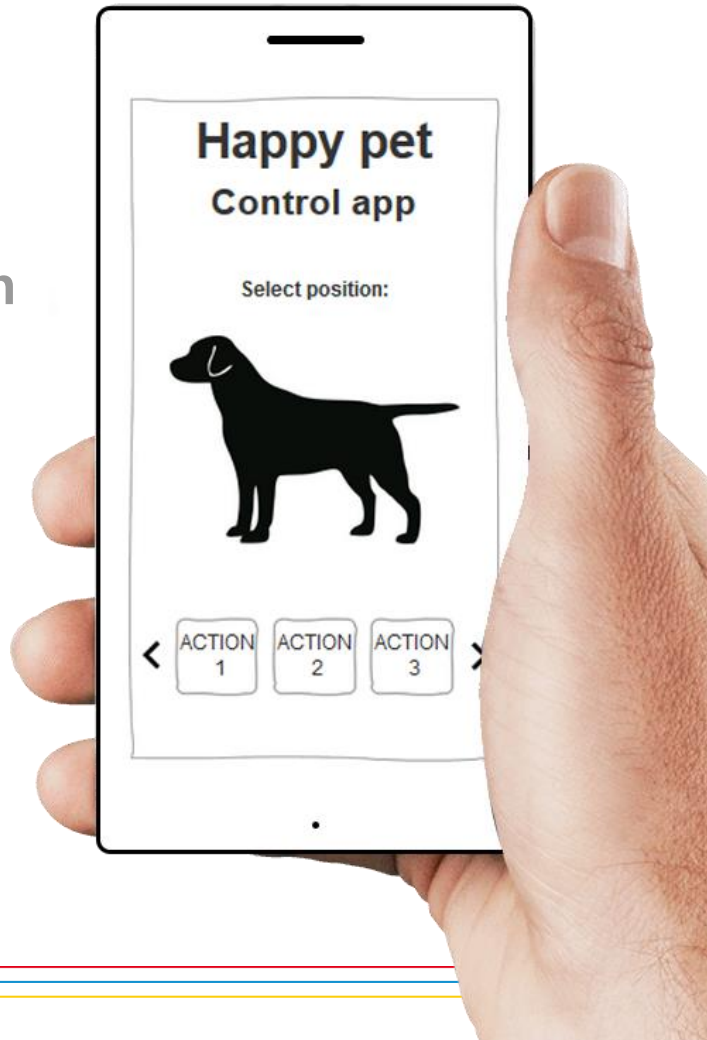

Happy pet
Control app
Dog feedback
POSITION & ACTION 1
POSITION & ACTION 2
POSITION & ACTION 3
Happy pet
Control app
Dog feedback
POSITION & ACTION 4
POSITION & ACTION 5
POSITION & ACTION 6
POSITION & ACTION 7


Happy pet
Control app
Dog feedback
POSITION & ACTION 1
POSITION & ACTION 2
POSITION & ACTION 3
POSITION & ACTION 4
POSITION & ACTION 5


Implementation
Architecture
UX design
Visual design
Interaction design
Usability testing
User study
Explorative study
Marketing


Happy pet
Control app
Select position:
ACTION 1
ACTION 2
ACTION 3


Implementation
Architecture
UX
design
Visual
design
Interaction
design
Communication
Persuasiveness
Usage monitoring & analysis
User testing


Happy pet
Control app
Select position:
ACTION 1
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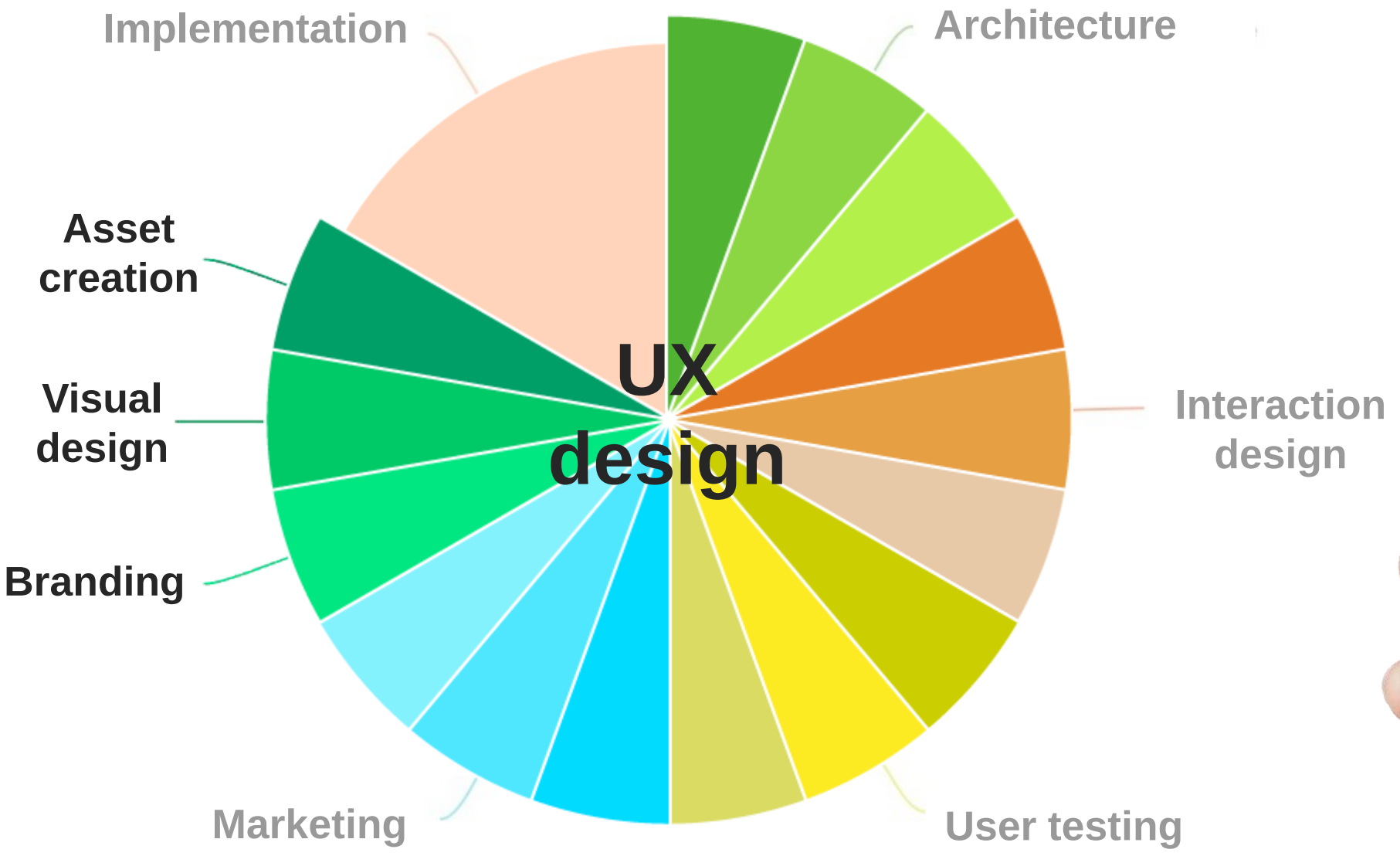
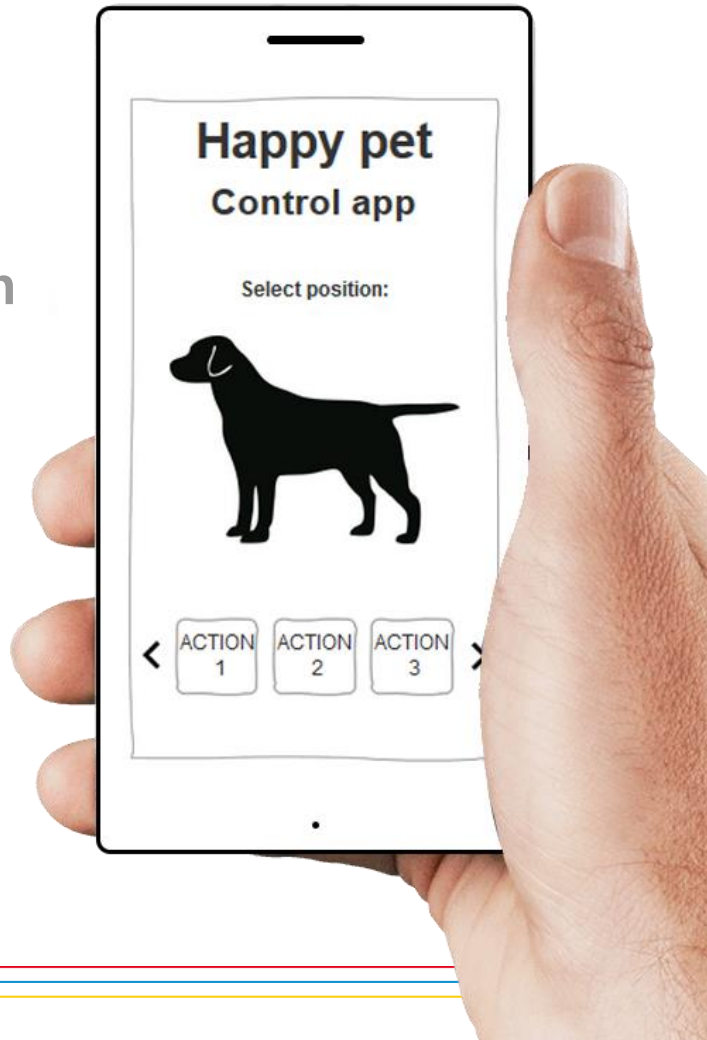

Implementation
Architecture
Asset creation
Visual design
Branding
UX design
Interaction design
Marketing
User testing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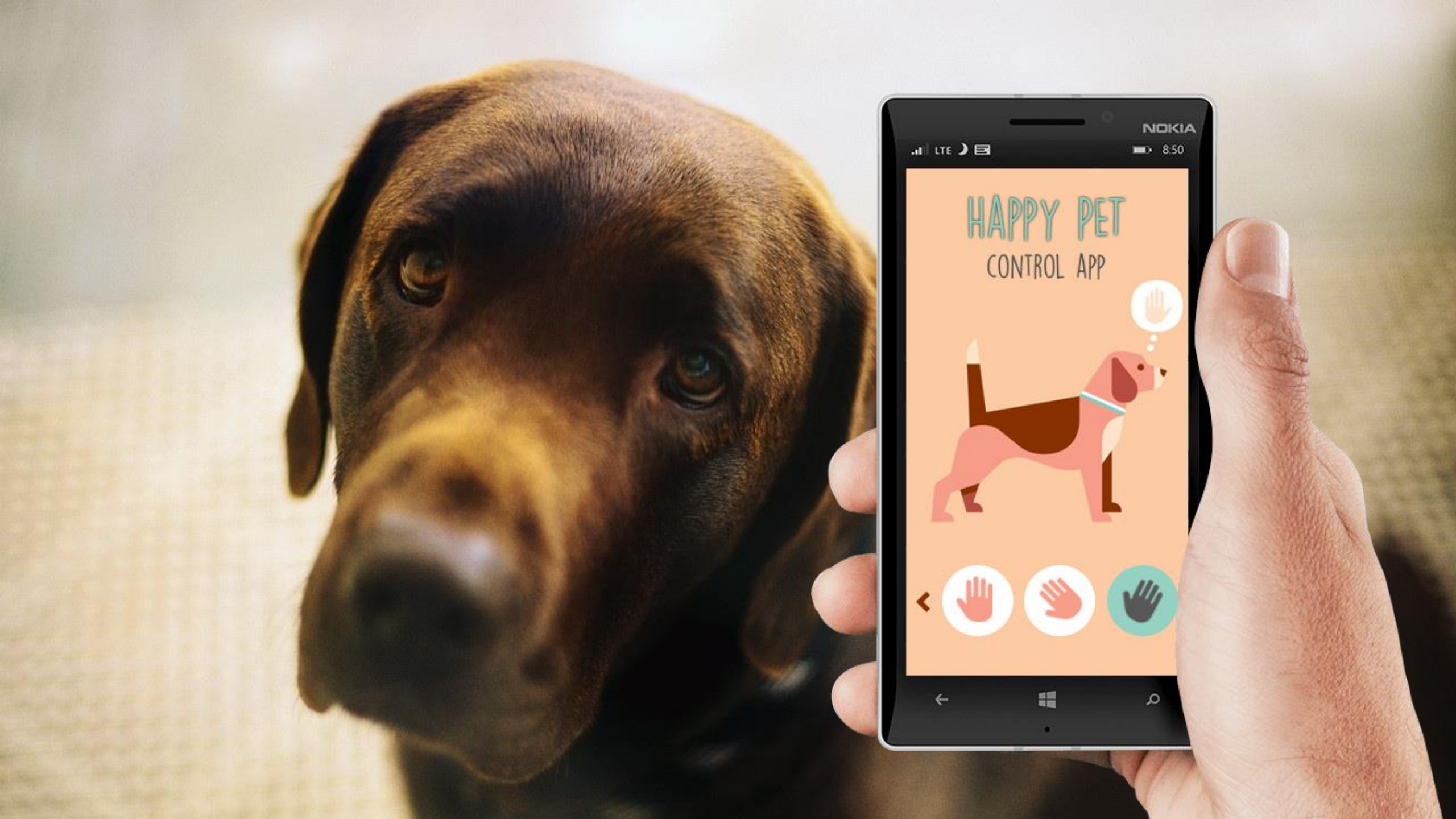
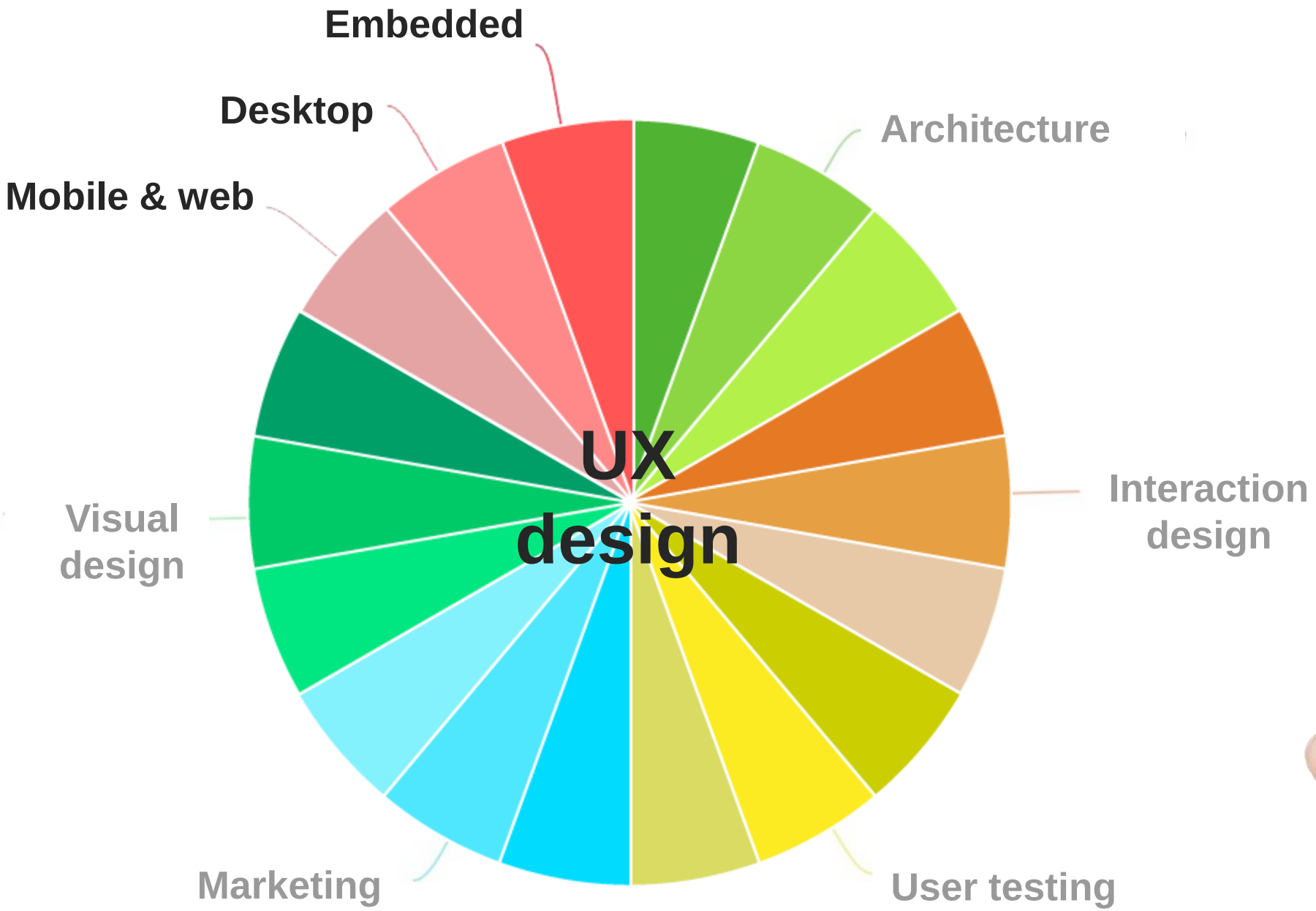
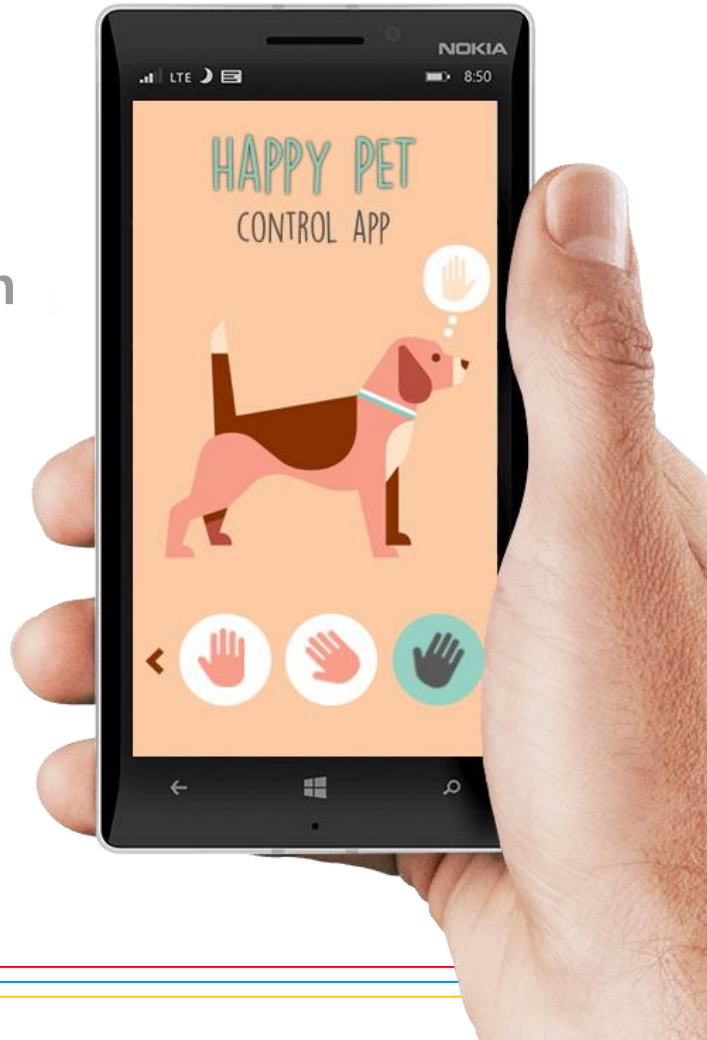

NOKIA
LTE
8:50
HAPPY PET
CONTROL APP


Embedded
Desktop
Mobile & web
Architecture
UX
design
Visual
design
Interaction
design
Marketing
User testing


NOKIA
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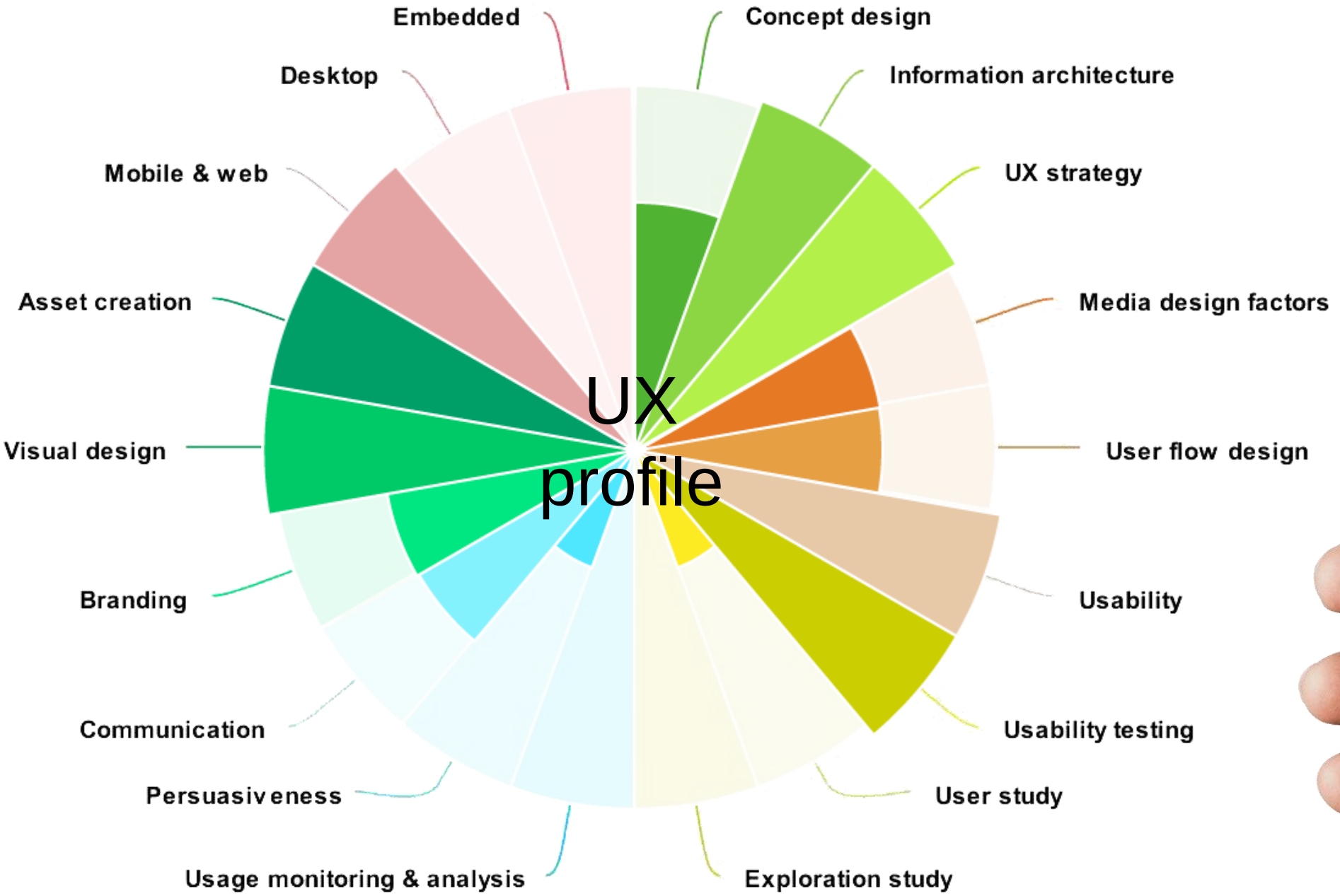
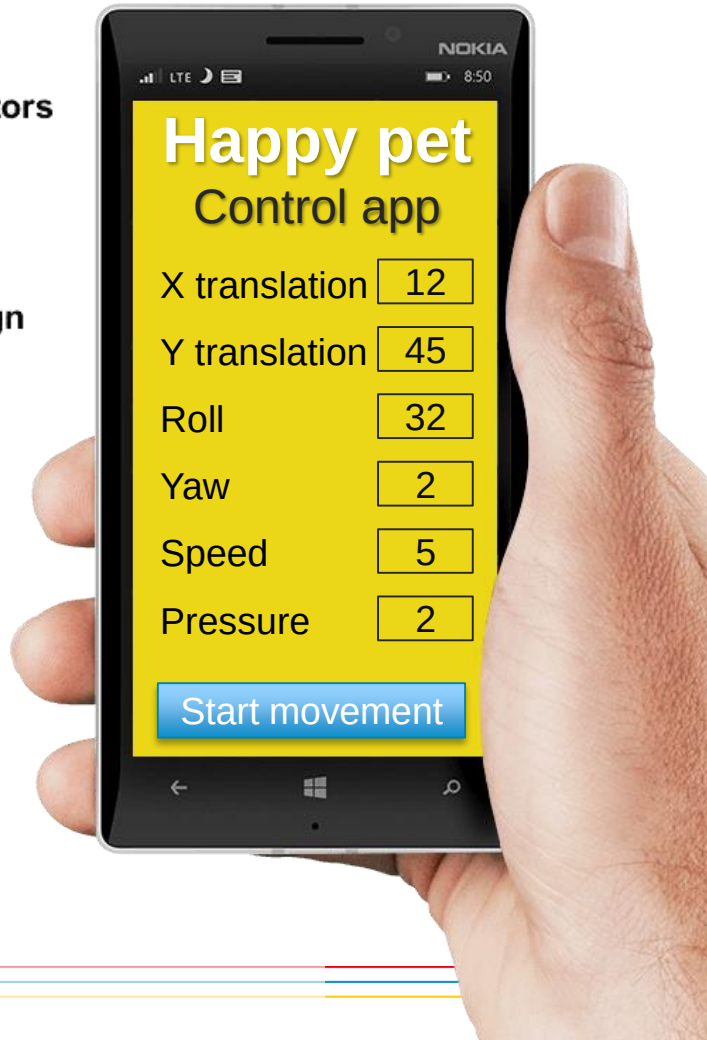

Embedded
Desktop
Mobile & web
Asset creation
Visual design
Branding
Communication
Persuasiveness
Usage monitoring & analysis
Concept design
Information architecture
UX strategy
Media design factors
User flow design
Usability
Usability testing
User study
Exploration study
UX profile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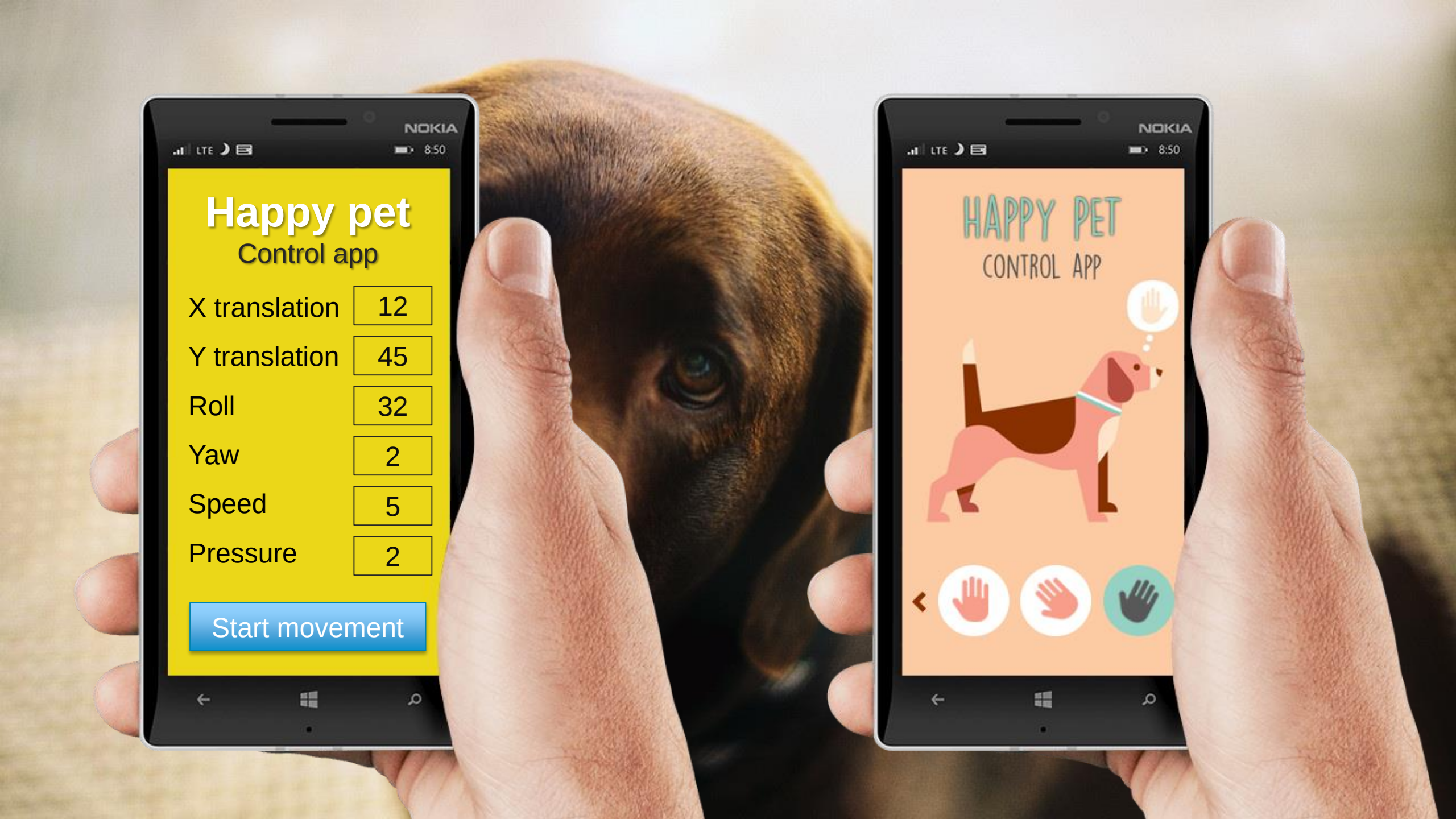
Roll 32
Yaw 2
Speed 5
Pressure 2
Start movement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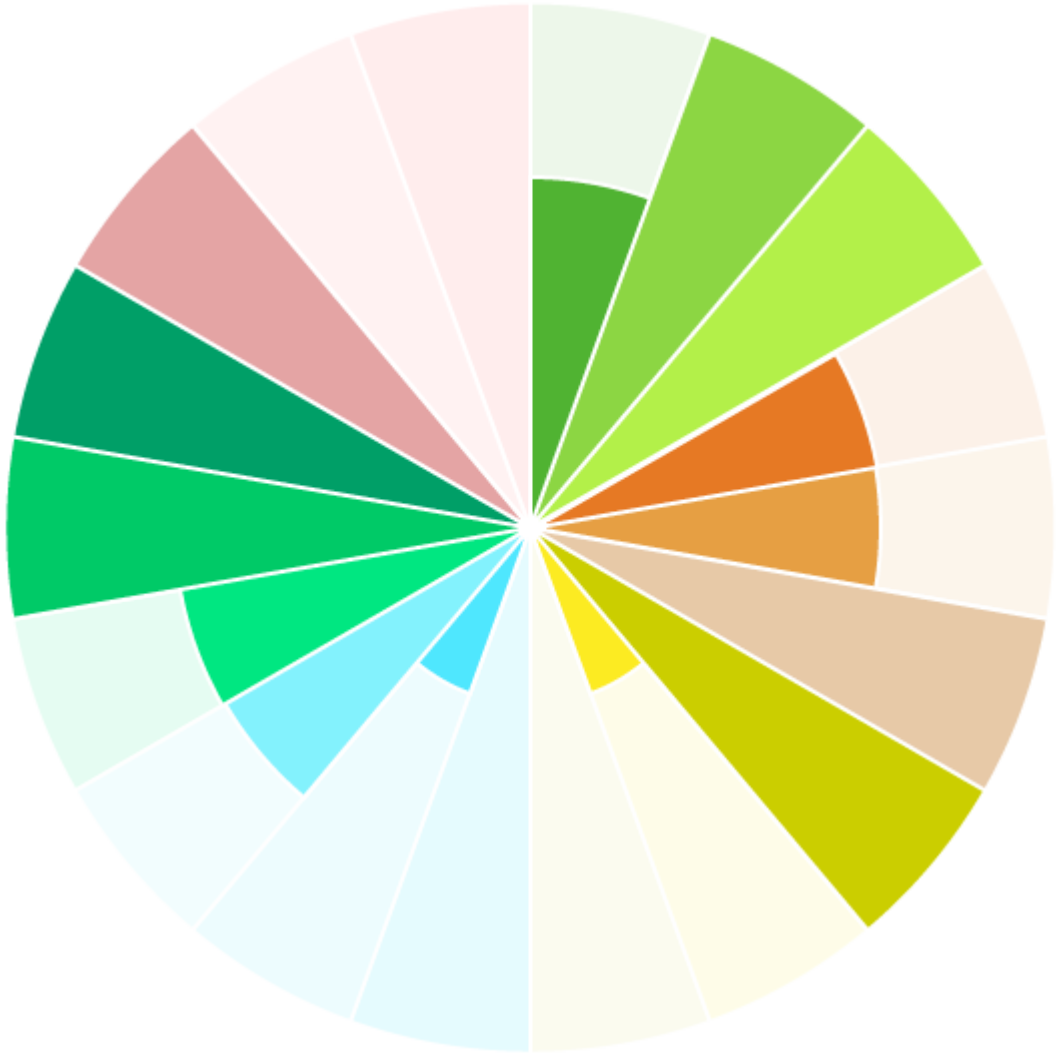
CONTROL APP

Customer UX profile



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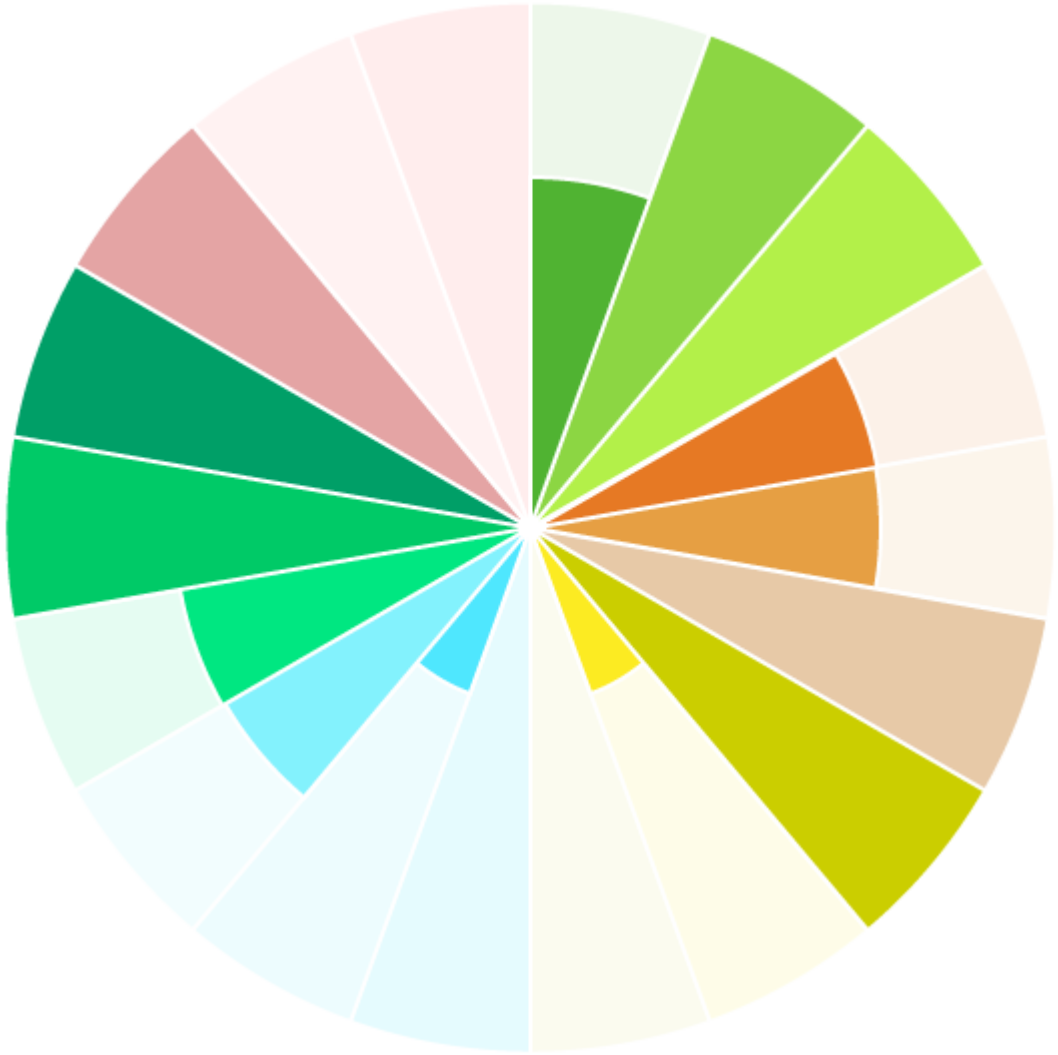
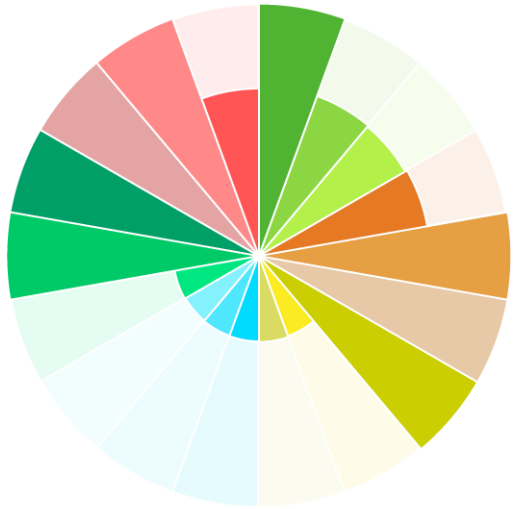
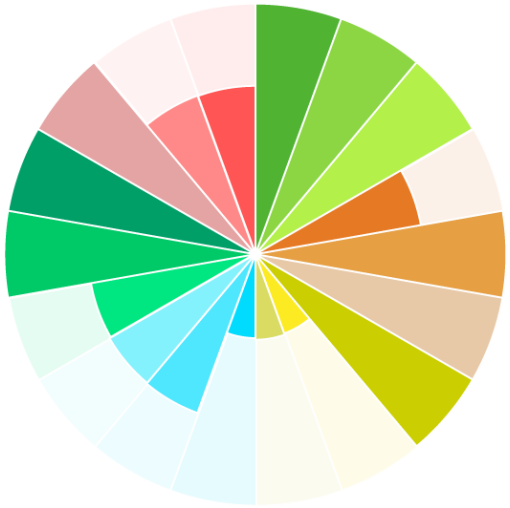
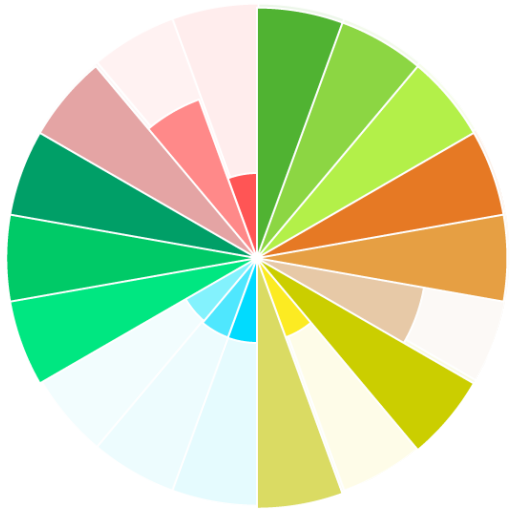


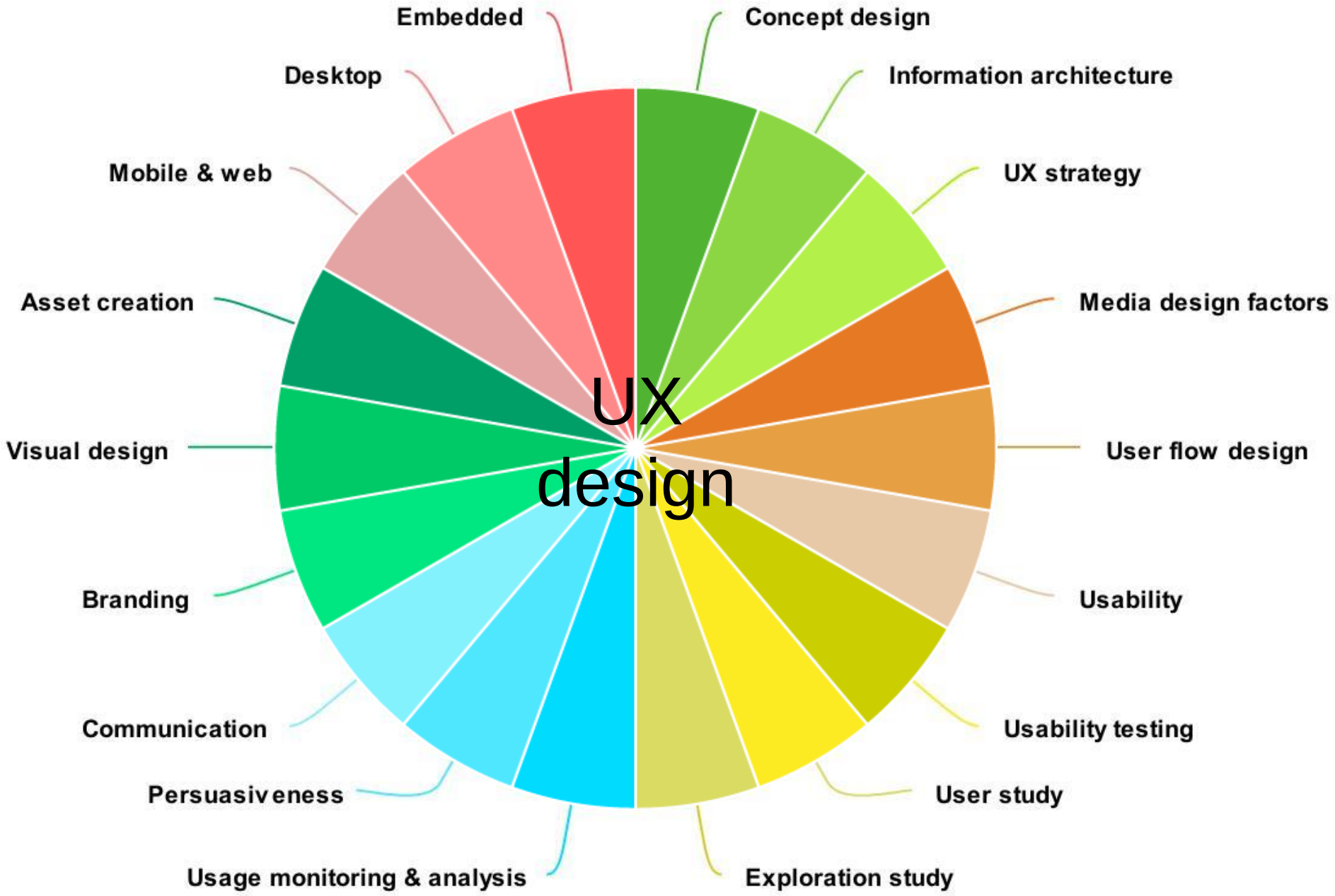
Our matches







Thank you!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