

国际体验设计大会
INTERNATIONAL CONFERENCE OF
EXPERIENCE DESIGN 2015

IXDC

重新定义用户体验

REDEFINE USER EXPERIENCE

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如何在精益UX流程中 建立手机和可穿戴设备 APP原型

2015.07.19

Tony Kim, CEO of Studio XID

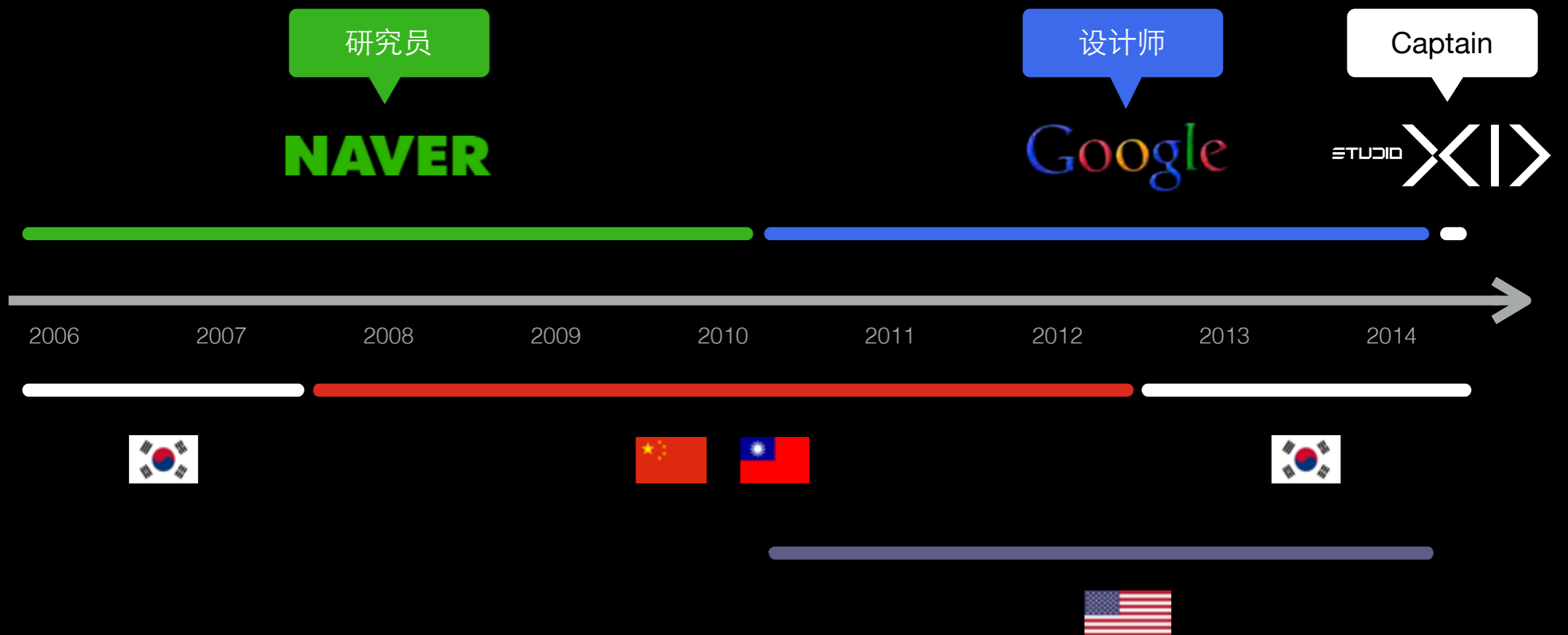


Tony Kim , 金洙

- **Studio XID**
CEO, Captain Design
- Google 北京 & 首尔
交互设计师
- NAVER China
UX Team 经理
- KAIST
工业设计



我的工作经历...



Captain Design



Original source: http://disney.wikia.com/wiki/Captain_America/Gallery

原型

Prototype



原型的种类

- 保真度: 低保真 vs. 中保真 vs. 高保真

Fidelity: Fidelity: Lo-Fi vs. Mid-Fi vs. Hi-Fi

- 制作: 静态 vs. 动态 (交互)

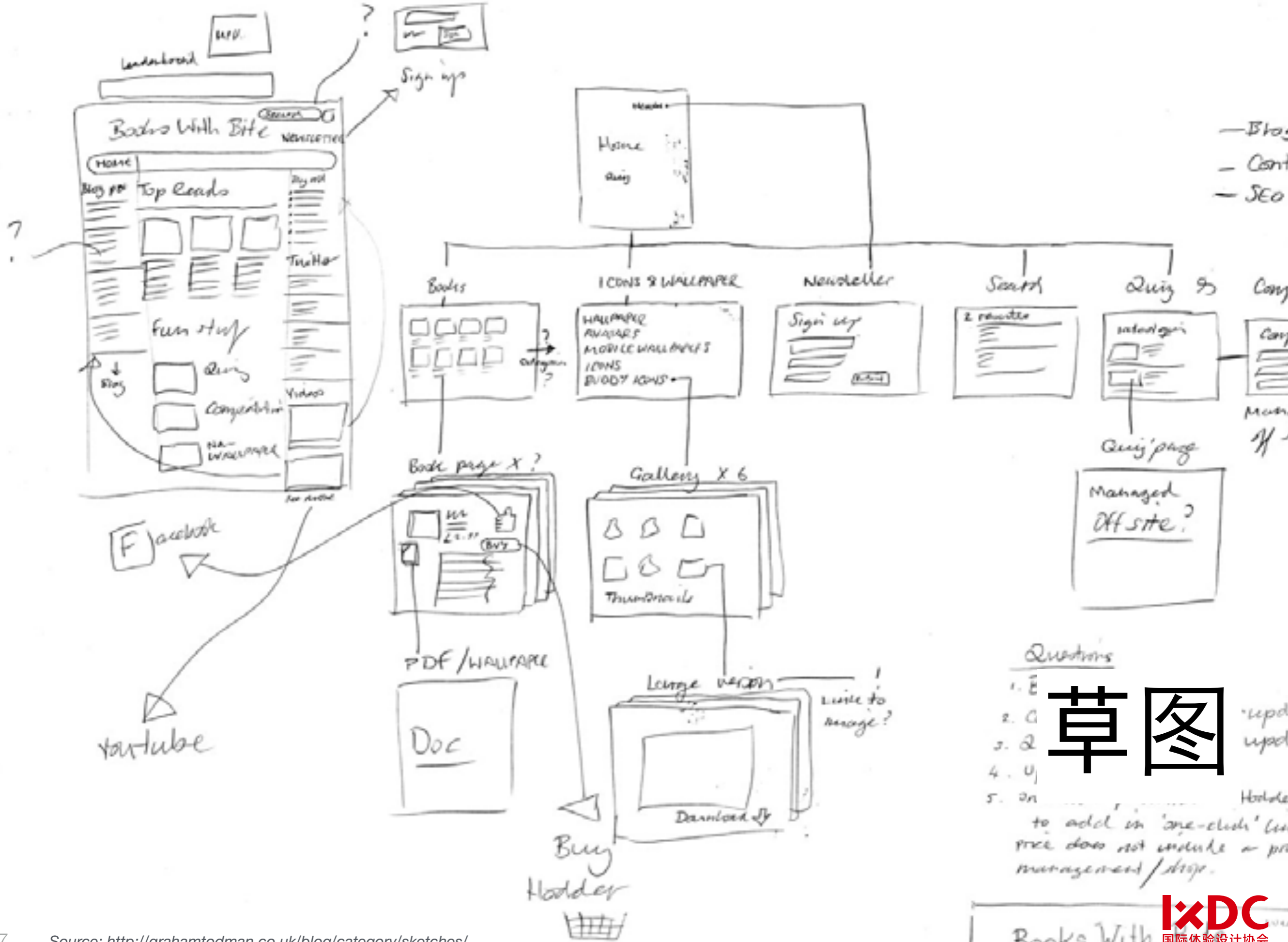
Working: Static vs. Working (Interactive)

- 消耗: 抛弃型 vs. 进化型

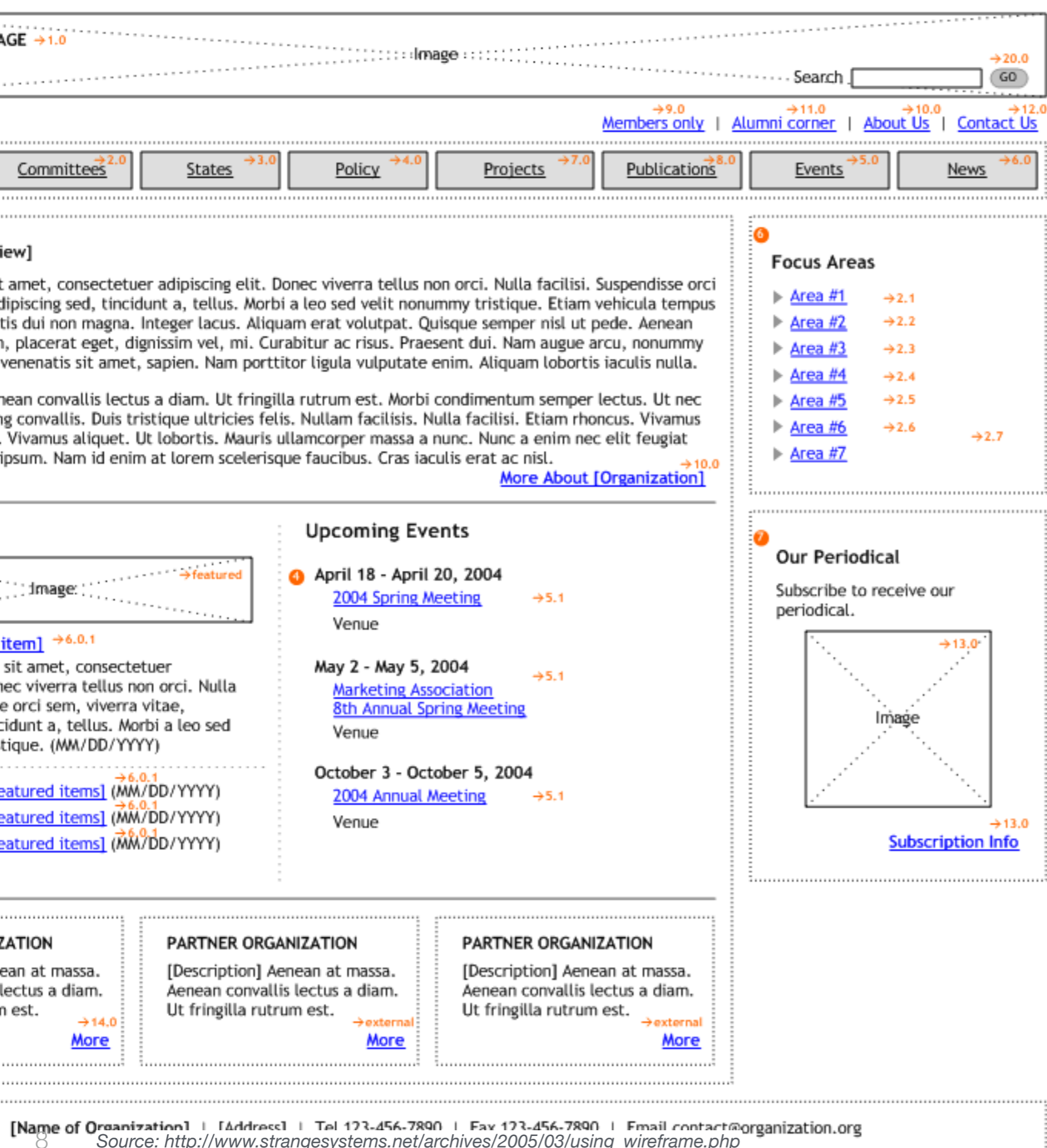
Consumption: Throwing away vs. Evolutionary

- 对象: 行为 (表皮) vs. 构架 (骨架)

Object: Behavioral (Skin) vs. Structural (Bone)



草图



OVERVIEW

Homepage provides overview of organization's activity and to access content on the Web site. Homepage is unique and template layout.

NOTES

Type	Element	Description
1	Text	Introduction
2	Area	Main Featured News
3	List	Featured News List
4	List	Upcoming Events
5	Link	Partner Organization Box
6	Links	Local Navigation
7	Area	ECOStates Subscription Box

线框图

DATE	05.04.2004	TITLE	HOMEPAGE
AUTHOR	NP		





Tom's friend Susan has noticed that something is wrong with Tom, but she's not sure how to reach out to him.

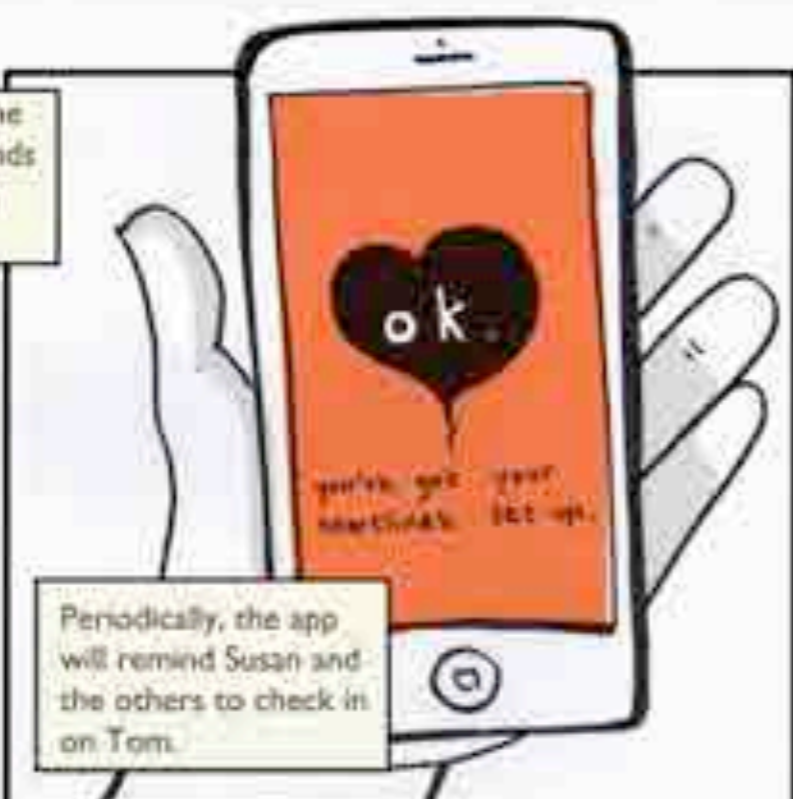
Susan downloads the Heartline app onto her phone.



She adds Tom...



...and then adds some of Tom's other friends to help check in on him.



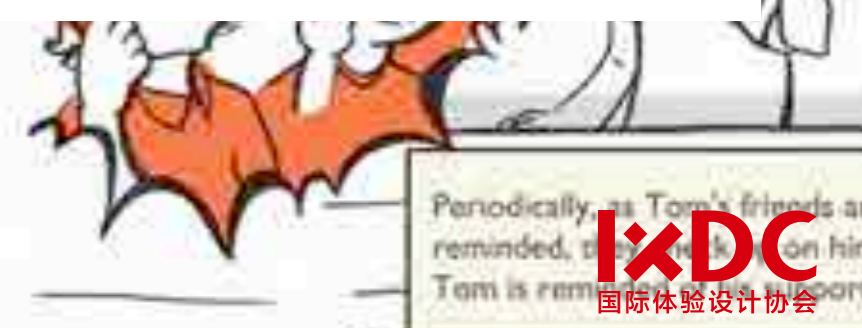
Periodically, the app will remind Susan and the others to check in on Tom.



Susan checks in with Tom and lets him know how much she cares about him. Tom begins to feel less disconnected and alone.



故事面板



Periodically, as Tom's friends are reminded, they check in on him. Tom is reminded...



Featured content :

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[read more...](#)

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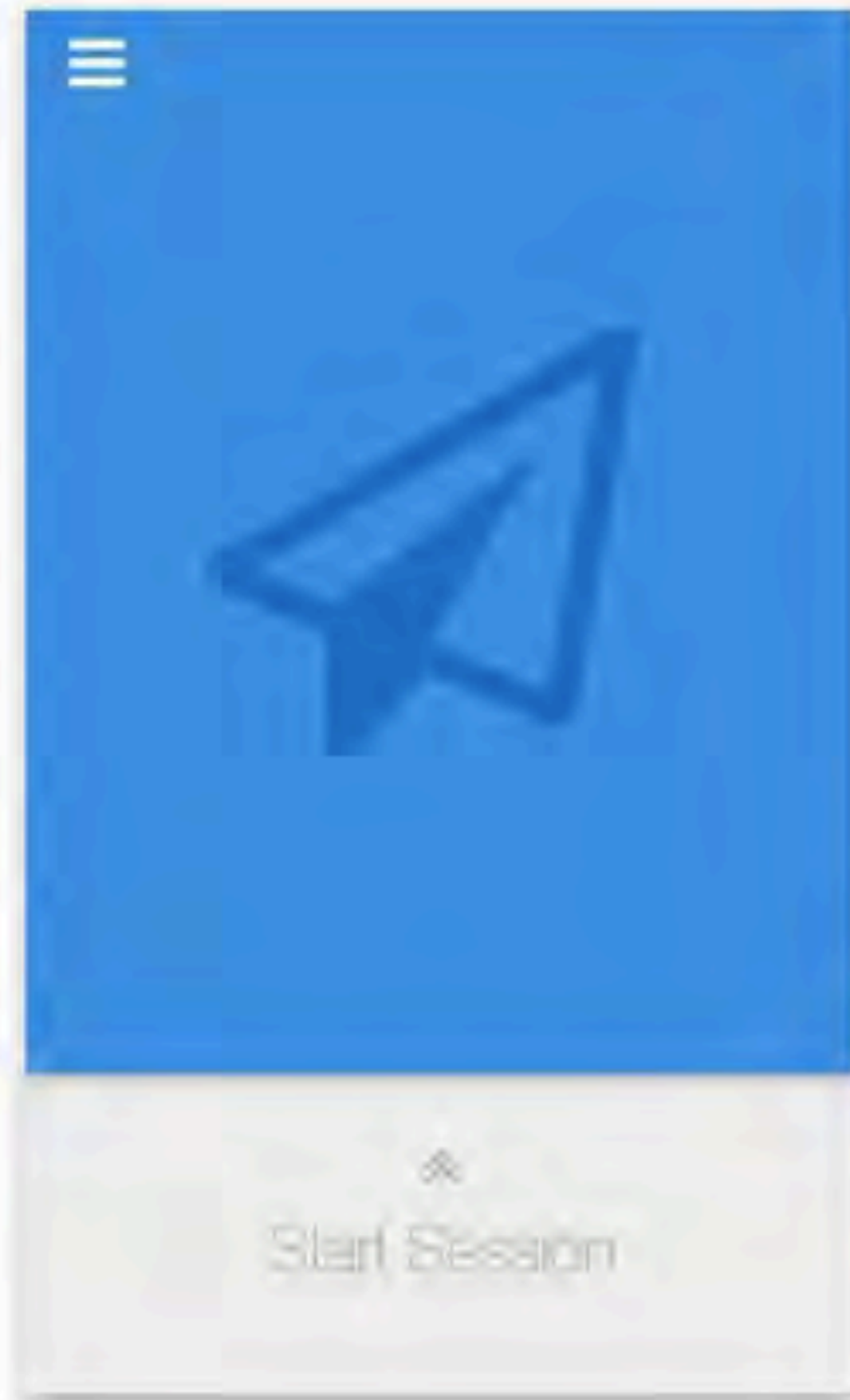
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Less important title

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设计



Prototype on UX process

- 保真度: 低保真 vs. 中保真 vs. 高保真

Fidelity: Fidelity: Lo-Fi vs. Mid-Fi vs. Hi-Fi

- 制作: 静态 vs. 动态 (交互)

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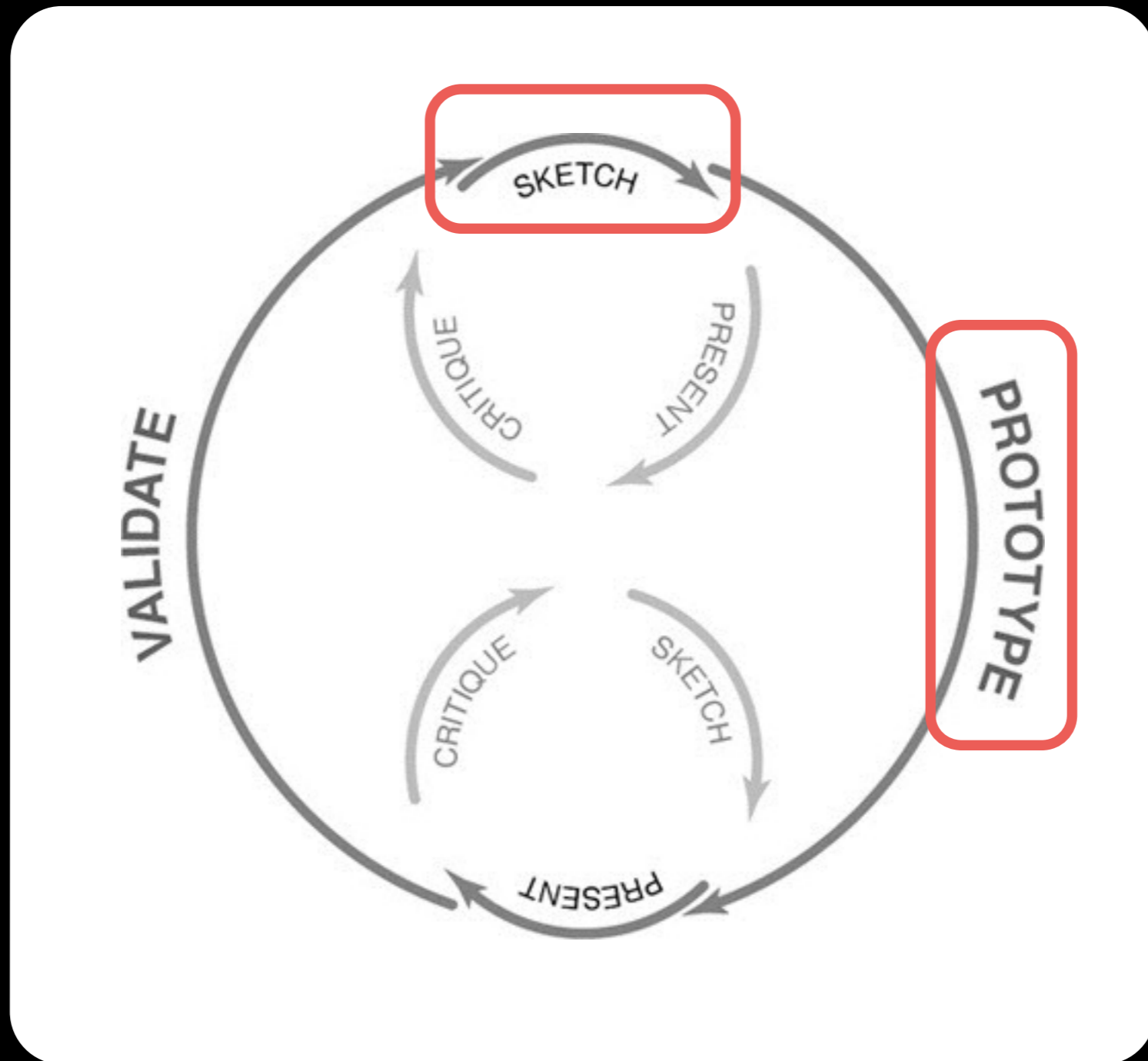
欢迎来到 精益UX的世界!

Welcome to Lean UX world!

精益UX流程



精益UX流程



精益 vs. 瀑布式

Waterfall - 1 Cycle



Lean - Cycle 1



Lean - Cycle 2



Lean - Cycle 3



Lean - Cycle 4



Time

**Each individual block size may vary (not drawn to scale)*

What each block color means

Waterfall	Lean
Requirements	Customer Development - Understand a need/problem
Design	MVP Generation - What is the smallest thing you can do to validate the need
Implementation	Build MVP
Testing	Test the MVP Internally - Make sure it works, no bugs if software, etc
Release + Maintenance	Release MVP. Fix any new bugs if discovered

每个人都在追求精益!



精益UX的可交付成果

“我们根本不画线框图”

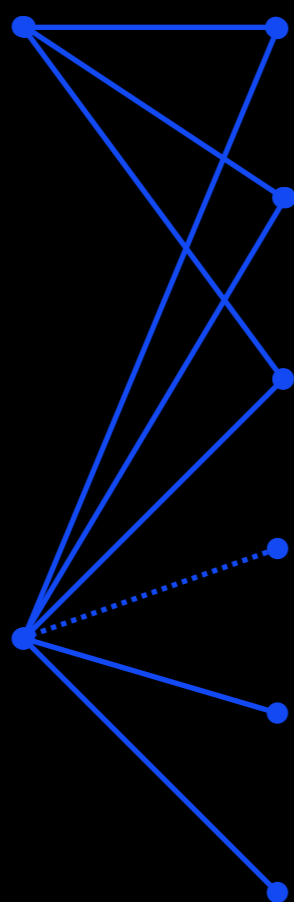


Google的可交付成果

Google

产品经理

设计师



概念定义
Concept definition

特征定义
Feature definition

用户场景
User scenario

线框图
Wireframe

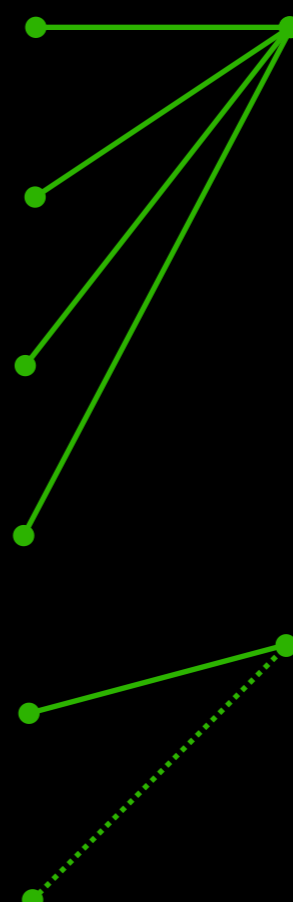
展示模版
Mockup

原型
Prototype

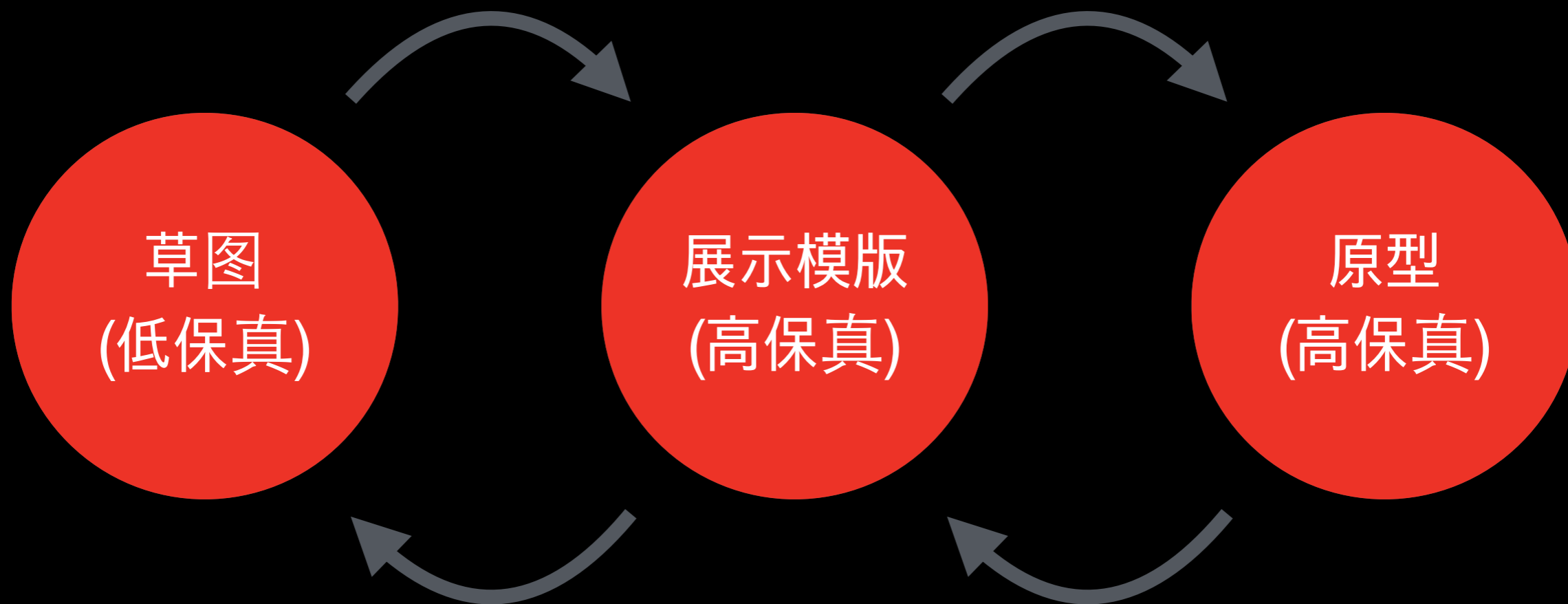
NAVER

策划人,
交互设计师

视觉设计师



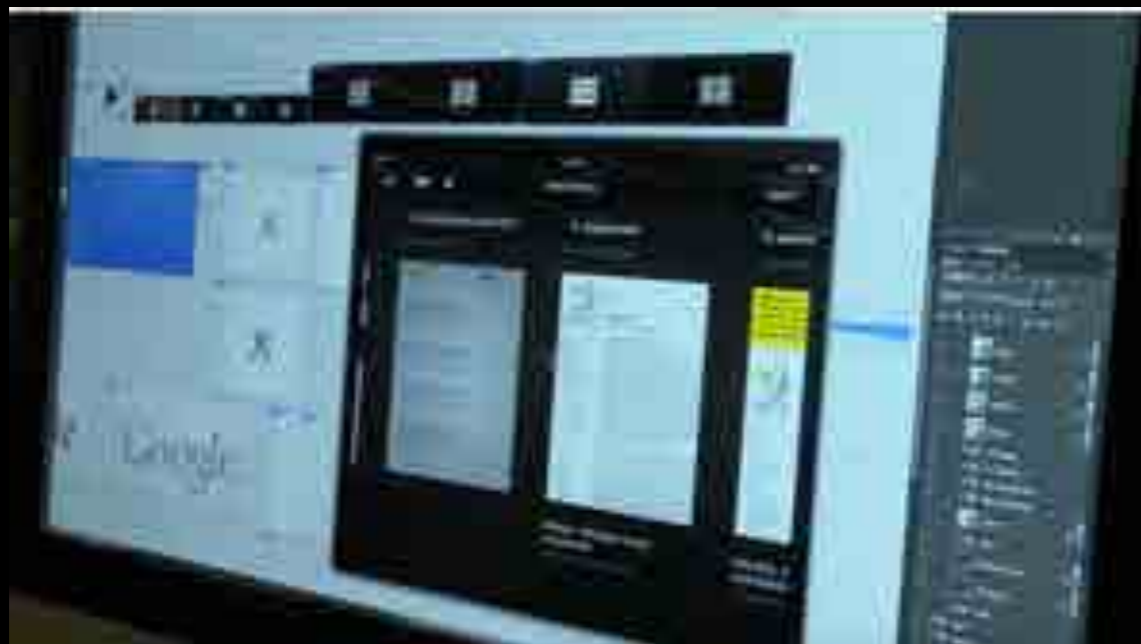
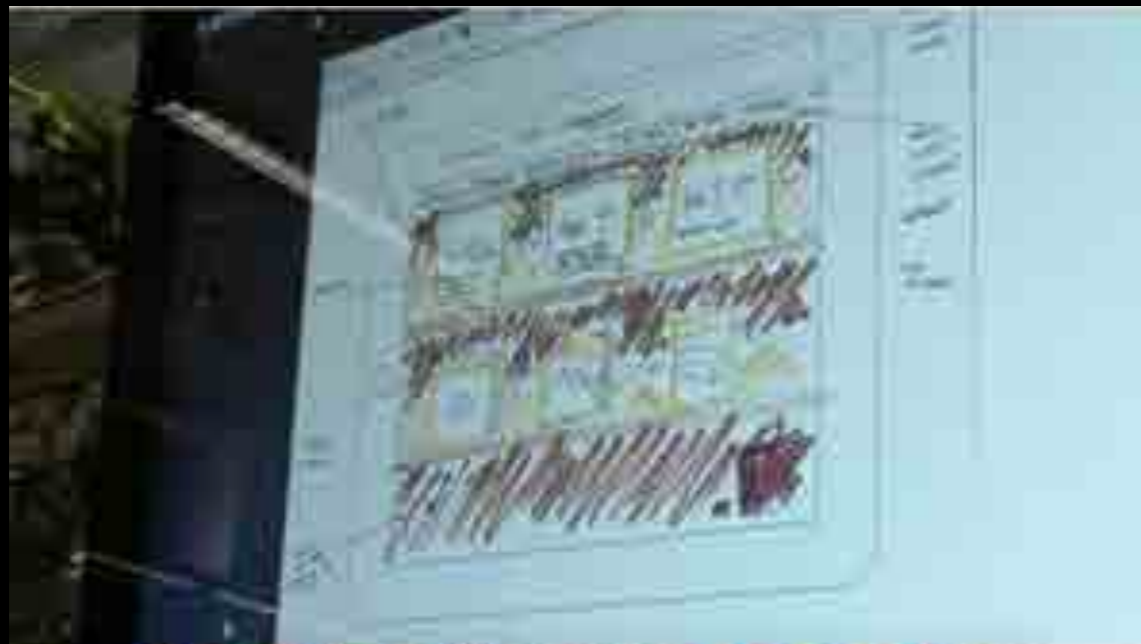
Google的可交付成果



Google



Google的可交付成果



Google的项目范围



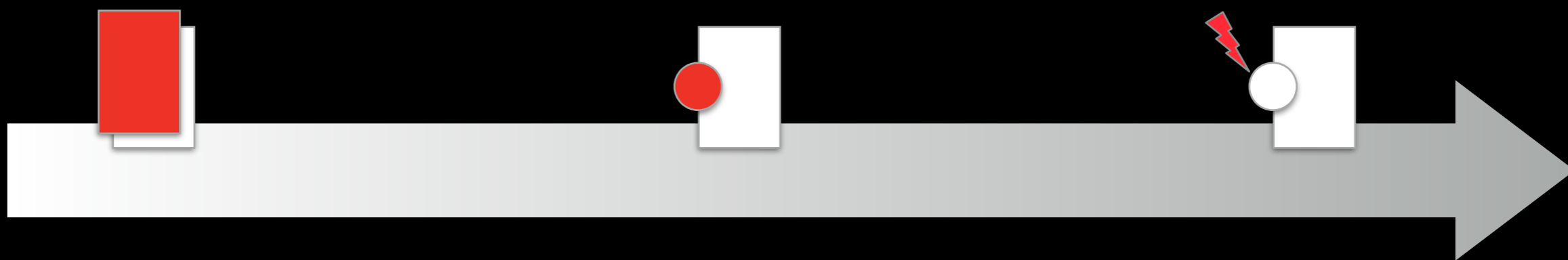
Google的原型

- 原型的化整为零 (one-bite)
Prototype for One-bit feature
- 支持协作
Support Collaboration
- 交流媒介
Communication Media
 - 内部通讯
Internal Comm.
 - 客户反馈
Feedback from customers

为什么要设计原型?

Why prototype?

设计范式的转变....



页面基础交互

Page base Interaction

- Apple
- 页面转换
- 页面层次

对象基础交互

Object base Interaction

- Google
- 层的概念
- Z指数

辅助传感交互

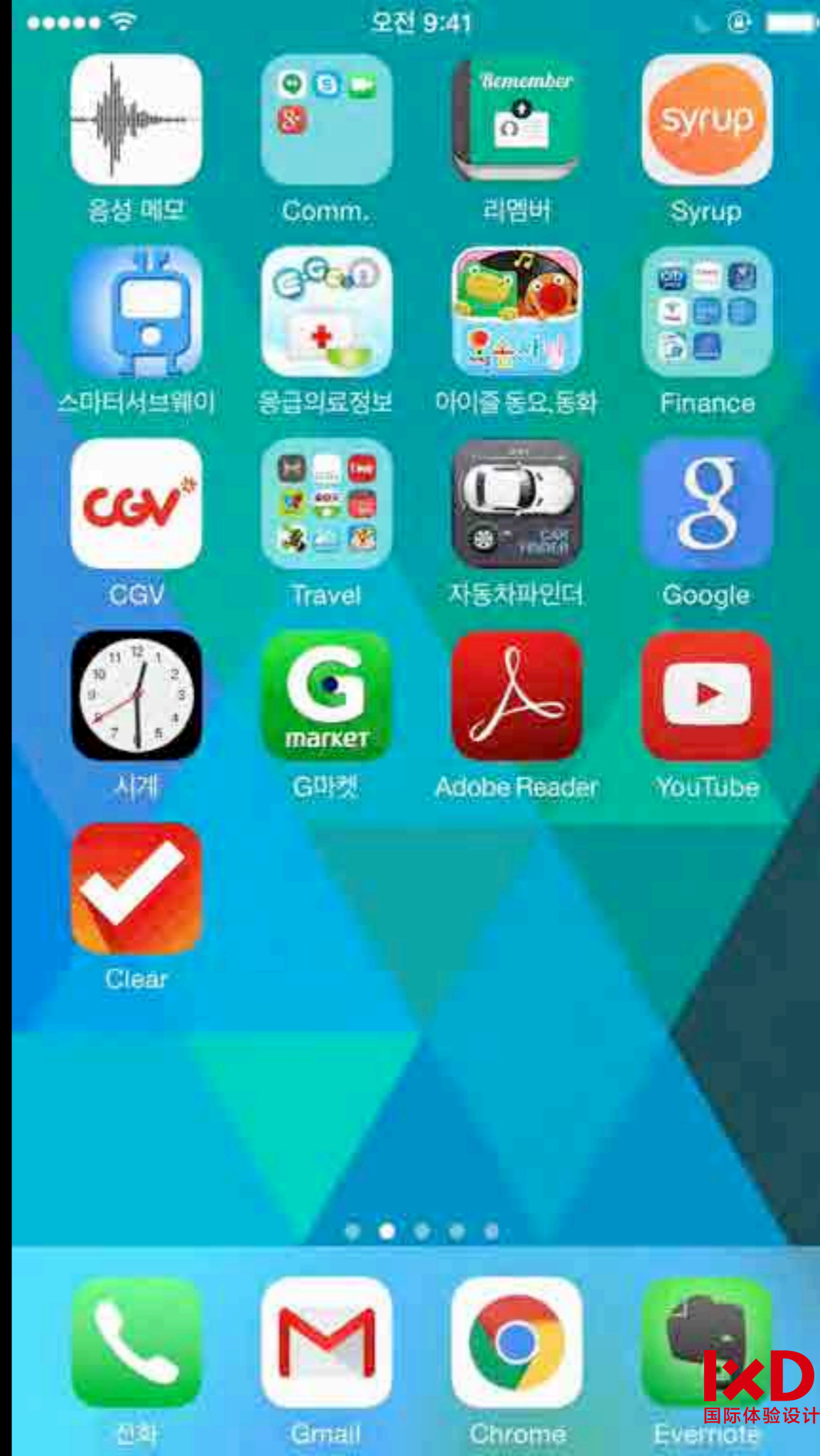
Sensor aid Interaction

- Facebook
- 语境输入
- 传感信号

交互

= 卖点

Selling point



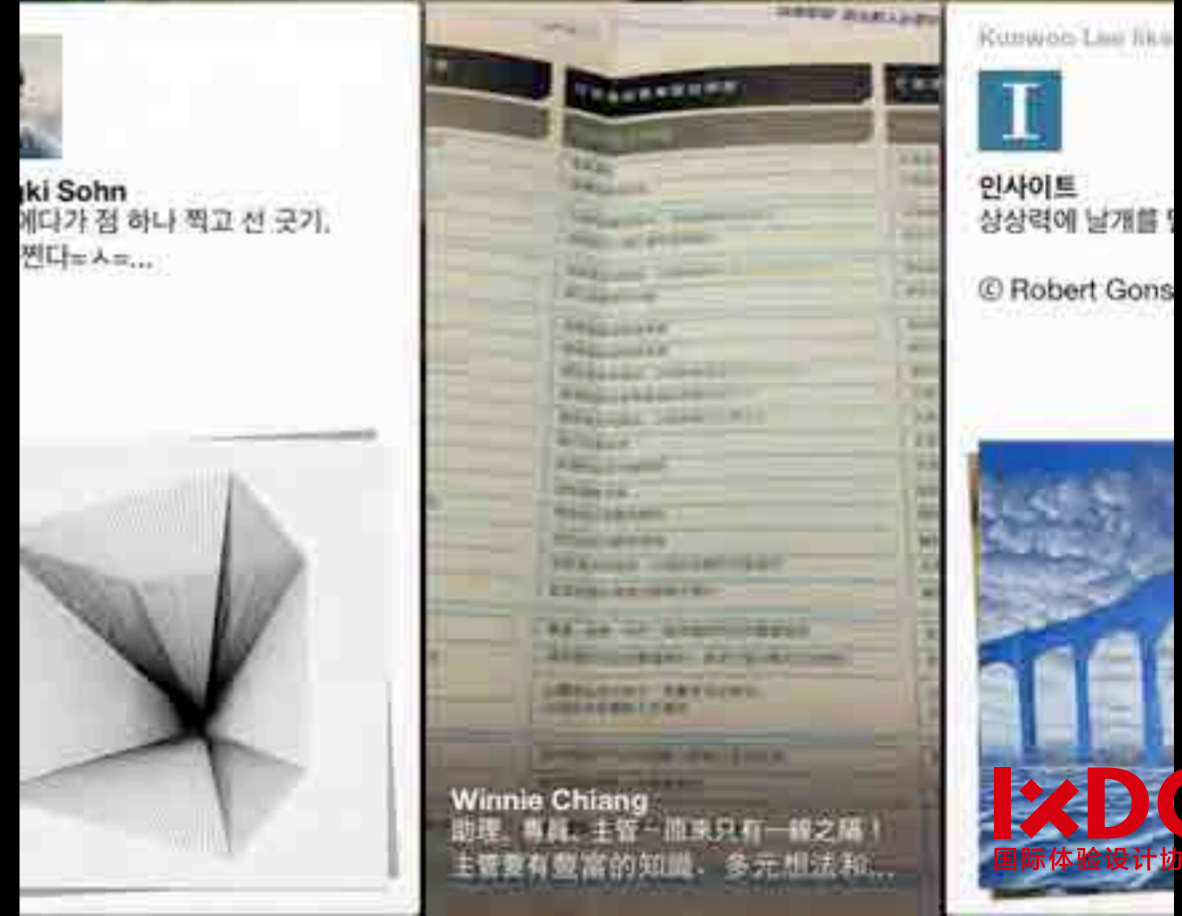
Clear

交互

= 产品特性

Identity

Facebook Paper



微交互

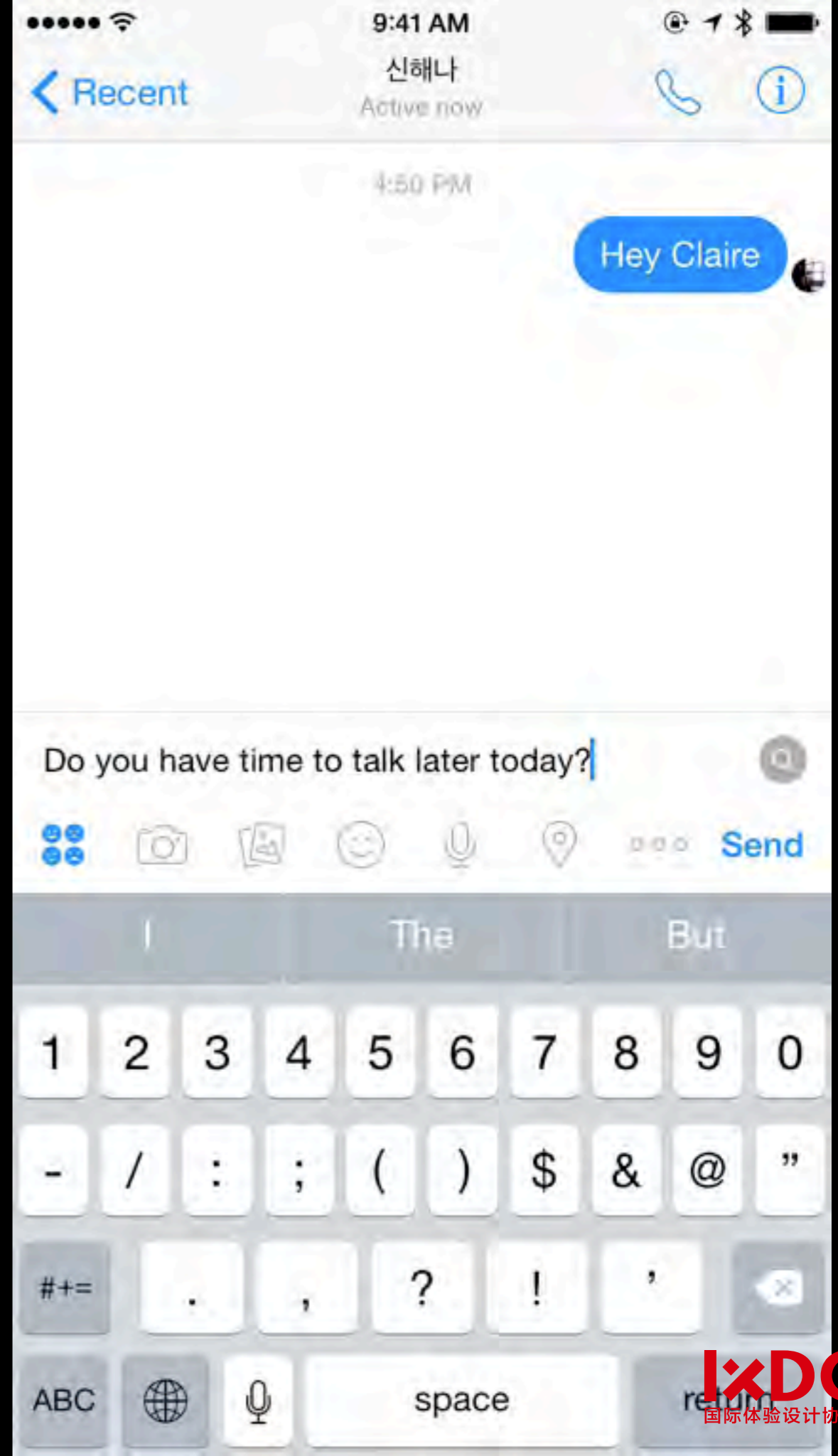
= 差别

Differentiation

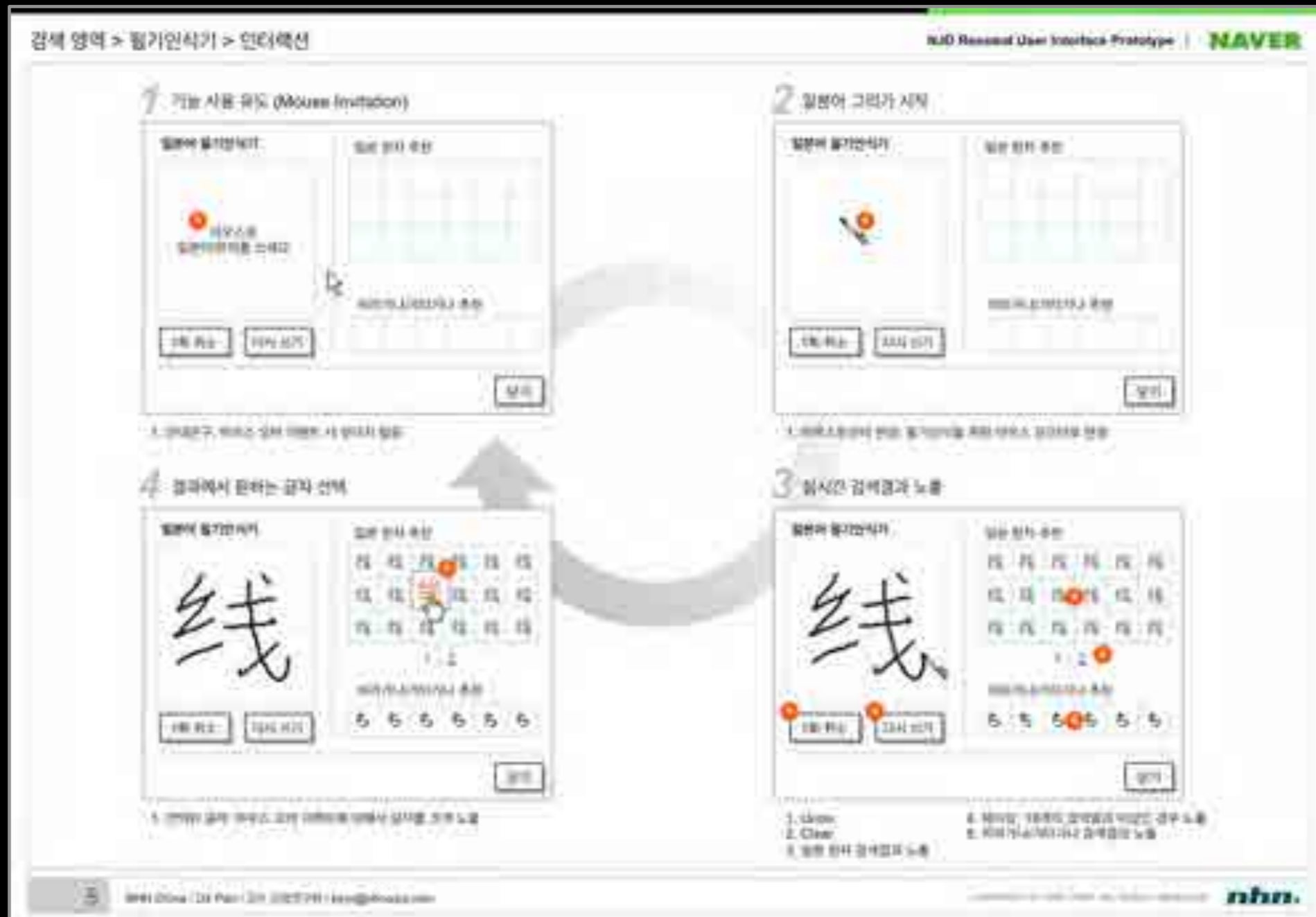
= 情绪

Emotion

Facebook Messenger



很难在平面维度上解释



扼要重述

Recap

如何建立精益原型

- **项目化整为零**
One-bite project
- **忘记文档. 画下来. 制作.**
Forget documentation. Draw it. Make it.
- **自己设计原型, 然后分享给他人.**
Prototype by yourself, then Share with others.
- **粗略开始, 然后多重复改进, 直到完美.**
Start roughly, then Do more iterations until Perfect.
- **选择一个支持低保真和高保真的工具.**
(或者, 1 个图形工具 + 1 个原型工具)
Choose a tool, which support Mid-Fi & Hi-Fi. (or, 1 Graphic tool + 1 Prototyping tool)

15分钟休息

接下来...

- 介绍市场上的原型工具
- ProtoPie的特点
- 交互解析
- 实操练习



IXDC

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8月：Workshop

服务设计——北京

9月：Workshop

产品设计与创新——北京

10月：领军人才班

国际用户体验领军人才班——各地巡回

11月：大会

2015国际设计思维大会——深圳

国际考察

服务设计之旅——西班牙

12月：大会

2015国际产品经理大会——杭州

01月：国际考察

创新设计之旅——美国