



UX First Step

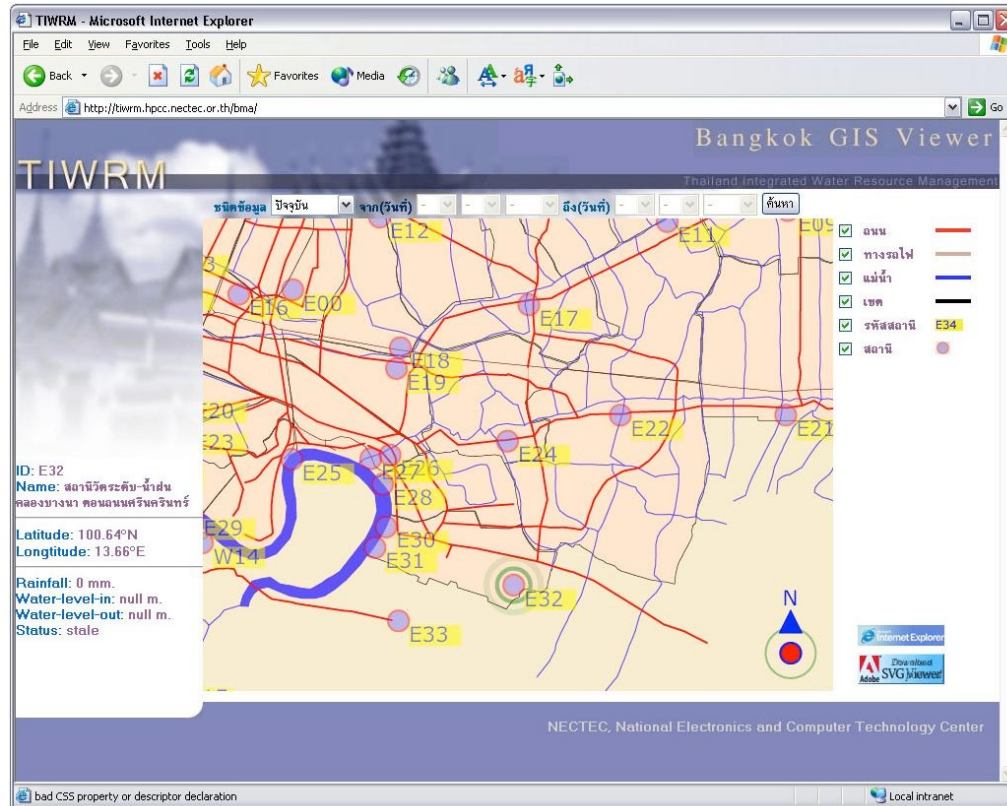
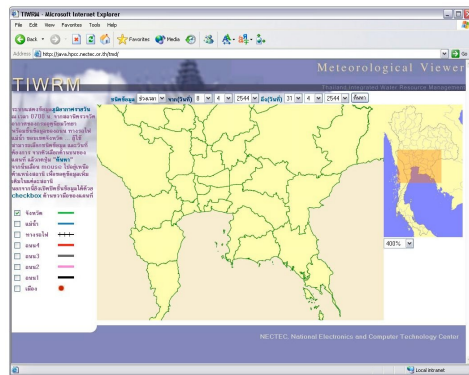
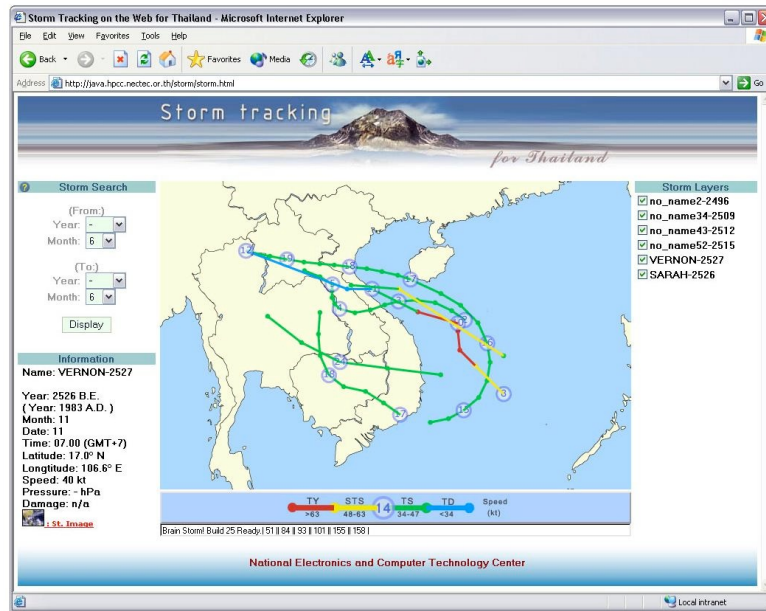
UX Academy
ux.in.th



แอปด

Apirak Panatkool,
UX Specialist at TrueMoney
UX Instructor at UX Academy

facebook.com/apirak





LEXiMAC Dictionary

battery คั่น รายการ

battery

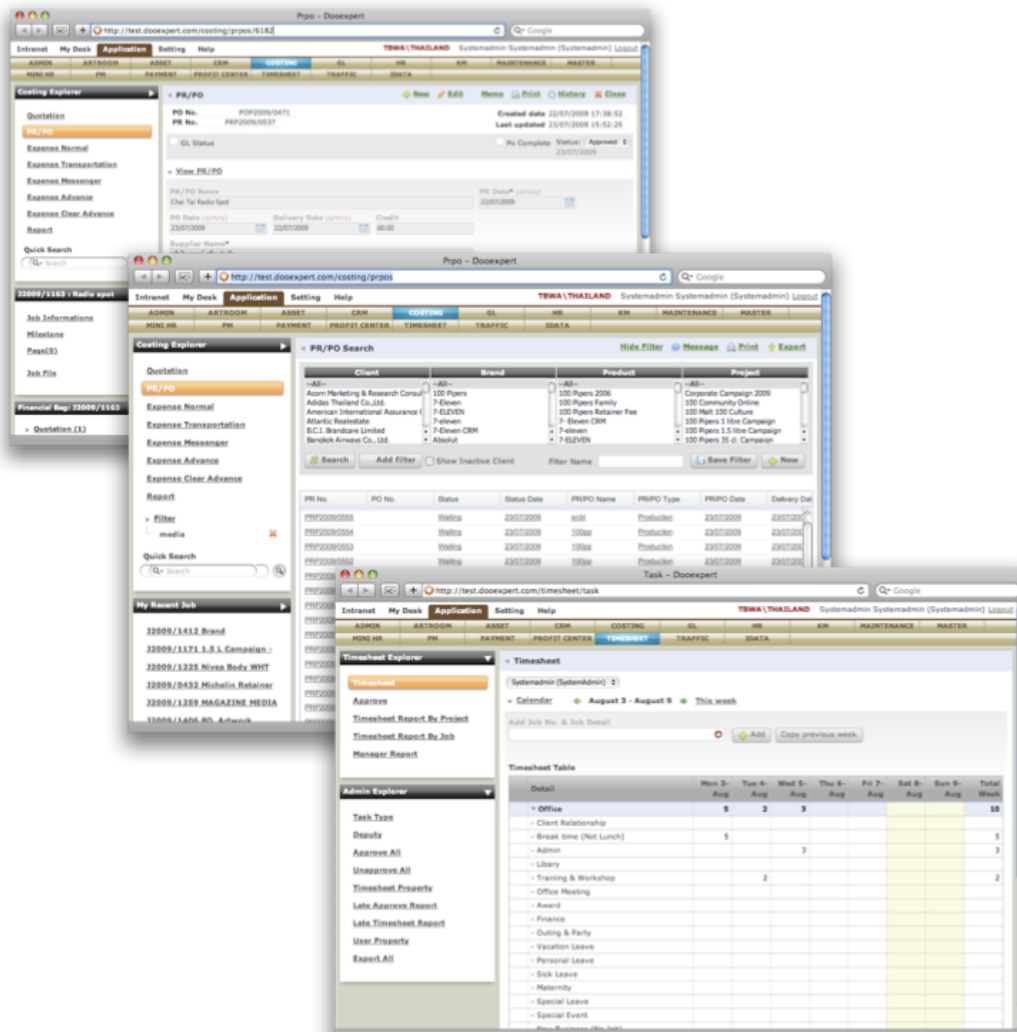
battery [N] ; แบตเตอรี่
Related. ที่กำเนิดไฟฟ้า.

battery [N] ; การทำร้ายร่างกาย
Related. การโจมตี, การต่อสู้.

battery [N] ; กลุ่มคน
Syn. horde
Related. ฝูงชน.

battery [N] ; กลุ่มของอาวุธยุทธภัณฑ์
Syn. armory

battalion
batten
batter
battered
battering
battery
battle
battle-scarred
battledress
battlefield
battleground
battlements
battleship
batty
batten down
batten on
batten upon
batter about
batter down
batter up



Dooexpert



Mediawap

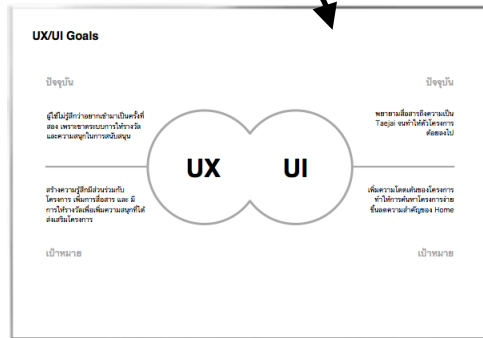




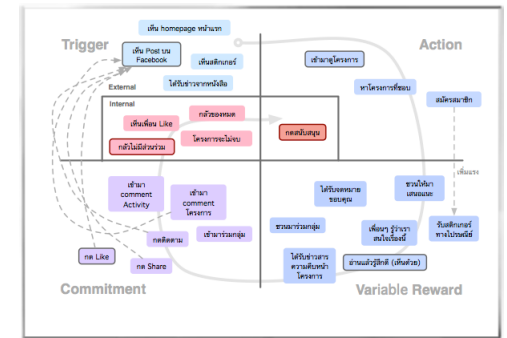
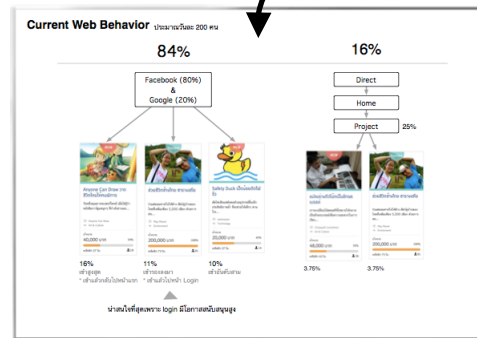
UX Work Taejai Project

2013

UX concept



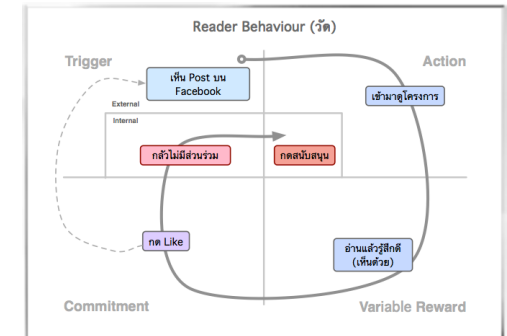
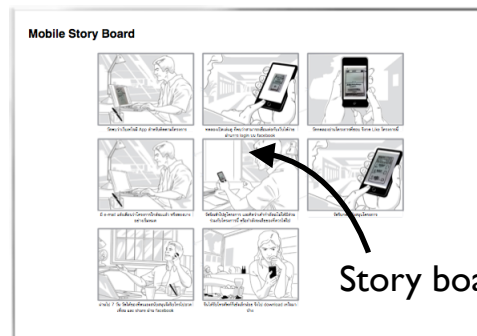
Statistic



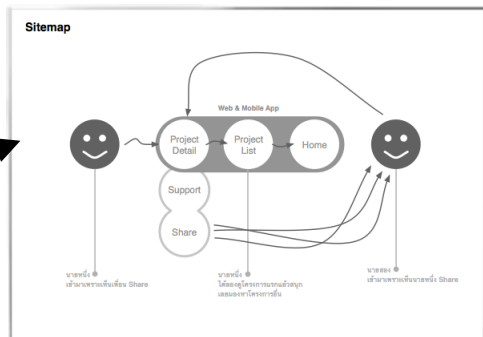
Persona



Story board



UX Sitemap



Case Study



Test

Test Case	Test Case Description	Test Case Result
1	Test Case 1	Pass
2	Test Case 2	Pass
3	Test Case 3	Pass
4	Test Case 4	Pass
5	Test Case 5	Pass
6	Test Case 6	Pass
7	Test Case 7	Pass
8	Test Case 8	Pass
9	Test Case 9	Pass
10	Test Case 10	Pass
11	Test Case 11	Pass
12	Test Case 12	Pass





UX ACADEMY workshop

มาร่วมเรียนรู้สิ่งที่อยู่ใกล้ๆ รอบตัวเรา
อะไรบางอย่างที่เราไม่เคยรู้มาก่อน
จะสนุกหรือไม่? จะดีแค่ไหน?

มาร่วมเรียนรู้และทำ Workshop แบบ
Step by Step สำหรับการพัฒนา
ประสบการณ์ผู้ใช้ที่ดีกัน!!!

LECTURER

APIRAK PANATKOOL
User Experience Specialist at opendream










**MON 29
TUE 30 April**
9am - 4pm ณ ห้องนงนกร อาคาร ๘๐.

สนใจติดต่อ 02-564-6900 ext. 2403
คุณ อารักษ์ จิระพรอนันต์
ฝ่ายบริหารและสนับสนุนเทคโนโลยีฐาน
(โปรแกรมและงานด้านงานระบบคอมพิวเตอร์)

อะไรคือ User Experience?
ถ้าอยากรู้ว่าการสร้างประสบการณ์ผู้ใช้ จะมีส่วนช่วยใน
การพัฒนาผลิตภัณฑ์ และแนวคิดได้อย่างไร

**มาร่วมเรียนรู้และทำ Workshop แบบ
Step by Step สำหรับการพัฒนา
User Experience เบื้องต้นกัน!!**

ราคา : 4,000 บาท/ ท่าน (HUBBA Member
เฉพาะสมาชิกรายเดือนขึ้นไปลด 50%)
รับสมัครจำนวน 20 ท่านเท่านั้น!!
ท่านใดสนใจติดต่อมาที่ events@hubbathailand.com

LECTURER



APIRAK PANATKOOL
User Experience Specialist



KARUN WARAPONGSITTIKUL
Interactive/Web/UI/UX director

**SAT 2
SUN 3 MAR 10am-5pm**
@HUBBA

BTS Ekkamai Exit 1, 19 Soi Ekkamai 4, Sukumvit 63 Rd,
Prakanont Nua, Wattana, Bangkok, Thailand



pheromone



Check in

Who are you?

What are you expected?

Any case study you want?

What is UX?

User eXperience

eXperience of User

eXperience in Food Market

The Fast Food Experience



The Fast Food Experience



1

พอดั้วไม่มีฝีมือ

The Fast Food Experience

1

พ็อครวไม่มีฝีมือ

2

ส่วนผสมแซ่แข็งที่ผลิตจำนวนมากๆ

The Fast Food Experience

1

พ็อครวไม่มีฝีมือ

2

ส่วนผสมแซ่แข็งที่ผลิตจำนวนมากๆ

3

ไม่มีคุณค่าทางโภชนาการ

The Fast Food Experience

1

พ็อครวไม่มีฝีมือ

2

ส่วนผสมแซ่แข็งที่ผลิตจำนวนมากๆ

3

ไม่มีคุณค่าทางโภชนาการ

4

รสชาติเทียม

The Fast Food Experience

1	พ็อครวไม่มีฝีมือ
2	ส่วนผสมแซ่แข็งที่ผลิตจำนวนมากๆ
3	ไม่มีคุณค่าทางโภชนาการ
4	รสชาติเทียม
5	ไม่สวยงาม

The Fast Food Experience

1	พ่อดร้าวไม่มีฝีมือ
2	ส่วนผสมแซ่แข็งที่ผลิตจำนวนมากๆ
3	ไม่มีคุณค่าทางโภชนาการ
4	รสชาติเทียม
5	ไม่สวยงาม
6	ไม่ดีสำหรับคุณ

The Fine Dining Experience



The Fine Dining Experience

1

พ่อครัวฝีมือเยี่ยม



The Fine Dining Experience

1

พ่อครัวฝีมือเยี่ยม

2

อาหารสดใหม่



The Fine Dining Experience

1	พ่อครัวฝีมือเยี่ยม
2	อาหารสดใหม่
3	วัตถุดิบที่มีคุณค่าทางโภชนาการ



The Fine Dining Experience

1	พ่อครัวฝีมือเยี่ยม
2	อาหารสดใหม่
3	วัตถุดิบที่มีคุณค่าทางโภชนาการ
4	รสชาติเข้มข้นในปาก

The Fine Dining Experience

1	พ่อครัวฝีมือเยี่ยม
2	อาหารสดใหม่
3	วัตถุดิบที่มีคุณค่าทางโภชนาการ
4	รสชาติเข้มข้นในปาก
5	สวยงามดึงดูดใจ

The Fine Dining Experience

1	พ่อครัวฝีมือเยี่ยม
2	อาหารสดใหม่
3	วัตถุดิบที่มีคุณค่าทางโภชนาการ
4	รสชาติเข้มข้นในปาก
5	สวยงามดึงดูดใจ
6	ดีสำหรับคุณ









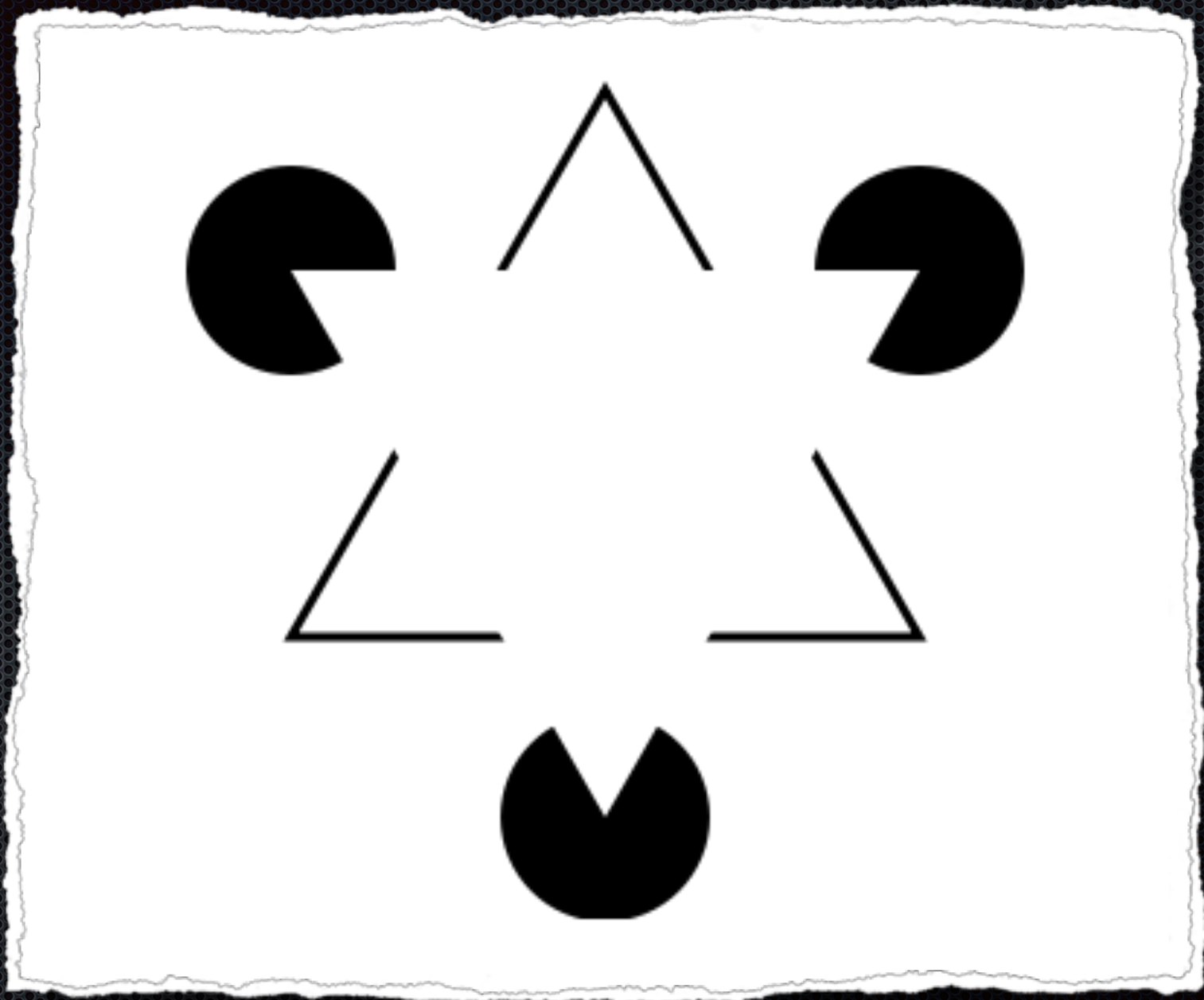






eXperience of User





the Psychology of Color

what colors
to paint your
home & why.

Office

Blue: Most productive color.

Bedroom

Green: Tranquility and Health.

Girl's Room

Pink: Calming, Warm.

Kitchen

Yellow: Increases metabolism
brightens room, gives you energy.

Living Room

Lavender: Calms the nerves,
allows relaxation.

Dining Room

Red: Encourages Appetite.







eXperience of User



eXperience of User



eXperience of User



eXperience of User



eXperience of **U**ser

User eXperience



Agenda

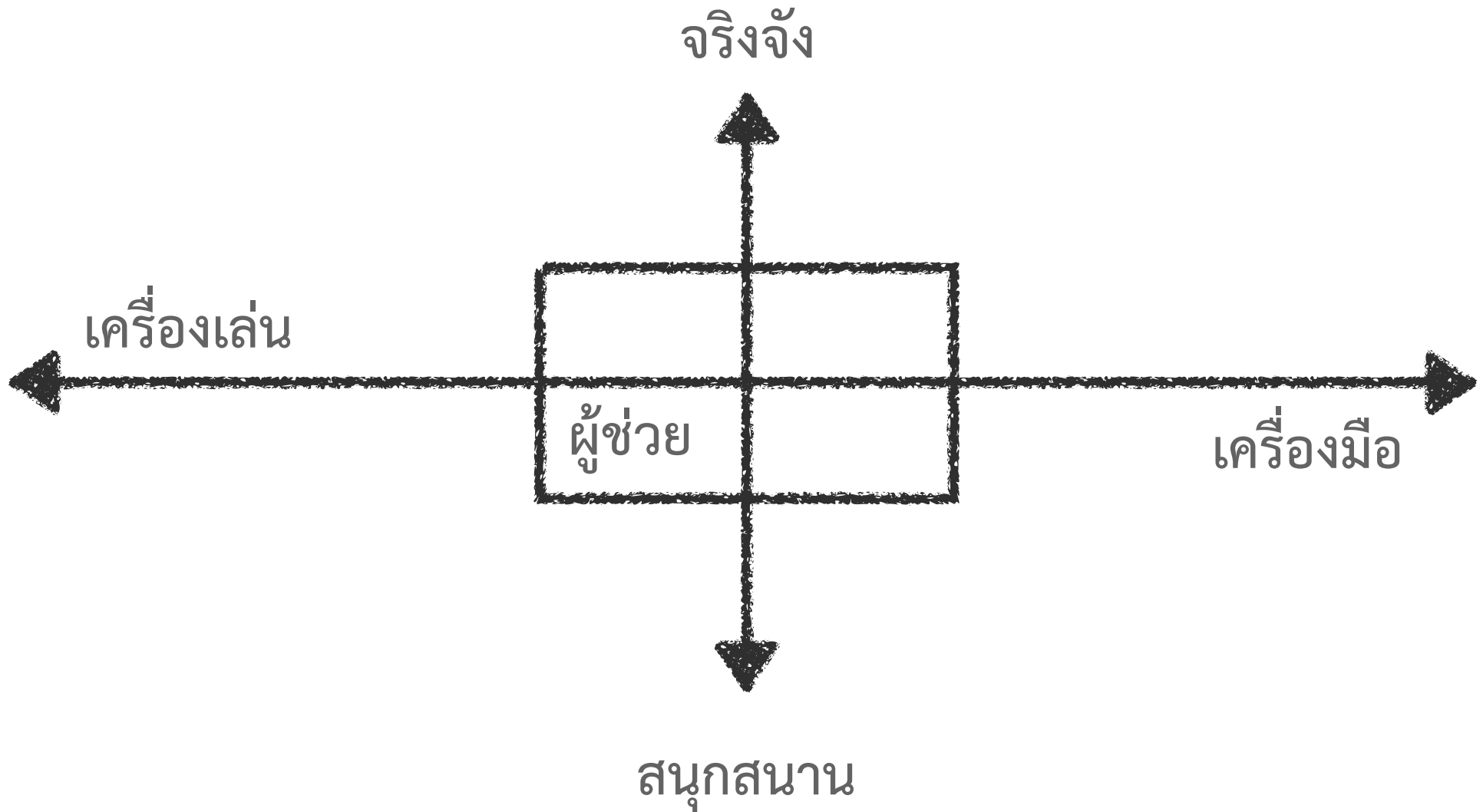
1	Planing
2	Great first impression
3	The Fundamental
4	Design for platform
5	Kaizen



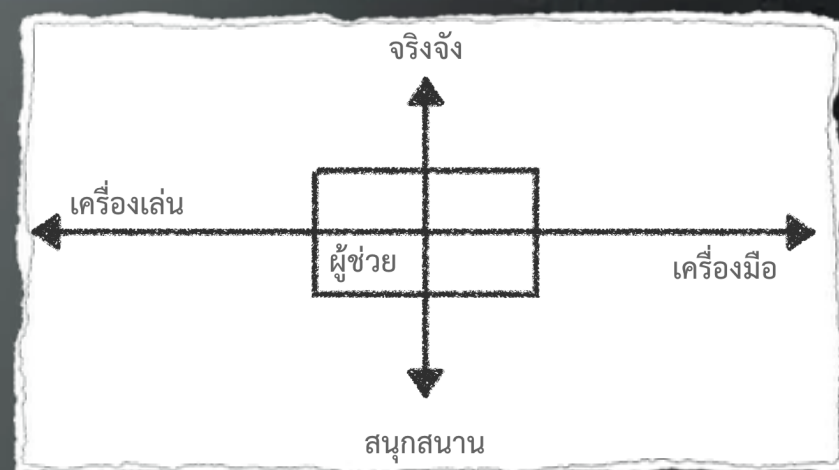
idea Workshop



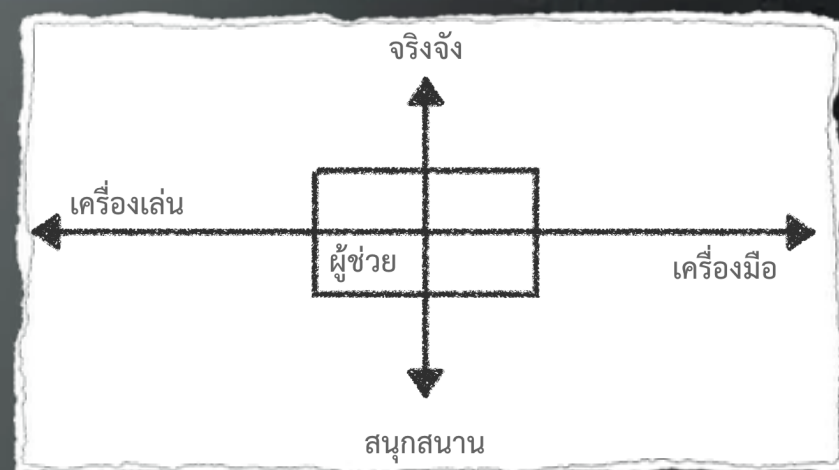
positioning your idea



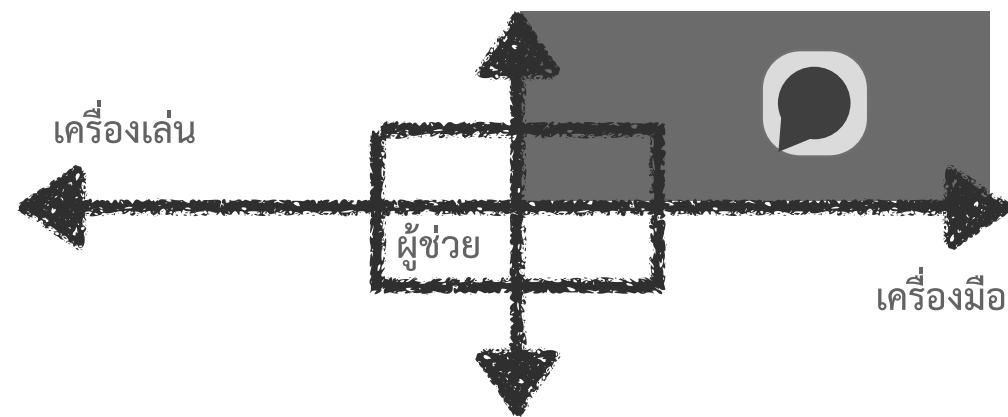
3:00



3:00



จริงจัง

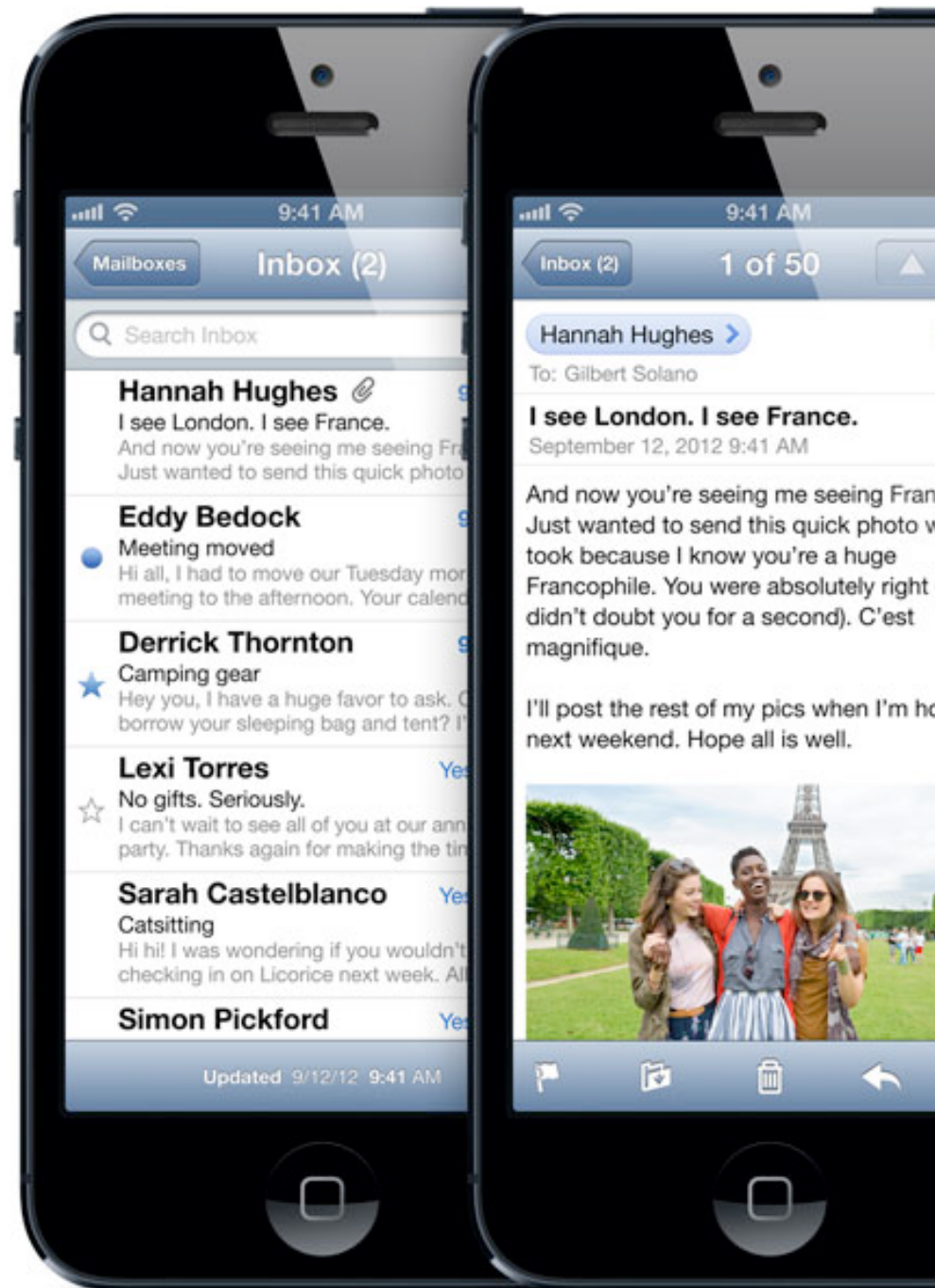
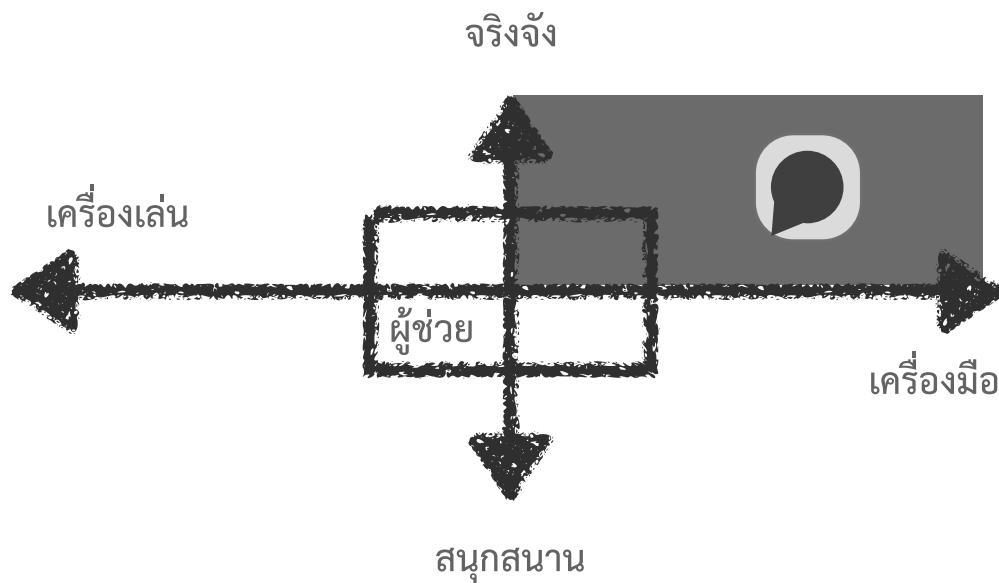


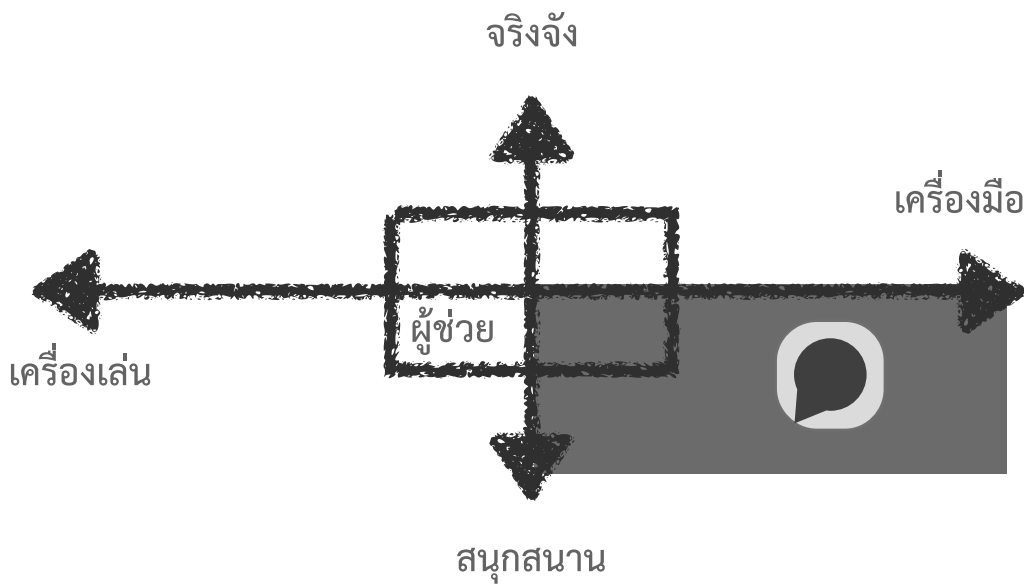
เครื่องเล่น

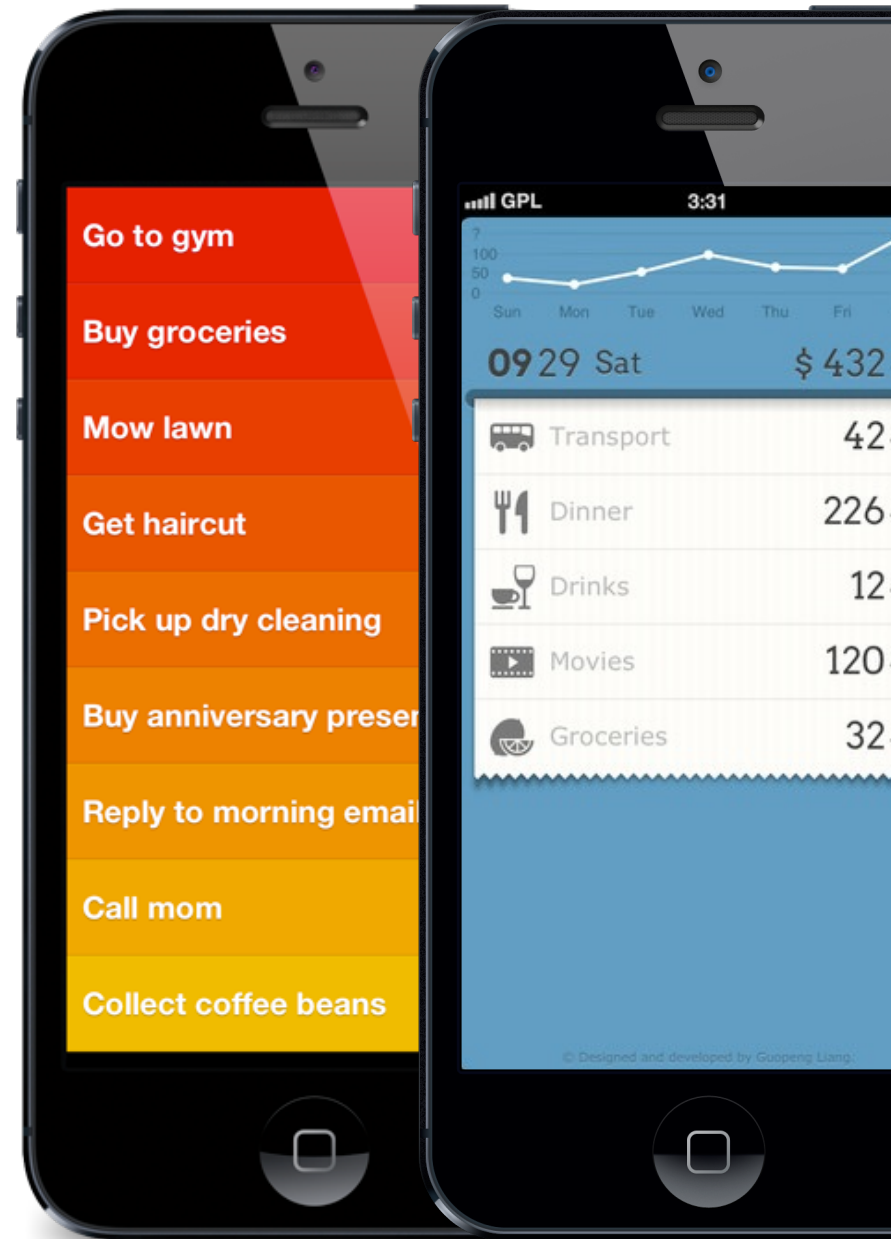
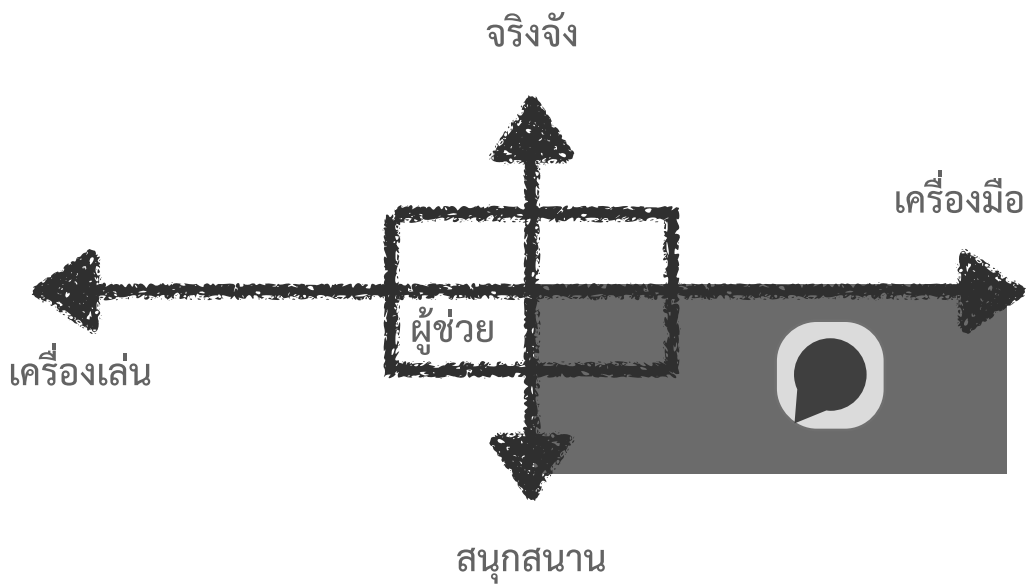
ผู้ช่วย

เครื่องมือ

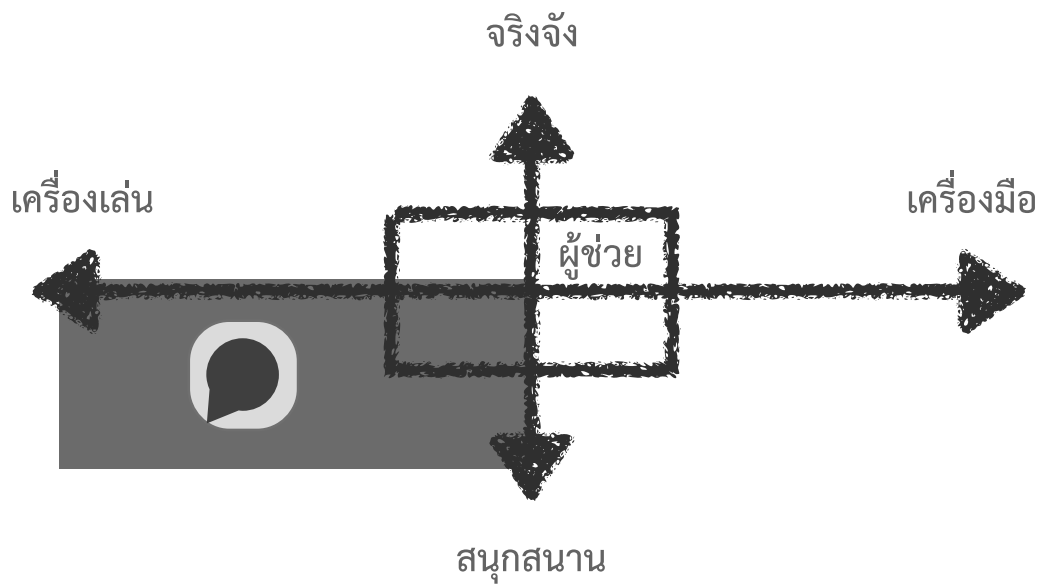
สนุกสนาน

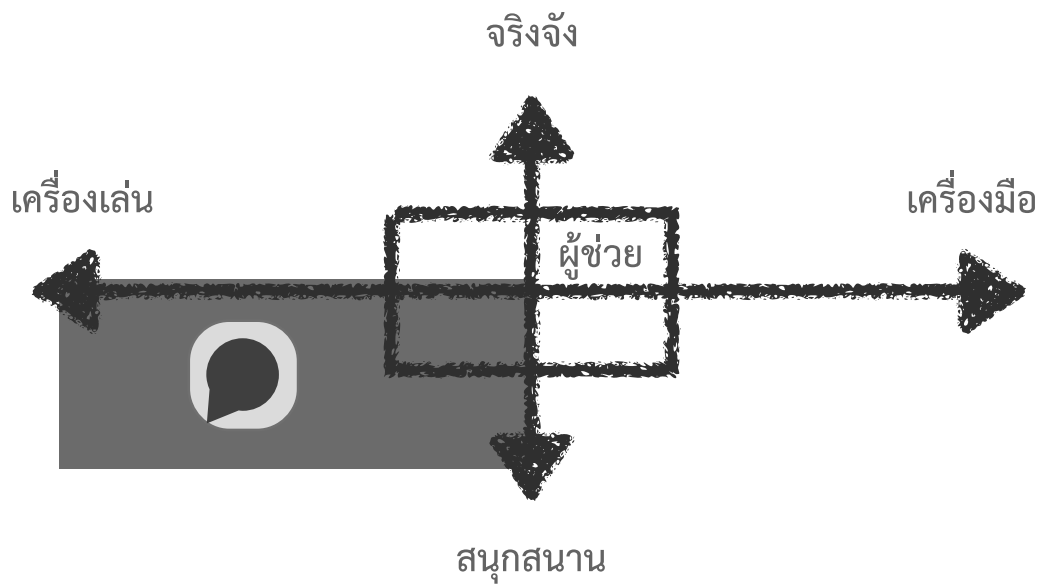




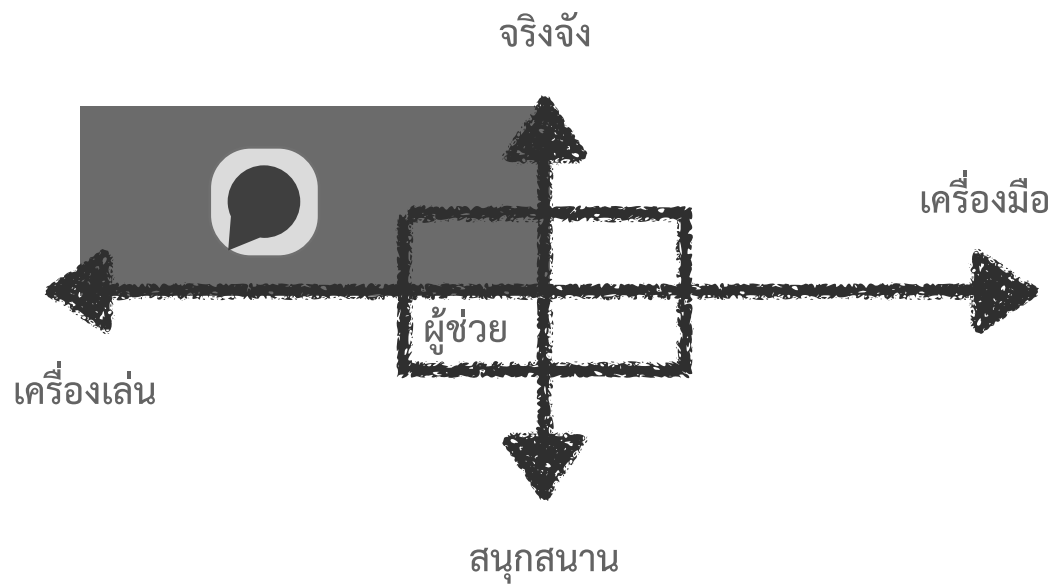


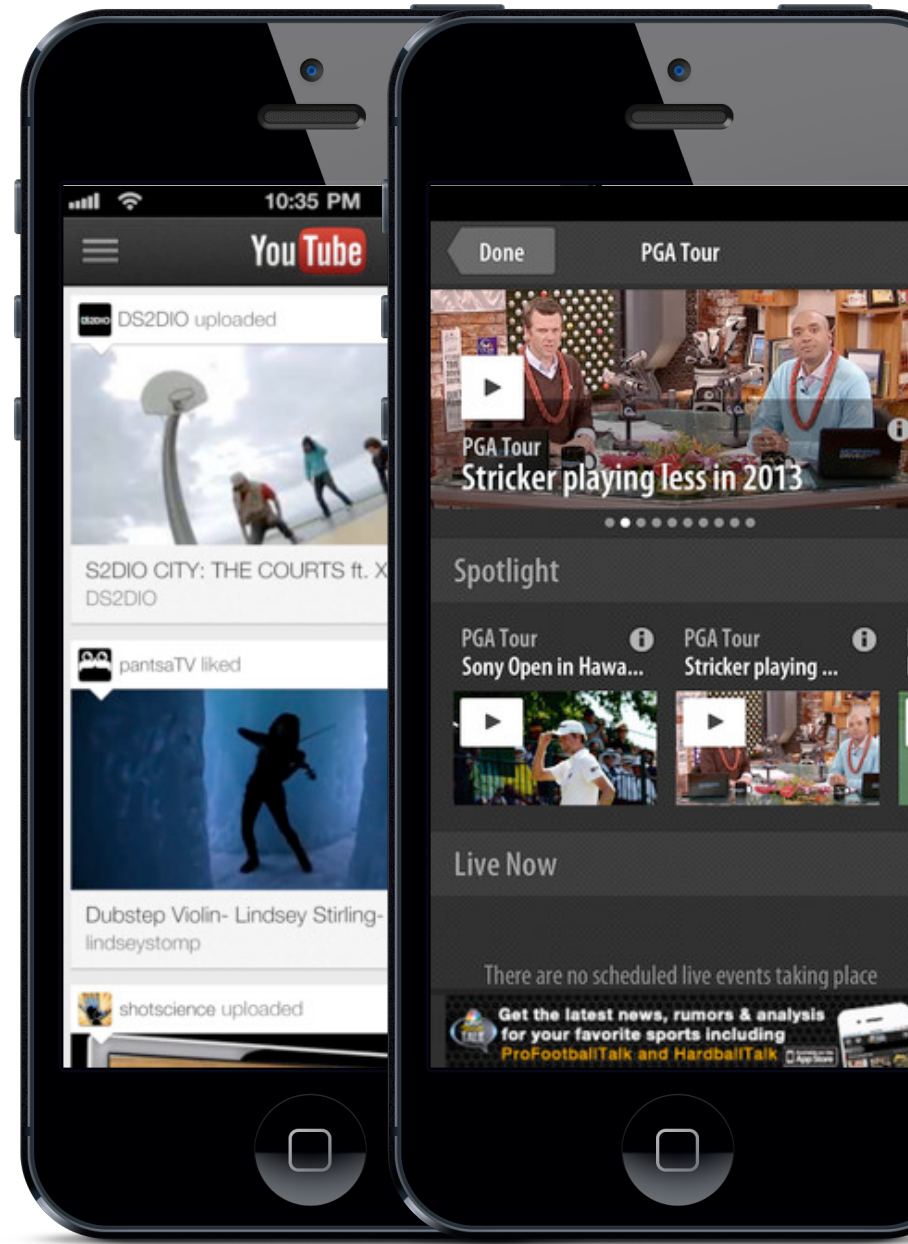
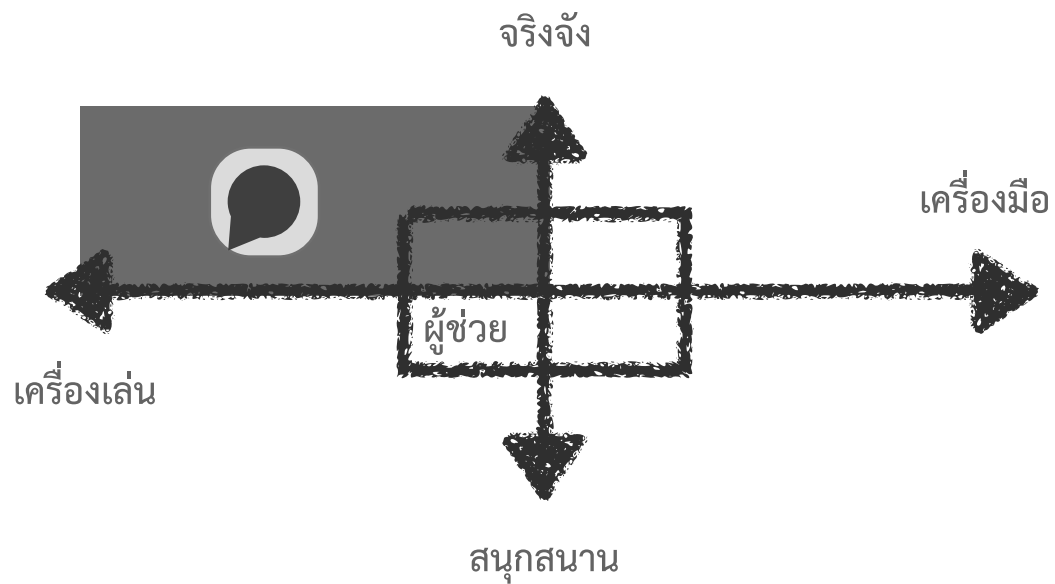
โปรแกรม clear และ โปรแกรม dailycost



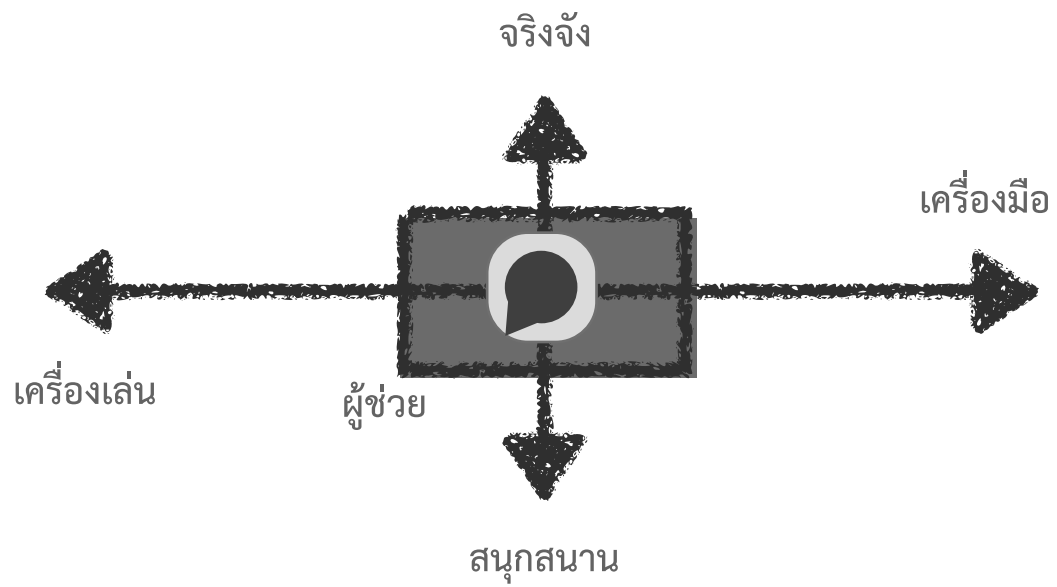


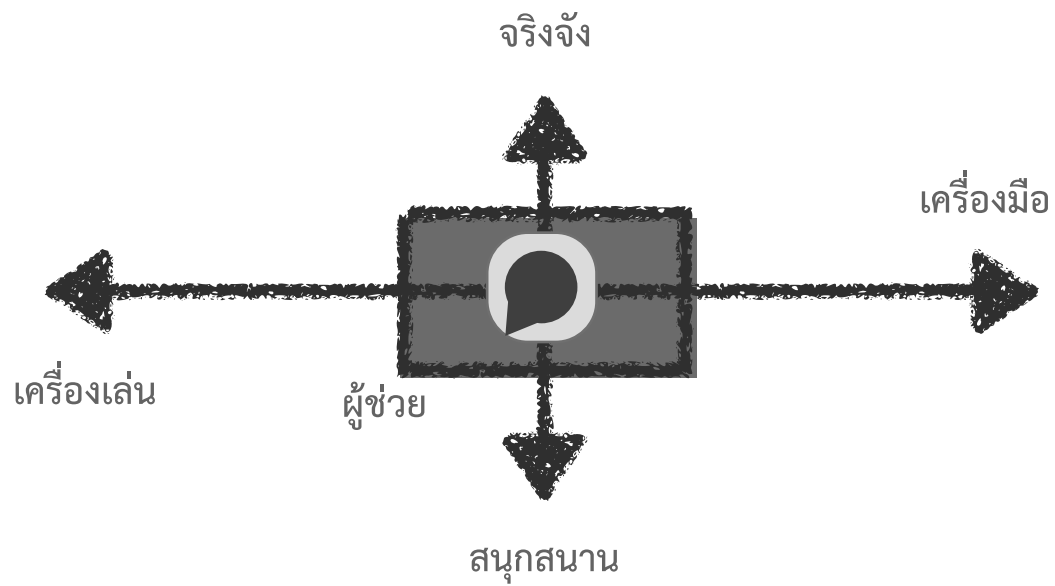
เกมส์ Realracing 2 และเกมส์ Jetpack Joyride





โปรแกรม youtube และ โปรแกรม NBC Sports Live Extra

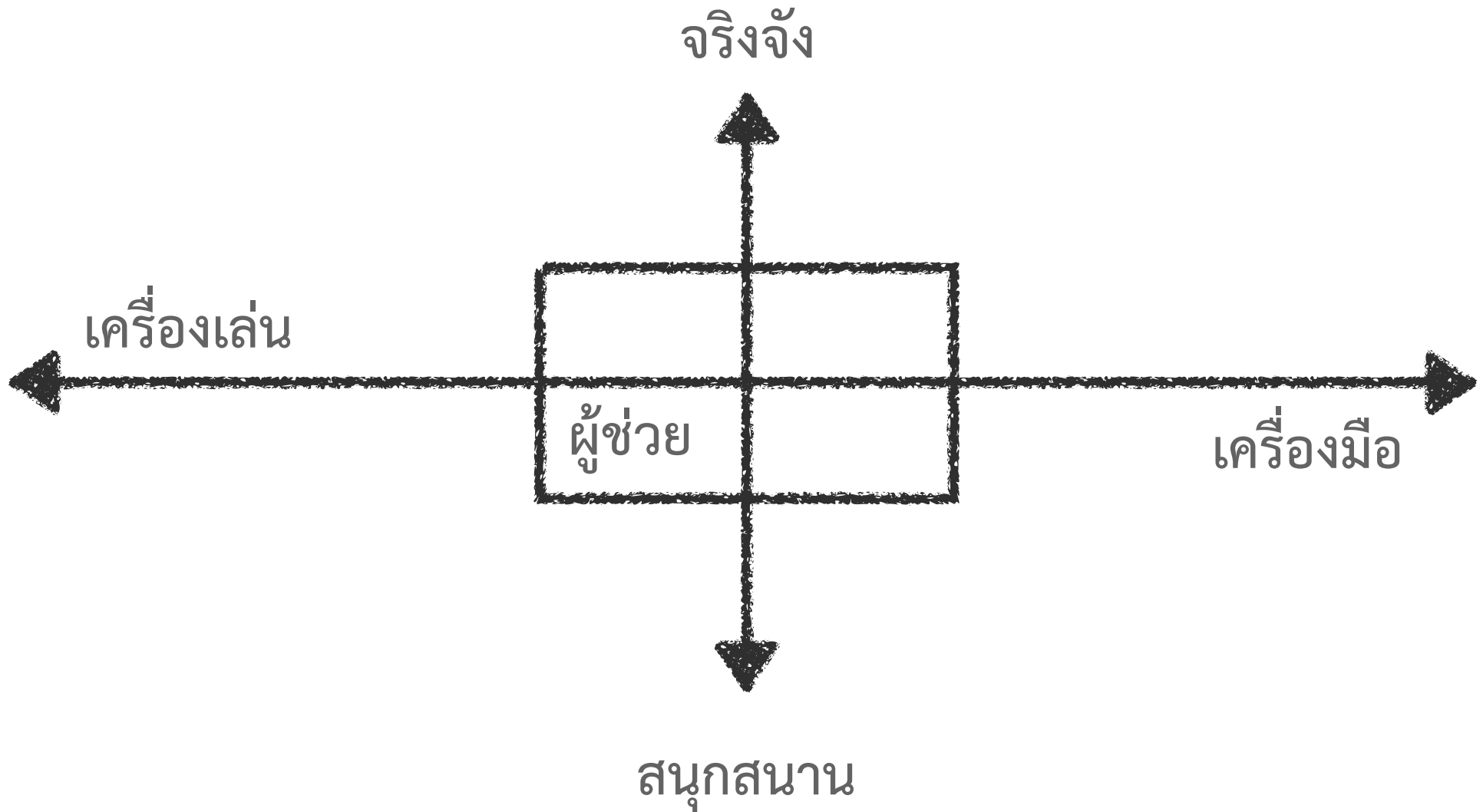




เกมส์ Compass. และโปรแกรม weather ของ apple



positioning your idea



1

Planing

Deciding what to make and whom to make it for

2

Great first impression

3

The Fundamental

4

Design for platform

5

Kaizen

Planning

- ✦ Understand your **users**
- ✦ Understand your **application**
- ✦ Understand your **market's needs**
- ✦ Understand your **market's priorities**

Understand your users

Understand your users

- You are NOT your user

Understand your users

- ✦ You are NOT your user
- ✦ Understand who they are

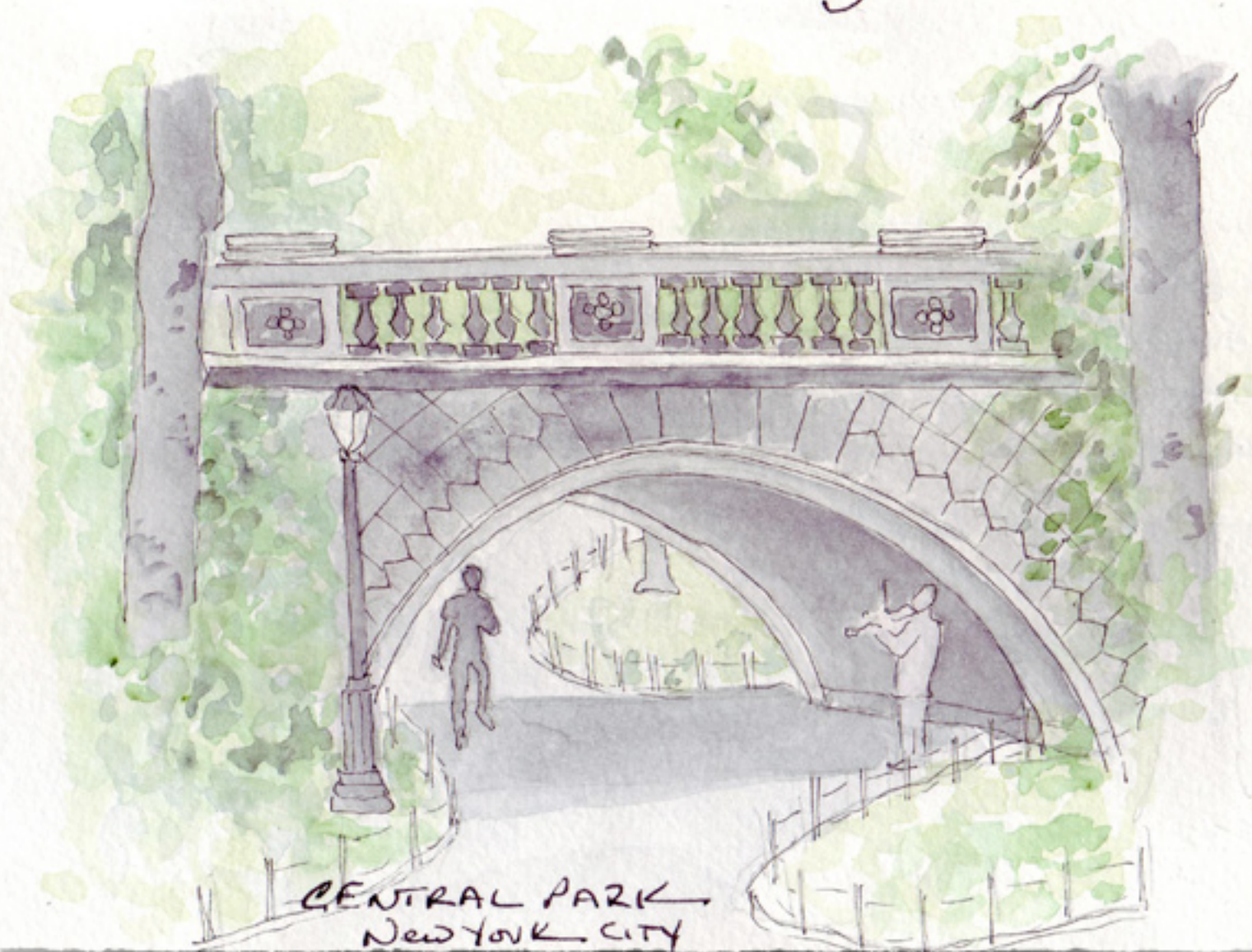
Understand your users

- ✦ You are NOT your user
- ✦ Understand who they are
- ✦ Understand their needs/goals



JUNE 08, 2008

EDM challenge # 174





When you take a small step forward everyday,





Understand your users

- ✦ You are NOT your user
- ✦ Understand who they are
- ✦ Understand their needs/goals

Understand your users

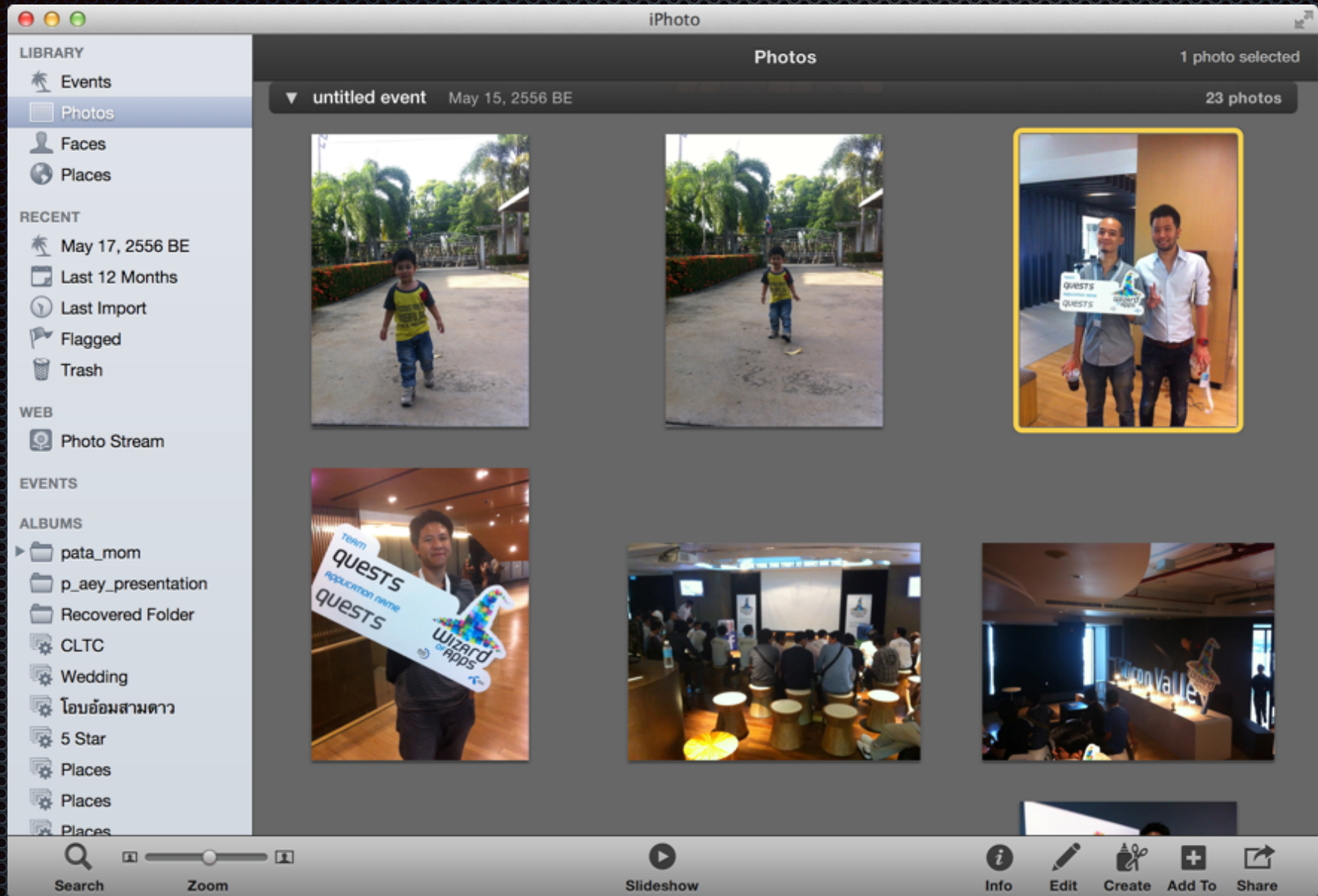
- You are NOT your user
- Understand who they are
- Understand their needs/goals
- Understand their abilities

Understand your users

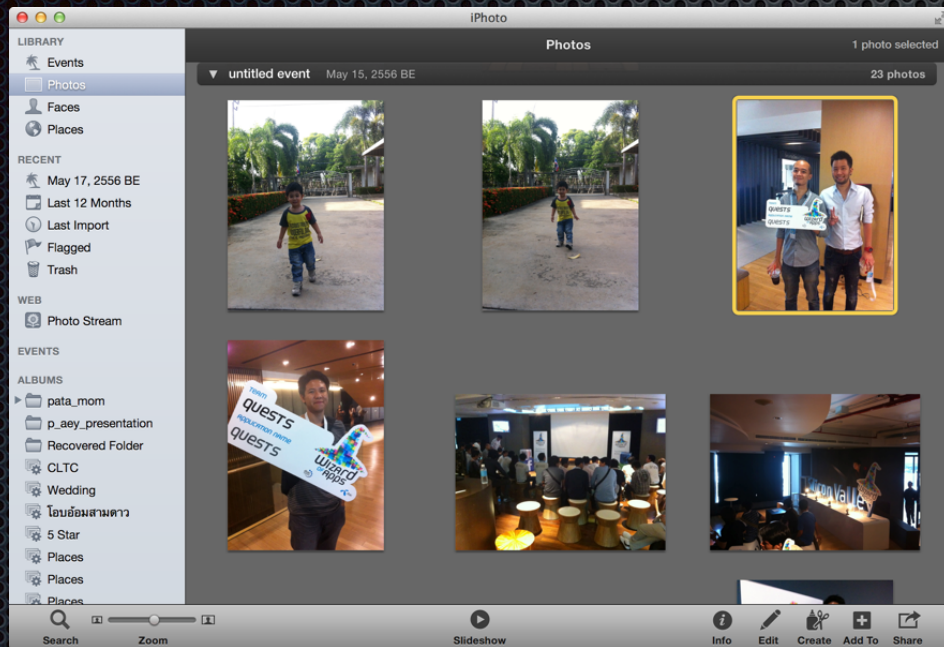
- ✦ You are NOT your user
- ✦ Understand who they are
- ✦ Understand their needs/goals
- ✦ Understand their abilities
 - ✦ **Less** sophisticated

Understand your users

- ✦ You are NOT your user
- ✦ Understand who they are
- ✦ Understand their needs/goals
- ✦ Understand their abilities
 - ✦ **Less** sophisticated
 - ✦ **More** sophisticated







✱ **Less** sophisticated



✱ **More** sophisticated

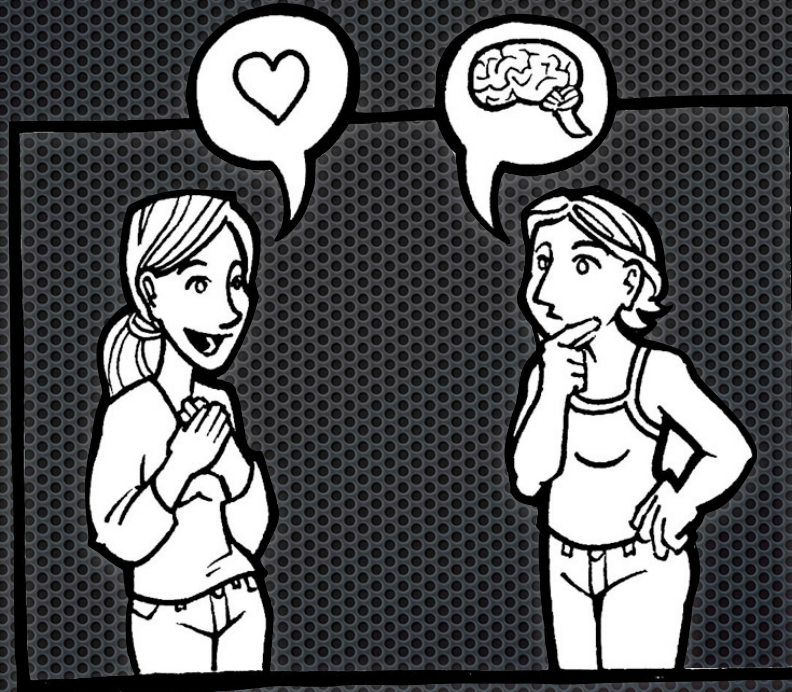
Understand your application

Understand your application

- ✦ Focus on your value-add and core strength

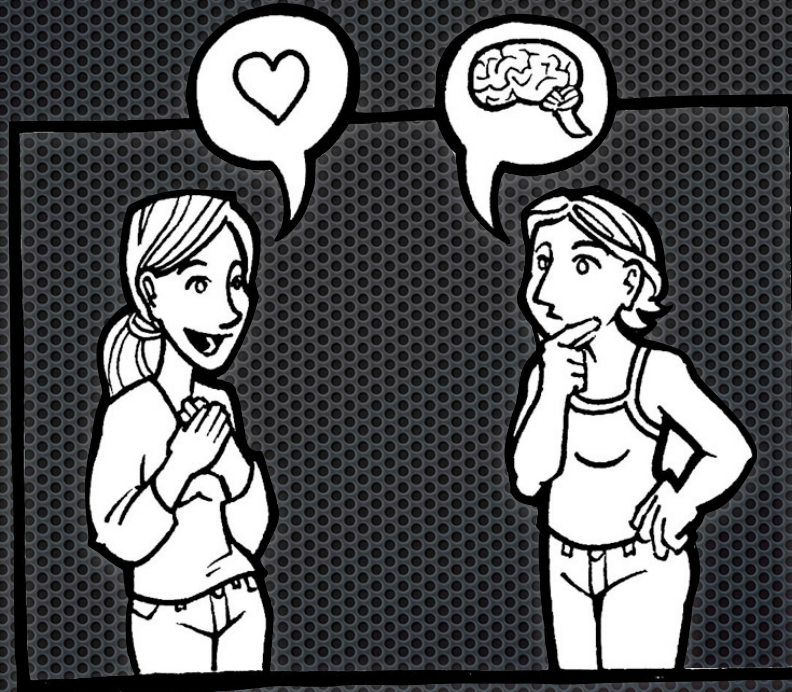
Understand your application

- Focus on your value-add and core strength



Understand your application

- Focus on your value-add and core strength



ถามตัวเองก่อน!

What is your core value?

What is your customer core Value?

Understand your application

Understand your application

- ✦ Focus on your value-add and core strength
- ✦ Deliver solution not feature
 - ✦ Decide the problem you'll solve
 - ✦ Avoid feature cascade

Rule

80 : 20

Rule



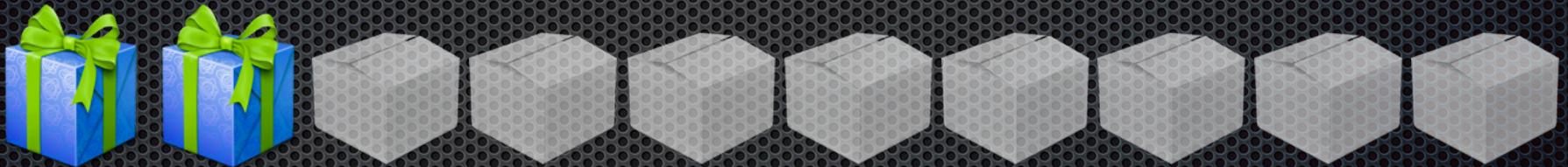


80%



20%

80%



20%

80%



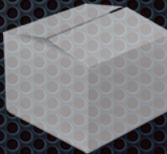
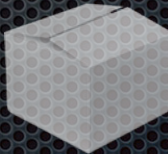
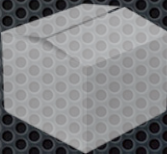
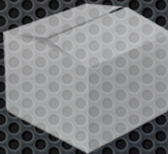
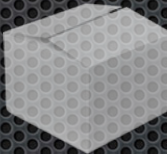
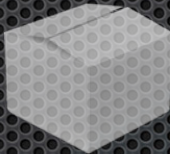
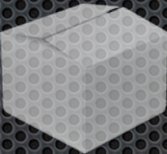
20%

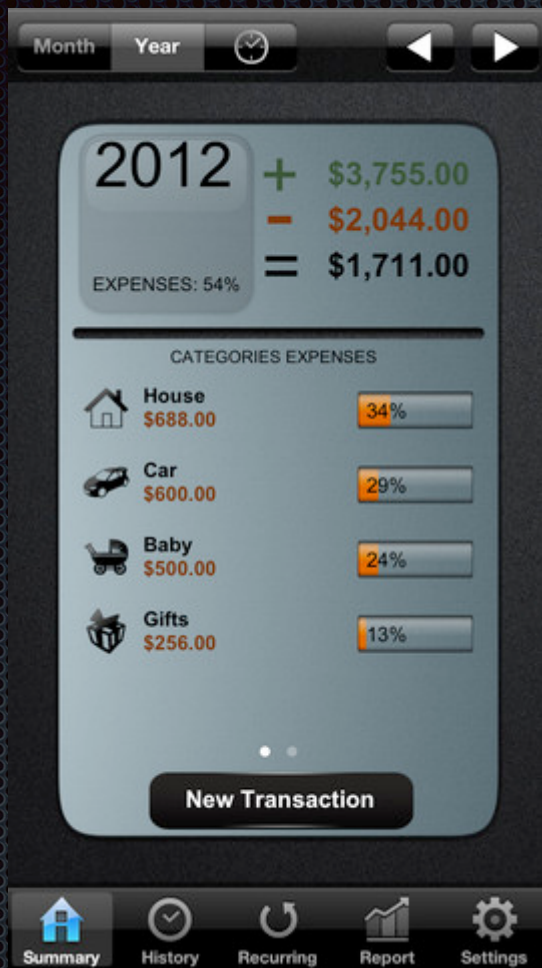
80%



20%

I want abc!





2012

+

\$3,755.00

-

\$2,044.00

=

\$1,711.00

EXPENSES: 54%

CATEGORIES EXPENSES



House

\$688.00

34%



Car

\$600.00

29%



Baby

\$500.00

24%



Gifts

\$256.00

13%

New Transaction



Summary



History



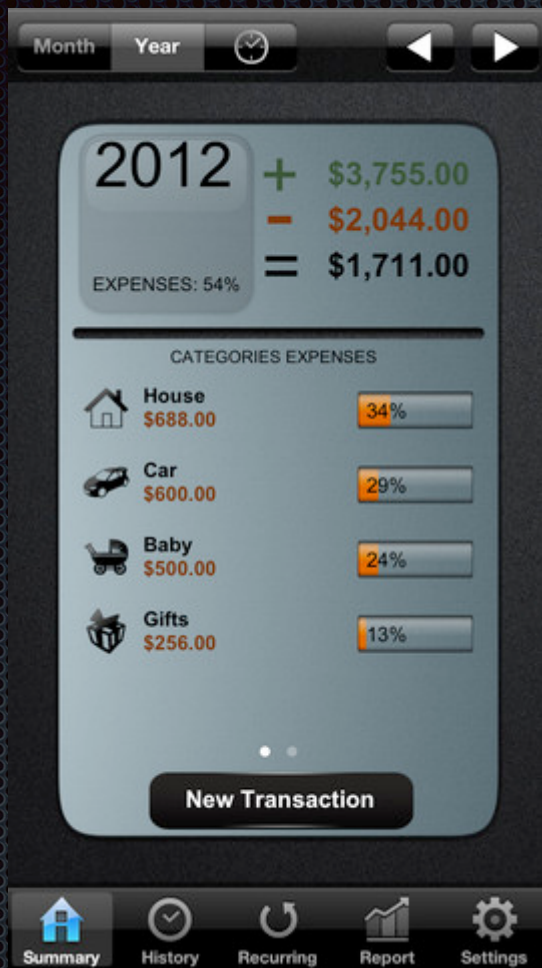
Recurring

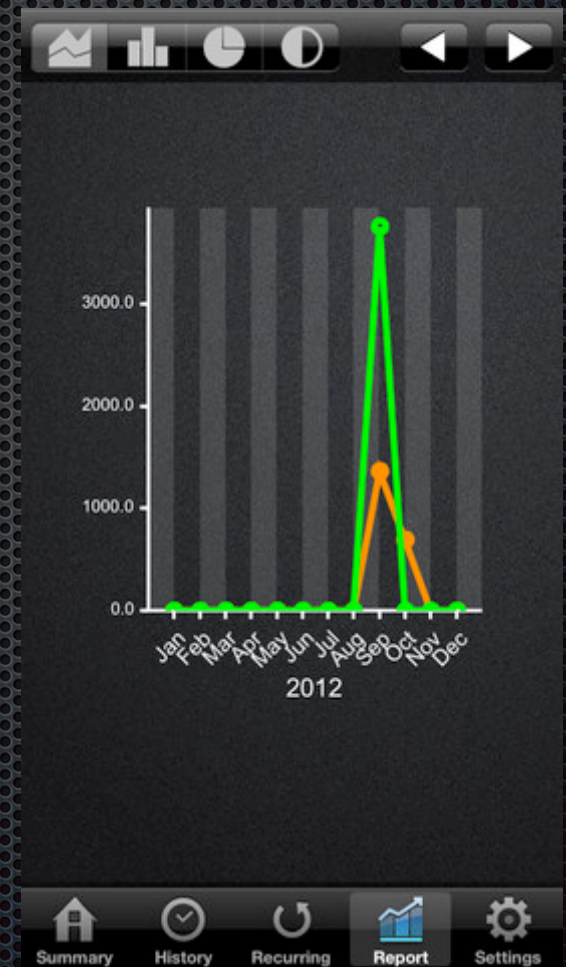
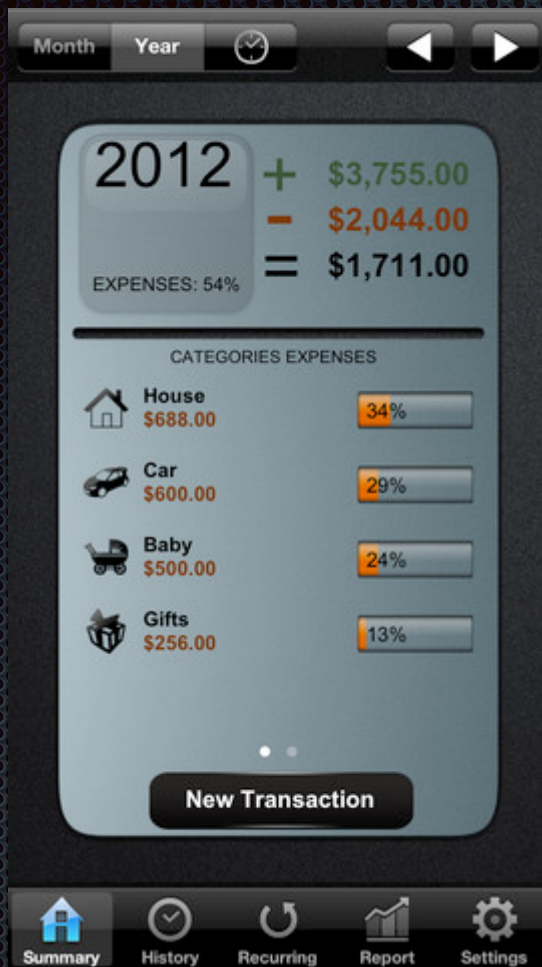


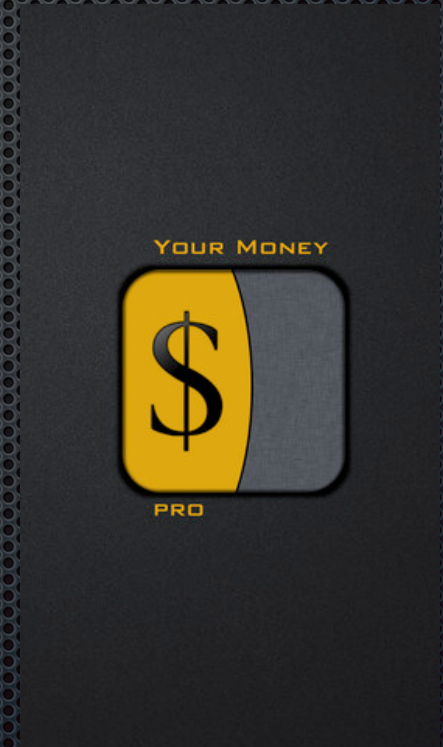
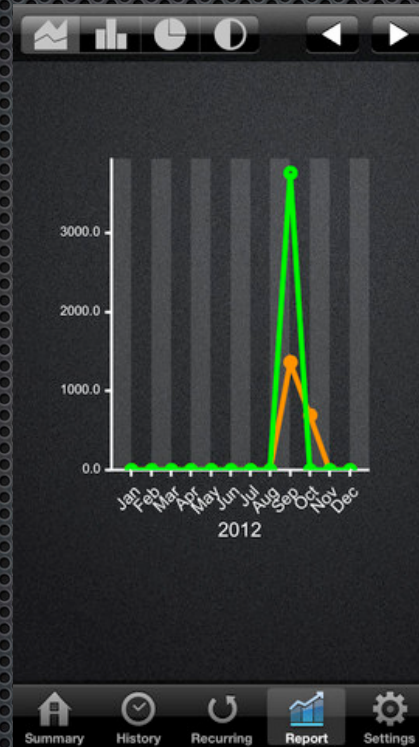
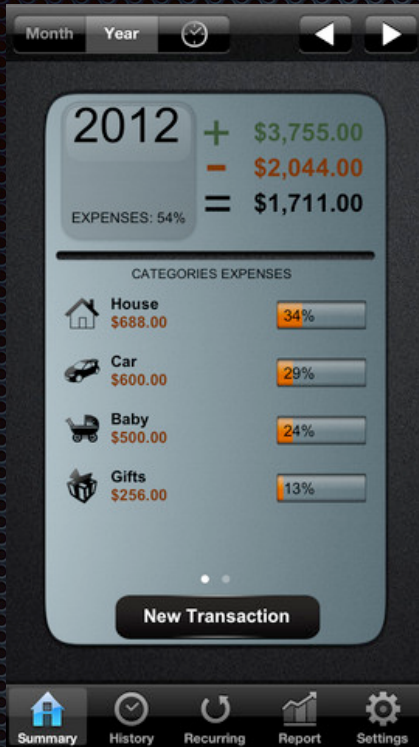
Report

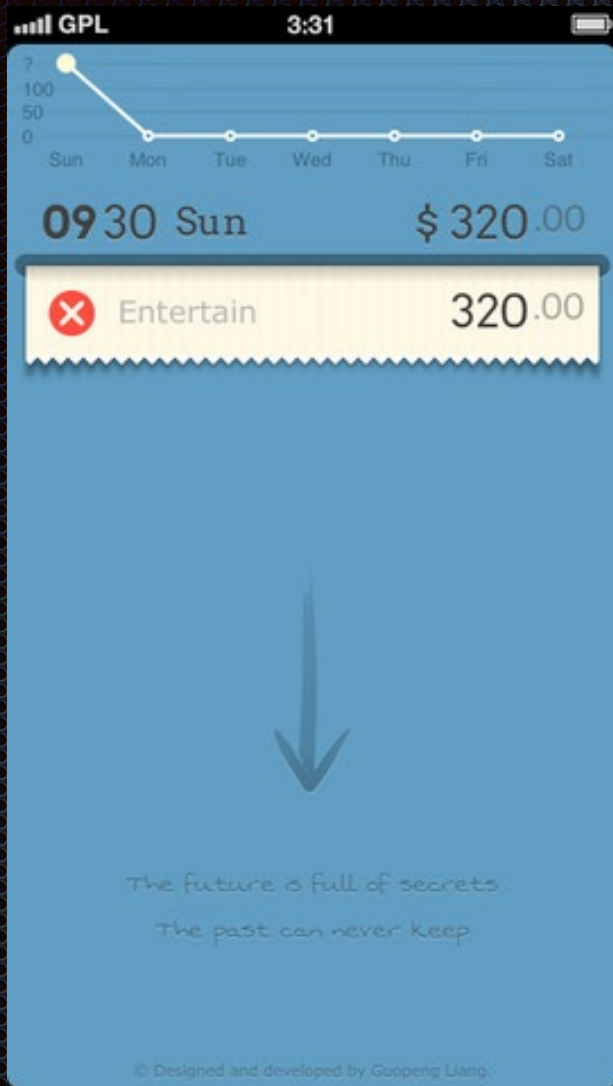


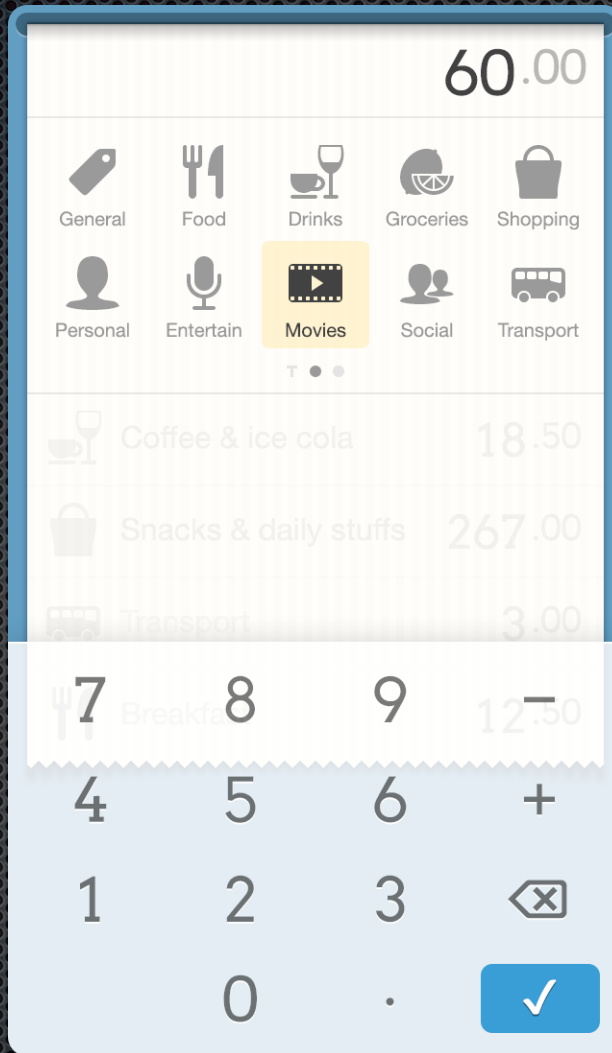
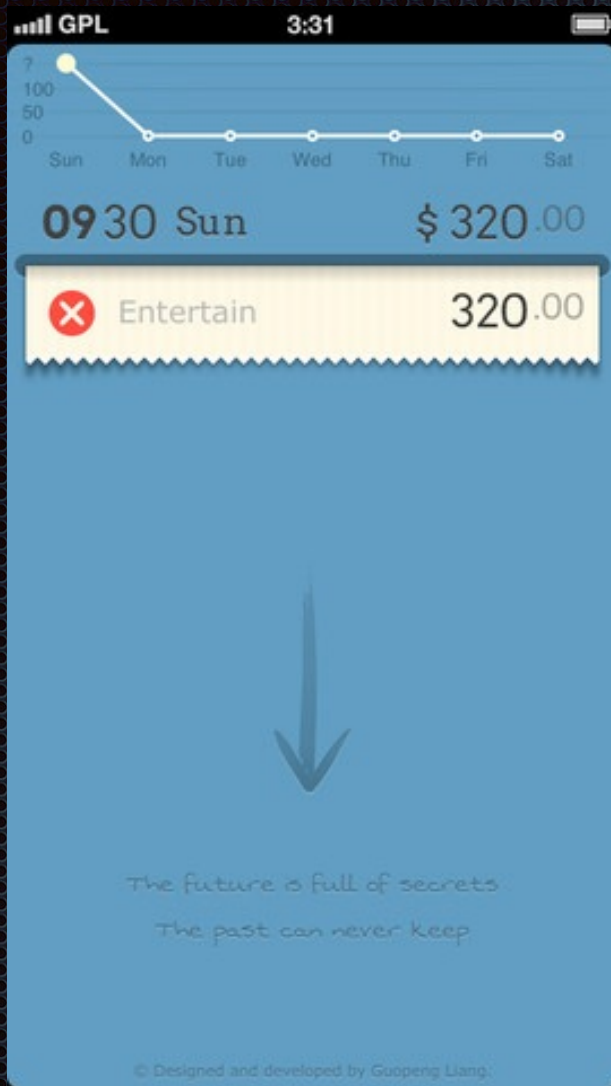
Settings

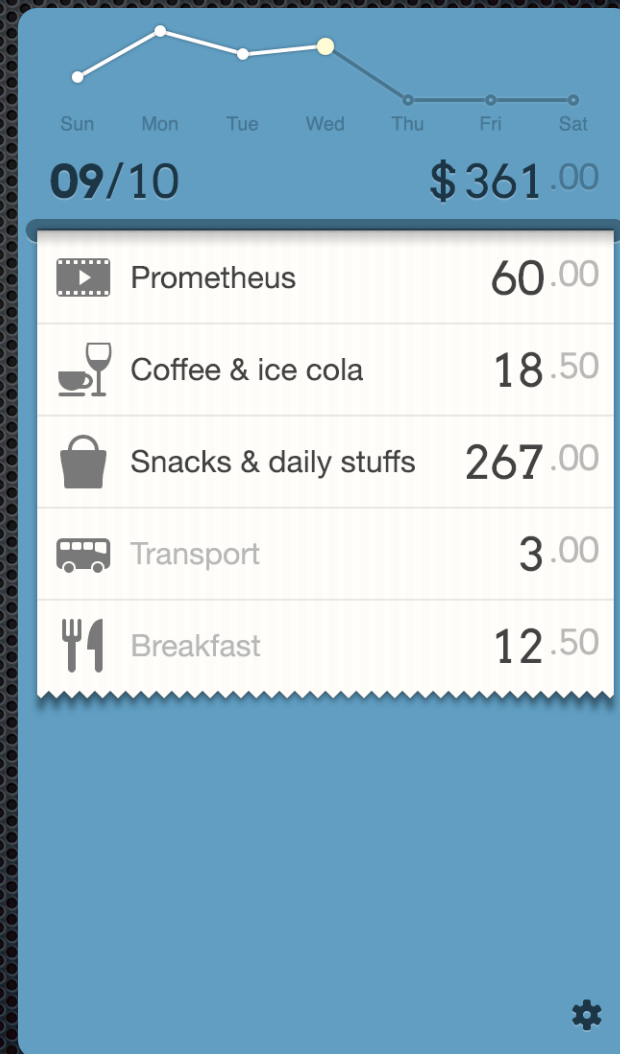
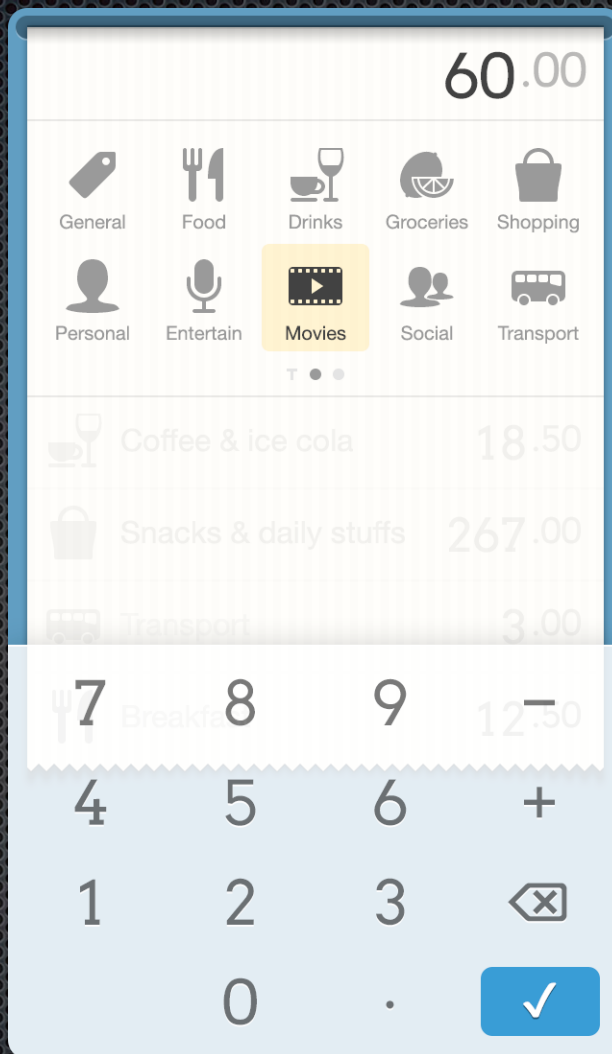
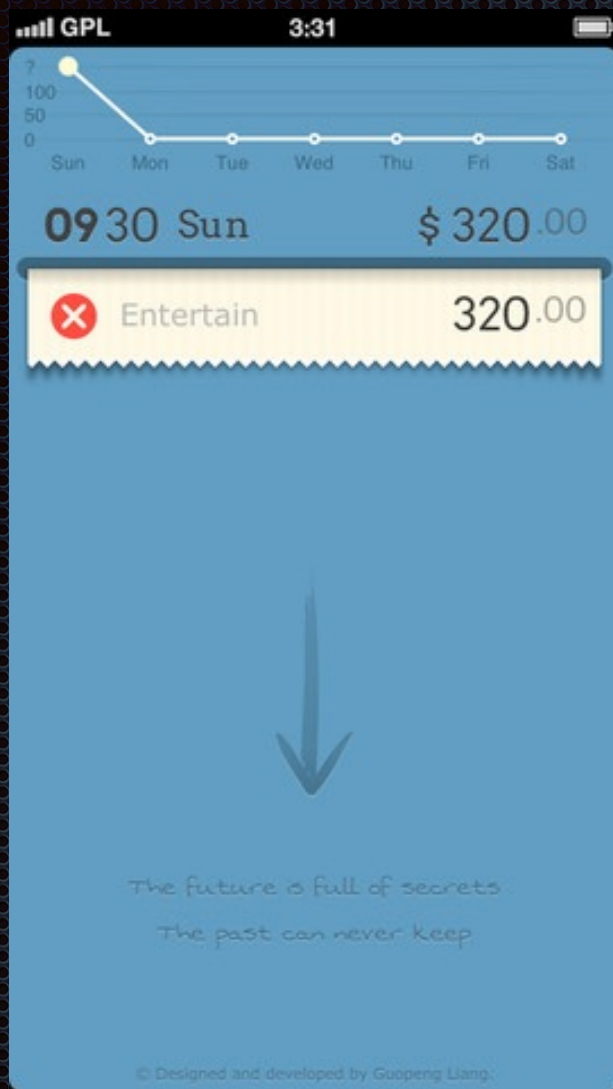


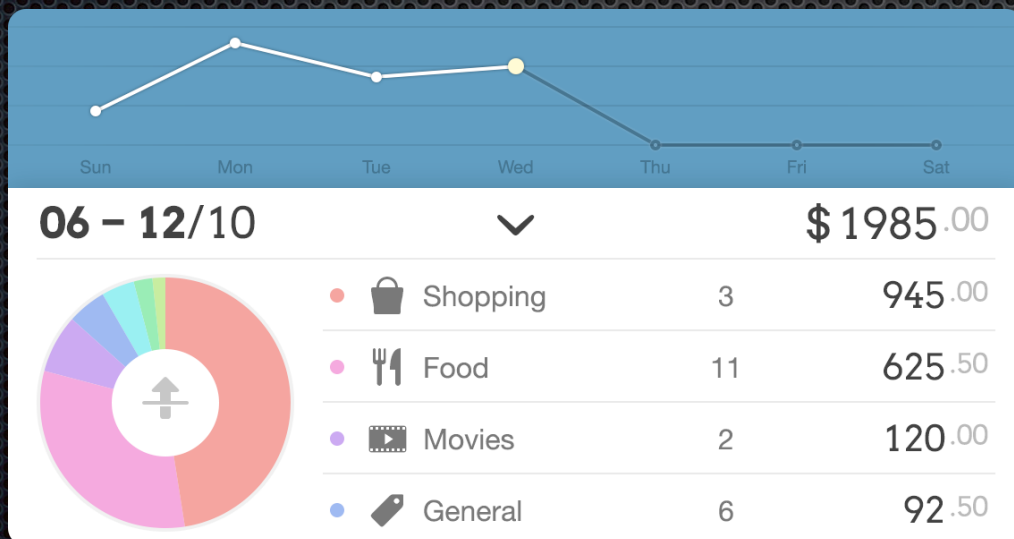
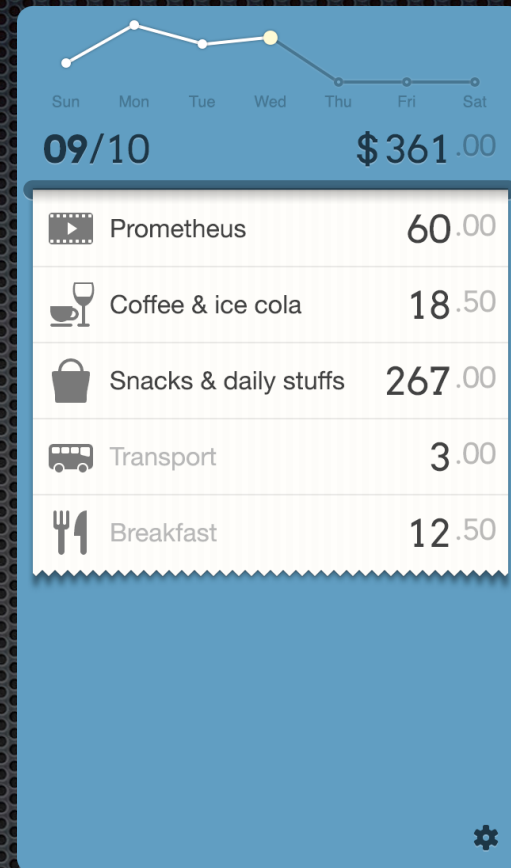
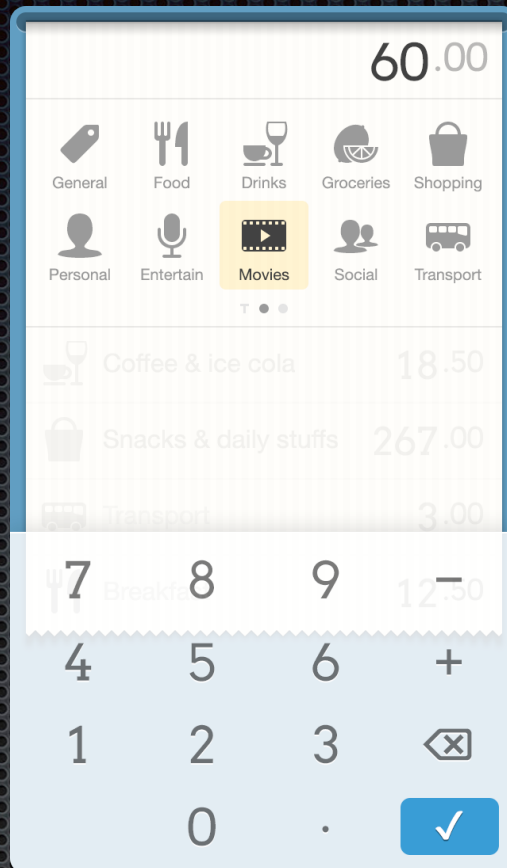
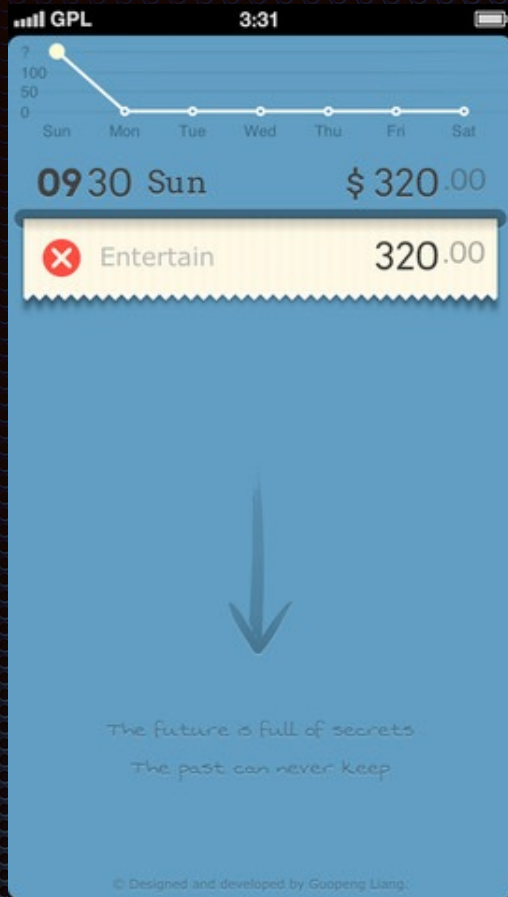




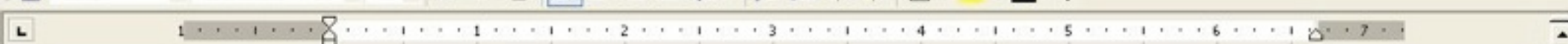








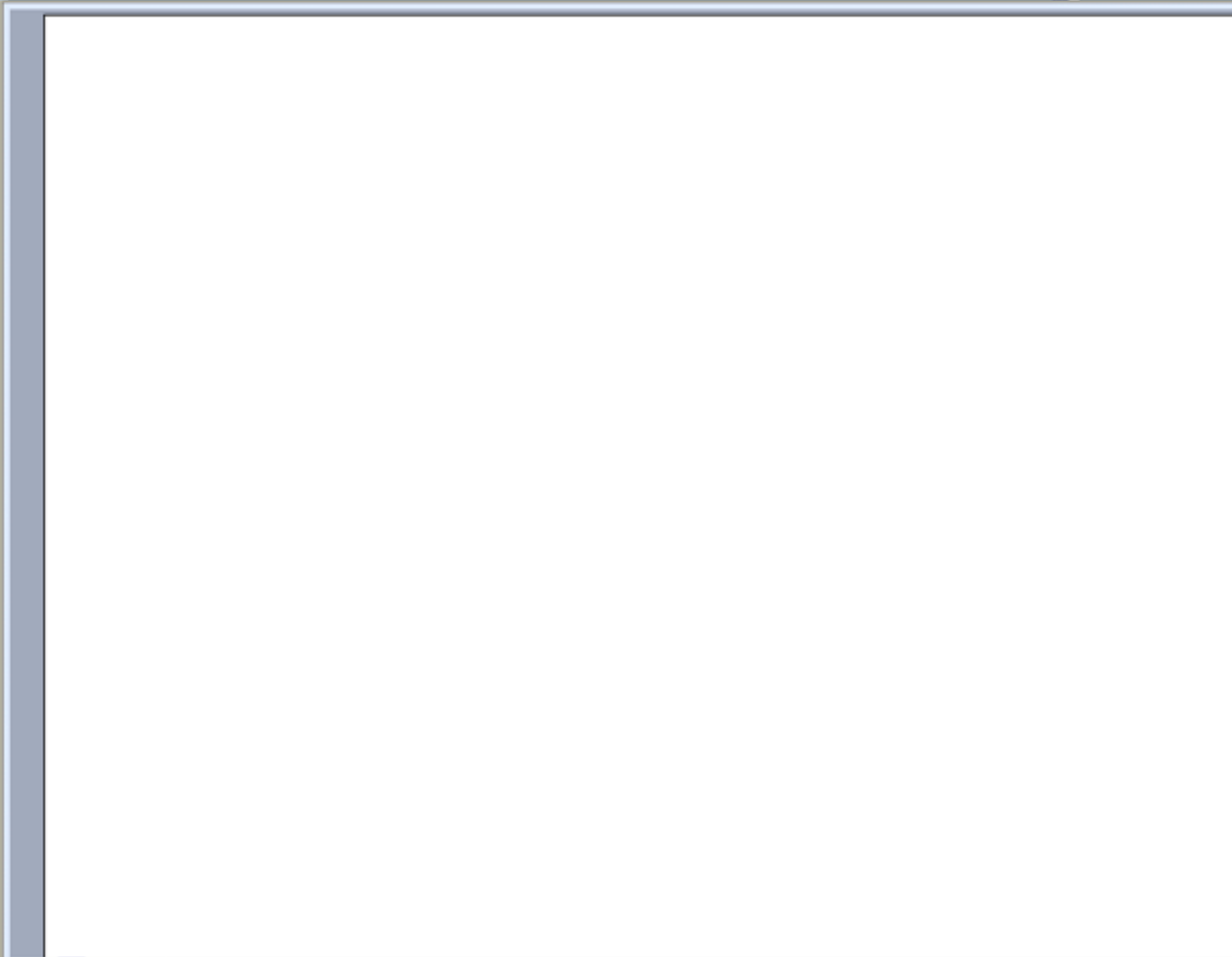
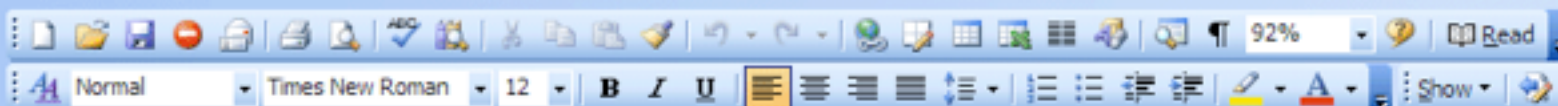
DAILYCOST



WILL

THIS DEED WILL made this 18th September, 2012 by me Smt SUSHILA DEVI W/O of LATE RAMDEO PRASAD SINGH by faith Hindu, by Occupation House Wife, Permanent Residence of Village- Tenduni (Ward No.-4), P.O & P.S- Bikramganj, Dist.- Rohtas, Bihar, at present residing at Sector-3/D, Qr. No.- 125, P.O & P.S - B.S.City, Dist.- Bokaro, Jharkhand, (here





Getting Started



- Welcome to the Office 11 Beta
- Enter a bug
- Automatically update this list from the web
- More...

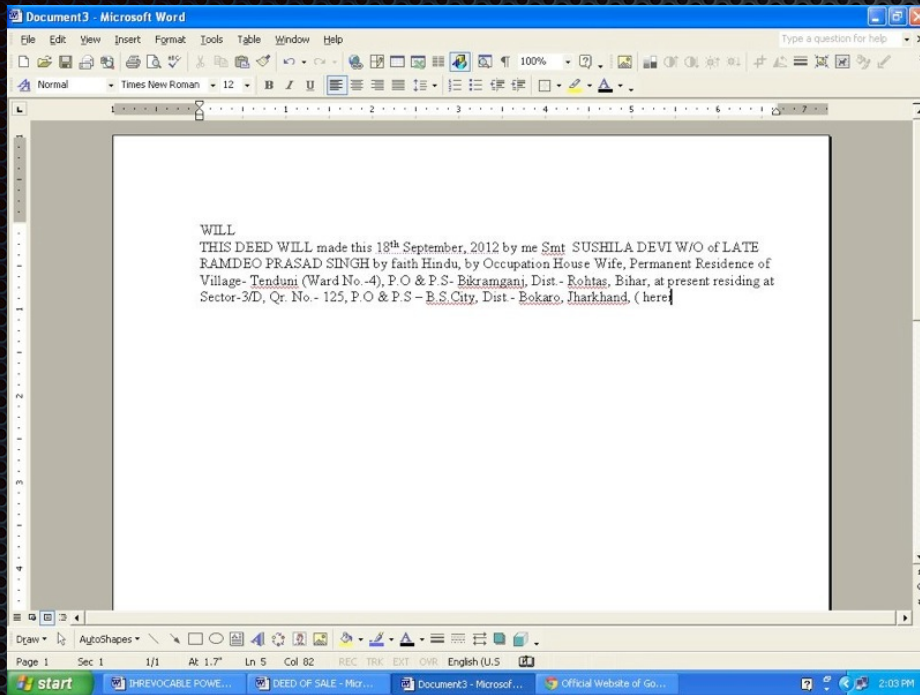
Search:

Example: "monthly calendar template"

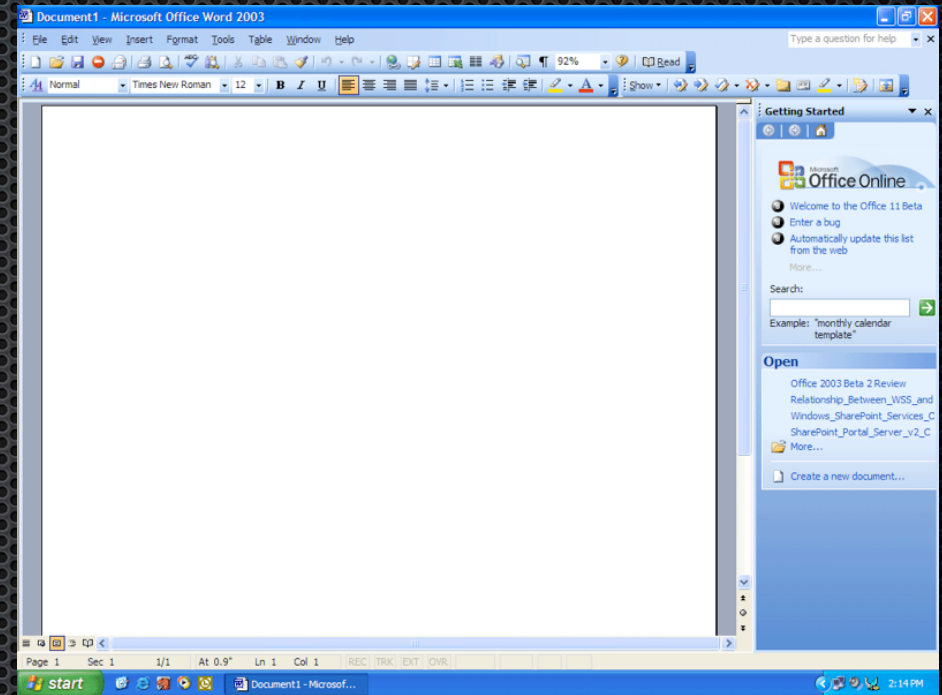
Open

- Office 2003 Beta 2 Review
- Relationship_Between_WSS_and_Windows_SharePoint_Services_C
- SharePoint_Portal_Server_v2_C
- More...

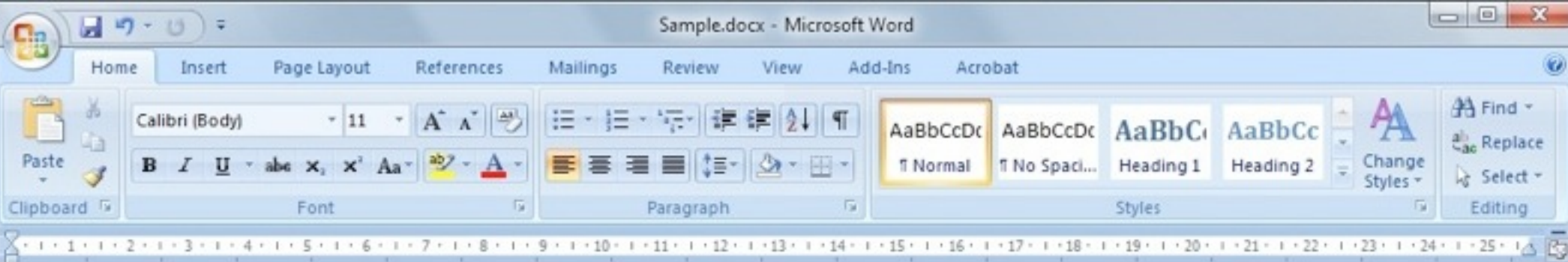
Create a new document...



MS Word 2001



MS Word 2003

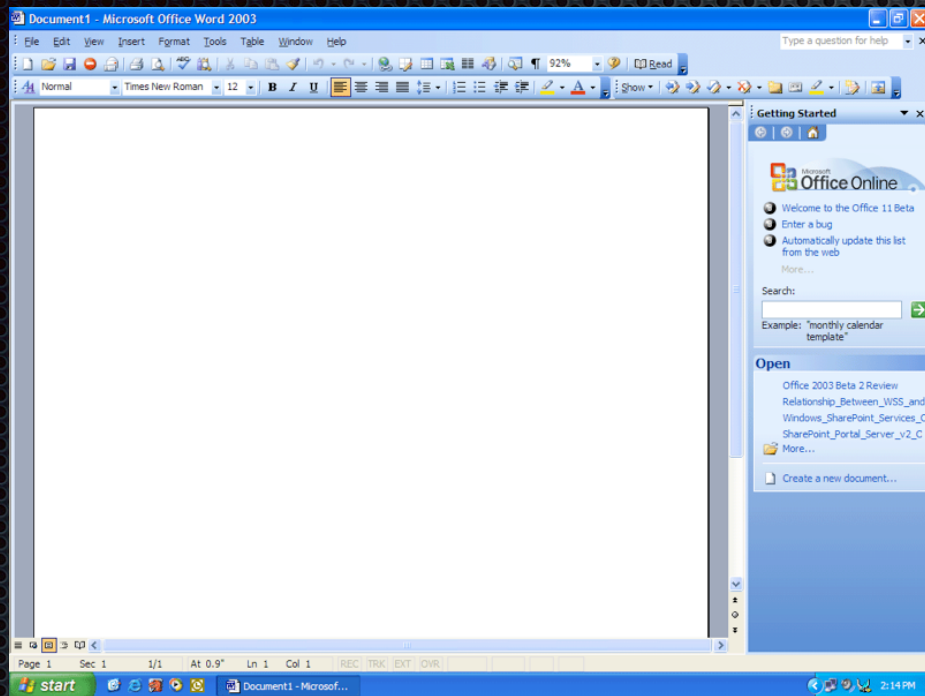


Dear [firstname][lastname],

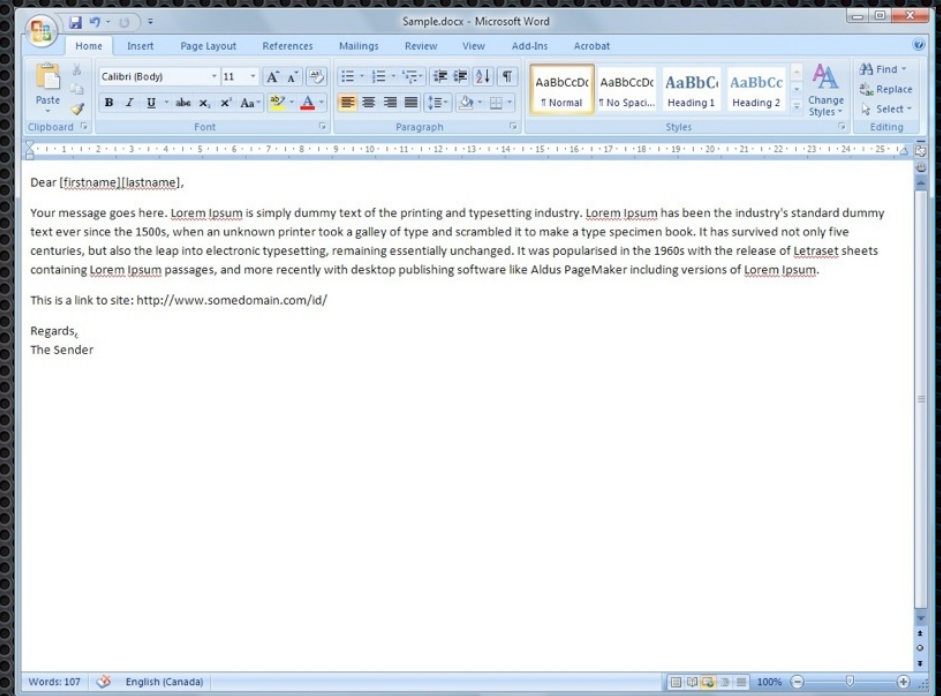
Your message goes here. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

This is a link to site: <http://www.somedomain.com/id/>

Regards,
The Sender



MS Word 2003



MS Word 2007

The cost of feature

- More bug
- More complexity
- More support
- More wasted time
- Higher opportunity cost

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance							
Response							
Elegant							
Attractive							
Easy to use							
Adaptive							
Compatible							
Mobile							
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance							
Response							
Elegant							
Attractive							
Easy to use							
Adaptive							
Compatible							
Mobile							
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance							
Response							
Elegant							
Attractive							
Easy to use							
Adaptive							
Compatible							
Mobile							
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance							
Response							
Elegant							
Attractive							
Easy to use							
Adaptive							
Compatible							
Mobile							
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•						
Response	•						
Elegant							
Attractive	•						
Easy to use	•						
Adaptive							
Compatible							
Mobile							
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•						
Response	•						
Elegant		•					
Attractive	•	•					
Easy to use	•	•					
Adaptive							
Compatible							
Mobile							
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•						
Response	•						
Elegant		•					
Attractive	•	•					
Easy to use	•	•	•				
Adaptive			•				
Compatible			•				
Mobile			•				
Accessible							

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•						
Response	•						
Elegant		•					
Attractive	•	•		•			
Easy to use	•	•	•	•			
Adaptive			•				
Compatible			•				
Mobile			•				
Accessible				•			

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•				•		
Response	•						
Elegant		•					
Attractive	•	•		•			
Easy to use	•	•	•	•	•		
Adaptive			•		•		
Compatible			•				
Mobile			•		•		
Accessible				•	•		

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•				•	•	
Response	•					•	
Elegant		•					
Attractive	•	•		•		•	
Easy to use	•	•	•	•	•		
Adaptive			•		•		
Compatible			•			•	
Mobile			•		•	•	
Accessible				•	•		

Understand Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	•				•	•	•
Response	•					•	
Elegant		•					
Attractive	•	•		•		•	
Easy to use	•	•	•	•	•		
Adaptive			•		•		•
Compatible			•			•	
Mobile			•		•	•	•
Accessible				•	•		

Understand Your Market's Priorities

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High-Performance	3				2	1	1
Response	2					2	
Elegant		3					
Attractive	1	2					
Easy to use		1	2	1			
Adaptive							2
Compatible			1	3	3	3	
Mobile							3
Accessible			3	2	1		

1	Planing
2	Great first impression
3	The Fundamental
4	Design for platform
5	Kaizen

Persona workshop

What is **PERSONA**?

A persona represents a cluster of users who exhibit similar behavioral patterns in their purchasing decisions, use of technology or products, customer service preferences, lifestyle choices, and the like. Behaviors, attitudes, and motivations are common to a "type" regardless of age, gender, education, and other typical demographics. In fact, personas vastly span demographics.

Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท

Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท



Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท



Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท



Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท



Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท

Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท

Interactive Persona

Persona

Marketing Persona

อายุ 20-25 ปี

เป็นคนชอบค้นหาอะไรใหม่ๆ

ใช้ internet วันละ 2 ชั่วโมง

เงินเดือน 10K - 20K บาท

Interactive Persona



นายบิงโก, อายุ 21, เกิดที่มาเลเซีย,
เล่น facebook ทุกครั้งที่ว่าง,
ใช้เวลาว่างกับเพื่อน, เงินเดือน 20K

jamie

profit conscious Agency MD

worldview

Not sure UX is something I can relate to, I don't really understand it. I'm not sure it can really help my clients convert more visitors to customers. It could be a fad.

Looking for

I'm looking to hire someone who can improve our design process, be it called designer or UX I don't mind, but I need a star.

Not looking for

People who claim things they can't deliver, unorganised creatives without a sense of marketing and client relations.

Next experience

I hope it will be easier than last time and I will benefit more for hiring someone for UX.

Last experience

Last time it was very difficult to find someone. There were so many wannabe designers with too much creativity and little organisation.

Motivation

I want to give my clients very well thought through websites that will convert visitors to customers and increase sales.

Demotivation

I'm not sure it's worth the effort to go through the hiring process again.



See my user journey

An overheard discussion with a colleague:

What are you up to this weekend Jamie?

I'll get my thoughts sorted... Playing with the kids. You know, things like that.

Good stuff. By the way, are we actually going to do something with this UX thing?

Yeah I know this new client is quite keen on getting a User Experience review of his website. Well, I thought we could hire someone new to get a fresh view. What do you think?

You mean George is not good enough?

George is a nice bloke but he has a very strict style and not all his wireframes come through for clients.

I know what you mean.

I'm just worried if we get someone good he will not bring value to other clients. The other thing is that paying such a top shot will cost a lot for the agency.

Agreed. Well maybe you could have a look around and see.

Will do. Anyway what are you up to this weekend?

Manchester United playing.

His questions

How much should I spend on UX?

How to make our designs better?

Why can't my clients see sales increase?

Should I hire someone new or try to train my current UX guy?

When will I see real value out of UX?

Will UX generate more sales for my clients?





Mariana

Au pair & Psychologist

Age: 22

Status: Single

Devices:  

OS: Windows 8 - Android

Diet: Omnivore

Income: \$2500 / Monthly

Mariana is an Au pair and psychologist in San Francisco, she takes care of 2 kids of a couple that are doctors, she cooks for the kids and half of the day works on her private office as a psychologist.

Over the weekend Mariana likes going out dancing, she exercises 4 days a week and likes eating healthy and also teaching the kids about the benefits of eating healthy food and balanced meals.

"I feel lighter and more energetic when i eat balanced"

Robert.

"The Veteran"

51 years old / Married / Father of 2 children / Career
Manhasset, New York / Household Income: \$250,000



Member For
Member Because
Spend

5 Years
Concierge, High limit & Travel planning
\$6,667 per month | \$80,000 per year

Robert's Questions

- How much is a business class ticket to Rome with my points?
- Can I get last minute dinner reservation at Per Se?
- Do I need Apple Care or will my card provide a warranty?

Robert's Concern

- Are these travel benefits really that valuable to me?



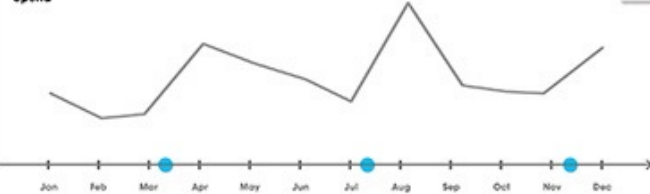
Robert's Activity



Major Purchases



Spend



Benefits Leveraged

Reservations at Per Se

Amex gift certificate

Extended Warranty

Also a member of

NYU Alumni

AMERICAN BAR ASSOCIATION



Shelter Rock
Tennis & Country Club

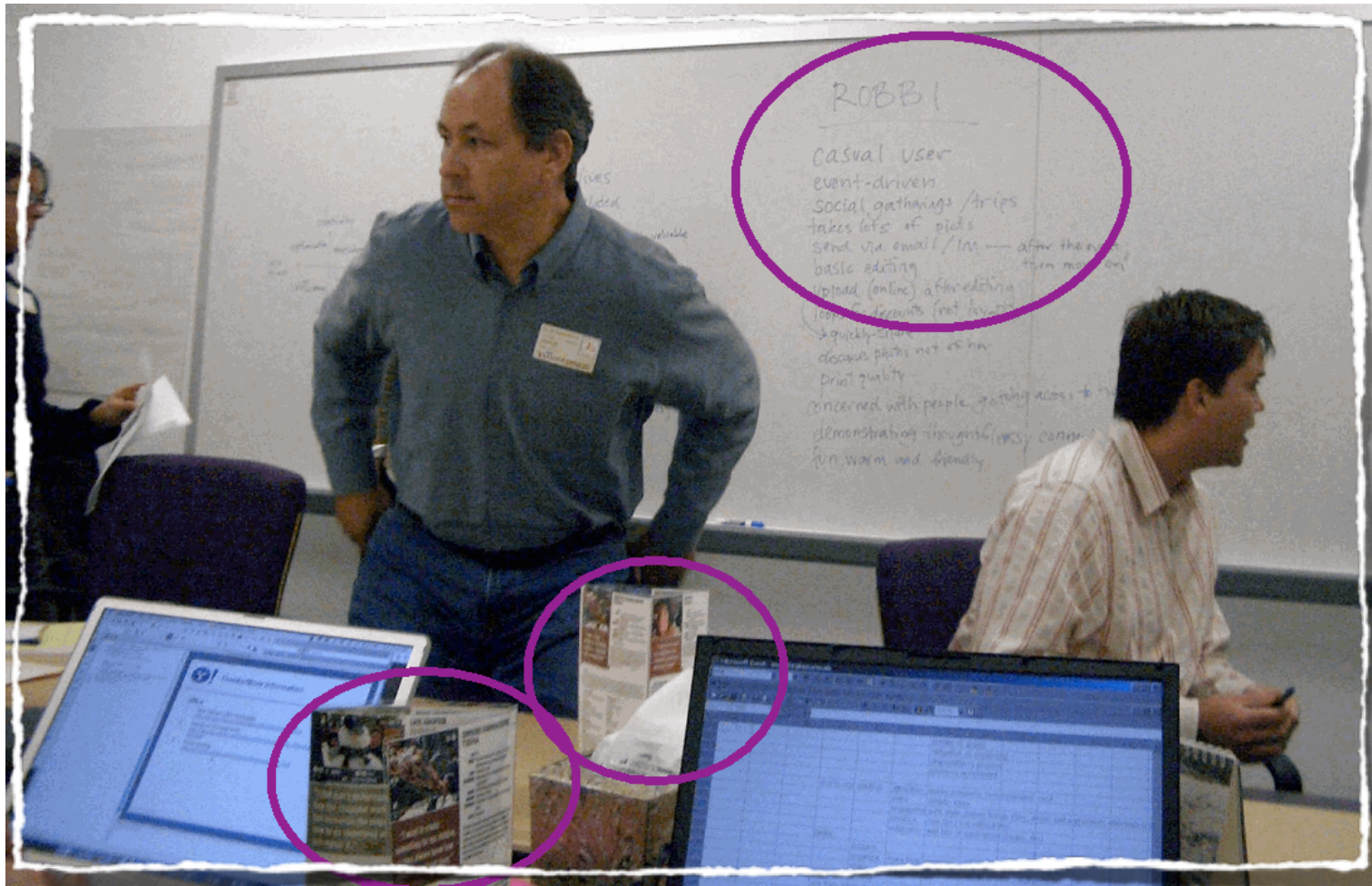
Reads

The New York Times

Wine Spectator

Devices



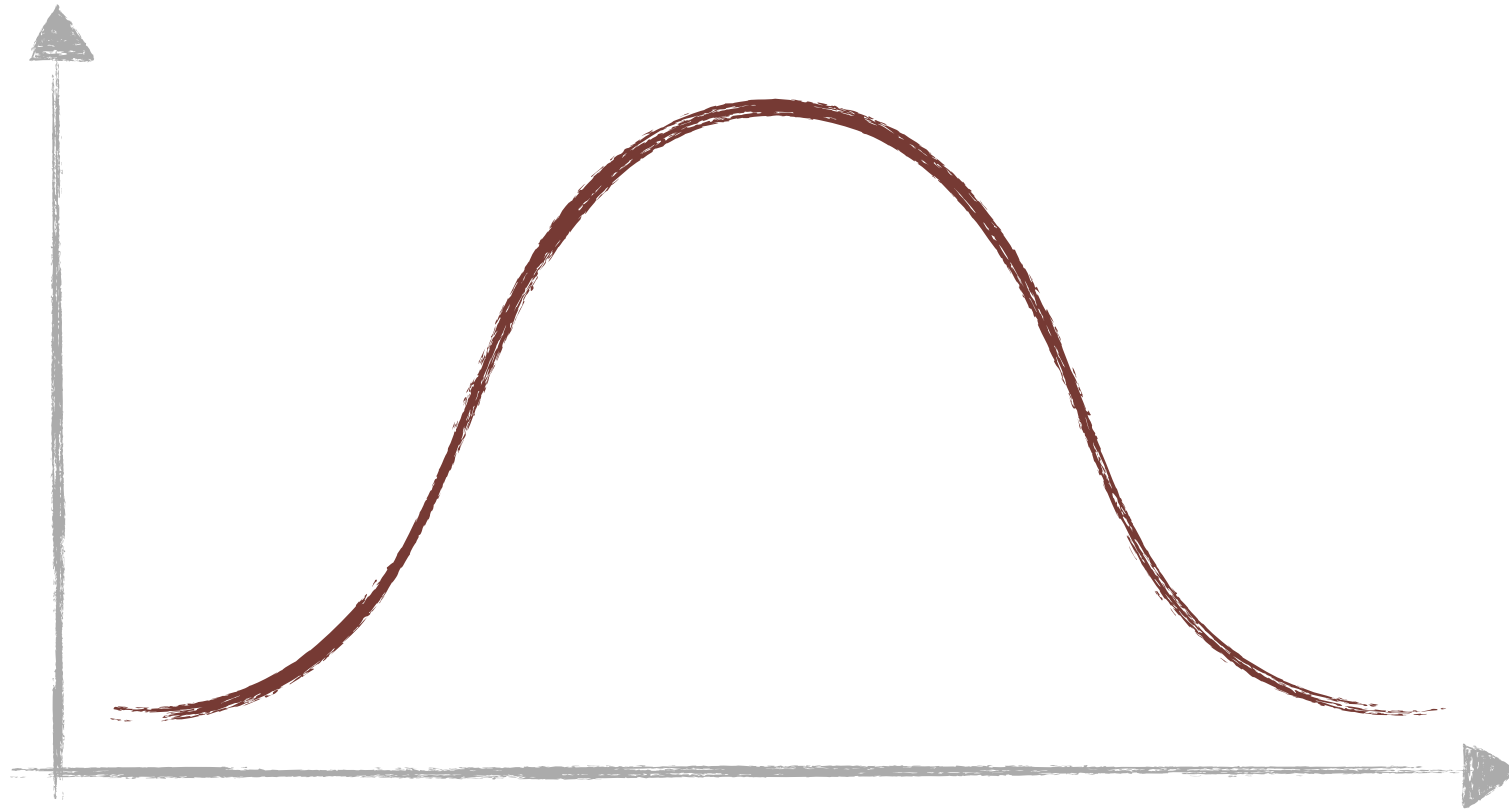


Yahoo

รูป	ชื่อ	อายุ
ที่อยู่	อาชีพ	ประวัติ

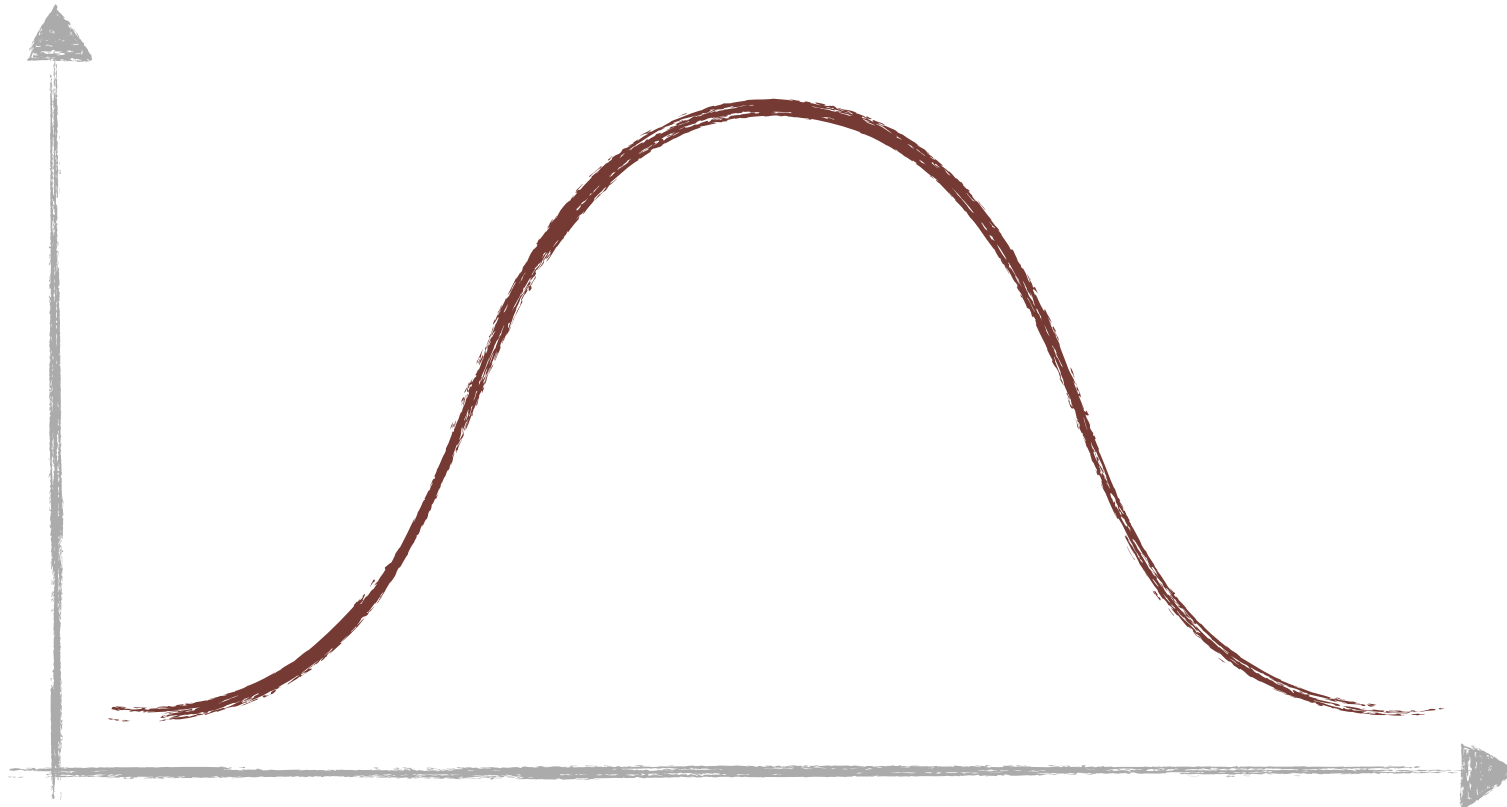
Create first persona

people



Target

people



Target

25

35

Age

25,000

100,000

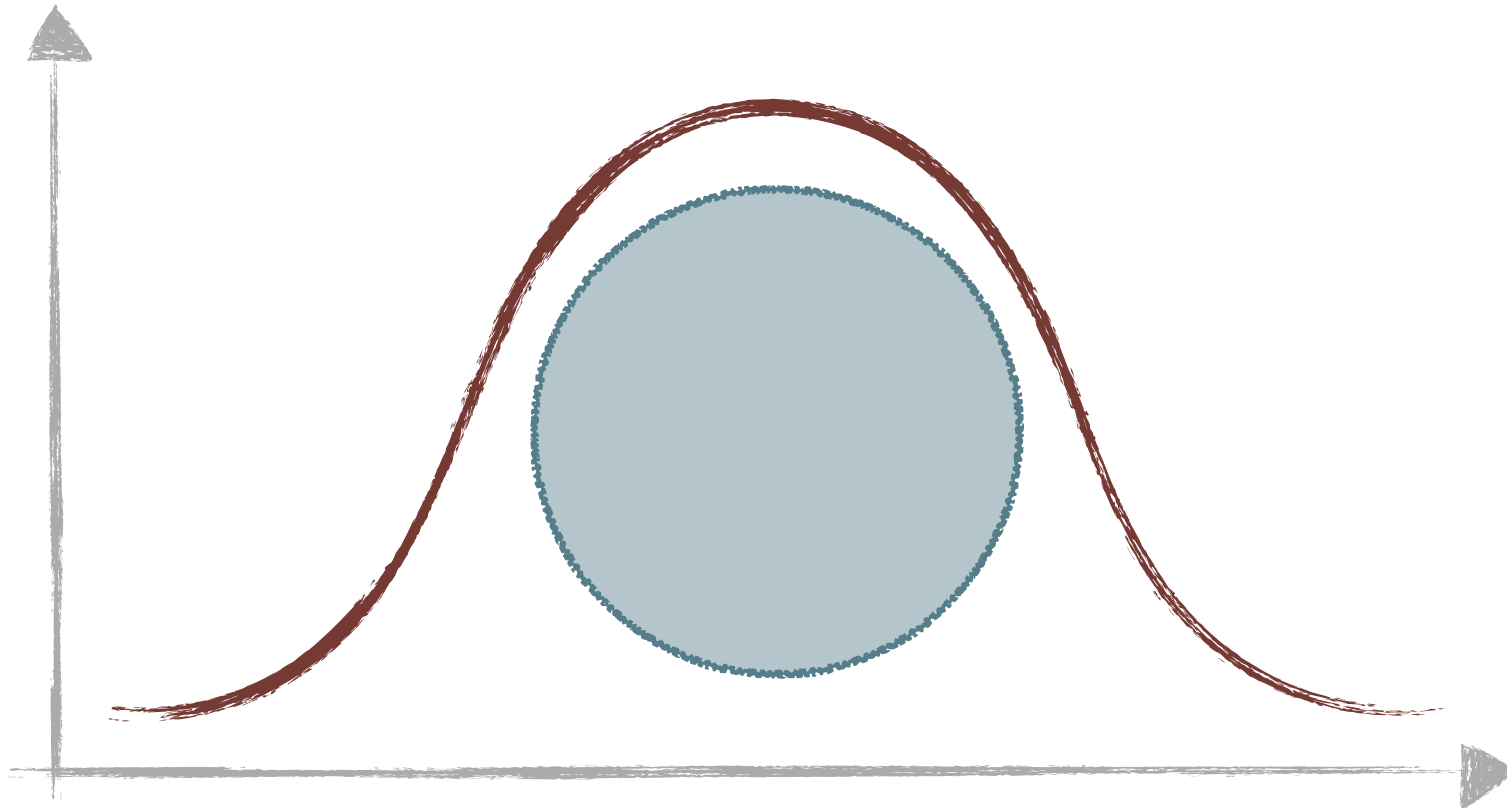
Salary

10%

80%

Saving

people



25

25,000

10%

35

100,000

80%

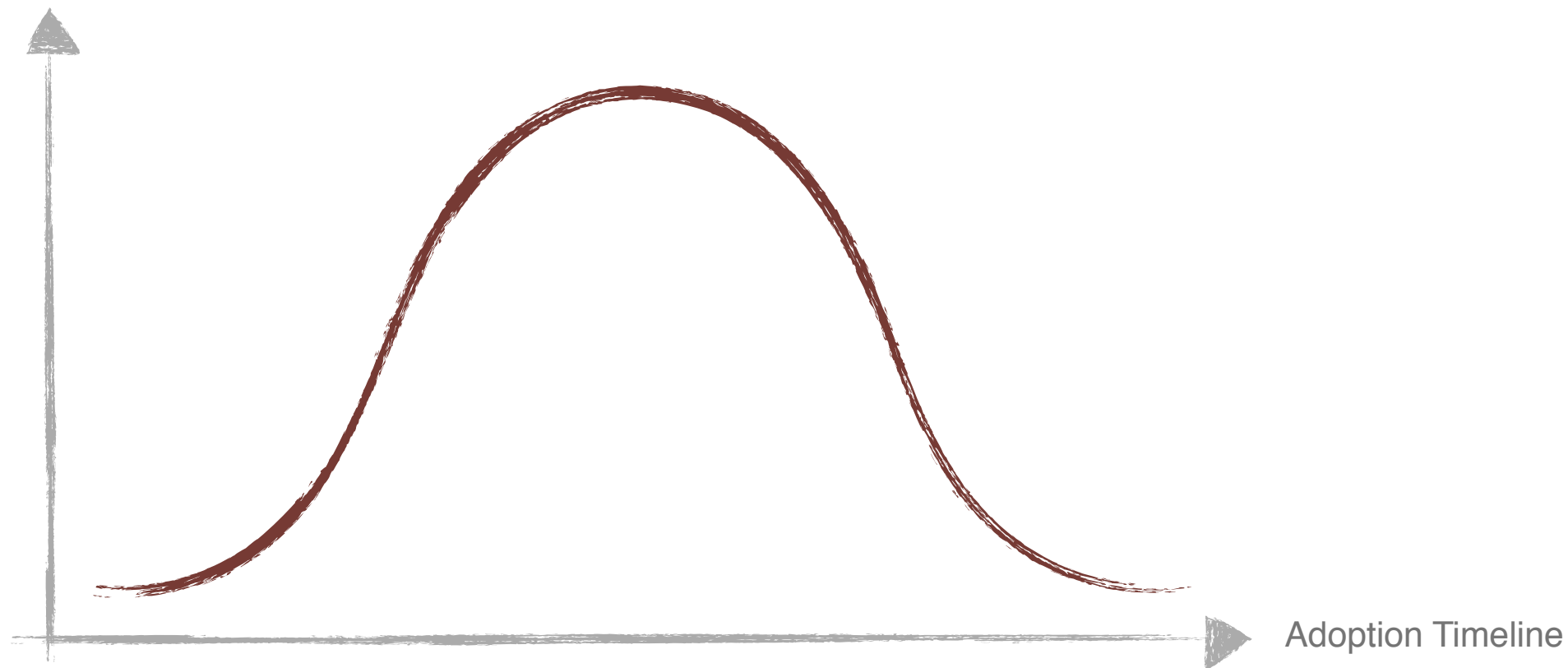
Target

Age

Salary

Saving

people

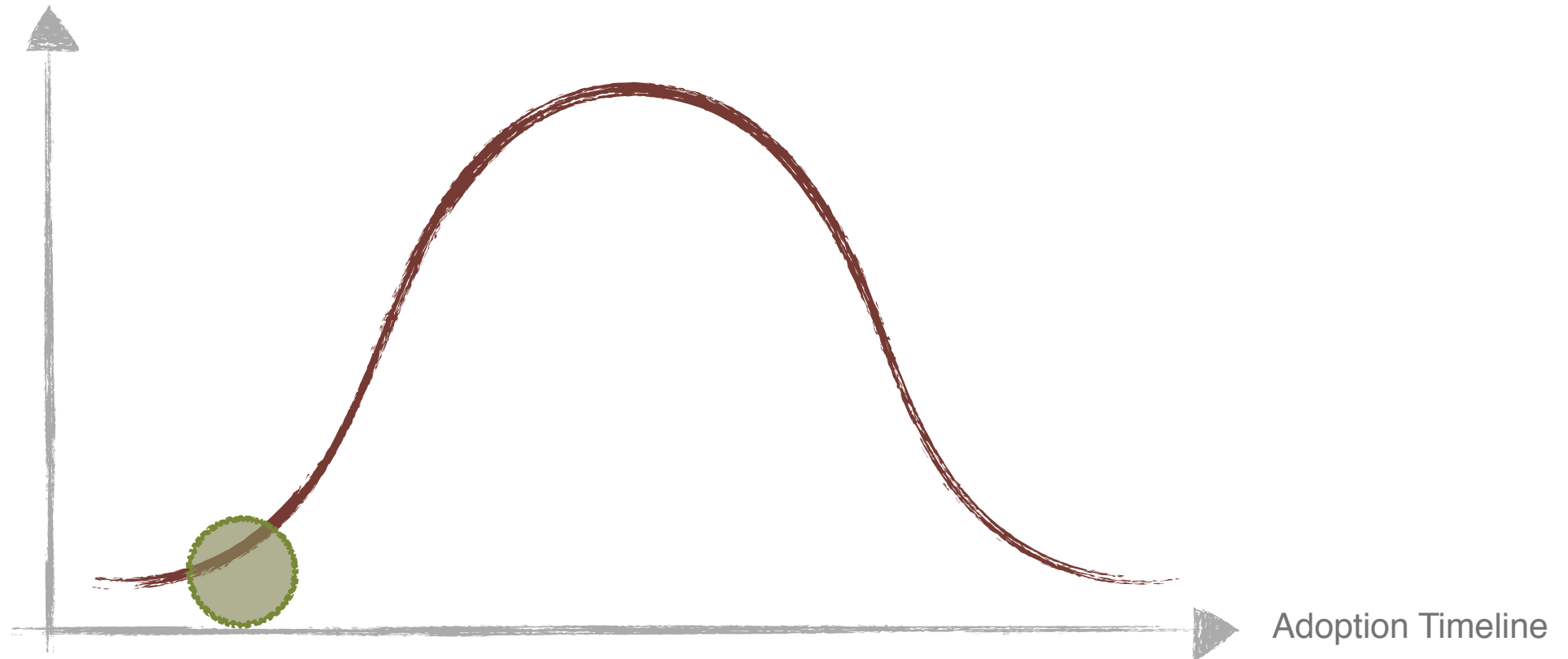


First
Mover

Follower

Don't
Move

people

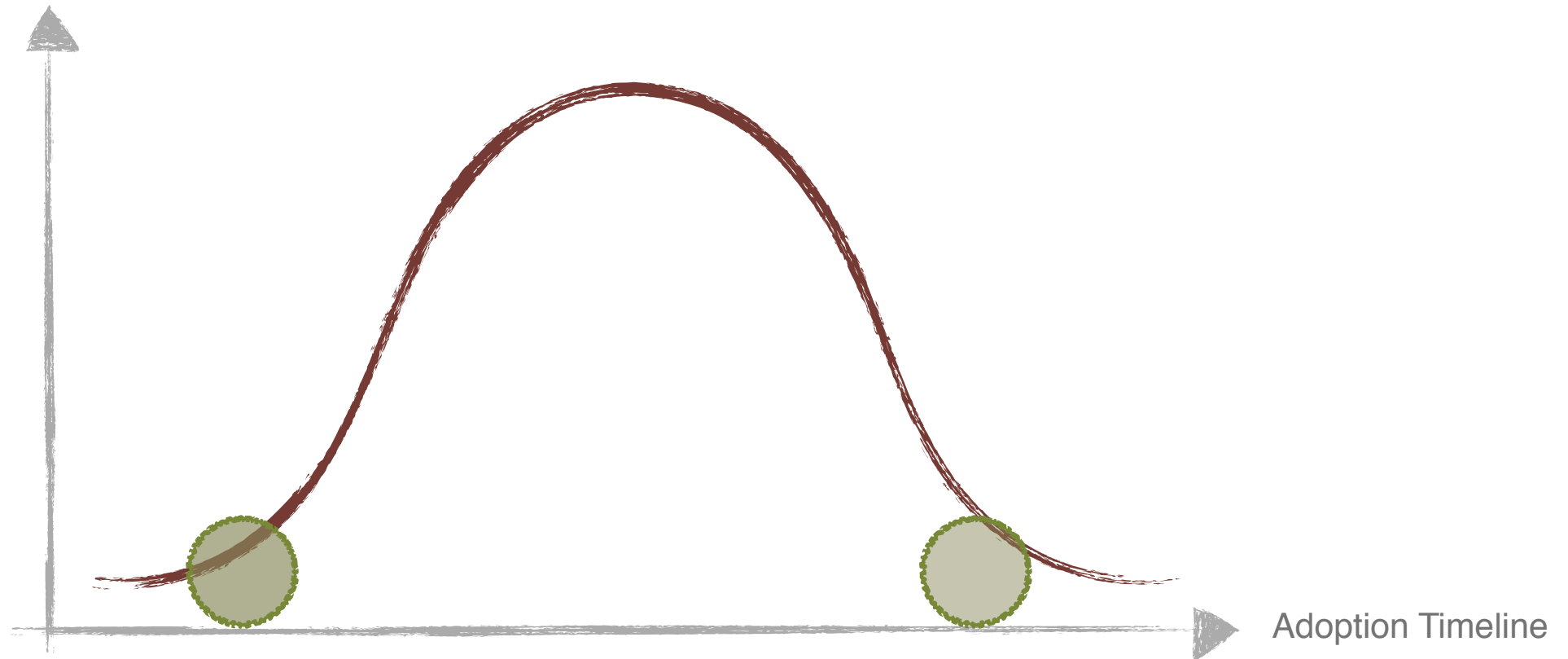


First
Mover

Follower

Don't
Move

people

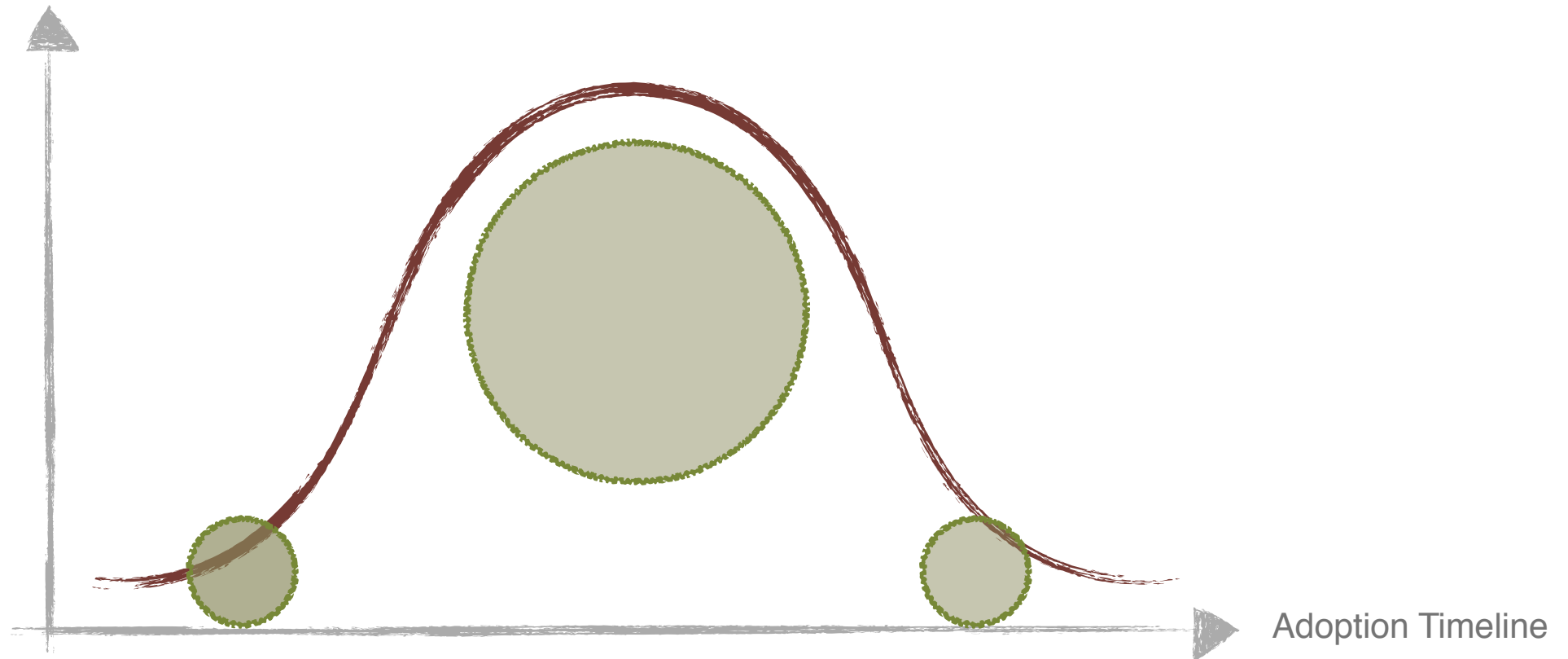


First
Mover

Follower

Don't
Move

people

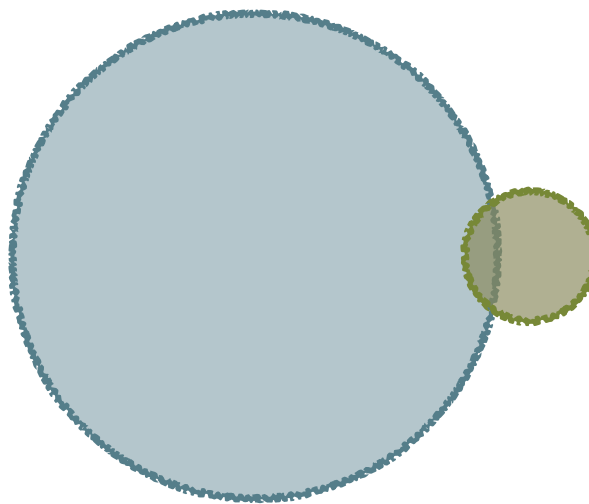


First
Mover

Follower

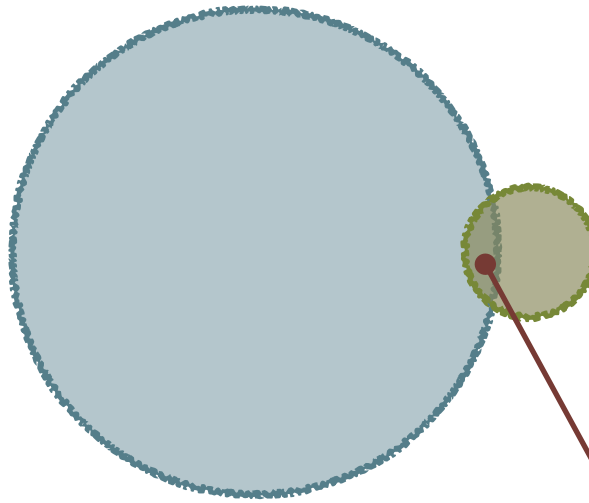
Don't
Move

Market Target



First Mover

Market Target



First Mover

Your persona

รูป	ชื่อ	อายุ
ที่อยู่	อาชีพ	ประวัติ

Create first persona

People



Persona

Problems

เป็นไปได้มั้ยที่เราจะทำให้ผู้
ใช้ไม่ลืมบันทึกค่าใช้จ่าย?

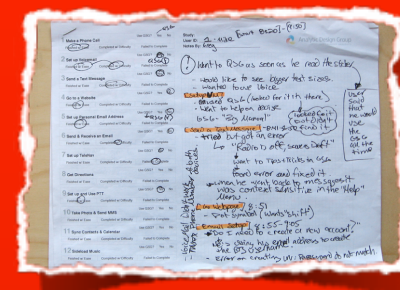
How might we ...

Possibility



Quantity > Quality

Path



Prototype



ชื่อเล่นว่า หมาย
35 โสด

ทำงานที่บ้าน
นายหน้าค้าส่ง
- เสื้อผ้า
- เครื่องประดับ



อยากรวย

หุงดหังดง่าย

โสด

ชอบบริจาคแต่มักเสีย ใจภายหลัง

ทำงาน 7 วัน
ไม่มีเวลาเที่ยว

เริ่มดูแล page บน facebook ไม่ไหว

เจอคนเบี้ยวหนี้

อยากขายของแบบไม่ผ่านตัวแทน

ไม่มีคนเที่ยวด้วย

ของค้างในตู้เย็น

ชื่อของไม่ได้ใช้มากมาย

ไม่ได้ออกจากบ้าน

เสียเวลาคุยโทรศัพท์กับลูกค้านาน

ติดกาแฟ

ปลาที่เลี้ยงไว้ตาย

Problems

เพราะว่า
เป็นไปได้อีก
.....

เพราะว่า **ซื้อ**ของมาแล้วไม่ได้ใช้
เป็นไปได้อีก **ที่จะทำ** ให้คนอื่นมาขอซื้อของพวกเขา

เพราะว่า **ไม่มี**คนไปเที่ยวด้วย
เป็นไปได้อีก **ที่จะทำ** ให้ไปเที่ยวคนเดียวแล้วสนุก

Create your problems

เพราะว่า
เป็นไปได้อีก
.....

เพราะว่า ซื้อของมาแล้วไม่ได้ใช้
เป็นไปได้อีก ที่จะทำ ให้คนอื่นมาขอซื้อของพวกนั้น

เพราะว่า ไม่มีคนไปเที่ยวด้วย
เป็นไปได้อีก ที่จะทำ ให้ไปเที่ยวคนเดียวแล้วสนุก

1	Planing
2	Great first impressions Surprise and delight from the start
3	The Fundamental
4	Design for platform
5	Kaizen

What We Design For...

Read

Pause for reflection

Read

Read

Read

Finally, click on carefully chosen link

Search * | A-Z Index | Feedback | Help | Languages

WELCOME

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

General Conference

General conference was held on Saturday and Sunday, October 3-4, 2009. Audio and video archives of the conference are available. Online text of the conference will be available Thursday. Archives of the general Relief Society meeting are available.

Old Testament Visual Resource DVDs

Enhance your study of the Old Testament with this new set of three DVDs that includes 56 videos, over 300 visual resources (such as interactive charts, quotations, and paintings), and ideas for family home evening study activities. The Old Testament Visual Resource DVDs are designed for use in homes and Church classes. Watch an introductory video to learn more.

Faith in Christ

In "The Living Christ: The Testimony of the Apostles," modern-day prophets and apostles bear witness of the divinity of our Savior, Jesus Christ. You can also learn more at [JesusChrist192.org](#).

Strong Families

In "The Family: A Proclamation to the World," prophets and apostles teach and

Finding Hope

"What is hope and how can it help me?" "What do I need to do to have hope?" Visit the new [Finding Hope](#) topic page for videos, personal stories, and other resources that answer

Prepare a Lesson

Lesson Manuals, Scriptures

Prepare a Talk

Scriptures, Topics

Stake & Ward Web Sites

Announcements, Local Activities

Mormon.org

Basic Doctrines, Live Chat, Free Media Items

Newsroom

Official News &

The Reality...

Look around feverishly for anything that:

a) is interesting, or vaguely resembles what you are looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again

Search * | A-Z Index | Feedback | Help | Languages

WELCOME

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

General Conference

General conference was held on Saturday and Sunday, October 3-4, 2009. Audio and video archives of the conference are available. Online text of the conference will be available Thursday. Archives of the general Relief Society meeting are available.

Old Testament Visual Resource DVDs

Enhance your study of the Old Testament with this new set of three DVDs that includes 56 videos, over 300 visual resources (such as interactive charts, quotations, and paintings), and ideas for family home evening study activities. The Old Testament Visual Resource DVDs are designed for use in homes and Church classes. Watch an introductory video to learn more.

Faith in Christ

In "The Living Christ: The Testimony of the Apostles," modern-day prophets and apostles bear witness of the divinity of our Savior, Jesus Christ. You can also learn more at [JesusChrist192.org](#).

Strong Families

In "The Family: A Proclamation to the World," prophets and apostles teach and

Finding Hope

"What is hope and how can it help me?" "What do I need to do to have hope?" Visit the new [Finding Hope](#) topic page for videos, personal stories, and other resources that answer

Prepare a Lesson

Lesson Manuals, Scriptures

Prepare a Talk

Scriptures, Topics

Stake & Ward Web Sites

Announcements, Local Activities

Mormon.org

Basic Doctrines, Live Chat, Free Media Items

Newsroom

Official News &

ผู้สื่อข่าวรายงานความคืบหน้าการใช้งบกลาง 120,000
ล้านบาท ในมาตรการให้ความช่วยเหลือผู้ประกอบการ
ทั้งนี้ ตามเป้าหมายของรัฐบาล เงินก้อนนี้จะต้องเบิกจ่ายให้
หมดภายในเดือนสิงหาคม 2555 ถ้าหน่วยงานใดใช้ไม่
หมด จะต้องส่งคืนงบประมาณในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้
งบกลาง 120,000 ล้านบาท
ในมาตรการให้ความช่วยเหลือผู้ประสบอุทกภัย
ทั้งนี้ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ
ต้องเบิกจ่ายให้หมดภายในเดือนสิงหาคม 2555
ถ้าหน่วยงานใดใช้ไม่หมดจะต้อง
ส่งคืนงบประมาณในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้

งบกลาง 120,000 ล้านบาท

ในมาตรการให้ความช่วยเหลือผู้ประสบอุทกภัย
ทั้งนี้ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ

ต้องเบิกจ่ายให้หมดภายในเดือนสิงหาคม 2555

ถ้าหน่วยงานใดใช้ไม่หมดจะต้อง
ส่งคืนงบประมาณในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้

งบกลาง **120,000 ล้านบาท**

ในมาตรการให้ความช่วยเหลือผู้ประสบอุทกภัย
ทั้งนี้ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ

ต้องเบิกจ่ายให้หมดภายในเดือน**สิงหาคม 2555**

ถ้าหน่วยงานใด ใช้ไม่หมดจะต้อง
ส่งคืนงบประมาณ ในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้

งบกลาง **120,000 ล้านบาท**

ในมาตรการให้ความช่วยเหลือผู้ประสบอุทกภัย
ทั้งนี้ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ

ต้องเบิกจ่ายให้หมดภายในเดือน **สิงหาคม 2555**

ถ้าหน่วยงานใด ใช้ไม่หมดจะต้อง
ส่งคืนงบประมาณ ในส่วนนั้น



















vimeo



Pinterest





vimeo



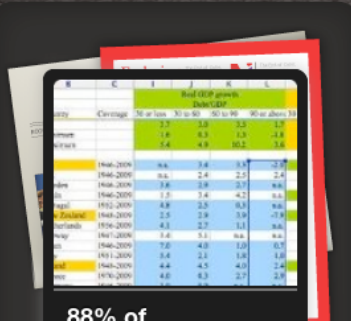
Pinterest







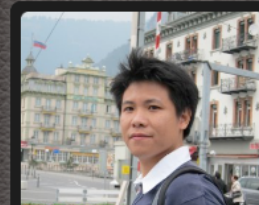
Search for people



	Change	3d or less	3d to 1w	1w to 1m	1m to 3mo	3mo to 1y
Google		1.7	1.9	1.5	1.7	1.7
Amazon		1.8	6.3	1.5	4.8	4.8
Netflix		6.6	6.9	10.5	10.5	10.5
1946-2019		6.6	3.6	3.9	2.7	2.7
1946-2019		6.6	2.4	2.1	2.1	2.1
1946-2019		3.8	3.8	2.7	6.6	6.6
1946-2019		1.3	3.4	4.2	6.6	6.6
1912-2019		6.8	3.9	6.9	6.6	6.6
1948-2019		2.5	3.9	3.9	4.9	4.9
1916-2019		6.3	2.7	1.6	6.6	6.6
1947-2019		3.6	3.1	6.6	6.6	6.6
1946-2019		7.0	4.0	1.0	0.7	0.7
1911-2019		3.6	3.1	1.9	1.0	1.0
1948-2019		6.6	4.5	4.0	2.4	2.4
1976-2019		4.0	6.3	3.7	2.0	2.0

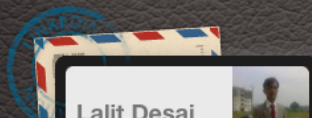
88% of spreadsheets ha...

Updates



Apirak Panatkool

You

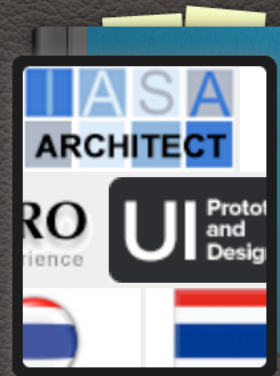


Lalit Desai

invited you to connect.

2 1

Messages



IASA ARCHITECT

UI Protocol and Design

Groups & More



Search for people



88% of spreadsheets have errors

Updates

Apirak Panatkool

You

Lalit Desai

invited you to connect.

2 1

Messages

Groups & More



Search for people



LINKEDIN TODAY

88% of spreadsheets have errors

Will Google Hang Up on Voice?

The Best Ideas in Business

Recent Updates



Jae Won Lee

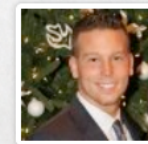
1h ago

Voted the Best – NetScaler celebrates 40 years of Ethernet by wiping the floor with the competition | Citrix Blogs



Jac Oppers ★ ชากุ ออปเปอร์ส ★ liked this

5 Likes



Ryan Cowser

1h ago

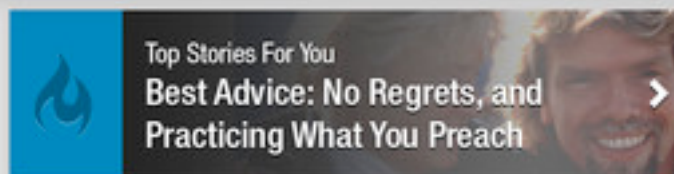
HR Connects Tonight at Schakolad in Birmingham! Hope to see you there!



Jac Oppers ★ ชากุ ออปเปอร์ส ★ commented on this



Search



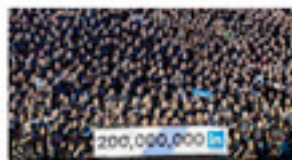
5 people changed jobs



George Kingsten
LinkedIn Company Group

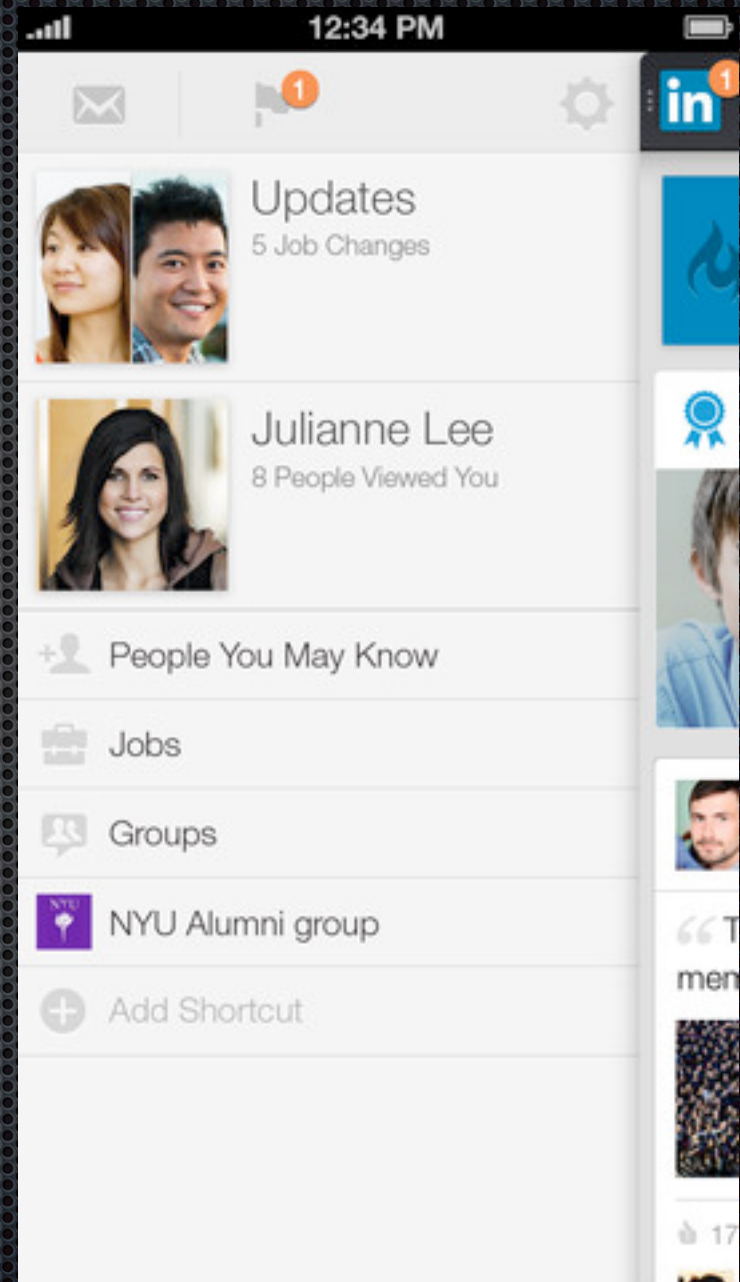
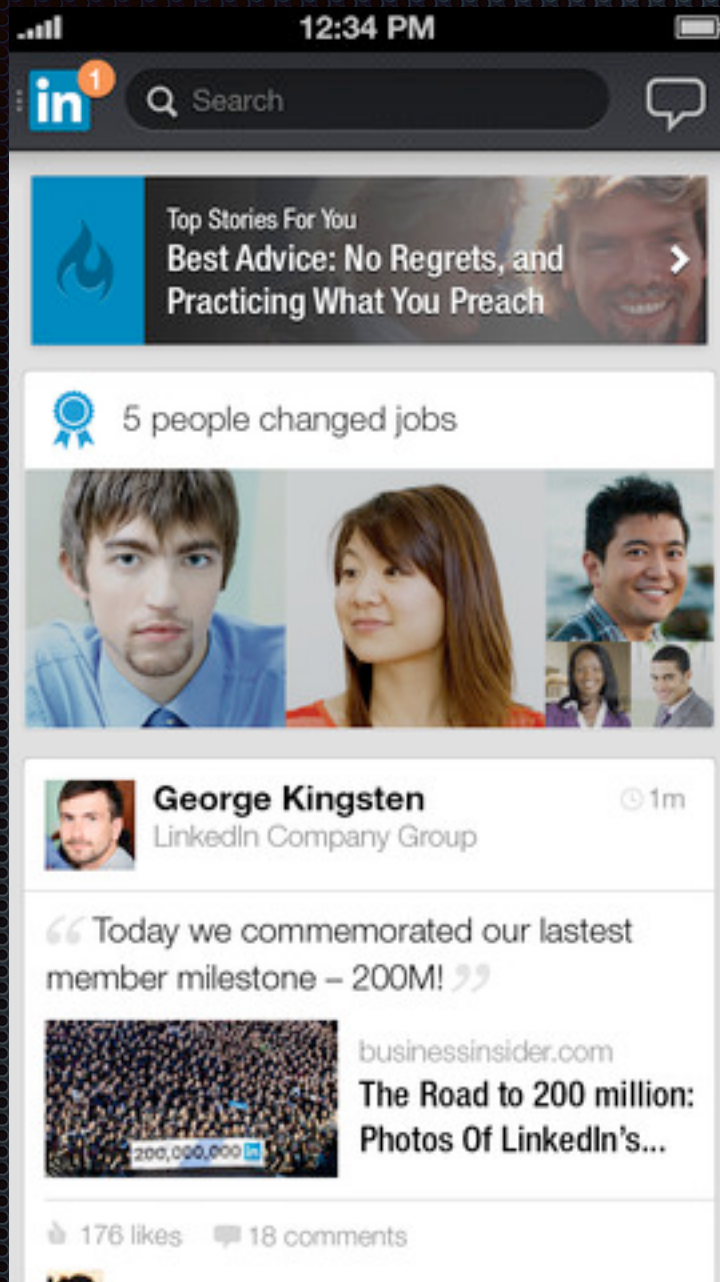
1m

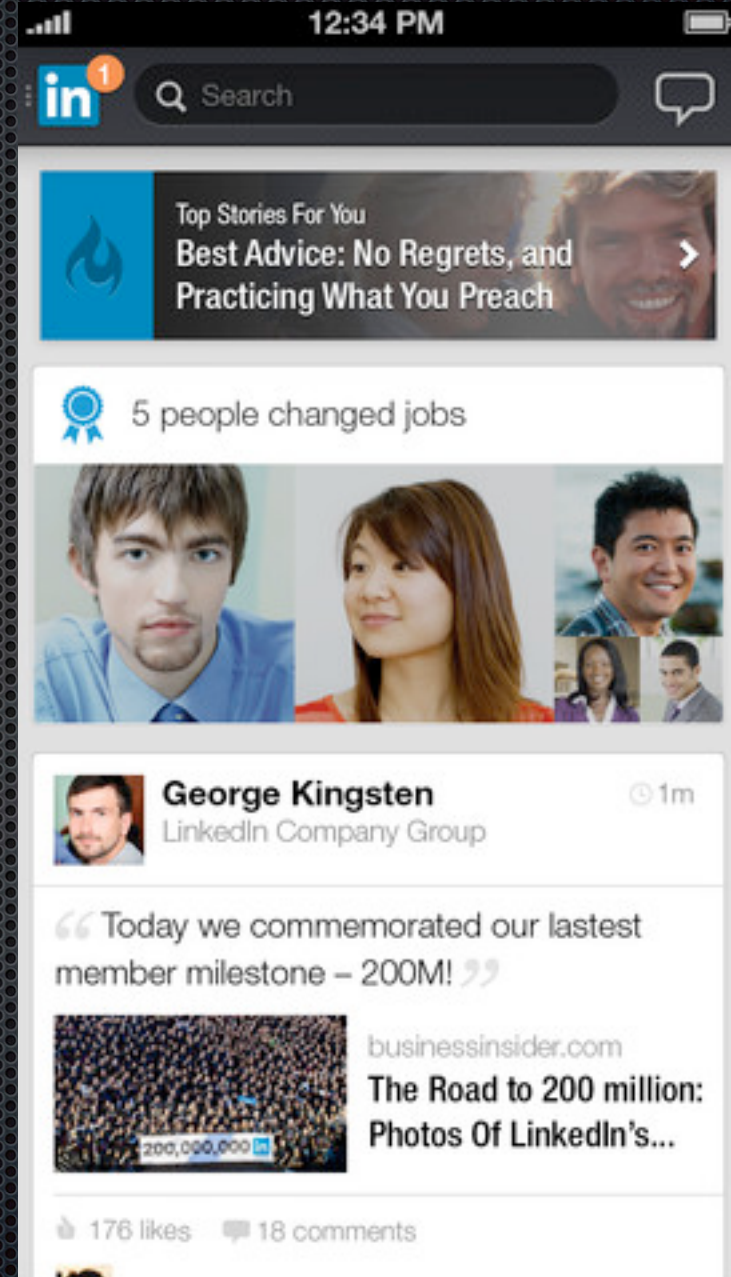
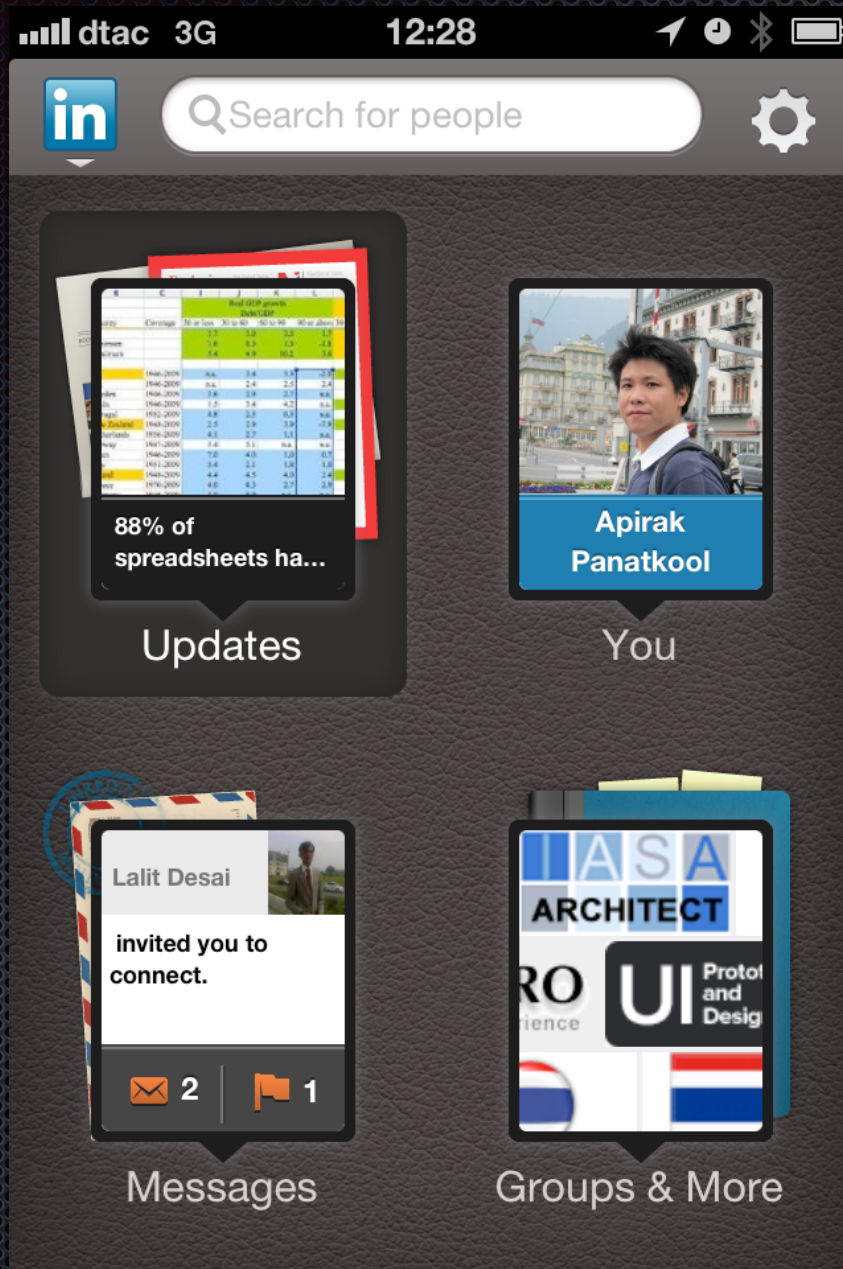
“Today we commemorated our latest member milestone – 200M!”



businessinsider.com
**The Road to 200 million:
Photos Of LinkedIn's...**

176 likes 18 comments





Apple

www.apple.com

☆

⌕

⌵

🌈

☰

🍏 iOS HIG

🤖 Android Pattern

🤖 Launcher Icons | And

🤖 Pure Android | Andrc

📄 W8 UX

📄 WP UX

📄 + Add to Delicious

»

📁 Other Bookmarks

🍏

Store

Mac

iPod

iPhone

iPad

iTunes

Support

🔍

iPhone 5

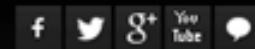
Loving it is easy. That's why so many people do.



The image displays four iPhone 5 devices. From left to right: the back of a silver iPhone showing the Apple logo; the front of a silver iPhone with a home screen featuring a colorful, overlapping scale pattern; the front of a silver iPhone showing the multitasking view with various app cards like 'My Ideas', 'Photography Location', 'To do: Work', 'To do: Home', and 'Vacation Ideas'; and the front of a silver iPhone showing the camera roll with a photo of a smiling woman.

www.apple.com/iphone/

SONY
make.believe



USA

Electronics + PlayStation + Online Games + Movies & Music + Support +

Search

It's a tablet. It's a laptop.

It's the VAIO Duo. Custom-configure your own and save up to \$250.

SHOP NOW



SHOP THE SONY STORE +

GAMING +

ENTERTAINMENT +

POTTERMORE +

Samsung US | TVs - Tablet x

www.samsung.com/us/

☆ G ⓘ ⌵ 🌈 ☰

🍏 iOS HIG 🤖 Android Pattern 🤖 Launcher Icons | And 🤖 Pure Android | Andrc 📺 W8 UX 📺 WP UX 📄 + Add to Delicious » 📁 Other Bookmarks

NEWS | ABOUT SAMSUNG

SHOP PRODUCTS ▾GET SUPPORT ▾BUSINESS SOLUTIONS

LOGIN | HELP WITH MY ORDER |  CART (0)



"Your Choice" Bundle

Get the latest Samsung Smart TV now and choose a bonus TV or home audio product at no extra charge.

See Details



Explore Apps for Your Samsung Smart TV

Explore >



 Samsung Apps

ENERGY STAR Award Winner for the 5th Year

Learn More



Samsung's Green Guide

Learn More



The Ultimate TV and Movie Experience

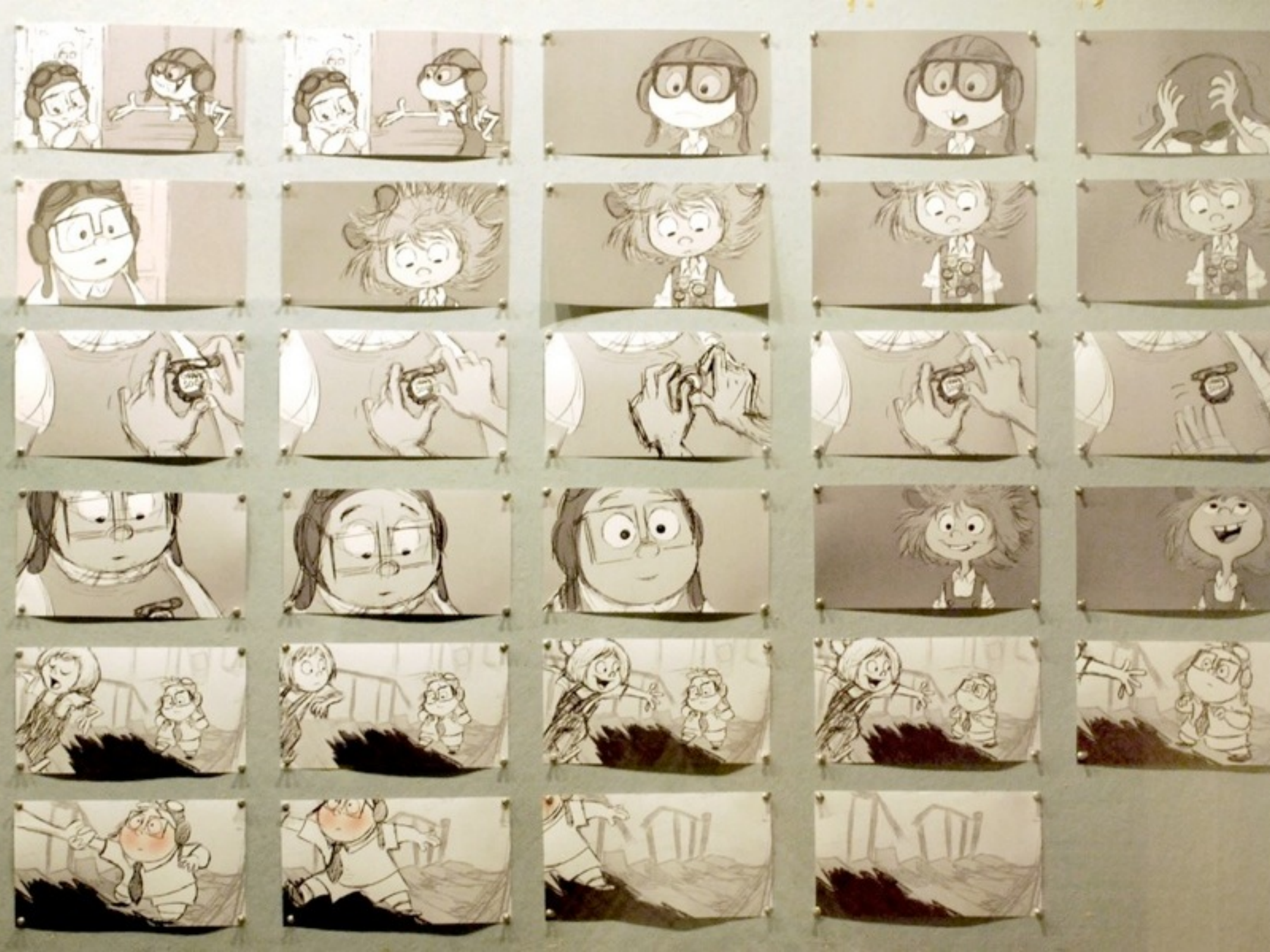
Discover WatchON

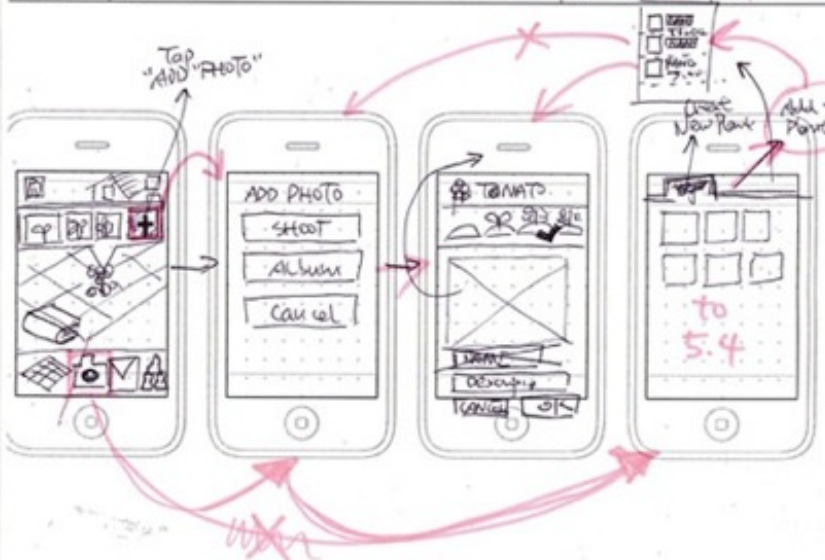
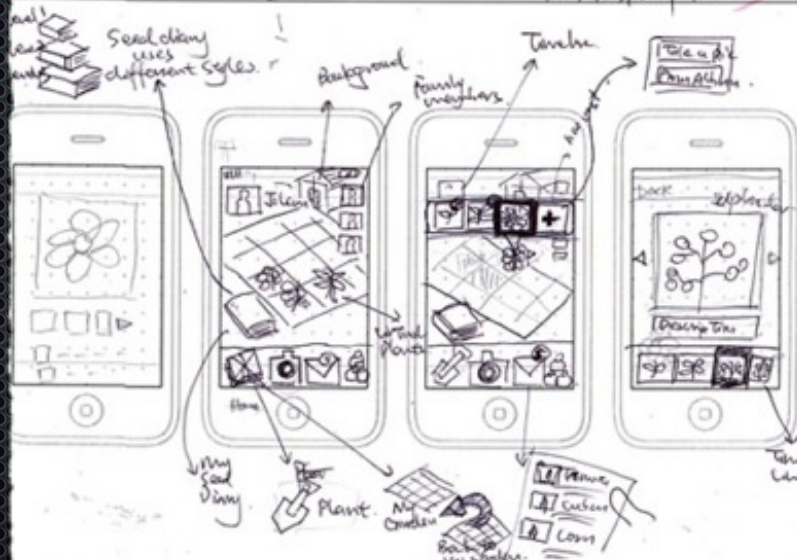
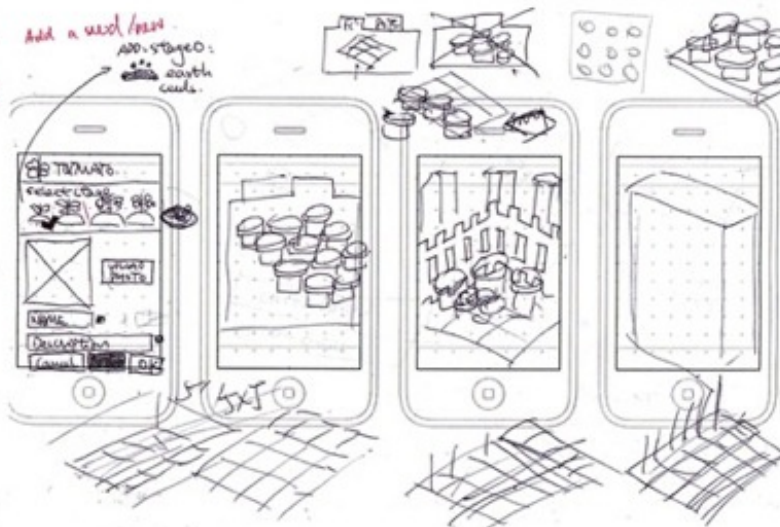
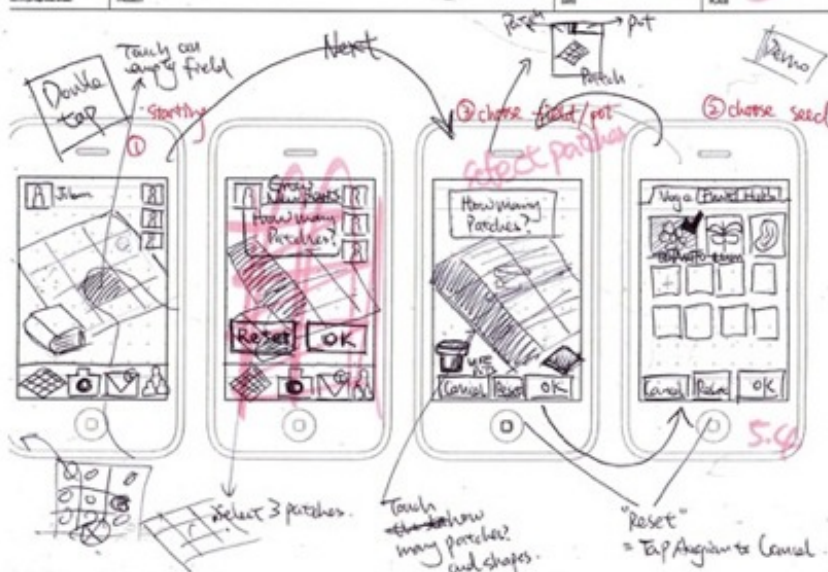


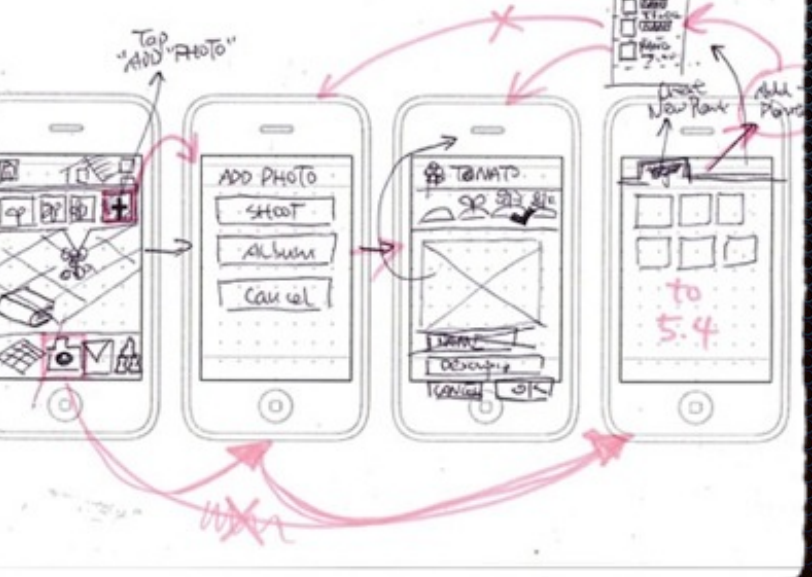
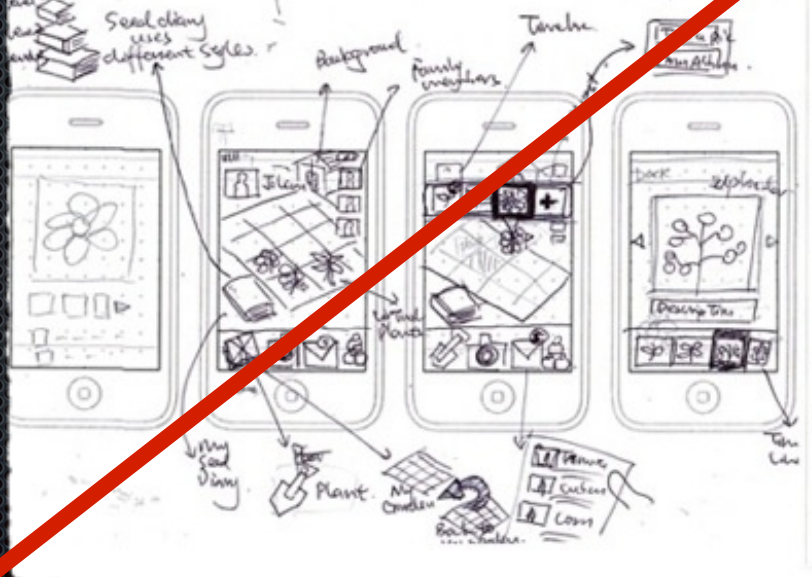
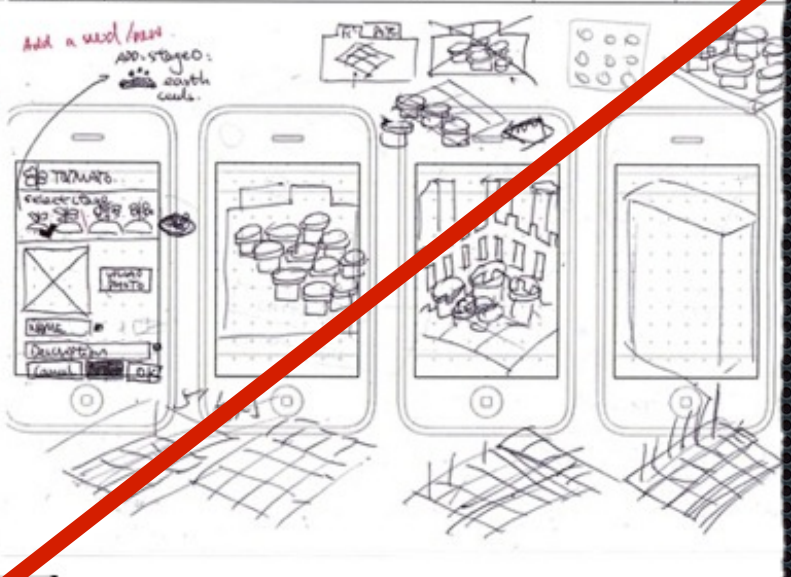
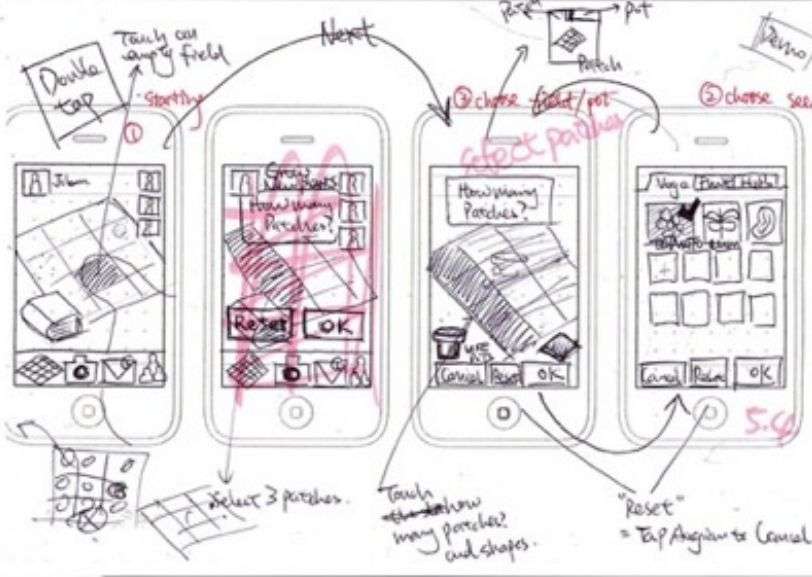


1	Planing
2	Great first impressions
3	The Fundamental
4	Design for platform
5	Kaizen

Storyboard workshop







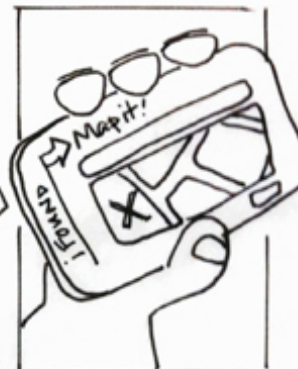
STORYBOARD: iFound®



On a walk through the park, Marco stumbles across a teddy bear fallen on the side of the path.



Realizing it must be lost, he uses his mobile phone to photograph it where he found it, and takes the bear home.



Once home, Marco uploads the photo to iFound®. The MapIt! function uses the GPS from the photo to record where the bear was found.



As soon as the iFound® match list is generated, Marco sees a photo of the very same bear he has just found. He immediately contacts the finder and they arrange a way to get the bear back to its owner.



The teddy bear is handed off to a very relieved mom.



When it is recorded that the bear has made it safely home, Marco receives a 'thank you' email from iFound®, offering him a choice of coupons for anything from ice cream to flowers. Marco's choice provides useful information to corporate sponsors.



I'm on flight no. 5

There are three free slots in no. 7, I'll reserve them for us and we jump together.

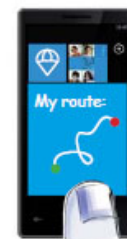
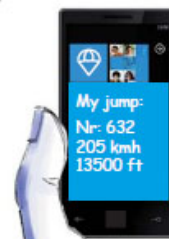
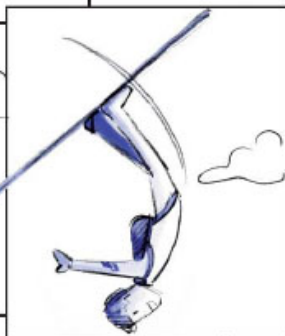
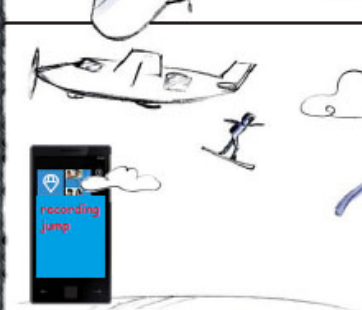


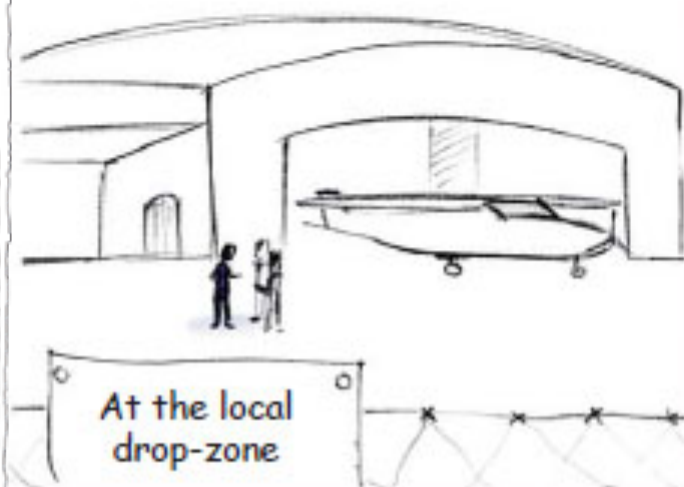
Ah, I just got a sms, my plane boards in 10 minutes. See you later...



Is this a Birdman-Jumpsuit?

Yeah, you can fly great distances with it. I jump with my phone. I'll show you my flight-path afterwards.



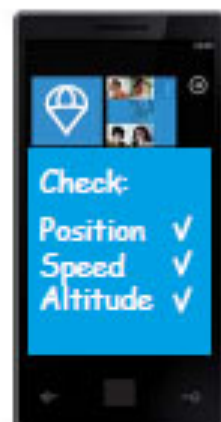


I'm on flight
no. 5

There are three free slots in
no. 7, I'll reserve them for us
and we jump together.

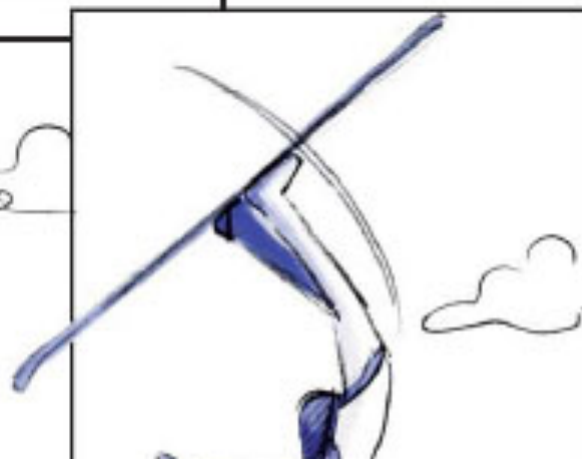


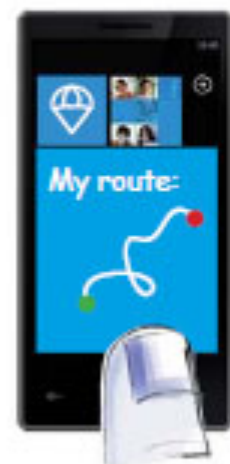
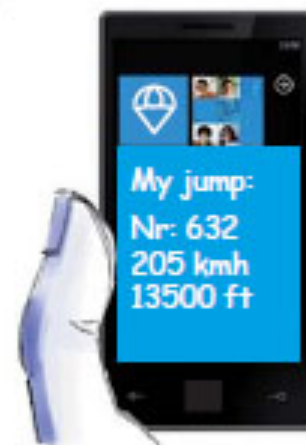
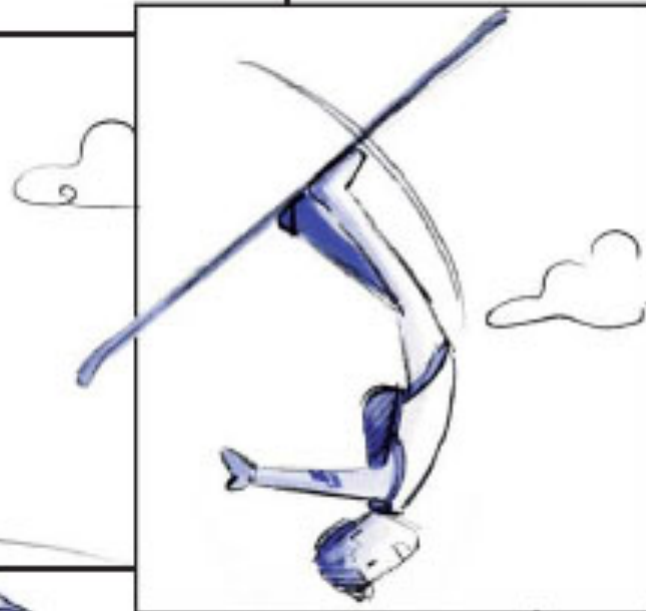
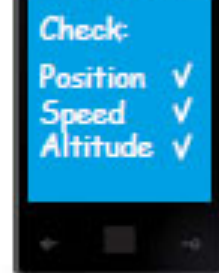
Ah, I just got a sms,
my plane boards in
10 minutes. See you
later...



Is this a Birdman-
Jumpsuit?

Yeah, you can fly great distances
with it. I jump with my phone. I'll
show you my flight-path afterwards.





Hey, how was your jump?

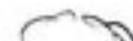


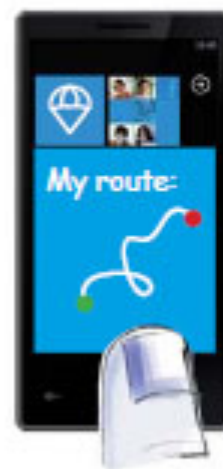
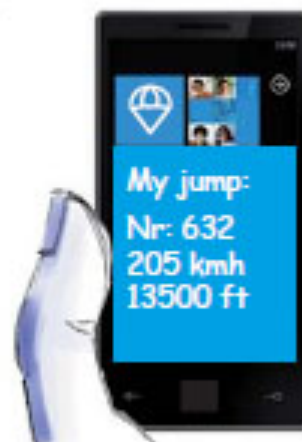
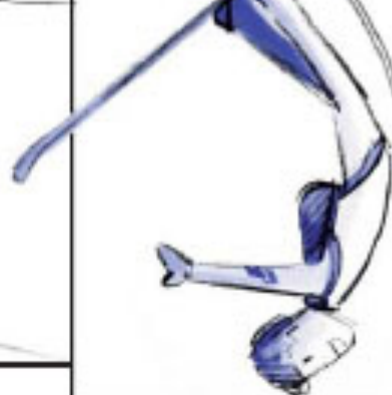
Great and yours? I



Let's compare the routes.

Here, mine is already on Facebook.





Hey, how was your jump?

Great and yours? I saw you in freefall.



john 10

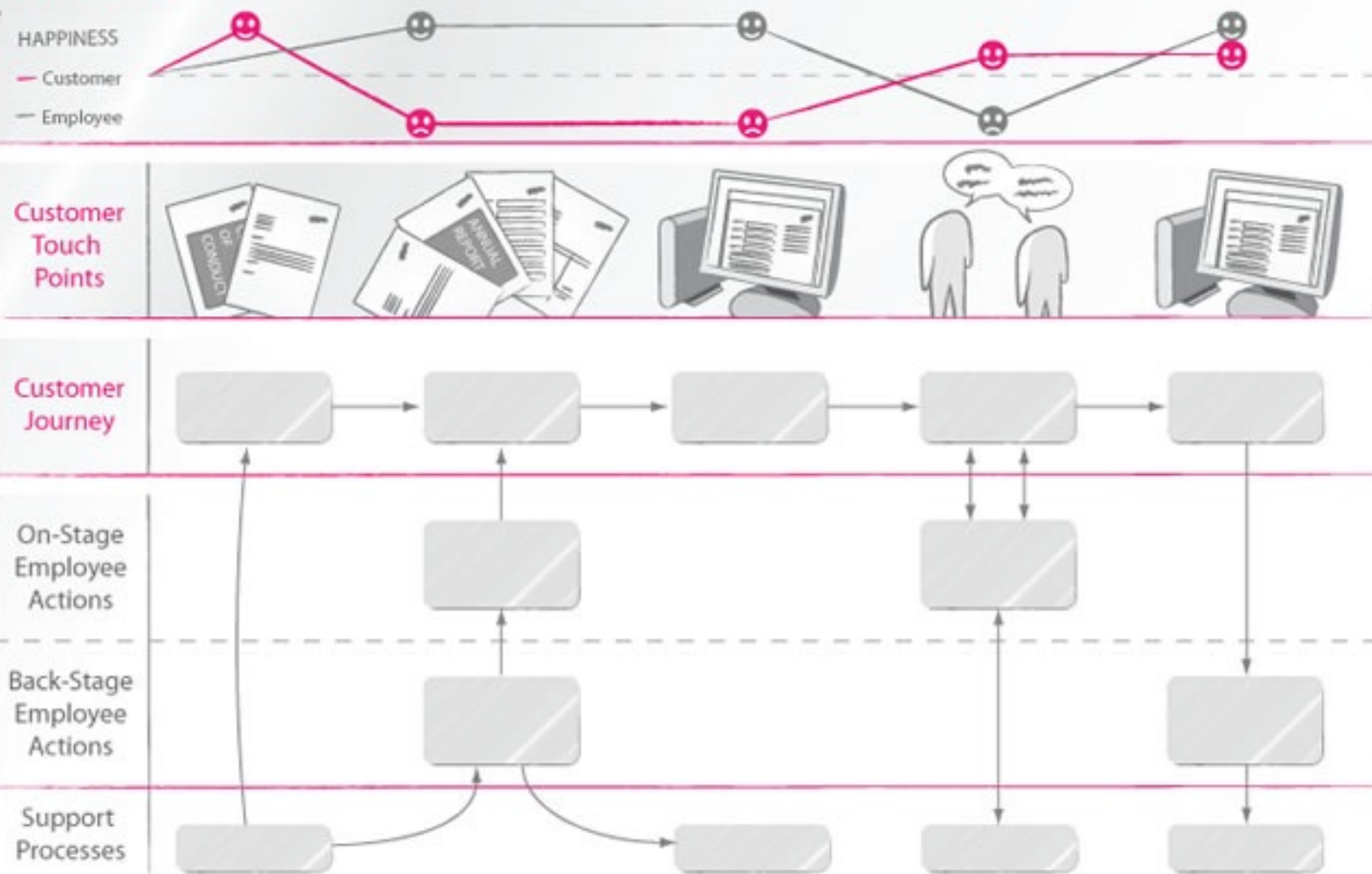
Let's compare the routes.

Here, mine is already on Facebook.



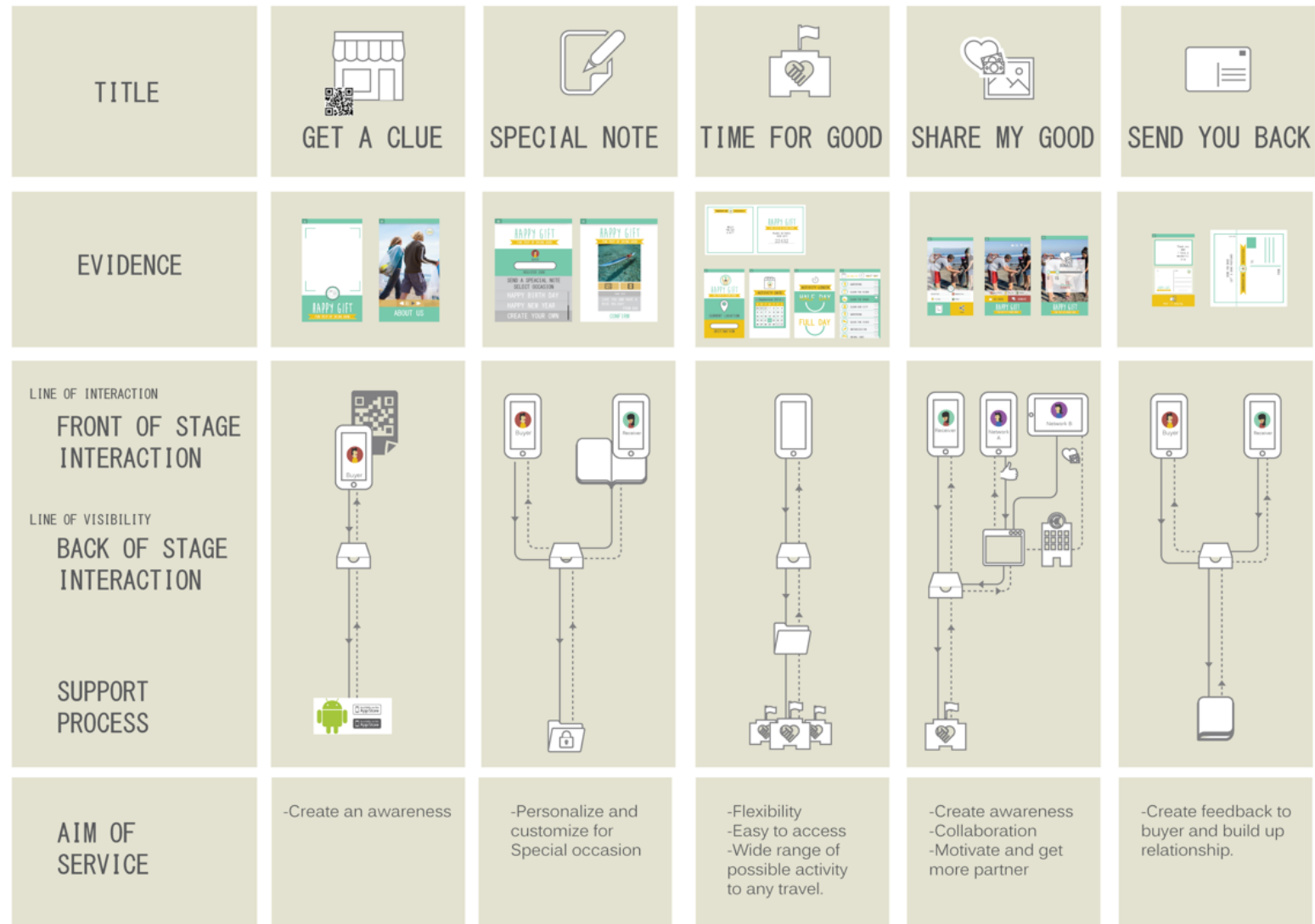


SERVICE BLUE PRINT

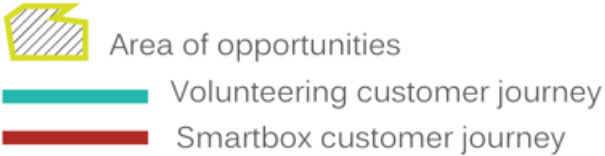


Service Blue Print

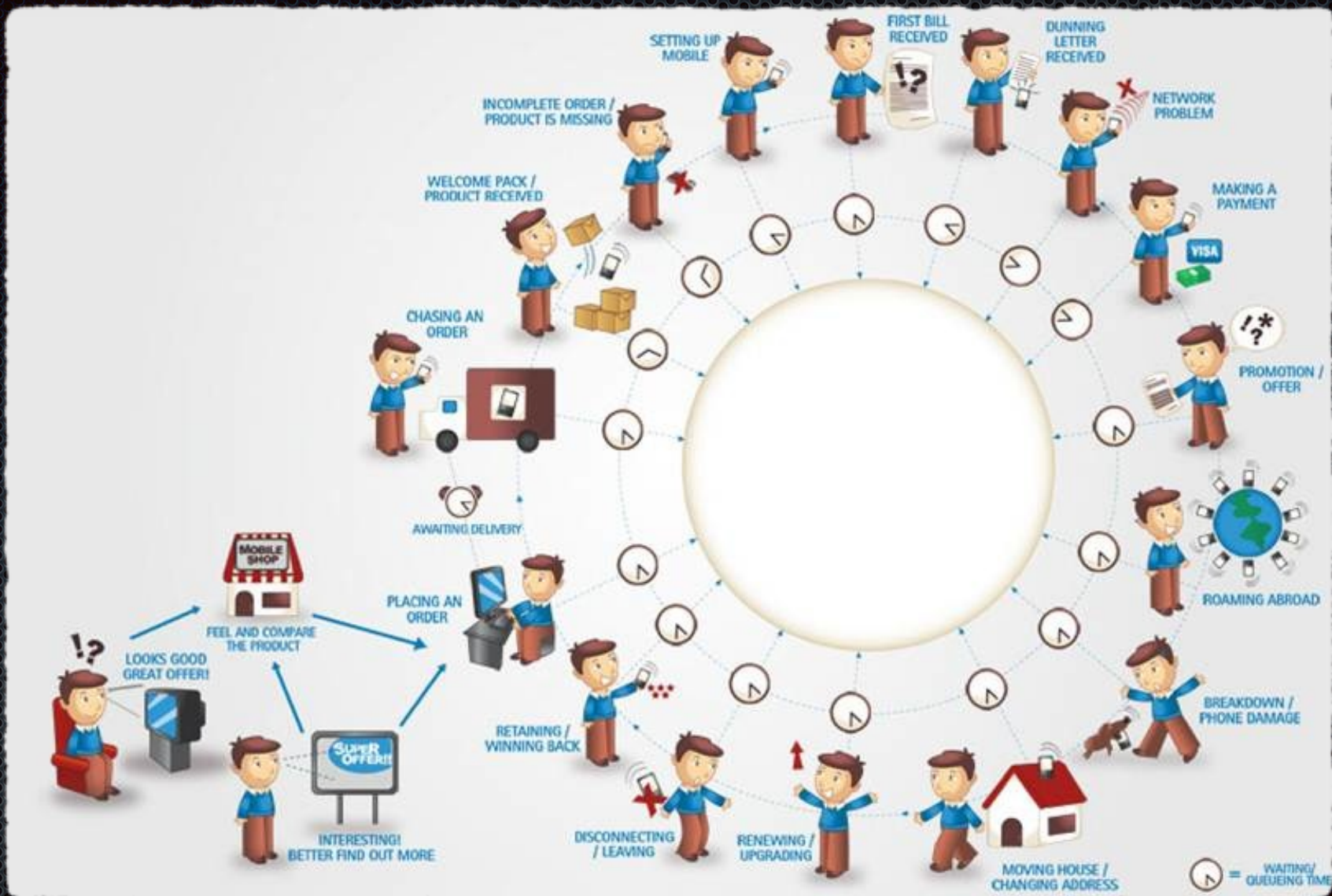
BLUEPRINT



Service Blue Print



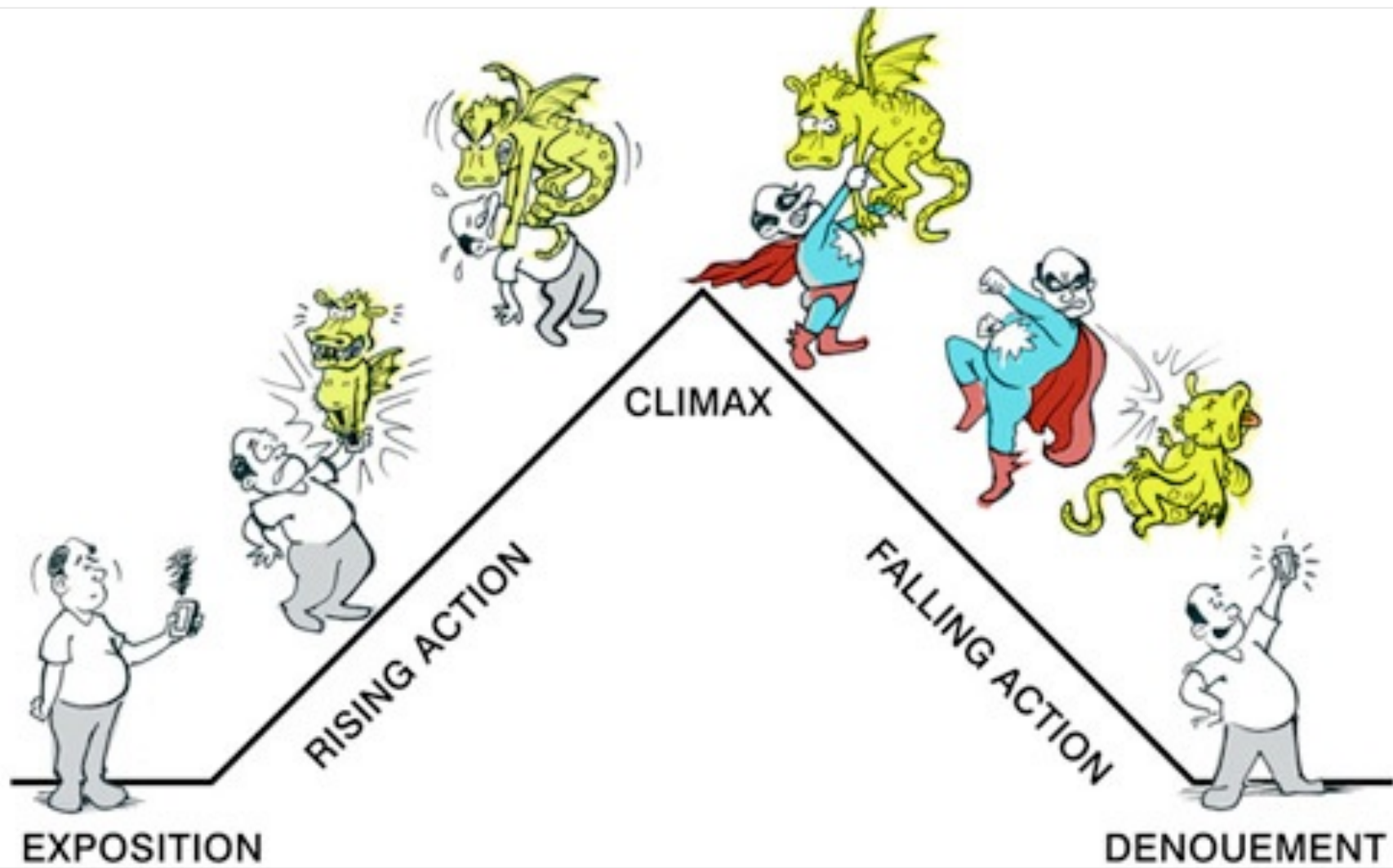
Journey Map

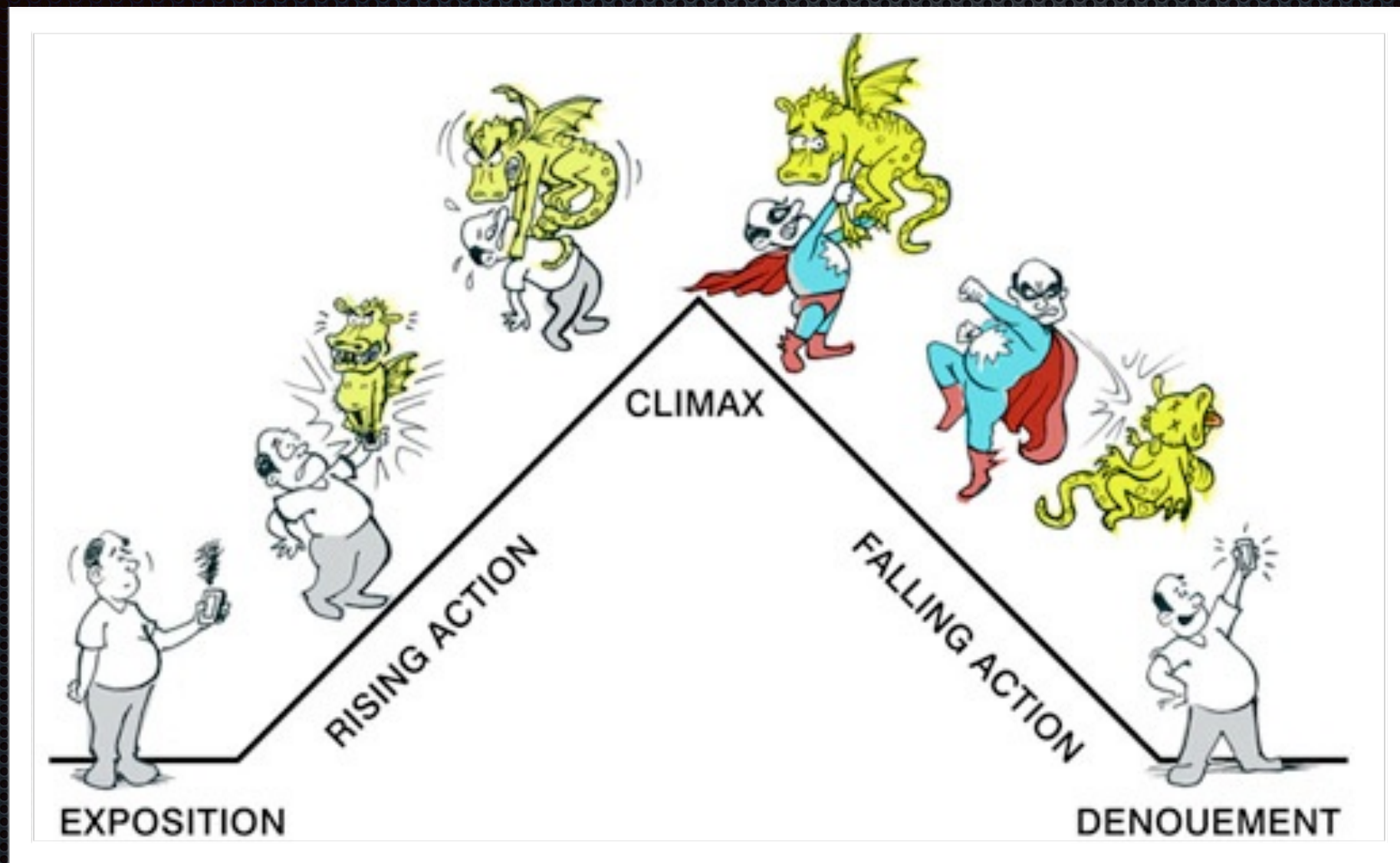


Customer Journey

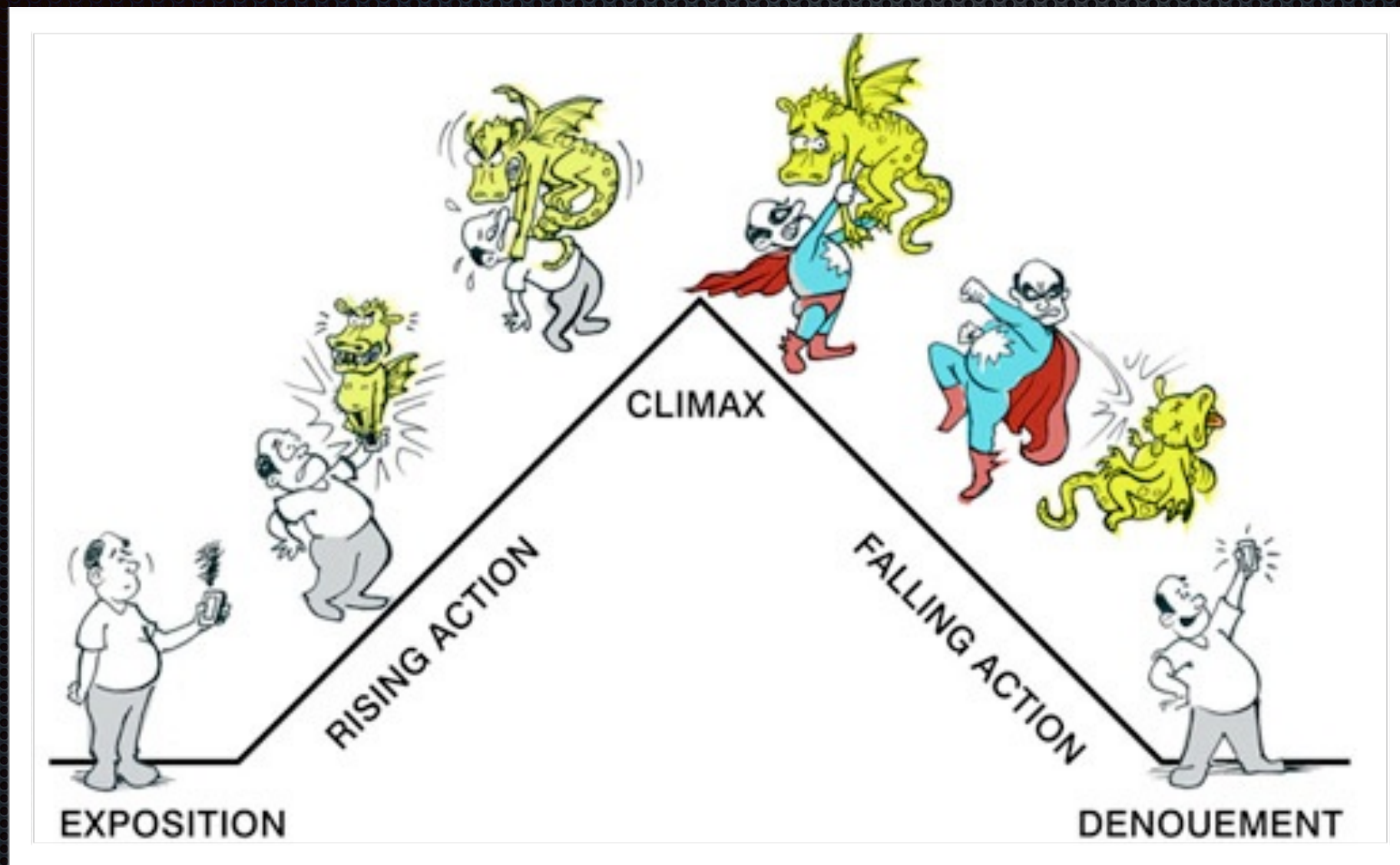


Storyboard

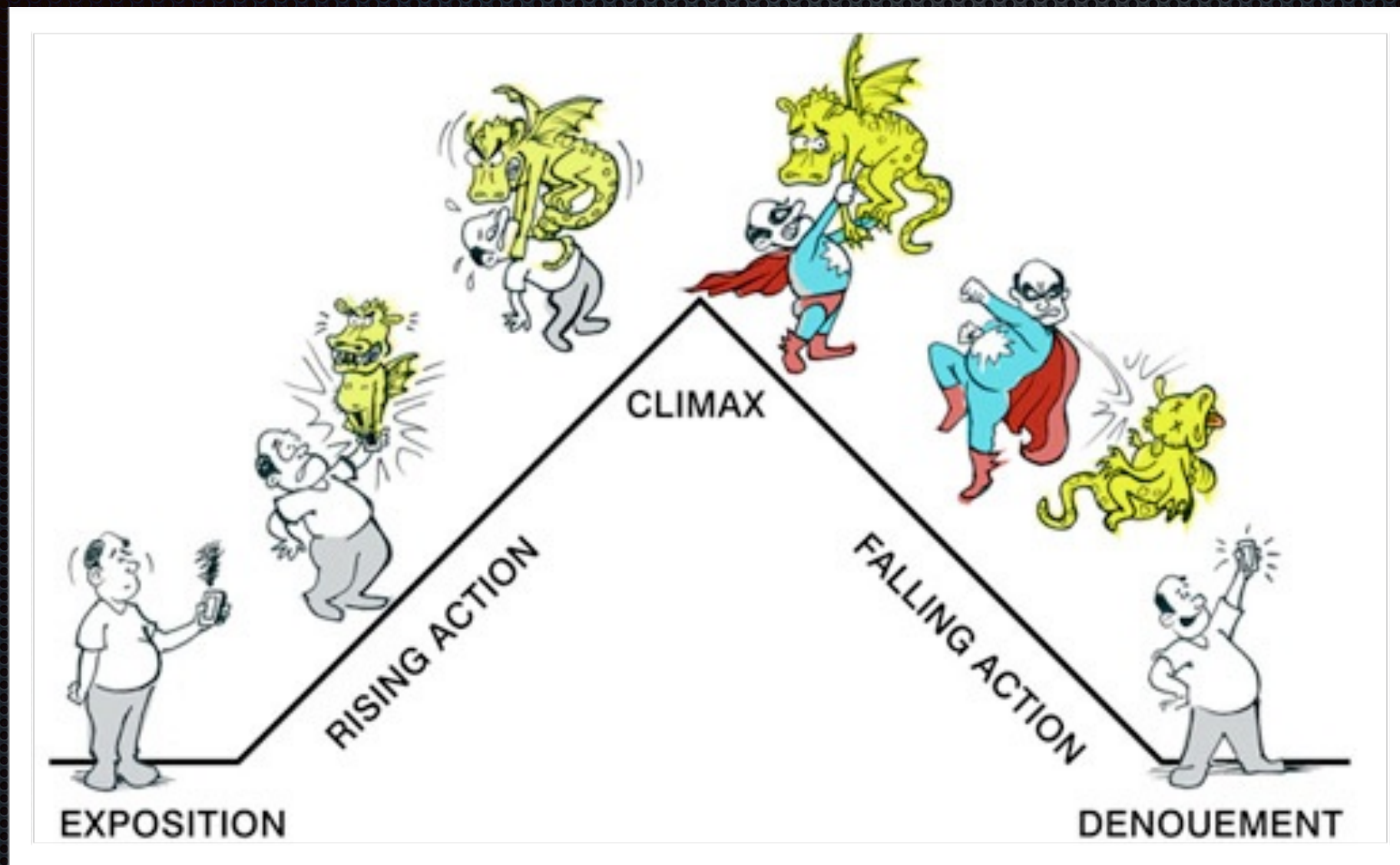




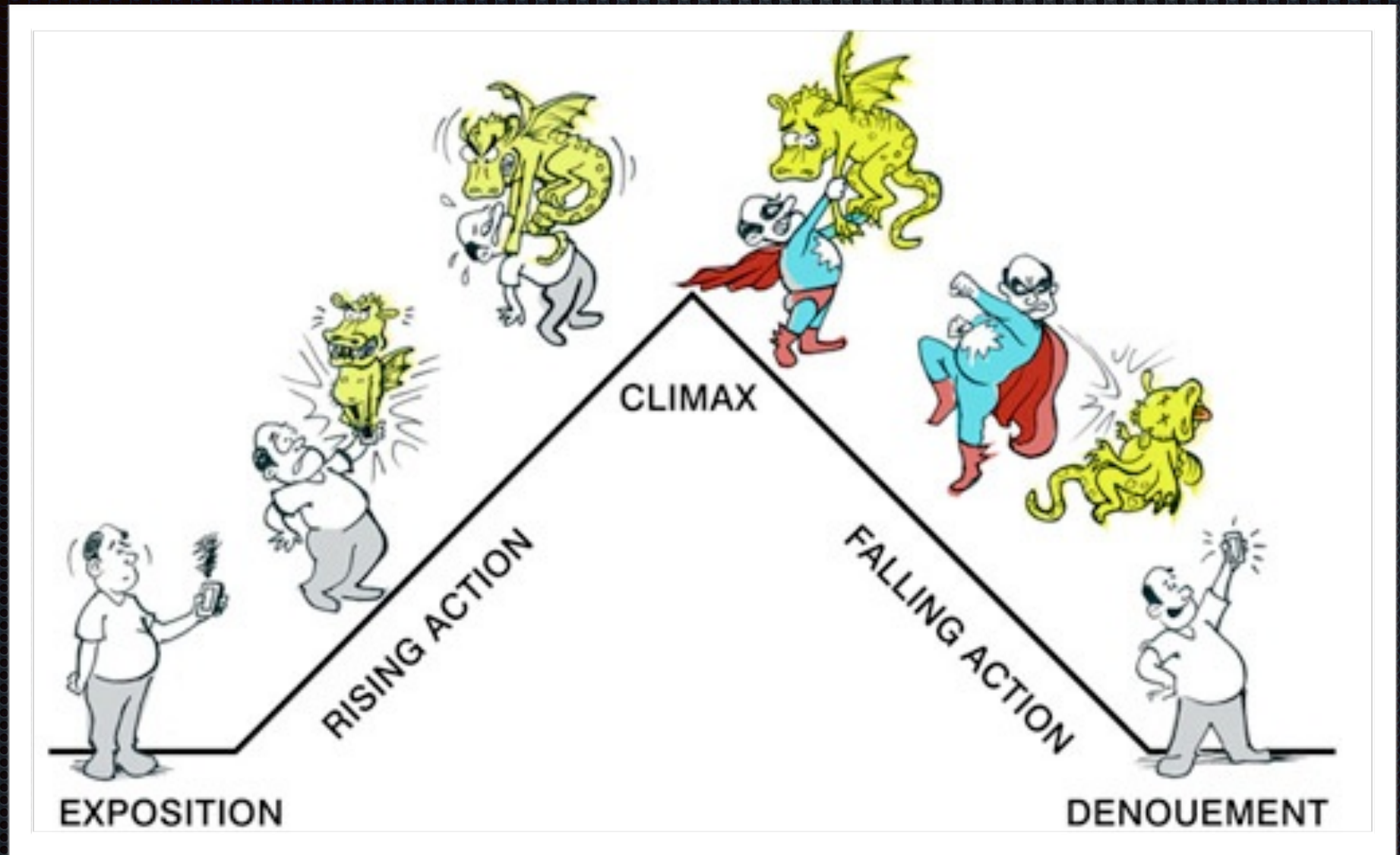
ภาพรวม



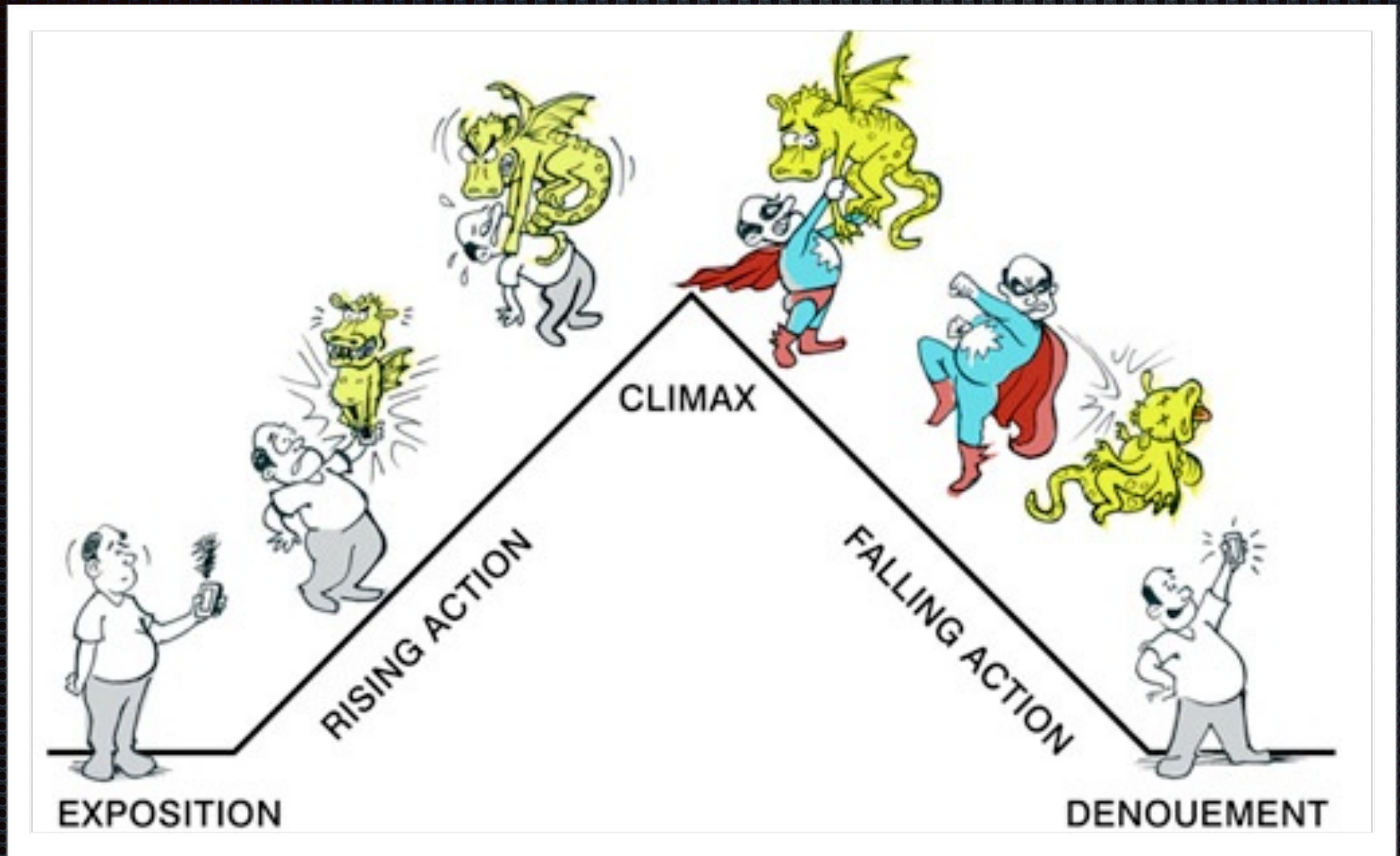
ภาพรวม ปัญหา



ภาพรวม ปัญหา จัดการ



ภาพรวม ปัญหา จัดการ สำเร็จ



ภาพรวม ปัญหา จัดการ สำเร็จ ให้รางวัล

DOVEY EHR





ภาพรวม

exposition



ภาพรวม
exposition

ปัญหา
Rising Action



ภาพรวม
exposition

ปัญหา
Rising Action



จัดการปัญหา
Climax

ภาพรวม

exposition

ปัญหา

Rising Action



จัดการปัญหา

Climax

แก้ปัญหาสำเร็จ

Falling Action

ปัญหา

Rising Action

ภาพรวม

exposition



จัดการปัญหา

Climax

แก้ปัญหาลำเร็จ

Falling Action

ให้รางวัล

Denouement

COMICS EIGHT



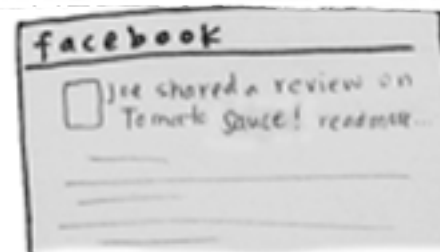
I wonder what other people thought about these pasta sauces...



Looks like this got better reviews than the other one. I'll take it!



LATER...



Drawing Storyboard
in 10 min

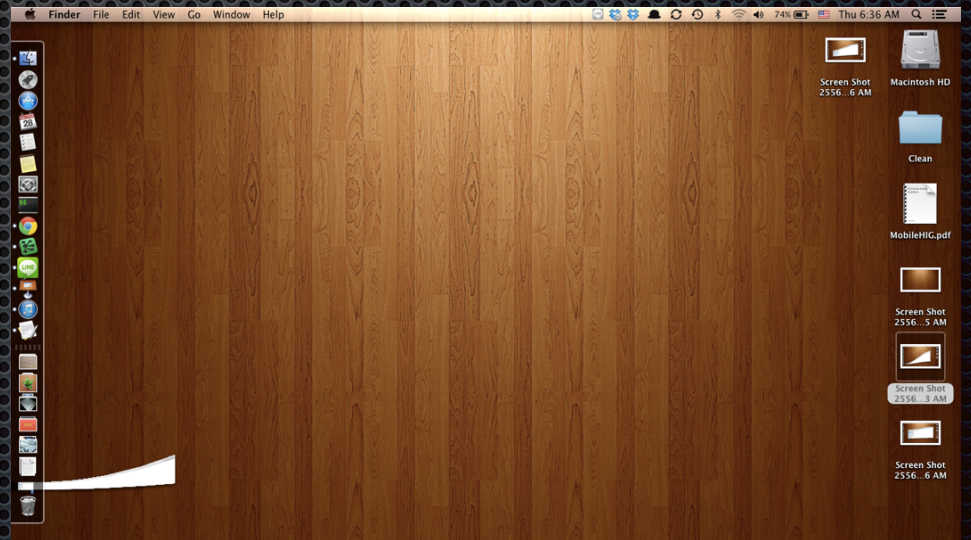
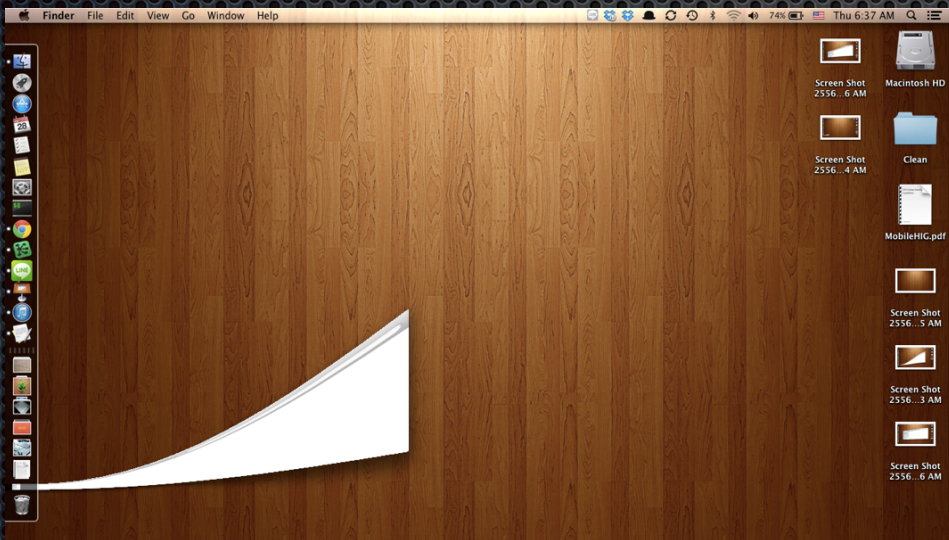
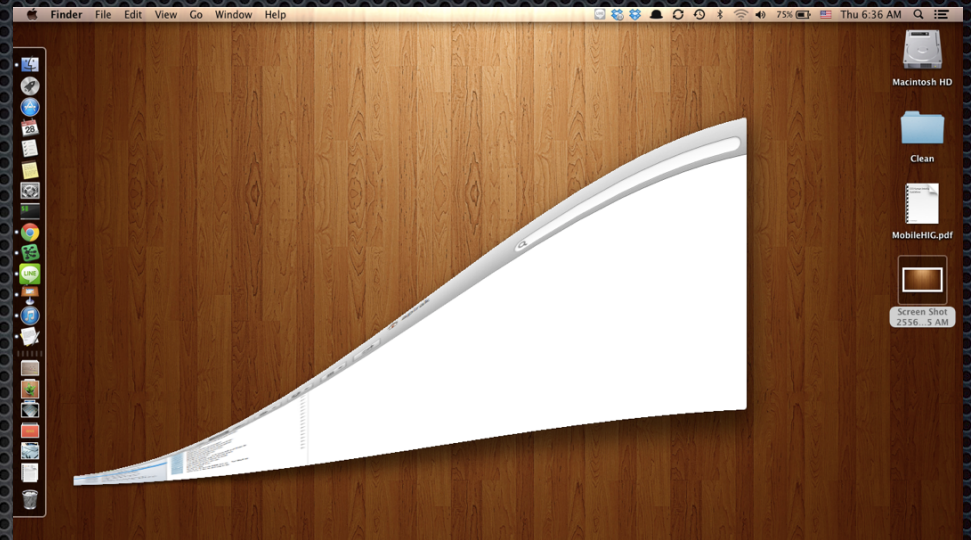
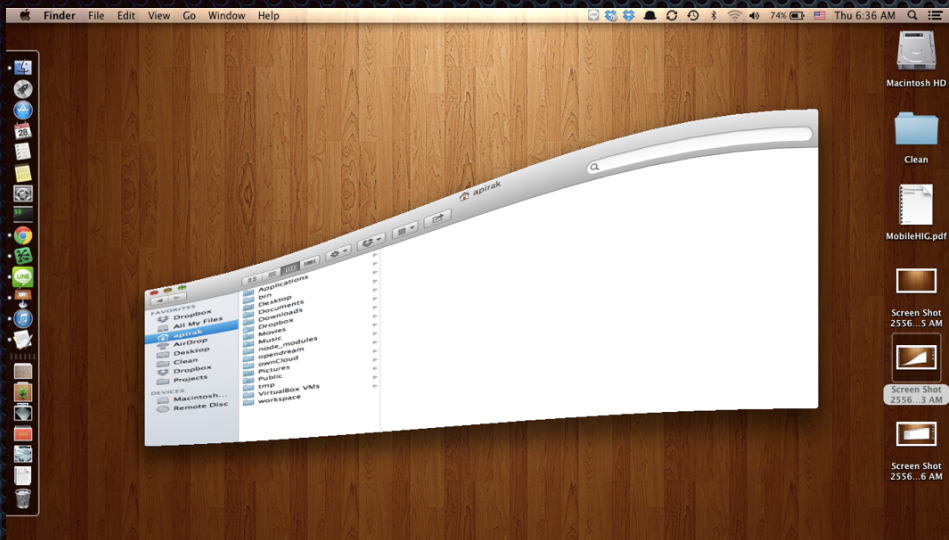
1	Planing
2	Great first impression
3	The Fundamentals Essential elements
4	Design for platform
5	Kaizen

The Fundamental

- All interactions occur through the presentation
- Inform users
- Make organizational systems clear
- Effectively convey brand message to your audience

The Fundamental

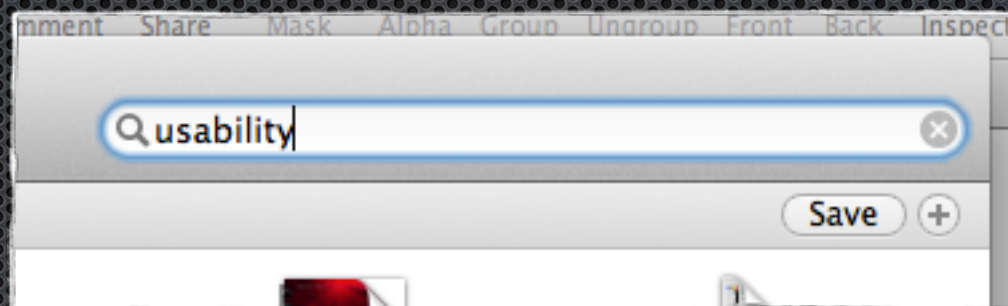
- All interactions occur through the presentation
- Inform users
- Make organizational systems clear
- Effectively convey brand message to your audience

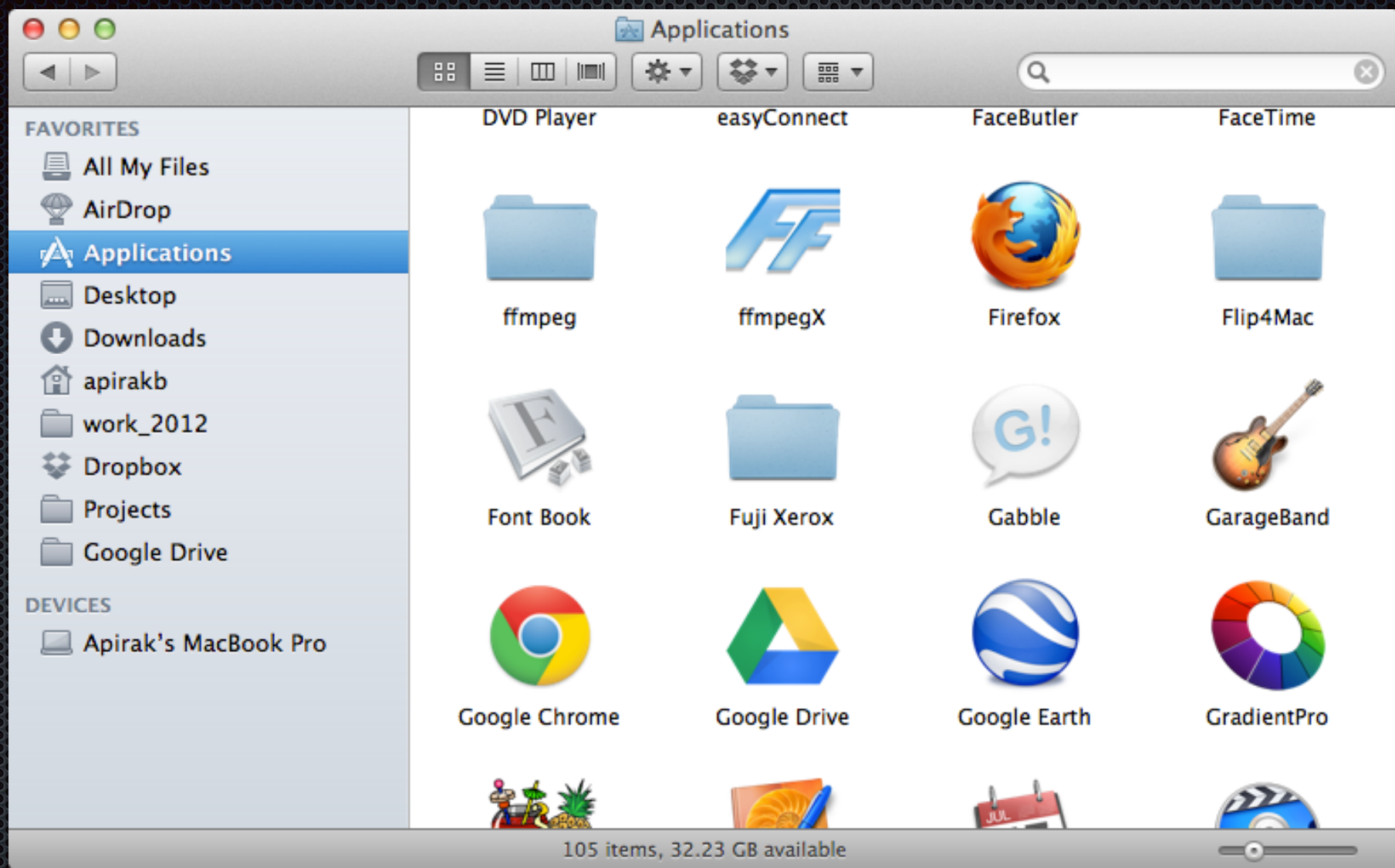
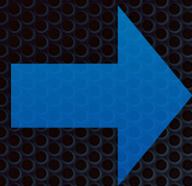


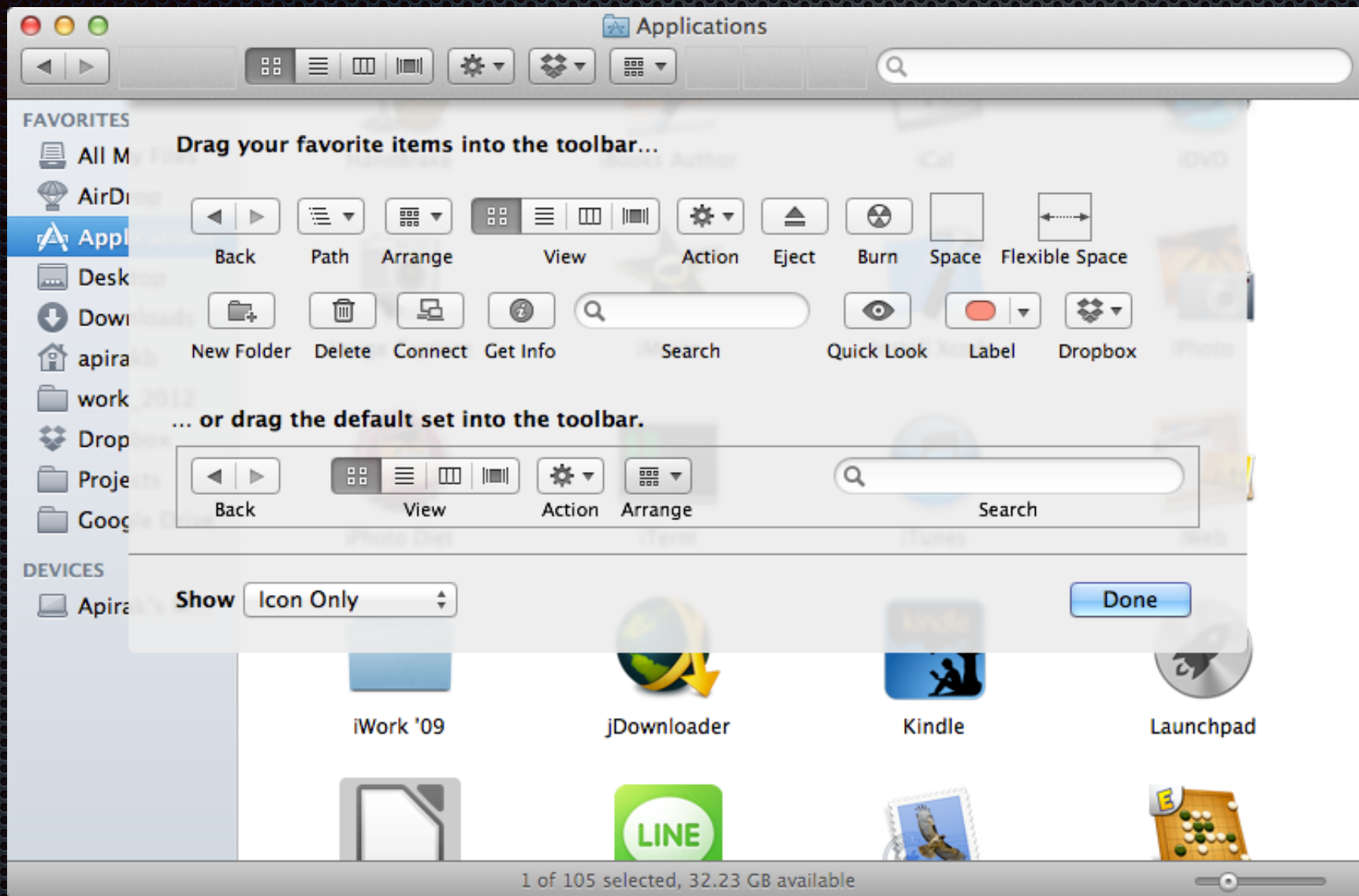


The Fundamental

- ✦ All interactions occur through the presentation
- ✦ **Inform** users
- ✦ Make organizational systems clear
- ✦ Effectively convey brand message to your audience











If you can't make it
FAKE IT

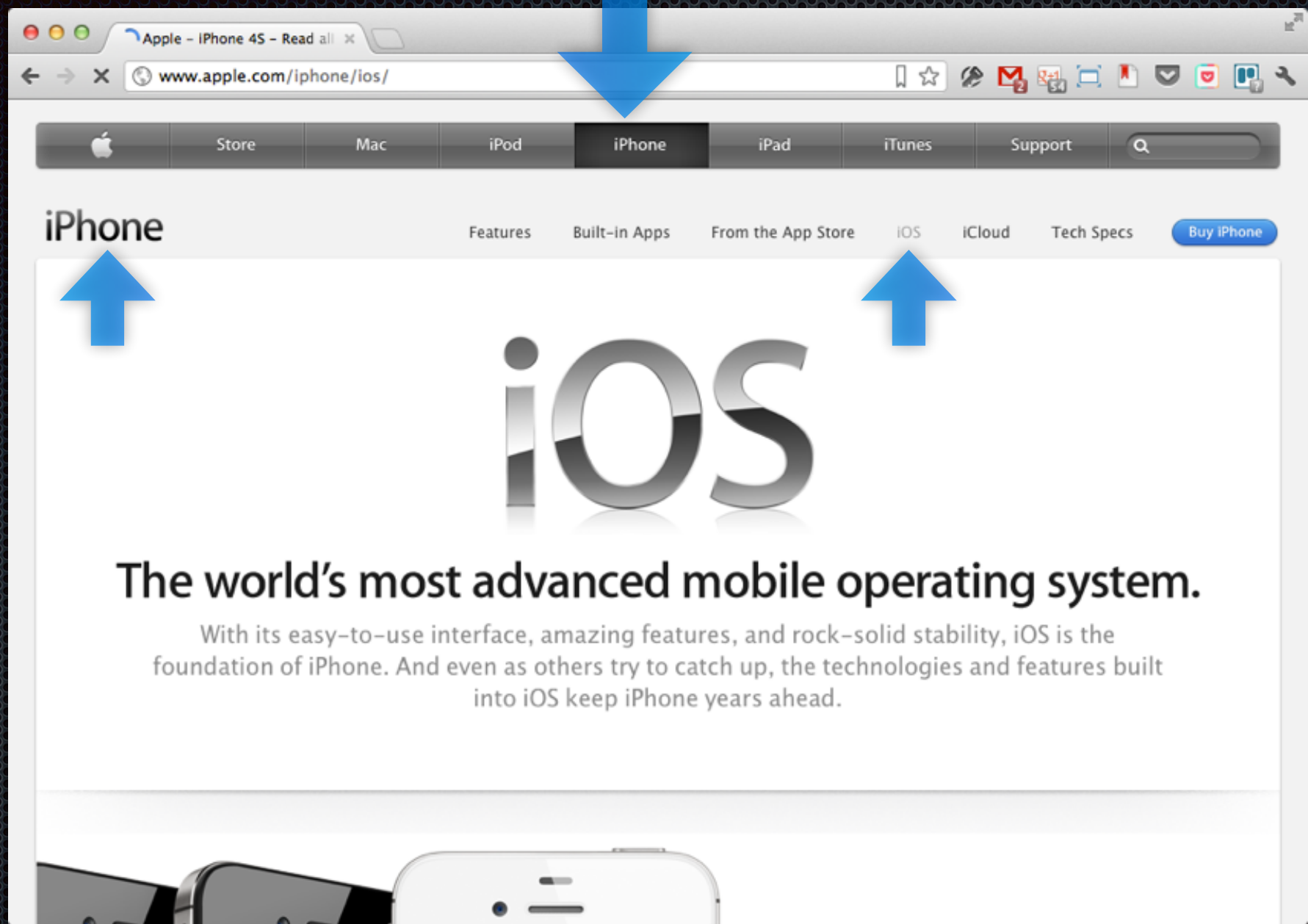
Low latency is the key
...especially with touch device

Make immediate visual changes
while we wait for network / other process



The Fundamental

- All interactions occur through the presentation
- Inform users
- Make **organizational** systems clear
- Effectively convey brand message to your audience



Apple – Safari – Browse the web

www.apple.com/safari/

Store Mac iPod iPhone iPad iTunes Support

Safari

What's New What is Safari Features Extensions Download Now

 **Safari**

Innovative new features improve the way you view the web. And powerful tools help developers enhance and customize the browsing experience. [Learn more](#)

Download Safari 
Free for Mac + PC

 Works with iCloud
[Learn more](#)

 MacBook Air

What is Safari? What's new?

Apple - Mac mini - Even more powerful

www.apple.com/macmini/

Store Mac iPod iPhone iPad iTunes Support

Mac mini Design Features OS X Lion Built-in Apps Tech Specs Buy Now

The new Mac mini

Up to 2x faster processors and graphics.
High-speed Thunderbolt I/O. It's mini in size only.



Now starting at \$599.

● ○ ○ ○ ○

This image is a screenshot of the Apple Mac mini product page. It features a navigation bar with links to Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main heading is 'Mac mini', and the subheading is 'The new Mac mini'. Below the subheading is a description of the product's features: 'Up to 2x faster processors and graphics. High-speed Thunderbolt I/O. It's mini in size only.' A large image of the silver Mac mini computer is shown. Below the image, the price is listed as 'Now starting at \$599.' There are also navigation links for Design, Features, OS X Lion, Built-in Apps, Tech Specs, and a Buy Now button. A blue arrow points to the 'Mac' link in the navigation bar, and another blue arrow points to the 'Features' link. A third blue arrow points to the 'Mac mini' heading. A fourth blue arrow points to the 'Buy Now' button.

Apple - Mac mini - Even more powerful

www.apple.com/macmini/

Store Mac iPod iPhone iPad iTunes Support

Mac mini

Design Features OS X Lion Built-in Apps Tech Specs [Buy Now](#)

The new Mac mini

Up to 2x faster processors and graphics.
High-speed Thunderbolt I/O. It's mini in size only.



Now starting at \$599.

Apple - iWork - Documents

www.apple.com/iwork/

Store Mac iPod iPhone iPad iTunes Support

iWork

Pages Numbers Keynote Tutorials Resources [Buy Now](#)

Documents, Spreadsheets, Presentations.
The Mac way.



Numbers Pages Keynote

Apple - Safari - Browse the web

www.apple.com/safari/

Store Mac iPod iPhone iPad iTunes Support

Safari

What's New What is Safari Features Extensions [Download Now](#)



Safari

Innovative new features improve the way you view the web. And powerful tools help developers enhance and customize the browsing experience. [Learn more](#)

[Download Safari](#) 
Free for Mac + PC

 Works with iCloud [Learn more](#)



MacBook Air

Apple - iPhone 4S - Read all about it

www.apple.com/iphone/ios/

Store Mac iPod iPhone iPad iTunes Support

iPhone

Features Built-in Apps From the App Store iOS iCloud Tech Specs [Buy iPhone](#)

iOS

The world's most advanced mobile operating system.

With its easy-to-use interface, amazing features, and rock-solid stability, iOS is the foundation of iPhone. And even as others try to catch up, the technologies and features built into iOS keep iPhone years ahead.



10:35 PM

YouTube

Like Comment Share

3:30 1:00

About Suggested Comments

 lindseystomp
1,010,381 subscribers

 Subscribed

Dubstep Violin- Lindsey Stirling- Crystallize

508,122 likes 7,639 dislikes 34,819,387 views

Uploaded Feb 23, 2012

Tour info here: <http://lindseystirlingviolin.com/tour/>

Download My music off itunes

5:49

YouTube

Like Share Search

INFO RELATED COMMENTS

YouTube. It starts with you: Karmin

February 11, 2012
246,512 views | 1,299 likes | 232 dislikes

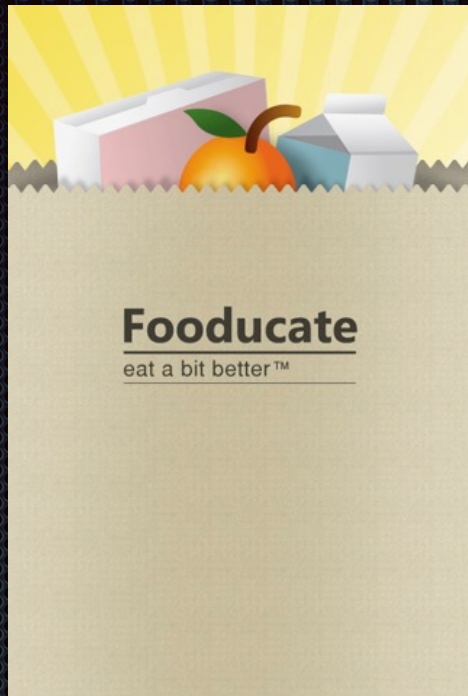
 31 people +1'd this.

by YouTube

Description
Unknown musical duo Amy Heidemann and Nick Noonan began sharing YouTube videos of their cover songs in early 2011. One year later, they signed a deal with Epic Records, *have two hit singles and are the musical duo on the*

The Fundamental

- All interactions occur through the presentation
- Inform users
- Make organizational systems clear
- Effectively convey **brand** message to your audience





Product Alternatives Compare



Cranberry Almond Crunch Cereal, Whole Grain



Grade

200
Calories Per Serving



3 of 3 like

Look Out! Not 100% whole grain
3.5 tsp of added sugar. Need so much?



help a friend



like



don't like



3 comment

feedback please



Back

Product Details



Cranberry Almond Crunch Cereal, Whole Grain

Category: Cold cereals



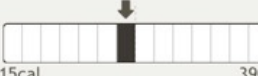
about average



D D+ C- C C+ B- B B+ A- A

Products in this category are rated D+ to A-

200
Calories Per Serving



15cal 390

worse than average

Products in this category have on average 145 calories

Look Out! Not 100% whole grain



Scan barcode Cancel

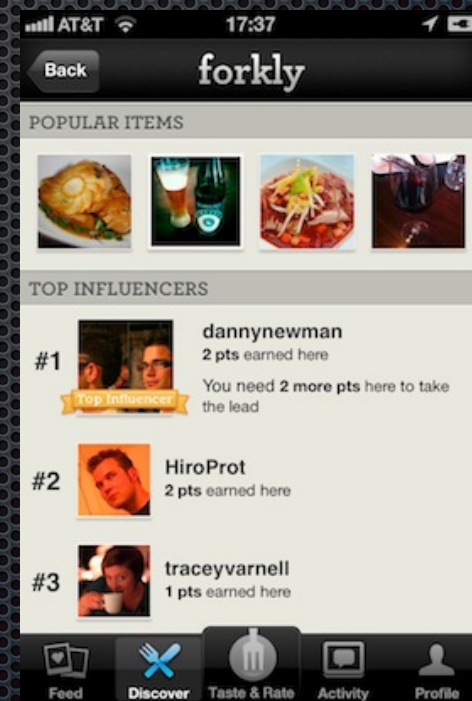
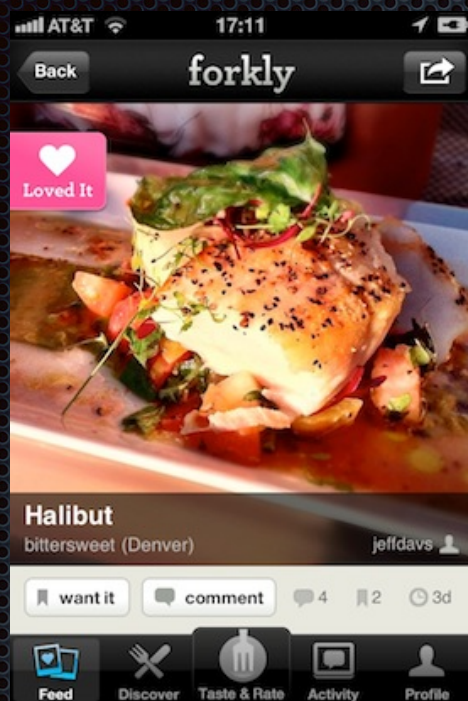
or enter barcode number

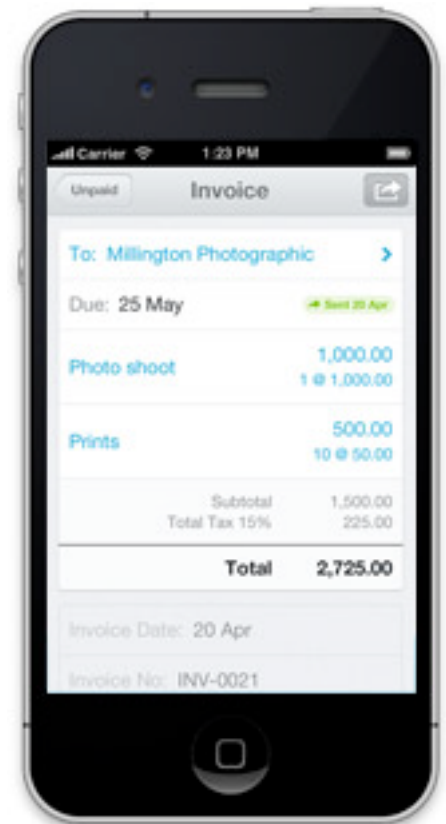
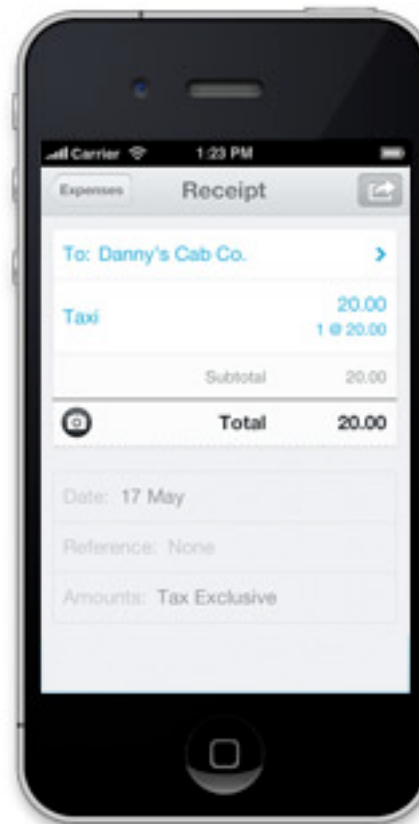
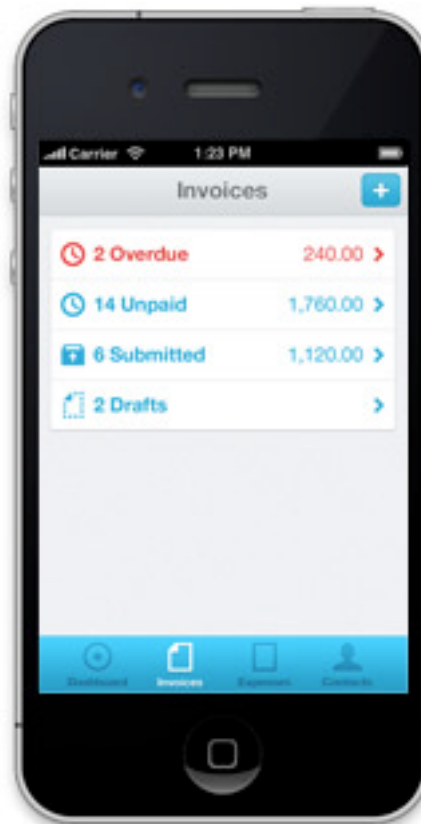
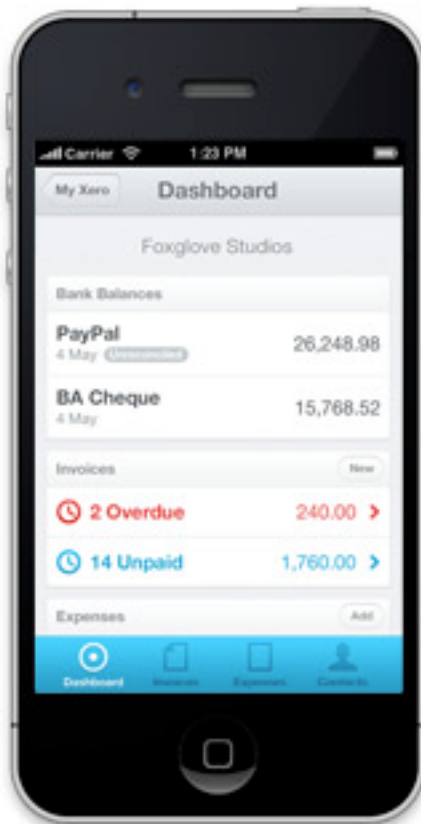


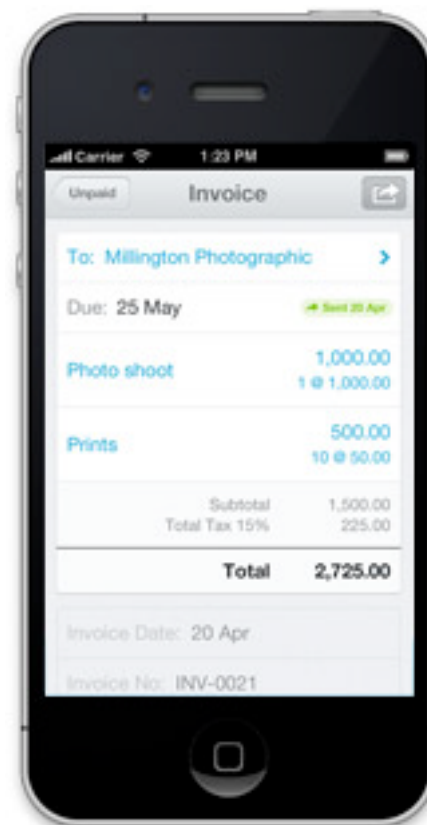
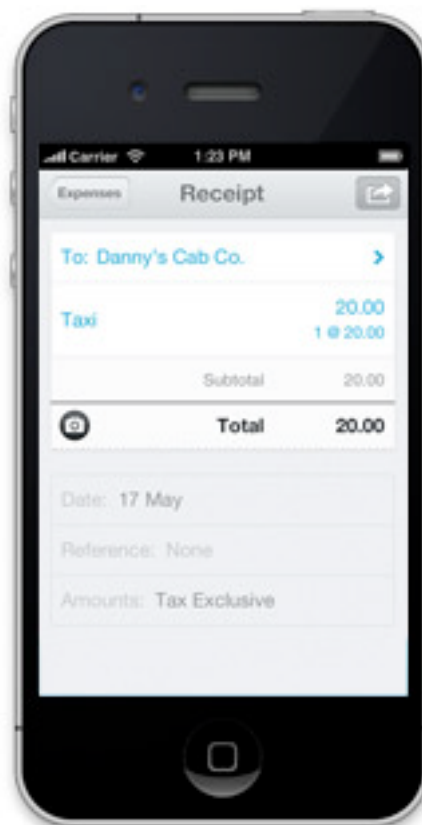
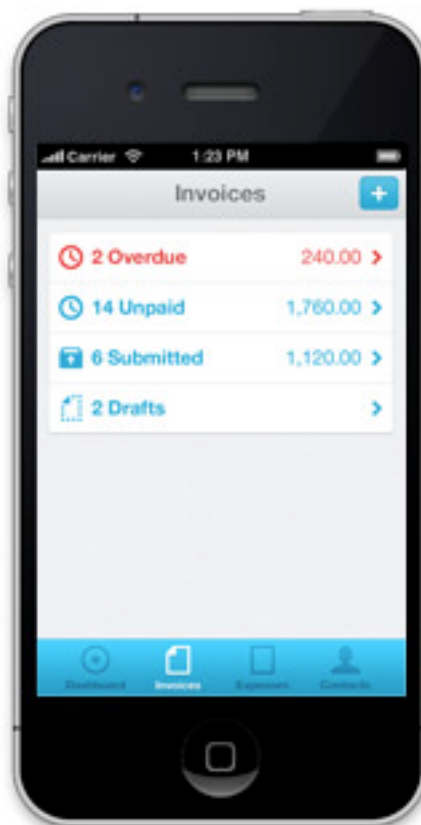
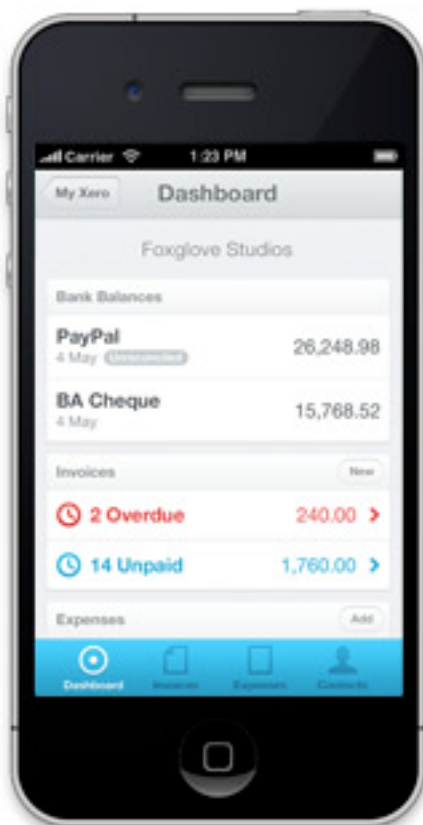
Align barcode with frame
Barcode must be upright
Avoid glare and shadow

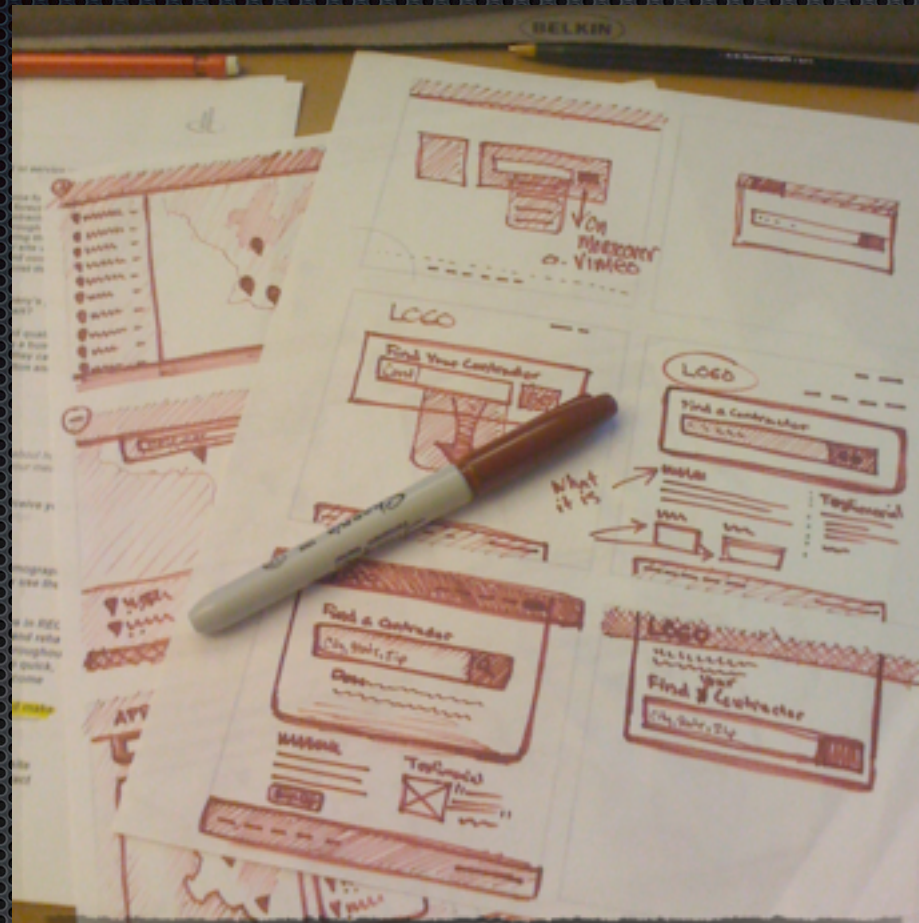
Shake for random product!

Powered by Occipital



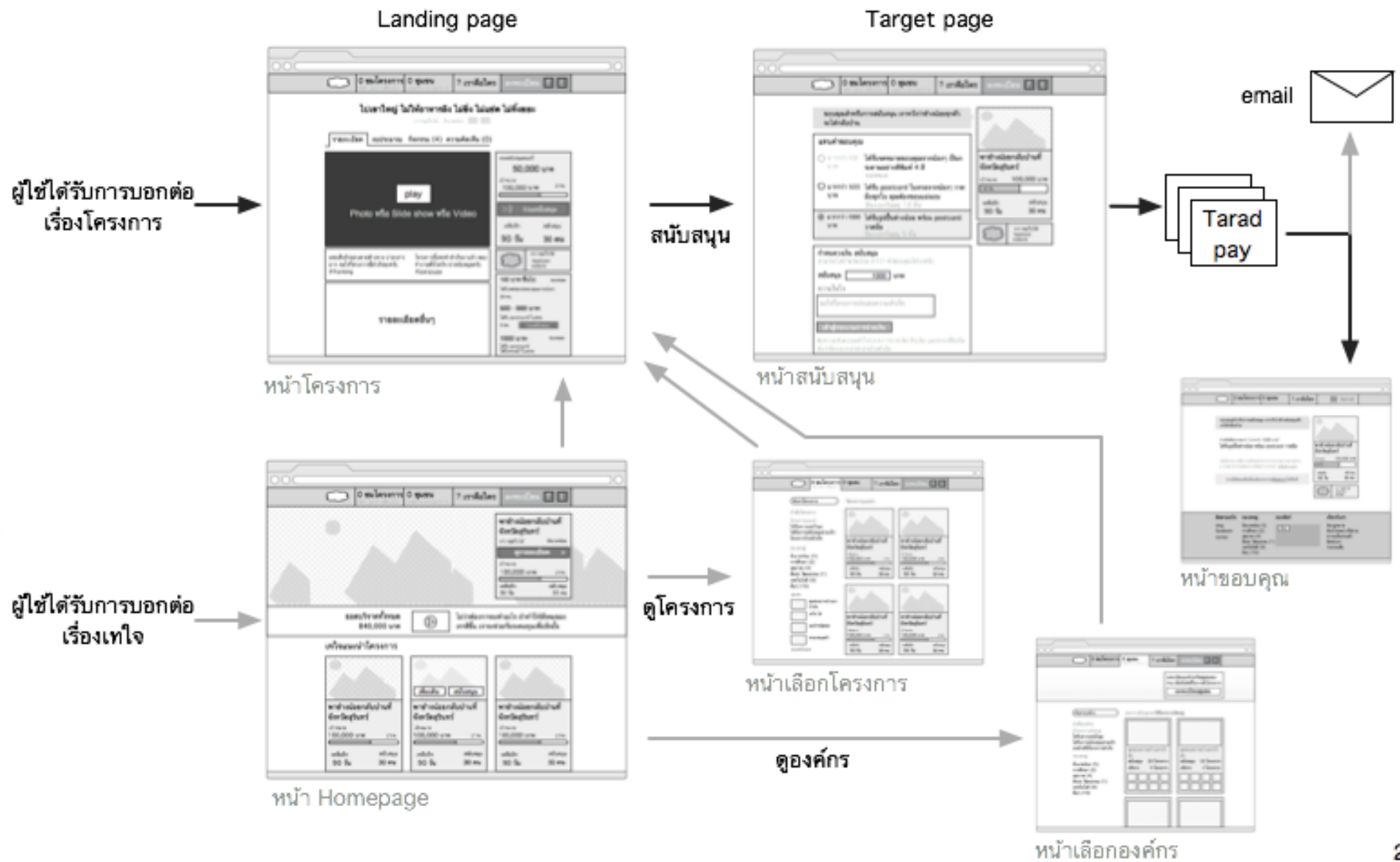




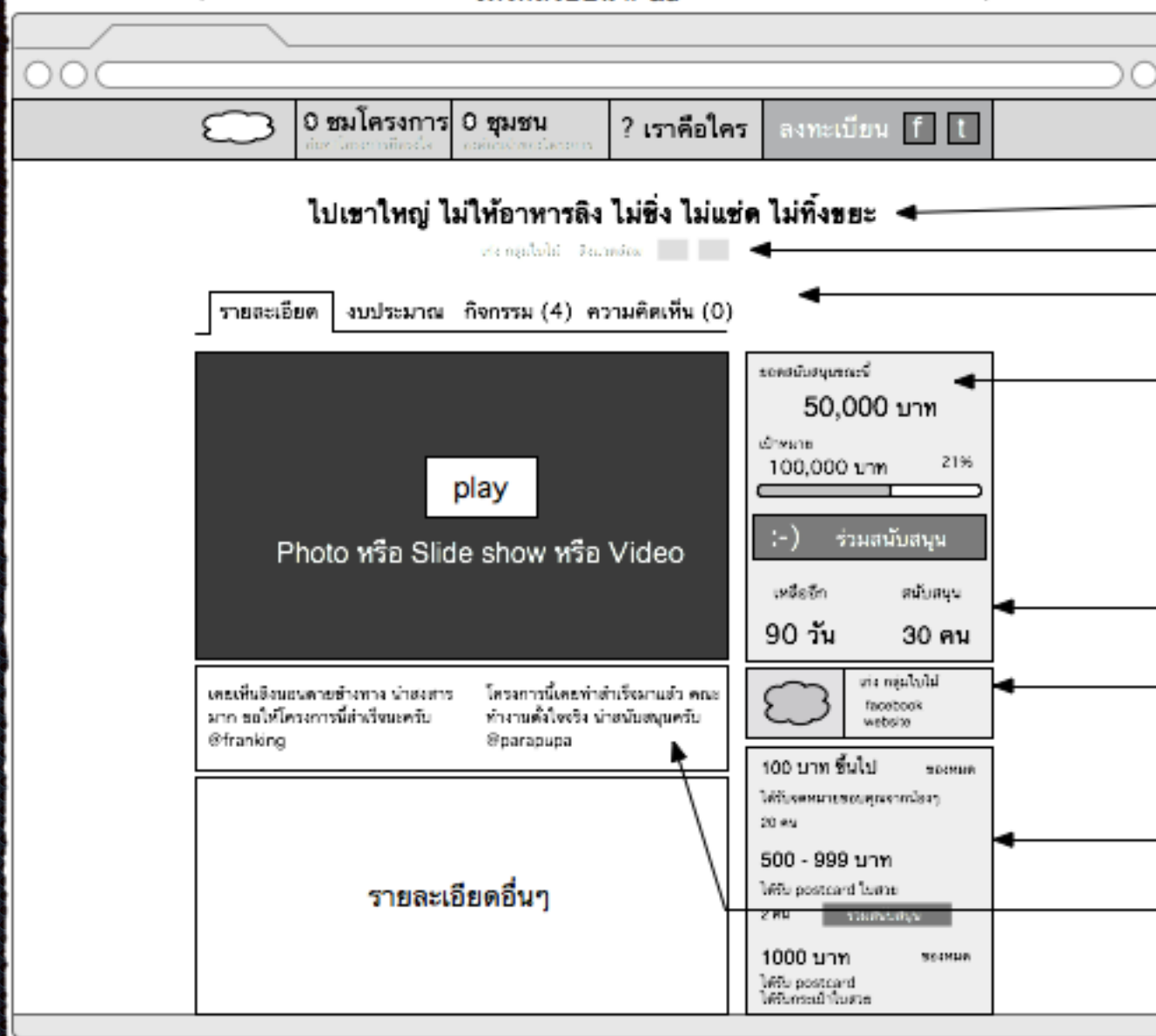


Wireframe workshop

Overview Screen flow



จัดให้สวยงาม iPad



ยก Site menu ให้สูงติดขอบบน เพื่อ
เพิ่มความเด่นให้ตัวโครงการ
** ไม่ควรหนาเกินไป เพราะจะเบียด
โครงการลงไป

สามารถเขียนยาวได้ เพื่อรวมข้อกับ
description เข้าไว้ด้วยกัน ผู้อ่านจะได้
เข้าใจได้เร็วขึ้นอีกนิด

ภาษา: บางโครงการมีภาษาเดียวบาง
โครงการมีหลายภาษา

Menu ของโครงการจะเด่นขึ้น และกลาย
เป็น Mainmenu ของหน้านี้

ตัวเลขนี้เด่นสุดเพราะเป็นตัวชี้วัดความ
สำเร็จของโครงการนี้บนเว็บของเรา

ย้ายมาอยู่ทางซ้ายเพื่อให้โครงการภาพ
โครงการเด่นขึ้น (ให้คนดู video ก่อน
และค่อยตัดสินใจกด บริจาค)

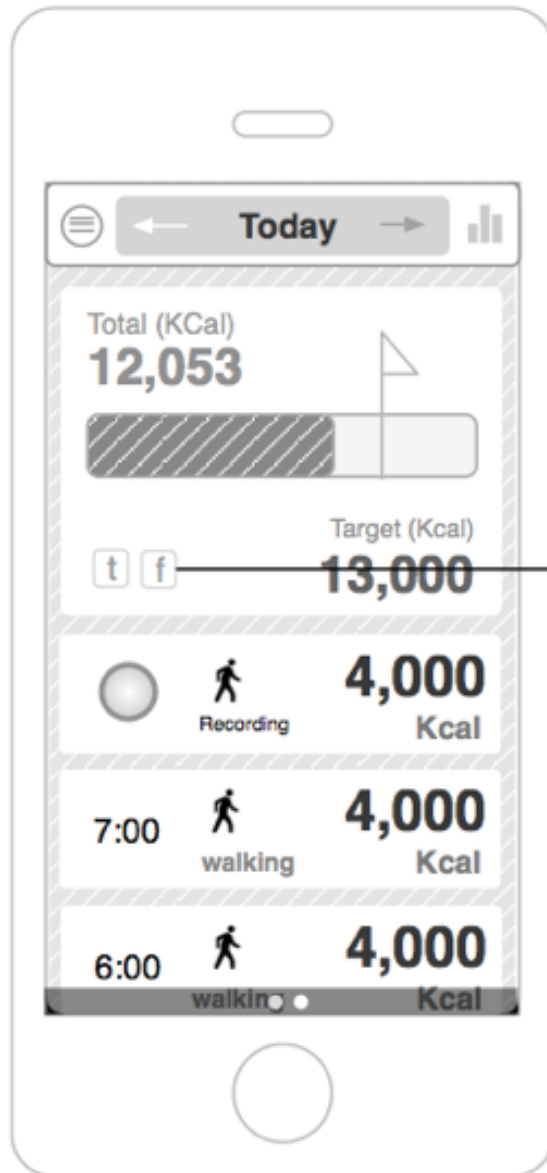
ถ้ายังตัดสินใจไม่ได้ ให้ลองมาดูว่าใครเป็น
คนปั่นโครงการนี้ขึ้นมา

ถ้ายังตัดสินใจไม่ได้อีก ค่อยมาดูของแถม

ค่าสนับสนุนช่วยให้น่าสนใจมากขึ้น โดย
เฉพาะถ้ามาจากคนดัง

ต้องดู flow ของ Facebook บน ios อีกที

One time ask



Update status (X)

Auto update your status

Update status on ☐ t ☐ f

Archive target ☒ on ☐ off

End of every day ☐ on ☒ off

update status

Archive daily target (X)

Congratulation!!
you archive target of the day
keep moving for your health

☐ don't show me again

update status

Social

cancel **send**

Total (KCal) 13,553
Target (KCal) 13,000
I archive daily target today!!
good health is coming :)

☐ t ☐ f 117

keyboard

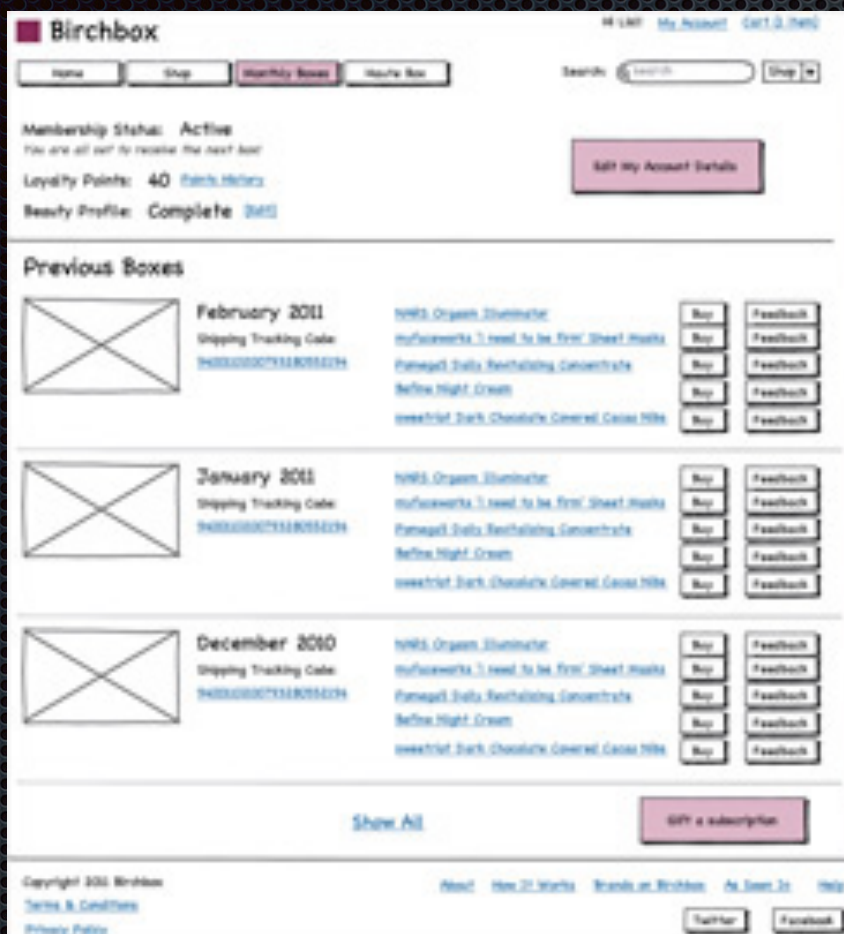




Quick Photoshop Mockup
(my use only)



3-Day Live Prototype



Balsamiq mockup for internal discussions



Photoshop version for external testing



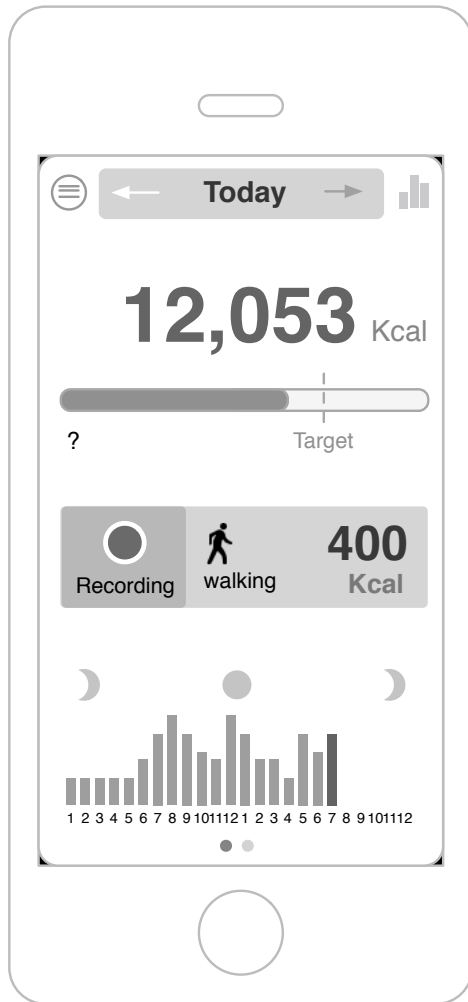
Greyscale mockup



Iterating CSS on localhost



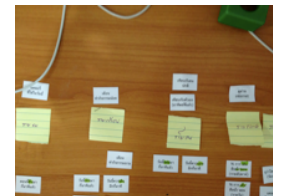
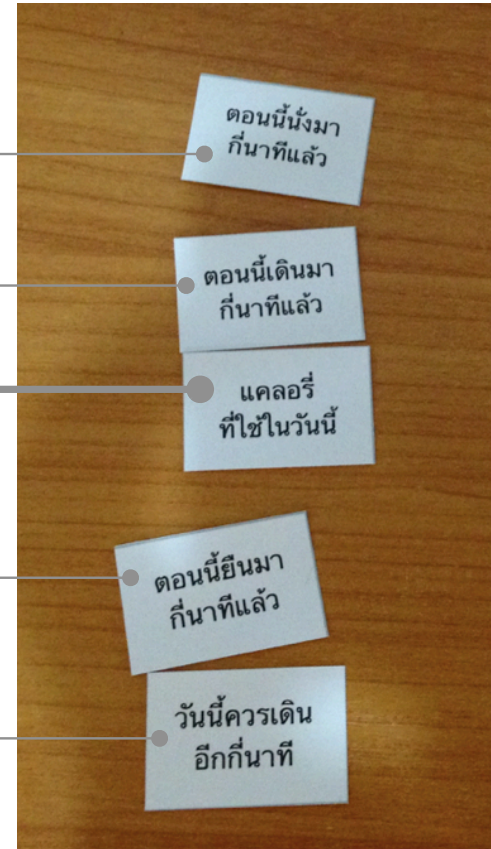
MyAct



Day summary

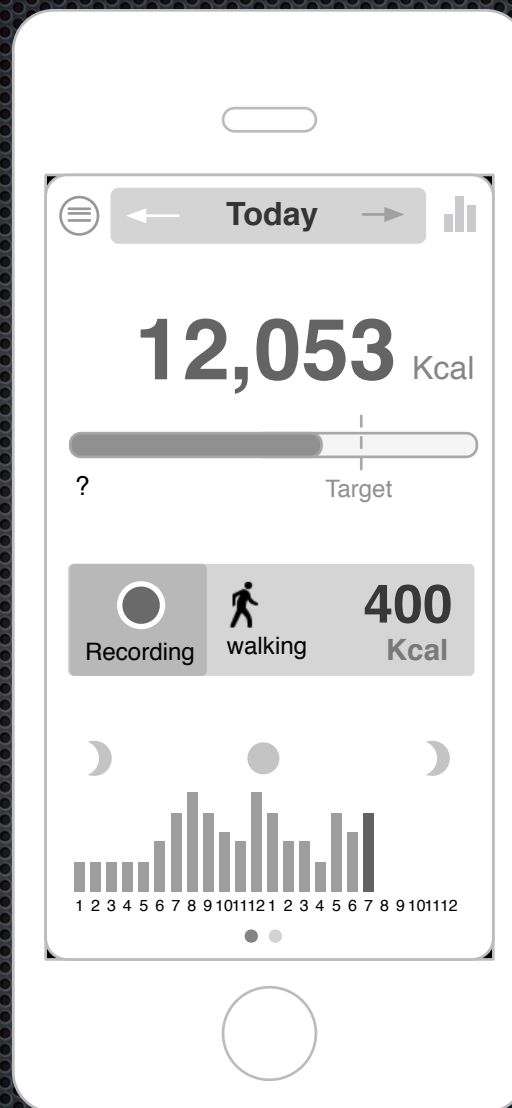
Current status

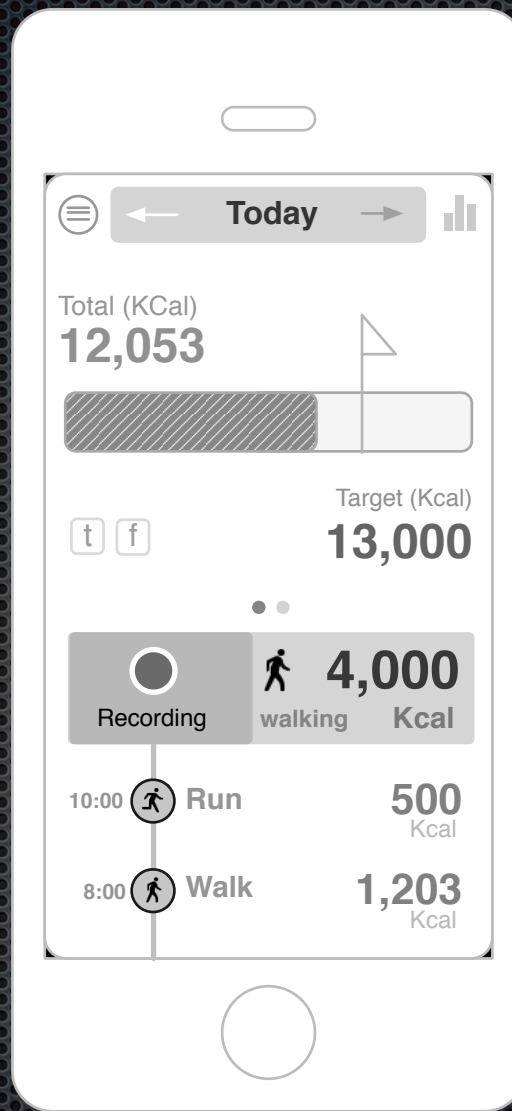
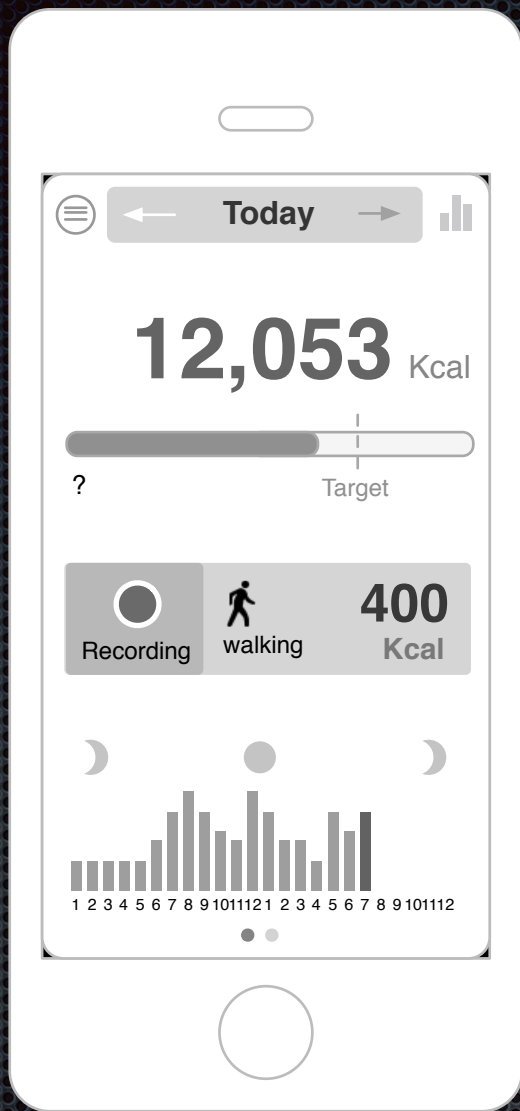
Current status

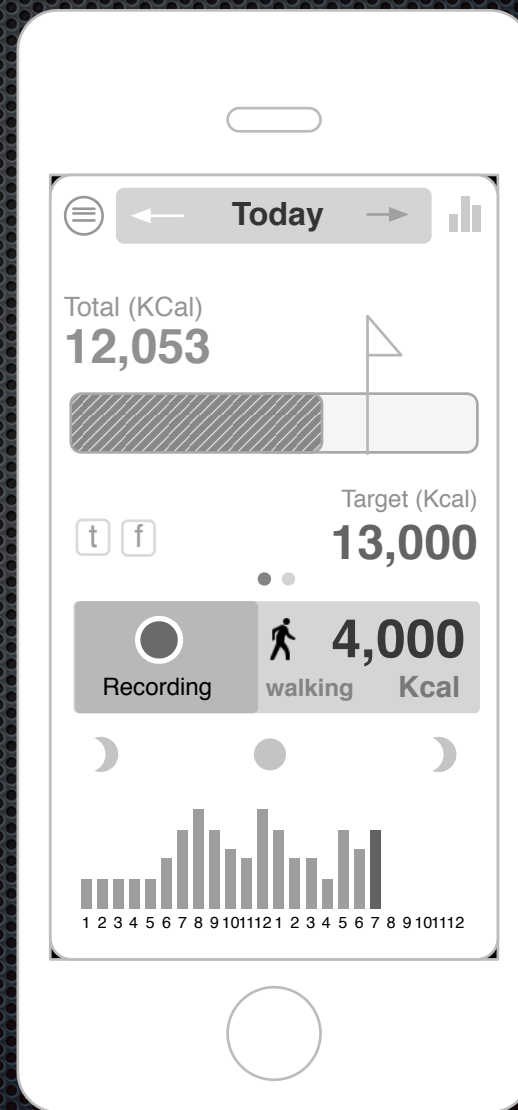
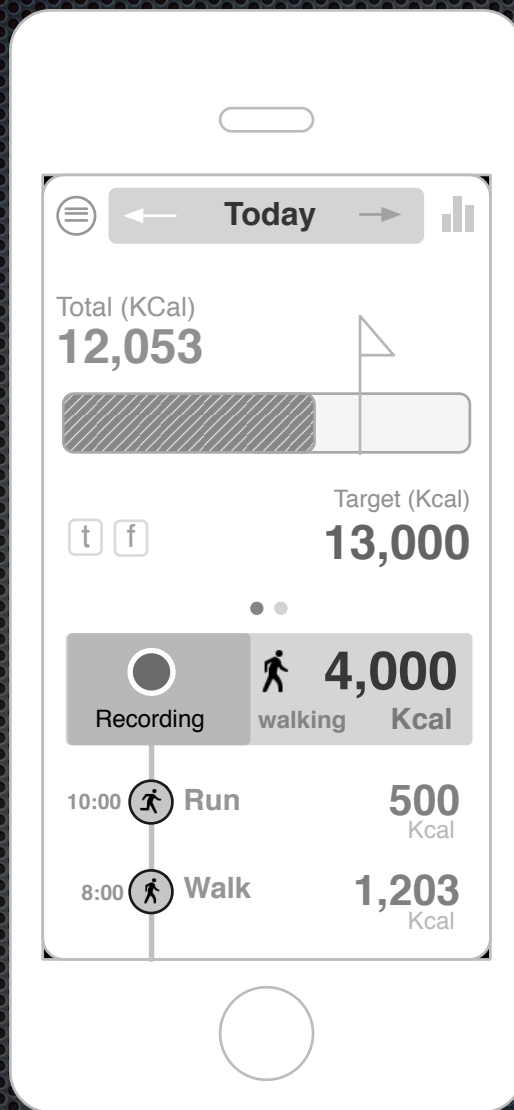
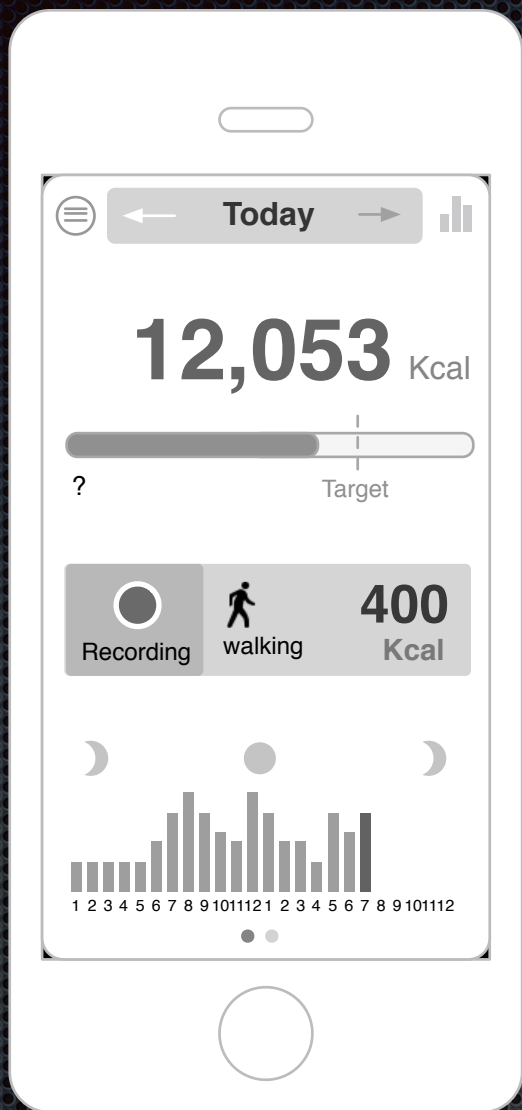


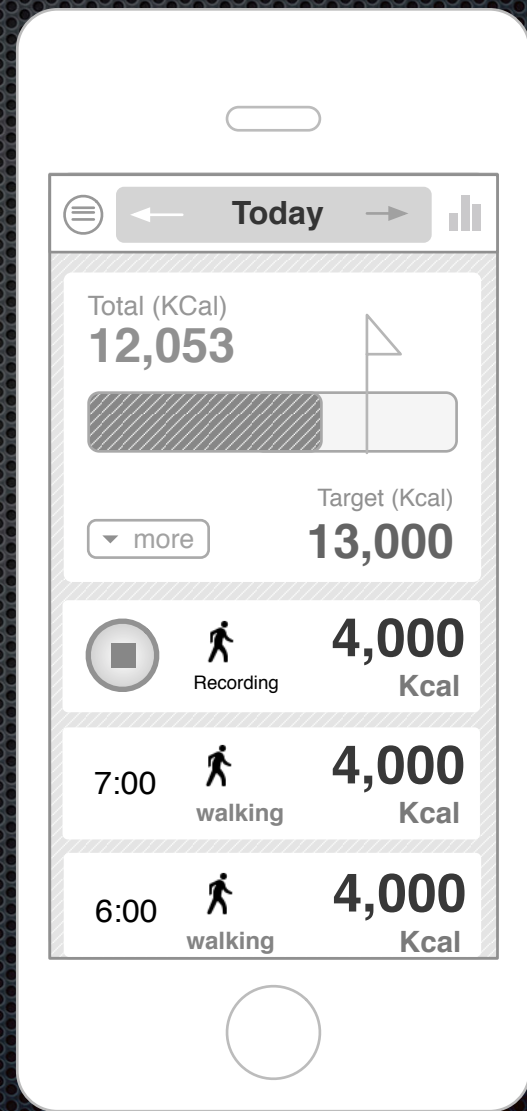
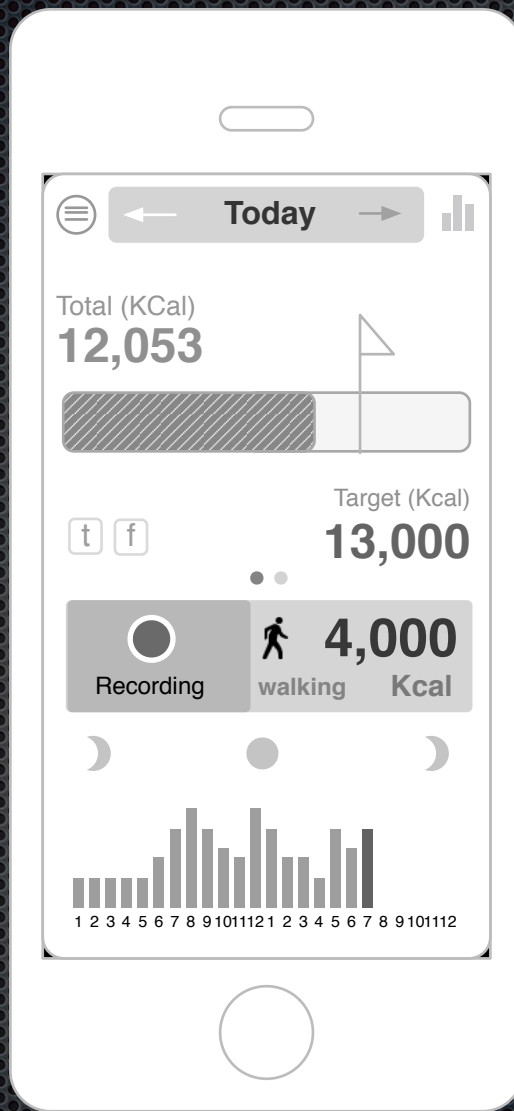
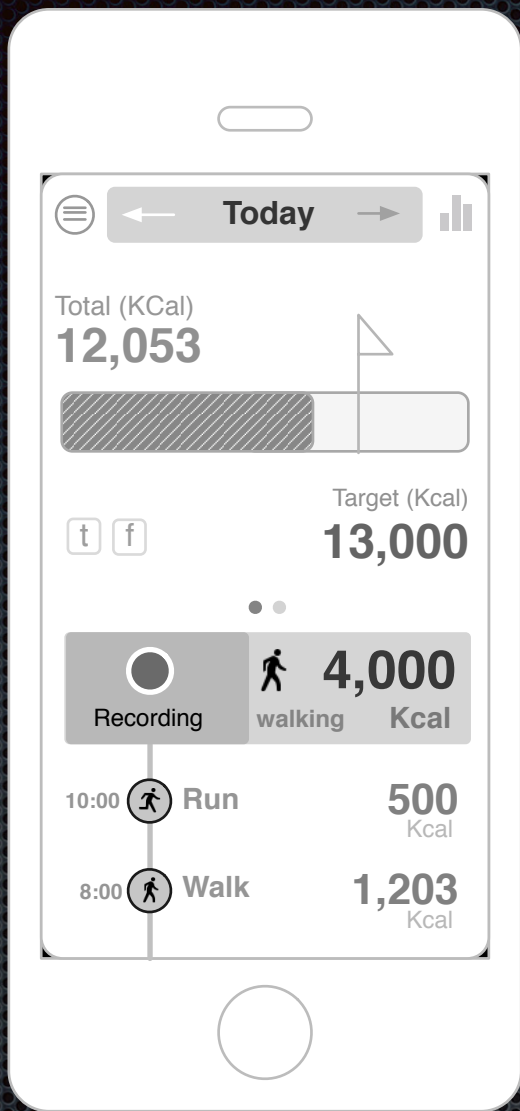
Result from card sort analytic

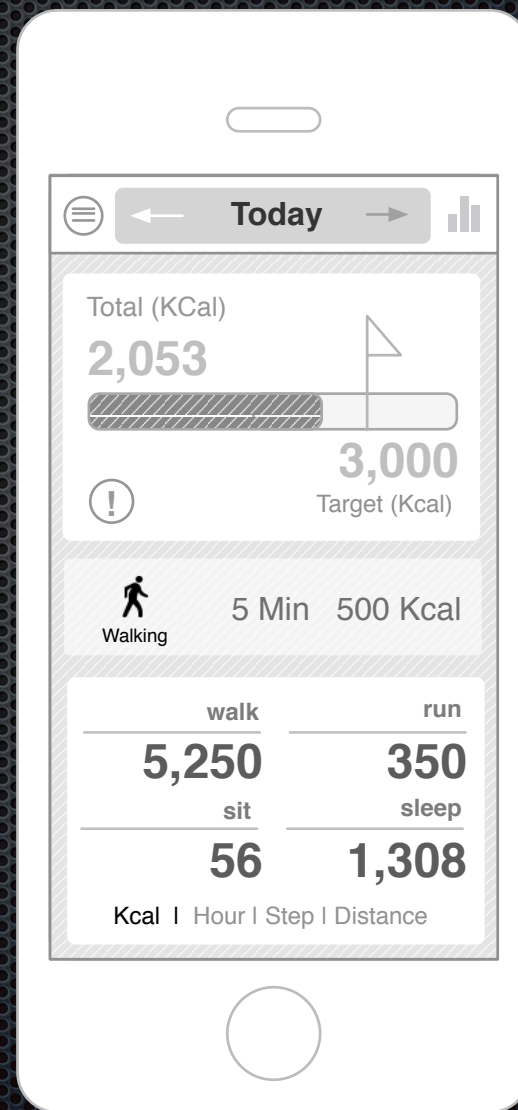
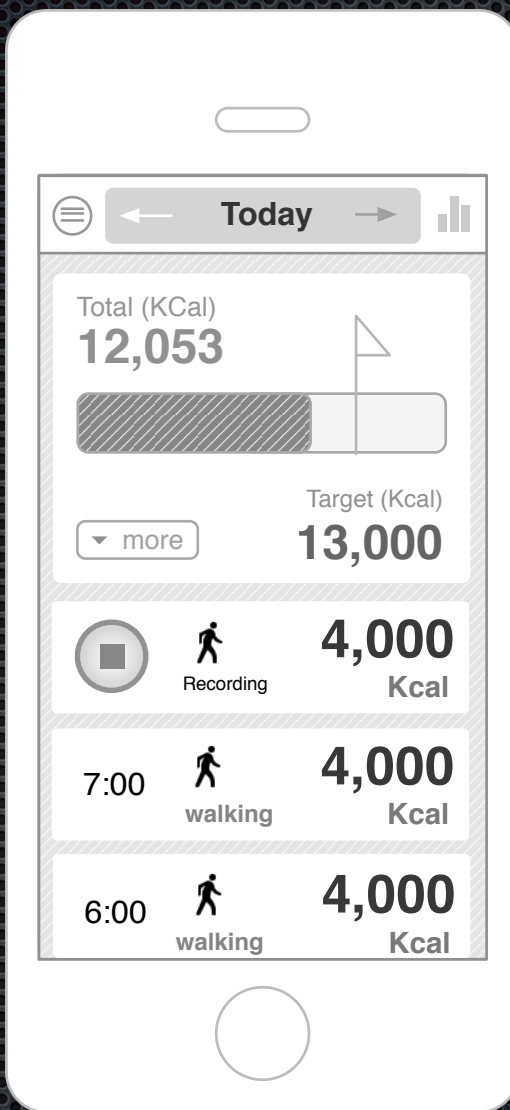
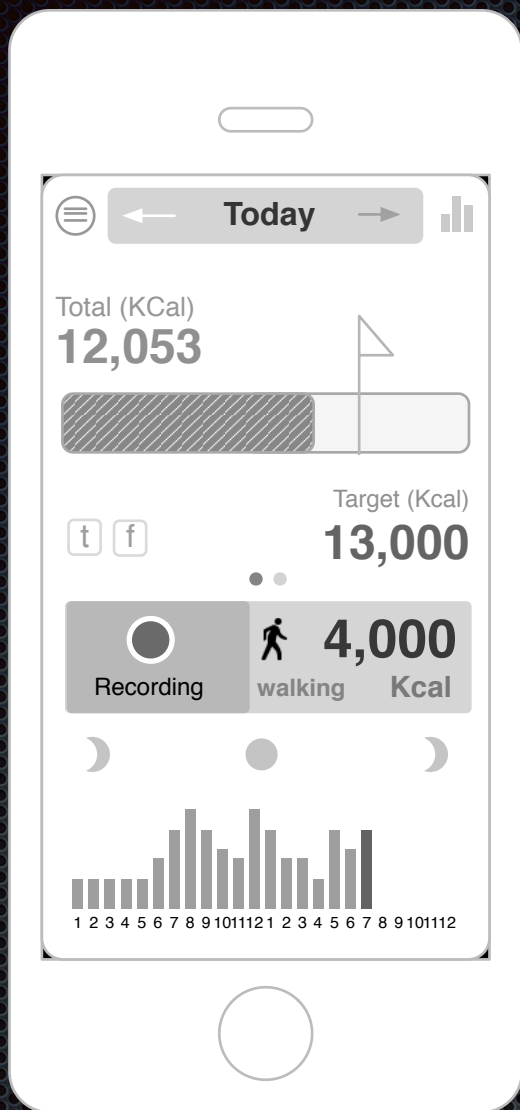
พบว่าผู้ทดสอบส่วนใหญ่สนใจ แคลอรีที่ใช้ในวันนี้ ระยะเวลาของ กิจกรรมที่ทำอยู่ และ ข้อเสนอแนะสำหรับกิจกรรมต่อไป

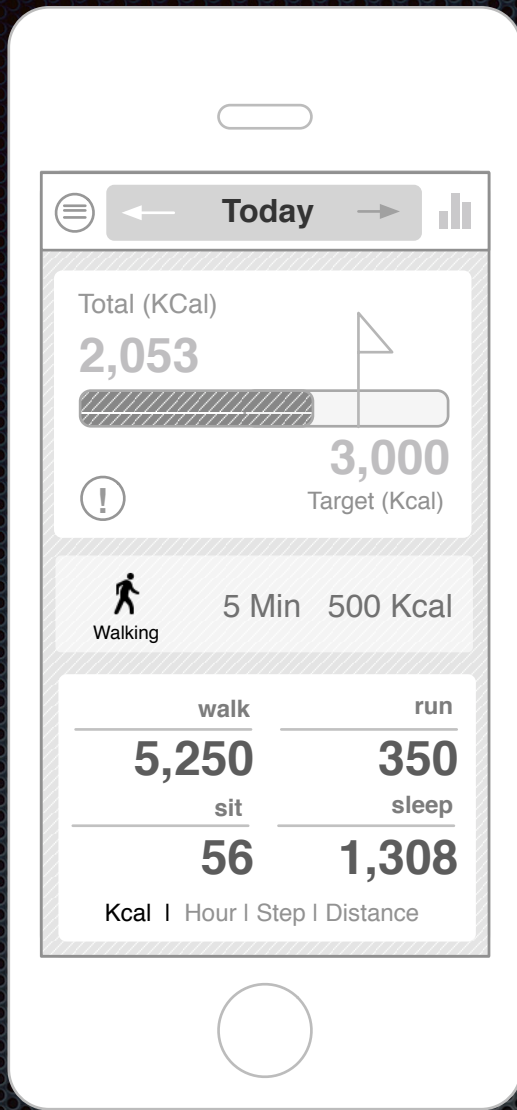


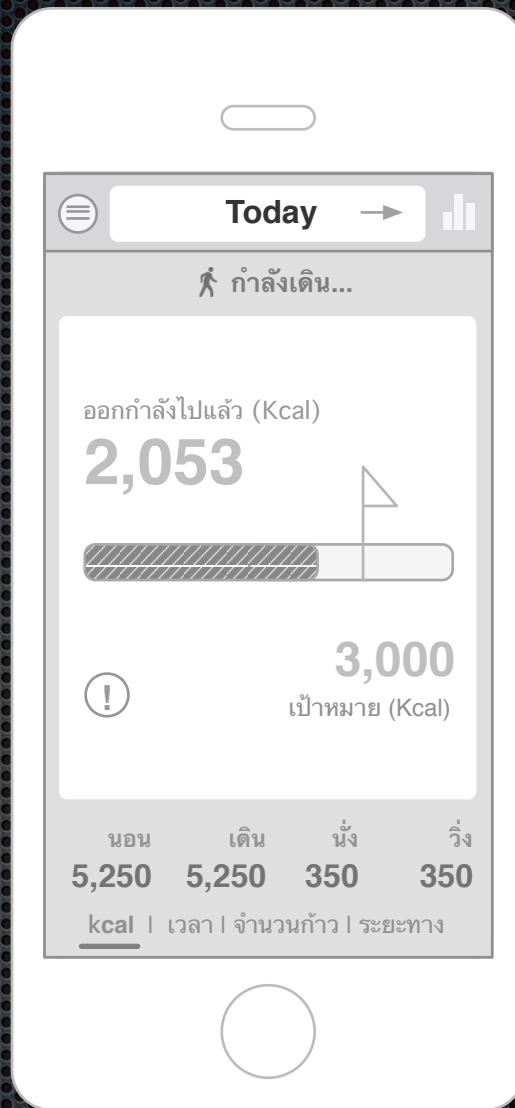
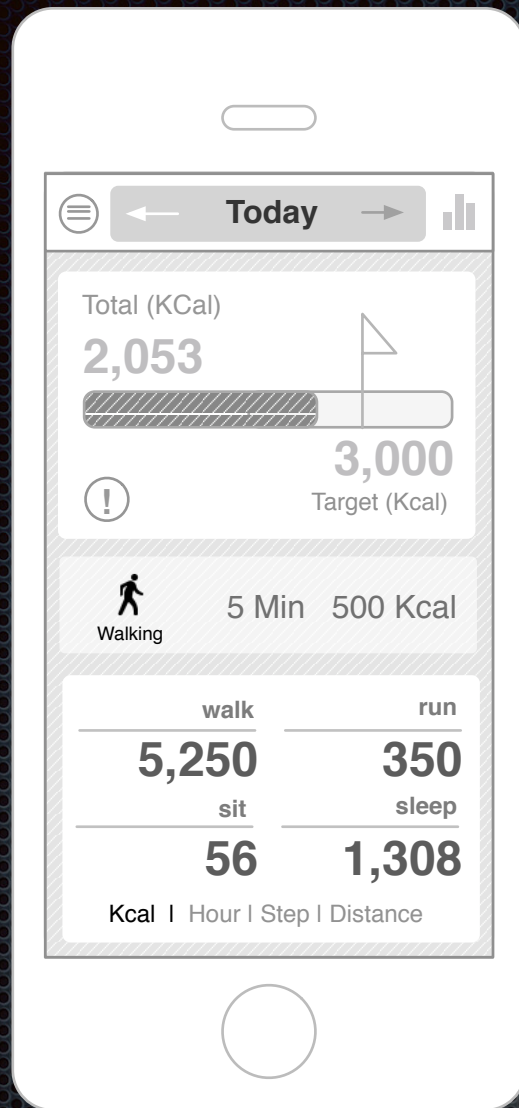


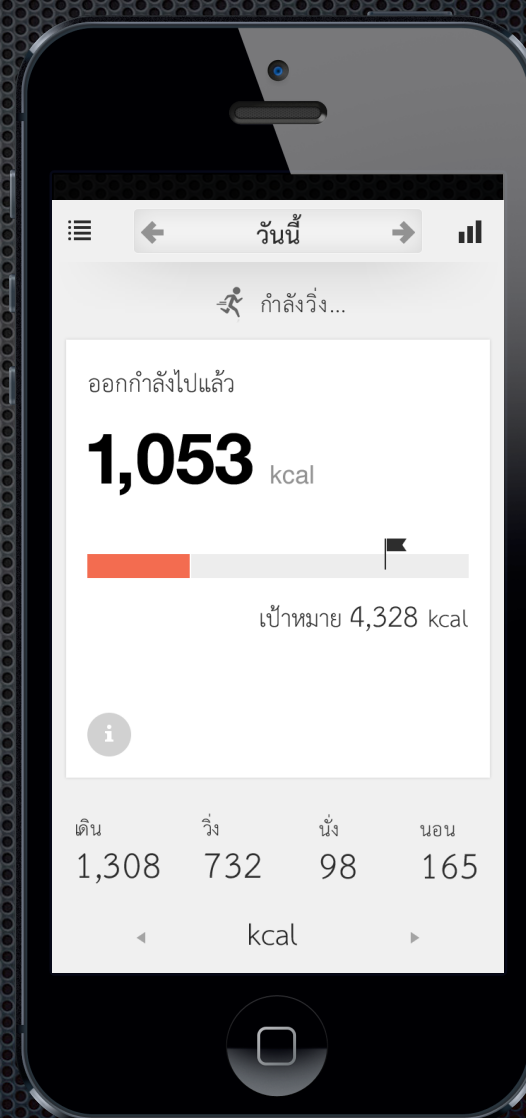
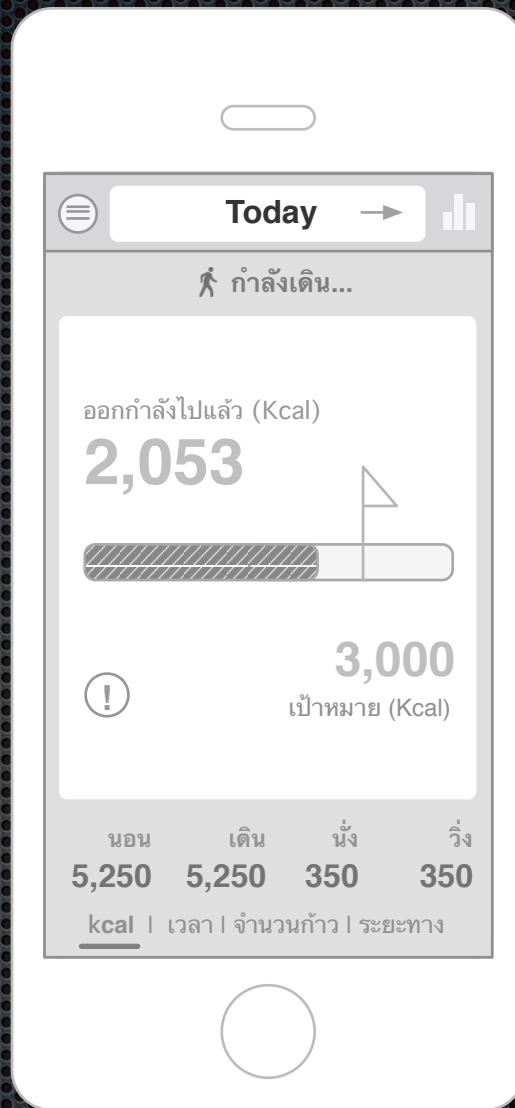
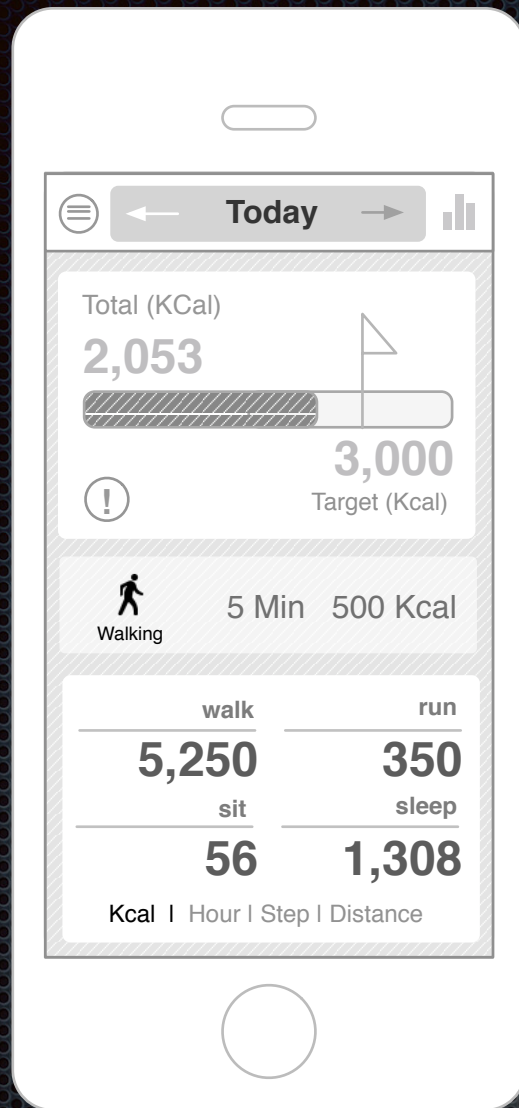




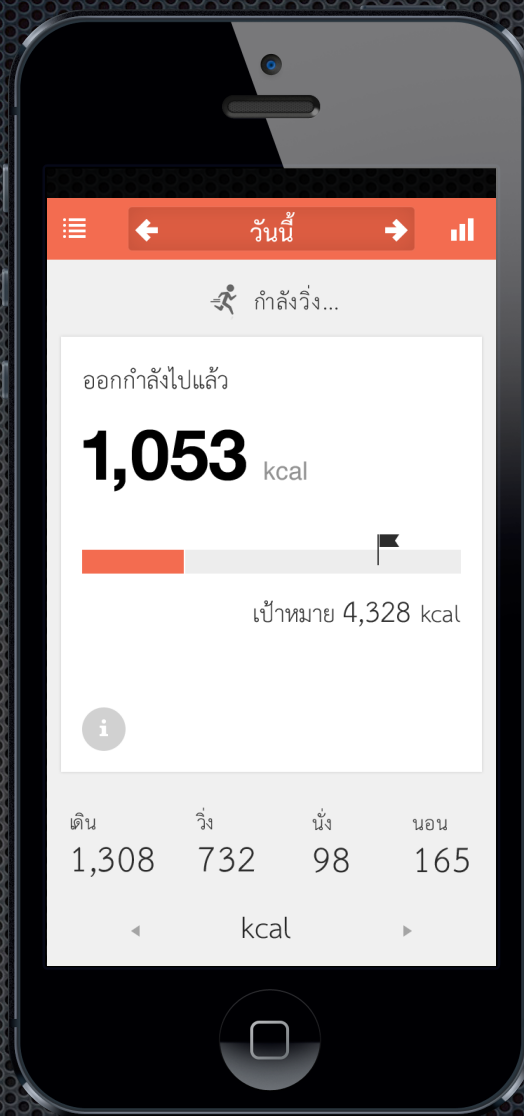
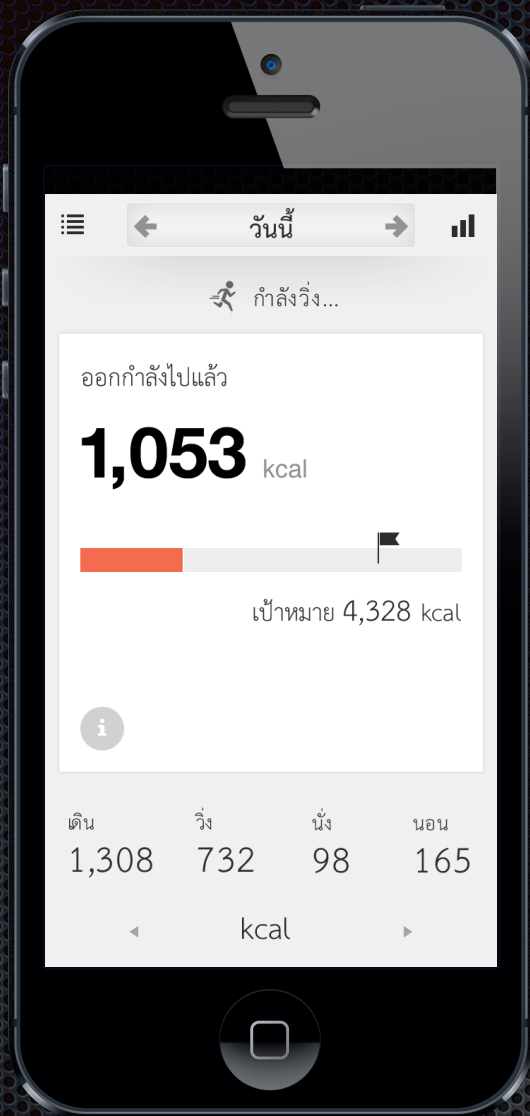


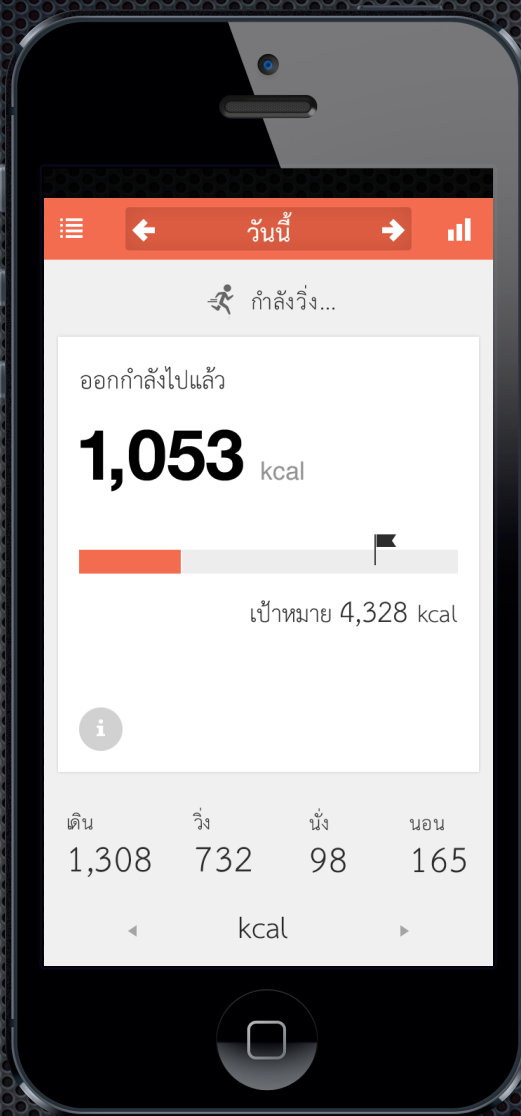
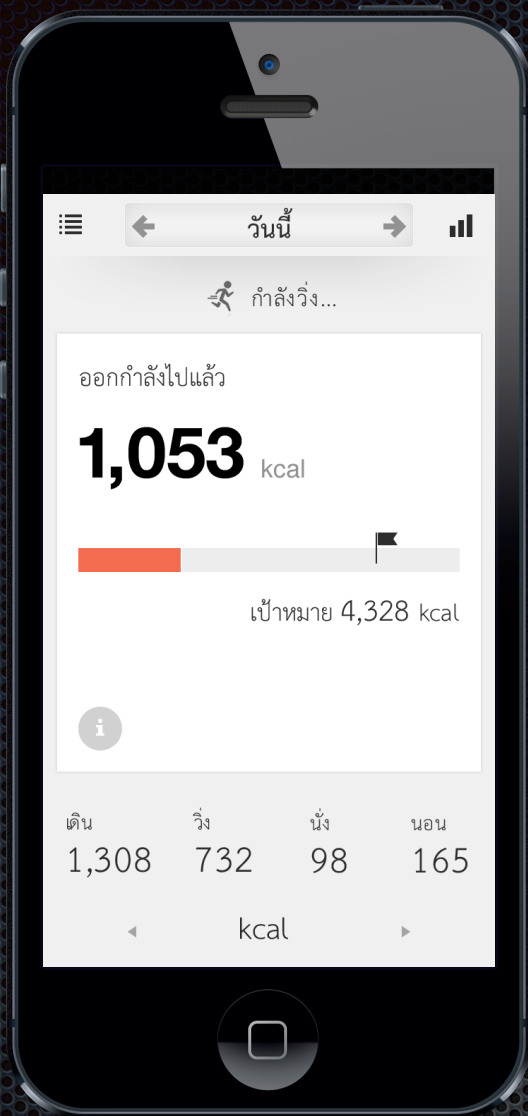


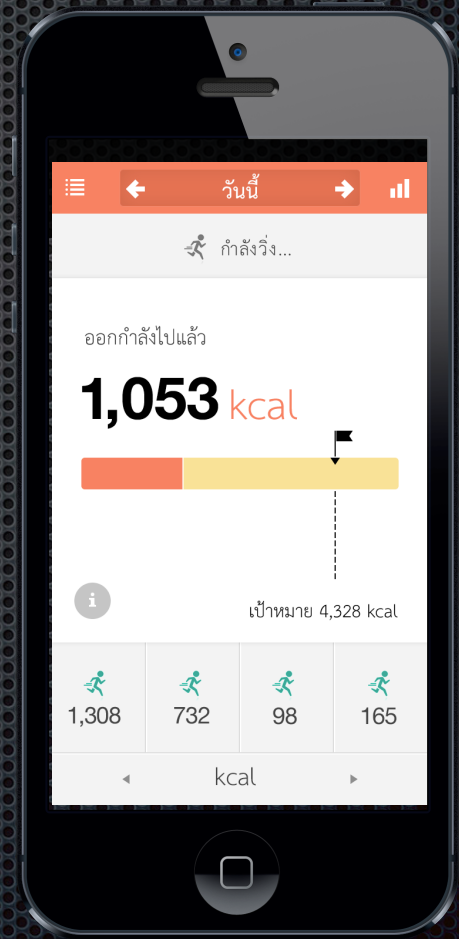
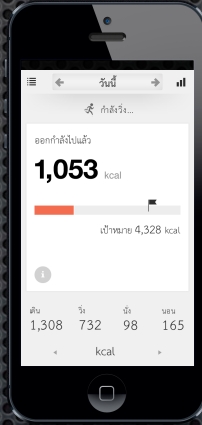
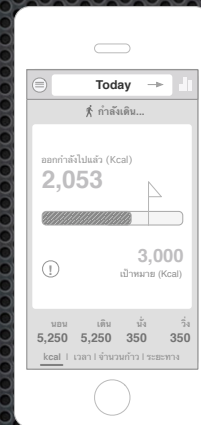
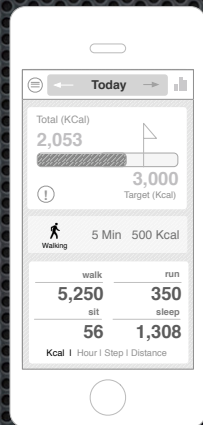
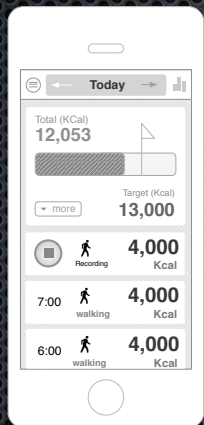
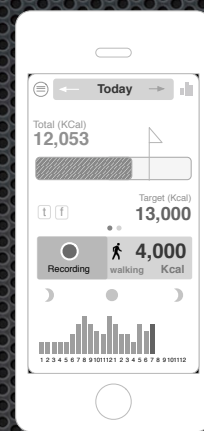
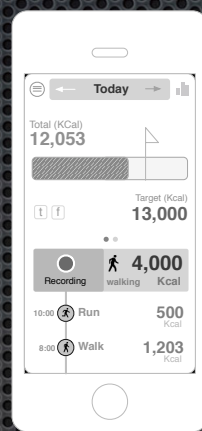
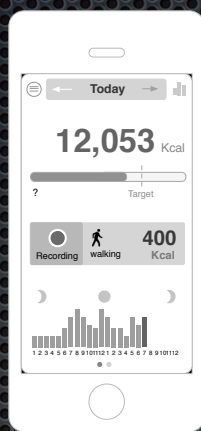
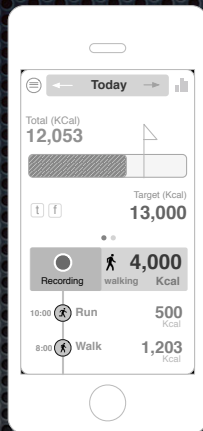
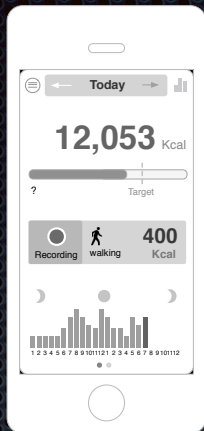


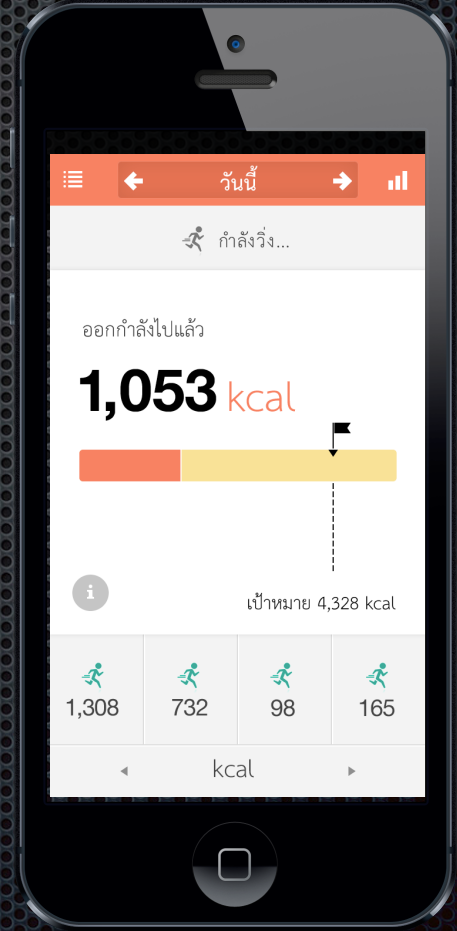
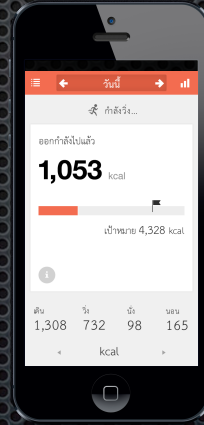
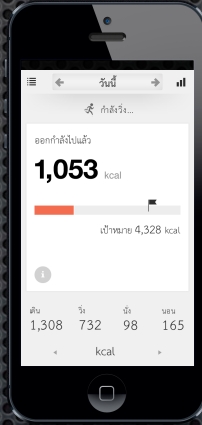
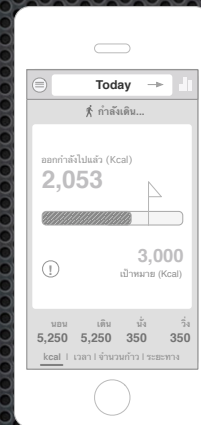
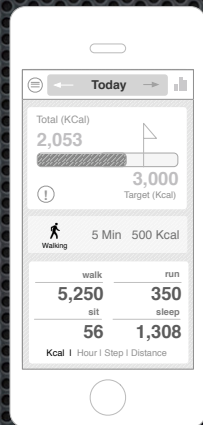
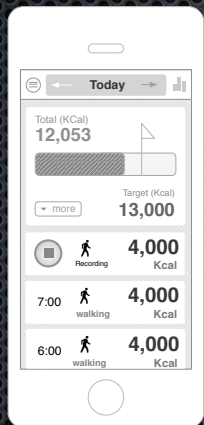
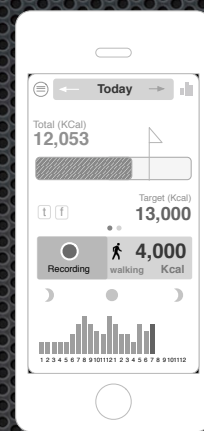
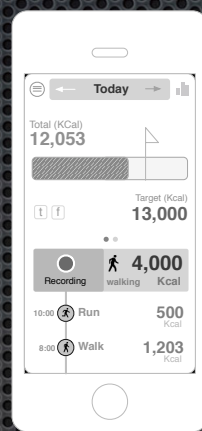
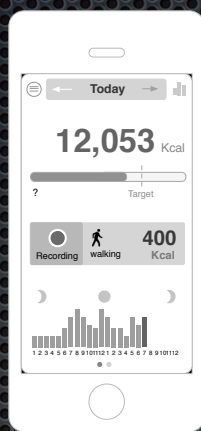
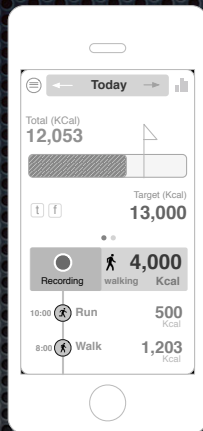
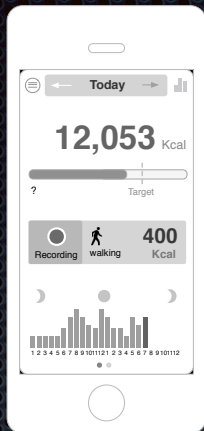








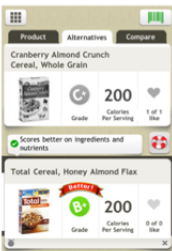
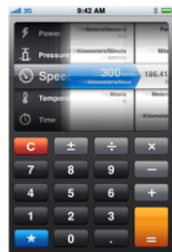




The hi-fidelity vs. lo-fidelity wireframe debate is silly. You use the weapons you need based on the war your face.

[@dantemurphy](#)

Wireframe

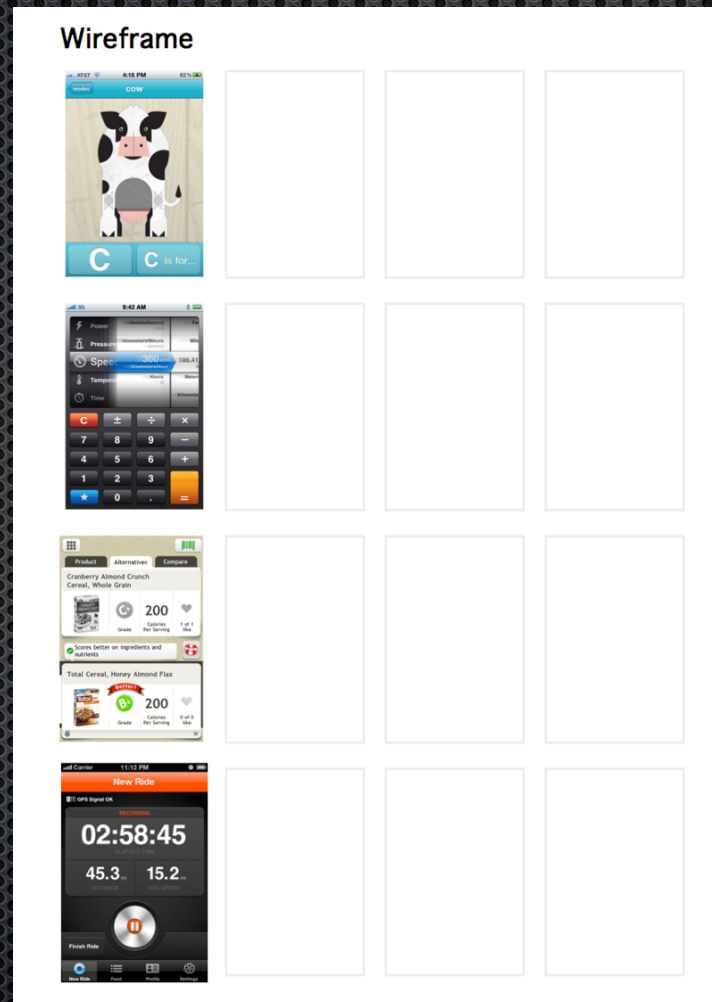


Warm up
in 20 min

20 rectangle

Freestyle

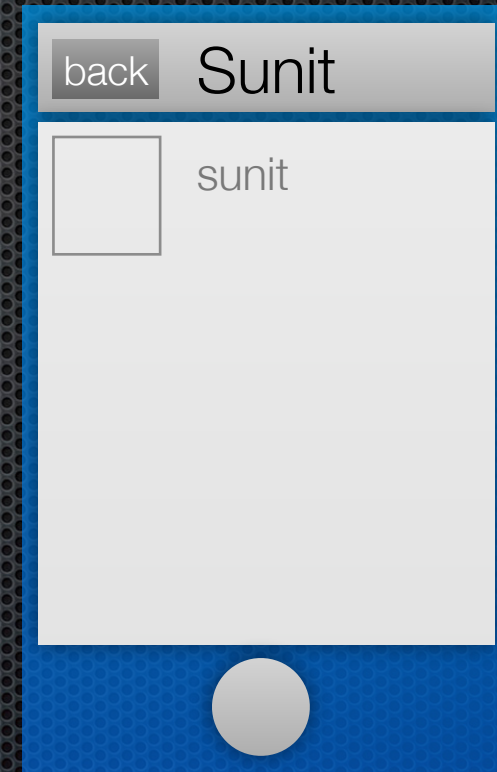
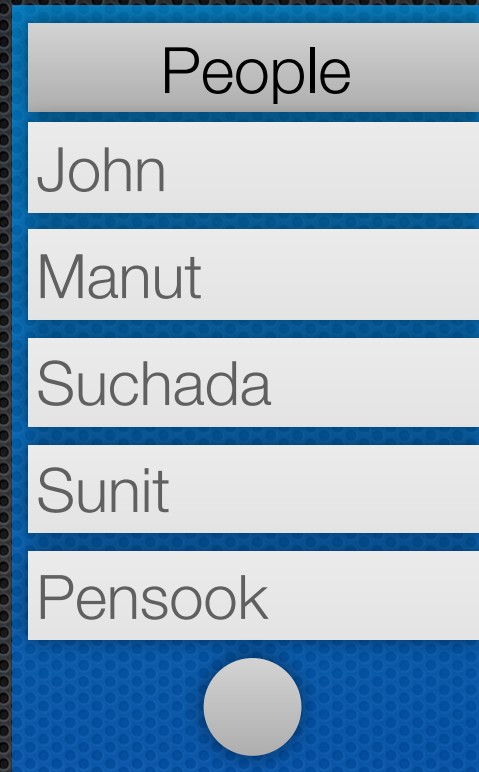
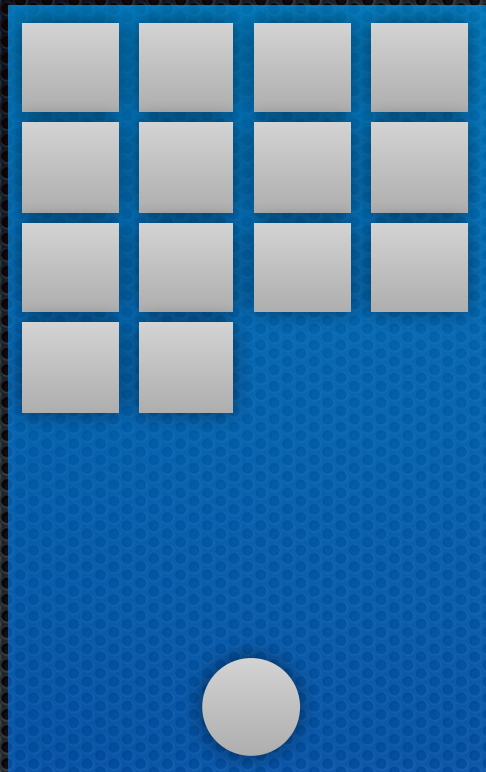
3 rectangle



1	Planing
2	Great first impression
3	The Fundamental
4	Design for platform Don't make user think
5	Kaizen

Navigation

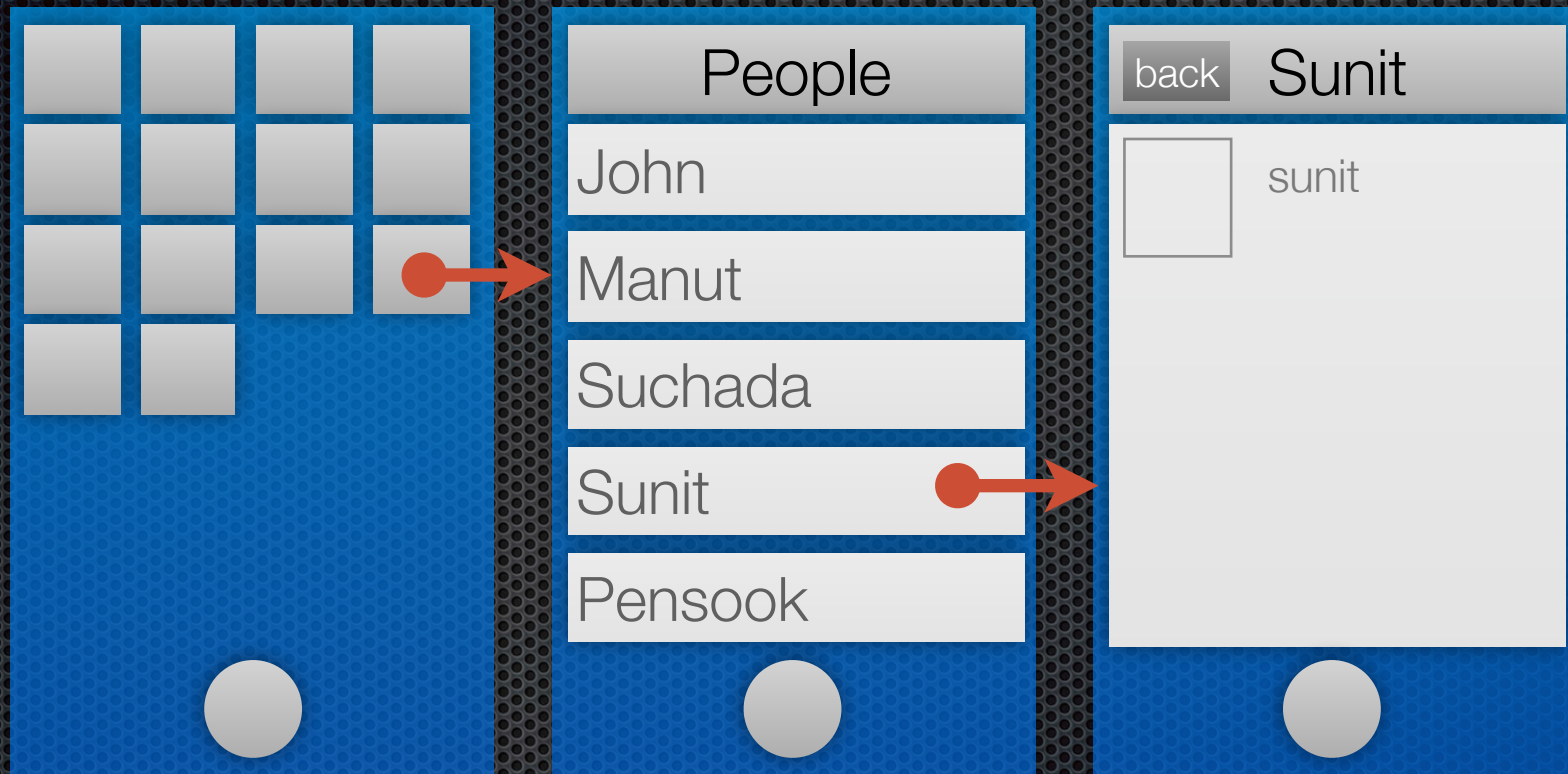
iOS Navigation



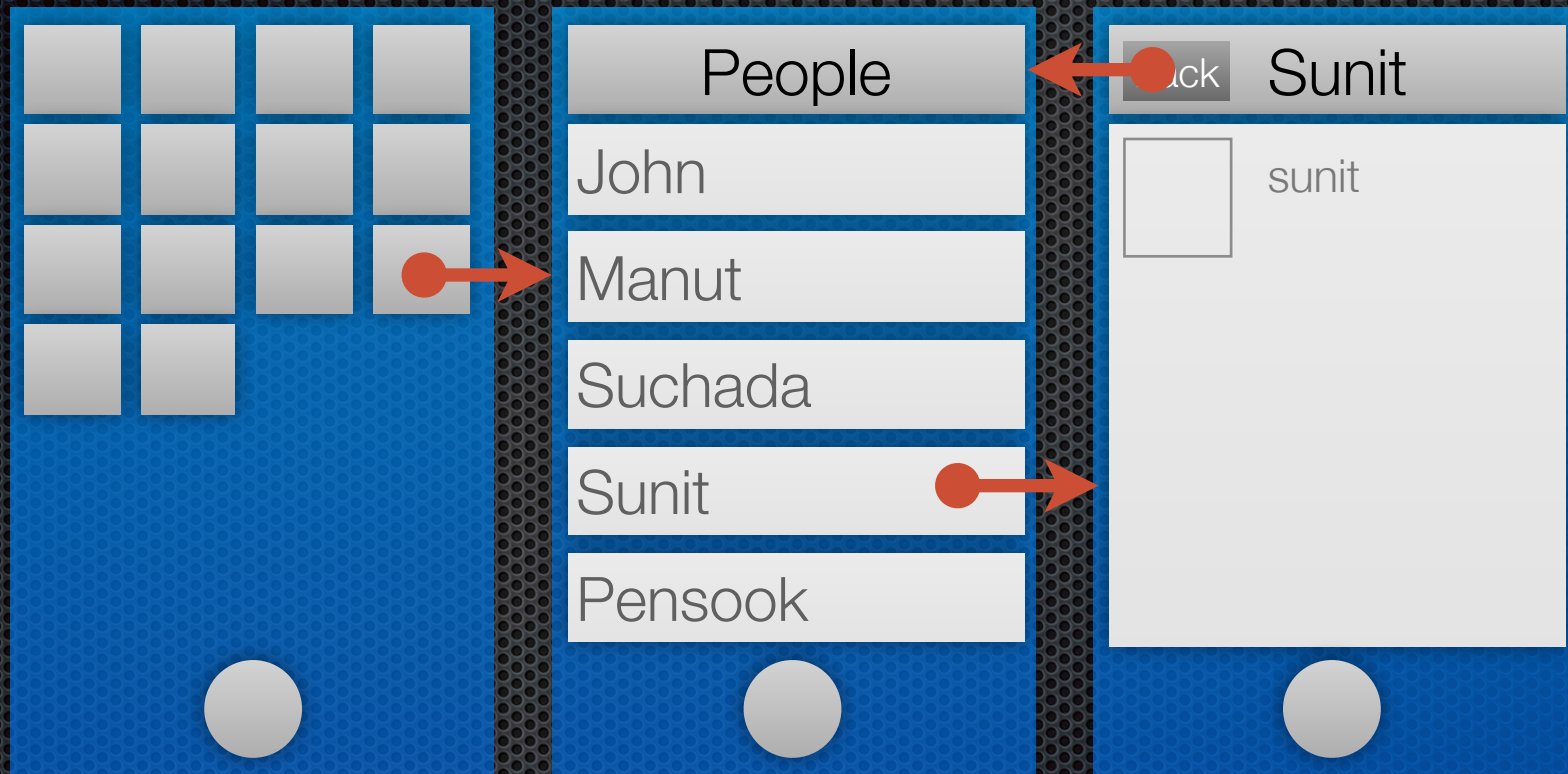
iOS Navigation



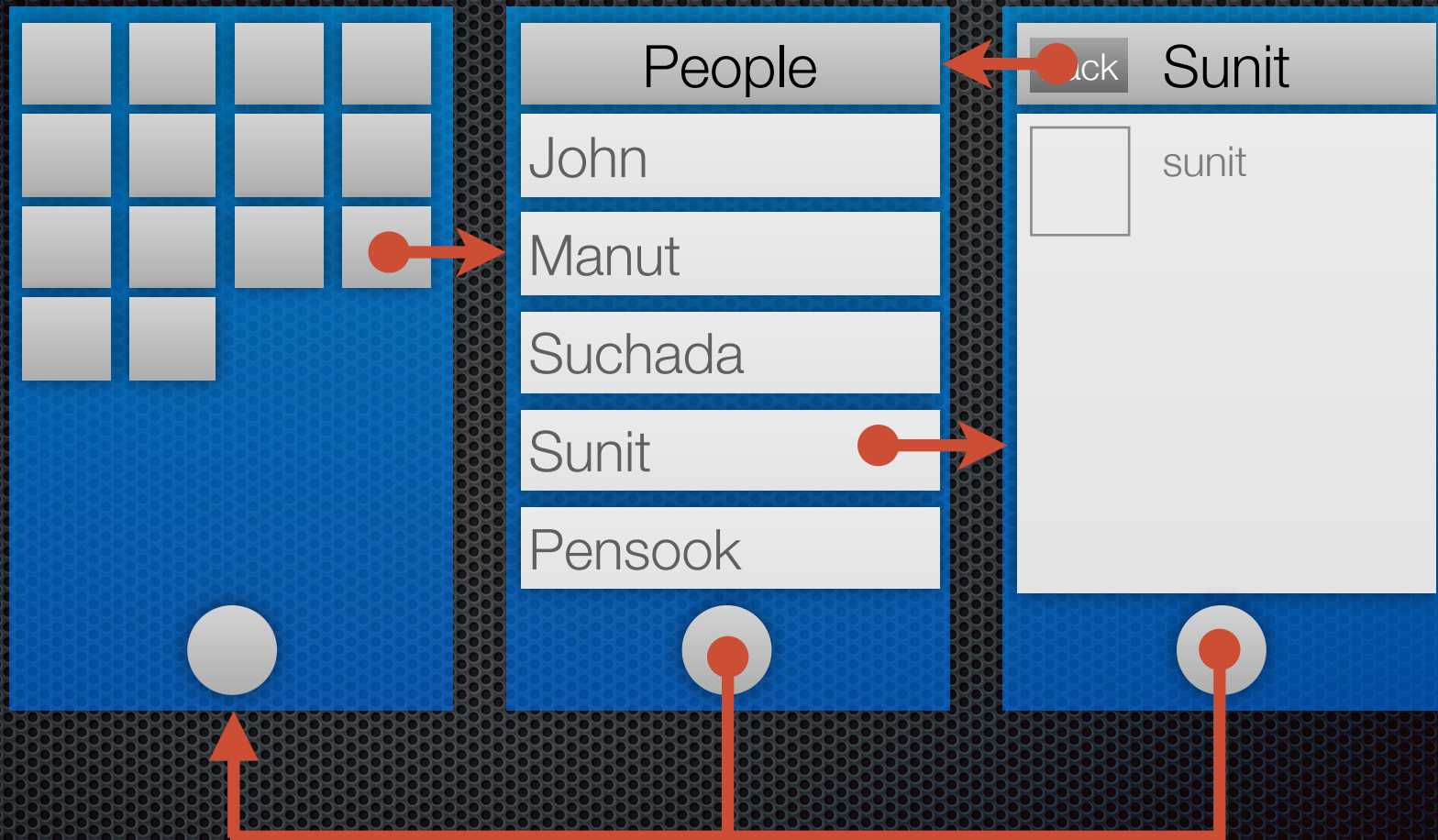
iOS Navigation



iOS Navigation



iOS Navigation



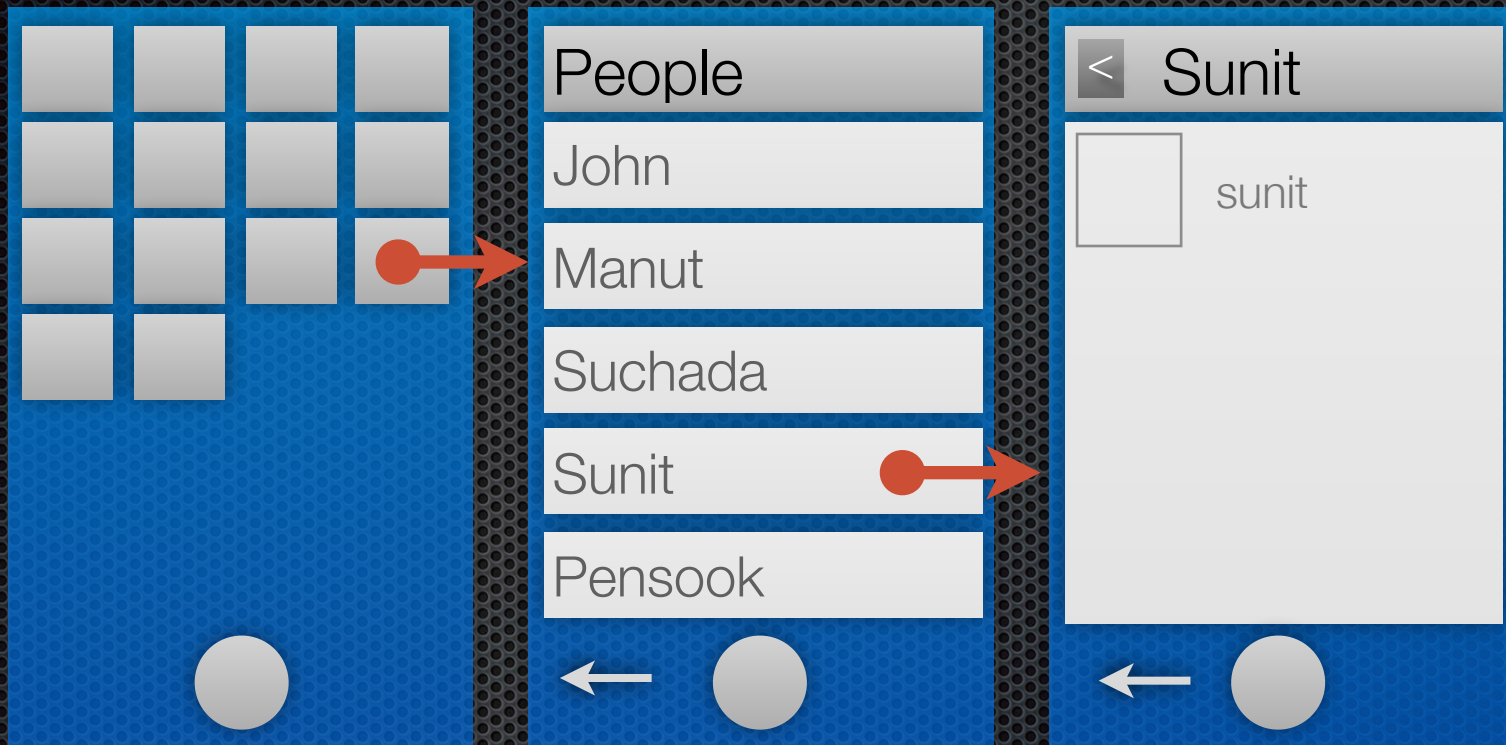
Android Navigation



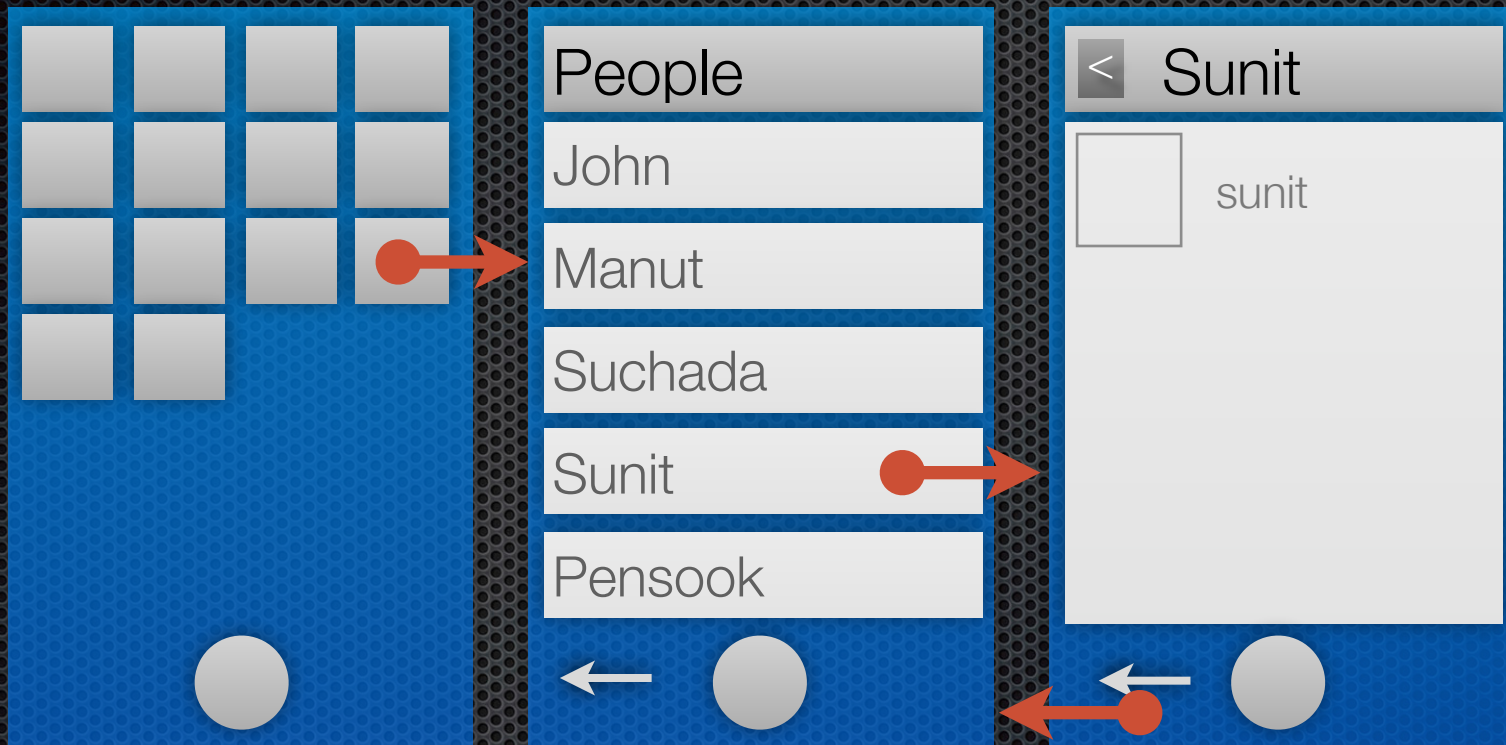
Android Navigation



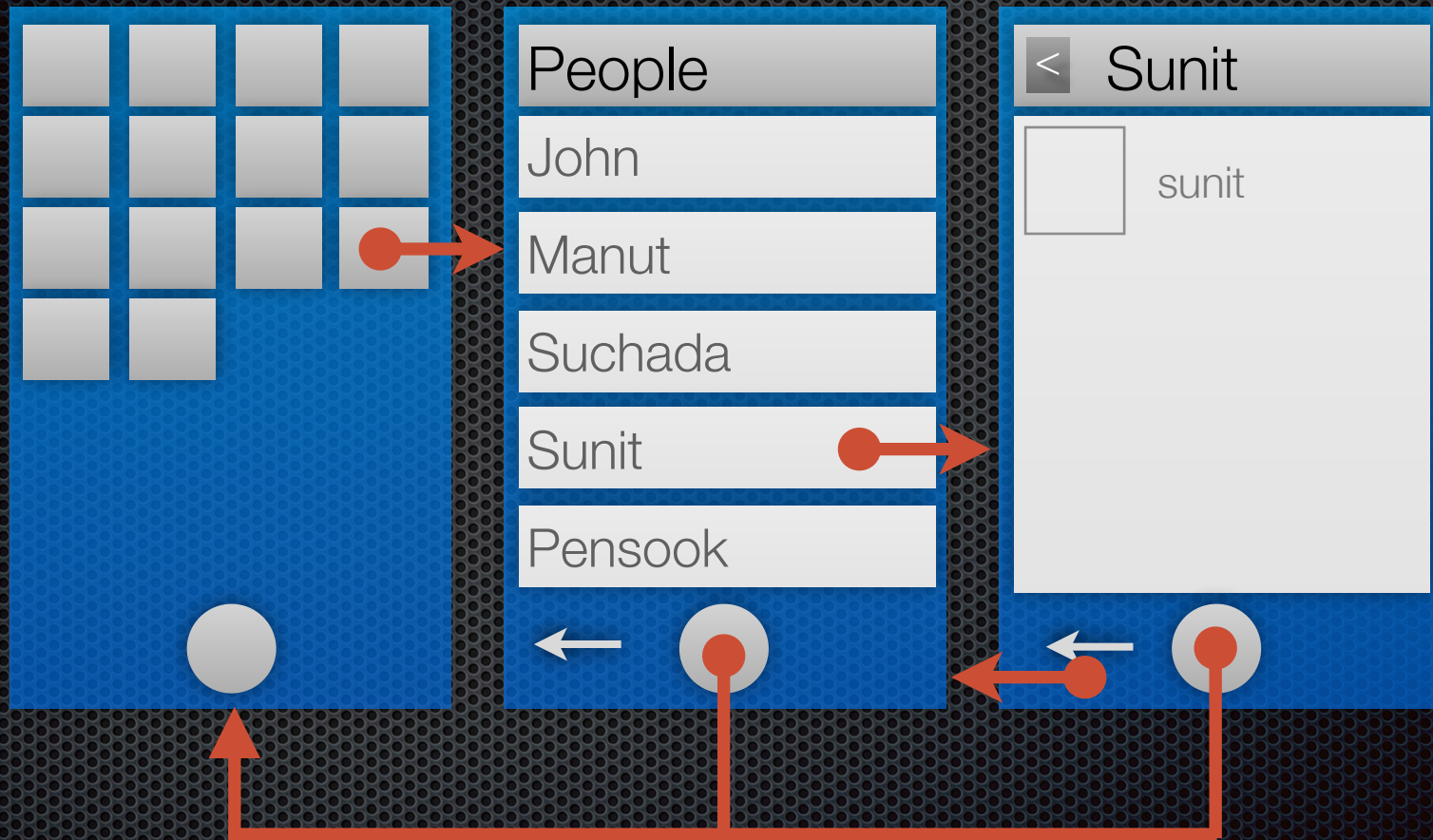
Android Navigation



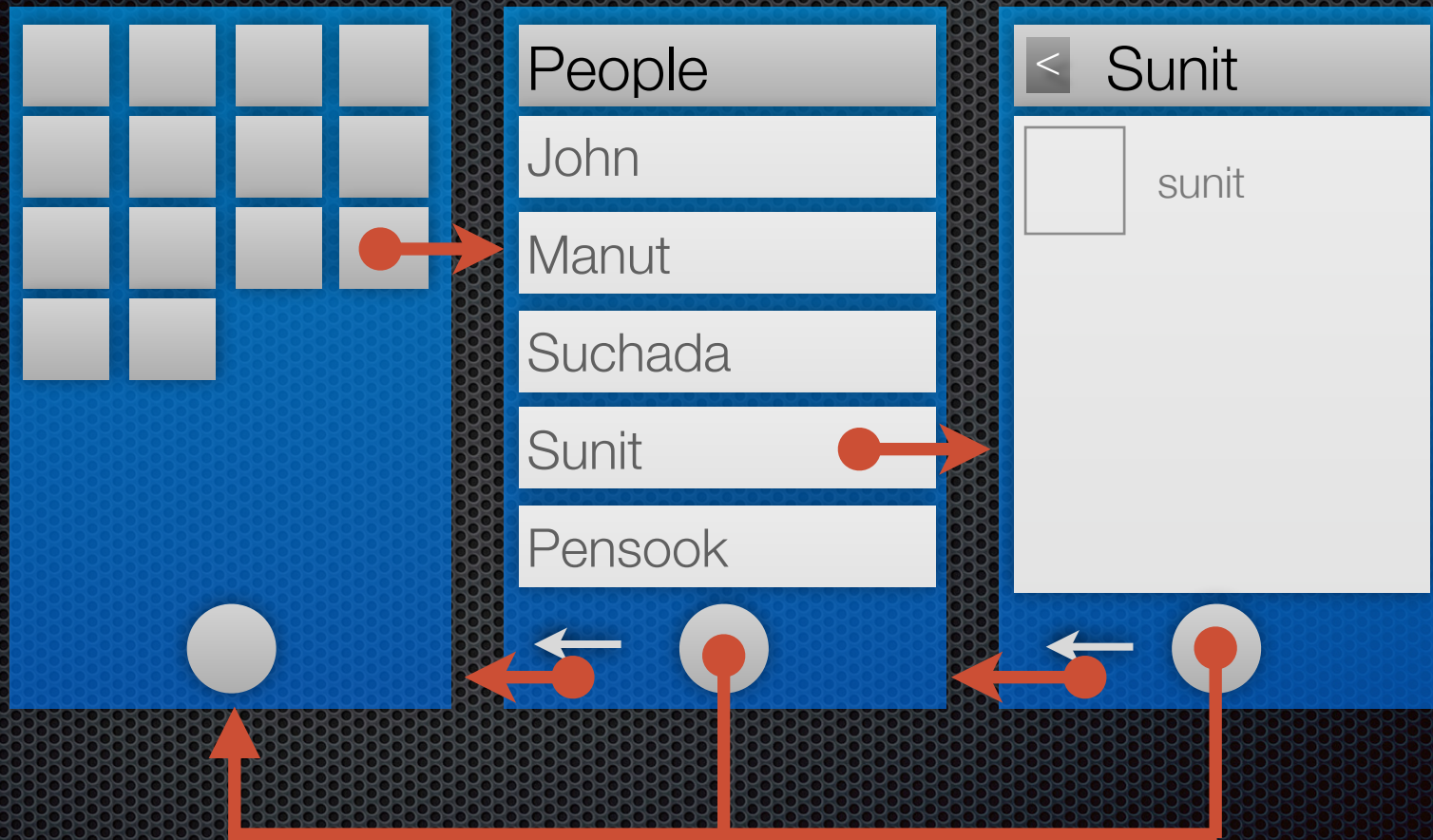
Android Navigation



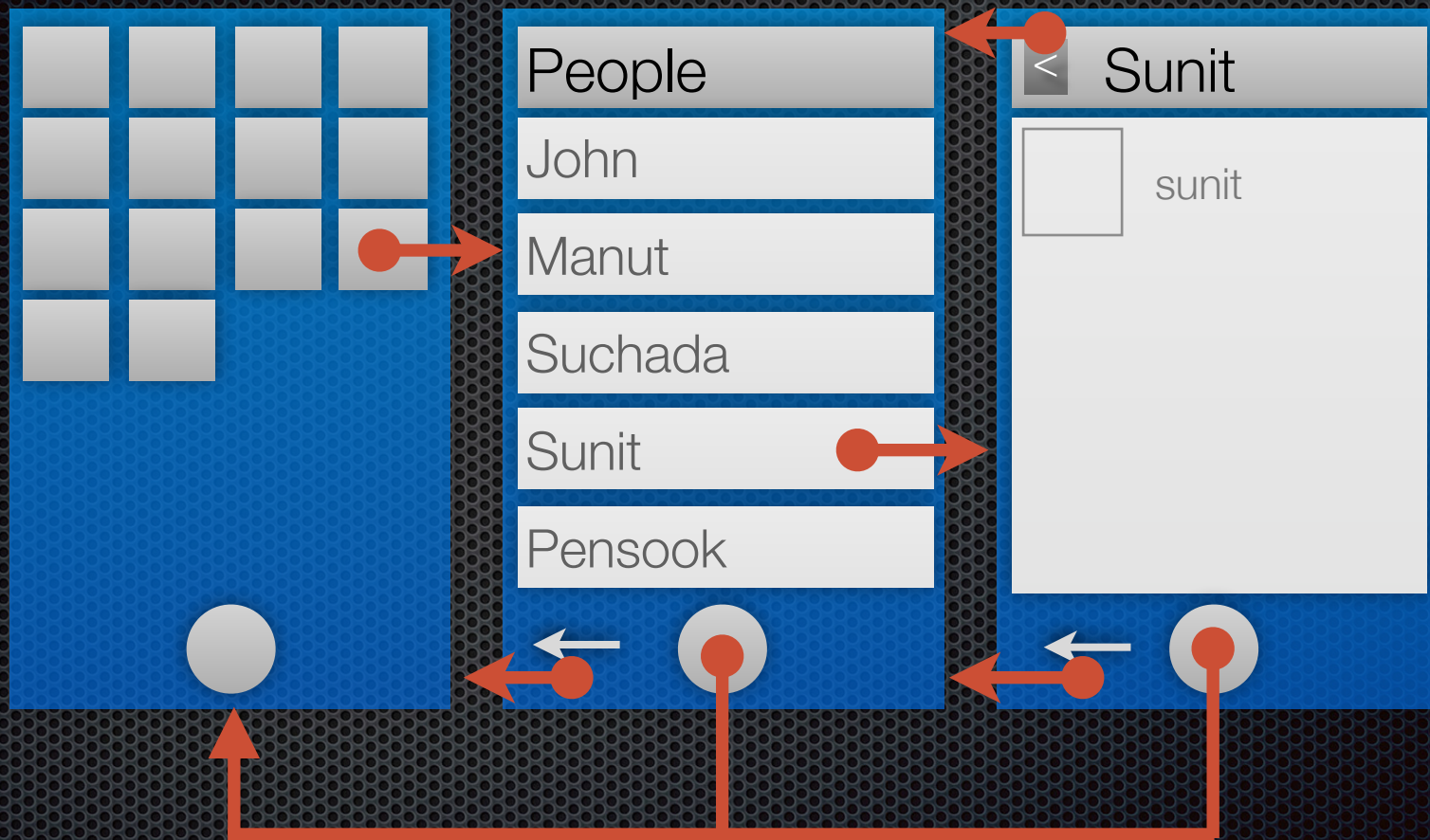
Android Navigation



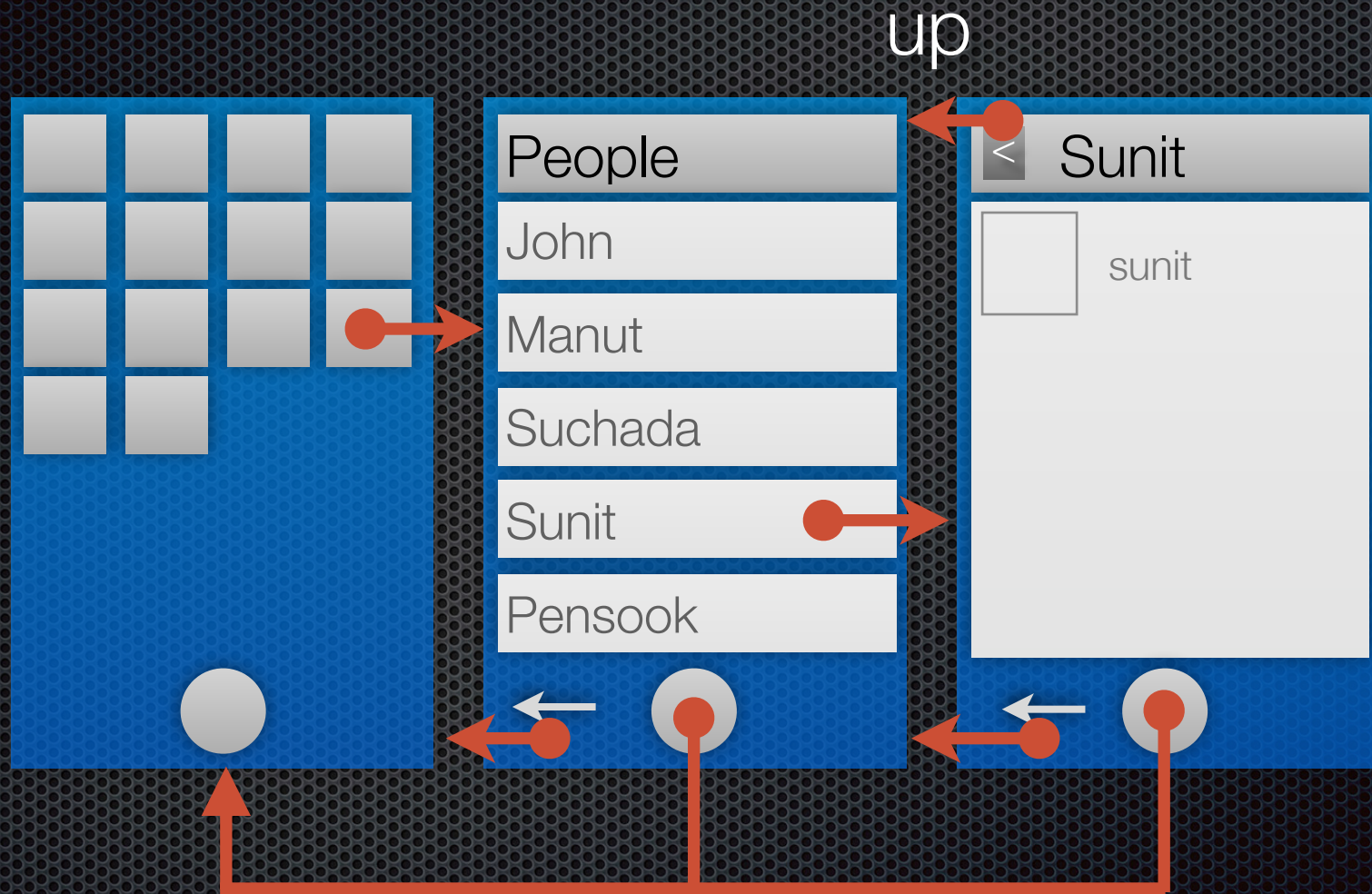
Android Navigation



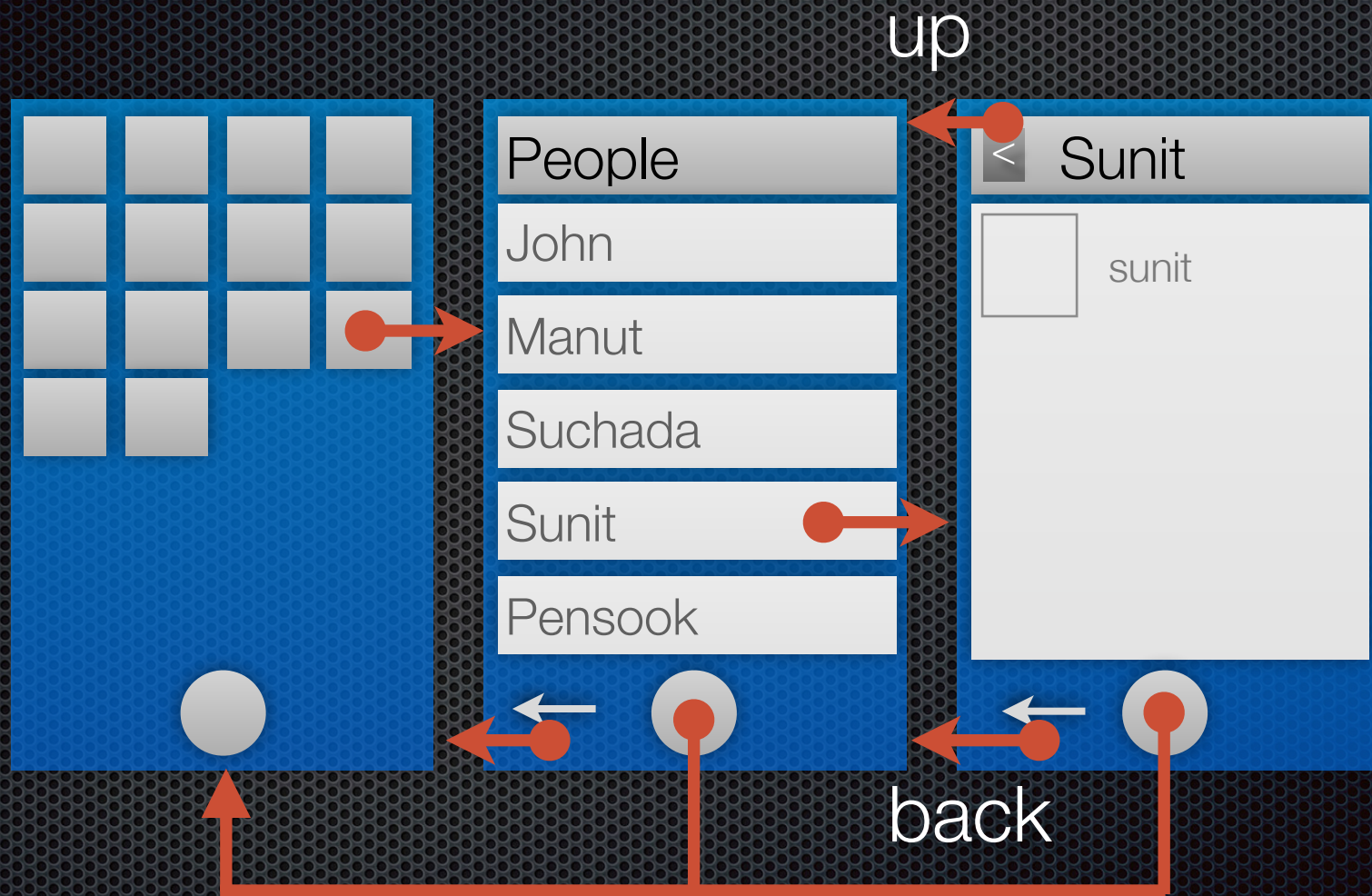
Android Navigation



Android Navigation

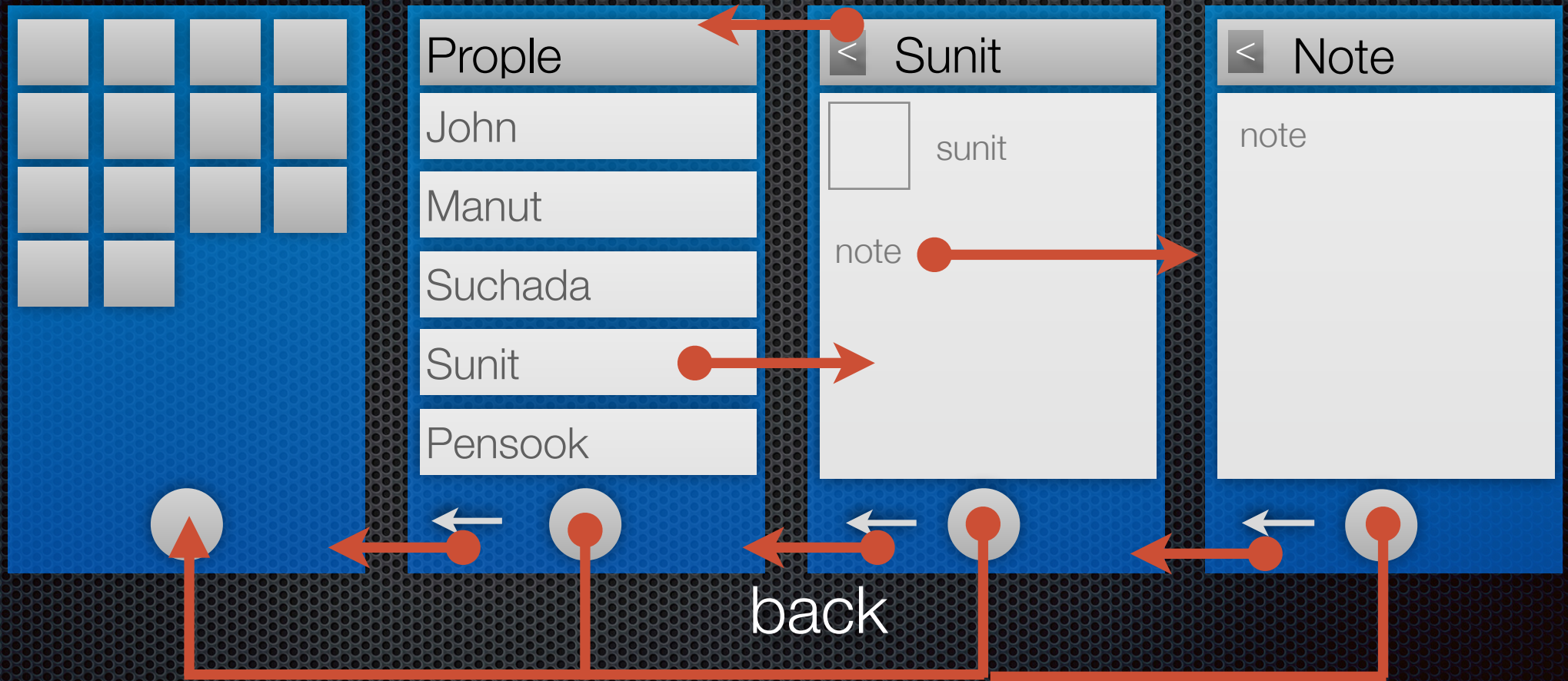


Android Navigation

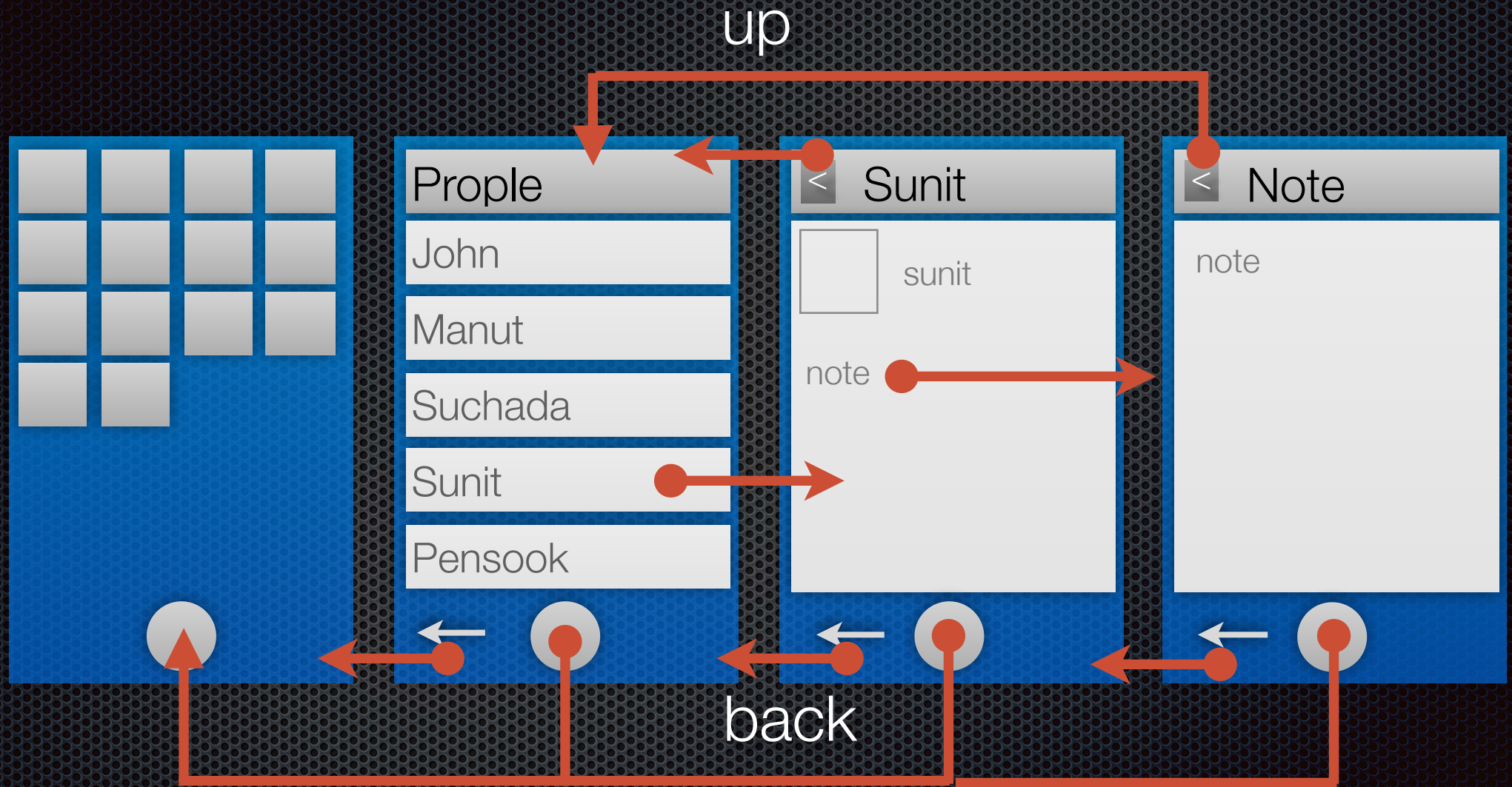


Android Navigation

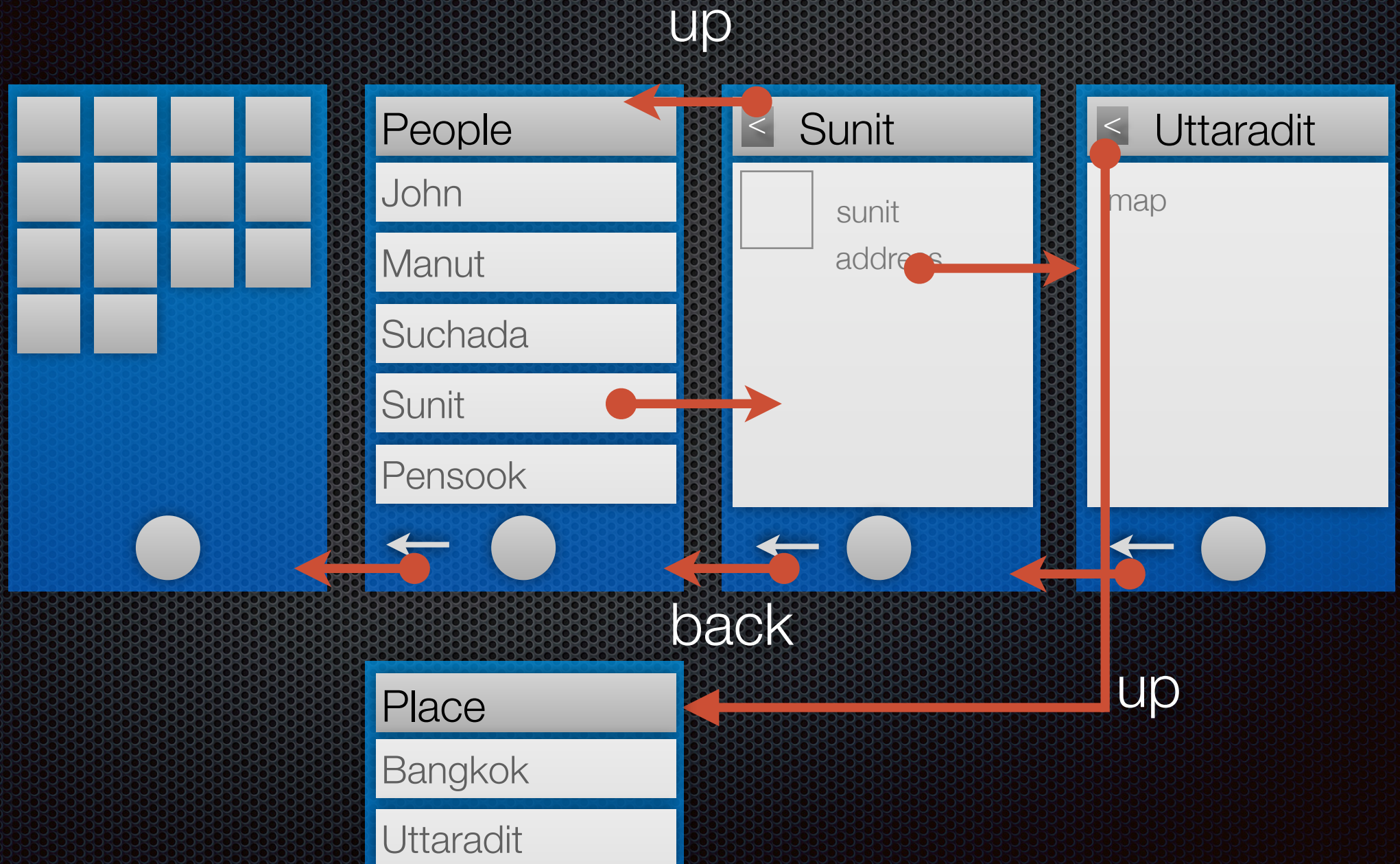
up



Android Navigation

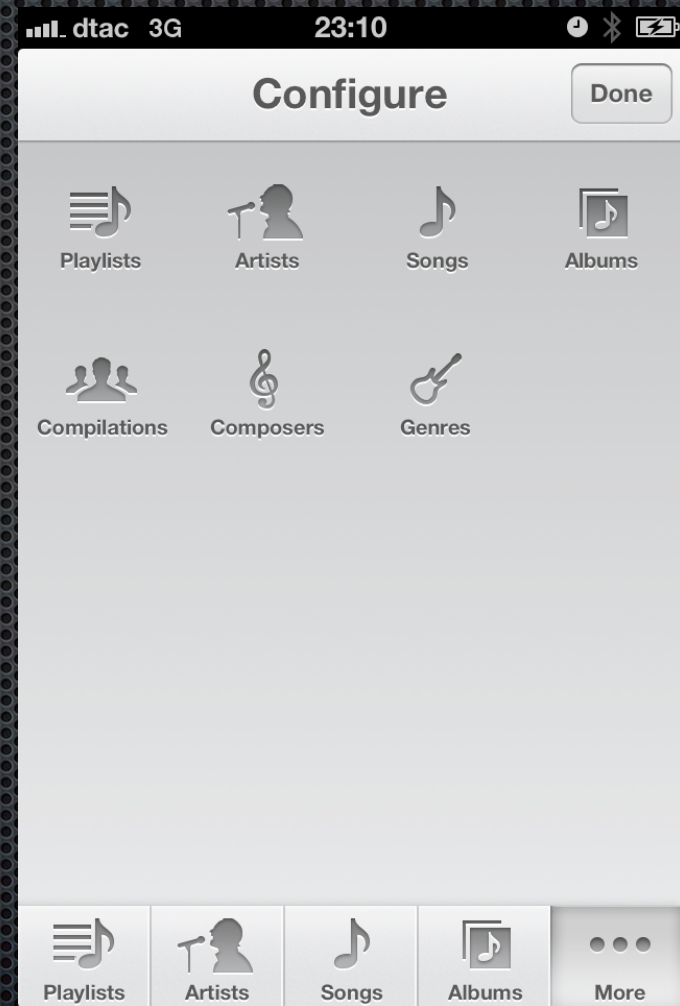
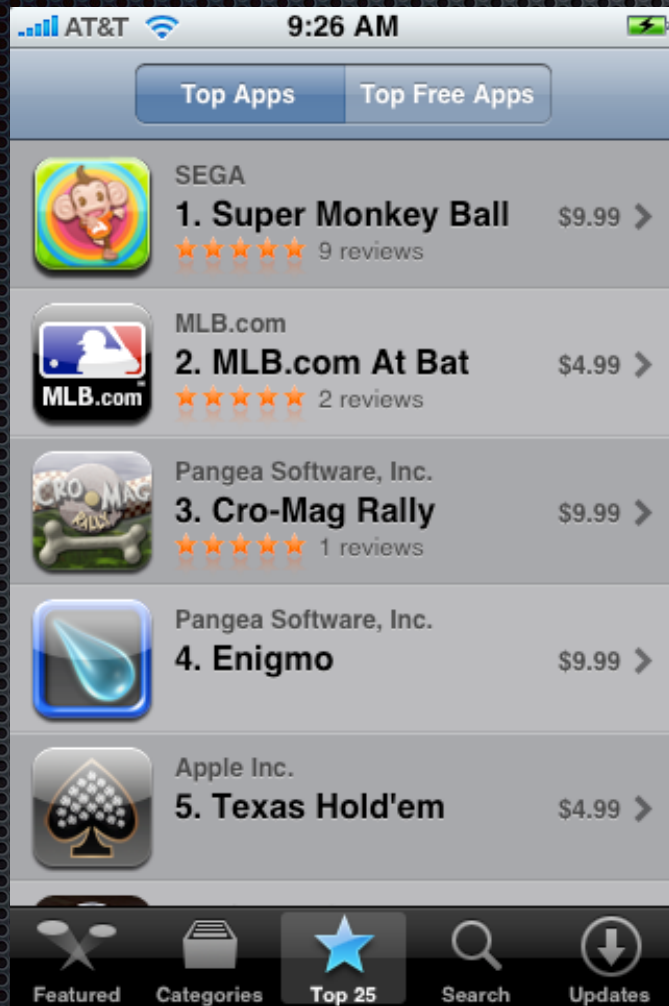


Android Navigation

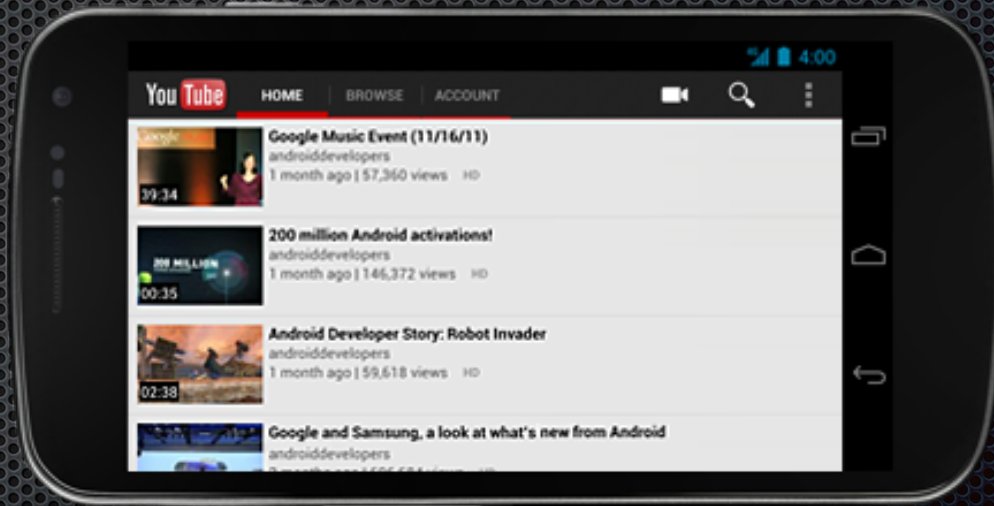
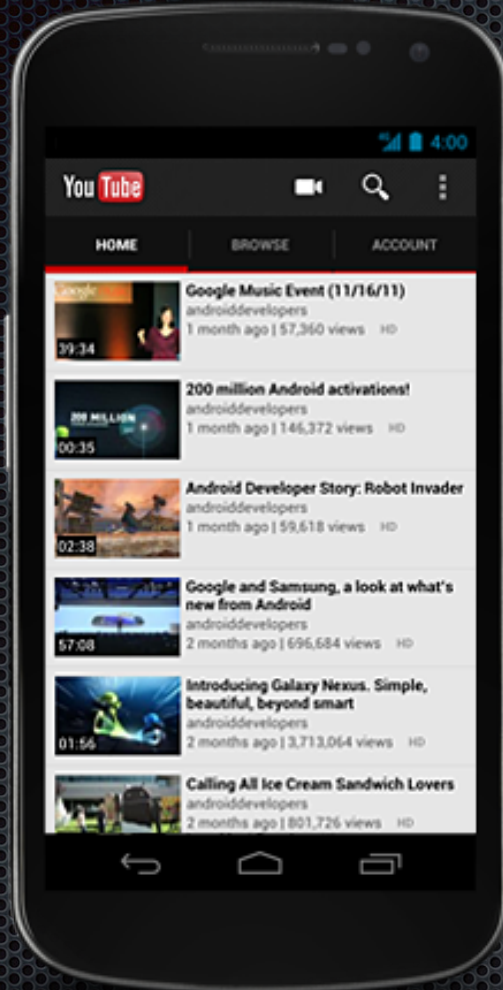


Tab

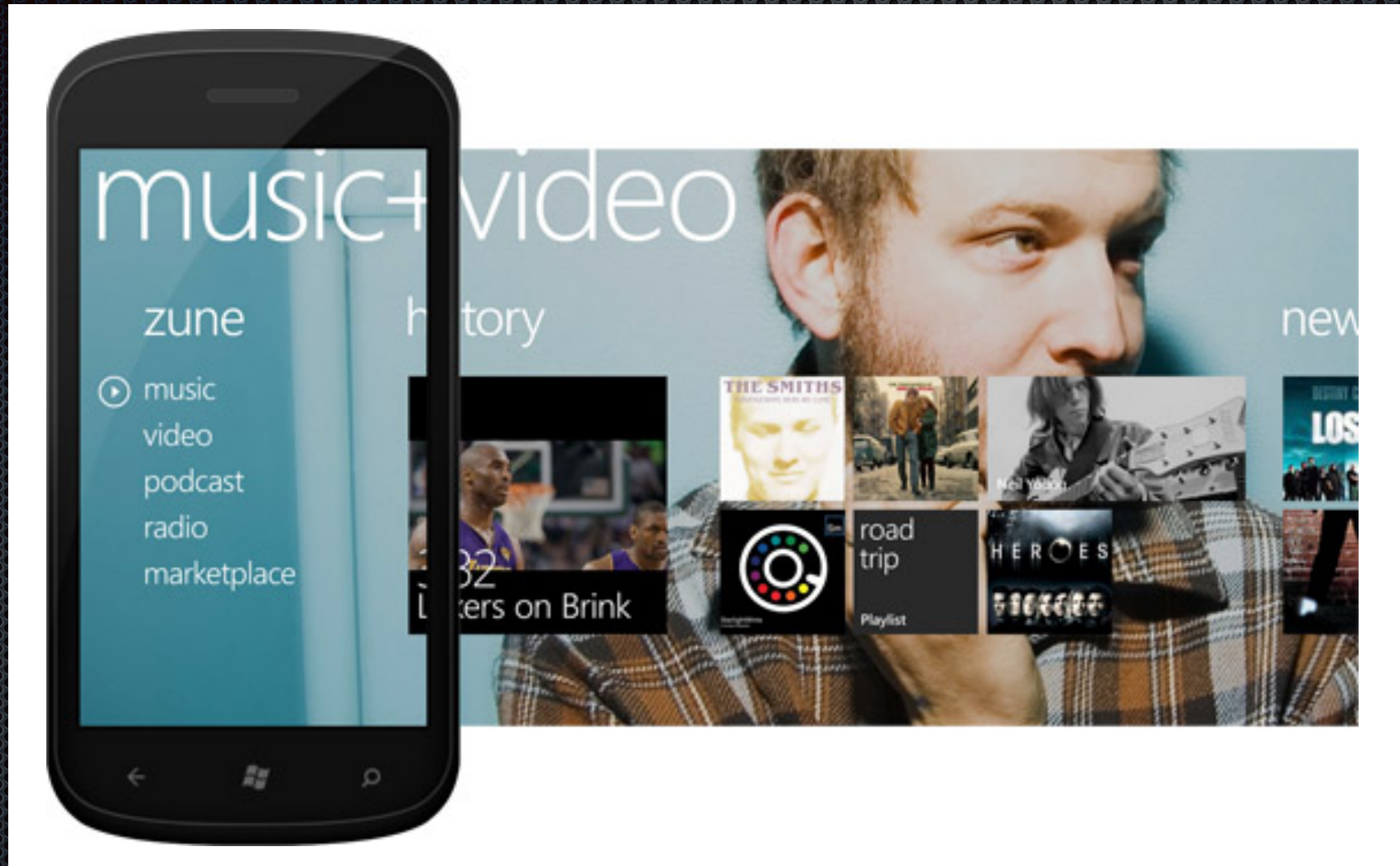
iPhone Tab



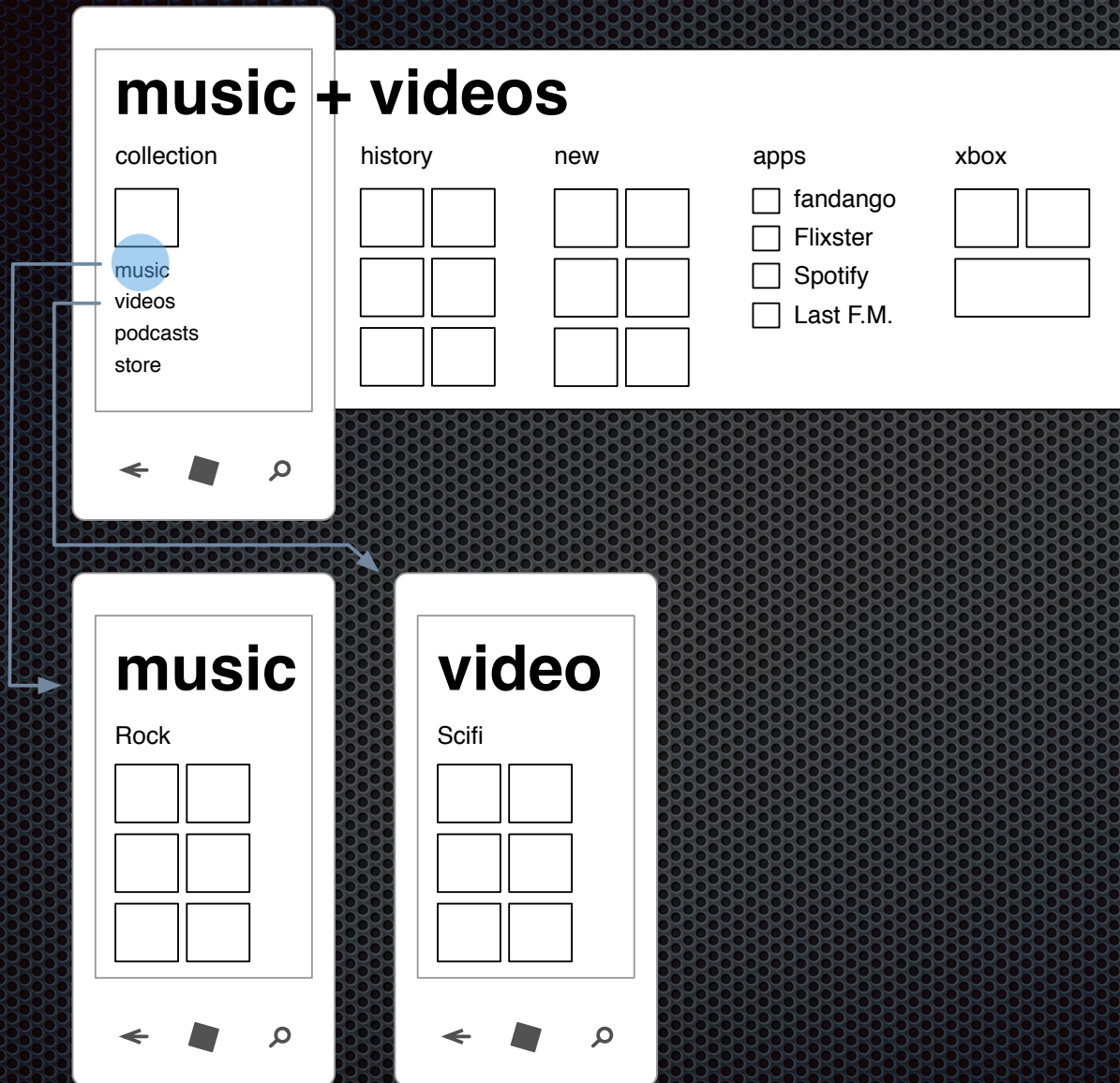
Android Tab



Window Phone Tab



Window Phone Tab



iPhone

Android



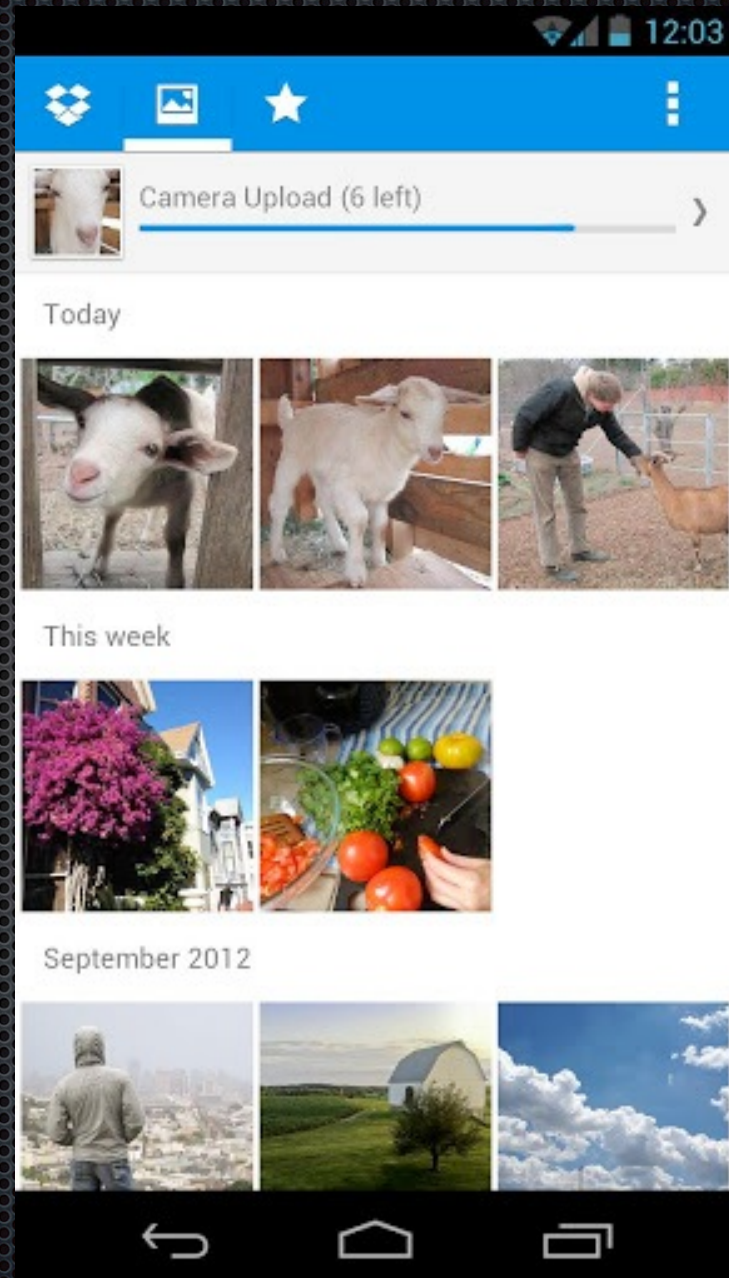
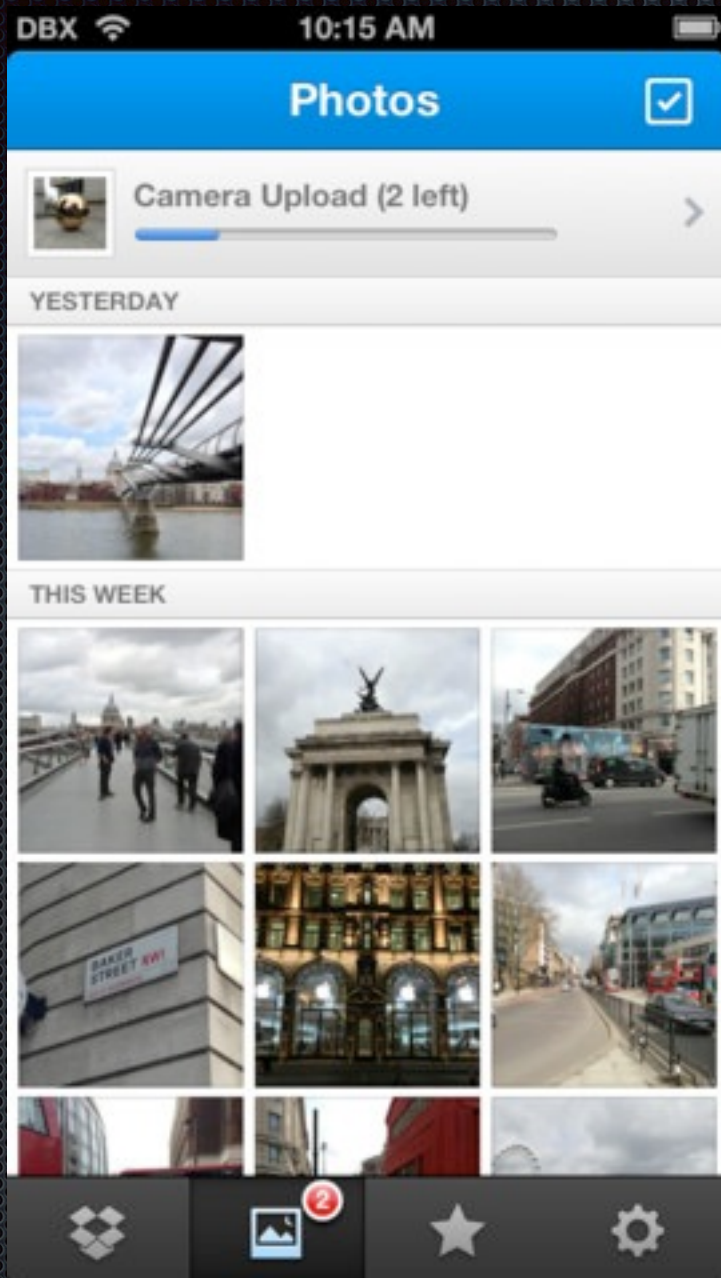
Dropbox



Dropbox



Dropbox

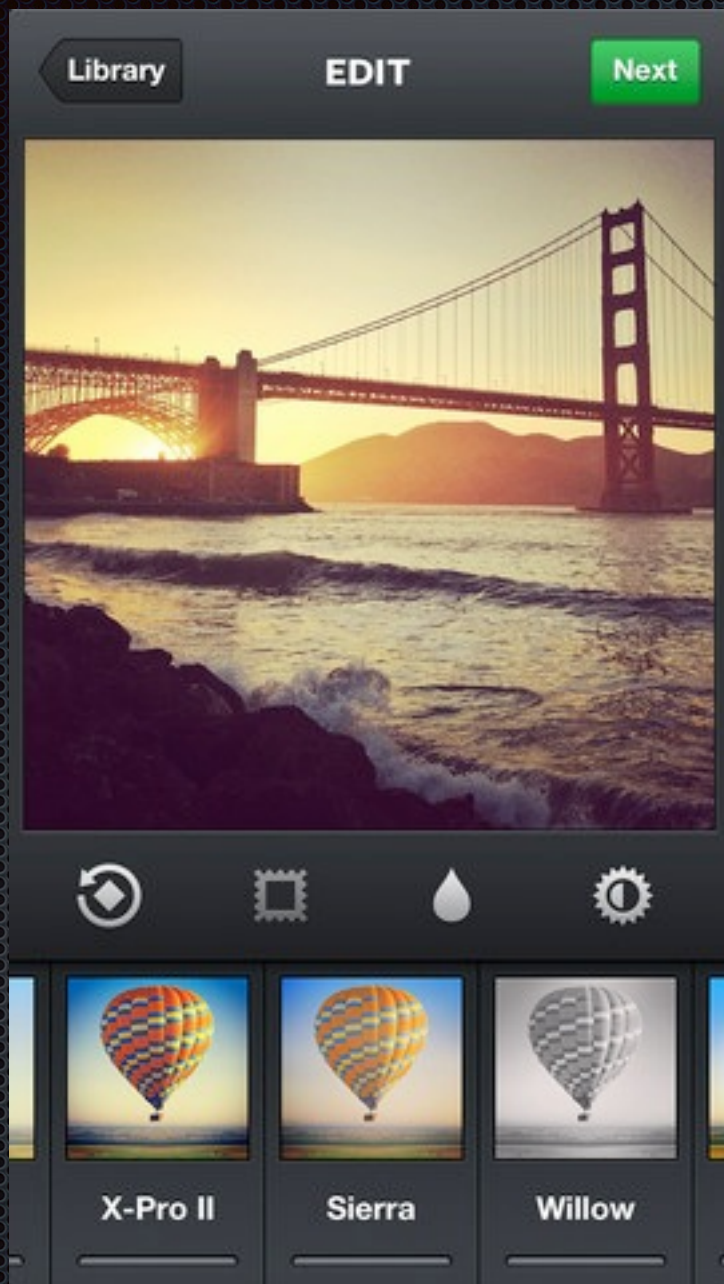


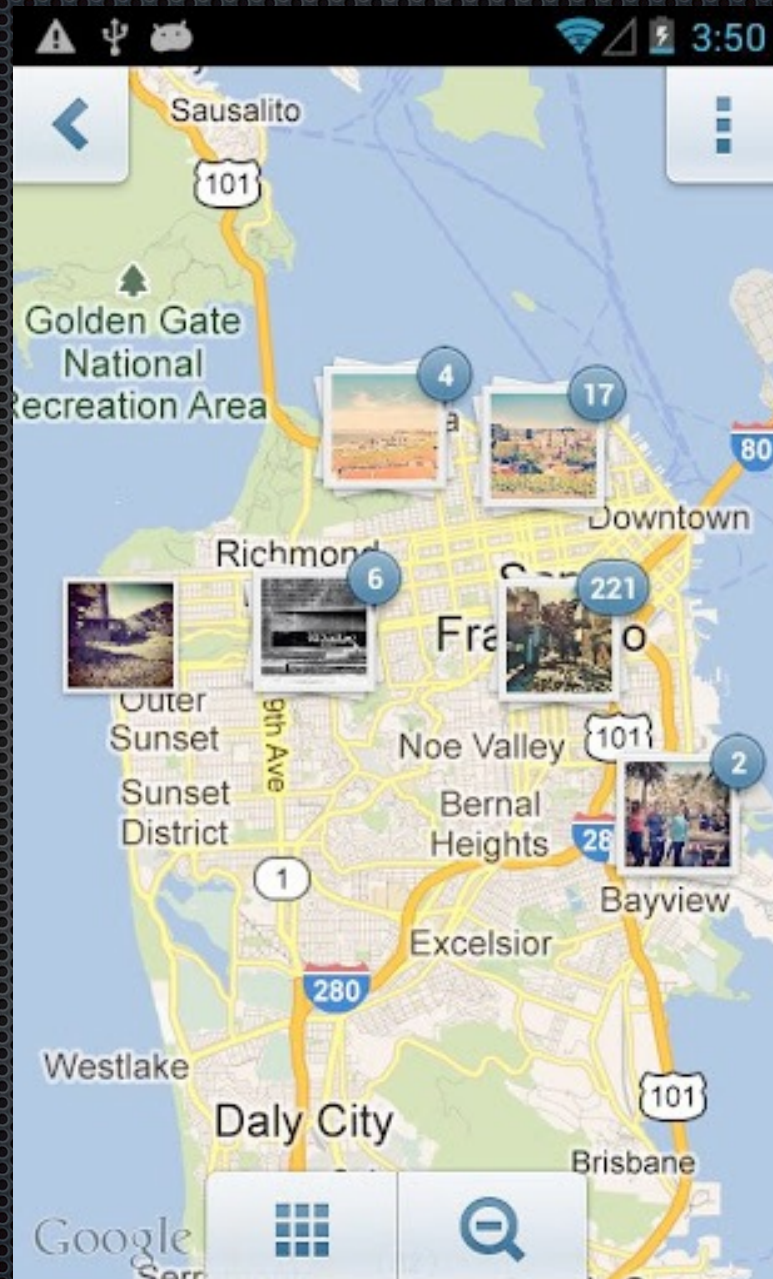




Instagram

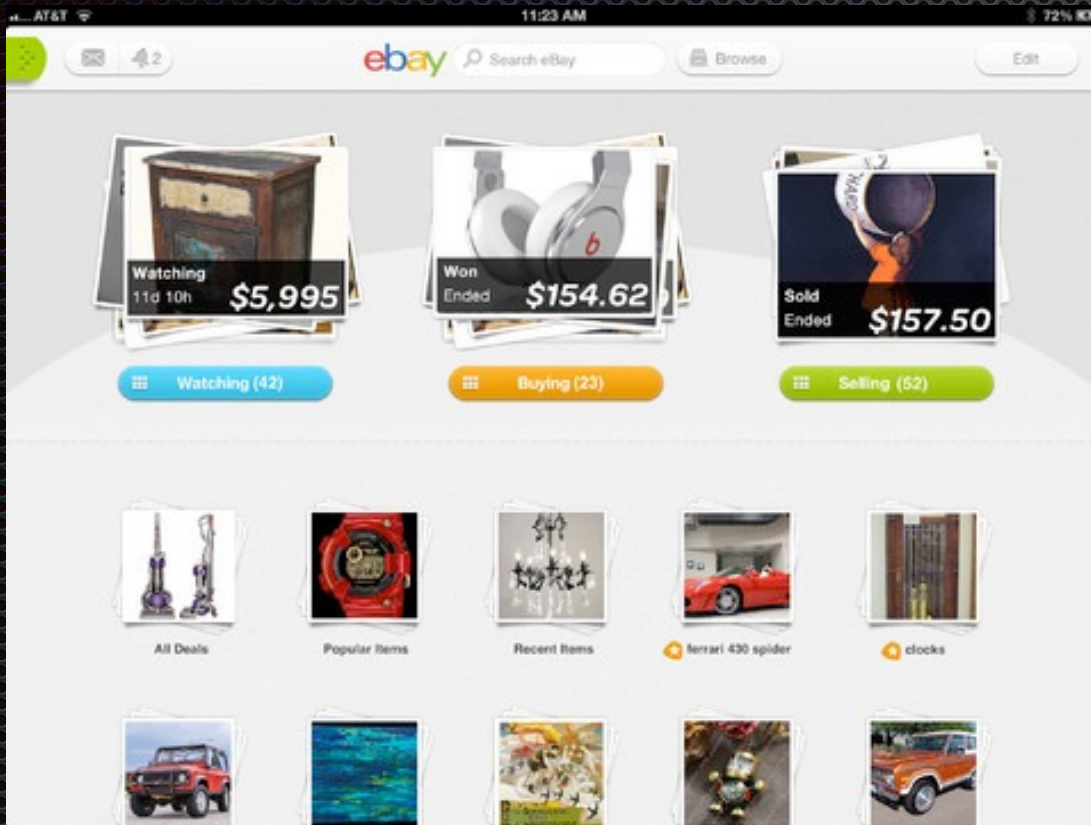






Tablet

Phone



Tablet



Phone



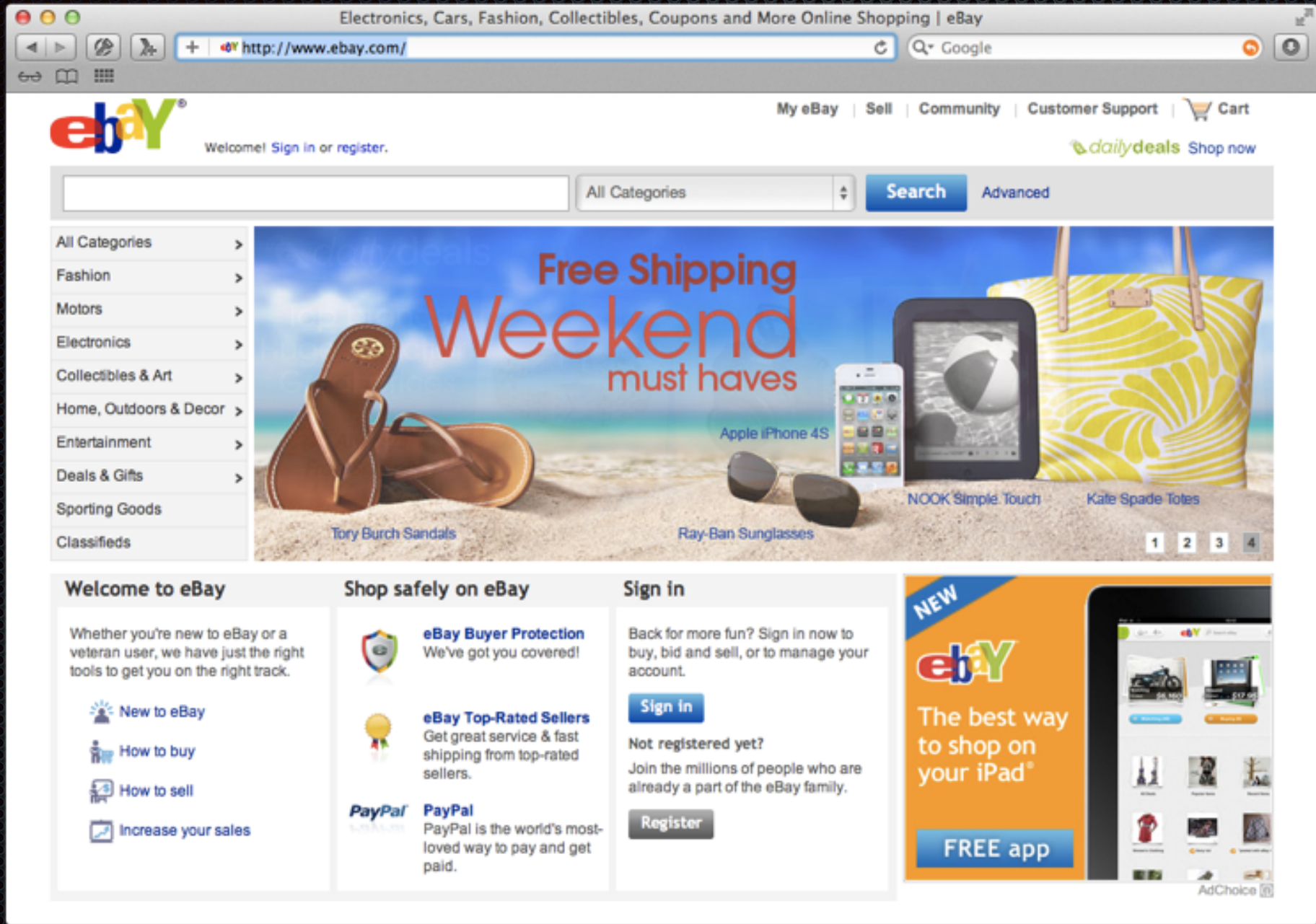
Tablet



Phone

Web

Desktop



Web

GarageBuy

Search eBay

New Search Watch Auction Hide Auction Place Bid Tell A Friend iCal Event Apple Script

SEARCHES

- iwascoding ... 5
- iPod touch 300
- iPhone 291
- iPad 20

WATCHED AUCTIONS

- Apple iPad Wi-Fi
- Apple iPad Wi-Fi
- iPhone
- AT&T apple...
- Apple iPhon...
- Apple iPhon...
- iPhone 3G ...
- My auctions
- Imported from ...

iPad 27 items, 20 items unread

Type	Title	Current Price	BIN Price	Total	Time Left	Shipping	#	Bids
	New Silicone Case for Apple IPAD Purple	US\$ 4.99	-	-	6 h, 15 m	€ 2.95	1/1	0
	Apple iPad Wi-Fi (16GB) brand new in box	US\$ 635.00	-	-	7 h, 16 m	€ 22.21	1/1	0
	Apple iPad Wi-Fi (64GB) Just out of the box	US\$ 550.00	-	US\$ 550.00	15 h, 45 m	US\$ 0.00	1/1	36
	Apple iPad Wi-Fi (64GB) - International Ship	US\$ 455.00	-	-	16 h, 1 m	€ 22.21	1/1	29
	Apple iPad Wi-Fi (64GB) - International Ship	US\$ 610.00	-	-	16 h, 20 m	€ 22.21	1/1	31
	iPad Apple Website Name Domain For Sale	US\$ 49.00	-	-	18 h, 30 m	€ 0.00	1/1	0
	Apple iPad Wi-Fi (64GB) Brand New in	US\$ 590.00	-	-	20 h, 26 m	€ 29.61	1/1	20
	iClooly Stylus Pen for Apple iPad & iPhone &	US\$ 8.99	-	-	21 h, 17 m	€ 6.48	1/1	1
	APPLE iPad 16GB 16 GB WiFi NEW!	US\$ 420.00	-	US\$ 420.00	1 d, 2 h	US\$ 0.00	1/1	16
	BRAND NEW SEALED Apple iPad Wi-Fi 64GB	US\$ 750.00	-	-	1 d, 6 h	-	1/1	1
	Apple iPad Wi-Fi 64GB no reserve	US\$ 610.00	-	US\$ 610.00	1 d, 12 h	US\$ 0.00	1/1	24
	APPLE IPAD 16GB WI-FI Brand New Sealed	US\$ 305.00	-	US\$ 319.99	1 d, 15 h	US\$ 14.99	1/1	6
	Apple iPad 16GB 16 GB NEW Sealed in Box	US\$ 455.00	-	-	2 d, 4 h	€ 44.41	1/1	18
	TUMI Netbook Small Mini Laptop Sleeve	US\$ 5.00	-	-	2 d, 4 h	-	1/1	1

APPLE IPAD 16GB WI-FI Brand New Sealed In Box

Number: 220591442280
End: Wed 4/21/10 3:10 AM

Price: US\$ 305.00
Time Left: 1 d, 15 h

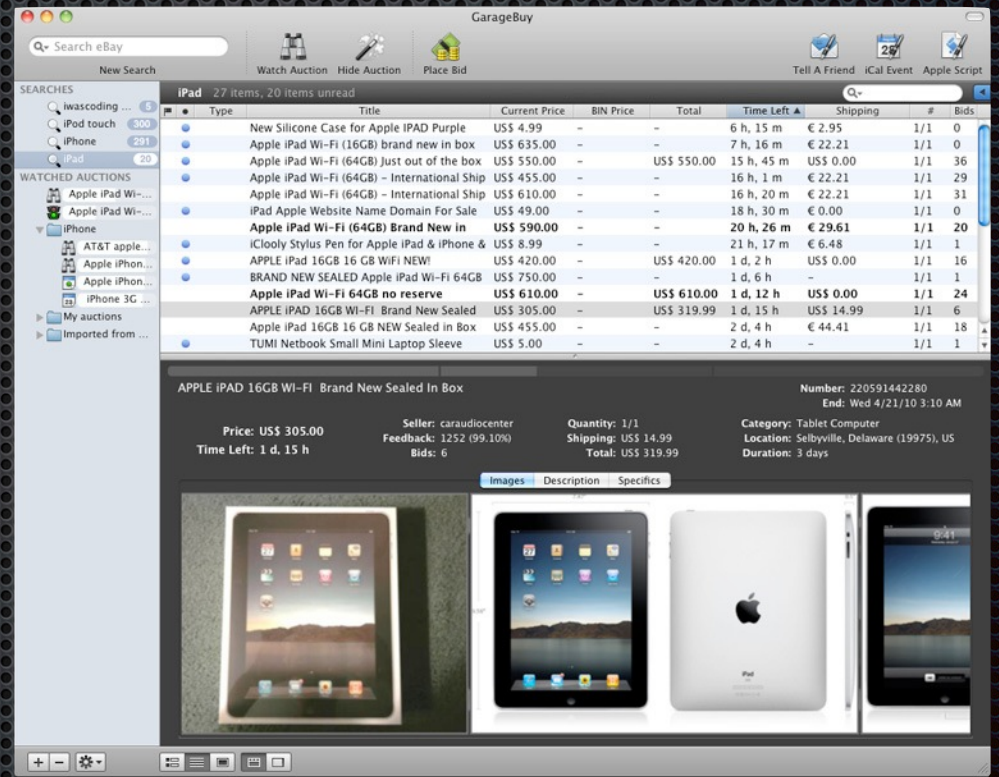
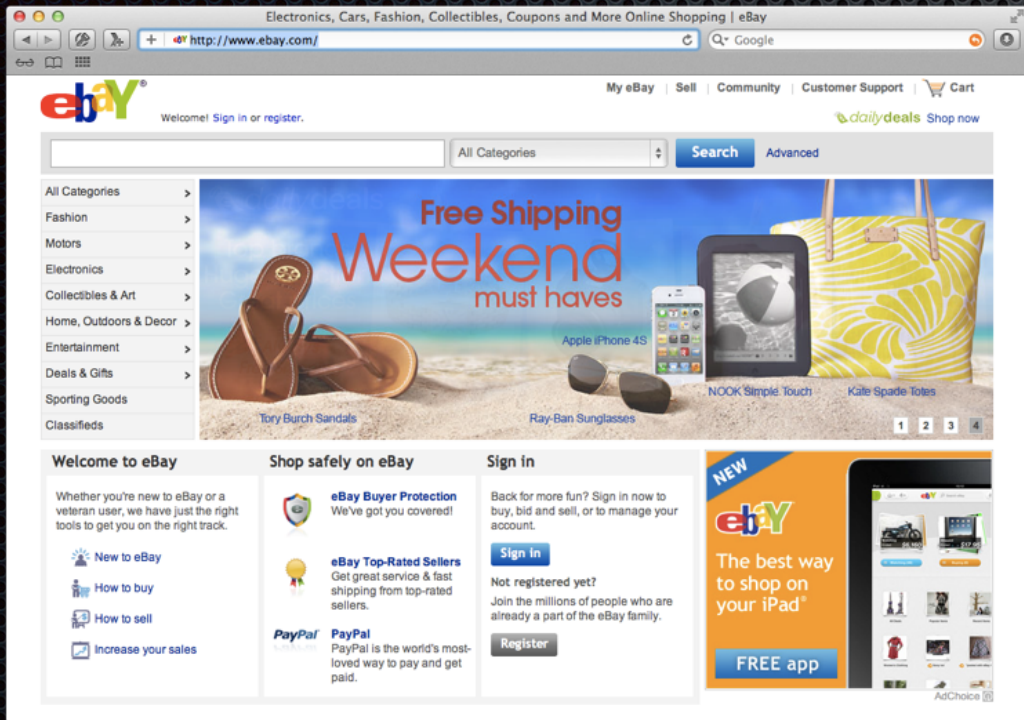
Seller: caraudiocenter
Feedback: 1252 (99.10%)
Bids: 6

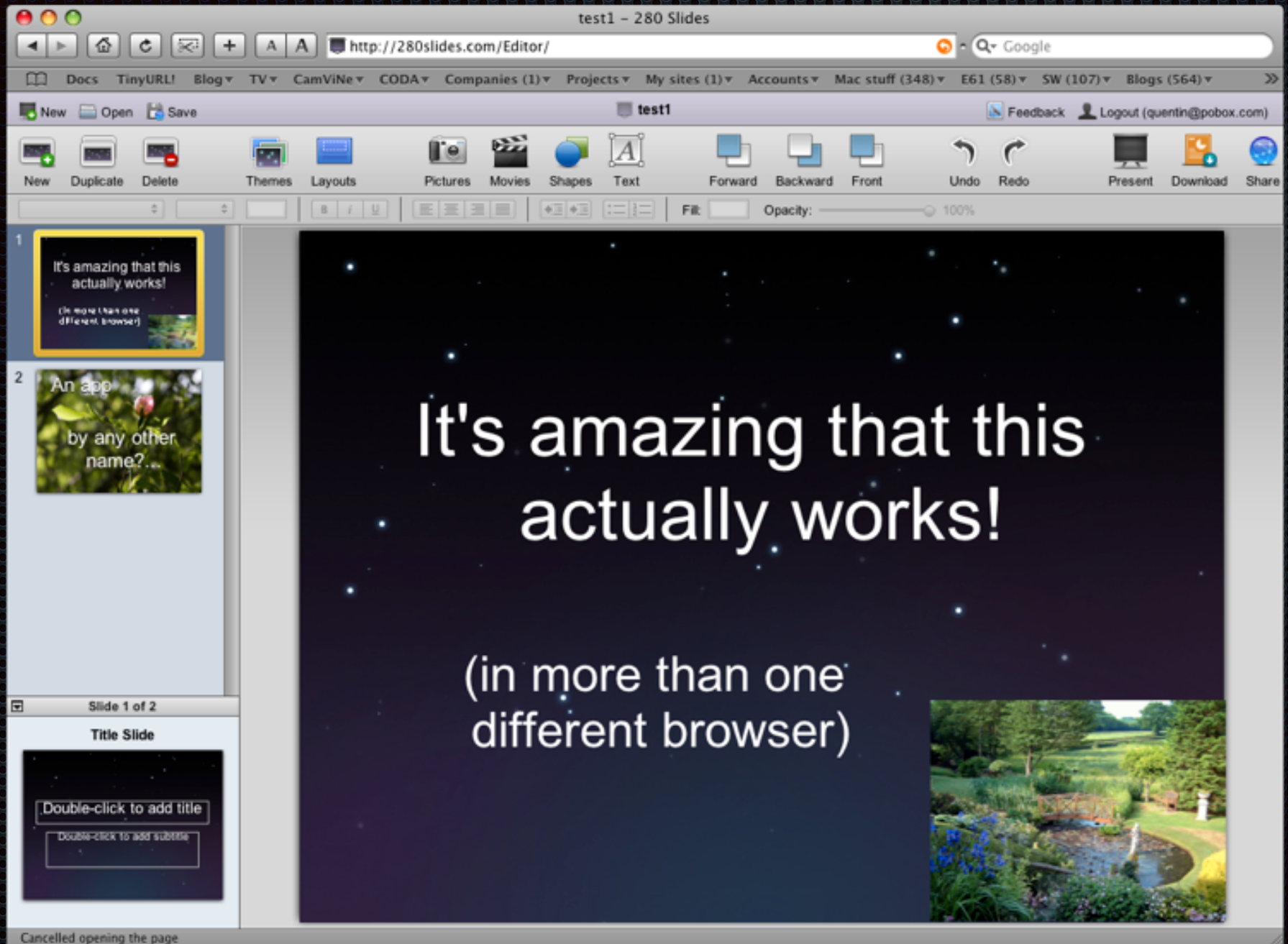
Quantity: 1/1
Shipping: US\$ 14.99
Total: US\$ 319.99

Category: Tablet Computer
Location: Selbyville, Delaware (19975), US
Duration: 3 days

Images Description Specifics

Desktop

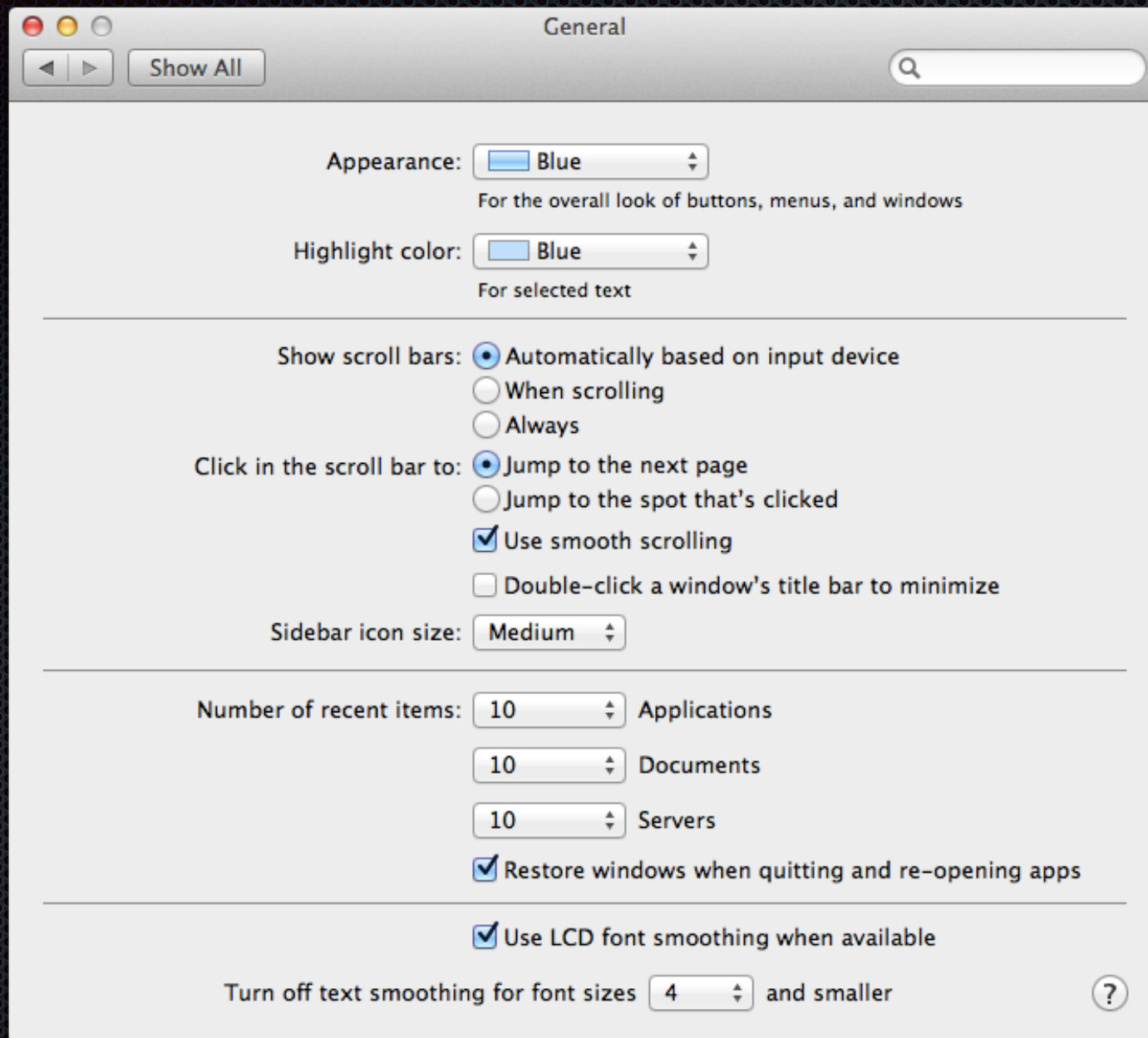




desktop-class applications that run in a web browser

Windows

Mac



Mac

Add Connection [?] [X]

Enter information to connect to the selected data source or click "Change" to choose a different data source and/or provider.

Data source:
Microsoft SQL Server (SqlClient) [Change...]

Server name:
CAT [v] [Refresh]

Log on to the server

☐ Use Windows Authentication

☒ Use SQL Server Authentication

User name: sa

Password: [masked]

☐ Save my password

Connect to a database

☒ Select or enter a database name:
Northwind [v]

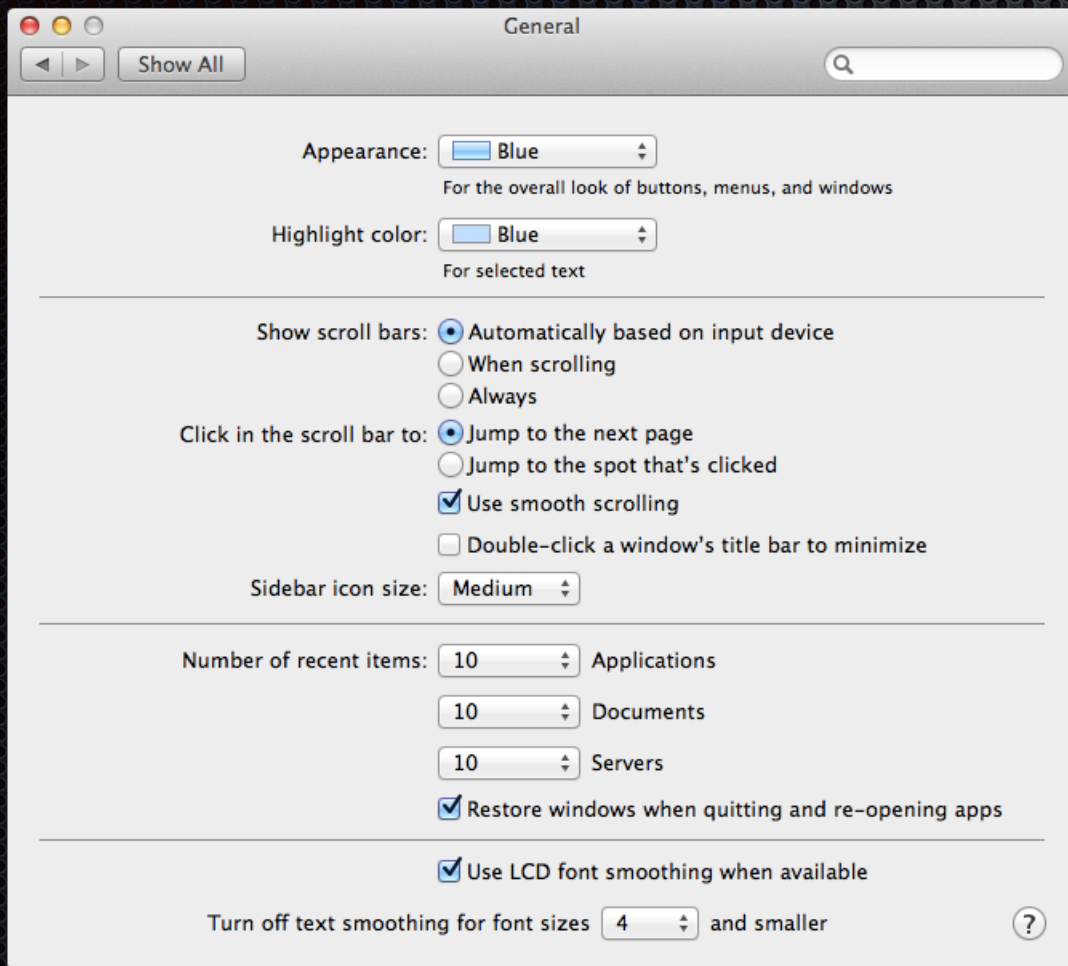
☐ Attach a database file:
[] [Browse...]

Logical name:
[]

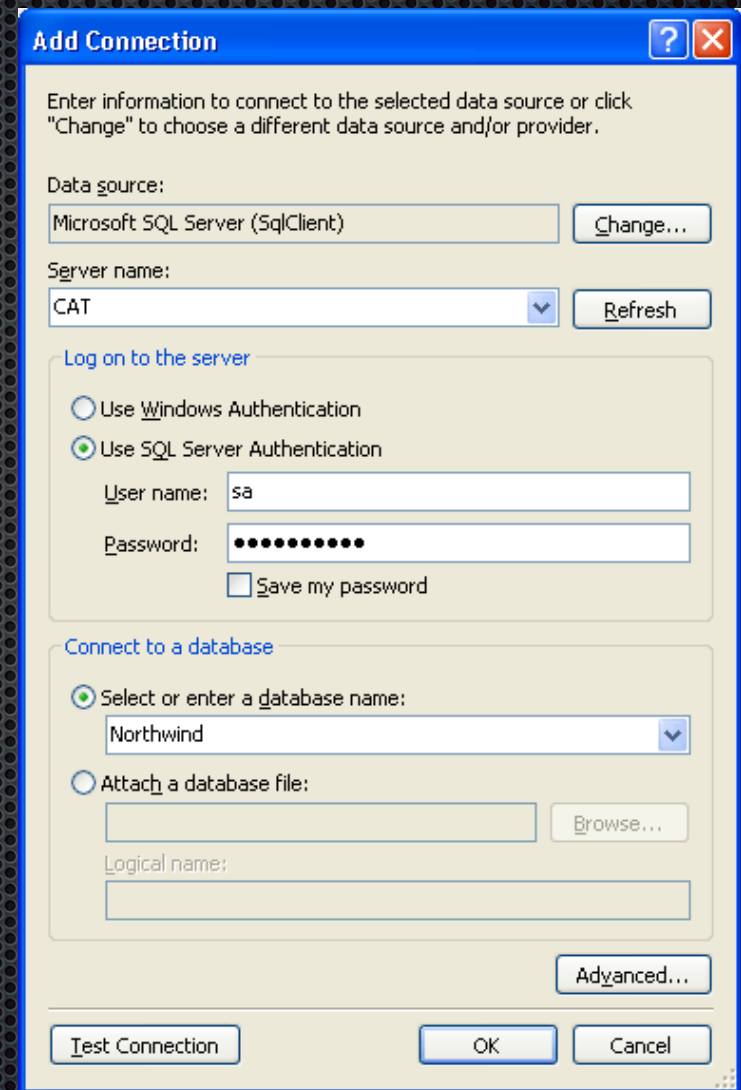
[Advanced...]

[Test Connection] [OK] [Cancel]

Windows

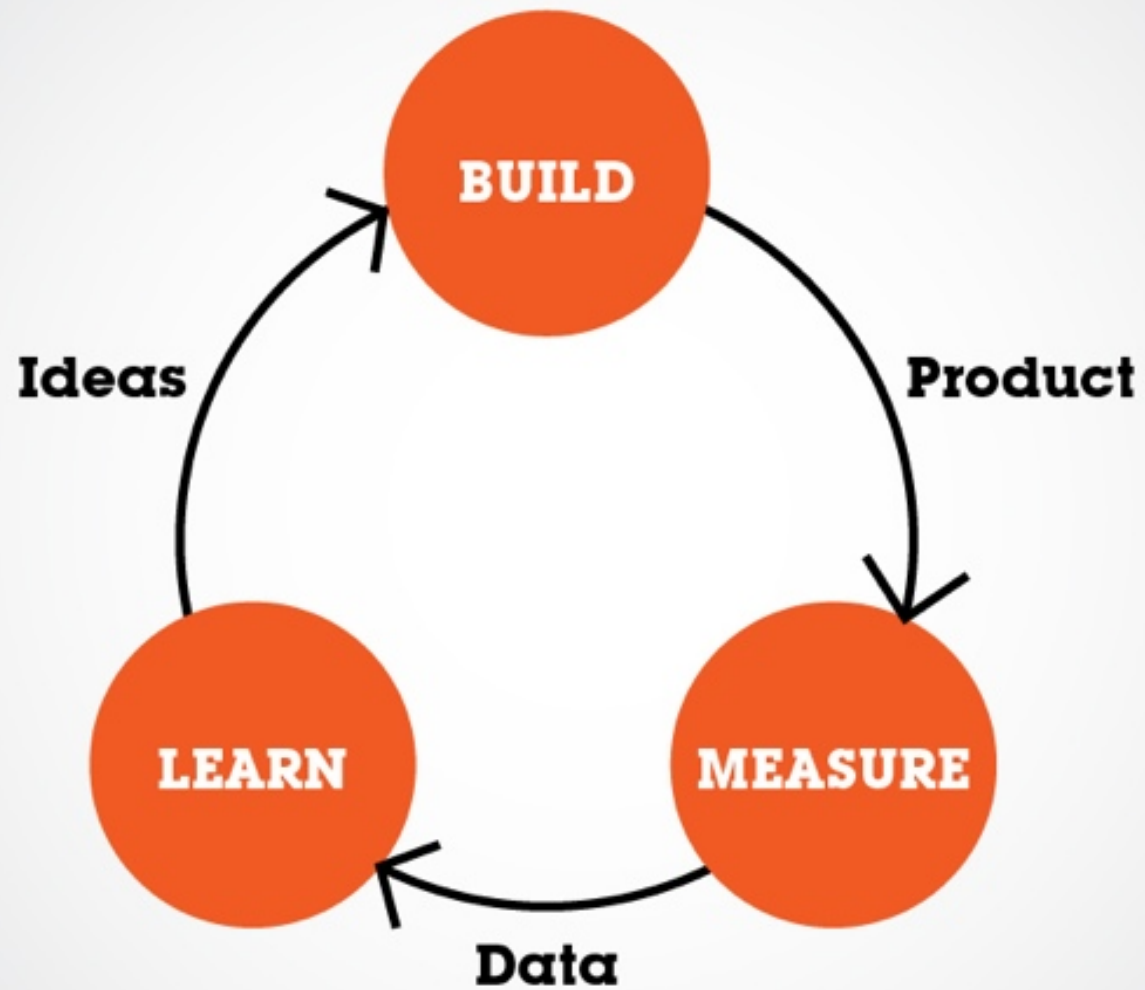


Mac

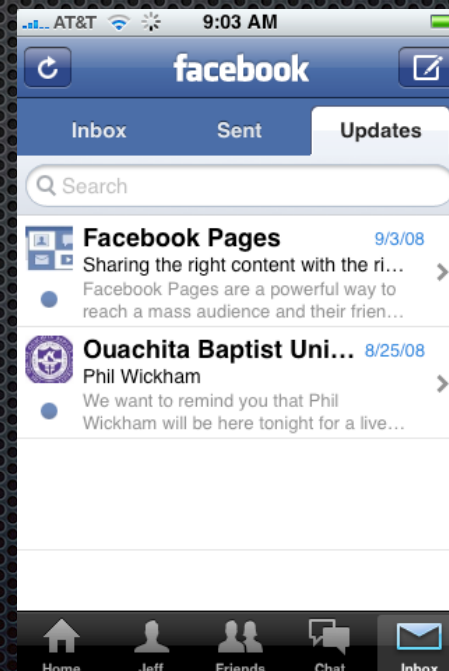
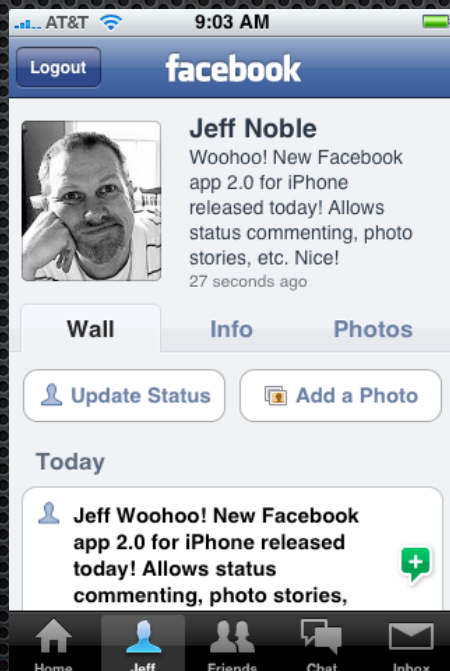
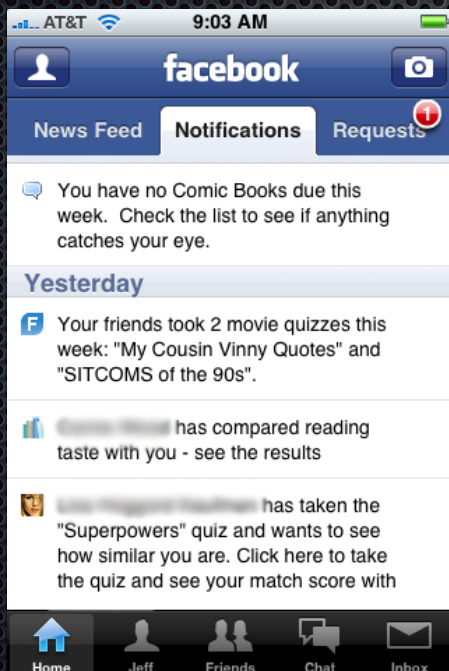
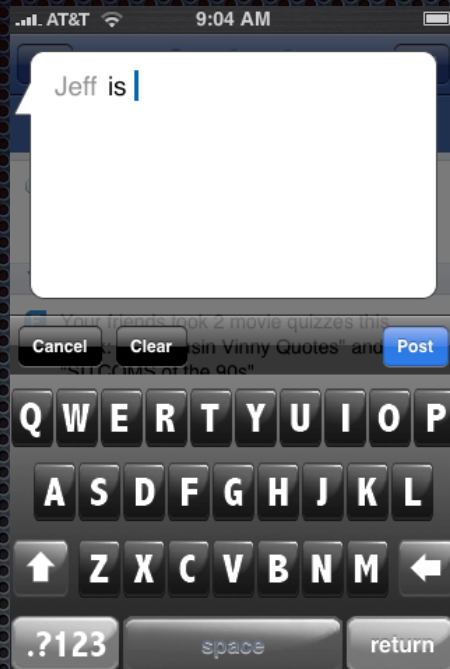
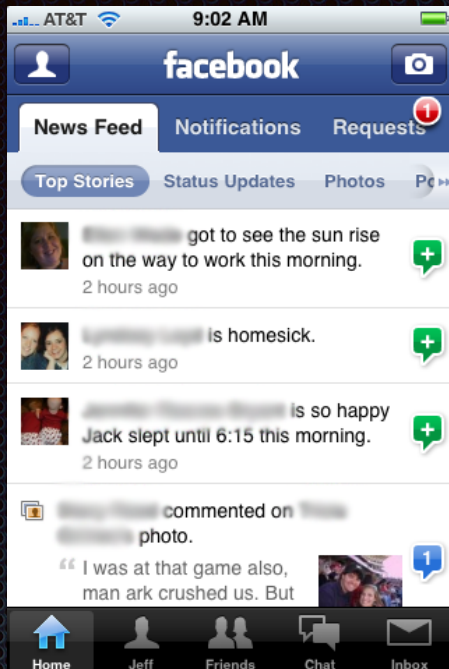


Windows

1	Planing
2	Great first impression
3	The Fundamental
4	Design for platform
5	Kaizen continuous improvement



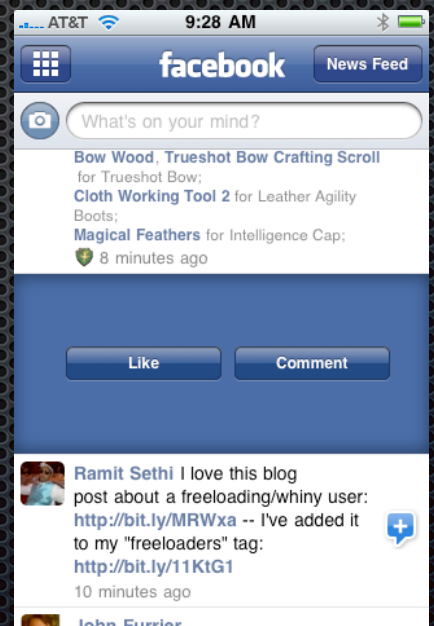
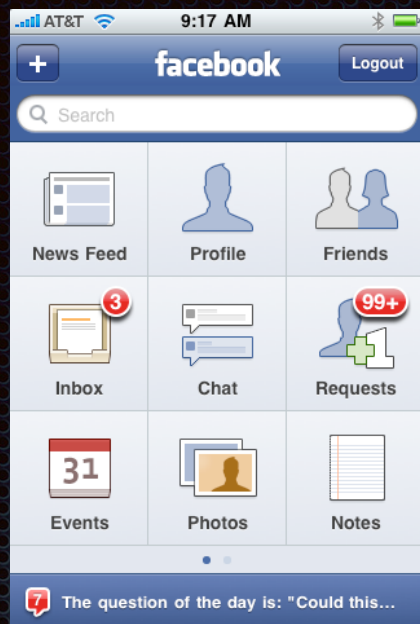
Facebook



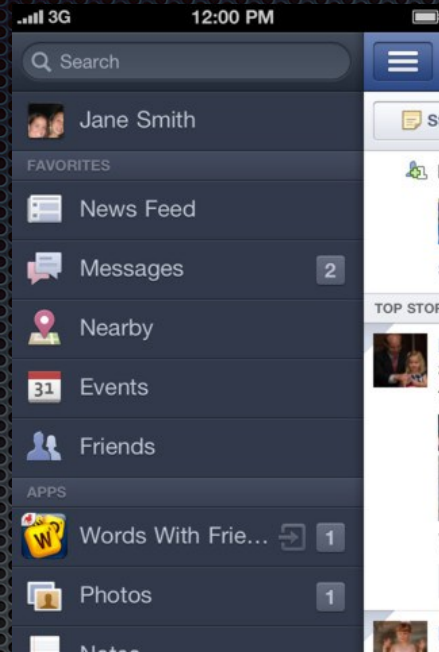
2.0 2008



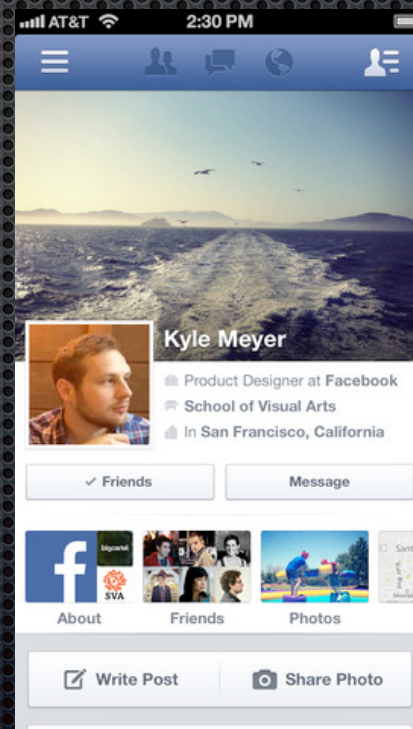
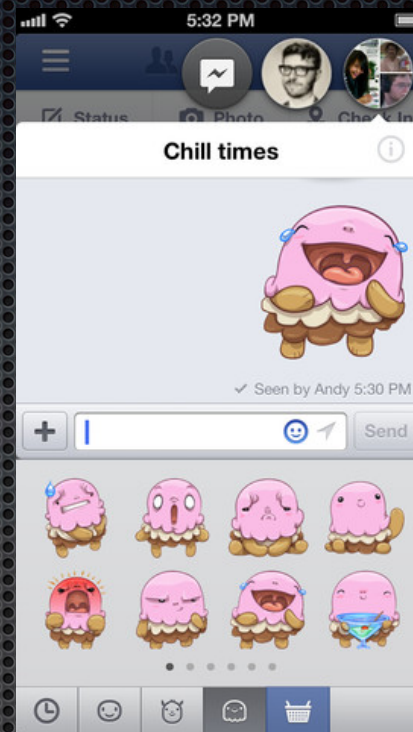
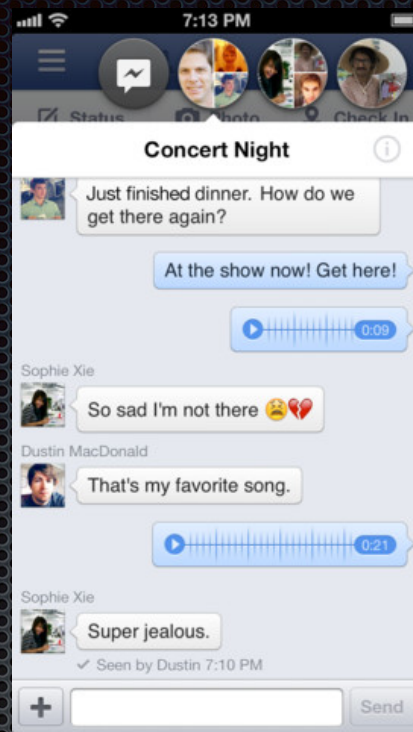
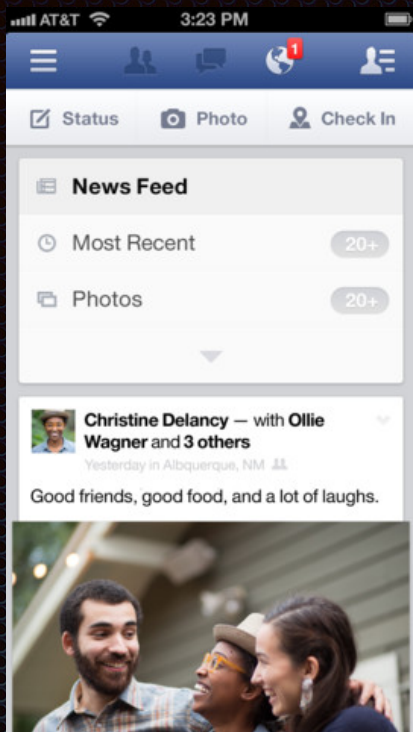
Dashboard



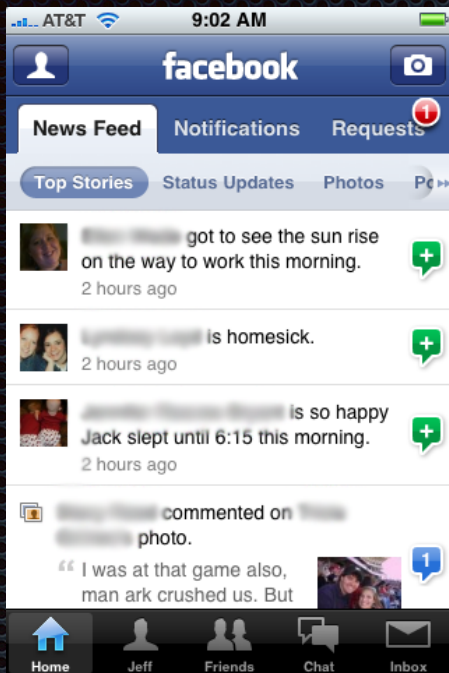
3.0 2009



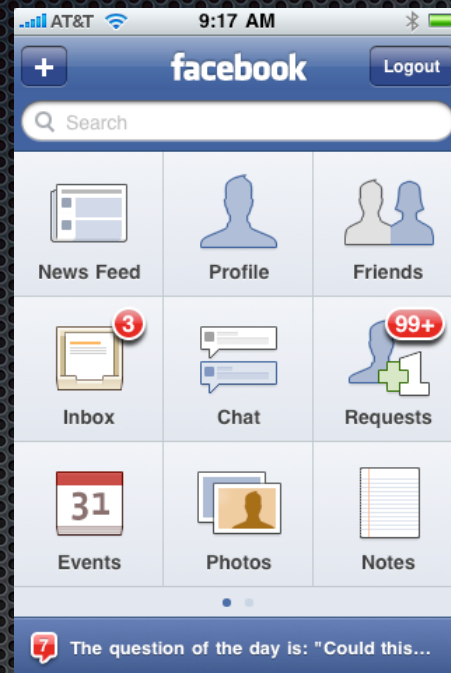
4.0 2011



5.0 2013



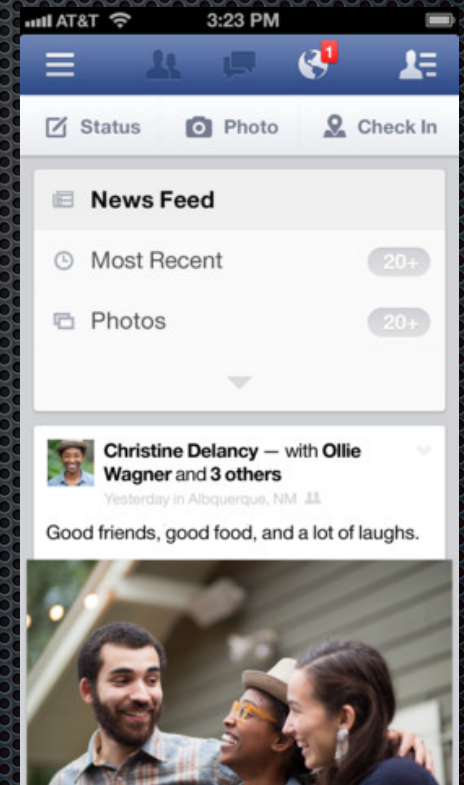
2008



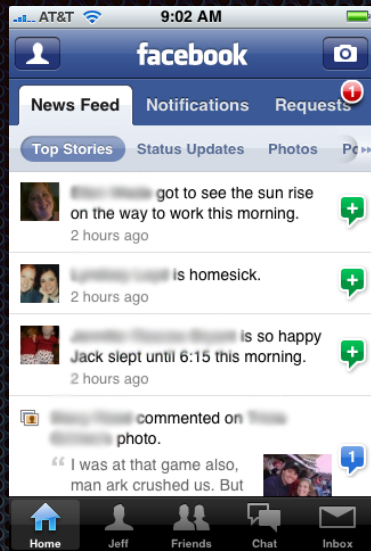
2009



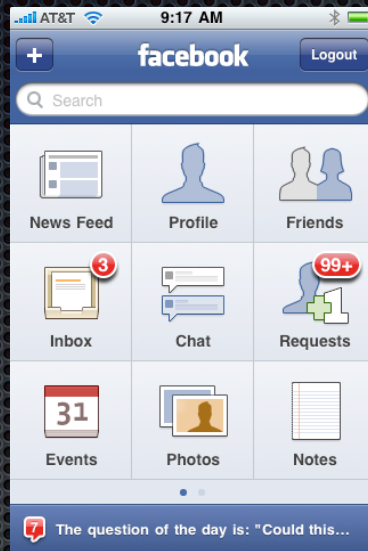
2011



2013



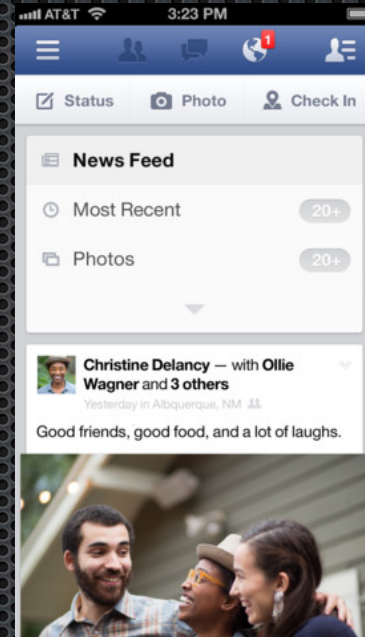
2008



2009



2011



2013
iOS6



2013
iOS7

Google



Search the web using Google!

10 results



Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

About Google!

[Stanford Search](#) [Linux Search](#)

Get Google! updates monthly!

Subscribe

[Archive](#)

Copyright ©1997-8 Stanford University

In 1997 to early 1998, Google was still available at google.stanford.edu. The Beta sign wasn't yet live.



Search the web using Google!

Google Search

I'm feeling lucky

Special Searches
[Stanford Search](#)
[Linux Search](#)

[Help!](#)
[About Google!](#)
[Company Info](#)
[Google! Logos](#)

Get Google!
updates monthly:
 your e-mail

Subscribe [Archive](#)

Copyright ©1998 Google Inc.

1998



Search the web using Google

Google Search

I'm feeling lucky

[More Google!](#)

Copyright ©1999 Google Inc.

1999



[About Google](#)

[Jobs@Google](#)

Enter your search terms...

All Languages ▾

Google Search

I'm Feeling Lucky

[Language options](#)

...or [browse web pages](#) by category.

"Best Search Engine" [Yahoo! Internet Life](#)

[Google Goes Mobile With Industry's First Comprehensive Wireless Search Engine](#)

©2000 Google Inc. [About](#) | [Search Tips](#) | [Google Buttons](#) | [Add Google to Your Site](#) | [Jobs@Google](#)

2000



Search 1,610,476,000 web pages

- [Advanced Search](#)
- [Preferences](#)

Google Search

I'm Feeling Lucky

[Google Web Directory](#)

the web organized by topic

[Google Groups](#)

usenet discussion forum

[Google offers condolences to Tuesday's attack victims](#)

[News links and support information regarding attacks](#)

[Cool Jobs](#) - [Add Google to Your Site](#) - [Advertise with Us](#) - [All About Google](#)

©2001 Google

2001



Web

Images

Groups

Directory

Google Search

I'm Feeling Lucky

- [Advanced Search](#)
- [Preferences](#)
- [Language Tools](#)

New! [Get the Google Search Appliance for your company.](#)

[Advertise with Us](#) - [Search Solutions](#) - [News and Resources](#) - [Jobs, Press, Cool Stuff...](#)

©2002 Google - Searching 2,073,418,204 web pages

2002



Web

Images

Groups

Directory

News

Google Search

I'm Feeling Lucky

- [Advanced Search](#)
- [Preferences](#)
- [Language Tools](#)

[Advertise with Us](#) - [Search Solutions](#) - [Services & Tools](#) - [Jobs, Press, & Help](#)

©2003 Google - Searching 3,083,324,652 web pages

2003



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [more »](#)

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2004 Google - Searching 4,285,199,774 web pages

2004

philipp.lenssen@gmail.com | [Personalized Home](#) | [Search History](#) | [My Account](#) | [Sign out](#)



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Maps](#) [more »](#)

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google Deutschland](#)

©2006 Google

2006



Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google Deutschland](#)

©2007 Google

2007

Google™

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google China](#)

©2009 - [Privacy](#)

2009

Google™

Google Search

I'm Feeling Lucky

2009

Google



[Advanced search](#)
[Language tools](#)

Google Search

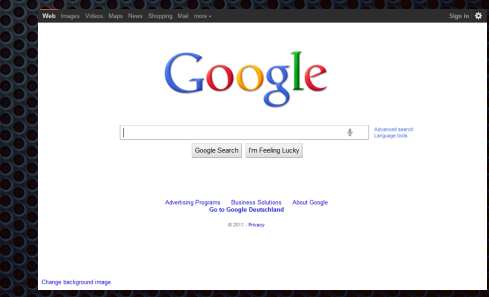
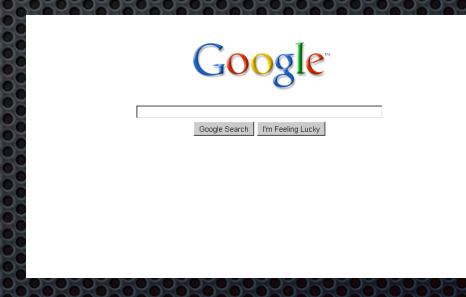
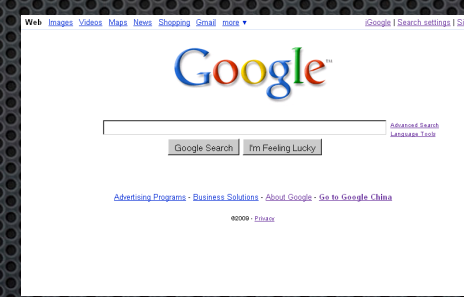
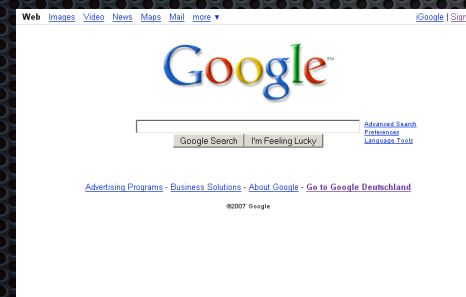
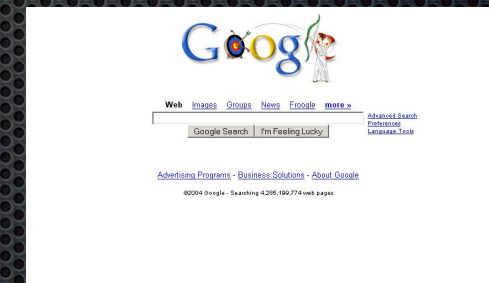
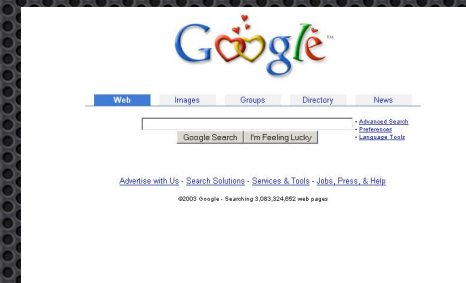
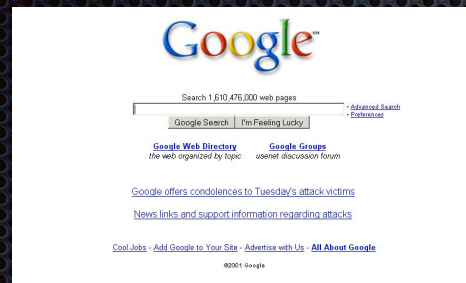
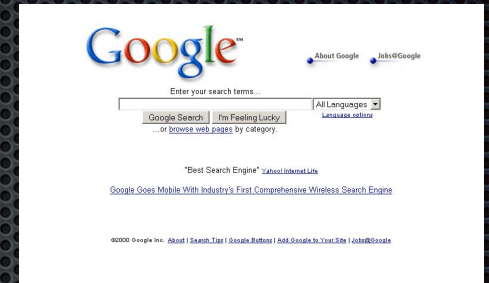
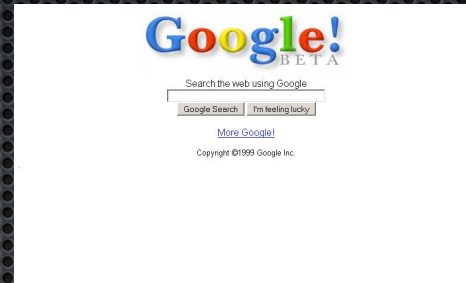
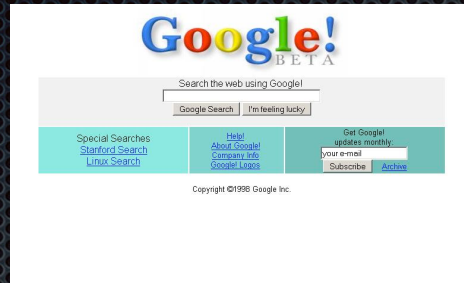
I'm Feeling Lucky

[Advertising Programs](#) [Business Solutions](#) [About Google](#)
[Go to Google Deutschland](#)

© 2011 - [Privacy](#)

[Change background image](#)

2011





Hello, my name is Linda

1

Planing

Deciding what to make and whom to make it for

Your user

Your application (Deliver solution not feature)

80 : 20

1

Planning

Deciding what to make and whom to make it for

2

Great first impressions

Surprise and delight from the start

What We Design For...

Read → [Navigation Links]

Pause for reflection → [Welcome Message]

Read → [First Presidency Message]

Read → [General Conference]

Read → [Old Testament Visual Resource DVDs]

Read → [Faith in Christ]

Finally, click on carefully chosen link → [Findings Hope]

The Reality...

Look around feverishly for anything that:

- a) is interesting, or vaguely resembles what you are looking for, and
- b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again

1	Planing Deciding what to make and whom to make it for
2	Great first impressions Surprise and delight from the start
3	The Fundamentals Essential elements

- ✦ All interactions occur **through the presentation**
- ✦ **Inform** users
- ✦ Make **organizational** systems clear
- ✦ Effectively convey **brand** message to your audience

1	Planing Deciding what to make and whom to make it for
2	Great first impressions Surprise and delight from the start
3	The Fundamentals Essential elements
4	Design for platform Don't make user think

Windows
Mac

Linux
Android

iOS
Web OS

1

Planing

Deciding what to make and whom to make it for

2

Great first impressions

Surprise and delight from the start

3

The Fundamentals

Essential elements

4

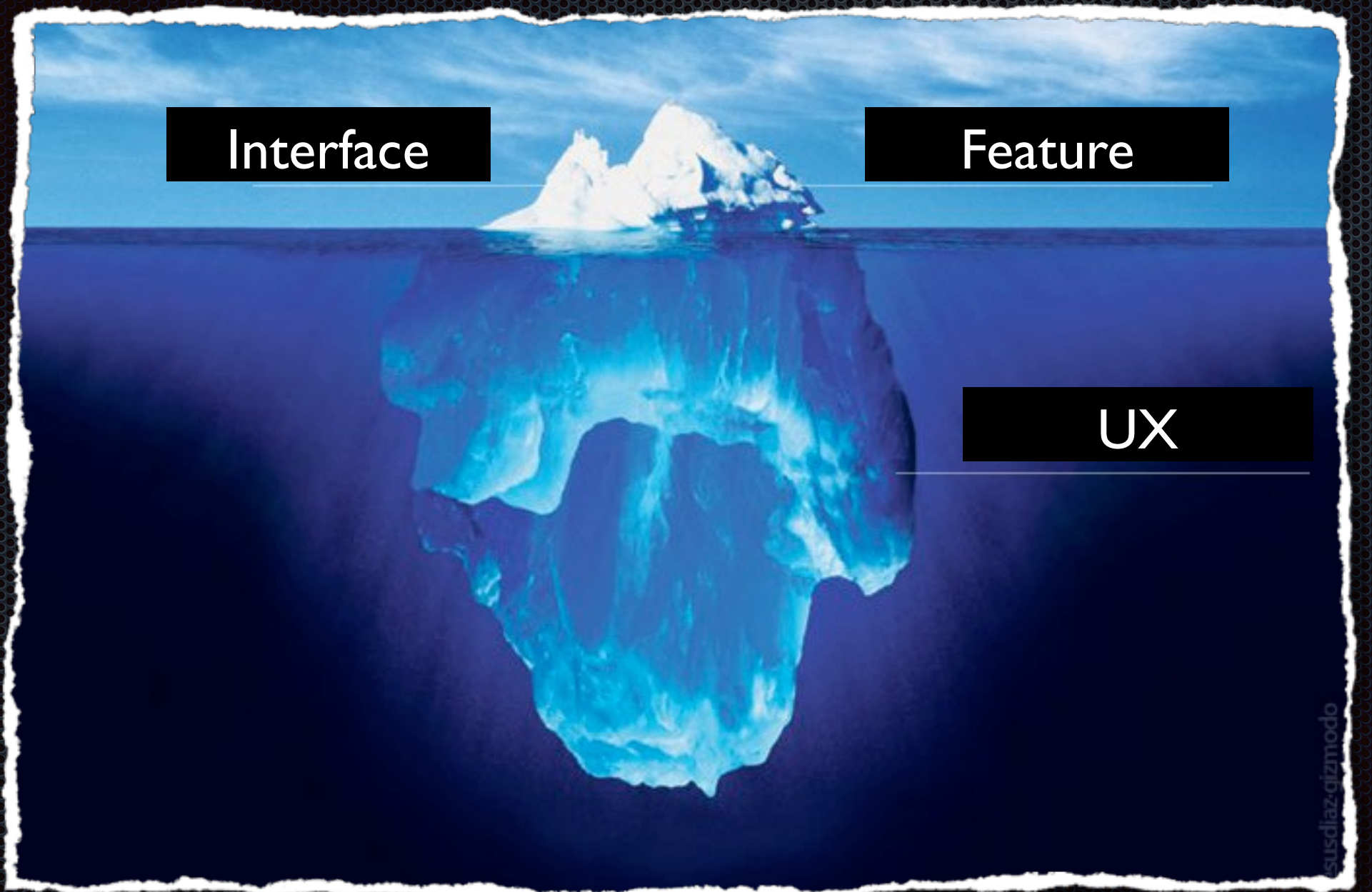
Design for platform

Don't make user think

5

Kaizen

continuous improvement

An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water, while the much larger base is submerged. Three black rectangular boxes with white text are overlaid on the image: 'Interface' and 'Feature' are positioned above the water line, and 'UX' is positioned below the water line. Thin white lines connect the text boxes to the corresponding parts of the iceberg. The entire image is framed with a white, torn-paper-style border.

Interface

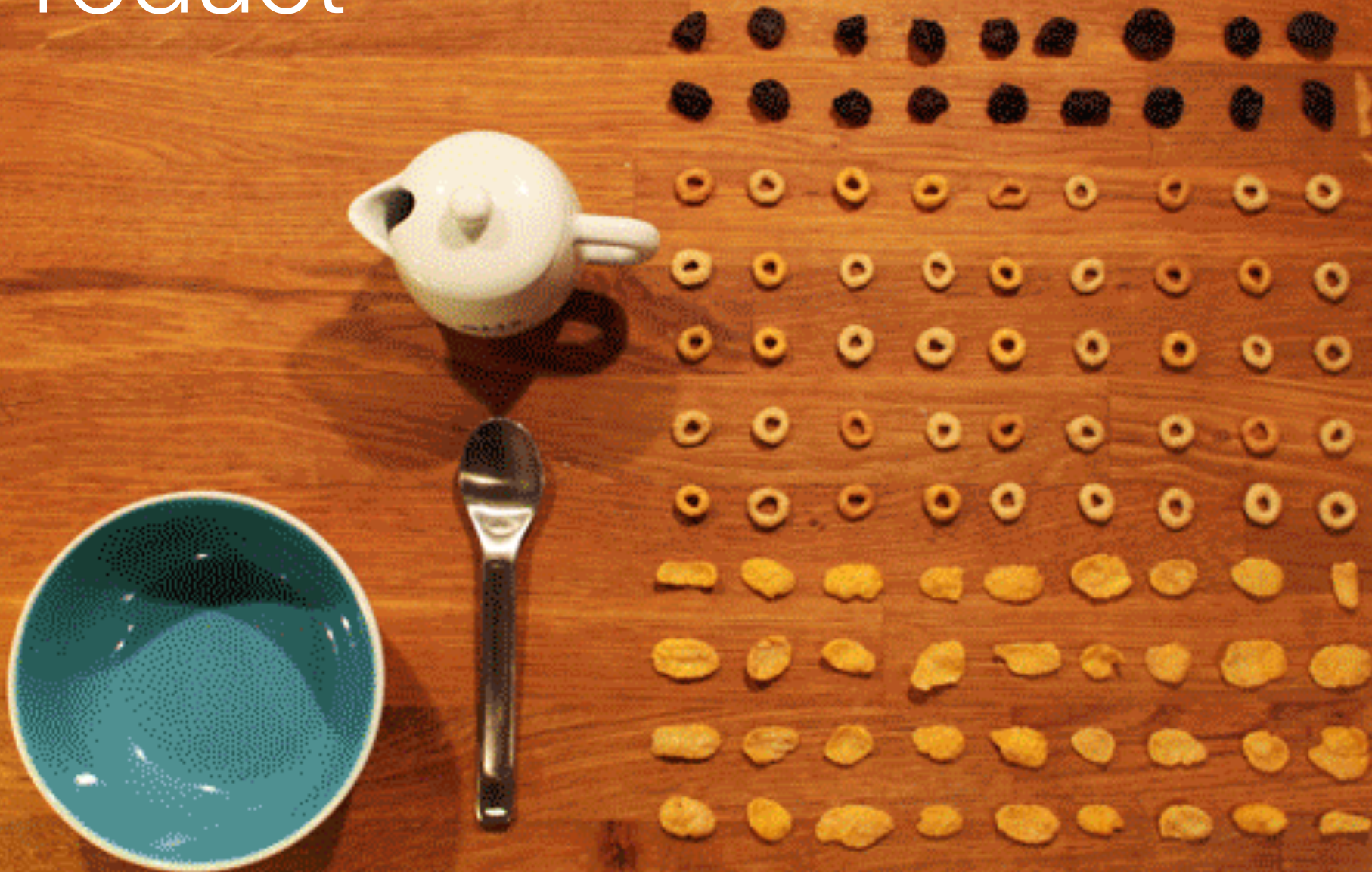
Feature

UX



UX vs UI

Product



UX



UI



Server



Data Center

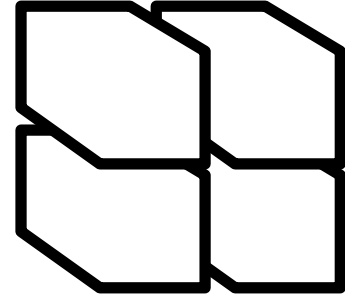
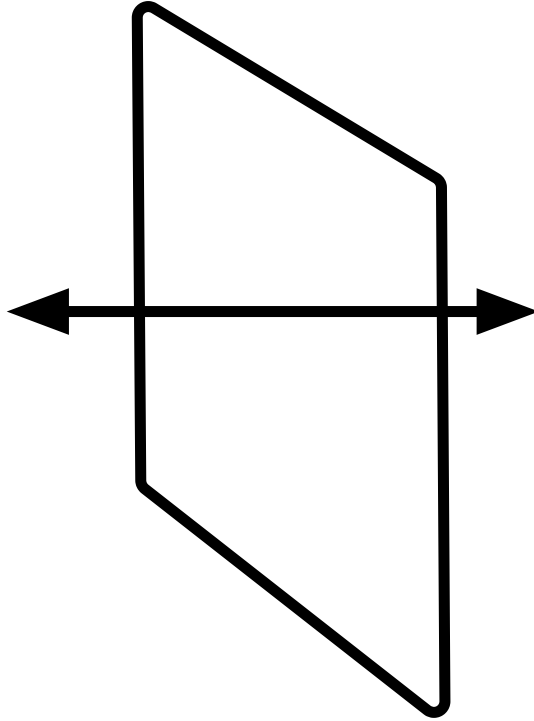
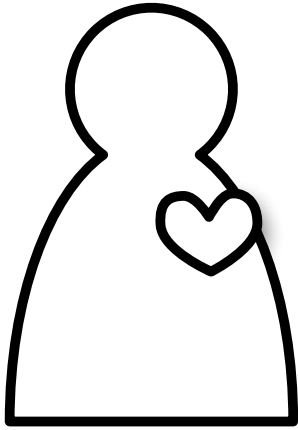


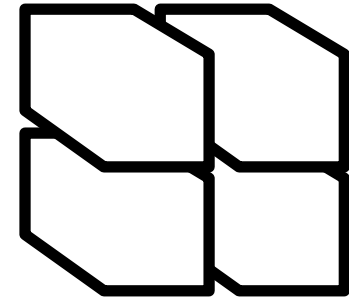
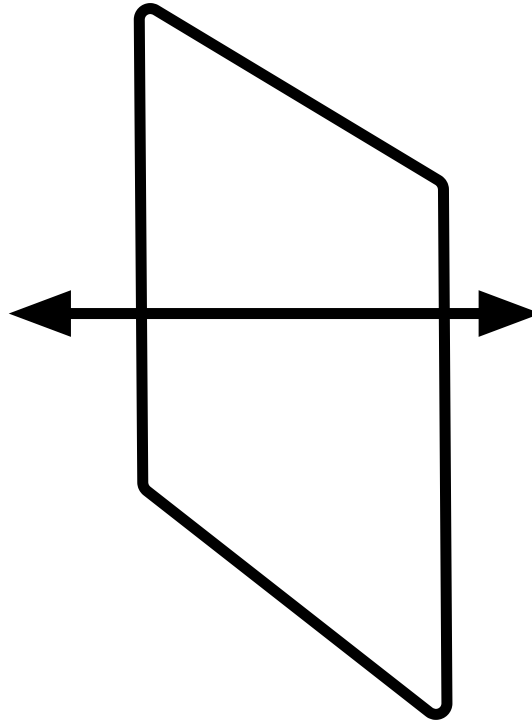
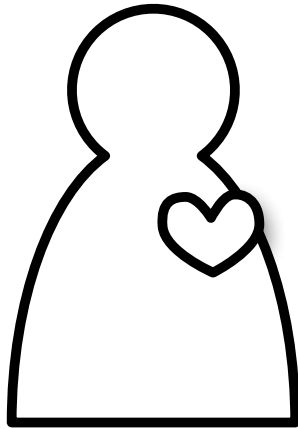
UX



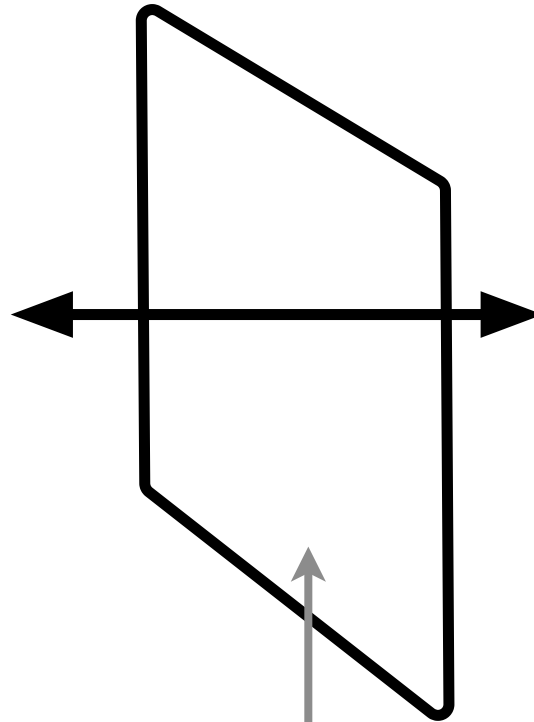
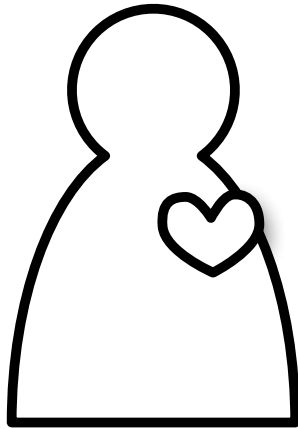
UX



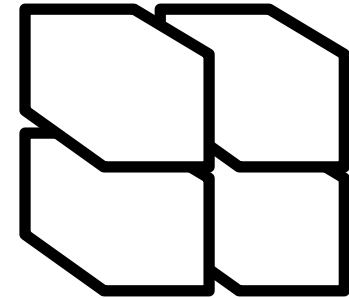




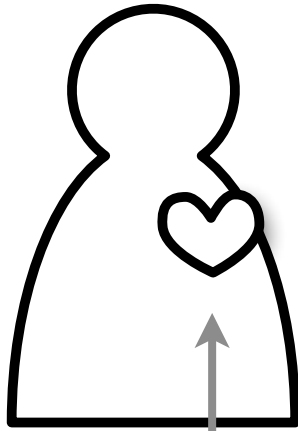
Product



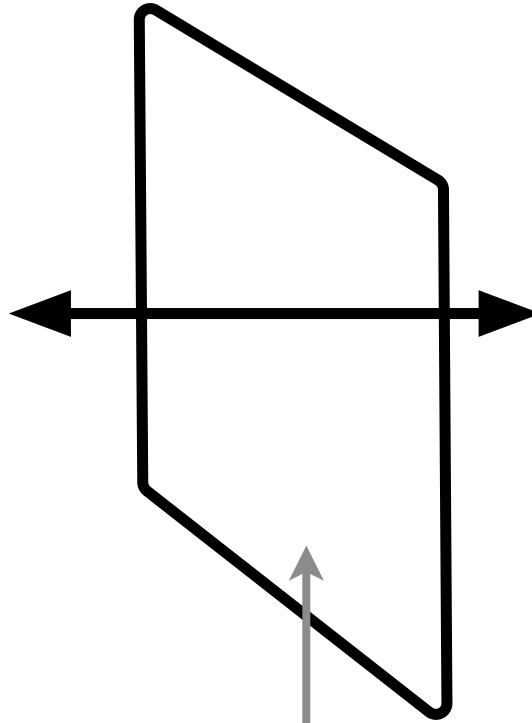
UI



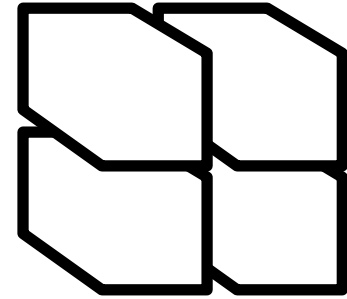
Product



UX



UI



Product

