

————→ **Praktiline osa**

Google Disainisprindi töömeetodi individuaalne rakendamine UX/UI disaini portfoolio näitel

Juhendajad Jaanus Eensalu, Elmo Soomets

Laura Eiche



LÕPUTTÖÖ PRAKTILINE OSA

Sisukord

1 Soolosprindi tulemus

2 Soolosprindi ülesanded

Soolosprindi tulemus

Individuaalse disainisprindi raames valmis nädalaga UX/UI disaini portfoolio.

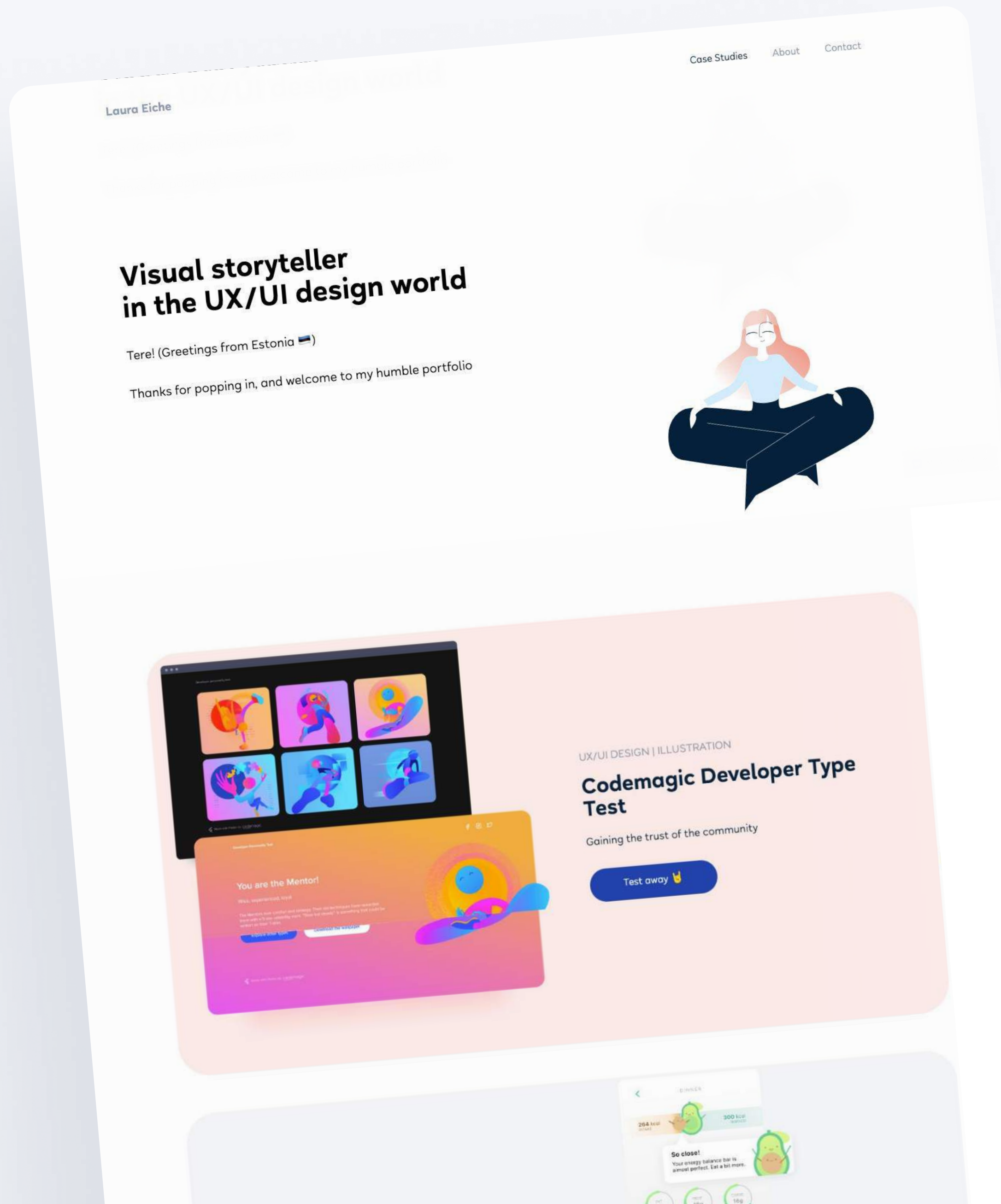
Portfooliol on kokku **kolm vaadet** ehk erinevat lehte:

- esileht
- leht disainerist
- projektileht

<https://bit.ly/laura-eiche>

1/3

Esilehe vaade



Mobi Lab UX/UI Design Internship Test Assignment

Design concept for a Balanced Diet Mobile Application

Bravocado! 🍌

264 kcal

Chocolate cake	1 slice	175 kcal
Wine	1 glass	19 kcal
Banana	40 grams	70 kcal

Energy balance
How about a quick workout to balance your energy?

VIEW WORKOUT

+

Chocolate cake
350 kcal

Wine
19 kcal

Laura Eiche

Case Studies About Contact

Visual storyteller in the UX/UI design world

Tere! (Greetings from Estonia 🇪🇪)

Thanks for popping in, and welcome to my humble portfolio



↑ Portfolio esilehel on illustratsioon, mis animeerub, kui hiirega illustratsiooni peale liikuda.

← Esileht koosneb disaineri tutvustusest, kolmest esiletõstetud projektist ning mõnest väiksemast hobiprojektist.

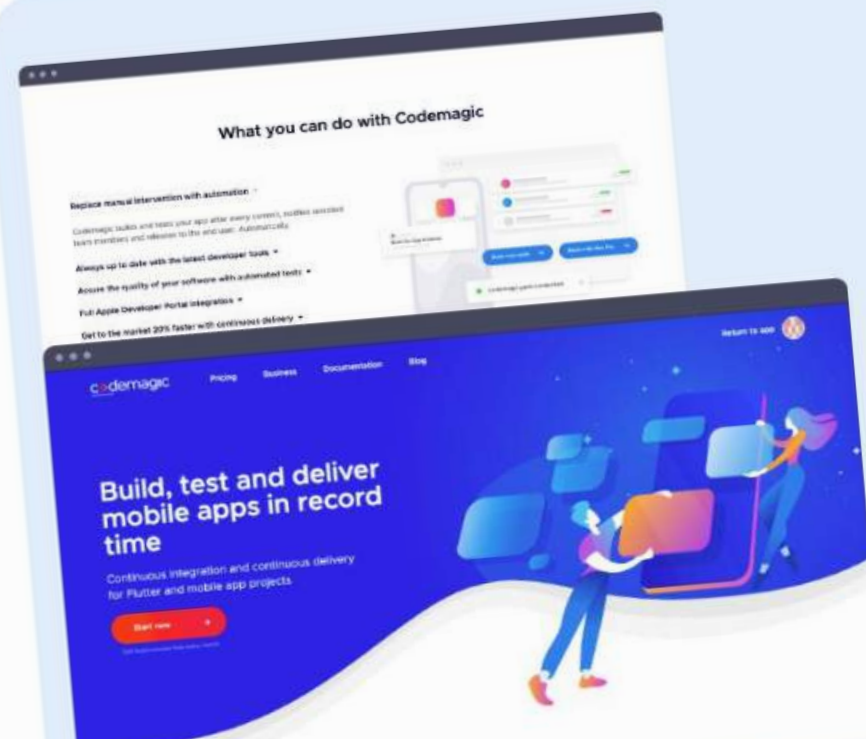
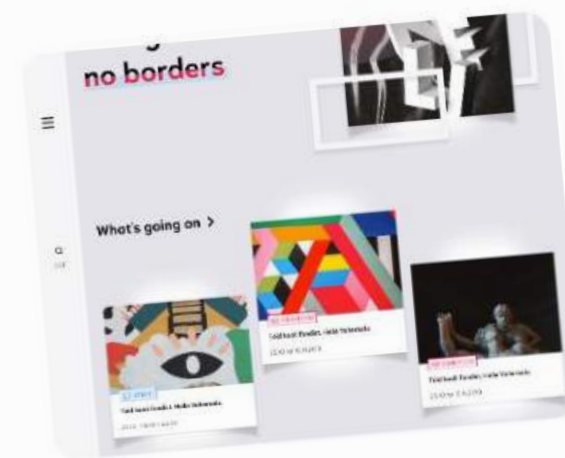


ILLUSTRATION | UI DESIGN

Codemagic landing 2.0

Playful business - taking it to the next level

Show the magic ✨



UX/UI DESIGN

Web Design Concept for Gallery Noorus

View project →



ILLUSTRATION

Bunch of illustrations for Codemagic Blog

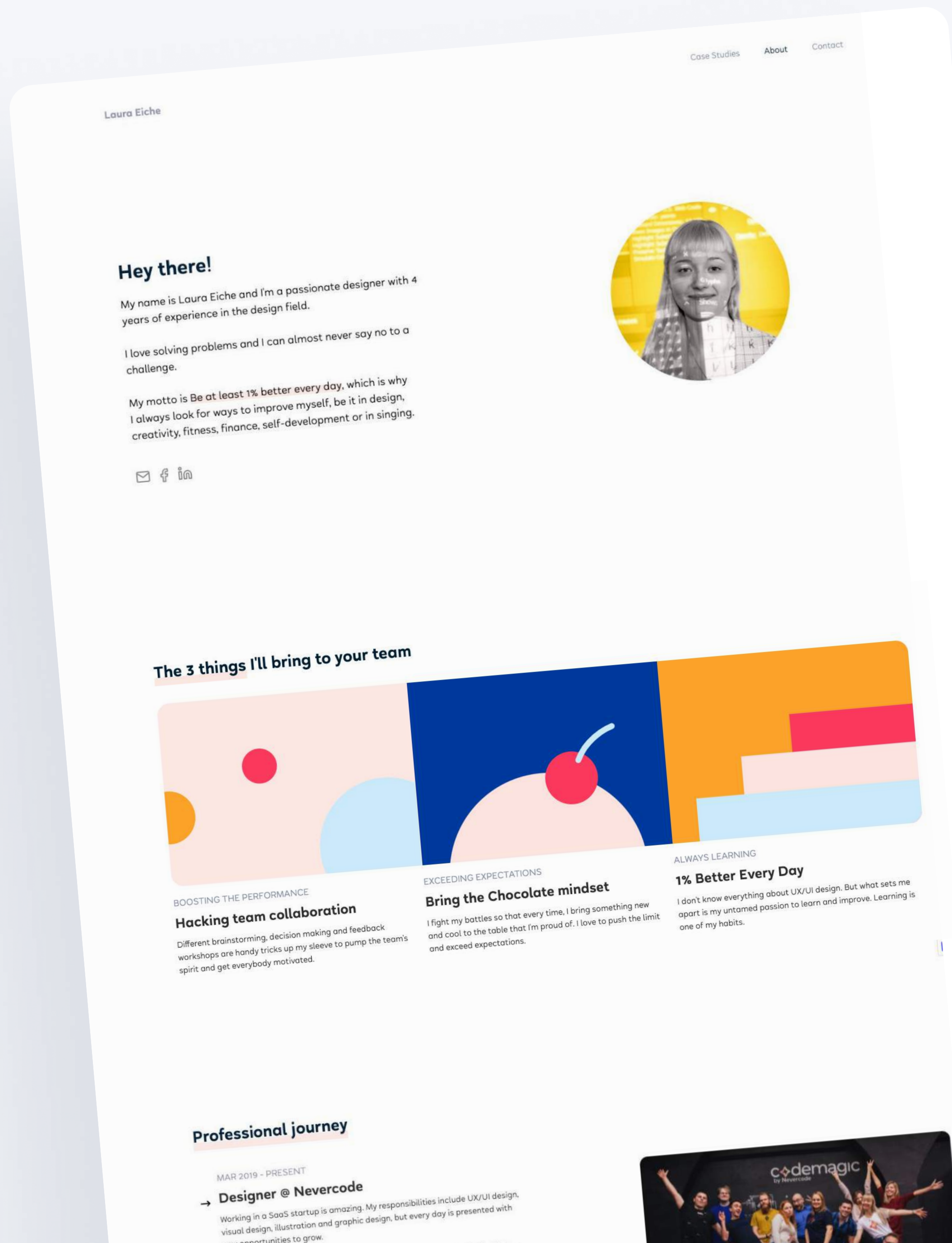
View project →



ILLUSTRATION

Fun illustrations

View project →



2/3

Leht disainerist



← Disaineri tutvustus koos pildi ja sotsiaalmeedia linkidega.

← Disaineri 3 põhiväärtust või eelist

developers.

Laura has lifted our brand and the broader developer community has loved her designs. I guess it really shows how much design matters in connecting with the people using your products or services.

MARTIN JERET

CEO @ NEVERCODE



JUNE - JULY 2019

→ **UX/UI Design Intern at Mobi Lab**

I worked together with stakeholders and developers to create an application for a startup in Kenya.

Internship at Mobi Lab taught me a lot about UX/UI design and about the software development industry.

Aside from being highly skilled in visual design, Laura delivered a seamless user experience to a cross-platform product. She has an excellent eye for details and is a great team player!

MARGIT URVA

UX/UI DESIGNER

2018 - PRESENT

→ **UX/UI Designer @ various hackathons and incubators**

My favourite part of attending a hackathon is the rapid growth and networking. I've taken on the roles of a UX/UI Designer, Visual Designer and I've also been a team lead. 🙌

Most recent hackathons and incubators:

- Junction 2019 - Awesome award in Ericsson's Secure the Future track
- Student Startup Camp 2019
- IdeaLab Incubator 2018
- Junction 2018
- Garage48 Wellbeing 2018 - won the 1st place
- Ajujaht 17/18 business idea competition



← CV osa ehk varasem töökogemus piltide, kirjelduse ja tööandjate tsitaatidega.

A bit more about myself

PERSONALITY

Just a quick glance



TOOLS I USE EVERY DAY

Adobe Creative Cloud
Figma
Procreate
Slack

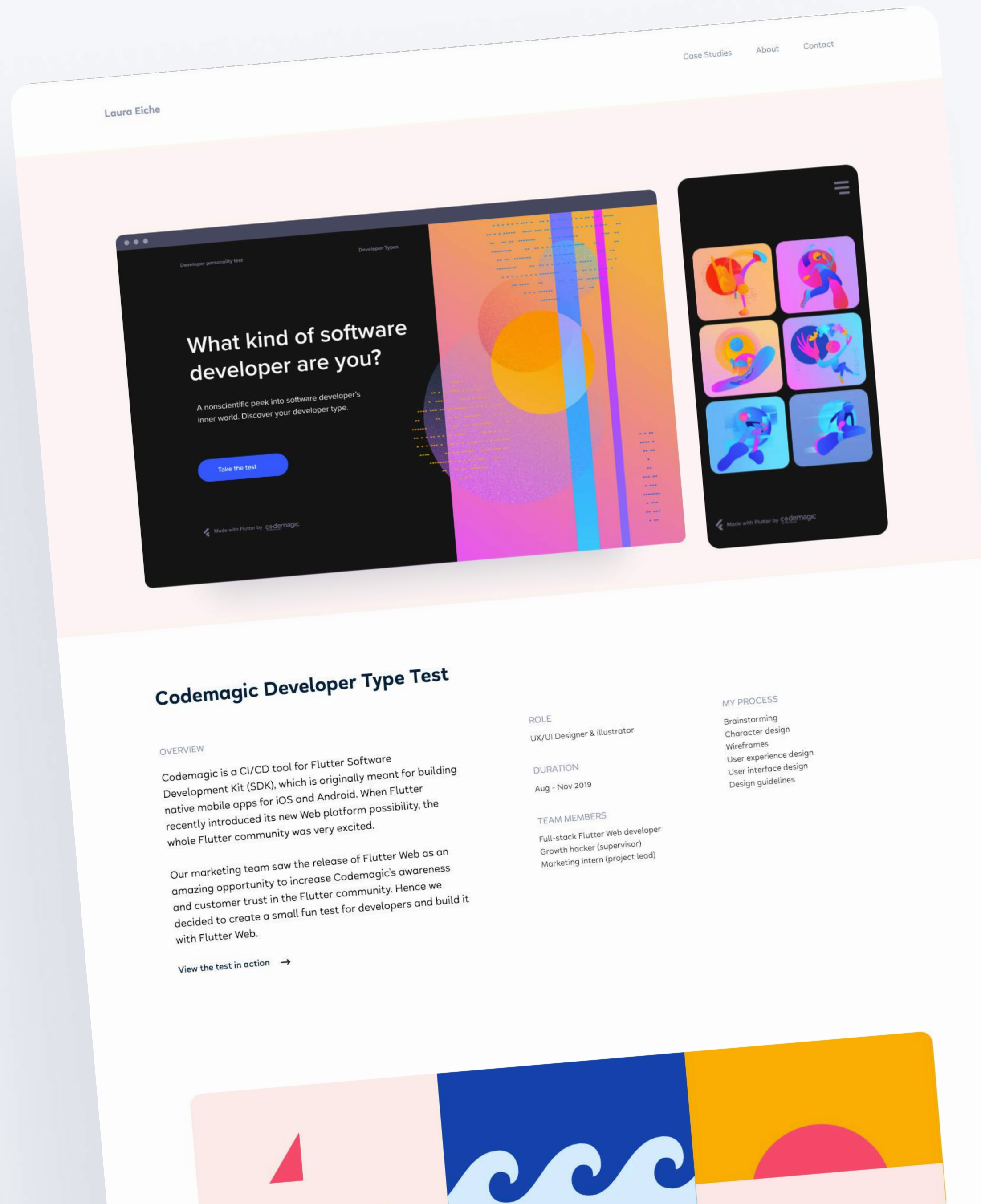
THINGS THAT MAKE ME HAPPY

Traveling and hiking
Singing
Fine-tuning details
Frozen blueberries

MY PASSION

I love presenting ideas as stories
I plan my days and time ahead
I enjoy responsibility
I read, work out and meditate every si

← Osa põnevate faktide ja muuga



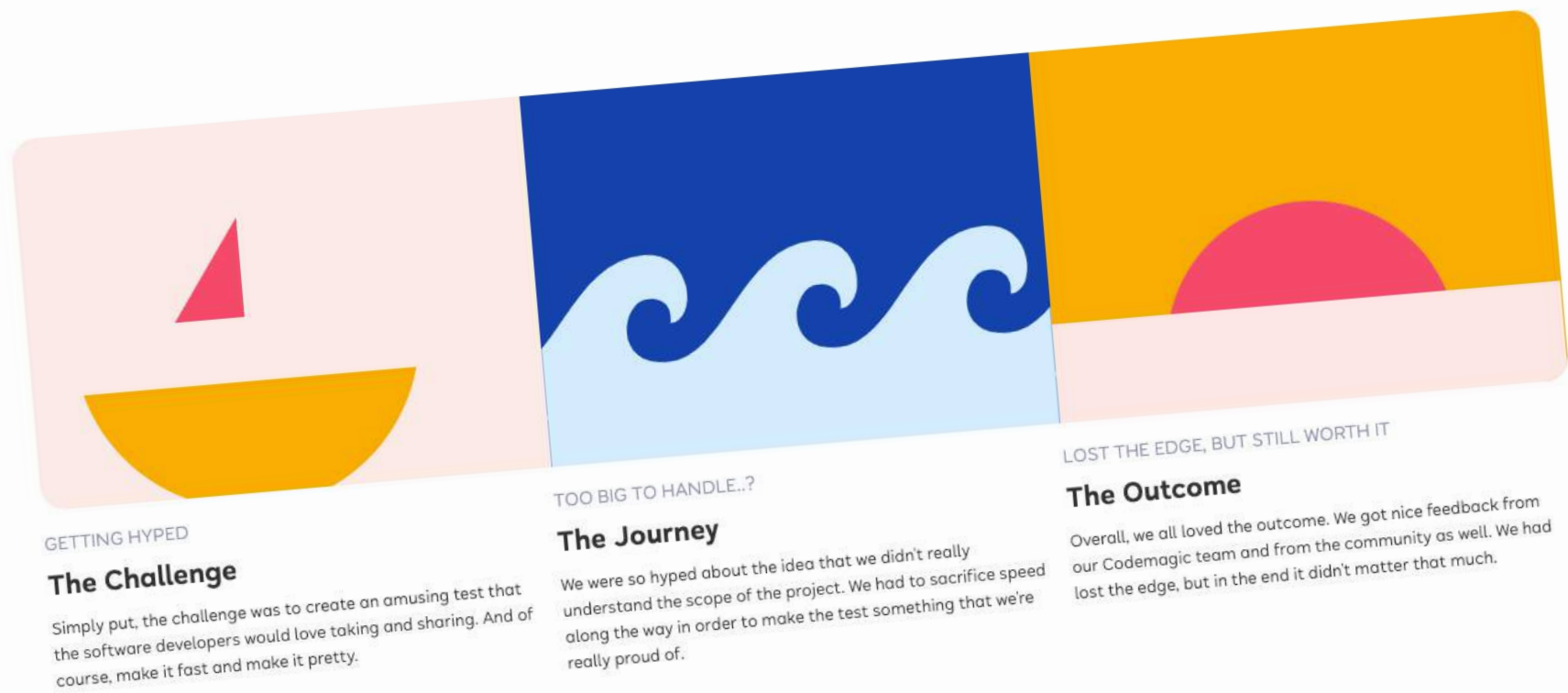
3/3

Projektileht



← Projekti visuaalid

← Projekti üldinfo



GETTING HYPED

The Challenge

Simply put, the challenge was to create an amusing test that the software developers would love taking and sharing. And of course, make it fast and make it pretty.

TOO BIG TO HANDLE..?

The Journey

We were so hyped about the idea that we didn't really understand the scope of the project. We had to sacrifice speed along the way in order to make the test something that we're really proud of.

LOST THE EDGE, BUT STILL WORTH IT

The Outcome

Overall, we all loved the outcome. We got nice feedback from our Codemagic team and from the community as well. We had lost the edge, but in the end it didn't matter that much.

Let's get into details!



Challenge

Character Design

- 1 - Logic behind every move
 - 2 - Back to the beginning
 - 3 - Another dimension
- Key take-aways

UX/UI Design

- 1 - Criteria for the design
- 2 - Wireframing
- 3 - Setbacks and compromises

Final Design

- Showcase
- Feedback
- Learning points

Challenge

Codemagic's marketing team wanted to do something fun for the developer community.

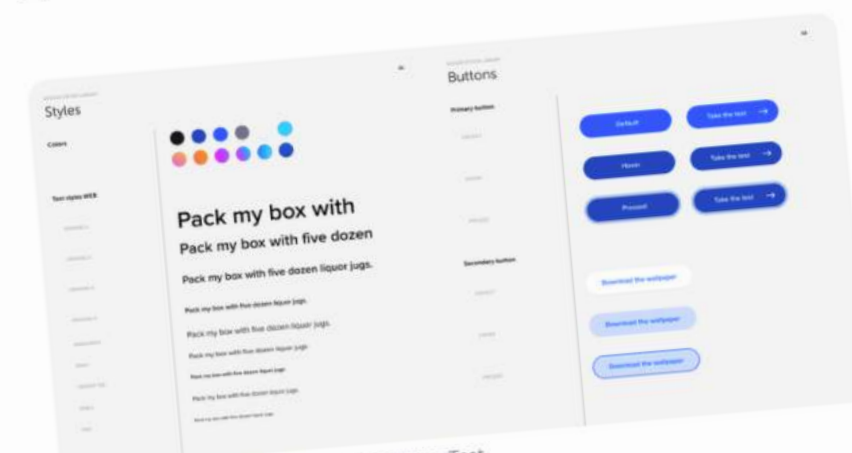
They came up with an idea of a Developer Personality Test – something similar to [Adobe's Creative Type Test](#), but for developers. I created the illustrations as well as the UX/UI Design for the Codemagic Developer Personality Test.

UX/UI Design

In addition to the illustrations, my task was to create the UX/UI for the Test's web page. I enjoyed this part the most.

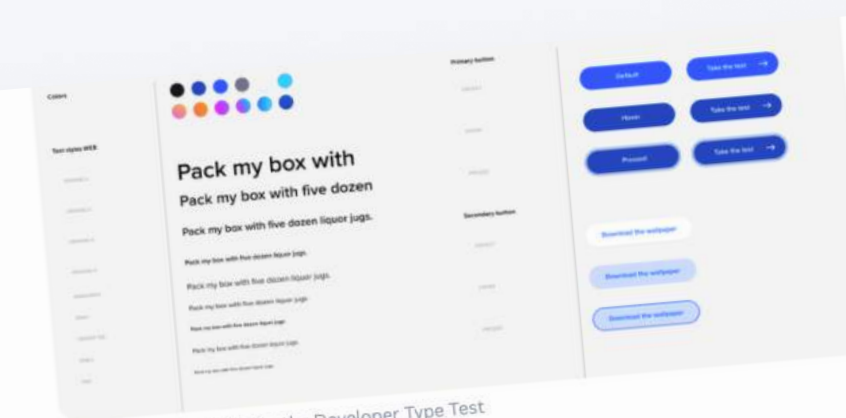
Criteria for the Web Design

- The style needs to be similar to Codemagic's web page and app.
- Especially in the art field, things might get easily shifted through communication
- To get over the creative block, just start again. Small steps got me back on track



← Projekt väljakutse, protsess ja tulemus

↙ ↓ Projekt täpsem sisu



Part of the style guide for the Developer Type Test

Wireframing

I started off with the Test part while I was still working on the characters. As there weren't many views in total and as the style guide was based on Codemagic's previous design, it made sense to move very quickly from the UX phase to the UI.

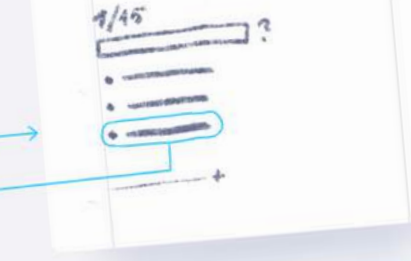
From the start, I had this idea of using bits and parts of the characters' building blocks and reusing them in the Web page design. And because the characters changed a lot, I also kept changing the design quite often.

DEVELOPER TYPE TEST • WIREFRAMES

- 1 LANDING
- name
 - description
 - NAV
 - made by Codemagic with Flutter Web
 - navbar



- 2 TEST
- Question
 - Answers (3)
 - navbar
 - PROGRESS

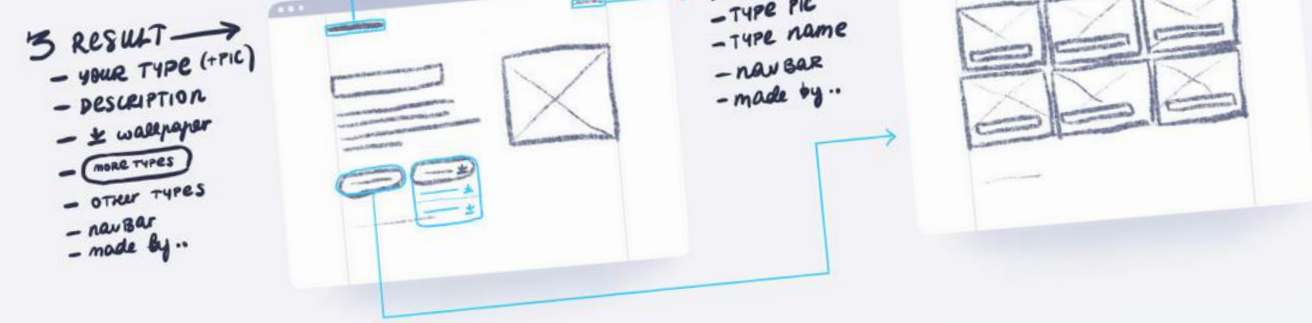


- 3 RESULT
- YOUR TYPE (+PIC)
 - DESCRIPTION
 - 3 wallpaper
 - more types
 - OTHER TYPES
 - navbar
 - made by ..



- 4 ALL TYPES
- TYPE PIC
 - TYPE NAME
 - navbar
 - made by ..





Codemagic Developer Personality Test - Wireframes

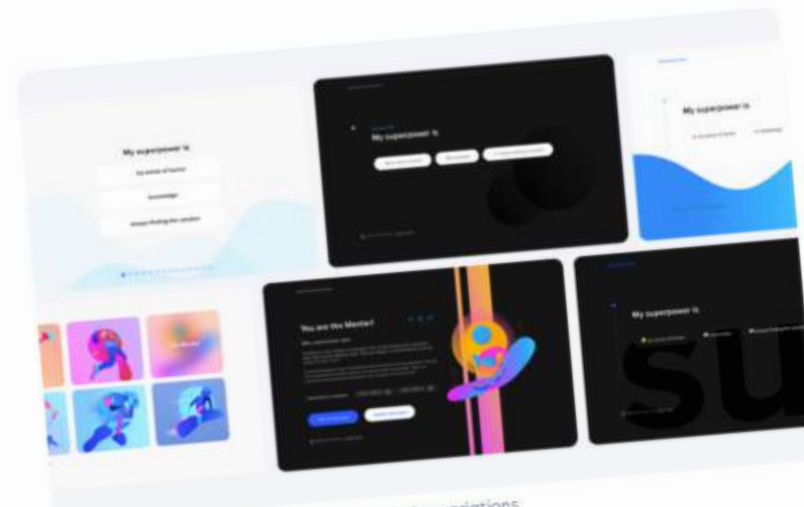
Setbacks with Flutter Web

Working close together with the developer, it came clear that Flutter Web is in its early stage and doesn't yet allow all the possibilities.

Flutter is originally meant for building native mobile apps for iOS and Android and Web platform was only added recently. We decided to go for Flutter Web nonetheless and that meant making tweaks and compromises in the design.

The biggest setbacks were:

- In Apple devices, the font styling didn't work. It displayed a serif font by default and despite changing the default font and the fallback font to a sans serif one, we never really found the fix.
- Finding an alternative solution for the test progress bar.
- No hover effect on pictures.



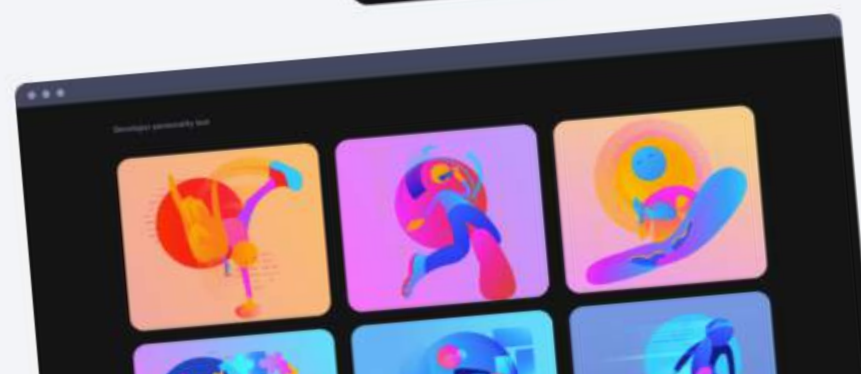
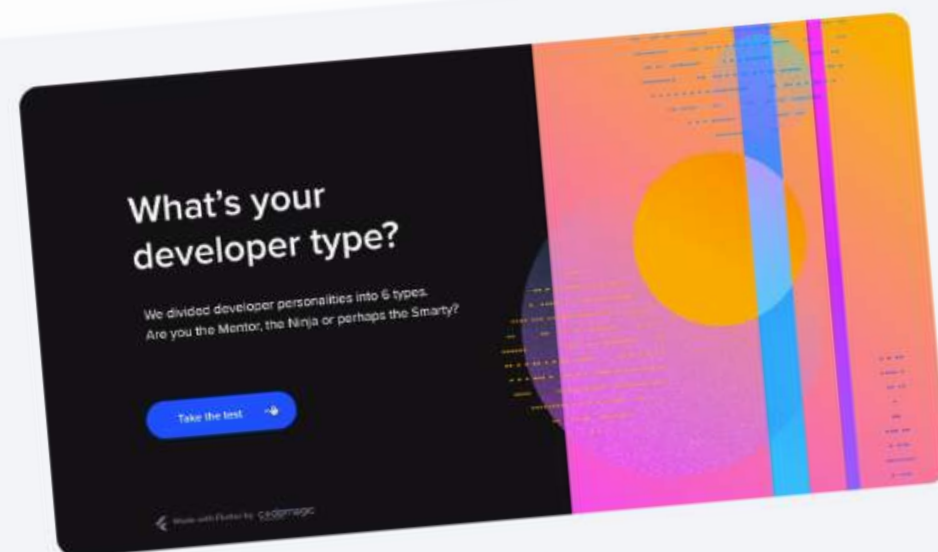
Codemagic Developer Personality Test - Design variations

Final Design

Showcase

Feel free to try the test out yourself as well even if you're not a developer. :)
Click on the link below.

View the test in action →



Feedback

The community has loved it so far. We got a lot of great feedback from the team and from the community.

By mid-April 2020, over 2600 developers have taken the test



Codemagic Developer Personality Test - Twitter Feedback

Learning points

The project was supposed to be implemented as quickly as possible. But that wasn't the case. Instead of taking 2-3 months, the whole process took almost half a year.

And because of that, the marketing has lost a bit of its momentum. Flutter Web wasn't that new anymore, it was yesterday's news.

Our decision to postpone the deadline was a calculated one. And all in all, we were still very pleased with the outcome.

- Fully understanding the project scope in the beginning is very important. We didn't and it caused lots of confusion in the team.
- Probably should have made a small brainstorming session before starting the project just

INTERESTED TO SEE MORE?

Other recent Case Studies

UX/UI DESIGN | APP DESIGN

Mobi Lab UX/UI Test Assignment

Bravodacol

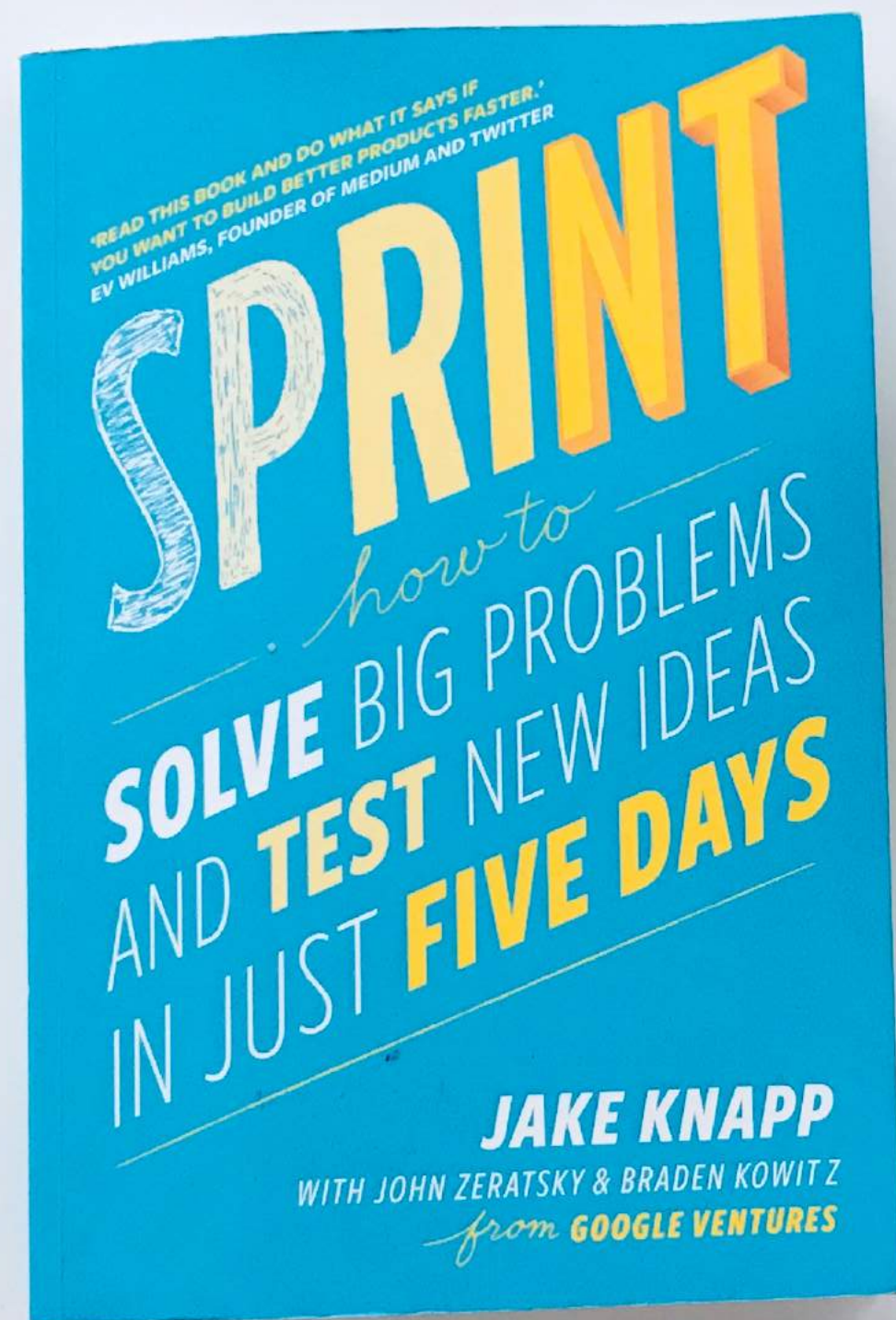


ILLUSTRATION | UI DESIGN

Redesigning Codemagic's landing page

More magic

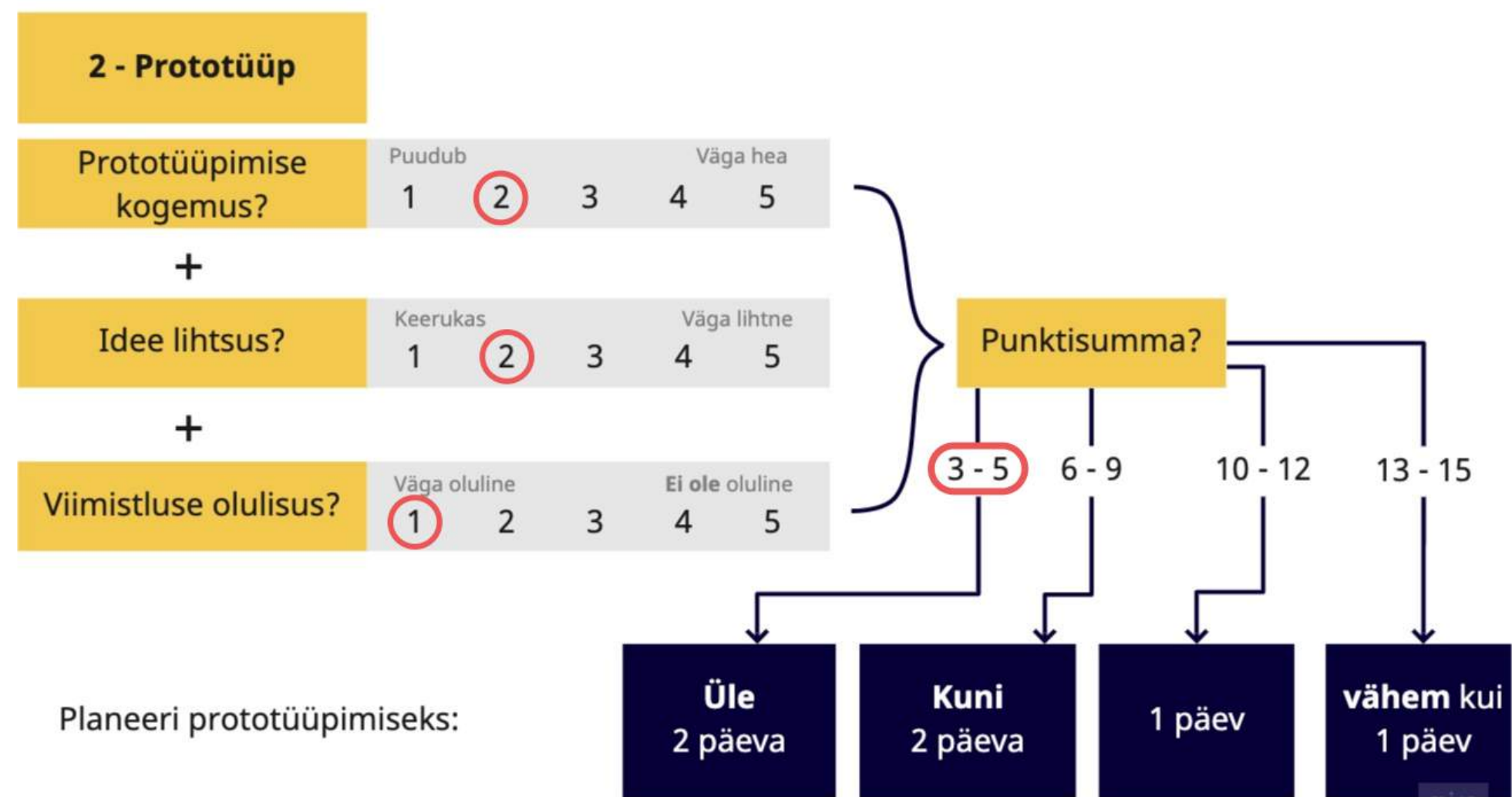
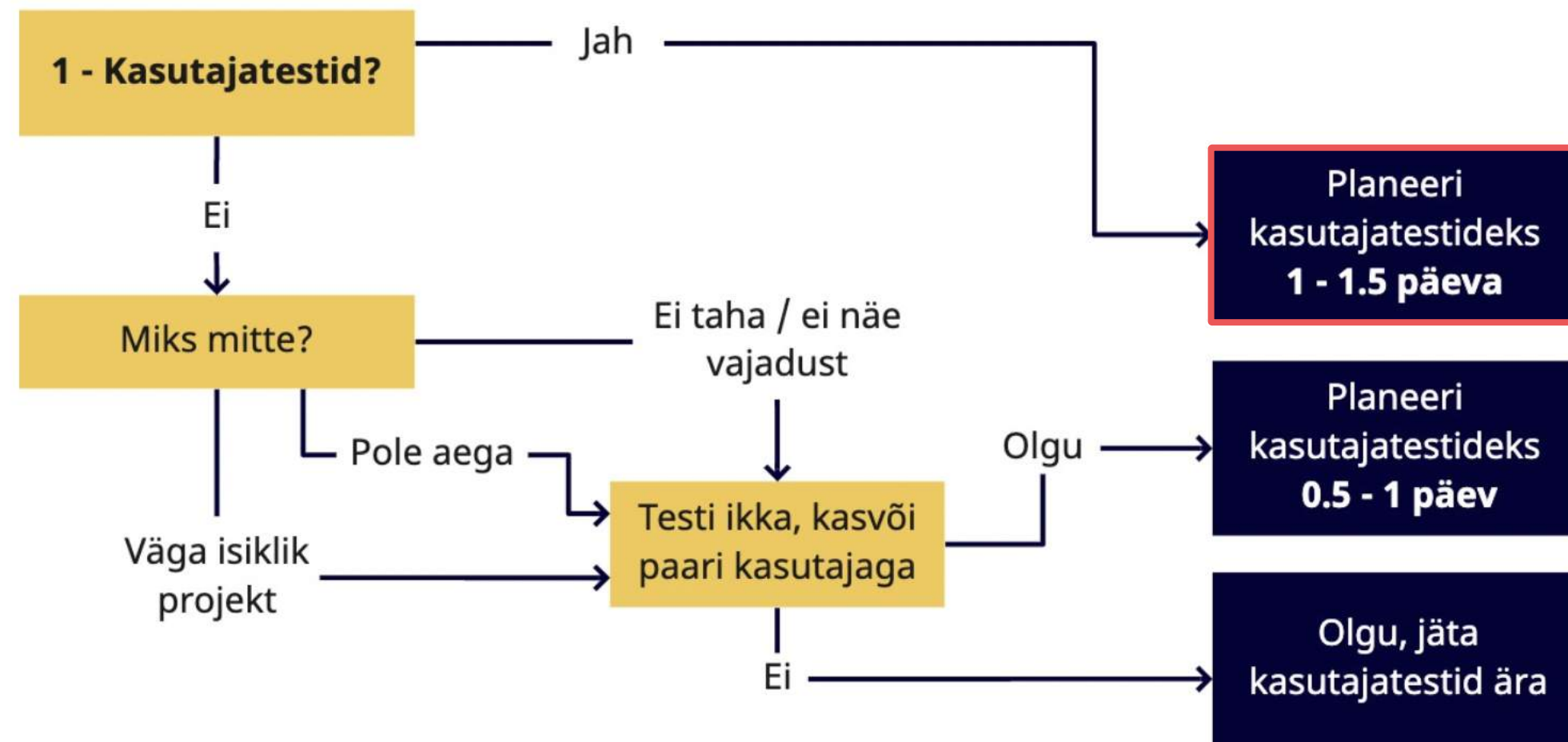




Soolosprindi ülesanded

Kiire ülevaade soolosprindi jooksul läbi viidud ülesannetest ning mõttekäigust.

← Soolosprindi materjalid. Foto: erakogu



1/2

Enne sprinti



Lõputöö teoreetilise osa käigus koostasid kaks joonist soolosprindi ajalise kestuse planeerimiseks.

← Joonis kasutajatestide planeerimiseks soolosprindis. Erakogu

← Joonis prototüübi ehk disainilahenduse loomise ajalise kestuse planeerimiseks soolosprindis. Erakogu

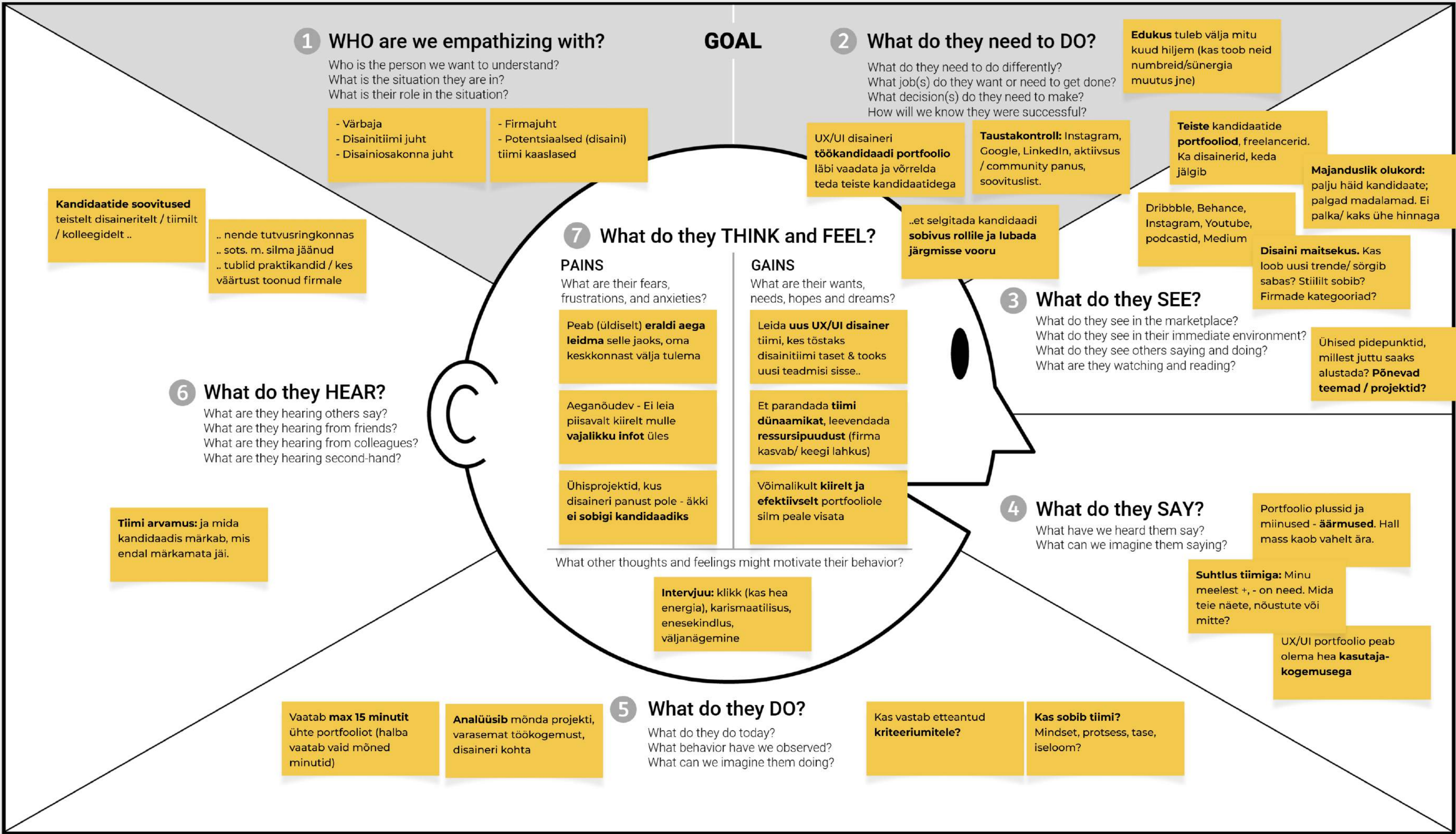
Empathy Map Canvas

Designed for: Lõputöö 2020

Designed by: Laura Eiche
Juhendaja Elmo Soometsa abiga, lõputöö uurimuse põhjal

Date: 11. aprill 2020

Version: 1



UX/UI disaini
portfolio uurimuse
põhjal täitsin tööandja
empaatiakaardi.

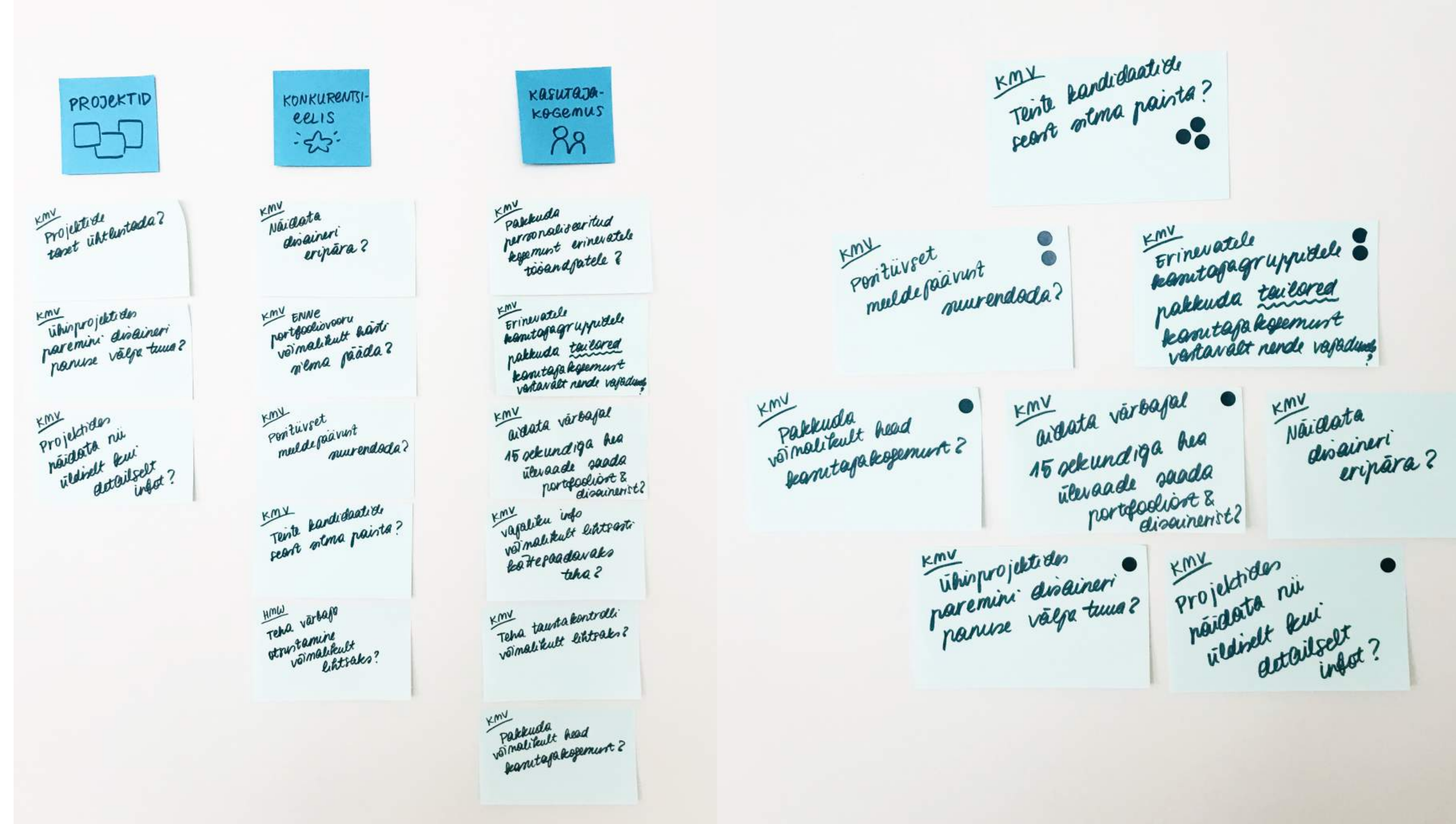
Kaardi täitmine aitas
mõtteid koondada ning
kasutaja vaatevinklit
paremini mõista.

2/2

Sprindi ajal



Järgnevalt toon mõned visuaalid sprindi ajal läbi viidud ülesannetest ja mõttekäigust.



↑ Esimene päev.

Soolosprindi esimest päeva alustasin kuidas-me-võiks ülesandega. Selle jooksul käisin läbi empaatiakaardi ning panin kirja seal ilmuvaid probleeme.

Kõik probleemid sõnastasin küsimustena, näiteks “Kuidas me võiks ühisprojektides paremini disaineri panuse välja tuua?”

PIKAAJALINE eesmärk

UX/UI Disaini portfoolio abil endale
v i n e

UX/UI TÖÖKOHT
sada

→ Esimene päev.

Järgmine samm oli paika
panna soolosprindi
pikaajaline eesmärk

..PROJEKT EBAÕNNESTUS. MIKS?

PORTFOOLIO
TASE EI
VASTANUD
TÖÖANDJATE
KRITEERIUMITELE

② MIS
KRITEERIUMITELE
PORTFOOLIO
VASTAS?

PORTFOOLIO
OLI KESK-
PÄRANE.

② KAS
PORTFOOLIO
ON MEELDE-
JÄÄV?

TASE OLI
OK, AGA
TÖÖANDJA EI
LEIDNUD VÄHESE
AJAGA VÄJALIKKU
INFO

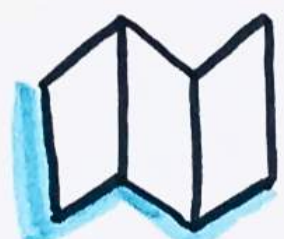
② KAS
VÄJALIK INFO
ON HÄSTI
LEITAV?

KEHV
ESMAMULJE
DISAIGNERIST/
EI SOBIV TIIMI

② KAS
DISAIGNERIST
JÄI HEA
MULJE?
(SOBIVS TÄMMI?)

EI PÄÄSEND
PORTFOOLIO-
VOORUST
EDASI

② KAS
DISAIGNER
SAAKS
PORTFOOLIO-
VOORUST EDASI?



PROBLEEMI KAART

I RING
(OTSUSTAJA)

→ VÄRBAJA
→ DISAIGNER
→ DISAIGNITIIMI
→ DISAIGNIOSAKONNAT
→ FIRMATUNNUS

II RING
(FIRMAS)

→ TIIMIKAASLASED
→ ÜLEMUS
→ TEISED FIRMA
DISAIGNERID/
TÖÖTAJAD

KUULUTUS/
VAJADUS

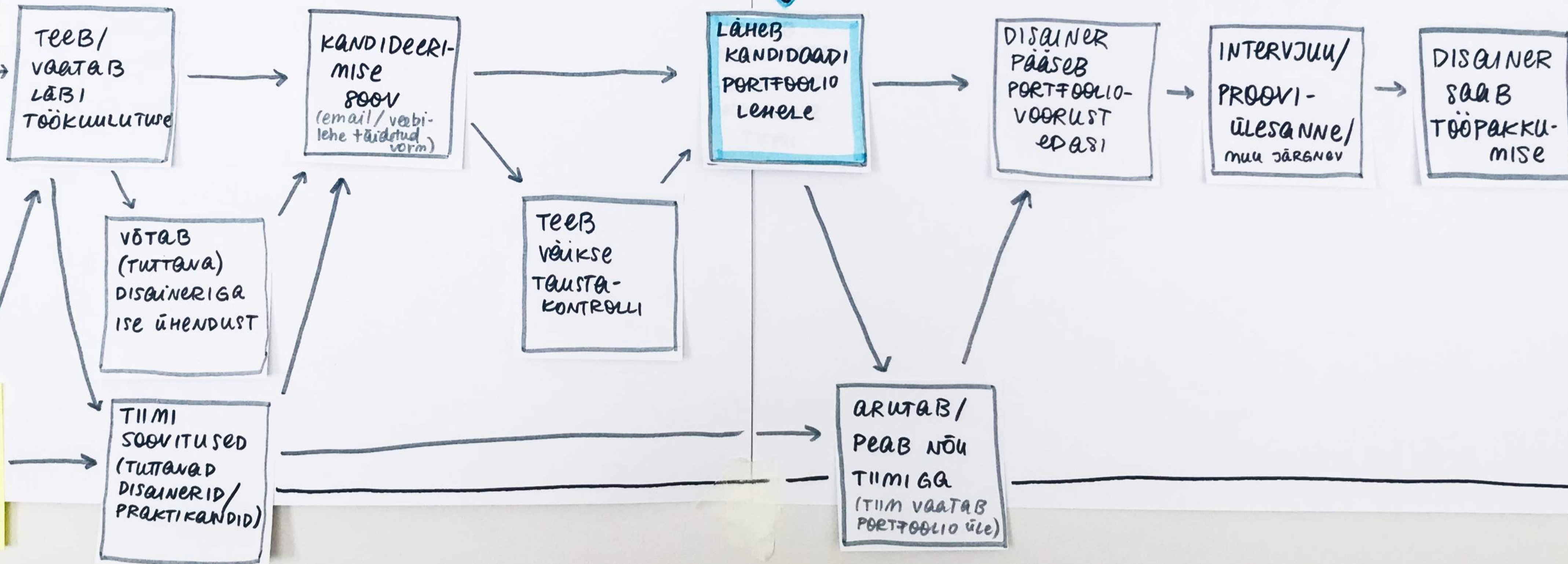
KANDIDAADID



PORTFOLIO

— VAHEVOORUD —

EESMÄRK



↑ Esimene päev.

Seejärel kaardistasin täpsemalt probleemi. Panin kirja, kes on antud kontekstis kasutaja ning milliseid samme ta teeb, et oma eesmärgini jõuda.

3D LANDING

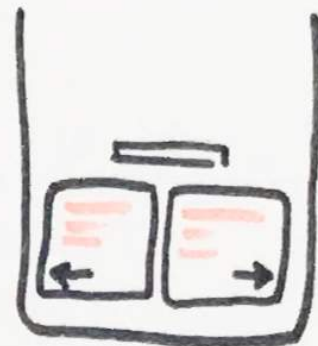


- PARALLAX
effekt
- illustration

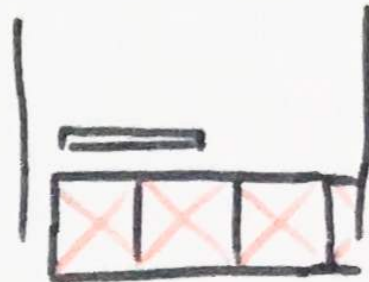
STICKY
PROJECTI SISU-
KORD



NEXT PROJECTS



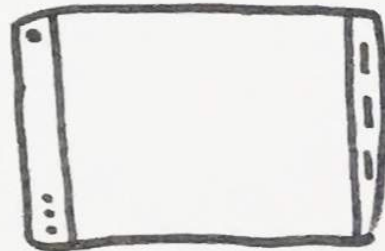
INSTAGRAM
FEED



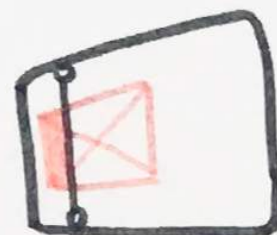
ERILINE KURSOR



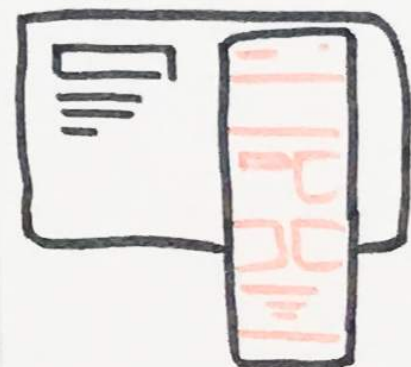
MENU SOLUTION



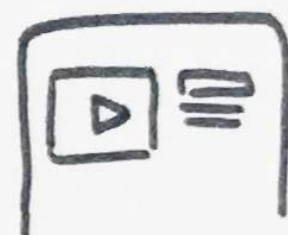
BEFORE - AFTER



FIXED SCROLL

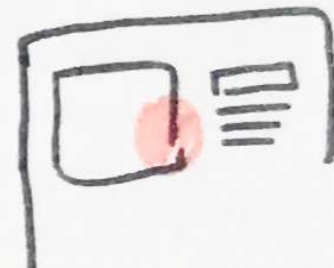


TUTVUSTUS-
VIDEO

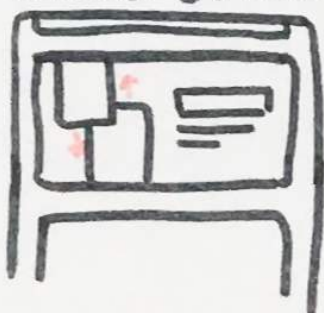


// STOP MOTION

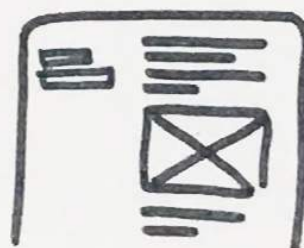
ANIMATSIOONID



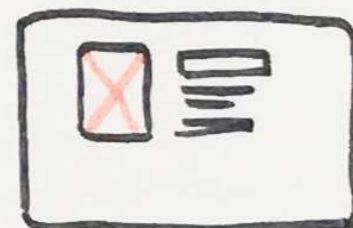
PARALLAX
CASE STUDIES



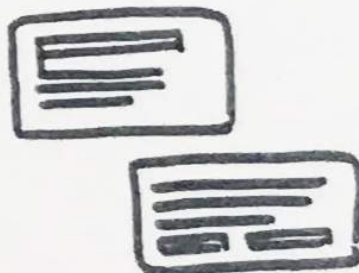
PROJEKTI
PEALKIRJAD



MOCKUP
VIDEOS (auto)



SOOVITUSED



FUN FACT
LOADING PAGE



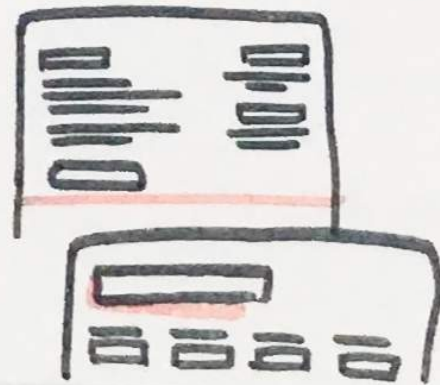
EASTER EGGS



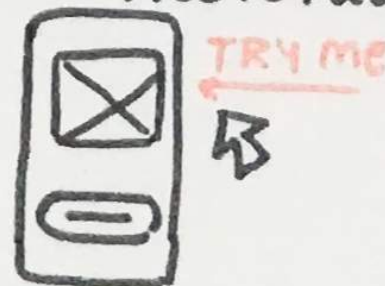
COMING SOON
PROJEKTID



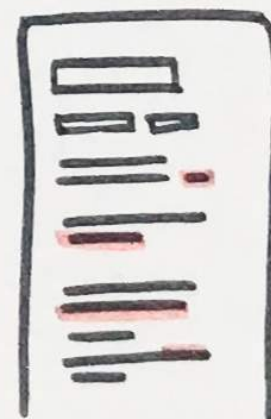
PROJEKTI
ÜLDVAADE



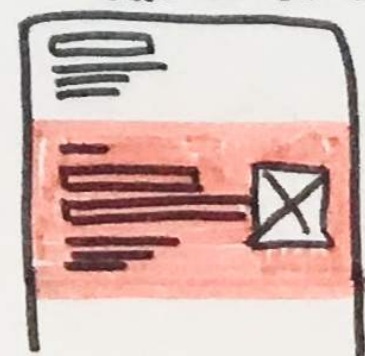
TÖÖTAN
PROTOTÜÜP



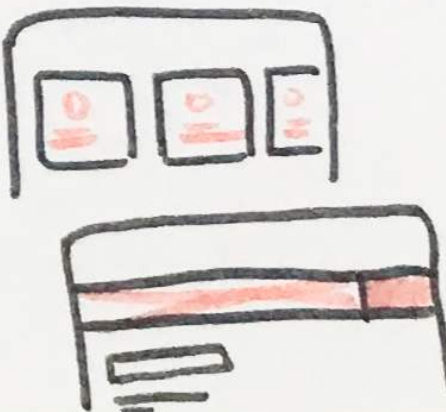
TEXT HIGHLIGHT



PROJEKTI
JAO TUS
VÄLJATOSTE



3 THINGS /values
DESIGNERIST



← Esimene päev.

Päeva teises pooles visandasin põnevaid lahendusi, kogudes teistelt kodulehtedelt inspiratsiooni

1 ESILEHT

no landing

illustration



parallax-
effekt
zoom



INFO:

KES?

PROJEKTI

ÜLDVADE

COMING

SOON/MORE

FOOTER

FEATURED

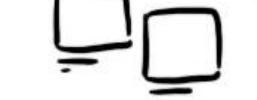
ROHKEM?

MADE IT

TO THE END.

JUMP BACK UP?

HIDDEN
Easter
eggs?



zoom ↓



FEATURED

MORE



- NIMI

- UX/UI DESIGNER
with a visual background

VISUAL WORLD?



- VIDEO?

CASE STUDY
ÜLDVADE:

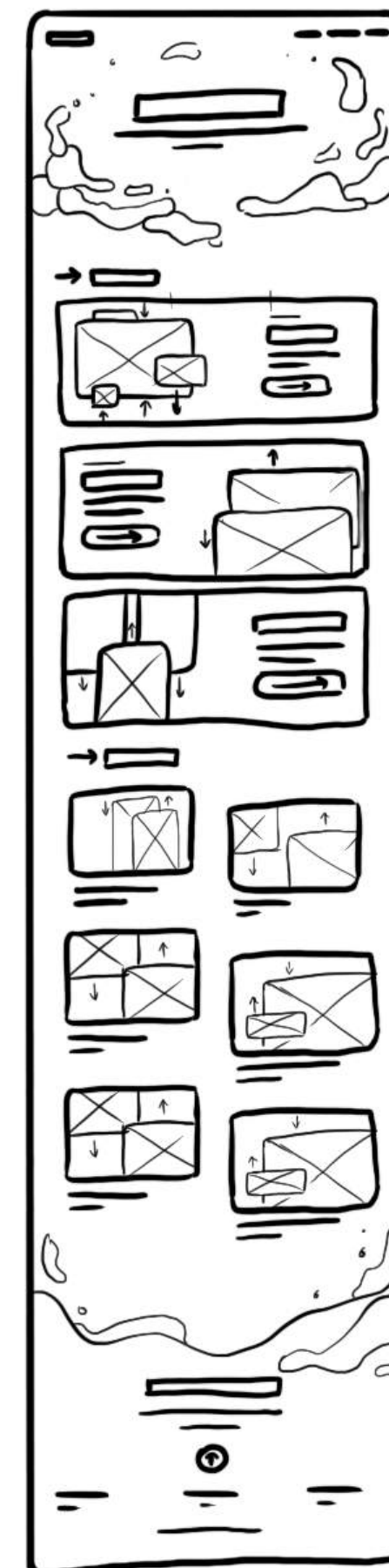
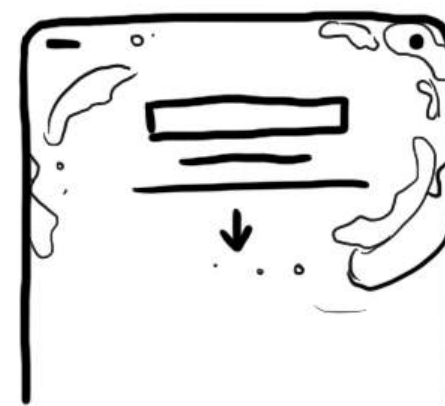
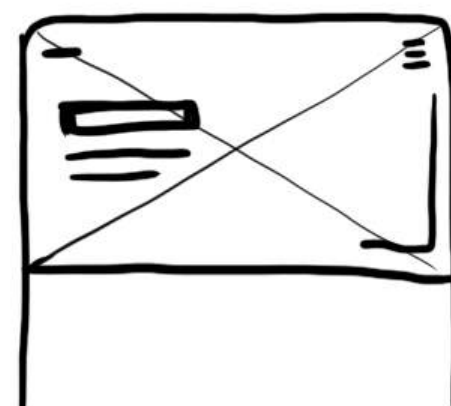
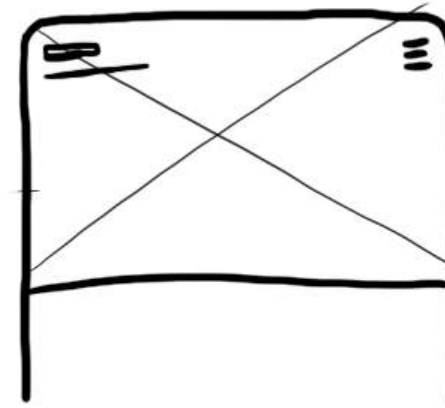
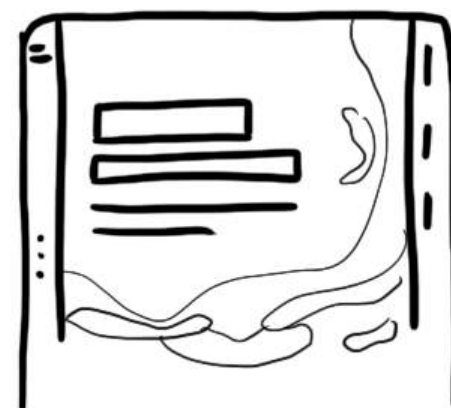
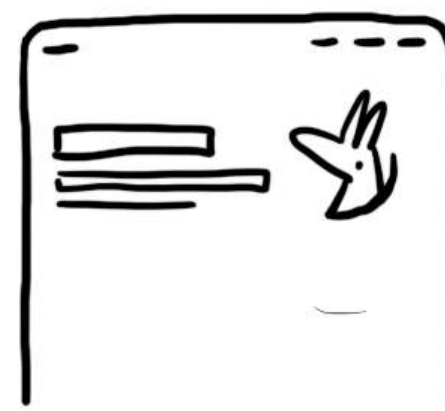
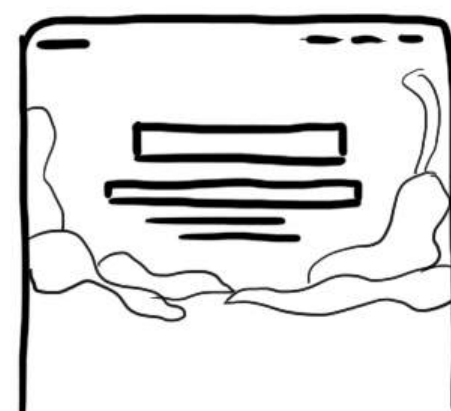
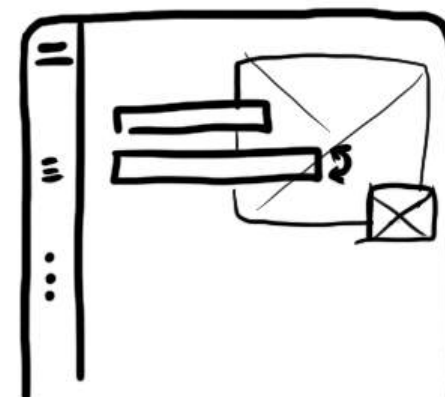
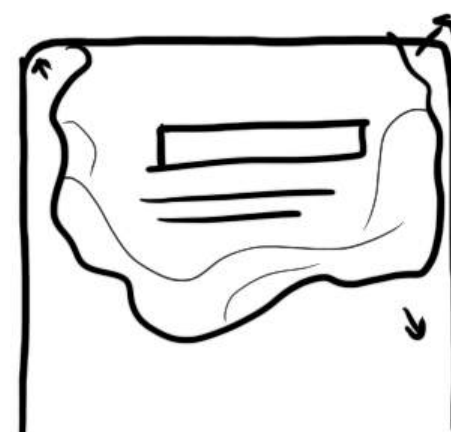
→ PILT

→ PROJEKTI NIMI

→ 1-LAUSELINE PITCH

→ UX/UI DESIGN/ILLUSTRATION

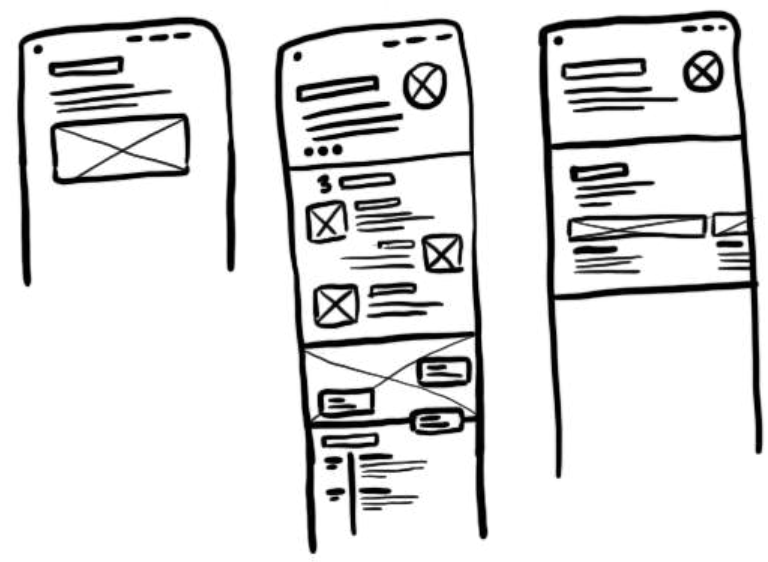
→ BUTTON



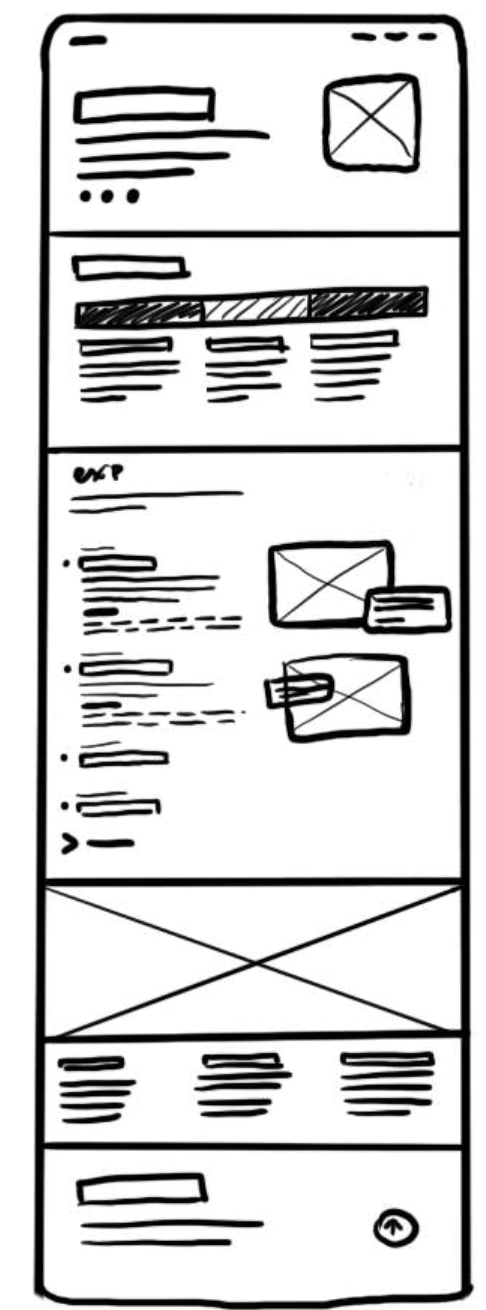
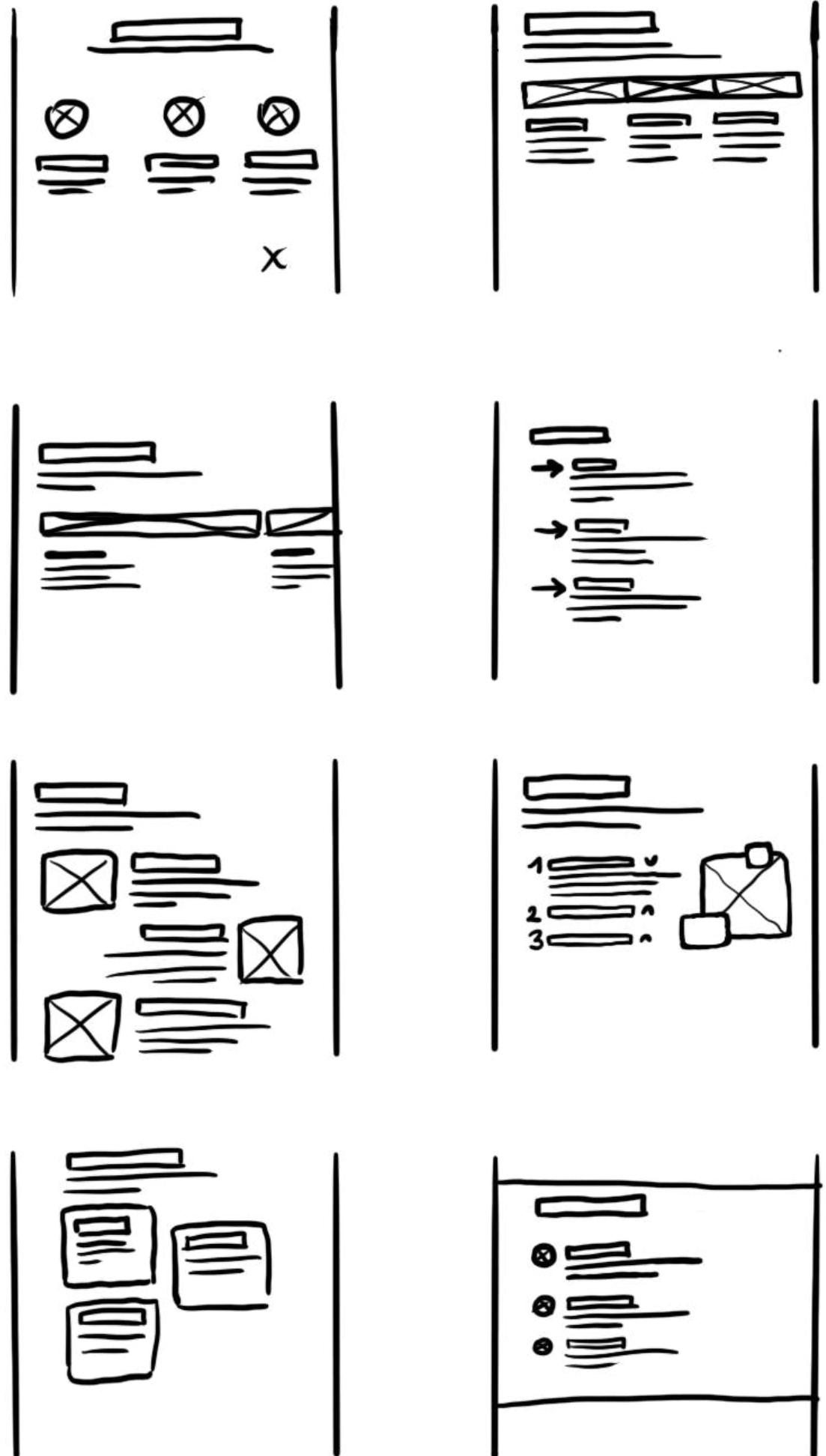
← Esimene päev.
Portfolio esilehe visandamine

2 ABOUT PAGE

- INFO:
- NIMI I
 - PILT // VIDEO I
 - VÄIKE KIRJELDUS I
 - TÖÖKOGEMUS II
 - SOOVITUSED II
 - HARIDUS II
 - 3 OMADUST II
 - KONTAKT (ASUMINE, SOTSIAALMEEDIA)



omadused



← Teine päev
Disainerist lehe visandamine

- NIMI KIRJELDUS + KONTAKT
- 3 OMADUST
- SOOVITUSED +
- TÖÖKOGEMUS KOHT + POSITSION + KIRJELDUS
- EXTRA INFO/FUN FACTS etc.
- FOOTER



? HARIDUS kuhu?
? + a la näituse info // Team leading? mentorlus? (vabatahtlik)
SILLARY, media teams
- GIVING BACK TO THE COMMUNITY?

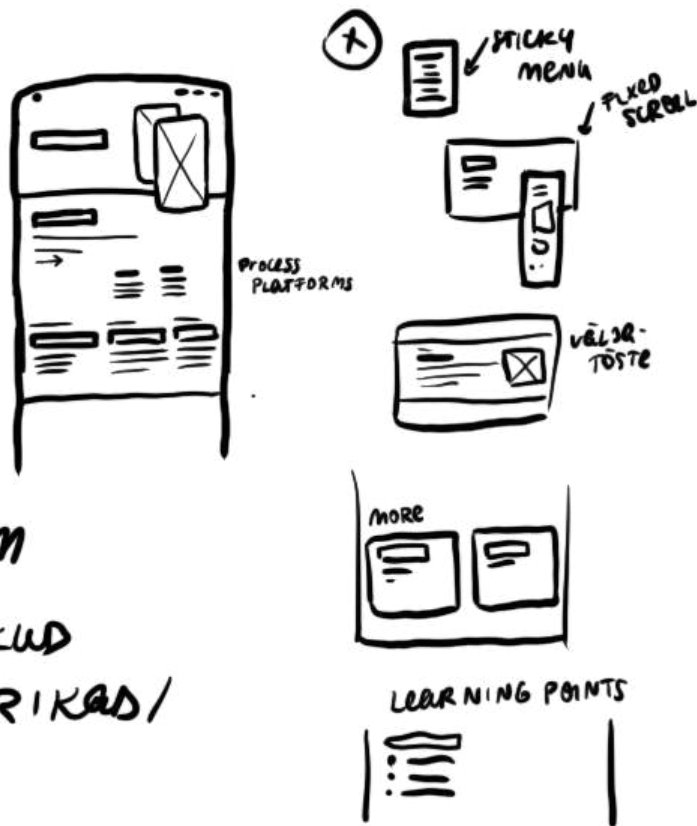
HÄMITS,
1% LOOGIKA



3 PROJEKT

→ ÜLDVAADE:

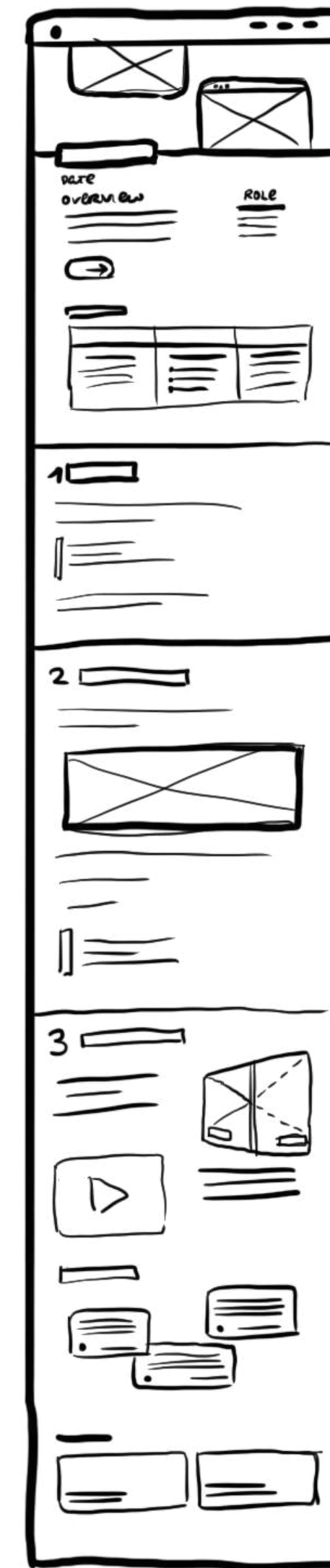
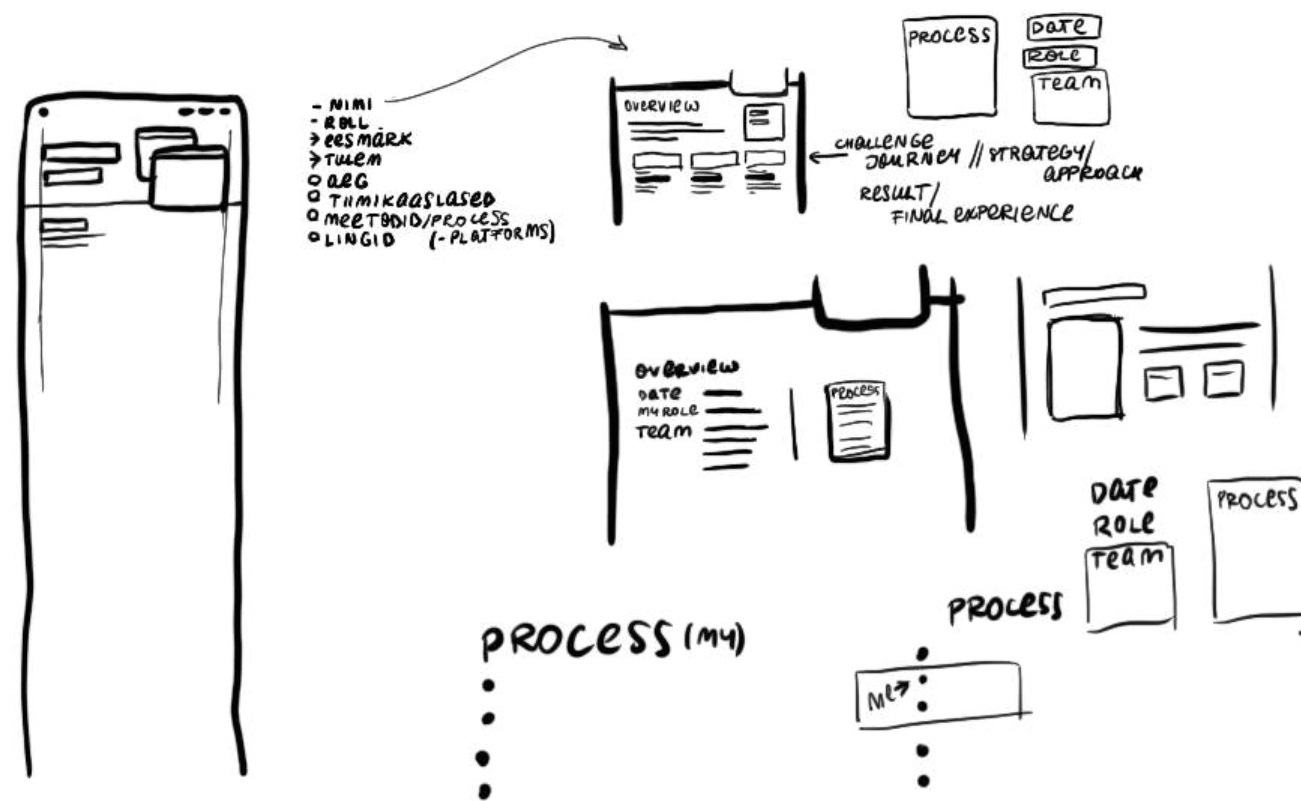
- NIMI
- ROLL
- EESMÄRK
- TULEM
- AEG
- TIIMIKOOSTLASED
- MEETODID/PROLCESS
- LINGID (- PLATFORMS)



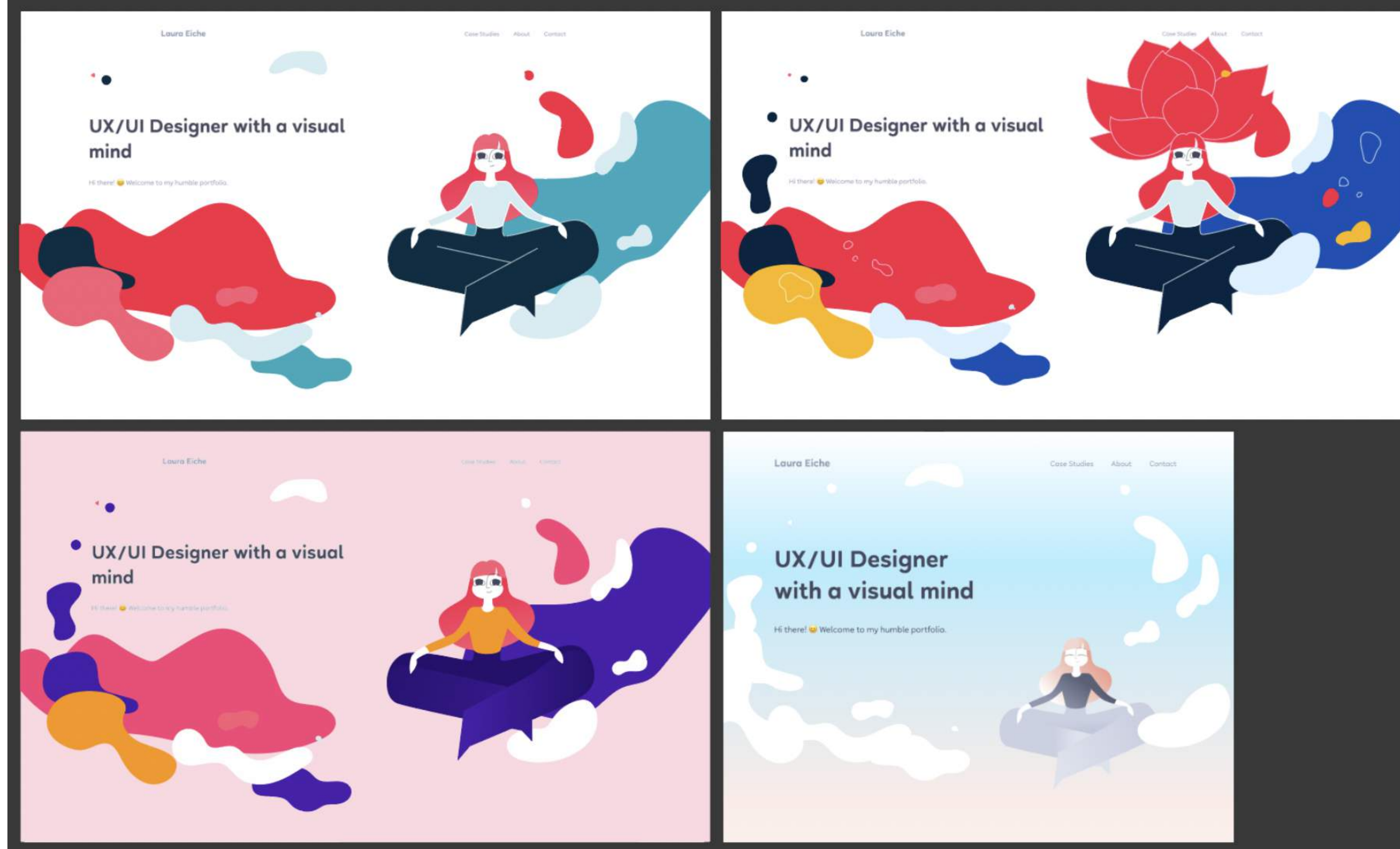
→ VÄLJAKUTSE / PROBLEEM

→ TEKISTUSED / KÕRDA MINE KUD

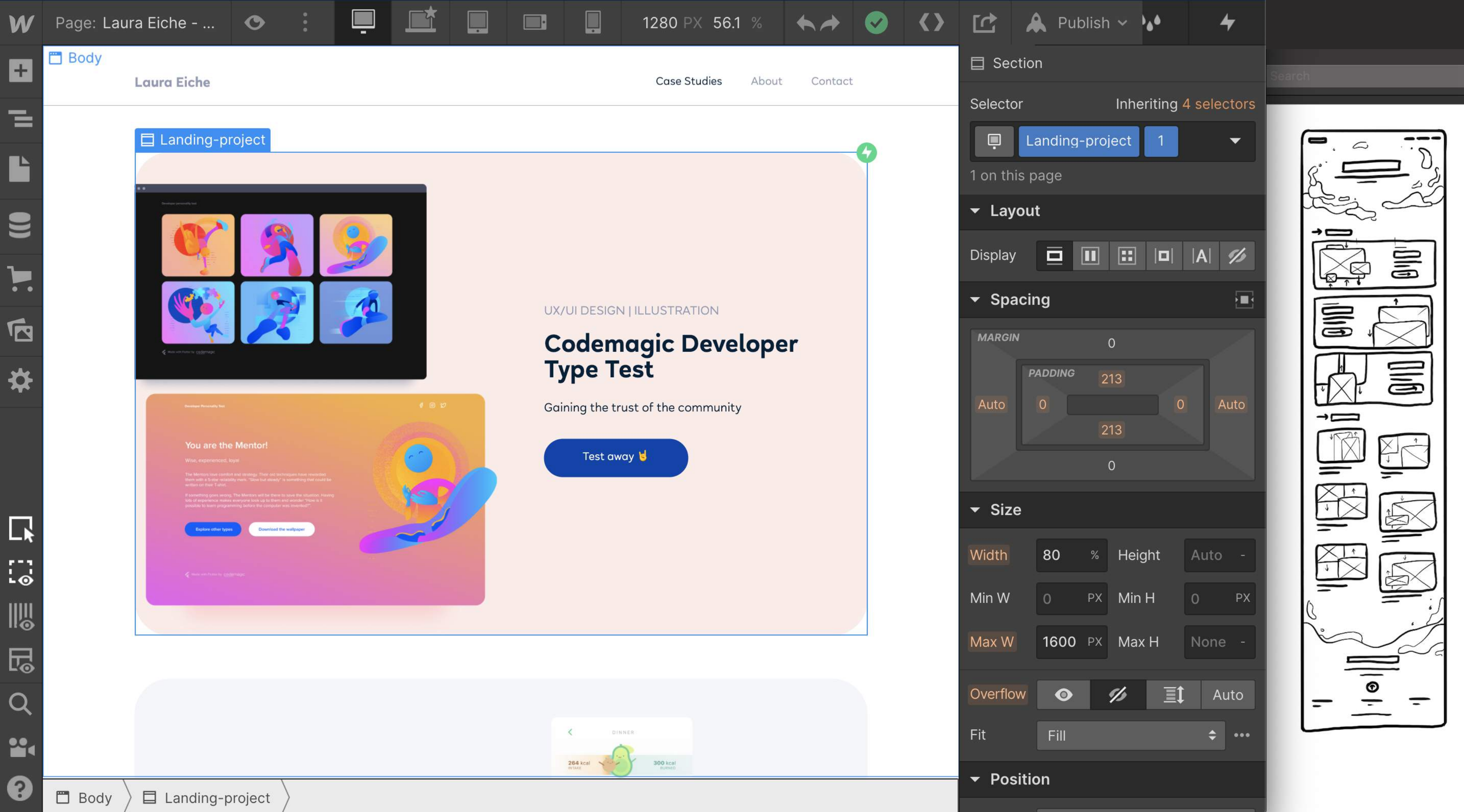
→ DISKUSIO / MEETRIKAD / ÕPPEPUNKTID



← Teine päev.
Projektilehe visandamine

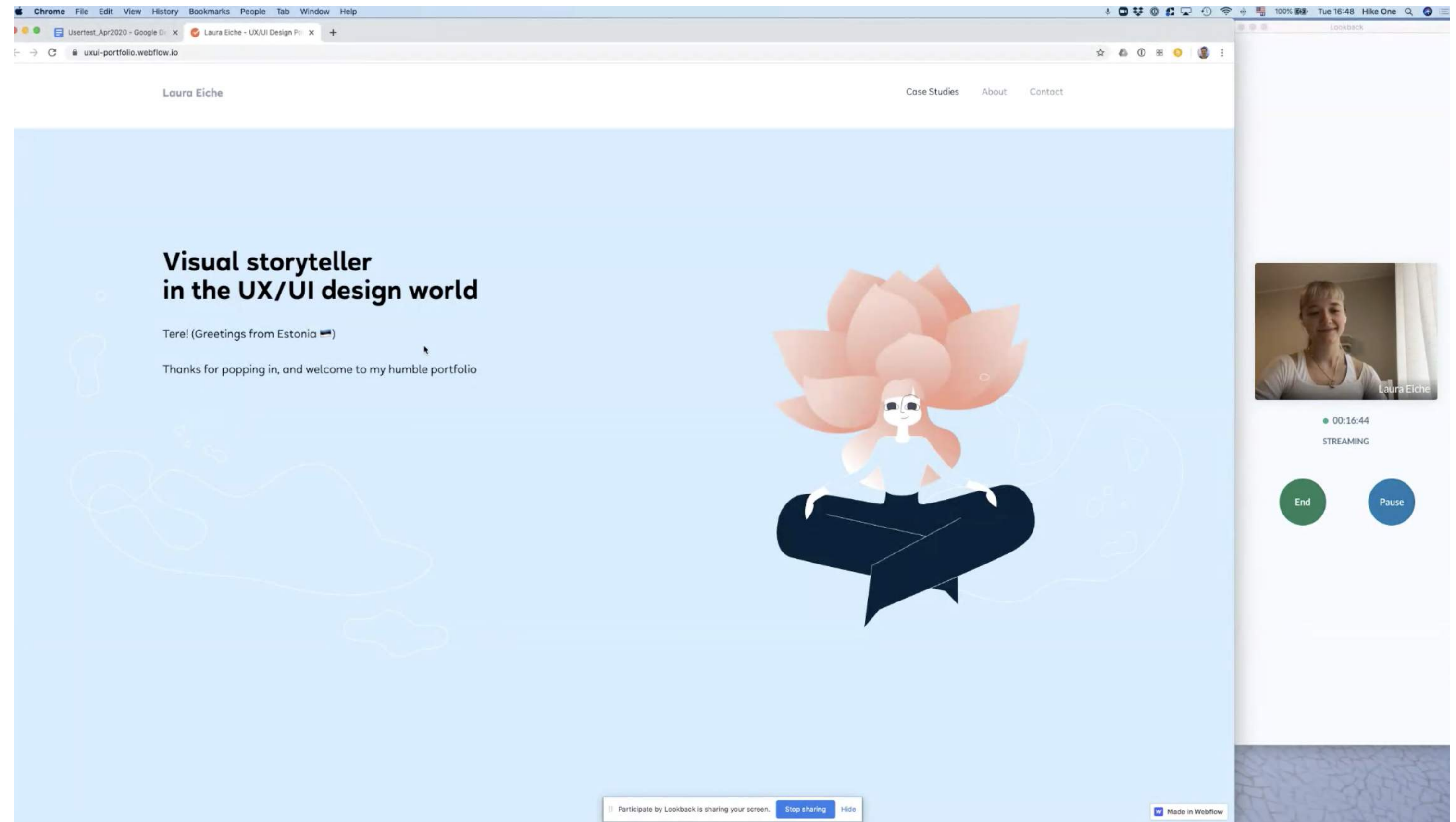


↑ Teine päev.
Esilehe illustratsiooni kiired kavandid



↑ Kolmas päev.
Disainilahenduse loomine Webflow keskkonnas. Pildil portfolio esileht.

→ Testimise 2. päev
Kasutajatesti läbiviimine Lookback.io keskkonnas



	Testija 1	Testija 2	Testija 3	Testija 4	Testija 5
Esileht	+Meeldis illustratsioon ja Lottie animatsioon - easter eggs +Meeldis 'Storyteller' -Coming soon projekti placeholder põnevamaks	+Webflow +More than one project -Coming soon projekti placeholder põnevamaks -Don't like too many moving parts +Fancy elements. Super creative. Colorful, trendy -Add section with skills	+Clean look, good UI, nice layout +Nice illustration, animation, moving parts -Intro- what kind of work it is? what kind of designer you are? Too friendly +Looks of pretty highly quality. Good use os colors. -Whitespace - more content underneath +Different kinds of projects, some web, mobile. Broad scope -Not 100% responsive -Different type of content beneath, not case studies. Takes away the focus maybe. Lose them (?)	+Interaction is nice and cool. Simplicity. +Easy to understand -Not sure I could scroll down at first +Repeatable pattern, smooth loading. -Thought one view was broken in project. -What was created for the company that you worked for and what for yourself? -Case Study, Shorter Snippets. Label or something shorter.	+Tugeva UI taustaga, visuaalne pilt on hea ja huvitav, professionaalne +Mahe leht. Mellow, pehme -Alalaused ei anna mingit infot -Autentset lähenemist võiks rohkem olla. Mingi kiiks vms. -Whitespace, ühendada illustratsiooni tekstipoollega. Või domineerimine.
Leht disainerist	+3 things osa meeldis: wants to make the team work; ego: striving to learn & improve -Mis on 'Chocolate mindset'? +Sliderid annavad head ülevaate	-Tools more visible	+Mentality-wise it's a match -3 things visually not working so well. And three types of headlines as well. +CV part is nice, small visual aids. -More section hard to read in big screen. Contrast should be better.	+Liked the 3 things a lot. +Liked the professional journey. And the pink part.	+ 'almost never say no to a challenge' meeldis + '3 things' osa meeldis +Hea mahukas
Projekti-vaade	+Case Study projekti ülevaade meeldis +Protsessi ülevaade: kuidas keegi mõtleb, predict time +Feedback and learning points -Whitespace gap projekti lõpus -Pildid laevad aeglaselt -Pildid side menüü taga	-Different spacing in CM Devtest picture button -Tools? Figma? Sketch? -A bit more images with description. Gallery or something -Errors on the page. Other case studies	-Overview text not clear -Visually in a nutshell part, images get more attention than text. Don't go well together. Works better vertically. -Wireframes very rudimentary. Missing some level between paper prototypes and final product -Size of the typo and whitespace not balanced in big screen. -Less text. First part would suffice. And then pics with small text of what you're looking at. +Good visual style, some process -A lot of whitespace in the end. -Not a clear overview about what the product was. More to the point, less personal +Clean, visually appeasing	+Learning points are good -Project is not clear. Took a minute to find the challenge. -Pics to clickable -Too much detail, a lot to read. How you got to solution? -Prototype link bigger -3 things, lose the visuals. -ML not as strong as an image +Liked the sketches. Really cool. +Liked the video +Consistent UI skills +Polished visuals, WIP	-Headerit ei saa klikkida. -'My Process' on ebaselge. Teostas in projekti käigus seda. Protsess on miski, mis on stardandne. -Viide või mitte? Äpile vms -ML puhul näha rohkem. -3 things. Ebaselge. Tugevamaks rääkida. -Teadmiste osa välja jätta. Ei taha öelda, et oled koolipingist tulev. Kogemus olemas juba. -Sisukord häirib. -Illustratsioonid ei käi kokku tekstiga. +Saan visuaalselt aru, mis on käekiri. Professionaalne -Roosa kast tekitas tunde, et on juba footer. Ja 3 things tekitas blogi tunde. -CTA on puudu.

← Viimane päev. Kasutajatestide tagasiside kirjapanek

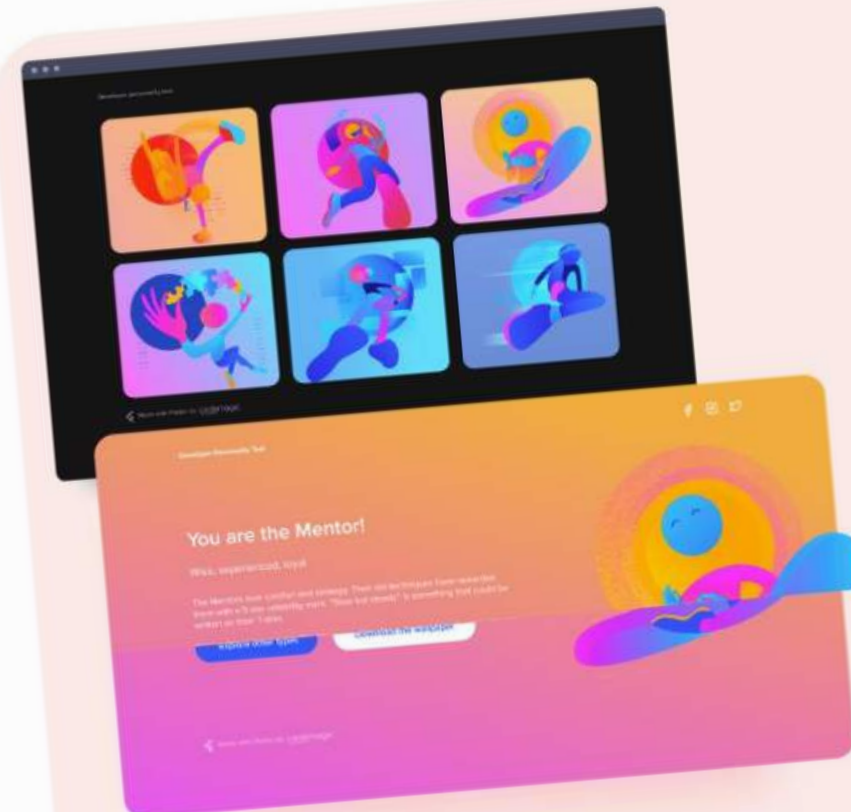
Laura Eiche

Case Studies About Contact

Visual storyteller in the UX/UI design world

Tere! (Greetings from Estonia 🇪🇪)

Thanks for popping in, and welcome to my humble portfolio



UX/UI DESIGN | ILLUSTRATION

Codemagic Developer Type Test

Gaining the trust of the community

Test away 🙌

UX/UI DESIGN | APP DESIGN



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Aitäh vaatamast!