



CASE STUDY

Aura Mobile App

tedlev.com

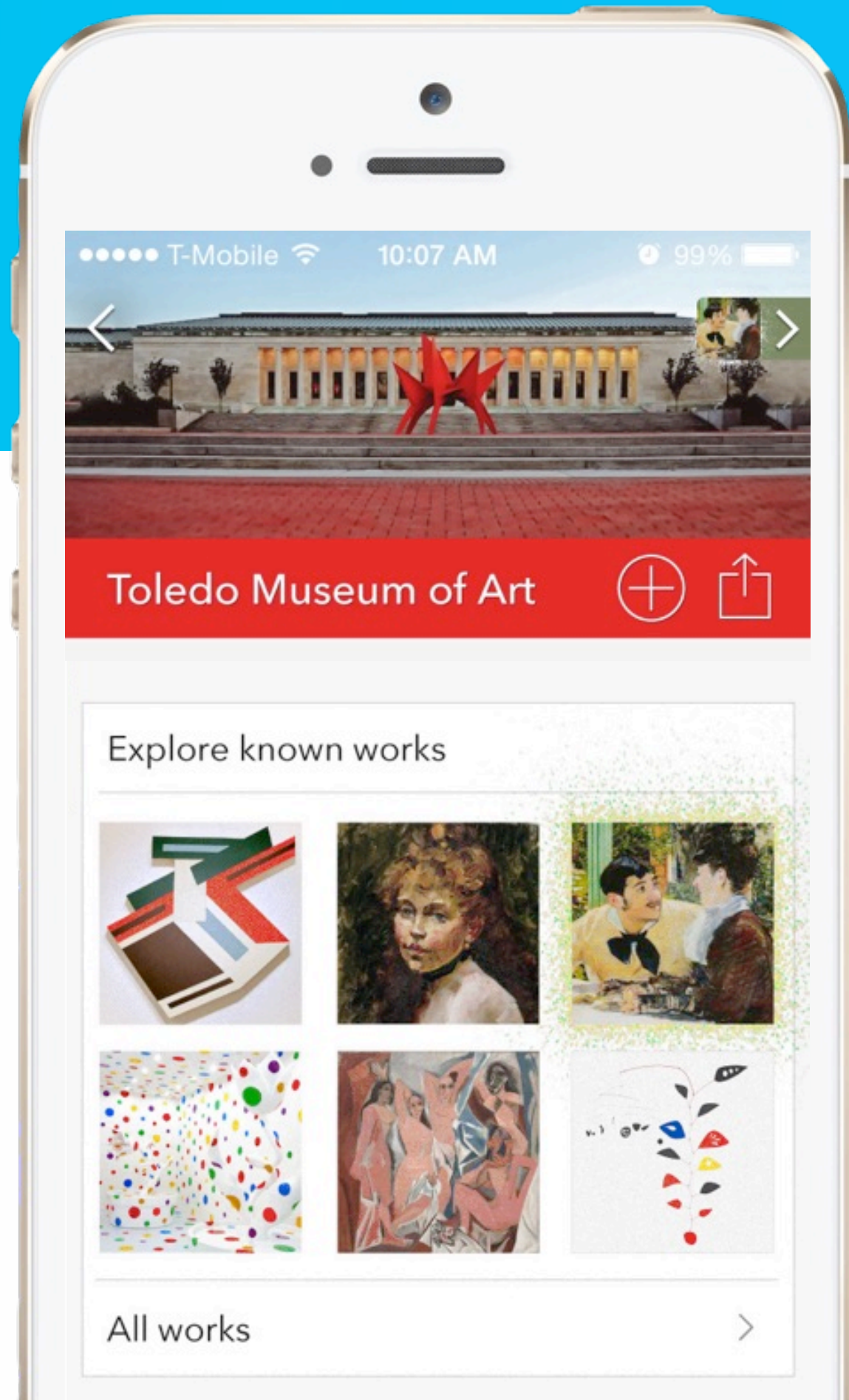
ted@tedlev.com

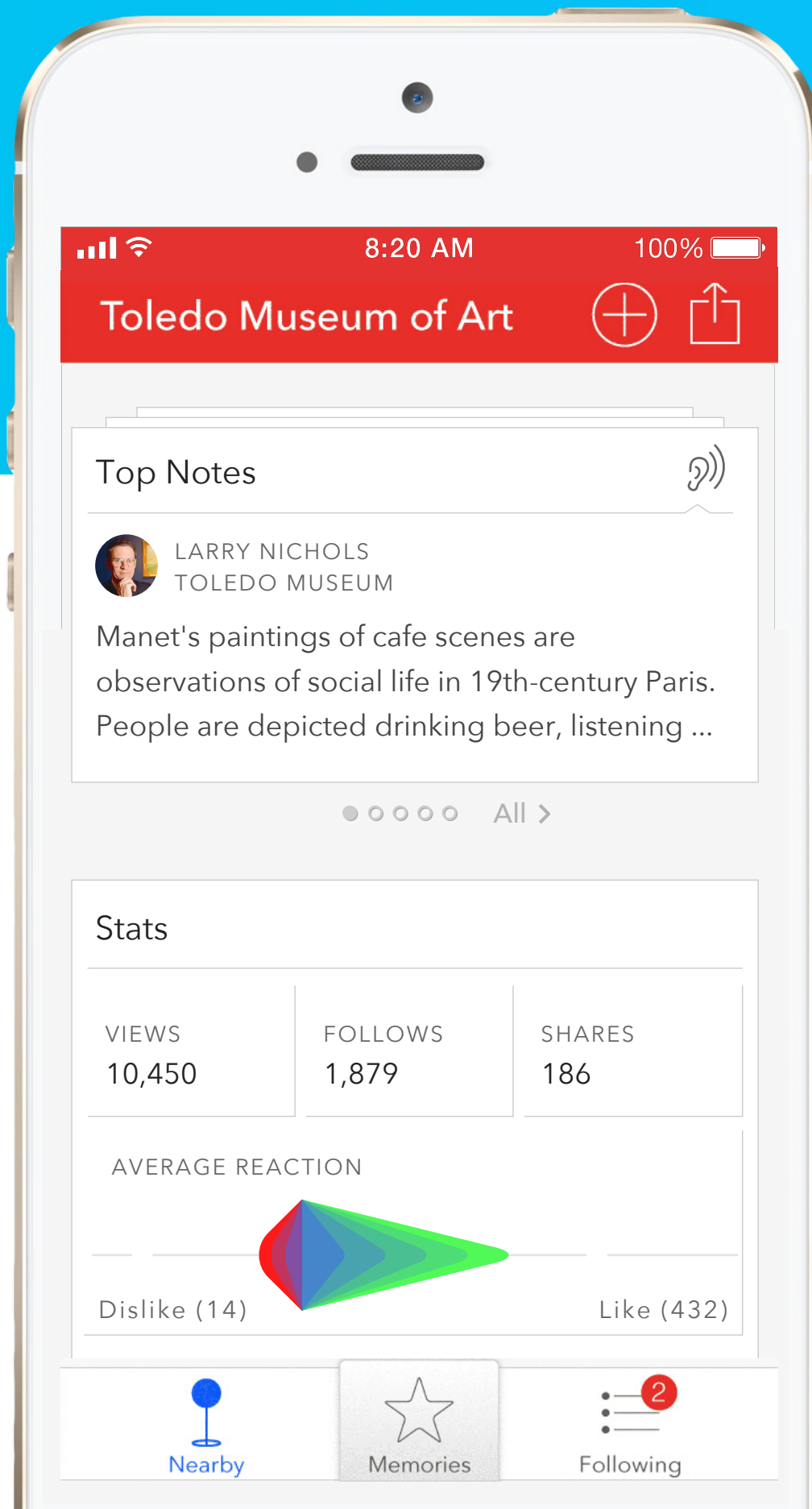
415-878-6264



Understand and engage with Art near you in an intuitive, colorful way

Behind the scenes it combines sensor data, location awareness, crowd-sourced content aggregation and data visualization – bundling everything together into a clean, intuitive interface.





I was the lead product designer on a team of engineers and business developers. My main responsibilities were:

- ▶ Running discovery and usability research studies
- ▶ Creating prototypes, from low-fidelity wireframes to high-fidelity prototypes, flows, and gesture interactions
- ▶ Mentoring the team in design processes and best-practices
- ▶ Improving the app continuously as our audience of users and partners grew and our business strategy developed

Impact & Results

1000+ Accounts Created

by community and artist member within two months of first launch

2x Museum Partner Pilots

including the Toledo Museum of Art in Ohio

32 Beacon Sites Installed

including Twitter Headquarters and SF Galleries and used during pilot launch

2x App Store Launches

of our full apps, generated rapid interactive prototypes from low to high-fidelity, and delivered assets and specifications for our gradual/incremental rollouts

2x Strategy Pivots & Core Usecases

for which I fully executed our core product design work

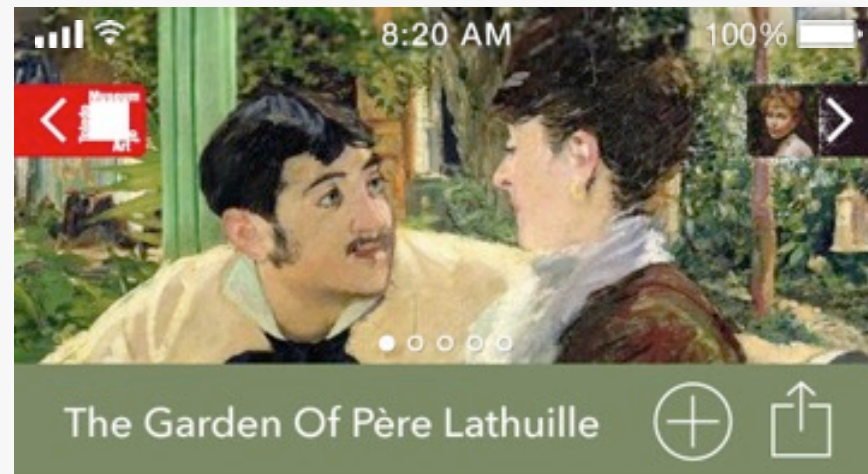
Continuous Research Testing

which I defined and managed, including pilot launch testing

PROCESS

Research & Discovery

Contextual Inquiry



At galleries and museums, we observed people interacting with their phones around art, and conducted interviews with art-curious, art-conscious and art-obsessed museum visitors.

These findings led us to our initial need statement:

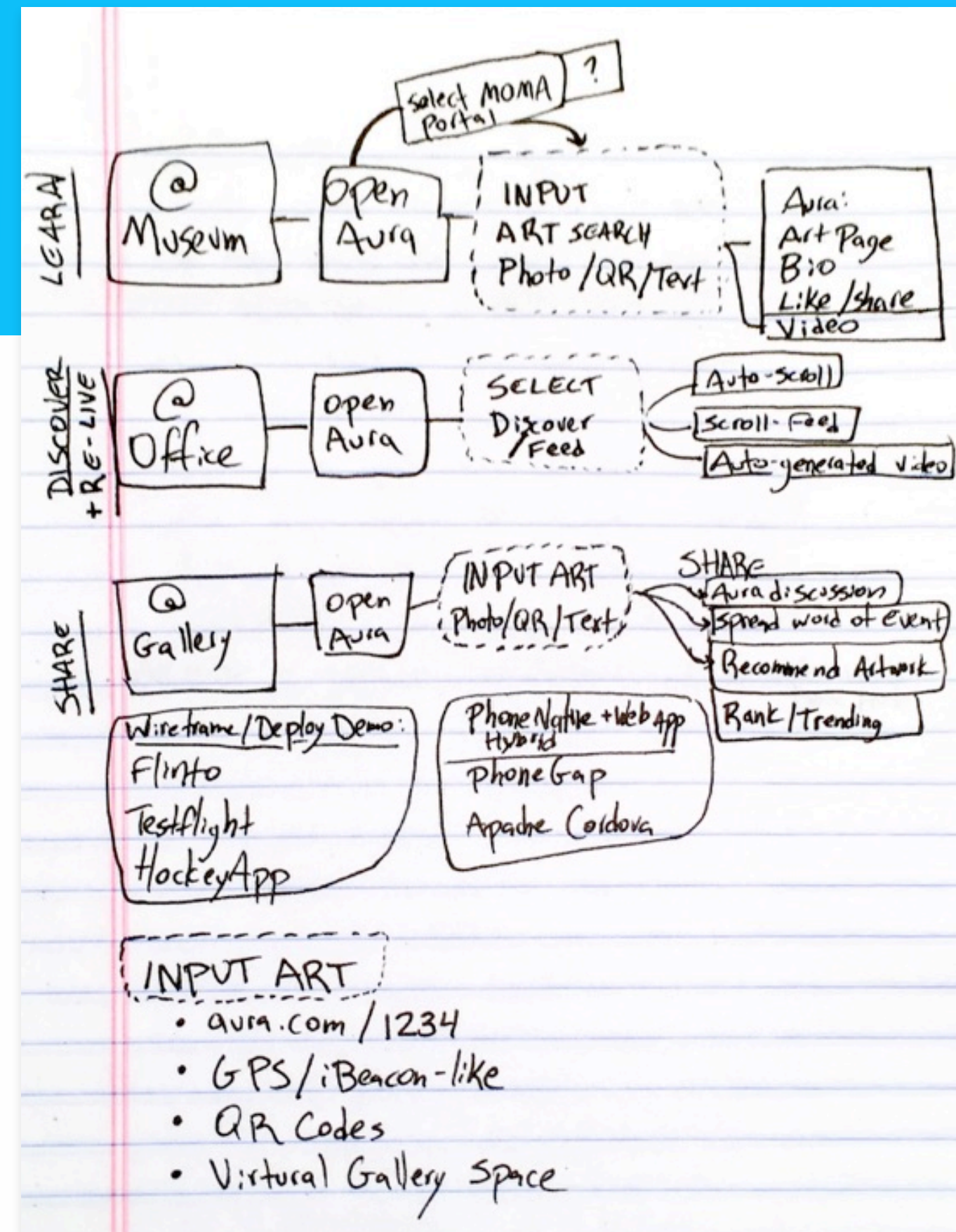
The Art world is booming with a wide spectrum of independent and famous artists.

Art-lovers and discoverers alike need a tool that helps them discover, learn, and share the art around them.

Defining Our Product

I defined personas, interviewed in the field, and recorded flows through galleries, museums and venues to define our go-to-market product:

- ▶ **Discover**
Art near you, exhibitions, new artists, shows, and news.
- ▶ **Remember**
Art you see anywhere, museum visits, art interests, and see what your friends have discovered.
- ▶ **Learn**
About artwork in presence and afterward, a knowledge system built by the art community.
- ▶ **Share**
Your art experiences and interests to the rest of the Evoke community and on social networks.



Early system map with environment-focused touchpoints

Groups imgs together
Tries to identify pieces

Collected works associated w/ Toledo:

Known Works:



Add Capture Follow



Un-follow



USER RESEARCH

Do users want to contribute to the Aura Univ, or do they just want to track their work?

Personal vs Collective benefit

Recall:

Art Miami: 2014 (Event)

Art Pulse (Event)

Branson Booth

Nathan

Show me anything from this group

Explore View

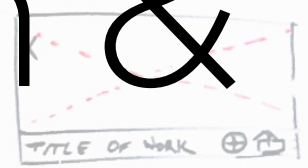


PROCESS

Explore Find Follow
Remember Capture Follow
Update Track (Unfollow)

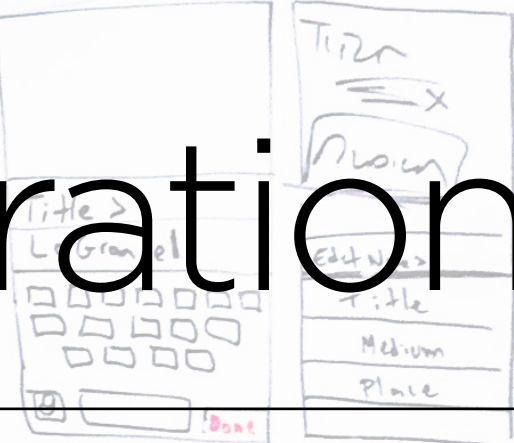
Ideation & Exploration

Remember View

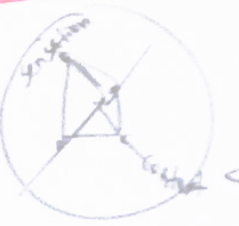


Titre
La Grande

Medi La grande J
Medion
La Grande Jette



Aura: Monet



Context
Romanticism
19th Century

Compare Aura Viewport
Positive Brief Reactors

LIVE CROWD REACTIONS

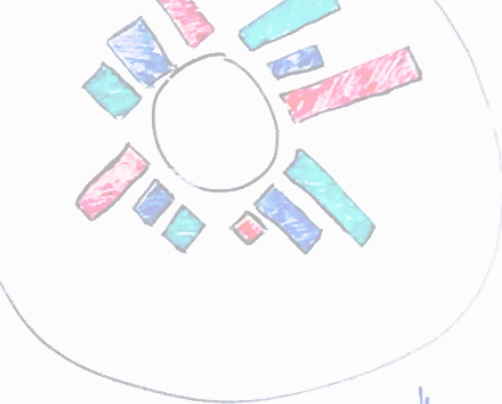


Dali

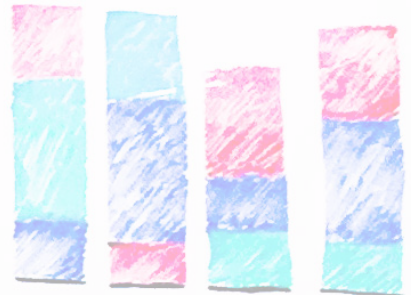
It's different
Because how it looks/feels...
what it's about
how it's made
who made it/where from



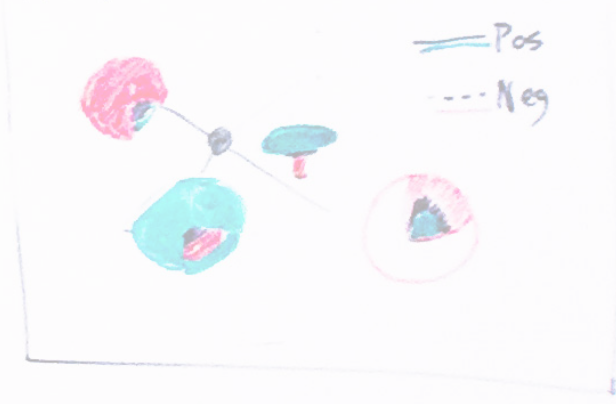
Tell us what you think
Thoughts?



La Grand Jette, 1879



Viewpoint Comparison



⊕ = length
⊖ = height

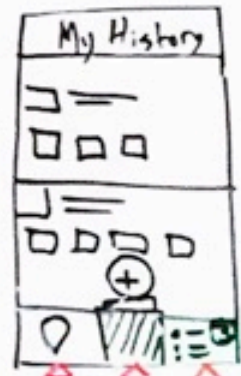
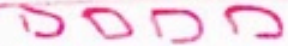
3 people love it

Groups Imgs together
Tries to identify pieces

Collected works
Associated w/ Toledo:



Known Works:



Explore Find Follow
Remember Capture Follow
Update Track (Unfollow)

USER RESEARCH

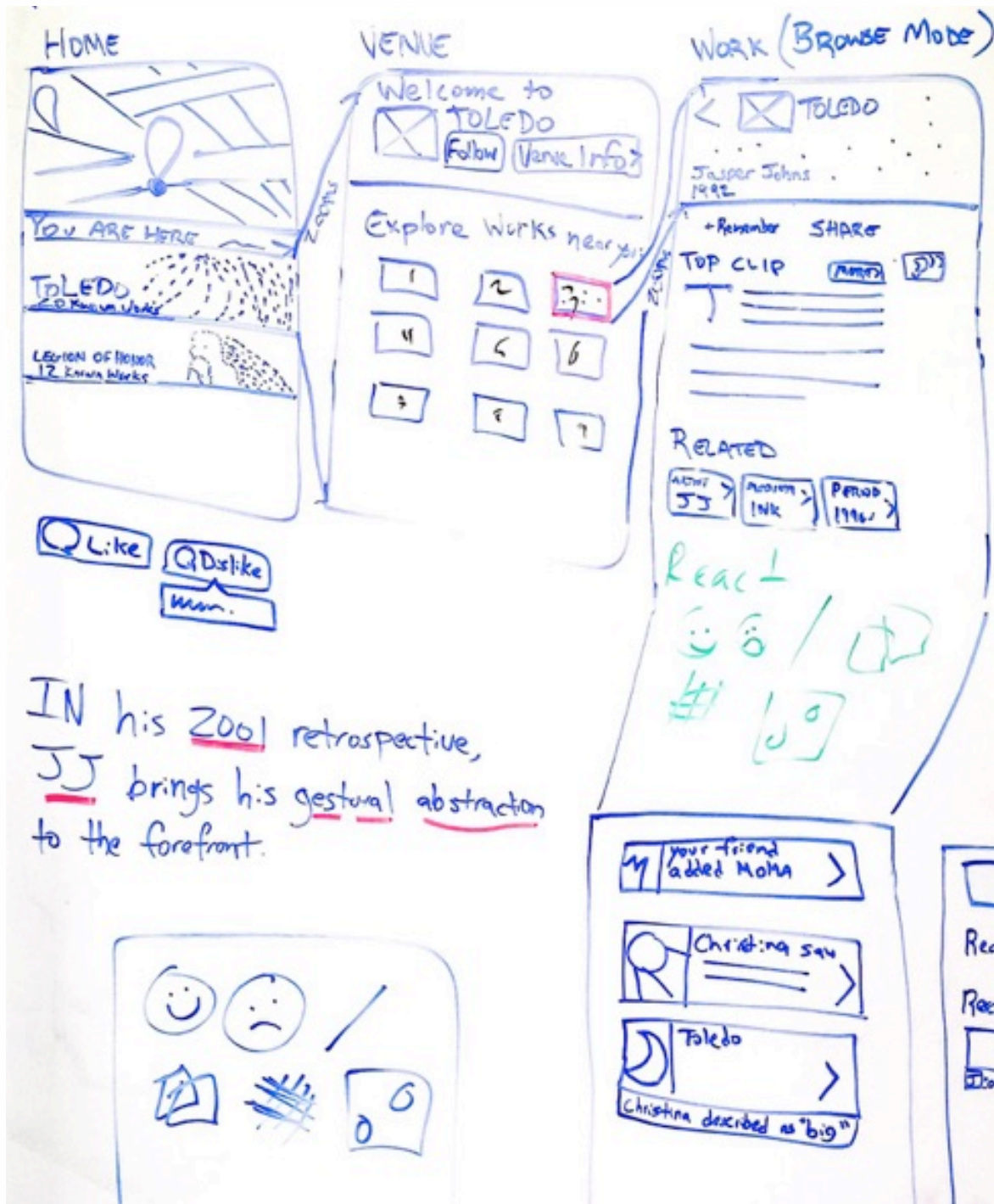
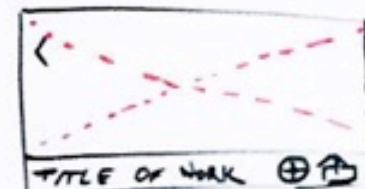
Do users want to contribute to the Aura or do they just want to track their work?

Personal vs Collective benefit

Explore View

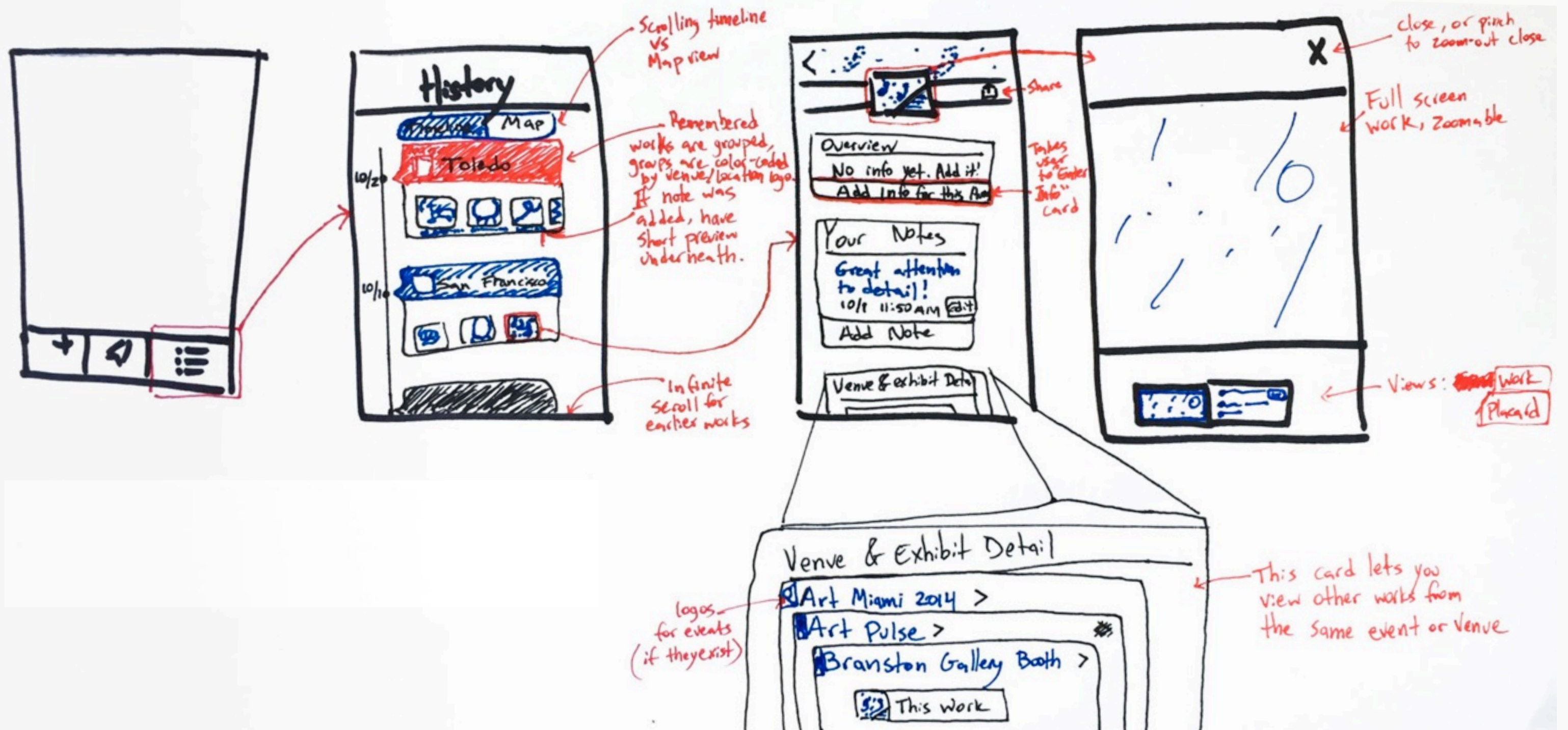


Remember View



Group Ideation & Wireframing

I led our group ideation sessions to define our product's core use cases, map out how we could make the most of mobile sensors and features, and what questions or assumptions we could test later on.



Developing the MVP:
Recall Flow

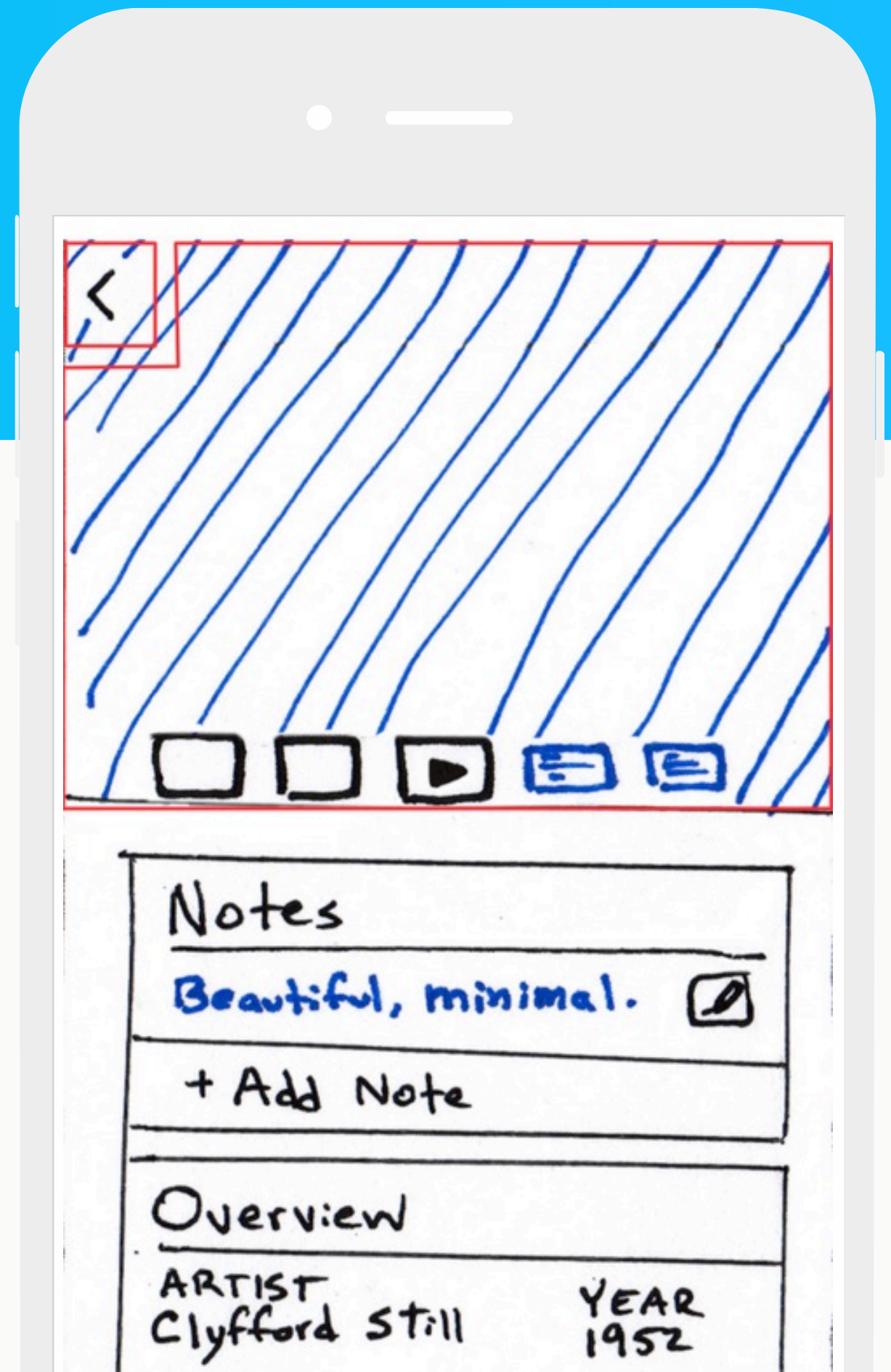
Two primary use cases emerged:
Capture to learn and record while viewing the art
Recall to retrace your steps and dive deeper after the fact

Iteration & Testing

I launched our initial testing rounds with prototyping in a spectrum of fidelities dependent on the state of the feature – most were kept in low-fidelity to accelerate testing.



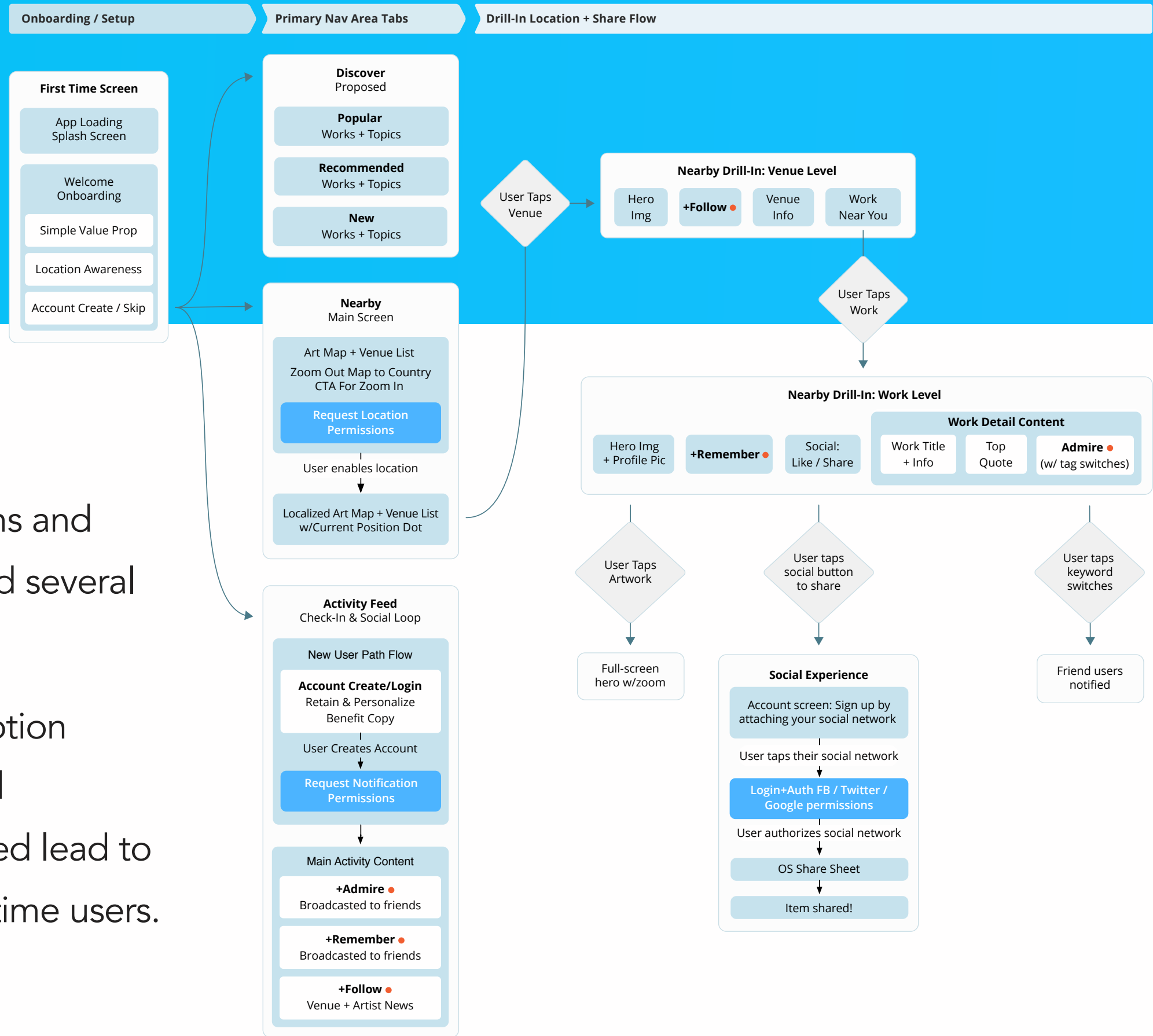
Play with an early low-fidelity interactive prototype:
<http://tedlev.com/aurateesting>



Onboarding & Permissions Flow Map

Since our app needed user-granted system permissions for sensors, location, notifications and other augmented reality features, I dedicated several sprints to the app onboarding flow.

I created a multivariate test to evaluate adoption impact when enqueueing certain system-level permissions granting touchpoints. This helped lead to a decrease dropoff rate by 60% for our first-time users.




Visual Design


While we tested core features and interaction patterns, I also defined our visual identity for the Aura brand and the app's UI.

Each information card was created with attention to scannability, sizing for finger taps, and modular adaptability for various screen sizes.


My Notes

NOTE 



Manet sat at the restaurant Pere Lathuille's, which had a garden and dining area.

Add Note 


Top Notes


 LARRY NICHOLS
TOLEDO MUSEUM


Manet's paintings of cafe scenes are observations of social life in 19th-century Paris. People are depicted drinking beer, listening ...


 All 

Related

 Impressionism


 1870s France

 Paris, France




Overview

TITLE
The Garden of Père Lathuille, 1879

 ARTIST
Édouard Manet

MOVEMENT
Impressionism

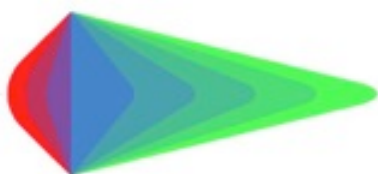
PLACE
Musée des Beaux-Arts de Tournai, Belgium


More info 

Stats

VIEWS 10,450	FOLLOWS 1,879	SHARES 186
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AVERAGE REACTION

Dislike (14)  Like (432)

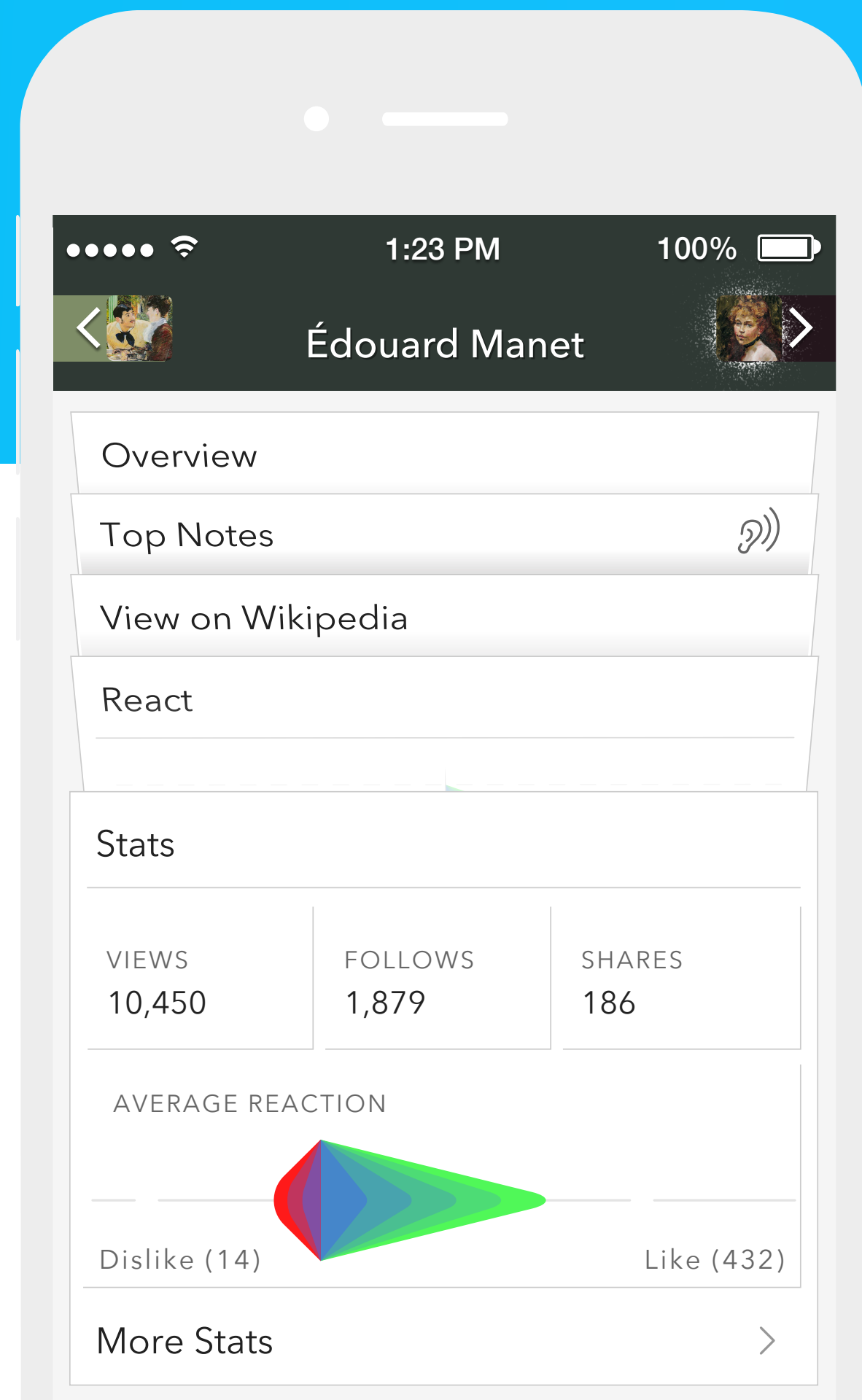
More Stats 

Prototyping & Refinement

As we pushed further into a coded product, I created interactive prototypes and animation demos for our engineering team to reference, test, and iterate from.

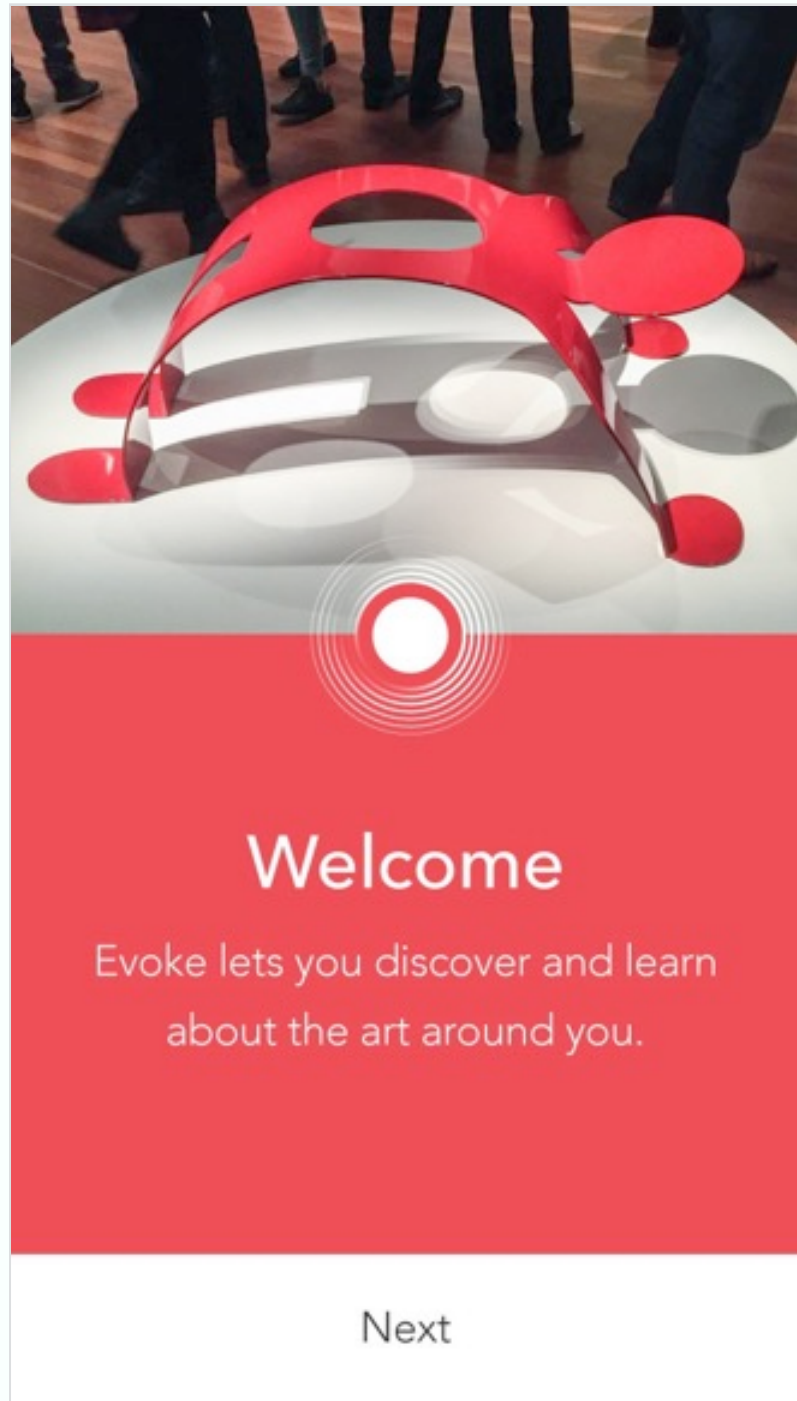


View the high-fidelity prototype from your phone or browser:
tedlev.com/aurahifi

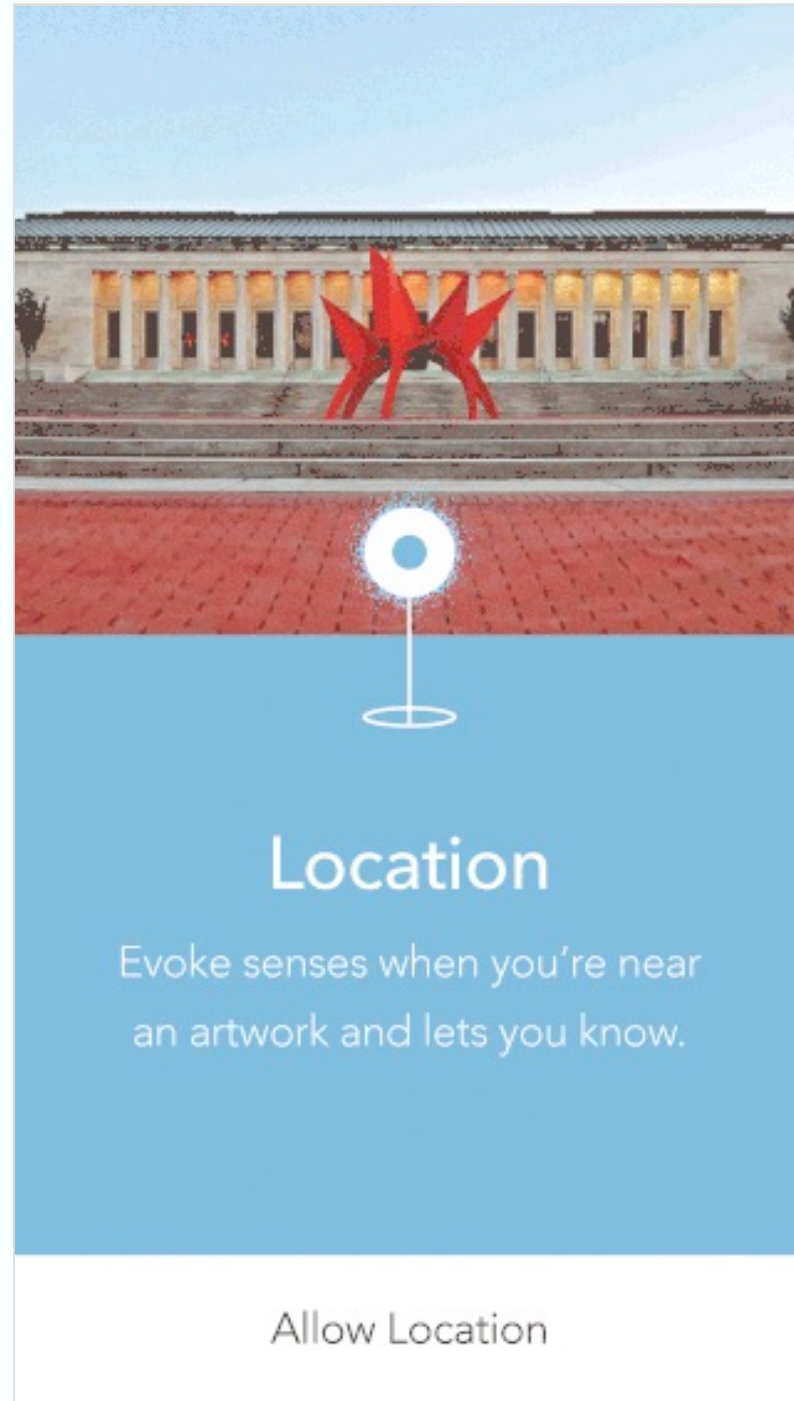


IN-DEPTH

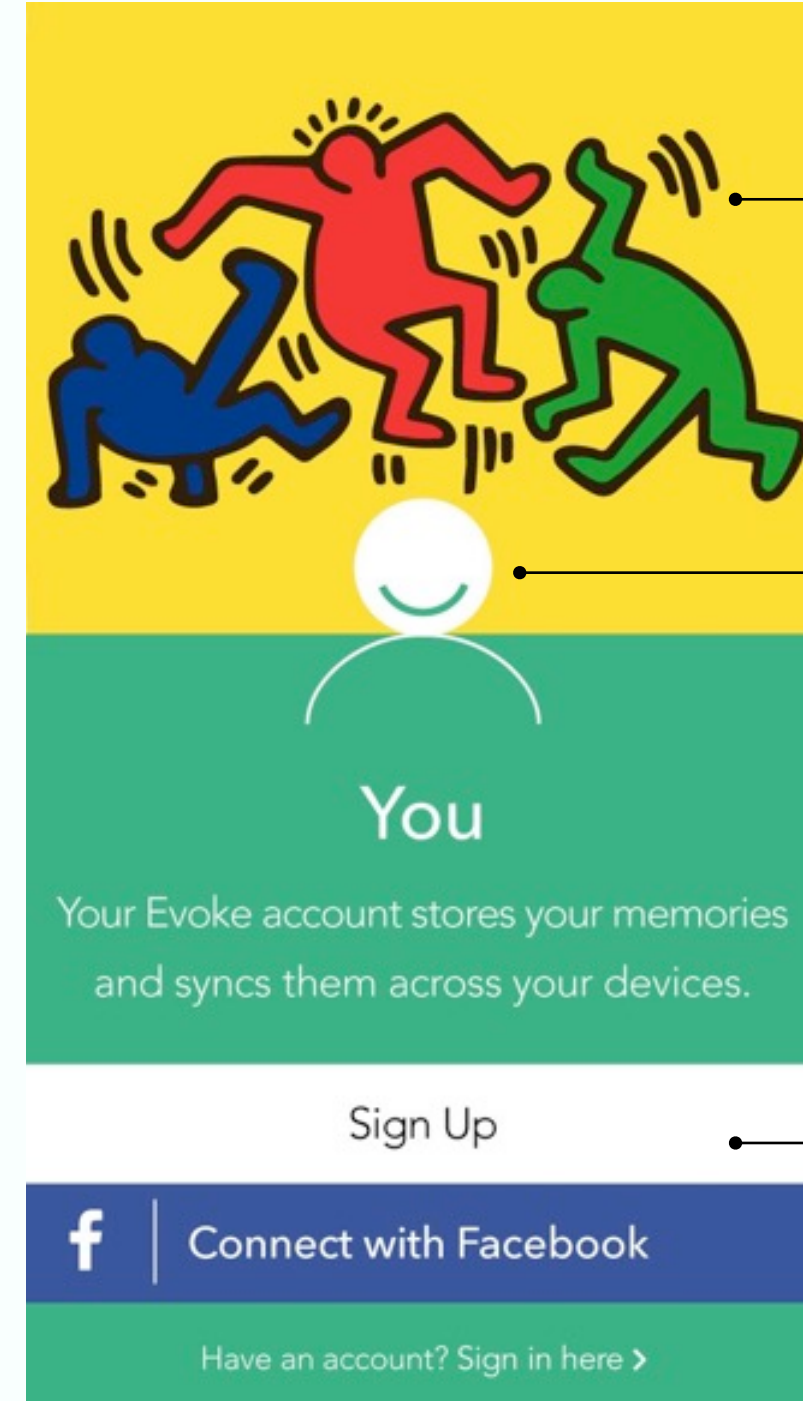
Final Solution



The Welcome screen features a red background with a white circular icon containing a red dot and concentric lines. Below the icon, the text reads: "Welcome", "Evoke lets you discover and learn about the art around you.", and a "Next" button at the bottom.



The Location screen features a blue background with a white location pin icon. Below the icon, the text reads: "Location", "Evoke senses when you're near an artwork and lets you know.", and an "Allow Location" button at the bottom.



The Sign Up screen features a yellow top half with a colorful abstract illustration of three figures (red, blue, green) and a white smiley face icon. The bottom half is green and contains the text: "You", "Your Evoke account stores your memories and syncs them across your devices.", a "Sign Up" button, a "Connect with Facebook" button with the Facebook logo, and a "Have an account? Sign in here >" link.

First Impression: Art

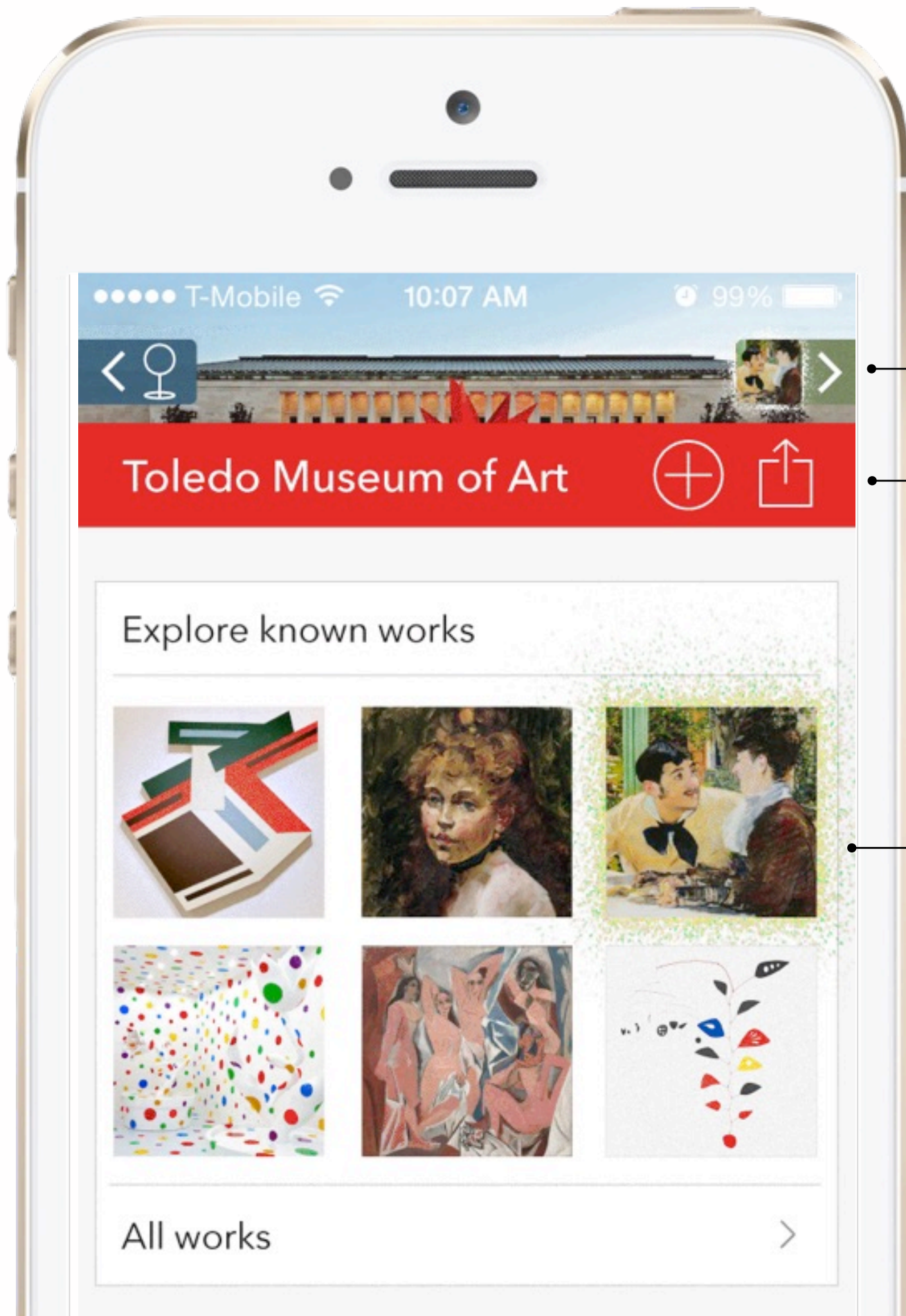
Branding is critical from the first second of app use. Art is front and center for onboarding, educating the user on the app's use case and sparking interest in exploring art.

Iconography Transition

To introduce the interface in a playful manner, icons from the interface form a bridge from the art to the intro text.

Keeping Setup Engaging

Initial versions of Aura included several onboarding steps. My heuristic audit of this phase reduced non-critical information (or asked it later in the in-app experience) to decrease our drop-off rate by 60%.



• **Navigation Cues**

In addition to orienting the user with a hero image, this top area also intelligently suggests the next screen based on the user's location proximity to a piece.

• **Titlebar Chameleon**

To make each screen easier to remember and navigationally orient the user, the titlebar samples an accent color of the hero image.

• **In-Presence Affordance: Particle Effects**

With such a rich palette of content, the interface needed to be content-first, clean, and modern. A conscious divergence from this was in creation of our in-presence affordance: to provide a cue for the user that they are nearby an artwork using a small splash of color particles emitting from the thumbnail.

This allows us to surface our hyper-location awareness system without adding to the UI's visual density.



Overview

NAME
Édouard Manet

BORN Jan 23, 1832 Paris, France	DIED Apr 30, 1883 Paris, France
MOVEMENTS Impressionism Romanticism	MEDIA Painting Oil on Canvas

More info >

Nearby Memories Following 2

Admire

Line Shape Color Space Texture +

Top Notes

LARRY NICHOLS
TOLEDO MUSEUM

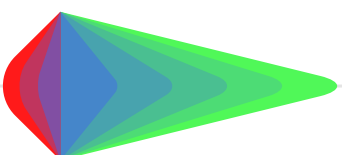
Manet's paintings of cafe scenes are observations of social life in 19th-century Paris. People are depicted drinking beer, listening ...

●●●●● All >

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AVERAGE REACTION

Dislike (14)  Like (432)

More Stats >

Info & Action Cards

I worked with the creator of Google's Knowledge Graph cards to find the best IA of our modular information cards.

What resulted was a system of "information triage," which shows important at-a-glance information first, followed by secondary action items and data visualization below.

"Invisible" App Function

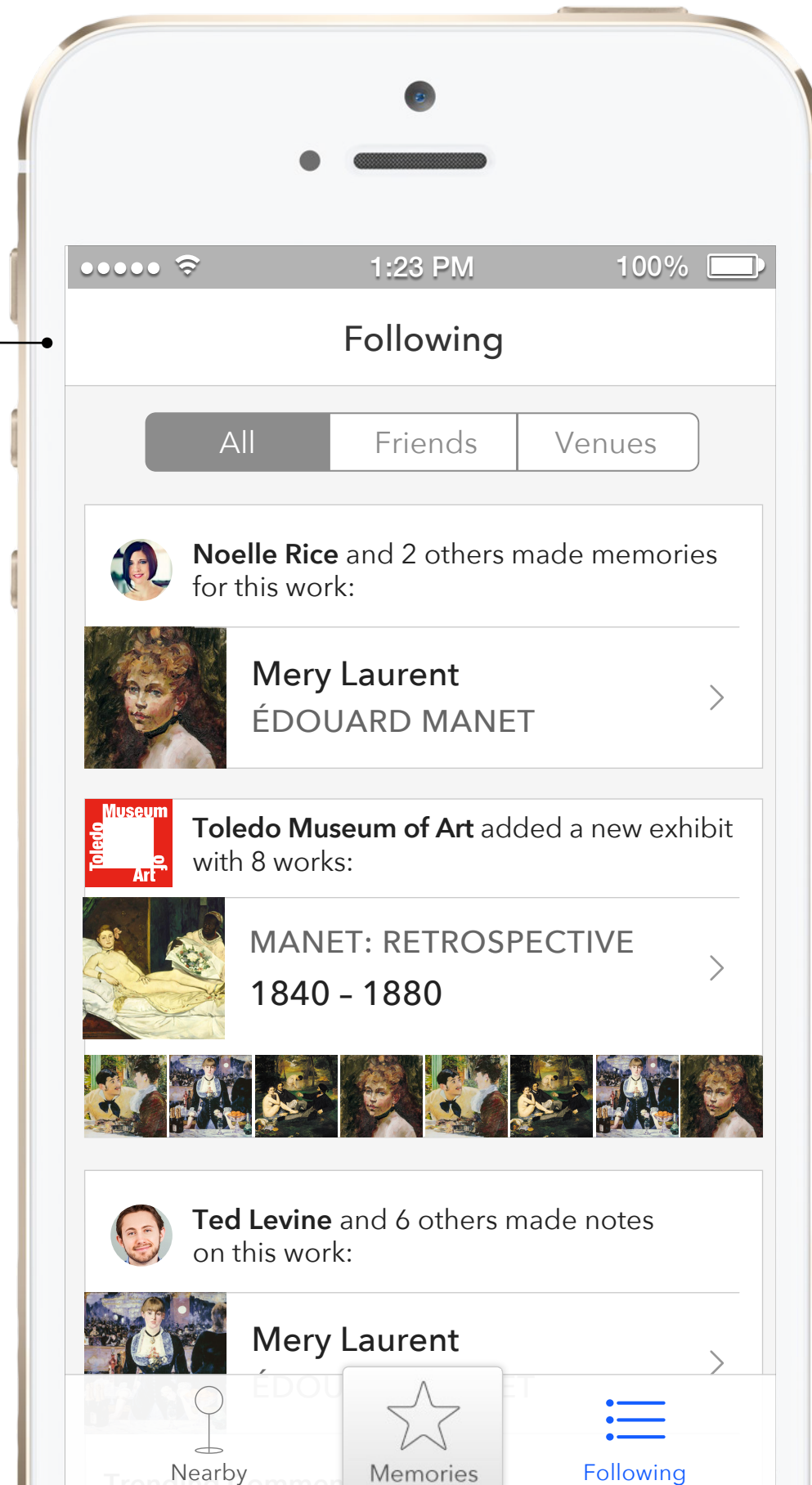
We explored the emergence of the app's "invisible" experience.

The ear icon on the Top Notes card represents the audio tour feature. Hold your phone to your ear or plug in your headphones – as you walk through a gallery, the phone reads notes about the art you're near.

Following Screen

A user can follow artists, venues, and pieces, and all updates are unified in this activity overview.

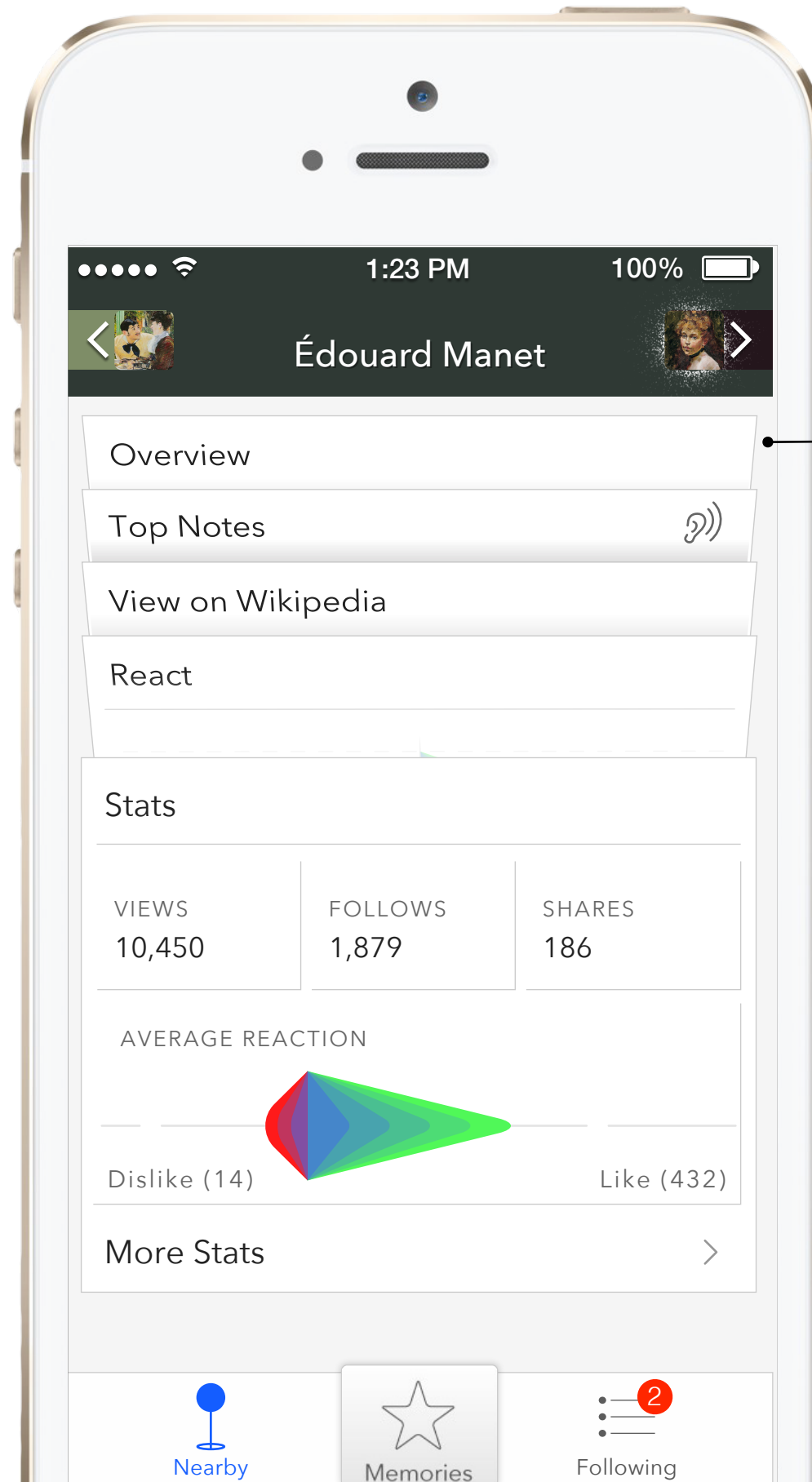
I developed a visual system to differentiate users from pages, and created a rich, actionable timeline summary to support the screen's check-in use case.

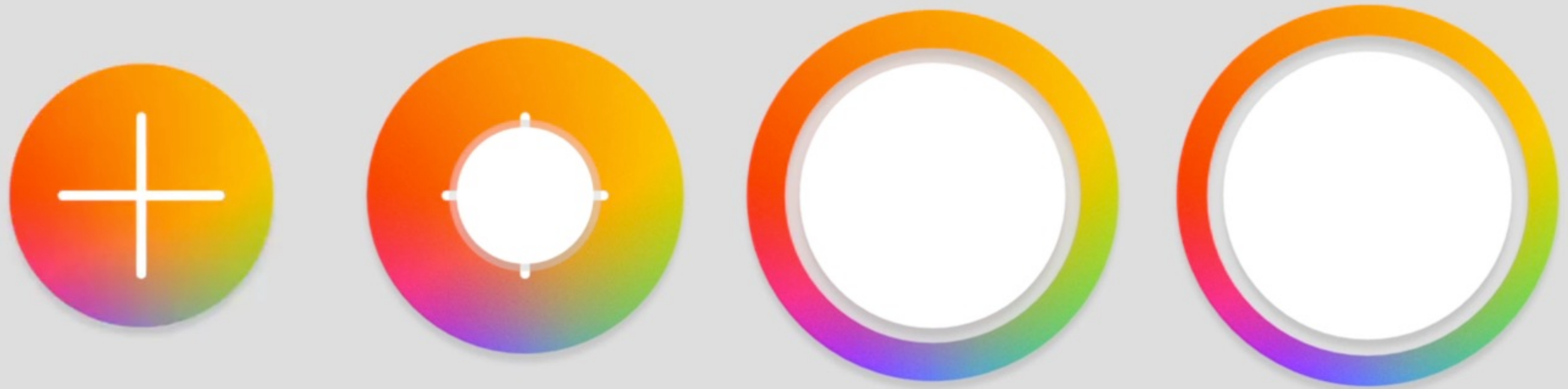


Card Perspective

In real-world testing, we found that as we added more content to a page, users slowed down when trying to return to a card they skipped.

An exploration into the solution: Stack the cards into tappable header bars as the user scrolls.

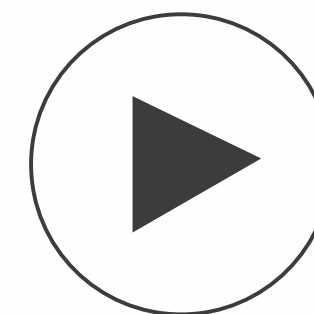




Capture Button Micro-Interaction

To add points of delight to the app, I created transitions and microinteractions that playfully connected the user across flows.

Above, this UI transition takes the user from the Memories (browsing) screen to the Capture screen, merging the **+New** and **Shutter Release** affordances.



Watch the motion prototype:
tedlev.com/auramotion

Thank you!

tedlev.com

ted@tedlev.com

415-878-6264