

connect
with designers

create
your ideas

*Let's make the user experience
process understandable and
accessible to all.*

collaborate
with peers

conquer
your product

UX
peer

business owners

Business owners are provided new ways to understand their users needs and learn how to utilize UX testing.

digital co-op

uxpøer's digital co-op is the meeting place for designers and business owners to connect to one another and improve the UX experience for everyone.

UX designers

UX designers provide insight and resources through design assistance, online speaker sessions and more.

making ux easy

uxpøer makes ux easy by incorporating Artificial Intelligence into its provided ux testing softwares. From tracking collected data, to recommending your next steps, uxpøer's A.I. can do it all



facial expressions



mouse tracking

data collection



key interactions



vocal analysis

a.i.

uxpøer's A.I is formed around YOUR users and stores all your data for you in an easy to understand visual language.

UX
P
Ø
Ø
R

uxpøer

identify

Creating a project can be difficult if you don't know what your users are thinking. Connecting with them can strengthen your understanding to what your users are looking for.

succøed

It's all about learning, and once you have the basics of ux testing down, applying to any project can be done with ease. But don't worry if you ever need uxpøer it will still be here to support you!

expøriønce

uxpøer allows for businesses to get a hold of information and resources needed to get in touch and engage with their users with the help of experts in the field. From card sorting to prototyping, learning about users has never been easier!



00/00/0000
[Your Name]
[Your Position]
123 Street St.
City, State 12345

To,
[Your Name]

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Sincerely,

Hales Pfister

Hales Pfister
Designer

262-468-6666
halespfister@gmail.com
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LX
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hales pfister
designer

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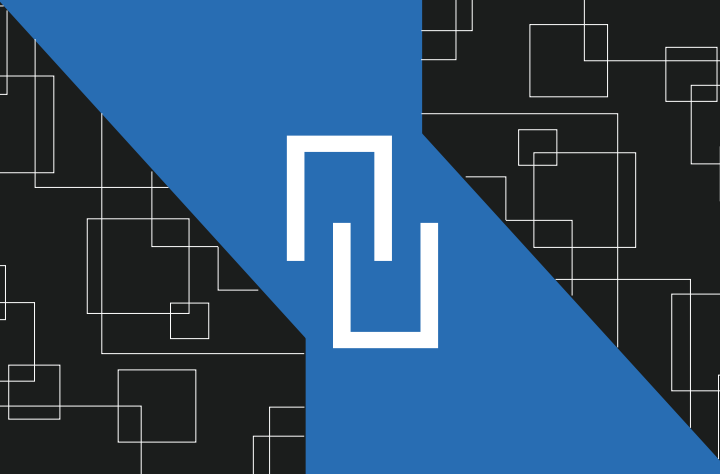
halespfister.com

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designer

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The logo for uxpøer, featuring the letters 'u', 'x', 'p', 'ø', 'ø', 'r' in a blue, sans-serif font. The 'ø' characters are stylized with a horizontal line through them. The logo is positioned in the top right corner of the page, set against a white background that is part of a larger geometric design with black and blue shapes.

Wondering how you
can improve your small
business?

Take a look into how
uxpøer can assist.





save money

Take it from the Head of UX at Amazon, Charlie Claxton, *"UX yields a return between \$2 and \$100 on every dollar invested."*



limit bias

The inclusion of A.I based data collection helps remove bias from your product. All humans have bias so let's remove that part.



grow bigger

The Design Management Institute has revealed that Design-Driver Businesses have grossed over 200% more than S&P Companies

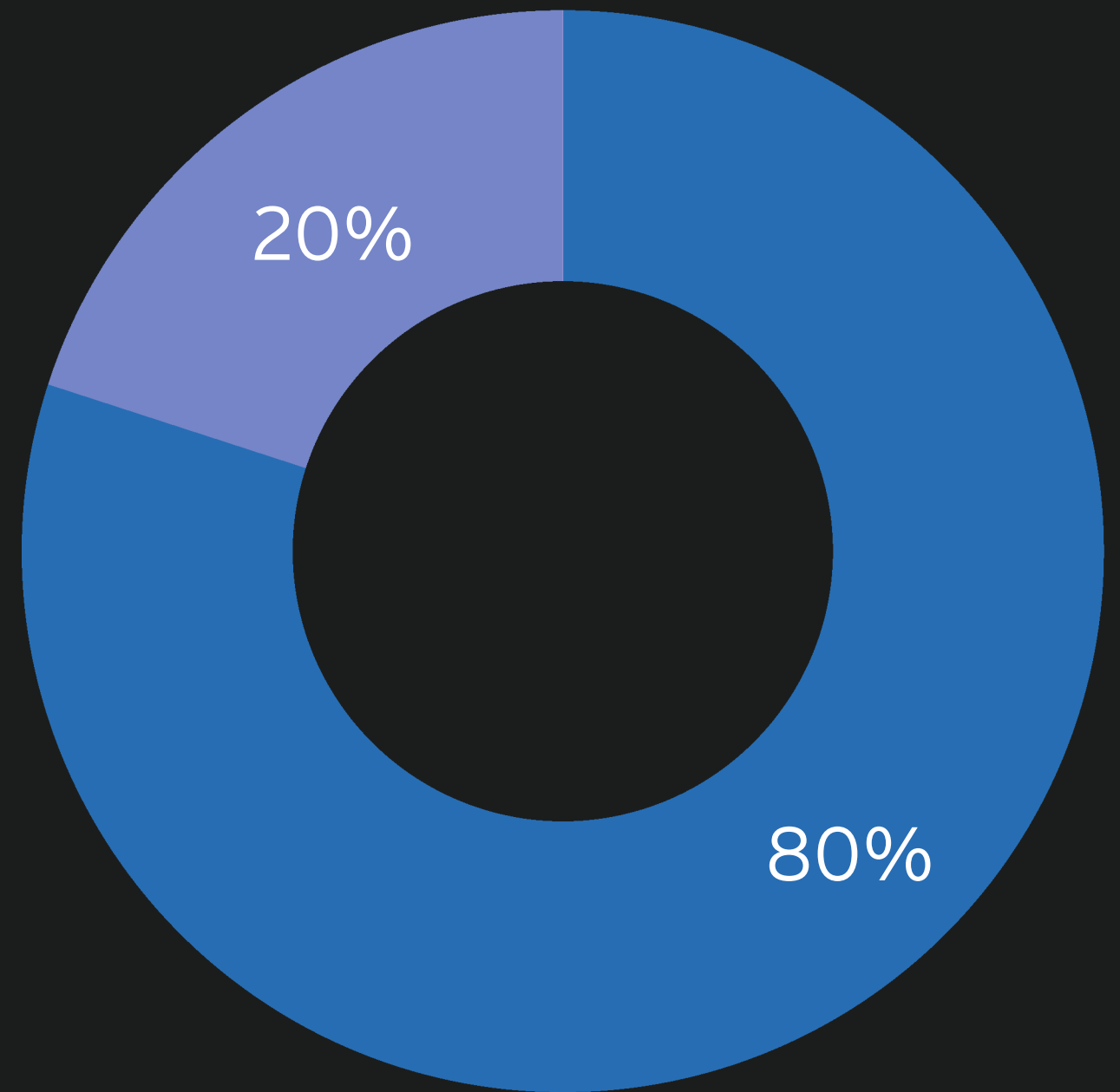
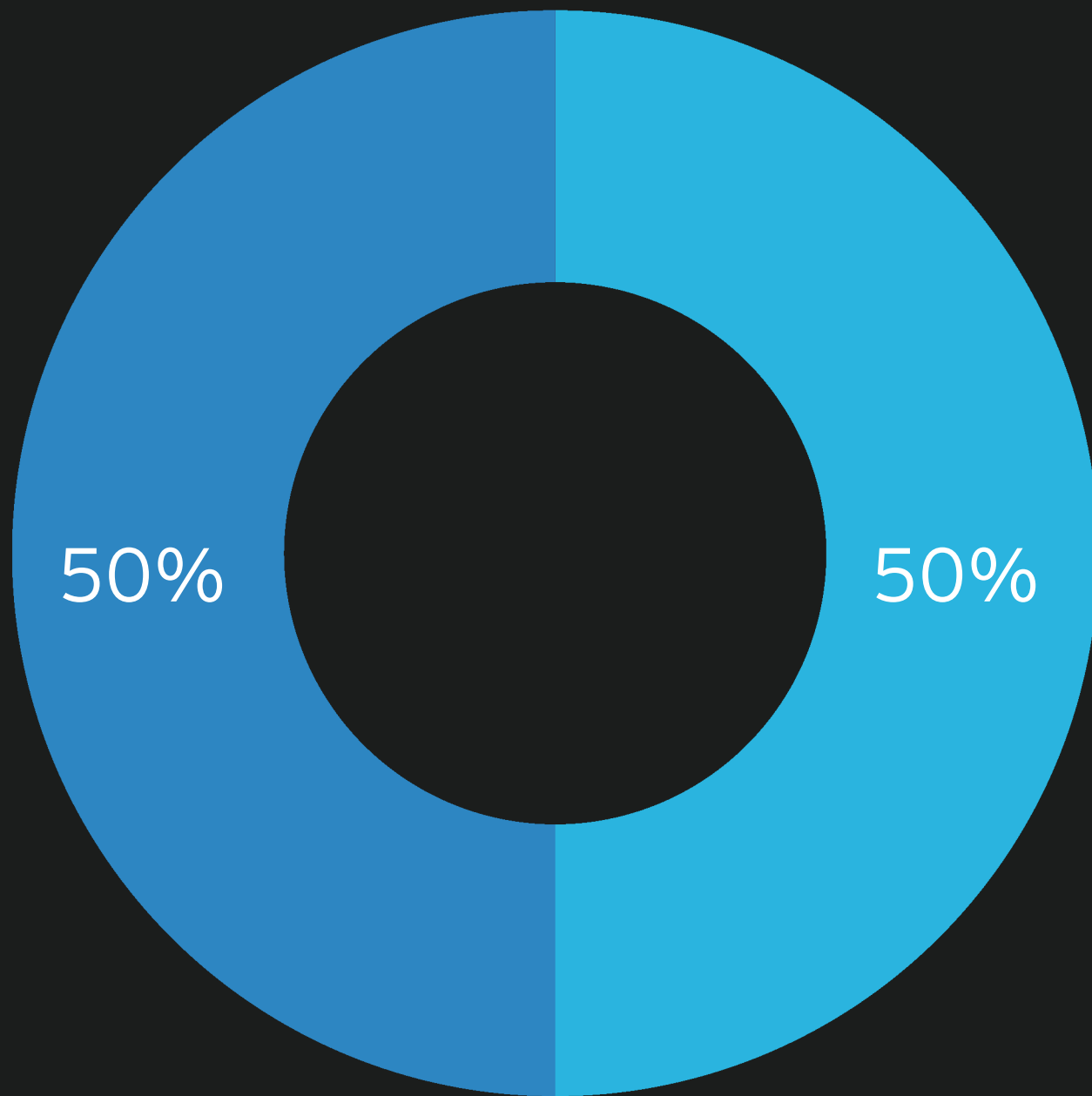


save time

By knowing what your users are thinking and how they act right away, you can create your product around those ideas rather than guess.



When it comes to user testing over 80% of users think its vital for a program to have a solid UX prescence.^(IMPACT)

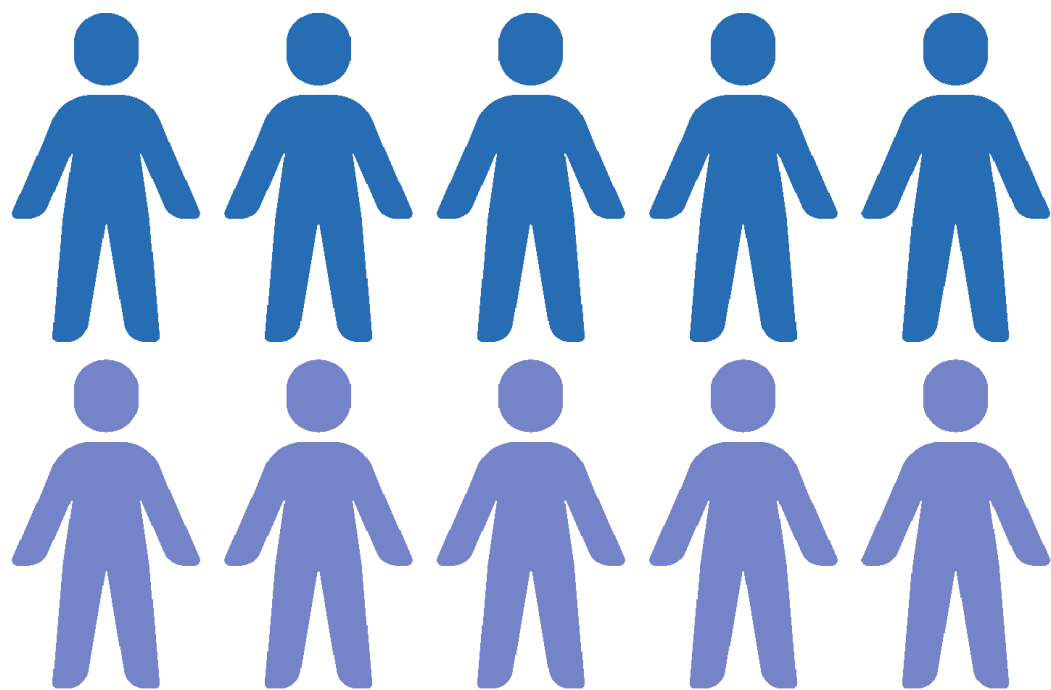


Although, when it comes to businesses, only 50% of them use any sort of UX testing to figure out what their users want or need.^(UXCam)





Keeping traffic on your site is an important part of keeping business, but User Experience plays a large role.

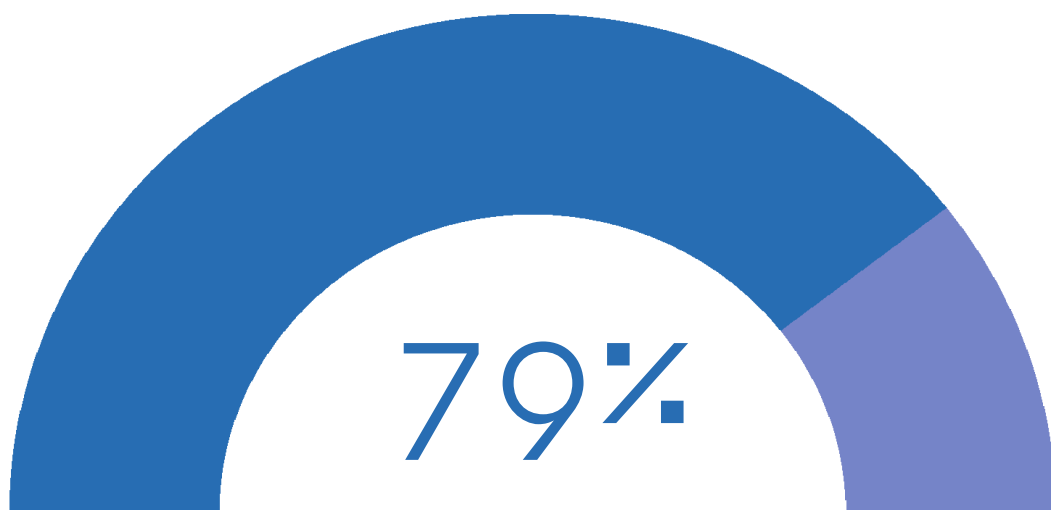


53% of mobile users say they leave websites that don't meet their expectations in 3 seconds or less.

(UXCam)

79% of people will immediately look for another site if they don't enjoy the User Experience on the first one.

(Intechnic)



User Experience helps create a relationship between brand and users. Improving this connection is the key to creating a successful brand as good connections get shared around to others.

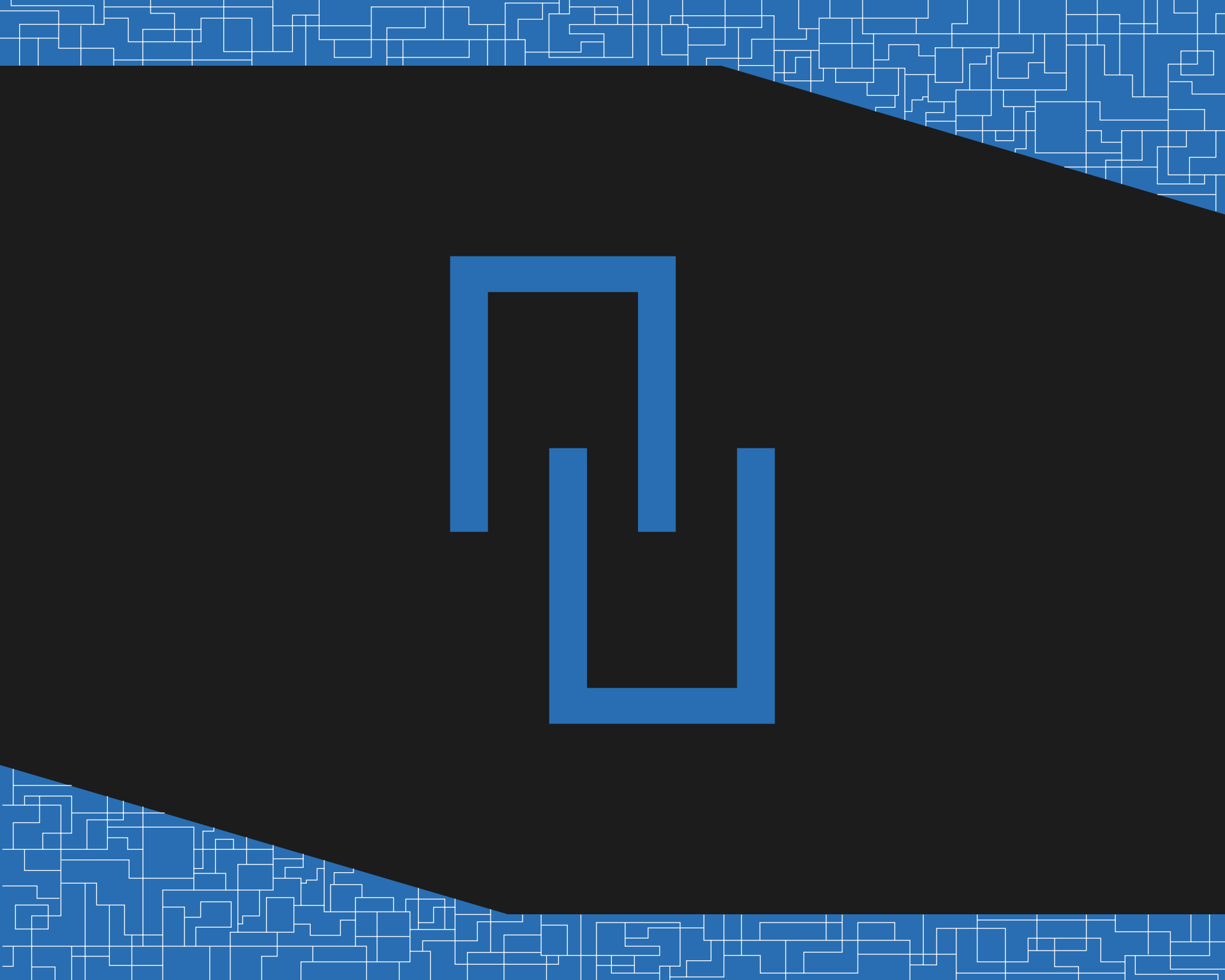
After one bad user experience, over 30% of customers would leave a brand that they had liked in the past.

(SuperOffice)

A lack of User Experience knowledge is part of the reason why, *70% of online businesses fall through because of bad UX.*

(Uxeria)





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e e r



table of contents

Overview

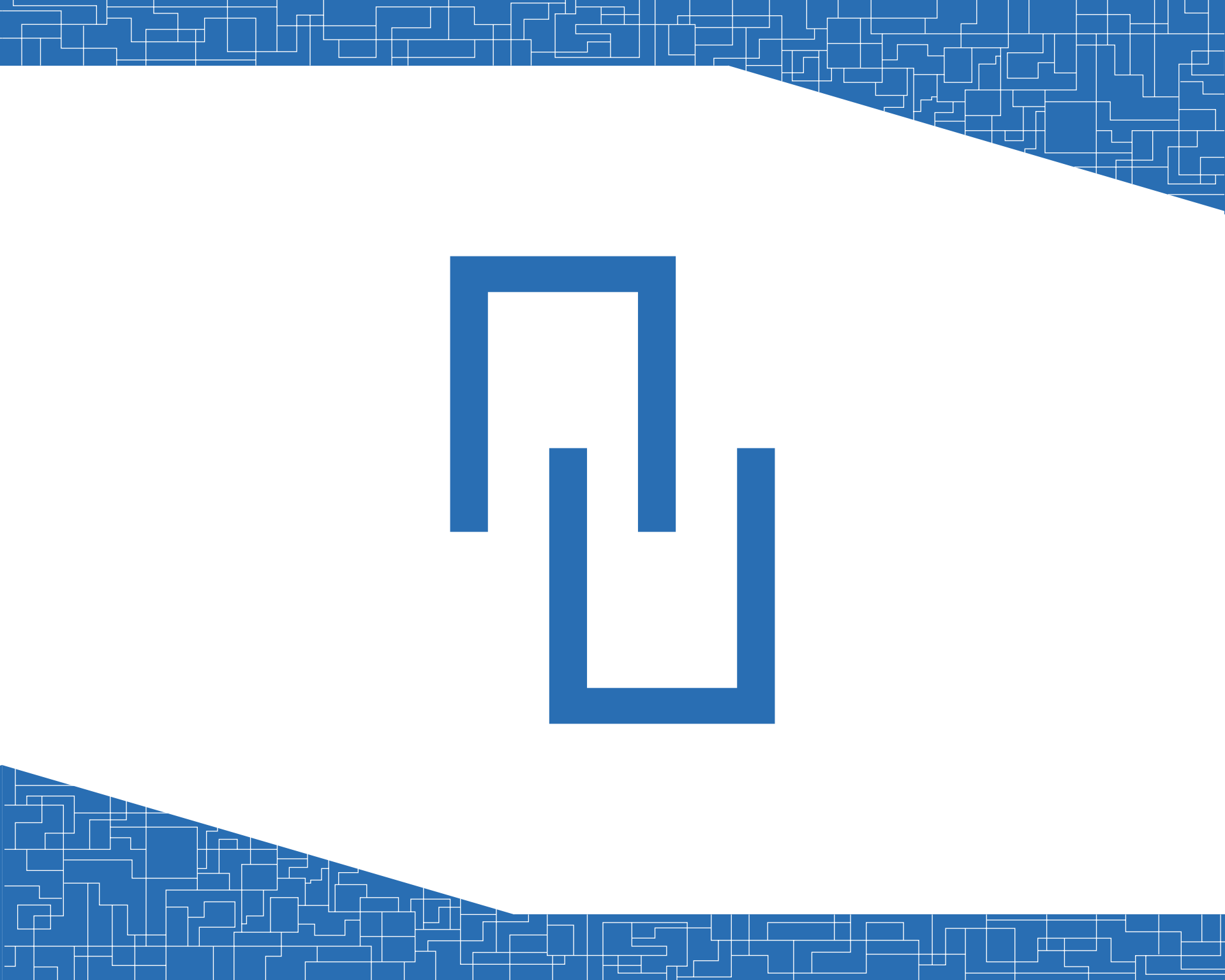
Concepts

User Personas

Branding

Website

Final Designs



overview

uxpøer is a digital co-op between UX designers and small businesses. This digital experience allows for small businesses to get the User Experience knowledge that they need to improve their services. uxpøer as a whole gives clients access to the latest UX information, an A.I. powered program that helps clients do user testing, an online forum for communicating with other clients and much more.

This overall project consists of a series of four posters, a letterhead, business cards, a infographic series designed for instagram, a display board, and a website displaying what the service would look like. The project looks at creating a composition of how the service's brand would act.

U X p e e r



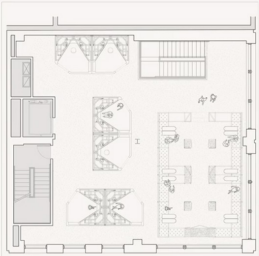
concept

Generating ideas for *uxpøer* began with a look into what was needed in the world of User Experience design. A common thread that was found was the lack of people outside of the design community knowing what UX design was. The idea was to create a product or a service that incorporated A.I. into a way to bring accessible and informative User Experience knowledge to the people outside of the design world who can benefit it from the most, small business owners. We looked at inspiration from geometric styling and layouts. These are what eventually brought *uxpøer* to have its own geometric styling as well.

CLIENT NAME
PRESENTATION TITLE

ENV
LOP
E

ENV LOPE



ENV LOPE



ENV LOPE

DATE
MM/DD/YY

FOR
CLIENT NAME

PREPARED BY
STUDIO MEMBER NAME



ASHES
006

FIELDS

SOVEREIGN
SOVEREIGN (BRAD COLEMAN SYNCOPATION EDIT)
SOVEREIGN (HESSEL STUUT REMIX)

THE M

Since 1931

TANLEY MORISON

W

MONOCLE

UN FILM DE JACQUES TATI

P O R T F O L I O

annabelle lim

year 1 sem 1

nus architecture

2016

F13

09-16 DANIEL GLENN
Project: Exhibition and Installation
New Museum of Contemporary Art

09-23 NEIL DENARI
Project: Exhibition and Installation
New Museum of Contemporary Art

10-21 SETH WOLFE
Project: Exhibition and Installation
New Museum of Contemporary Art

10-31 DAN WHEELER
Project: Exhibition and Installation
New Museum of Contemporary Art

11-04 RAFI SEGAL
Project: Exhibition and Installation
New Museum of Contemporary Art

11-11 DELL UPTON
Project: Exhibition and Installation
New Museum of Contemporary Art

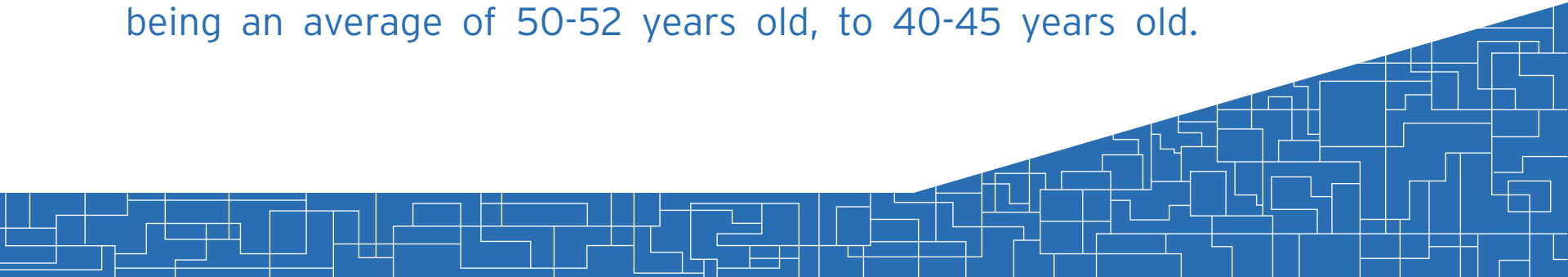
11-14 RALPH JOHNSON
Project: Exhibition and Installation
New Museum of Contemporary Art

11-18 EVA FRANCH
Project: Exhibition and Installation
New Museum of Contemporary Art



user personas

Our primary persona focuses on the main users of our service, small business owners. After the pandemic a rise in people starting their own small business has risen, and we look to assist those to be more successful in the long run. With this influx of new small business owners and older ones passing away, the age range has quickly shifted from being an average of 50-52 years old, to 40-45 years old.



primary persona



“ I want to be able to successfully launch my product, but I don't know how to get user feedback properly.

biography

Devonn is a independent small business owner that works tirelessly to launch his new business. Over the pandemic he quit his desk job and started to pursue his passions. He enjoys interacting with people and wants to create a business that can create the effects of face to face interactions both in person and online. He loves getting to know people and creating networks with them in order to expand his opportunities in the future.

personality

Ambitious

Hardworking

Fast-Paced

Friendly

Inventive

needs/goals

- Needs a way to receive user feedback easily
- Gain knowledge about User Experience
- Create connections with users

additional information

- Single, Lives in Apartment with 2 Roomates
- Lives in Chicago, Illinois
- Archetype: The Everyman

challenges/frustrations

- Doesn't have money to hire a UX Designer
- Doesn't understand the effects of UX
- Struggles connecting over the internet
- Doesn't know how to interact with users

typical activities

- Goes out to different social events on the weekends
- Actively researches how to improve businesses
- Tries learning new recipes in his free time
- Scrolls on TikTok when bored for inspiration

user personas cont.

Our secondary persona focuses on our other major group focusing on UX designers and how they would interact with our service. A majority of them would be looking at assisting others to understand what UX is and other matters like that. On top of that with the subscription fee for members it allows us to pay UX designers to come and help out without worry of time being wasted without additional income.

secondary persona



monika 32
User Experience Designer

“ I want to be able to instruct and assist in informing others about UX Design and how to apply it.

biography

Monika is a eccentric UX Designer who looks to find ways to connect the world of UX to the rest of the world. She currently works as a freelance UX designer and is looking for a more stable income than just freelancing. She enjoys trying new things and staying caught up on current trends going on in social medias such as Instagram, Pinterest, and TikTok.

personality

Bubbly

Inspirational

Empathetic

Creative

Funny

needs/goals

- Create a way to expand UX Knowledge to the world
- Inspire UX Design through accessibility
- Assist designers and others to connect with users

additional information

- Married, Lives in a house with her husband Ati
- Lives in Austin, Texas
- Archetype: The Creator

challenges/frustrations

- Doesn't have a platform to reach out on
- Doesn't have the tools to help assist others
- Isn't getting paid enough as a UX Designer
- Doesn't know the world of small businesses enough

typical activities

- Scrolls on Pinterest and Instagram for inspiration
- Researches up and coming topics in UX
- Goes to Speaker Talks of UX Colleagues virtually
- Tries a new business or restaurant every weekend

The image features a stylized logo consisting of the letters 'W', 'X', and 'P' in a bold, white, sans-serif font. The letters are set against a solid black background. The top and bottom edges of the black background are decorated with a blue geometric pattern of overlapping squares and lines. The 'W' is composed of two vertical bars on the left and two on the right, connected at the bottom. The 'X' is formed by two intersecting diagonal bars. The 'P' has a circular top and a vertical stem extending downwards.

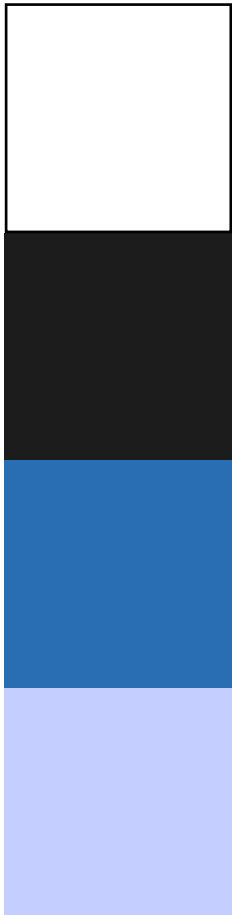
WXP



e e r

branding

uxpøer's branding focuses on the technological aspect of the service. The typefaces were picked to reflect the mechanical nature of A.I. but still contain aspects of roundedness to appeal to the relationship aspect of the service. The colors also reflect this with hues of blues and purples representing loyalty and reliability. These colors were specifically picked in order to relate familiar brands that people use for making connections with to ours.

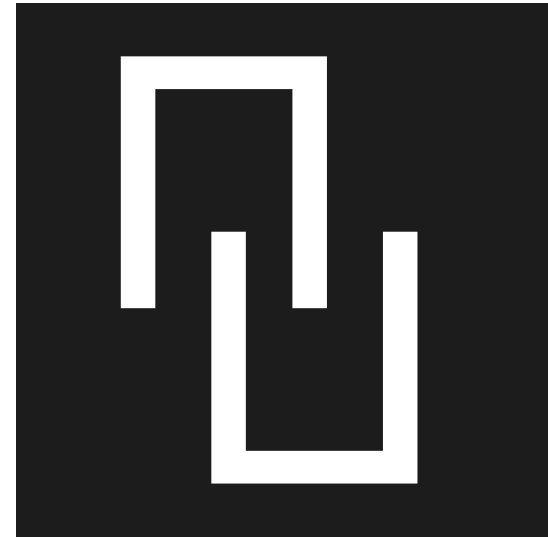


#fff

#1c1c1c

#296eb2

#c4cfff



branding cont.

The patterning within the brand is very specific in that it reflects the wiring within a motherboard on a computer, to continue to reflect that idea of technology but also be interpreted as connections. This then fits in with the logo and the adjustable wordmark as they are made up of the typeface Altertype. The body copy for many of the designs is Interstate (Light) or (Light Italic). This typeface mimics the thinness that Altertype brings but also grounds the readers more.

uxpøøer

UX
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UX

altertype

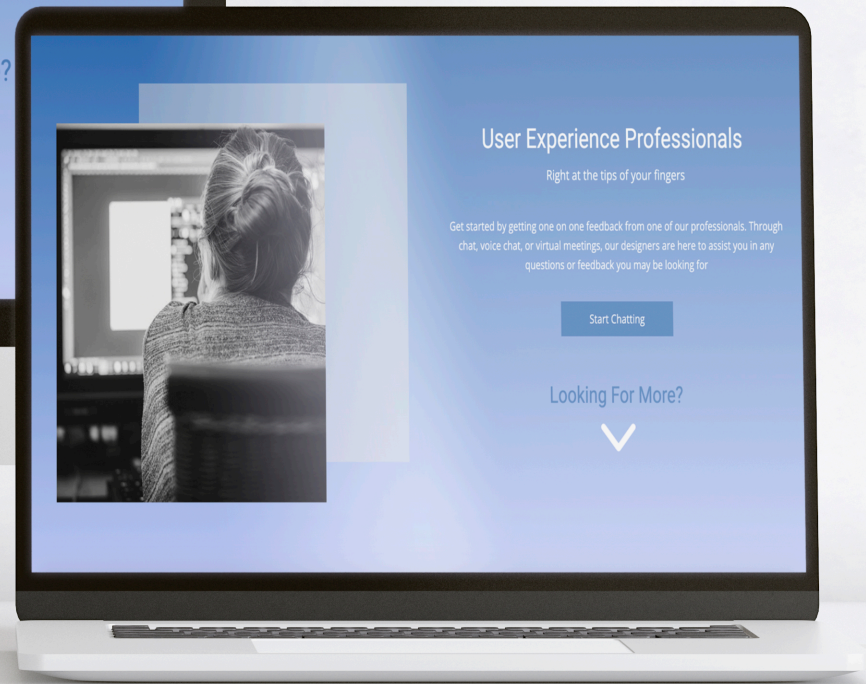
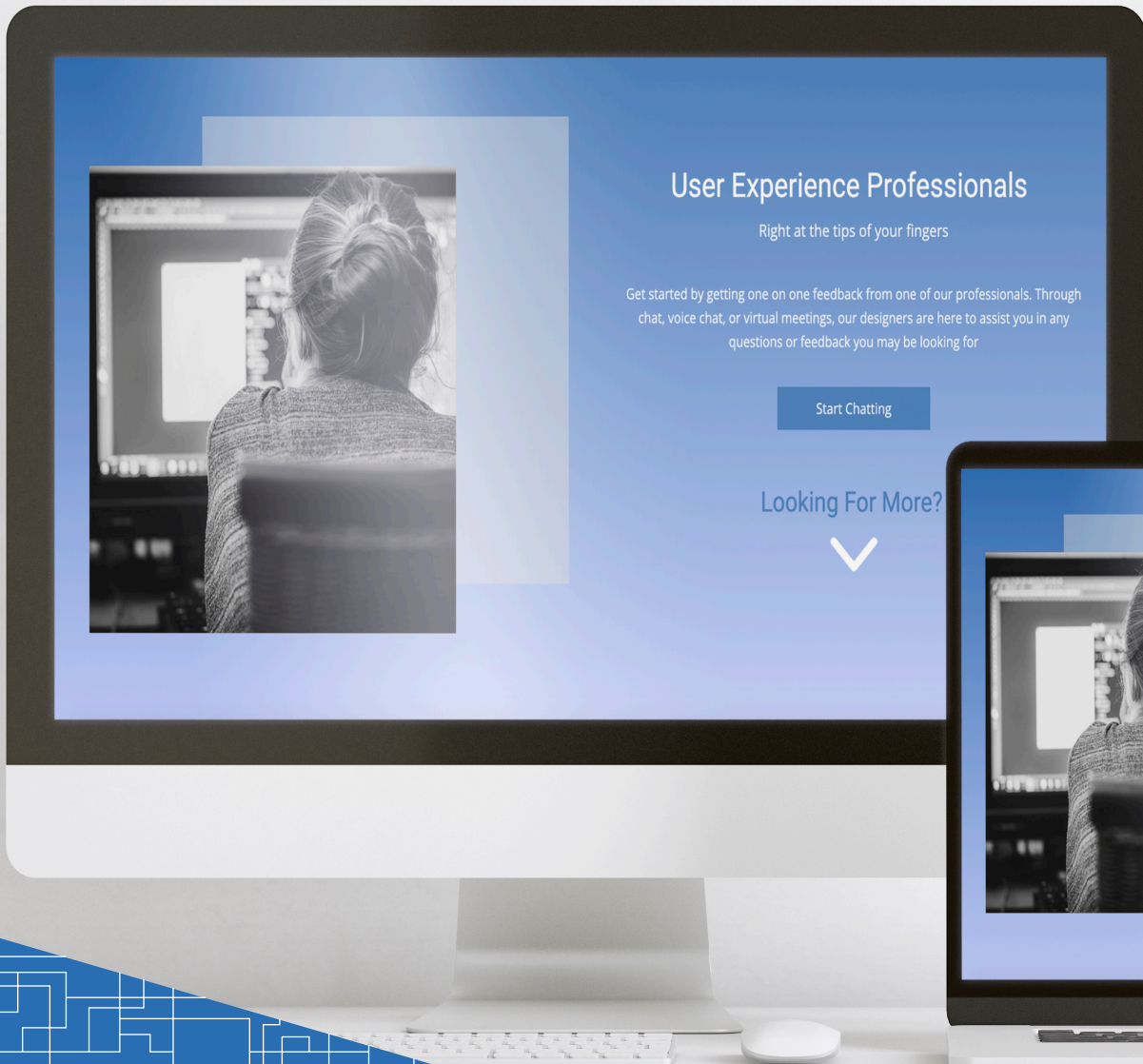
abcdeøfghijklmnp
opqrstuvwxyz
1234567890

Interstate-Light

abcdefghijklmn
opqrstuvwxyz
1234567890

website

The website is the foundation for uxpøer as it is the page that users will go to not only to purchase a subscription to access resources, but also allows for them to gain access to online forums, professional UX Designer assistance, and UX talks about current trends in the industry. This website acts as an all in one digital hub to allow for quick and easy access to everything our users may need.



The image features a stylized logo consisting of the letters 'W', 'X', and 'P' in a bold, white, sans-serif font. The letters are centered on a black diagonal band that runs from the top-left to the bottom-right. The background is a vibrant blue, filled with a complex, white, geometric pattern of overlapping squares and rectangles, creating a maze-like or circuit-like appearance. The overall design is modern and abstract.

WXP

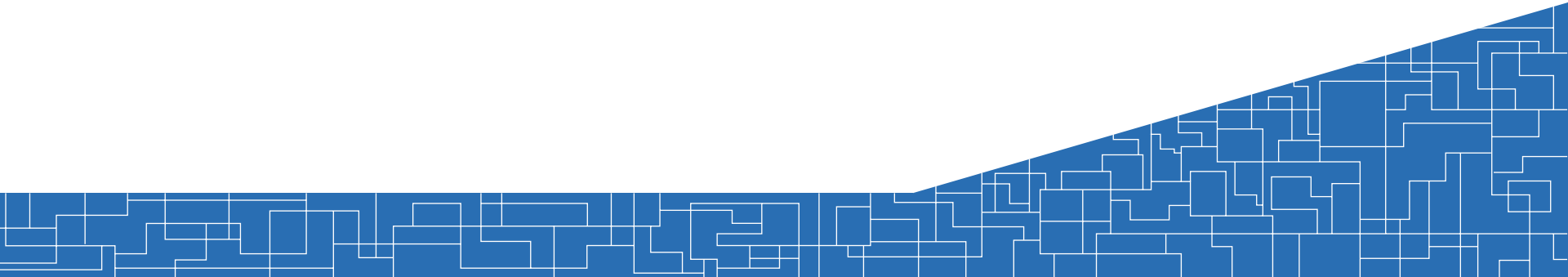


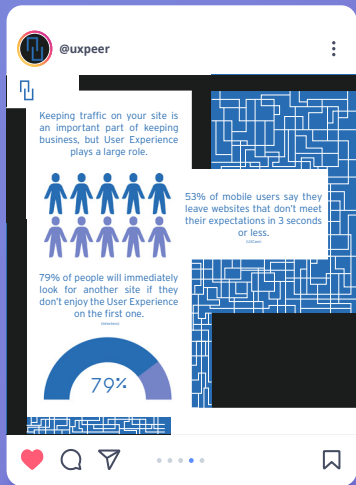
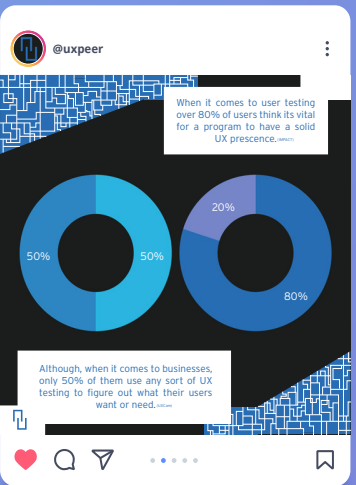
e e r



final designs

The following pages consist of the final designs as to how uxpeer is branded across multiple platforms such as, an instagram page, posters, letterheads, and businesscards. All these showcase uxpeer's cohesive brand identity and communication of the service.





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uxpeer

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experience

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uxpøer 

00/00/0000
[Your Name]
[Your Position]
123 Street St.
City, State 12345

To,
[Your Name]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

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Sincerely,

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Hales Pfister
Designer

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Exper

Hales Pfister
Designer
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