Karey Helms

Interaction Designer & Technologist

Zebra Technologies

@kareyhelms

How do we make sense of complex data-driven systems to design enterprise solutions?

Making the Invisible Physical

1. Enterprise UX challenges
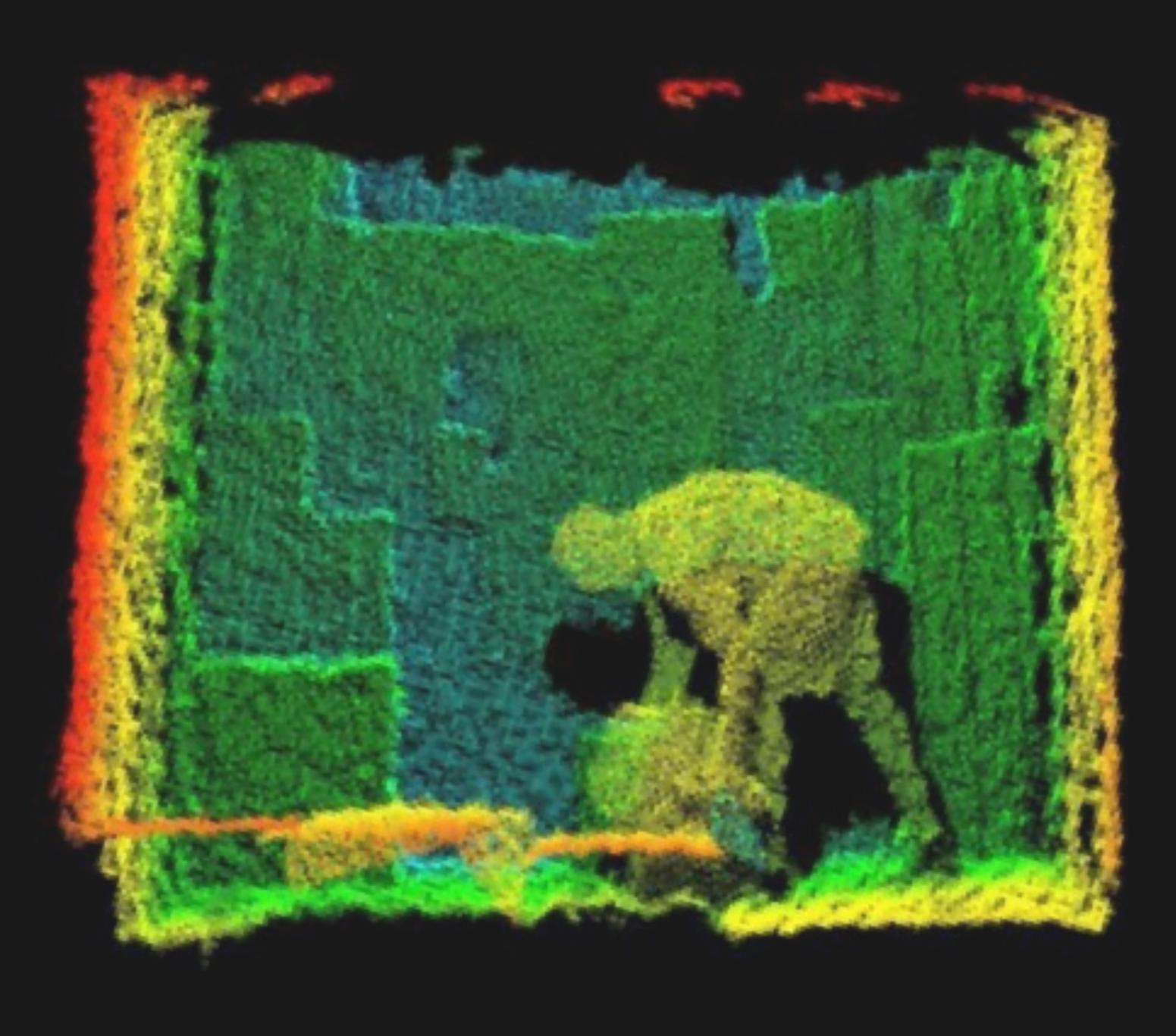
2. Physical prototyping

3. Example personal projects

1. Enterprise UX challenges

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3. Example personal projects

How situationally disabled people interact with dynamic information in complex environments

How dynamic information interacts with situationally disabled people in complex environments

How do we architect something abstract?

How do we architect something dynamic?

How do we architect something contextual?

How do we architect something intangible?
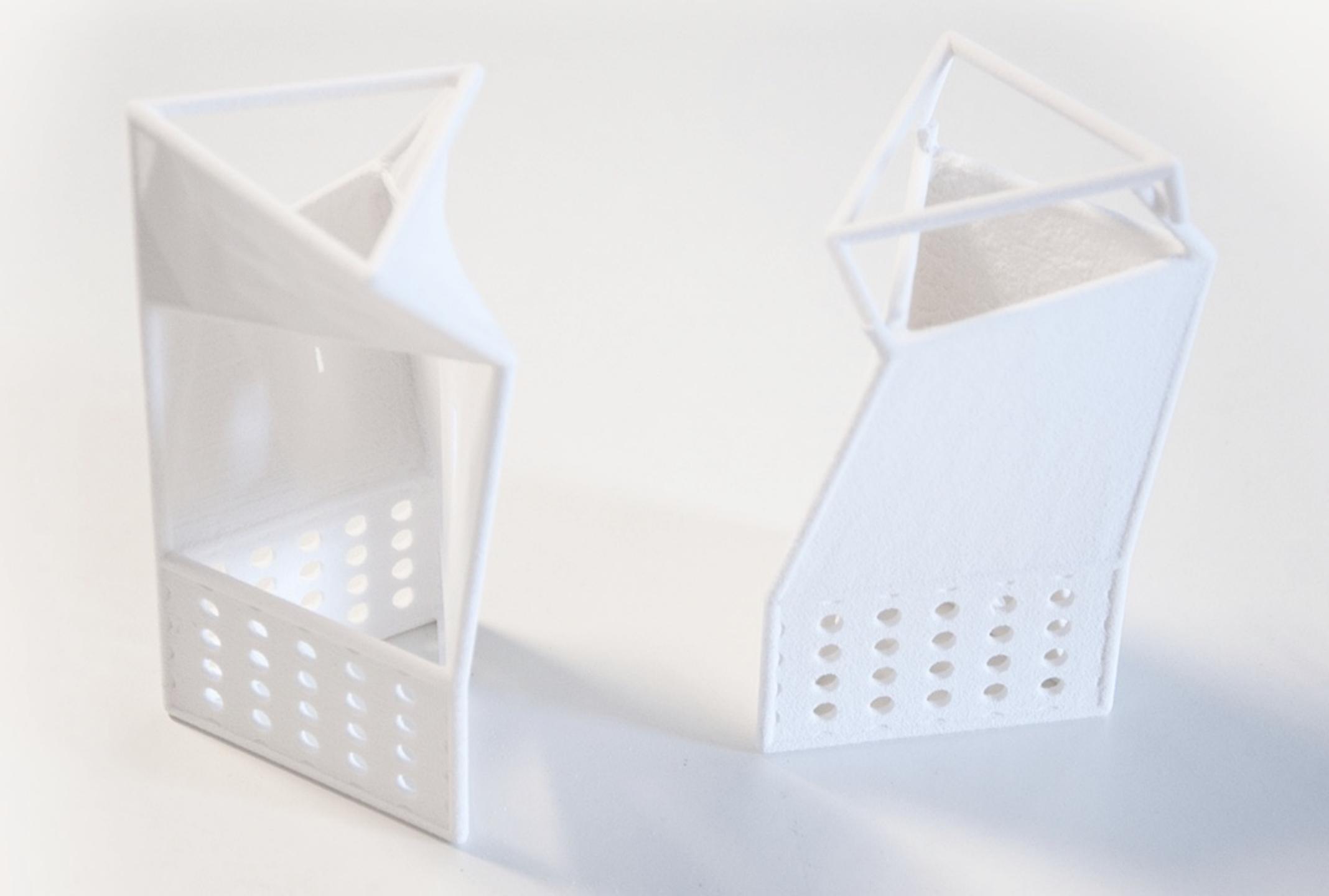
How do we architect something invisible?

How do we architect something synthetic?

How do we <u>architect</u> something synthetic?
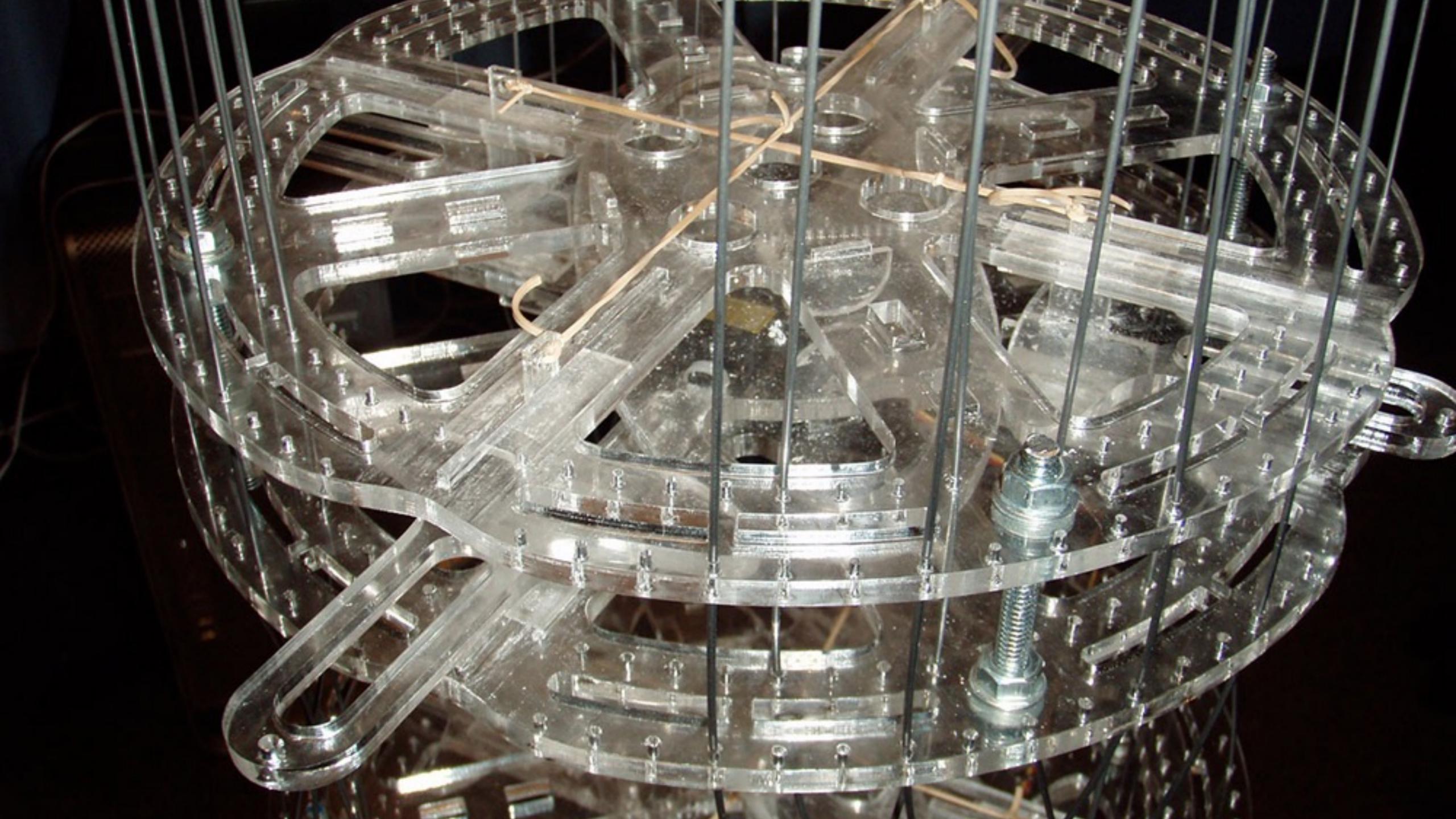
1. Enterprise UX challenges
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Physical prototyping as a tool to **understand core components**

Physical prototyping as a tool to
situate in context

Physical prototyping as a tool to explore interaction modalities

Physical prototyping as a tool to
explore interaction modalities
in physically connected environments
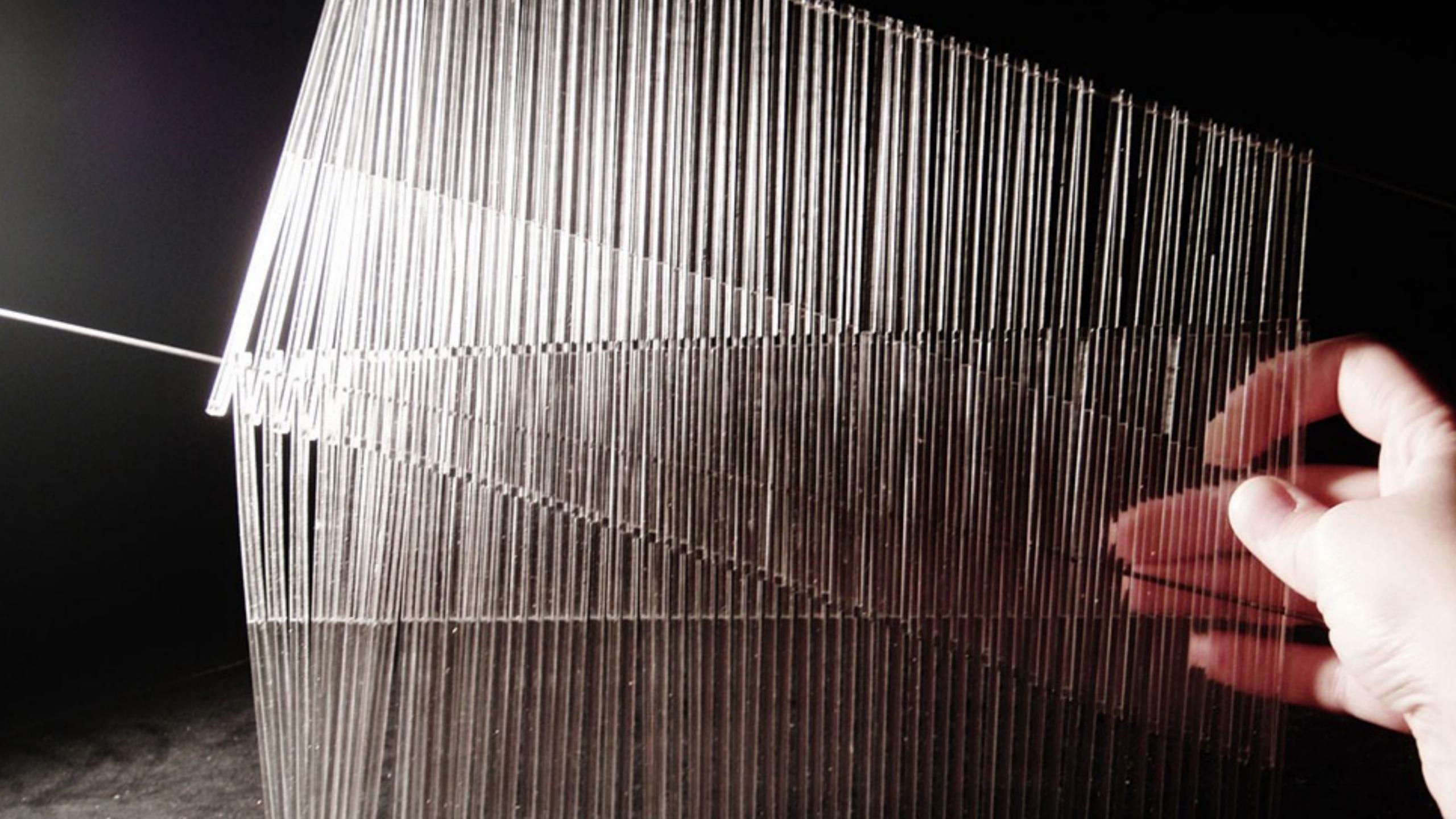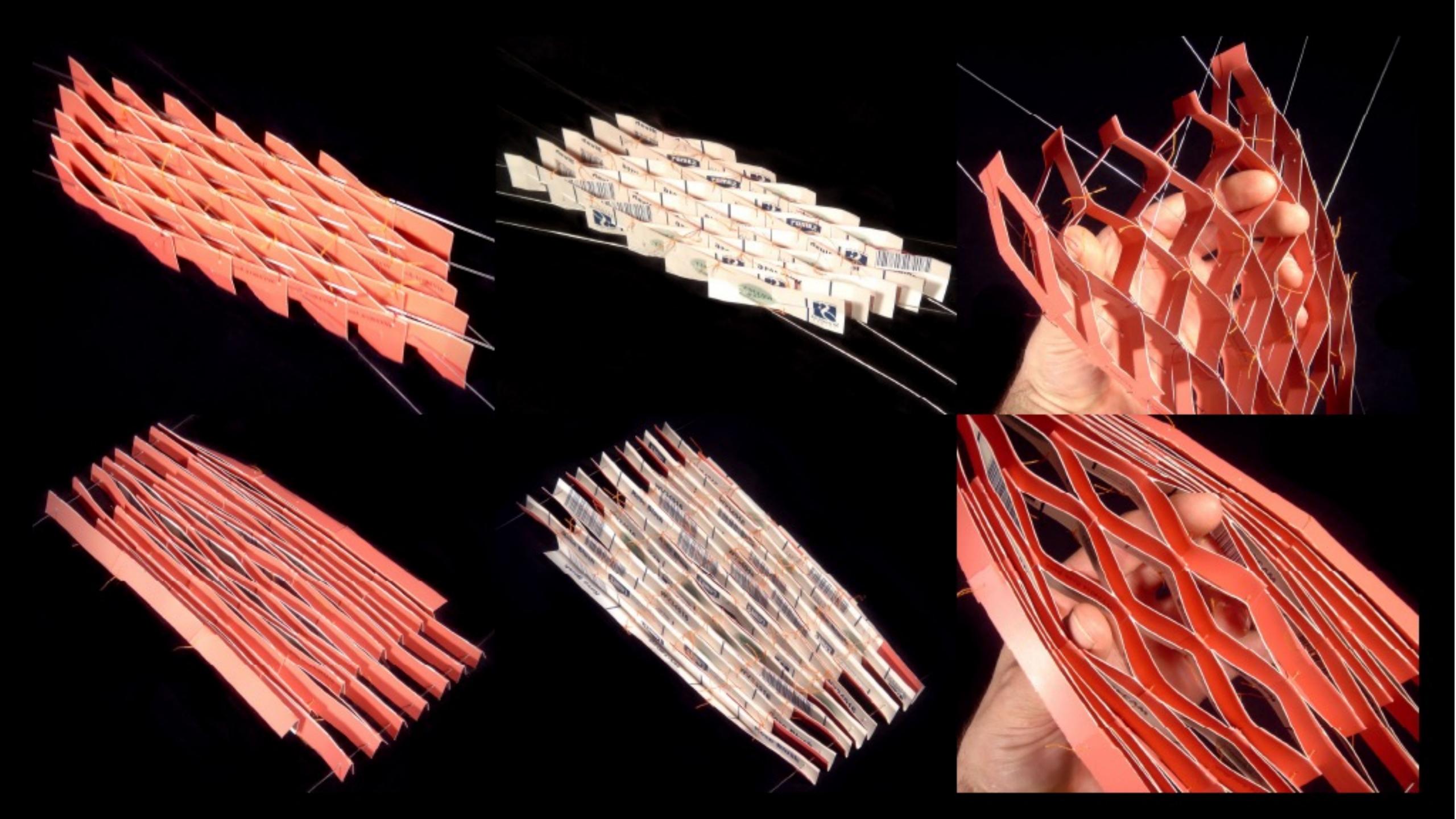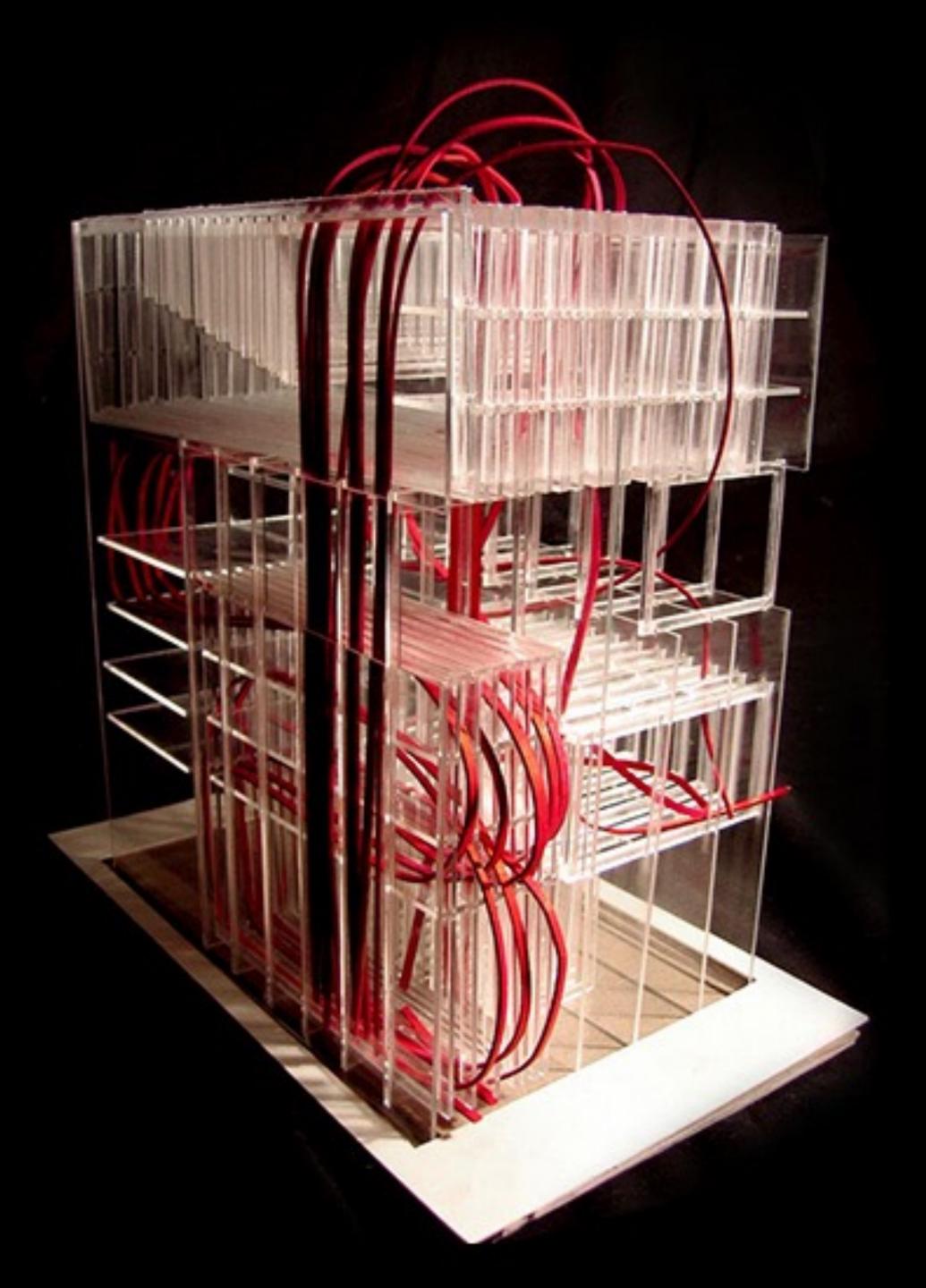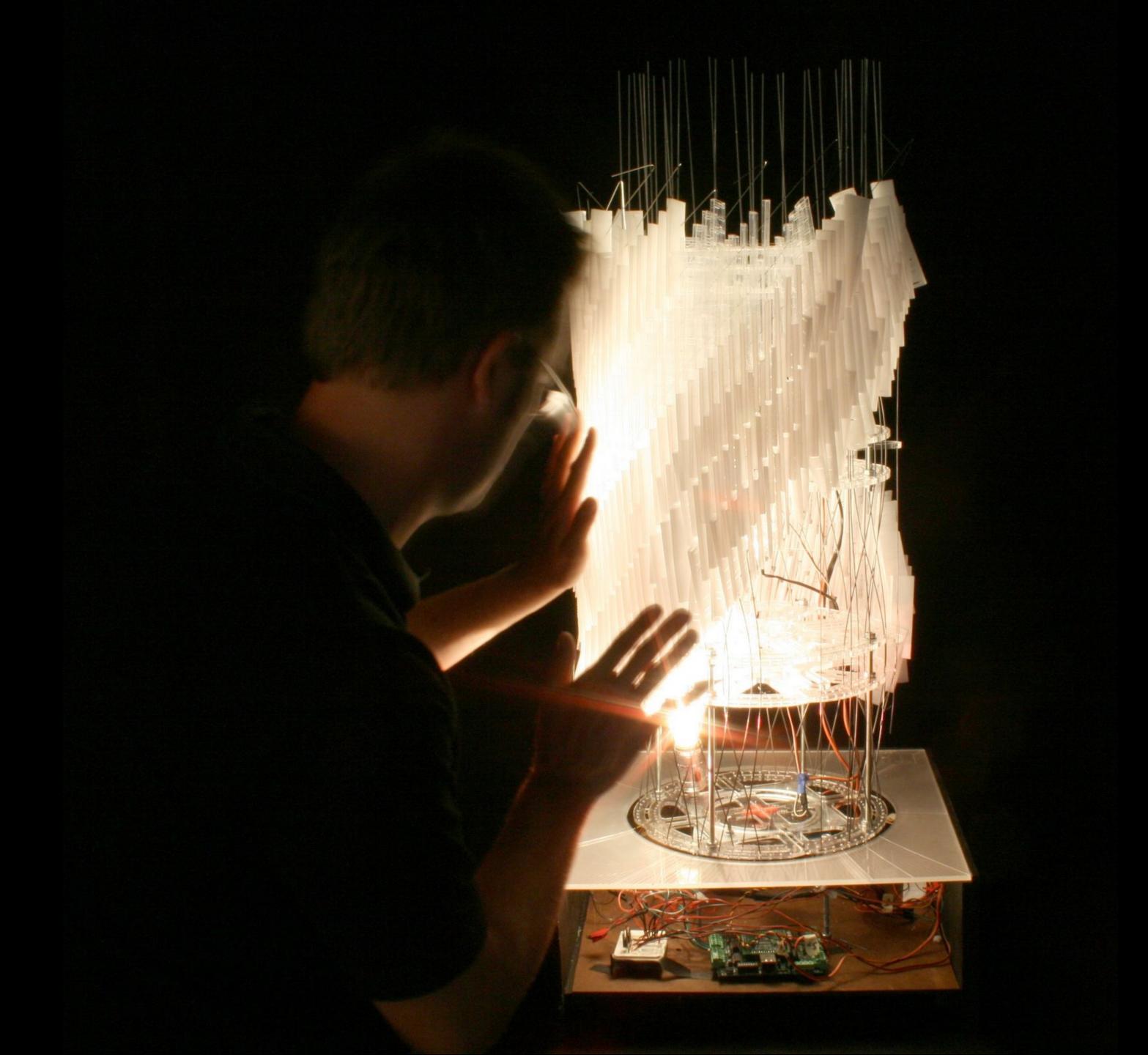
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Phygital Party Mode

Dashboards

Shortcuts

Intelligence Events

Overview

Daily Events

Weekly Events

Monthly Events

Real-Time

Overview

Locations

Traffic Sources

Content

Events

Conversions

Audience

Overview

Active Users

Cohort Analysis BETA

▸ Demographics

▸ Interests

▸ Geo

▾ Behavior

New vs Returning

Right now

1

active users on site

■ DESKTOP

100%

Pageviews

Per minute

Per second

3

2

1.5

2

1

1

0.5

1

0.5

-26 min   -21 min   -16 min   -11 min   -6 min   -1 min   -60 sec   -45 sec

Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

Top Keywords:

Keyword	Active Users	↓
There is no data for this view.		

Top Active Pages:

	Active Page	
1.	/boost/	1

Top Locations:

Karey Helms | Interaction

Pinterest

Google Keep Google Calendar Google Drive Google Analytics Feedly Instapaper NPR This American Life Other Bookmarks Keep Google Calendar

Other Bookmarks

Google Analytics

Home Reporting Customization

Service Design

Boost

Physical Computing

Sound Bowl

Design Fiction

The Family Circuit

Speculative Design

Energy of Things

UX, Design & Programming

The Kennedy Center

Physical Computing

Focus Shift

Physical Computing

Blink Blink by Bip Bop

Physical Computing

Split Flap

Speculative Design

EXIT

Reports & more

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Mobile

Custom

Benchmarking

Sessions
825

Users
683

Pageviews
1,014

Pages / Session
1.23

Avg. Session Duration
00:01:03

Bounce Rate
85.94%

% New Sessions
81.45%

Architecture Models . . . . Achitecture

Web . . . . Design & Development

Playground . . . . Miscellaneous

MFA Interaction Design 2014

Umeå Institute of Design

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HTML5   par ty mod e!!!!

Service Design

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Information is emergent

Information is part of an ecosystem

Information is not a fixed modality

Information has
a role in the design of algorithms

Information has
broader implications

Information has
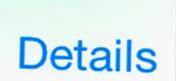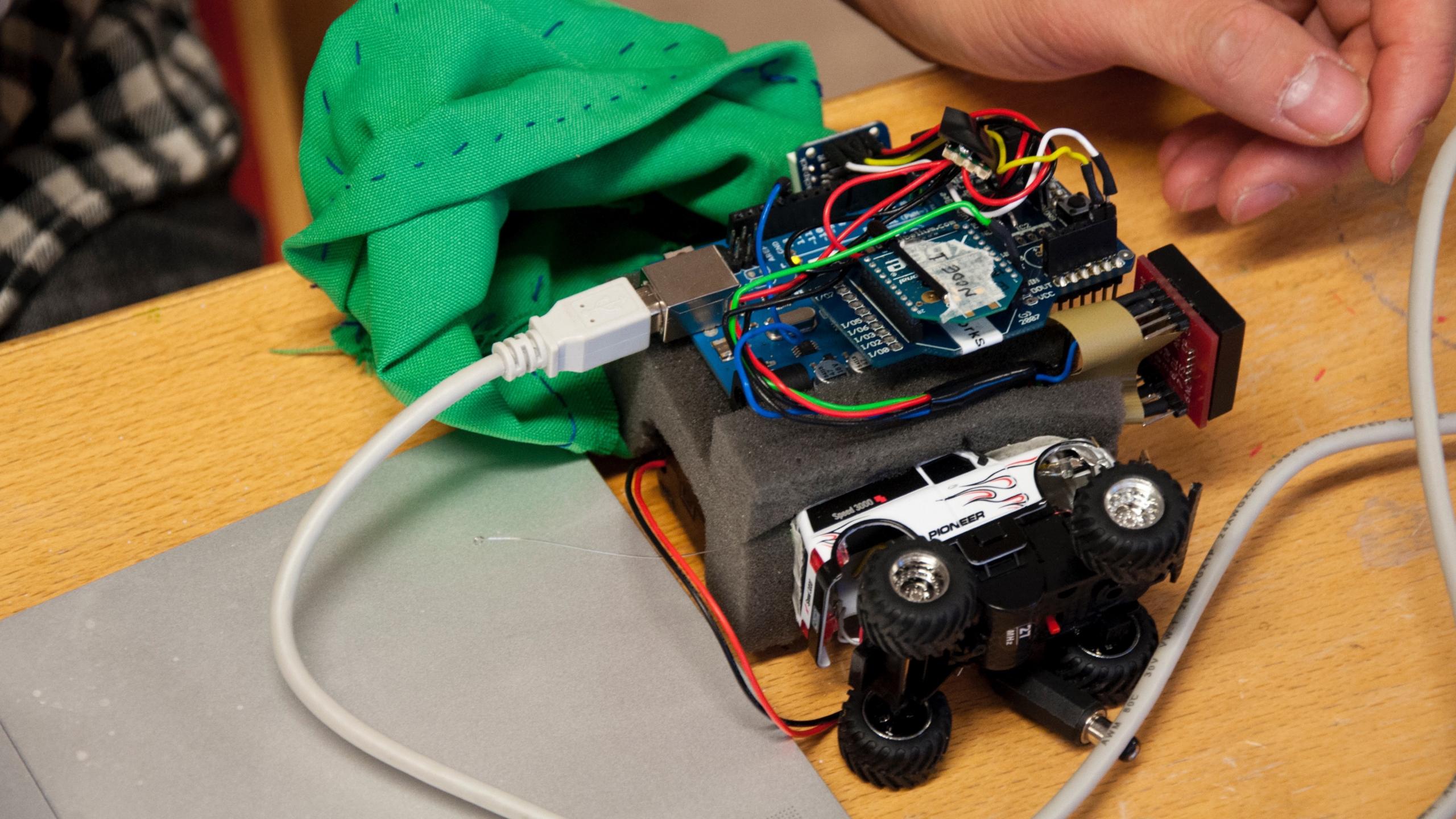varying levels of fidelity

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Thank you.