

Module II. Technical

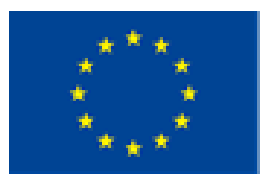
Infographic course

Topic 1. Design Process and Visual Design Basics in UX

Lesson 1. User-Centered Design

Activity T1.L1.1.

Identify context of use and user needs



Co-funded by the
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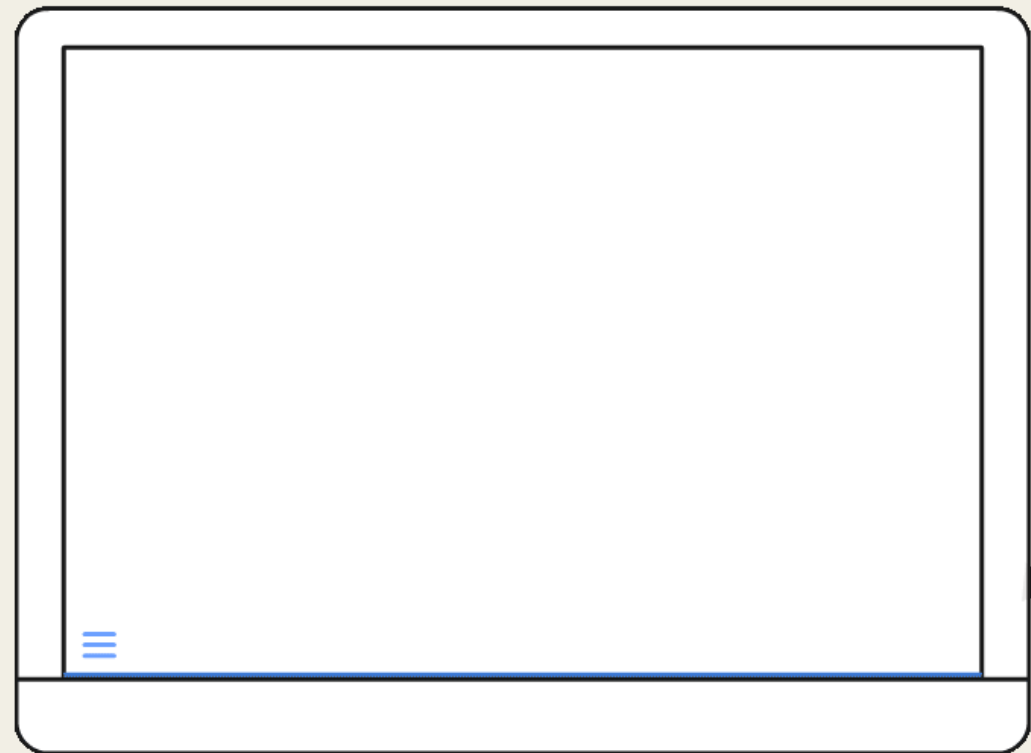


THIS TOPIC IS ADDRESSED TO THOSE INTERESTED IN
LEARNING ABOUT VISUAL DESIGN AND HERITAGE
PROMOTION!



THE AIM IS TEACHING
HOW TO CREATE **USABLE**
AND EFFECTIVE
INFOGRAPHICS.

Once the topic is completed, learners will be able to:



1

Applying the knowledge received in the field of visual design for User Experience and heritage promotion.

2

Designing user interfaces elements and information visualizations that enhance the values of the chosen assets.

3

Evaluating the most desirable choices when confronting different user interfaces and information visualizations.



WORKSHOP
CONTEXT OF USE AND
USERS' NEEDS

ANALYZE AN INFORMATION
VISUALIZATION WITH THE
LENSES OF THE
USER-CENTERED DESIGN
(UCD)

Human-Centered Design
allows to create a great
user experience...



...with your information
visualization by designing
with the **user in mind!**

By identifying the
right **users' needs**
and studying the
context of use,

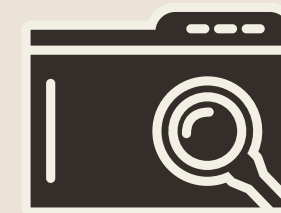
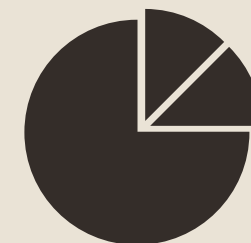
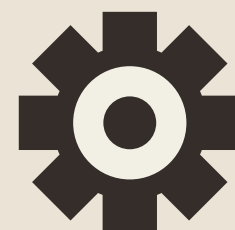
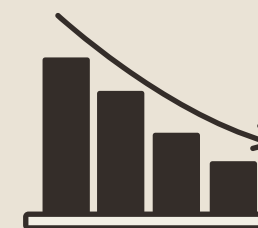
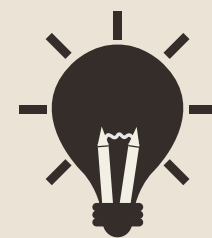
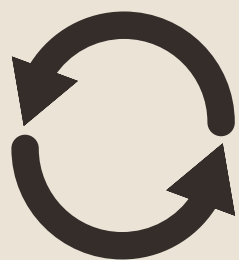
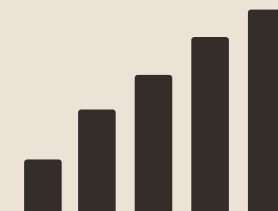
your information
visualization will **better**
communicate and promote
the natural and cultural
heritage.

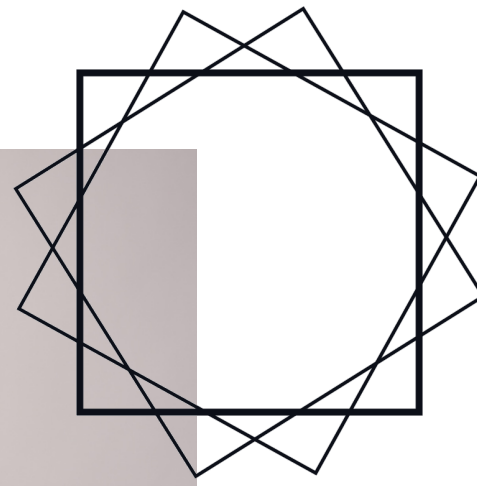


Activity!

Identification of users' needs and context of use

Identify a product or service visualizing information about a natural or cultural asset of a city and define the related context of use and users' needs.





OCITY

Creativity + Innovation & Technology

