

MULTIPURPOSE DESIGN CARDS



These design cards can be printed and cut out to help participants focus their efforts when sketching throughout discovery, ideation and prototyping stages.

Each card represents a design constraint to select and apply to the task and mission.

The cards are sorted by colour according to design principles around interface, interaction and timing.

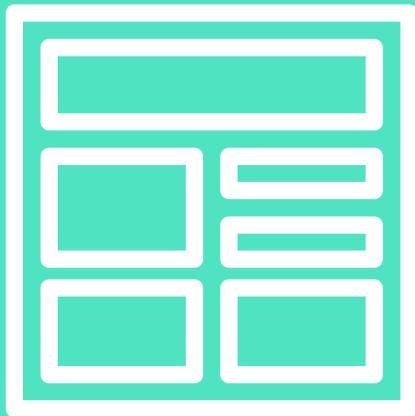
Instructions



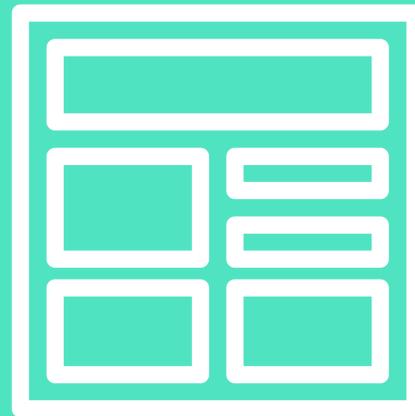
1. Print double-sided
2. Cut out following the white lines
3. Sort per type : interface, interaction, timing
4. Ideate, sketch and prototype using them!

These cards can also be used for the following exercises:

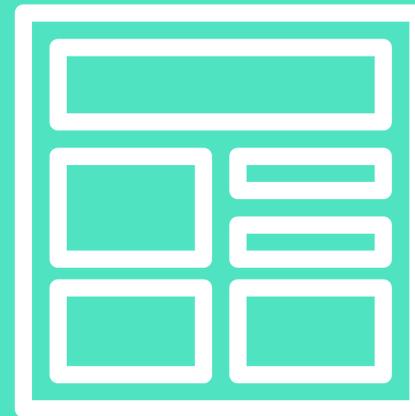
- Design with words
- Explore interface design



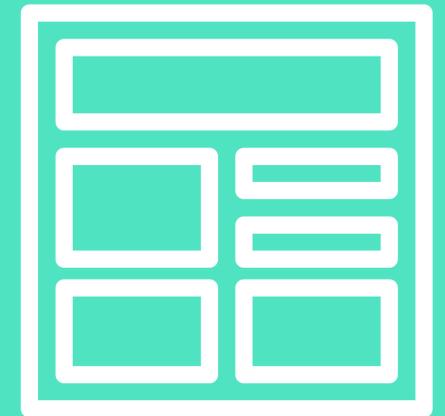
Interface



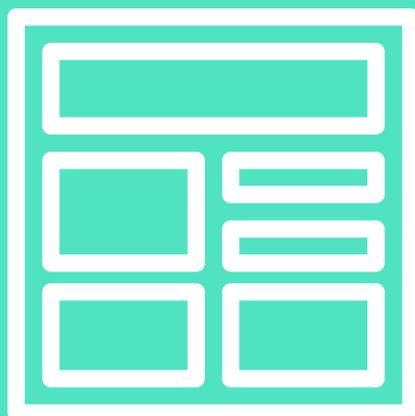
Interface



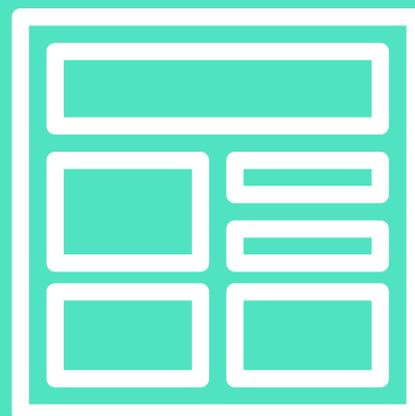
Interface



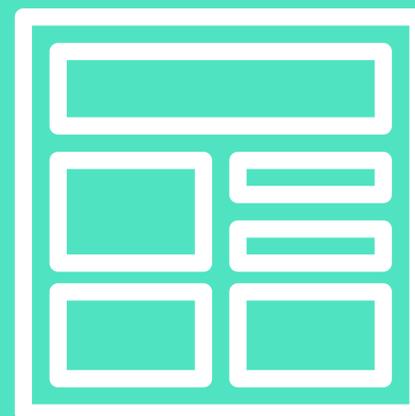
Interface



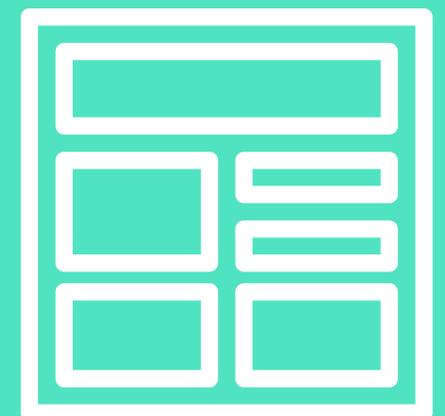
Interface



Interface

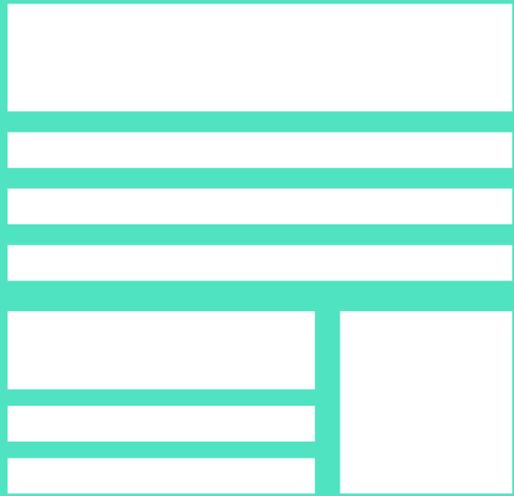


Interface

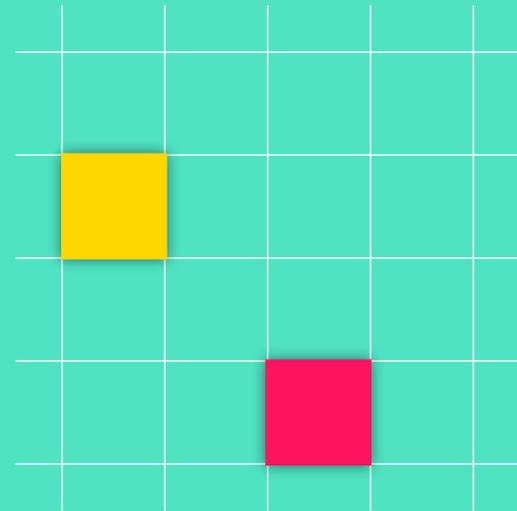


Interface

Use structure
to bring clarity



Structure
– grids



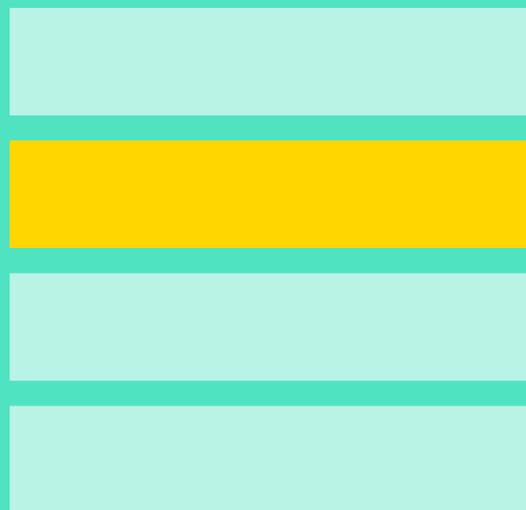
Structure
– font size
and weight

Aa
Bb

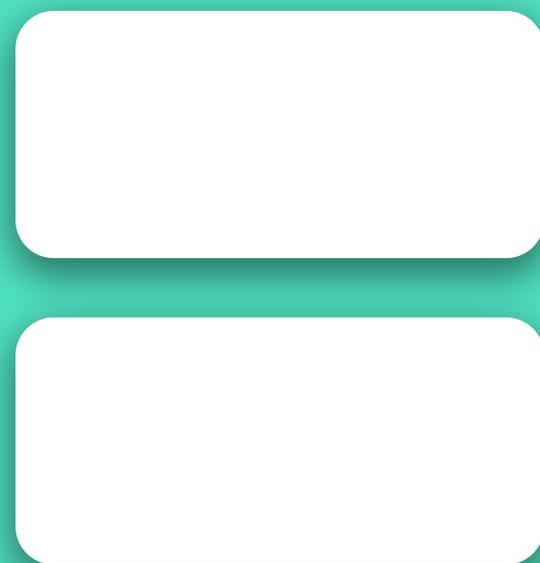
Structure
– serifs and
sans serifs fonts

serif sans
serif sans
serif sans

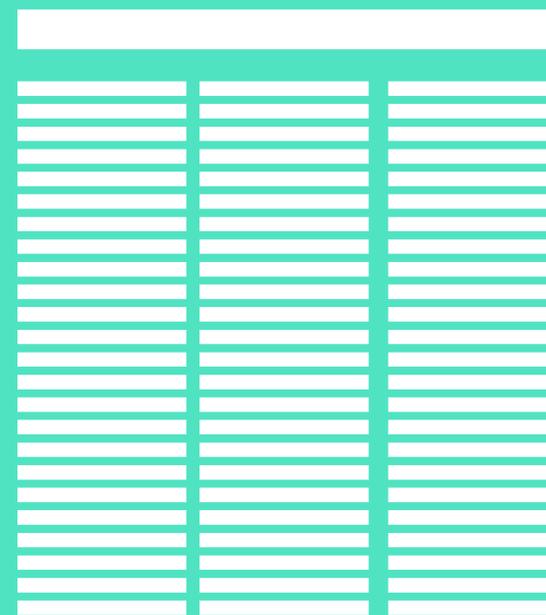
Structure
– colour

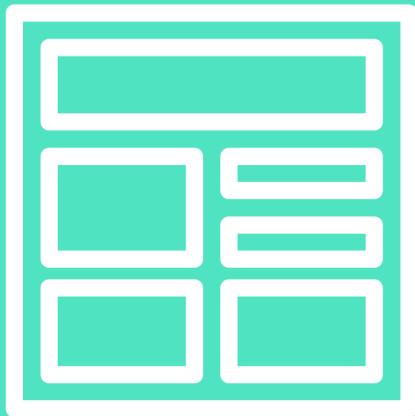


Structure
– cards

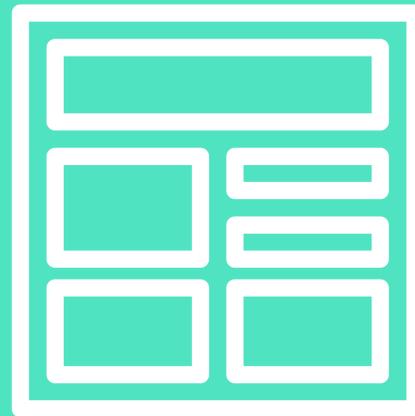


Structure
– columns

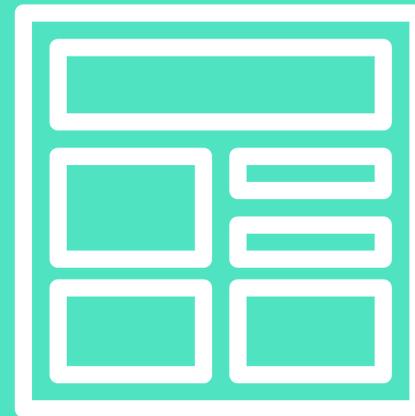




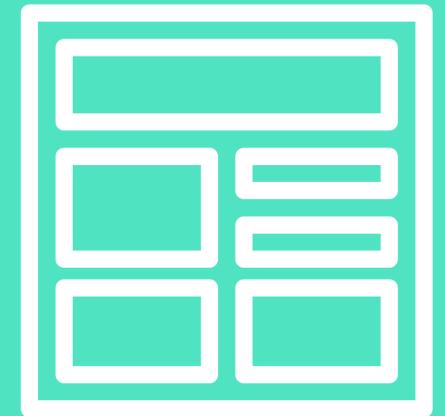
Interface



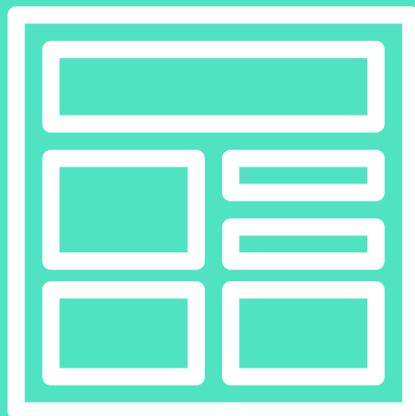
Interface



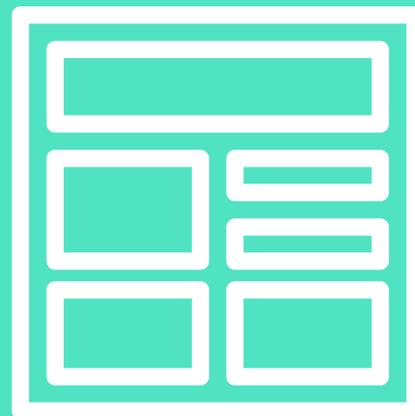
Interface



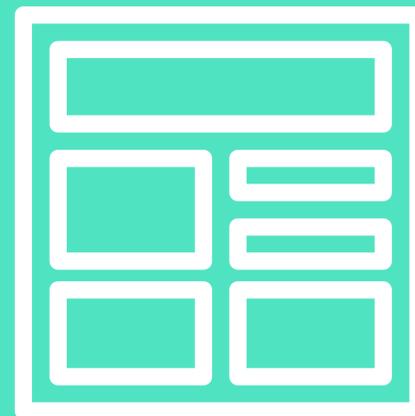
Interface



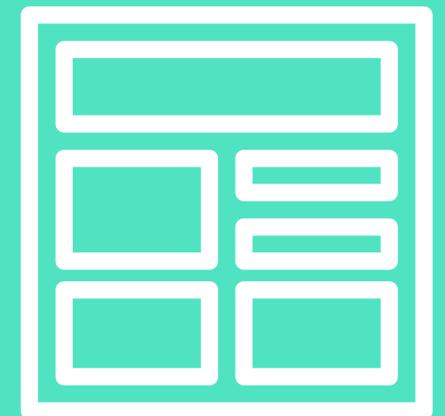
Interface



Interface

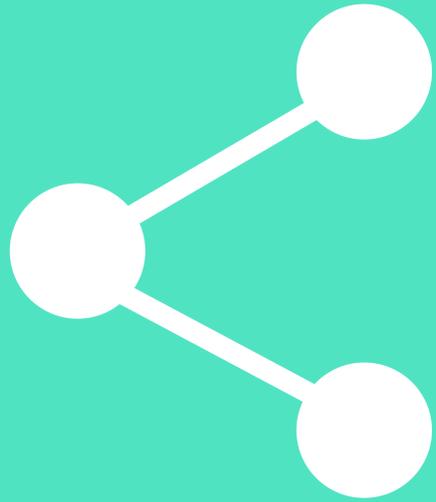


Interface

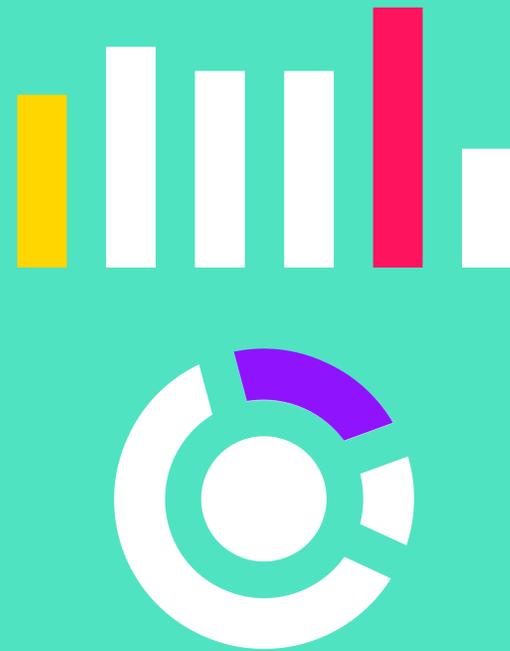


Interface

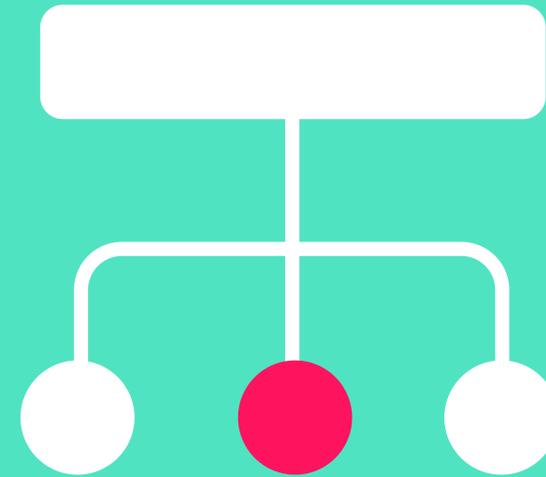
Data visualisation



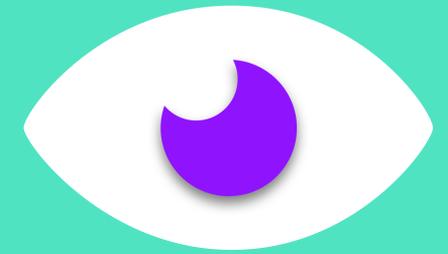
Data visualisation - charts



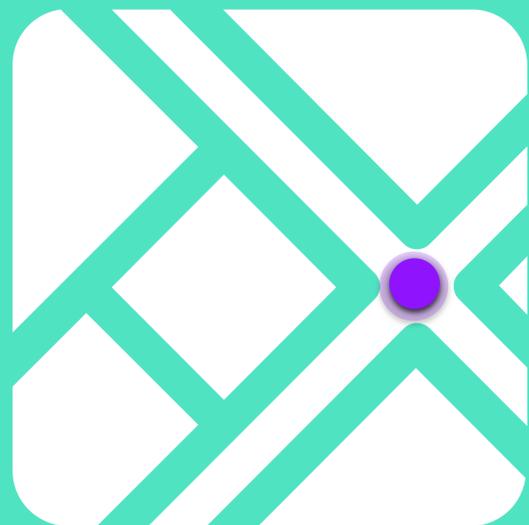
Data visualisation - diagrams



Use visual indicators to inform and provide guidance



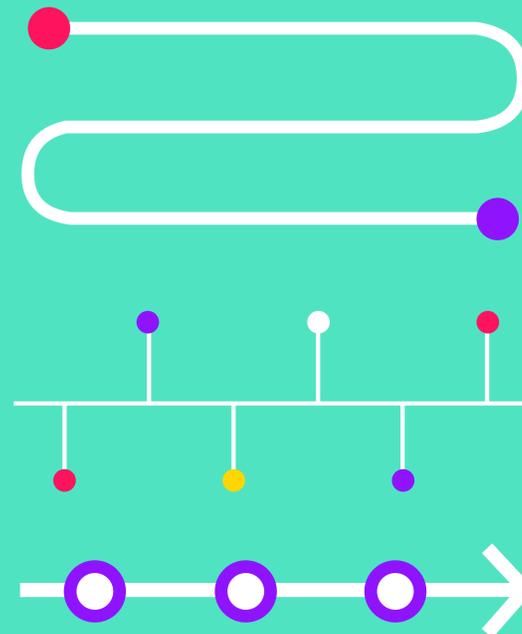
Data visualisation - maps



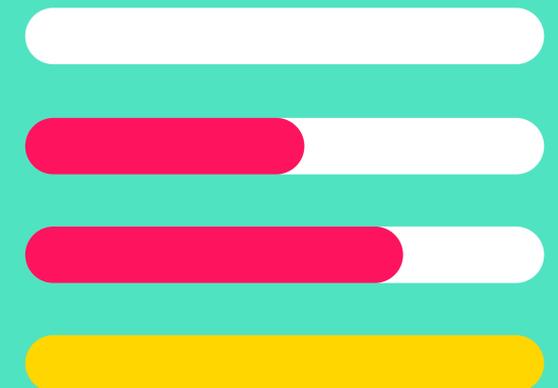
Data visualisation - pictograms

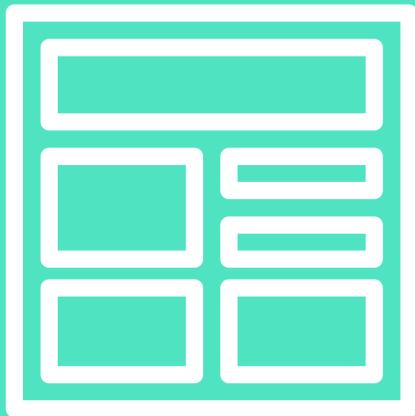


Data visualisation - timelines

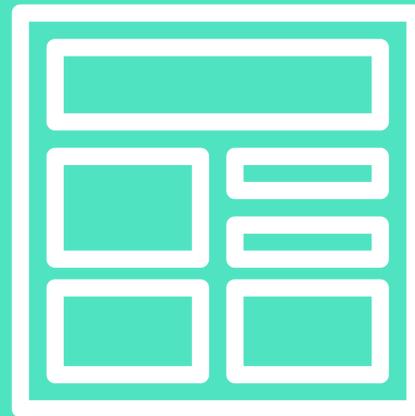


Visual indicator - progress bars

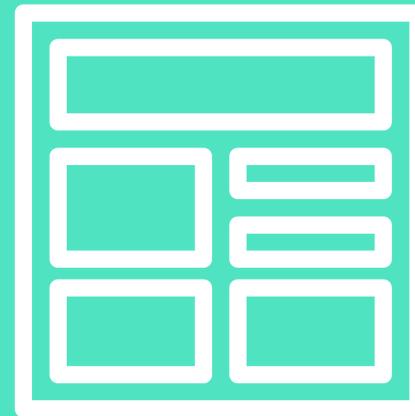




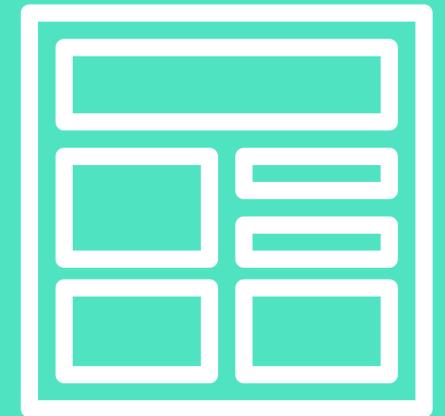
Interface



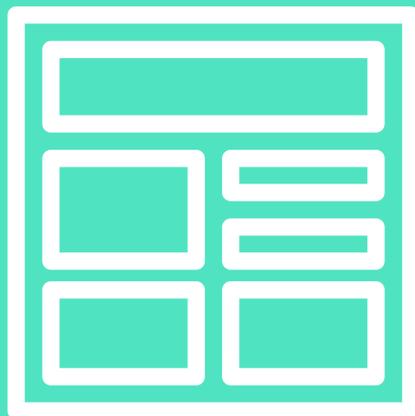
Interface



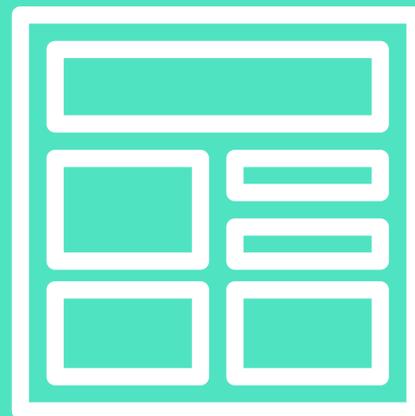
Interface



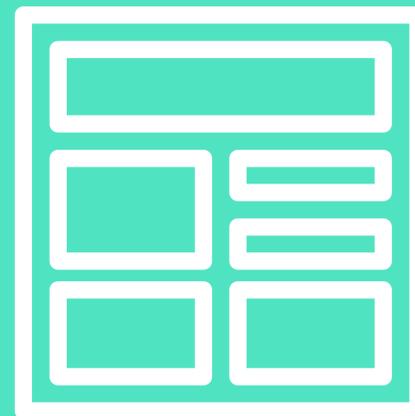
Interface



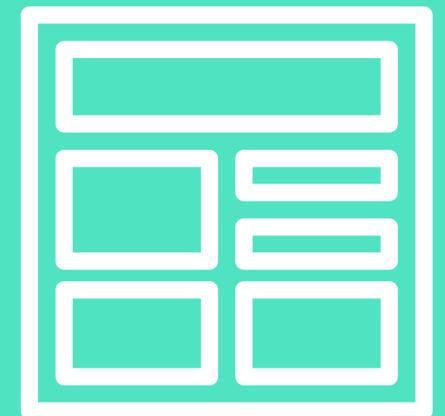
Interface



Interface

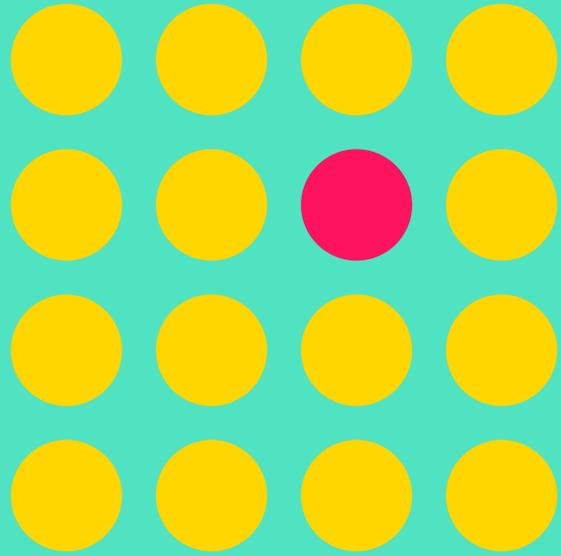


Interface

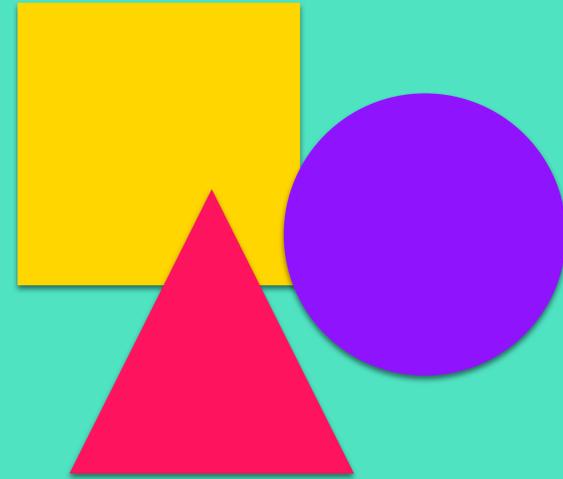


Interface

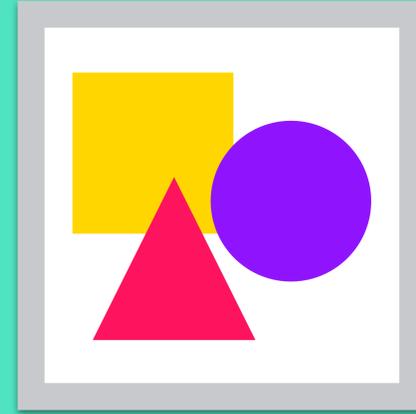
Visual indicator - colour



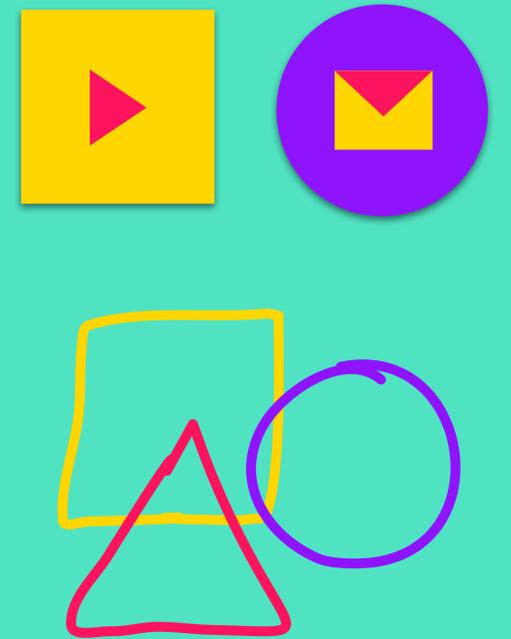
Use visuals to complement your messaging



Visuals - pictures



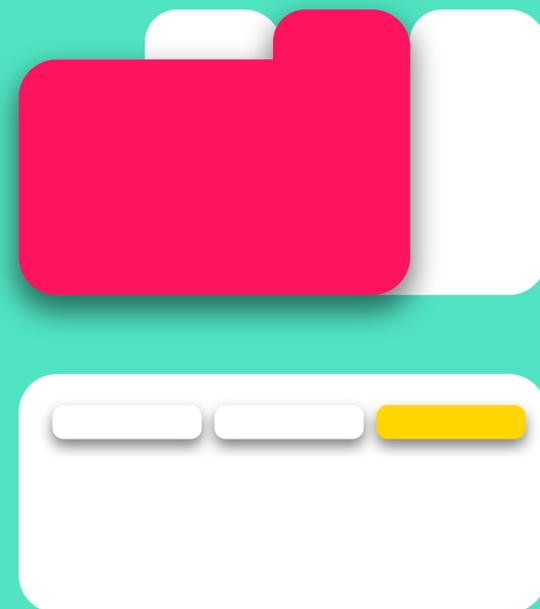
Visuals - icons / illustrations



Navigation



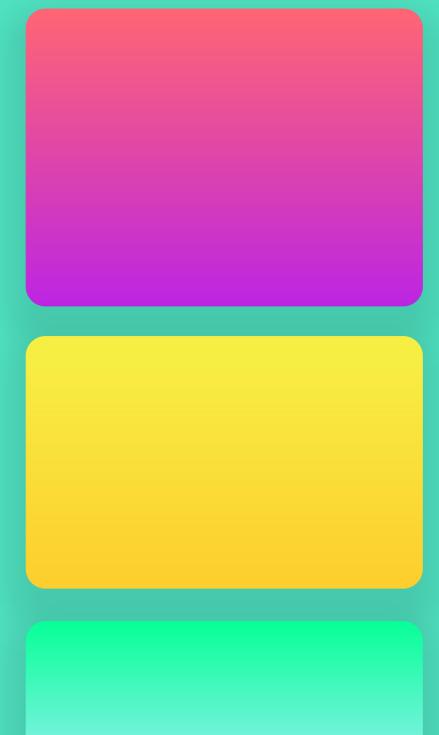
Navigation - tabs

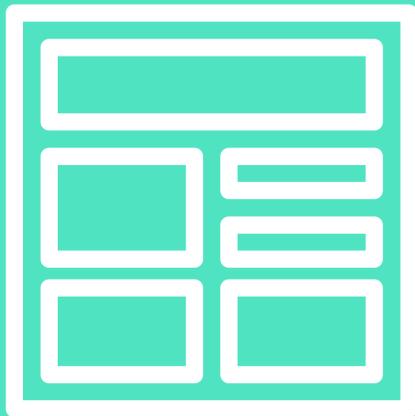


Navigation - burger menu

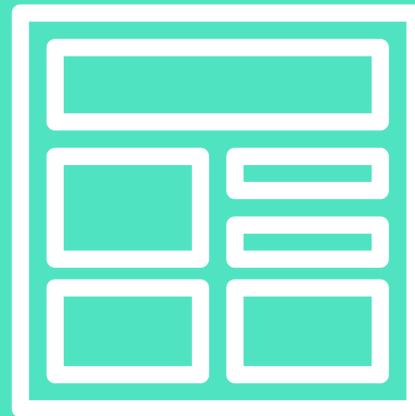


Navigation - feeds

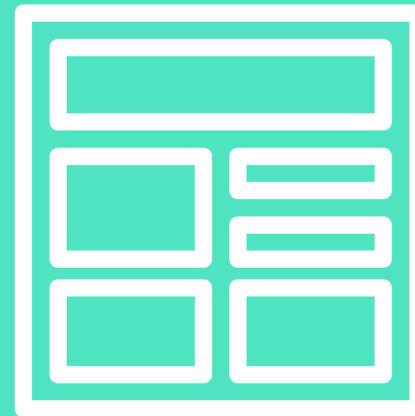




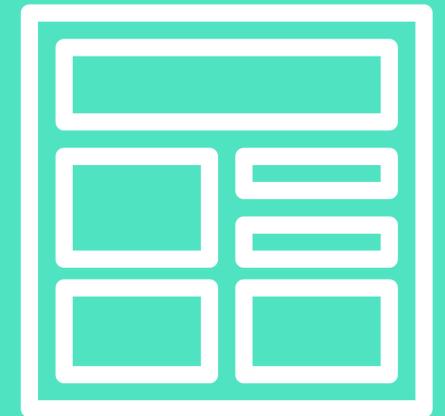
Interface



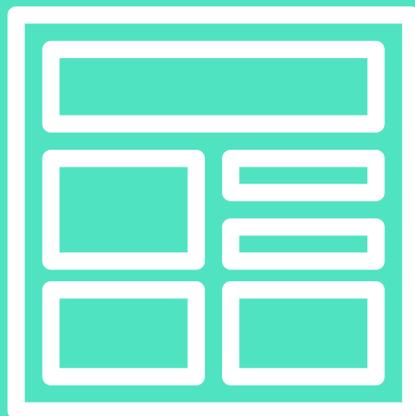
Interface



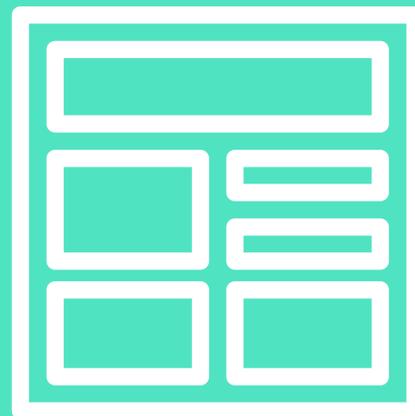
Interface



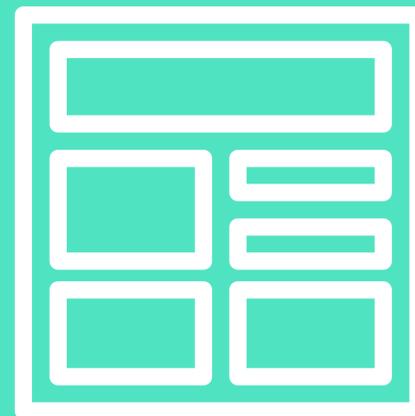
Interface



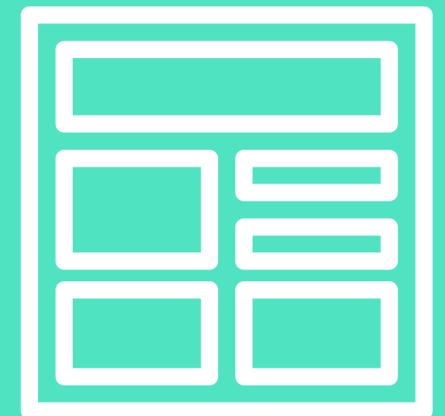
Interface



Interface

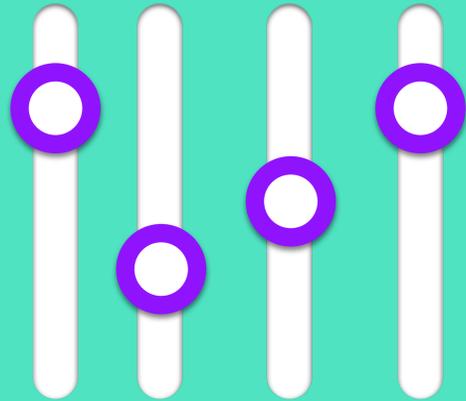


Interface

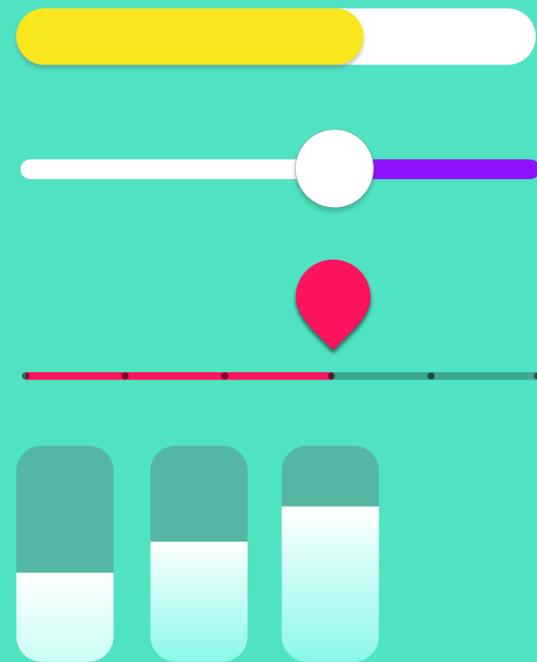


Interface

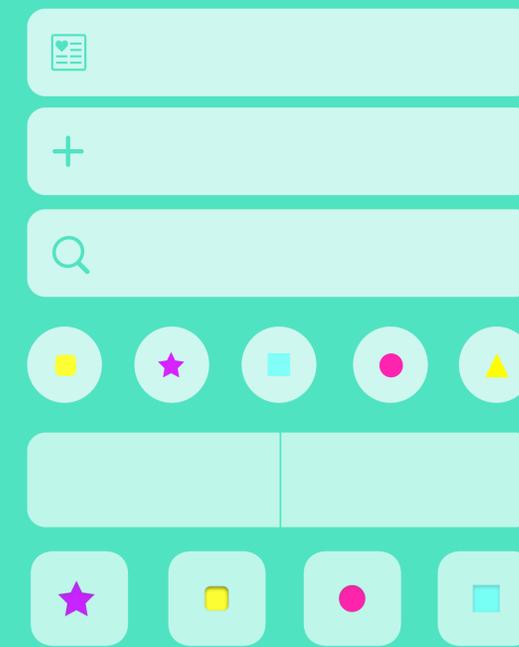
Include controls to empower the user



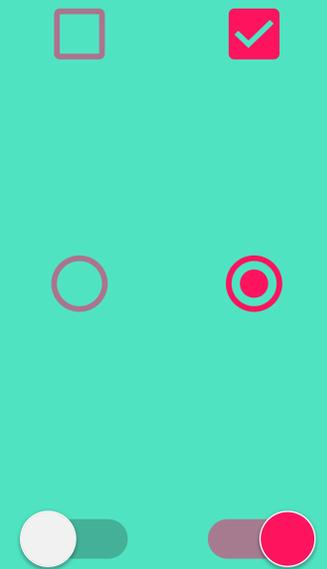
Controls - sliders



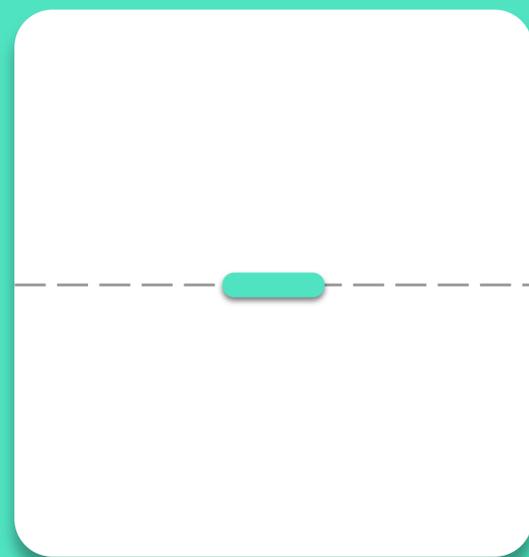
Controls - touch buttons



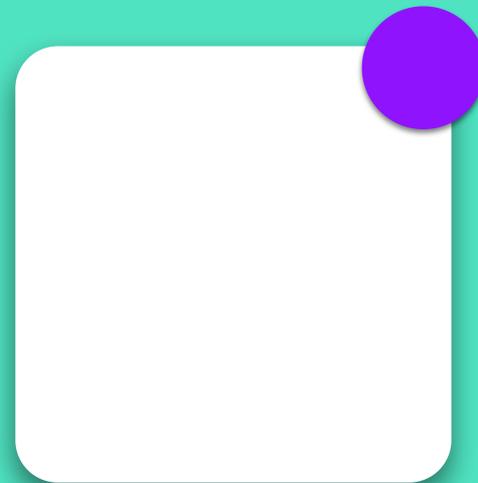
Controls - on/off switches



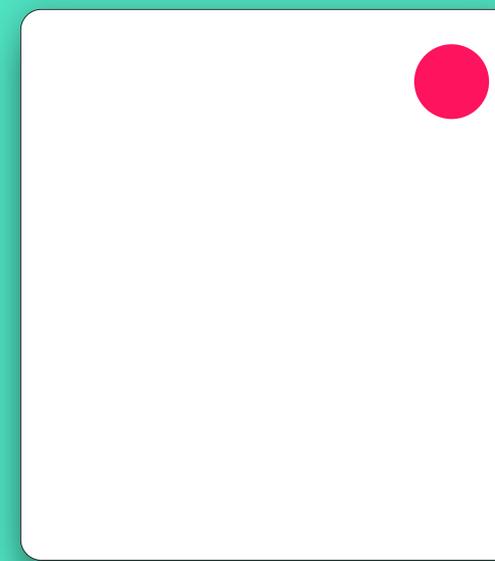
Controls - handle bars



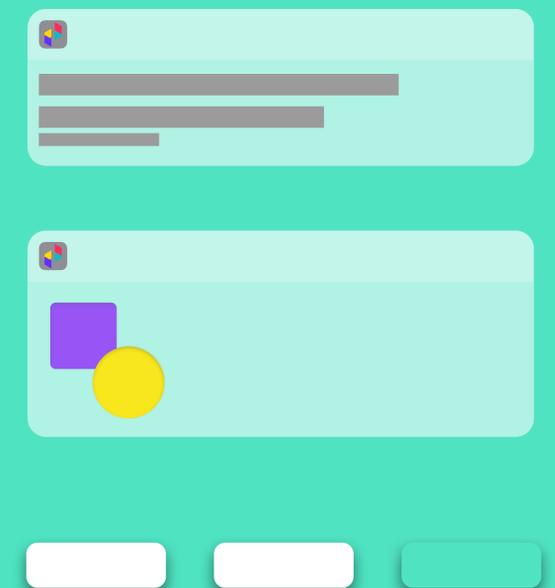
Inform the user using notifications



Notification - Pop-up box



Notification - Push

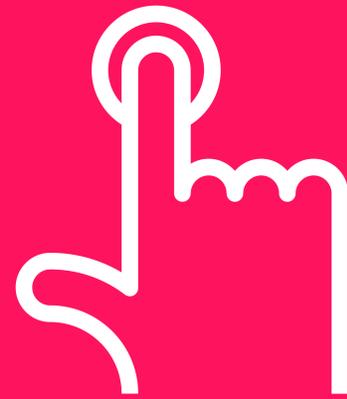




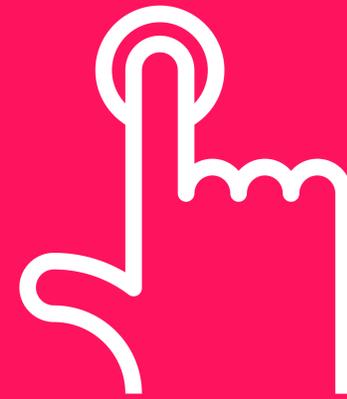
Interaction



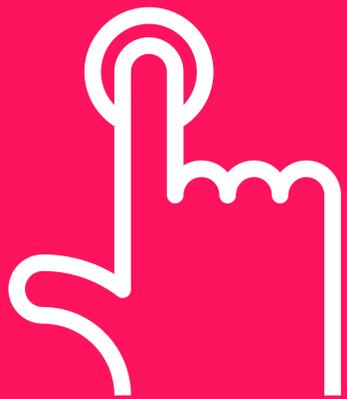
Interaction



Interaction



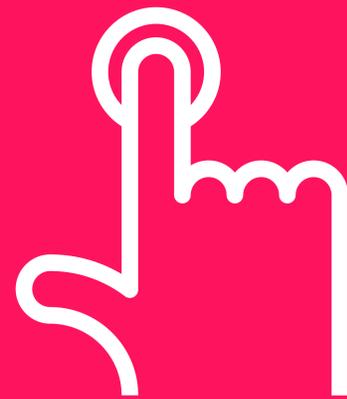
Interaction



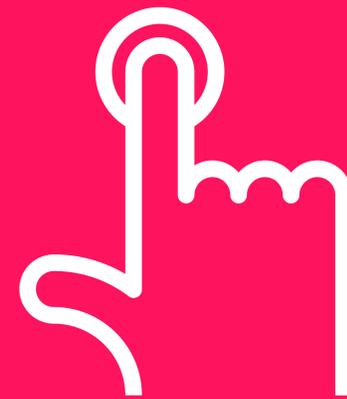
Interaction



Interaction



Interaction



Interaction

Use gesture



Gesture
- expand



Gesture
- tap



Gesture
- hard press



Gesture
- swipe



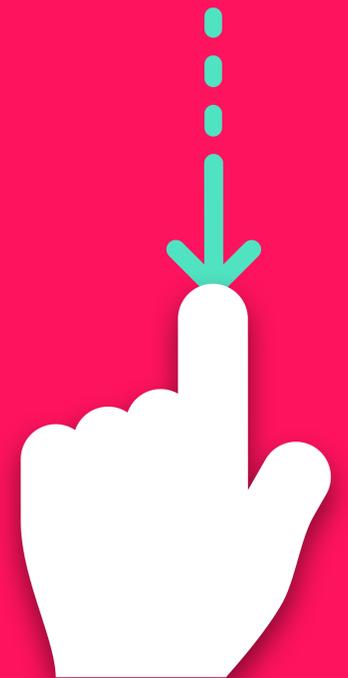
Gesture
- scroll



Gesture
- drag



Gesture
- pull





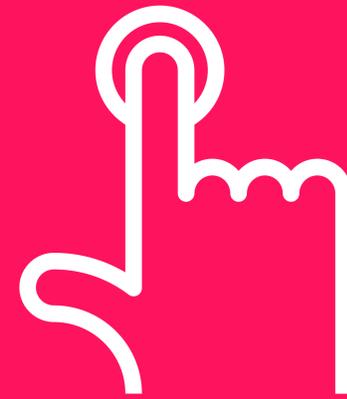
Interaction



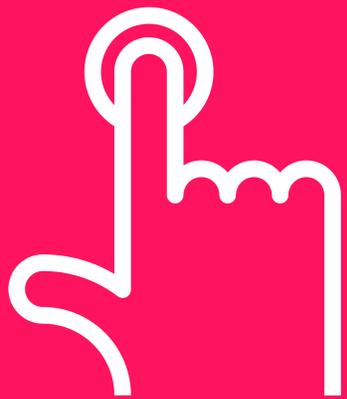
Interaction



Interaction



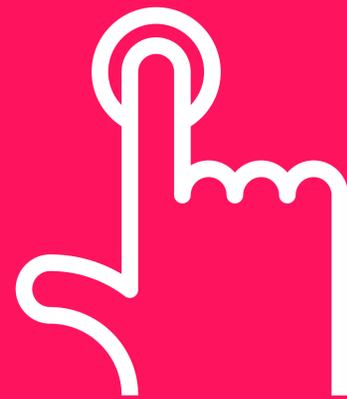
Interaction



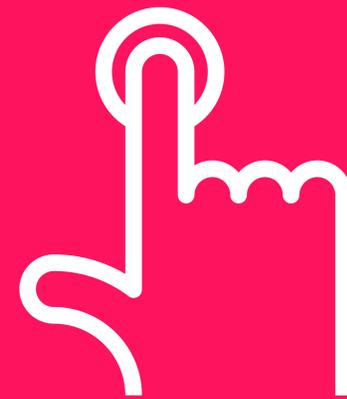
Interaction



Interaction

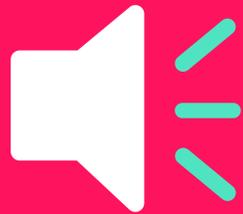


Interaction



Interaction

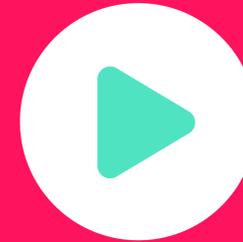
Use an **interactive element** to bring your data to life



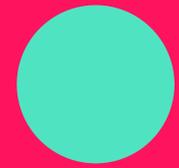
Interactive element
– **Sound**



Interactive element
– **Video**



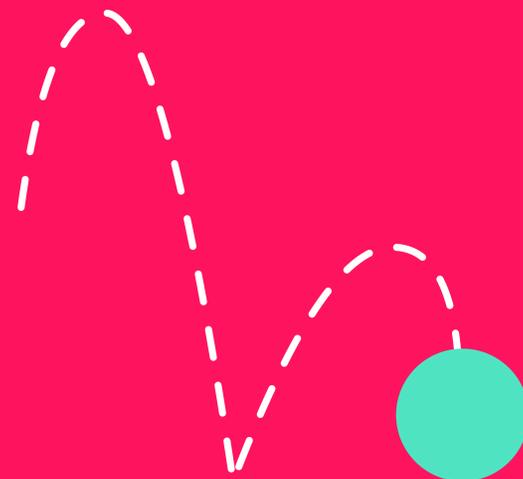
Animated element
– **Color**



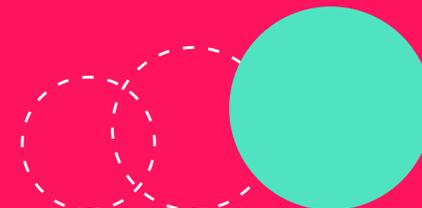
Use **animation** to enhance the experience



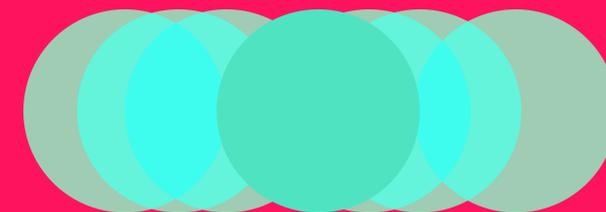
Animated element
– **Bounce**

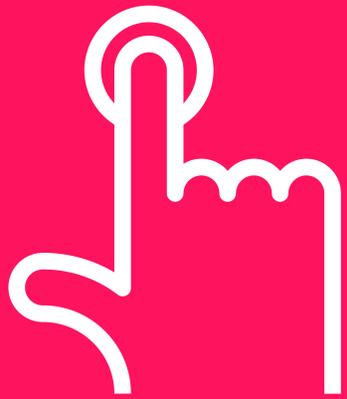


Animated element
– **Grow**



Animated element
– **Wizz**

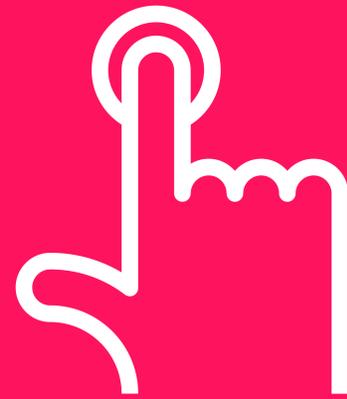




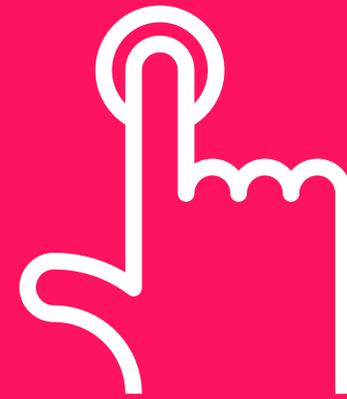
Interaction



Interaction



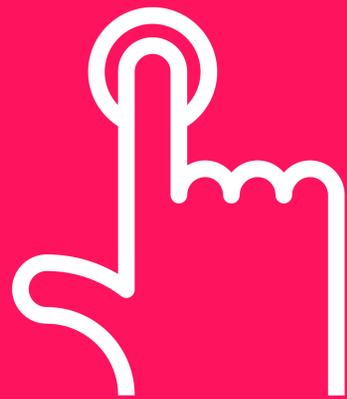
Interaction



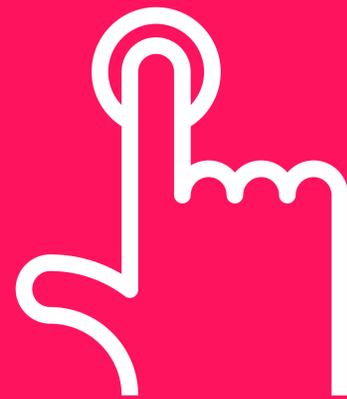
Interaction



Interaction



Interaction

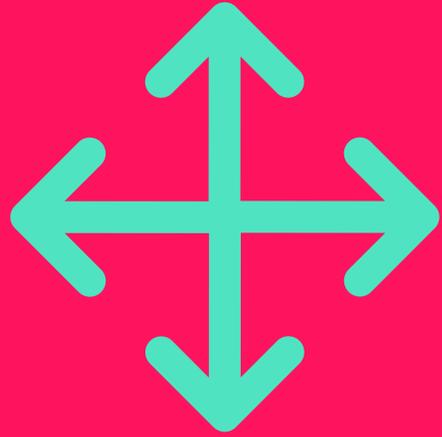


Interaction



Interaction

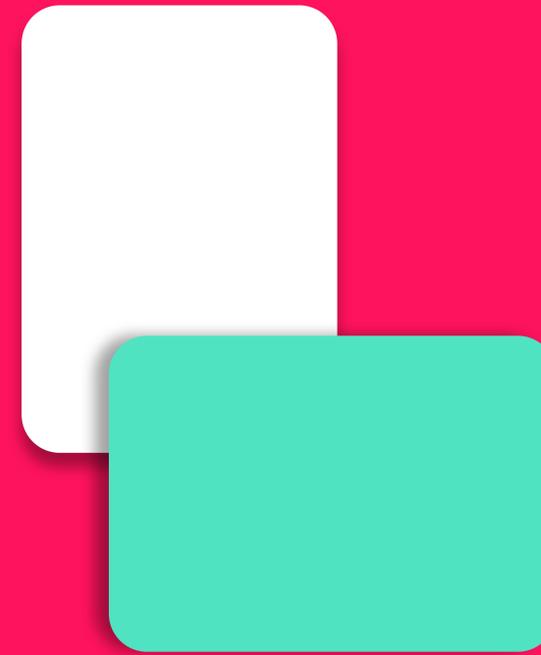
Use movement
to engage with
the user



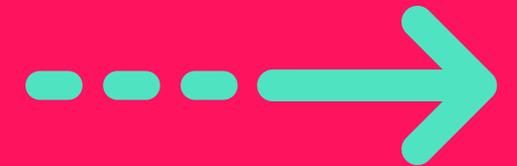
Movement
- phone



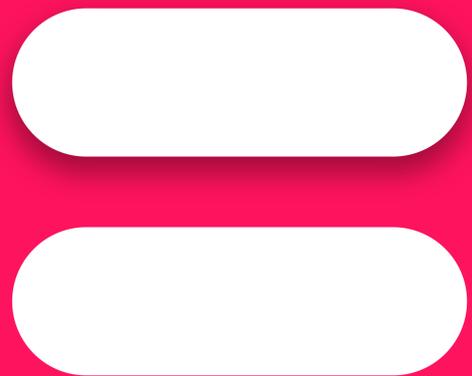
Movement
- orientation



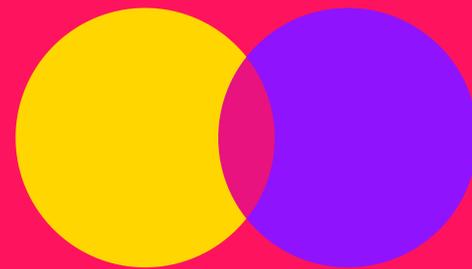
Movement
- direction



Call for action
using elements to
make decisions

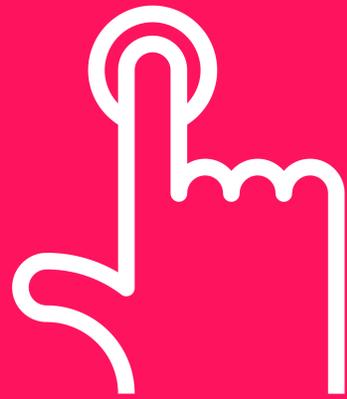


Build a
relationship
with your user

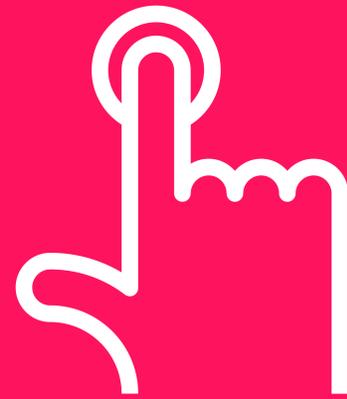




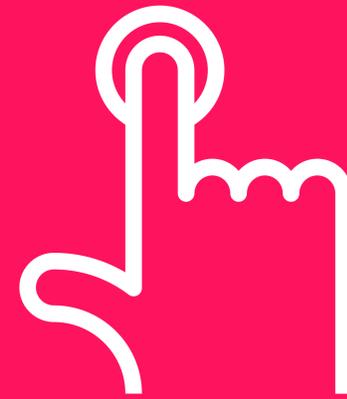
Interaction



Interaction



Interaction



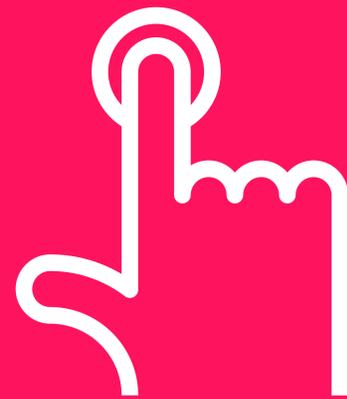
Interaction



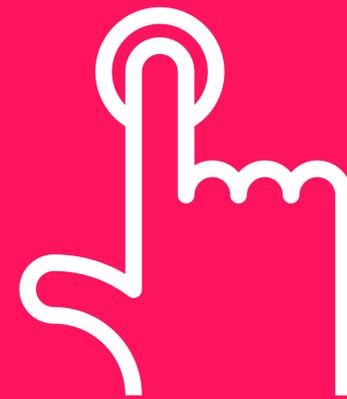
Interaction



Interaction



Interaction



Interaction

Build a narrative
to create a lively
experience



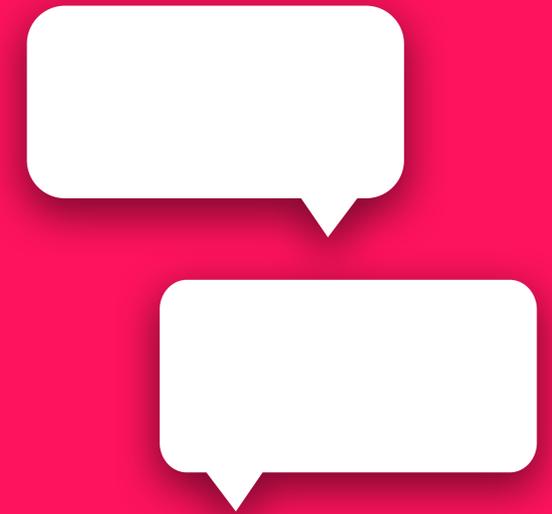
Build a narrative
- flows



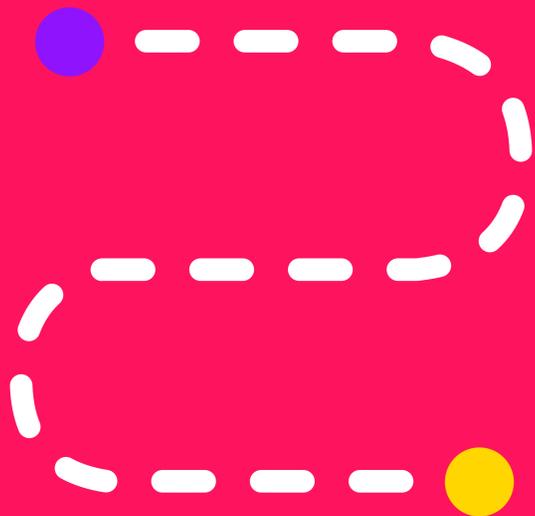
Build a narrative
- steps



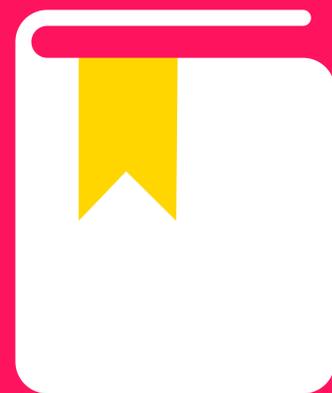
Build a narrative
- chat



Build a narrative
- path

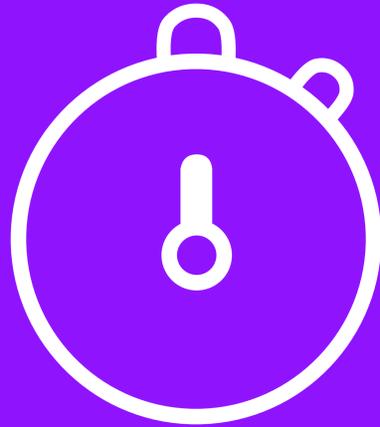


Build a narrative
- story

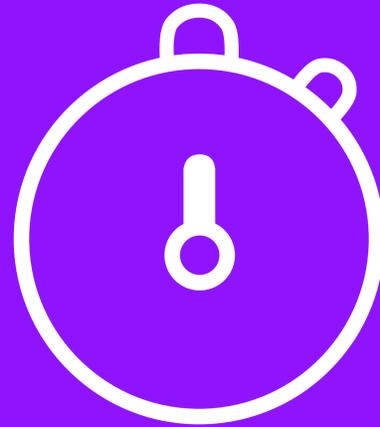




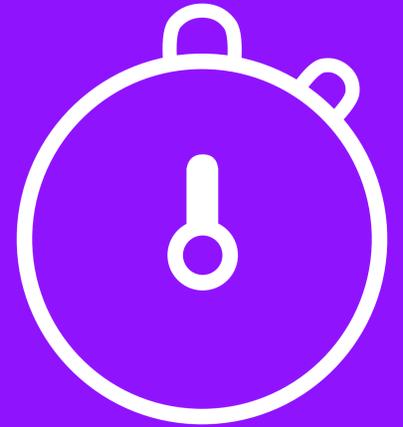
Timing



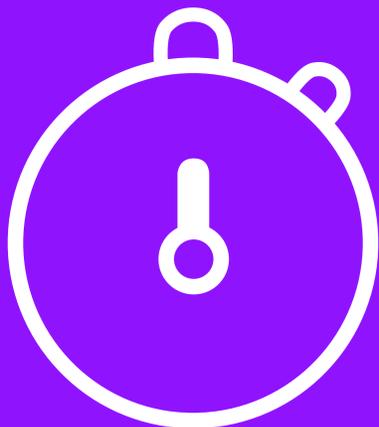
Timing



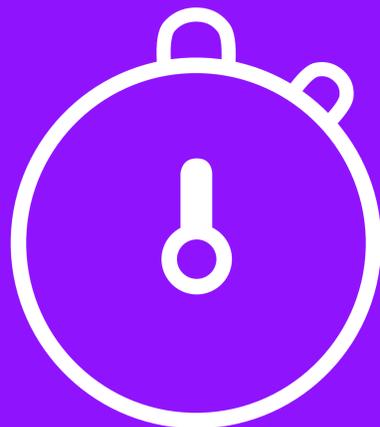
Timing



Timing



Timing



Timing



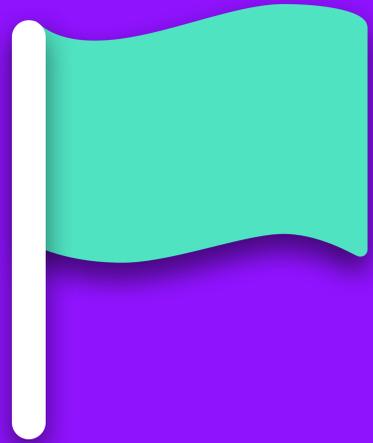
Timing



Timing

Up-front

on first time use
or on app opening



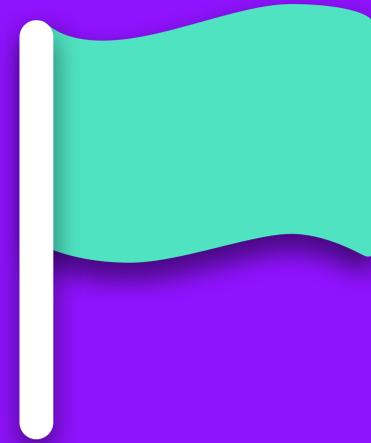
On demand

upon request
of the user



Up-front

on first time use
or on app opening



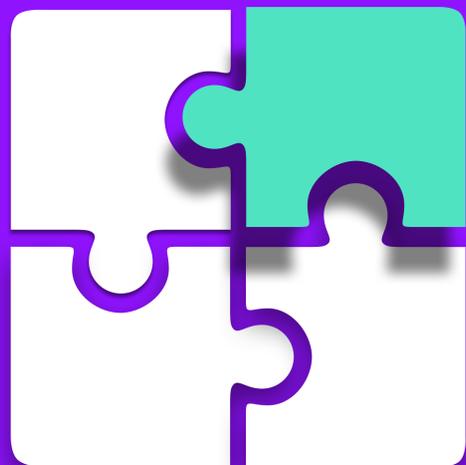
On demand

upon request
of the user



In context

of the relevant
action



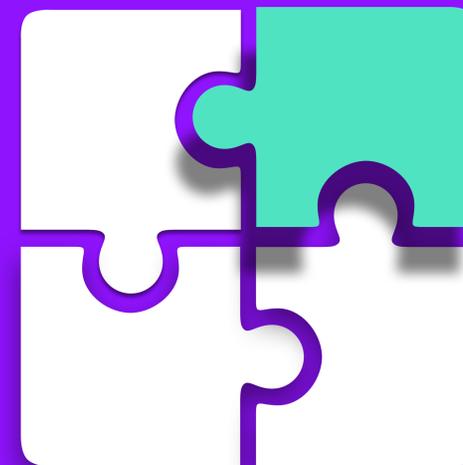
Over time

progressively meet
the objectives



In context

of the relevant
action



Over time

progressively meet
the objectives

