

Interaction and Motion



Interaction and Motion
Markus Burkardt



Portfolio

Content

Section 01: About me

/// Intro

/// Confidential Projects

Section 02: Projects

/// SoundCircles

/// Nokia Maps

Section 03: Miscellaneous

/// Concept Development

/// UX/ UI

Section 04: Interests

/// Data Visualisation

/// Interaction and Motion

Section 01: About me

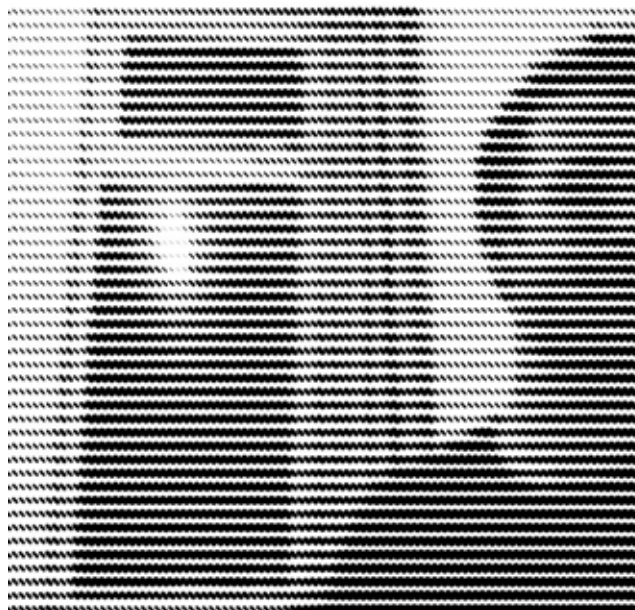
Intro



My name is Markus Burkardt, I am a digital designer with focus on interaction and motion, currently working and living in Berlin.

My work is influenced by an interdisciplinary background combining design and science with solid industry experience. Find out more about me on my blog:

<http://preview.markusburkardt.de>



"Markus consistently demonstrated a strong work ethic and a dedication to success. He is very methodical, and focused on delivering the best user experience possible. The enthusiasm and energy he puts in getting things done is exceptional and admirable."

(Piotr Kuczynski on LinkedIn,

Senior Manager at HERE/ Nokia)

Section 01: About me

Confidential Projects

The challenge of my portfolio: Most of the things I work on or have worked on I can't mention or show in detail. However I hope you can gain an insight in my work.



VODAFONE

Contributed to a team of freelancers which was responsible for defining a mobile photo and music application, in collaboration with Samsung.



INTERONE WORLDWIDE

I started as an intern and continued as a freelancer under the guidance of Eva Meffert for Interone. The project was shortlisted for a few awards.



PLANETACTIVE

A few short term projects in advertising for Ogilvy One (formerly known as Planetactive)



FJORD IN BERLIN

With Fjord I have been working mostly for Nokia where I later became a permanent employee.



CONRUHR NEW YORK

Conducted a workshop in New York City with the ConRuhr staff. Then I developed an optimisation concept for the ConRuhr office web application.



DIGITAS FRANCE IN PARIS

With Digitas I had the chance to work on-site in Paris for the global Nissan website.



Section 02: Projects

SoundCircles and Nokia



Section 02: Projects

Interactive Visualisation - Multisensory Experiences with the Digital-Self

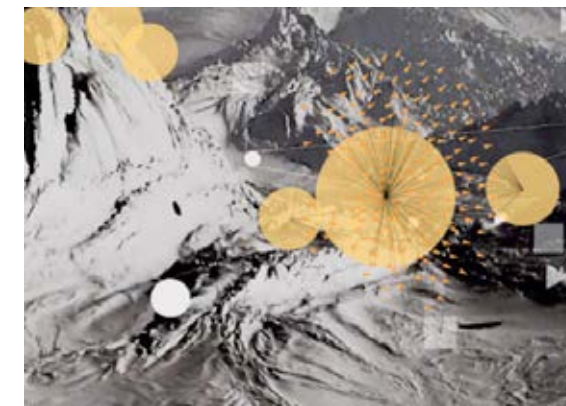
We often publish information in a careless way since we don't see the connection between our activities and the data we produce. How can we get back in touch with our digital-self and re-establish the connection between us and these big abstract data.



Inspired by swarming behaviours...



...I prototyped an application



...which loads data about me from the web.



The data get clustered similar to tag clouds and ...you can associate them with sound and colour to express emotions.



You can save those emotions and whenever you produce similar data, this soundcircle interacts with your ambient environment.



It reminds you e.g. that writing a review on Qype felt high-pitch pink the last time. Thinking of your feelings towards your data shall invite you to act mindfully in digital environments.

HERE. Maps for Life.

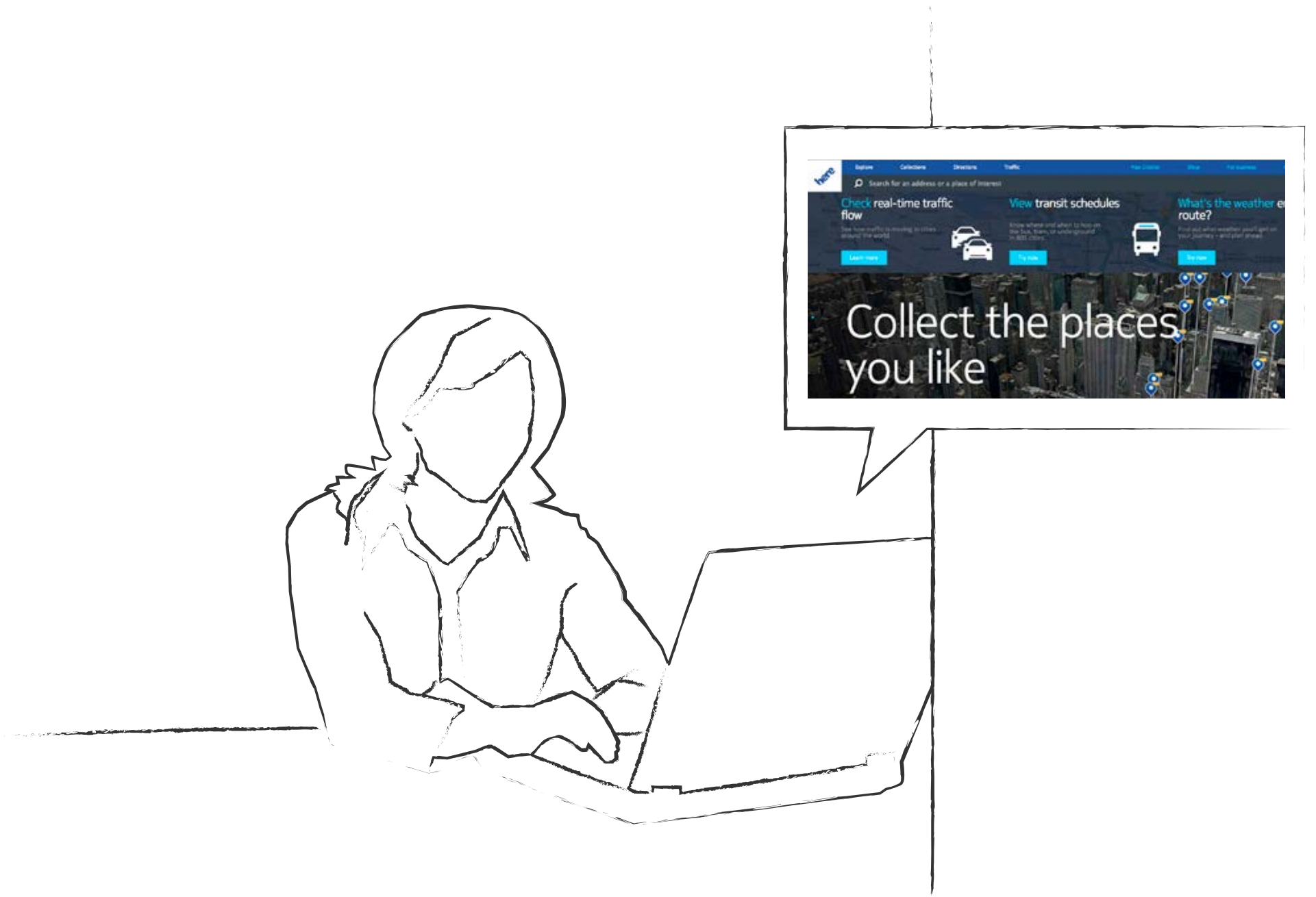
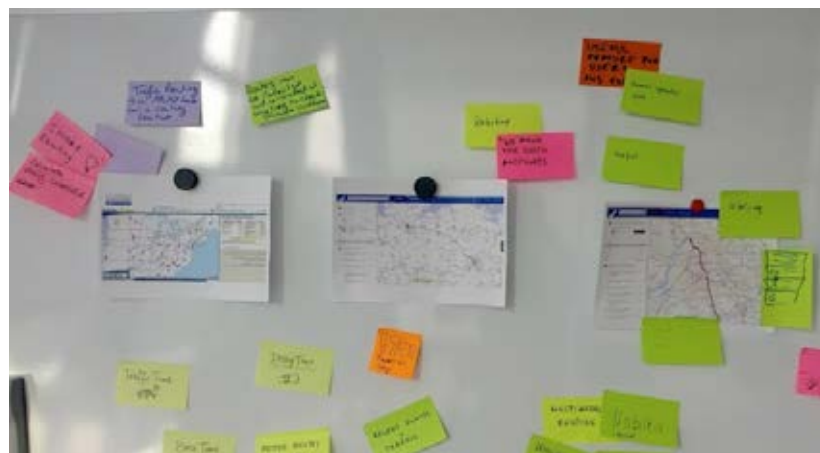
About HERE

HERE, a Nokia company, is a global leader in the mapping and location intelligence business. Rooted in almost three decades of experience in cartography, our vision is simple: offer the world's best maps and location experiences across multiple screens and operating systems. We want to help people navigate their lives with ease and

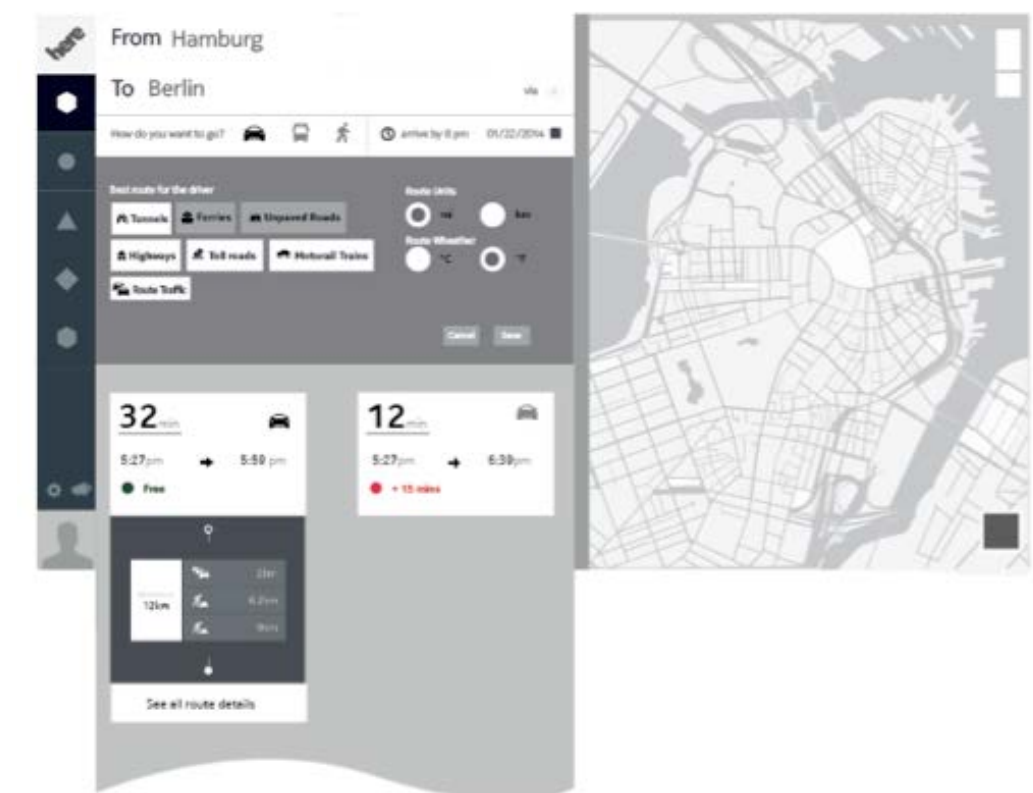
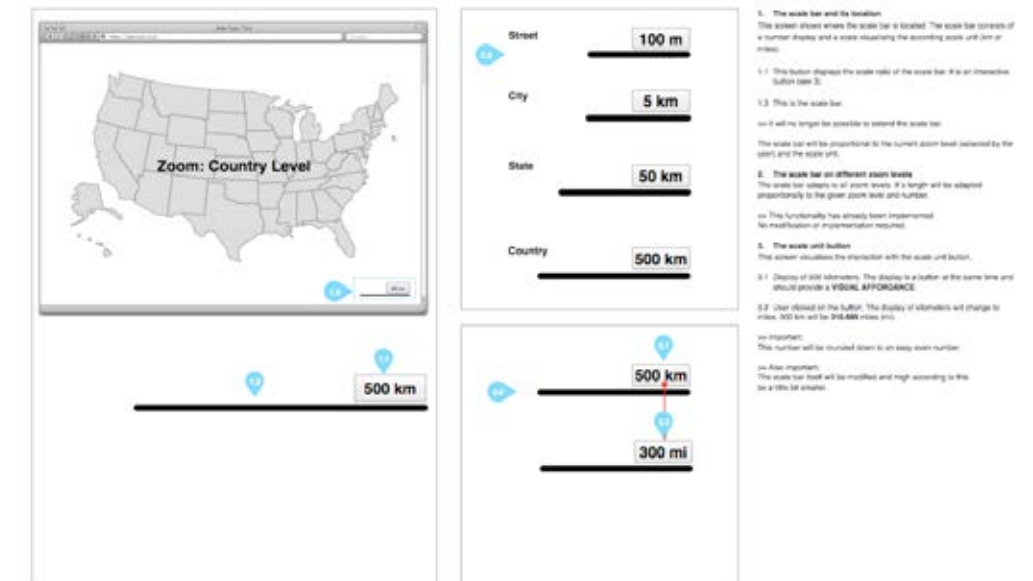
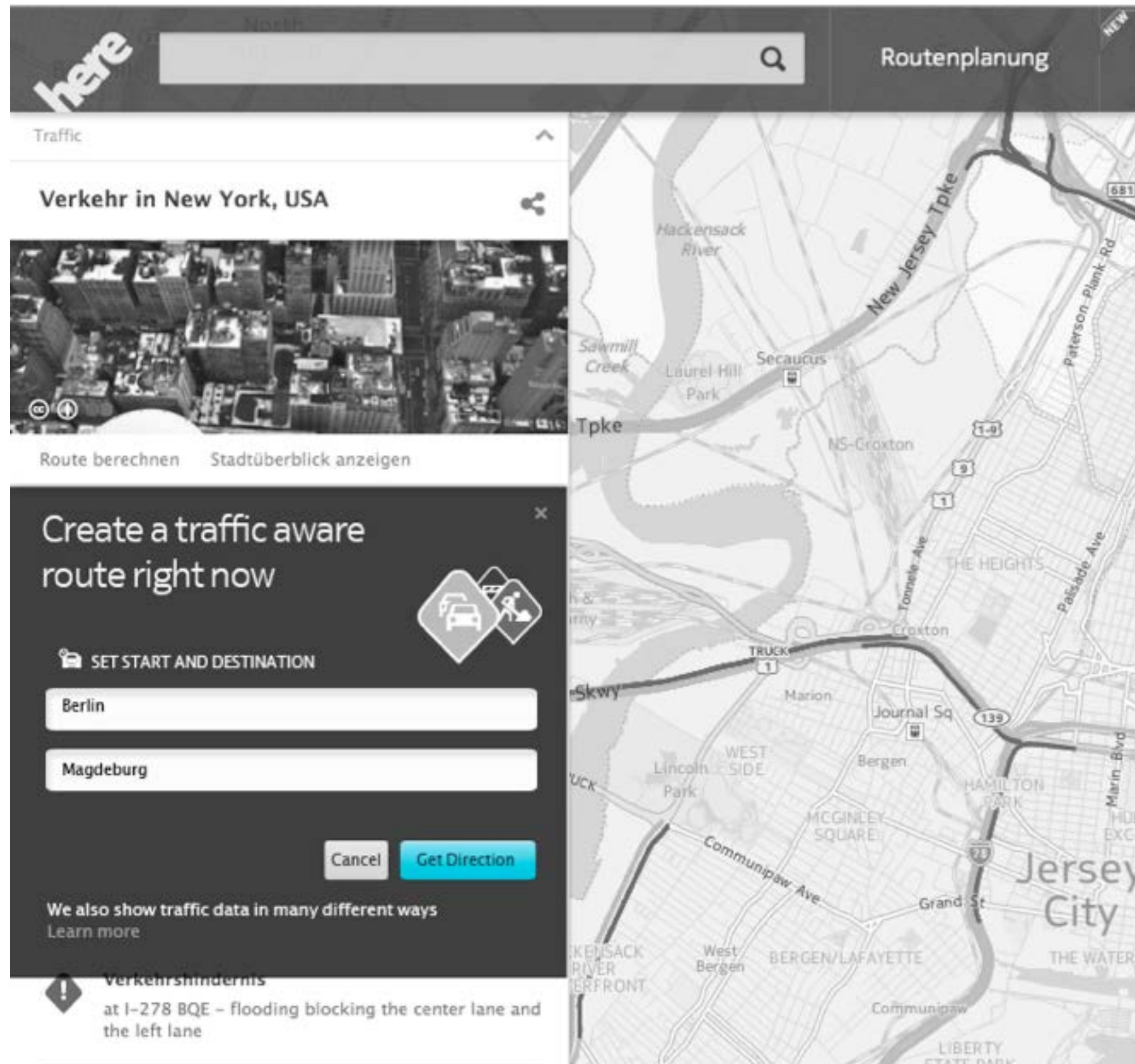


Section 02: Projects

Re-thinking Nokia Maps

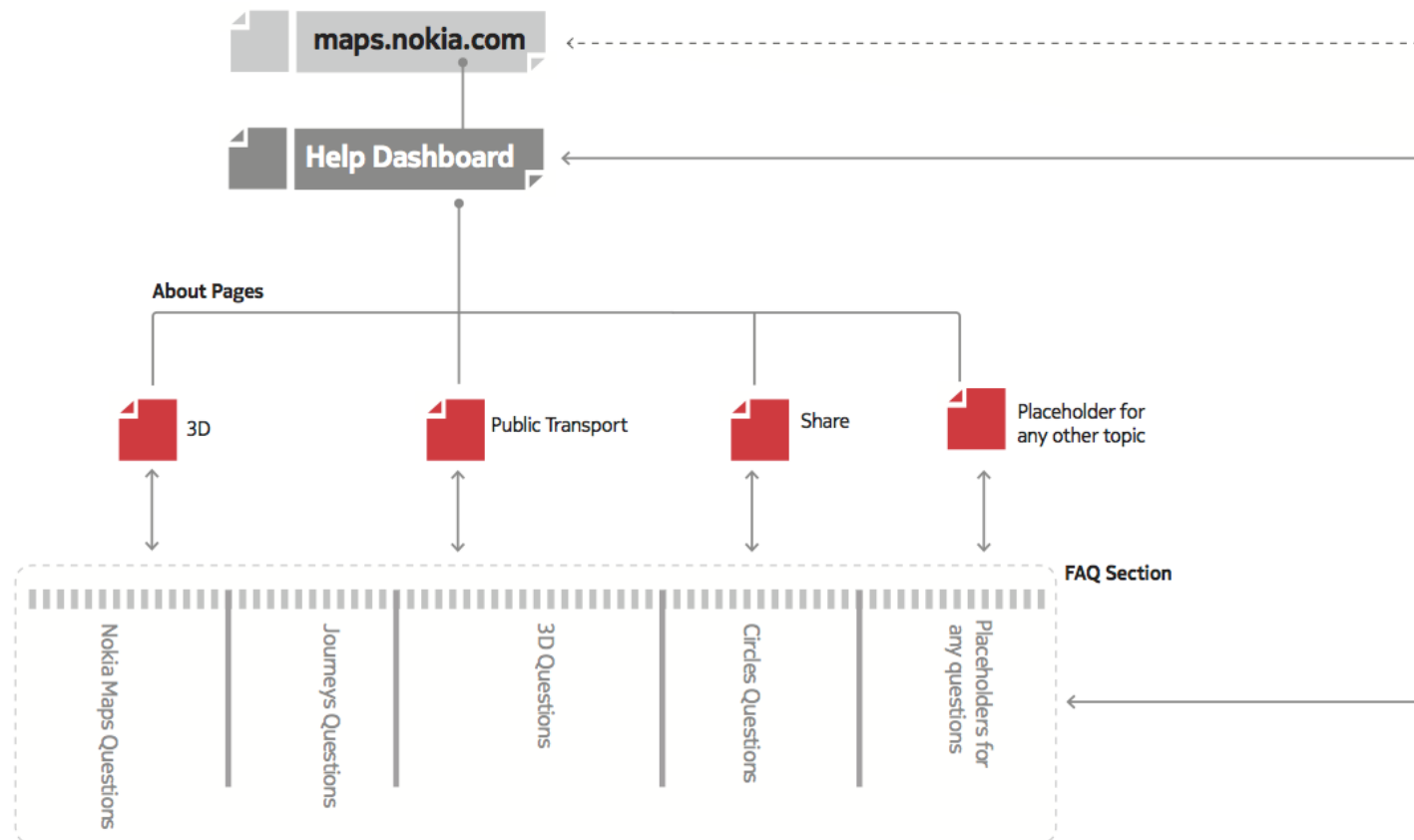


Conceptualizing Data-Based Interfaces: Nokia Maps



Section 02: Projects

Structuring Nokia Maps



3. Interaction Paradigms

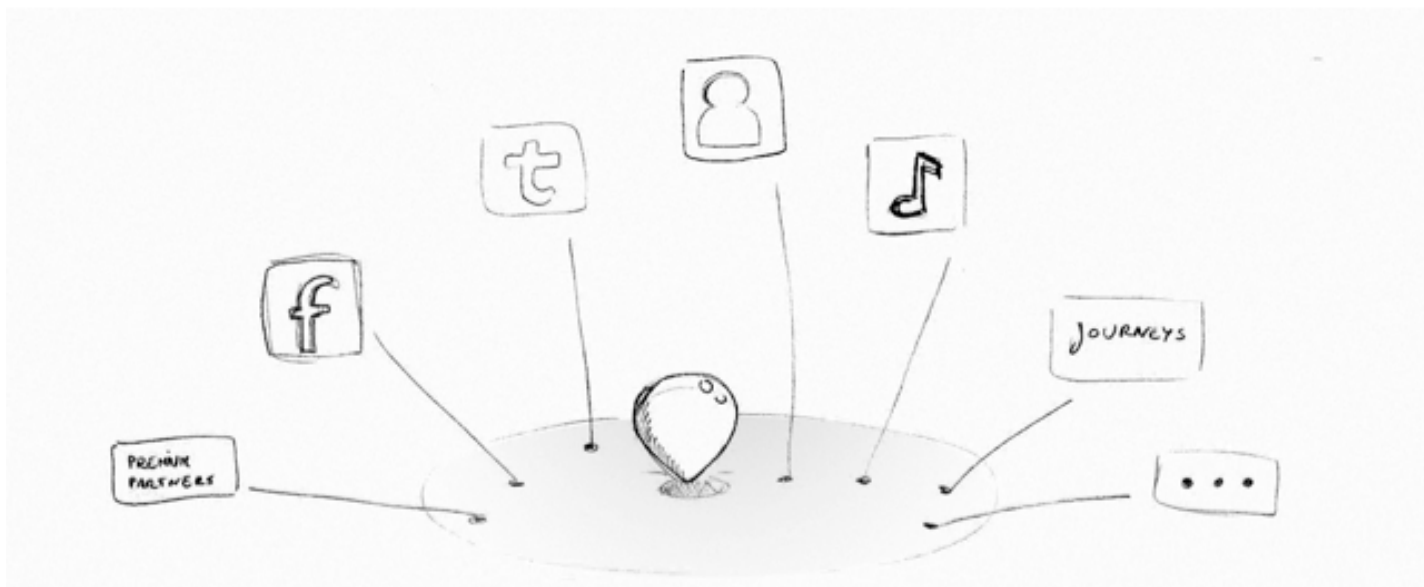
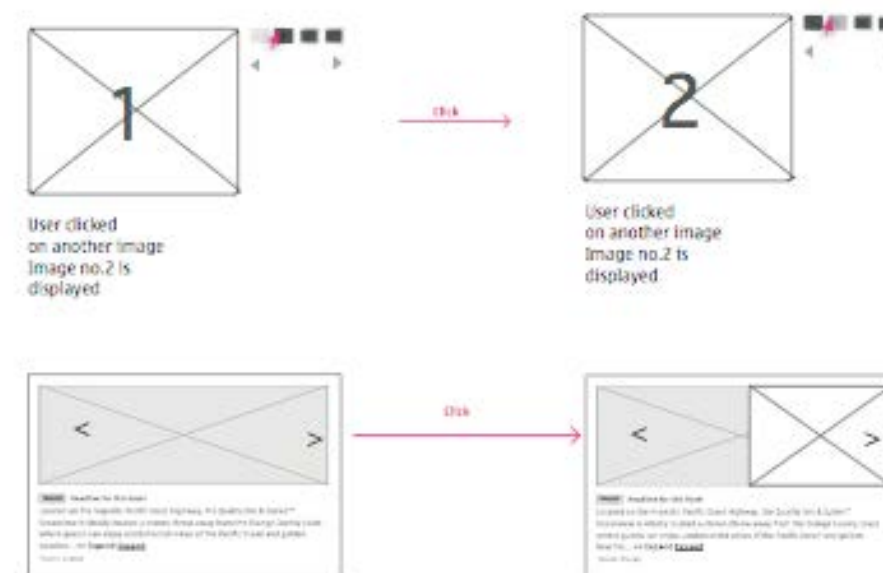
Description

This interaction paradigm shall offer a flexible display of information to the user : Overview first, zoom in, details on demand

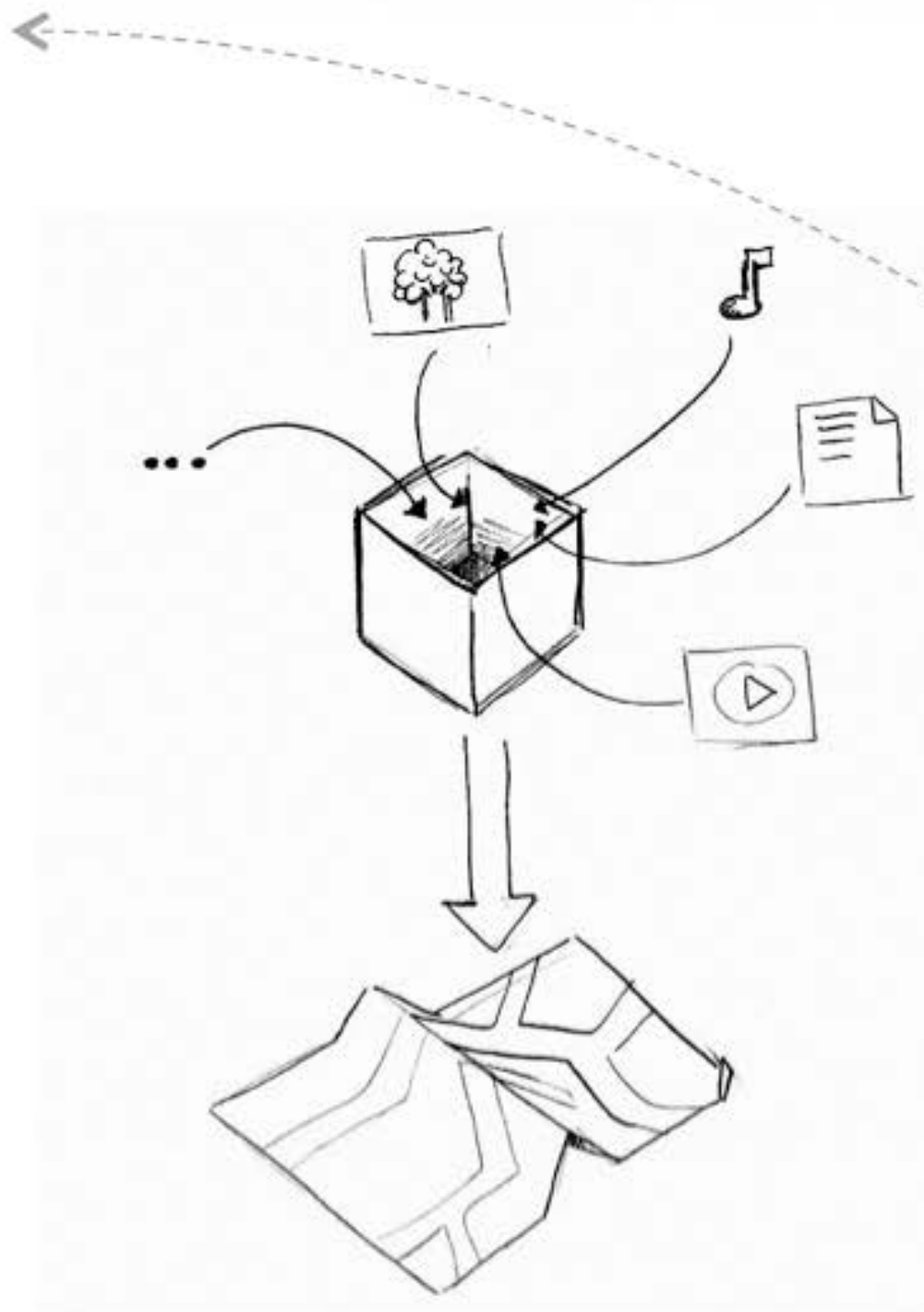


Description

Options to browse through a gallery

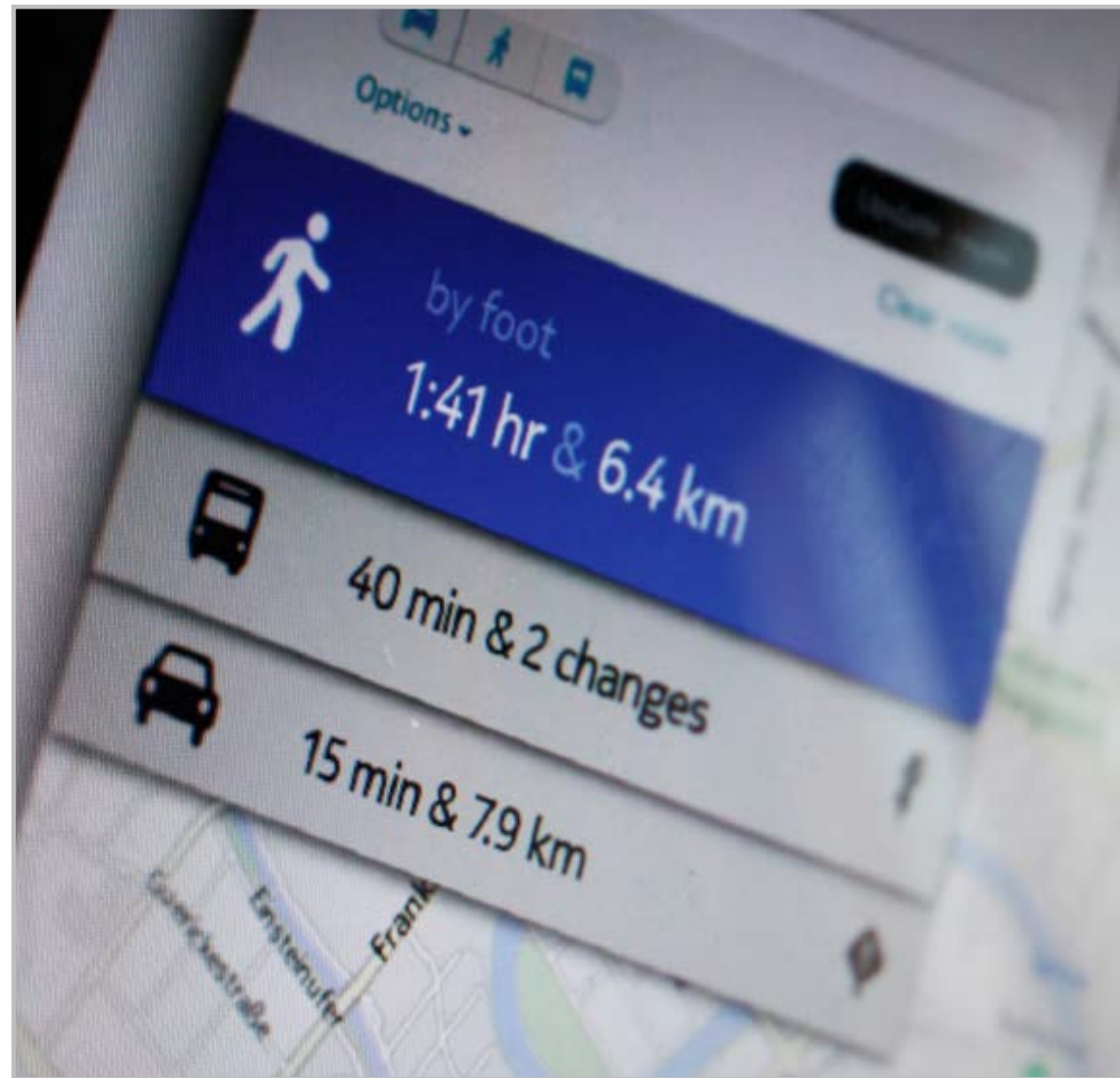
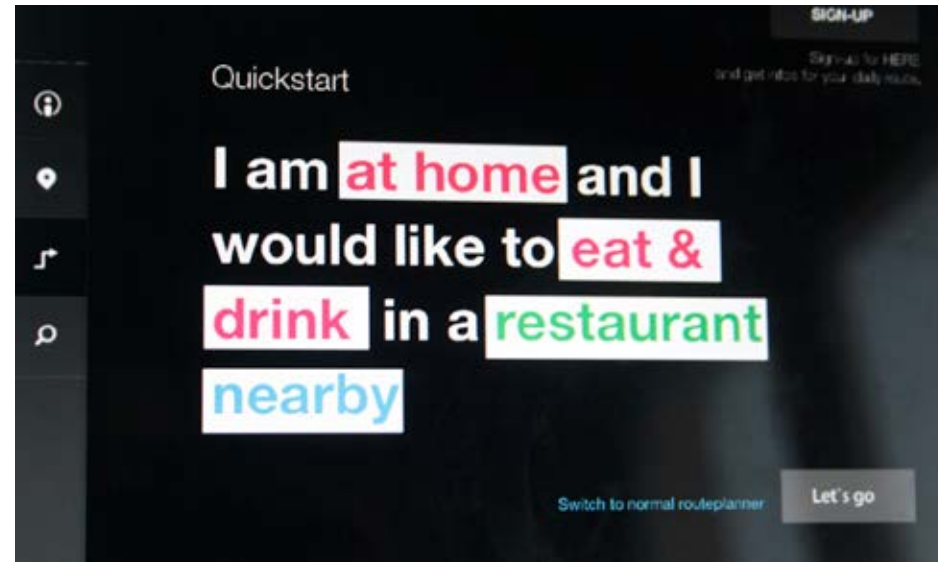
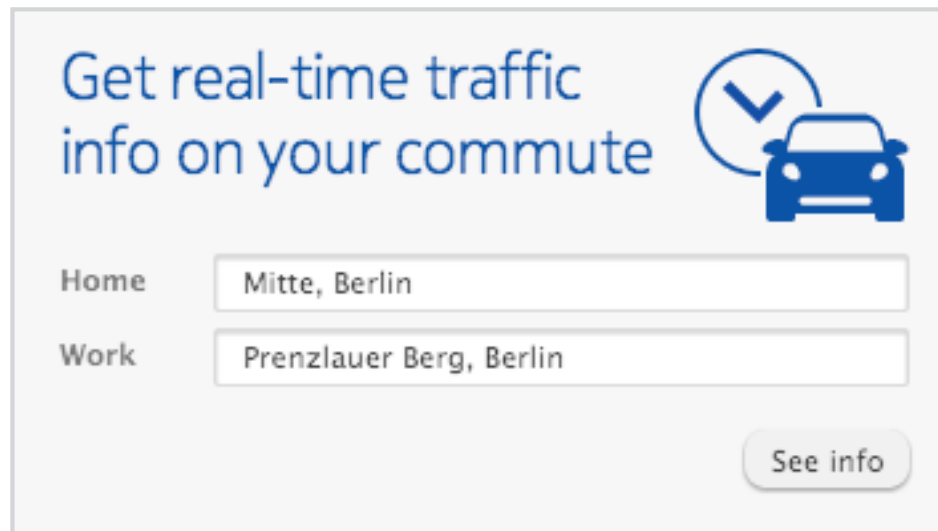


Peter is supporting Leeza while she is doing her trip (alone or with her little child)
He adds information and destinations to her route (shopping, travelling)



Section 02: Projects

Re-thinking Route Planning

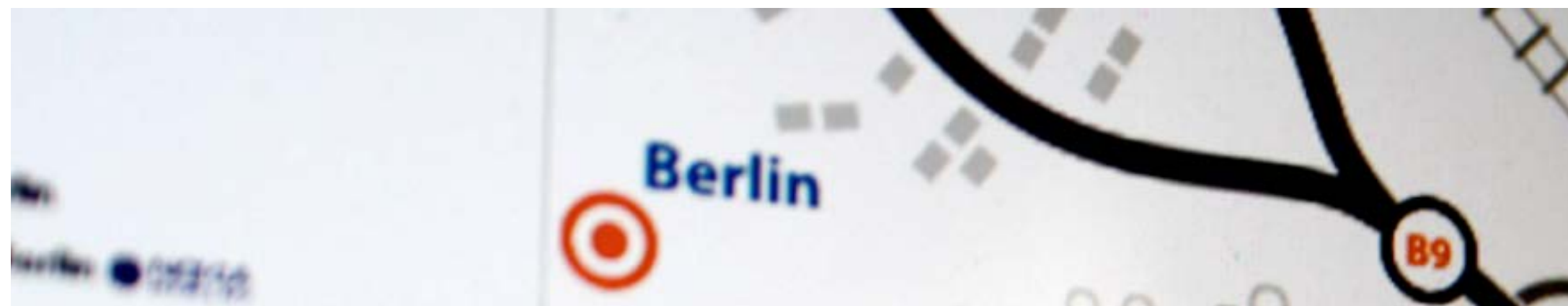


Concept

Motion Prototypes

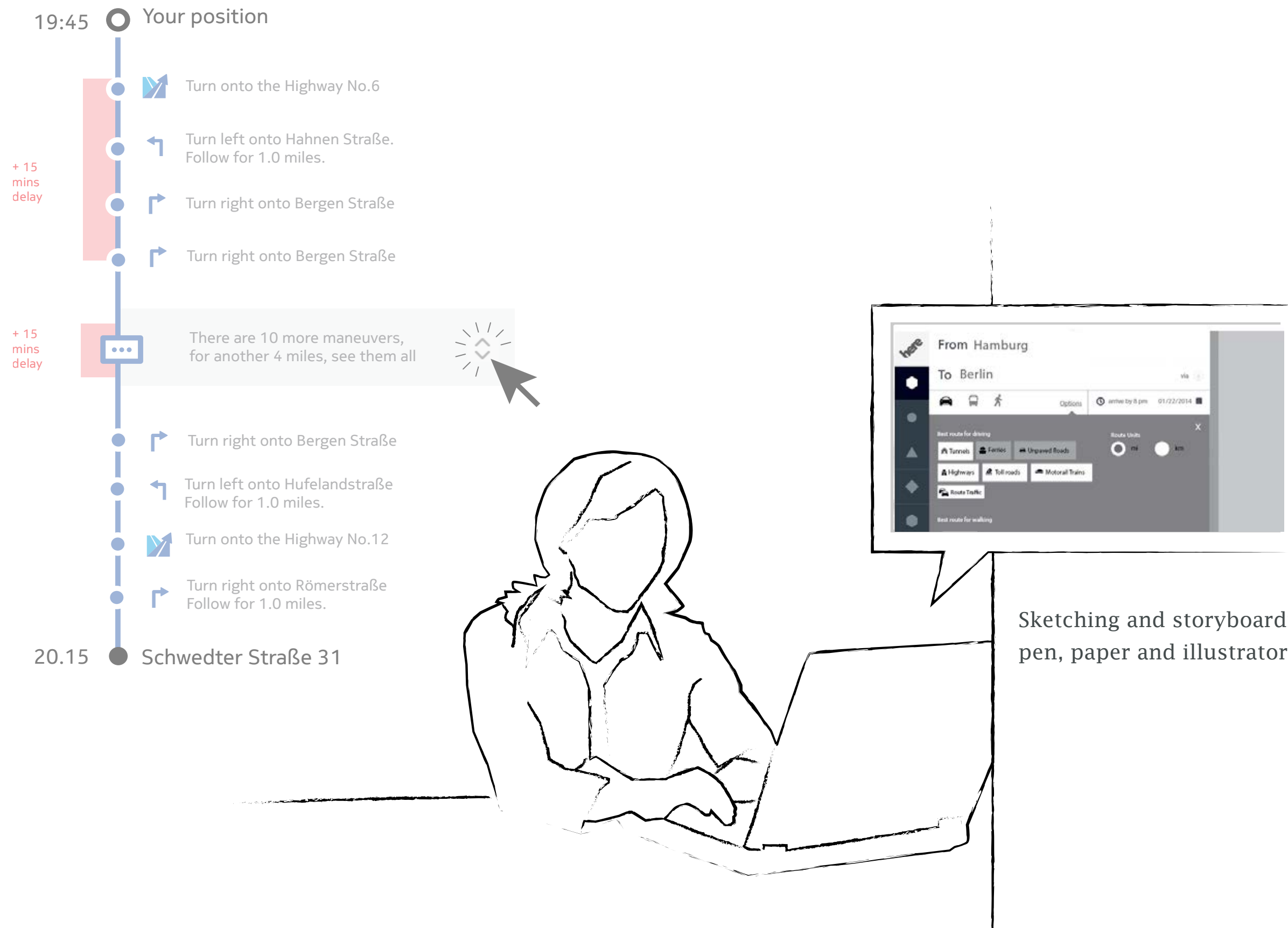
Flow and Information Architecture

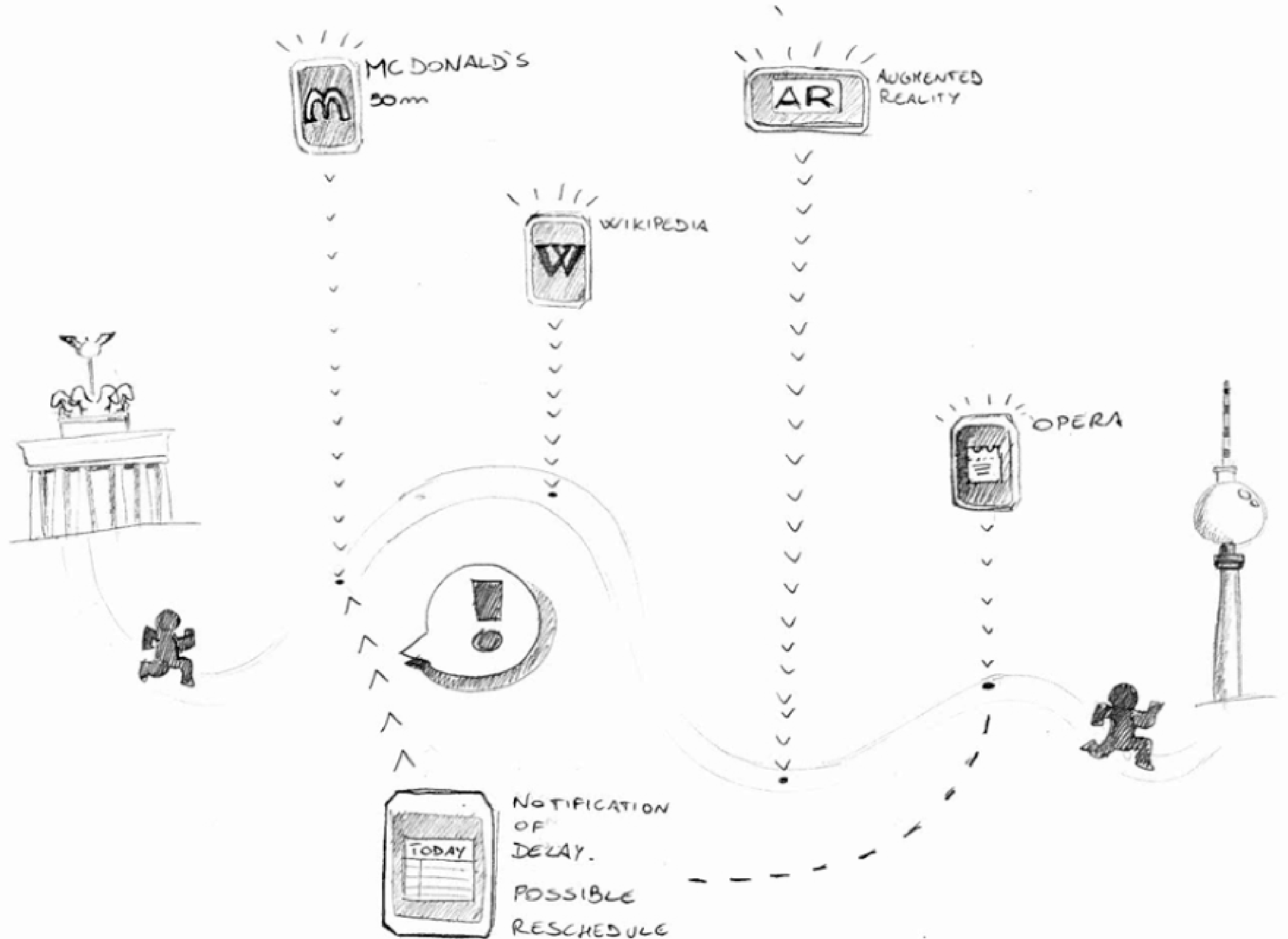
User Testings



Section 02: Projects

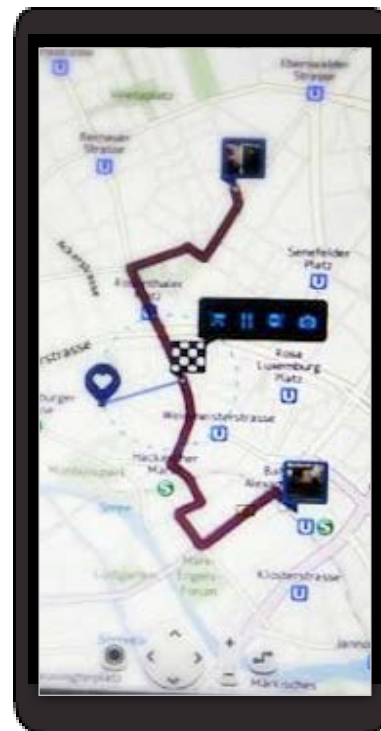
Data Interaction in the Context of a Route



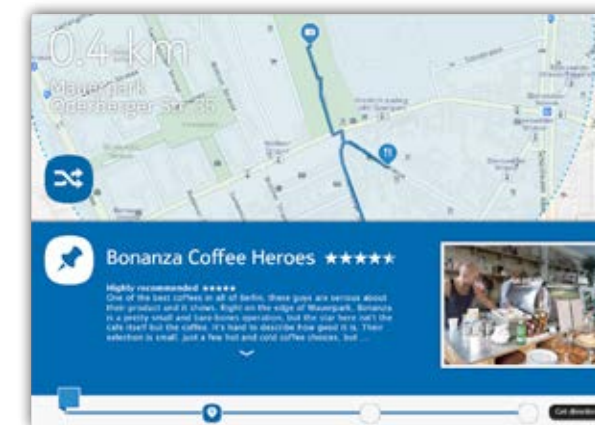
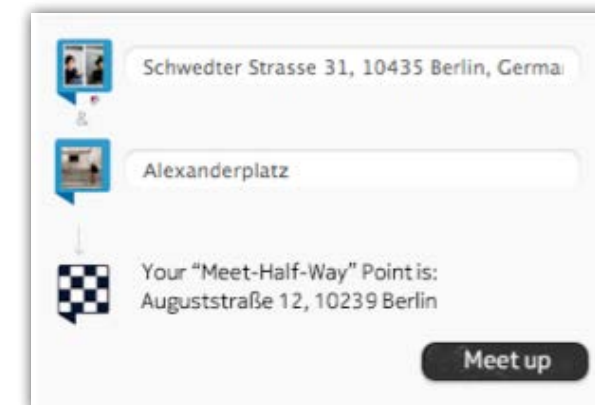


Section 02: Projects

Serendipity: Meet Me Halfway



Meet in the middle and be surprised: A way to re-discover a city based on personal interests.



Sketching, Storyboarding and UI Design.

Interest



EN

Maps 3D

Features

Cities



- Rome
- New York
- Chicago
- Boston
- Vienna

See all cities

Cape Town

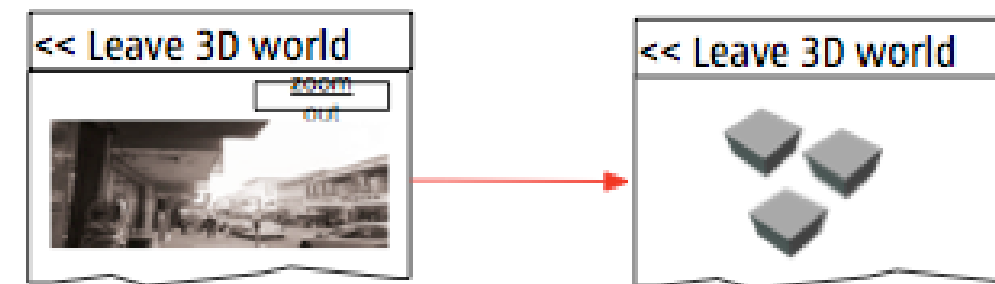


Feedback



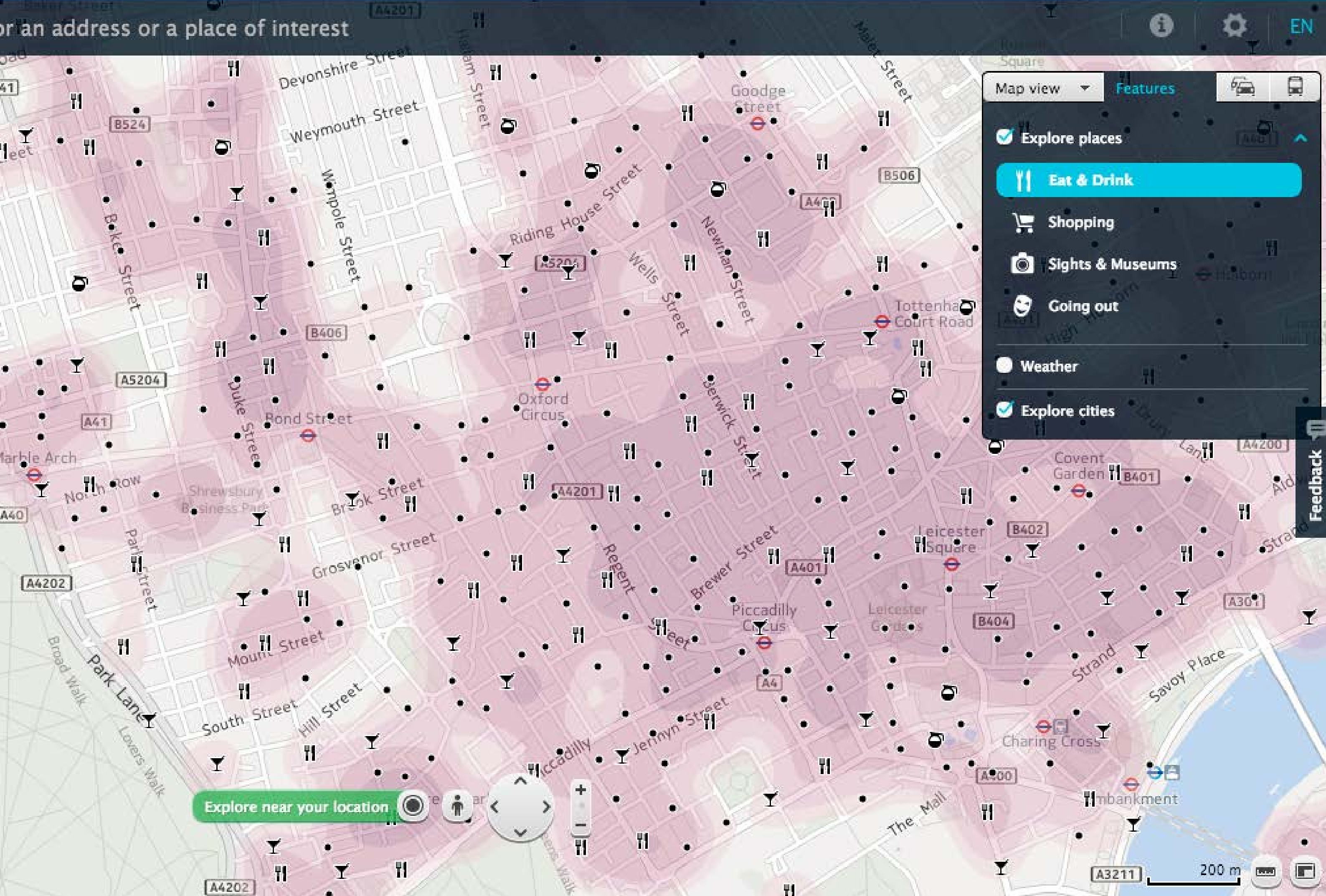
Section 02: Projects

Discover the World from Home



Concept and Interaction Design
for Nokia`s 3D Maps to full-fill
the users need to explore the
world from home





or an address or a place of interest

Map view ▾ Features

☒ Explore places

☒ Eat & Drink

☐ Shopping

☐ Sights & Museums

☐ Going out

☐ Weather

☒ Explore cities

Explore near your location



Feedback

200 m

Section 02: Projects

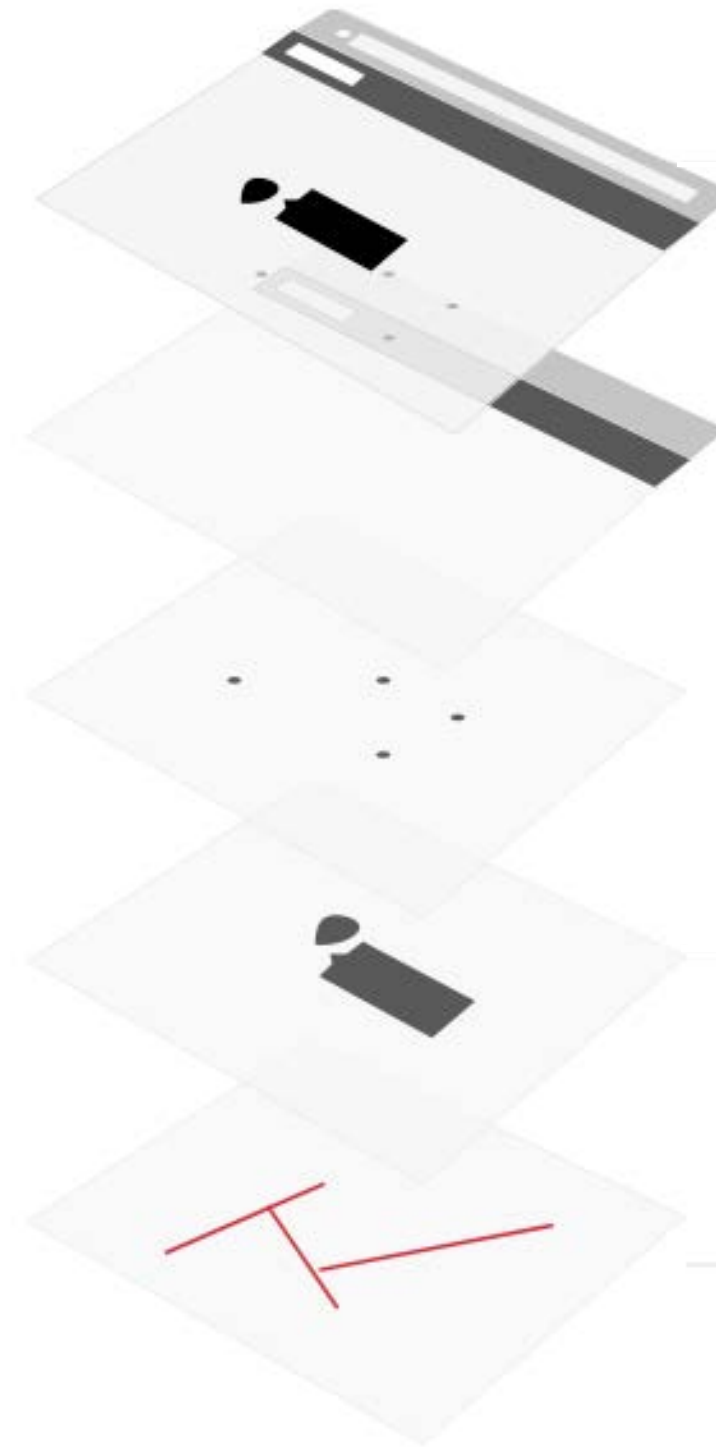
Showing the User only relevant Data

I worked out an interaction concept for a big data project on here.com

	1-9	10-14	15, 16-18	19-20
Global View	100	x	x	x
Heatmap	x	100	20%	x
Hotspots	x	x	30%-40%	70
Hotdots	x	x	40%-50%	70

	1-9	10-14	15-18	19-20
Global View	100	70	20%	20%
Heatmap	x	100	70	10%
Hotspots	x	10%	30%	60%
Hotdots	x	10%	40%	20%

	1-9	10-14	15-18	19-20
Global View	100	70	20%	20%
Heatmap	x	100	70	10%
Hotspots	x	10%	30%	60%
Hotdots	x	30%	40%	20%





Section 03

Miscellaneous

Some out of the box projects, some microsites, some research, some thoughts

Section 03: Miscellaneous

Concept Development - Competitor Analysis

Comparing competitors along certain criteria to make informed design decisions and valuable learnings.

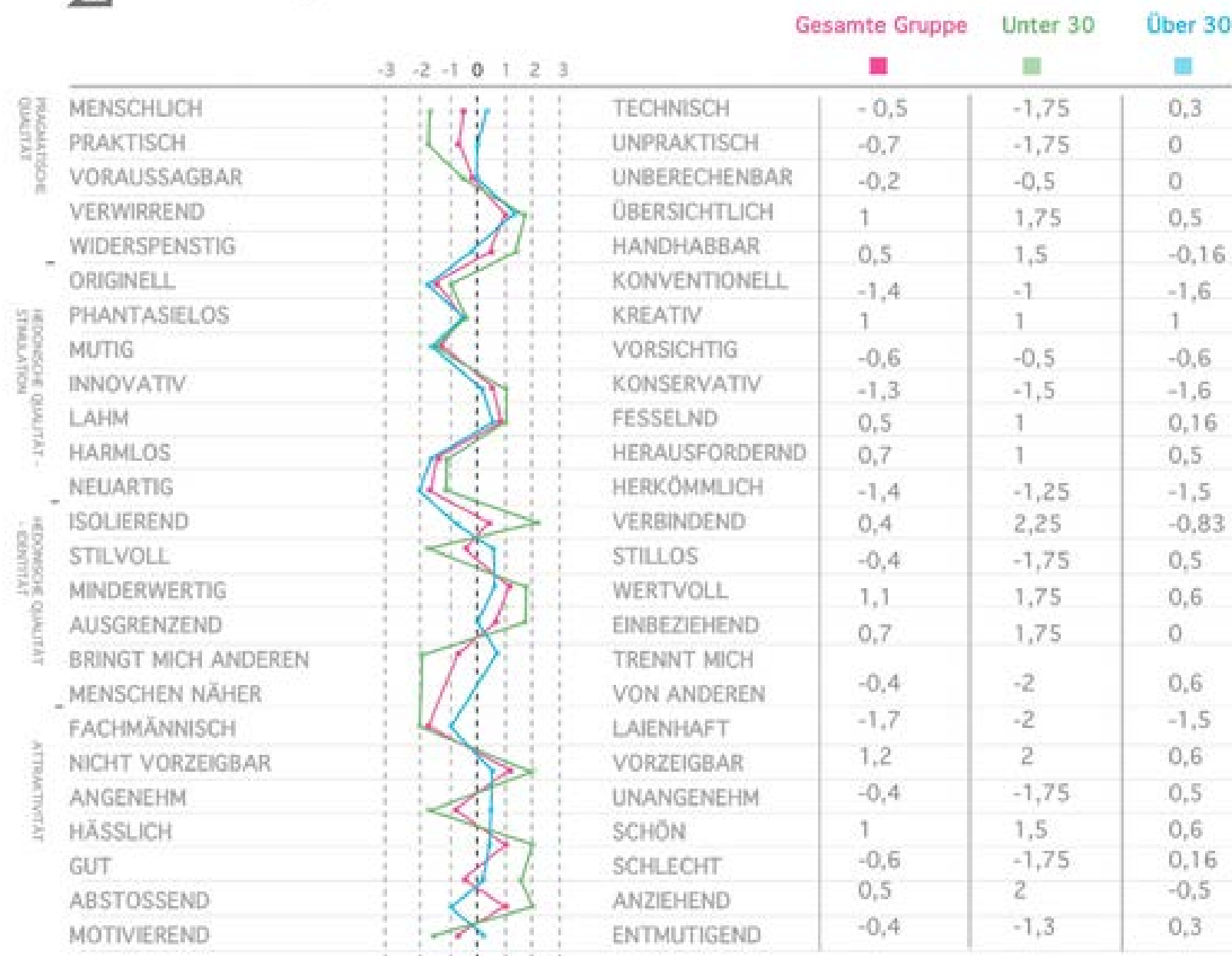
	maps.ovi.com	maps.google.com	bing.com
  ABC... 123...	  123...	 ABC...	 123...
name	Hotel Berlin	Hotel Hackescher Markt Berlin	Restaurants
street	Staropramenná Praha 150 00, Czech Republ...	Große Präsidentenstraße 8, 10178 Berlin - 030 280030	Französische Str. 47, Berlin, Berlin 10117
zip code			030/21476881
city			Website
country			Review it!
telephone number			Directions · Save · Send
website			
picture			
rating stars	★★★★★	★★★★★ 171 Beurteilungen	
short description/review		Beurteilung schreiben	
more info		Das kleine, privat geführte Hotel Hackescher Markt in Berlin befindet ...	
actions (rating review ...)			

POI based Information	
Object Display	Content & Functionality
List Element	
Information	
	Name of the location
	Street
	Zip Code
	City
	Country
	Enumeration
	POI Icon
	Number of ratings
	Rating
Actions	
	Add to Favorite (Icon)
	Get Directions
	Show Details

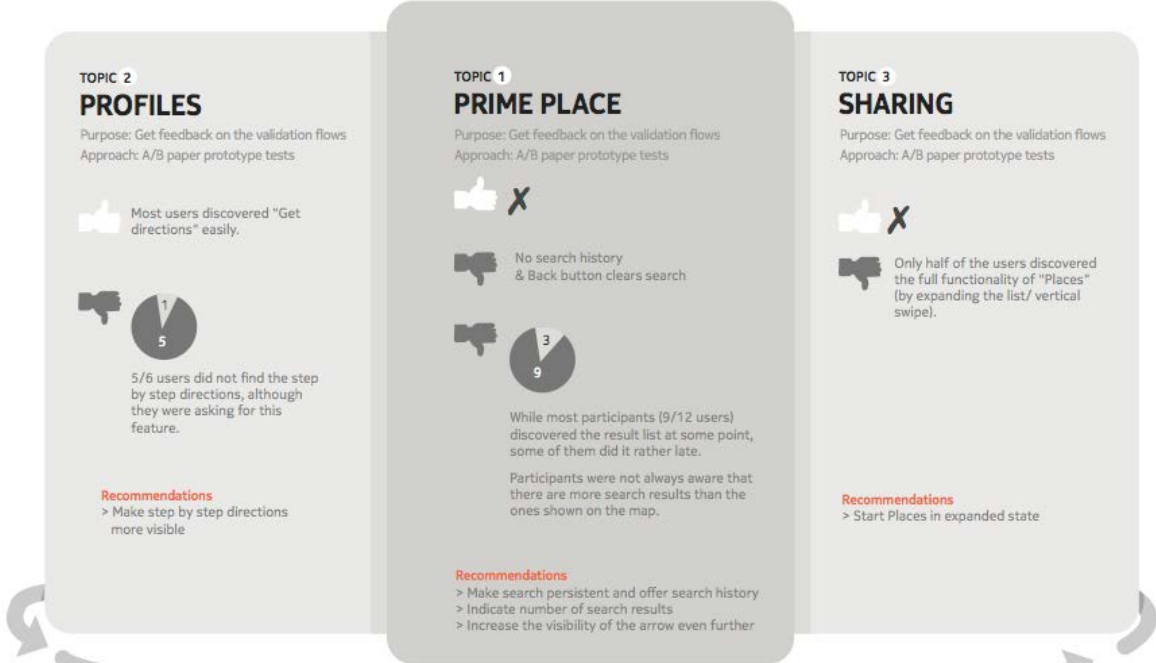
Section 03: Miscellaneous

Concept Development - Research and Visualisation

Σ Visualisierung des arithmetischen Mittels

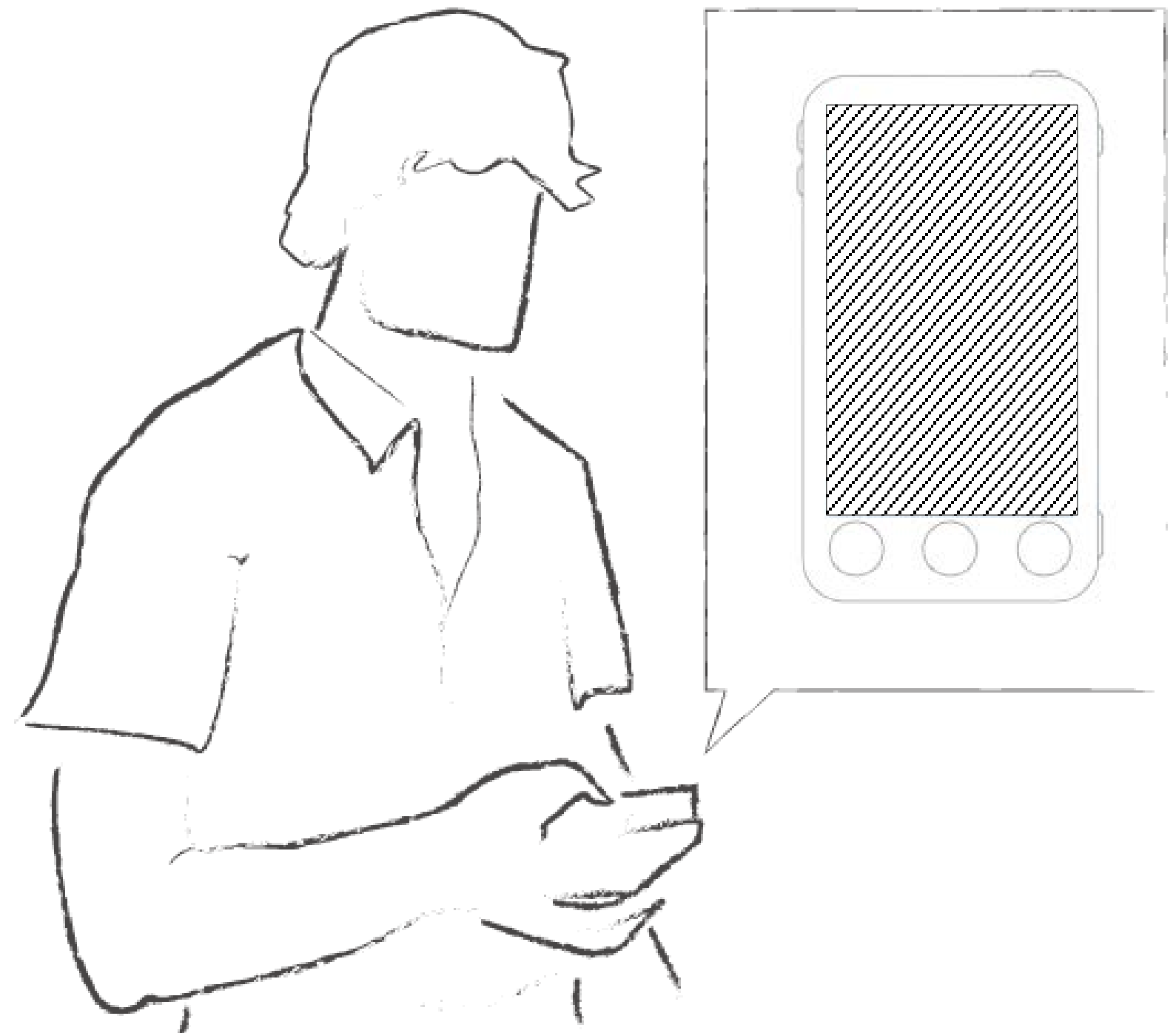
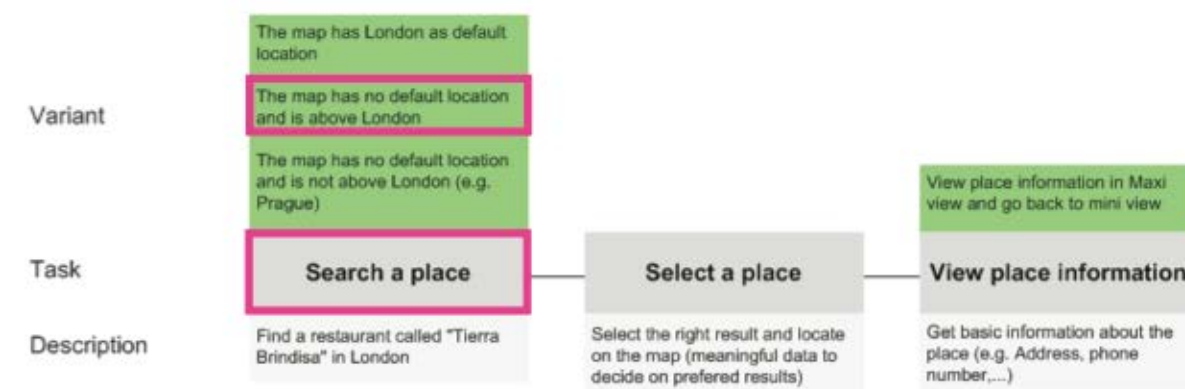


Brian, 25, Spain



Section 03: Miscellaneous

Concept Development - Mental Models

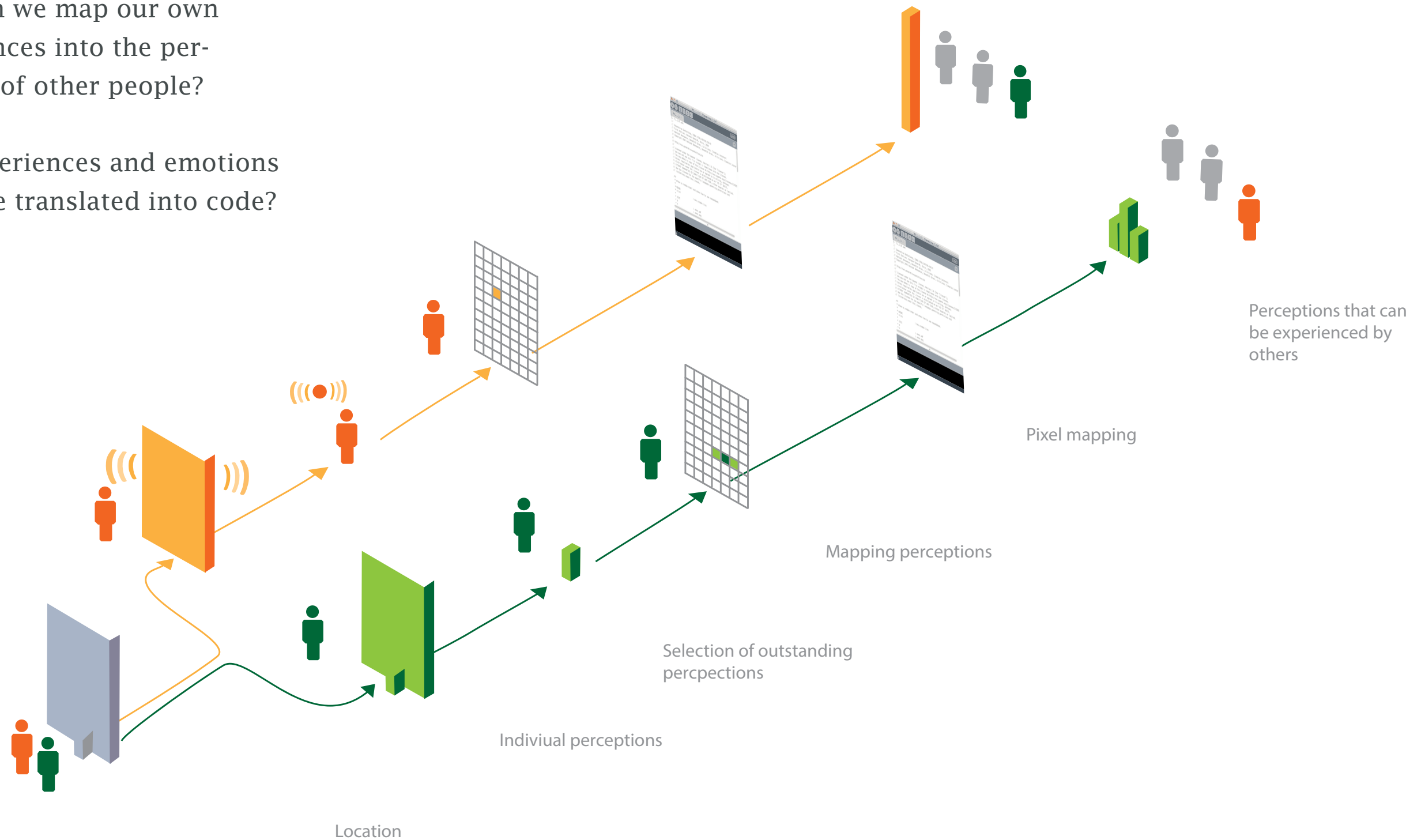


Section 03: Miscellaneous

Concept Development - Mapping

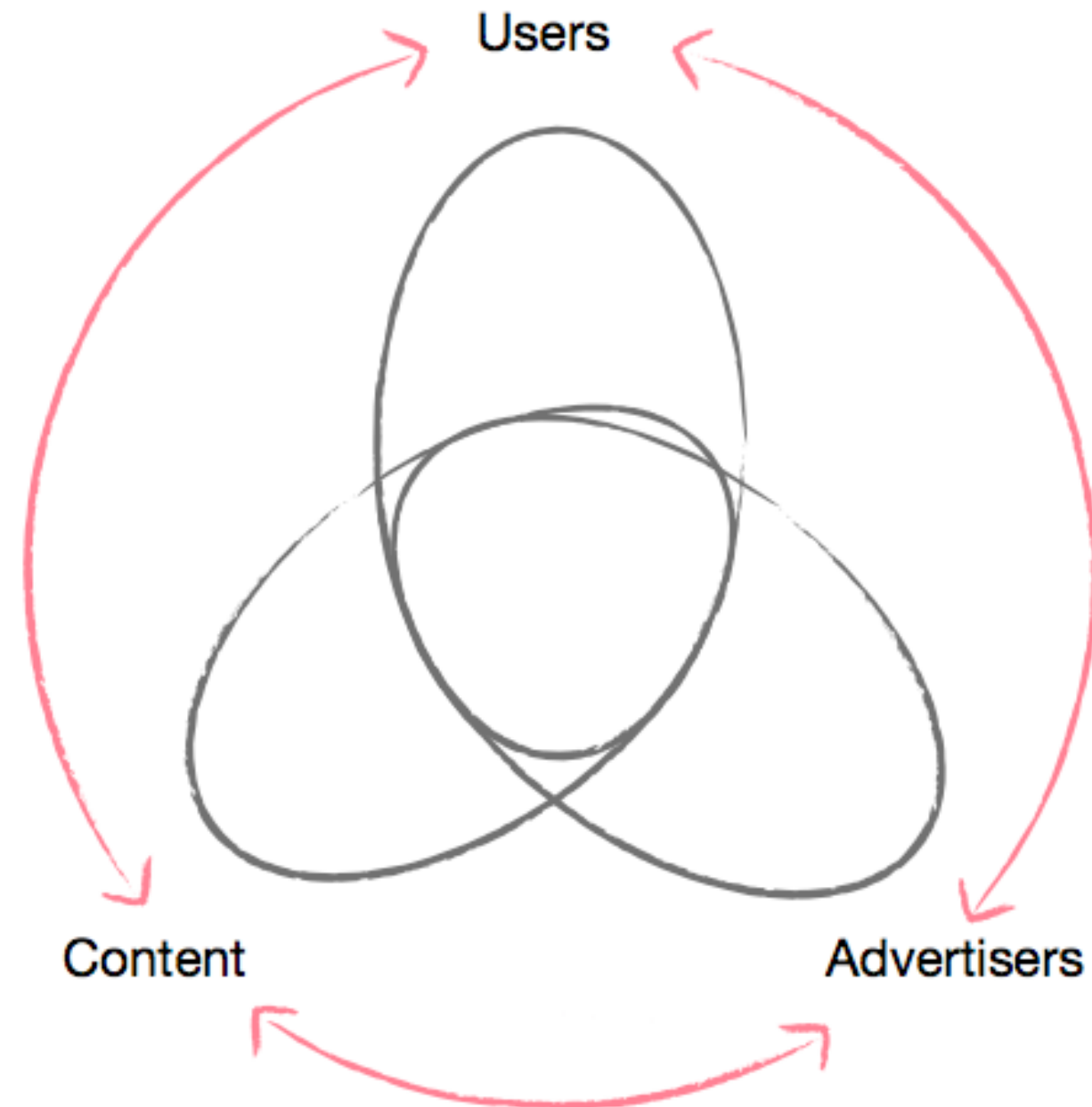
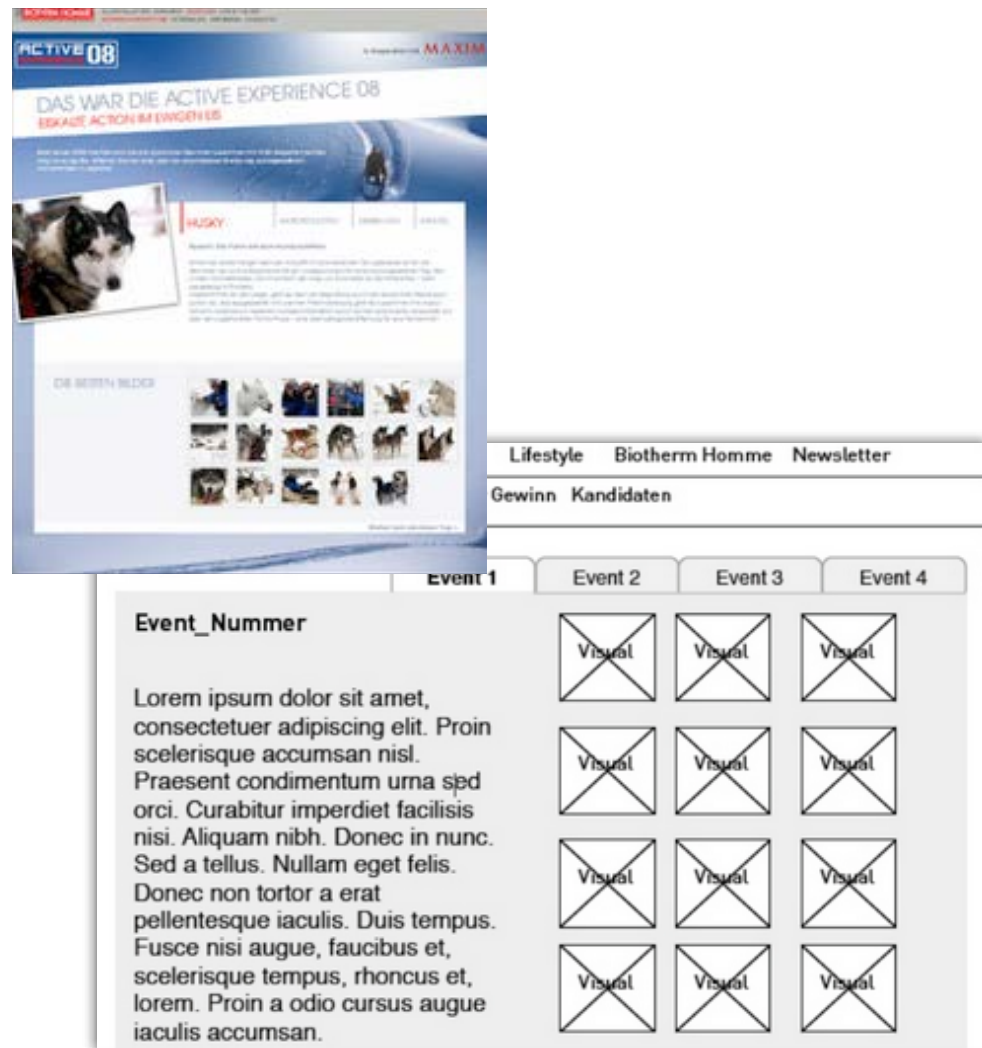
How can we map our own experiences into the perception of other people?

Can experiences and emotions really be translated into code?



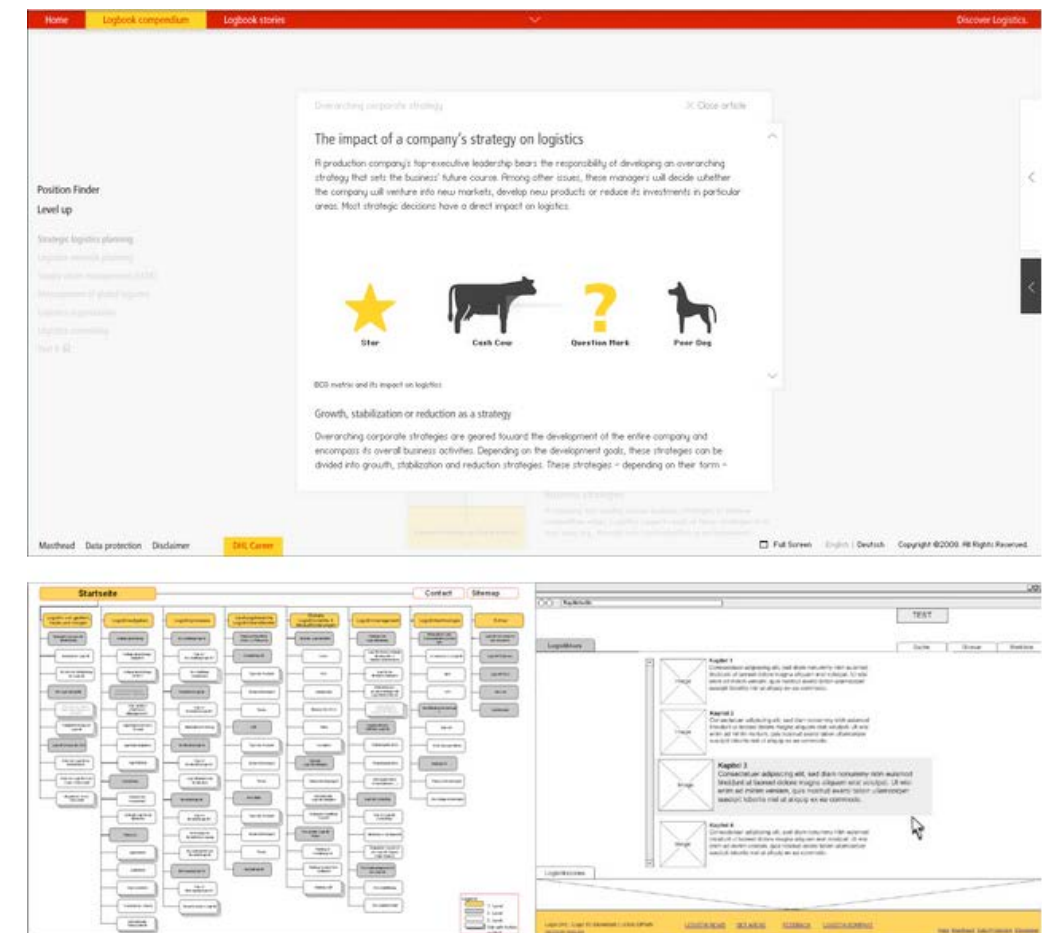
Miscellaneous

Advertising



Miscellaneous

UX/ UI - Portal Design



I worked on an interactive knowledge base for scientific content.
A wonderful project and my entrance ticket into the UX world.
I was not responsible for the overall design but I worked on interesting parts
of it under the guidance of Eva Meffert. The project was shortlisted for a few awards:

iF communication design award | Finalist onlinestar award | Finalist German Multimedia Award | Finalist

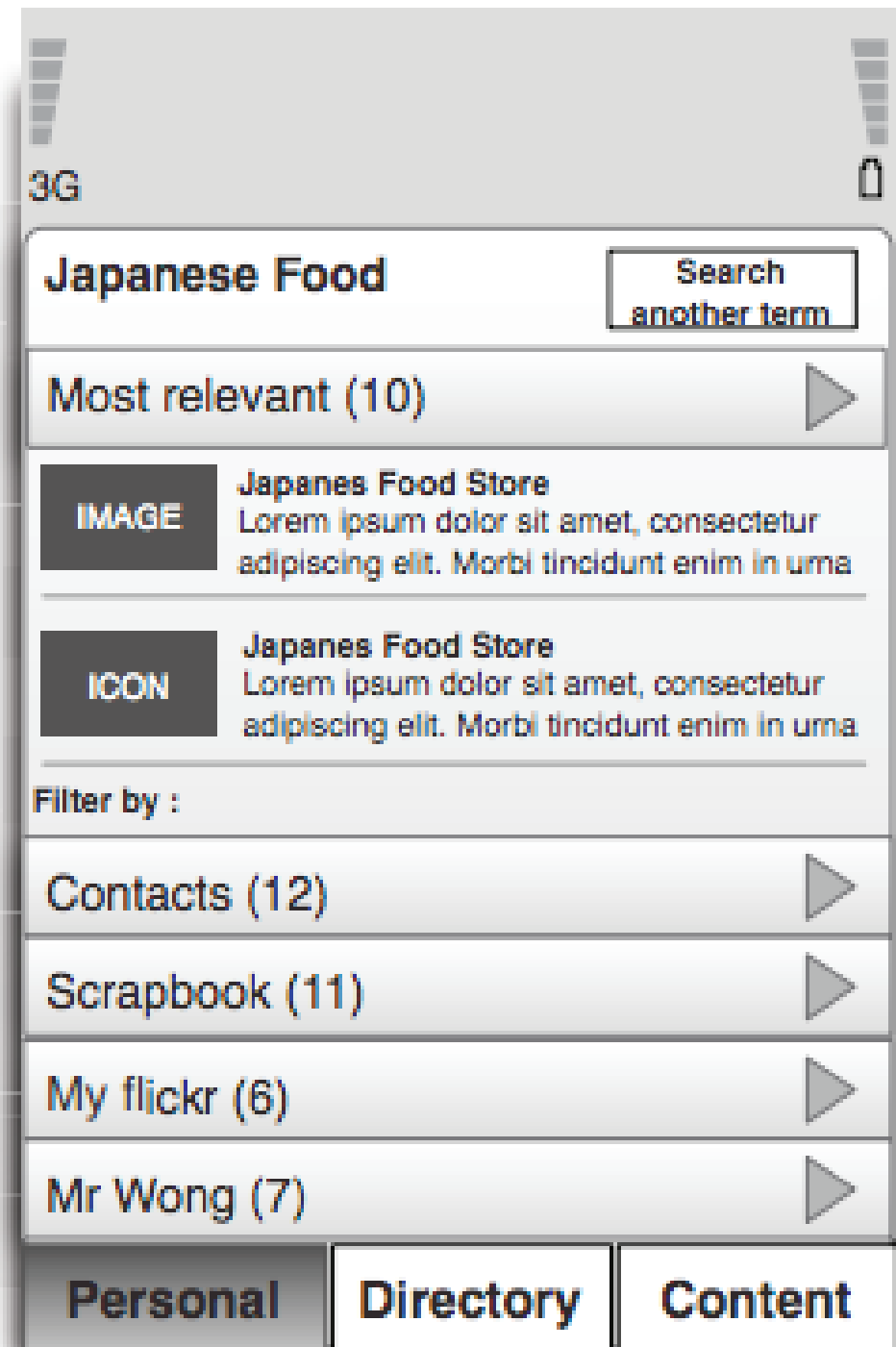
Section 03: Miscellaneous

UX/ UI - Responsive UI Concepts



Section 03: Miscellaneous

UX/ UI - Mobile App Concepts

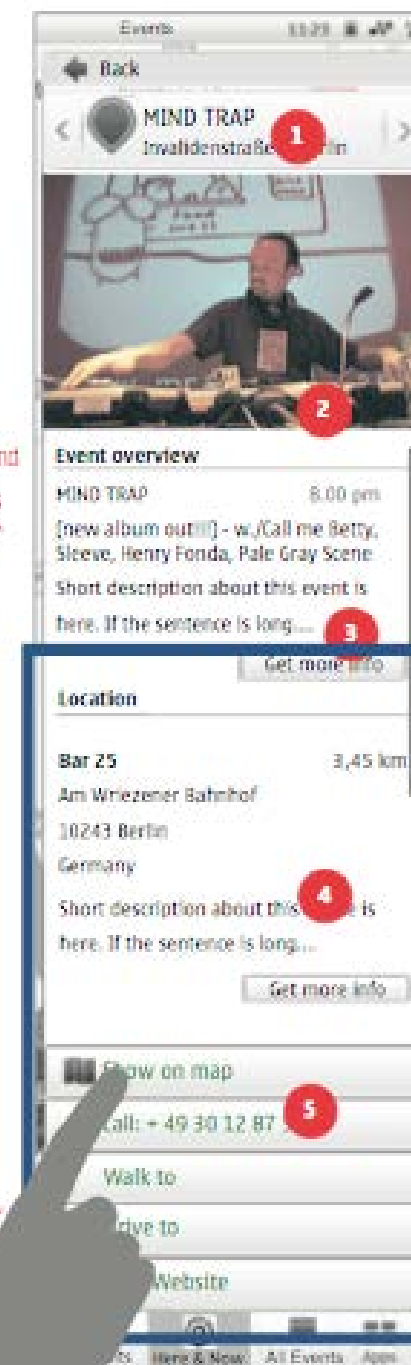


10. Event Details

Description

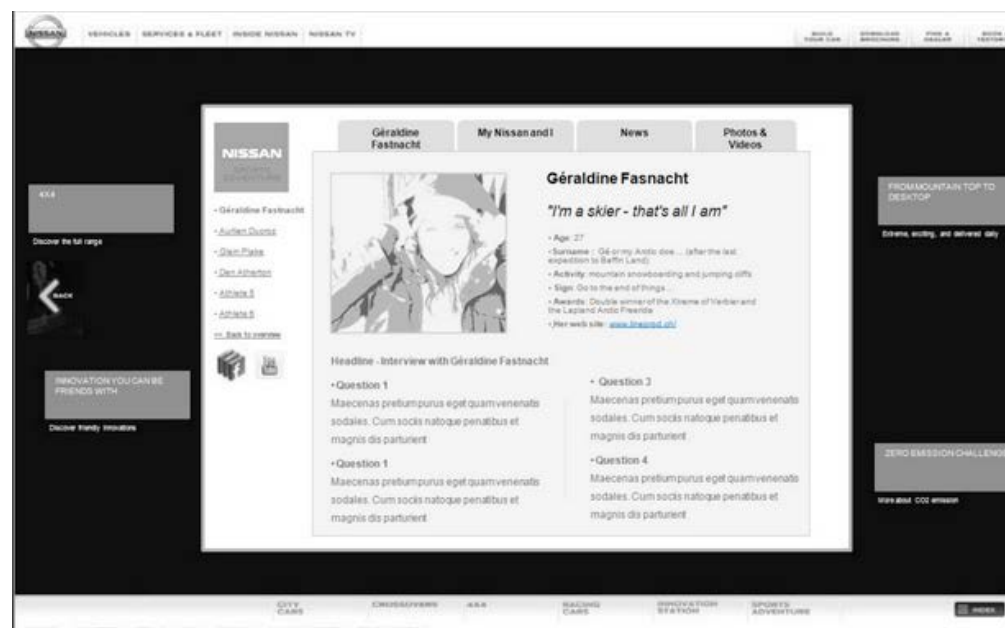
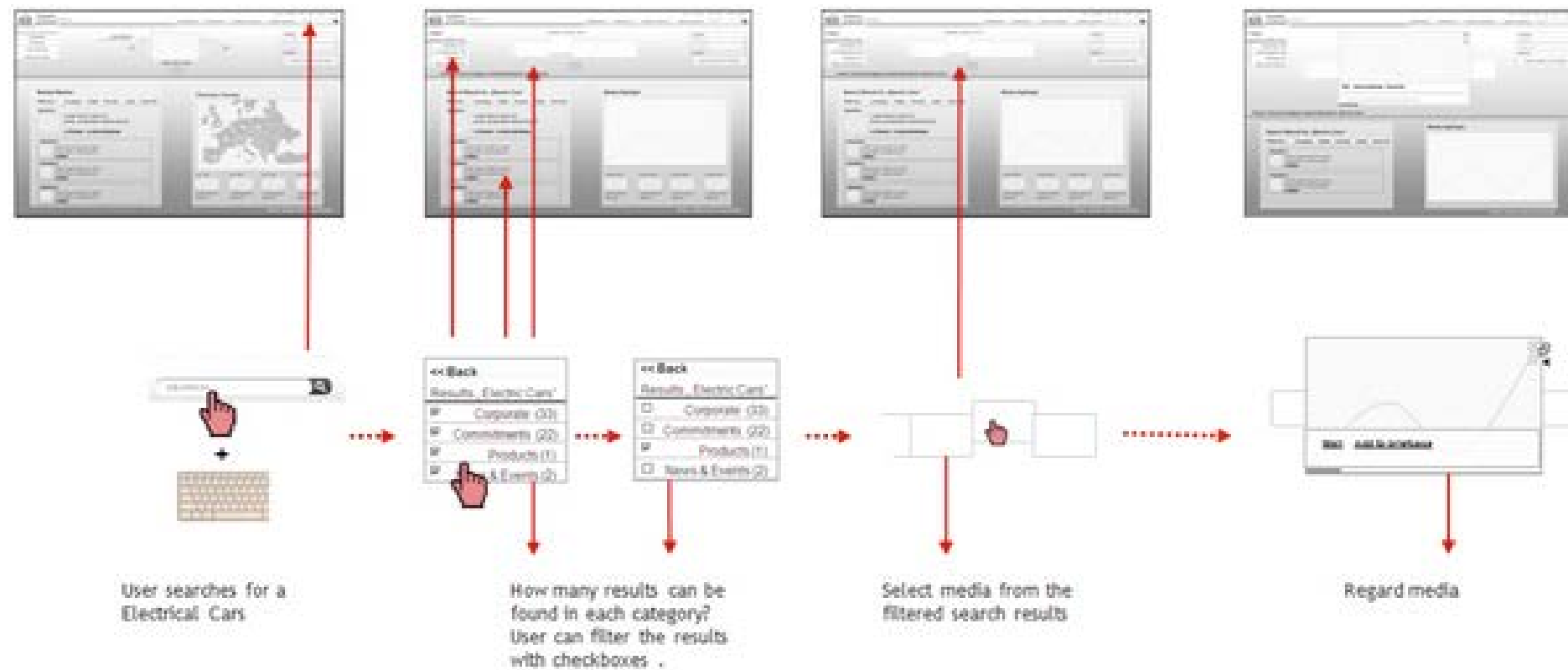
Detail view of information.
User can access these information by
flicking up and down. See key screen
10.1 for details.

User flicks up and
down to access
information



Section 03: Miscellaneous

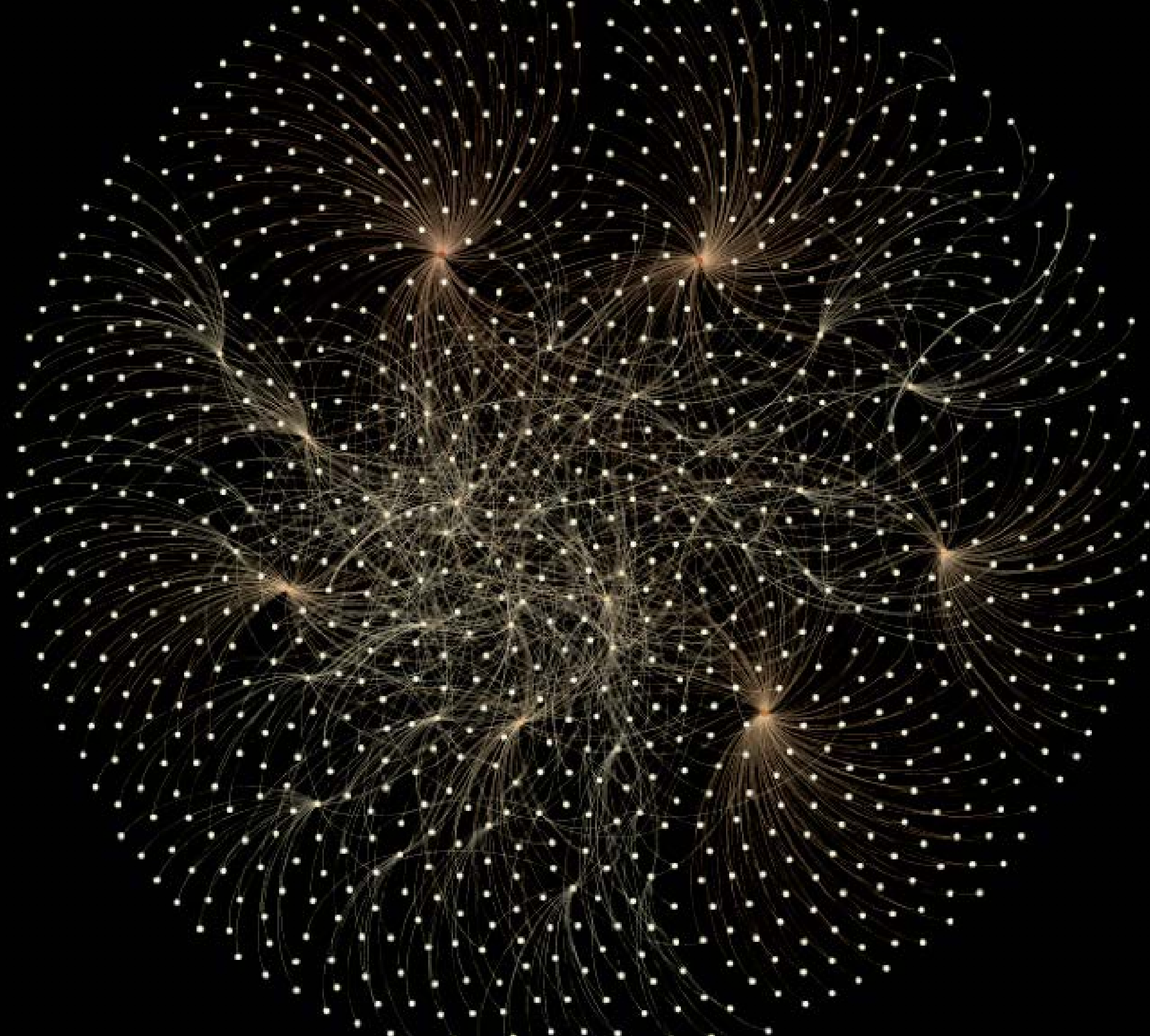
UX/ UI - User Flows (Nissan UK)



Section 04

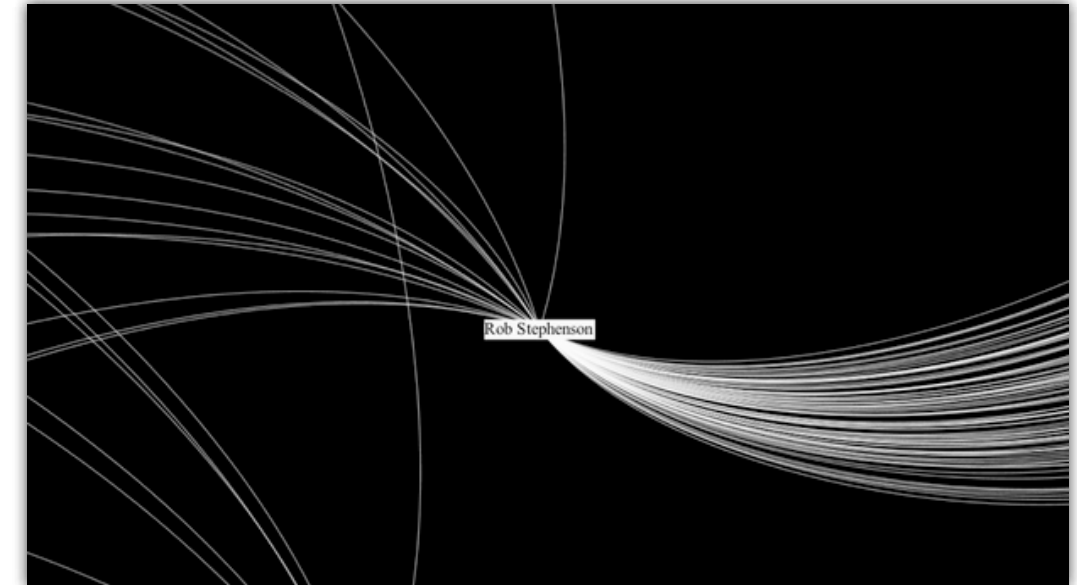
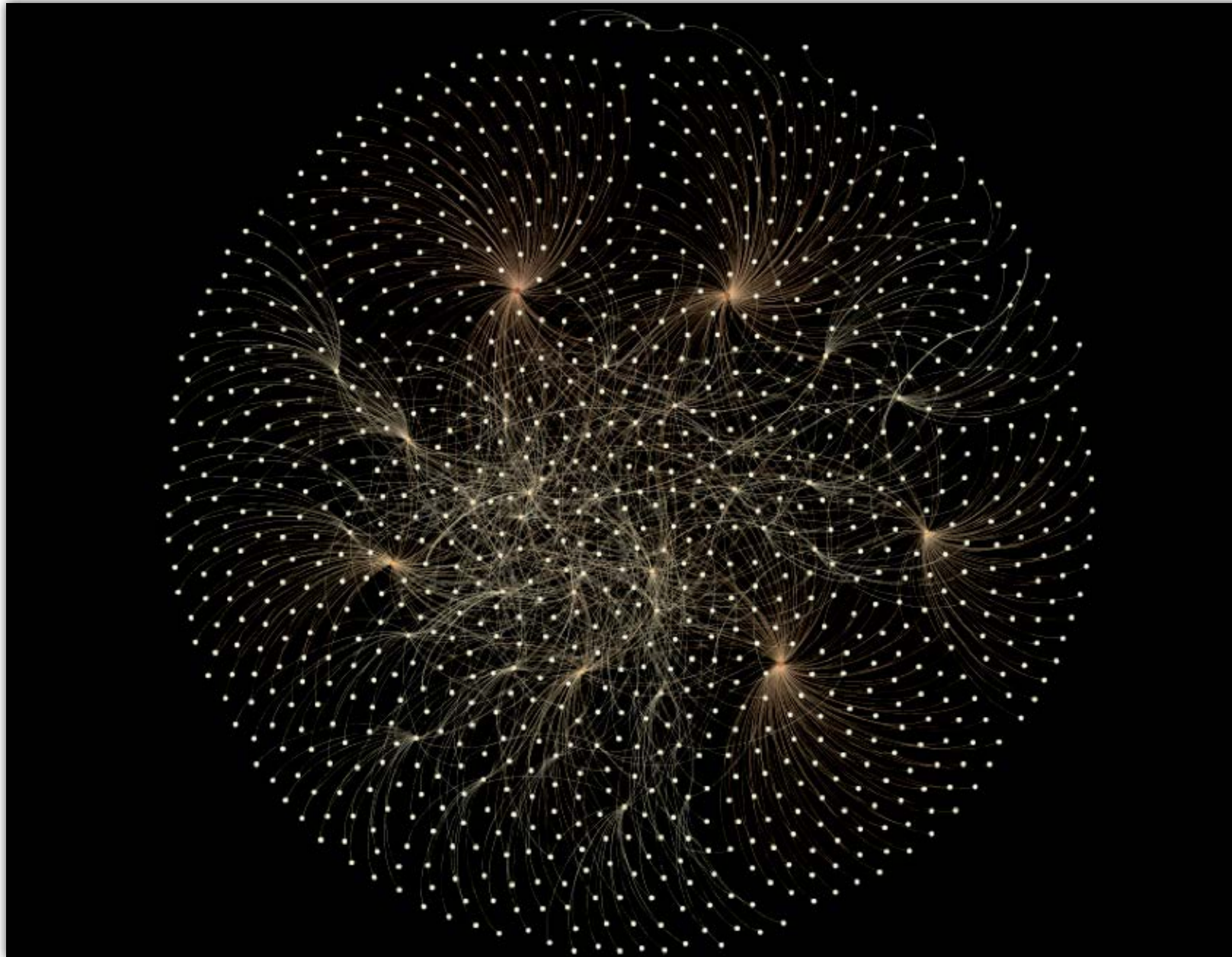
Interests

I combine analytical thinking with creative skills.
This is reflected in my professional interests.



Section 04: Interests

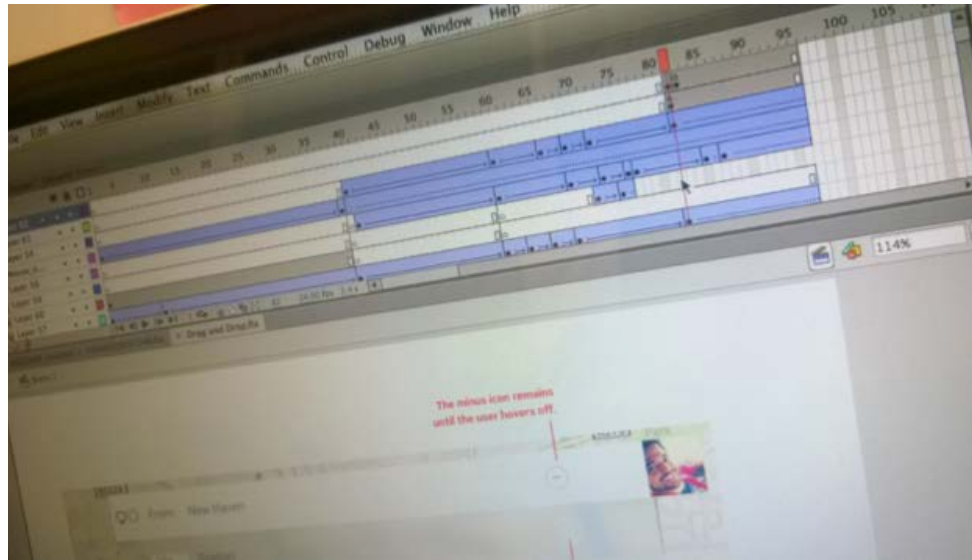
Data Visualisation



I like to play with data, here I used GepHI to explore my facebook network and to get inspiration.

Section 04: Interests

Interaction and Motion



Interaction

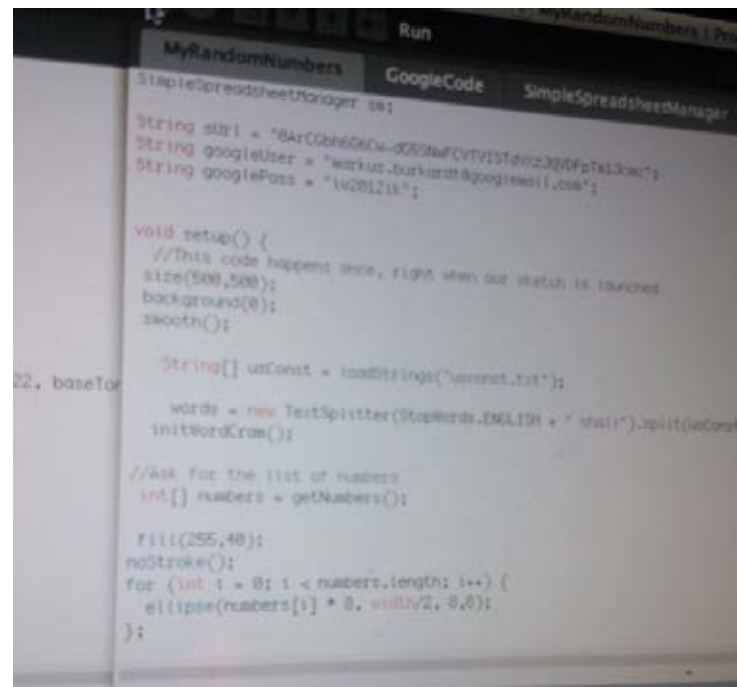
I believe that playing with code generates better ideas and makes it easier to come up with new design solutions, yet I am not a developer. I use scripts for my prototypes and I coded my own portfolio, it is adaptive to various platforms.

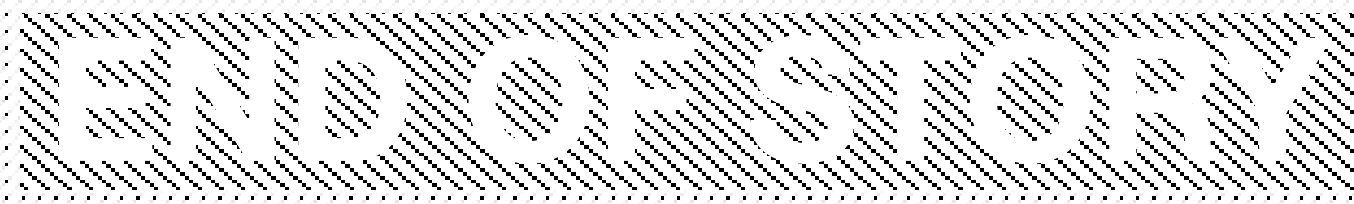
<http://preview.markusburkardt.de>

Motion

I am very interested in the role of motion and animation for Interaction Design.

<http://prototype.markusburkardt.de>





Interaction and Motion

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