

Markus Burkardt

Portfolio

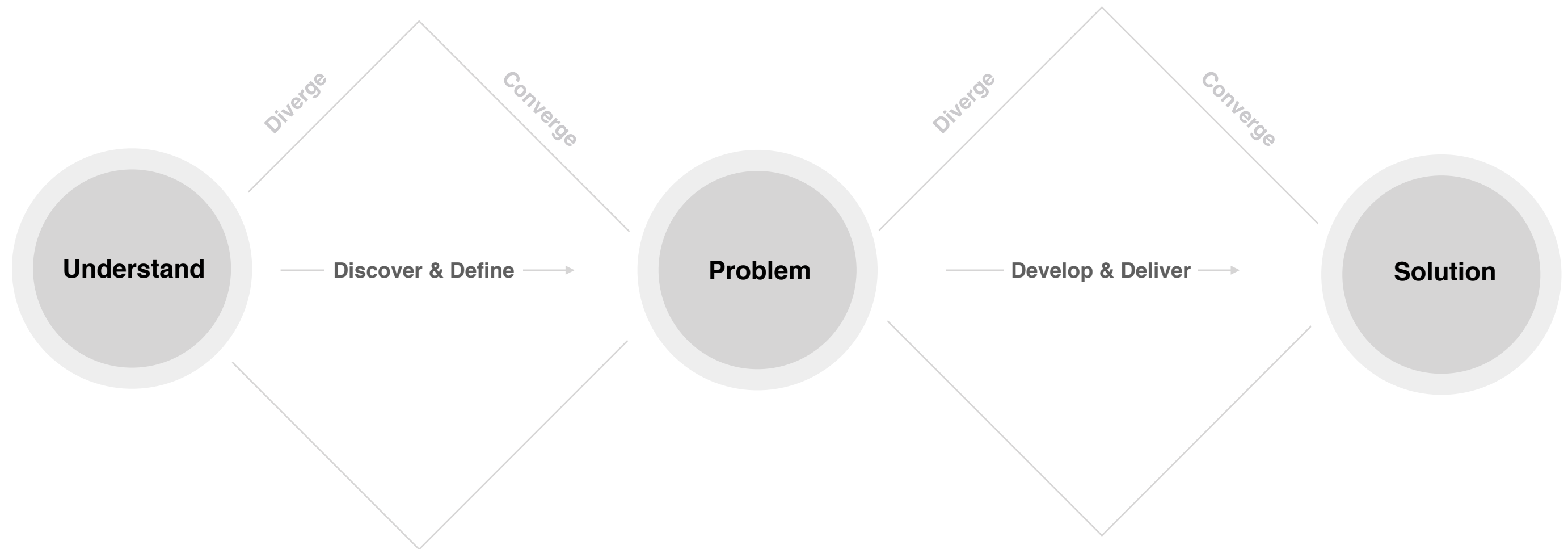
Interaction Designer from Germany.
Currently based in London.

www.interactiveconcepts.de
password: markusportfolio

prototype.interactiveconcepts.de
prototyping showcase, code and animation

About me

My design process (simplified)



<https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond>

Case Studies

From previous projects

Lead UX Designer at NOW TV

/// Global Navigation

/// Data Dashboards

/// Editorial Tools

Sabbatical Project

/// SoundCircles

Interaction Designer at Nokia's HERE Maps

/// Smart Directions

/// 3D Maps

/// Interactive Data Visualisations

NOW TV

Global Navigation Model for NOW TV

Solution

I conceptualized a new NOWTV-navigation structure and a landing experience to help simplify the navigation model and create a personalised experience.

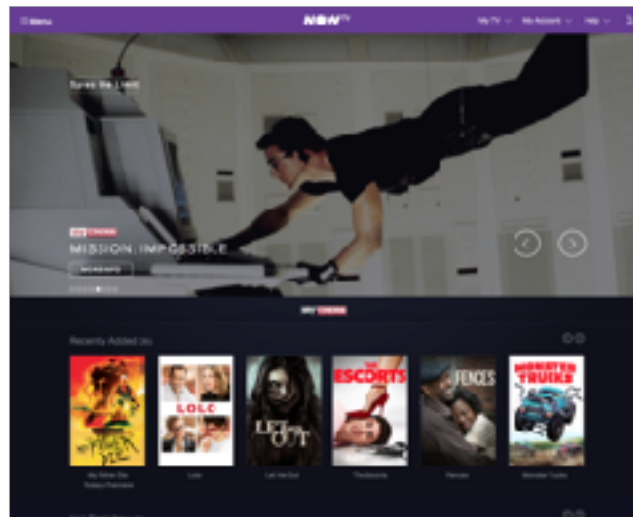
My contribution

Information architecture,
information design, interaction
design/ Framer prototype



NOW TV

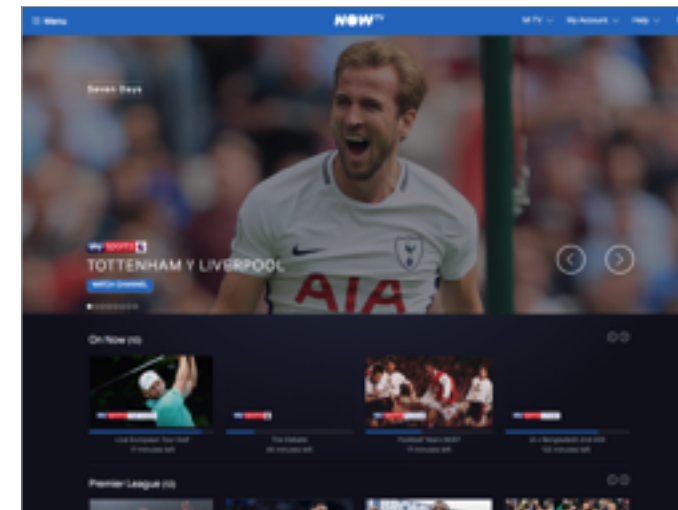
The challenge



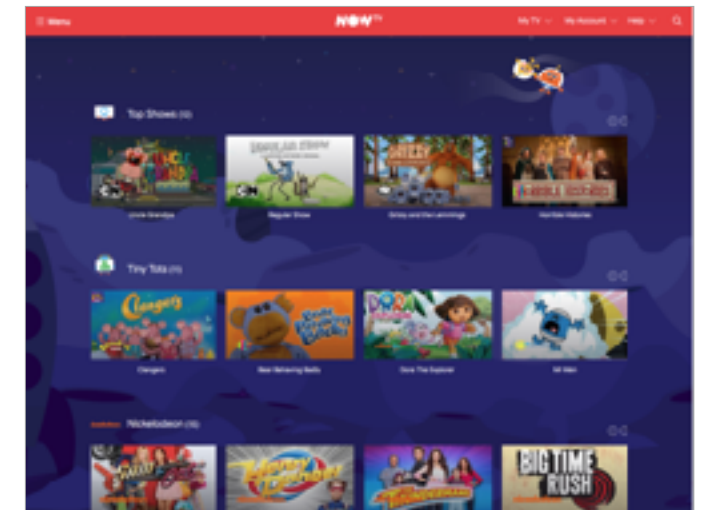
Movie



Entertainment



Sports



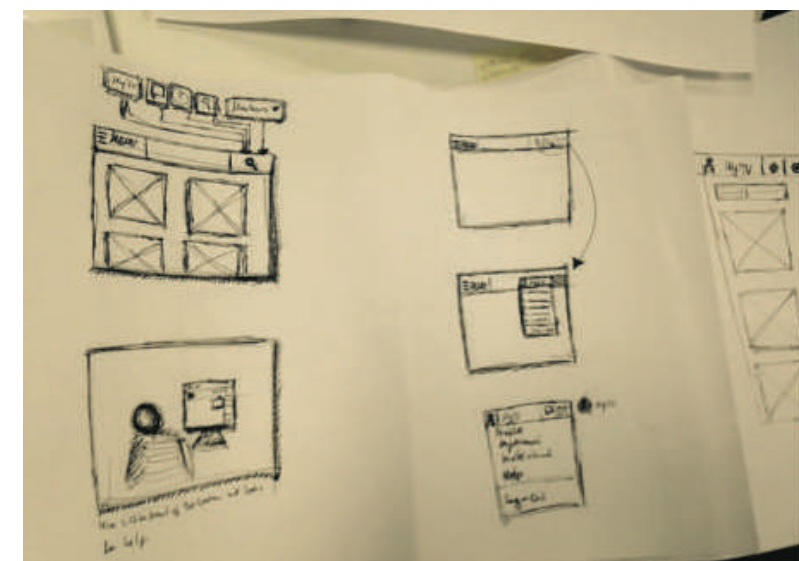
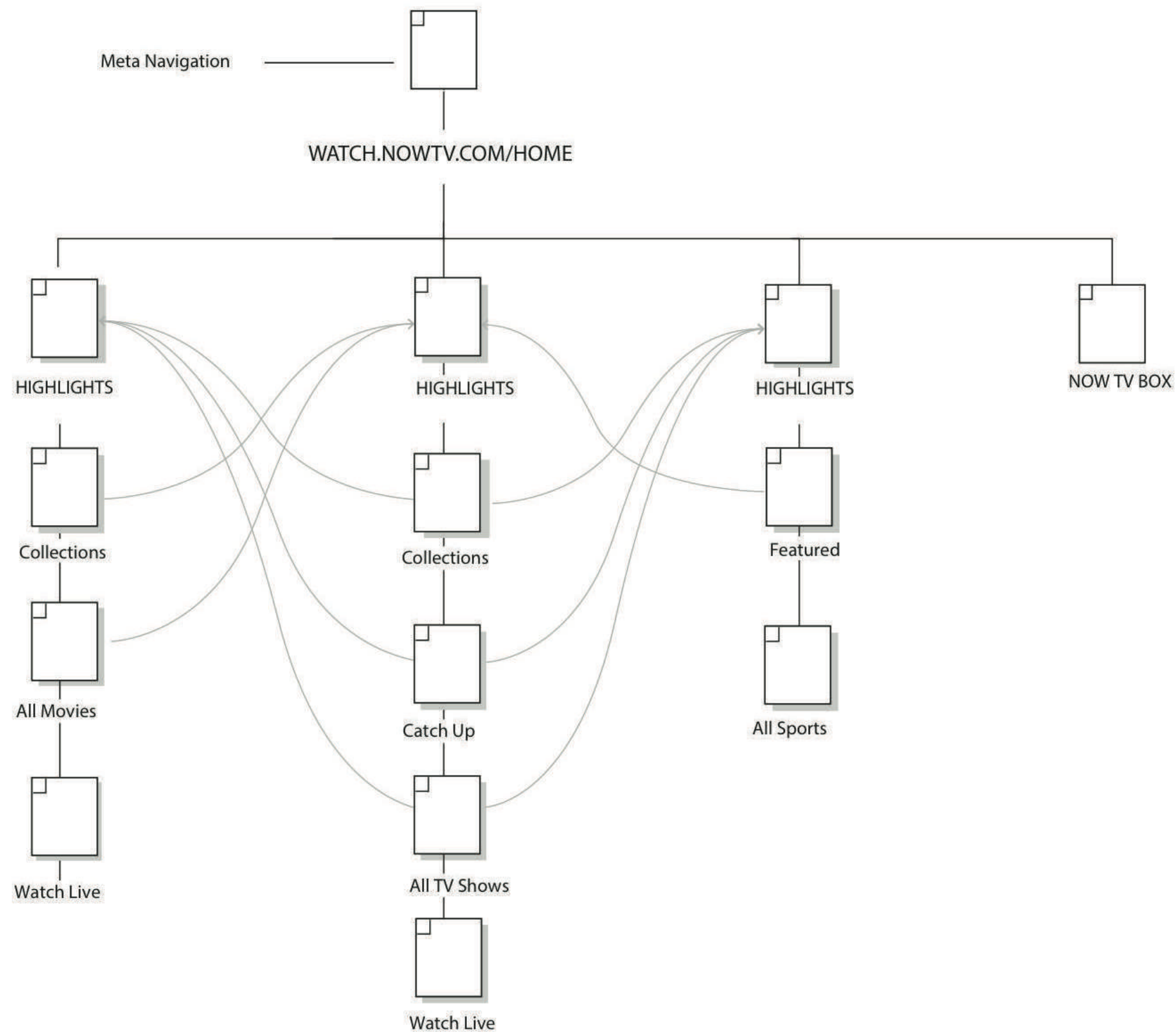
Kids

The Challenge

Initially the NOW TV domains were presented as individual products. Our question: How can we help users find content they are looking for or explore new things to watch?

NOW TV

Global Navigation Model for NOW TV



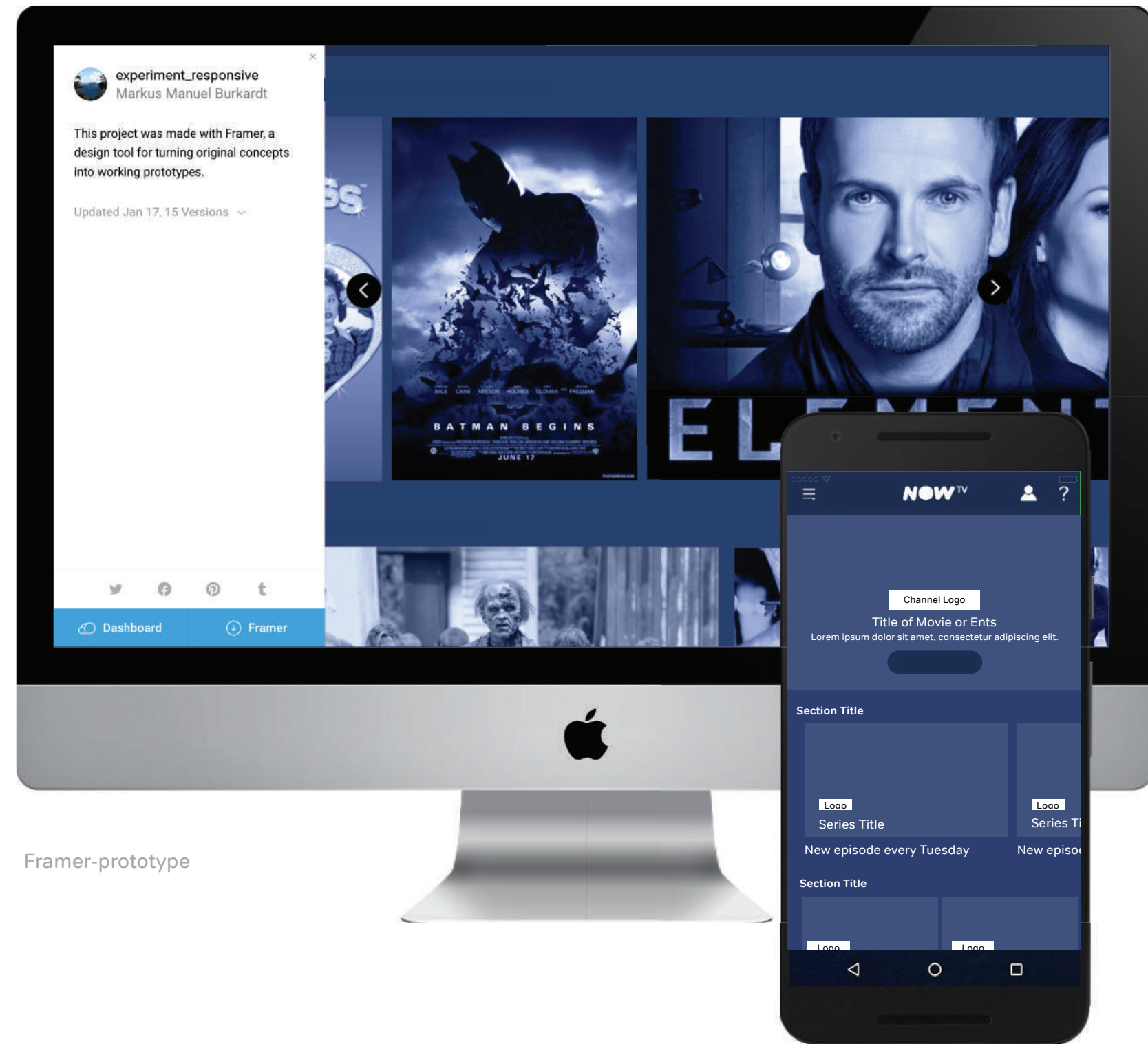
Sketching Interactions

NOW TV

Global Navigation Model for NOW TV

Prototype

I conceptualized a new navigation structure and prototyped how our users interact with it.

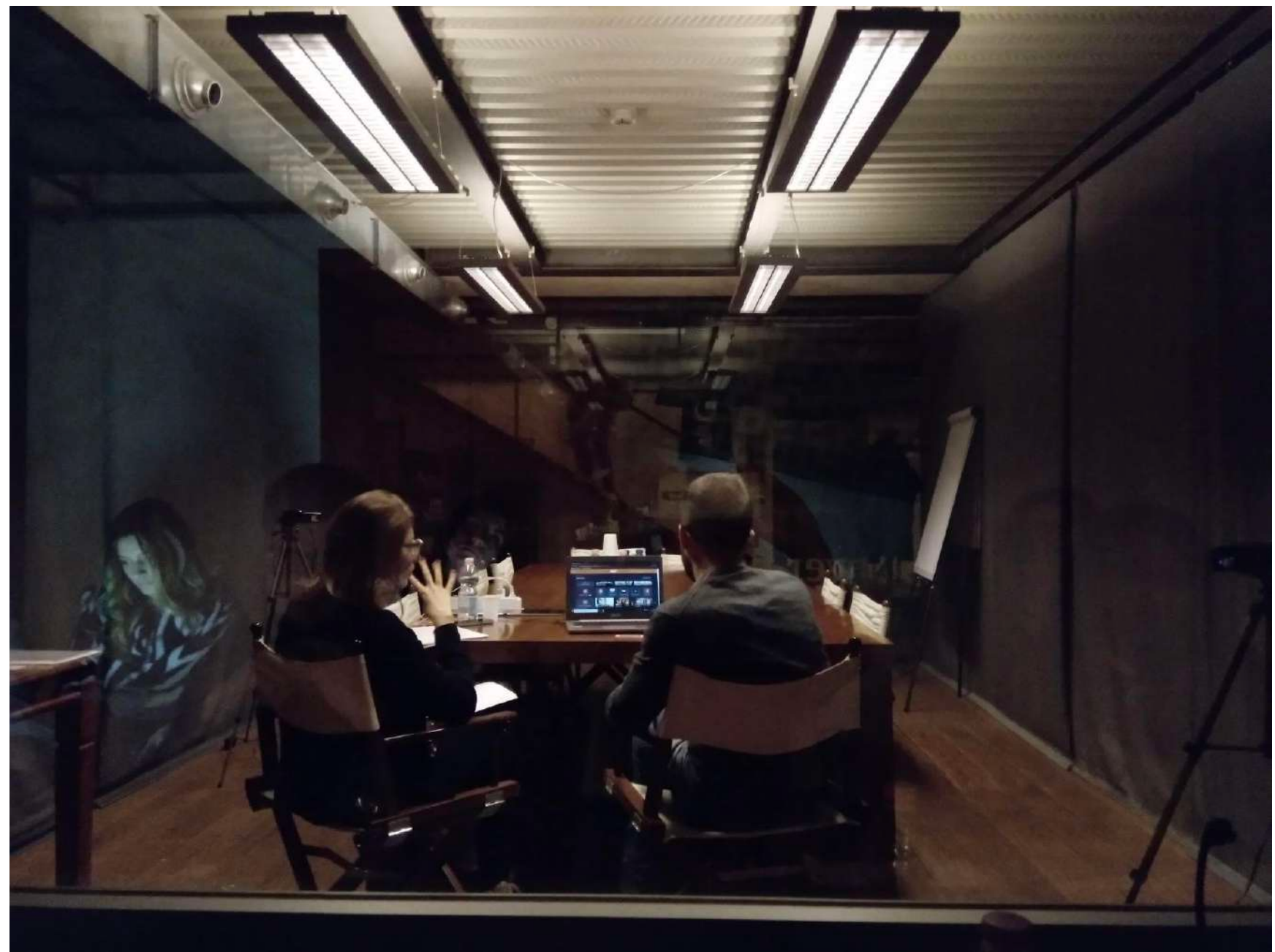


NOW TV

Global Navigation Model for NOW TV

User testing

We tested it in several countries.
I flew to Italy to observe how users
would interact with our offering
there and we noticed significant
differences between countries.



NOW TV

Sky Insight Portal



NOW TV

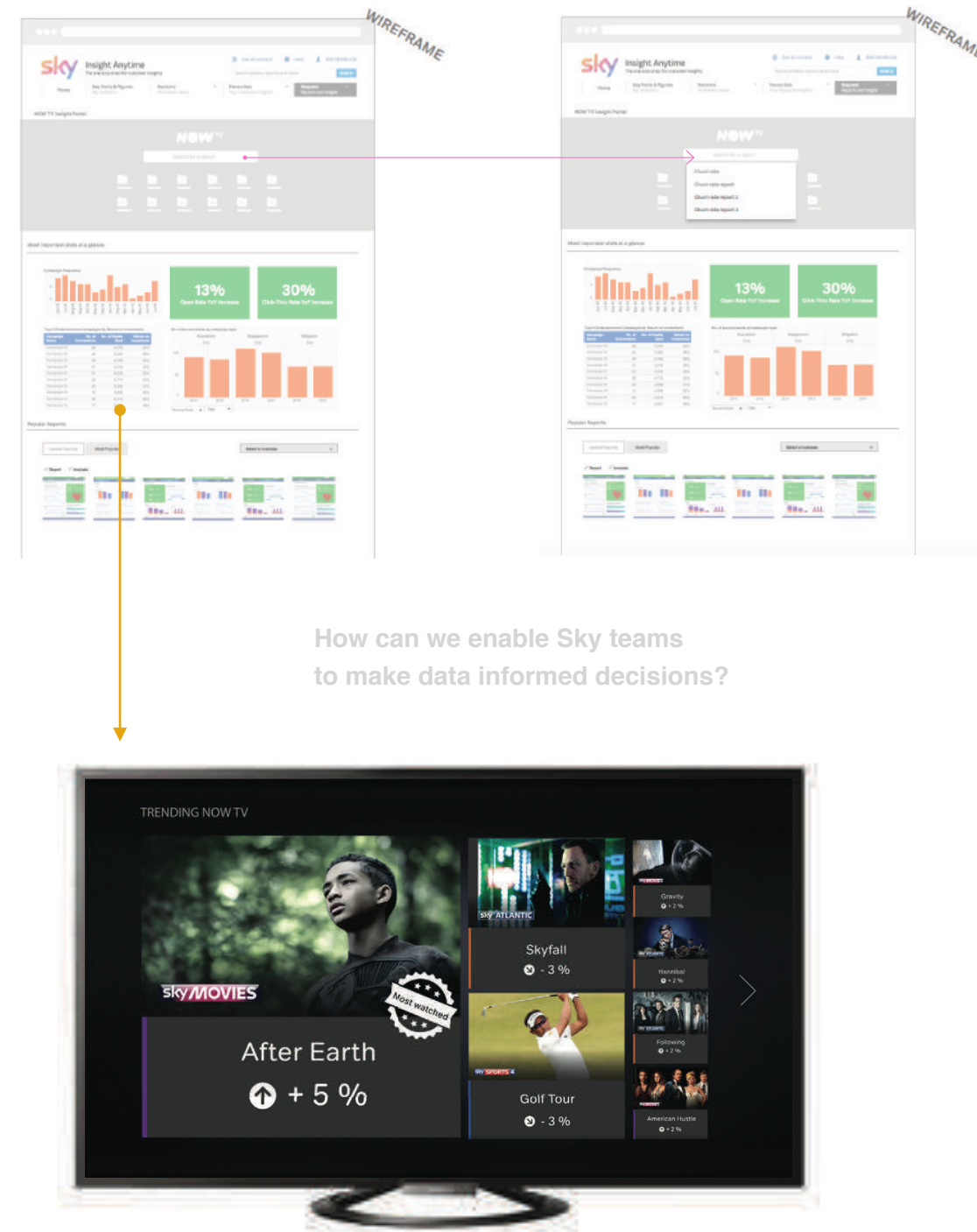
Sky Insight Portal

The Challenge

Re-design of an existing data portal for analytics experts to make it accessible for non-experts so that everyone in the team can easily understand our consumer's behaviour.

My contribution

Research, information architecture, interaction and visual design for the final dashboard.



NOW TV

Editorial Tools



NOW TV

Editorial Tools

THE CHALLENGE

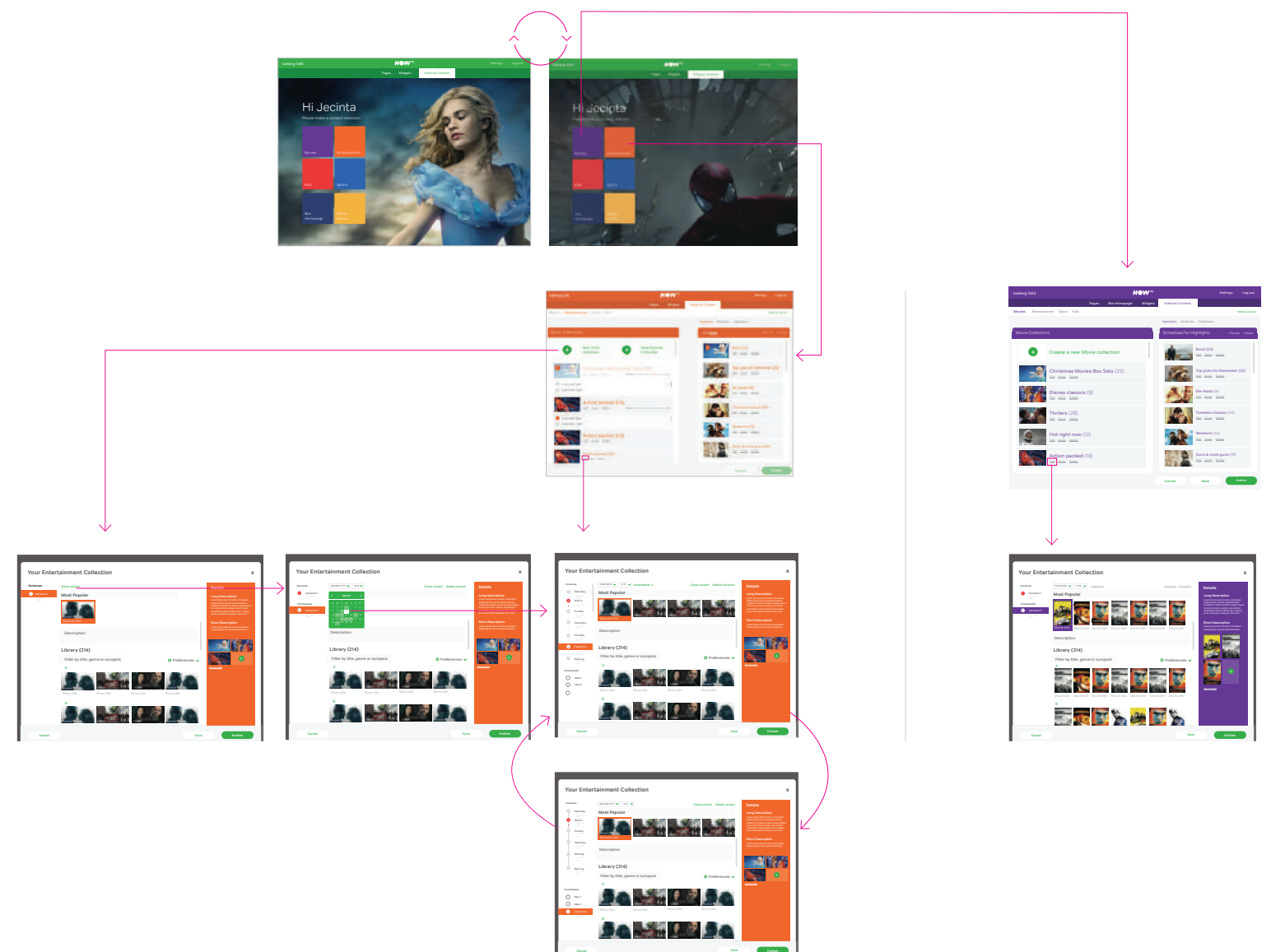
Create an internal tool to help Sky and NOW TV editors to create better content experiences.

SOLUTION

We created a concept which supported scheduling and planning content in a better way.

MY CONTRIBUTION

Research, concept/ia, interaction and visual design, user testing, production support, design workshops and lots of prototyping



Sabbatical Project

Sound Circles



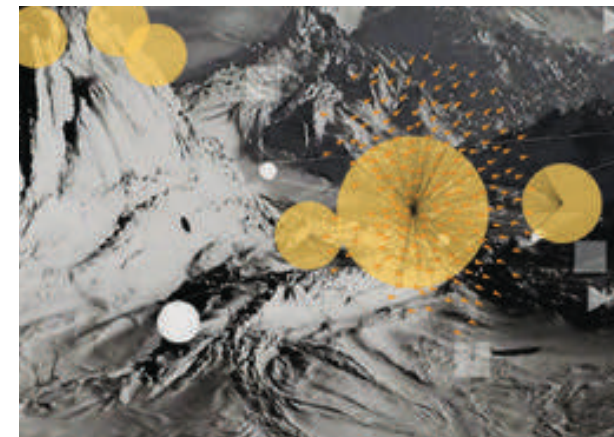
Project during a three months sabbatical while working at Nokia to complete a MA degree

Sabbatical Project

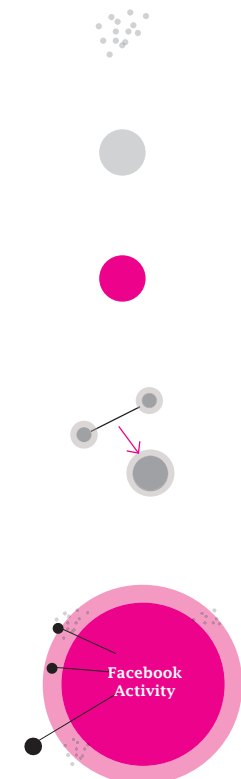
Sound Circles



Visual Research: Brighton Pier, 2013



Search terms flocking and shaping circles



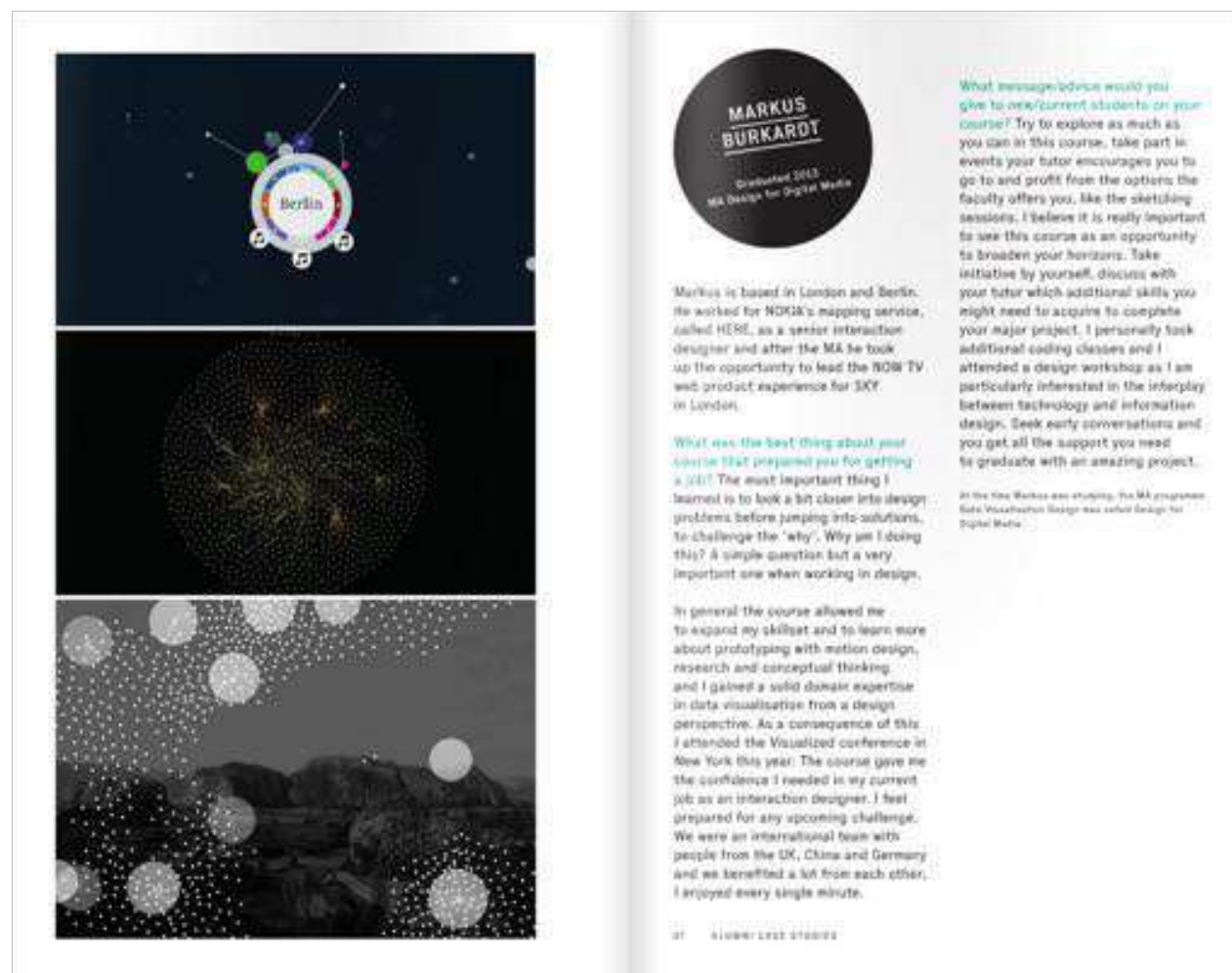
Context

Companies potentially know more about us than we do ourselves. How can we get back in touch with our digital-self and understand its dynamics? I created an installation which allows its users to have a mapped view of their data and interact with these data via color and sound.

Sabbatical Project

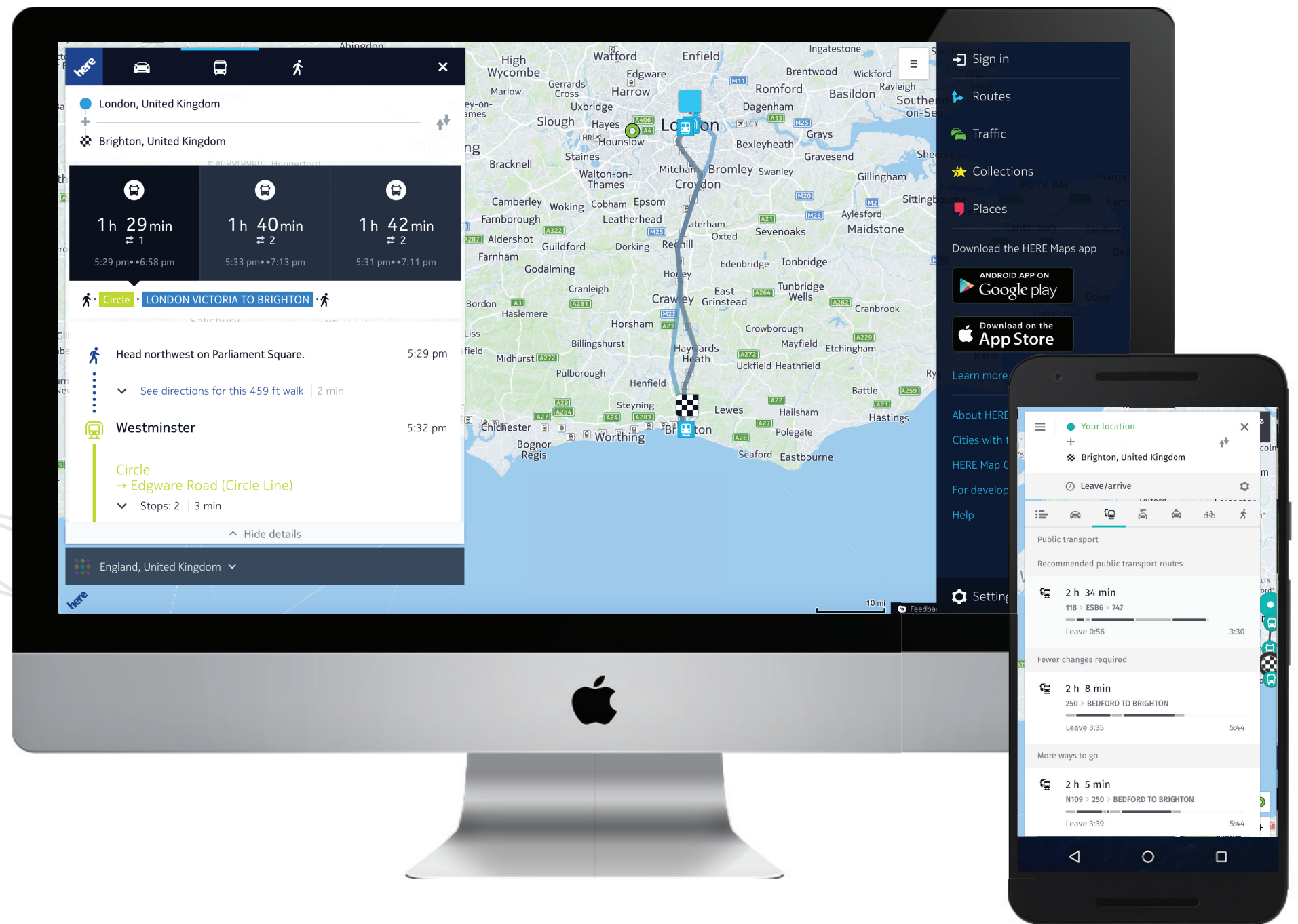
Sound Circles

The project was showcased in a university brochure to promote a new data visualisation design course at the university



Nokia's HERE Maps

Smart Directions for HERE.com



From A to B and all the stories in between:
Helping users to explore the world and to make sense of it.

Nokia's HERE Maps

Smart Directions for HERE.com

The challenge

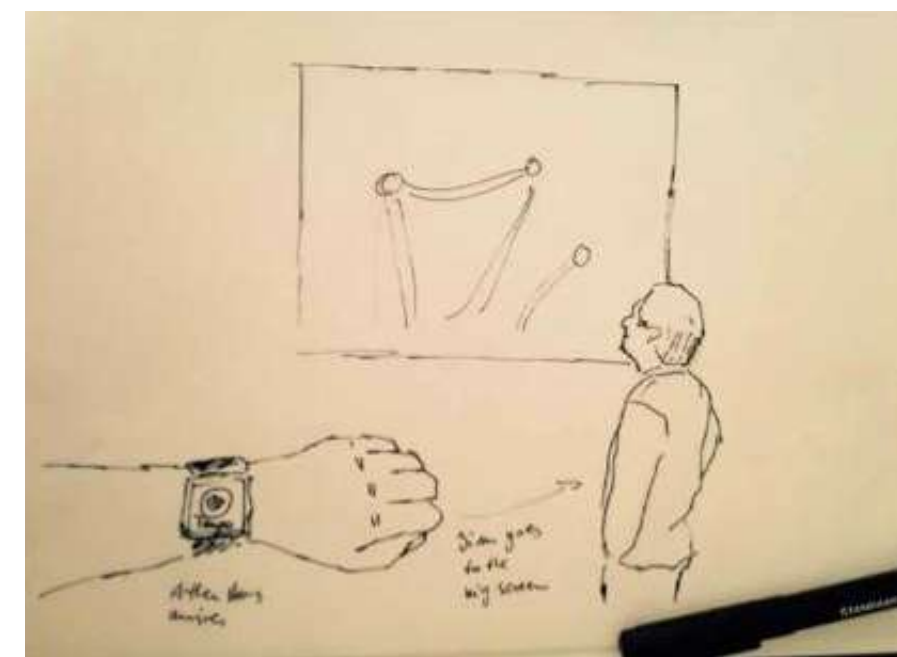
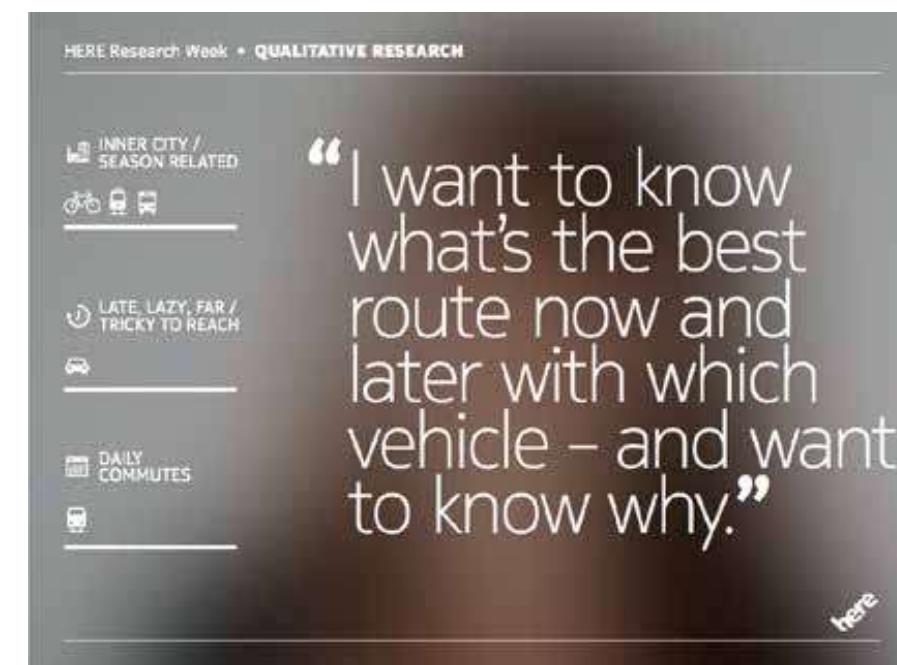
How can we help people to find their destination in an unknown place? How can we help people to make sense of a city/ an area?

The solution

A route planner which automatically generates the best route for a place while considering recommendations from social graphs and even allows to do social route-plannings.

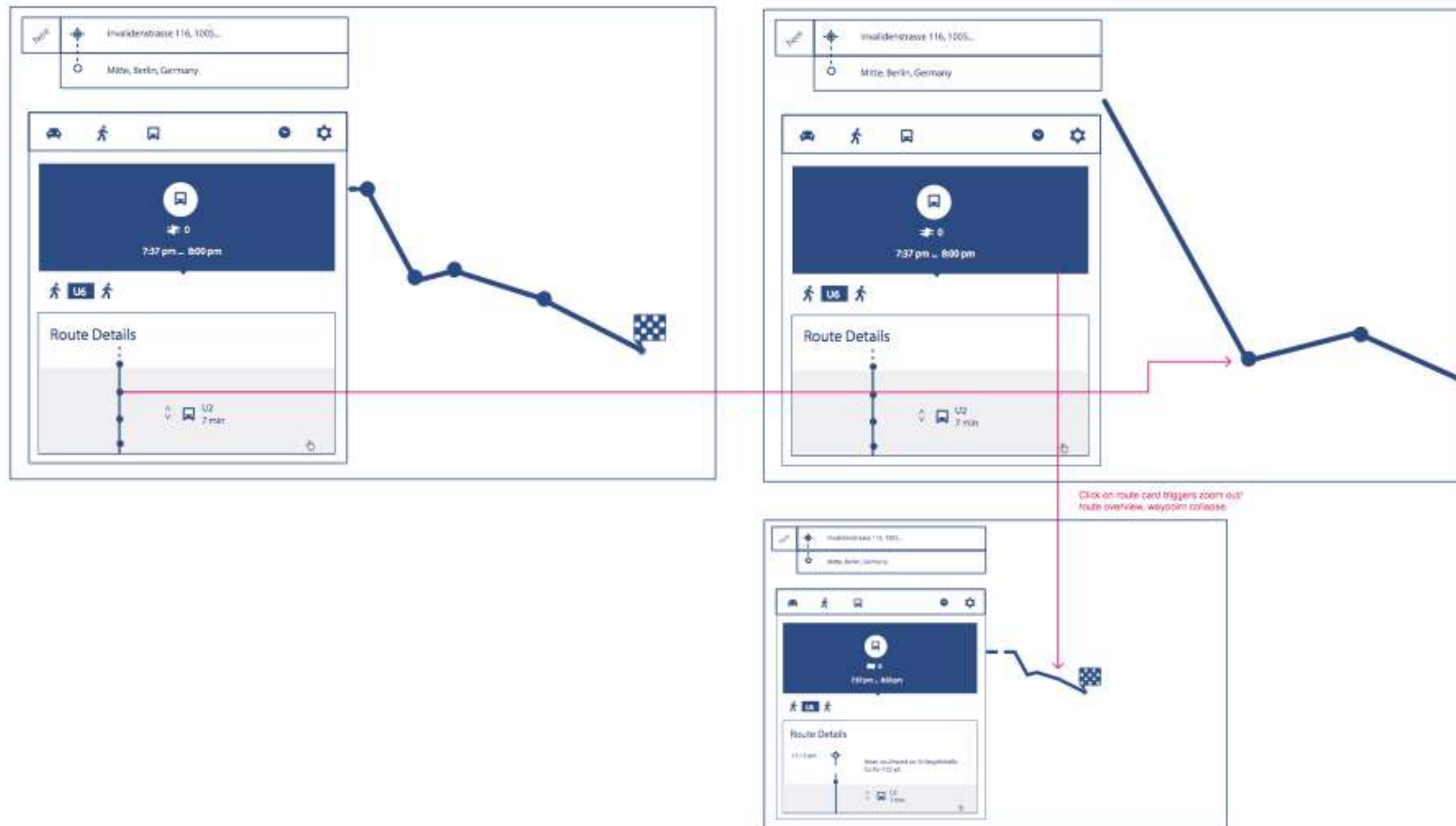
My contribution

information architecture, interaction and information design, design research, prototyping



Nokia's HERE Maps

Smart Directions for HERE.com



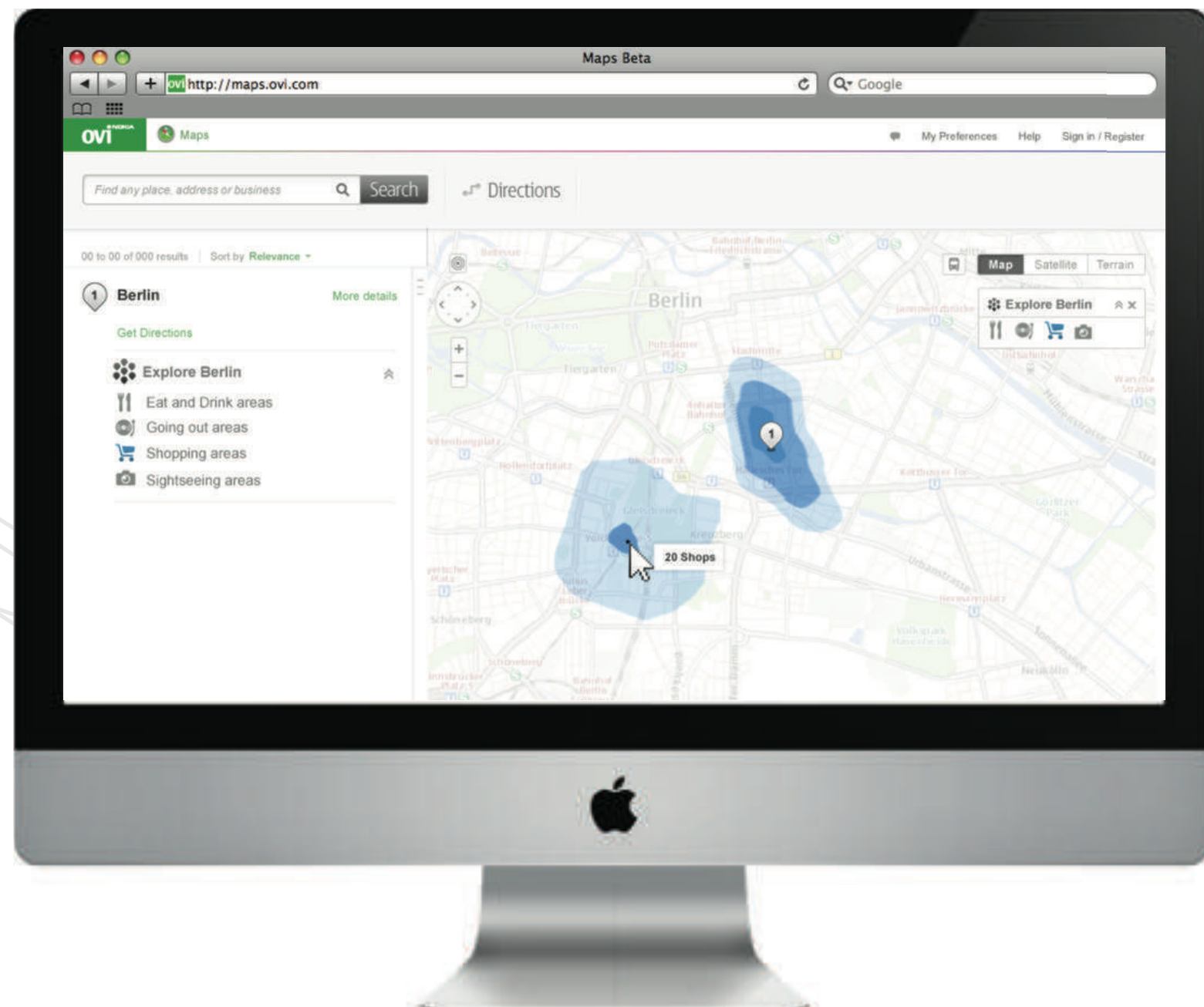
Detailed specification for a route planner interaction



PROTOTYPE TO TEST THE INTERACTION

Nokia's HERE Maps

Interactive Data Visualisation



Nokia's HERE Maps

Interactive Data Visualisation

The challenge

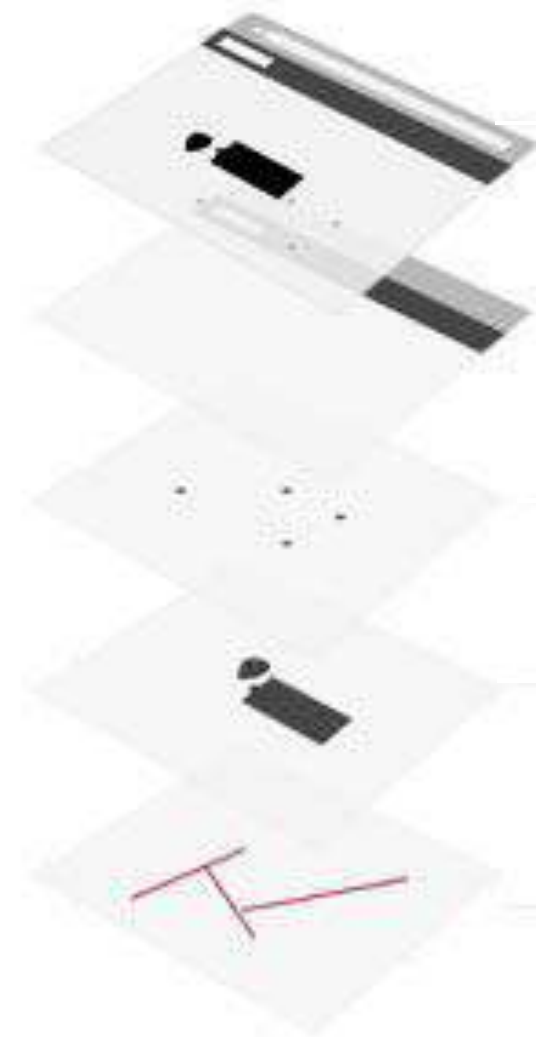
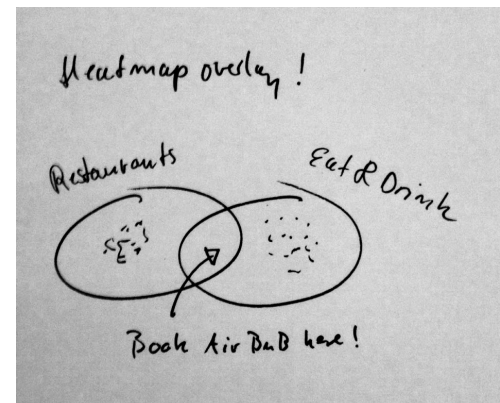
Can we use our data set to support our users even better in exploring new places?

The solution

I worked out an interaction concept for a data visualisation project published at here.com. The idea was to combine data about restaurants, clubs, shopping opportunities and crime rates and to highlight potentially interesting areas.

My contribution

Concept, ui and interaction design



Nokia's HERE Maps

3D Maps



Nokia's HERE Maps

3D Maps

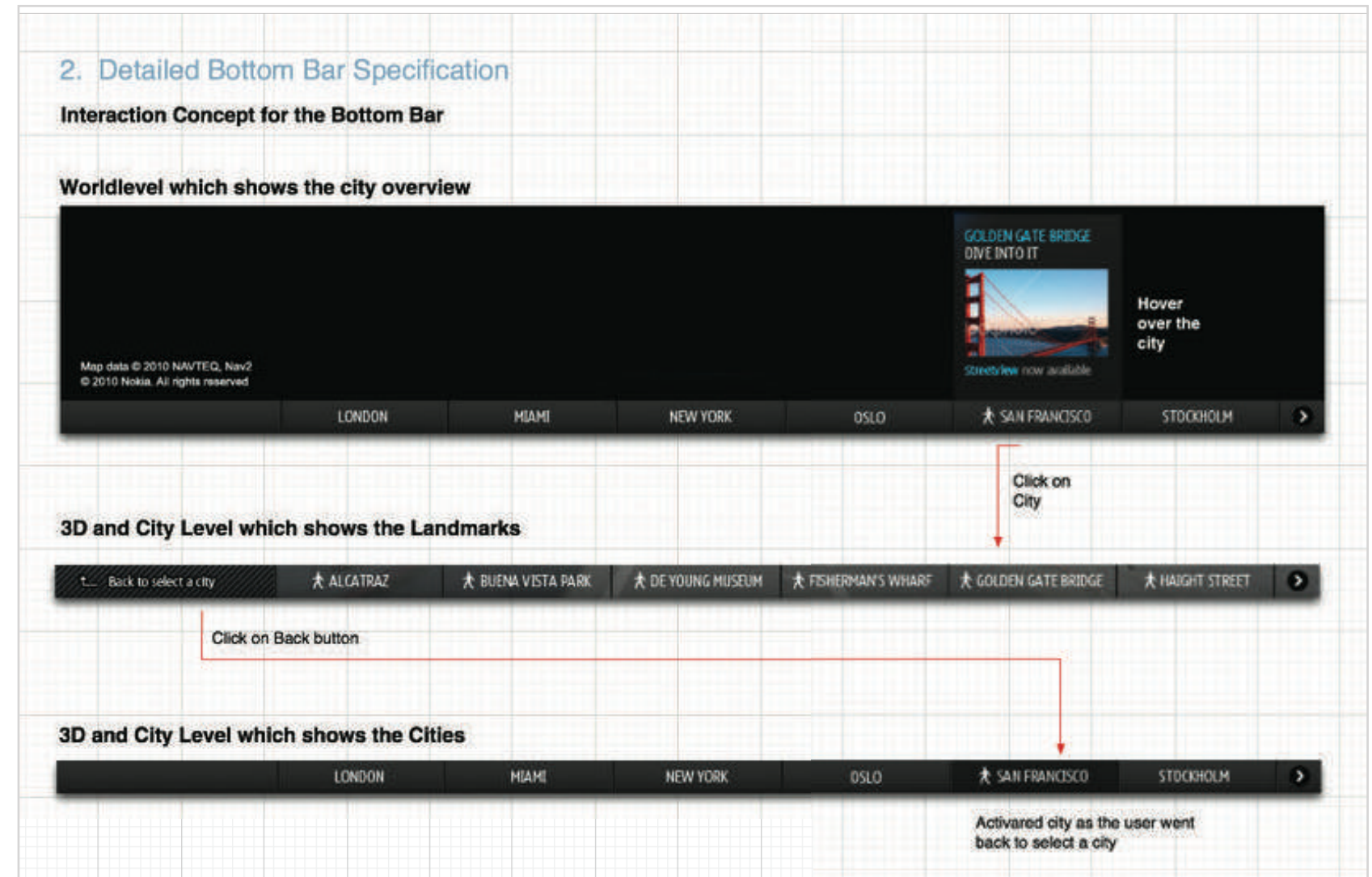
About

In order to test the potential of a new 3D mapping technique we worked with a start-up based in Stockholm.

The Challenge

Integrate a limited 3D data test-set for 13 cities on maps.nokia.com (later: maps.here.com).

Explore its potential to enhance the HERE Maps user experience.



Nokia's HERE Maps

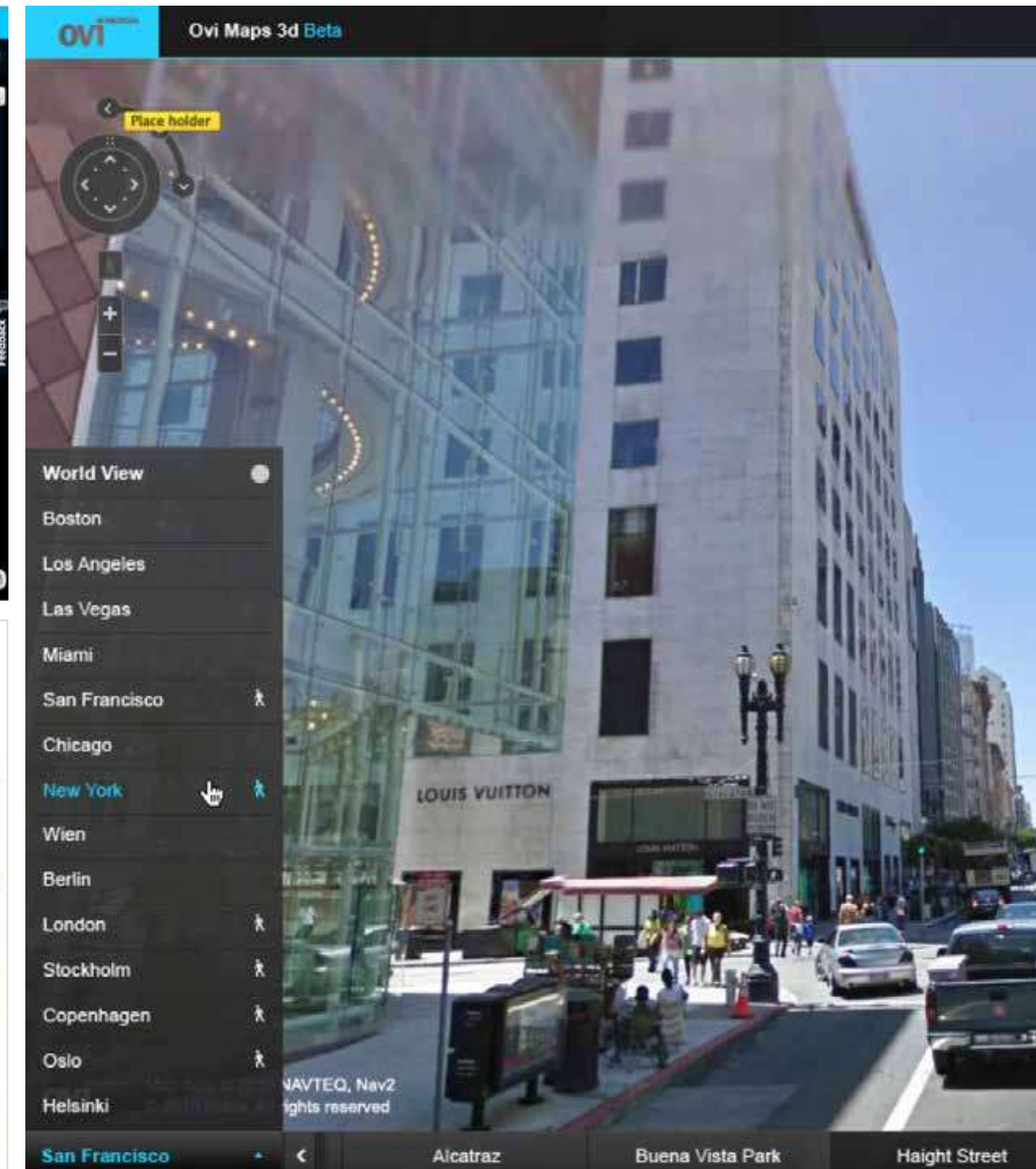
3D Maps

My Contribution

Workshop facilitation in Stockholm and Berlin, concept design, interaction design and information architecture

Result

We created the concept of a travel guide which was curated by editors and allowed the user to explore selected cities in 3D.





Thank you
Get in touch

Markus Burkardt
www.interactiveconcepts.de
markus.burkardt@gmail.com

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact Markus Burkardt and delete the material from any computer.