

nate.com UI

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1. Project Introduction

- NATE.com, 가 ?

2. Process

- NATE.com Process
- UI Process

3. Analysis

- 1 : NATE Biz Goal User Goal
- 2 : NATE Usability Test

4. UI Concept

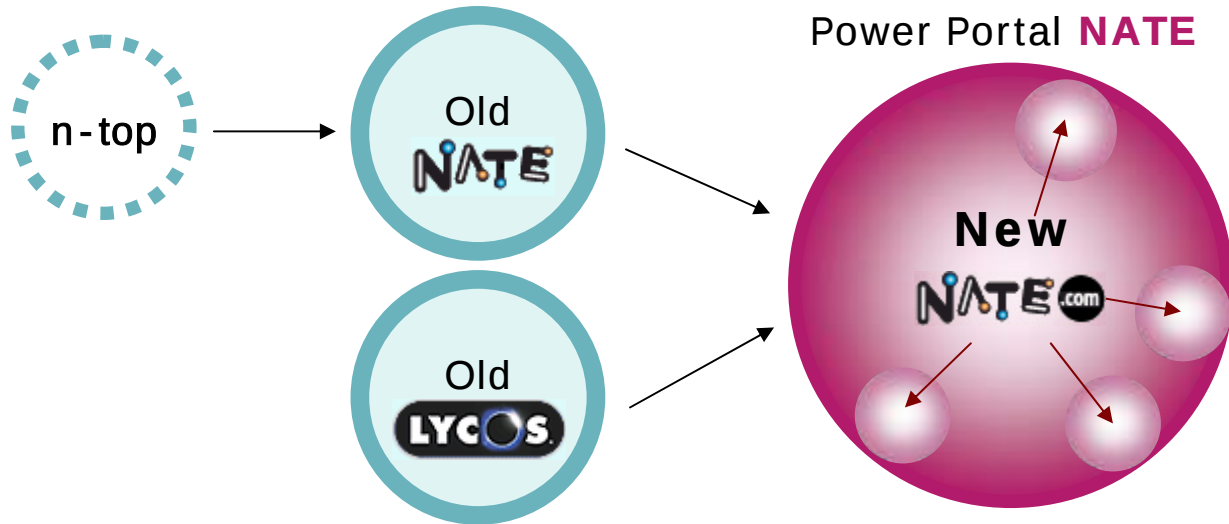
- UI
- Use Scenario
- User's Card Sorting
- Scenario & Card Sorting Architecture Concept
- UI

5. Information Architecture

6. Interface Design

7. Visual Design - Design

8. Final Test – Usability Test



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Process

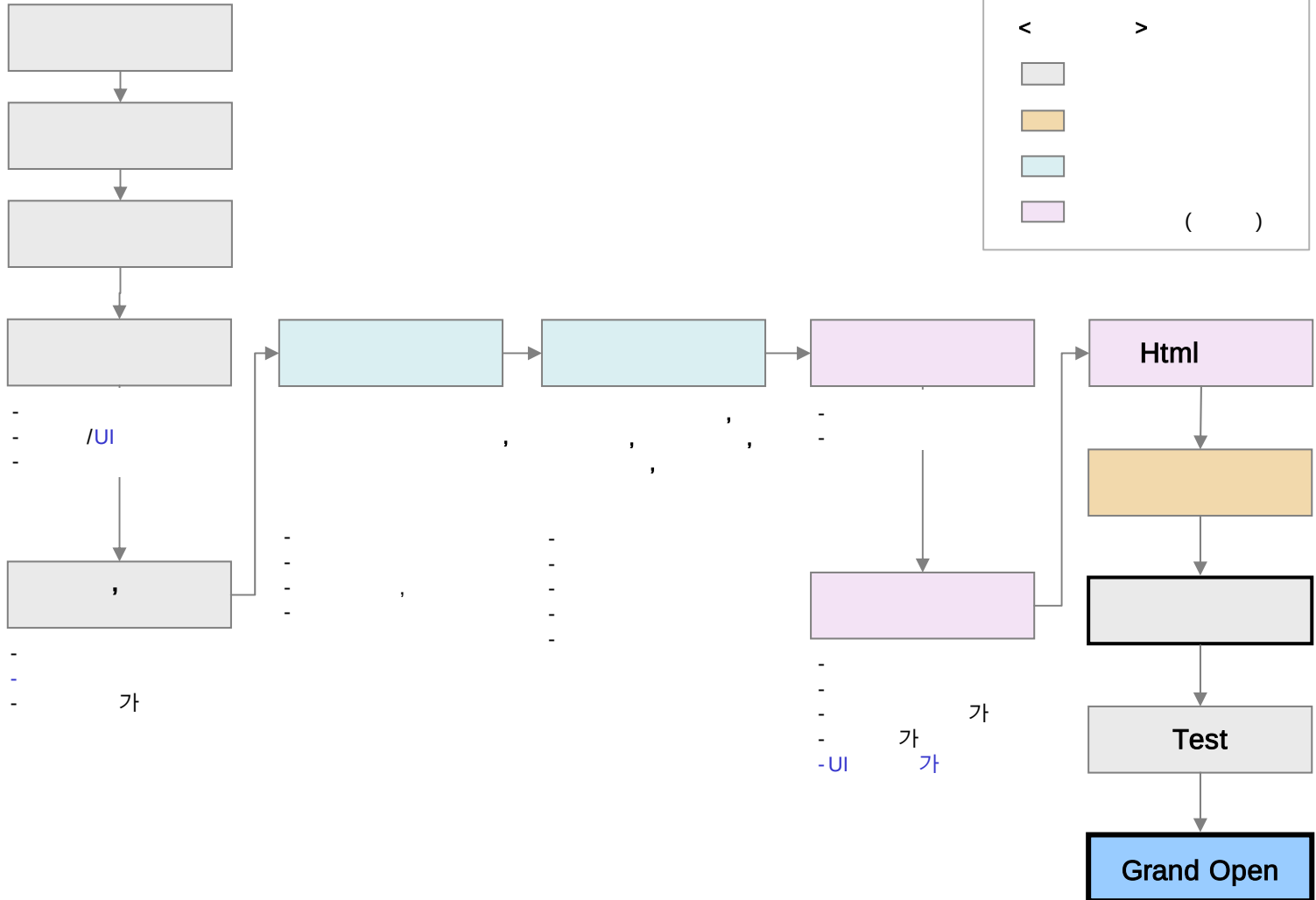
Process

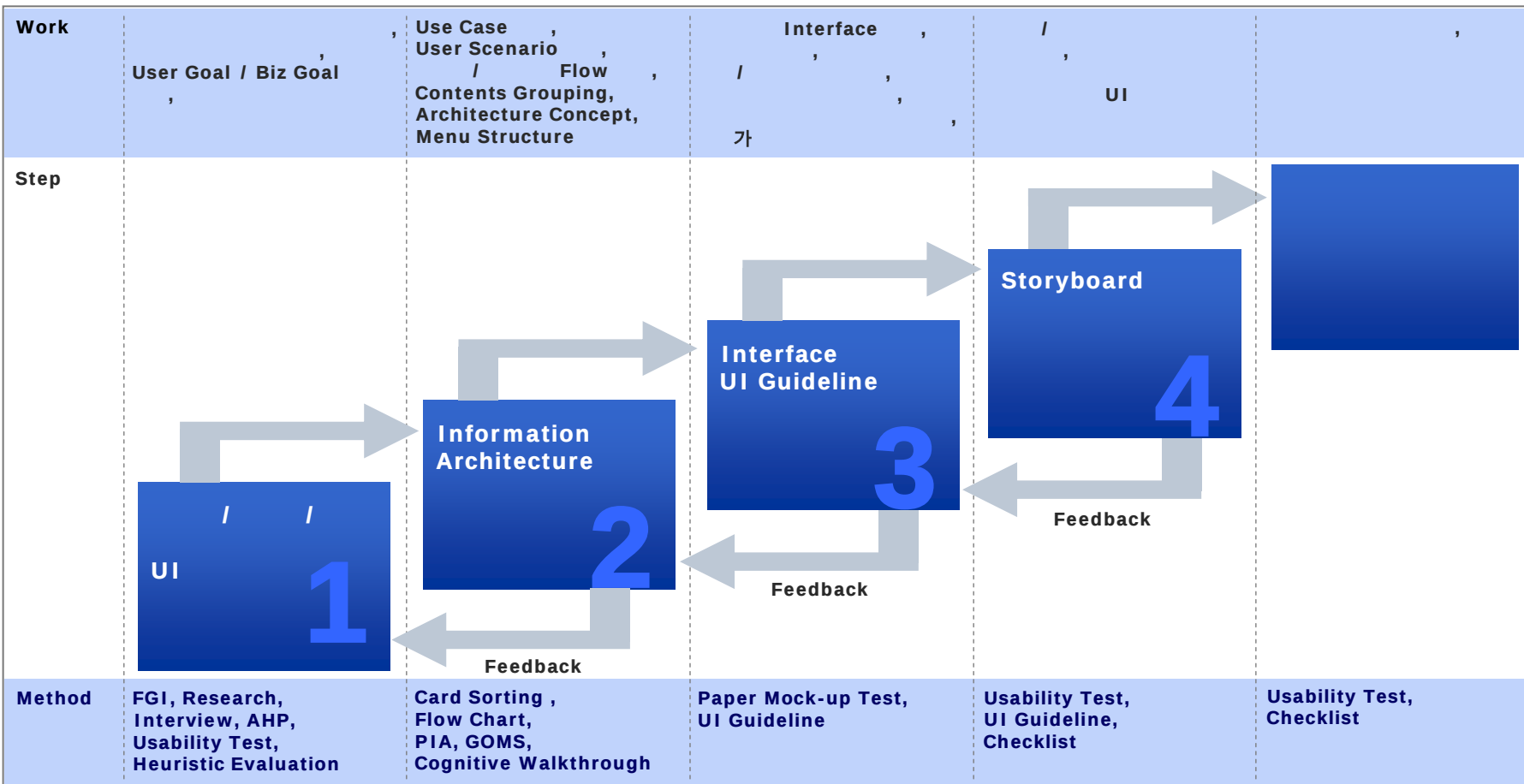
, UI

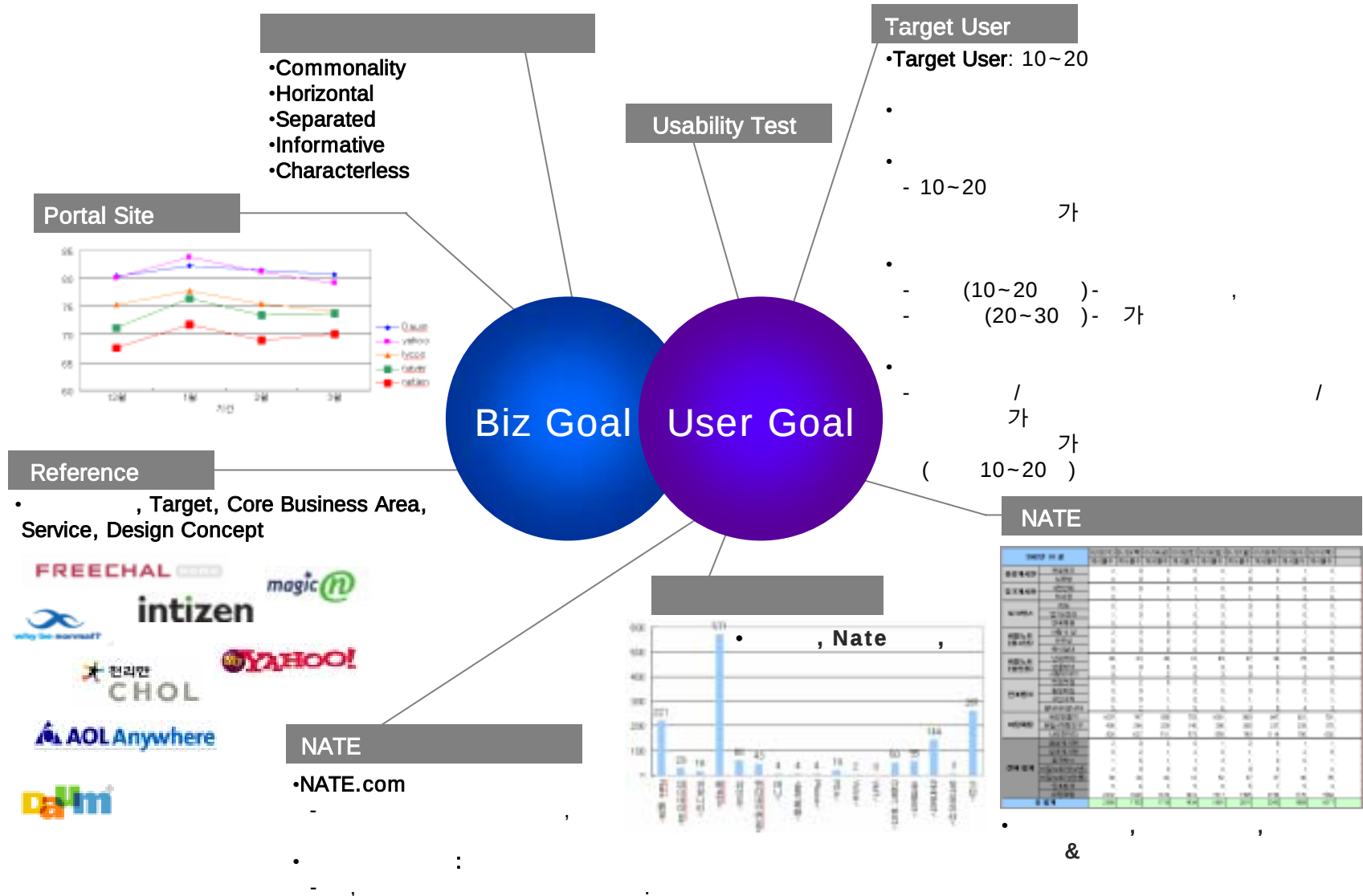
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2 : NATE Usability Test

UI 가 NATE.com 가
Information Architecture, Interface

- 2002 4
- Task
- UI (Usability Test Room)

가
- 가
- 011 017 ,
- (Screener) 가

가		6
		3
		3
	10 ~ 19	2
	20 ~ 29	3
	30	1
		3
Nate.com		3
	Nate	0
		6

2 : NATE Usability Test

1.

가	(1)	(2)
가 1	1(12%)	7 (88%)
가 2	1(10%)	9 (90%)
가 3	5(38%)	8 (62%)
가 4	1(11%)	8 (89%)
가 5	2(11%)	17 (89%)
가 6	2(18%)	9 (82%)



Page Log
Navigation

2.

Top Menu	Menu	1 Menu	Menu	
Phone	, ,	-	-	-
	. (0 / 6)	-	-	-
PDA	PDA (.)	- ,	-	-
	. (3 / 6)	-	-	-
Voice	, ,	- , ,	-	-
	. (1 / 6)	- ,	-	-
VMT	(.)	-	-	-
	. (6 / 6)	-	-	-

1

1,2

2 : NATE Usability Test

3.

참가자명	Task							
	1	2	3	4	5	6	7	8
참가자 1	S	F	S		F			
참가자 2	S	S	S	S	P			
참가자 3	S	F		F	F	P		
참가자 4	S			S		F	S	S
참가자 5	S		S	S			S	S
참가자 6	S	S				F	S	F
Task별 성공률	100	50	100	75	17	17	100	67

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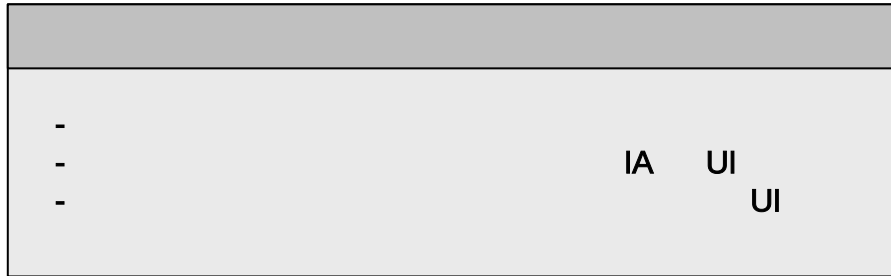
Task

1.

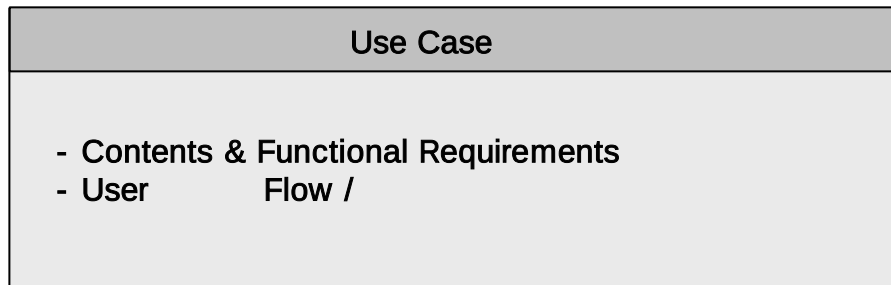
2.

Use Case ,

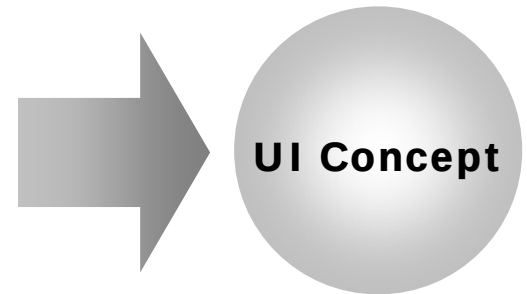
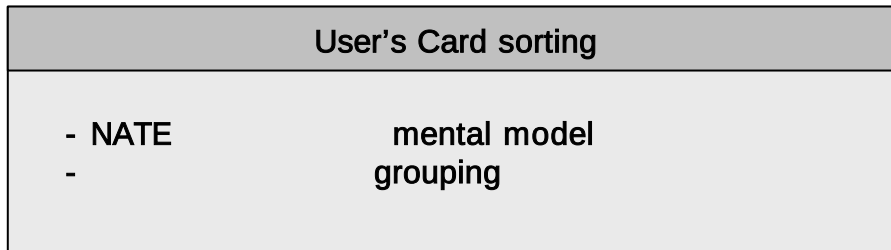
UI Concept IA



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Use Case & User Profile

NATE 4 가 navigation ,

< >



: 17
: :
"GOD"
"



: 23
: :
"20"
"



: 30
: :
"
"



: 26
: :
"011,017"
"

Attributes

- .
- -luxury goods
- (
- 가)
- 가 , e-mail
-

Background

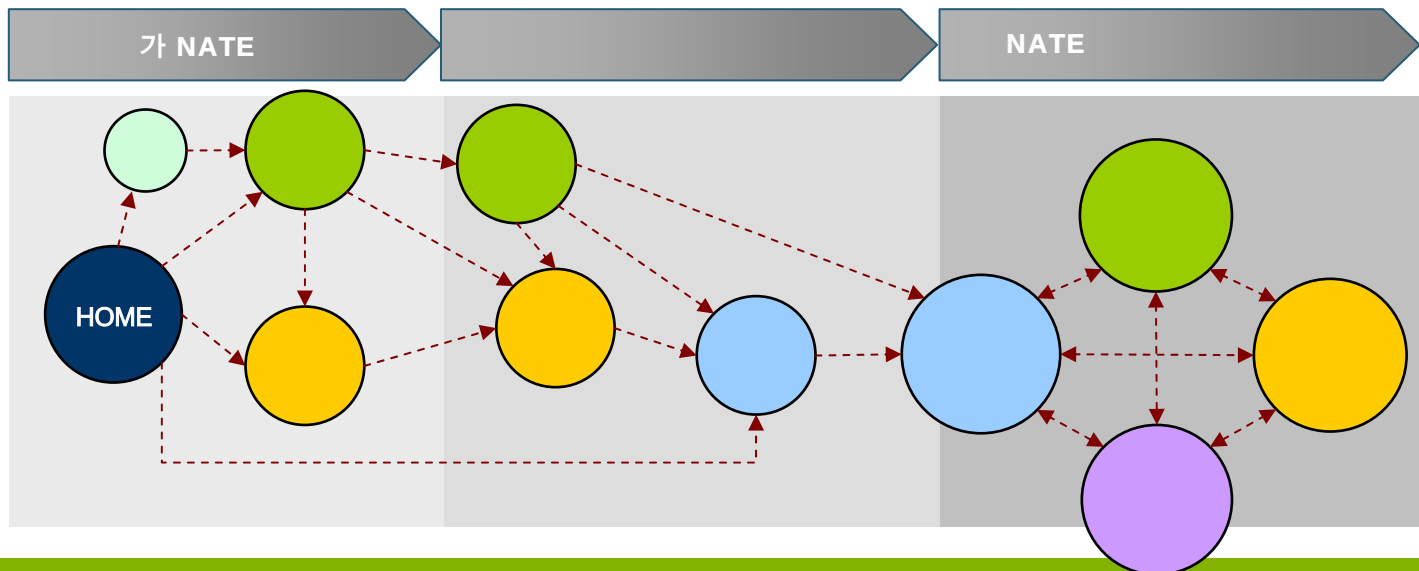
- : 23
-
- 4
- 20 .
-
- /
-
-
-
-

User Scenario

Scenario	Needs		Feature
1. . TTL	NATE	• 가	•
		•	• 가 • Nate
2.		•	•
		•	•
3.		•	•
		• 가	• 1:1
4. 가		•	• 1:1 ()
가		•	•
		•	• /
5. default 가		•	•
			•
6.		• Nate	•

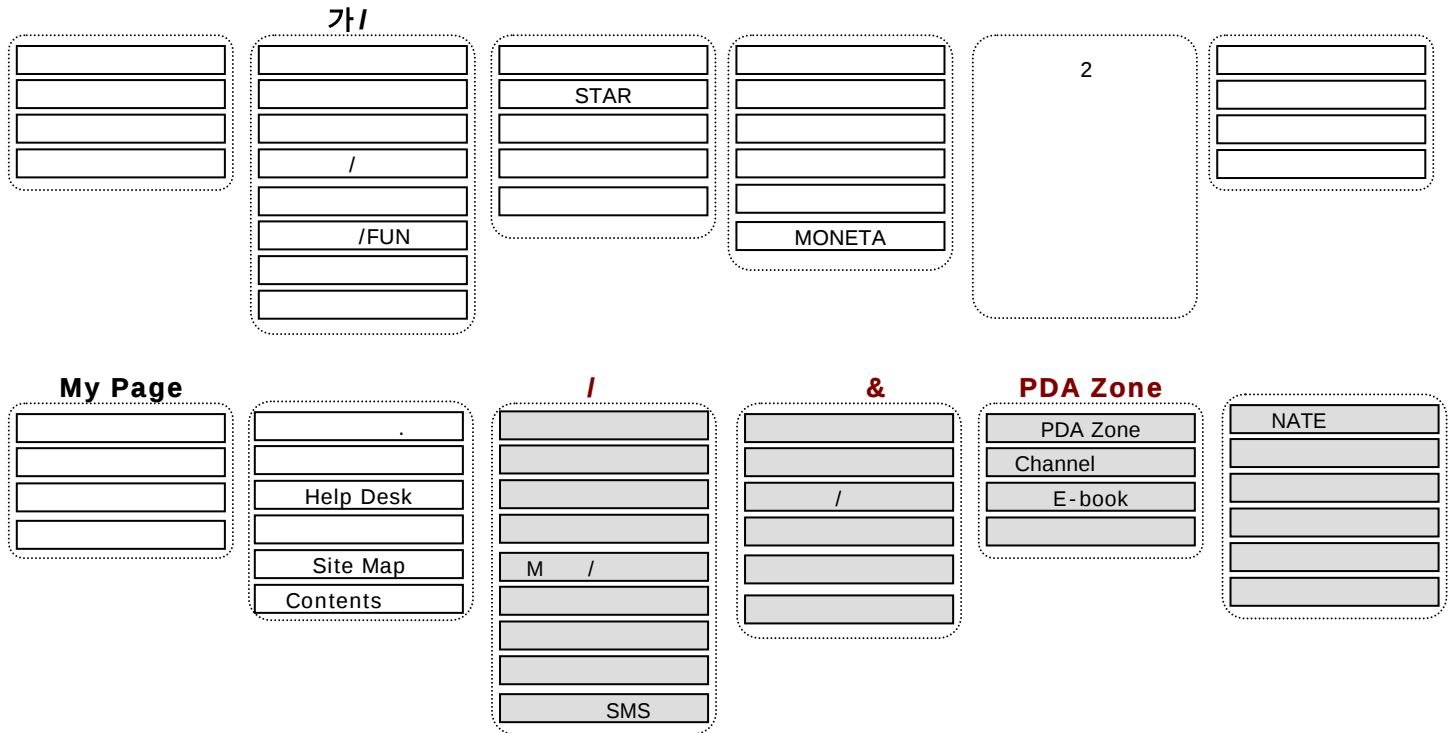
Requirements

10 ()	• • , • ,	• • •My page • , SMS
20 ()	• Main • •	• / •My page •
25-35 ()	•Device Main page • •Hot News	•VMT,PDA / • / , • ,
()	• 가 •	• (, ,) • • • Log-in

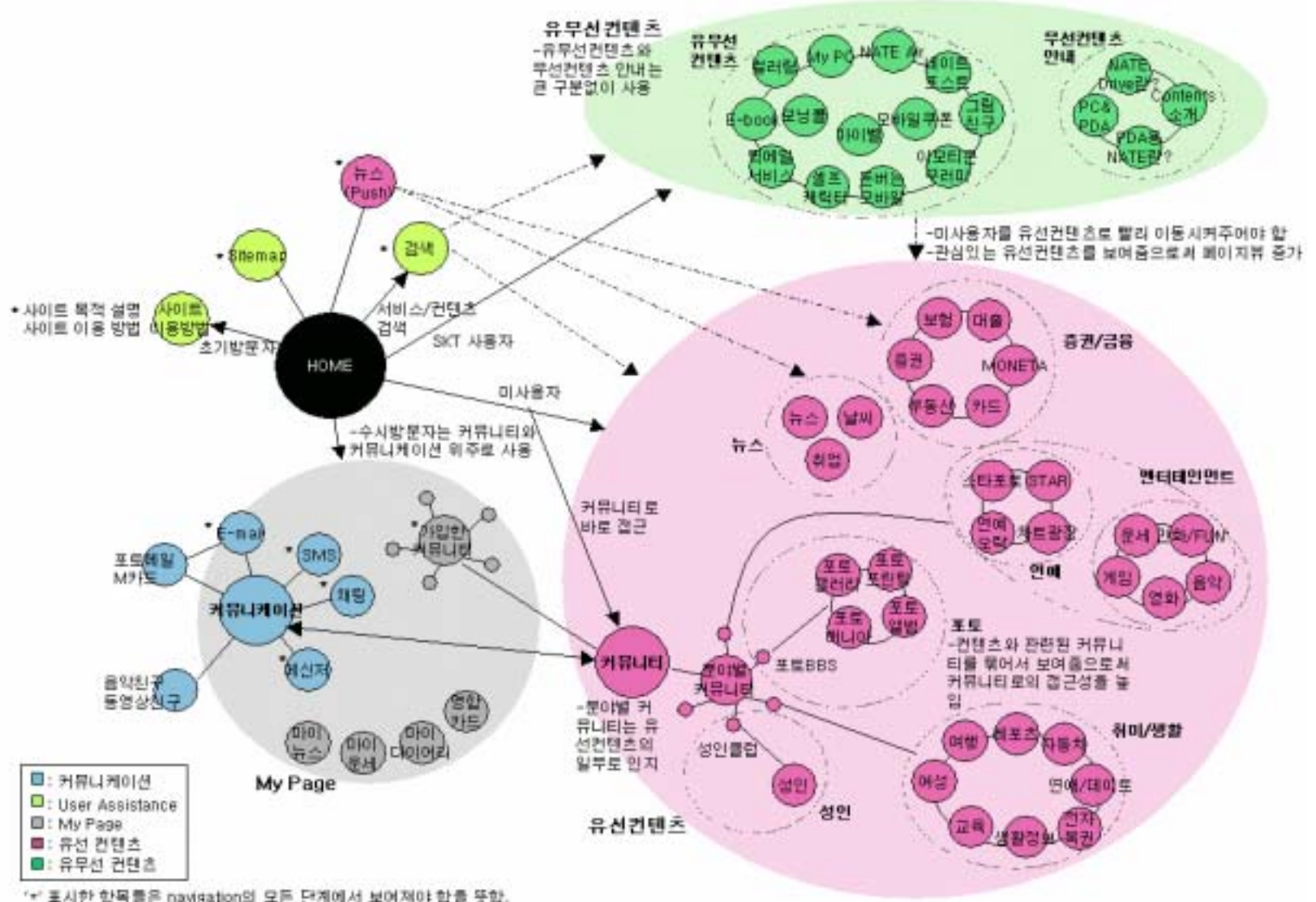


가 1

20



-
- PDA
- ‘ - ’, ‘ - ’



[

가

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1. 가

- Life Style

2.

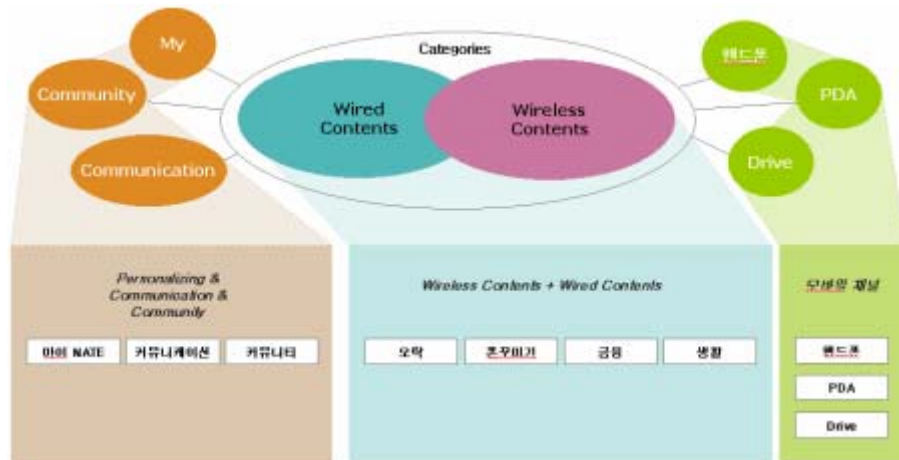
-
-
-
- Cross Referencing page

3.

- Simple GNB
-

UI

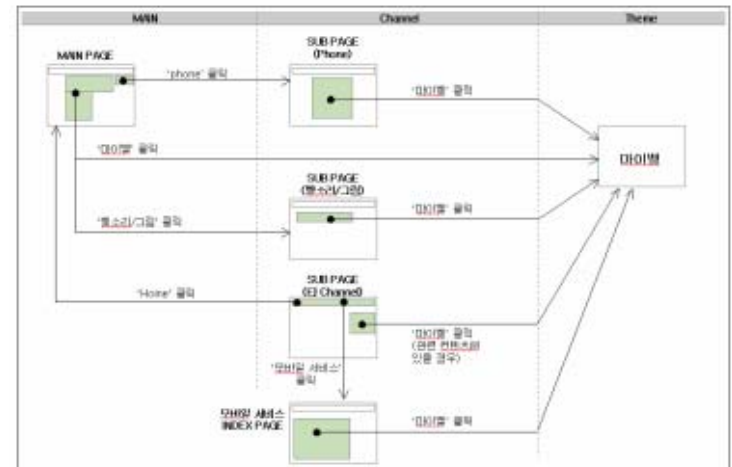
IA

[illegible]

가

- < 가 >
- 1.
 - 1-1.
 - 1-2.
 - 1-3. UI Concept
- 2.
 - 2-1. Browser
 - 2-2.
- 3.
 - 3-1. Frame
 - 3-2. Layout
- 4. Navigation Structure
 - 4.1. Navigation Structure
 - 4.2. **Navigation Flow**
 - 4.3
- 5. (Component)
 - 5-1. Component
- 6. Main
 - 6-1. Layout
 - 6-2.
- 7. Layout
 - 7-1. Flow
 - 7-2. Theme Top
 - 7-3. 3
 - 7-4. 4
 - 7-5. 3,4 Layout

< Navigation Flow >



3가 Usability Test, FGI, CLT 3가

가

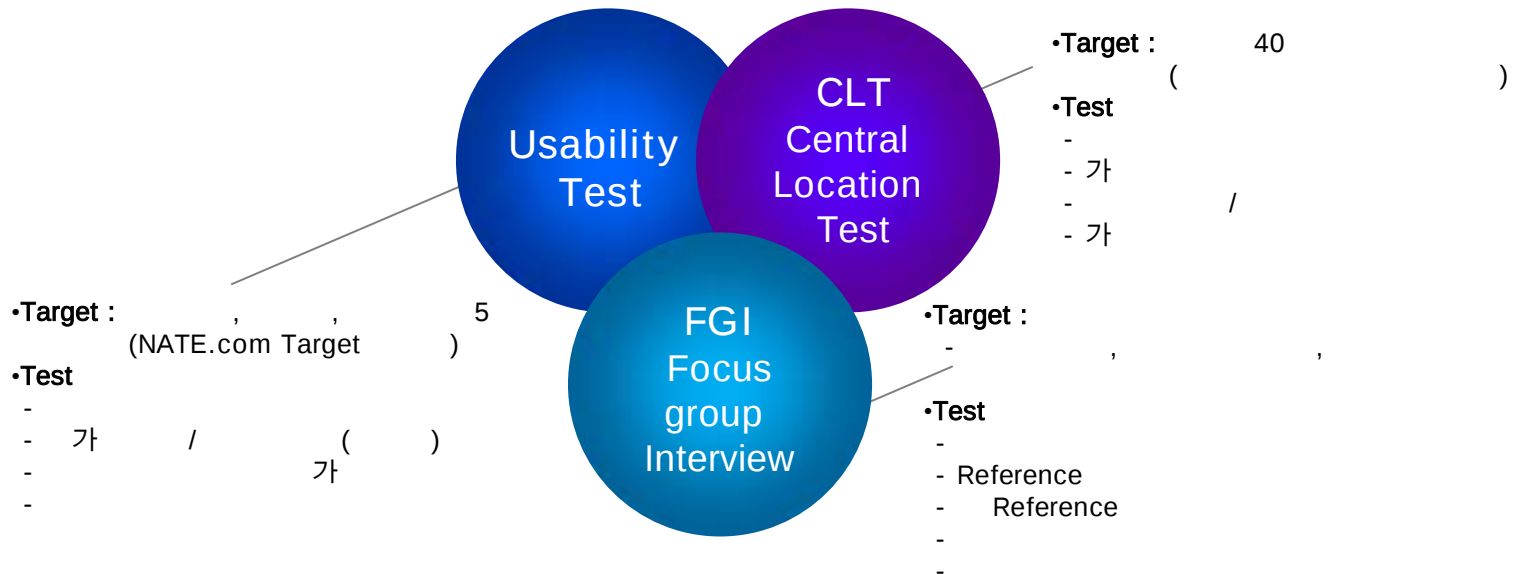
< 1 >



< 2 >



< 3 >



Design

CLT

	A	B	C
1.	3.1	3.8	4.2
2.	2.2	3.1	4.0
3.	2.0	2.5	3.2
4.	2.7	3.0	3.5
5.	2.6	3.1	3.5
6. 가	2.0	2.8	3.3
7.	2.0	3.1	4.0
8.	2.2	3.0	4.0
가	1	5	34
가	34	6	0

Usability Test

가	A	B	C
	6.2	8.0	5.8
	2	1	3

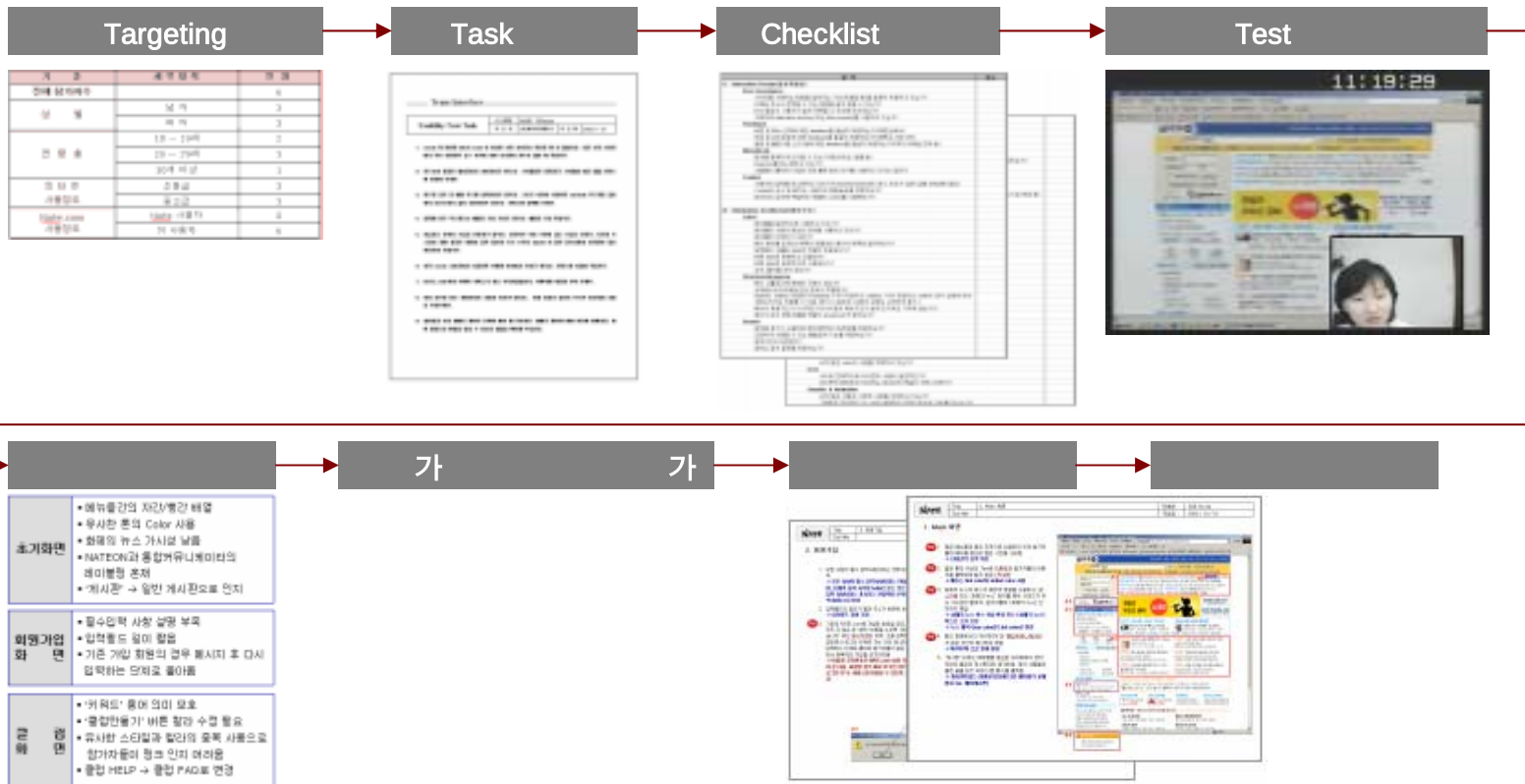
가	A	B	C
	4.2	6.8	7.4
	3	2	1



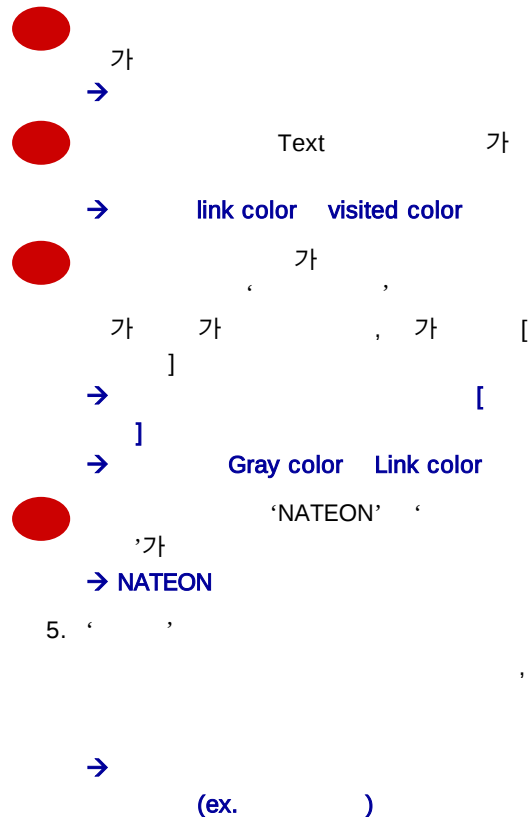
Flow
가

가

Process



Usability Test





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