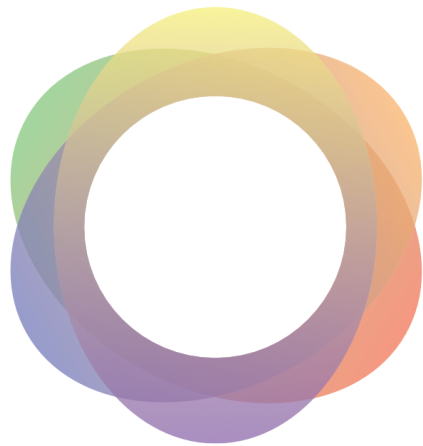


HEX for better maps

*Quick hands-on workshop on
human experience design on
making maps*

Hello, I'm Cham.

hello from
the humans of



iraya

machine learning • geoscience



www.irayaenergies.com



info@irayaenergies.com



[/irayaenergies](https://www.linkedin.com/company/irayaenergies)

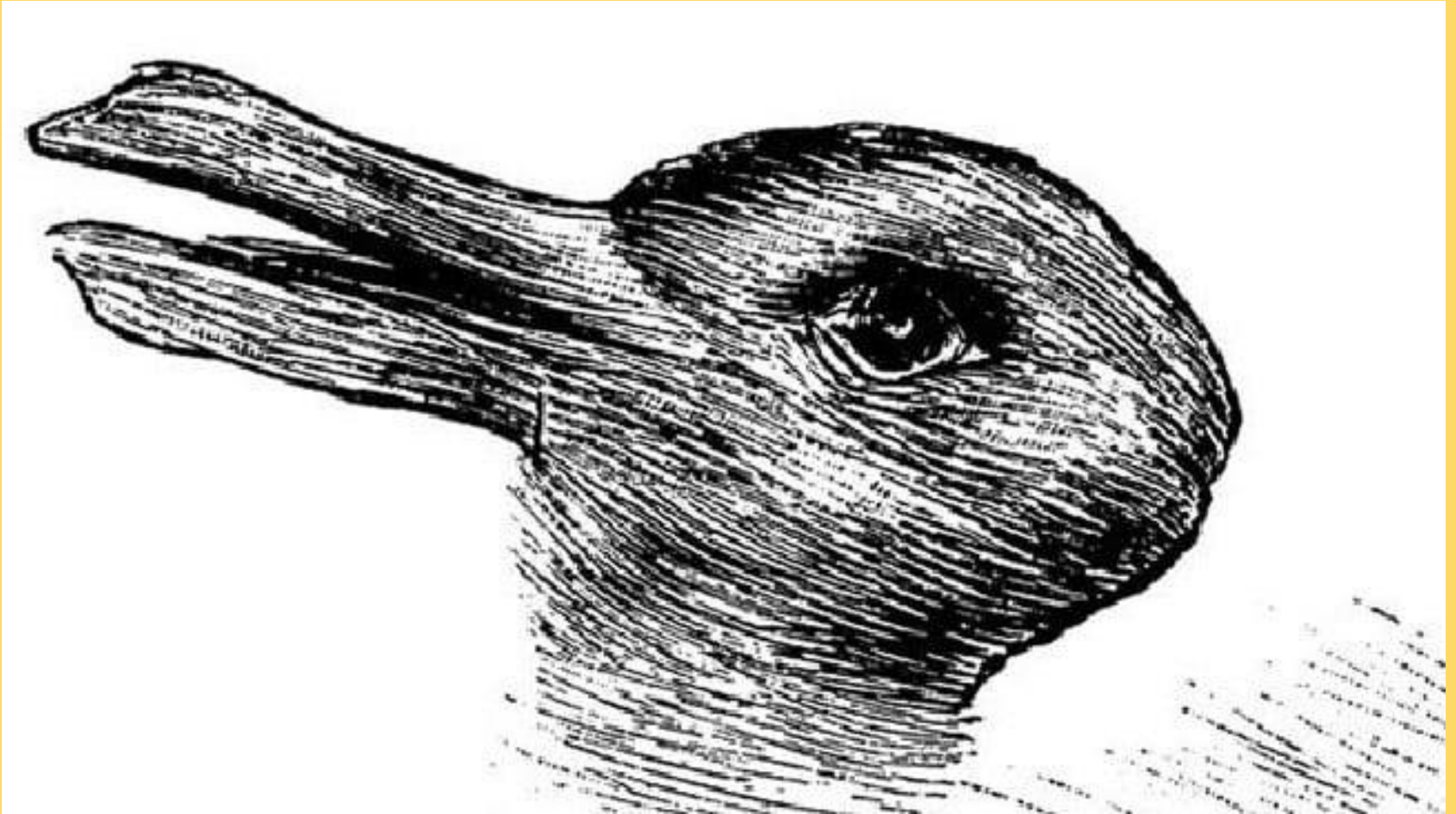
Workshop outline (90mins)

- Creativity (10)
- Design Thinking (10)
- Maps (10)
- Persona (10)
- Persona Development (20)
- Journey Map (10)
- Map Design (20)

#betterMaps
#pistaNgMapa
@c_mmdr

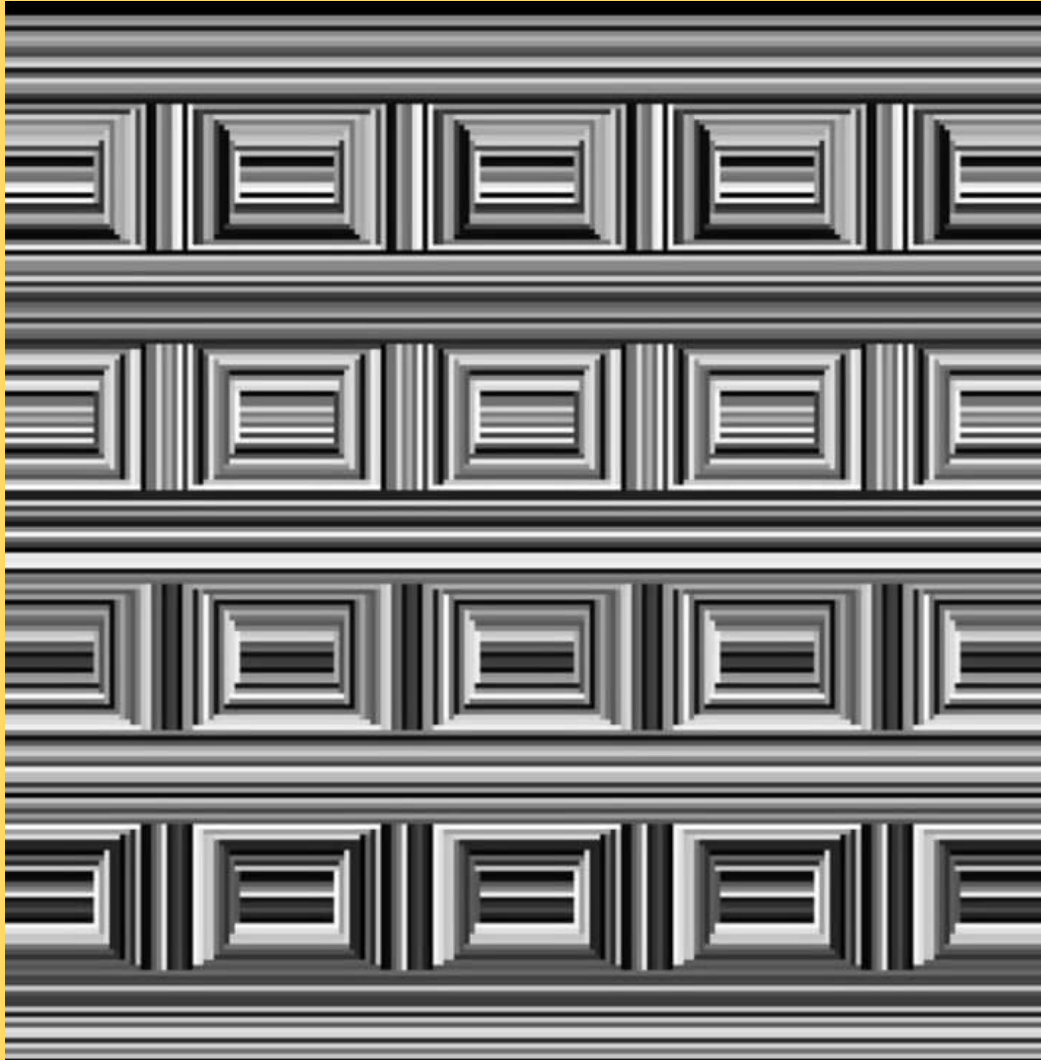
Let start.

What do you see?



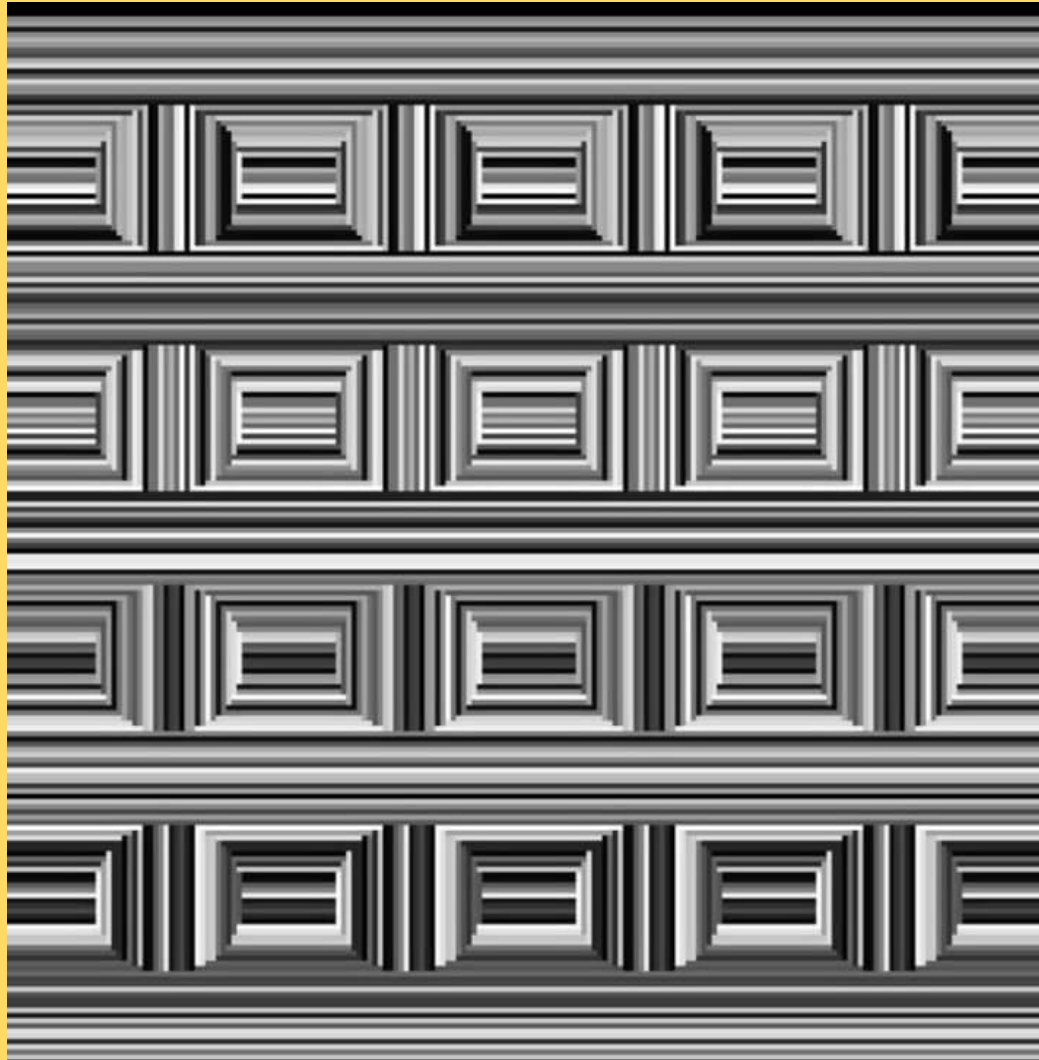
<http://mathworld.wolfram.com/images/gifs/rabbduck.jpg>

Can you see the squares?



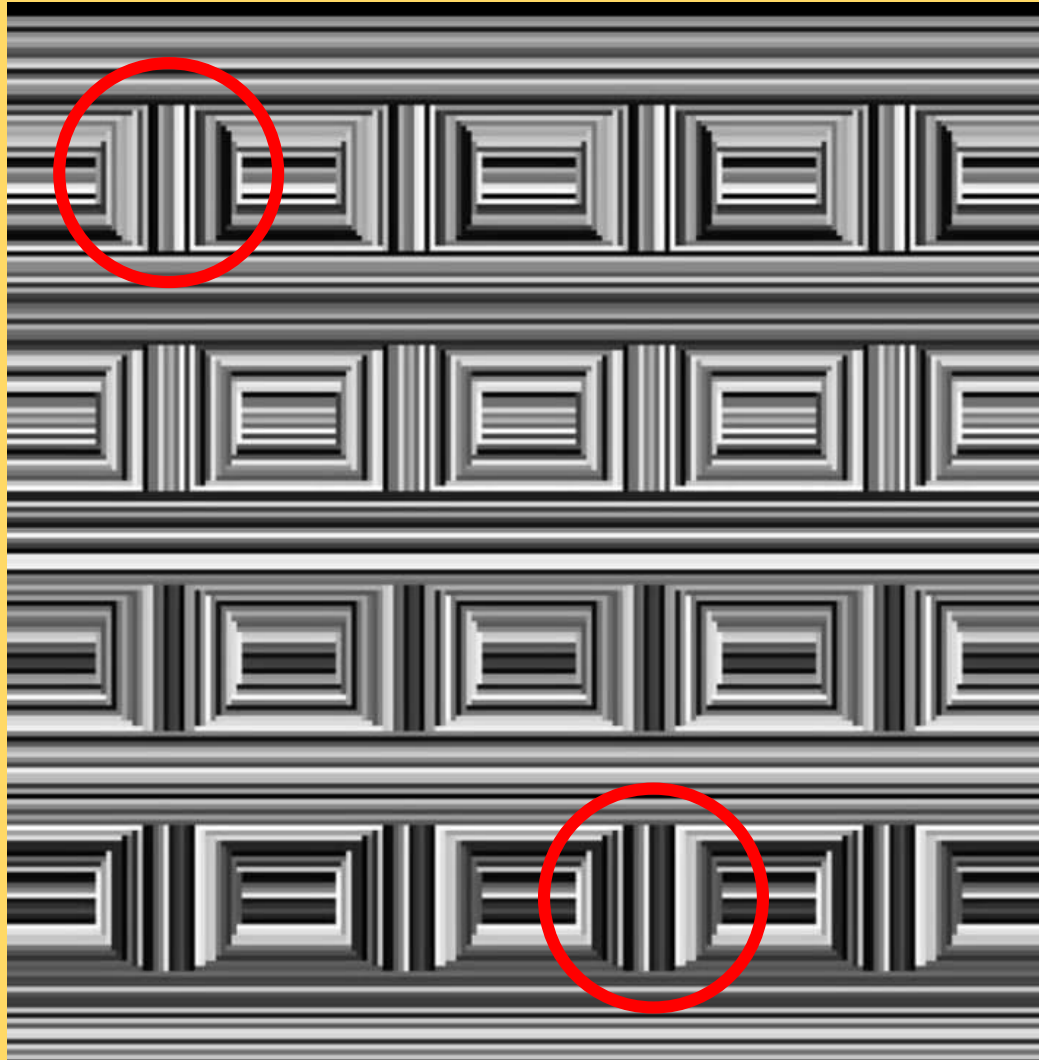
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Can you see the circles?



https://s3files.core77.com/blog/images/682607_81_68417_bfWzqZU2Y.jpg

Can you see the circles?



https://s3files.core77.com/blog/images/682607_81_68417_bfWzqZU2Y.jpg

Grab a paper and a pen.

List 20 the alternative ways
of using a pencil.

Problems

Solutions

Creativity

Design Thinking

1st definition

A systematic approach
to identify opportunities
and build innovative
solutions.

Design Thinking

2nd definition

A creativity method to
generate novel and useful
concepts.

DEEP UNDERSTANDING OF THE END-USER
(PROBLEMS, NEEDS, PAINS)

Design Thinking

3rd definition

A mindset based on

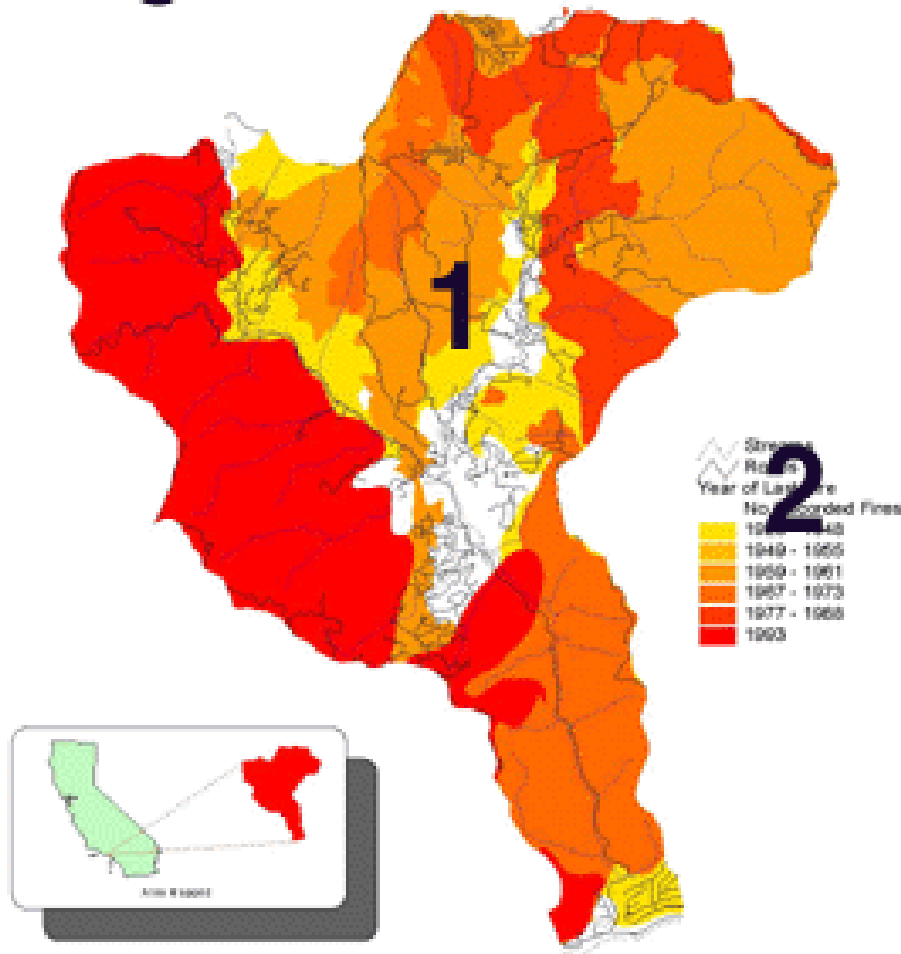
3 principles:

EMPATHY, INVENTION, ITERATION

**What is your idea
of a map?**

Maybe these...

Fire History in Topanga, California



1 Data/Subject

2 Legend

3 Title

4 North Arrow

5 Scale

6 Citation/Reference

Or these ...

**We can display data.
We can add LOTS of data.
We can put interactions.
We can load it with
functions.**

But will
PEOPLE use it?

**"If you design for everyone,
you delight no one. That is
the recipe for a mediocre
product."**

A *PERSONA* is a fictional representation of a user group.

Why do we need a Persona?

- A validation of scope
- Cater for Clear Target Audience
- Prioritize the features according to primary goals

PERSONA

DEVELOPMENT

Name and Picture	Demographics and Characteristics	
Think & Feel (Cognition)	Hear and See (Perception)	Say and Do (Behavioral)
Pain Points	Goals and needs	



EXAMPLE

Garbage Collecting Problem



Users who stay at home
all the time

User who go for jobs

Jenny

Demographics and Characteristics

- Age 27-45
- Gender – Female
- Housewife
- Mother of two
- Lives in an urbanized area
- Finish her work at home quickly and spend more time with the family
- Unable to read and write English
- Education up to ALs
- Non-tech savvy
- Likes to go out and spend time
- Active lifestyle

Think & Feel (Cognition)

- Feels disgusted about garbage not being collected
- Will try to refrain from putting the garbage on street
- Some garbage needs to be removed immediately
- Disgusted about the fact that there isn't a proper way to dispose garbage
- Children can get sick.
- Reluctant to go out with the children

Hear and See (Perception)

- Garbage collectors not coming on schedule
- Hearing complaints that garbage is not being collected
- Stray animals pull out garbage all over the place.
- Compare other's households with her own
- If you miss the garbage collectors the garbage will pile up.

Say and Do (Behavioral)

- Complain to authorities
- Discover about what other countries have implemented to solve the issue
- Burning paper and polythene
- Ultimately and reluctantly would have to put the garbage on the streets.
- Create compost at home and recycle

Pain points

- Feels disgusted about garbage not being collected
- Some garbage needs to be removed immediately
- Some garbage needs to be removed immediately
- Disgusted about the fact that there isn't a proper way to dispose garbage
- Garbage collectors not coming on schedule
- Ultimately and reluctantly would have to put the garbage on the streets.

Goals and needs

- Feels disgusted about garbage not being collected
- Create compost at home and recycle.
- Discover about what other countries have implemented to solve the issue
- Will try to refrain from putting the garbage on street

NOW
WE KNOW
OUR USERS.

User flow.

User journey.

Journey map.



Design a Product in 24H Singapore

Journey maps focus on a **User's Interaction** with a product or service.

Let's go **BACK**
and sketch a
Journey Map

tl;dr

How the user
will use your
map.

Time to make Journey Maps

Put

EVERYTHING

Together.

WAYS TAKEAWAYS TAKEAWAYS

WAYS TAKEAWAYS TAKEAWAYS

WAYS TAKEAWAYS TAKEAWAYS

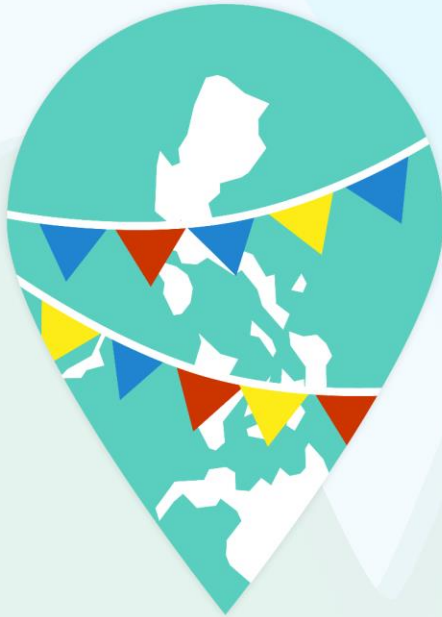
Thank you!

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[@c_mmdr](#)

August 1-3, Foundation University, Dumaguete



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open data & software • free maps • community • talks • workshops



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