UX in Motion

Creating Usability with Motion workshop

Customer-centric tools for your designers, developers and stakeholders

1 day workshop

★★★★★ "The UX in Motion training established a solid foundation for our designers and left us with valuable tools and tactics that will allow us to integrate motion as a tool in our practice, which will ultimately allow us to produce more tangible, evocative work."

– John Rousseau, Executive Creative Director, frog, Seattle

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For inquiries and availability

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Introduction

Welcome! In this workshop your team will acquire immediately applicable team-based tools for ideating, analyzing and presenting motion and usability concepts in their projects.

Participants will learn a motion innovation methodology, as well as develop a powerful context for understanding the value of motion – including how to use motion to solve design challenges, minimize the impact of context switching, and manage cognitive load.

Hands-on motion sketching and presentation exercises are designed to foster a shared linguistic framework while participants generate motion-based solutions to common UX challenges.

Outcomes from the workshop include –

• **Expand CX solution space**
• **Acquire new design vocabulary for ideation and presentation of motion concepts**
• **Synergize collaboration amongst stakeholders, designers, and developers**
• **Develop a working context for when and how to deploy motion**
• **Accelerate timelines and conserve budget with paper prototyping**

★★★★★ "This workshop offers you a chance to quickly learn and discuss 'high-level' usability and motion examples in an open format. Wishing I could do this workshop weekly with my entire team."
– Andre Pennycooke, Visual Designer, Bank of America, Oakland

Workshop outcomes

Expand CX solution space
Start using motion as a problem-solving tool to support mental models and manage cognitive load in users.

Acquire new design vocabulary for ideation and presentation of motion concepts
Utilize a shared linguistic framework to quickly pinpoint and solve UX challenges through motion-based solutions.

Synergize collaboration amongst stakeholders, designers, and developers
Meet core strategic product development objectives and minimize friction by aligning all parties through versatile low impact ideation and analytical conversation based tools.

Develop a working context for when and how to deploy motion
Validate motion ideas through a usability framework geared to add tangible value to your product. Learn how to exclude ideas devoid of merit prior to committing resources.

Accelerate timelines and conserve budget with paper prototyping
Motion execution is an expensive investment in time and resources. Downscale your reliance on developers by shifting motion leadership back to designers and engaging in high ROI activities like drawing to communicate concepts and vet ideas.

★★★★★ "Very helpful in allowing me to 'see' motion. Before this workshop, I glazed over the motion or saw it more as a delight element. Now I have the language and awareness to analyze motion effectiveness and the understanding to start designing supportive motion for UX."
– Cura, UX Designer, Cisco, San Jose

Curriculum

Designed to maximize participation and involvement, each of the 5 modules in the workshop utilizes an multi-disciplinary approach to learning motion innovation, and focuses on ideation, presentation, and analysis of motion solutions to design challenges.

Module 1: Foundation
Participants will develop a working context for the motion and usability partnership, an understanding of the current landscape, and core foundation strategic frameworks.
– Motion/Usability landscape
– 5 ways motion is used in user experiences
– 5 ways to use motion as design strategically

Module 2: Creating meaning
Participants will develop a mental model and rule-based approach for innovating motion, as well as become familiar with the two-state problem/solution methodology.
– Working with A/B states
– Introduction to mental models
– Designing rules for motion

Module 3: Mental models
Participants will learn how to discover and generate mental models that feed directly into the ideation workflow.
– 10 mental models to use when designing motion
– Paper prototyping motion

Module 4: Ideation
Participants will acquire the high fidelity motion ideation framework to solve design challenges.
– 9 step ideation framework
– Design leadership

Module 5: Analysis
Participants will learn a step by step framework to completely analyze any motion reference and feed this information back into the ideation workflow.
– 9 step analysis framework
– Motion innovation flywheel
– Next steps

Slack is focused on making work simpler, more pleasant, and more productive.

As part of their workshop outcomes, Slack was committed to developing a solid foundation for their designers to ideate, present, critique, and deliver motion to developers for new website features including loading animations, input fields, and illustrations.

The team spent time motion sketching paper prototypes, presenting ideas, and analyzing real-world references.

The second day of the workshop was focused on on-boarding the team with After Effects, ideation, refinement, and delivering real-world assets to their developers using the GIFS and JSON files.

★★★★★ "The workshop was really helpful in exposing guidelines for how motion can create hierarchy, contrast, and ultimately usability. Like visual design's rules of gestalt, but for movement. The 'how to' on symbols/terminology/sketching for paper prototypes was great."
– Russell, Senior Communication Designer, Slack, San Francisco

★★★★★ "We learned the language and vocabulary of motion in user experiences and how they differ from the classic motion design. These foundational elements help inform our questions and decisions in regards to ongoing instruction from Issara."
– Christopher Reath, Communication Designer, Slack, San Francisco

Case Study | ORACLE

1-day workshop

The Oracle team was interested in learning new ways of ideating and delivering motion in their products.

In addition, there was a core need to communicate the value of motion, both to engineers and stakeholders.

The workshop focused on delivering communication instruments to engineers in the form of engineer friendly deliverables and strategies, while also delivering storytelling and ROI based deliverables to stakeholders.

The team was also looking for principles and guiding frameworks to ideate motion in key product features. In addition, the team had a core need to factor in scalability and design systems.

★★★★★ "Incredibly valuable lessons and insights. Our team learned vital skills and mind-sets."
– Nathan Pearce, Director of User Experience, Oracle, Redwood City

★★★★★ "I loved how the day involved not only motion from a technical and product standpoint, but also from a practical usability perspective. It exceeded initial expectations and covered so much useful material."
– David Topper, UX/Visual Designer, Oracle, Boston

★★★★★ "I found the methods of drawing/communicating motion most helpful. I also appreciate the heuristic checklists, and the skeuomorphic behavior cheat sheet."
– Matt Miller, User Experience Designer, Oracle, Puyallup

Case Study

3-day workshop

K A Y A K

Kayak's mission is to provide the world's favorite travel planning tools.

Focusing on desktop, iOS, and Android, Kayak wanted to bring together 48 product stakeholders, UX designers, and developers and develop a common design vocabulary regarding motion. This mandate was in alignment with the need to focus on fundamentals and structures across design and development for a seamless product experience.

Additional workshop outcomes included determining appropriate use for motion, tools for ideation and presentation, better communication between designers and developers, a clear path from design to implementation, conceptual tools for collaboration, and how to keep motion useful and relevant.

★★★★★ "A solid workshop that explains the principles of motion in user experiences. This helps our developers, designers, and product managers develop vocabulary and mental models which will enhance our communication quality."
– Bruce Gong, Software Developer, Kayak, Boston

★★★★★ "It was great to learn a language for motion because language drives your thought process."
– Gao, iOS Software Engineer, Kayak, Boston

About the instructor

Issara Willenskomer is a subject matter expert on motion and usability.

He leads workshops internationally for businesses looking to create better customer experiences, and synergize the partnership between design and development by building a common vocabulary for product teams looking to use motion to solve design challenges.

With over 15 years of interaction and motion design experience, Issara has collected an impressive portfolio of Fortune 500 clients and agencies.

As a consultant, Issara lends hands-on expertise to a wide range of interactive motion based projects.

★★★★★ "Issara knows what he is talking about and is tremendously experienced/read in motion. He helped us develop a language and an eye for good motion vs bad. His enthusiasm really shows!"
– Rhythm Agarwal, UX Designer, Lutron, Coopersburg, PA

Testimonials

★★★★★ "This workshop has helped me expand my arsenal on design vocabulary. As a designer it is crucial to be able to pitch and sell your designs. Knowing the vocabulary and informed reasoning will help you get traction of your design by the stakeholders and team members. This workshop has helped on that."
– Mhung Park, UX Designer, Mindbody, San Luis Obispo

★★★★ "This workshop was great for understanding how motion can either help or hinder usability. We discussed both good and bad uses of motion in real-world products. This workshop also supplied us with a common vocabulary that facilitates discussion and idea exchange."
– Liliana, Engineering Manager, Kayak, Boston

★★★★★ "What an amazing class! I loved deconstructing animations and getting to the root of the why they enhance usability and provide meaning. Also loved the synthesis portion at the end! Thank you!"
– Sara Lancaster, UX Designer, Mindbody, San Luis Obispo

★★★★★ "I came to this workshop with no knowledge on motion and walked away with a really good perspective on principles on motion, and analyzing motion design examples to learn from them and when/where to add delight and value to the product."
– Angad Manco, Interaction Designer, Cisco, San Jose

★★★★ "It's a great course that made me notice the smaller details in transitions. As an app developer, applying the 12 Principles whenever appropriate will definitely make the customers of my app happy."
– Peeral Malani, App developer, Lutron, Philadelphia, PA

★★★★★ "The class was great with lots of examples to illustrate how motion can support or undermine the UX."
– Angela, Product Designer, Scribd, San Francisco

★★★★★ "Having a standard/common language to share ideas about motion in UX is key to collaborating, and pitching motion design concepts. Also understanding the difference between motion for entertainment vs similar principles for UX goals."
– John Luxford, CTO/Developer, The Campfire Union, Winnipeg

Online course

The online course expands and recaps on the motion innovation content covered during the live onsite workshop. Participants will continue their training with unlimited access to frameworks, structures and tactics, through important exercises and lessons. In addition, new exclusive monthly content will be posted to the course to keep designers current with emerging trends and strategies.

Coaching

Monthly live coaching calls over Zoom serve the needs of designers by answering their questions live, and expanding on concepts and frameworks developed in the course. Designers will get to ask questions and get realtime instructor feedback on their unique challenges.

Pricing

Creating Usability with Motion live onsite workshop with your team
Additional expenses include transportation, accommodation, and meals
1 – 5: $7,500 (Base rate)
6 – 10: $1,000/participant + base rate
10+ (max 24/day) $500/participant + base rate

Online course
Additional 35% discount applied, upon completion of live onsite workshop

Digital course only
   • Monthly: $197 – 35% = $128 (save $68/month)
   • Annual: $1,997 (save $367/year) - 35% = $1,298 (save $1,066/year)

Group monthly coaching with live Q&A
Available upon completion of workshop
   • Monthly: $197 – 35% = $128 (save $68/month)
   • Annual: $1,997 (save $367/year) - 35% = $1,298 (save $1066/year)

Digital + Group monthly coaching
   • Monthly: $247 (save $147/month) – 35% = $160 (save $87/month)
   • Annual: $3,400 (save $594/year) - 35% = $2,210 (save $1,784/year)

Private monthly coaching (3 month commitment)
1 – 3: $497/participant/month
6 – 10: $397/participant/month
10+: $297/participant/month

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