

Principles of UX Design

Turning research, place and storytelling into a location-based experience.

MAIN PROJECT

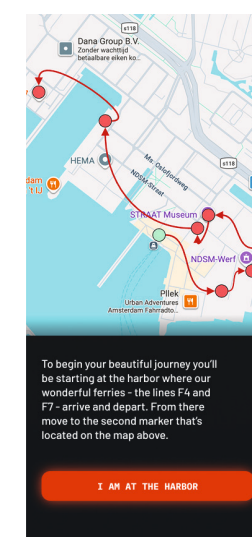
NDSM Podwalk

A mobile audio walk connecting the industrial history of Amsterdam-Noord with the atmosphere of the site today.

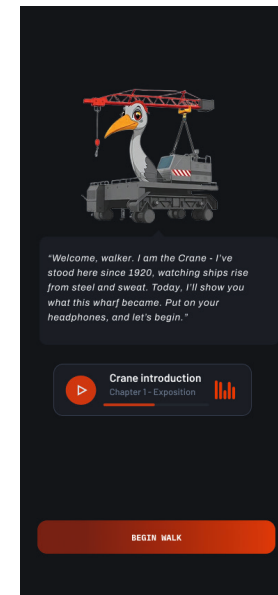
first draft



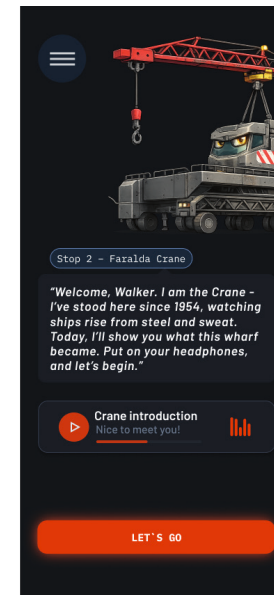
Iteration



first draft



Iteration



CHALLENGE

Create an engaging podwalk for a real environment without reducing the experience to a conventional audio guide.

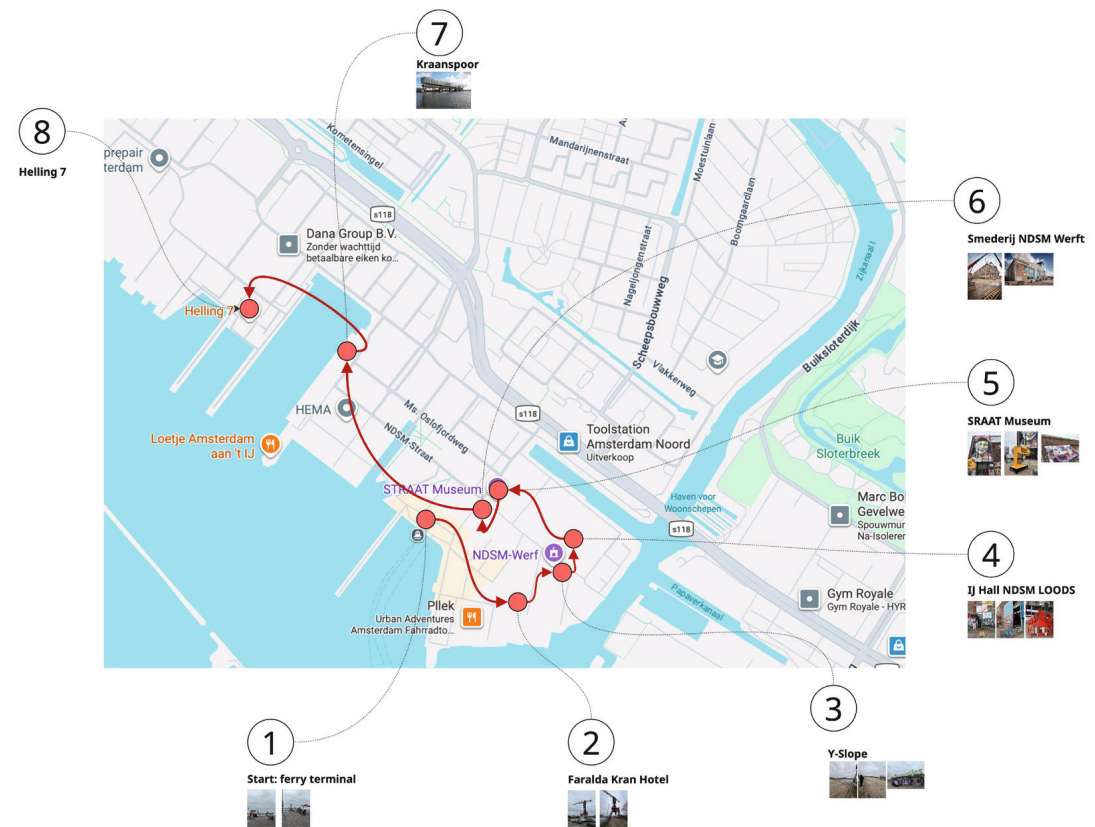
MY CONTRIBUTION

Co-developed the concept and route, conducted site research, shaped the narrative, designed and iterated the mobile prototype.

METHODS & TOOLS

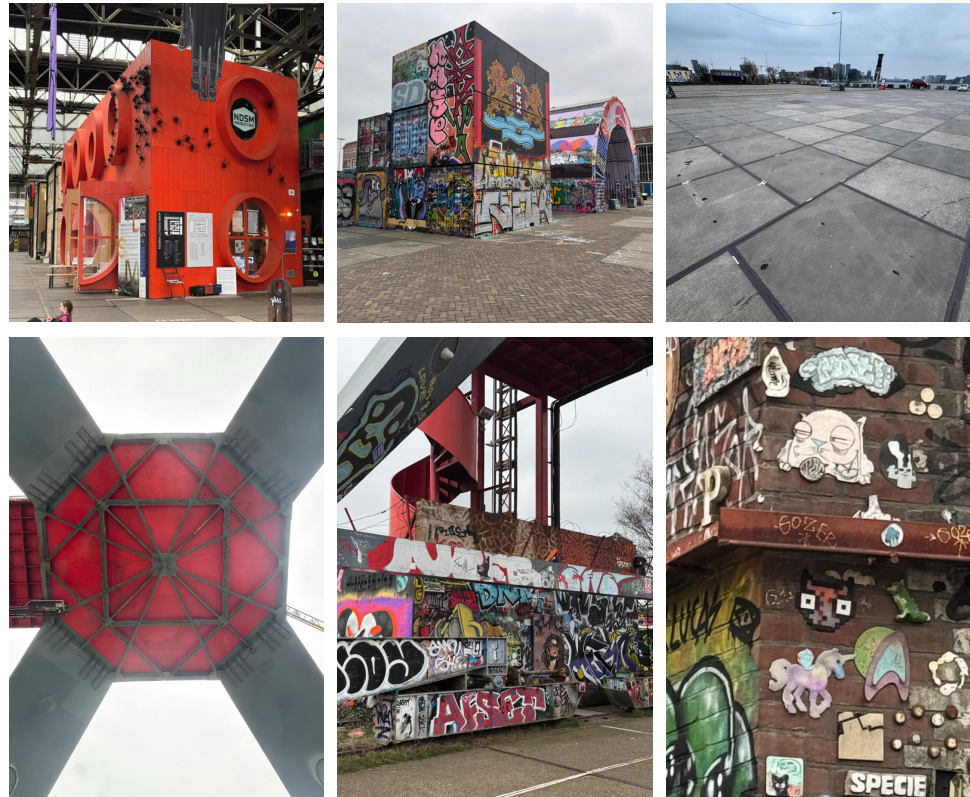
Site visits, desk research, route mapping, narrative arc, Norman's three levels, sensory design, wireframes and peer testing.

To present the information in an accessible and engaging way, we divided the podwalk route into eight stations (touchpoints). At each station, users receive different types of information and are given various prompts to perceive and interact with their surroundings. Through on-site exploration, we were able to design a route that is easy to walk, avoids long distances, and still forms an enjoyable loop. This ensures that users only need to cover short distances between stations while still encountering interesting and noteworthy locations along the way.



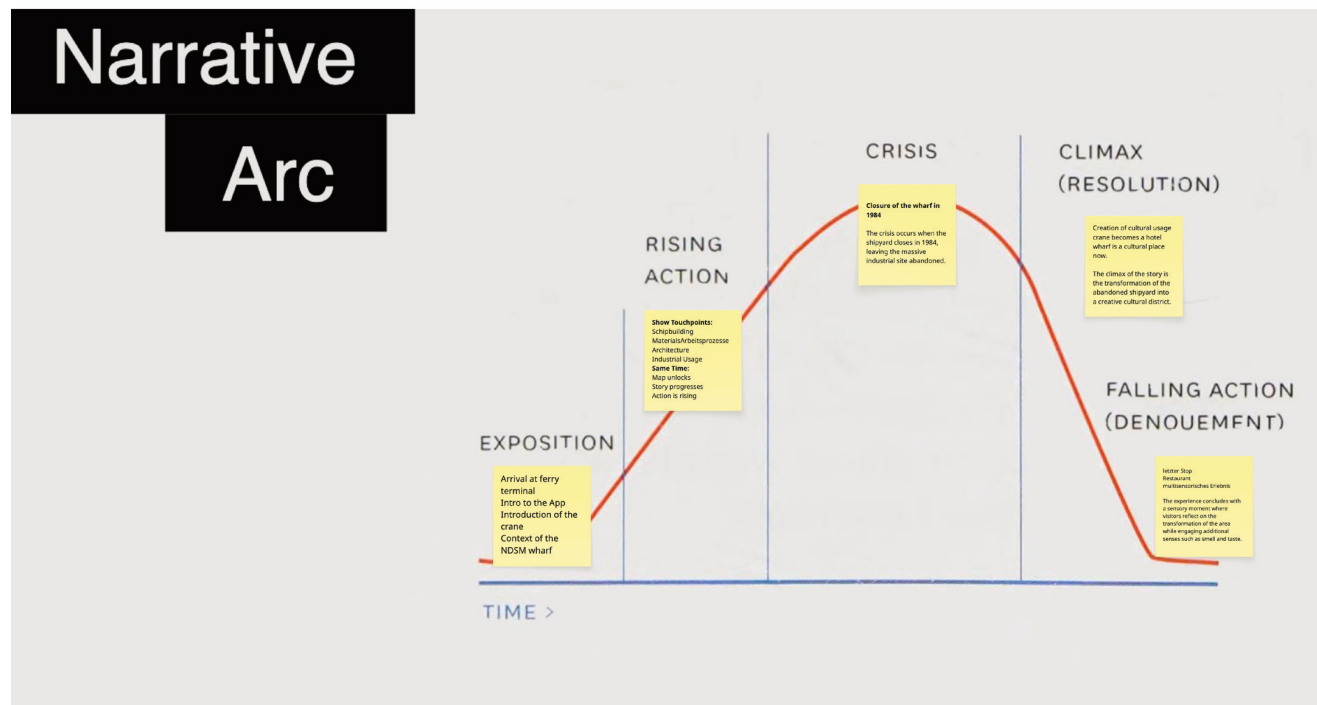
Four site visits and photographic documentation were used to understand atmosphere, access and spatial orientation.

of the shipyard into a cultural area provided the narrative foundation for the podwalk experience.

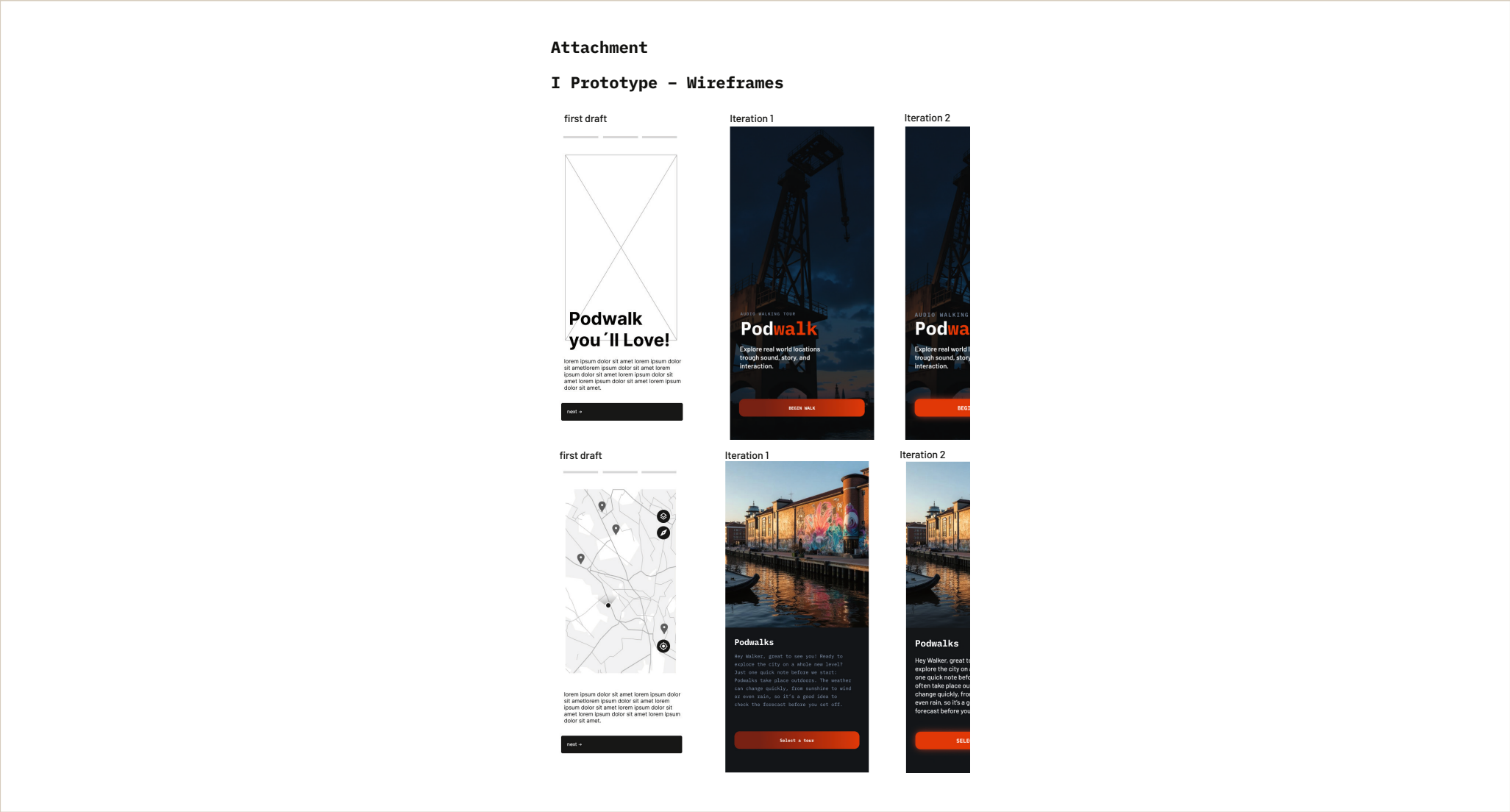


The transformation of the wharf was translated into a dramatic arc before interface details were added.

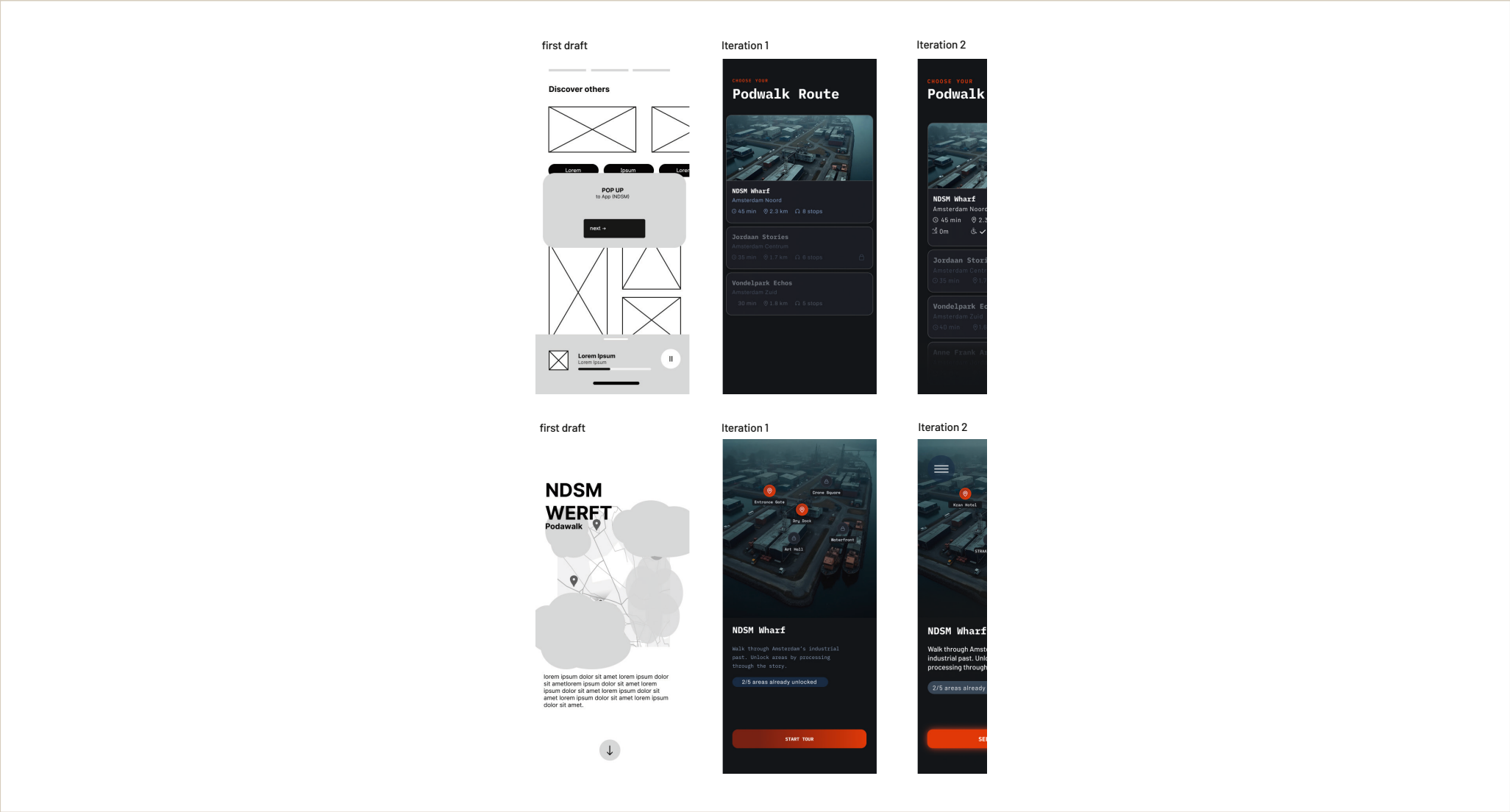
user with a comprehensive understanding of the shipyard's evolution. The plot of the podwalk is based on the historical transformation of the NDSM shipyard, while the narrative arc structures this content into a coherent and engaging storyline.



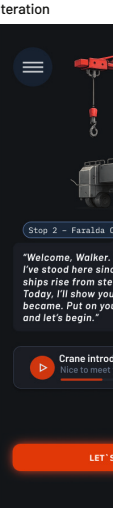
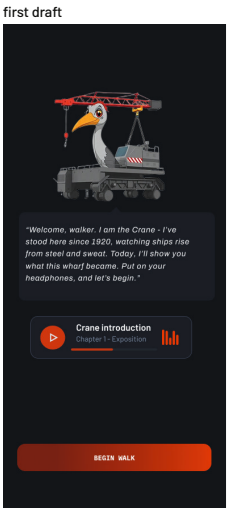
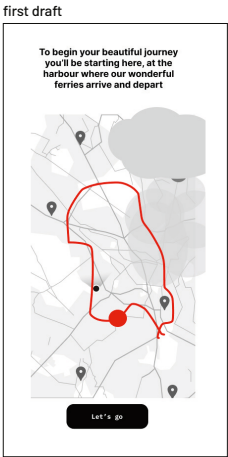
The first screens show the move from rough structure to a visually coherent podwalk interface.



Route, map and audio states were refined through repeated comparison between draft and iteration.



The final flow integrates route guidance, narrative audio and location-based prompts.



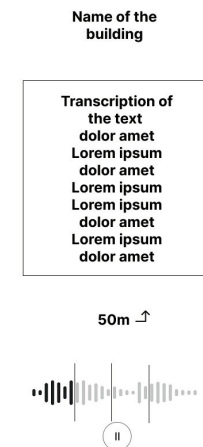
WHAT I LEARNED

- Context should shape the interface, not merely decorate it.
- Story structure can organise movement through a physical environment.
- Outdoor use requires stronger hierarchy, contrast and guidance.
- Testing exposed concrete issues in typography, navigation and interaction wording.

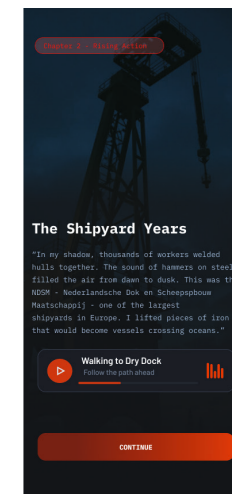
TRANSFER

The course strengthened my ability to connect digital touchpoints with a wider service experience. I later used the same logic in Growth Compass by designing a guided support moment rather than an isolated dashboard.

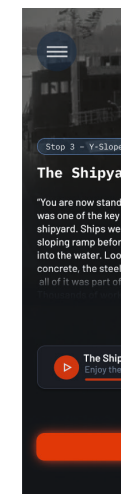
first draft



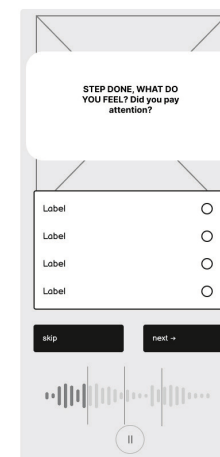
Iteration 1



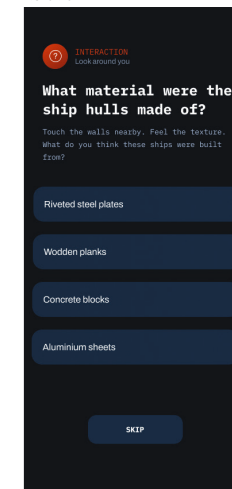
Iteration 2



first draft



Iteration 1



Iteration 2

