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4-HOUR LIVE ZOOM WORKSHOP

Creating Usability with Motion

RECENT WORKSHOPS



★★★★★ "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

INTRODUCTION

Welcome! In this 4-hour live Zoom workshop, your team will acquire immediately applicable real world frameworks 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 paper prototyping 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**
- **Synergize collaboration between stakeholders, designers, and engineers**
- **Effectively communicate the value of motion**
- **Accelerate timelines and conserve budget with paper prototyping**

★★★★★ “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, UX Designer, Mindbody, San Luis Obispo**



WORKSHOP OUTCOMES

Implementing motion in your product requires your team to acquire the following 5 skills:

Expand CX solution space

Begin using motion as a problem solving tool to support mental models and manage cognitive load in users, while validating motion ideas through a usability framework geared to add tangible value to your product.

Acquire new design vocabulary for ideation and presentation of motion

Learn how to quickly ideate motion using affordances and signifiers while utilizing a shared linguistic framework to quickly pinpoint and solve UX challenges through motion based solutions.

Synergize collaboration between Stakeholders, Designers, and Engineers

Meet core strategic product development objectives and minimize friction by aligning all parties through versatile low impact ideation and analytical conversation based tools.

Effectively communicate the value of motion

Learn an ROI and metrics based approach to clearly communicate the value of motion, in the language that stakeholders understand.

Accelerate timelines and conserve budget with paper prototyping

Downscale your reliance on engineers by shifting motion leadership back to designers and engaging in high ROI activities to quickly and effectively 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

WORKSHOP SCHEDULE

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

The following schedule reflects the content and flow of the 4-hour workshop. Additional time for breaks and debrief are included. The workshop is a combination of lecture (with numerous visual video based references) and exercises. The exercises are presentation based, and designed to resemble real world design team contexts as closely as possible.

Module 1: Foundation (30 min)

- Terms and taxonomies
- Exercise 1: creating your own motion library

Module 2: Analysis (1 hour)

- Deconstructing motion
- Integrative and Additive motion
- Choreography
- Motion Standards

Module 3: Mental models (1 hour)

- Affordances and Signifiers
- Continuity, Narrative, Relationship and Expectation
- Skeuomorphic Behavior

Module 4: Ideation (1 hour)

- 10 step ideation framework
- Exercise 2: ideation
- Debrief

Module 5: Selling motion (30 min)

- Selling motion to stakeholders framework
- Exercise 3: selling motion
- Synthesis and recap

CASE STUDY



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.

In the first workshop, the team spent time motion sketching paper prototypes, presenting ideas, and analyzing real-world references.

The second 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, Communication Designer, Slack, San Francisco

★★★★★ “Very thorough overview for someone who had zero knowledge of motion principles. Highly recommended!”

- Rosie Bubb, Designer, Slack, San Francisco



CASE STUDY



As part of their major rebranding effort, Dropbox knew motion would play a central role.

Dropbox wanted a values based approach and suite of tools for the motion development portion of the project. Specifically, they wanted to be able to quantify and qualify motion as well as the ability to design motion in tandem with the UX.

The Dropbox culture is rigorous when it comes to using design to solve problems, and needed to learn how motion could be incorporated into their methodology.

An additional goal was to develop distinct and value based motion, and increase team exposure to examples and references of where motion impacted usability.

★★★★★ "This workshop provides a strong foundational vocabulary to begin applying principles of UX in motion design. From learning mental models, ideation, to analysis, the workshop provides a deep dive into using motion to create meaning responsibly for web and mobile."

- Rita, Interactive Designer, Dropbox, San Francisco

★★★★★ "The workshop was a great foundation for getting started in UX motion design. It helped me put into words ideas I've had but never been able to formally express."

- Stan, Product Designer, Dropbox, San Francisco

★★★★★ "I now have a much better understanding of how to approach using motion in UX design and how to advocate for it to my team. The workshop gave me frameworks to design and evaluate motion as well as lots of hands on practice. Super educational and engaging!"

- Kate, Product Designer, Dropbox, San Francisco



CASE STUDY

ORACLE

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, 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, 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, User Experience Designer, Oracle, Puyallup**



CASE STUDY



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, 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**

★★★★★ “For me the most useful part of the workshop was learning the language of how to discuss UX motion and using real examples and exercises to think through how to use motion to solve a problem, rather than animation for animation's sake.”

- **Aleks, Product Designer, Kayak, Boston**





ADDITIONAL WORKSHOP: UI ANIMATION WITH AFTER EFFECTS

While there are many prototyping tools in use, only After Effects gives the user complete control over their project, allowing them to create stunning high fidelity full motion prototypes.

Even though After Effects does not allow for interactive prototyping, the range of tools and granular fidelity has resulted in After Effects being considered the premiere UI animation tool in use.

Due to the nature of this being a 'hands-on' workshop, the day is structured around outcomes rather than a specific schedule. Participants will be fully engaged throughout the day as they learn how to build and deliver professional UI animation projects from scratch. No experience is necessary, and all skill levels are welcome.

Outcomes include:

The complete UI Animation workflow

Participants will learn how to use industry standard best practices and workflows. They will learn how to import their assets from other design tools, as well as animation fundamentals, and project organization.

UI Animation motion standards

Participants will learn industry standard durations and easing, as well as how to design their own motion standards and share these standards with team members. They will learn the mechanics behind smooth, gestural motion.

Exporting assets to engineers

Participants will learn how to explain their motion timing to engineers as well as the various modalities of project hand-off including video renders, GIF files, and JSON files (using the Lottie framework).

Rapid iteration

After Effects is unique in that it efficiently allows for rapid iteration of motion ideas. Participants will learn how to quickly create multiple versions of concepts to share with their team or stakeholders.

Common techniques

Participants will learn how to animate shapes, use the graph editor, masks, track mattes, layer properties, effects, transitions, choreography, and much more.

ABOUT THE INSTRUCTOR



Issara Willenskomer is a subject matter expert on Motion and Usability.

He leads workshops internationally for product design teams looking to create better customer experiences. His workshops are designed to help teams synergize the partnership between design and development by building a common vocabulary and deploy motion to solve product design challenges.

His online articles and tutorials have been viewed over a million times.

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.

Through his online courses and in person workshops, Issara has provided training to the designers and teams at:



★★★★★ “There’s an idiom: those who can, do; those who can’t, teach. – which I’m very happy to report is not the case with Issara, he ‘does’ and ‘teaches’ brilliantly. Issara clearly represents an incredible amount of talent and experience, so getting an opportunity to send our designers to train with him was a great opportunity at a great price. Issara got our folks thinking, iterating, and delivering motion at a whole deeper level. We trusted him with one third of our talent, and he over-delivered on our investment. The UX in Motion training helped Artefact ability to create great video storytelling deliverables, accelerate timelines, and save us money on contracts we would normally spend on outside motion vendors. I have no hesitation in recommending his best in class training to any other design company looking to remain competitive.”

– Rob Girling, Artefact Principal and Co-founder, Seattle

TESTIMONIALS

★★★★★ “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, Visual Designer, Bank of America, Oakland**

★★★★★ “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, 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, 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, App developer, Lutron, Philadelphia**

★★★★★ “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, CTO/Developer, The Campfire Union, Winnipeg**

WORKSHOP PRICING

4-HOUR LIVE ZOOM WORKSHOPS

Creating Usability with Motion

Tier 1: 1 - 5 participants: \$4,500 (base rate)

Tier 2: 6 - 10 participants: \$600/participant + base rate

Tier 3: 11 - 20 participants: \$500/participant + base rate

Tier 4: 21 - 40 participants: \$400/participant + base rate

Tier 5: 41 + participants: \$300/participant + base rate

UI Animation with After Effects

Tier 1: 1 - 5 participants: \$4,500 (base rate)

Tier 2: 6 - 10 participants: \$600/participant + base rate

Tier 3: 11 - 20 participants: \$500/participant + base rate

Tier 4: 21 - 40 participants: \$400/participant + base rate

Tier 5: 41 + participants: \$300/participant + base rate

Example 1: For 8 participants, the cost is $3 \times \$600 + \text{base rate} = \$6,300$

Example 2: For 25 participants, the cost is $20 \times \$400 + \text{base rate} = \$12,500$

Discounts

Book both the Creating Usability with Motion and UI Animation with After Effects workshops and receive a **15% discount**.

FOR INQUIRIES AND SCHEDULING

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<https://calendly.com/issara/workshop-inquiry>

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