

A solution that supports the world's first UI / UX strategy decision-making

# ID-UX Reporter 1.0

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IDINNO LAB

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**At the core of the information technology business is user-oriented service,**

**The technology to apply this is a strategic UI / UX implementation.**

**When using ID-UX Reporter,**

**Saving time and cost more than 50% compared with the existing one,**

**It is possible to secure objectivity and evidence of user-oriented service.**

\* UI=User Interface, UX=User eXperience

# Patent

Application date: 2018.04.11

Remarks: Request for examination (yes) Application for publication (no reference) (KM18L012P)

Application number: 10-2018-0042110

Registration number: 1-1-2018-0359853-62)

Name of Applicant: Kookmin University Industry-Academic Cooperation Team (2-2004-046890-2)

Name of Representative: Government Office (9-2007-001006-1)

Inventor Name: Ahn Jin Ho

## 【 Name of invention 】

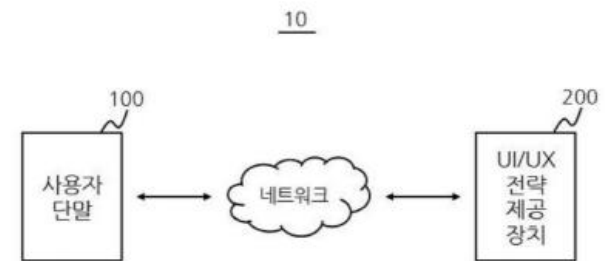
METHOD OF PROVIDING USER INTERFACE/ USER EXPERIENCE STRATEGY EXECUTABLE BY COMPUTER AND APPARATUS PROVIDING THE SAME

## 【 Technical field 】

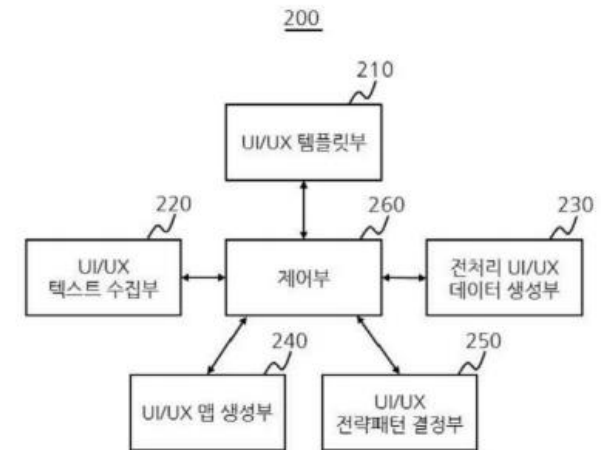
The present invention relates to a UI / UX strategy providing technology, and more particularly, to a computer-executable UI / UX strategy providing method capable of providing a UI / UX strategy pattern to a user so as to make strategic decision about UI / And a UI / UX strategy providing apparatus for performing this.

【도면】

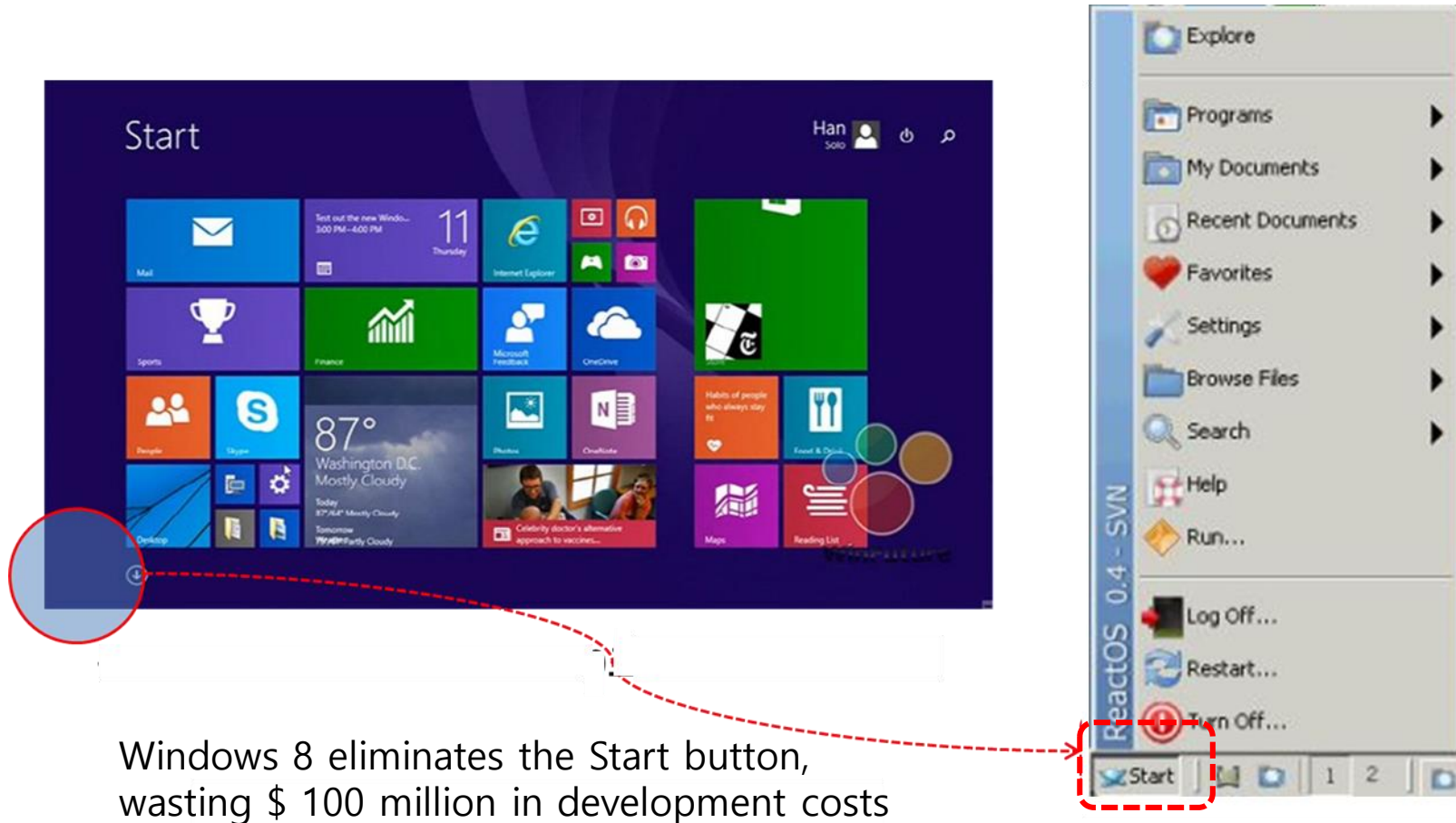
【도 1】



【도 2】

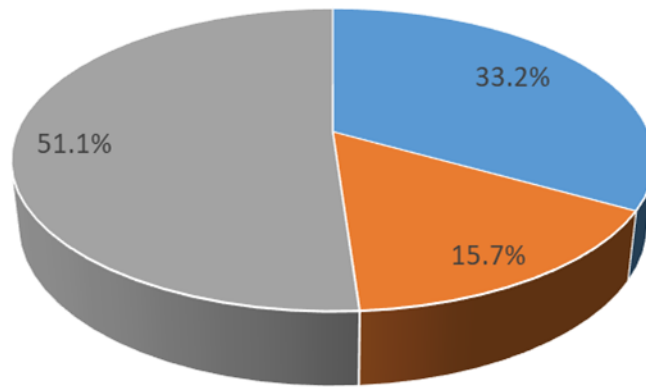


# The user experience is more competitive than the latest technology



Windows 8 eliminates the Start button, wasting \$ 100 million in development costs

## The core of the IT service of public institutions is convenience of use



■ Service stability ■ Innovation in administration ■ Convenience / satisfaction

### Service stability: 33.2%

Response speed, security reliability, stability of system operation etc.

### Innovation in administration: 15.7%

Linkage with other departments / institutions of service, realization of integrated service,

### Convenience / satisfaction: 51.1%

User-oriented service implementation such as convenience of interface, convenience of service utilization, reliability of brand, visit / use

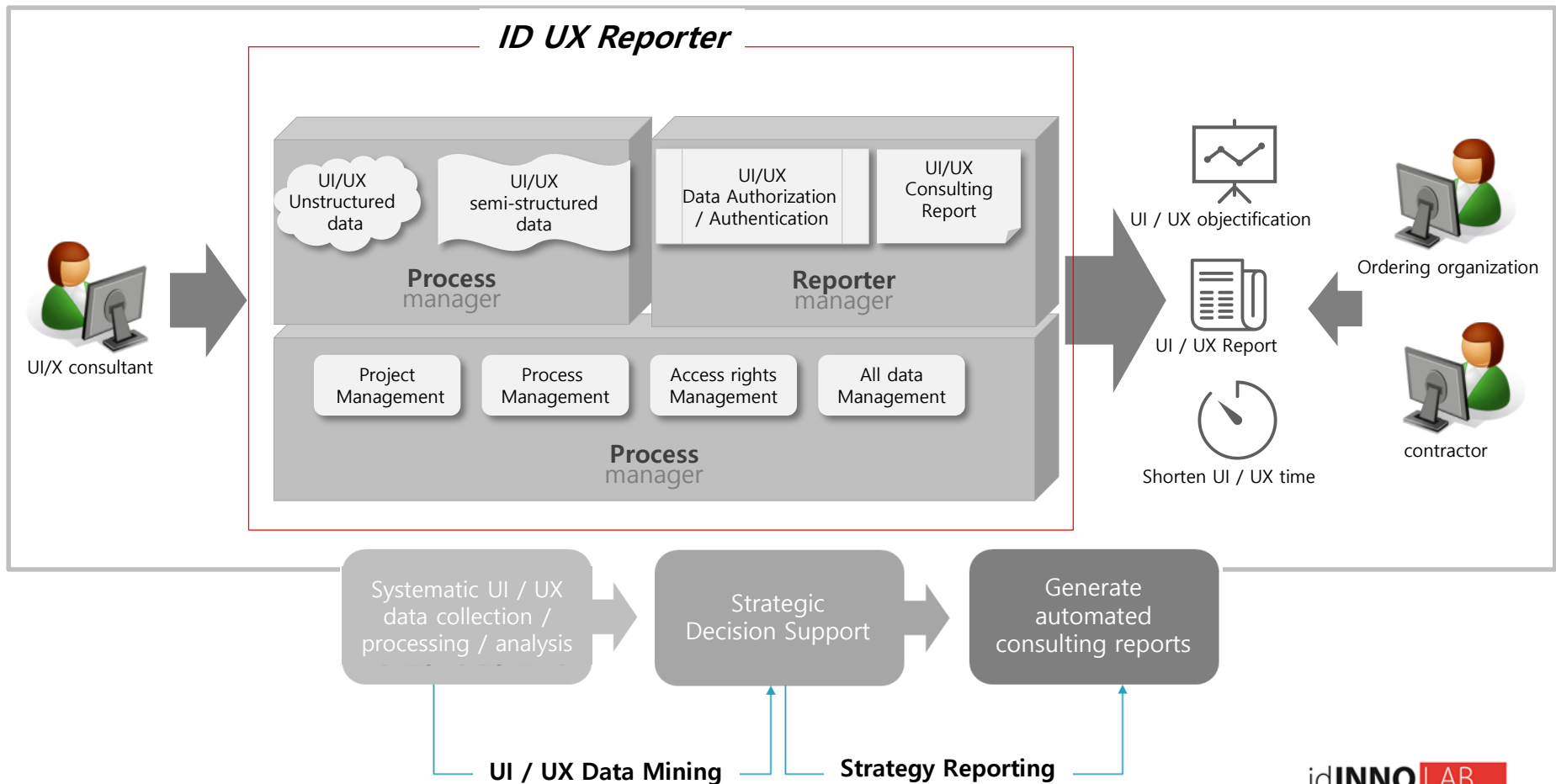


**UI / UX is an KPI of IT Service**

- What is important about using public (internet) services?
- Over 20 years of age (as of June 2017) Among Korean adults, 1,738 (3,000 total) who have used the service after logging on to the representative website of the central government and local administrative agencies within the past two years,

# ID-UX Reporter Concepts

- A mining solution to acquire, refine, and categorize the data needed to build a UI / UX strategy
- A system that can automatically generate consulting reports to support strategic decision making in UI / UX



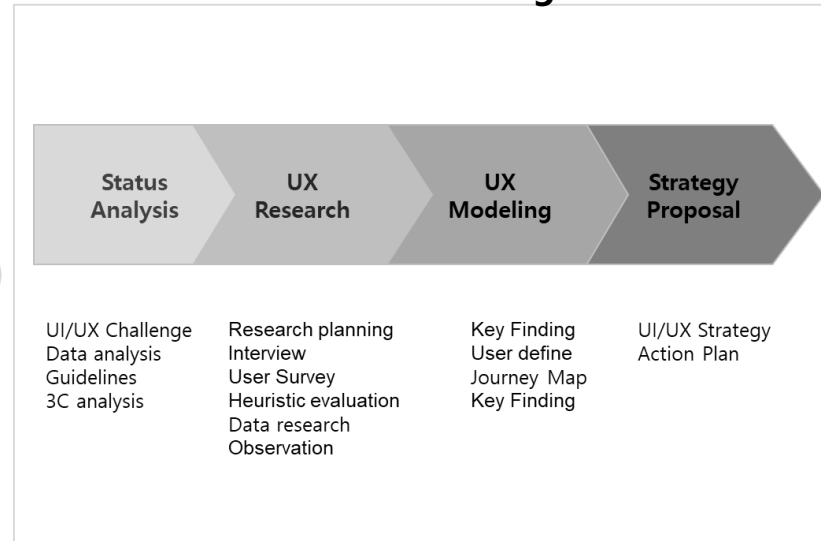
# Procedure for ID-UX Reporter Service

- A mining solution to acquire, refine, and categorize the data needed to build a UI / UX strategy
- A system that can automatically generate consulting reports to support strategic decision making in UI / UX

## Project manager

Create a project after selecting the methodology for UI / UX consulting purpose

## Process manager



Based on the template provided, the consultant steps through the relevant data collection, input, and processing

## Report manager



Generate PDF reports and print offline reports after final approval

# Effects of ID-UX Reporter

- **Process of establishing UIUX strategy based on data mining**  
To extract, process, and structure useful information about obscure (unstructured and semi-structured) UI / UX related data.
- **Rational and standardized UI / UX decision making, excluding subjective opinions from business stakeholders**  
Subjective feedback is not possible because it is based on a systematic, scientific process.
- **Automated UI / UX consulting report output**  
Automatically generate more than 100 pages of UI / UX Strategic Consulting reports when approving after the procedure?
- **Significantly shorten the time and cost of the UI / UX strategy of the IT business**  
UI / UX strategy can be established in 2 to 4 weeks when using ID-UX Reporter



# UI / UX Decision Support Logic

- **Analysis of stemming and word extraction related to UI / UX using text mining technology**
- **Bias correction using a verified morpheme dictionary**
- **Emotional analysis, priorities, sources, associated images, and video tagging (preprocessing)**
- **Provides automatic recommendation function considering negative emotion and priority when selecting strategy keyword**
- **Real-time tracking of individual keywords and strategy data determined during final decision making**

# Thank you

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