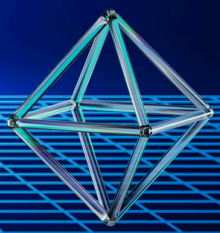


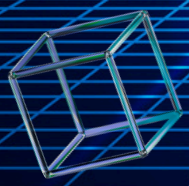
LASERCUBE

UX MAP

NMIX 4410

FALL 2025





Sam Levy | Michelle Ung | Stella Yoon | Nathan Cheong | Evelyn Flores



Chris

UGA NMI Staff

Age: 30s

Location: Athens, GA

Experience with NMI: Staff for 10+ years
Experience with LaserCube: Acquired it in 2024 to use for TEDxUGA.

Biography

Chris has been a part of the NMI for over 10+ years and is always interested in innovative new technologies. He's recently acquired the LaserCube and tested it for stage design during TEDxUGA. He's handed over the cube to an NMI Capstone group so that they can expand upon the cube's capabilities.

Values:

- Creativity
- Innovation
- Experimentation
- Engagement
- Modern

Personality:

Introvert	Extrovert
Analytical	Creative
Thinker	Feeler
Planner	Spontaneous

Goals:

- Enhance NMI events
- Find creative ways to use new gadgets like the LaserCube
- Engaging students with new tech

Pain points

- Some devices, like the LaserCube, have safety concerns and learning curves.
- Limited by the basic assets of LaserOS.
- Limited time to create NMI assets.
- Doesn't have an NMI-specific asset library for events.



Chris

UGA NMI Staff Age: 30s

This is Chris's User Experience Map. It's a step-by-step process where he creates a motion graphic with audio with the LaserCube and launches it at an NMI event.



Chris

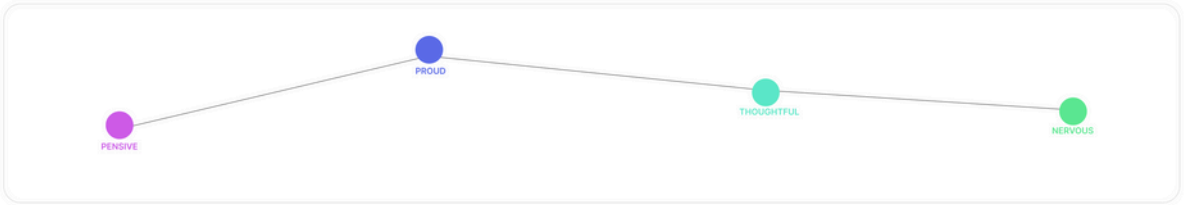
UGA NMI faculty
37 years old
Athens, Georgia

SCENARIO

Chris, a tech-savvy millennial, launches a survey for what kind of visuals audience members were interested in for a future LaserCube show. He found that motion graphics and graphics with sound were the most popular.

GOALS 1. Enhance NMI events and find creative ways to use the LaserCube. 2. Create a motion graphic with sound to use at NMI events. 3. Engage students with new tech.

EMOTIONS



DOING

Plan and Observe	Creation	Presentation	Reflect
After the survey results came in, Chris found that respondents like interactive visuals and audio. Chris researches tutorials on YouTube.	Chris uses Blender to create 3D visuals and BPM to sync casual music he can play at NMI events with laser motions.	Chris runs his visuals and presentation at NMI events and watches how the audience reacts in comparison to the first TEDxUGA where he used the LaserCube.	Chris collects feedback from after the event about the LaserCube. He reviews it and thinks about what he can do differently in the future.

INTERNAL

"I think I have an idea on what the audience wants."	"If I can get more comfortable with the Laser, imagine what else I could do."	"The crowd seems engaged. This is a different reaction from the last TEDxUGA."	"The show went great. What else can I do with this?"

OPPORTUNITIES

• Provide an asset library of graphics we can use with the LaserCube. • Provide an easy-to-follow tutorial and guidelines for LaserCube use.	• Offer ready made templates with the motion graphics to go with music. • Provide a simple Blender and BPM tutorial. • Highlight the versatility of SVG on Blender while providing tutorials on how to create text animations. • Avoid complex meshes which overload the laser. Try to break and minimize all laser displayed forms.	• Fine-tune graphics that are already in our asset library. • Collect feedback after the event.	• Provide templates and wireframes so that the future group that will work on LaserCube will be able to add onto whatever is already made. • Provide more instructions and tutorials based on our experiences. Create an in-depth tutorial on how to turn on the cube, and the best file type for LaserOS(SVG).

UX MAP FOR CHRIS



Chris

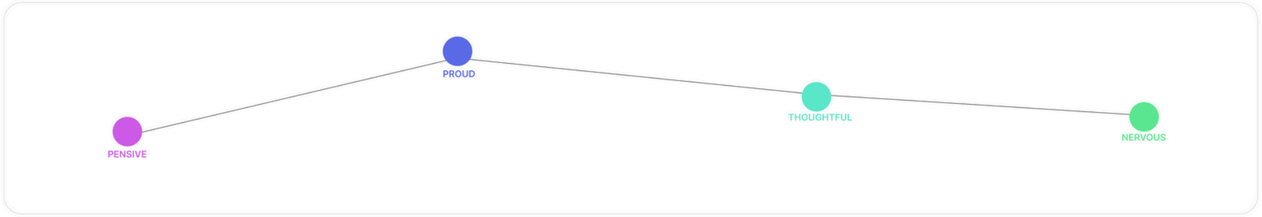
UGA NMI faculty
3? years old
Athens, Georgia

SCENARIO

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GOALS 1. Enhance NMI events and find creative ways to use the LaserCube. 2. Create a motion graphic with sound to use at NMI events. 3. Engage students with new tech.

EMOTIONS



DOING

Plan and Observe

After the survey results came in, Chris found that respondents like interactive visuals and audio. Chris researches tutorials on YouTube.

Creation

Chris uses Blender to create 3D visuals and BPM to sync casual music he can play at NMI events with laser motions.

Presentation

Chris runs his visuals and presentation at NMI events and watches how the audience reacts in comparison to the first TEDxUGA where he used the LaserCube.

Reflect

Chris collects feedback from after the event about the LaserCube. He reviews it and thinks about what he can do differently in the future.

INTERNAL

"I think I have an idea on what the audience wants."

"If I can get more comfortable with the Laser, imagine what else I could do."

"The crowd seems engaged. This is a different reaction from the last TEDxUGA."

"The show went great. What else can I do with this?"

OPPORTUNITIES

- Provide an asset library of graphics we can use with the LaserCube.
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- Avoid complex meshes which overload the laser. Try to break and minimize all laser displayed forms.

- Fine-tune graphics that are already in our asset library.
- Collect feedback after the event.

- Provide templates and wireframes so that the future group that will work on LaserCube will be able to add onto whatever is already made.
- Provide more instructions and tutorials based on our experiences. Create an in-depth tutorial on how to turn on the cube, and the best file type for LaserOS(SVG).



Ally

UGA student

Age: 21

Location: Athens, GA

Experience with NMI: None.
Experience with LaserCube: None.

Biography

Ally is a chemistry major who is a member of Gamma Phi Beta and the Pre-Pharmacy Society at UGA. She has recently heard of the NMI from her sorority sister and is interested in TEDxUGA.

Values:

- Friendship
- Belonging
- Balance
- New experiences

Personality:

Introvert	●	Extrovert
Analytical	●	Creative
Thinker	●	Feeler
Planner	●	Spontaneous

Goals:

- Being more involved with the UGA community.
- Attend more UGA events.
- Pursuing a different interest that's unrelated to her classwork.

Pain points:

- Busy schedule with demanding classes.
- Feels excluded from events designed for other majors.
- Learns about events after they've happened.
- Doesn't know where to start with NMI or LaserCube.



Ally

UGA student Age: 21

This is Ally's User Experience Map. Ally goes to a TEDxUGA event for the first time and is fascinated by the LaserCube.



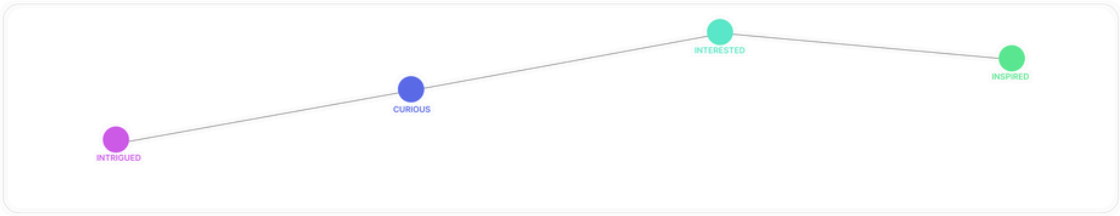
Ally

UGA chemistry major student
21 years old
Athens, Georgia

SCENARIO
Ally has some free time so she decided to tag along with her sorority sister to the TEDxUGA events. She has always liked TED talks and sees the LaserCube being used on set.

GOALS 1. Attend TEDxUGA. 2. Be more involved with the UGA community. 3. Attend more UGA events. 4. Pursue a different interest that's unrelated to her classwork.

EMOTIONS



DOING

Discovery	Curiosity	Research	Engagement
Ally has just finished watching all the talks in TEDxUGA and sees LaserCube projections behind the speaker during the event.	Ally mentions the visuals that she saw at the event to her friends. She gets curious and searches up "Lasers UGA" on Google.	Visits the NMI website and social media pages. She tries to find anything about the LaserCube by the NMI.	Considers attending another NMI event. Asks staff and faculty about the NMI out of curiosity.

INTERNAL

"Wow, this is so cool. I didn't know lasers could do that."	"What even is LaserCube? How did they make their lasers like that?"	"This seems really complicated but it looks fun. Maybe I could try it?"	"I want to find out more. Are there any ways I can learn more about this?"

OPPORTUNITIES

• Highlight the LaserCube in NMI events and events outside of the NMI so it can reach a larger audience. • Organize events on information about the LaserCube.	• Begin holding beginner LaserCube tutorial sessions for those who are interested. • Provide infographics and links to resources so that others can learn how to use the LaserCube.	• Showcase non-technical roles so that students feel included. • Provide in-person tutorials for interested students.	• Run introductory or demo sessions related to the NMI about the LaserCube. • Position the LaserCube as a fun, stress-relieving activity and a creative outlet. • Encourage peer-to-peer sharing by creating fun social media posts. • Add recruitment opportunities advertising NMI classes.

UX MAP FOR ALLY



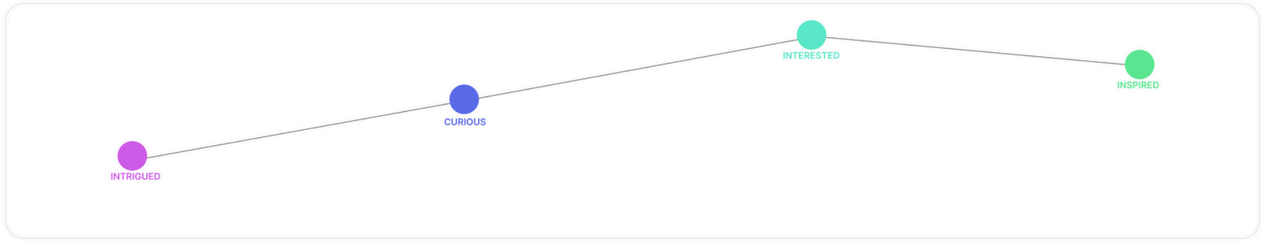
Ally

UGA chemistry major student
21 years old
Athens, Georgia

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Ally has some free time so she decided to tag along with her sorority sister to the TEDxUGA events. She has always liked TED talks and sees the LaserCube being used on set.

GOALS 1. Attend TEDxUGA. 2. Be more involved with the UGA community. 3. Attend more UGA events. 4. Pursue a different interest that's unrelated to her classwork.

EMOTIONS



DOING

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INTERNAL

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Danielle

UGA student

Age: 22

Location: Athens, GA

Experience with NMI: Part of the NMI.
Experience with LaserCube: Saw Chris using it at TEDxUGA.

Biography: Danielle is an advertising major who is interested in learning more about User Research from the NMI. She is currently pursuing the NMI certificate through the traditional track. She had a lot of fun after attending last year's TEDxUGA and is planning to go this year as well.

Values:

- Creativity in communication
- Hands-on experience
- Knowing more about tech trends

Personality:

Introvert	Extrovert
Analytical	Creative
Thinker	Feeler
Planner	Spontaneous

Goals:

- Learn more about new gadgets
- Improve her portfolio
- Network with peers who have the same interests

Pain points:

- Struggles to use new tech for cases in advertising
- Doesn't know where to start using new tech.



Danielle

UGA student

Age: 22

This is Danielle's User Experience Map. Danielle goes to TEDxUGA for the second time and recognizes the LaserCube visuals. This makes her curious.



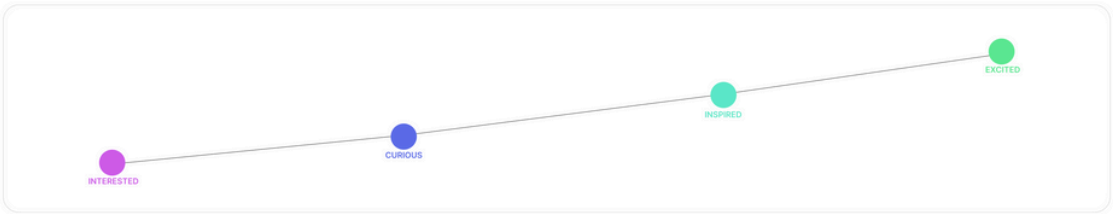
Danielle

UGA advertising major student
22 years old
Athens, Georgia

SCENARIO
Danielle watches the laser display at TEDxUGA and recognizes the lasers from last year.

GOALS 1. Learn more about new gadgets. 2. Use new gadgets to add to her portfolio. 3. Network with people who also have the same interests.

EMOTIONS



DOING

Familiarity	Curiosity	Exploration	Application
Danielle watches the LaserCube visuals on screen during TEDxUGA and recognizes it from last year.	Danielle chats with her classmates in her NMI Capstone group about the LaserCube. She finds someone who knows how the cube works.	Danielle searches online on how advertisers and creative agencies use lasers to enhance their work. She goes on Google and YouTube.	Pitches a project to use the LaserCube in her projects for her advertising class.

INTERNAL

Familiarity	Curiosity	Exploration	Application
"This is such a unique way to grab someone's attention! How can I connect this to advertising?"	"I want to understand this better and I want to talk to other people who are also interested in this."	"If I learn how to use this, I can make my portfolio stand out."	"I want to meet people who can help me use this so I can use this for brand storytelling in my classes."

OPPORTUNITIES

Familiarity	Curiosity	Exploration	Application
• Organize surveys and info sessions for students interested in the LaserCube.	• Organize workshops or LaserCube-specific events. Show unconventional ways that the LaserCube is used. • Advertise and promote on places that are not specifically near the advertising building.	• Provide resources about the LaserCube to NMI students. • Hold a info session that talks about the uses of the LaserCube that's not related to music performances. • Introduce LaserCube in Double Dawgs, Emerging Media masters programs. • Use the LaserCube in NMI info sessions.	• Provide non-technical opportunities for students around the UGA campus. • Create a system where people can lend out the LaserCube. • Create LaserCube focused projects for Emerging Media masters students. • Showcase the LaserCube at SLAM and NMIXpo, used by the masters students.

UX MAP FOR DANIELLE



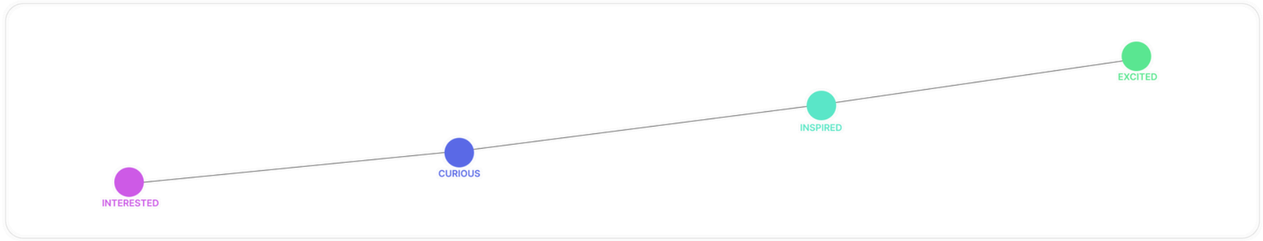
Danielle

UGA advertising major student
22 years old
Athens, Georgia

SCENARIO
Danielle watches the laser display at TEDxUGA and recognizes the lasers from last year.

GOALS 1. Learn more about new gadgets. 2. Use new gadgets to add to her portfolio. 3. Network with people who also have the same interests.

EMOTIONS



DOING

Familiarity

Danielle watches the LaserCube visuals on screen during TEDxUGA and recognizes it from last year.

Curiosity

Danielle chats with her classmates in her NMI Capstone group about the LaserCube. She finds someone who knows how the cube works.

Exploration

Danielle searches online on how advertisers and creative agencies use lasers to enhance their work. She goes on Google and YouTube.

Application

PItches a project to use the LaserCube in her projects for her advertising class.

INTERNAL

"This is such a unique way to grab someone's attention! How can I connect this to advertising?"

"I want to understand this better and I want to talk to other people who are also interested in this."

"If I learn how to use this, I can make my portfolio stand out."

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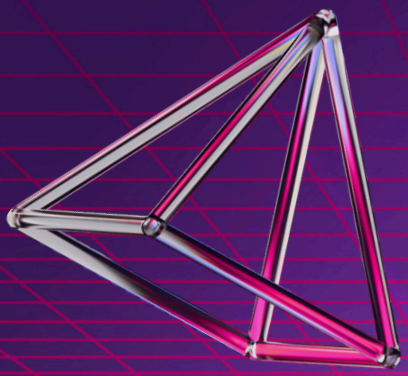
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- Create a system where people can lend out the LaserCube.
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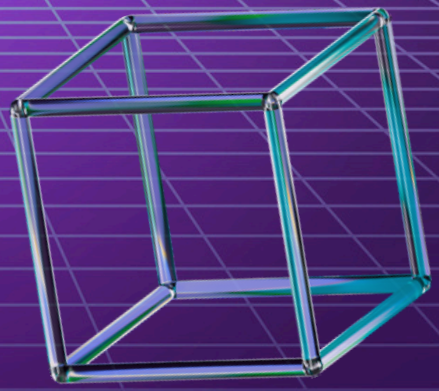




OUR USER JOURNEY

{THROUGH DOGFOODING}





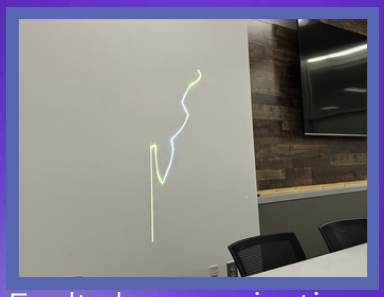
What we've done

Getting Used to LaserOS

The LaserCube ended up having a steep learning curve, and it took us a while to get used to it. We started by learning the controls, the setup, and LaserOS.

Troubleshooting

After trying to shoot the laser onto the screen, we found that there were some problems with the projection. Some of the lasers would bunch up together, and some different colored lasers would not show up at all. During animations, only certain parts were shown. We found the connection to be the issue and tried troubleshooting by connecting the LaserCube and the source through a wire instead of by Bluetooth. This proved to work.



Faulty laser projections

Figuring out what works

In our first couple of attempts at animating the TEDxUGA logo, we found that curved lines don't work well with LaserCube and LaserOS, and sticking to as less vector points as possible was optimal for us. Having too many vector points resulted in poor rendering. After learning from our mistakes, we were able to add to our knowledge.

What we're doing

Making 2D graphics

So far, we have been using Adobe Illustrator, Figma, and the original LaserOS system to make 2D graphics. We've mainly been working with text.



TEDxUGA logo for the LaserCube.

Making 3D graphics

For 3D graphics, we've been using Blender and coupling it with animations.



Monkey made on Blender.

Using physical objects

We've tried placing tulle fabric in front of the laser to see how it will react. We found that the results evoke an ethereal and mystical feel.



NMIXpo logo with tulle fabric.

Next steps

Continue working on Blender - 3D

As a group, we'd like to keep working on using Blender to make 3D animations. Blender has been great so far for moving stuff around and easily giving a 3-dimensional feel, so we'd like to expand on it. Since the NMI logo has squares and boxy elements, it's a suitable platform.

New Skills

We'd like to start using the BPM feature of LaserOS. By using BPM, we'll be able to synchronize a graphic to the tempo of the music of their choice. We'd also like to try mapping out the motion of the speaker and start researching best practices for animating logos and other assets.

Putting it All Together

For our next steps for the entire project, we will be awaiting feedback from Chris. We are slowly organizing all the assets that we've created so far in our library and adding any new ones. We're planning to document any more tips and pain points associated with the software.