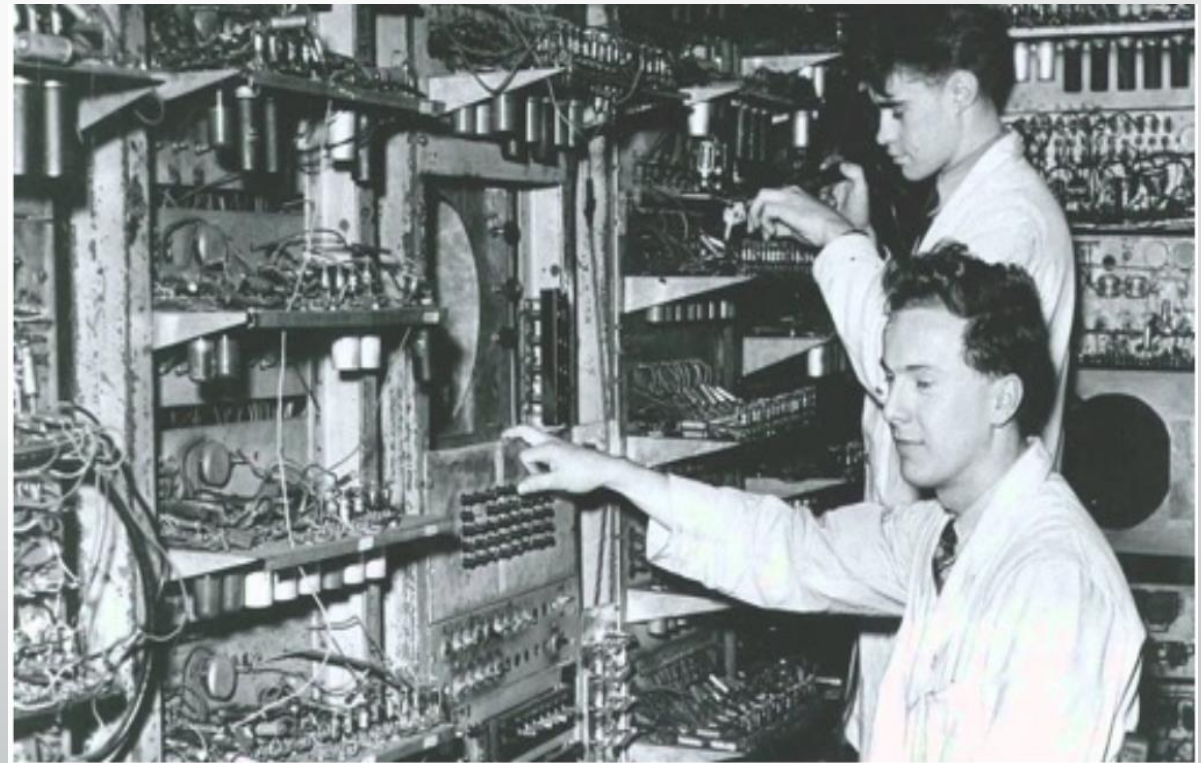# User Experience ?

Amir Dirin

History lesson

- The very first people interacting with computers were scientists, programmers, engineers, and "Experts"

Today UX and UI

- **Many complex systems have been replaced or applied the power of computers**

- **Human interaction has become constantly and increasing all the time.**

- **UX&UI should improve how human interact with computers and complex systems**

What is user experience?

- Technologies-→ Functionalities
- Utilities--→ Usability
- Sustainability→ User experience

Amir Dirin, Marko Nieminen (2017). **The three eras of mobile learning user experience. International Conference on Computer Supported Education (CSEDU). Porto, Portugal**

People definition of UX

UX as research topic

Who practices UX & UI?

Who Practices UX & UI?

User Experience Designer (UX Designer)
User Interface Designer (UI Designer)
UX/UI Designer
Mobile Creative Designer
Mobile Designer
Interaction Designer
User Experience Researcher
Creative Director
User Centered Director
UX Architect
Design Researcher
Information Designer
UI/UX Product Designer
UX/UI Lead
Interactive Architect
Mobile Architect
Information Architect
Visual Designer
UX Product Manager
Research Scientist
UX Specialist

different types & levels of specializations

The UX Chameleon

The UX Specialist

PLANNING   IDEATION   SCOPE DEFINITION   DESIGN   DEVELOPMENT   MEASURING
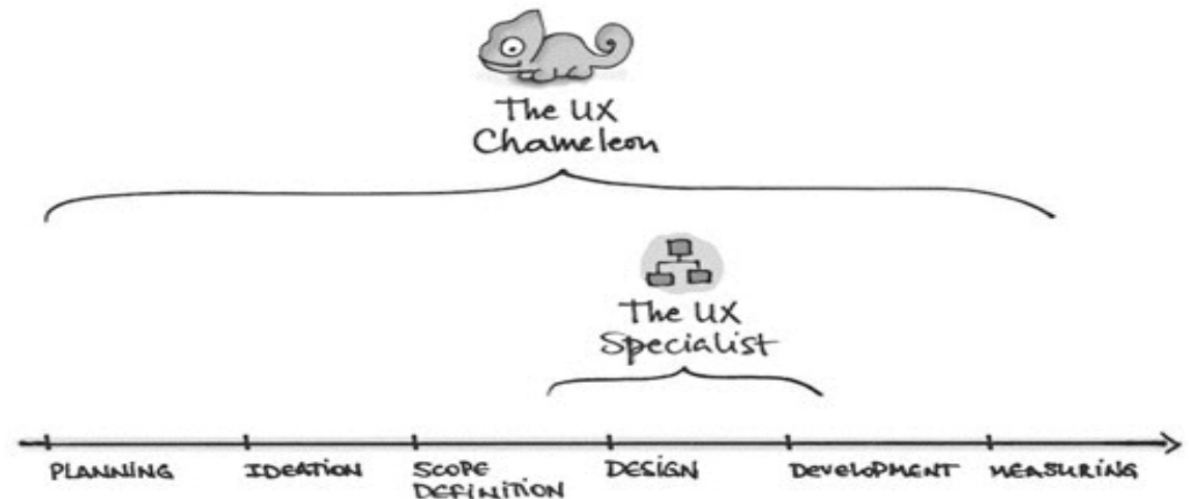
A true UX/UI designer is an Ambassador of Process.
A defender of Usability, a defender of the user's experience

User experience design (UXD)

- User Experience is a discipline

- User Experience is a process

- User experience aims at improving a user engagement with the product

- Small changes in a product has a significant impact on a product use

Example

Design

User experience

Design vs User Experience?
- Both provide a user experience
- Bad design vs actual use

What is UX

"User experience is how a person feels when interfacing with a system or product…"

This includes but is not limited to websites, apps or software.

DESIGNER / DEVELOPER – JACOB GUBE (SIX REVISIONS)

What is UX

"the design of anything independent of medium or across [device] with human experience as an explicit outcome and human engagement as an explicit goal…"

UX LEGEND – JESSE JAMES GARRETT

UX and human factor

- Human Factors comes from the field of psychology and focuses on understanding basic biological/human traits and mapping to user's needs

- The fast growth of information technology and the Internet have made UX a critical aspect of product and service design

Achieving UX

RESEARCH – ANALYSIS - DESIGN - EVALUATION

- Understanding what the users need and their goals and behavior

Filter the noisy data out. Identify the actually requirements and needs.

- creating and designing the interface or experience the user expects or needs

once the interface or product is in a working state, users can test and evaluate if the interface or product maps to user's mental model and needs
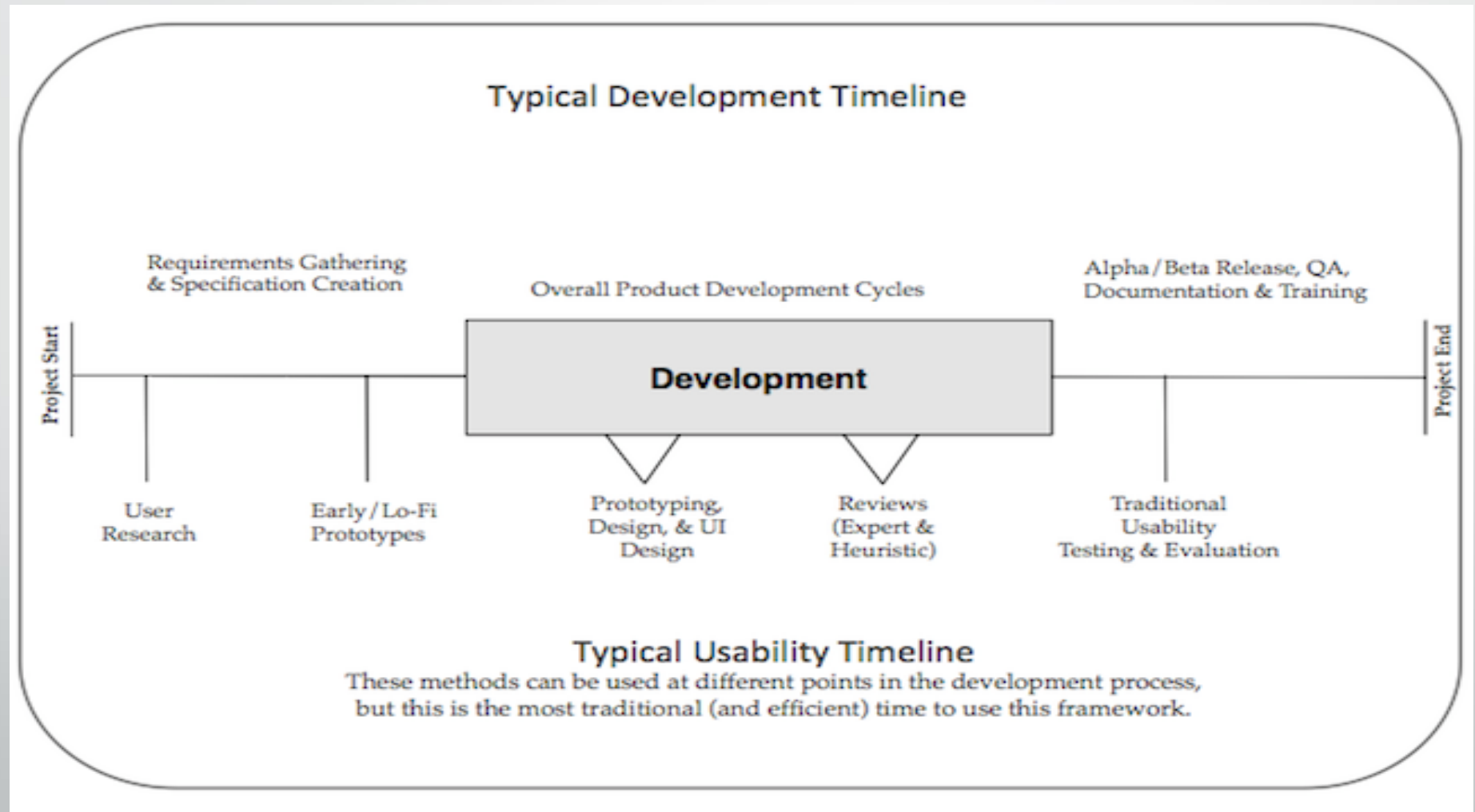
Methods

RESEARCH	ANALYSIS	DESIGN	EVALUTION
Interview	Interview transcript coding	Paper prototypes	Usability testing
Observation	Affinity diagram	Storyboarding	Expert Review
Survey			Heuristic Review

User Centered Design
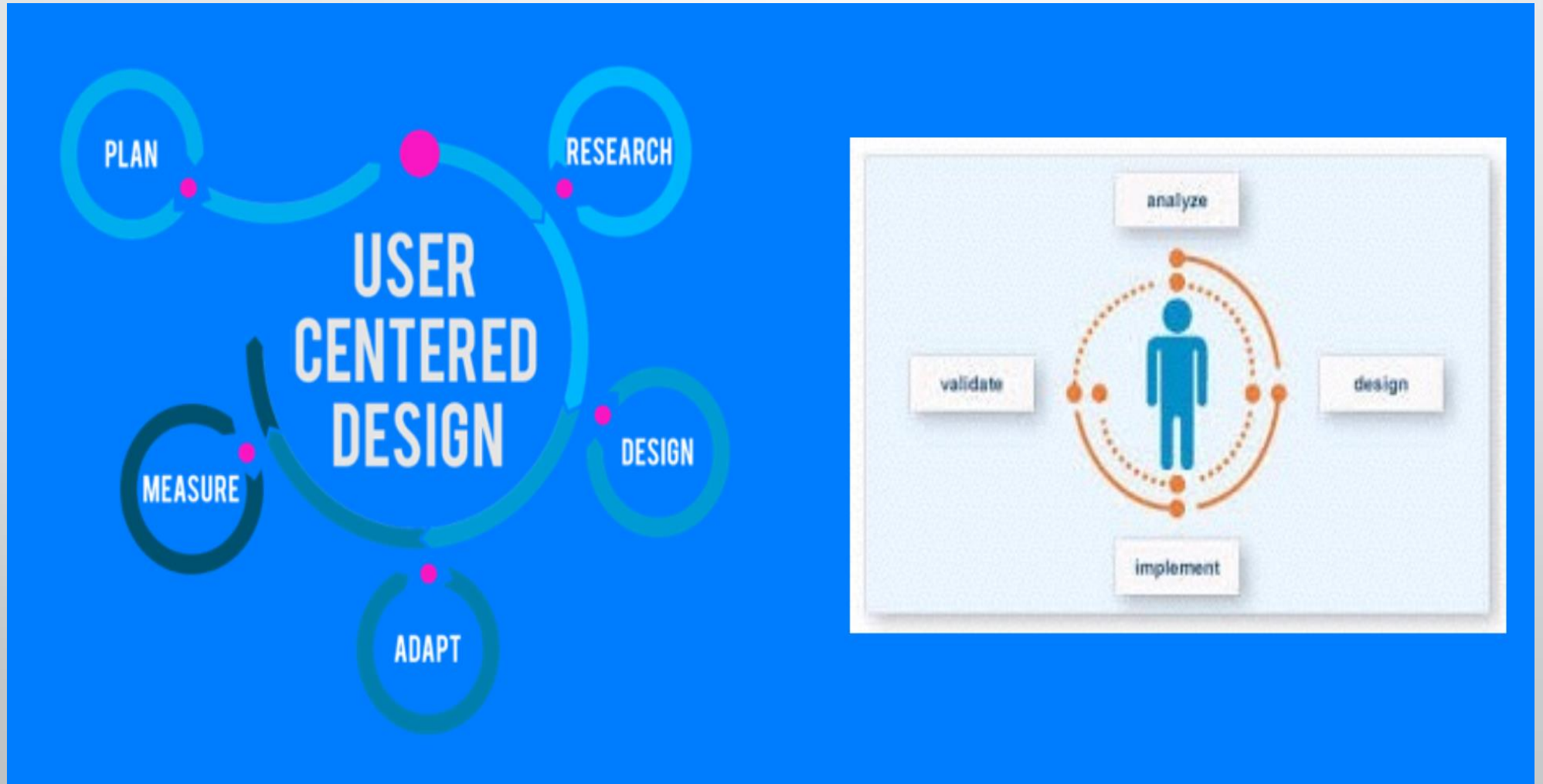
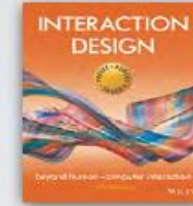# The development timeline

Capital U (User)

UCD Puts the User in the middle of the system design
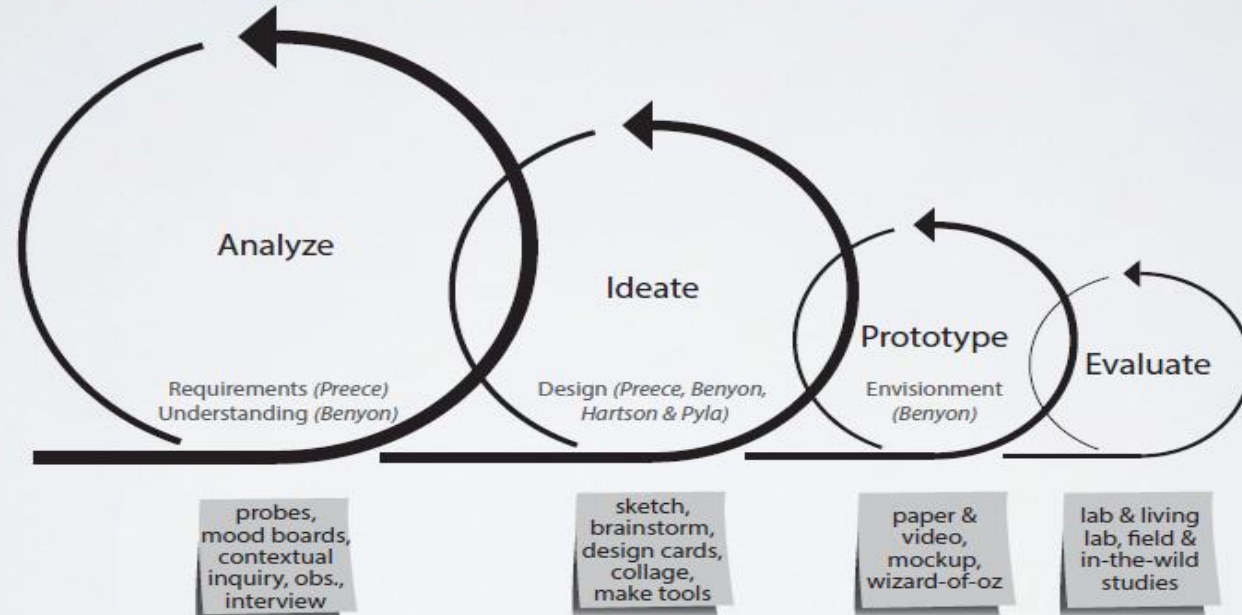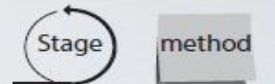
Methods

- This listing on the previous slide is only a small sampling of the most common methods

- There are many other methods available and used and due to the interdisciplinary nature of the field, we keep expanding the number of methods our field uses

Interaction Design

Context within User Experience (UX)

- Part of the overall issue with understanding usability and the user experience is the impact of the context of use of the product or service

- This is critical – and needs to be understood when working with a product

- This also makes 'standardizing' usability & user experience VERY DIFFICULT

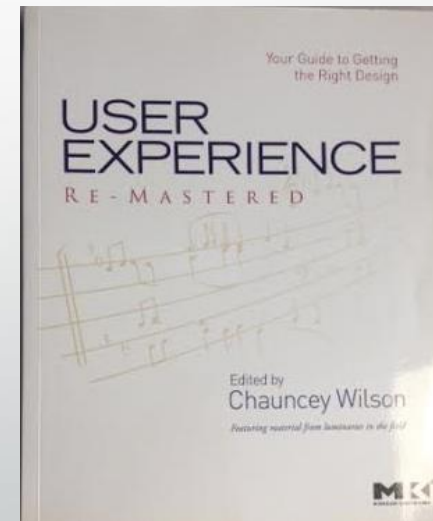# International Organisation for Standardisation (ISO) – Usability

- "[Usability refers to] the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use." - ISO 9241-11 / ISO 9241-210

Good UX Books

- Design of Everyday Things Revised & Expanded Edition Donald Norman
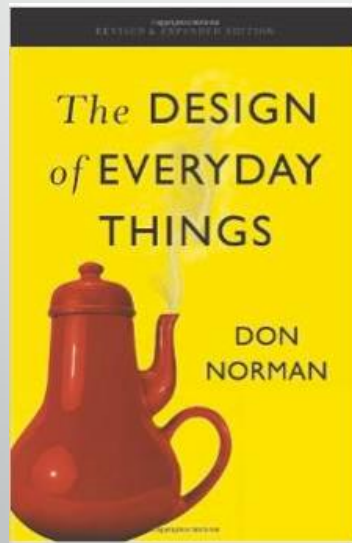
User Experience Remastered Chauncey Wilson

Good UX Web Sites

- User Experience Magazine (A UXPA publication)
  http://uxpamagazine.org/

- Boxes and Arrows
  http://boxesandarrows.com/

- UX Matters
  http://www.uxmatters.com/

- Journal of Usability Studies [JUS] (A UXPA publication)
  http://uxpajournal.org/

Some commercial example
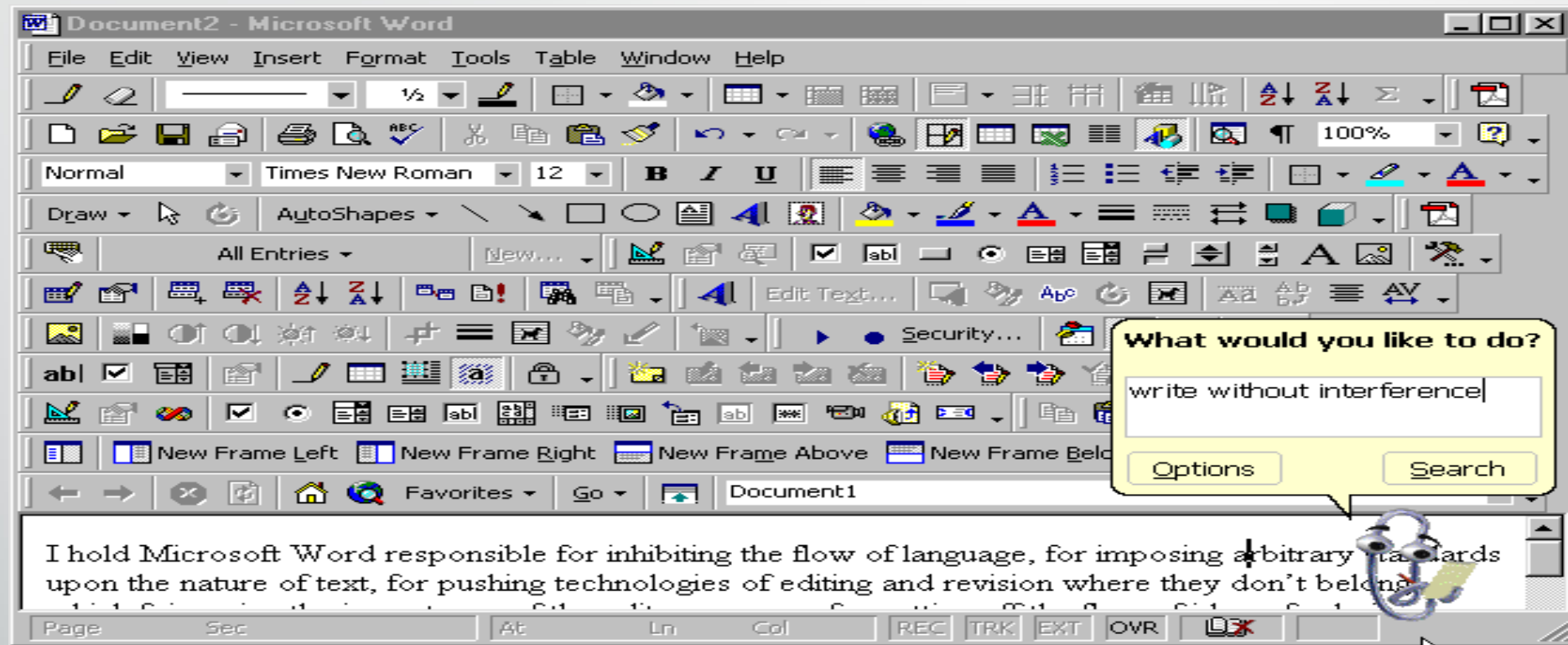
Exercise

- Individual assignment /
  - Create heuristic evaluation on:
    - OMA
    - This course