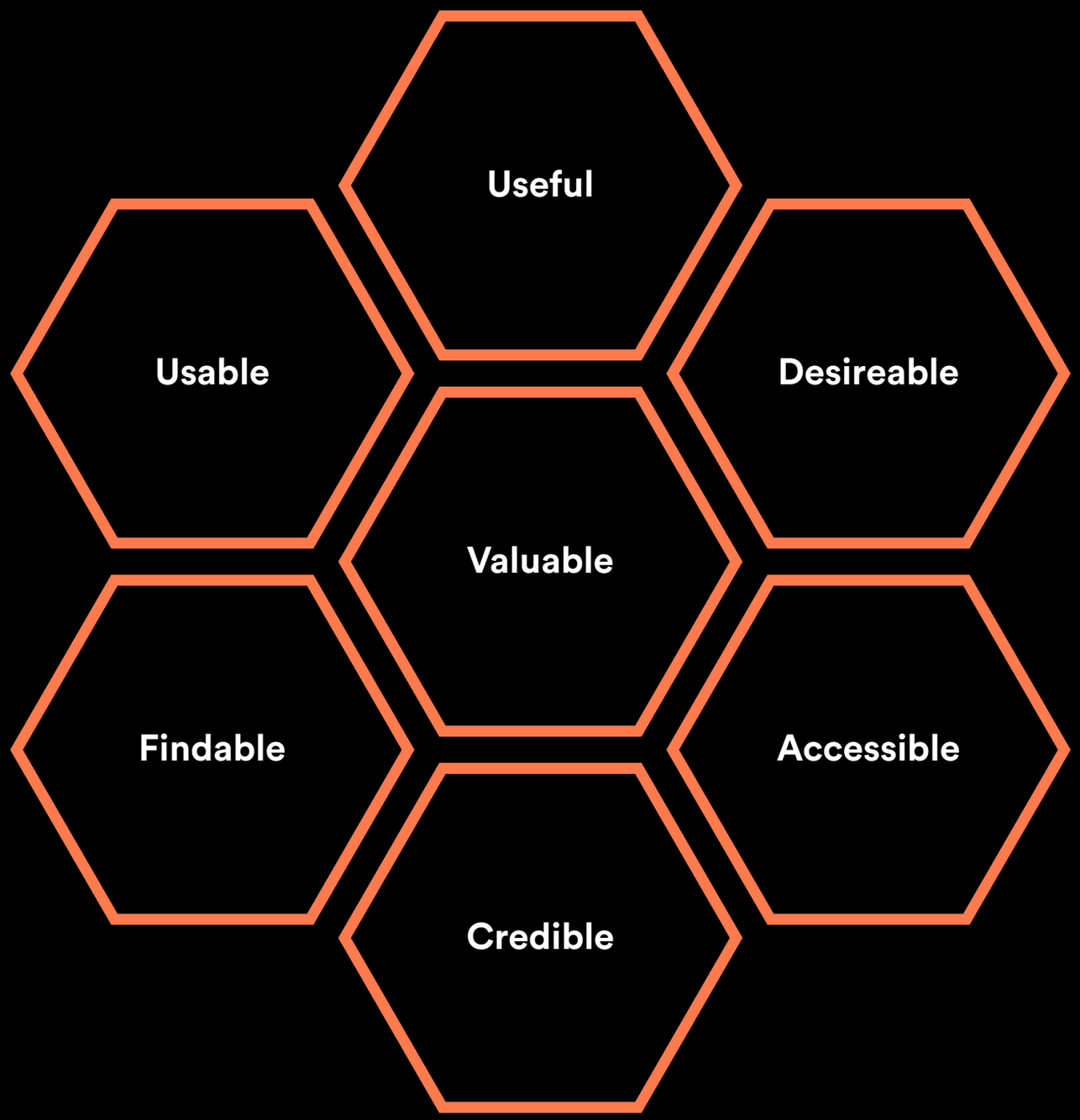
User Experience

Process & Practice



Factors that influence user experience

Overview

- A successful design helps the user achieve their goal.
- The job of the designer is to design a system that moves the user to the appropriate information at the appropriate time.

User experience is something you design.

The Process

Interrogation

Research

Interviews

Strategy

Experience Design

Interface Design

Interaction Design

Content

Information Architecture

Prototyping

Information Design

Interrogation

The goal is to clarify our thinking so we can make informed design decisions.

What do we need to know?

- What is the content?
- What is the competitive landscape?
- Who is the audience?
- What is the goal?

Do your research first.

Become an Expert

- Get as invested as you can in the content.
- Audit any existing copy.
- Check out related communities on social media.
- Read as much as you can.

Understand the Audience

Basic Assumptions

- The user is an actual person.
- They are looking for something specific.
- They don’t know anything about the content.
- They have more important things to do.

A designer’s most important skill is asking good questions.

User Interviews

- What are their motivations?
- What is their background?
- What do they care about?

Find where the user’s needs and the content overlap.

Make Recommendations

- Document findings
- Present a plan
- Build consensus

Avoid Pseudo Science

Jill Anderson

"I'm looking for a site that will simplify the planning of my business trips."

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized | ractical
Protective | Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized e she is.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Brands

KAYAK · Basecamp · Outlook · enterprise · IHG

Goals

- T nt less time booking travel
- o maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech seevy - doesnt like the process

Motivations

Price
Comfort
Convenience
Speed
Preferences
Loyalties/Rewards

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Make a concrete deliverable that you can refer back to.

This will remind you of the goals and be a guiding light for later decisions.

Information Design

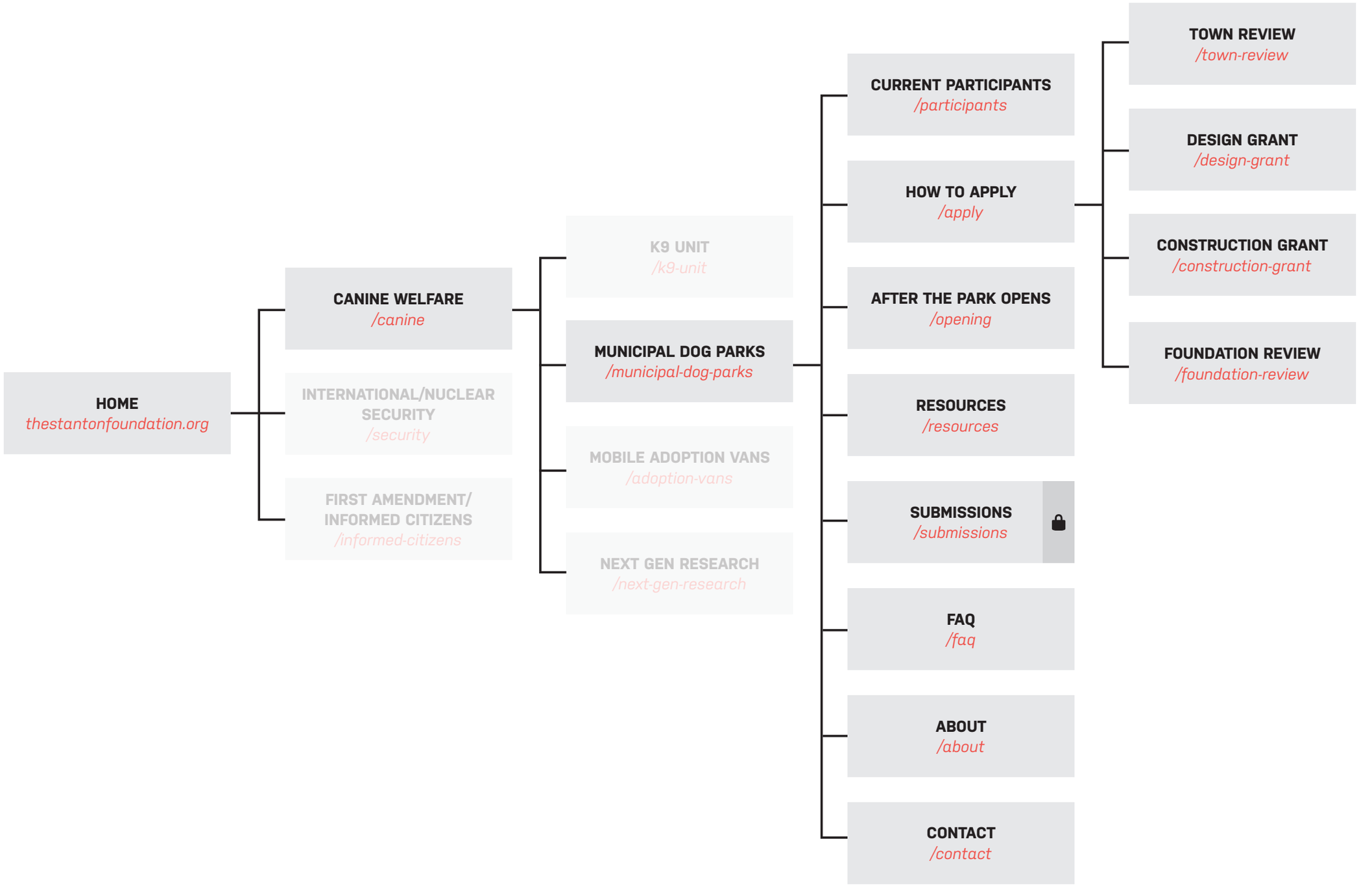
Anyone can make *a* thing. **Designers make the *right* thing.**

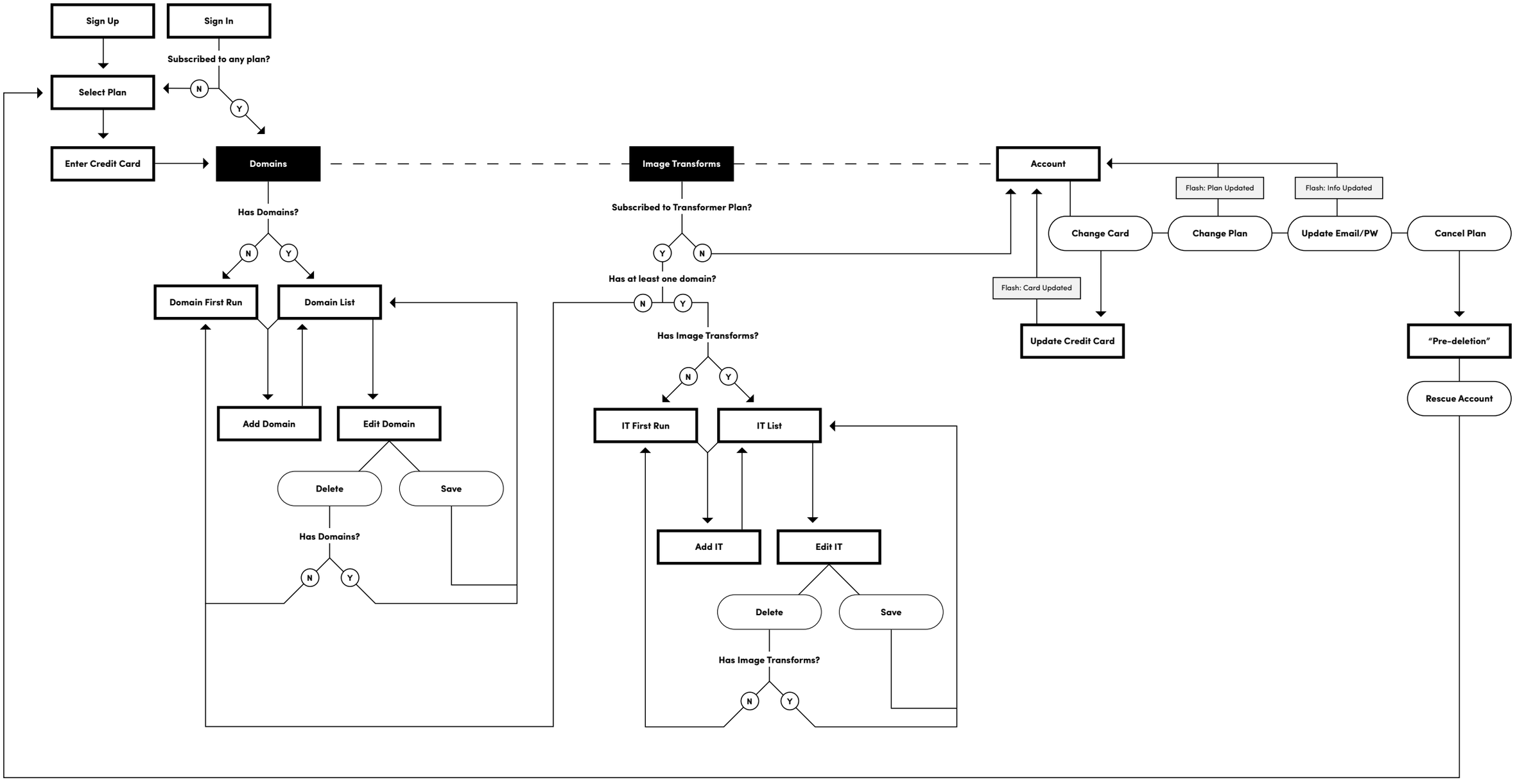
Information Architecture

- Build a mental model of your content.
- Your site should be intuitive and organized in a way that anticipates the user’s needs.
- Get users to content as quickly as possible.
- Navigation is a powerful storytelling tool.

Municipal Dog Parks Program

http://thestantonfoundation.org/canine/municipal-dog-parks




Sign Up
Sign In
Subscribed to any plan?
N
Y
Select Plan
Enter Credit Card
Domains
Has Domains?
N
Y
Domain First Run
Domain List
Add Domain
Edit Domain
Delete
Save
Has Domains?
N
Y
Image Transforms
Subscribed to Transformer Plan?
Y
N
Has at least one domain?
N
Y
Has Image Transforms?
N
Y
IT First Run
IT List
Add IT
Edit IT
Delete
Save
Has Image Transforms?
N
Y
Account
Flash: Plan Updated
Flash: Info Updated
Change Card
Change Plan
Update Email/PW
Cancel Plan
Flash: Card Updated
Update Credit Card
"Pre-deletion"
Rescue Account

Design is how it works.

Content Strategy

- Identify what already exists.
- Connect goals to information.
- Use content to it’s maximum effect.
- Propose new content to support your goals.

Prototyping

- Start building a “wireframe” in HTML / CSS with real content as soon as possible.
- Iterate until you are confident in the structure of your project.

Experience Design

Reconnect to the Goals

- Tie design decisions like color palette, art direction, and typography back to your strategy.
- Visual design can be emotional. Don’t let that derail your process.
- Involve stakeholders to build consensus.

Create a World

- Build a consistent visual language that the user can understand.
- Create hierarchy to move the user through content efficiently.
- Use design elements to draw attention to the most important pieces of content.

Add Impact

- Make the most out of the assets you create.
- Drive home your point with clear calls to action.

The details are key to a good user experience.

Simple > Complex

Be respectful of the user.