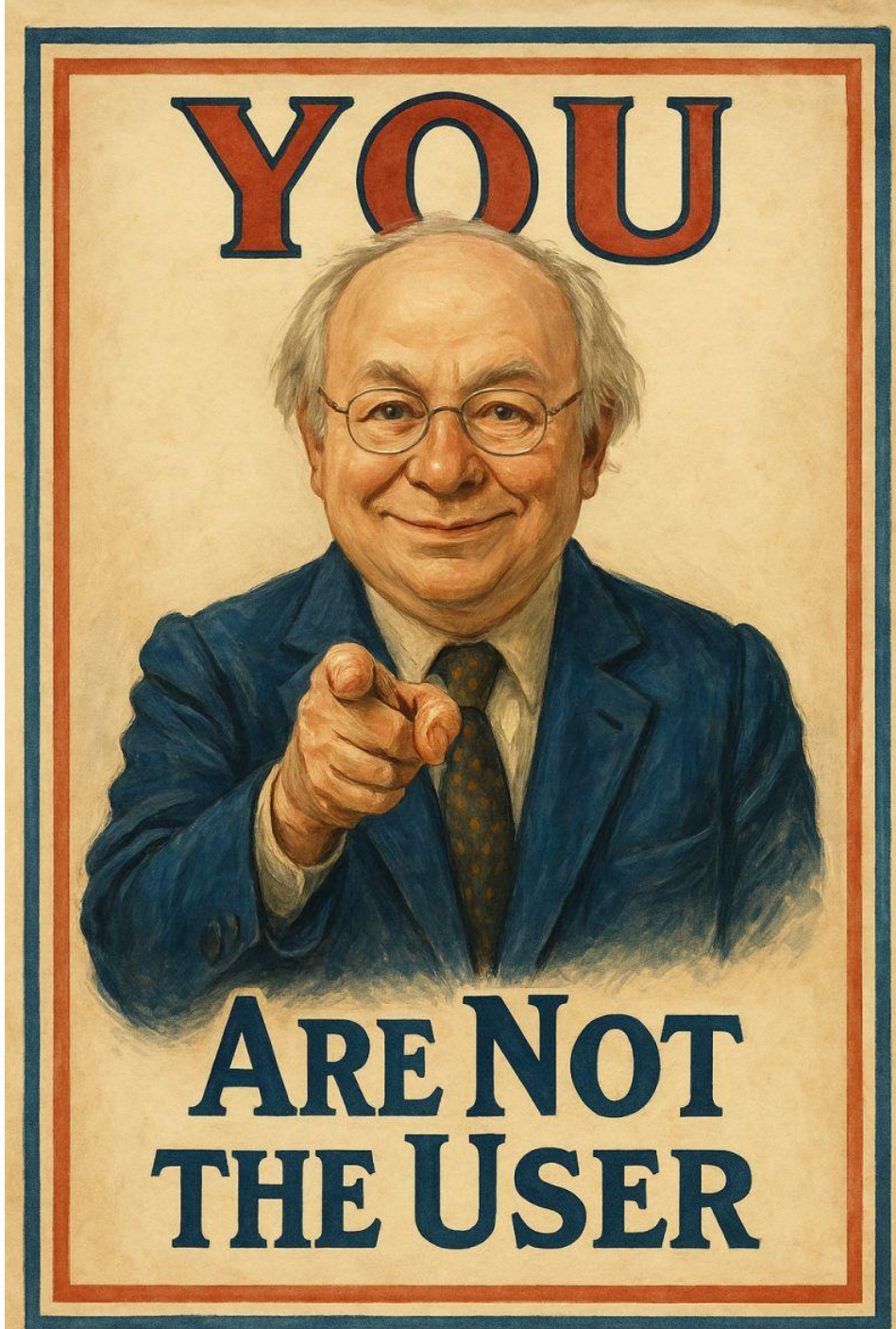
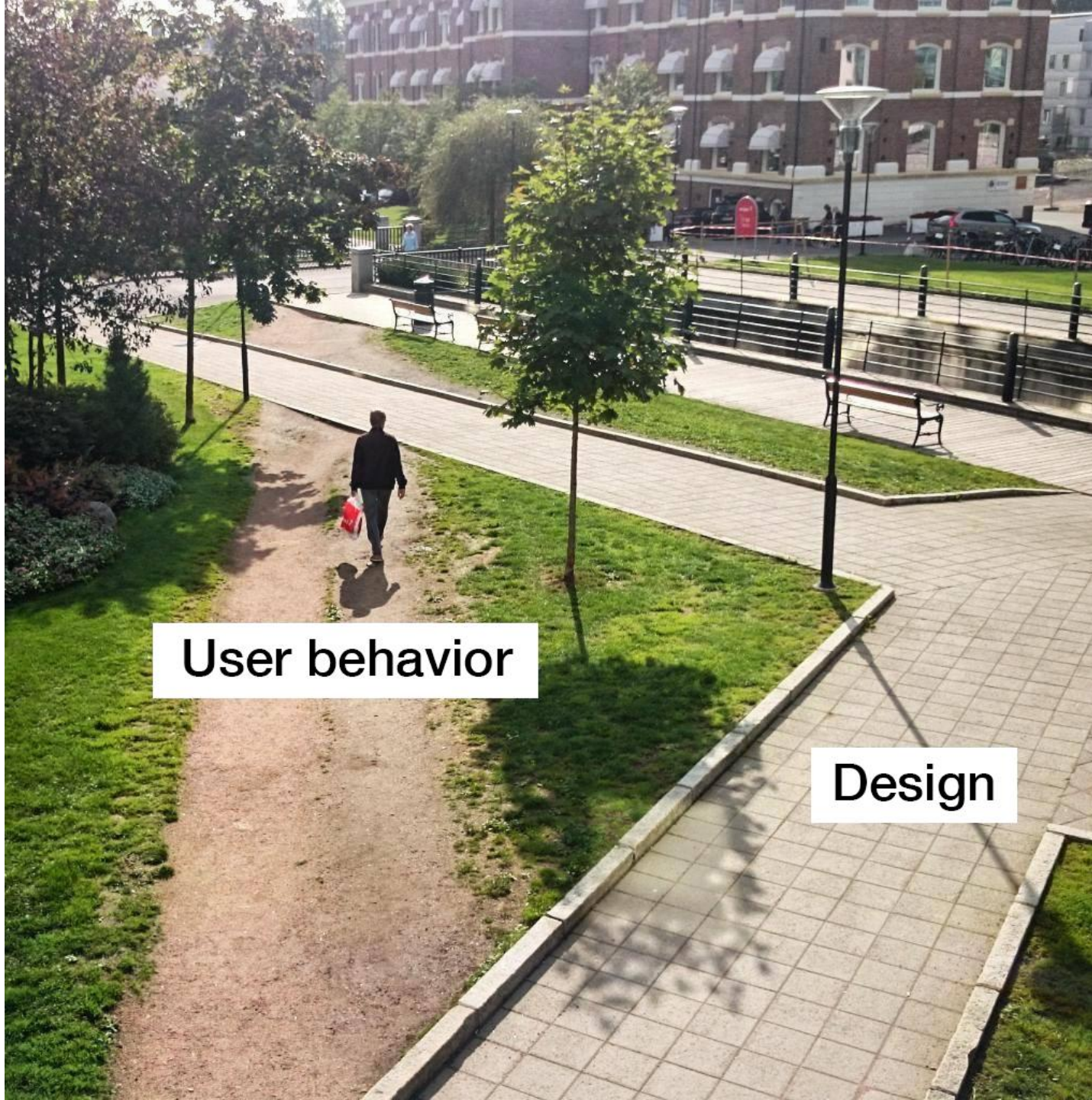


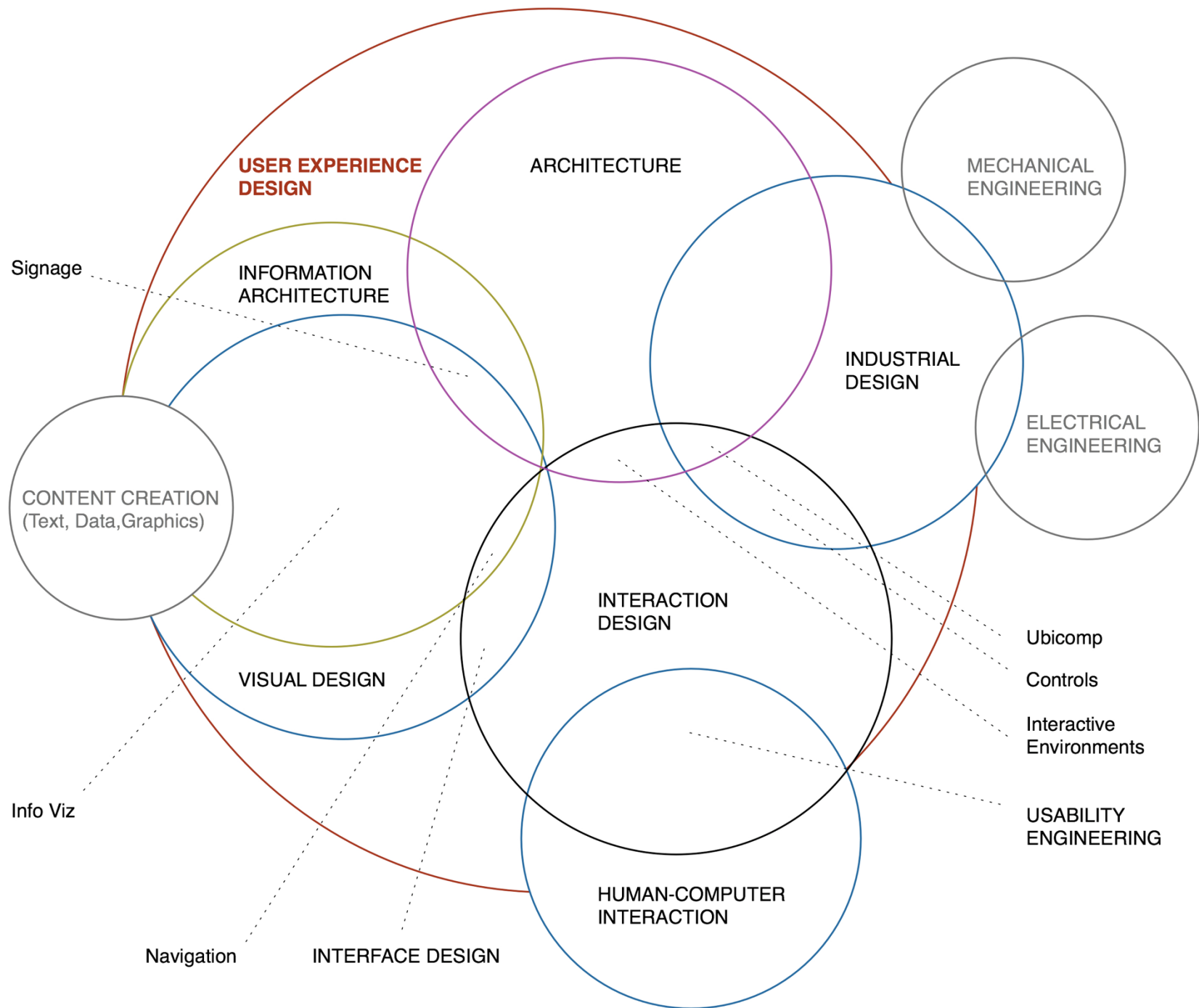
UX recap
Web Developer 2025





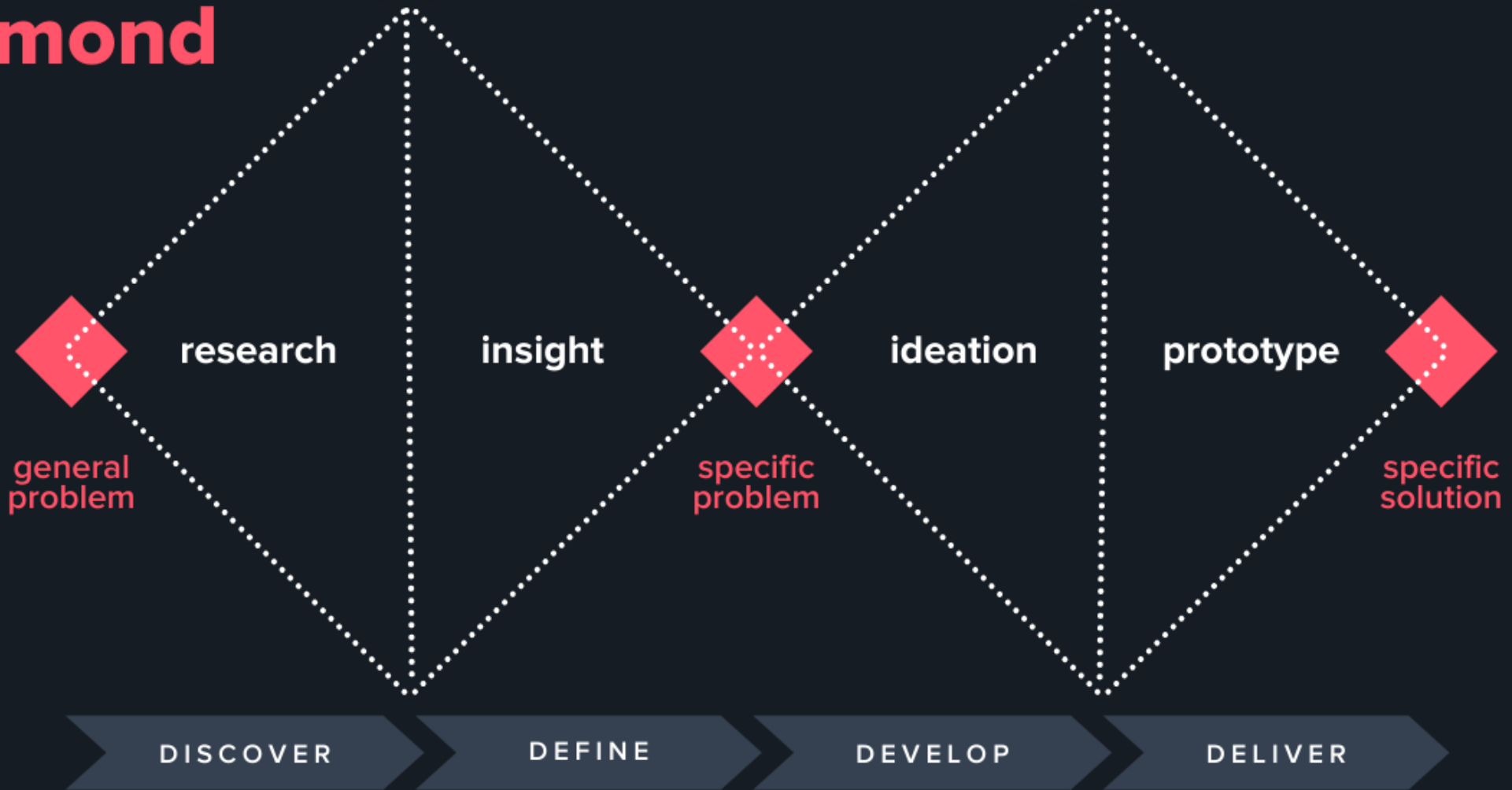
User behavior

Design



Double Diamond

aela ▶

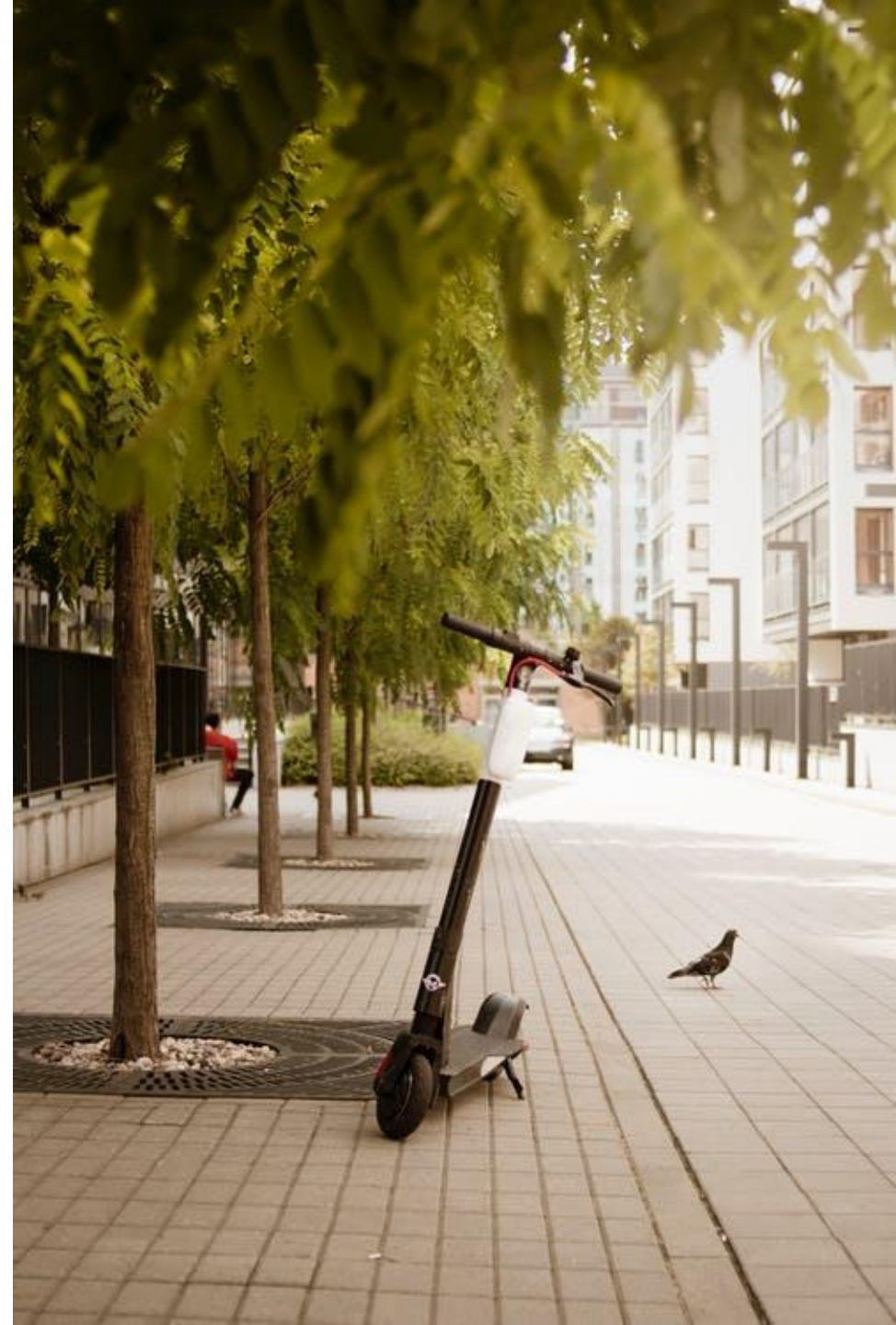


If I had 20 days to solve a problem, I would take 19 days to define it.

– Albert Einstein

User research

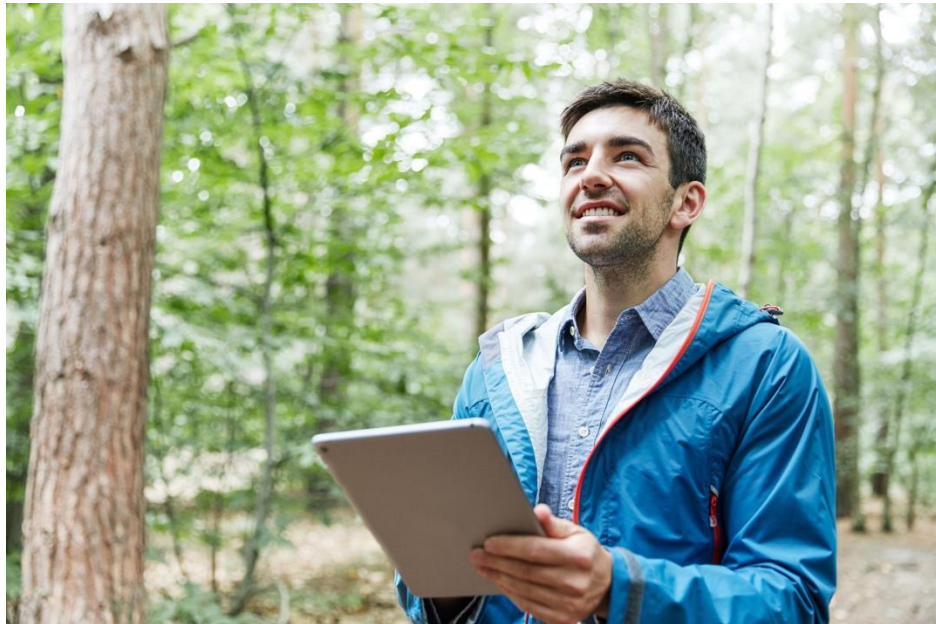
- To find out if your product is **relevant** for the target group
- To find out if your product deliver a good **user experience**
- To find out if your new product is **better** than the old version (ROI)
- **Assumptions** are the root of all fuckups!



Research data

Primary data

Data YOU collect



Secondary data

Data already collected by others



Quantitative research

- Provide data that can be expressed in numbers
- Insight: General trends based on data
- Common methods
 - Analytics (analyzing statistics)
 - A/B testing
 - Questionnaires

Qualitative research

- Describes the qualities or characteristics of something
- Insight: Behavior and opinions from individuals
- Common methods
 - Observation
 - Interview
 - Focus groups
 - User testing

Field studies

- Naturalistic observations studying the user “in the wild”
- Insights more reliable when users stay in their “natural habitat”
- Classic field study methods:
 - Observations
 - Interviews

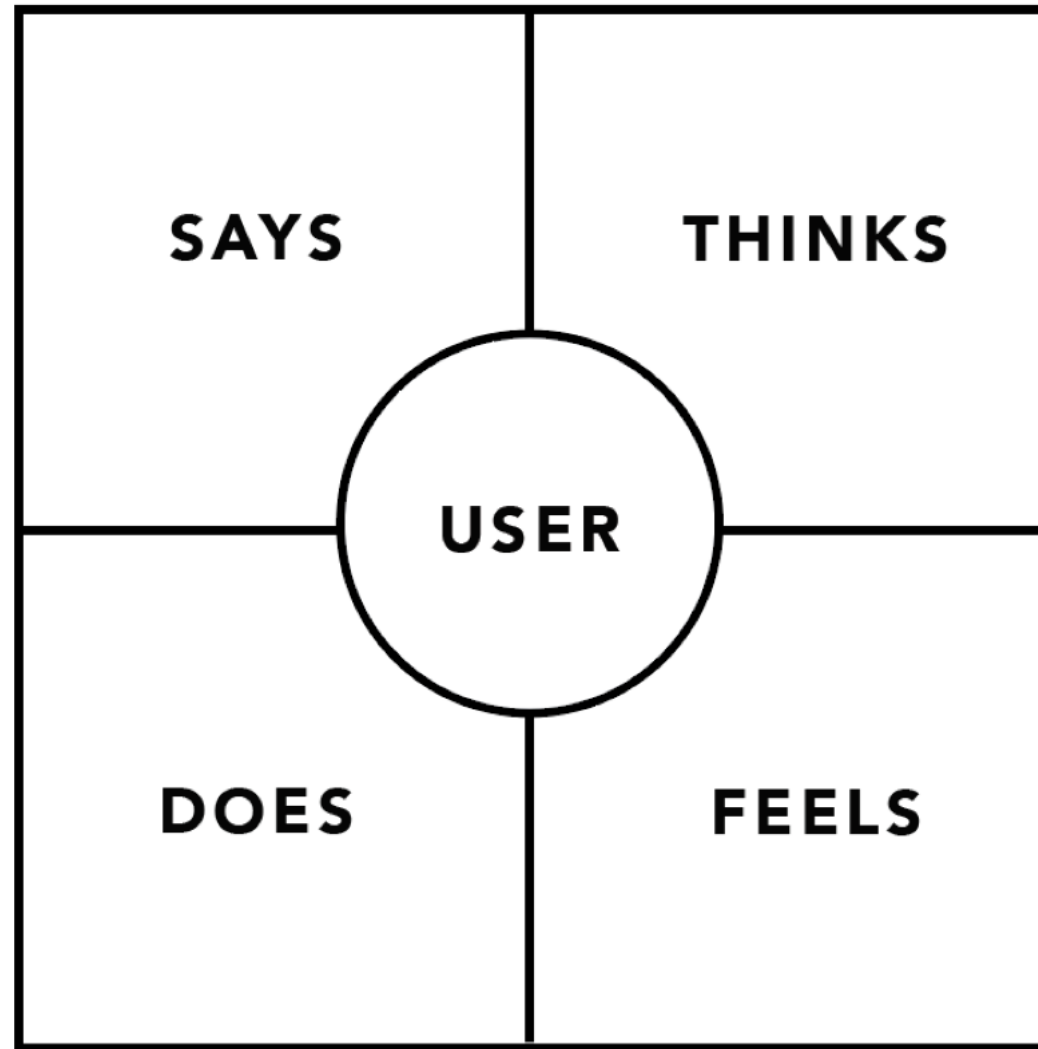


3 types of users

- Experts
- Willing adopters
- Mainstreamers



EMPATHY MAP



BRANDI TYLER

MUNRO
AMERICAN

PROFILE Narrow Feet

GENDER Female

AGE 36

LOCATION Los Angeles, CA

OCCUPATION Receptionist; \$38k



"It's SO difficult to buy shoes that fit my feet."

MOTIVATIONS

Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS

- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS

- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."




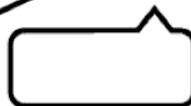
"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."

User story

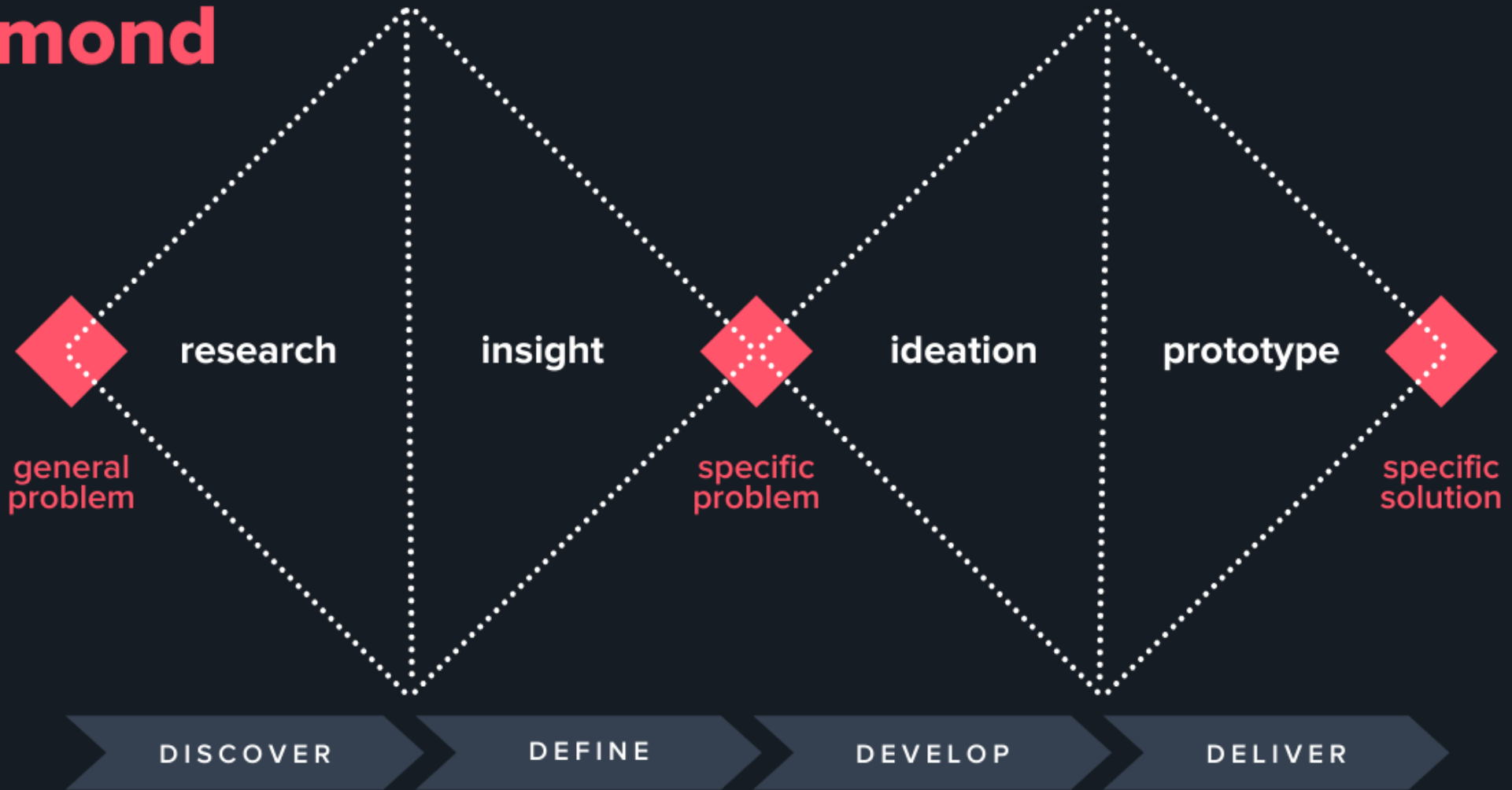
As a [role], I want to [goal], so that I can [benefit]

CUSTOMER/USER JOURNEY MAP

 SPECIFIC USER + SCENARIO + GOALS		
PHASE 1	PHASE 2	PHASE 3
<div>1. _____</div> <div>2. _____</div> <div></div>	<div>3. _____</div> <div>4. _____</div> <div>5. _____</div> <div>6. _____</div> <div></div>	<div>7. _____</div> <div>8. _____</div> <div>9. _____</div> <div></div>
OPPORTUNITIES + INTERNAL OWNERSHIP		

Double Diamond

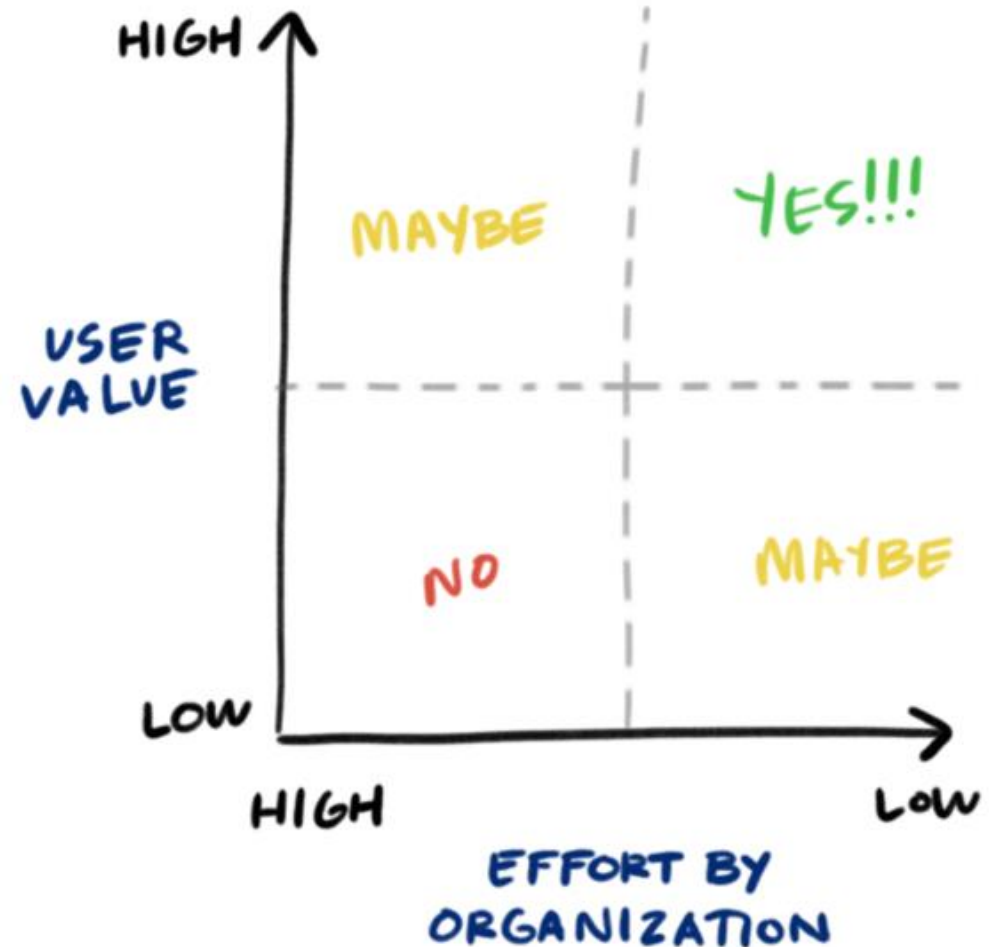
aela ▶



Prioritization matrix

What new features to implement?

- **Low hanging fruits**
High value, low effort
- **Big bets**
High value, high effort
- **Maybes**
Low value, low effort
- **Not worth it**
Low value, high effort



The background of the image consists of several sheets of paper with hand-drawn sketches of user interface elements. These include rectangular boxes, lines, and some illegible handwritten text, suggesting a brainstorming or design phase. The sketches are drawn in dark ink or pencil on light-colored paper. The text "UX-sketching is about communicating ideas" is overlaid in the center in a white, sans-serif font.

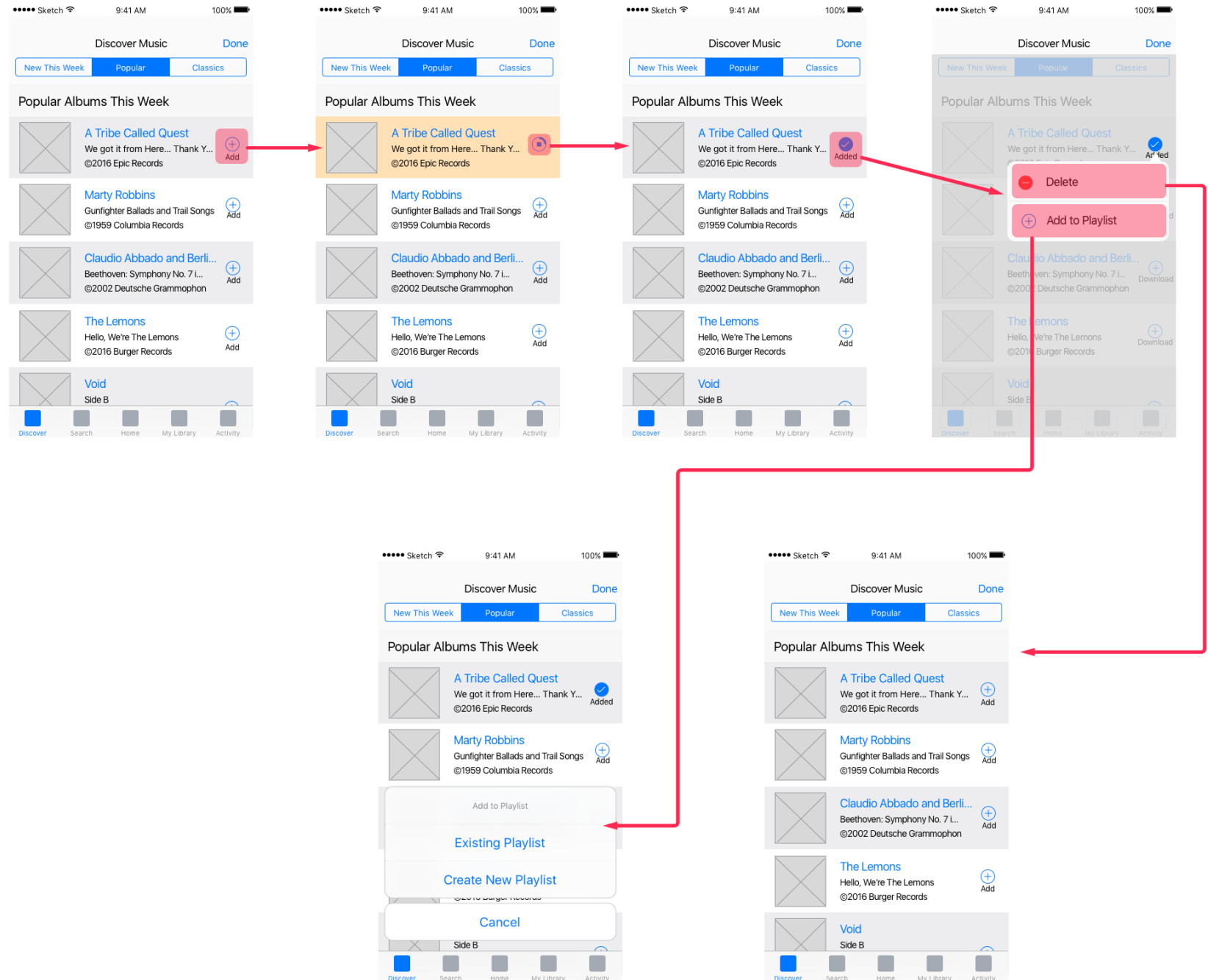
UX-sketching is about
communicating ideas





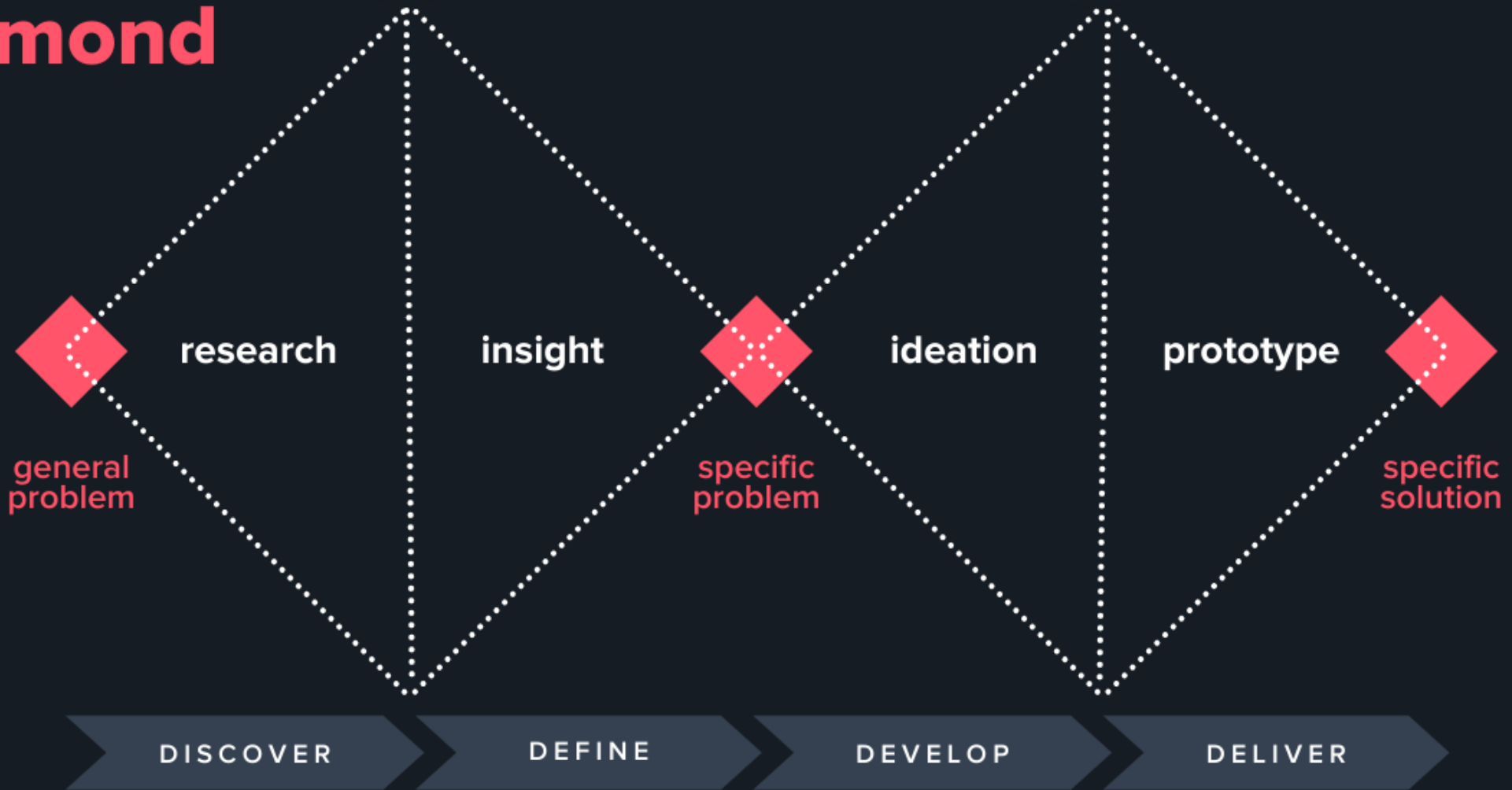
“Wireflow”

Combining wireframes and flowcharts



Double Diamond

aela ▶



User behavior is important, opinions are not!



Usability

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 definition)

Jakob Nielsen's 10 heuristics

- 1. Visibility of system status**
If the website forces you to wait, feedback is important
- 2. Match between system and real world**
Understanding the audience of the website
- 3. User control and freedom**
Where am I and how did I get here?
(Wayfinding)
- 4. Consistency and standards**
People spend most of their time on somebody else's website, not on yours. Follow the design conventions.
- 5. Error prevention**
Even better than good error messages is a careful design which prevents a problem from occurring in the first place
- 6. Recognition rather than recall**
The user should not have to remember information from one part of the dialogue to another
- 7. Flexibility and efficiency of use**
Provide shortcuts for expert users
- 8. Aesthetic and minimalistic design**
Consider what each element adds to the design and how it works with other elements
- 9. Help users recognize, diagnose, and recover from errors**
Use plain language and suggest a solution
- 10. Help and documentation**
If there are functions that need an explanation, allow people to access the explanation in the same place they access the function

Think Aloud-method

In a thinking aloud test, you ask test participants to use a system to solve tasks while continuously thinking out loud.

The #1 Usability Tool!



Donald Norman's 3 Levels of Design

- **Visceral (form)**
The look and feel of things – first impression
- **Behavioral (function)**
How things work – performance, usability, ergonomics
- **Reflective (meaning)**
What story does the design tell?
Does the design appeal to your self image?

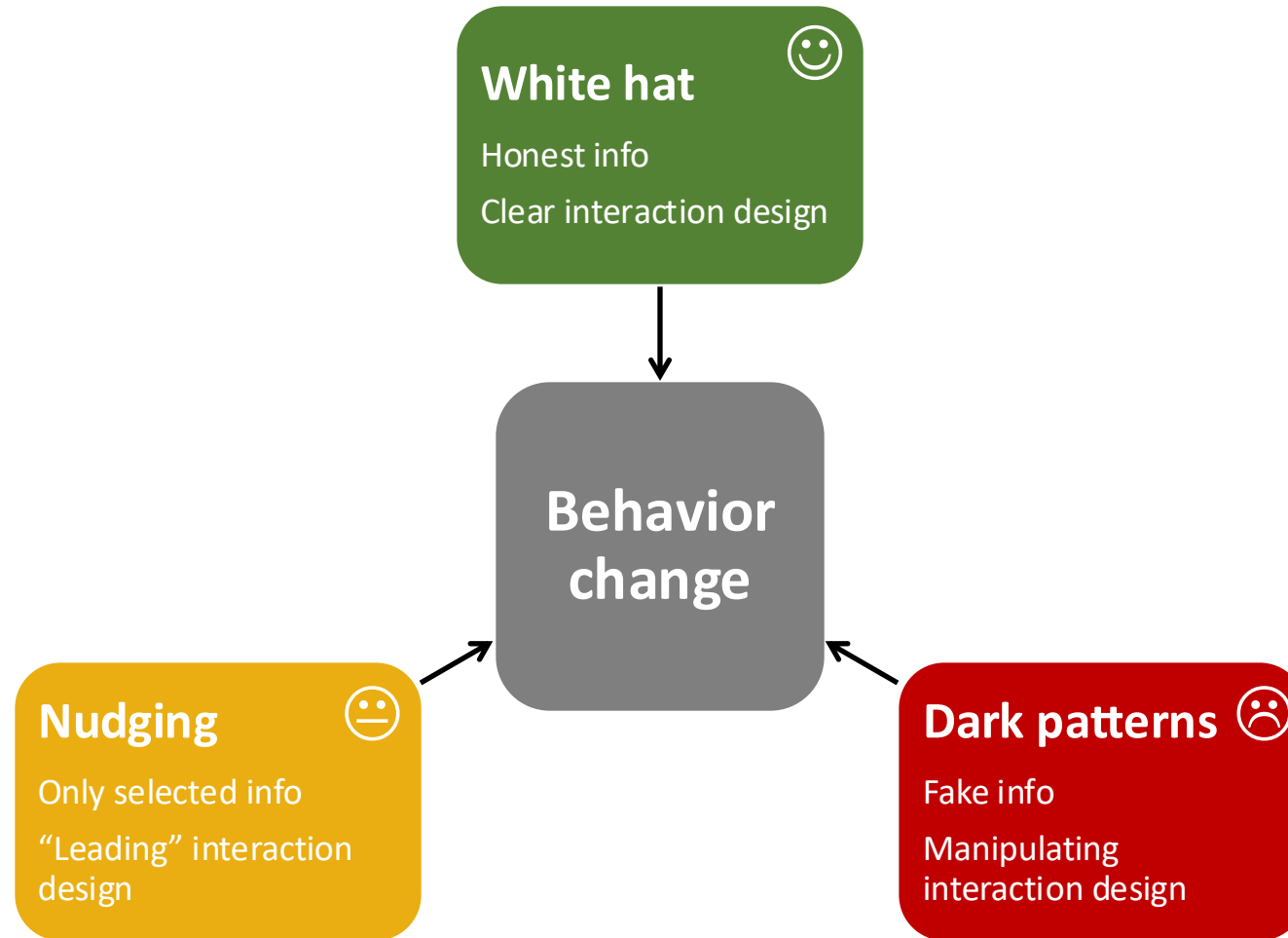


BERT (Bipolar Emotional Response Test)

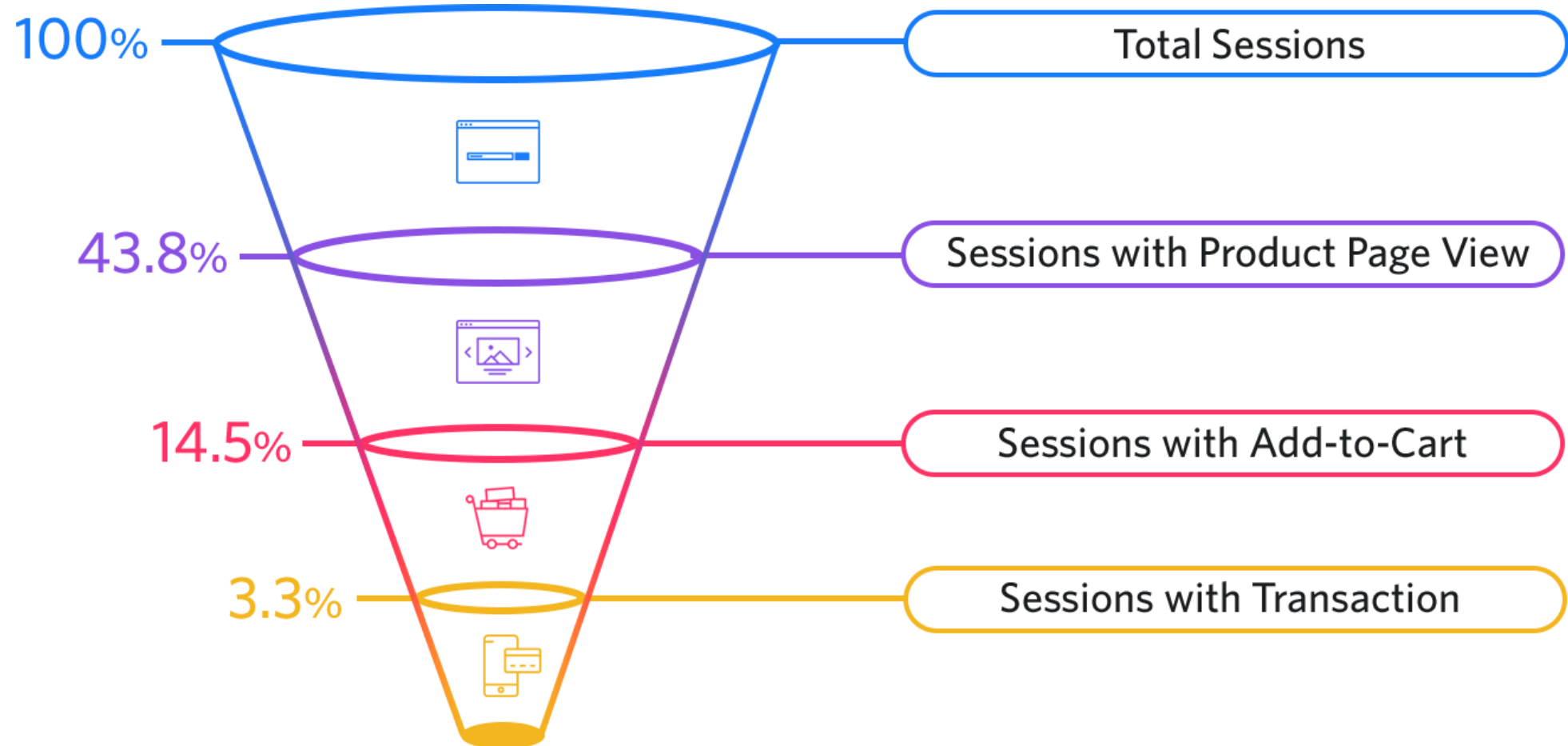
How would you describe the design? (tick or cross)

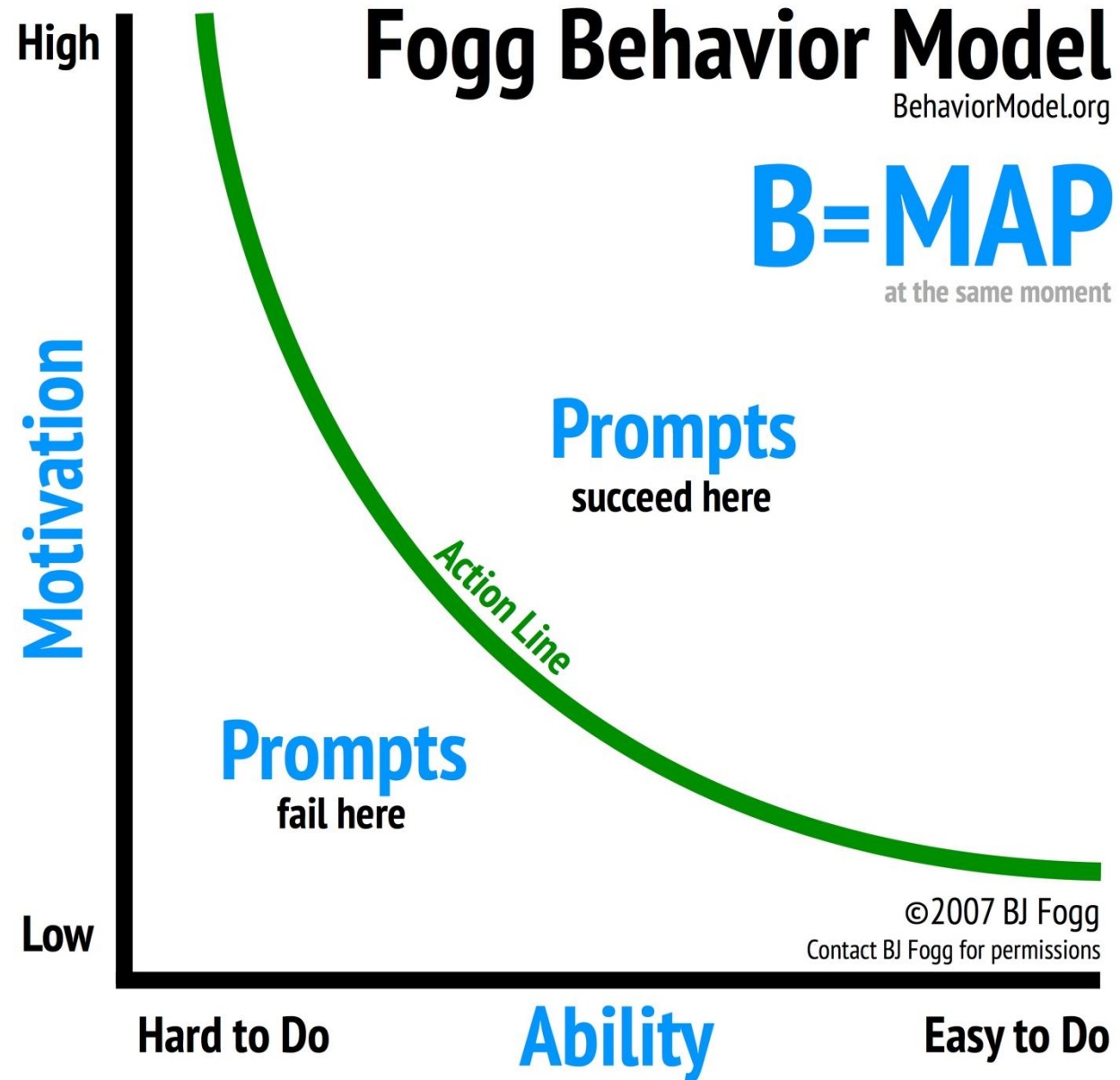
Friendly	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	Intimidating
Dated	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	Cutting edge
Poor quality	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	High quality
High tech	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	Antiquated
Sophisticated	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	Unrefined
Professional	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	Amateur
Ugly	← <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> — <input type="checkbox"/> →	Pretty

Designing for affect user behavior

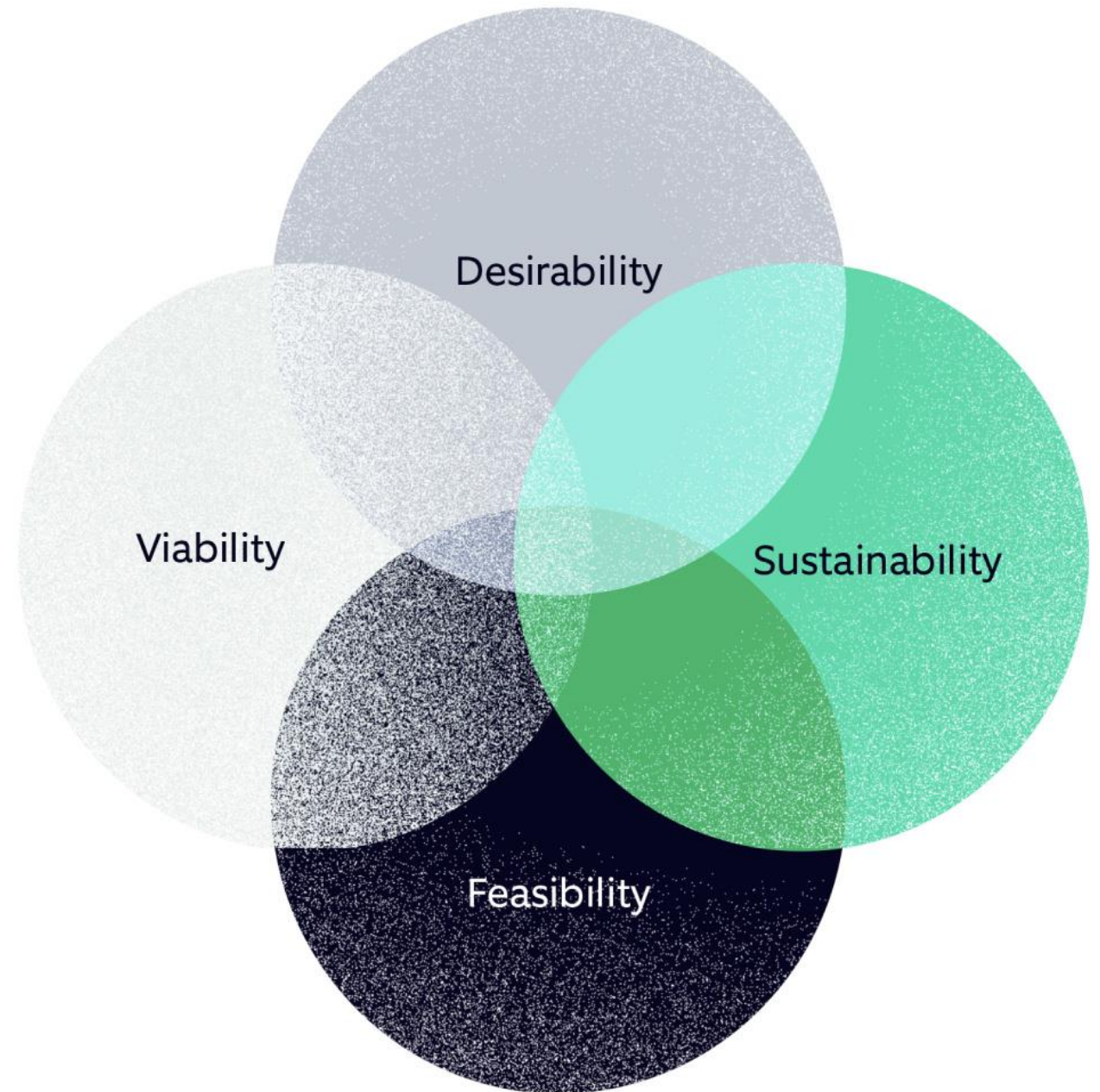


Conversion rate





Sustainable UX design integrates environmental, social, and economic responsibility into creating and delivering digital experiences.



Social sustainability in digital design

1 Gender bias

The creation of digital products that perpetuate stereotypes or exclude certain genders

2 Deceptive patterns

Digital solutions that exploit the way people usually use websites and apps to get users to do something they didn't intend to do

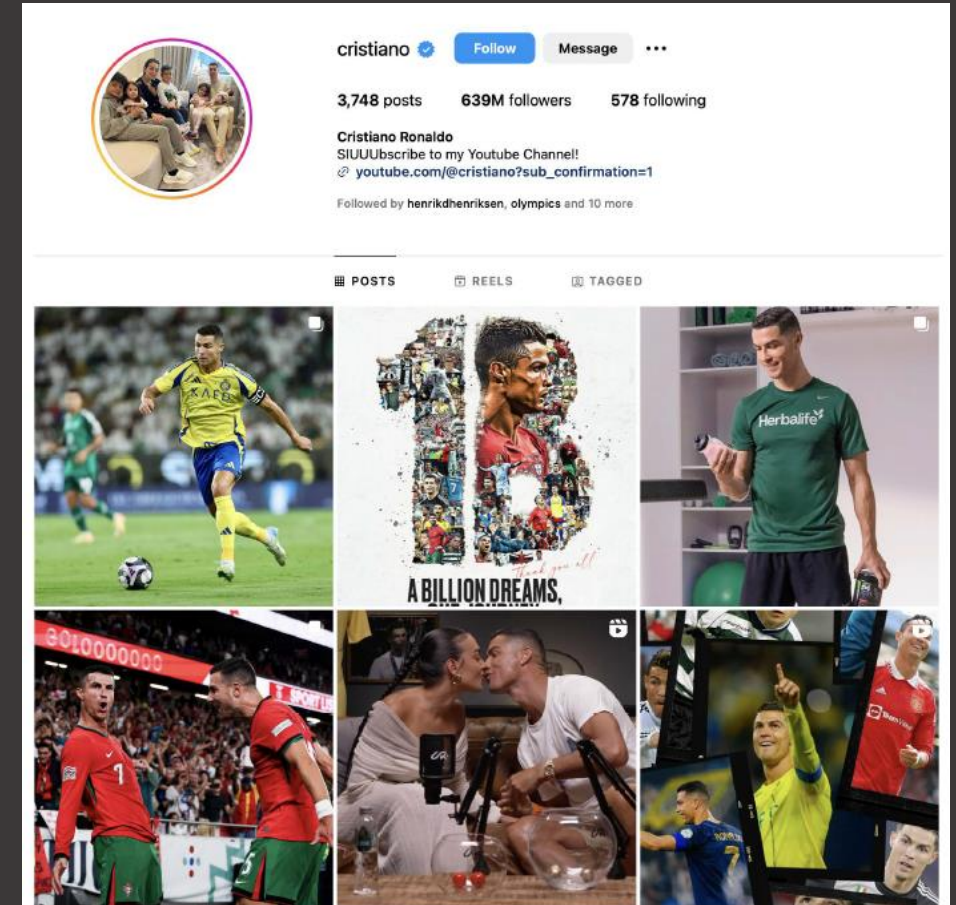
3 Exclusion by design

Is design that does not meet the needs of people with permanent, temporary or situational disabilities?

Ethics and responsibility!!!

Cristiano Ronaldo
2020: 240 million followers

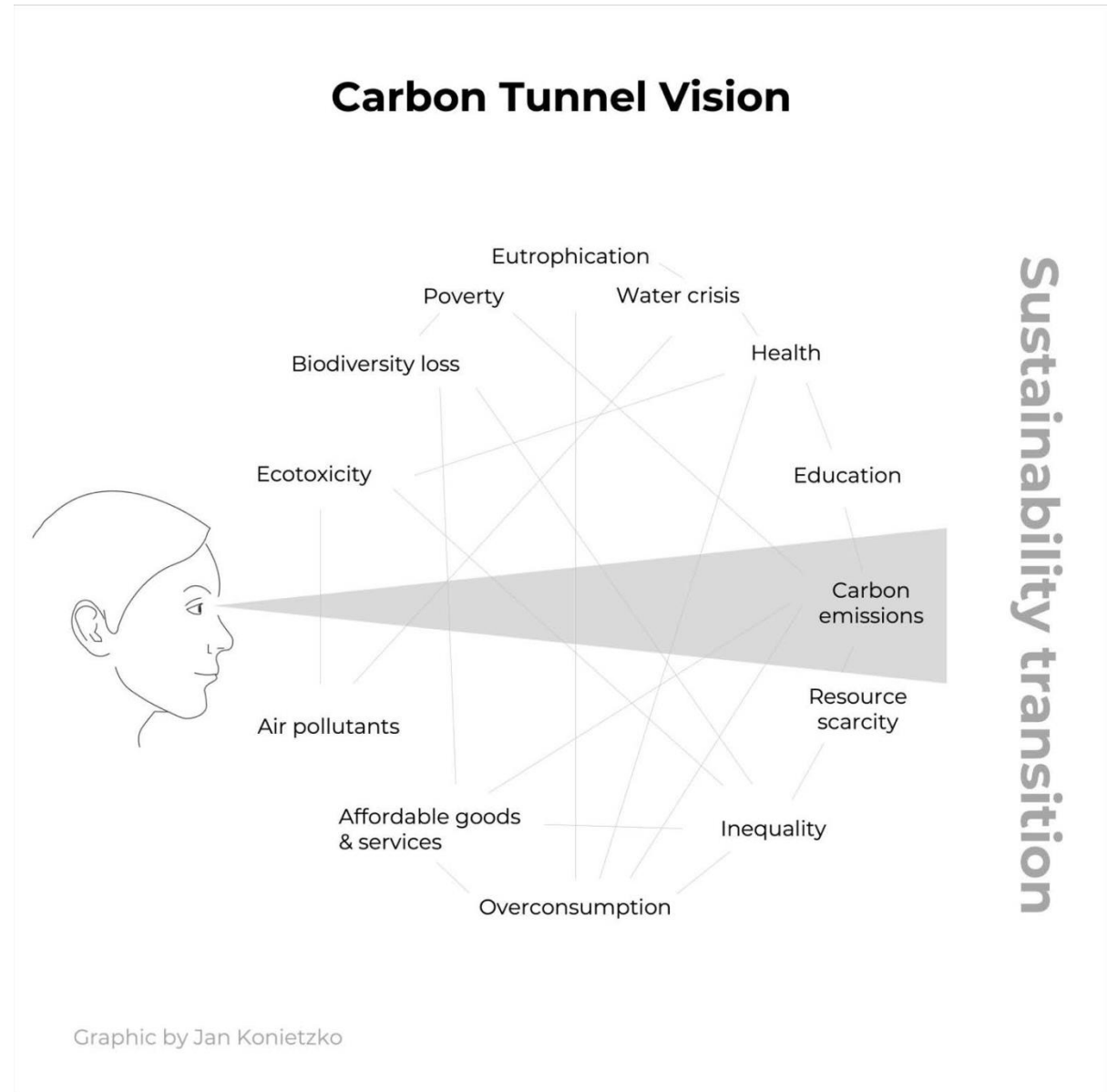
1 post = uses the same
amount of energy as 10
households in 1 year



Source:

https://twitter.com/C4Dispatches/status/1328413419649851392?ref_src=twsrc^tfw|twcamp^tweetembed|twterm^1328413419649851392|twgr^7c8febba96e90e3d45bc4f14e0597d34494e893b|twcon^s1_&ref_url=https://www.gosports.com.my/news/high-energy-one-ronaldo-instagram-post-consumes-as-much-power-as-ten-households/ - East London university,
<https://www.unilever.com/news/news-search/2023/how-social-media-is-helping-people-make-the-switch-to-sustainability/>

Designing for all aspects of sustainability



E

Environmental Sustainability

Focuses on reducing the CO footprint of digital solutions through energy-efficient UI, technologies, and reduced data consumption.

The Visible Design

- Visible sustainability choices: Clear initiatives for users through the UI.

surface

Design

- UI Design for Lower Energy Consumption.
- Energy-Efficient Fonts.
- Colors and OLED Optimization.
- Images.
- Streaming, Videoer and 3D.
- Transparent UI – Making Choices Visible.
- UI Behavior - Giving Users Control Over Resource-Heavy Elements.

The Invisible Design

- Invisible sustainability choices: Frontend and backend optimizations that users do not directly notice but make a significant impact.

skeleton

Frontend & Backend

- Green Servers and Energy-Efficient Hosting.
- Efficient Code Optimization.
- Lazy Loading.
- Caching & Local Storage.
- Reducing HTTP Requests.
- Streaming & Video: Reducing Data Consumption and Energy Waste.
- Content Management System (CMS).
- Search Engine Optimization(SEO.)

Frontend & Backend

structure

S

Social Sustainability

Ensures that digital solutions are inclusive and ethical for all users by incorporating accessibility (WCAG standards), equity in design choices, and the absence of manipulative patterns.

scope

Accessibility / Equality / Behavior

- Accessibility & Inclusion
- Digital Balance
- Ethical UX & Behavioral Design
- Equity and AI

G

Governance

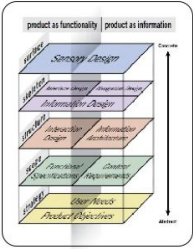
It's about embedding sustainability in management and decision-making processes so that responsible choices are made across the organization.

This requires strategic focus, ethics and the courage to prioritize sustainable design solutions.

strategy

Governance

- Ethics.
- Courage in Design Choices.
- UX Governance og Forretningsmål.



The Elements of UX, GARRETT, 2011

E

Environmental sustainability

The Visible UI Design

Design decisions the user sees and interacts with:

- How do we show that the solution is sustainable?
- Can we simplify or lighten the visual design?
- Do we give users control over heavy elements like images or video?
- Are we guiding users toward more sustainable decisions?

surface

Design

The Invisible Design

Technical decisions behind the user experience:

- What are we doing to reduce energy and data consumption?
- Is our solution fast and lightweight to load?
- Is our code and data management optimized for sustainability?
- Have we chosen sustainable servers and technologies?
- Are we caching effectively to reduce data transfers and loading time?

skeleton

Frontend & Backend

Frontend & Backend

structure

S

Social Sustainability

Reflections on inclusion, ethics, and behavior:

- Is our design inclusive and accessible to all?
- Do we respect the user's time and choices?
- Are we avoiding dark patterns?
- Do we guide users toward conscious decisions?
- Are all users fairly represented?

scope

Accessibility / Equality / Behavior

G

Governance

Ethical principles, processes, and strategic anchoring:

- Is there a strategy or process for sustainable UX?
- Are designers supported in making responsible choices?
- Is sustainability embedded throughout the digital solution?
- Do we follow ethical principles—even when it's challenging?

strategy

Governance

The exam

Assignment

- Groups – 2-4 group members
- 1 case, 2 personas
- 48 hours

Oral Exam

- 20min presentation
- 30min discussion (incl. individual questions)
- 10min voting
- Individual grades

**Deadline for group
registration is today!**