

Session 2

Introduction to User Experience Design



Learning Objectives

- Define User Experience (UX) and User Experience Design
- Describe the difference between UI and UX
- Describe different elements of UX Design
- Explain the significance of UX
- List and explain the principles of User Experience Design
- Describe the best practices in User Experience Design
- Describe the UX design process
- Distinguish between a good and bad UX design



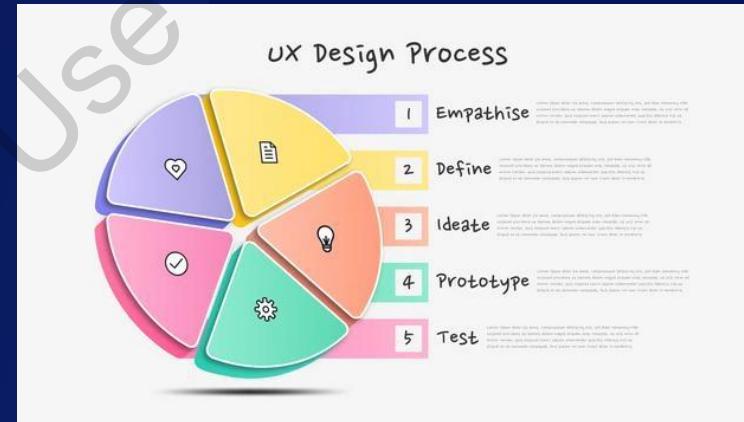
Definition of UX and UX Design

User Experience

Overall experience and satisfaction of user after using a Website or computer application.

User Experience Design

Process of understanding user requirement to improve information architecture.





Difference Between UI and UX

1-3

User Interface (UI)

- A collection of elements.
- Example: text fields and buttons.

User Experience (UX)

- Overall experience of using the interface.
- Identifies users and their requirements.
- Meets user requirements.



Difference Between UI and UX

2-3

User Interface (UI)



- Interaction point between user and the system.
- A component of the overall UX.
- Tangible.
- Visual design and interaction design are important.

User Experience (UX)



- The interaction itself.
- Includes the entire process of design.
- Subjective and difficult to measure.
- Focuses on human behavior.



Difference Between UI and UX

3-3

User Interface (UI)



- Requires creative and convergent design.
- Focuses on presentation of content.
- Determining factor of UX.
- Process is detailed to meet requirements.

User Experience (UX)

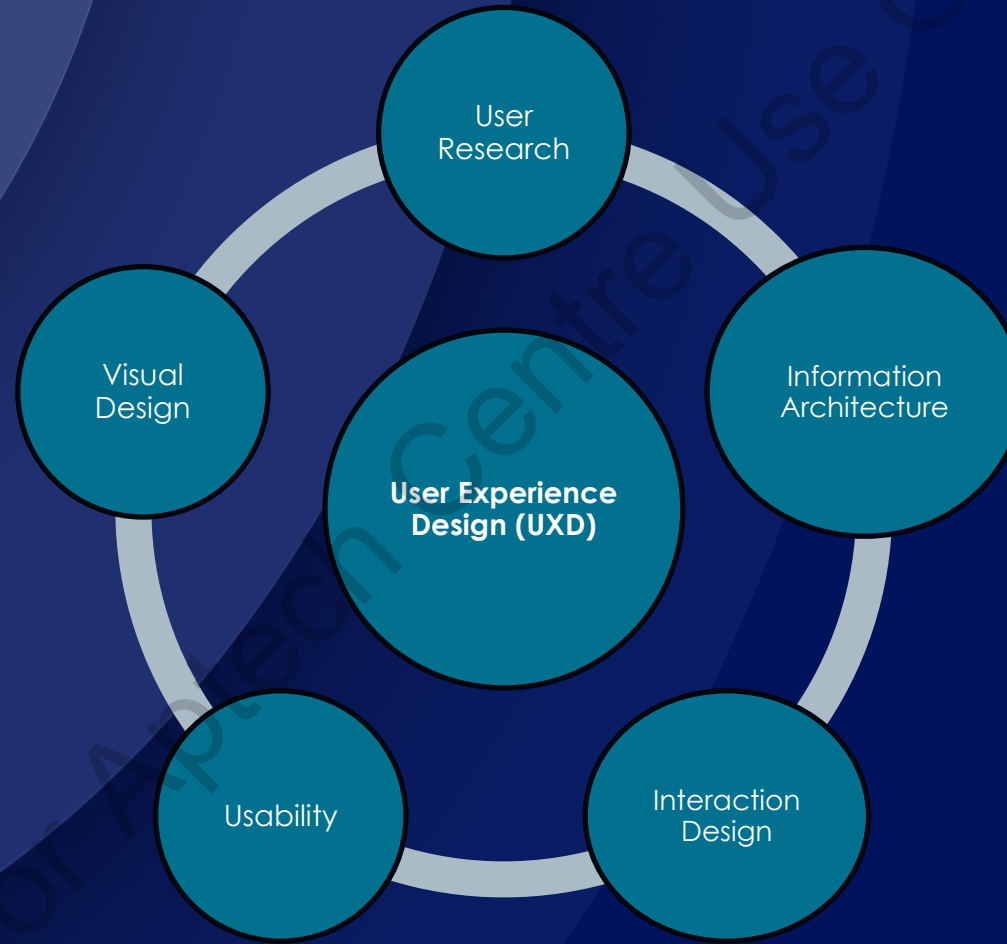


- Requires creative and critical design.
- Focuses on context.
- Determines future use of the system.
- Understands users.



Elements of User Experience Design

1-3





Elements of User Experience Design

2-3

Visual Design

Represents the aesthetics of a Website.

Uses visual elements for communication.

Usability

Ease with which user uses the application.

A combination of various factors.





Elements of User Experience Design

3-3

Information Architecture

Focuses on organization of content.

Interaction Design

User-centric approach for interactive system.

User Research

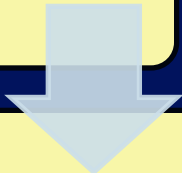
Focuses on understanding user requirements, behaviors, expectations, and motivations.






Significance of User Experience

Helps user to navigate the site.



Drives user back to the site.



Without UX, Websites, applications, and software can fail.





Principles of User Experience Design

1-8

Familiarity

Clarity

Recoverability

Responsiveness
and Feedback

Simplicity

Content Delivery

Delight



Principles of User Experience Design

2-8

Familiarity

- User can recognize familiar UI components.



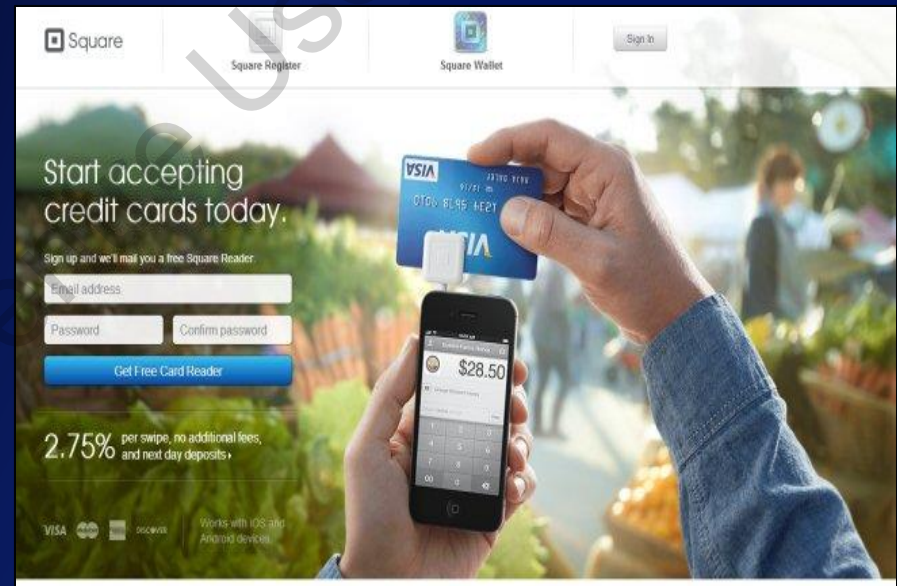
Example to Demonstrate Familiarity Principle
Image courtesy: <http://www.8164.org/familiarity-learnability/>

Principles of User Experience Design

3-8

Clarity

- Focuses on arrangement of elements on the page.
- Answers three basic questions:
 - What is it?
 - What can I do here?
 - Why should I do it?



Example to Demonstrate Clarity Principle
Image courtesy: <http://conversionxl.com/5-principles-of-persuasive-web-design/>



Principles of User Experience Design

4-8

Recoverability

- User actions should be reversible.
- Design should guide users on proceeding further.
- User should never be left at a 'dead-end'.

The screenshot shows the thetrainline.com website. The search form on the left has a red circle around the 'X' icon in the 'To' field, indicating a clear or reset function. The form includes fields for 'From', 'To', 'Out', and 'Return', along with options for 'Via / Avoid', 'Station Finder', and 'Add railcard'. The right side of the page features promotional offers for 'Cheap train tickets', 'European Rail', 'Hotels', and 'Car hire'.

Cheap train tickets a few clicks away...			
* Buy in advance and save 43% on average			
Save £56.30	Save £14.90	Save £82.40	Save £15.50
Manchester Piccadilly to London Euston	London Euston to Birmingham New Street	Leeds to London Kings Cross	Bristol Temple Meads to London Paddington
£20.00	£6.00	£14.60	£15.00

* Savings on advance fares vs purchase on the day. Selected routes only, subject to availability. Fares exclude £0.75 booking fee. [More info](#)

Cheap train tickets | Free hotel | Free mobile apps

European Rail from **£31**

Save up to **50%** on **Hotels**

Save up to **50%** on West End shows

Car hire from **£20**

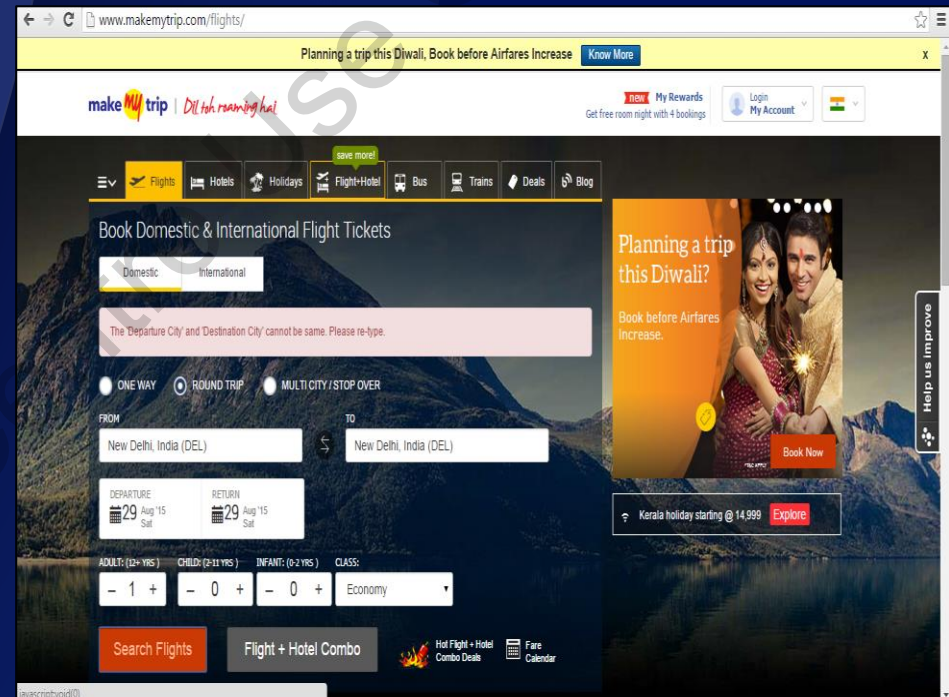
Example to Demonstrate Recoverability Principle
Image courtesy: thetrainline.com

Principles of User Experience Design

5-8

Responsiveness and Feedback

- No lag time in loading.
- Helpful information should be included.
- Provide appropriate and timely feedback.



Example to Demonstrate Responsiveness and Feedback Principle

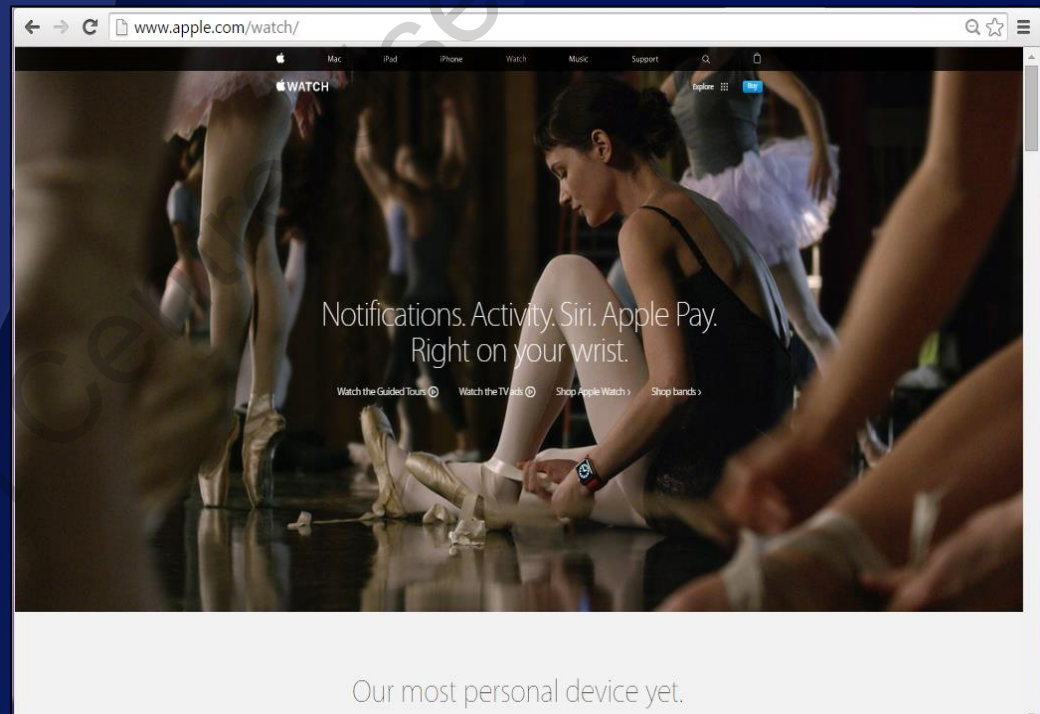
Image courtesy: <http://www.makemytrip.com/>

Principles of User Experience Design

6-8

Simplicity

- Simple to understand and simple to use.
- Include important elements.
- Common tasks should be simple.



Example to Demonstrate Simplicity Principle

Image Courtesy: <http://www.apple.com/watch/>

Principles of User Experience Design

7-8

Content Delivery

- Provide well-timed and relevant content.
- Increases user satisfaction.



Example to Demonstrate “Content Delivery”
Principle

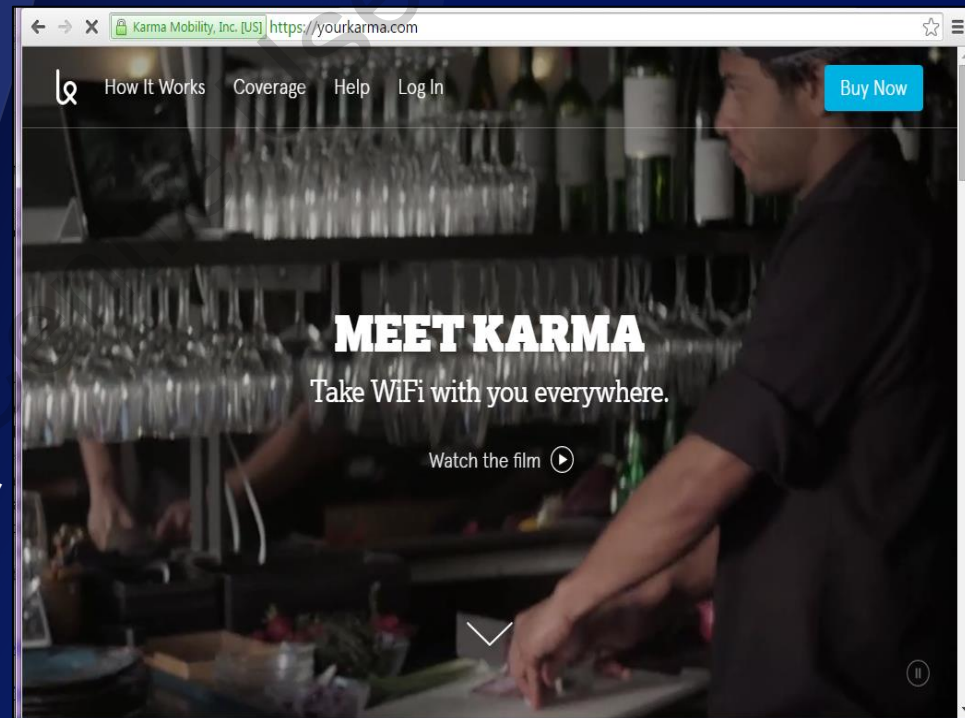
Image Courtesy: <https://www.amazon.com>

Principles of User Experience Design

8-8

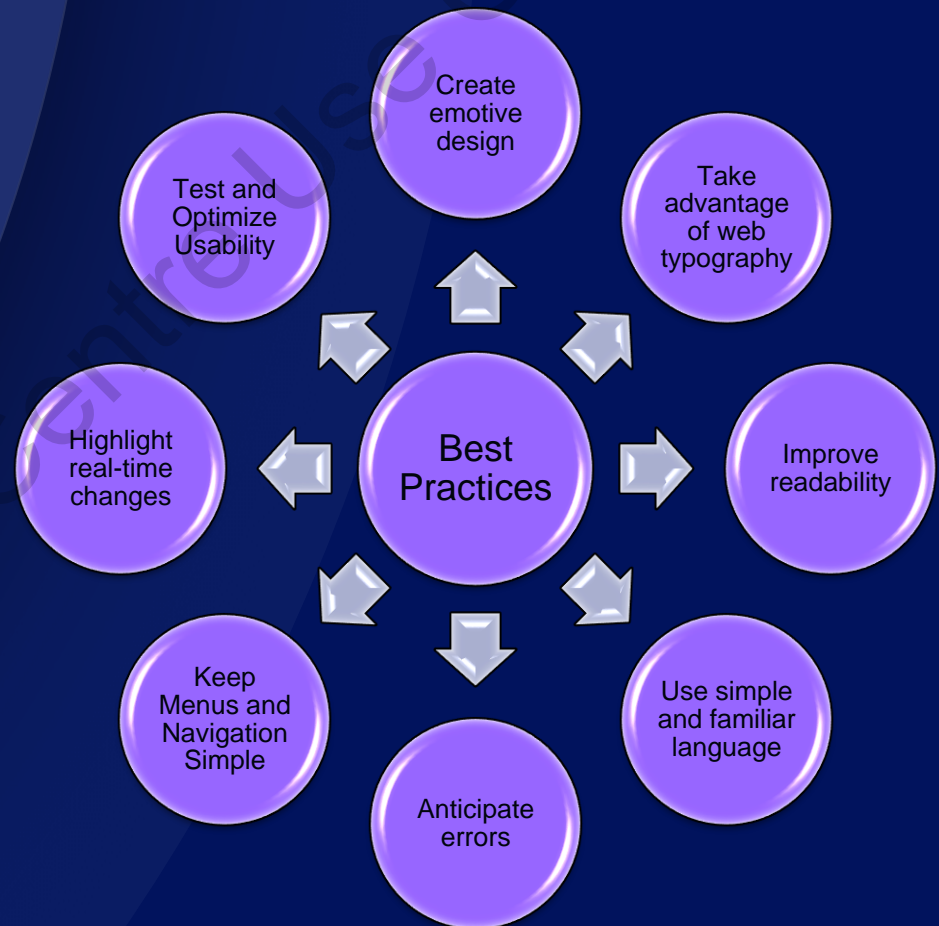
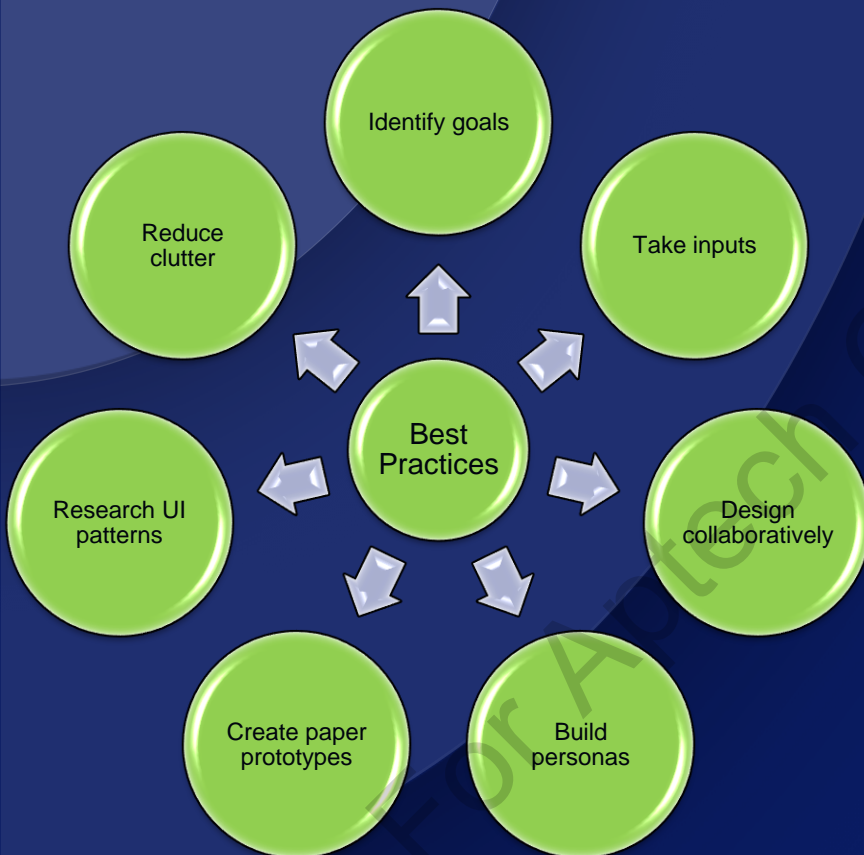
Delight

- Intuitive, simple, and attractive.
- Attention to detail.
- Use fonts, color palette, graphics, and animation wisely.



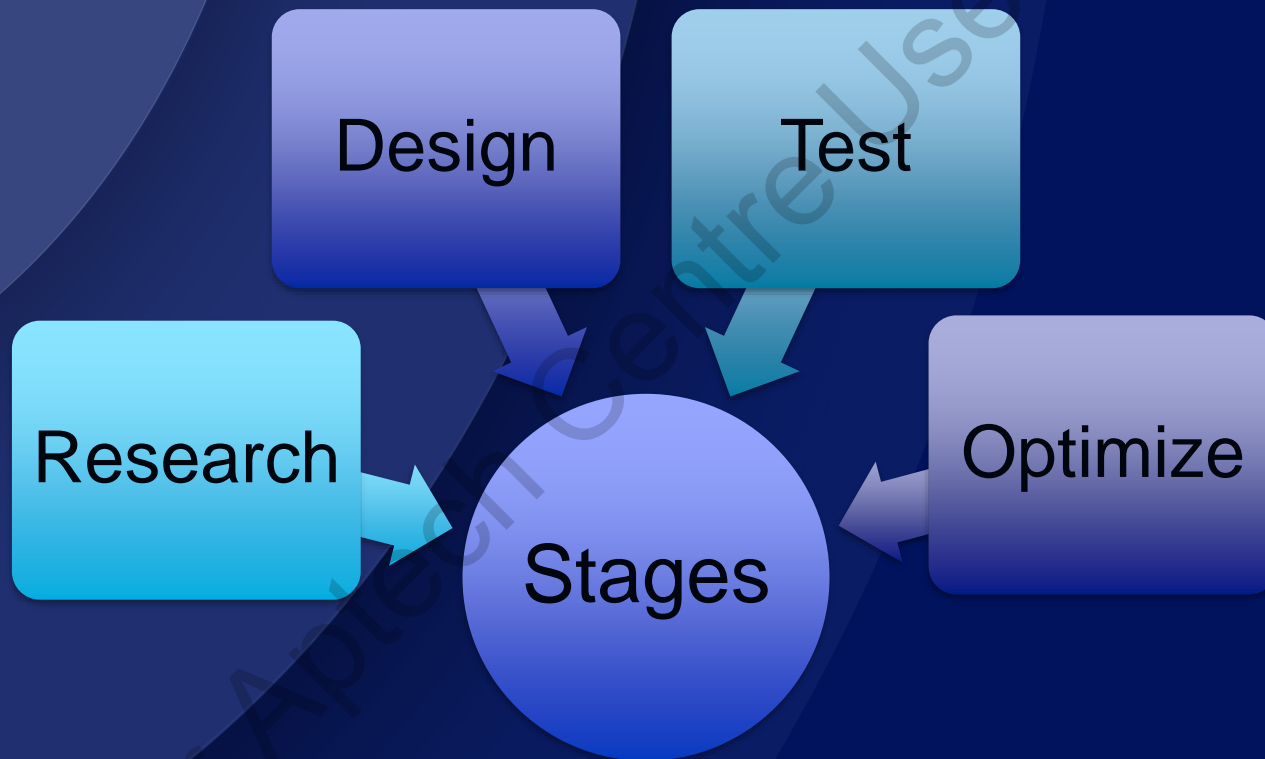
Example to Demonstrate “Delight” Principle
Image Courtesy: <https://yourkarma.com/>

Best Practices in User Experience Design



User Experience Design Process

1-2



User Experience Design Process

2-2

Research

- Important stage.
- Identifies content and design requirement.
- Eliminates assumptions.

Design

- Product assumes tangible shape.
- Information transformed into designs.
- Used for Information architecture.

Test

- Evaluates product.
- Requires observation of user navigation.
- Optimize design based on observations.
- Frequent testing helps resolve red flags early.
- Final product is user-approved.

Optimize

- A stage where the design will become perfect.
- An iterative process.
- May require several iterations.

Good vs. Bad UX Design

1-2

Good Design	Bad Design
Invisible to the user	Cluttered interface
Easy navigation	Poor navigation
Simple layout	Confusing layout
Pleasant color scheme	Bright color scheme
Mix of text and visuals	Heavy text content
Solicits feedback	No option for feedback



Good vs Bad UX Design

2-2



Display the Current State



Aesthetic Use of Color and Hierarchy



Using Clear Language



Handling Errors



Error Communication



Summary

- User Experience is the overall experience and satisfaction a user has when interacting with a product such as a Website or computer application.
- UX design is the process of understanding the requirements of a user and intuitively addressing them by improving the product's information architecture, interaction design, and visual design.
- Critical elements of a good UX design: Visual design, Usability, Information architecture, Interaction design, and User research.
- Key principles: Familiarity, Clarity, Recoverability, Responsiveness and Feedback, Simplicity, Content Delivery, and Delight.
- Well-defined UX process creates a positive experience. Process - Research, Design, Test, Optimize.
- Good design is useful, purposeful, provides better experience, and easy to understand. A bad design can be identified easily.

