LUT
University

Intro to Designing for Usability and User Experience

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Slide set based on Dr. Victoria Palacin’s contributed lecture material

everyday we encounter
good and bad design
around us...

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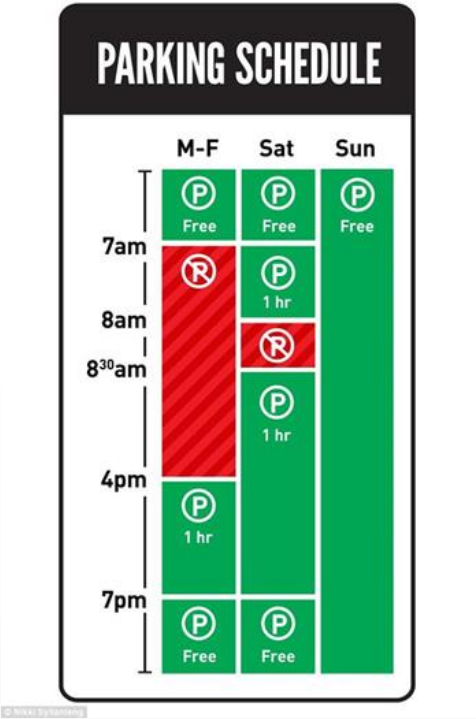
is it usable?

what is the issue with this design?

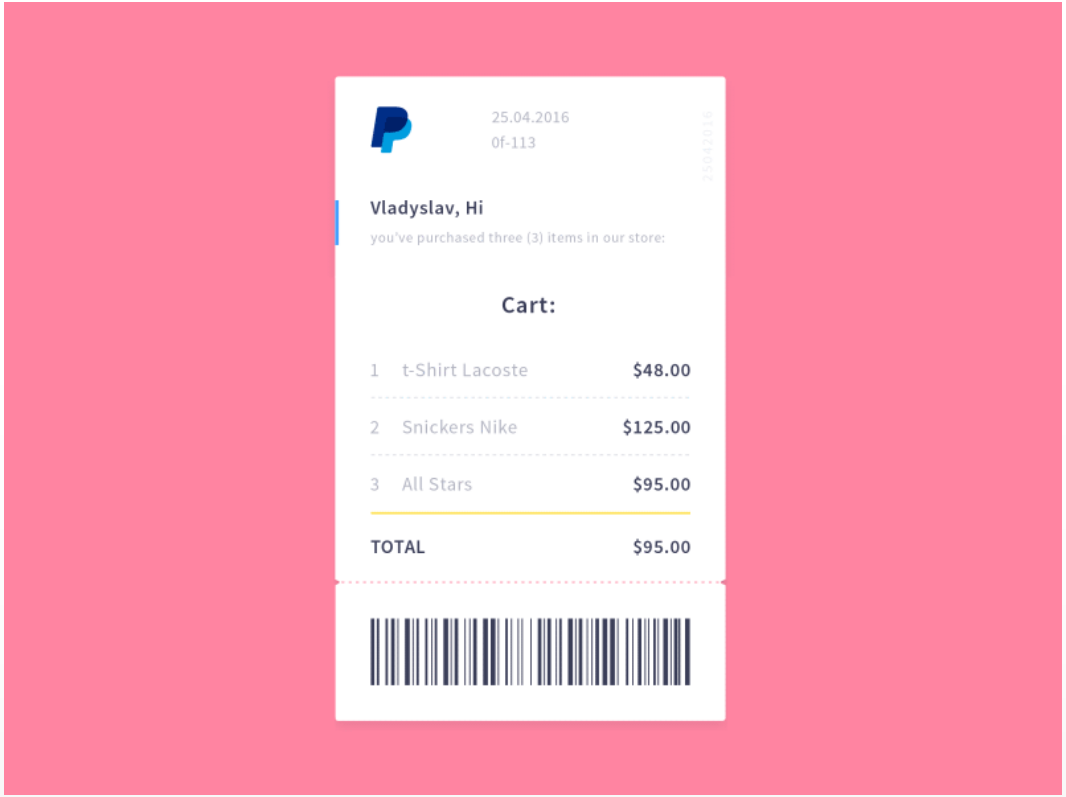
parking signs in
Los Angeles

what is the issue with this design?



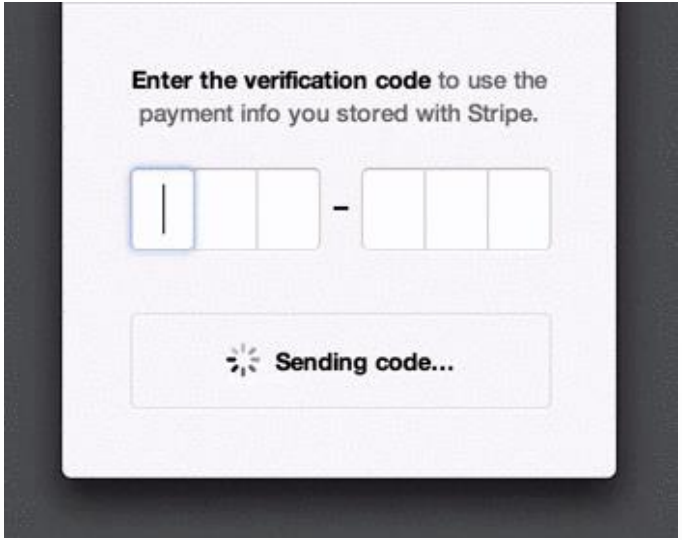
Nikki Sylianteng's parking sign

animations in design… good or bad?



PayPal receipt concept on dribbble

animations in design… good or bad?

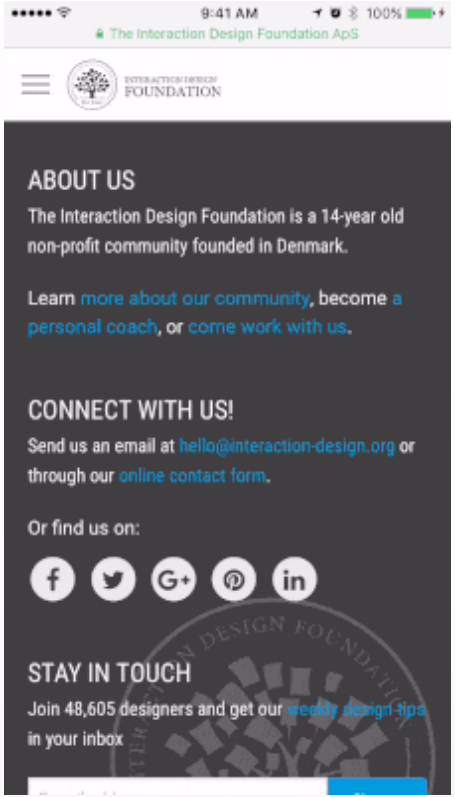


stripe checkout animation

user friction and user actions: noes!

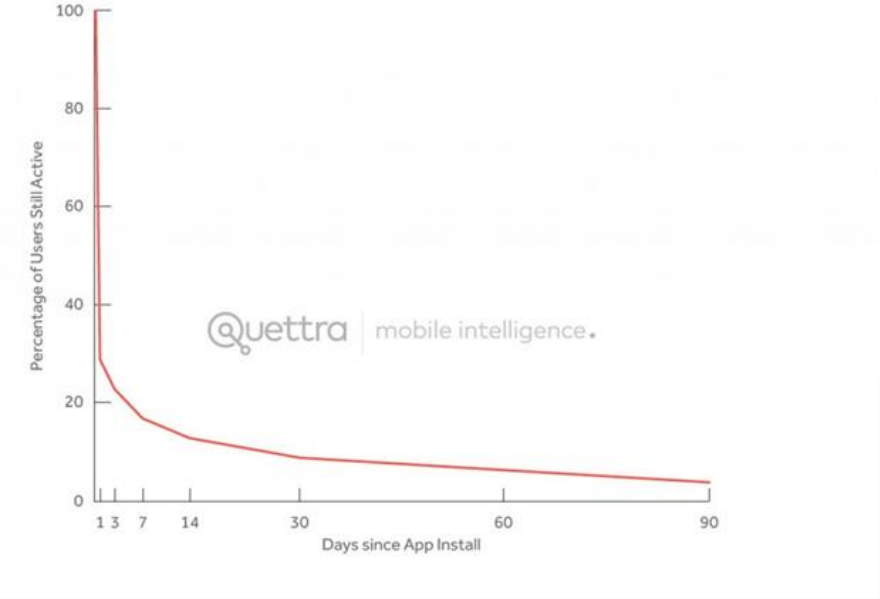
iFly 50 expects its users to click and hold for a few seconds every time they want to see more photos.

user friction and user actions: a good example



elastic scrolling on iOS (action)

current issues



–the market of mobile applications oversaturated

–another study shows that 77% of users never use an app again 72 hours after installing

good or bad?

isn’t it fun looking at examples of bad design?

key lessons and best practices from these examples of good and bad designs

1. **understand what your users need**, then deliver that information.
2. if you've got lots of information to convey, **try using visuals instead of text.**
3. **always label your links!** users don't like mystery links.
4. **avoid adding any kind of friction** to user actions, unless they're meant to dissuade the action.
5. **test your clever designs** and include them cautiously.
6. **animation is like cursing**. if you overuse it, it loses all its impact.

...still good design cannot be summed up in a simple way nor can the activities of a interactive systems designer…

that is why we are having this course!

WHAT DO WE WANT
GOOD DESIGNS!
HOW DO WE DO IT?
WE HAVE NO IDEA!
imgflip.com

let's begin at…. are we designing what?

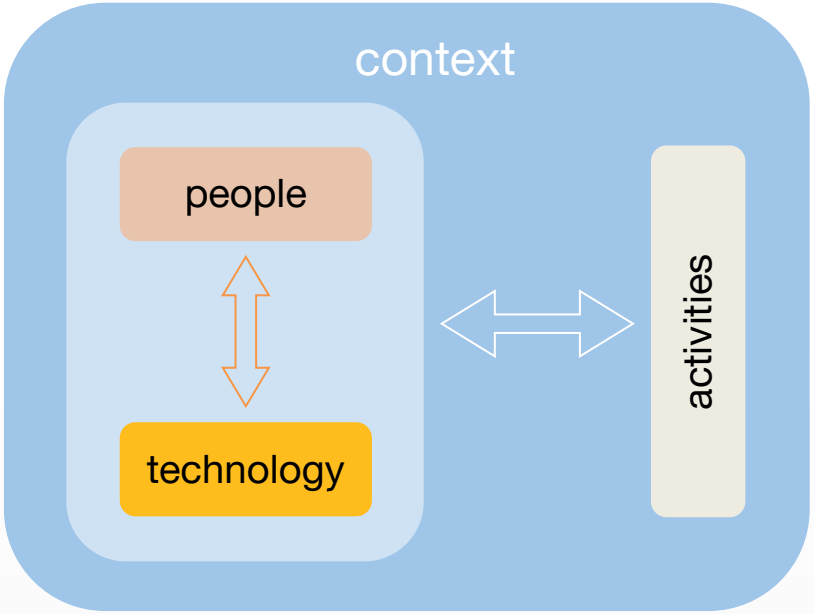
interactions

designing interactive products to support the way people communicate and interact in their everyday and working lives

(Sharp, Rogers and Preece, 2019, pg 9)

understanding users to design interactions

- **p**eople
- **a**ctivities people want to undertake
- **c**ontexts in which the interaction takes place
- **t**echnologies (hardware and software)

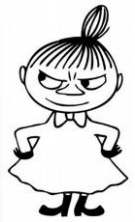


PACT elements (source: benyon, 2014, pg. 82)

complementary views on what is good design

“the interactive systems designer aims to produce systems and products that are accessible, usable, socially and economically acceptable”

“the interactive systems designer aims to produce systems that are learnable, effective and accommodating”



“the aim of the interactive systems designer is to balance the PACT elements (people, activities, context and task) with respect to a domain”