



User Experience

Agenda

*Embedding User Experience
in Product Lifecycle*



- I. User Experience (UX)
- II. User Interface (UI)
- III. User Expérience (UX) vs User Interface (UI)
- IV. Solving problem the UX way
- V. Integrating UX Design Process into Product life C
- VI. Methods of UX Process
- VII. Integrating UX into Agile Development
- VIII. Good UX vs Bad UX
- IX. Benefits of the UX Design Process
- X. UX design requirements When & Why?



User experience

How a person, the user, feels about interacting with, or experiencing, a product

Product

A good, service, or feature



User Experience (UX/UCD)

User experience" surrounds all aspects of the end-user's interaction with the company, its services, and its products.

It includes all the users' emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during and after use.

UX Designers consider the Why, What and How of Product Use

Elements of UX/UCD:

- Active involvement of Users
- Clear Understanding of User Requirements, Task and Environments
- Allocation of Function between Users and Technology
- Iteration of Design Solutions
- Validation Testing with Users

User Experience is about Measuring and Improving:

- **Effectiveness:** Can user achieve what they need by using the product
- **Ease of Learning:** How fast can user who have never seen the interface learn to use it
- **Efficiency of Use:** How fast a user can complete a task
- **Memorability:** Can user remember enough to reuse the interface effectively
- **Error prevention:** Can user complete task without making errors
- **Satisfaction:** How much do users like using the product



User Interface (UI)

User interface design or UI design refers to the visual layout of the elements that a user might interact with in a website, or technological product. It focusses on the look, feel and presentation of a product

Parameters for the UI:

- Font Family
- Style of icons and images
- Color Schemes
- Highlighting the important things on screen
- Differentiating things we want the user to click versus things that can be clicked
- Replacing text with icons or images,
- Background textures

UI Developer

- A UI Developer is the bridge between presentation layer and the backend layer, who understands both and creates the translational layer in between, so that both lives up to its full potential and are not compromised because of each other.
- They create user interface by tech stack and frameworks such as, HTML, CSS, JavaScript, Angular, ReactJS, VueJS, Typescript, AJAX, etc.



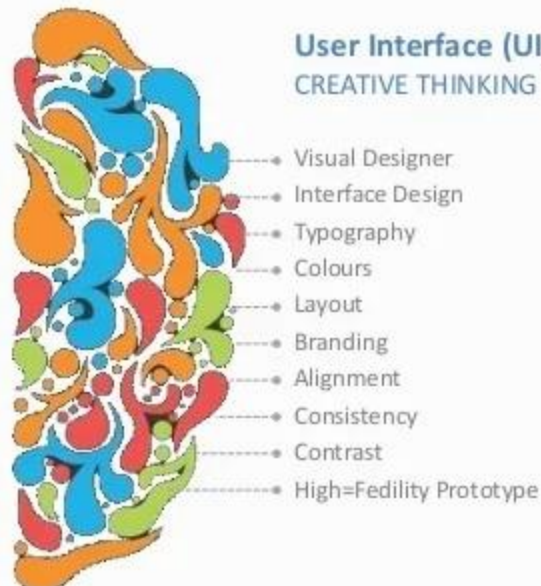
User Experience (UX) vs User Interface (UI)

"User Experience (UX) and User Interface (UI) are some of the most confused and misused terms in our field. A UI is only small part of UX. A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper match on it. A great product experience starts with UX followed by UI. Both are essential for the product's success."

User Experience (UX) ANALYTICAL & CREATIVE THINKING



User Interface (UI) CREATIVE THINKING



User Experience (UX) vs User Interface (UI) Example

USER EXPERIENCE VS. USER INTERFACE



DESIGNED FOR THE PRODUCT DESIGNED FOR THE EXPERIENCE



UX



UI

When & Why to Apply UX Design

When

- Ideally early or on Project Start.
- UX is also valuable at latter project stages and in future release.

Why

- Build the right thing for right User
- Fulfill the user's needs
- Improve efficiency
- Create Business Opportunities



Solving problem the UX way



Persona

Who has the Problem?

Problem

What is the Problem?

Strategy

How will we solve the problem?

Objective

What will the solution achieve?

Features

What features are required to accomplish the objectives?

Solution

What will the product look like and how it will function?

Integrating UX Design Process into Product life Cycle

10



Methods of UX Process | 9 basic steps to go through when developing user experience

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User Roles and Personas

A User Role is:

- Roles correspond to specific classes of visitors interacting with your site. They are defined by their relationship to your Web site and call to action.

A Persona is:

- A user persona is a fictional representation of your ideal customer. represent the needs of a larger group's goals, requirements, and personal preferences.
- Personas describe customers while roles describe relationships between customers and the product or service.

What should be included in a Persona?

- Persona name, Photo
- Demographics (gender, age, location, marital status, family)
- A short description about the user
- The daily objectives and behaviors/Goals and Task
- Frustrations (or "pain points")
- Technology
- other products the user likes

A Persona's role is:

- Benchmark for User Stories and UX design
- Help everybody in the team have a common understanding about target user
- Help in developing informed wireframes and site architecture
- It is a "face" to the user story,



Methods of UX Process Contd.

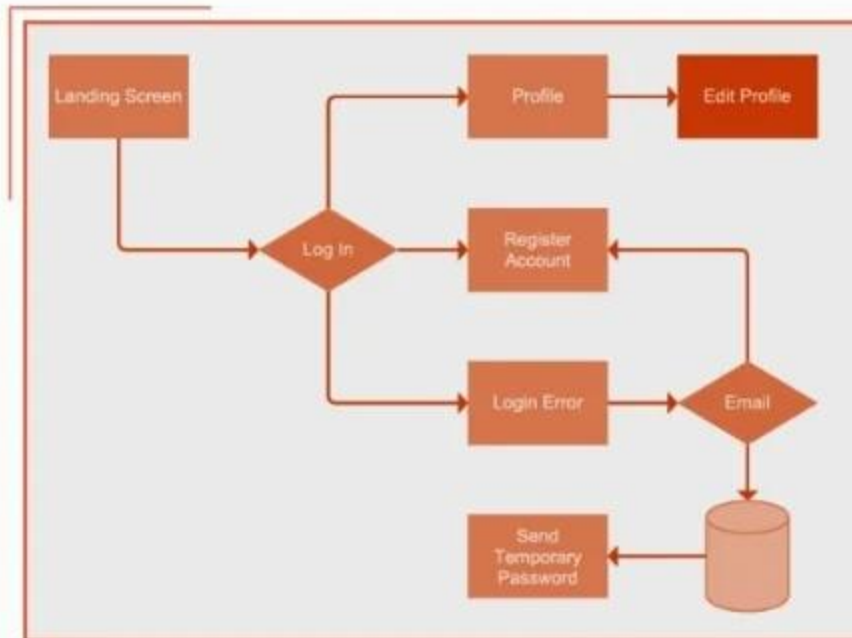
Task Flow / Work Flow

A Task Flow is:

- High-level steps that a User would take to get to a specific goal or end point
Eg: such as creating an account or going through a checkout process

A Task Flow's role is:

- Helps you built your product in a logical way (Navigation and Action)
- Helps in Content Strategy and Site Structure
- Helps in Wireframing and Prototyping
- Helps to improve User Experience



Methods of UX Process Contd.

User Stories

A User Story is:

- Descriptions of who the user is, what they want, and why
- It describes something that the user wants to accomplish by using the software product.

User Story written in following format:

- As a < type of user >, I want < some goal > so that < some reason >.
- Details can be added by two different ways
 - By splitting a user story into multiple, smaller user stories.
 - By adding "conditions of satisfaction" (Acceptance criteria)

A User Story role is:

- Help keep users always in the center of the design process
- Help to achieve cross-team clarity
- Help in defining the entire product
- Safeguards Against Feature Creep

As...	Conditional	I want...	So that...
As an HR Rep	who is authorized to initiate reviews for new employees	I want to be notified when new hires have reached their 90 day mark	so that I can initiate a 90-day review.
As an HR Rep	who has initiated a 90-day review	I want to notify the new hire of all of the requirements of the 90-day review	so they can begin to submit their evaluation in the system.
As an HR Rep	who has initiated a 90-day review	I want to notify the new hire of all of the requirements of the 90-day review	so they can begin to submit their evaluation in the system.
As an employee	who is under 90-day review	I want to create a log in for the HR review system	so that I can log in to submit my 90-day evaluation.
As an employee	who is under 90-day review	I want to log in to the system	so that I can view the requirements for my 90-day evaluation.
As an employee	who is under 90-day review	I want to submit the names of two peers I have worked with since being hired	so that they can contribute to my 90-day review.
As an employee	selected to peer review a new hire	I want to be notified when I have been selected to review a new hire after 90 days	so that I can log in to the system and submit my evaluation.

Methods of UX Process Contd.

Information Architecture

Information architecture (IA) is:

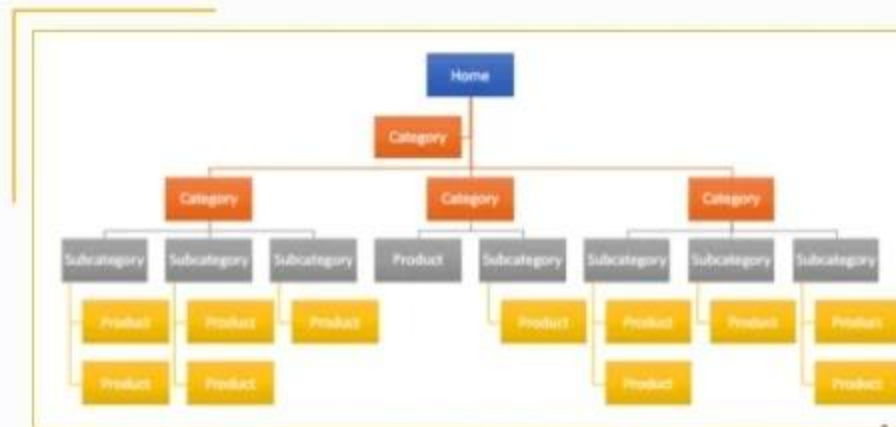
- A science of organizing and structuring content of the Product/application
- IA may also include navigation, application functions and behaviors, content, and flows.
- Factors that are valued by information architects: Mental Model, Cognitive Load, Decision Making

Information architecture (IA) includes:

- **Organization Schemes and Structures:** How you categorize and structure information
- **Labeling systems:** How you represent information
- **Navigation systems:** How users browse or move through information
- **Searching systems:** How users look for information

A Good Information Architecture role is:

- Increases user satisfaction
- Help conversions or bring more sales
- Reduces user errors
- Decreases training costs
- Reduces customer support costs and time



Methods of UX Process Contd.

Whiteboard/Paper Prototype

Prototype is:

- A prototype is an early sample, model or release of a product created to test a concept or process.

Types of Prototype:

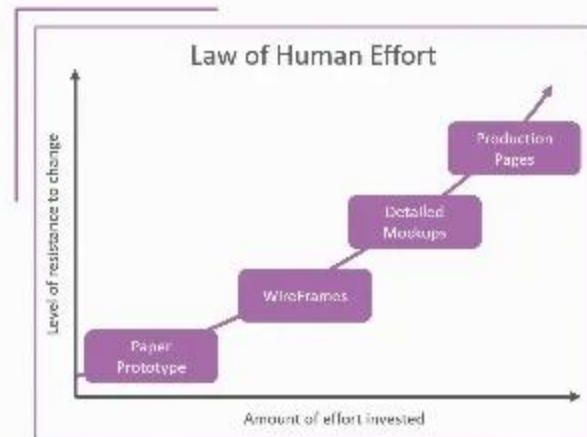
- **Low-Fidelity Prototypes**
 - Paper Prototypes
 - Wireframes
- **High-Fidelity Prototypes**
 - Interactive prototypes
 - Coded prototypes

Paper Prototype is:

- Early-stage conceptualizing in user-centered design process.
- Allows quickly visualize and test various ideas.

Paper Prototype Benefits:

- Easy to change
- Cost-effective
- No design or coding skills needed
- Rapid evaluation and testing



Methods of UX Process Contd.

Navigation Flow

Navigation Flow is:

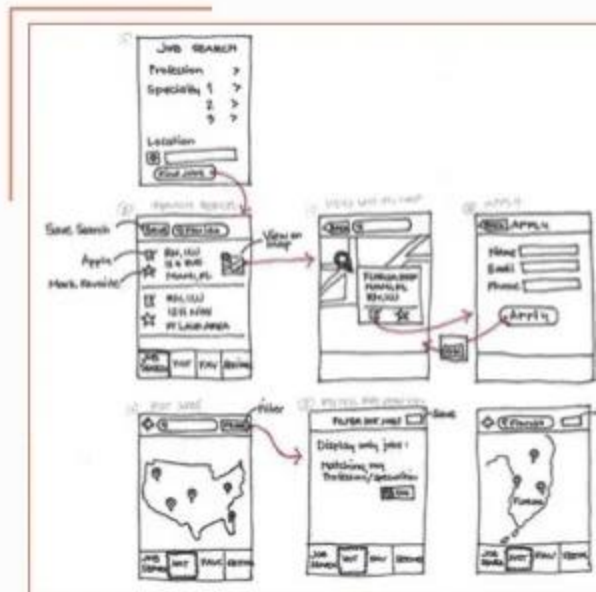
- Navigation plays an integral role in how users interact with your products.
- It is how your user can get from point A to point B and even point C in the least frustrating way possible.
- Navigation is about Where I am , What can I do, Where I can go from here

Common Navigation Pattern:

- Hamburger menu
- Tabs
- Vertical navigation
- Call-to-action button
- Breadcrumbs

Good Navigation can:

- Enhance a user's understanding
- Give them confidence using your product
- Provide credibility to a product
- Tells users their location
- Provides access to information



High Fidelity Design/Mockup

Mockup is:

- It is a mid to high fidelity static picture
- It is what your final project appearance and user experience will look like.

Mockup Consist of:

- Content layout
- Color scheme
- Typography
- Spacing
- Navigation visuals
- Icons
- Image

Mockups Benefits:

- Mockups are realistic.
- Mockups are convincing
- No mockup – no markup estimate!
- No mockup – no HTML coding!
- No mockup – no investors!
- No mockup – no users!



Heuristic Evaluation

Heuristic Evaluation is:

- It is a way to test whether a website is user friendly against the set of thumb rules
- It is a method for finding both major and minor problems in a user interface.
- Identify each issue and any associated recommendations or solution.

When to Use Heuristic Evaluation:

- When you need to pinpoint the problems within your product
- Early stages of your design
- Before user testing
- Along with other tests
- Before redesigning
- Before releasing software

Heuristic Evaluation Benefits:

- Improves a product's UX
- Reduce mental effort needed to make decision
- Fast and accurate
- Help with problem solving
- Cost Efficient

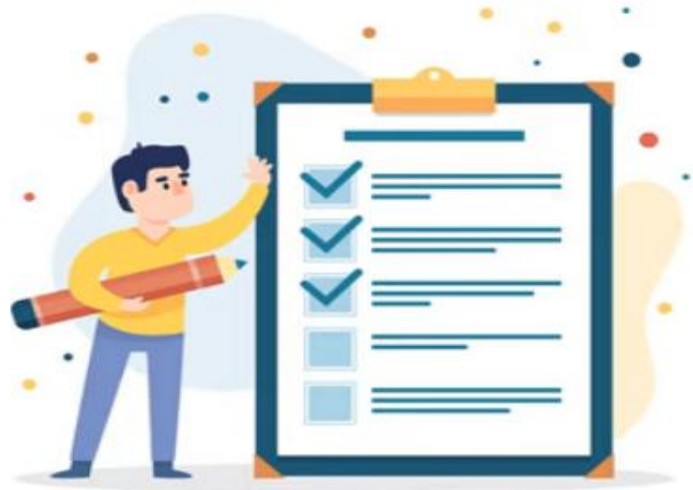




Product Goal

**BETTER
USER
EXPERIENCE**

Testing Inspecting Evaluating



Evaluation of Design in terms of Usability



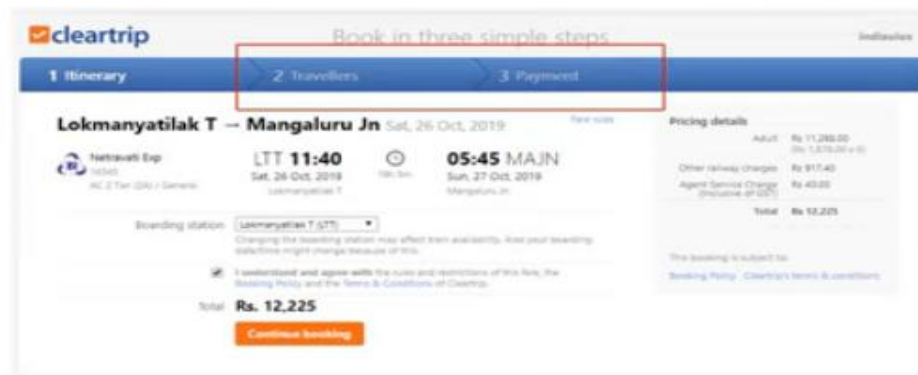
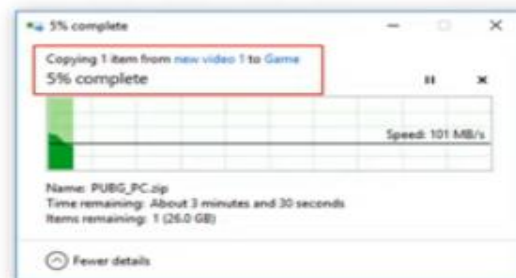
Jakob Nielsen

HEURISTIC

enabling a person to discover or learn something for themselves.

1. Visibility of System Status

HEURISTIC EVALUATION



2. Match between System & Real World

HEURISTIC
EVALUATION

Apply for Changes Or Correction in PAN Data (for DSC users)

[Pre-requisites to apply for DSC application](#)

1. Please download the utility and install [Click here](#)
2. [Click here](#) if the utility already downloaded

नये पैन कार्ड या/और पैन डेटा में परिवर्तन या संशोधन के लिए अनुरोध हेतु
ऑन-लाइन आवेदन के लिए दिशानिर्देश

(क) आवेदक पैन परिवर्तन के लिए अनुरोध फॉर्म ऑन-लाइन भरेगा।

(ख) यदि प्रस्तुत डेटा किसी फॉर्मेट वैधीकरण स्तर पर प्रस्तुत नहीं हो पाते हैं तो गलती को इंगित करते हुए संदेश स्क्रीन पर दिखाई देगा।

(ग) आवेदक गलती को ठीक करेगा और फॉर्म पुनः प्रस्तुत करेगा।

Create your account

Name

indiauiux

9/50

Email

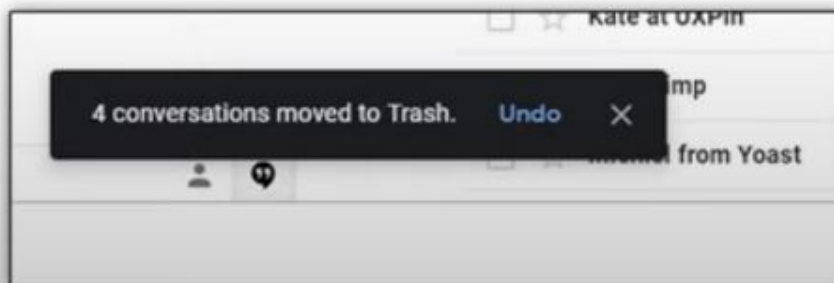
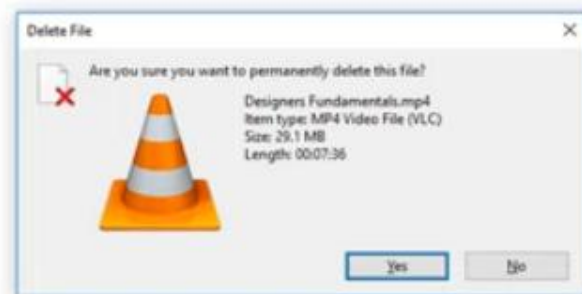
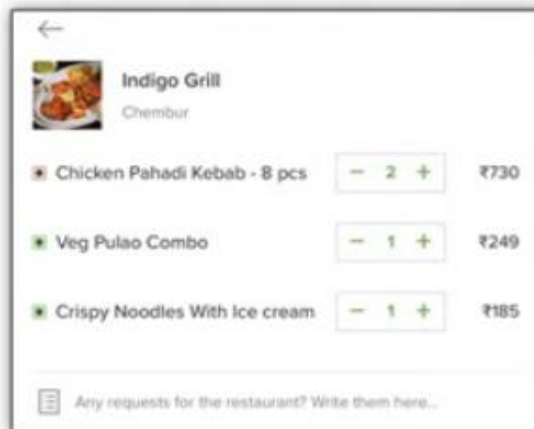
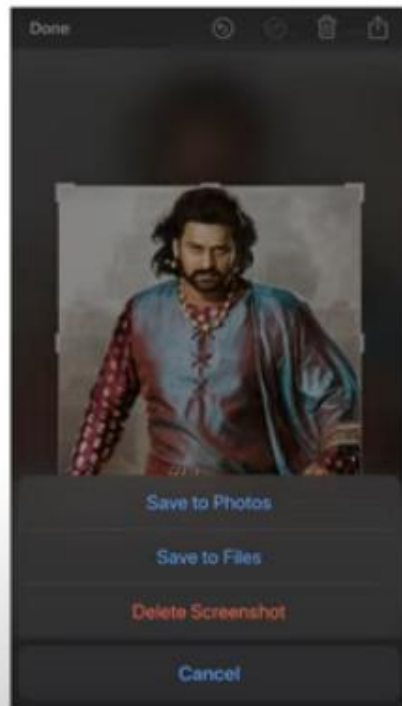
indiauiuxgmail.com

Please enter a valid email.

[Use phone instead](#)

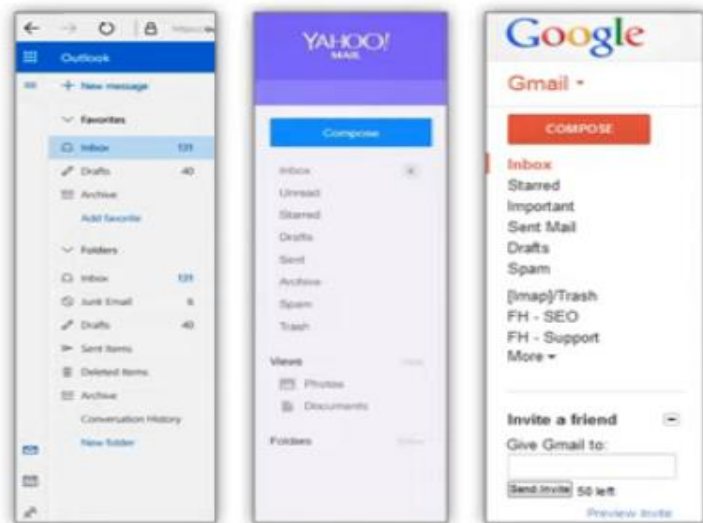
3. User Control and Freedom

HEURISTIC
EVALUATION



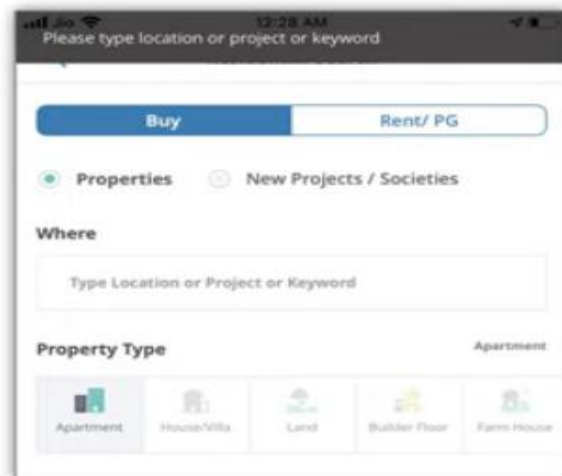
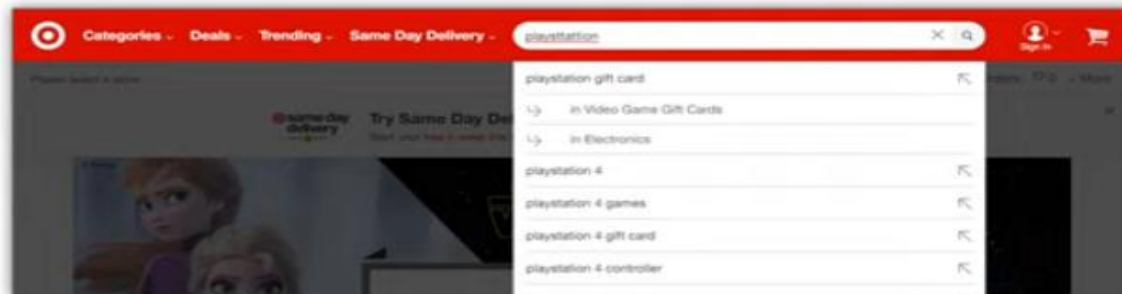
4. Consistency and Standard

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EVALUATION



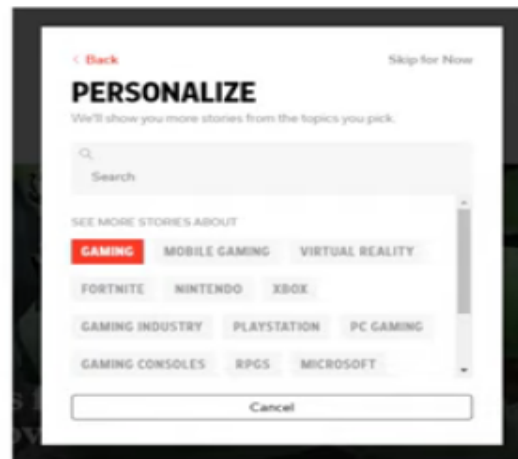
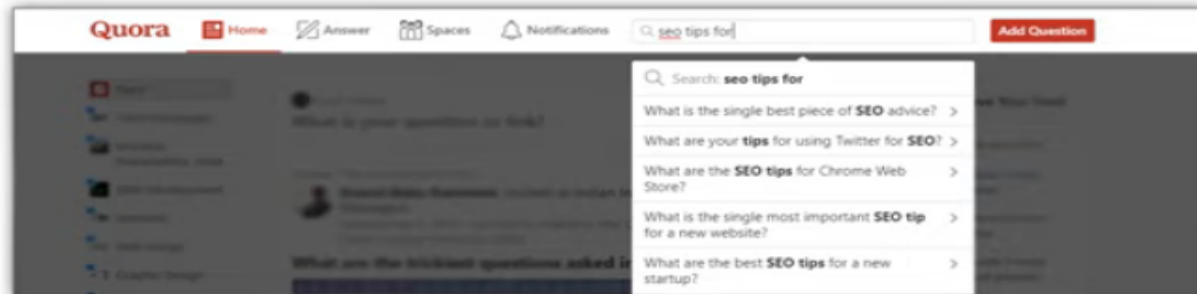
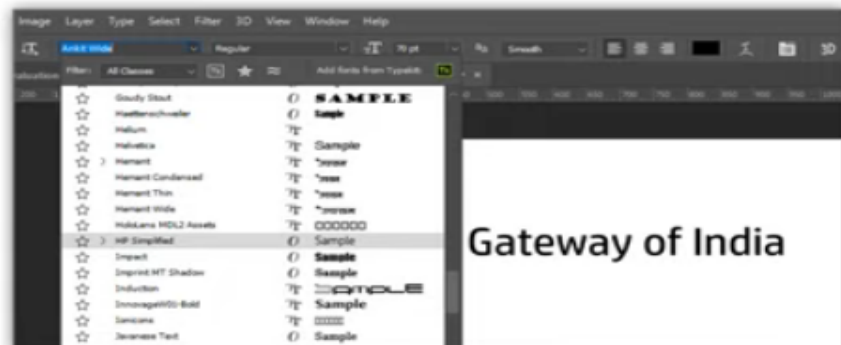
5. Error Prevention

HEURISTIC
EVALUATION



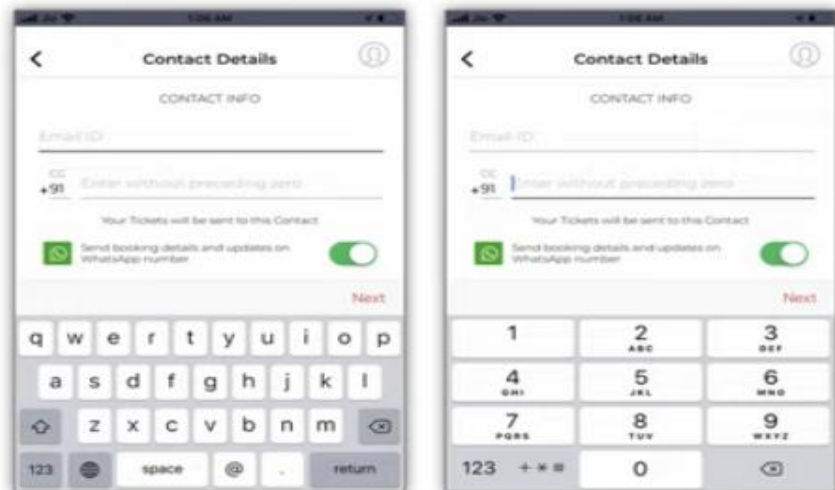
6. Recognition Rather than recall

HEURISTIC
EVALUATION

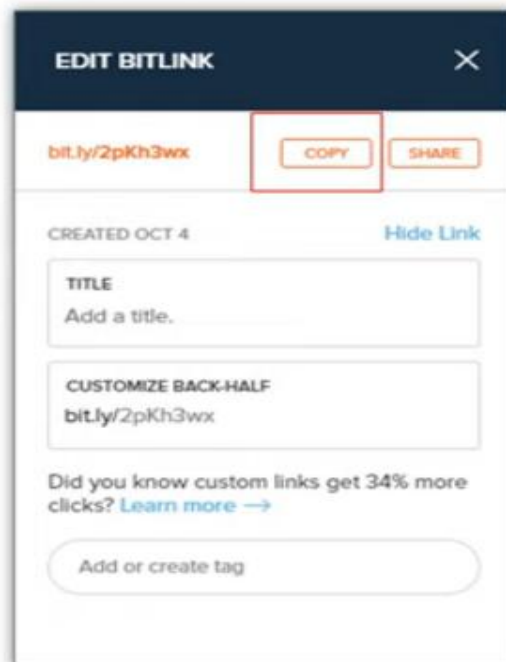


7. Flexibility and efficiency of use

HEURISTIC
EVALUATION



Two side-by-side screenshots of a mobile app's 'Contact Details' screen. The left screenshot shows a standard QWERTY keyboard at the bottom. The right screenshot shows a numeric keypad at the bottom, indicating a switch in input mode for the phone number field.



EDIT BITLINK

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TITLE
Add a title.

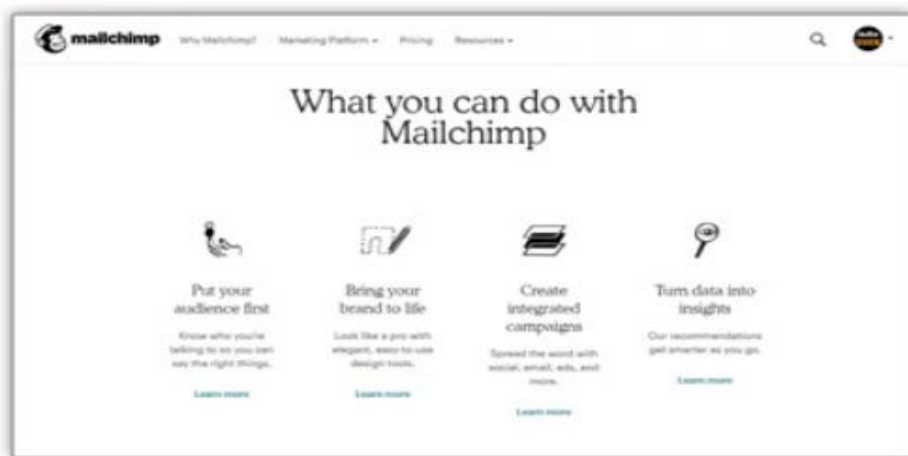
CUSTOMIZE BACK-HALF
bit.ly/2pKh3wx

Did you know custom links get 34% more clicks? [Learn more](#) →

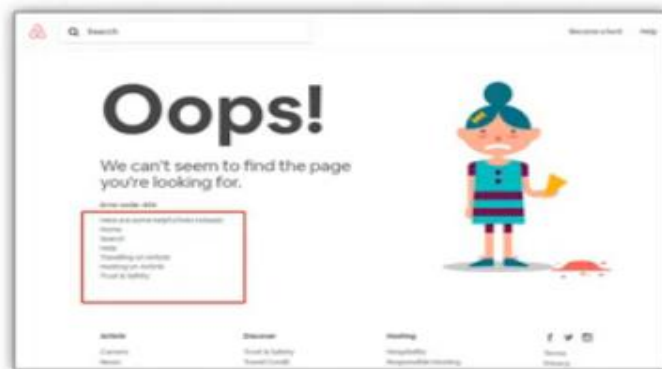
Add or create tag

8. Aesthetic and Minimalist design

HEURISTIC
EVALUATION

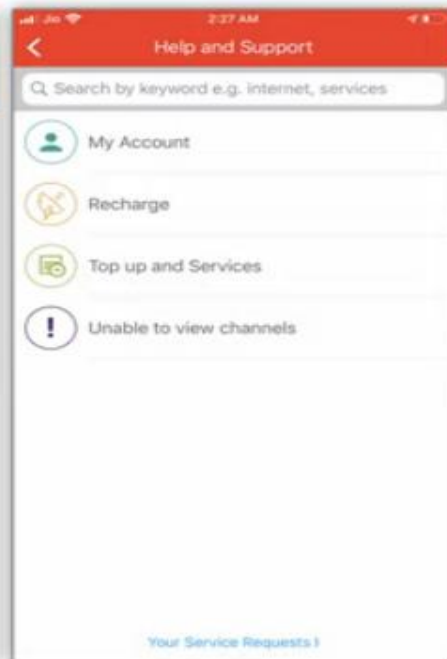
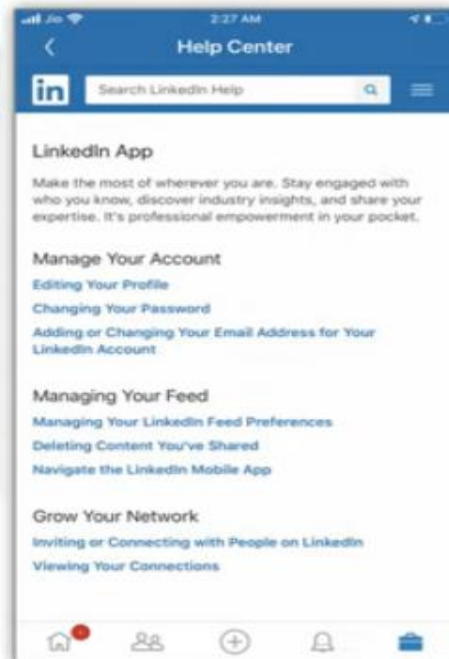
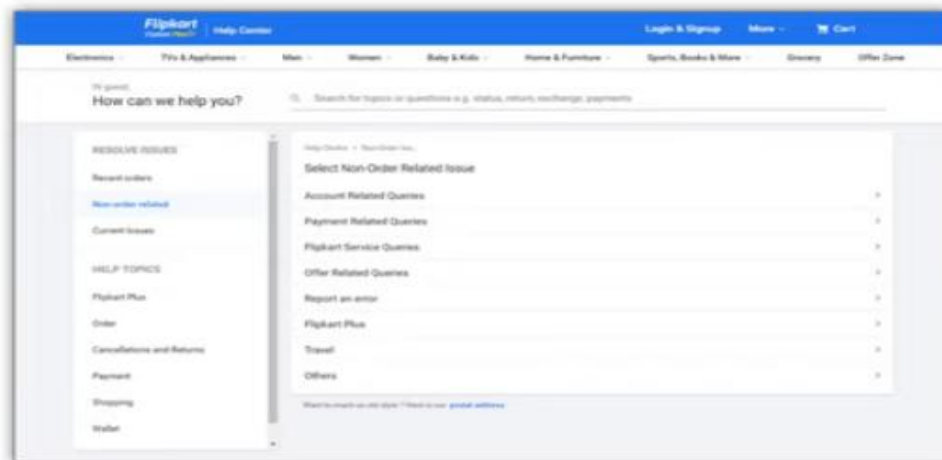


HEURISTIC EVALUATION



10. Help and Documentation

HEURISTIC
EVALUATION



Usability Testing

Usability Testing is:

- Process which enables you to evaluate your product or service with real users and enables you to create human-centric products.

Types of Usability Testing:

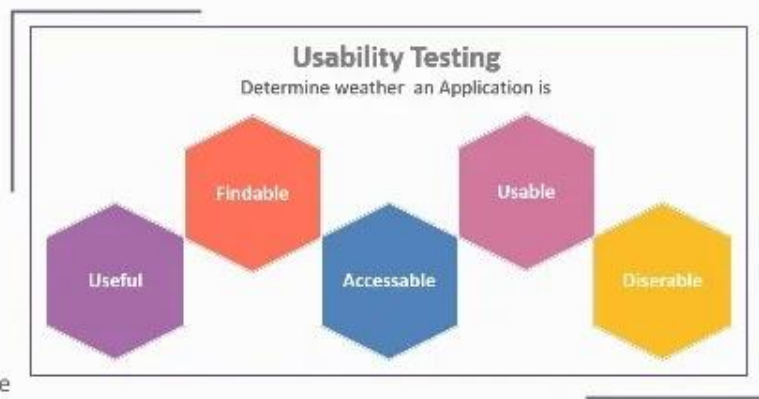
- A/B testing
- Guerilla testing
- Eye Tracking
- Remote testing

Difference between Heuristic Evaluation and Usability Testing?

- Heuristic evaluation, relies on usability experts rather than target users whereas, Usability testing involves actual target users and matches real-world experiences.

Usability Testing Benefits:

- Saves time for both the company and users
- Provides a better user experience
- Offers insight into how satisfied users are with the product
- Identifies problem areas within the product which may not have been obvious otherwise
- Provides an unbiased examination of the product



User Testing



Usability Testing





USER TESTING

Home Delivery Service



USABILITY TESTING

Ordering Food Online





Integrating UX into Agile Development

Agile and UX:

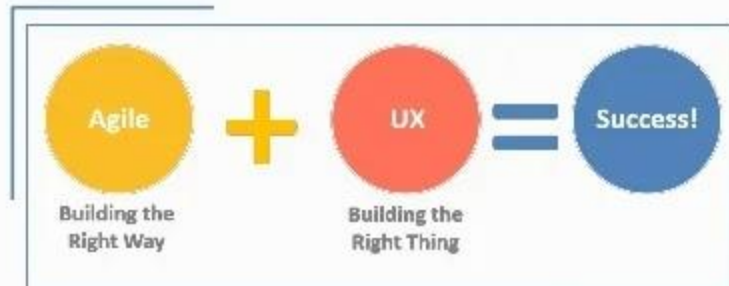
- Agile is usually a development-centric philosophy, espousing engagement with the business and using stories and code as the model for communication.
- User-centered design extends the approach, it uses visualization to articulate the solution.
- Through collaborative workshops, creating Persona, User stories then translating them into low-fidelity prototypes enables iterations to be showcased on a daily basis. Engaging all stakeholders in the process ensures that when the developers start cutting code the focus will be on ensuring code quality,

Agile UX Process:

- UX should be included in a project as early as the ideation phase and involved through the project's life cycle.
- UX should work in close cooperation with the product team and the stakeholders.
- Set clear roles and responsibilities
- Have design work on sprints in advance
- Plan adequately
- Have a developer present during UX deliverable discussions

Combined with Agile, User-centered design has the following benefits:

- Better understanding of the problem.
- Allows rapid testing and validation of story concepts before time consuming coding.
- Provides a clear, sociable visual representation of the project vision.
- Provides usability by stealth.
- Improves basis for estimation.
- Mitigates project risk.

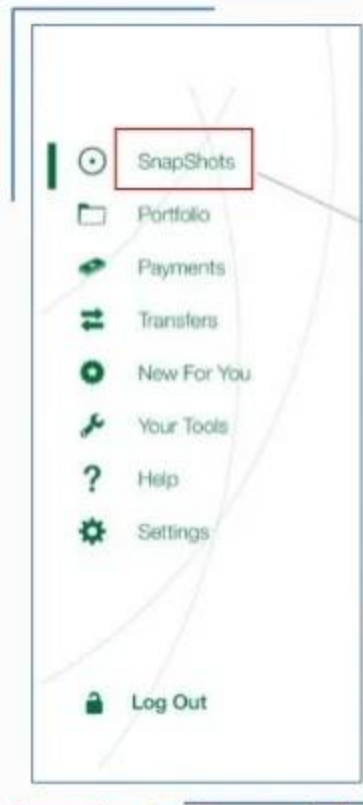


Good UX vs. Bad UX



Design Defect

Location Labels show all branches at one time



Information Architecture defect (Labelling)

SnapShots meant as Dashboard/Home

Good UX vs. Bad UX Contd.

LOG IN

E-mail address

Password

LOGIN ME

SIGN UP

FORGOT PASSWORD?

✗

LOG IN

E-mail address

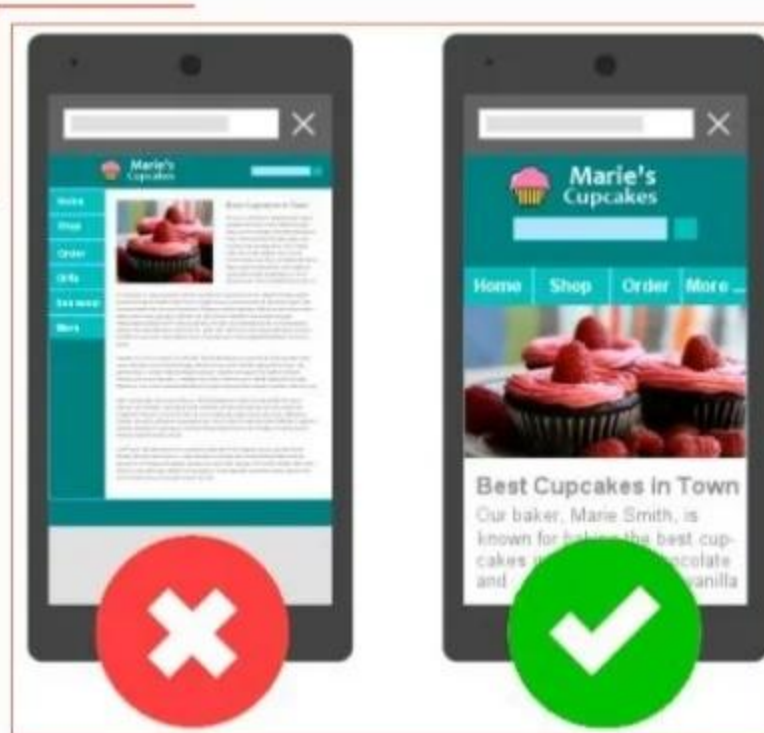
Password

LOGIN ME

SIGN UP

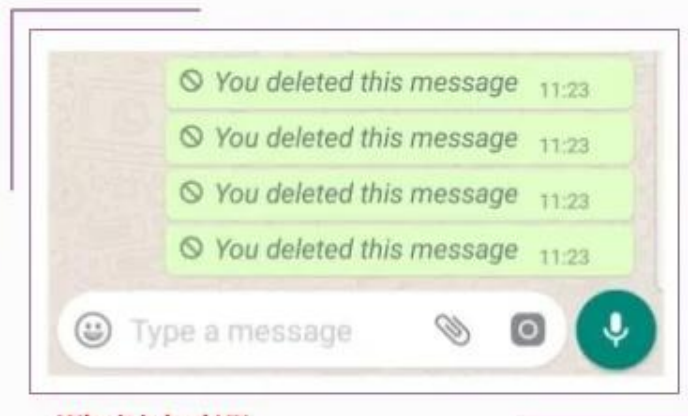
Forgot Password?

✓



Good UX vs. Bad UX Contd.

23



Why it is bad UX

Looks more suspicious and awkward

Its not deleting, its blocking the message, may be they can call it obscure this message"

Benefits of the UX Design Process

User-centred design improves the **customer experience** associated with a product or a service.



More
Satisfied
Customers



Reduce
Design Time
And Cost



Reduced
Development
Time



Reduce Design
Defects



Reduction In
Support Costs



Increased
Conversion
And Revenue

When a project team is united in serving the needs of their users, they often find that they develop a **far better solution** as they are focused on a **clear direction** throughout the **project life-cycle**.

UX design requirements, When & Why?

Defined User Roles & Persona (Early Stage):

- They drive design decisions by taking common user needs and bringing them to the forefront of planning before design has actually started.
- Each primary persona requires a different user interface.
- **Personas** provide the team with a shared understanding of users in terms of goals and capabilities.

Work Flow/Task Flow (Early Stage):

- it'll help in flushing out the requirements. The diagram starts to identify what the user and the system need to do.
- It delineates a repeatable pattern of activity. It answers the question: "How do I _____".

User Stories (Early Stage):

- User Stories play a vital role in design process, It keeps users always in the center.
- Help designers focus only on the features that help users achieve their goals
- For each user story, it should be broken down into smaller, more specific stories.
- User stories help prevent feature creep and design dead-ends.
- They provide an essential foundation for the consequent stages of design.

