

Don Norman's principles of Design

Affordance -

provides
info

Use both, knowledge in the world and knowledge in head

Buttons itself
are affordance

new situations/informations

experience

Signifier -

- Icon link এর কাছে রাখতেও, আটা user জানে ফিরা।
- Website buttons are sometimes labelled to inform user what it does
- Notifications often have a red writing unread

Visibility -

- In gmail, read and unread mails have different visibility

(In terms of coloring, positioning)

- Hamburger menu → good thing also a bad thing
 - if we keep the secondary features in hamburger menu

if we keep important features in hamburger menu

Feedback -

Execution → (2) action taken

Evaluation → The outcome

- During payment if there's no gulf, we would think the payment isn't working
- Any type of 'Loading' signs
- Haptics in mobile phones provide important feedback

Location Outcome

← "Success" messages provide important feedback

→ Clash or Tap or Stop sign,
↳ Loading signs in general

What just happened

What is happening

Constraints -

- Restrictions provided in google forms "required field"
 - ↳ this is good, otherwise we would skip those important fields.

→ Keep only one way of navigation for g/f that is very important

↳ • Dropdown boxes / mcq also provide restrict users to specific options / answers

Mapping vs Feedback

↳ provides information

↳ provides result

↳ immediate result

↳ delayed result

Mapping -

↳ The action I took has immediate result.

• Phone go volume bar

↳ Mapping and feedback

• Scroll bar

↳ Touch screen

vibrate alert, result of scroll

Consistency -

প্রতি website গুরুত্বপূর্ণ elements গুলি আছে, সো

- এইসব page navigation পালন করে হেঁচে একে নেওয়া সহজ।

যদি পারে,

Standardize -

- Red color

error message

~~Standardize~~ Design for error -

- যদি মেরা ছুল করলে যেটা রেসেভ / backtrace

করার প্রয়োজন দেওয়া আবশ্যিক হবে।

It won't stop me from start to continue work.

Forget password

Simplify -

- In certain we apply 'visibility' it also

'simplifies' the most important task

- Automation brings simplification (self driving)
- Voice recording instead of typing

812124

User experience:

Goals -

: accessible → independent
 : equitable → anyone can use the website in the same way.

Types:

i) Universal Design: Better applicable for architectural designs

Principles:

④ User Manuals, Instructions, Buttons, Hover, info, Charts

⑦ 'size and space' এবং তারা device সুন্দর
'powerful' না, সো, website কমি heavy হওয়া হার

Cons:

2) Inclusive Design:

Principles:

Race, disability, age → তার কিছি নিষ্ঠা করে আসে

accessible design

3) Equity

specific group (whether they have disability or not)

Disability can also be incorporated e.g. braille

How they Interact:

Common parts মুলা সিলারি রূপরেখা

User vs End user
 MRT Doctor
 Medicine Nurse
 Patient Only Patient

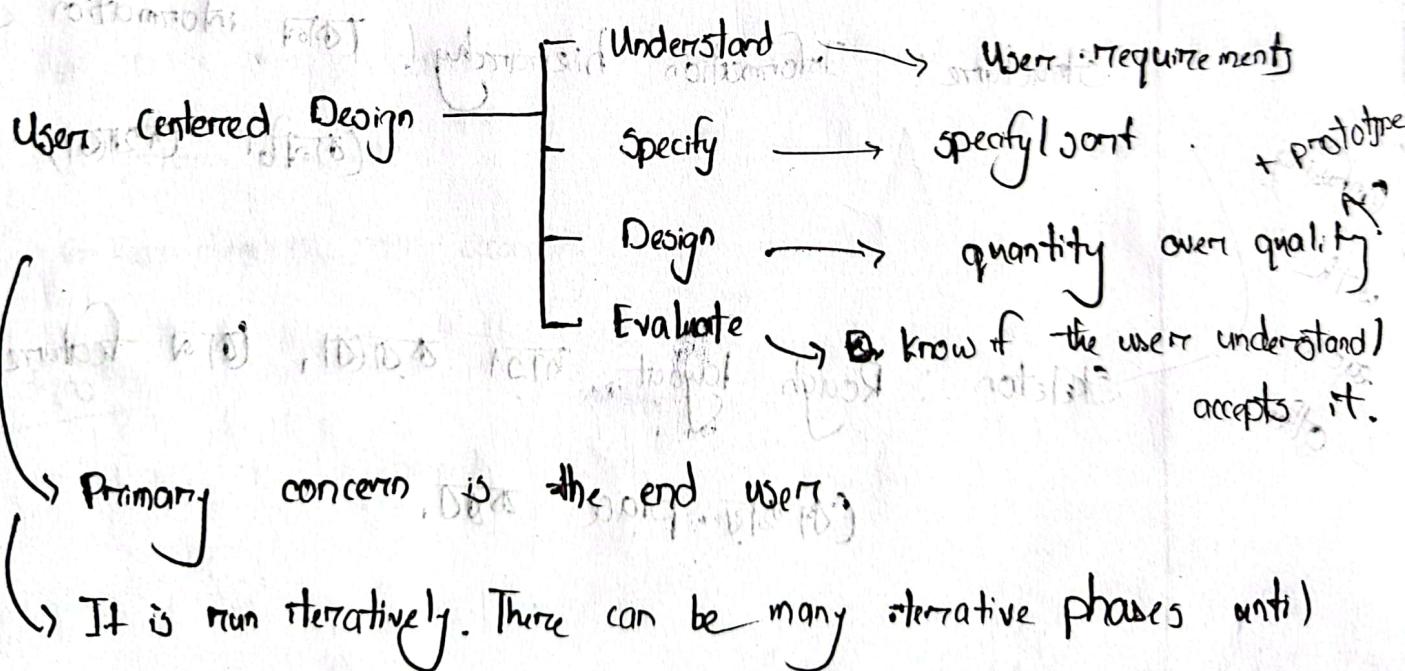
Accessible design

4. Robust: 1.

4. Robust → has to be very fault-tolerant

Key frameworks

14/12/24



The 'evaluate' phase passes. No need to go to 'understand'

all the time

All phases have more or less communication with user.

two types of ques :

① Company असून प्रत्येक से Product
develop करते ताने principle apply.

तरीका app/website एवं गोले stages का मिलाये पड़ते हैं

Five elements of UX Design:

- ↳ applicable for product design
- ↳ used widely in industry

Confusing
with
each
other

PRECISE

Strategy : We include (and prioritize) business value / objective
just
along with user needs, we identify them.

Scope : Rough feature set / product idea from strategy

Confusing
with
each
other

Structure : Information hierarchy. कैसे information दृष्टि

knowledge → Page → Page → Content

Skeleton : Rough layout निर्माण करने, कैसे feature कैसे

(कैसे place करें, विभिन्न प्रमाणी)

(item worthy materials जैसे लोग जूते उपयोग करते)

Surface : कैसे look off, design styling "standards"

Design thinking

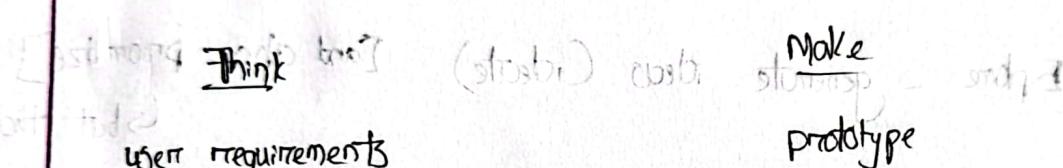
Empathize - User need + thinking feeling -> Do foundational research

For the next bit it's about changing basic process

Lean UX:

↳ for small companies with less resources

↳ time constraint



prototype

User feedback

Then assume user pin-points

Real product

Sent the feedbacks

And perform a solution.

and pick a few

↳ Researches are mostly secondary

to improve

Pros:

Continuous development

Very fast

"

We can make improvement on different versions. v1, v2.0, v3.0

Double Diamond

Discovery - user need, pinpoints etc. Try to figure out all problems. Field study,

Define - form the problem statement

Explore - generate ideas (ideate) [and also prioritize]

Deliver

wireframing, prototyping

Interaction part

design

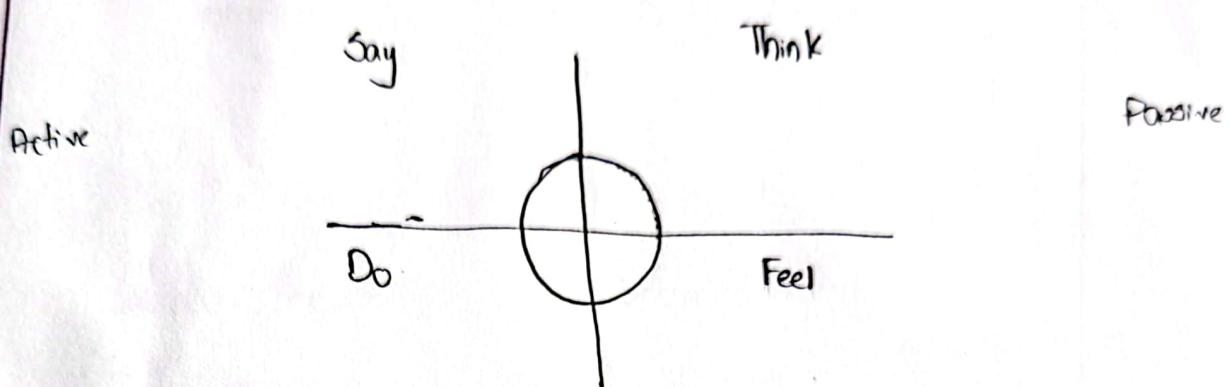
developer

(UI/UX)

Done in discovery stage

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Empathy Map:



personal pronoun

Foodpanda app চালাতে পিছি, ও একটা comment করার ম্যুনু 'say' তে ঘাবে,
কুকু আনন্দ অঞ্চল app চালাতে গিয়ে ও এই সীমা ক্ষতিজা, কা কীভাবে effort এখন
দিক্কে - 'Do' তে ঘাবে,

App চালাতে গিয়ে ও কিন্তু নাকি happy or what - 'feel' এ ঘাবে,

User এর কী মন ইচ্ছা, তা যদি expect ক্ষতিজা ম্যুনু 'think' এ ঘাবে,

The system is already
present.

UX Research:

Time:

usability study is in 'Design Research'

Info:

Secondary research is done before primary

↳ next my work

existing work

usually done

by product lead

(not by the UX)

Data:

Common ways:

↳ not applicable to UX research only but can be generalized to other types of

research as well

• Surveys (e.g. Google Trends, US Dept of Commerce)

• Usability study drawbacks or limitations

• UX best practices & design trends

• UX news

22/12/24

IIT ATM machine empathy map.

Say:

Raw data / Interview → Empathy → Persona
map creation

(Raw data)



User Story



User Journey

completely new
product idea go | product की पूर्ण बातों का नाम
प्रदान करना चाहिए?
इसे empathy map कहा जाता है।

↳ Physically याकि वह नाम त्रिगुला नियम से नाम

(IIT Medical का app नाम, Medical के service का नाम

का लागू physically, उसे अनुपायी map बनाते।

↳ or we can skip creating
empathy map

কোনুনিভাবে এই website গতি করে দেওয়া হবে যাচ্ছে।
reach out আলোচনা করিন।

process → support → customer support | FAQ এবং আলোচনা করে অফিল সুপর্ট
painpoint নাই

Painpoint : what frustrates the user.

↓
Financial → **product** → IUT / AIB bank এর ক্ষেত্রে ৫০০/১০০০ টাকার note এর জন্য
কোনো note নাই।

অন্য একটি website আছে যখন তা ক্ষেত্রে পর last step এ কোটা payment
এর prompt আসে।

usually comes
after
empathy
map

persona to
persona
overlaps
should be
as less as
possible

Persona Creation:

↓ user persona

Eng
Name
Age
Gender
Education
Lives in
Occupation

catchphrase

Goals
পাইলে পুরো
≥ ৩০ amount

Pain point

Behaviour | Motivation

↳ usually user
ক্ষেত্রে
কোটা

Brands

Personality
সত্ত্বে নিখোষ

Interview নিন অন্যের
প্রশ্ন শীর্ষের
ক্ষেত্রে সামাজিক

ব্রাউজ কুন্ড একটি।

user persona রাখা (র)
(Imaginary)



Advantage of user persona creation

- 1) अगर कहा गया राखा रखिए, easier to focus on a single person
- 2) Gives context / background of a person which helps to understand the painpoints better.

helps to decide which feature to prioritize

User Story:

Story = Hero + Goal + Conflict

As a who, I want to what so that

why

what is resolved

28/12/24

User persona

Alex

User story

As a student I want to withdraw money from the bank so that I can pay my tuition fees without going to

transfer fund to an acc

User Journey

think from user's point of view

What do you

Want to do?

How do you do it?

What do you

Want to do?

How do you do it?

What do you

Want to do?

How do you do it?

not to

Task		①	②	③	④
physical journey	Enter into Account	Gro to Fund Transfer Page	Transfer fund to an account	Look for confirmation	
facts facts 20	<ul style="list-style-type: none"> Find App Provide Credentials Login button 	<ul style="list-style-type: none"> Open App. Press <ul style="list-style-type: none"> Locate the navigation to fund transfer Press button of fund transfer 		<ul style="list-style-type: none"> Provide fund transfer details Press button Receive 	<ul style="list-style-type: none"> Wait for confirmation Exit from App
mental journey	<ul style="list-style-type: none"> Feel satisfied about entering the app Feel annoyed because have to remember correct credentials 	<ul style="list-style-type: none"> Confused by too many transfer option feel helpless about having no understanding of options 		<ul style="list-style-type: none"> Helpless for lack of knowledge about transfer details Tensed about receiving OTP Clueless why OTP isn't matching because user pressed resend OTP many times 	<ul style="list-style-type: none"> feel relaxed
happy path → when everything works the way it should as user expects	Edge case →				
add better opportunity ↴		<ul style="list-style-type: none"> Highlight the most popular options Add details of each option 		<ul style="list-style-type: none"> Add a demo of how to fillup details 	

Reasons:

- 1) Identify obstacles faced by user (from painpoints from Mental Journey)
- 2) Decreases designer bias (helps to think more from user's pov)

Mid Suggestions:

- 1) জনক principles আছে, কোন design এর সুবিধা / অভ্যর্থনা কি?
↳ figures are recommended
- 2) Empathizing with user (শির 20-25 marks), UI principles, ux type/framework
- 3) Design Type I Approach
↳
↳ equity,
universal
- Design framework
↳ 5টি framework
- 4) 'Source' শব্দের পরের উক্তাল ভাব।