INTRO TO UX DESIGN

RED ACADEMY

Agenda

- What is User Experience Design?
- Why is it important?
- Designing the User Experience.
- Who practices UX Design?

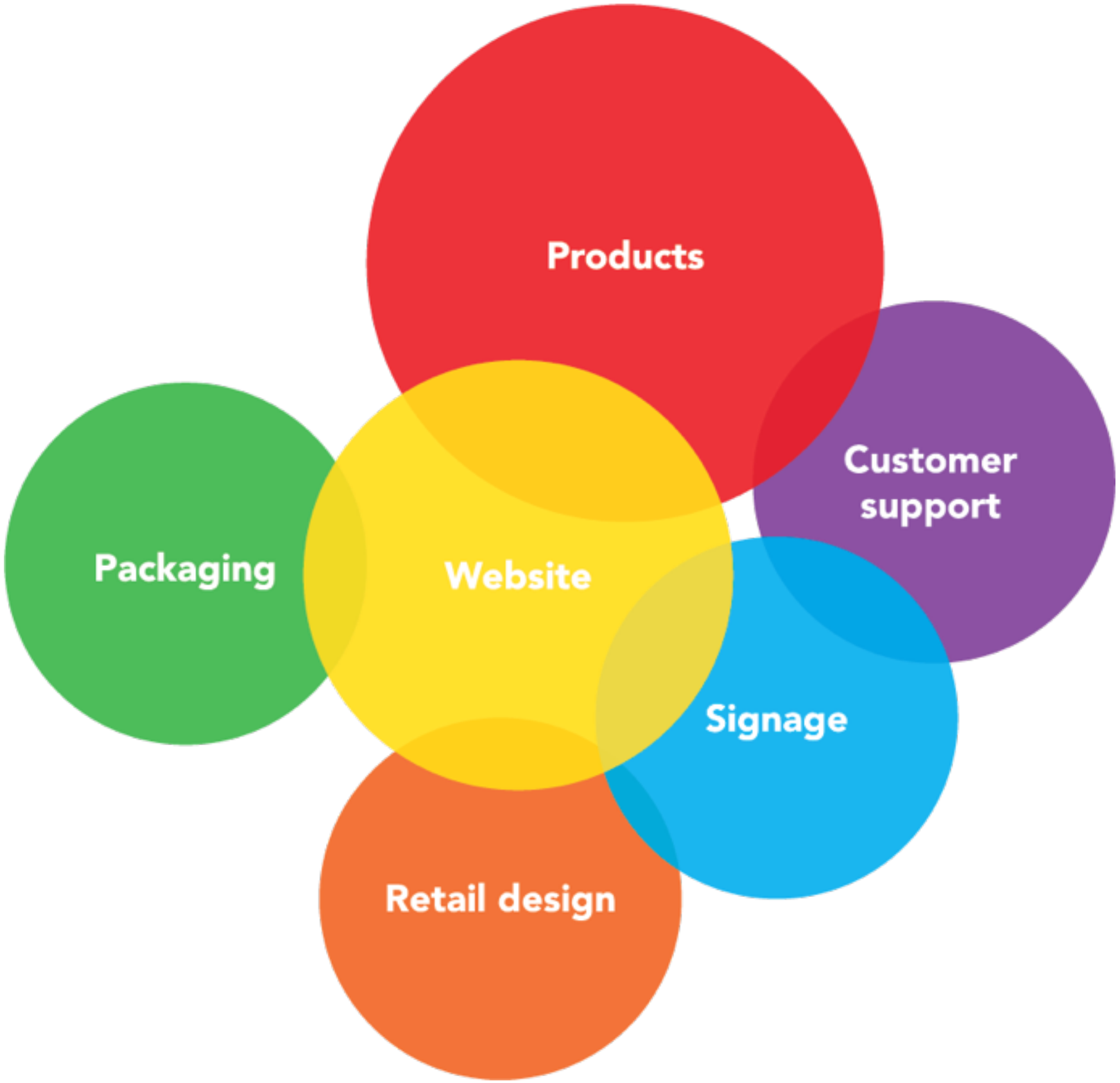
WHAT IS USER EXPERIENCE DESIGN?

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

– Don Norman

User-centred design means understanding what your users need, how they think, and how they behave - and incorporating that understanding into every aspect of your process.

- Jesse James Garrett

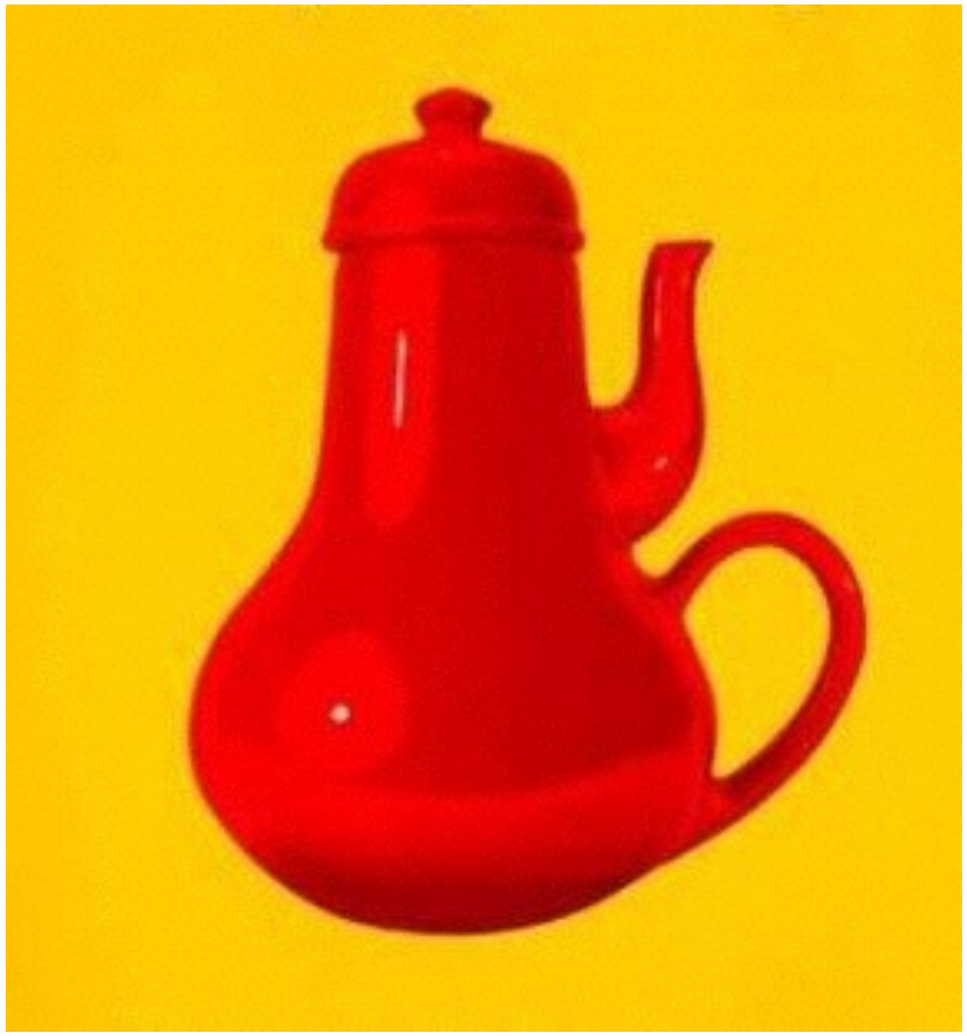

Products
Customer support
Packaging
Website
Signage
Retail design

Describe experience you love

- What is it?
- What do you love about it?
- What is your favourite part?

Describe a bad experience

- What is it?
- Why do you dislike it?



Likes / Dislikes

TESLA

M

EXERCISE

Learning Objective

Identify the experience behind certain companies and improvements they can work on.

Agenda: 15 minutes

1. Identify one product/service experience that could use improvement
2. Discuss and share with the class

Deliverable:

Understanding of the ‘behind-the-scenes’ of a company and how experience impacts the user / customer.

What is the company?

What is the product?

How does that make you feel?

Identify positive and the negative.

What is UX Design?

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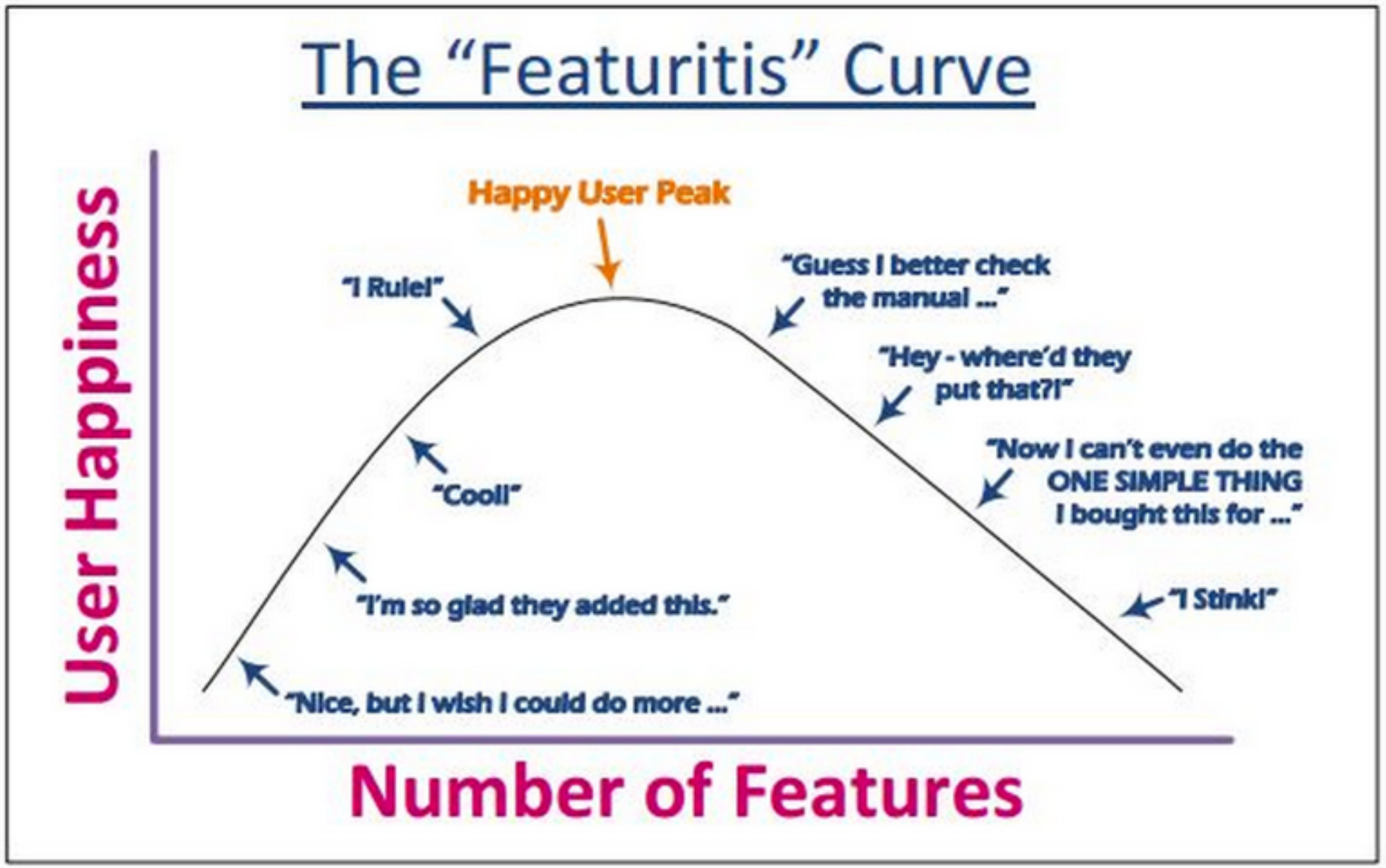
Why is UX Important?


The "Featuritis" Curve
User Happiness
Happy User Peak
"I Rule!"
"Guess I better check the manual ..."
"Hey - where'd they put that?!"
"Now I can't even do the ONE SIMPLE THING I bought this for ..."
"Cool!"
"I'm so glad they added this."
"I Stink!"
"Nice, but I wish I could do more ..."
Number of Features

Designing the User Experience

What most people think UX is

Field research
Face to face interviewing
Creation and administering of tests
Gathering, organizing, and presenting statistics
Documentation of personas and findings
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information Architecture
Usability

Prototyping
Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copy writing
Presentation and speaking
Working tightly with programmers
Brainstorm coordination
Company culture evangelism
Communication to stakeholders

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What UX actually is

Field research
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Product design
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UX Design is a

BIG FIELD

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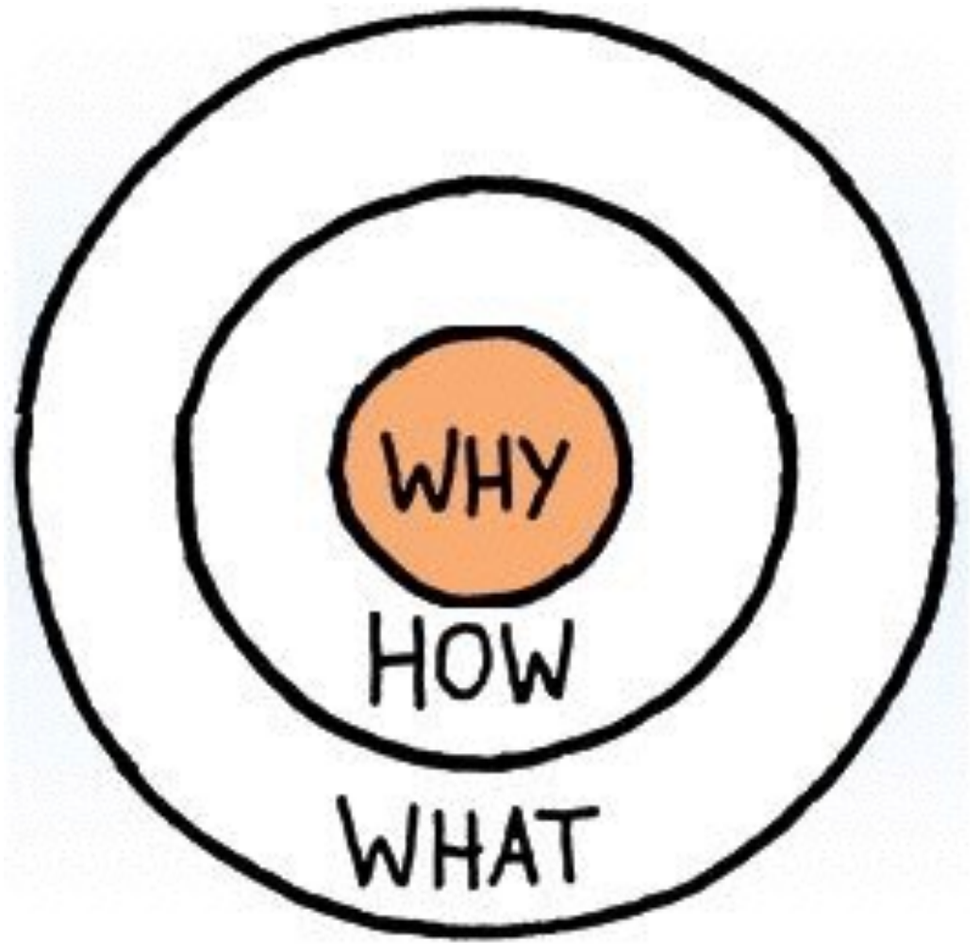
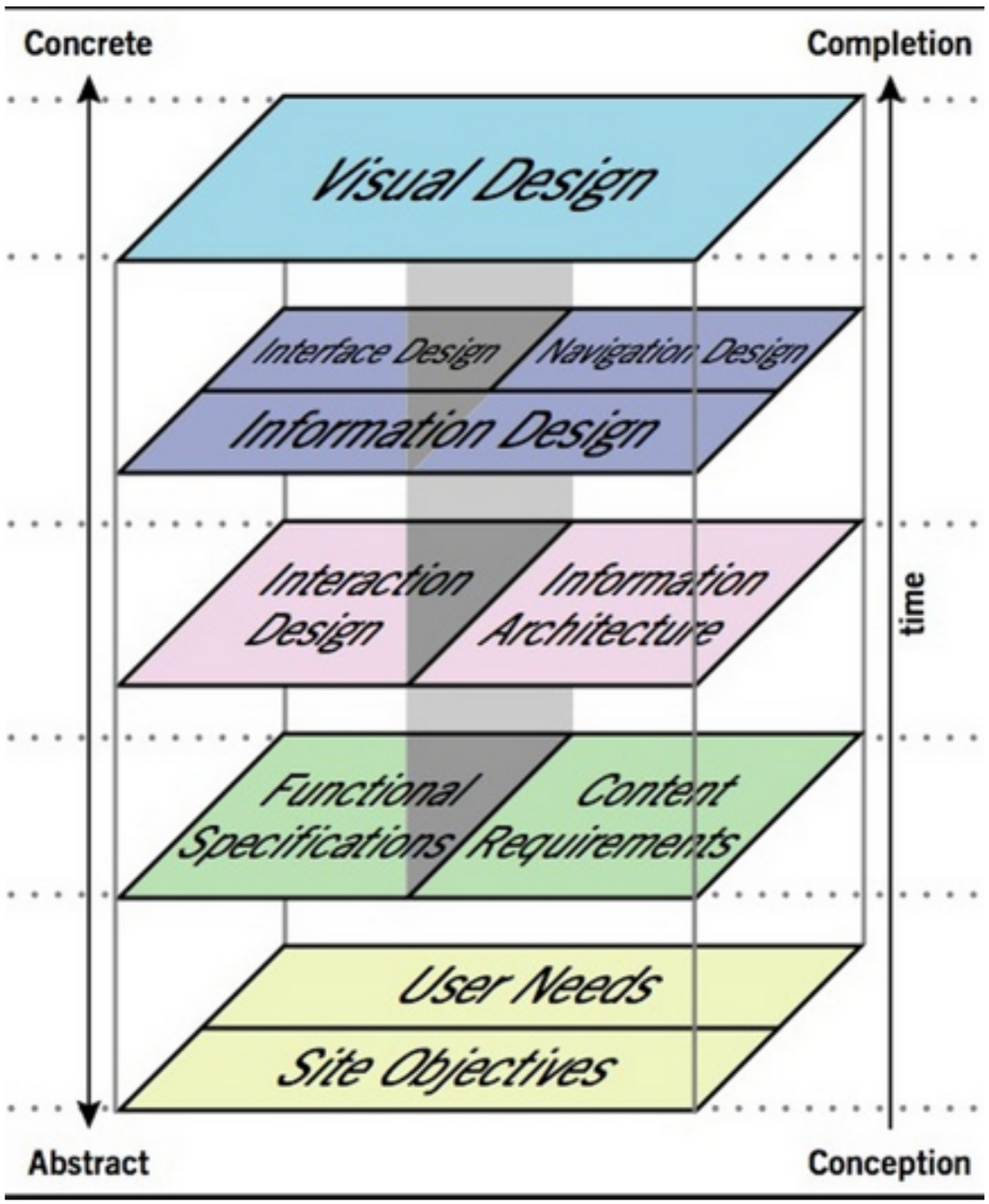
A very important thing to remember is…



"People don't buy what you do, they buy why you do it." - Simon Sinek

Research Planning Design

Abstract → Concrete



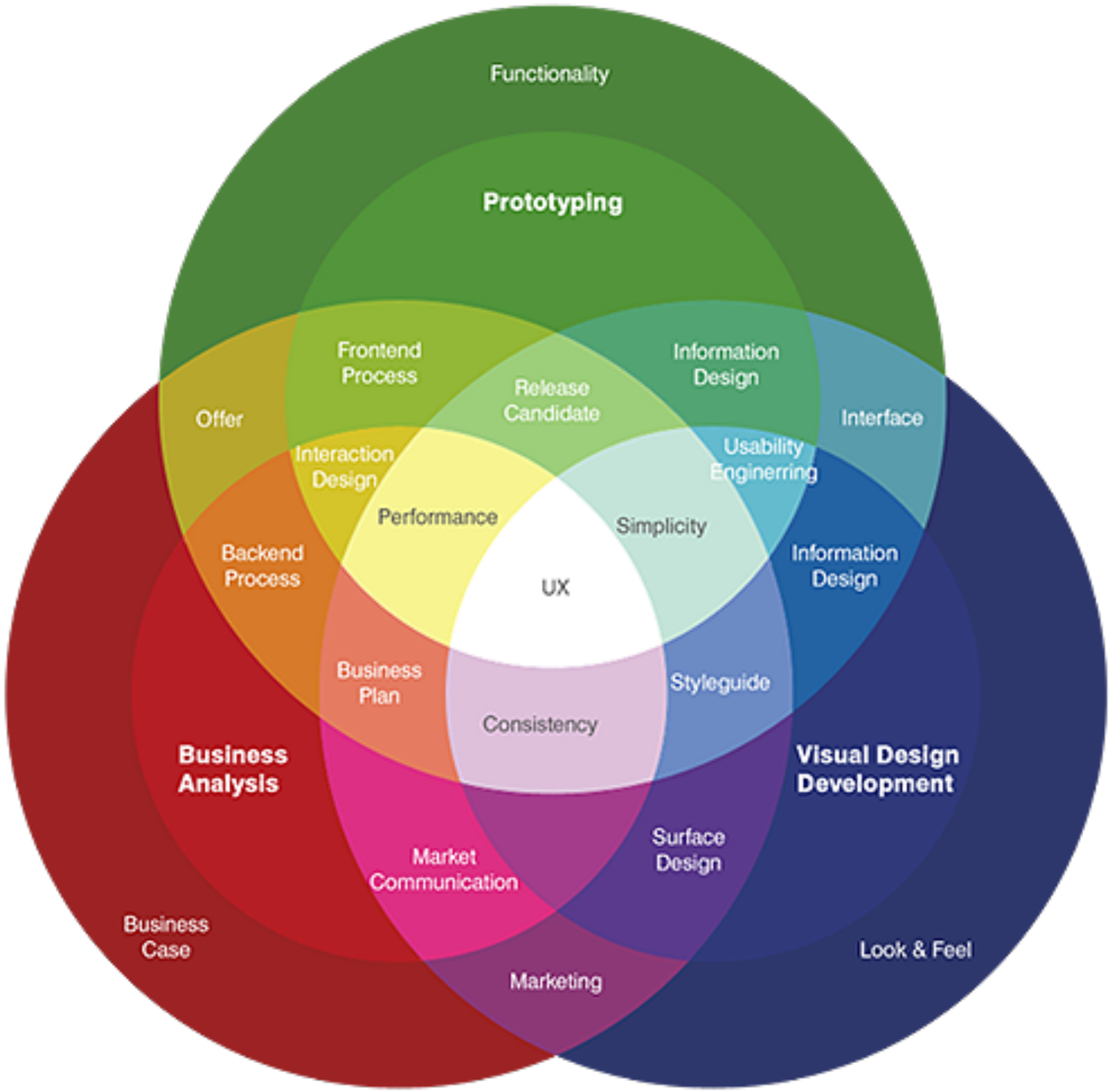
Surface

Skeleton

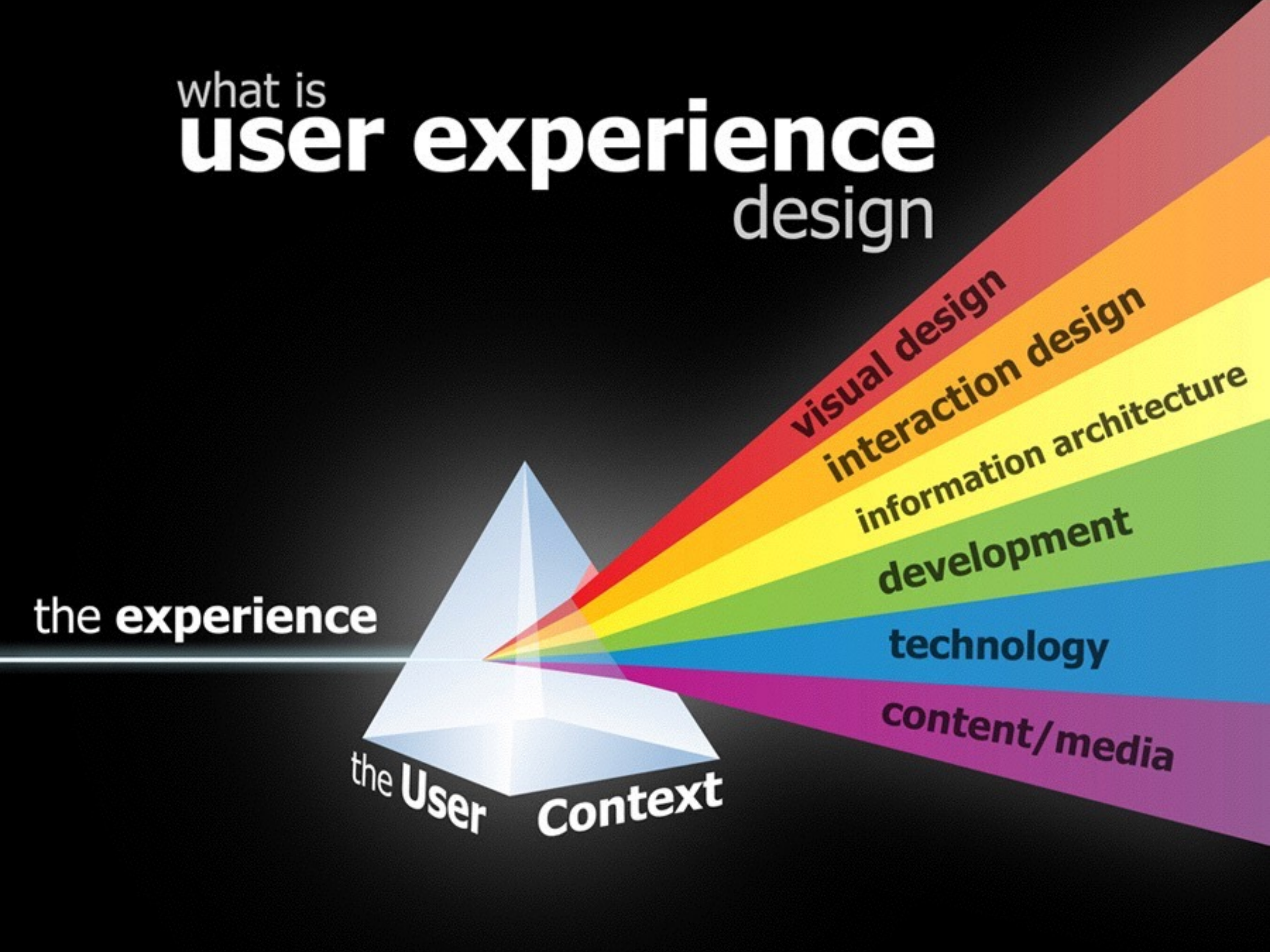
Structure

Scope

Strategy


Functionality
Prototyping
Frontend Process
Information Design
Release Candidate
Offer
Interface
Interaction Design
Usability Engineering
Performance
Simplicity
Backend Process
Information Design
UX
Business Plan
Styleguide
Consistency
Business Analysis
Visual Design Development
Surface Design
Market Communication
Business Case
Look & Feel
Marketing

what is
user experience
design



Who practices UX Design?

Pretty much everybody.

THE CEO

THE DESIGN TEAM

USER RESEARCHER

INFORMATION ARCHITECT

INTERACTION DESIGNER

VISUAL DESIGNER

WEB DEVELOPER

CONTENT STRATEGIST

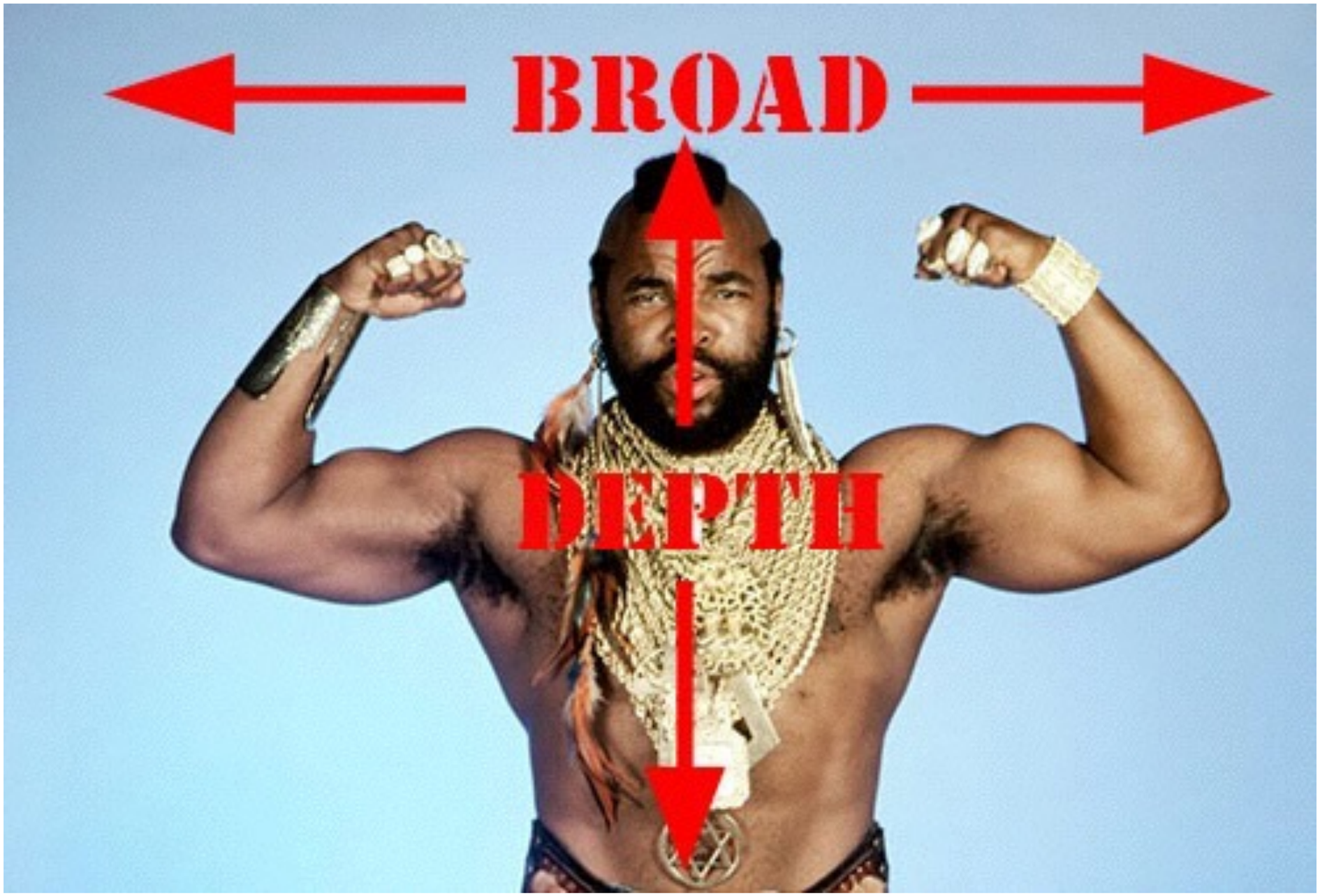
PRODUCT MANAGER

What startups want.

Someone who can:

- conduct user research
- design the user flows
- copy-write
- create hi-fi mockups
- write the front-end code
- run usability tests
- manage the product

The best designers are shaped like this:



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