

CSIS 3375 – 001

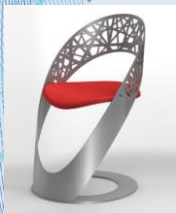
Lecture 2

Priya Kandhadai

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Review: WT(F) is UX Design?

FORM



FUNCTION



FEEL



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Hard problem

- It is hard to create mobile apps
- It is harder to get users to try your mobile apps
- It is much (much!!) harder to retain your user's attention, interest and motivation to continue to stay with you!

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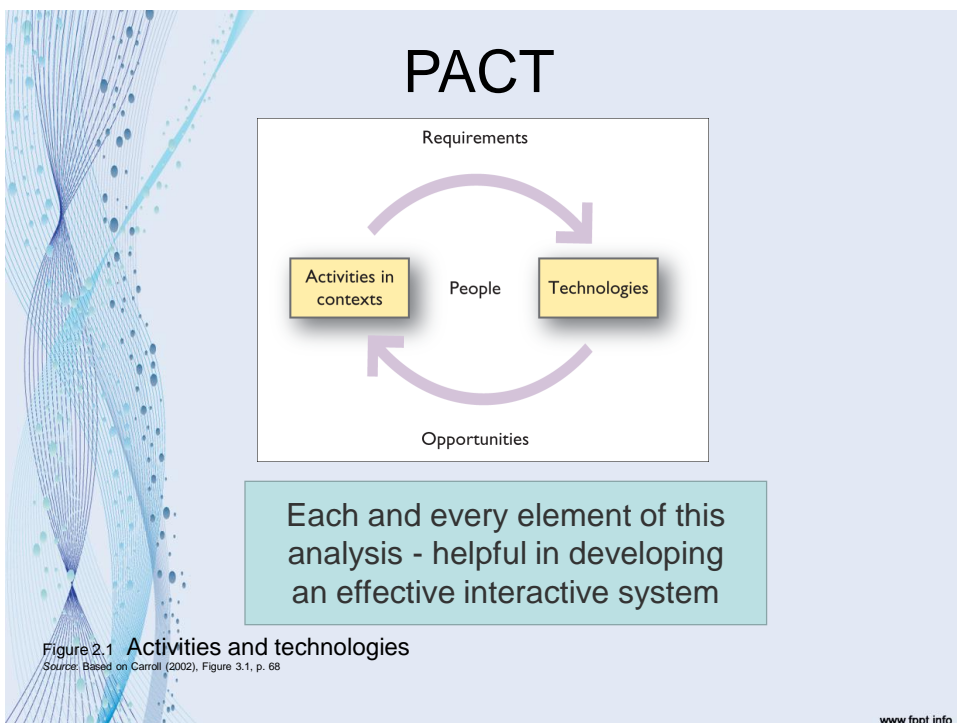
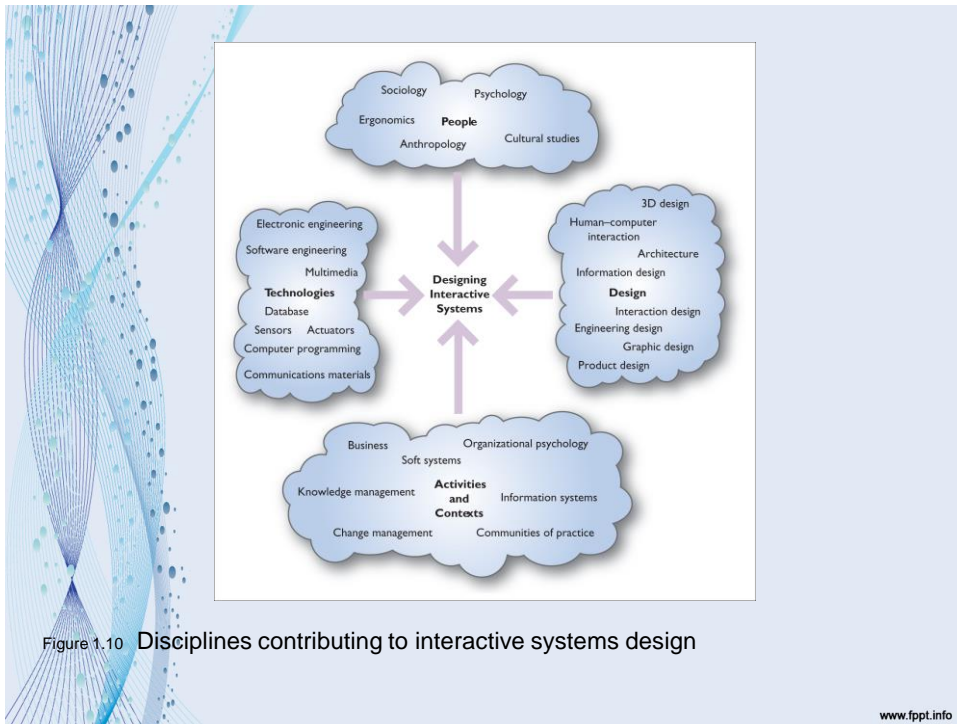
UX Design

Systematic process of actually designing a successful mobile application

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PACT: a framework for designing interactive systems





People

- Cognitive characteristics
- Physical characteristics
- What motivates, pleases and engages - affect
- Experience level and expectations
- Language and culture
- Homogenous vs heterogeneous user groups
- Discretionary vs committed users
- Infrequent vs frequent users

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Activities

- Goals, tasks and actions
- Frequency – easy to do vs. easy to remember
- Well-defined or vague
- Continuous or interrupted
- Current task practices
- Individual vs co-operative work
- Multi-tasking vs serial tasks
- Passive vs active
- Quality vs quantity trade-off
- Data input requirements
- Length of time on tasks
- Coping with errors

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Context

- Physical environments
- Social environments
- Organisational context
- Circumstances under which activities happen: time, place, pressure of work/time
- Amount and type of support for activities - manuals, demonstrations, new knowledge, new skills

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Technologies

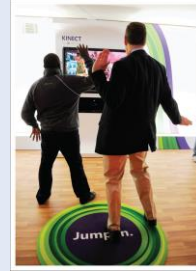
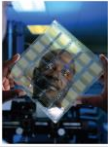
- Input
- Output
- Communications - Between people, between devices, speed, etc.
- Size of screen
- GUI or not?
- Multimodal?
- Networked or stand alone.
- Always on or dial in?
- Type of system: Walk-up-and-use systems (e.g. kiosks) / Office systems / Palm pilot application / Web site.



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Why PACT?


- Useful for analysis and design
 - Understanding current situation
 - Scope for possible improvements
 - Envisioning the future
- PACT allows you to think about
 - Personas (people, personalities)
 - Scenarios (activities in context)



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First step to App Design

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Spark of an idea

- Some place to start
 - Idea from self
 - Idea from observation
 - Idea from friends and interactions
- Most common mistakes of start-ups
 - Ideation to Implementation

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Design Step 1: From Spark to Value Proposition

- Take the idea, and draft the value proposition
 - What is a value proposition?

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Value Proposition

- An elevator pitch for your app
 - What is it? Function factor (core function/s)
 - Who is it for? (sometimes implied, sometimes explicit)
 - Why will I like it? Feel factor
 - Brief description: 1-2 sentences
- Communicates the utility and novelty of your app:
 - clear and concise
 - Conveys function and feel

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Some examples

- Airbnb
- Waze
- Snapchat
- Alibaba
- Uber

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Airbnb

- *Airbnb is a community-based online platform for listing and renting local homes. It connects hosts and travelers and facilitates the process of renting without owning any rooms itself. Moreover it cultivates a sharing-economy by allowing property owners to rent out private flats.*
 - *Based on business model toolbox*
- *Founded: 2008 / San Francisco*

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Waze

- A community-based traffic and navigation system that allows access and sharing of real-time traffic and road conditions
- Founded: 2008/Israel

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Snapchat

- A video-messaging app that allows users to send and receive "self-destructing" photos and videos

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Alibaba

- A wholesale mobile marketplace for global trade allowing purchase of products from suppliers around the world, all from the convenience of your mobile device.

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Uber

- Ride: Get a ride with Uber – the app designed for safety
 - Ridesharing app for fast, reliable rides in minutes – day or night
- Driver: Drive with Uber and earn great money as an independent contractor. Get paid weekly just for helping our community of riders get rides around town. Be your own boss and get paid in fares for driving on your own schedule.

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Steps to value proposition

- Identify customer segment (People)
- Identify the problem (Activities in context)
- Propose a solution that adds value (Technology – your app)
- Evaluation:
 - Customer discovery and evaluation of value proposal
- Iterate until the value proposition is clear, concise and attractive

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In-class Activity

- Value Proposition:
 - Groups of 2 or 3 (not more)
 - Write up the value proposition for any of the apps you are familiar
 - Pick one app per group

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Value proposition summary

- Identify customer segment:
 - People
- Identify problem
 - Activities in context
- Identify your solution: key trait
 - Technology/Mobile App
- Create short description from PACT stating the value proposition

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