



UX BOOTCAMP

Jill DaSilva

@dasilva_jill

Former Lead Instructor UXDI, General Assembly

CEO, DigitalKarma.io

IxD Advisory Board Member, Santa Monica College

INTRODUCTIONS

GETTING TO KNOW EACH OTHER.

- Name
- Field of work



AGENDA

OVERVIEW

- What is User Experience?
- What is the process of a UX Designer?
- Hands-on exercises

INTRO TO USER EXPERIENCE DESIGN

WHAT IS USER EXPERIENCE?

WHAT IS USER EXPERIENCE?

“Experience design is the design of anything independent of medium, or across media, with human experience as an explicit outcome and human engagement as an explicit goal.”

JESSE JAMES GARRET



WHY IS UX SO IMPORTANT?

WIN THE EXPERIENCE WARS

“It took Joel Silverman years to become a master dog trainer.

But only a few commands to master depositing checks at Chase.”



It took Joel Silverman years to become a master dog trainer.

But only a few commands to master depositing checks at Chase.



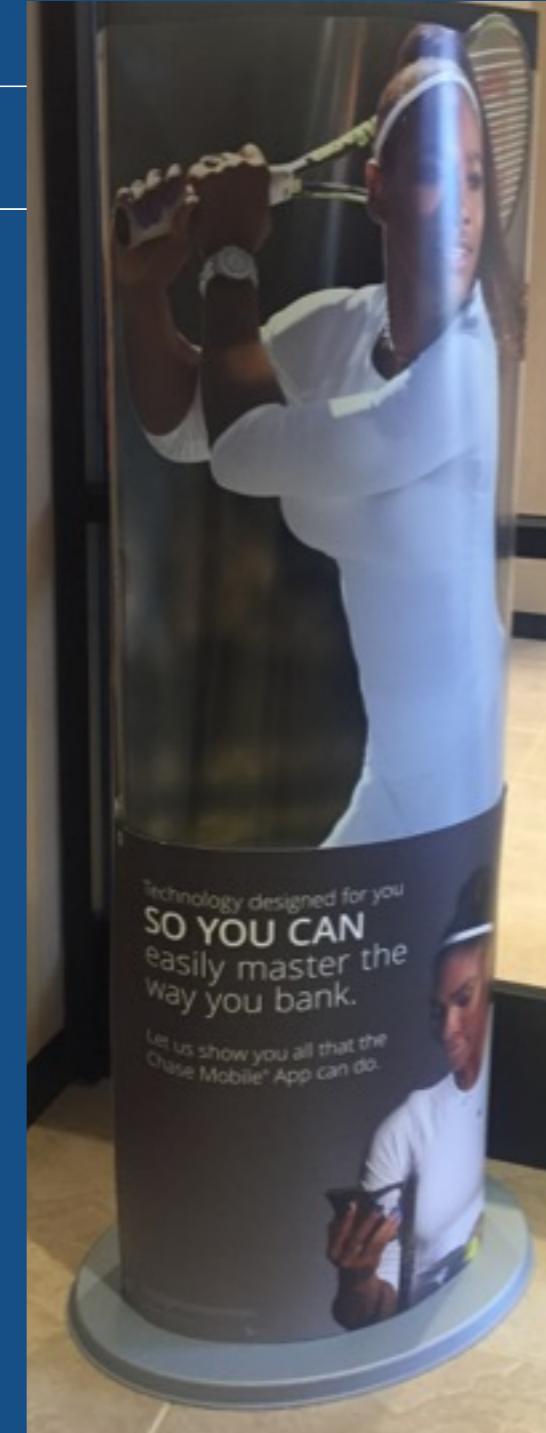
Technology designed for you **SO YOU CAN** easily master the way you bank.

Not all services available at all locations.
Subject to the Funds Availability Policy. See a banker for details.
© 2009 JPMorgan Chase Bank, N.A. Member FDIC
JPMorgan Chase

WHY IS UX SO IMPORTANT?

WIN THE EXPERIENCE WARS

*“Technology designed
for you so you can easily
master the way you
bank.”*



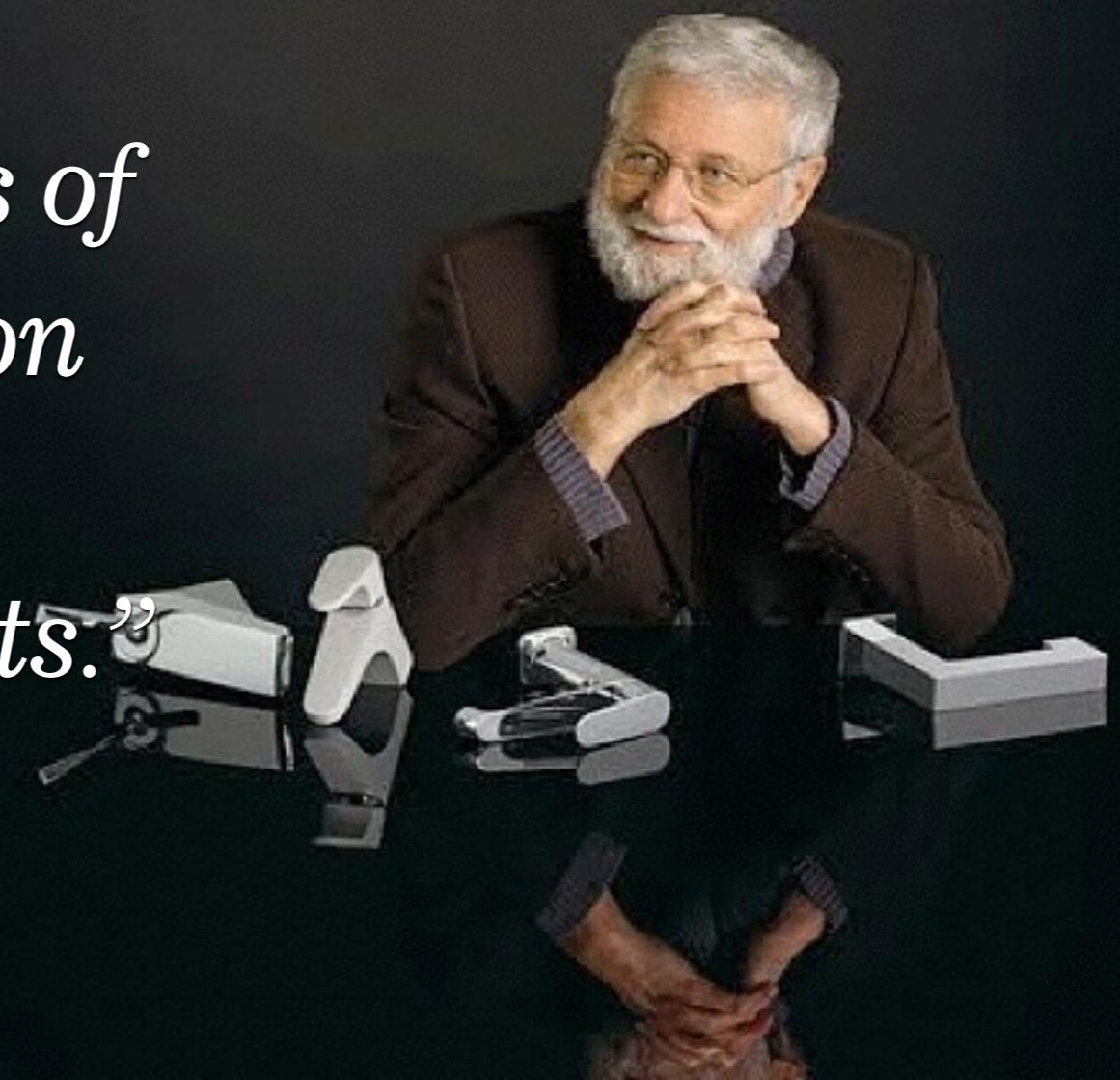
WIN THE EXPERIENCE WARS



WHAT IS USER EXPERIENCE?

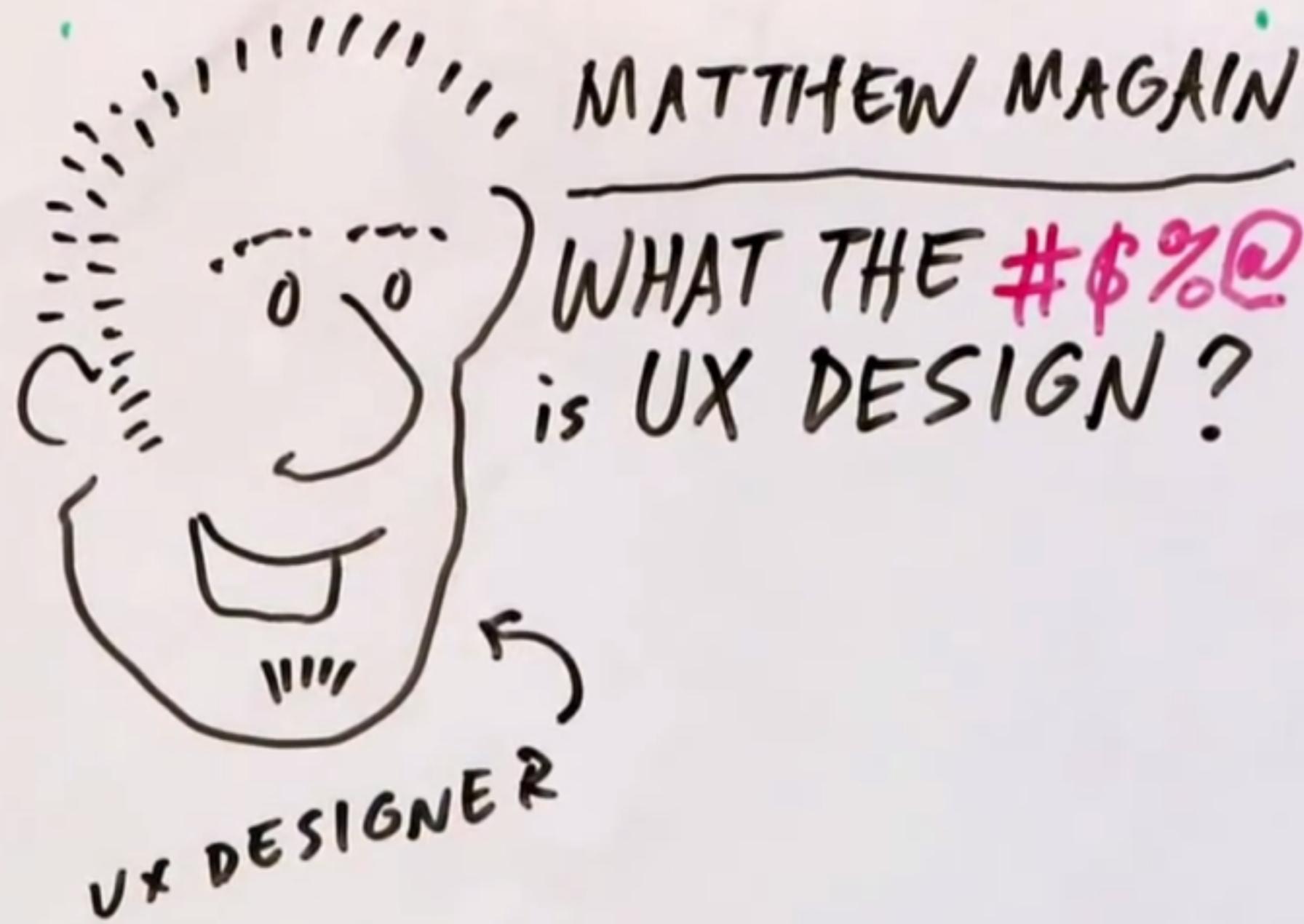
“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

DONALD NORMAN



DESIGNING THE USER EXPERIENCE





MATTHEW MAGAIN

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

DESIGNING THE USER EXPERIENCE

WHAT UX ACTUALLY IS

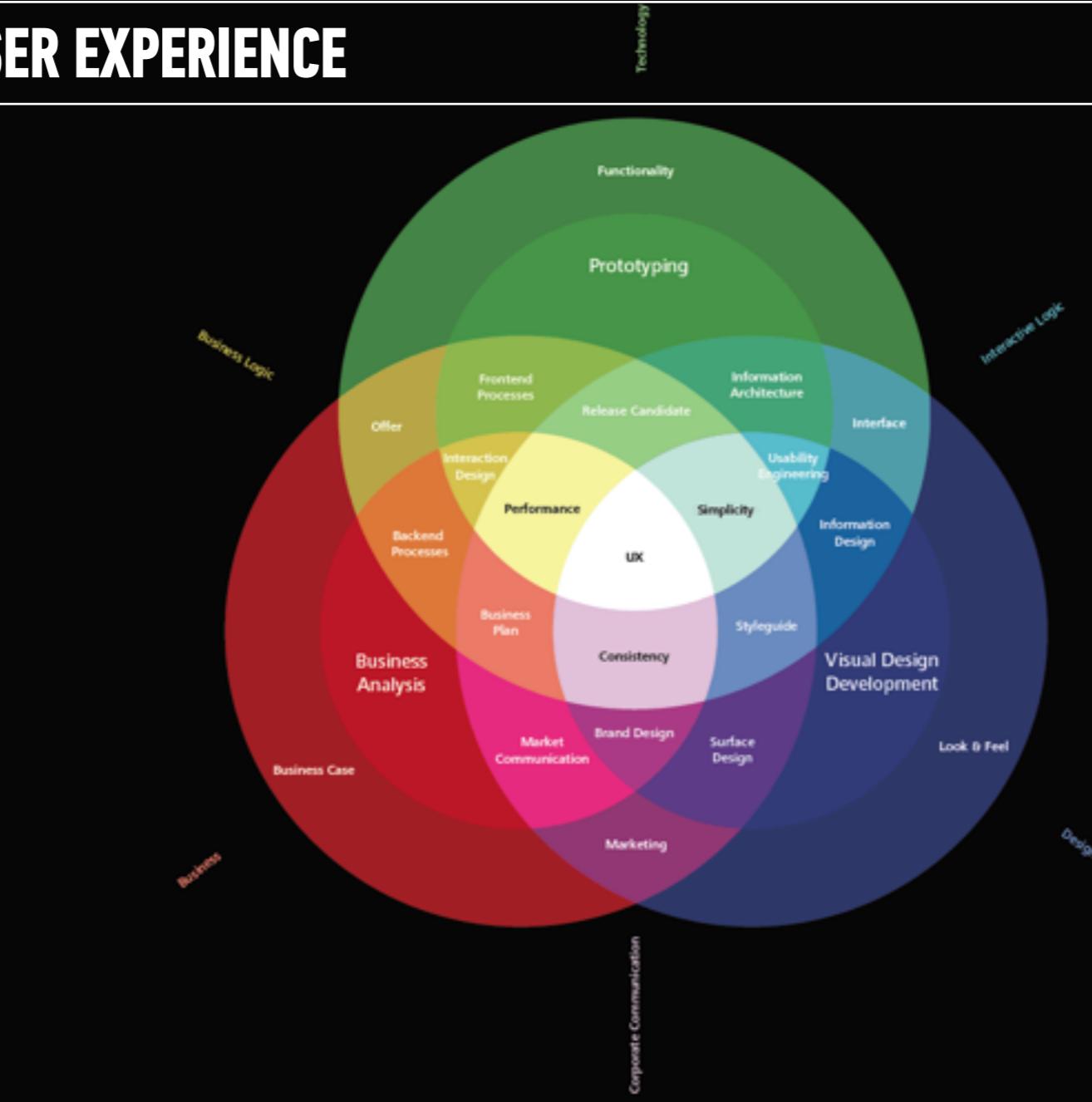
- | | |
|--|----------------------------------|
| Field research | Prototyping |
| Face to face interviewing | Interface layout |
| Creation and administering of tests | Interface design |
| Gathering, organizing, and presenting statistics | Visual design |
| Documentation of personas and findings | Taxonomy creation |
| Product design | Terminology creation |
| Feature writing | Copy writing |
| Requirement writing | Presentation and speaking |
| Graphic arts | Working tightly with programmers |
| Interaction design | Brainstorm coordination |
| Information Architecture | Company culture evangelism |
| Usability | Communication to stakeholders |

DESIGNING THE USER EXPERIENCE

FROM THE DESIGNER'S PERSPECTIVE...

UX IS BIG!

DESIGNING THE USER EXPERIENCE



WHO PRACTICES UX DESIGN?

THE BEST UX DESIGNERS ARE “T-SHAPED”

- have a good understanding of the different components that make up a UX designer
- have general business and design experience
- have deep specialization in one discipline or industry



WHO PRACTICES UX DESIGN?

WHAT STARTUPS WANT

Someone who can:

- conduct user research
- design the workflows
- write the copy
- create hi-fi mockups
- write the front-end code
- run usability tests...



DISCUSSION

WHAT IS YOUR FAVORITE EXPERIENCE?



OUR PROCESS TODAY

DESIGNING THE USER EXPERIENCE

OUR STEPS

Design Challenge

Research

Comparative/Competitive Analysis

Persona

Card Sorting

User Flows

Wireflows

Prototype (POP app or Paper)

 GENERAL ASSEMBLY

DESIGN CHALLENGE

PROJECT GOAL

DESIGN CHALLENGE:

- Create a native app that is the Air BnB for parking solutions
- Example Scenario 1: A parent/guardian must park every morning near their child's school in order to walk their child in. All street parking is permit only and there are no meters. There are plenty of driveways, though!
- Example Scenario 2: It's 4th of July and people want to park near the fireworks show, but parking is permit only. There are plenty of driveways, though!

 GENERAL ASSEMBLY

RESEARCH

“If I had an hour to solve a problem I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

ALBERT EINSTEIN

COMPARATIVE/ COMPETITIVE ANALYSIS

COMPETITIVE/COMPARATIVE ANALYSIS

Comparison Criteria	Competitor	Competitor	Competitor
	No	YES	No

map

directions

reminders

images

COMPETITIVE/COMPARATIVE ANALYSIS

Comparison Criteria		Competitor	Competitor	Your Product
		No	YES	No
	map	No	YES	No
	directions			
	reminders			
	images			

EXERCISE

KEY OBJECTIVE(S)

Understand what features are in existing solutions and how can your product be better/different

AGENDA

1. Break up into groups and research sites and apps
2. Draw a chart comparing features
3. Write each feature on a post-it
4. Feel free to brainstorm and add your own ideas

DELIVERABLE

Feature comparison grid.
Features on a post-it

RESOURCES

Sharpie & note cards/Post-its

WHAT IS USER RESEARCH?

“Give me six hours to cut down a tree and I’ll spend the first four sharpening the axe.”

ABRAHAM LINCOLN

WHY UNDERSTAND OUR USERS?

TO SOLVE REAL PROBLEMS

- REMINDER: You are not the user
- Don't assume you know their problems
- Don't assume they will behave as you expect them to
- Don't assume you've thought of everything

WHY UNDERSTAND OUR USERS?

TO PRACTICE USER-CENTERED DESIGN

- If you're not involving your users, you are not practicing UCD
- If you're not involving your users, you are not designing a user experience

What I want from a restaurant website:

- ▶ Menu
- ▶ Specials and happy hour info
 - (Including social promotions such as Foursquare, Groupon, and Twitter specials)
- ▶ Address with a link to google maps
- ▶ Online reservation system that actually works
 - (instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name)
- ▶ Hours of operation, parking and contact info

What I get instead:



UNDERSTANDING OUR USERS

WHAT DO WE NEED TO KNOW?

USER RESEARCH

- User surveys (google forms, survey monkey, etc.)
- User interviews (phone or in person)
- Contextual inquiry (observing the user in it's natural habitat)

- can also look at analytics with proper code in place

RESEARCH

SURVEY

UX Bootcamp Survey (Responses)  

File Edit View Insert Format Data Tools Form Add-ons Help Last edit was 26 minutes ago

What would you like to learn during Saturday's workshop?

	A	B	C	D	E
1	Timestamp	What would you like to learn during Saturday's workshop?	Please rate your UX skill level.		
2	3/5/2015 12:31:16	UX basics, how to think like a UX designer, problem solving		2	
3		I am a producer/project manager that just came off a major redesign for a university that was heavy IA/Ux - i am seeing more and more projects that need Ux Producers and looking to gain any any and all knowledge.			7
4	3/5/2015 12:31:44	How to create stunning webpage and next-level experience for user.		7	
5		Books and websites that support the topics we will be covering. More specifically: Concept Map Research Comparative/Competitive Analysis Features & functions Personas User Interviews Storyboarding/Scenarios/User flows		5	
	3/5/2015 12:40:05	I would like to gain an overall understanding to UX and what how it works.			

RESEARCH

EMERGENT THEMES

UX
begin young creative heavy graphic translated related overview thinking
college Map audio IA/Ux.
UX/UI redesign beautiful part-time gain
funnel Lin I'm already anything financialy related
Workflows anything
create great new TV flows projects agenda
Engagement current trying also advertising
Techniques products support capture field
find stunning class user's overall currently lot transition
Experience design Learn tech know hoping
designer functions develop just think coding/programming
work understanding current much apps everything
works UX General wireframing it'll specifically perspective. I take
manager graduated bootcamp hopefully user Books Lean Industry
always freelance career next-level Excited mobile involved setups
learner designer Concept suit Research
client analytics skills

Board

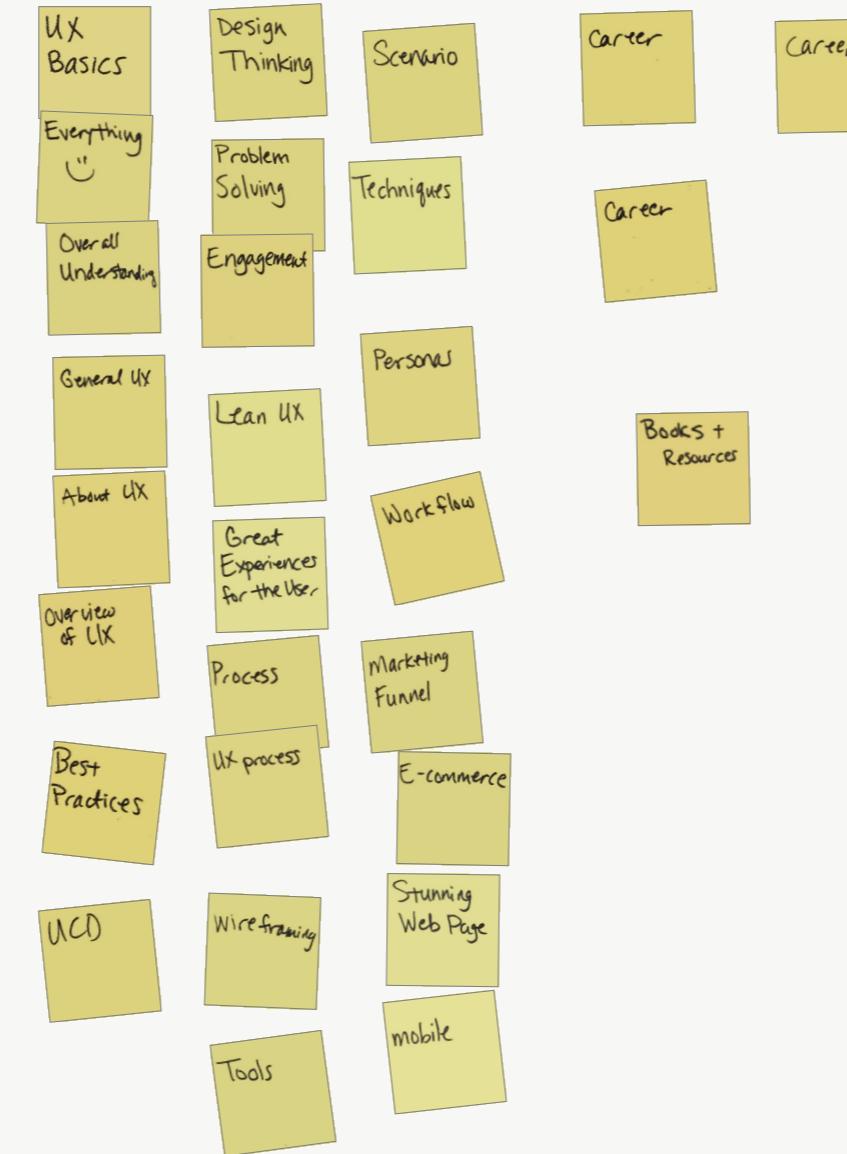


Mar 6, 2015

330 Rees St, Los Angeles, CA

29 notes

Group A



“If I’d asked people what they wanted, they’d have said faster horses.”

HENRY FORD

USER RESEARCH

KNOW YOUR USERS



“It’s all about People, their Activities, and the Context of those activities.”

STEPHEN P. ANDERSON

WHAT DO WE NEED TO KNOW?

THE 5 WS

- Who?
 - What?
 - Where?
 - When?
 - Why?
-
- ...and How?

PERSONAS

HOW ARE THEY MADE?

- Personas are made from the emerging themes found in the research.
- A persona is usually not one person, but a culmination of many persons

PERSONAS

WHY ARE THEY MADE?

- UCD (user-centered design)
- To help keep a project on track.
- Align team members.
- Prevent feature creep. (only build features that the user needs/wants)

Persona Title:

Name:

(Description / Drawing)

Scenario

Needs and Goals

Pain Points

Potential Solutions

EXERCISE

KEY OBJECTIVE(S)

Create a persona to better understand the user's needs

AGENDA

1. Think of a scenario.
2. Use the persona worksheet to develop a persona.

DELIVERABLE

1 persona

RESOURCES

Sharpie and paper

CARD SORTING

HOW DO WE BEST ORGANIZE INFORMATION ON A WEBSITE?

CARD SORTING



- Great for Information Architecture research
- Helps you understand how people organize information differently
- May be done in-person or virtually



HOW DO WE BEST ORGANIZE INFORMATION ON A WEBSITE?

CARD SORTING



EXERCISE

KEY OBJECTIVE(S)

Consider features that would be key for the persona; add them to your post-it's features.

Come up with the minimum features needed for the first release

AGENDA

1. Add the persona's key needs/features to the stack of features and functions notes from the competitive/comparative analysis.
2. Take the post-its and separate them into groups of “Must Have” “Nice to Have” “Not Sure”

DELIVERABLE

MVP

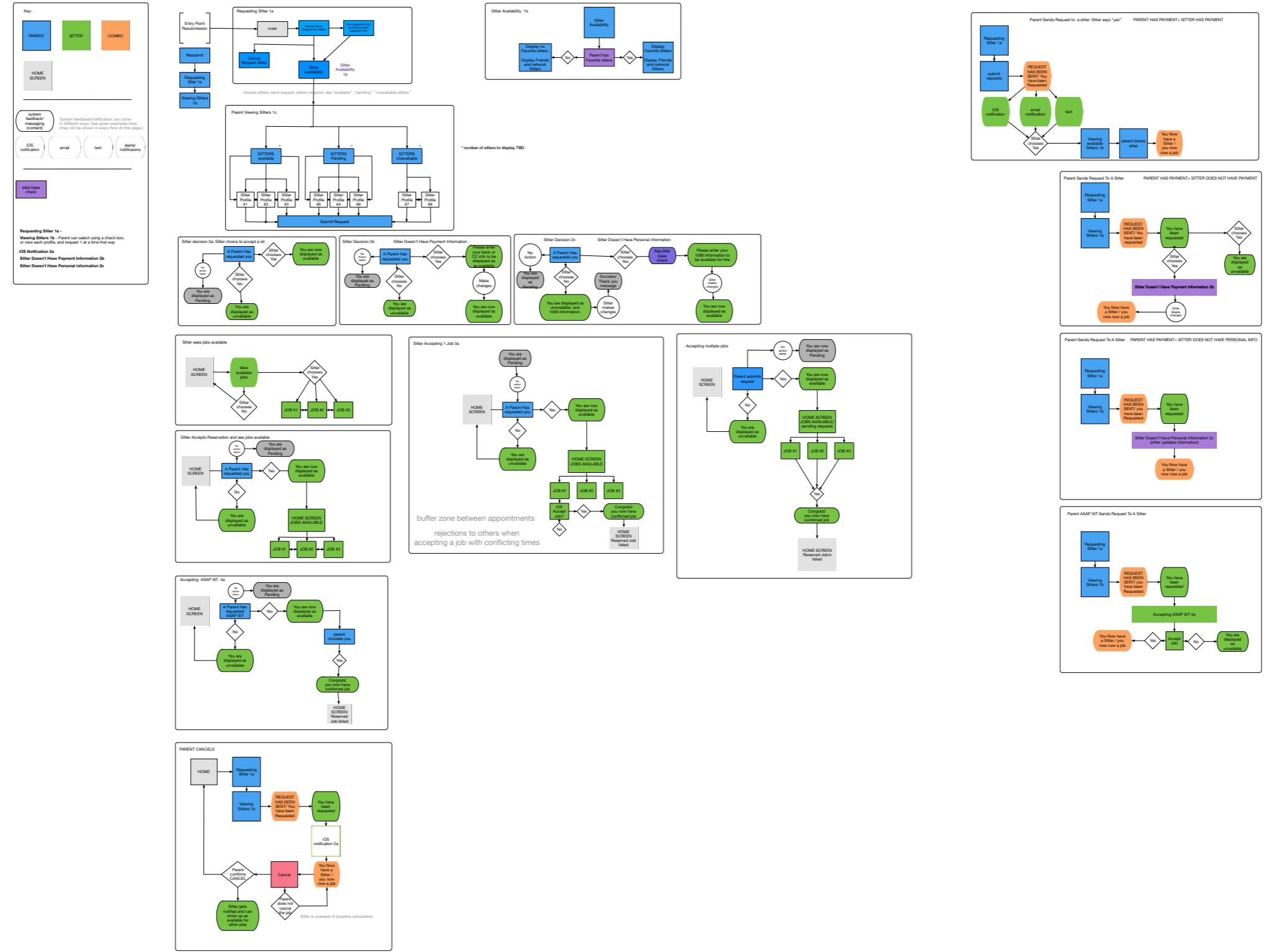
RESOURCES

Sharpie and post-its

STORYBOARDS & USER FLOWS

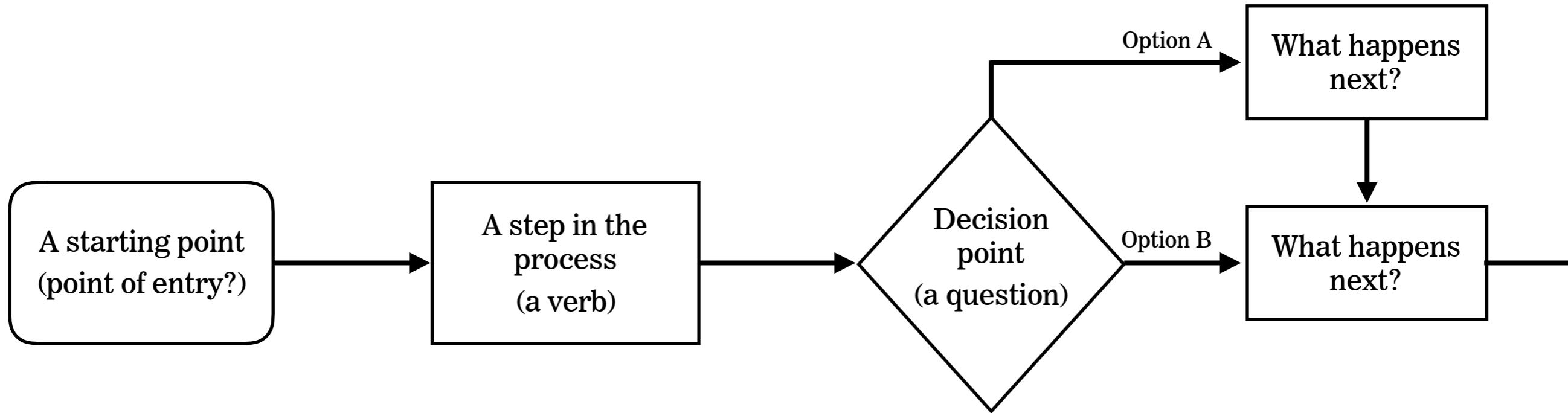
IT LOOKS LIKE THIS



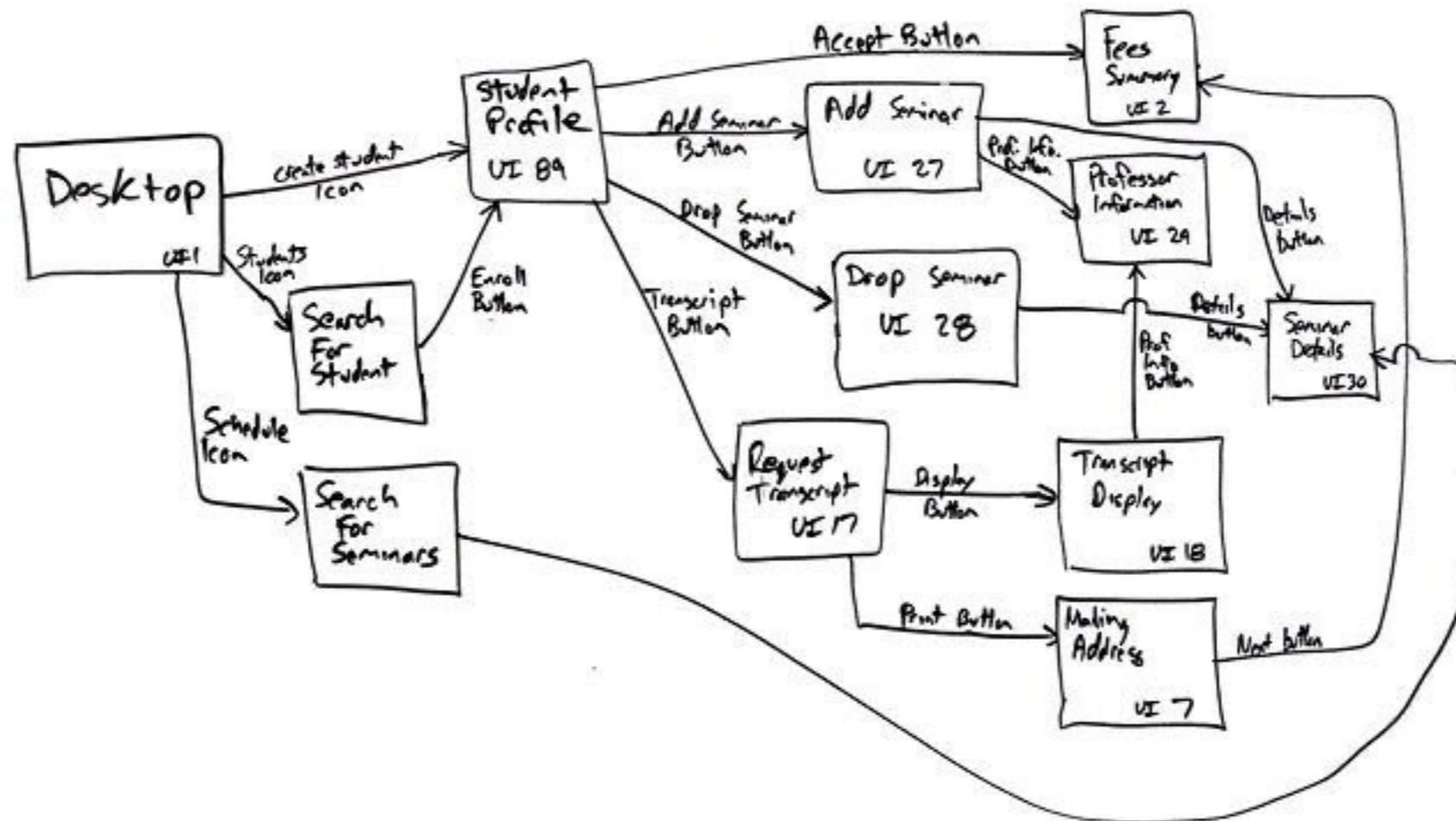


USER FLOWS

USER FLOWS ARE A SERIES OF STEPS



USER FLOW



 GENERAL ASSEMBLY

SITEMAPS

WHAT IS A SITEMAP?



SITEMAPS

WHAT ARE THEY?

- A hierarchical diagram of the pages on a website, starting with the home page at the top.
- A site map helps visitors navigate large, complicated sites by showing their entire structure.
- It is also used as a master diagram of the website for web designers.

WIREFRAME

HOW TO WIREFRAME

ONLINE TOOLS - LO-FI



myBalsamiq

(“Balsamiq” = Desktop)



Google Drawing



Cacoo

WHAT IS A WIREFRAME?

A wireframe is a visual representation of a website. It allows designers and developers to present proposed functions, graphic elements, structure, and content of a website with simple line drawings.

A website wireframe typically consists of:

- navigation
- placeholders for branding elements
- general layout locations of key elements like header, footer, content columns, navigation
- placeholder images and content
- (a site map that shows where different pages might live on the site)
- additional pages to show how interior pages might change
- simple workflow for interactive elements

WHAT IS A WIREFRAME?

The wireframe illustrates a user interface for a travel and local guide website. At the top, there's a header with a logo, a city selection dropdown set to "Los Angeles, CA", and a sign-in link. Below the header, a large title "Los Angeles, CA" is centered. To the right of the title is a sidebar titled "Brag About Your City" with a note about sharing local expertise. Further down, a "Eat. Drink. Explore." section includes a dropdown menu for "Choose a Category" with options like Food & Drink, Art & Culture, Film, Music & Nightlife, and Shopping & Style. To the right of this is a "Just For Fun!" section featuring a trivia question about famous actors. The main content area displays three cards: "Best Place to Shop in Los Angeles, CA", "Top Dog Parks in Los Angeles", and "Best Sushi, Los Angeles, CA". Each card includes a star rating, a percentage (88%), and a view count (856). Below these cards is a "Show All" button. At the bottom, there are two columns: "Restaurants" (listing "Costa Los Angeles", "Asiatique", and "Lapagerie") and "Things to do" (listing "The Getty Center", "Magic and Wine Tasting with David Henkin", and "The Petersen Museum"). A footer at the very bottom contains links for "Home", "about", "contact us", "contribute", "authors", "terms of service", "privacy policy", and "sitemap".

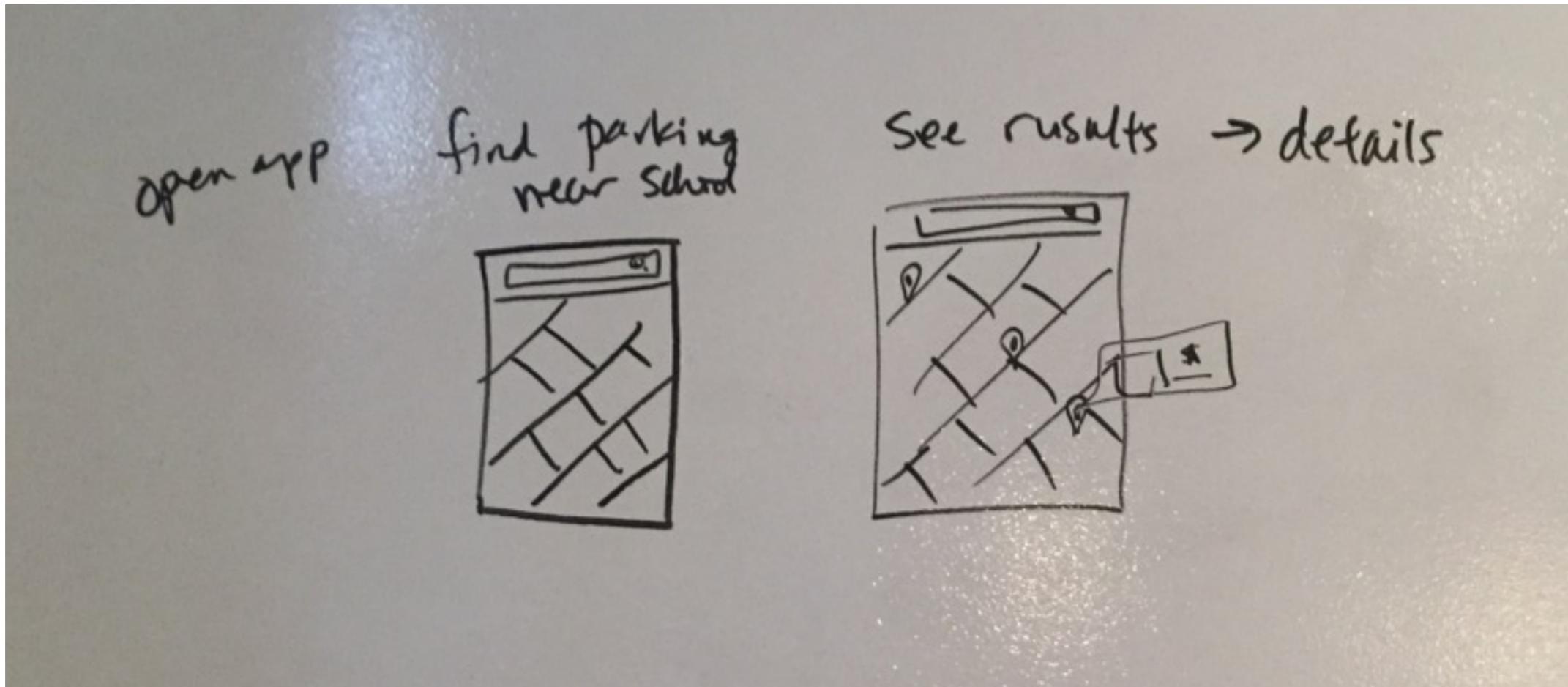
- 1 some cool graphics/image - perhaps a slide show of pics for the chosen city
- 2 blog page about your city
- 3 tag line goes here
- 4 category
- 5 sign in OR join
- 6 for v1, all articles are simply listed by SEO/content teams default choice. If we get too many articles, we can design a different structure, like "Top 10" for this page. Plus, we propose organizing over 15 articles.
- 7 if a user chooses a city, the articles can be listed in that order
- 8 if user can type in keywords to find relevant articles

FLows TO INTERFACES

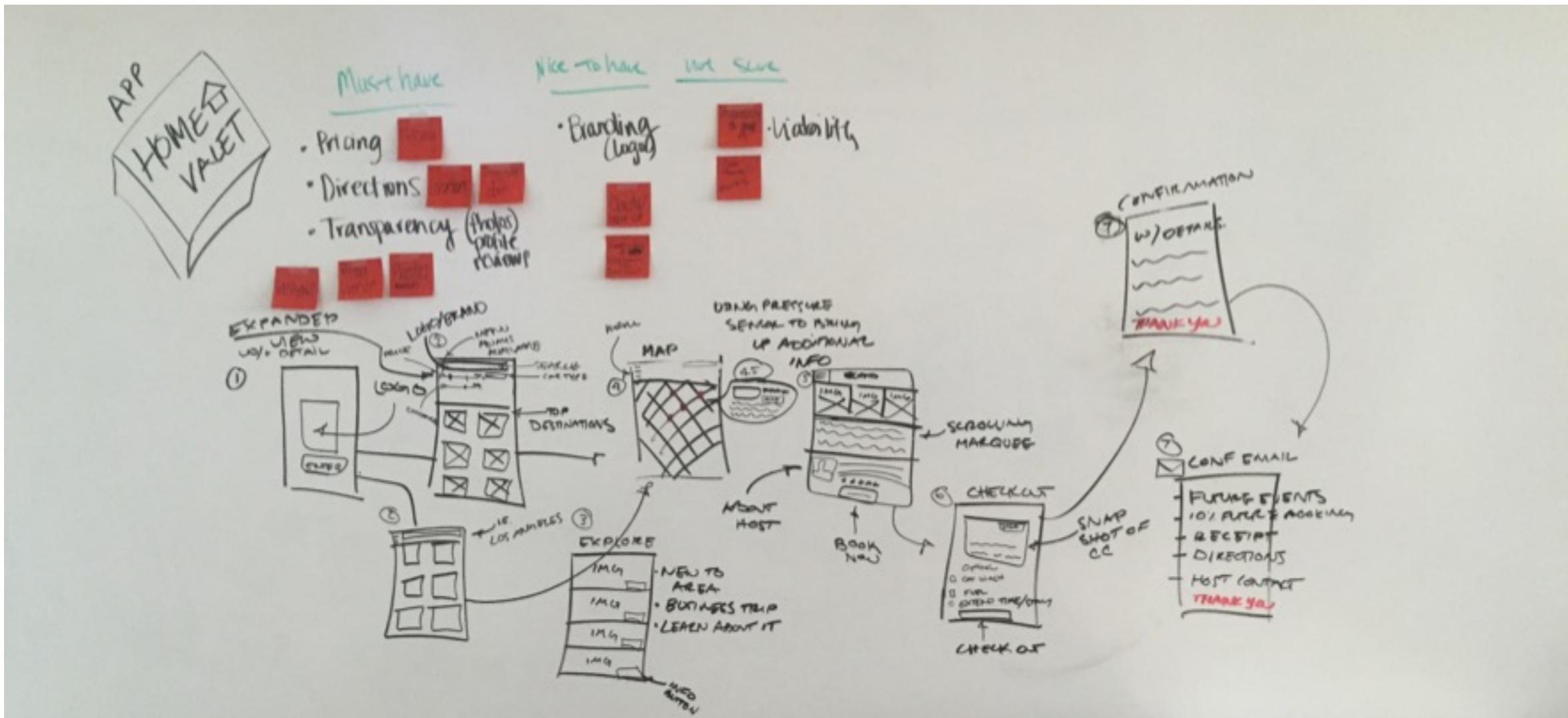
FLows DEFINE WHAT PAGES YOU NEED

- User flows tell you:
 - what pages users land on
 - what the page needs to let the user do in order to proceed
- Early on, it's helpful to sketch thumbnail wireframes as the pages in your flows

WIRES + FLOWS = WIREFLOWS



WIRES + FLOWS = WIREFLOWS



ZOOM IN

- › Once you have the flows down you are ready to design the pages in more detail
- › The basics:
 - › What global elements are shared across all pages?
 - › What content goes on the page?
 - › What affordances does the UI need to let the user accomplish tasks?

EXERCISE

KEY OBJECTIVE(S)

Practice user centered, story based design.

AGENDA

1. Write out a user flow and sketch wireflows for the persona and the scenario.

DELIVERABLE

Sketched Wireflows

RESOURCES

Pen/pencil, paper (phone templates), whiteboard

PROTOTYPING

PROTOTYPING

WHAT IS A PROTOTYPE?

WHAT IS A PROTOTYPE?

“A prototype is an early sample, model or release of a product built to test a concept or process or to act as a thing to be replicated or learned from.”

[HTTP://EN.WIKIPEDIA.ORG/WIKI/PROTOTYPE](http://en.wikipedia.org/wiki/Prototype)

WHAT IS A PROTOTYPE?

WHERE ARE THEY USED?

- Industrial design
- Product design
- Automotive design
- Software design



WHAT IS A PROTOTYPE?

WHERE ARE THEY USED?

- Industrial design
- Product design
- Automotive design
- Software design



WHAT IS A PROTOTYPE?

HOW IS IT DIFFERENT FROM PRODUCTION?

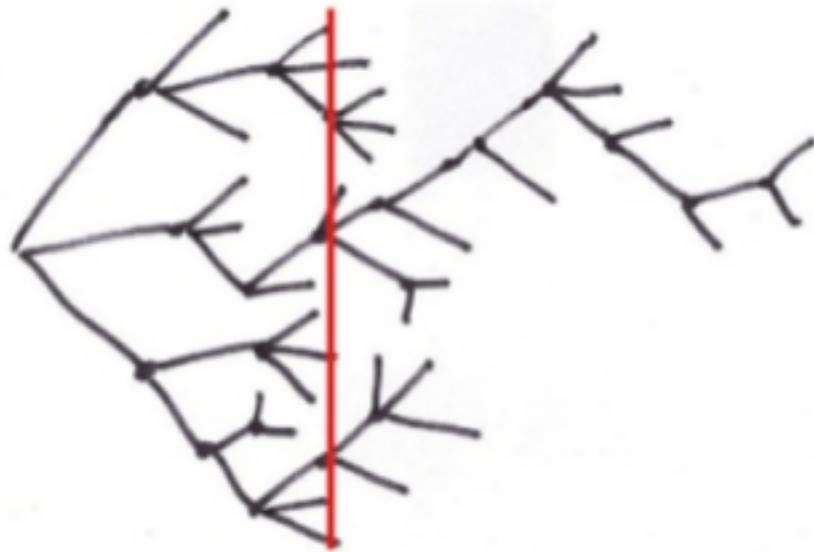
- Typically lower fidelity
- Typically just a portion of the system
- If coded, it's allowed to be bad, unreliable code
- Much less investment to build

PROTOTYPING

WHY DO WE PROTOTYPE?

WHY DO WE PROTOTYPE?

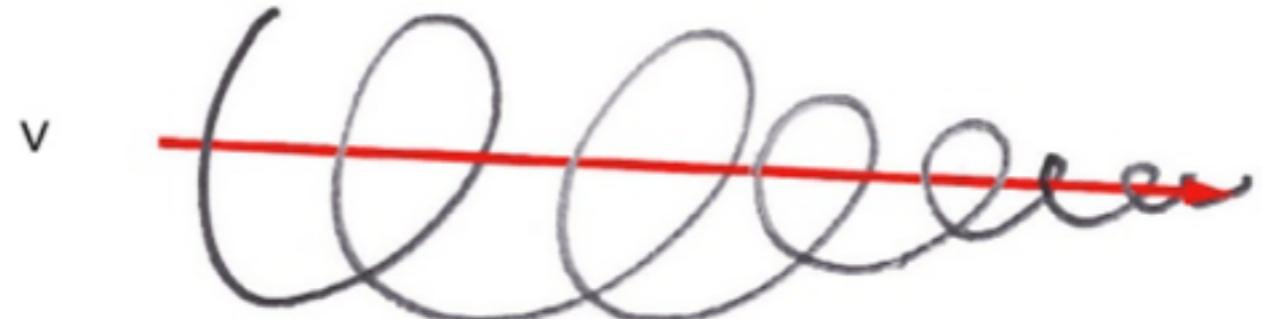
TO EXPLORE



Design

"Branching Exploration"

TO REFINE



Prototyping

"Incremental iterative refinement"

WHY DO WE PROTOTYPE?

TO SAVE MONEY\$\$\$\$

WHY DO WE PROTOTYPE?

TO COMMUNICATE AND TEST

- Functionality
- Flow
- Interaction
- Animations
- Usability



WHY DO WE PROTOTYPE?

KEEP IT USER-CENTERED

- Prototypes are all about the user
- Production development can get messy:
 - database issues
 - integration points
 - code maintainability
 - quality assurance and deployment
 - ...and other things that don't concern the user

PROTOTYPING

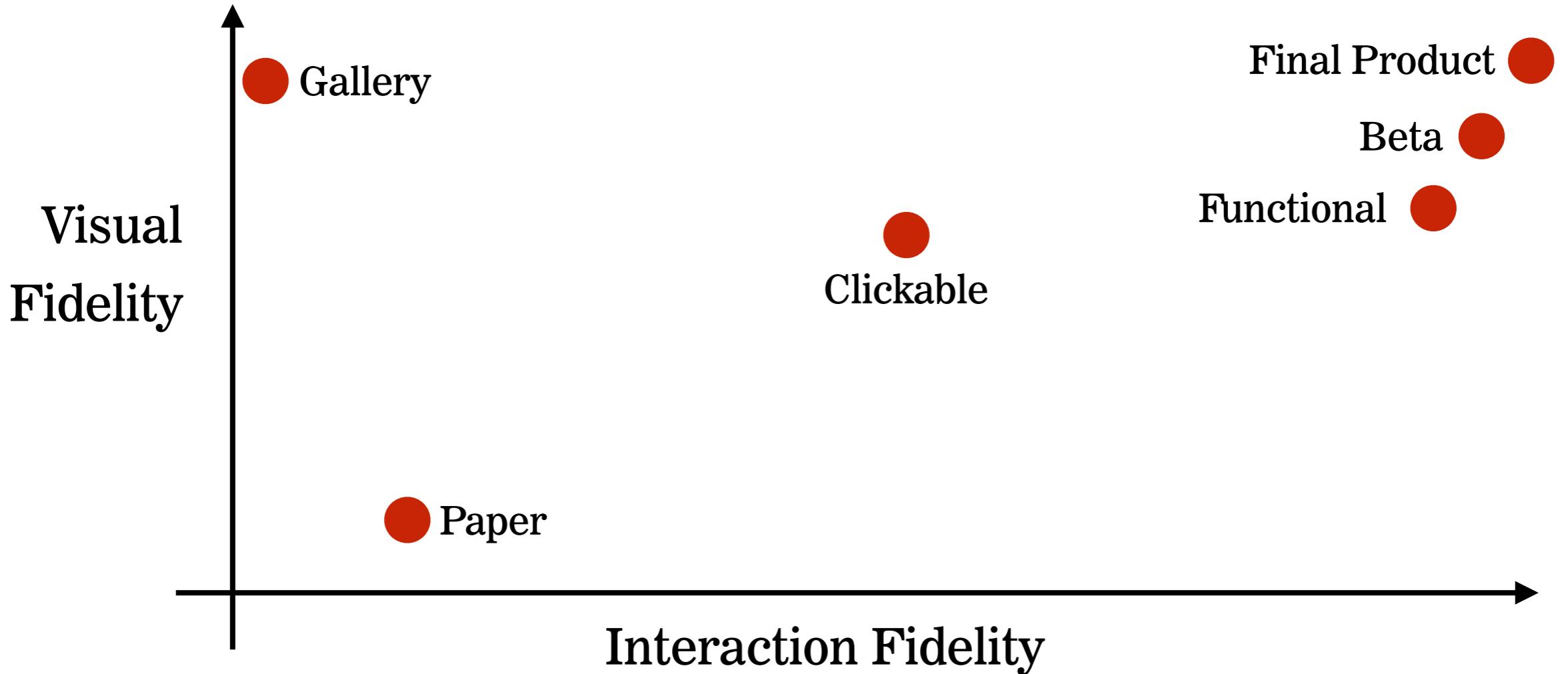
TYPES OF PROTOTYPES

TYPES OF PROTOTYPES

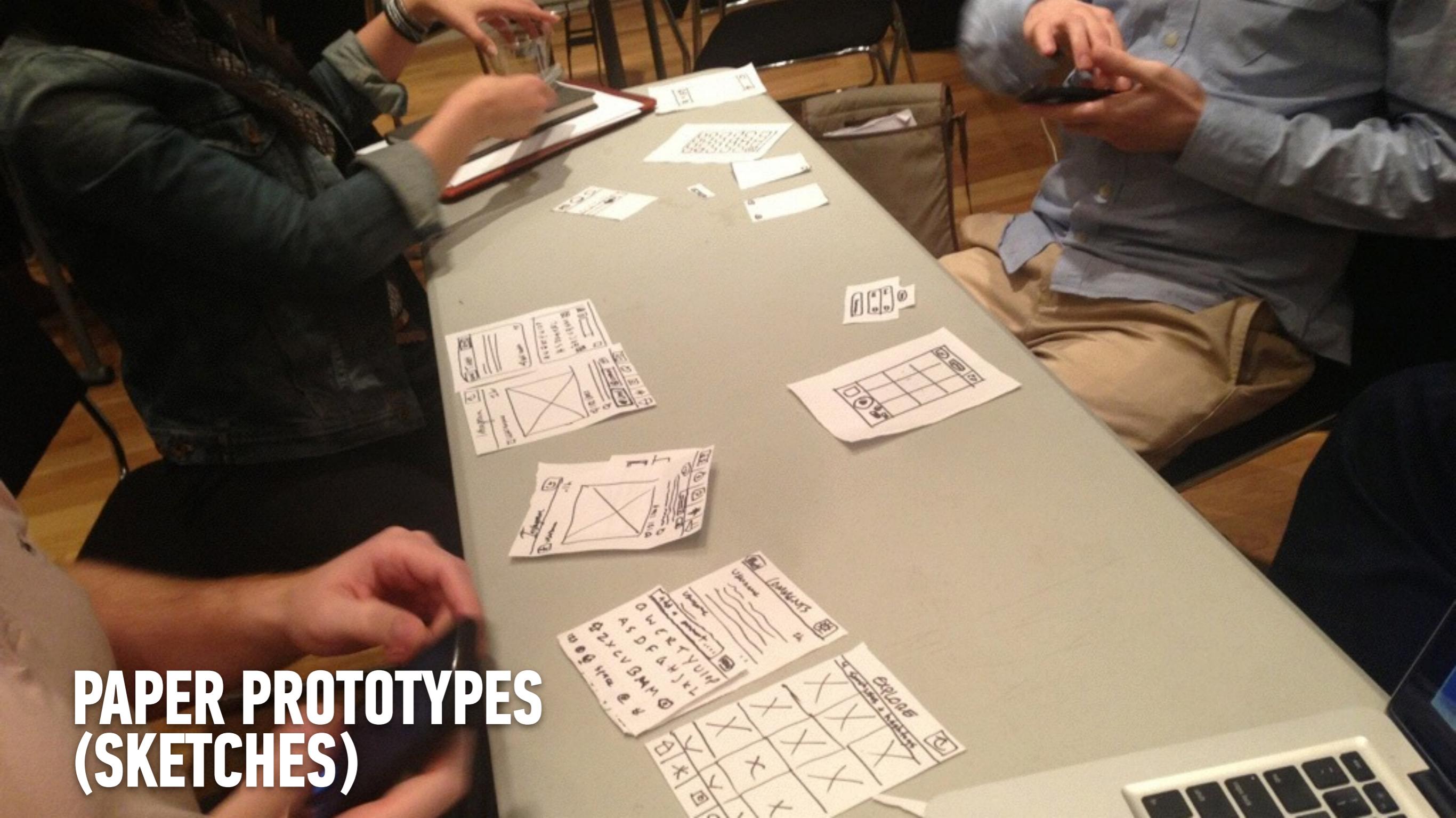
OVERVIEW

- Paper (sketched)
- Paper (print-outs)
- Photo gallery
- Clickable/tappable
- Concierge
- Static HTML
- Functional

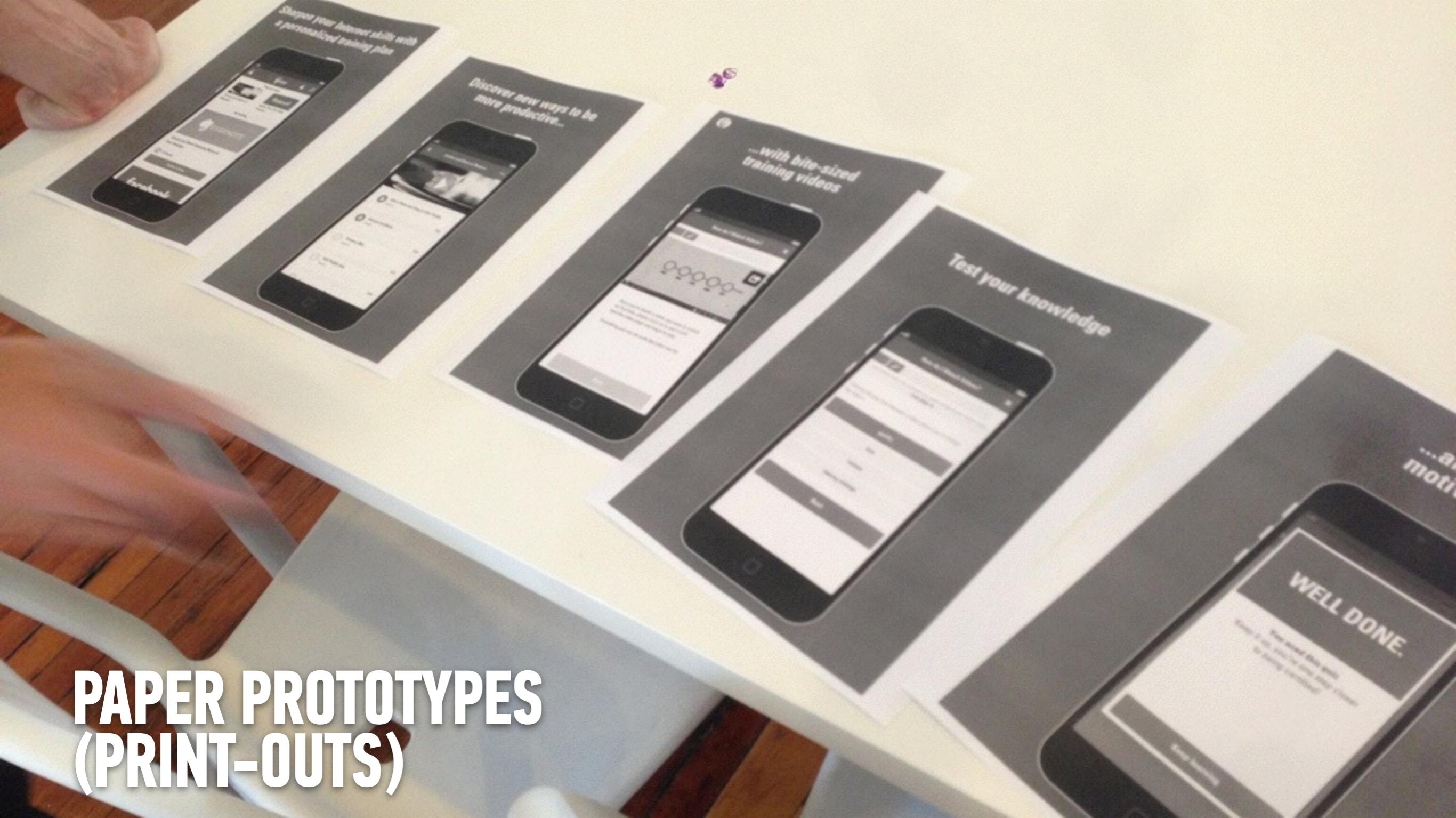
OVERVIEW



PAPER PROTOTYPES (SKETCHES)

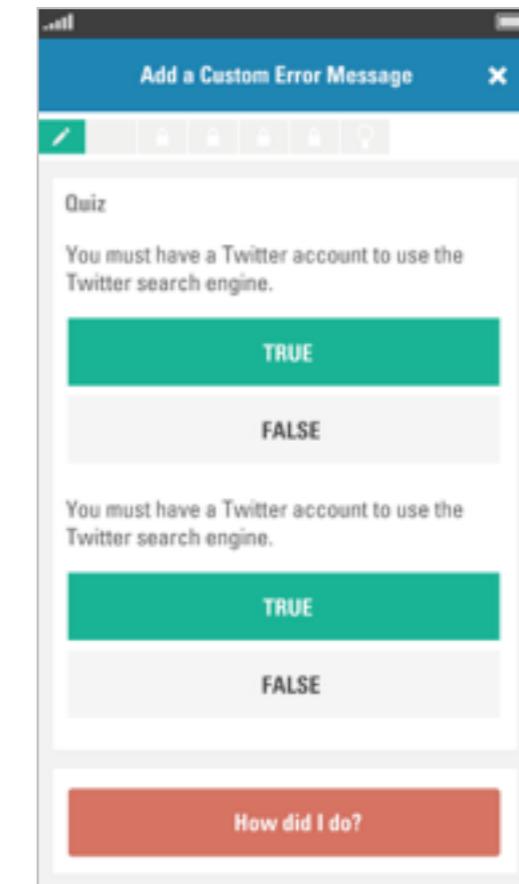
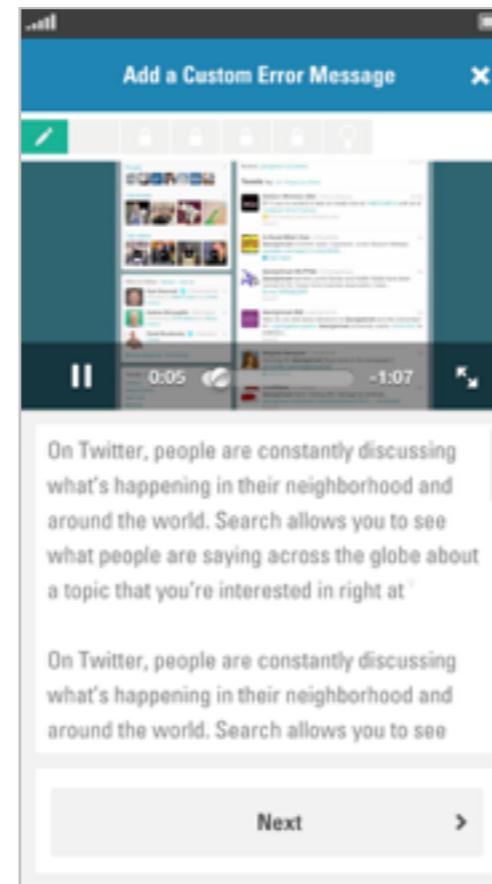
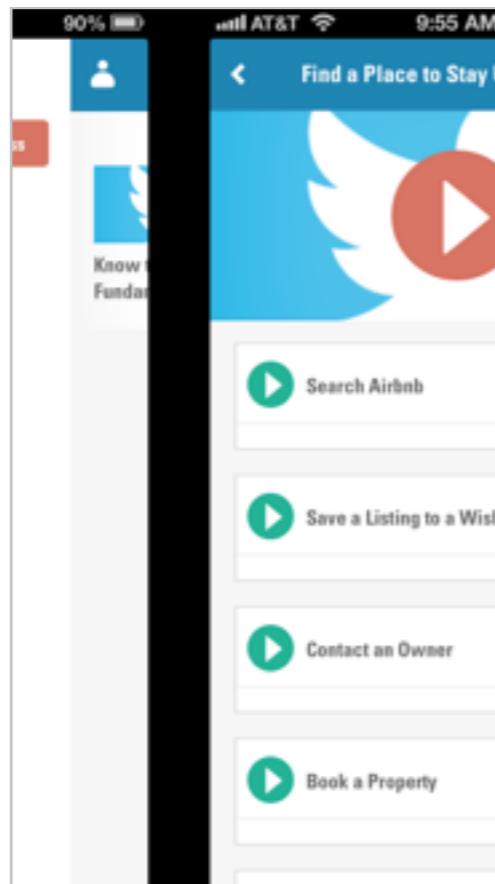


PAPER PROTOTYPES (PRINT-OUTS)

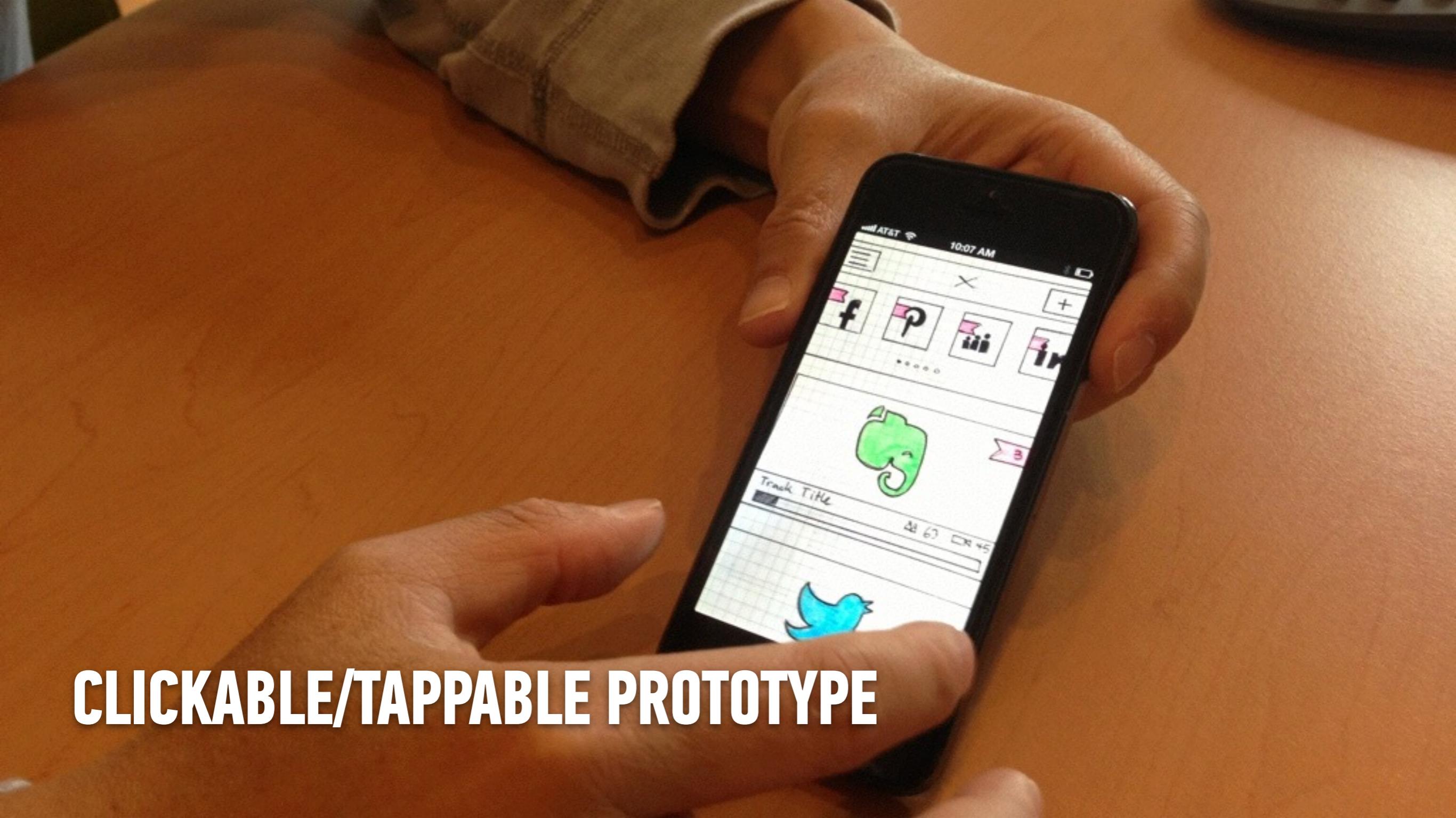


TYPES OF PROTOTYPES

PHOTO GALLERY



CLICKABLE/TAPPABLE PROTOTYPE



PROTOTYPING

PROTOTYPING TOOLS

PROTOTYPING TOOLS

KEYNOTE/POWERPOINT

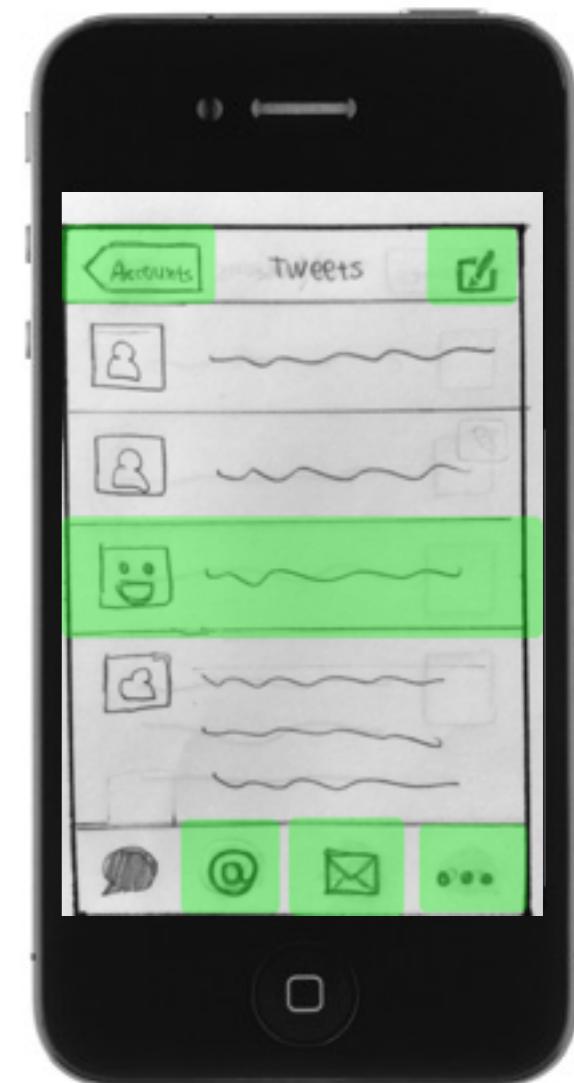
- You probably already know how to use it
- Can be high or low fidelity
- Limited built-in prototyping features
- Use Keynotopia for mobile devices



PROTOTYPING TOOLS

PROTOTYPE ON PAPER (POP)

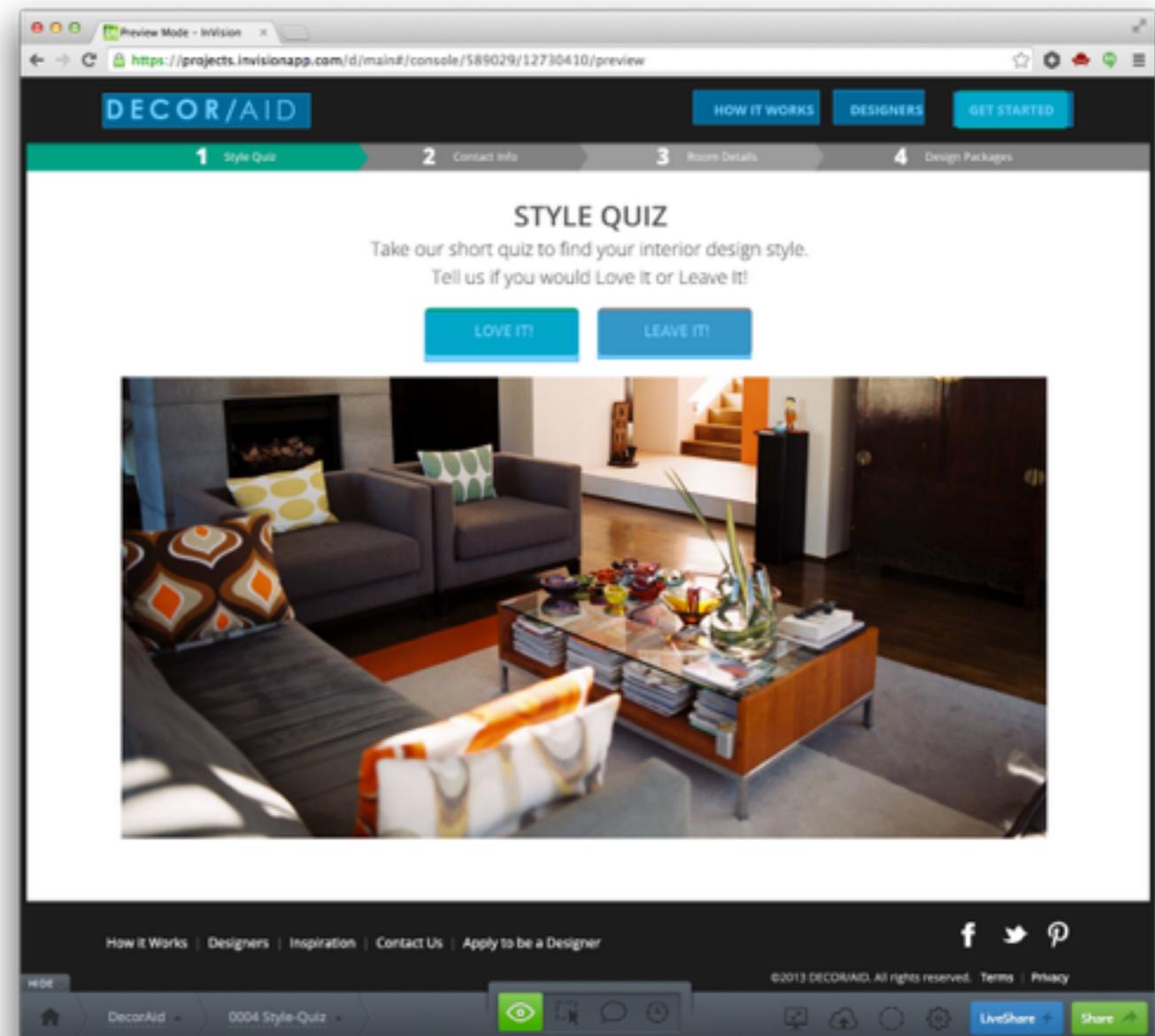
- Snap shots of your sketches with your iPhone
- Build hotspots and link them to other screens
- Put in “play” mode
- Send to remote users for testing



PROTOTYPING TOOLS

INVISION APP

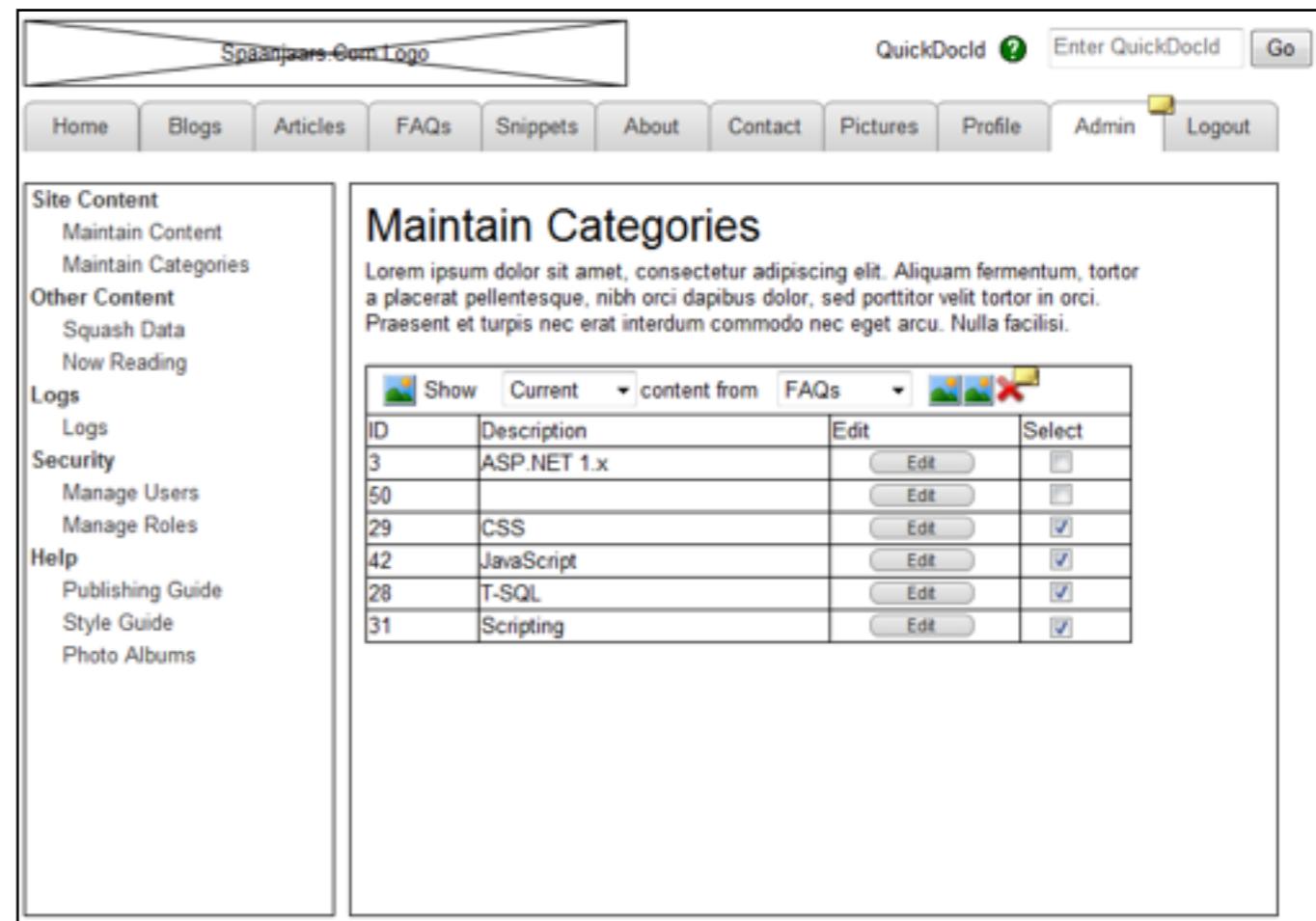
- Upload design comps (mobile or desktop)
- Create hotspots and transitions
- Add comments
- Share for remote testing
- Very robust collaboration features



PROTOTYPING TOOLS

AXURE

- Popular wireframing tool
- Very robust design and prototyping features
- Easily export to HTML as a prototype



PROTOTYPING TOOLS

cooper		ABOUT	WORK	PEOPLE	TRAINING	JOURNAL	CONTACT	NYC								
Prototyping Tools	Ideal for:		Features:													
	Web	Mobile	Desktop	High Fidelity	Animations	Export to code	Sharing	Mobile/Touch	Device testing	Support/community	Good for user testing	Trial version available	Asset and project syncing	Good for existing mocks	Good for wireframes	Good for simulating overall flow
SORT BY		SPEED	FIDELITY	SHARING	USER TESTING	SUPPORT	MOBILE & TOUCH	DYNAMIC ELEMENTS								
 Axure Robust prototyping tool for websites and apps Last updated: Feb 24		40-80 mins	Average	Average	Average	High	Average	Good								
 Briefs Live prototyping tool for iOS apps Last updated: Feb 24		>80 mins	Good	Low	Average	Low	None	Average								
 Flinto Simple prototyping tool																

<http://www.cooper.com/prototyping-tools>

MOBILE PROTOTYPES

LET'S MAKE ONE

EXERCISE

KEY OBJECTIVE(S)

Practice user centered design.

AGENDA

1. Create a prototype based on your wireflows.
2. Test your design on another group
3. Are iterations needed? Did testing uncover problems with the logic or flow?
4. Be prepared to present your prototype to the group

DELIVERABLE

Prototype on paper or the POP app

RESOURCES

Pen/pencil, paper, your phone

USER TESTING

USER TESTING

WHY IS TESTING IMPORTANT

- The best way to find out if something works is to test it!
- You've looked at for so long that you can't see the forest for the trees
- Testing on the actual audience prior to development saves time, money (development costs), reduces avoidable rework. (test with 5 to 7 representative users...)
- Might uncover missing features or confusion functionality.
- Guerrilla testing is better than no testing!
- Doesn't have to be perfect the first time...but as close as possible.

USER TESTING

SOME NOTES ABOUT USER TESTING

- You would typically have screened your testers prior to testing to make sure they are of your representative audience.
- You would typically have a test plan/script.
- Permission to record
- Soft skills of user testing are important to make the user feel comfortable.
- <http://www.usability.gov/>

UX BOOTCAMP

FINAL Q&A

ADDITIONAL RESOURCES & STUFF

CASE STUDY EXAMPLE FROM THIS BOOTCAMP

- <https://medium.com/@KristiJChoi/marking-your-parking-a-ux-case-study-7b55398dd0f0#.kt3h1es4g>

ADDITIONAL RESOURCES & STUFF

ROI OF UX

- <http://www.slideshare.net/JillDaSilva/roiuxjilldasilva20150321-46122659>
- [http://info.usertesting.com/
OnDemandWebinarInvestinginUserExperienceMar2015.html](http://info.usertesting.com/OnDemandWebinarInvestinginUserExperienceMar2015.html)

SOME BOOKS

- [UX Strategy](#)
- [The User Experience Team of One](#)
- [Undercover Experience Design: Voices Matter](#)
- [Design of Everyday Things](#)
- [About Face Essentials Interaction Design](#)

ADDITIONAL RESOURCES & STUFF

TRUSTED SOURCES

- <http://www.nngroup.com>
- <http://www.uie.com/>
- http://www.uie.com/articles/three_hund_million_button
- <http://blog.invisionapp.com/>

COOL UX CHECKLIST

- <http://uxchecklist.github.io/>

ADDITIONAL RESOURCES & STUFF

SOME MORE BOOKS

- GameStorming: <http://gamestorming.com/>
- Book: <http://amzn.com/0596804172>

ADDITIONAL RESOURCES & STUFF

USEFUL LINKS

- <http://www.usability.gov/> [For user testing]
- <http://www.usertesting.com/> [remote user testing; fast results]
- <http://tympanus.net/codrops/category/playground/> [inspiring interaction library]
- MVP vs. MDP: <http://www.startupblender.com/minimum-viable-product-vs-minimum-delightful-product/>
- 960 Grid [for responsive design]: <http://960.gs/>
- <https://medium.com/@jonhpittman/the-tyranny-of-the-minimum-viable-product-fb25e2e57e6e>

ADDITIONAL RESOURCES & STUFF

PORTFOLIOS

Starting a UX Career:

<http://thenextweb.com/dd/2015/06/17/the-ultimate-guide-to-launching-your-ux-career/>
<http://uxmastery.com/how-to-get-started-in-ux-design/>

Portfolios:

- <http://www.uxexplorer.com/>
- <http://www.elizetodd.com/>
- <http://jbarr.co/>
- <http://uxaviator.com/>
- <http://simonpan.com/>
- <http://www.work.co/virgin-america/>
- <http://dejan-markovic.com/>
- <http://haraldurthorleifsson.com/>

ADDITIONAL RESOURCES & STUFF

EXPLODING KITTENS

- <https://www.useronboard.com/>

BEST PRACTICES FOR USER ONBOARDING

- <https://www.useronboard.com/>

ADDITIONAL RESOURCES & STUFF

ADDITIONAL READING ON WHY UX IS IMPORTANT

- <http://blog.crazyegg.com/2012/07/24/what-is-user-experience/>
- <http://designshack.net/articles/why-does-user-experience-matter/>
- <http://insights.wired.com/profiles/blogs/great-user-experience-why-does-it-matter>
- <https://www.youtube.com/watch?v=O94kYyzqvTc&feature=youtu.be>
- <http://spectrum.ieee.org/computing/software/why-software-fails>
- <http://www.usability.gov/what-and-why/benefits-of-ucd.html>
- 35 Free e-books: <http://www.keepitusable.com/blog/?p=2291>