

# Incorporating User Experience (UX) into Your Projects

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Most business models have focused on self interest instead of user experience

-TIM COOK, CEO, APPLE



# Overview

- Why UX is important to you
- What User Experience (UX) is (and not)
- Core Principles
- Workflow
- Examples



# What is UX & Why it Matters

User experience (UX) is the basis for all Web activity, and thus underpins everything we do in Web design and development. Successful projects bake UX in from the ground up, from discovery through planning, iteration, testing and deployment.

**No matter how beautiful our code may be, of what use is it if it's irrelevant to our users?**



# UX ≠ UI

What does UX actually mean? The various UX roles that a person can fulfill are plentiful. Some are whole jobs, some whole careers—others are tactical roles that we all move in and out of.

## How UX Wants to Be Seen

- Field Research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating Personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation

- Terminology creation
- Copywriting
- Presentation and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

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**UX is the intangible design of a strategy that brings us to a solution.**

**SOURCE:** Erik Flowers <http://uxisnotui.com>



# Core UX Principles

**DISCOVERABILITY**—Can users discover how to accomplish their tasks the first time they look at a product?

**LEARNABILITY**—Can users easily learn a product's interaction models and predict how to move from one part of the product to another? On repeat visits, can they remember how to engage with the product to accomplish their goals?

**EFFICIENCY**—Once users have become repeat users, can they accomplish repetitive tasks quickly and easily?

**SYSTEM PERFORMANCE**—How nimbly does the user interface respond when users click a button or interact with the product? If it's slow, designers have a part to play in improving the total experience, including system response times when user are performing tasks.

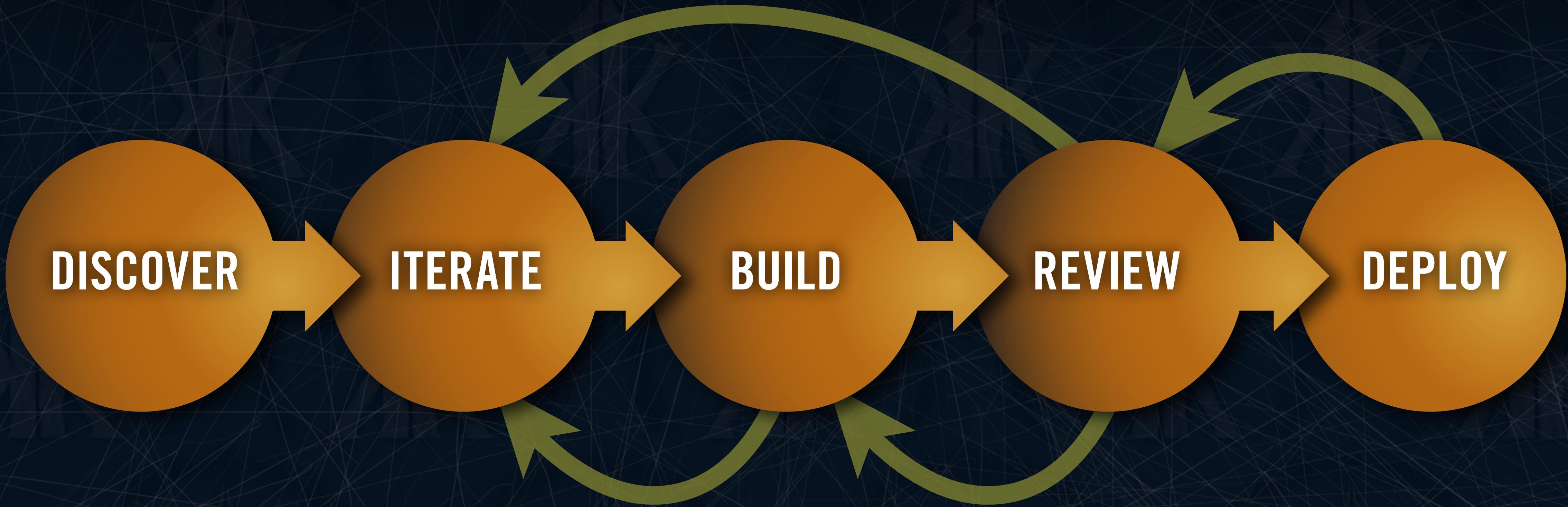
**DELIGHT**—Does the product delight users? If you can instill an emotional connection to a product in users, they will champion your product and share its virtues.

**SOURCE:** Jim Nielsen—Global Head, User Experience, of HP's Consumer Travel Division

<http://www.uxmatters.com/mt/archives/2014/11/fundamental-principles-of-great-ux-design-how-to-deliver-great-ux-design.php#sthash.6JjOouAg.dpuf>



# Workflow Process Overview



Empathy for **all** project members is key—as well as leaving the fear to be wrong behind. Rapid iteration and close collaboration.



# Discover

- User and stakeholder interviews—find the actual goal, not a vague desired result
- Requirements gathering
- Securing buy-in from key stakeholders
- Personas—don't have to be elaborate, but offer an effective method to gauge the effectiveness of your product in real-world situations



# Discover-Tool Set

- Whiteboard
- Post-Its
- Paper
- Interviewing aids-recorders



**Website Design/Redesign Questionnaire**

**Introduction**  
Your input and collaboration is key to a successful project. This questionnaire will help you organize and identify the overall goals of your Web presence design/redesign. Although lengthy, it is of great help in sketching out important project details and setting a blueprint for success. Answering the following questions gives us important direction in understanding the scope of work for this project, and helps us successfully reach your goals faster.

**1. GENERAL INFORMATION**

1. What is the name of your company and your current (or intended) URL?
2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.
3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?
4. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

**2. CURRENT SITE (IF APPLICABLE)**

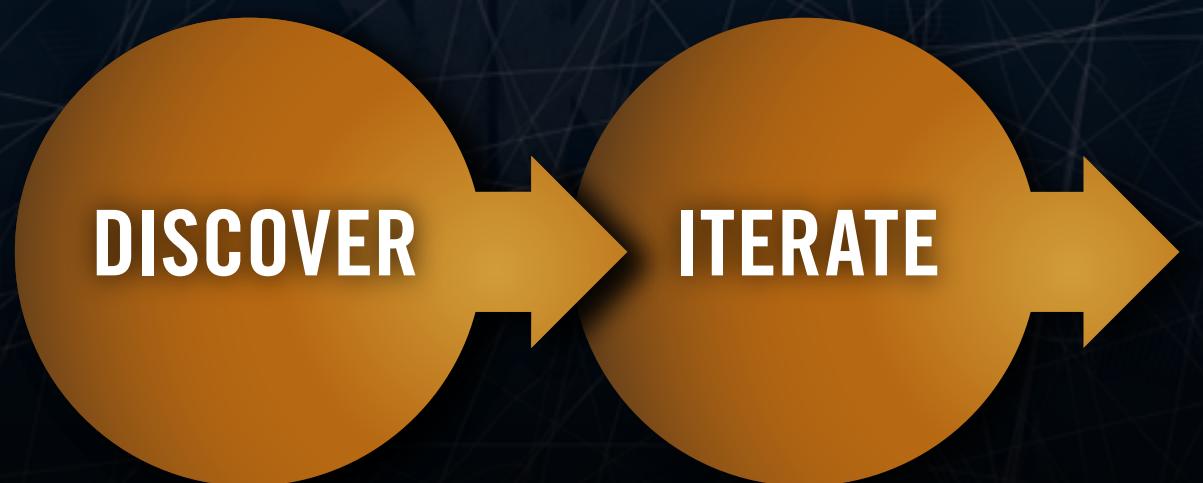
1. Do you feel your current site promotes a favorable user experience? Why or why not?
2. What specific areas of your current site do you feel are successful? Why are they successful?
3. What shortcomings exist with the current site, and what three things would you change on the site today if you could?
4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.
5. How important is it to maintain your current look and feel, logo, and branding?

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# Iterate

- Incorporate research and requirements into prototype
- Use (low fidelity) tools that allow you to rapidly test ideas
- Sprints are excellent methods to generate ideas
- When possible, involve stakeholders here as well.



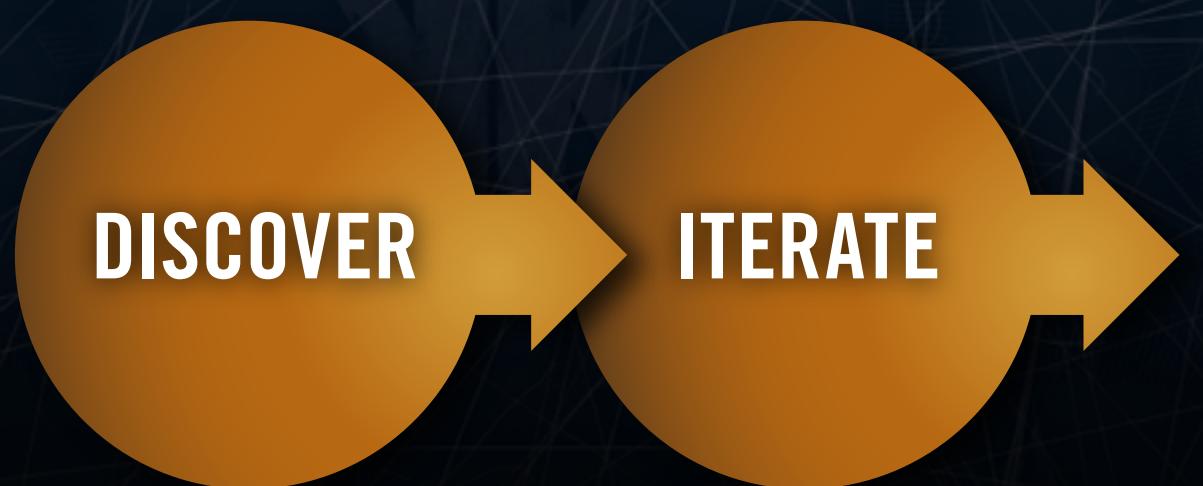
# Iterate-Tool Set

## Suggested Tools

- Paper Templates
- Whiteboard
- Post-Its
- Low-fidelity digital comping tools



N.B. Focus on this stage is rapid generation. Avoid being sucked into drawn-out processes. If need be, devise sprints or short time limits.



# Build

- Incorporate your best prototype(s) into your product
- Test repeatedly, and as often as feasible
- Guerilla UX—random testing can uncover valuable insights
- Modularity—use systems that allow for easy modifications
- If major issues are discovered—iterate again!



# Build-Tool Set

## Suggested Tools

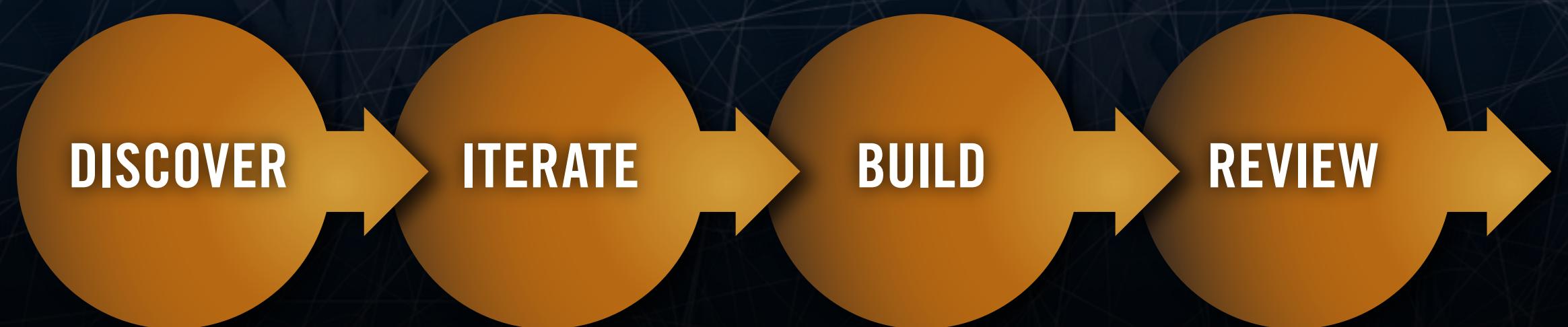
- Code/Image editors of choice
- Spirit of collaboration—do what you can to break down barriers between team members (and clients)
- Array of devices the product will be used on

N.B. Allow your builds to be revised, if at all possible. Developing tunnel vision on a given path can have disastrous consequences.



# Review

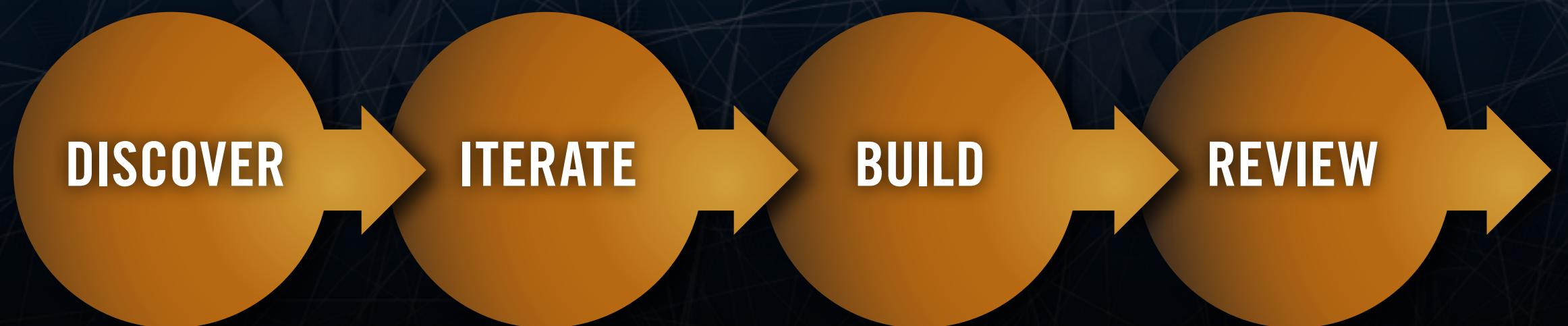
- Functional testing—will the product perform as advertised?
- User testing—getting the project into the hands of actual users is one of the fastest ways to gauge overall effectiveness
- Security—thorough reviews in real-world cases is essential.
- If major issues are discovered—rebuild and/or iterate!



# Review-Tool Set

## Suggested Tools

- Array of devices and browsers to reflect user base
- Account for low bandwidth and other technical challenges
- User testing—make sure the product performs as required, and make necessary adjustments, if needed.



# Deploy

- Once major requirements are successfully fulfilled, launch
- Continual attention to users is essential, whether by the client, or by you. In a constantly changing user landscape, what may have been clear during discovery may now be cloudy.
- If major issues are discovered—review the project, and adapt as needed!



# Deploy-Tool Set

## Suggested Tools

- Software/hardware of choice
- Analytics observations
- Stakeholder feedback

N.B. The UX process doesn't stop here—the path is for continual improvement over the life of the product.



# Examples

- UXPA 2016 Site (in construction)

I. STYLE TILE

HEADER SAMPLE

HOME STAY WHY ATTEND IMPORTANT DATES

Seattle |2016 uxpa conference

Seattle 2016 May 31 - June 2

TEXT SAMPLE

**Heading 1**  
**Heading 2**

Eius re sit quam in natibero endiore exeri dolor siminctibus. Facea eatem fuga. Nament volessit quodist, velitas ut omni quibea volupta turitem dolupta tenimol upatetem hillaccus apelit que verit libearit etusa iusamen desctendae ped quo dollecati berum dolor as velibusdae rem nihit ipienem a con comnhi ciendae prorat.

Am dolestius mi, quatari quo volupis non cum excernam, sin eiunditat es arum que latiis etur,

COLOR SAMPLES

IMAGE SAMPLES

BUTTON SAMPLE

Normal State Hover State

DESCRIPTIVE ADJECTIVES

Inclusive **Designer** Developer  
Inviting User Experience Interaction  
Networking **Informal**

1765-UXPA 2016 IDENTITY BRIEF AND INTERACTIVE DESIGN GUIDE

UXPA 25th Anniversary

Seattle |2016 uxpa conference

Secondary Action

HOME STAY WHY ATTEND IMPORTANT DATES

SEATTLE 2016  
MAY 31 - JUNE 2

Submit Your Proposal Why You Should Attend

Join Hundreds of UX Professionals

UXPA International is proud to be combining forces with the UXPA Seattle Chapter to bring the 2016 UXPA International Conference to the Emerald City! The UXPA Seattle chapter has been active in the Puget Sound area for several years and has grown to be an integral part of the user experience scene.

Seattle is home to many companies, some of which you might know: Microsoft, Amazon, Facebook, Adobe, Big Fish Games, Allrecipes, Cheezburger, Tableau Software, Zillow.com - just to name a few!

Register Now!

X Days X Hours X Minutes X Seconds

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Lorie Whitaker Chair

Ona Anicello Co-Chair

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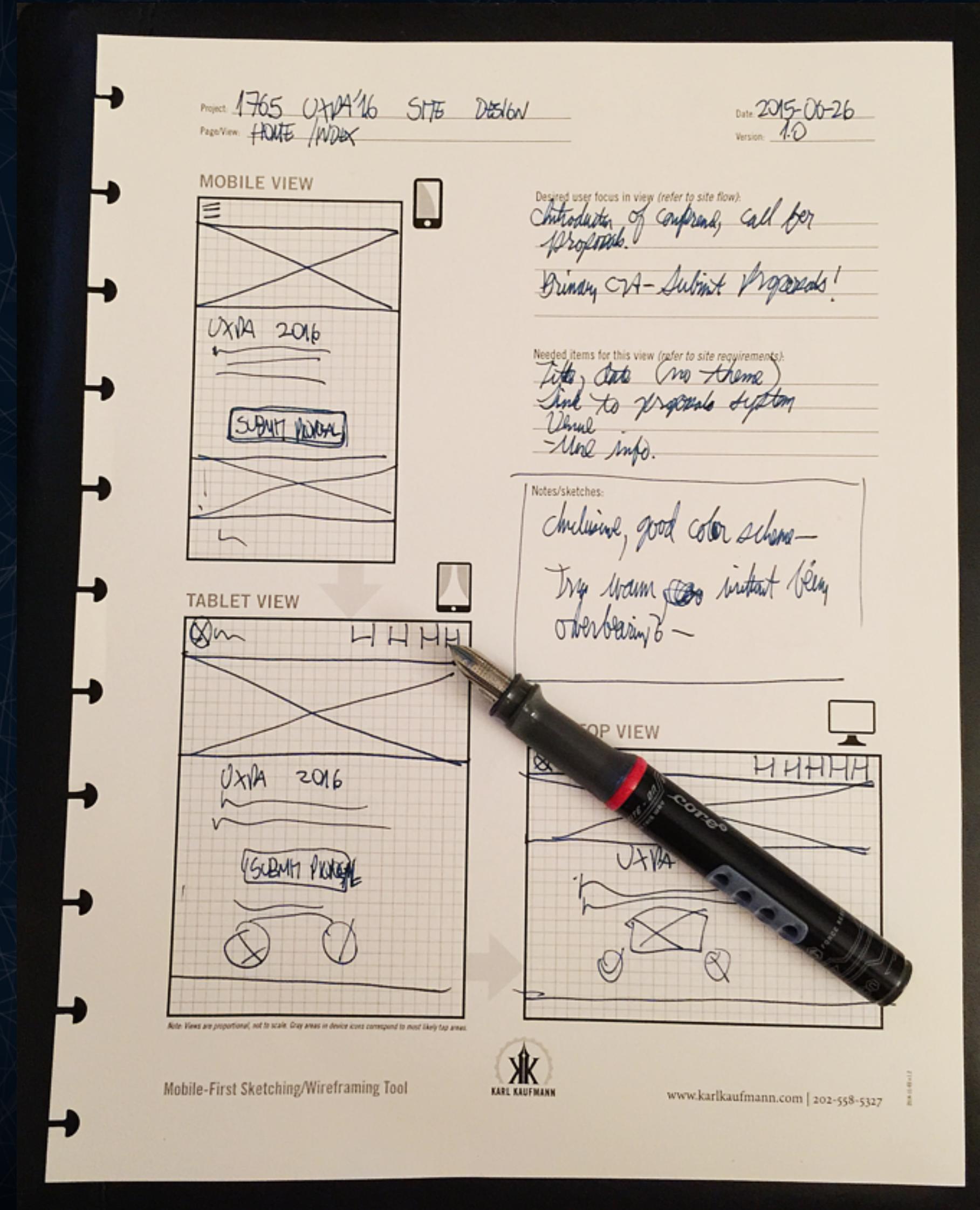
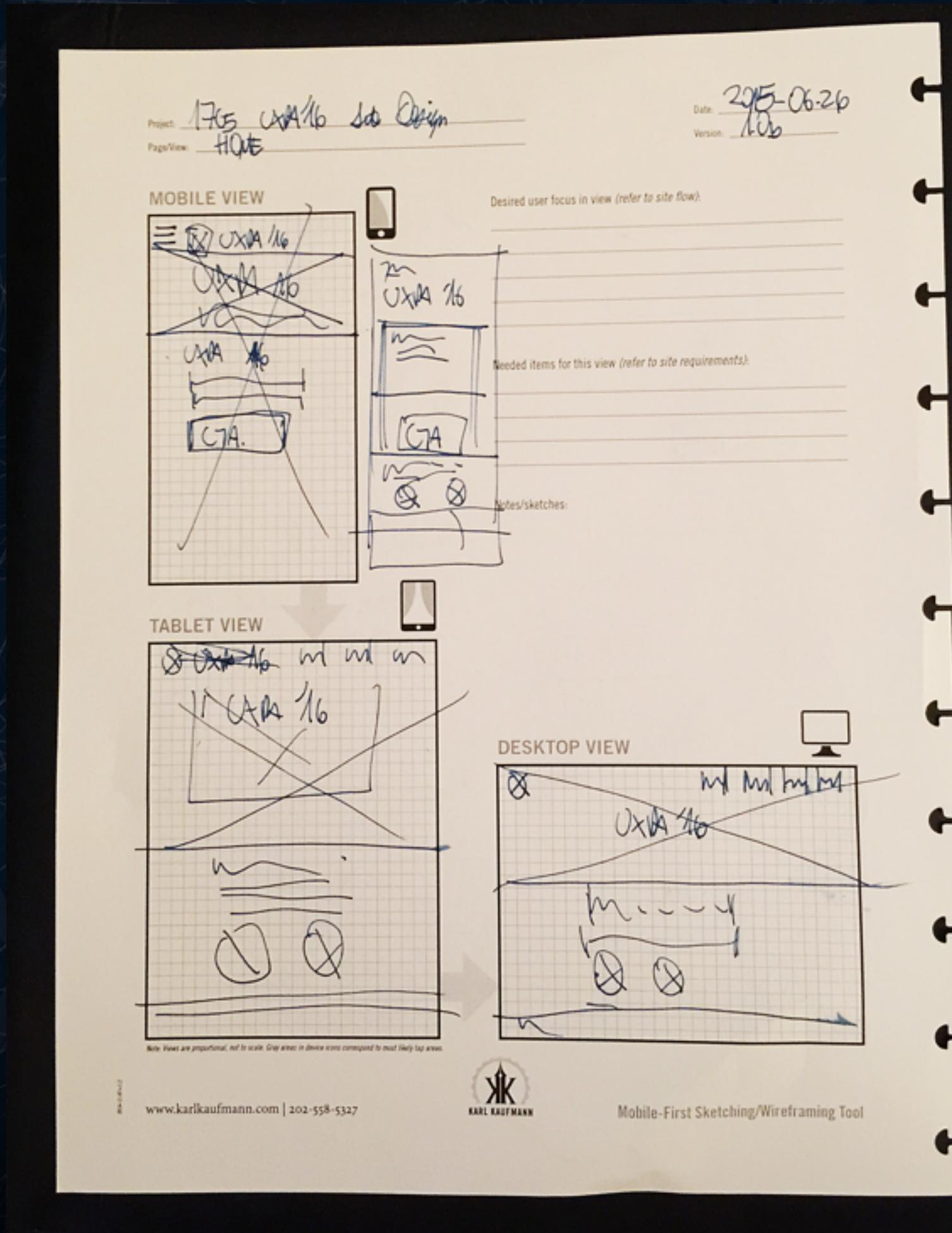
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Twitter Facebook Google+ Home | Stay | Why Attend | Important Dates



# Examples

- Rapid paper iteration using worksheets



# Epilogue

- Prototyping is of critical importance in print products, as well, as this piece demonstrates.



# Conclusion

Incorporating user experience into your project from the outset, and not as a single step, goes a long way toward ensuring success. It's not a rigid framework, but a concentrated focus on the main reason for your project—satisfied end users.



# Wrap-Up

## Suggested Resources

- ***The User Experience Team of One: A Research and Design Survival Guide*** (Rosenfeld) Leah Buley, July 2013
- ***Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*** (3rd Edition) (Voices That Matter) Steve Krug, January 2013
- ***The Design of Everyday Things: Revised and Expanded Edition*** (Basic Books) Don Norman Nov 5, 2013
- ***A Project Guide to UX Design: For user experience designers in the field or in the making*** (2nd Edition) (Voices That Matter) 2nd Edition Russ Unger and Carolyn Chandler, March 2012



# Thank You



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