0

Kickoff

Crash course in UX

Agenda

1. Meet and greet the instructors
2. The user-centered approach
3. Outline of the whole training
4. Split into teams
5. Elevator pitch of your project

Stefan

RWTH AACHEN UNIVERSITY

MSc Human-Computer Interaction

SINGULARITY UNIVERSITY

Graduate Studies Program

KNOWLEDGE WANTS TO BE FREE
INTERACTION DESIGN FOUNDATION
Est. 2002

Interaction Design Foundation

INFRAGISTICS®

Sr. UX Architect

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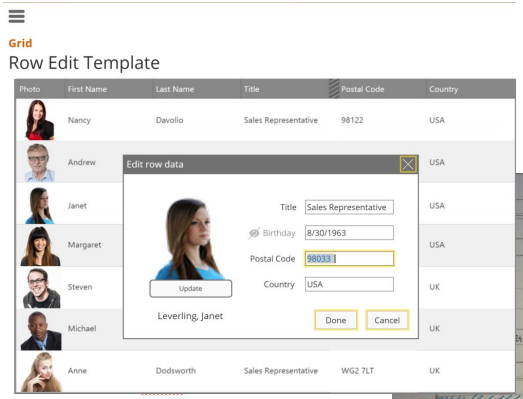

typed in correctly and blur the editor the n
time and start moving from one field to an
an error notification every time – unless th
notifier is a stressful experience for the enc
a minimum for such "browsing" rather than

Multiple progressing validation indicat

As a user I expect that for a field with multi
of the criteria are met, and which are not y
style and appearance of the igNotifier, but since it progressively updates each bullet based on my entry in real time, the bullets might be styled differently according to whether their criteria are met.

password *

- This field is required
- Entry must be more than 6 symbols
- Entry must have at least one digit

*

- This field is required
- Entry must be more than 6 symbols
- Entry must have at least one digit

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- This field is required
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*

- This field is required
- Entry must be more than 6 symbols
- Entry must have at least one digit

George

НОВ БЪЛГАРСКИ УНИВЕРСИТЕТ

BA “Computer Graphics & Animation”
MA “Graphic Design”

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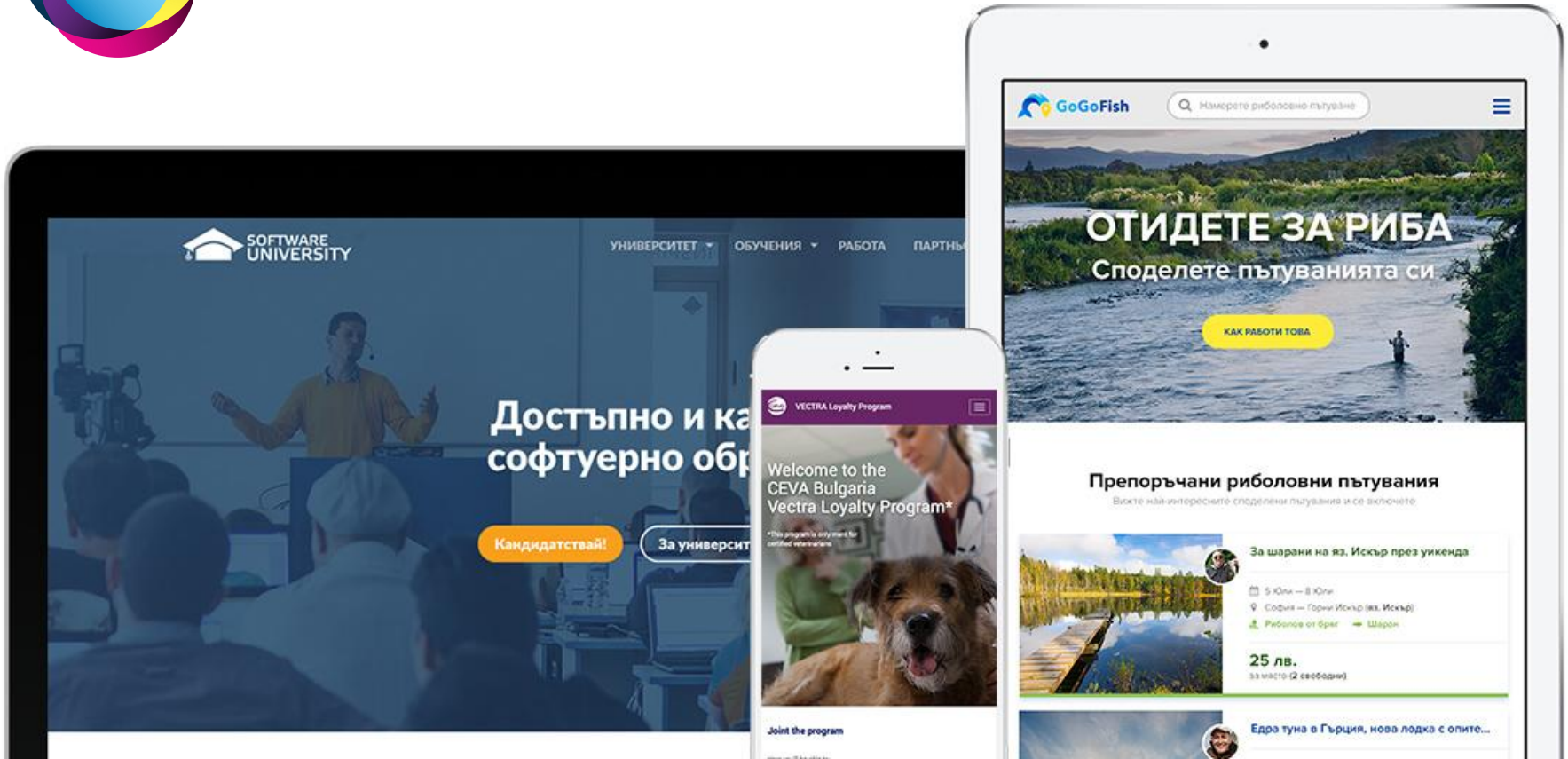
xssoftware

VP Design & Art

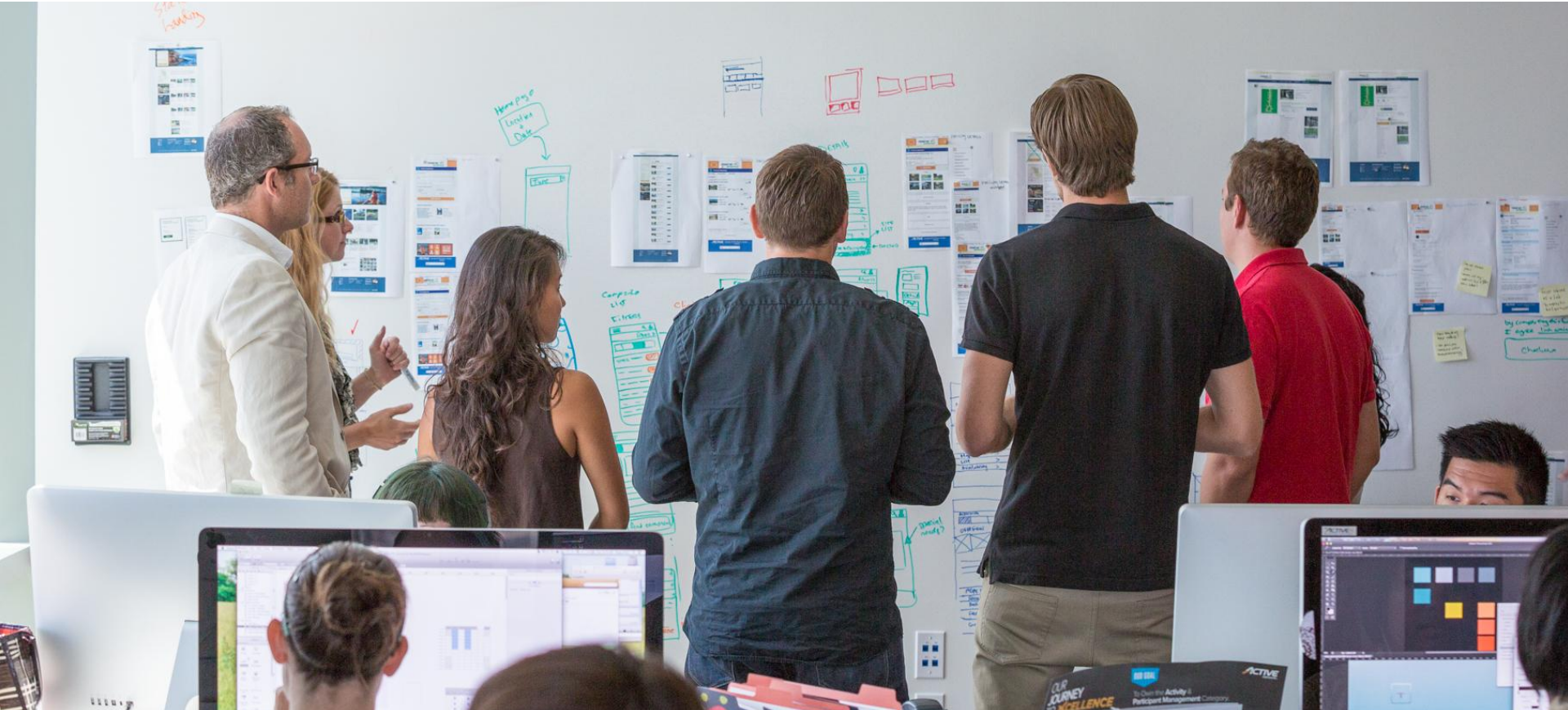
HYPE

Co-founder
Creative Director

www.hihype.com



Why User Experience?

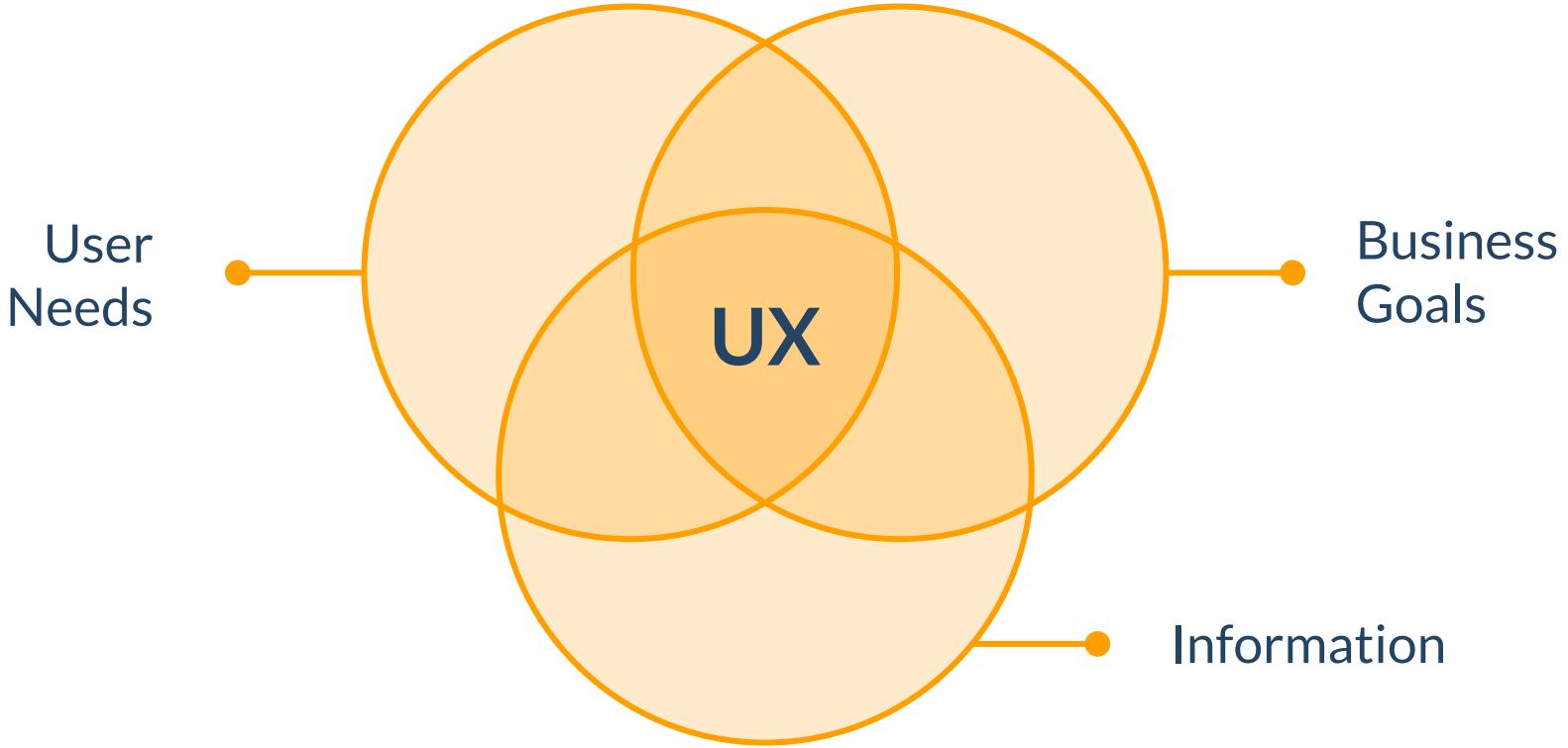


Here’s why:

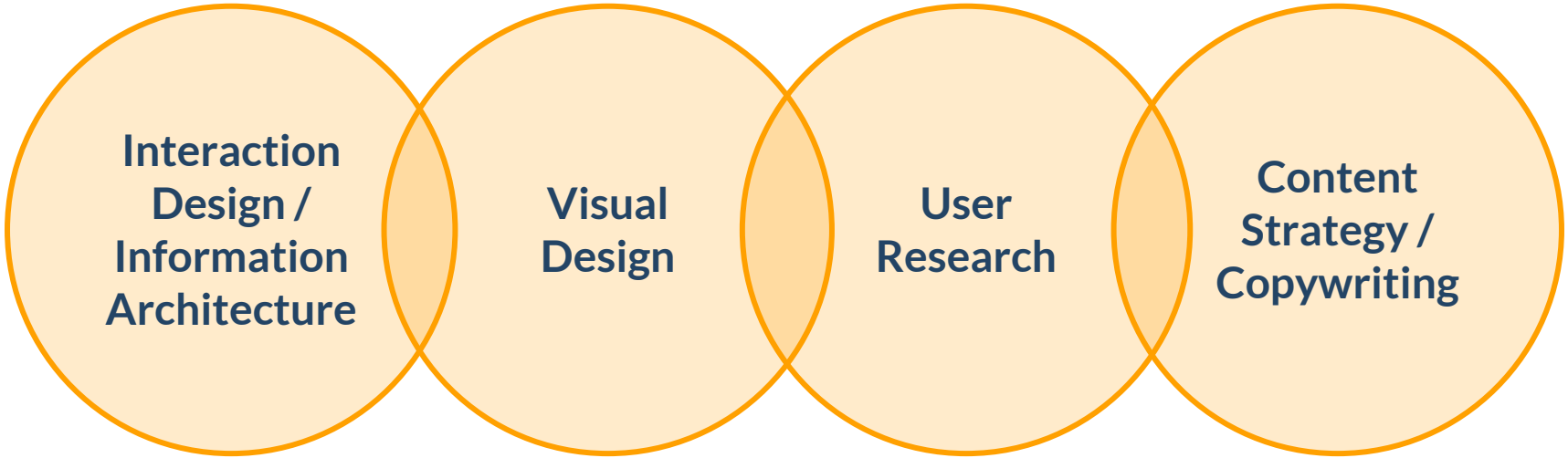
- UX is a force for good
- The world needs more of it
- You can make that happen

What is User Experience?

What is User Experience?



UX: A mix of several disciplines



User-Centered Design

Validate

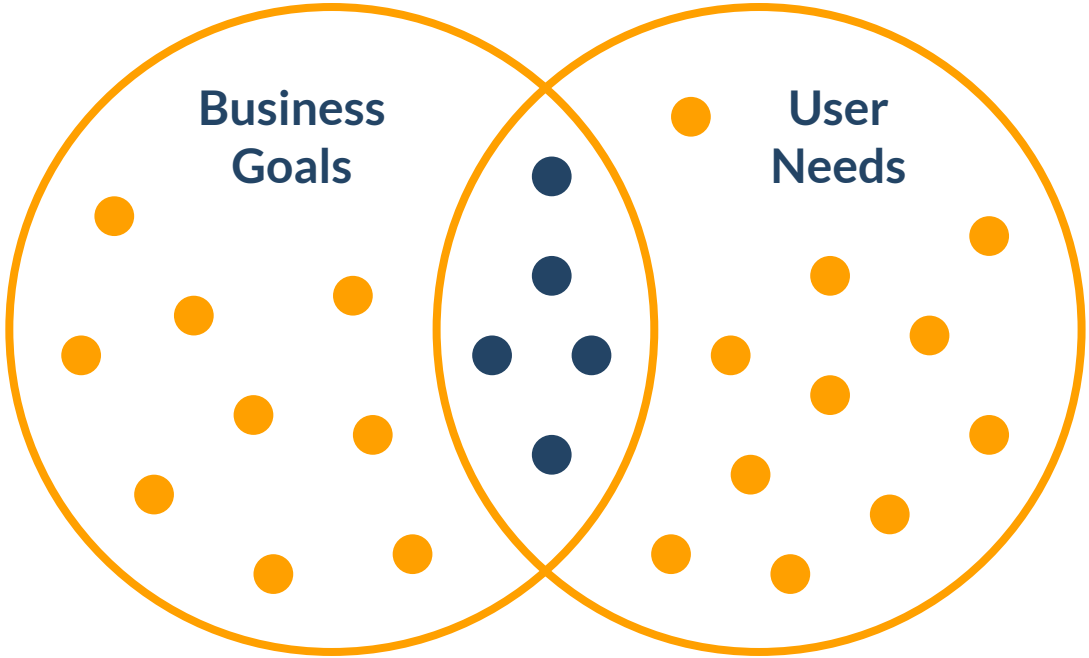
Research

Prototype

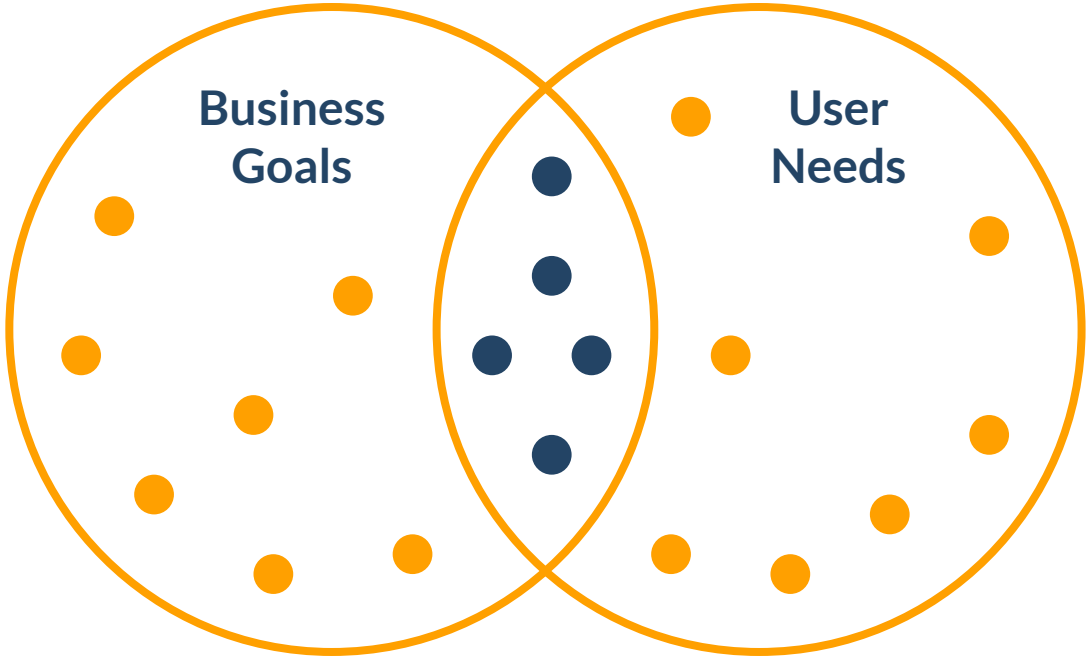
User-Centered Design

User-Centered Design

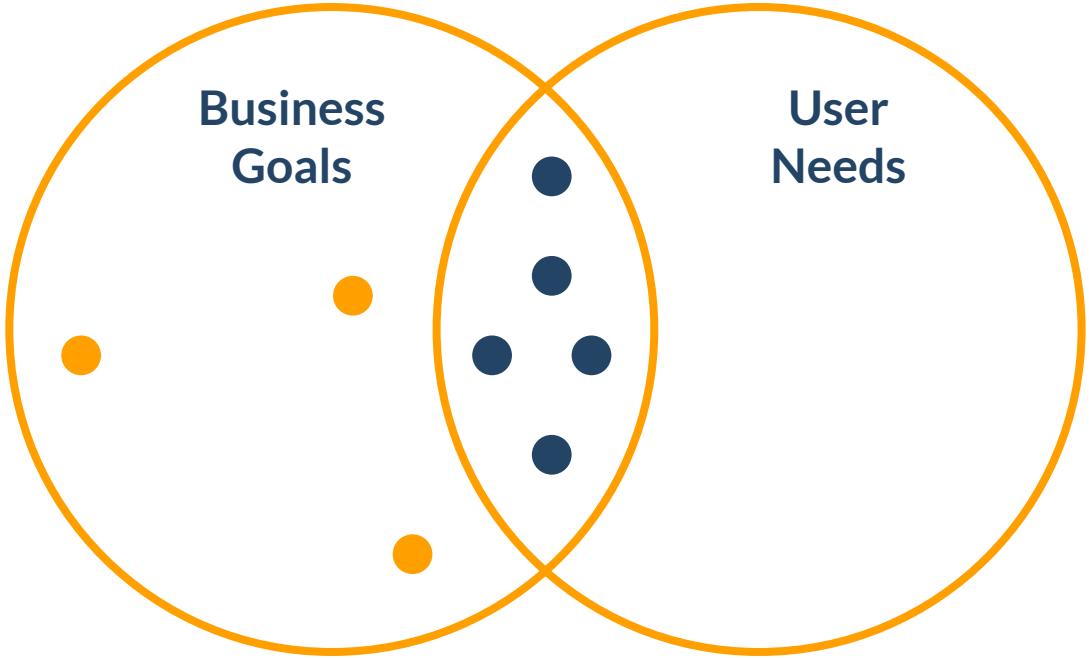
User-Centered Design



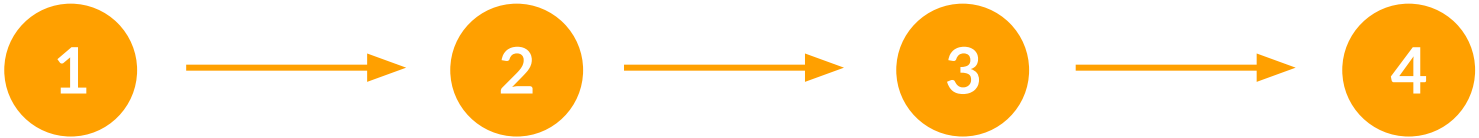
User-Centered Design



User-Centered Design



Empathy



Invite People In

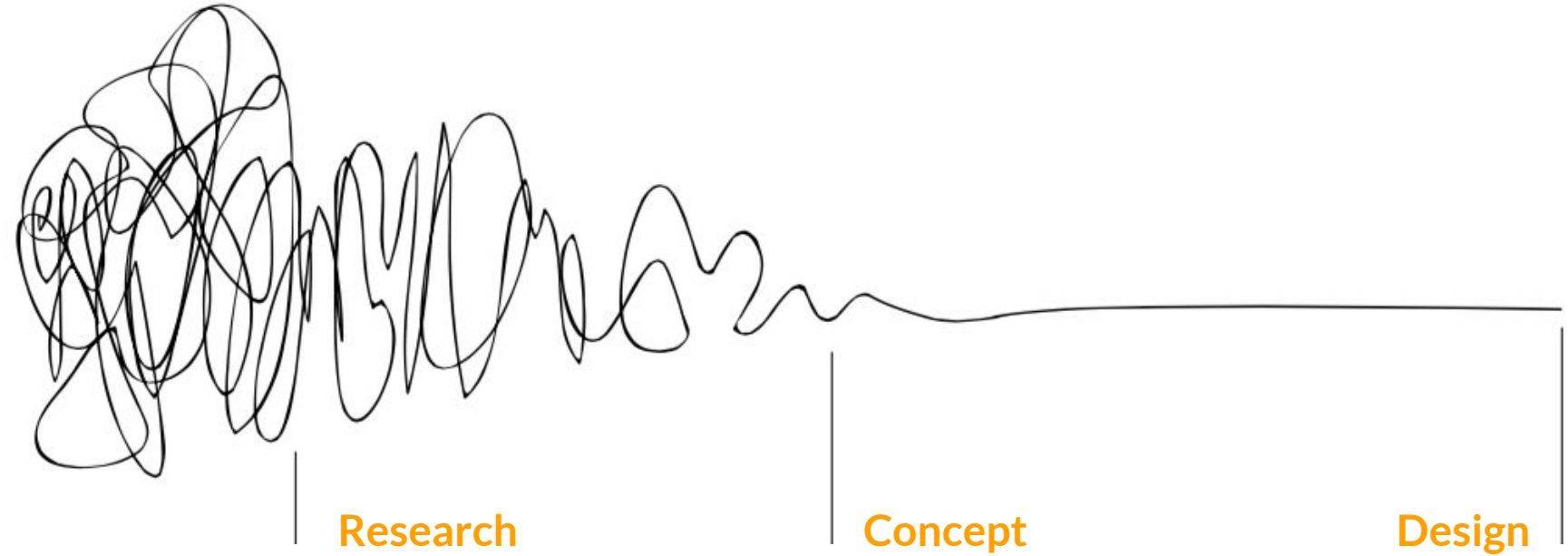
Make Things Together

Truly Listen

Know When It's Good Enough

Uncertainty / Patterns / Insights

Clarity / Focus



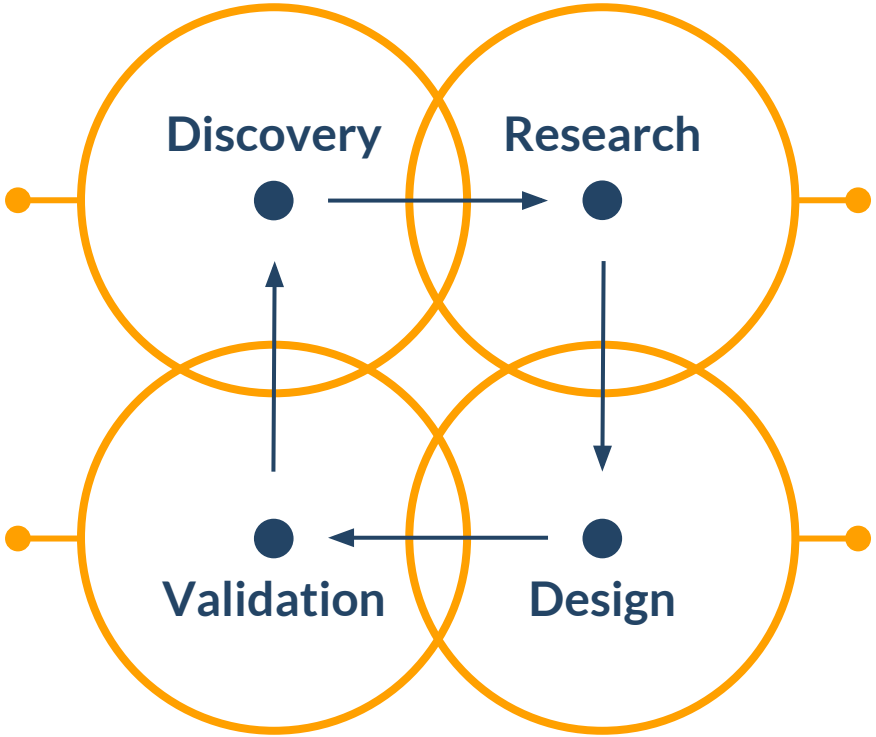
Research

Concept

Design

Training overview

1. Intro
2. Discovery



5. Validation

3. Ethnographic Research
4. User journey

6. Storyboarding
7. Paper Prototypes
8. Layout
9. Interactive Prototypes
10. Visual Design

Training overview

Evaluation

40
points

Final Test

+

60
points

Project Defense

Min. points to pass:
75

Keep calm &

take a break

Split into teams

1. Find out your team at softuni.bg
2. Find your place & meet your teammates

5
people per team

Your Team Project

1. You will be creating your very own product throughout the course
2. Find out the problem we've assigned to your team
3. Come up with an idea for a solution (Web-based, Mobile App, IoT, anything really)

The Elevator Pitch

TOYOTA
OYOTA-LIFT
OF LOS ANGELES
941-4155

Homework

1. Create an elevator pitch for your project
2. Practice your presentation in 1 minute
3. Next time you will be presenting your elevator pitch. Yay!