USER EXPERIENCE

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WHAT I DO

- UX design

- Interaction design / UI design

- Current job: intranet environment for Zuyd University of Applied Science

  - For students and staff

  - Mobile and desktop usage

  - Lots of information systems involved

SO WHAT IS UX?

Quick poll: What do you guys think?

WHAT IT ISN'T

- Visual design

  - 'Make it look sexy'

  - Color, style, font choice, etc. are not your user's worst issue

WHAT IT ISN'T

- UI design

  - UX is not about what button goes where…

  - UI design comes after UX lays the foundation

SO WHAT IS IT?

- Ask 5 people, get 5 different answers

- Mine:

  "UX design is about solving problems for your users"

You need a process

- UX has to be the base of your entire process

- Not; "Do your UX thing so we can start developing."

Basic rule

- Start at the right level: UX! (not UI)

Discovery

START AT UX LEVEL

- Who are your users?

- What problems are you trying to solve?

Discovery

BASIC RULE

- Understand your user's problem

    - Example: Microsoft is making the system as configurable as possible for the user. Apple is making the system so that you don't have to.

Discovery

BASIC RULE

- Speak to your users

  - Misconception: "We already know our users"

Discovery

Discover problems

- "I just can't find anything I need"

BASIC RULE

- But keep in mind: users are not designers!

Discovery

Basic rule

- Don't forget your business goals

Business goals | UX | User needs
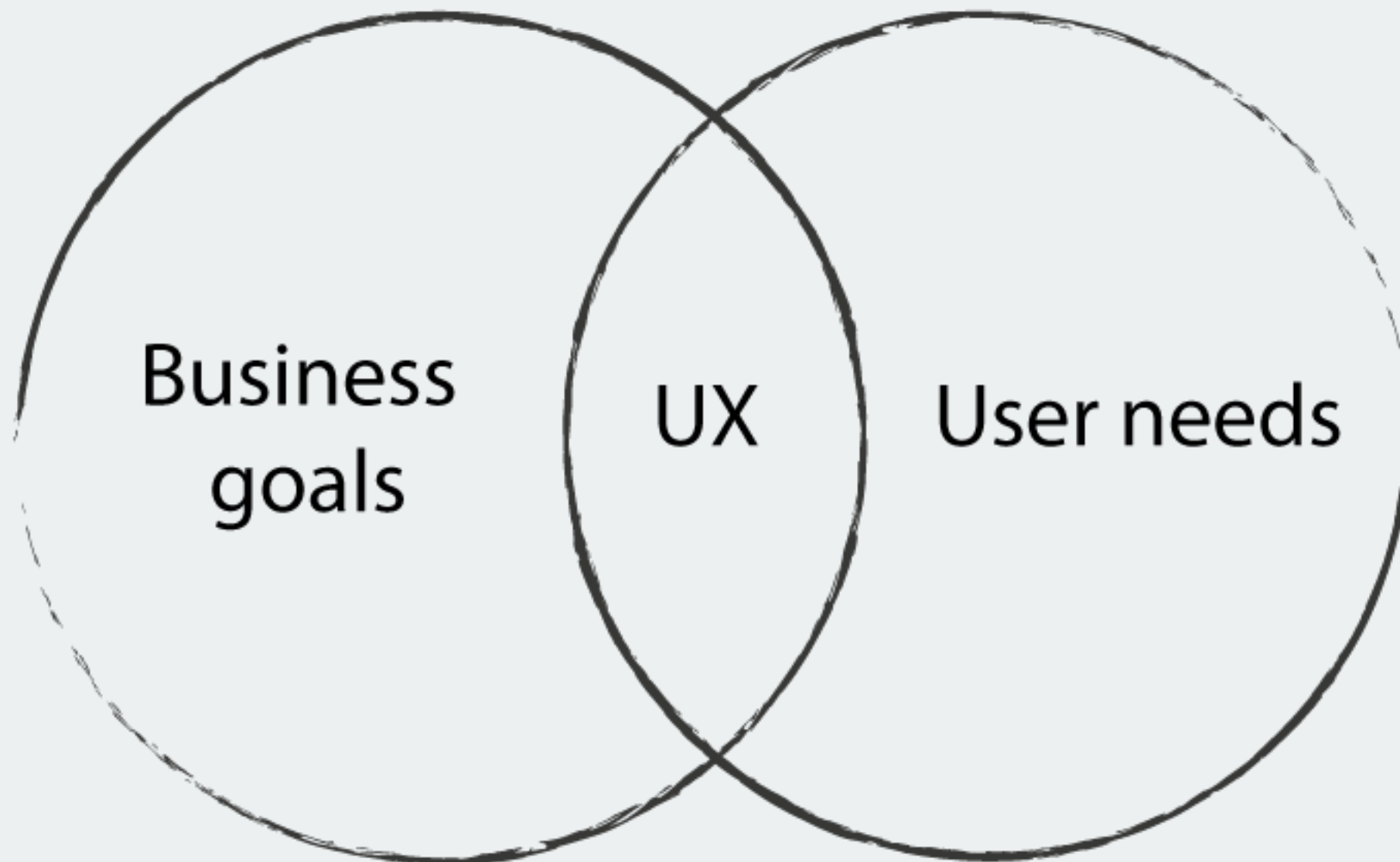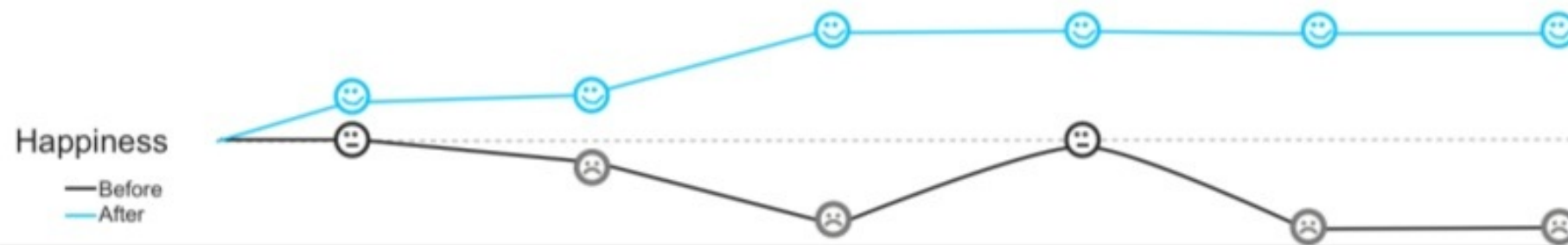
STILL UX NOT UI

- Customer journey

- What flow, pages and interactions will exist?

Strategy

Discovery

Customer Journey

USER STORIES

- What do your users need?

  - Create user stories

Strategy

Discovery

USER STORIES?

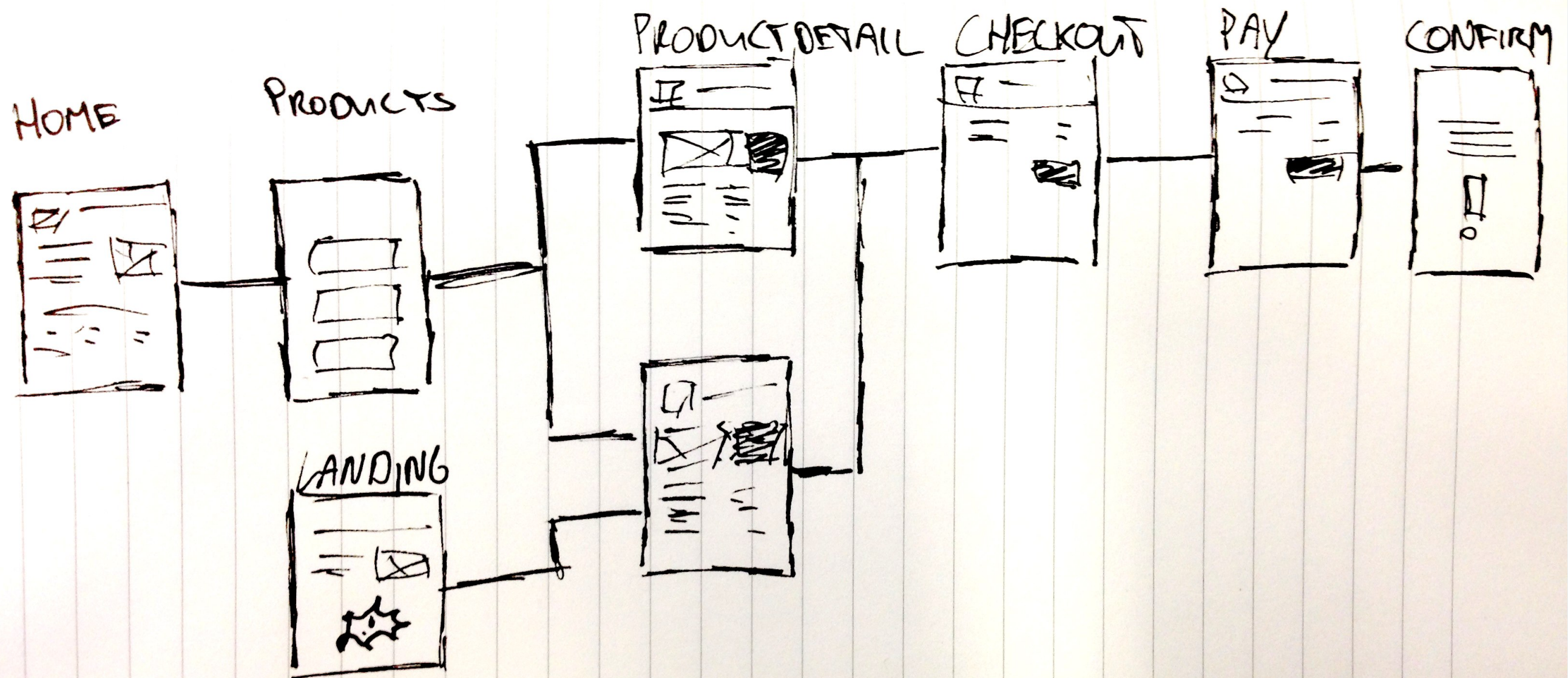- As…\<persona>… I want to…\<complete task>…,
  so….\<benefit>

- Example

Strategy

Discovery

USER STORIES?

- As a golfer I want to see details about a golf course, so I can decide which course best suits my needs
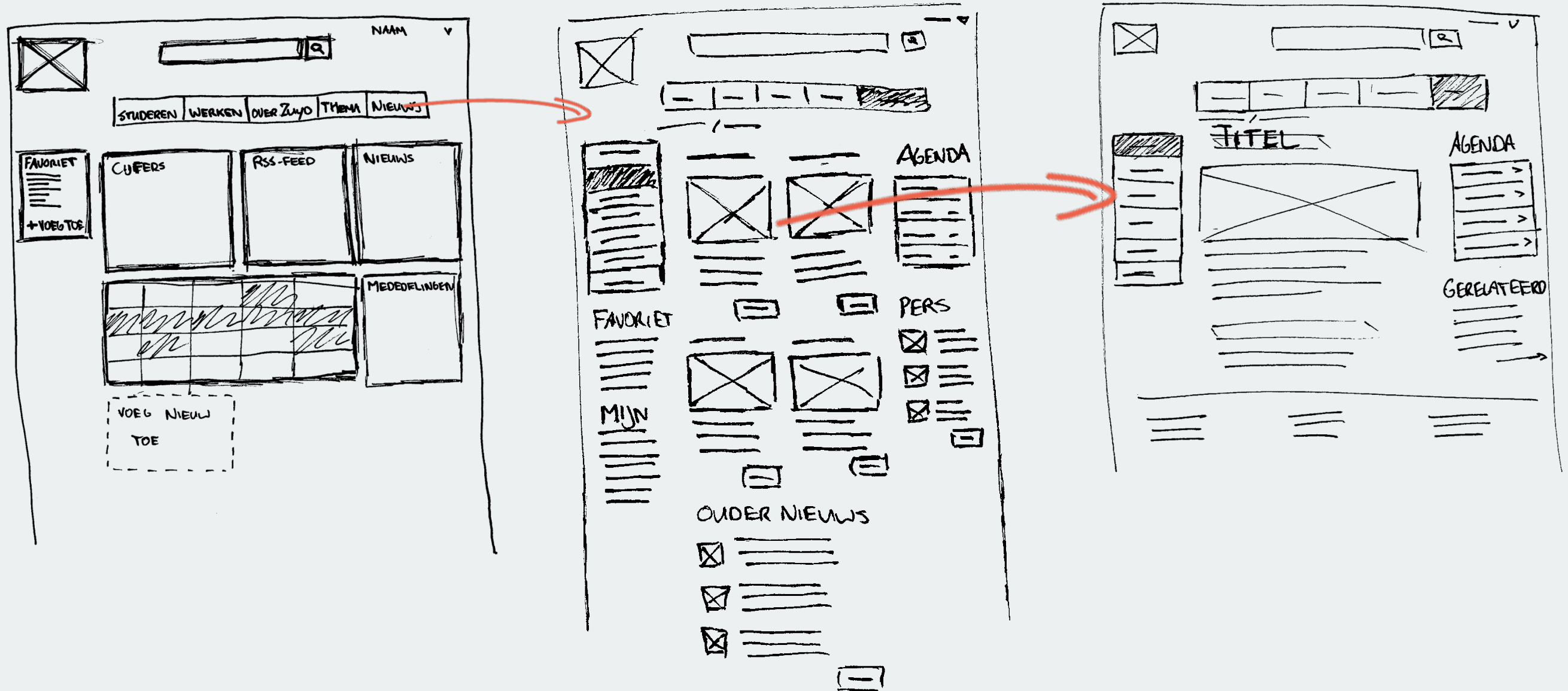
Strategy

Discovery

WHAT PAGES WILL EXIST?

Basic rule

- Form **always** follows function

  - Visual design does enhance the experience, but nail the UX design first

Design

Strategy

Discovery

THIS IS WHERE UI STARTS

- Sketch screens and flows

OBVIOUSLY THERE'S MORE

- Other things impact user experience:

  - Actual UI design (both visual and functional)

    - Persuasive design elements

  - Performance of your product

  - And even beyond that: services you offer, the way you talk to customers etc. etc.

OFCOURSE YOU NEED A TEAM

- Everyone in your team/organisation should be UX minded

  - Yes, also developers

  - It's mostly up to someone's personality, rather then skill

- UI design is a skill, UX is a mindset

DISCUSSION?