

USER EXPERIENCE

Robin Janssen

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”

The screenshot displays the Zuyd Hogeschool website, which is characterized by a highly complex and cluttered navigation system. The interface is divided into numerous overlapping sections and panels, making it difficult for users to find specific information.

Top Navigation Bar: Includes links for "Locaties", "Contact", "Werken bij Zuyd", and "Over Zuyd". Below this, a secondary bar lists various departments: "Studentzaken", "Opleidingen", "Studie", "Diensten", "Kennis & Innovatie", "Bestuur & Beleid", "English", and "Marktplaats".

Left Sidebar: Contains a "Mijn favorieten" section, a "WIE IS WIE" form with fields for "achternaam:", "voornaam:", "Organisatieonderdeel", "functie:", and "vrij zoeken:", and a "ZOEK" button. Below this is a "WIE IS WIE STUDENTEN" section with fields for "achternaam:" and "studentnummer:", and another "ZOEK" button. Further down are "GEBRUIKERSINFO" and "SERVICES" sections.

Main Content Area: Features a large banner for "Studenten en Medewerkers" with the "Infonet" logo. Below the banner, there are several news items and announcements, including "08.10.13 / Zuyd Hogeschool op vijfde plaats in Keuzegids Hbo Voltijd 2014" and "11.10.13 / Centrale Medezeggenschapsraad zoekt verkiezingscommissieleden".

Right Sidebar: Includes a "naar ZUYD.NL" link, a "naar INFONET" link, a "naar PROJECTEN" link, and a "studenten ZUYDNIEUWS" link. Below these is an "AGENDA" section with a table of dates and events.

Bottom Section: A detailed menu structure is visible, listing various services and departments such as "Dienst Onderwijs en Onderzoek", "Finance & Control", "Internationalisering", "Locatie Brusselseweg, Maastricht", "Facilitair Bedrijf (M)", "Human Resources", "Ongewenste omgangsvormen en klachten", "Vastgoedbeheer & Facilitaire Zaken", "Bureau Onderwijs", and "Locatie Sportcentrumlaan, Sittard".

BASIC RULE

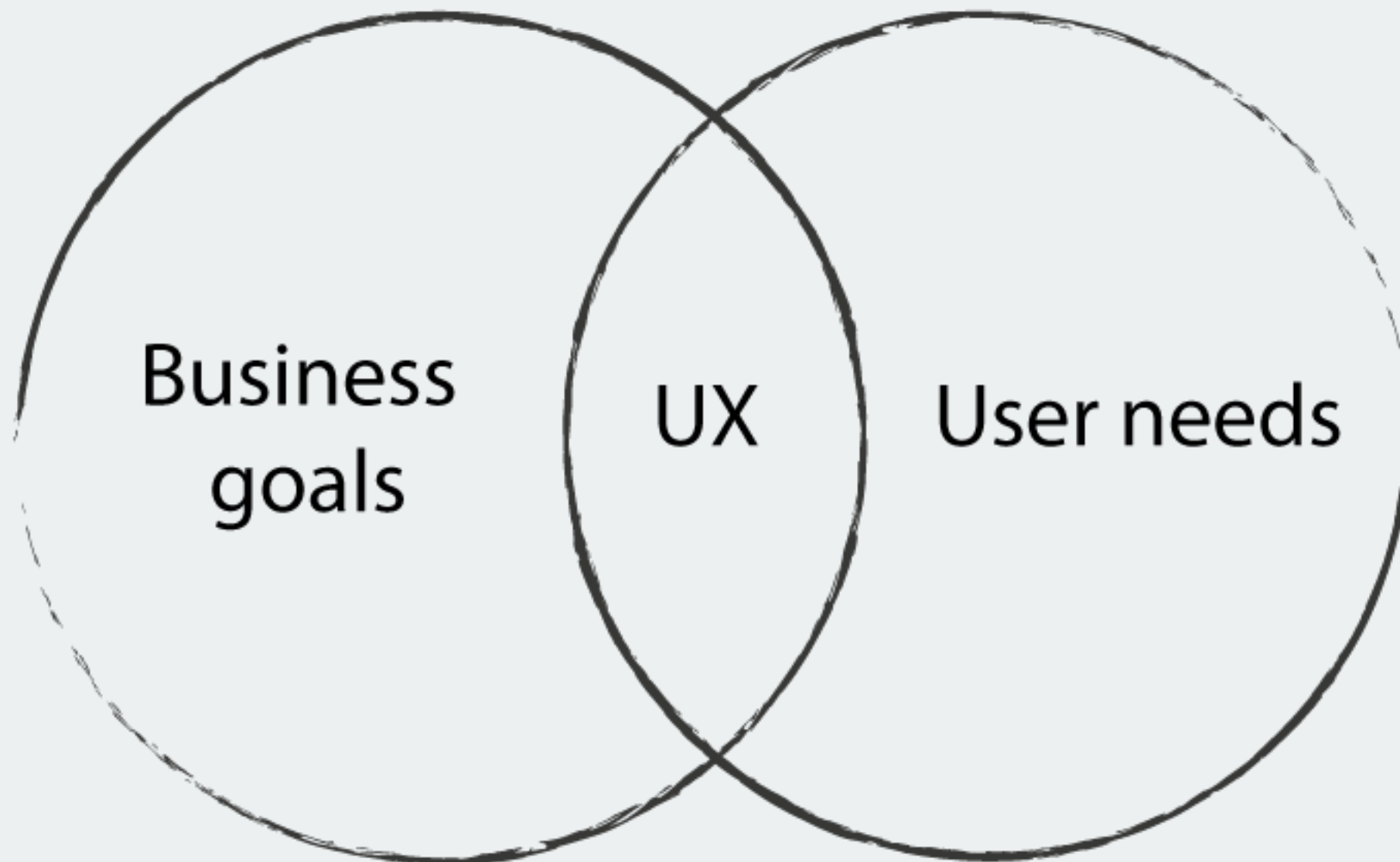
- But keep in mind: users are not designers!



Discovery

BASIC RULE

- Don't forget your business goals



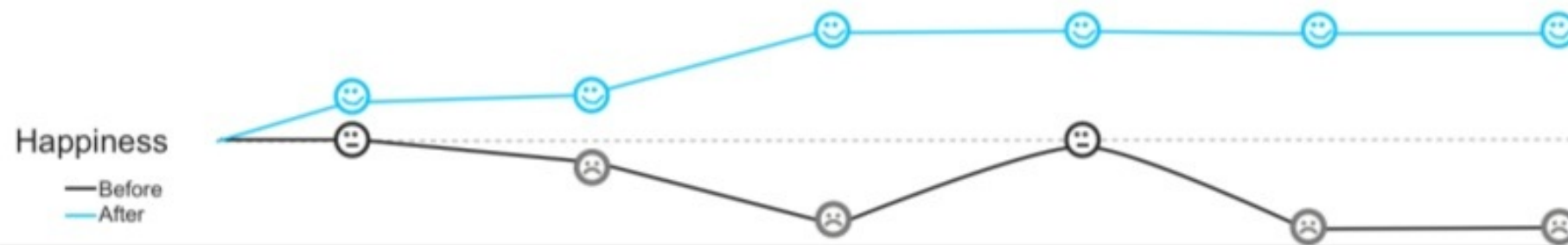
STILL UX NOT UI

- Customer journey
- What flow, pages and interactions will exist?



CUSTOMER JOURNEY

Customer Journey Map



Customer Journey

Booking Transport Pickup Driving Return Payment

Pain Points



Car Rental Reimagined

Mobile Booking Personal Pickup No Lines, No Paperwork, No People 2013 Audi A4 Transparent Pricing Easy Drop-Off



USER STORIES

- What do your users need?
 - Create user stories



USER STORIES?

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

- Example

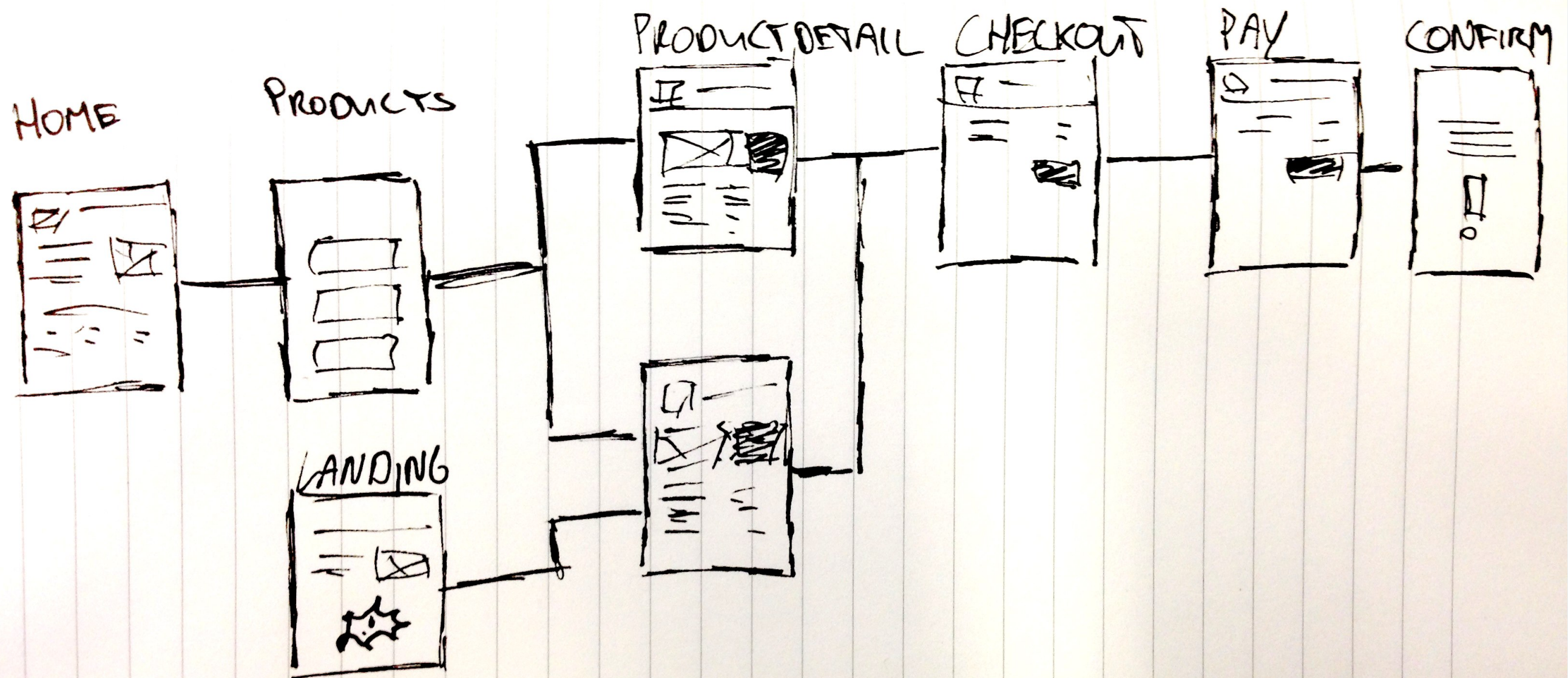


USER STORIES?

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



WHAT PAGES WILL EXIST?



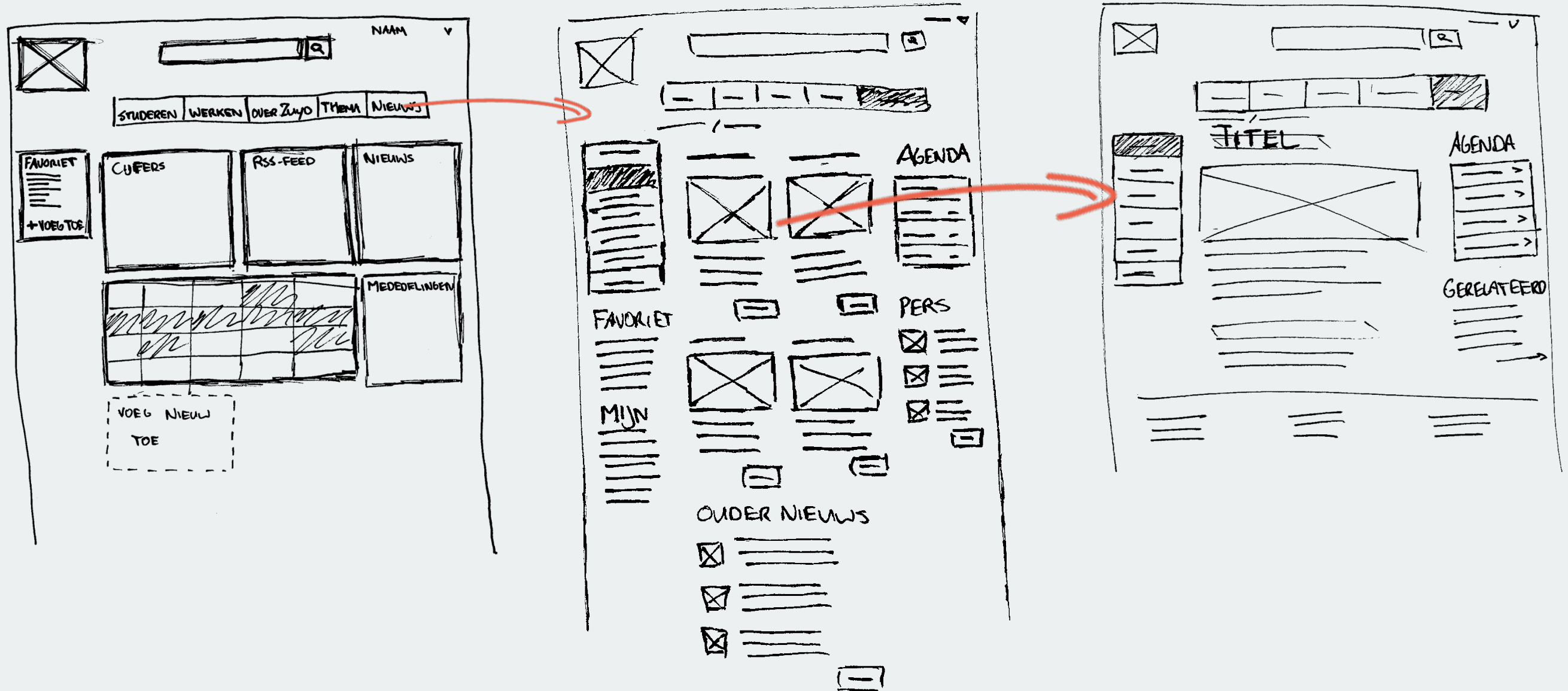
BASIC RULE

- Form **always** follows function
- Visual design does enhance the experience, but nail the UX design first



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 than skill
- UI design is a skill, UX is a mindset

DISCUSSION?