# Session 2

# Introduction to User Experience Design

# Learning Objectives

In this session, you will learn to:

- Define User Experience (UX) and User Experience Design
- Describe the difference between UI and UX
- Describe the different elements of UX Design
- Explain the significance of UX
- List and explain the principles of User Experience Design
- Describe the best practices in User Experience Design

# Definition of UX and UX Design

**User Experience:**

- It is the overall experience and satisfaction a user has when interacting with a product such as a Website or computer application.

**User Experience Design:**

- It is the process of understanding the needs of a user and intuitively addressing those needs by improving the product's information architecture, interaction design, and visual design.

# Difference Between UI and UX

**User Interface (UI):**

- It is simply a collection of elements such as text fields, buttons, search field, layout, and links by which a user and a computer system interacts.

- It does not address details such as how the user remembers the system, responds to the system and re-uses it.

**User Experience (UX):**

- It is the overall experience of using the interface - how it makes the user feel while interfacing with a system.

- It answers the 'why' questions behind the design layout and user interaction.

- It focuses on identifying the users who will utilize the system and determining how exactly to meet their needs.

# Difference Between UI and UX

| User Interface (UI) | User Experience (UX) |
|---|---|
| It is a means by which a user can interact with the system. It serves as a point of interaction between user and the system. | It is the experience resulting from using a system. It is the interaction itself. |
| UI is only a component of the overall UX. | UX is the big picture that includes the entire process from concept to completion. |
| UI is tangible and can be defined easily. | UX is subjective in nature and sometimes difficult to measure. |
| It focuses on the visual design (look and feel) and the interaction design (how it works) of the system. | It focuses on human behavior and try to obtain a better understanding of what the user wants to use. |

# Difference Between UI and UX

| User Interface (UI) | User Experience (UX) |
|---|---|
| It requires creative and convergent design. | It requires creative and critical design. |
| It focuses on the presentation of the content so that it becomes easier for the user to obtain information. | It focuses on the context and provides users with the solution to their problems. |
| UI is the determining factor of the UX. | The UX determines the future use of the system. |
| The UI process involves determining the initial requirements and objectives for the system, organizing the information space and selecting and applying colors and style of the UI elements. | UX design begins with a thorough understanding of the users - what drives them and what their limitations are. |

The critical elements of a good User Experience Design are as follows:

Collecting user perceptions and experiences to improve product design.

Structuring and organizing information within the product to facilitate understanding.

Graphic treatment of interface elements, that is the 'look' in 'look-and-feel' of the system.

Making a pleasant and non-frustrating experience for the users.

Designing the product to achieve end goal.

**User Research**

**Visual Design**

**Information Architecture**

**User Experience Design (UXD)**

**Usability**

**Interaction Design**

**Visual Design**

- It represents the aesthetics of a Website and its associated components.

- It utilizes the visual elements to deliver a clear message to the users and thus, improve their experience with the system.

**Usability**

- It is about how easily a product can be used by specified users to accomplish their goals.

- It is a combination of various factors including effectiveness, efficiency of use, engagement, error tolerance, and ease of learning.

**Information Architecture**

▪ It focuses on organizing, structuring, and labelling content in an effective and sustainable way, so that the users can find the relevant information and complete their tasks easily.

**Interaction Design**

▪ It is a user-centric approach of designing an interactive system focused around end-users- their goals, experiences, what they need and how they expect the system to work.

**User Research**

▪ It focuses on understanding user needs, behaviors, expectations, and motivations through one-on-one interviews, research, surveys, user observation, and other feedback methodologies.

# Significance of User Experience

- A good user experience helps the user to easily navigate the site and understand how to use it.

- A useful, pleasurable, comprehensive, desirable, and quick UX develops an interaction-rich experience that drives the users back to the site.

- Without an effective user experience, products such as Websites, apps, or software are likely to fail.

# Principles of User Experience Design

The key principles for creating engaging user experiences are as follows:

| | | |
|---|---|---|
| **Familiarity** | **Clarity** | **Recoverability** |
| **Responsiveness and Feedback** | **Simplicity** | **Content Delivery** |
| | **Delight** | |

## Familiarity

- A user should be able to recognize the UI components and view the interaction as similar to the ones they have interacted before.
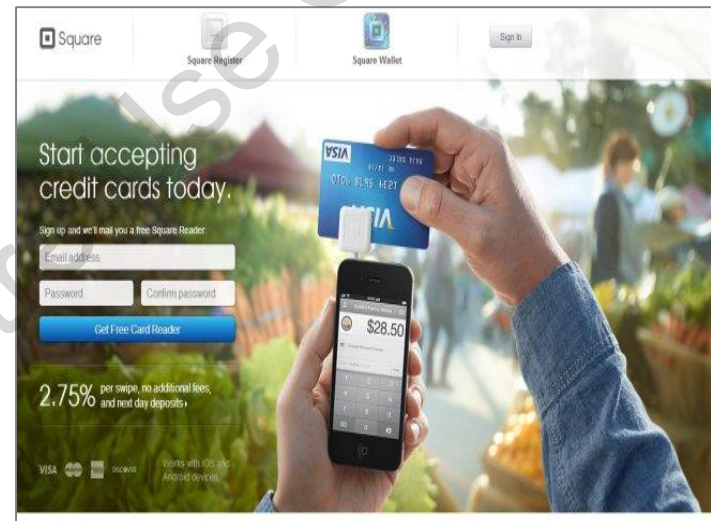


***Example to Demonstrate Familiarity Principle***
***Image courtesy: http://www.8164.org/familiarity-learnability/***

## Clarity

- It focuses on arranging various elements on the Web page to maximize the user's chance of using the site effectively.

- A clear design provides answer to three basic questions:
    - What is it?
    - What can I do here?
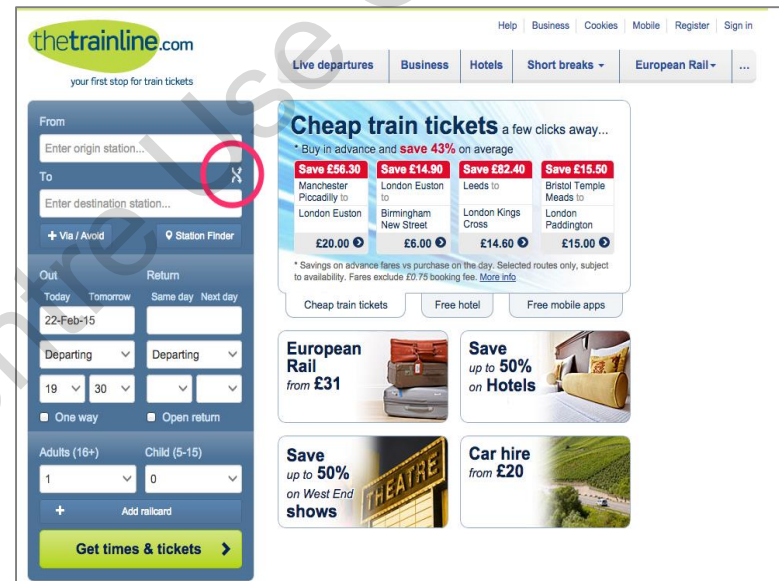    - Why should I do it/how it is useful for me?



***Example to Demonstrate Clarity Principle***
***Image courtesy: http://conversionxl.com/5-principles-of-persuasive-web-design/***

## Recoverability

- It emphasizes that the user actions should be reversible.

- When a user makes a mistake, the design should guide the users about how to proceed further.

- A user should never be left at a 'dead-end' in the website or app, where their next step is not clear and they have to figure out what to do next.
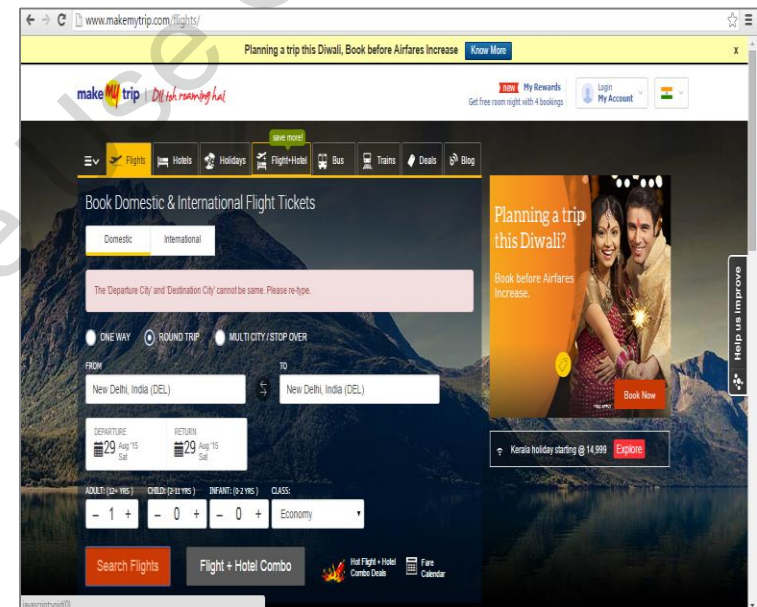


*Example to Demonstrate Recoverability Principle*
*Image courtesy: thetrainline.com*
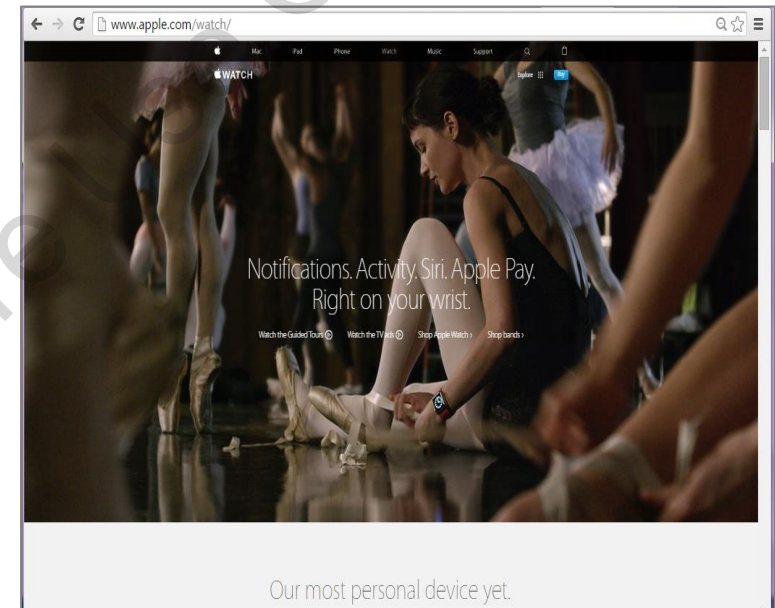
## Responsiveness and Feedback

- The user interface design should be quick and there should be no lag time in loading.

- It should provide helpful information to the user about the task in hand.

- The user interface should provide appropriate and timely feedback to specify that the action is happening and whether it is successful or unsuccessful.



*Example to Demonstrate*
*Responsiveness and Feedback Principle*
*Image courtesy: http://www.makemytrip.com/*

# Simplicity

- The design should be simple to understand and simple to use.

- It should include only the elements that are most important for communication.

- It should also make common tasks simple to do and provide good shortcuts that are meaningfully related to longer procedures.



*Example to Demonstrate Simplicity Principle*
*Image Courtesy: http://www.apple.com/watch/*

## Content Delivery

- The UI should provide a well-timed and relevant content to the users.

- This helps to tangibly increase the user's satisfaction.

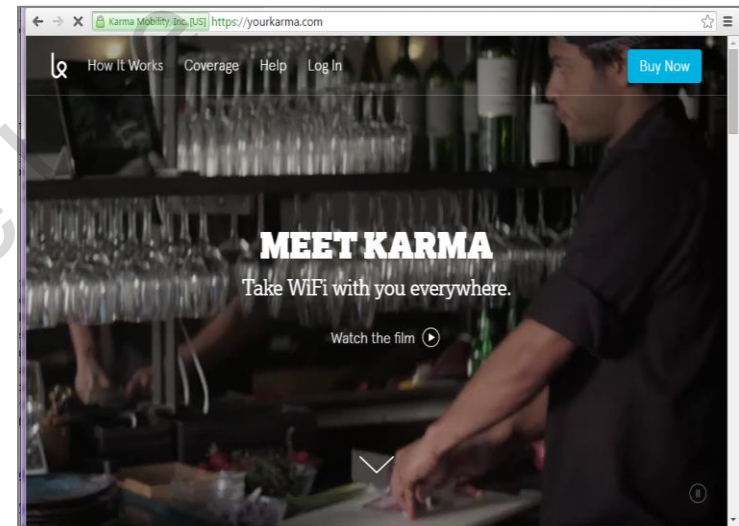

*Example to Demonstrate "Content Delivery" Principle*

*Image Courtesy: https://www.amazon.com*

## Delight

- The UI design should be intuitive, simple, and attractive to delight the user and make an emotional connect with them.

- It should provide fantastic attention to detail.

- The fonts, color palette, graphics, and animation should be used wisely to provide a better and more usable experience.



*Example to Demonstrate "Delight" Principle*
*Image Courtesy: https://yourkarma.com/*

# Best Practices in Use Experience Design

Best practices for designing and creating amazing user experiences are as follows:

| | |
|---|---|
| Connect the goals | Create emotive design |
| Take inputs | Take advantage of web typography |
| Design collaboratively | Improve readability |
| Build personas | Use simple and familiar language |
| Create paper prototypes | Anticipate errors |
| Research UI patterns | Keep Menus and Navigation Simple |
| Use tabs effectively | Highlight real-time changes |
| Reduce clutter | Test and Optimize Usability |

# Summary

1-2

- User Experience is the overall experience and satisfaction a user has when interacting with a product such as a Website or computer application.

- User experience design is the process of understanding the needs of a user and intuitively addressing those needs by improving the product's (such as, Website or computer application) information architecture, interaction design, and visual design.

- UI and UX are often used interchangeably but these are two separate entities with completely different meanings.

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# Summary

- The critical elements of a good User Experience Design are Visual design, Usability, Information architecture, Interaction design, and User research.

- The key principles for creating engaging user experiences include Familiarity, Clarity, Recoverability, Responsiveness and Feedback, Simplicity, Content Delivery, and Delight.