

What is User Experience (UX)?

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It's also about being strategic:
How do business objectives cater to the needs of the user?

User-Centered Design

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Design decisions are based on the needs and wants of users.

Before our clients (and we) understood the value of user-centered design, we made design decisions based on just two things: what we thought was awesome and what the client wanted to see.

Why is it important?

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Over 1 Billion users on the web

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Wide range of devices

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Over 1 Billion users on the web

Wide range of devices

Variety of internet connections

User Experience Encompasses

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Information Architecture

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Interaction Design

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Usability

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Accessibility

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User Research

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Usability

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User Research

User Stories (Personas)

User Experience Encompasses

Information Architecture

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Accessibility

User Research

User Stories (Personas)

User Interviews

User Experience Encompasses

Information Architecture

Interaction Design

Usability

Accessibility

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User Stories (Personas)

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User Interface Design

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Wireframing

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Testing

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User Research

User Stories (Personas)

User Interviews

User Interface Design

Wireframing

Testing

Iteration

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Information Architecture

Interaction Design

Usability

Accessibility

User Research

User Stories (Personas)

User Interviews

User Interface Design

Wireframing

Testing

Iteration

So how do you understand what a user needs and wants?

User Research

User Research

What are the user needs

What are the user wants

What are the user limitations

User Research

Who typically consumes the kind of content you want to show on your website?

What are User Stories, or Personas?

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Short, vivid descriptions of fictional characters who represent a product's users.

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Short, vivid descriptions of fictional characters who represent a product's users.

They typically follow a simple template:

As a <type of user>, I want <some goal> so that <some reason>.

<http://www.mountangoatsoftware.com/agile/user-stories>

The Conscious Shopper

- concerned about aging gracefully
- free trade, organic, chemical free products
- shops at the farmer's market
- wants to make their own food, cleaning, beauty products from scratch
- no more than 5 ingredients
- holistic healthcare, homeopathic remedies
- wears natural materials on their skin

The Luxury Traveler

- likes to be discrete; not to be seen as a tourist
- weighs friend recommendations over anonymous reviews
- considers taking selfies crass; desires to take high quality photographs to remember trip by
- usually travels solo, for the purpose of business or making new business connections
- will return to the same hotel again and again, hotels that customize the experience to them and remembers **their prefs**

The Process

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What are the business goals

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User stories

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Content development

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Wireframing

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What are wireframes?

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Static diagrams that represent the framework of a product, exploring content, navigation and interactions.

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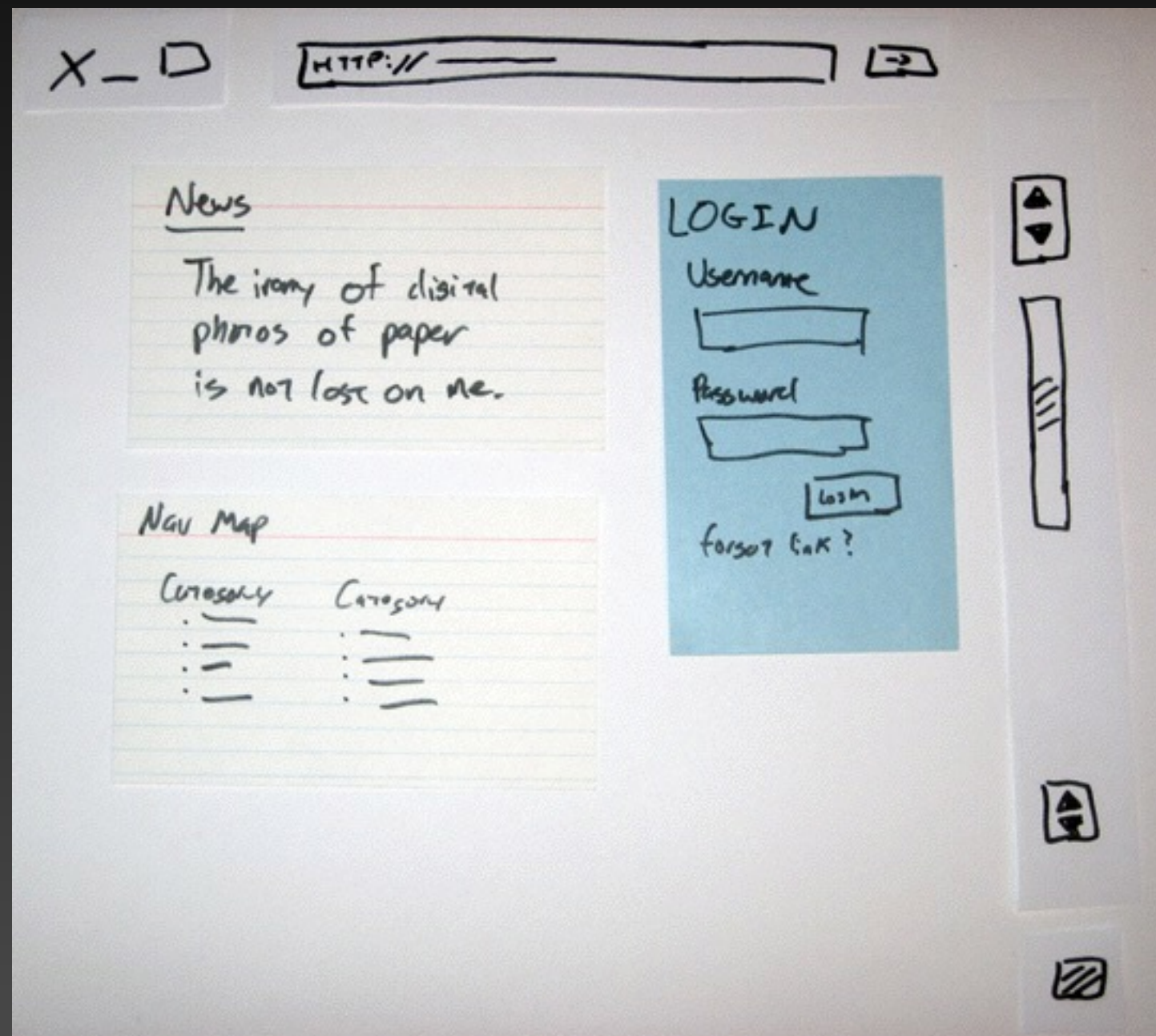
Static diagrams that represent the framework of a product, exploring content, navigation and interactions.

Developed to prototype how content exists on a page before the visual design and code are developed.

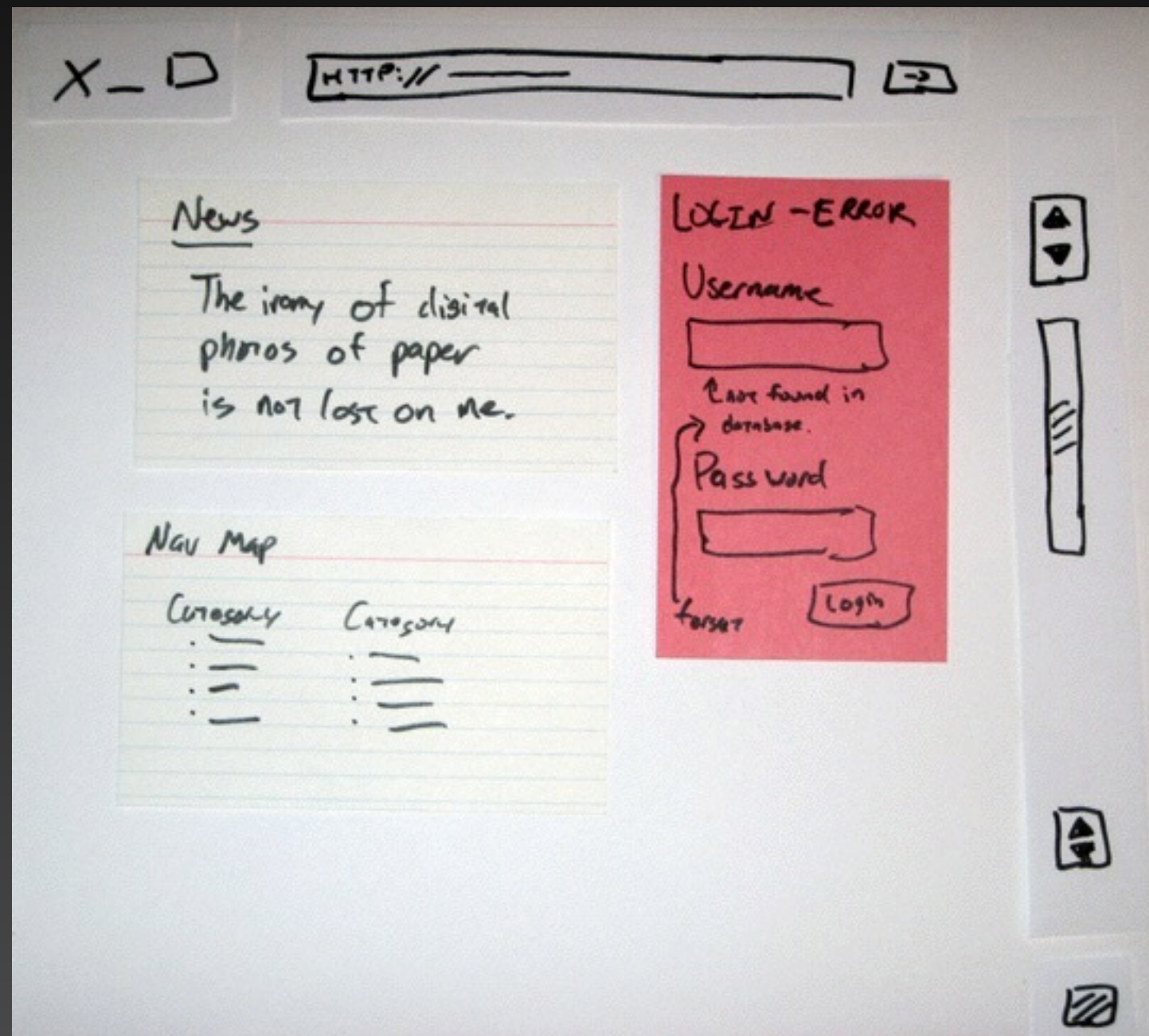
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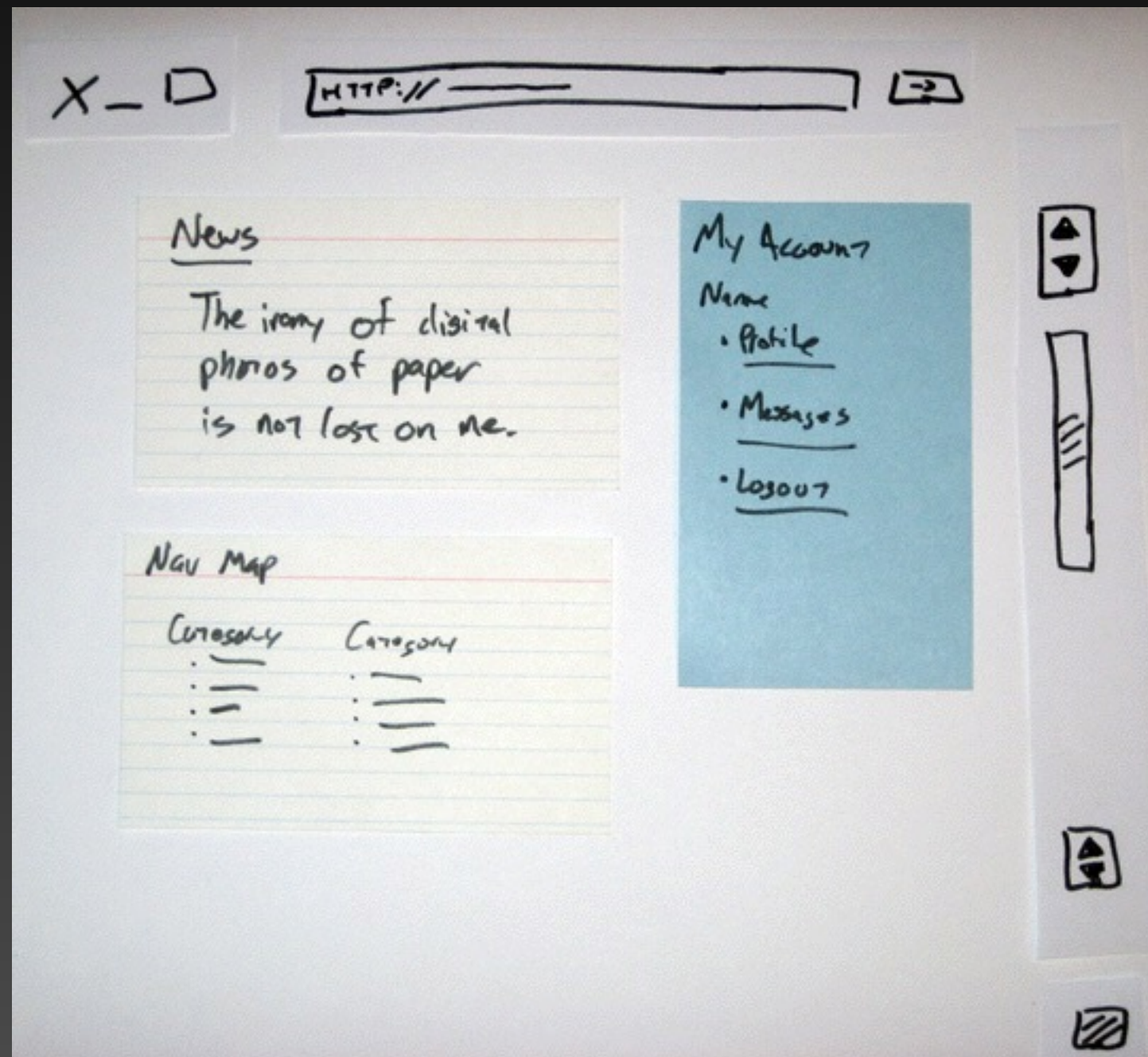
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Sketching a site out



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