



# **Interactive Multimedia Applications User Experience Design: Concepts**

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# **User Experience Design: Concepts**

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## What is User Experience (UX)?

- UX is every aspect of the interaction of the user with a product that contributes to the overall perception and satisfaction of using it



## User Experience (UX)

- Example

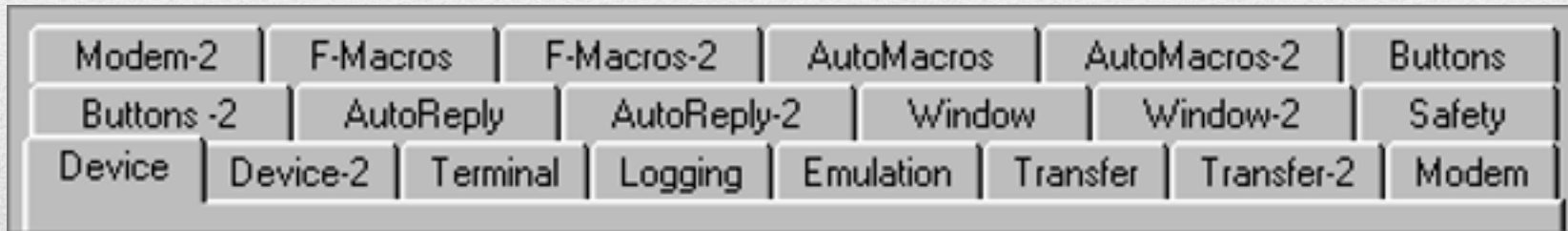




## Usability

- Usability is a quality attribute that assesses how easy user interfaces are to use

### Example: **Multi-row tab controls**



### What are the main difficulties using it?

- Selecting one tab cause a reorganisation of all tabs
  - Different number of tabs by row
  - More than one tab for the same function
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## UX is not Usability (I)

- **Usability** refers to ensuring that interactive products are easy to learn, effective to use and enjoyable from the user's perspective
  - Creating a product usable does not guarantee a good **UX**
  - **Usability** is a part of **UX**
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## UX is not Usability (II)

- **Example:** Consider a website with movie reviews
    - The User Interface (UI) for finding a film is perfect,
    - The user can easily use it
    - Nothing bad to say about the **Usability**
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## UX is not Usability (III)

- **Example:** Consider a website with movie reviews
    - User wants information about a small independent release but the database only contains movies from the major studios
    - User can not find the movie review
    - What to say about the **USER EXPERIENCE (UX)**?
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## UX is not Usability (IV)

- **Example:** Consider another website about movies
    - User can not use User Interface to find a movie
    - There are **Usability** issues
  - What to say about the **USER EXPERIENCE (UX)**?
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## Interactive Computacional System

Usability Engineering

User Experience Design (UX/UXD)

Usability

User Experience

User Interface Design (UI)

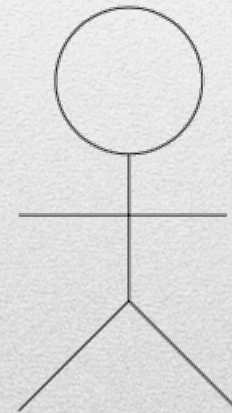
Interface



Computer



Interaction



Human

## Interaction Design

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## User Experience Design (I)

- It is the design process used to create products that provide meaningful and relevant experiences to **Users**
    - It involves the entire process of product acquisition and integration, including aspects of the brand, usability and function
    - Usability Engineering
    - User Interface Design (UID)
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## User Experience Design (II)

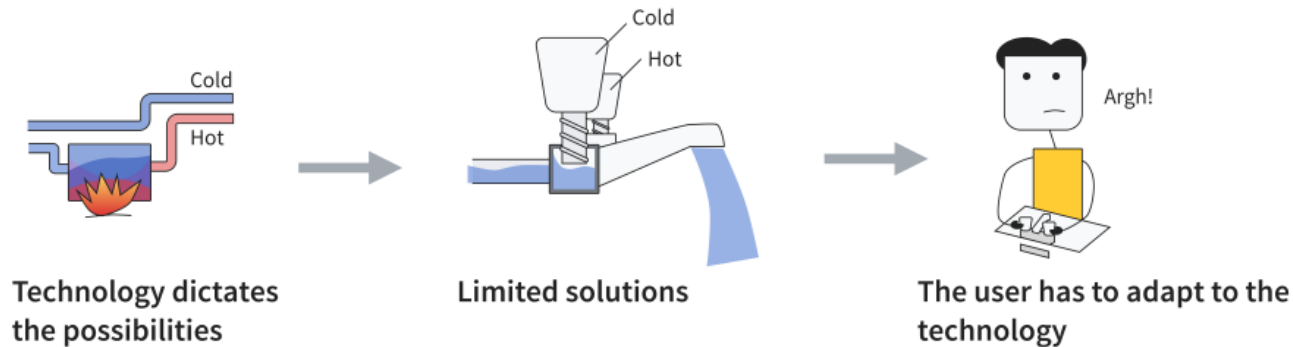
- UX Design is the process of designing physical or digital products that are useful, easy to use and provide a great experience in interaction with them
- Everything that involves **Why**, **What** and **How** the product is being used by the **Users**



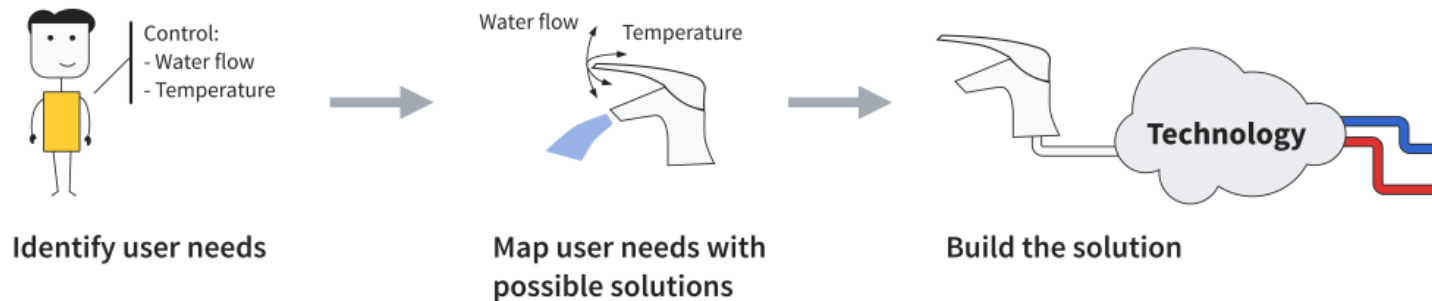


## Technology-Centered Design v User-Centered Design

### Technology-centered design

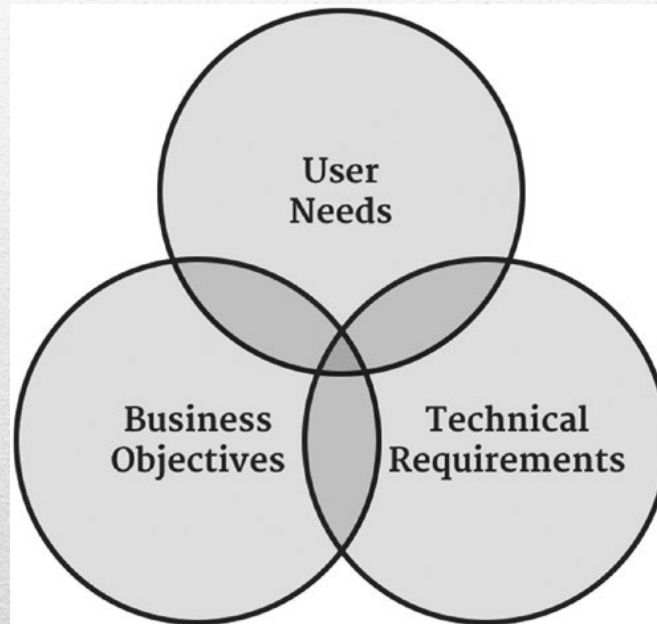


### User-centered design



## UX in Real World

- Business goals can override the user needs



- In this situation, we are aiming to meet as many goals and needs as is feasible in our best efforts to make the best possible product within the constraints we have.
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## UX Design and User Interface (UI) Design

- UX Design is not UI Design



- UI Design is focused on the look and feel, such as fonts, colors, buttons, layout and spaces
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## UID and UXD

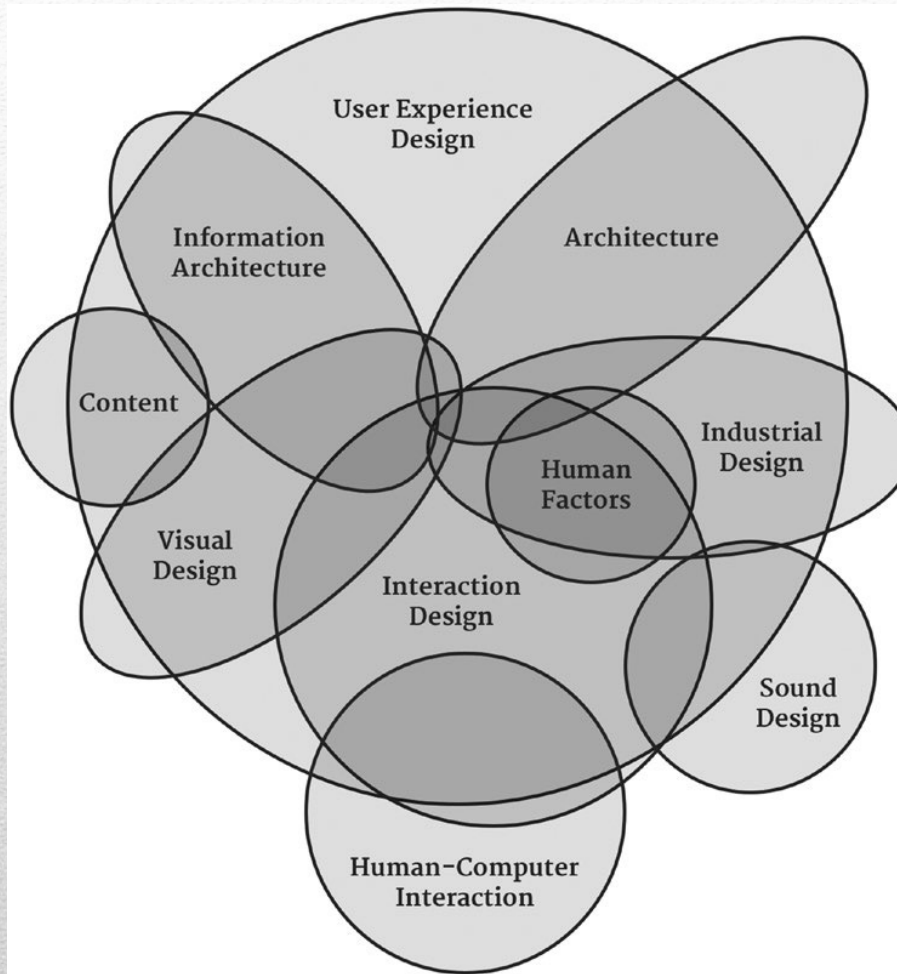
- **UID** (User Interface Design) is a part of the **UXD** (User Experience Design) process
  - **UXD** is a process focused in the product design as a whole
    - User Research
    - Information Architecture
    - Task Flows
    - Wireframes
    - User Interface
    - Prototyping
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## UID

- **User Interface Design**
    - Layouts
    - Colors
    - Inputs
    - Buttons
    - Lists
    - Typography
    - Multimedia Content
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## UX Design Disciplines





## UX Core Disciplines (I)

### ■ User Research

- Understand the needs and behaviors of the users through observation, task analysis, and other methods of gathering feedback in order to interpret the effect a design has on those users

### ■ Content Strategy

- Ensure the product is home to meaningful and engaging content. It is focuses on the planning, creation, delivery, and governance of content to deliver useful and usable content to the user
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## UX Core Disciplines (II)

- **Information Architecture**

- Help users to understand where they are, where they have been, and what to expect next, as they navigate through information in order to achieve their goals

- **Interaction Design**

- Create meaningful and engaging interfaces by understanding how users interact with technology
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## UX Core Disciplines (III)

### ■ Visual Design

- Create good visual design enhances a user's experience and builds their trust in the brand by focusing on aesthetics. It aligns the typography, colors, images, and other visual elements to help convey the content or function of the product

### ■ Usability Evaluation

- Efficiency and effectiveness that a user experiences when interacting with a digital product
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## Why is UX important?

- UX Professionals Association mentions 6 key benefits for business
    - Increases productivity
    - Increases sales a revenue
    - Reduces the cost of support and training
    - Reduces the cost of development and development time
    - Reduces de cost of maintenance
    - Increases the customer satisfaction
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