“User Experience for Non-Designers”

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The online course I chose is called “ User Experience for Non-Designers”. It is a Linked In Learning course presented by Tom Green. Mr. Green has written 12 flash and motion graphic books such as “Foundation Adobe Edge Animate” and many others. He is a member of the international Adobe Education Leadership Group, and presents on a variety of topics from Adobe Max, NAB and D2WC to students, teachers, and other professionals around the world. The webinar itself had six core segments with six to nine videos per segment ranging from two to seven minutes long. At the end of each segment there was a small quiz with one to five questions to test the audience’s knowledge of the presented topic. The webinar talked about the different steps a design team needs to take to create a new website for a user that will fit their specific needs, as well as saving the user unnecessary time and effort in patching errors or updates. These steps include doing research on the client to find out specifically what they want for the website, using the research collected to create a persona and begin designing concepts for that persona, creating the design of the website, and choosing what information and images will go where. Volunteers preform user testing to finalize designs and features of the website.

Instead of just asking the client a few questions then jumping straight into designing, Mr. Green explained that it is important for development teams to use User Experience (UX) to design the website specifically around the user in terms of what problem they are facing, how the design team can fix this problem, and finally tailor the website to the user so that they can access the information and use the features of the website very easily. The first step in the UX design process is researching the user’s themselves and the problems they face. The team does this by using market researchers and business analysts. Both of these roles will allow the team to make a case to company executives that this is a noteworthy project to undertake, ask people questions about potential concepts for website topics, as well as ideas for how to improve features that are already in existing websites. After the team has done their research and gotten approval to start the project, the presenter explains that the next step in the UX design process is for the team to sit down with either a pen and paper or a white board and start drawing out the wireframe. A wireframe is a basic design to hone in on what information will go on each page as well as what would be the basic layout for the information and images. After they have organized the pages into what information will be presented in each, they then go to the computer and load up a program to draw out the mockup of the site which focuses on the colors of the site and finalize where the information is going to go like the text and images. When the mockup is complete the design team will then work on the prototype of the site which focuses on the fine details of the site such as font type, and features of the site such as menus and dropdown bars. Once they complete the prototype of the website, the presenter explains the next step of the design process. This is running user tests with the prototype which involves having volunteers sit down with a test coordinator, and have the subject run a series of tests while the coordinator asks them questions about their overall thoughts are on the site and the features. These questions may include how easy or difficult it is to perform the tasks asked of them, then help fix any additional bugs or errors in the system before getting the approval to open the website to the public.

The reason I chose this webinar is because I have decided to go into web design for my career path, but I am unsure whether I want to go into the coding aspect and work with the HTML side, or go for a more business and design aspect, working with the UX side. I feel this course has helped me in these choices. If I want to go into UX it allows me to get an idea of what working in a user experience focused setting would look like as well as give me the tools needed to succeed in the field if I decided to go that route. This course also helps me if I decide to go into a more HTML focused career because this webinar has given me important information to keep in mind when writing out the design of the site itself as well as the interactive functions the user will experience on the site.

After watching the course, looking at the presented material, and hearing what Mr.Green presented, I would recommend the course to both people who are interested in a career in UX design but are not sure where to start, as well as those who have more experienced and need a refresher. The total presentation is 4 hours long so it would not be to difficult to squeeze into a person’s daily life. The way Mr.Green lays out each segment makes it easy for the audience to watch it over several days if they wish, and easily find their place again. Some things I felt the presenter did very well is how he incorporated outside material into the lecture such as giving examples of what is the best software to use to create the designs, as well as what websites can the user check to see if the site’s color scheme is accessibility compliant. As stated before, Mr. Green also does a very good job with connecting the definitions at the beginning of the lecture to the other information later down the line so the audience can easily follow along and not get confused.

In conclusion, the lecture discussed the importance of designing a website around the tasks and abilities of the user instead of designing it around the company’s interests and schedule. It discussed the specific steps in the design process such as researching the user and the problem at hand, the process of creating the wireframe, mock up, and prototype, and finally how to test the site to fix any errors and fix any features that are unnecessary or difficult for the user.

References

User Experience For None Designers.( 2022, August 1).