UI/UX

Notes from my perspectives! :

- ➔ **Mental Models**
  - ◆ How users interact with similar platforms?
    - Is it the way they expect it to be?
    - **First Impression:**
      - Overwhelmed with the mess in the platform and literally go to check one by one in details
        - ◆ Actions:
          - Re-structure
          - Provide some assistance
    - Reference:
      - Google, Wikipedia

- ➔ **Get to know the users!**
  - ◆ Understand how the platform should work
  - ◆ Browsing vs Searching behaviors
    - The may be not sure of what they need
      - Provide suggestions to help them refine their results.
    - Visualizations:
      - Present wireframes, for example
      - User Behavior Diagram
- ➔ **Usability & Web Accessibility**
- ➔ **Understanding Your User**
  - ◆ User Goals
  - ◆ User Interviews
  - ◆ Journey Maps & Personas
- ➔ **Help the end users!**
  - ◆ What does the users actually need?
  - ◆ Run **experiments** + Highlight what we wanted tro know from it
    - Example: filters used the most
  - ◆ Improve the OpenEdu platform
    - The filtering functionnality
    - UI, The FrontEnd part

Users:

- Tricia
- Form to fill out | survey

Notes:

- **User flow:** A diagram that maps out each step a user takes when using a product or service
- **Information architecture (IA)** involves effectively organizing and structuring content
- **A user's mental model** is a conceptualization or internal explanation each user has built about how a particular system works
    - **What users believe they know about a UI strongly impacts how they use it.**
- Check out: **Guide to UX Research**, Check out **the UX Research Process** below

Questions to users:

Notes: Chech out Comments!

- Questions for Getting to know the user
- Questions for gathering user behavior
- Questions for gathering opinion
- Questions for gathering user awareness
- Questions about the project goal
    - What is your main goal when visiting the OpenEdu?
- Questions for projects that provide information:
    - Would you ever need to export [information or asset in project]? If yes – when, why and in what format?
- **Additional:**
    - Would you like to be provided with assistance when browsing OpenEdu?
    - User Interview Example Questions
- **References:**
    - https://fuelcycle.com/blog/user-research-questions/
    - https://blog.prototypr.io/questions-designers-should-ask-part-2-c0550ee5ff7b
    - https://xd.adobe.com/ideas/process/ui-design/how-to-use-mental-models-in-ux-design/

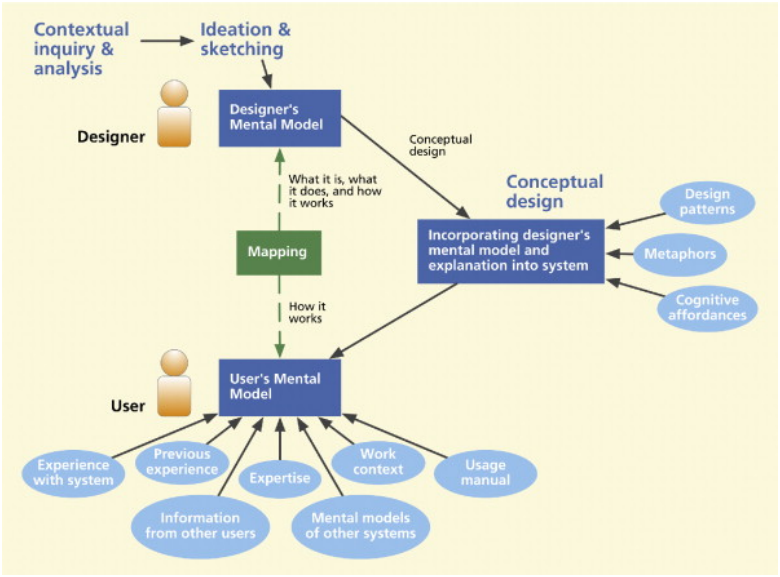
Mental Models:

- Mental Models: [How To Design For The Way Your Users Think]
- The designer's mental model is created from what is learned in **contextual inquiry and analysis** and is transformed into the design by ideation and sketching.

Mapping the designer's mental model to the user's mental model.

- From the **ecological** perspective: Describing **what the system is, what it does, and how it works within its ecology**
    - It is about how the system or product fits within its work context, in the flow of activities involving it and other parts of the broader system
- From the **interaction** perspective: Describing **how users operate it**
    - It is a different view of an explanation of how things work; it is about how a user operates the system or product. It is a task-oriented view, including user intentions and sensory, cognitive, and physical user actions, as well as device behavior in response to these user actions.
- From the **emotional** perspective: Describing **the intended emotional impact**

– If it is not in the designer's mental model, the system should not require users to be aware of it–



- **A Guide to Mental Models**
- Additional sources
    - Constructing Mental Model Paradigms for Teaching Resources
    -

Plan

Research:

- [ ] Analyze the existing platform OpenEdu.ch
    - Conduct an analysis of the existing webpage.
        - How it works. what flows it has.
        - Basic ideas for Security (Authentication/Storage etc)
    - Break the UI down into separate elements
    - UX evaluation
    - Build existing flows for better visualization
        - Data flow sketch
- [ ] **User Research**
    - **Goal:** Analyze and make decisions based on user feedback
    - Define the scope of research.
    - Define the problem and goal statements for users.
    - Gather and evaluate user requirements.
    - Create proto-personas of different types of users.
        - Proto-persona for “Student” | “Teacher” | “Wikimedia community member” POV.
    - Create User Flows and Map user Journeys for each type.
        - Create User Flows from **Front End Perspective**
            - Consider the main tasks the user will do in different flows (e.g. search content, filter content, upload content, review content, etc.)
        - Create User Flows from **Back End Perspective**
            - (e.g. how does the system work in each step of the user's front-end task?)
- [ ] Create **Information architecture**
    - Streamline User Experience Flow with Sitemaps in Miro
        - User Interface (UI) design and how it supports the User Experience (UX).
        - Identify components of sitemaps
        - Visualize the site flow and explore maps in Miro.
        - Visualize interconnections between different pages, verify that they are logical to the user and search engines, and consider next steps in Miro.
- [ ] Understand how best to structure the ontology to apply **users' mental models** and needs!
- [ ] User Testing

Design:

- [ ] create dummy UI

Design Research:

- ☐ Create a **BRIEF document:**

UI/UX DESIGN BRIEF

Project name:	
Purpose(s):	[what purpose a product owner wants to achieve with the help of this product]
Tasks:	[what tasks should be done to reach product's purposes]
Monetization:	[if a product owner is going to monetize and/or sell this product; if yes - how?]
Responsible person from the product owner's side and his/her role on a project:	[full name] [role]
Software benefits:	[what benefits users should get using the software product]
Functions:	[what functions software product should be able to perform]
Analogs and competitors:	[links; pros, cons, and differences among similar software products]
Target audience from the product owner's point of view:	[rough description of the target audience: specialties, age, employment, location, etc.]
Limitations:	[time, budget, etc.]
Technical requirements:	[platforms, supported OS versions, /browsers, orientation, desirable development language and technologies to be used]

- ☐ **User Personas**
  - The required parameters for user personas descriptions:

User Persona's Parameters

User Persona:	**Environment:**	**Tasks:**
Demographical data Age and gender Occupation Goal and tasks Motivation Fears Expectations	The context of usage: where and when the user interacts with a software	Tasks to be done by the user with the help of your software

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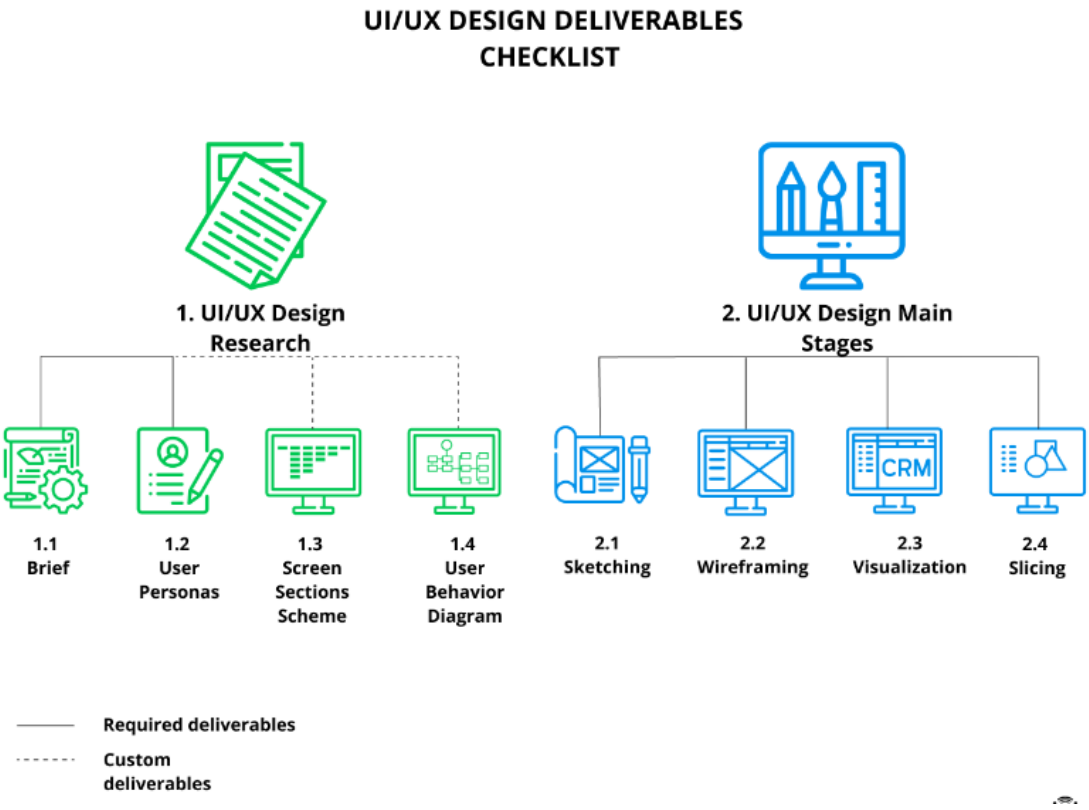
Deliverables



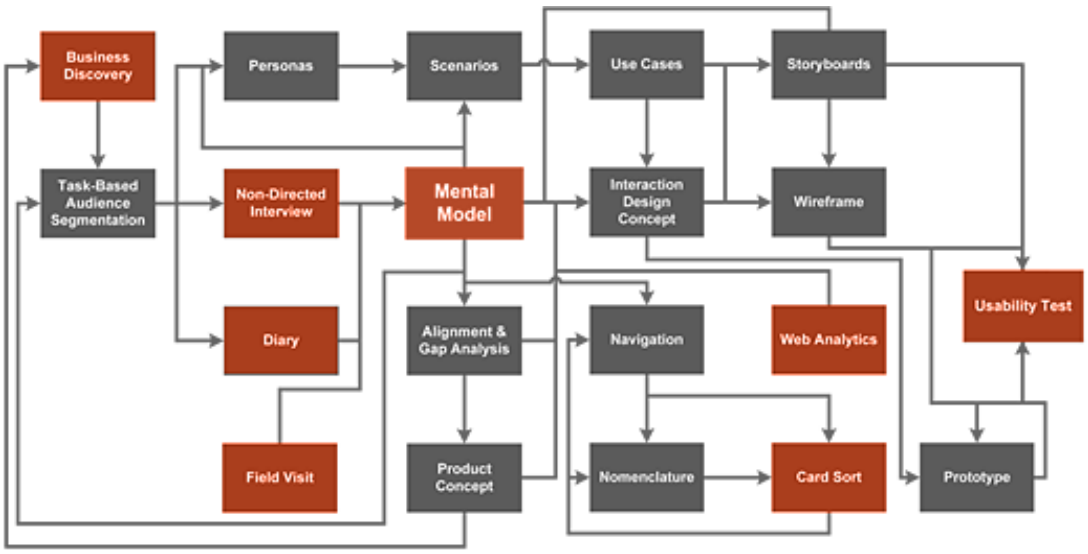
Design Research Deliverables:

- ☐ Brief
- ☐ User Proto-Personas
- ☐ Screen Sections Schema
- ☐ User Behavior Diagram

UI/UX Design – Main Deliverables:

- Visualize the logic, interaction, and interface of a future software product.

UX Research Process



Additional

- **Prototyping:**
    - Design and Develop a Website using Figma and CSS

Links:

Simo

https://www.figma.com/community/file/1040036860683491058 (wireflow template)

https://www.nngroup.com/articles/ia-study-guide/

https://www.nngroup.com/articles/filter-categories-values/

https://www.nngroup.com/articles/search-visible-and-simple/

https://uxdesign.cc/

https://www.nngroup.com/articles/progressive-disclosure/

Beatrice:

https://www.interaction-design.org/

Tips from Simo and Beatrice:

a. **Upload form**: what is too much? gradual step by step /stepper/, not to get overwhelmed (chunk it down): progressive-disclosure
   - if parts are optional: just for some users, hide the part, allow user only if it's relevant for them
   - general rule: our brains are lazy,
b. Demo in a form recommendations: explain thought behind this, as experiment
   - showcase with hand sketching or simple wire frames (with figma, miro) with examples, ex. change arrows because they are misleading/filtering on the left side
   - to say what our goal is:, we lack ui/ui designer , we compensate by recommending what we learned (ex. improve this because it helps in UI in this side)
   -patterns: from ecommerce sites
   - cards on OpenEdu as results are unexpected: seem more like categories, should description be provided (question: what users need)
   - top content: search & filters, you expect me to start searching (something specific)
   - results refined