



Building User Experience Culture

Simplifying User Experience & Interactive Design



UI



UI



UX



UX



What is User Experience

UX design is the process of designing (digital or physical) products that are useful, easy to use, and delightful to interact with.

It's about enhancing the experience that people have while interacting with your product, and making sure they find value in what you're providing.

*“Defining the problem that needs to be solved (**the why**), defining the types of people who need it to be solved (**the who**), and defining the way in which it should be solved to be relevant to those people (**the how**).”*

- Whitney Hess, 52 Weeks of UX

WHAT'S THE "RIGHT" PRODUCT?

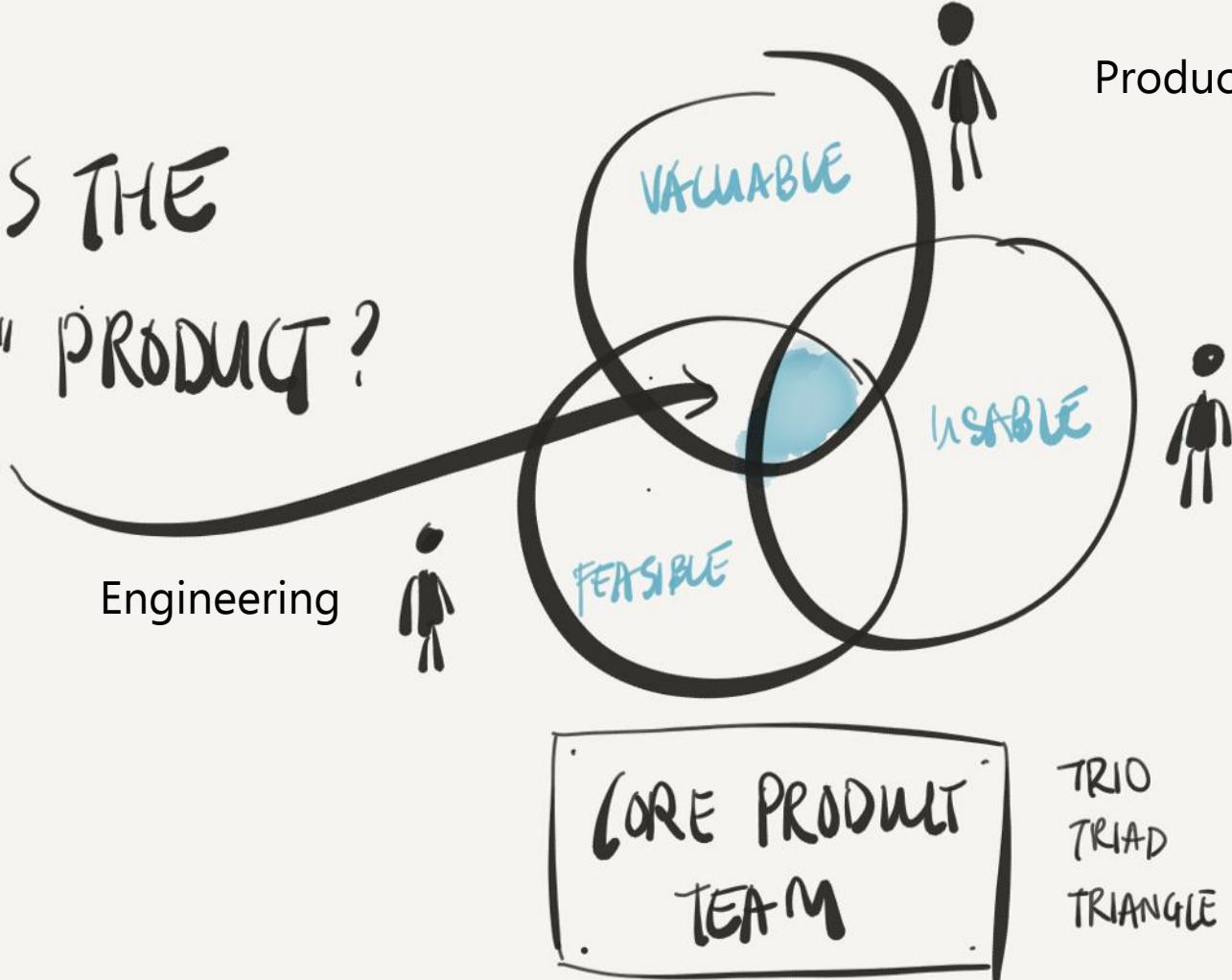
Engineering

Product Owner

Designer
Researcher
Accessibility

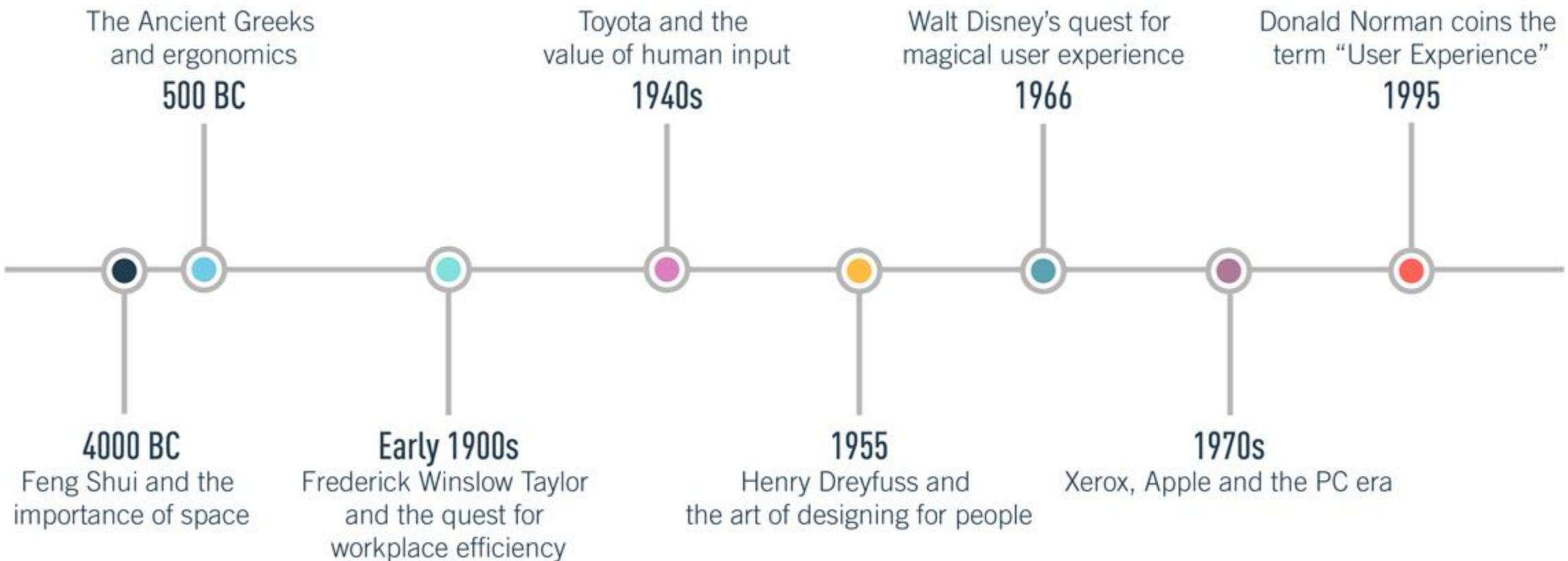
CORE PRODUCT
TEAM

TRIO
TRIAD
TRIANGLE



Jeff Patton

History of UX Design



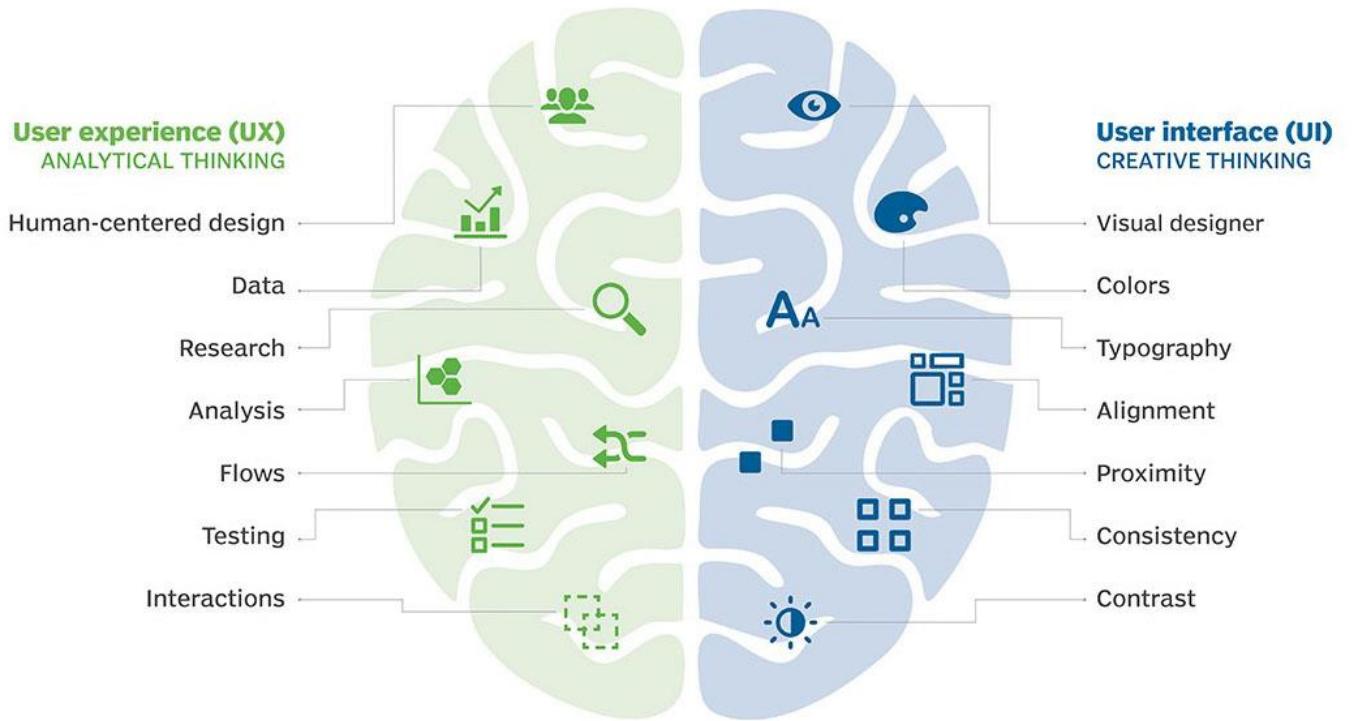
UX DESIGN



The Difference Between UX And UI Design

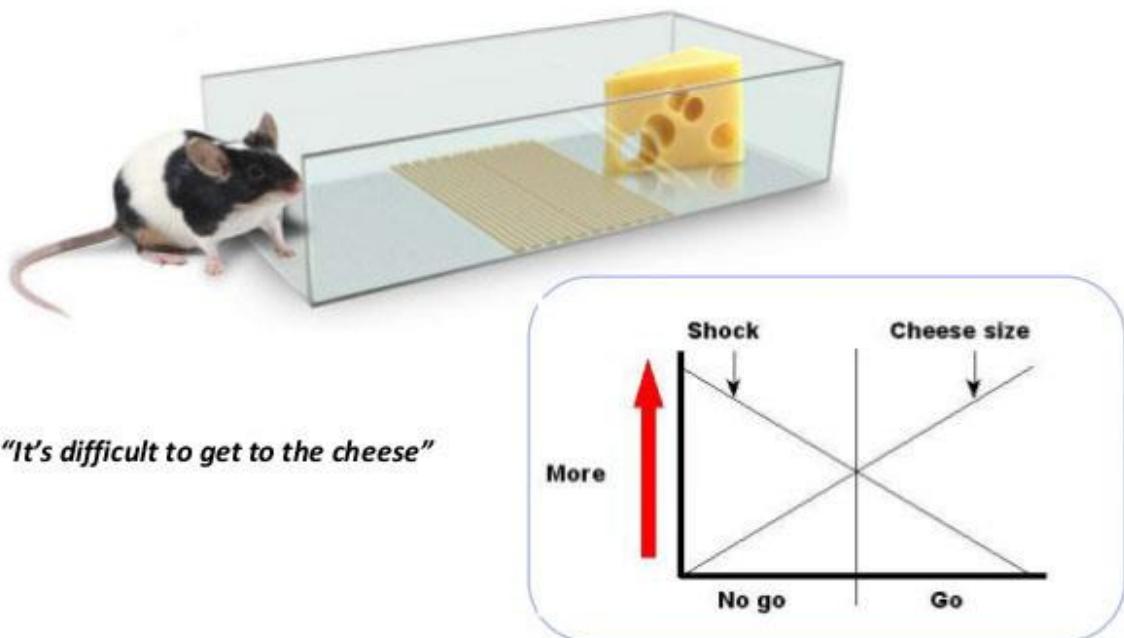
UX is focused on the user's journey to solve a problem

UI is focused on how a product's surfaces look and function.



Usability Vs User Experience

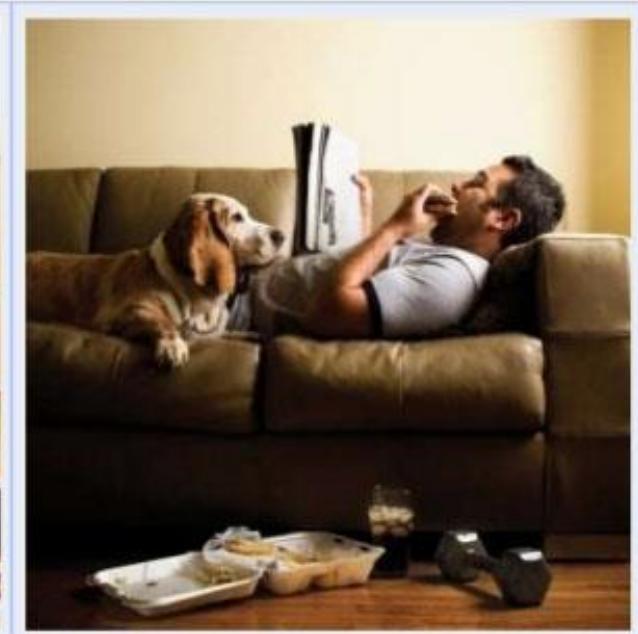
Lessons from the Columbia Obstruction Device...



Can Do.

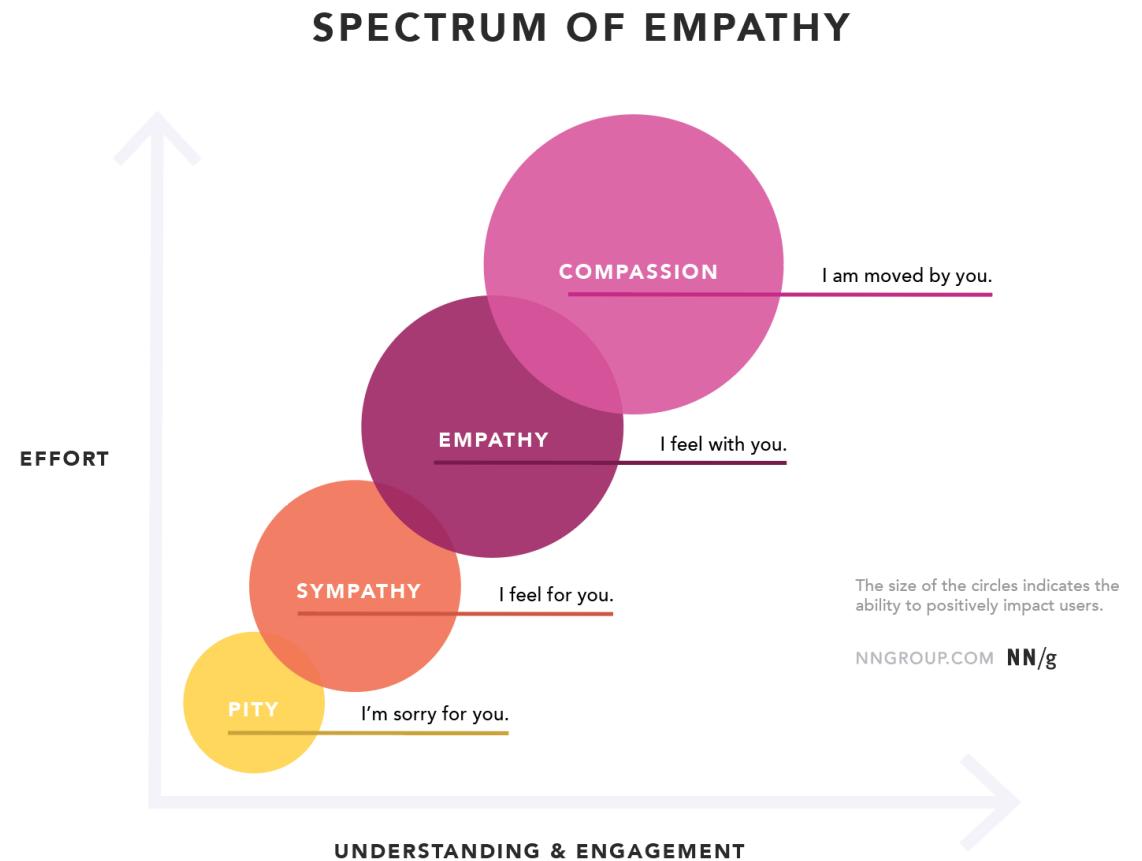


Will Do?



What is Empathy?

User Empathy is defined as a deep understanding of the problems and realities of the people that you are designing for.



Definition source: IDEO Human-Centered Design Toolkit

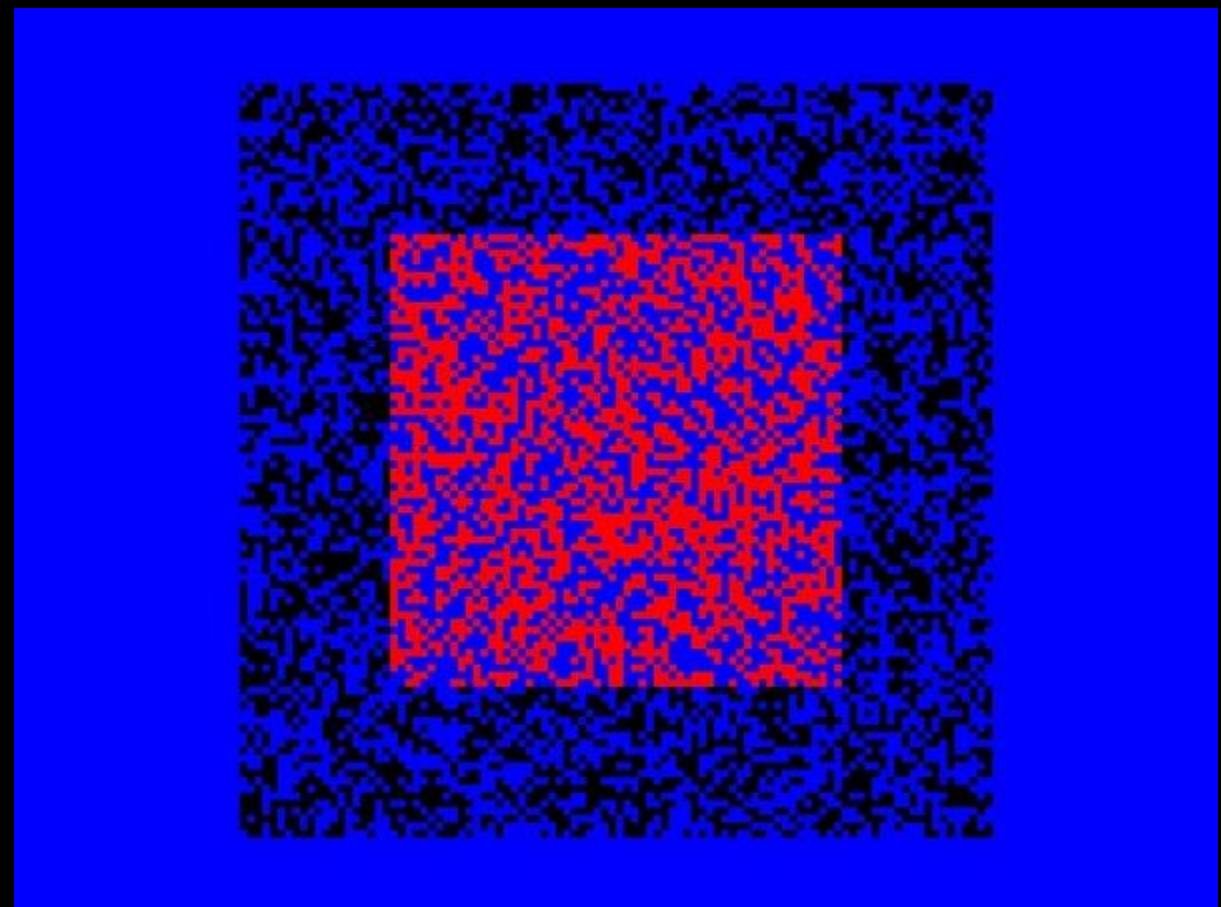
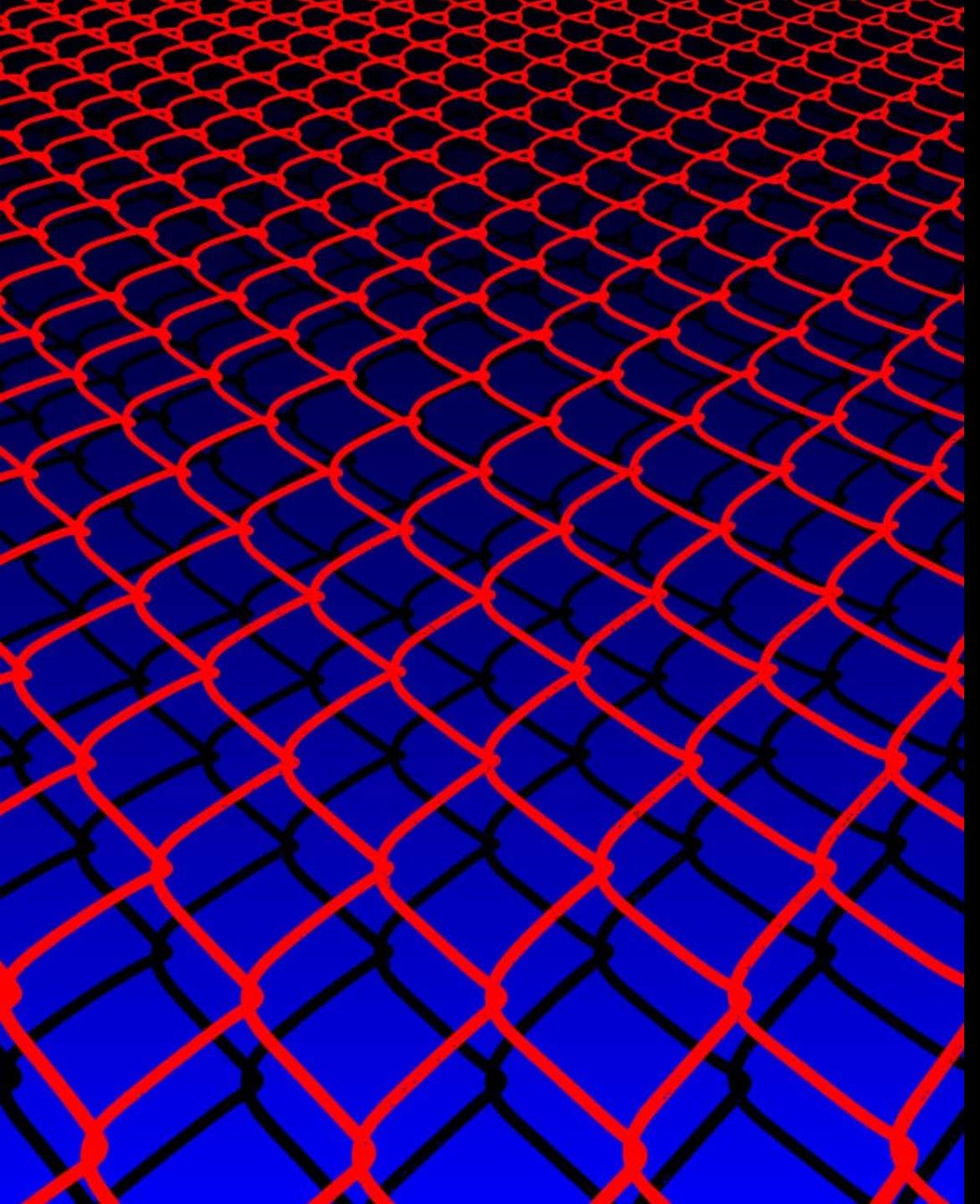
Psychology

To guide the users to use a system or interface means to persuade them, to divert their thoughts without force. This requires designers to understand human cognition and behavioral psychology.

Visceral Reactions

People have inherited liking or disliking for particular elements and react accordingly to it. A visceral reaction is an instinctive, gut-deep bodily response to a stimulus or experience.

<http://www.onlinepsychologydegree.info/influential-psychological-experiments/>



Selective Attentions & Inattentional Blindness

https://www.youtube.com/watch?time_continue=76&v=vJG698U2Mvo

https://www.youtube.com/watch?v=IGQmdoK_ZfY

<https://www.youtube.com/watch?v=qpPYdMs97eE>

Design Strategy

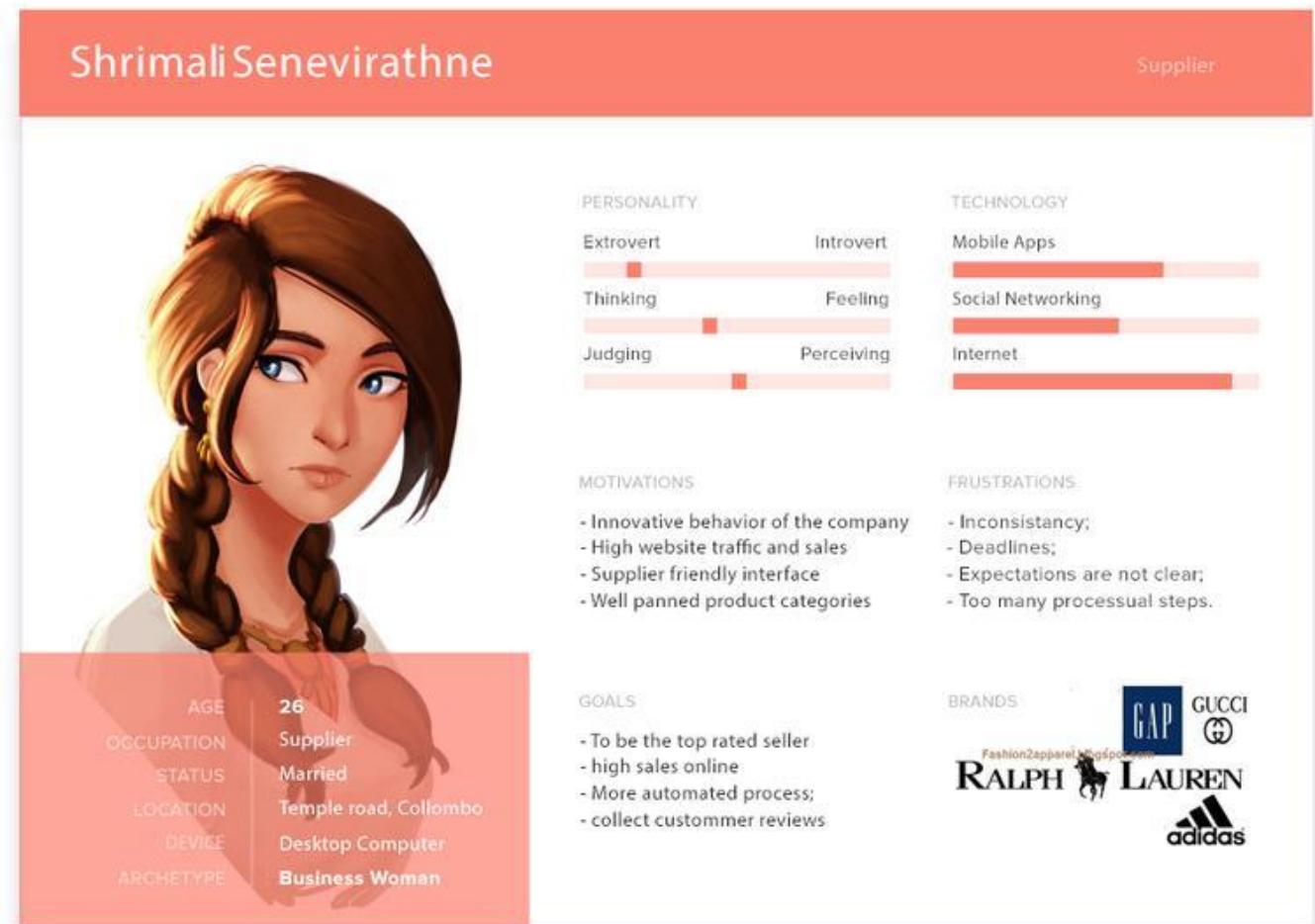
- Executive Intent
- Target Market & Segments
- General Tasks
- Technological Constraints
- Marketing / Brand Goals
- Critical Success Factor



User Personas

Personas are fictional characters, created based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.

Creating persona will help you to understand your users' needs, experiences, behaviors and goals.



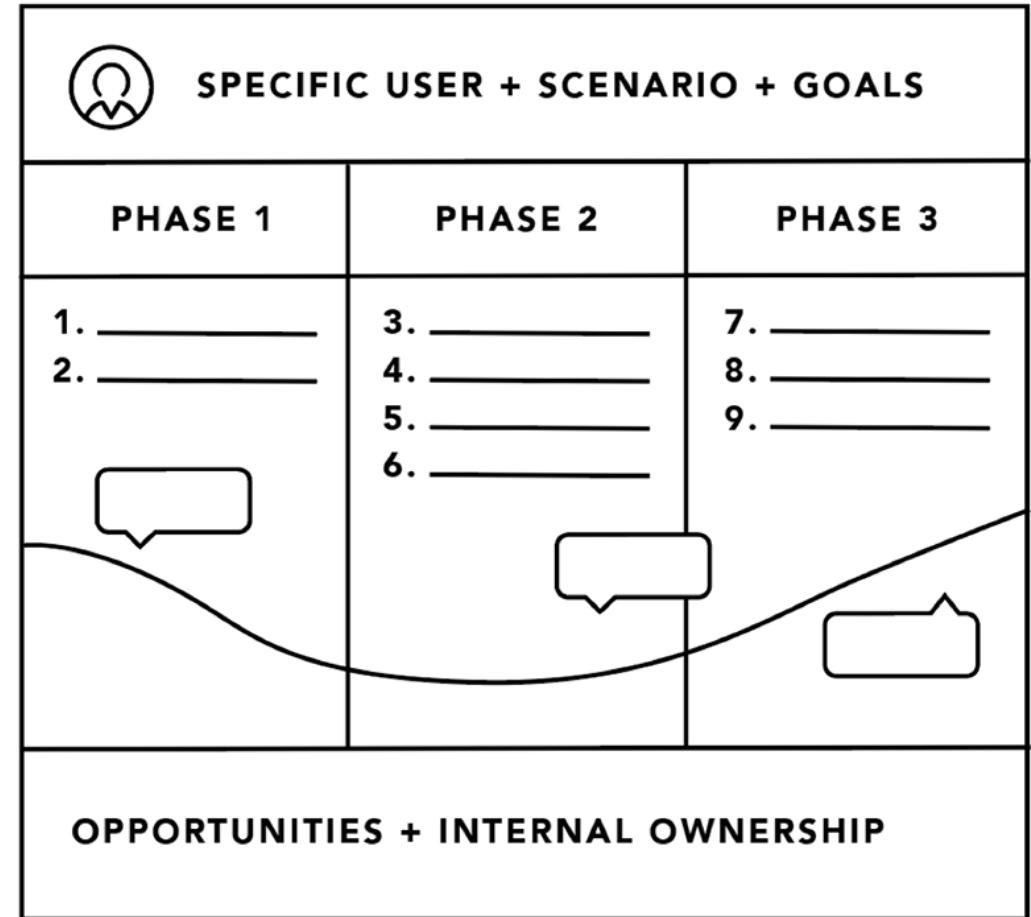
User Personas



Journey Map

A journey map is a visualization of the process that a person goes through in order to accomplish a goal.

In its most basic form, journey mapping starts by compiling a series of user actions into a timeline.





Guest Journey

Snow White

These frames remind us to think holistically about the Airbnb experience. Use them to consider important touch points, prioritize strategy, address customer needs, and remember the real life context of our work.

As you explore Snow White, consider:

What is the person thinking and feeling in each frame?

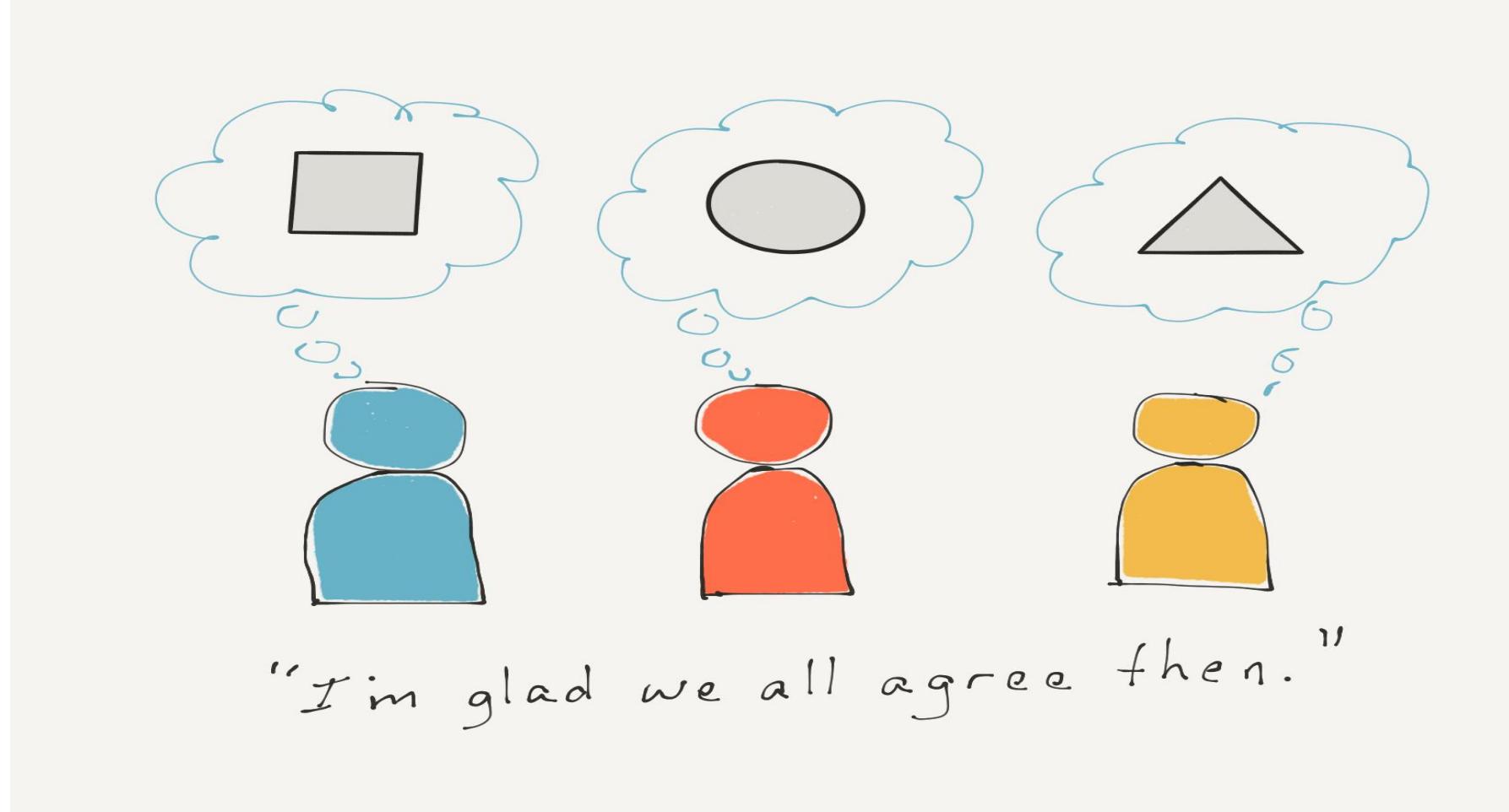
What motivates these characters to progress in their journeys?

What opportunities exist to improve or enhance the experience for them?

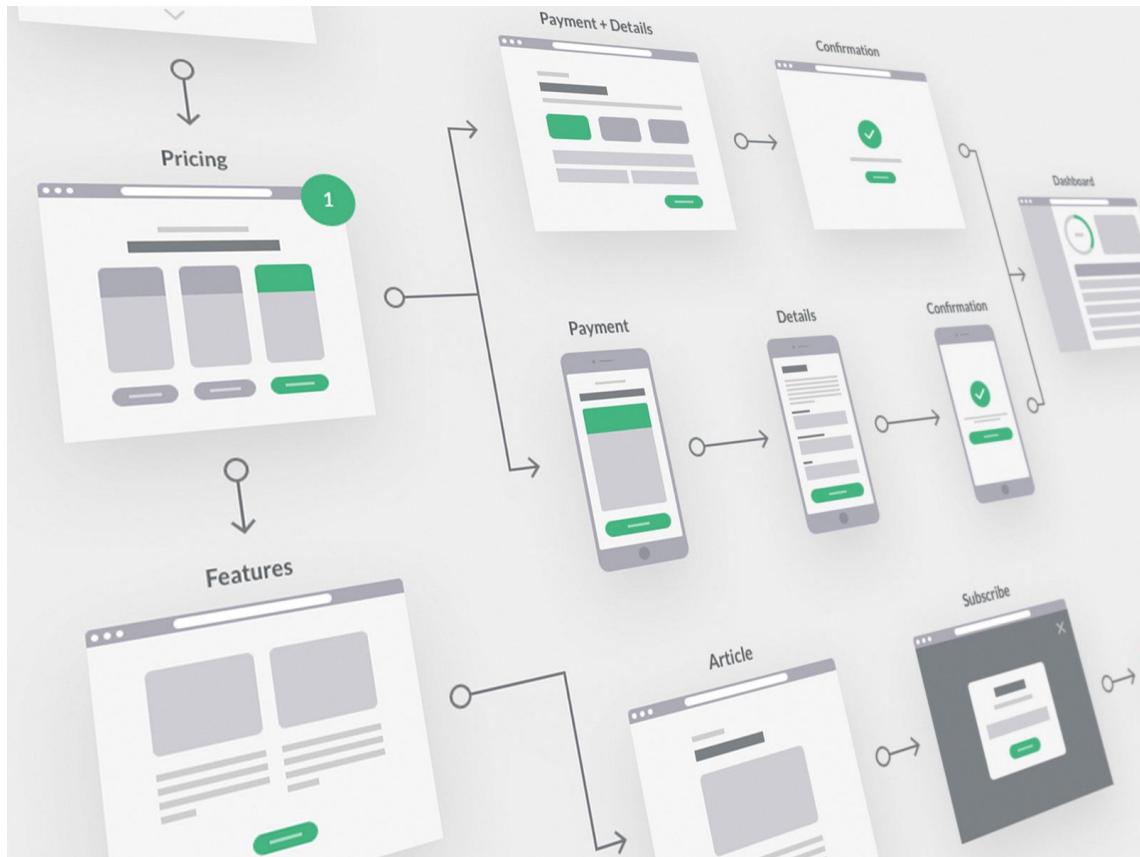
How does your work influence what the character feels, knows, thinks, decides, or does?

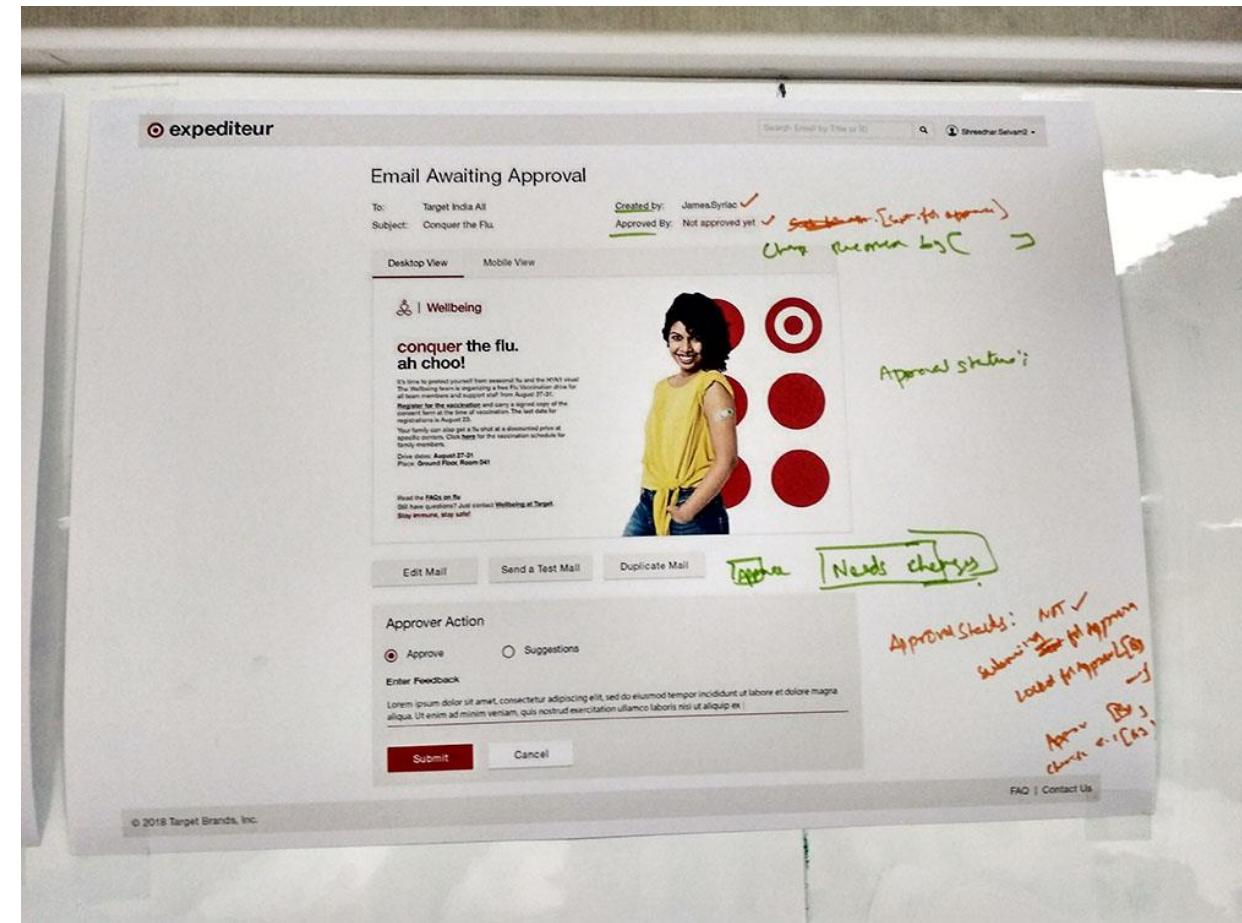
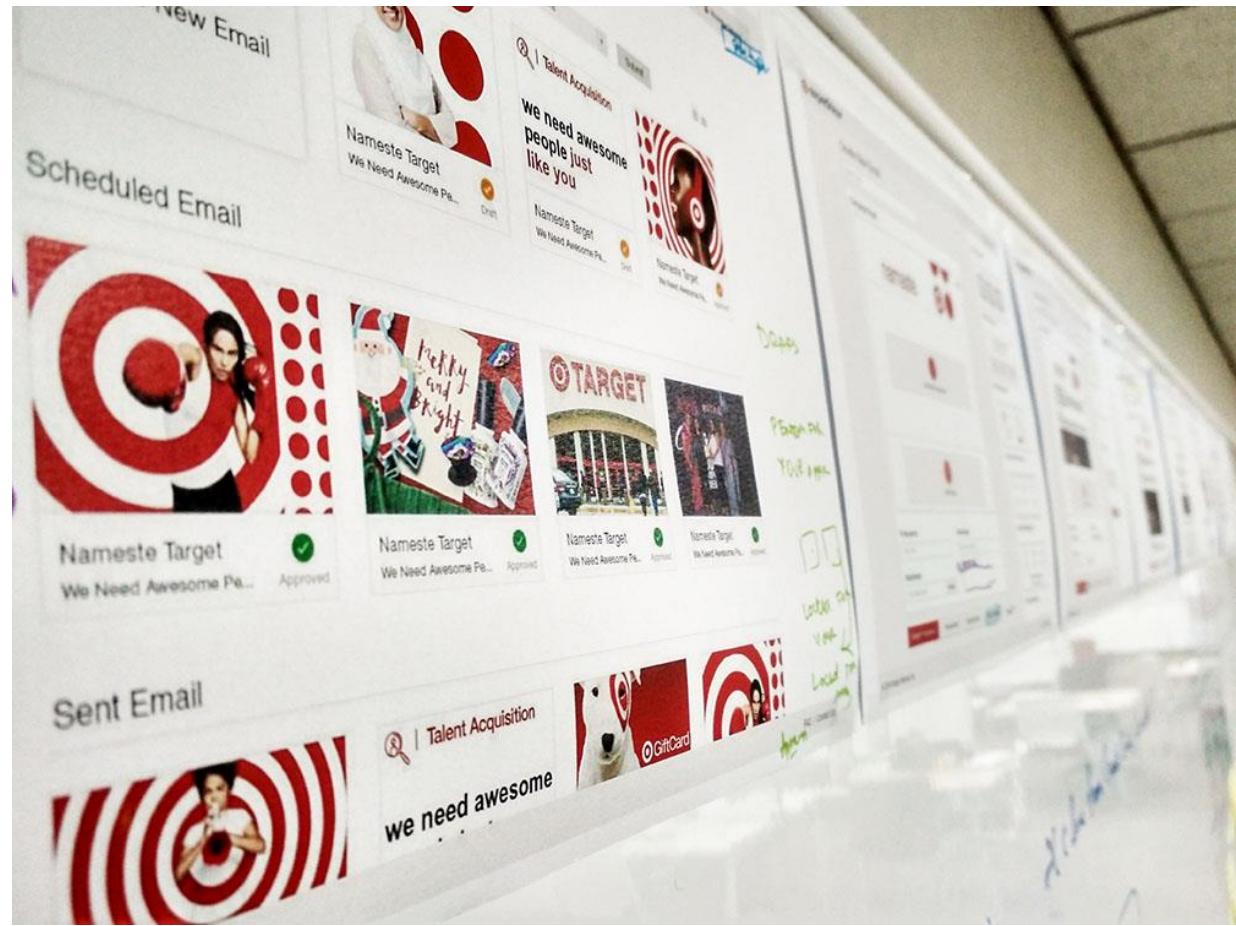


Why are Wireframes & Prototypes important?

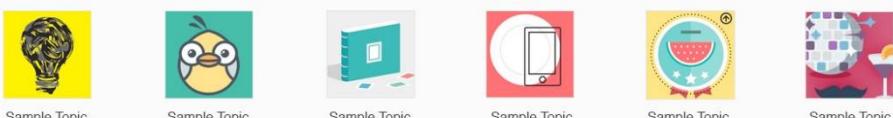
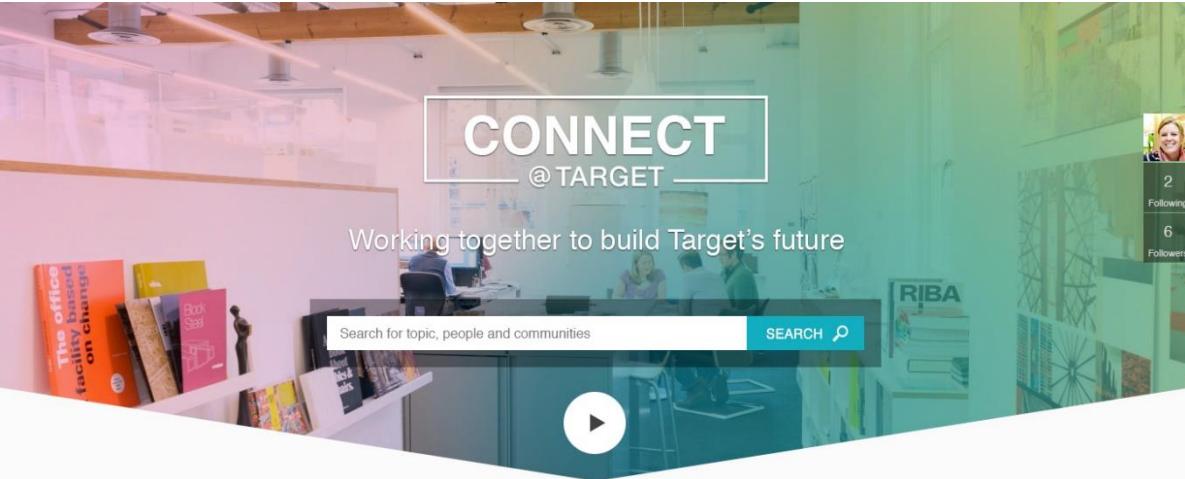


Low Fidelity Wireframes





High Fidelity Wireframes



[VIEW MORE](#)

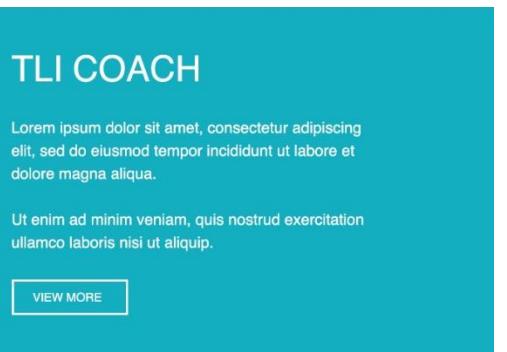


VOLUNTEER

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

[READ MORE](#)



Article Title 1



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 Ut enim ad minim veniam...[read more](#)

Article Title 2

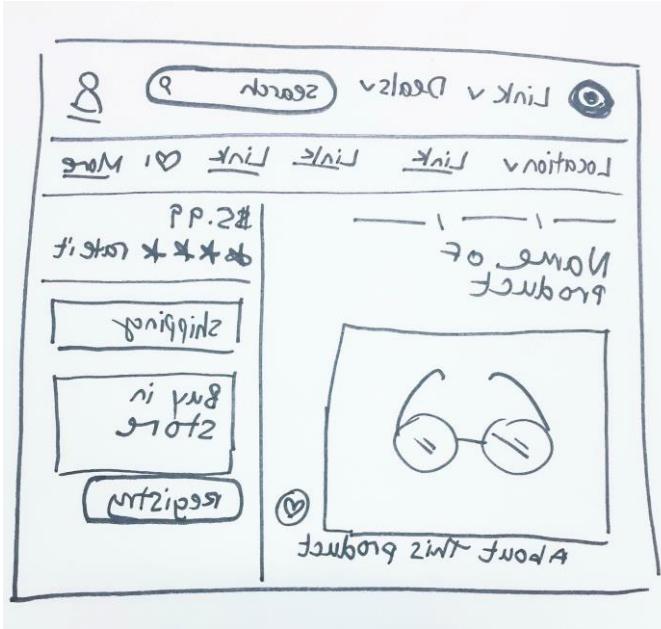


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Article Title 3



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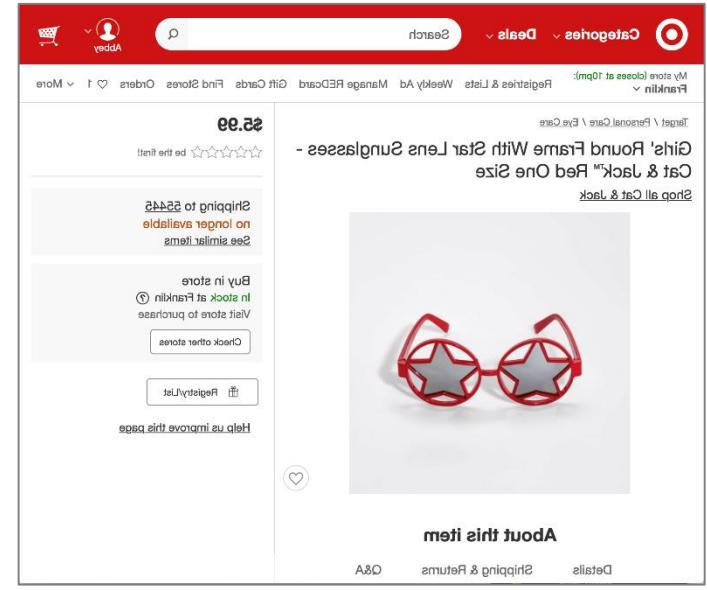


Low Fidelity

Paper Sketch or Power Point works great for wireframing



Mid Fidelity



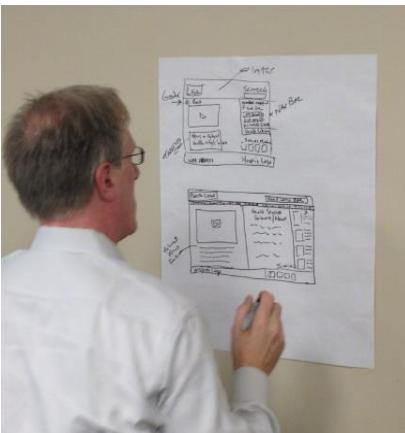
High Fidelity

Power of Co-Creation

The focus is on rapid idea generation with stakeholders and sometimes even users participate.

Sketching, sharing, and re-iterating will solidify and articulate what's needed for the experience to work.

The end goal is a few designed sketches and flows that the group has a general agreement on for direction that will next be made into wireframes and a prototype that will be tested with users.





LAWS OF UX

with practical examples

“The collection of laws or design standards that designers must take into account when thinking and improving the user experience”.

<https://medium.com/swlh/ux-laws-with-practical-examples-c418b4738d20>

Fitts's Law



01

The time to acquire a target is a function of the distance to and size of the target.



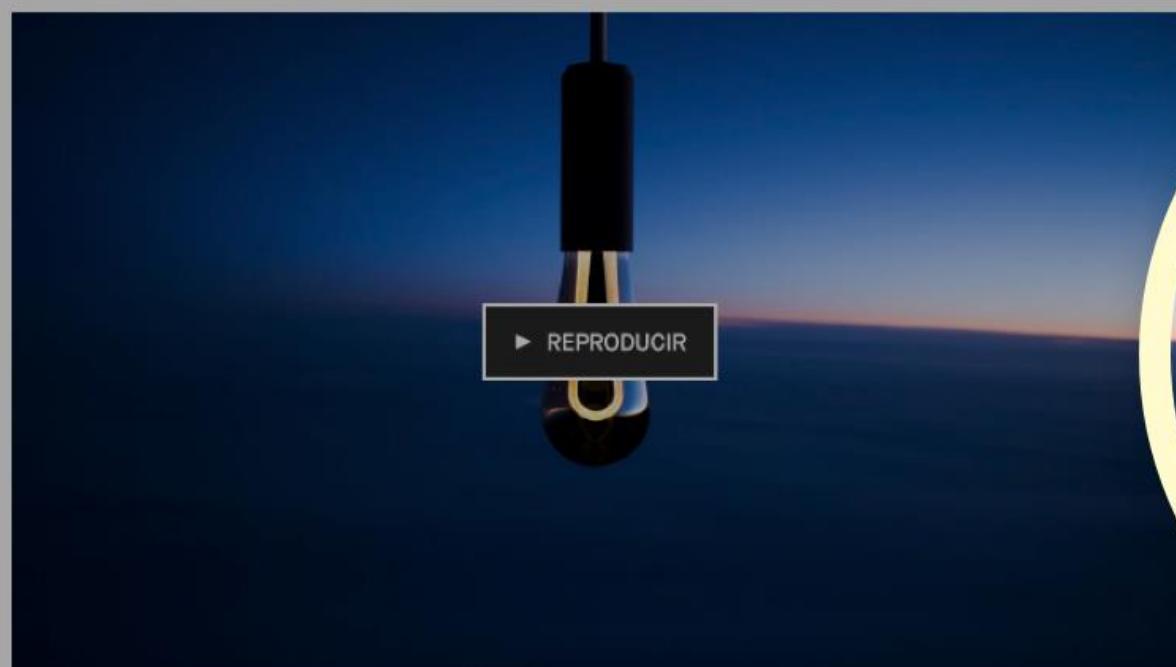
vídeo

De Flyte
4 creados

Seguir

ARC: The Ultimate Minimal, Dimmable LED Bulb

Minimalist design, maximum efficiency, ARC is a dimmable statement LED light bulb tested in space.



Nuestros favoritos



Diseño de productos



New York, NY

93,122 \$
meta de 25.000 \$

939
patrocinadores

17
días más

Patrocinar este proyecto

Recordarme



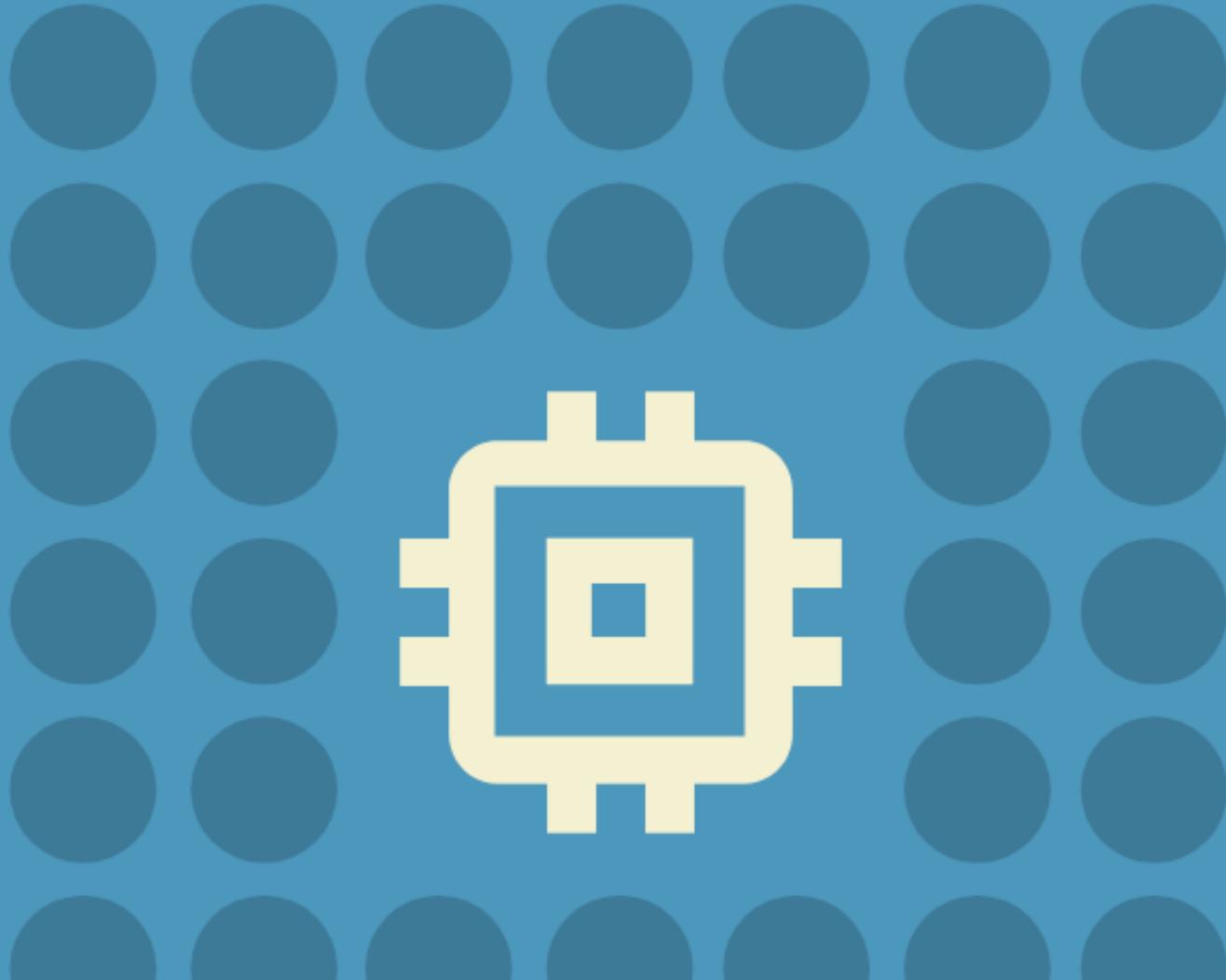
Todo o nada. Este proyecto sólo será financiado si alcanza la meta antes del sábado, 17 de febrero de 2018 18:45 CET.

[Campaña](#)[Preguntas frecuentes](#) ³[Actualizaciones](#) ¹[Comentarios](#) ⁴⁸[Comunidad](#)

02

The time it takes to
make a decision
increases with the
number and complexity
of choices.

Hick's Law



[Conviértete en anfitrión](#)[Ayuda](#)[Regístrate](#)[Inicia](#)

Airbnb

Reserva alojamientos únicos y
experiencias en todo el mundo.

Prueba «Creta»

Buscar

Descubre Airbnb



Alojamientos



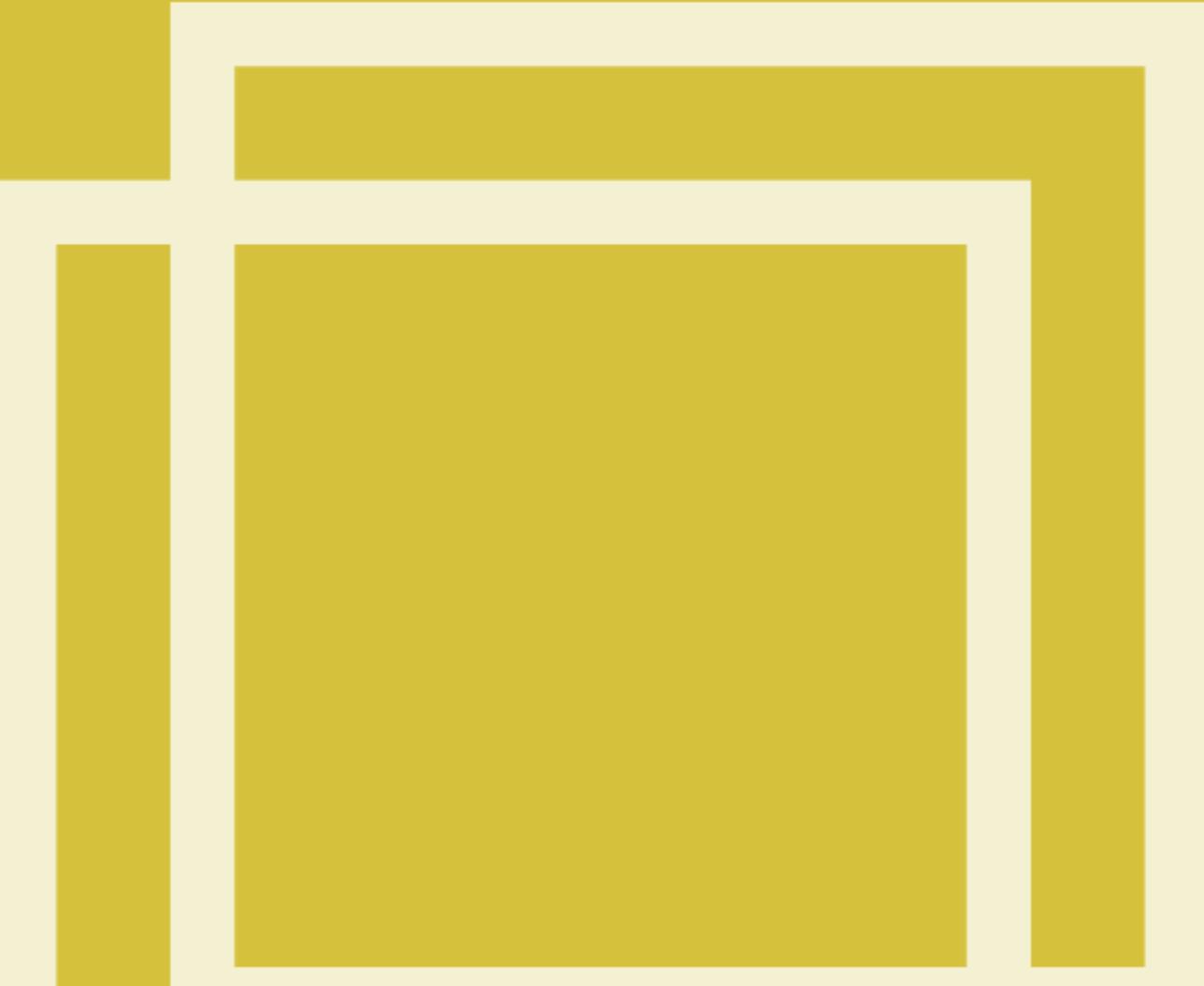
Experiencias



Restaurantes

Experiencias

Jakob's Law



03

Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

CICLISMO

RUNNING

OUTDOOR

NATACIÓN

TRIATLÓN

FITNESS

LIFESTYLE

MARCAS

OUTLET



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- 23%

Zapatillas Asics GEL-Kayano 24
amarillo negro

39,00 € IVA incl.

PVP 180,00 € Te ahorras 41,00 €

 Opina sobre este producto

Colores



Tallas

40	40.5	41.5	42	42.5	43.5	44	44.5
45	46	46.5	47	48	49		

Guía de tallas

1



Añadir al carrito



Solicita aquí tu financiación

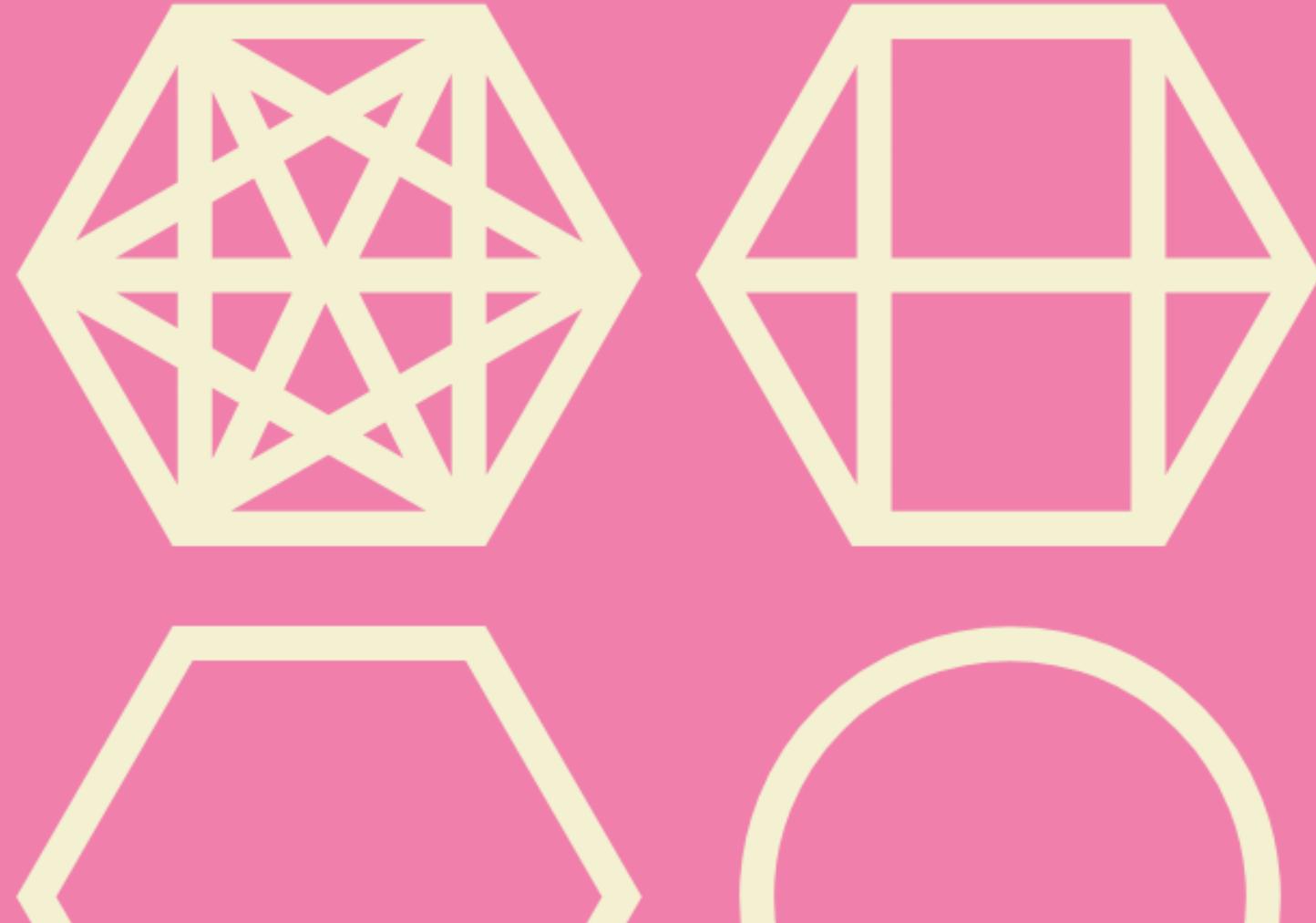
35,5€ / m. cuotas



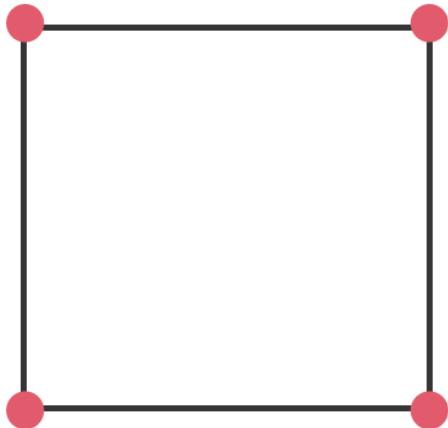
04

People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us.

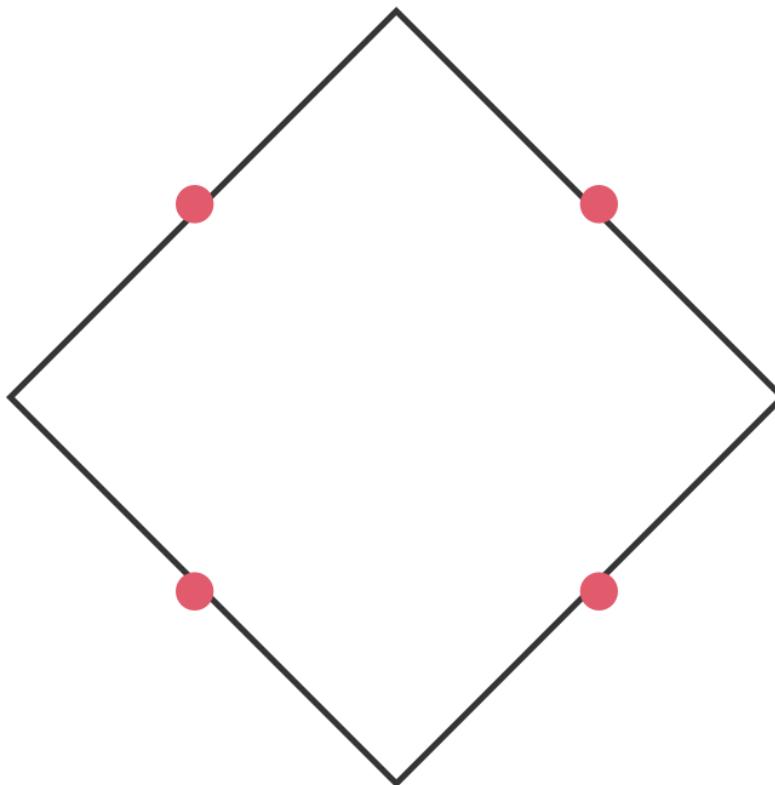
Law of Prägnanz



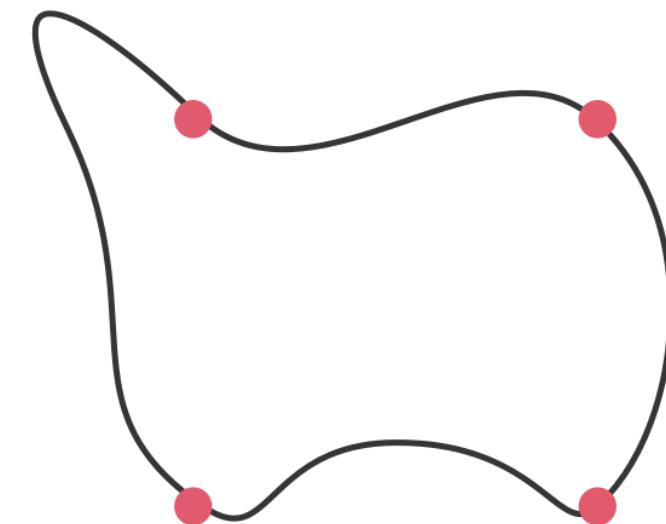
Opcion A



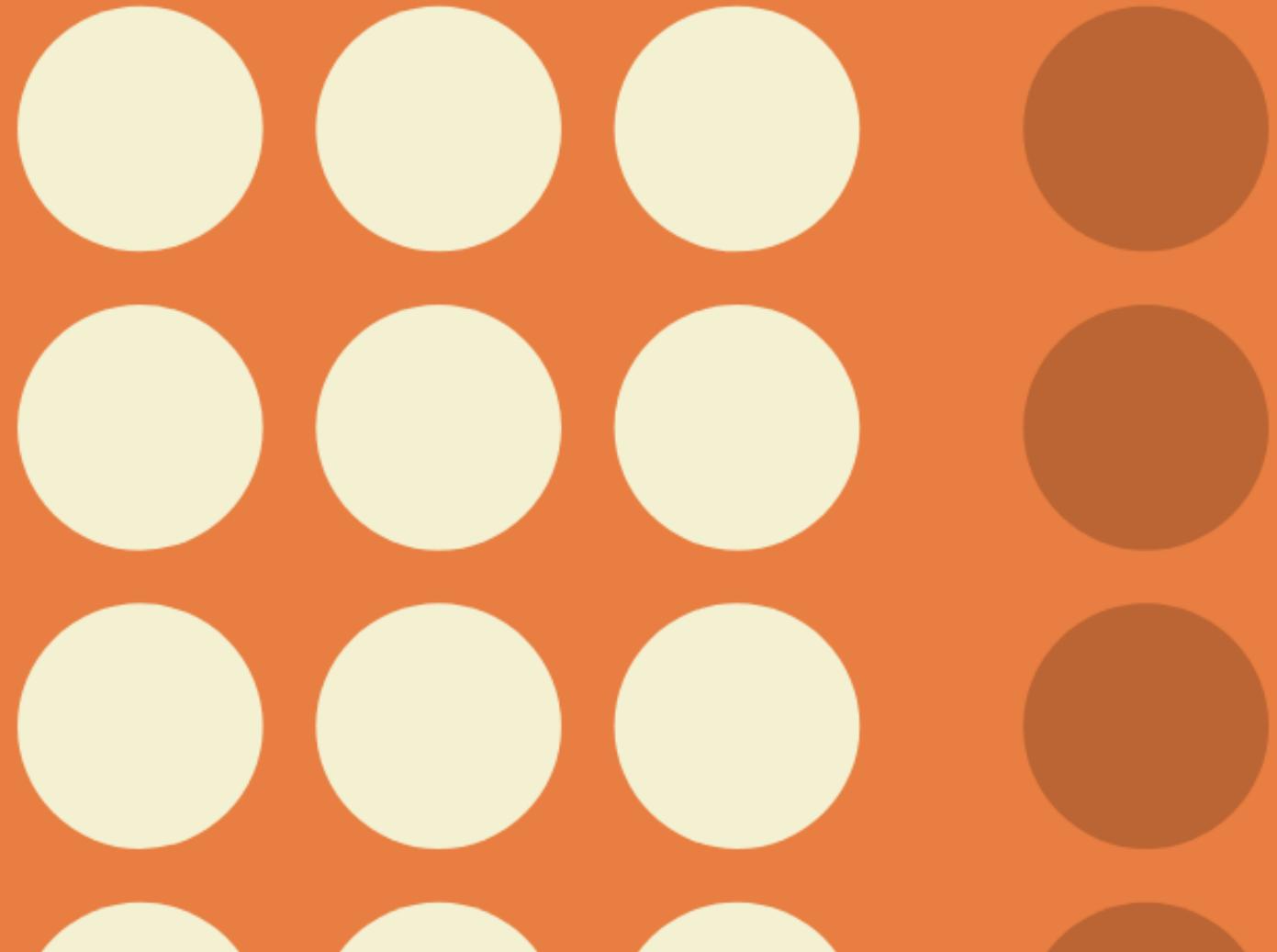
Opcion B



Opcion C



Law of Proximity



05

Objects that are near,
or proximate to each
other, tend to be
grouped together.

Mostrar resultados para

Electrónica
TV, video y home cinema
Televisores

Filtrar por

Tamaño de la pantalla

- Hasta 29" (74 cm)
- 30-39" (76-99 cm)
- 40-49" (102-125 cm)
- 50-59" (127-150 cm)
- 60-69" (152-175 cm)
- 70" (178 cm) y más

Formato HD

- 1080p Full HD
- 720p HD Ready

Tecnología de la pantalla

- CRT
- LCD
- LED
- OLED
- Plasma
- QLED

Marca

- TD Systems
- LG
- Philips
- Samsung
- Nevir
- NPG
- Hitachi

Ver más

Precio

Televisores

Bienvenido a la página de Televisores. Aquí podrás encontrar una amplia gama de: [televisores LED](#), [televisores Full HD](#), [smart TVs](#), [televisores 3D](#), y una gran variedad de [accesorios para televisores](#).

Últimas novedades

A

Televisores Led Full HD 24 Pulgadas... TD Systems EUR 129,00	Televisores Led 55 pulgadas 4K Ultra... TD Systems EUR 399,00	Televisores Led 49 Pulgadas 4K Ultra... TD Systems EUR 399,00 EUR 349,00	HKC 50B9A 50 pulgadas 4K Ultra HD... EUR 449,99 EUR 399,99	NPG TV 210L20H Tv Led 20" TDT2 USB... EUR 103,08	Samsung UE43MU6175 – Smart TV de 43..." EUR 619,00 EUR 499,00	10 W Bluetooth 4.0 Home Cinema... KINGBERWI EUR 69,95 EUR 39,99	Televisores Led 24 inch Full Hd... TD Systems EUR 169,00

Los más vendidos

B

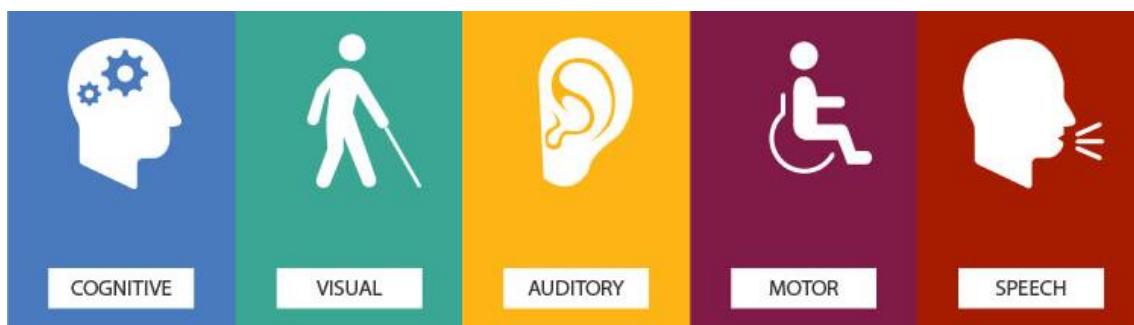
Samsung UE32M5005 – TV de 32", negro EUR 319,00 EUR 250,00	LG 49UJ651V - TV LED UHD 4K de 49" EUR 949,00 EUR 559,00	Nevir - 7412 tv 16" led hd usb dvr... EUR 109,00	TV LED 24" LG 24MT49VW, HD Ready LG EUR 139,90	Monitor TV LED 28" LG 28MT49S-PZ HD... LG EUR 224,30	TELEVISOR NEVIR NVR741820HDN 12v NEGRO Nevir EUR 135,90	TV LED 24" - Philips 24PFT4022/12... Philips EUR 159,00	Samsung C24F396 Monitor, color... EUR 141,07

Digital Accessibility

Digital Accessibility enables the flow of information to every user.

“Every user” includes users with cognitive, auditory, physical, speech, or visual disabilities of any degree or duration.

“Every user” does not account for users with disabilities related to smell or taste (senses currently outside the digital purview.)





**People with
disabilities**



**People
getting older**



**Average
users**

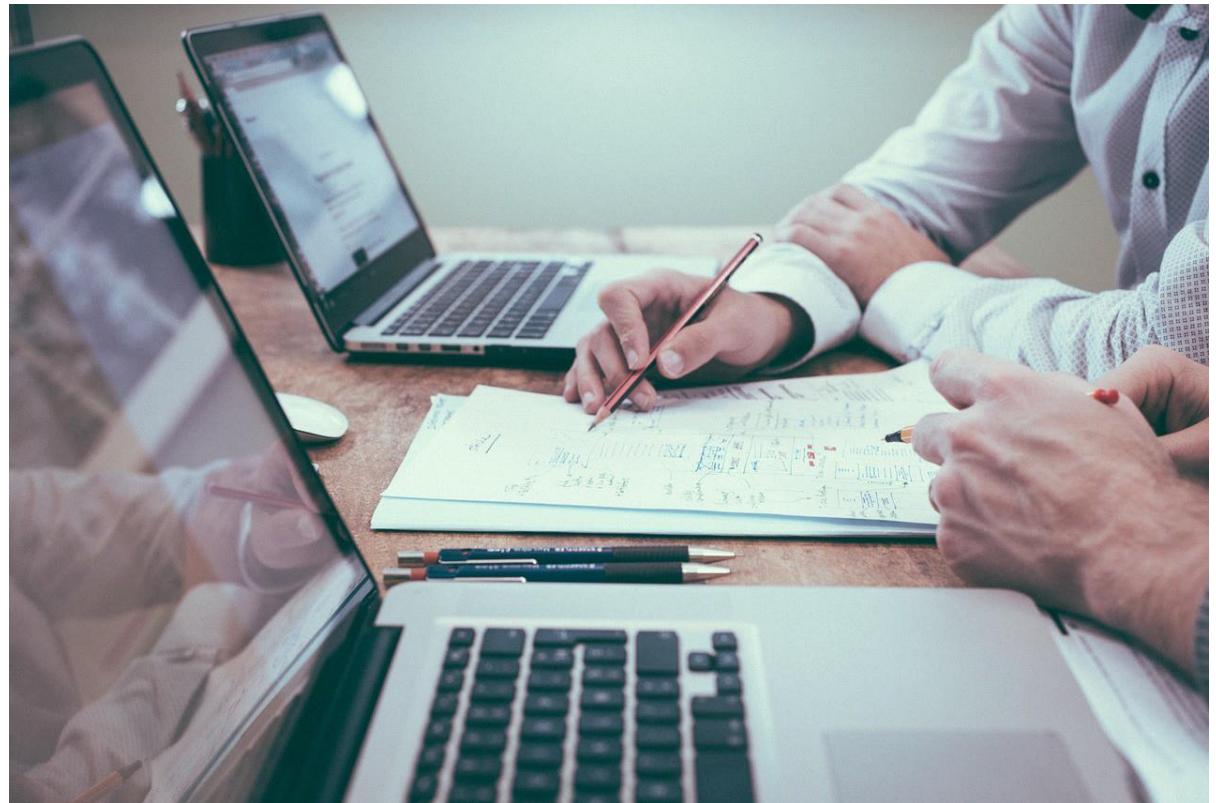
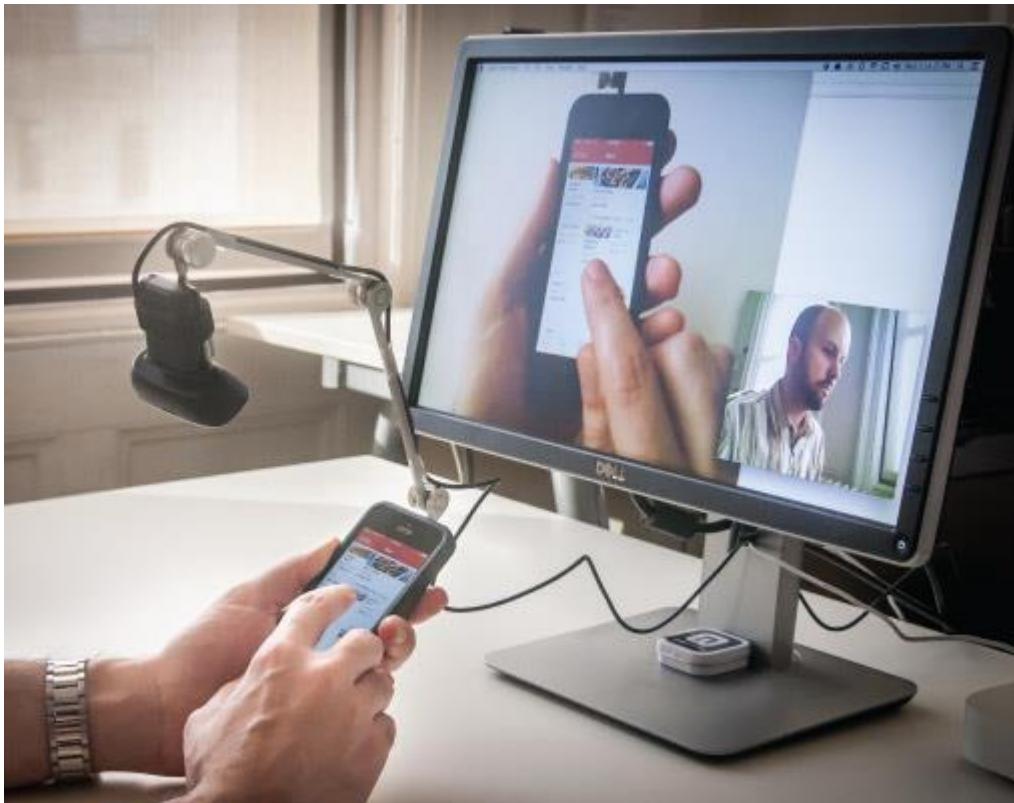


**People using
mobile devices**

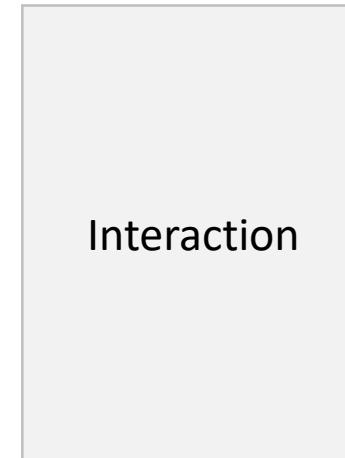
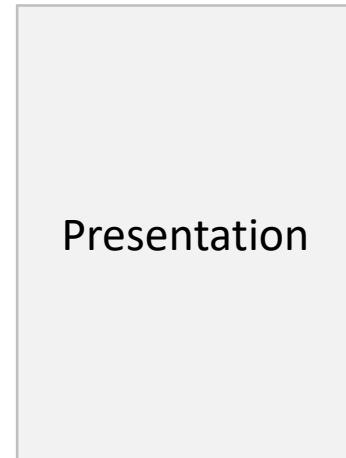
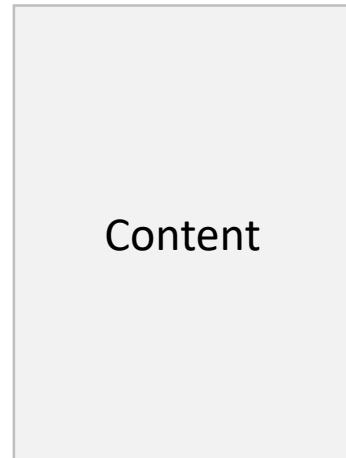
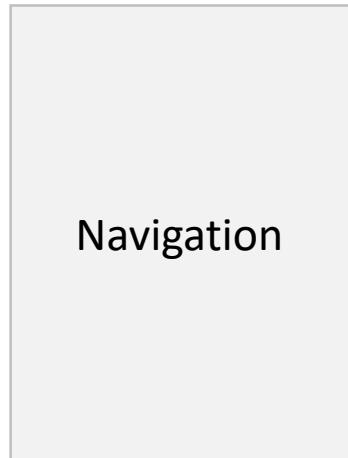
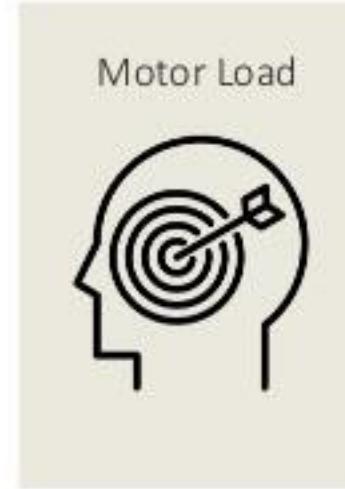
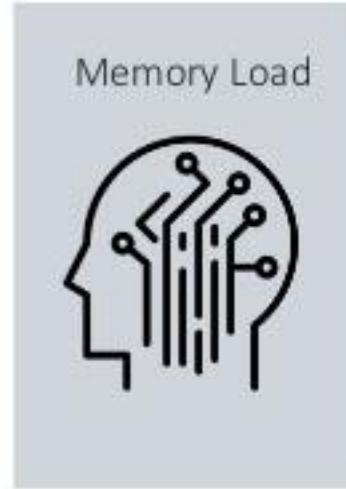
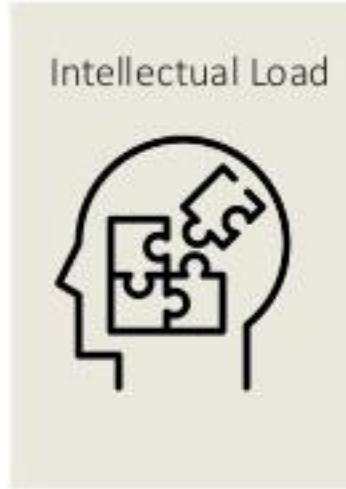
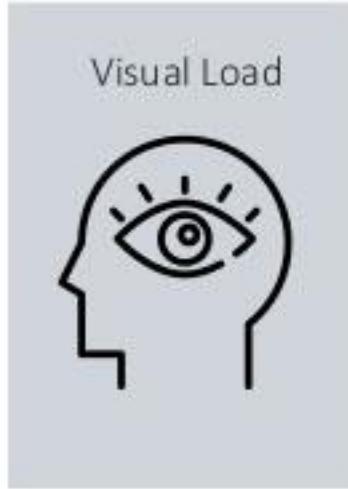


**People under
heavy stress**

Usability Testing



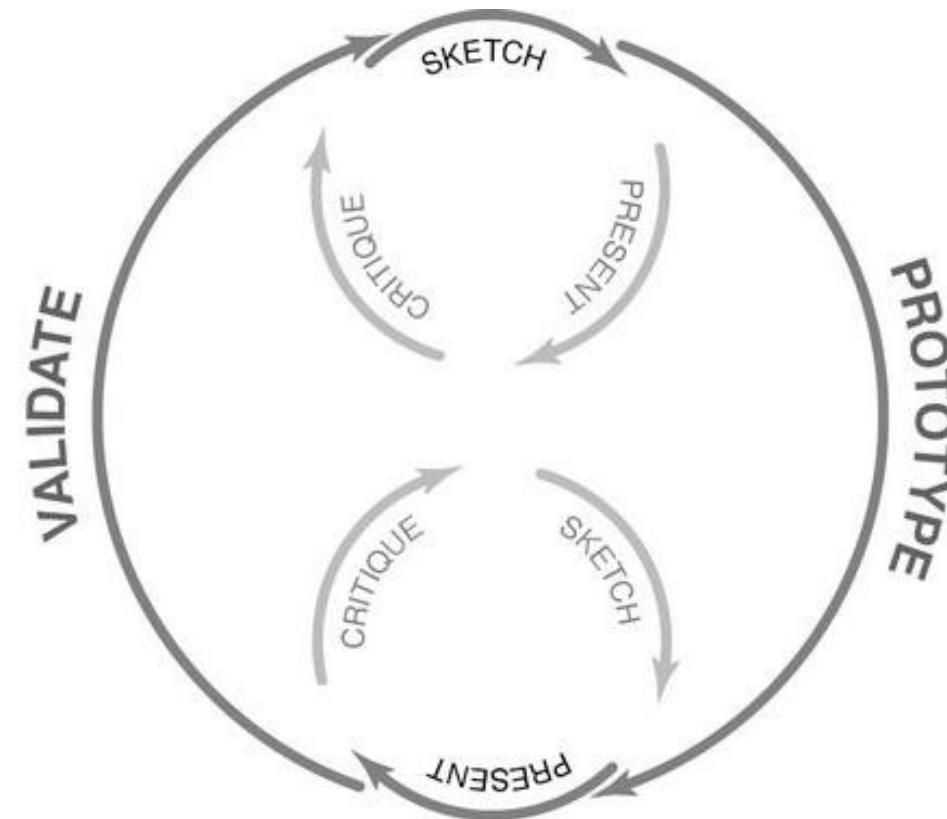
VIMM & NCPI



Lean UX

Lean UX is about bringing the true nature of a product to light faster, in a collaborative, cross-functional way that reduces the emphasis on thorough documentation while increasing the focus on building a shared understanding of the actual product experience being designed.

- Works in alignment with Agile development methods
- Think, Make, Check. It's that easy and extremely effective
- Requires a greater level of collaboration with the entire team

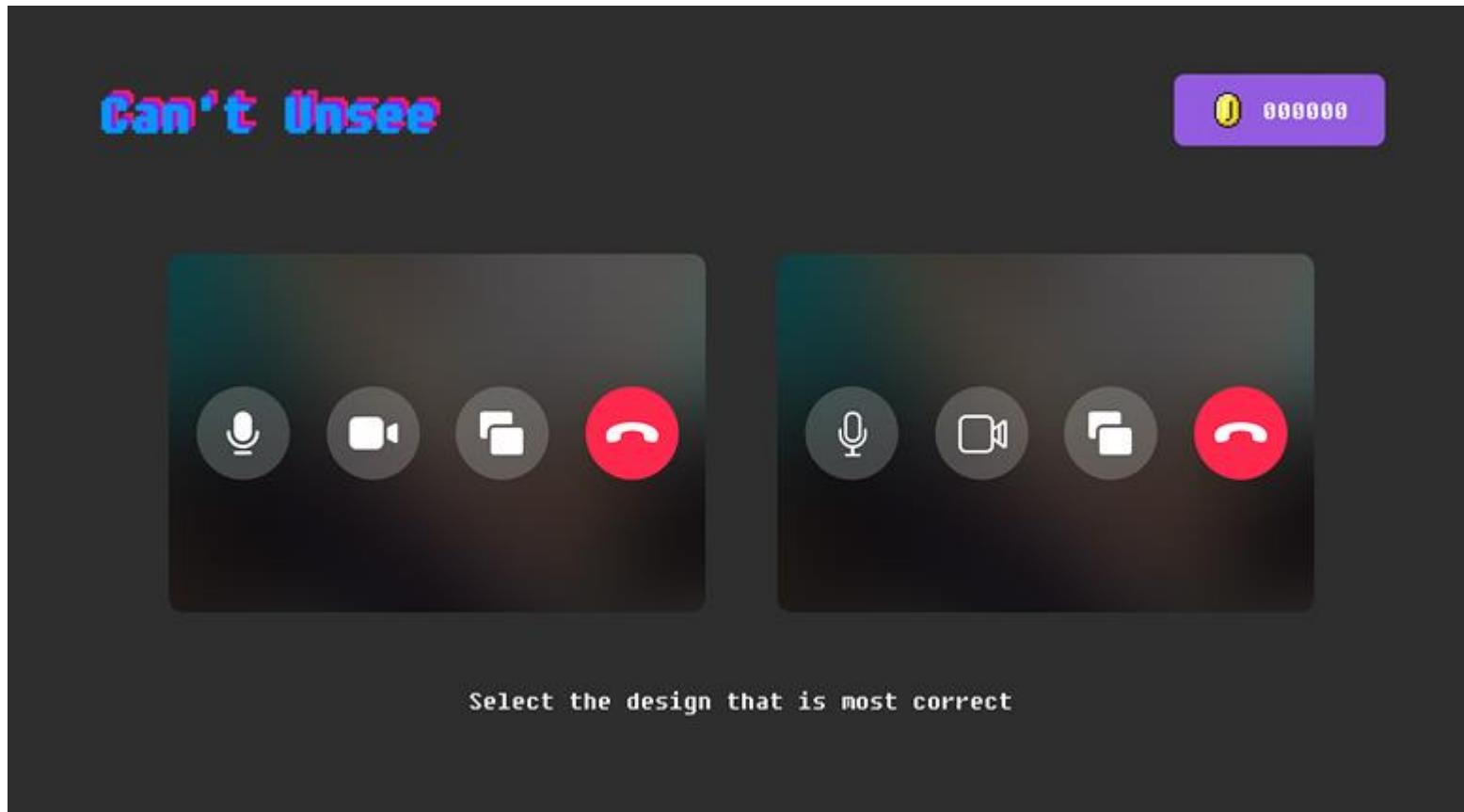


Learning Objectives

You should now be able to:

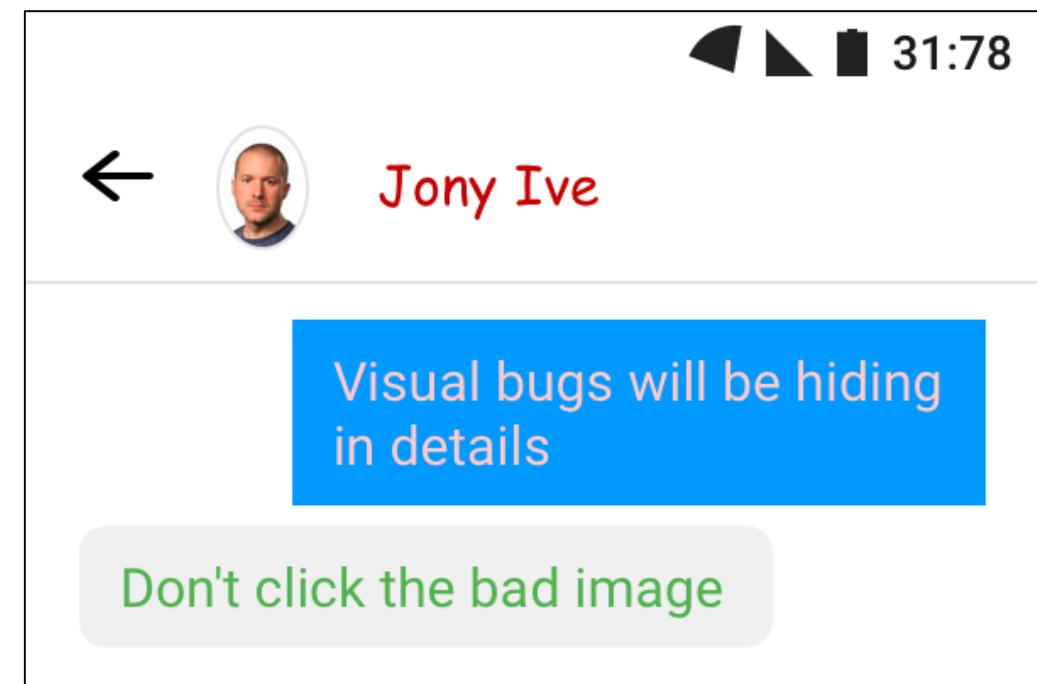
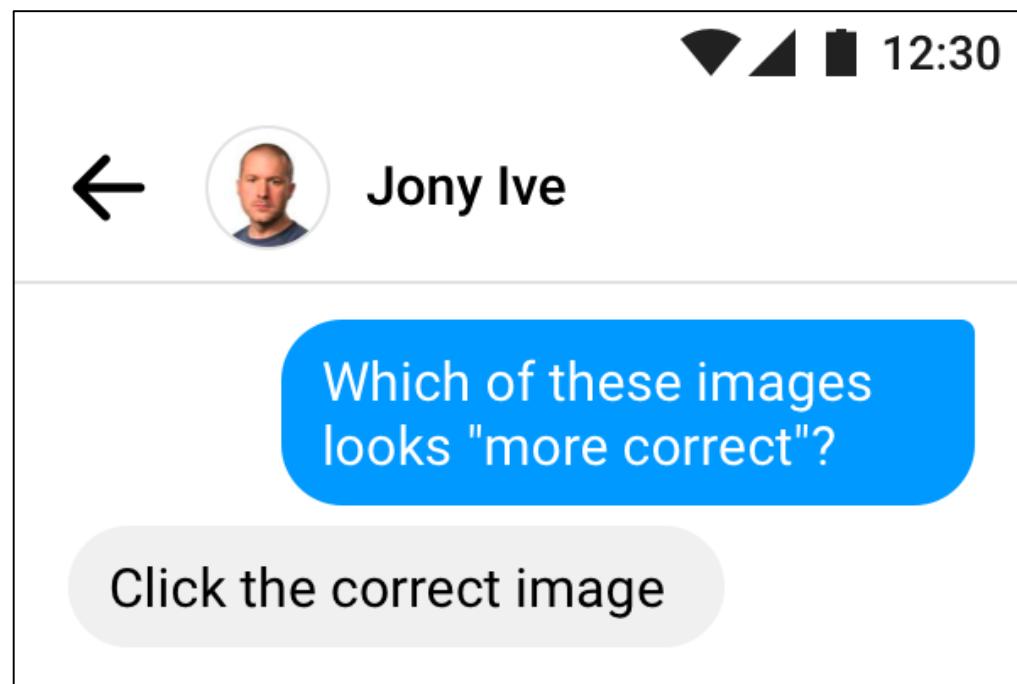
- Understand what User Experience is
- History of UX
- Difference between UX & UI Design
- UX Design Process
- Design Strategy, User Persona, Journey Map
- UCD, IA, Task Flows, Wireframes, Low & Hi fidelity Prototypes
- Heuristic Design & Review Process
- Usability Testing
- Lean UX

Quiz Time



<https://cantunsee.space/>

Select the design that is most correct



Assignment



Requirement

Design a E-commerce solution which provides an easy way to sell products to a large customer base.

When users land on an e-commerce site, they expect to find what they are looking for quickly and easily.

Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy.

The website should help customers narrow down their broad ideas and enable them to finalize the products.

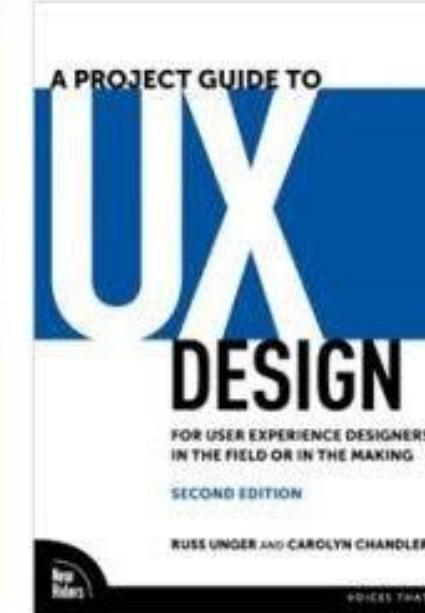
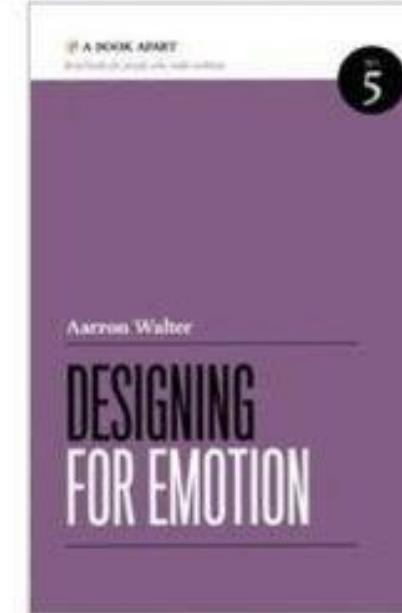
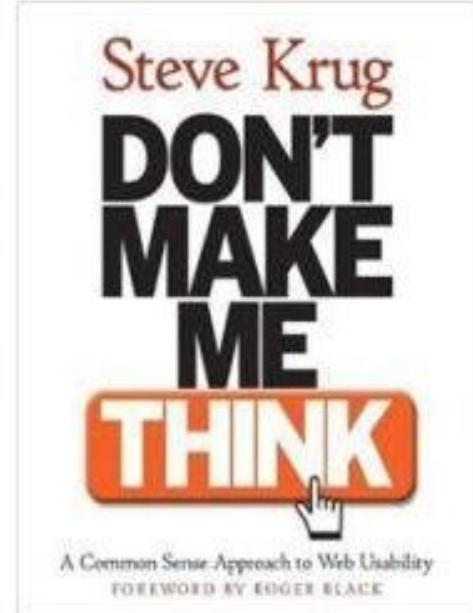
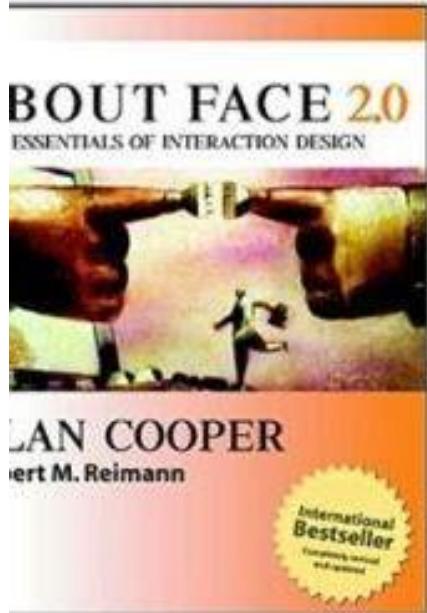
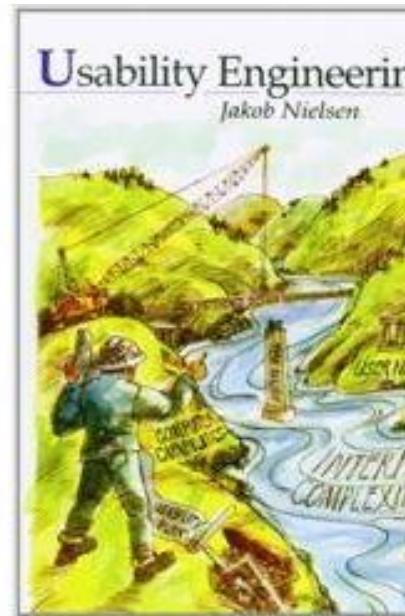
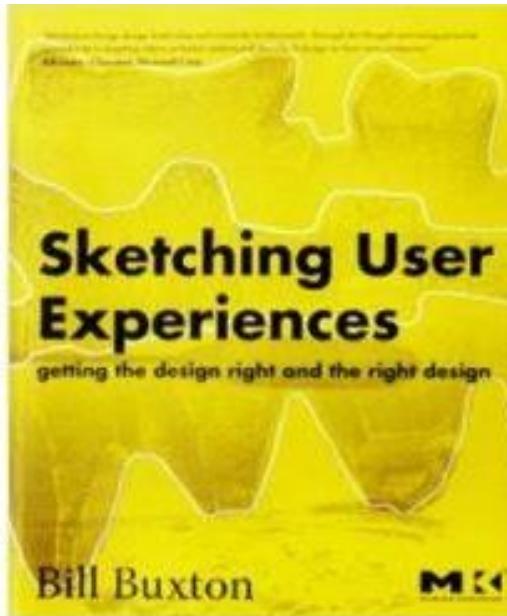
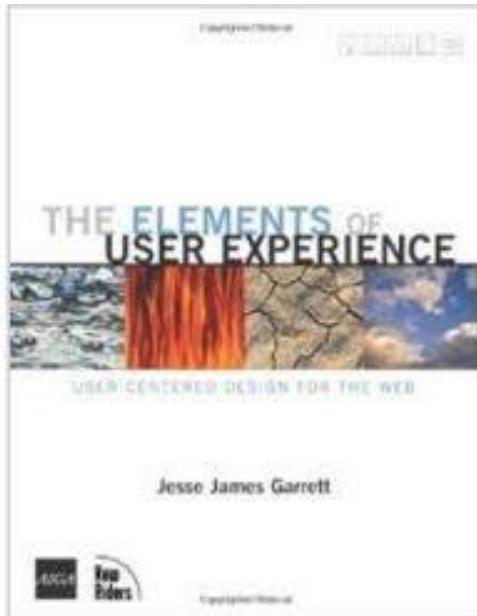
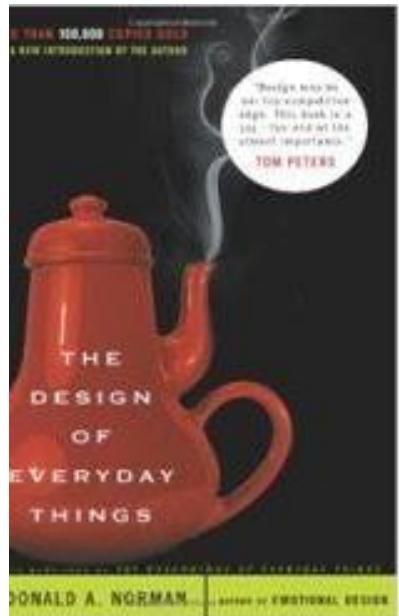
Expected result from this Assignment

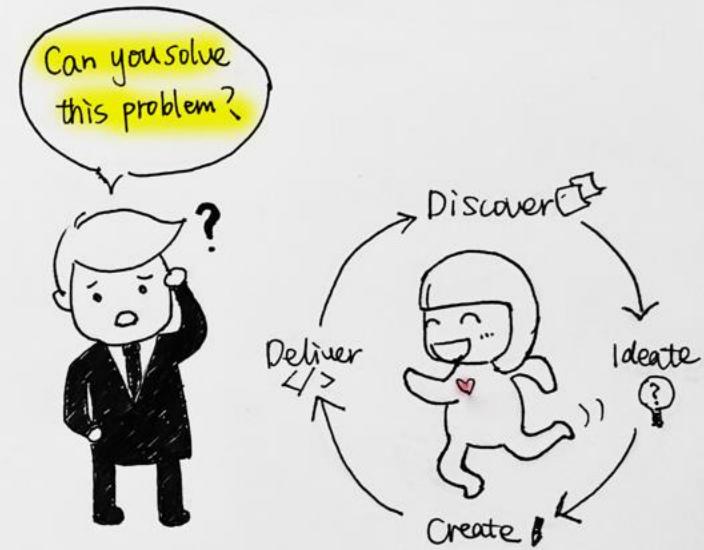
- Create the Design Strategy
- Create User Personas
- Create Guest Journey
- Understand all the UX Laws
- Create the low fidelity wireframes and present



Questions?

You can also Mail / Skype / Slack me
[@ Shreedhar.Selvam2](mailto:@Shreedhar.Selvam2)





Thank You!

Shreedhar Selvam