



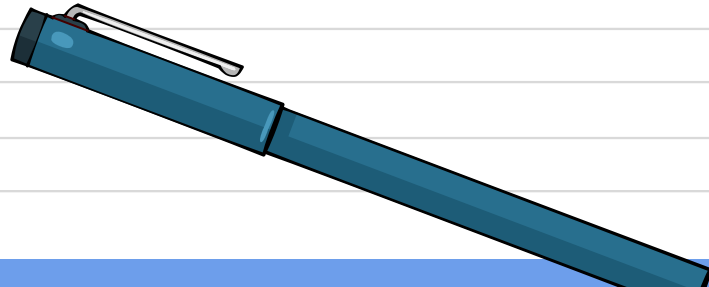
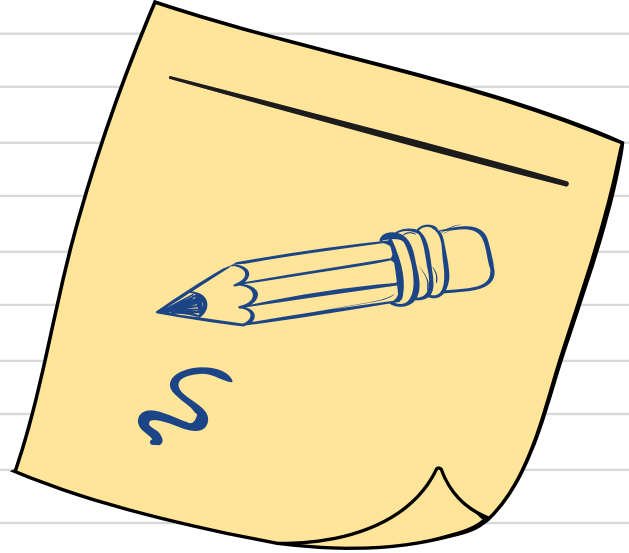
# **What is user experience design**

By team 5

# What is

# it?

It is a design philosophy whose objective is to create products that meet the specific needs of end users, achieving the greatest possible satisfaction and user experience with the minimum of effort.



# Good UX design

## Useful

the user manages to  
complete a task

## Usable

the user manages to  
complete tasks effectively,  
efficiently and with great  
satisfaction.

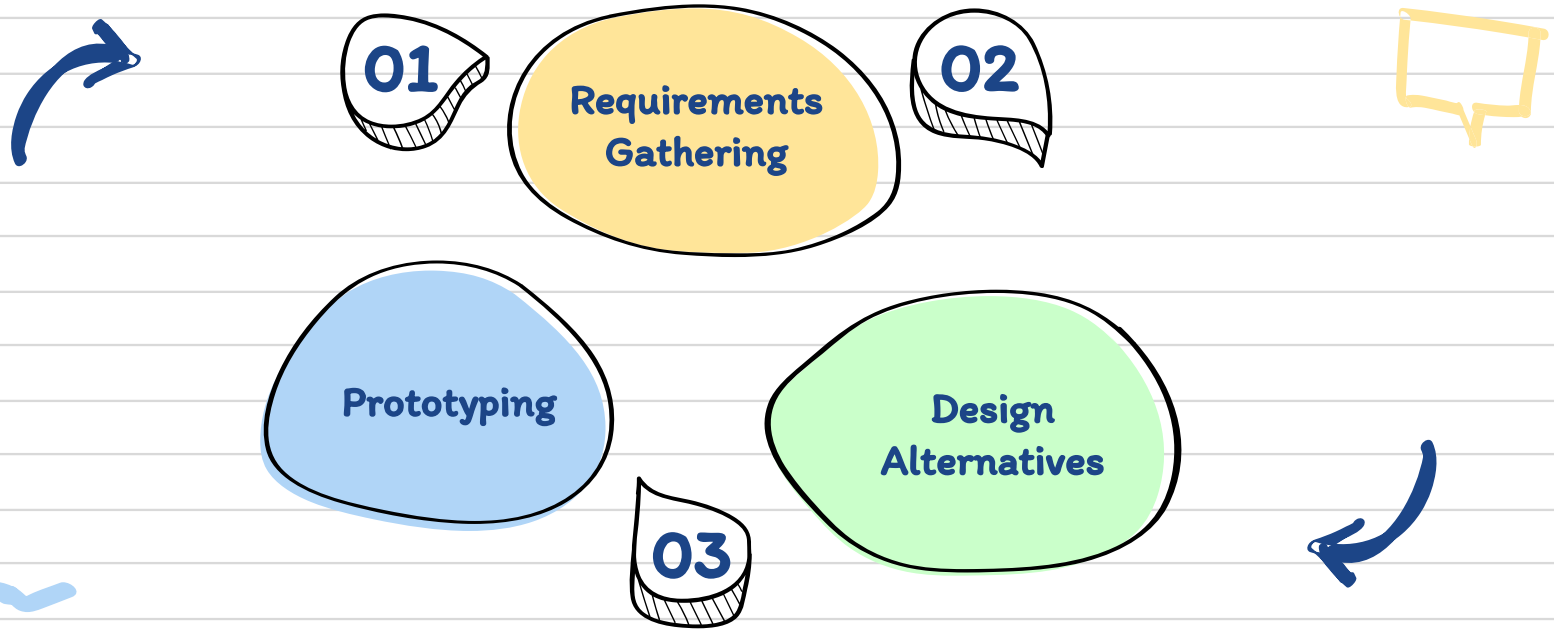
## Desirable

The user will be able to  
say "I like the design"

## User Experience

You could describe the  
topic of the section here

# Desing cycle





Before developing / designing any product and / or service we must understand our user and his objectives. This step should be seen as the understanding of the "problem space". Only by having a good understanding of our users and how they actually complete a task can we design useful and usable systems. All information gathering is done during user interaction sessions.

There are techniques that allow you to discover what the user is and techniques that allow you to present and summarize results.



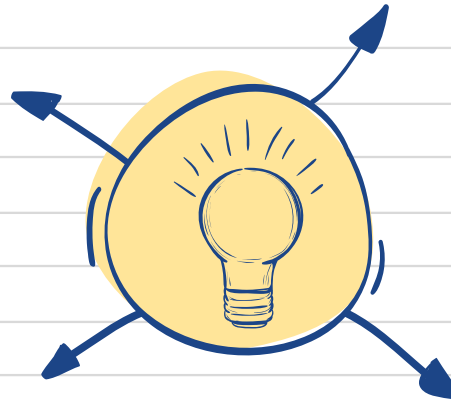
# Techniques to discover?

Naturalistic  
observation

Surveys

Focus  
Group

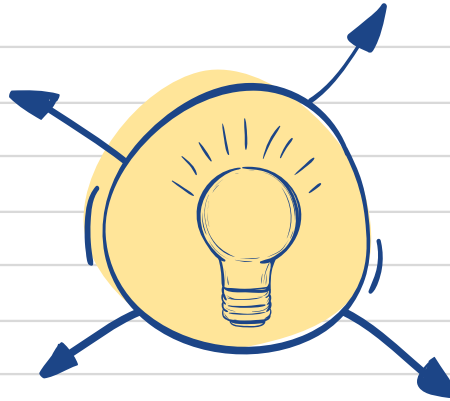
Interview



# Techniques to present?

Descriptive  
Statistics



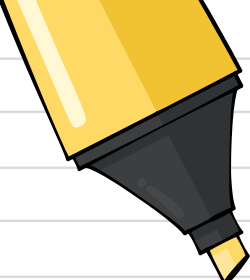
User  
Characteristic  
Table




Persona

Scenarios





To start this step, we must already be clear about the problem space: that is, we already know who our users are, what their objectives/goals are and the current way in which they carry out their activities. In this way, we will be ready to use this valuable information and develop various design options that will improve our users' experience (UX). It is time to “Think beyond” or ... Thinking outside the box



**Design  
Alternatives**



# Objectives to be achieved



## Basic

Create innovative design that meets the needs of users.

## Conceptualize

Conceptualize the basic idea:

What users explicitly need

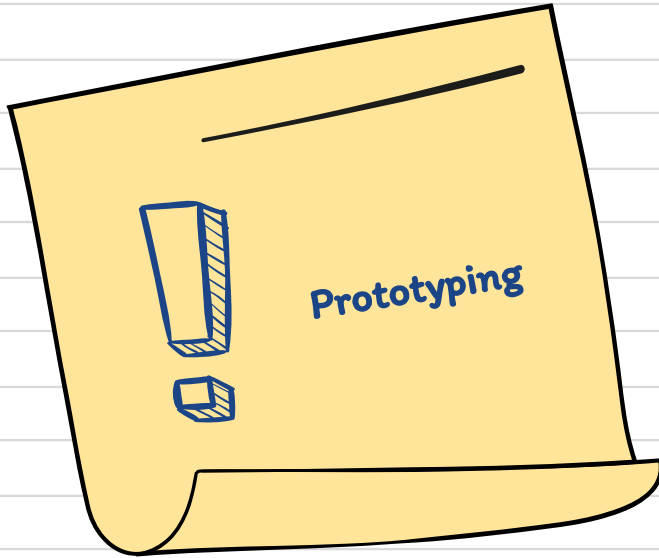
What do users implicitly need

## Requirements

With all the information obtained in step 1 we can define the functional and non-functional requirements.

- No functional
- Functional





This stage consists of using techniques to model the new design (novel design) before a final version is produced: a prototype.

## 2 types of prototyping

### High fidelity

Very similar to the final design.

We also have this classification:

- Horizontal Prototype
- Vertical Prototype

### Low fidelity

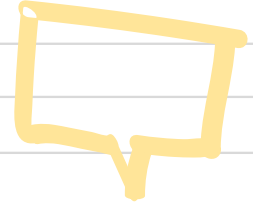
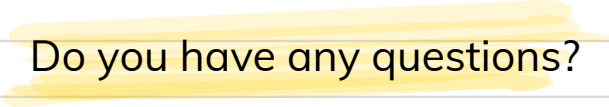
Little similarity to the final design both in form and functionality, they are faster and easier to design because they are only focused on verifying that the functionalities are fulfilled.



# Thanks!



Do you have any questions?



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