

Elements of user experience and usability

Based on: *The Elements of User Experience, Second Edition: User-Centered Design for the Web and Beyond*

What is usability?



Clock Alarm



Coffee machine



Traffic Jam



User Experience

- “A well-designed product is one that looks good to the eye and feels good to the touch”

User Experience

- A well-designed product is one that does what it promises to do

User Experience

- Aesthetic design makes sure the button on the coffeemaker is an appealing shape and texture.
- Functional design makes sure it triggers the appropriate action on the device.



User Experience

- User experience design makes sure the aesthetic and functional aspects of the button work in the context of the rest of the product

“Is the button too small for such an important function?”

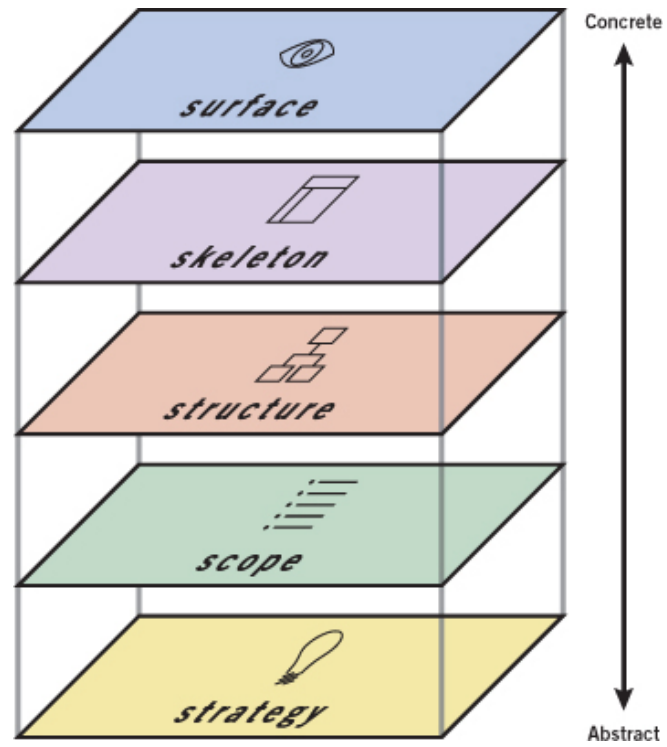
“Is the button in the right place relative to the other controls the user would be using at the same time?”

How to achieve usability

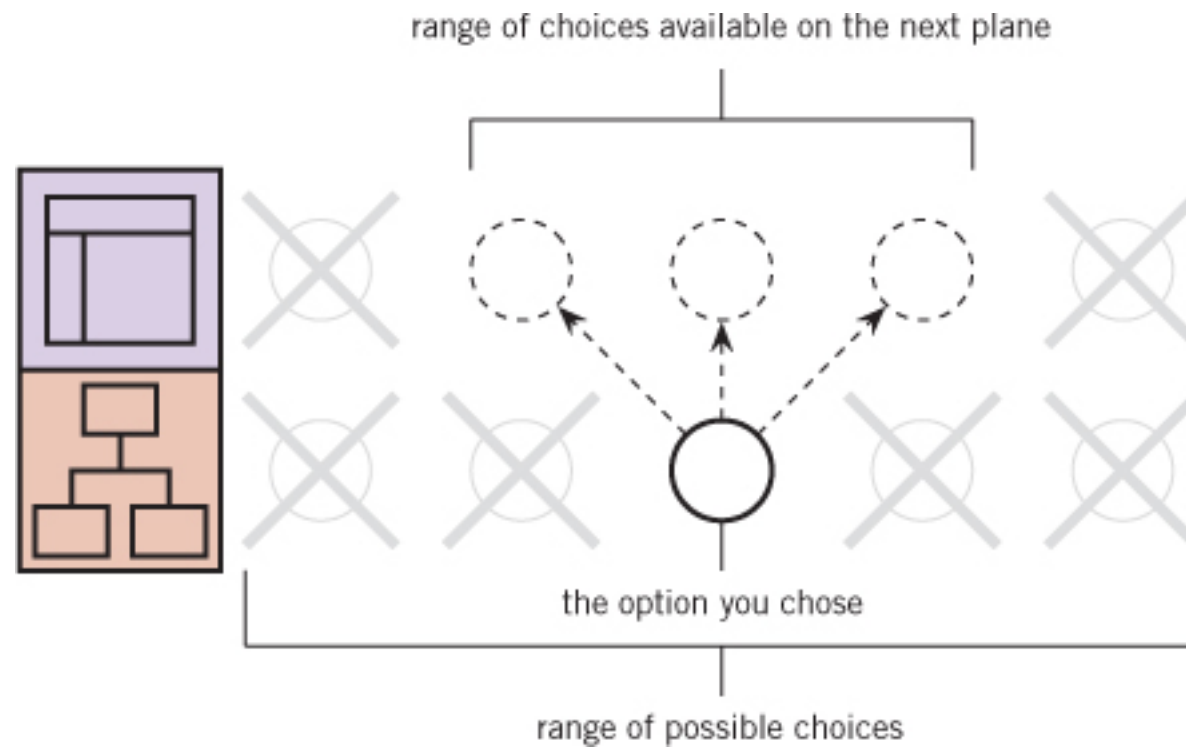
You are the 'chef'.
who designs your customer experience.



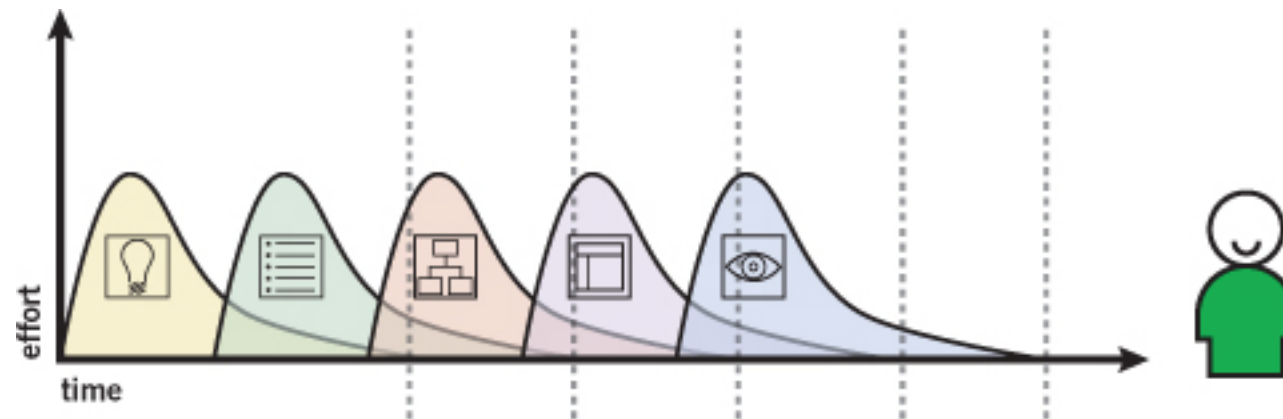
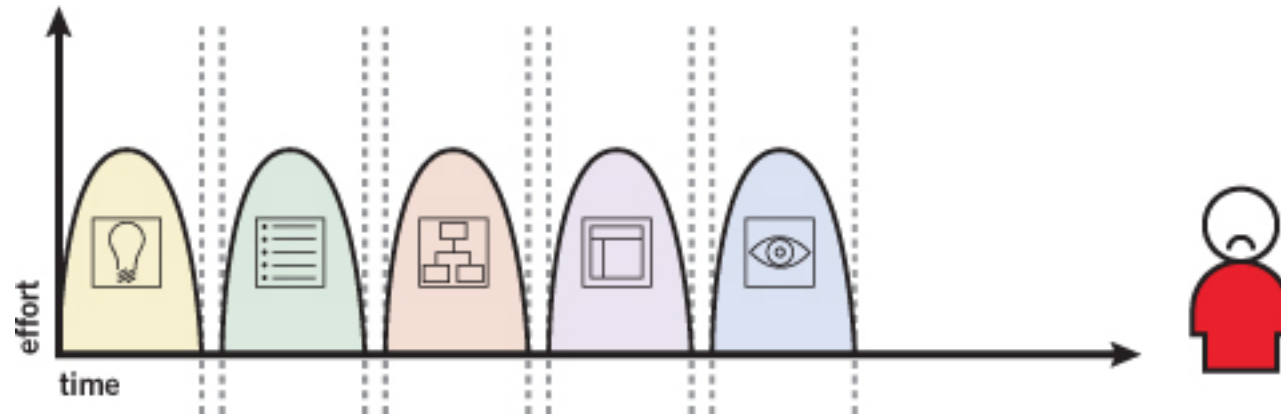
The elements



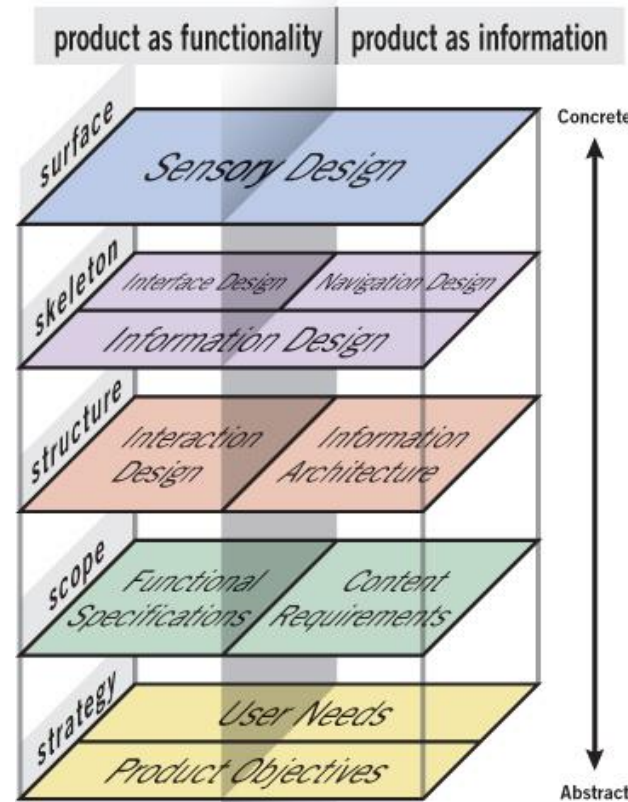
Elements restrictions



Product Design progress



Product as functionality Product as information

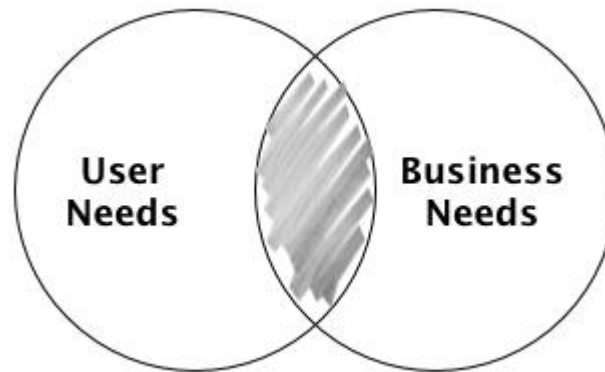


Choose an application

1. Students Campus application
2. Budget management
3. Scheduling system
4. Fashion application
5. Scholarship system
6. Sports application

The Strategy Plane

- Product Objectives and User Needs

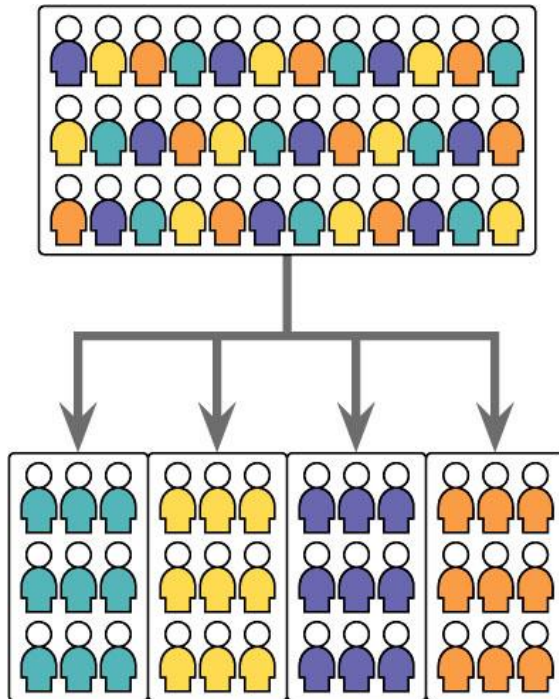


The Strategy Plane – User Needs



The Strategy Plane – User Needs

Customer segmentation



Market research



User Contextual testing

As a Configuration Person I want to be able

Success Metrics



The Strategy Plane

- What do we want to get out of this product?
- What do our users want to get out of it?
- Identify two customer segments?
- Create one “Personas” or user Profile



Janet

"I don't have time to sort through a lot of information. I need quick answers."

Janet is frustrated with working in a corporate environment and wants to start her own accounting practice.

Age: 42
Occupation: Accounting firm vice president
Family: Married, two children
Household income: \$180,000/year


Technical profile: Fairly comfortable with technology; Dell laptop (about one year old) running Windows; 5 Mbit Internet connection; 15-20 hours/week online
Internet use: 75% at home; news and information, shopping

Favorite sites:



WSJ.com Salon.com Travelocity.com

Frank






"This stuff is all new to me. I want a site that will explain everything."

Frank is interested in learning how he can turn his hobby of making furniture into a business.

Age: 37
Occupation: School bus driver
Family: Married, one child
Household income: \$60,000/year

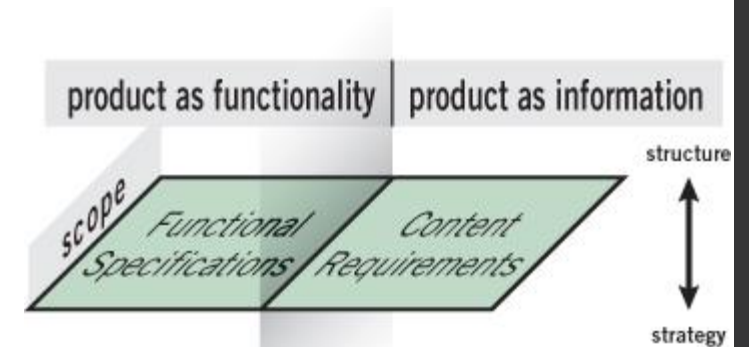
Technical profile: Somewhat uncomfortable with technology; Apple iMac (about two years old); DSL Internet connection; 8-10 hours/week online
Internet use: 100% at home; entertainment, shopping

Favorite sites:



ESPN.com moviefone.com eBay.com

The Scope Plane



The Scope Plane

● ● ● | Process vs. Results

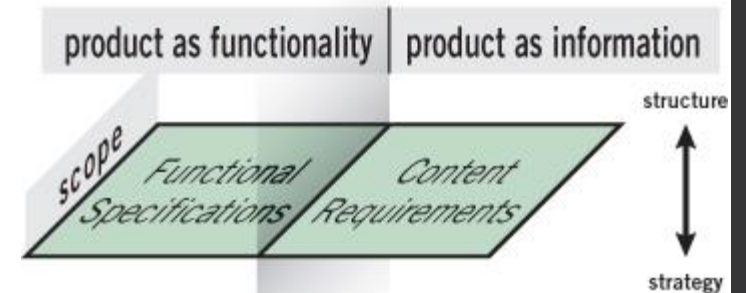
- Process Orientation
 - How things are done
 - The way we do things
- Results Orientation
 - What gets done
 - Outcome



Process

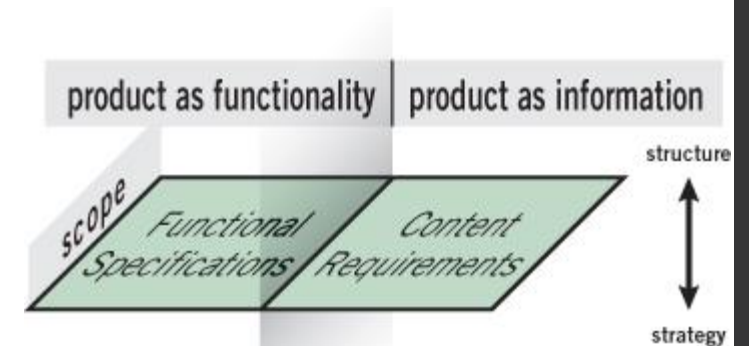
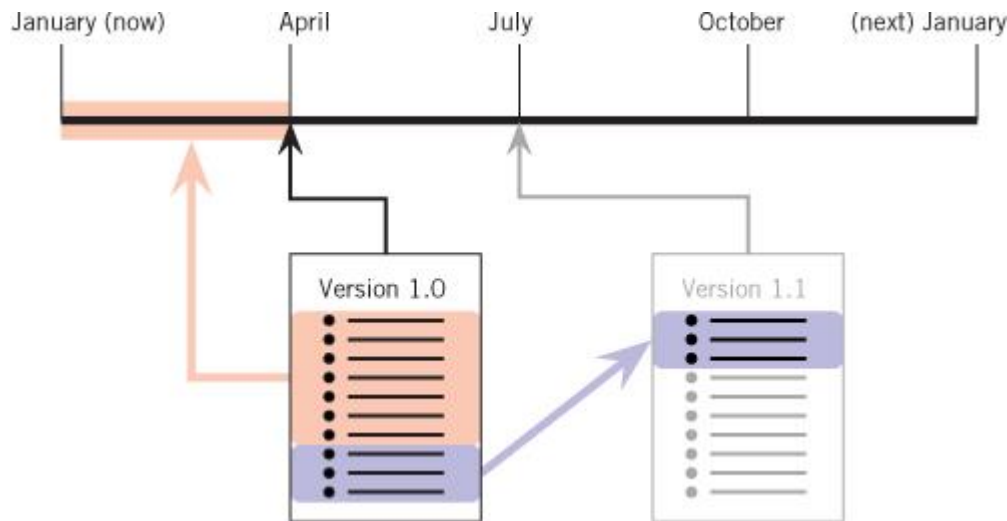


Results



The Scope Plane

- So You Know What You're Building
- So You Know What You're Not Building



Scenarios

#	Backlog Item (User Story)	Story Point
1	As a Teller I want to be able to find clients by last name, so that I can find their profile faster	4
2	As a System Admin I want to be able to configure user settings so that I can control access	2
3	As a System Administrator I want to be able to add new users when required so that...	2
4	As a data entry clerk, I want the system to automatically check my spelling so that...	1

Functional specification

Functional specification – Be positive

1. *The system will not allow the user to purchase a kite without kite string.*
2. *The system will direct the user to the kite string page if the user tries to buy a kite without string.*

Functional specification – Be specific

1. *Videos with the most views in the last week will appear at the top of the list.*
2. *The most popular videos will be highlighted.*

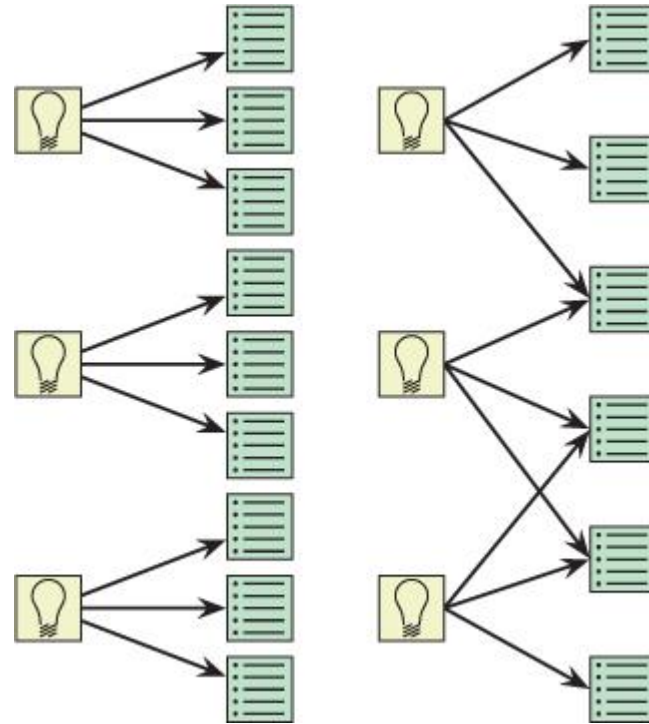
Functional specification – Avoid Subjective language

- *The Android application will follow Material design.*
- *The Android application will be modern and fresh.*

The Scope Plane

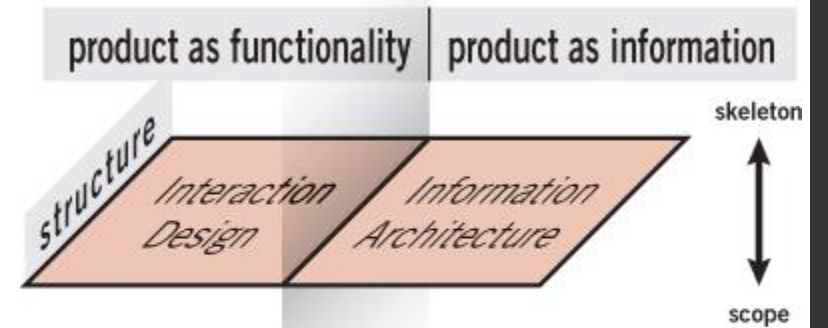
- Write 2 scenarios based on created Personas.
- Write 2 functional requirements

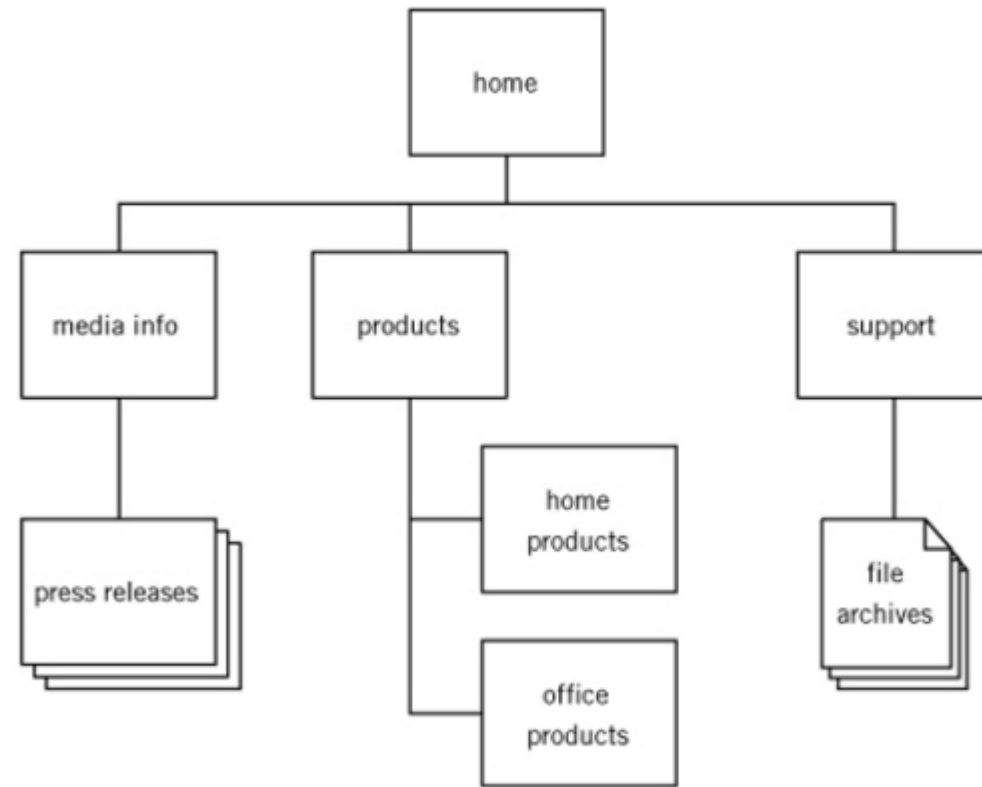
Prioritizing Requirements



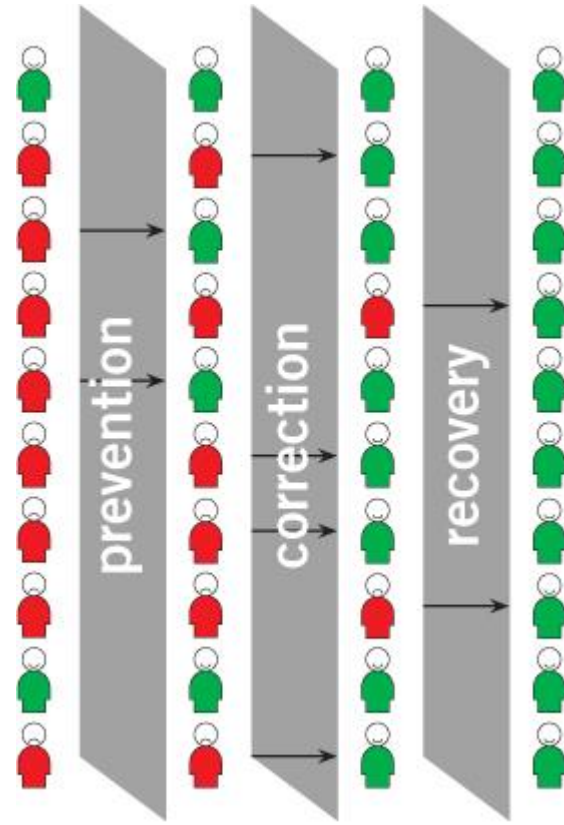
The Structure Plane

- **Concept Model**
- **Structuring Content**

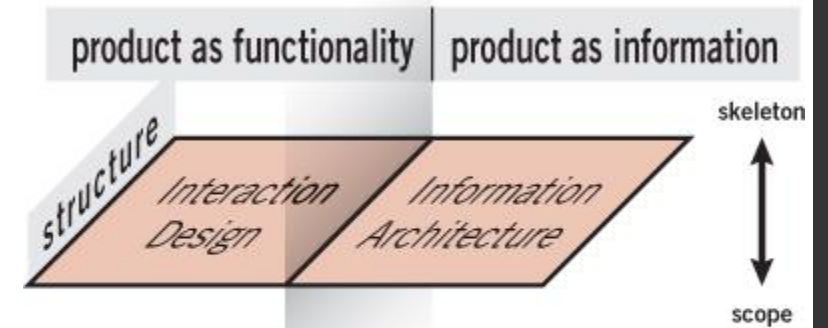




Error Handling



The Structure Plane



The Structure Plane

