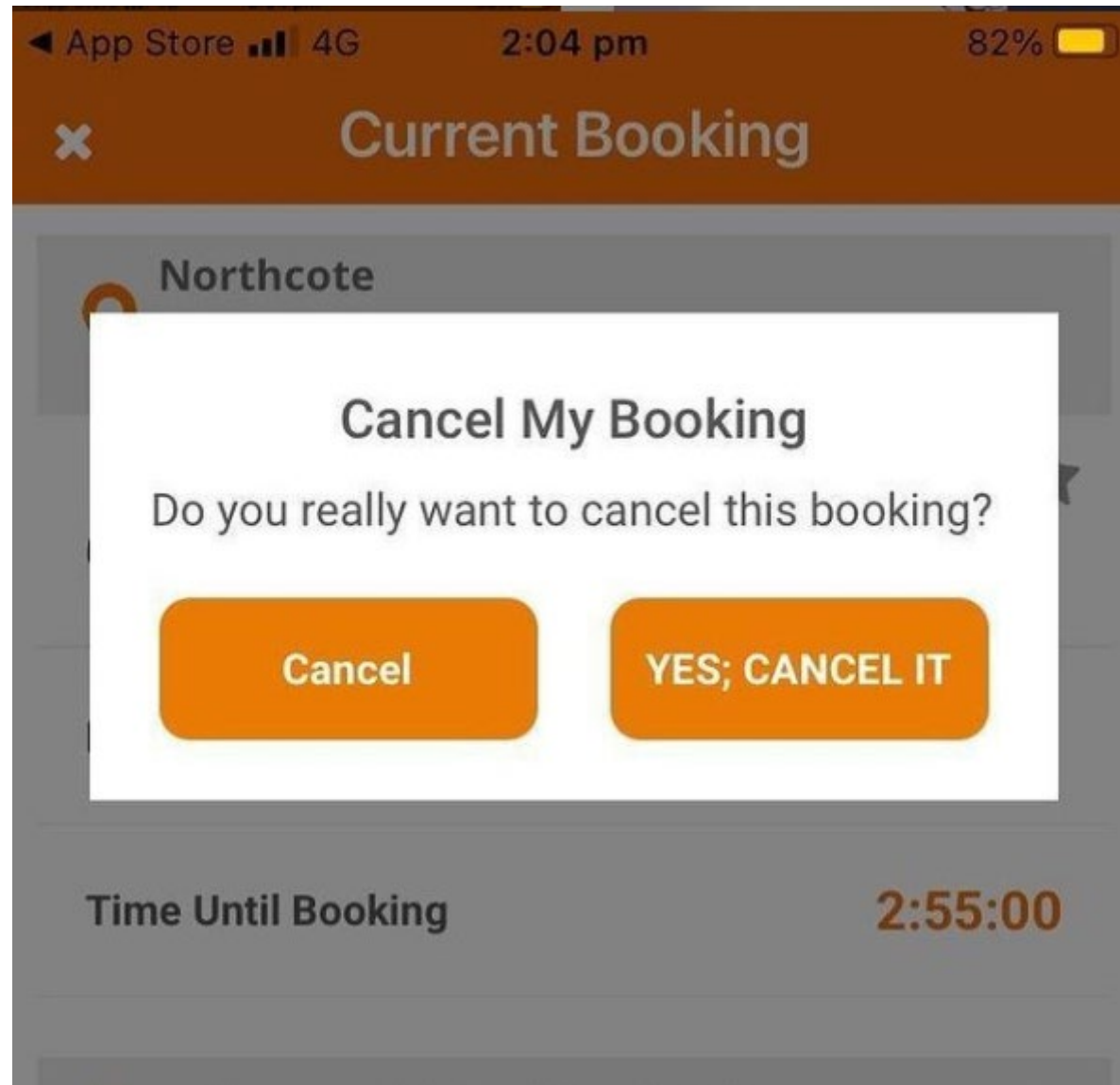


A close-up photograph of a person with long brown hair, wearing a blue and white striped shirt, holding black binoculars to their eyes. The background is a blurred field of tall grass under a clear sky. The text "LET'S TAKE A LOOK AT SOME DESIGNS" is overlaid in the center in a white, serif font.

LET'S TAKE A LOOK AT SOME DESIGNS





[badbad_ux](#)

Please Enter Your Phone Number:

216 ▾

410 ▾

0000 ▾

Next

0000 ▲

0001

0002

0003

0004

0005

0006

0007

0008

0009

0010

0011

0012

0013

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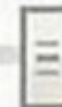
0016

0017

0018

0019 ▾

Please enter your phone number:



2158559745

Hot or cold? Required

☐ Yes

☐ No

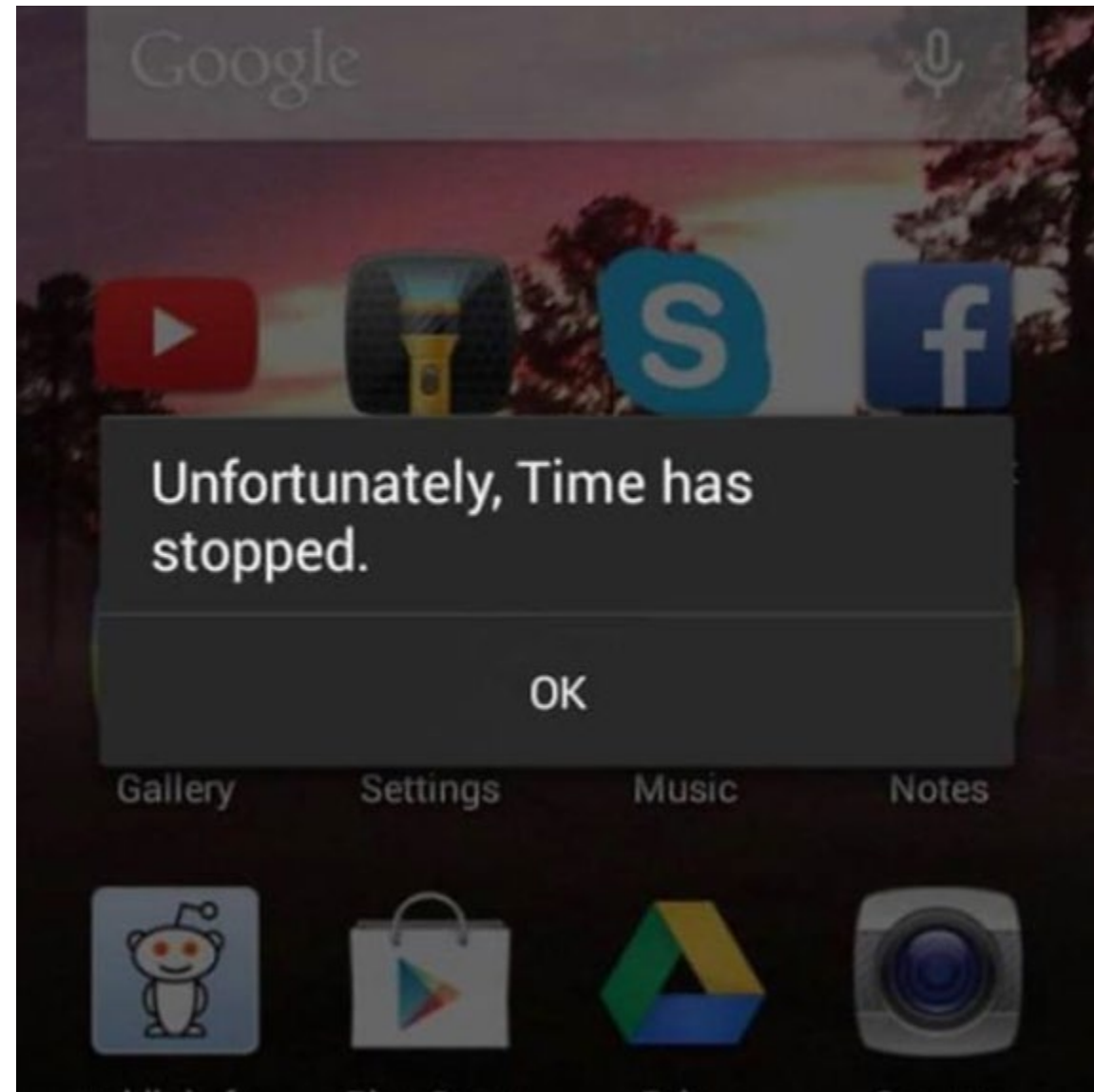
Are you sure you want to
cancel this registration?

Cancel

OK









What else can you add?

A problem solving process

To make sense of things

To do with the conception and
planning of all things artificial
or man made

What is Design?

More than making things pretty.

Visual aesthetics

Transformation,
Negotiate the limits of what
we understand

To do with action, changing
existing situations to preferred
ones

Social Communication, design
to express thought and
emotion

Design is the process by which a designer creates a context to be encountered by a participant, from which meaning emerges

– Rules of Play, Katie Salen & Eric Zimmerman

Design is about crafting experiences for someone that fulfills some **purpose, function** and/or provides **value**.

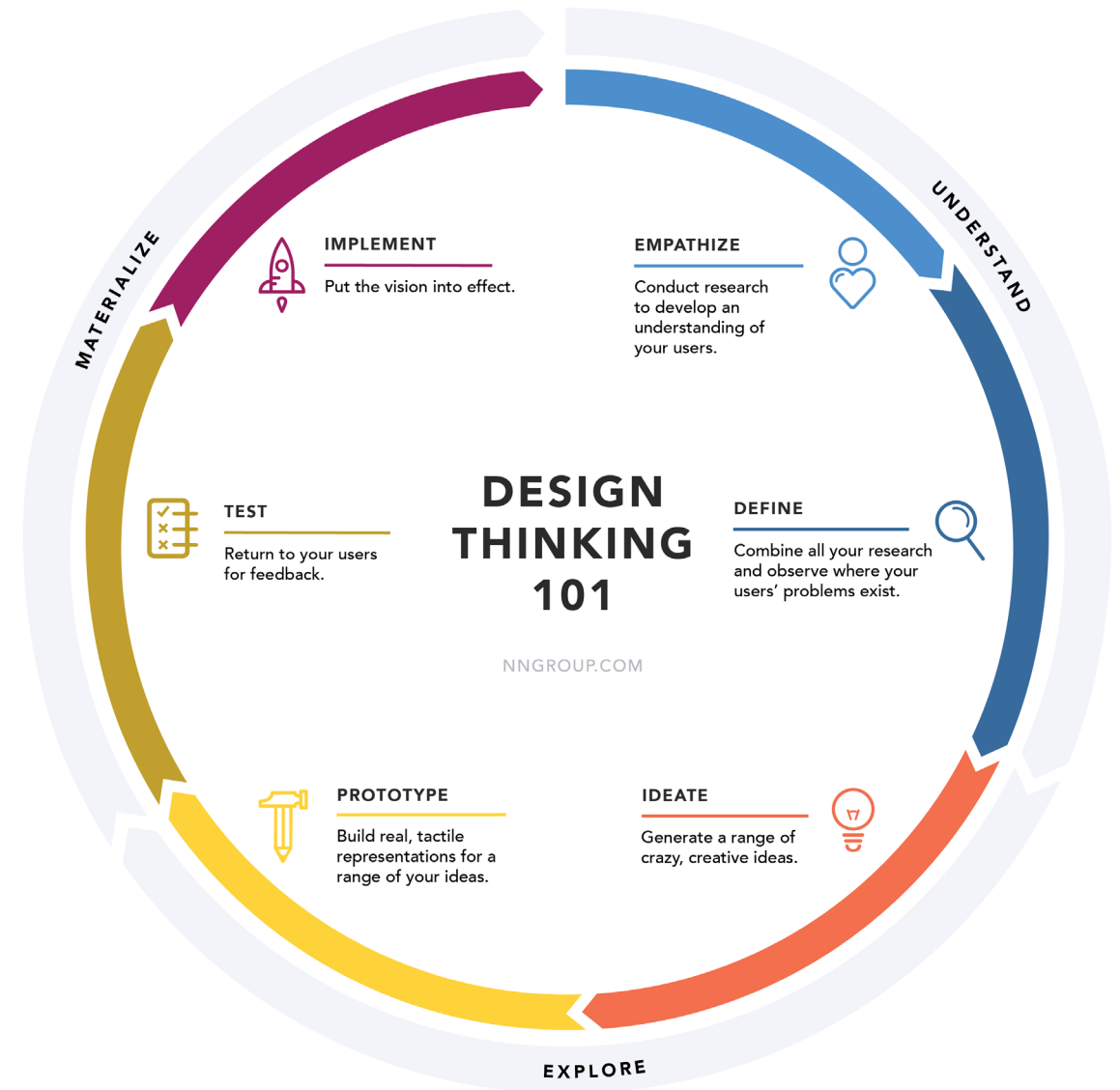
NN/g Nielsen Norman Group

Design Thinking is an ideology



3 principle of Design Thinking:

1. Observational Research
2. Visual sense-making
3. Rapid prototyping

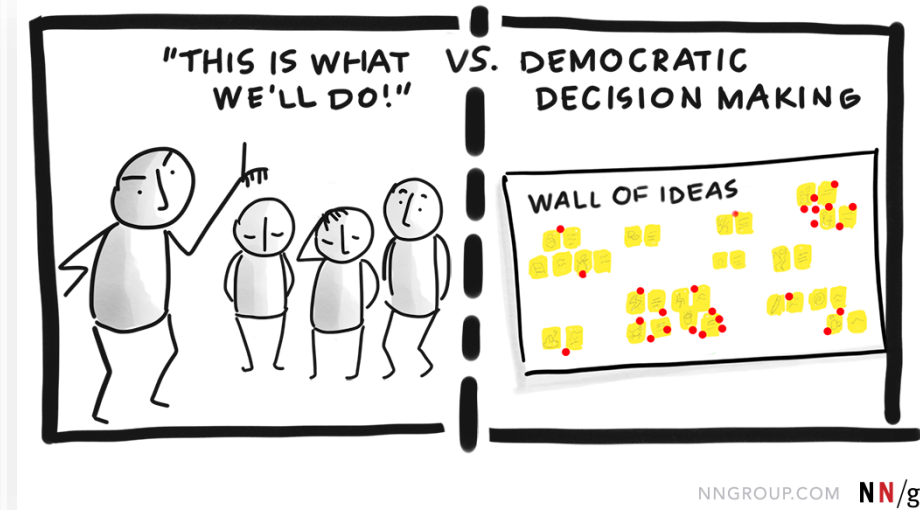
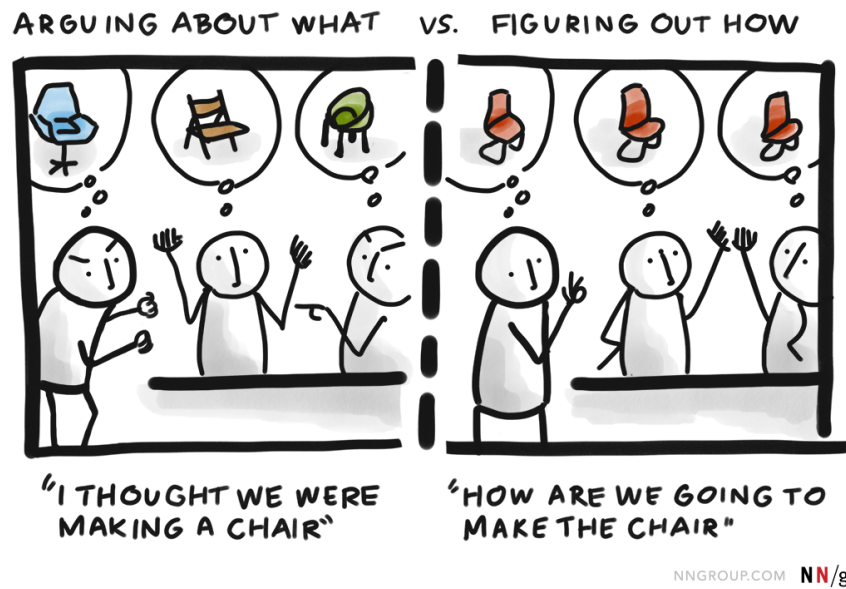
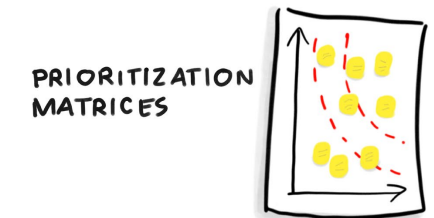
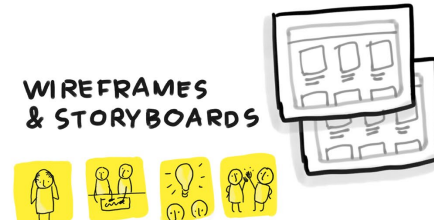
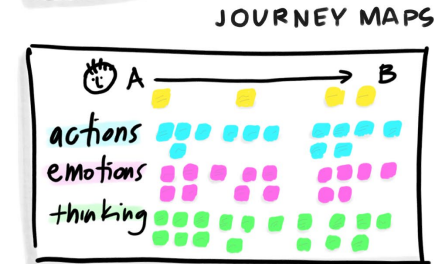
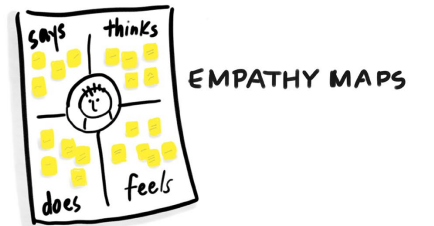






Why Design thinking?

- Shared Vocabulary

Tangible artifacts

Trust-Based Team Culture



| UI | VS | UX |
|---------------|--|----------------|
| What Users Do |  | How Users Feel |
| Sketch App |  | sticky notes |
| Visuals |  | Research |
| Prototyping |  | Wireframing |

Remember



YOU CANNOT
DRAW A CLEAR
LINE BETWEEN
UX AND UI!

Difference between
USER INTERFACE
&
USER EXPERIENCE

UI



UI



UX



UX



UX

Design of the user experience



UI

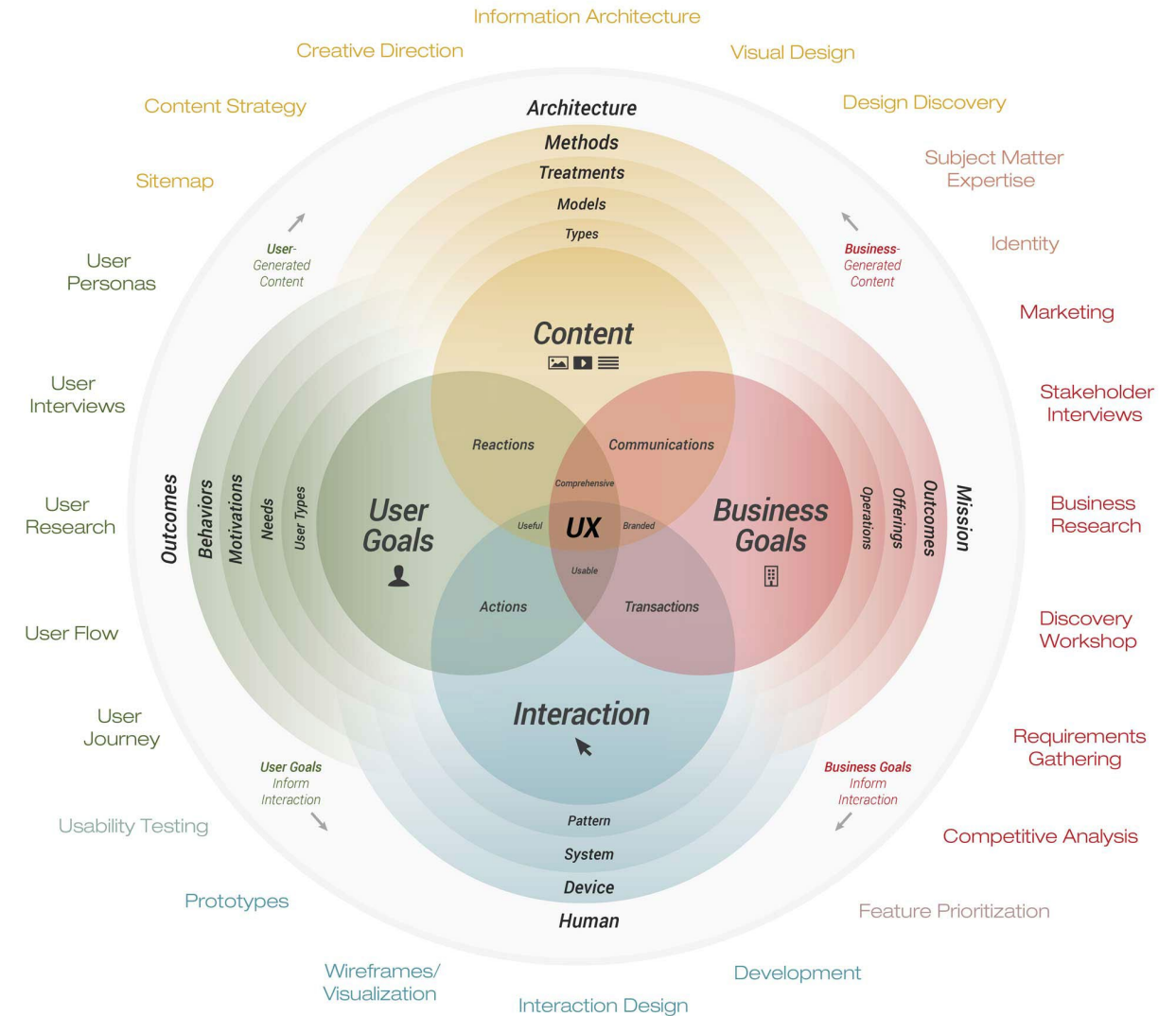
Design of the user interface



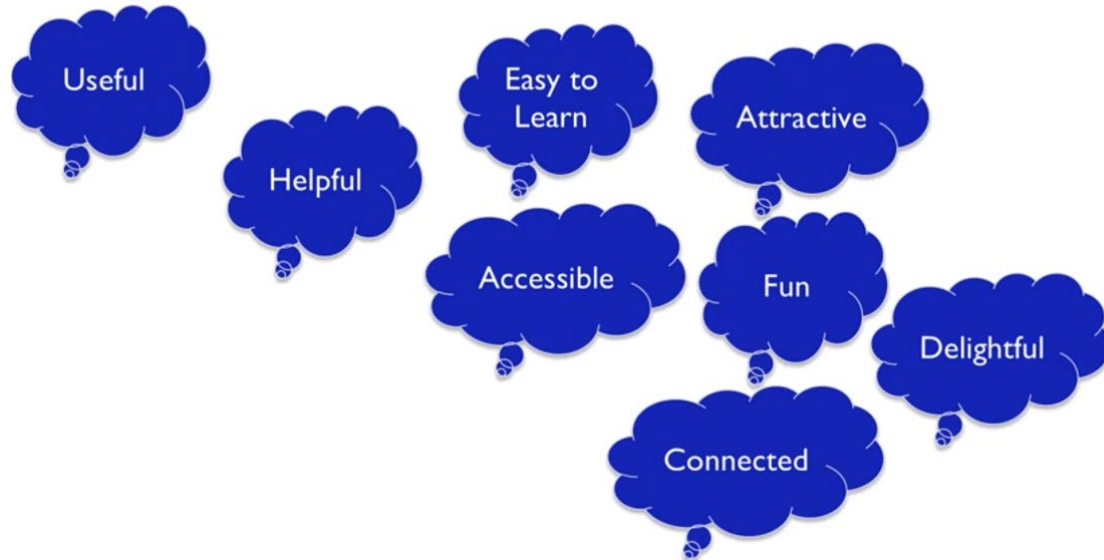
What is UX Design?

Designing the ideal user experience of using a service/product in the real world.

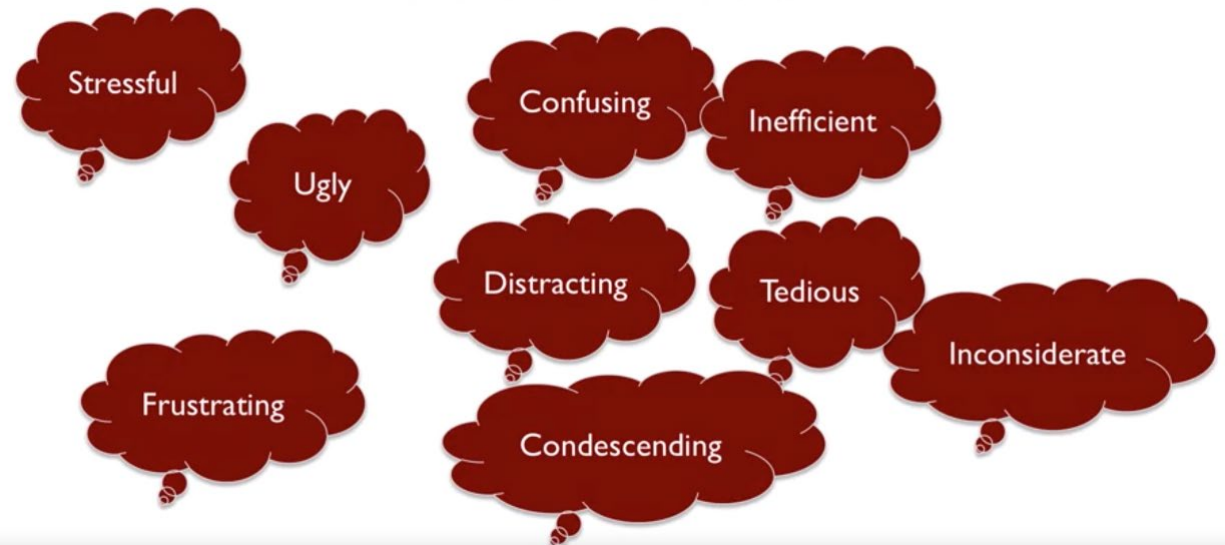
- How does the user feel about the service/product? Do they actually meet their goals while enjoying using it?
- Does the service/product give the user value?
- Does the user find the service/product simple to use and navigate?
- Does the product increase ROI?



What is a **Good** UX?



What is a **Bad** UX?



Good vs. Bad Design

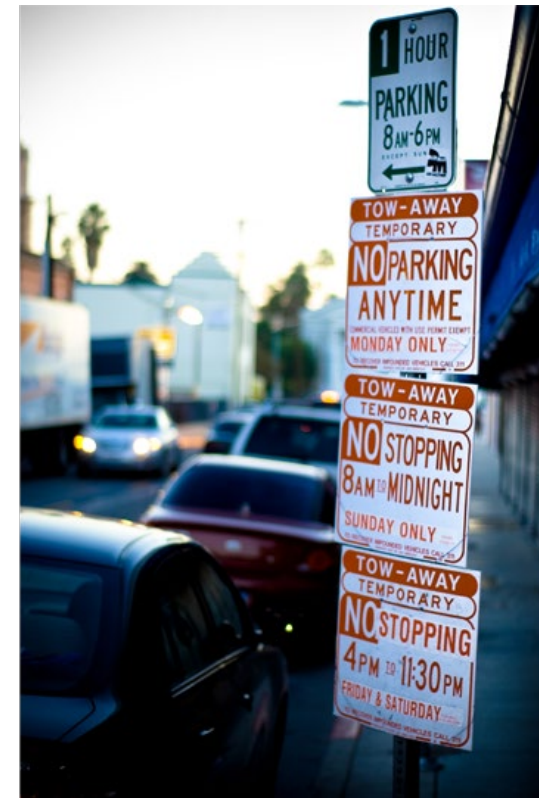
According to Don Norman

"Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible, serving us without drawing attention to itself.

Bad design, on the other hand, screams out its inadequacies, making itself very noticeable"

“Intuitive, Smooth, Pleasant”

Look around, what at the good designs that you didn't notice before?



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Copyright terms and licence: CC BY-SA 2.0

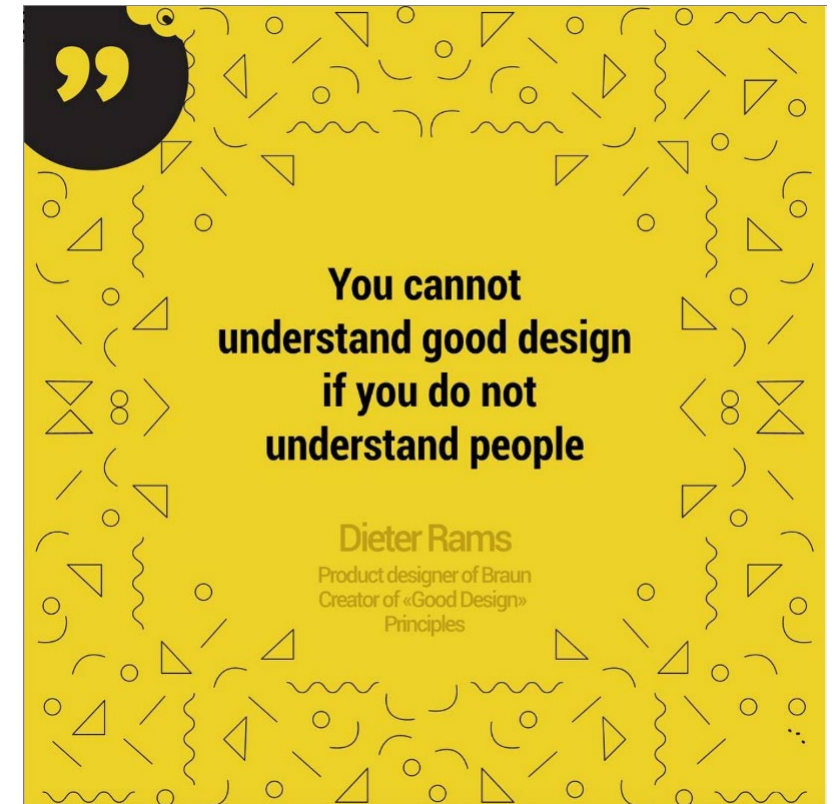
| PARKING SCHEDULE | | | |
|--------------------|----------------------------|----------|----------|
| | M-F | SAT | SUN |
| 7am | (P) FREE | (P) FREE | (P) FREE |
| 8am | (R) [Red diagonal stripes] | (P) 1 HR | |
| 8 ³⁰ am | (R) [Red diagonal stripes] | (P) 1 HR | |
| 4pm | (P) 1 HR | | |
| 7pm | (P) FREE | (P) FREE | |

Author/Copyright holder: Nikki Sylianteng. Copyright terms and licence: CC BY-NC-SA 4.0

What else about Good Design?

According to Dieter Rams

- Innovative
- Useful
- Aesthetic
- Understandable (self-explanatory)
- Unobtrusive
- Honest
- Long-Lasting
- Thorough and thoughtful
- Environmentally Friendly
- Less is More



<https://www.instagram.com/p/Btxzu1klB43/>

How do we identify good design?



Discoverability:

Is it possible to even figure out what actions are possible and where and how to perform them?



Understanding:

What does it all mean?

How is the product supposed to be used?

What do all the different controls and settings mean?



Two important aspects but not limited to.

Discoverable and Understanding

Think about every day objects. (A pen, a kettle, a stove.)
We don't need a user manual to use them.



[This Photo](#) by Unknown Author is licensed under [CC BY-NC](#)

Which Mobile App can you tell that is discoverable and understanding?



EXAMPLE

App name: Balance



- What do you think this app is for?
- Can you understand the features?

Good design sits at the intersection of Technology and Psychology.

Today's pick

Day 6 of 10

Embrace Change Plan



▶ Start

Morning Meditations

Wake Up



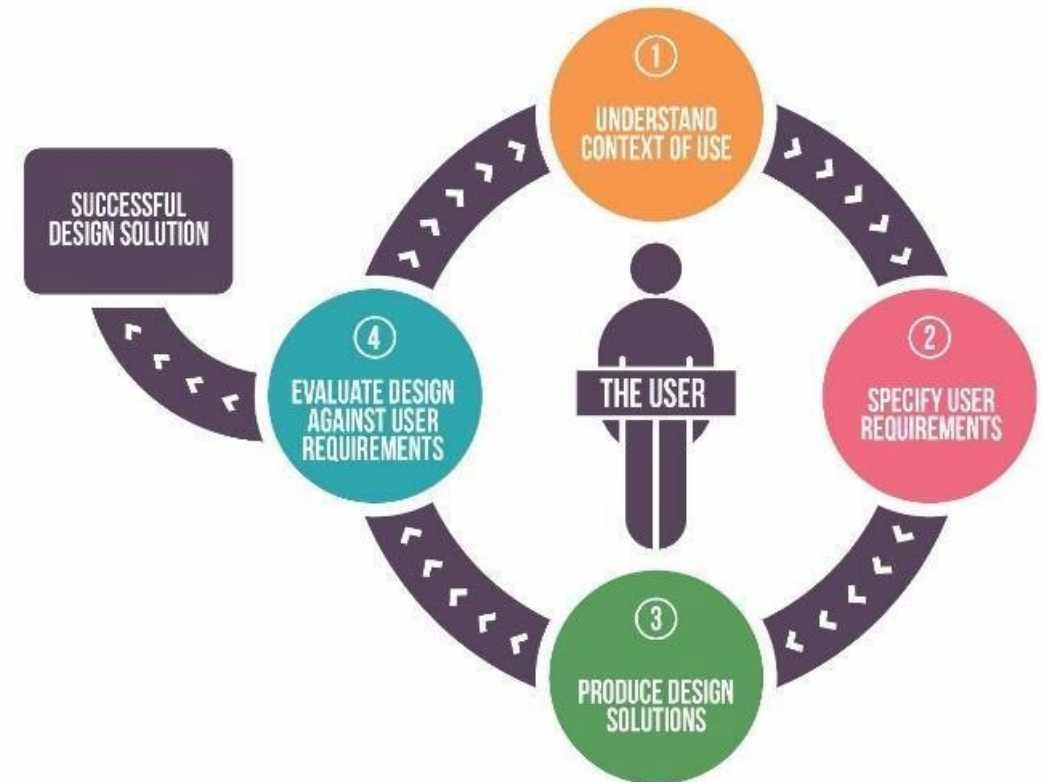
Gratitude



Question: How to design for user?

Answer: User Centered Design (UCD)

- User Centred Design requires that a designer focus their attention and place the needs of the user, their behaviours and capabilities first.
- We should start with a good understanding of people and the needs the design is intended to meet.
- This understanding comes primarily through observation since users themselves are unaware of their needs and difficulties.
- We avoid specifying the “problem” as long as possible and iterate over repeated approximations.
- This is done through a rapid test of ideas, and after each test modifying the approach and the problem definition.

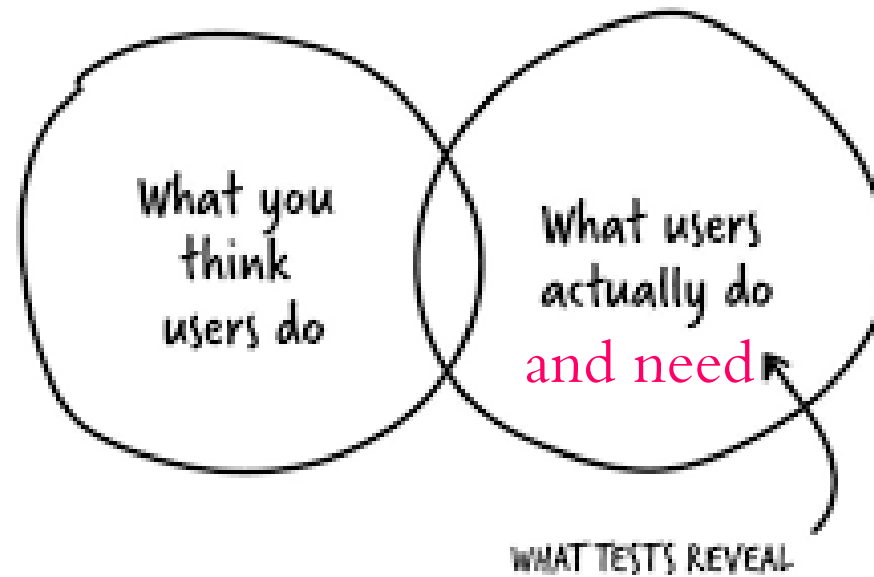


Remember Four things
when designing:

1

Remember that “**you are not the user.**”

- You won't get it right the first time
- Identify your users and their needs



2

Fail fast and learn from your mistakes

your mistakes

\neq

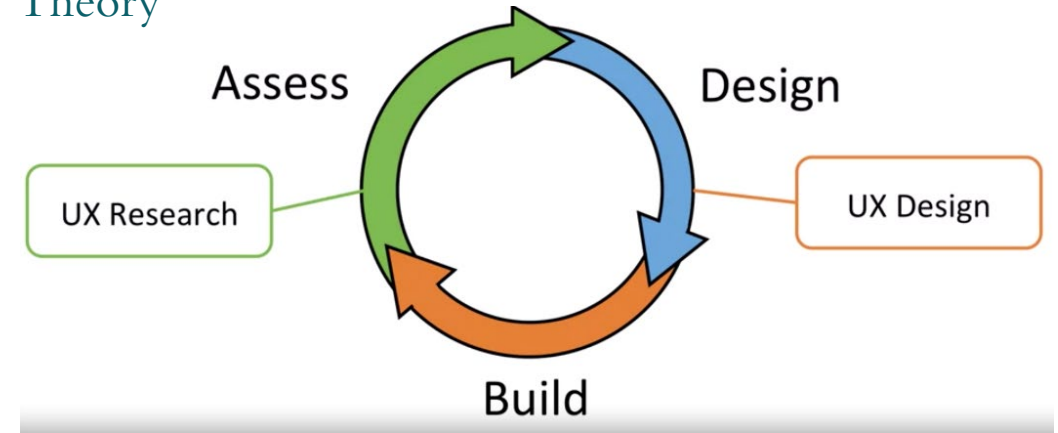


3

→ Iterative process

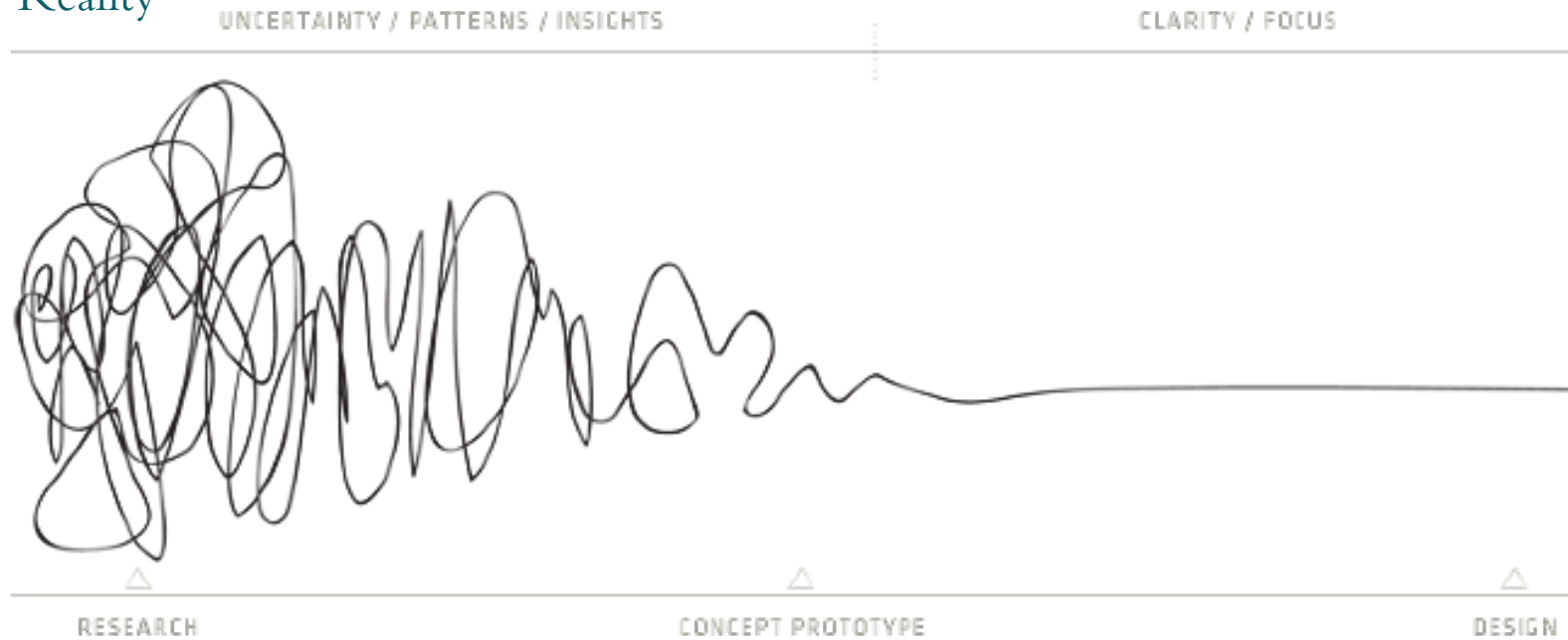
- Constant evaluation
- Will talk about it more in Agile lesson

Theory

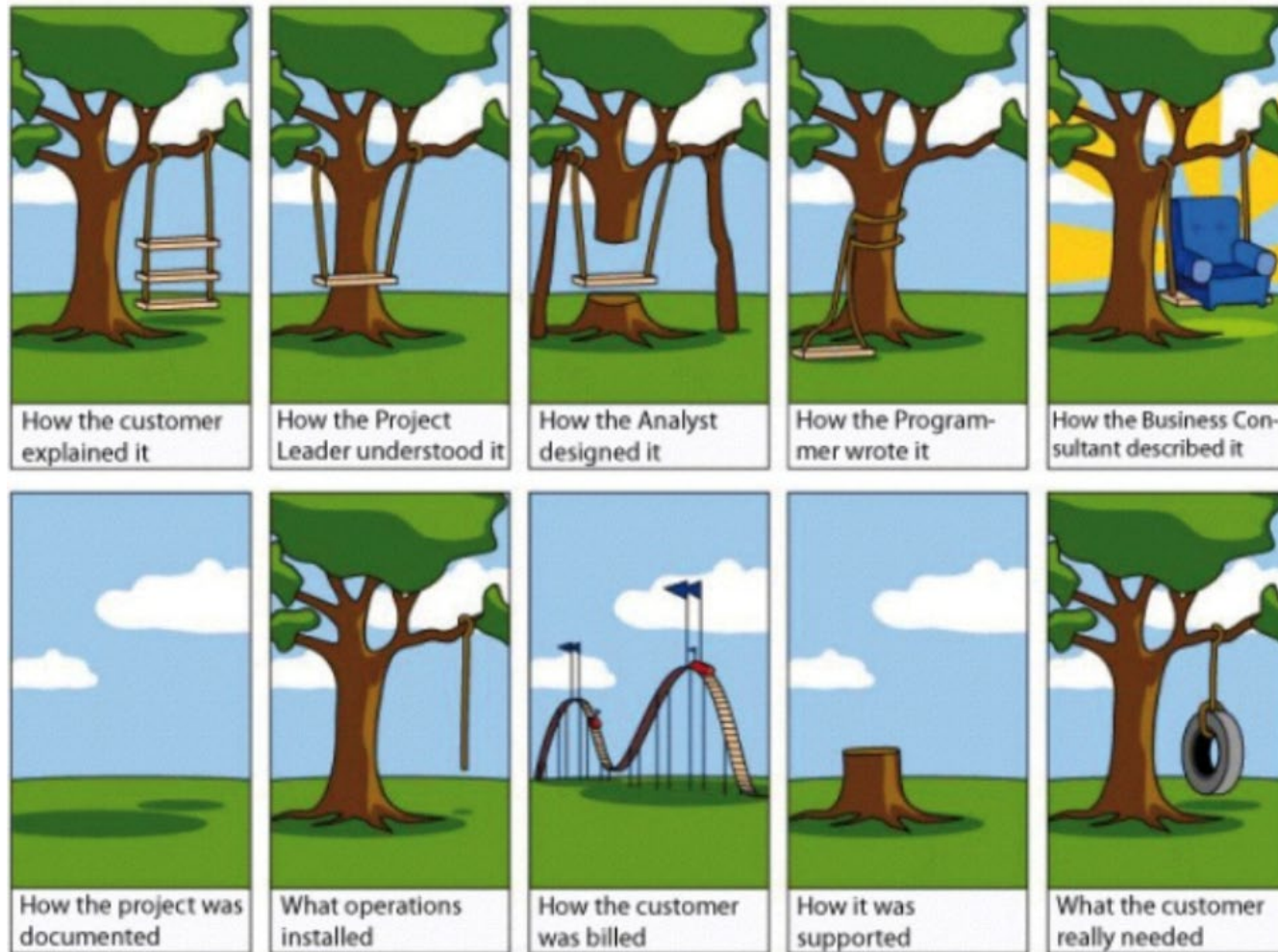


Picture from "Introduction to User Experience Principles and Processes" course on Coursera

Reality

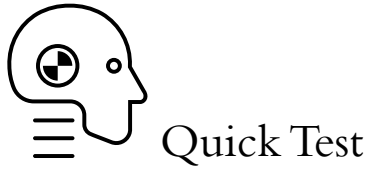


4 User-Centered \neq User-Controlled



Sometimes the user doesn't know what they need or can't communicate it effectively.

The designer must deduce what the best interface is to accomplish the task.



What was the two most important aspects of good design?

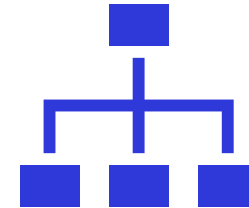
- Under....
- Disc...

Interaction Design (IXD)

IXD is what makes make the product discoverable and understanding.



Interaction design is like dance choreography. It needs to be cohesive.



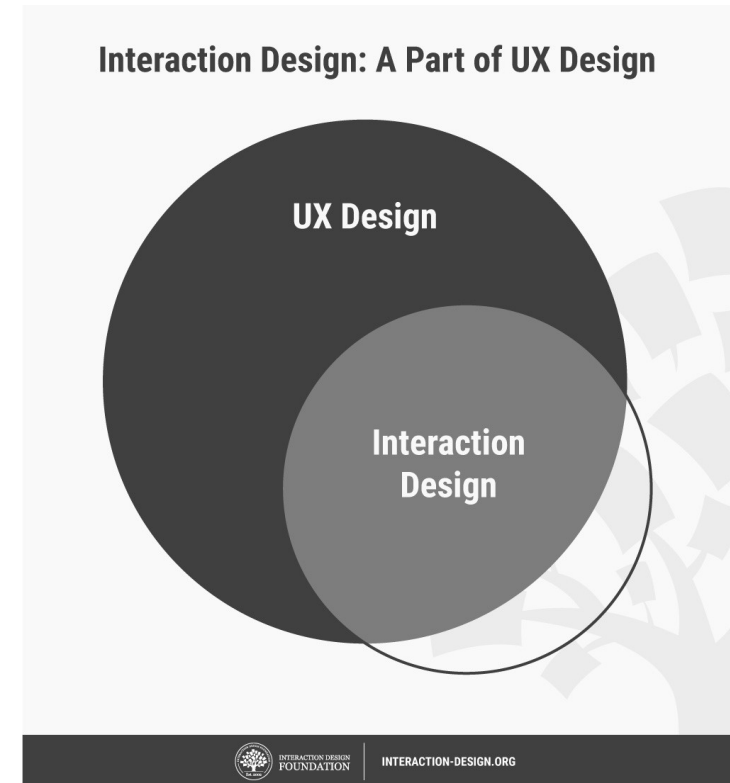
It defines the Structure and behaviour of interactive systems.

Interaction Design (IXD) – What is it?

- Designing **How** the user interacts with a product or a service.
- A reciprocal relationship between a user and a product. It's a 2-way communication. A **Reciprocal** process.

In simple terms, its designing the conversation that happens between a user and a product.

- Good Interaction Design leads to a seamless communication between user and system.



Interaction Design (IXD)



- Create meaningful **RELATIONSHIPS**.
- Communicate **interactivity** and **functionality**
- Reveals simple **workflow**.
- Inform user about **state changes**.
- When done right, **prevent user error**.

Interaction Design (IXD) Principles

When you first see something you have never seen before, how do you know what to do?

- Affordance
- Signifiers
- Constraints
- Also: Mapping, Feedback, Conceptual models





Affordances & Signifiers

What makes an object, product, service, etc. discoverable and understandable?

How can we tell:

- What a product can be used for?
- What actions are possible on the product?
- Where on the product are these actions possible.

Find something that holds water ...



Affordance

What an object can do.

Actual affordance: an action made physically possible by the appearance or characteristics

Perceived affordance: Possible actions **perceived** by the user, based on their experience and abilities

To afford : "to suggest" or "to invite"





The **plate/button** affords **pushing**

The **bar** or handle affords **pulling**



The mug afford **holding**
What else it can afford?



AFFORDANCE – EXAMPLES

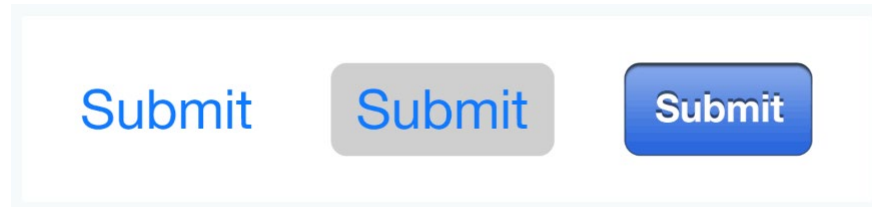


Affordance in Digital Products

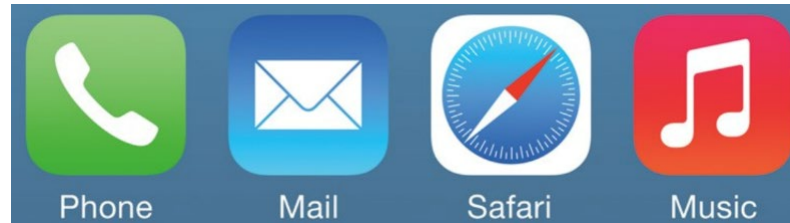
The computer system already comes with built-in physical affordances

In a screen-based interface, the designer primarily can control only **perceived affordances**.

- Visual clues:



- Metaphors:



In the screen-based products, affordances play a relatively minor role: **Signifiers** and cultural **conventions** are much more important.

Signifiers

Communication devices

Understandability



We can augment an affordance with a **signal** to make it **clearer**.

Signs/clues (text, color, audio, etc.) to tell the users what to do, how to do it, and what happens if they take the action



What can this signifier afford?



Back to this example, what are the signifiers?



The **plate/button** affords **pushing**

The **bar** or handle affords **pulling**

What is wrong with this design in terms of affordance?



A screenshot of a web form titled "Your choice of site". It contains four radio button options: "Personal", "Self-employed or small business", "Business over 10 people", and "Business over 100 people". The "Personal" option is selected. Below these options is a question "Do you want to receive the monthly newsletter?" with "Yes" and "No" radio button options. The "Yes" option is selected.

Radio buttons suggests/affords single choice

Why this design is better?



A screenshot of a web form titled "Select Multiple Felines". It contains a list of feline species with checkboxes: "Tigers", "Lions", "Kitties", "Lygers", "Pumas", and "Cheetahs". The "Tigers", "Lions", and "Kitties" options are checked. A "Done" button is at the bottom right.

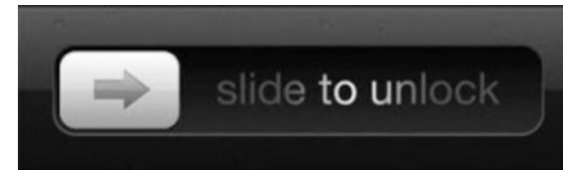
Checkbox suggests/affords possibility of multiple choice

Signifiers

Example

- Does mobile screen affords touching?
- Yes, but this is not clear.

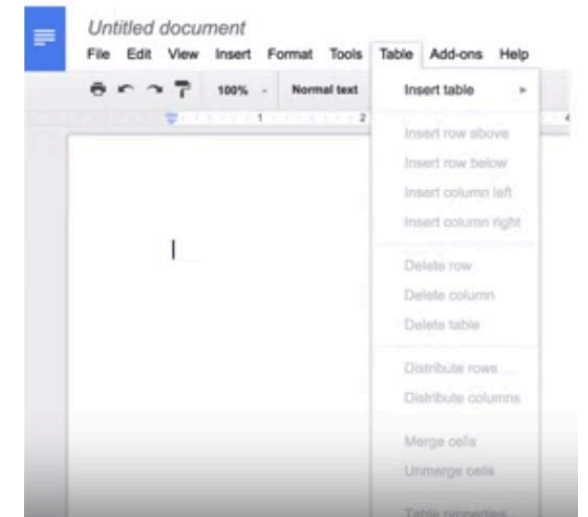
So we add a signal as a signifier to clarify where the screen can/should be touched to use it.



Constraints

Unavailable actions should be disabled

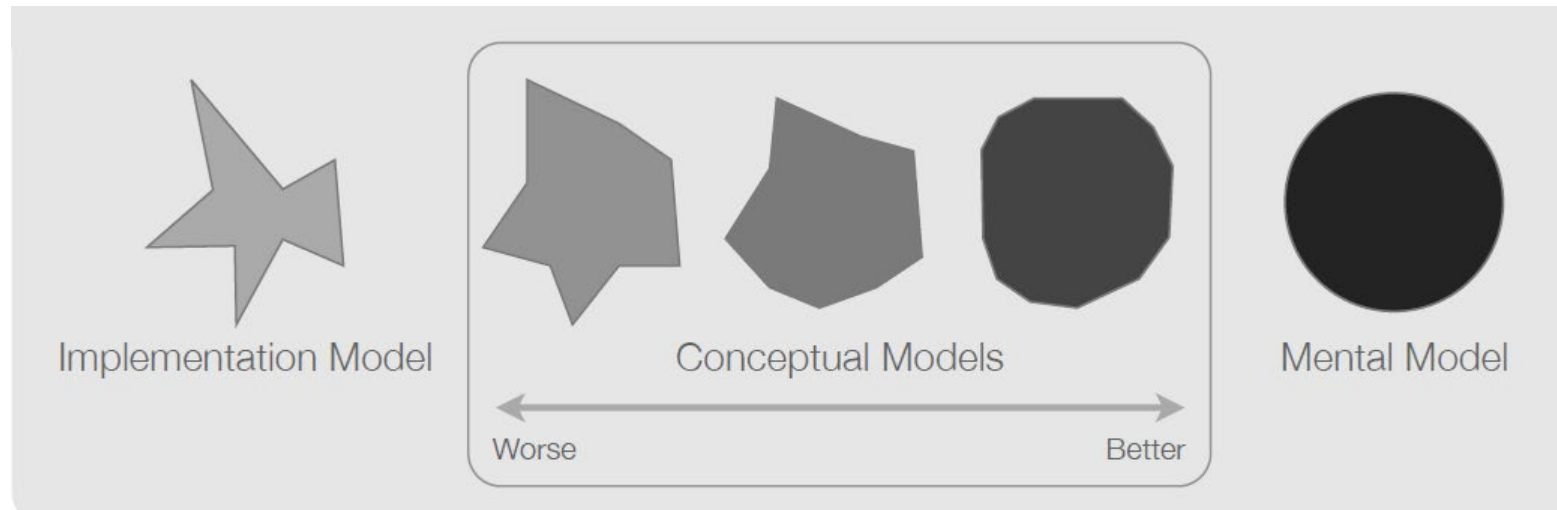
- Constraints That Force the Desired Behavior (Guiding behaviour)
- Physical: closely related to real affordances
- Logical: use reasoning to determine the alternatives
- Cultural (learned and evolved): conventions shared by a cultural group –
 - > Prohibits some activities and encourages others.
- Example: Changing the shape of a cursor on screen to indicate desired action, limit to the other actions.



Conceptual Model

Mental model: A person's expectation for how something works

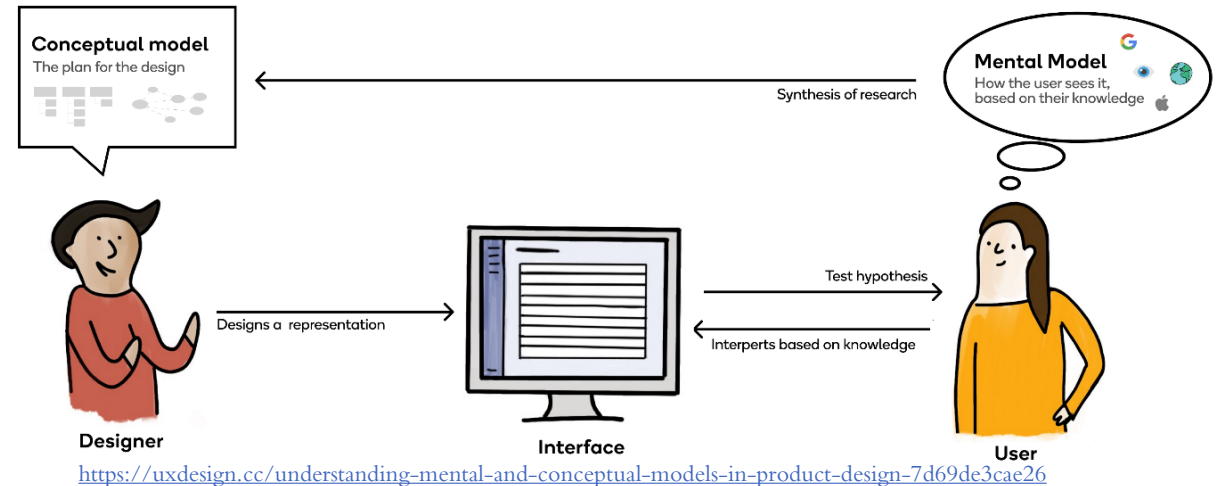
Conceptual model: The actual model created by the designer as a plan of how the product should work. It is given to the user through the interface of the product



Jakob's Law

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.

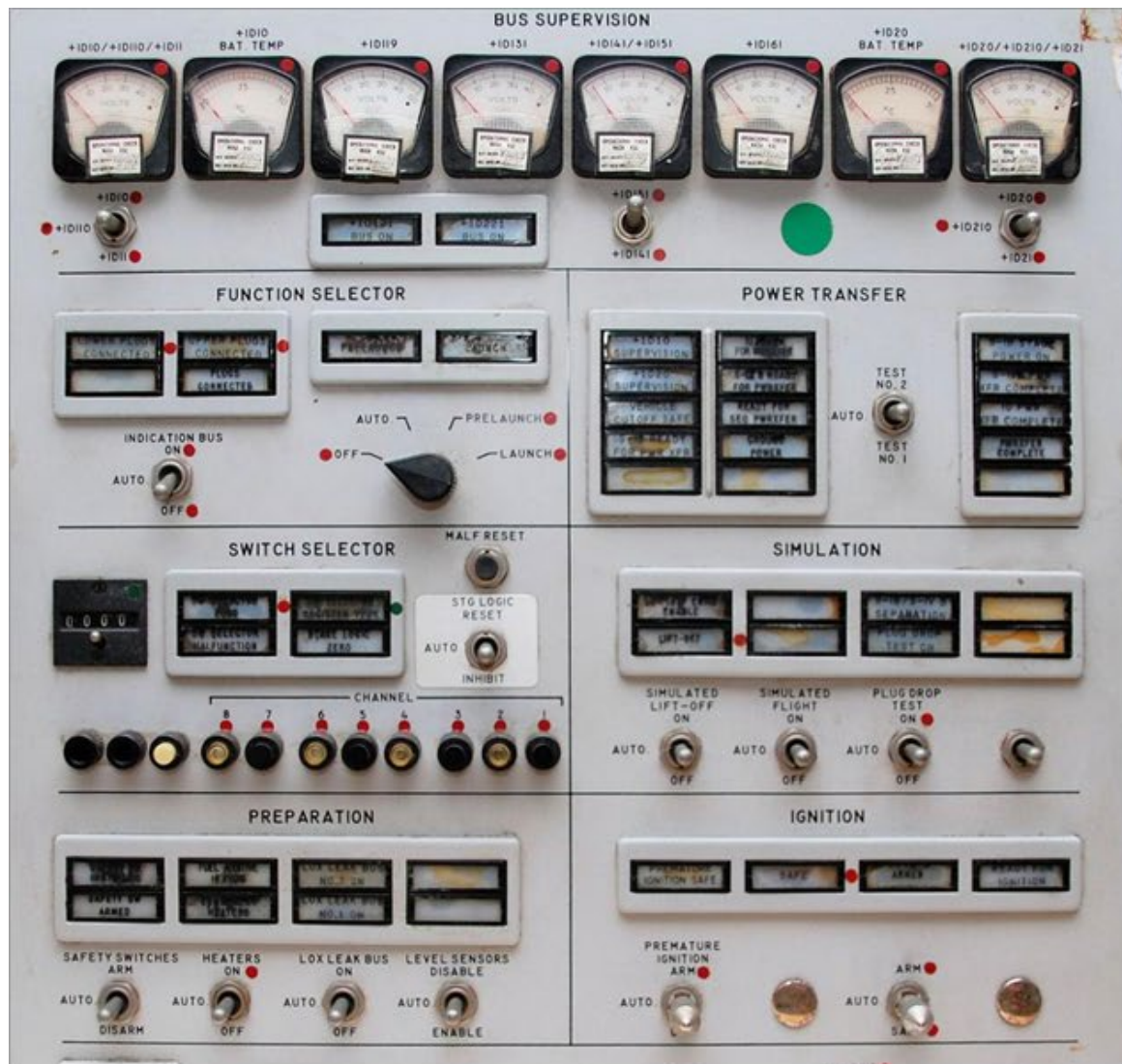
User don't want to (re)learn new models
User want to get the task done!



So leverage existing Mental Models!

This is why **Signifiers** and cultural **conventions** are much more important.

There are some cultural constraints too



Checkboxes



Enabled



Disabled



Hover



Focus



Pressed

Selected / Unselected

Radio



Enabled



Disabled



Hover



Focus



Pressed

Selected / Unselected

Switch



Enabled



Disabled



Hover



Focus



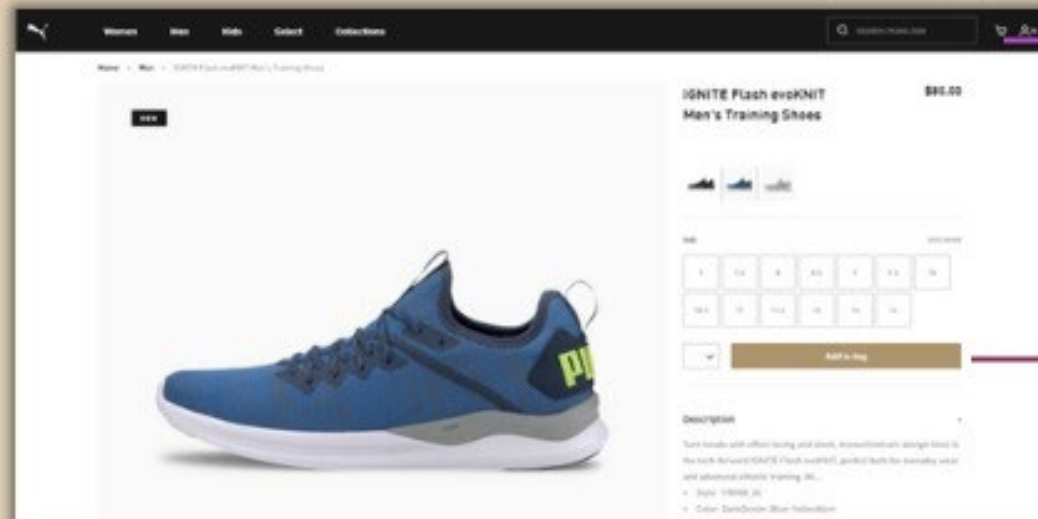
Pressed

On

Jacob's Law in Ecommerce websites



People always tends to check their 'cart' at top right corner



Users will look for the 'check out' options right next to the product display

You can simplify the learning process for users by providing familiar design patterns

@wowmakers



No new recordings

You don't to reinvent the wheel!

