9 User Experience Design

Tries to ensure that no aspect of your software appears in the final product without the explicit decision of stakeholders to include it.

Concrete - visual design

Interaction design

Abstract - Business goals

– Information Architecture: Structures lead organization, labeling, navigation, and searching of content objects.

Architecture design is conducted in parallel with interface design, aesthetic design, and content design.
Decisions made during architecture design action will influence work conducted during navigation design.

Interaction design focuses on interface between product and user.
User interaction should be defined by the stakeholders in the user stories created to describe how users can accomplish their goals using the software product

Usability Engineering: is part of UX design work that defines the specification, design, and testing of the human–computer interaction portion of a software product.
This software engineering action focuses on devising human computer interfaces that have high usability.

Visual Design: Is an artistic endeavour that complements the technical aspects of the user experience design.
Without it, a software product may be functional, but unappealing.
Graphic design considers every aspect of the look and feel of a web or mobile app.

Golden Rule1:
Place User in Control: Define interaction modes in a way that does not force a user into unnecessary or undesired actions.
                        Provide for flexible interaction.
                        Allow user interaction to be interruptible and undoable

Rule2: Reduce demand on short-term memory
        Establish meaningful defaults.
        Define shortcuts that are intuitive.
        The visual layout of the interface should be based on a real-world metaphor.

Rule3 Make Interface Consistent:
   Allow the user to put the current task into a meaningful context.
   Maintain consistency across a family of applications.

User Interface Design Models:
  – User model: a profile of all end users of the system
  – Design model: a design realization of the user model
  – Mental model: the user's mental image of what the interface is.
  – Implementation model: the interface coupled with supporting information that describe interface syntax and semantics
  – An interface designer needs to reconcile these models and derive a consistent representation of the interface.

Creating and Using Personas in UX Design:
Data collection and analysis. Stakeholders collet information about proposed product users and determine the user group needs.
Describe personas. The developers need to decide how many personas to create and decide which persona will be their focus.
Develop scenarios. Scenarios are user stories about how personas will use the product being developed. They may focus on the touchpoint and obstacles described in the customer journey.