



Software Technology 05

The User Perspective

Customer or User?

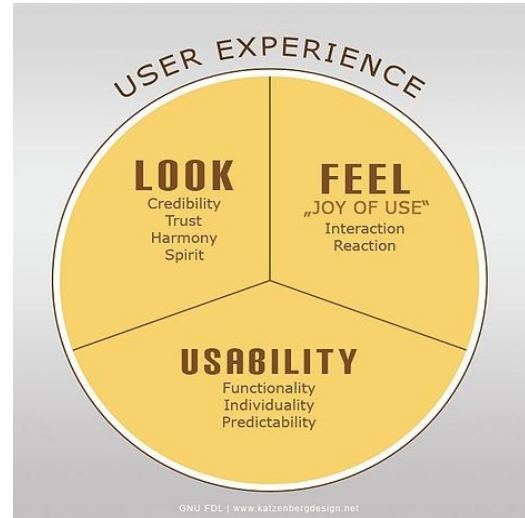
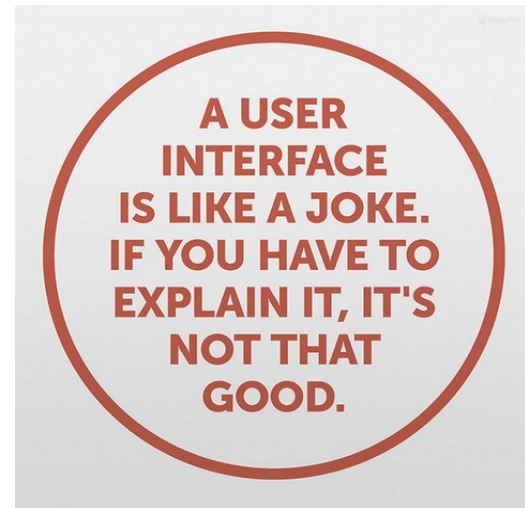
- Is it the same?
- Lot small vs Few big customers
- Product launch: early or late?
- Competitors can copy everything...?
- Who will dominate the market? And Why?
→ User eXperience (UX) is important



UX

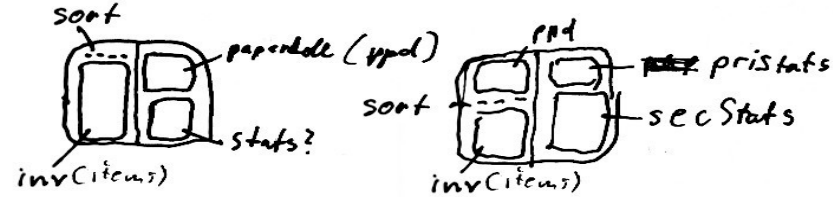
User eXperience Design (or UXD, XD)

- Makes HCI (Human-Computer Interaction) more joyful
- Includes:
 - Visual Design (graphics, UI)
 - Structural Design (labels, finding stuff, interface organization)
 - Interaction Design (consistent patterns, intuitive behavior)
 - Usability (ease of achieving specific goal by specified user, includes Accessibility)

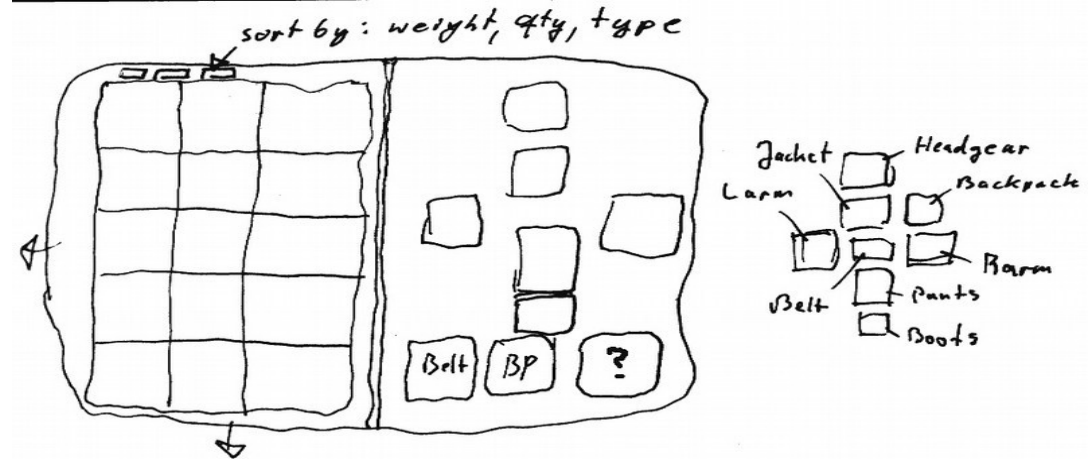
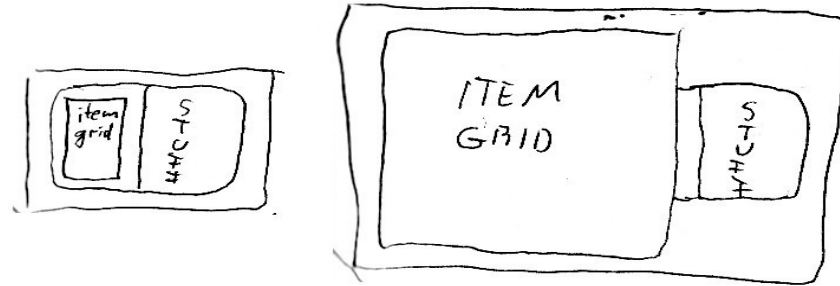


UX Practices

- Customer feedback, Surveys, User Interviews
- Problem sorting
- Wireframing, GUI mock-ups
- See <https://penpot.app/>



scale/resize:



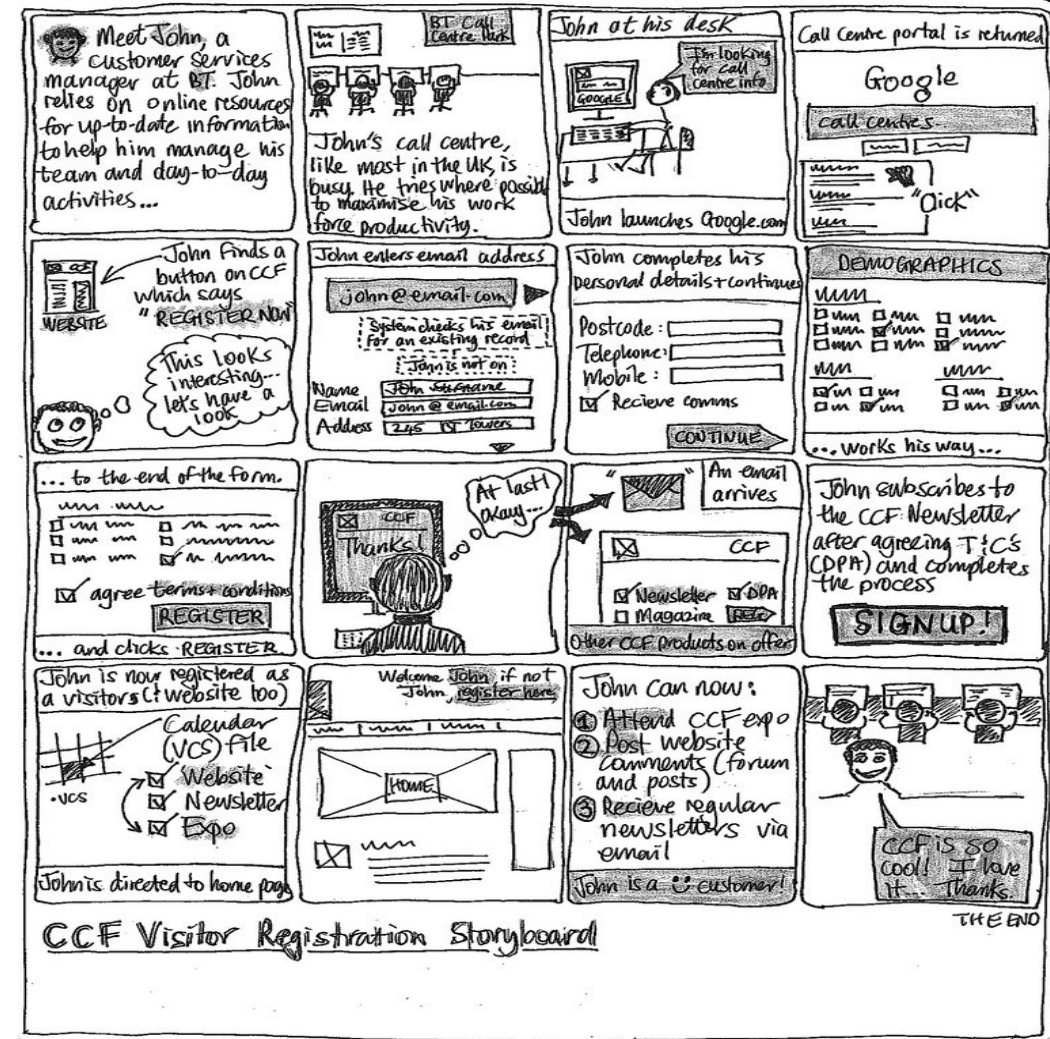
UX Practices

- Personas



UX Practices

- Scenarios (functional requirements)
 - Use Cases
 - User Stories
 - Storyboards, sequences
 - Simulations



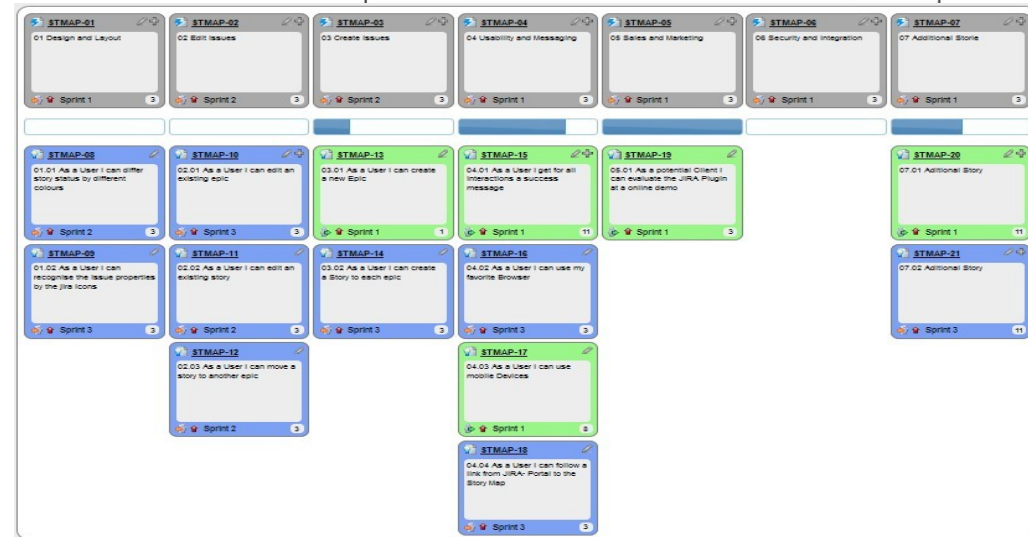
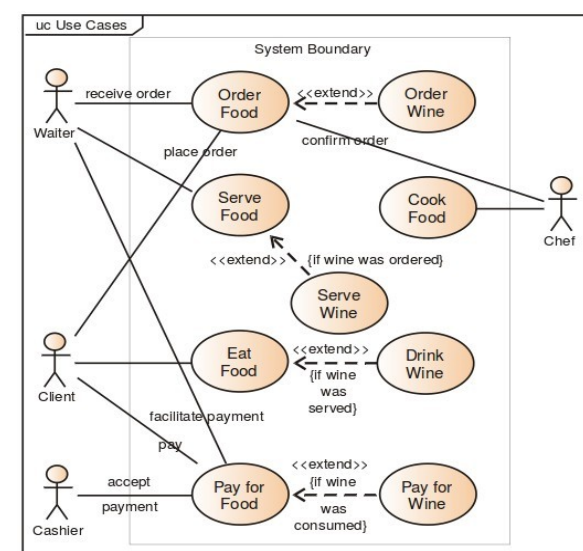
UX Practices

Use Case vs

Thoroughly detailed

User Story

“As a <type of user>, I want <some goal> so that <some reason>.”



UX Practices

- Prototypes (interaction prototypes)
- Usability testing (not market / qualitative research, real testing!)
- A/B testing

Logs and big data!



Clic rate : 52 %



72 %

Lean UX

– *the Agile UX*

- Cross-functional teams
 - UX expert, designer is part of the team
 - Involved in the same iterations, development cycles
 - Common problems (especially prototypes, GUI, A/B testing)
- MVP (Minimum Viable Product) determination

Lean UX

- Iterates on
 - Who uses the product?
 - How is it used?
 - What is the user's goal?
 - Functionalities ordered in importance / user value
 - Identifies risks
- Continuously communicates with developers
- Trendy (see all major product successes lately!)

Story-driven Modeling

- Draft scenarios (textual)
- Mock-ups
- Storyboarding
- Class diagrams
- Algorithm design
- Implementation
- Testing