

User Experience Design

WHAT IS UX?

- UX is the process of enhancing customer satisfaction and loyalty by improving visibility, ease of use and pleasure provided between the customer and the product

UX HONEYCOMP

Honeycomb identifies facets of user experience designers must fulfill to deliver a product that successfully meets user needs:

- Useful
- Usable
- Desirable
- Findable
- Accessible
- Credible

UX HONEYCOMP



UX HONEYCOMP

1. Useful

The useful component asks, “Is this product or feature valuable to users?” “Is there a want or need?” “Does your product solve a problem for users?”

If a product or feature isn’t useful, it has no purpose, and there’s no reason to build it in the first place. Whether something is useful comes from thorough user research and understanding end-users.

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2. Usable

Usability is a significant part of user experience design. A product might be useful, but if it frustrates users, then it isn't usable.

Designers must create intuitive user interfaces and information architecture to minimize any learning curve while making it easy to complete tasks or use features.

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3. Desirable

Aesthetics and desirability make digital products enjoyable to use. Designers must consider layouts, visual design, interaction design, and other UI design elements that engage and excite users.

During usability testing and interviews, designers must carefully consider users' feelings and emotions to determine a product's desirability. The goal is to delight users with products and features that solve problems effortlessly

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4. Findable

Findable is about making content and features easy to find. Information architecture, search, and navigation are vital for making a product “findable.” Designers must prioritize navigation according to user needs and business goals. For example, when designing a mobile app, designers must decide which menu items live on the tab bar vs. behind a navigational drawer.

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5. Accessible

Designing [accessible products](#) is essential for modern product development. Designers and engineers must ensure everyone can navigate a site effectively and digest its content, regardless of physical or mental ability.

Accessibility extends beyond these physical and mental limitations to situational and environmental constraints. For example, a [voice user interface \(VUI\)](#) helps blind users use an application, but it's also essential for someone driving a vehicle

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6. Credible

Trust and credibility are essential for acquiring and retaining customers. Users expect a consistent product they can rely on to live up to expectations and doesn't deceive.

For example, how easy is it for someone to downgrade or cancel a paid service? Making these tasks easy creates trust, increasing the likelihood of someone returning as a paying customer. A difficult experience frustrates people, damaging the product and brand's credibility.

UX DESIGN IN EVERYDAY LIFE



UI

VS



UX

7

8

5

6

3

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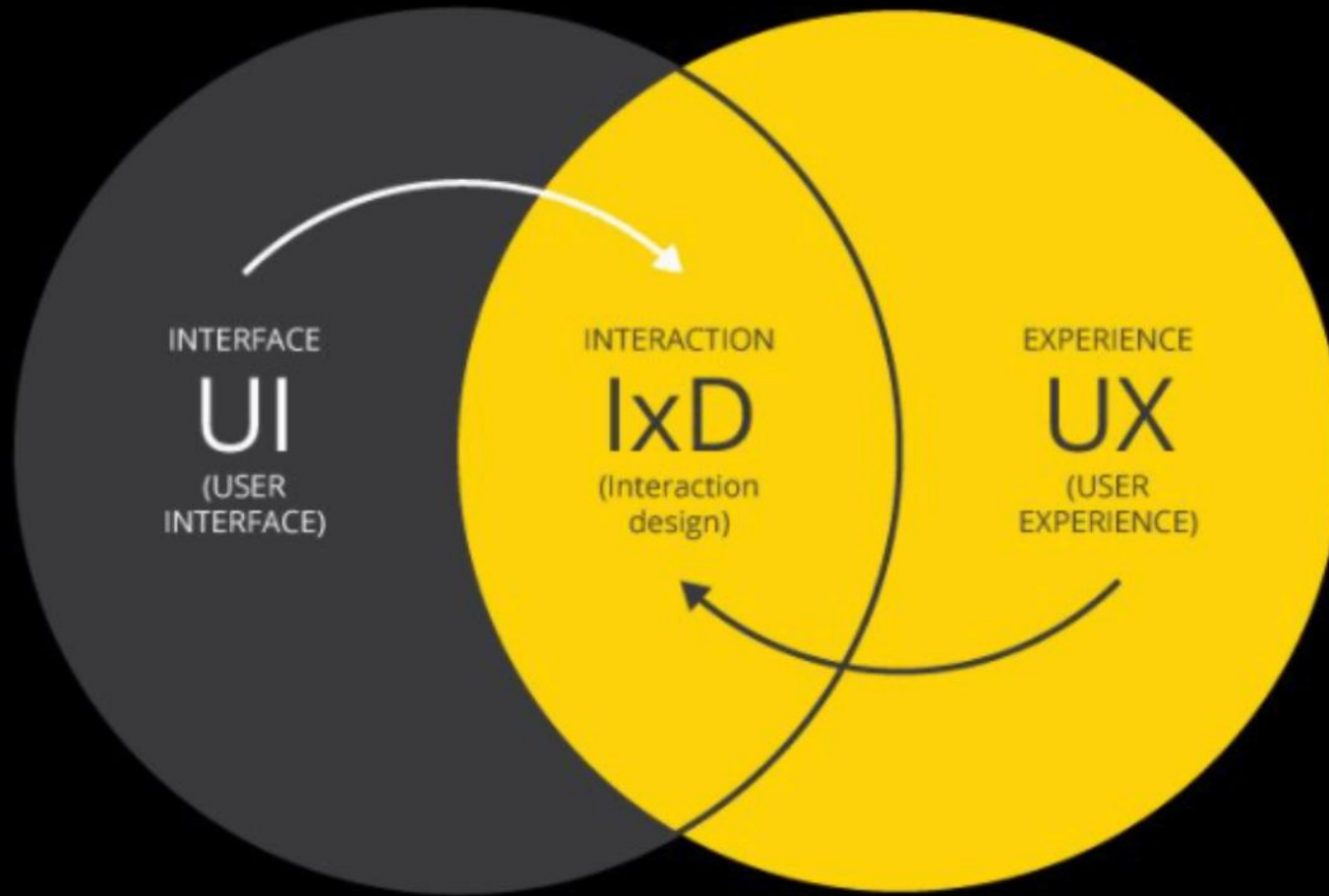
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What is User interaction(IxD)?

- User interaction is **reflecting the real user experience after one interaction with the user interface**. The interaction starts with an event generated by a real user via the UI in browser.

What happens
on the screen



What happens
in front of
screen



DEVICE



USER

Interactive design designers need to:

- *Visualize how Dealing Realists interact with their user interfaces
- *Create templates to plan interactions in advance
- *Review designs based on user feedback
- *The goal is to create interactions that are as user-friendly as possible so that the user takes no effort in interacting with the system

The five dimensions of interaction design

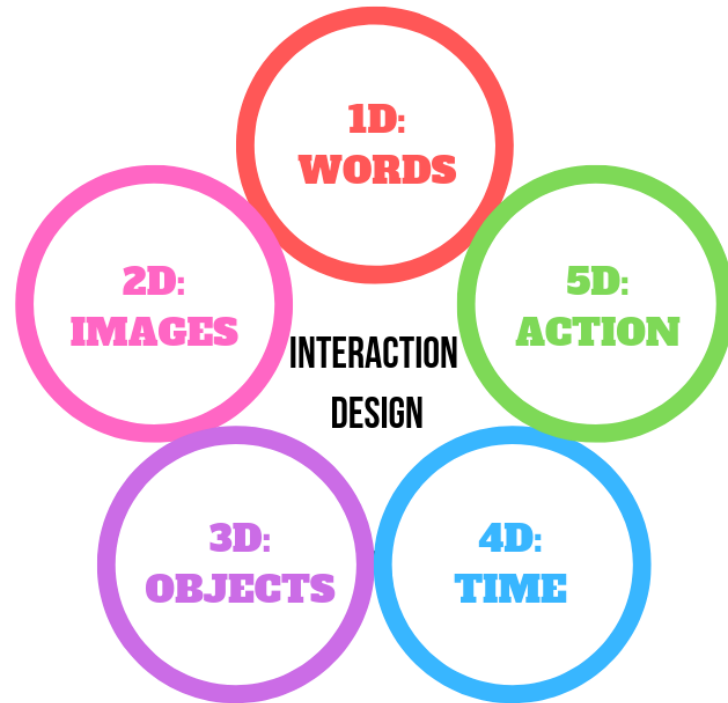
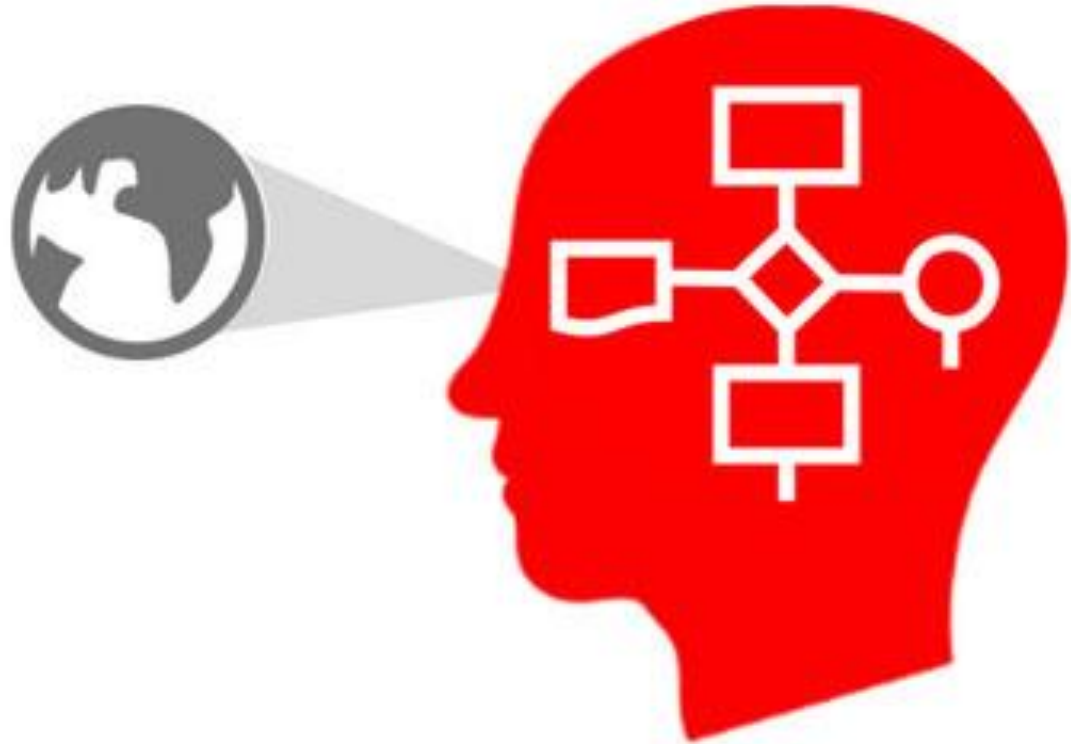
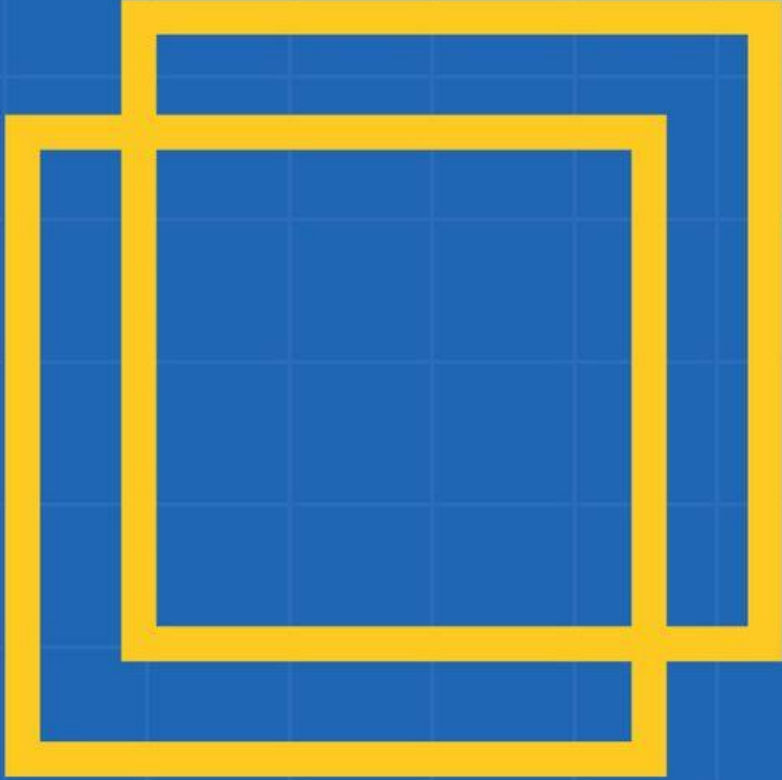


image by: Gama Rae Comaingking

Mental model

A mental model is:
'an explanation of
someone's **thought
process** about how
something works in
the real world'.





قانون Jakob

يقول قانون جاكوب Jakob's Law أن المستخدمين يملكون معرفة مسبقة في طريقة استخدام المواقع التي يزورونها يومياً، لذلك عندما يقومون باستخدام موقع جديد فإنهم يفترضون أن هذا الموقع يمتلك نفس طريقة الإستخدام للمواقع التي يعرفون استخدامها مسبقاً.

UX ROLES

- UX Designer – Analyze, develop, wireframe, prototype, test, iterate and refine a product to meet business goals and user needs
- UI Developer – focuses on the usability of a website. Usability is whether the system is easy to learn and efficient to use. UI designers try to make systems more user friendly by improving site layout, organization or graphics.

UX DESIGN TASKS

- User Research/Surveys
- User Personas
- Content Inventory
- User Flows
- Wireframes
- A/B Testing