

UI/UX Design for Developer

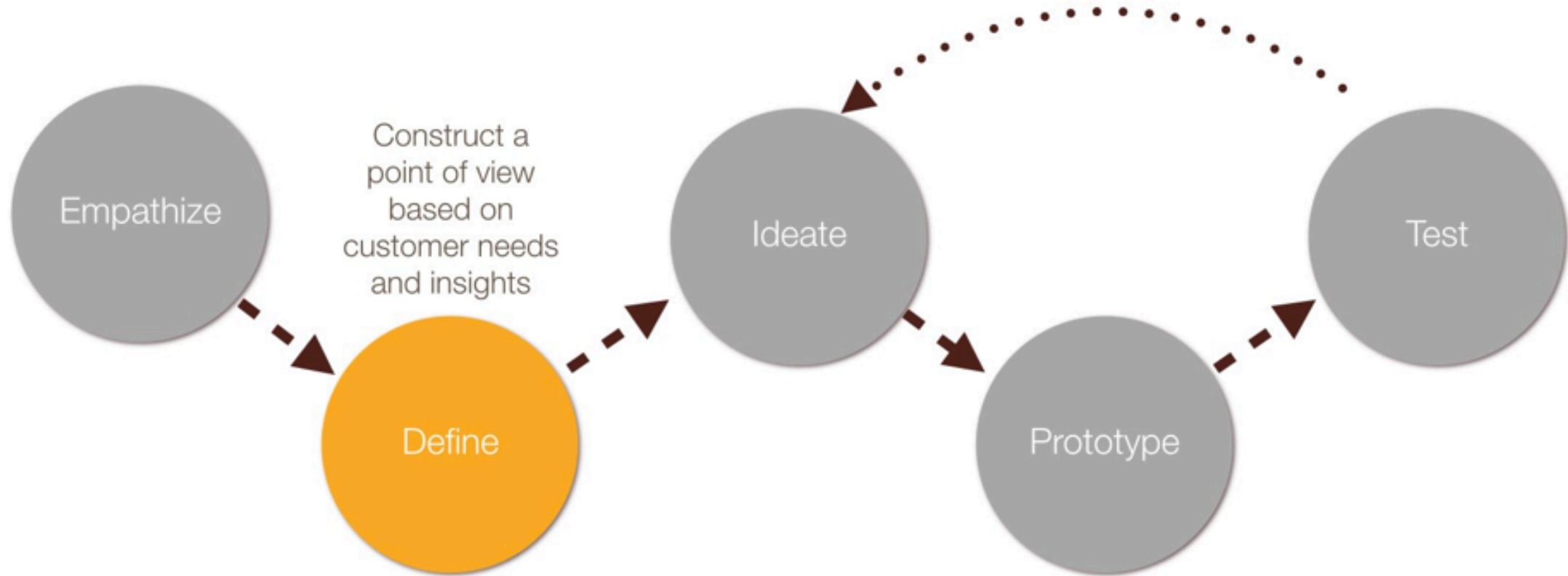
UX Design Process

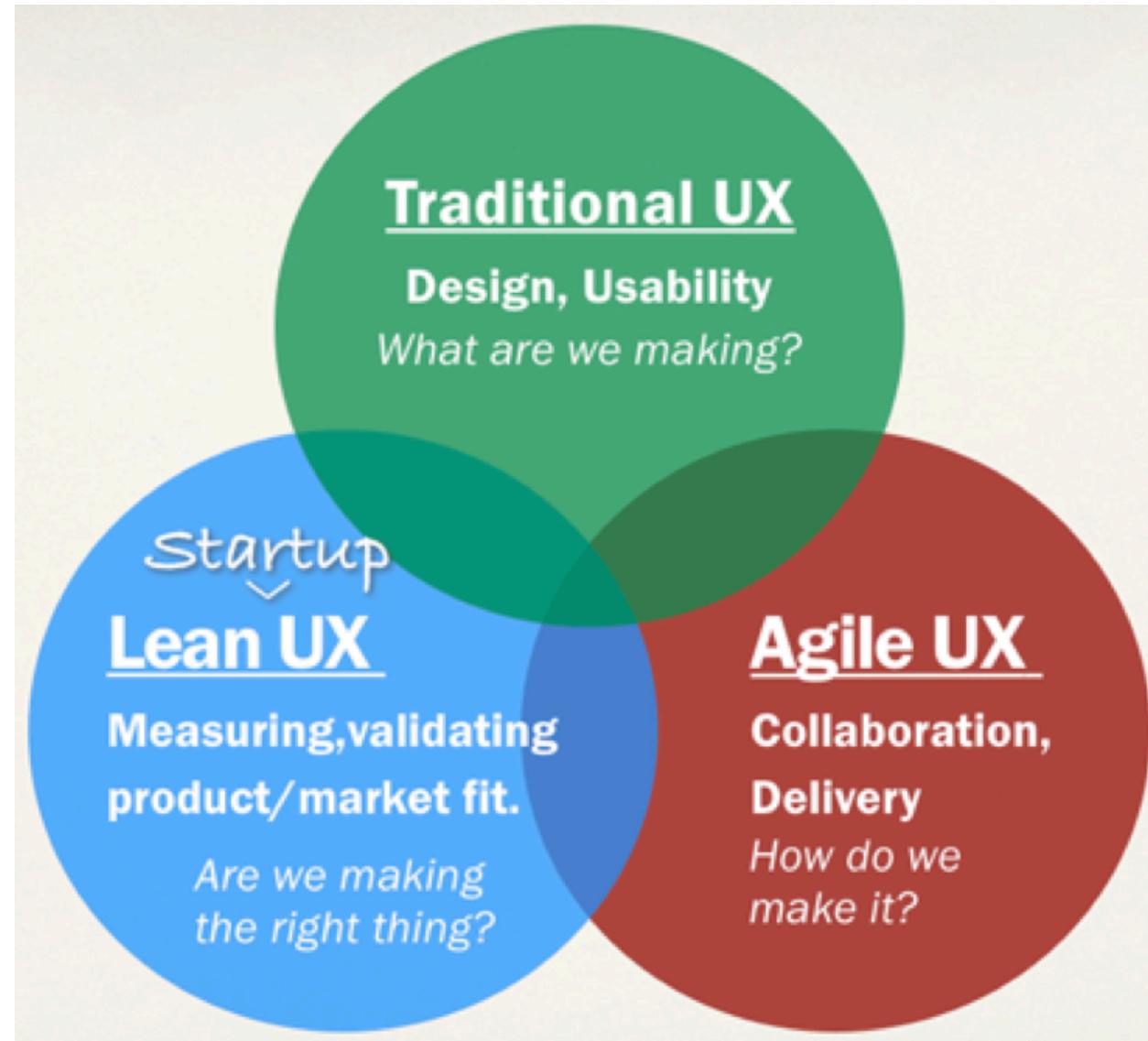
Session 2

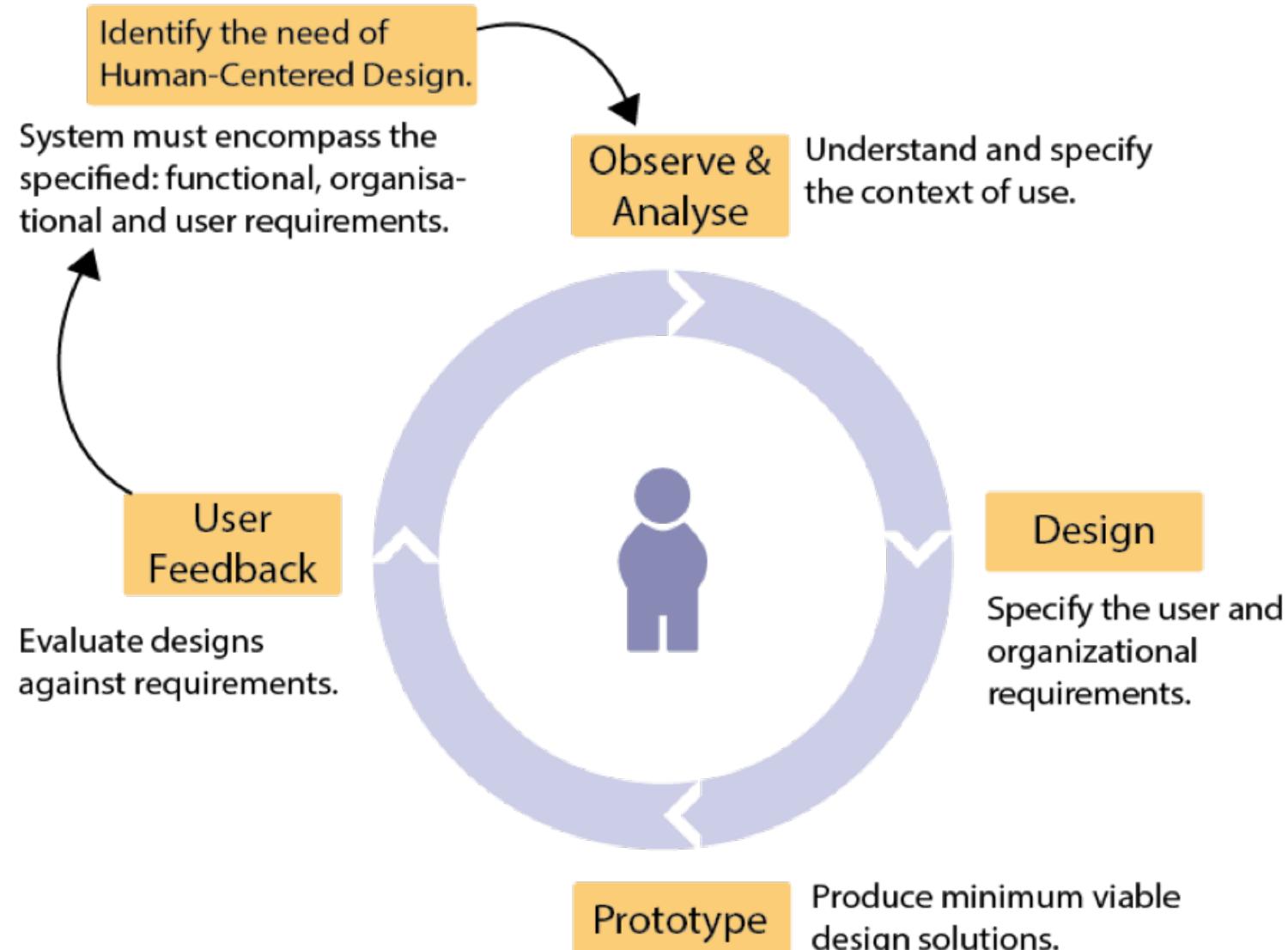
- Introduction to UX design process
- Traditional UX design process
- Agile UX process
 - Introduction to Agile / Scrum
 - Agile UX Process
- Practice
 - Agile UX Process

- User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users.
- UX design process can generally be divided into four key phases: research, design, testing, and implementation.
- UX design jobs focus on:
 - Users as the centre of UX design
 - Understanding the UX design process
 - Getting to know about the UX toolkit

the ux design process





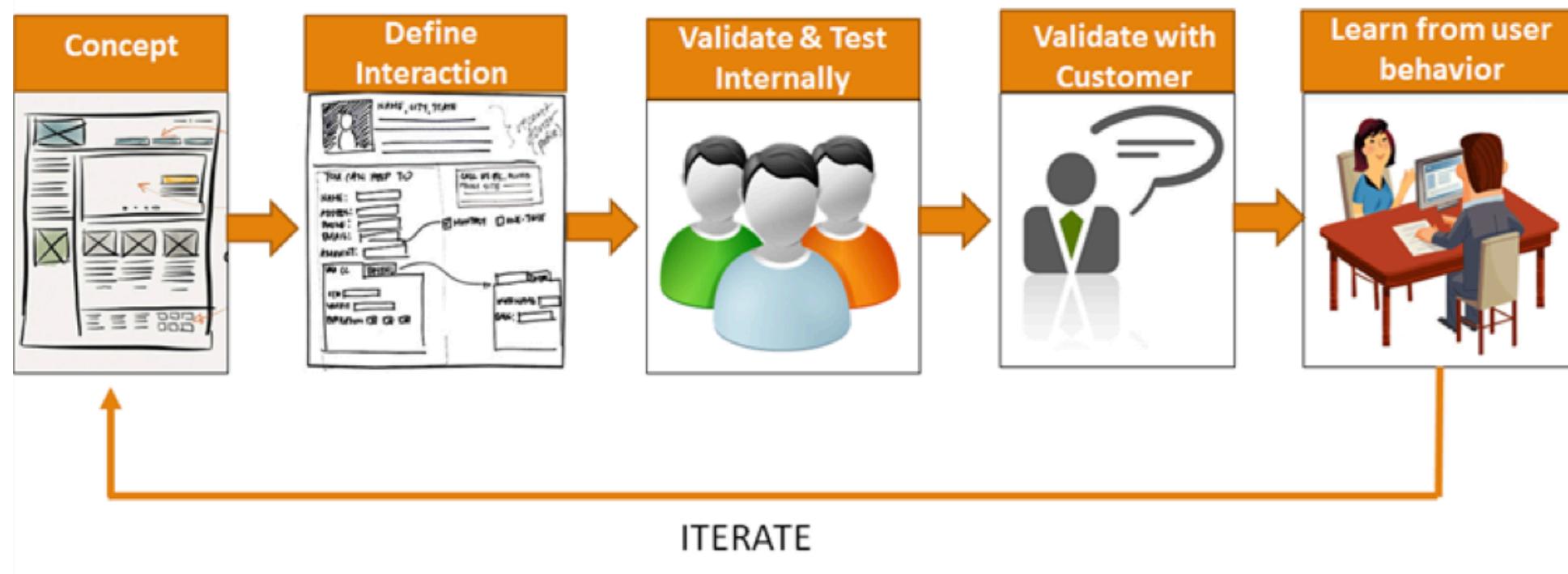


- In traditional UX the project is built upon requirements capture and deliverables.
- The objective is to ensure that deliverables are as detailed as possible and respond adequately to the requirements that are laid down at the start of the project.

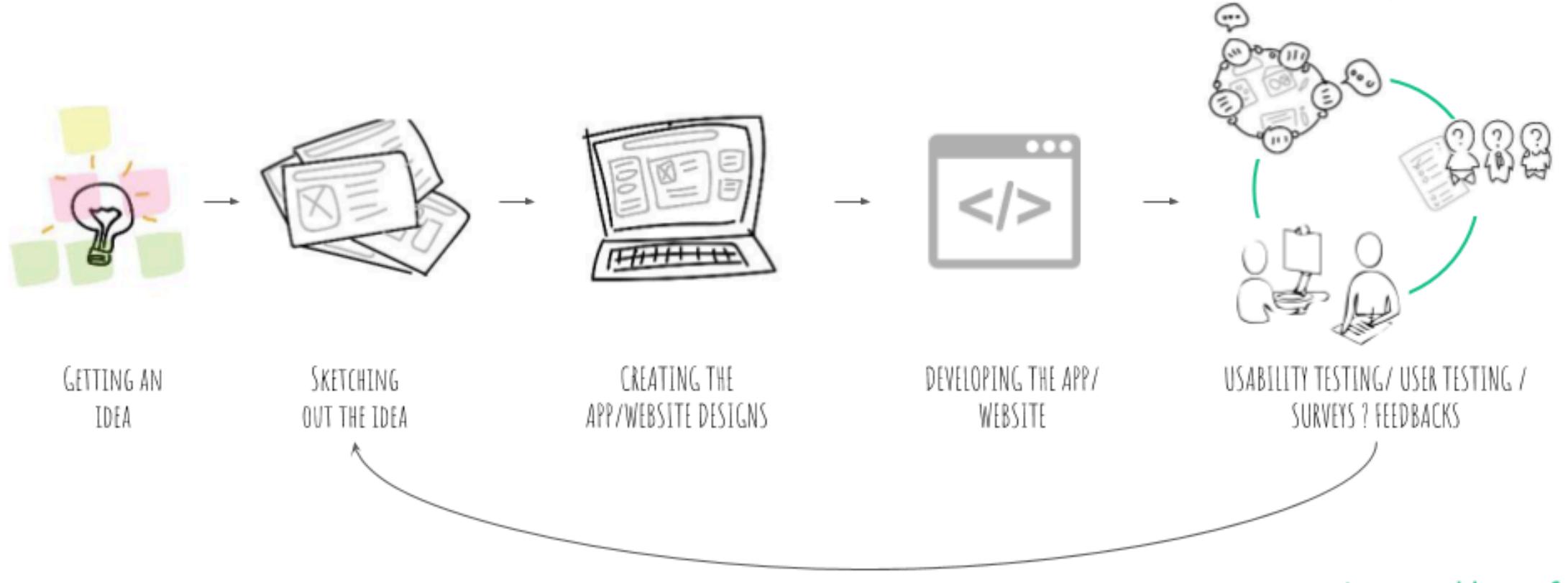


- The role of UX designer is changing.
- Less about the beautiful pictures, more about facilitation and collaboration.
- Manages and plans team interaction in the design process.
- Needs to have broad skills, more than design disciplines.

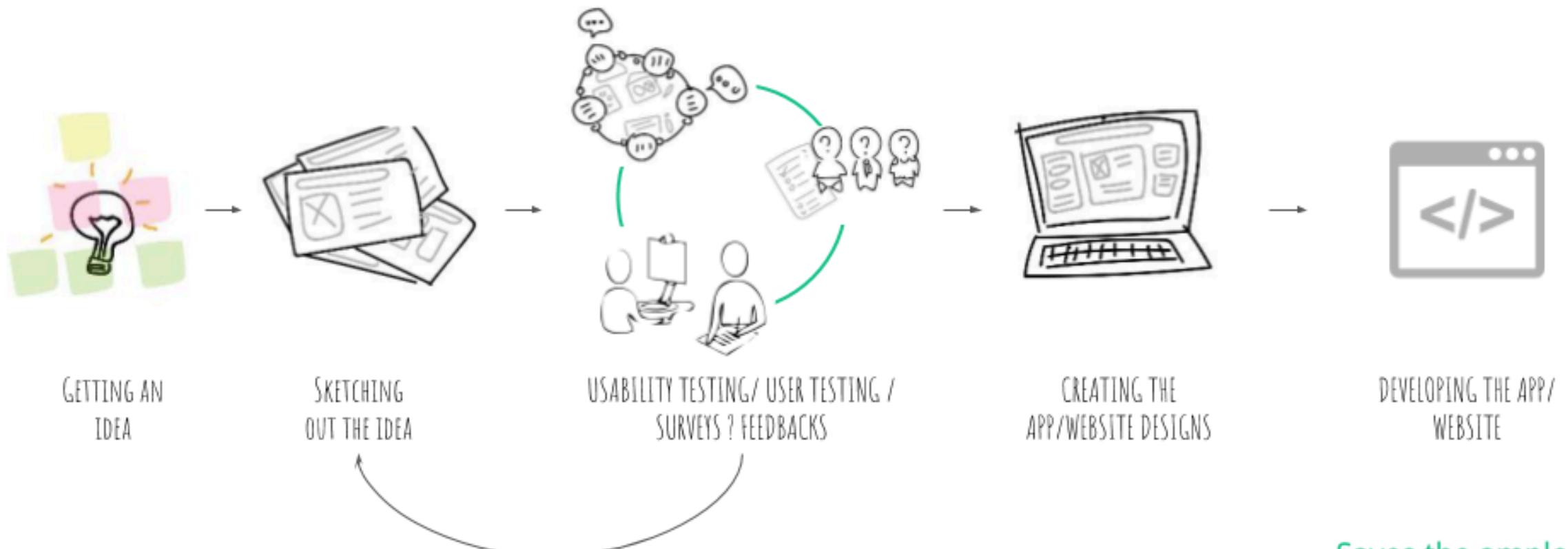
- Lean UX is a technique, born out of Toyota's manufacturing model, that works in alignment with Agile development methods.
- It aims to reduce waste and provide value.



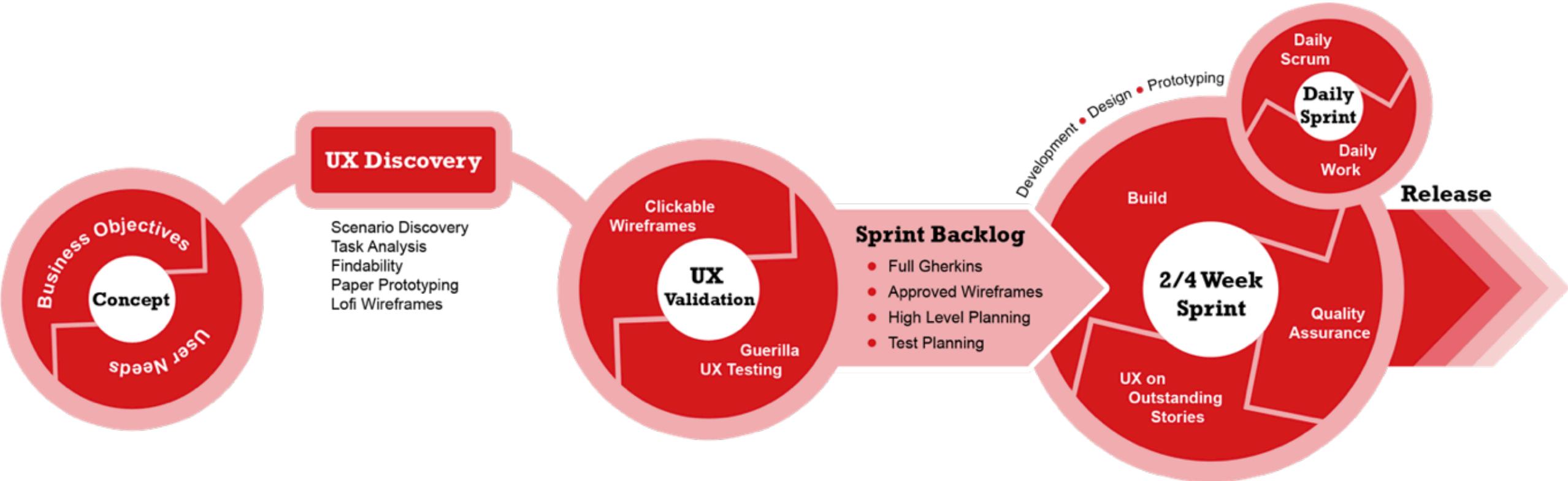
The traditional waterfall process



Lean UX



Saves the ample
Time, money & efforts involved
in development and designing



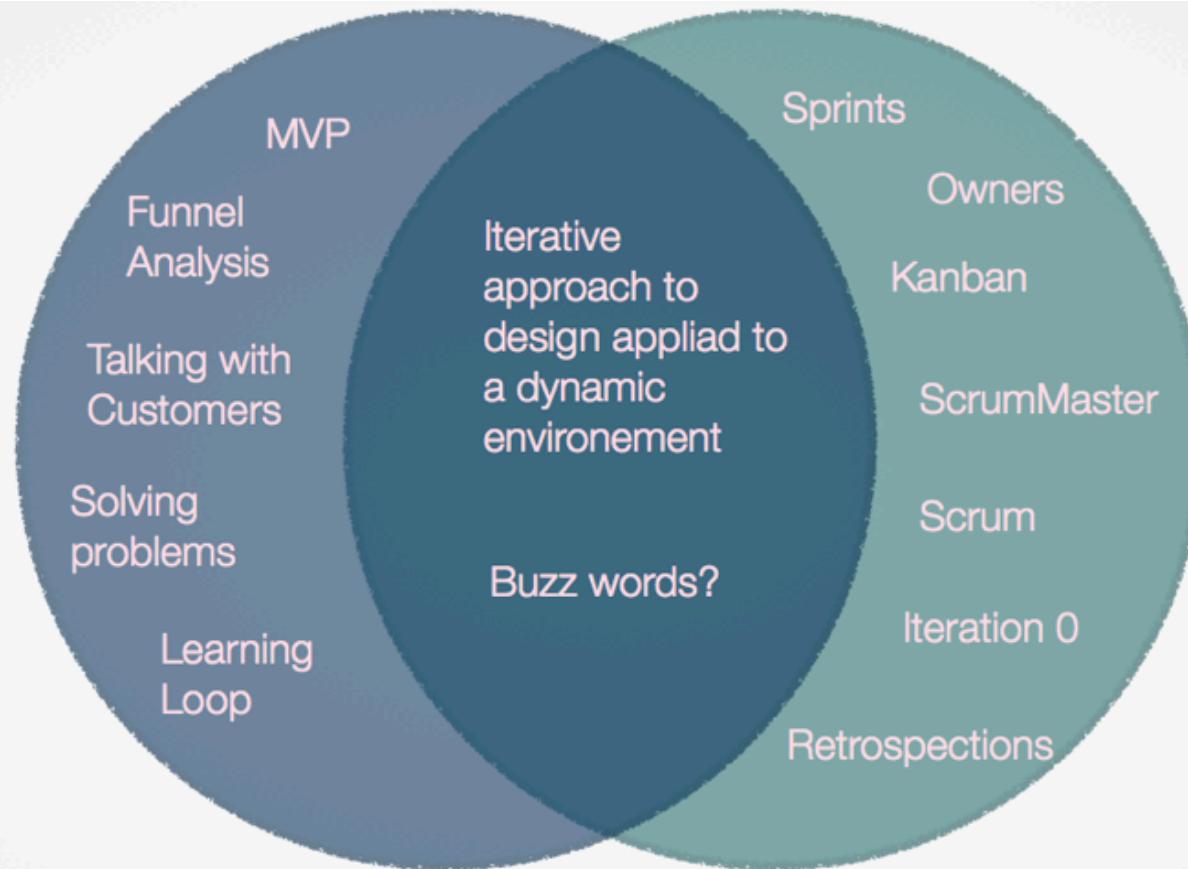
Lean UX

Application of User Experience Design methods into product development, tailored to fit Build-Measure-Learn cycles.

Design united with business and development.

Methods

Inspired by startup development and The Lean Startup Methodology.



Agile UX

An attempt to integrate User Experience Design and Agile Software Development Methodology

UX Design team & Dev team working together.

Methodology

Inspired by Agile Manifesto. Forced to blossom by growing popularity of Agile Software Development Methodology.

- A UX design process typically follows something similar to a design thinking approach, which consists of five basic phases:
 1. Empathize with the users (learning about the audience)
 2. Define the problem (identifying the users' needs)
 3. Ideate (generating ideas for design)
 4. Prototype (turning ideas into concrete examples)
 5. Test (evaluating the design)

2. User research deliverables

- Personas
- Storyboards
- Customer journey map

3. Ideation deliverables

- Brainstorming
- User Flow

4. Prototyping deliverables

- Sitemaps
- Low-fidelity prototypes
- High-fidelity prototypes

5. Evaluation deliverables

- A persona is a fictional character which the designers build as a sort of user stereotype.
- A persona represents the typical users, their goals, motivations, frustrations and skills.
- Generating personas helps designers empathize with the users and demonstrate a thorough understanding of who they are and what they want to achieve.

Melissa



“ It's not about me.
it's about my girls. ”

AT A GLANCE

AGE — 41

LOCATION — Chicago, IL

LIFE STAGE — Divorced with two kids

JOB — Corporate procurement manager

MOTIVATORS

FAMILY — Doing what's right for her kids and looking after her parents are the most important things in her life.

BEING HELPFUL & APPRECIATED FOR IT — She gets a lot of pride from being productive, effective, and helpful. Being thanked and acknowledged for it is the motivatin that keeps her going.

FEELING HAPPY & GRATEFUL — Melissa gets frustrated and frazzled because she's always running, but really she values being happy and tries to appreciate all the good things in her life, particularly after a difficult divorce.

BEHAVIORS

TIGHTLY SCHEDULES THE DAY — The morning routine to get the kids off to school and herself off to work is locked in. She's busy at work all day and tends to spend the majority of her day in meetings. The evening routine is equally structured. When her ex has the girls, she goes out with a friend for dinner or catches up on the phone.

VOLUNTEERS — At kids' school and church.

SPENDS TIME WITH EXTENDED FAMILY — Parents live and sister's family live nearby. Most weekends she visits their house or they vist hers.

TALKING ON THE PHONE AND “CATCHING” UP VIA FACEBOOK — Likes to talk on the phone with girls friends and her sister. Late at night after work she hops on FaceBook to achieve the same sense of connection.

NEEDS

- Social connection
- Would like to start dating again
- Exercise and “me” time
- Would like to just sit and unwind, but feels like she's usually so amped up from her schedule that simply resting feels wrong

- A storyboard is an idea borrowed from the movie industry.
- A storyboard essentially consists of a comic strip, outlining the user's actions and circumstances under which these are performed.
- A storyboard helps visualize the users' actions and also the environment in which they take place.
- Storyboards can also be used in the ideation phase to help illustrate some of the design choices.



- Brainstorming is a process whereby a team of designers generate ideas about how to address the issues and opportunities identified in the user research phase.
- The concept here hinges on the generation of as many ideas as possible so that the designers can later sift through these and reduce them to the ideas that seem most promising.

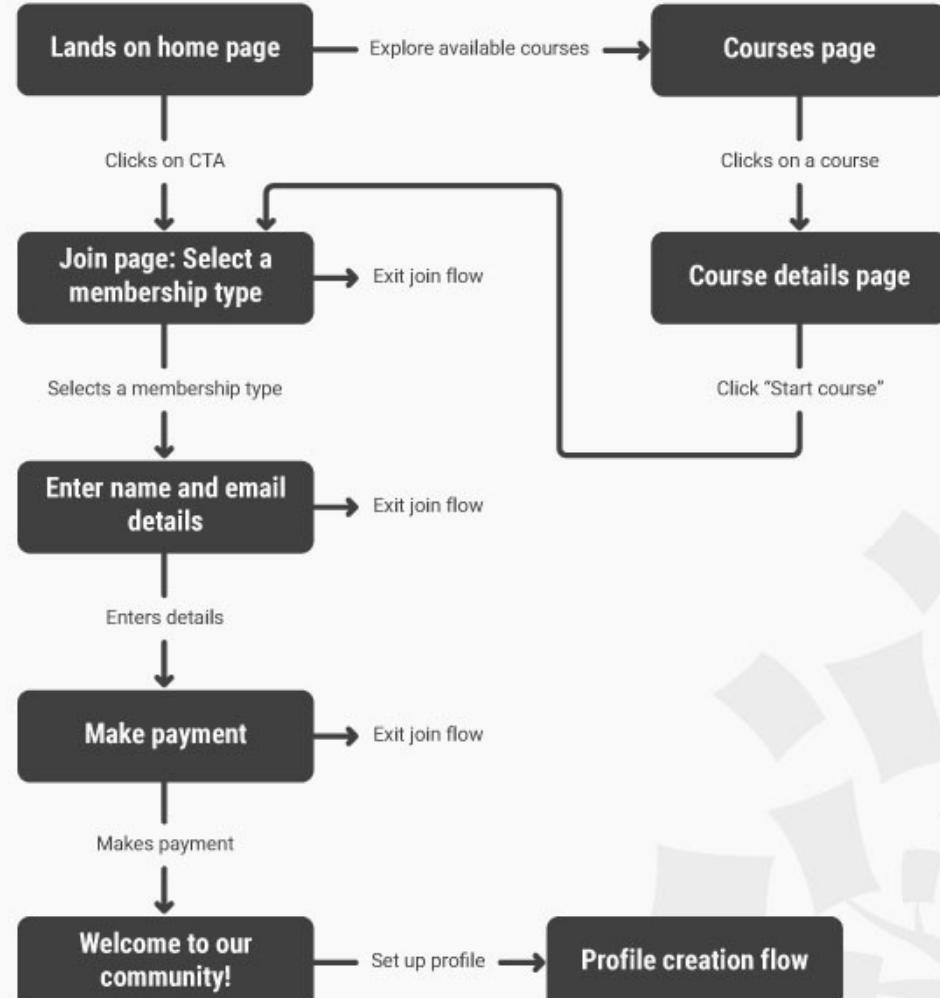
- Brainstorming is often done with lots of sticky notes, where designers write down all of their ideas.
- Sticky notes can then be discussed, hierarchically sorted, grouped into themes and arranged so that they represent a visual map of the best ideas generated for solving the design problem.

Brainstorming

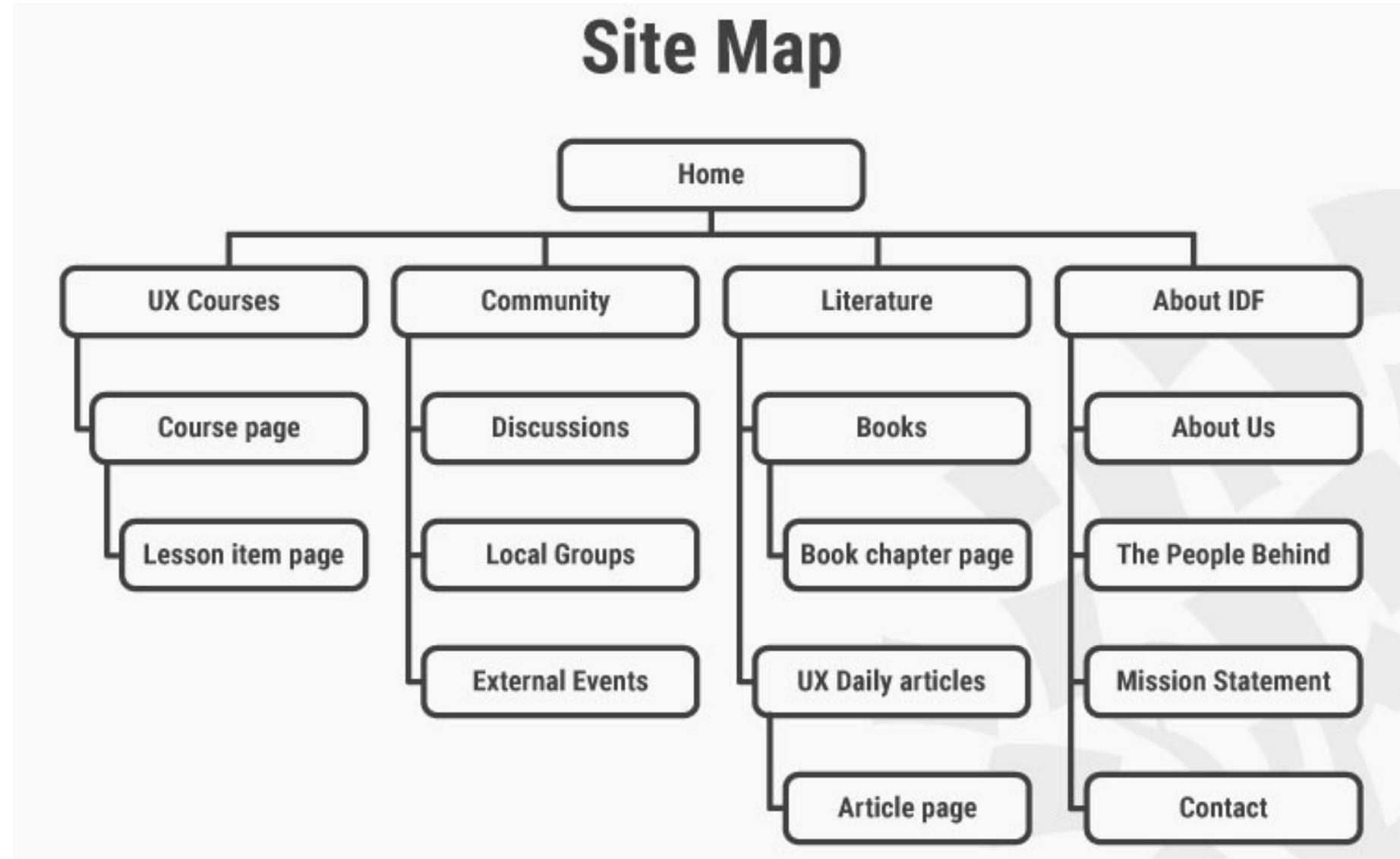


- A user flow diagram is a simple chart outlining the steps that a user has to take with your product or service in order to meet a goal.
- In contrast to the customer journey map, the user flow diagram considers only what happens with your product
- These diagrams can help designers quickly evaluate the efficiency of the process needed to achieve a user goal and can help pinpoint the “how” (i.e., execution) of the great ideas identified through brainstorming.

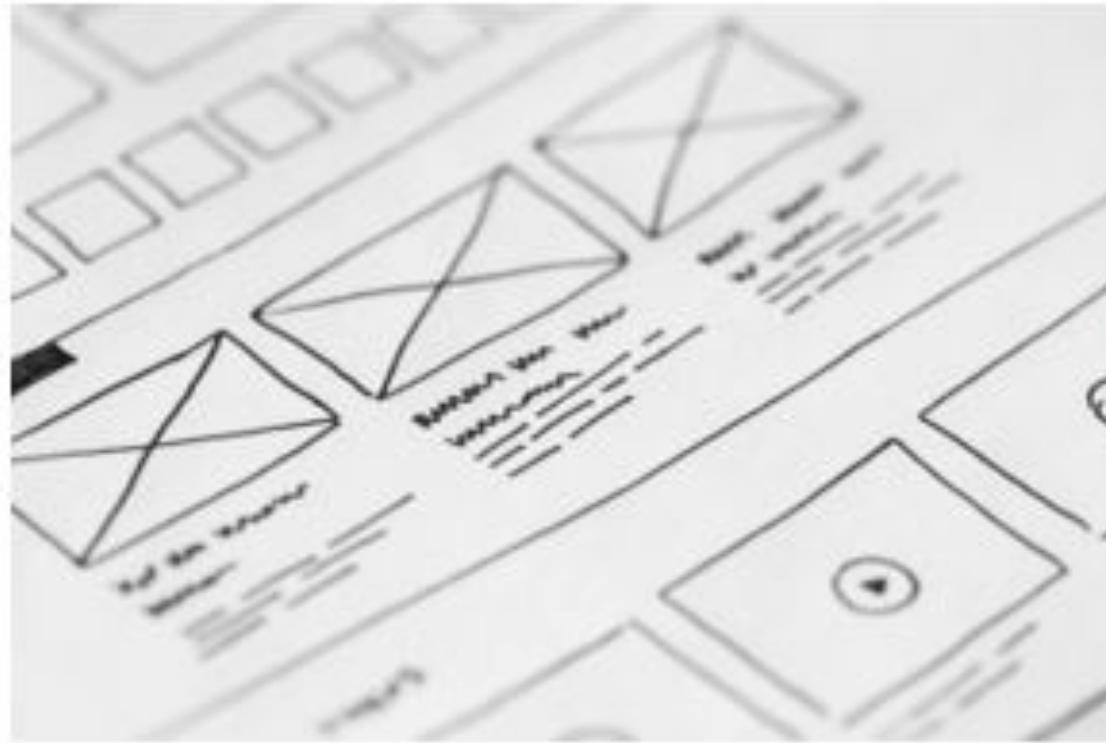
User Flow Diagram



- Site maps show the hierarchy and navigation structure of a website. Such maps are also often produced for mobile apps, as well.
- Site maps serve to show how the content will be organized into “screens” or sections, and how the user may transition from one section of your service to another.



- Once you have your sitemaps ready, you can begin to sketch how the content will be laid out on each screen.
- A low-fidelity prototype omits any visual design details and serves as a rough guide to allow designers to get a feel of how and where they should place content.
- Low-fidelity prototypes can start as hand-drawn sketches and later refined as computer-drawn wireframes, which are more faithful to the presentation of information on a real screen, but still lacking visual design details.



Google Wave

A slightly more complicated experiment using a template

In this experiment the user has selected a template from the code-bucket. The template creates a structured page line that captures other variables. This variable is passed into the template. The template is worth creating because the user does this action often, and it can be passed good variables practice because this step does not use different variables.

Analytical DNA Set Number of instances [3] Attempt to display data if available

Lane	Sample	Volume (μl)
1	DNA Marker 00/00/00	1
2	PCR product A	volume
3	PCR product B	volume

Object Bucket: Select appropriate input and output objects from the list. You can select objects that are in the system, ask the system to wait until it sees an object of specified Type or create a new object.

Input Objects: Insert

Output Objects: Insert

Object Bucket Types: Insert

Object Bucket Selection: My templates, DNA template, Protein template, Other analysis template, All templates

This experiment should return example:

Filen

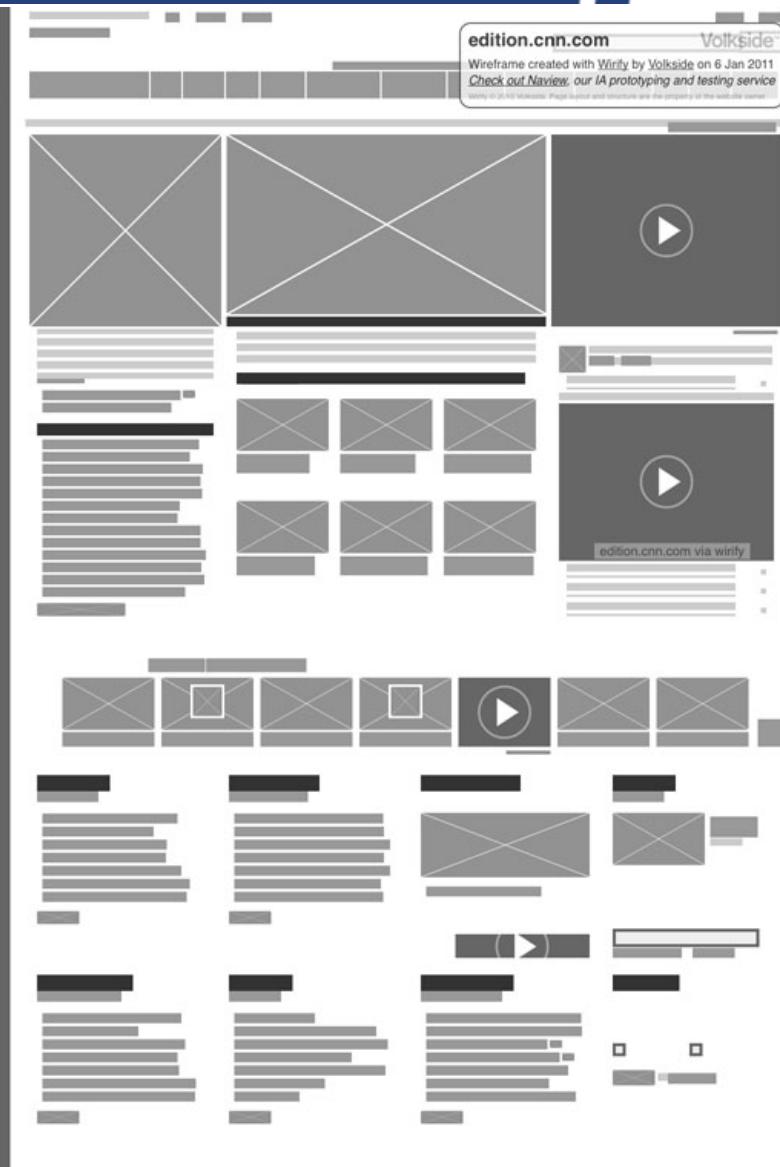
Print | Test | Create | Help | Insert

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- These prototypes are a step up from low-fidelity prototypes. Often they are called pixel-perfect prototypes because they try to show all the visual and typographic design details of a product, as it would be shown on a real screen.
- They take into consideration physical screen dimensions and are produced in a size that corresponds to the physical device's size.
- Although these require a lot more time to produce compared with low-fidelity prototypes, they are often the type of illustration that you would want to show to a customer or stakeholder.

High-fidelity Prototypes

The screenshot shows the CNN International homepage. At the top, there are links for EDITION: INTERNATIONAL, U.S., MEXICO, ARABIC, and a sign-up/login bar. The main content includes a large image of a protest in Sudan, a headline about Laurent Gbagbo, and a sidebar for CNN Life. Below this are sections for Top stories, Editor's Choice, and various news categories like Business, World Sport, and Opinion.

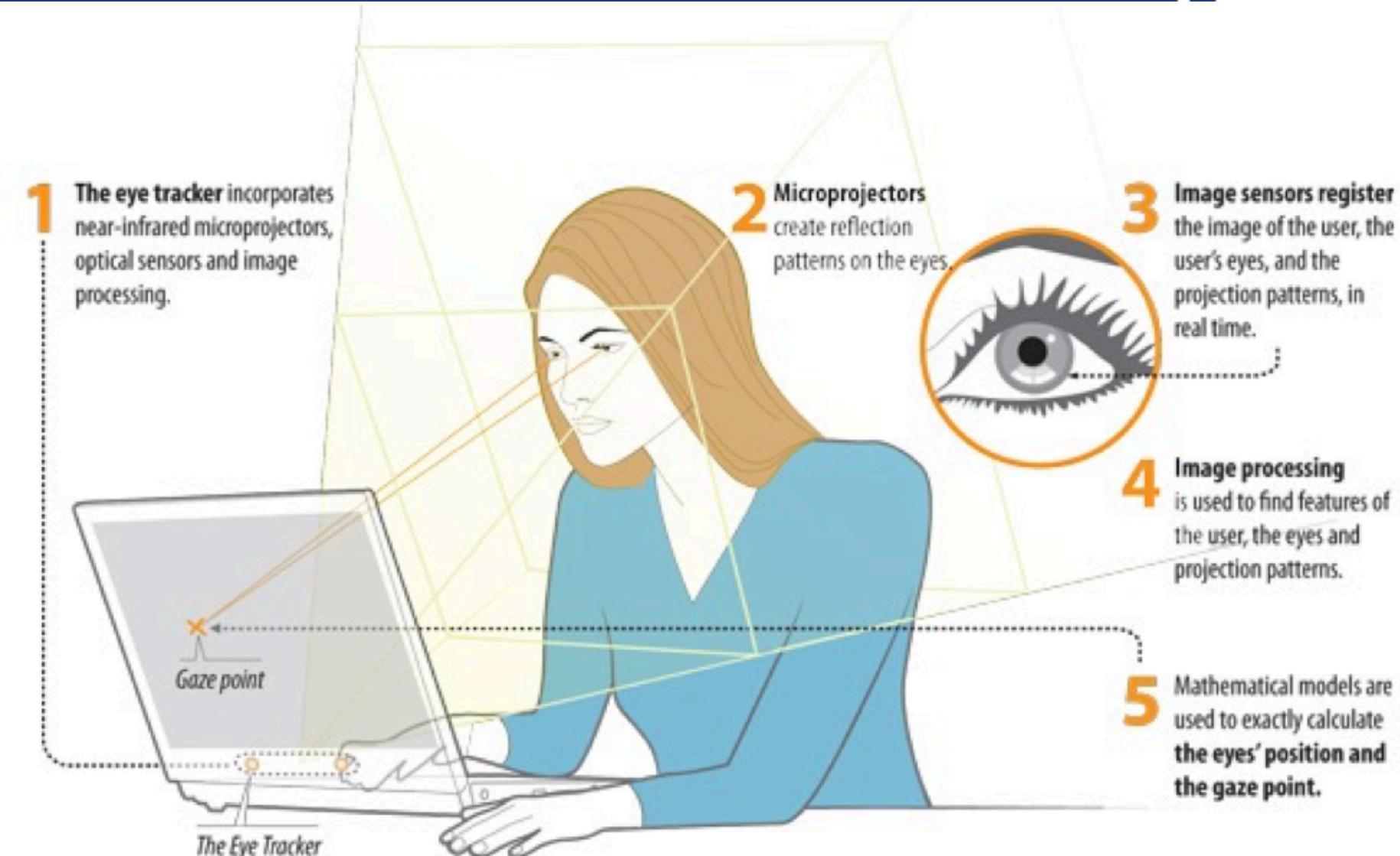


- Product preview
- Usability
- Eye tracking

- Usability means making sure something works well, and that a person of average ability or experience can use it for its intended purpose without getting hopelessly frustrated.



- Eye tracking technology may sound like the vanguard of usability testing, but the methodology has actually been around for over 100 years, making the rounds in science, marketing and now usability studies.
- Eye tracking can provide you with information that is impossible to glean without the technology. *Knowing* rather than guessing exactly where people are looking when using your app or website is like gold to a UI designer, and UXers.



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Q & A



*Thank
you!*