



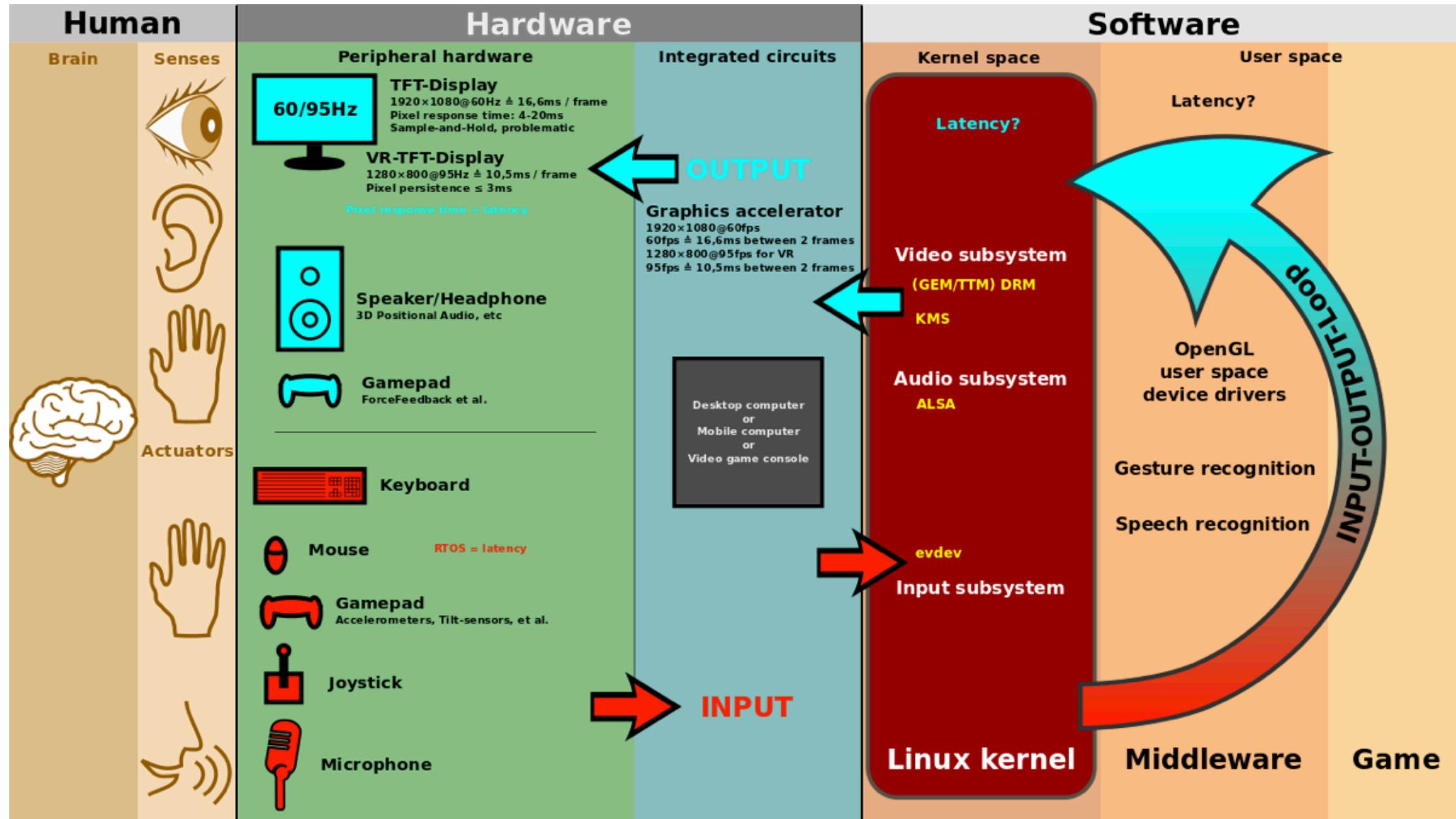
UI/UX Design for Developer

Introduction to UI/UX Design

Session 1

- Human computer interaction
- What is user interface?
- UI/UX design
 - Concept of UX design
 - User journey

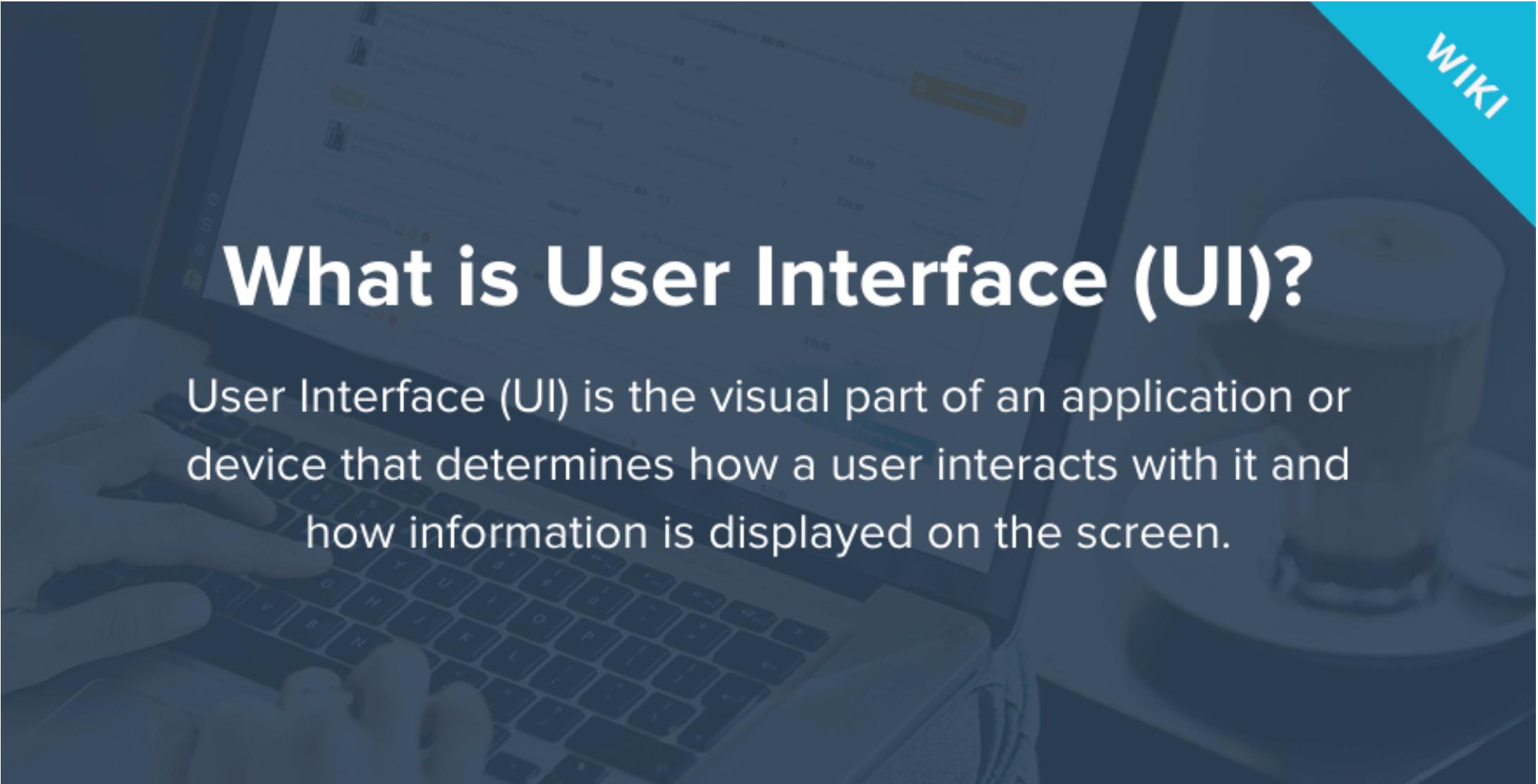
- Human Computer Interaction (HCI) involves the study, planning, design and uses of the interfaces between people (users) and computers.
- HCI aims to improve the interactions between users and computers by making computers more usable and receptive to users' needs.



- The Human Computer Interface (User Interface) can be described as the point of communication between the human user and computer.
- The user interface, in the industrial design field of human – machine interaction, is the space where interactions between humans and machines occur.

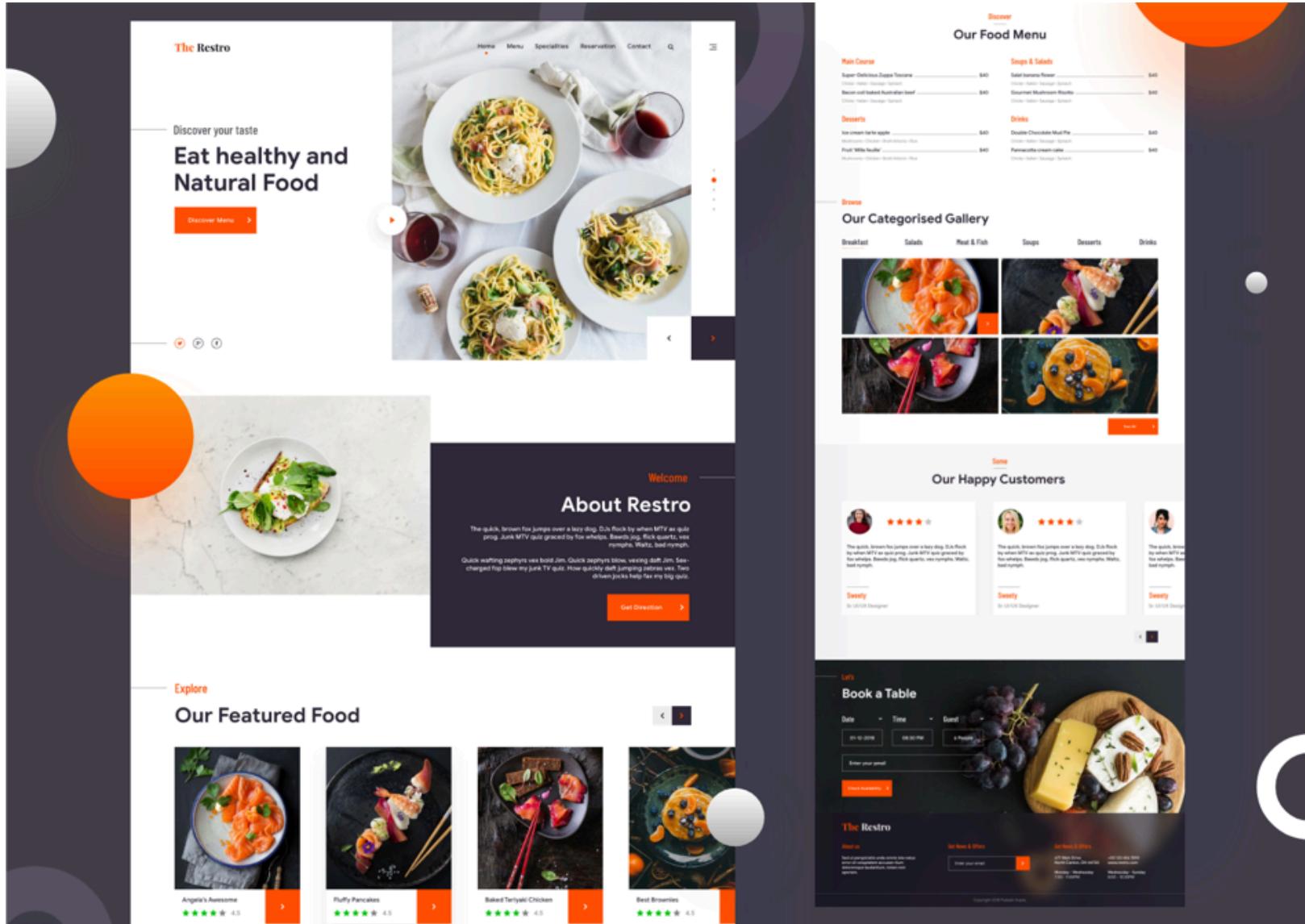
What is User Interface (UI)?

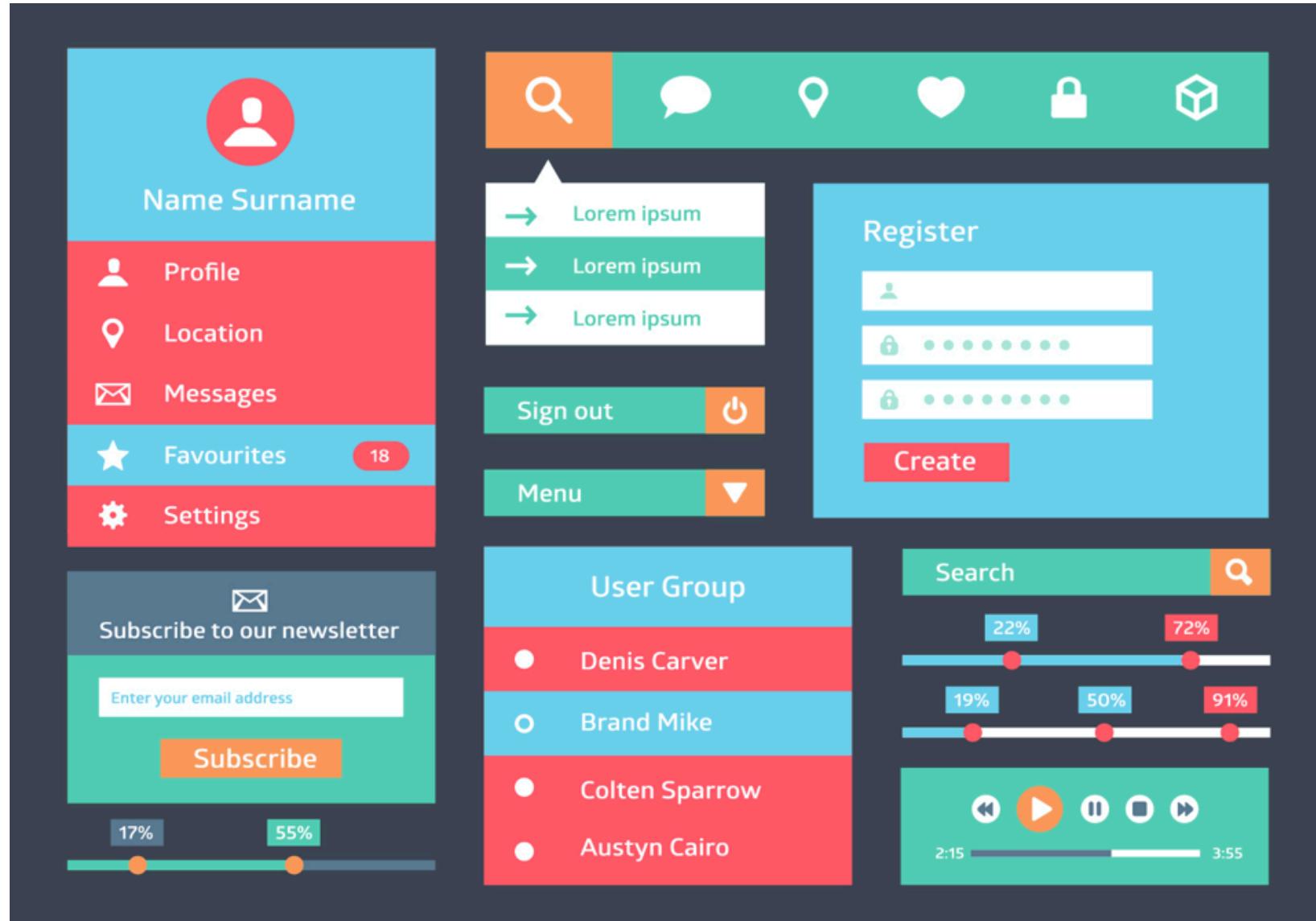
User Interface (UI) is the visual part of an application or device that determines how a user interacts with it and how information is displayed on the screen.



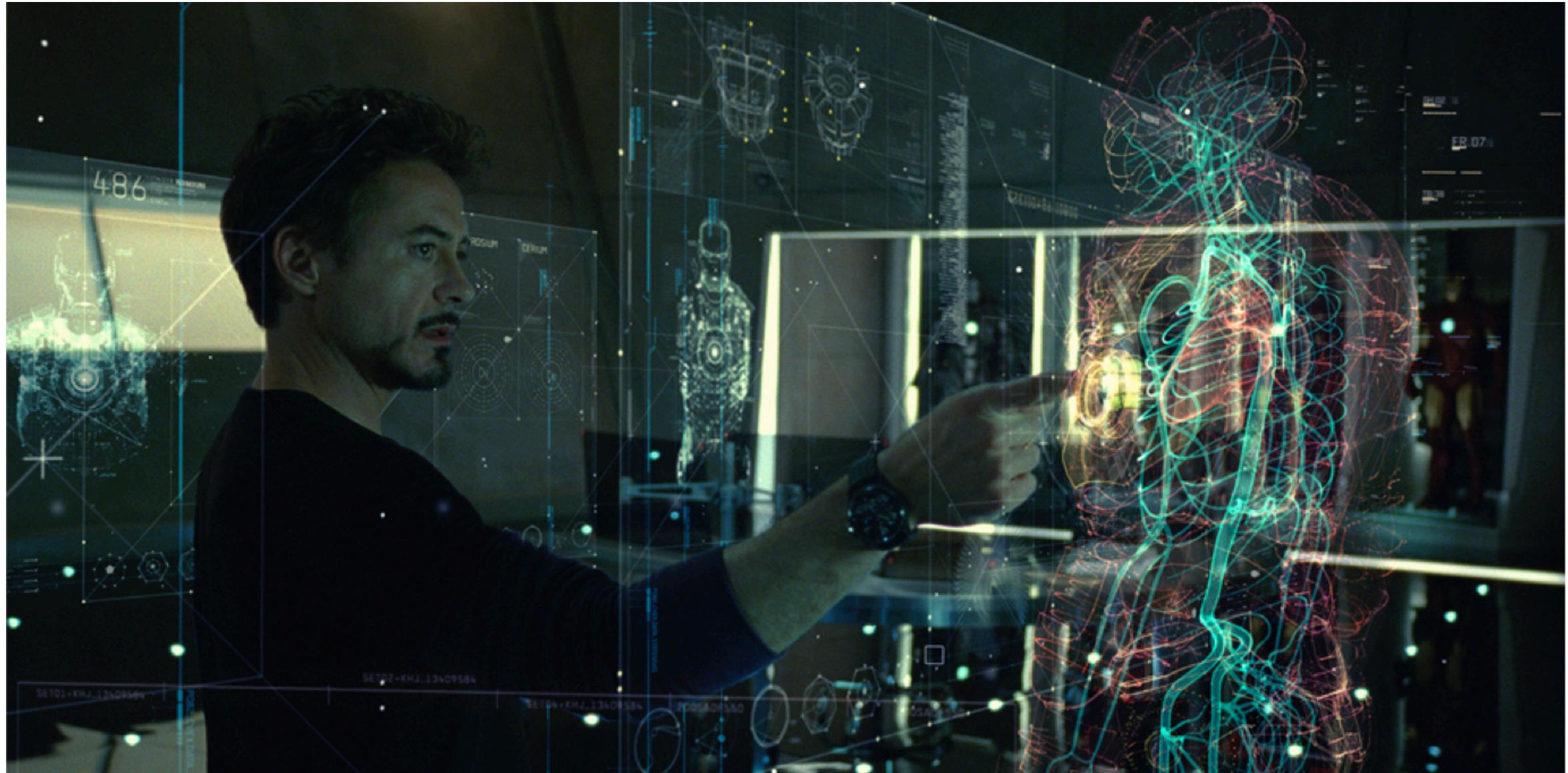
- The “UI” in UI design stands for “user interface”
- The user interface is the graphical layout of an application. It consists of the buttons users click on, the text they read, the images, sliders, text entry fields, and all the rest of the items the user interacts with.
- UI includes screen layout, transitions, interface animations and every single micro-interaction. Any sort of visual element, interaction, or animation must all be designed.

Web User Interface





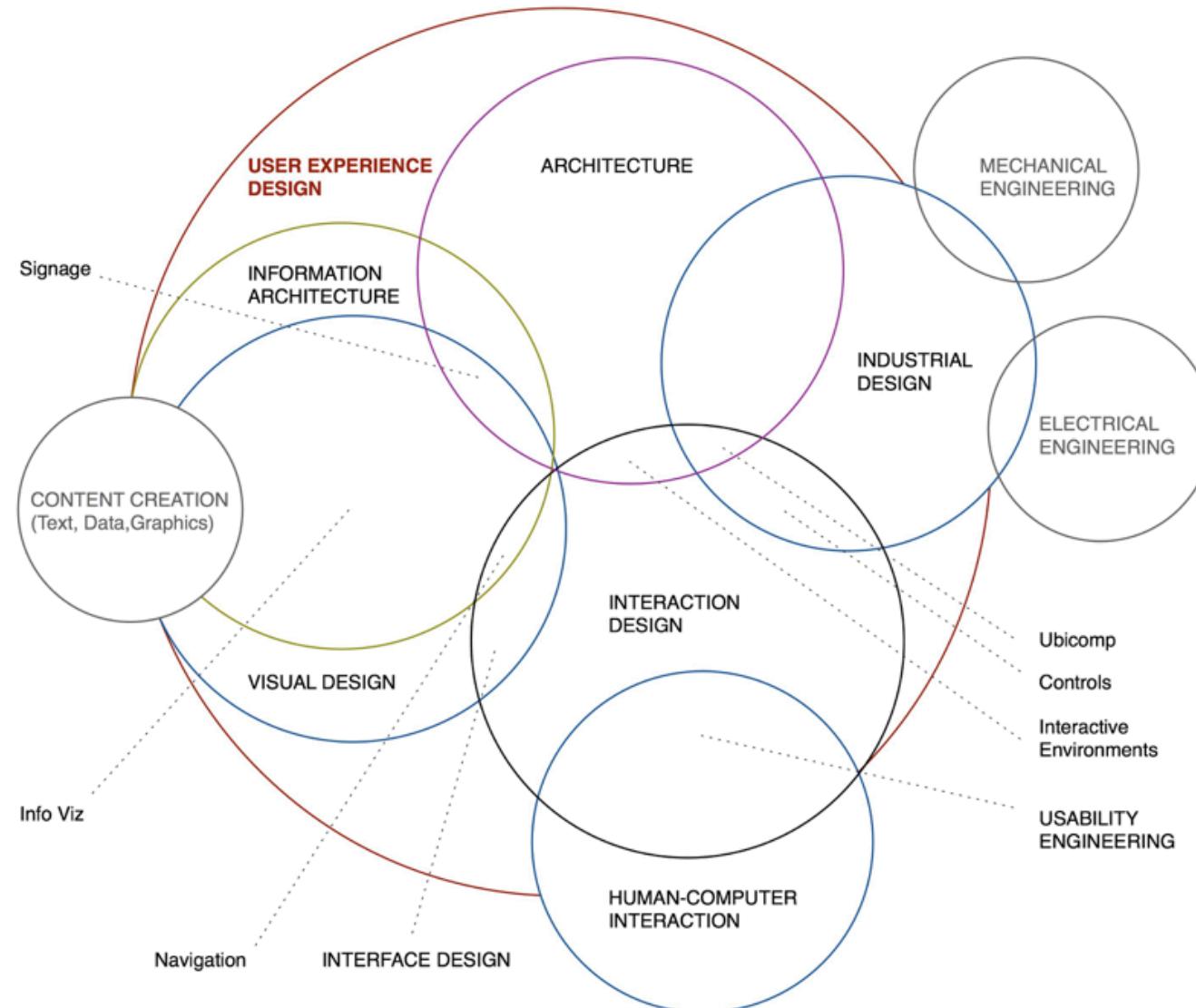
Future Of User Interface?

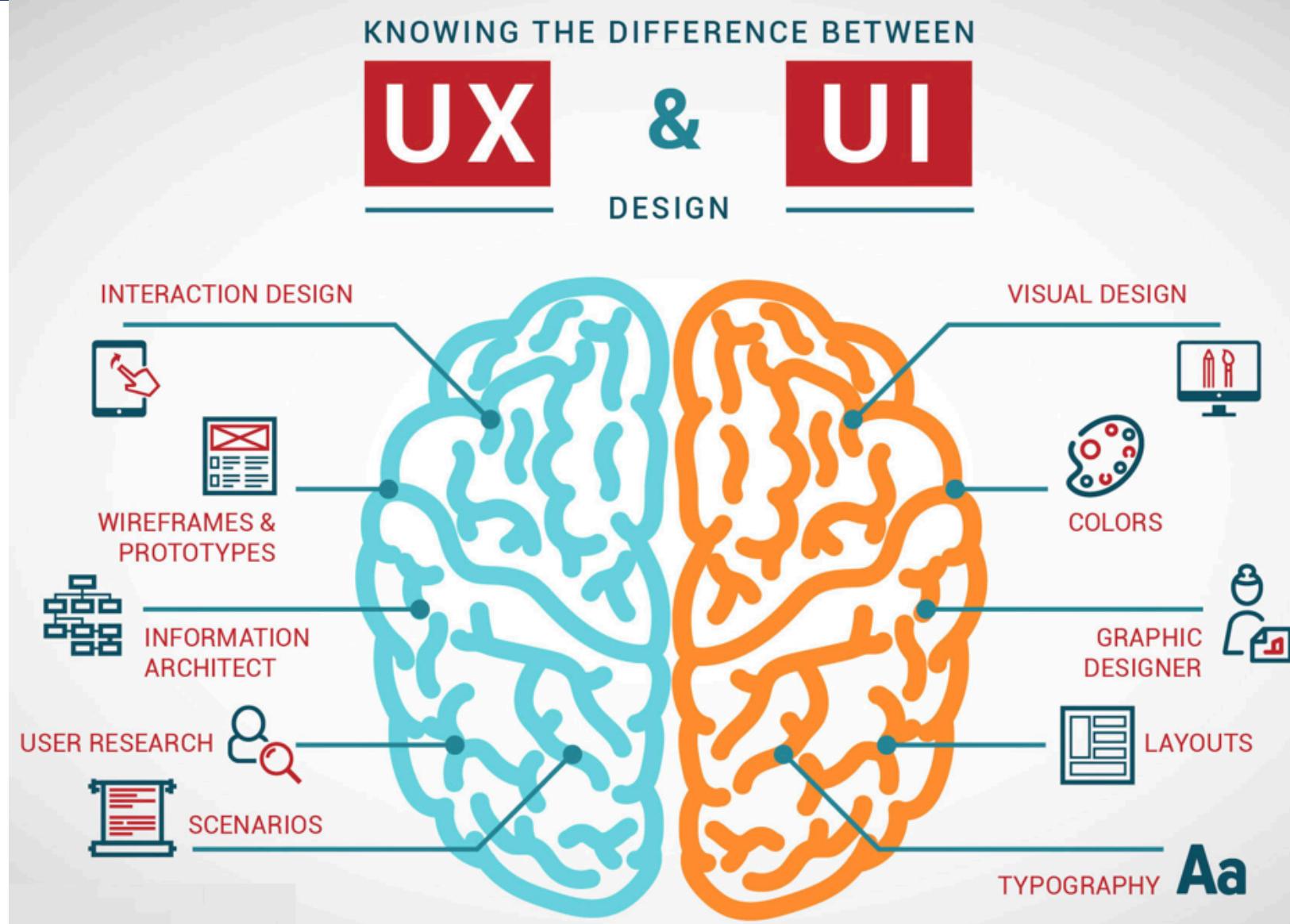


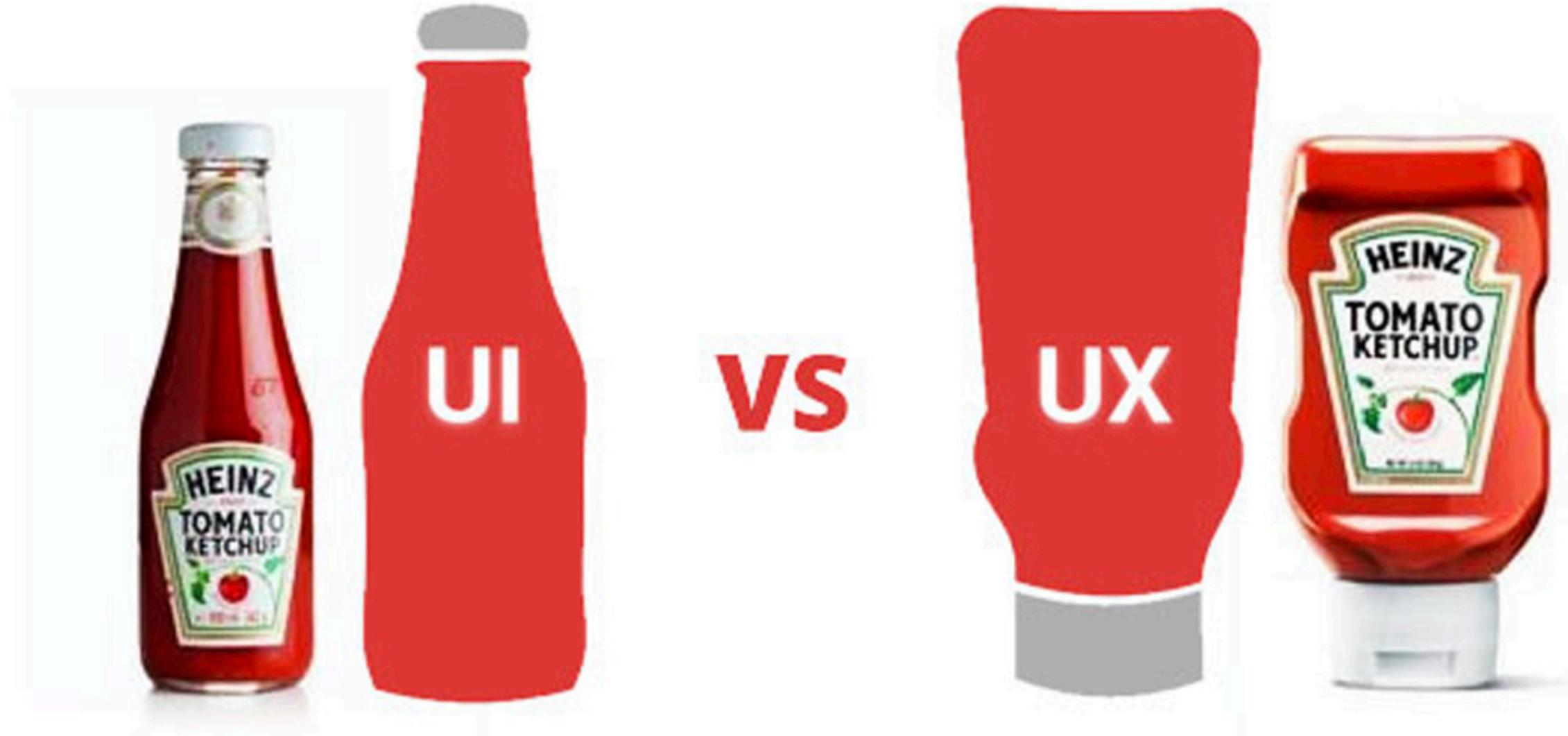
“I invented the term because I thought Human Interface and usability were too narrow: I wanted to cover all aspects of the person’s experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.”

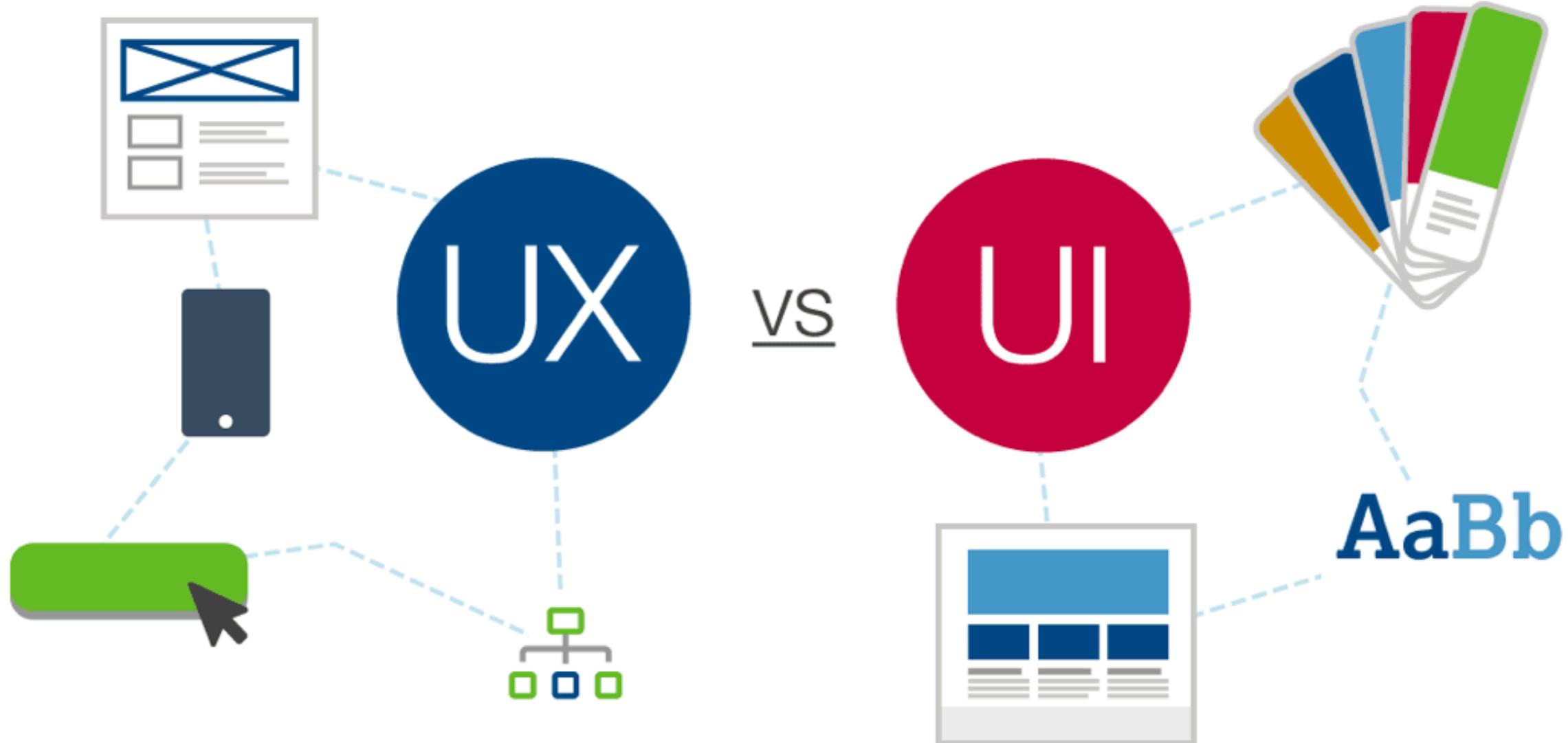
-- Donald Norman --

- User Experience (UX) is a person's perceptions and responses that result from the use or anticipated use of a product, system or service.
- User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products.
- UX includes all the users' emotions, beliefs, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during and after use.









- A user journey is a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing.
- They can be used for 2 main things:
 - Demonstrating the way users currently interact with the service / website / product
 - Demonstrating the way users could interact with the service / website / product

- A good user journey will quickly allow any viewer to understand stages of an experience, flow of activities, emotional highs and lows, channels of information consumption and creation, and points of pain or confusion.
- Journeys are not simply maps of how users use your product, but look at the more holistic and comprehensive experience.

What Is User Journey?

CUSTOMER JOURNEY MAP Shopping for a New Car

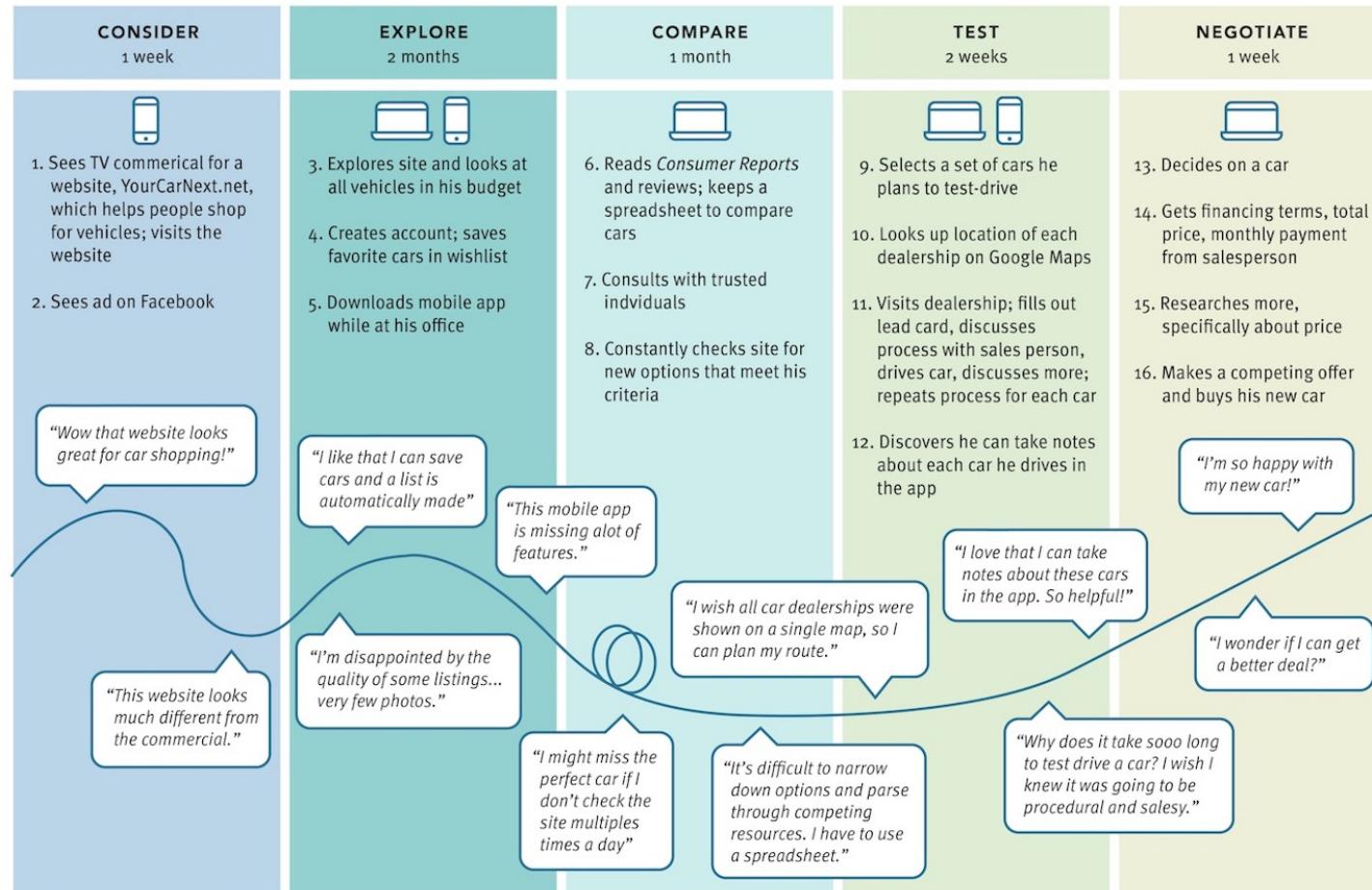


EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

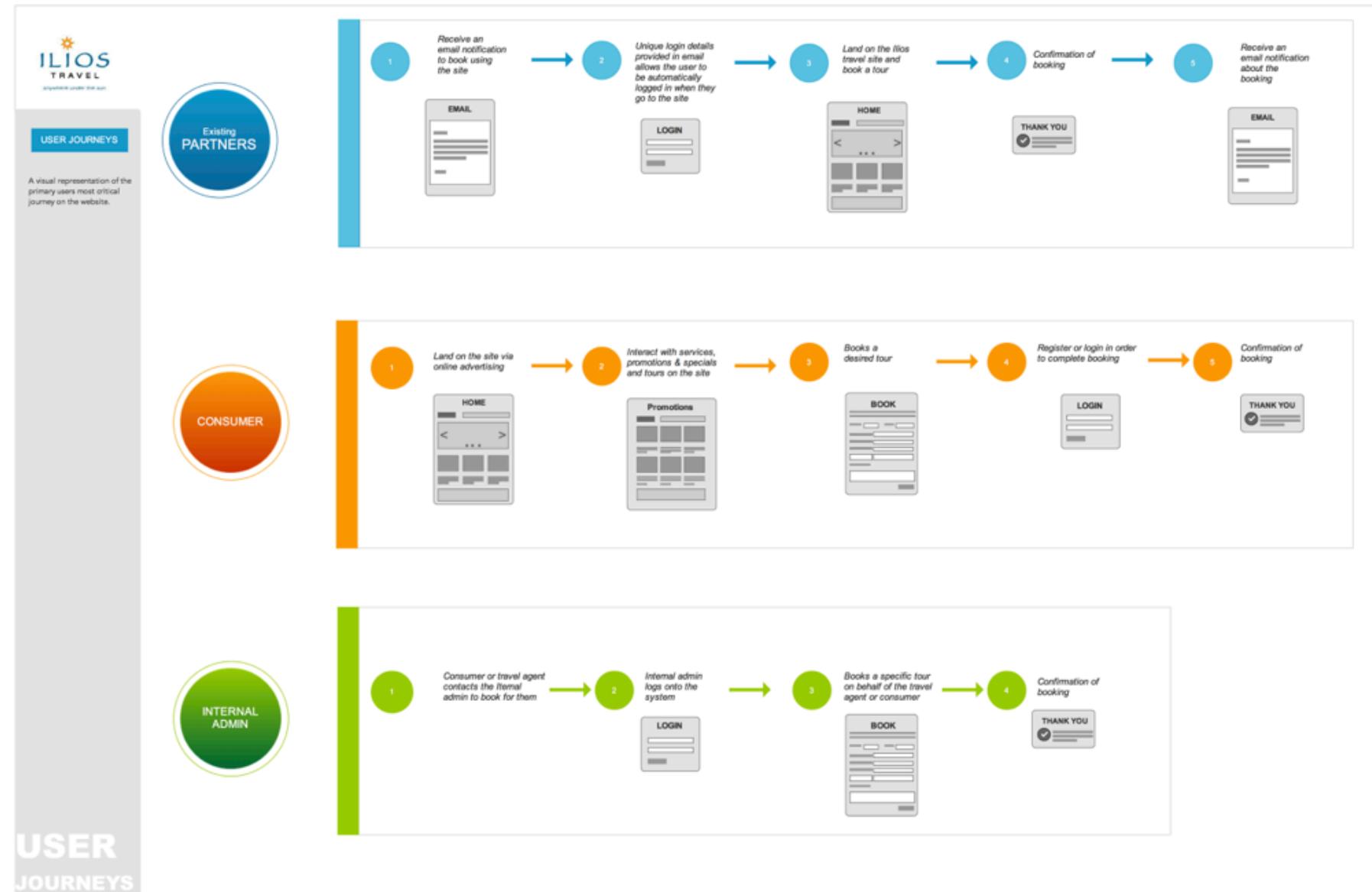


- Demonstrating the vision for the project
- They help us understand user behavior
- They help identify possible functionality at a high level
- They help you define your taxonomy and interface

- User journeys typically come towards the beginning of a project in the discovery or requirements gathering phase, normally after personas.
- This is both to visualise the user requirements and help feed into other design activities such as information architecture or wireframing.
- Once you have your user personas drawn out, start creating user journey maps for each of them to understand how each type of customer interacts with your product, and what they need to do in order to accomplish what's meaningful to them.

- *Context* – Where is the user? What is around them? Are there any external factors which may be distracting them?
- *Progression* – How does each step enable them to get to the next?
- *Devices* – What device are they using? Are they a novice or expert? What features does the device have?
- *Functionality* – What type of functionality are they expecting? Is it achievable?
- *Emotion* – What is their emotional state in each step? Are they engaged, bored, annoyed?

What Should a User Journey Contain?



User Journey Template

Image	User Journey For:						
	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Full Name: Gender: Age: Cell Phone: Job:	User Goal						
	User Need						
	User Expectation						
	Process						
	Experience	😊 (Positive Emotions): 😐 (Normal Emotions): 😢 (Negative Emotions):					
Problem							
Ideas							

- A user journey map (customer journey map) is a diagram that visually illustrates the user flow through your site, starting with initial contact or discovery, and continuing through the process of engagement into long-term loyalty and advocacy.
- It identifies key interactions and touchpoints with your website or mobile app and describes in detail the customer's goals, motivations, and feelings at each step.

Online Shopping Customer Journey Map

Stages of Journey	Motivation	Searches for Websites		Browses the Site	Evaluates Products		Pay		
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	
Feelings									
Very Happy									
Overall Satisfied									
Unhappy									
Experiences	Excited to give a surprise to the friend.	<ul style="list-style-type: none"> Happy to see many options Confusing about how to choose. 	Annoyed at the useless info.	<ul style="list-style-type: none"> Happy with the informative shopping website. Not sure about how to find the best price. 	Surprise to see lots of discounts	Frustrated about reviews from other customers.	<ul style="list-style-type: none"> Pleased with usages & designs. Sad to see out of stock products. 	<ul style="list-style-type: none"> Frustrated to find only the Paypal payment option. 	<ul style="list-style-type: none"> Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.

- A user journey map is a visual representation of the customer experience – and is a useful tool for everyone in your company to look at your website from the user's point of view and can be a key part in user experience design and optimization.
- The process of mapping their journey encourages and reminds you to consider the entire customer experience: their feelings, questions and needs while they interact with your site.

- User journey maps are used for understanding and addressing customer needs and pain points.
- Everyone in your company can benefit from looking at the customer experience through the lens of a user journey map, and help align leaders around the vision of helping to achieve a business goal.

Demonstrating the user journey of online shopping system

- Human Computer Interaction (HCI) involves the study, planning, design and uses of the interfaces between people (users) and computers.
- The user interface, in the industrial design field of human–machine interaction, is the space where interactions between humans and machines occur.
- User Experience (UX) is a person's perceptions and responses that result from the use or anticipated use of a product, system or service.
- User journeys are visualization of how your customers live their lives and how your product fits into it.

Human–Computer Interaction

http://en.wikipedia.org/wiki/Human-computer_interaction

Concept of UX Design

http://en.wikipedia.org/wiki/User_experience_design

<http://www-01.ibm.com/software/ucd/designconcepts/whatisUXD.html>

Personas

<http://uxmag.com/articles/personas-the-foundation-of-a-great-user-experience>

Mobile Patterns

<http://mobile-patterns.com>

<http://uxarchive.com>

Paper Prototyping

<http://www.nngroup.com/articles/paper-prototyping/>



Q & A



*Thank
you!*