

UX Design & Research

Week 6

01 March

UX Design

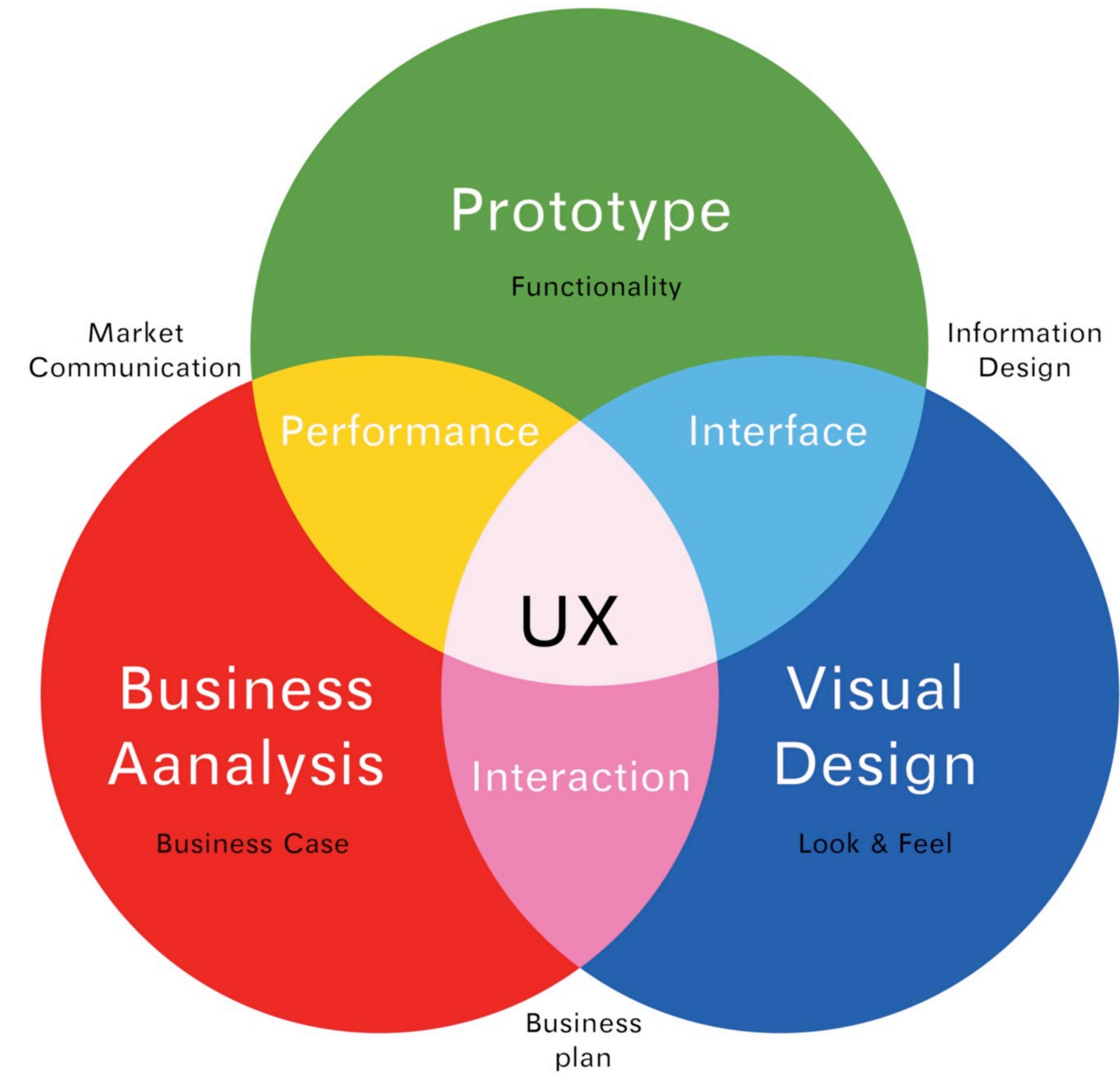
- User Experience Design is the process of creating products that provide meaningful and usable experiences to the users
- UX involves the entire process of researching and developing the product-including research methodology, branding, visual design, usability, accessibility, and function

UX Design

The International Organization for Standardization (ISO) defines user experience as:

“A person's perceptions and responses that result from the use or anticipated use of a product, system or service.”

— ISO 9241-210, Ergonomics of human-system interaction—Part 210: Human-centered design for interactive systems



UX Process

If we apply design thinking to product design, we would follow a UX process with the following five key phases:

- Product definition
- Research
- Analysis
- Design
- Validation

Research

- User research methodologies aim to study and better understand the target users- to get an insight into their needs and pain-points

Two Key Types of Research

1. Qualitative Research

Subjective data. Deals with non-numeric data

Example: Ethnographic field studies, interviews, focus groups, participatory design

2. Quantitative Research

Objective data. Quantitative research typically involves numeric

Example: Surveys, analytics, card sorting, A/B testing, eye-tracking testing

Qualitative vs Quantitative Research

- Qualitative methods are much suited for answering questions
 - Why do we have a problem? How do we fix it?
- Quantitative methods help in validating design hypothesis
 - How many people are facing the problem? Is the proposed solution working for everybody?

But they are not interchangeable, a good research phase carefully involves both qualitative and quantitative methodologies to produce well-informed study

Research

Within UX Research, we can also look at the different methodologies with two approaches

1. Attitudinal
2. Behavioural

Attitudinal

What users are saying

Example: Interviews

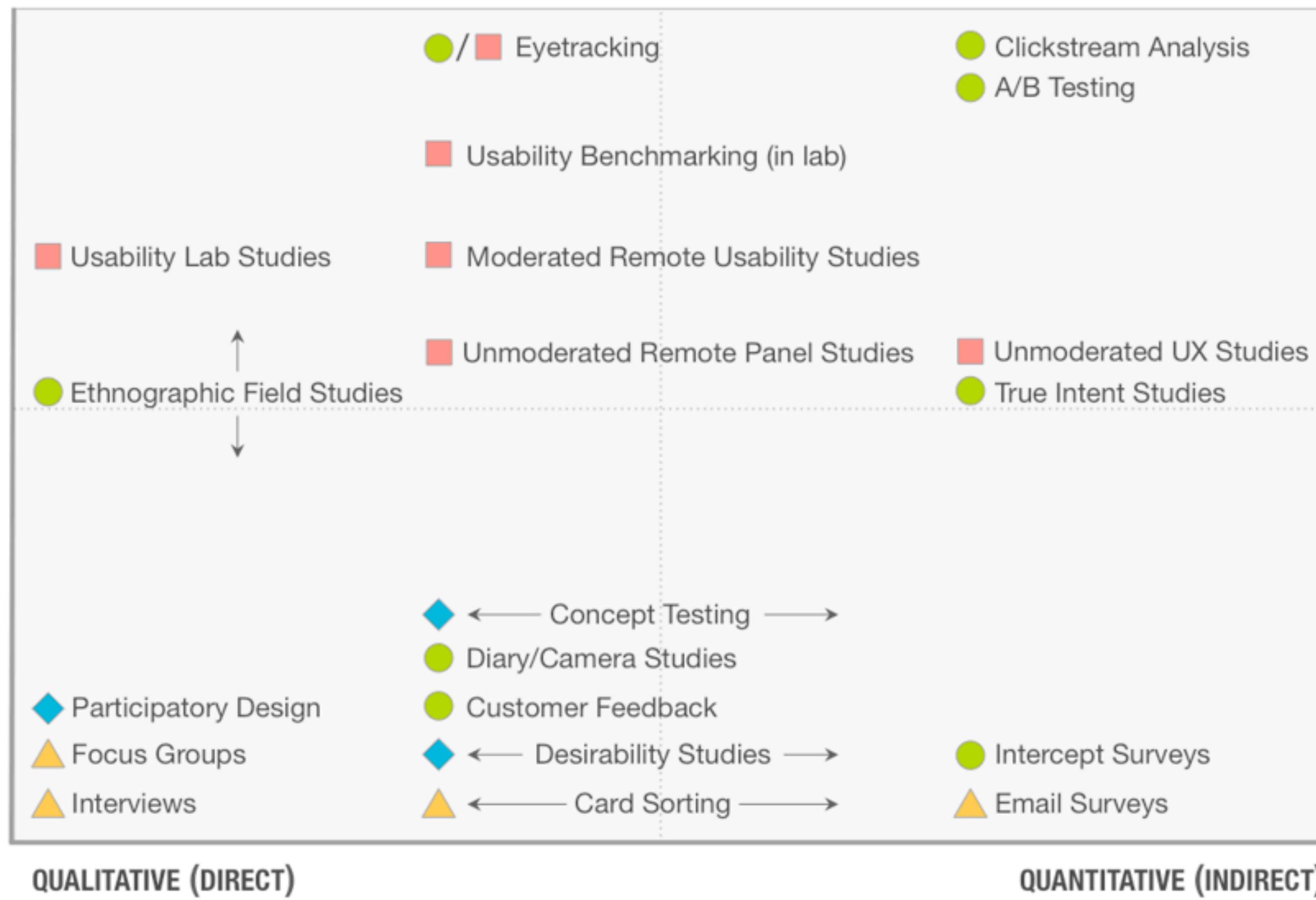
Behavioural

Observational studies

Example: A/B testing

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



© 2014
Christian Rohrer

Image credit [Christian Rohrer](#).

UX Research Methods

Different UX Research Methods can help us gain insight into the product and the target users within each stage of our design cycle.

The different stages can be

1. Discover
2. Explore
3. Test
4. Listen

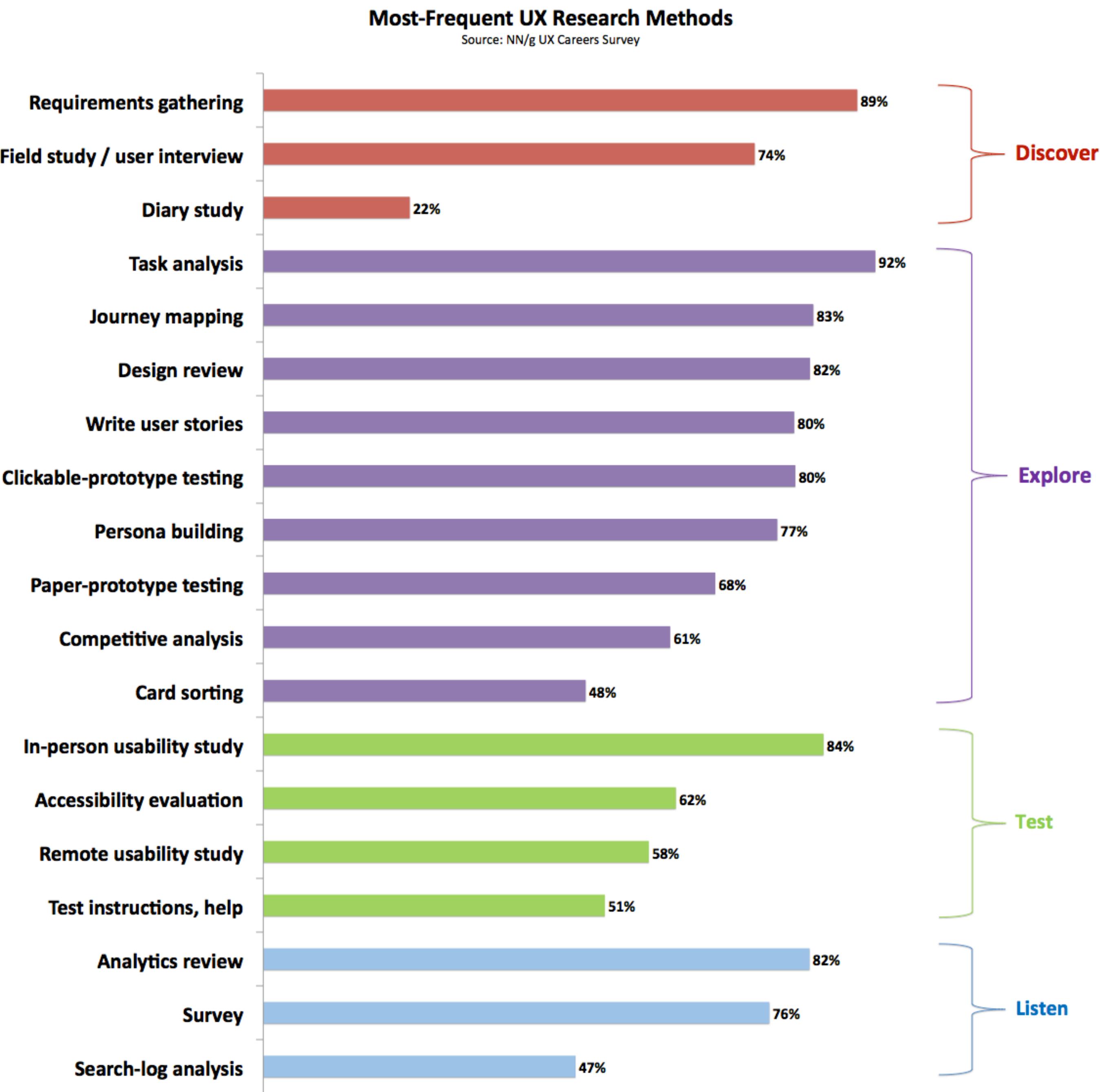
UX Research Methods

Different methods for each phase

Discover	Field studies, user interviews, stakeholder interviews, requirement gathering
Explore	Competitive analysis, journey mapping, persona building, card sorting, defining user stories
Test	Usability testing, accessibility evaluation
Listen	Surveys, FAQs, analytics, usability reviews

Most-Frequent UX Research Methods

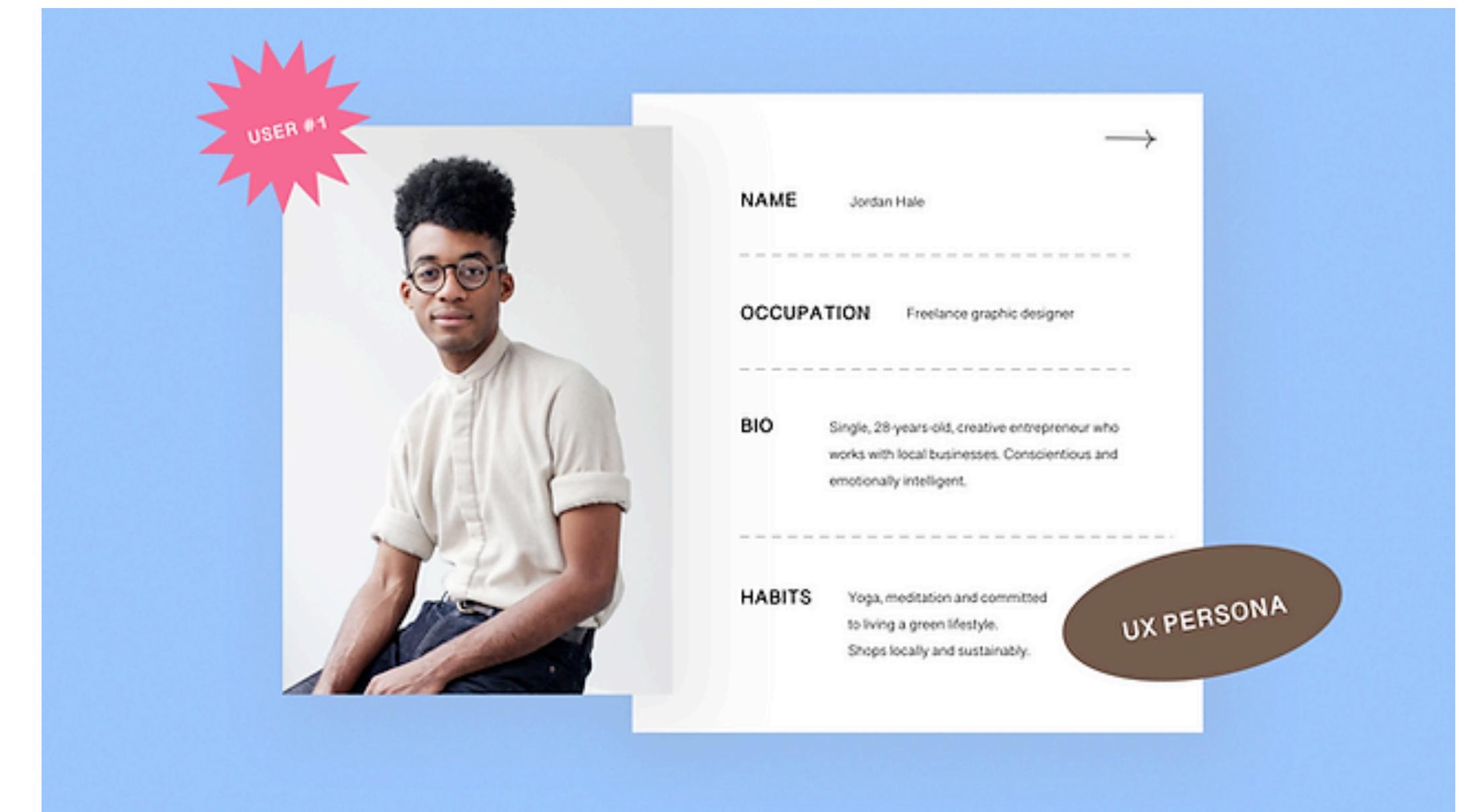
Source: NN/g UX Careers Survey



Key methods

User Personas

- User personas are fictional representations of your ideal customers based on research and data.
- They help designers and researchers create empathy and understanding with the user by defining user goals, attitudes, and behaviours



User Personas

A UX persona card for "USER #1". The card features a portrait of a young Black man with curly hair and glasses, wearing a white button-down shirt and jeans. A red starburst graphic to the left of the photo contains the text "USER #1". To the right of the photo is a white rectangular card with the following information:

NAME Jordan Hale →

OCCUPATION Freelance graphic designer

BIO Single, 28-years-old, creative entrepreneur who works with local businesses. Conscientious and emotionally intelligent.

HABITS Yoga, meditation and committed to living a green lifestyle. Shops locally and sustainably.

UX PERSONA

User Journey Mapping

- User journey mapping is a visual representation of the user's experience as they interact with a product or service.
- It helps to identify pain points and opportunities to improve the user experience by mapping out the user's emotional and behavioural journey.

User Journey Mapping

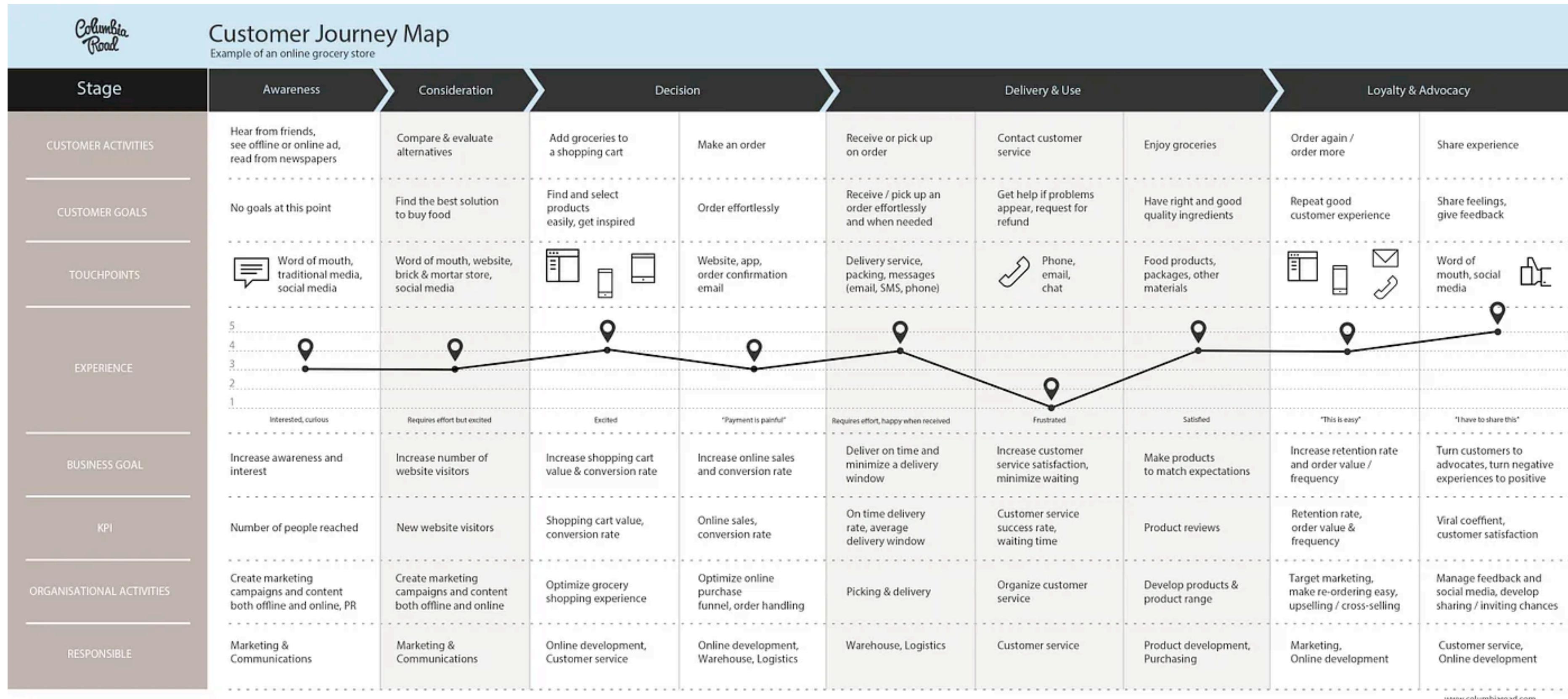


Image Source

Usability Testing

- Usability testing involves observing users as they interact with a product or service to identify areas that need improvement.
- It helps designers and researchers understand how users interact with their product, and identify design problems and barriers.

Usability Testing

The screenshot shows a project titled "User Experience Testing Research Project" in Asana. The project is organized into three main sections: Planning, Participants, and Session. Each section contains a list of tasks with their status and due dates.

Planning

- Determine the goals for your research (Aug 2, Done)
- Develop your hypothesis (Aug 2, Done)
- Outline the questions you hope to answer (Aug 7, In Prog...)
- Write your research questions (Aug 9, Waiting)

Participants

- Determine participation criteria (Aug 5, Done)
- Recruit participants (Aug 5 – 19, In Prog...)
- Send calendar invites to participants (Aug 19 – 23, Not Star...)
- Send Asana form to participants (Aug 19 – 23, Not Star...)
- Triage participant availability based on form responses (Not Star...)
- Follow-up with participants (compensation, thank you, results, etc.) (Not Star...)

Session

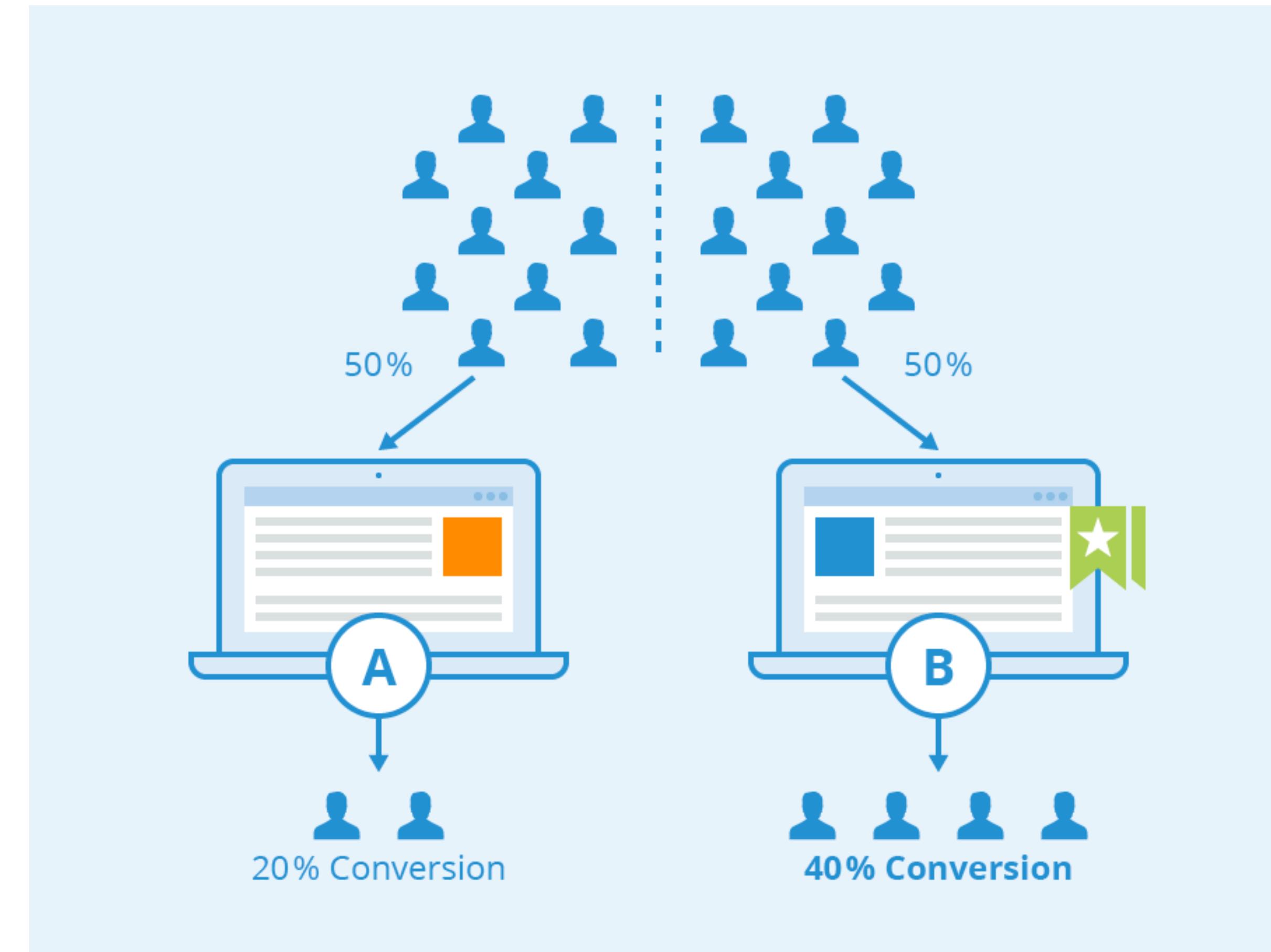
- Reserve a space for research session (Aug 9, Done)
- Do a practice runthrough (Aug 21, Waiting)

Usability testing template from [Asana](#)

A/B Testing

- A/B testing involves comparing two versions of a product or service to see which one performs better.
- It helps designers and researchers optimise their design and improve the user experience by testing different design options.

A/B Testing

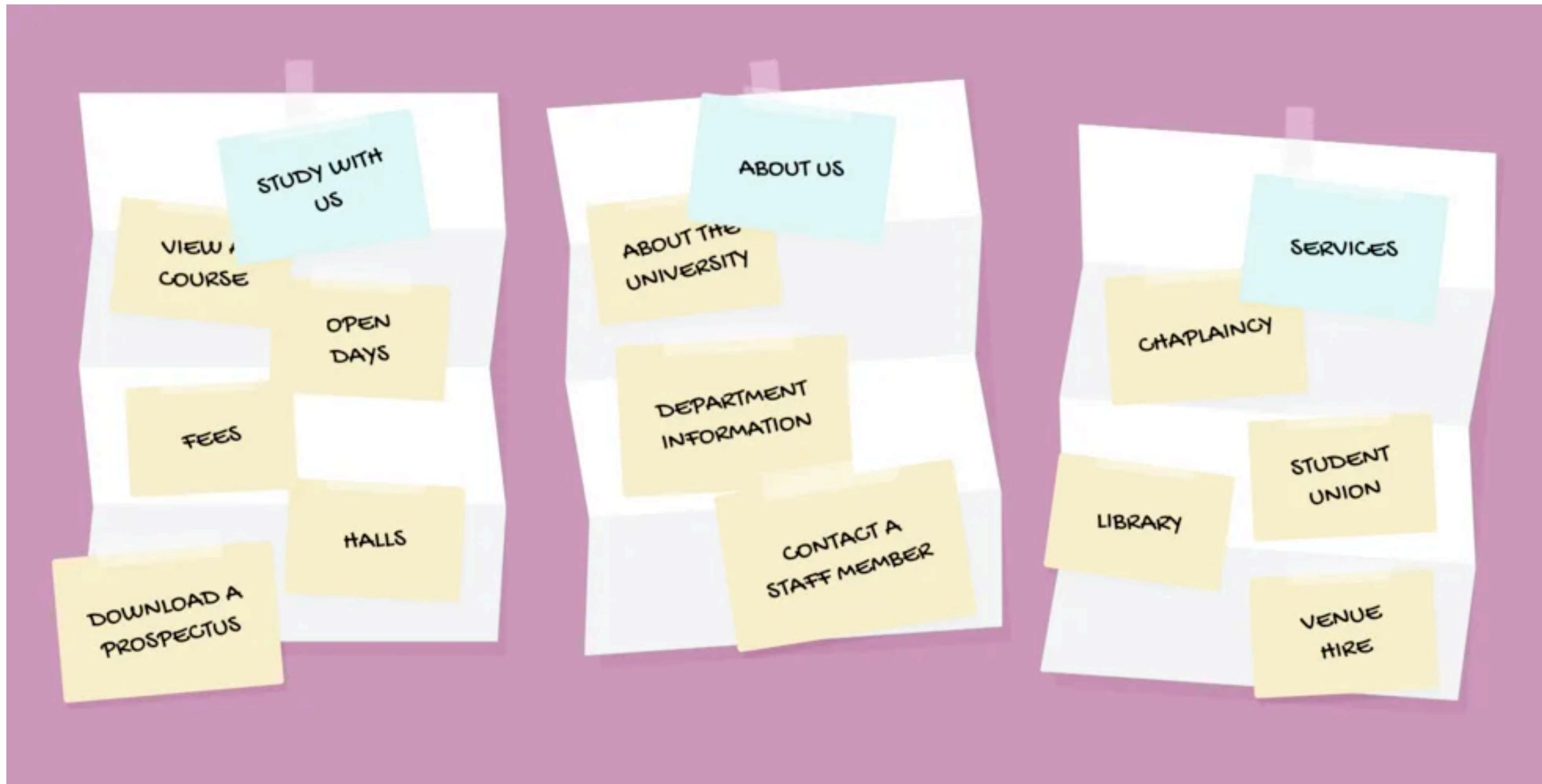


[Image source](#)

Card Sorting

- Card sorting is a technique used to understand how users categorize information and can be used to improve website navigation.
- It helps designers and researchers understand the user's mental model and how they expect to navigate through the site or app

Card Sorting



User Surveys

- User surveys are a way to gather feedback from users to understand their needs and preferences.
- It helps designers and researchers understand the user's perspective and gain insights to improve the user experience

User Surveys

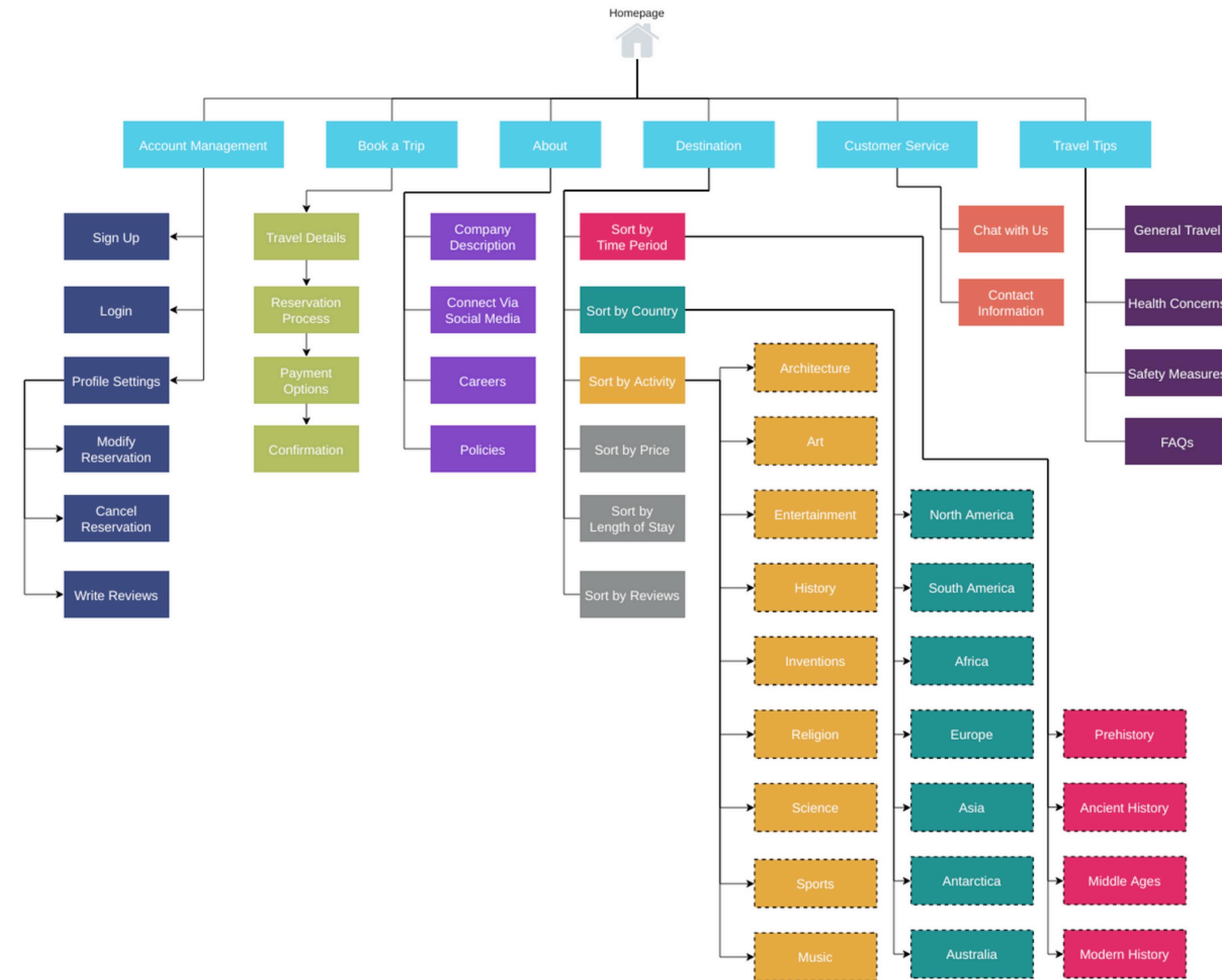
How satisfied are you with the following:

	Very Dissatisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Quantity of product / service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer support availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Features of the product / service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Payment process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Overall product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Information Architecture

- Information architecture involves organizing information in a way that is easy for users to understand and navigate.
- It helps designers and researchers create an intuitive and efficient structure for the product or service.

Information Architecture



User Interviews

- User interviews involve talking to users to gain a deeper understanding of their needs and behaviors.
- It helps designers and researchers gain insights into user needs, motivations, and pain points, and inform the design process.



Design Thinking

- Design thinking is a problem-solving approach that involves empathy, ideation, prototyping, and testing.
- It helps designers and researchers create innovative solutions that meet the needs of users.

Design Thinking

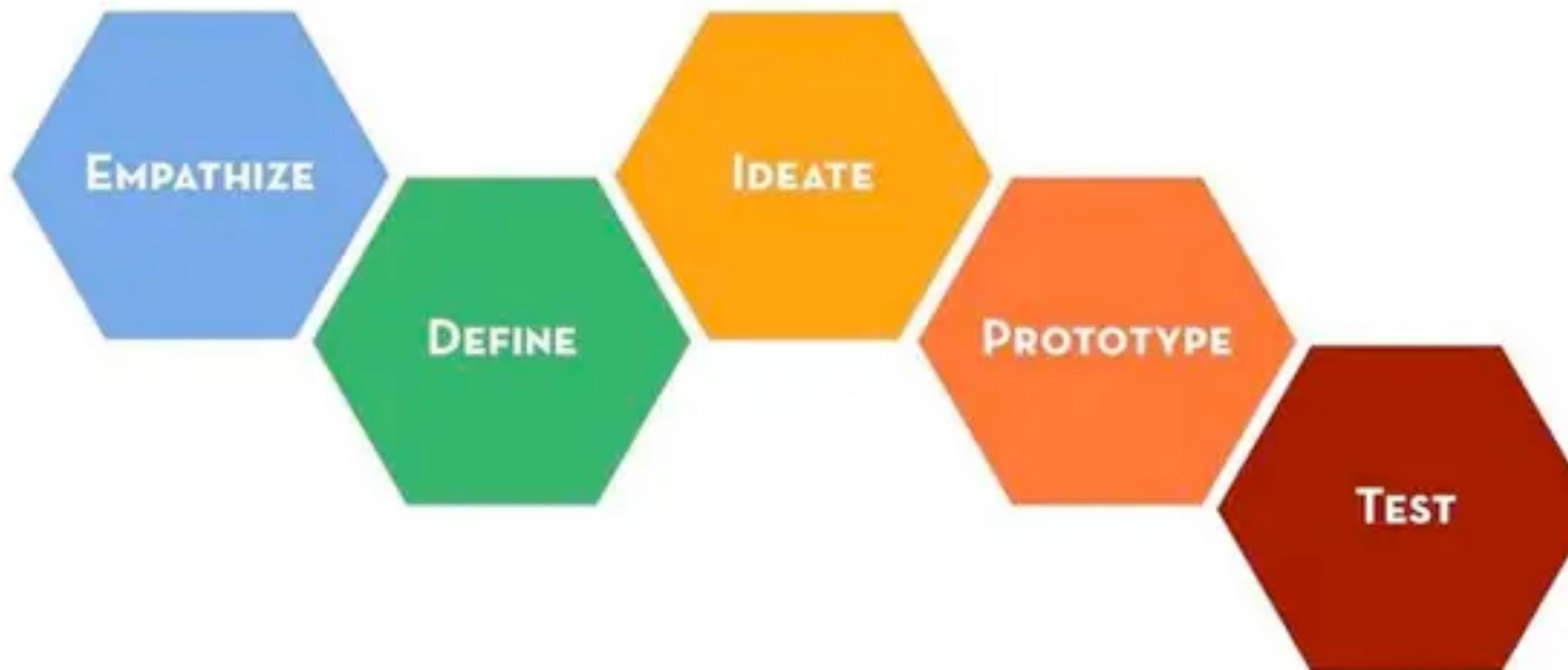
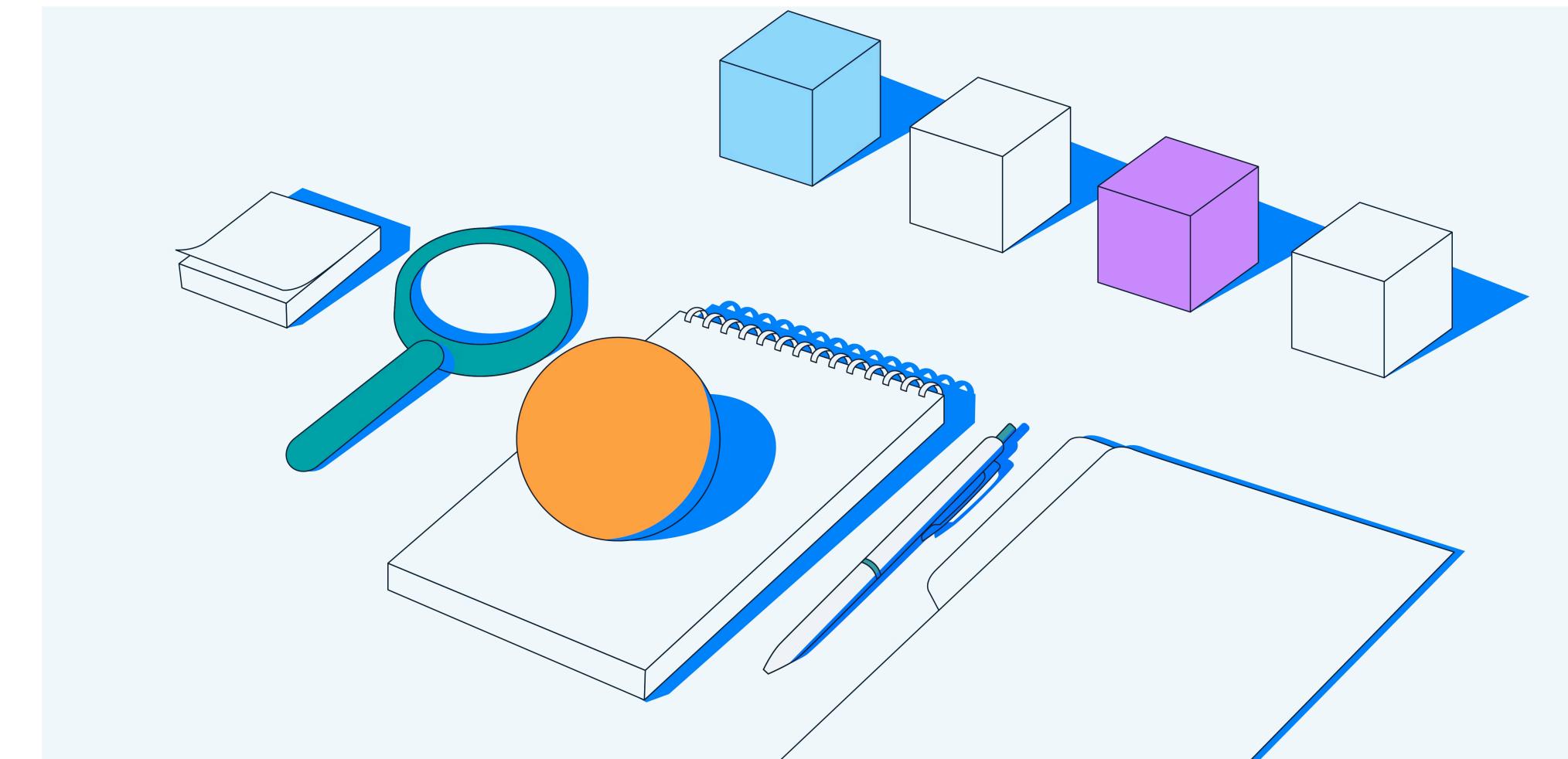


Image credit [Hasso Plattner Institute of Design](#).

UX Design

- UX research is focused on understanding users and their needs, while UX design is focused on creating solutions that meet those needs.
- UX research provides insights that inform the design process, while UX design is responsible for creating the final product or service.



UX Design



Maslow's Hierarchy of human needs and Aaron Walter's hierarchy of user's need

UX Design

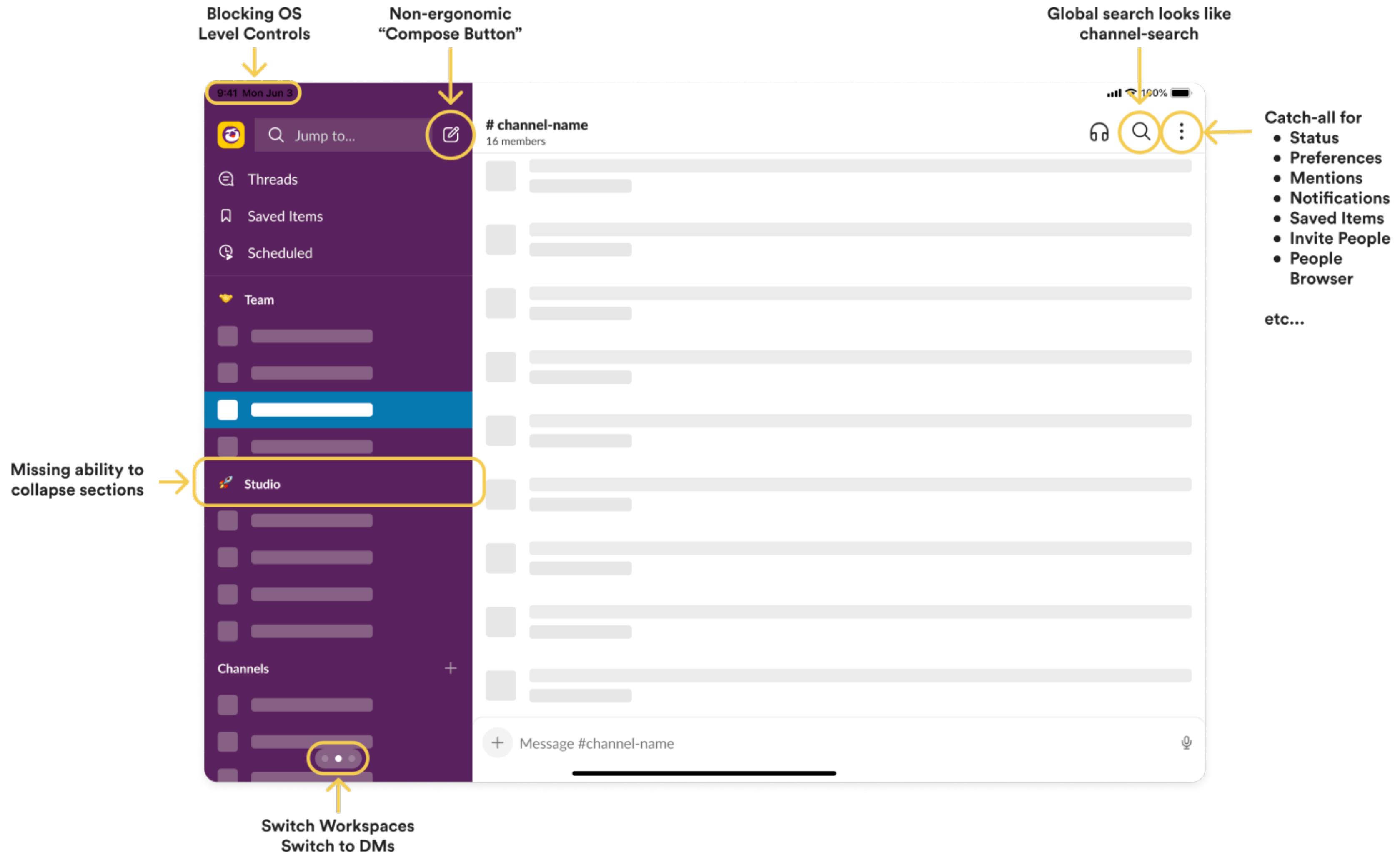
- User-centered design: designing for the user's needs, goals, and behaviours
- Emotional design: designing for user emotions and experiences
- Interaction design: designing for user interactions and behaviours

Why R&D

- Identifying pain-points
- Increased conversion rates
- Improved task-completion rates
- Increased user retention
- Improved Net Promoter Score (NPS)

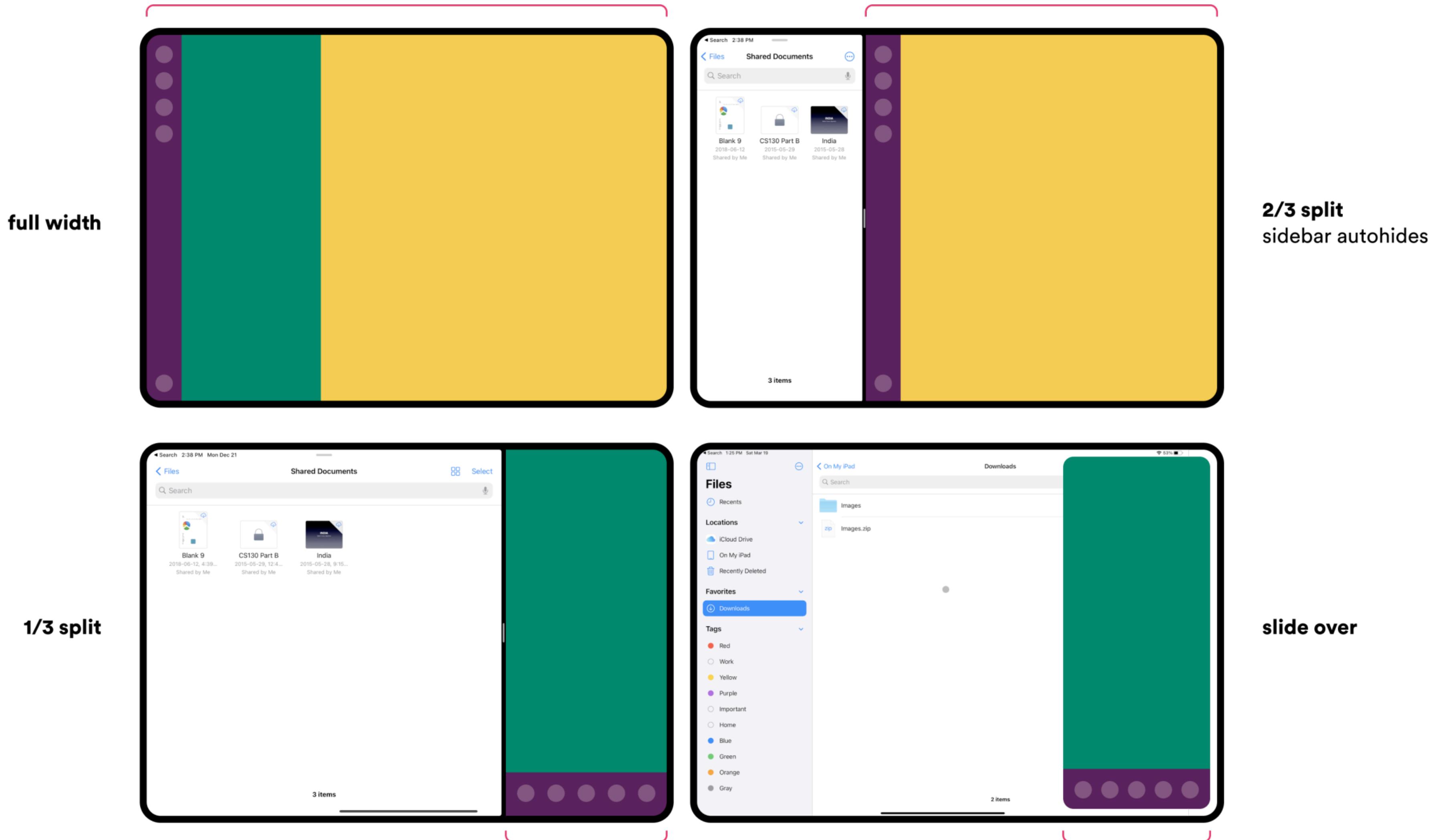
Case Study

Slack



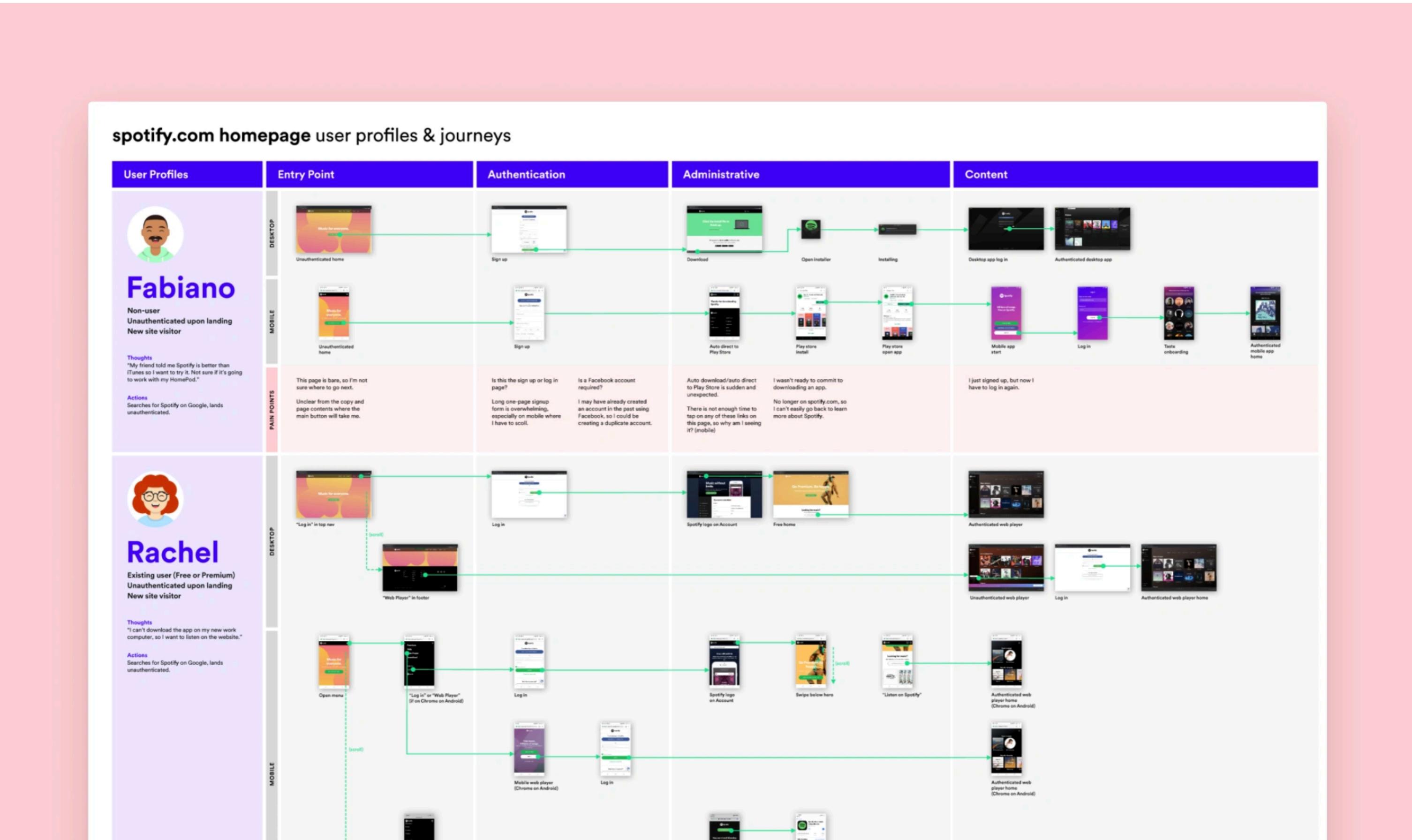
Case Study

Slack



Case Study

Spotify

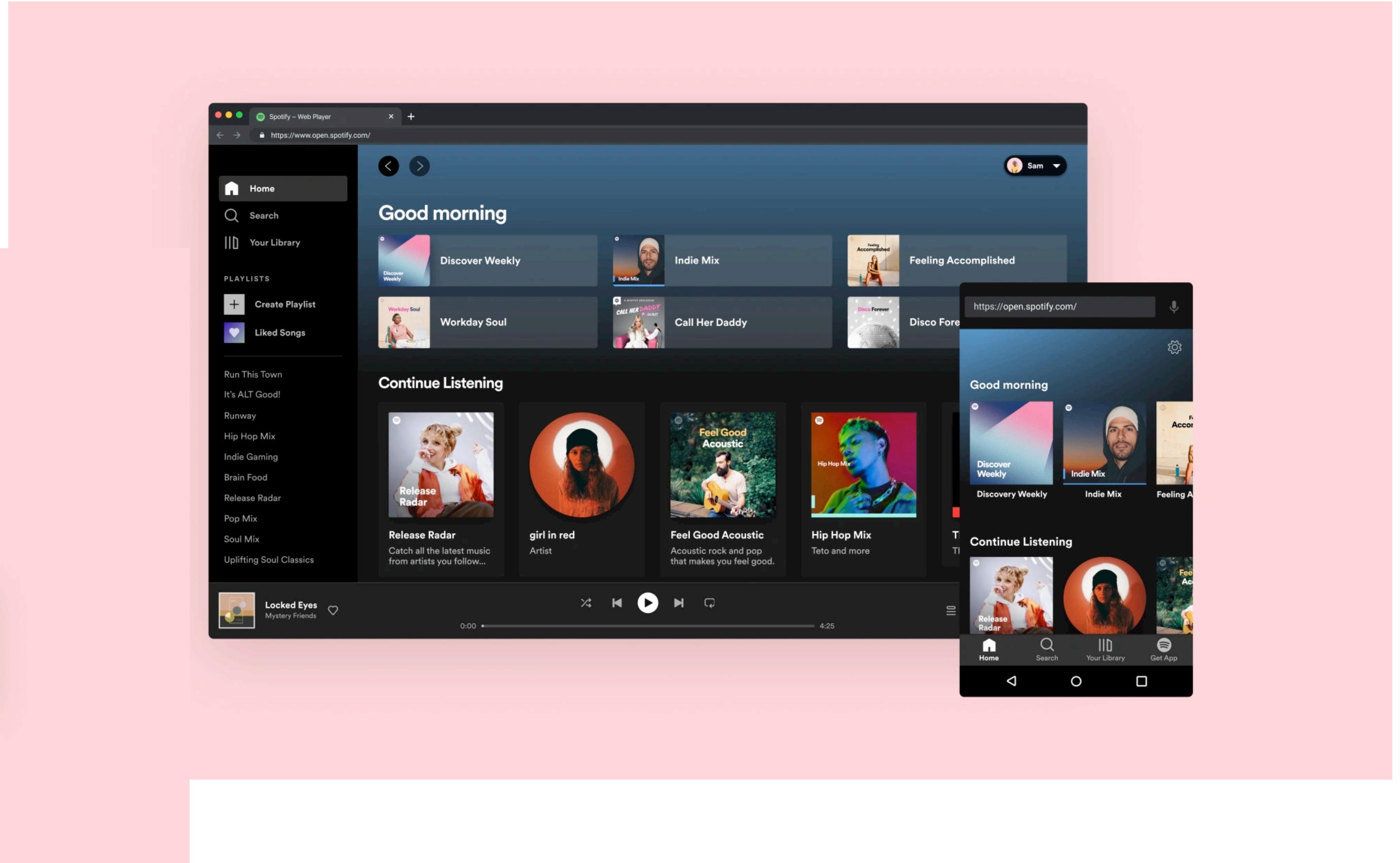
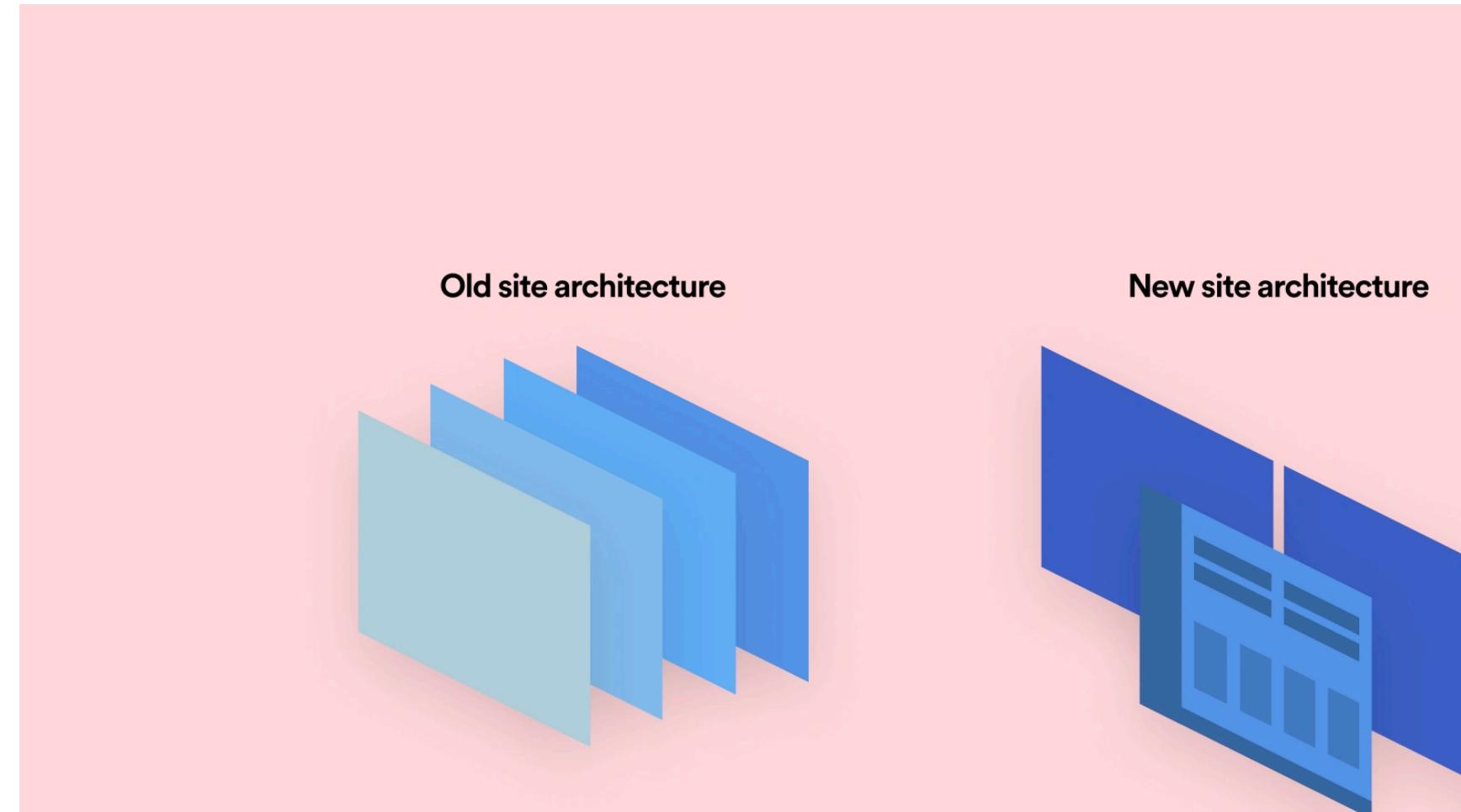


Spotify.com user personas guided the design sprints.

<https://spotify.design/article/from-web-page-to-web-player-how-spotify-designed-a-new-homepage-experience>

Case Study

Spotify



<https://spotify.design/article/from-web-page-to-web-player-how-spotify-designed-a-new-homepage-experience>

Design Ethics & Responsible Design

Design Ethics

Key areas to focus as an ethical UX Designer

- Usability and Accessibility
- Privacy
- Influence
- Sustainability
- Society

Design Ethics

Best Practices

Inform	Clear and concise information about user's potential actions
Transparency	With privacy, controls, and business features
Consent	Always take permission before performing any actions with the user's account/data/communication/notifications
Intent	Prioritising user's needs and values

Responsible Design

Dark Patterns

- Dark Patterns are interaction features that are designed to intentionally force or manipulate users into performing an action that they would not otherwise
- They are often used to mislead users into signing up; making recurring payments and subscriptions

Common Types of Dark Patterns

- Unclear instructions
- Sneaking additional items into user's shopping carts
- Making it difficult to leave a service/subscription
- Tricking into sharing more information
- Misdirection through design
- Disguised ads

Dark Patterns Examples

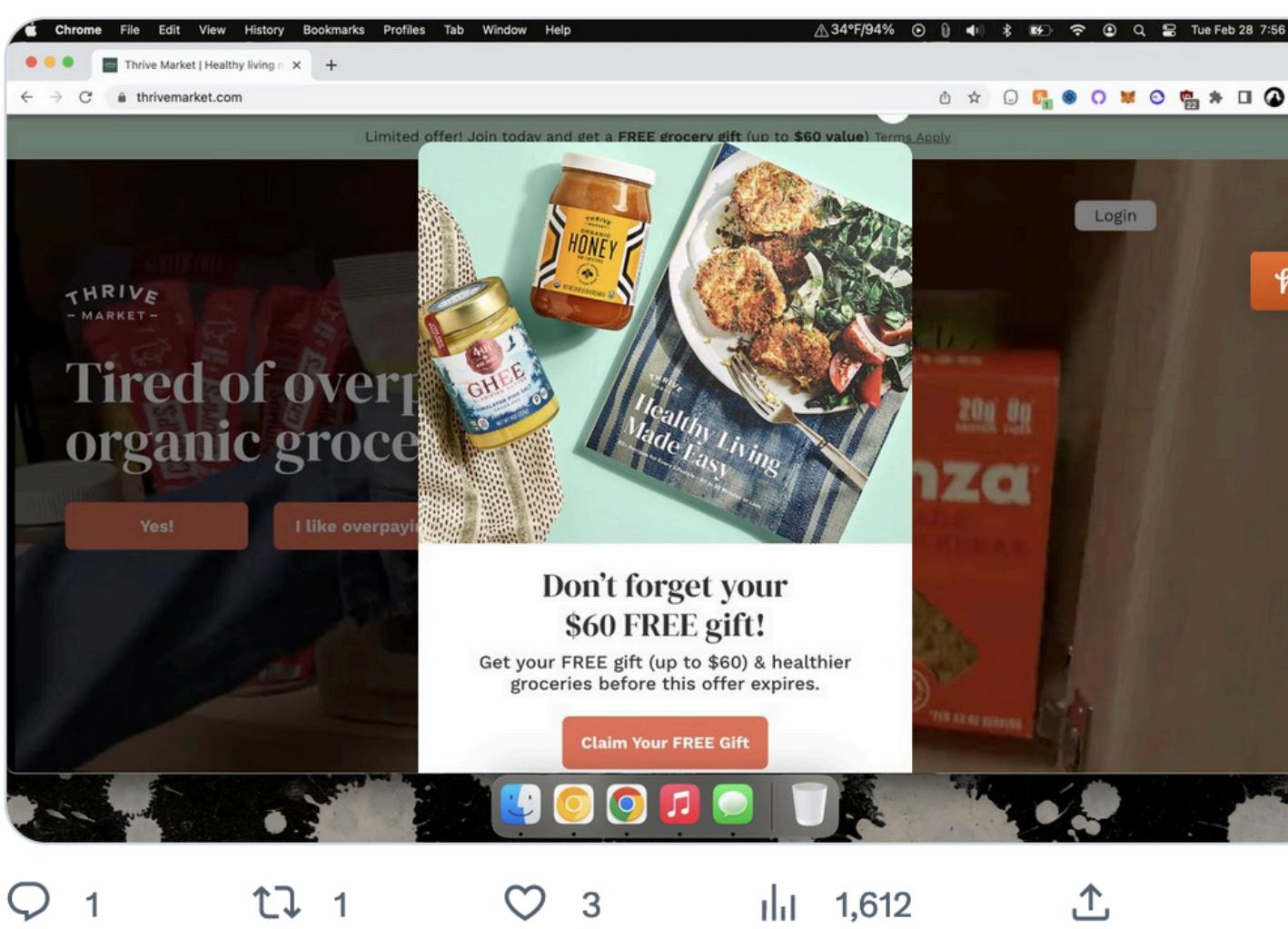


Andres Max Salmeron ✅ @amsalmeron · 1 Mar

@darkpatterns Try to figure out how to close this pop up on @thrivemarket – and no, clicking on the background doesn't close it (even though it should).

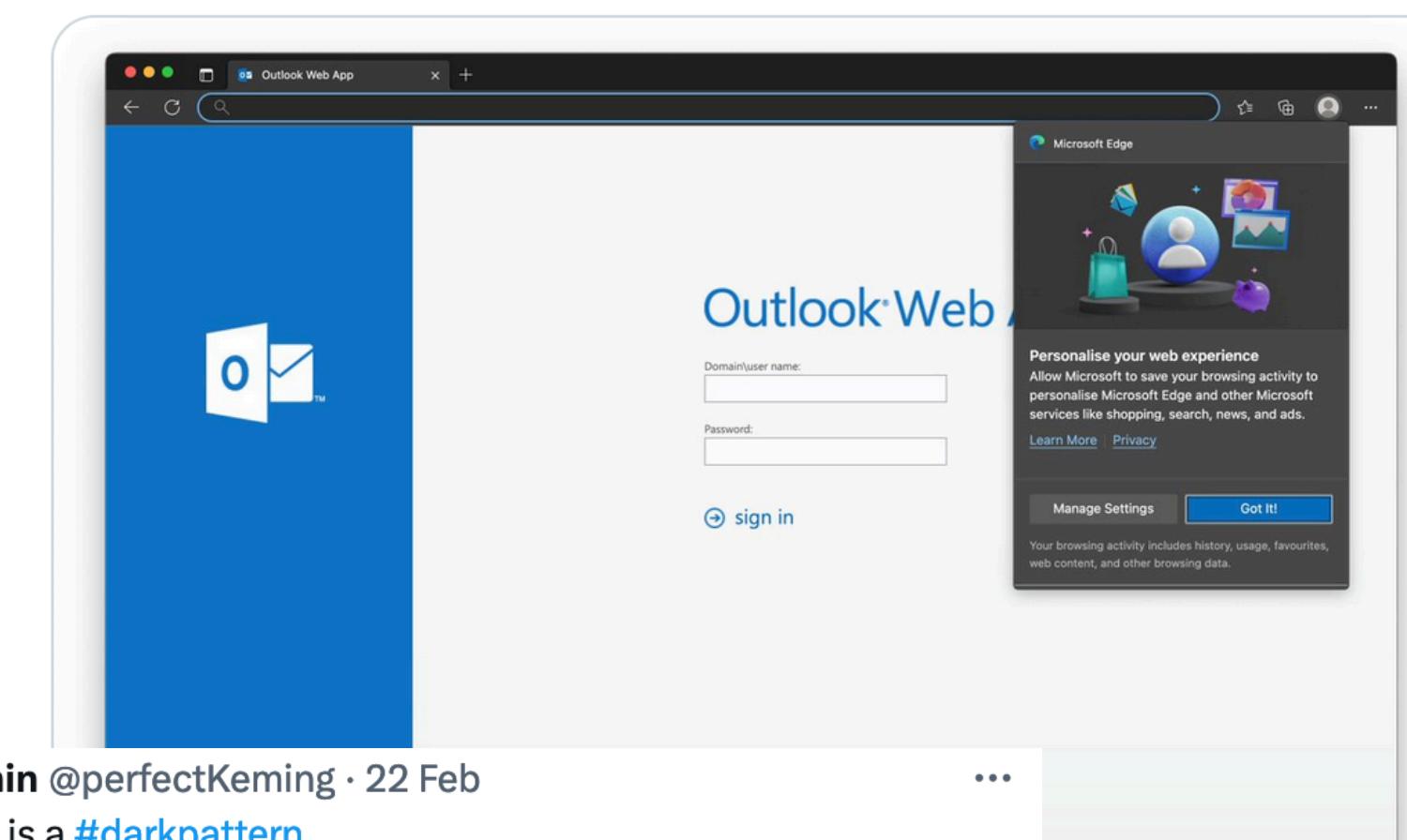
Give up? It's the sliver of a white circle right near the bookmark button.

And yes, standard window size for 13 inch.



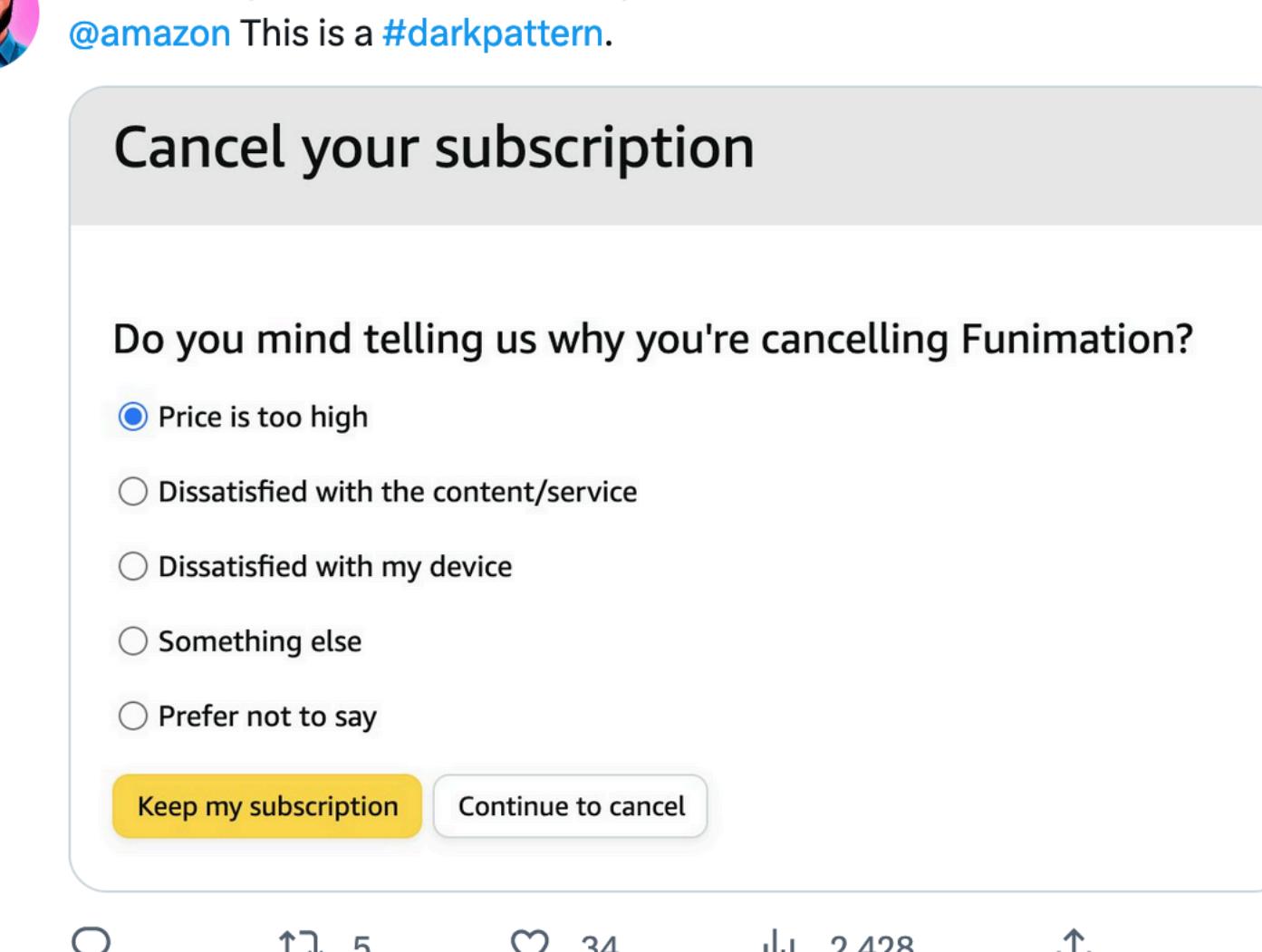
Damon Is Not Here @oneofthedamons · 21 Feb

@darkpatterns what kind of horrible Dark Pattern from @MicrosoftEdge is this? If I click "Got it!" does this enable my web experience to be "personalised" (tracked)? Anyone? How about just providing me a "Yes" or a "No"?



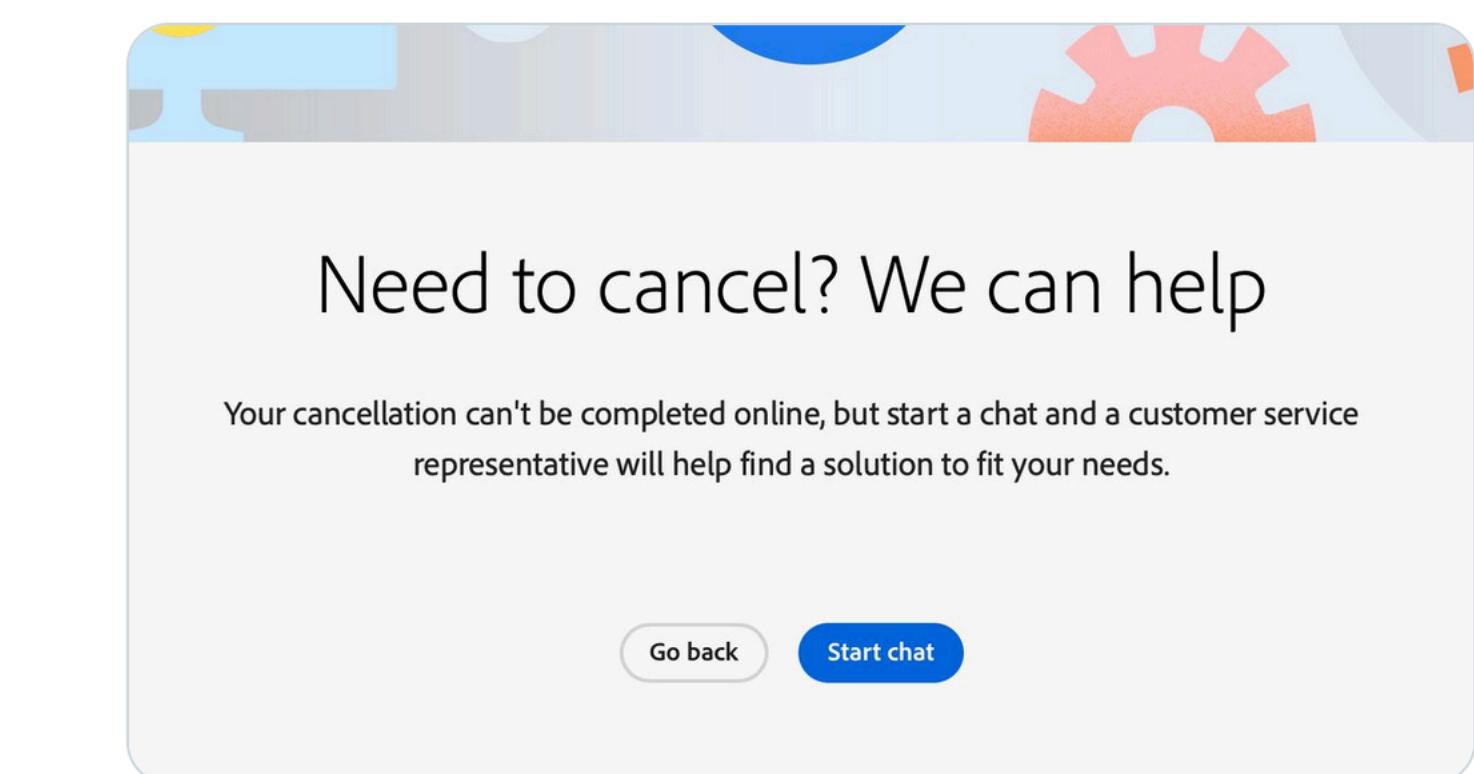
Aaron Benjamin @perfectKeming · 22 Feb

@amazon This is a #darkpattern.



Cabel ✅ @cabel · 20 Jan

this should be illegal, right? if you can't keep your customers without resorting to this kind of shenanigan you don't deserve your customers. (...ADOBE)



FigJam Exercise

[Link to FigJam Board](#)

For your project ideas, research and create the following maps

2 Personas

Empathy Map for each Persona

Information Architecture Map

Week 6 - UX Research ▾

Ask to edit

Show version history

Duplicate to your drafts

Rename

Move to project...

Favorite this file

Note: Make your copy of the FigJam file