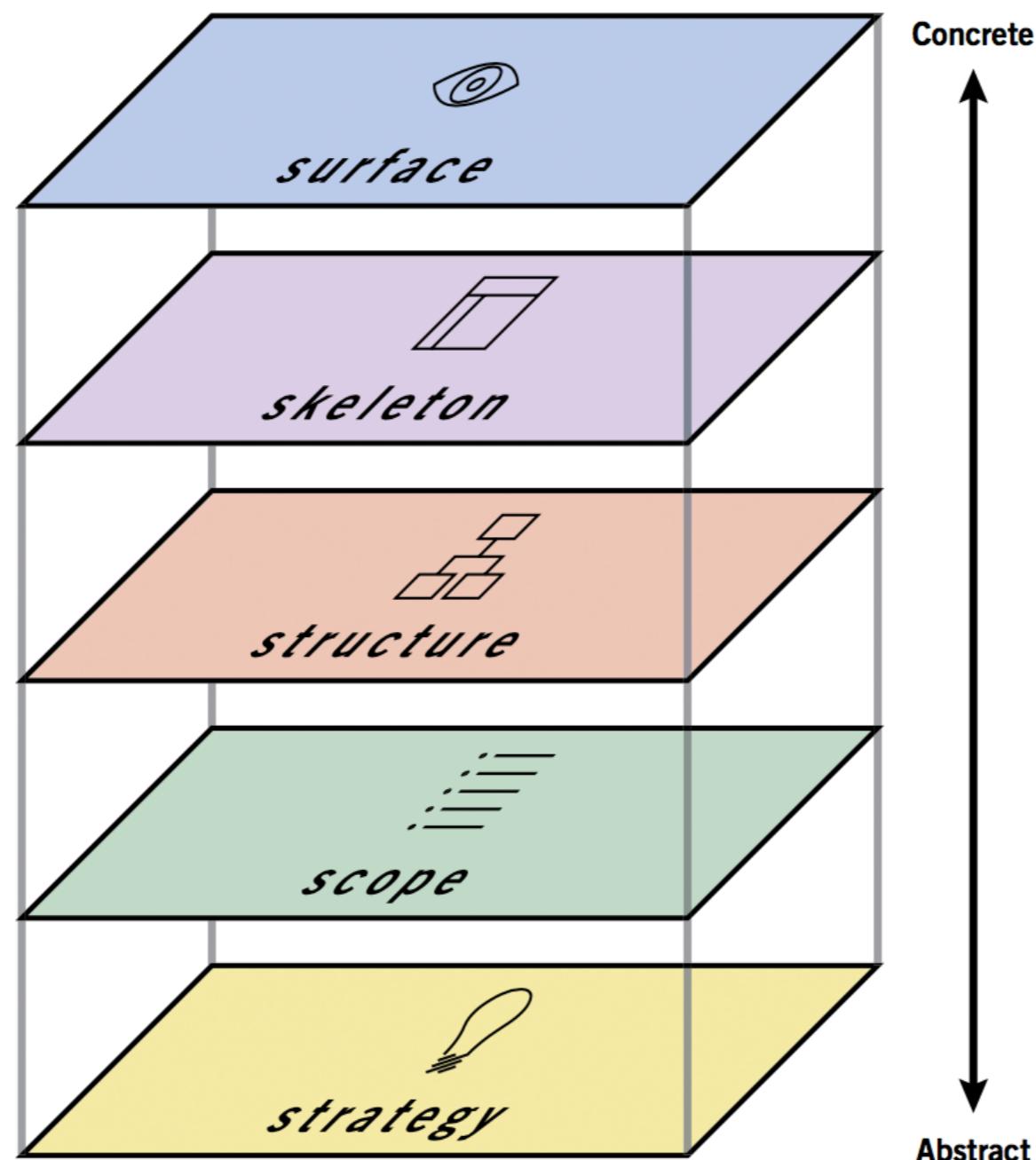


# Week 1: Strategy

PUCD 2125 Section D, Spring 2017

# The Elements of User Experience

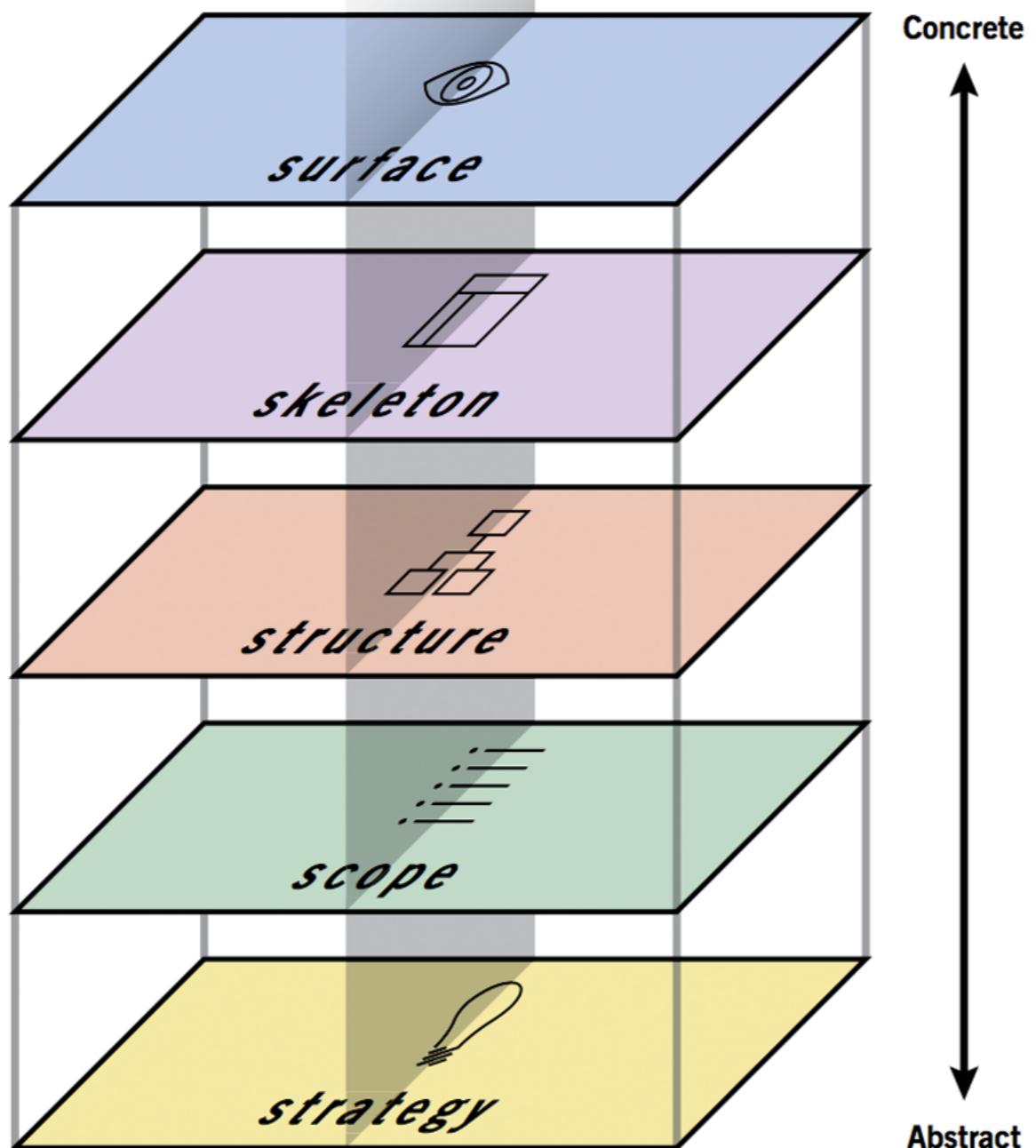


“Design is not just what it looks like and feels like. Design is how it works.”

“Design is not just what it looks like and feels like. Design is how it works.”

– Steve Jobs

product as functionality | product as information

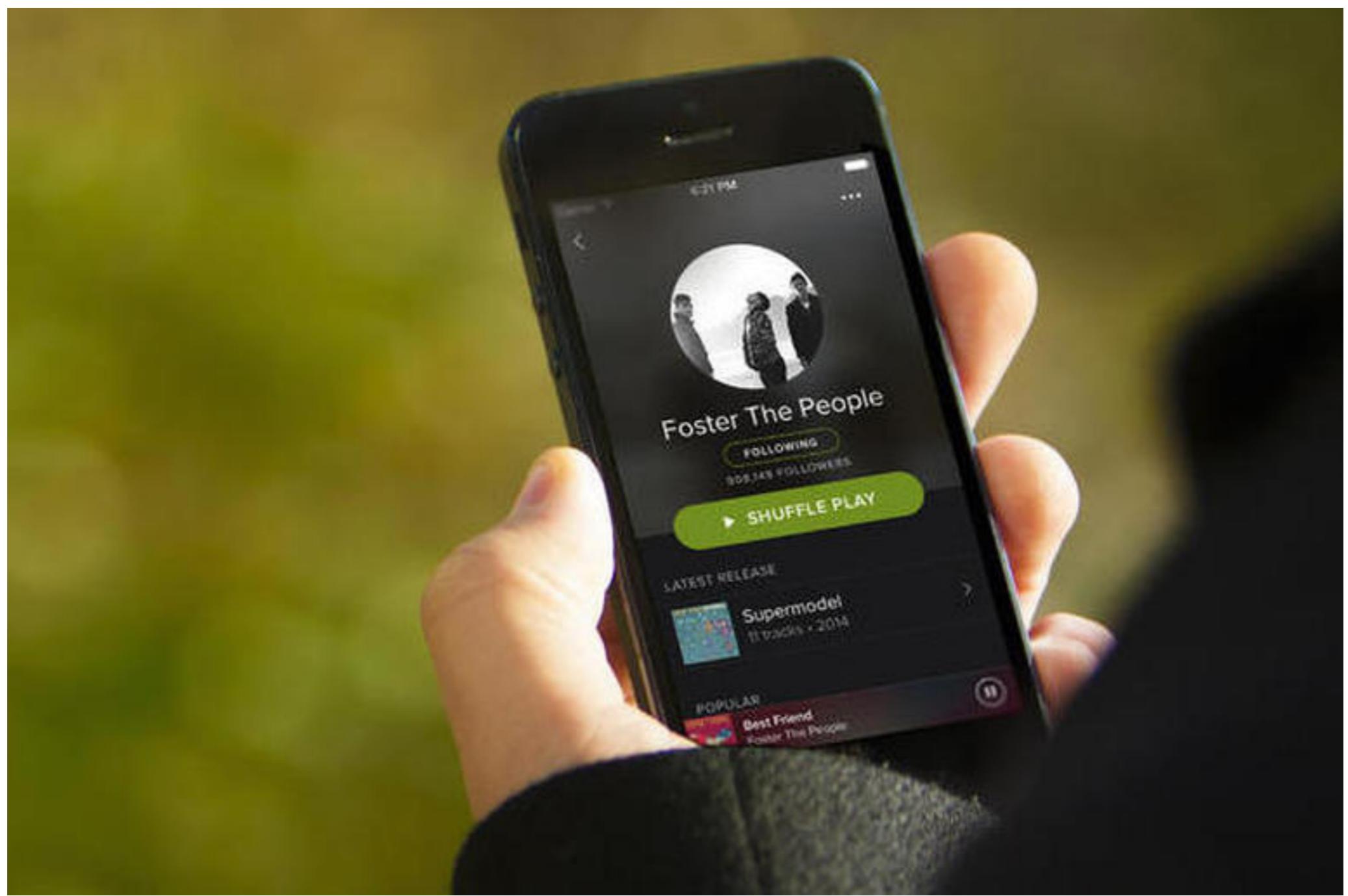


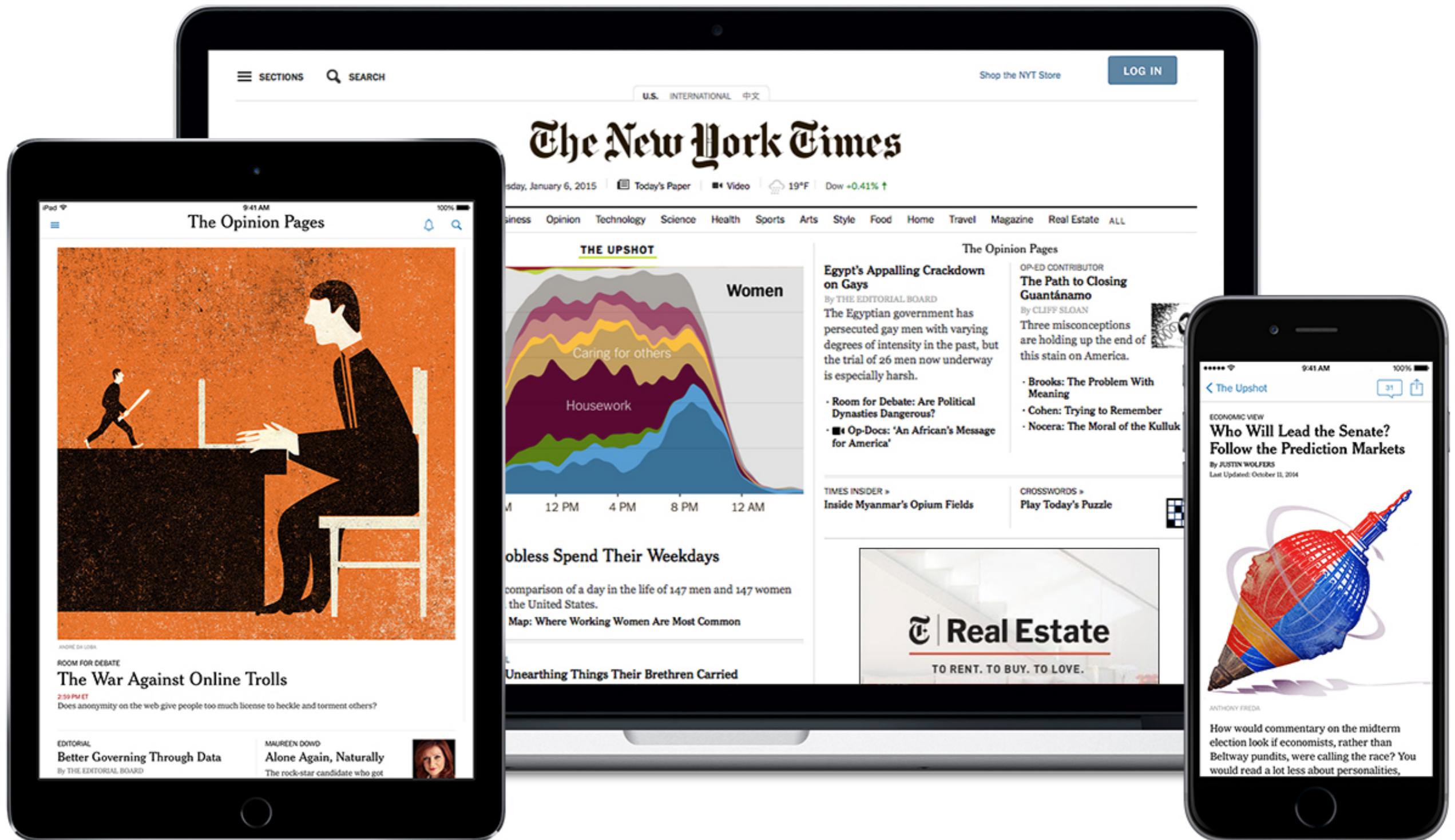


Antoine









≡ SECTIONS    SEARCH

Shop the NYT Store

LOG IN

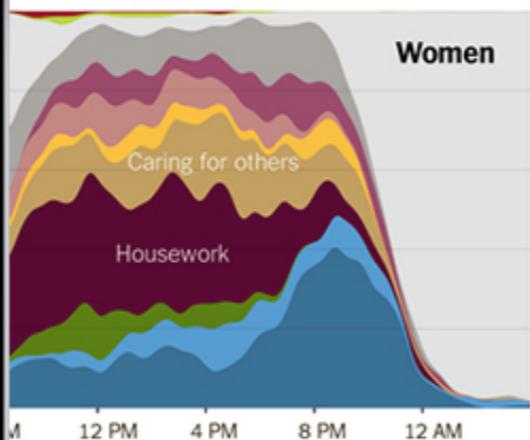
U.S. INTERNATIONAL 中文

# The New York Times

Today, January 6, 2015 | Today's Paper | Video | 19°F | Dow +0.41% ↑

Business Opinion Technology Science Health Sports Arts Style Food Home Travel Magazine Real Estate ALL

## THE UPSHOT



## obless Spend Their Weekdays

comparison of a day in the life of 147 men and 147 women in the United States.

Map: Where Working Women Are Most Common

## Unearthing Things Their Brethren Carried

## The Opinion Pages

### Egypt's Appalling Crackdown on Gays

By THE EDITORIAL BOARD

The Egyptian government has persecuted gay men with varying degrees of intensity in the past, but the trial of 26 men now underway is especially harsh.

- Room for Debate: Are Political Dynasties Dangerous?
- Op-Docs: 'An African's Message for America'

OP-ED CONTRIBUTOR  
The Path to Closing Guantánamo

By CLIFF SLOAN

Three misconceptions are holding up the end of this stain on America.

- Brooks: The Problem With Meaning
- Cohen: Trying to Remember
- Nocera: The Moral of the Kulluk

TIMES INSIDER »  
Inside Myanmar's Opium Fields

CROSSWORDS »  
Play Today's Puzzle

## Real Estate

TO RENT. TO BUY. TO LOVE.

## The Opinion Pages

9:41 AM

100%



ROOM FOR DEBATE

## The War Against Online Trolls

2:09 PM ET

Does anonymity on the web give people too much license to heckle and torment others?

EDITORIAL

### Better Governing Through Data

By THE EDITORIAL BOARD

MAUREEN DOWD

### Alone Again, Naturally

The rock-star candidate who got



\*\*\*\*\* 9:41 AM 100%  
The Upshot  
ECONOMIC VIEW  
Who Will Lead the Senate? Follow the Prediction Markets

By JUSTIN WOLFERS

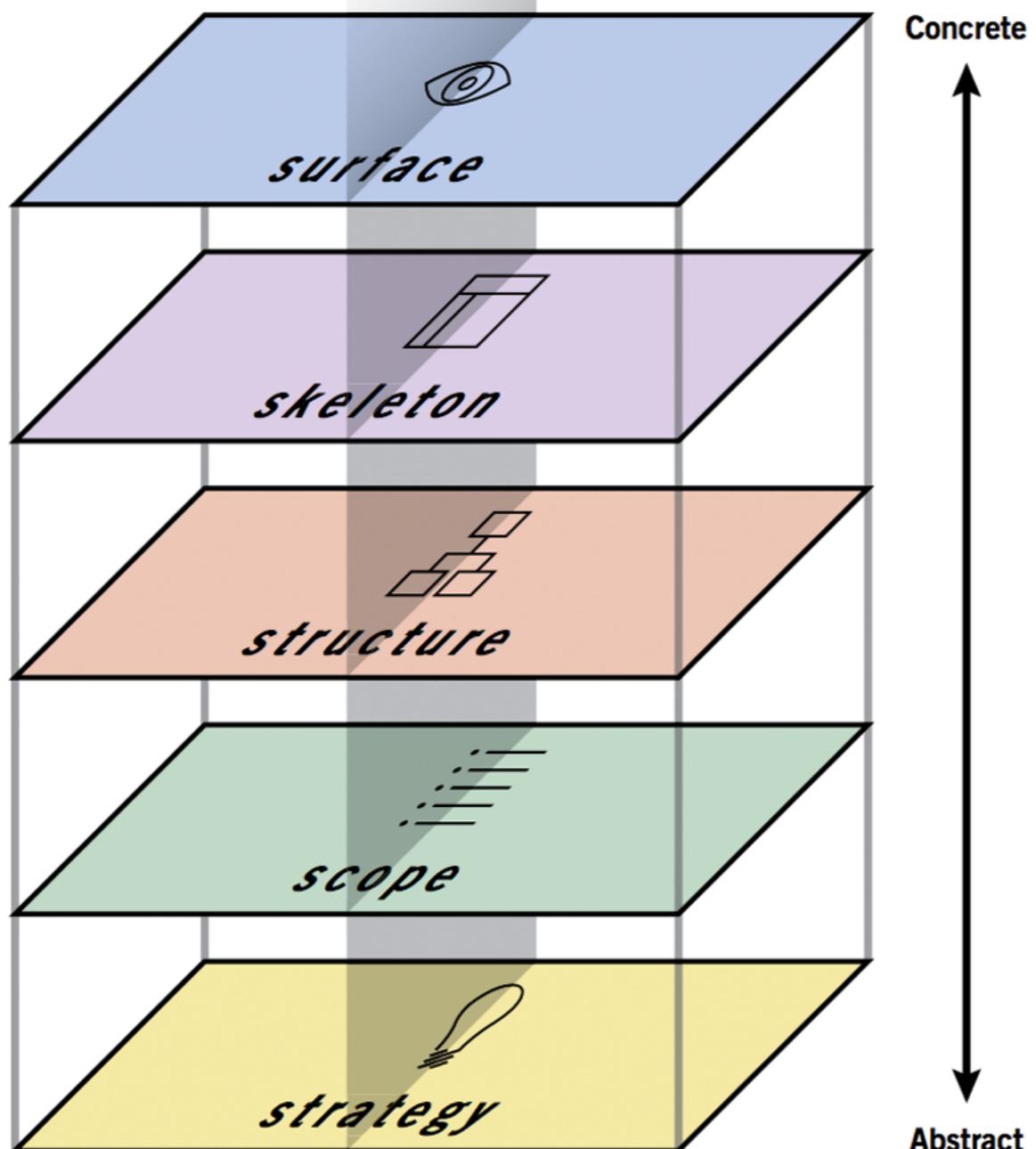
Last Updated: October 11, 2014

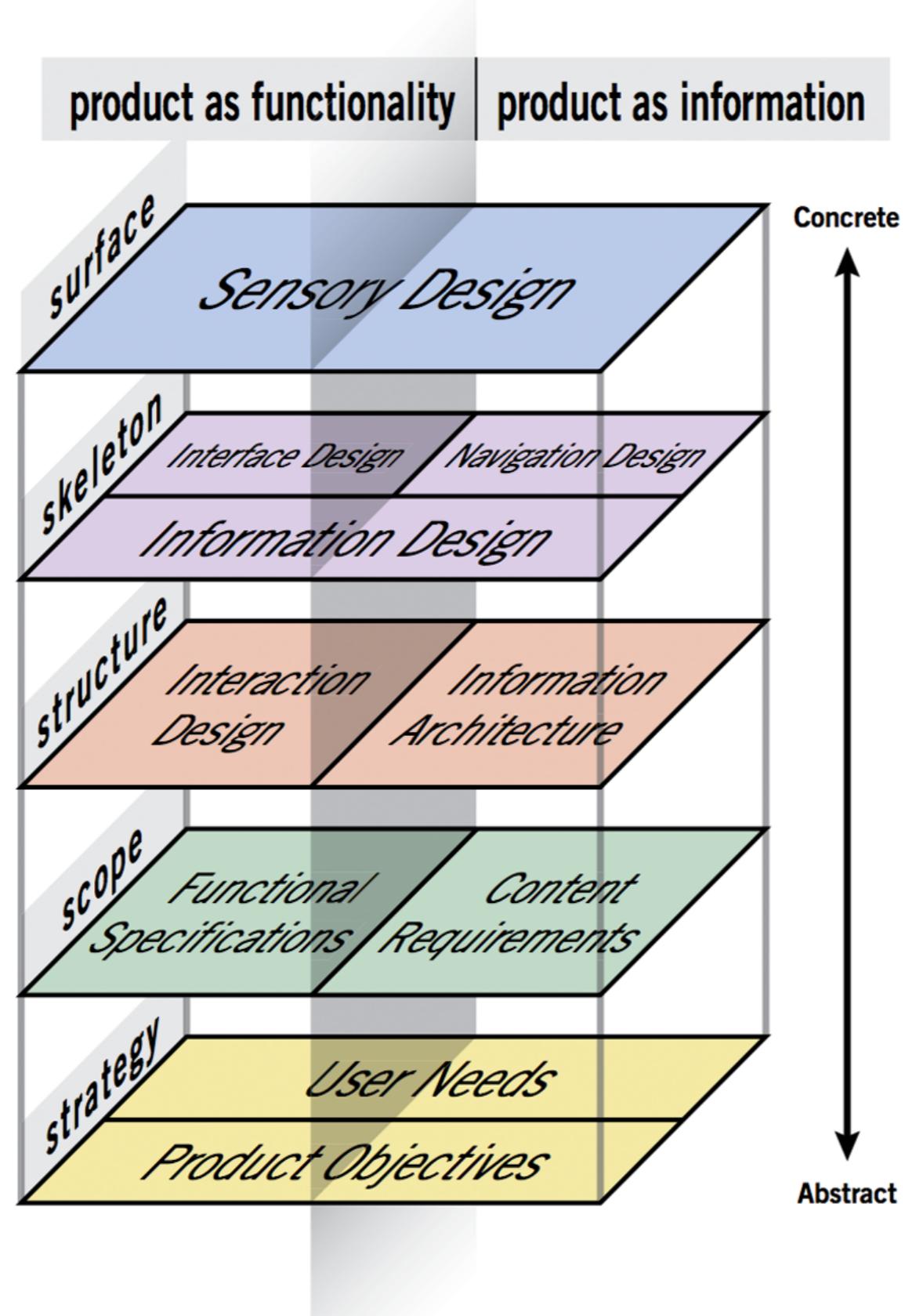


ANTHONY FREDA

How would commentary on the midterm election look if economists, rather than Beltway pundits, were calling the race? You would read a lot less about personalities,

product as functionality | product as information





# The Elements in practice...

- “Content is king”
- Technological possibility

What is the difference  
between art and design?

# Strategy

What do we (the creator)  
want to get out of this  
product/site/experience?

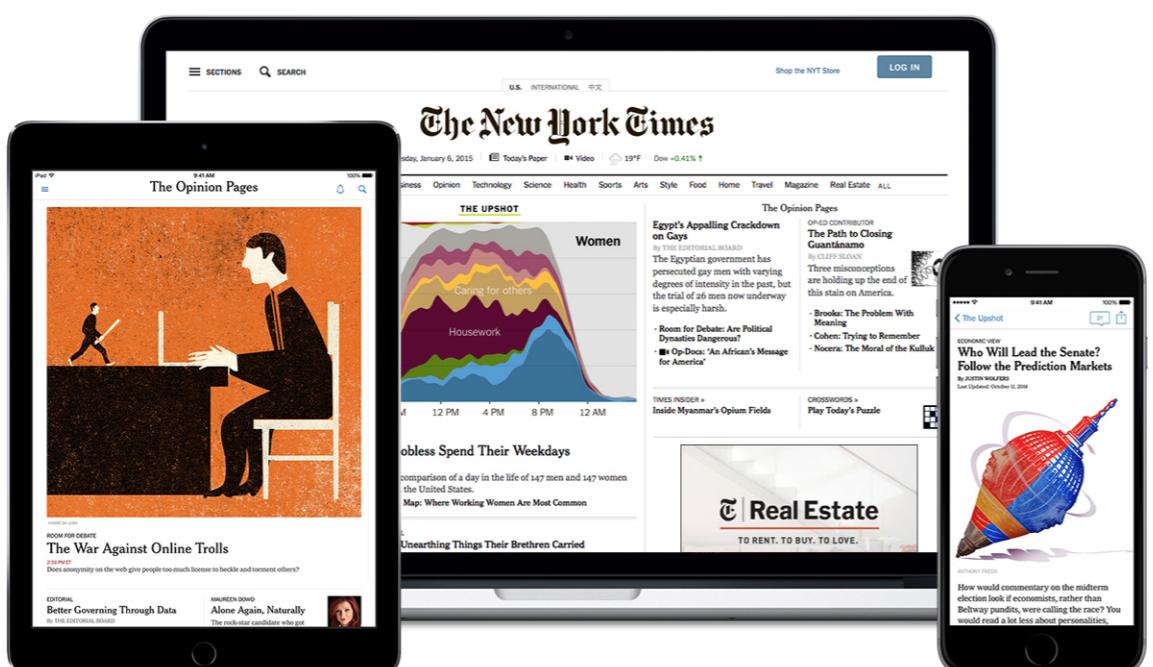
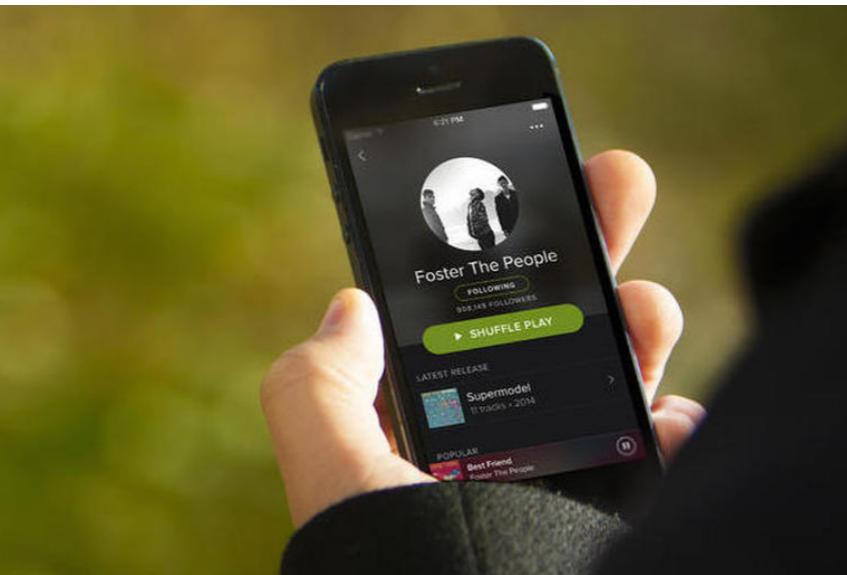
What do our users  
want to get out of it?

- Product Objectives
- User Needs

- ~~Product Objectives~~ Design Objective
- ~~User Needs~~ Audience Needs

Product Objectives

**Design Objectives**





for Americans  
.com

I fight for her

Hillary Y'all!



Hillary Y'all!

Hillary Hillary Hillary Hillary



#HillYes  
[hillaryclinton.com](http://hillaryclinton.com)

HILLARY

Love Trumps Hate.  
[hillaryclinton.com](http://hillaryclinton.com)

- Business/Organization/Artist Goals
- Brand Identity
- Success Metrics

User Needs

Audience Needs

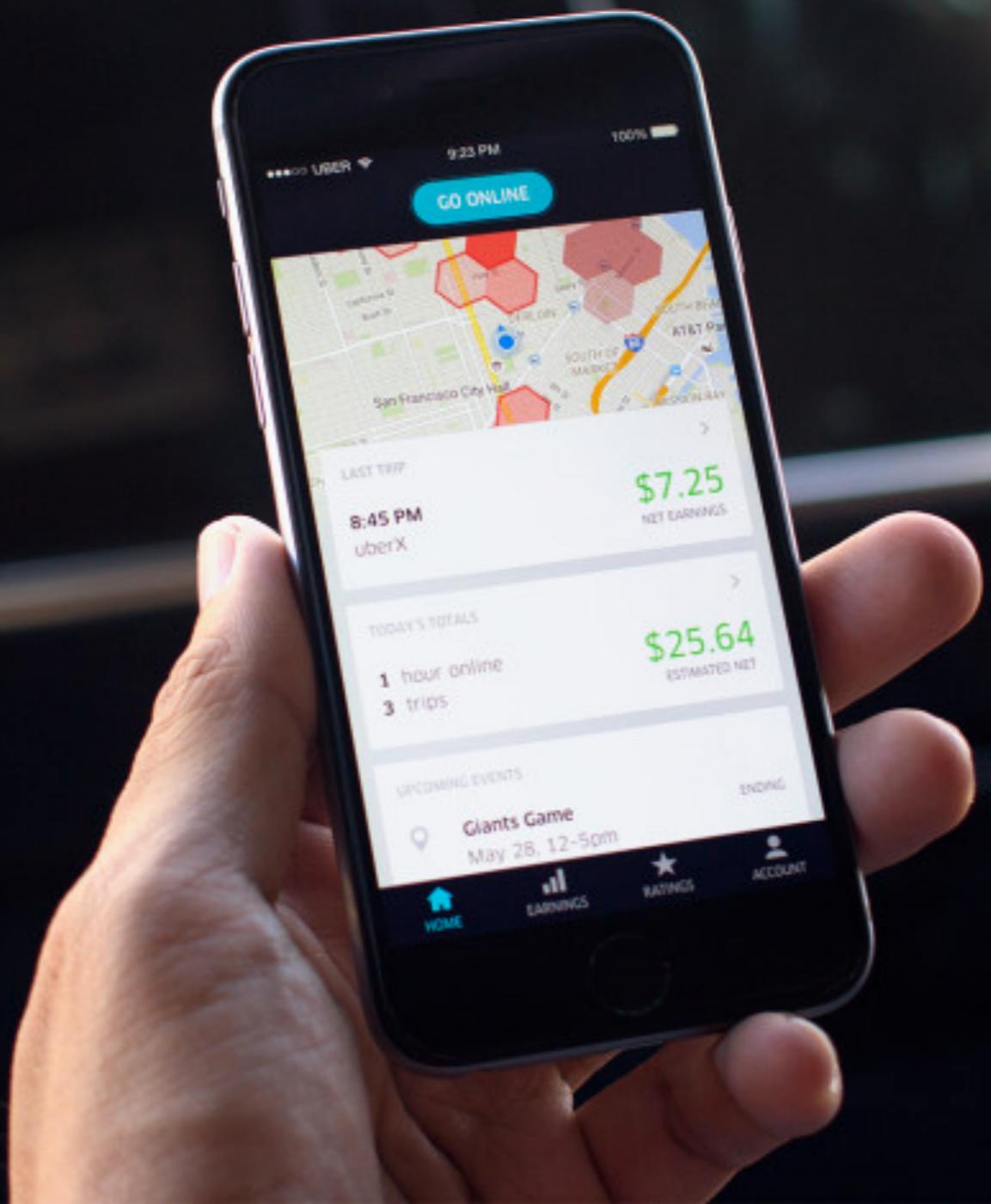
We're not usually  
designing for (just)  
ourselves.

# User Segmentation

- Demographics
- Psychographic
- Familiarity with subject matter
- Social or professional roles
- Comfort with technology









# Conflicting Segments



Search Facebook  Search

Cathryn Home 2 1 Help

Manage Ads Account Settings Billing Power Editor Tools ▼ Create Ad Share Feedback Help

Account: Cathryn's Ad Account Campaign: Bay Area Page Likes - Test 2 Filters Last 30 days

Performance Audience Placement

**189** Results: Page Likes **7,376** People Reached **\$100.00** Amount Spent

**Custom**

**Delivery** Not Delivering (Ad Set Completed) 

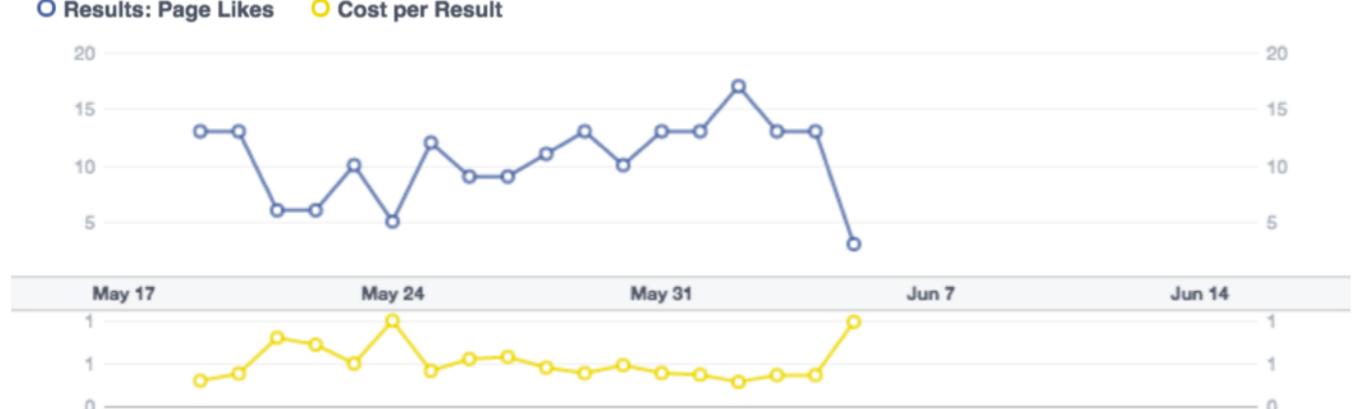
**Objective** Page Likes

**Amount Spent Today** \$0.00 spent today \$502.18 total spent of \$502.18 budget

**Total Schedule** Mar 04, 2015 8:49pm – Jun 05, 2015 5:43pm

**Campaign** On Edit

**Results: Page Likes** **Cost per Result**

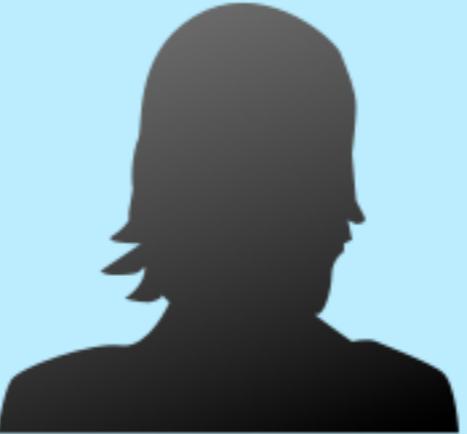


May 17 May 24 May 31 Jun 7 Jun 14

**Ad Sets in this Campaign** + Ad Set Columns: Performance Export

	Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
<input type="checkbox"/> 	Bay Area Target Demo 1 - Page Likes Bay Area Page Likes - Test 2	Completed	189 Page Likes	7,376	\$0.53 Per Page Like	\$200.00 Lifetime	\$100.00	Mar 4, 2015 – Jun 5, 2015 92 days
Showing 1 Ad Set			189 Page Likes	7,376	\$0.53 Cost Per Page ...		\$100.00	

# Personas

Persona Overview			
Industry	<b>Retail</b>	<b>Manufacturer</b>	<b>Analyst</b>
Job Title	<b>Pricing Manager</b>	<b>Sales Channel Manager</b>	<b>Tech Forecaster</b>
Equipment	Gear: Windows XP, IE, Blackberry	Gear: Mac OS X, Firefox, iPhone	Gear: Windows 7, Chrome, iPad
Use Case	<b><i>Manage a set of products for pricing and promotions</i></b>	<b><i>Monitor the performance of our products in the sales channel</i></b>	<b><i>Forecast the results of various consumer electronics companies</i></b>
Details	Comparing a set group of products against a set of different resellers.	Specific reports like MAP Violations and OOS warnings are most useful.	Most diverse use case. Depending on trend or insight trying to back up, Channel Monitor might be used in a variety of ways.
	Price, Inventory, and shipping data are very important.	Not as in depth as a pricing manager, but more concerned with the Brand Image and health of specific products.	Data Import and Export are big features to analyst as compiling and analyzing data is crucial to user goals.
	Might have 30-50 products to manage in most scenarios.	MAP violations can provide immediate ROI on Channel Monitor Investment	Looking for in-depth data, executive overview not so important.
	Executive Overview/Reports wanted badly.		

# Precedents



Oak Studios

[Dashboard](#)[Oak Studios](#)[+ New collection](#)

Search

**COLLECTIONS**

100 Books to Read in a Lifetime

Inspiration

CRAFTING

Design Books



Headshots



Pattern Study



Research Project



Reading List



Typography Inspiration



Best Pictures



&gt; Show all collections

**TAGS**

# inspiration

**Team Collections**[Highlights](#)[All \(23\)](#)[Date](#) [Title](#) [Viewed](#)  [Labels?](#)

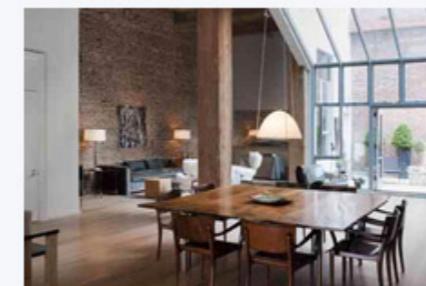
Oak - Press

7 Oak



Pitch decks

5 Oak



Workspaces

4 Oak



Resumes

7 Oak



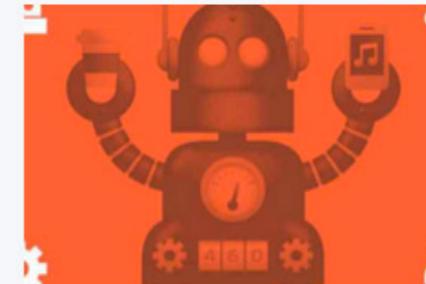
Portfolio

6 Oak



Headshots

12 Oak



Marketing

3 Oak

**Team Activity**New comment on Homepage V3  
This is really coming together!

created by Skylar

January 29, 2015



# Stakeholders

# Strategy Documentation

(a living thing)

- What are my design objectives?
- What objectives am I deliberately NOT tackling? (at least for now)
- How do these objective fit together? How are they prioritized?

- Who are the audiences am I optimizing for?
- Do I need to prioritize conflicting segments?
- Who are the audiences am I deliberately NOT optimizing for?

# For Tuesday

- Reading: Elements of User Experience: Chapter 5
- Set up a website on GitHub Pages where you can post or link to your work each week. (doesn't need to be pretty).
- Finish Bill of Rights Exercise from Lab (bring any design mockups you create before working in the browser)
- Start Exercise 2: Strategy.
  - Pick a website or app that you use somewhat regularly
  - Outline site/app's *Objectives*
  - Outline the site/apps *Audience Needs*

# Project 1 Brief: Interface Poetry

- Pick a song, poem, or short story.
- You will be designing and building a non-linear experience (there should be multiple ways one can move through the experience).
- You cannot use any pre-existing artwork that is already associated with the source content (e.g. album or cover artwork)— all visuals will ultimately be designed by you.

Project 1, Part 1: Strategy. For Tuesday, be ready to present...

- What your source song/poem/story will be
- At least 10 pieces of inspiration, collected in DropMark
- The anticipated *Objectives* of your experience
- The anticipated *Audience Needs* of your experience

# Need extra help with HTML + CSS?

- HTML + CSS Basics 1 day workshop
- Saturday, February 11th from 10:30 to 5:30
- Taught by Justin Bakse