

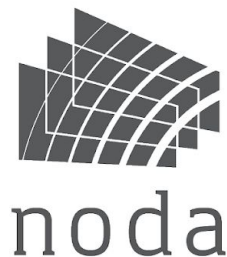
No (User) Experience Necessary: Digital Experiences by Non-Designers

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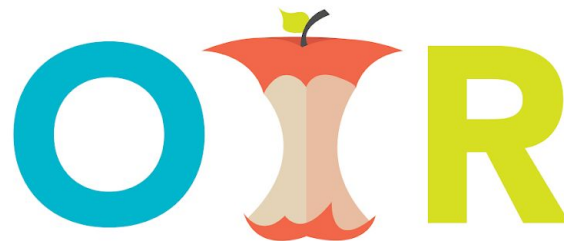
University of Wisconsin - Madison



Center for the
First-Year Experience
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MARCH 15-17 | DES MOINES, IA

Plan For Today

- What is User Experience Design
- Strategies and Ideas You Can Use Now
- Discussion
- Additional Resources



What is User Experience Design?



What is User Experience Design?

- User experience (UX) design is the process of creating products that provide meaningful and relevant experiences to users. (Interaction Design Foundation,
<https://www.interaction-design.org/literature/topics/ux-design>)



What is User Experience Design?

- *No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Think through all of the stages of a product or service – from initial intentions through final reflections, from first usage to help, service, and maintenance. Make them all work together seamlessly. Norman (2009)*

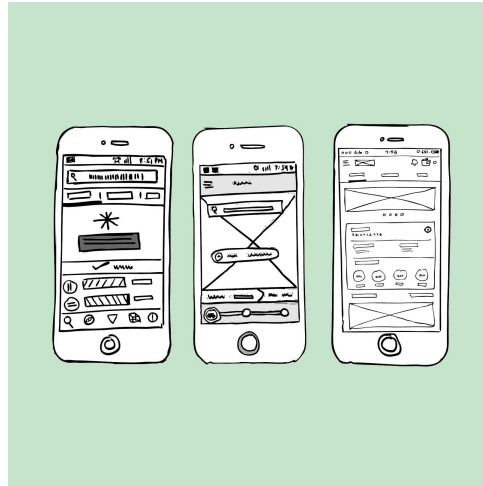


But I'm not a designer!

- Various things you can do, even without technical knowledge:
 - Prototyping
 - Campus Partnerships
 - Usability Testing



Prototyping



Prototyping

Lots of tools can be used to prototype



<https://www.invisionapp.com/>

Web-based tool



Sketch

<https://www.sketchapp.com/>

Desktop Application
(MacOS Only)



<https://www.adobe.com/products/xd.htm>

Desktop Application
Part of Adobe Creative Suite

Prototyping



Exercise: Crazy 8s (abridged)

- Fold paper into 8 equal sections
- Scenario: Reservation Application for Summer Orientation Sessions
- Draw out 8 different designs in each box
- You have 8 minutes to finish them all



Exercise: Crazy 8s (abridged)

GO!



Exercise: Crazy 8s (abridged)

- Easy way to get rapid ideas out for a design
- You don't need technical experience to do it
- Next steps:
 - Present designs
 - Vote on what to pursue

- More info:

<https://designsprintkit.withgoogle.com/methodology/phase3-sketch/crazy-eights>



Campus Partnerships



Campus Partnerships

- Information Technology
 - Catalog of solutions
 - What do we already have?
 - What can be useful for your needs?
 - In-house team to help with development
 - Programmers, UX Designers/Architects, Project Managers, Business Analysts, Quality Assurance, etc.
 - Campus Digital Ecosystem
 - Funding



Campus Partnerships

- Campus/Divisional Communications
 - Collaboration is key for getting the word out
 - What messaging needs to be changed?
 - Resource for branding
 - Campus rules and regulations on fonts, colors, logos, etc.
 - Tools for communication
 - Salesforce
 - Mailchimp

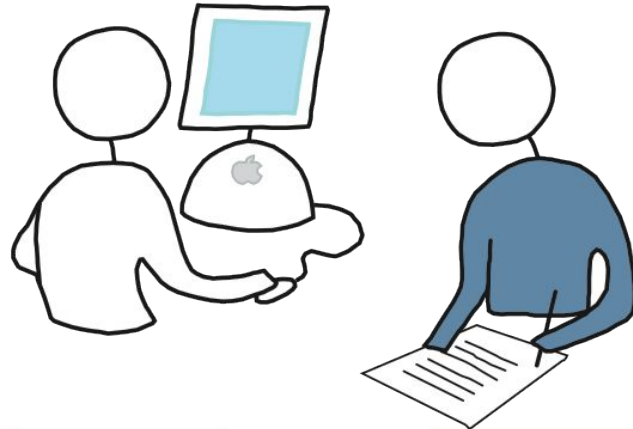


Campus Partnerships

- Accessibility
 - Collaborate with your Disability services
 - Evaluation of solutions, both homegrown and bought
 - Lots to consider with design for both building AND buying products
 - Color blindness
 - Autism Spectrum
 - Screen Reader/Sight issues



Usability Testing



Usability Testing

User testing

Do users need my app?



Usability testing

Can users use my app?



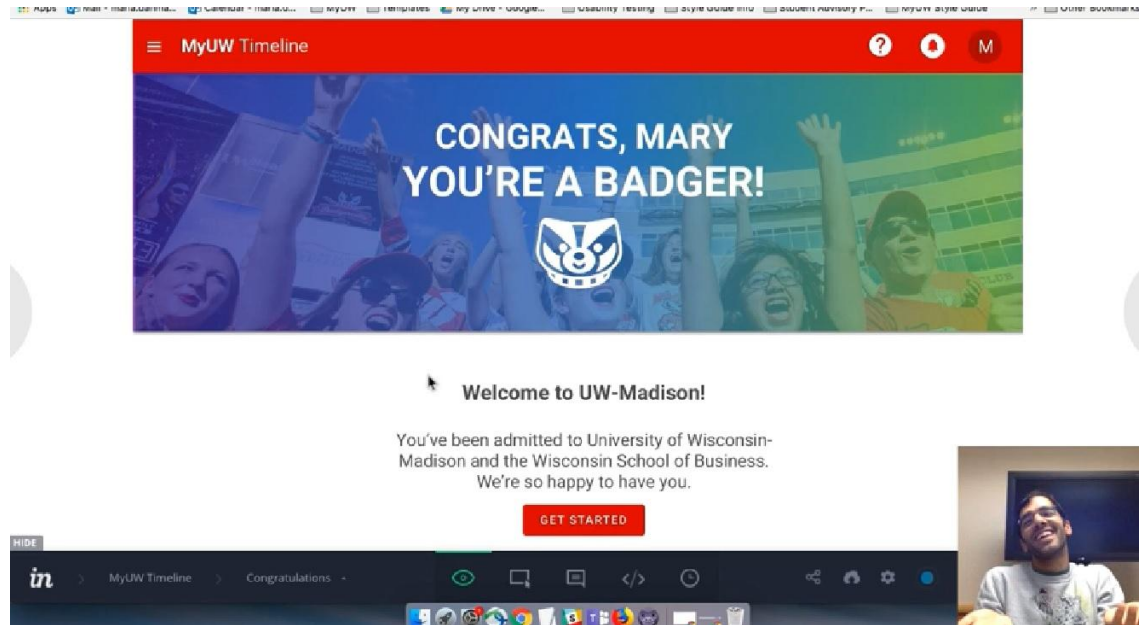
Usability Testing

- Effective data can help make a case when a new solution is needed.
- Don't have to wait until the solution released.
 - Paper Prototypes
 - “Wizard of Oz” Testing
- “Release” doesn't mean “Done”.
 - Iterative approaches to development work very well



Usability Testing

- Live testing and evaluation brings better results than a simple form does
 - Tone
 - Facial reactions
 - Intent

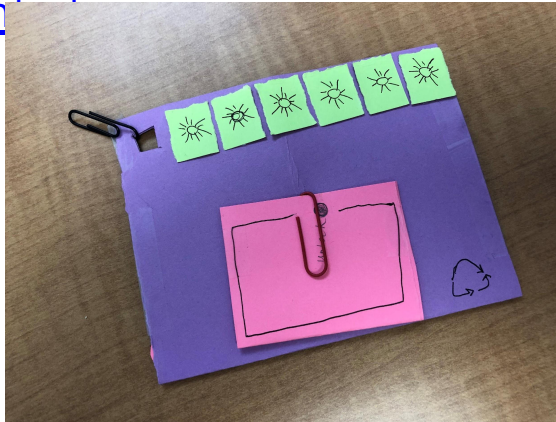


Discussion

- What challenges are you facing?
- What advice have you found that was helpful?

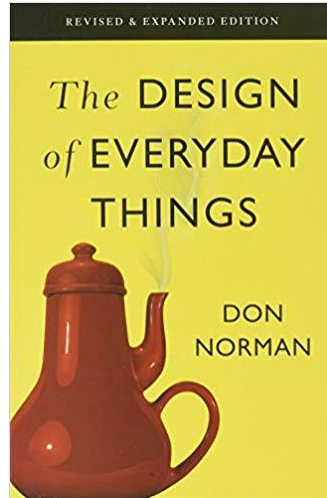
Additional Resources

- “Wallet Design” Activity
 - Great intro to the design process and get into the mindset of a designer
 - https://dschool-old.stanford.edu/groups/designresources/wiki/4dbb2/the_wallet_project.html



Additional Resources

- *The Design of Everyday Things (Revised & Expanded Edition)* by Don Norman



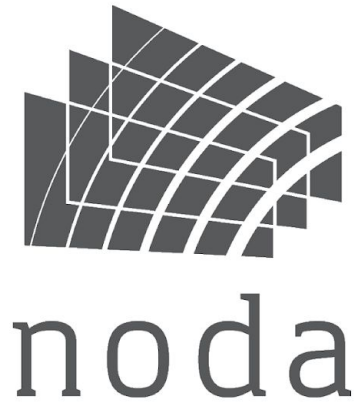
Final Word

Yes, you are a User Experience Designer.



Thank you!

Keep in touch: Chris Diorio – chris.diorio@wisc.edu



Please complete an
evaluation of this presentation.

