

Day 1

Agenda

- ▷ Our tools
- ▷ Term project
- ▷ Worksheets
- ▷ Introduction to UX/UI design

Our tools

Our tools

- ▷ MS Teams: Slides and Worksheet
- ▷ FigJam by Figma: Brainstorming
- ▷ Figma: User Persona, Wireframe, and HF Prototype



Term project

Term project (1)

- ▷ Day 1, set the even number of teams in the class. Then, split students to the teams evenly.
- ▷ As a user, each team will discuss and select one of the given areas. Then, identify a big problem found in such area that can be solved by a mobile/web application.
- ▷ Areas
 - Health
 - Pets
 - Collections
 - Living
 - Financial
 - Sports
 - Shopping
 - Entertainment
 - Education
 - Others, please specify

Term project (2)

- ▷ Day 2 onward, the team will turn the role to the UX designer.
- ▷ Then, pair with the other team.
- ▷ The other team will assume that they are the users and also have the same big problem.
- ▷ Throughout the semester, UX designer will help the users to solve the big problem by designing the right solution.

Term project (3)

- ▷ In each class, students will learn new things and do some worksheets (as a team) which will gradually form the term project.
- ▷ However, the individual assignments will be used to evaluate the performance of the individual students as well.

Final presentation

- ▷ Students will present their term project in the **last class** of the semester.
- ▷ Students will **tell the story** of what they have done regarding the **following items** (but not limited to):
 - Findings from user research
 - Competitive analysis
 - Affinity mapping
 - User persona
 - User journey
 - Problem statement, HMW
 - Feature prioritization
 - Wireflow
 - HF prototype
 - Results from usability testing
 - Improvement plan

Worksheets

Worksheets

- ▷ In **each class**, students will be assigned the worksheets to complete.
- ▷ Students **will do** the worksheets together as a team.
- ▷ The worksheets **must be submitted within the given deadlines**, or zero mark will be given.
- ▷ However, the **individual assignments** will be used to evaluate the performance of the individual students as well.

Introduction to UX/UI design

The variety of UX

- ▷ UX is concerned with many different types of interactive **product** and **service**.
 - For example, smartphones, mobile apps, electronic devices, one-stop services, and more.

The concerns of UX

▷ The key concerns of the UX designer are:

Design

What is design and how should you do it?

Technologies

These are the interactive systems, products, devices and components themselves. The UX designer needs to know about technologies.

People

The UX designer needs to consider who will use the systems and services and whose lives they would like to make better through their designs.

Activities & Contexts

UX is about what people want to do, about their goals, feelings and achievements. UX needs to consider the contexts within which those activities take place.

An experience



Push
or
Pull
?

Good UX



No confusion



Easy to use



Not hot

Share your **good** UX

Bad UX



Share your **bad** UX

User Interface (UI)

- ▶ The interface is the **part of system** with which people come into contact, physically, perceptually and conceptually:

Physically

Press, touch, and swipe.

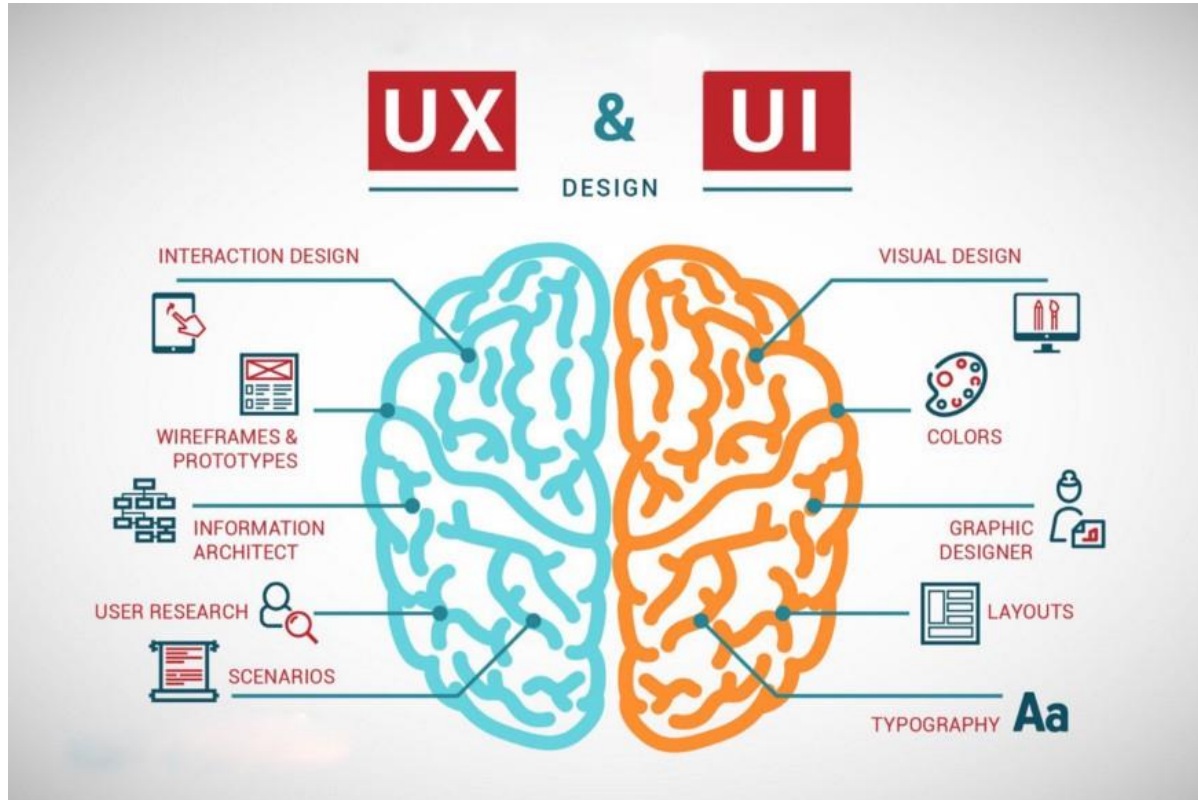
Perceptually

See, hear, and feel.

Conceptually

Device provides instructions to help people doing things.

UX & UI are different, but they are friends



Being human-centered (1)

- ▷ UX is ultimately about creating interactive experiences for people.
- ▷ Being human-centered is about putting people first.
- ▷ It is about designing user experience to support people and for people to enjoy.

Being human-centered (2)

- ▷ Being human-centered is about:
 - Thinking about **what people want to do** rather than what the technology can do.
 - Designing new ways to **connect people with people**.
 - **Involving people** in the design process.
 - Designing for **diversity**.

Why is human-centered important? (1)

▷ Return on investment

- Involving people will help to ensure acceptability.
- Systems will be more effective if they are designed from a human-centered perspective and people will be more productive.

▷ Safety

- Human-centered design techniques would help to avoid human errors.

Why is human-centered important? (2)

▷ Ethics

- Being human-centered also ensures that designers are truthful and open in their design practice.
- Designers will concern data privacy, security, control and honesty.

▷ Sustainability

- Designers will approach interaction design from the perspective of what is sustainable.
- This is to protect environment and culture by reducing waste.

UX designer skills

- ▶ UX designers need a **variety of skills** and need to understand a **variety of disciplines** if they are to be able to do their jobs well.

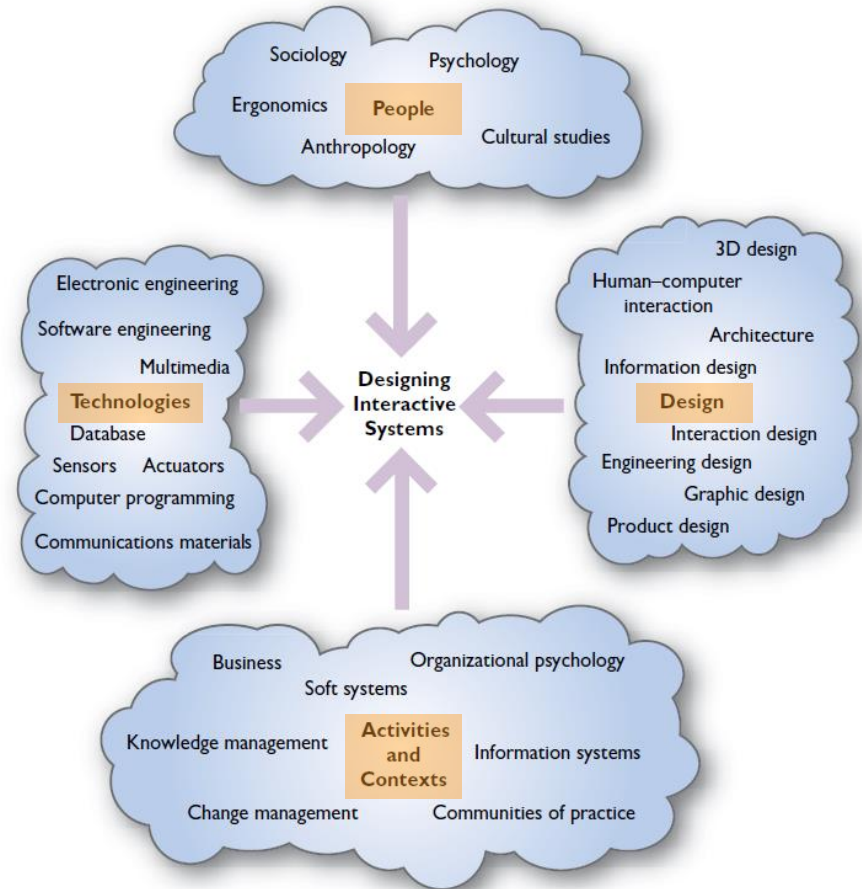
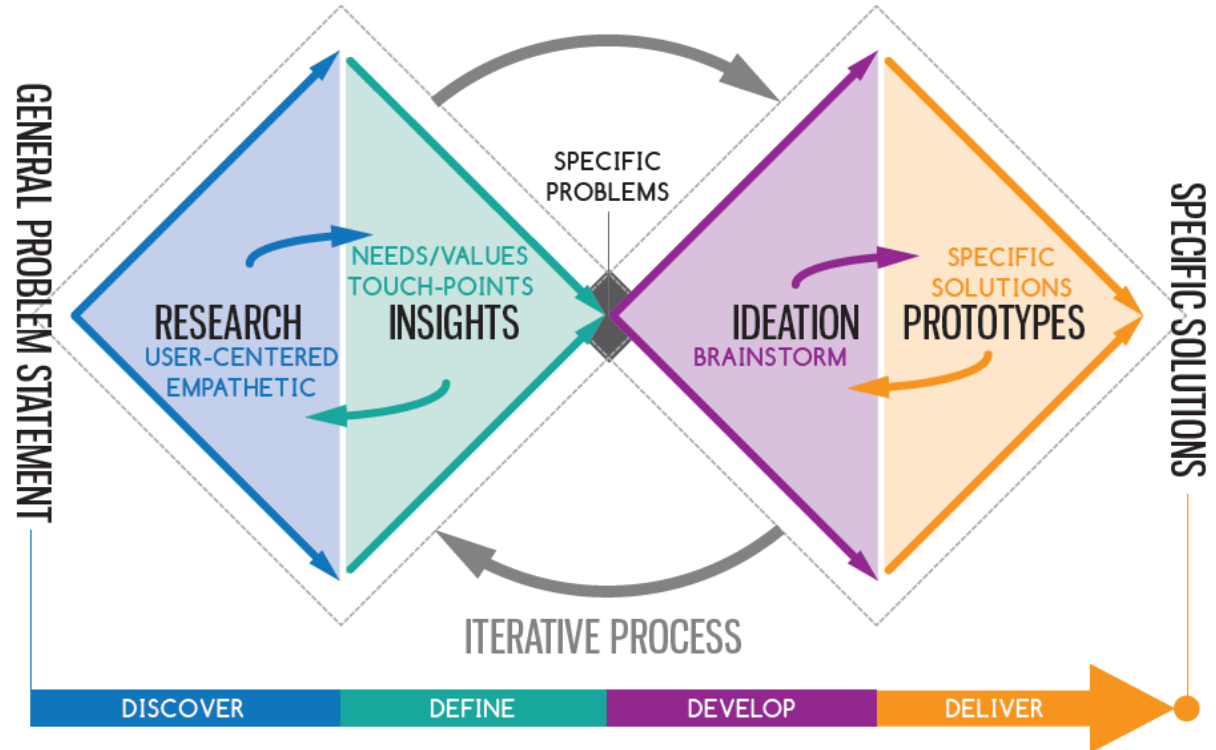


Figure 1.10 Disciplines contributing to interactive systems design

UX design process

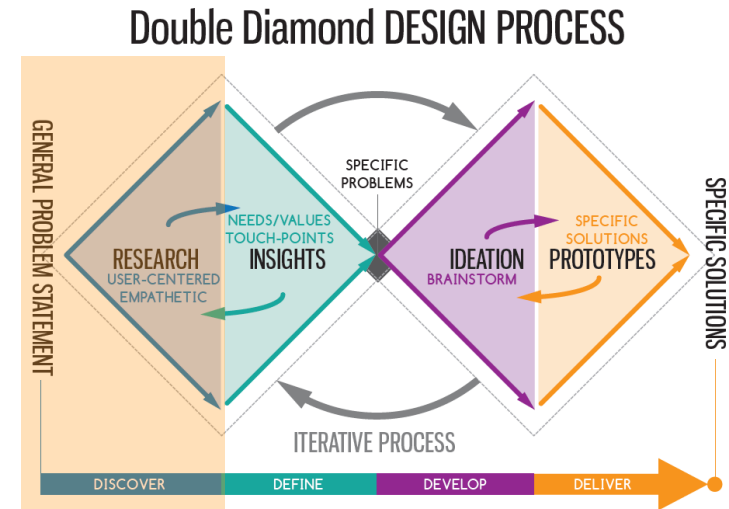
UX design is the iteration process.

Double Diamond DESIGN PROCESS



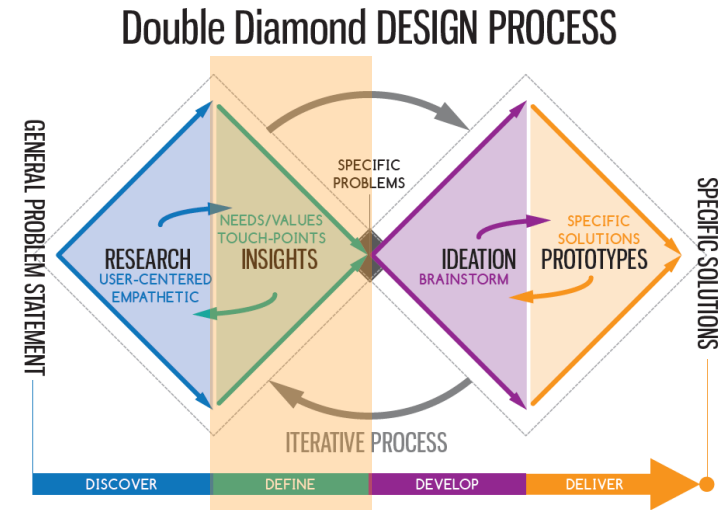
Discover

- ▶ Understand the issue rather than merely assuming it.
- ▶ It involves speaking to and spending time with people who are affected by the issues.
- ▶ Methods
 - User research
 - Interview
 - Contextual inquiry
 - Survey
 - Competitive analysis



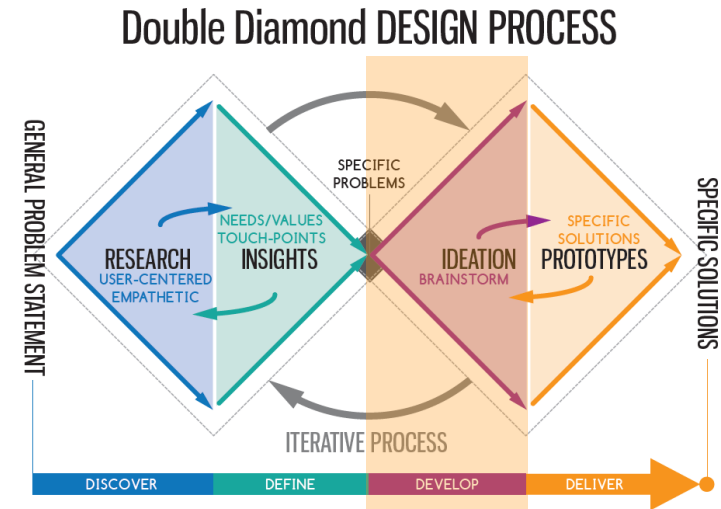
Define

- ▶ The insight gathered from the discovery phase can help to define the challenge in a different way.
- ▶ Methods
 - Affinity mapping
 - User persona
 - User journey



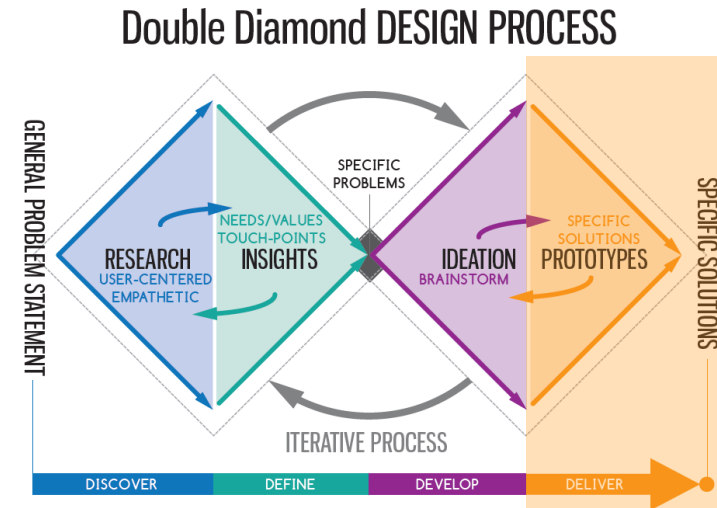
Develop

- ▶ Give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.
- ▶ Methods
 - Sketching
 - Wireframing
 - Prototyping
 - Task scenarios



Deliver

- ▷ Involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.
- ▷ Methods
 - Usability testing
 - User observation
 - User interview
 - A/B testing
 - Product analytics



Q&A

Assignment: Solve teamwork problem

▷ Objective

- To design the solution to collaboration problem.

▷ Instructions

- Grab a paper, pen, and pair up.
- One student will be user, another will be designer.
- Designer will ask the user about the problems found in the teamwork.
- Designer will design the best solution.
- **After 10 mins, switch the role.**

Share ideas

Select team members

Select team members

- ▷ The class will have an even number of teams.
- ▷ Each team will have 4-5 members.
- ▷ Students need to form the team by themselves.

Homework

Homework: find problem in a topic

Homework

▷ Objective

- To select an area of interest and identify a big problem found in such area.

▷ Instructions

- As a user, each team will discuss and select one of the given areas. Then, identify a big problem found in such area that can be solved by a mobile/web application.
- Areas.
 - Health
 - Pets
 - Collections
 - Living
 - Financial
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End