Day 4

Refer to homework

Homework: Register Figma account

▷ Objective

    ○ To be ready for the activities in the next class.

▷ Instructions

    ○ Register a Figma account on https://www.figma.com/ by using your student email, for example u6712345@au.edu.

    ○ Then, verify your education status.

    ○ Visit https://help.figma.com/hc/en-us/articles/360041061214-Verify-education-status for more information and instructions.
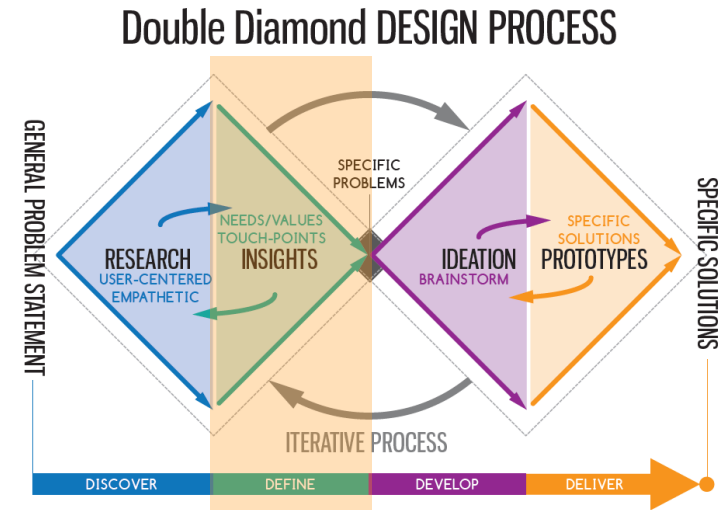
Agenda

▷ Affinity mapping

▷ FigJam

▷ User persona

Affinity Mapping

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

Double Diamond DESIGN PROCESS

GENERAL PROBLEM STATEMENT

SPECIFIC PROBLEMS

SPECIFIC SOLUTIONS

RESEARCH
USER-CENTERED
EMPATHETIC

NEEDS/VALUES
TOUCH-POINTS
INSIGHTS

IDEATION
BRAINSTORM

SPECIFIC
SOLUTIONS
PROTOTYPES

ITERATIVE PROCESS

DISCOVER | DEFINE | DEVELOP | DELIVER

What is affinity mapping?

▷ Affinity mapping is putting a bunch of sticky notes with ideas on them and then grouping them based on their similarities (affinities).

▷ From the user research, affinity mapping can be used to identify these similarities.

- Attributes
- Sentiment
- Problems

- Behaviors
- Requests and needs
- Goals

An example of affinity mapping about online shopping.

Reasons to shop at a store

- Easier to search for clothes
- You can try the clothes
- Feel the fabric
- Get discounts
- Love the shopping experience
- Socialize
- Buy clothes fast

Reasons not to shop online

- Can't try the clothes
- Hard to find what i need
- It's for tech persons
- Shipping costs too much
- Slow delivery

Doesn't use/know shopping apps

- Don't know any apps
- Don't know how to use apps
- Don't have a smartphone

Source: https://hypersense-software.com/magento-ecommerce-app-ui-ux-case-study

Why use affinity mapping?

▷ Affinity mapping can help us extracting insights and noticing themes, particularly the empathize and ideate stages.

▷ We can use it

○ to better understand users and their needs,

○ to define product requirements, or

○ to plan future product features.

Steps to create an affinity map

1) Write down every data point or idea on a separate sticky note and stick it on a wall.

2) One by one, pick up sticky notes and group related notes into clusters.

3) Reflect on or discuss the themes and categories you've created and how they affect your next steps.

Tips

▷ Use different colors of sticky note for different users.

▷ Use real information from user interview, such as an observation, a quote, or a behavior.

▷ Don't write any solution.

▷ Discuss with the team.

FigJam

What is FigJam?

▷ **FigJam** is a brainstorming tool (by Figma) that makes it easy for anyone to join the conversation.

▷ More information can be found here.

https://www.figma.com/figjam/

FigJam basics

Figma

www.figma.com

▷ Important tools

▷ File management

▷ Share file with friends

▷ Export image

All information about FigJam
https://help.figma.com/hc/en-us/categories/360002051633-FigJam#Get-started

Important tools (Main)

Click to create a new FigJam file.

Show your drafts.

List of your drafts.

Important tools (FigJam)

Main menu

Click to rename the file.

Collaboration tools

Canvas (working Area)

Brainstorming tools

Zooming tool

UXD / Affinity (C-DIS) App (English)

New file

Share

Don't know keywords

I have pictures but don't know keywords to search.

That is a flower in other country but don't know the name.

I only have picture of this building but have no idea how to search for more information.

This car looks like a beetle. Can I search by "beetle car"?

Need more information

Want to know the history of this thing.

Need more information of these beautiful flowers.

How old is this building?

Need more information of this beetle car.

Waste time to check

Waste of time to read each of these links.

Need to combine different information from several websites by myself.

Duplicate information in several websites.

Need to check the cheapest price of these flowers from several websites.

Need automatic summarization

Please help me summarize information.

Can't it remove the duplicates?

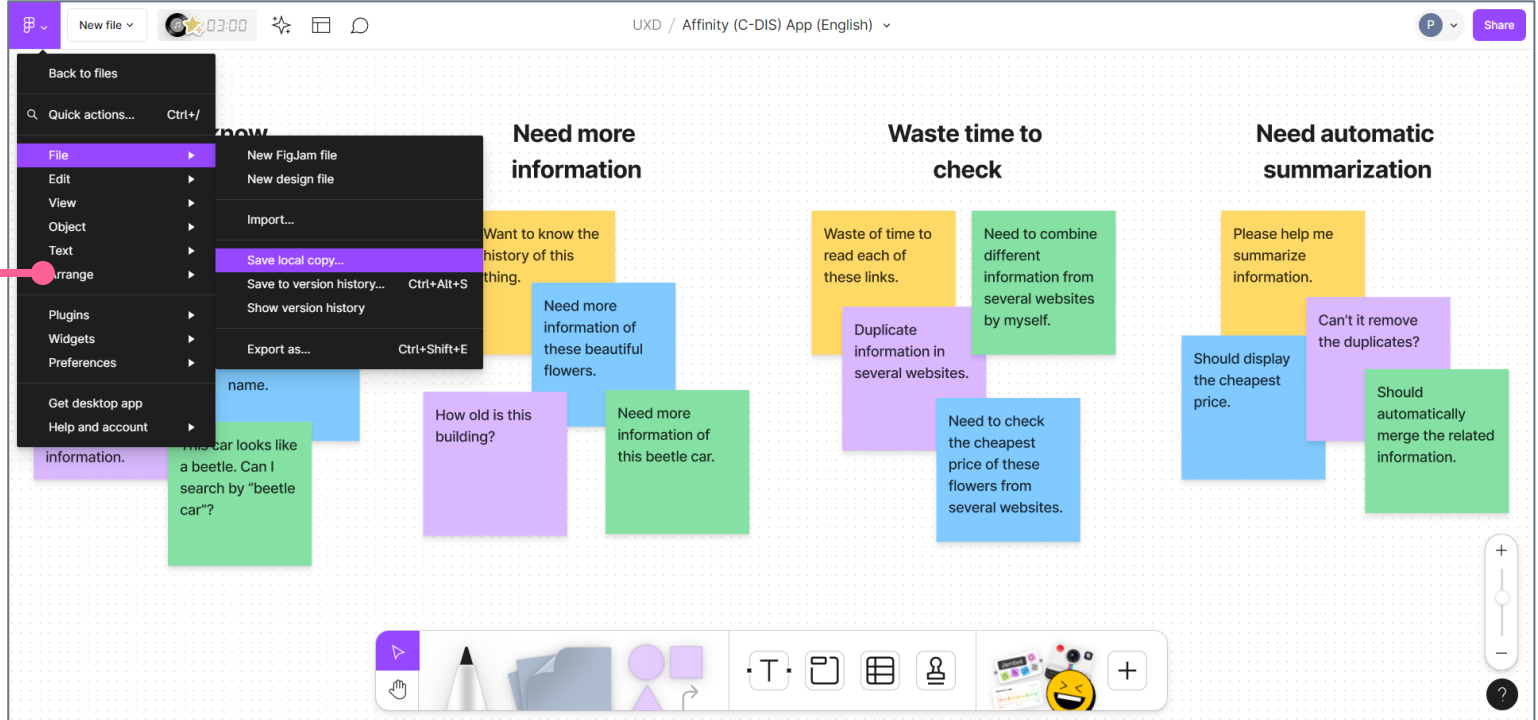Should display the cheapest price.

Should automatically merge the related information.

File management

File menu that allows you to create a new file, save local copy, save version history, and export as image.

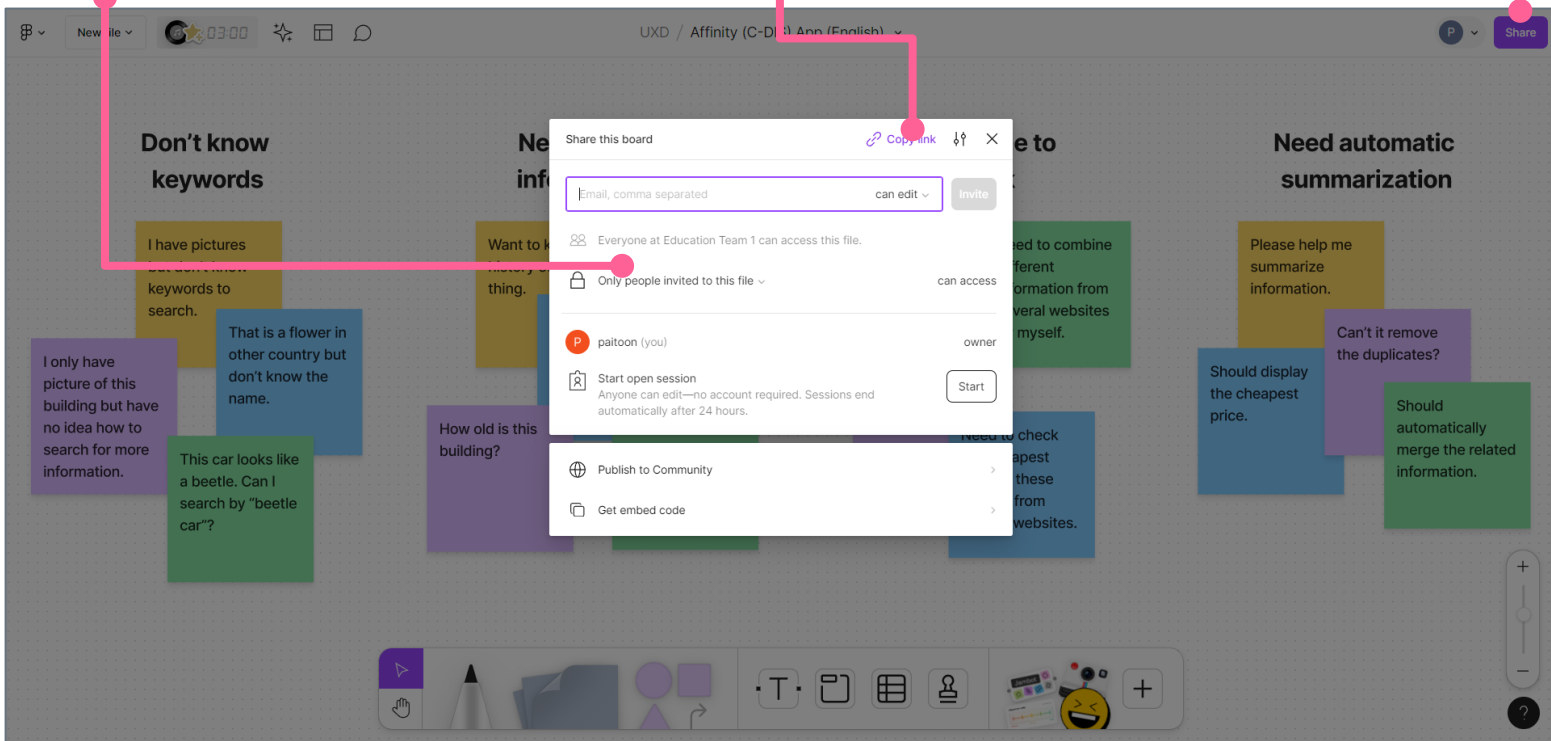# Share file with friends

3) Share link
with friends.

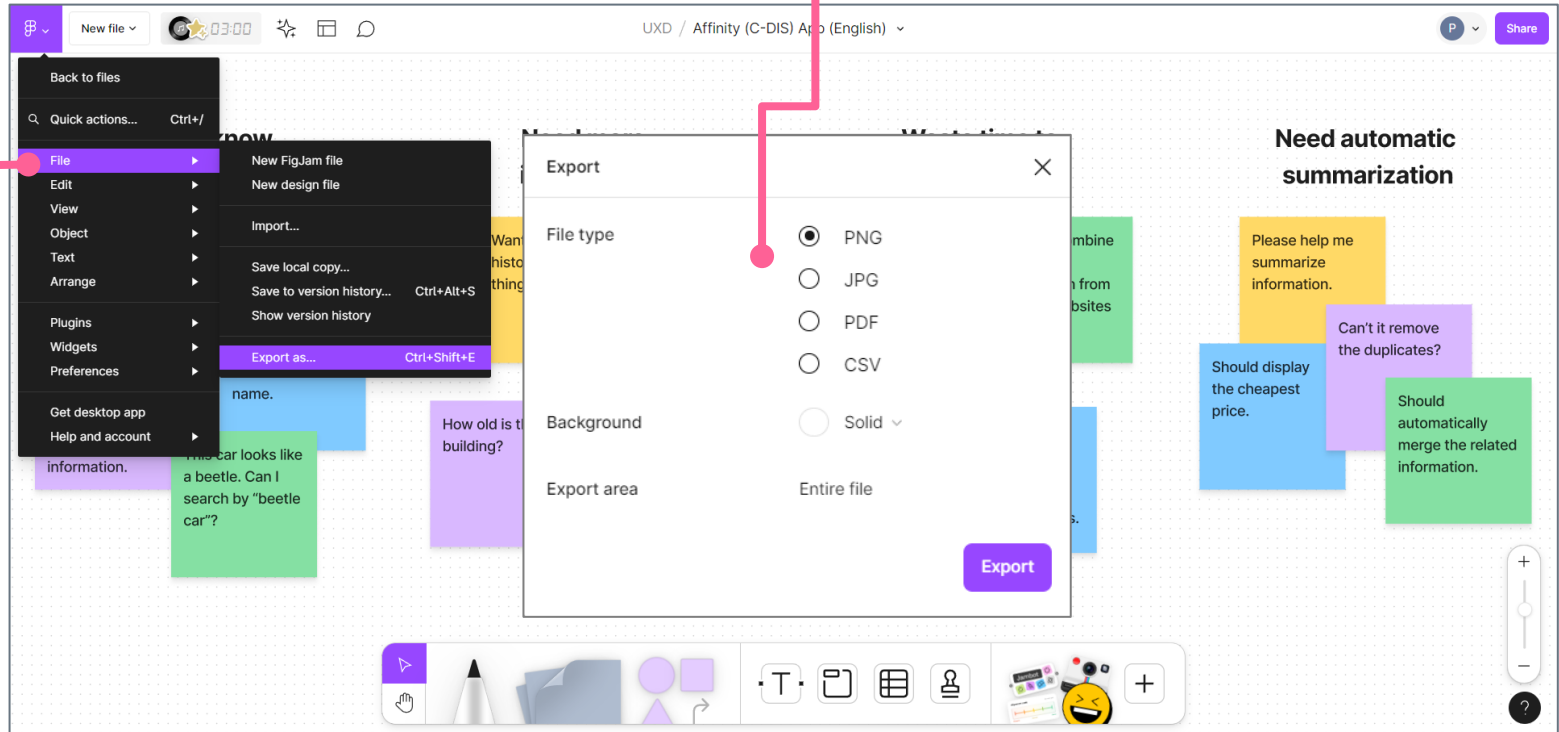2) Set sharing
information.

1) Click here to start
sharing.

Export image

1) Click file menu and select Export as...

2) In the pop-up window, select image type and click Export button.

Assignment: Create affinity map

▷ Objective

  ○ To understand and be able to create an affinity map of the term project.

▷ Instructions

  ○ Use the information from the user interviews to create an affinity map in FigJam application.

  ○ Don't forget to use different colors of stick note for different users.

  ○ Insert the picture of affinity map in your worksheet.

Affinity map (example)

Don't know keywords

I have pictures but don't know keywords to search.

That is a flower in other country but don't know the name.

I only have picture of this building but have no idea how to search for more information.

This car looks like a beetle. Can I search by "beetle car"?

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Waste time to check

Waste of time to read each of these links.

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Duplicate information in several websites.

Need to check the cheapest price of these flowers from several websites.

Need automatic summarization

Please help me summarize information.

Can't it remove the duplicates?

Should display the cheapest price.

Should automatically merge the related information.

Assignment: Create affinity map

▷ Grading Criteria

- 0 = Blank

- 1 = Incomplete or the point in the sticky note is not clearly separated.

- 2 = Clearly list all the important points in separated sticky notes.

- 3 = Clearly list all the important points in separated sticky notes, they are grouped, and group names are clear.

Affinity map

Replace this message by your affinity map.

User persona

What are user personas?

▷ User personas are archetypical users whose goals and characteristics represent the needs of a larger group of users.

▷ The information should include the behavior patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates.
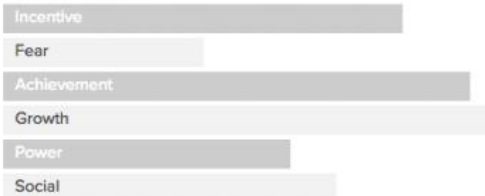
Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly | Clever | Go-Getter

"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

Incentive
Fear
Achievement
Growth
Power
Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
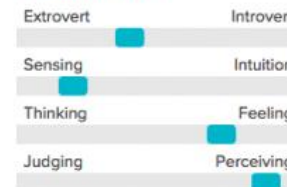- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

Source: https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/

Personality

(Myers-Briggs
Type Indicator)

Interaction with world

Absorption of information

| Introvert | VS | Extravert | Sensing | VS | iNtuition |

| Thinking | VS | Feeling | Judging | VS | Perceiving |

Decision-making

Organization

Why are user personas important?

▷ User personas help a product team find the answer to one of their most important questions, "Who are we designing for?"

▷ By understanding the expectations, concerns, and motivations of target users, it's possible to design a product that will satisfy users' needs and therefore be successful.

Scenario/Bio (1)

▷ Personas have no value in and of themselves.

▷ They become valuable only when they tied up to a scenario.

▷ A scenario is an imagined situation that describes how a persona would interact with a product in a particular context to achieve its end goal(s).

Scenario/Bio (2)

▷ Scenarios help designers understand the main user flows – by pairing the user personas with the scenarios, designers gather requirements, and from those requirements, they create design solutions.

▷ Scenarios should be written from the persona's perspective, usually at a high level, and articulate use cases that will likely happen.
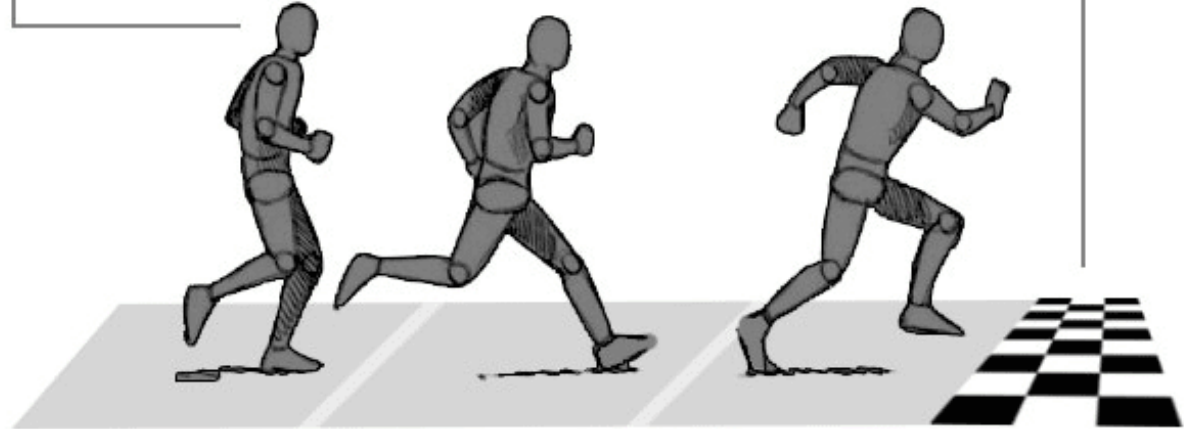
Goal-directed design

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.

2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

Create user persona with Figma

Create persona in Figma

www.figma.com

▷ Import file

▷ Figma exploration

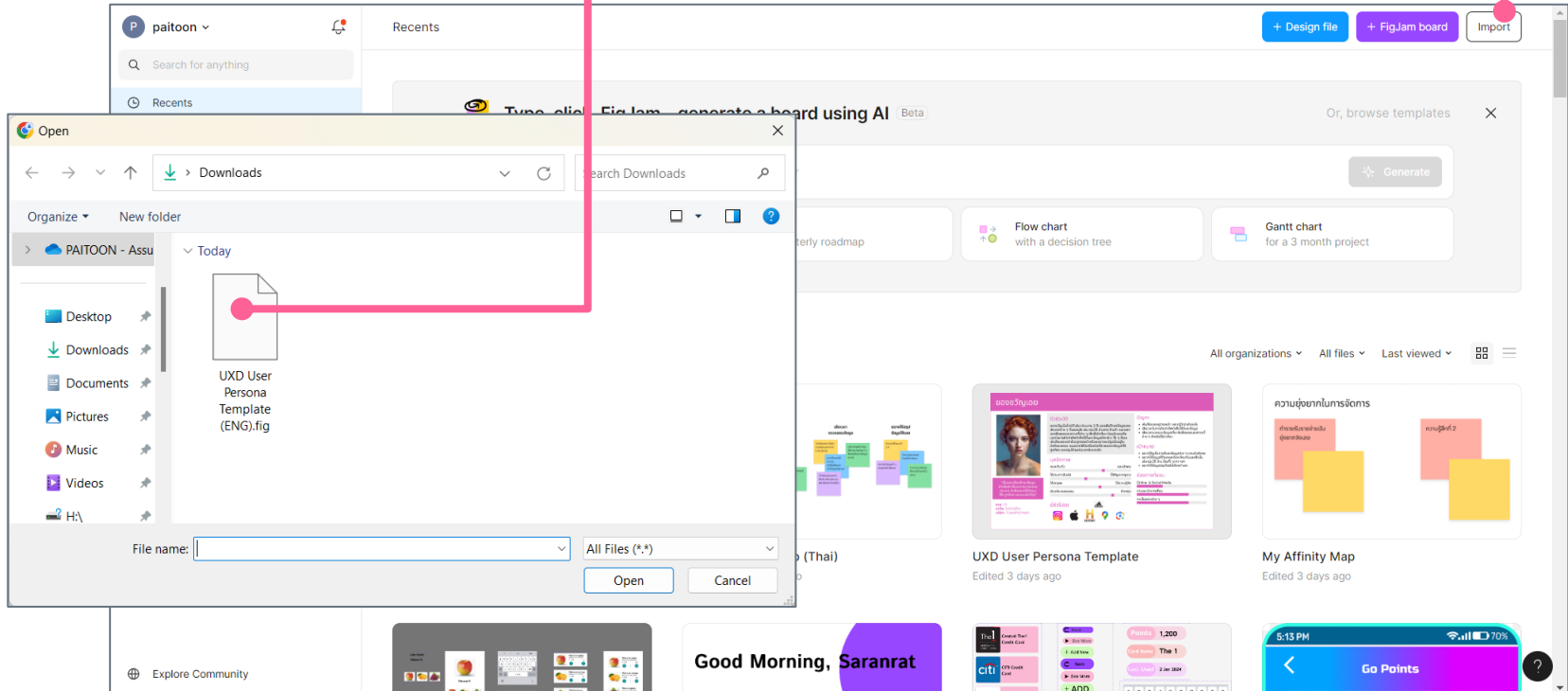▷ File management

▷ Share with friends

▷ Export image

All information about Figma
https://help.figma.com/hc/en-us/categories/360002042553

Import file

2) Select "UXD User Persona Template (ENG).fig" and click Open.

1) Click to import a Figma file.

Figma exploration

Main menu

Toolbar

Canvas

Toolbar

Left sidebar (Layers, Assets, and Page panels)

Right sidebar (Design, Prototype, and Inspect panels)

Drafts / UXD User Persona Template (ENG)

Layers   Assets   Page 1

User Persona Template
- Amy
- Amy
- Title Bar
- Quote
- Information
- Bio
- Personality
- Brands
- Frustration
- Goals
- Channels

User Persona Template

Amy

Bio
Amy has been a tour guide for 2 years. She loves to search for correct and useful information of the interesting countries, such as histories, news, shops, and prices of things and places. Currently, she wastes her time in determining the right keywords in searching. She needs a tool that can help her search by image and automatically summarize the information.

Personality
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Brands

"I need correct and useful information to support my job in a short time."

Age: 25
Occupation: Tour Guide
Company: TravelProTeam

Frustration
- Don't know the thing in front
- Waste time to think of keywords
- Waste time to collect useful information regarding things and places

Goal
- Need to search by image rather than text
- Need correct and useful information, such as histories, news, shops, prices, and so on
- Need automatic summarization

Preferred Channels
Online & Social Media
Referral
Ads

Design   Prototype

Page
E9E9E9   100%
Show in exports

Local variables

Local styles

Color styles
- Primary
- Light Fo
- Dark Font

Export
1x   Suffix   PNG   ...

Export UXD User Persona Template (...

Preview

35

File management

File menu that allows you to create a new file, save local copy, save version history, and export as image.
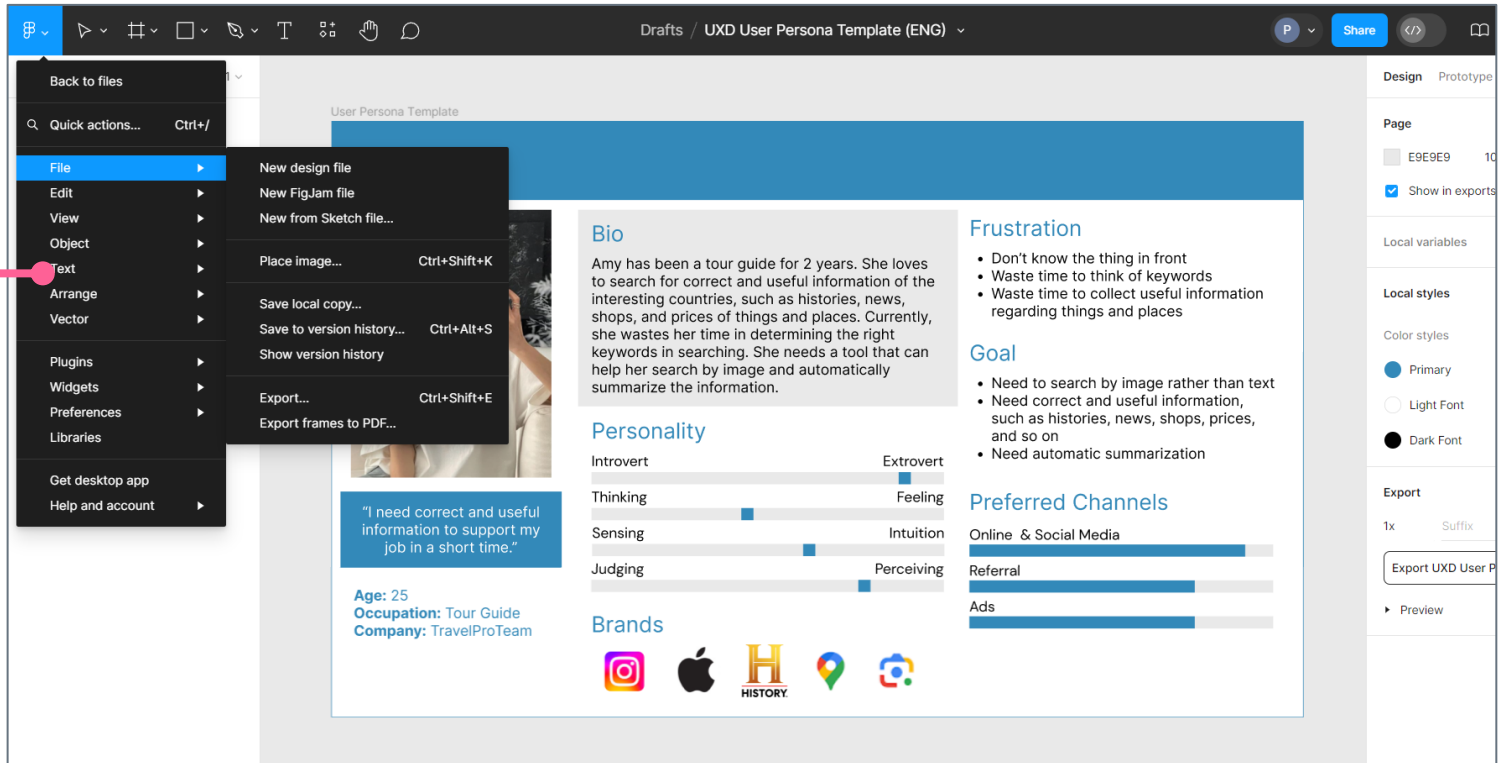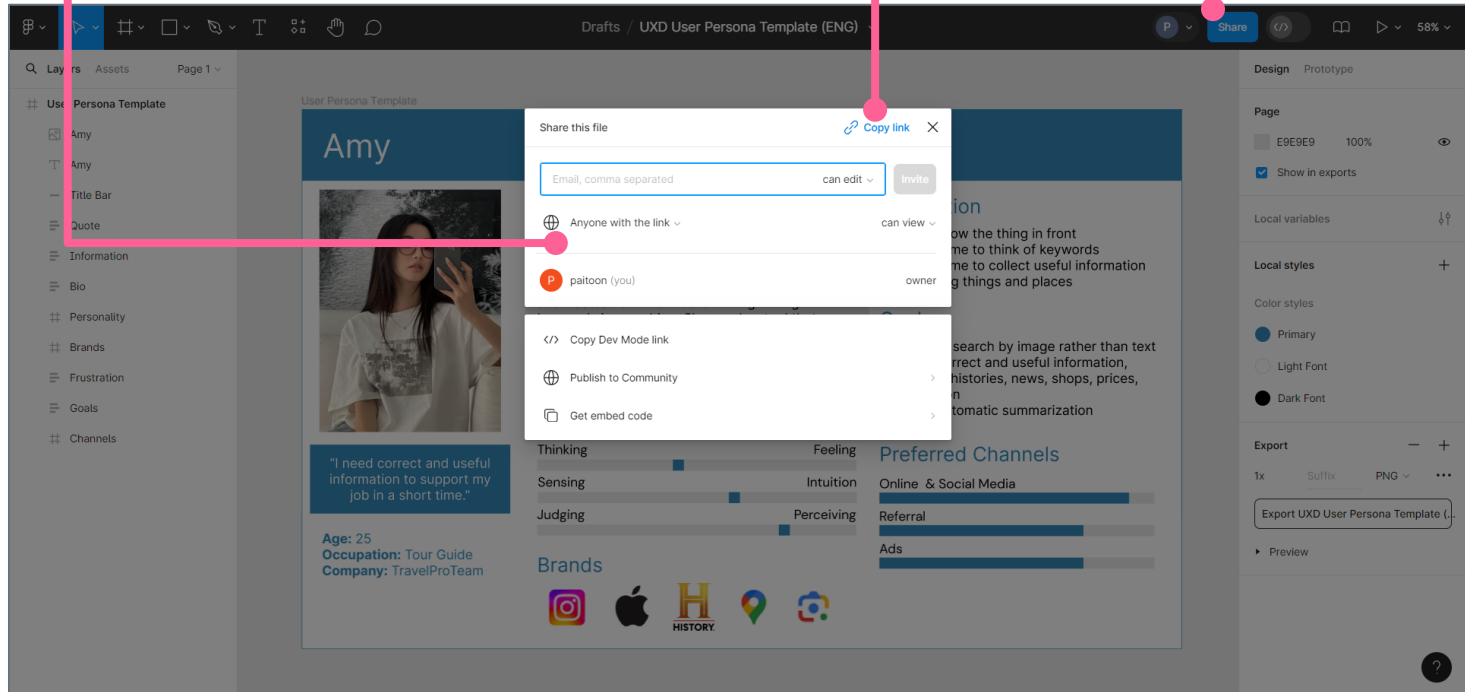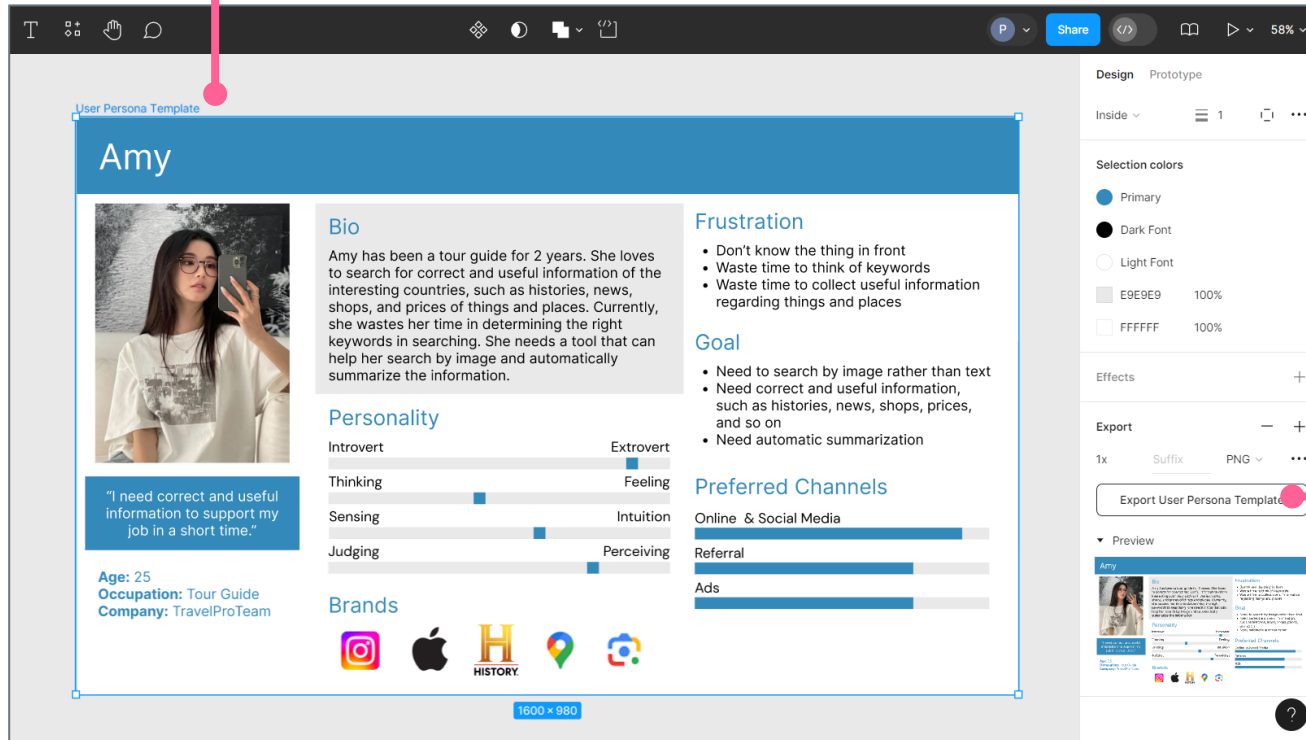
Share with friends

2) Set sharing information.

3) Share link with friends.

1) Click here to start sharing.

Export image

(1) Select page to be exported.

(2) Click this button to export.

Assignment: Create user persona

▷ Objective

- To understand and be able to create a user persona.

▷ Instructions

- Use the information from the user research to create a user persona in Figma by using "UXD User Persona Template (ENG).fig" file.

- Insert the picture of user persona in your worksheet.

Amy

"I need correct and useful information to support my job in a short time."

Age: 25
Occupation: Tour Guide
Company: TravelProTeam

Bio

Amy has been a tour guide for 2 years. She loves to search for correct and useful information of the interesting countries, such as histories, news, shops, and prices of things and places. Currently, she wastes her time in determining the right keywords in searching. She needs a tool that can help her search by image and automatically summarize the information.

Personality

Introvert	Extrovert
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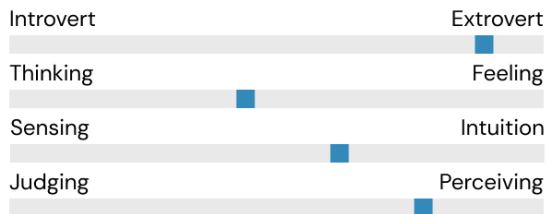
Brands

Frustration

- Don't know the thing in front
- Waste time to think of keywords
- Waste time to collect useful information regarding things and places

Goal

- Need to search by image rather than text
- Need correct and useful information, such as histories, news, shops, prices, and so on
- Need automatic summarization

Preferred Channels

Online & Social Media

Referral

Ads

Assignment: Create user persona

▷ Grading Criteria

- 0 = Blank

- 1 = Incomplete

- 2 = User's basic information is provided. Goals, frustrations, bio, personality are clearly described.

- 3 = User's basic information is provided. Goals, frustrations, bio, personality are clearly described. Other useful information is provided, such as brands, technologies, preferred channels and so on.

User persona

Replace this message by your user persona.

Q&A

End