

Week4_26.11.2022

The power of UX research

Introduction to UX Research

- ux research
 - goal: prioritize the user
- Product development life cycle
 - the process used to take a product from an idea to reality
- Foundational research
 - what should we build?
 - what are the user problem?
 - how can we solve them
- Design research
 - How should we built it?
- Post-launch research
 - did we succeed?
- UX researcher qualities
 - empathy: able to understand someone else's feelings or thoughts in a situation
 - pragmatism: Focused on reaching goals
 - collaboration: can work with a range of people, personalities, and work styles

Design and the importance of feedback

- often find myself really tunnel visioning on what I think the best design would be, and usually that's not going to be the best design.

Choose the right research method

- who conduct research
 - primary research
 - survey, interview
 - secondary research(very beginning)
 - book, articles, journal
- type of data collective
 - Quantitative research (what)

- focuses on data that can be gathered by counting or measuring(survey, large group of people)- numbers
- qualitative research (why)
 - smaller no of users, interview - more deep info
- Interviews
 - thought, experience, feeling(detail response)
 - spot the difference
- Survey
 - quantitative + qualitative
- Usability study
 - identify pain point
- KPIs(key performance indicators)
 - critical measures of progress toward an end goal

Understand benefits and drawbacks of research methods

- Start: secondary research
 - benefits: save time and money / immediately accessible / back up primary research
 - drawbacks: no first-hand user interaction / no specific user feedback
- Interviews
 - benefits: understand what users think and why / ask follow up questions
 - Drawbacks: take time and money / small sample size
- surveys
 - benefits: larger sample size / fast/ inexpensive
 - drawbacks: no in-depth feedback
- Usability studies
 - benefits: firsthand user interaction / challenge our assumptions / in-depth feedback
 - drawbacks: only measure how easy a product is to use / expensive

My journey to UX

- like to play new stuffs

Identify types of bias in UX research- Bias(편견)

- confirmation bias(확증 편향)
 - occurs when you start looking for evidence to prove a hypothesis you have
 - overcoming confirmation bias ->
 - ask open-ended questions
 - actively listen
 - include large samples of perspective
- False consensus bias (허위 합의 편향: 자신의 의견이나 신념이나 행동이 실제보다 더 보편적이라고 착각하는 자기 중심성 개념)
 - Overestimate the number of people who will agree with our idea or design
 - overcoming false consensus bias
 - identify and articulate
- primacy bias(우두머리 편향)
 - remember the first participant most strongly
 - overcoming recency & primacy bias
 - take detailed notes or recordings(review everything)
 - interview each participant in the same way(consistency)
- recency bias(최신성 편향: 시간이 지난 일보다 최근에 발생한 일에 더 중요성을 부여하는 심리적 현상)
 - It's easiest to remember the last thing you heard
 - overcoming recency bias
 - detail note, recording, interview
- implicit bias(암묵적 편견) or unconscious bias(무의식 편견)
 - the collection of attitudes and stereotypes we associate to people without our conscious knowledge
 - overcoming implicit bias
 - reflect on our own behaviors
 - ask others to point out our implicit biases

- sunk cost fallacy(매몰 비용의 오류)
 - the deeper we get into a project we've invested in, the harder it is to change course
 - overcoming sunk cost fallacy
 - break down your project into smaller phases
 - outline points where you can decide whether to continue or stop

Identify bias in UX research

- equitable for everyone

Week3_21.11.2022

Design Sprints

- A time-bound process, with five phases typically spread over 5 full 8 hour days
- goal - solve a critical design challenge through designer, prototyping, and testing idea with users
- benefit
 - save time
 - create a path to bring a product to market
 - prioritize the user
 - test
- When to sprint
 - many potential solutions to challenge?
 - cross-functional teams needed to weigh in?
 - challenge scope wide enough?

Five phases of design sprint

- 1. understand: set your sprint on your right track
- 2. Ideate: Sketch your idea with your team and user testing
- 3. Decide: decide most viable one solution- blueprint for wrap-up the day
- 4. Prototype: make just feel real to user (no need to finish)
- 5. Test: User test, interview, Insight

Benefits of design Sprint

- It's all about user
- value every person in the room
- the best ideas rise to the top
- time focus
- lowers risk
- versatile scheduling

Plan design Sprints

- user research

- Call in the experts
- Find the right space
- Gather supplies
- Establish sprint rules
- Plan introductions

Design Sprint Brief: document

- Sprint reader:

An entry-level designer's role in a sprint

- understand phase
 - note idea
- Ideate
 - brain storming activities
- Decide
 - vote for most potential
- Prototype
 - actively involve, ask question, offer idea
- Test
 - collect user feedback

Jason- All about design sprints

- Sprints at their core are about inclusivity

Design Sprint Retrospectives(복습)

- Retrospective: a collaborative critique of the team's design sprint
- Key: what went well, What can be improve

Week2

User-centered design

- user-centered design is a framework that puts the user front-and-center.
- Process: understand- specify- design- evaluate
- Iteration: 반복

Assistive Technology(AT) : for disability people

- Colour modification
 - High contrast(for low vision) or Dark mode(easier eyes)
- voice control
 - somebody who cannot use hand
 - switch devices — help motor ability
- Screen Readers
 - for limited on vision
- Alternative text—— 이게 왜 필요함??
 - someone who cannot see the image

Importance of AT

- 수용력의 차이를 알고 만들기
- should be normal side not a add-on

Thinking about users new to technology

- you never notice if the design is good
- diversity: culture, wealth, IT development

Universal design, inclusive design, and equity-focused design(user first design)

- Universal design: widest range of usability 모두에게 적용되는 디자인 - 효율적이진 못할 수 있음, 모두를 커버할 수 없다.
- inclusive design: personal identifiers_ ability, race, economic status, and language 다양성에 맞춰 특화(customized)
- accessibility: 장애인을 위한 디자인
- Equity-focused design: Equity- providing different level of opportunity(장애인 복지, 여성할당제 같은제도), lgbtq등 소수자들, 외면당한 사람들을 위한 디자인

The Importance of equity-focused design

- race & gender(eg. job application gender and race section)
- avoid bias
- gender-neutral bathroom

Get to know Platforms

- Desktop, mobile app, web, wearable products
- 많은 플랫폼으로 중복사용이 가능(google assistance)

Design for different platforms

- people use the different platforms in different ways
- responsiveness:
- responsive website: 플랫폼에 따라 자동으로 맞춰주는 웹사이트
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