

## **Week4\_30.1.2023**

### Understand design ideation

- Ideation - the process of generation a broad set of ideas on a given topic, with no attempt to judge or evaluate them
- Ideation in the real world
  - brainstorm out loud
  - document all ideas
  - focus on quantity
  - do not allow evaluation
  - gather a diverse team
  - question the obvious
  - evaluate the idea
- Feasible
- desirable
- viable : final

### Explore lots of ideas

### Recognize business needs during design ideation

- two major components of branding: voice and tone

### Conduct competitive audit

- scope the competition
  - identifying your key competitors
  - direct competitors: similar to your product
  - indirect competitors: focus on same audience but different product
- Benefits to competitive audit
  - inform your design process
  - solve usability problems
  - reveal gaps in the market
  - provide reliable evidence
- Limitations of competitive audits
  - stifle creativity
  - depend on how well you interpret the finding
  - not all designs work in all use cases
  - need to be done regularly

- Steps to conduct a competitive audit
  - steps
    - 1. outline the goals
    - 2. create a spreadsheet with a list of your competitors
    - 3. call out the specific aspects you want to compare
    - 4. research each company
    - 5. analyze findings
    - 6. summarize findings in a report

Brainstorm design ideas by sketching

- use how might we to ideate
  - how might we
    - how- explore a bunch of ideas
    - might- or ideas are possible solutions, not the only solution
    - we- collaborative effort
  - ways to create how might we phrases
    - amp up the good
    - explore the opposite
    - change a status quo
    - break the point-of-view into pieces
- Use crazy eights to ideate
- Consider user journeys during ideation
  - user journey
  -

### **Week3\_23.1.2023**

#### **Problem Statement**

- a clear description of the user's needs that should be addressed
- human-centered
- broad enough for creative freedom
- narrow enough to be solved by a design
- establish goals
- understand constraints

- define deliverables

user name is a user characters who need user need because insight

Define hypothesis statements 가설

- our best educated guess on what we think the solution to a design problem might be
- if action then outcome

Value Proposition

- what does your product do
- why should the

Understanding human factors

- the human factor - describes the range of variable humans bring to their product interactions

common human factors that inform design

- impatience
- limited memory
- needing analogies
- limited concentration

Feedback loop

- user has to get any positive feedback for their action

Explore psychology principles that influence design

- von restorff effect(isolation effect)
  - when multiple, similar objects are present, the one that differs from the rest is most likely to be remembered
  - 하나만 다르게 있으면 그거만 더 기억함
- call to action(CTA)
  - a visual prompt that tells the user to take action
- Serial Position effect
  - when people are given a list of items, they are more likely to remember the first few and the last few, while the items in the middle then to blur
- Hick's Law

- the more options a user has the longer it takes for them to make a decision

## Defining user Problems

### Week2\_17.1.2023

#### Craft user stories

#### Advantages of user stories

- prioritize design goals
- Unite the team
- Hero - Goal -
- As a **Type of user**, I want to **Action**, So that **Benefit**

#### Consider edge cases

- happy path: the user reaches their goal without issue because everything goes as expected
- Edge case : a rare situation or unexpected problem that interrupts a standard user experience
- Spotting & Resolving edge cases: don't rush/ create persona, user stories / wireframe
- Real world example of edge cases:

#### Create a user Journey map

- user journey
- journey map: illustrate journey
- benefits of user journey mapping : obstacle-free path / reduce impact of / highlight new pain point /
- Physical Journey / emotional Journey

#### Consider accessibility when empathizing

- Permanent / Temporary / situational

#### understand the curb cut effect

- curb cut: the slope of the sidewalk that creates a ramp with the adjoining street
- **curb cut effect**: 장애인이나 유색인종 등 취약한 사람들을 위하여 만들어 놓은 법이나 프로그램이 종종 사회의 모든 사람들에게 이익을 가져다주는 효과
- Phy

## Week1\_9.1.2023

- Empathize with user
- build an empathy map
- understand user pain points
- explore persona



To produce a prompt, click on the “New Challenge” button below. You can click the button to refresh the prompt as many times as you want, until you find a prompt that speaks to your interests or experiences. Take a screenshot or write down the prompt that you want to use.

 New Challenge

# Design a seat reservation app for a movie theater

**Problems:** 좌석 크기(스케일 조절), 맵, 광고 시간, 영화에 따라 달라지는 배경 or 색깔, 배경화면으로 지금 영화를 알 수 있도록

## peer review

- giving and receiving opinion
- understand your activity
- provide descriptive feedback
- pick two or three things you like about their work
- pick two or three things you can improve their work

## Empathize with Users

- Empathy공감

- the ability to understand someone else's feelings or thoughts in a situation
- Empathy: understanding someone's feelings or thoughts
- Sympathy: experience of showing concern or compassion without feeling the emotions themselves

#### Recruit interview participants

- screener survey
- representative sample

#### Prepare for user interviews

- script interview questions
- collect supplies
- research the user
- practice

#### Interviewing user(4 steps)

- 1. meet the participant
  - build a good rapport
  - thank the participant for coming
  - review legal detail
  - gather basic details
  - let participants know there is no wrong answer
- 2. conduct the interview
  - follow interview etiquette
  - ask open ended question(in depth feeling)
- 3. taking note
  - highlight compelling quotes
  - document observation about participants
  - consider recording interview
- 4. wrap up the interview
  - give user a chance to share there any final thought
  - warm good bye

#### Empathy Maps

- an easily-understood chart that explains everything designers have learned about a type of user

#### Aggregated(집합, 그룹) empathy maps

- represent a visualization of everything designers know about an entire user segment or group of similar users

#### Identify user pain points

- pain points - any ux issues that frustrate the user and block the user from getting what they need
- type of pain point: financial / product/ process/ support
- brain+heart = ux design

#### Persona

- fictional person who fit to your user type
- Benefits of personas: build empathy / tell stories / stress-test designs

## **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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