



Introduction to UXD

Annetta Stack, WIT.



Introduction

- a user is someone (generally a human) who interacts with a product, a service or a system
- the 'experience' refers to what happens when the user interacts with that product, service or system
 - is the interaction intuitive
 - can the user accomplish their goals
 - is the product responding to the users expectations
- 'UX' encompasses all aspects of the end user's interaction with a company, it's services & it's products (Nielsen, 2017)



DESIGNING THE
PRODUCT



DESIGNING THE
EXPERIENCE



UX (User Experience)

- 'how you feel about every interaction you have with what is in front of you in the moment you are using it' (Winters, 2015)
- 'how a person feels when they are interfacing with a system' (Gube, 2010)
- 'a person's perceptions & responses resulting from the use or anticipated use of a product, service or system' (International Organization for Standardization (ISO))
- Design for How People Think – Don Norman
<https://www.youtube.com/watch?v=vdDwe0bM4U4>
- so the what is UXD?



UXD (User Experience Design)

- much more than screen design
- an approach that takes account of the user's needs (meeting user needs, anticipating user's needs – giving them something they didn't ask for)
- rooted in a deep understanding of the users
- a user's perception of a product
- prioritises utility (ease of use)
- creative & analytical process
- customer satisfaction
- art & science of generating positive emotions

- UXD is the process of enhancing a users satisfaction of with a product, service or system by improving the usability, accessibility & pleasure provided in the interaction
- it is essential that users experience success so that:
 - the product achieves it's goals (what it is designed for)
 - repeat usage (if users experience success they are more likely to come back again)
 - users are more likely to recommend your product to others





UXD

■ Words that describe Usability

- useful
- helpful
- easy to learn
- attractive
- fun
- satisfying
- valuable
- findable
- credible

■ Words that describe Accessibility

- accessible
- usable



Conversely what is a bad UX

- stressful
- confusing
- frustrating
- annoying
- tiring
- distracting
- inefficient
- ugly
- not fit for purpose

Who are UX Professionals (the Role of a UX Designer)

- having a UX mindset implies having the users' best interests in mind
 - the UX designer has a responsibility to ensure that an end product achieves it's core goals...whilst providing it's users with the most effective, efficient & enjoyable experience as possible
 - UX is often considered an umbrella term encompassing other various areas (HCI &UCD)
- design 'thinkers'
 - the discipline of UX design does not traditionally involve aesthetics, creative direction, style guides or branding of a product (which is typically the role of a visual designer) however understanding where elements need to be placed & the underlying nuances of how people perceive & interpret that information is essential to the role of a UX designer (UX designers are problem solvers)



Who are UX Professionals (the Role of a UX Designer)

■ researchers

- UX designers are experts in conducting studies using scientific methods to understand users & to objectively evaluate their experience of a product.
- understanding & knowing who your competitors are
- defining [who is] the target audience & what their needs are
- generating ideas to solve users' problems (ideation phase)
- developing prototypes that are tested with users before iterating further & implementing the design
- measuring the actual experiences users have (does the product meet the goals, how easy is it to use & how satisfying is the experience for the user)
- when users experience frustration, the aim of the UX designer is to define why they are happening & how to fix them



Who are UX Professionals (the Role of a UX Designer)

- strategists

- collaborate with their team mates on the content strategy & scope (i.e. what features the product should have)
- UX designers are experts in defining the structure & organisation of the product (information architecture)
- & how users will interact with it (interaction design which typically involves the creation of low to medium fidelity prototypes to test assumptions)
- this also looks at accessibility issues – determining how all users can interact with the product



The Role of the UX Designer

