

# **COSC24/102648- Capstone Projects**

## **Week 3**

### **2021-Semester 2**

**Intro to UX**

# Overview

- Originated first in 1990s, when Internet began
- A product that can provided a meaningful and relevant experience to users.
- Good UX vs Bad UX
- Its not UI design and its not useability alone
- It includes useability, functionality, usefulness and emotional impacts

# What is UX?

- User experience is the totality of the effect or effects felt by a user as a result of interaction with, and the usage context of, a system, device, or product, including the influence of usability, usefulness, and emotional impact during interaction, and savoring the memory after interaction.

# UX Designer

- UX designers don't just focus on creating products that are usable.
- Concentrate on other aspects of the user experience, such as pleasure, efficiency and fun, too.
- What is good user experience?

# UX Design

## Why

- User Motivations
- User Values
- User View

## What

- Functionality
- Features

## How

- Accessibility
- Aesthetics

# UX design is User-Centered

- Understand the concept
- Specify user requirements
- Design solutions
- Evaluate against requirements

# Ubiquitous interaction

- Computer systems and HCI
- Computation and interaction
- Ubiquitous computing (without keyboards, mice and monitors)

# Traditional Concept of Useability

- Usability is that aspect of HCI devoted to ensuring that human–computer interaction is, among other things, effective, efficient, and satisfying for the user. So usability<sup>1</sup> includes characteristics such as ease of use, productivity, efficiency, effectiveness, learnability, retainability, and user satisfaction (ISO 9241-11, 1997).



# Usability Misconceptions

- First, usability is not what some people used to call “dummy proofing.”
- Usability is not equivalent to being “user-friendly.”
- To many not familiar with the field, “doing usability” is sometimes thought of as equivalent to usability testing.
- Finally, another popular misconception about usability has to do with visual appeal.

# Useability to UX

- Increasing the quality in design
- User satisfaction or emotional impact?
- Functionality is important but quality UX is even more important

# Good UX

- Doesn't mean High-Tech or Cool
- Balance of functionality, useability, identity, aesthetics and so on.
- UX that felt good by the user
- Good UX cannot be designed! Its about user, not the design

# UX Design vs Web Design

## UX Design

- Process of making a product useful, usable, and enjoyable for users.
- Strategy development based on user research and testing
- Developing wireframes and task flows based on user personas
- Collaborating with designers and developers to create intuitive, user-friendly products

## Web Design

- Webpage layout
- Content production and placement
- Graphic design
- HTML/CSS programming

# CNN Autoplay Video

Persistent popups!



# Medium hidden link

The screenshot shows the Medium homepage with a user profile dropdown menu open for Jay Ferranti (@jayferranti). The menu includes options like 'Become a member', 'New story', 'Stories', 'Series', 'Medium Partner Program', 'Reading list', 'Publications', 'Customize your interests', 'Profile', 'Settings', 'Help', and 'Sign out'.

**Medium**

HOME CORONAVIRUS BLOG ONEZERO ELEMENTAL GEN ZORA FORGE HUMAN PARTS MARKER LEVEL

**4 Things Emotionally Intelligent People Don't Do**  
Give up these bad habits and your natural emotional intelligence will shine  
Nick Wignall in Personal Growth  
Apr 4 · 7 min read ★

**What Women Don't Say**  
Here's a conversation.  
Priya  
Sep 25, 2017 · 6 min read ★

**Public Shaming Has Only Just Begun**  
Shame has already fostered social dista...  
Jennifer Jacquet in GEN  
Apr 8 · 6 min read ★

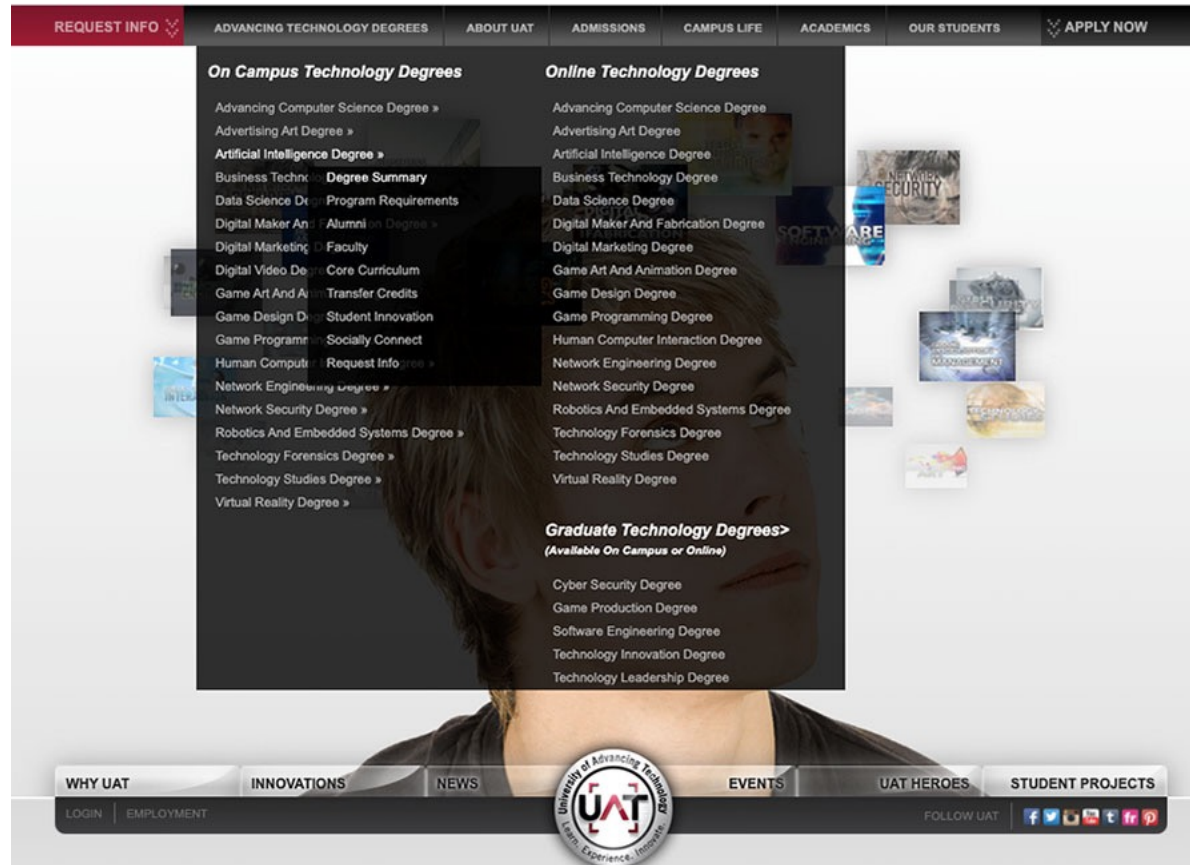
**Side Hustle Ideas for Introverts— Ways to Make Money Online...**  
Robin Rose in The Startup  
Jun 11, 2019 · 17 min read ★

**America is C...**  
**Economic Su...**  
The American Ec...  
umair haque in Eu...  
Apr 3 · 8 min read

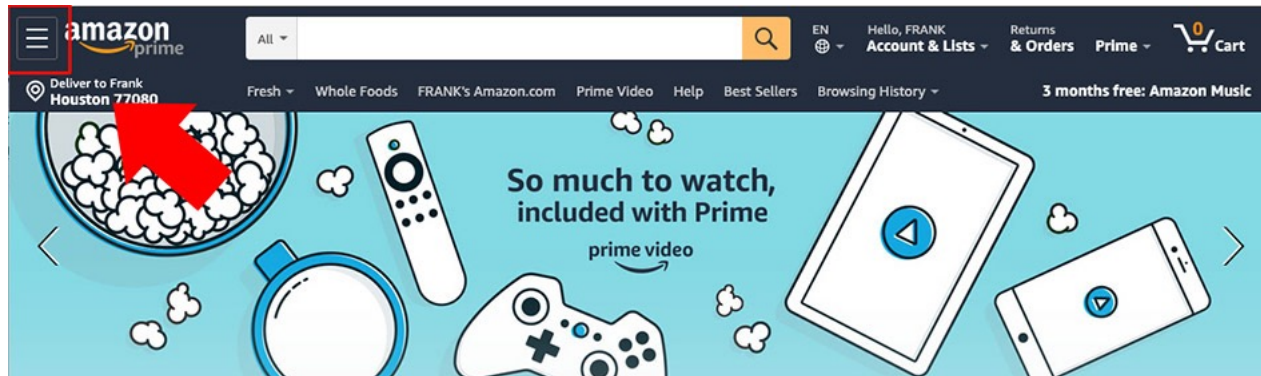
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**New from your network**  
**Mute: A new way to control your Medium experience**

# Difficult Navigation in Uni Website



# Amazon Hamburger Menu





# FB Discoverability



# Good UX



Search the web using Google!

Google Search

I'm feeling lucky

Special Searches  
[Stanford Search](#)  
[Linux Search](#)

[Help!](#)  
[About Google!](#)  
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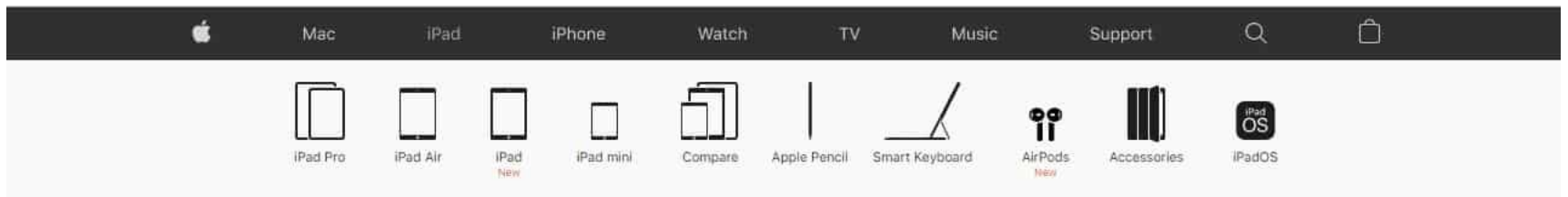
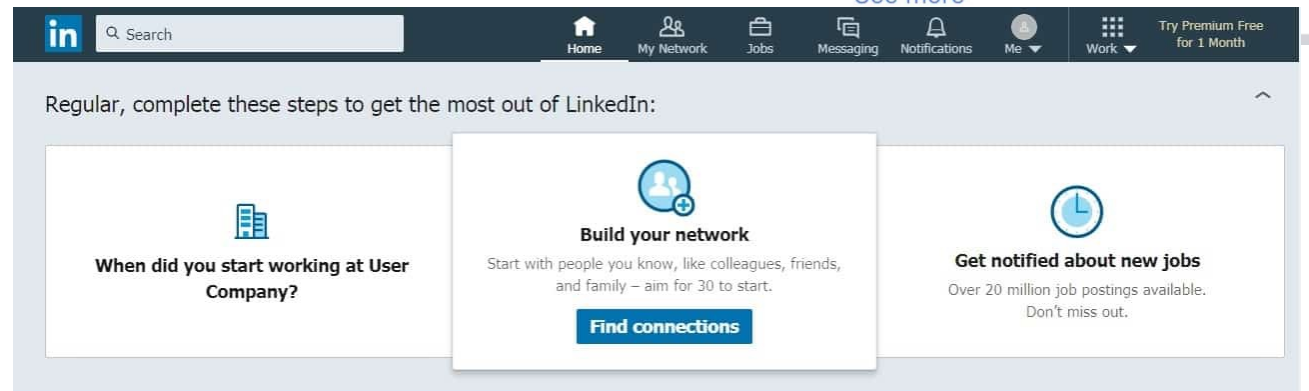
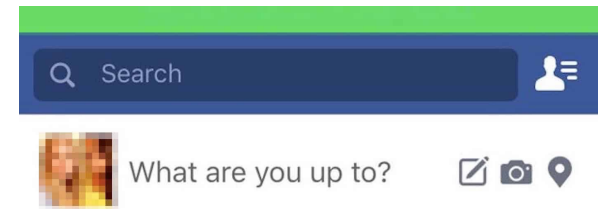
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# Good UI Examples

- FB App
- LinkedIn
- Apple



Welcome to the  
new generation of iPad.

- **UX Design Books**

- Universal Principles of Design by Willian Lidwell et al.
- Start with Why by Simon Sinek
- Don't make me think by Steve Krug
- Laws of UX by Job Yablonski
- Design for How People Think by John Whalen
- UX Research by Brad Nunnally et al