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# INTRO TO UX DESIGN

# TONIGHT'S OBJECTIVES

1. What is UX?
2. What type of projects UX designers participate in.

# AGENDA

- What is UX Design?
- The Design Process
- Intro to Our Project
- InVision Hands-On
- Wrap-up & Questions

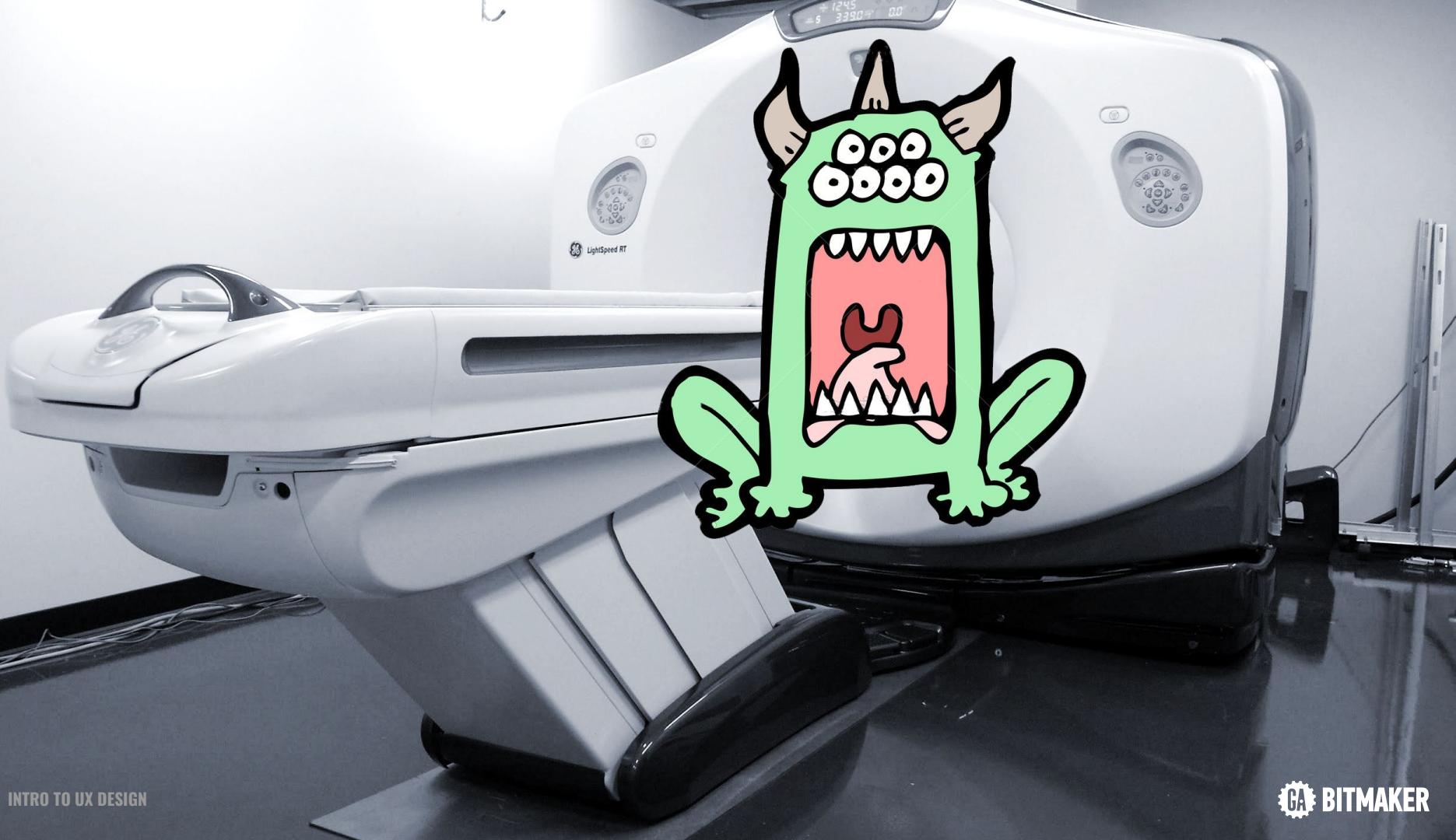
# WHAT IS UX DESIGN?

User Experience Design  
aims to create **positive**  
**change** in peoples' lives  
by focusing on the **user**.

User experience design scope of concern covers **all aspects** of a person's interaction with an organization and its services or products.

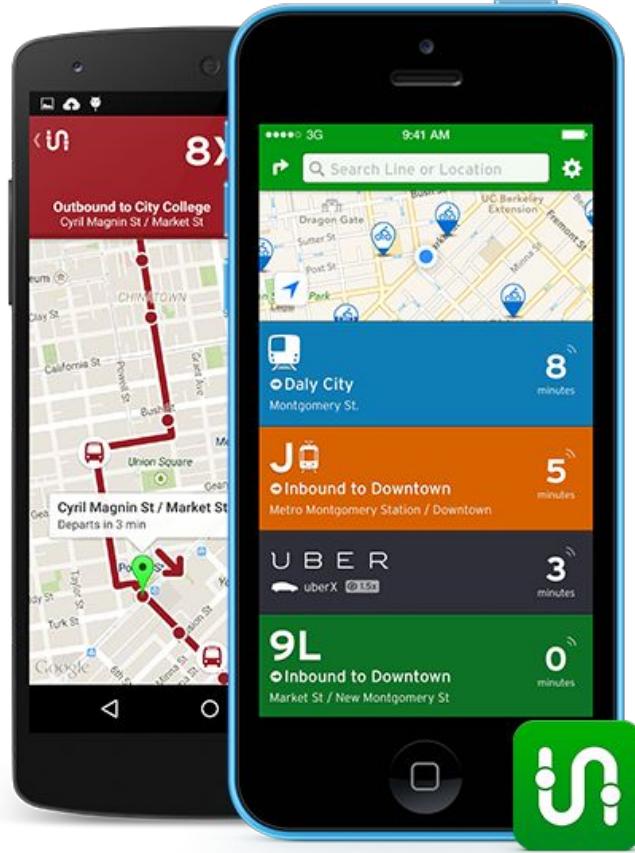








INTRO TO UX DESIGN





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- The Design Process**
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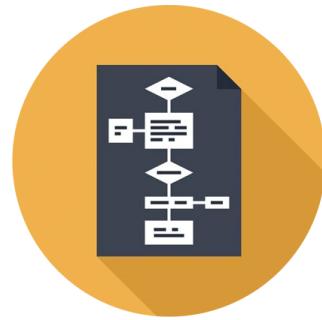
# A UX DESIGNER DOES...

Visual Design **Interface Design** Interaction Design  
**Strategy & Planning** Prototyping **User Research**  
Customer Journey Mapping **Motion Design** Graphic  
Design **Accessibility** Product Design **Information**  
**Architecture** Content Strategy **Usability Testing**  
Persona Creation **Copywriting** Sound Design **Sketch**  
**Sessions** Stakeholder Management...

# Facets of UX Design for Digital Products



User Research  
(UXR)



Interaction Design  
(IxD)



Visual Design  
(VsD)

# User Research & Planning



- Understanding our customers and problems
- Create a solid structural base for the project
- Ensure we build the right thing
- Interviews, user testing and validation

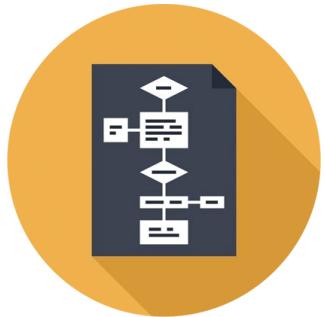
User Research  
(UXR)

# User Research & Planning

Used to structure the narrative and content of a product, includes researching target markets, researching business requirements, mind mapping and personas.



# Interaction Design

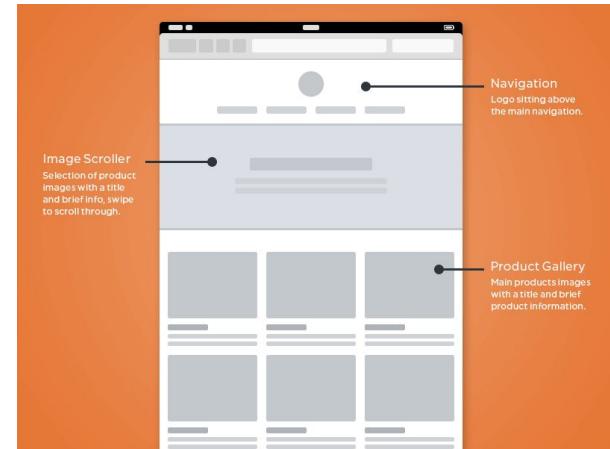
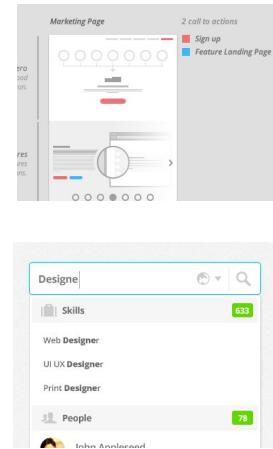


- Add function to the structure base
- Create user flows & navigation
- Organize screen real estate
- Wireframing & Prototyping

Interaction Design  
(IxD)

# Interaction Design

Interaction Design focuses on the usability of a product. Working through wireframing, navigation patterns, designing and utilizing interaction models, and developing hierarchy to achieve an accessible and intuitive product.



# Visual & Interface Design

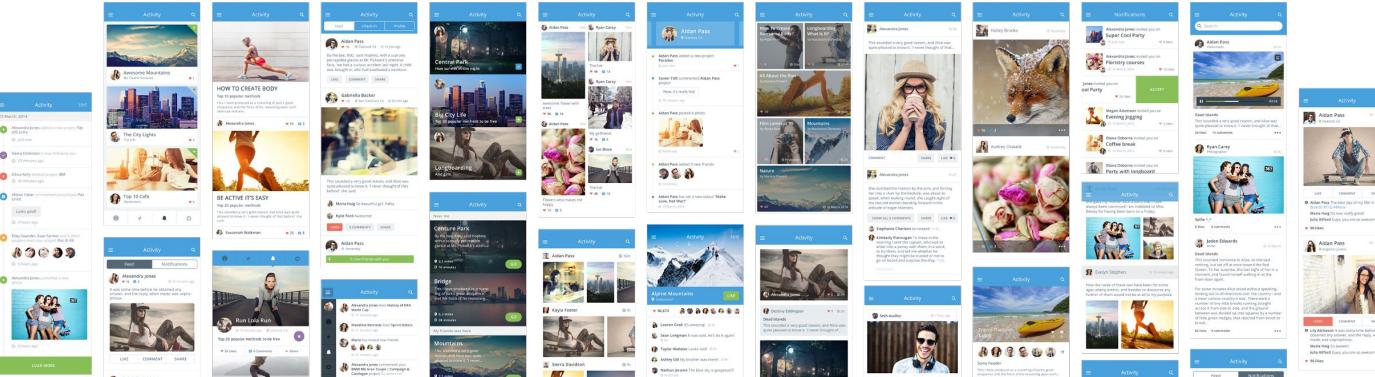


Visual Design  
(VsD)

- Create personality and brand
- Ensure product feels right to use
- Use animation to add life
- Typography, layout, colour and graphics
- Create all UI elements
- Mockups & Prototyping

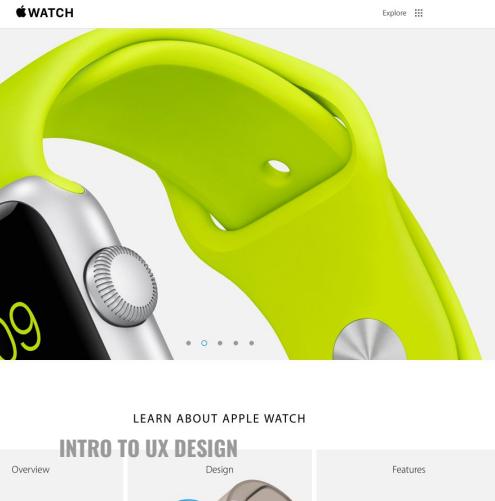
# Interface Design

Interface Design is about making the main tasks actually able to be accomplished, taking the interactive elements and adding delight to create a product that is engaging and effective. Interface design also involves microinteractions that make users smile and products sticky to use.



# Visual Design

Visual design maximizes the aesthetic, information-conveying capabilities of graphics and text. Building and/or utilizing a visual brand is a very important step, and usually the first thing users notice.



Dave Gamache

Previously designed Twitter & Medium. Adventuring.

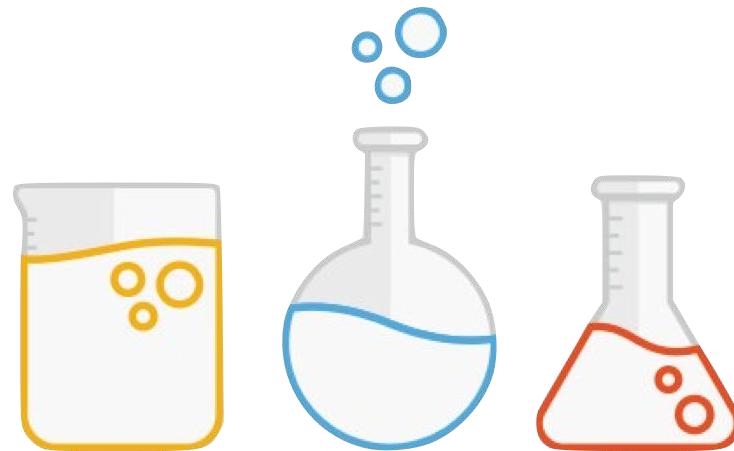
FOLLOWING

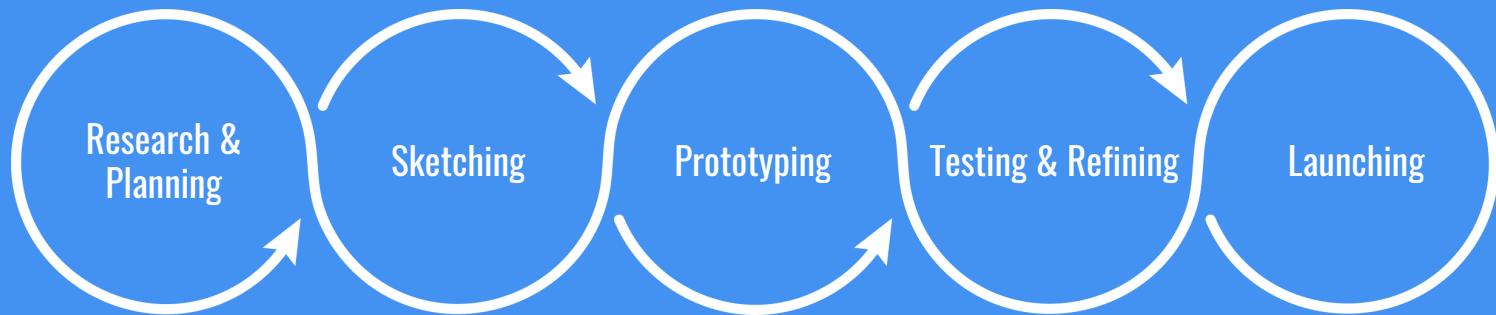
FOLLOWERS

ELSEWHERE



# UX Design is a Process, Not Art





# AGENDA

What is UX Design?

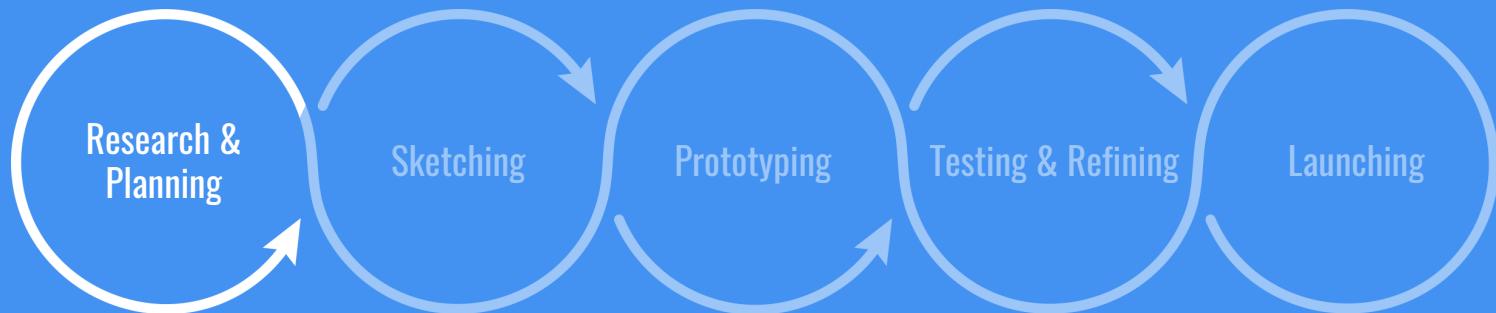
The Design Process

**Intro to Our Project**

InVision Hands-On

Wrap-up & Questions

**DESIGN PROBLEM** It's  
stressful when vacation  
accommodations cancel  
at the last minute.







# USER PERSONA

***What is it and why is it important?***

- Sets of characteristics that form a specific person.
- Represents a significant portion of users
- Enables designer to focus on manageable and important cast of users.
- Empathy for the user allowing for deeper understanding of needs.
- Provides point of reference for success/failure.

# KELSIE MATSEN

Age  
28

## Occupation

Stay-at-home mom  
previously an admin assistant

## Status

Married with a 3 year old



INTRO TO UX DESIGN

## Motivations

VALUES

CONNECTIONS

PERSONALIZATION

EFFICIENCY

## Goals

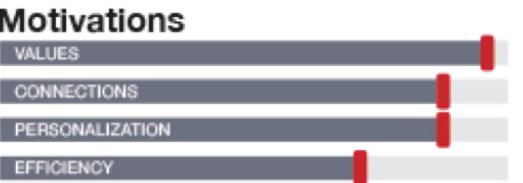
I want to spend time with my family.  
I want to budget my money wisely,  
so I can provide a future for my child.

## Frustrations

I am really busy.  
I don't like repeating tasks.  
I don't like waiting.

## Bio

Kelsie is 28 years old. She married her best friend Geoff in college. They have a 3 year old son named Ethan. She gave up her job as an administration assistant to be a stay at home mom. Kelsie values a good deal and spending time with her awesome toddler. She loves taking him to explore the city.



## Personality - ISFJ

### "The Defender"

Outgoing Introverted

Intuitive Observant

Thinking Feeling

Judging Prospecting

## Brands



## Desiree Johnson



### Goals

- Convenient way to see exactly how much water she family uses.
- Educate her family on actual water usage.
- Money saved from reduction in water usage.
- Feeling that she and her family are helping the environment.

### Frustrations

- Overcomplicated hard to navigate app.
- Water bill not community available to public
- Info on usage from water bill is hard to understand & the relevance

### Bio

Desiree is a loving mother of 2. She considers herself fairly aware about water usage. But now with the California drought in the news everyday she is realizing that there isn't much available online to help her. She is looking for a product that tells her in real-time exactly how much water is being used in her home, and when.

She hopes to educate her children on the experience of water scarcity now by living about change in their behavior. She hopes they will not have to experience a drought like this again in their lifetime.

### Motivations

- Incentive
- Fear
- Achievement
- Growth
- Social

### Brands



### Preferred Channels

- Traditional TV Ads
- Online & Social Media
- Referral

## Clark Andrews



### Motivations

- Extrinsic
- Fear
- Achievement
- Growth
- Power

### Goals

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

### Frustrations

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

### Bio

As an IT systems software developer, a "data junkie" and for the past couple years, has been interested in tracking aspects of his health and personal life. Clark wants to track his exercise, happiness, stress levels, and more. He wants to see how all of these affect his well-being. Although he would drive occasionally on friends on the weekend, he would like to cut down on alcohol intake.

### Personality

- Extrinsic
- Intuition
- Sensing
- Thinking
- Feeling
- Percieving

### Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

### Brands



## Jack Rowland



### Motivations

- Extrinsic
- Fear
- Achievement
- Growth
- Power

### Goals

- To reduce email
- To help educate advertisers
- To transition toward email + automated customer service

### Frustrations

- Confusing UX for advertisers leading to increased tickets
- Logging the calls manually
- Multiple steps to completing a ticket

### Brands



### Personality

- Extrinsic
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### Technology

- IT & Internet
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### Brands

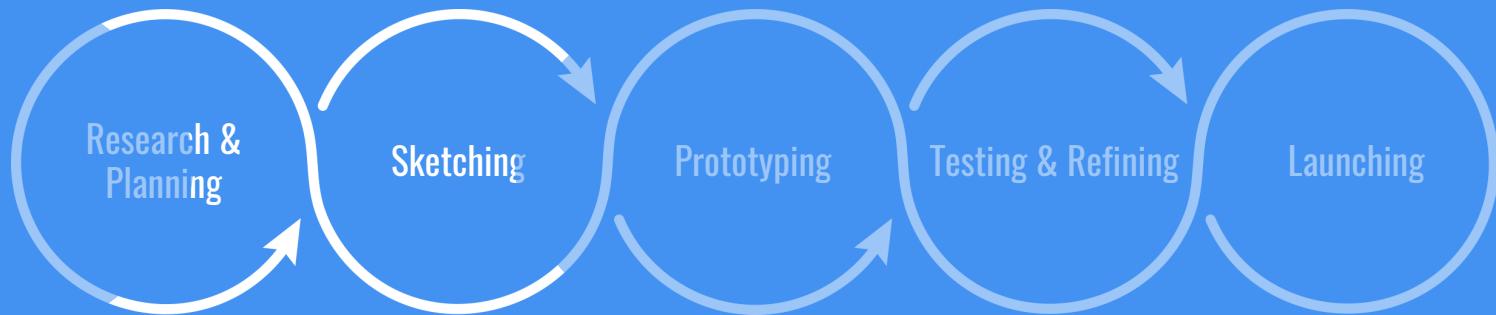


# RESEARCH INSIGHTS

- 1 88% of travellers have children and want to spend more time with their family.
- 2 74% of travellers don't like to repeat the same tasks.
- 3 62% of travellers want simple and easy steps for booking travel.

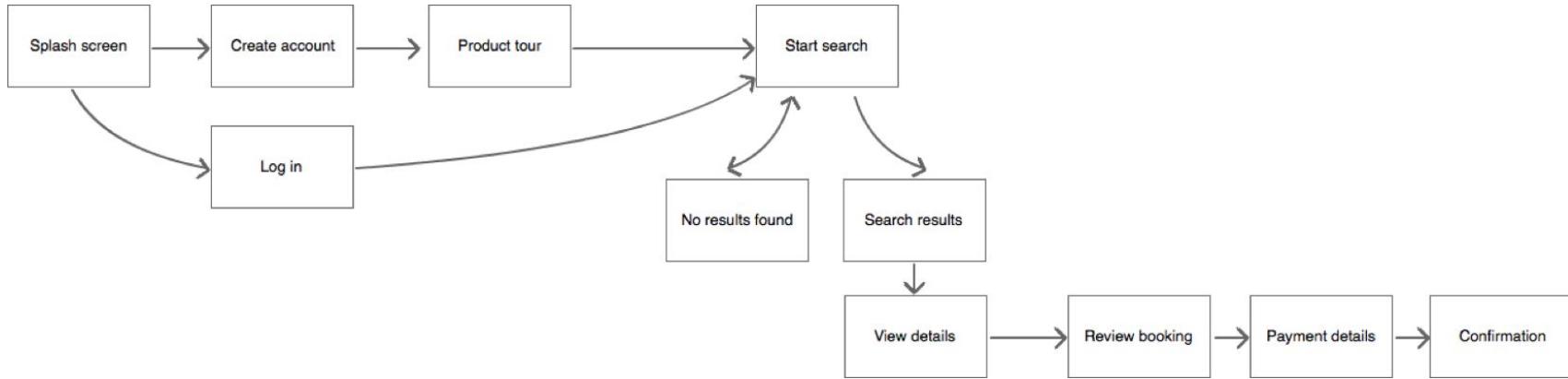
# OBJECTIVE

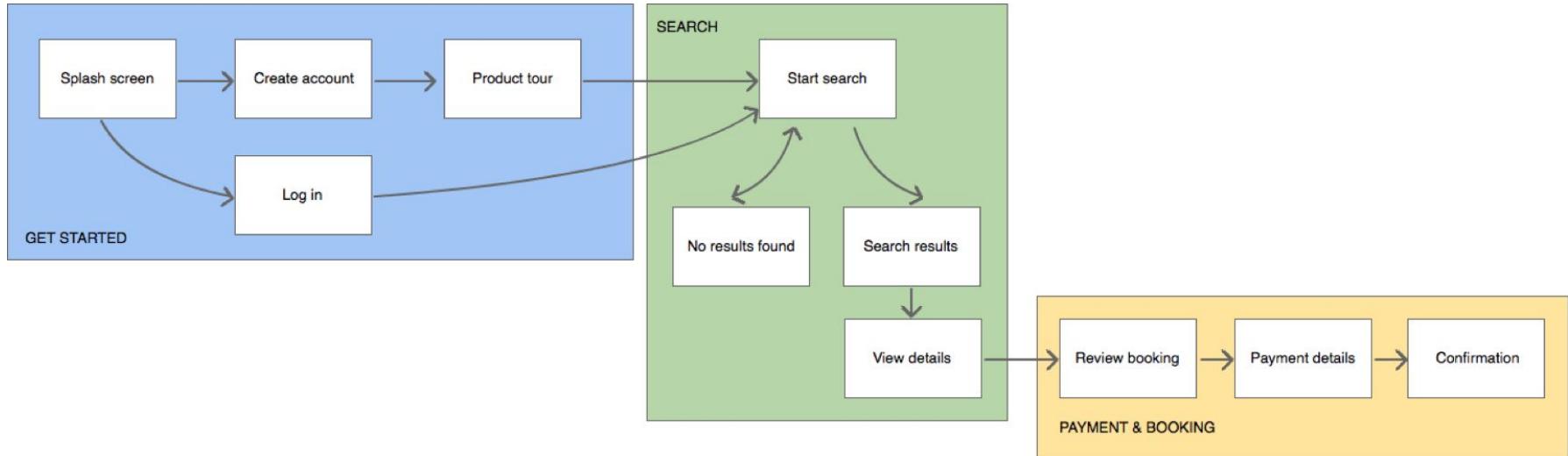
Design a product that eases stress and makes it simple to book accommodations for “Kelsie” and her family within 15 minutes of interacting with the app.

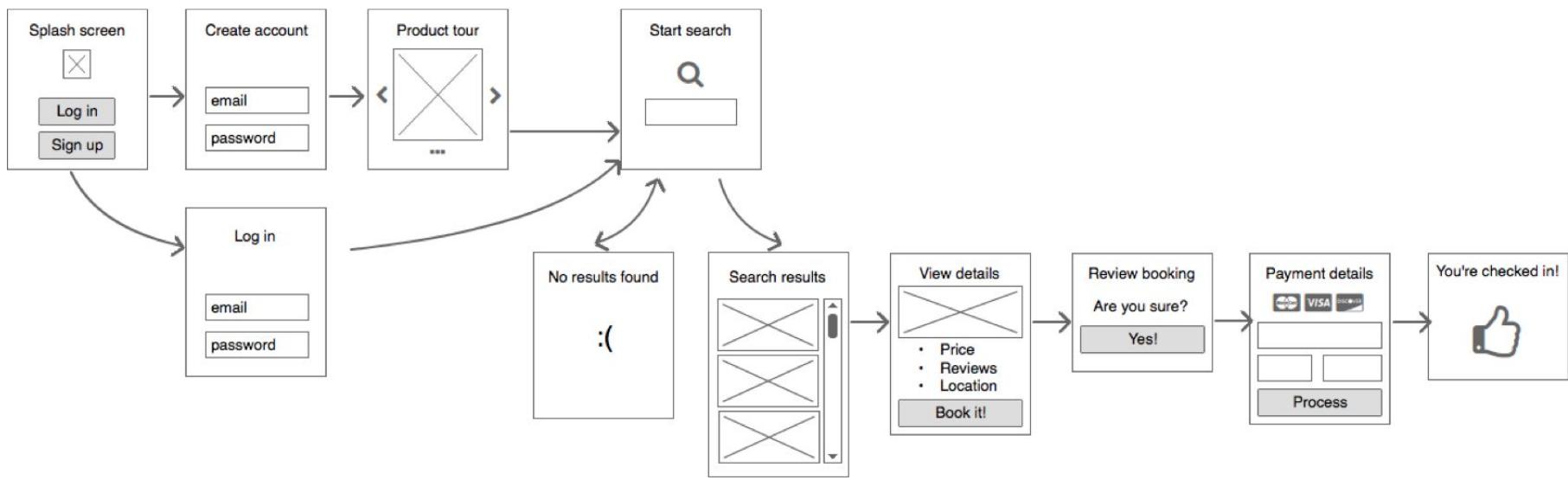


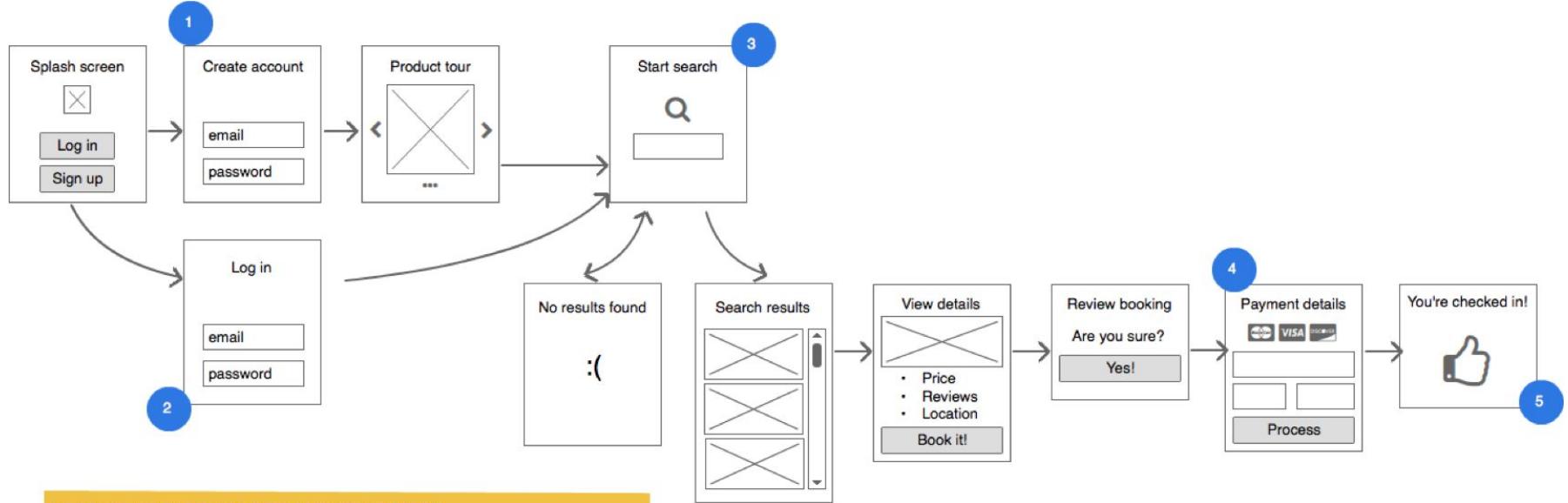
1. See available hotels — → 2. View hotel details
  - Stressed
  - Family chaos
  - Untrusting
2. View hotel details
  - Comparing
  - In a rush

I want to book this.
3. Account sign in / creation
  - Ugh.
  - Familiar
4. Review booking ←
  - Is this right?
  - Correct credit card?
5. Booking confirmation
  - Relief
  - Screenshot?









1. Do we really need login/registration up front?
2. Add in "Forgot your password" flow
3. What does the user search for? Is this just geo located?
4. Can the hotel be in this "reserved but not paid for" state?
5. How do we handle payment denied? What happens to the booking?
6. What does the user do after confirmation?

# WIREFRAMES

# WireFrames Best Practice

- Use common UX patterns
- Focus on the task at hand
- Delay the hard parts
- Help users make decisions



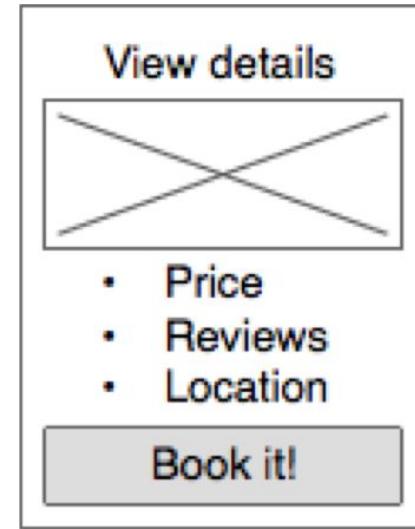
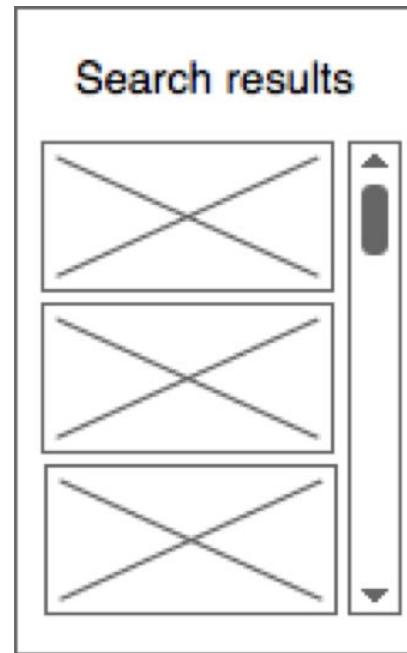
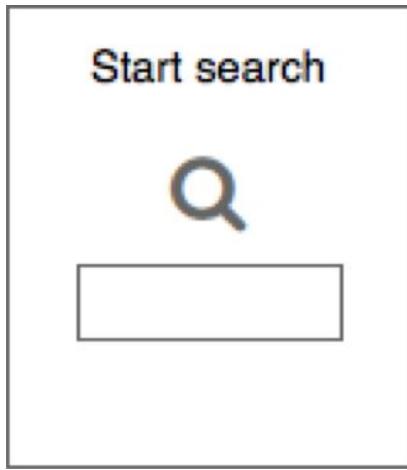
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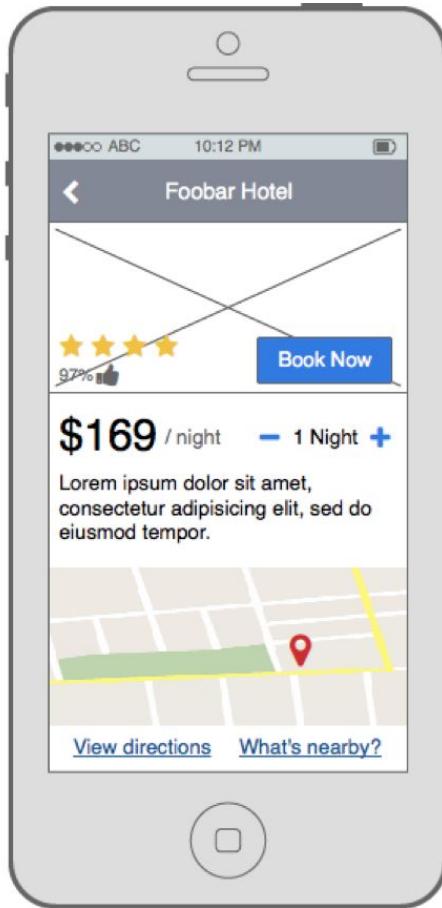
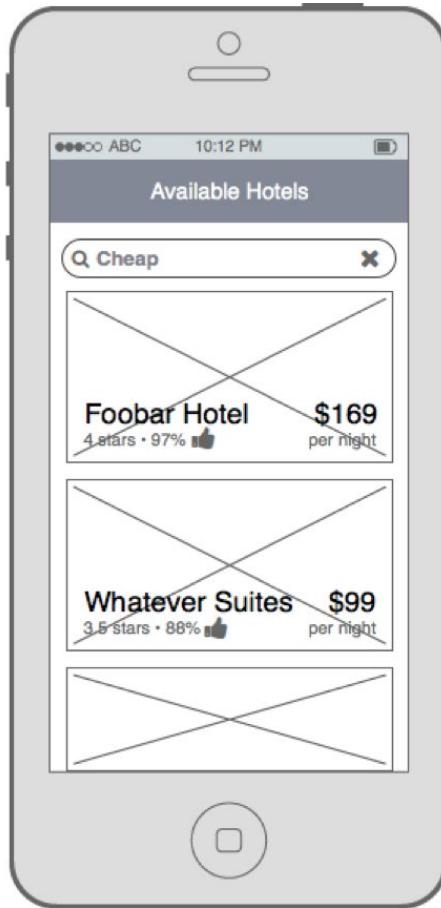
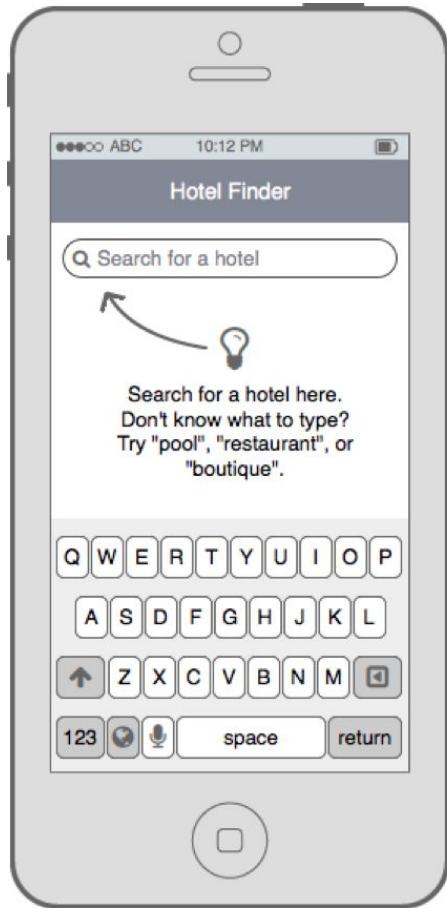
[balsamiq.com](http://balsamiq.com)

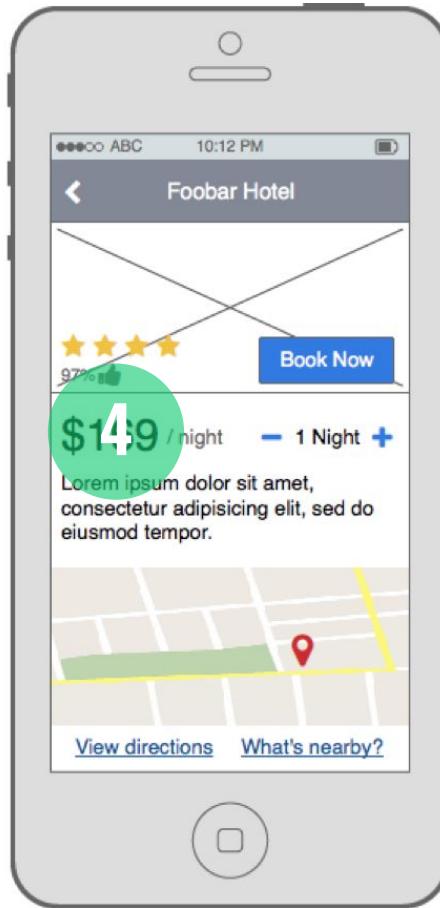
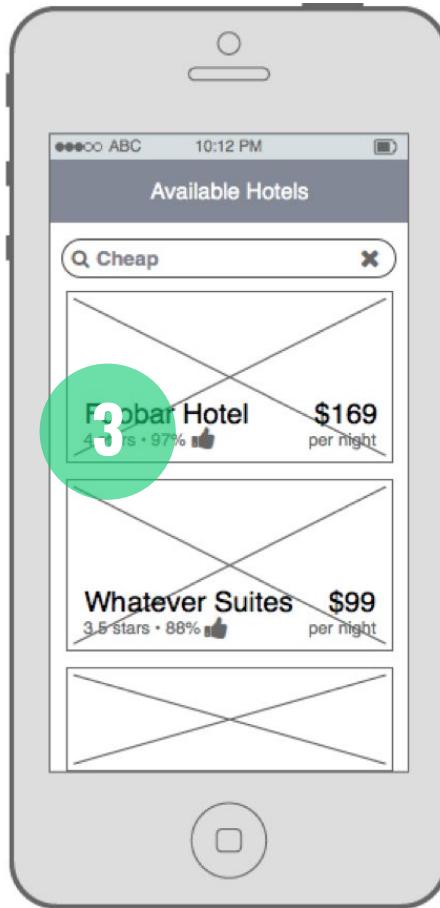
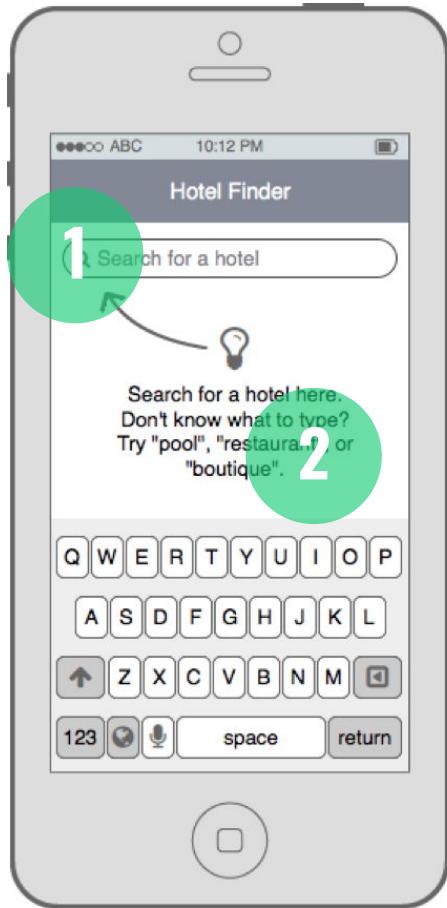


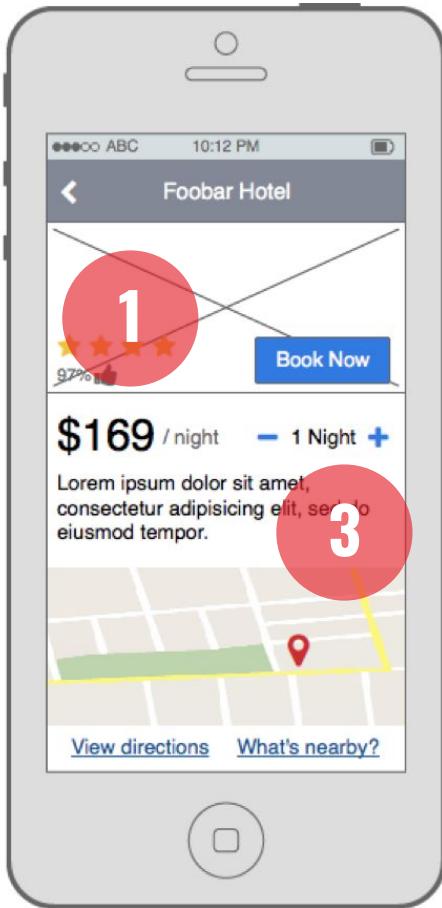
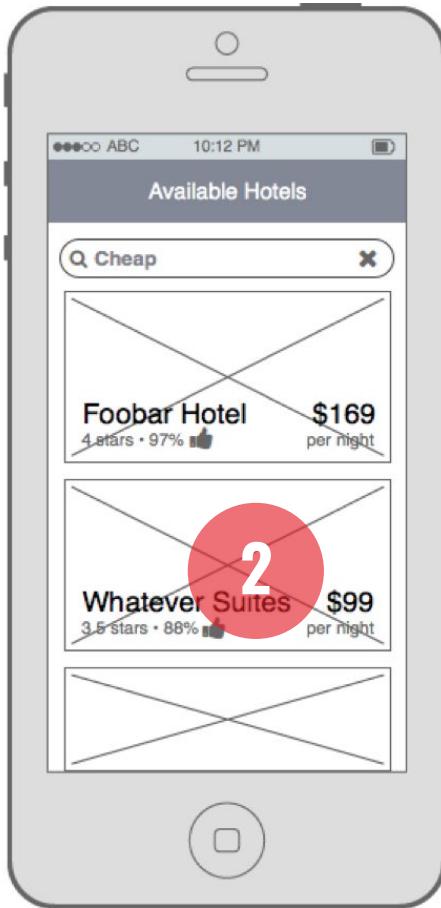
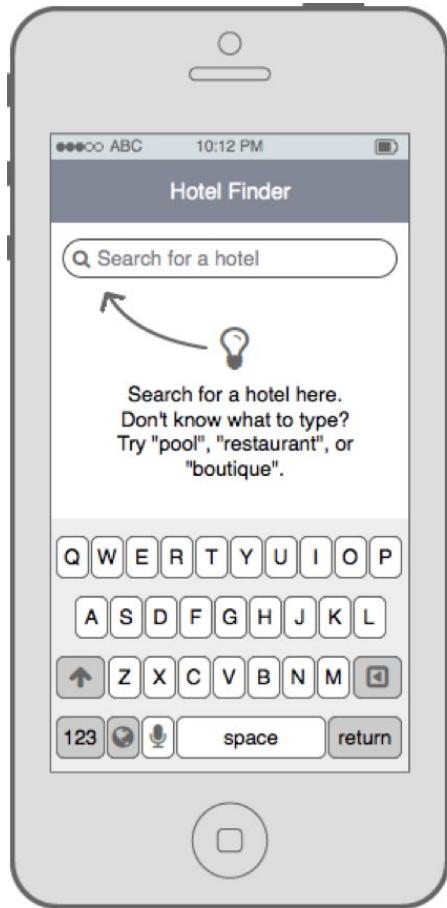
**Omnigraffle**

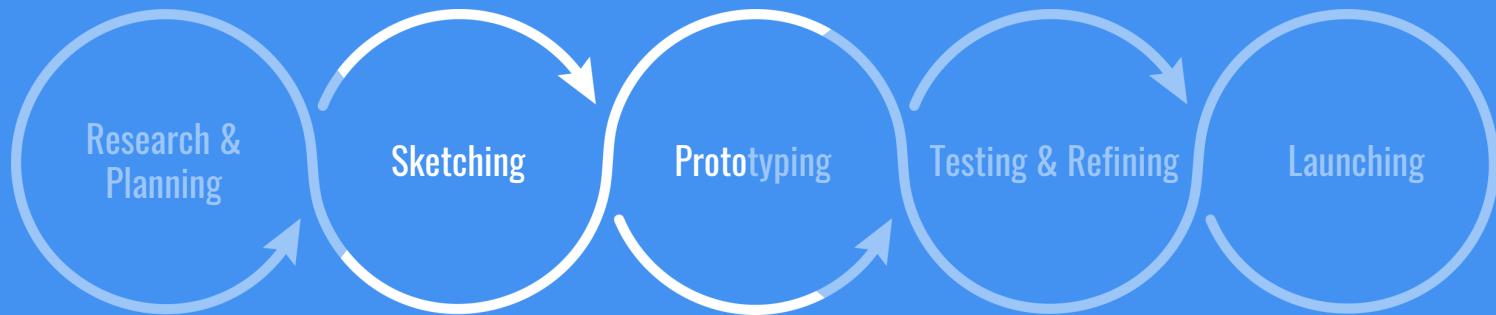
[omnigroup.com/omnigraffle](http://omnigroup.com/omnigraffle)











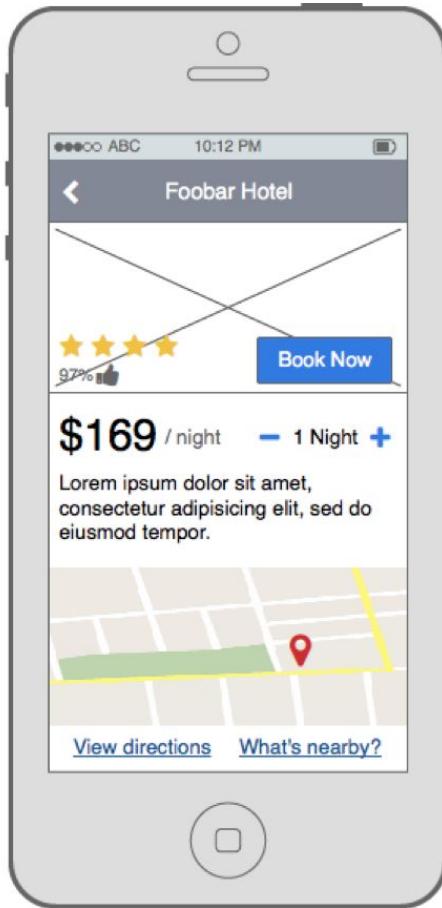
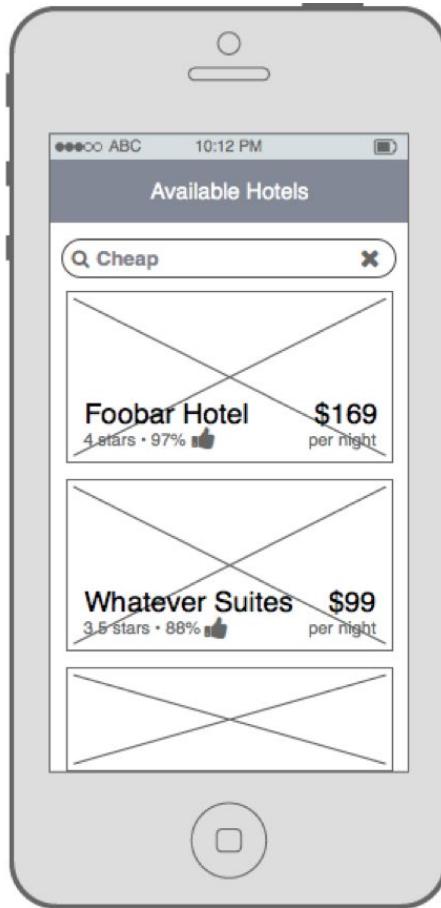
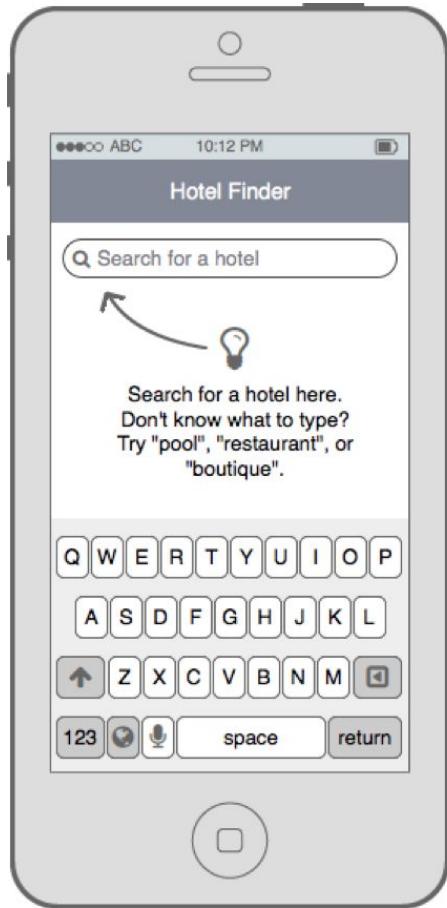
# Visual Design Best Practices

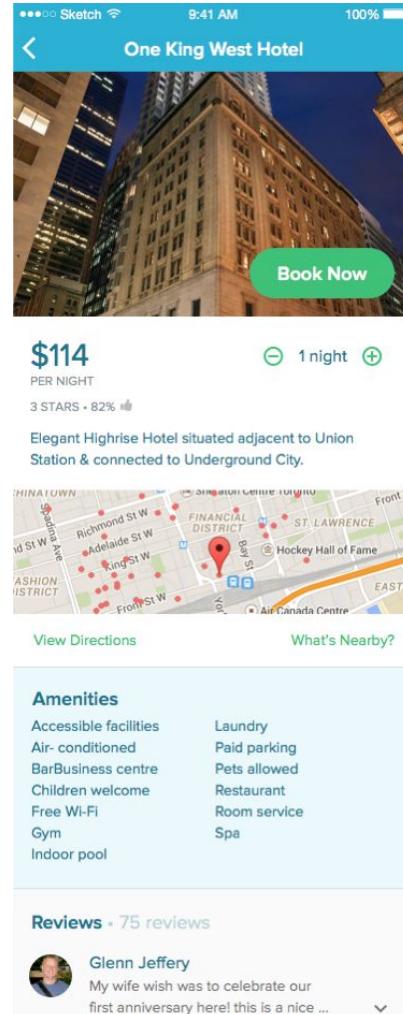
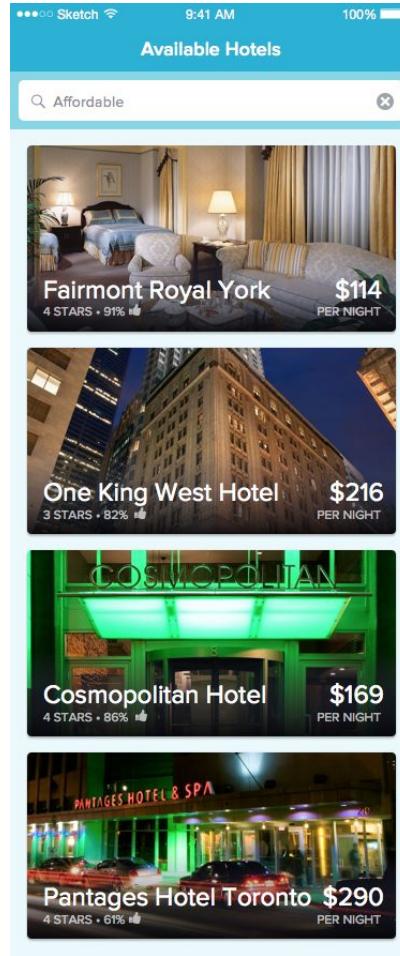
- Be Tasteful & Exercise Restraint
- Product Consistency
- Speak Directly
- Clear Navigation

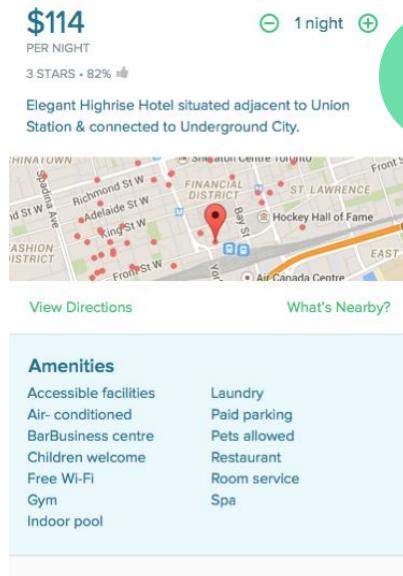
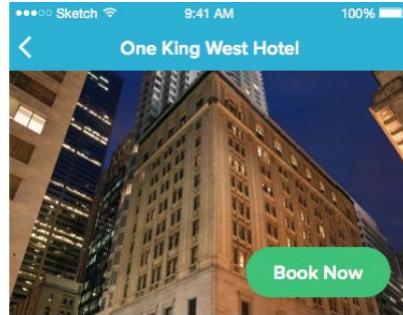
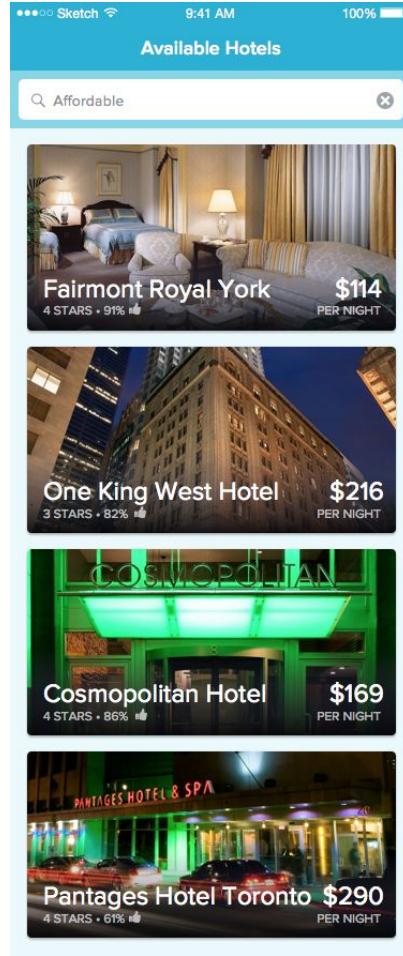
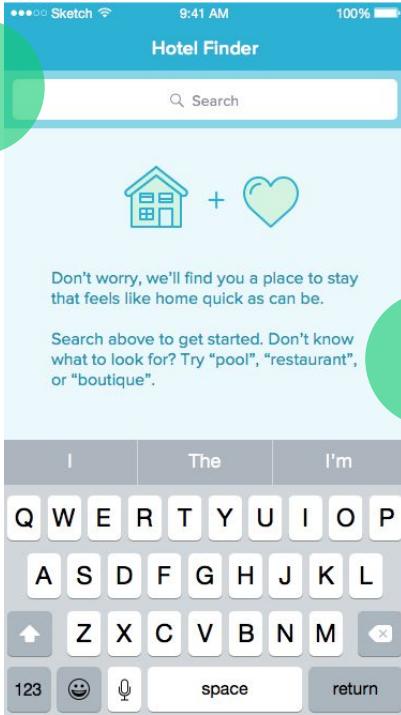


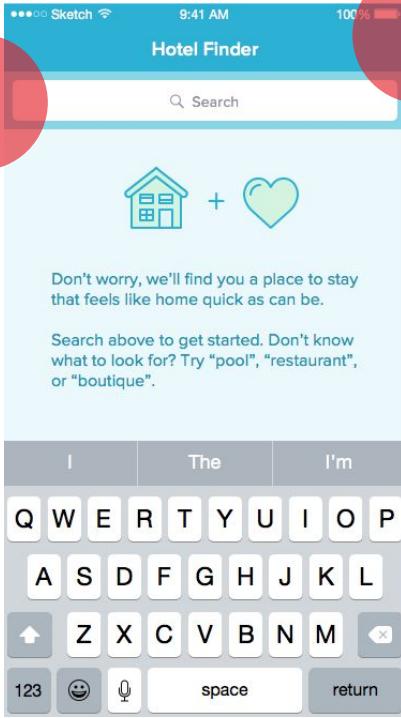
**Sketch**

[sketchapp.com](http://sketchapp.com)

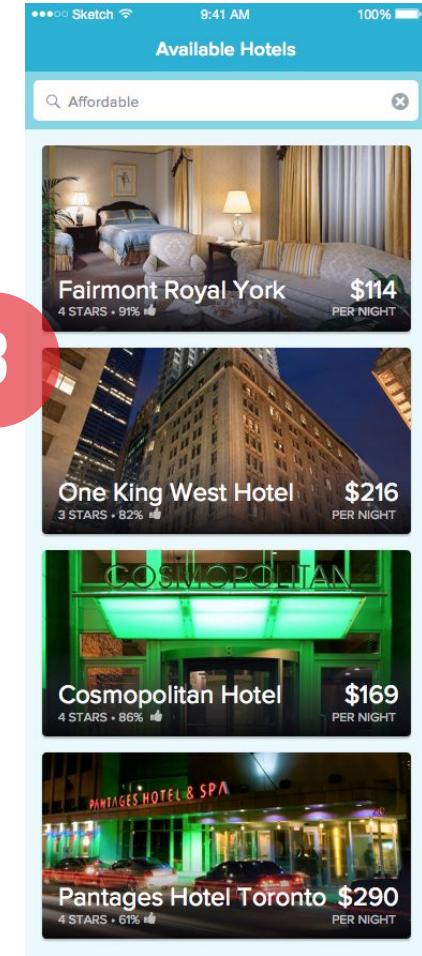




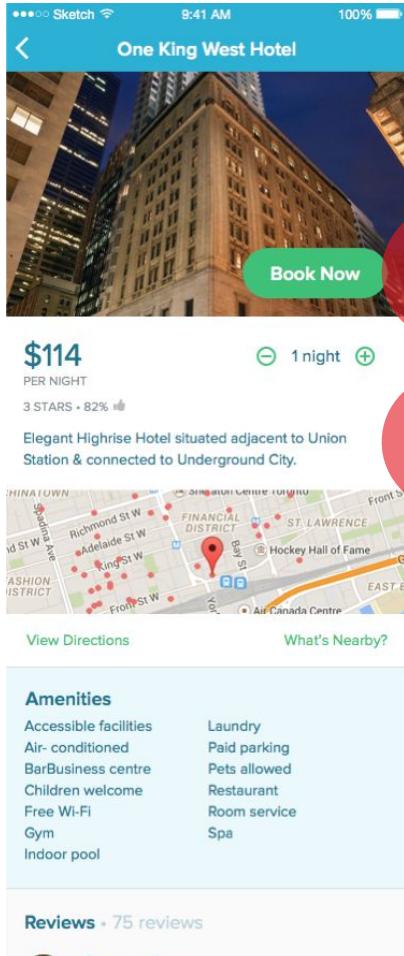




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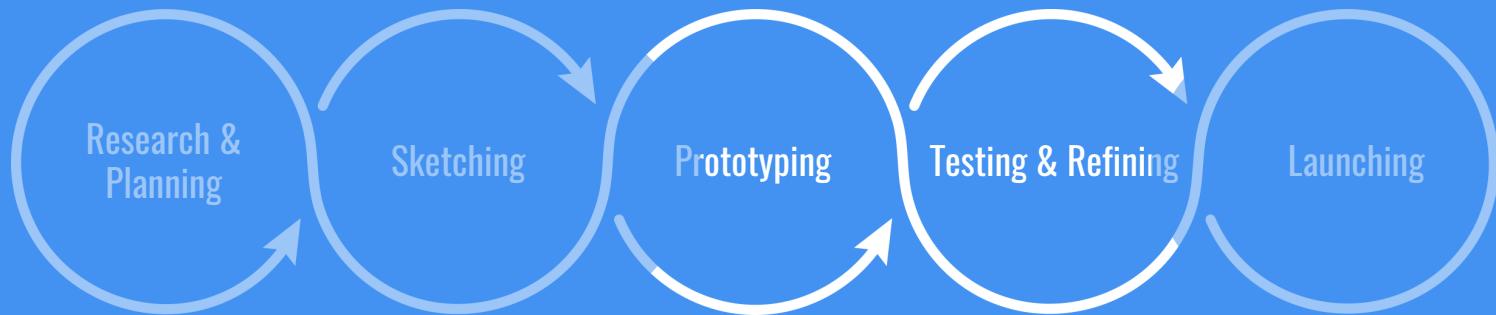
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# PROTOTYPING



# AGENDA

What is UX Design?

The Design Process

Intro to Our Project

**InVision Hands-On**

Wrap-up & Questions



InVision

Invisionapp.com

**<http://bitm.kr/1W7NY76>**

# What Do We Use Prototypes For?



Client Buy-In

Team  
Collaboration

User Research  
& Validation