**Idiot Buttons : The Placebo in UX Design (Oliver McGough, 2015) :**

**A false or unnecessary interactions to create a desirable state of mind for our users :**

**The Refresh Button : Putting the user in control, Removes any doubt, it tells them that there is no more information to come**

The Save Button : Reassuring the user, removing the uncertainty of putting the trust in the machine, provide consistency workflow

Loading Screen on Personalised experience : building a sense of anticipation, artificially increase the value of the experien**ce**

**Others Placebo : Control, Manipulation, Reassurance**

**3 Common UX Mistkes Killing Good Design (Kamil & Jerry Cao, 2015) :**

**1. Designing for yourself (or committee) : isolate passion from ego.**

**You’re not out to prove anything with your design, your only goal is to help the user while creating a memorable experience in the process. Designers feel an almost parental sense of responsibility over their creations, but you must makesure the responsibility is to users and not your ego. The best way to learn how to balance restraint with passion is deconstructing the work of others.**

Tips on staying grounded in the design processs (from WEB UI Best Practices) :

- Always put yourself in the user’s shoes at every stage of the design process.

- Create user journeys to map out how the site will be used by different user groups.

- Work on buyer personas to further understand how different users groups navigate websites and what they want from the site

- Identify difficult aspects of the UI in order to create initial wireframes for those parts so that it fits in with UX practices

- Test on as many real-world devices as possible. If the project is big enough, conduct some field research with users

- Carry out A/B testing to test various design elements such as colors, buttons, text, images, etc

**2. Mistaking the definition and priority UI over UX :**

How UX Solves problem : content strategy, user research, usability, interaction design, information architecture, visual design

UX is all about how the overall design makes the user feel. UI is all about which buttons to press and whereto go next

By working through the content first before wireframing, prioritize your design accordingly :

- Content Structure : know your users – their fears, their goals, their desires, behaviors, and ambitions.

After initial user research, create an interactive site map that actually clicks through to your pages (use Keynote). Always start with a site map, so you can gauge the overall flow of the experience

Once you’ve created the site map, make sure you allow each“branch” to then click through to the prototype

- Interaction Design

- Visual Design

The above process makes sense because :

- content forms the foundation of all design, and it’s what users actually care about.

- iterating on the interactions through low or mid-fidelity prototyping helps you better control the flow through that content

- polish the visual design so the experience feels as inviting as possible, considering vision as our strongest sense

**3. Asking users for too much information :**

**Sales teams usually want more lead information, while designers fight for the best user experience (which indirectly meets business needs). The only way to strike a balance is to test (i.e A/B testing on form elements).**

When in doubt, ask yourself what the user would do, then slowly work your way back to the business goals.

Business goals might decide the destination, but user requirements must always steer the ship.

**10 Pro Tips to a Smarter UX Design Process (Jessica Lowry & Jerry Cao, 2015) :**

**1. Define the problem before hunting for solutions**

start all your design projects with the **“How Might We...”** approachof design thinking, each of those three words plays a role in spurring creative problem solving :

The ‘how’ part assumes there are solutions out there — it provides creative confidence

The ‘Might’ part says we can put ideas out there that might work or might not — either way, it’s OK.

And the ‘we’ part says we’re going to do it together and build on each other’s ideas.”

**But it doesn’t work as well with problems that are too broad (“How might we solve world hunger?”) or too narrow (“How might we increase profits by 5 percent next quarter?”). Figuring out the right HMW questions to ask is a process, Brown says: “You need to find the sweet spot.” Though it works best with ones that are ambitious, yet also achievable.**

**2. Know your user like an old friend**

**Anything that puts you deeper into the mind of the user is an investment in successful design :**

- 2.1 Conduct user research, based on the product stages :

- strategize stage -> research goals = find new directions and opportutinties

- design stage -> research goals = improve usability of design

- launch & assesment stage -> research goals = measure product performance agains itself or its competition

Example Methods :

- strategize stage -> generative research methods = fields & diary studies, interviews, survey, participatory design, concept test

- design - > formative research methods = card sorting, tree testing, usability testing, remote testing (moderated and unmoder)

- launch & assesment -> summative research methods = usability benchmarking, unmoderated UX test, A/B test, clickstream tes

- 2.2 Create User Personas and following template :

- User Personas->User Stories->User Flows->User Journey Map->Ecosystem Map->Brand Positioning Canvas

- 2.3 Mapping out user scenarios / flows : Diagram that shows the path your user will take through your app to achieve a certain goal

- Create user flow on any stage of the design phase to determine the information architecture, user flow contain 3 main element :

- 1. rectangle represent user screen

- 2. diamon represent decision : tapping login buttom, swiping to left, zooming in/out

- 3. arrows to link up screen and decision together’

- to practice this, recreate some app user flow by your analysis based on some feature they provide (i.e creting a tweet)

- Many teams create user flow diagram befor create their UI wireframes

- After creating user flow, many design teams continue to create user flow up to the prototype stage

- this means substituting the wireframe screens with prototype screens  
 - Making any changes in user flow diagram is fast and cheap rather than change in actual code on working app

- User Flows vs User Stories (user flow normally cames after the user persona and story) :

Naviagtion vs Life Story

- User Flows = focus on diagram how a user progress through different screens of the app to achieve a goal

- User Stories = explains a feature requirement from the point of view of the user (i.e what they’re looking and why they need it

Computer Approach vs Human Approach

- User Flows = focus on ttechnicalities and logistics of how a user uses your app

- User Stories = it describes the feature they need that would make life easier for them

Smaller Picture vs Bigger Picture

- User Flows = relate to how a user carries out a particular task on your app

- User Stories = arranging sticky notes on a board with your team about various touch point the user may discover your app

- User Flows vs User Journeys (

Micro vs Macro

User Flows = more specific on details about solutions to your user stories, focus purely on the logistics of navigations

User Journeys = outlining the user’s frustrations and emotions throughout each step of your product features

Decisions vs Experience

User Journeys = describe the user’s thoughts throughout each step

User Flows = simply describes user decision options through the flow of the app

**3. Consider Extreme Solutions to The Problem**

**Seek inspiration outside of your immediate industry, and you’d be surprised by how effective (and creative) your design solutions become. Example of Extreme Creativity :**

- Duolingo : The app feels more like a smartphone game than a language learning platform. The visual design is the opposite of what you’d expect with its animal icons, casual copy, and fun colors. From an interaction design standpoint, the app even uses in-game currency called “lingots” to entice users. It’s completely unconventional and might sound questionable on paper, but the proof is in the numbers – the company is valued at $470M by Google Capital as of June 2015.

**4. Establish a hypothesis-driven validation into your process before you create a prototype**

**4.1 Identify Your Assumptions : consider your product in terms of desirability,  feasibility and viability**

- Desirability: Is your product solving a customer need?

How is your product helping the user?

Why will people even want it?

- Feasibility:  Can the product be built with the current technologies?

Can all of its features be built?

Does it sync up with existing platforms out in the market in the way you want it to? Have you chosen the *right* technologies?

- Viability: Will producing your product be time-cost and resource-effective?

Does it fit into your company vision?

How about your business model?

Are there similar products in the market?

What are people willing to pay for your product, and how does that match up to your profit goals?

4.2 Reframe Assumptions as Hpyotheses : This helps expose them as subjective opinions still in need of proof rather than objective facts.

- **Your Assumption:** Customers will be happy with the trousers they are mailed through the app.

- **Reframed as a Hypothesis:** We believe that customers will be happy with the trousers they are mailed through the app.

4.3 Rank Hypotheses in Order of Priorit : Determine which hypotheses merit the most attention for testing, consider how significant it would be if that hypothesis were proven false. Throw them up on a wall and vote on what would be most threatening to the product’s success if the assumption turned out to be false.

4.4 Design the Tests : Test the high-risk hypotheses, consider what the most applicable test methods might be for each one.

- Quantitative: Surveys (these can be as informal as a Google Form or Twitter poll), data analysis (of existing products, industries, etc.), A/B testing of prototyped experiences.

- Qualitative: Wireframes, proofs of concept, and other prototypes for user feedback; in person or remote user/stakeholder interviews; ethnographic research; experience prototyping; roleplaying.

In a table, match each hypothesis (listed in order of importance) with its appropriate test method. You may use more than one method per hypothesis. When it comes to uncovering opportunities, testing beats planning every time.

4.5 Test : Start by testing the riskiest hypotheses and refrain from moving on to solutioning or making product modifications until you done

Depending on the chosen test methods, here’s how that might play out :

- **Surveys**: Send your survey link to participants in your user group.

- **Interviews**: Reserve a space, print your interview questions, arrange for a note taker.

- **Representative Designs**: Build wireframes and/or prototypes, reserve a space to test, print test plans.

4.6 Synthesize your Learnings : Once you’ve conducted all of your tests, making sure to capture all your data along the way, debrief with your team to go through the data, synthesize it, and capture learnings.

4.7 Act : return to your product concept and see what refinements, revisions, iterations, and research might be necessary to reduce risk.

**5. Collaborate with a diverse group on the best solution :** if your design is solid, it should hold up to critique and discussion.

- A group of people from different backgrounds who possess different experiences will lead you to better solutions.

- Consider setting up a Think Tank of stakeholders who can share their unique perspectives on how your design can be improved.

- Work with your design manager to ensure that the product team still has the final say with regards to critique.

- Avoid **design-by committee** instead you should design-by team : build trust, standardize communication, rely on the data

- Make sure someone with a little bit of authority and power are filtering unimportant, irrelevant and biased suggestion

**6. Create a story with propper documentation :** Every documentation relates and feeds into each other :

- **User personas** are the cast of characters

- **User scenario** are key parts of the screen play

- **User wireframe** are the stage

- **User flows** are the choreography

- **UI kit** is the set design

Don’t get tunnel vision and obsess over perfecting one design document. Instead, make sure the relationships between each design stage is easily understood since many people other than yourself will review the documentation.

Minimize documentation that doesn’t move the design forward. If your documentation isn’t usable, there’s no reason to create it.

**7. Do a Paper Prototyping :** only move to designing in pixels once you're confident of the content structure and user flows make sense.

Bottom Line, paper prototype are used to :

- Communicate ideas : between designer, developers, users and other stakehodlers in the first stages of the user-centered design process

- Perform usability test : to observe the human interaction with user interfaces even before these interface are designed and developed

**8. Post artifacts on a wall**

**Think about all those detective shows. When a detective is working a case, a wall is transformed into a map of the crime.**

All of the witnesses and suspects are displayed with the evidence that’s been collected. UX designer needs to map the connection of the problem to the users and then link it directly to the solution.

**9. Create a lo-fidelity prototype to test**

**Low-fidelity prototypes allow you to link up multiple wireframes to create flows. In this way, you can test the effectiveness of the order of things, rather than just the elements that the user sees on-screen. You can validate that sequences of interactions / actions make sense for users.**

**As soon as you move into development, certain restrictions are inevitable (browser compatibility, site performance, etc.).**

It’s important to explore and test an interactive design pre-development because it will better inform your user stories, provide developers with rich detail, assist in identifying the right technical solution and provide a usable design to test with users.

**10. Build collaboratively**

**Working with another person generates motivation for self-improvement, establishes a sense of teamwork, and balances productivity by sharing energy.**

**Getting Started With UX Design Process & Documentation (Gusiseppe Getto & Jero Cao, 2015)**

Three step approach :

1. Theory : something more along the lines of “working assumptions” that professional UX designer use when approaching a design process

2. Practice :

3. Reflection

5: kalau pernyataan ini sangat menggambarkan

4:

3: kadang-kadang

2:

1:

0: kalau pernyataan ini sangat bertentangan

1. saya sangat suka bekerja dengan objek (benda) =

2. saya dapat dengan mudah mengenali arah (utara/selatan) =

3. saya punya kemampuan membantu menyelesaikan perselisihan diantara kawan2 saya =

4. saya dapat dengan mudah mengingat kata yg ada di dalam sebuah lagu =

5. saya dapat menjelaskan topik yang rumit menjadi sesuatu yg sederhana dan mudah dimengerti =

6. saya selalu mengerjakan sesuatu selangkah demi selangkah =

7. saya mengenali diri saya dengan baik dan mengerti perilaku saya =

8. saya menyenangi kegiatan yg melibatkan banyak orang =

9. saya mudah belajar dengan cara mendengarkan ceramah dan diskusi =

10. saya merasakan perubahaan mood saat mendengarkan musik =

11. saya menikmati puzzle dan persoalan yang melibatkan logika =

12. dalam belajar, grafik, gambar, flowchart, penting bagi saya =

13. saya peka terhadap mood dan perasan orang di sekitar saya =

14. saya belajar lebih maksimal, bila saya dapat bergerak dan mengerjakannya sendiri =

15. saya memelihara/menyukai hewan tanaman =

16. saya harus bisa melihat manfaat yg bisa saya dapatkan sebelum saya memulai mempelajari sesuatu =

17. saya membutuhkank privasi dan ketenangan untuk bekerja dan berpikir =

18. saya mendengarkan musik, saya tau alat musik yang digunakan =

19. saya dapat dengan mudah mengingat dan melihat kembali kejadian yg pernah saya alami =

20. saya suka dan tertarik dengan topik yg berhubungan dengan lingkungan =

21. saya mempunyai perbendaharaan kata yg luas, dan dapat mengungkapkan diri dengan kata2 tersebut =

22. saya suka mencatat =

23. saya memiliki keseimbangan tubuh yang baik dan menikmati kegiatan fisik =

24. saya mengerti pola dan hubungan pengalaman dalam sebuah kejadian =

25. saya mampu bekrja sama dalam suatu kelompok =

26. saya mengerti cara kerja tubuh dan memperhatikan kesehatan saya =

27. saya tanggap dan jeli seringkali melihat sesuatu yg terlewatkan oleh orang lain =

28. saya mudah gelisah karena harus duduk diam dalam waktu yg lama =

29. saya suka bekerja / belajar sendiri, tidak perlu ditemani orang lain =

30. saya suka musik / membuat lagu =

31. saya suka bekerja dengan angka dan memecahkan soal matematika =

32. saya bisa membaca perubahan cuaca berdasarkan kondisi alam =

2: 5, 5, 5

12: 4, 5, 5

13: 5, 5, 5

27: 5, 5, 5

\_\_\_\_\_+ visual spasial

19, 20, 20 = 19.6

7: 5, 4, 5

16: 5, 5, 5

17: 5, 5, 5

29: 5, 5, 5

\_\_\_\_\_+ intrapersonal

20, 19, 20 = 19.6

5 : 4, 3, 2

9 : 2, 4, 3

21 : 5, 5, 5

22 : 3, 5, 5

\_\_\_\_\_+ linguistik

14, 17, 15 = 15.3

6 : 5, 5, 5

11 : 2, 3, 1

24 : 5, 5, 5

31 : 2, 2, 2

\_\_\_\_\_+ matematika/logika

14, 15, 13 = 14

3: 4, 3, 2

8: 0, 0, 1

13: 5, 5, 5

25: 5, 5, 3

\_\_\_\_\_+ interpersonal

14, 13, 11 = 12.6

1: 5, 5, 5

14: 5, 5, 5

23: 1, 1, 2

28: 0. 0, 0

\_\_\_\_\_+ kinestetik

11, 11, 12 = 11.3

15: 0, 0, 0

20: 3, 3, 1

26: 5, 5, 5

32: 2, 2, 2

\_\_\_\_+ naturalis

10 , 10, 8 = 9.3

4: 5, 5, 5

10:0, 0, 0

18:4, 4, 1

30:0, 0, 0

\_\_\_\_\_+ musikal

9, 9, 6 = 8

visual-spasial :: arsitek, **desainer**, rancang pakaian, jahit, pilot, pelaut, seniman (pengrajin, pematung, pelukis), fotografer, animator,

intrapersonal :: perenung, konselor, filsuf, psikolog, psikiatri, wiraswasta, penulis, **peneliti** atau spiritual

linguistik/bahasa :: jurnalisme, berdebat, berbicara, penerjemah, public relations, guru, bercerita, trainer, penggacara, marketing

logis/matematis :: akuntansi, teknologi, hukum, mesin, pengacara, analis, ilmuan, programmer, dokter, peneliti (riset), banker

interpersonal :: trainer, guru, konselor, manager, marketing, politisi, pekerja sosial, aktor, terapis

kinestetik :: atlet, olahragawan, guru, olahraga, penjahit, pengrajin, penari, aktor, pantomim, koreografer, dokter bedah, tukang

naturalis :: biologi, ekologi, kimia, botani, peternak, petani, perkebunan, koki, pendaki gunung, kolektor tanaman dan binatang, traveller

musikalis :: penyanyi, pemain musik, produser, guru musik, toko musik, konduktor musik, penggubah lagu

UI/UX Designer, Product Designer

designer yang membuat interface yang sempurna berdasarkan hasil penelitian market mengenai kebiasaan interaksinya dengan sebuah prototipe

Melankolis :

Peran : sang penulis skenario

Hasrat : sempurna / memiliki standar tinggi

Kinerja : pemikir kritis dan teoritis

Motto : they like to have it the **right** way

Reflek : melihat hal yang detil, rapih

Pembawaan : serius dan teratur

Semangat : tekun dan konsisten. memiliki bakat yang jelas

Talenta : cenderung jenius dan mampu menganalisa

Sensory : sensitif dan peka, mudah berempati pada orang yang lemah

Kelemahan :

- mudah stress jika hidup tidak teratur dan standar tidak terpenuhi

- membuang waktu dalam persiapan dan terlalu fokus pada yg detail

- terlalu sering mengingat hal yang negatif dan mudah curiga terhadap orang lain

- pendiam, pemurung, kurang bersosialisasi dan mdah sedih jika orang lain tidak terpenuhi dan tampaknya tak seorangpun peduli

Senang kepada :

- orang yang serius

- orang yang intelektual mendalam (selalu bertanya kenapa, harus siap ensiklopedi dirumah, senang fakta)

- orang yang berdiskusi dengan logis (berbicara sistematis tidak loncat ke kesimpulan)

Tidak senang kepada :

- orang yang pelupa dan lambat

- orang yang tidak teratur

- orang yang berbohong

- orang yang tidak jelas

Prinsip :

- saya suka belajar dengan cara yang benar

- saya suka belajar dengan fakta dan angka

- saya suka mengerjakan dengan detail

- saya ingin orang berterus terang kepada saya

Latihan :

- latihan agar lebih rileks ketika mengerjakan sesuatu

- latihan untuk lebih sedikit terbuka

- latihan untuk memahami bahwa tidak semua harus sempurna

20 intrapersonal ()

17 visual spasial (designer, arsitek, menjual barang2 yg berkaitan dengan desain, penjait, pilot, pelaut, seniman, animator, pilot, pelukis, fotografer) laki-laki otak kanan

14 bahasa (pandai bicara. paham yg dibicarakan, belajar bahasa asing : seneng berdebat, pengajar, penerjemah, trainer, marketing

14 interpersonal (jangan jadi public relations, ketemu orang asing, manajemen, politisi, aktor)

14 matematika (akuntansi, teknologi, hukum, programmer, dokter, peneliti, banker)

11 kinestetik (jangan maksain hiking gunung) atlit, penjahit, dokter bedah, tukang

10 naturalis (jangan bisnis catering, pelihara taneman, binatang)

9 musikal (gausah punya toko musik)

1, 2, 3, 3 , 3,

kalo kecerdasan pertamanya bahasa, keduanya intrapersonal = penulis tulen

linguistik + interpersonal + matematik = marketing

bahasa + interpersonal + matematika/kinestetik = guru matematika/olahraga

interpersonal + naturalis + bahasa + visual spasial = guru biologi/masak/gambar

intrapersonal + visual spasial + bahasa =

melihat passion untuk profesi = kombinasi 1 s/d 4-5

bukankah bakat muncul karena kursuskan?

kursus menjadi input otak depan

bakat sudah ada di otak belakangnya

kolaborasi otak depan dan belakang = bakat yang berkembang