



STIKI

SEKOLAH TINGGI INFORMATIKA & KOMPUTER INDONESIA

KULIAH 9

User Experience Designer (UX)



The 2nd Indonesian International Conference in UX
Jakarta, 12-13 April 2016

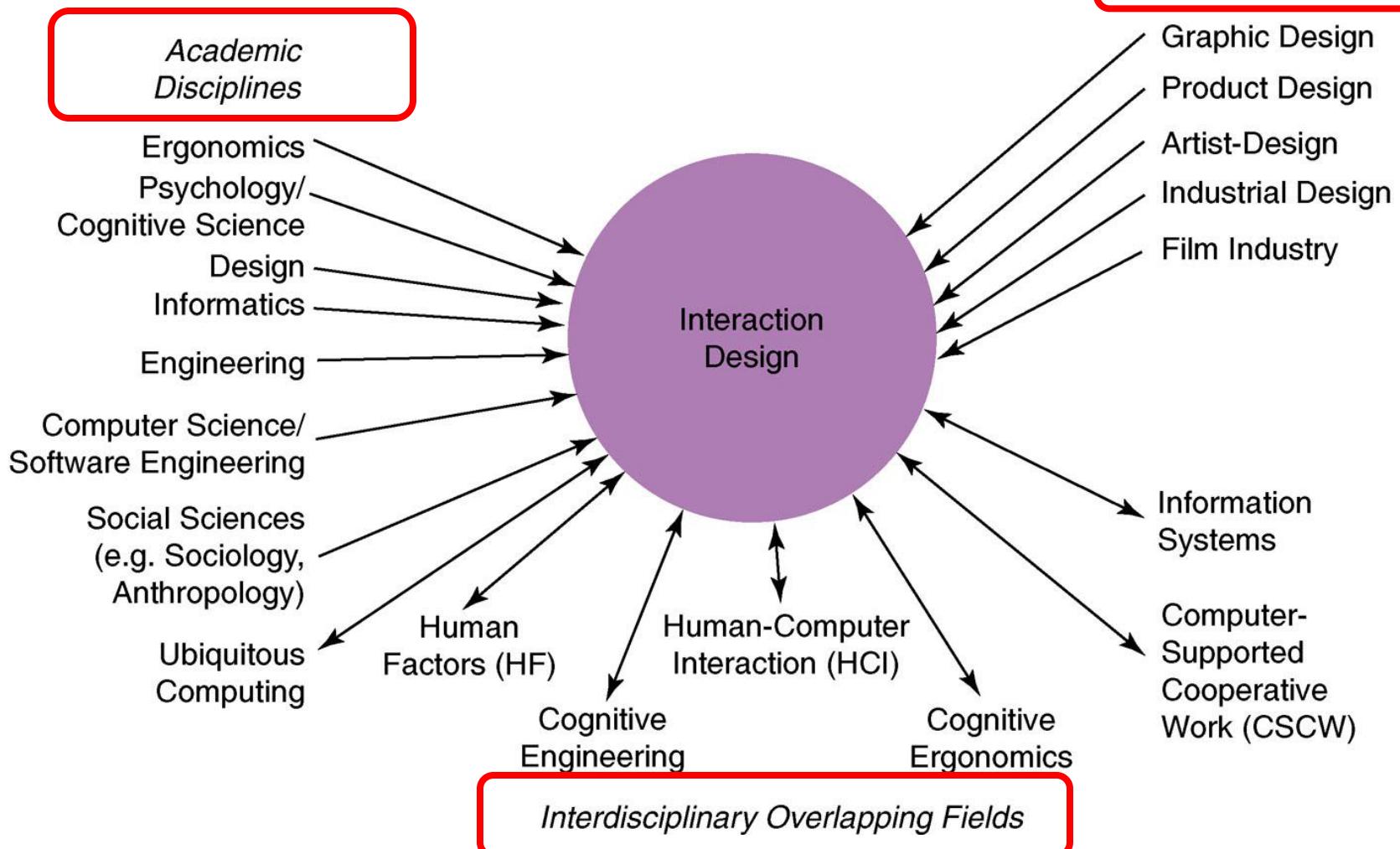


Elizabeth Churchill

Director of User Experience at Google



HCI and interaction design





Working in multidisciplinary teams

- Many people from different backgrounds involved
- Different perspectives and ways of seeing and talking about things
- Benefits
 - ❖ more ideas and designs generated
- Disadvantages
 - ❖ difficult to communicate and progress forward the designs being created





Interaction design in business

Increasing number of ID consultancies, examples of well known ones include:

- ❖ **Nielsen Norman Group:** "help companies enter the age of the consumer, designing human-centered products and services"
- ❖ **Cooper:** "From research and product to goal-related design"
- ❖ **Swim:** "provides a wide range of design services, in each case targeted to address the product development needs at hand"
- ❖ **IDEO:** "creates products, services and environments for companies pioneering new ways to provide value to their customers"



cooper

IDEO





N Nielsen Norman Group: U x

www.nngroup.com

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What do professionals do in the ID business?

- ❖ **interaction designers** - people involved in the design of all the interactive aspects of a product
- ❖ **usability engineers** - people who focus on evaluating products, using usability methods and principles
- ❖ **web designers** - people who develop and create the visual design of websites, such as layouts
- ❖ **information architects** - people who come up with ideas of how to plan and structure interactive products
- ❖ **user experience designers (UX)** - people who do all the above but who may also carry out field studies to inform the design of products



How a product behaves and is used by people in the real world

the way people feel about it and their pleasure and satisfaction when using it, looking at it, holding it, and opening or closing it

“every product that is used by someone has a user experience: newspapers, ketchup bottles, reclining armchairs, cardigan sweaters.”

(Garrett, 2003)

We cannot design a user experience,
we only design *for* a user experience
(the Power of Negotiation and ‘Blusukan’)



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www.id-book.com

**The User
Experience**



What Is User Experience Design? Overview, Tools And Resources

By Jacob Gube

 October 5th, 2010

 Tools, Usability, User Experience

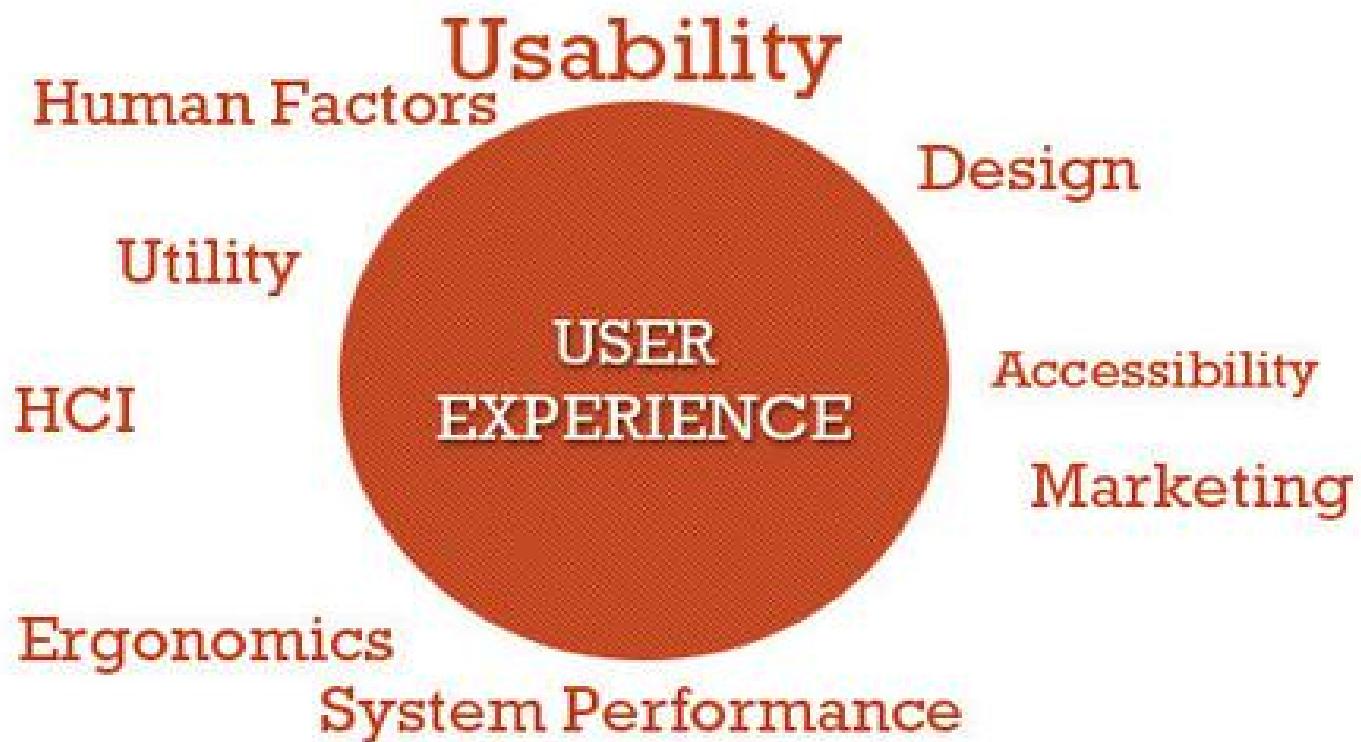
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<http://www.smashingmagazine.com/2010/10/05/what-is-user-experience-design-overview-tools-and-resources/>



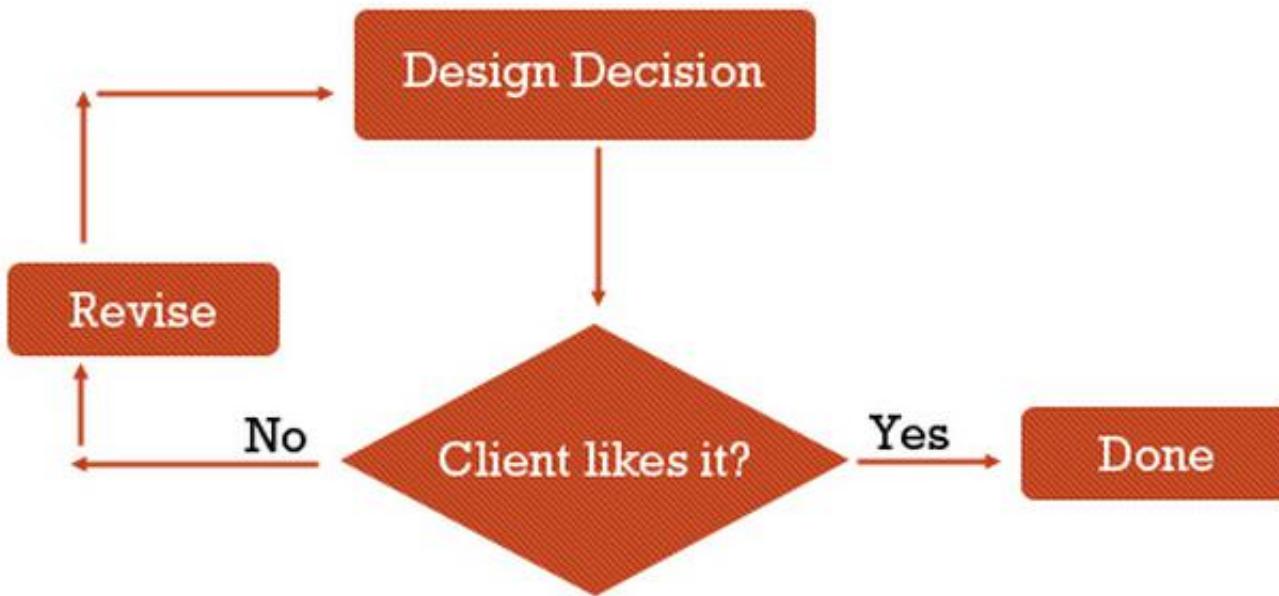
What Is User Experience?

User experience (abbreviated as UX) is how **a person feels** when interfacing with a system. The system could be a website, a web application or desktop software and, in modern contexts, is generally denoted by some form of human-computer interaction (HCI).





Outdated Decision Process



But this decade has witnessed a transformation of the Web. Not only has it become more ubiquitous — the Web had at least 1.5 billion users globally in 2008 — but websites have become so complex and feature-rich that, to be effective, they must have great user experience designs.



Mobile Web

Section 508

Competition

Netbooks

WiFi

Video

Touch Screen

Audio

Dial-Up

**DESIGN FOR ANYKIND OF
HW AND/OR COMM CHANNEL**

Additionally, users have been accessing websites in an increasing number of ways: mobile devices, a vast landscape of browsers, different types of Internet connections.

We've also become aware of the importance of accessibility — i.e. universal access to our Web-based products — not only for those who with special requirements, such as for screen readers and non-traditional input devices, but for those who don't have broadband connections or who have older mobile devices and so forth.



37signals 

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- Access from anywhere
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- More reasons why web-based is better
- Safe, secure, backed-up
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- Always up-to-date



REWORK, our new business book, is available now.

REWORK is our fresh take on business. How to start one, build one, and grow — or not grow — one. It's about getting back to the basics, making things easier not harder, and focusing on what really matters. 265 concise

Manage Projects and Collaborate with Your Team & Clients.
Share files, meet deadlines, assign tasks and centralize feedback.

Basecamp
Manage Your Projects

Organize and Share Information Across Your Business.
The quickest way to create and share information with your whole team.

Backpack
Organize Your Business

Real-Time Chat, File & Code Sharing for Remote Teams.
Campfire is like instant messaging, but designed specifically for groups.

Campfire
Chat with Your Group

Track Your Contacts, Leads, and Deals. Always Be Prepared.
Keep track of past conversations, calls, and emails. Never forget to follow-up.

Highrise
Track Your Contacts

Tools

START-UPS

Start-ups and smaller companies generally do not have the resources to hire dedicated employees for this. For example, [37Signals](#), a lean start-up company that builds highly successful and robust Web applications, including Basecamp and Highrise, [relies on well-rounded individuals](#), people who can “wear different hats.”



Outsourcing

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ABOUT SIGNALS

In this situation, training existing employees (specifically, the Web designer) in the principles and processes of UX, or contracting out the UX work as needed, might be more suitable than hiring a full-time employee. However, creating a solid user experience for users in the very first versions of a product or service can certainly make it stand out and attract users' attention. But as the owner of a start-up, sometimes you may just not have enough resources for hiring a skilled UX designer.



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9:51 PM
6/2/2014



NOT THE SAME THING AS USABILITY

User experience and usability have become synonymous, but these two fields are clearly distinct. UX addresses how **a user feels** when using a system, while usability is about the user-friendliness and efficiency of the interface.

Usability is big part of the user experience and plays a major role in experiences that are effective and pleasant, but then human factors science, psychology, information architecture and user-centered design principles also play major roles.



Tasks & Techniques in UX Designers :

1. Evaluation of current systems.
2. A/B testing. [Membandingkan keefektifan dan kualitas alternatif-2 macam-2 user-interface.](#)
3. User surveys. [Interview langsung thd user potensial yg sebenarnya saat ini.](#)
4. Wireframes & Prototyping. [Lihat contoh](#)
5. User Flows. [Lihat contoh](#)
6. Story telling. [Lihat contoh](#)
7. Design patterns. [Menggunakan Pattern web favorite dg modifikasi.](#)
8. User profiles & personas. [Mem-persona – sisasi web sesuai karakter user.](#)
9. Content inventory ([=site map](#)).
10. Content style guides. [About Brand and Logo](#)



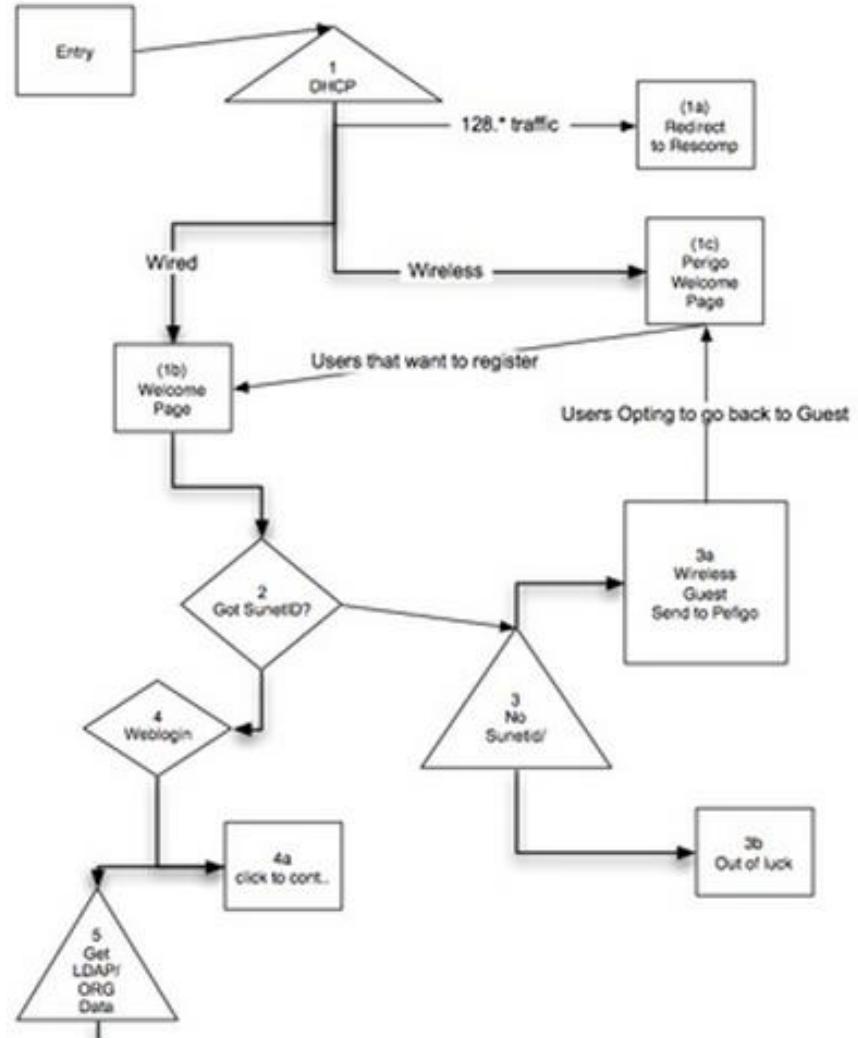
Contoh WIREFRAME and PROTOTYPING:

The wireframe shows a web page for a 'music store'. At the top, there's a navigation bar with 'Home', 'Music', 'Genre', and 'Artist' links, along with 'Log out', 'Your Cart', and 'Your account' buttons. The main content area has a title 'music store' and a breadcrumb trail 'Home > Music > Genre > Artist'. On the left, there's a search bar with 'music' in the input field, an 'artist name' input field, and a 'Go' button. Below the search is a section for 'Related Artists' with links to 'Artist 1' and 'Artist 2'. Underneath that is a section for 'Popular Tracks' with links to 'Track 1 Listen' and 'Track 2 Listen'. The central part of the page features a box for 'ARTIST NAME' containing a description about the artist's bio and discography. To the right of this is a placeholder for 'Album Art' with a large 'X' over it. Below the artist name box is a checkbox for 'send me updates on this artist'. On the far right, there's a sidebar for 'Choose an album:' with three options: 'Album Title 1', 'Album Title 2', and 'Album Title 3'. Below this are radio buttons for 'CD', 'Tape', and 'LP', and a price 'Price: \$16.99'. An 'Add to Cart' button is at the bottom right.

- 1 For Q1 release, music search only
- 2 Related artists determined by user purchasing data mining
- 3 Album art to be approved by legal



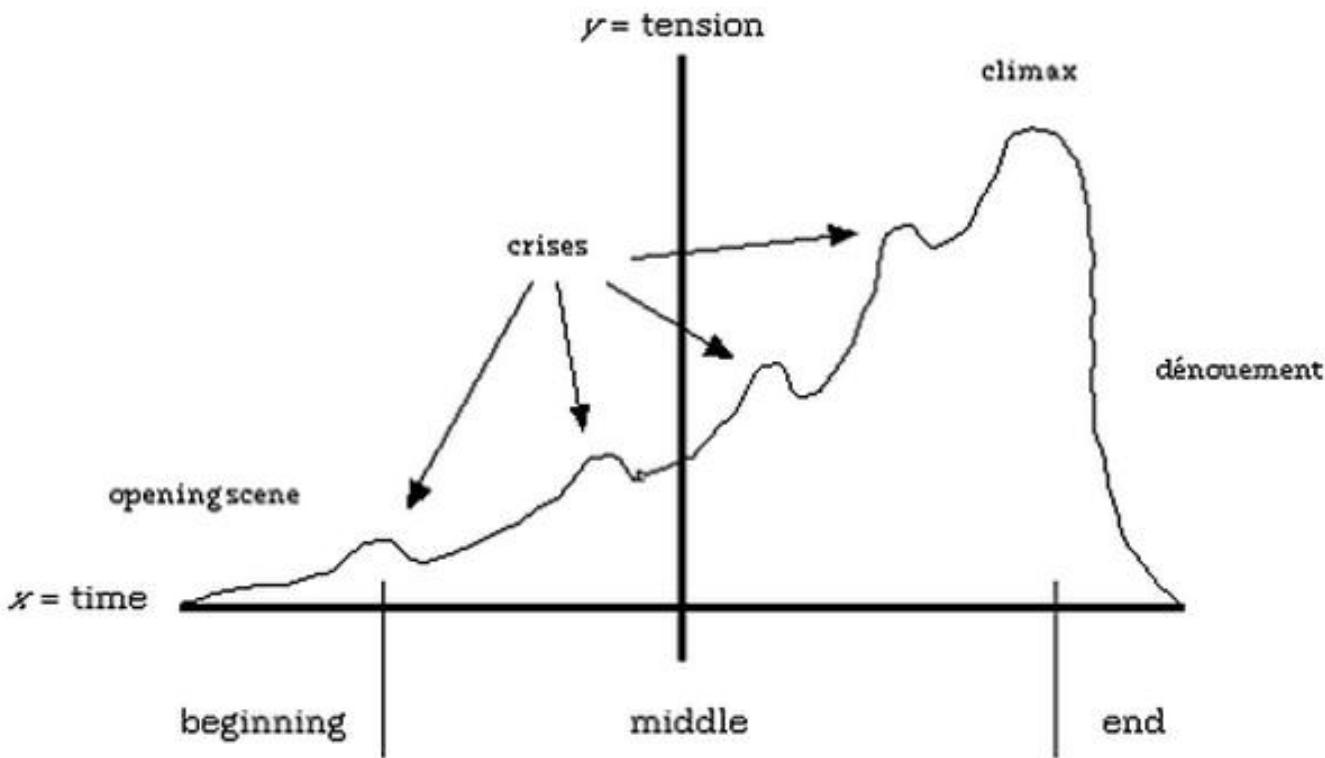
Contoh: User flow:



Bisa diganti dg:
DFD / CD



STORY TELLING:

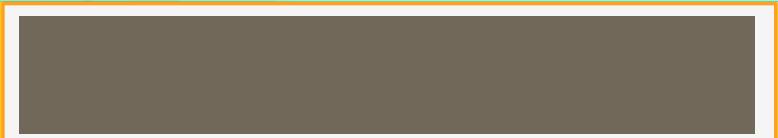


The story arc is widely used in screenwriting and novels.



Contoh: SITE MAP





Contoh: CONTENT STYLE GUIDE



LOGO USAGE DON'TS

- 1. Don't change the logo's orientation.
- 2. Don't bevel or emboss the logo.
- 3. Don't place the logo on a busy photograph or pattern.
- 4. Don't change the logo colors.
- 5. Don't crop the logo in any way.
- 6. Don't add "glow" effects to the logo.
- 7. Don't present the logo on "vibrating" colored backgrounds.
- 8. Don't present the logo in "outline only" fashion.
- 9. Don't place the logo on similarly-colored backgrounds.
- 10. Don't outline the logo in any color.
- 11. Don't add "drop shadow" effects to the logo.
- 12. Don't put a white box around the logo when placed on a dark or busy background.
- 13. Don't reconfigure or change the size or placement of any logo elements.
- 14. Don't stretch or squeeze the logo to distort proportions.
- 15. Don't recreate elements or replace with something else.



Love New York's branding guidelines¹².



Contoh: Majalah-2 UX

The image displays four screenshots of UX-related websites arranged diagonally:

- UX Magazine:** A magazine cover featuring the title "ACCESSIBILITY and the LAW" and a subtitle "HOW GOOD UX CAN KEEP YOU OUT OF COURT". It includes a review of legal considerations regarding web accessibility.
- UX Booth:** A Q&A site for user interface researchers and experts. A featured question is "Our Friend, the Researcher: an Bill Albert".
- User Interface Engineering:** A consulting firm's website with sections for services, articles, events, and reports. It features a "Most user-friendliest" poll and a "Research Articles" section.
- UIE Web App Masters Tour:** A website for a user interface conference, showing a sidebar for "Organizational Schemes" and a call to action for a virtual seminar.



FURTHER READING ON UX DESIGN (AND RELATED FIELDS)

- [25 User Experience Videos That Are Worth Your Time](#)
- [Can Experience be Designed?](#)
- [Userfocus Articles and Resources](#)
- [UX Myths](#)
- [User Experience Publications \(curated by Nick Finck\)](#)
- [10 Most Common Misconceptions About User Experience Design](#)
- [8 Must-See UX Diagrams](#)
- [UX Professional Isn't a Real Job](#)



Selamat belajar !!!!

