SOCIETE GENERALE

USER EXPERIENCE
FOR DEVELOPERS
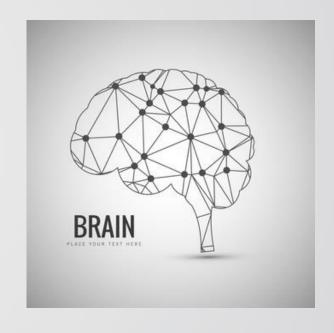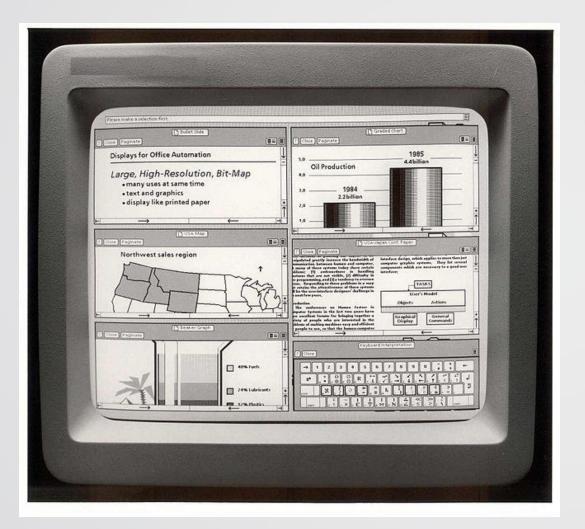Is UI & UX Different?

VIDEO

MAKE US A BETTER DEVELOPER

{ } Developer

IF YOU ARE BLESSED WITH DESIGN GENE

THAT'S GREAT
ELSE?
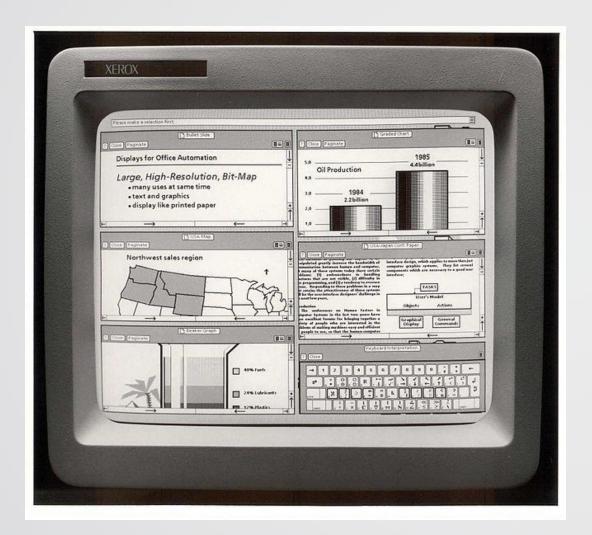
WE WILL TAKE A TACTICAL APPROACH

BY HACKING USER'S BRAIN

BRAIN

PLACE YOUR TEXT HERE

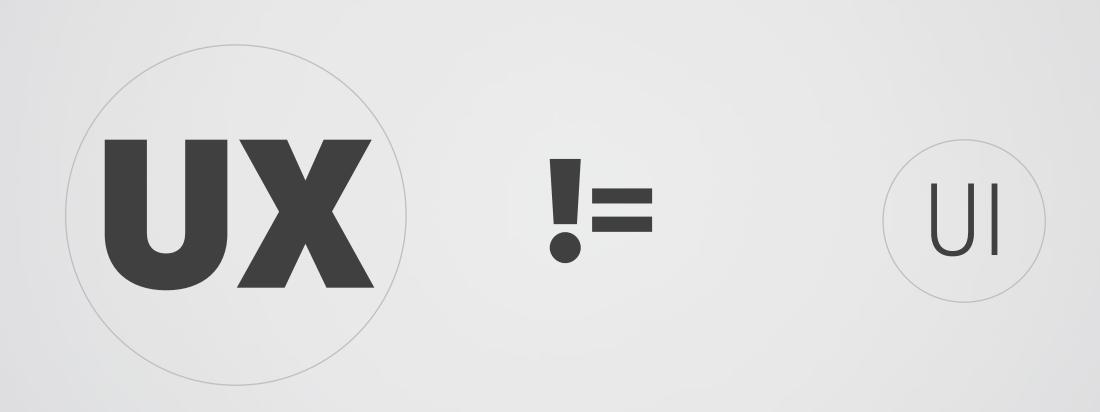Then in 1981, a group of computer scientists at Xerox PARC developed and launched the Xerox Star—a personal computer with the very first graphical user interface (GUI).
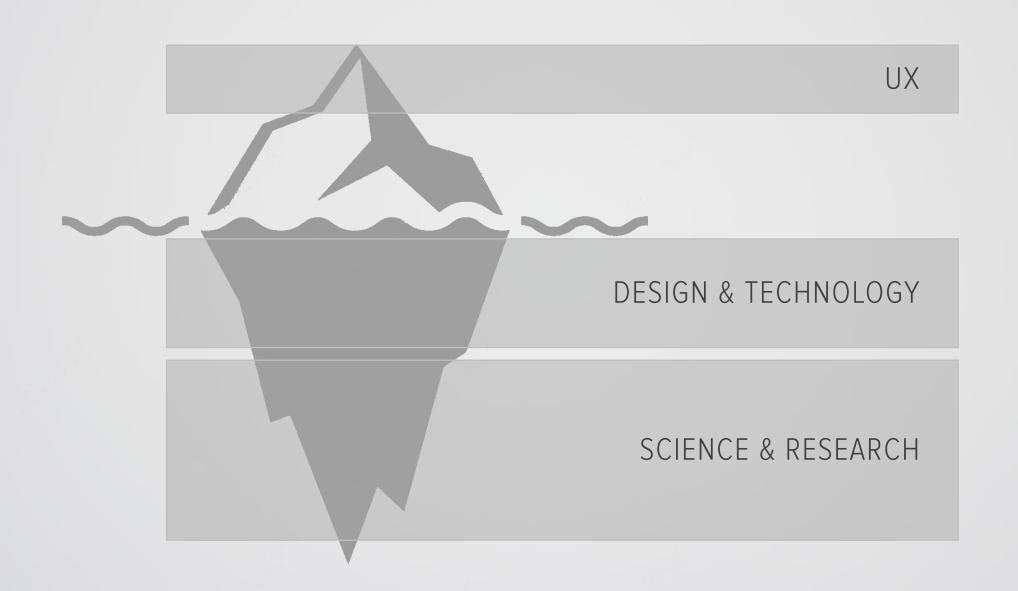
It used windows, icons, drop-down menus, radio buttons, and checkboxes. And it allowed users to open, move, and delete files.

UX   UI

UX != UI
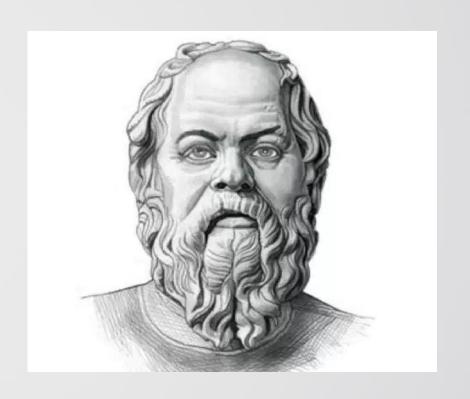
"*UI SERVES AS A **DELIVERY VEHICLE** FOR UX*"

UX

DESIGN & TECHNOLOGY

SCIENCE & RESEARCH

@ bharat **mane**
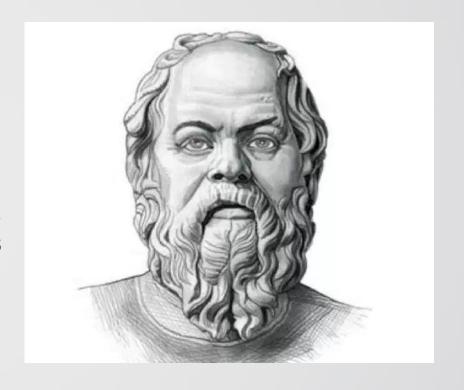
- Human Computer Interaction (HCI)
- Human Factors
- Cognitive Science
- Psychology
- Anthropology
- Linguistics
- Neuroscience

THE BEGINNING OF WISDOM IS THE DEFINITION OF TERMS

-Socrates

interface :

A device or program enabling a user to communicate with a computer

experience :
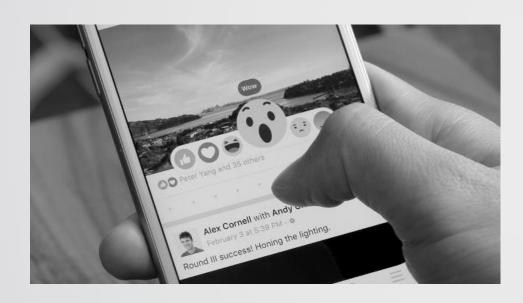
An event or occurrence which leaves an impression on someone

English
Oxford *Living* Dictionaries

UX IS HOW A PERSON FEELS
ABOUT INTERACTING WITH A *PRODUCT*

UX IS HOW A PERSON FEELS ABOUT INTERACTING WITH A *PRODUCT*

CX IS HOW A PERSON FEELS ABOUT INTERACTING WITH A *BRAND*

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(Source: Fast Co Design)

At the most basic level, the **user interface (UI)** is the series of screens, pages, and visual elements—like buttons and icons—that you use to interact with a device.

@ bharat **mane**
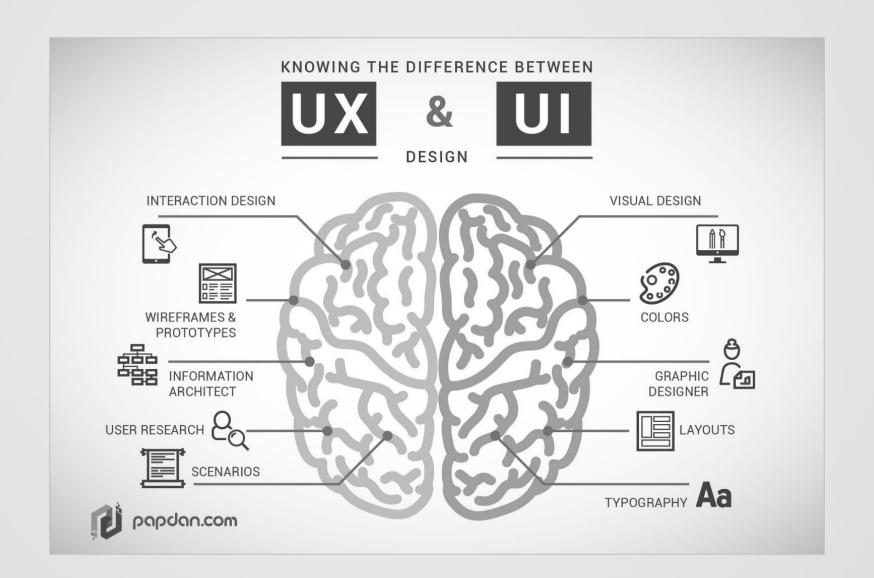
(Source: [User Experience Rocks](#))
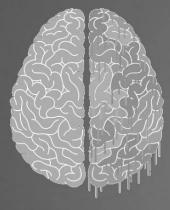
User experience (UX), on the other hand, is the internal experience that a person has as they interact with every aspect of a company's products and services.

@ bharat **mane**

UX

UI

@ bharat mane

?
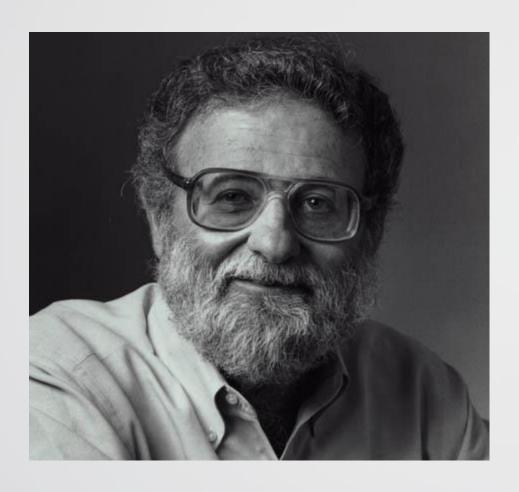
The term **UX** was coined by cognitive scientist **Don Norman** in the early 1990's while he was VP of the Advanced Technology Group at Apple.

"User experience' encompasses all aspects of the end-user's interaction with the company, its services, and its products."

UX
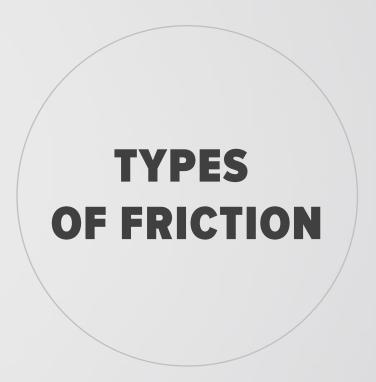
"THE MEASURE OF **FRICTION**
BETWEEN A **USER** AND **THEIR GOAL**"

EMOTIONAL   PHYSICAL

COGNITIVE

TYPES
OF FRICTION

cognition:
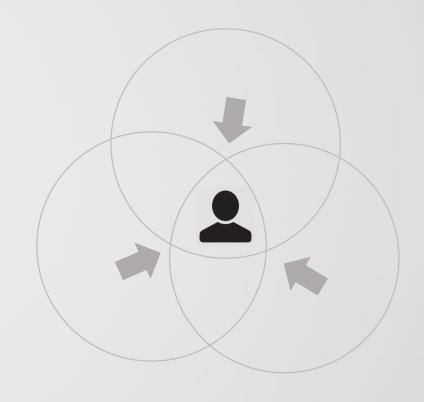
The mental action or process of acquiring knowledge and understanding through thought, experience, and the senses.

BEING DEVELOPER

We are *problem solvers*
We solve *technical puzzles*
We think *logically*
We see the world *differently*
It's our *behavior*

"PUTTING THE **USER** AT THE **CENTER** OF EVERY **DECISION** THAT WE MAKE"

"*WE ARE NOT THE **USERS***"

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COMMON PITFALLS

1

THROWING DATA ON THE SCREEN
Showing lot of Data and not *Information*

EXPOSING TECH TO THE USER

Use of more technical terms than domain language

2

3

MESSY UI

Lack of design skill as an excuse to be LAZY

BEING INCONSISTENT

Inconsistent way to show messages, placement of buttons (save, cancel), names to actions, margins

4

5

CODING FOR THE "EXPERT USER"

Thinking that our users are expert and they would not need easy way as an excuse to make it more intuitive
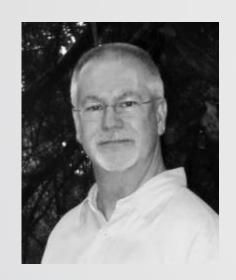
CODING FOR EDGE CASES

Trying code for all possible cases and ending up with YAGNI

6

COGNITIVE BIASES ARE PSYCHOLOGICAL TENDENCIES
THAT CAUSE THE HUMAN BRAIN TO DRAW INCORRECT CONCLUSIONS
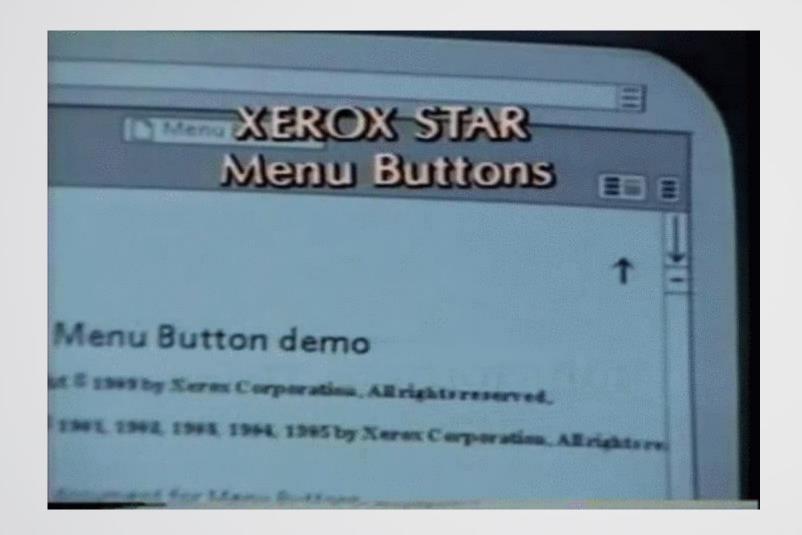
SOCIAL | MEMORY | PROBABILITY/BELIEF | DECISION MAKING

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[Norm Cox](#)

This was made in 1990, sponsored by the ACM CHI 1990 conference, to tell the history of widgets up until then. Source: Brad Myers on Vimeo

COMMON UX MYTHS

1
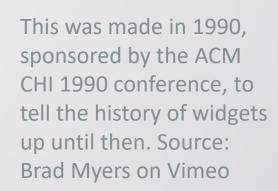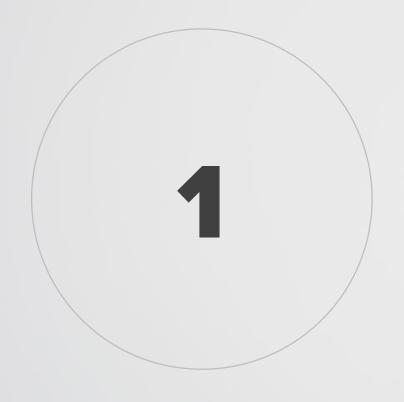
COUNTING CLICKS

Three click rule or Two click rule
User should not click more than 'n'
number of clicks to do an activity
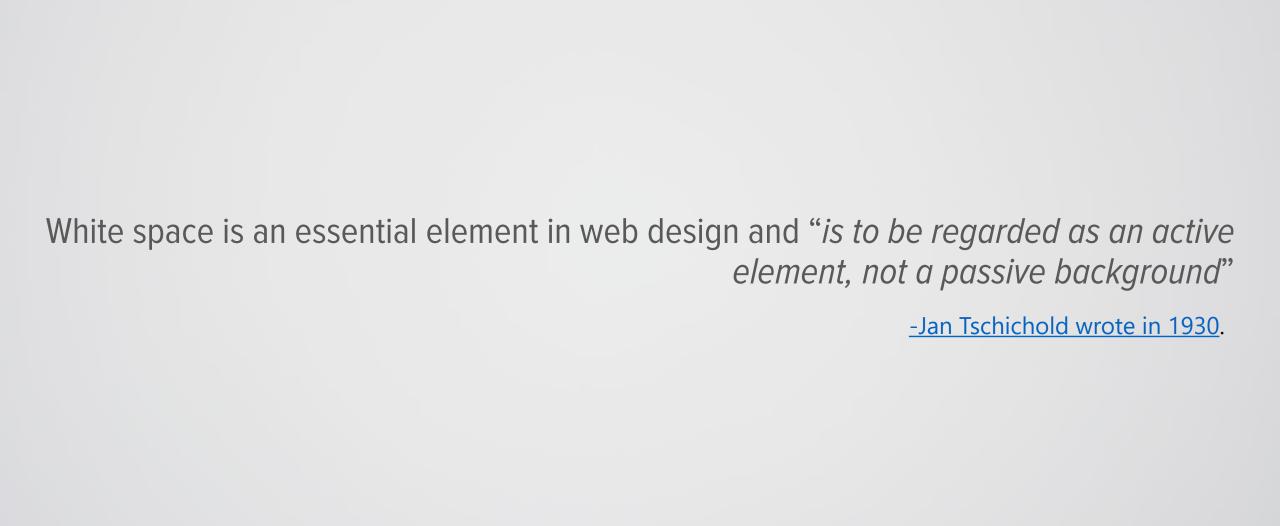
"...the Three-Click Rule does not focus on the real problem. The number of clicks isn't what is important to users, but whether or not they're successful at finding what they're seeking."

WHITESPACE

Whitespace is a wasted space, use all
the available space to showing

2

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White space is an essential element in web design and "*is to be regarded as an active element, not a passive background*"

-Jan Tschichold wrote in 1930.

3

SCROLLING IS EVIL
Everything should fit in one screen

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SMALL DETAILS DON'T MATTER

It's good enough. Let's ship it

4

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"The details are not the details. They make the design."

[Charles Eames](.).

Small details go a long way. This is what Apple is all about: obsessive attention to details down to the smallest bits.

300 MILLION
DOLLARS BUTTON

?

THE DESIGNERS FIXED THE PROBLEM SIMPLY
THEY TOOK AWAY THE REGISTER BUTTON

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decision paralysis?

5

MORE CHOICES & FEATURES

The user may want to this, and that, and that one too... Power user wants to do everything!

Studies show that having too many options often leads to <u>decision paralysis</u> and frustration. As a general rule, users wants to have many features until they start using them. Once they have started using it, the simpler solution wins with <u>higher satisfaction</u>.

Psychologist Barry Schwartz takes aim at a central tenet of western societies: freedom of choice. In Schwartz's estimation, choice has made us not freer but more paralyzed, not happier but more dissatisfied.

Barry Schwartz Psychologist

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TED

USERS MAKE OPTIMAL CHOICES

The users knows what they need. They'll select the right option

6

@ bharat **mane**
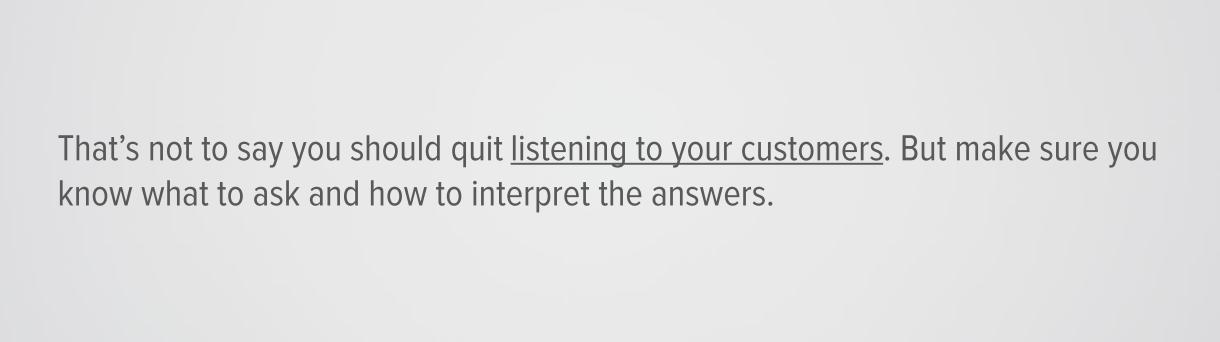
- Usability tests prove that people tend to choose the first somewhat reasonable choice that catches their eyes
- This behaviour, known as <u>satisficing</u>, is a well-known decision-making strategy in psychology
- Steve Krug discusses in <u>Don't make me think</u> that instead of making optimal choices on web sites, users usually just 'guess' because they find it fun, and in addition, there is no penalty for guessing wrong

7

USERS KNOW WHAT THEY WANT

The user may want to this, and that, and that one too... Power user wants to do everything!

That's not to say you should quit <u>listening to your customers</u>. But make sure you know what to ask and how to interpret the answers.

USABILITY > BEAUTY

Users care of if it's usable. They care what it looks like

8

https://uxmyths.com/post/1161244116/myth-25-aesthetics-are-not-important-if-you-have-good-us

@ bharat **mane**

bangalore

community

activities
artists
childcare
classes
events
general
groups
local news

lost+found
missed connections
musicians
pets
politics
rants & raves
rideshare
volunteers

services

automotive
beauty
cell/mobile
computer
creative
cycle
event
farm+garden
financial
household

labor/move
legal
lessons
marine
pet
real estate
skilled trade
sm biz ads
travel/vac
write/ed/tran

discussion forums

android
apple
arts
atheist
autos
beauty
bikes
celebs
comp
cosmos
diet
divorce
dying
eco
feedbk
film
fixit
food

frugal
gaming
garden
haiku
help
history
housing
jobs
jokes
legal
linux
manners
marriage
money
music
open
outdoor
parent

pets
philos
photo
politics
psych
recover
religion
rofo
science
spirit
sports
super
tax
travel
tv
vegan
words
writing

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
rooms wanted
sublets / temporary
vacation rentals

for sale

antiques
appliances
arts+crafts
atv/utv/sno
auto parts
aviation
baby+kid
barter
beauty+hlth
bike parts
bikes
boat parts
boats
books
business
cars+trucks
cds/dvd/vhs
cell phones
clothes+acc
collectibles
computer parts
computers
electronics

farm+garden
free
furniture
garage sale
general
heavy equip
household
jewelry
materials
motorcycle parts
motorcycles
music instr
photo+video
rvs+camp
sporting
tickets
tools
toys+games
trailers
video gaming
wanted
wheels+tires

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
etc / misc
food / bev / hosp
general labor
government
human resources
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing

gigs

resumes

event calendar

M	T	W	T	F	S	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use new
privacy policy
system status

@ bharat mane

- A positive first impression — usually based on looks rather than interaction — determines the value of the website on the user's behalf.
- People perceive attractive things as more usable
- "Problems with visual design can turn users off so quickly that they never discover all the smart choices you made with navigation or interaction design." says UX designer Jesse James Garrett.

9

LET'S DO IT LIKE...

Apple, Microsoft, Google, Amazon etc.
They spend billions on R&D

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In the first month after Harry Potter and the Deathly Hallows came out, Amazon got 1 805 reviews, whereas Target received only three (both retailers sold about 2 million copies).

It doesn't mean that you shouldn't copy the design of others — by all means do. But make sure you also understand why it worked for them and how it will work for your company and your users.

UX IS A PROJECT STEP
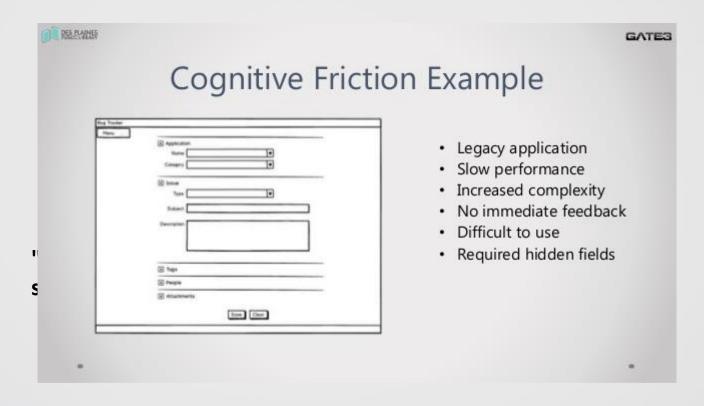
Let's "UX" the UI and ship it!
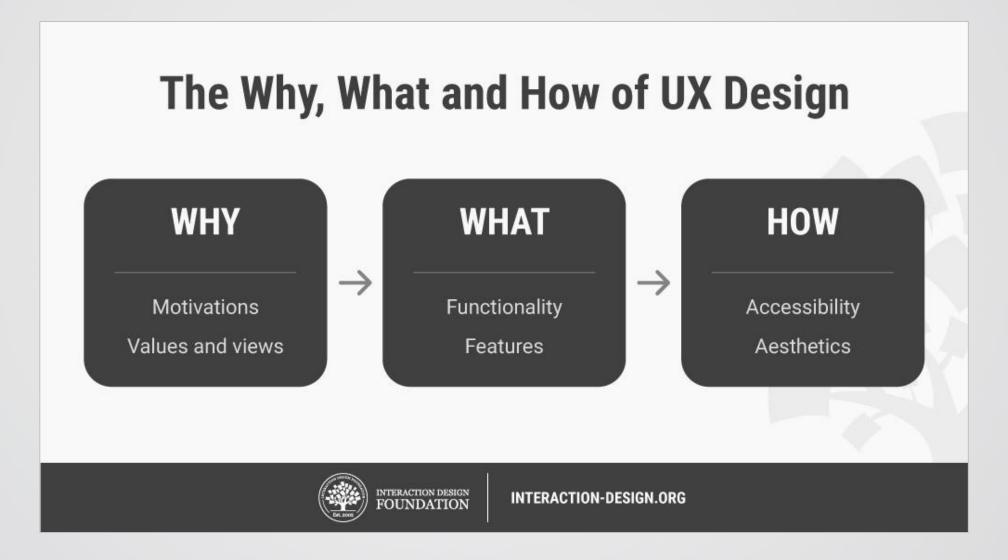
8

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Q&A

APPENDIX

Cognitive Friction Example

- Legacy application
- Slow performance
- Increased complexity
- No immediate feedback
- Difficult to use
- Required hidden fields

APPENDIX

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APPENDIX

Avoid "click here" links
A door doesn't have a sign saying "Open me." People know that's what a door is for. What they want to know is where it leads. The better approach is to explain what a link does and where it will take them.

6. A double-scroll is poor UX
Double scrolling occurs when you have two scrolls in the same direction, with one of them in a frame, or when you have a combination of horizontal and vertical scrolls. This is extremely confusing for users and often leads to errors. It also makes it nearly impossible to use the app on a device with a touch/swipe user interface.

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What's the difference between UI and UX?

Don Norman and Jakob Nielsen [summed it up perfectly when they said](https://www.usertesting.com/blog/2016/04/27/ui-vs-ux/):

"It's important to distinguish the total user experience from the user interface (UI), even though the UI is obviously an extremely important part of the design.

As an example, consider a website with movie reviews. Even if the UI for finding a film is perfect, the UX will be poor for a user who wants information about a small independent release if the underlying database only contains movies from the major studios."

Google is another good example. Its interface is simple. There's barely anything to the UI—just a logo, a search bar, a few buttons, and a search results page.