

DT-Week-7 -Notes

L1 Intro to Website Dev.

- Problem of customer? Solution, call to acⁿ. (is not equal to registraⁿ)
- About page
- uix, google sites, github (markdown lang. sup.), gittab
- why?, features, team details, call to acⁿ (register, download, release page), client testimonials (optional)
- good websites → aspen, sql
- uix demo → app landing page, dynamic (both available on laptop and mobile)

L2 Intro to User-Experience Design

- Users are not designers, designers are not users.
- User Experience Design
 - ↳ person's experiences & responses.
- Peak-and rule → people remember the peak-times of your product usage. So, focus on peaks.
 - ↳ (Kahnemann Study)
- Duratⁿ neglect → people don't focus on long duratⁿ.
- Storie for consistency (both on int. & ext. levels)
 - ↳ cultural phenomenon should not be violated by the applicaⁿ design.
- Storie for universal usability → novice, intermittent, expert
- offer informative feedback → progress bar, Δ of button states
- design dialogues that yield closure.
- Error prevention and handling → use layman lang. to explain the error, avoid jargon.
- permit easy reversal of actions
- reduce short-term memory load. (pre-filled data, value customer's time)

L3 Types of Prototypes

- Horizontal → surface level implementaⁿ, discussions
- Vertical → take 1 item, go into its entire depth, in-depth analysis
- Low → horizontal, sketch, drawing, cheap, quick & easy to modify, figma
- medium → interacⁿ -, no data, app behaviour, adobe
- high → pilot test and close to app

→ UI

- gulf of execuⁿ - gap of user's mental way to perceive any product's model.
- gulf of evaluaⁿ - gap of user's percepⁿ & actual sys. state.
- design principles → contrast, emphasis, proportion, rhythm, gestalt (similar looking elements should be placed near to each other)
- check for usability testing, optional features, effective communicaⁿ, test & solicit feedback