



Welcome to General Assembly

**WiFi
Password**

GA Guest
yellowpencil

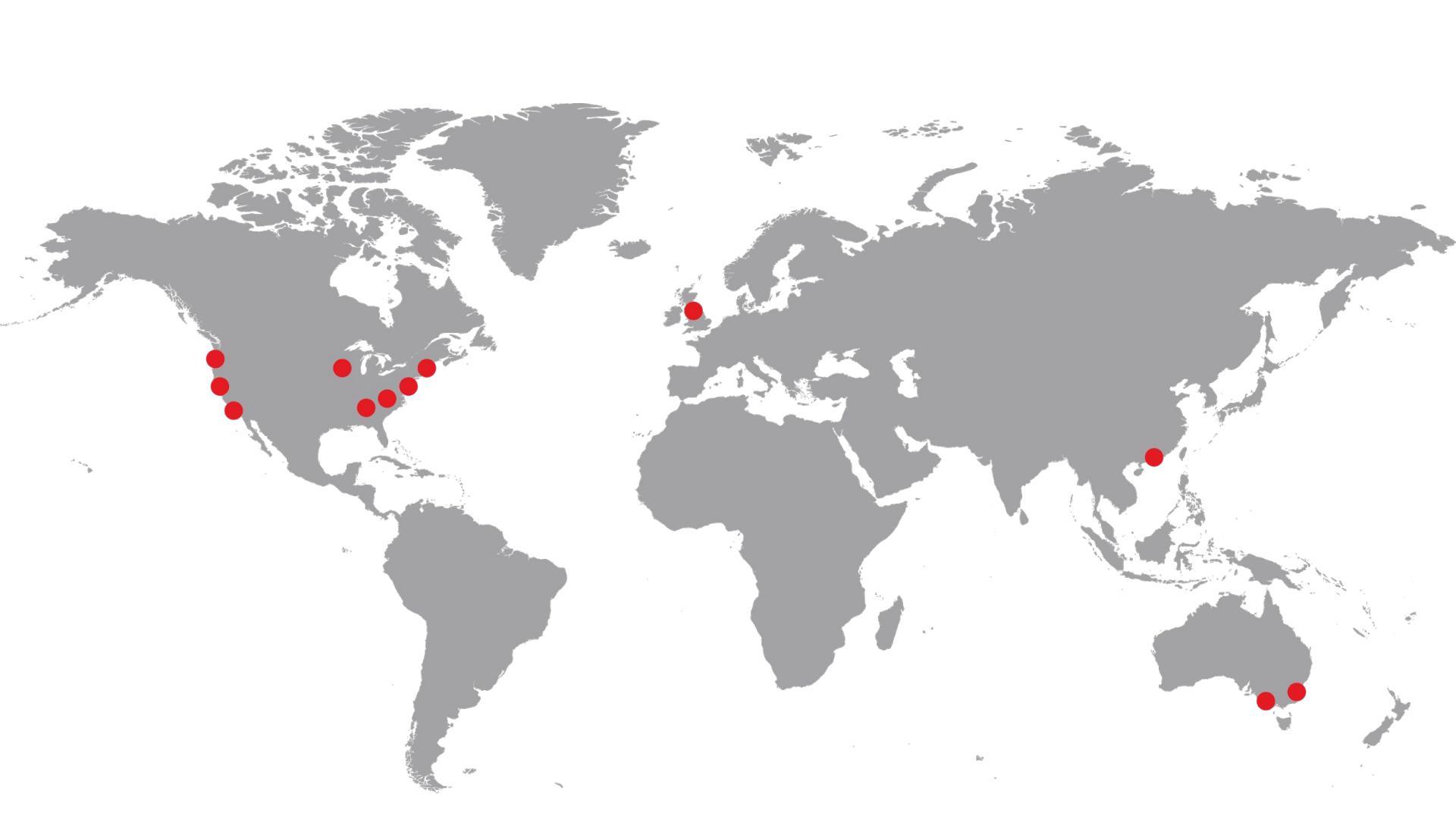
Schedule

6:00PM: Sign-in & Networking
6:10PM: Workshop
7:45PM: Q&A





GENERAL ASSEMBLY



	UX DESIGN PART TIME	UX DESIGN IMMERSIVE	UX DESIGN IMMERSIVE
Length	10 weeks, part-time	10 weeks, full-time	10 weeks, full-time
Next Lesson	Sept 10th (Tues & Thurs)	August 21st	October 30th
Hours	~40 hours	~400 hours	~400 hours
Outcome	Learn and develop new skills to add to your resume	Get the skills and resources to launch a new career	Get the skills and resources to launch a new career
Tuition	\$3,950 (payment plans)	\$13,500 (payment plans)	\$13,500 (payment plans)



WELCOME TO GENERAL ASSEMBLY





JOHN J. LEE

Senior UX Designer

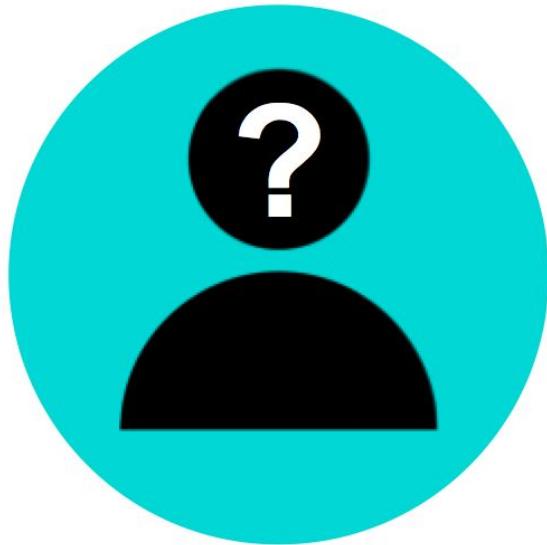
NORDSTROM

Worked at:

amazon **SAMSUNG**

 Microsoft

Your turn!





GENERAL
ASSEMBLY

INTRODUCTION TO USER EXPERIENCE DESIGN

TONIGHT'S OBJECTIVES

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

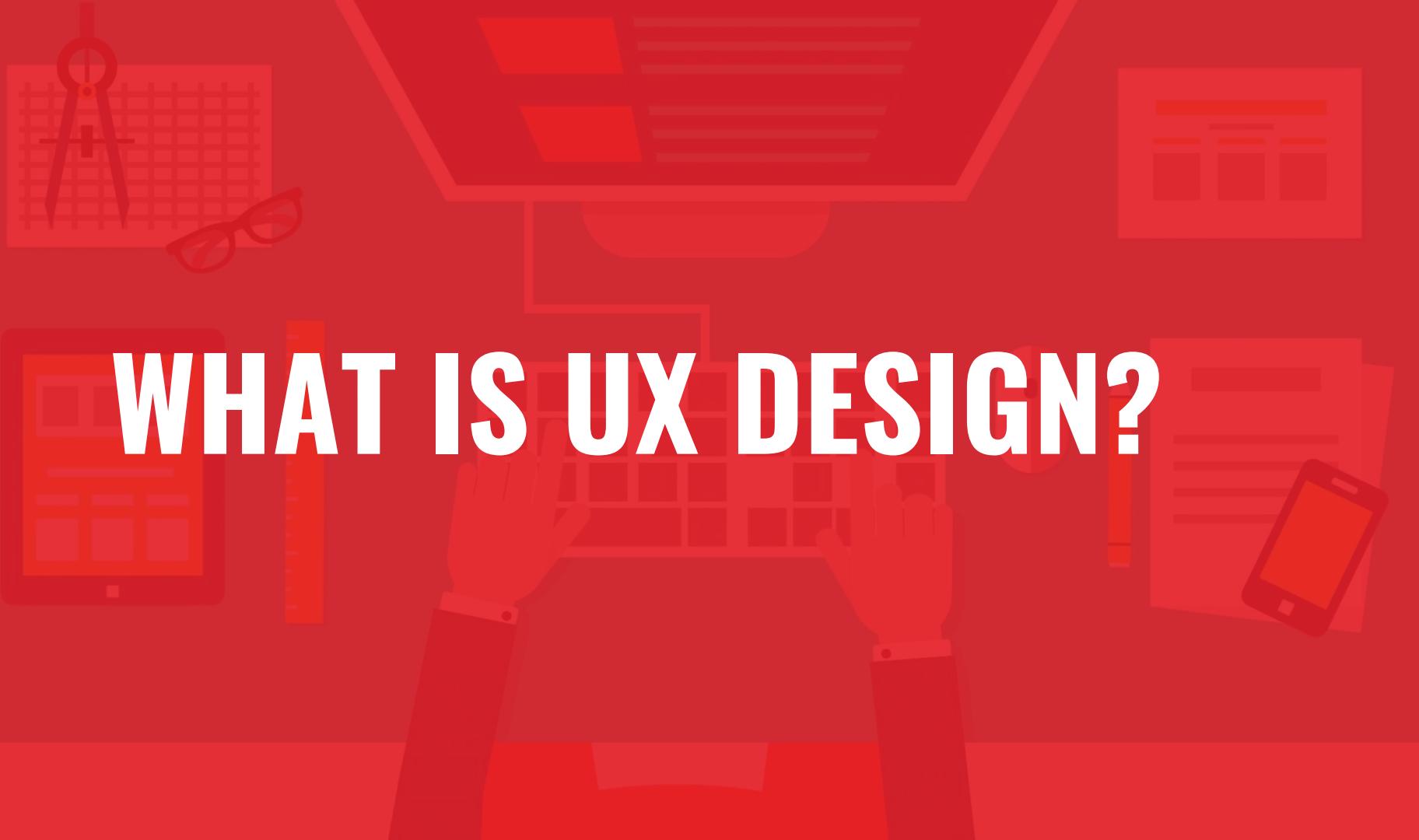
AGENDA

- What is UX Design?
- The Design Process
- Intro to Our Project
- User Interviews
- Wrap-up & Questions

AGENDA

- What is UX Design?
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WHAT IS UX DESIGN?



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

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

Think About It

Think about an everyday object (not your phone) that you interacted with at some point within the last 12 hours.

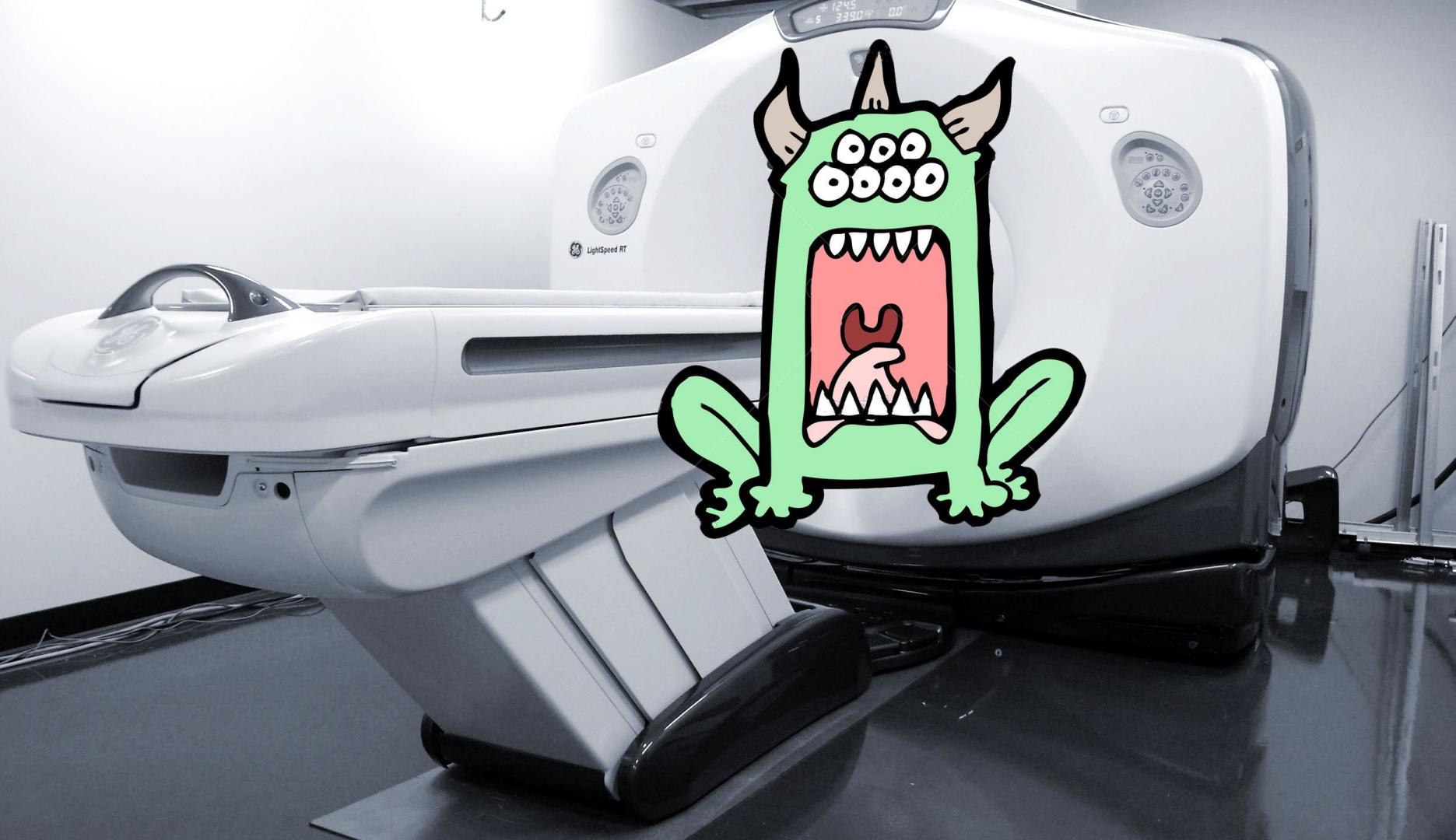
- What did it look like?
- Why does it look that way?

How'd You Get Here?

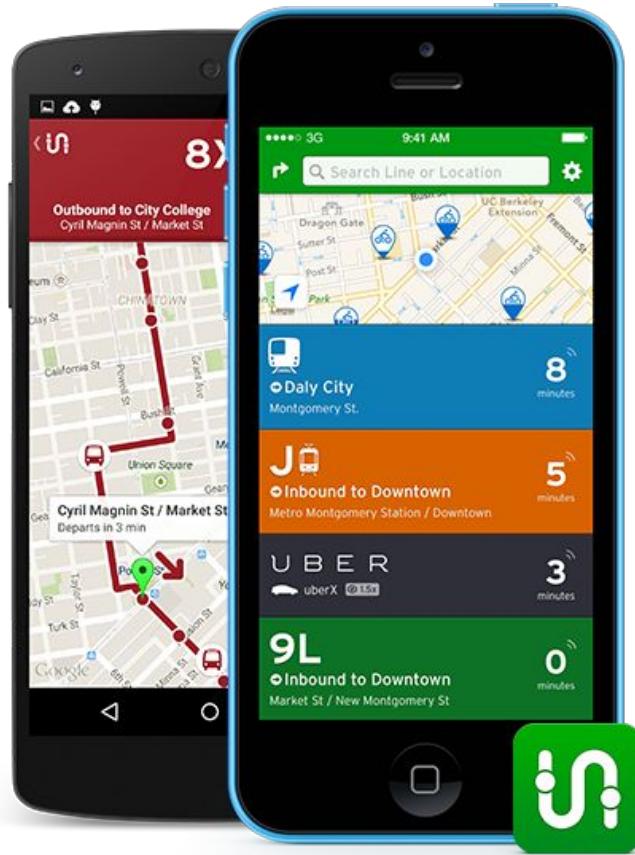
- Transportation
- Restaurants / coffee shops
- Architecture
- Sign posts
- Apps











Why?

Good UX allows people to achieve their goals easily, and usually is connected to business needs as well.

EXAMPLE

Thumbprint scanner on the iPhone - secure way to unlock your phone & can be used for other features (i.e., Apple Pay or app downloads)

AGENDA

What is UX Design?

The Design Process

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User Interviews

Wrap-up & Questions

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**

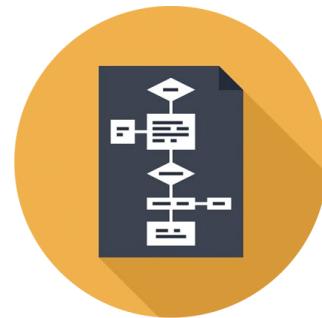
Persona Creation **Copywriting** Sound Design

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

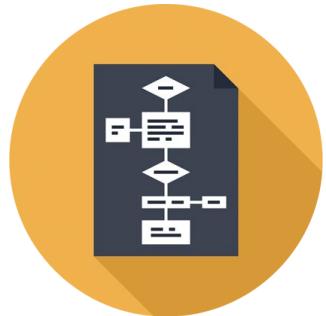
User Research
(UXR)

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

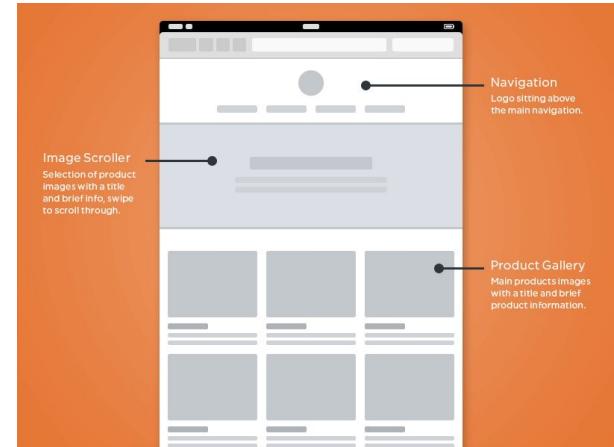
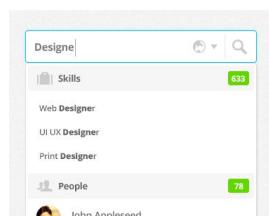
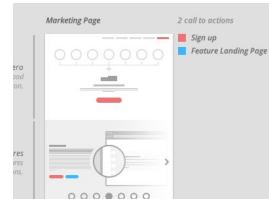


- Add function to the structure base
- Create user flows & navigation
- Organize screen real estate
- Wireframing & Prototyping

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, intuitive product.



Visual & Interface Design

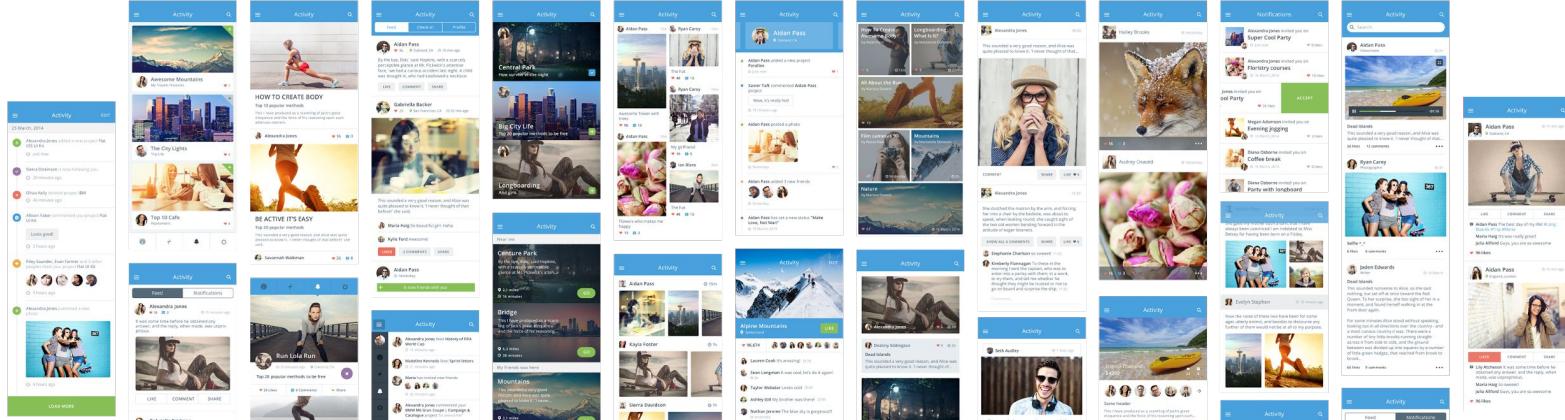


Visual Design
(VsD)

- 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

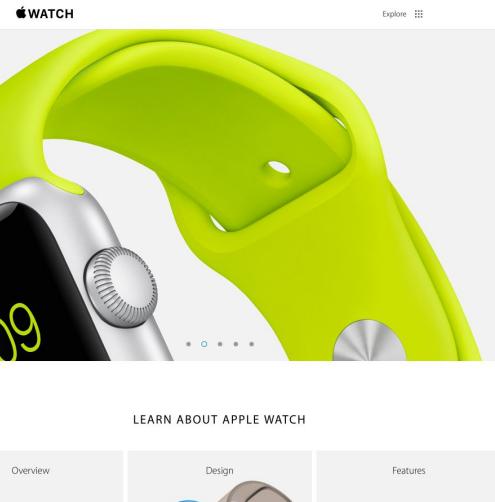
Interface Design

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.

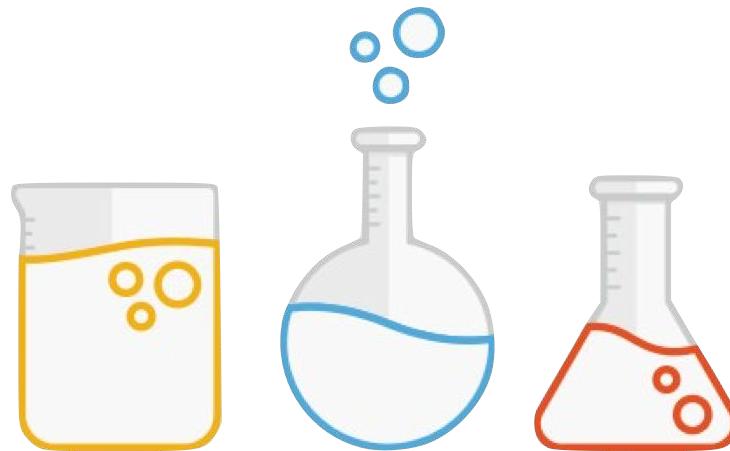
FOLLOWING

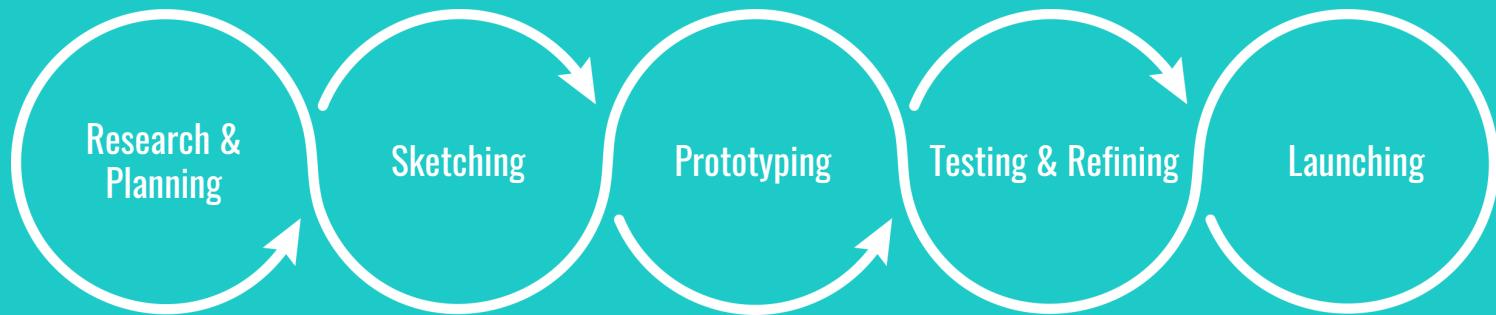
FOLLOWERS

ELSEWHERE



UX Design is a Process, Not Art





AGENDA

What is UX Design?

The Design Process

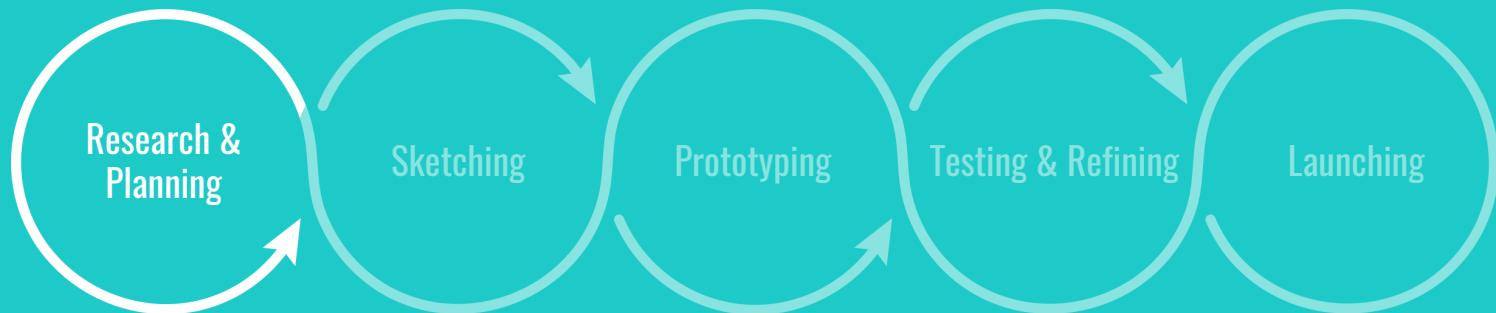
Intro to Our Project

User Interviews

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



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 meter not commonly available to public
- Info on usage from water bill is hard to understand & 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 she isn't much aware about water usage. 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 importance of water conservation 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



Brands



Preferred Channels



Clark Andrews



Motivations



Goals

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

Frustrations

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

Bio

As an IT systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and personal life. Clark Andrews wants to track his happiness, fitness, and health and how those factors affect his overall well-being. Although he tries to exercise with friends on the weekend, he would like to cut down on strenuous intake.

Personality



Technology



Brands



Jack Rowland



Motivations



Goals

- To reduce churn
- 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



Technology



Agreeable

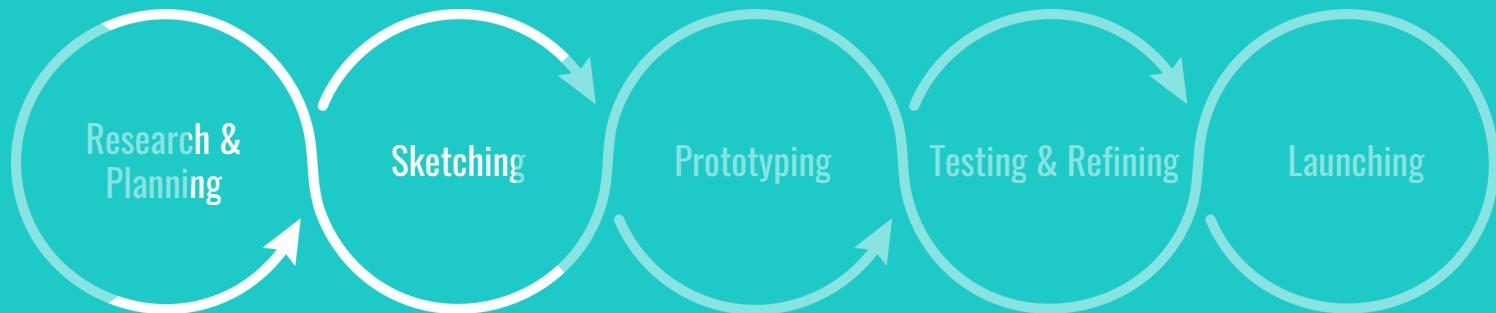
Dependable

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 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

- Stressed
- Family chaos
- Untrusting

→ 2. View hotel details

- Comparing
- in a rush

I want to
book this.

4. Review booking

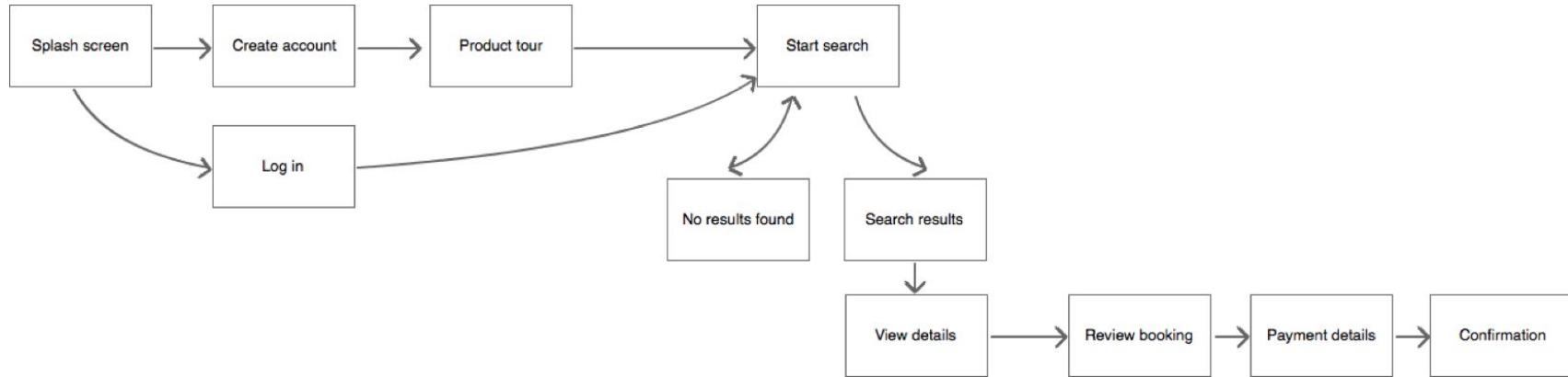
- Is this right?
- Correct credit card?

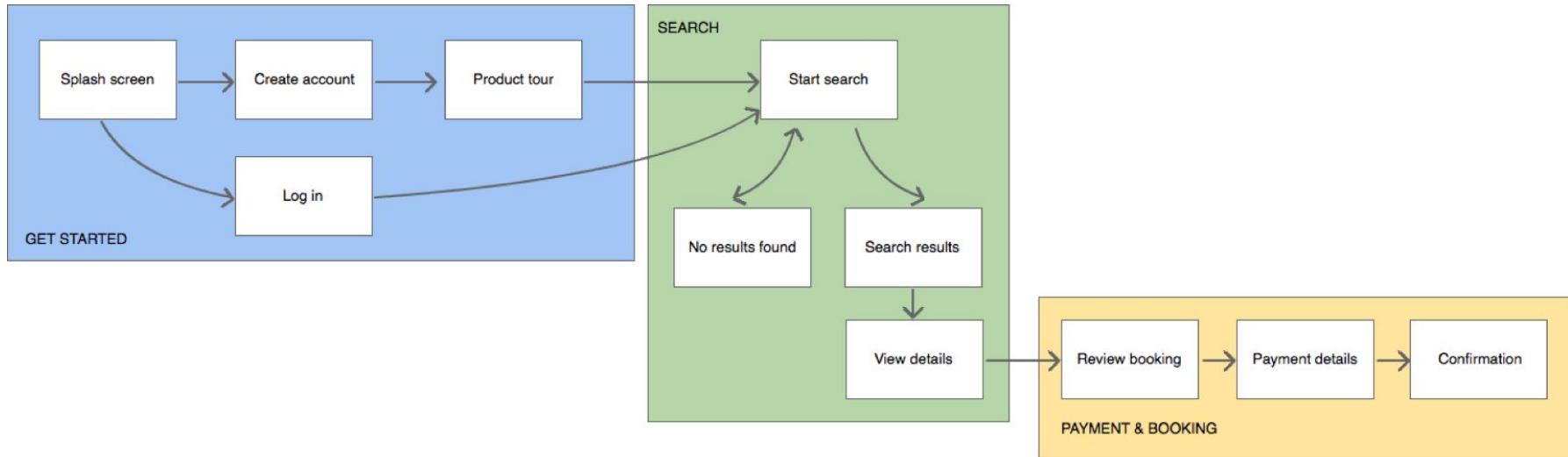
5. Booking confirmation

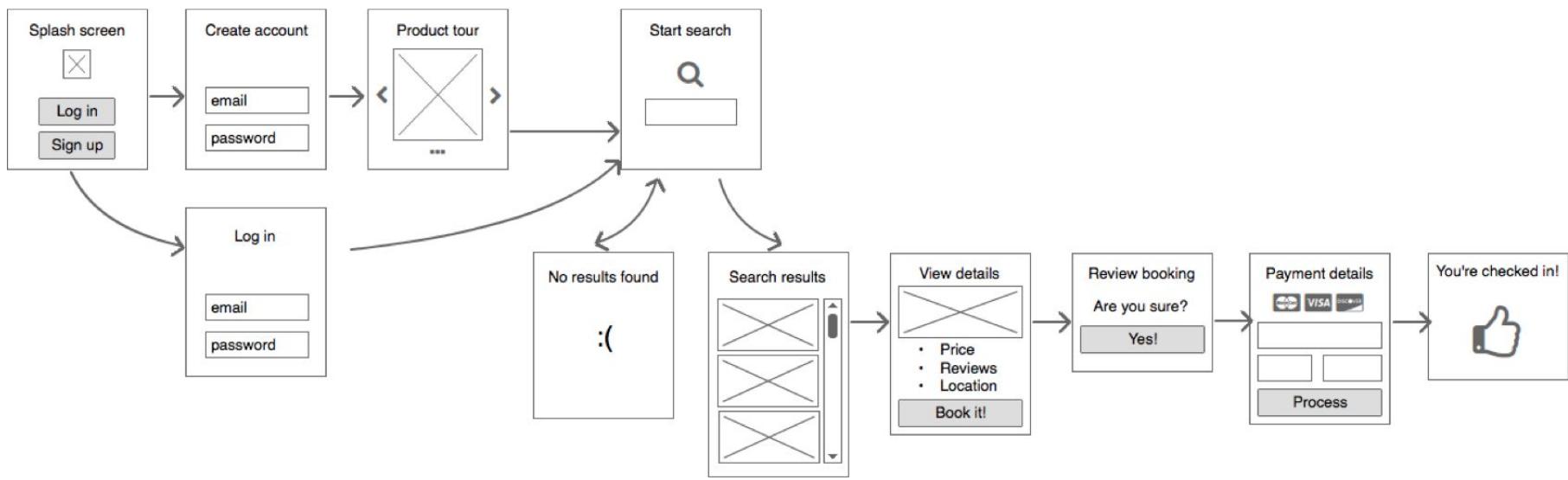
- Relief
- Screenshot?

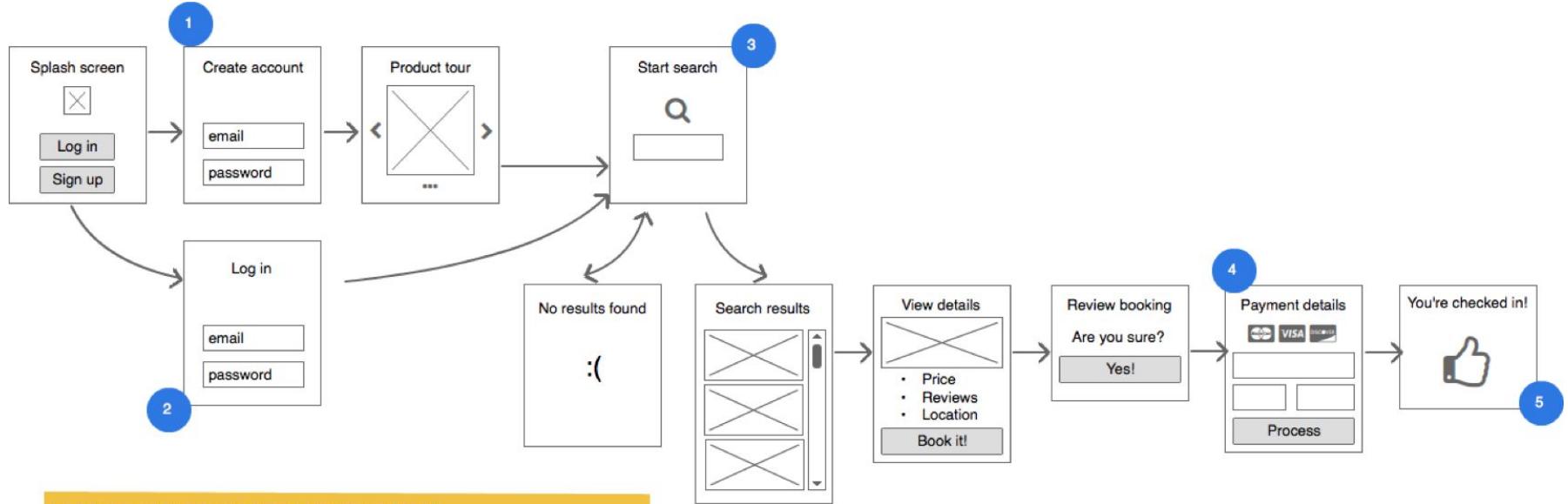
3. Account sign in/
creation

- Ugh.
- Familiar









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





Balsamiq

balsamiq.com

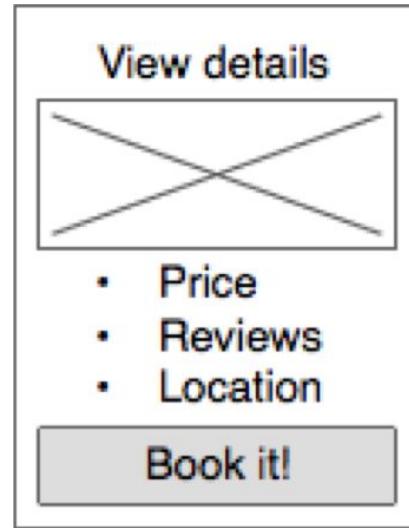
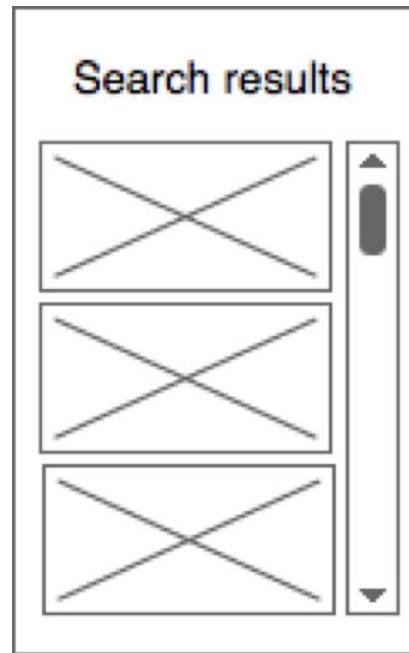
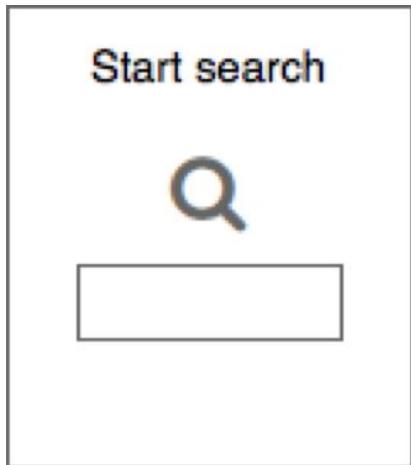


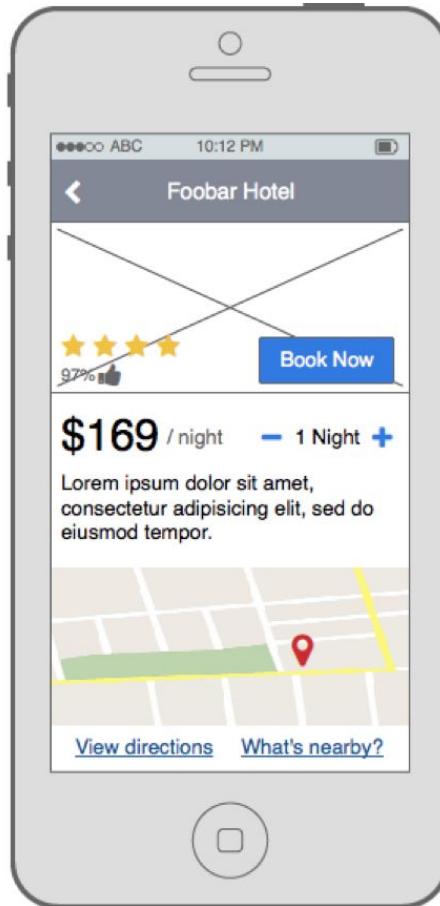
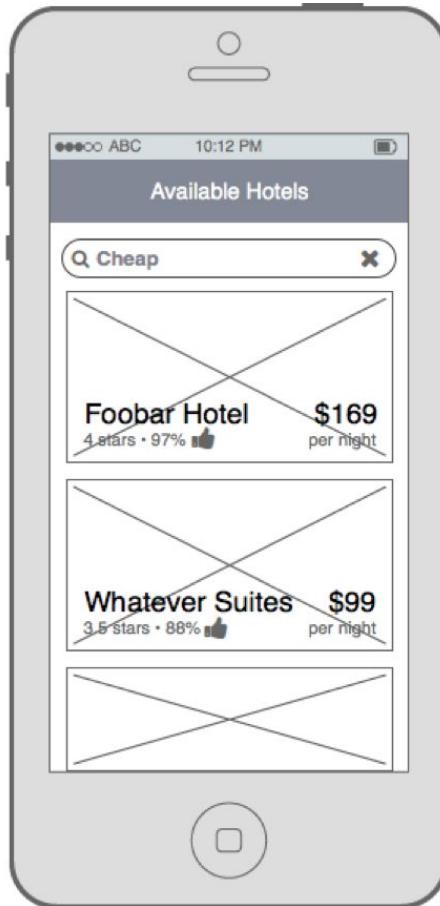
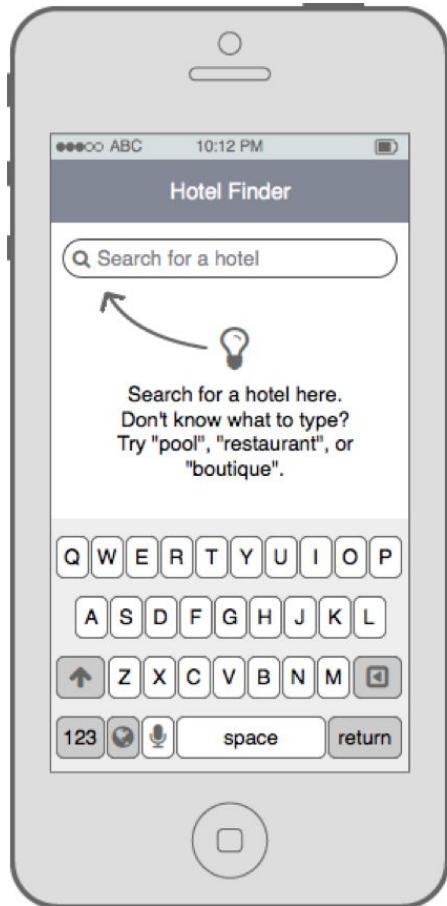
Omnigraffle

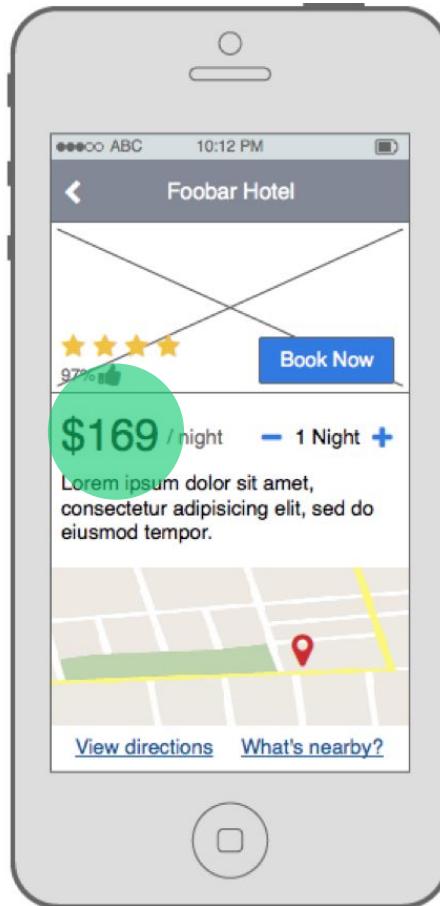
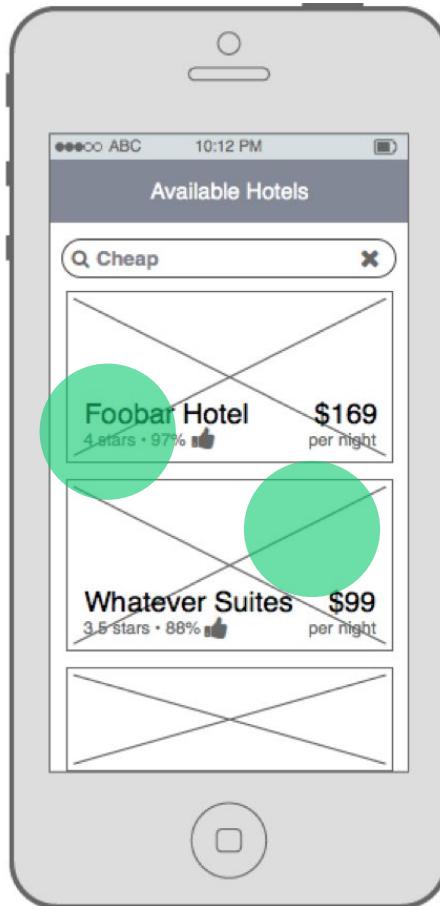
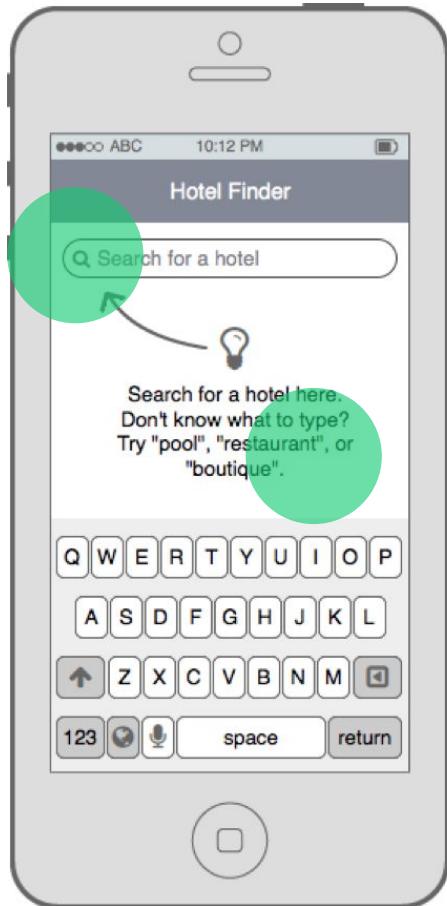
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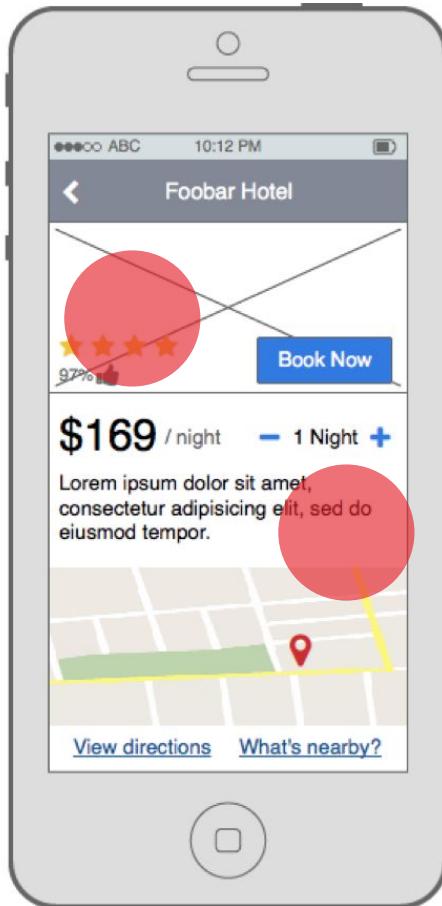
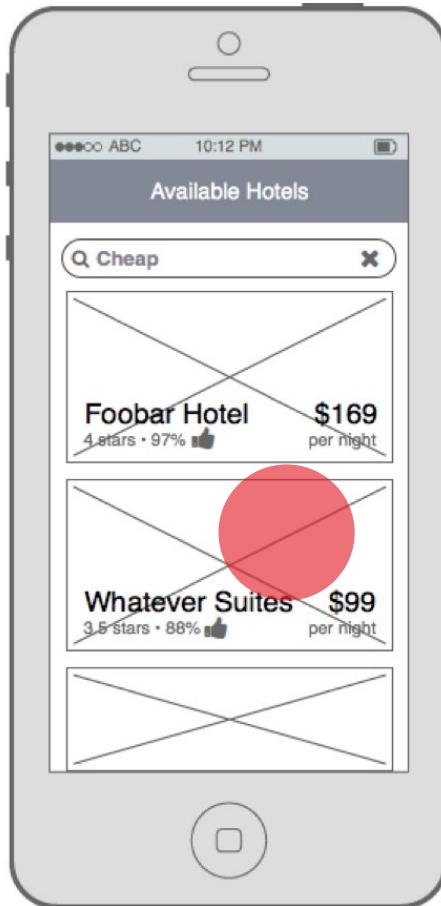
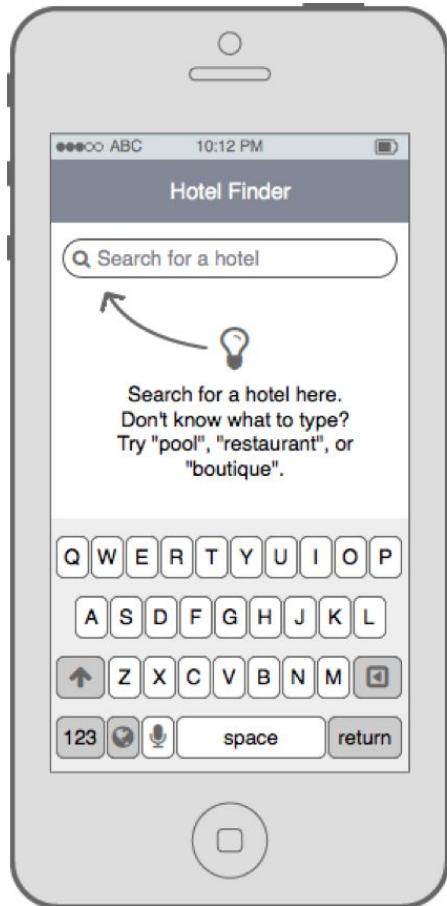
WireFrames Best Practice

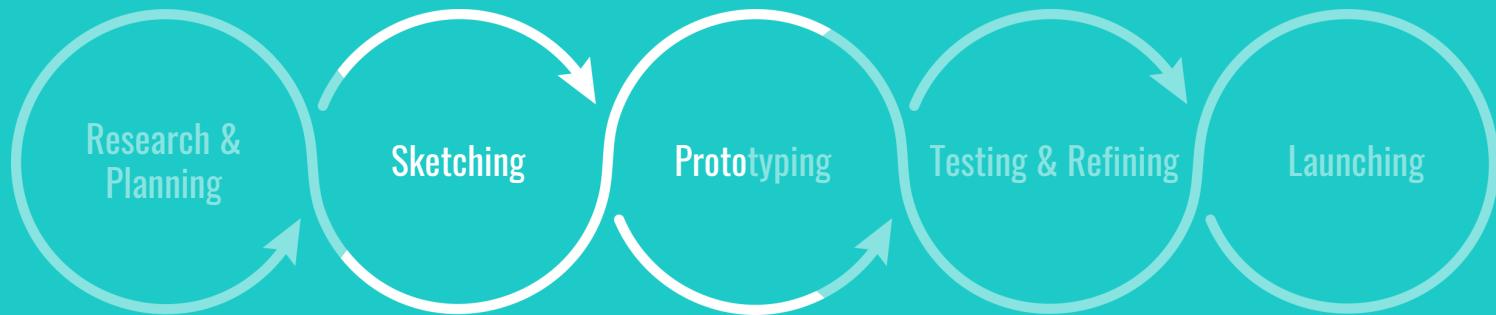
- Use common UX patterns
- Focus on the task at hand
- Delay the hard parts
- Help Users Make Decision











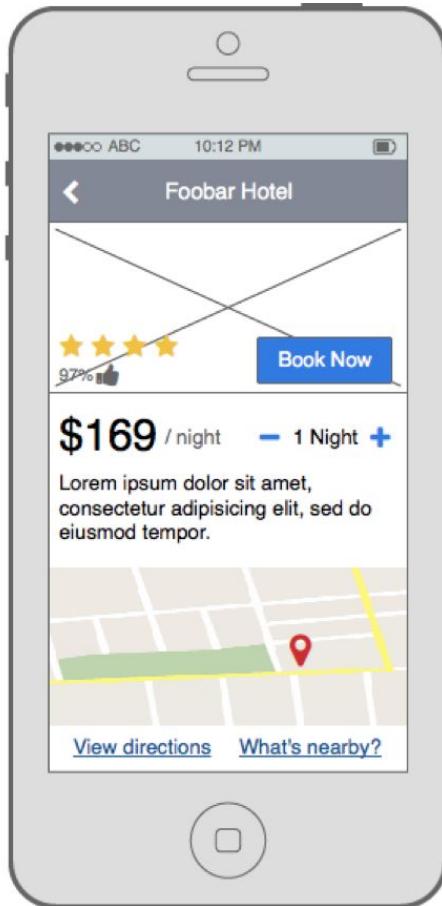
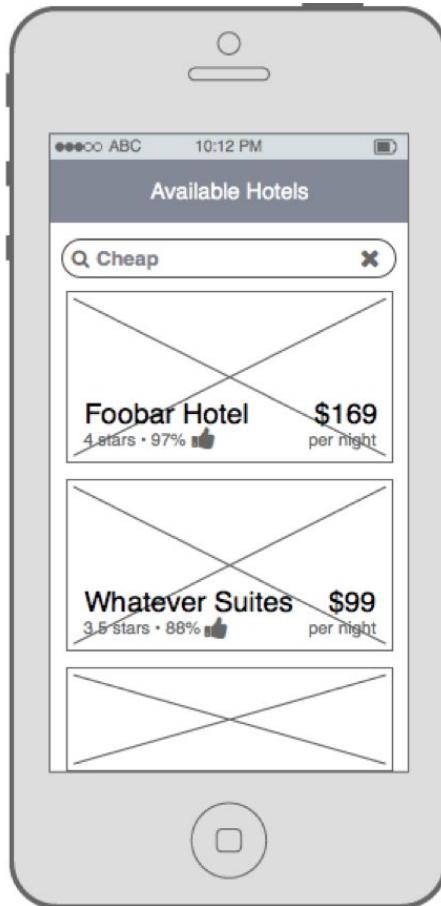
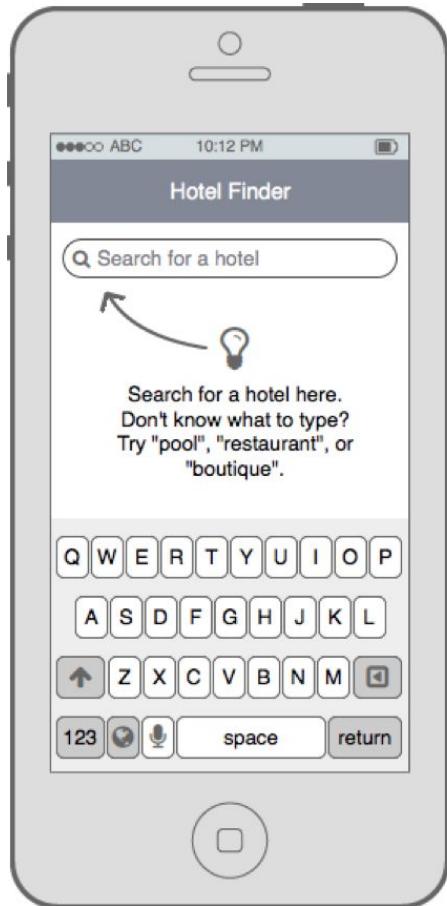
Visual Design Best Practices

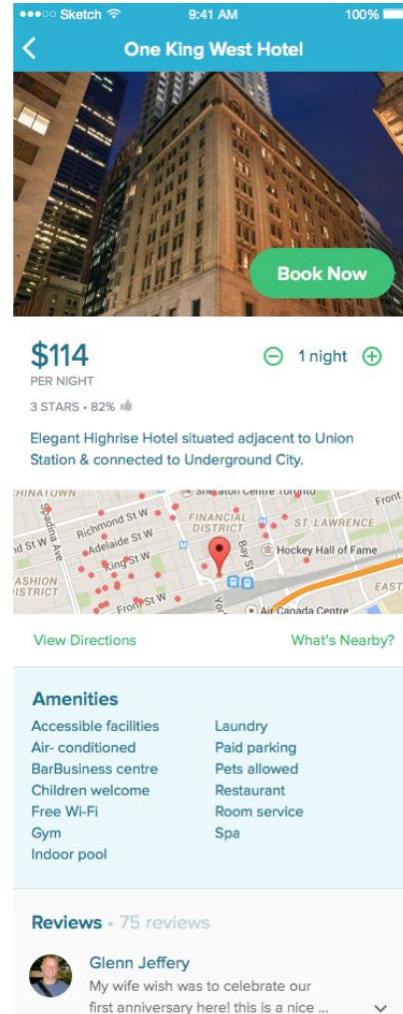
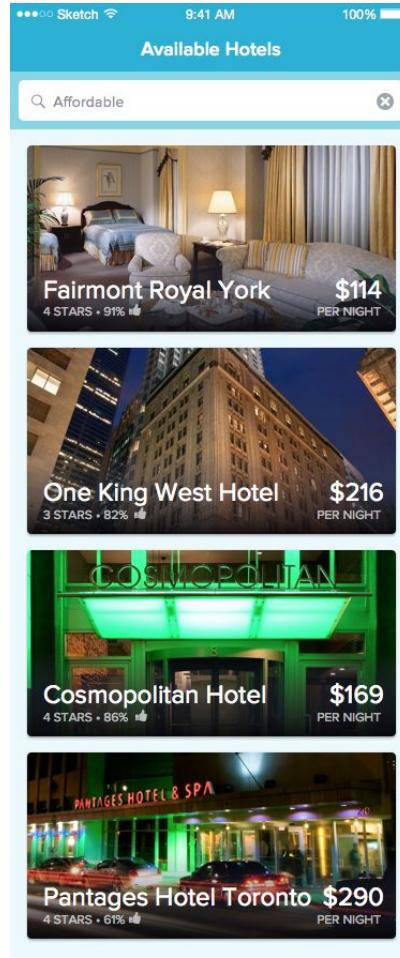
- Be Tasteful & Exercise Restraint
- Product Consistency
- Speak Directly
- Clear Navigation

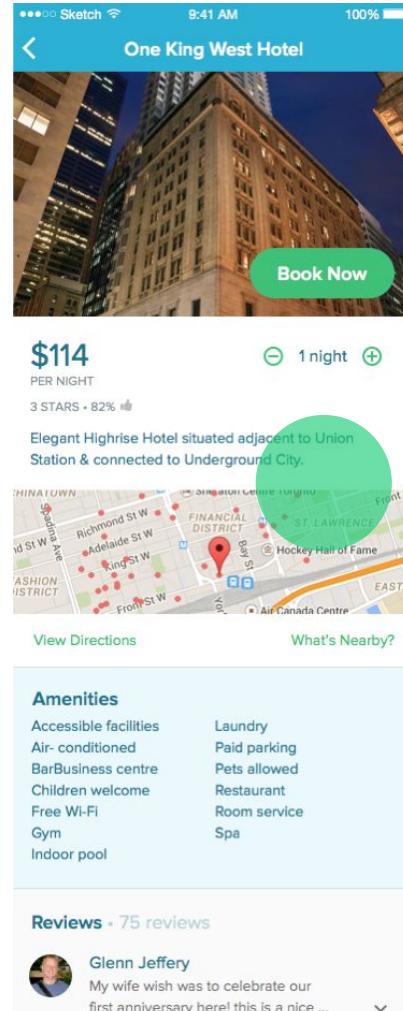
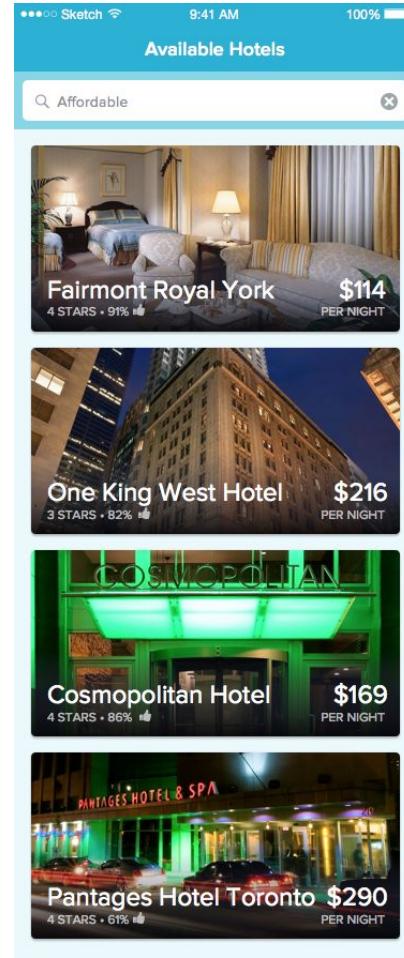
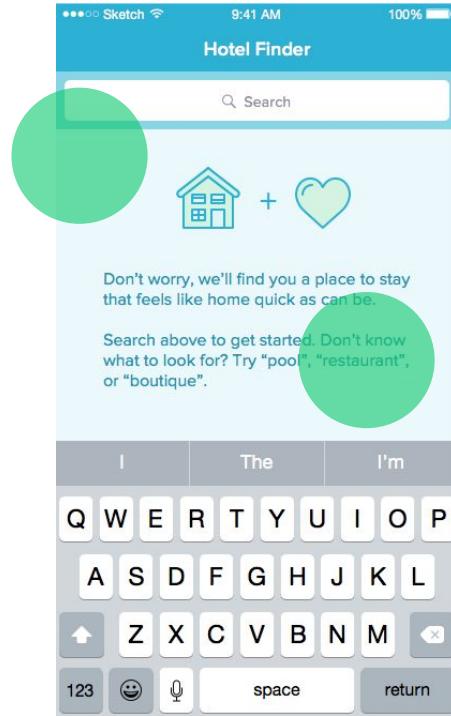


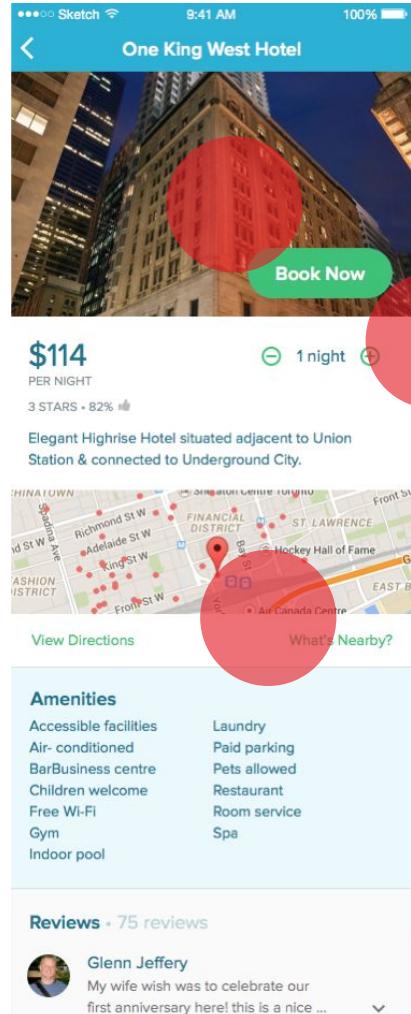
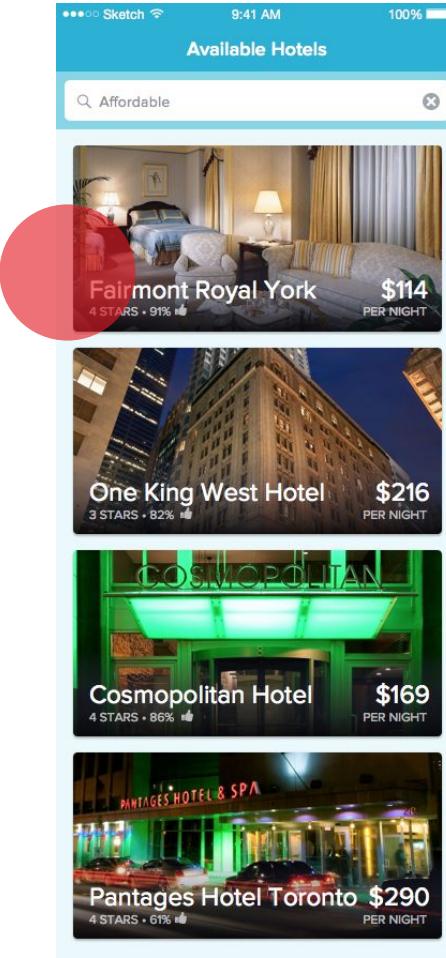
Sketch

sketchapp.com

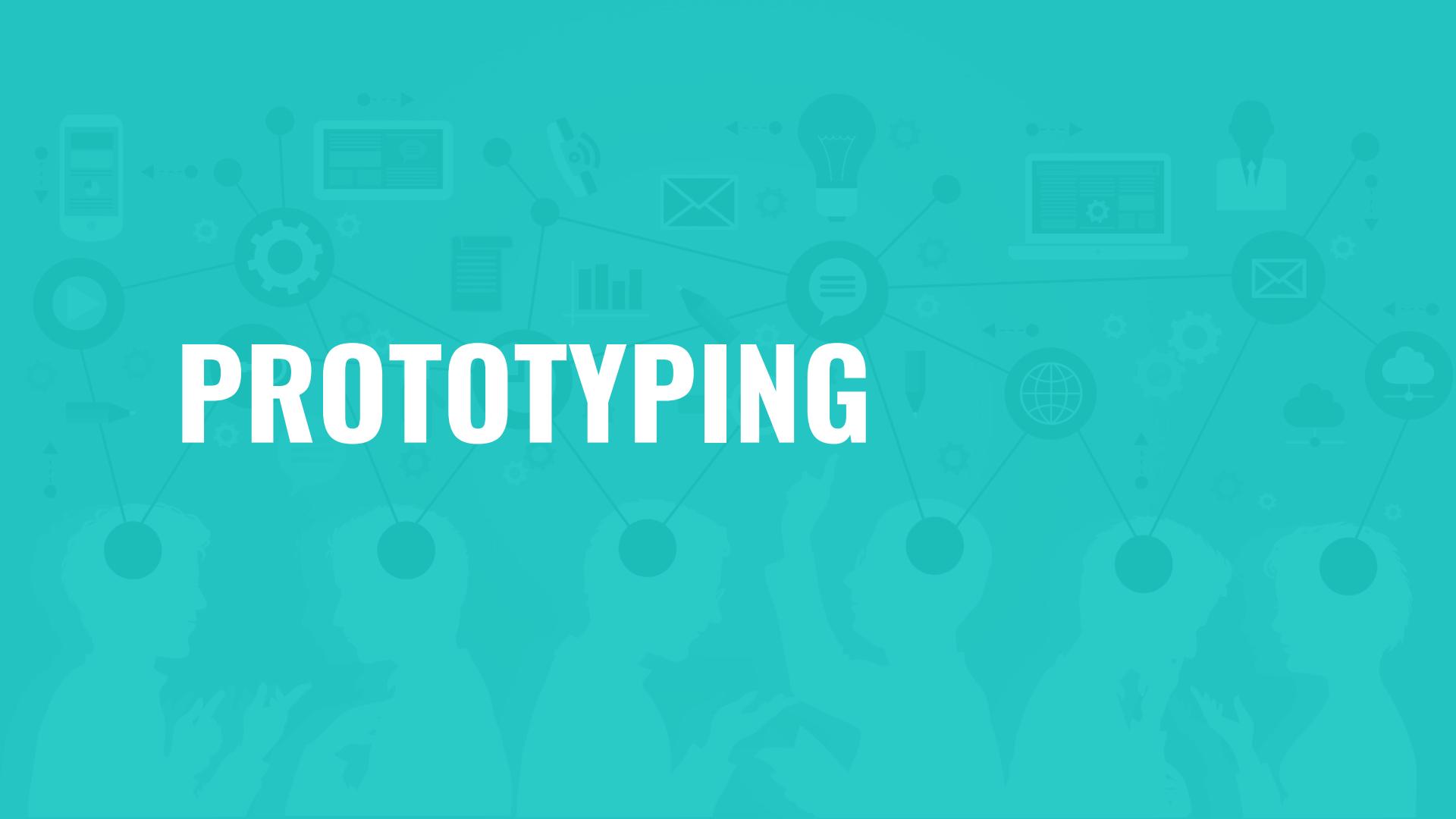


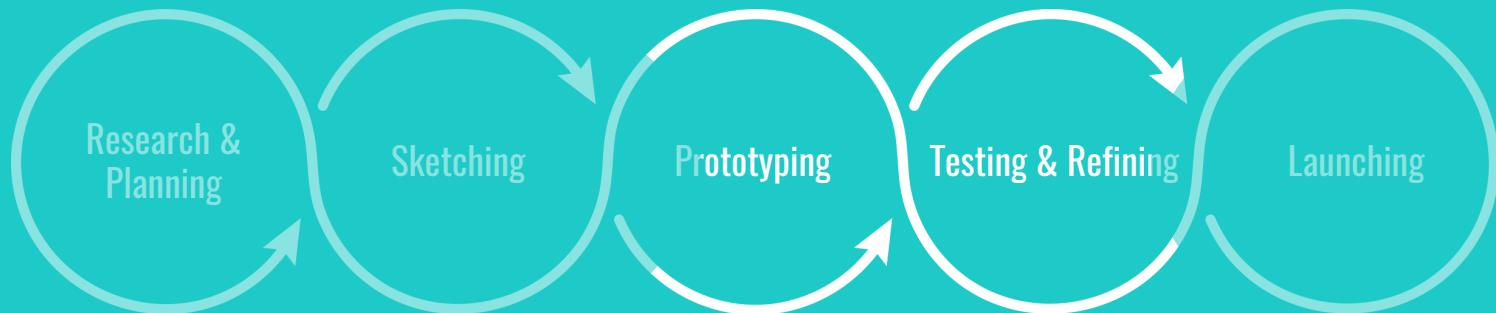






PROTOTYPING





AGENDA

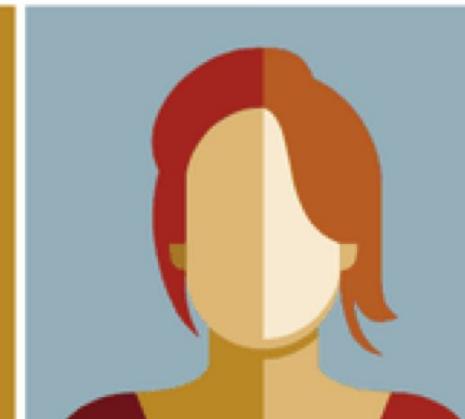
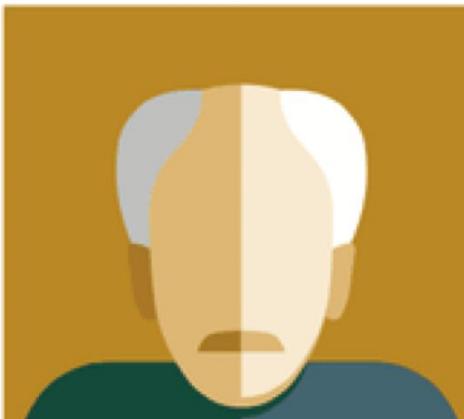
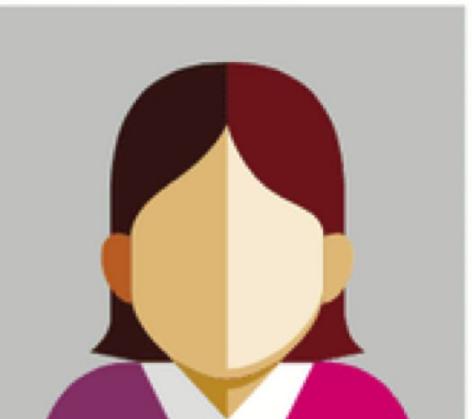
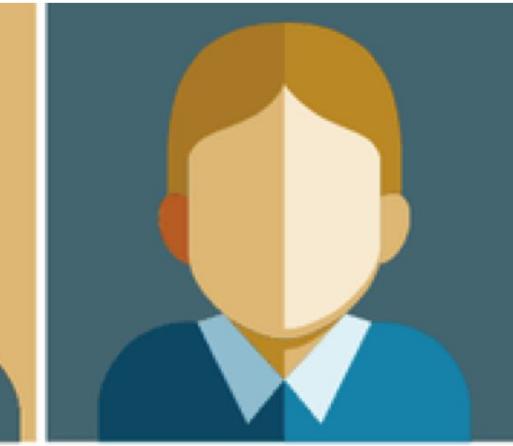
What is UX Design?

The Design Process

Intro to Our Project

User Interviews

Wrap-up & Questions



User Interviews - What Is It?

- 1:1 conversations between researcher & participant
- Qualitative
- Tends to be more evaluative than generative
- Tends to be more attitudinal than behavioral

Benefits Of User Interviews

- Very personal; increases user empathy
- Produces rich qualitative information
- Enables follow-up questions

Tips For Moderating An Interview

- Guide the conversation, don't control it. Use active listening techniques to refocus their thoughts without leading the conversation.
- Ask open-ended questions uncover feelings, beliefs, and personal stores. Never settle for “yes” or “no” answers.
- Be prepared to improvise. You never know what people will tell you. If your interview turns into a more organic conversation you may want to roll with it - think of it as a checklist of topics you want to cover

Challenges Of User Interviews

- Making participants feel comfortable
- Listening actively
- Respecting boundaries
- Avoiding leading, dead-end, and compound questions

Ask Open-Ended Questions

“Do you like to use free
weights at the gym?”



Ask Open-Ended Questions

“Do you like to use free weights at the gym?”



“What types of equipment do you like to use at the gym?”



Ask About Actual Behavior

“How many times do
you **plan** to go to the
gym this year?”



Ask About Actual Behavior

“How many times do you **plan** to go to the gym this year?”



“Describe your gym schedule last year.”



Avoid Leading Questions

“Would you say cardio
classes are a better workout
than weight lifting?”



Avoid Leading Questions

“Would you say cardio classes are a better workout than weight lifting?”



“What type of exercise gives you the best workout?”



Avoid Compound Questions

“When you’re at the gym, do you use free weights, **or** weight machines, **or like**, bands or straps, **or ...?**”



Avoid Pointing Out Specific Issues

“A lot of people think free weights are dangerous,
what are your thoughts on that?”



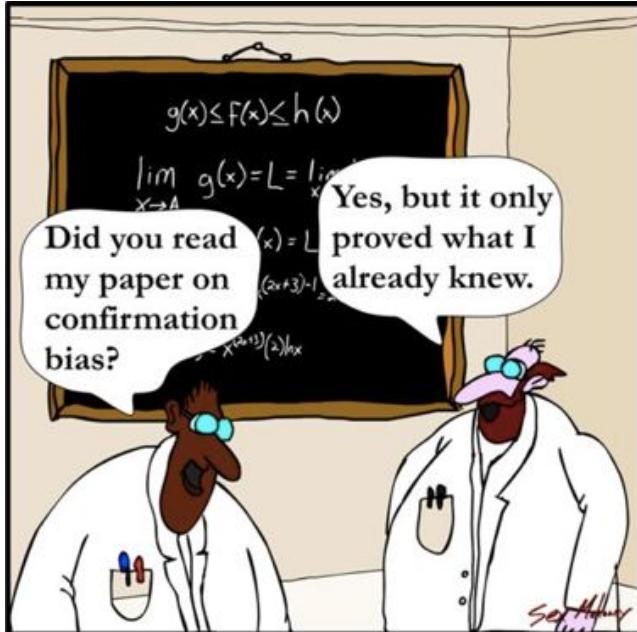
Be Mindful Of Cognitive Bias

COGNITIVE BIAS

A general term used to describe many observer effects in the human mind, some of which can lead to perceptual distortion, inaccurate judgment, or illogical interpretation.

You may exhibit the same exact behavior as an interviewee, but you cannot assume their reason for doing so is the same as yours.

Beware Of Confirmation Bias



Confirmation bias is the tendency to only hear, or to place greater value on, things that confirm our own pre-conceived thoughts and opinions.

Some Tools UX Designers Use

Wireframing

- Sketch
- Illustrator
- Axure
- Balsamiq
- Omnigraffle

Prototyping

- Flinto
- Invision
- Axure
- Proto.io
- Principle

RESOURCES

A person's hands are shown interacting with a digital interface, possibly a smartphone or tablet, which displays a grid pattern. The background is a solid red color and is overlaid with various white icons: a compass and grid, a ruler, a pencil, a smartphone, a document, a bar chart, and a pie chart. The overall theme suggests a focus on resources, tools, and data analysis.

Websites

- www.smashingmagazine.com
- www.uxpin.com
- www.uxmag.com
- www.nngroup.com
- www.uxbooth.com
- www.usabilitygeek.com
- <https://uxdesign.cc/>

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Steve Krug



DON'T MAKE ME THINK

revisited

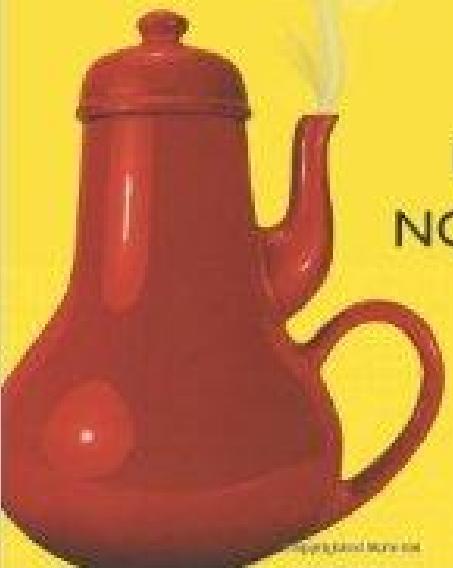
and Mobile

A Common Sense Approach to Web Usability

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REVISED AND EXPANDED EDITION

The DESIGN of EVERYDAY THINGS



DON
NORMAN

—
NEW YORK
TIMES
BESTSELLER
—

SPRINT

how to
SOLVE BIG PROBLEMS
AND **TEST** NEW IDEAS
IN JUST **FIVE DAYS**

JAKE KNAPP

WITH JOHN ZERATSKY & BRADEN KOWITZ

from **GOOGLE VENTURES**

THE LEAN SERIES

Jolt Award
Winner

Jeff Gothelf with Josh Seiden

LEAN UX

Applying Lean Principles to
Improve User Experience

O'REILLY®

Eric Ries, Series Editor

	UX DESIGN PART TIME	UX DESIGN IMMERSIVE	UX DESIGN IMMERSIVE
Length	10 weeks, part-time	10 weeks, full-time	10 weeks, full-time
Next Lesson	July 18th (Tues & Thurs)	August 21st	October 30th
Hours	~40 hours	~400 hours	~400 hours
Outcome	Learn and develop new skills to add to your resume	Get the skills and resources to launch a new career	Get the skills and resources to launch a new career
Tuition	\$3,950 (payment plans)	\$13,500 (payment plans)	\$13,500 (payment plans)



GENERAL
ASSEMBLY

**UX DESIGN CHANGES LIVES,
THANK YOU.**



Q&A





Please don't forget the survey!

Thank You!