

What is UX (User Experience) Design?

May 21, 2020

Agenda

1. Introduction to Code for Canada
2. Ice-breaker
3. What is the difference between UX & UI?
4. What is UX Design?
5. UX Design Process
6. UX Terminologies & Deliverables
7. Further Resources
8. Q & A



Introduction



Who We Are

About Code for Canada

“...a national nonprofit that **connects government innovators with the tech and design community**. Our programs enable governments to deliver better digital public services and empower communities **to solve civic challenges using technology and design.**”



Who We Are

Our Team

Seyi Taylor Product Manager

Responsible for the “What”

Rola Kuidir UX Designer

Responsible for the “Why”

Zola McAdie Software Developer

Responsible for the “How”



Ice-breaker

“ Two Truths and a False ”


Guess which statement is false.

1. UX Designers are responsible for **advocating for the users' needs**
2. UX Designers are responsible for **only the look and feel of products**
3. UX Designers are responsible for **discussing technical feasibility with the developer(s)**

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**What is the
difference between
UX & UI?**

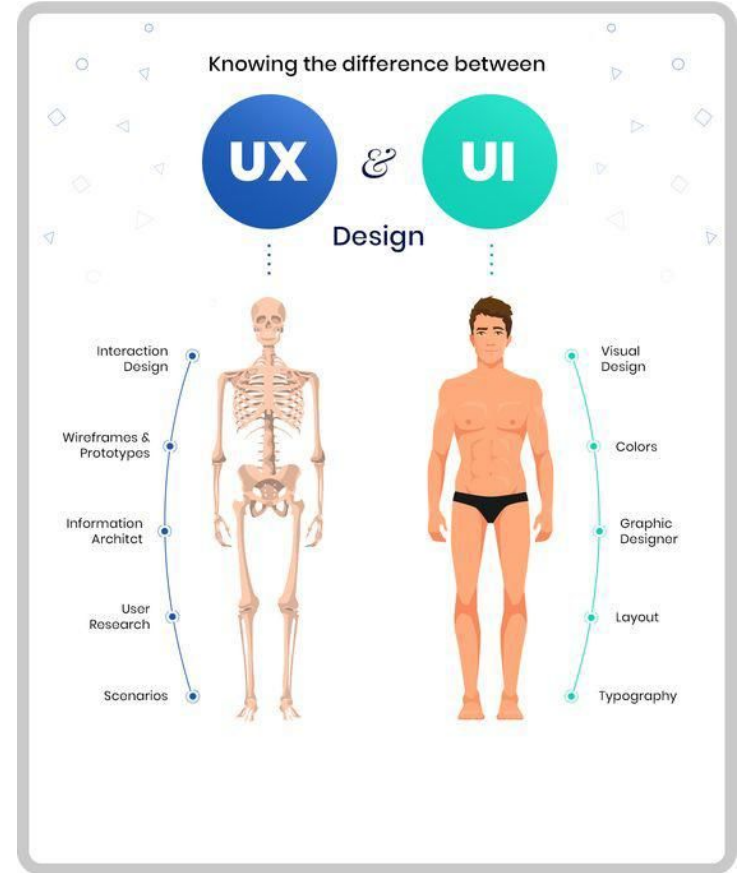
What is the difference between UX & UI?

The Human Body

User Experience Design is all about optimization of a product to ensure its **usability and function**.

User Interface Design deals with the **“look and feel”**.

UX and UI work hand in hand to get the “feel” and “design” just right. UI Design is a phase within a UX design process.



Source: <https://www.tanzeel.co/ui-vs-ux-design-whats-the-difference/>

What is the difference between UX & UI?

“User Interface is the space where interaction between humans and a product happens, while User Experience is an emotional outcome before, during and after the interactions with a product.”

- Suman Shrestha

What is UX Design?



UX Design = The process of designing products to provide meaningful experiences to the end user

The Goal = To enhance user satisfaction

**What is the easiest fruit
to eat?**



What is UX Design?

The UX of a Banana

Of all the fruits out there, the banana represents the best user experience.

- The bright yellow peel tells you when it's ready
- A banana can be eaten anywhere
- No washing needed
- No dirty hands
- No need for a knife to peel it
- There's even guiding lines on how to peel it
- You don't require any prior experience



What is UX Design?



Source: <https://www.insider.com/why-mens-and-womens-shirts-button-on-different-sides-2016-11>

What is UX Design?



Source: <https://www.dailymail.co.uk/sciencetech/article-4800234/Is-soap-dispenser-RACIST.html>

**“Design is not just what it looks like and feels.
Design is how it works”**

- Steve Jobs

Why is UX Design important?

- Fulfills users' needs
- Creates positive experiences
- Reduces risk
- Reduces cost

NEWS

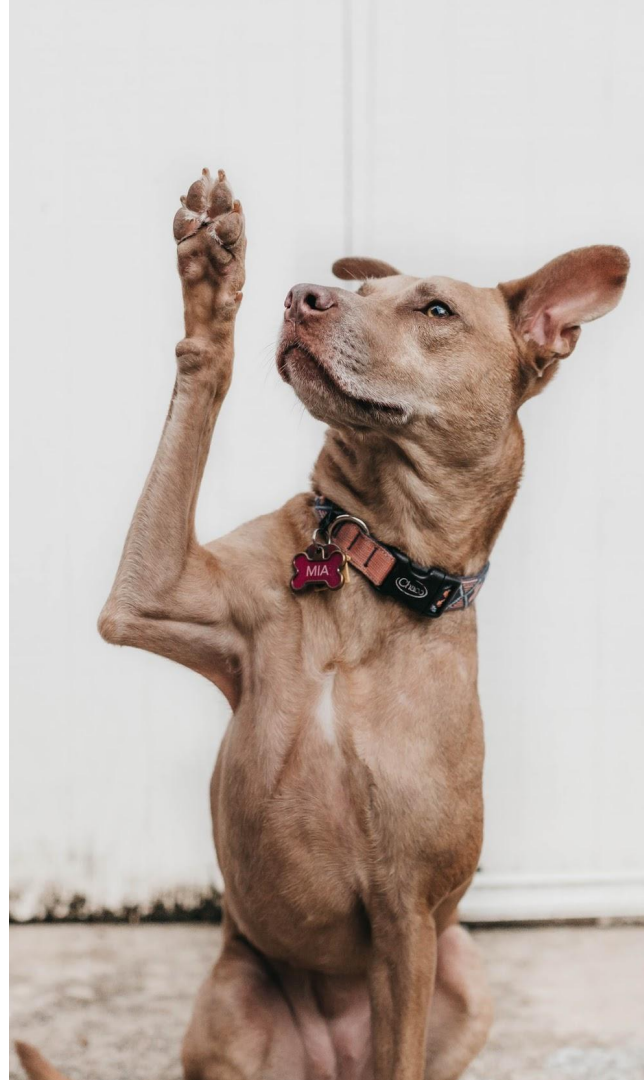
Phoenix fix could take five more years, cost \$3.6B, report suggests

By Kathryn May. Published on Jun 29, 2018 5:34pm



Source: <https://ipolitics.ca/2018/06/29/phoenix-fix-could-take-five-more-years-cost-3-6b-report-suggests/>

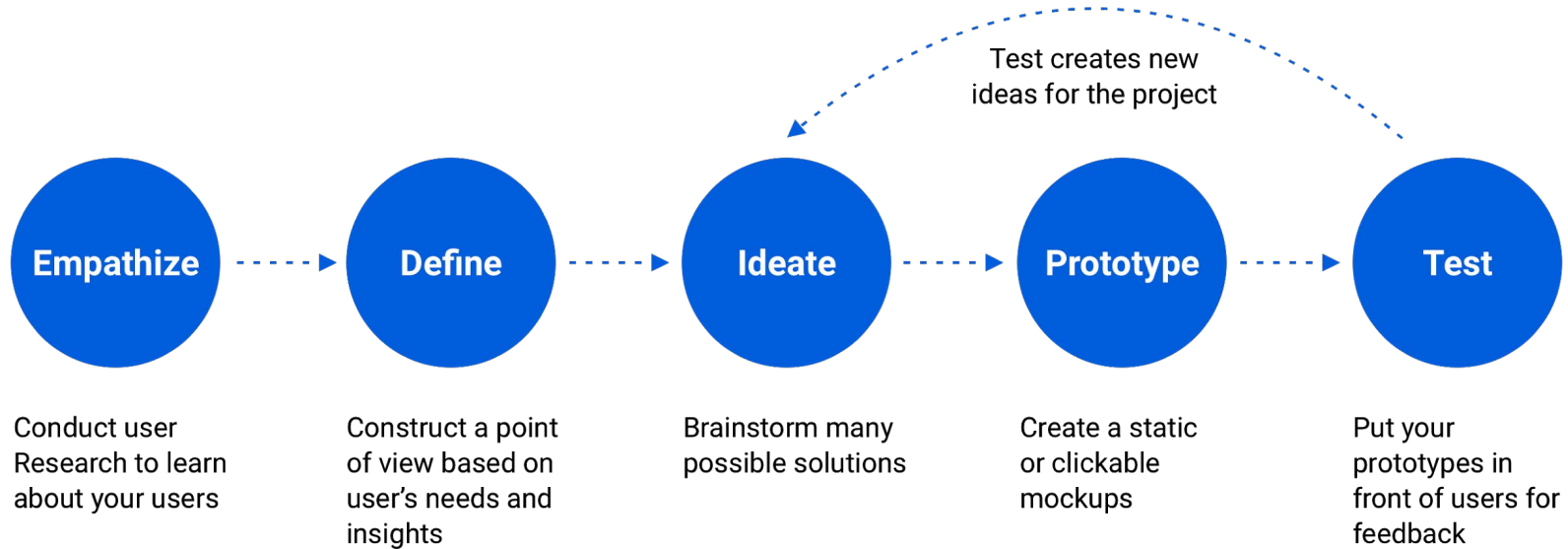
**Can you think of any
good or bad UX
examples?**



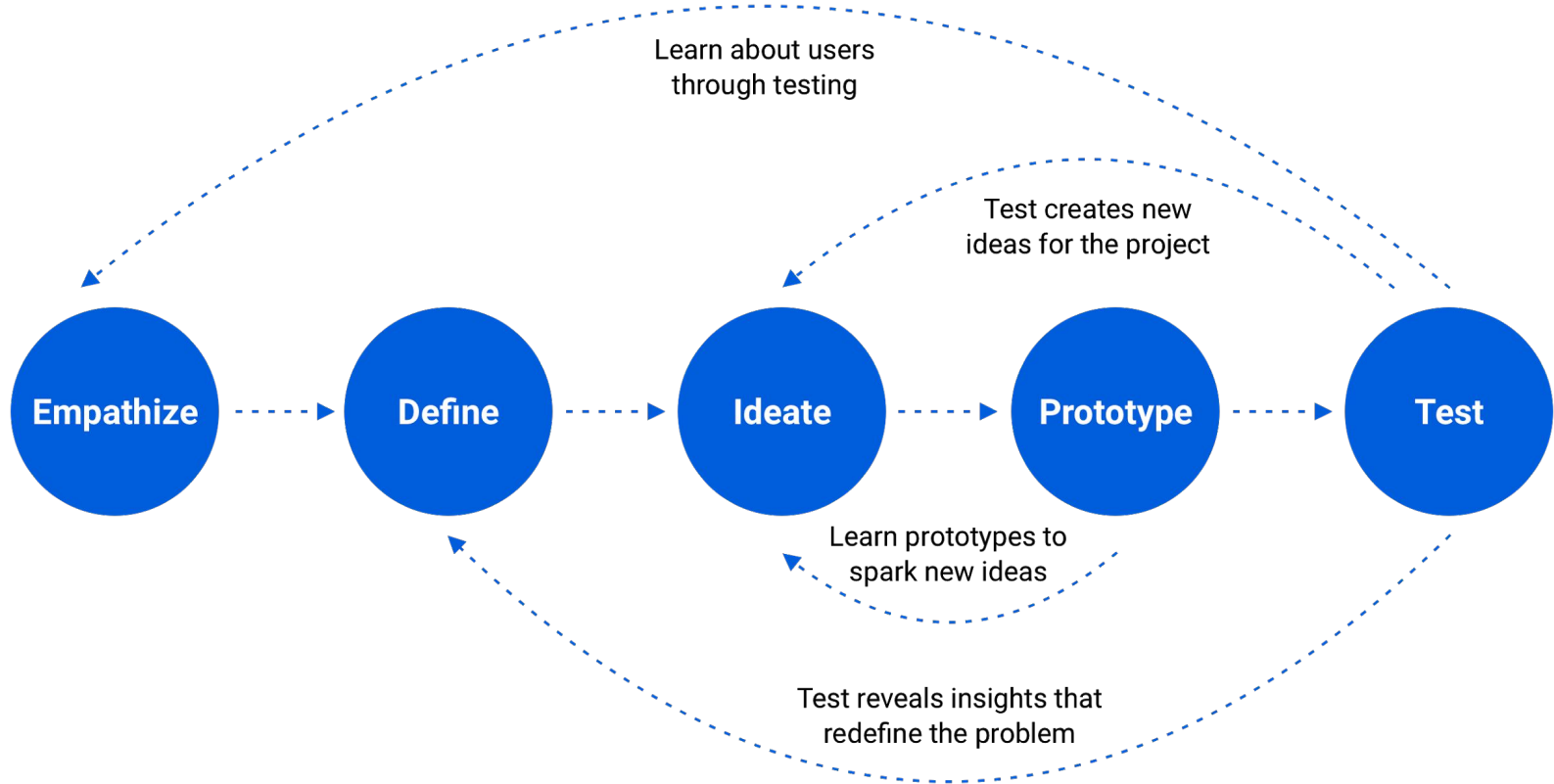
UX Design Process



UX Design Process



UX Design Process

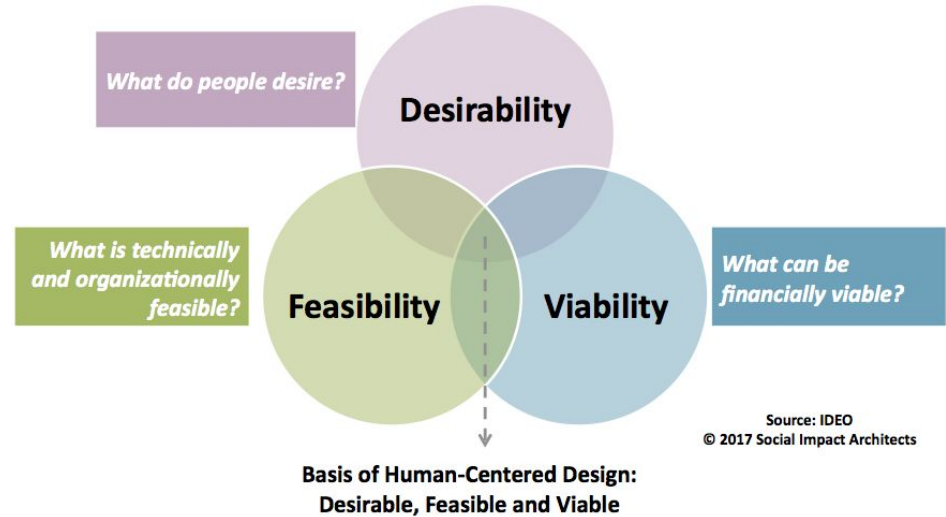


UX Terminologies & Deliverables



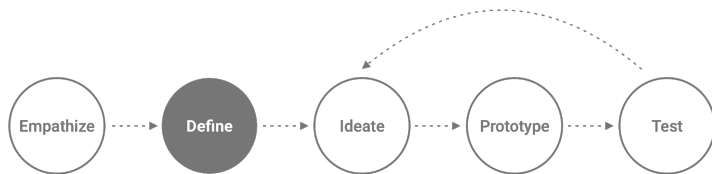
Human Centered Design

- The needs of people
- The possibilities of technology
- The requirements of success



User Persona

A persona is a single representation of a subset of your target audience who have similar behaviours, goals, motivations, and needs when it comes to the product.



Amy the Accountant

Associate Director of Financial Advising | Age 43

Amy has been working at her firm for 6 years, and was recently promoted to a director-level supervisory position. She's a techy, highly educated power user.

Goals & Objectives

- Responsible for accuracy of all reports created by employees in her division
- Needs to see an overview of current billable hours per month completed
- Wants quick reference for relevant tax code info while reviewing reports

Behaviors

- Learns and uses keyboard commands to save time with repetitive work
- Prefers to have her employees send her work for feedback before deadlines
- Keeps key parts of the tax code printed and pinned on her office walls for quick reference

Traits

Multi-device use

Domain experience

Multi-tasking

Product loyalty

Familiarity with product

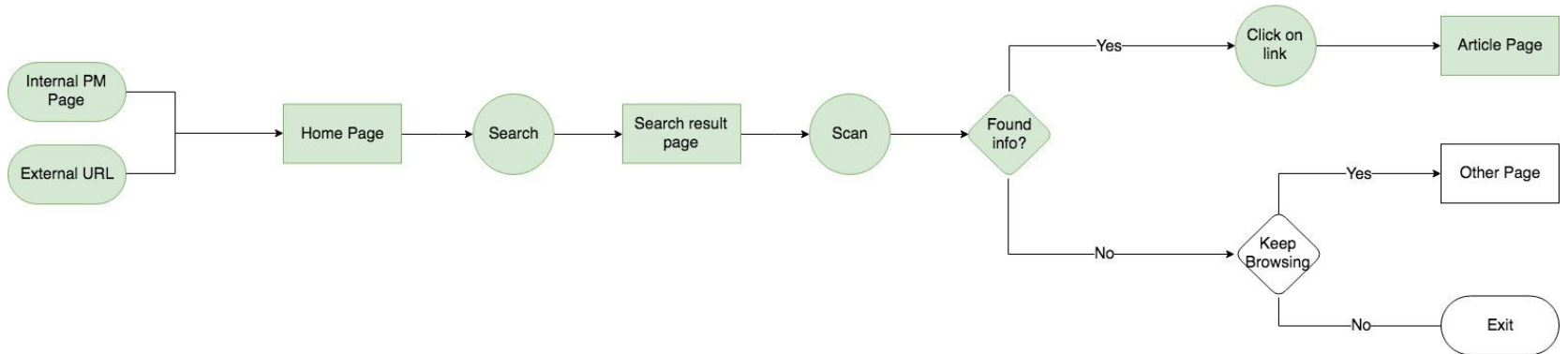
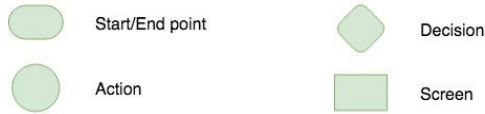
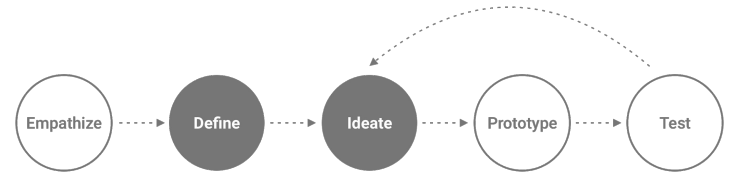
Tutorial usage

Amount of time spent with product

UX Terminologies & Deliverables

User Flow

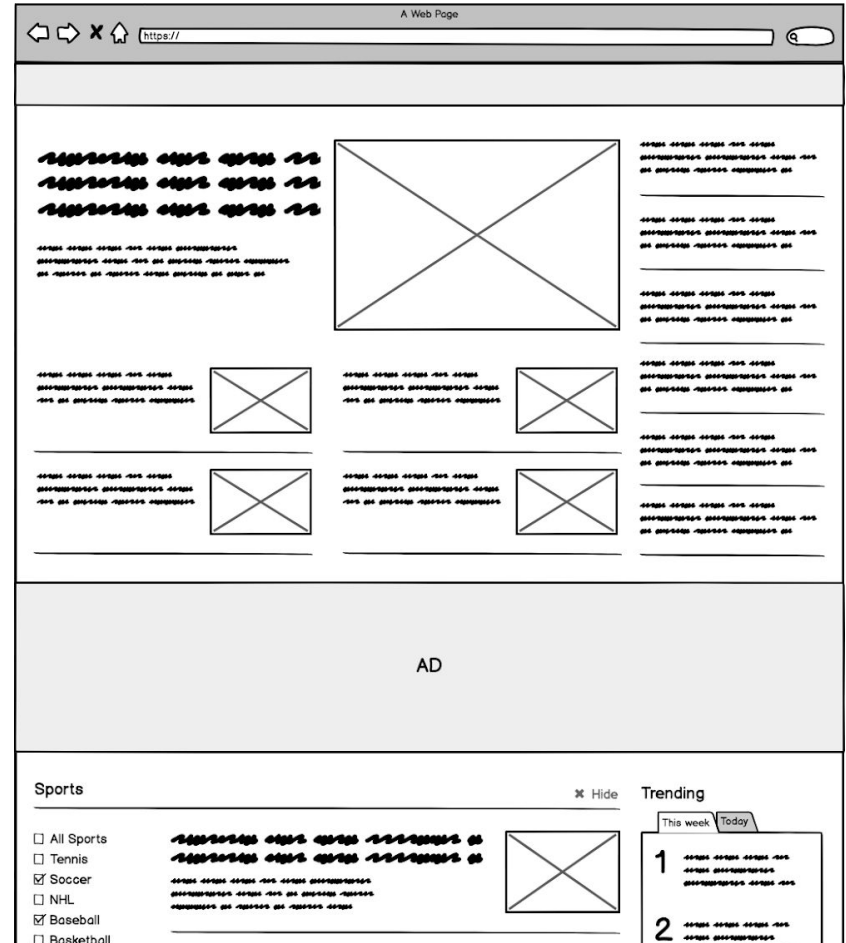
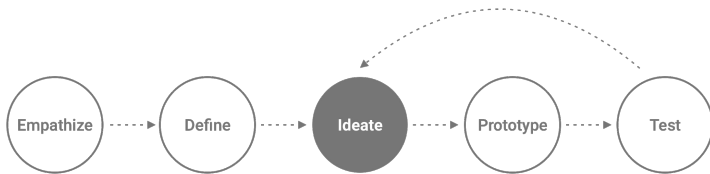
A user flow is a diagram that display the complete path a user takes when using a product



UX Terminologies & Deliverables

Wireframe

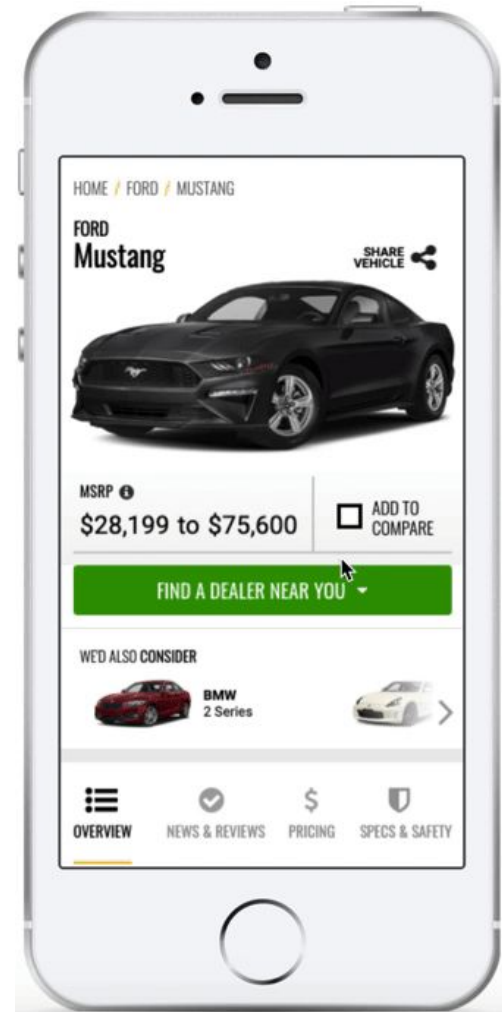
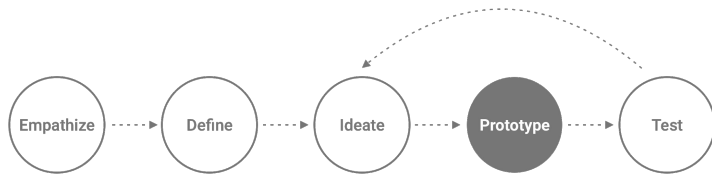
A wireframe is a skeleton outline of the system to be built, and should contain all the important elements of the final product.



UX Terminologies & Deliverables

Prototype

A prototype is sample version of a final product created to test a concept or process.



Further Resources

Books to Start with:

- **The Design of everyday Things** by Don Norman
- **Don't Make me Think** by Steve Krug

Blogs to Explore:

- Interaction Design Foundation
- Nielsen Norman Group
- Smashing Magazine
- UX Planet

Websites for UX Principles:

- Lawsofux.com
- Asktog.com
- Humanbydesign.com

**Any Questions or
Feedback?**

