



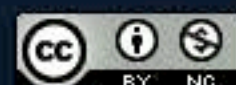
UNIVERSITY OF
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Course Summary

INTRO TO UX

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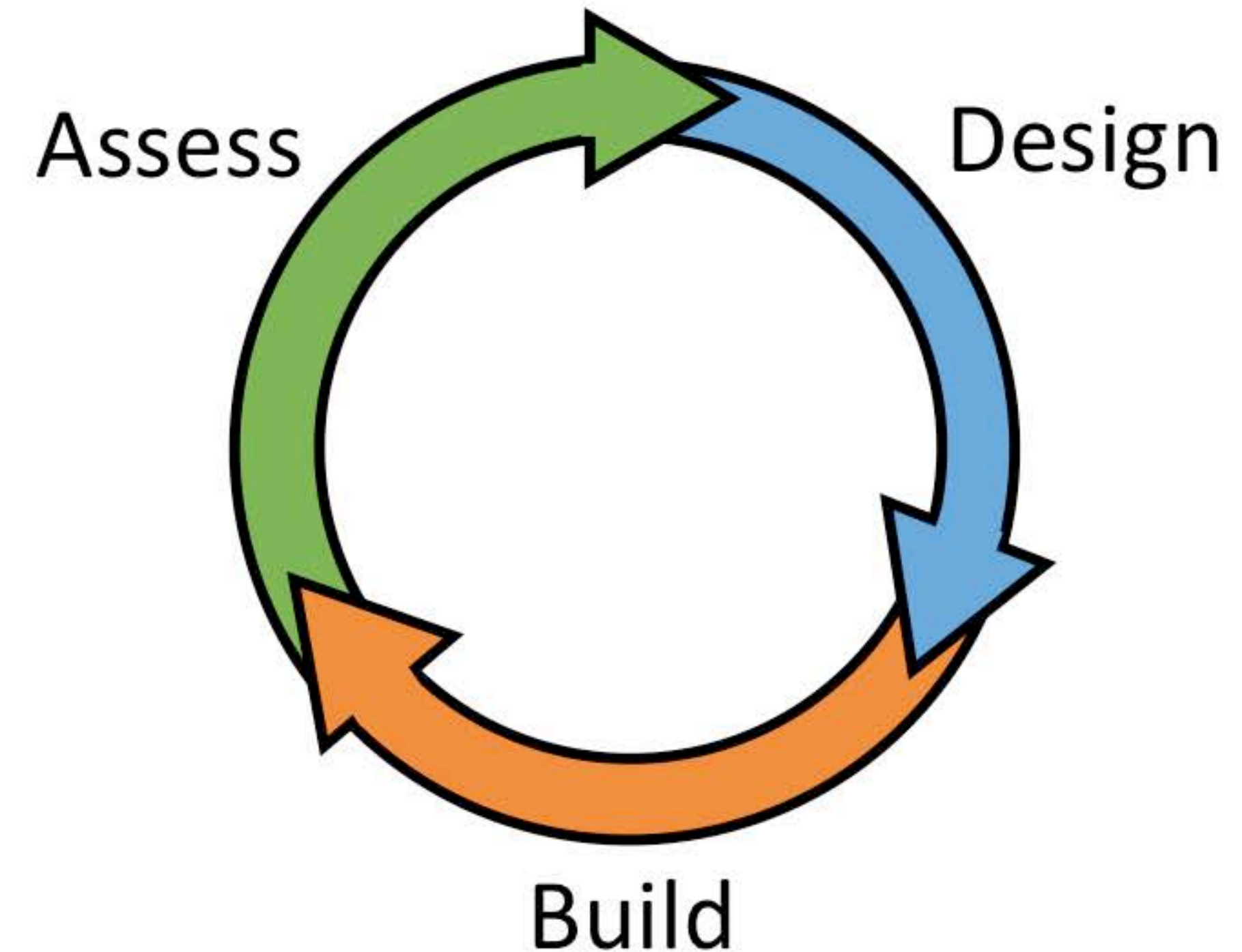
Course Wrap-Up

Course Summary

- **UX is important**
- **UX doesn't come easily**
- **We know how to make it easier**

How to make UX easy

- Follow an *iterative prototyping* process
- Apply *user-centered* research and design methods
- Understand a bit about *human behavior*
- Apply *common sense*



A Taste of UX

- **Micro-usability Test**
- **Sketching and Ideation (Generate, Converge, Generate)**

What Next?

- **Deeper into UX Research**
 - Understanding user needs
 - Formal user testing
 - Inspection methods
 - Large-scale methods
- **Deeper into UX Design**
 - Building prototypes
 - Representing users and tasks
 - Specifying system behavior
- **Putting it all together**
 - Combining UX Research + UX Design in a single project

MicroMasters in UX Research & Design

- **Introduction to User Experience**
- **Understanding User Needs**
- **Principles of Designing for Humans**
- **Evaluating Designs with Users**
- **UX Design: From Concept to Wireframe**
- **UX Design: From Wireframe to Prototype**
- **UX Research Surveys**
- **UX Research @ Scale: Analytics and Online Experiments**
- **UX Capstone**