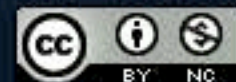# UX Design Overview

INTRO TO UX

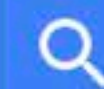### Mark W. Newman
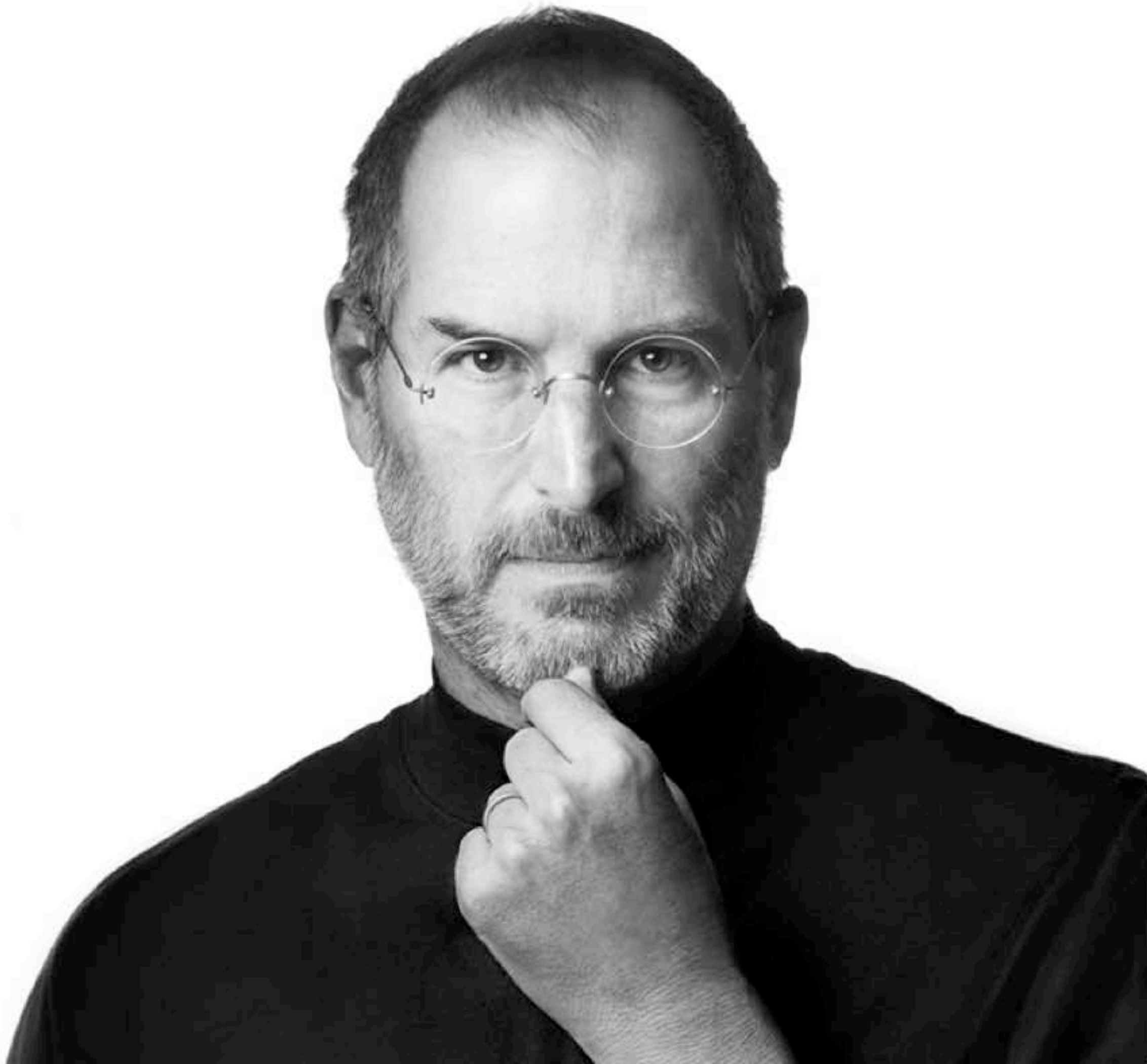
Associate Professor, School of Information
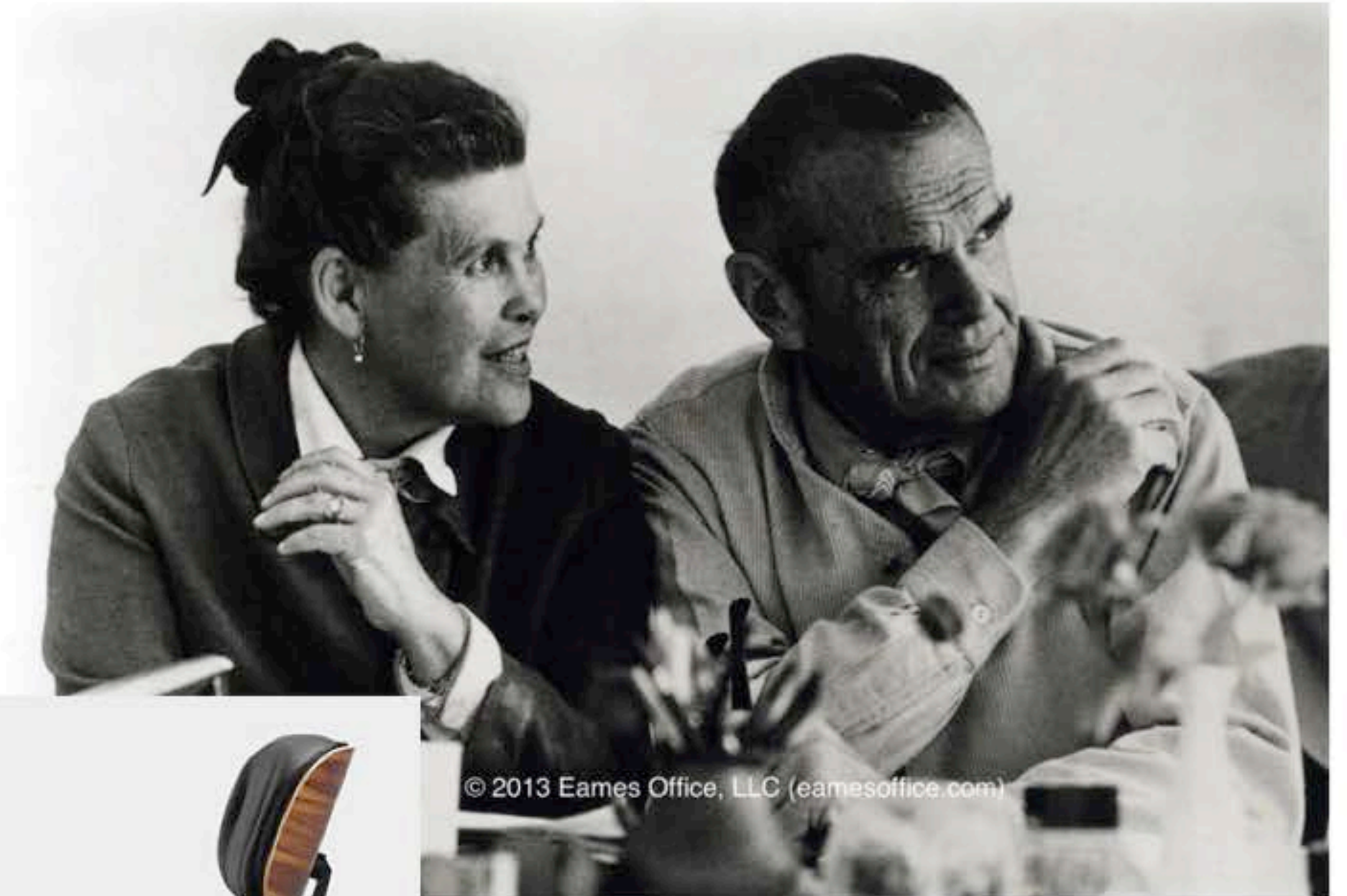
Design

What is design?

What is design?

Most people make the mistake of thinking design is what it looks like. People think it's this veneer – that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.

- Steve Jobs

What is design?

[Design is] a plan for arranging elements in such a way as to best accomplish a particular purpose.

- Charles Eames

© 2013 Eames Office, LLC (eamesoffice.com)

What is design?

- A plan

- Arranging elements

- A purpose

- How it works (functionality)

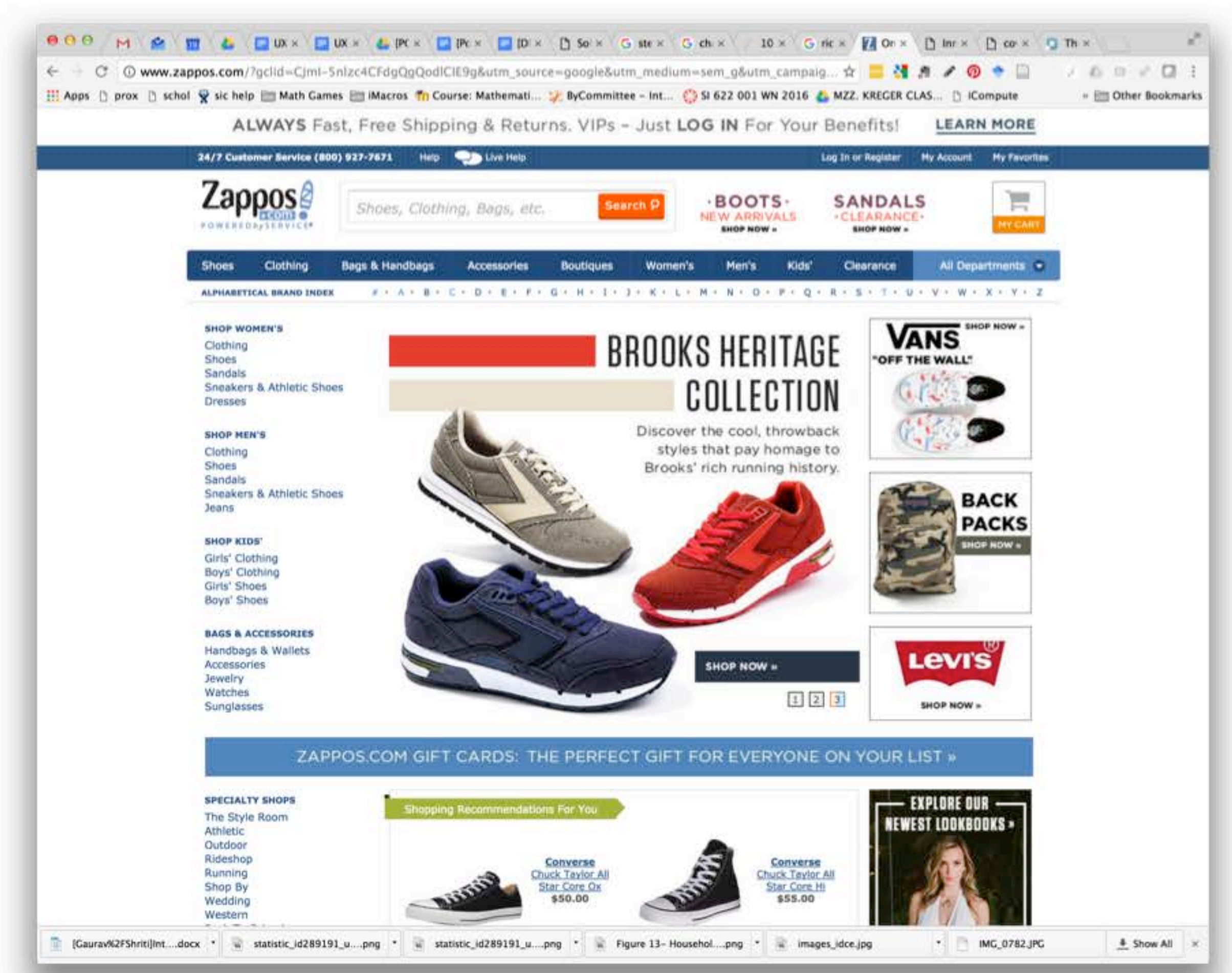- (Also: what it looks like and feels like)

Design and beauty

When I am working on a problem, I never think about beauty. I only think about how to solve the problem. But when I have finished, if the solution isn't beautiful, I know it is wrong.
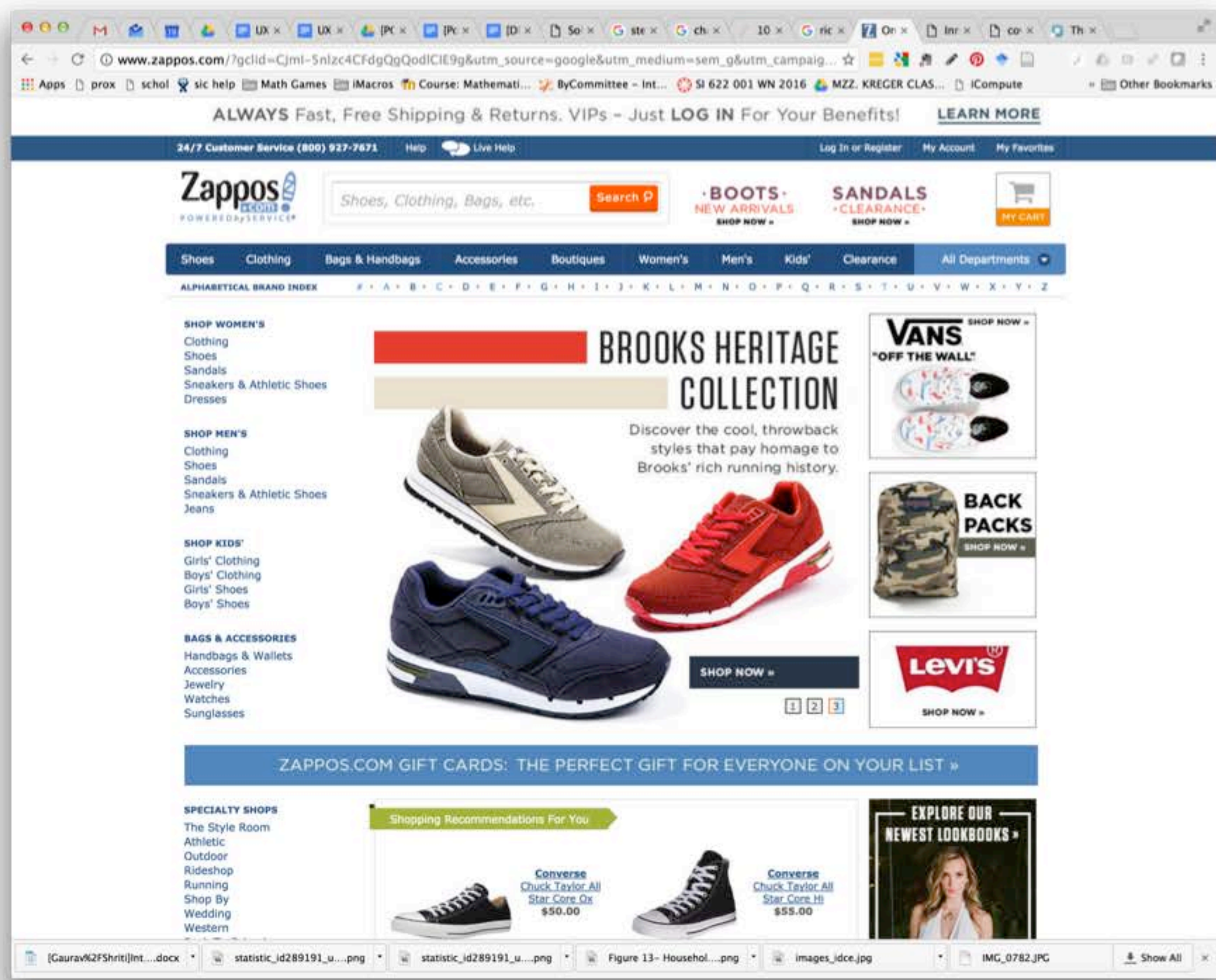
- Buckminster Fuller

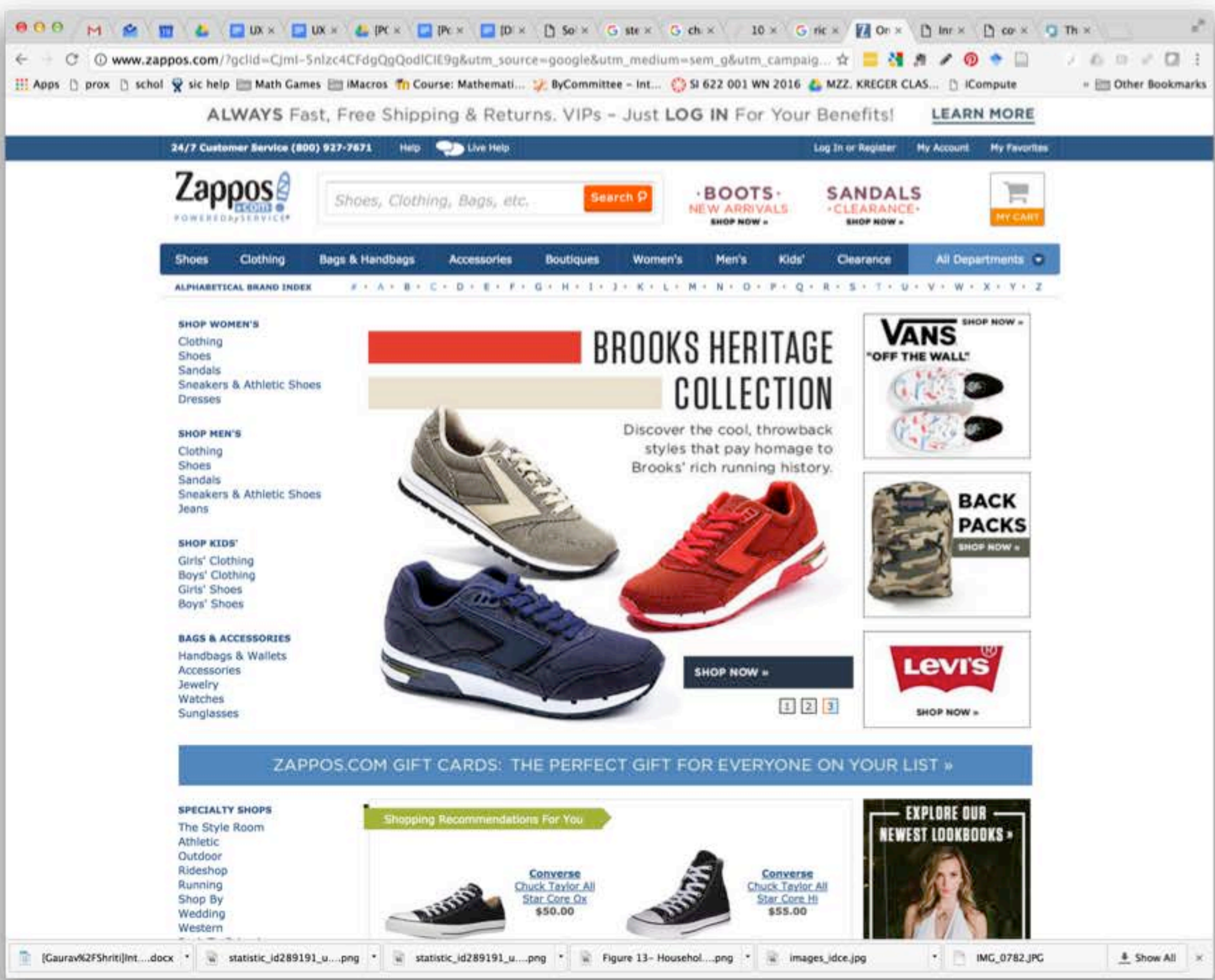# What is design?
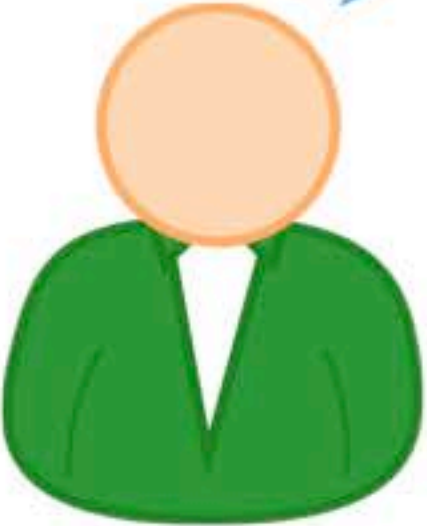
- **Design is *solving problems***

What is the problem?

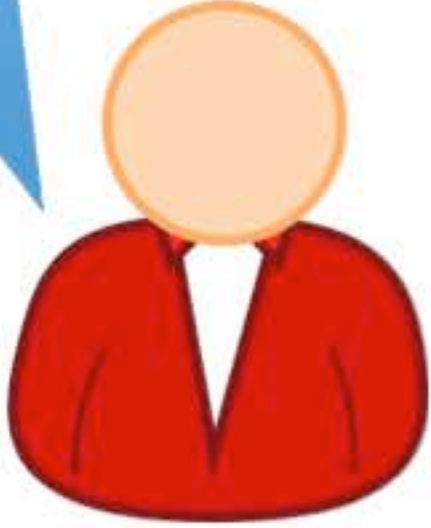# What is the problem?

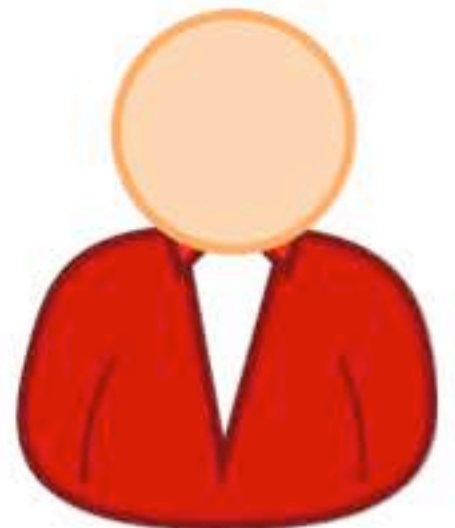# What is the problem?
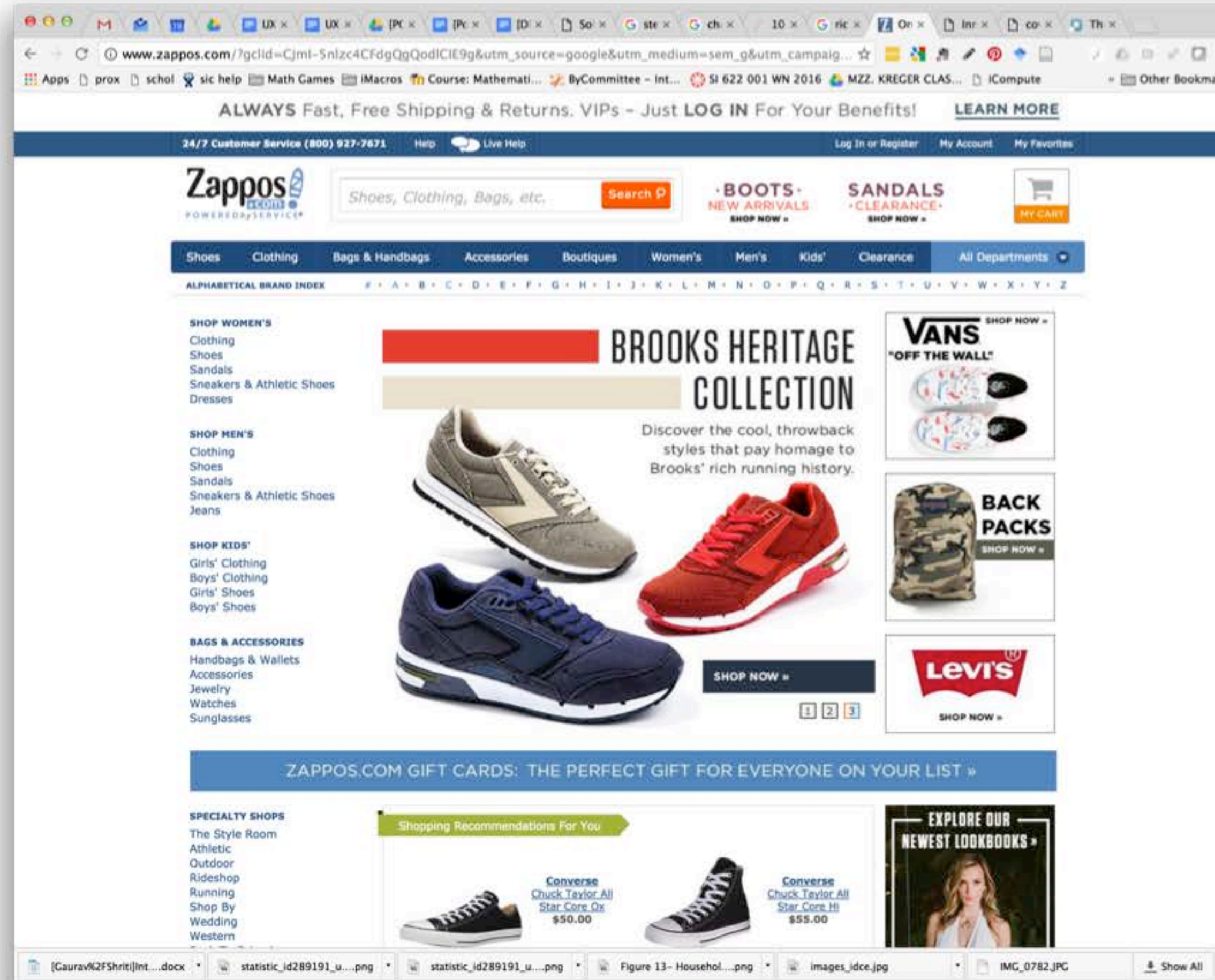
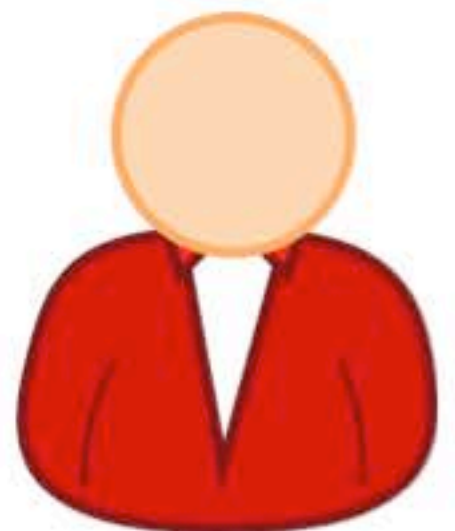# What is the problem?

I need shoes
- Conveniently
- Fast
- In my style
- Reliably

What is the problem?
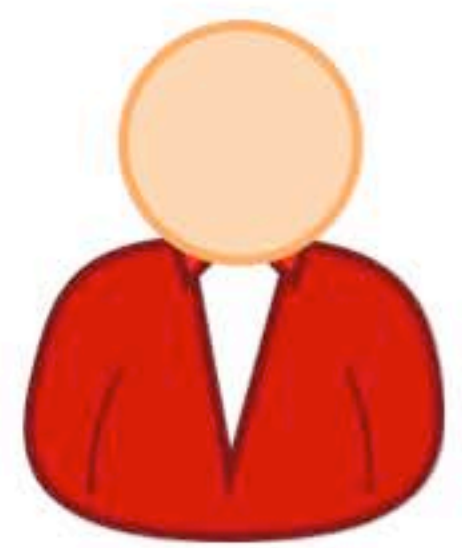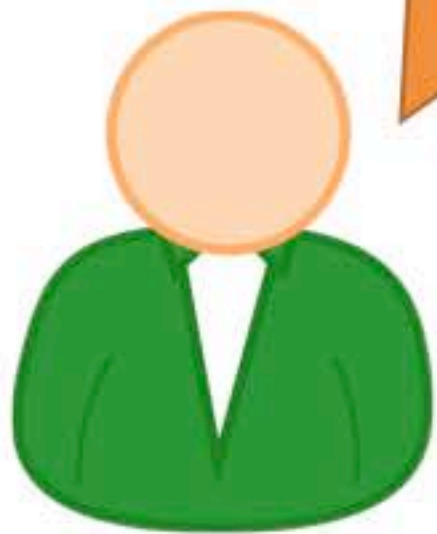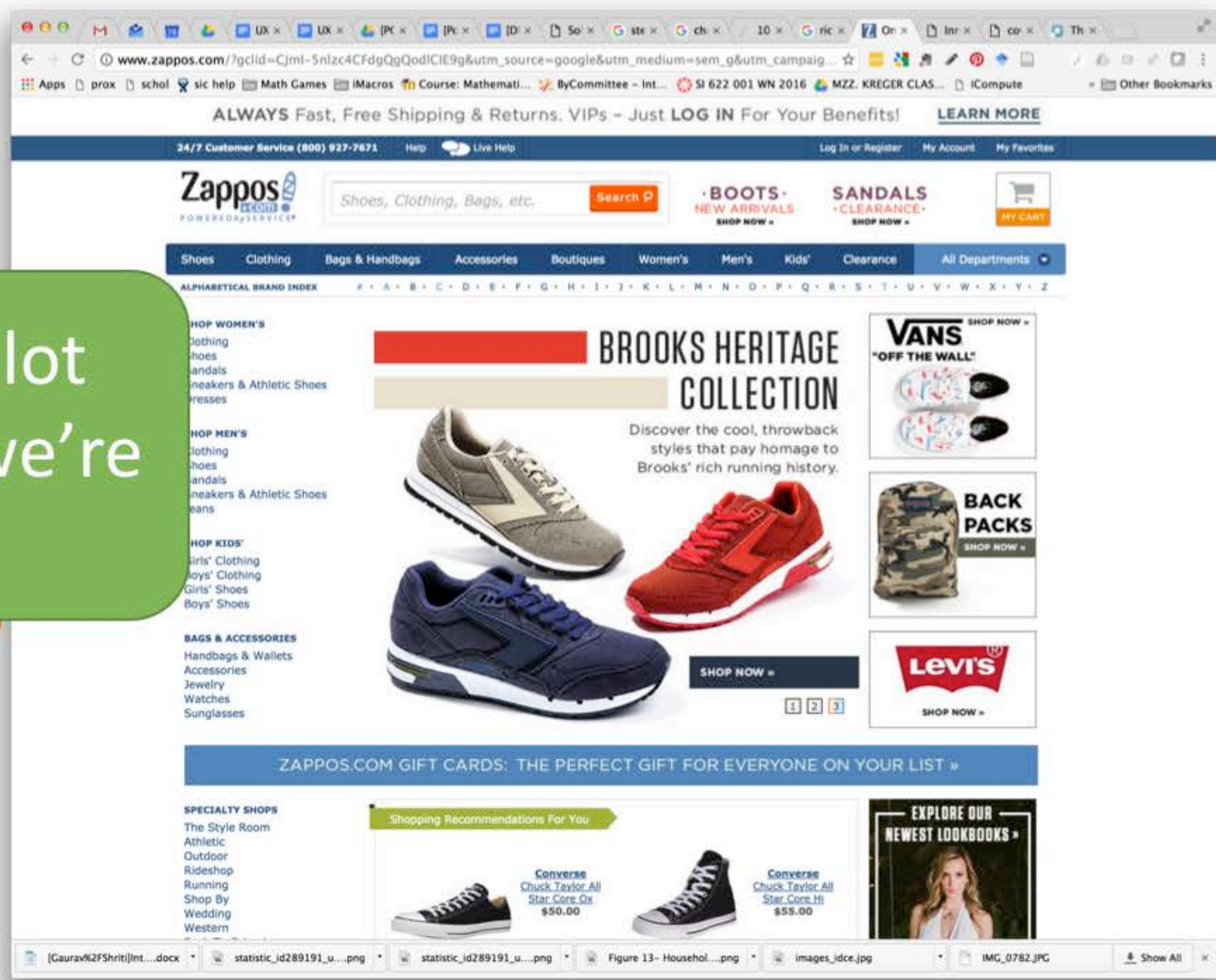
What is the problem?

What is the problem?

I want to sell shoes
- Faster
- More conveniently
- With more selection
- More personalized

... than the alternatives
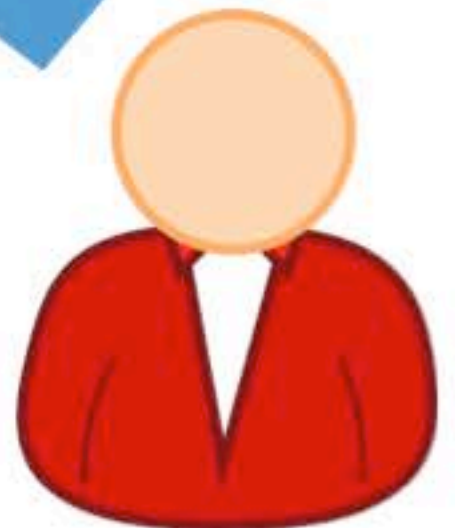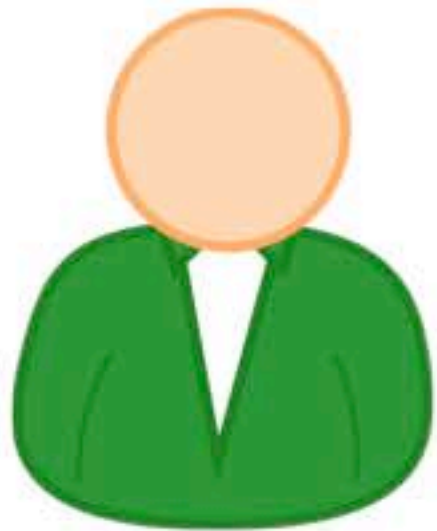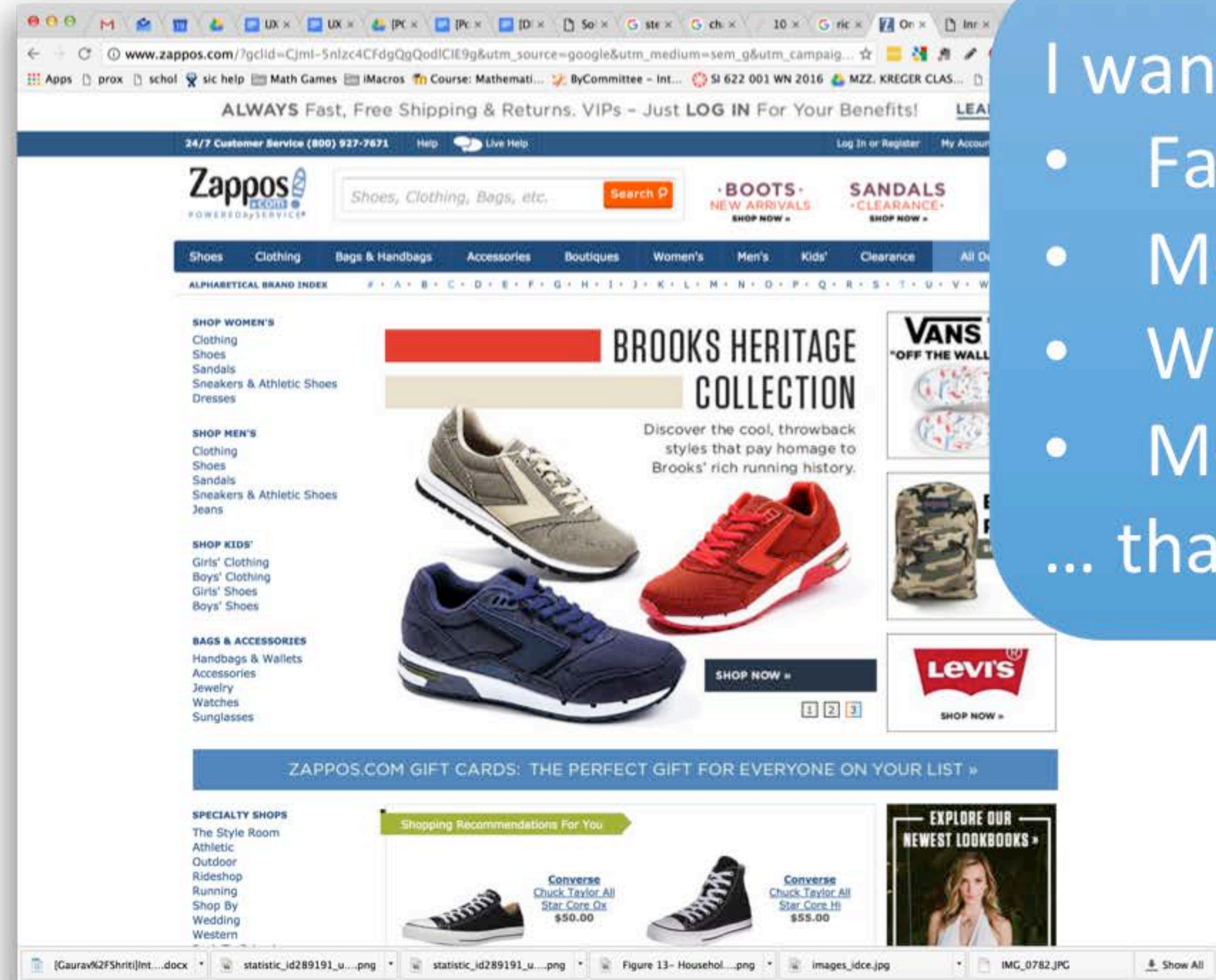
What is the problem?
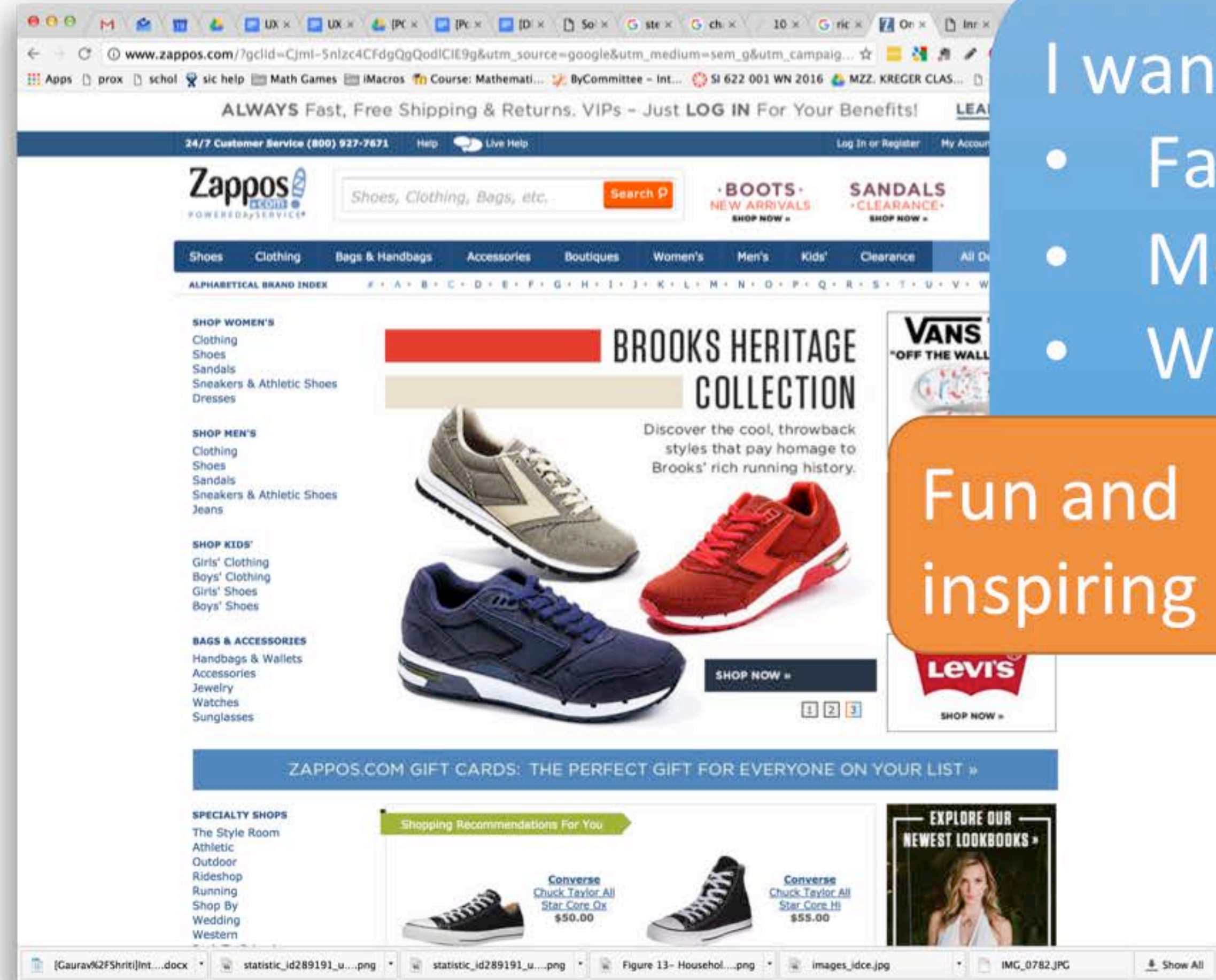
I want to sell shoes
- Faster
- More conveniently
- With more selection
- ...rsonalized
- ...alternatives
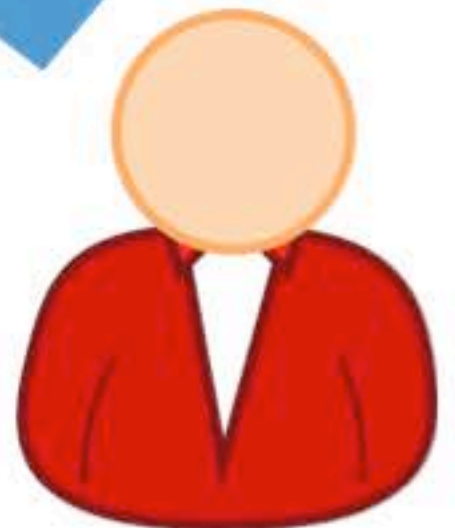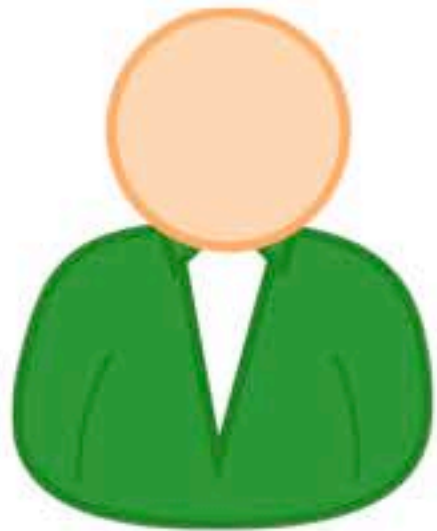
Fun and inspiring

What is the problem?

Design and problems
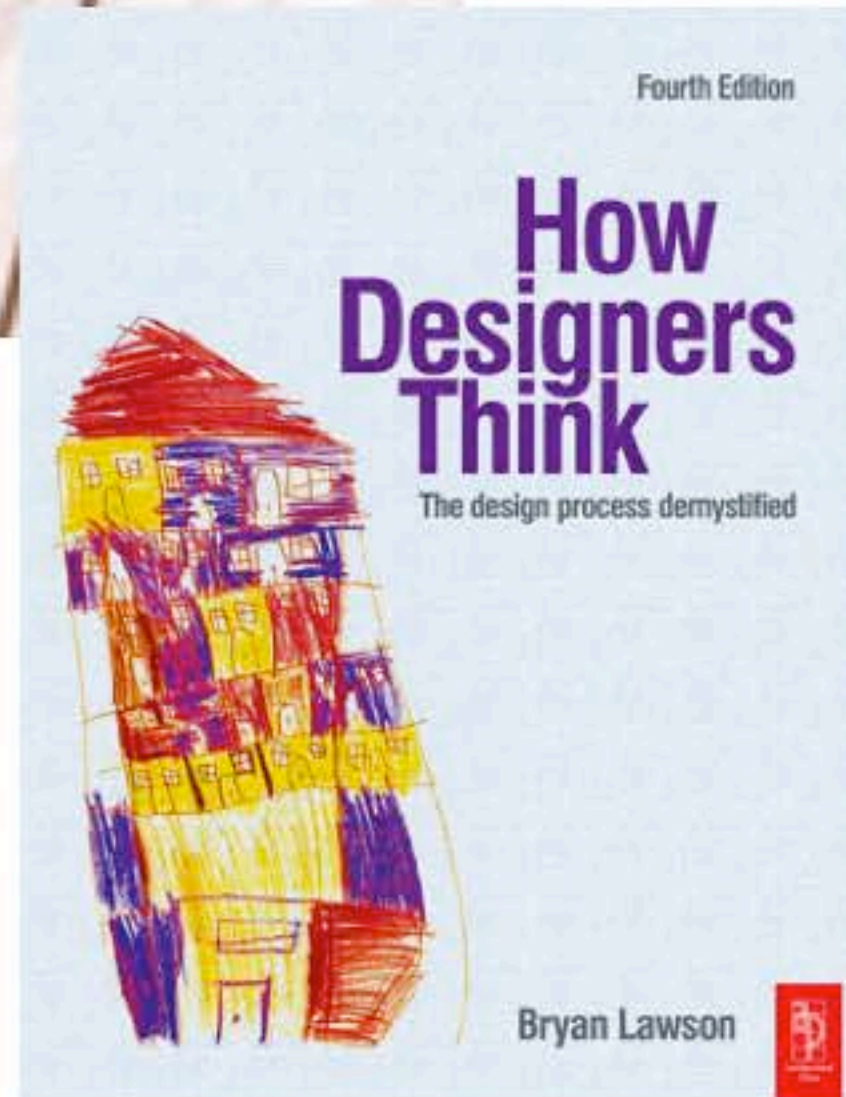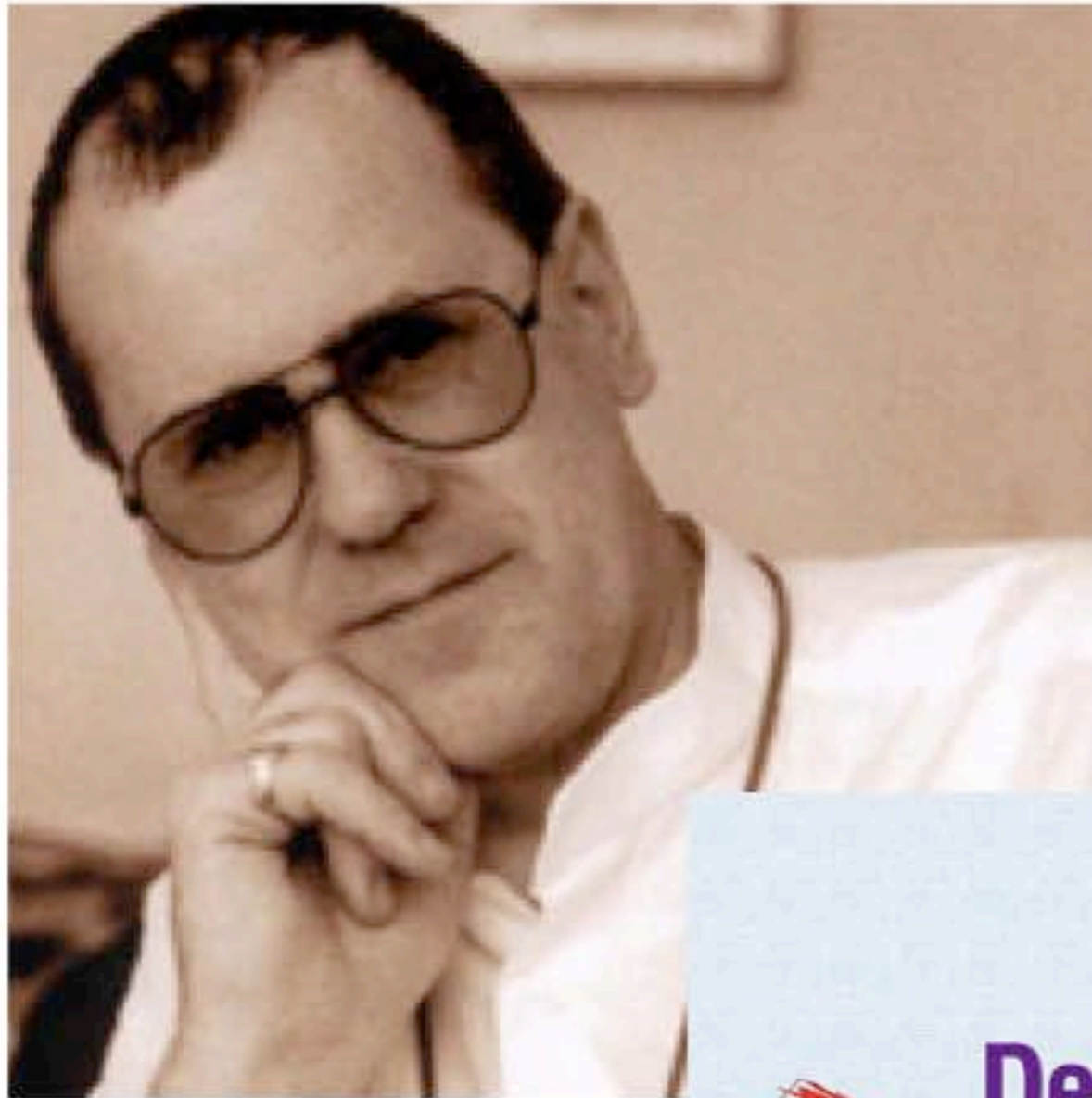
Design is as much a matter of finding problems as it is solving them.

- Bryan Lawson

The Design Process

- **Understand the problem**

- **Generate possible solutions**

- **Analyze and select**

- **Embody solutions**

- **Assess (find new problems)**

- **… and Repeat!**

50 designs in 50 days - example

The Design Process

- **Understand the problem**

- **Generate possible solutions**

- **Analyze and select**

- **Embody solutions**

- **Assess (find new problems)**

- **… and Repeat!**

Aligning the design process

The Design Process

- **Understand the problem**
- **Generate possible solutions**
- **Analyze and select**
- **Embody solutions**
- **Assess (find new problems)**

- **… and Repeat!**

Assess

Design

Build

The Design Process

- **Understand the problem**
- **Generate possible solutions**
- **Analyze and select**
- **Embody solutions**
- **Assess (find new problems)**

- **… and Repeat!**

Assess

Design

Build

The Design Process

- **Understand the problem**
- **Generate possible solutions**
- **Analyze and select**
- **Embody solutions**
- **Assess (find new problems)**

- **… and Repeat!**

Assess

Design

Build

The Design Process

- **Understand the problem**
- **Generate possible solutions**
- **Analyze and select**
- **Embody solutions**
- **Assess (find new problems)**

- **… and Repeat!**

Assess   Design

Build

The Design Process

- **Understand the problem**
- **Generate possible solutions**
- **Analyze and select**
- **Embody solutions**
- **Assess (find new problems)**

- **… and Repeat!**
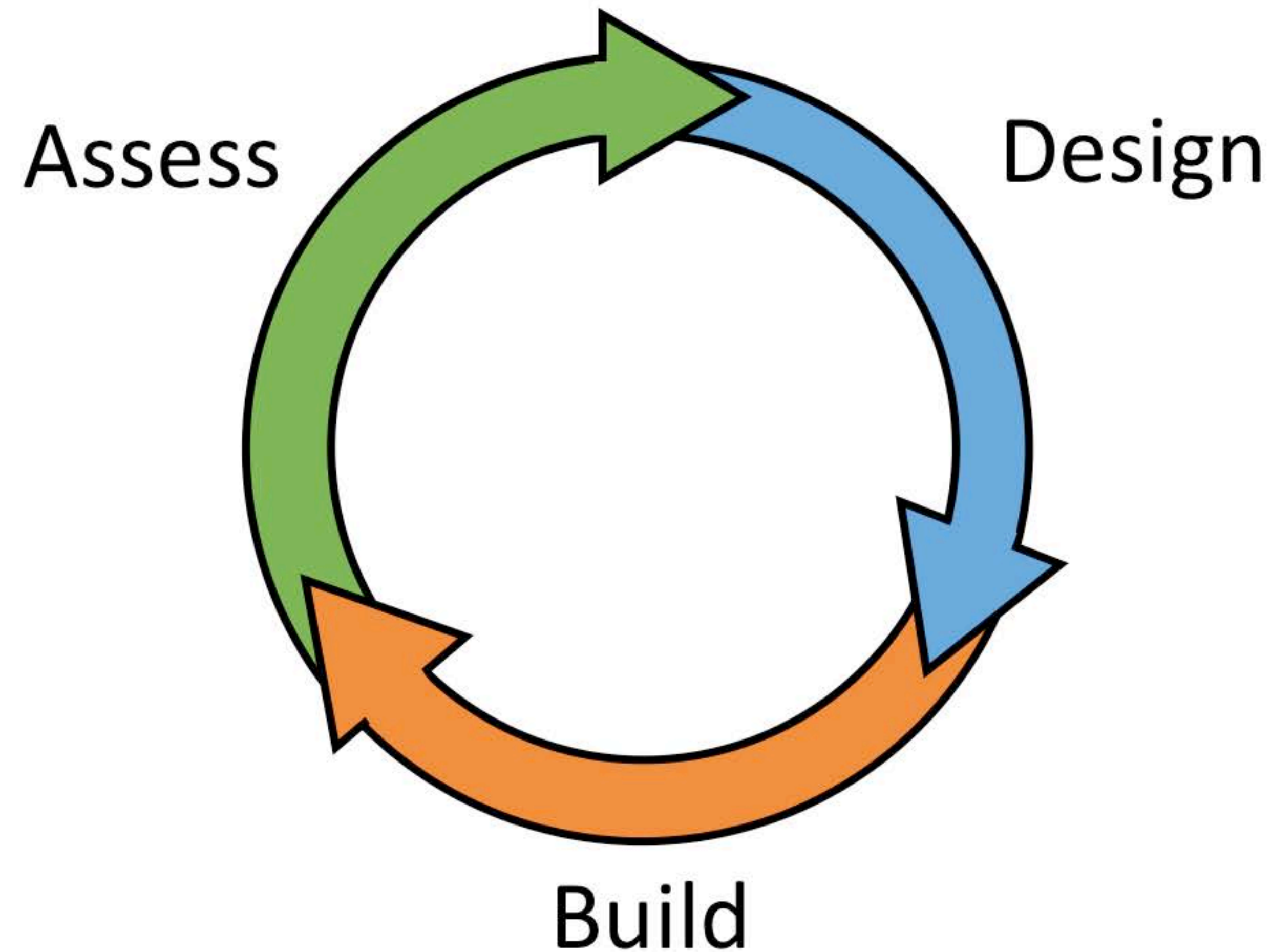
Assess

Design

Build

The Design Process

- **Understand the problem**
- **Generate possible solutions**
- **Analyze and select**
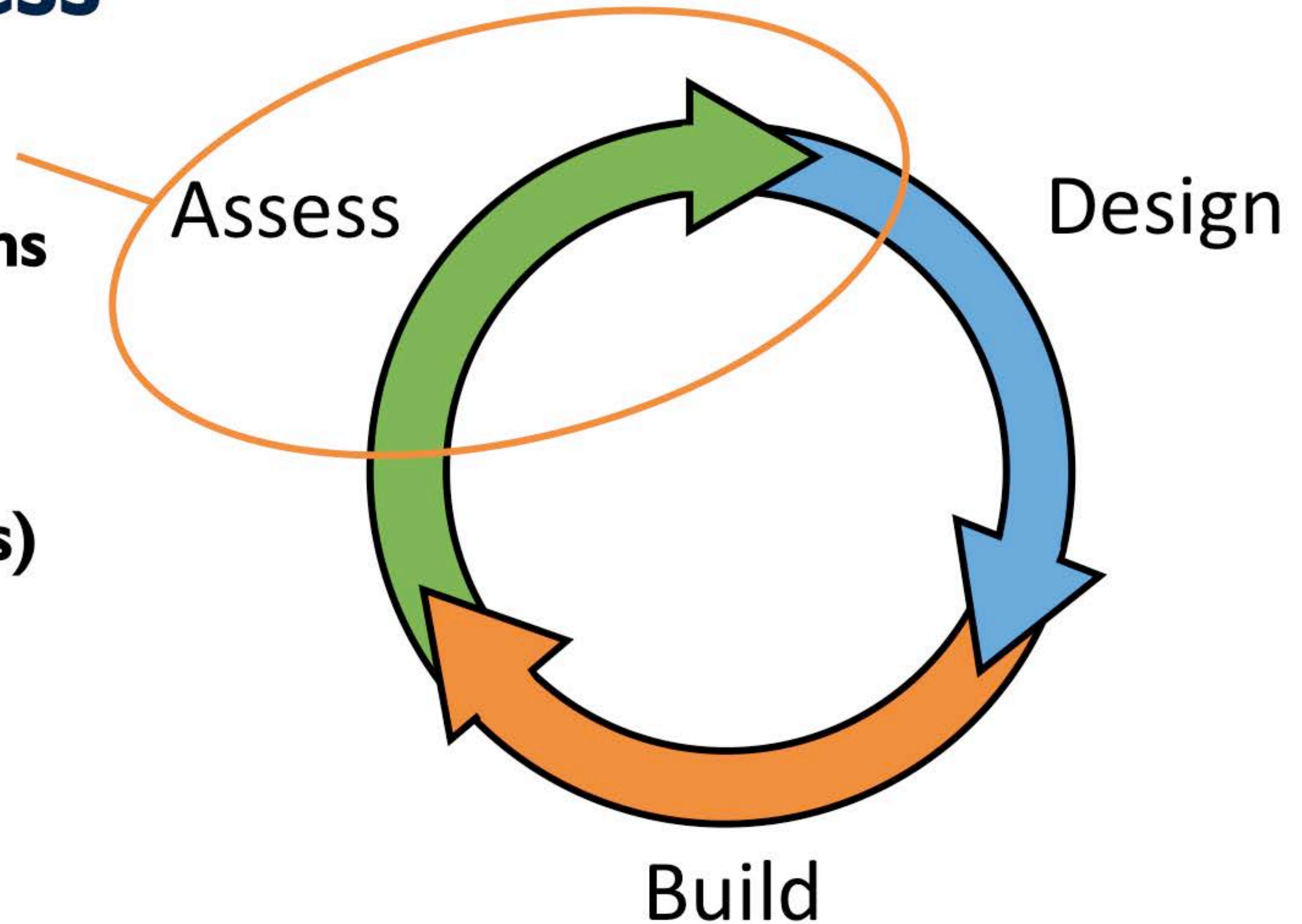- **Embody solutions**
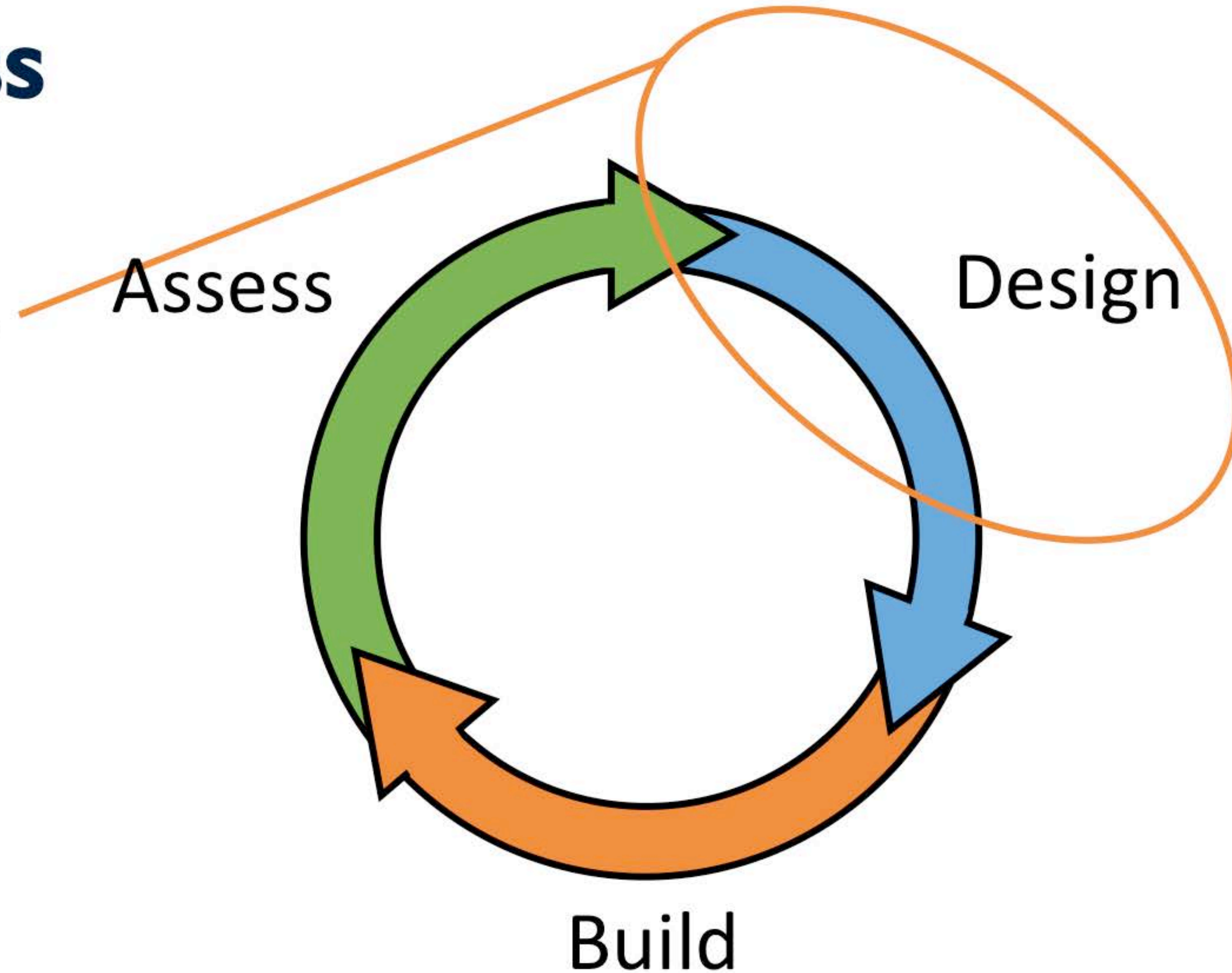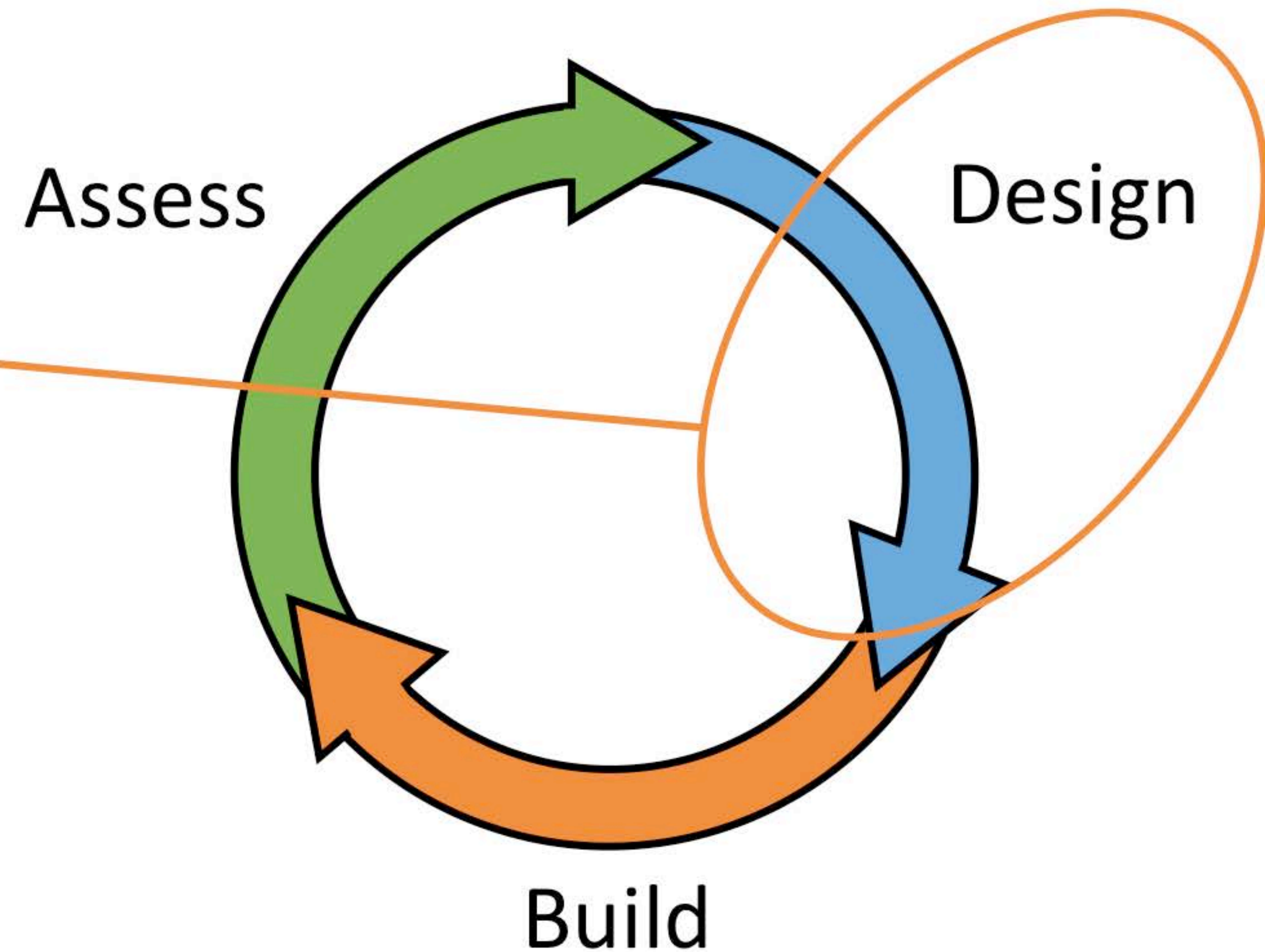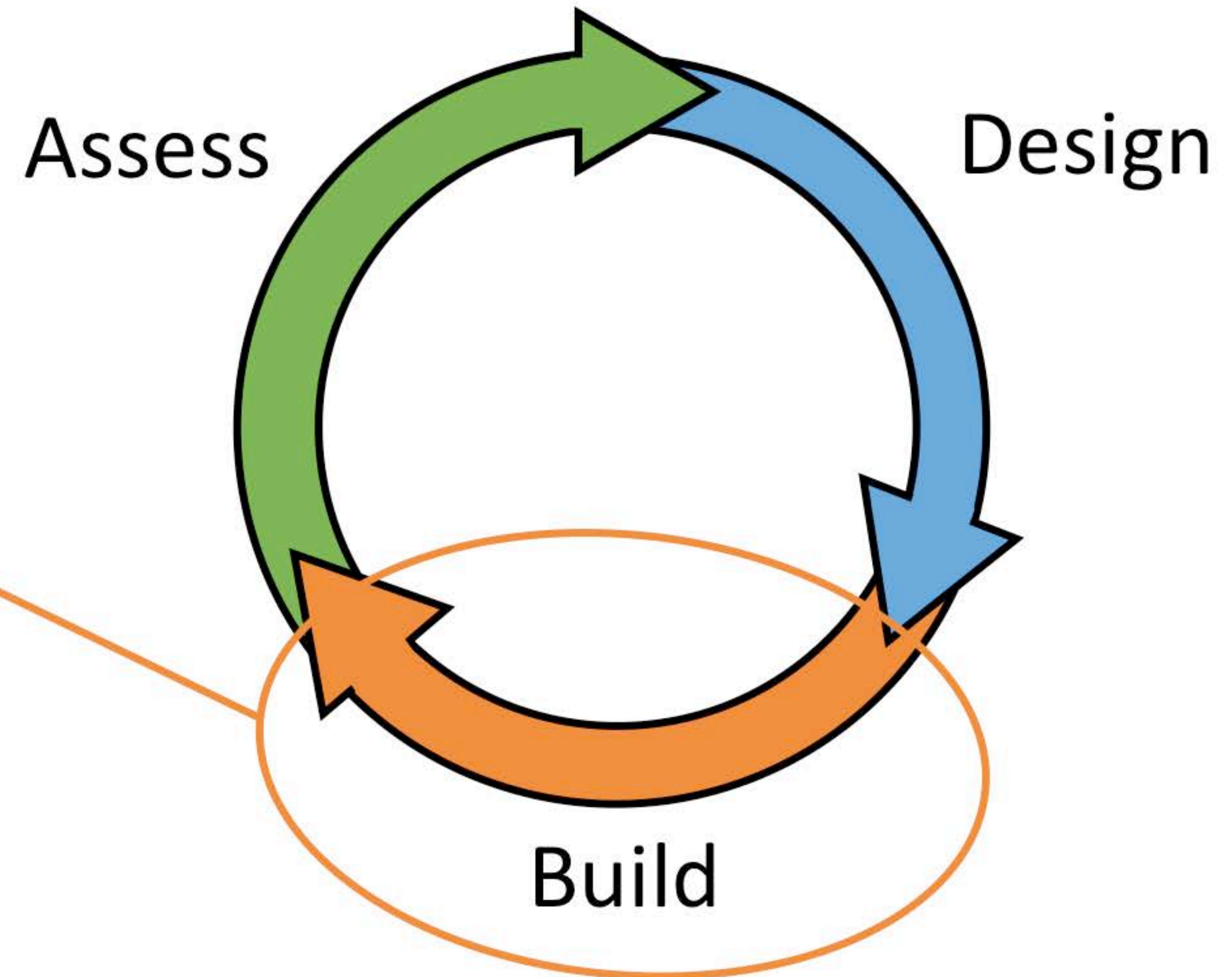- **Assess (find new problems)**

- **… and Repeat!**

Assess   Design

Build

What is special about UX Design?

- **Experiences are interactive**
  - **Time-based**
  - **Action-response rules**
  - **Action: command options**
  - **Response: information presentation**
  - **Complex system behavior (focus on usability)**

- **Context is critical**
  - **Other interactions**
  - **Other activities**
  - **Other people**

The UX Design Process

- **Understand the problem** ⟶ **Study users: tasks and context**
- **Generate possible solutions** ⟶ **Sketch, storyboard, wireframe…**
- **Analyze and select** ⟶ **Apply UX criteria**
- **Embody solutions** ⟶ **Build prototype**
- **Assess (find new problems)** ⟶ **Apply UX research methods**

- **… and Repeat!** ⟶ **… and Repeat!**

The UX Design Process

- **Understand the problem** → Study users: tasks and context
- **Generate possible solutions** → Sketch, storyboard, wireframe…
- **Analyze and select** → Apply UX criteria
- **Embody solutions** → Build prototype
- **Assess (find new problems)** → Apply UX research methods

- **… and Repeat!** → … and Repeat!

The Design Process

- **Understand the problem**

- **Generate possible solutions**

- **Analyze and select**

- **Embody solutions**

- **Assess (find new problems)**

- **… and Repeat!**

Attributions

"Steve Jobs 1955-2011" by segagman is licensed under CC BY

"Eames Lounge Chair and Ottoman | MoMA Store" by Wicker Paradise is licensed under CC BY

"Buckminister Fuller" by Dan Lindsay is licensed under CC BY

"is2737.JPG" by Mark Goebel is licensed under CC BY

"Charles and Ray Eames" is provided by the Eames Office