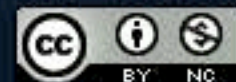# The UX Process

## INTRO TO UX

## Mark W. Newman

Associate Professor, School of Information
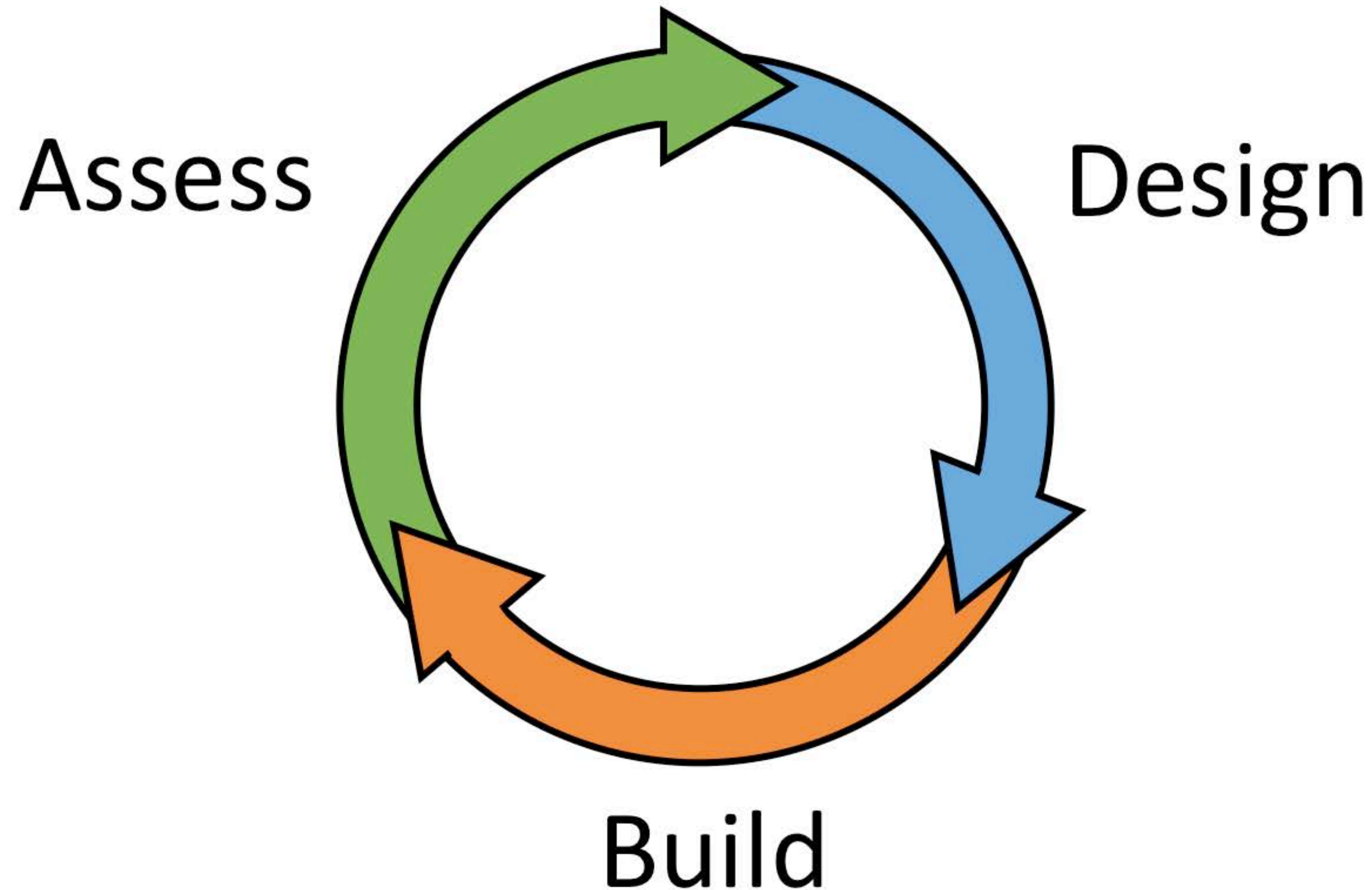
# How to Make Great UX

# How to make UX easy

- **Follow an *iterative prototyping* process**

- **Apply *user-centered* research and design methods**

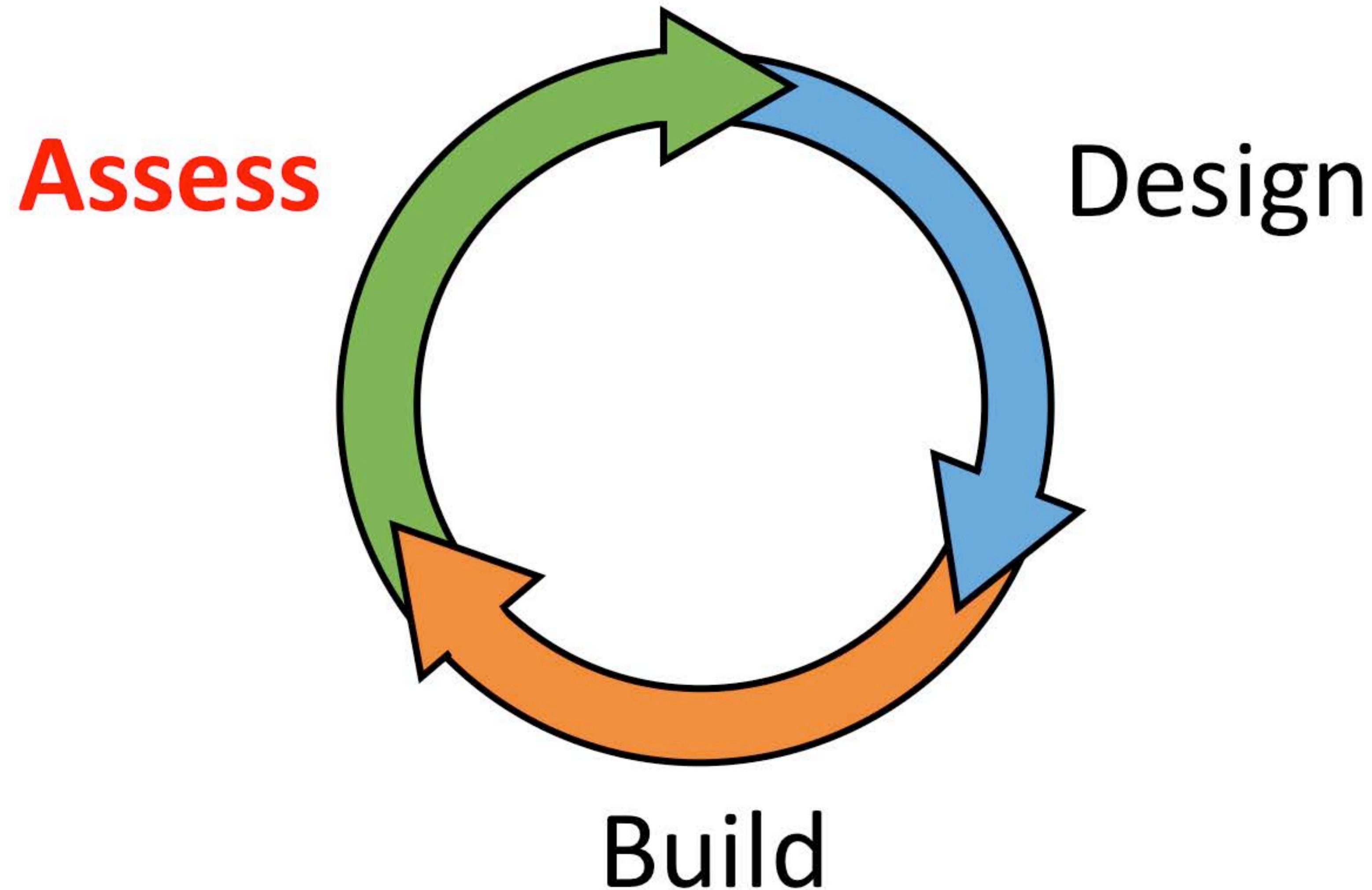- **Understand a bit about *human behavior***

- **Apply *common sense***

# Fail Fast

- **You won't get it right**
- **Get it wrong as quickly and as often as possible**
- **Learn from mistakes**
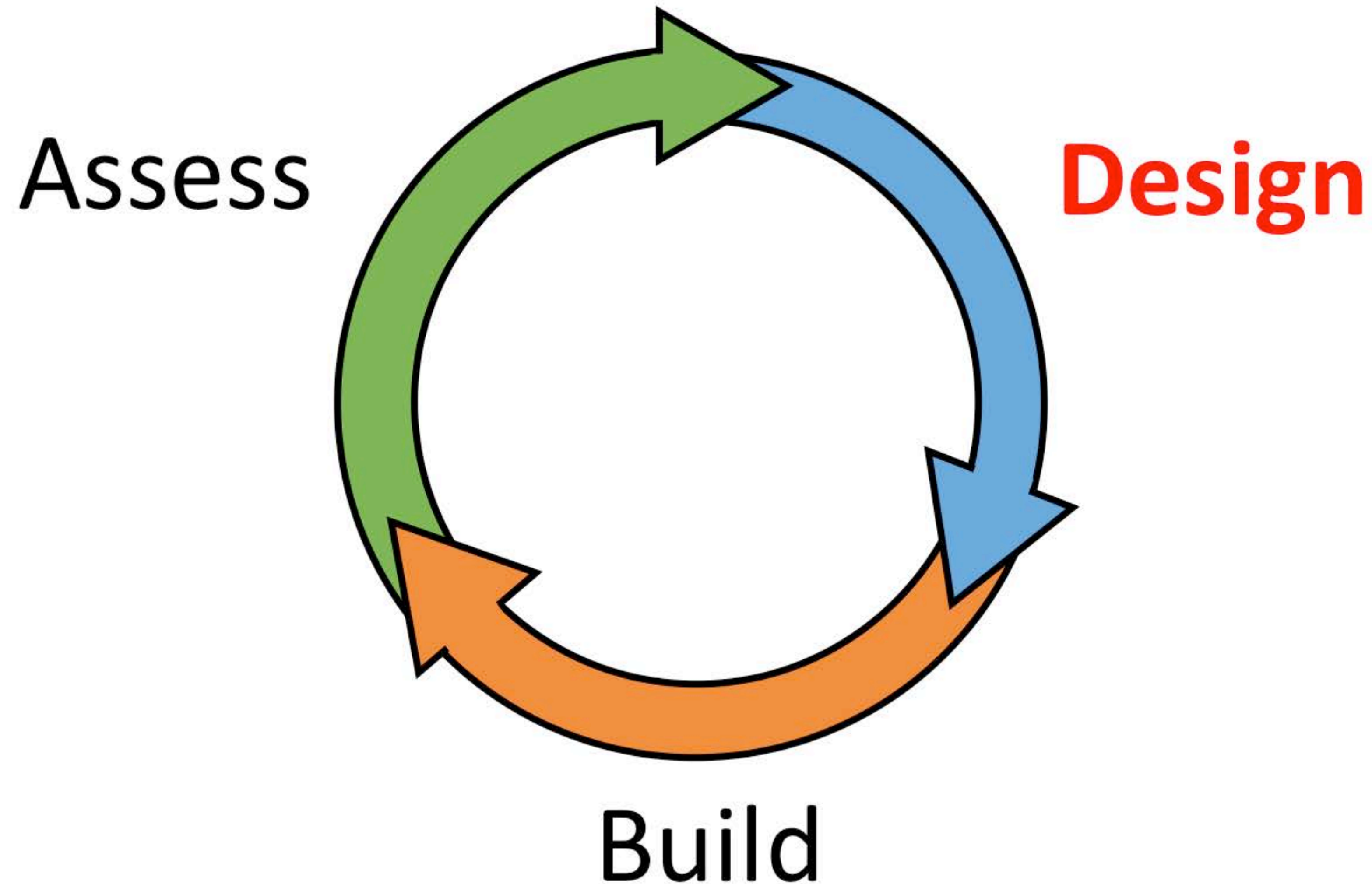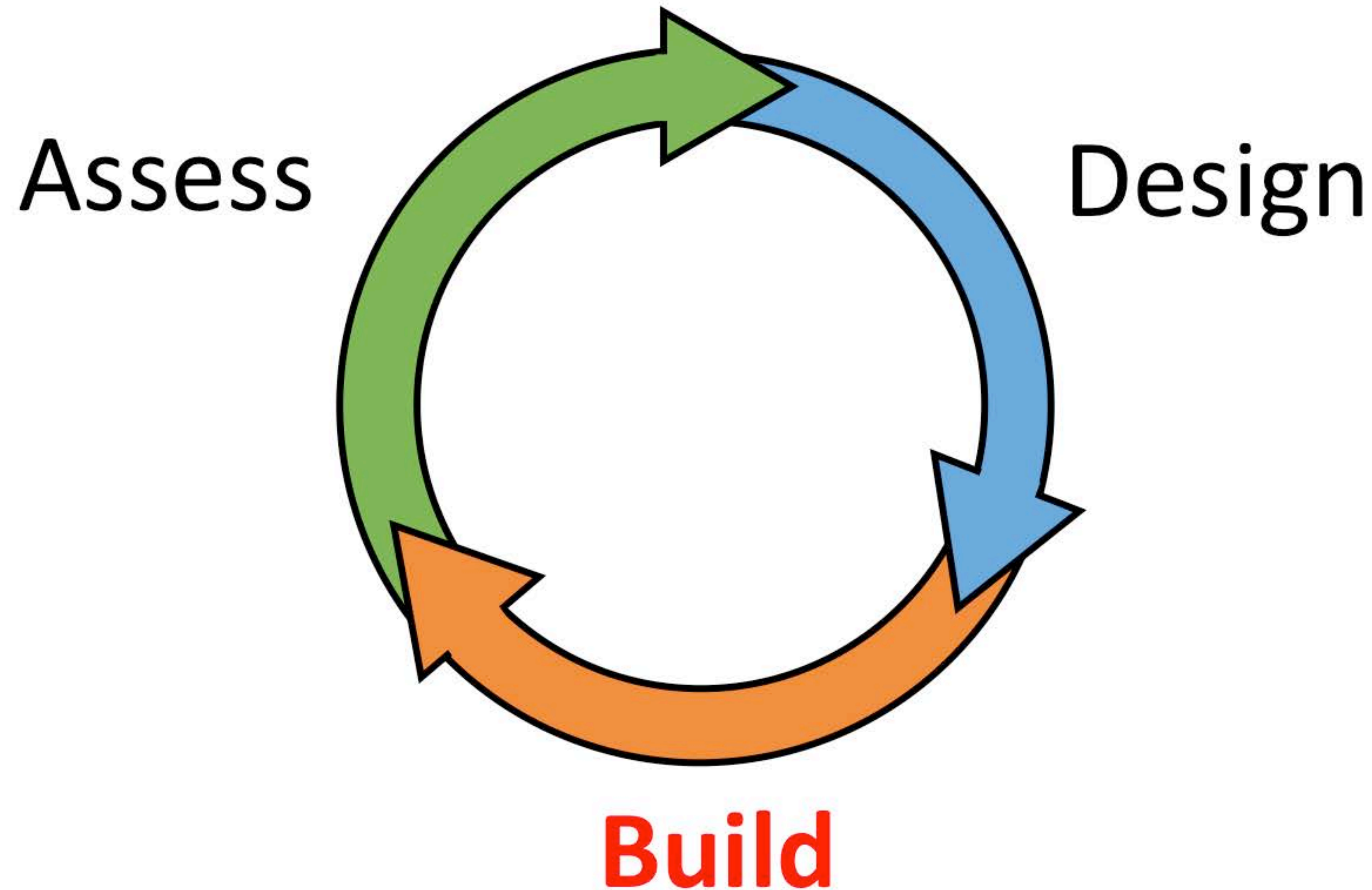- **Get it *less wrong* each time**

# Iterative Design

# Iterative Design



Assess · Design · Build

# Iterative Design



Assess

Design

Build

# Iterative Design



Assess

Design

**Build**

# Iterative Design



Assess

Design

Build
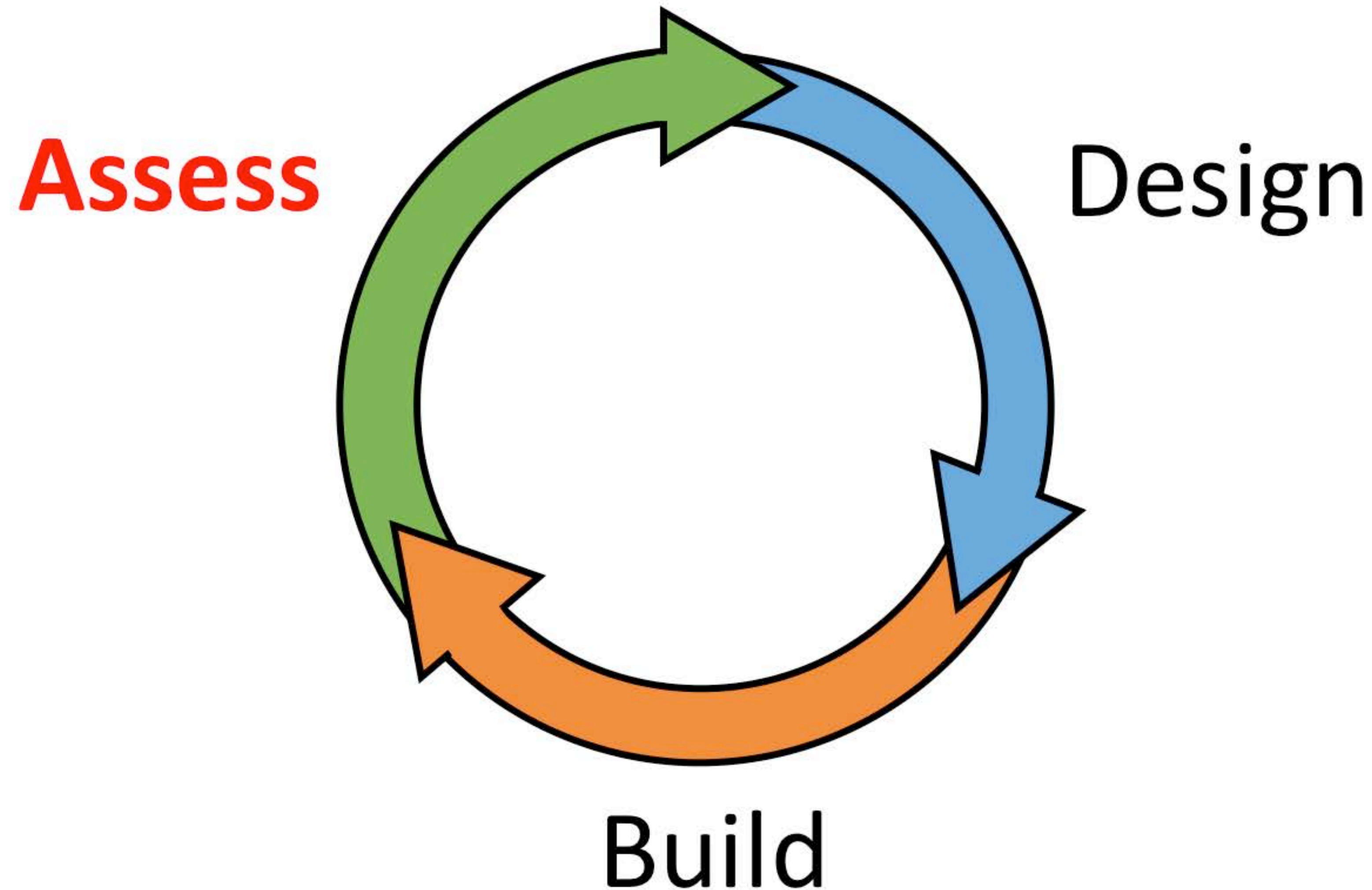
# The Progression of Iterative Design

Assess

Design

start

end

The "Spiral Model"

Build
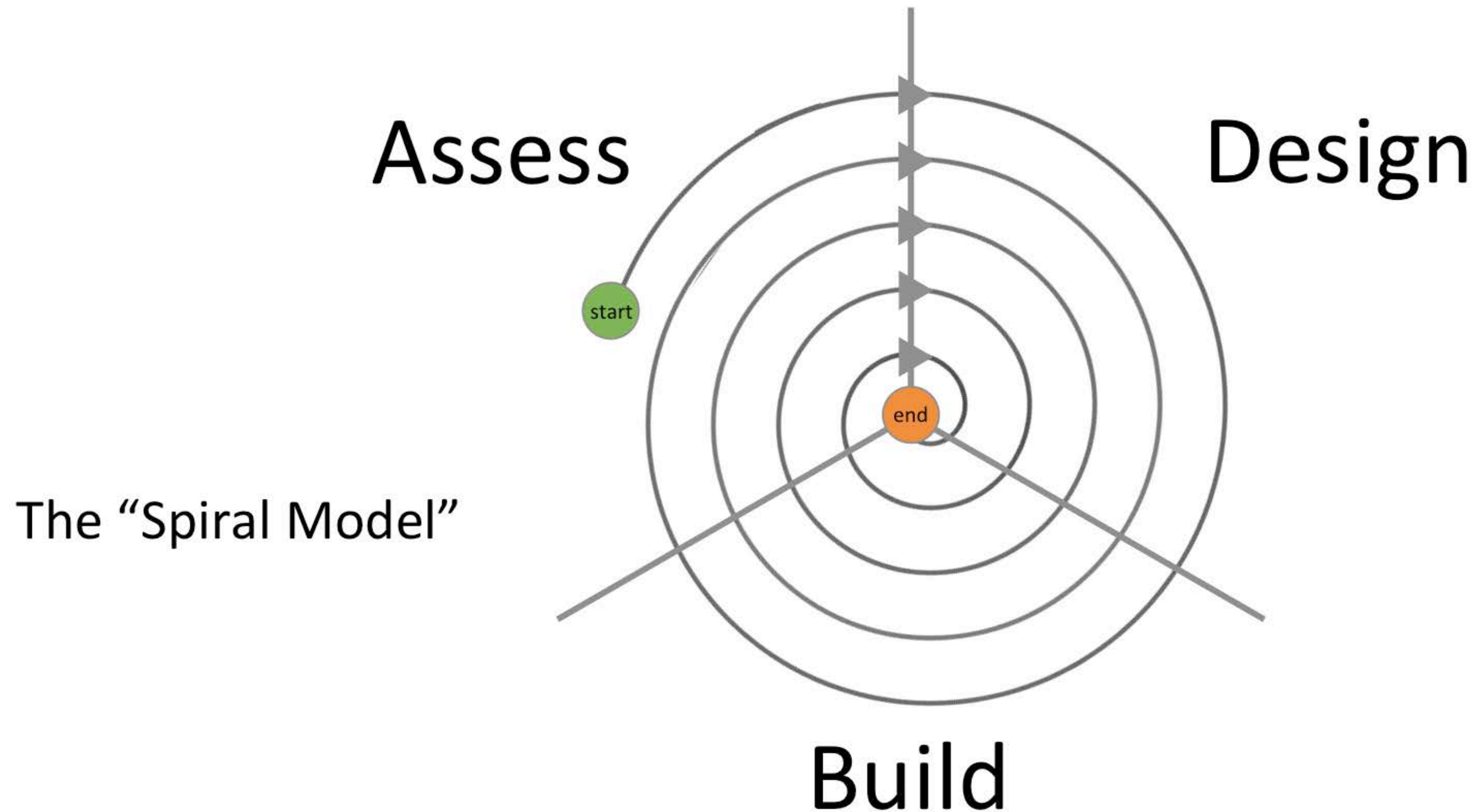
# Integrate Research and Design
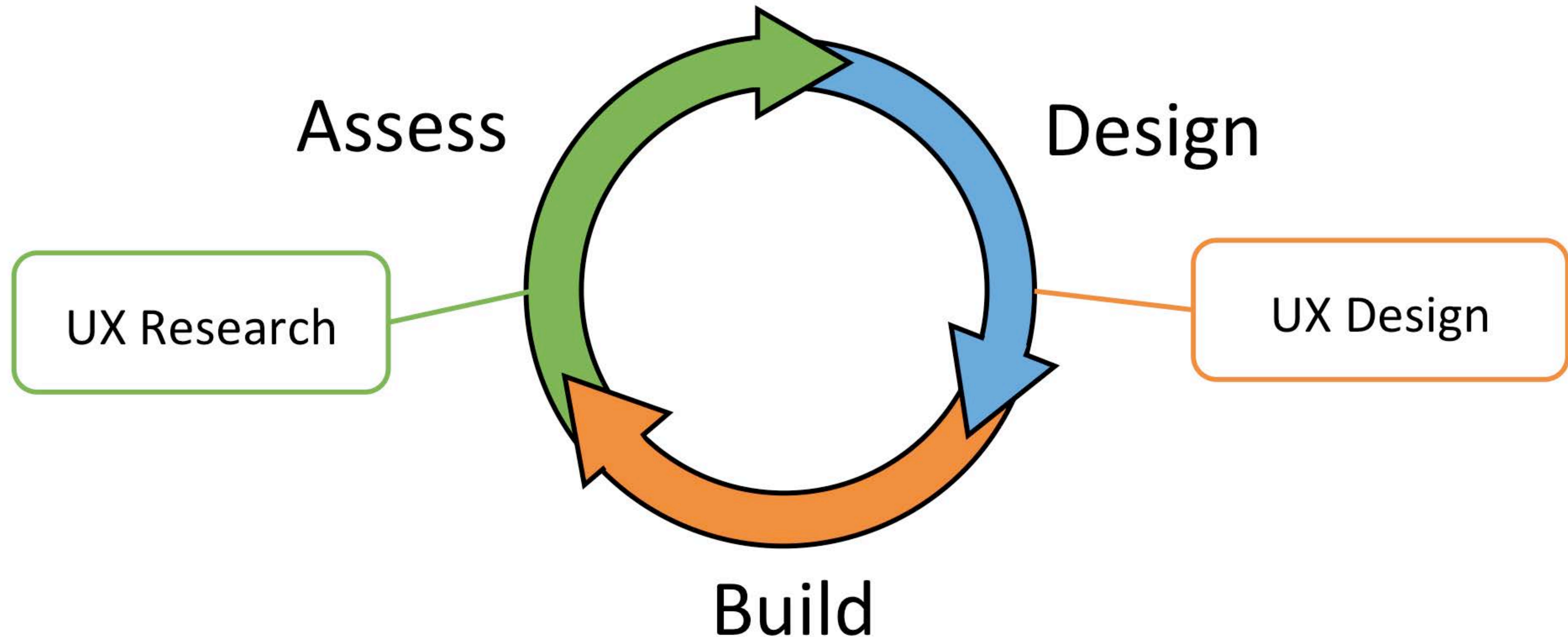
# Key Methods: UX Research

- **Interviews**
- **Observations**
- **Surveys**
- **User Testing**
- **Inspection Methods**

# Key Methods: UX Design

- **Personas, Scenarios, User Stories**

- **Sketching and Ideation**

- **Storyboarding**

- **Mapping and Navigation Design**

- **Comparative Research**

- **Lo-, Mid-, and Hi-Fidelity Prototyping**

# Understand how people work

- **What can people perceive?**
  - **How do people extract information from visual stimuli?**

- **How do people do things?**
  - **How do people decide how to act in the world, and how do they process information about the results of their actions?**

- **How does emotion play a role?**
  - **How, when, and why does emotion affect decision-making, and what role does emotion play in user experience?**

# Common Sense

- A process that puts you in touch with
  - User needs and practices
  - User responses to possible designs

- … will allow you to see what works and what doesn't

# 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*