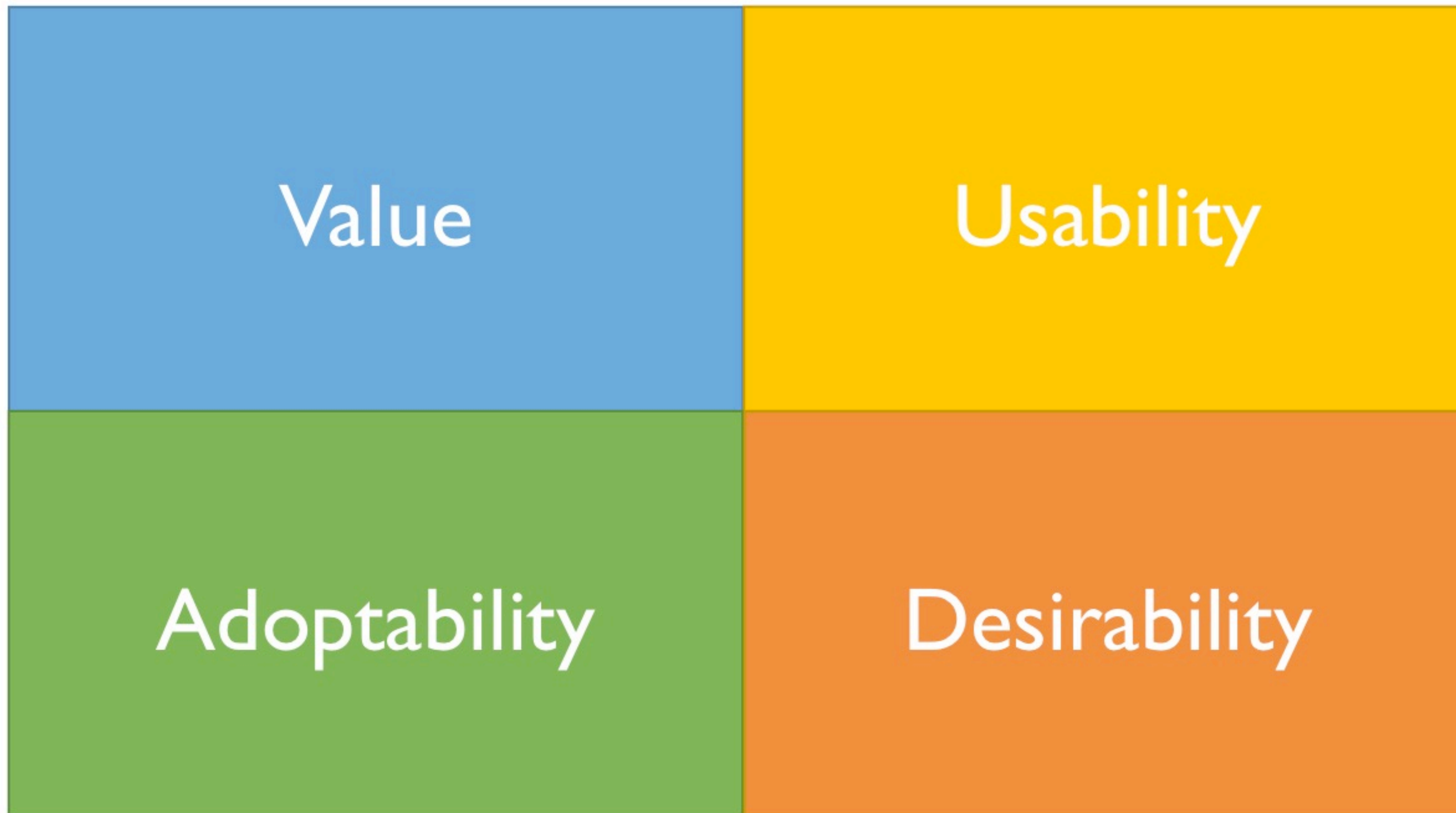
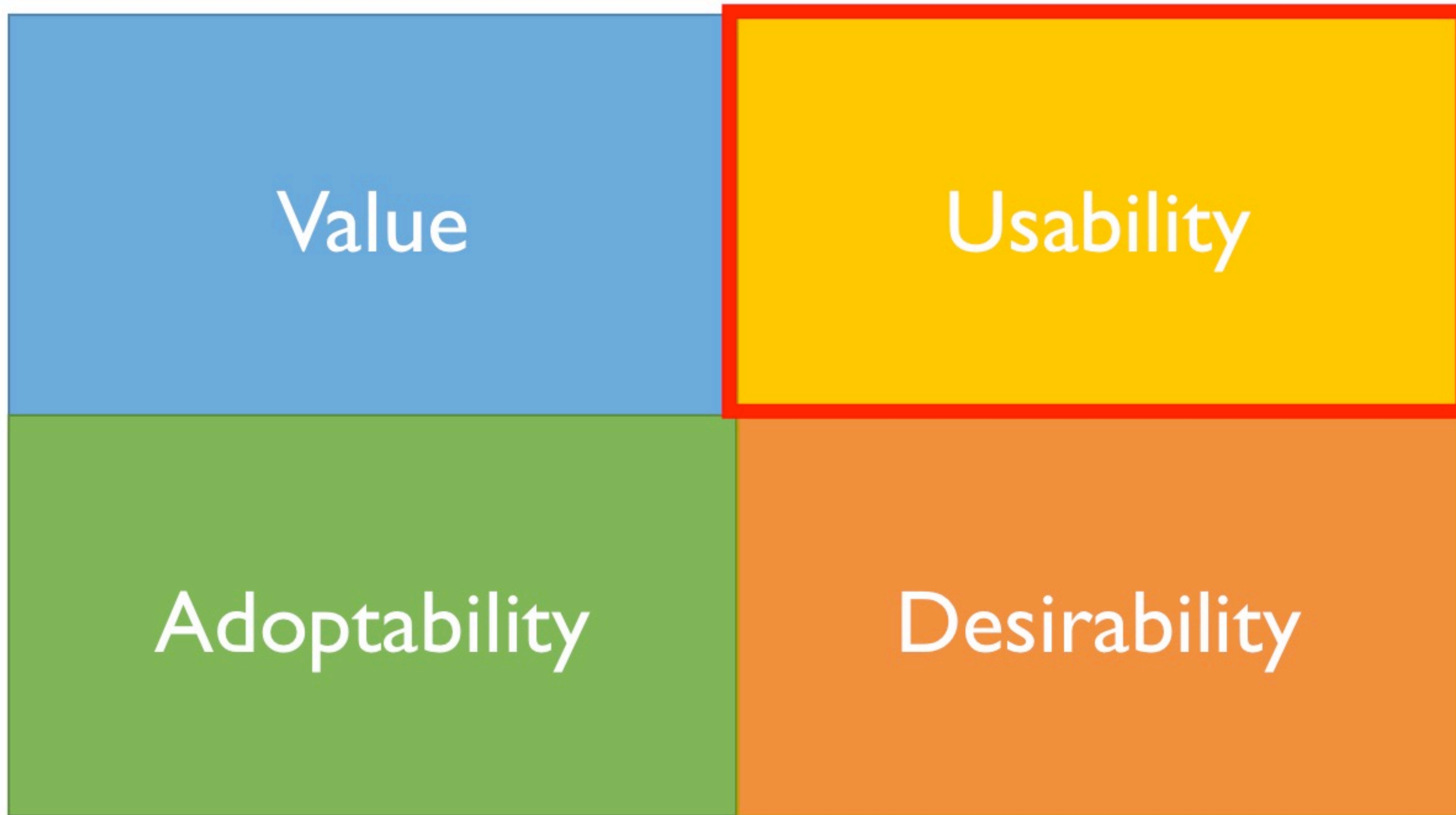


Usability and Beyond

Components of UX

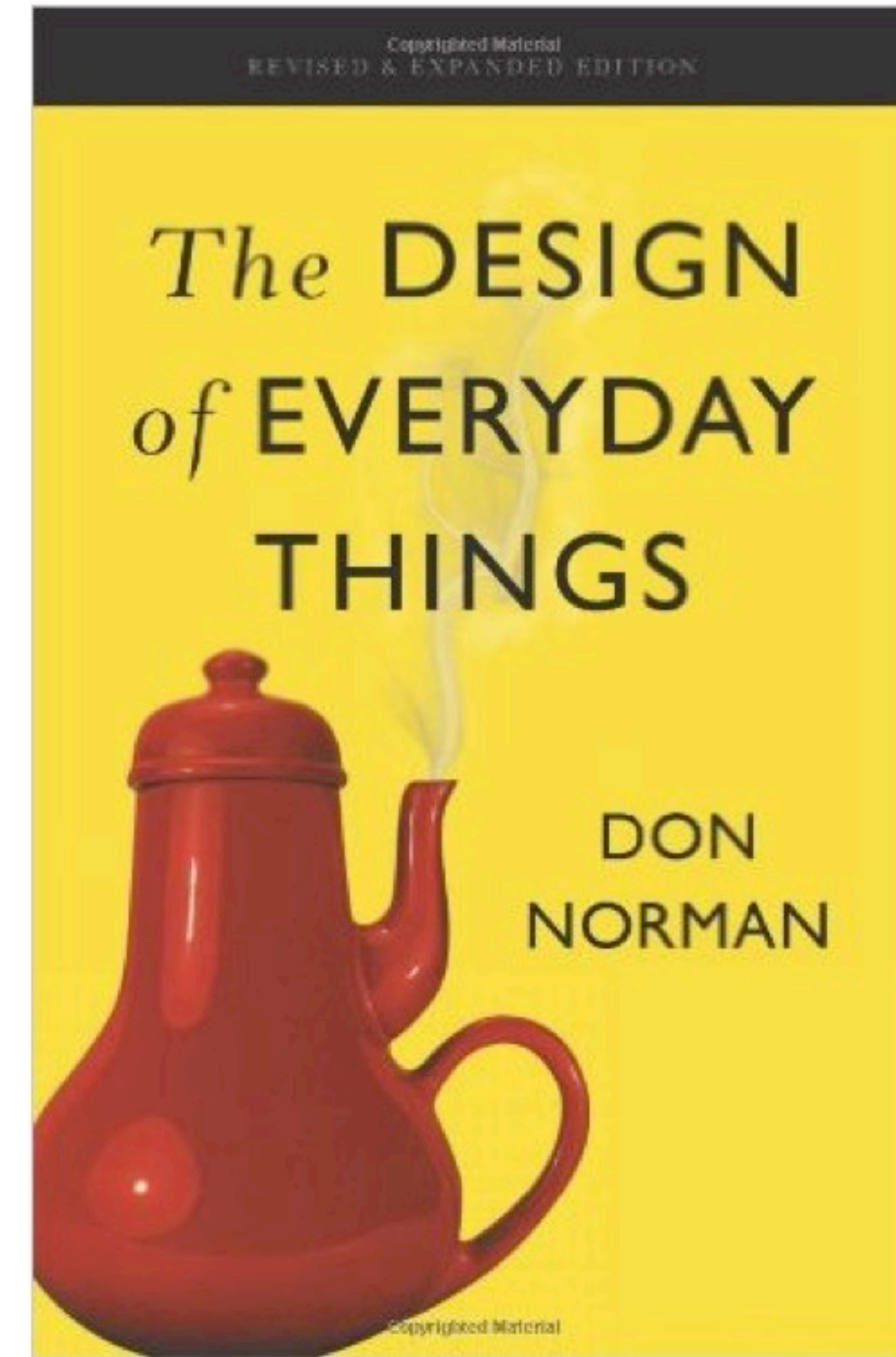


Components of UX



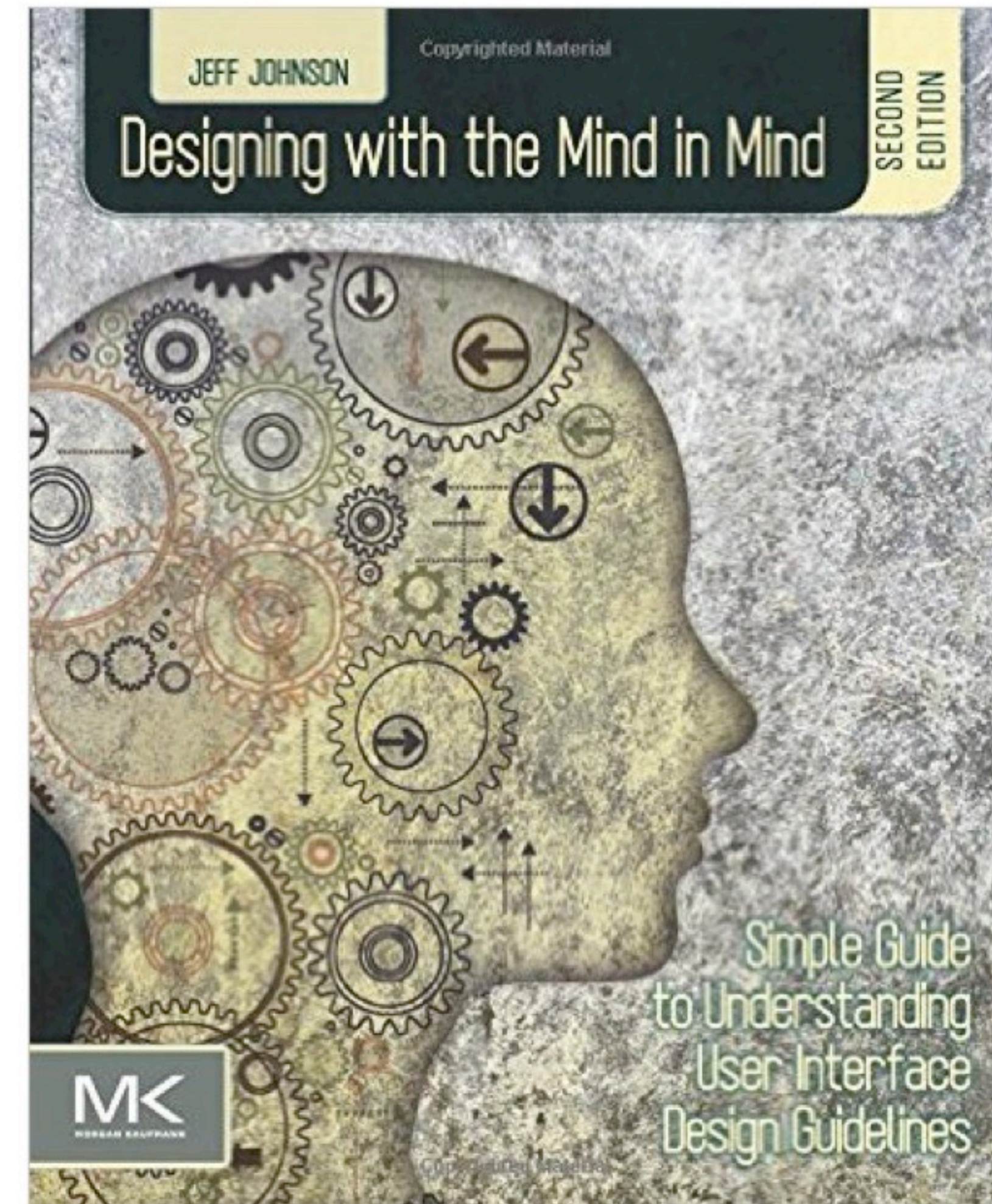
Usability: Don Norman

- More depth on stages of action, gulfs of execution and evaluation
- More depth on principles to support discoverability



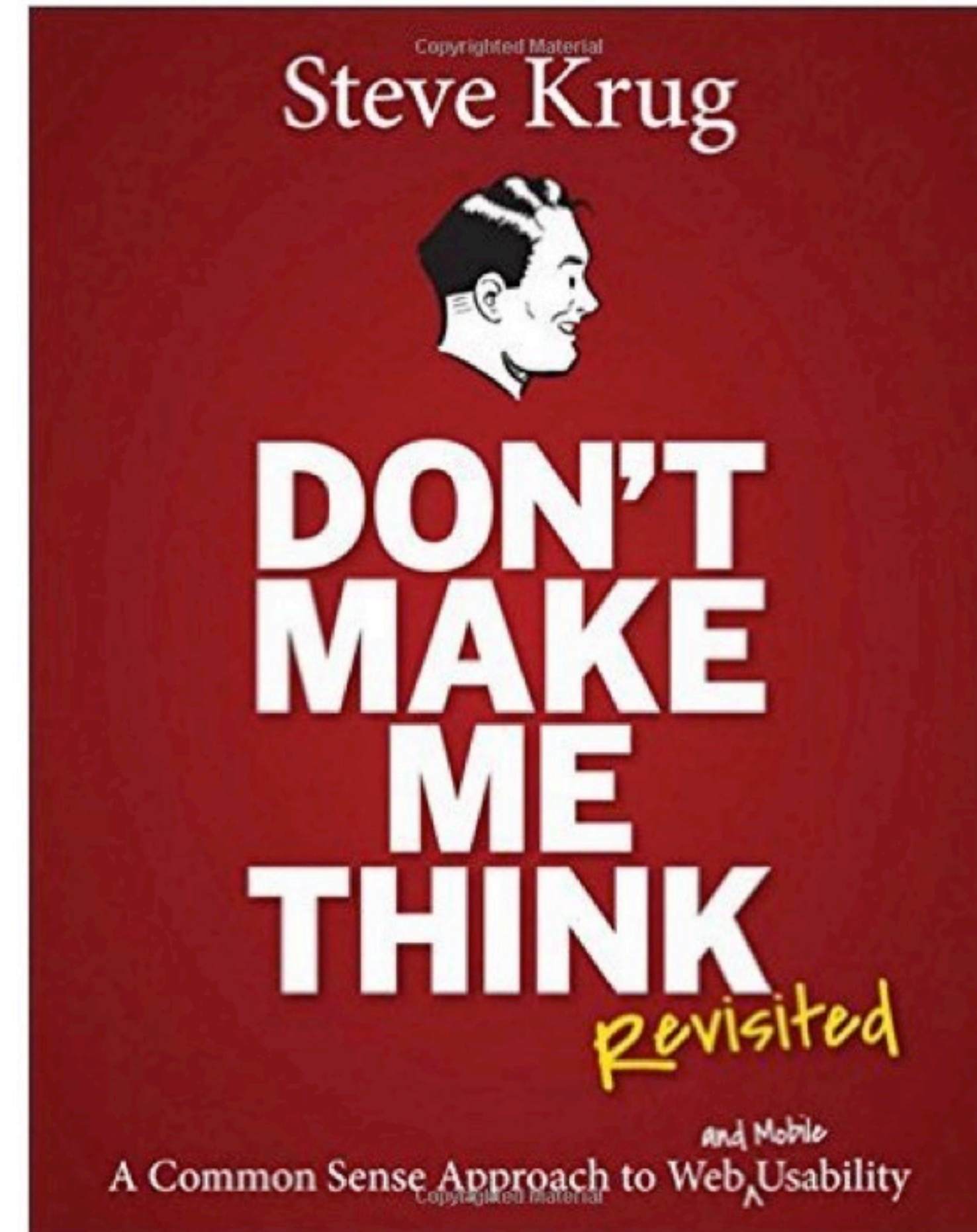
Usability: Jeff Johnson

- Principles of human psychology
- Concrete design do's and don'ts

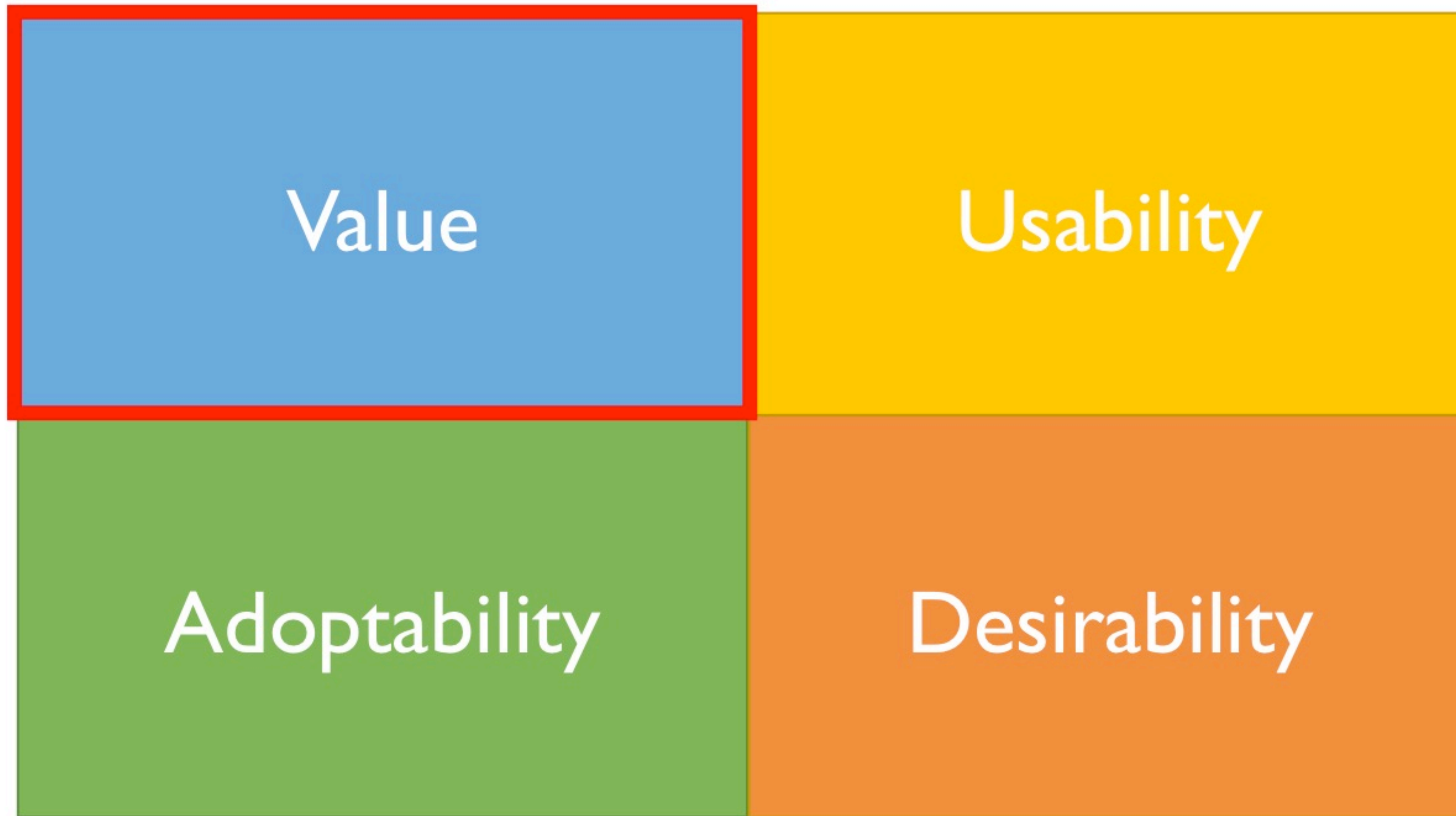


Usability: Steve Krug

- Just the design principles
(without the science)

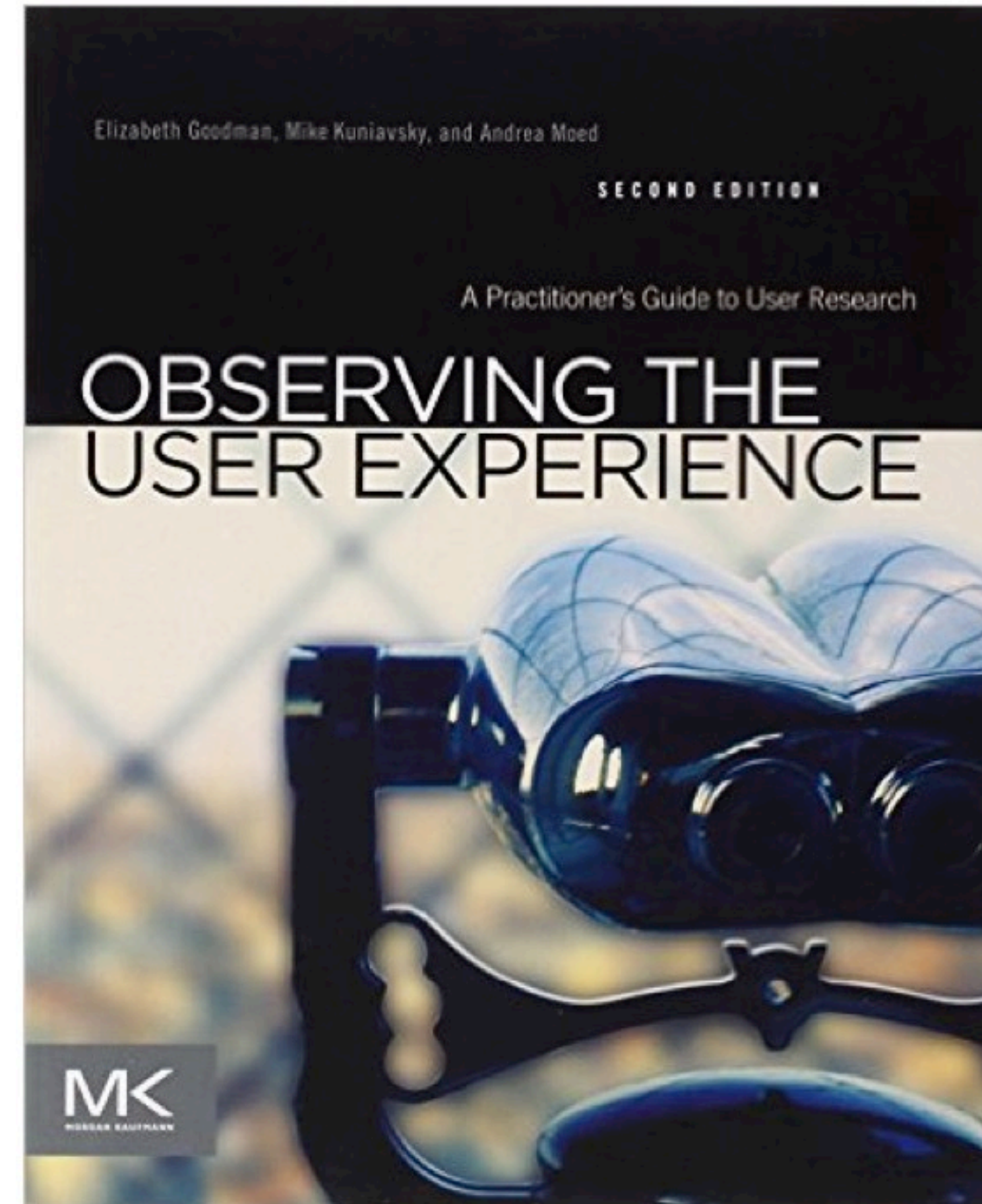


Components of UX



Value: Understanding User Needs

- **No magic solutions**
- **UX research methods**



Value: Understanding User Needs

[Home](#) > [All Subjects](#) > [Computer Science](#) > [Understanding User Needs](#)



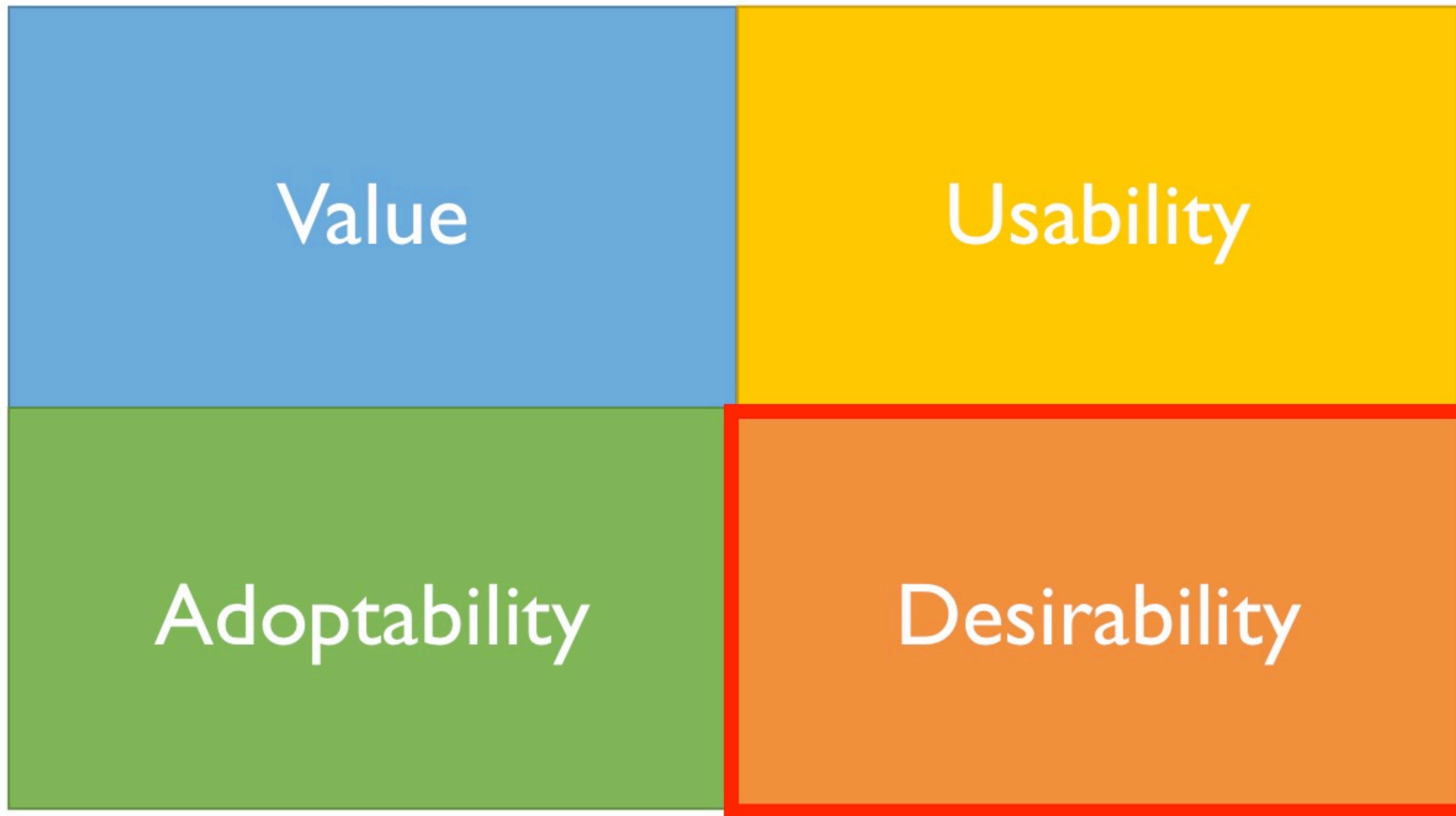
Understanding User Needs

Learn how to conduct effective user research to better understand what users love, hate, want and need.

 UNIVERSITY OF MICHIGAN

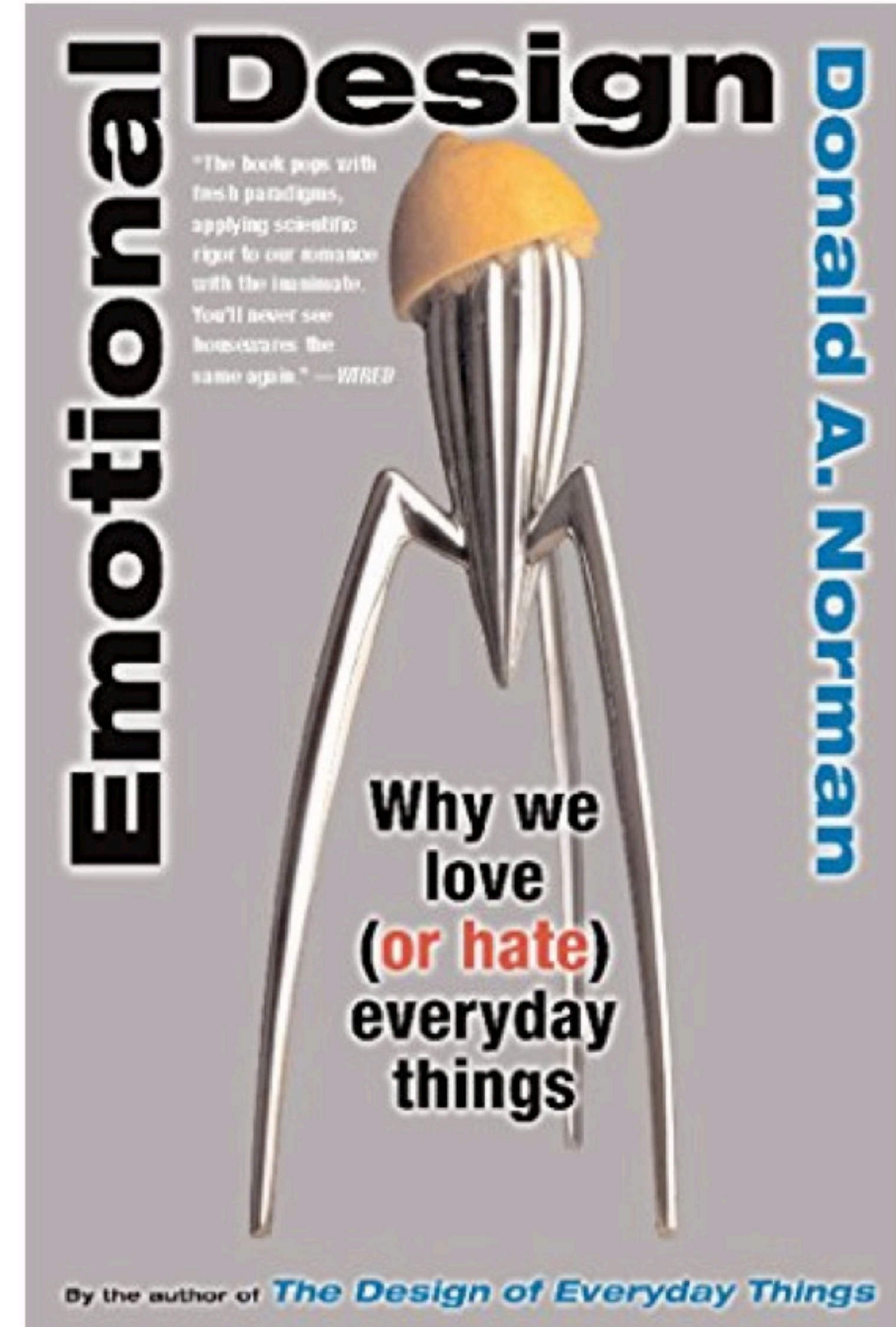
<https://www.edx.org/course/understanding-user-needs-michiganx-ux502x>

Components of UX




Emotional Design

- A Don Norman follow-up to DOET
- Three levels of emotional response
 - Visceral – fast, primitive
 - Behavioral – based on use
 - Reflective – based on associations



Aesthetics and Experience

- Experience is an “inseparable, meaningful whole”
- Experience becomes relevant through remembered stories
- There’s more to experience than product features

 INTERACTION DESIGN
FOUNDATION

UX COURSES COMMUNITY LITERATURE ABOUT IDF


3. User Experience and Experience Design

by Marc Hassenzahl

I open my eyes. Lush light floods the room, birds chatter. It is only 6:30 o'clock in the morning, but I feel well-rested and alive; time to get up, to brew some coffee. Are you jealous of my morning routine? Were you startled out of your sleep by a merciless alarm clock? Was it dark outside, no birds around, and did you feel groggy and bleary-eyed?

This chapter is about experiences created and shaped through and how to deliberately **design** those. The wake-up experience substantially differs from the experience created by sunrise and whether we can **create** technology which understands the crucial which succeeds in delivering a similar experience, even when they have already left for Africa.

In fact, the experience I described in the beginning was not created by the *Wake-Up Light*. This is a crossing of an alarm clock and a bedside lamp, the lamp starts to brighten gradually, simulating sunrise at wake-up time and then the electronic birds kick in to make sure it is a surrogate experience, but so are love stories and travel novels. More importantly, it substantially changes the way one wakes up. The object itself, its form, is rather unremarkable (see Figure 1).



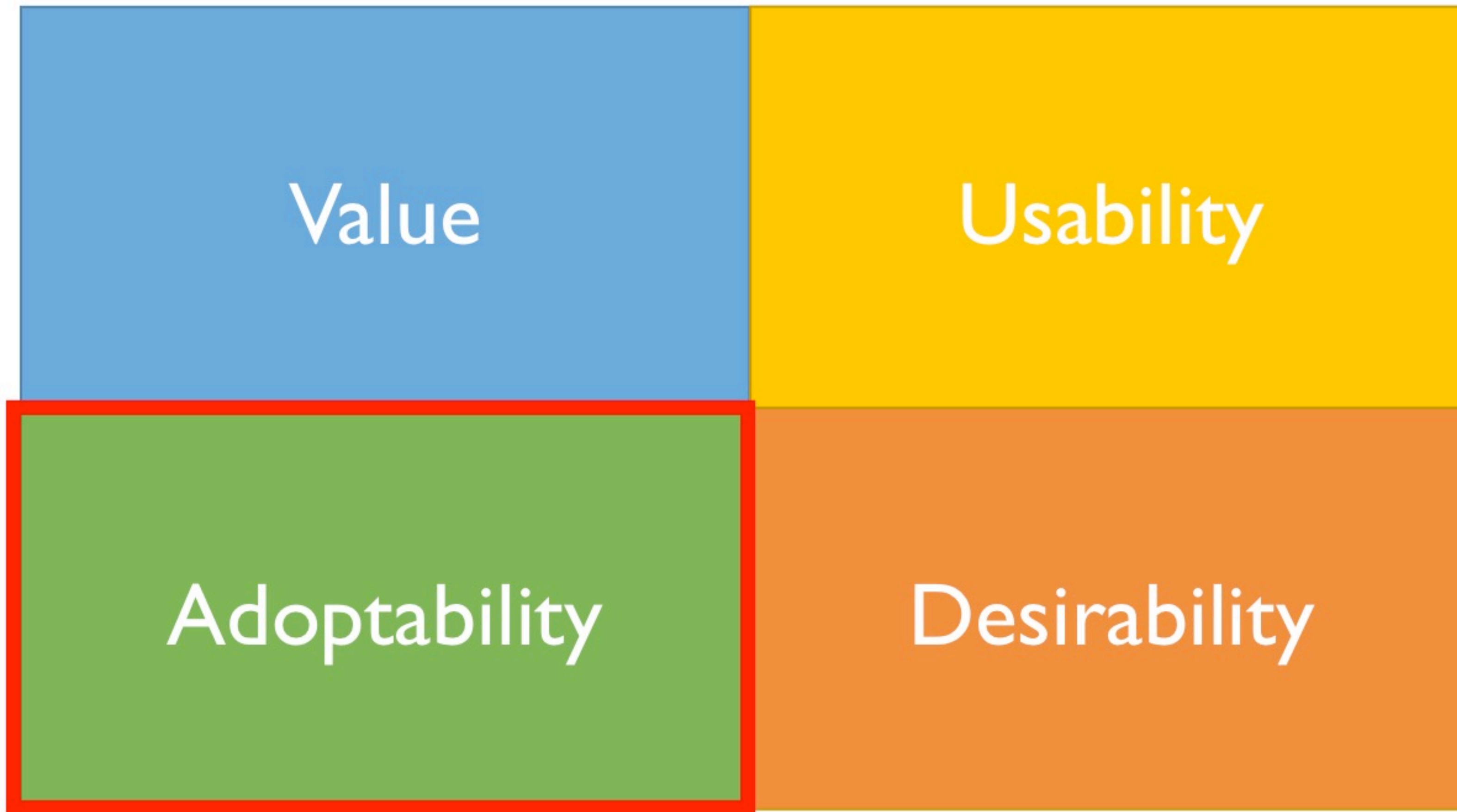
Marc Hassenzahl

Designing relationships: Service Design

- Products vs relationships
- The “customer journey”
- Multiple “touchpoints”

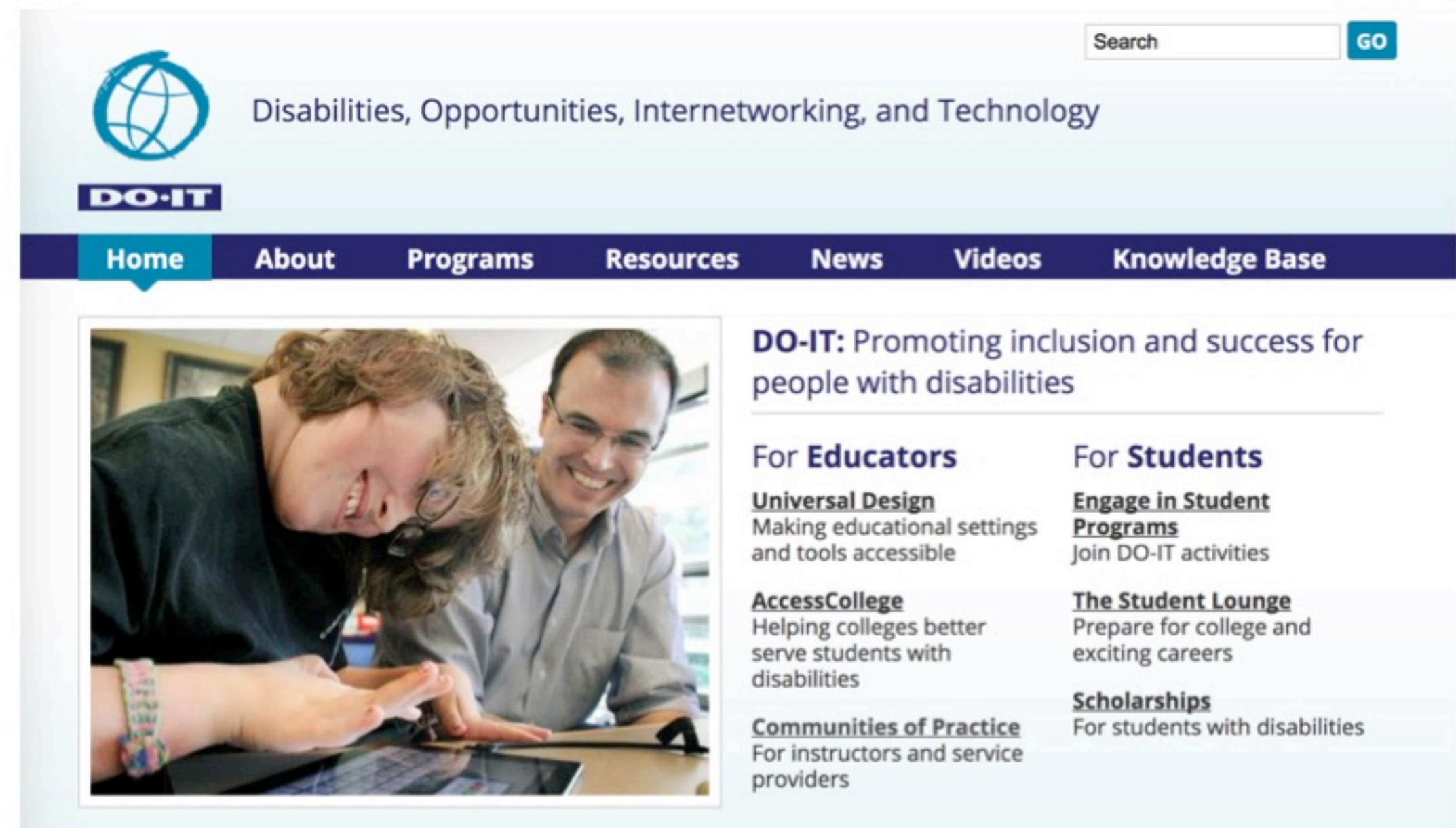


Components of UX



Adoptability: Accessibility

- A big area, worthy of its own course (at least)
- Even the subfield of *web accessibility* is big and evolving
- Recommended video:
 - <http://www.washington.edu/doit/videos/index.php?vid=35>



Designing for Humans

- **Understand perception and cognition**
- **Understand design principles for usable systems**
- **Learn an inspection method you can use!**
- **Explore further!**