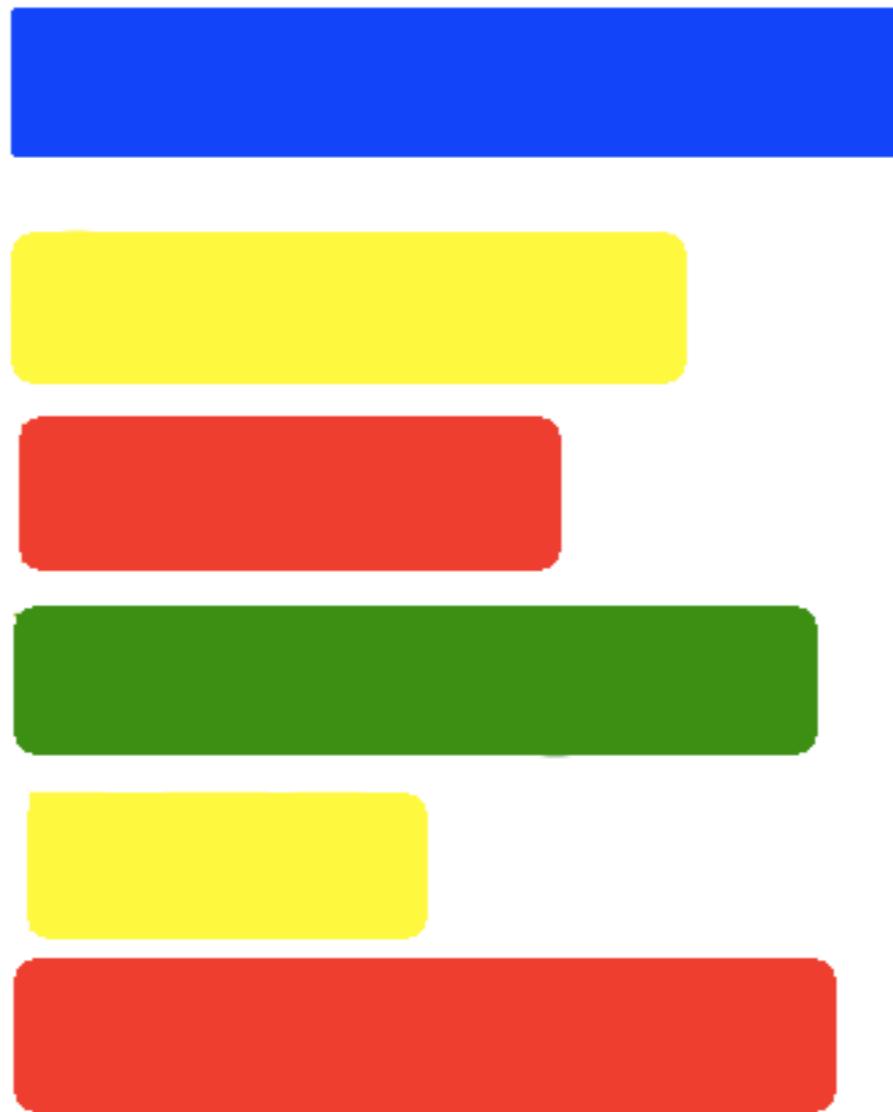


9.7 Things Every Programmer Should Know About User Experience

BurkHufnagel@gmail.com

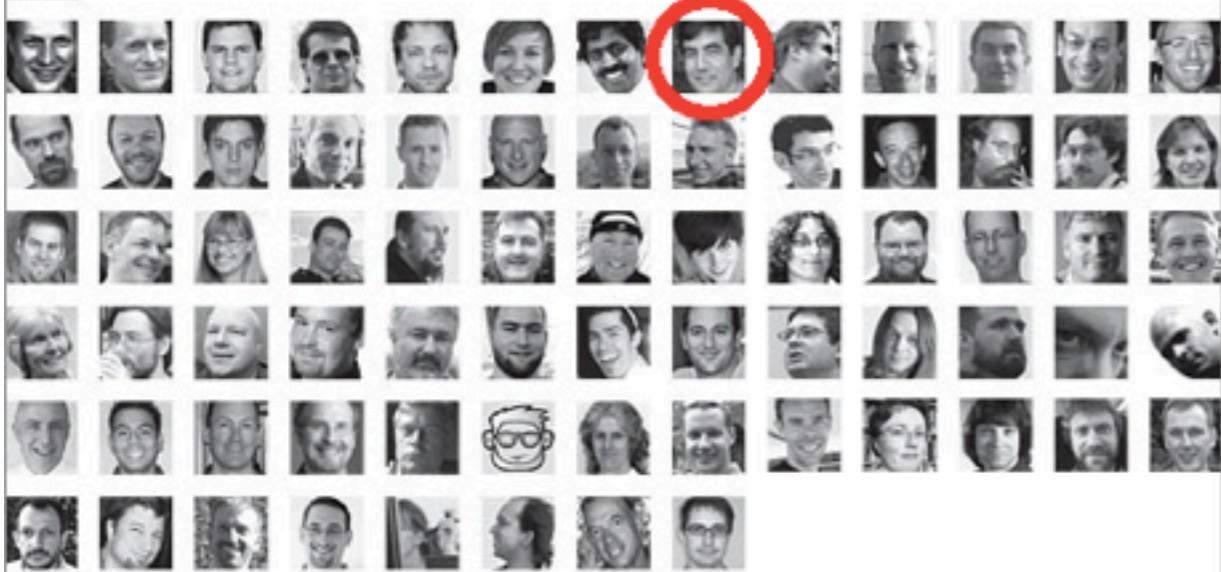


RED
GREEN
BLUE
YELLOW
RED
YELLOW

Who am I?

- Programmer / Software Architect / Fan of User Experience Design
- Speaker
 - JavaOne 2008
 - Atlanta IT Architect Regional Conference - IASA 2007, 2009, and 2010
 - DevNexus 2010
- Author
 - “97 Things Every Programmer Should Know” - 2010
 - “97 Things Every Software Architect Should Know” - 2009
 - “User Experience: The Hidden Art Everyone Sees” - IASA 2007
 - “Mind Like A Sword” - blog at mindlikeasword.blogspot.com

97

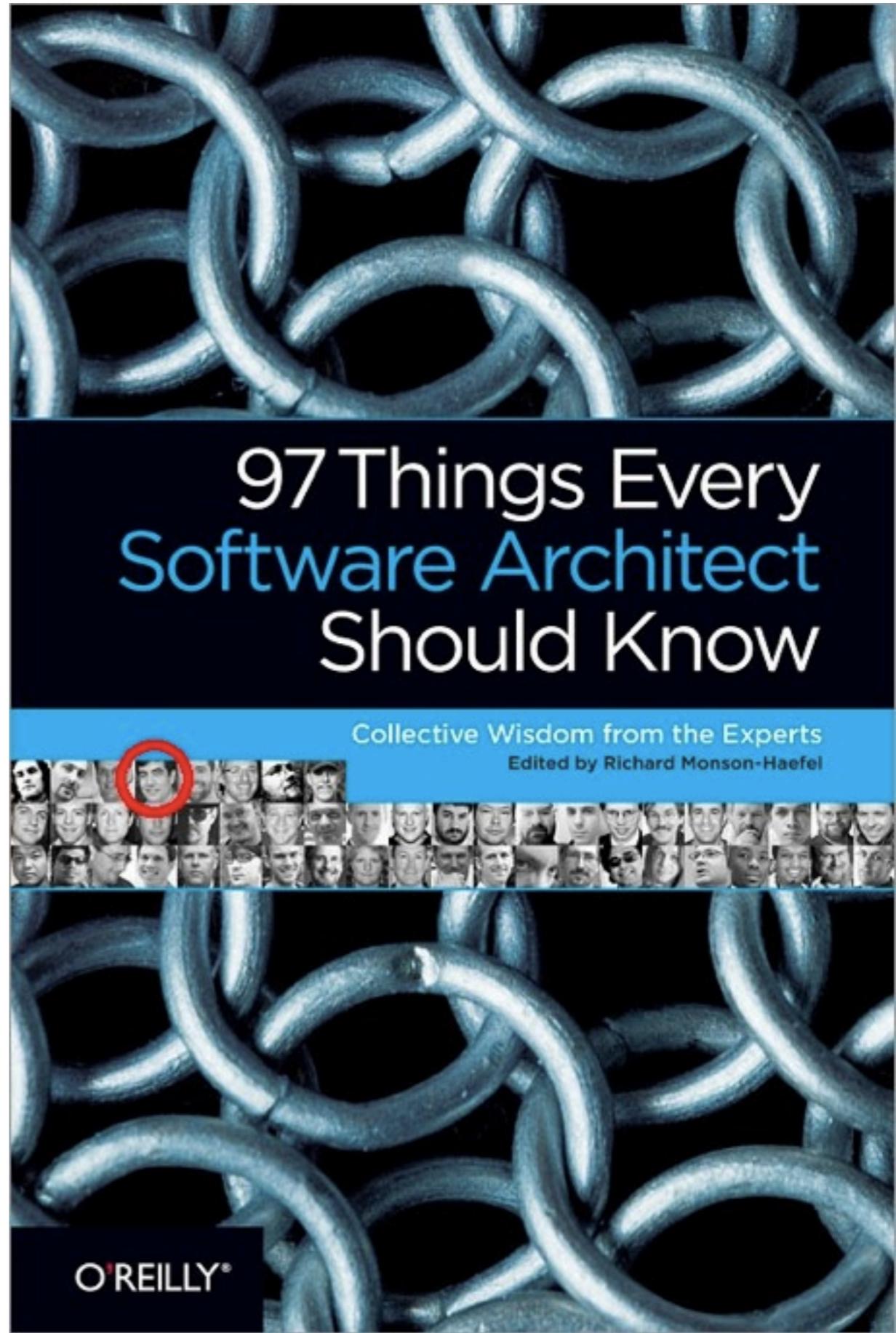


Collective Wisdom
from the Experts

97 Things Every Programmer Should Know

O'REILLY®

Edited by Kevlin Henney



Who are you?

- (A) User Experience Designer?
- (B) Architect?
- (C) Programmer?
- (D) Other?

**THE FOLLOWING TALK HAS BEEN APPROVED FOR
THIS AUDIENCE
BY YOUR ATTENDANCE, WHICH IMPLIES CONSENT**

mindlikeasword.blogspot.com

burkhufnagel@gmail.com



You have been warned!

Thing to Know #1

There is **always**
a user experience.

**What is
“user experience”?**

User experience describes
how people feel when
they use your product.

Thing to Know #2

User experience
is subjective and
may change over time.

What is user experience design?

User experience design
is about designing
things consciously,
and not just letting
things happen.

Thing to Know #3

User experience design
is a process not a step.
The goal is making things
simple and pleasurable
for the user.

Why is it important?

“Third Base”

**There is always
a user experience.**

Thing to Know #4

User experience is a key to the success, or failure of your product.

**“Attractive things
work better”**

from “Emotional Design” by Donald Norman

Really?

iPhone Ocarina



\$1 Million in 6 months!





“Make the screen
five inches by
eight inches and
you’ll rule the world.”

Alan Kay about the iPhone



Real-World Example I

How much is a
button worth?

**Would you believe
\$300 Million?**

Login

You must be a registered user to proceed. Please login or register below.

Already registered? [Login](#)

Username:

Password:

[Login](#)

Remember my **username** on this machine.

[Forgot your login information? Click here.](#)

New to the Site?

[Sign up in a few easy steps!](#)

[Register Now](#)

http://www.uie.com/articles/three_hund_million_button

Login

You must be a registered user to proceed. Please login or register below.

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Remember my username on this machine.

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http://www.uie.com/articles/three_hund_million_button

Why should you care?

“Because caring about things like *beauty* makes us better programmers and engineers. We make better things. Things that aren't just functional, but easy to read, elegantly maintainable, easier--and more joyful--to use, and sometimes flat-out sexy. A passion for aesthetics can mean the difference between code that others enjoy working on vs. code that's stressful to look at.”

Kathy Sierra - Creating Passionate Users

Who are you?

(A) User Experience Designer?

(B) Architect?

(C) Programmer?

The answer isn't A, B, or C.

It's A and B, or A and C.

Thing to Know #5

You are a user
experience designer.

**How do we design
compelling/great/positive
user experiences?**

Things to Know #6

More interactivity
is better than less.

WiFi at Starbucks

[Sign In](#)[Customer Service](#) [Select Country](#)[Find a Store](#)[Search keyword](#)[COFFEE](#)

Beans Blends Brewing

[MENU](#)

Drinks Food Nutrition

[COFFEEHOUSE](#)

Music Wi-Fi Community

[RESPONSIBILITY](#)

Ethical Local Global

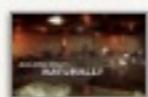
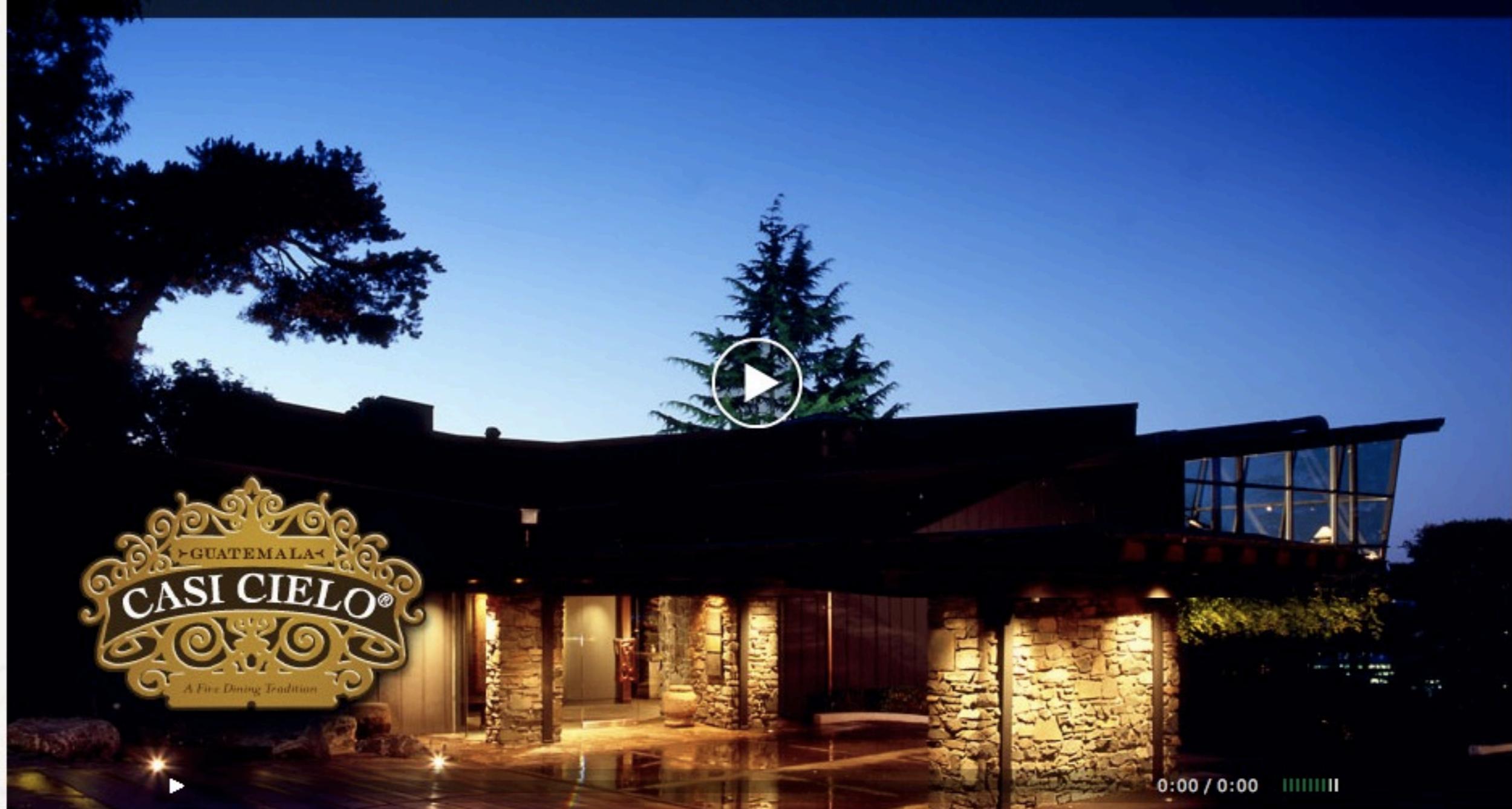
[CARD](#)

Buy Reload Earn

[SHOP](#)

Search Compare Buy

Guatemala Casi Cielo®, our fine dining coffee, was developed for the tables of Seattle's legendary Canlis restaurant.



[COFFEE](#)

Beans Blends Brewing

[MENU](#)

Drinks Food Nutrition

[COFFEEHOUSE](#)

Music Wi-Fi Community

[RESPONSIBILITY](#)

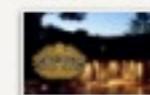
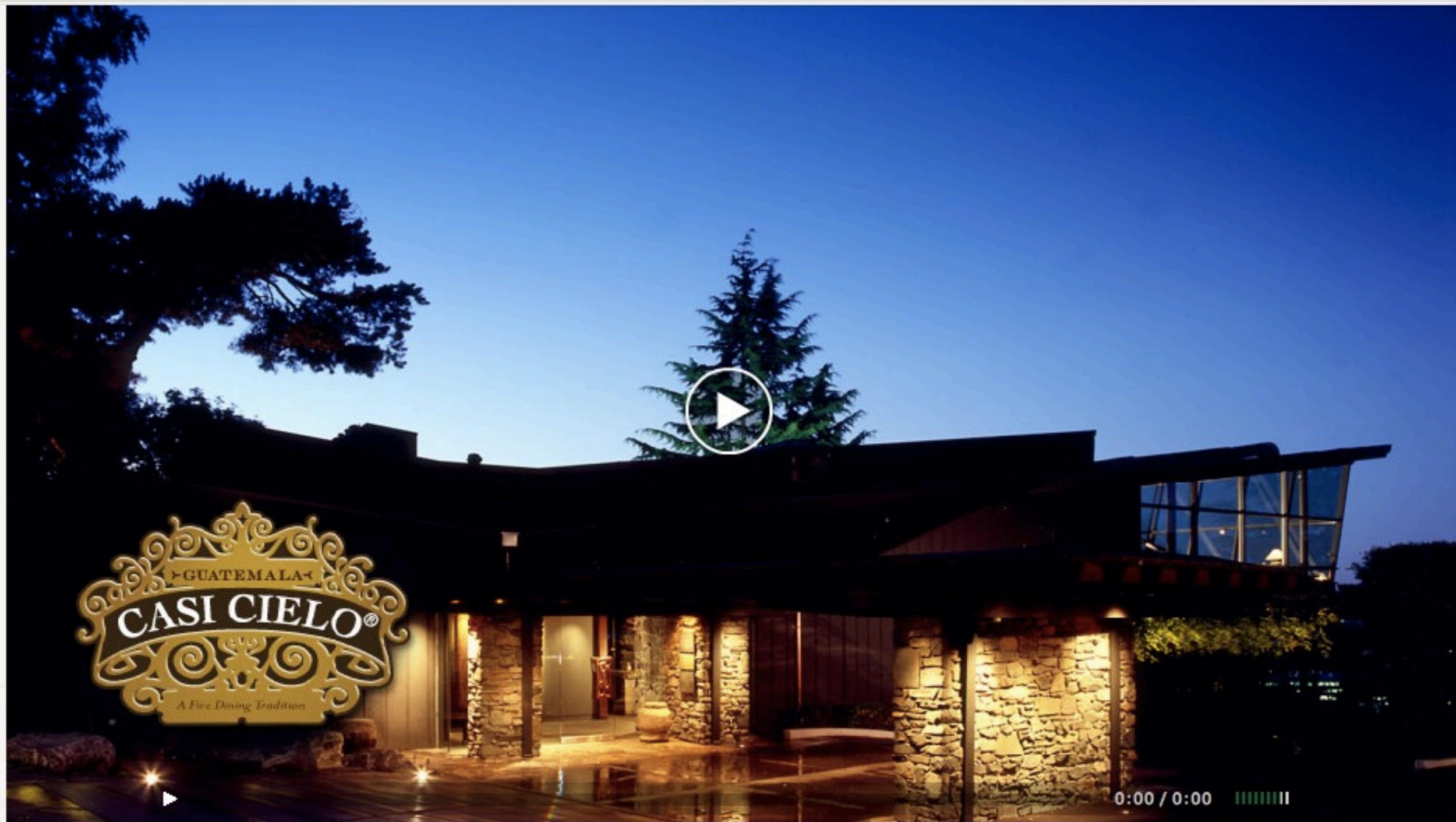
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Search Compare Buy

[Sign In](#)[Customer Service](#)[Select Country](#)[Find a Store](#) Search keyword

Sign In to Your Account

Please Sign-in or Create an Account.

Sign In

I have a Starbucks.com account. **Required ***

* Username

* Password

[Forgot your username or password?](#)

[Sign In](#)

Create a Starbucks.com Account

You need a Starbucks.com account to register and manage your Starbucks Cards. You can also sign up to get the latest news from us.

[Create An Account](#)

Choose Your Username & Password

You'll need these to log in to your Starbucks.com account. **Required ***

* Username

* Password

* Confirm Password

* Email Address

My Email Preferences

Every now and then, we'd like to send you news about special offers and new products from Starbucks and a few carefully selected business partners. But it's all up to you, and you can change your mind at any time.

- Yes, please sign me up for Starbucks email newsletters.
- Yes, please send me Starbucks news and offers through the mail.
- Yes, please have Starbucks business partners notify me of offers and products.

Things I'd Like to Hear About

Tell us what subjects below you're particularly interested in. We'll make sure to keep you informed on the latest developments at Starbucks.

- New beverages and food
- Global responsibility
- Special offers and rewards
- StarbucksStore.com

- Events at your local Starbucks
- Health and wellness options
- (STARBUCKS)RED
- Whole bean coffees

As always, your confidentiality is important to us: *please read our [Privacy Statement](#).*

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Choose Your Username & Password

You'll need these to log in to your Starbucks.com account. **Required ***

* Username

BurkHufna



Checking Username...

* Password

[REDACTED]

* Confirm Password

[REDACTED]

* Email Address

[REDACTED]

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You'll need these to log in to your Starbucks.com account. **Required ***

* Username BurkHufnagel



Username is available.

* Password

* Confirm Password

* Email Address

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* Username	BurkHufnagel	 Username is available.
* Password	*****	
* Confirm Password	*****	
* Email Address		

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- | | |
|---|---|
| <input type="checkbox"/> New beverages and food | <input type="checkbox"/> Events at your local Starbucks |
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| <input type="checkbox"/> Special offers and rewards | <input type="checkbox"/> (STARBUCKS)RED |
| <input type="checkbox"/> StarbucksStore.com | <input type="checkbox"/> Whole bean coffees |

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Username is available.

* Password

* Confirm Password

Please enter the same password again.

* Email Address

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* Password	*****	
* Confirm Password	*****	
* Email Address	BurkHufnagel@gmail.c	

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BurkHufnagel



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* Password

* Confirm Password

* Email Address

BurkHufnagel@gmail.|

Please enter a valid email address.

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- Whole bean coffees

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Create an Account



Hooray!

You've successfully created a Starbucks.com account.

[Manage My Account](#)

Dealing with the Dentist

Patient Account Access

Thank you for confirming your appointment. To save time in the waiting room, you may complete your appointment forms online. Please log in with your username & password and you can start immediately.

Secure Login

Your username and password give you access to all of our online services. Log in now to begin using Patient Account Access.

Username:

Password:

[Log In](#)

[Forgot your password?](#)

Register Now

[Don't have a username?](#)

Enrolling for online account access is just a few clicks away. With Patient Account Access you have online access to account information, appointments, electronic payments and much more.

[Sign Up](#)



Your personal health information is protected by 128-bit SSL encryption.

Sign Up

Complete this form to sign up for online access to your account.

New Account Information

Username

Password

Confirm Password

Personal Information

First Name

MI

Last Name

Street Address

City

State

Zip Code

Home Phone

Social Security Number (optional)

Mobile Phone

Email Address

By clicking the Submit button you agree to the [Ident.com terms and conditions](#).

[Sign Up](#)

Complete this form to sign up for online access to your account.

Complete this form to sign up for online access to your account.

New Account Information

Username		
BurkHuf		
Password	Confirm Password	
Personal Information		
First Name	MI	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>
Street Address		
<input type="text"/> <input type="text"/>		
City	State	Zip Code
<input type="text"/>	<input type="button" value="-->"/>	<input type="text"/>
Home Phone		Mobile Phone
(<input type="text"/>) <input type="text"/> - <input type="text"/>	(<input type="text"/>) <input type="text"/> - <input type="text"/>	
Social Security Number (optional)		
<input type="text"/>		
Email Address		
<input type="text"/>		

Sign Up

Complete this form to sign up for online access to your account.

New Account Information

Username

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Confirm Password

Personal Information

First Name

MI

Last Name

Street Address

City

State

Zip Code

Home Phone

() -

Mobile Phone

() -

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Home Phone

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Password

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Last Name

Street Address

City

State

Zip Code

Home Phone

() -

Mobile Phone

() -

Social Security Number (optional)

Email Address

By clicking the Submit button you agree to the [Ident.com terms and conditions](#).

Sign Up

Complete this form to sign up for online access to

New Account Information

Username

Password

Confirm Password



The page at https://www.ident.ws says:

Passwords do not match.
Please try again.

OK

Personal Information

First Name

Last Name

Street Address

City

State

Zip Code

Home Phone

() -

Mobile Phone

() -

Social Security Number (optional)

Email Address

By clicking the Submit button you agree to the [Ident.com terms and conditions](#).

Submit

Sign Up

Complete this form to sign up for online access to your account.

New Account Information

Username

Password

Confirm Password

Personal Information

First Name

Last Name

Street Address

City

State



Zip Code

Home Phone

() -

Mobile Phone

() -

Social Security Number (optional)

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Sign Up

Complete this form to sign up for online access to

New Account Information

Username

Password

Confirm Password



The page at https://www.ident.ws says:

First Name field is required.
Please enter a value.

OK

Personal Information

First Name

Last Name

City

State

Zip Code

Home Phone

() -

Mobile Phone

() -

Social Security Number (optional)

Email Address

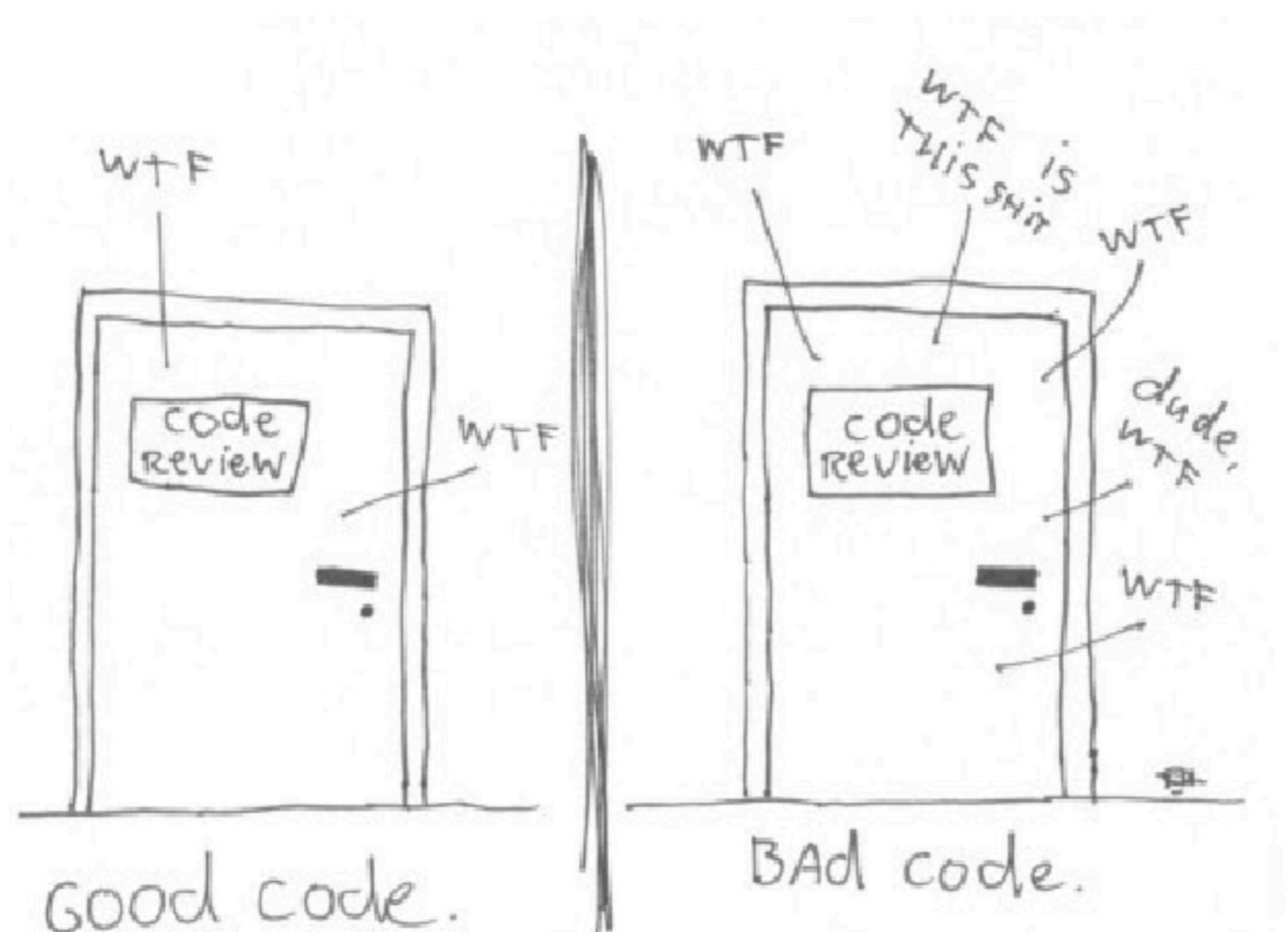
By clicking the Submit button you agree to the [Ident.com terms and conditions](#).

**Which one would
you rather use?**

Thing to Know #7

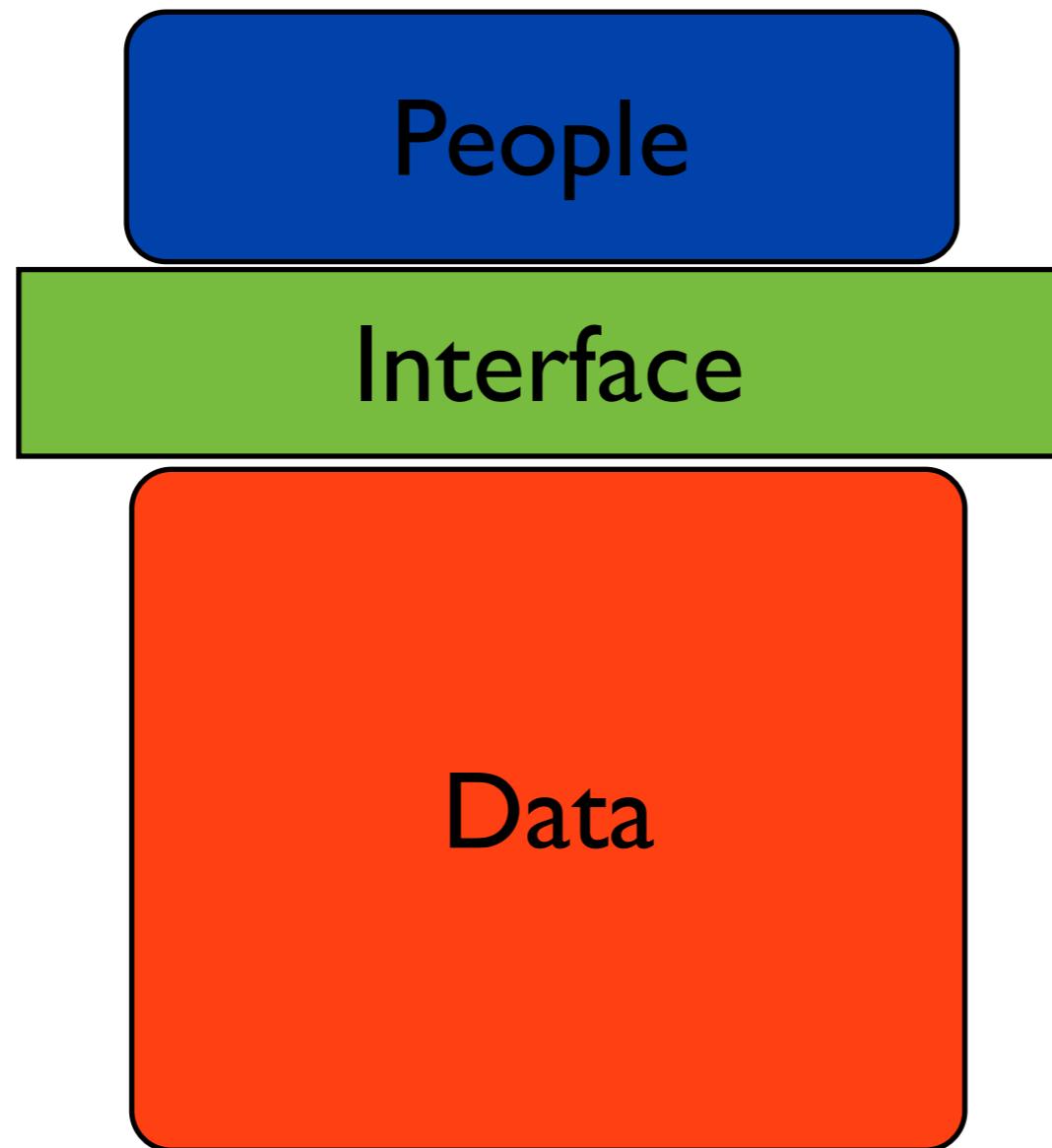
Test Driven Development
is a user experience tool.

Ever been in a code review?



(c) 2008 Focus Shift/OSNews/Thom Holwerda - <http://www.osnews.com/comics>

**Look at things from
your user's point of view.**



From “Designing the obvious”

Use Interface

Interface

**Business Logic
and Data**

User Interface

Interface

Business Logic
and Data

User Interface

Things to Know #8

User Interface != User Experience

Things to Know #9

Your user's
mental model
is a key to success.

Implementation Model



“The way it actually works”

Represented Models



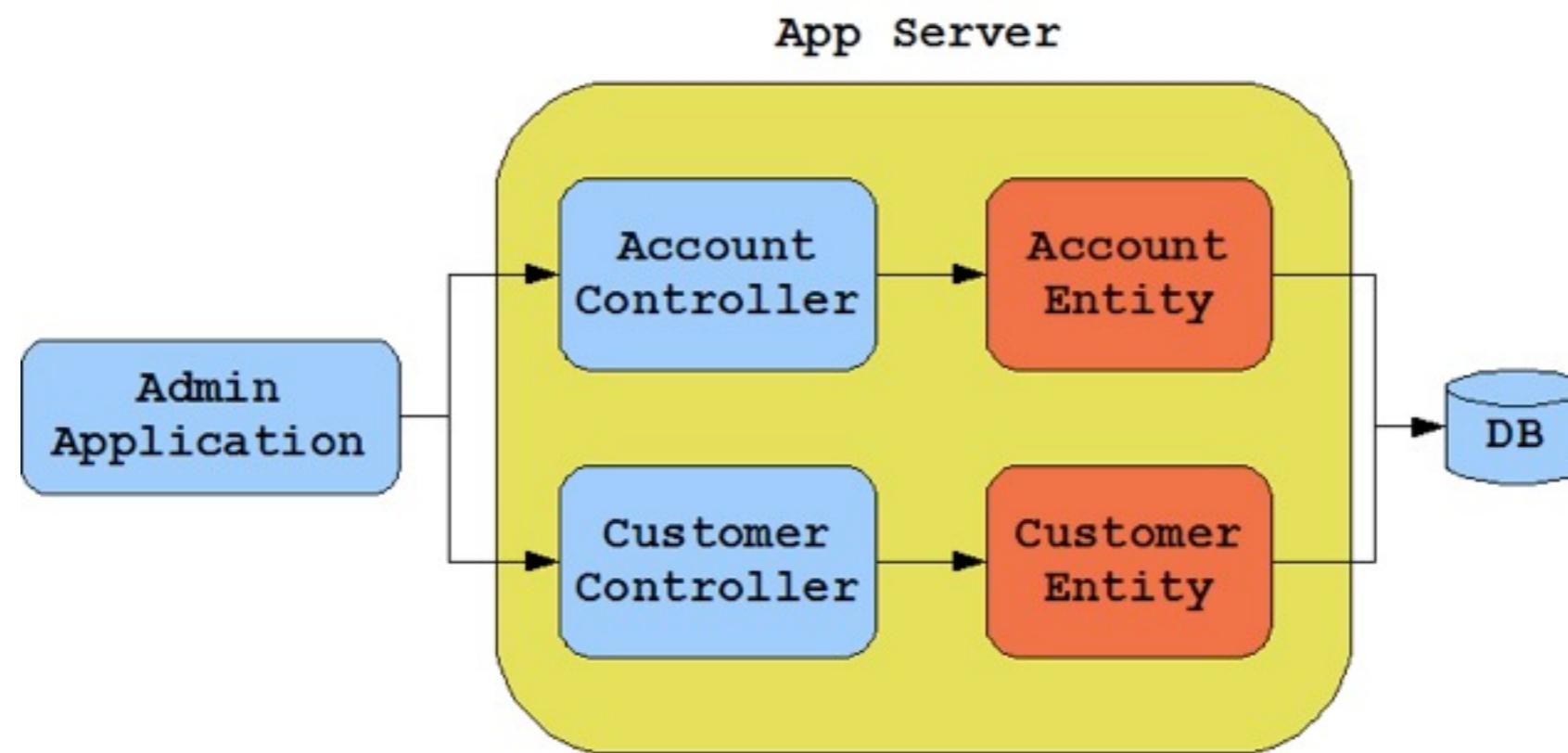
Mental Model



“The way we think it works”

Derived from diagram in *About Face 2.0* (by Alan Cooper)

Duke's Bank: JEE Tutorial



Swing App talks to Controllers.
Controllers talk to entities.
Each Account must have at least one Customer

 File Edit

Customer Info **AccountInfo**

Customer Id: Open

First Name:

Last Name:

Middle Initial:

Street:

City:

State:

Zip:

Phone:

Email:

New Customer Update Remove Cancel

Customer Actions

Search By Last Name: Search

Messages



File Edit

Customer Info **AccountInfo**

Account Id: Open

Account Description:

Account Type: ▾

Balance:

Credit:

Beginning Balance:

Customers:

Account Created:

New Account Create Account Remove Cancel

Account Actions

Customer Id: Add Customer to Account

Remove Customer From Account

Messages

Duke's Bank: Redone

 Duke's Bank - Reloaded

File Tools Help

Customer Info Account Info

Customer ID: Find

Customer Name

*Last: Find

*First: Middle Initial:

Customer Address

*Street:

*City: State: AL Zip:

Contact Info

Phone:

E-Mail:

New Customer Update Remove Cancel

Retrieved Customer Info

 Duke's Bank - Reloaded

File Tools Help

Customer Info Account Info

Account ID: Find

Account Info

Description:

*Type:

Credit Limit:

Initial Balance: Current Balance:

Customer IDs:

Date Opened:

New Account Open Close Cancel

Customer Actions

Customer ID: Find Add Customer to Account

Remove Customer from Account

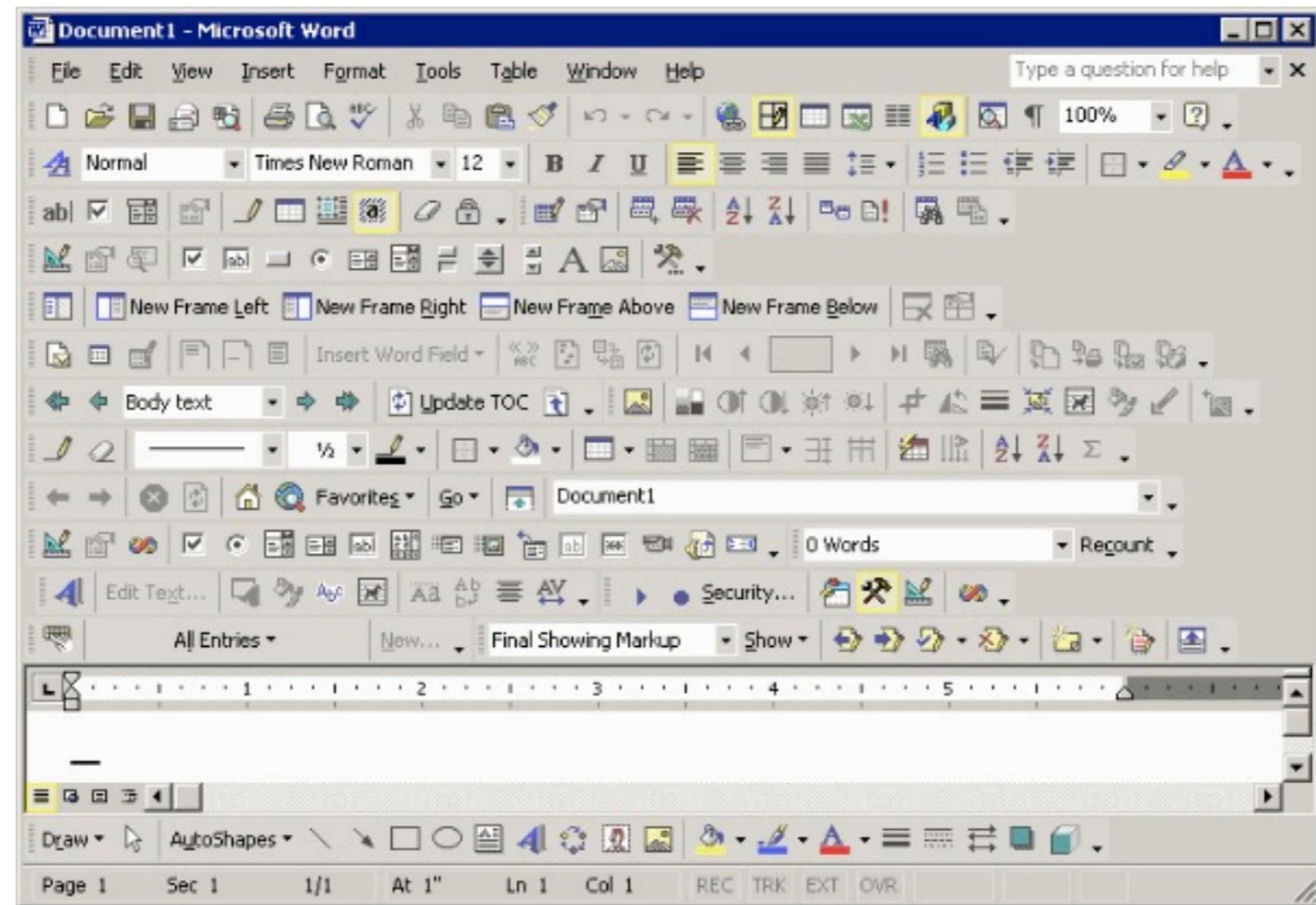
Things to Know #9.7

This is just the beginning.

The Featuritis Curve



From “Creating Passionate Users”



Confession / Test

This talk has been a
user experience.

How to craft a User Experience

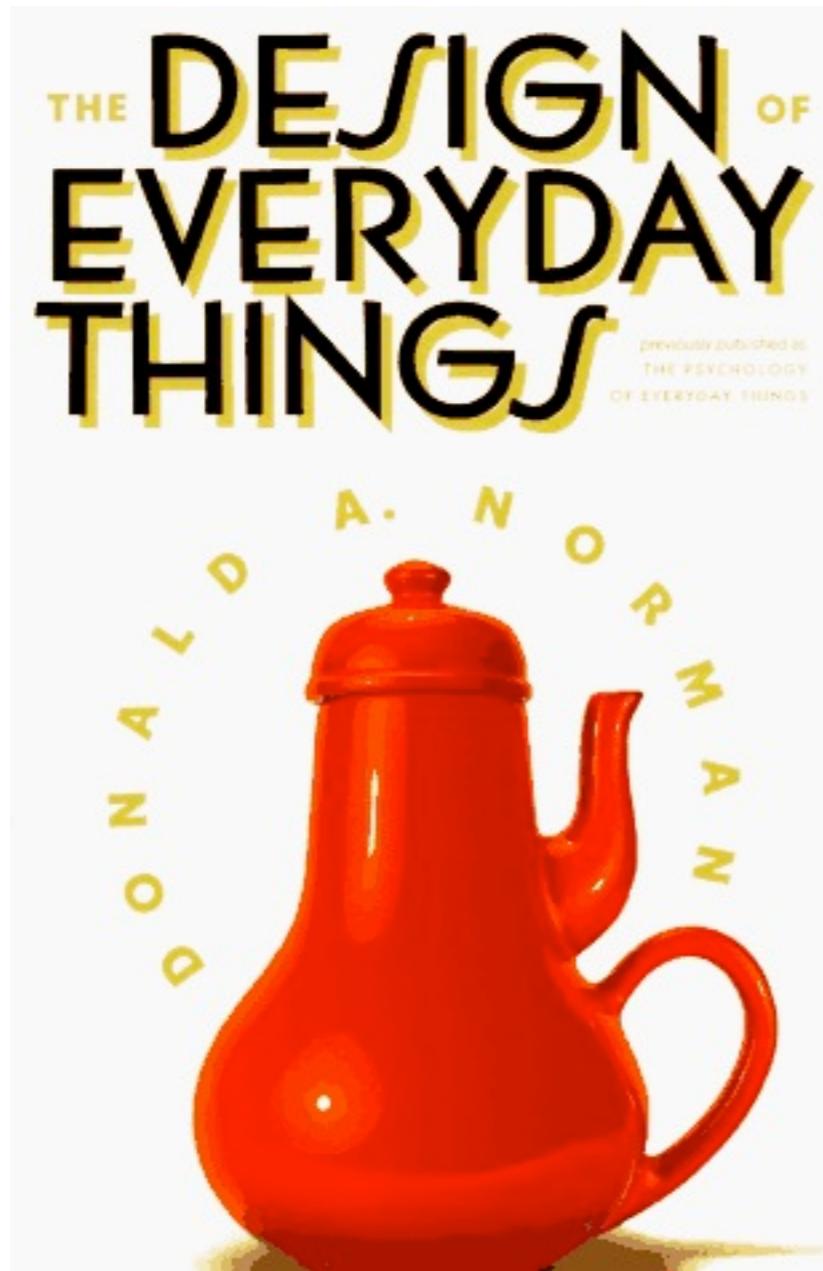


From “Passionate User’s” blog by Kathy Sierra

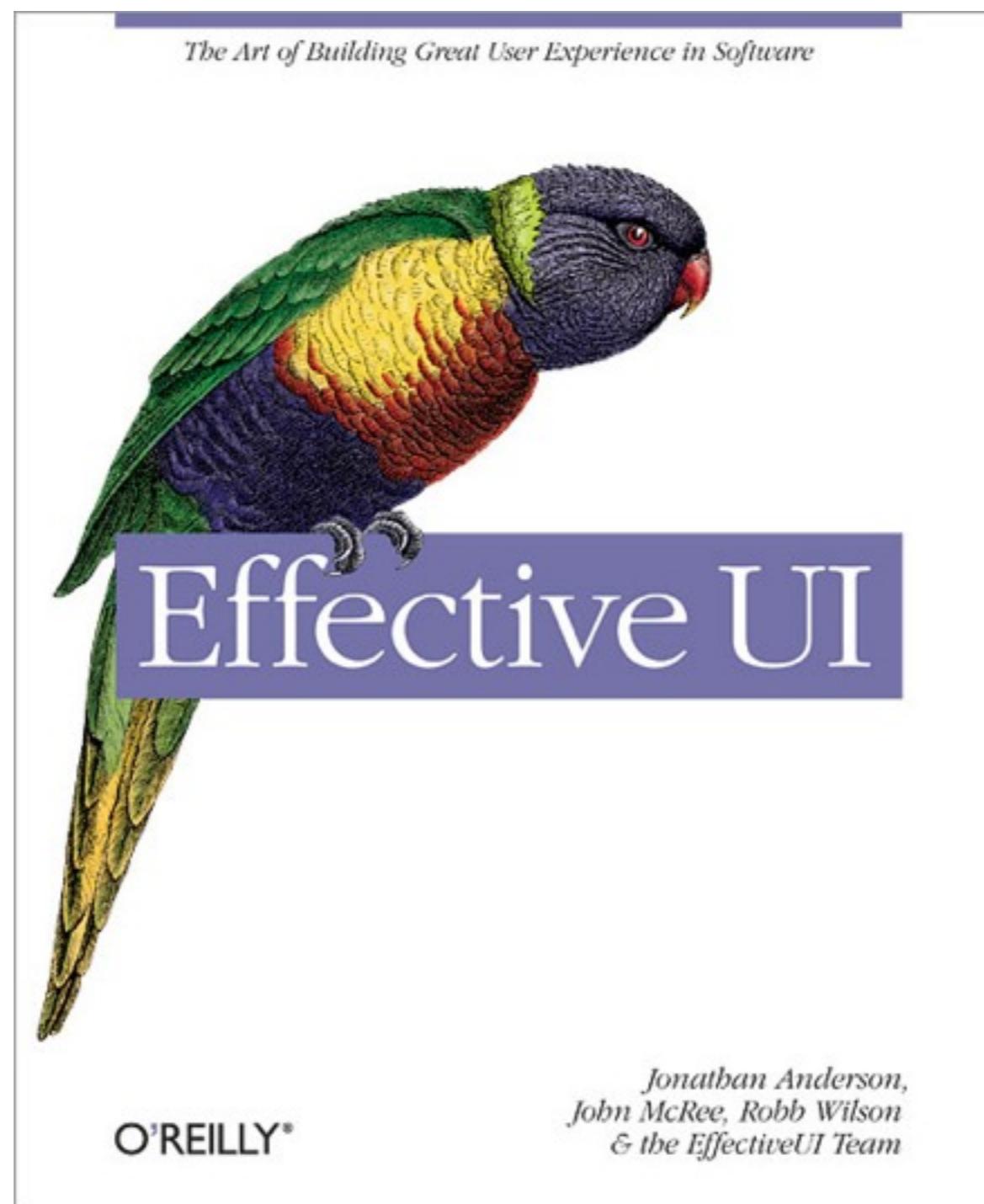
Resources

- “Creating Passionate Users” - Kathy Sierra
- Podcasts:
 - pixel8 :What makes great user experiences?
 - dConstruct 2006, 2007
 - UX Week
 - Adaptive Path
- Search the web for UX or UX Design

Resources



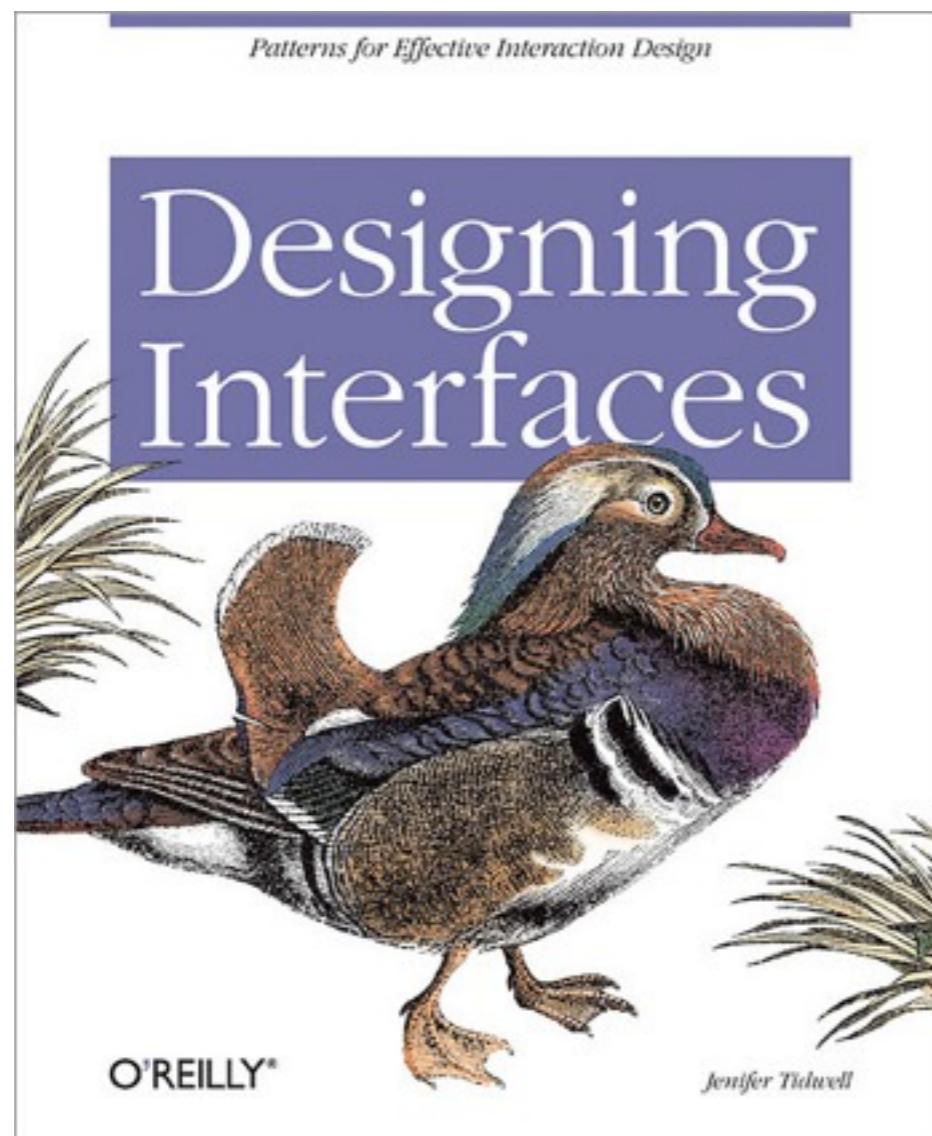
Resources



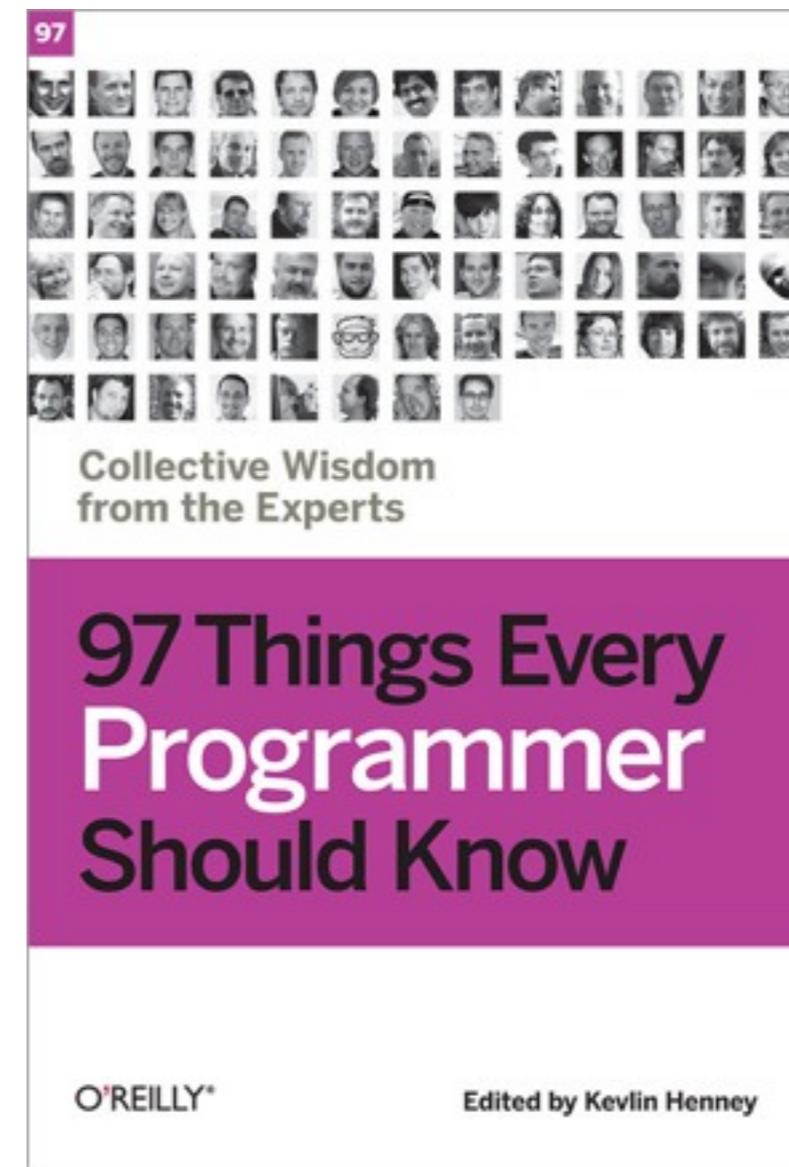
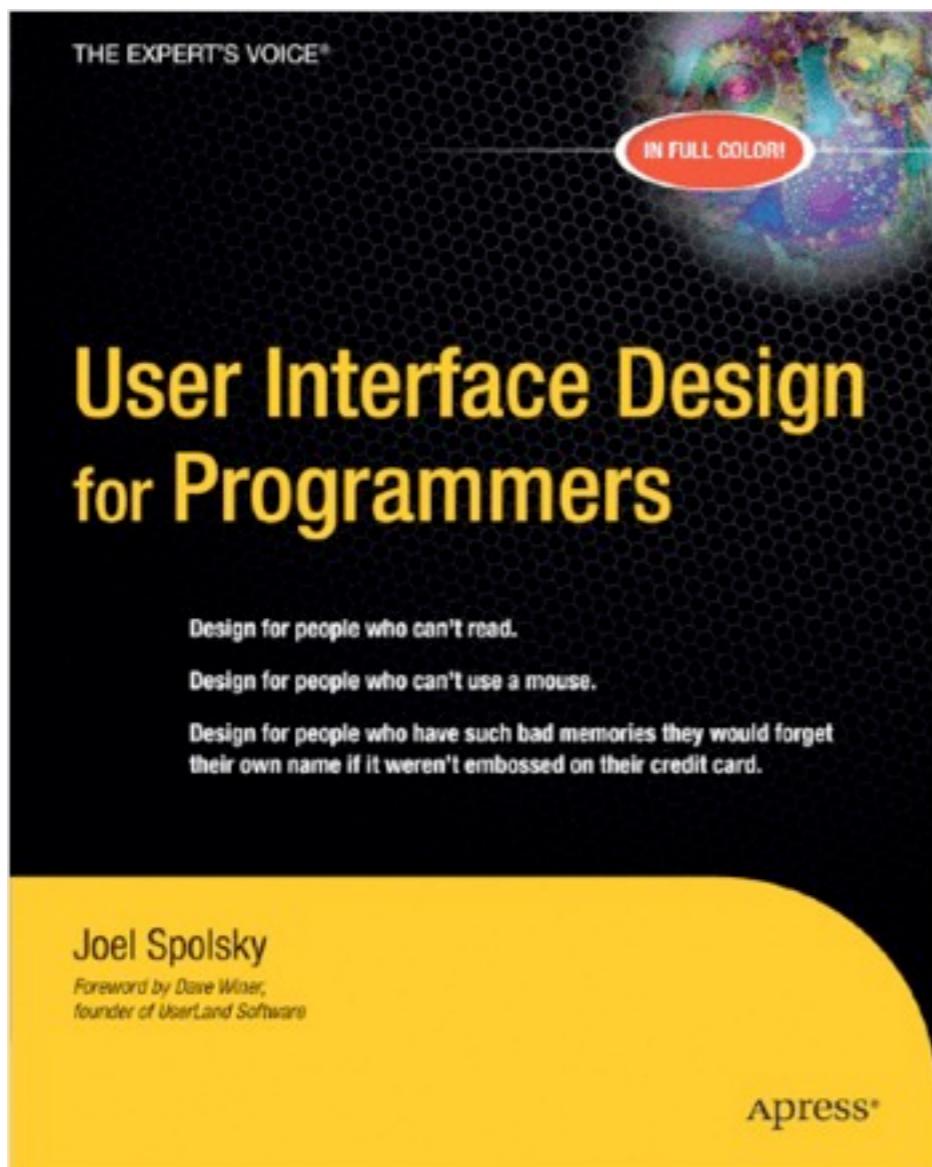
Resources



Resources



Resources



Contact me at:
BurkHufnagel@gmail.com

Contact me at:
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Make it easy to do
the right thing,
and hard to do
the wrong thing.

Do you know this man?



Think about the User?

or

Think about the Product?

*Please silence
your communication
devices.*

Thank you

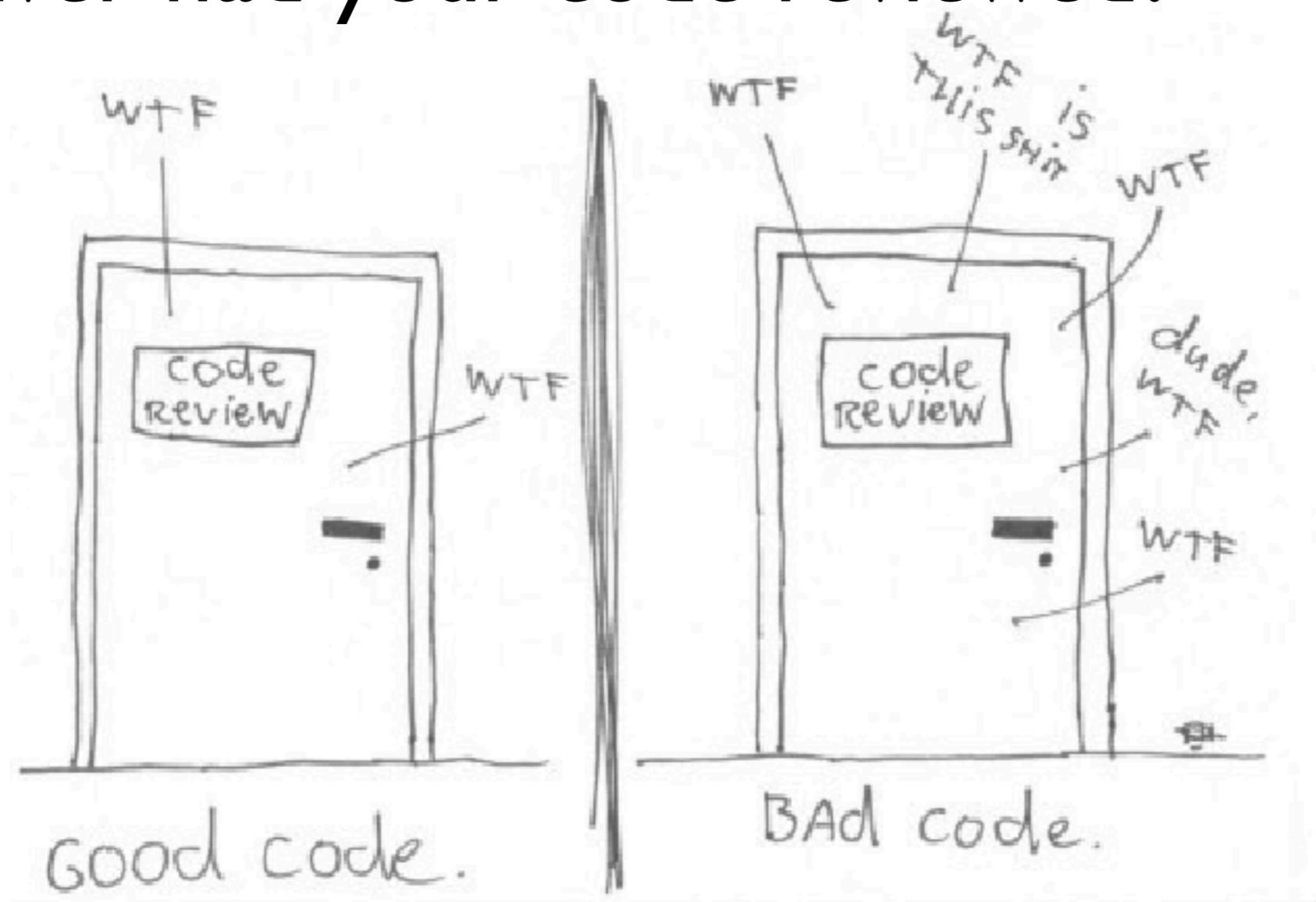
“Once you start down
the dark path,
forever will it dominate
your destiny.”
- Master Yoda

You may be a User Experience Designer

- Ever design a web page or a GUI?
- Ever design an API
or a class someone else used?

You may be a User Experience Designer

- Ever had your code reviewed?



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