

ACCELERATE

User Experience Designer Fundamentals: Session 1

Duane Harrison

WELCOME



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WELCOME

Introductions & why we're here

Who are you?

What's your background?

Why are you here?

What do you want to find out?

Course aims

After completing this course, students will be able to identify complex tasks and transform them into intuitive accessible and easy to use designs.

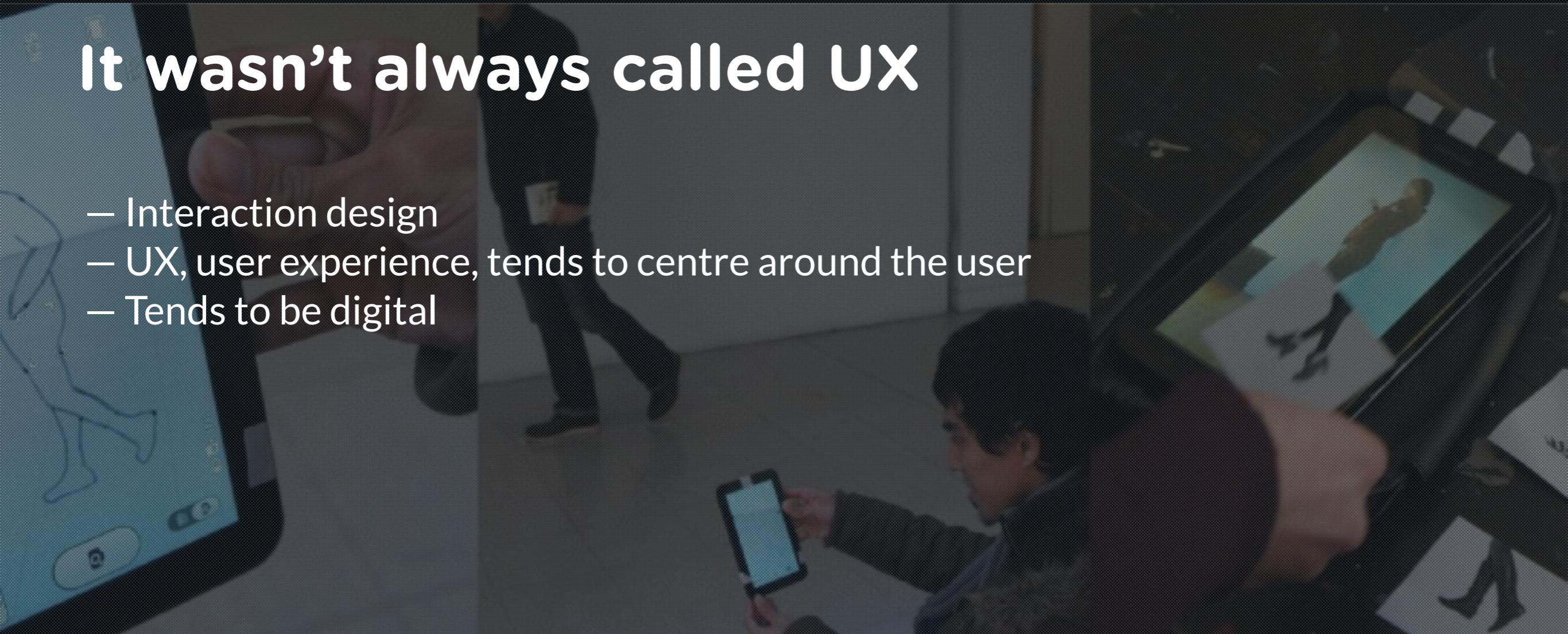
- Exercise conceptualisation ability, visual communication ability, and visualising ideas.
- Develop design skills, production value and attention to detail.
- Gain ability to create wireframes as well as visual design compositions.
- Gain knowledge of Sketch and Invision and other tried and tested design tools.
- Understanding of how to apply for positions and jobs and gain experience quickly and efficiently.

Course characterisation

- Designed for switching careers: Learn the core attributes of UX in an agile approach to learning.
- Learning from each other: our course promotes diversity and practises critical design.
- UX Design techniques: Quickly master industry standard tools and methodologies.
- Project based: The course is focused on actionable tasks and real projects.
- Create useful projects and an effective CV and Portfolio.

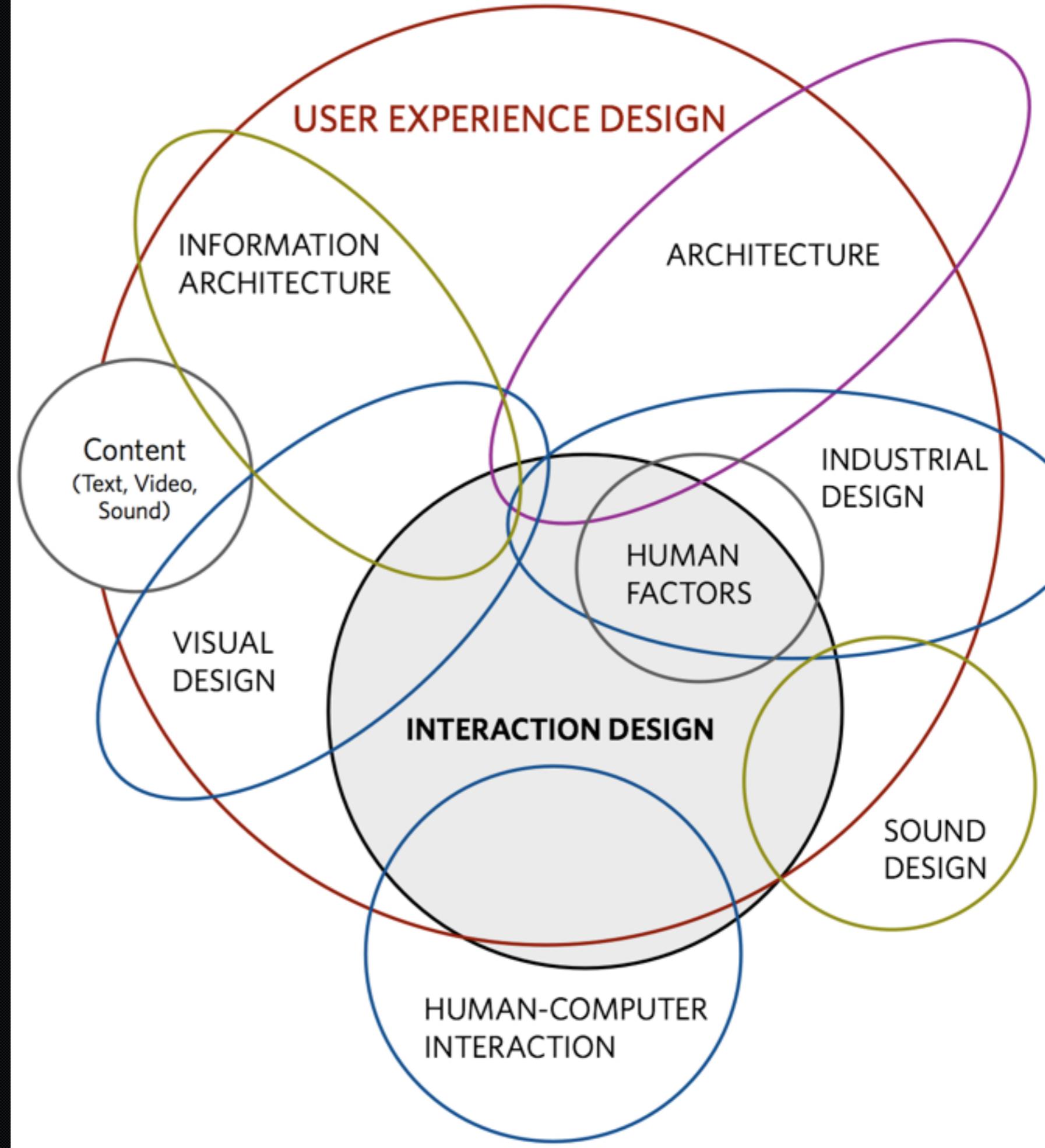
It wasn't always called UX

- Interaction design
- UX, user experience, tends to centre around the user
- Tends to be digital



UX, UI AND WHY UX MATTERS

- UX is made up of mostly UI (how most people get started), User Research and Information architecture
- As UXer's gain experience they consider all parts e.g. sound



Interaction vs User Experience

Interaction



Experience



Apple as an example

UX, UI AND WHY UX MATTERS

Design is important...



Budget for design

AFGHANISTAN: DEADLY HUNT ■ INDIA & PAKISTAN: WAR DANCE

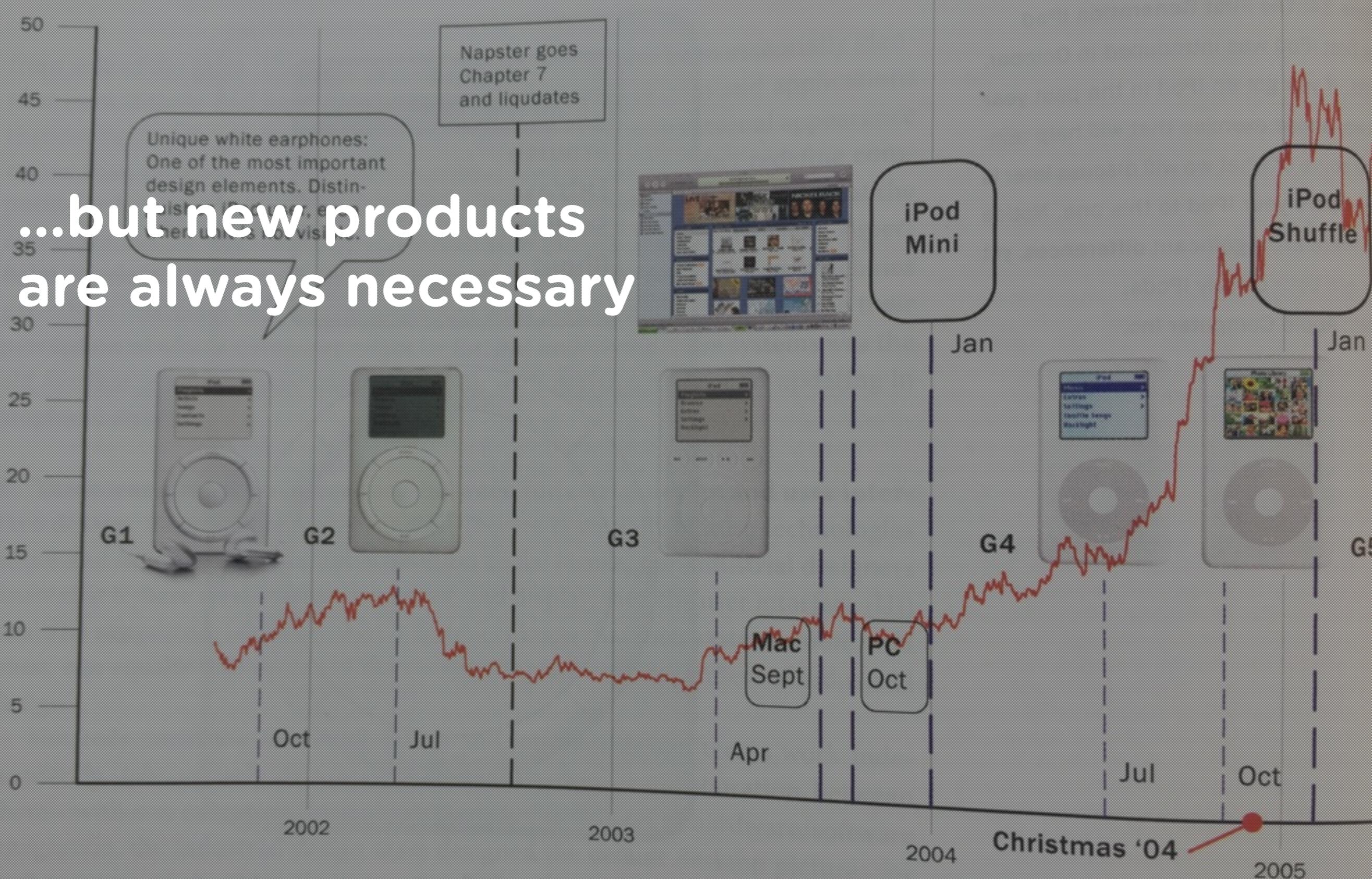
TIME

FLAT-OUT COOL!

Steve Jobs thinks he has seen the future—again. Apple's new iMac is an all-in-one hub for music, pictures and movies. It's elegant and affordable. But will millions of PC users get it?



UX, UI AND WHY UX MATTERS



UX, UI AND WHY UX MATTERS

Adj. Close

Rev \$m

Units K

Diminishing returns...
hard to keep growth

Q4 '02

Q1 '03

Q2 '03

Q3 '03

Q4 '03

Q1 '04

Q2 '04

Q3 '04

Q4 '04

Q1 '05

Q2 '05

Q3 '05

6000

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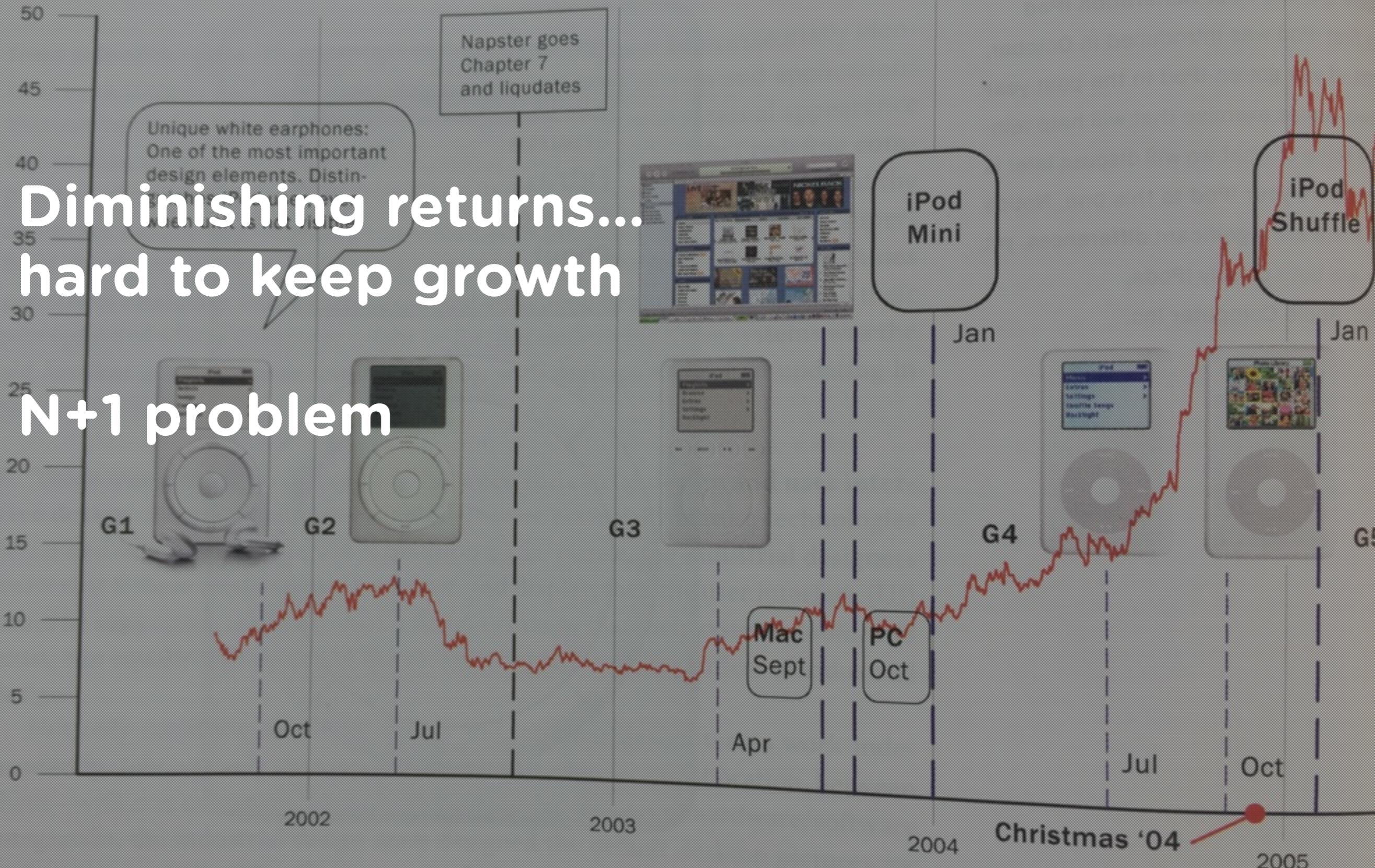
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UX, UI AND WHY UX MATTERS



UX, UI AND WHY UX MATTERS

One
technique is
to buy other
companies...

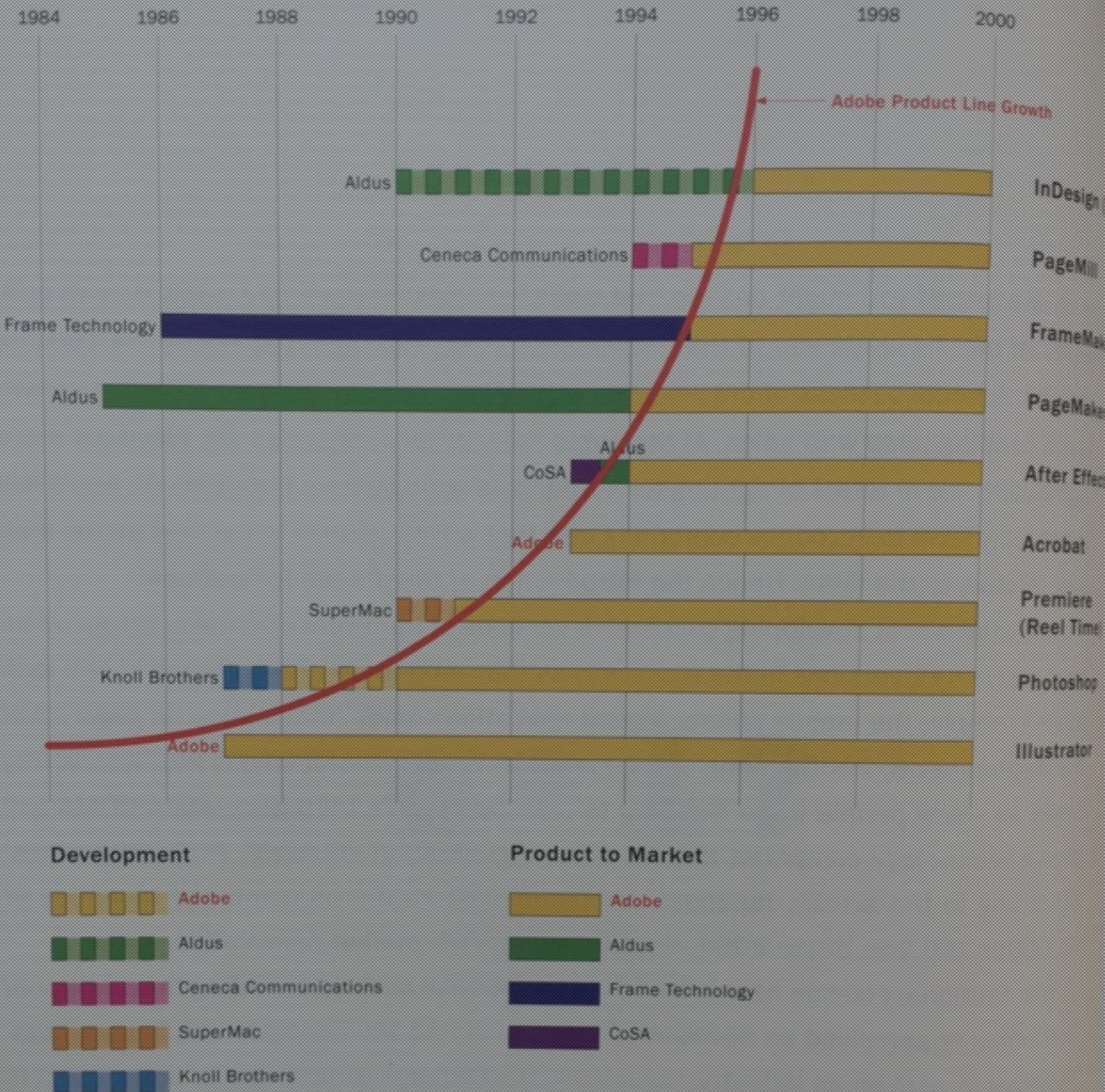


Figure 20: Genesis of Adobe Desktop Applications

Of the applications listed here, only two were developed in-house by Adobe. The rest were the result of mergers or acquisitions.
Data: Pfiffner, 2003.

Is this sustainable?

**UX and design process
before specification is
important...**

UX can be for
anything...

Pick a specialism...

UX research methods

Observe

- It is most important to observe your subject
- Whether it is users, a process, or location, always try to observe
- Always try to see things as new

UX RESEARCH METHODS



- The example of the dog camera was an experiential way to experience the project in a new and non biased way
- Good UX research techniques make you see things afresh and new

Existing behaviours

- E.g. how this elderly women is holding up a jug to see the measurements

Press esc to exit full screen

Compensating behaviours

- Look out for ‘compensating behaviours’
- These are behaviours the users are already doing, but nothing has been designed for them yet
- Note the Nokia example : users sharing one phone in villages. The outcome is to have a shared contact list



User interviews

- User interviews are an effective UX research method
- Attract participants by offering money, Amazon vouchers and free beer
- I used to run these sessions every Thursday afternoon, and probably pre-prepare them on a regular basis

Gain empathy

- The best thing about user interviews is that you quickly gain empathy
- I would get them to use the product and write down any quotes, especially frustrations of using the product
- These quotes + screenshots of the area, were a great way to communicate problems to engineers and the rest of the company

Research amnesty

– Hacking existing research

Full list online

<http://www.gillianhayes.com/Inf231F12/wp-content/uploads/2012/10/IDEOMethodCards.pdf>

Which tool?

Designing is like surviving an emergency situation or winning a battle, it comes down to many issues e.g. Tools, training, characters.

No 'right' combination of training or tools

No 'right' method

Break

10 mins



Jobs to be done

<https://www.youtube.com/watch?v=f84LymEs67Y>

Jobs to be done: Example session

Jobs to be done

- Interview in pairs

What did we learn?

Break

10 mins



TASK

Coursework Task

- Pick a page online which involves an action
- Interview someone about it
- Redesign it
- Come back with a redesign
- Come back with thoughts about a specialism

VARIOUS DESIGN TOOLS

Sketch

The best app for UX/UI! making UI

sketchapp.com

Invision

The best tool for prototyping UX/UI
and sharing it

invision.com

Designers as decision makers

- Trained by eye
- Their experience
- Their taste
- Ability to see things differently

Q&A, any questions?

CONCLUSION

See you on Thursday!

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