

# INTRO TO USER EXPERIENCE DESIGN

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UX Design Instructor, General Assembly*

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## INTRO TO USER EXPERIENCE DESIGN

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### ACTIVITY: WHAT IS UX DESIGN?

5 minutes



- Grab a sticky. Write:
  - What you think UX Design is
  - Group yourself with like-minded stickies :)
  - Let's discuss

# WHATS HAPPENING TODAY?

## AGENDA

- ▶ Discuss what is UX Design?
- ▶ Learn about Empathy
- ▶ UX Process Activity
- ▶ UX Roles
- ▶ UX Mindmap

## OBJECTIVES

- ▶ Discover what the field of user experience (UX) design is and how it relates to other disciplines
- ▶ Learn the different roles within, and related to, UX
- ▶ Have an overview of the tools and processes used in the UX field
- ▶ Experience a taster of the design process.

# WHAT IS UX DESIGN?

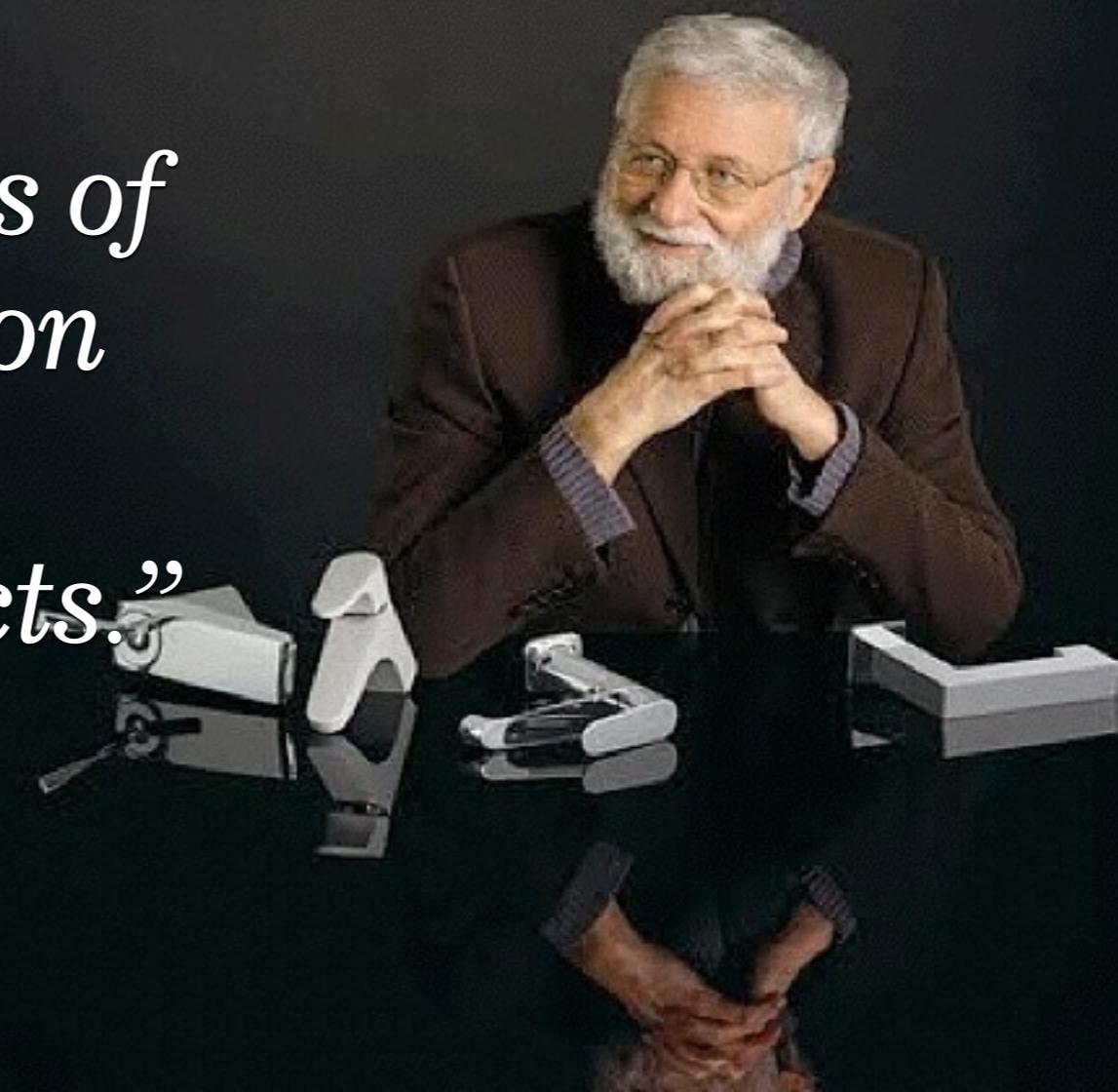
# INTRO TO USER EXPERIENCE DESIGN

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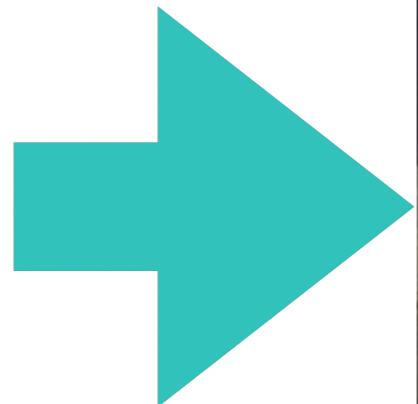
*“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”*

**DONALD NORMAN**





## AMAZON





**WHY SHOULD  
WE CARE?**

## Commodity

Prevailing prices for  
various coffee offerings



\$ .01-\$02

Per Cup

## Commodity

Prevailing prices for various coffee offerings



**\$ .01-\$02**

Per Cup

## Good



**\$ .05-\$ .25**

Per Cup

Commodity	Good	Service
<p>Prevailing prices for various coffee offerings</p> 		
<p>\$ .01-\$02 Per Cup</p>	<p>\$ .05-\$ .25 Per Cup</p>	<p>\$ .75-\$1.50 Per Cup</p>

Commodity	Good	Service	Experience
Prevailing prices for various coffee offerings 			
\$ .01-\$02 Per Cup	\$ .05-\$25 Per Cup	\$ .75-\$1.50 Per Cup	\$ 2.00-\$5.00 Per Cup

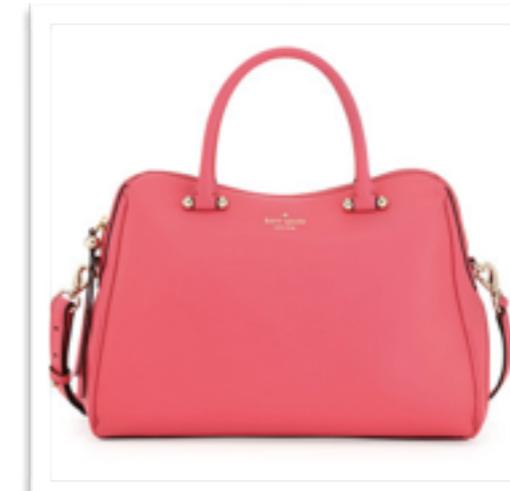
# GOODS VS. EXPERIENCE

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# ACTIVITY: GOOD VS. EXPERIENCE (1 MINUTE)

Which one of the following is a good vs. experience?



# WHAT DOES A UX DESIGNER DO?

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## INTRO TO USER EXPERIENCE DESIGN

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## DISCUSSION

*The Elements of User Experience Design*



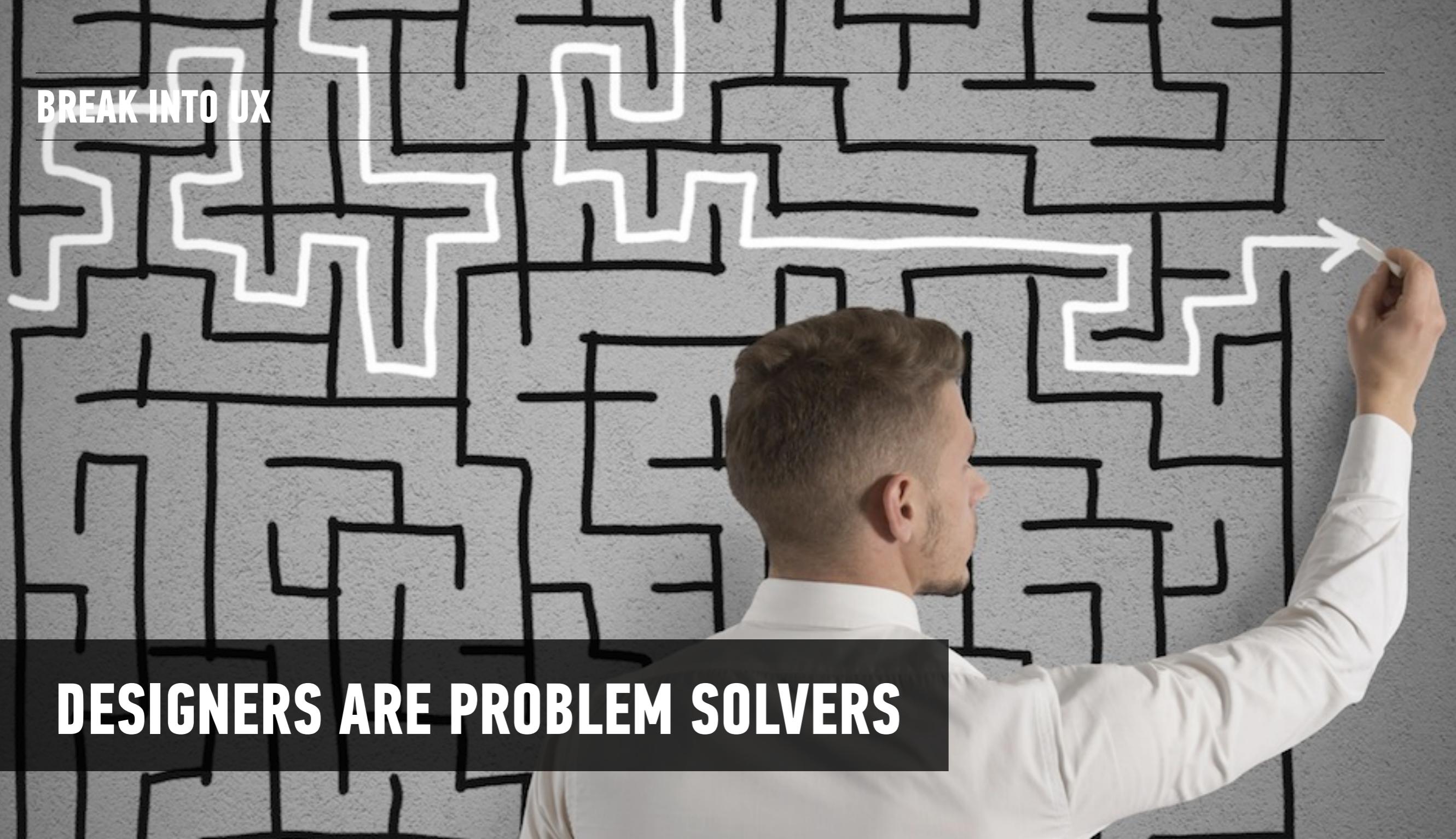
EXERCISE

*Listen to the passage.*

*What is common in each of these scenarios that happen?*

BREAK INTO UX

DESIGNERS ARE PROBLEM SOLVERS



*“If I had an hour to solve a problem I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”*

**ALBERT EINSTEIN**

# What I want from a restaurant website:

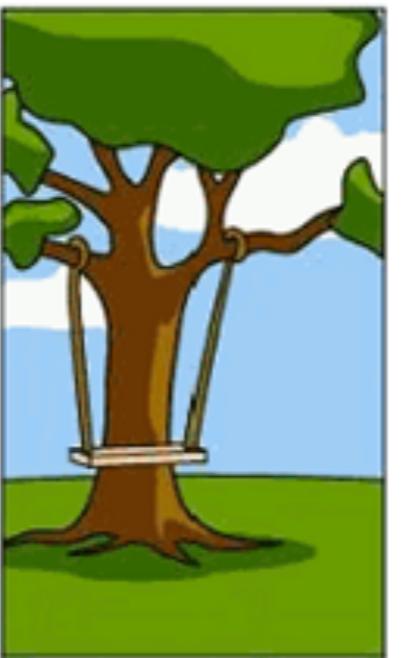
- ▶ Menu
- ▶ Specials and happy hour info  
(Including social promotions such as Foursquare, Groupon, and Twitter specials)
- ▶ Address with a link to google maps
- ▶ Online reservation system that actually works  
(instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name)
- ▶ Hours of operation, parking and contact info

What I get instead:





How the customer explained it



How the project leader understood it



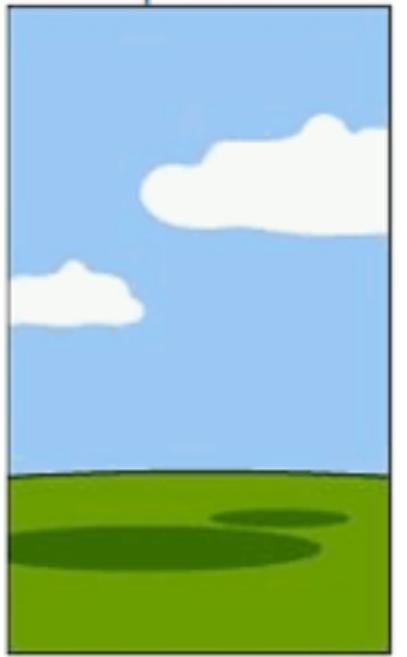
How the engineer designed it



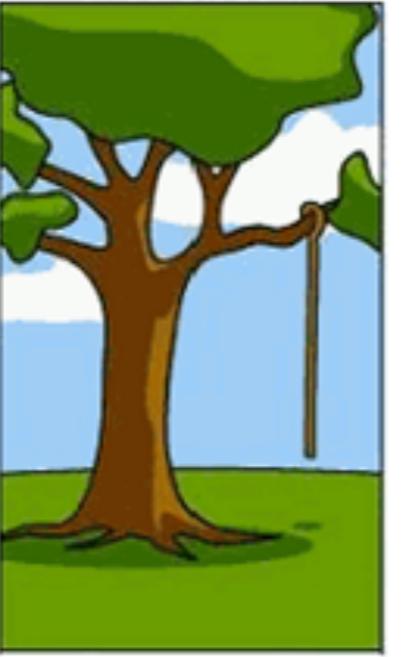
How the programmer wrote it



How the sales executive described it



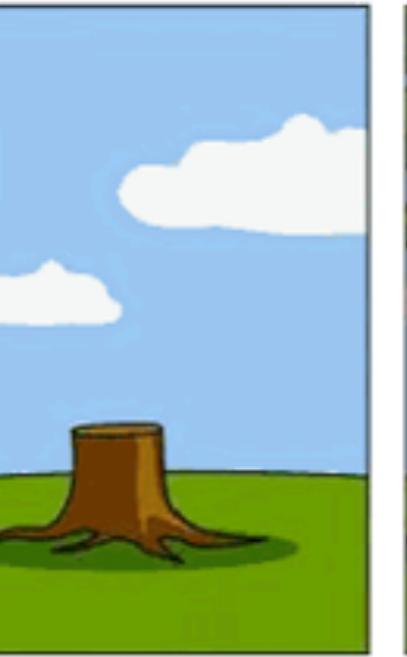
How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

# USER RESEARCH

# EMPATHY VIDEO



# UX PROCESS

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## BREAK INTO UX

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# DESIGN FOR YOUR NEIGHBOR

*20 Minutes*



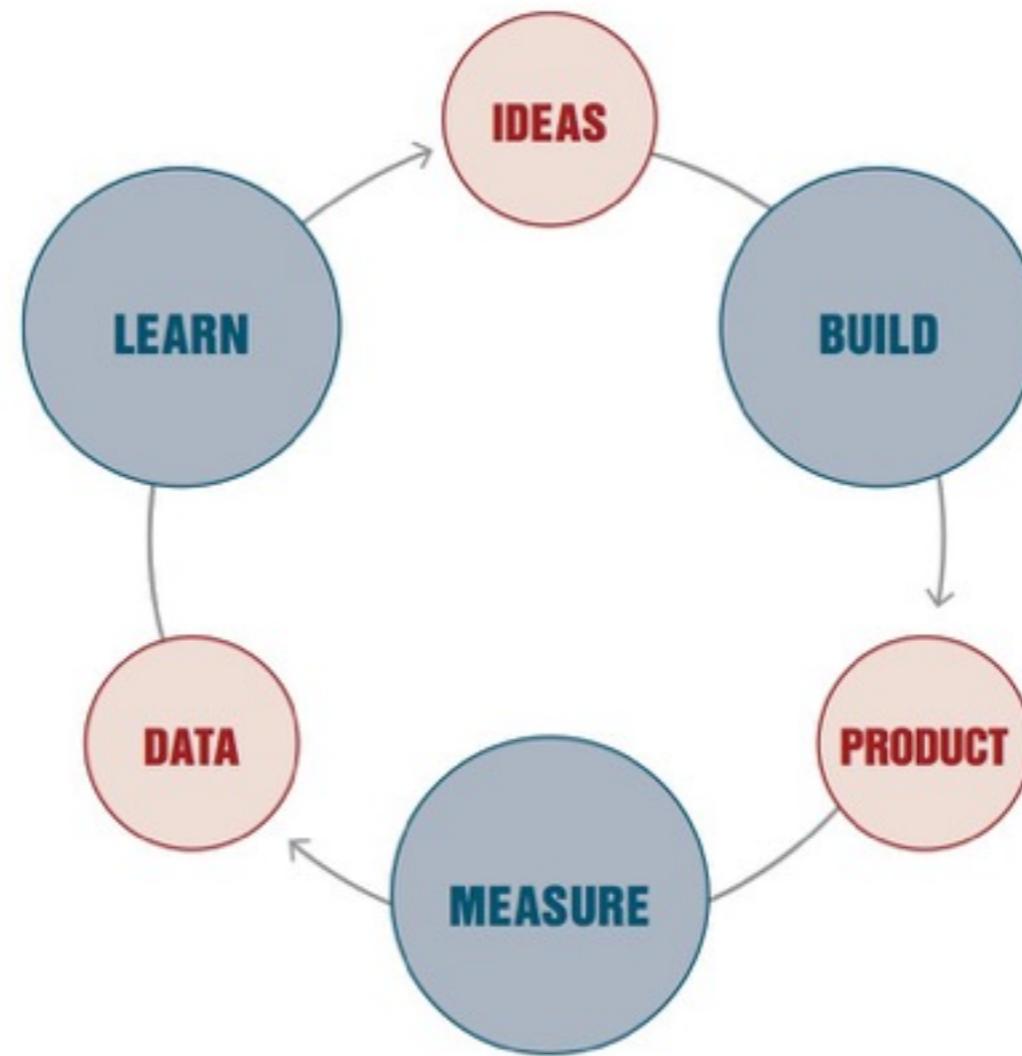
EXERCISE

- ▶ Interview the person across from you and ask them about something they are annoyed about or a problem in their life (3 minutes each person)
- ▶ Sketch a digital mobile solution for them (3 minutes)
- ▶ Share your solution with your partner, and get feedback (3 minutes total)
- ▶ Share from a few - your project

# INTRO TO USER EXPERIENCE DESIGN

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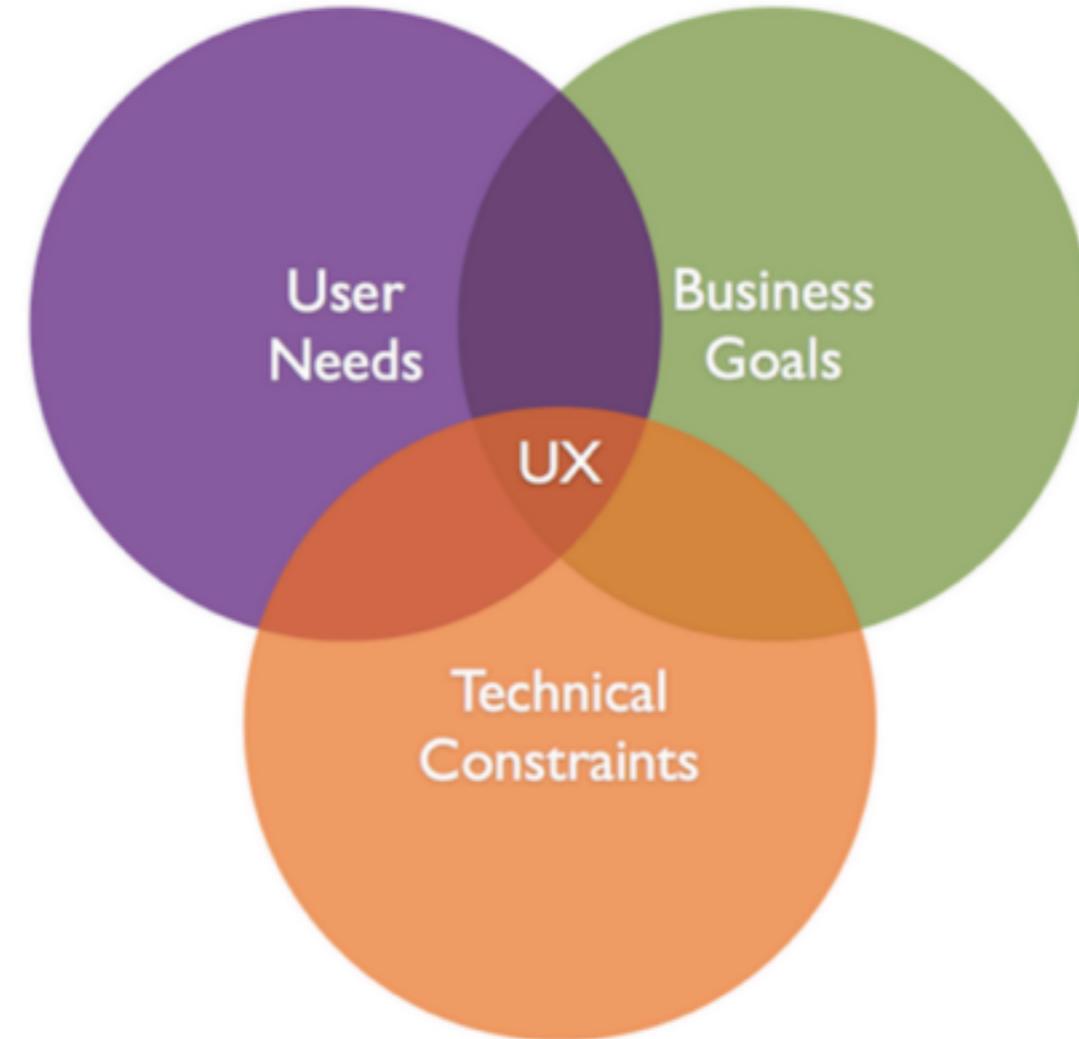
## LEAN UX



# INTRO TO USER EXPERIENCE DESIGN

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## USER NEEDS, BUSINESS GOALS, & TECHNICAL CONSTRAINTS



## INTRO TO USER EXPERIENCE DESIGN

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# WHAT MOST PEOPLE THINK A UX DESIGNER DOES

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organizing, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

Graphic arts

Interaction design

Information Architecture

Usability

Prototyping

Interface layout

Interface design

Visual design

Taxonomy creation

Terminology creation

Copy writing

Presentation and speaking

Working tightly with programmers

Brainstorm coordination

Company culture evangelism

Communication to stakeholders

## INTRO TO USER EXPERIENCE DESIGN

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# WHAT A UX DESIGNER ACTUALLY DOES

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Communication to stakeholders

FROM THE DESIGNER'S PERSPECTIVE...

UX IS BIG!

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## RESEARCH

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Product design

Feature writing

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Taxonomy creation

Usability



Usability  
Testing

Terminology crea

Copy writing

Presentation and :

Working tightly wi

Brainstorm coordi

Company culture o

Communication to



Personas

# INTRO TO USER EXPERIENCE DESIGN

# PRODUCT MANAGEMENT

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organizing, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

Interaction design

Information Architecture

Taxonomy creation

Usability

**Competitor Site Audit**

Metric	example	Competitor 1	Change
Page Rank	3	3	0%
Internal links	443	14013	-40%
Pages indexed in Google	90	9	+40%
Pages indexed in Yahoo	62	283	+62%
Pages indexed in Bing	58	319	+65%
Pages crawled by our spider	60	71	0%
Page load time (ms)	54	439	+80%
HTTP status	Y	N	
XML sitemap	Y	N	
Robots.txt	Y	N	
Custom 404 page	Y	N	
Alt tags	4,162,033	438,721	+93%
Broken img (found)	3	33	
Deep link ratio	51.7%	77.7%	+26%
Overall Score	3.00	90	+100%
Your Rank	3	2	0%

Your website has been benchmarked against your selected competitors for a range of important SEO factors to help you gauge your competitive position. The 'Change' column indicates how far each metric has changed since your campaign start.

**ANALYTICS SEO**  
Webscout.com | www.webscout.com | Copyright © 2009

Competitive Analysis

Presentation and speaking

Working tightly with programmers

Brainstorm coordination

Company culture evangelism

Communication to stakeholders

# INTRO TO USER EXPERIENCE DESIGN

## INTERACTION DESIGN

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organizing, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

**Interaction design**

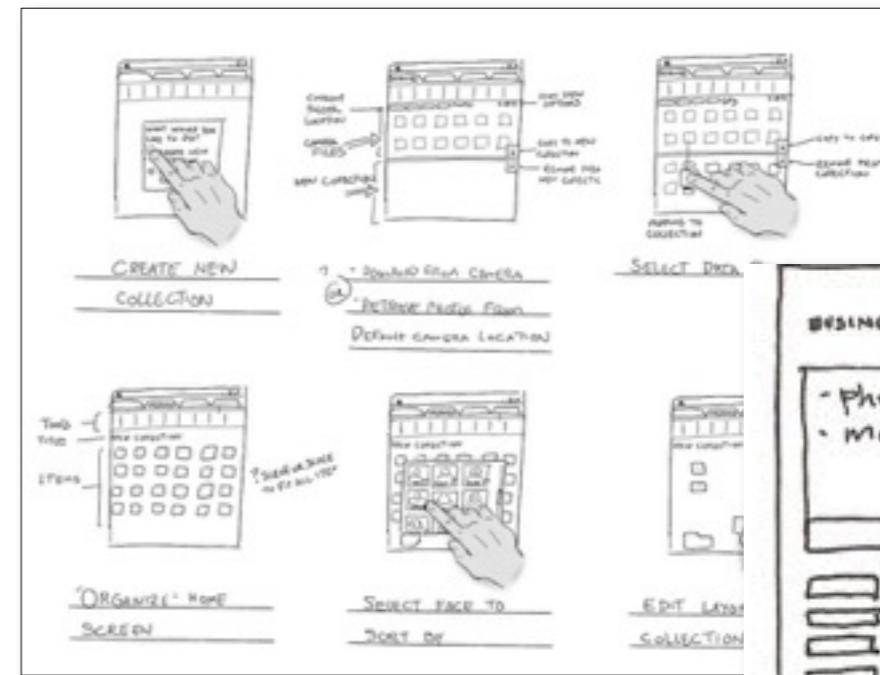
Usability

Information Architecture

Taxonomy creation

Usability

Sketchflows



Brainstorm coordination  
Company culture evangelism  
Communication to stakeholders

Wireframes



## INTRO TO USER EXPERIENCE DESIGN

# INFORMATION ARCHITECTURE

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organizing, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

Interaction design

**Information Architecture**

Taxonomy creation

Usability

Prototyping

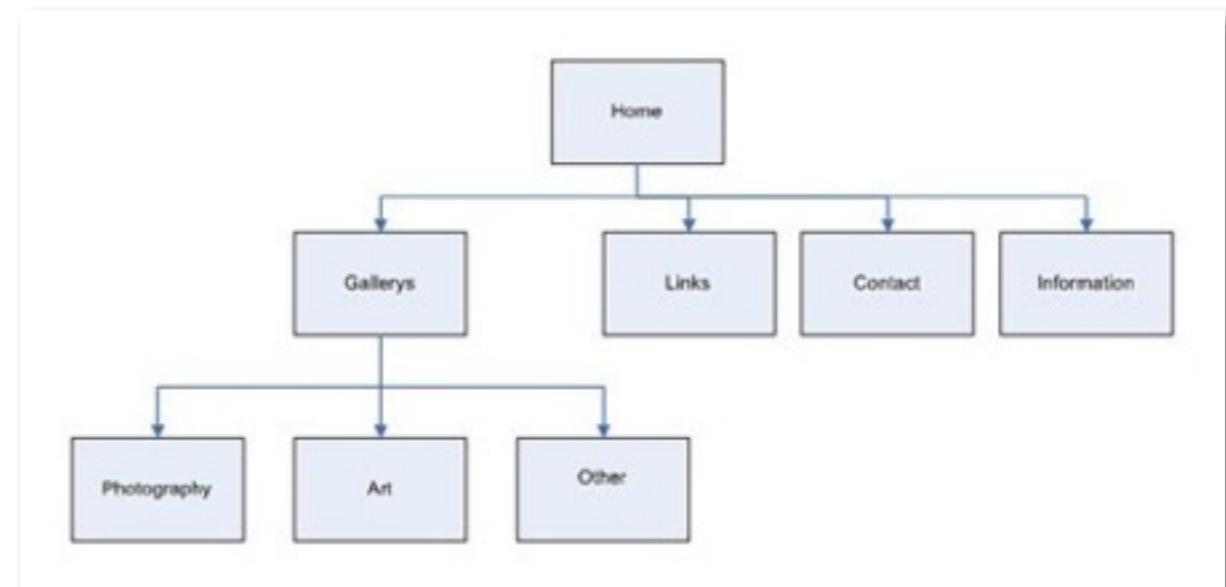
Interface layout

Interface design

Visual design

Graphic arts

## Site Map



# INTRO TO USER EXPERIENCE DESIGN

## PROTOTYPING



### Digital Prototype

Requirement writing

Interaction design

Information Architecture

Taxonomy creation

Usability

### Prototyping

Interface layout

Interface design

Visual design

Graphic arts



### Paper Prototype

# INTRO TO USER EXPERIENCE DESIGN

## UI/VISUAL DESIGN

**COLOR PALETTE**

Color Name	Hex Code
CANDY APPLE	#E22525
CRIMSON	#E92B2D
COOL BLUE	#074967
DEEP LAKE	#1A2B4B
GRAVEL	#555555
WET CEMENT	#777788

**TYPOGRAPHY**

Header Level	Font Name	Color
Header 1	Font Name	Color
Header 2	Font Name	Color
Header 3	Font Name	Color
Header 4	Font Name	Color
Header 5	Font Name	Color

This is Body copy. Text description: This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi

**Style Guide**

statistics

**WISTIA**

FEATURES PRICING LEARNING

Sign Up Login

ADD VIDEO TO YOUR WEBSITE  
EASILY AND ON YOUR OWN TERMS.

Requirement writing

Interaction design

Information Architecture

Taxonomy creation

Usability

Prototyping

Interface layout

Interface design

Visual design

Graphic arts

Terminology creation

Mockups

# INTRO TO USER EXPERIENCE DESIGN

## CONTENT STRATEGY

Field research

Status	Page ID	Page Name	Source URL
200 no error	0.0	Home Page	drakeltd.com
200 no error	1.0	<b>Vehicles</b>	<b>drakeltd.com/vehicles/</b>
200 no error	1.1	Drake Motors LTD Cars	drakeltd.com/vehicles/cars/
200 no error	1.1.1	Small Coupe	drakeltd.com/vehicles/cars/coupe
200 no error	1.1.2	Mid-Size	drakeltd.com/vehicles/cars/mid-size
200 no error	1.1.3	Full-Size	drakeltd.com/vehicles/cars/full-size
200 no error	1.2	Drake Motors LTD Crossovers and SUVs	drakeltd.com/vehicles/crossovers/
200 no error	1.2.1	Small Crossover	drakeltd.com/vehicles/crossovers/small
200 no error	1.2.2	Full Crossover	drakeltd.com/vehicles/crossovers/full
200 no error	1.2.3	SUV	drakeltd.com/vehicles/crossover/SUV
200 no error	2.0	<b>Shopping Tools</b>	<b>drakeltd.com/shopping</b>
200 no error	2.1	Build Your Drake Vehicle	drakeltd.com/shopping/build
200 no error	2.2.	Compare Vehicles	drakeltd.com/shopping/compare
200 no error	2.3	Request A Quote	drakeltd.com/shopping/quote
200 no error	2.4	Estimate Trade In Value	drakeltd.com/shopping/trade
200 no error	2.5	Schedule A Test Drive	drakeltd.com/shopping/test-drive
200 no error	2.6	Find A Local Dealer	drakeltd.com/shopping/find-dealer
200 no error	3.0	<b>Special Offers</b>	<b>drakeltd.com/offers</b>
200 no error	3.1	National Offers	drakeltd.com/national-offers
200 no error	3.2	Dealer Incentives	drakeltd.com/shopping/find-dealer
200 no error	4.0	Owners	drakeltd.com/owners
200 no error	5.0	About Us	drakeltd.com/about
200 no error	6.0	Contact Drake LTD	drakeltd.com/contactus
200 no error	7.0	Site Map	drakeltd.com/sitemap

Usability

**Content Audit**

Prototyping

Interface layout

Interface design

Visual design

Graphic arts

Terminology creation

Copy writing

Presentation and speaking

Working tightly with programmers

Brainstorm coordination

Company culture evangelism

Communication to stakeholders

# INTRO TO USER EXPERIENCE DESIGN

## THE SOFT SKILLS



Interaction design

Information Architecture

Taxonomy creation

Usability

Prototyping

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# WHAT STARTUPS WANT

Someone who can:

- conduct user research
- design the workflows
- write the copy
- create hi-fi mockups
- write the front-end code
- run usability tests...



# THE BEST UX DESIGNERS ARE “T-SHAPED”

- have a good understanding of the different components that make up a UX
- have general business and design experience
- have deep specialization in one discipline or industry



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# INTRO TO USER EXPERIENCE DESIGN

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## UX MINDMAP

*5 Minutes*



- ▶ No repetitions
- ▶ No deviation (No sidetracking!)
- ▶ No hesitation (No ummms and ahhhh)

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## INTRO TO USER EXPERIENCE

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# Q & A

### More Resources:

*Design of Everyday Things by Don Norman*

*About Face by Alan Cooper*

*The Elements of User Experience Design by Jesse James Garret*

*Don't Make Me Think by Steve Krug*