

INTRO TO UX FOR DEVELOPERS CRASH COURSE ON ‘DIGITAL THINGS’

60-90 MIN
RON LUI - UXDI SYDNEY

A photograph of a person walking a small dog on a paved path. The path is bordered by a grassy area with several trees. In the background, there is a paved walkway with a metal railing and some outdoor furniture. The scene is bright and sunny.

User experience

Design

WHAT DO YOU THINK “UX” IS?

15 MIN



UX

Product



UI

Server



Data center

RON LUI OVER THE LAST DECADE



RON LUI - UXDI SYDNEY



**SO WHAT DO YOU
WANT TO TALK ABOUT?**

INTRO TO USER EXPERIENCE DESIGN

LET'S COVER SOME STEREOTYPICAL STUFF FIRST
SOME BASIC VISUAL DESIGN PRINCIPLES

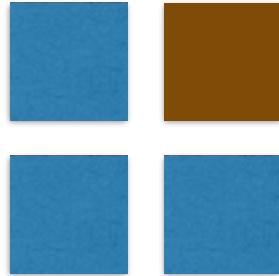
5 MIN

IT'S ALL JUST SHIT

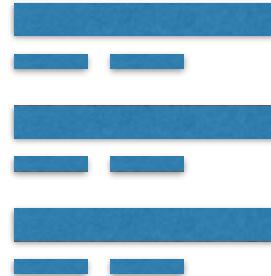


I MEAN... CRAP

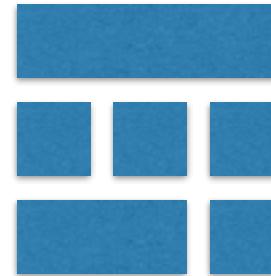
CRAP



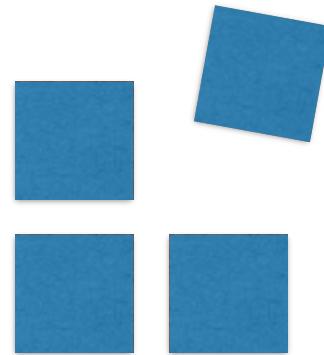
Contrast



Repetition



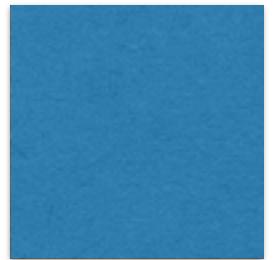
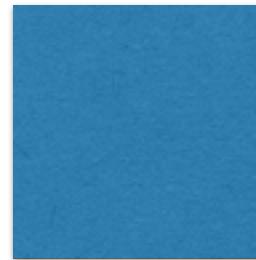
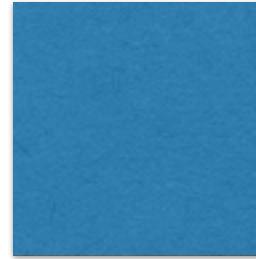
Alignment



Proximity

CONTRAST

- Elements that are **visually differentiated** direct the eye and the viewer's attention
- Elements with the greatest contrast are perceived as the **most important**
- Contrast can be created through size, colour, shape, and more



CONTRAST

- Elements that are **visually differentiated** direct the eye and the viewer's attention
- Elements with the greatest contrast are perceived as the **most important**
- Contrast can be created through size, colour, shape, and more

Draw 4 Adrians, where three are normal, and one is ... different



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Send Better Email

The screenshot shows the Mailchimp email editor interface. At the top left is the Mailchimp logo and the title "Double Double Newsletter". At the top right are "Help" and "Save & Exit" buttons. Below the title, there's a preview of an email message. The message features a logo for "DOUBLE DOUBLE RECORDS" with a woman's face at the bottom. To the right of the preview is a toolbar with four tabs: Layout (selected), Content, Design, and Comments. Below the toolbar are five placeholder boxes for adding content like text, images, and social media links.

cancel

submit

cancel

submit

cancel

submit

cancel

submit

REPETITION

- Repetition creates **consistency and continuity**
- Repetition within a page cases the repeated elements to be **perceived as similar** to each other
- Repetition **across pages** help users track non-essential elements in their periphery
- Keep colours, type styles, navigation, and branding **consistent**

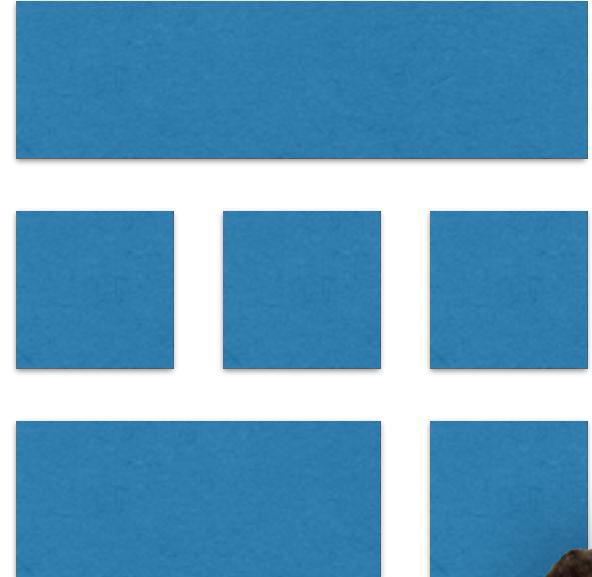


Draw 4 identical violins



ALIGNMENT

- Aligning elements on a grid helps to **guide the eye** and **reinforce relationships** between elements
- Grids can create **effective negative space** that helps users **define distinctions** between elements
- Alignment makes pages **easier to scan**



Draw 4 saxophones, that are equally spaced from each other



JAN
22

Discourse in web design

Where does a common language for discourse start? Not just one for us as web designers, but one that will give structure to others who don't as deeply understand what we do?

SEP
24

Don't be dumb, use smart quotes →

Today is National Punctuation Day (it's totally a thing). To celebrate, I made a single-serving site to spread awareness of a horrible vestige in today's typography: dumb quotes. [Read more](#)

"Don't b

SEP
15

Just Enough Research, by Erika Hall



Last week brought another wonderful title to the A Book Apart library, *Just Enough Research* by Erika Hall.

[Read more](#)

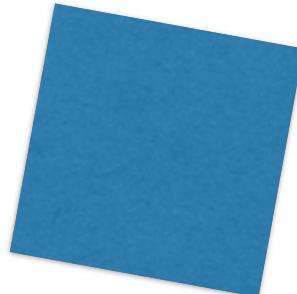
Erika Hall

ON SALE
NOW!

JUST ENOUGH

PROXIMITY

- Items that are **close** together are perceived as being **related**
- The **relative proximity** of elements conveys the **strength of the relationship**



PROXIMITY

- Items that are **close** together are perceived as being **related**
- The **relative proximity** of elements conveys the **strength of the relationship**

Draw four Adrians, but one has forgotten to use deodorant for a Basketball game.



LACK CONTRAST



Clive Christian 1872 for Men Perfume Spray
From £91.67



Clive Christian C For Men, 50ml
£175.00



Clive Christian X for Men Perfume Spray
From £112.50



1707 Pink & Blue Perfume Set
£91.67



1707 Blue perfume, 50ml EDP
£91.67



1707 Pink Perfume, 50ml EDP
£91.67

LACK REPETITION



Clive Christian C For
Men, 50ml

£175.00



Clive Christian 1872 for
Men Perfume Spray
From £91.67



Clive Christian X for
Men Perfume Spray
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1707 Pink & Blue
Perfume Set
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EDP
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LACK ALIGNMENT



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LACK PROXIMITY

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Perfume Set
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Perfume Set
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1707 Blue perfume, 50ml
EDP
£91.67

1707 Pink Perfume, 50ml
EDP
£91.67

THIS CRAP IS PRETTY IMPORTANT!



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[Clive Christian C For Men, 50ml](#)
£175.00



[Clive Christian X for Men Perfume Spray](#)
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[1707 Pink Perfume, 50ml EDP](#)
£91.67

INTRO TO USER EXPERIENCE DESIGN

USER EXPERIENCE FOR REALZ NOW

10 MIN

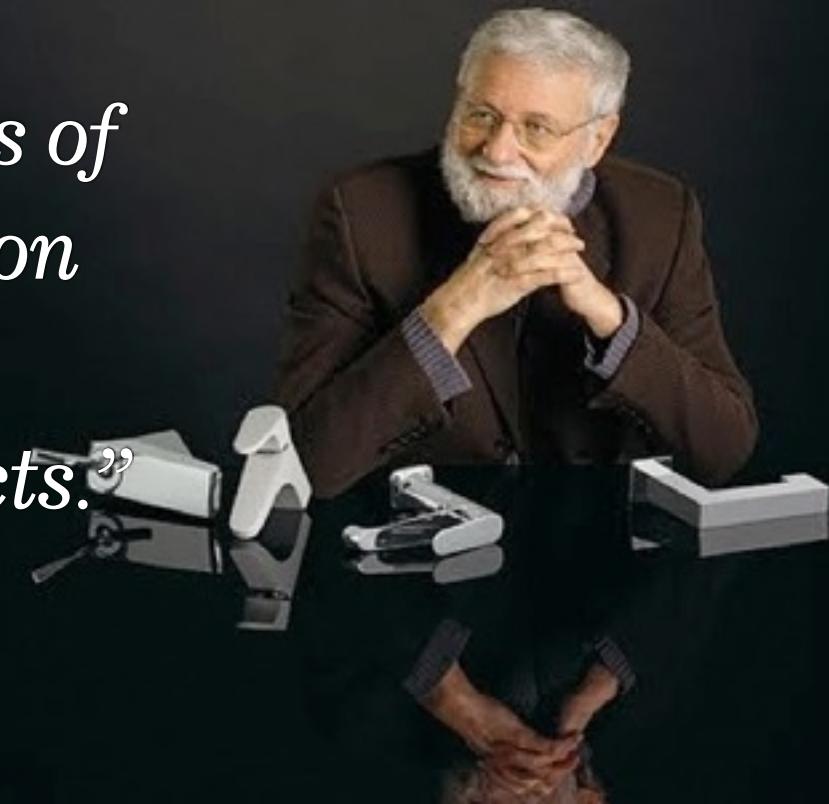
“Experience design is the design of anything independent of medium, or across media, with human experience as an explicit outcome and human engagement as an explicit goal.”

JESSE JAMES GARRETT



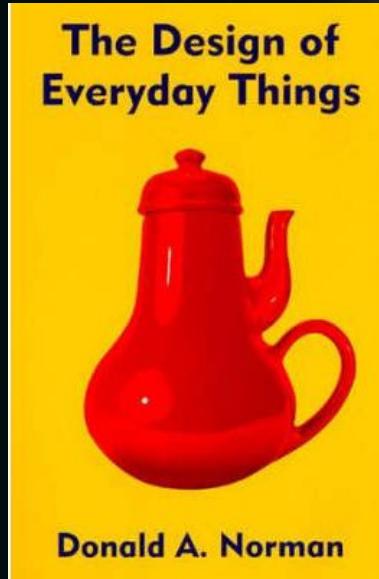
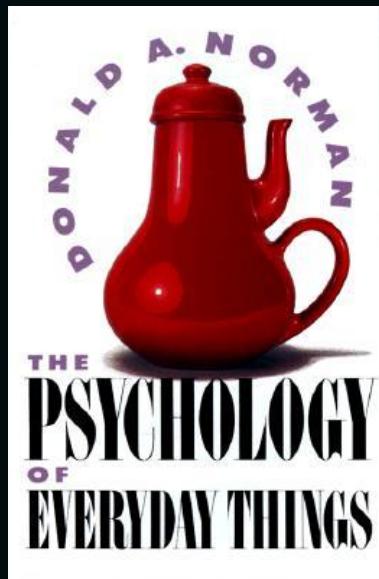
“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

DONALD NORMAN



WHAT IS USER EXPERIENCE?

30



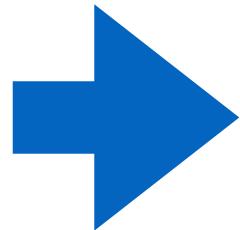
WHAT IS YOUR EXPERIENCE OF USING?



WHAT IS THE EXPERIENCE?

32

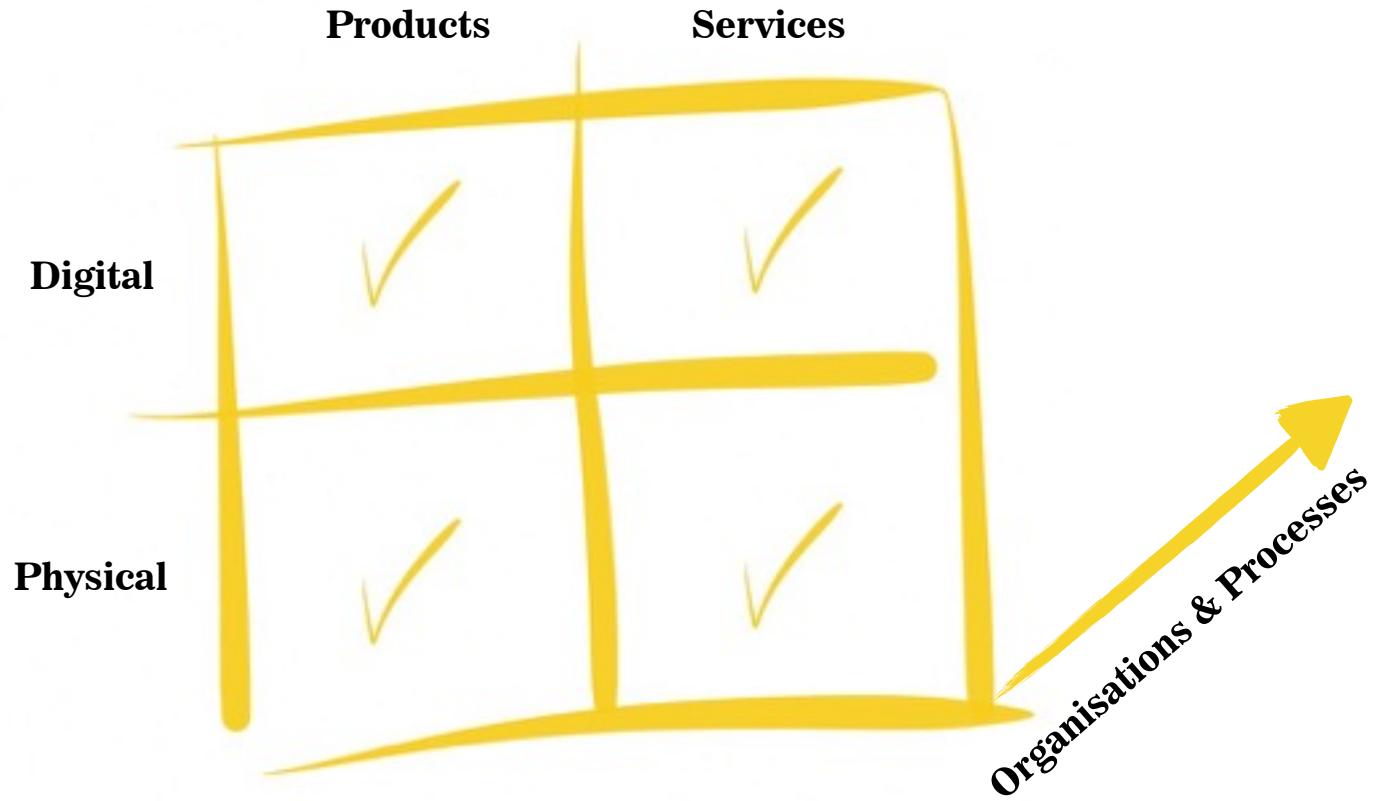
AMAZON



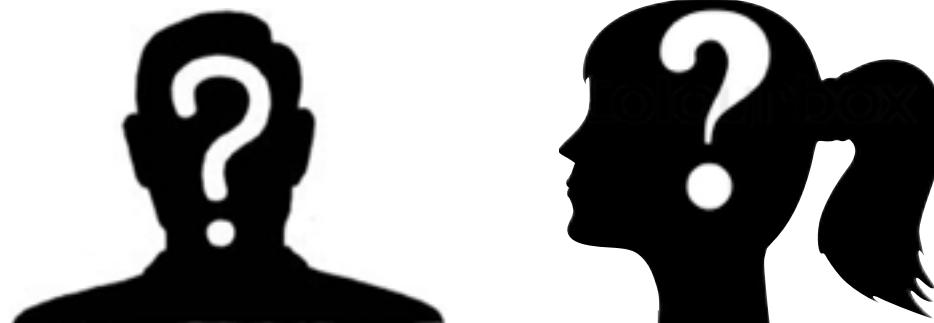
PRODUCT VS EXPERIENCE

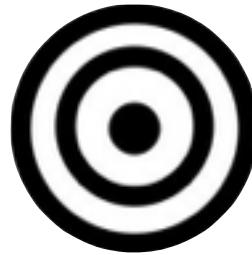
33





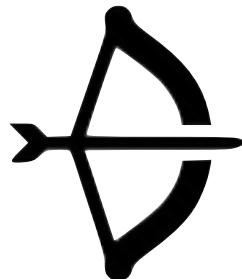
You are not your User.

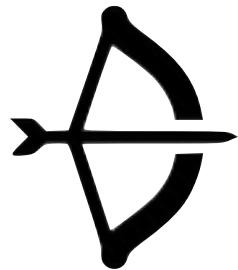




Get the Problem Right

Before you get the Right Design



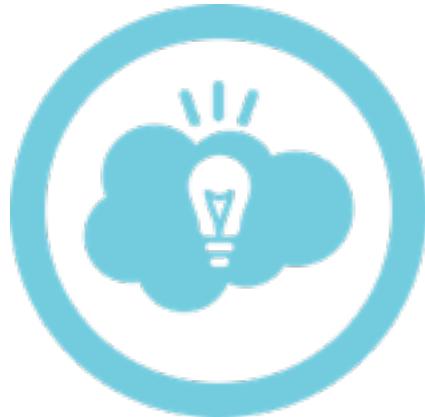


Get the Right Design

Before you get the Design Right



WHA'S A MVP?



WHAT'S A MVP?

A minimum viable product **can be** “ a product which has **just those features and no more** that allows you to ship a product that early adopters see and, at least some of whom resonate with, pay you money for, and start to give you feedback on ”.

MINIMUM VIABLE PRODUCT

ALSO CAN BE...

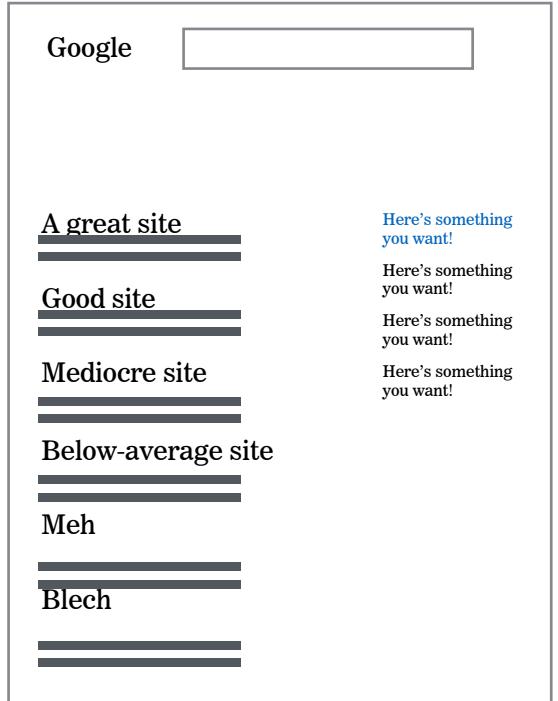
Instead of being described as just a set of **set of features**, a minimum viable product can also take the form of a:



- Idea
- Statement
- Sketch
- Storyboard
- Hypothesis & Experiment
- Teaser or Sampler



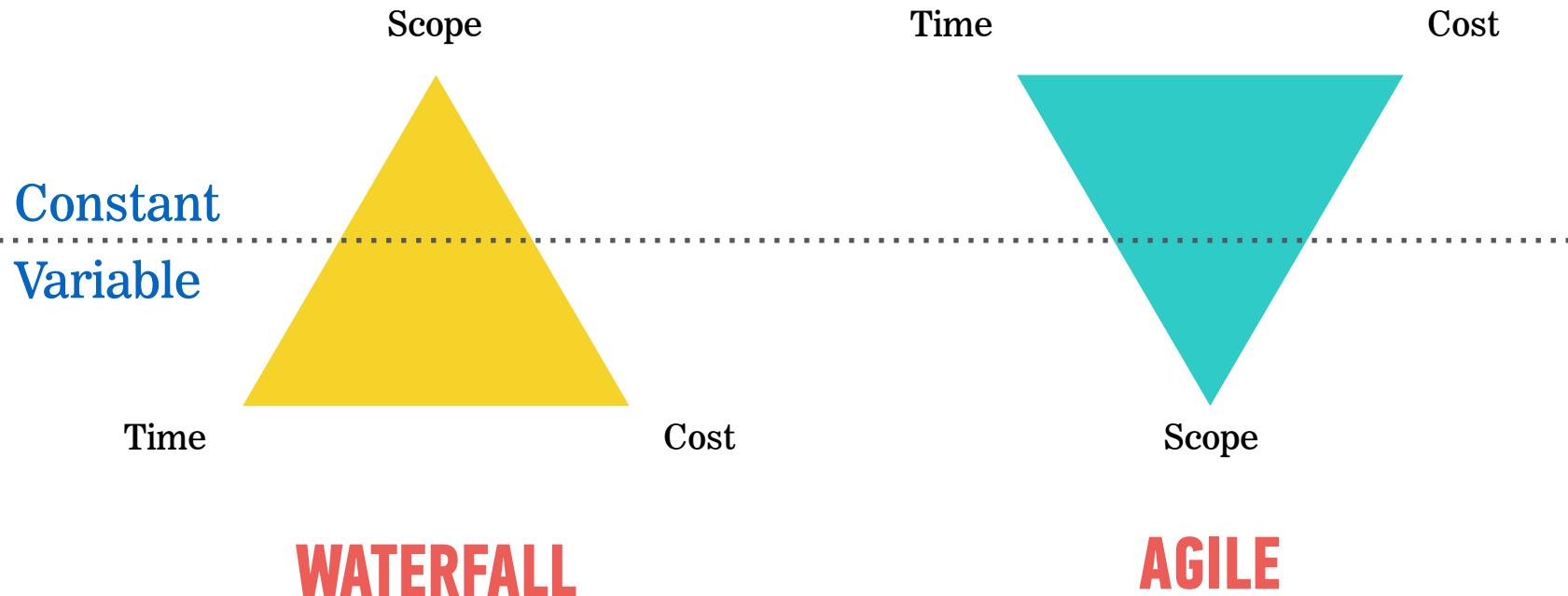
SITE SMOKE TEST MVP



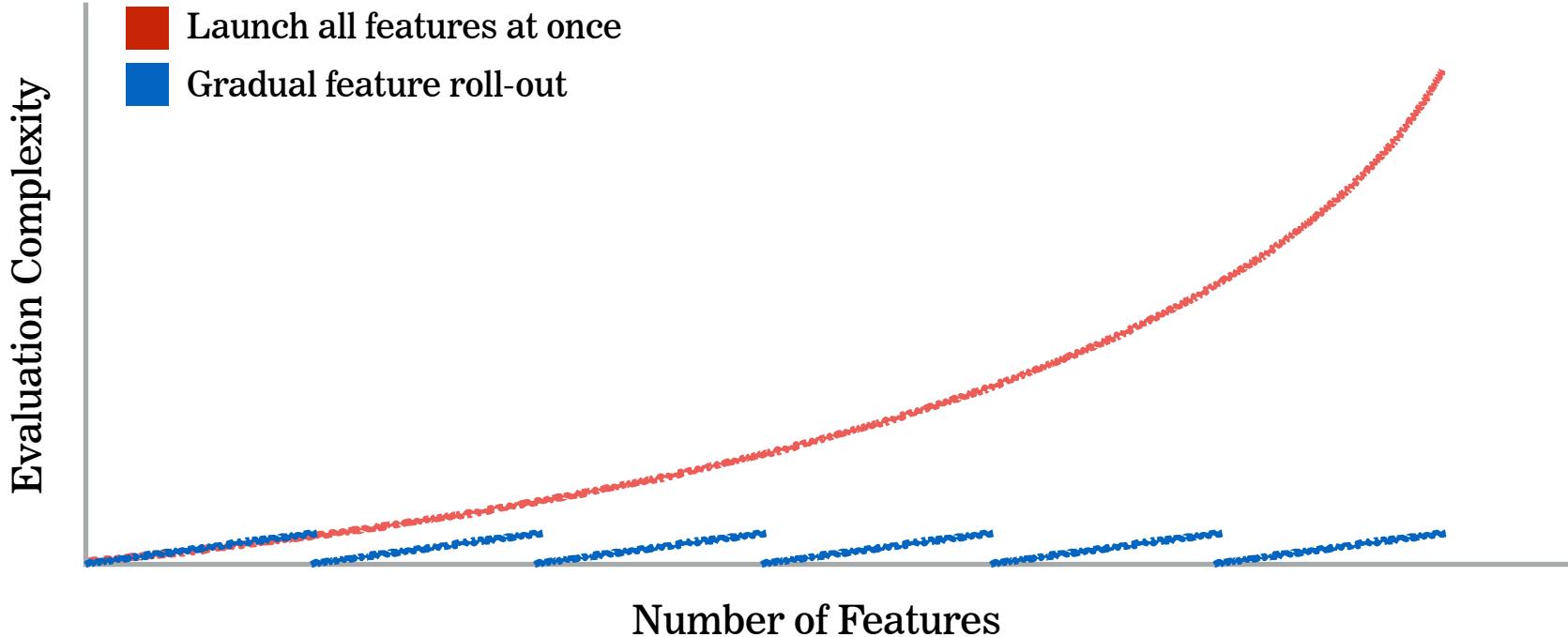
DESIGN THINKING:



THE DIFFERENCE IN A NUTSHELL

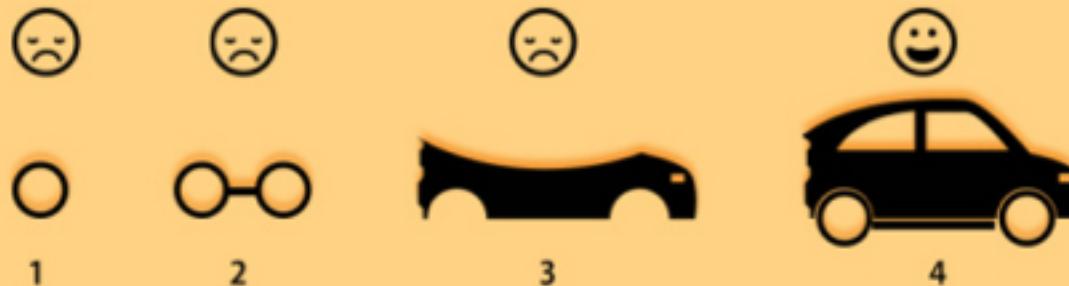


DESIGN DEBT



HOW TO BUILD A MINIMUM VIABLE PRODUCT

NOT LIKE THIS

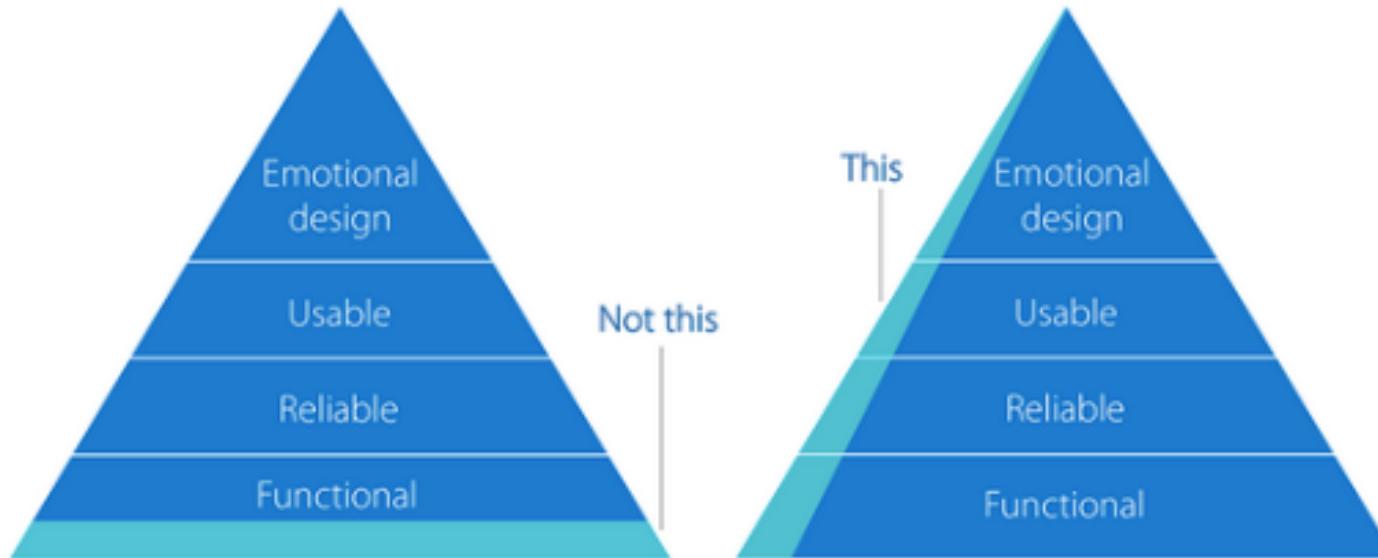


LIKE THIS



ENSURE IT'S RELEVANT

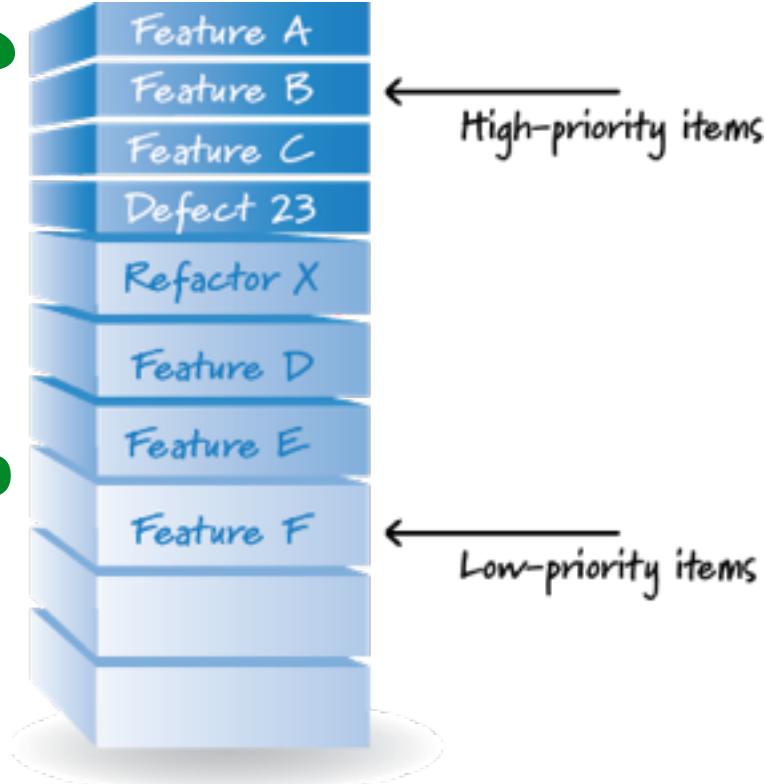
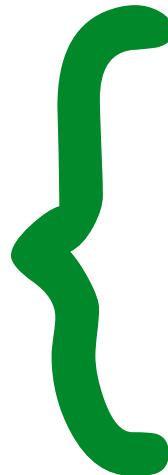
Minimum Viable Product



PRODUCT BACKLOG STORY BACKLOG FEATURE BACKLOG

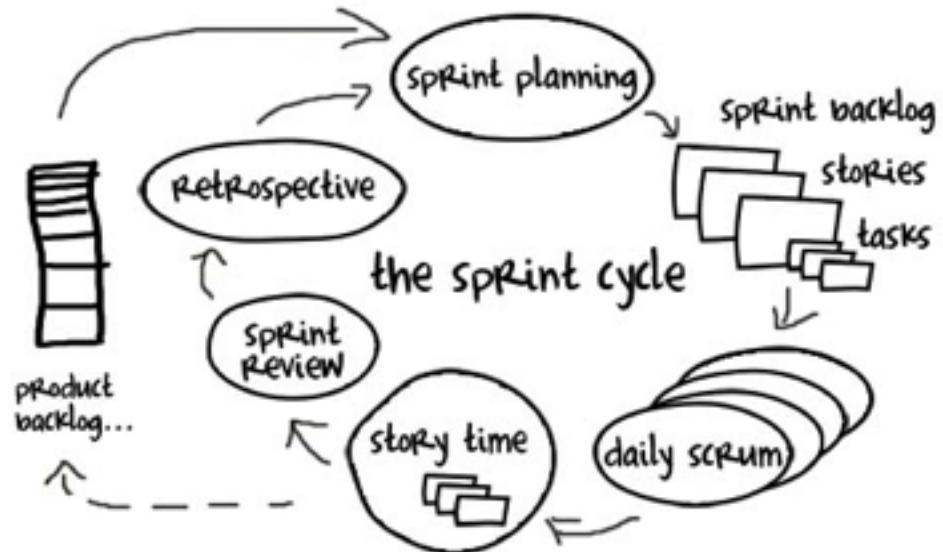
MVP

Points estimated for each

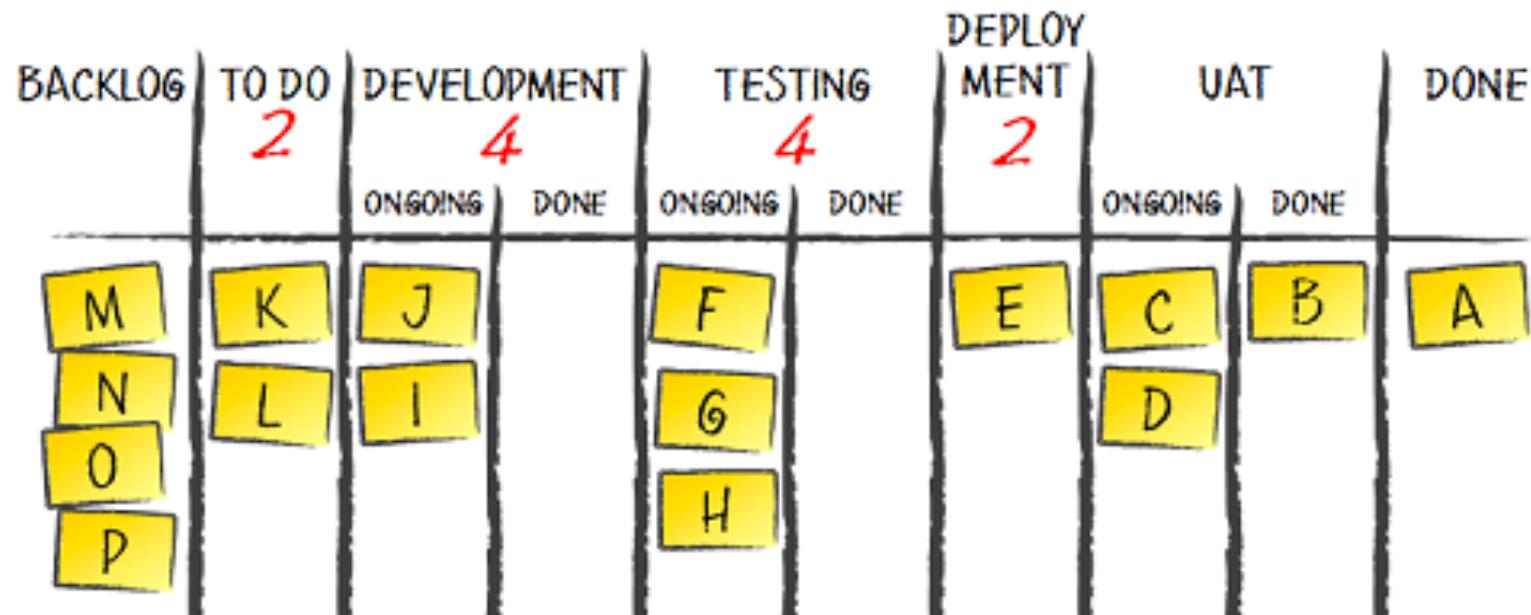


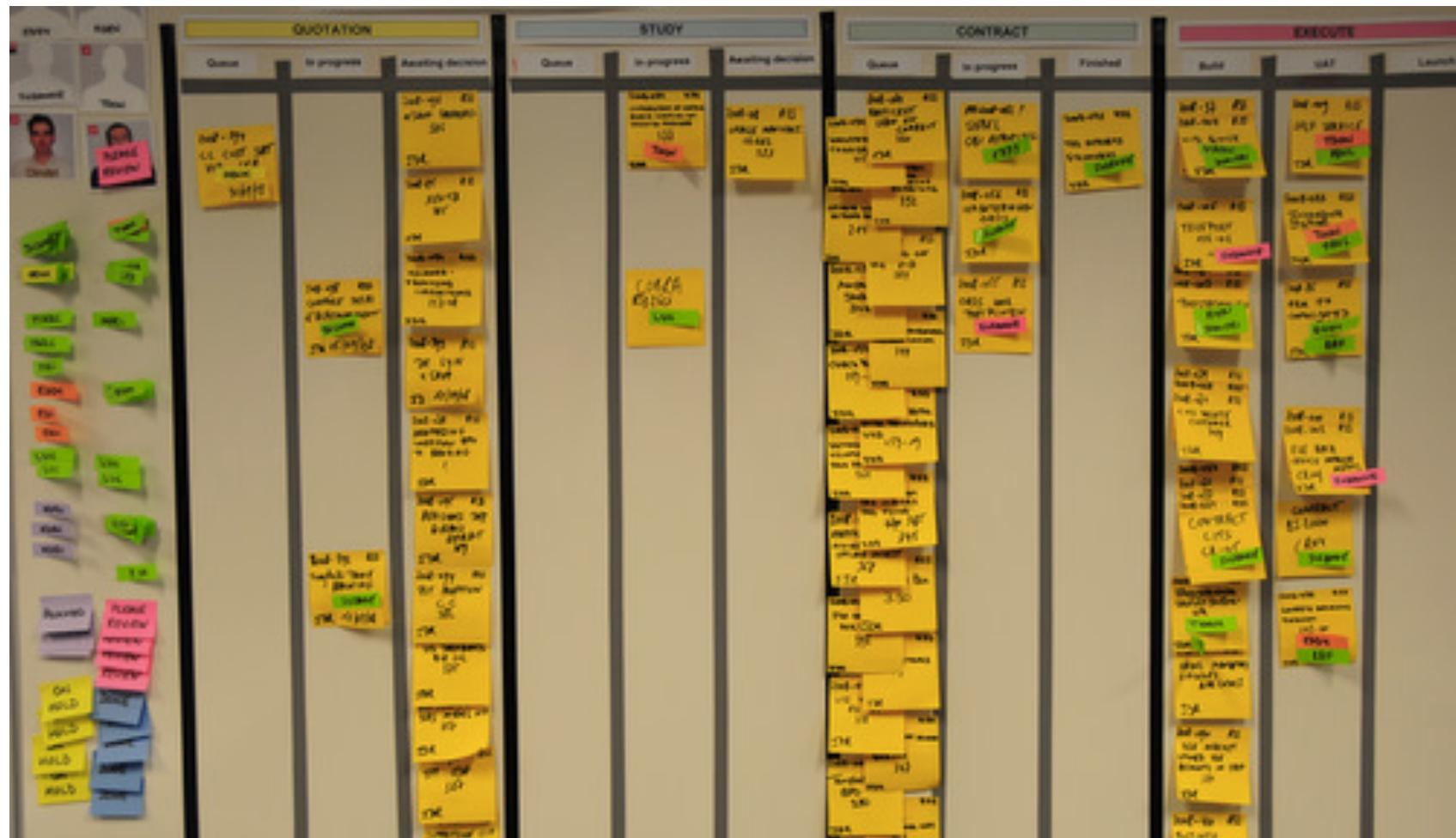
SPRINT / ITERATION

- Prioritised work
- Self-organised, empowered teams
- Time-boxed (2 weeks is common)
- Starts with planning and estimating
- Daily verbal communication
- Ends with a Showcase (product demo)
- Potentially ‘releasable’ after every sprint
- Sometimes also includes a sprint retrospective



KANBAN BOARD / SCRUM BOARD





Team Scrum Board

SPRINT: Sprint 3

QUICK FILTERS: Product UI Server Only My Issues Recently Updated



Plan Work Report Board

To Do

In Progress

In Review

Done

	TIS-28	
↑ Research options to travel to Pluto		
	5	

	TIS-27	
↑ Add Phobos and Deimos Tours as a Preferred Travel Partner		
	8	

	TIS-58	
▼ Add feedback button to the plugin sample code		

	TIS-9	
🚫 After 100,000 requests the SeeSpaceEZ server dies		

	TIS-8	
↑ Requesting available flights is now taking > 5 seconds		

	TIS-10	
↑ Bad JSON data coming back from hotel API		
	5	

	TIS-45	
↑ Email non registered users to sign up with Teams In Space		

	TIS-16	
↑ Establish relationship with local office supplies company		
	3	

	TIS-7	
↑ 500 Error when requesting a reservation		

	TIS-20	
↑ Engage Saturn Shuttle Lines for group tours		

	TIS-11	
↑ Register with the Mars Ministry of Labor		

2

WHAT DOES “FULL STACK” MEAN TO YOU?

5 MIN

“FULL STACK” ISN’T SPECIFIC ENOUGH...

- HTML CSS
- JS AJAX
- MVC OO
- PHP Ruby Jawbone Python



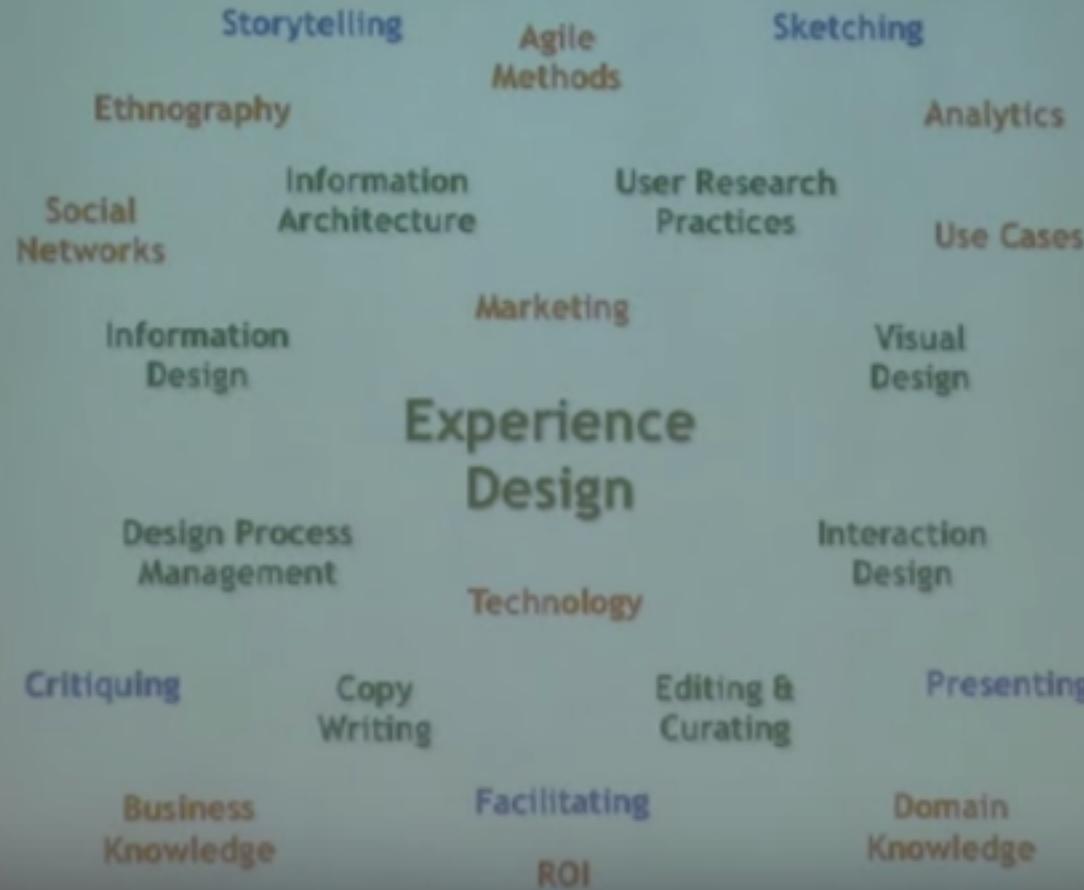
WHAT STARTUPS (AND SOMETIMES OTHERS) WANT

Someone who can:

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

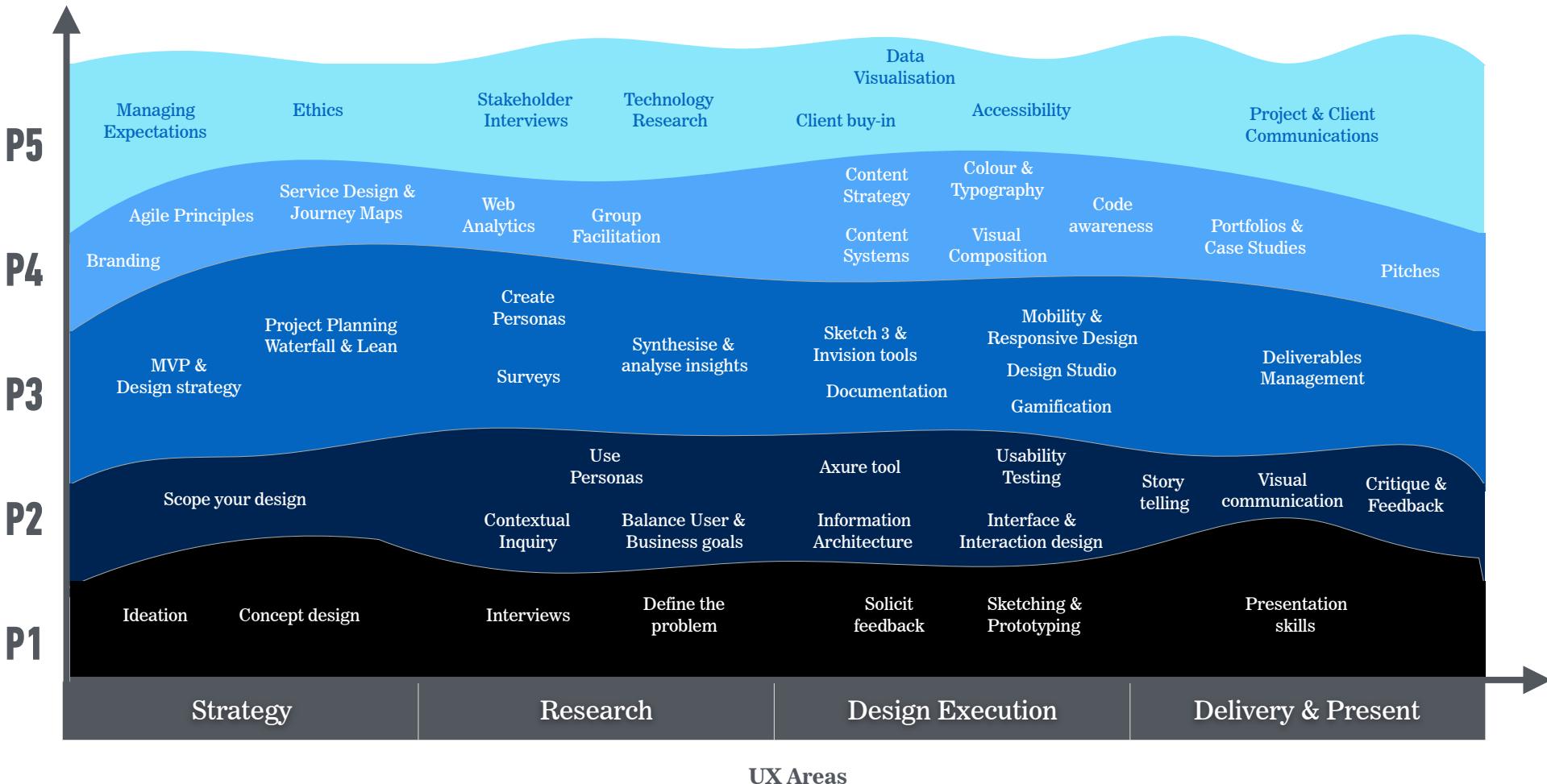


10 MIN





Projects



THE BEST UX DESIGNERS ARE “T-SHAPED”

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

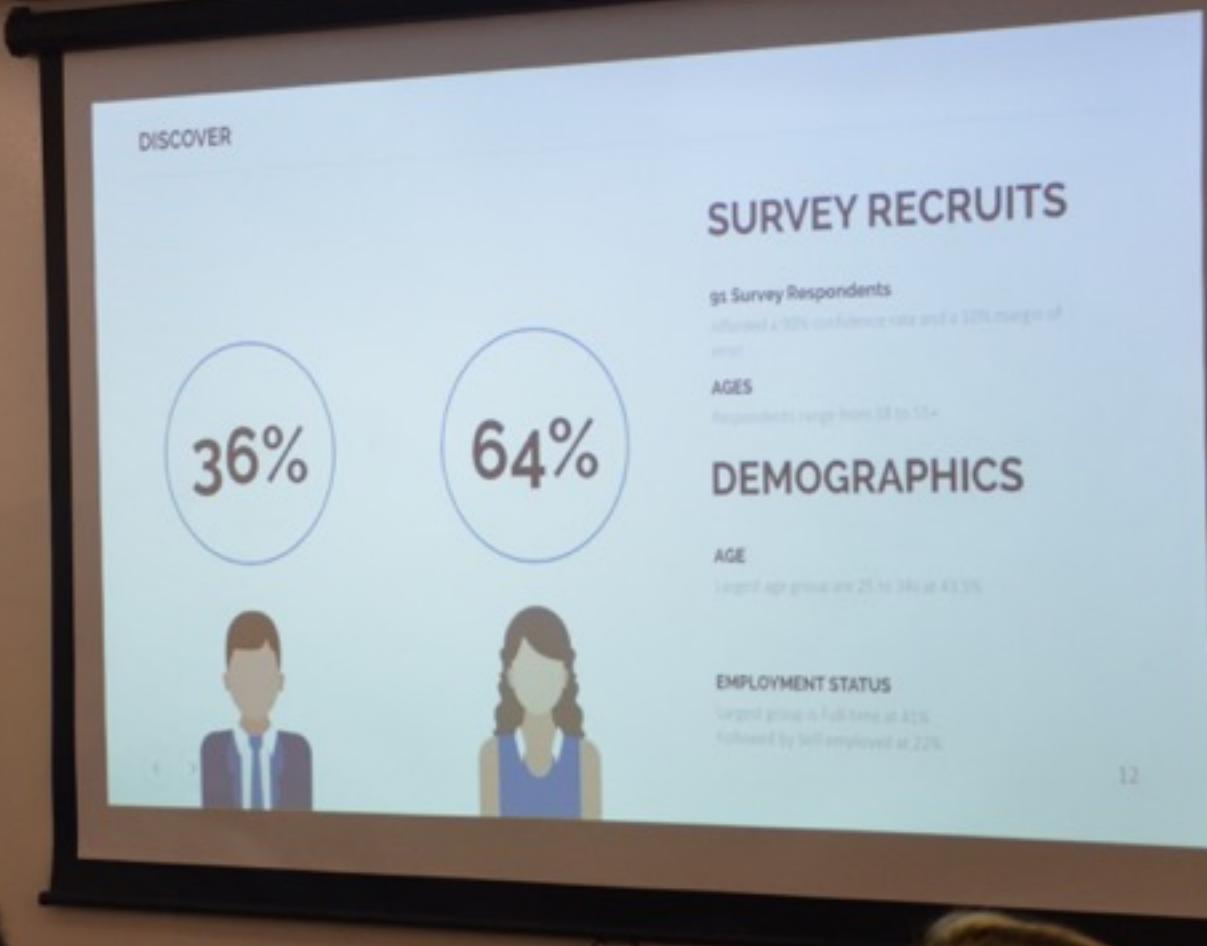


INTRO TO USER EXPERIENCE DESIGN

TYPICAL UX OUTPUTS

5 MIN

PRESENTING



FACILITATING CONVERSATIONS



JASON

38 YEAR OLD SCHOOLTEACHER | CARES ABOUT: QUALITY, EXCLUSIVITY, AND COOL-FACTOR OF PURCHASES

"If I get her the cool stuff, she thinks I'm a cool dad!"

Jason is the single parent of a 12 year old girl. He struggles to find the right gifts for her as her interests change regularly, and he tends to steer her toward the activities that he can also take part in. He is a little cost-conscious and wants cool stuff at a fair price. As an art teacher, he cares about design and is critical and vocal about brands which don't meet his high expectations. He chooses his brands carefully to reflect his tastes and behaviour.

Tech empathy: **High** | Purchase cycle: **Medium** | Has: MacBook Pro, iPhone, iPad

Needs from online store

- Quick access to a range of options
- Knowing what's new on repeat visits
- Being reassured by familiar brand names

Pain points

- Lack of sufficient product descriptions
- Difficult navigation
- Expensive shipping charges

Favoured brands

Xbox, Apple, IKEA

Favoured channels

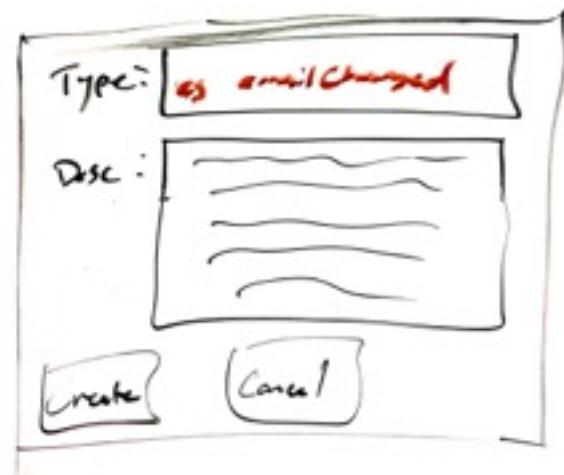
Desktop website, Email, Twitter



PERSONAS OF USERS



SKETCHING IDEAS



ANNOTATED DESIGNS

Global Navigation

Consumer Delivery Areas

VENDOR ID: 18316

Create New Delivery Area

Save Cancel

Delivery Area Name: 1

Schedule

Days	Open Time	Close Time	Start Date	End Date	Temp Override	Edit/Delete
M,T,W,Th,F	00:00 AM	00:00 AM	00/00/0000	00/00/0000	Yes	
Sa,Sun	Table cell	Table cell	Table cell	Table cell		

Add Additional Schedule

Default Tip Percentage: 2 Minimum Tip Percentage: 9

Delivery Fee Amount: 7 Delivery Fee is Percent: 7

Tax Rate: 10 Order Lead Time: 30

Delivery Estimate

Normal: Busy: Very Busy:

Activation Date: 03 / 15 / 2012 11

Save Cancel

Search for New York Address: 8 Look Up Clear Map Undo

Map Area

Delivery Area

User can create new delivery area on map.

Map Toggle

User can click on toggle button to make map take up entire width of screen (see screen 1.0.b.1). See Google My Maps for sample interaction.

Edit Schedule

If user clicks on Edit icon, system should invoke Edit Schedule modal (1.0.b.3)

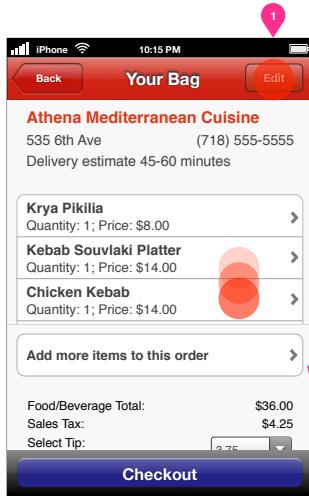
Tooltip

See requirements documentation for tooltip content.

Activation Date

Date should default to today's date. User can change date to a future date. If user clicks on the calendar icon, system should display calendar picker. Interaction can work like the date picker in the consumer Order History (<https://www.seamless.com/Food-Delivery/orderhistory.m>) or like anywhere else in our admin tools if we already have a pattern for it.

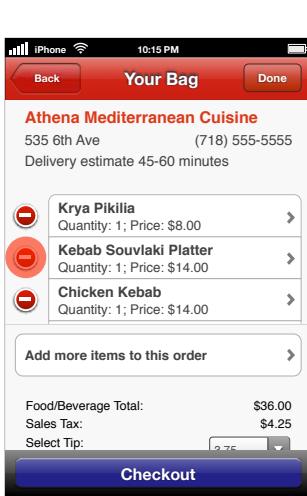
ANNOTATED DESIGNS



Bag: Default View

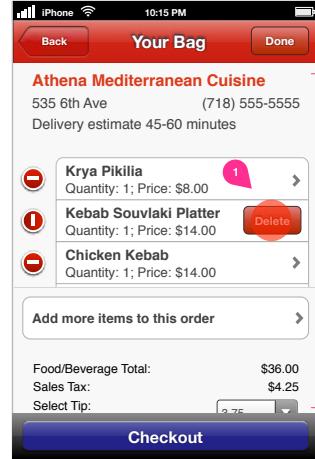
- User can see an Edit button in the navbar.
- User can see that there are more items below the fold so that they know that they can scroll.
- User can see chevron in Add more items... button.

If user taps Edit, system should slide items over to the right and display delete icons (see Twitter iPhone app DM mass delete functionality for an example).



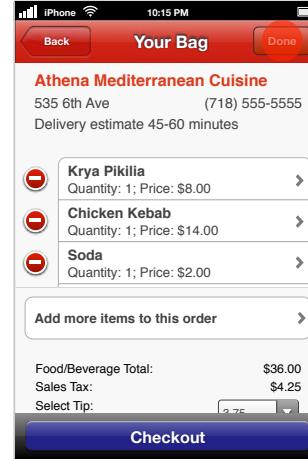
Bag: Edit Mode

- User can select which item(s) to delete by tapping on the delete icon.
- User can tap on any active elements on the screen.
- User can scroll the items area as in default mode.



Bag: Edit Mode with item selected

- User can delete item by tapping on Delete icon.
- User can make Delete button go away by tapping anywhere else in main area of the screen.



Bag: Edit Mode

- If user deletes item, system should slide items up so that they are next in the list (in this example, Soda slides up in the list).

User can hit Done so that they can exit Edit mode, return to Bag Default View, and checkout.

User can checkout without hitting Done button - any items they have deleted should not be included in their order.

INTERACTIVE PROTOTYPES

Chamelean UXpress Delivery

UXer Sean

Reset cannon

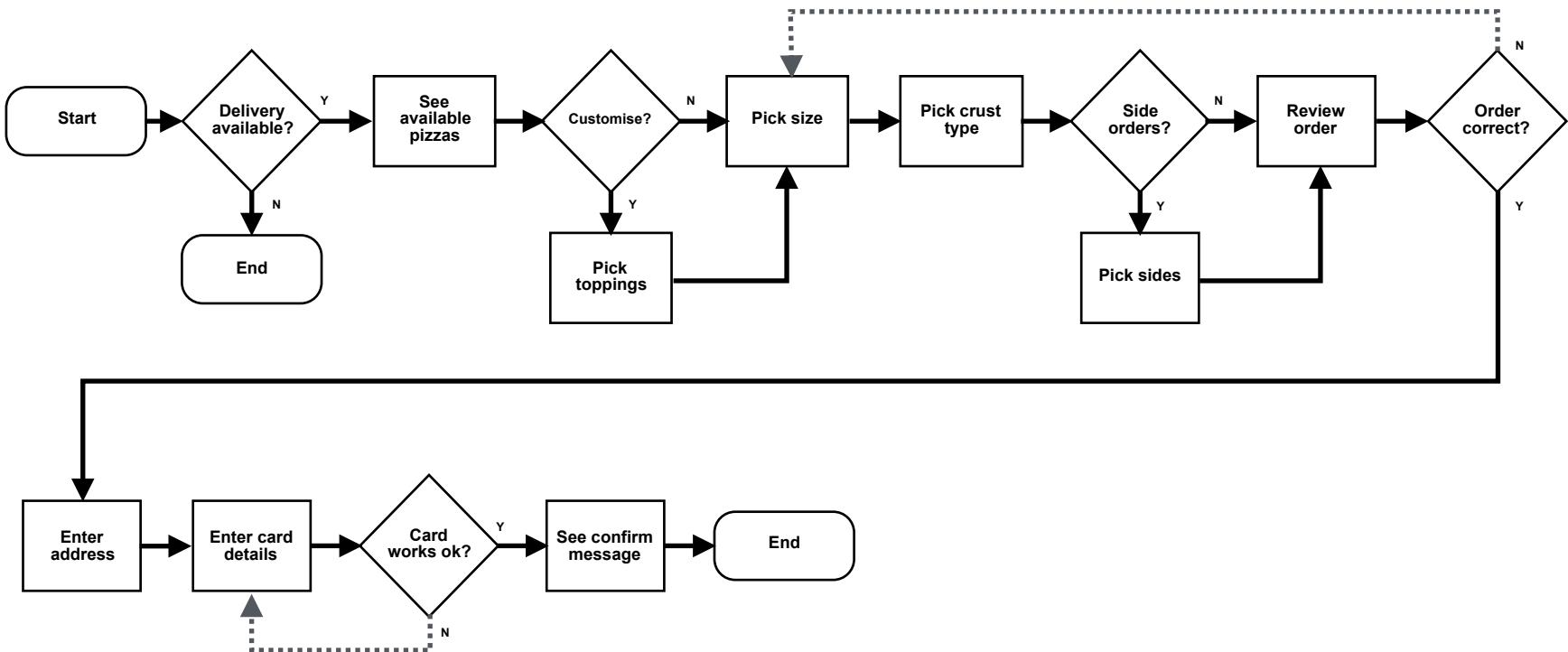
UXpress Delivery!

15 min in Axure 8 by Roger

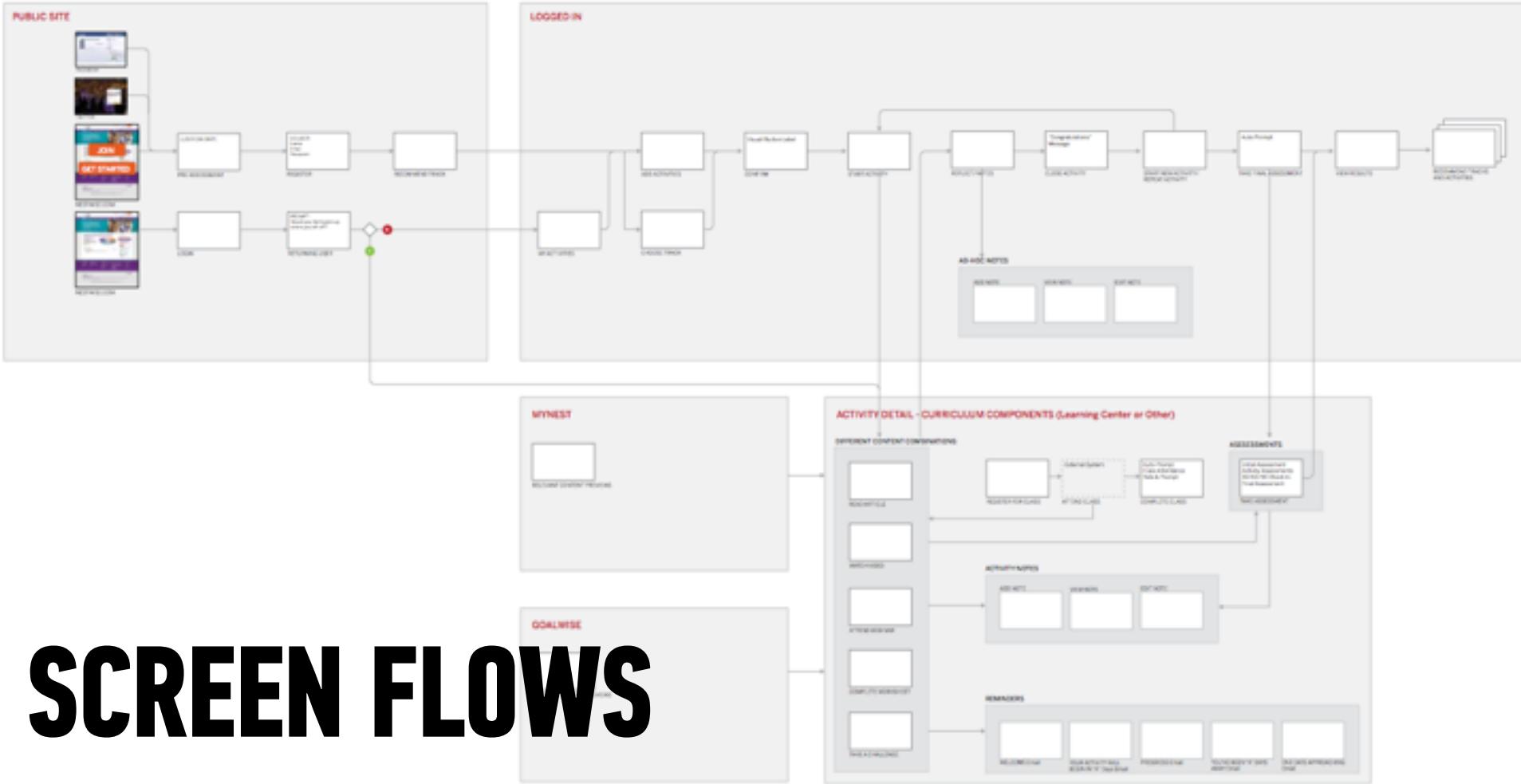
SITE MAPS & INFORMATION ARCHITECTURE



USER FLOWS

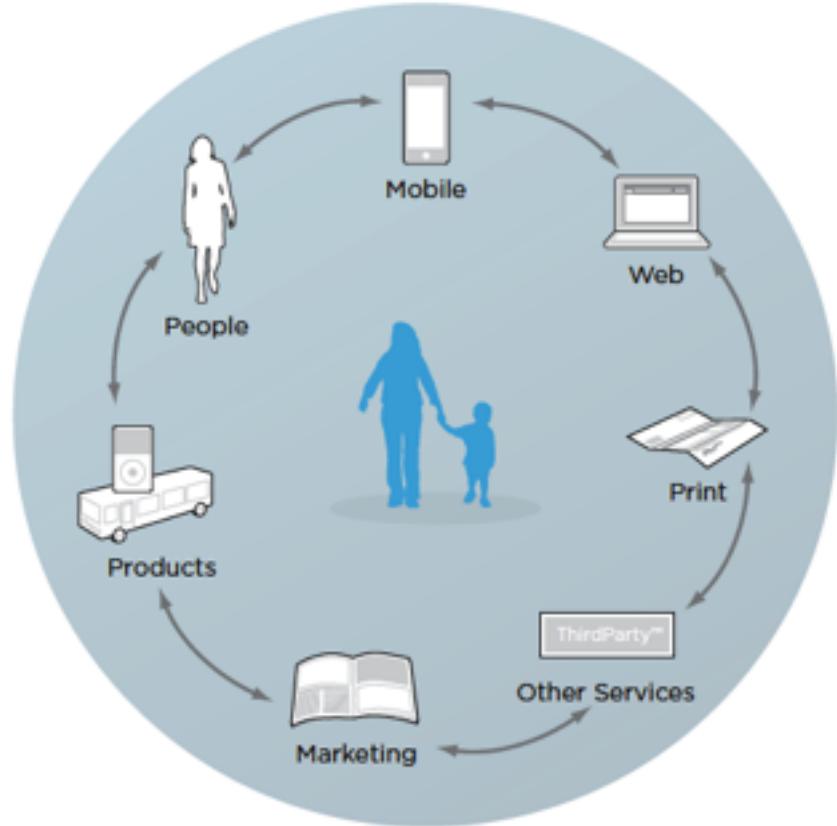


SCREEN FLOWS



SERVICE DESIGN APPROACH

Services are experienced in ecologies



USER EXPERIENCE JOURNEY

Page 10 of 11

Guiding Principles

People choose rail travel because it is convenient, safe, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



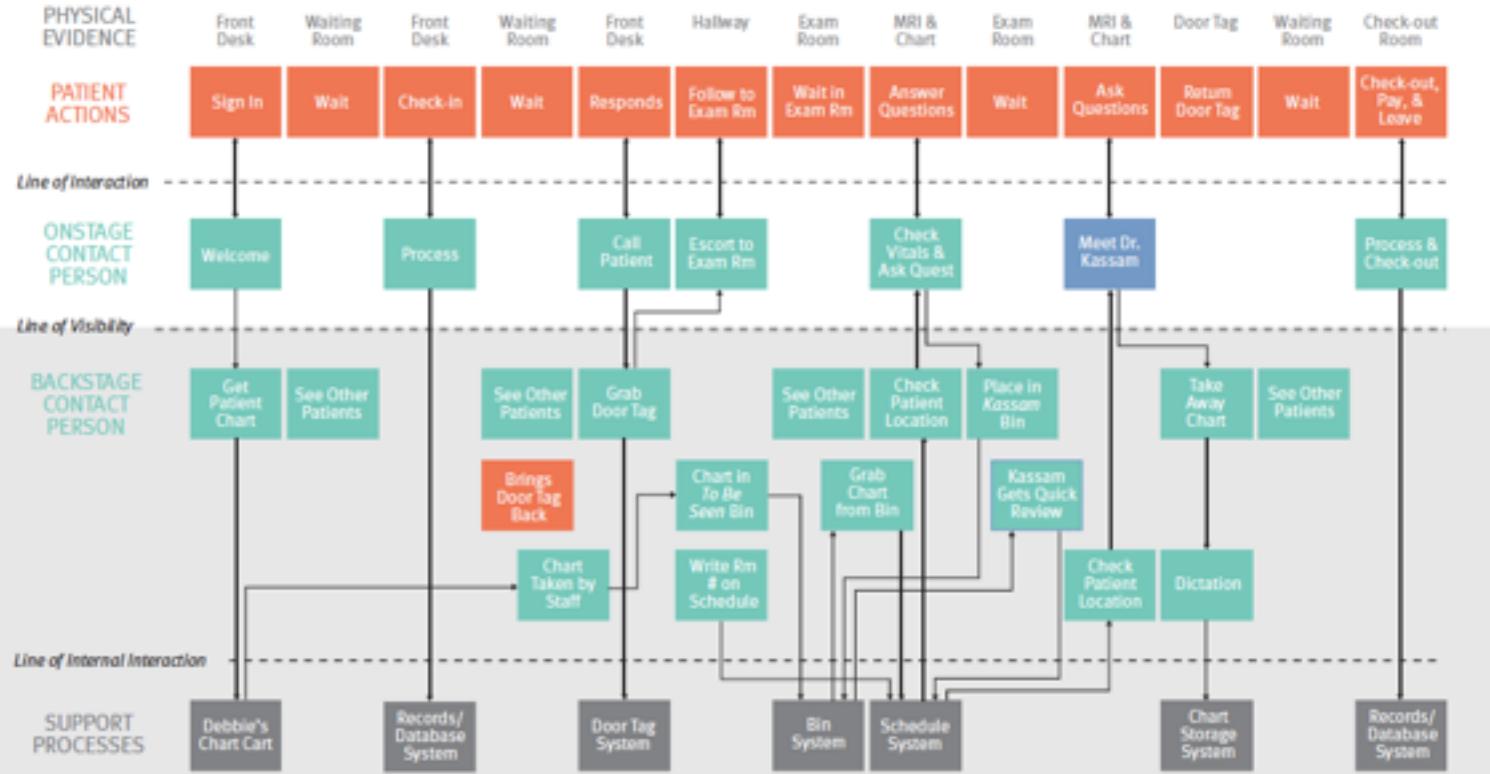
Construction

GOALS	COMMUNICATE	PURCHASE, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Visualize the trip for planning and booking.
STOKE: inspire	STOKE: Direct	STOKE: Direct	STOKE: Planning, Booking

GOALS	COMMUNICATE	PURCHASE, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
Motivate your customers into better, more savvy travellers.	Engage in social media with explicit purposes.	Enable people to plan near times.	Arm customers with information for making decisions.
STOKE: Inspire	STOKE: Direct	STOKE: Planning, Booking	STOKE: Planning, Booking

SERVICE DESIGN BLUEPRINTS

Service Blueprint of Presby Neuro Clinic



INTRO TO USER EXPERIENCE DESIGN

TYPICAL UX PROTOTYPING TOOLS

5 MIN

LOW FIDELITY (LO-FI)



POP



balsamiq®



HIGH FIDELITY (HI-FI)



Sketch by
Bohemian



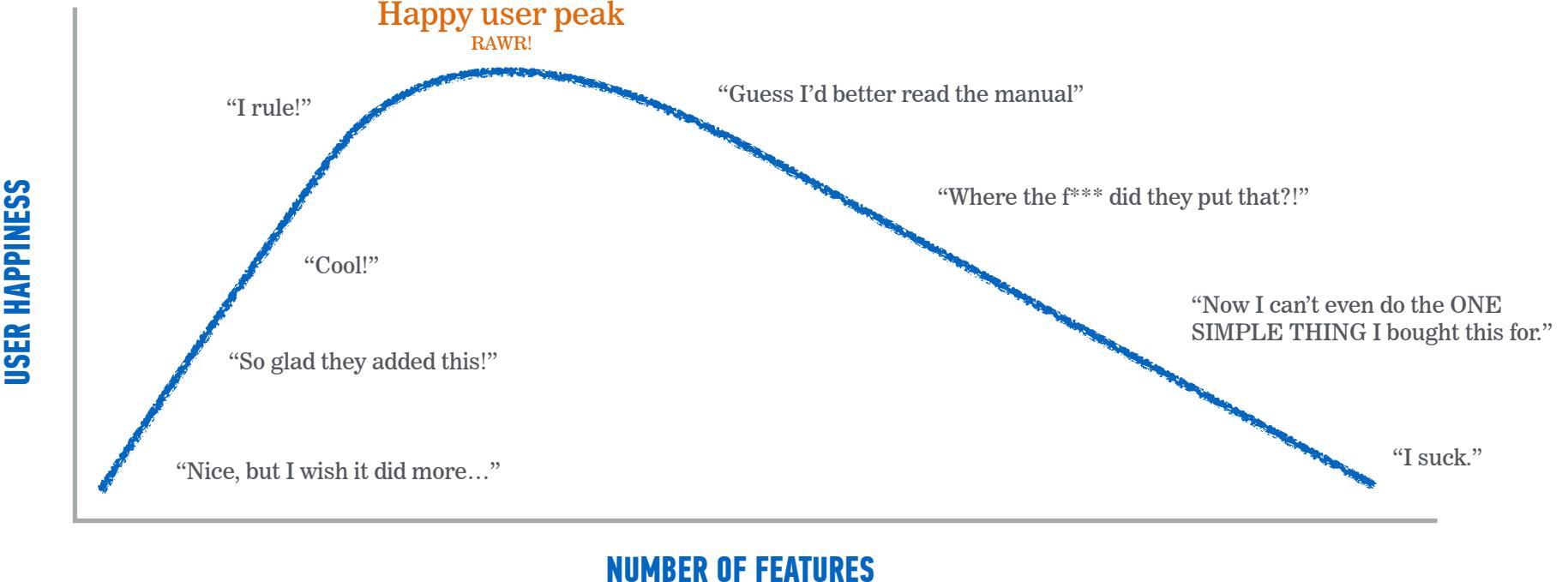
Illustrator

INTRO TO USER EXPERIENCE DESIGN

WHY IS UX SO IMPORTANT?

10 MIN

AVOID FEATURITIS



PEOPLE DON'T BUY PRODUCTS

Martin Luther King said, “I have a dream.”
He did not say, “I have a bunch of new features.”

<http://www.wired.com/2014/01/mit-vs-ideo-opposing-approaches-design-internet-things/>



iPod.

1,000 songs in your pocket.



Jason Fried 
@jasonfried

Follow

"Here's what our product can do" and "Here's what you can do with our product" sound similar, but they are completely different approaches.

8:13 AM - 14 Nov 2013

760 RETWEETS 623 FAVORITES

People don't buy products.
They buy better versions of
themselves.

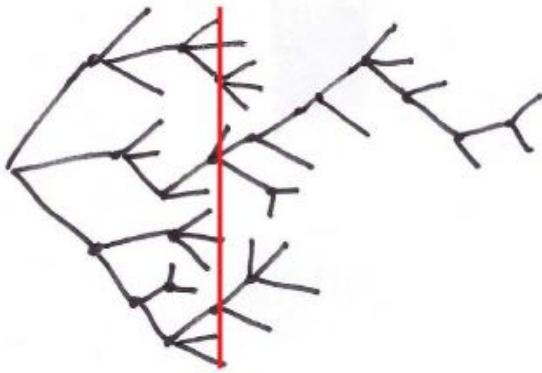
INTRO TO USER EXPERIENCE DESIGN

AT THE HEART OF UX DESIGN

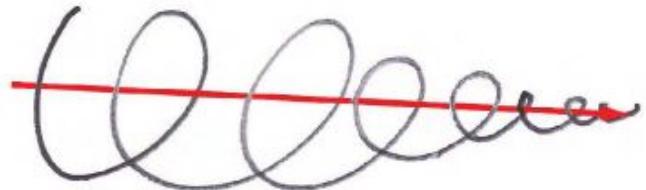
5 MIN

FOUR KEY FACETS TO UX DESIGN

- Research - driven
- Collaborative
- Iterative design through prototyping and testing
- Conventional wisdom about ‘good’ design



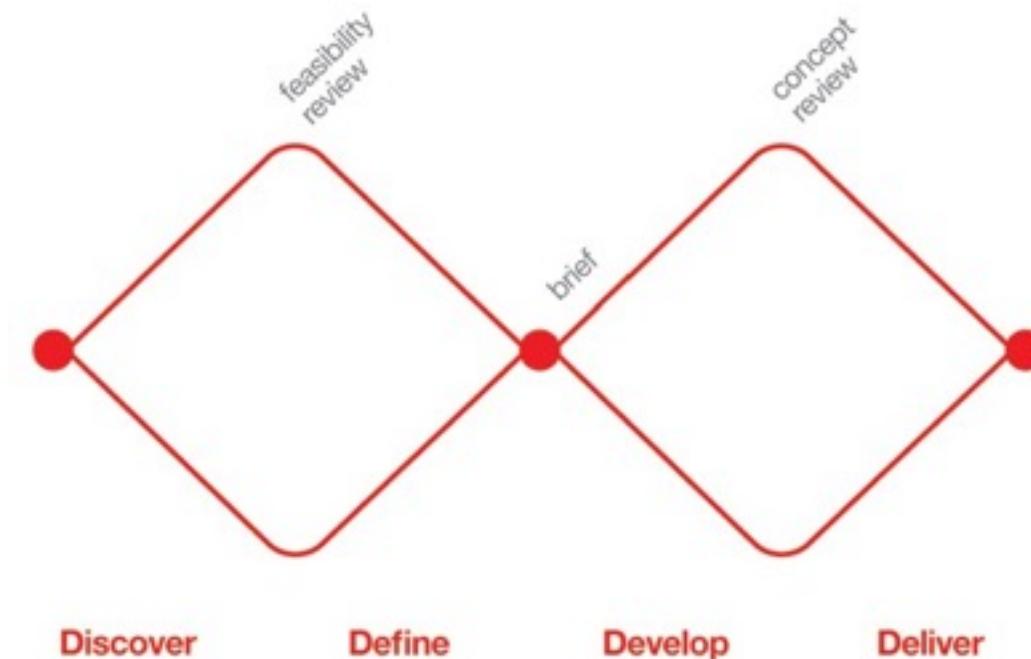
**Divergent concept
exploration**



**Iterative
refinement**

FIRST GET THE RIGHT DESIGN
THEN GET THE DESIGN RIGHT

THE DOUBLE DIAMOND PROCESS MODEL



A FEW WAYS TO THINK ABOUT USER EXPERIENCES

84



LEMERS

- Learnability
- Efficiency
- Memorability
- Error Management
- Satisfaction



NIELSEN'S 10

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognise, diagnose, and recover from errors
10. Help and documentation

Visibility of system status. The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match between system and the real world. The system should speak the users' language, with words, phrases and concepts familiar to user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom. Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards. Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention. Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit.
<http://www.nngroup.com/articles/ten-usability-heuristics/>

Recognition rather than recall. Minimize users' memory load by making objects, actions, and options visible. Users should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Flexibility and efficiency of use. Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design. Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognise, diagnose & recover from errors. Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation. Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on users' tasks, list concrete steps to be carried out, and not be too large.

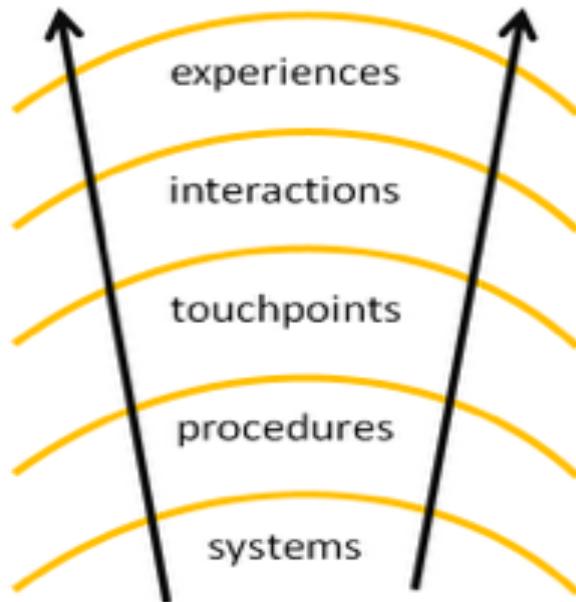
**SO WHAT DO YOU
WANT TO TALK ABOUT?**

INTRO TO USER EXPERIENCE DESIGN

HOW DO WE “DESIGN” THE USER EXPERIENCE?

10 MIN

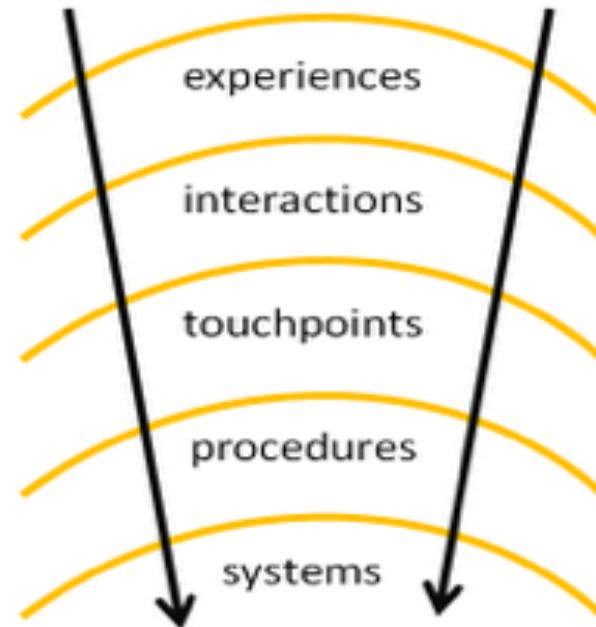
FROM THE SYSTEM PERSPECTIVE...

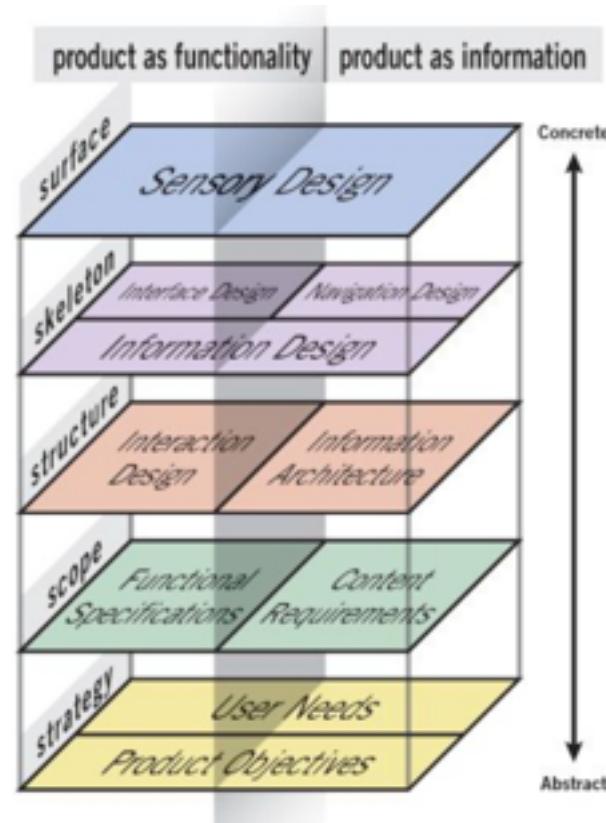
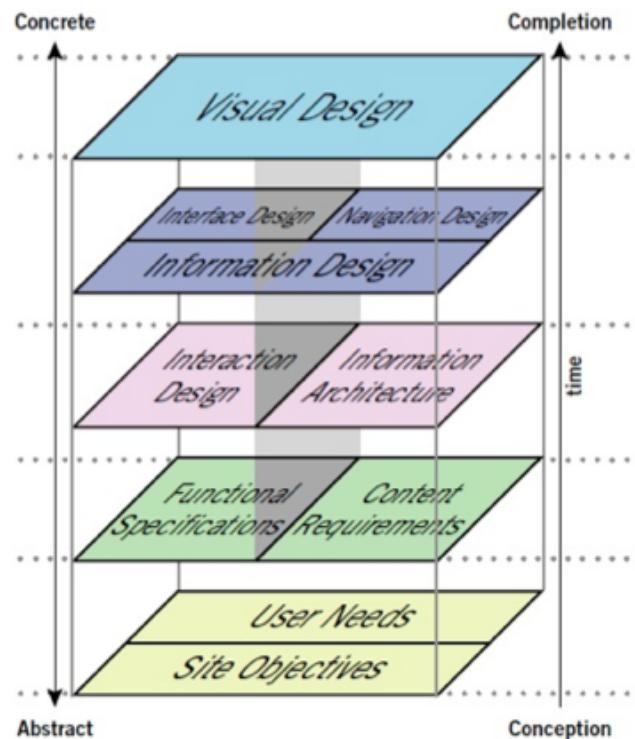


Most organizations think from the inside out. **They don't explicitly design their customer / user experiences.**

FROM THE EXPERIENCE PERSPECTIVE...

To be successful, think from the outside in. Explicitly identify & design the experience first, and then design all that is needed to deliver on that experience.



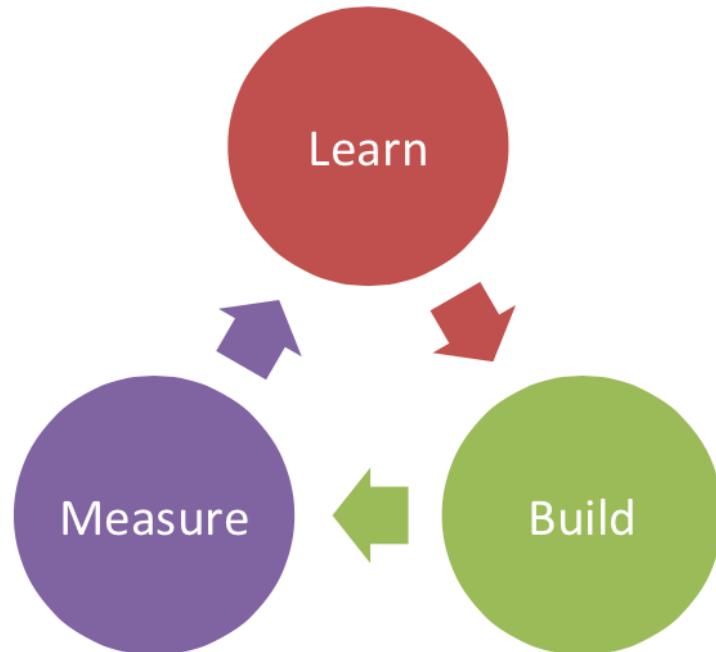


DESIGNING THE USER EXPERIENCE

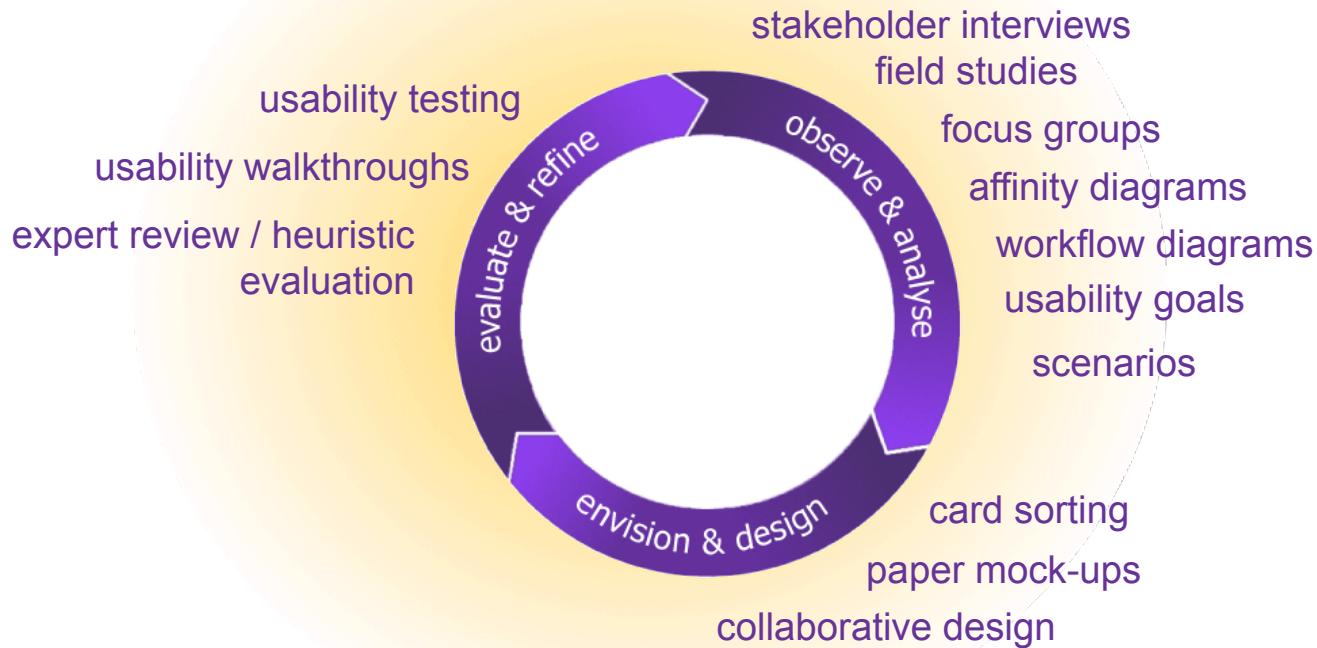
92



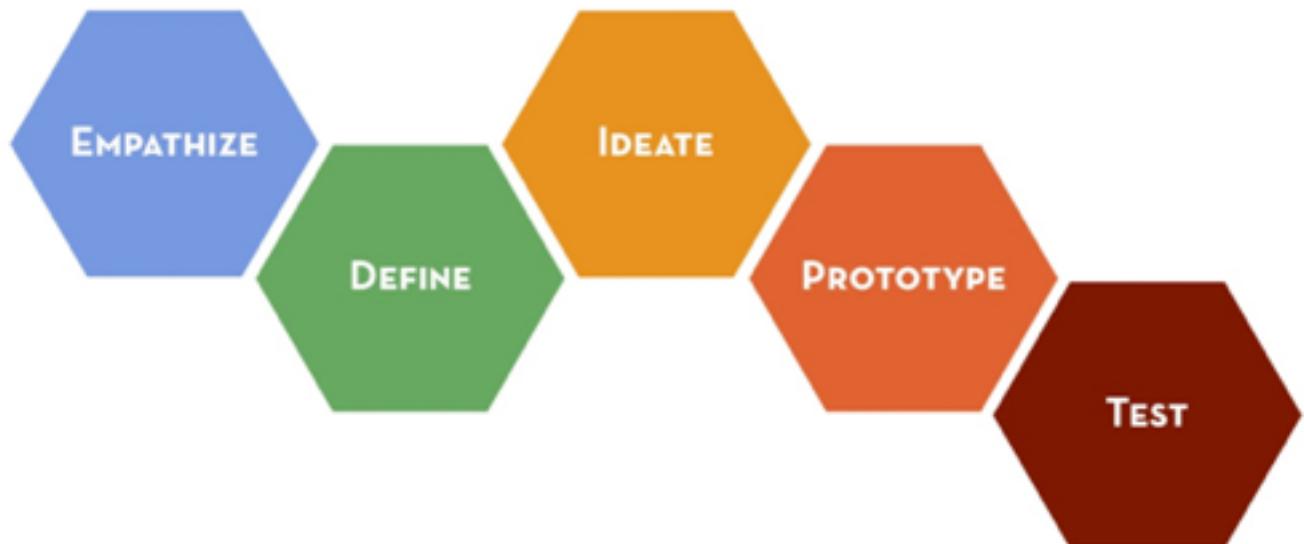
STANDARD ANALYZE-DESIGN-TEST MODEL



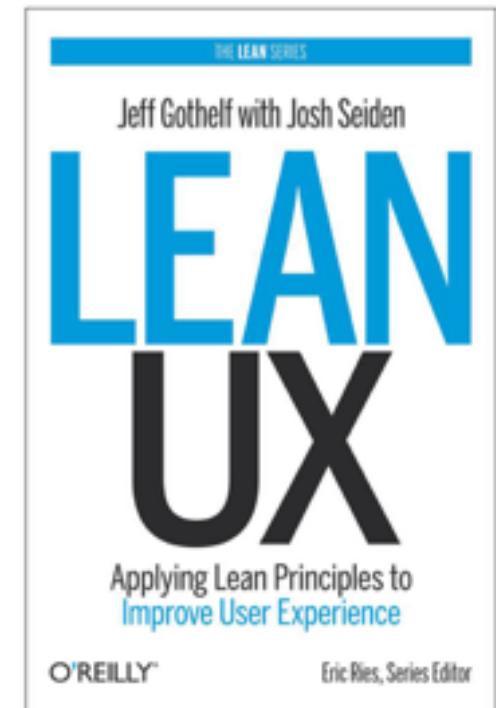
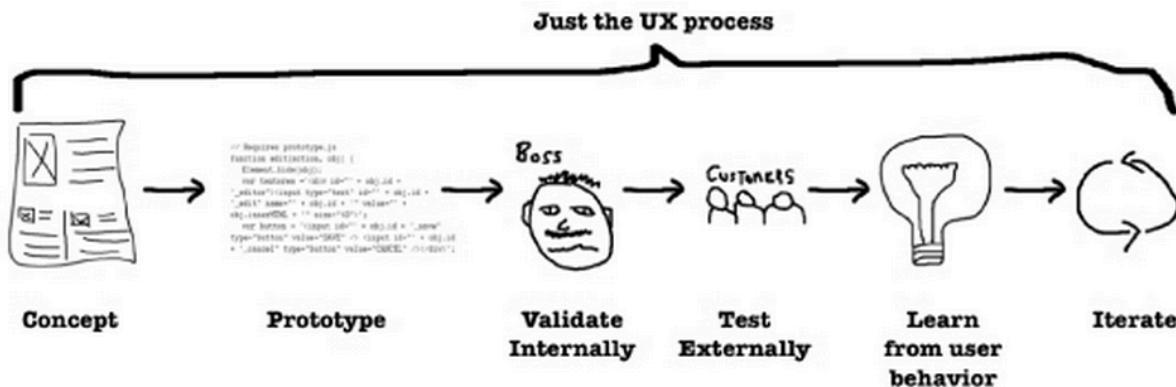
USER-CENTERED DESIGN APPROACH



DESIGN THINKING



TRENDING NOW IN UX



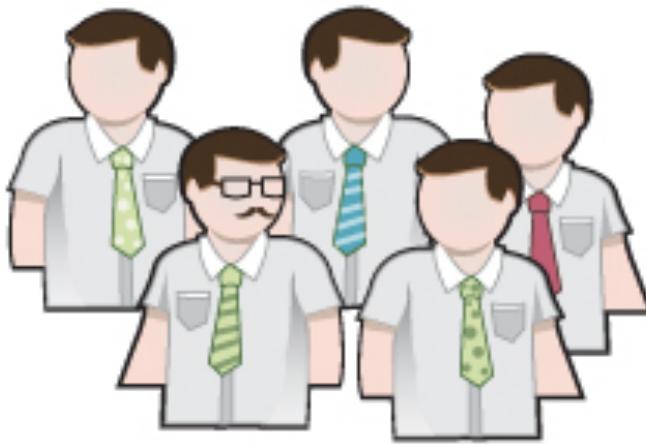
CORE TENETS OF LEAN UX

- ▶ **Design thinking** (innovation powered by direct observation, matching designers' sensibilities and methods with people's needs with what is technically feasible and viable for the business)
- ▶ **Agile development** (individuals and interactions over processes & tools; working software over comprehensive documentation; customer collaboration over contract negotiation; responding to change over following a plan)
- ▶ **Build-measure-learn feedback loop** to minimise project risk and get teams building and learning quickly

INTRO TO USER EXPERIENCE DESIGN

RESEARCH

3 MIN



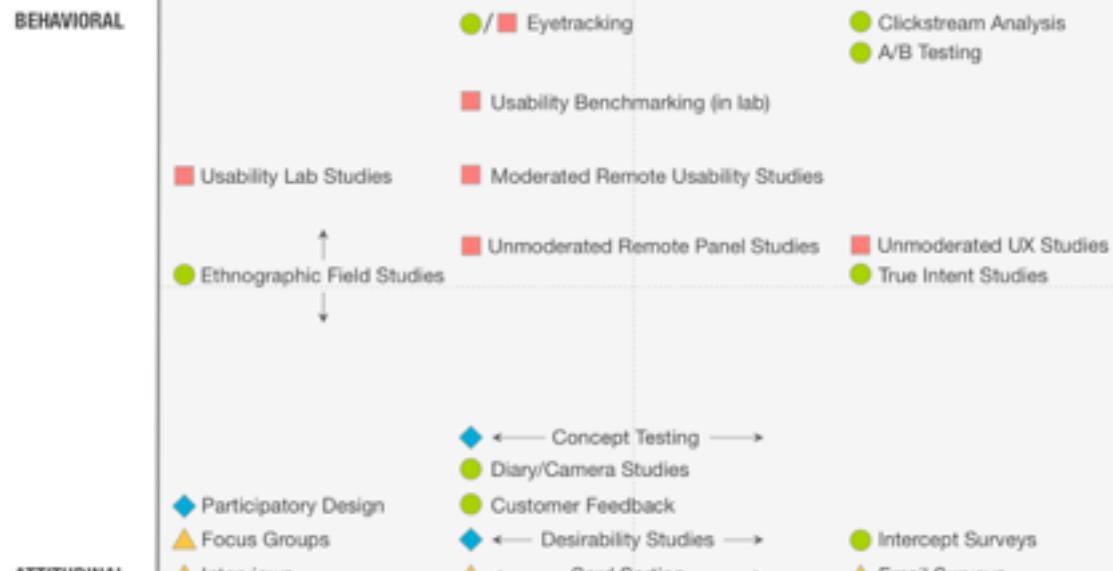
YOU

YOUR WEBSITE USERS

- **Talk to...**
 - potential users
 - current users (if we have them)
 - competitive users (no one said you couldn't, unless they did, then don't!)
- **Spend time shadowing people...**
 - IRL (in real life)
 - watch people use competitive + comparative things to do same tasks
- **Social media listening**
 - Ex. blogs, customer reviews, forums

HOW DO WE OBTAIN THIS INFORMATION?

A LANDSCAPE OF USER RESEARCH METHODS

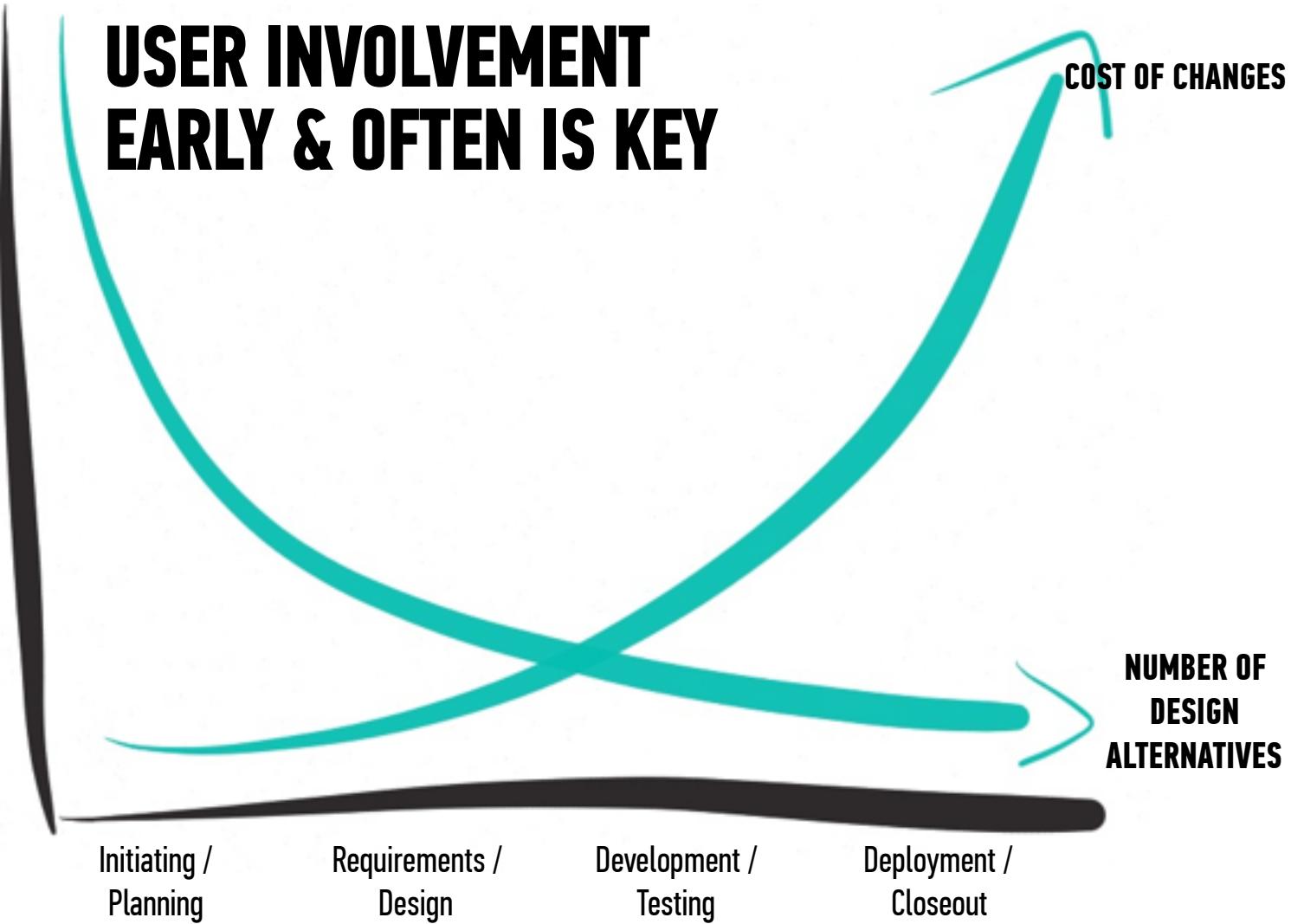


KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- | | |
|---|---|
| ● Natural use of product | ▲ De-contextualized / not using product |
| ■ Scripted (often lab-based) use of product | ◆ Combination / hybrid |

<http://www.nngroup.com/articles/which-ux-research-methods/>

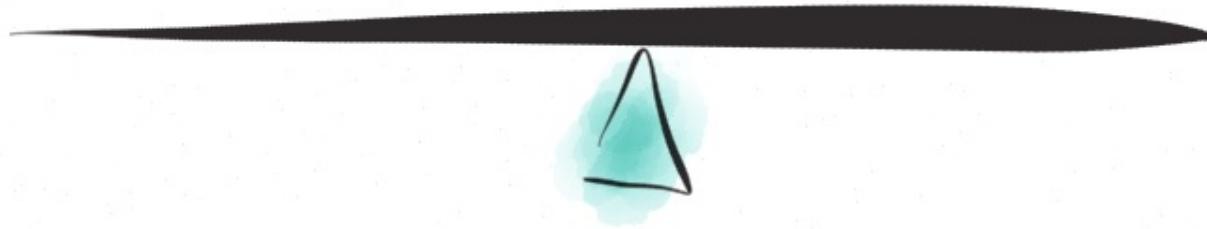
USER INVOLVEMENT EARLY & OFTEN IS KEY



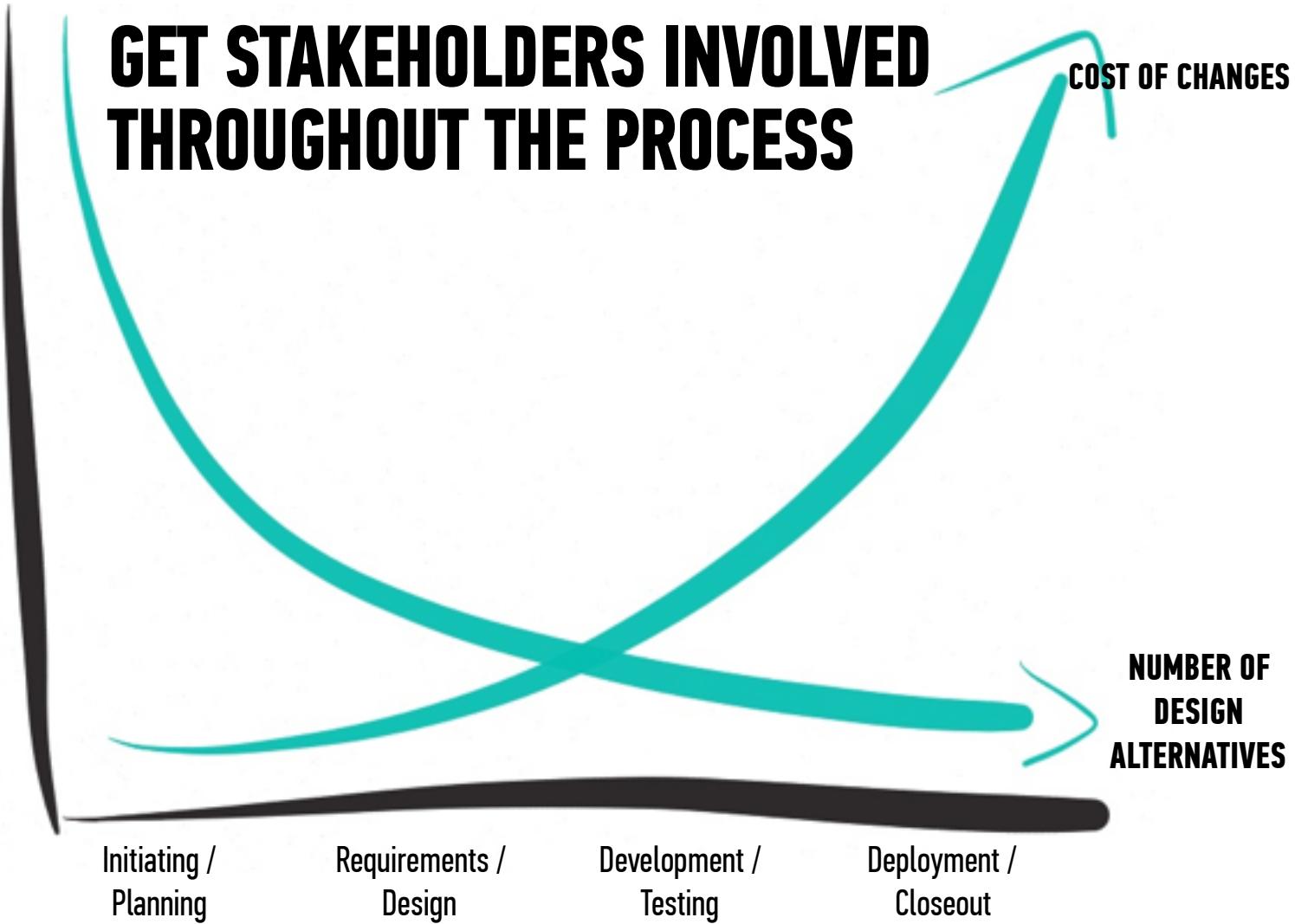
AN IMPORTANT BALANCING ACT

Business
needs

Users'
needs



GET STAKEHOLDERS INVOLVED THROUGHOUT THE PROCESS



INTRO TO USER EXPERIENCE DESIGN

COLLABORATION

2 MIN

PARTICIPATORY DESIGN

- A way to translate the team's thoughts into tangible take-aways
- A way to involve non-designers in the design process
- A way to empower stakeholders to better explain their needs to the design team
- A way to visually communicate what is being agreed upon
- Also known as *collaborative design* and *co-design*

THE BASIC PATTERN OF ACTIVITY

USEFUL AT EITHER PART OF THE DIAMOND

1. Define the problem
2. Diverge
3. Critique
4. Iterate/refine
5. Converge

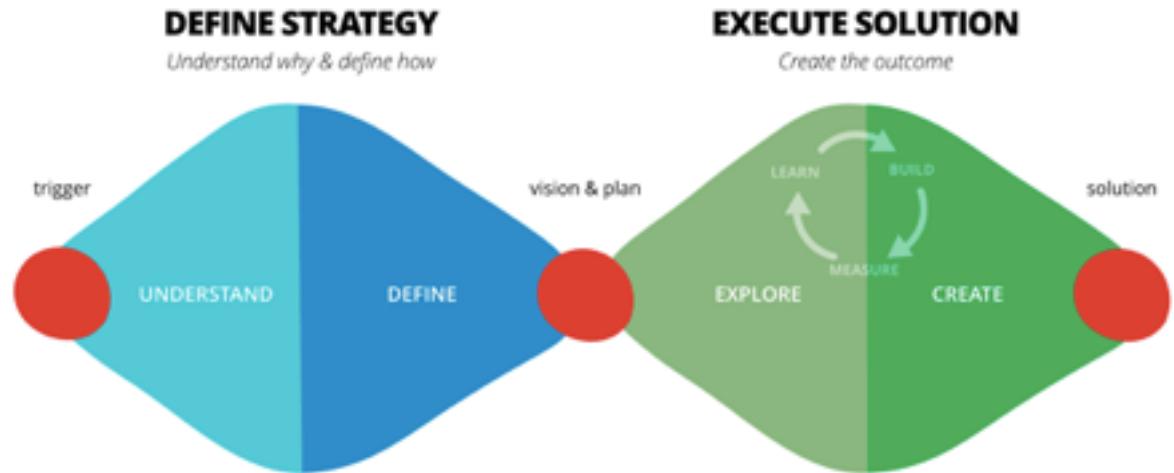


Image from: <https://www.thoughtworks.com/insights/blog/dealing-ideas>

INTRO TO USER EXPERIENCE DESIGN

PROTOTYPING DESIGN

5 MIN

proto-type

/'prōtə,tip/ ⓘ

noun

noun: **prototype**; plural noun: **prototypes**

- I. a first, typical or preliminary model of something, esp. a machine, from which other forms are developed or copied.
"the firm is testing a prototype of the weapon"

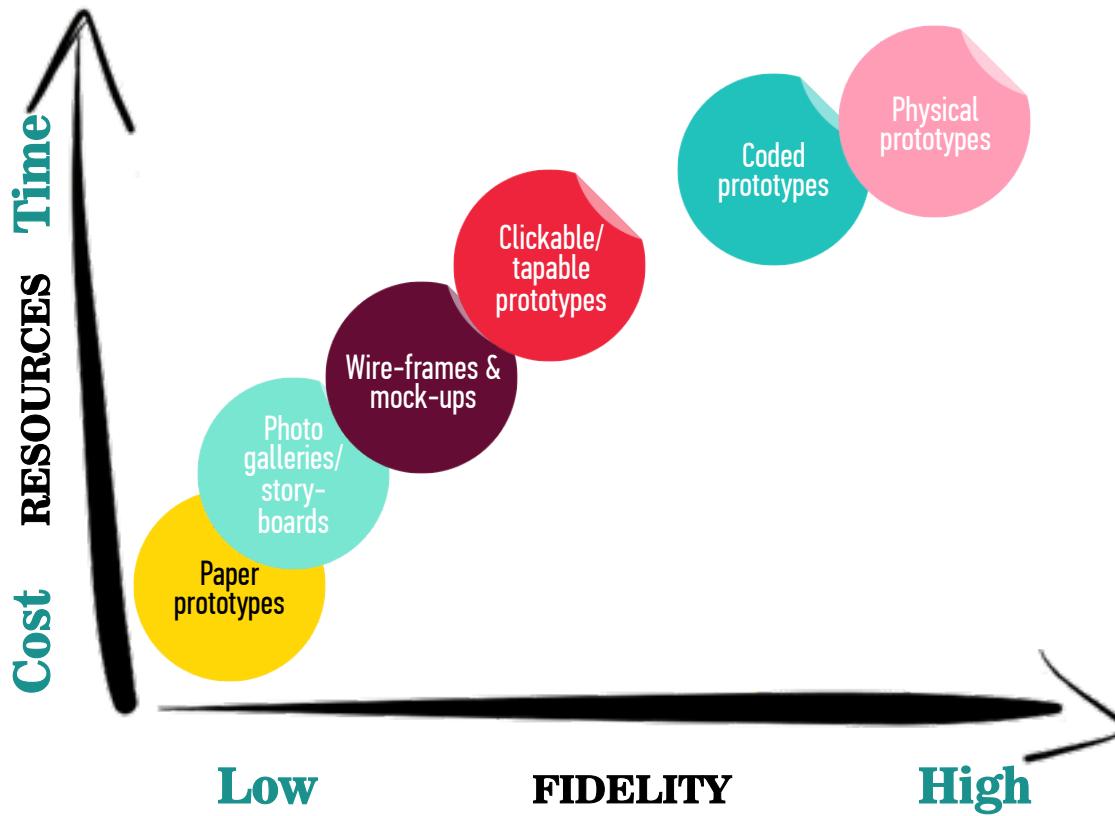
verb

verb: **prototype**; 3rd person present: **prototypes**; past tense: **prototyped**; past participle: **prototyped**; gerund or present participle: **prototyping**

- I. make a prototype of (a product).

UX prototyping

- **Prototyping is the act of creating an early version of a product or feature which can be interacted with and evaluated**
- **It allows you to test and validate your concept and design ideas in with users before actually building something**
- **A prototype can continue to iterate until it becomes a releasable product**



PAPER PROTOTYPES

111

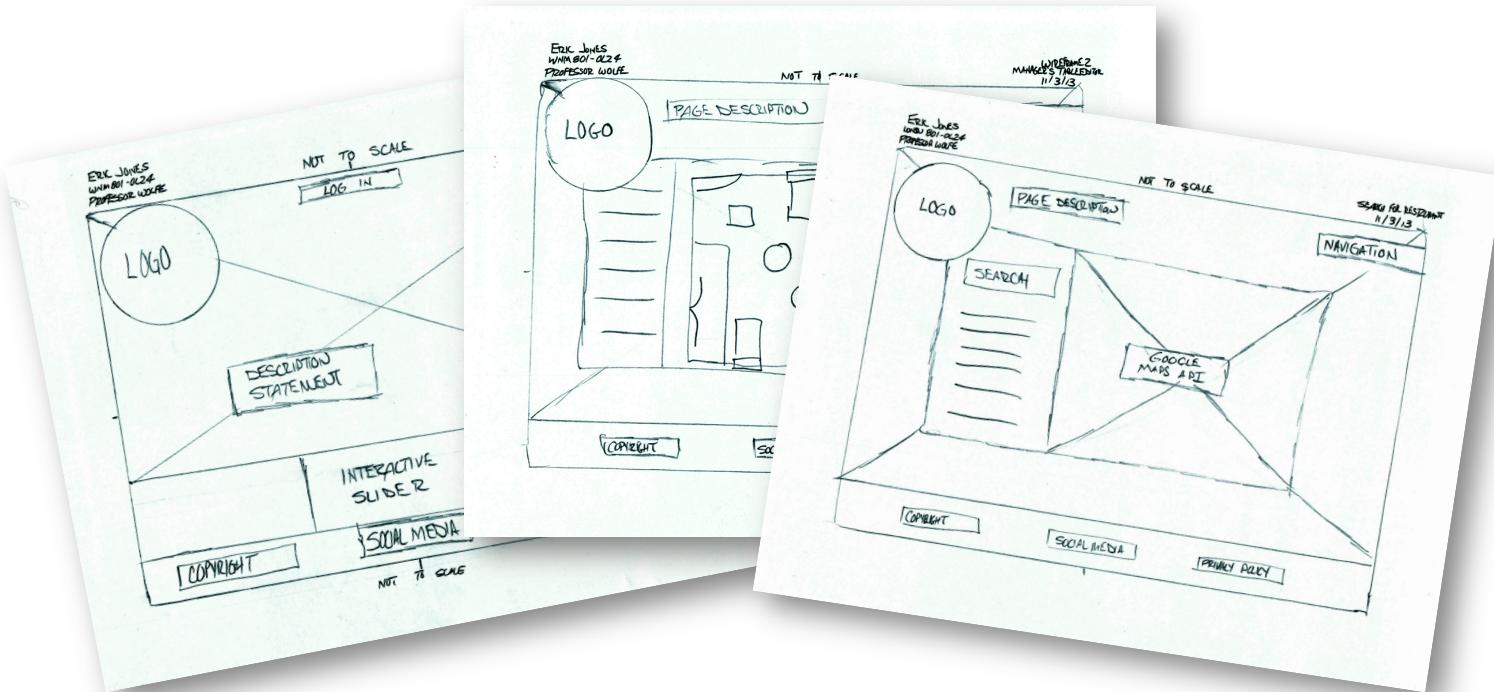
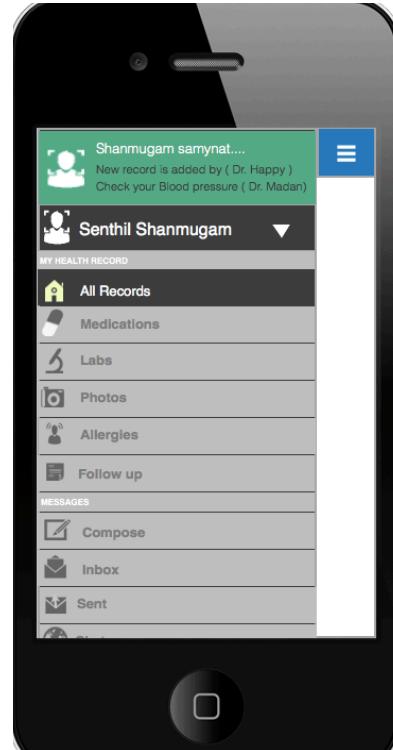
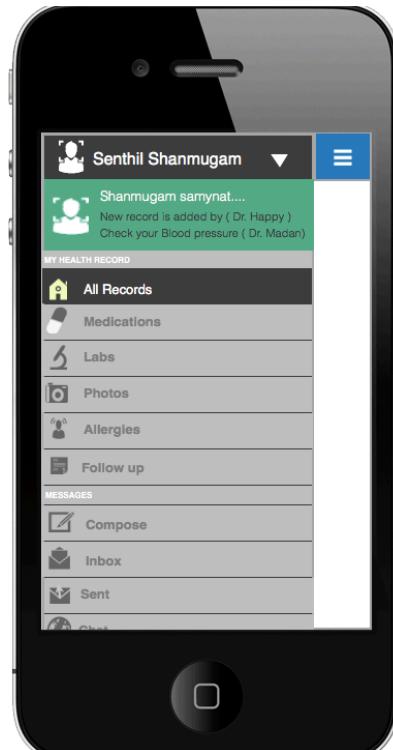
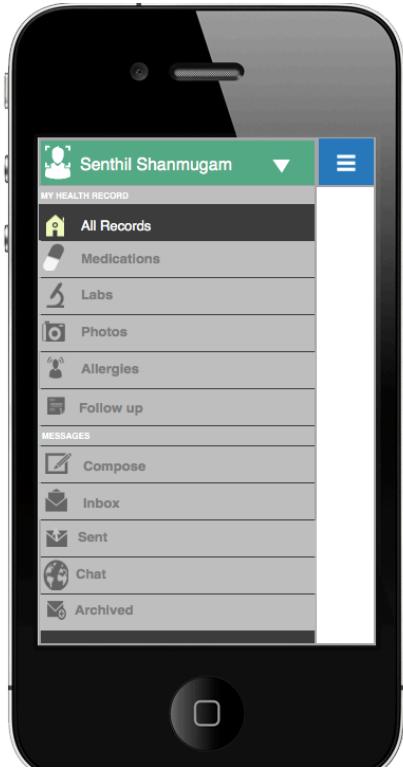


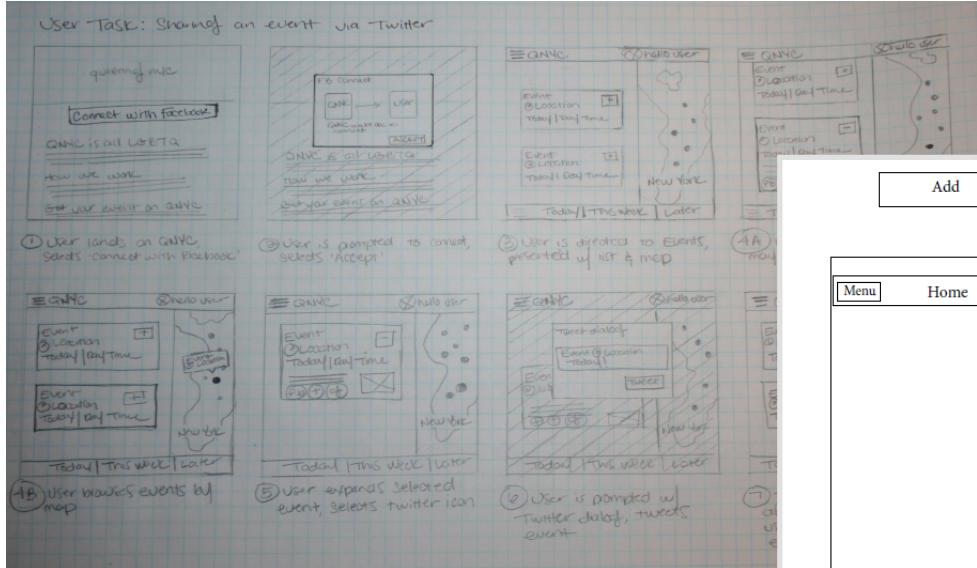
PHOTO IMAGES

112



STORYBOARDS

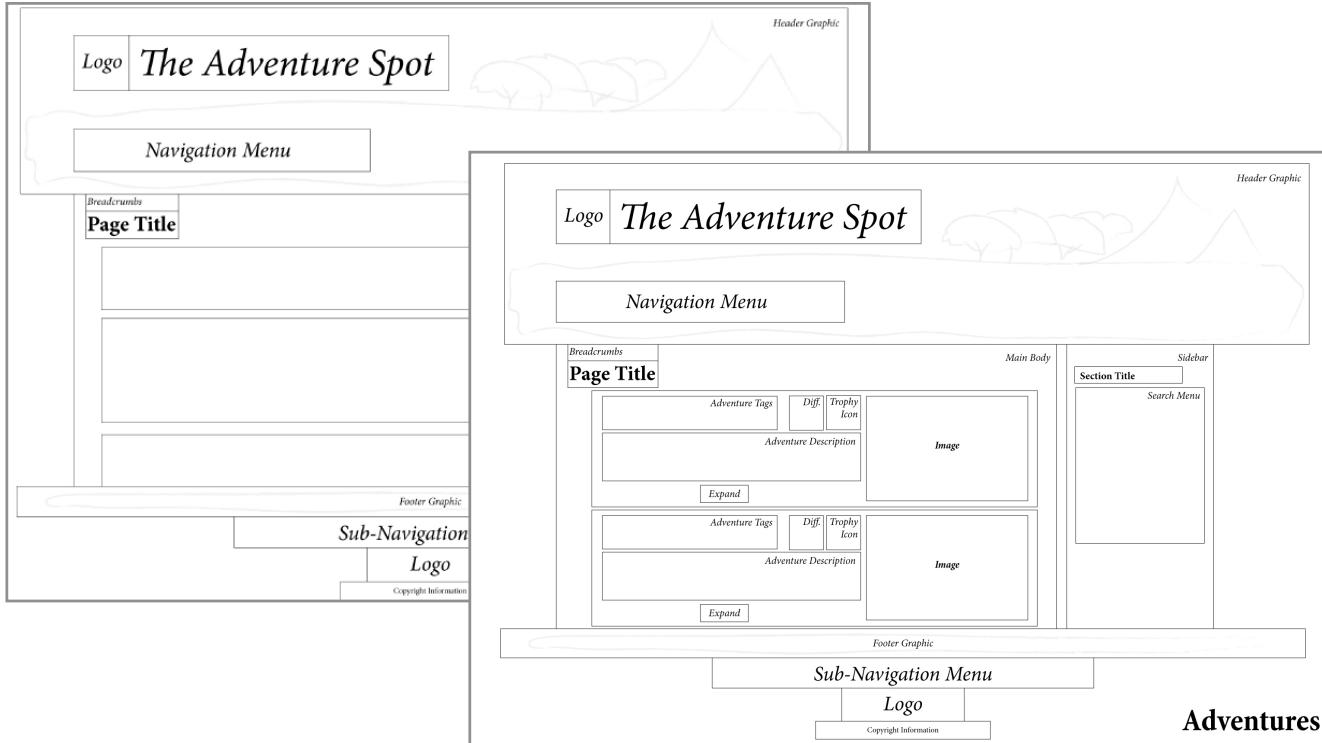
113



Add → Create New event → Invite Friends

Home	Add	New event	Done
Menu	Home	Categories: Study	Back
	Add	Title Coding Group	New event
		Location 180 New Montgomery	School Friends
		Student Email yzhao13@art.edu	Jessica Zhao
		Date 11/08/2013	<input checked="" type="radio"/>
		Description	Carisa Wells
		Invite	Cissy
Home	Nearby		Matt
			Matt
			Jessica
			<input type="button" value="Invite"/>

Users can create their own event by click the add button at the right top corner in the homepage. When add a new event, student can edit the title, time, add a location, and invite friends. They can invite classmate or school friends.



CLICKABLE PROTOTYPE

115

Sitemap Page Notes

Show Links and Options

- Home
 - Home 2
 - Home 3
 - Info Hub 1
 - Info Hub 2
- Login
 - Forgot Password
 - Profile Page
 - Registration
- Events Listing
 - Add Event
 - Event Calendar
- Library
 - Books
 - Book
 - Podcasts
- Your Community
 - Travel
 - Results
 - Detail
 - News
 - Local Service
 - Transport Page

Information on Disability & Education Services

LIVE INFORMATION CALL US NOW

Toll Free 1800 029 904 SMS YOUR Q 0458 296 602

the *information experts!*

about IDEAS

events

info hub

news

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Username Password [Login](#) [Forgot password](#)

Postcode [GO](#)

Google™ Custom Search [Search](#)

My Bookmarks / Saved Searches

LIVE CHAT SUPPORT

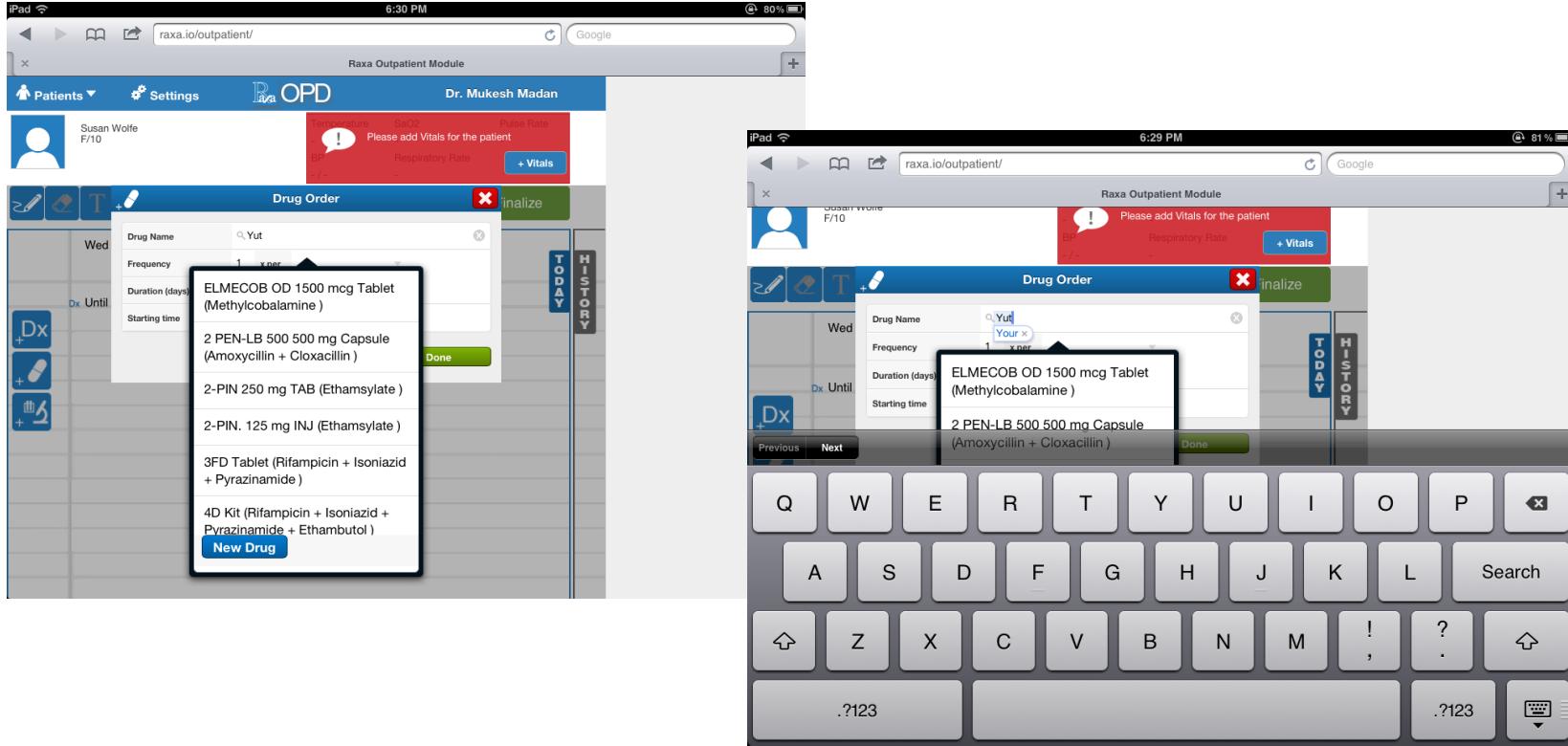
TAPABLE PROTOTYPE

116



CODED PROTOTYPE

117



PHYSICAL PROTOTYPES

118





INTRO TO UX FOR DEVELOPERS CRASH COURSE ON ‘DIGITAL THINGS’

RON LUI - UXDI SYDNEY

QA

RON LUI – UXDI SYDNEY
FIND ME ON LINKEDIN