

IMS564 | USER EXPERIENCE DESIGN

INTRODUCTION TO USER EXPERIENCE (UX)

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1

Table of Content

- UX Basic
- UX vs. User Interface (UI)
- UX Elements
- UX Wireframe Basic
- UX Usability

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2

2



UX Basic

Everyday Miseries | Everyone, every once in a while, has one of those days.

- You turn on the coffeemaker and hustle to get dressed, but when you go to retrieve your dose of life-sustaining caffeine, there's no coffee in the pot. No time to figure out why—you've got to get to work!
- You get about a block from your house when you realize that the car needs gas. At the gas station, you try to use the one pump that takes credit cards, but this time it won't accept yours. So you have to go inside and pay the cashier, but first you have to wait in line while the cashier very slowly helps everyone in front of you.
- You have to take a detour because of a traffic accident, so the drive takes longer than you expected. It's official: Despite all your efforts, you are now late for work. Finally, you make it to your desk. You're agitated, harried, weary, and irritable—and your day hasn't even really started yet. And you still haven't had any coffee.

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3

3



UX Basic

Introducing User Experience

- **The accident:** The accident on the road happened because the driver took his eyes off the road for a moment to turn the radio down. He had to look down because it was impossible to identify which was the volume control by touch alone.
- **The register:** The line at the register in the gas station moved so slowly because the cash register was complex and confusing, and unless the clerk paid extra-close attention while ringing something up, he would make a mistake and have to start all over again. If the register had been simpler and the layout and colors of the buttons different, that line never would have formed.

Note : These examples all demonstrate a lack of attention to the **user experience**: the experience the product creates for the people who use it in the real world.

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4

4



UX Basic

- **User experience design** is the creation and synchronization of the **elements that affect users' experience** with a particular company, with the intent of influencing their perceptions and behaviour (Unger & Chandler, 2012).
- **User experience** is simply **how people feel** when they use a product or service. In most cases, that product will be a website or an application of some form. Every instance of human-object interaction has an associated user experience, but, in general, UX practitioners are interested in the relationship between human users and computers and computer-based products, such as websites, applications and systems (Interaction Design Foundation, n.d.).
- **User experience** is **not about the inner workings** of a product or service. User experience is about **how it works on the outside**, where a person comes into contact with it. When someone asks you what it's like to use a product or service, they're asking about the user experience. Is it hard to do simple things? Is it easy to figure out? How does it feel to interact with the product? (Garrett, 2011)

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5

5



UX Basic

- **User experience** is defined as "a person's perceptions and responses that result from the use or anticipated use of a product, system or service." (ISO FDIS 9241-210:2009, Ergonomics of human system interaction - Part 210: Human-centered design for interactive systems (formerly known as 13407), International Organization for Standardization (ISO), Switzerland)

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6

6

UX vs. User Interface (UI)

UX

HUMAN-FIRST APPROACH TO PRODUCT DESIGN

APPLICATION:
Physical and digital products

FOCUS:
The full experience from a user's first contact to the last

CREATES:
Structural design solutions for pain points that users encounter anywhere along their journey with the product

RESULTS IN:
Products that delight users with their effectiveness

UI

HUMAN-FIRST APPROACH TO DESIGNING THE AESTHETIC EXPERIENCE OF A PRODUCT

APPLICATION:
Digital products only

FOCUS:
Visual touchpoints that allow users to interact with a product

CREATES:
Combinations of typography, color palettes, buttons, animations, and imagery

RESULTS IN:
Products that delight users aesthetically

<https://careerfoundry.com/en/blog/ux-design/the-difference-between-ux-and-ui-design-a-laymans-guide/>

7

7

UX vs. User Interface (UI)

Key Difference Between UX and UI



UX Design	VS	UI Design
Focuses on the holistic experience of the user.		Focuses on the specific visual touchpoints of the user.
Centers on strategy, structure, and interaction design.		Centers on surface-level aspects of design, including visuals.
Involves studying the user's journey, and designing information architecture.		Involves designing the tangible elements of the experience, such as the choice of elements and how they interact.
Outputs include personas, user journey maps, wireframes, prototypes.		Outputs include mockups, high-fidelity layouts, and prototypes.
Incorporates a user's environment, mood, and context.		It is more tangible as users directly interact with the UI.

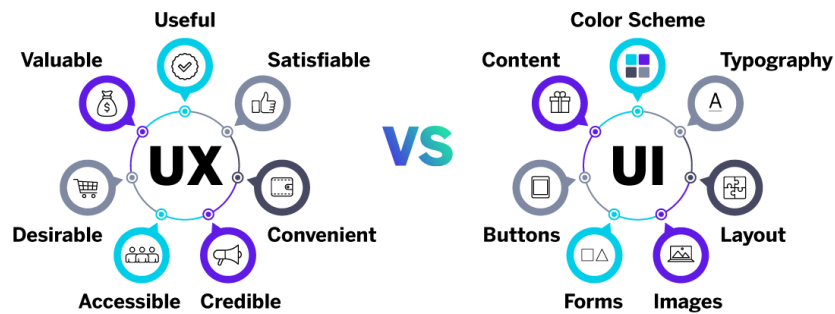
Interaction Design Foundation
[interaction-design.org](https://www.interaction-design.org)

https://www.interaction-design.org/literature/article/ux-vs-ui-what-s-the-difference#key_difference_between_ux_and_ui_with_example-3

8

8

UX vs. User Interface (UI)











<https://www.qualtrics.com/au/experience-management/customer/user-experience/?rid=ip&prevsite=en&newsite=au&geo=MY&geomatch=au>

9

9

UX vs. User Interface (UI)

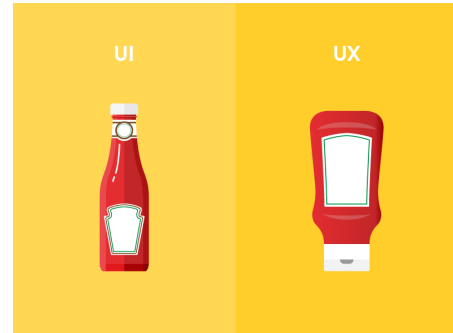
UX vs. UI designers

UX designer	UI designer
 Interaction designer	 Visual designer
 Charts the user pathway	 Chooses color and typography
 Plans information architecture	 Plans visual aesthetic
 Expert in wireframes, prototypes, and research	 Expert in mockups, graphics, and layouts

<https://www.coursera.org/articles/ui-vs-ux-design>

10

UX vs. User Interface (UI)



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11

11


UX Elements

- Topic 2 ...

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12

12




UX Wireframe Basic

- Topic 8 ...

IMS564 13

13



UX Usability

- Topic 3 & 10 ...

IMS564 14

14