Slide 1 - Lecture - The Three Us

Slide notes

This is a brief lecture about the three main concepts you will be learning in this course.

Notes

Slide 2 - What this course is about

What this course is about

- Exploring how users see and interact with the web (**user experience**)

- Creating usable designs with the user in mind at all stages (**user-centered design**)

- Analyzing and testing websites for ease of use (**usability**)

$$cpInfoCurrentSlide$$

GIT 340 Information Design and Usability

Slide notes

Notes

Slide 3 - The Three Us

The Three "U"s

- User experience
- User-centered design
- Usability

$$cpInfoCurrentSlide$$

GIT 340 Information Design and Usability

Slide notes

Notes

Slide 4 - What is user experience

What is user experience?

- How users interact with a site (or application)
- How a site (or application) behaves when users interact with it
  - The "outer" workings of the site
  - The experience – good or bad – that users have with the site
- The goal is a positive, satisfactory user experience

$$cpInfoCurrentSlide$$
GIT 340 Information Design and Usability

Slide notes

Users come to a website to accomplish a task or series of tasks. The site must facilitate this with ease.

Remember, a website is basically a self-service product. With the exception of sites that provide help sections, there's no instructions on how to navigate a site. It's your job as the designer to make sure that the site doesn't need instructions. And according to Dean Barker, Director of User Experience at Optum, research shows that users know within 5 seconds the perceived ease of use.

So how do you create a user experience that is positive and satisfactory?

Notes

Slide 5 - What is user-centered design

Slide notes

You employ user-centered design.

Many websites are designed based on the organization to which the site supports. That means designing to business goals or whatever the boss wants. This is not user-centered design. This requires the user to adapt to our website, and this is the fastest way to a bad user experience. The goal of user-centered design is to support the user's needs and goals. This may or may not coincide with the organization's needs and goals. But what the heads of organizations need to realize is that by supporting the user's needs and goals, your website will support the organization's needs and goals. Happy customers equal profits.

Design is not just visual. Information design and information architecture, which we will talk about in a future module, must help users accomplish their tasks. The way you physically place information, along with the physical and organizational structure of that information, is crucial.

You must know who your users are. Don't guess. Don't assume that if you like the site, and you think you're a member of the site's target audience, that you know what's best. You need to know what the user's needs are and what his/her preferences are.

So, how can you tell if your user-centered design is really user-centered? How can you know if it's creating that positive user experience?

Notes

Slide 6 - What is usability

Slide notes

You need to test with real users!

There are several different methods for usability testing, but in this class, we will be focusing on two: heuristic evaluations and task-based observation testing. Heuristic evaluation is where you as the web professional rates the site based on specific heuristics, or standards. Task-based observation testing is where you create tasks for a user to perform, and you find participants that are part of the target audience and test them with these tasks. We will be talking much more about this in the final module.

At the 2013 Internet User Experience conference, Dean Barker said that you have to see the user in the field to get a true idea of how they use the site. Context of use is the key to innovation.

Notes

_____

_____

_____

_____

_____

_____

Slide 7 - The Three Us equal YOU

Slide notes

As the designer/developer, it's your responsibility to make sure that your product -- website, application, any product -- provides a positive user experience, is designed with the user in mind at all phases of the project, and is measured appropriately for usability. And in this class, you are going to learn how to do this.

Notes

Slide 8 - End Lecture - The Three Us

Slide notes

Notes