bitPublish

1   :

.   A/B   !

.   3   UX Design(2)   3   ,
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,   .

UX   ,   3   .   (UX Design(1))
(Contexual Inquiry Interview)   ,   (Affinity Diagram)
,   (, ,   ) GUI   .   (Big
Data)   R   .
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1.1   :

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.   (Watch)   ,   OS
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- •   (Data Driven Design)

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(A/B   )   .   ,   (KPI)
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- • (Lean)   A/B

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A/B   .   .

(Lean)   A/B   .

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A/B   .

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1.2   :

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,   ,   UX, UI   ',   .   UX

.   ,   Contextual Inquiry Interview   ,

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2 1-1. UX

UX   A/B   ,   UX   UX
          .   ,   . Interaction
Design - beyond Human-Computer Interaction,   2002   2023 6   ,   UX
              ,   ,   UX   .(1)
UX   UX   .

2.0.1 Switching to Digital (   )

1990   UX   ,   ,   ,
                        ,   ,   .
      . UX   ,   .   ,
                  .

2.0.2 from User to People (   )

UX   (User)   ,   (UCD :User Centered Design)   .
              .   (People)   . (People   .) 'People'   , UX
      (Don Norman) 2018   ,   ,
      .   (People Centered Design)   ,   (Needs)
              ,   ,   .   UX   ,   ,   ,
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                      . ATM   ,   .
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2.0.3 Data Driven Design (   )

UX   .   .
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                      ,   UX   .   UX   ,
                  .   .

          AI   UI   Generative UI   .   UX/UI
                ,   .   . (2)

2.0.4   UX Design

                        , UX Design   Interaction Design   .(1)
                        .   UX   . (   )

- ch1. What is Interaction Design?
  1.1   Introduction
  1.2   Good and Poor Design
  1.3   Switching to Digital
  1.4   What to Design
  1.5   What Is Interaction Design?
  1.6   People-Centered Design
  1.7   Understanding People
  1.8   Accessibility and Inclusiveness
  1.9   Usability and User Experience Goals
- ch2. The process of Interaction Design?
  2.1   Introduction
  2.2   What Is Involved in Interaction Design?
  2.3   Some Practical Issues

- ch15. Evaluation studies: from Controls to Natural Settings

  15.1   Introduction

  15.2   Usability Testing

  15.3   Conducting Experiments

  15.4   In-the-Wild Studies

- ch16. Evaluation: Inspections, Analytics and Models

  16.1   Introduction

  16.2   Inspections: Heuristic Evaluation and Walk-Throughs

  16.3   Analytics and A/B Testing

  16.4   Predictive Models

Interaction Design - beyond Human-Computer Interaction

2.0.5   1 :

-        2   . (1 page)   (2 page).
               ,   .(3 page)

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  page 1:   ,   ,

  page 2:   Process, Methodology diagram

  page 3:   ,

      3   (6)

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2.0.6   1 Check Point!

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- page 1   ?
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- page 2   ?
  -         (   )   .
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  - .   .

- page 3   ,   .   .

(1) Yvonne Rogers, Helen Sharp, Jennifer Preece, Interaction Design: Beyond Human-Computer Interaction 6th edition , Wiley. Kindle Edition, (2023)

(2) Kate Moran, Sarah Gibbons, "Generative UI and Outcome-Oriented Design", https://www.nngroup.com/articles/generative-ui/, (2024)