



Intro to UX

DATE

October 2015

AGENDA

- › About Me
- › About UX
- › UX Principles
- › Problem Solving through UX
- › UX Process : Understand
- › UX Process : Concept

About Me

ABOUT ME

DMI

Bensonn Anspach

<https://www.linkedin.com/in/bensonn>

Senior UX Designer



Brand Marketing
& Customer Experience



ABOUT ME

CLIENTS



About UX

ABOUT UX

DEFINITION

UX
USER
EXPERIENCE

**Encompasses all aspects of the end-user's interaction with
a company's products & services.**

It is a subset of CX (Customer Experience) which encompasses all the touch points and interactions that a person has with a brand.

Shepherd of the experience vision.

The UX designer takes a primary role in creating, detailing, articulating and chaperoning the experience vision for a project.

ABOUT UX

DISCIPLINES & ARTIFACTS



- Stakeholder Interview
- Business Goals
- User Surveys & Interviews
- Personas
- CX Journey Map
- Project Brief

- Content Audit
- Use Cases/User Stories
- Sketches
- Wireframes
- Annotations
- Task Flows

- Mood Boards
- Brand Guide
- Style Guide
- Static Comps
- Copywriting
- Interaction Examples



There's a lot of potential for collaborations across disciplines

All projects are unique and should only require **artifacts that are necessary** to accomplish the **business goals**.

Product Managers & UX Designers

- PMs help define and prioritize business requirements while UX uses creativity to bring business requirements to something “tangible”
- PMs tend to have a broader view of the product and should help UX understand where some prioritizations come from
- PMs tend to be the business advocate while UX is the user advocate.

UX Principles

Useful

Designer must understand **why someone is using the product or service** and what value proposition is **expected**. Then **making good on the value proposition** so that tasks can be accomplished in as **efficient and frictionless** a manner as possible.

A usable product is effective for a user's desired tasks.

Intuitive

User can **understand** a product's purpose, behavior and effect **without assistance, special training or excessive experimentation**. Conventions and design patterns are used to make a product that is **learnable and memorable**.

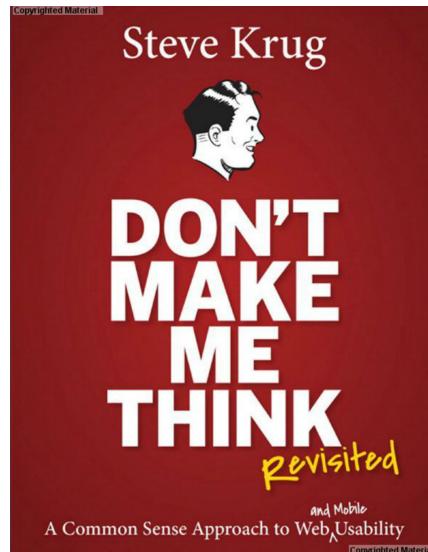
An intuitive product is usable & thoughtful in its design.

Enjoyable

Product can correctly **account for the needs of the user** at each step **within a desired use case**. Coupled with **quality IxD and proper motivators** it even **can be fun**.

An enjoyable product can anticipate the user's needs & behaviors.

A lot of it is just common sense



**Don't Make Me Think Revisited:
A Common Sense Approach to Web Usability**
by Steve Krug

<https://www.sensible.com/dmmt.html>

Quick 3 hour read

What to look for in a good UX Designer

Listening - Understands problems before attempting to solve them

Questioning - Makes sure they fully understand what needs to be solved

Creative - Able to think outside the box to solve problems

Empathetic - Believes in designing for the user and being a constant user advocate

Articulate - Is able to explain why they make their design decisions

Problem Solving through UX

PROBLEM SOLVING THROUGH UX
BUSINESS GOALS VS USER GOALS

Advocating for the user has to be balanced with business goals.

**BUSINESS
GOALS**

Example: Convert website visitors to paying customers of the product.

**USER
GOALS**

Example: Fairly evaluate purchase options and experience a frictionless purchase process.

Who, What, When/Where?

- Who will be using the product?
(Persona)
- What will they be doing with the product?
(User goals)
- When/Where will they be using the product?
(Context/User Journey)

PROBLEM SOLVING THROUGH UX

TACTICS & TOOLBOX

TACTICS

**SKETCHES &
WIREFRAMES**

**FLOW
DIAGRAMS**

PROTOTYPES

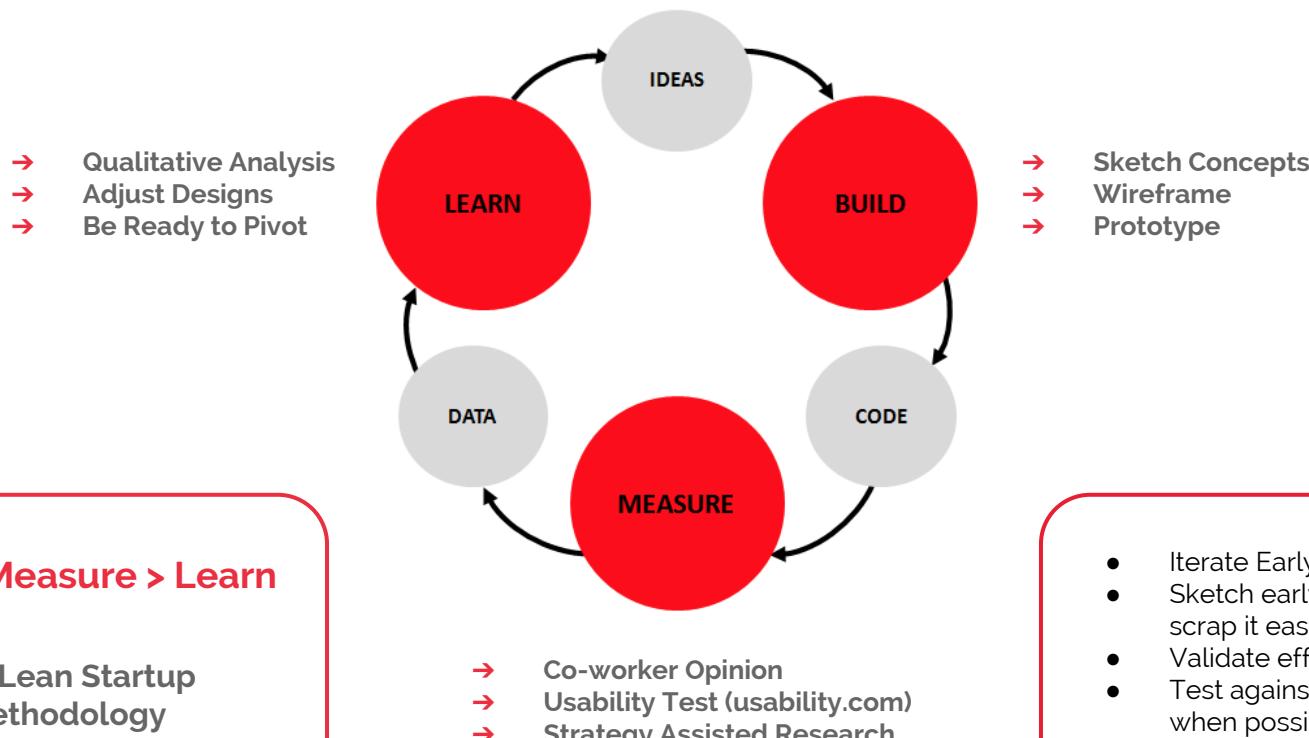
TOOLBOX

**PROJECT
BRIEF**

**PATTERN
LIBRARIES**

**OTHER PEOPLE'S
OPINIONS**

PROBLEM SOLVING THROUGH UX ITERATION



Build > Measure > Learn

The Lean Startup
Methodology

- Iterate Early & Often
- Sketch early so you can scrap it easily
- Validate effectiveness
- Test against proper personas when possible

UX Process : Understand Audits & Sitemaps

UX PROCESS : UNDERSTAND PERSONA



SYDNEY L.

Not only is Sydney a great front end dev, she also just happened to recently win the World Cup! Woah! Weird, huh?

Sydney is an early adopter, and very dependent on technology in her life. She is active on social media, and she expects to be able to find quick answers to any questions that come up.

She uses Food Truck Fiesta most days, sometimes just glancing quickly at the map to see who is out there and sometimes digging deeper to tweet at particular trucks or learn about upcoming Food Truck events.

AGE: 27 years old

TITLE: Front End Developer/
professional soccer player

SALARY: \$75,000

TECH COMFORT LEVEL:

Low  High

RANGE IN FOOD PREFERENCES:

Low  High

DISPOSABLE INCOME:

Low  High

DEVICES



OF FOOD TRUCKS VISITED

11



AVG # OF DAYS/WEEK
AT FOOD TRUCKS

3



GOALS

- › Quickly and easily see what food trucks are around her office on any given day.
- › Interact socially with her favorite food trucks.
- › Explore daily menus in order to make her dining choice.
- › Occasionally check in on food truck events/news.

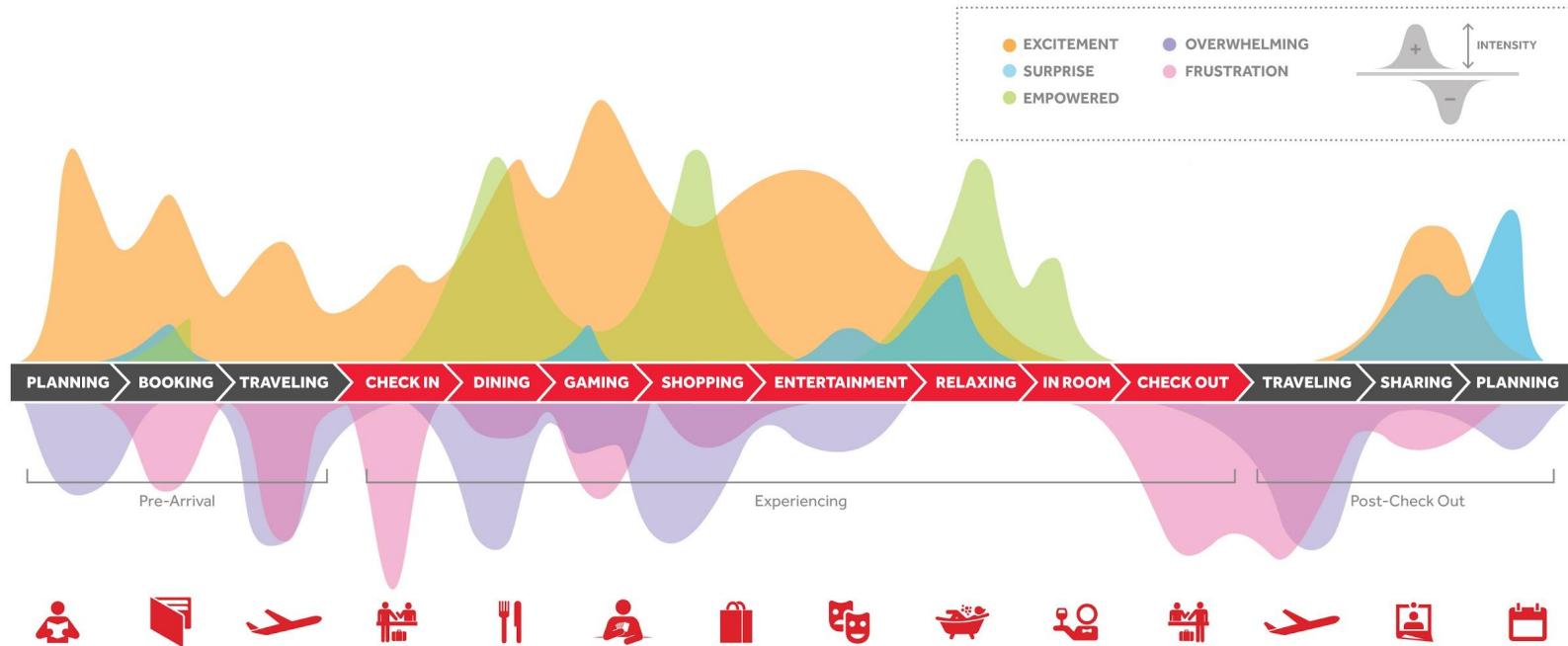
ATTITUDES

- › "I want a lot of information about a lot of things. And I want it quickly."

CHALLENGES

- › Some food trucks aren't as socially active as she would like.
- › She is not always able to find truck menus..

UX PROCESS : UNDERSTAND CUSTOMER JOURNEY

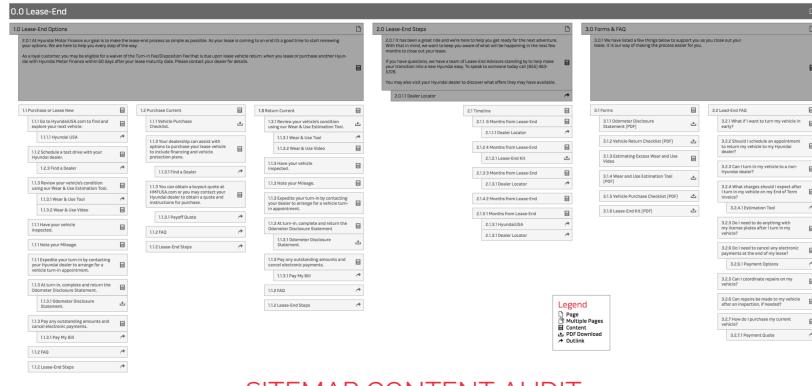


What are your primary use cases?

- › Get a list of all the food trucks near me.
- › View the menu for a specific food truck.
- › See the schedule for a specific food truck.

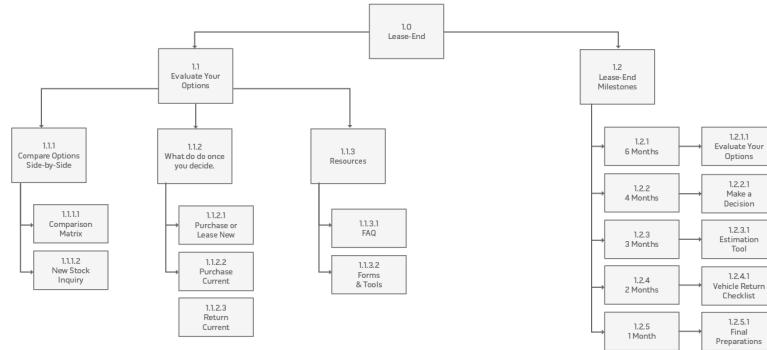
UX PROCESS : UNDERSTAND **AUDITS & UPDATED IA**

Lease-End Section (Current as of November 2014)



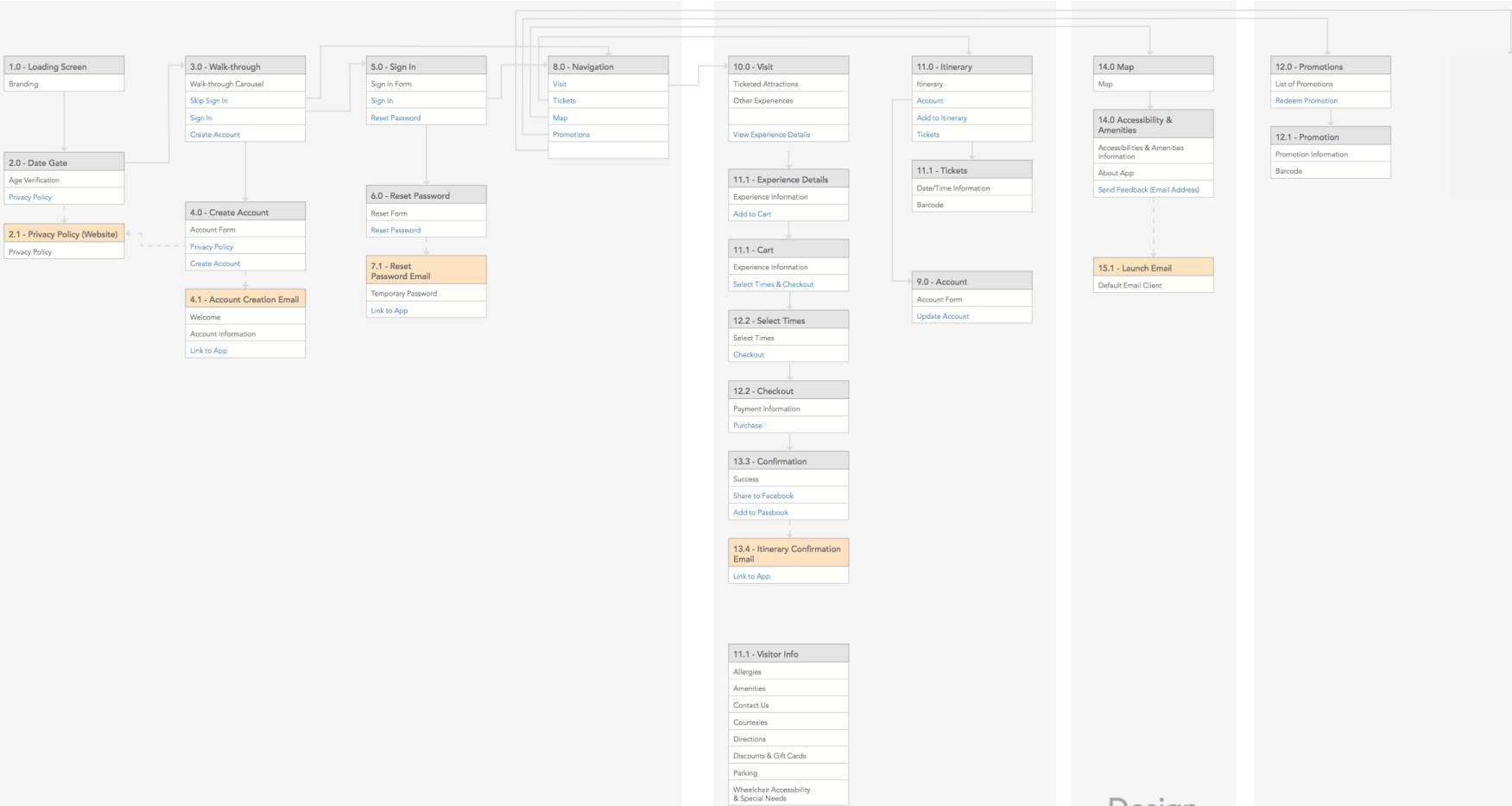
SITEMAP CONTENT AUDIT

Lease-End Section (Updated IA v1)



UPDATED INFORMATION ARCHITECTURE (IA)

- Review and account for each page within the site.
 - Start at the homepage and work your way down the navigation, representing each page's current place within the IA.
 - Represent the content sections modules, links and CTAs, on each page.
 - Stay DRY (Don't Repeat Yourself) -- Everything should have a single home within the IA. If it's not readily apparent, do your best to just capture the information.
 - Content pages that are a repeated design pattern with different content can be represented by the types of content displayed (instead of each instance of the patterns) and an indication that there are multiple pages of some type. **Be subjective.**



Design Group 1

Design Group 2

Design
Group 1

Design Group 3

Ultimately, we want a structured way to help us wrap our head around the existing content and functions of the site.

It doesn't have to be perfect.

UX Process : Concept Flows, Sketches & Wireframes

What are your primary use cases?

- › Get a list of all the food trucks near me.
- › View the menu for a specific food truck.
- › See the schedule for a specific food truck.

Take inspiration from analogous products



Provides information pertinent to making informed decisions on locations without having to actually go there.



Provides schedules and other info about IRL locations to help facilitate customer choices.



Can view menus of food options in your area and take action (have it delivered)

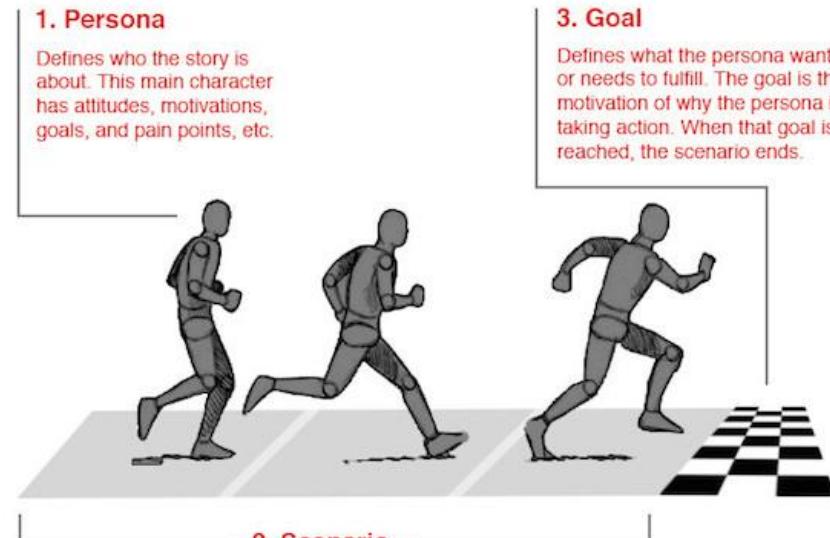
Think responsive



Don't just consider how the same content will display on different sized screens. Think about what content or actions are most relevant to the user while they are using the different sized screens.

What's the scenario?

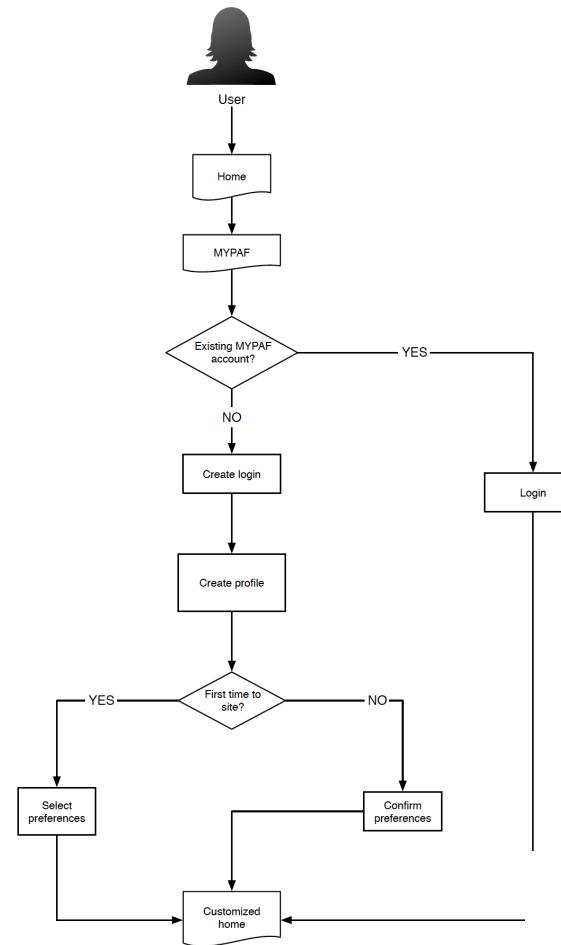
It's your primary use case.



Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

UX PROCESS : CONCEPT SCENARIO FLOW CHART

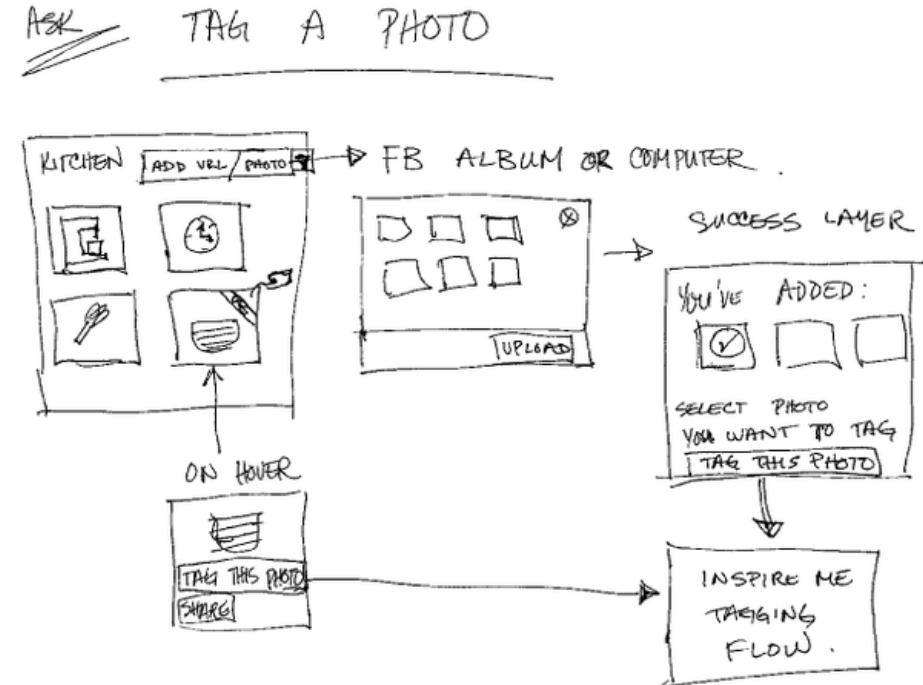
Flow out the scenario at a high level to get clarity.



UX PROCESS : CONCEPT SKETCHING A SCENARIO

Sketch Your Scenario Ideas

Be loose.
Don't get committed.

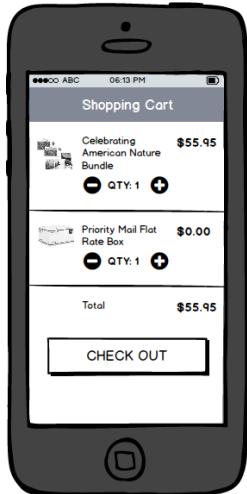


Make some wireframes

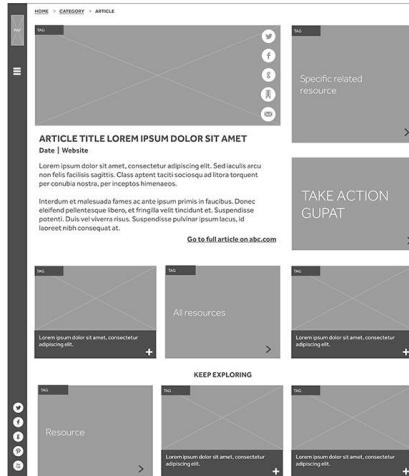
- Start with one primary use case.
- Begin laying out the first page in the user case flow.
- Move on to the next.
- Concentrate on the page elements that are necessary for your primary use cases.

UX PROCESS : CONCEPT WIREFRAMES

Examples from different software



BALSAMIQ

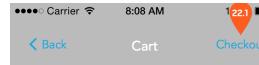
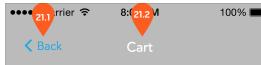


OMNIGRAFFLE



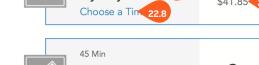
INDESIGN

UX PROCESS : CONCEPT ANNOTATIONS EXAMPLE



Annotations for 21.0 - 22.0

ID	Description	Type	Event	Logic	Condition	Notes	Copy
21.0	Cart - Empty	Screen					
21.1	Back	Link		Loads Visit screen			Back
21.2	Cart	Screen Title					Cart
21.3	Parking Promotion	Headline					FREE ALL DAY PARKING!
21.3	Parking Promotion	Subhead					With ticket purchase for 3 or more attractions.
21.4	Cart Empty	Copy					Dogs Your cart is empty
21.5	Explore Attractions	Button	tap	Loads Visit screen.			Explore Attractions
22.0	Cart - Attractions Added	Screen					
22.1	Checkout	Link	tap	Loads Checkout page if authenticated, otherwise loads Account Creation.			Checkout
22.2	Cart Instructions	Headline					Great choices. Now choose a time for each attraction and proceed to checkout.
22.2	Cart Instructions	Subhead					[Tip Allow 15 min to get to your next activity]
22.3	Tickets Date	Heading		Heading is dynamic based on the dates chosen for tickets. If more than one date has been chosen for attraction then there will be multiple headings.			[dynamic]
22.4	Ticket Module	Module	tap	Loads Select Time screen for attraction.		Represents the attraction that has been added to the cart.	
22.5	Attraction Icon	Icon					
22.6	Attraction Length	Copy		Length is dynamic per the attraction.			[dynamic] Min
22.7	Attraction Name	Copy		Name is dynamic per the attraction.			[dynamic]
22.8	Select Time Instruction	Copy					Select Time
22.9	Number of tickets	Number		Sum of all tickets indicated for the attraction (child & adult)			[dynamic]
22.10	Attraction Cost	Currency		Sum of the prices for each ticket indicated for the attraction (child & adult)			\$[dynamic]
22.11	Subtotal	Copy					Subtotal
22.12	Subtotal Amount	Copy		Sum of all attraction costs.			\$[dynamic]
22.13	Tax	Copy					Tax
22.14	Tax Amount	Copy		Calculated Tax			\$[dynamic]
22.15	Parking	Copy		Parking & Parking Amount are shown only if the user has added 3 or more attractions to the cart.			Parking
22.16	Parking Amount	Copy					FREE
22.17	Total	Copy		Always shown as free when displayed.			Total
22.18	Total Amount	Copy		Sum of Subtotal + Tax.			\$[dynamic]
22.19	Savings	Copy					Savings
22.20	Savings Amount	Copy		Calculated as \$1 per ticket in the cart.			\$[dynamic]



UX PROCESS : CONCEPT
VALIDATE (ASK SOMEONE)

Validate your ideas.
Ask someone who has an opinion.

You don't have to agree with them, but they could provide insight.

UX Resources

RESOURCES
TRAINING



Lynda.com UX Topics
→ <http://www.lynda.com/>

52 WEEKS
of UX

52 Weeks of UX
→ http://52weeksofux.com/tagged/week_1

RESOURCES

USER EXPERIENCE & SUB-DISCIPLINES

GENERAL UX NEWS & BLOGS

- <http://mashable.com/category/ux/>
- <http://www.smashingmagazine.com/category/uxdesign/>
- <http://alistapart.com/topics/user-experience>
- <http://boxesandarrows.com/>
- <http://uxmag.com/>
- <http://www.uxbooth.com/>
- <http://uxmovement.com/>

RESEARCH & OS DESIGN GUIDELINES

- <http://www.uxmatters.com/>
- <http://www.nngroup.com/>
- <http://www.google.com/design/spec/material-design/introduction.html#>
- <https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/>
- <https://msdn.microsoft.com/en-us/library/windows/apps/hh465424.aspx>

PATTERN REFERENCES

- <http://ui-patterns.com>
- <http://pttrns.com>
- <http://www.mobile-patterns.com>
- <http://inspired-ui.com/>
- <http://www.lovelyui.com/>
- <https://www.cocoacontrols.com/>

ICONS & LIBRARIES

- <http://tympanus.net/codrops/>
- <http://gesturecons.com>

RESOURCES

TECHNOLOGY & MOBILITY

NEWS & BLOGS

- <http://mashable.com/>
- <http://lifehacker.com/>
- <http://www.theverge.com/>
- <http://techcrunch.com/>
- <http://gizmodo.com/>

PODCASTS

- <http://www.dailytechnewsshow.com/>
- <https://twit.tv/shows/this-week-in-tech>
- <https://twit.tv/shows/macbreak-weekly>
- <https://twit.tv/shows/all-about-android>

BUSINESS INNOVATION

- <http://www.fastcompany.com/>
- <http://www.fastcodesign.com/>

INTERNET OF THINGS

- <http://postscapes.com>
- <http://theinternetofthings.eu>
- <http://www.psfk.com>

The End

That's it.