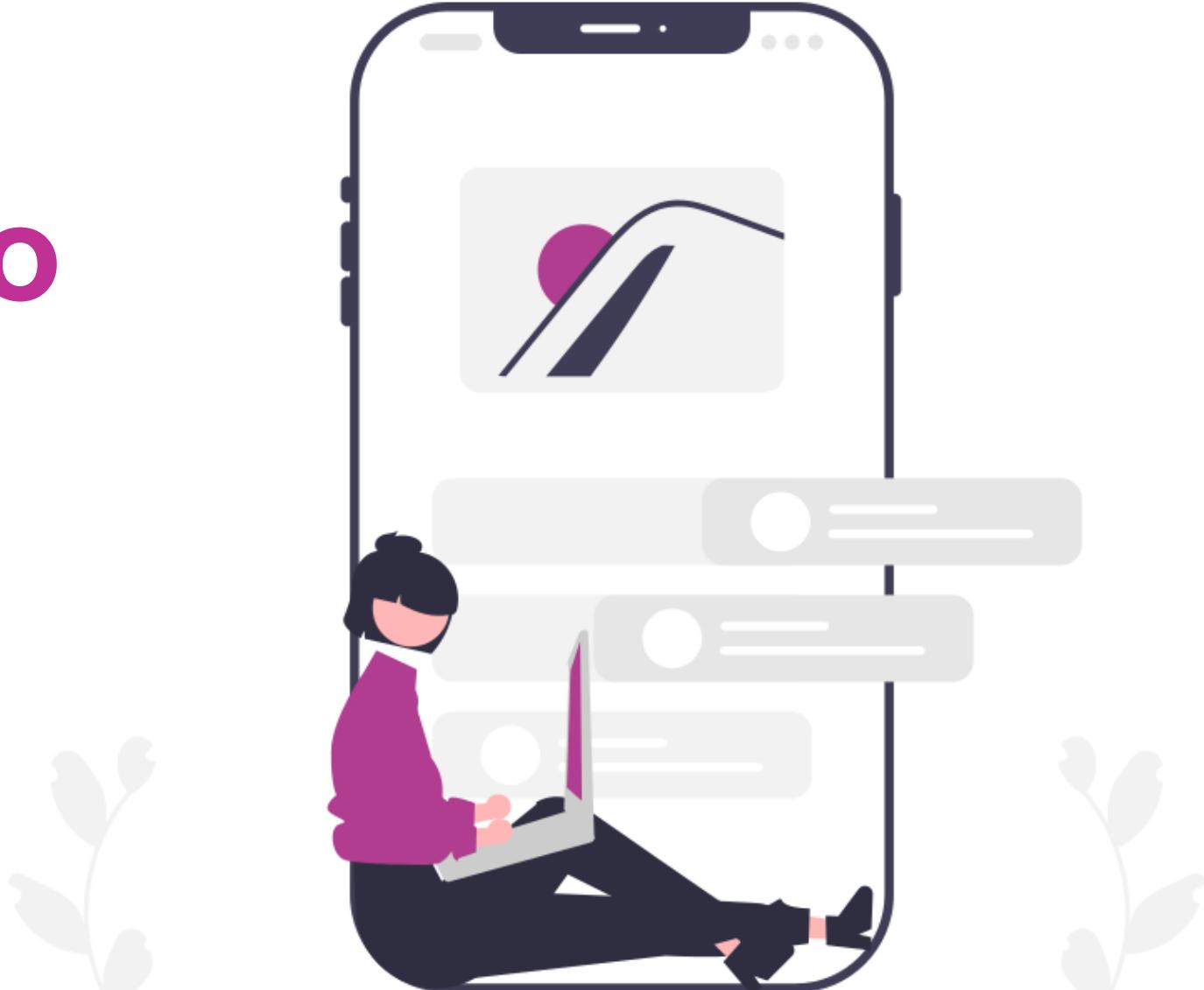


Advanced Application Development:
Design Essentials

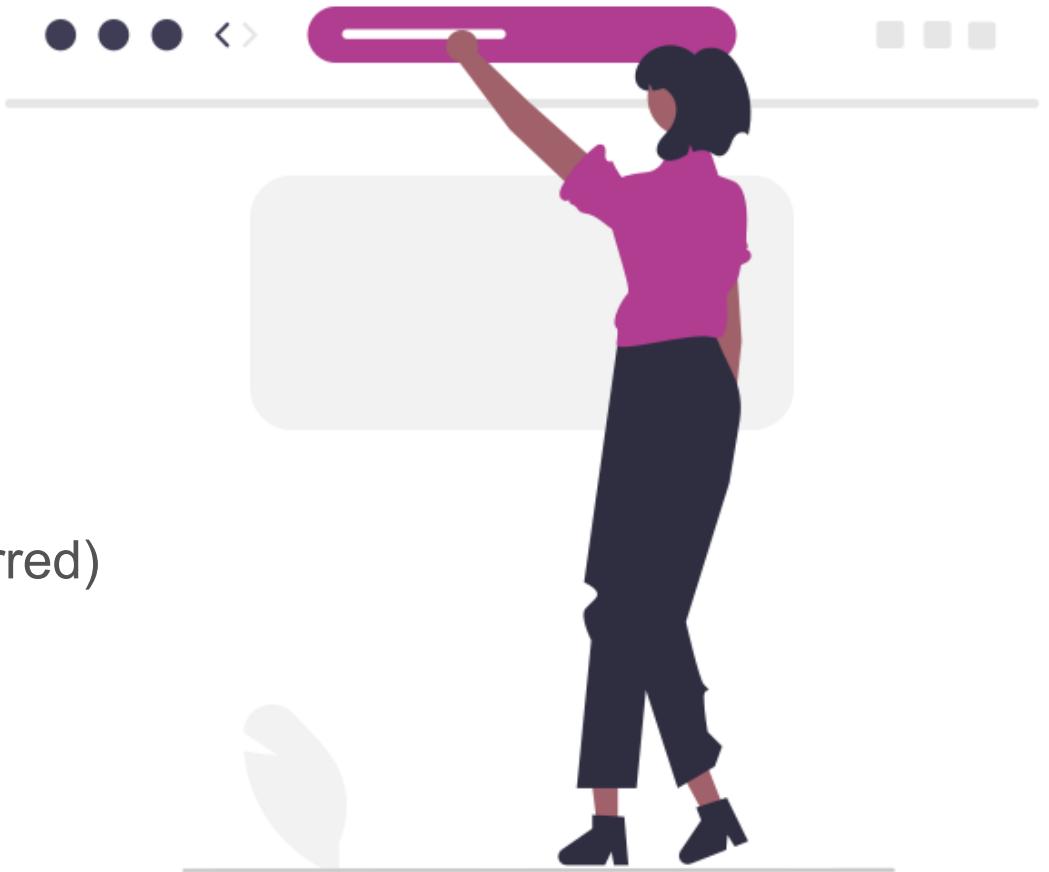
Week 1: Introduction to UX research

Fleur Oudenampsen



Welcome!

You can reach me via e-mail or Teams (email is preferred)
f.oudenampsen@saxion.nl
FOU01



What I do at Saxion

My background:

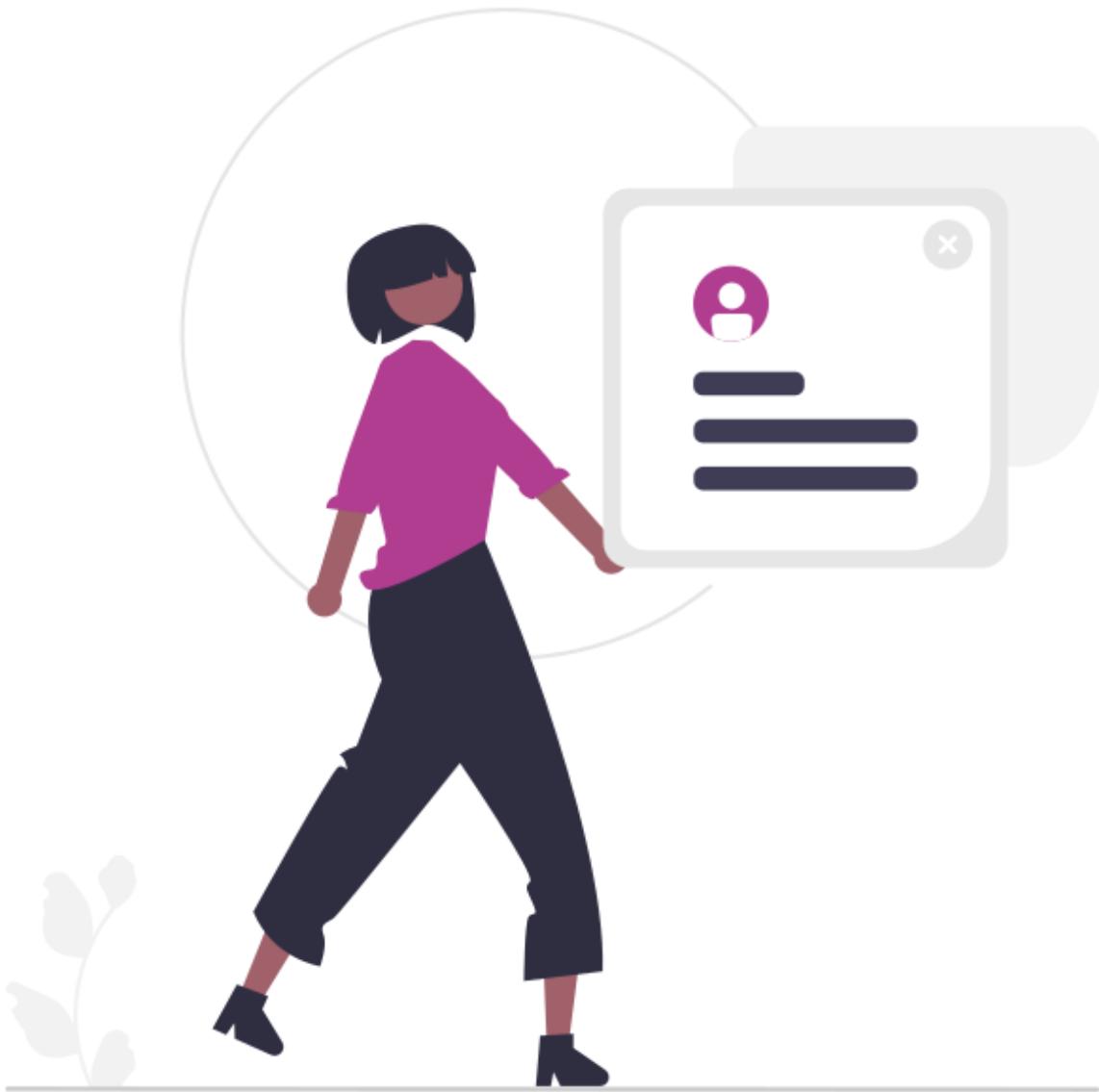
- Software Engineering, Saxion Enschede
- Worked as a software engineer, software architect and product owner at several companies in Twente

Currently:

- Teaching HBO-IT software courses, graduation guidance and study counsellor

Today we'll discuss

- Introduction to the course
- What is UX?
- Design thinking
- Double diamond
- Research methods



Part 1: Introduction to the Design Essentials course

You will learn
how to think like
a designer



(not to be one)

About the course: learning objectives

- 5 ECTS, 140 hours
This means 13 hours per student per week!
- Weekly workshops/sessions of 3 lesson-hours

	ANA	ADV	DES	IMP	M&C
User interaction	1		1	1	
Business processes					
Infrastructure					
Software			1		
Hardware interfacing					

About the course: the assignments (also on BB)

Assignment 1 (40%)

- **Pitch** in week 4
- **Research report** (with maximum of 5 pages) that shows your low-fi prototype (including persona, problem definition and (initial) requirements list)

Assignment 2 (60%)

- **Research report** (with maximum of 10 pages) that shows full featured UX prototype (including N&N heuristics, user stories and testing report)
- **Presentation for assessment**
- **Full clickable design in Figma**

	ANA	ADV	DES	IMP	M&C
User interaction	1		1	1	
Business processes					
Infrastructure					
Software			1		
Hardware interfacing					

About the course: rubrics assignment 1 (also on BB)

Criteria	0	2	4	6	8	10
Idea concepts and problem definition	0 Points	2 Points You identified a problem but you focused on the solution instead of figuring out the underlying problem. The concepts are focused on one solution.	4 Points	6 Points You have correctly identified a problem and wrote it down in a concise and understandable manner. Your idea concepts are three different ideas and substantiated with visual elements (for example but not limited to: collaging, sketches, mock-ups etc).	8 Points	10 Points Your problem is well elaborated and the concepts are unique and visually appealing.
Wireframes and requirements	0 Points	2 Points Your wireframes are poorly designed and unclear. They do not match the requirements and it is unclear why they are being created.	4 Points	6 Points Your wireframes have a visual hierarchy (for example but not limited to clear headings and subtext, clear buttons etc.) and your requirements describe your system properly in MoSCoW.	8 Points	10 Points Your wireframes are extensive and match your requirements. All requirements have been elicited.
User research methods	0 Points	2 Points Nonsensical research has been done. The methods do not match in any way	4 Points	6 Points Your research methods are clearly explained and you clarify how you carried out your research that you substantiate and justify with fitting sources.	8 Points	10 Points You have an extensive research which links with the problem stated, the requirements as well as the low-fi prototype.
Presentation as a whole	0 Points	2 Points The pitch is of poor quality. It's not clear what the problem is and how you will resolve it.	4 Points	6 Points You have a standpoint on how to convince your user to use your product and your presentation matches the problem that you're describing.	8 Points	10 Points The pitch is perfect, we all want to buy your product. You are open to other suggestions and can defend and explain your own points of view.

About the course: rubrics assignment 2 (also on BB)

Criteria	0	2	4	6	8	10
High fidelity prototype	0 Points Your Figma prototype is working poorly (for example but not limited to; unclickable buttons, bad test cases, unconnected screens, etc.). You only visualized the most basic requirements	4 Points		8 Points Your Figma prototype is working and you have a visual hierarchy and aesthetics (for example but not limited to; the coloring matches, all your functionalities have a clear purpose etc.).		16 Points You created a visually appealing prototype based upon your branding and research. Multiple bad weather cases are being implemented and the user receives feedback accordingly.
Design choices	0 Points Your brand and chosen research methods to back them up don't match up. It's unclear why you made certain choices.	4 Points		8 Points Nielsen and Norman heuristics are adequately applied - and your design choices for color, typography etc. have been justified using research methods (for example but not limited to; you make use of literature, prototyping, A/B testing etc. to back-up your choices).		16 Points You created a fully formed brand identity and made good use of the design techniques shown in class. There is also a clear view on why you used which techniques.
Testing report	0 Points The UX testing methods you chose do not make sense or are implemented badly. It's not clear how or what you tested, what the process is in your testing phases or what you tried to figure out.	4 Points		8 Points You have made use of clear UX testing methods that are described step by step and provide new information on the user experience of your app.		16 Points You made use of clear UX testing methods and gave a clear insight in how your prototype has changed based on the feedback.

Learning goals

GI/ANA/1	The student can research UX aspects, identify problems, draw conclusions and substantiate these with references from literature, good and bad examples and existing guidelines.
GI/ONT/1	The student can design and implement a UX prototype.
GI/ONT/1	The student can test a UX prototype.
SW/ONT/1	The student can create a technical design, using existing components and best practices.
GI/REA/1	The student can construct and facilitate a user test using UX testing methodologies.
GI/REA/1	The student can create a UX design, based on design problem and target group, using customer journey maps and personas.
GI/REA/1	The student can design an app, focused on the User Experience, using modern technologies.

Planning week 1 - 4

Workshop 1 (assignment 1a)

- Problem definition and persona
- User research methods for first phase

Workshop 2 (assignment 1b)

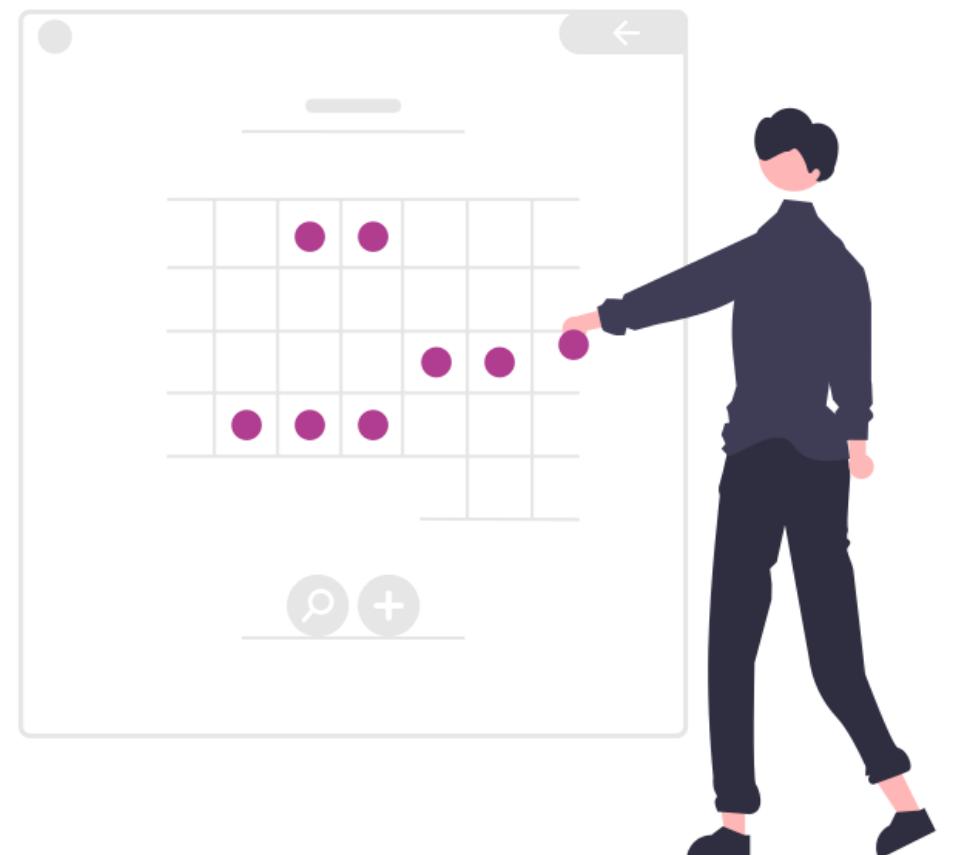
- Brainstorming solutions

Workshop 3 (assignment 1c and 1b)

- Prototyping with ‘social design game’ *and requirements list*
- *Preparing your pitch for week 4*

Workshop 4 (assignment 1d)

- Pitches!



Planning and deadlines for each course

This sheet helps you with planning and deadlines for each of the courses of the specialisation AAD.

Backend Development		Design Essentials		Hybrid Development	
1	Workshop Kickoff, introduction, and overview courses + AAD Research model	1. Backend Research and Prototyping <i>Research Backend Frameworks. For example: - Spring Boot - .NET Core - Vapor</i>	Workshop Problem definition and target group	1. UX Research and Prototyping <i>Going through design thinking phases to create an idea for your app based on (and referencing) research (methods)</i>	
	Lab session Research guidance		Workshop Brainstorming		Workshop Overview Hybrid Frameworks
	Lab session Research guidance		Workshop Prototyping		1. Hybrid Research and Prototyping <i>Research Hybrid Frameworks. For example: - Ionic - React Native - Nativescript - Flutter</i>
2				Lab session Research guidance	
				Lab session Research guidance	
				Lab session Research guidance	

Part 2: Why are we doing this?

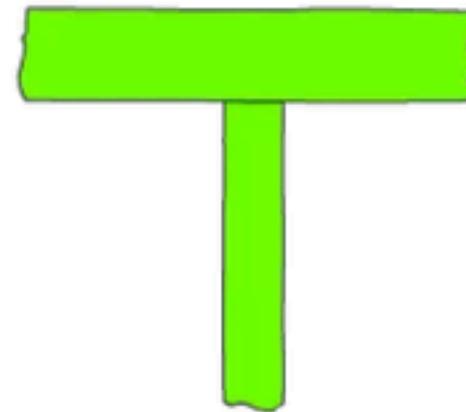
Why are we teaching this course?



"I-shaped"
Expert at one thing

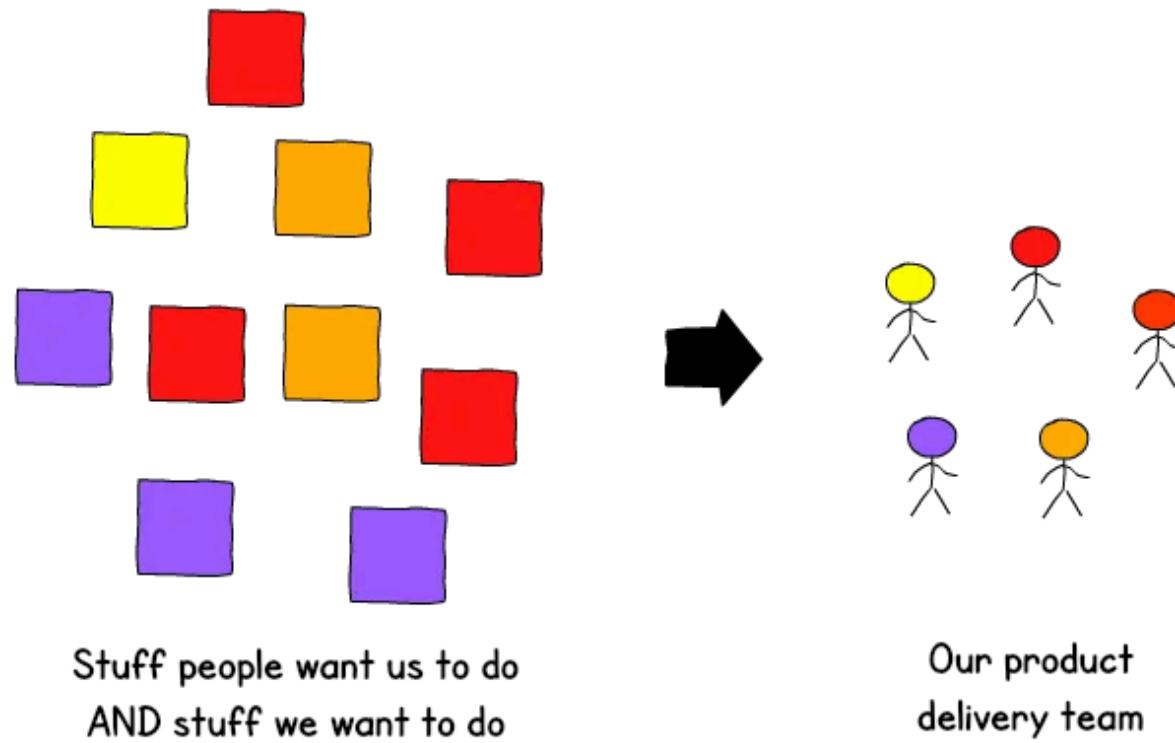


Generalist
Capable in a lot of things
but not expert in any

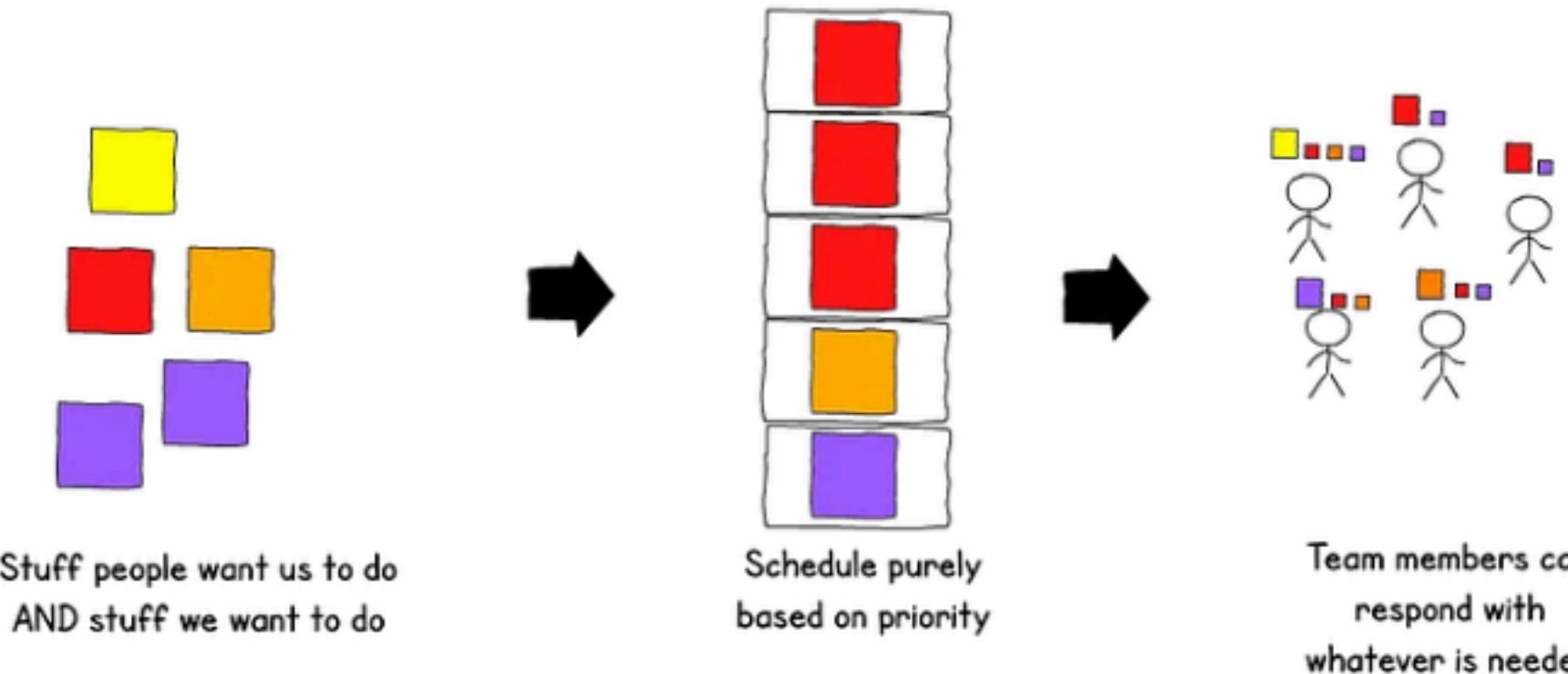


"T-shaped"
Capable in a lot of things
and expert in one of them

Let's imagine a software team



Try to schedule this with I-shaped people



Why are we teaching this course?

- How annoying is Netflix autoplay?
- How annoying is Ryanair's booking form?
- How annoying are the deleted messages in WhatsApp?



Contact details

We will use it for flight changes and booking confirmation. (Fields marked with * are mandatory)

Country code * Phone number *

Ryanair subscribers get first access to exclusive discounts on flights and products as well as the latest information on new destinations, available only through marketing communications. If you don't wish to receive these offers by email, text or push notification, please uncheck the box.

Send my flight details via GMS for €2.99

Relax and enjoy Bari with peace of mind

From/To: Bari **€18.99** Including IPT

Price Breakdown

Flight	Mon 9 May - 16:55 - 20:50 - FR 7358	€51.98
2 x Adult Value Fare	€51.98	Included
2 x Small Bag (40cm x 20cm x 25cm)	-€13.00	

Flight	Mon 16 May - 21:15 - 23:40 - FR 7359	€49.78
2 x Adult Value Fare	€49.78	Included
2 x Small Bag (40cm x 20cm x 25cm)	-€12.45	

Passengers

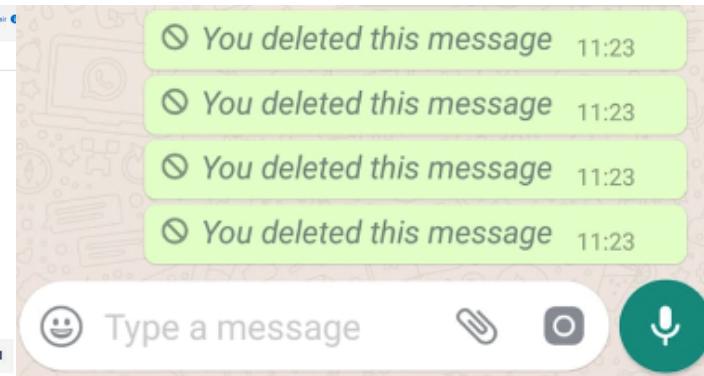
Total to pay **€76.31**

Insurance Plus

- Medical expenses up to **€2,500.000**
- Personal belongings up to **€1,500**
- Cancellation for unexpected circumstances up to **€3,000**
- Ticket refund
- Gadget Insurance

Provided by: Only for residents of Ireland | View Policy (PDF)
All prices include Insurance Premium Tax (IPT). By adding insurance I confirm that I have read and I agree with content of IPT document

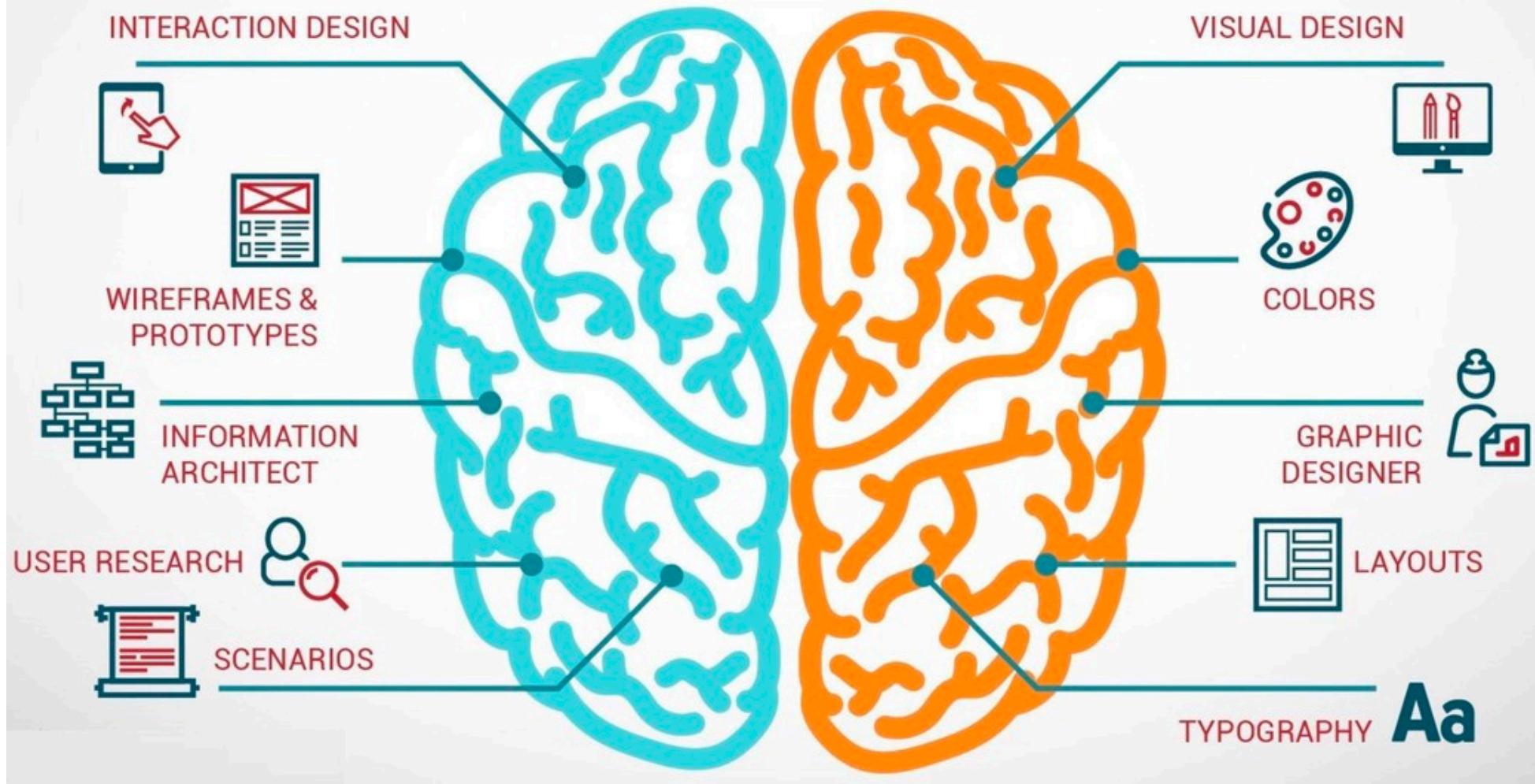
Ryanair DAC is an appointed representative of ITC Compliance Limited which is authorised and regulated by the Financial



Part 2: What is UX?

**Take a minute to
think: how to explain
user experience?**

UX & UI DESIGN



UI

USER INTERFACE



UX

USER EXPERIENCE

Try to be open-minded
🔥🔥🔥 and focus on
the iterative process!

(This should absolutely be **your mantra** for the upcoming weeks in this class.)

Part 2: Design thinking

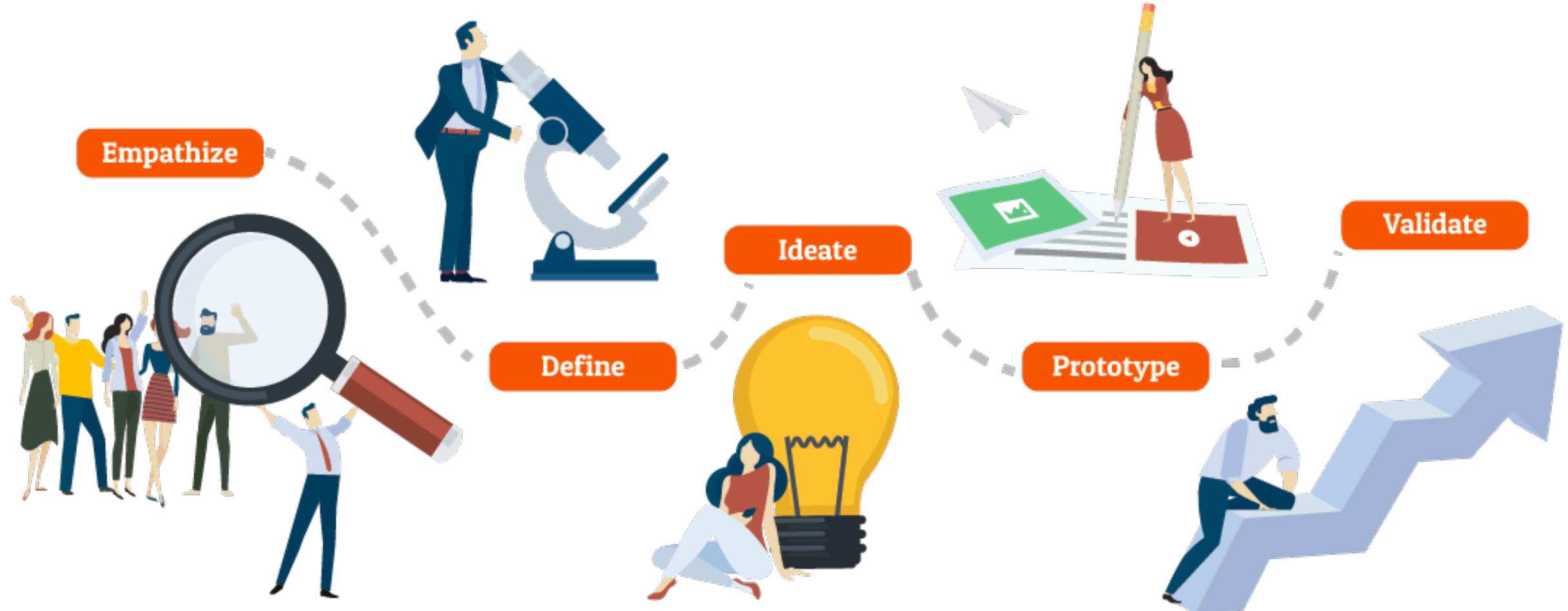
DESIGN THINKING DEFINED

“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

—TIM BROWN, EXECUTIVE CHAIR OF IDEO

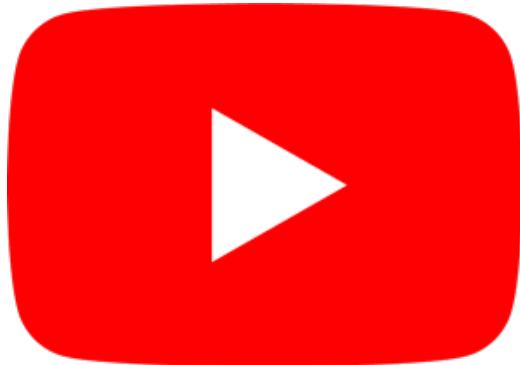
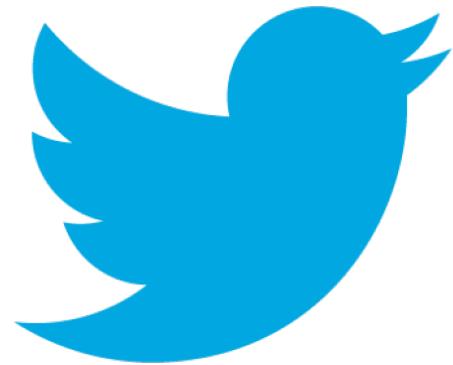
Taken from: <https://designthinking.ideo.com/>

Design thinking is an approach for developing products

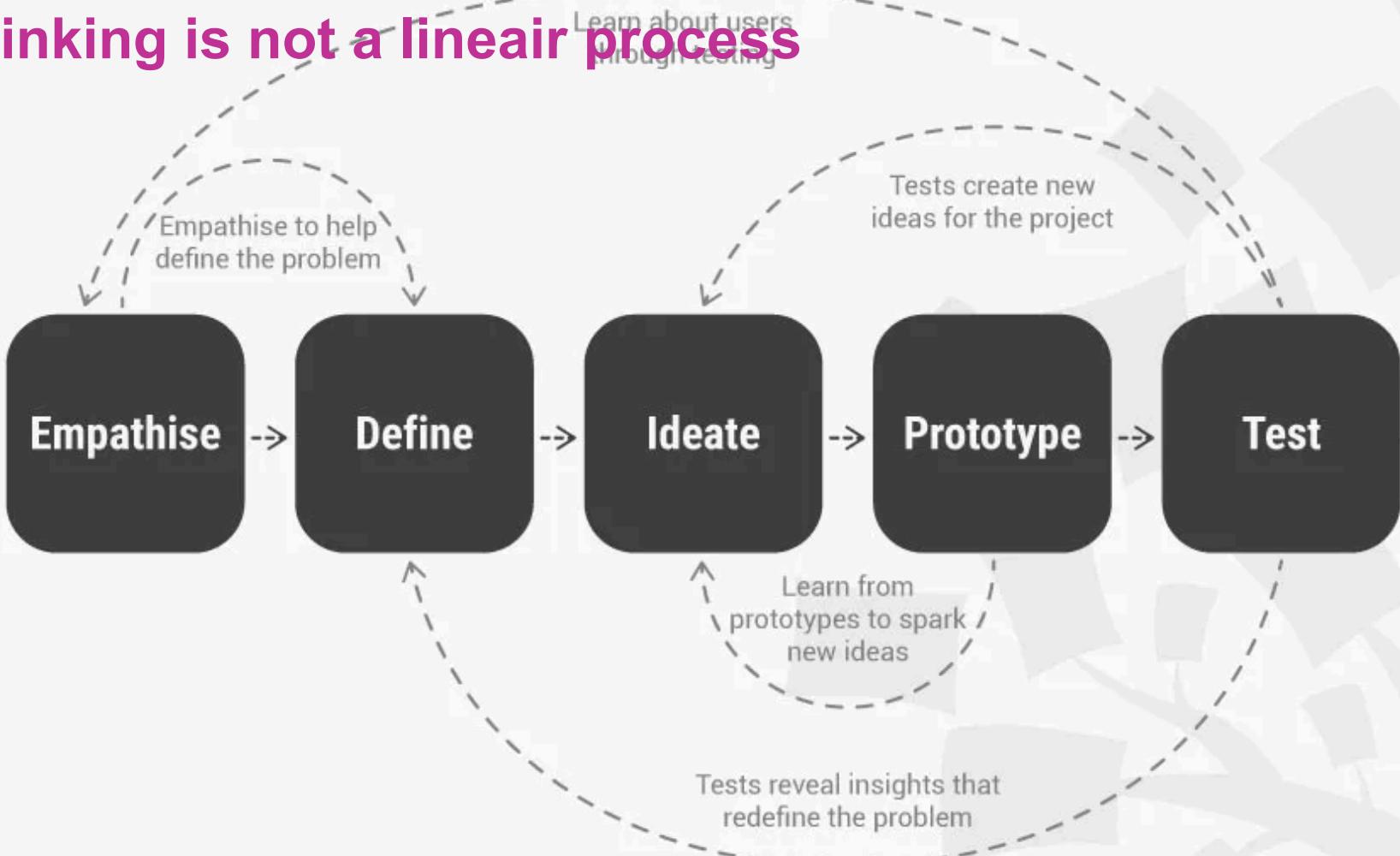


Think about these platforms for a second...

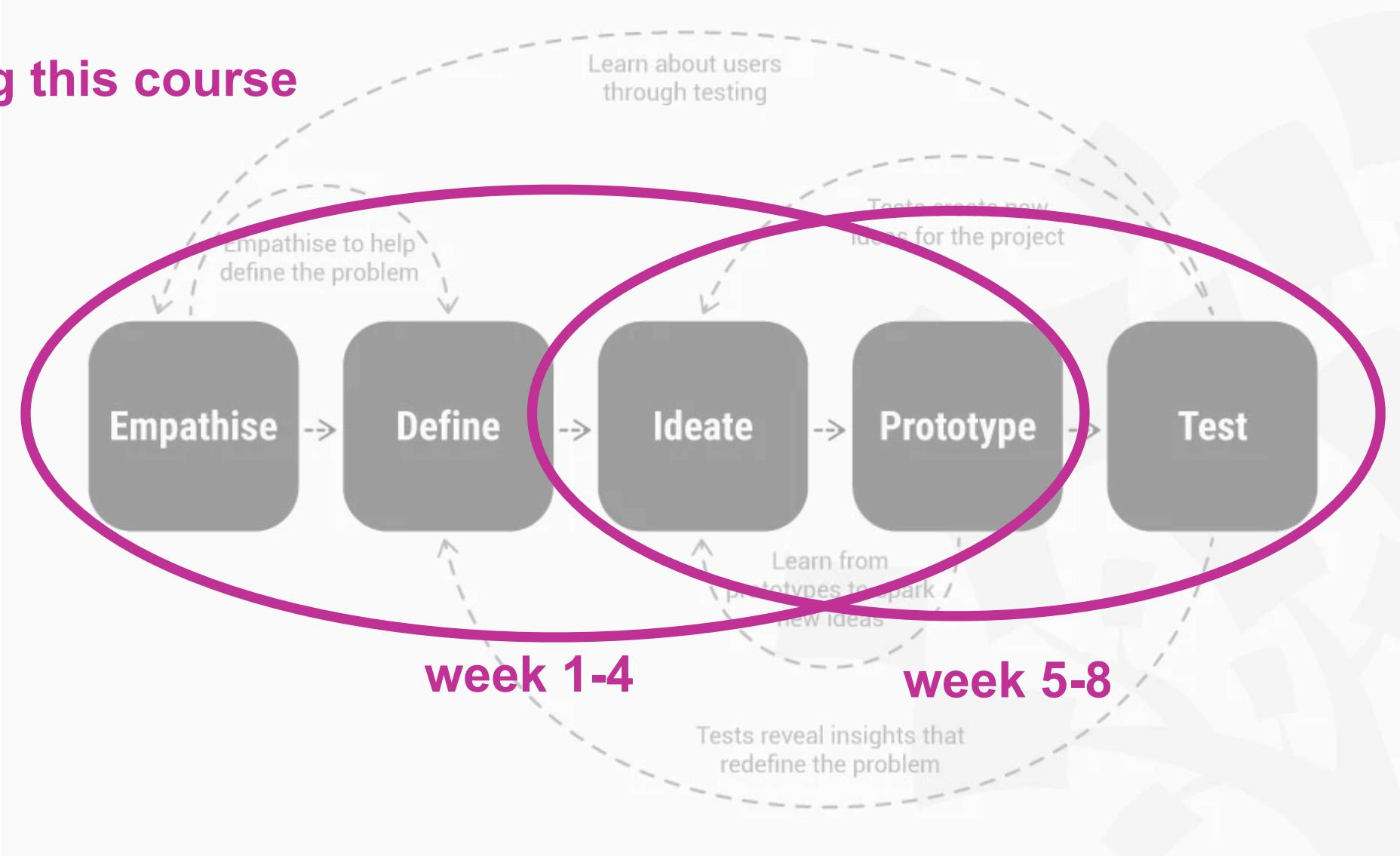
...what problem did they solve?



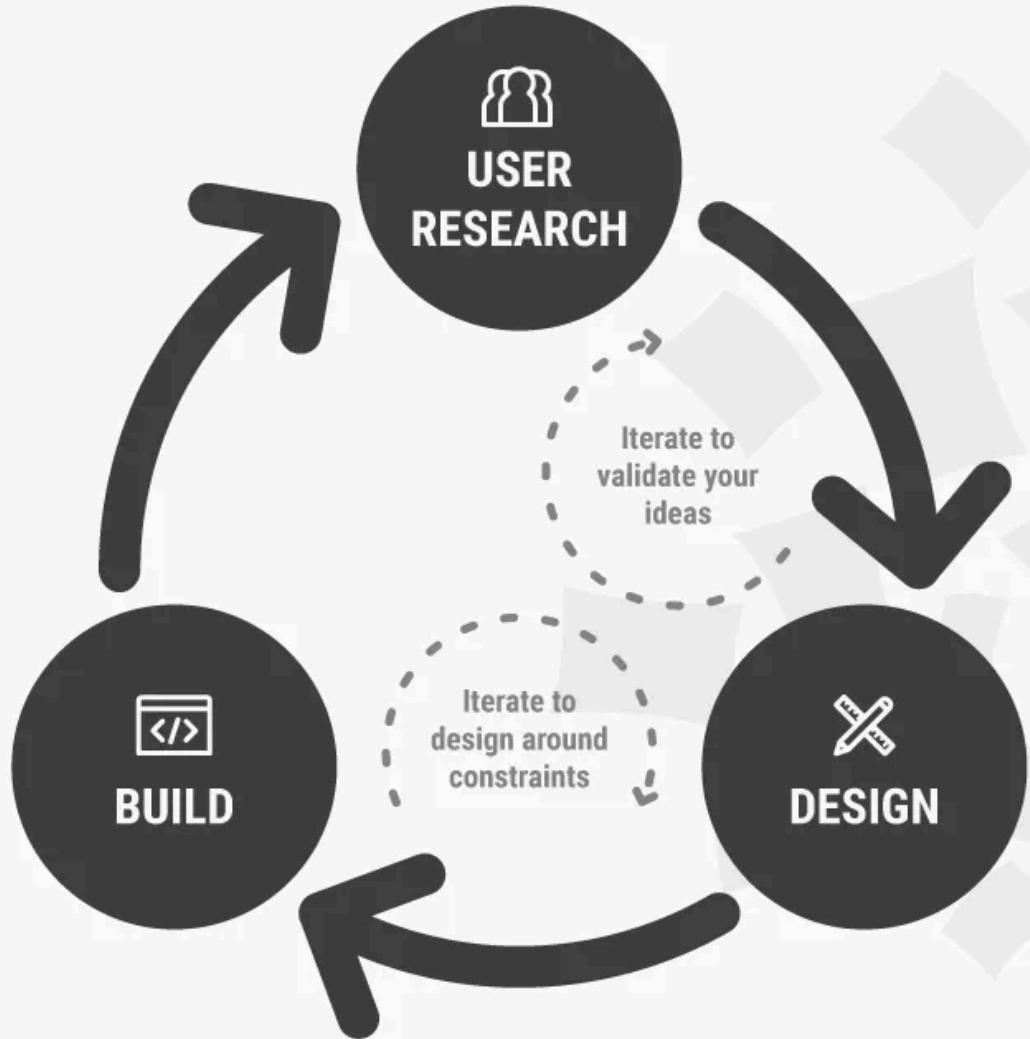
Design thinking is not a linear process



During this course

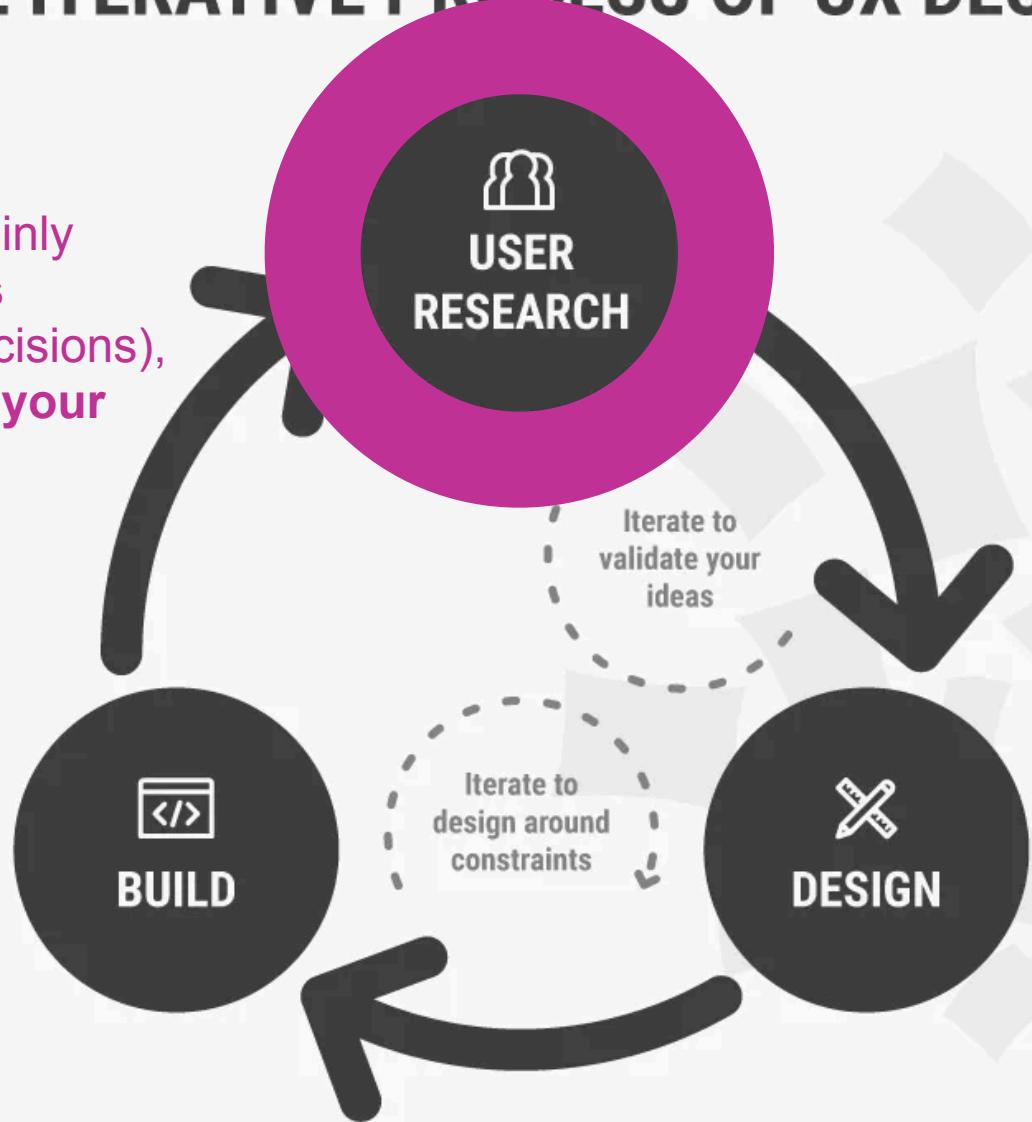


THE ITERATIVE PROCESS OF UX DESIGN



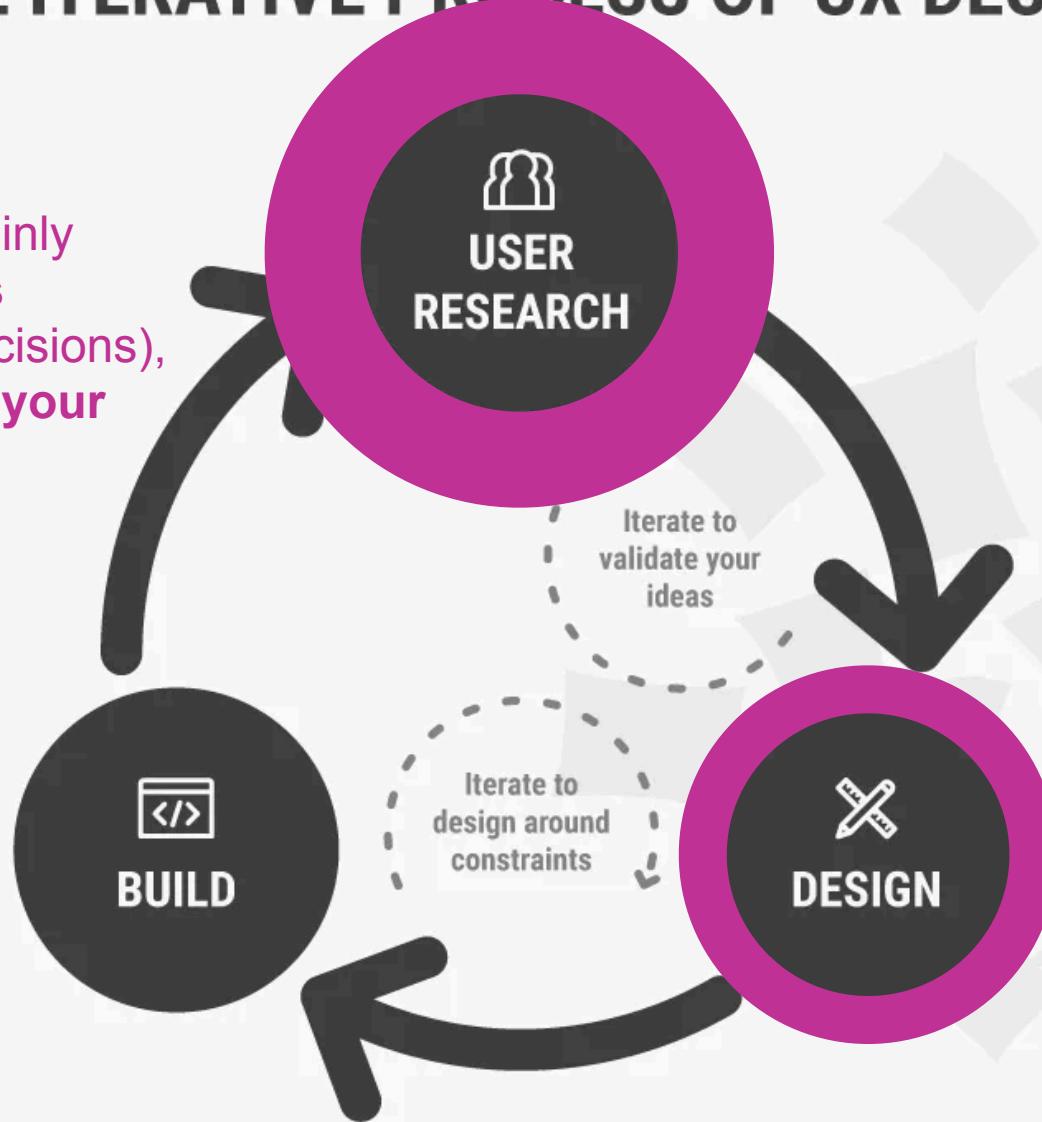
THE ITERATIVE PROCESS OF UX DESIGN

During this course we'll mainly focus on **user research** as **input for your design** (decisions), in order to help you build your application



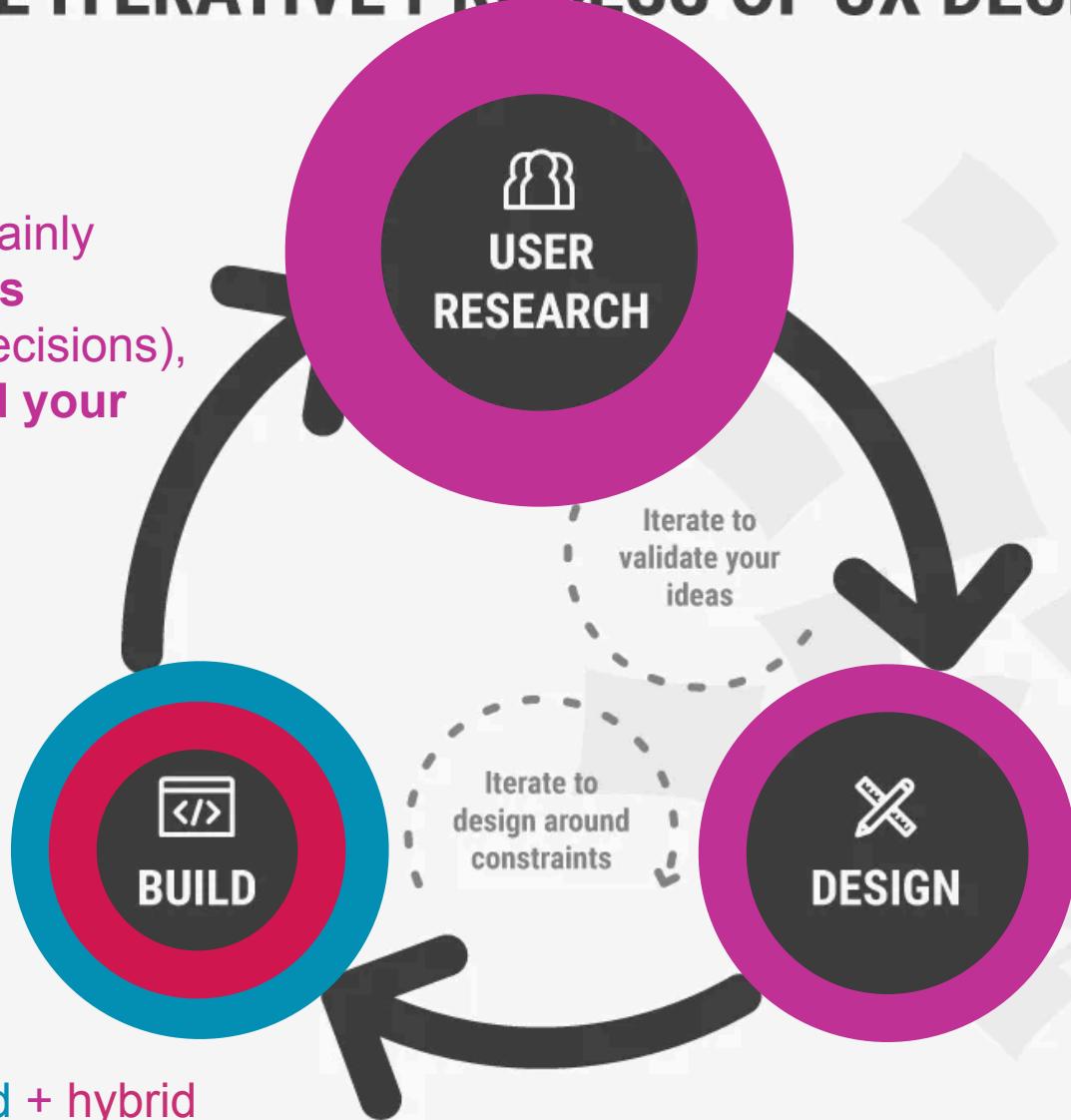
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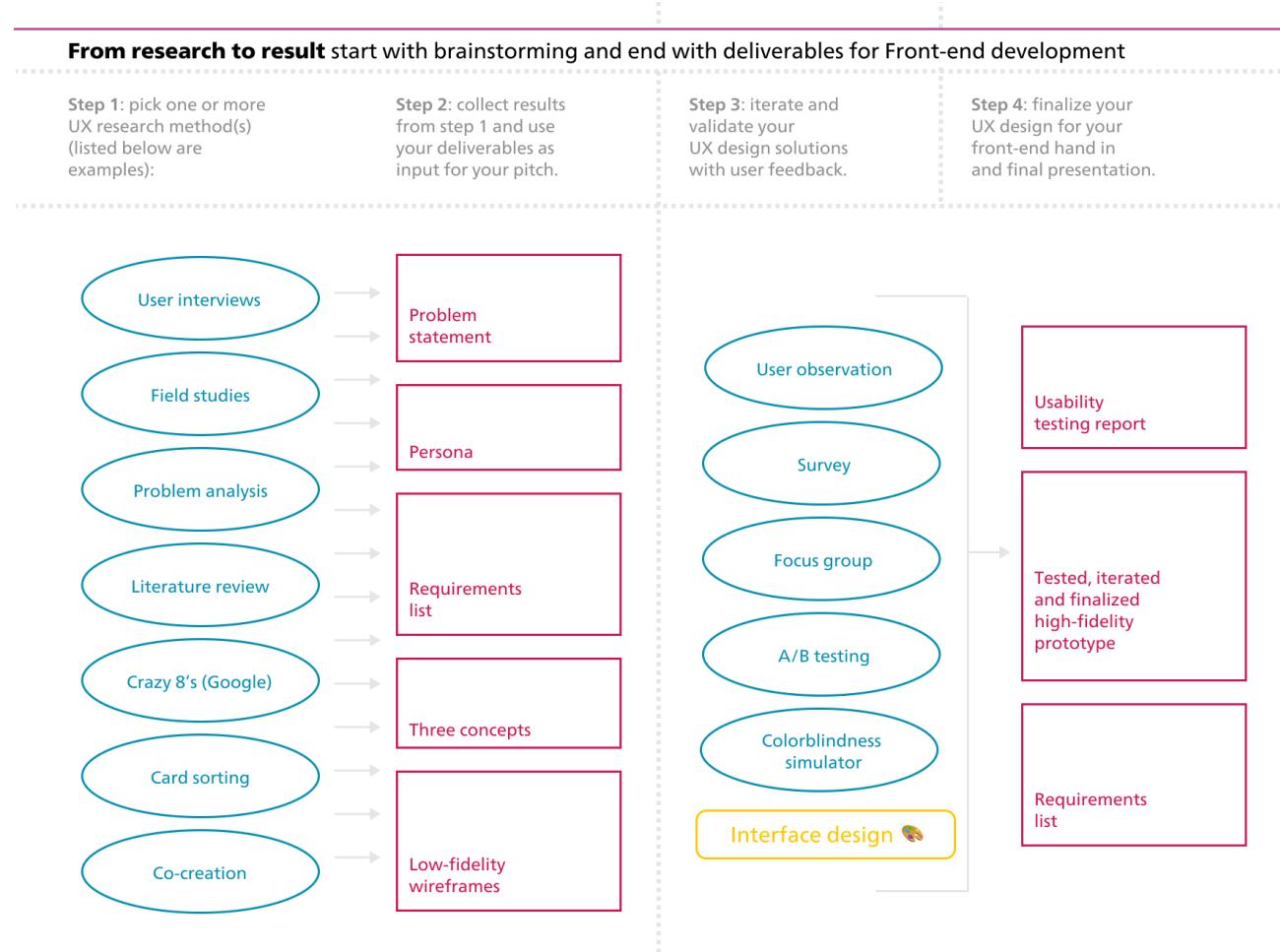


In back-end + hybrid

Part 5: User research

Doing user research

FD Research methods (check BB)



QUANTITATIVE RESEARCH



3/5

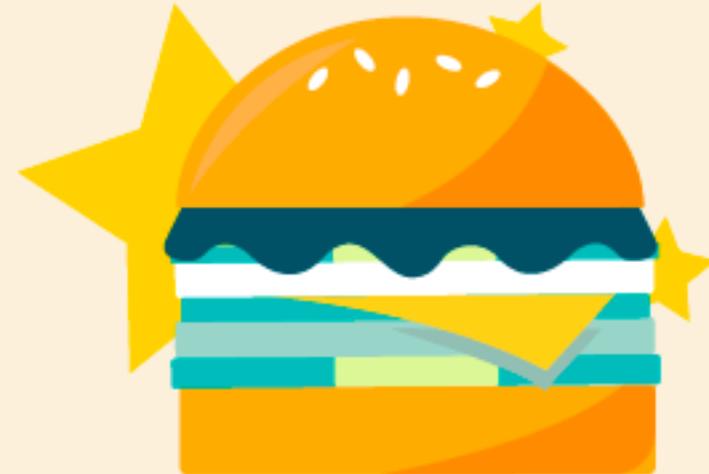


4/5

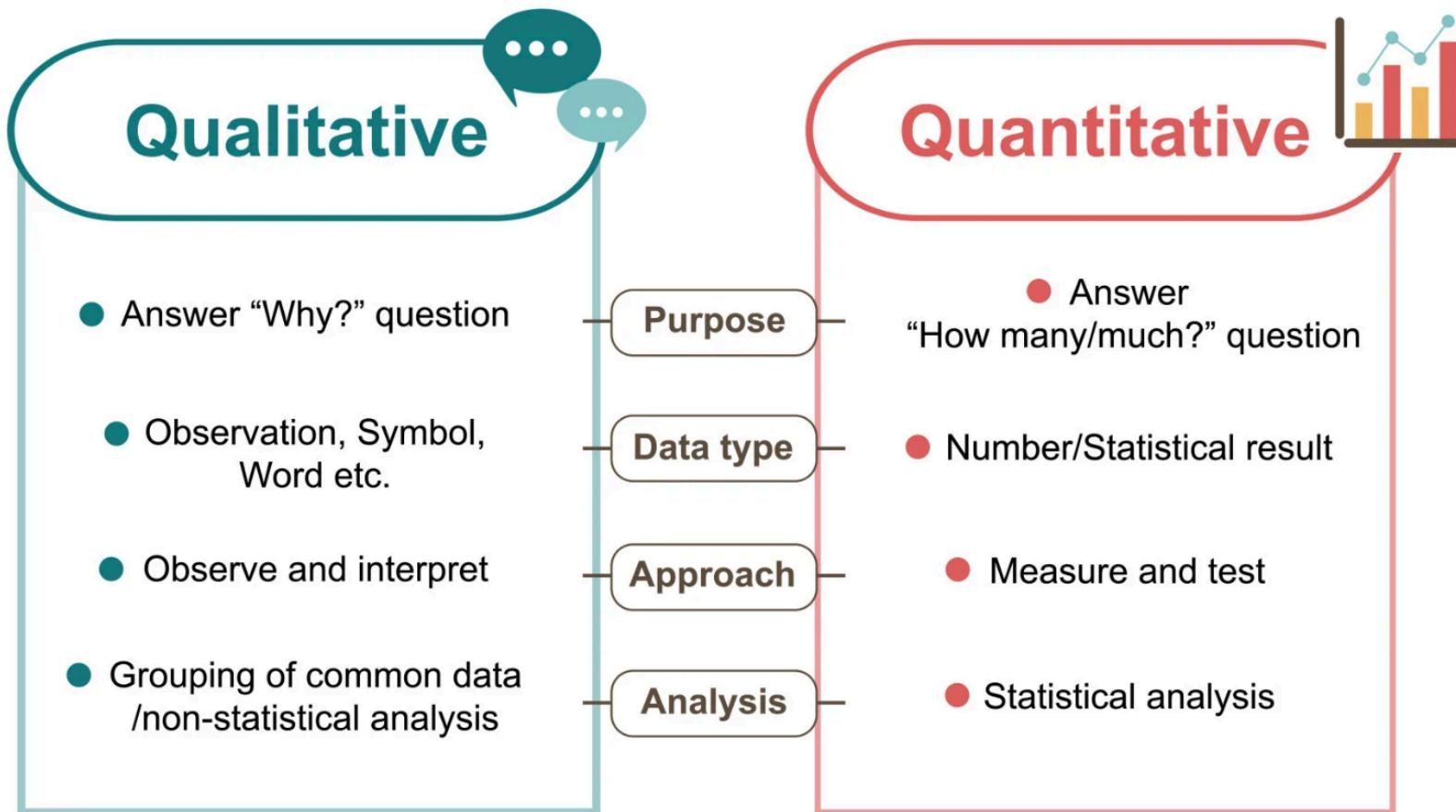


2/5

QUALITATIVE RESEARCH

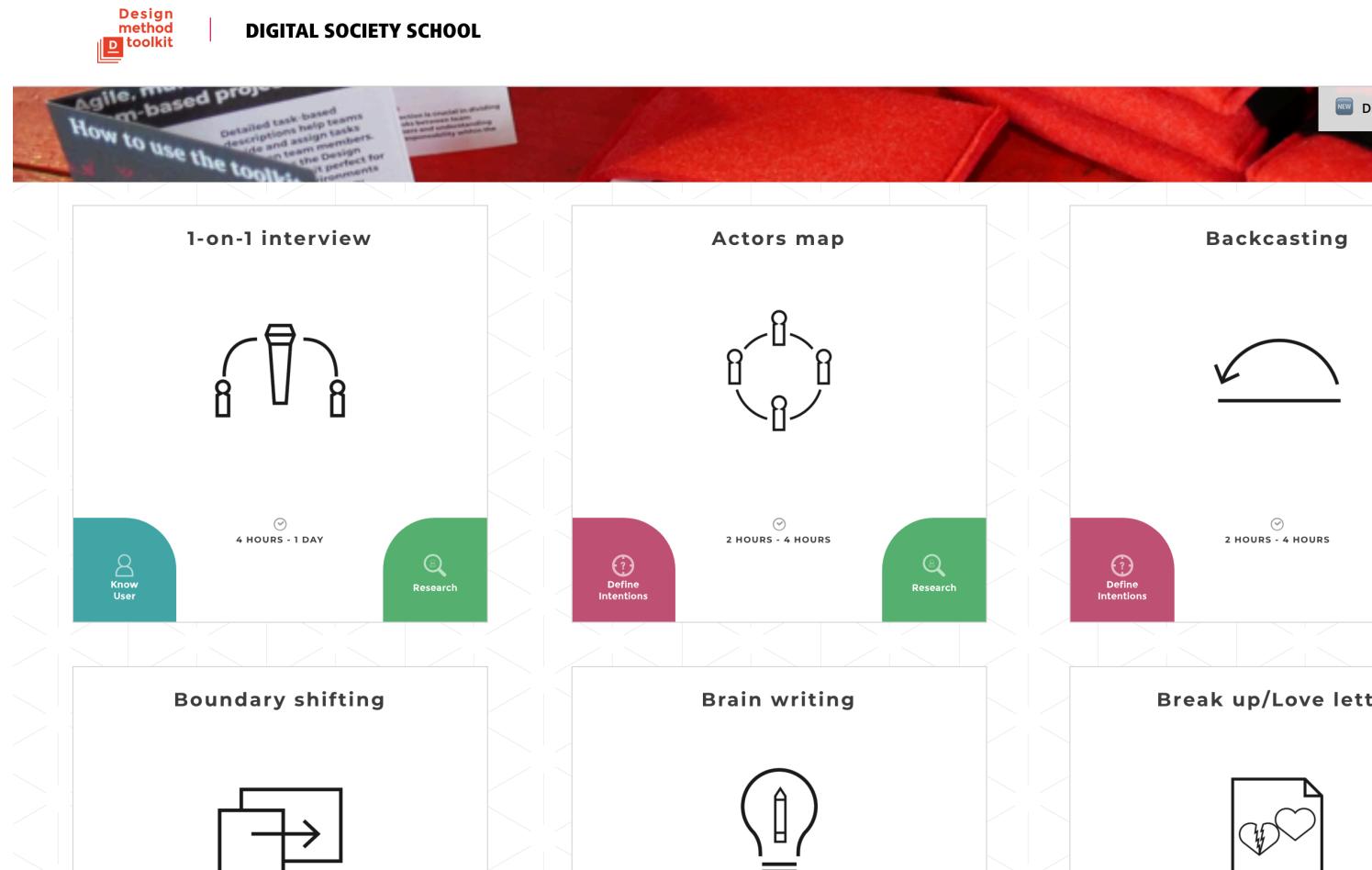


Type of research design



Qualitative research methods: USE TOOLKITS

<https://toolkits.dss.cloud/design/> (for this phase: know user)



1-on-1 interview

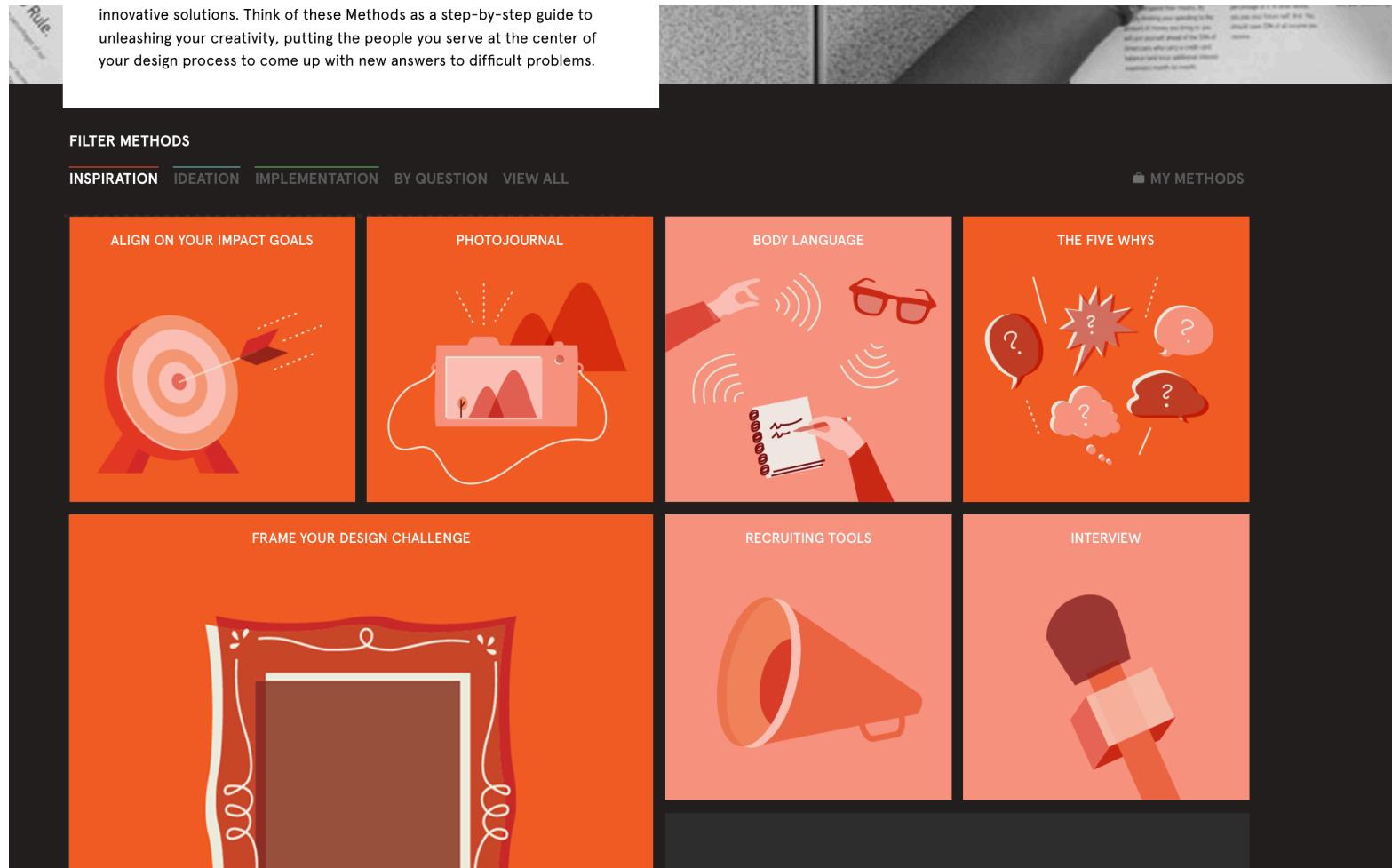
Photo safari

Collage

Day in the life

Qualitative research methods: USE TOOLKITS

<https://www.designkit.org/methods> (for this phase: inspiration and ideation)



Body language

Expert interview

Find themes

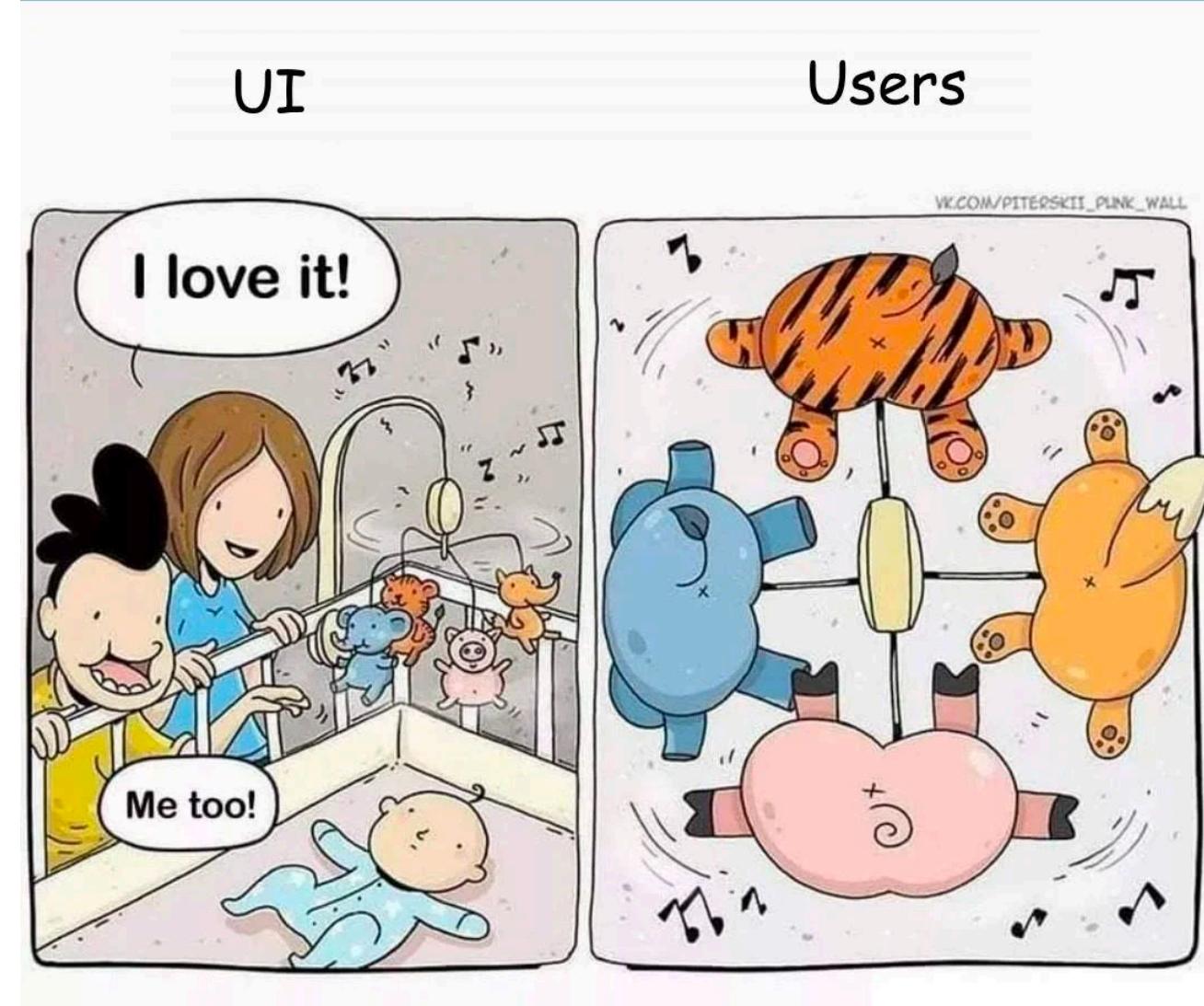
Mash-ups

What is a target audience?

The specific group of consumers most likely to want your product or service.

Game	Target Audience	Actual Audience
		
		

This is a
friendly
reminder:
**YOU ARE
NOT YOUR
USER**



Part 6: Now you start

Start working

- Find a team mate
- Enroll in a group
- Find a target group
- Figure out their problems

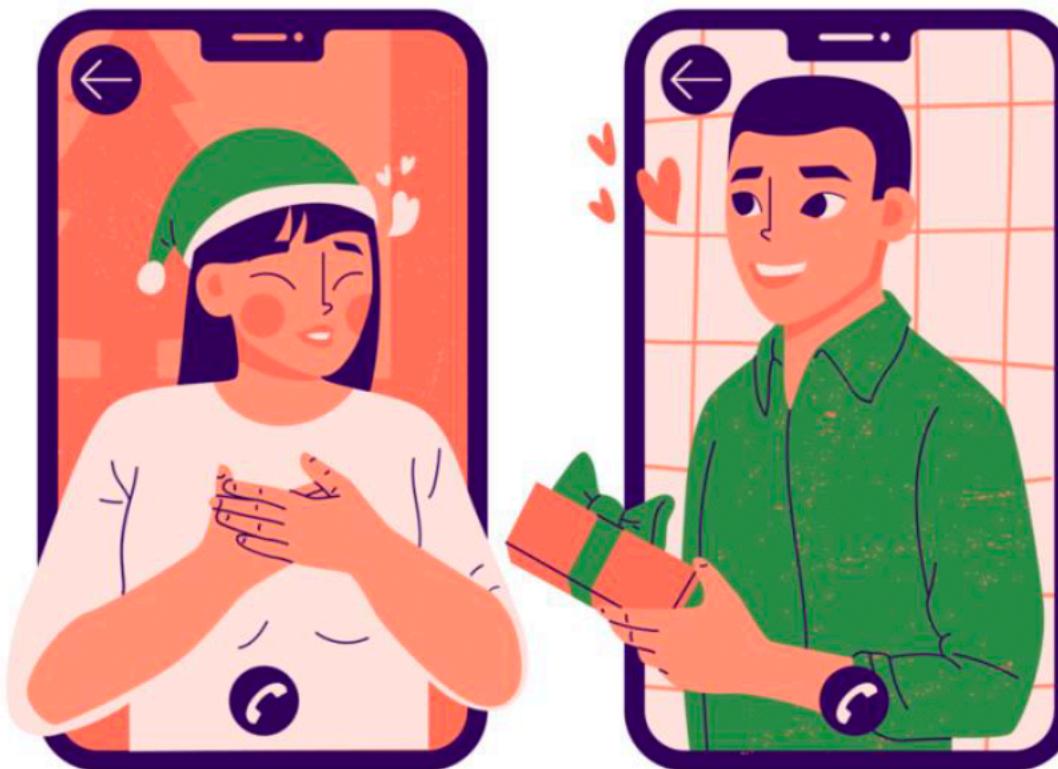


But first...

- Some inspiration

PresentPal

"Never Miss a Birthday, Always Gift with Love!"



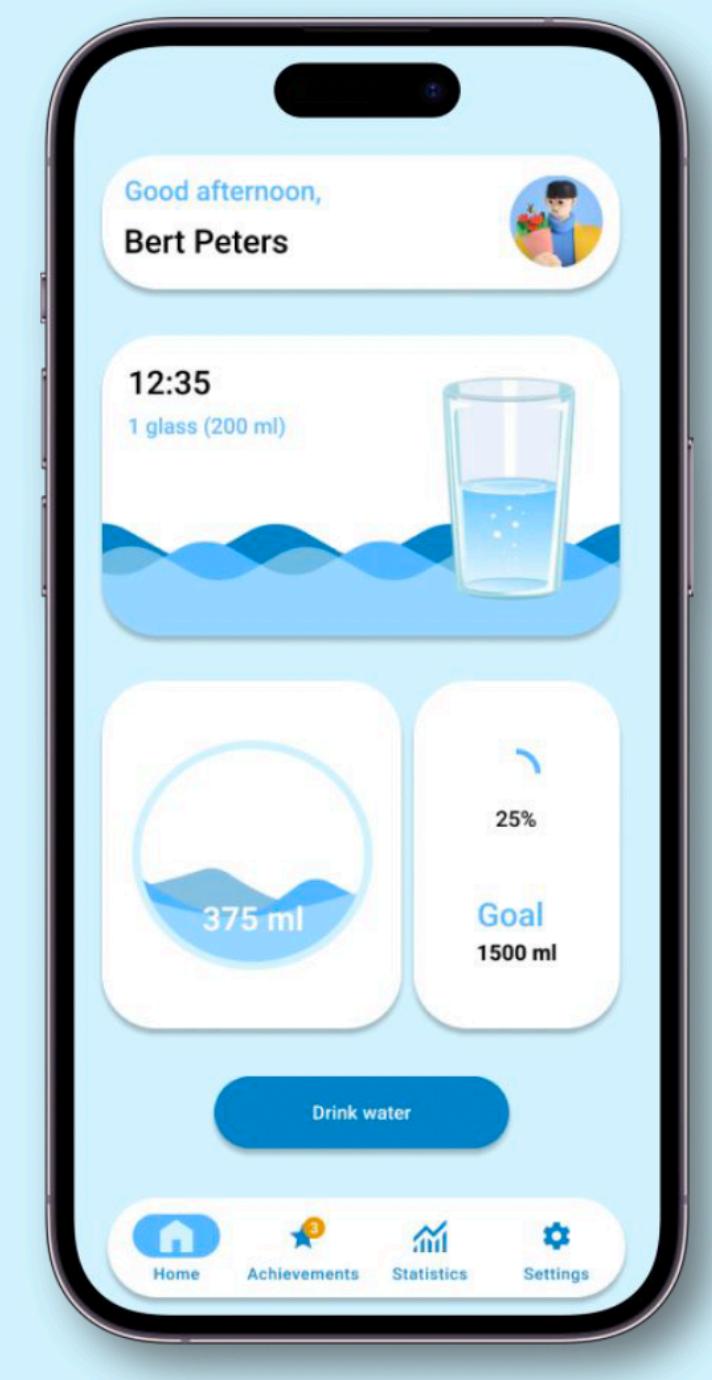


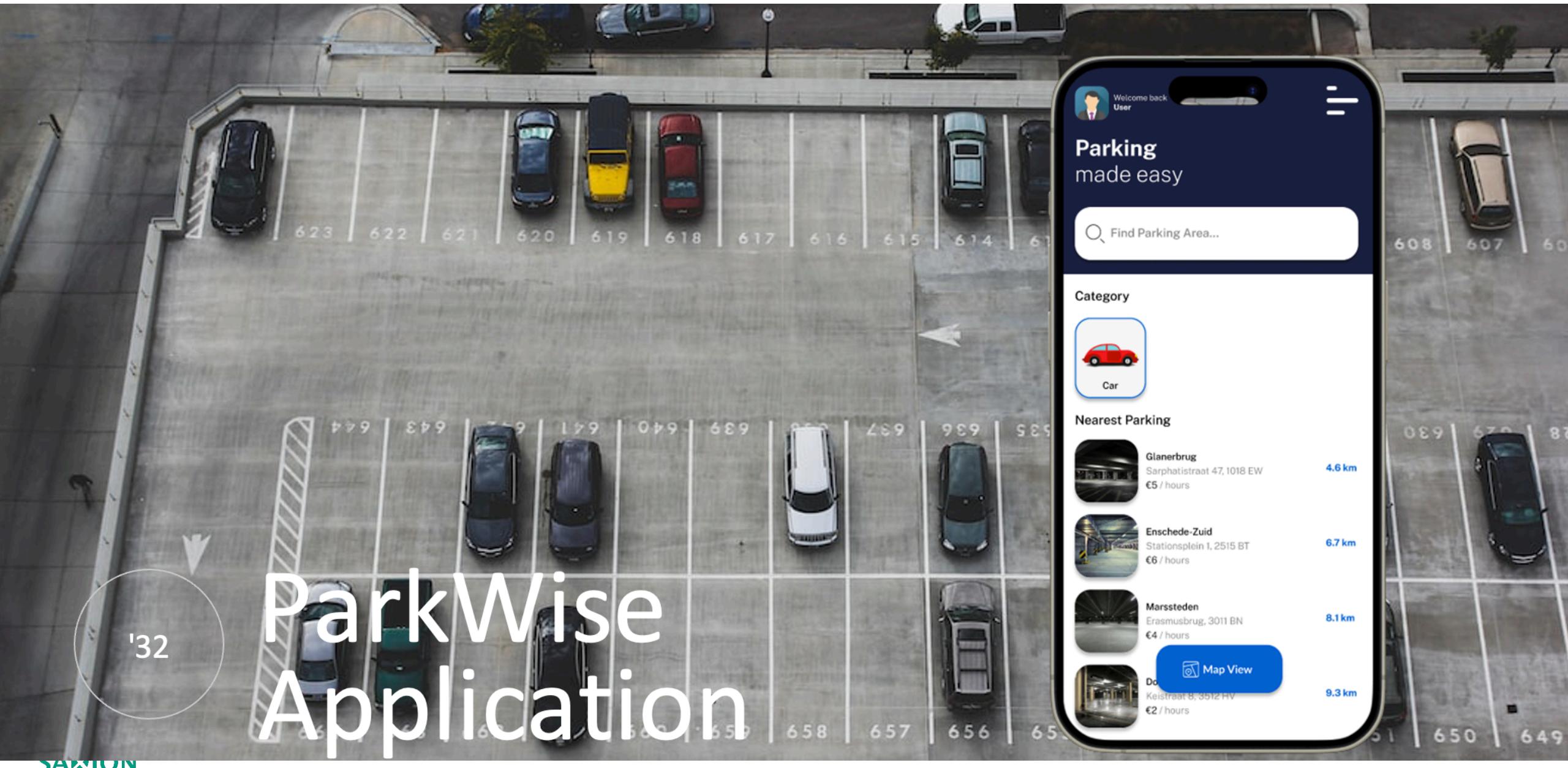
VACARIO

Your
Passport
To
Adventure!

Ready to turn
vacation dreams into reality?







Start working

- Find a team mate
- Enroll in a group
- Find a target group
- Figure out their problems



What to do for the next session?

- Are you enrolled to a Design Essentials group?
- Make sure Figma (educational account) is installed on your computer
- **Bring your problem statement**
- Make a start on your persona

DO NOT FORGET: Don't delete anything, save all your research (you will need it for referencing!)

This will lead to a thoroughly researched prototype

- Research means referencing
- You don't use references? You will get an insufficient grade!
- Use either APA or IEEE
- Good to practice for your graduation project

Pro-tip: check BB > DE > Extra materials

 [DE Research Methods](#) ✓ A↓

Enabled: Statistics Tracking

 [Week 1: introduction to UX research](#) ✓ A↓

Welcome! During this week you'll focus on identifying a problem definition for your target group.

Resources for your assignment

- Design challenge [generator](#) (if you need help with brainstorming ideas)
- Learn [what's being Googled on answerthepublic](#) in relation to your target group
- Inspiration for extremely well-designed UI's on [Awwwards](#)

User research methods for discovering your user's needs and wishes

- Exploratory such as [user interviews](#), [diary studies](#) or [field studies](#)
- (or choose your own from [IDEO toolkit](#) or [Digital Society School](#))
- Team workshops such as [problem-framing](#) or card sorting



**Need to learn Figma? Look at
blackboard. Or search for tutorials
and cheat sheets! They will make
your life easier.**