

Design for User Experience

Mondays, 4:00-10:00pm
Brown 413

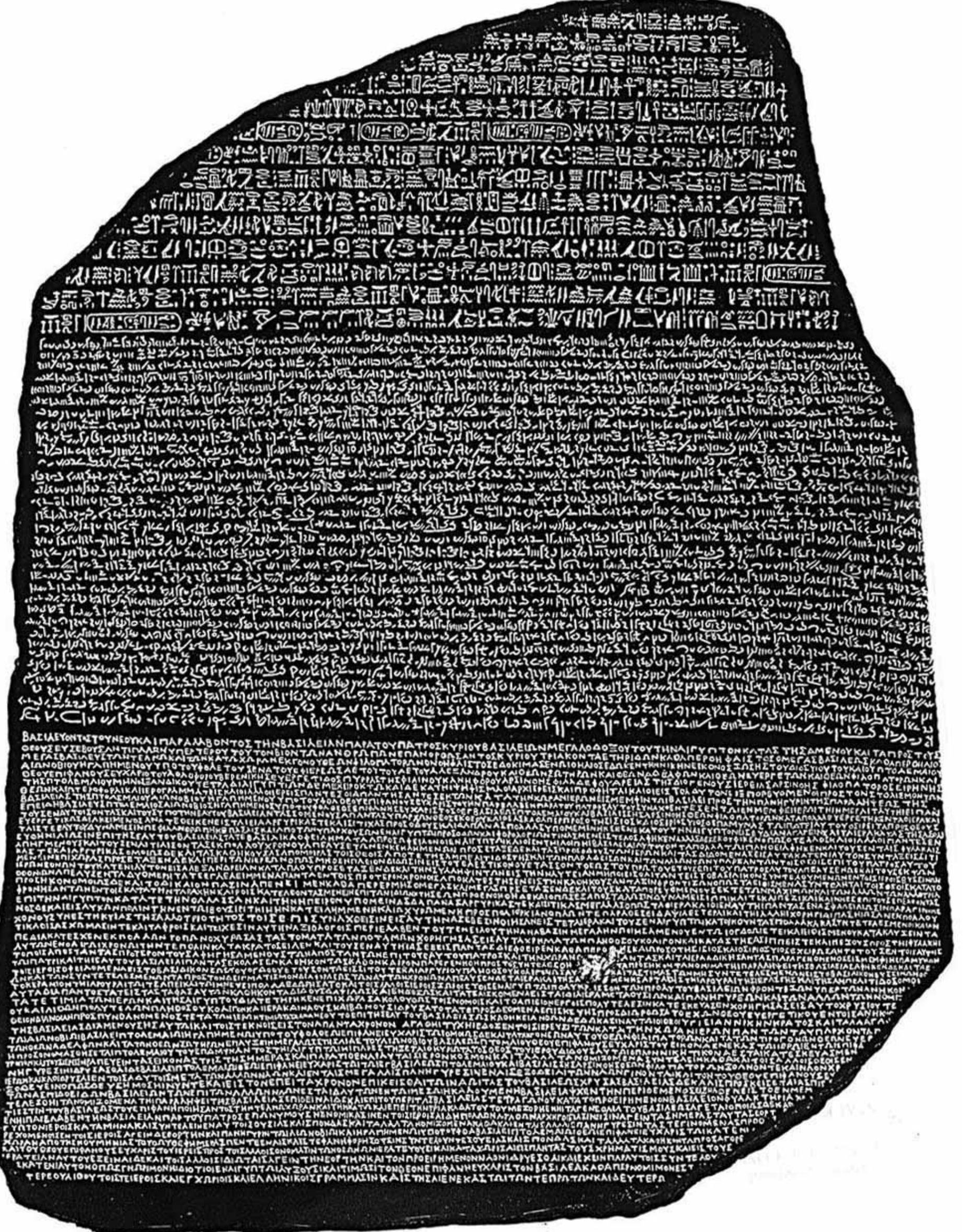
In this course, explore the process for developing digital products that serve users' needs. Students will prototype screen-based experiences that are empathetic to the needs of the end user. Students will develop design concepts that mediate relationships between people and products, environments, and services. Key concepts might include content strategy, navigation structures, usability principles, personas, and wireframes.

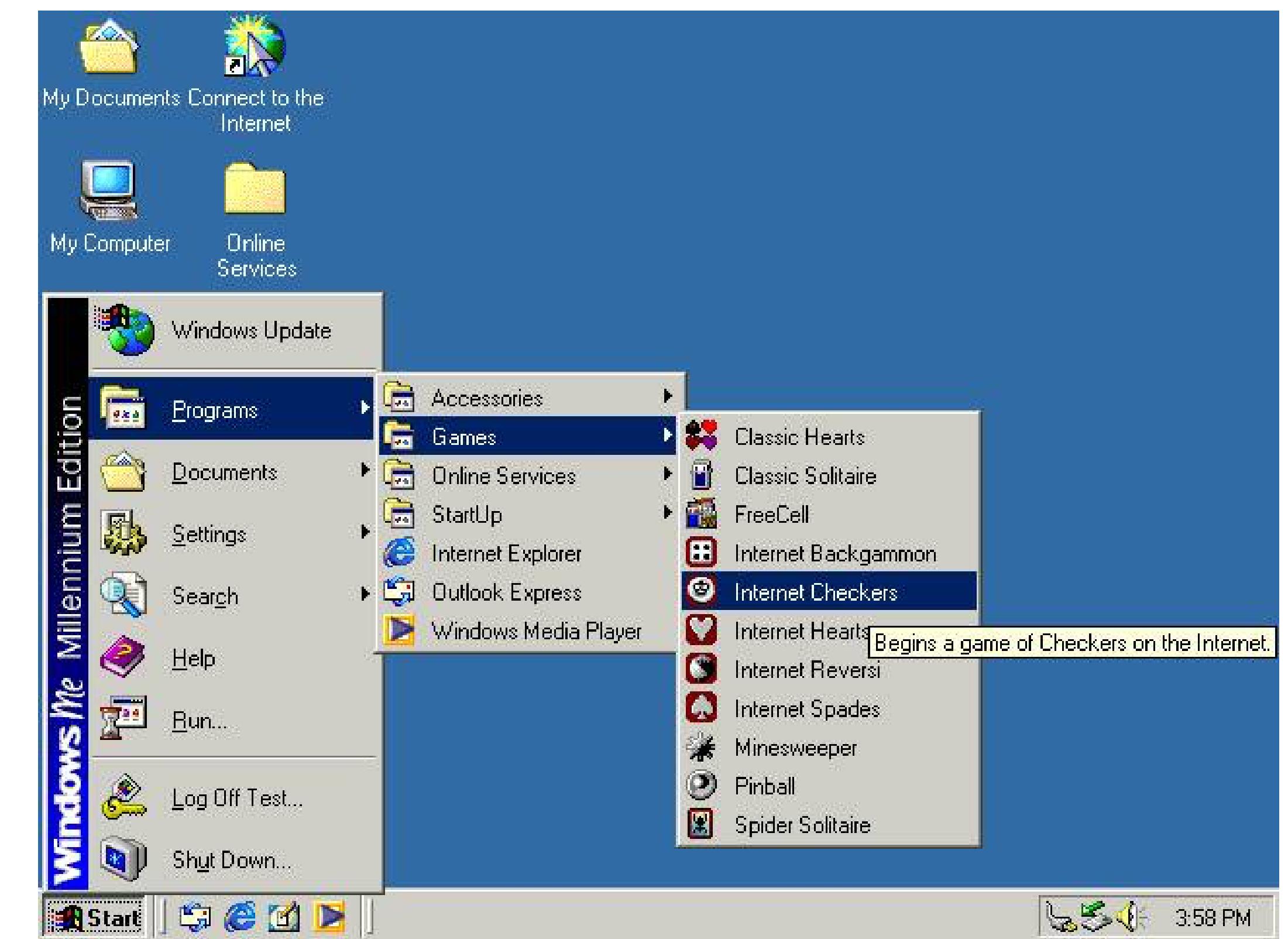
What is an
interface?

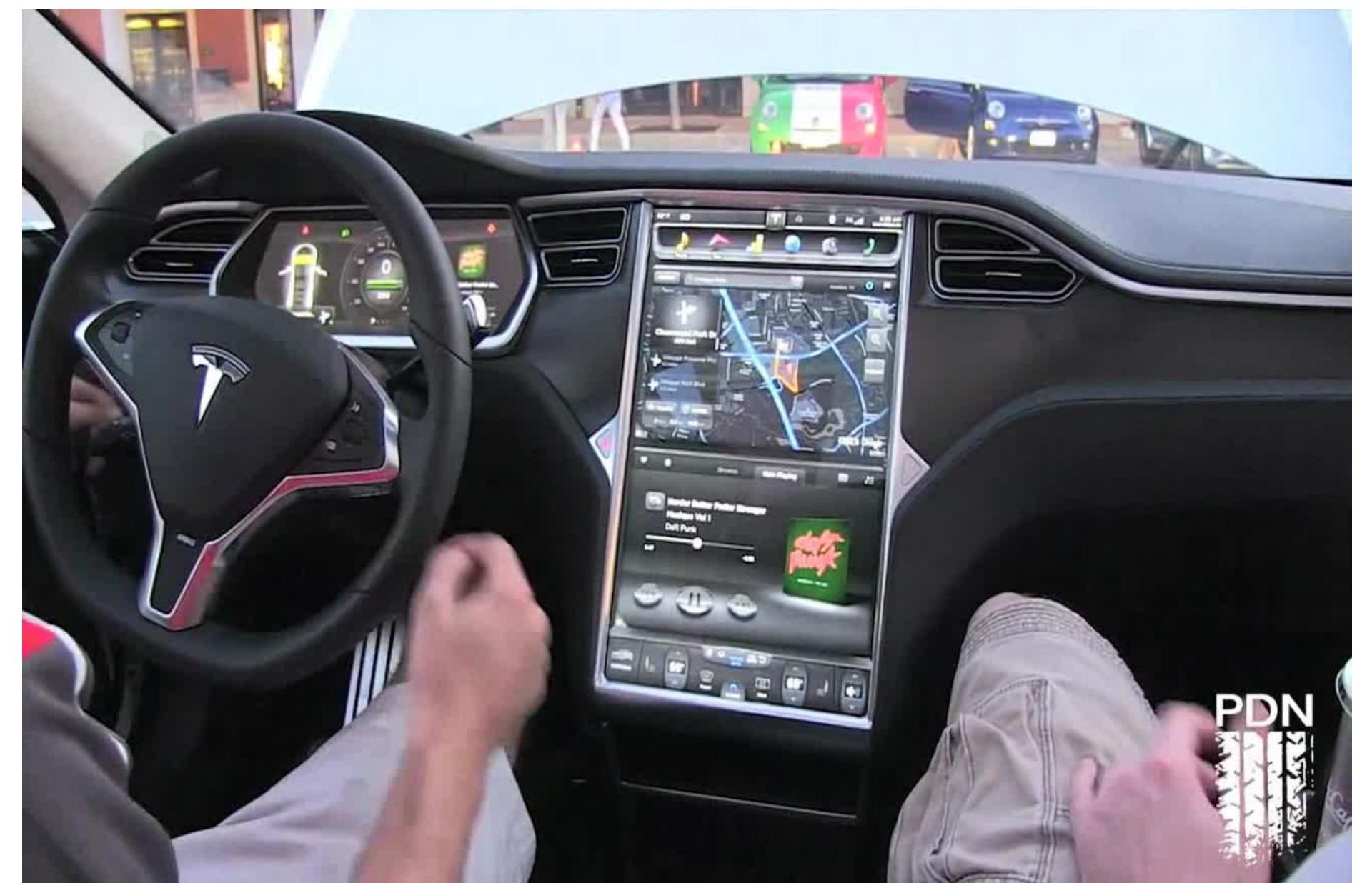
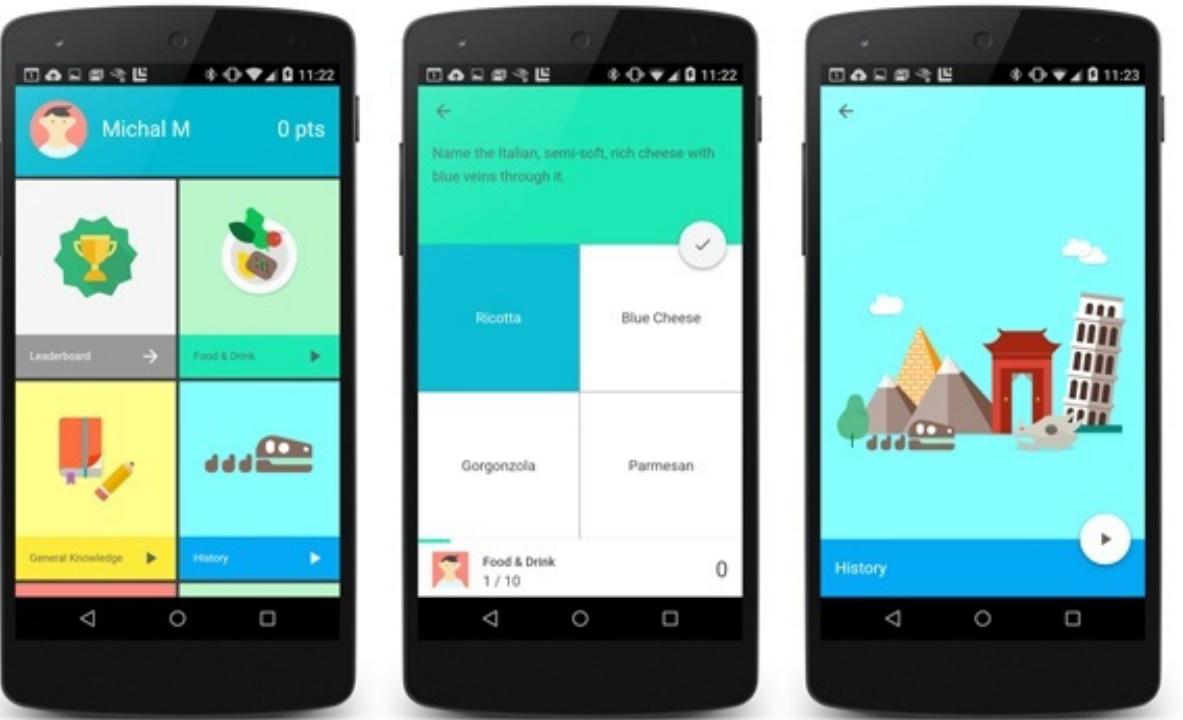
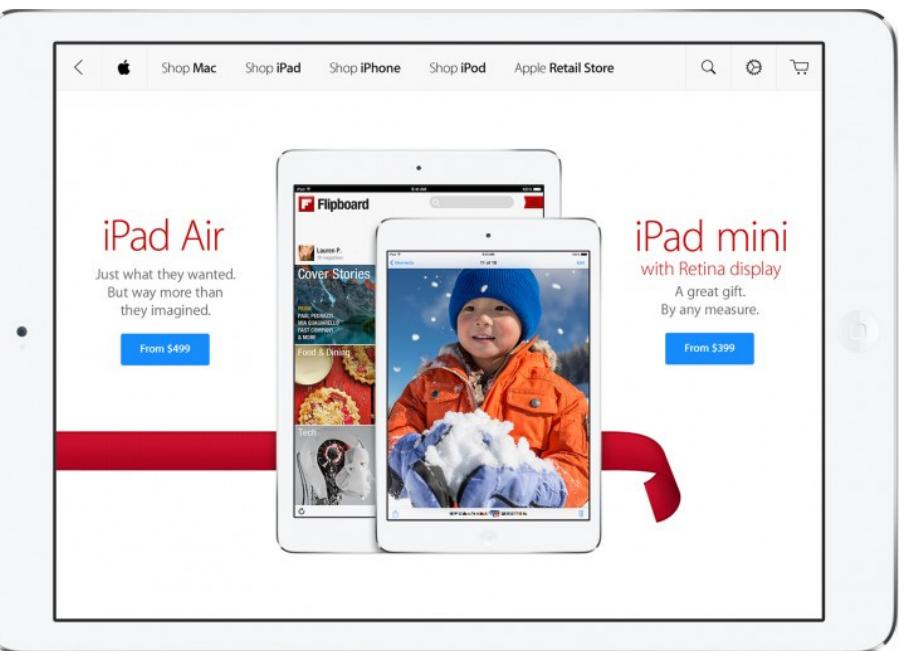
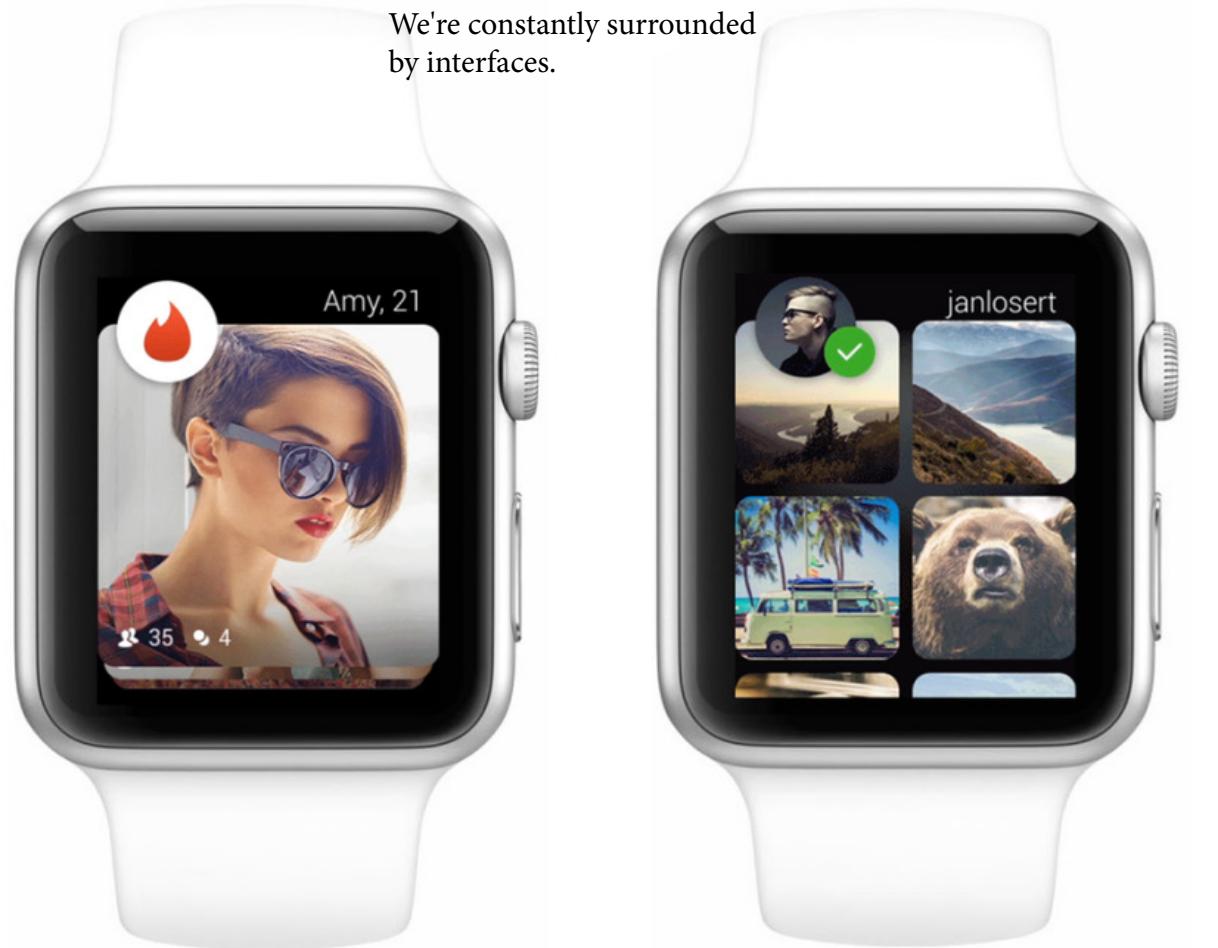
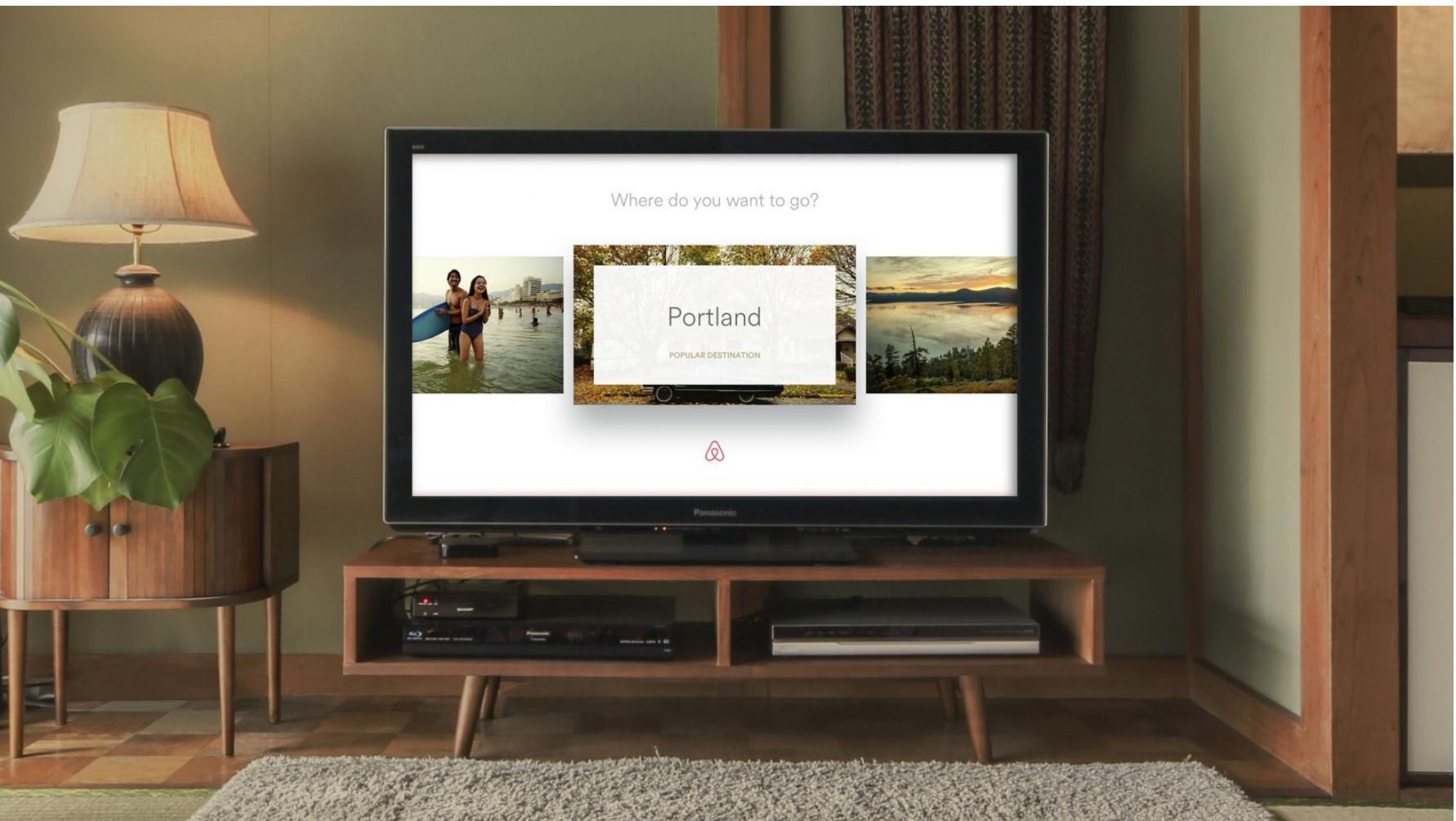


“Whatever ‘lies between’ is called interface, whatever allows us to link two different elements, to reconcile them, to put them into communication.”

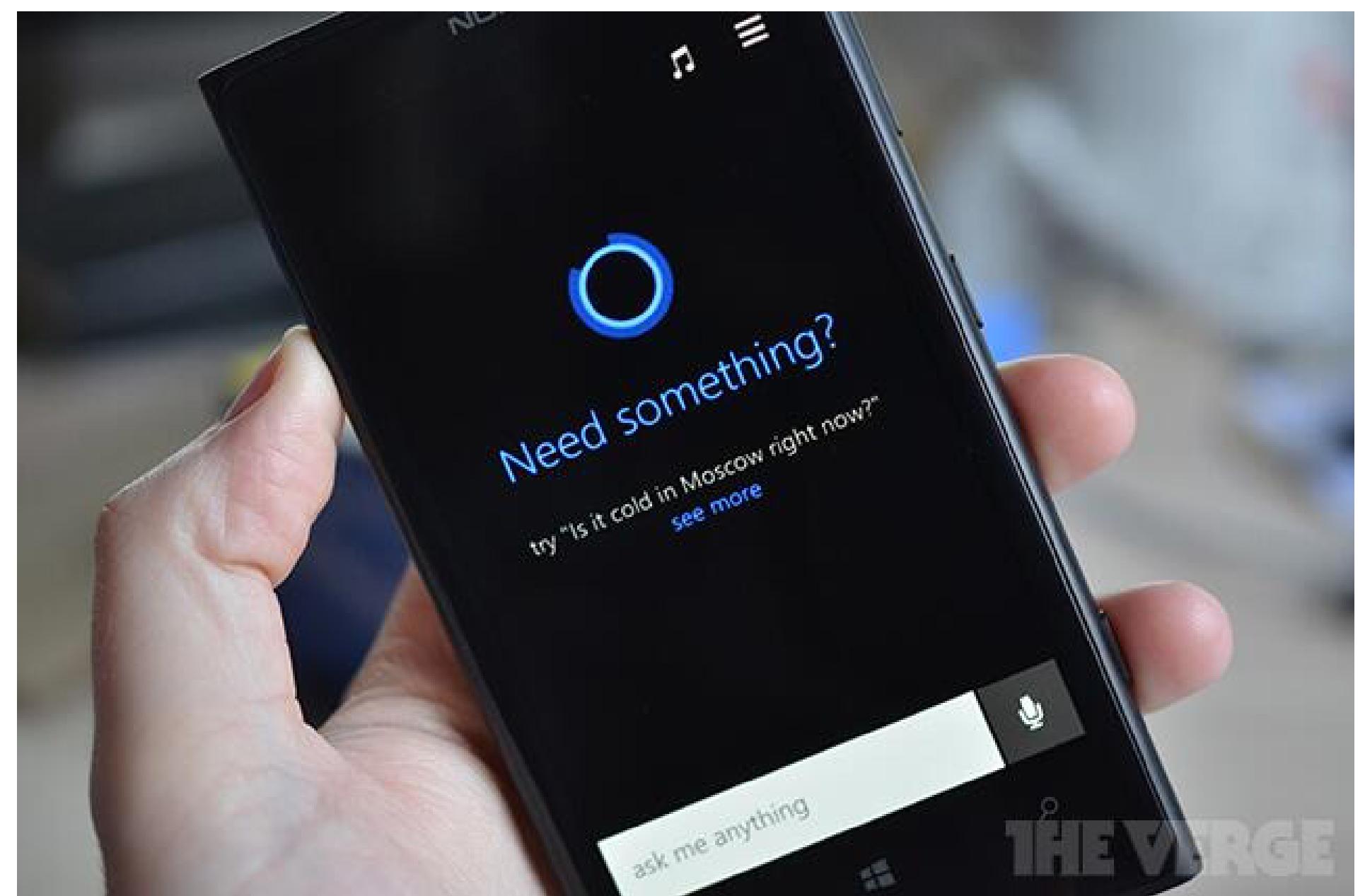
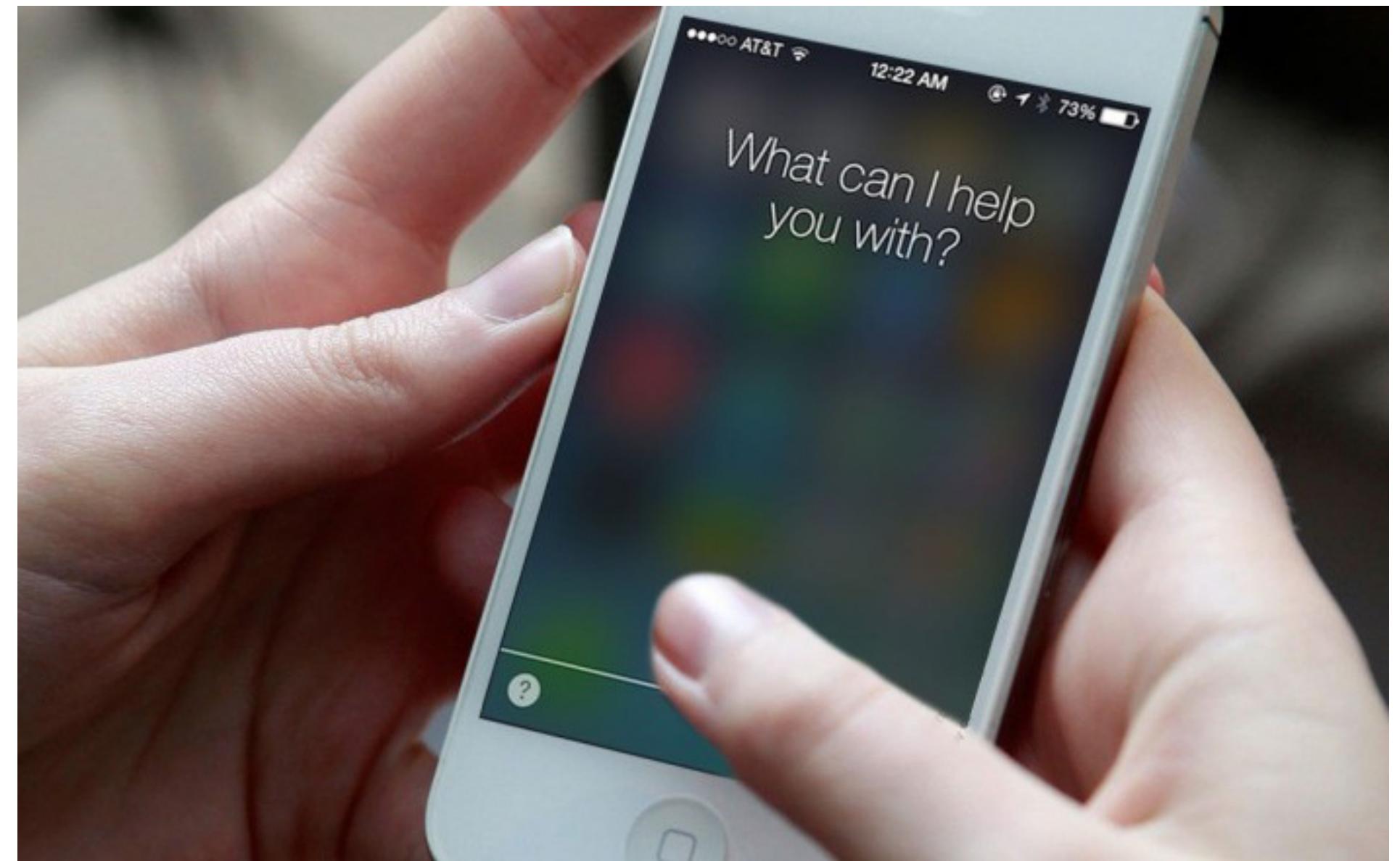
–Giancarlo Barbacetto
Design Interface (1987)





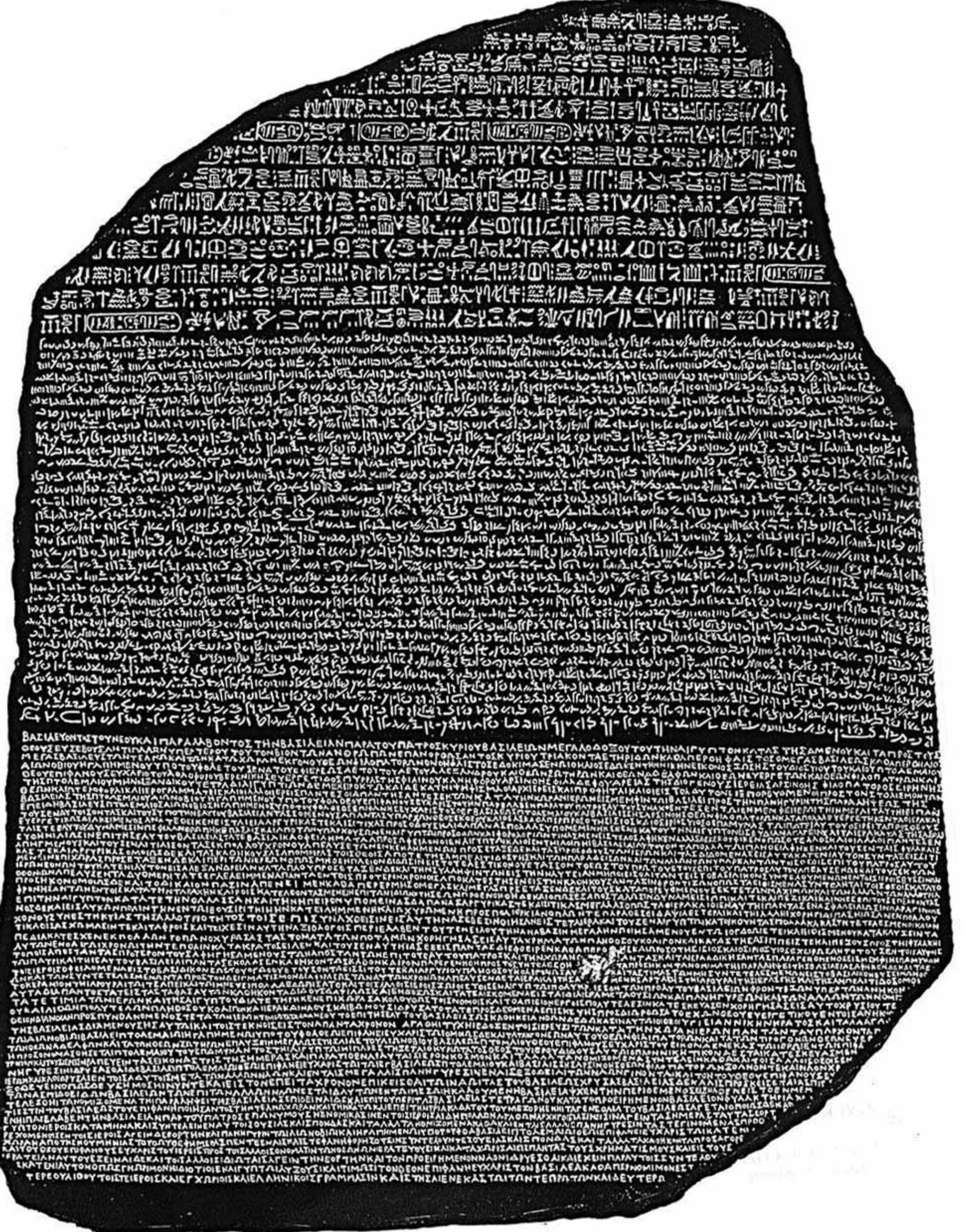


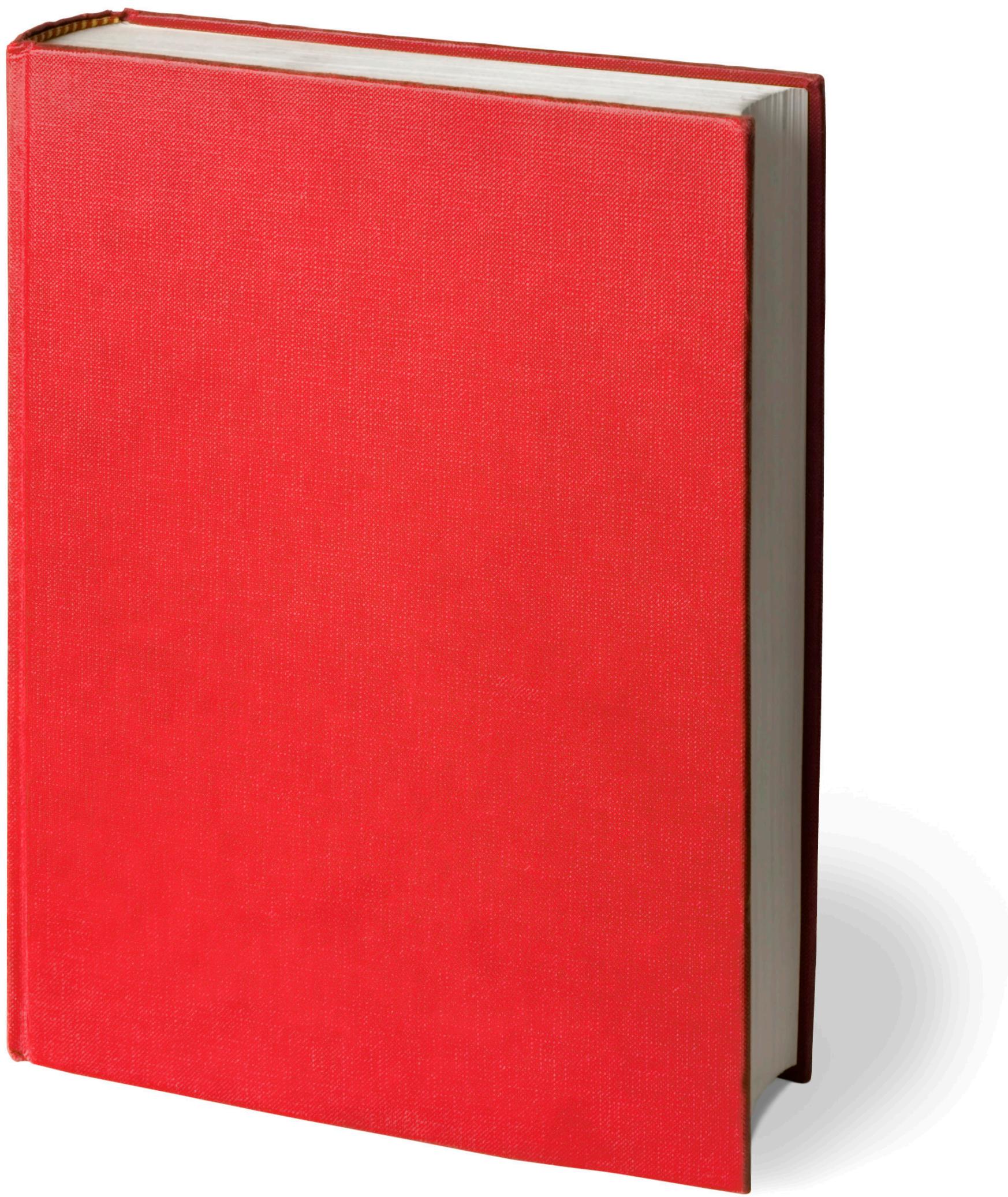
We're constantly surrounded by interfaces.



“Whatever ‘lies between’ is called interface, whatever allows us to link two different elements, to reconcile them, to put them into communication.”

–Giancarlo Barbacetto
Design Interface (1987)





All graphic design
is interface design.

So. . . .

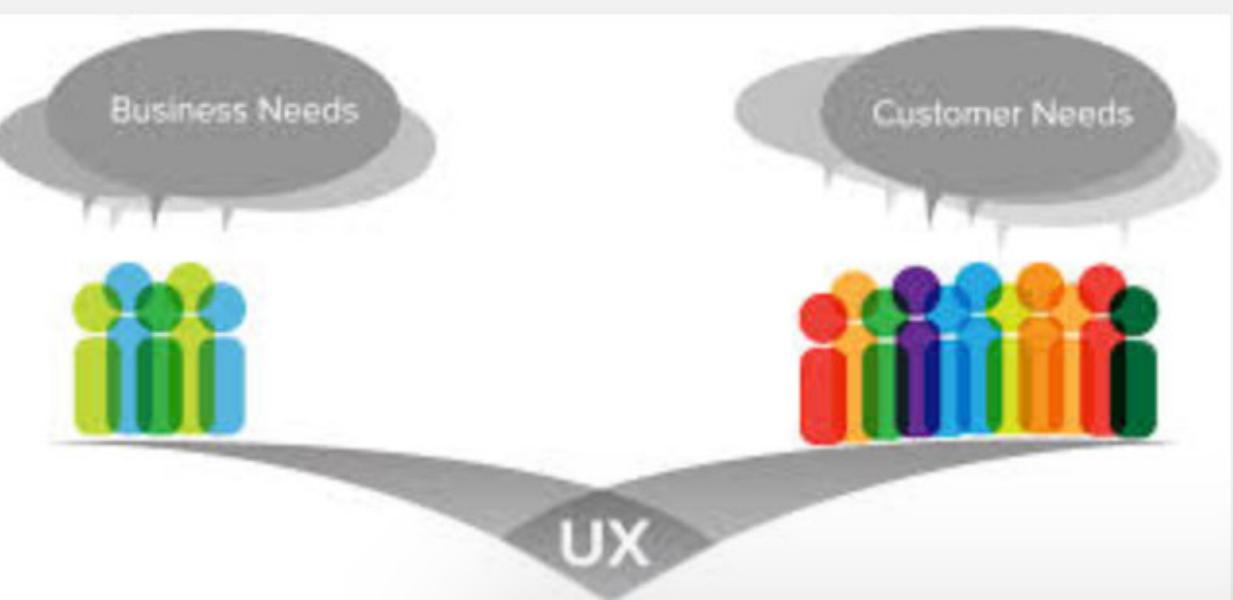
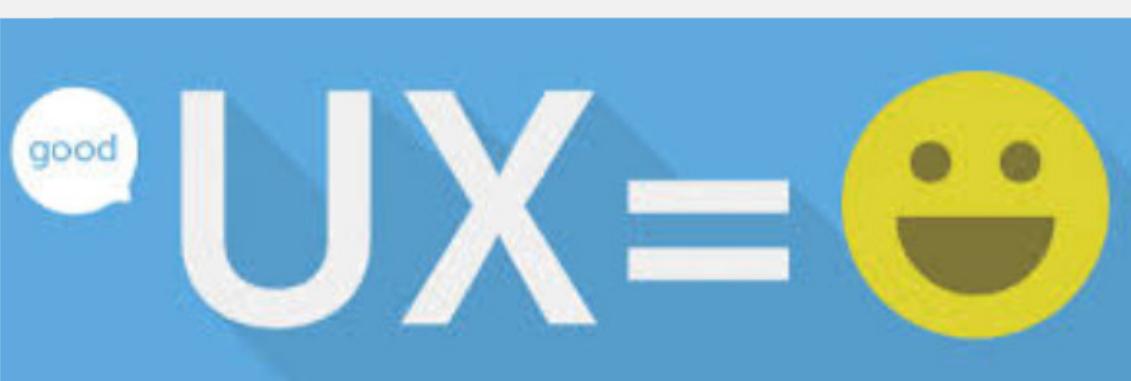
What is “user
experience”?



6-layer breakdown of user experience:



Where do my UX problems stem from? Is it something in the **visual design**, or could there be something missing in my understanding of the **audience needs**?



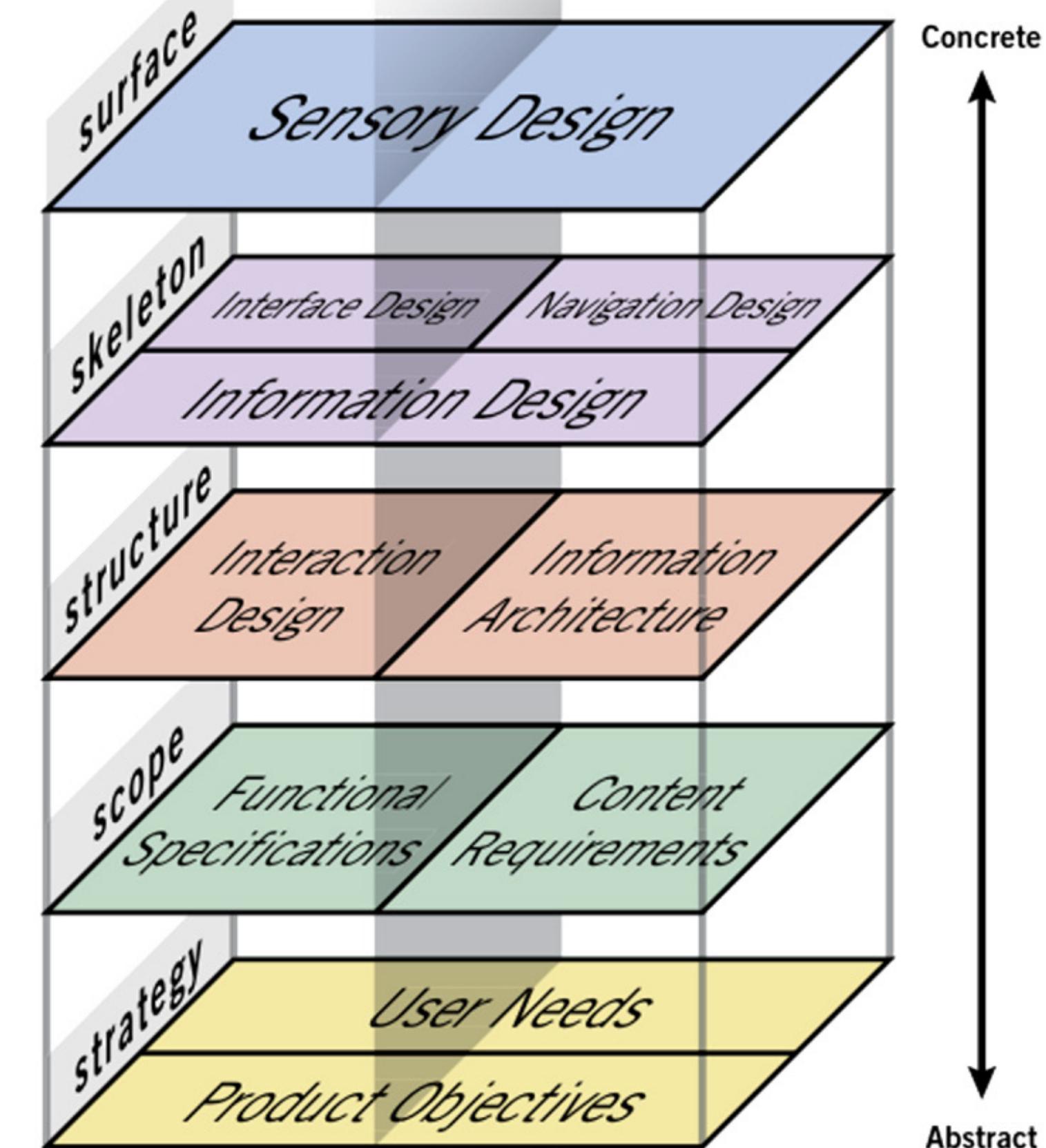
“the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.”

aesthetics
interaction
feeling

+
particular audience
=
user experience

Jesse James Garrett (2002)

product as functionality | product as information



What is the interaction?

What is the user/customer flow?

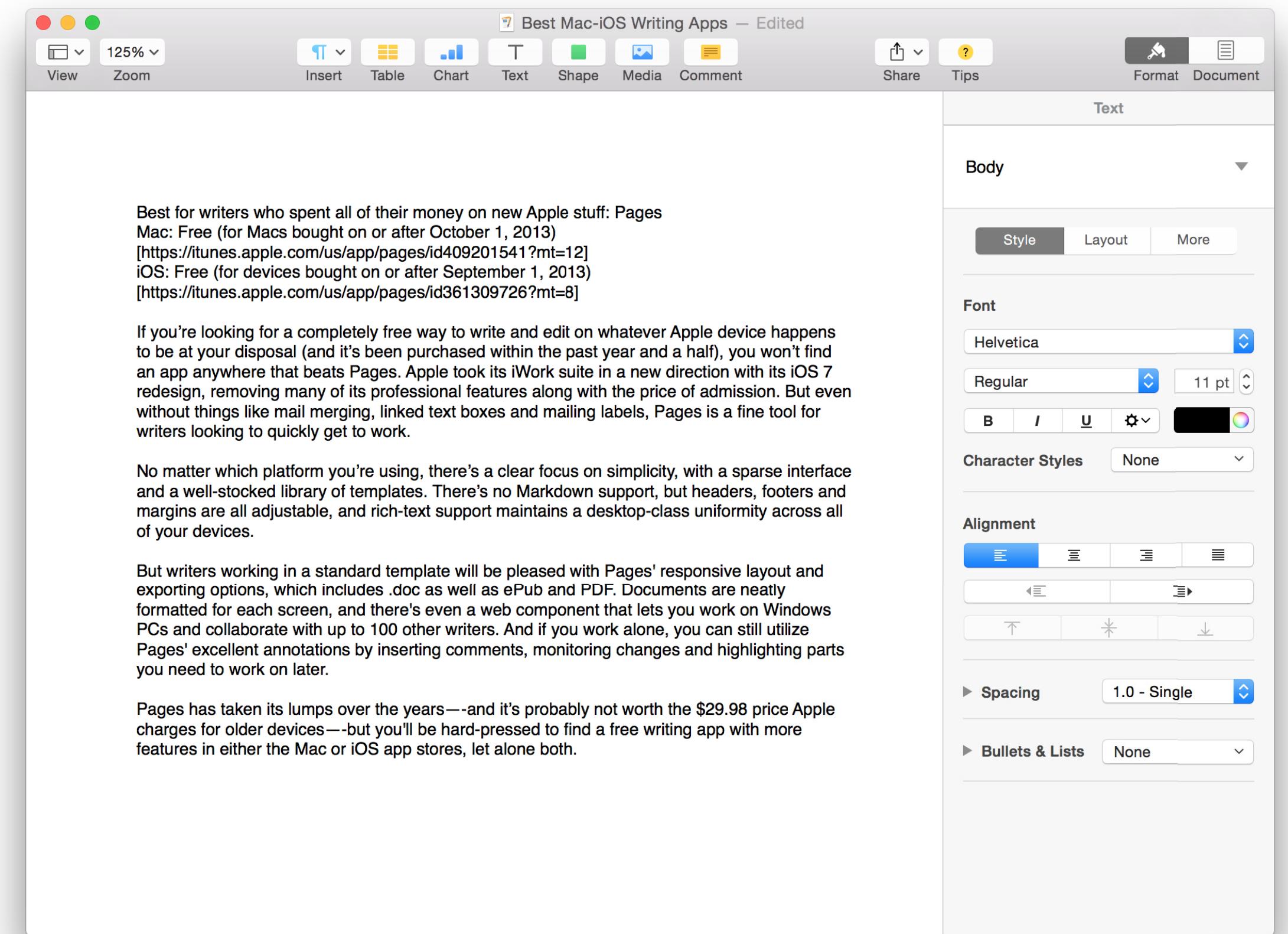
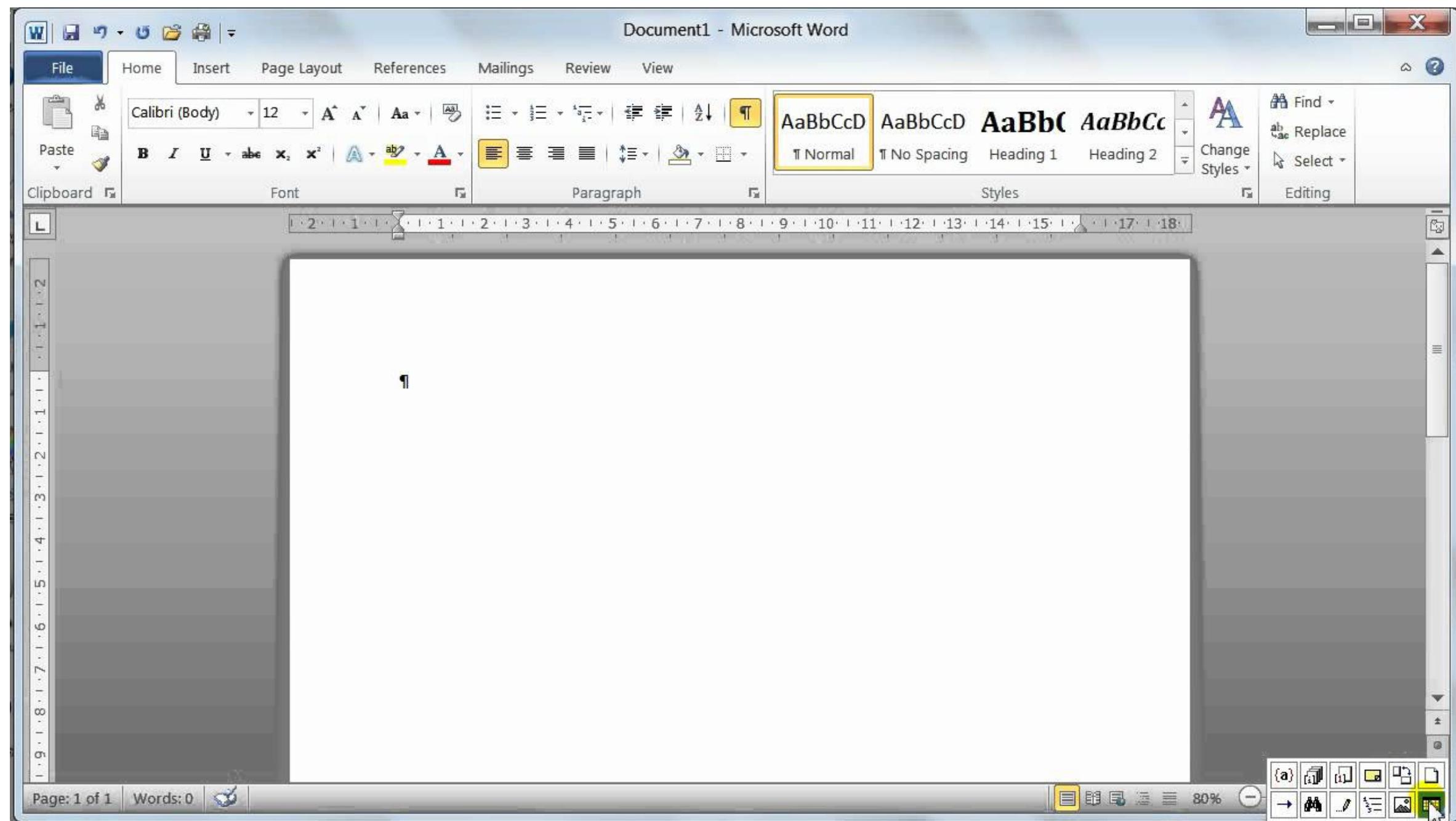
What is the message/desired outcome?

Who is the audience?

Where are they?

How much time do they have?

How will we measure success?





User experience
is *branding*
at a personal
level



9TO5Mac

Can we *design* an
experience?

WHAT CAN WE DESIGN?

Interactions

Visuals

Content

Motion

UX vs. UI

USER EXPERIENCE

Competitor Analysis
Customer Analysis
Product Structure/
Strategy
Content Development
Wireframing and
Prototyping
Testing/Iteration
Development Planning
Analytics

USER INTERFACE

Customer Analysis
Design Research
Look and feel
Branding and Graphic
Development
User Guides/Storyline
Responsiveness
UI Prototyping
Interactivity and
Animation

The *interface*
is the visual
manifestation of
the *experience*.

*** CONFESION ***

“A design today is rarely a substantive, realized product. More and more often it is a proposal that gains its final form in the interaction with the audience, for better or for worse.”

—Max Bruinsma

All graphic design
is about user
experience.

PROJECT 1

How many times have you started using an app and thought “I could make this better”? That’s what we’ll be doing. For the first project, you will add a feature/user interaction to one of the default Apple iOS apps. You will research, design and prototype the new interaction. This project will introduce you to processes and concepts to improve your user experience skills and critical thinking.

1. SELECT AN APPLICATION

Calculator

Music

Calendar

Notes

Camera

Phone

Clock

Photos

Compass

Podcasts

Contacts

Reminders

Health

Safari

Mail

Stocks

Maps

Messages

2. COMPETITIVE ANALYSIS

All your notes, ideas, images & tasks in one place

Create and edit text notes with style

Easily find anything you need

Keep everything organized

All Notes

Adam's work list

Flat White at Laynes Espresso

Barcelona - sagrada familia

Strawberries from Ferry Plaza Farm...

Passport scan

Beautiful Poster for Bedroom

9:15 AM Work list: Badge: "Works with Evernote" Organize my account - Education - Food - Design stuff - Business cards - Audio note- songwriter - Music notes - Whiteboard

9:15 AM London Print Mike Lemanski

Pitch ideas for new business card

House adverts (style throughout) 125 x125 ongoing

9:15 AM Work list: Badge: "Works with Evernote" Organize my account - Education - Food - Design stuff - Business cards - Audio note- songwriter - Music notes - Whiteboard

Flat White at Laynes Espresso

Adam's work list

Barcelona - sagrada familia

Places

Tags

Notebooks

All Notes

NOTEADAM

BUSINESS

DESIGN STUFF

Architecture

Colors

Illustration

Inspirations

Photography

View all notes in DESIGN STUFF

FOOD

MY IDEAS

11:25 PM

11:25

11:25

11:25

Reminders

- Call Lisa re: buying our ticket to Greece
- Alt-J concert Aug 29

Back on track

It's been a couple months since I posted on my blog. Busy! But with the wedding

I think there is a profound and enduring beauty in simplicity, in clarity, in efficiency. True

The moments that we have with friends and family, the chances that we have to make a big

Bret Victor's quote collection

Alan Moore: interview on mtv.com

I have a theory, which has not let me

I think there is a profound and enduring beauty in simplicity, in clarity, in efficiency. True

Mission Sushi Restaurants

- Suogi
- Blowfish

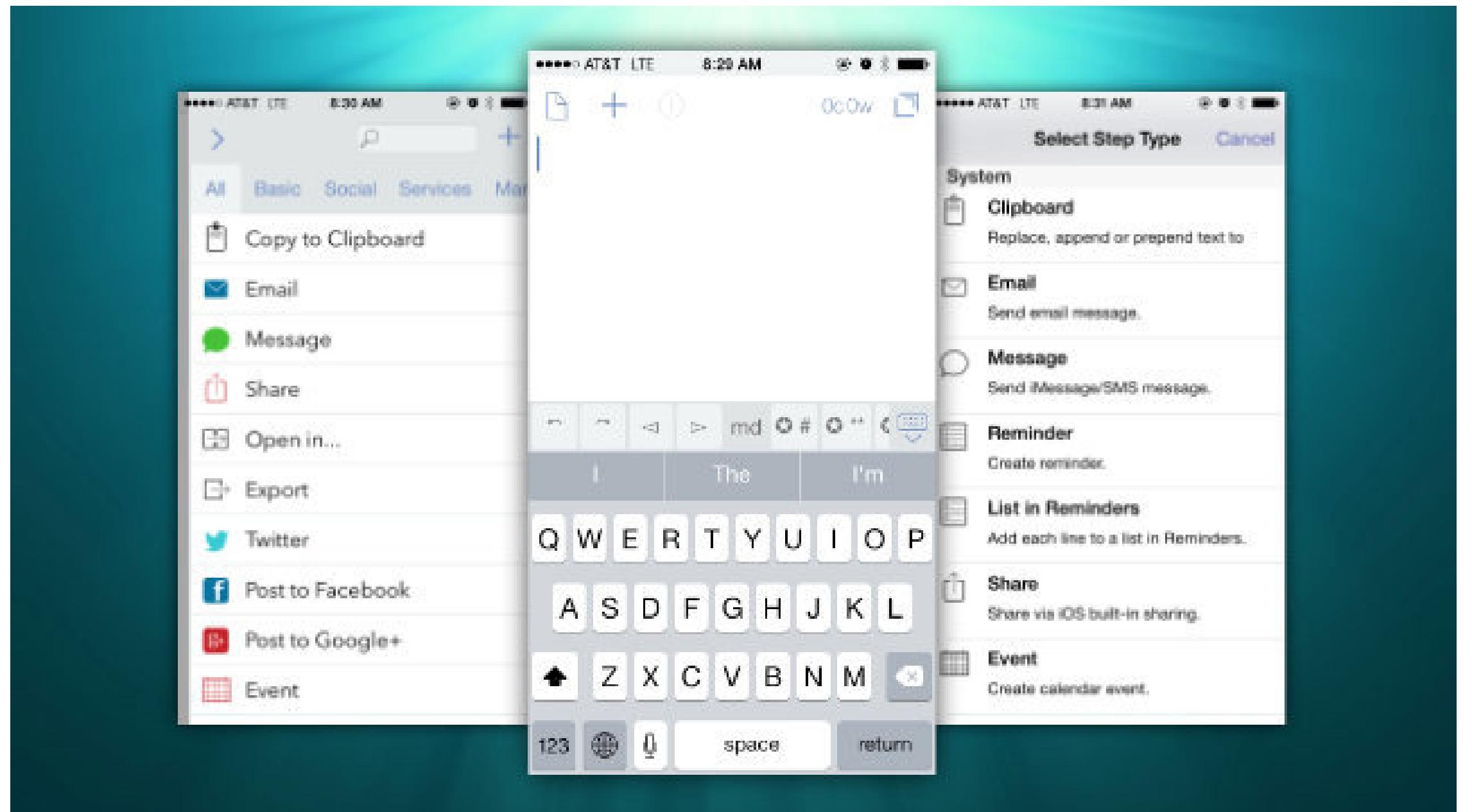
Back on track

It's been a couple months since I posted on my blog. Busy! But with the wedding

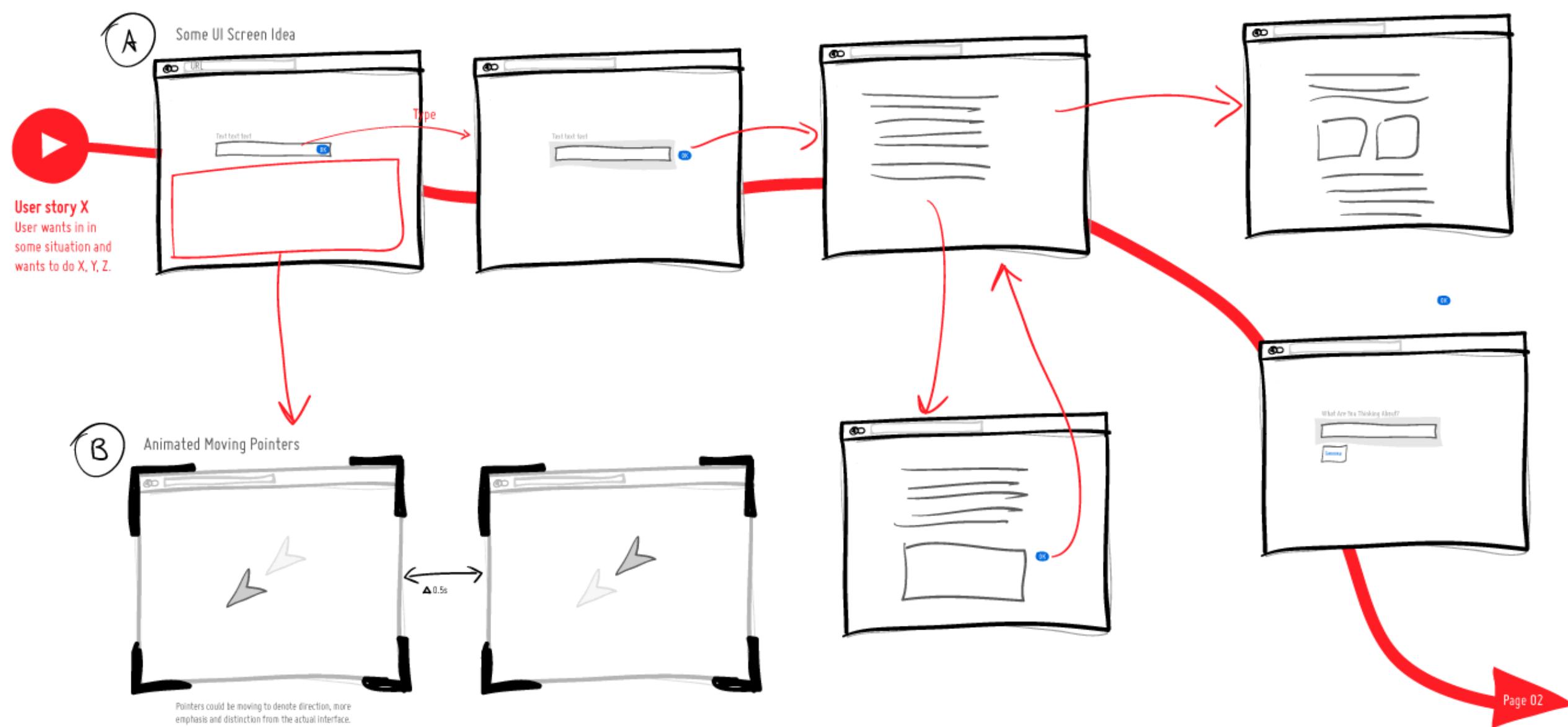
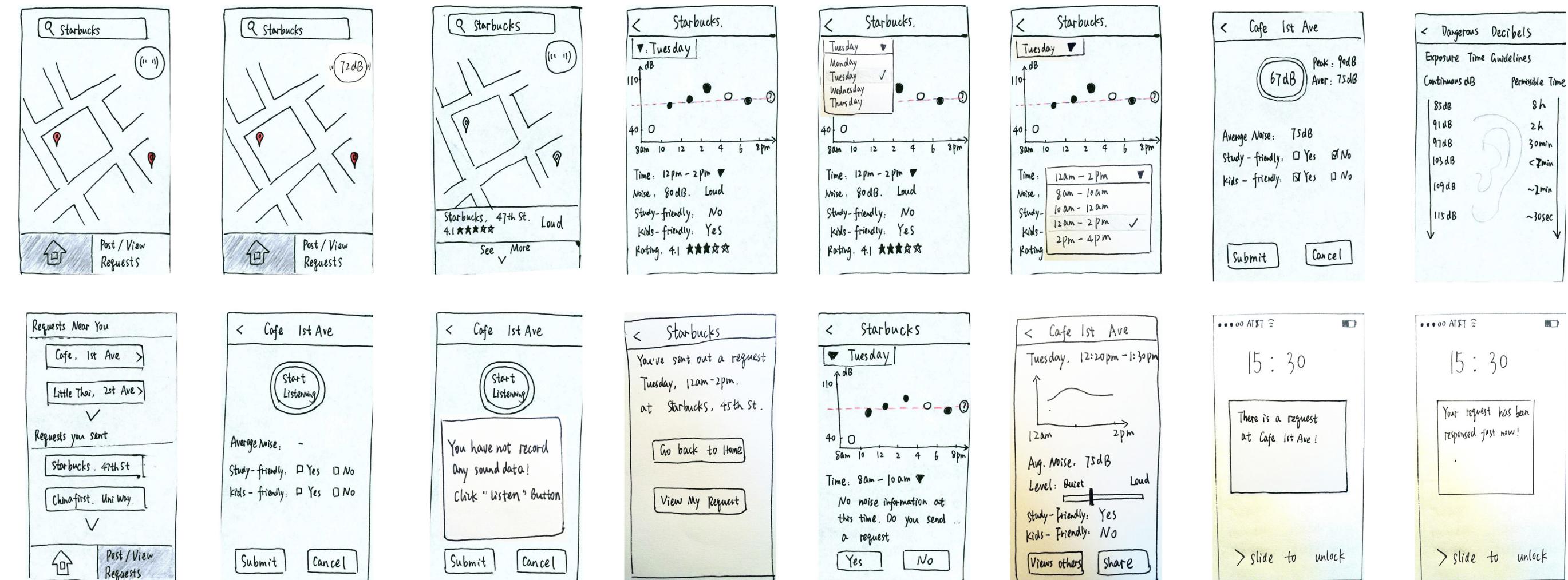
The moments that we have with friends and family, the chances that we have to

Tag...

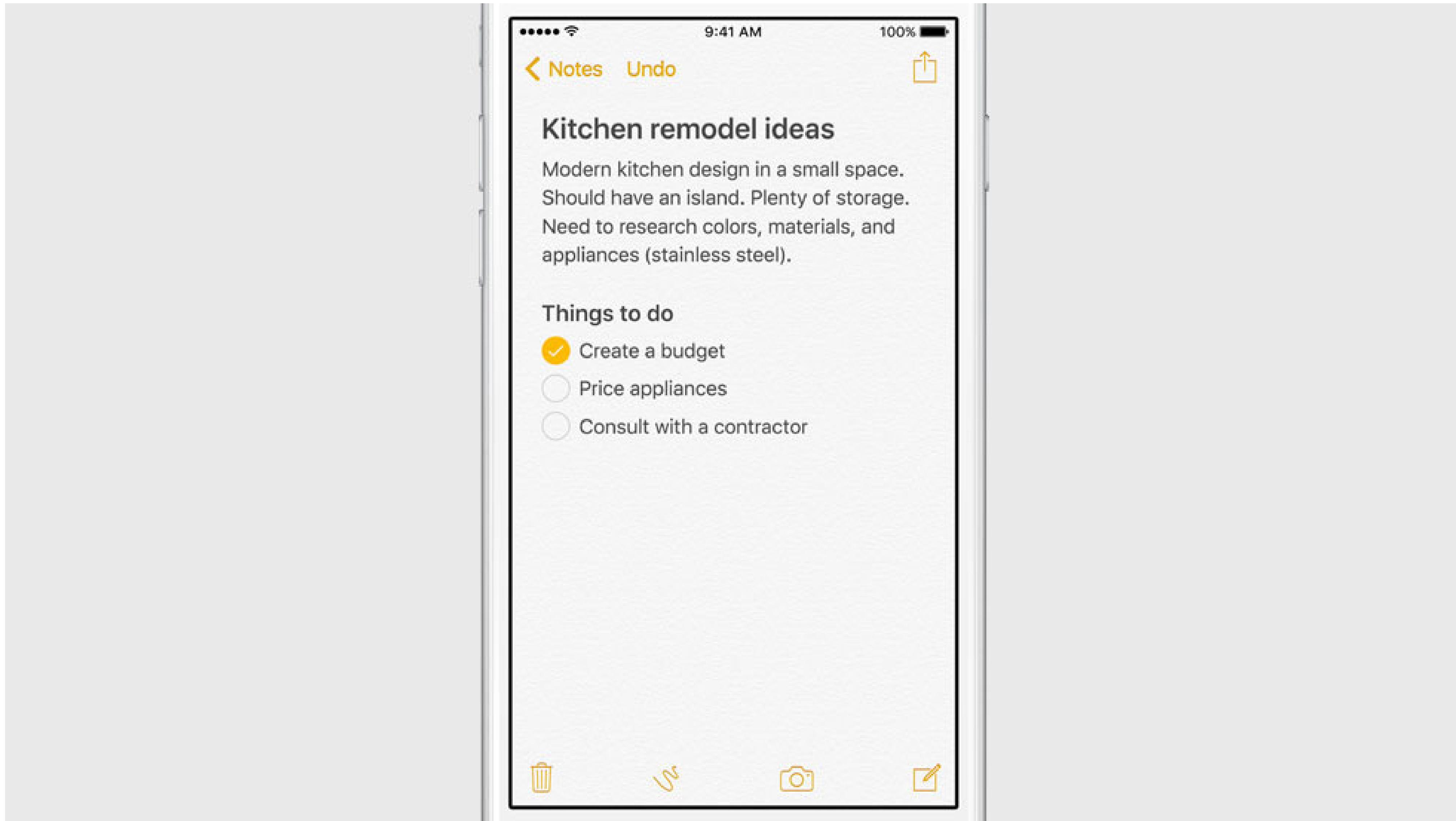
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return



3. PROTOTYPE AND USER FLOW



3. VISUAL DESIGN / WORKING PROTOTYPE



iPhone 6

750px x 1334px

326ppi

facebook.design

Daily Web My Sites Save to Library Read Later

Design Resources

iOS 9 GUI Hands Kit Devices

iOS 9 GUI (iPhone)

Photoshop and Sketch templates of GUI elements
found in the public release of iOS 9

Updated June 23rd, 2016 · Disclaimer

Share Tweet

iOS 9 Core Components

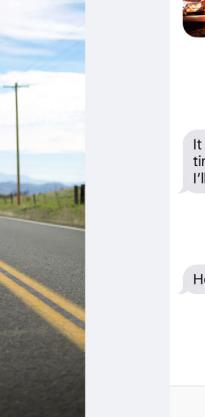
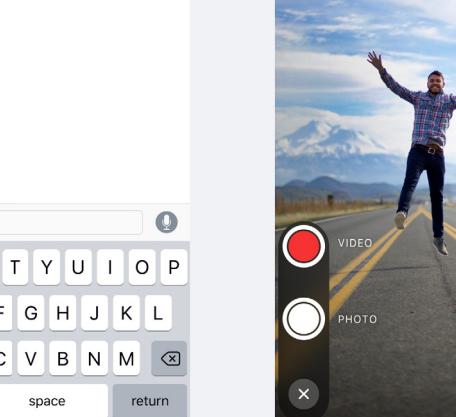
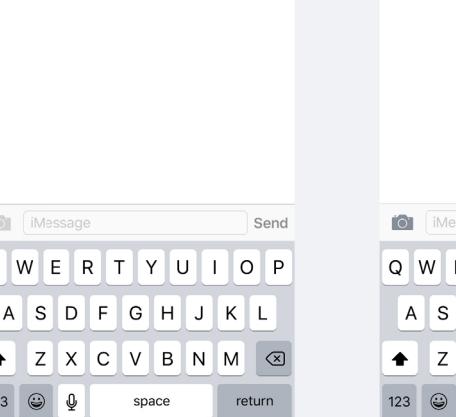
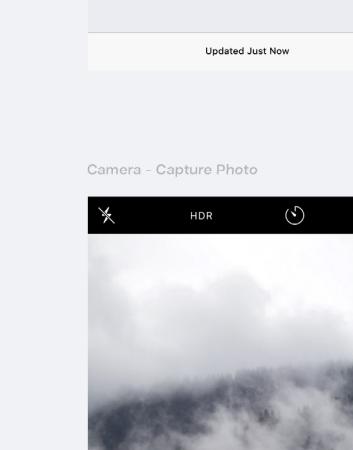
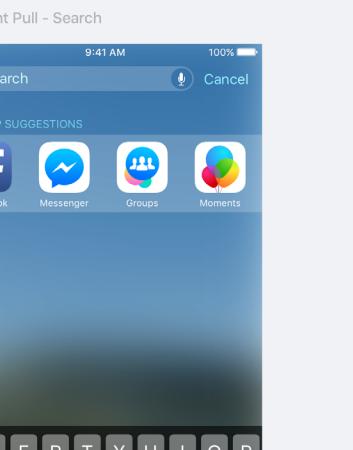
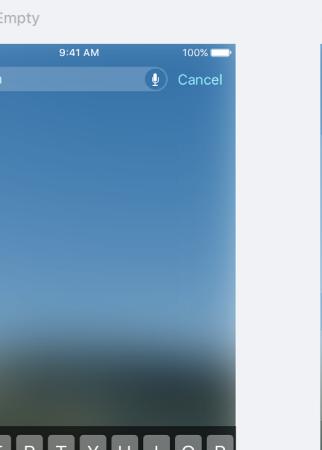
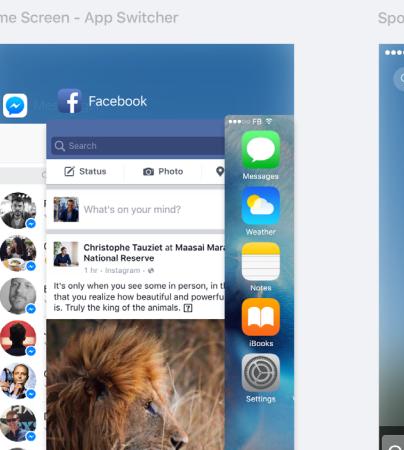
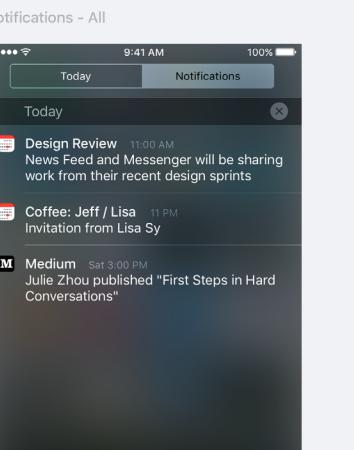
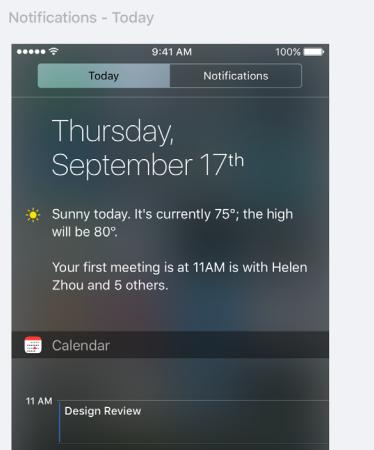
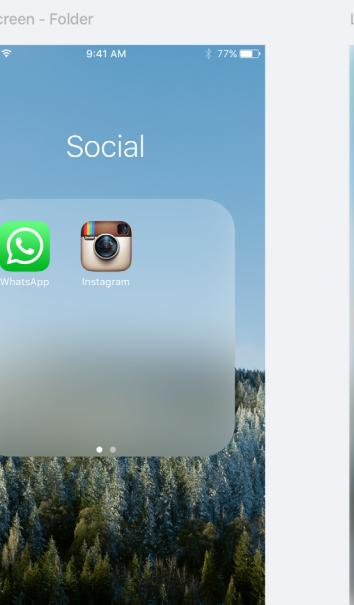
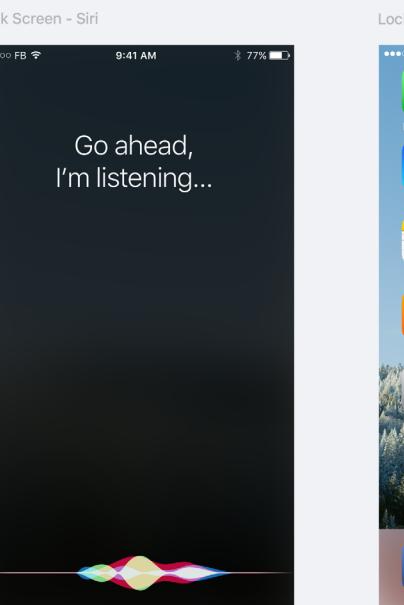
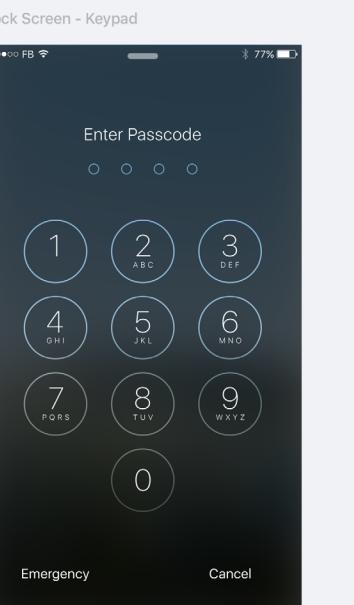
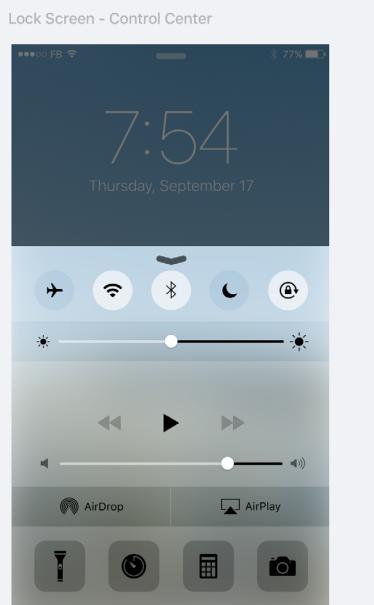
The intent of the library is to help you design, pitch, and build amazing applications. We've focused on balancing ease-of-use with accuracy — while some aspects aren't 100%, they are made to be reusable by reducing them to the minimum number of layers.

The core components to the right attempt to cover as many of the common UI elements within the OS as possible, including vector renderings of the phones themselves. Below that are OS level screens that are common outside of individual app experiences. And at the bottom of the page are flows through common apps for reference and use.

If something is off, we want to fix it — shoot us a message at designresources@fb.com. Finally, please do not repackage or redistribute this file or its contents as your own. See design.facebook.com/licence for more.



OS



Status Bars

Elements

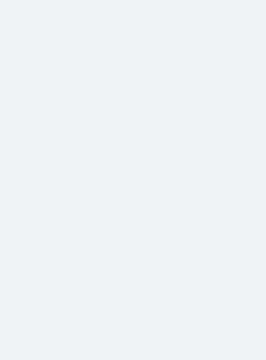
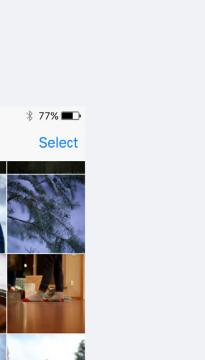
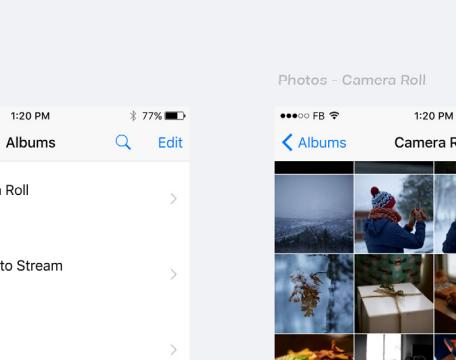
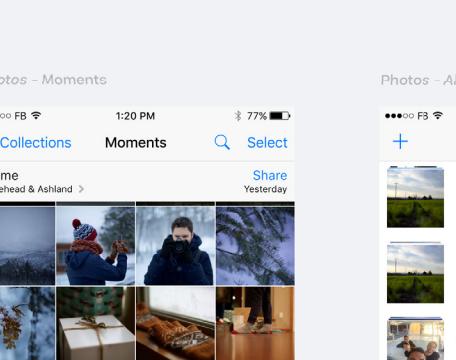
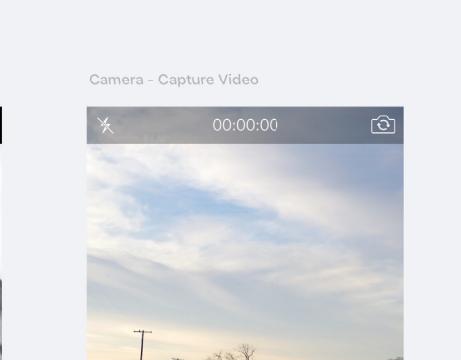
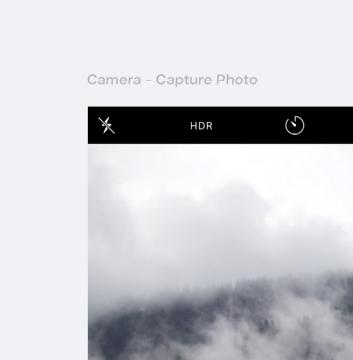
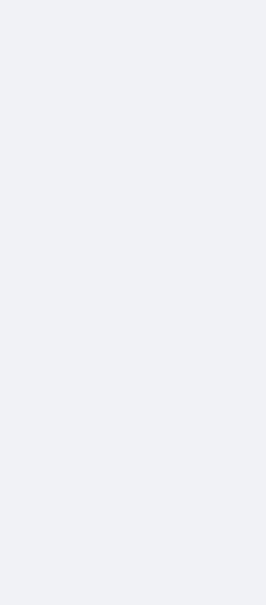
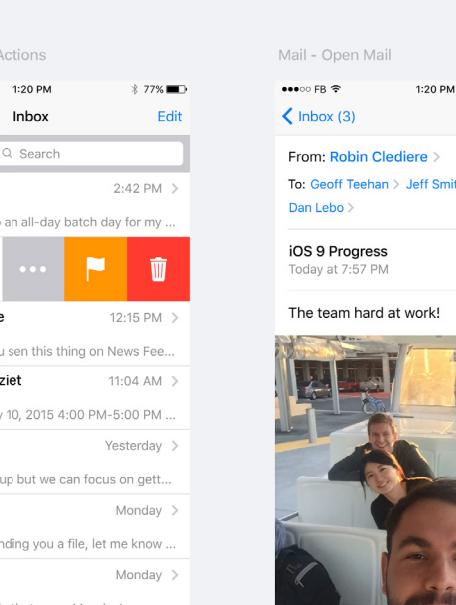
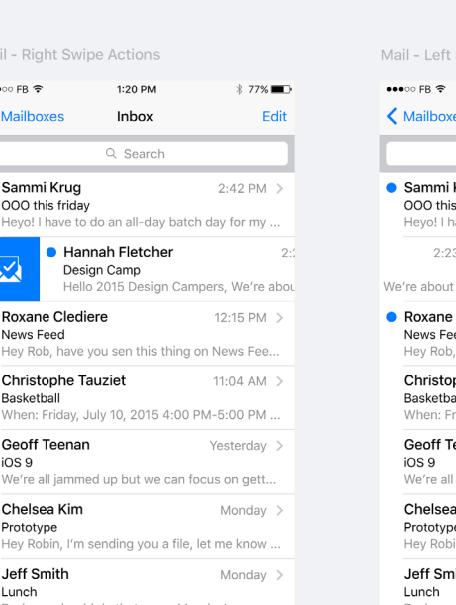
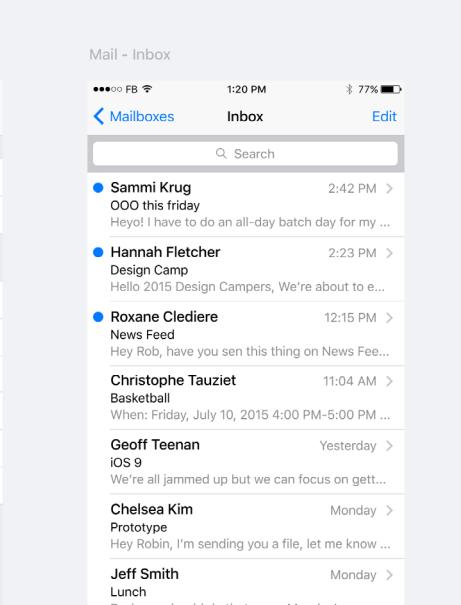
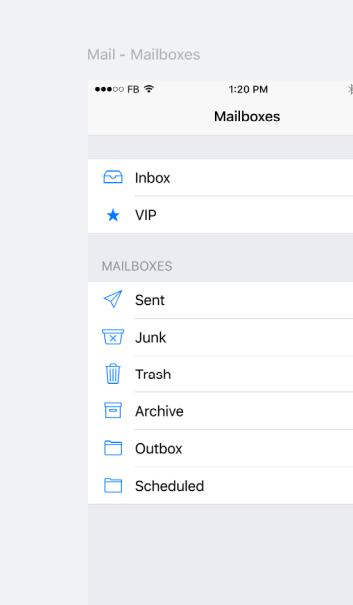
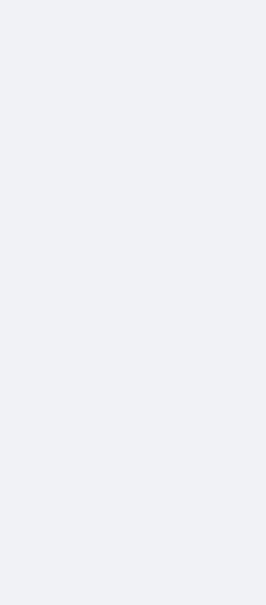
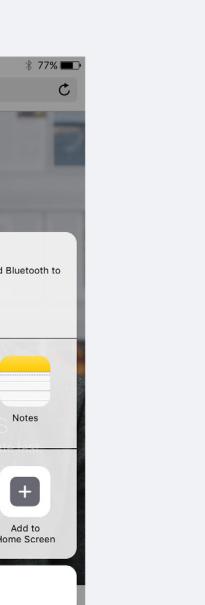
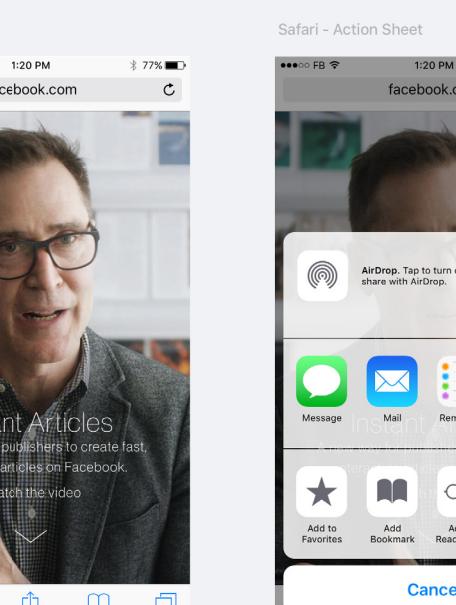
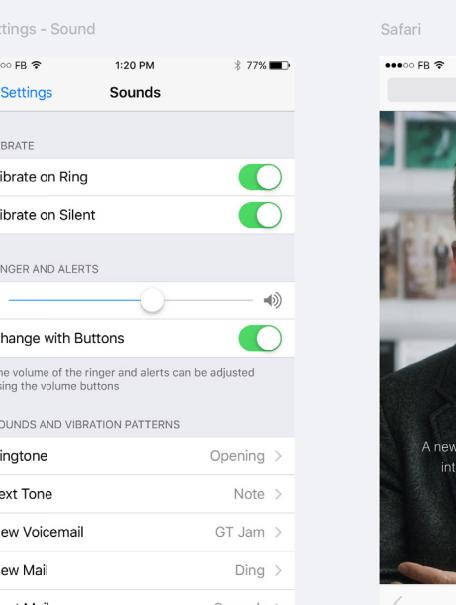
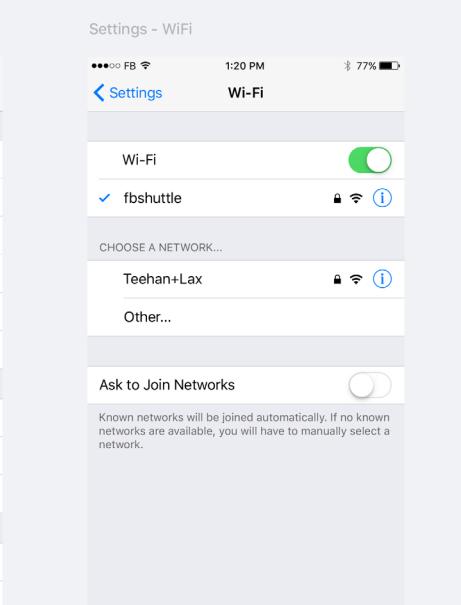
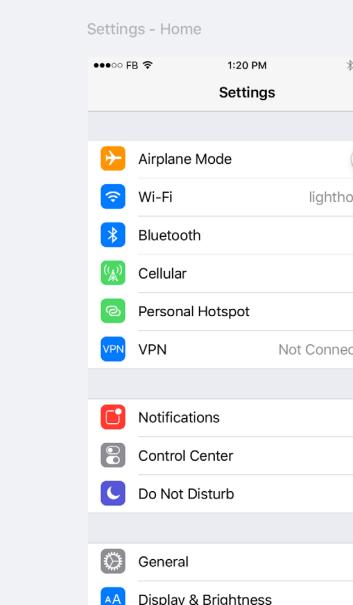
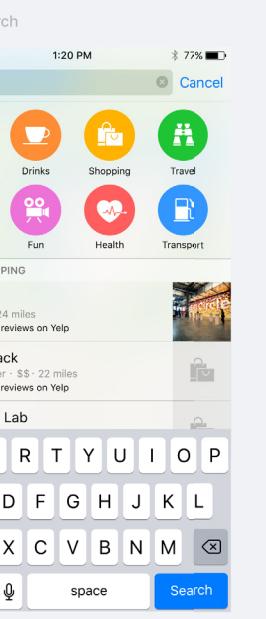
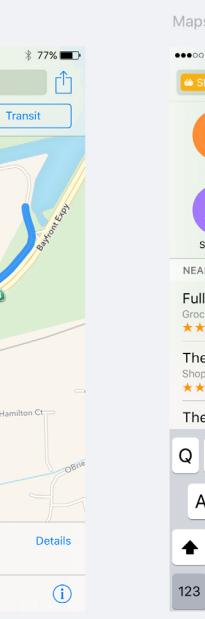
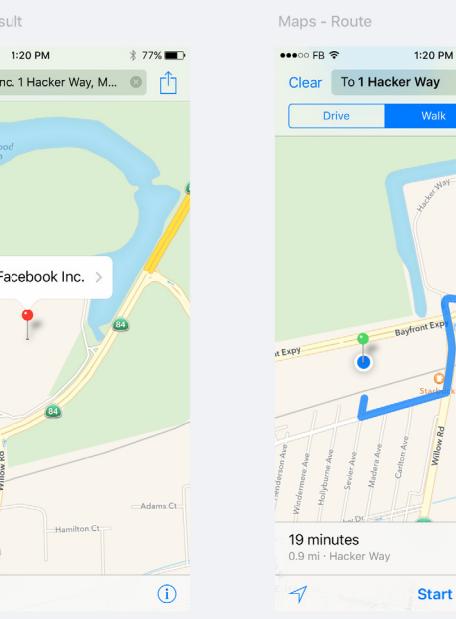
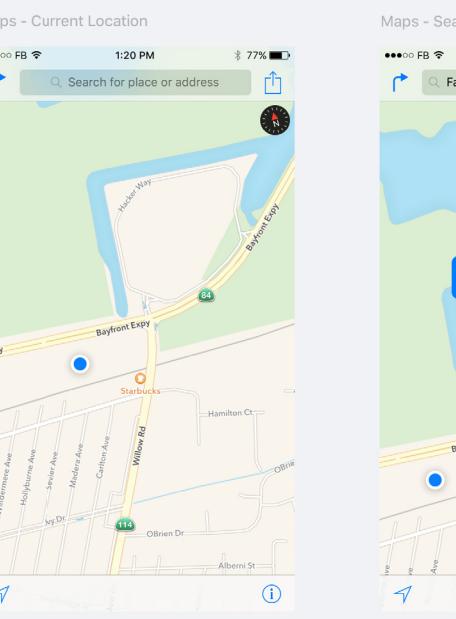
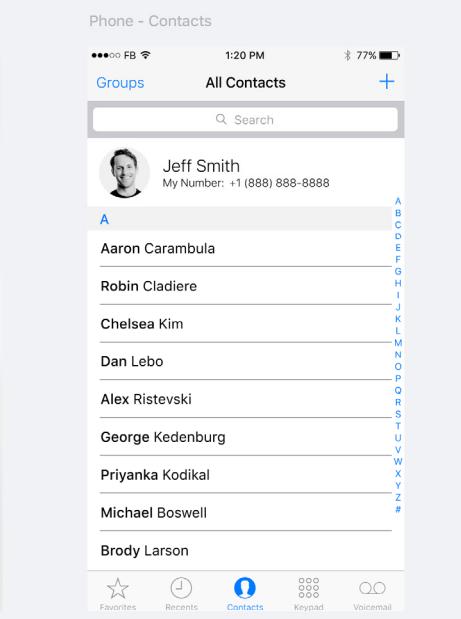
Cells

Action Sheets

Segmented Controllers

Tab Bars

Controls



Wash, I bet this is the cabin in Oregon you talked about.

How was it?

It was the best, we arrived just in time for snow. It was so beautiful, I'll post an album soon on FB.

Love it!

Friday 1:14 PM

Hey Robin! What's up?

Just chillin' Working on this new iOS 9 sketch file. Just have about a dozen screens left.

Love it!

Reading

The screenshot shows the Apple Developer website's "iOS Human Interface Guidelines" page. The header includes links for Discover, Design, Develop, Distribute, Support, and Account. A search bar is at the top right. The main content features a quote: "The world's most advanced mobile OS offers everything you need to design beautiful, engaging apps that radiate power and simplicity." Below this is a sidebar titled "Overview" with sections like Design Principles, Interaction, Features, Visual Design, Graphics, UI Bars, UI Views, UI Controls, Extensions, Technologies, and Resources. Three iPhone screens are displayed below the sidebar, showing the home screen, a notification center, and a Siri interface.

The screenshot shows the Google Material design website. The header includes links for Daily, Web, My Sites, Save to Library, and Read Later. The main title is "Material design". Below it is a section titled "Introduction" with a large, stylized graphic of overlapping teal and dark teal rectangles. The URL in the address bar is material.google.com.