

Design for User Experience

Tuesdays, 9:00am–3:00pm
Brown 304

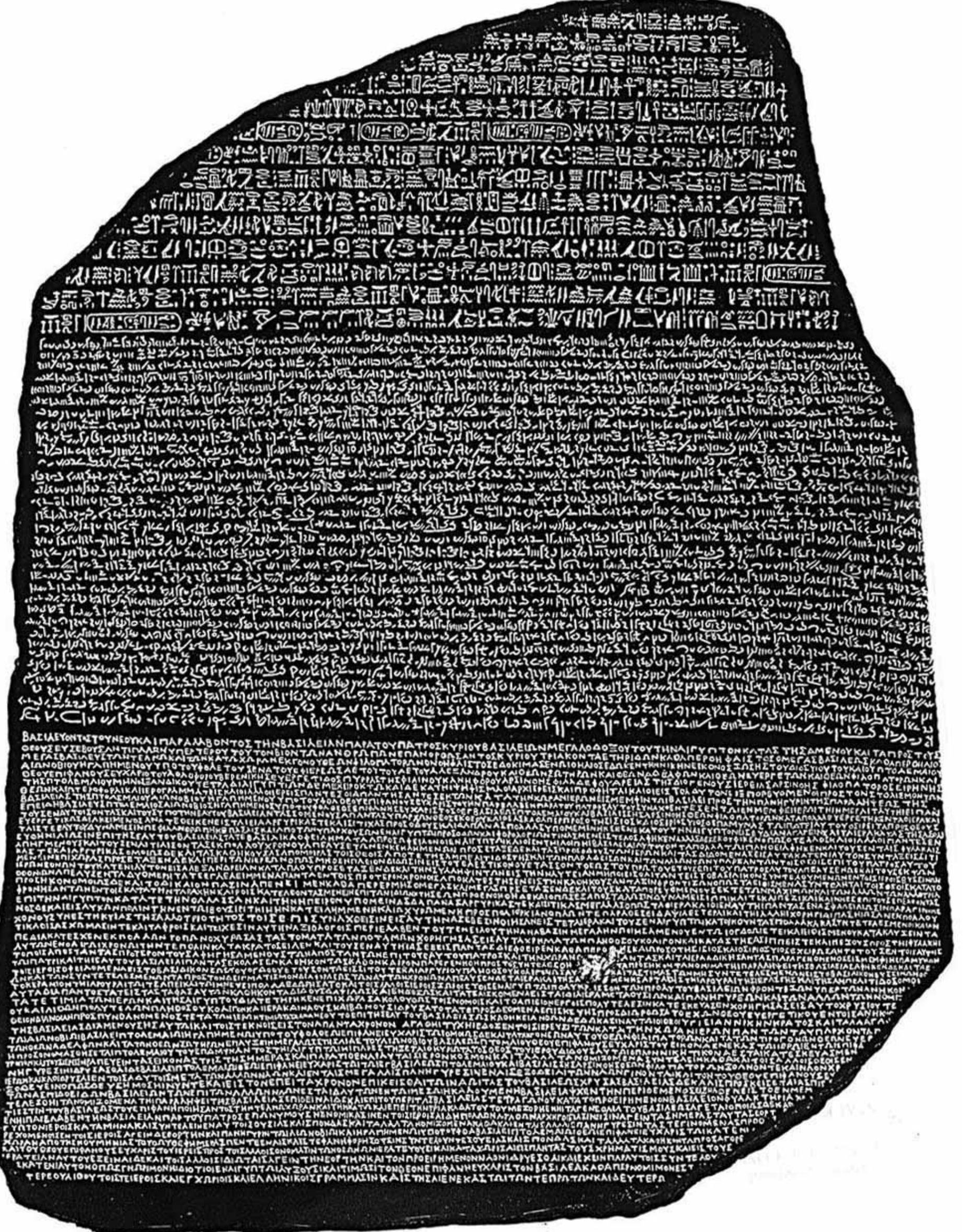
In this course, explore the process for developing digital products that serve users' needs. Students will prototype screen-based experiences that are empathetic to the needs of the end user. Students will develop design concepts that mediate relationships between people and products, environments, and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

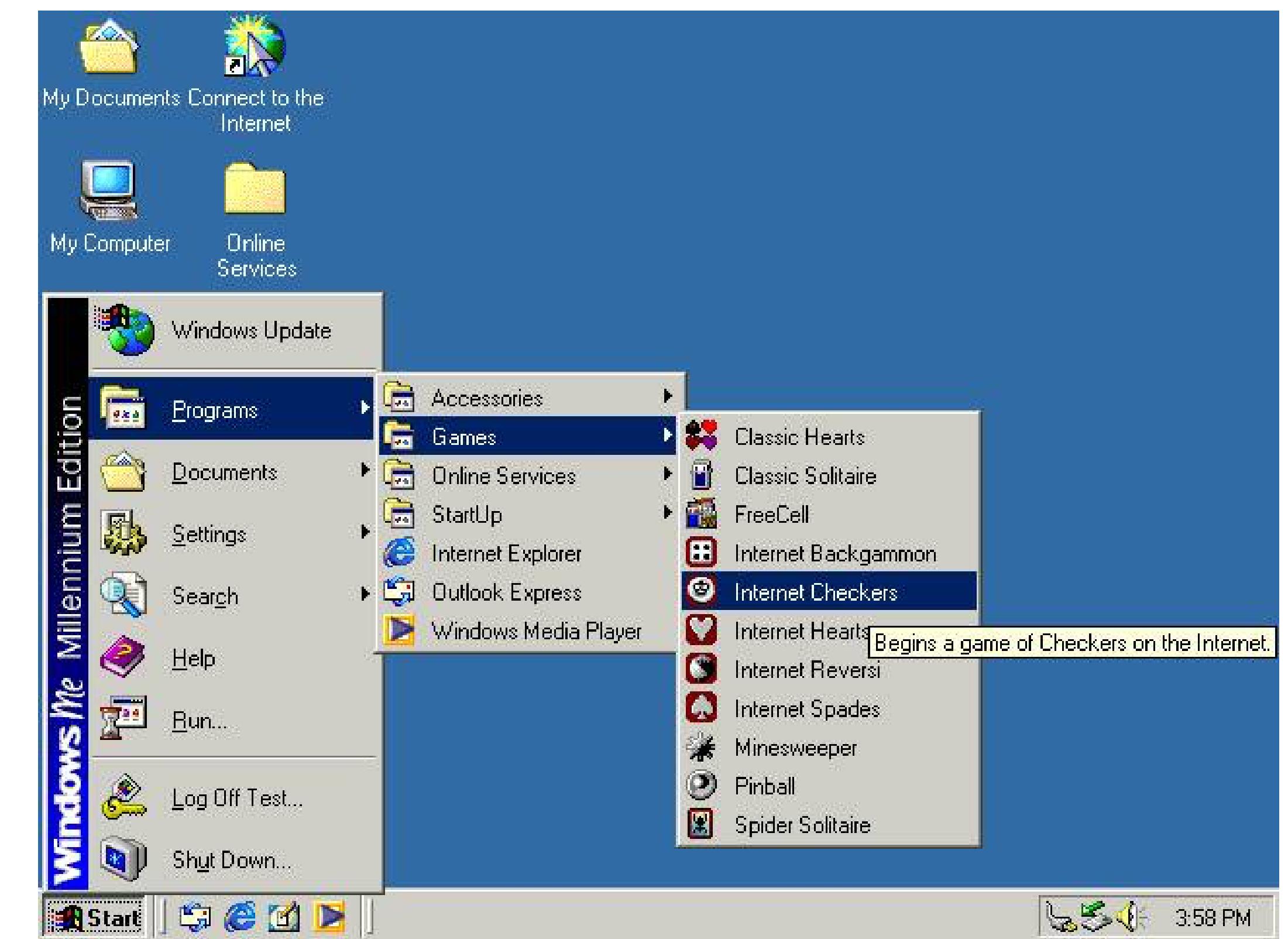
What is an
interface?

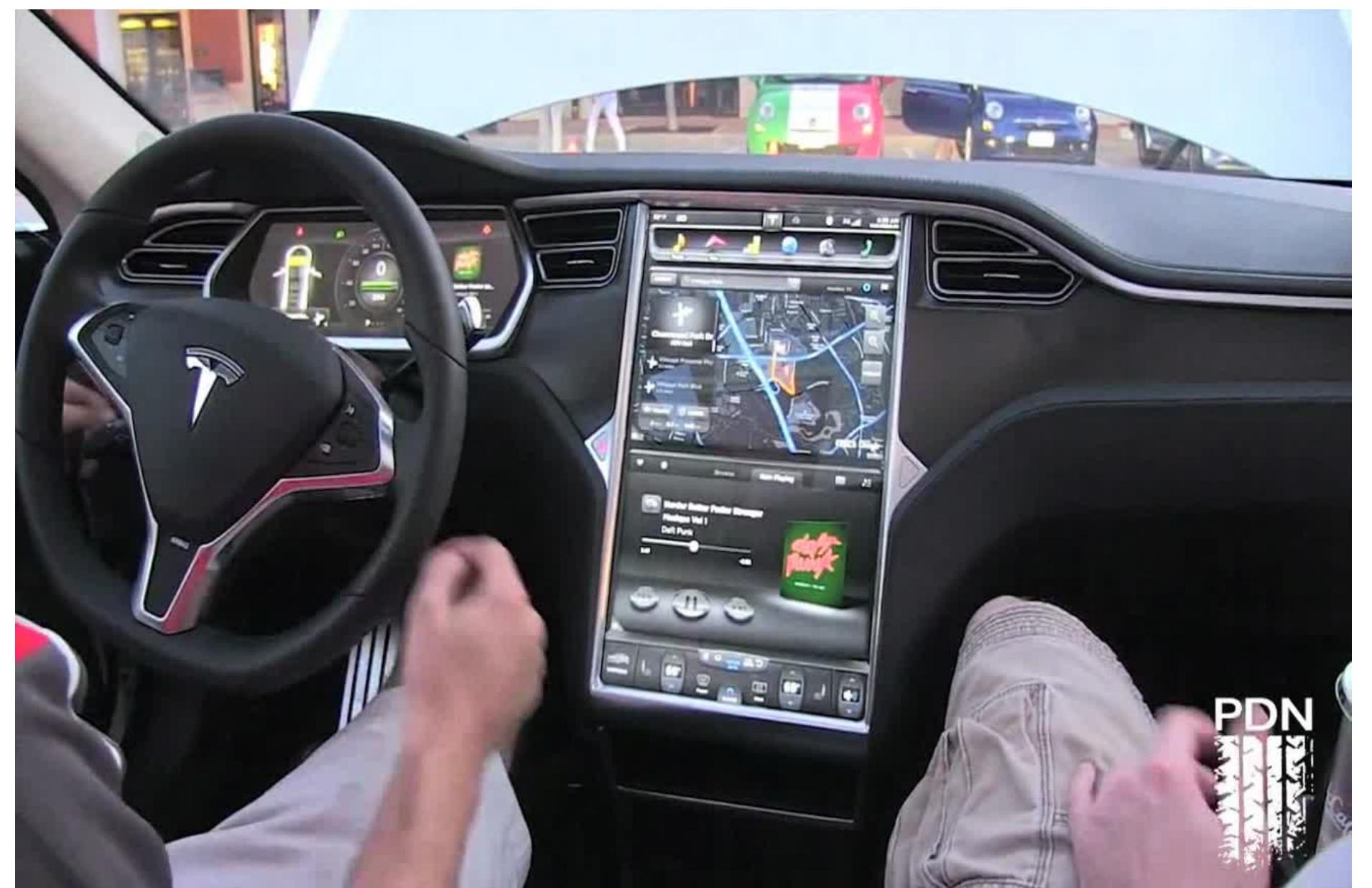
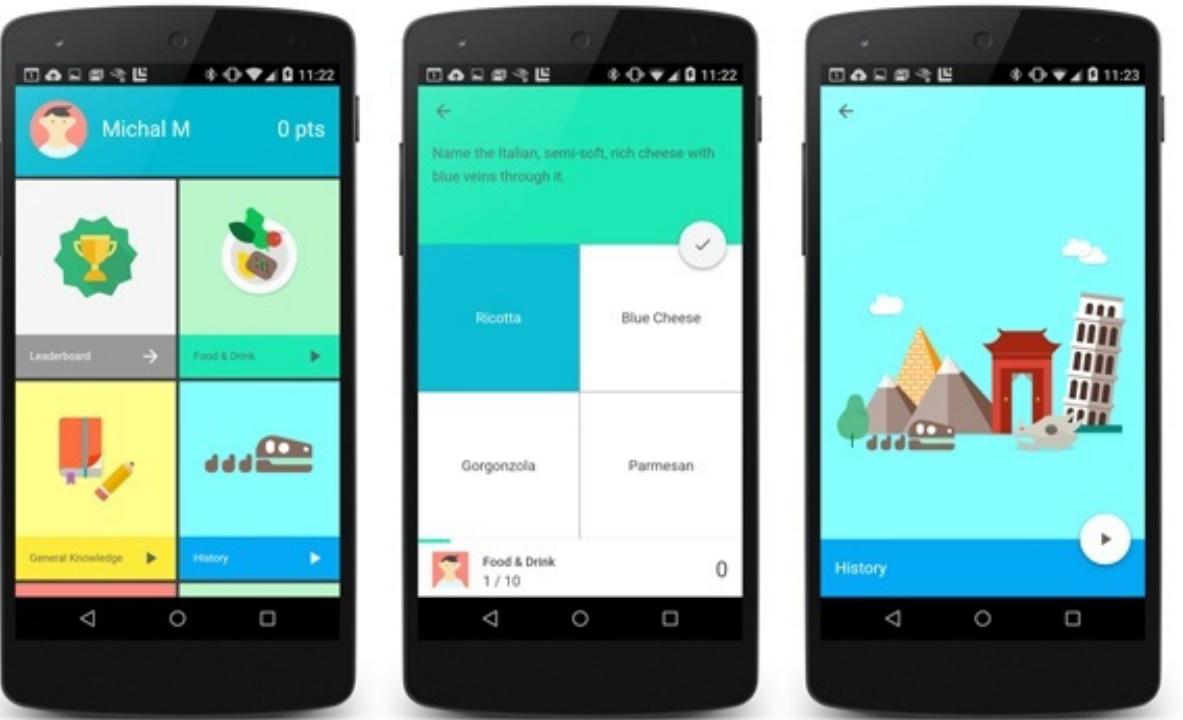
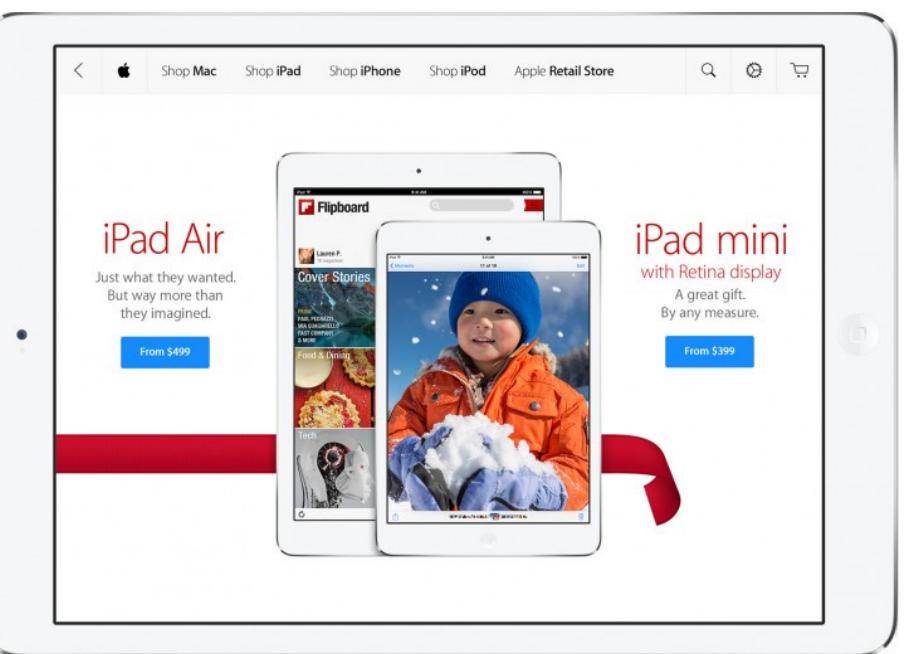
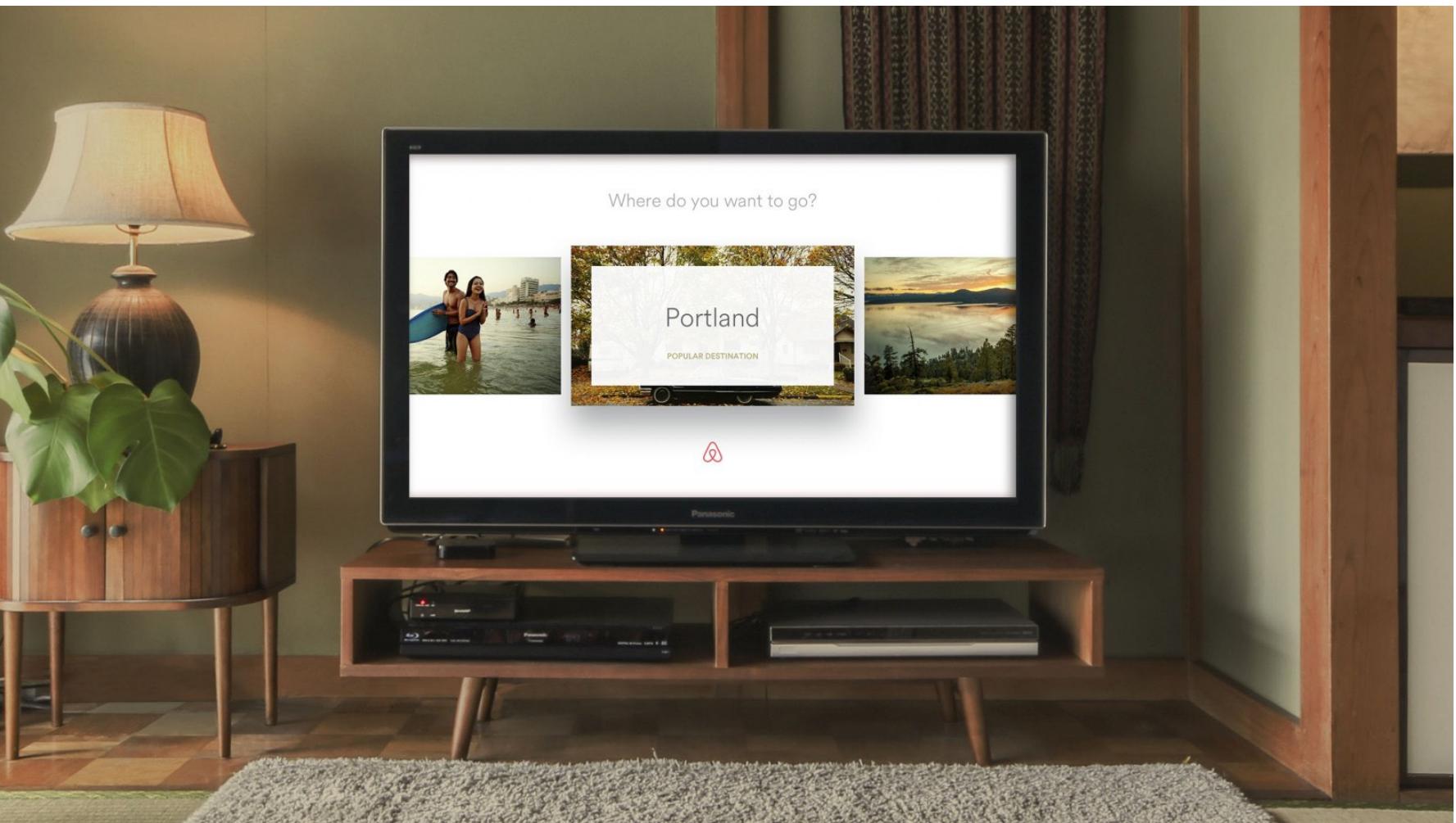


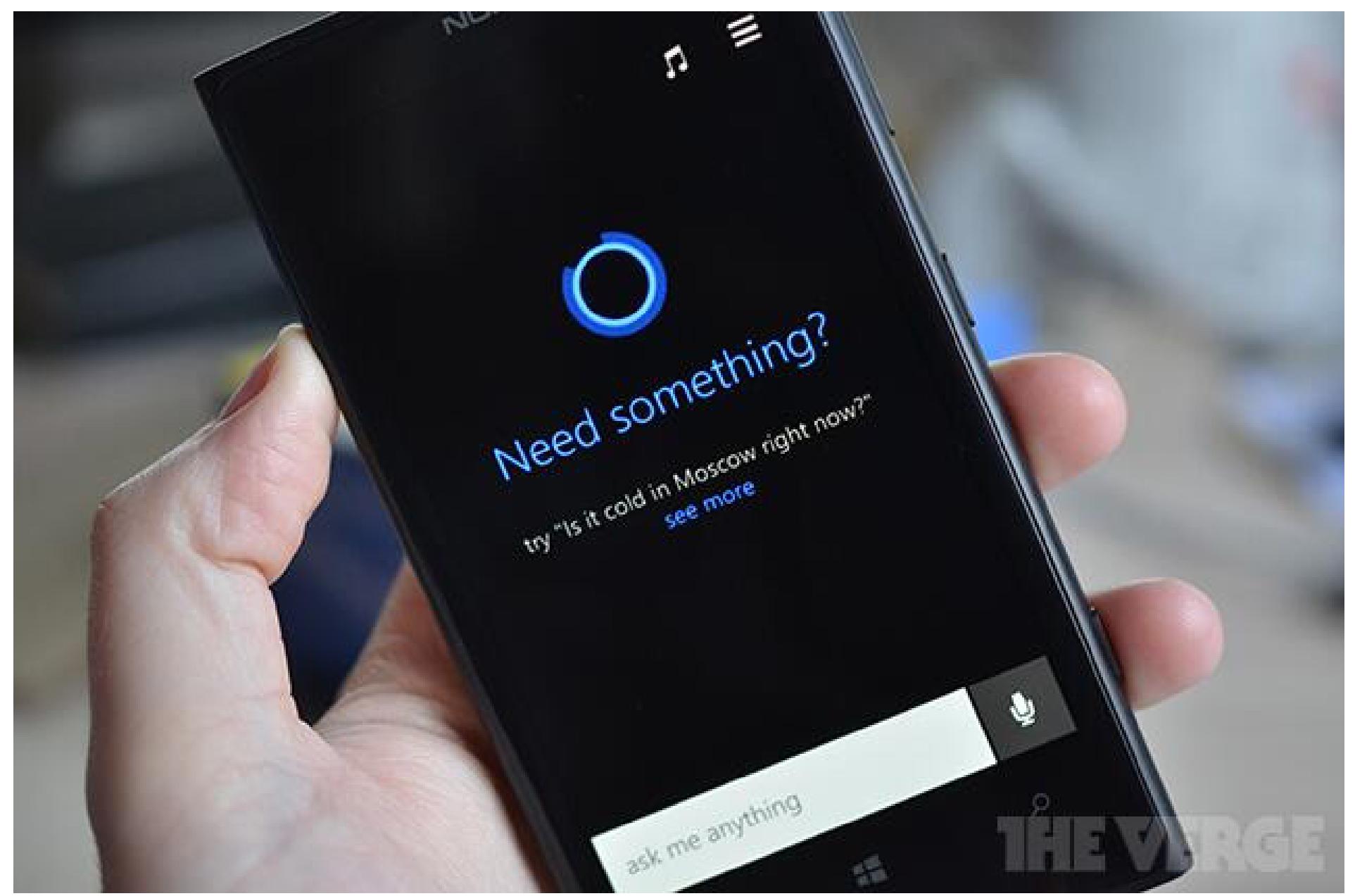
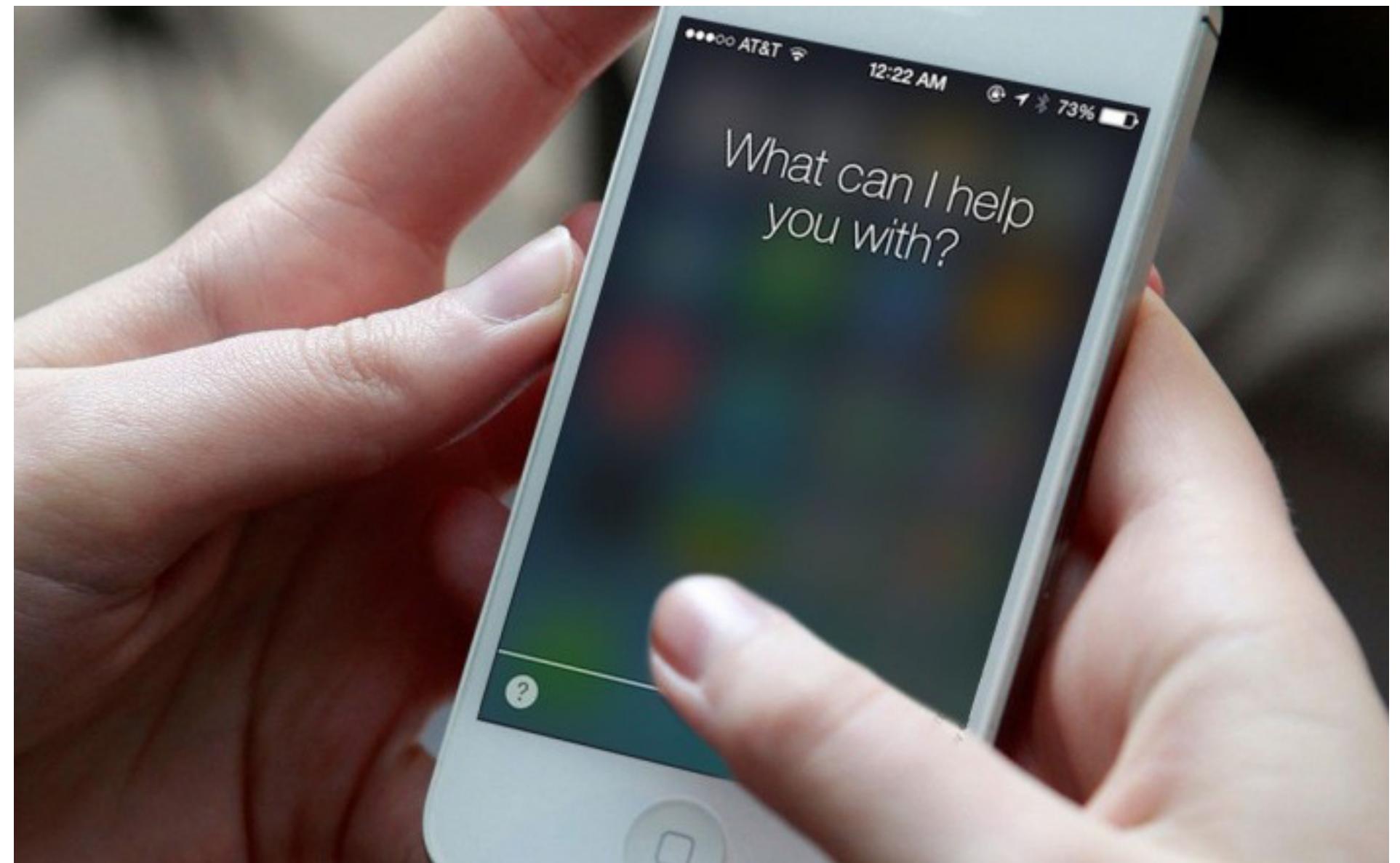
“Whatever ‘lies between’ is called interface, whatever allows us to link two different elements, to reconcile them, to put them into communication.”

–Giancarlo Barbacetto
Design Interface (1987)



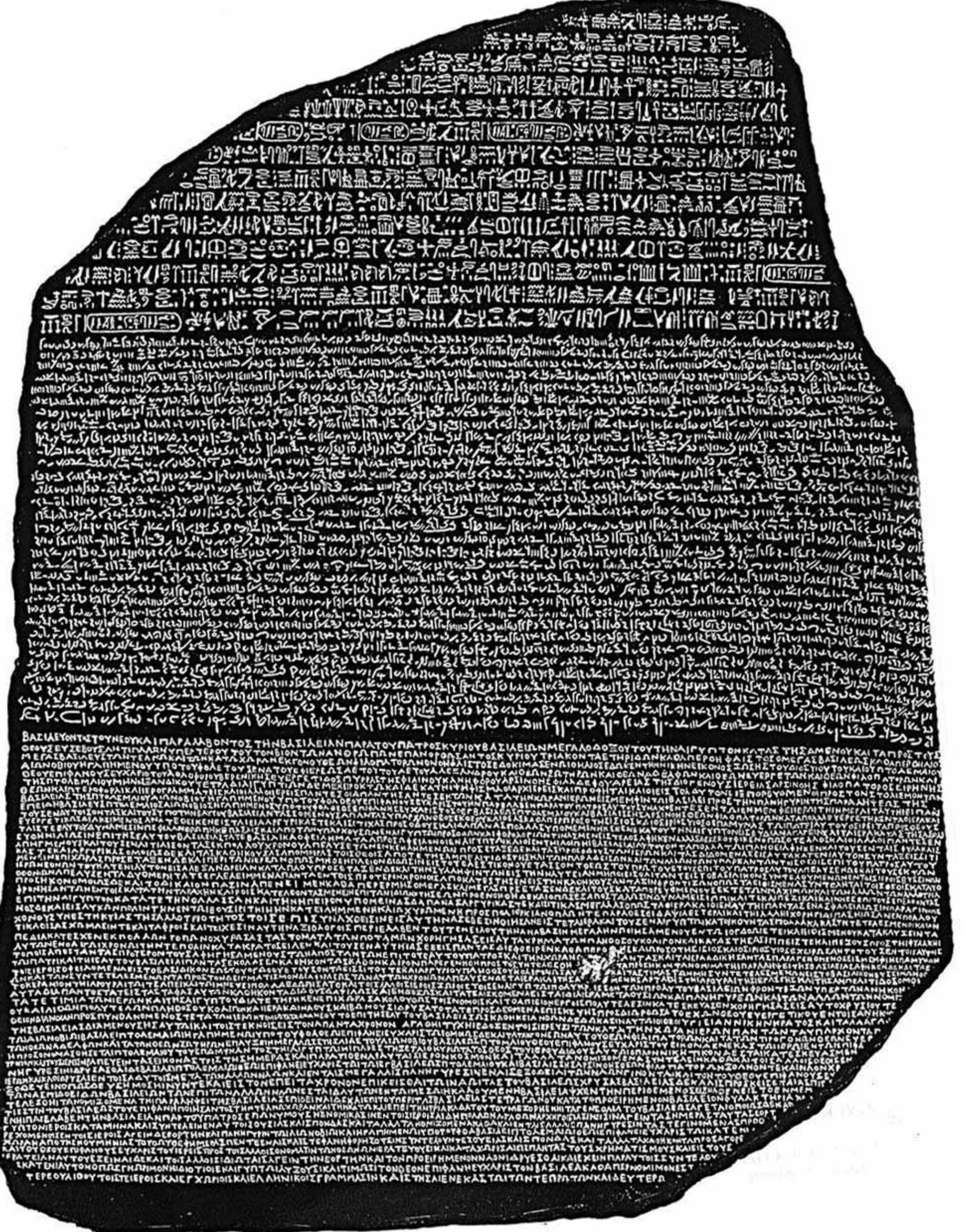


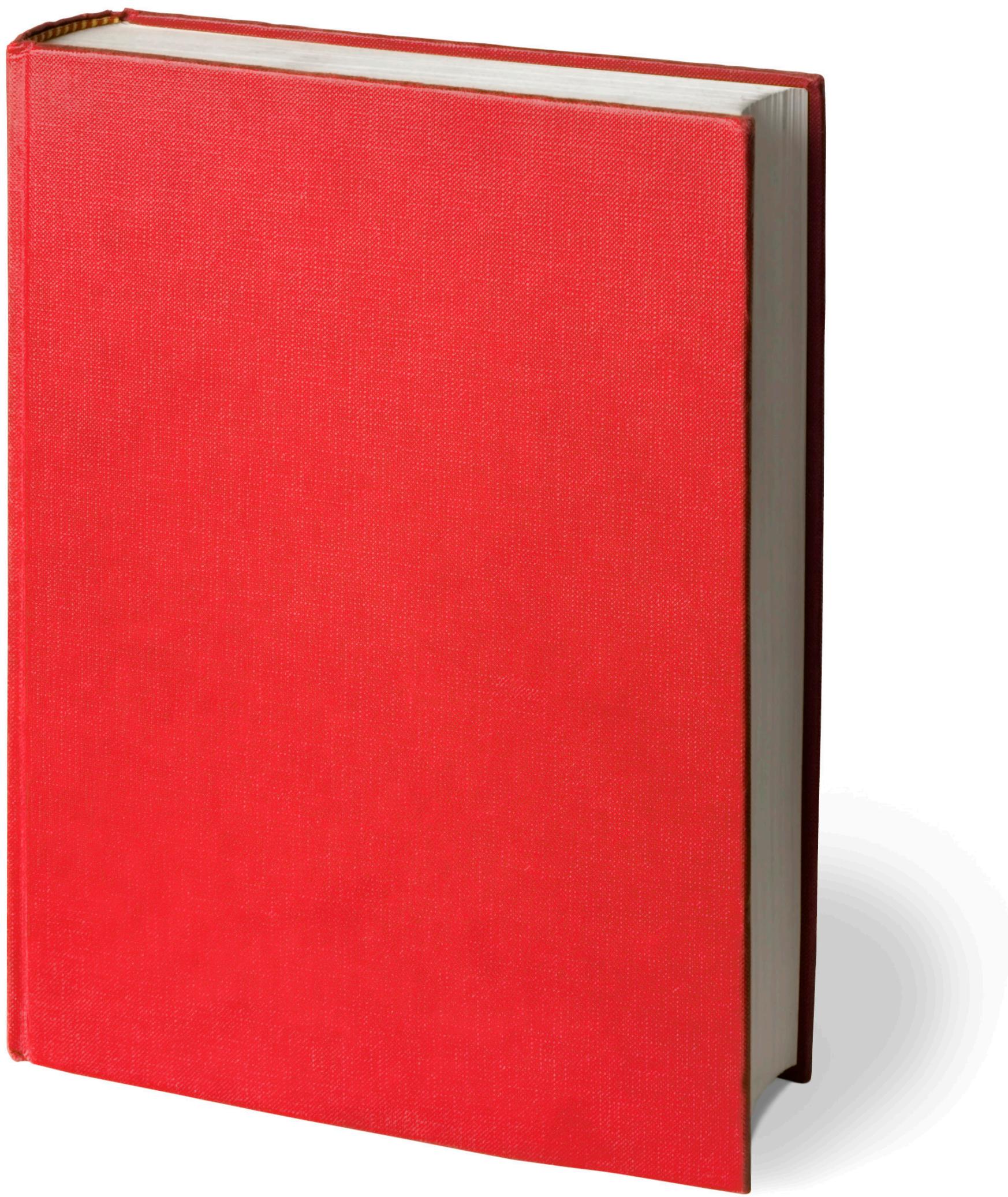




“Whatever ‘lies between’ is called interface, whatever allows us to link two different elements, to reconcile them, to put them into communication.”

–Giancarlo Barbacetto
Design Interface (1987)





All graphic design
is interface design.

So. . . .

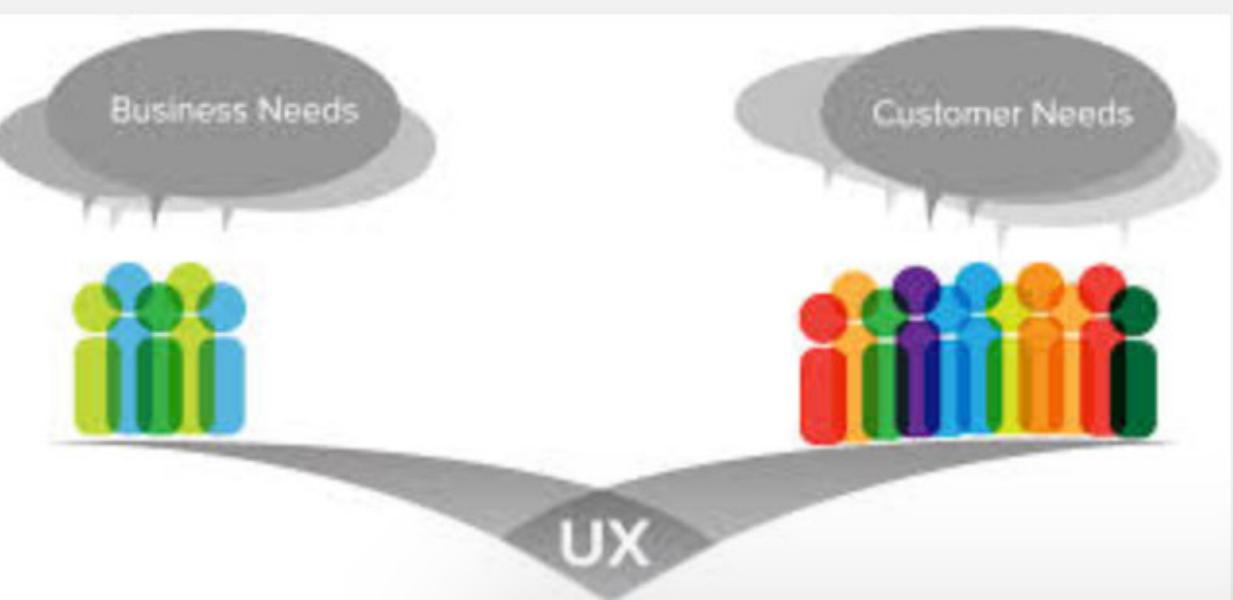
What is “user
experience”?



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**?



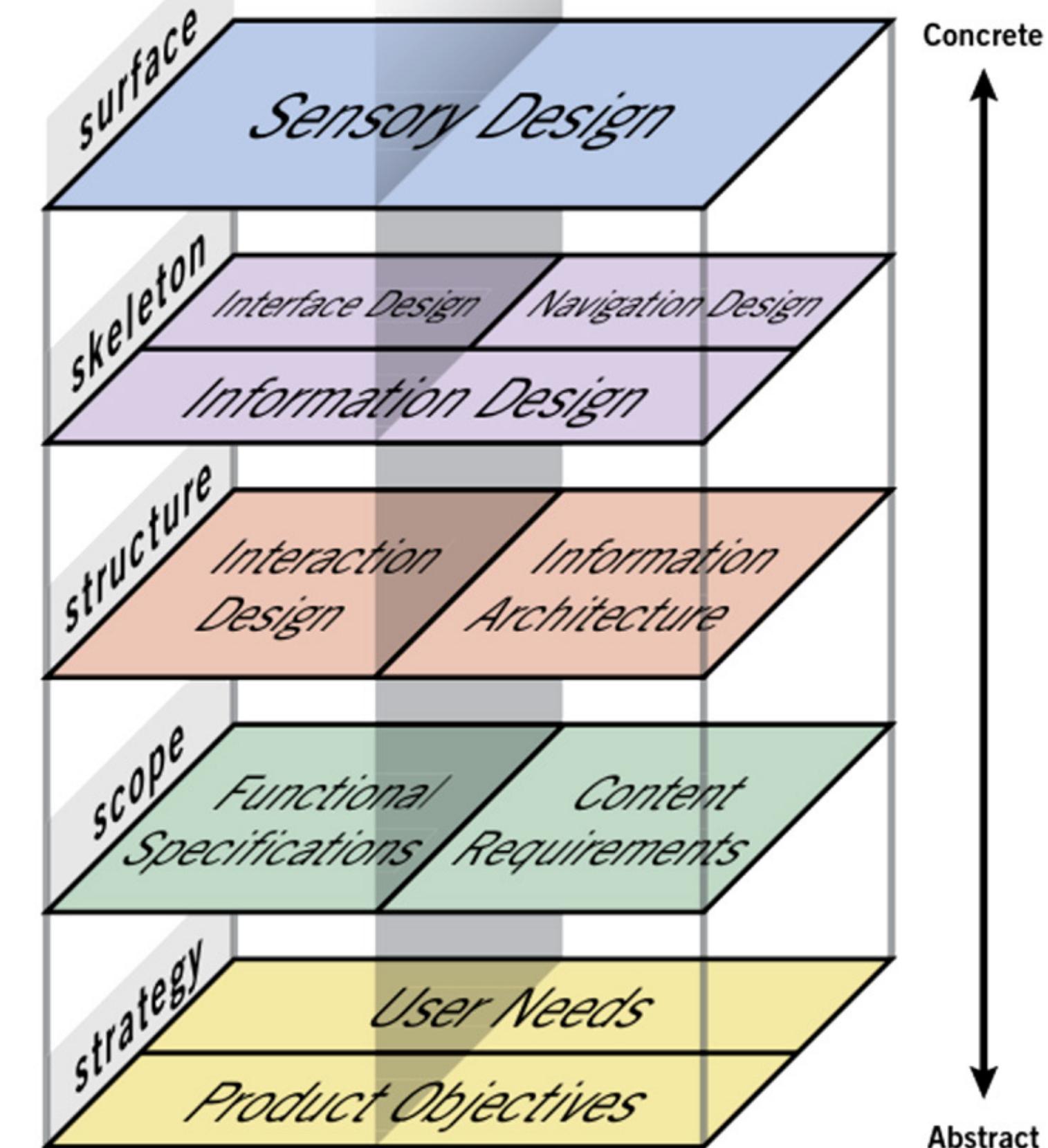
“the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.”

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?

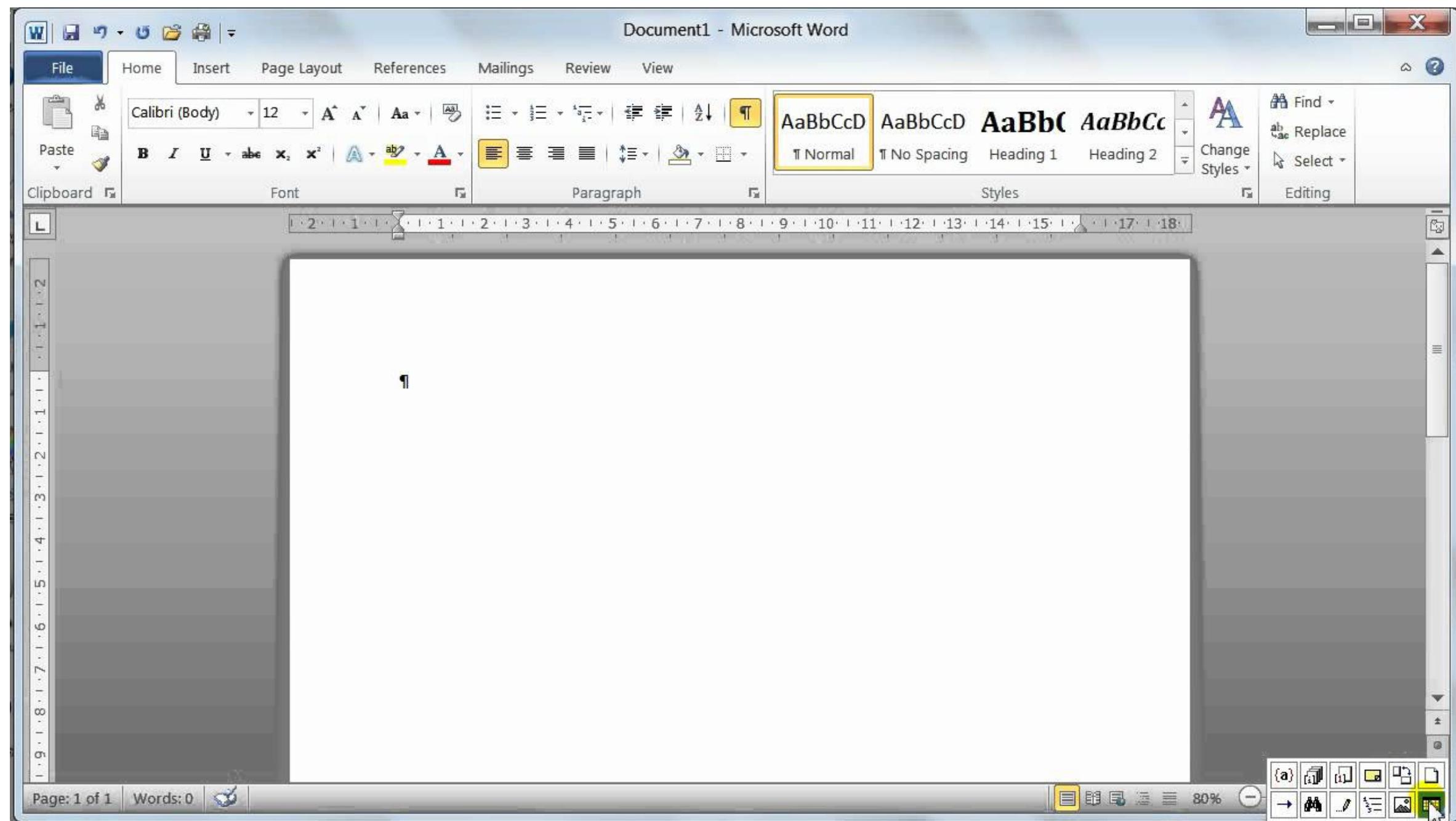
What is the message/desired outcome?

Who is the audience?

Where are they?

How much time do they have?

How will we measure success?



A screenshot of the "Best Mac-iOS Writing Apps" application. The window title is "Best Mac-iOS Writing Apps - Edited". The main content area displays a document with the following text:

Best for writers who spent all of their money on new Apple stuff: Pages
Mac: Free (for Macs bought on or after October 1, 2013)
[<https://itunes.apple.com/us/app/pages/id409201541?mt=12>]
iOS: Free (for devices bought on or after September 1, 2013)
[<https://itunes.apple.com/us/app/pages/id361309726?mt=8>]

If you're looking for a completely free way to write and edit on whatever Apple device happens to be at your disposal (and it's been purchased within the past year and a half), you won't find an app anywhere that beats Pages. Apple took its iWork suite in a new direction with its iOS 7 redesign, removing many of its professional features along with the price of admission. But even without things like mail merging, linked text boxes and mailing labels, Pages is a fine tool for writers looking to quickly get to work.

No matter which platform you're using, there's a clear focus on simplicity, with a sparse interface and a well-stocked library of templates. There's no Markdown support, but headers, footers and margins are all adjustable, and rich-text support maintains a desktop-class uniformity across all of your devices.

But writers working in a standard template will be pleased with Pages' responsive layout and exporting options, which includes .doc as well as ePub and PDF. Documents are neatly formatted for each screen, and there's even a web component that lets you work on Windows PCs and collaborate with up to 100 other writers. And if you work alone, you can still utilize Pages' excellent annotations by inserting comments, monitoring changes and highlighting parts you need to work on later.

Pages has taken its lumps over the years—and it's probably not worth the \$29.98 price Apple charges for older devices—but you'll be hard-pressed to find a free writing app with more features in either the Mac or iOS app stores, let alone both.

The right side of the window features a sidebar with the following sections:

- Text**: A dropdown menu labeled "Body".
- Font**: Set to Helvetica, Regular, 11 pt. Includes buttons for Bold (B), Italic (I), Underline (U), and a color swatch.
- Character Styles**: Set to None.
- Alignment**: Buttons for Left, Center, Right, and Justify.
- Spacing**: Set to 1.0 - Single.
- Bullets & Lists**: Set to None.



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

9:14 AM London Print Mike Lemanski

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

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

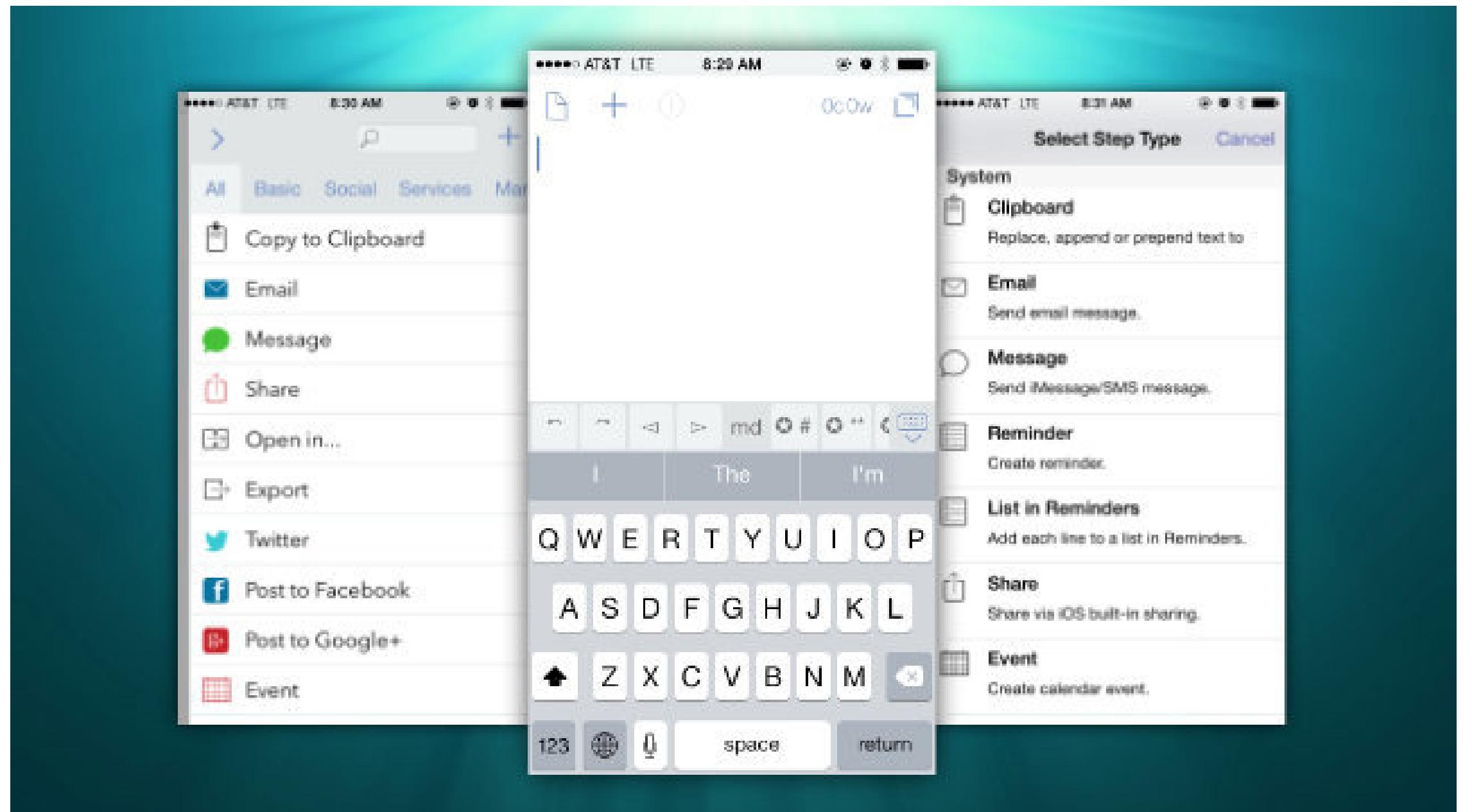
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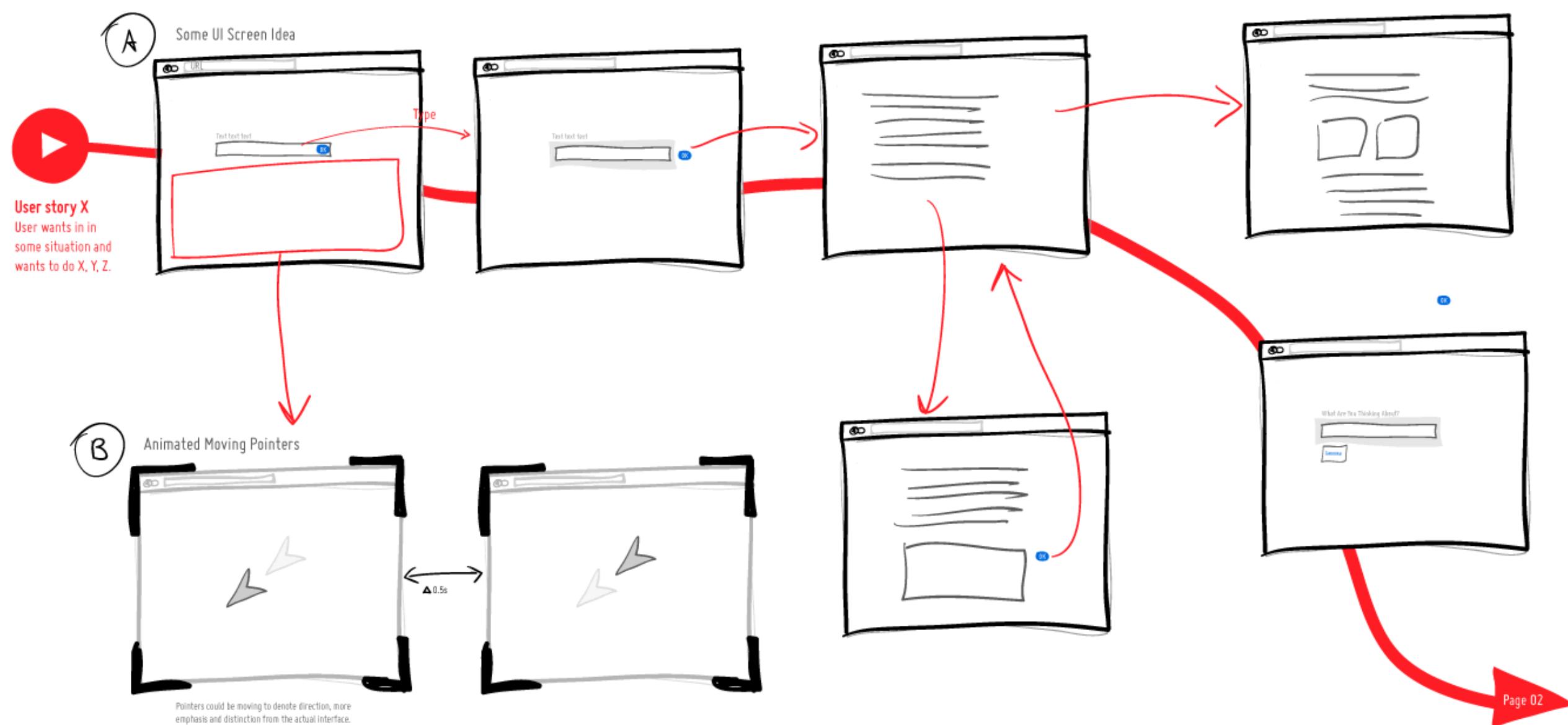
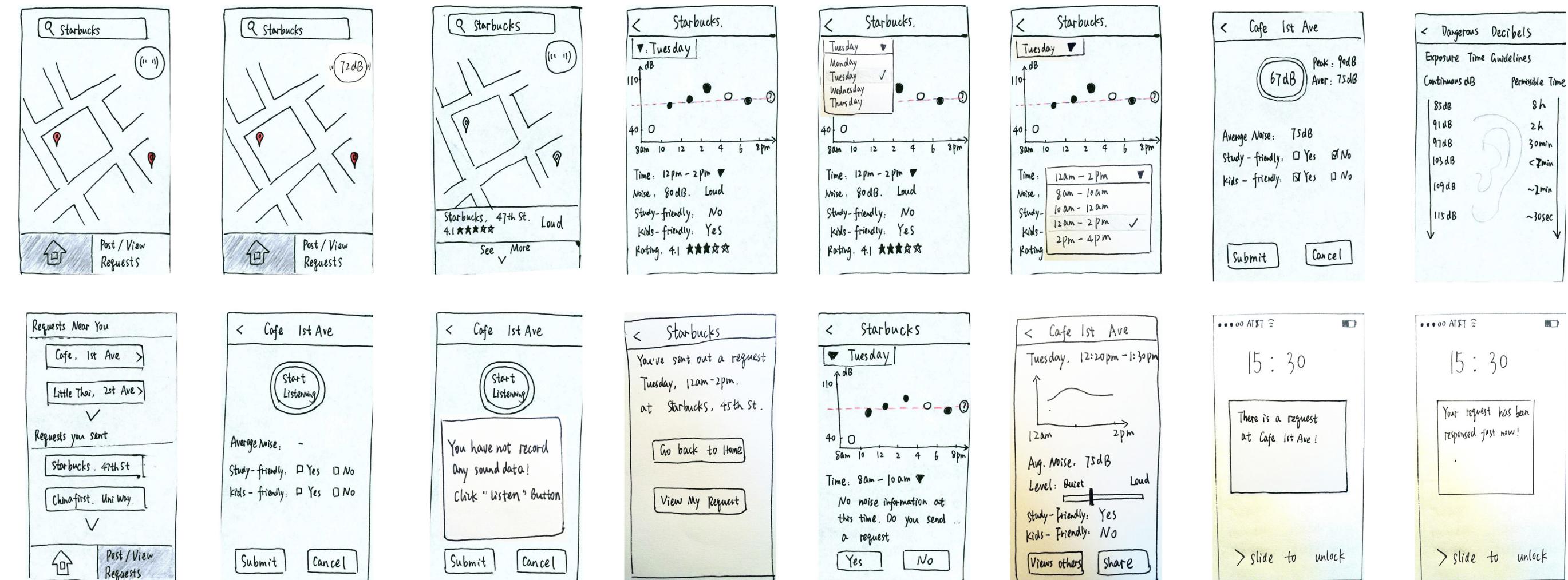
The moments that we have with friends and family, the chances that we have to

Tag...

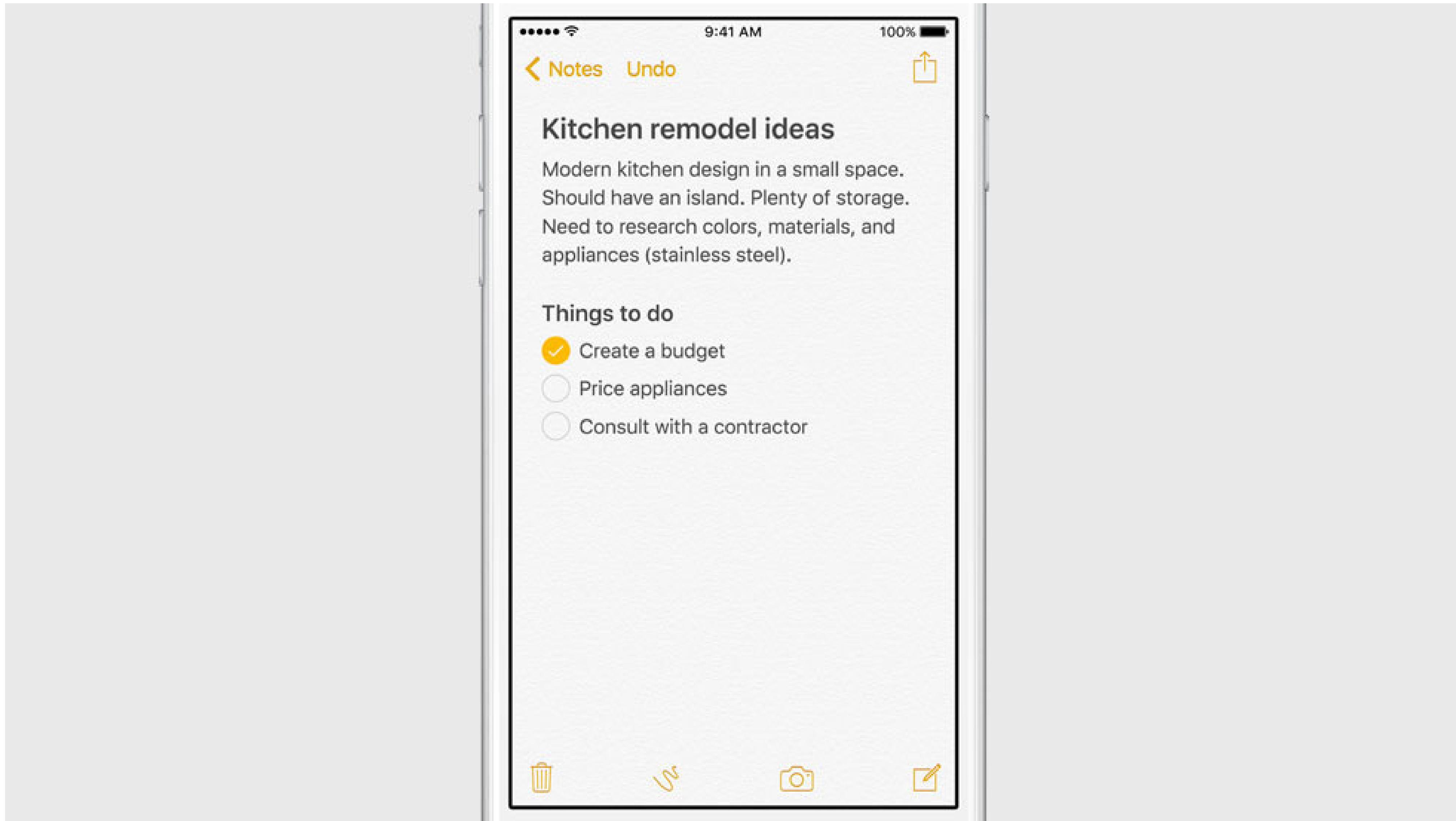
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return



3. PROTOTYPE AND USER FLOW



3. VISUAL DESIGN / WORKING PROTOTYPE



iPhone 7

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

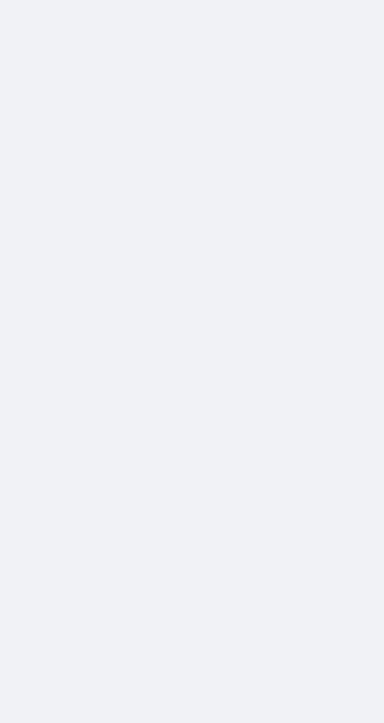
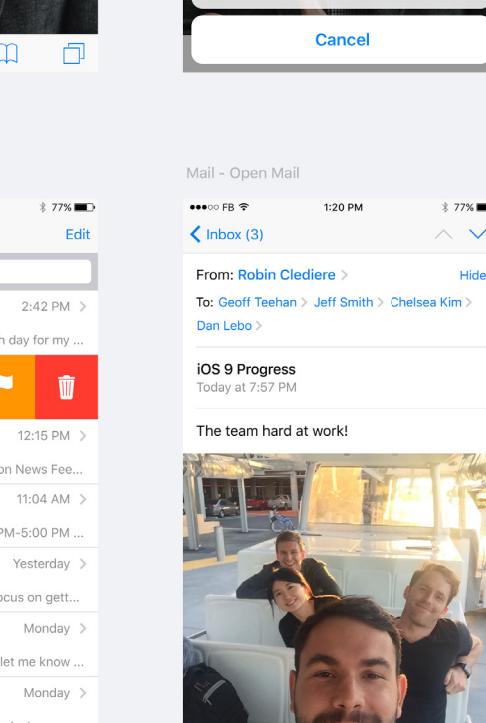
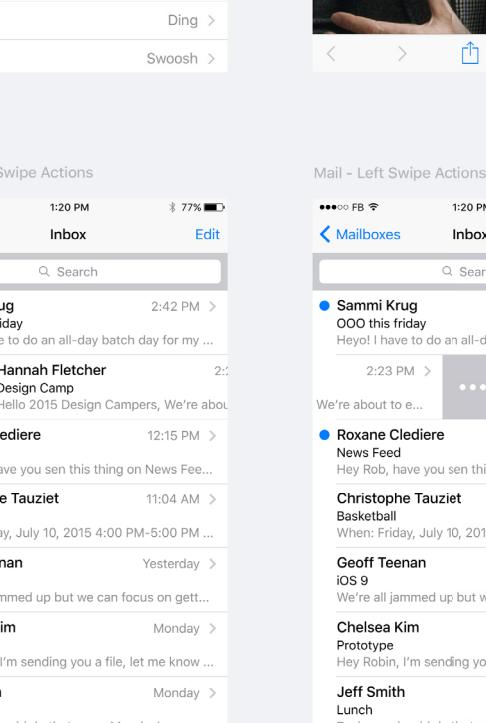
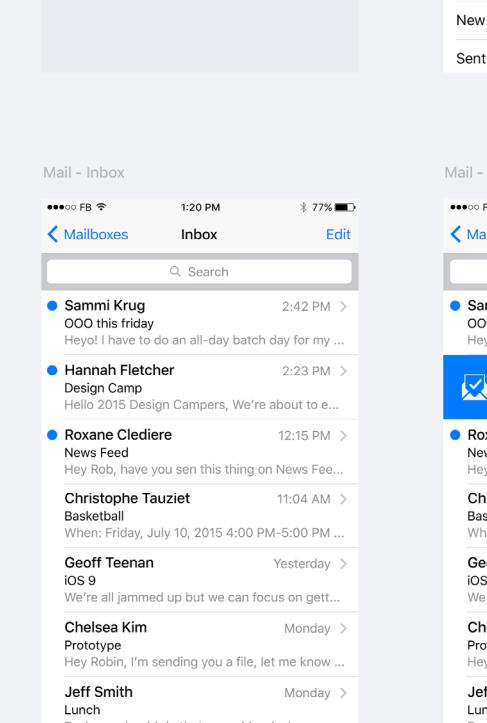
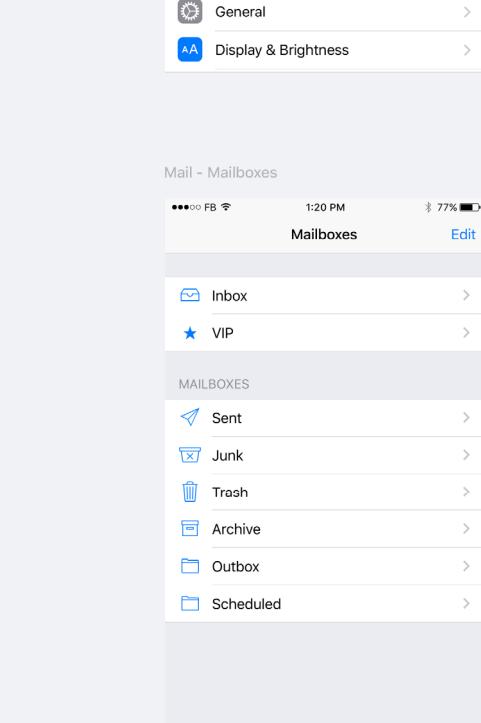
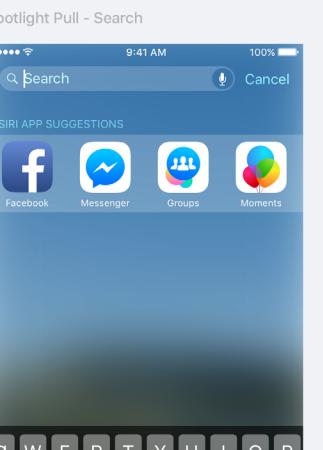
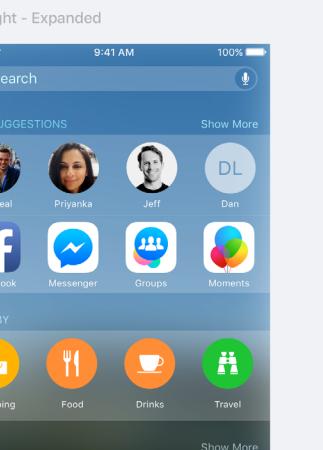
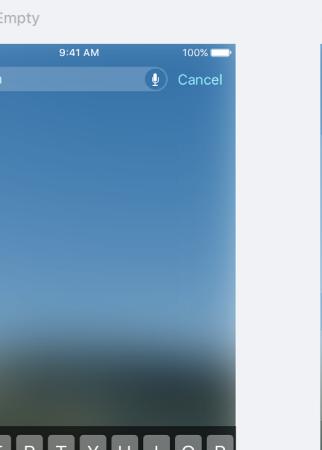
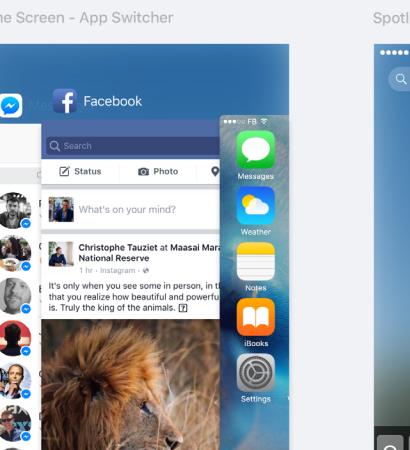
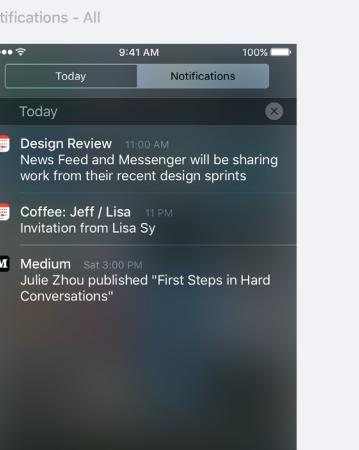
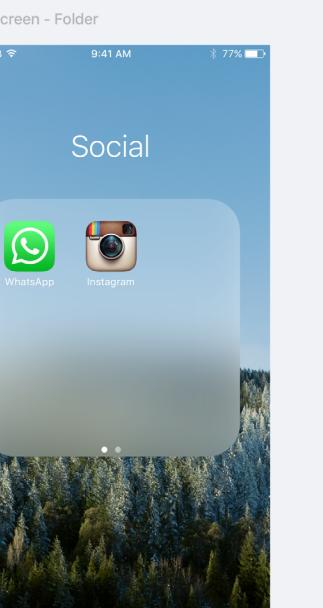
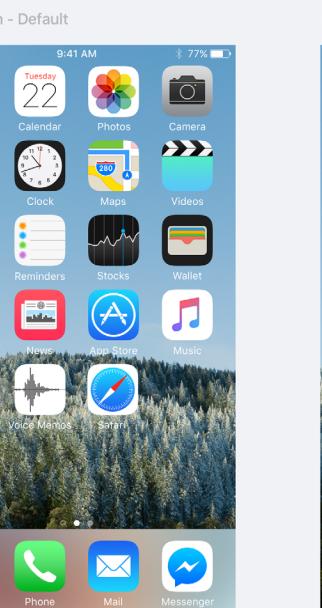
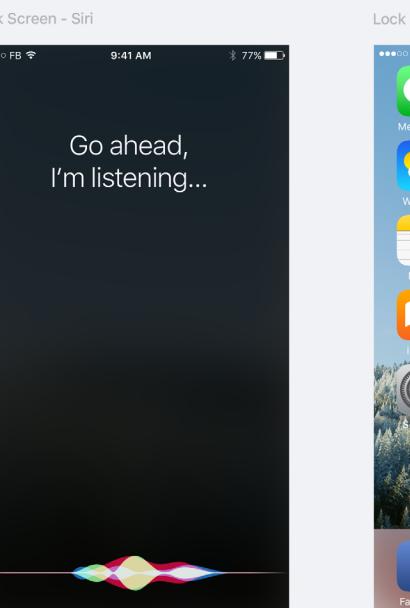
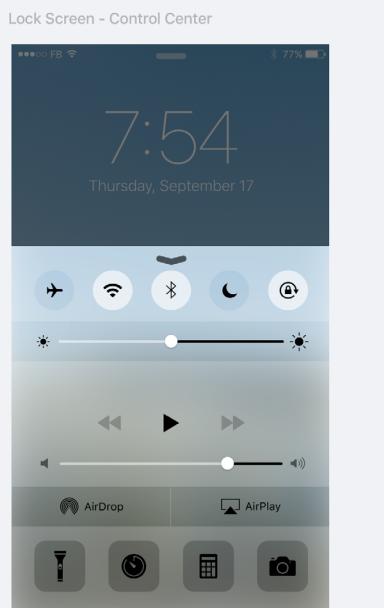
The intent of the library is to help you design, pitch, and build amazing applications. We've focused on balancing ease-of-use with accuracy — while some aspects aren't 100%, they are made to be reusable by reducing them to the minimum number of layers.

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



UI Components

- Status Bars
- Elements
- Cells
- Action Sheets
- Segmented Controllers
- Tab Bars
- Controls

Phone - Keypad

Phone - Contacts

Maps - Current Location

Maps - Search Result

Maps - Route

Settings - Home

Settings - WiFi

Settings - Sound

Safari

Safari - Action Sheet

Mail - Inbox

Mail - Right Swipe Actions

Mail - Left Swipe Actions

Mail - Open Mail

Photos - Camera Roll

Photos - Albums

Photos - Camera Roll

Photos - Camera Roll

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 Rob! What's up?

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

Love it!

Friday 1:14 PM

Hey Rob! 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 with the "iOS Human Interface Guidelines" page open. The page features a large heading "iOS Human Interface Guidelines" with a "Beta" badge. Below the heading is a quote: "The world's most advanced mobile OS offers everything you need to design beautiful, engaging apps that radiate power and simplicity." To the left is a sidebar with a "Overview" section and a "Design Principles" section. The main content area displays three iPhone screens demonstrating various iOS features like the home screen, notification center, and Siri interface.

The screenshot shows the Google Material Design website. The top navigation bar includes links for "Daily", "Web", "My Sites", "Save to Library", and "Read Later". The main title "Material design" is prominently displayed in white on a teal header. Below the title, a section titled "Introduction" is visible, featuring a large, abstract graphic composed of overlapping teal and dark teal rectangles.