

# Cultivating Positive **User Experiences**

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# Cultivating Positive **User Experiences**

**Two Stories.**

Uber

Harrisburg  
city Cabs

**Experiences affect  
how we view  
everything in life.**

**1. What is User Experience?**

**2. What are the benefits?**

**3. How to approach UX Design.**

What is  
**User Experience Design**  
anyway?

# Generally Speaking

A user experience is what it's like  
for someone to use the tool you've  
given them to accomplish the  
thing they are trying to do.

What is UX Design?

## As A Discipline

User experience design refers to the study, observation, and optimization of that process by which someone uses the tools we make for them.

What is UX Design?

# UX Design Includes:

1. **Study** - It is intentional.
2. **Observation** - It's not hypothetical.
3. **Optimization** - It is focused on making things better..

What is UX Design?

Why should we practice  
**UX Design?**

1. For the User
2. For Our Own Sanity

Why Should We Practice UX Design?

## For The User:

**Empowered** users are successful.

**Successful** users are pleased.

**Pleased** users continue using and tell others about their experiences.

Why Should We Practice UX Design?

**For Us** [devs, Co., brands]:

**Delighted** users boost product success.

**Growing** products result in company stability, job stability, market status, etc.

Why Should We Practice UX Design?

...also...



Focusing on user happiness optimization provides a unifying goal to drive technical improvements.

Why Should We Practice UX Design?

# How to approach **UX Design**

# User Experience **Planning**

How To Approach UX Design

# **UX Planning:**

- 1. Markerboard Mentality**
- 2. Information Architecture**
- 3. Wireframing**

How To Approach UX Design

# User Experience **Testing**

How To Approach UX Design

## UX Testing:

1. Observe actual users
2. Ship early, iterate often
3. Validate

How To Approach UX Design

But you one  
**Secret Weapon**

**Empathy.**

# Thank You!

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