


UX

BNTA

What is UX?

- UX === User Experience
- Refers to any interaction a user has with a product or service
- Modern form arose in 90s, Don Norman (legendary design educator - Apple)
- Also, UI = User Interface
- UI is focussed on the how the product looks and functions
-  can be same job, or separate
- Backgrounds:
 - Marketing
 - Psychology
 - Coding
 - Graphic Design

Buying a book

Consider
buying a book

Where to buy
it?

amazon.com

How do you
find it?

Compare
prices?
formats?

How many
steps to
purchase?

Payment

Shipping?
Lead times?
packaging

Delivery

Feedback

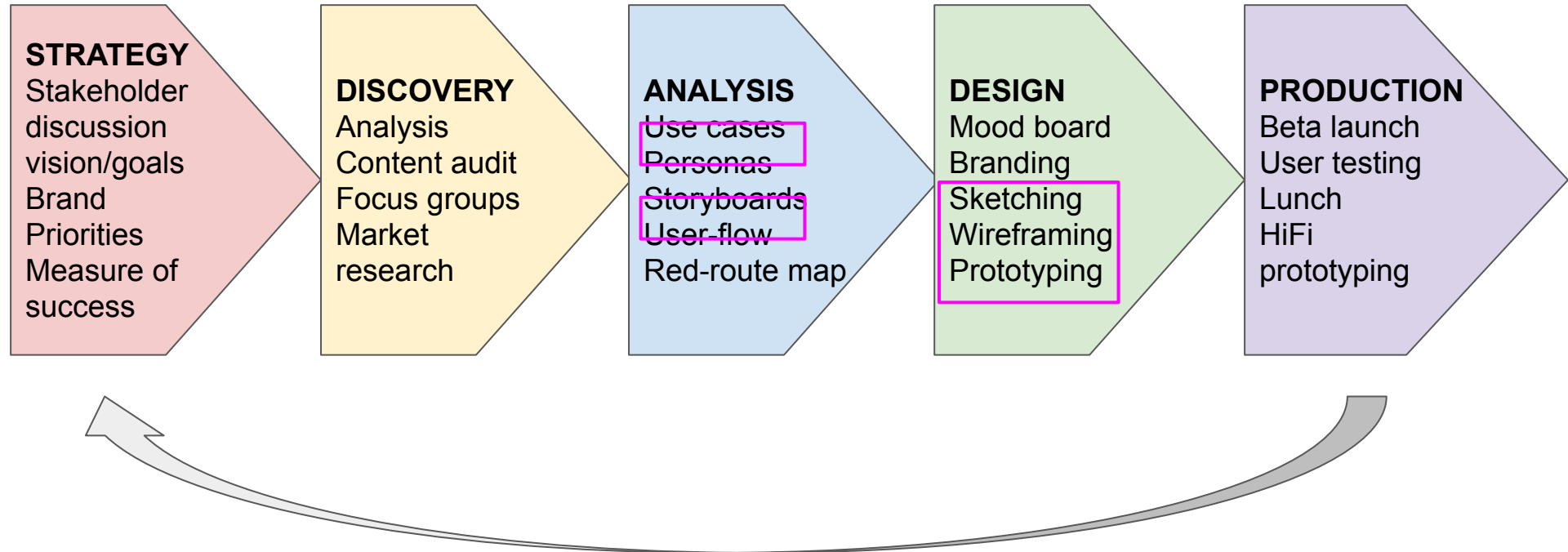
Case Study: Lings Cars

Task (10mins): go to <https://www.lingscars.com/>

Could this be considered a good user experience?

Come back to class and discuss!

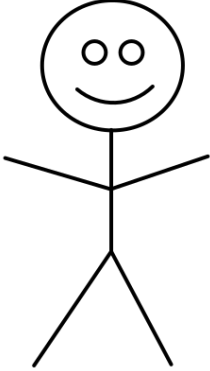
The UX Design Cycle



Personas

- Similar to a profile, a character sketch
- Ideally created after research
- Personas are helpful in making the target customer/user 'real'
- Gather information about your users and transforming it into a set of fact-based profiles
- Able to demonstrate real needs and goals of your users in a human way
- Keeps user at the heart of every design decision you make
- Personas vs Proto personas
- Watch out for stereotypes
- Persona spectrums - design for inclusion
- Extrapolate user needs

Proto-persona example

<p>BIO</p> <p>Joe</p> <p>Nurse at nearby hospital</p> <p>London</p> <p>2 small children</p> 	<p>DEMOGRAPHICS</p> <p>Age</p> <p>Location</p> <p>Education</p> <p>Income bracket</p> <p>Marital status</p>
<p>NEEDS & GOALS</p> <p>Needs food in evening, as shift normally runs over</p> <p>Quick lunch as doesn't have long</p>	<p>BEHAVIOURS</p> <p>Prefers to use mobile to access internet</p> <p>Commutes in by bus</p> <p>Likes trying new things</p>

User needs

Once we have a persona or two, we can start to extrapolate user needs:

- The user needs to be able to access a menu quickly so that they can order on the move
- The user needs...so that...

Task (20mins): Sandwich/lunch shop app

You are a sandwich shop in a busy area of town, interested in creating a mobile app for your users.

Within your group, use Excalidraw and screen share to create at least two personas for the app above.

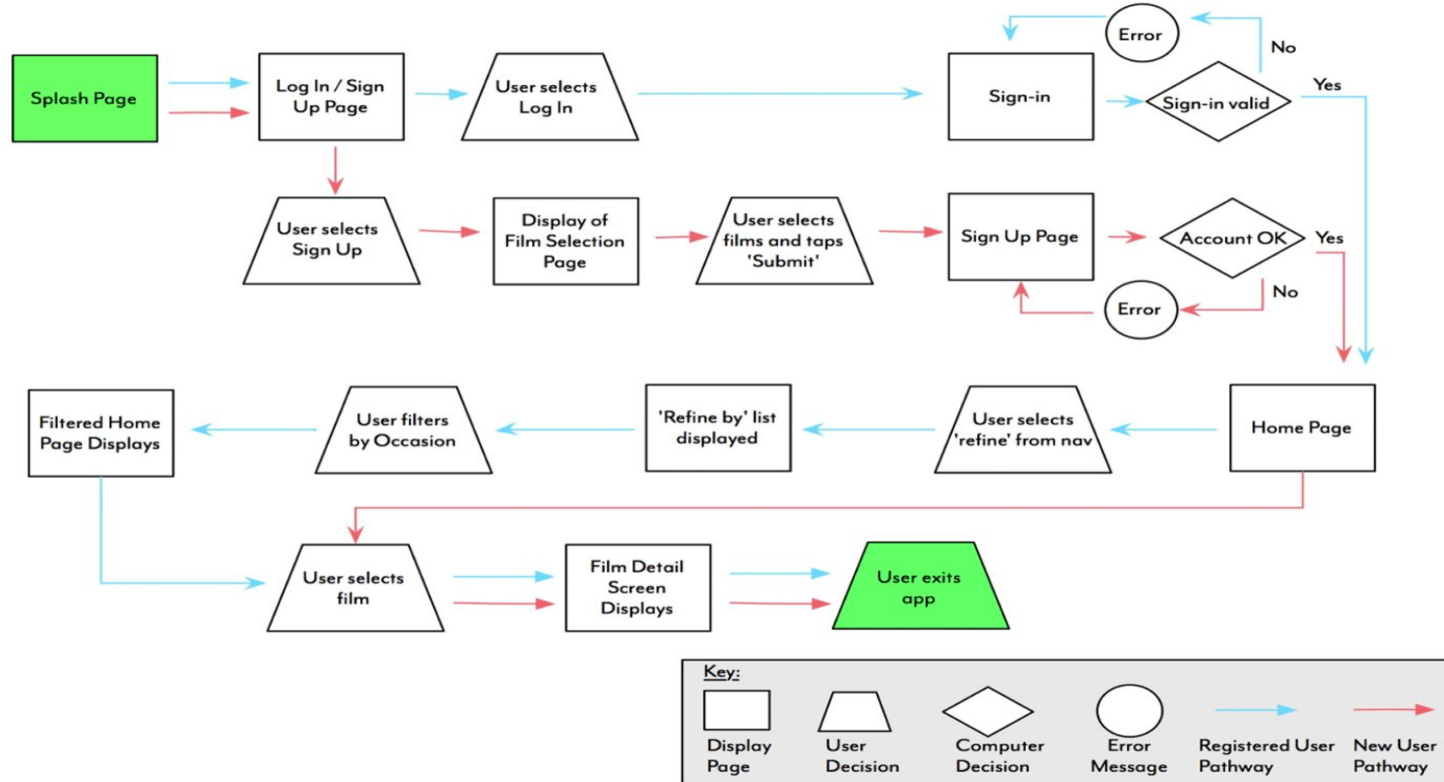
Write a list of user needs based on one of the personas.

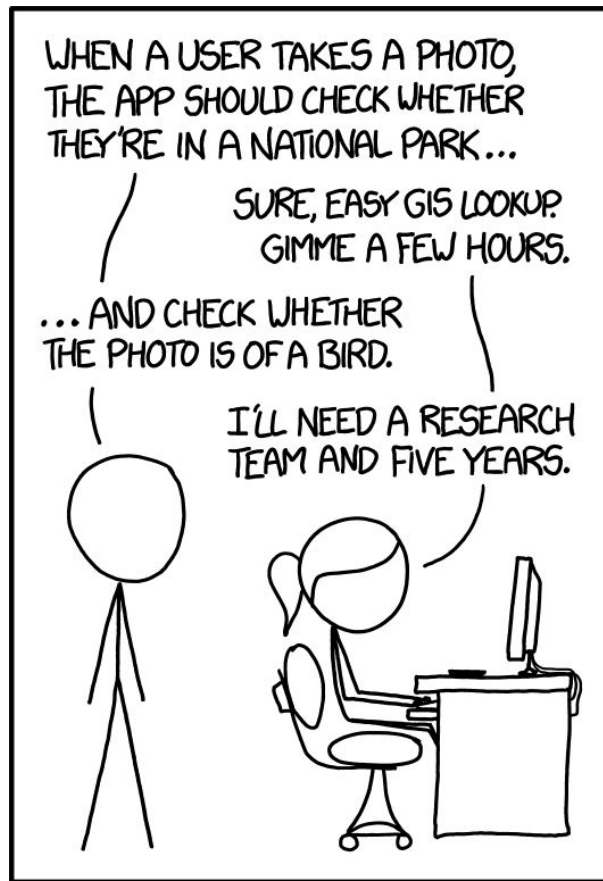
User flow

- A good user flow comes from the best possible understanding of your user
- Start with a basic flow, like a mind map, each box should represent a step in a user action
- Breakdown into: Entry point, steps to completion, final step in completing a task
- **Entry Points:** websites often have many, apps usually only a few distinct ones
- **Steps to Completion:** keep it simple, make sure each step is vital to the task
- **Final Step:** The final screen the user sees

Sample User Flow

USER FLOW





IN CS, IT CAN BE HARD TO EXPLAIN
THE DIFFERENCE BETWEEN THE EASY
AND THE VIRTUALLY IMPOSSIBLE.

Source: xkcd