



UX 101

#DLSUXSoc #UXForAll #AllForUX

안녕하세요
good afternoon!

こんにちは

magandang hapon

BUENAS TARDES



Hi, I'm Jordan!

jrdndj.design

DLSU's UX Guy!



cramming professor meme

Google Search

I'm Feeling Lucky

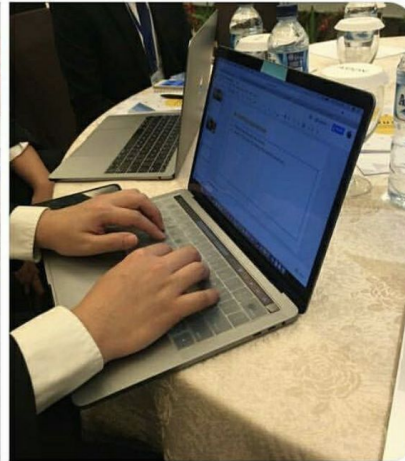
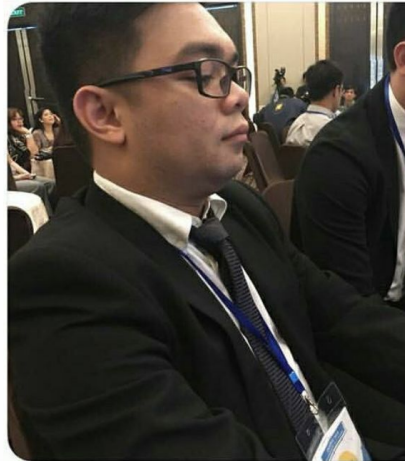
Google offered in: [Filipino](#) [Cebuano](#)



Blaise Cruz
@finelined_



If you think you're good at cramming,
my prof makes his slides and prepares
his presentation for an international
conference IN THE CONFERENCE
ITSELF



**The best way to
predict the future is
to invent it..**

Alan Kay, Turing Awardee, GUI
Pioneer



Lets begin with an activity:

STAND UP!

GRAB A PARTNER!

FACE YOUR

PARTNER!



1 - 2

1 - 2 - 3

HUMANS DONT LIKE BREAKING THE
PATTERN

CONSISTENCY IS A PATTERN

breaking patterns make things
harder

1 - 2 - 3 - 4

ON HUMANS AND LONG THINGS

LONGER IS NOT ALWAYS HARDER IF THERE ARE PATTERNS

It is not all the time that long is ayt. It is not all the time
short is better.

CONTACT US

If you would like to get ahold of us,
please fill in the form below...

Salutation (optional)

Mr. ▾

First and Last Name

Company or Organizaiton (optional)

Email Address

Phone Number (optional)

1 () -

Fax Number (optional)

1 () -

Subject or Topic

Technical support ▾

Comments or Questions

Newsletter (optional)

☒ Yes, I would like to receive a
monthly newsletter about deals and
offers!

SEND

CONTACT US

If you would like to get ahold of us,
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Name

Email Address

Comments or Questions

SEND

1 - CLAP - 3

JUMP - CLAP - 3

JUMP - CLAP -



IN UX, WE NEED A LESSON ON COGNITION



THE MENTAL ACTION OR PROCESS OF ACQUIRING KNOWLEDGE

Knowing how your users think is important when we design
systems

Copyrighted Material

Steve Krug



DON'T MAKE ME THINK

revisited

and Mobile

A Common Sense Approach to Web Usability

Copyrighted Material

BRAIN



TRICKS



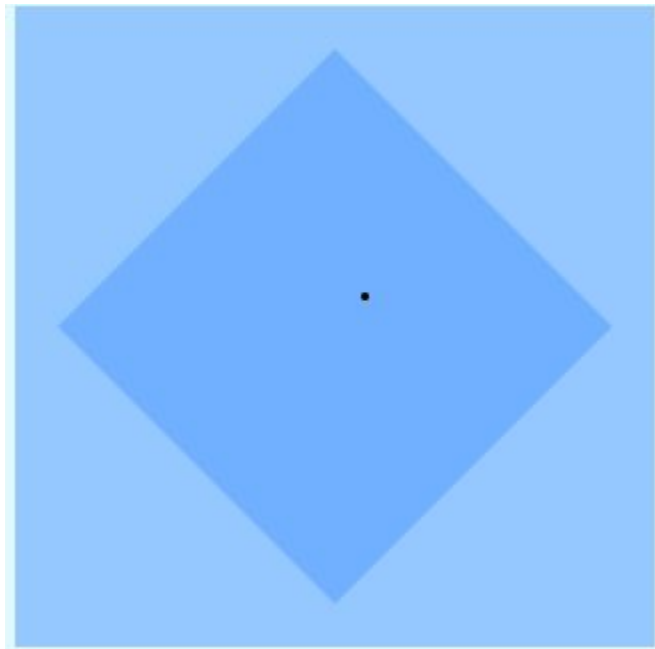


Do you think you've got a designer's eye?

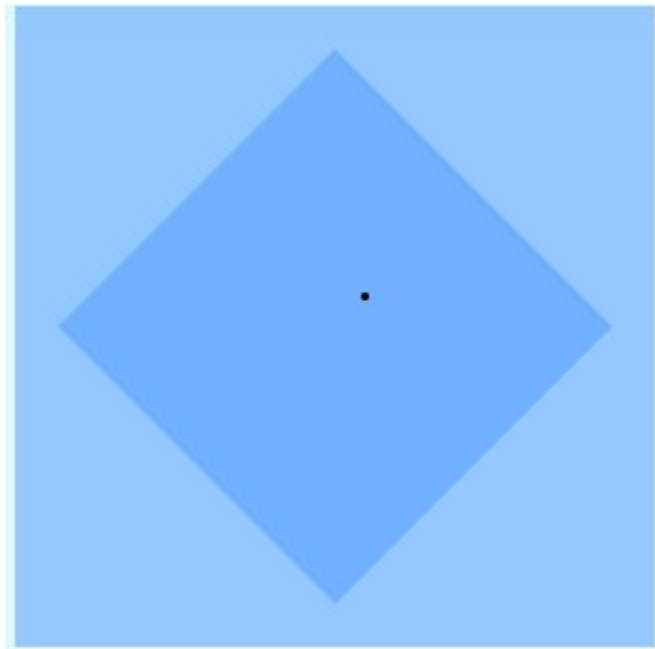
Test your skills and judge whether the dots are really in the middle of the shapes. We've prepared 10 shapes for you to select from, but you have to get all 10 correct to win the game. Can you do it?



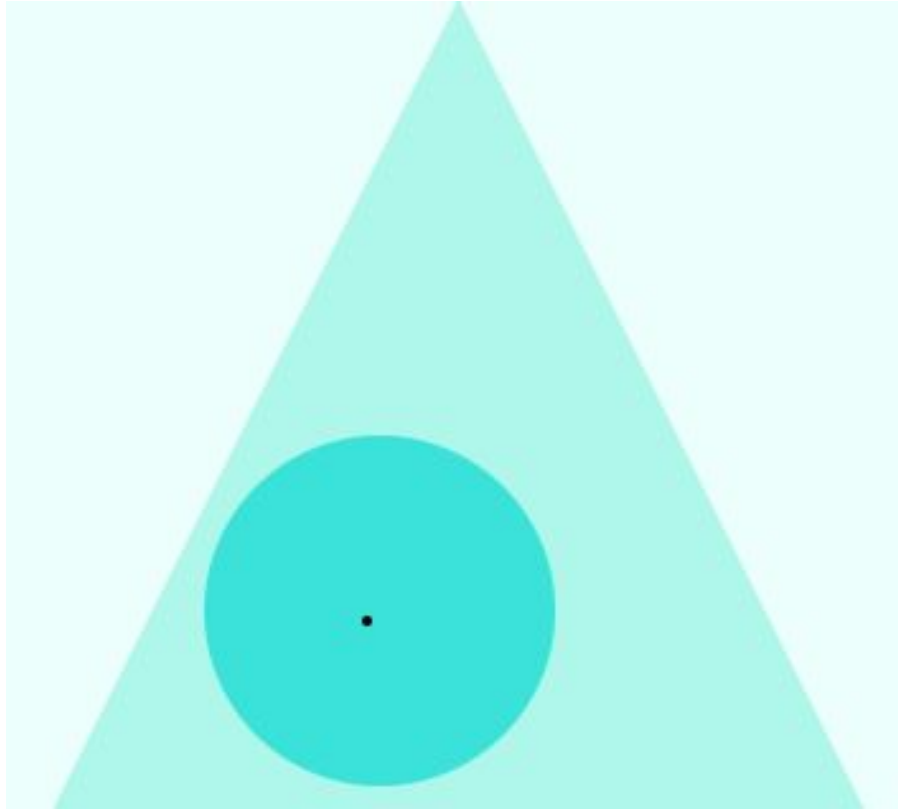
Begin



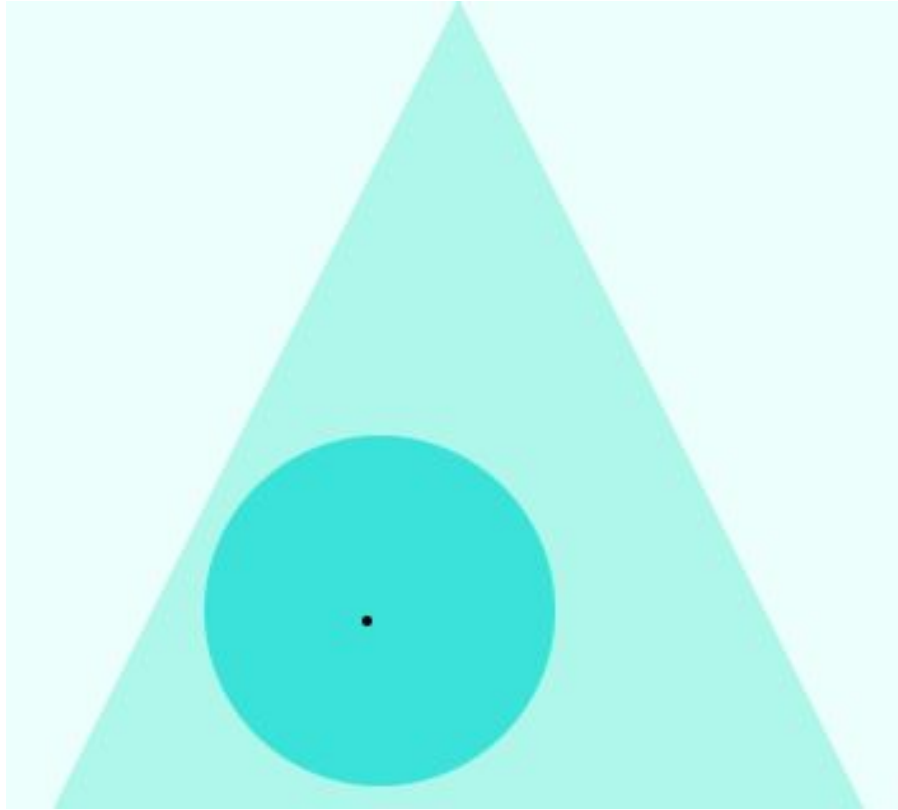
is the dot in the center?



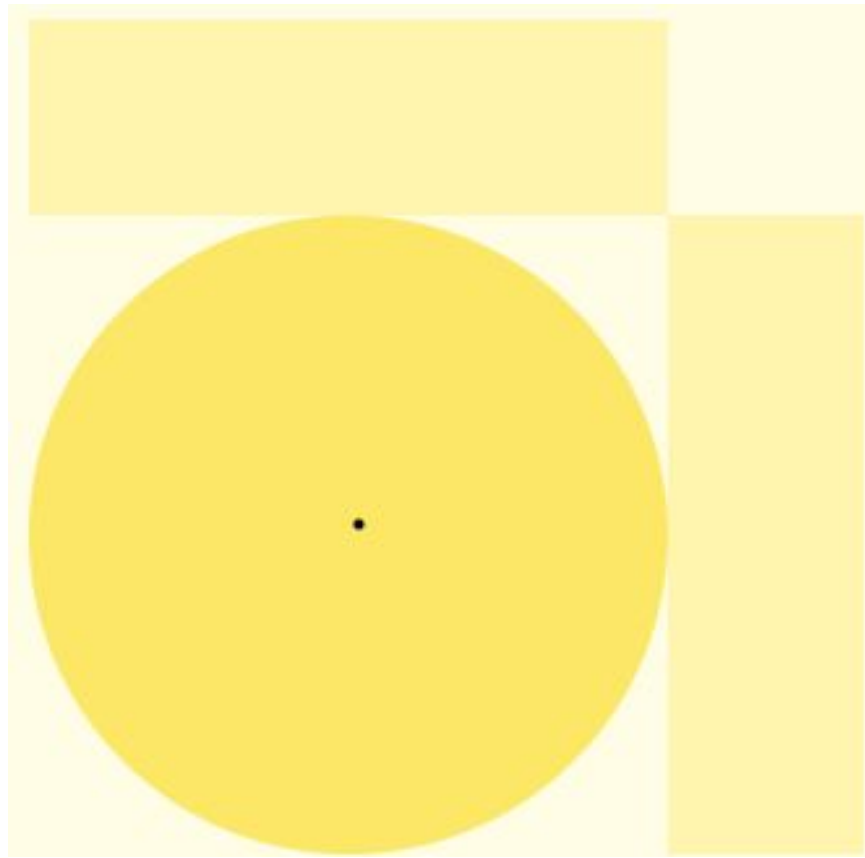
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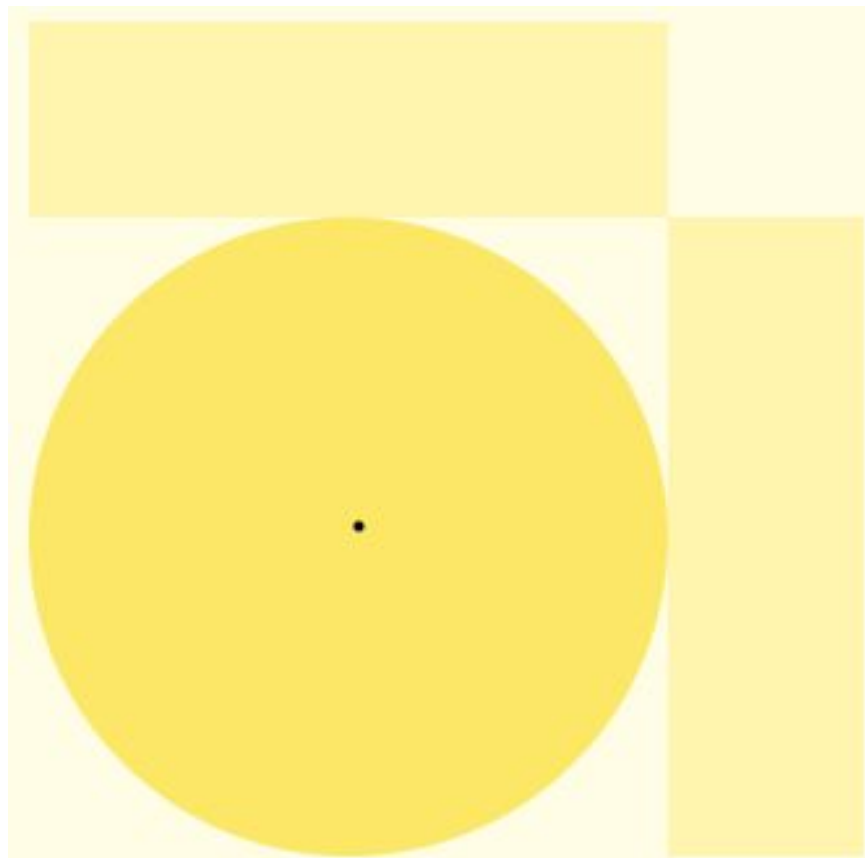
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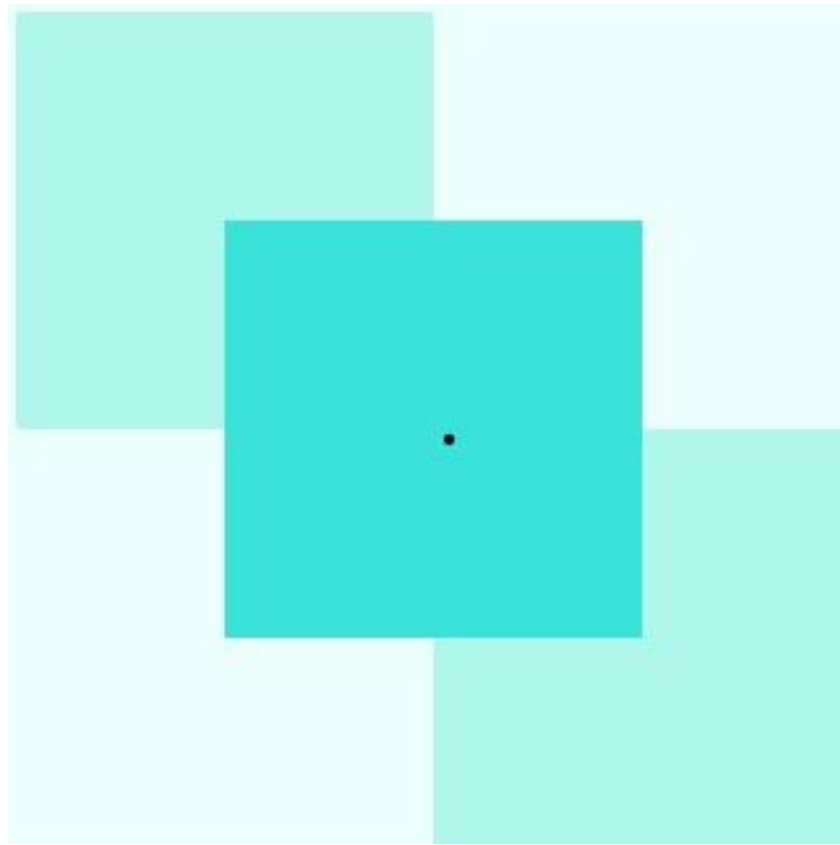
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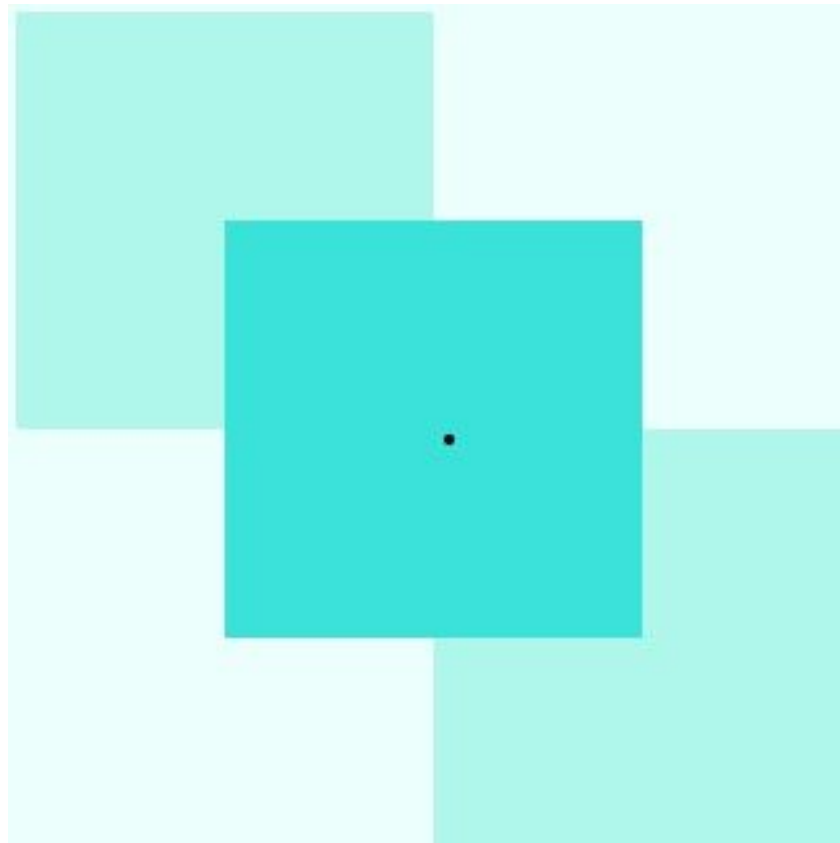
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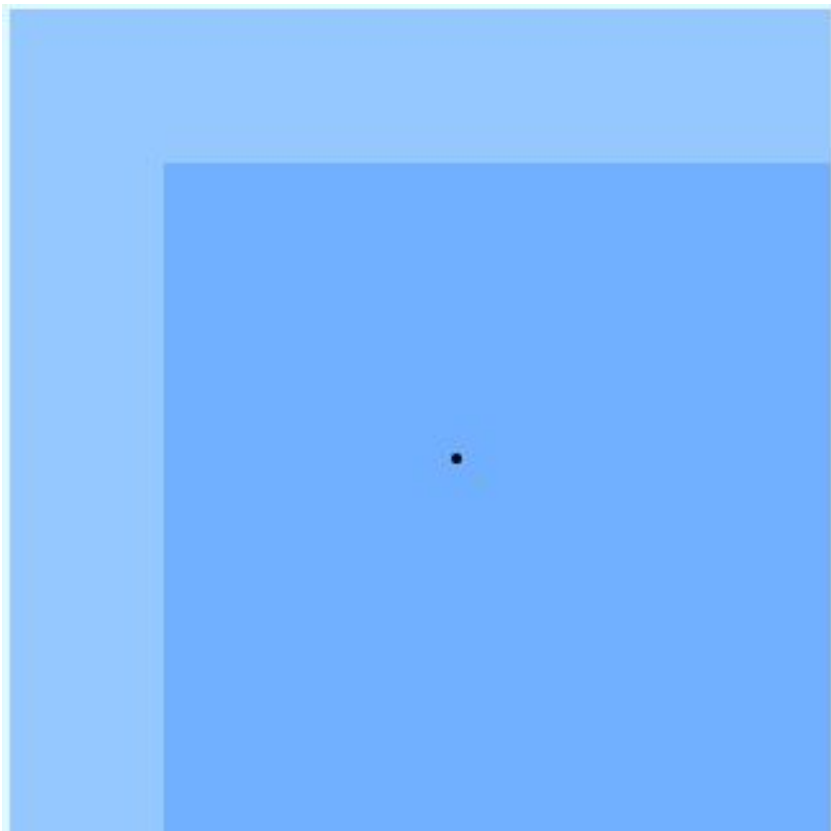
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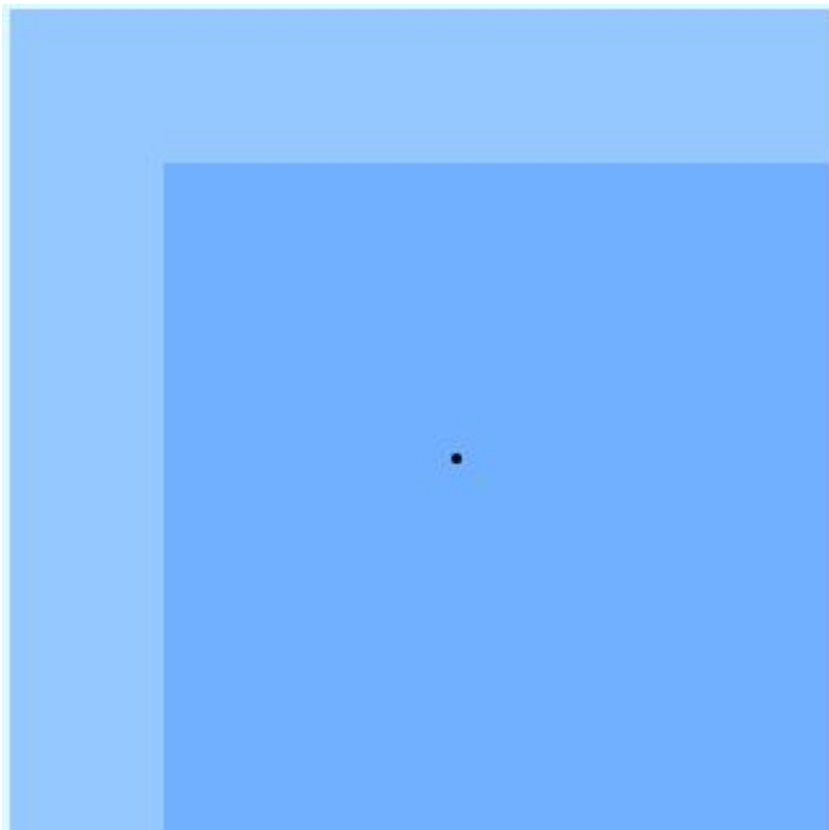
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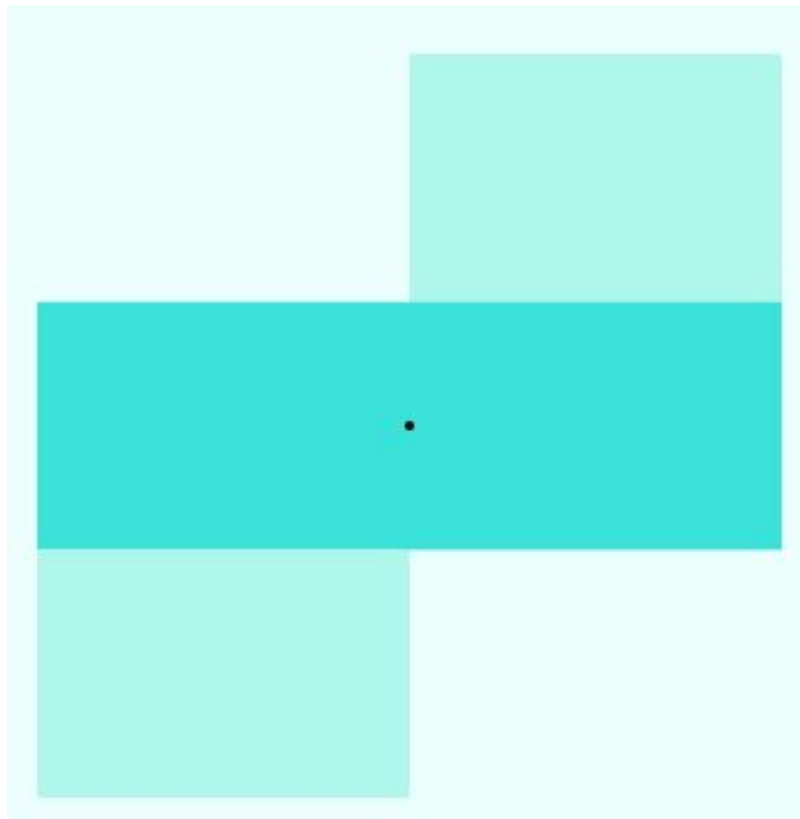
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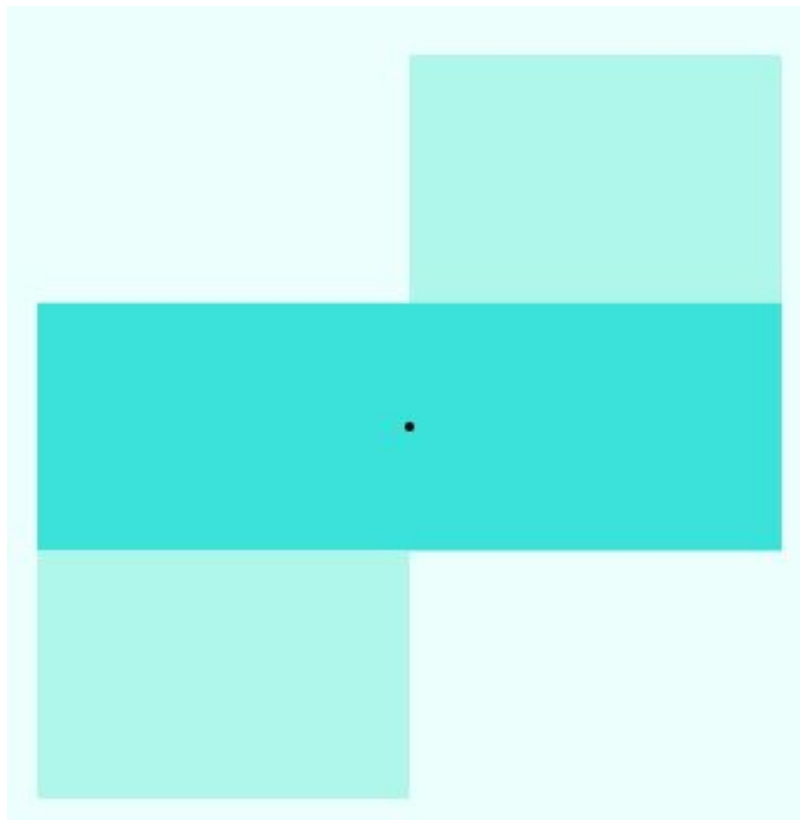
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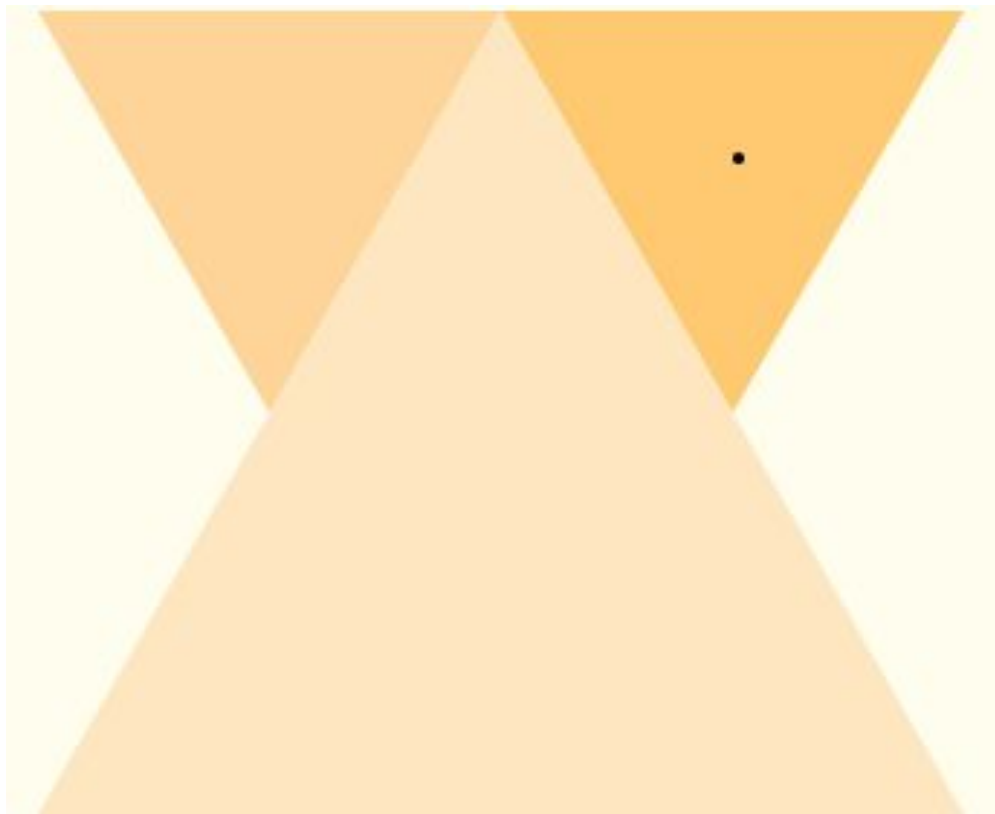
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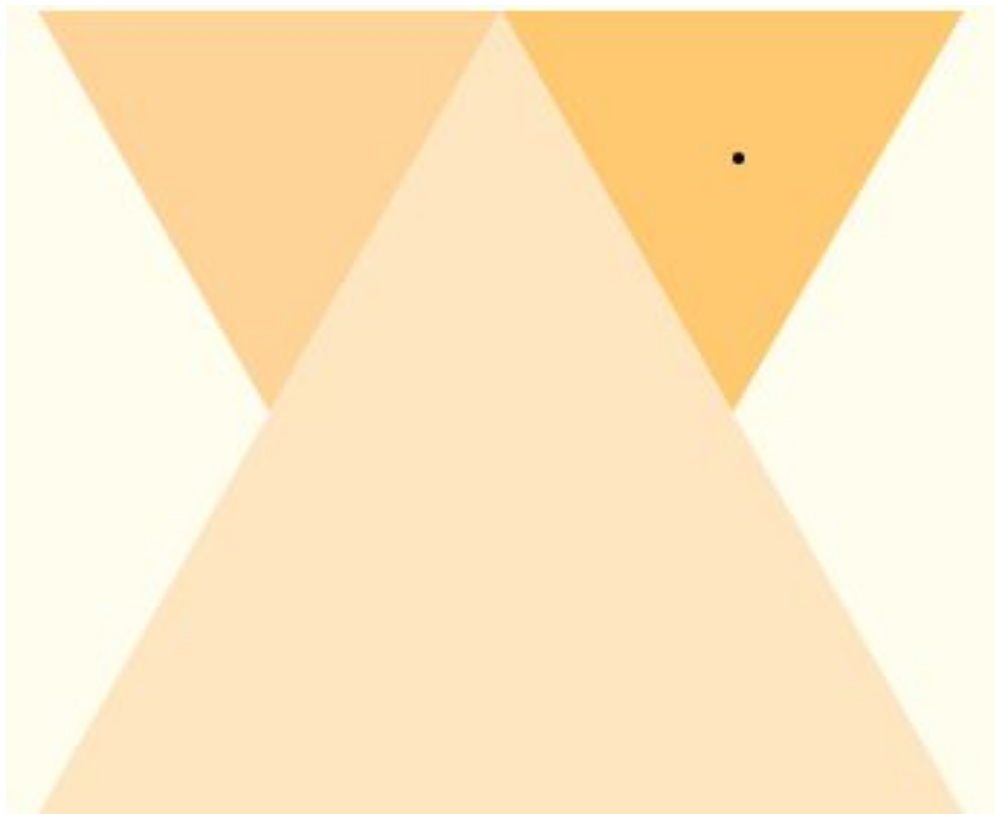
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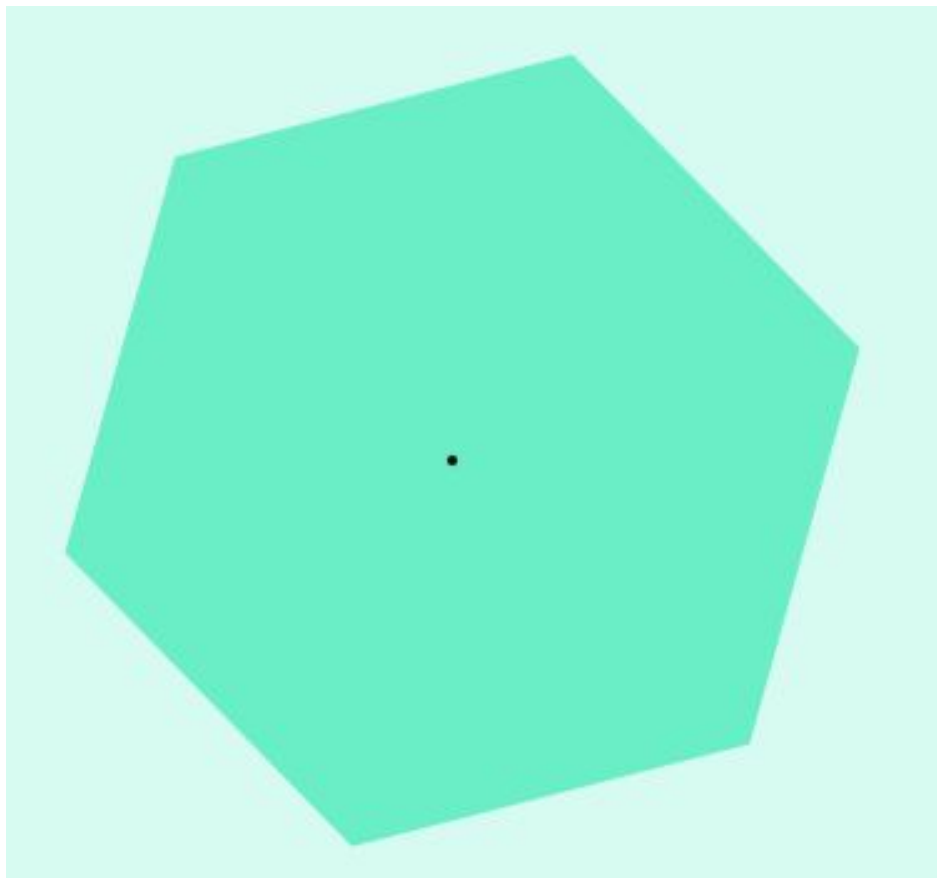
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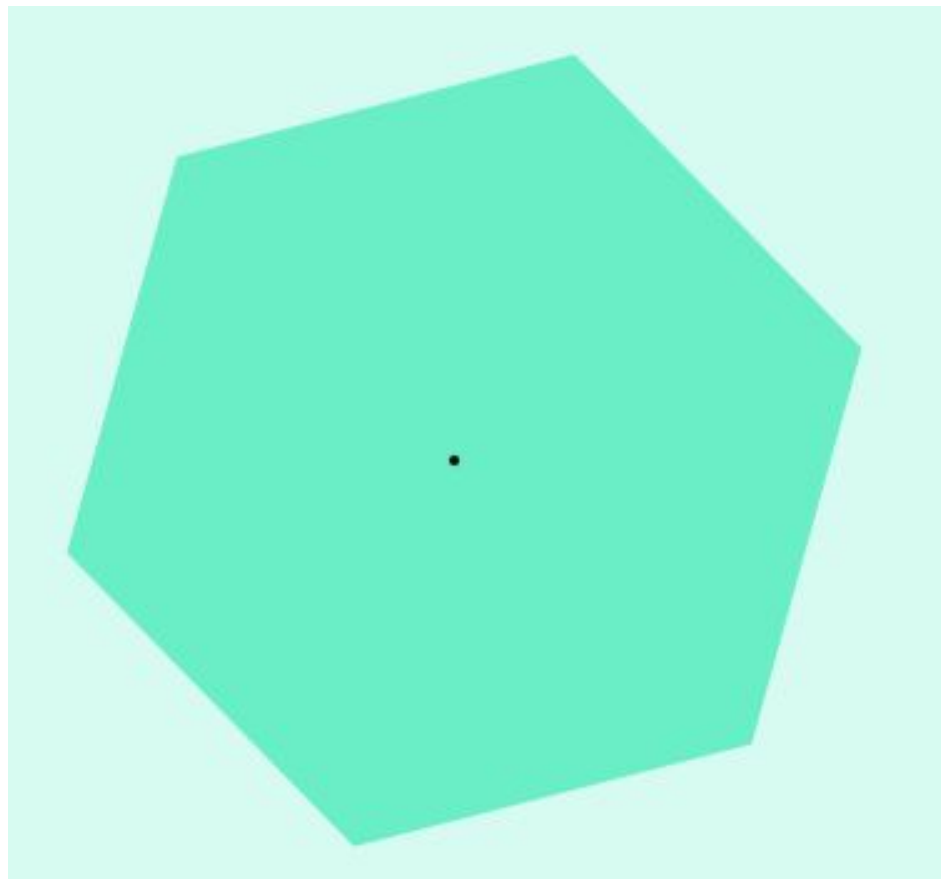
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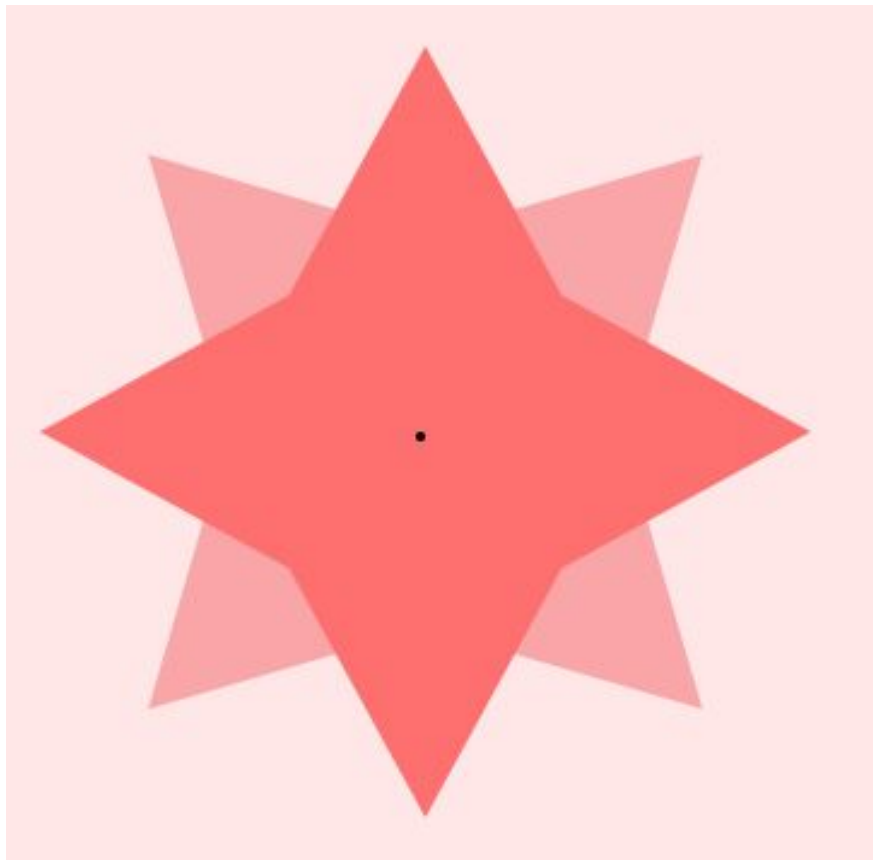
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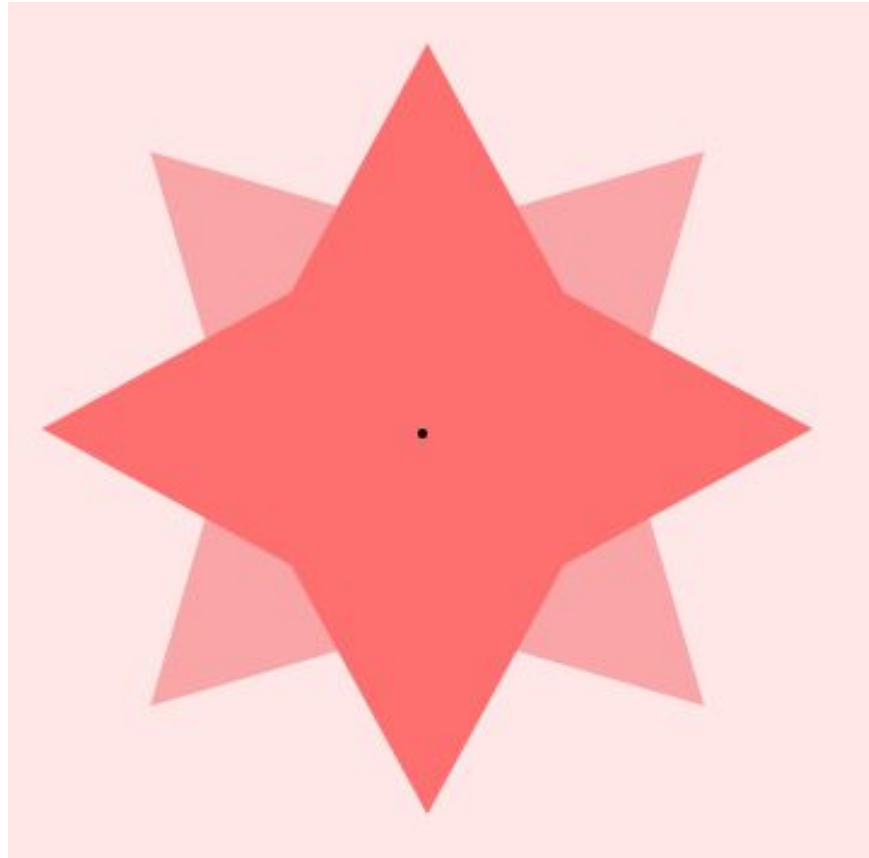
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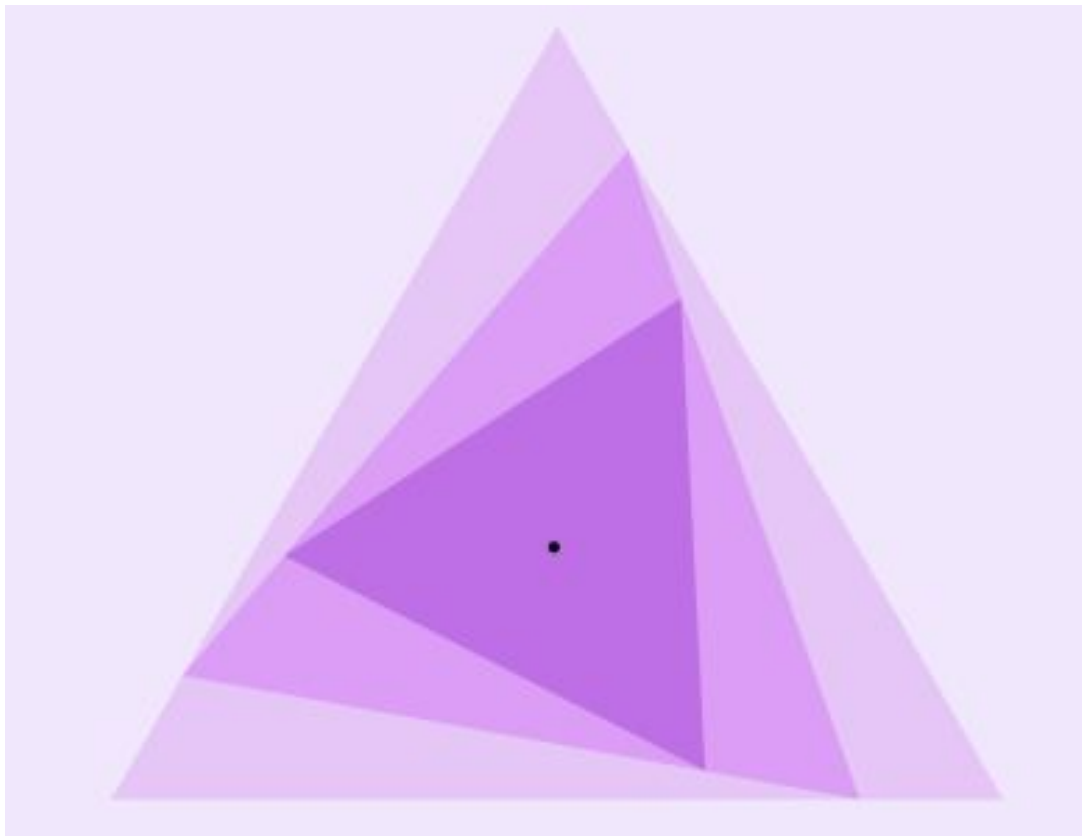
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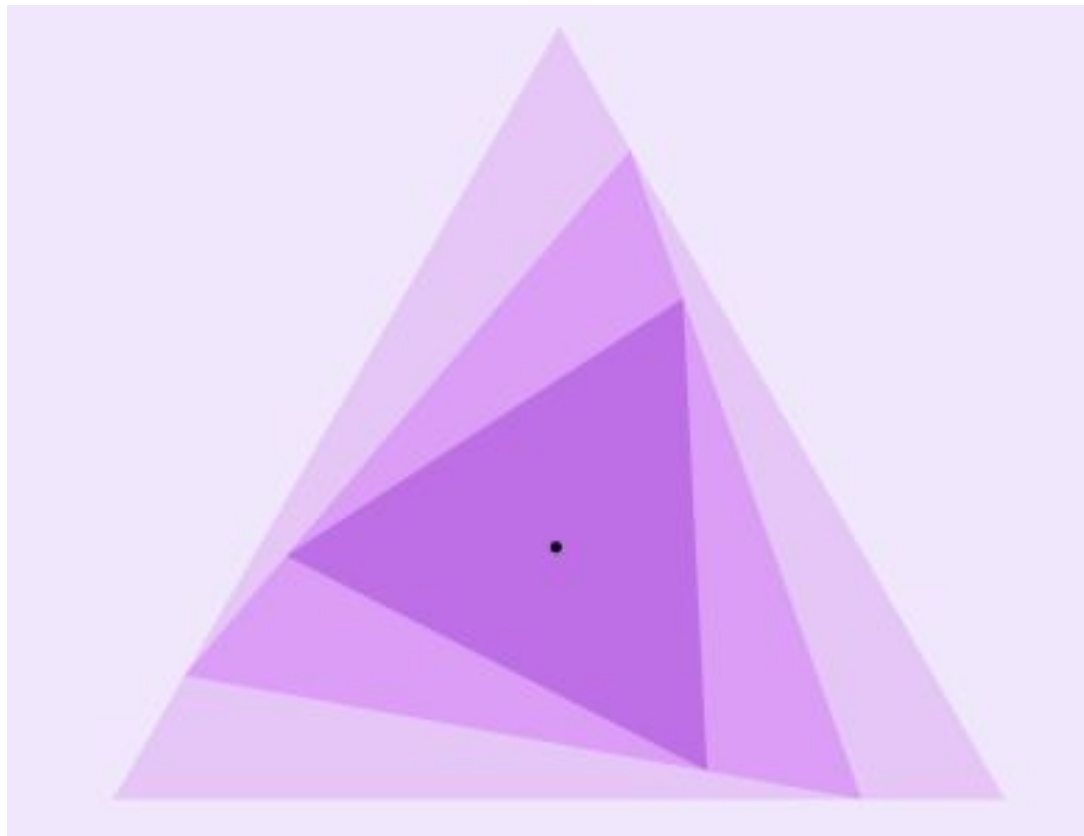
is the dot in the center?



no



is the dot in the center?



no

UX WORK: SCOPES



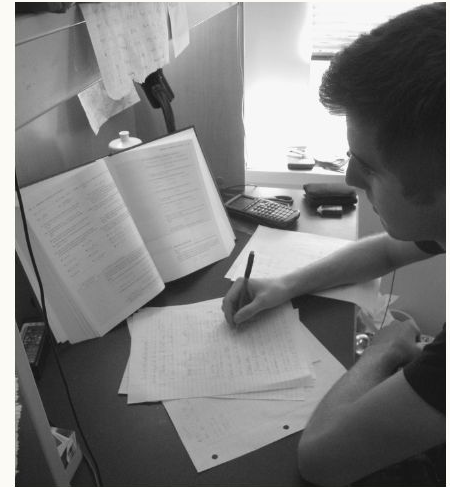
Exploratory

Perform User Researches and
Studies



Generative

Make prototypes and mockups



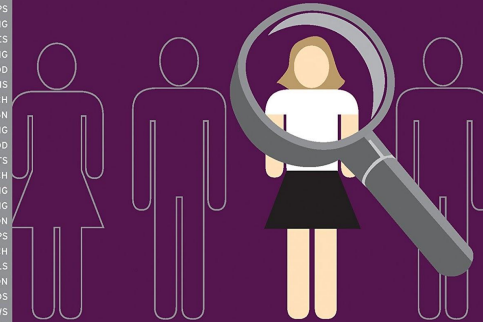
Evaluative

Measuring experiences

A/B TESTING
AEIOU
AFFINITY DIAGRAMMING
ARTIFACT ANALYSIS
AUTOMATED REMOTE RESEARCH
BEHAVIORAL MAPPING
BODYSTORMING
BRAINSTORM GRAPHIC ORGANIZERS
BUSINESS ORIGAMI
CARD SORTING
CASE STUDIES
COGNITIVE MAPPING
COGNITIVE WALKTHROUGH
COLLAGE
COMPETITIVE TESTING
CONCEPT MAPPING
CONTENT ANALYSIS
CONTENT INVENTORY & AUDIT
CONTEXTUAL DESIGN
CONTEXTUAL INQUIRY
CREATIVE TOOLKITS
CRITICAL INCIDENT TECHNIQUE
CROWDSOURCING
CULTURAL PROBES
CUSTOMER EXPERIENCE AUDIT
DESIGN CHARETTE
DESIGN ETHNOGRAPHY
DESIGN WORKSHOPS
DESIRABILITY TESTING
DIARY STUDIES
DIRECTED STORYTELLING
ELUTO METHOD
ERGONOMIC ANALYSIS
EVALUATIVE RESEARCH
EVIDENCE-BASED DESIGN
EXPERIENCE PROTOTYPING
EXPERIENCE SAMPLING METHOD
EXPERIMENTS
EXPLORATORY RESEARCH
EYETRACKING
FLEXIBLE MODELING
FLY-ON-THE-WALL OBSERVATION
FOCUS GROUPS
GENERATIVE RESEARCH
GRAFFITI WALLS
HEURISTIC EVALUATION
IMAGE BOARDS
INTERVIEWS
KJ TECHNIQUE
KANO ANALYSIS
KEY PERFORMANCE INDICATORS
LADDERING
LITERATURE REVIEWS
THE LOVE LETTER & THE BREAKUP LETTER
MENTAL MODEL DIAGRAMS
MIND MAPPING
OBSERVATION
PARALLEL PROTOTYPING
PARTICIPANT OBSERVATION
PARTICIPATORY ACTION RESEARCH
PARTICIPATORY DESIGN
PERSONAL INVENTORIES
PERSONAS
PHOTO STUDIES
PICTURE CARDS
PROTOTYPING
QUESTIONNAIRES

Universal Methods of Design

Bella Martin
Bruce Hanington



rockport

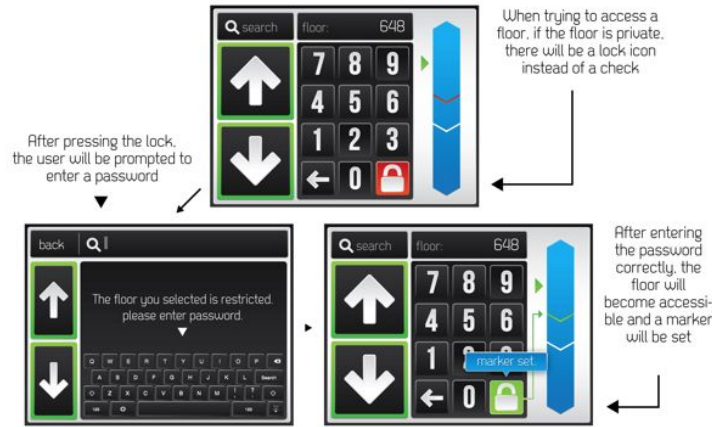
100 Ways to Research Complex
Problems, Develop Innovative Ideas,
and Design Effective Solutions



interview question for UX roles@Google

How do you design an
interface for a 1000 floors
elevator?

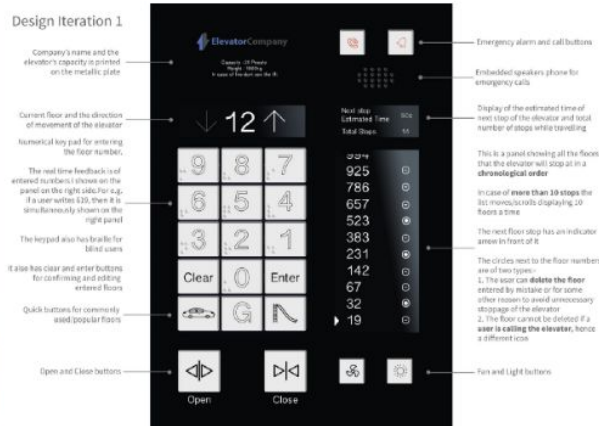
ACCESSING A PRIVATE FLOOR



Images by Jherin Miller



Design Iteration 1





Design Iteration 2

Company's name and the elevator's capacity is printed on the metallic plate

All the floors are displayed in the form of a touch screen scroll list

The user can select his floor by long pressing the chosen floor (displayed in white, always appear in the given area)

For precision, five floors both up and down the highlighted floor are shown.

Embedded speakers phone for emergency calls

Quick buttons for commonly used/popular floors



Images by Aayush Jain

System Architecture

Elevator Exterior



- Tower Directory
- Elevator Call Panel
- Elevator Location Panel

Elevator Interior



- Television
- Elevator Floor Selection Panel
- Audio Assistance
- NFC Reader

Activate Secure Floor



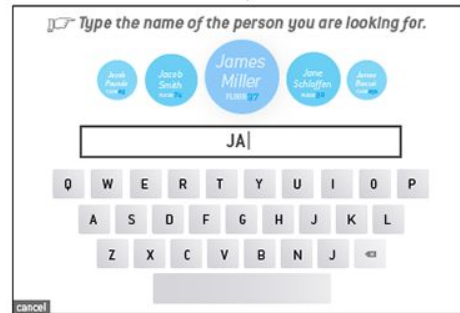
Using NFC Panel



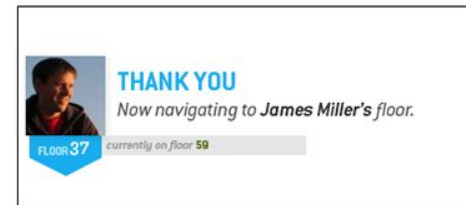
Images by Kristine Yuen



"bubbles" pop up as names from the building directory are recognized



alternate typing option keeps interface consistency but insures user choice.



”

There is no right answer.

**GOOGLE WAS LOOKING
FOR PEOPLE WHO HAD
PERSPECTIVES; THOSE
WHO ASKED QUESTIONS
FIRST.**

Those who failed had what we call presumptive reflex





IN SUMMARY

UX is all about
making things easier

(not pretty)

DON'T FORGET:
YOU'RE HERE
FOREVER.





tenchuu!!



@jrdndj



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