

# The User Experience Bridge



**hello world...**

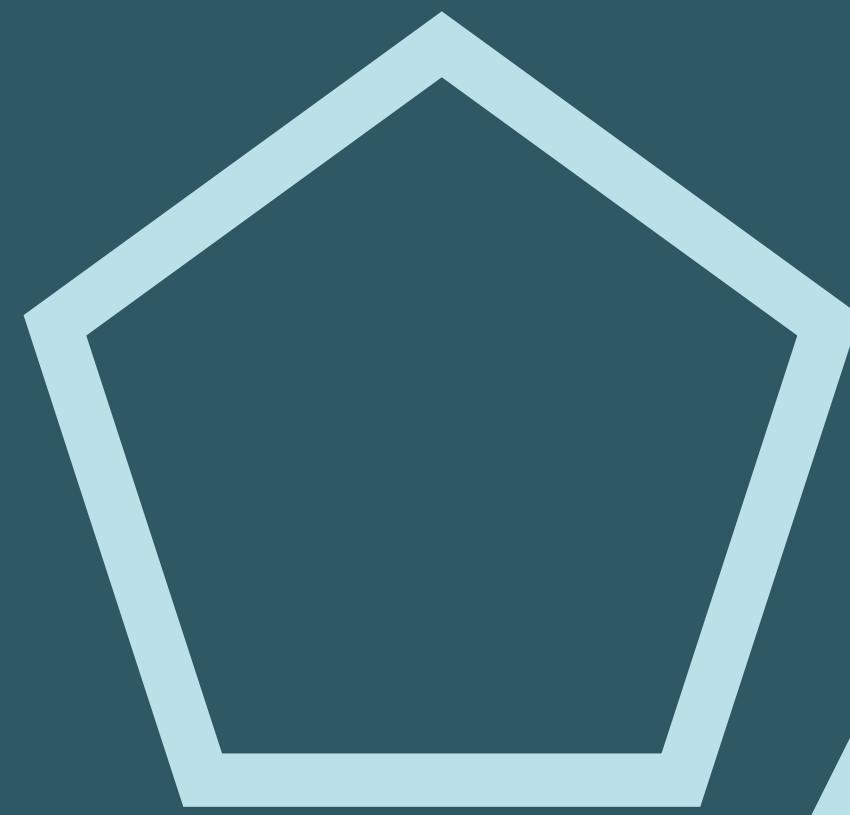




“UX is a lot more than buttons and wireframes. The stuff that seems obvious is only the tip of the iceberg, and the stuff that matters most is completely invisible”

*Joel marsh : UX for Beginners*

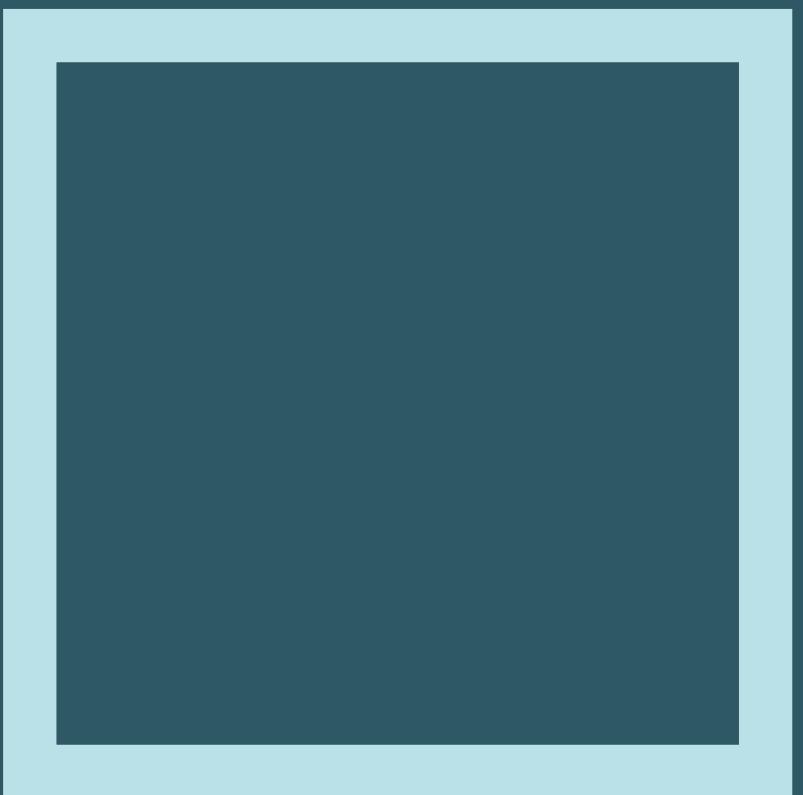




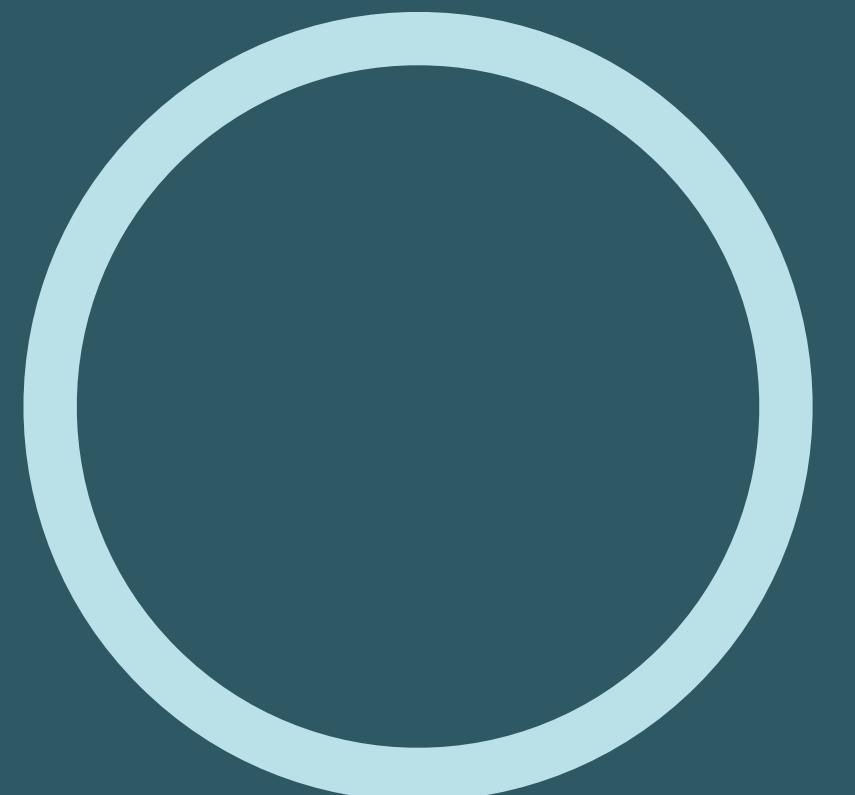
Psychology



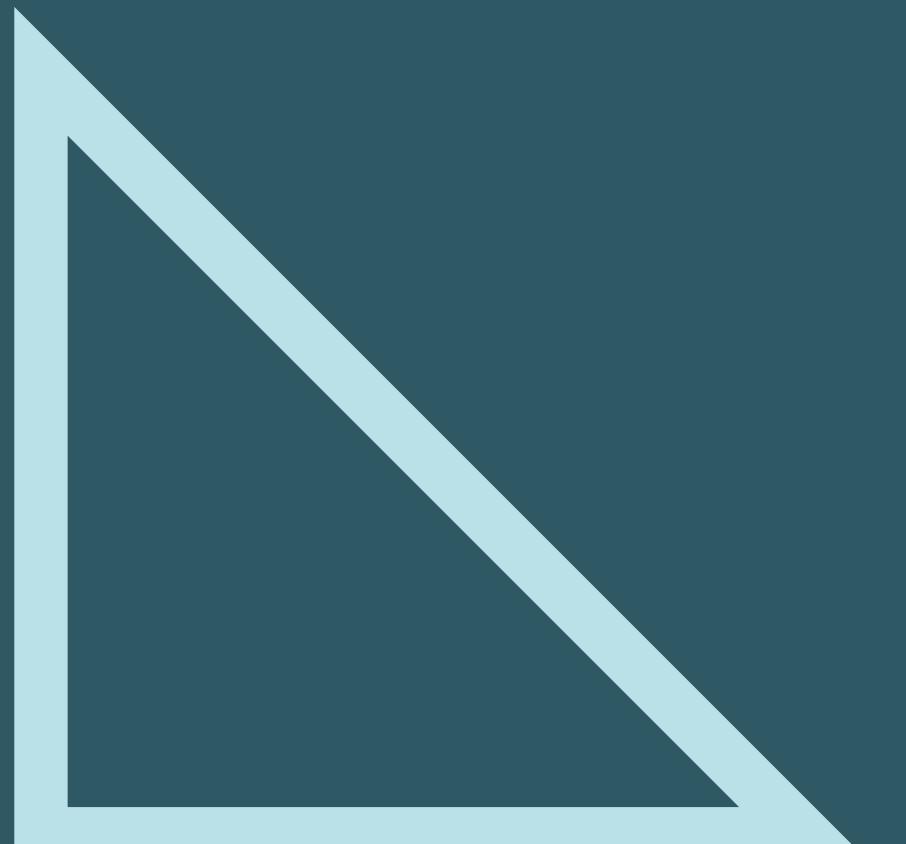
Usability



Design



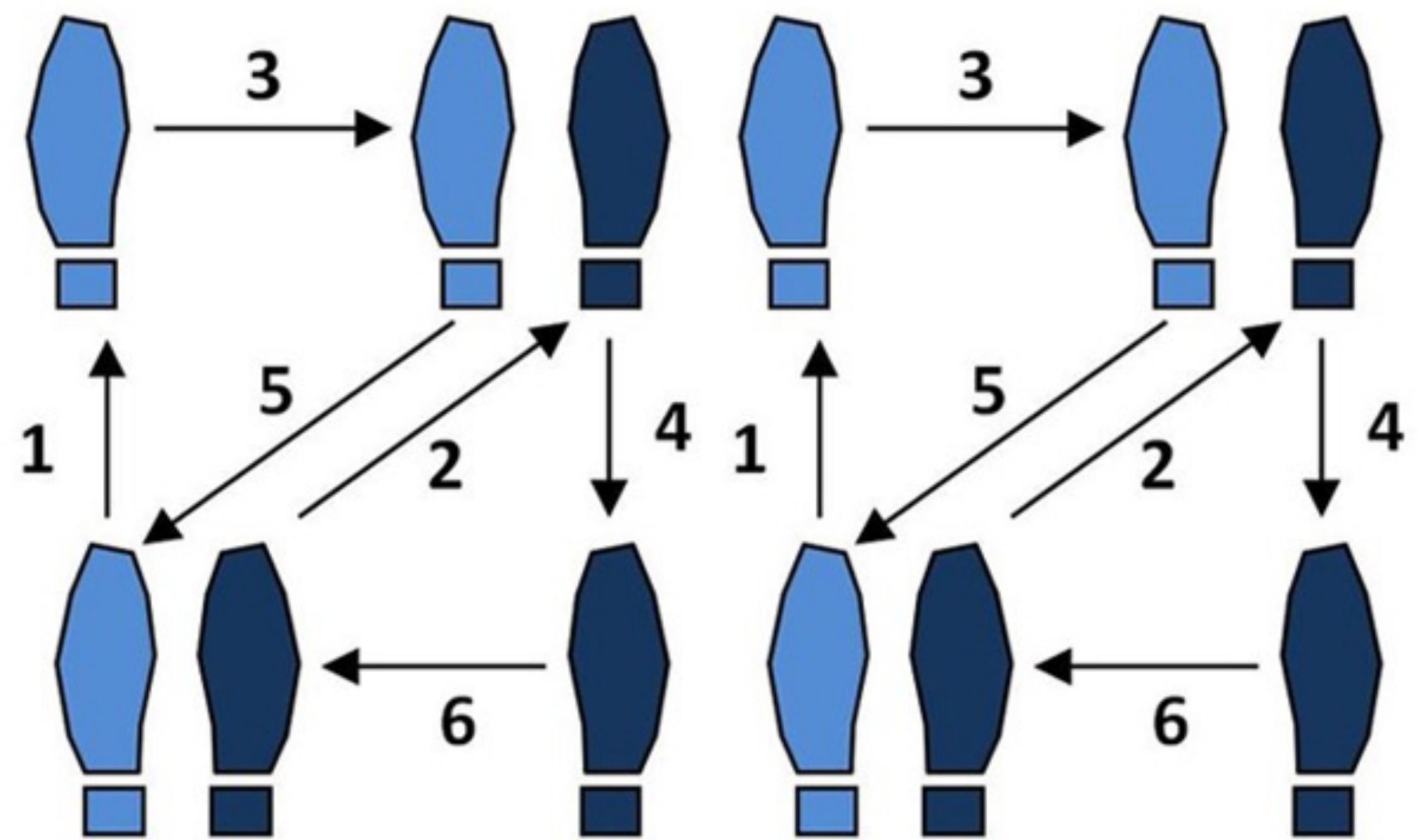
Copywriting



Analysis

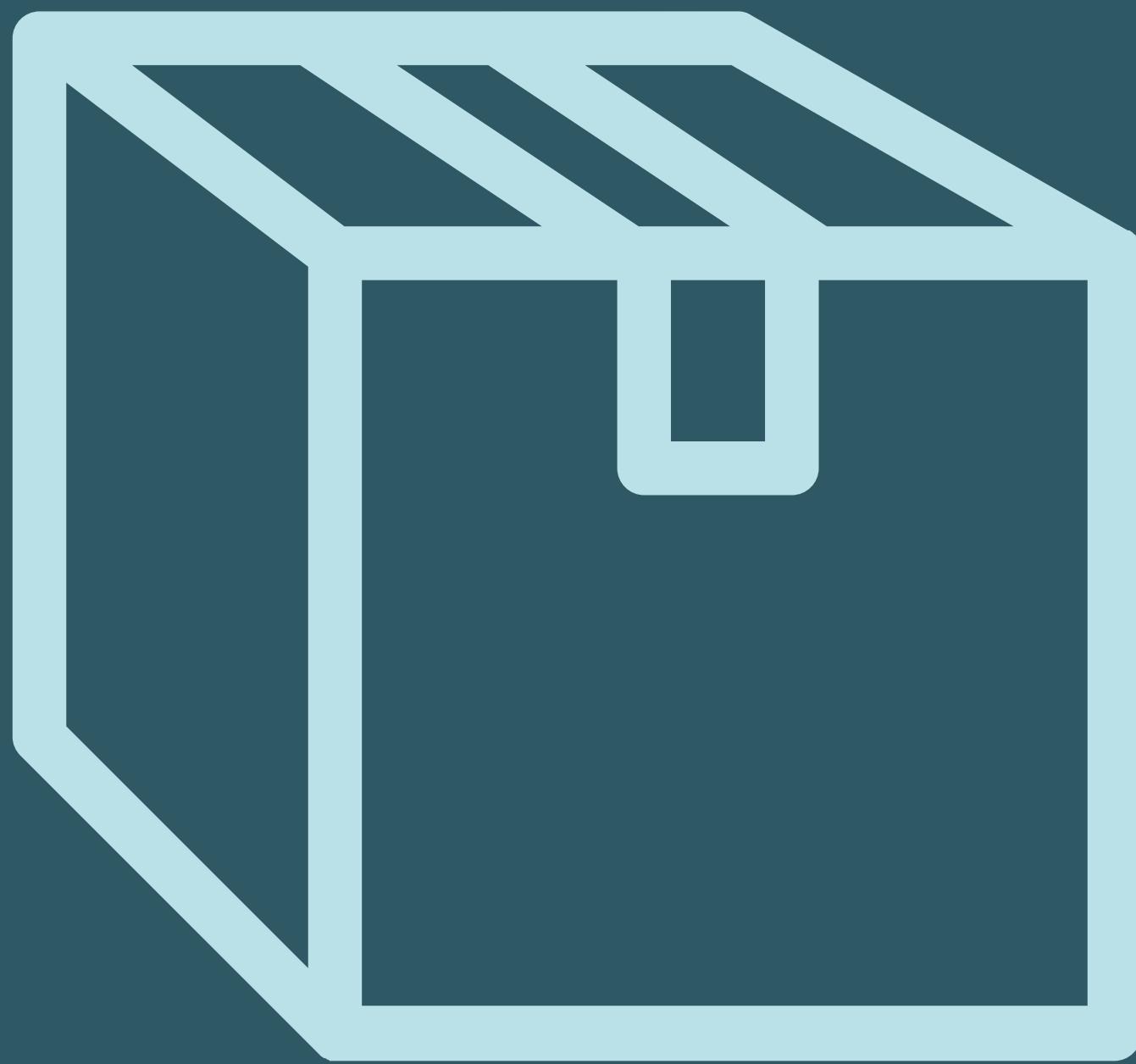


[semanticstudios.com/user\\_experience\\_design](http://semanticstudios.com/user_experience_design)

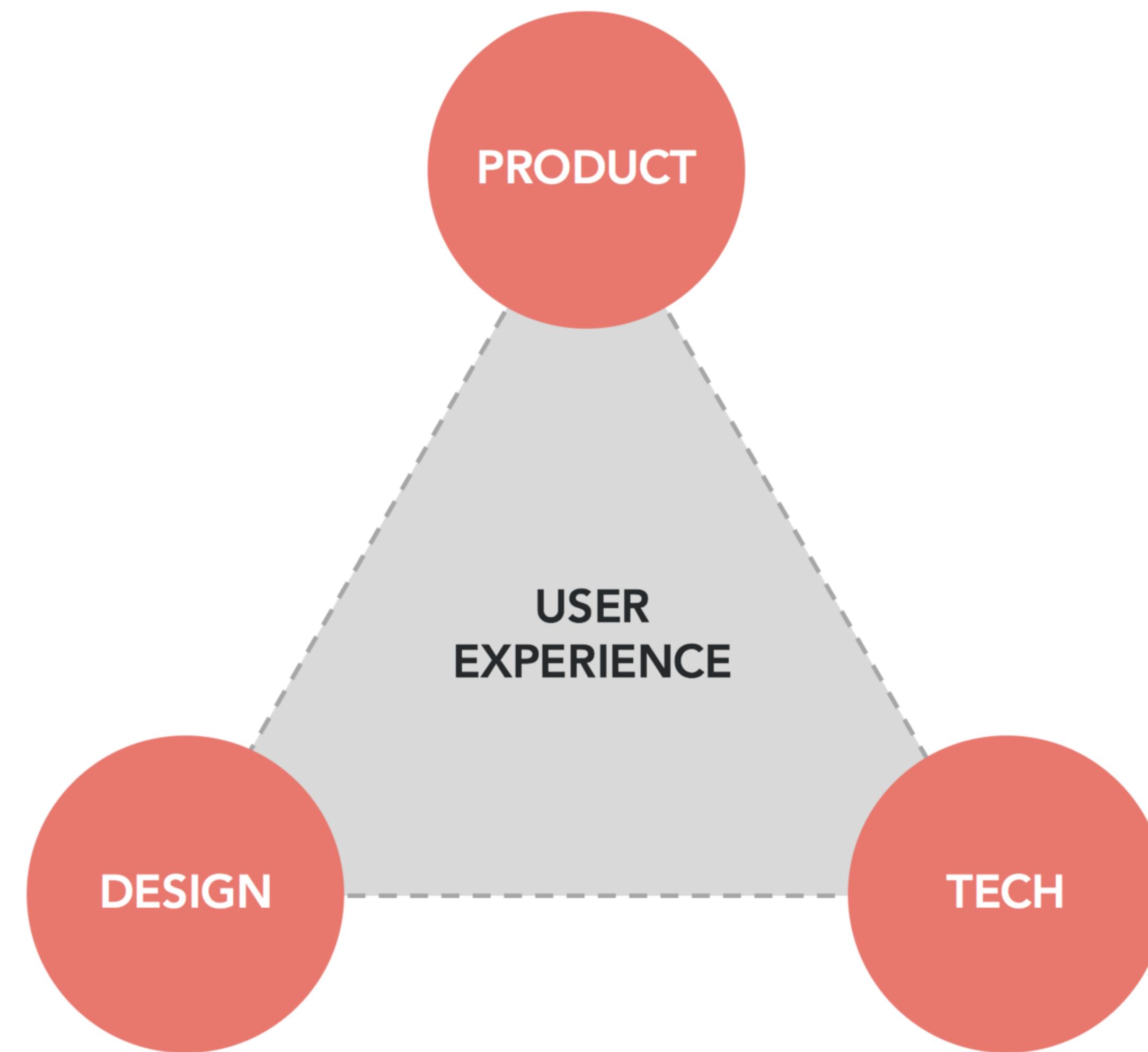




**Experience** matters



United matters



[williamgill.de/2016/05/30/user-experience-is-everybodys-job/](http://williamgill.de/2016/05/30/user-experience-is-everybodys-job/)

Inclusion matters

Beyond your headspace

“I’m certain that no one signed up to build the *wealthy western web*. We all build for the World Wide Web, and its time that we as a community started acting this way.”

[building.calibreapp.com/beyond-the-bubble-real-world-performance-9c991dcd5342](http://building.calibreapp.com/beyond-the-bubble-real-world-performance-9c991dcd5342)

#feels

“When we label a usage an “edge case,” we marginalize that user and choose not to care. Think “stress case,” instead, and design for that human.”

Eric Meyer

Search "Philadelphia"

Create new

- Album
- Shared album
- Movie
- Collage
- Animation

Rediscover this day

19 May 2016

2 YEARS AGO



Choose what you want to share

to the archive?

Archiving photos of documents and

CREATE UPLOAD

Grids Bell User profile

Google Photos

Privacy Policy - May 18, 2018

Rediscover this day - Hi Tammy

Look back at May 19, 2016

for May 18 - A LIST A

nd Gutenberg 2.9 releas

18, 2018 - The Day's I

Policy and Terms of Ser

to your account - We're updating our privacy policy...

May 18

Ir Tript email settings - We've updated our privacy ...

May 18

# Rediscover this day

19 May 2016

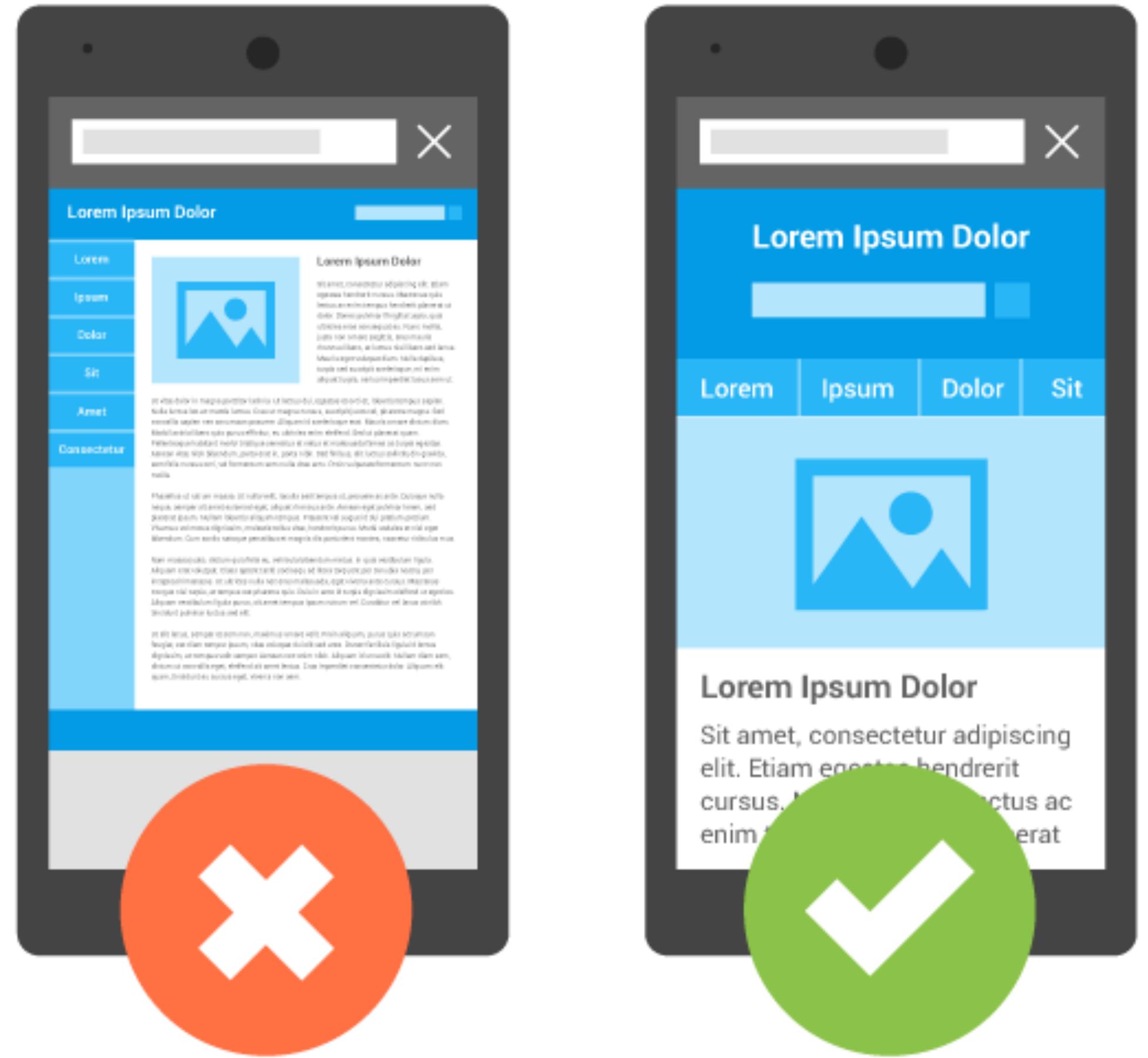


Help

Turn off "Rediscover this day"

Send feedback





[developers.google.com/search/mobile-sites/](https://developers.google.com/search/mobile-sites/)

Technology matters

# Performance matters

[developers.google.com/web/fundamentals/performance/why-performance-matters](https://developers.google.com/web/fundamentals/performance/why-performance-matters)



## Total Kilobytes

The sum of [transfer size](#) kilobytes of all resources requested by the page.

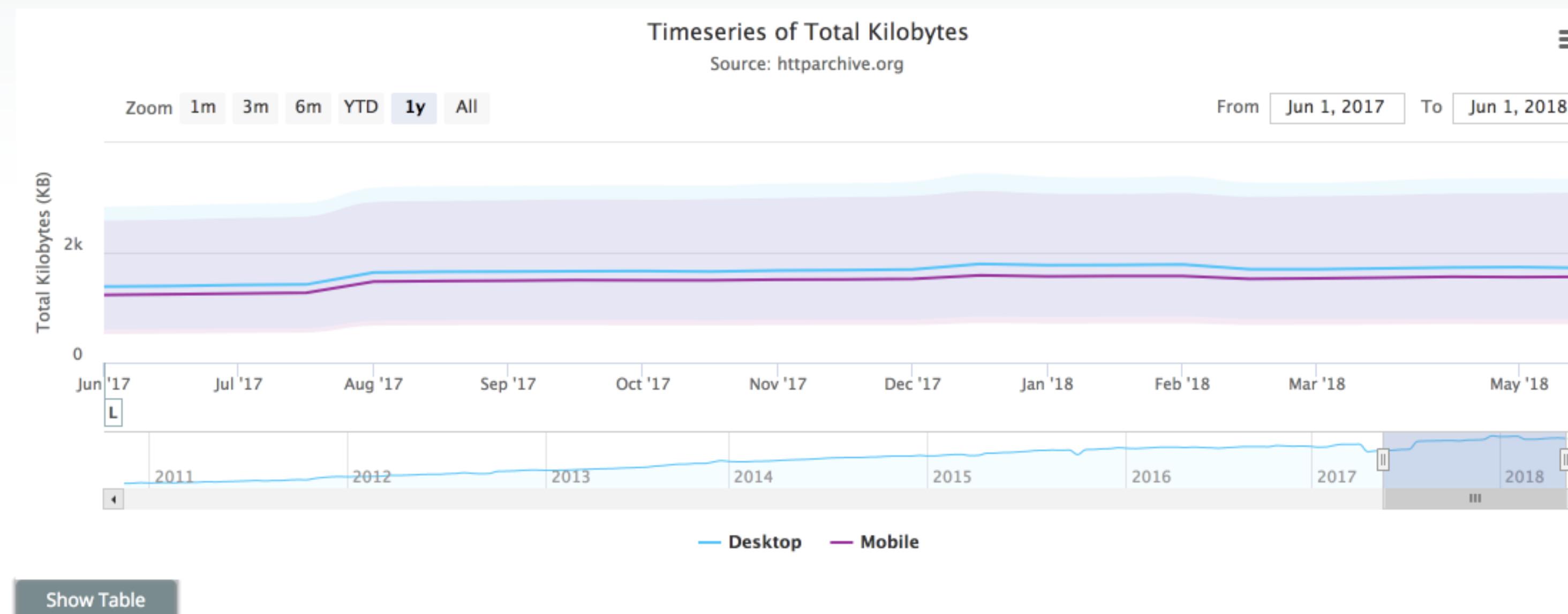
*See also:* [Page Weight](#)

MEDIAN DESKTOP  
**1719.9 KB**  
▲24.4%

MEDIAN MOBILE  
**1561.5 KB**  
▲27.0%

Timeseries of Total Kilobytes

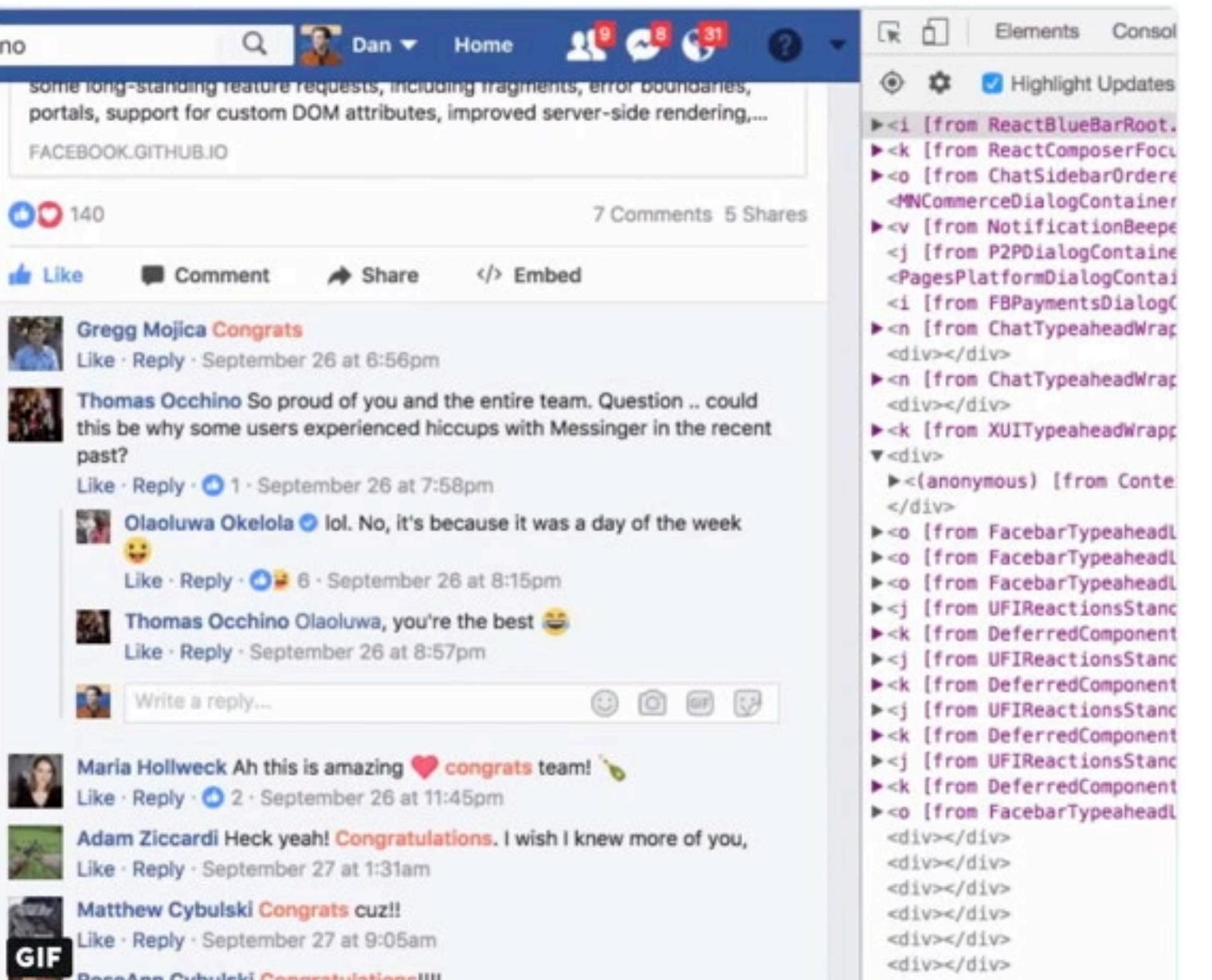
Source: [httparchive.org](#)



 **Dan Abramov**  
@dan\_abramov

Follow ▾

Minor neat fix in React 16: “Highlight Updates” in React DevTools now works as expected and skips PureComponents that bailed out.

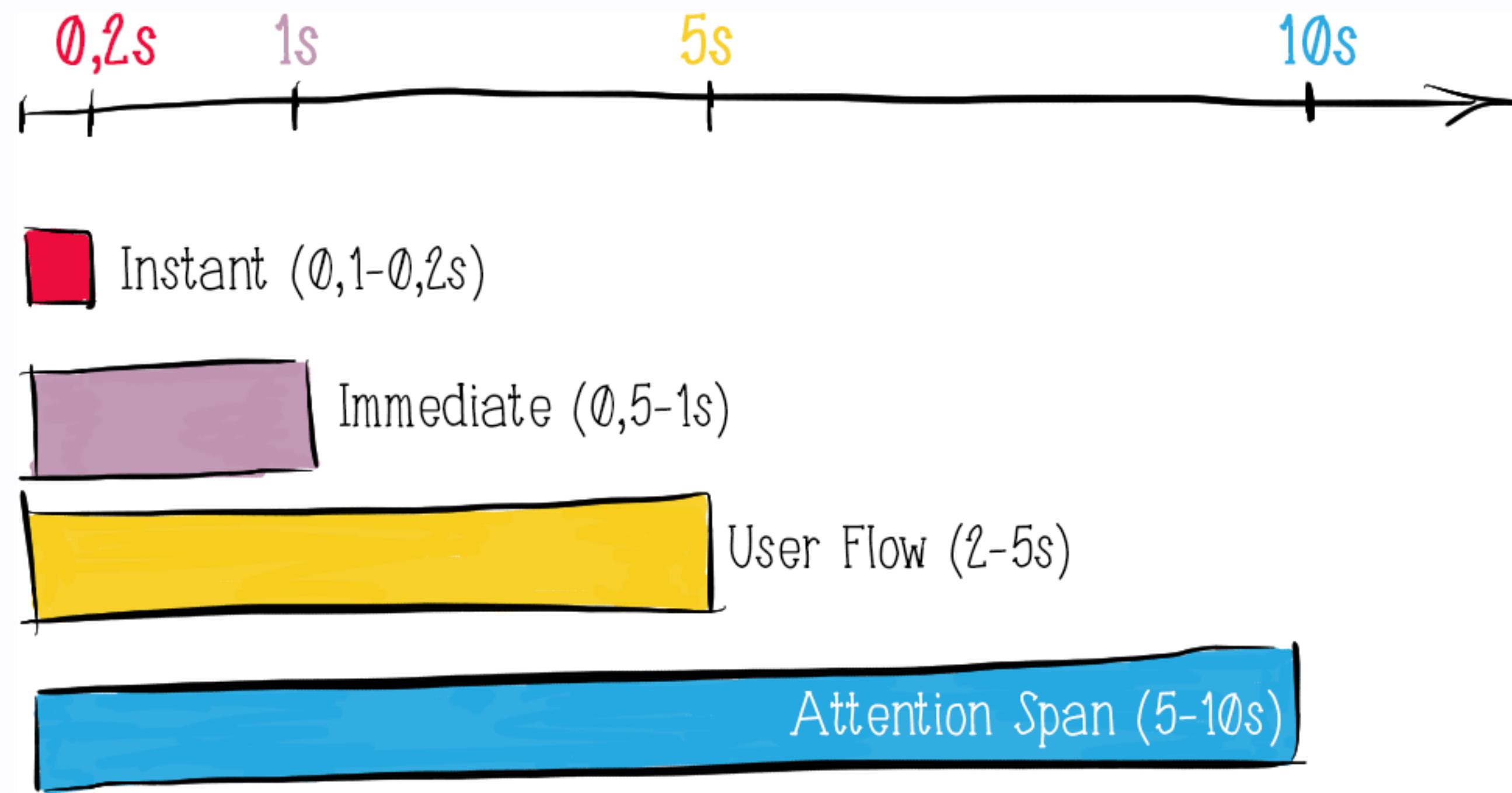


12:42 PM - 29 Sep 2017

128 Retweets 484 Likes

9 128 484





[smashingmagazine.com/2015/09/why-performance-matters-the-perception-of-time](http://smashingmagazine.com/2015/09/why-performance-matters-the-perception-of-time)

“With client-side code driving user interaction, we are now able to mask latency. We can create the perception of speed. We can artificially approach zero latency”

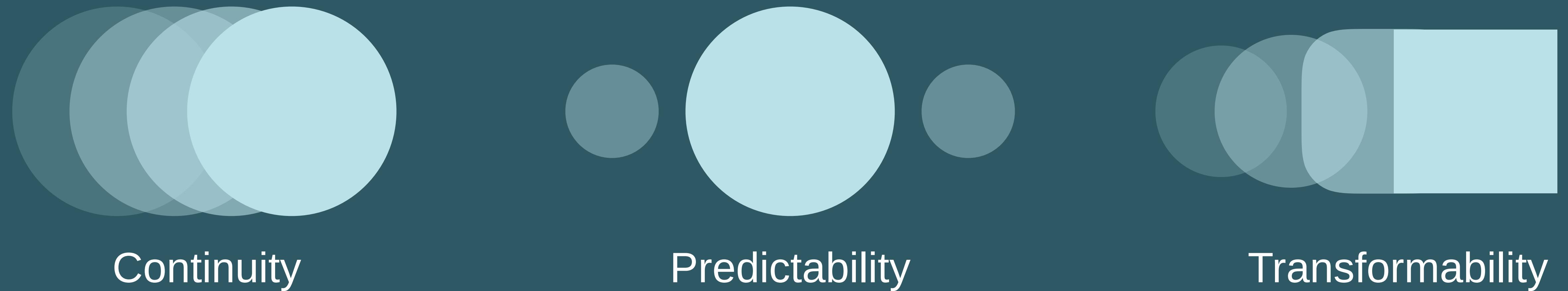
Guillermo Rauch: [rauchg.com/2014/7-principles-of-rich-web-applications](http://rauchg.com/2014/7-principles-of-rich-web-applications)

# Interaction matters

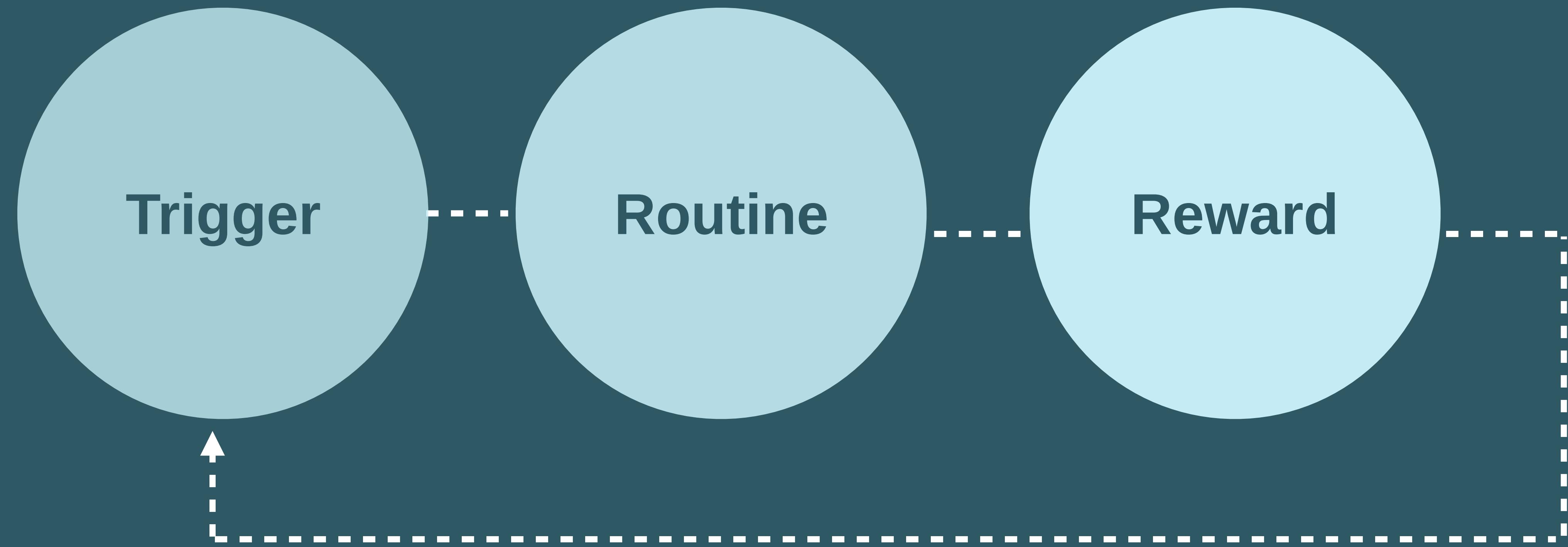
“Microinteractions are contained product moments that revolve around a single use case—they have one main task.”

Dan Saffer

# Principles of micro interaction



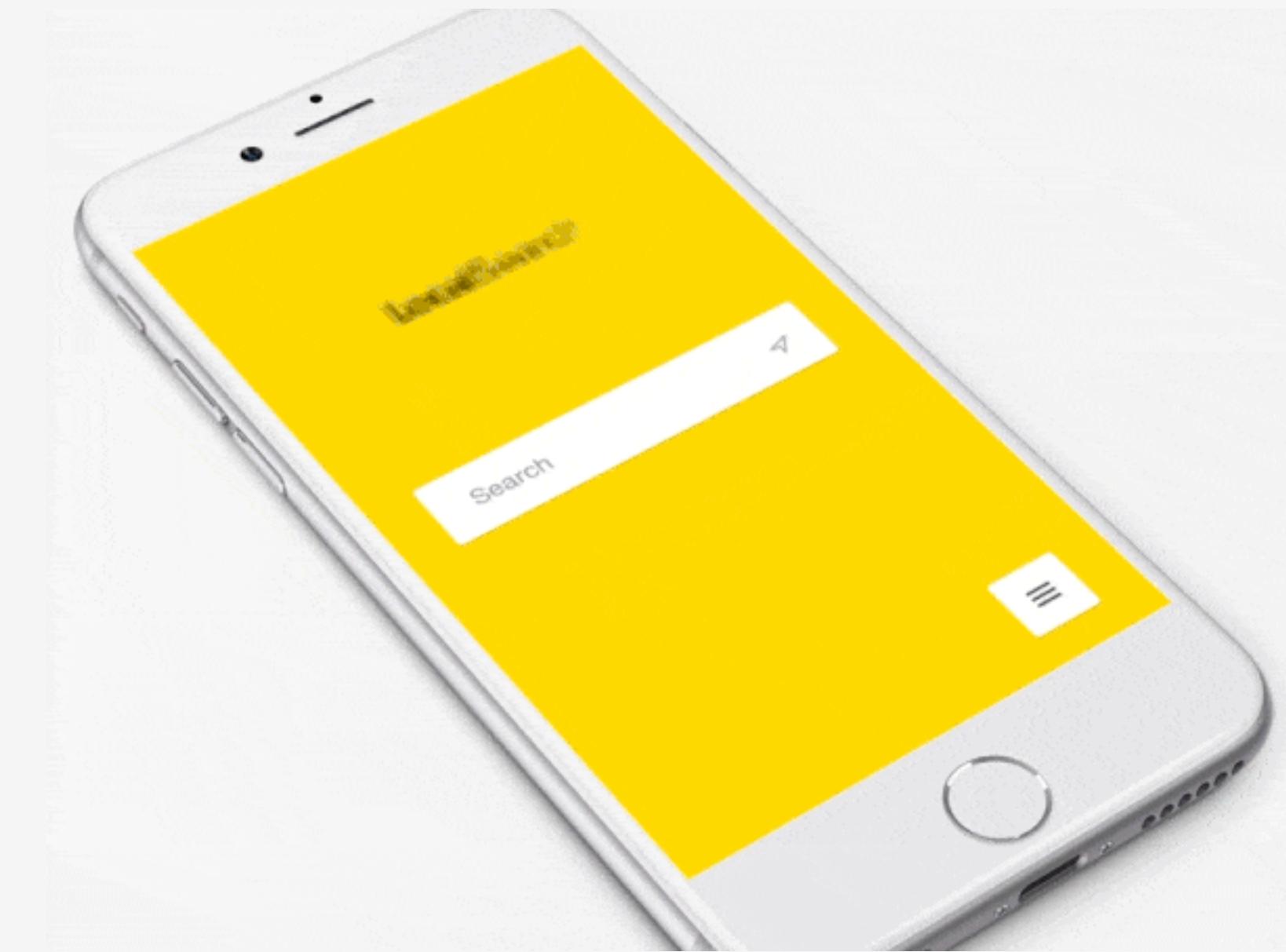
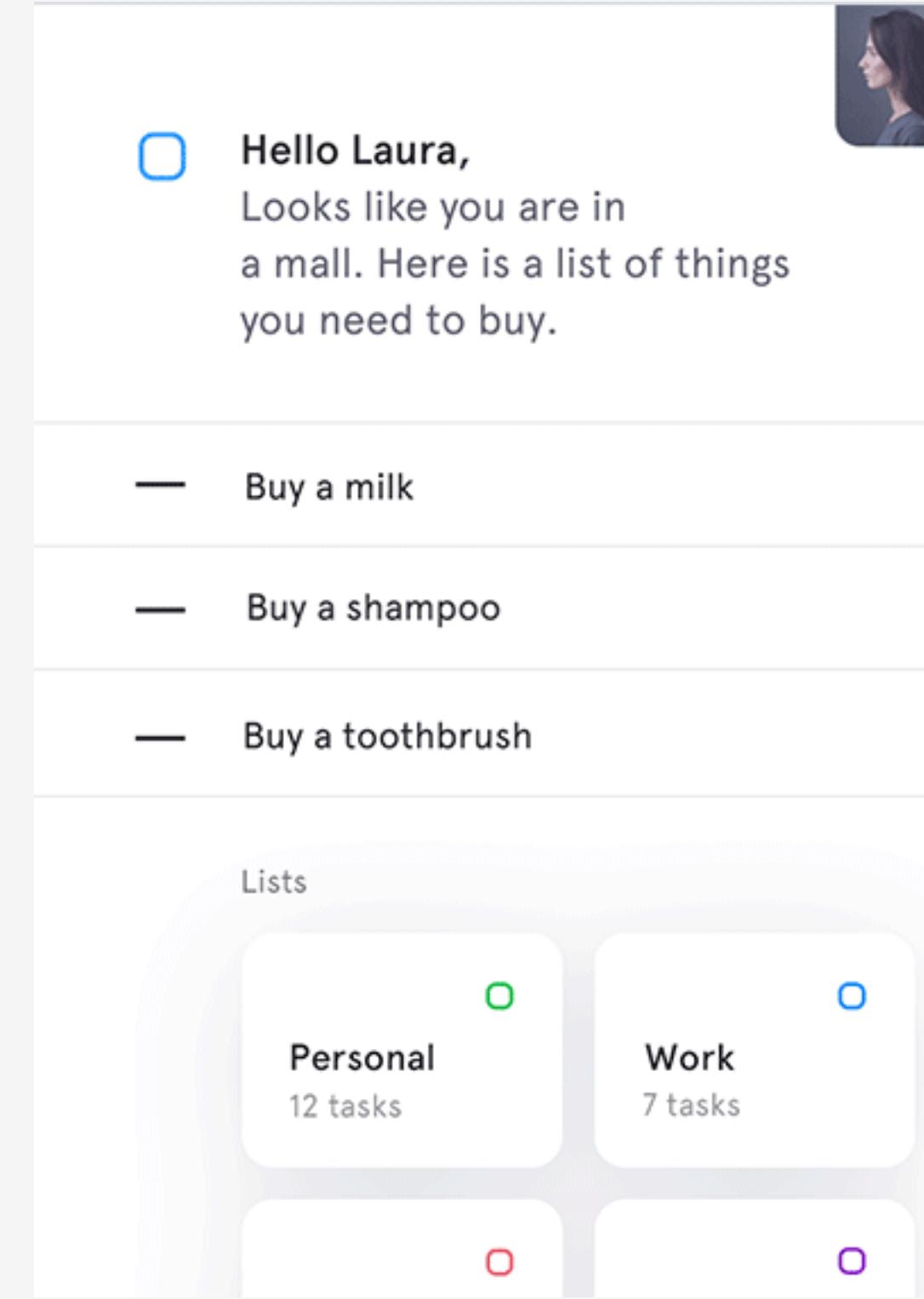
[medium.com/capital-one-developers/bringing-delightful-micro-interaction-and-ui-animation-to-life-through-developer-designer-3c409bc326f](https://medium.com/capital-one-developers/bringing-delightful-micro-interaction-and-ui-animation-to-life-through-developer-designer-3c409bc326f)



[medium.com/capital-one-developers/bringing-delightful-micro-interaction-and-ui-animation-to-life-through-developer-designer-3c409bc326f](https://medium.com/capital-one-developers/bringing-delightful-micro-interaction-and-ui-animation-to-life-through-developer-designer-3c409bc326f)

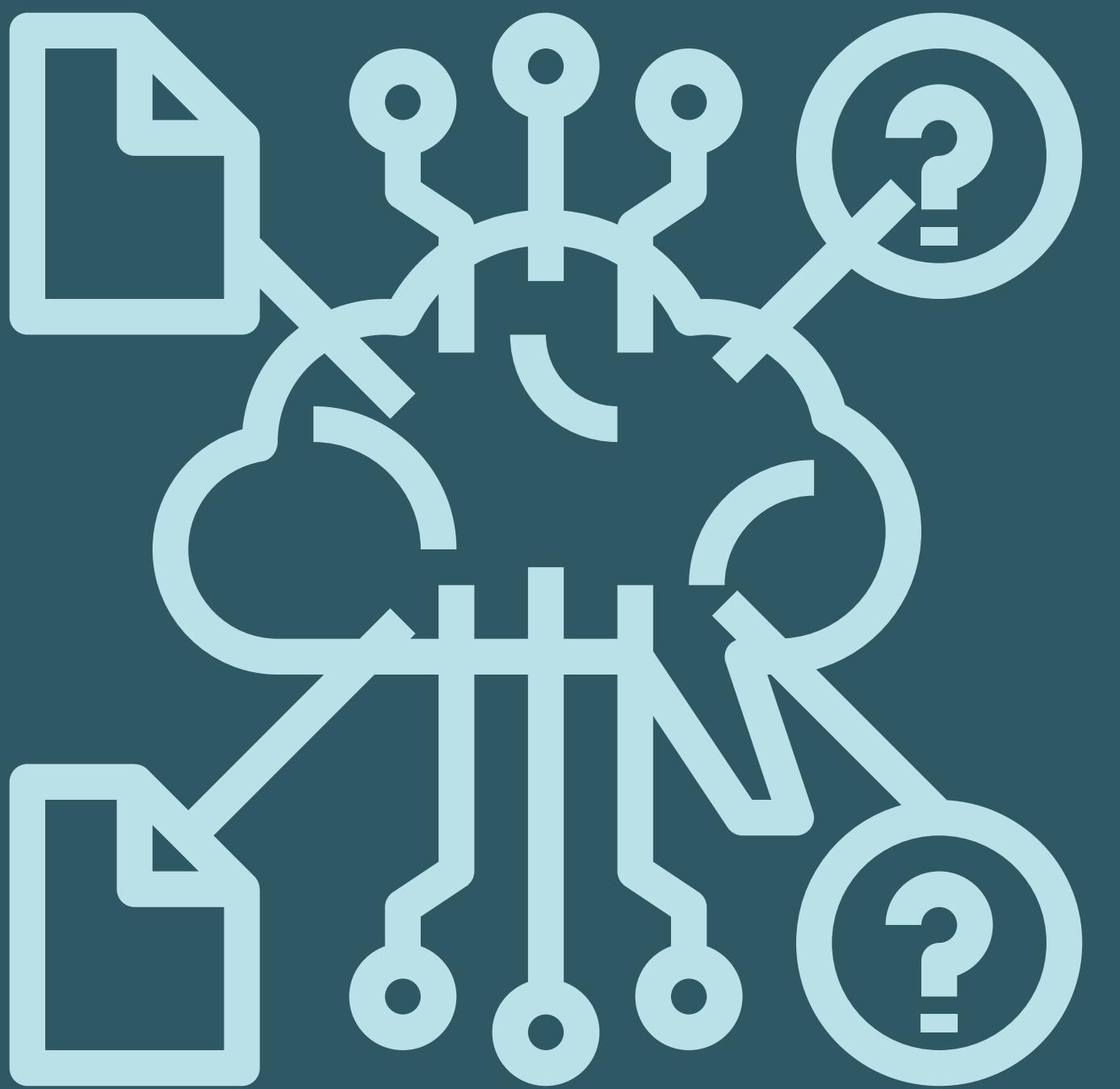


[medium.freecodecamp.org/how-to-build-animated-microinteractions-in-react-aab1cb9fe7c8](https://medium.freecodecamp.org/how-to-build-animated-microinteractions-in-react-aab1cb9fe7c8)





**IT'S SO FLUFFY!**





← → C

virgin media phone number

virgin media phone number

**0345 454 1111**



virgin media telephone number



All Shopping Maps News Videos More ▾ Search tools

About 7,720,000 results (0.85 seconds)

## Virgin Media

Ad [www.virginmedia.com/](http://www.virginmedia.com/) ▾

Get all the football in one place. With low prices for 12 months.

Award winning bundles · No repair charges · Install in one go · Tailor your bundle

Ratings: Ease of set-up 10/10 - Data speed 10/10 - Reliability 9.5/10 - Website 9/10

[12 month contracts](#)

[Virgin TV](#)

[Virgin Media Mobile](#)

[Full House Sports bundle](#)

### Virgin Media / Customer service

0345 454 1111



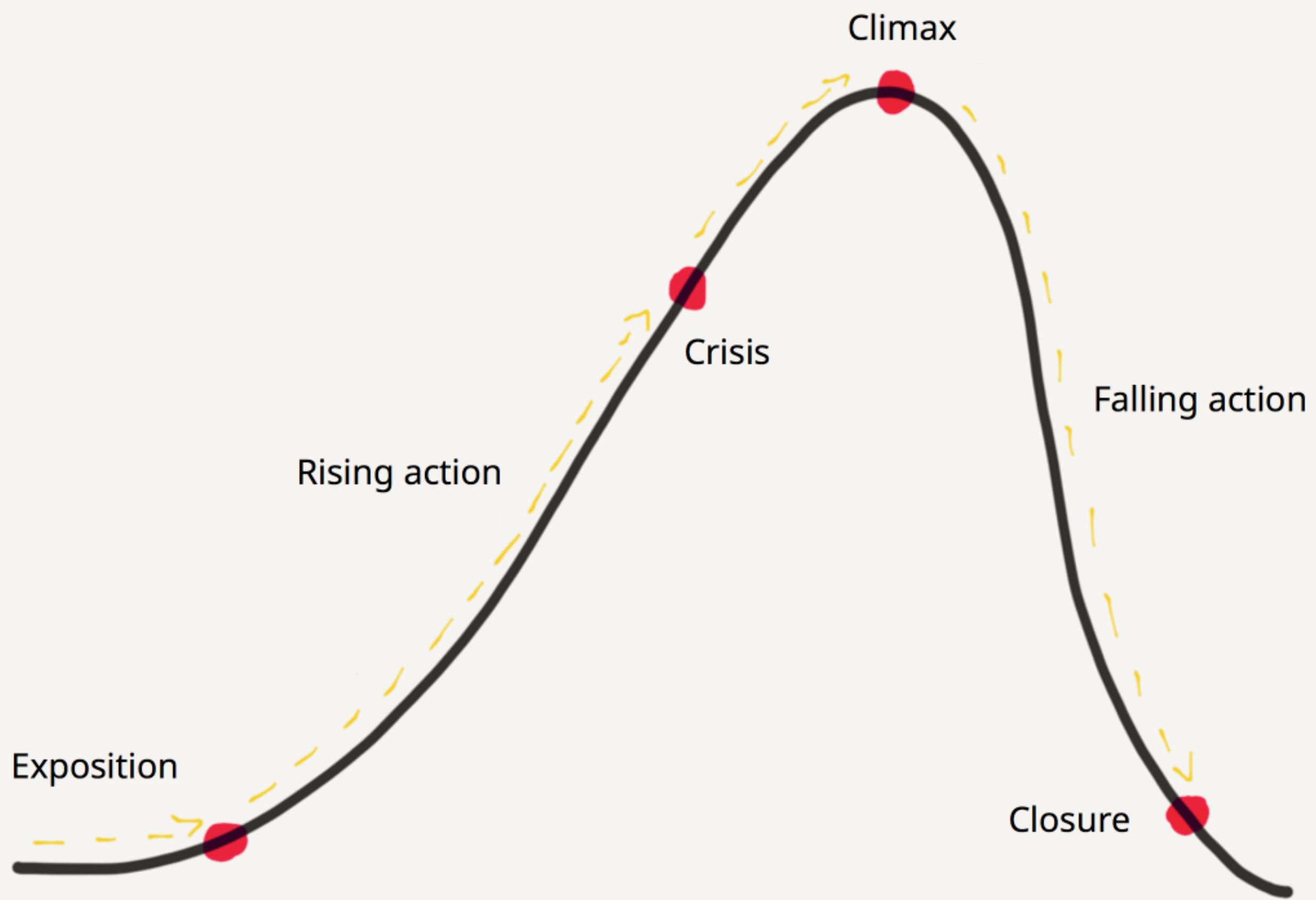
"All the work—from the data model and API construction to the frontend framework—collectively make up the user experience. In this perspective we shift the methodology of *user facing* and *backend* to a shared goal of presenting our customers with the best product possible."

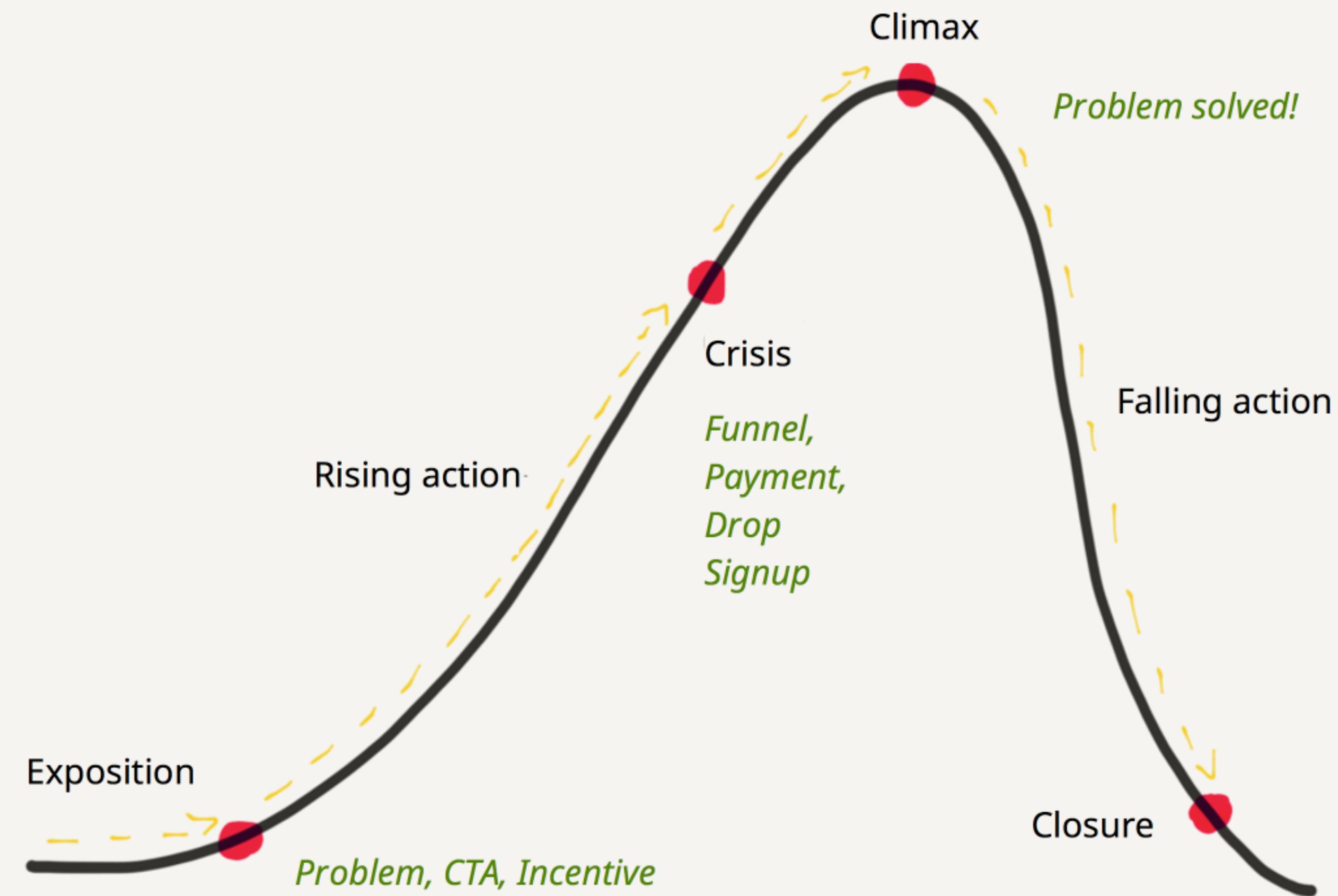
[medium.com/flexport-design/user-experience-is-everyones-responsibility-39101cb4f75a](https://medium.com/flexport-design/user-experience-is-everyones-responsibility-39101cb4f75a)

**Stories** matters

"Part evolutionary feature, part survival mechanism  
harking back to Paleolithic times, part communication  
tool - story powers the human brain."

Donna Lichaw "The User's Journey"





Tone matters

# IOWA STATE UNIVERSITY

## Admissions

[Future Students](#)[Academics](#) Search

### Optional fields denoted by \*

#### Online Application

Account

#### Application

Instructions

New Application

View Activity

[Logout](#)

Help

#### U.S. Undergraduate Nondegree Application - Fall 2013

[Logout](#)

Optional fields denoted by \*

Please fill out the application completely and accurately. Note that name can only be edited from the [account management](#) page.

1. Name  LAST  FIRST  MIDDLE \*  OTHER LAST NAME / MAIDEN NAME \*

2. Social security number \*  -  -  ISU ID number (if previously attended) \*

3. E-mail address

Home phone  Cell/mobile phone \*

4. Permanent Address  STREET ADDR / P.O. BOX  APT, SUITE, UNIT, BLDG \*  CITY

STATE / PROVINCE \*  OR PROVINCE / REGION \*  ZIP  INTL POSTAL CODE

COUNTRY  COUNTY, IF IN IOWA

How long have you lived at your home address?  YEARS  MONTHS

5. Current mailing address \*  STREET ADDR / P.O. BOX  APT, SUITE, UNIT, BLDG \*  CITY  
(IF DIFFERENT FROM ABOVE)

\* - Denotes Required Information

> 1 Donation > 2 Confirmation > Thank You!

**Donor Information**

First Name\*

Last Name\*

Company

Address 1\*

Address 2

City\*

State\* Select a State

Zip Code\*

Country\* Select a Country

Phone

Fax

Email\*

Donation Amount\*  None  \$50  \$75  \$100  \$250  Other  
(Check a button or type in your amount) Other Amount \$

Recurring Donation  I am interested in giving on a regular basis.  
(Check if yes) Monthly Credit Card \$  For  Months

**Honorarium and Memorial Donation Information**

I would like to make this donation  To Honor  In Memory of

Name

Acknowledge Donation to

Address

City

State Select a State

Zip

**Additional Information**

Please enter your name, company or organization as you would like it to appear in our publications:

Name

I would like my gift to remain anonymous.

My employer offers a matching gift program. I will mail the matching gift form.

Please save the cost of acknowledging this gift by not mailing a thank you letter.

Comments  
(Please type any questions or feedback here)

How may we contact you?  E-mail  
 Postal Mail  
 Telephone  
 Fax

I would like to receive newsletters and information about special events by:  
 E-mail  
 Postal Mail

I would like information about volunteering with the

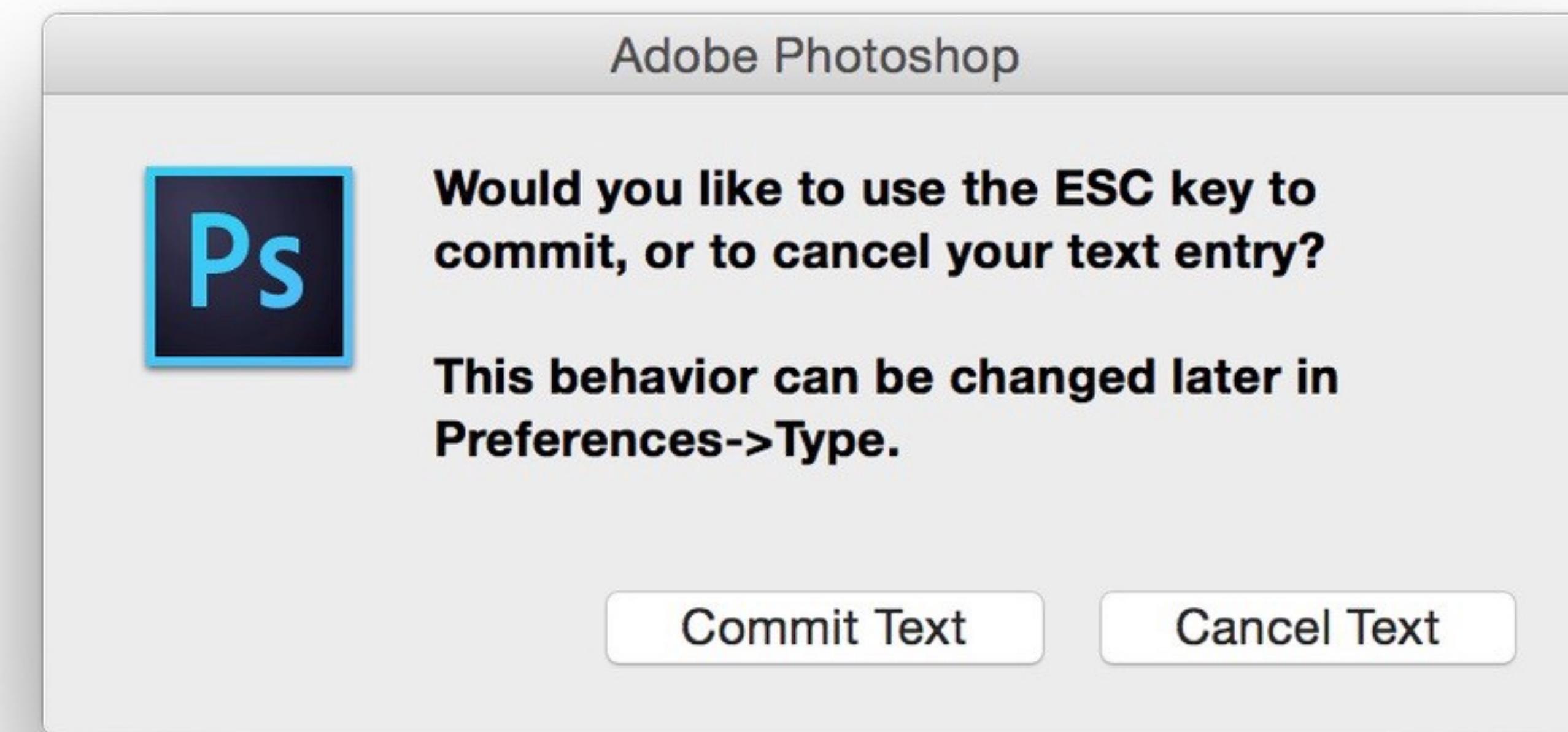
Reset Continue

Information about volunteering with the

Reset Continue

Donate online with confidence. You are on a secure server.

If you have any problems or questions, please contact support.



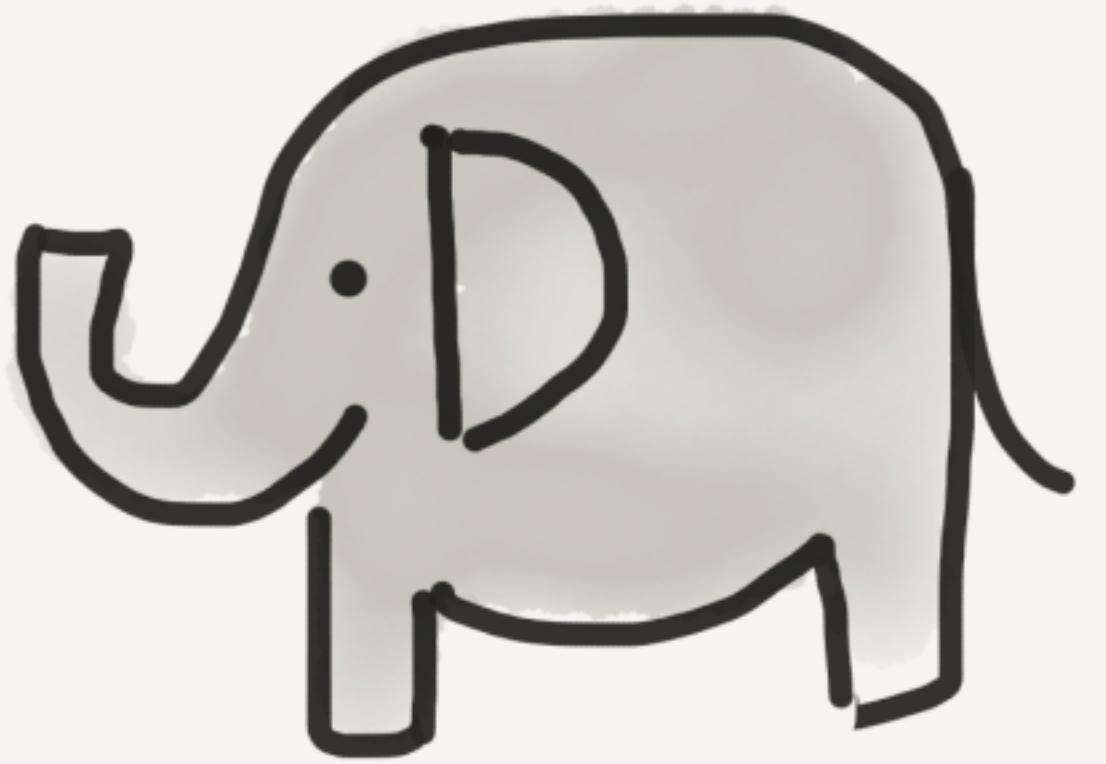
**AVOID  
FRUSTRATION!**

**Trust matters**

Meeting on the bridge

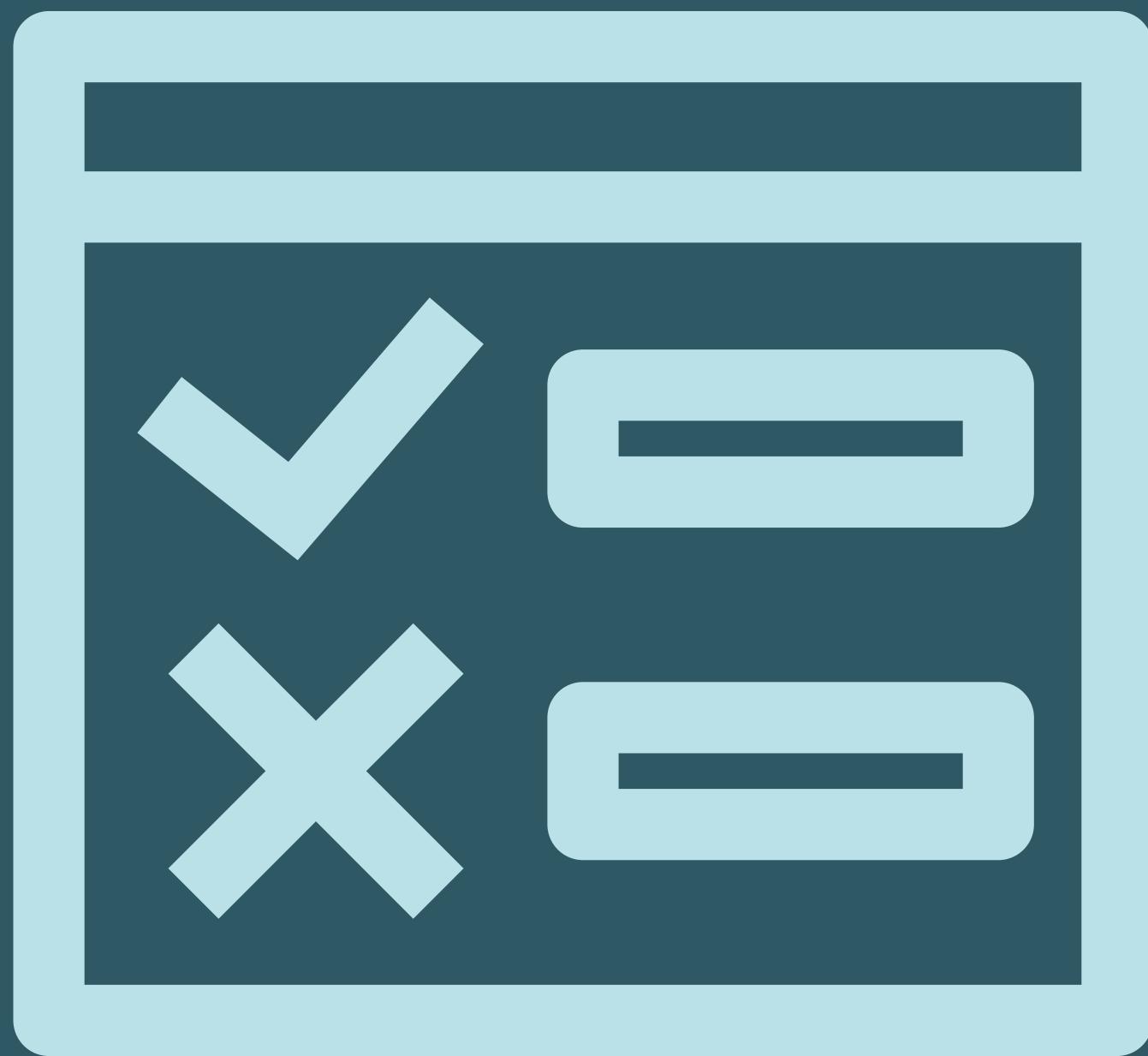


# Exposure





# Focus







# The user experience bridge







# Thanks

[karmatosed.github.io/experience-bridge-talk/](https://karmatosed.github.io/experience-bridge-talk/)

@karmatosed