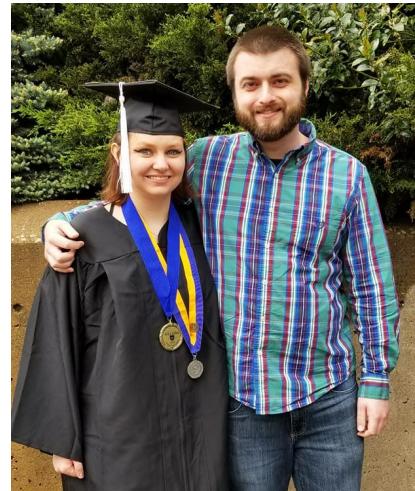


Product Owner and UI/UX

By Mikyla Wilfred

About Me

- Graduate of University of Akron (2018)
- Was a Software Developer at World Shipping then at Keyfactor where I was promoted to Product Owner of the UI/UX
- Owner of 3 dogs
- Engaged to an Akron Alumni I met at ZTV



Quick Brags/Keyfactor Benefits

Things I have done with Keyfactor

- Key Contributor of the Month - October 2021
- Key Contributor of the Year - 2021
- Means I got to go on the club trip to Turks and Caicos
- Possibly go on the club trip this year to Cabo

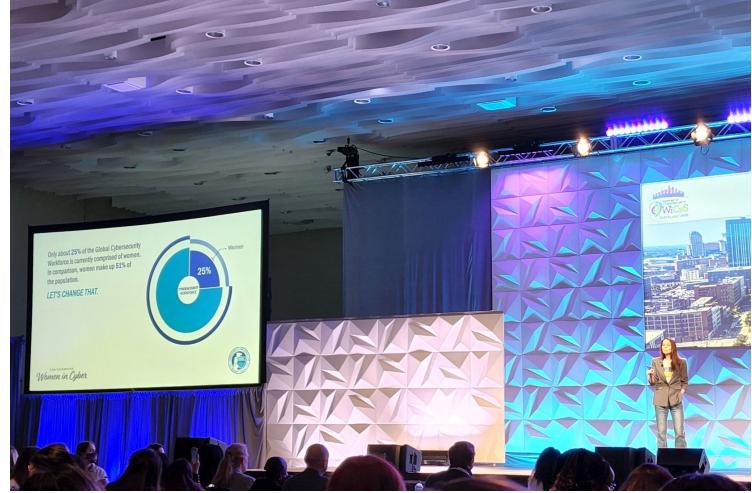


Mikyla Wilfred
Product Owner

"Keyfactor has been instrumental to my personal and professional growth and being voted a Key Contributor of the Year by my peers and colleagues is an honor beyond words."

Things I have done with Keyfactor

- Cleveland, OH Women in CyberSecurity (WiCys) Conference 2022



CLEVELAND, OH • MARCH 17-19

KEYFACTOR

Things I have done with Keyfactor

Women's Network and Community Service Day



Things I have done with Keyfactor

- Private Keys Band plays at the Christmas Party
- I sang 2 years
- The CTO is the main guitar player for the band



Product Owner

What is a product owner?

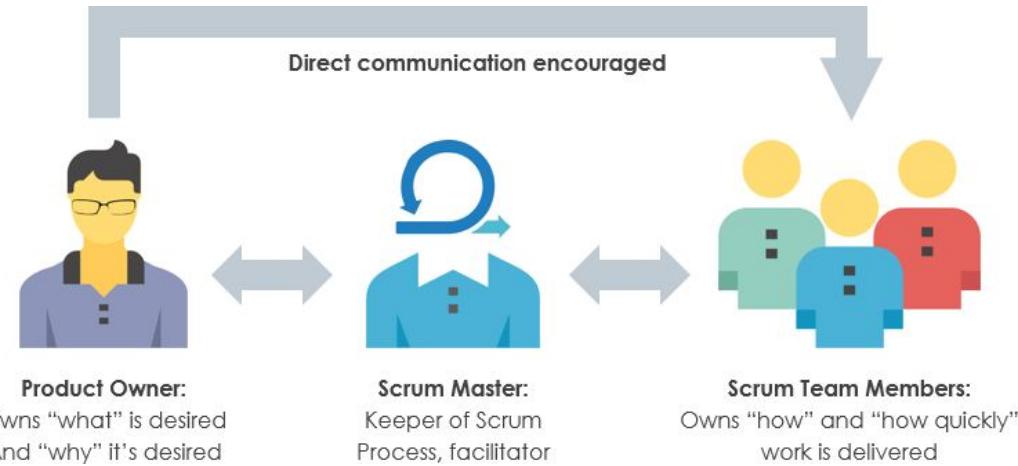
- I own the product.



UI/UX

Just Kidding

- A Product Owner is the **bridge between** the product **stakeholders** (people who use the product whether they are internal or customers) and the **developers**
- Used mainly in **Scrum** and **Agile** processes



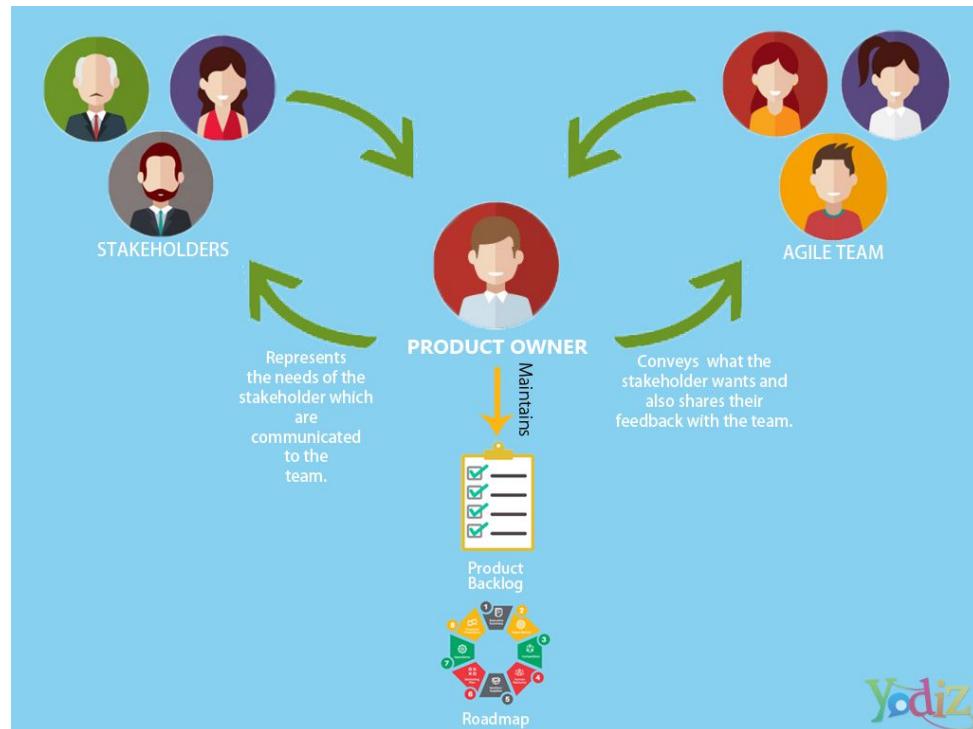
What is Scrum?

- After every sprint, the product works.
- Scrum is a specific Agile methodology.



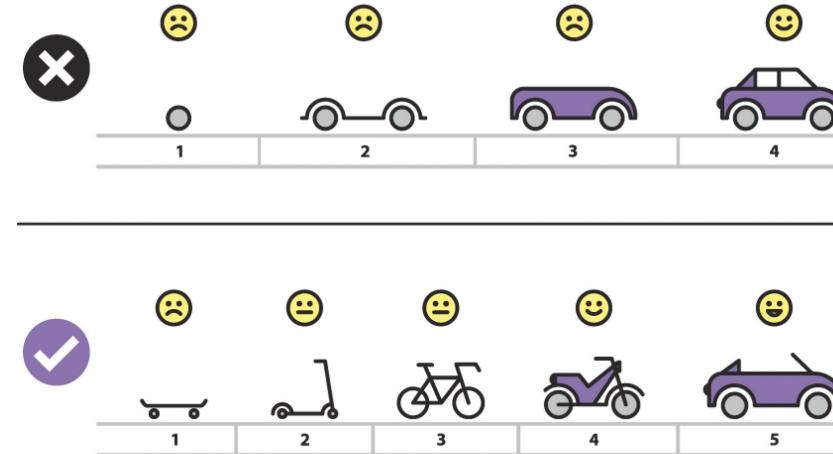
Main Product Owner Job Points

- Gather stakeholder requests
- Filter through requests that are feasible
- Help developers with use cases
- Prioritize the stakeholders asks by importance and ease of implementation



Importance of Involving the Customer

- The earlier the customer is involved, the more likely they will get what they need
 - Not just what they asked for



Product Manager vs Product Owner

PRODUCT MANAGER	PRODUCT OWNER
ACCOUNTABLE FOR	
<ul style="list-style-type: none">• Focused on long-term strategy, product's vision, company objectives, and market trends.• Identification of new opportunities.• Expert on the product and the customer relationship.• Business case realization.• Position the product.• Develop & maintain the roadmap• Advocate for funding & manage the budget.• Responsible for schedule and cost trade offs.	<ul style="list-style-type: none">• Translate PM's strategy into actionable tasks.• Maximizing value of the product resulting from Scrum team's work.• Effective Product backlog mgmt.• Developing & explicitly communicating the Product goal.• Creating & clearly communicating Product Backlog items.• Ordering Product Backlog items.• Ensuring that Product Backlog is transparent, visible and understood.

Concentrates on:
What more than How.

Strategically focused.



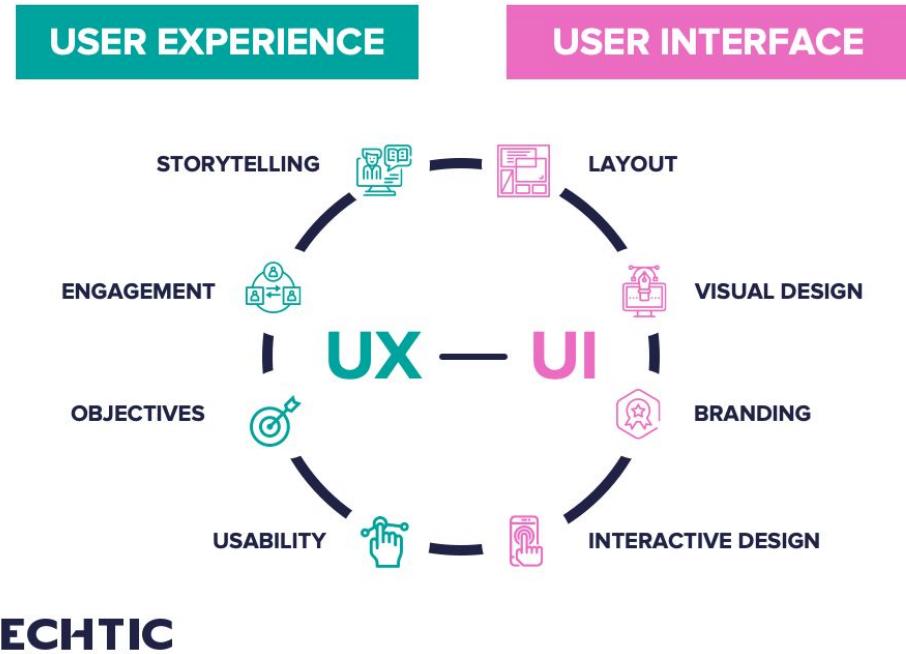
Concentrates on:
Coordination with the
entire Agile team.

Tactically focused.

UI/UX

UI vs UX

- UI STANDS FOR USER INTERFACE.
 - This is the visual elements (like pages, buttons and icons) that a person uses to interact with a product or service
- UX STANDS FOR USER EXPERIENCE.
 - UX is the overall experience of a person as they interact with every aspect of a product or service such as a website or app.



UI vs UX

- User interface looks pretty and the user can see how much is in the bottle.
- However, you cannot control the amount of ketchup.
- UX can control the amount while also seeing what is inside.

WHAT IF WE DESIGNED WITH USER INTERFACE (UI) IN MIND?

Designed for visual appeal in packaging, the classic ketchup bottle, while iconic in design, is a challenge to pour as ketchup has high viscosity! Most people tend to shake or tap on the bottle's base to get the ketchup out; but tapping on the bottle's neck is the right way to pour ketchup!



Clear glass bottle to reveal the attractive product inside

Product label with clear branding to differentiate from competitors

SKILLSFuture SG Lifelong Learning Institute

WHAT IF WE DESIGNED WITH USER EXPERIENCE (UX) IN MIND?

Considering how users interact with the product, the squeeze bottle solves the complicated ketchup pouring process. Notice that users get to view the product branding upright while squeezing ketchup? That is an added plus point to the improved product experience!



Upside-down design allows gravity to push product down

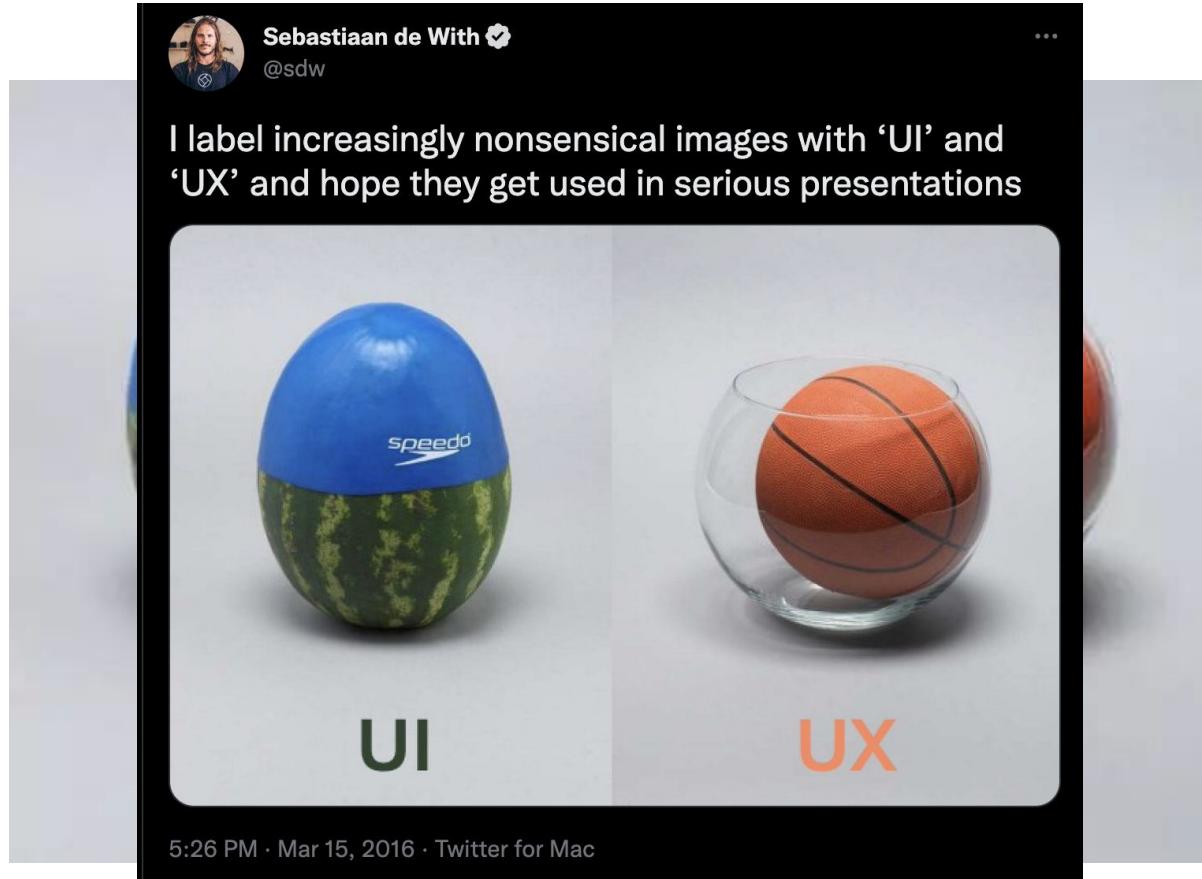
Squeeze bottle is easier to dispense

Flip-cap is easier to open

LLearning BYTES

UI vs UX

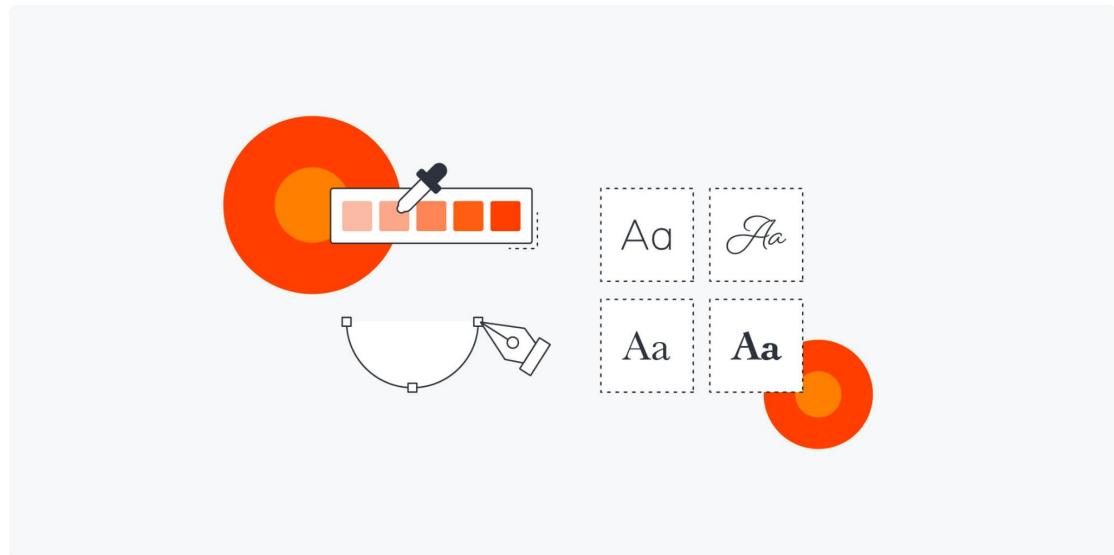
- I was not sure either so I clicked on the link to see.
- I was very upset about this.



User Interface (UI)

User Interface (UI)

1. General View of UI Design
2. Organization of Visual Hierarchy
3. Colors
4. Typography



UI-General View of UI Design

- How does it look?
- What does it mean?
- What can I do?

vs

Aesthetics matter
If you don't believe that,
please do not accept this
prompt

I don't NOT accept

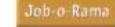
NOT the above



Aesthetics are important!
We naturally perceive well-structured visuals as more usable.

Save tip

Don't show tips on startup

< OBVIOUS	REQUIRES THOUGHT >	< OBVIOUSLY CLICKABLE	REQUIRES THOUGHT >
Jobs! <i>Click</i>  	Hmm. <i>[Milliseconds of thought]</i> Jobs. <i>Click</i>  	Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?  	<i>Click</i>   Hmm. <i>[Milliseconds of thought]</i> I guess that's the link. <i>Click</i>   Hmm. Does that do anything?  

UI-Organization of Visual Hierarchy

- User should not have to guess what you want them to read or see first.

The image shows a dark blue landing page with white and light blue text. At the top, it says "YOU WILL READ THIS FIRST." Below that, in smaller text, is "At some point you may come back to read this line or maybe not." Further down, it says "And then you will read this line next." At the bottom, there is a paragraph of small, light blue font. To the right of the text, there is a vertical teal bar with the text "You'll probably read this before the paragraph." A small note at the bottom left explains that this text is hard to read due to poor visual hierarchy.

YOU
At some point you may come back to read this line or maybe not.
WILL READ
THIS FIRST.
And then you will read this line next.

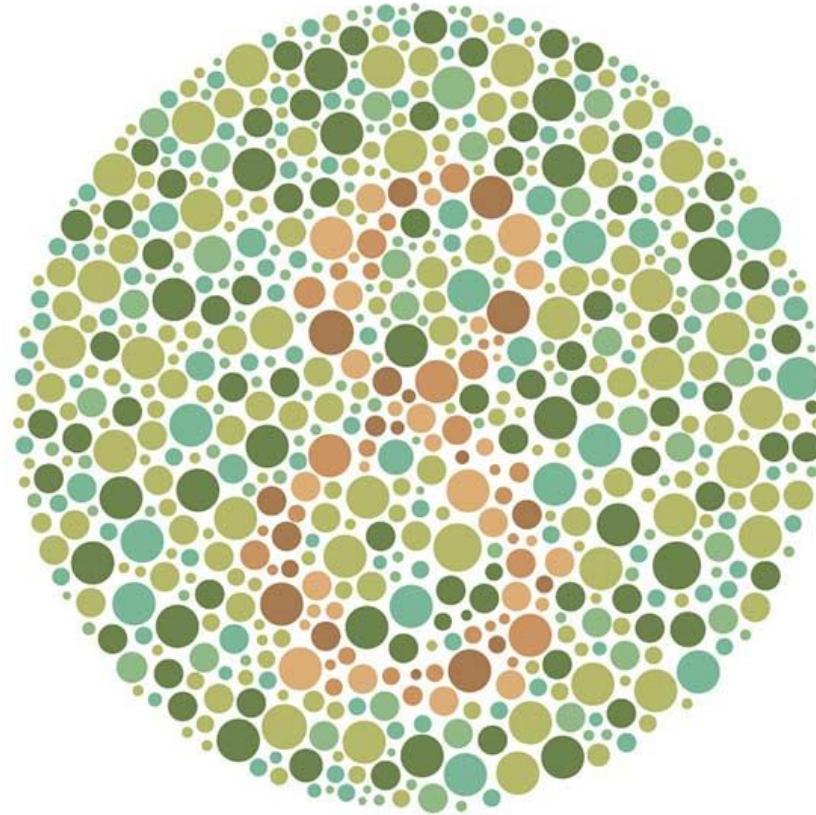
You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.



UI- Colors

- These worked in the 90s, why can't I use them?
- If people cannot read your site, they will just leave since there are more sites to try.
- They need to be decipherable for everyone.
- Including the colorblind.



UI-Typography

- It is important to get your point across in the font.
- It also needs to be consumable for everyone including people who are dyslexic

What
dyslexic
users see:



8.2 minutes
estimated

Tuck your chin into your chest, and then lift your chin upward as far as possible. 6–10 repetitions
Lower your left ear toward your left shoulder and then your right ear toward your right shoulder. 6–10 repetitions

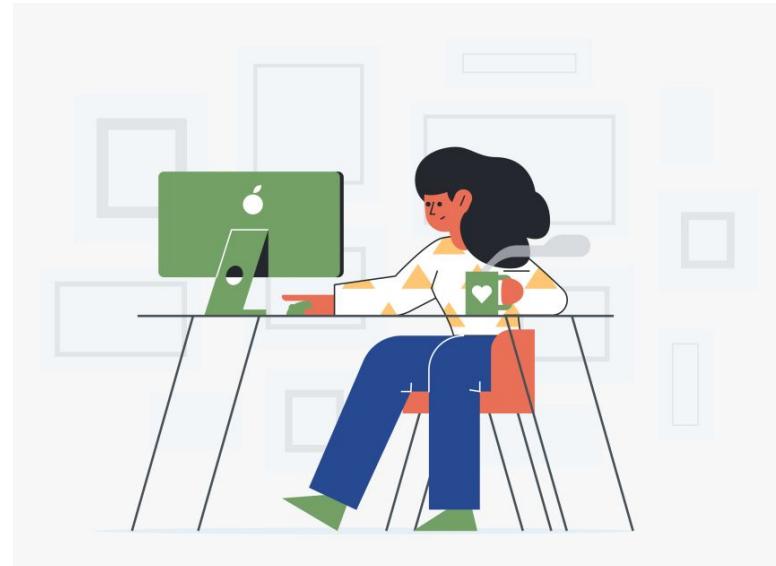
15.1 minutes
estimated

*Tuck your chin into your chest, and then lift your chin upward as far as possible. 6–10 repetitions
Lower your left ear toward your left shoulder and then your right ear toward your right shoulder. 6–10 repetitions*

User Experience (UX)

User Experience (UX)

1. Create an easy-to-navigate interface for all skill levels
2. Informative feedback
3. Make it comfortable for a user to interact with a product
4. Reduce mental processing power load
5. Make user interfaces consistent



UX-Informative feedback

- User should see what they need to do, how long it will take and a specific error that is easy to see.

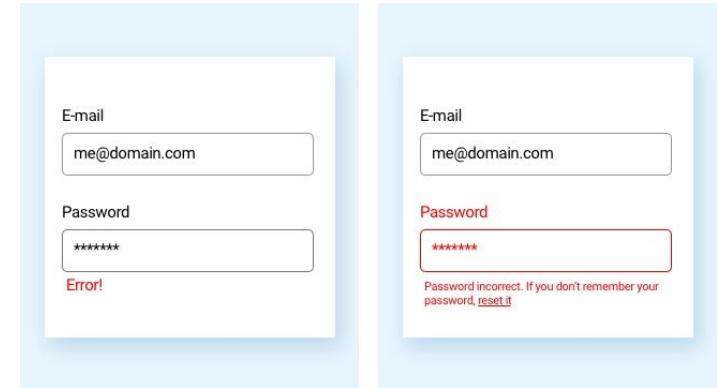
1. Overall, how satisfied are you with our company?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Progress Bar

Page 1 of 5

Next



CREATE ACCOUNT

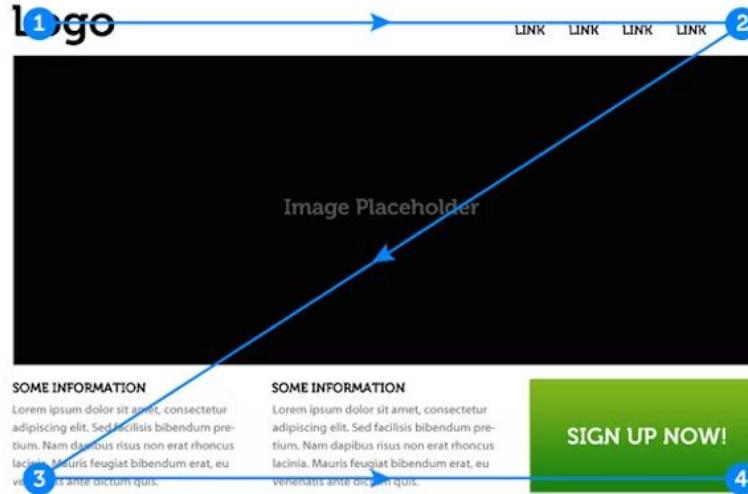
>Password

Confirm Password

Passwords should be at least 10 characters long and include 1 uppercase and 1 lowercase alpha character, 1 number and 1 special character. Passwords are case sensitive.

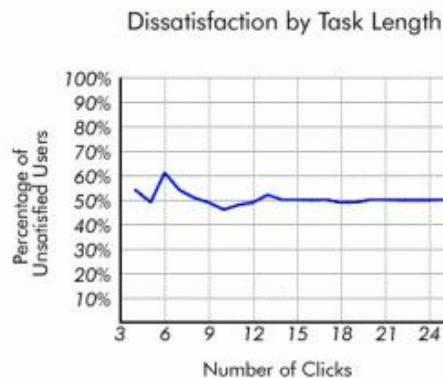
UX-Create an easy-to-navigate interface for all skill levels

- People read from left to right and then move down
- User should be able to quickly find what they need



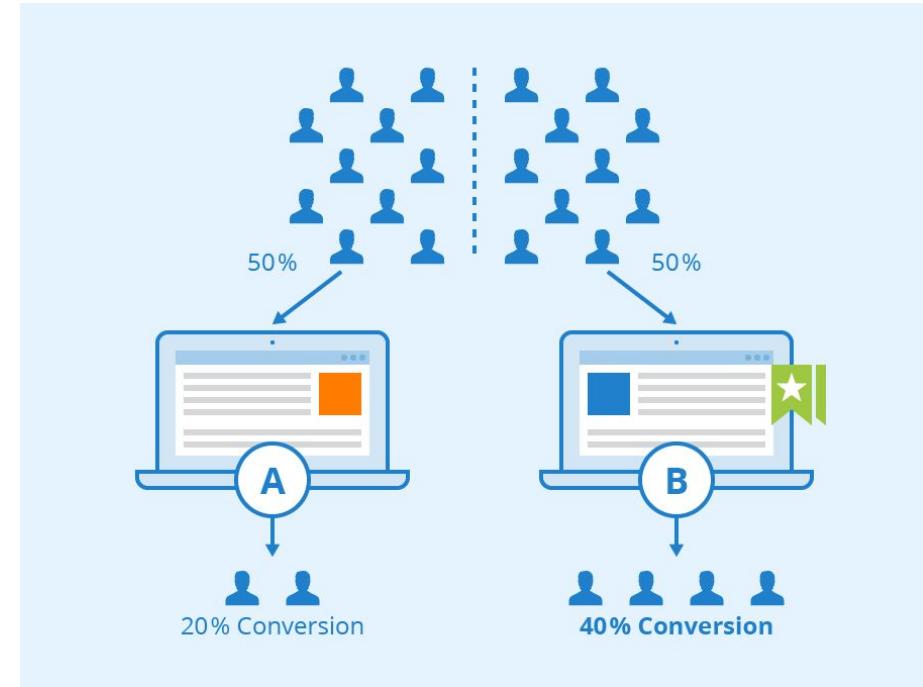
UX-Make it comfortable for a user to interact with a product 1/2

- **Counting clicks** can be a request from users (the 3 click rule), but it has been proven not accurate.



UX-Make it comfortable for a user to interact with a product 2/2

- This is not something everyone knows or there are hard and fast rules about. **AB Testing** can make sure you are using your best idea



UX-Reduce mental processing power load 1/2

- There is an argument that users are lazy.
 - I have had this argument.

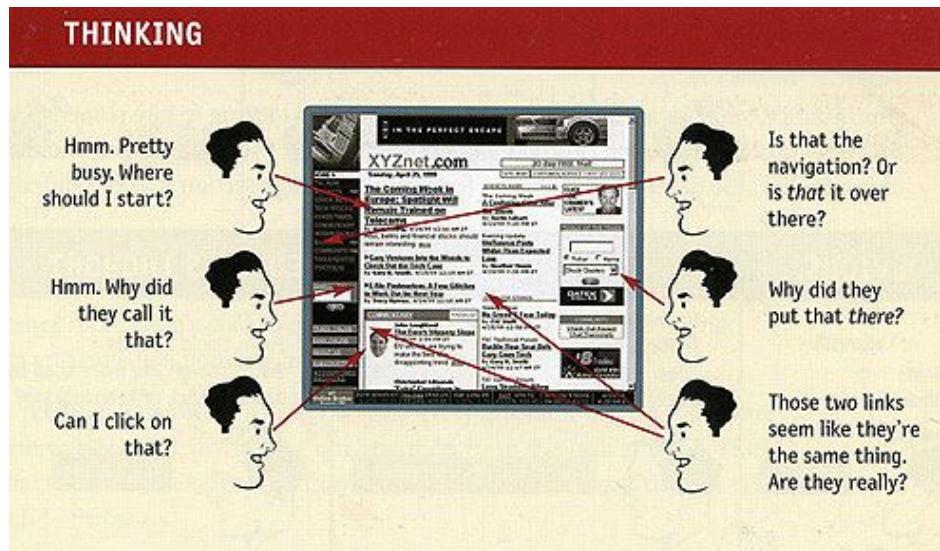


Users
aren't *lazy*,
they're
efficient.

nngroup.com/swag

UX-Reduce mental processing power load 2/2

- Whether users are lazy or efficient, they do not want to use a site that makes them think.



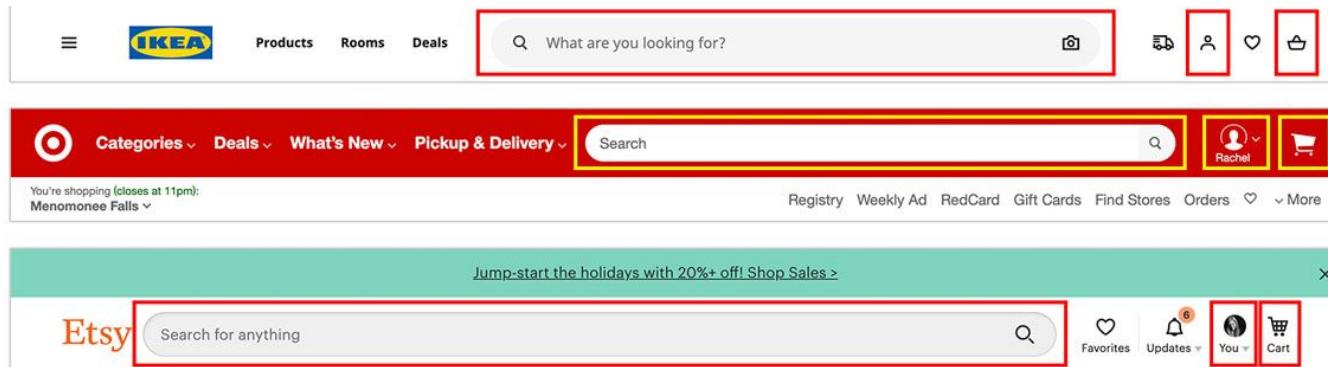
UX-Make user interfaces consistent

- Consistency is key for clean design and ease of use.
- Even across different products and external systems so people are more likely to use your system.

Not Consistent



Consistent



Examples

Example 1 - Vim vs Nano UX

- Who has used Vim or Nano? Which do you prefer? Or is it Emacs?
- Who has googled how to close Vim? Or Nano?
- Vim is not a good user interface. Nano has a better interface.

Vim

Hi, Welcome to tecadmin.net

Save the changes in vi / vim and quit the editor

1. Press 'ESC' to switch to command mode
2. Press ':wq' and hit "Enter" to save content and exit editor

Note - Use 'wq!' to forcefully save and quit

:wq

Press "ESC" and ":wq" to save changes and quit editor

Nano

GNU nano 2.2.6 File: textfile.txt

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor\$
"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor\$
"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor\$
"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor\$

[Read 7 lines]

^G Get Help ^O WriteOut ^R Read File ^Y Prev Page ^K Cut Text ^C Cur Pos
^X Exit ^J Justify ^W Where Is ^V Next Page ^U UnCut Text ^T To Spell

Example 2

- Notepad++ can do that Notepad cannot
 - Line counts
 - Open different files in the same instance
 - Color formatting of programming languages
 - Search all
 - Undo goes back more than one change
 - Auto completion
 - Replace can replace all
 - Searches across different open files
- Notepad++ is a better user experience

The screenshot shows two instances of a text editor. The top window is 'Notepad++' version 7.7, displaying the 'change.log' file. It lists various new features and bug-fixes, including support for Microsoft binary code signing, Scintilla upgrade, memory fixes, cursor flickering, Python file handling, and search options. It also lists included plugins like NppExport, Converter, and Mime Tool. The bottom window is the standard Windows Notepad, which is mostly empty except for a 'Welcome to Troubleshooter' message. Both windows show status bars at the bottom indicating file length, line count, and encoding.

```
C:\Program Files\Notepad++\change.log - Notepad++
File Edit Search View Encoding Language Settings Tools Macro Run Plugins Window ?
change.log
1 Notepad++ v7.7 new features and bug-fixes:
2
3 1. Continue Microsoft binary code signing thanks to the offer from DigiCert (again)
4 2. Upgrade Scintilla from v3.56 to v4.14.
5 3. Fix a regression about memory issue while reloading a file.
6 4. Fix cursor flickering problem after double clicking on URL.
7 5. Make Python files default to using spaces instead of tabs.
8 6. Add "Count in selection" option in Find dialog.
9 7. Add Ctrl + R shortcut for "Reload from disk" command.
10 8. Fix '\' display problem in CSS while using themes (Remove Batang font for CSS)
11 9. Fix crash while right clicking on DocSwitcher's column bar.
12 10. Fix all plugins being removed problem while Plugin Admin removes an old plugin
13
14
15 Included plugins:
16
17 1. NppExport v0.2.8 (32-bit x86 only)
18 2. Converter 4.2.1
19 3. Mime Tool 2.5
20
21 Undated (Installer only):
length : 904 lines : 23 Ln : 1 Col : 1 Sel : 0 | 0 Windows (CR LF) UTF-8 IN
```

Untitled - Notepad

File Edit Format View Help

Welcome to Troubleshooter

Windows (CRLF) Ln 1, Col 26 100%

Example 3 - Mobile UIs

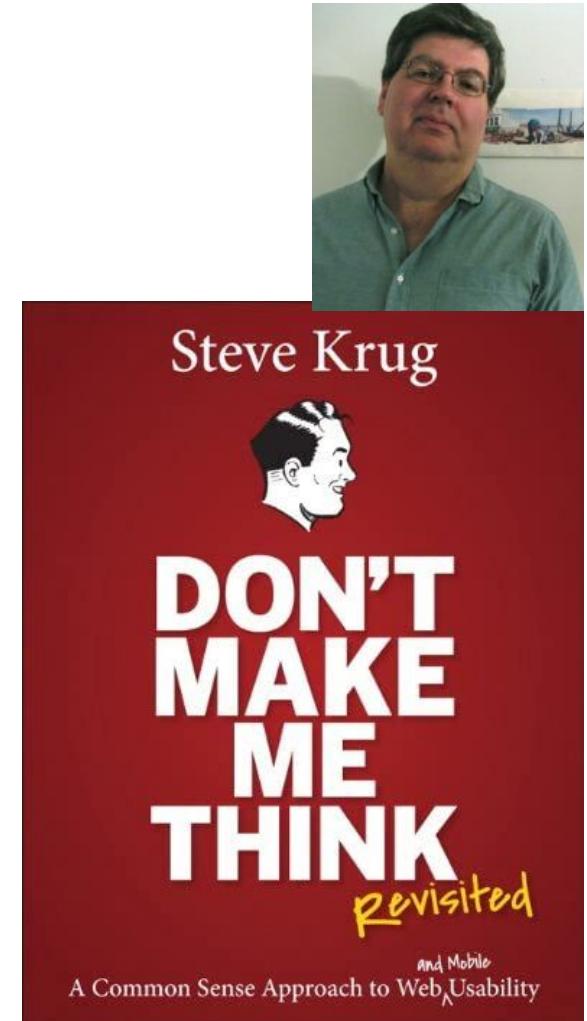
- Need to be thought about or could end up losing customers
- Does not need to be identical but needs to be usable



Important tools

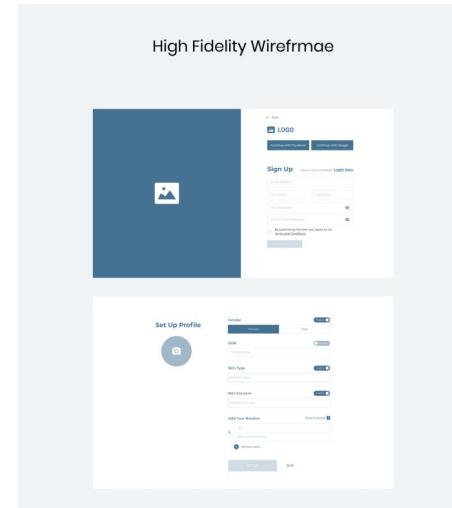
Don't make me think - Steve Krug

- \$16.20 for Kindle
- 216 pages
- So, why has it been so popular? (according to the website)
 - **It's short.** Even though it covers a lot of ground, you can read it cover-to-cover in a few hours.
 - **It's profusely illustrated.**
 - **There's a useful insight on almost every page.**
 - **It's a great place to start.** A lot of people have told me they ended up with a career in UX because they read it in a college course.
 - **It doesn't feel like a “tech” book.** I've always felt that a large part of my job is keeping myself amused, and people have told me they really enjoyed reading it.

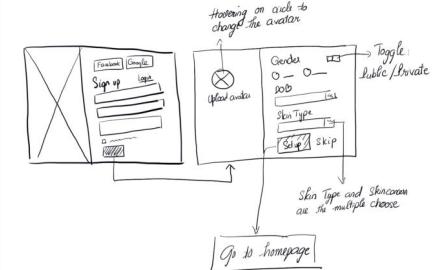


Wireframes

- A **wireframe** is a two-dimensional **illustration of a page's interface** that specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors.
- Tools for this: Figma or Adobe XD

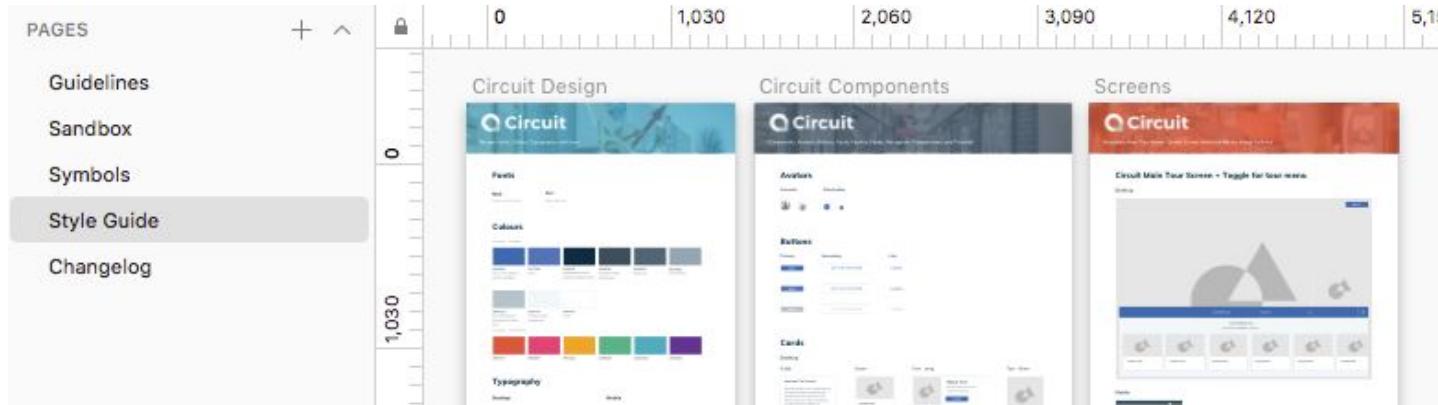


Low Fidelity Wireframe



Design System

- A **design system** is a set of **standards to manage design** at scale by reducing redundancy while creating a shared language and visual consistency across different pages and channels.
- Tools for this: Storybook, Figma, Adobe XD



Questions?

Thank you!