



UI/UX Workshop

INTRO TO USER EXPERIENCE DESIGN & RESEARCH

Meet Your Instructors



Anna Saraceno

Senior Interaction Designer
Salesforce Marketing Cloud



Sonali Shah

Lead UX Researcher
Salesforce Marketing Cloud

Meet Your Classmates

- Name
- What do you do? (Professionally and/or for fun!)
- Why are you here?
- Name something you think has a particularly good or bad user experience. It can be anything!
 - A site or app (Facebook, Craigslist, etc.)
 - A place (the BMV, Anthropologie, etc.)
 - A process (getting a passport, going through airport security, etc.)

What will we do in this workshop?

- Monday (10/24)
 - High-level overview of UX
 - How UX fits into product development
 - Design principles and evaluation criteria
 - Perform a heuristic evaluation of a web page
 - Start thinking about design recommendations
- Takeaways
 - Basic understanding of what UX is
 - Intro to heuristic evaluation method
 - Experience deriving design insights from heuristic evaluation
- Items
 - Completed heuristic evaluation

What will we do in this workshop?

- Wednesday (10/26)
 - Visualize design recommendations via sketching and paper prototyping
 - Introduce UX research
 - Learn basics for recruiting and interviewing
 - Write a script for testing your prototype
- Takeaways
 - Visualizing design ideas
 - Intro to creating interactive prototypes
 - Intro to basics of UX research
 - Experience in interview script-writing
- Items
 - Low Fidelity Prototype (Sketch)
 - Interview Script

What will we do in this workshop?

- Tuesday (11/1)
 - Conduct user interviews on your designs
 - Draw basic insights and propose design recommendations
 - Wrap up and share resources
- Takeaways
 - Experience in conducting interviews
 - Drawing insights from research findings
 - Translating research insights into design decisions
 - Focus on the value of iteration
 - Experience in explaining design rationale
- Items
 - Analysis Spreadsheet
 - Insights/Recommendations Doc

What WON'T we do in this workshop?

- Learn design tools (Photoshop, Illustrator, Sketch...)
- Gain experience in every research method
- Make high-fidelity interactive prototypes
- How to get a job in UX

WHAT IS
UX
?

The goal of UX design in business is to “**improve customer satisfaction and loyalty** through the **utility, ease of use, and pleasure** provided in the **interaction with a product.**”

OXFORD JOURNAL INTERACTING WITH COMPUTERS

UX design is a commitment to building products **with the customer in mind.**

MARIEKE MCCLOSKEY,
DIRECTOR OF RESEARCH AT [USERTESTING.com](https://www.userTesting.com)

It's design with an awareness of every touchpoint that makes up the **overall experience** with your product or service.

JOSHUA PORTER,
ROCKET INSIGHTS & BOKARDO

It's a commitment to developing products and services with **purpose, compassion, and integrity.**

WHITNEY HESS,
EXPERIENCE DESIGN COACH

It's the practice of **meeting people's needs** before, during, and after product development.

ERIK LEVITCH,
UX CONSULTANT

UX design is about **delighting users by anticipating their needs and giving them something they didn't think to ask for.**

REED JONES,
USER RESEARCHER AT STUBHUB

What do all of these UX definitions have in common?

Successful UX...



Bases decisions on real user needs and desires.



Leaves users feeling successful and positive.



Requires a process for guiding decisions.

UX vs. UI

UX = User Experience

UI = User Interface

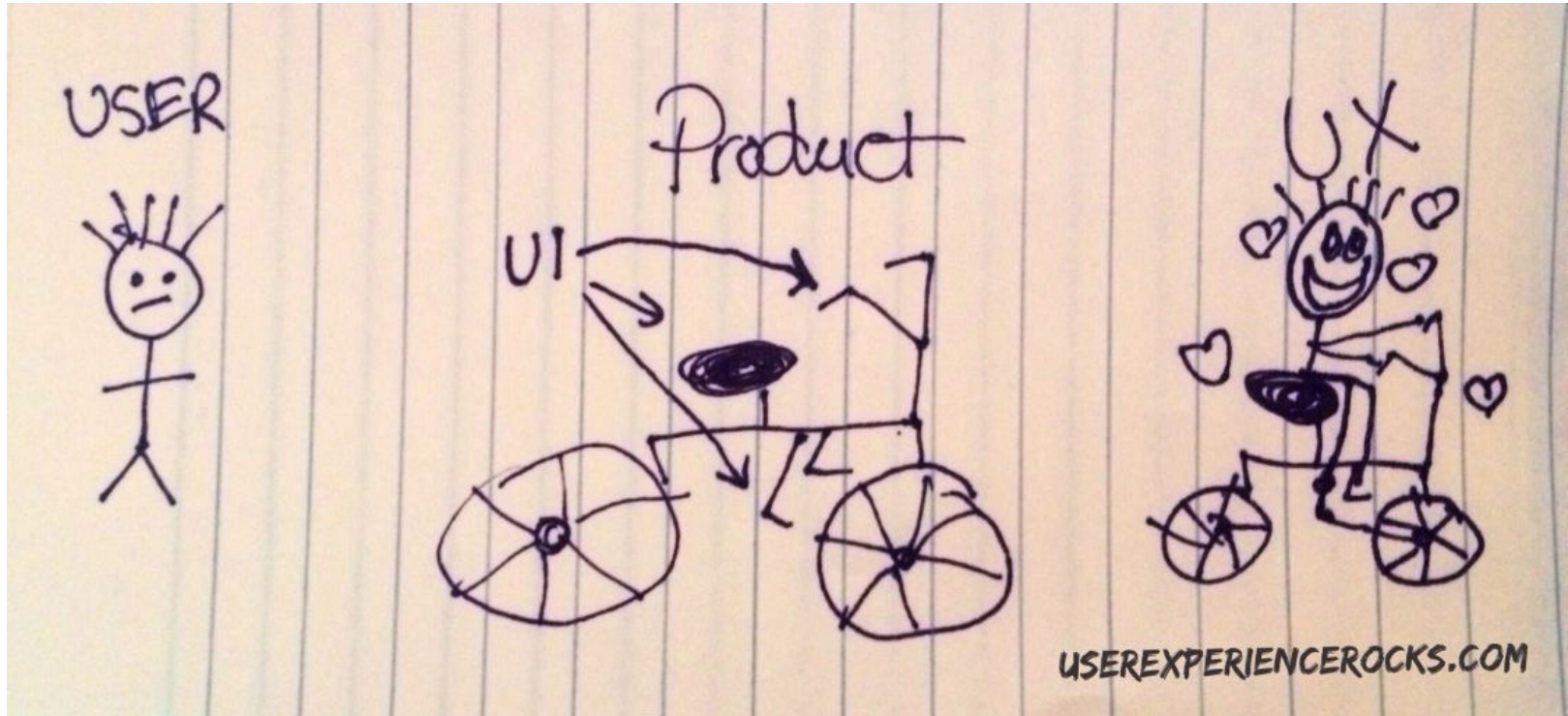
“User Experience (UX) and User Interface (UI) are some of the most confused and misused terms in our field.

A UI without UX is like a painter slapping paint onto canvas without thought.

UX without UI is like the frame of a sculpture with no paper mache on it.

A great product experience starts with UX followed by UI. Both are essential for the product’s success.”

RAHUL VARSHNEY,
CO-CREATOR OF FOSTER.FM



JENNIFER ALDRICH

@JMA245

[HTTP://USEREXPERIENCEROCKS.COM](http://userexperiencerocks.com)

UI designer: “What color should the button be so the user will see it immediately?”

UX designer: “Do we even need this button in the first place?”

EMILY POTTS
CREATIVELIVE BLOG

HOW DOES
UX
FIT INTO
PRODUCT
DEVELOPMENT?

The “Holy Trinity” of Product Development:

Product Owner ★ Lead Developer ★ Lead UX Designer

The “Holy Trinity” of Product Development:

Product Owner ★ Lead Developer ★ Lead UX Designer

- Key project stakeholder
- Owns the vision and roadmap for a product
- Conveys vision to the team
- Responsible for strategic and tactical decisions

The “Holy Trinity” of Product Development:

Product Owner ★ **Lead Developer** ★ Lead UX Designer

- Responsible for underlying architecture of product
- Own development plans and delegate dev work
- Bridge between dev team and PO

The “Holy Trinity” of Product Development:

Product Owner ★ Lead Developer ★ **Lead UX Designer**

- Responsible for helping define the “how” of PO’s vision
- Learn about and advocate for users throughout design and development
- Bridge between UX team and PO

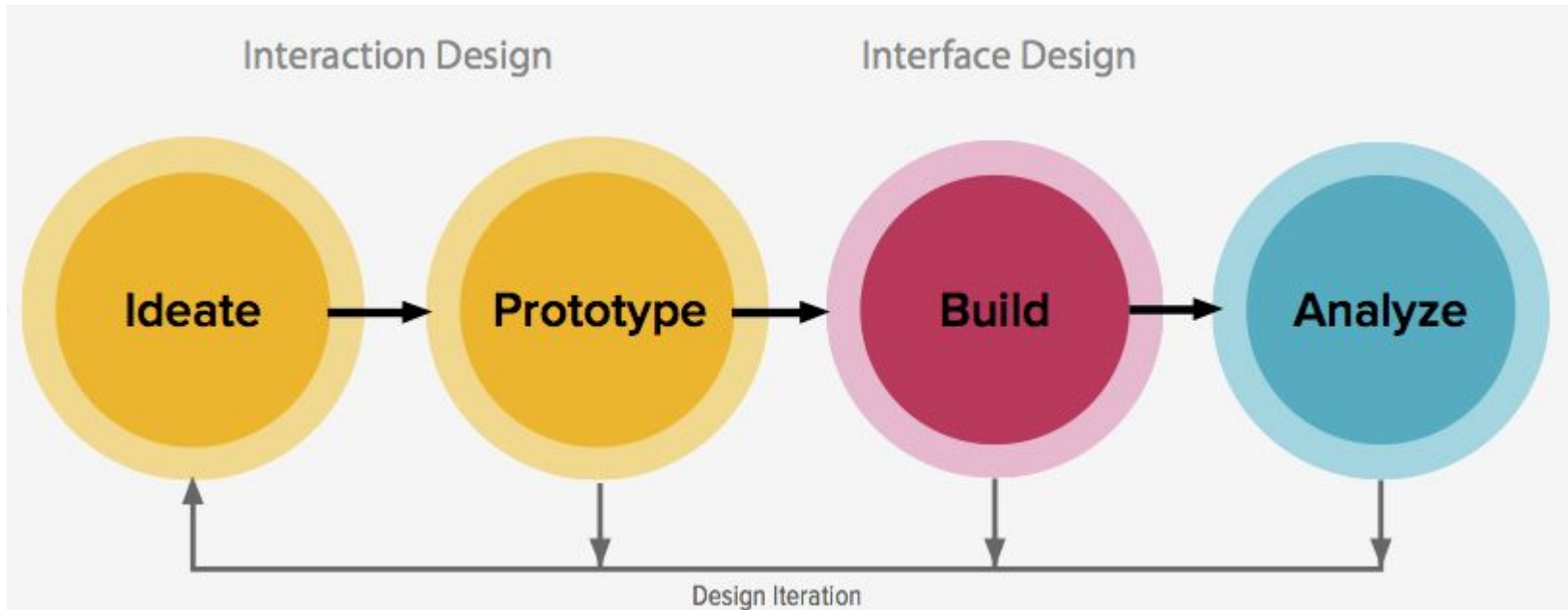
Working in Cycles



Agile Method

©2013 think interactive inc.

Iteration is key!



How do we evaluate if
something has a good
user experience?

- **Self Evaluation (Heuristic)**

- PROS: Quick and simple. Doesn't require recruiting.
- CONS: Doesn't take into consideration actual users. Doesn't help with understanding real use cases.

- **User Research**

- PROS: User-centered! Make sure you understand the problem from the right point of view.
- CONS: Recruiting can be difficult. Analysis can be time-consuming (but doesn't have to be!).
- METHODS:
Interviews, focus groups, observation, card sorting, contextual inquiry, surveys, etc.

Heuristic Evaluation

Think of heuristics like a **rule of thumb**, a **set of guidelines against which you can measure a design**, like a rubric. In a heuristic evaluation, the evaluator will look at the design being assessed and **document design elements, functions and flows that break with the heuristic set**. The purpose is for the evaluator to **uncover usability problems in a design**, which can then be fixed.

ARI WEISSMAN,
EFFECTIVE UI

Heuristic Evaluation Process

1. Choose a set of heuristics.
2. Use heuristics to identify UX issues.
3. Prioritize the issues according to severity.
4. Create design and/or research recommendations for each issue.

Heuristics

RULES
PRINCIPLES
GUIDELINES

Clarity

Efficiency

Consistency

Beauty

CLARITY

Eliminate ambiguity. Enable people to see, understand, and act with confidence.

SALESFORCE UX DESIGN PRINCIPLES

Think about clarity in context of:

- Presenting information
- Giving feedback
- Preventing & recovering from errors
- Primary and secondary actions



EFFICIENCY

Streamline and optimize workflows. Intelligently anticipate needs to help people work better, smarter, and faster

SALESFORCE UX DESIGN PRINCIPLES

Think about efficiency in context of:

- Navigation
- Task completion
- Finding information



CONSISTENCY

Create familiarity and strengthen intuition by applying the same solution to the same problem.

SALESFORCE UX DESIGN PRINCIPLES

Think about consistency in context of:

- Workflows
- Iconography & visual style
- Terminology
- Menus
- Layouts & hierarchy



BEAUTY

Demonstrate respect for people's time and attention through thoughtful and elegant craftsmanship.

SALESFORCE UX DESIGN PRINCIPLES

Think about beauty in context of:

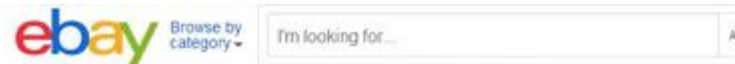
- Color
- Typography
- Layout
- Space
- Emotion



OFFER INFORMATIVE FEEDBACK

For every user action, there should be system feedback. For frequent and minor actions, the response can be modest, whereas for infrequent and major actions, the response should be more substantial. Visual presentation of the objects of interest provides a convenient environment for showing changes explicitly.

BEN SHNEIDERMAN
THE 8 GOLDEN RULES OF INTERFACE DESIGN



Thank you! Your order has been placed.

You will receive an email confirmation shortly.

Estimated delivery: Between Tuesday, Nov. 13 and Thursday, Nov. 15

Your order is covered by eBay Buyer Protection. [Learn more](#)

What do you want to do next?

- [View your order details](#)
to see estimated shipping times and payment details
- [Go to My eBay](#)
to see items you are watching or purchased
- [Go to eBay's homepage](#)

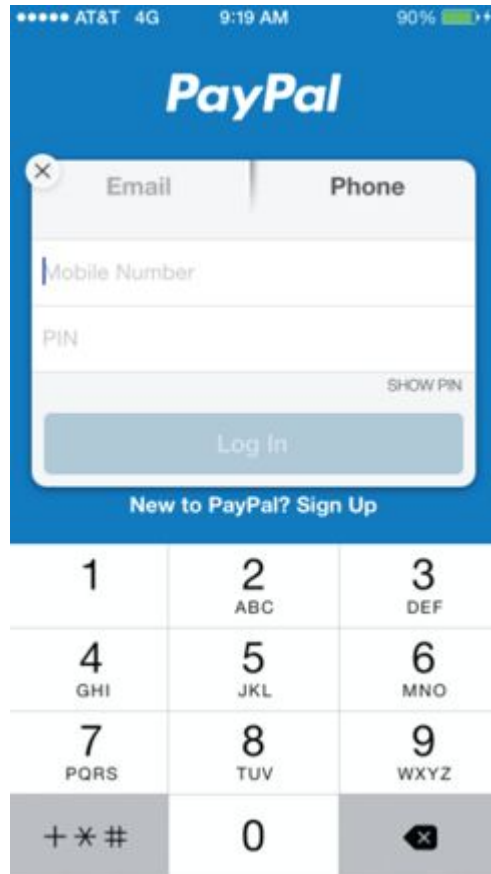


PREVENT ERRORS

As much as possible, design the system such that users cannot make serious errors; for example, gray out menu items that are not appropriate and do not allow alphabetic characters in numeric entry fields. If a user makes an error, the interface should detect the error and offer simple, constructive, and specific instructions for recovery. For example, users should not have to retype an entire name-address form if they enter an invalid zip code, but rather should be guided to repair only the faulty part. Erroneous actions should leave the system state unchanged, or the interface should give instructions about restoring the state.

BEN SHNEIDERMAN

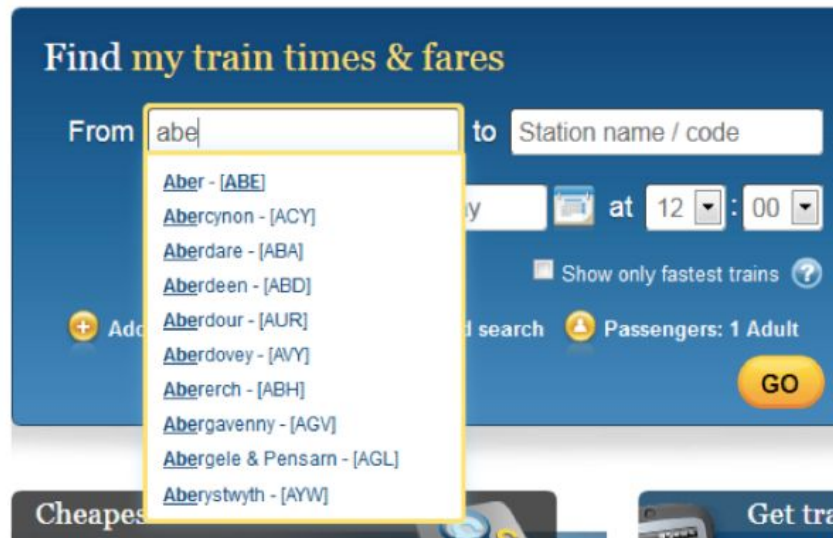
THE 8 GOLDEN RULES OF INTERFACE DESIGN



RECOGNITION OVER RECALL

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

JAKOB NIELSEN
10 USABILITY HEURISTICS



AESTHETIC AND MINIMALIST DESIGN

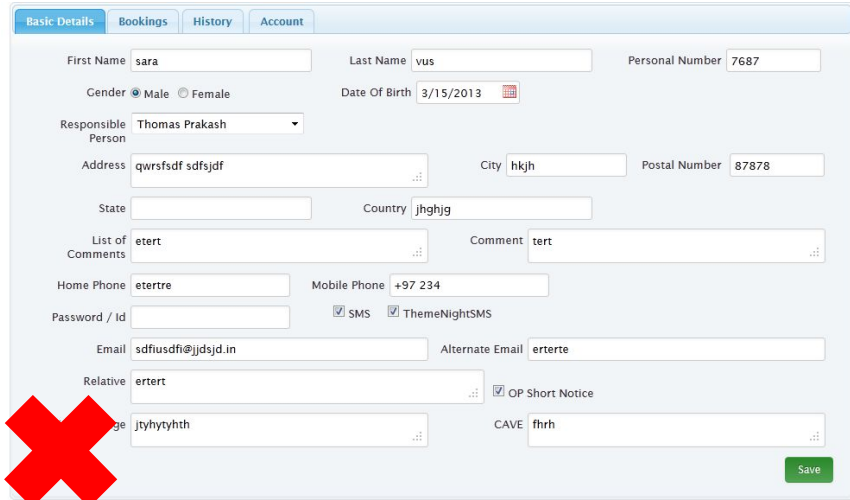
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

JAKOB NIELSEN 10 USABILITY HEURISTICS

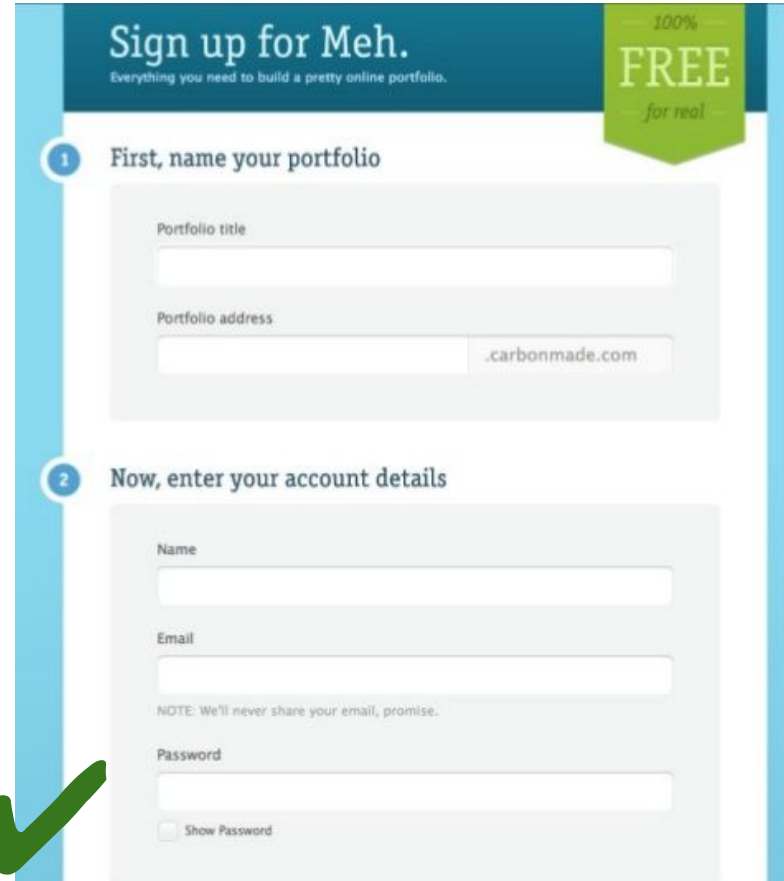


MAKE FUNCTIONAL FORMS

- Clearly validate user input.
- Use a top-down layout and make sure fields are in sequential order.
- Align labels above fields for easier readability.
- Make sure error messages are clear.



The form on the left is a poor example of a functional form. It features a top navigation bar with tabs: "Basic Details", "Bookings", "History", and "Account". The "Basic Details" tab is active. The form contains numerous fields, many of which are not clearly labeled or are poorly aligned. For example, the "First Name" field is labeled "sara", "Last Name" is "vus", and "Personal Number" is "7687". There are also fields for "Gender" (Male/Female), "Date Of Birth" (3/15/2013), "Responsible Person" (Thomas Prakash), "Address" (qwrsfdf sdfsjdf), "City" (hkjh), "Postal Number" (87878), "State", "Country" (jhghig), "List of Comments" (etert), "Comment" (tert), "Home Phone" (etertre), "Mobile Phone" (+97 234), "Password / Id", "Email" (sdfiusdfi@jdsjd.in), "Alternate Email" (erterte), "Relative" (ertert), "Age" (jtyhytyth), and "CAVE" (fhrh). There are also checkboxes for "SMS" and "ThemeNightSMS". A "Save" button is at the bottom right. A large red X is overlaid on the bottom left corner of the form, indicating it is a poor example.



The form on the right is a good example of a functional form. It is titled "Sign up for Meh." and has a sub-header "Everything you need to build a pretty online portfolio." A green banner on the right says "100% FREE for real". The form is divided into two steps: "1 First, name your portfolio" and "2 Now, enter your account details". Step 1 has fields for "Portfolio title" and "Portfolio address" (with a pre-filled value ".carbonmade.com"). Step 2 has fields for "Name", "Email", and "Password", with a "Show Password" checkbox. A note below the email field says "NOTE: We'll never share your email, promise." A large green checkmark is overlaid on the bottom left corner of the form, indicating it is a good example.

SALESFORCE LIGHTNING DESIGN PRINCIPLES

Clarity

Eliminate ambiguity. Enable people to see, understand, and act with confidence.

Efficiency

Streamline and optimize workflows. Intelligently anticipate needs to help people work better, smarter, and faster.

Consistency

Create familiarity and strengthen intuition by applying the same solution to the same problem.

Beauty

Demonstrate respect for people's time and attention through thoughtful and elegant craftsmanship.

JAKOB NIELSEN'S 10 HEURISTICS

1. Visibility of system status
2. Match between system and real world
3. User control and freedom
4. Help and documentation
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Help users recognize, diagnose, and recover from errors
9. Consistency and standards
10. Aesthetic and minimalist design

SHNEIDERMAN'S 8 GOLDEN RULES

1. Feedback
2. Design dialog to yield closure
3. Shortcuts
4. Simple error handling
5. Reversible actions
6. Put user in control
7. Reduce short-term memory load
8. Consistency

DIETER RAMS'S 10 PRINCIPLES

1. Good design makes a product understandable
2. Good design is honest
3. Good design makes a product useful
4. Good design is unobtrusive
5. Good design is long-lasting
6. Good design is environmentally-friendly
7. Good design is thorough down to the last detail
8. Good design is innovative
9. Good design is aesthetic
10. Good design is as little design as possible

Let's look at an example...

Efficiency

Search isn't prominent, and it can be difficult to find/navigate around different areas.

Offer informative feedback

It's unclear how many postings are in each section.

Aesthetic and Minimalist Design

Many rows and columns of text. Most text and links are styled the same so everything blends together.

craigslist

post to classifieds

my account

search craigslist

search

event calendar

M	T	W	T	F	S	S
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

indianapolis ^w

community

activities

artists

childcare

classes

events

general

groups

local news

lost+found

musicians

pets

politics

rideshare

volunteers

personals

strictly platonic

women seek women

women seeking men

men seeking women

men seeking men

misc romance

casual encounters

missed connections

rants and raves

discussion forums

apple

arts

atheist

autos

beauty

bikes

celebs

comp

crafts

diet

divorce

dying

eco

educ

feedbk

film

fitness

help

history

housing

jobs

jokes

kink

legal

linux

m4m

manners

marriage

media

money

motocy

music

nonprofit

onen

photo

p.o.c.

politics

psych

queer

recover

religion

romance

science

spirit

sports

tax

travel

tv

vegan

w4w

world

housing

apts / housing

housing swap

housing wanted

office / commercial

parking / storage

real estate for sale

rooms / shared

rooms wanted

sublets / temporary

vacation rentals

for sale

antiques

appliances

arts+crafts

atv/utv/sno

auto parts

baby+kid

barter

beauty+hlt

bikes

boats

books

business

cars+trucks

cds/dvd/vhs

cell phones

clothes+acc

collectibles

computers

electronics

farm+garden

free

furniture

garage sale

general

heavy equip

household

jewelry

materials

motorcycles

music instr

photo+video

rvs+camp

sporting

tickets

tools

toys+games

video gaming

wanted

services

automotive

legal

jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

food / bev / hosp

general labor

government

human resources

internet engineers

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

systems / network

technical support

transport

tv / film / video

web / info design

writing / editing

[ETC]

[part-time]

nearby cl

battle creek

bloomington

bloomington

bowling green

chambana

chicago

chillicothe

cincinnati

columbus

dayton

decatur

evansville

fort wayne

kalamazoo

kokomo

la salle co

lexington

lima-findlay

louisville

mattoon

muncie

owensboro

peoria

richmond

south bend

southwest mi

springfield

terre haute

tippecanoe

toledo

us cities

us states

canada

cl worldwide

Efficiency

Search isn't prominent, and it can be difficult to find/navigate around different areas.



Make search more prominent.
Decrease the number of options on the main page.

Offer informative feedback

It's unclear how many postings are in each section.



Show how many postings to expect in each area or search results. Implement a type-ahead search.

Aesthetic and Minimalist Design

Many rows and columns of text. Most text and links are styled the same so everything blends together.



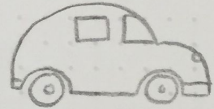
Decrease the amount of text and links on the main page. Vary styles to emphasize the most important/common tasks.
Evaluate information hierarchy

craigslist

+ New Post

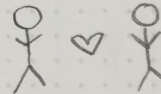
Anna

Search Craigslist



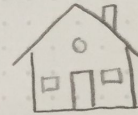
Buy / Sell

1,932,654 posts



Meet People

986,752 posts



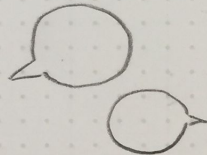
Housing

872,665 posts



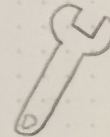
Jobs

975,652 posts



Discussion

2,758,238 posts



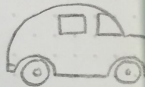
Services


8,752 posts

Search Craigslist

lawn

BUY/SELL


 lawn mower (562 results)


 lawn tools (87 results)

Buy / Sell

1,932,654

JOBS


 lawn care (58 results)


 lawn maintenance (72 results)

Jobs

975,652 posts

SERVICES

 lawn mowing (18 results)

 lawn treatment (5 results)

Services

posts

VIEW ALL RESULTS

(672)

Heuristic Evaluation Activity

In teams of 2, choose 3-4 heuristics to evaluate your assigned web page.

- 1. Interact with the page.**
Read through content. Fill out and submit forms in different ways (leave some fields blank, try different types of data, etc.). View the page in different browser widths, etc.
- 2. Choose 3-4 heuristics.**
- 3. Evaluate the page using chosen heuristics.**
- 4. Make recommendations based on heuristic evaluation.**

A



The GDI conference is one you won't want to miss! Three days of amazing talks and workshops from some of the world's most talented developers, designers, and entrepreneurs. Speakers include Barbara Vega from Apple (her workshop is called "Quick prototype development for user research"), Karina Candaday from Salesforce (her workshop is called "JavaScript Magic"), Michele Bauer from Oracle (her workshop is called "How to seek out and become an entrepreneur"), Kasha Akhich from Amazon (her workshop is called "How to start and grow a GDI chapter in your city"), and our keynote speaker, Ethel Duke from Microsoft is giving a talk entitled "Spending girl" overcoming gender bias in the tech world". Are you interested in joining us? Fill out the form below!

First Name Last Name


Email Address

Street City State Zip

T-shirt Size: ☐ XS ☐ Small ☐ Med ☐ Large ☐ XL ☐ XXL

<http://gdi-conf.herokuapp.com/signup1/>

B



Girl Develop It
don't be shy, develop it!

Subscribe to our newsletter.

Stay in the know on local events, tips, and much more.

Email Address

City Name Company

Leave it blank

Subscription Preferences ☒ Monthly News ☐ Tips and Stuff ☐ Events
Communication Preferences ☐ Daily ☒ Monthly

About You

Age Age Range

Education Education Level

Profession

<http://gdi-conf.herokuapp.com/signup2/>

Heuristics

Clarity

Efficiency

Consistency

Beauty

Offer informative feedback

Prevent errors

Recognition over recall

Aesthetic and minimalist design

Make functional forms

Day

2

What will we do in this workshop?

- Wednesday (10/26)
 - Visualize design recommendations via sketching and paper prototyping
 - Introduce UX research
 - Learn basics for recruiting and interviewing
 - Write a script for testing your prototype
- Takeaways
 - Visualizing design ideas
 - Intro to creating interactive prototypes
 - Intro to basics of UX research
 - Experience in interview script-writing
- Items
 - Low Fidelity Prototype (Sketch)
 - Interview Script

Sketching & Paper Prototyping

Introducing User Research

Walkthroughs

Interviews

Contextual
Inquiries

Experiments



Participatory
Design
Sessions

Focus Groups

Guerrilla
Research

Eye-tracking
studies

A couple of references:

<https://www.nngroup.com/articles/which-ux-research-methods/>

<http://uxmastery.com/resources/techniques/>

User Interviews Process

1. Think about your research aim/goal and questions along with who you need to interview.
2. Prepare tasks and questions.
3. Conduct interview and record results.
4. Collate results and analyze.
5. Present insights and recommendations.

1. Think about the research...



What are you researching?

- Goal, scope and focus
"Assess the search feature and how effectively search results and category links are being presented"

How are you researching it?

- Length of time
"10min sessions"
- In person, over the phone
"In person quick interviews"

Who are you researching?

- Representative or General (aka Anyone)
"Users of Craigslist"



Spend 5 minutes thinking about the following for your sketch...

What are you researching?

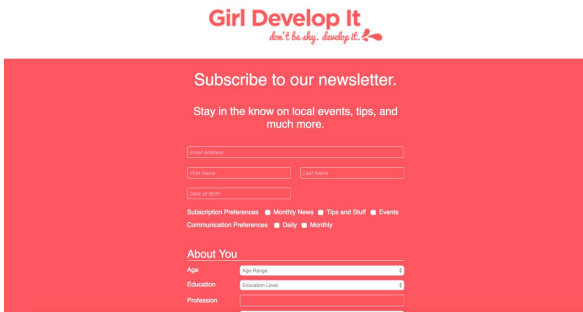
- Goal, scope and focus

How are you researching it?

- Length of time
- In person or over the phone

Who are you researching?

- Representative (aka actual users of the system)
- General (aka anyone)



2. Prepare tasks and questions



Collaborate and Review

- Stakeholders - “Users, Leadership, Designers”

Look at your design/app

- Fidelity of design, real system...

“Paper Prototype”

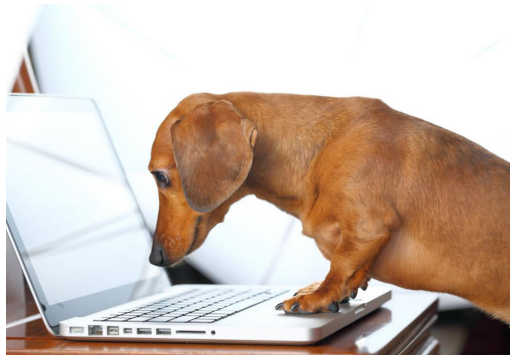
- Understand it and use it yourself

“Manipulation of post-its....etc”

- Determine a flow (if relevant)

“Search feature”

2. Prepare tasks and questions



Prepping Questions

- Note time frame: 7mins!
- Open, unbiased questions

“Do you like the button” ☐

“What do you think of the button” ✓

- Structure Questions (poss through a task if relevant)
 - Intro: about their user behavior/history
 - Middle: question features and functions. Explore expectations and if they're matched or not.
 - End: Any further feedback and

Thank you

2. Prepare tasks and questions

Introduction

Q1: How often do you use Craigslist?"

Q2: What do you use it for?"

Task 1: Search for a 2 bed rental house in Broad Ripple, Indy"

Q3: What are your immediate impressions of the screen? (What strikes you about it? Calls to action?)

Q4: Before starting the search, how would you expect to do it on this screen?"

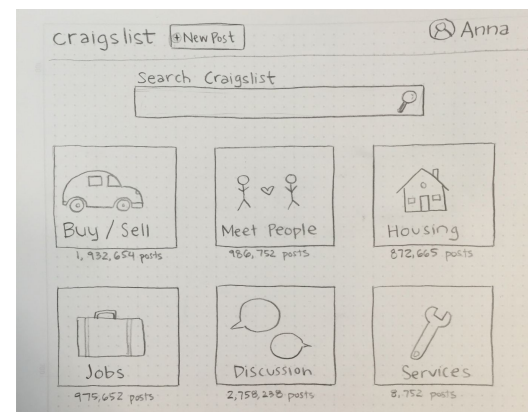
Q5: Having now done it, what do you think of what happened?"

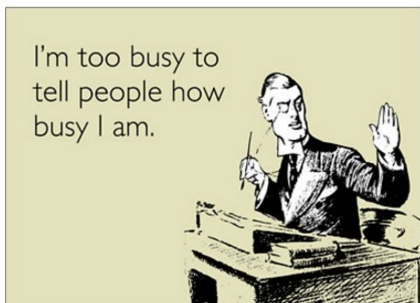
Closing:

Q6: Do you have any further feedback?"

Q7: Would you be interested in participating in future sessions like this?"

Thank you





Let's spend 7 minutes writing out the following:

Describe who the collaborators are or would be in your research effort and reasons?

(i.e. Stakeholders, designers, managers etc)

Provide reasons for the design/app you will be exploring.

(i.e. sketches or initial designs as you're starting the research, or live app to evaluate what is being used?)

Prep Questions

- Intro: a couple of questions about their user behavior/history
- Middle: questions about features and functions of a given screen. Ask what they expect to see before revealing the next screen. Then after seeing the screen ask if its what they had expected...
- End: a couple of questions maybe rating the general experience with the sketch/design/app and any final feedback. Then say "thank you" :-)

Day

3

What will we do in this workshop?

- Tuesday (11/1)
 - Conduct user interviews on your designs
 - Draw basic insights and propose design recommendations
 - Wrap up and share resources
- Takeaways
 - Experience in conducting interviews
 - Drawing insights from research findings
 - Translating research insights into design decisions
 - Focus on the value of iteration
 - Experience in explaining design rationale
- Items
 - Analysis Spreadsheet
 - Insights/Recommendations Doc

3. Conduct interview and record results..



We like this..as opposed to this....



Introduce yourself and that you're going through a set of questions to explore a prototype/design/app...

- Friendly, professional tone
- Testing the app/not them - there are no wrong answers
- Ask permission to record
- Mention ok to ask questions
- Assign a notetaker

During interview, ask every participant the same core questions

- Keep to your structure
- Understand terms and language - don't try to correct them
- If no answer/opinion - leave it blank
- Don't rush questions - count up to 5 to catch any follow up thoughts
- Listen/note questions asked of you
- Be aware of your own biases and expectations



Let's get cracking... [7mins]:

- Begin your interview following the points introduced to you.
 - Introduce yourself, purpose of session
 - Ask for permission to record
 - Explain that there are no wrong answers - just looking for feedback
 - After getting permission, hit your record audio button
- Take notes of the answers - paper/pen or online apps like audio-note, textpad or enter in directly into a prepped spreadsheet (see next topic)

4. Collate results and analyze.

Copy over your findings to one document in which you can overview the results easily -

Google sheets for instance...

- Participants = rows
- Questions =columns

Look over your results to find trends and commonalities and interesting differences.

- You could color code cells
“Negative/Hesitance/Reluctance”: Red;
“Unsure”: Yellow; “Positive”: Green

... and include other colors representing other interesting finds....

Compare the findings against the heuristics (that you were introduced to)

- Write out what needs to be done to address each usability issue i.e. a recommendation. For example, unable to see the text. Rec: present text upon clear background...

Raw Results Template									
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive									
<div> Print Undo Redo Find Format Number Text Align Background Table Chart Filter Sum </div>									
	A	B	C	D	E	F	G	H	I
1	Users (Full Name)	Job Role	Company	Question 1	Question 2	Question 3 Part A	Question 3 Part B	Question 4	Question 5
2	Marc Benioff								
3	Parker Harris								
4	Mark Zuckerberg								
5	Tim Cook								
6	Marissa Mayer								

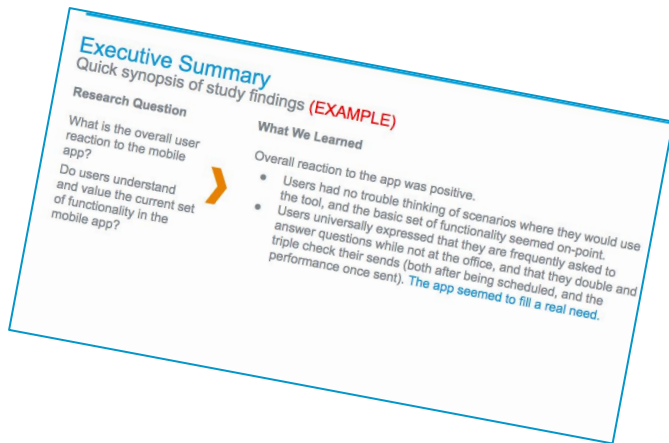
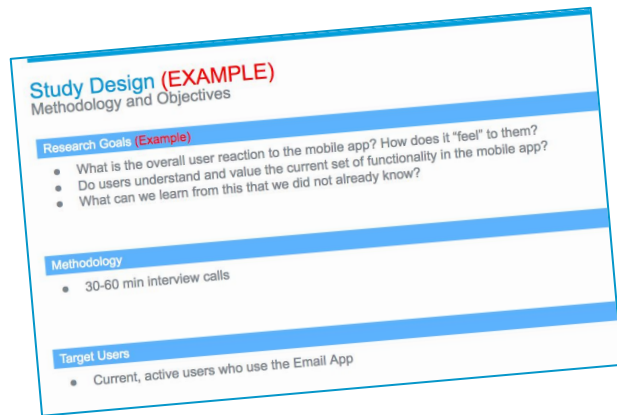


Take 5 minutes to look at your results

- Look to see if you have any....
 - positive ☐ ✓ (Green)
 - negative ☐ ✗ (Red)
 - unsure answers/comments ☐ ? (Yellow)
- Do you have any patterns or similarities across your results
 - Repetition of comments/preferences i.e. iphone versus Android

[illegible]

5. Present Insights and Recommendations.



Present using Google Slides

- Research Aim/Goal
- Methodology (what was done)
- Target Audience
- Executive Summary

You can also add additional slides

- Key Insights
- Recommendations
- Other interesting, key observations...



Let's present back some findings...

- Each team should
 - document 1 key insight and
 - create 1 design recommendation based on the insight.
 - We will go around and have each team share an insight.
- When you present, be open to questions and potential discussion...

YAY - We did it!



A couple of more points...

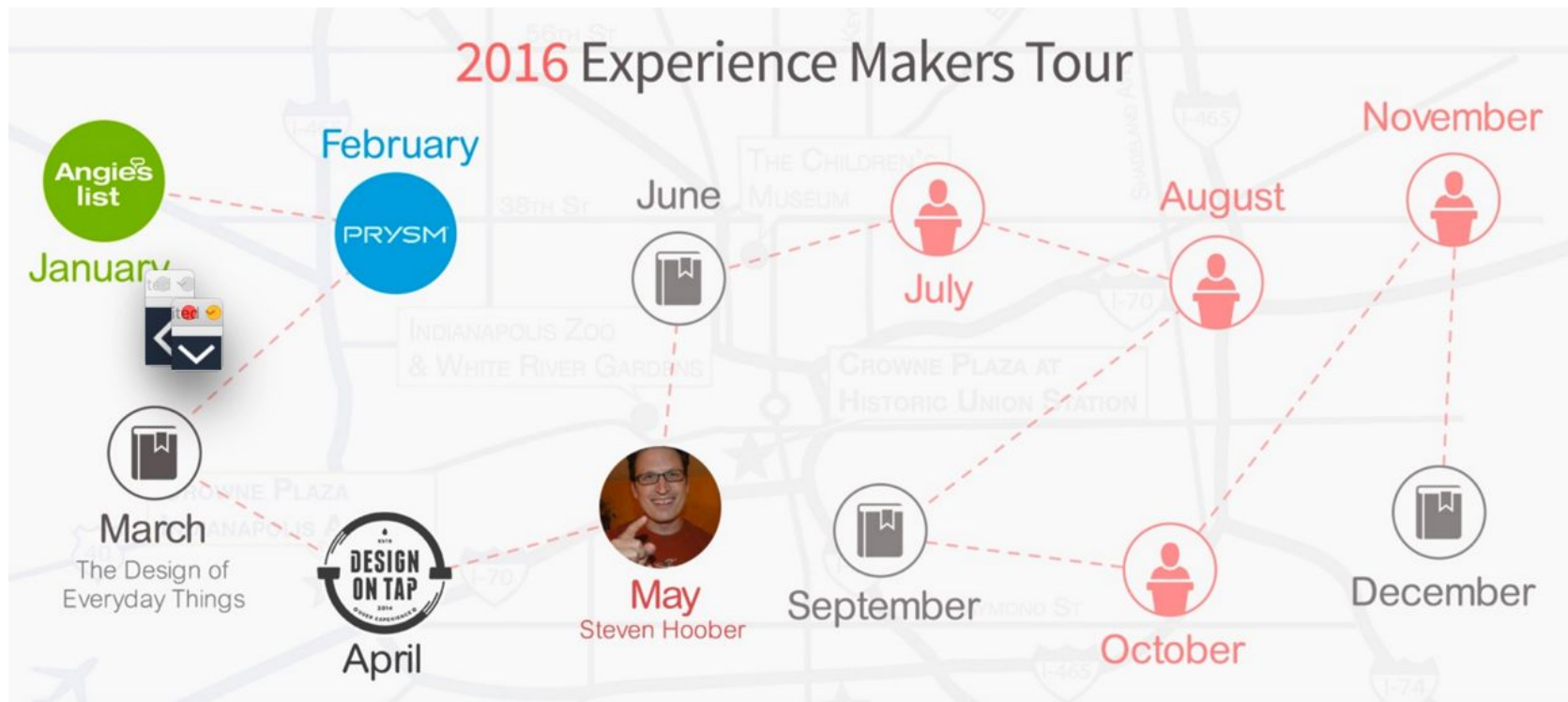
- You might conduct the interview over the phone or over an online meeting app. If so,
 - Test your online-meeting link and run through a trial of your session
 - Speak clearly and at a comfortable pace (i.e. not too fast)
 - Describe the structure of the session etc...
 - Record your session so you can go back and reflect

Now.....

Any Questions?



Want more UX fun? Join Experience Makers!



www.ExperienceMakers.org