UI/UX Workshop

INTRO TO USER EXPERIENCE DESIGN & RESEARCH

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
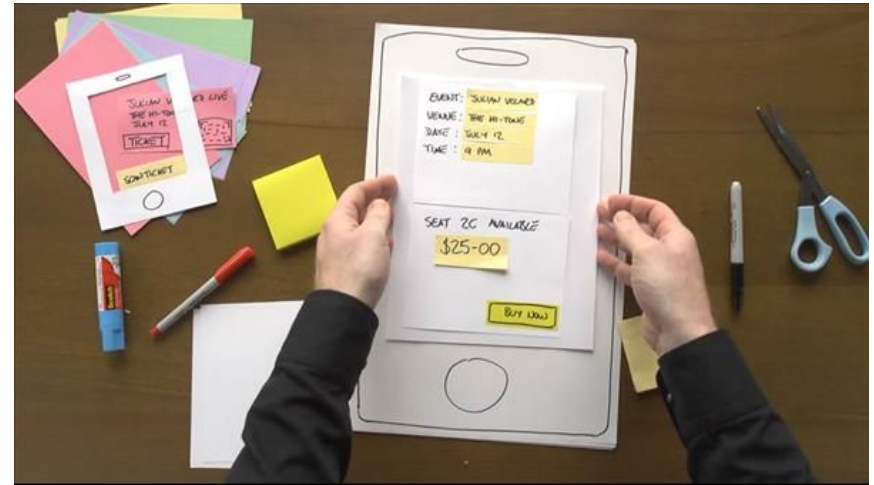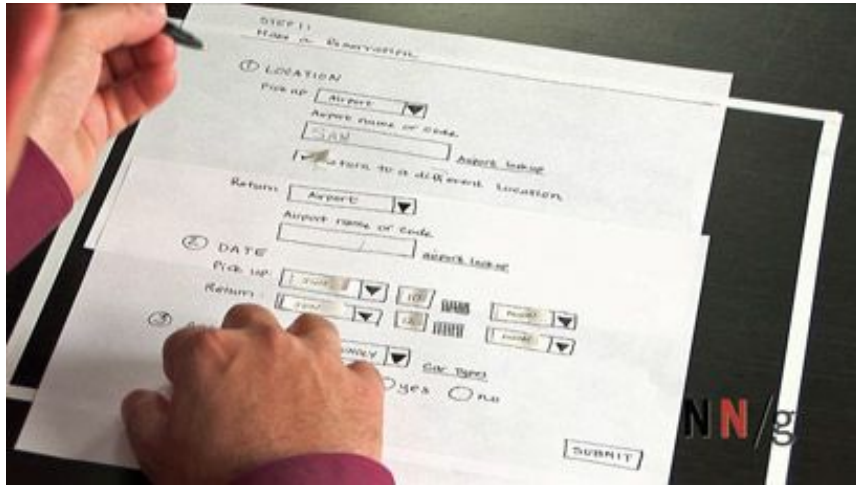
Why sketching?

- Not limited by technology →
  Dream big + Focus on best possible solution

- Cheap and easy to visualize and iterate on many ideas

- Everyone can do it →
 Collaborative design with "non-designers"

Sketching is not the same as drawing!

- Sketches are in a constant state of flux, evolving and morphing as you reach a potential solution.

- Sketching is an expression of thinking and problem-solving.

- Sketching is a form of visual communication.

- Sketching is a skill: the more you do it, the better you'll get at it.

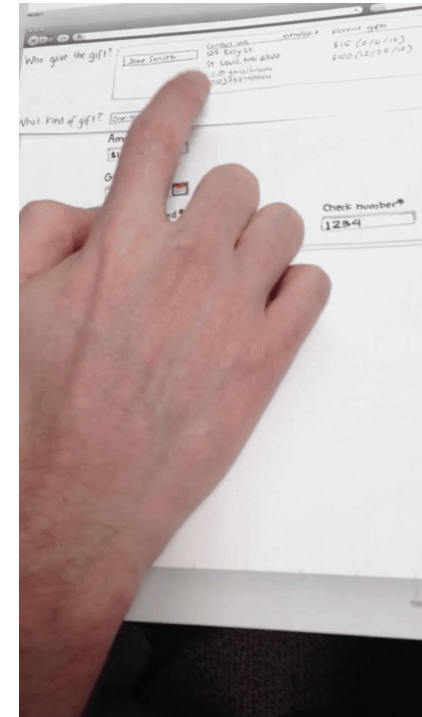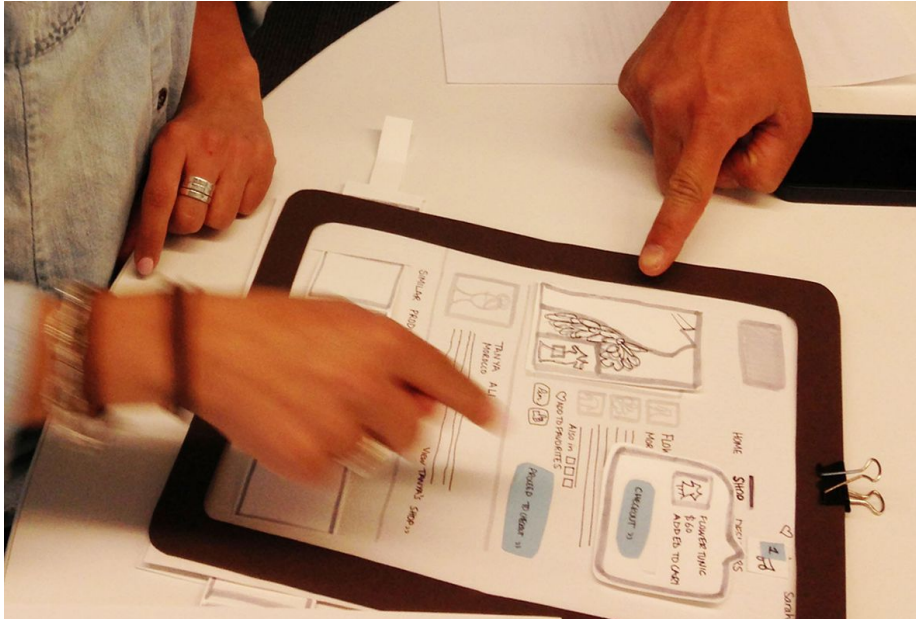SOURCE: The Messy Art of UX Sketching

Tips & Tricks for Paper Prototyping

- Design workflow first, then design UI.
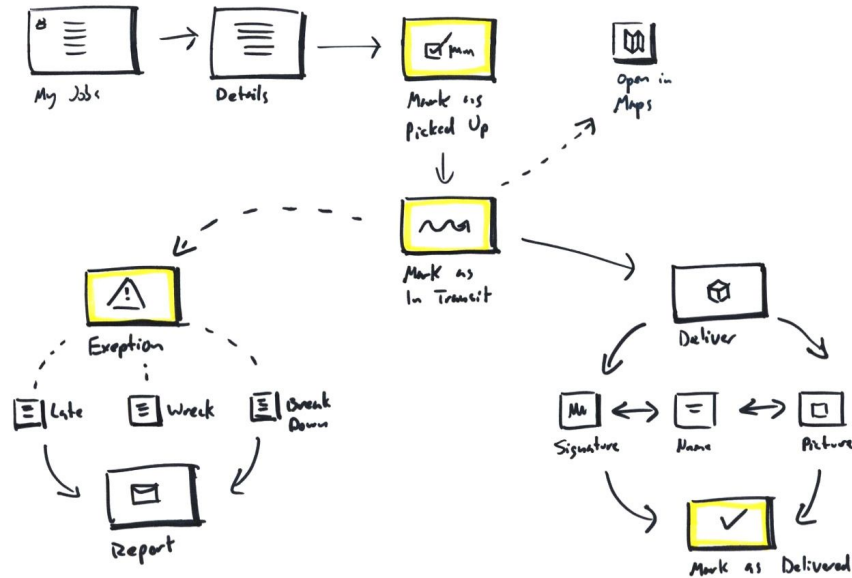
Tips & Tricks for Paper Prototyping

- Know and plan for the moving parts.

Tips & Tricks for Paper Prototyping

- Test it out! Know how to set it up for quick transitions.

Let's get started!

1. Revisit your heuristic evaluation and design recommendations.

2. Write or sketch a high level plan and workflow
    a. What info/images/content are you keeping? What are you removing or changing?
    b. How would a user navigate through the page and form?
    c. What non-ideal workflows are you going to account for?

3. Sketch, sketch, sketch! Use paper, post-its, and different colored pens.

4. Test your prototype as you go, then again when you feel it's finished.

Introducing User Research

Cognitive Walkthrough

Interview

Contextual Inquiry

Experiment

Participatory Design Session

Focus Group

Guerrilla Research

Eye-tracking study

A couple of references:
https://www.nngroup.com/articles/which-ux-research-methods/
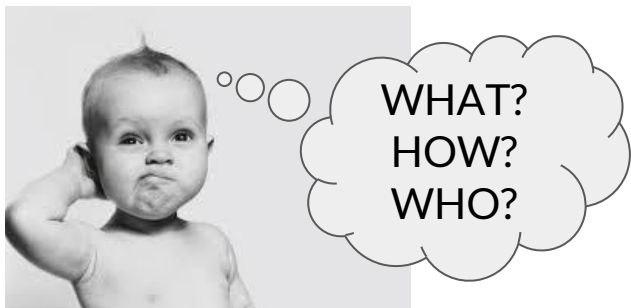http://uxmastery.com/resources/techniques/

User Interviews Process

1. Think about your research aim/goal and questions along with who you need to interview.

2. Prepare tasks and questions: the What and the How

3. Conduct interview and record results.

4. Collate results and analyze.

5. Present insights and recommendations.

1. Think about the research...

WHAT?
HOW?
WHO?

Who are your collaborators?
- **Constant Collaboration and Review Stakeholders? Team? Leadership?**

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…

Who are your collaborators?
- Your team, stakeholders, leadership etc

What are you researching?
- Goal, scope and focus

How are you researching it?
- Length of time
- In person or over the phone

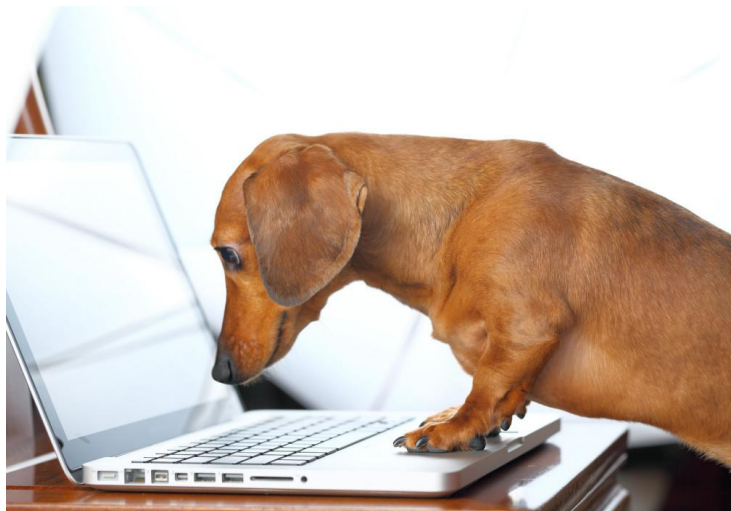Who are you researching?
- Representative (aka actual users of the system)
- General (aka anyone)

2. Prepare tasks and questions: the 'What'?

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: the 'How'?

Prepping Questions
- Note time frame: 7mins!

- Open, unbiased questions

"Do you like the button" ✕

"What do you think of the button" ✔

- Structure Questions (possibly 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: Structure and Bias

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: How much do you like this screen? (What do you like about it? Calls to action?)
Q4: Before starting the search, where would you enter the search terms 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

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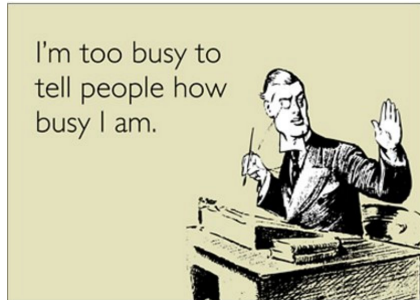*Q5: Having now done it, what do you think of what happened?"*

Closing:
Q6: Do you have any further feedback?
Q7: Would you be interested in participating in future sessions like this?
Thank you

I'm too busy to tell people how busy I am.

Let's spend 7 minutes writing out the following:

1. Describe who the collaborators are or would be in your research effort and reasons?
   (i.e. Stakeholders, designers, managers etc)

2. 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?)

3. 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" :-)