



UI/UX Workshop

INTRO TO USER EXPERIENCE DESIGN & RESEARCH

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

Interview Prep Continued

1. Finalize your interview script.
2. Walk through your script and make sure your prototype is complete.
3. Test your script and prototype.
4. Ask us questions!

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								

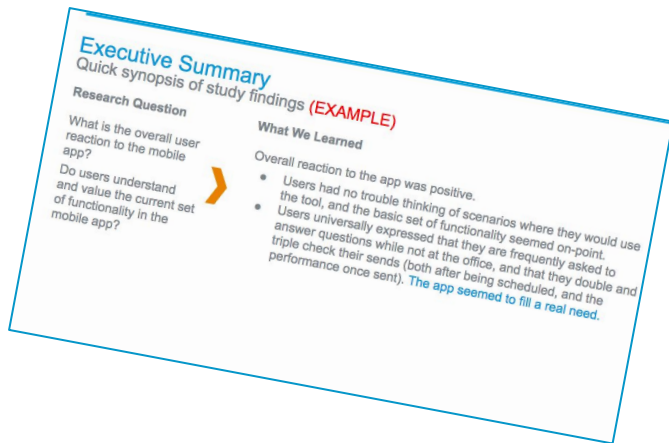
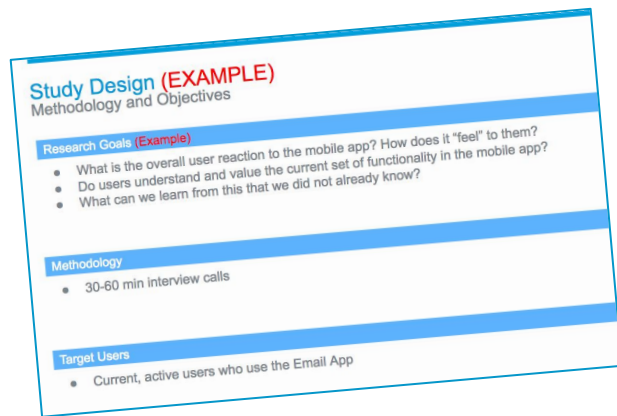


Take 5 minutes to look at your results

- 1. Look to see if you have any....
 - positive ☐ ✓ (Green)
 - negative ☐ ✗ (Red)
 - unsure answers/comments ☐ ? (Yellow)
- 2. Do you have any patterns or similarities across your results
 - Repetition of comments/preferences i.e. iphone versus Android
- 3. Draw simple insights: making conclusions about your observations...
 - See how feedback relates, supports or compromises the heuristics

	Before doing this task, where would you expect to find the email?	Go ahead and do the task. What do you think about where it has been saved? (might state that they would scroll down, use the search or navigate through the folder structure)	How would you feel if all of your emails created with Content Builder are now moved to the All Content folder? Will this take you a lot of time to refolder them?	What about the benefits that this now provides by allowing you to search and organize content into folders regardless of type (images, docs, content, emails and templates now can live together)?
a)	When first of all I would have created some folders to separate between all content, content list on the right, possibly scrolling down and being able to click on type, modified (a big one I recall) or added (a) I can make date relevant. Type - identify how find them mostly. Sorted down and save it later. The only thing I would say there nothing really have to look at the - is there something to differentiate something to design template, text, image	I have found that going into all content is a little confusing - having all that content in one spot - I want to be able to see what I'm navigating to. When I click on all content to be able to filter it in a shorter list - 5-6 emails. Like when you go into email, hence the last template, text email. Not just like everything is here. Great to dive in but is overkill.	oh yeah definitely hurdle - how many - is there a way to make that a seamless transaction. Thinking about the massive transaction there, don't know a great way to do this. don't know what content for email etc. it does seem like a lot of work to migrate everything over.	yeah that's huge - its always been associate content with one single campaign or email so have everything in one spot so we don't have to navigate all other folders - don't think benefits outweigh everything else. people have a lot of content over - migrate everything over - potentially troublesome.
b)	in terms of this page? oh um - I'd want to see more folders on the left side i.e. emails, templates, images or search for it now	sorted down and found. Note different types of content: nice to see different icons for the email, template, everything gets lost in this view.	I don't think so because I would filter them and move them all to the folder. Categorization - deployment, testing, templates and images.	prefer different views of looking at it. open and see just emails and toggle between templates etc.
hey (Stop Hanger now)	I have no idea? I would probably go to classic content first just to make sure. Actually I'd check the modified date then after sorted down and the found it. Used to click, would probably go to the Classic Content first just make sure. Actually, I would probably check the dates.	When I just assumed made with content builder so it's a newer piece. I don't know - CC is kinda odd that it includes email template and images. It feels that it should be separated based on other programs - you upload separate and build template elsewhere. Good if separate folders and templates, images in different folders. Starting to scroll down in the new tool.	On the piece don't do that. We have a bunch of folders - I would not look forward to reorganize everything. And we have archive folders. You'd make CC usable for me if On the piece don't do that. Because we have a bunch of folders and would not want to reorganize everything and we have archive folders. You'd make content canvas unusable for me if you have everything listed and dumped it into content canvas. Being able to search by name or whatever is great but it's easier to know where things are then it is for me to be typing in searches all day.	Not right now.
	Content Canvas and also in classic content. I would expect it in the	Filter down to email. Had to point our dialogue - that's why I thought it was there to begin with. Expected to find it in the all content. Dialogue: it was clear that probably why I thought it was there even though it wasn't technically there. Pointing on the filter filter down to email, on with the email would be here, wait maybe it will be if I remember correctly this is just templates and content related to templates right? After being told the template expect to find it in the all content. The top part the message canvas.		That is great. We can search for something by name its great. It would be faster and

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.....

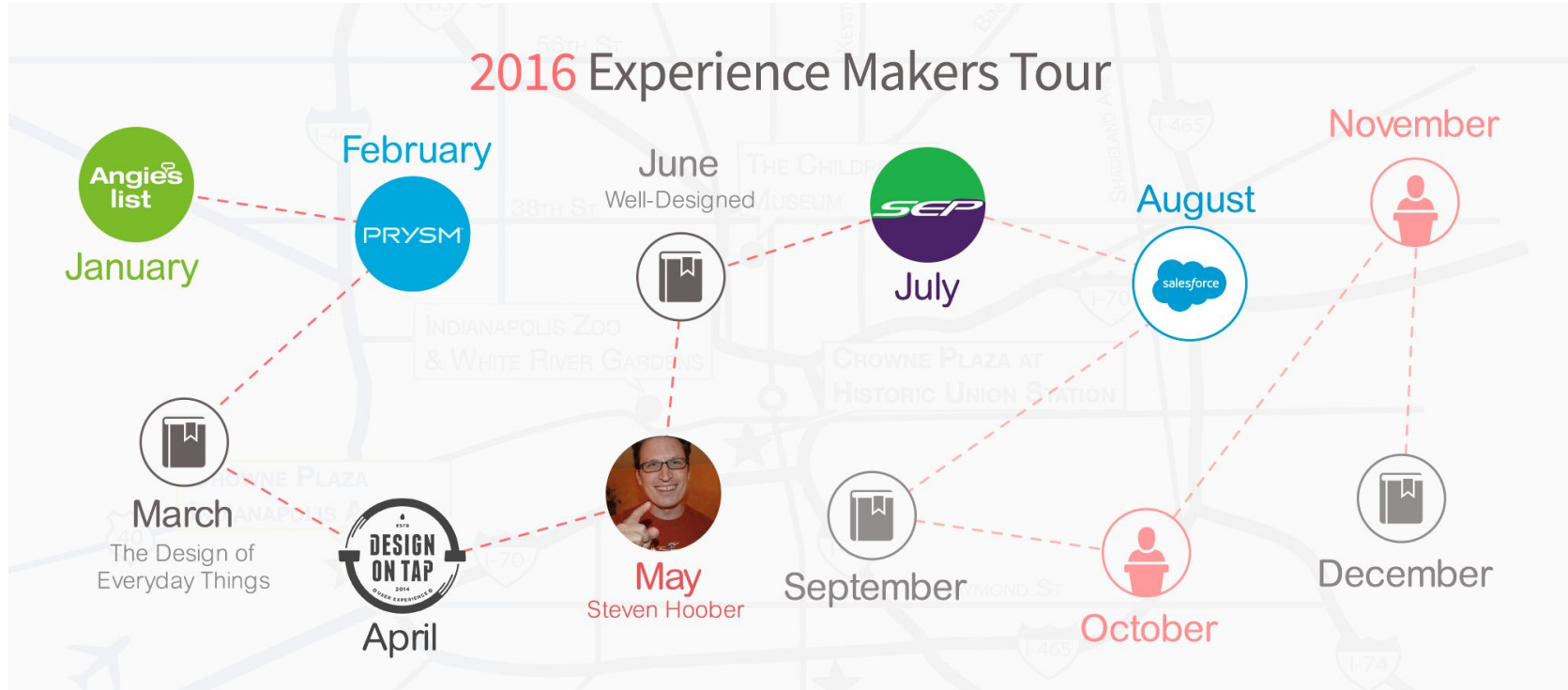
Any Questions?



A few references for the UX area

- Nielsen Norman Group: [UX Research Reports](#)
- UX Booth: [UX-related articles](#)
- <https://medium.com/> (search: UX, Usability, Design etc)
- Salesforce UX: [Defining Principles to Drive Design Decisions](#)
- Smashing Magazine: [UX Design](#)
- [UXDesign.cc](#)
- [Boxes and Arrows](#)
- Six Revisions: [20 UX Websites](#)

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