

**#UX Design**

# #What is UX?

Discuss & present.

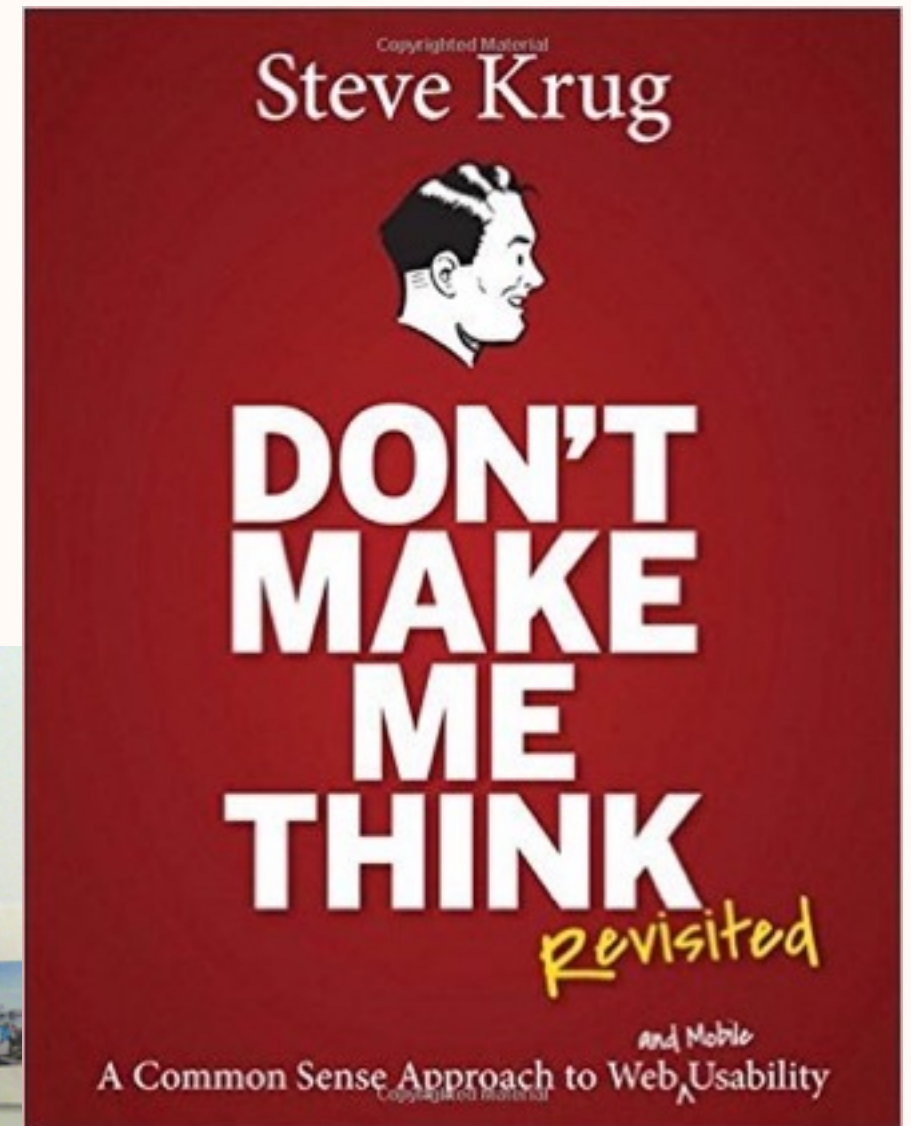
# #UX Design

by UX Mastery <https://www.youtube.com/watch?v=0vj4hFxko7c>

#Highly recommended reading

# Don't Make Me Think, Revisited:

A Common Sense Approach  
to Web Usability by  
Steve Krug



# #User Research

aims to understand user  
behaviors, needs & motivations.

Methods: observation, feedback  
& requests, task analysis,  
interviews.

**Iterative process:** Research –  
analyse – implement – repeat.

# #User Research

- Competitor Analysis
- Surveys

## Specific

- User Interviews & User Testing
- Personas
- Analytics & Content Review
- Storyboards & Use Cases
- A/B Testing & goal monitoring

# #Personas

by UX Mastery <https://www.youtube.com/watch?v=B23iWg0koi8>

## #UX Design (UXD)

Creating products with a user-centered approach.

The focus is not only on design, but the experience as a whole, including sale, support, texts & error messages, etc.



# #User-Centered Design (UCD)

ISO 52075 key principles:

- based upon an explicit understanding of users, environments & tasks
- Users are involved in design & development (User Research)
- The design is refined by user-centered evaluation (User testing)

# #User-Centered Design 2

ISO 52075 key principles:

- The process is iterative
- The design addresses the whole user experience
- The design team includes multidisciplinary skills and perspectives.

# #Information Architecture

A rough sketch of a product showing the core elements.

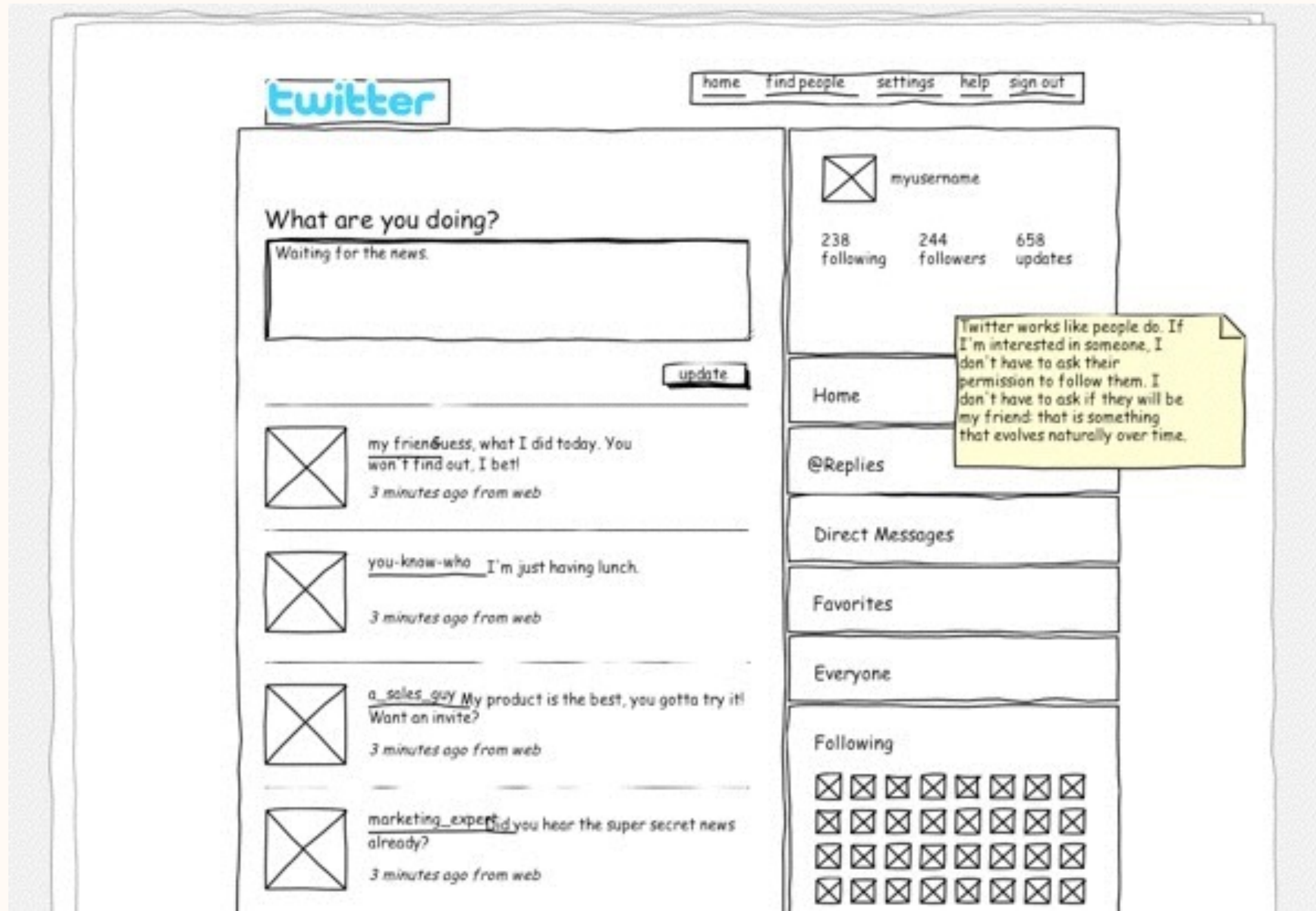
- help illustrate a user flow
- show use cases
- illustrate ideas
- rough plan for information architecture

## #Wireframes

A rough sketch of a product showing the core elements.

- help illustrate a user flow
- show use cases
- illustrate ideas
- rough plan for information architecture

# #Wireframe example

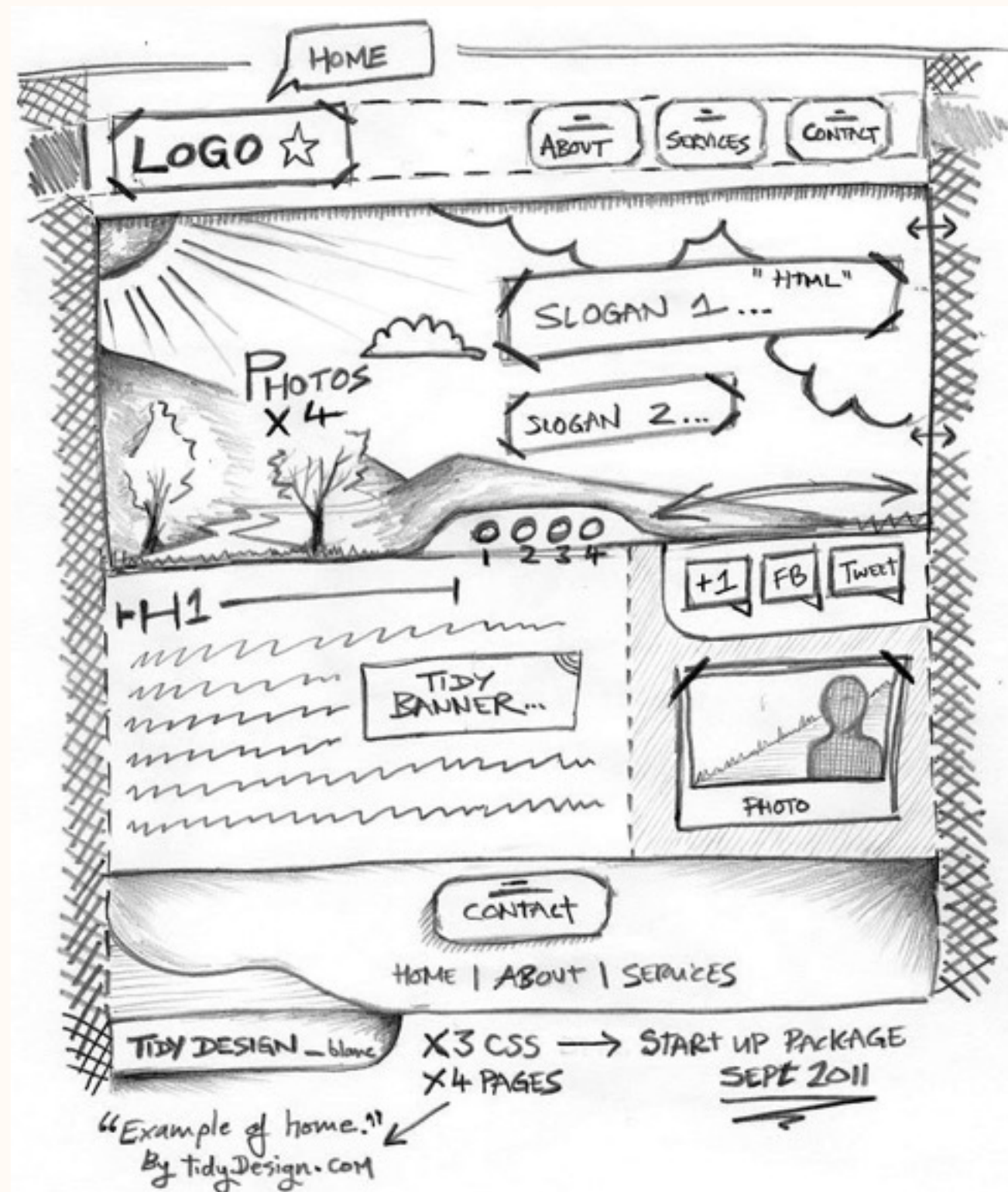


## #Wireframe Problems

Bad wireframes shown to clients can hurt a project by creating wrong expectations.

- to much detail
- focuses on UI & elements, not the task a product should do
- used to long = late UI Design

# #Wireframe bad example



# #Prototyping

Can be wireframes, paper designs, slides, images on a device or usable front-end.

## **Used for:**

- User testing
- Explaining user flow
- Discussing a feature



# #Paper Prototype





# #High Fidelity Prototype



## #UI Design

**User Interface Design** is the transfer knowledge from the UX research into a visual design.

A UI must be visually pleasing & appropriate while striving for an optimal UX, sometimes sacrificing aesthetics for UX.

## #Development

The product is actually build.

The UX design team supports with testing and solutions for **problems & questions** arising during development.

# #Agile Development

Describes a side by side design & development process.

**Iterations** are done in the design as well as the product under development.

**A distinct vision is needed from the start.**

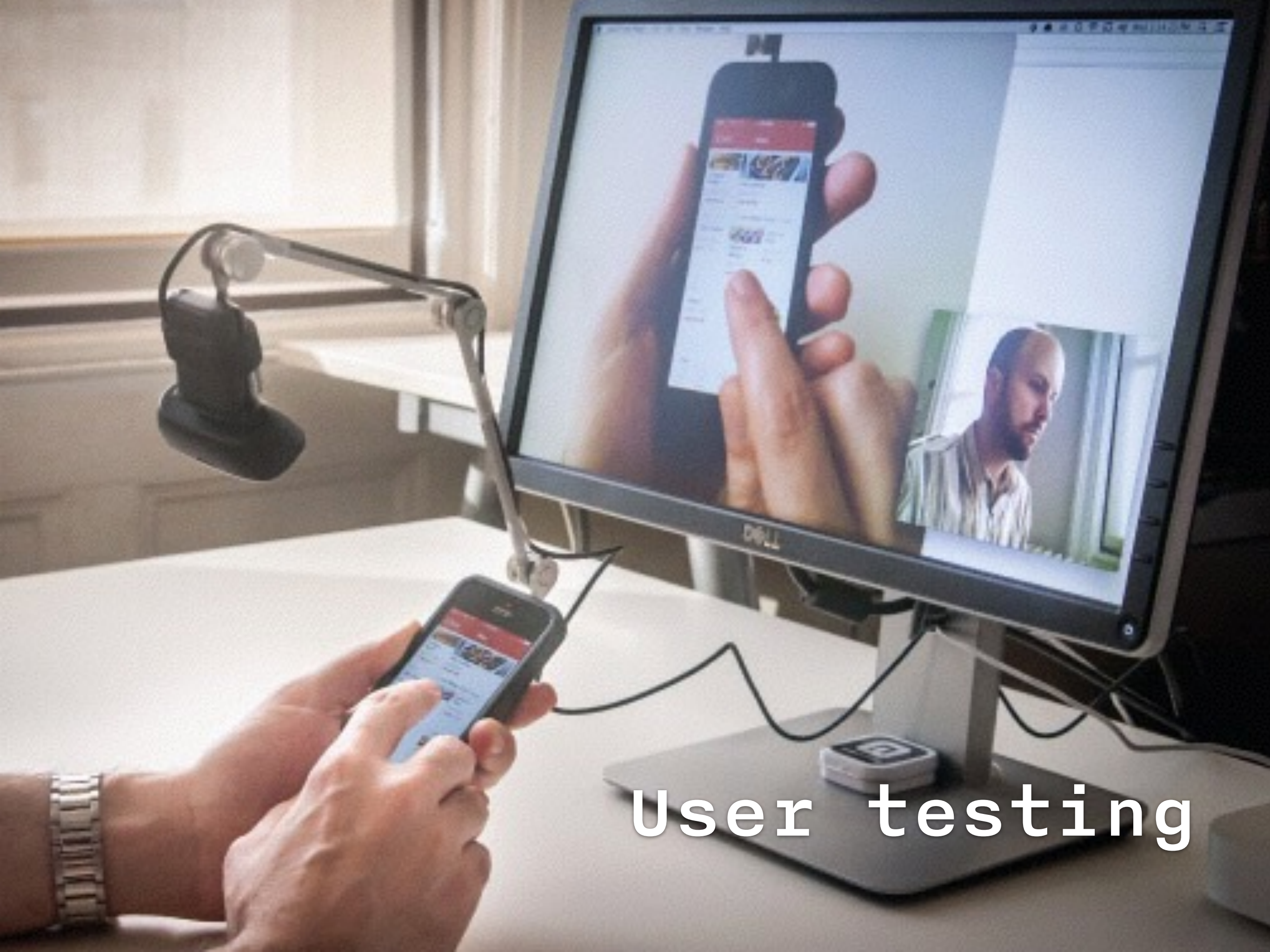


# #User Testing

Test with few users: **5 Users**  
find **85%** of the problems.

Iterate: **13%** of the remaining  
problems are found in the 2nd  
iteration.

Source: <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>



User testing

## #User Tests do

- find problems with:
  - design (understanding)
  - concept
  - architecture
- ideas for missing features (by the problems they discover)



## #User Tests don't

User tests **never** find solutions.  
At most they find ideas that  
have to be evaluated.

### **They don't find:**

- solutions for problems
- problems with the visual  
design aesthetic
- missing features (by request)

## #Timing

There are three periods for user testing. Being happy with test results allows for moving on.

**The periods are:**

- Testing wireframes
- Testing prototypes
- Testing the product

## #User Testing (wireframes)

Testing **wireframes** gives you a very **rough idea** of **major** issues:

- with your idea
- with your user flow
- understanding of users needs

Resolve all those issues before moving on.

## #User Testing (prototype)

Testing **prototypes** helps find **major & minor** issues:

- with your user flow & guidance
- information architecture
- usability & design (understanding)
- feature completeness

Fix major issues before moving on.

## #User Testing (product)

Testing **products** verifies UX and reveals **minor** issues:

- guidance & help
- usability & design (understanding)
- missing features (extended usage)

Testing existing products may reveal major issues from all slides.

# #Homework: UX Research

Create 3 Personas for the BVG website.

- make a A4 poster for each Persona
- bring the 3 printouts and present the Personas (2 min/persona max.)

# #Presentation 1 (Laif)

## Competitor Analysis

- What is it?
- What is the benefit of it?
- Present one competitor analysis you did on [squarespace.com](https://www.squarespace.com).

## #Presentation 2 (Claudia)

### A/B Testing & goal monitoring

- What is it?
- What are the benefit of it?
- Present 5 A/B tests & results you find online
- Present at least 3 ideas for A/B tests you could do on basecamp.com to improve singups



# #Contact

lukas@vea.re

@lukasoppermann

[https://github.com/  
lukasoppermann/creative-web](https://github.com/lukasoppermann/creative-web)

**#Lukas Oppermann**

lukas@vea.re