

UX CHEAT SHEET

PERSONAS

A persona is a role or character that we use to base our application around. They are scenarios based on user research of those that our application is targeted towards.

Why do we use personas?

We create personas in order to grasp the mindset of the possible people who are using our app.

How do we represent personas?

There are a number of ways to represent personas. The ideal situation would be to go out and ask real people and use them for your pictures. Other ways include stock photos from Google, cartoons or even dolls. However the downside of the last 4 is that they lack empathy or even being taken seriously within your team.

Benefits of using personas:

1. Helps identify opportunities and product gaps between the market and your app.
2. Gives a focus to projects - understand what people *actually* want.
3. Helps build empathy between your team and users.
4. Provides a reference tool throughout the project cycle.

Example of a persona template:

Templates can change depending on your needs. Include/Exclude any info you need to.

TOBI DAY PERSONA TEMPLATE

AGE 26
OCCUPATION Record Store Manager
STATUS Single
LOCATION New York, NY
TIER Enthusiast
ARCHETYPE The Maestro

Ambitious | Admired | Focused

MOTIVATIONS

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY

Extrovert | Introvert
Sensing | Intuition
Thinking | Feeling
Judging | Perceiving

TECHNOLOGY

IT and Internet
Software
Mobile Apps
Social Networks

Audi
Coca-Cola
SONY
PreSonus

"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

USER JOURNEYS

A user journey is a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing.

They are used either:

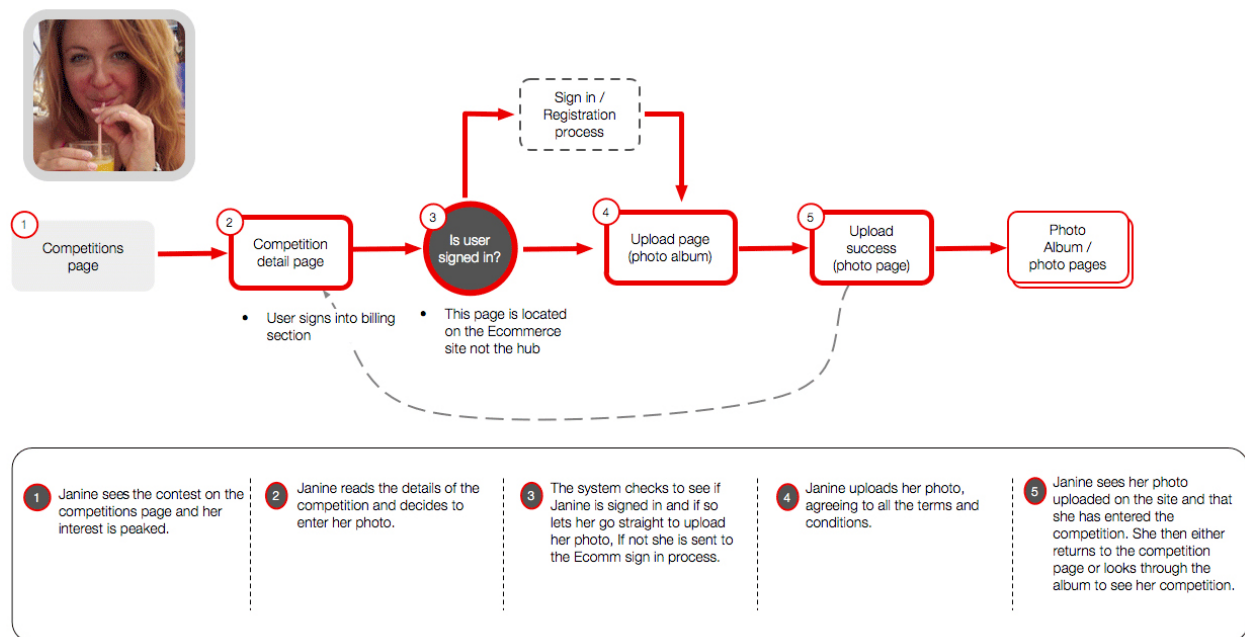
1. To demonstrate the way users **currently** use your application/website.
2. To demonstrate the way users **could** use your application/website.

It depends on what stage into creating your application you're at.

Benefits of doing user journeys:

1. Visualise the vision for the project - what will be achieved by this project.
2. Makes you think at a higher level about what's involved when achieving a goal. You can see all of the steps a user is taking - which might be too many.
3. Helps you understand user behaviour.
4. Increases understanding of your interface and how it helps/hinders users.
5. Using analytics it highlights where users are going wrong in your current system.

Example:



User journeys can also be called User Journey Mapping.

PROTOTYPES

A prototype is a draft version of an application you're wanting to build. There are numerous ways of doing prototypes and many variants in what is classed as a prototype. Each of them have different levels of detail and are used for different things. Sketches, working models, representational model and video or photo demonstration are to mention a few. There are so many ways to categorise prototyping but (in my opinion) we'll just divide these between Hi-Fi and Lo-Fi prototyping.

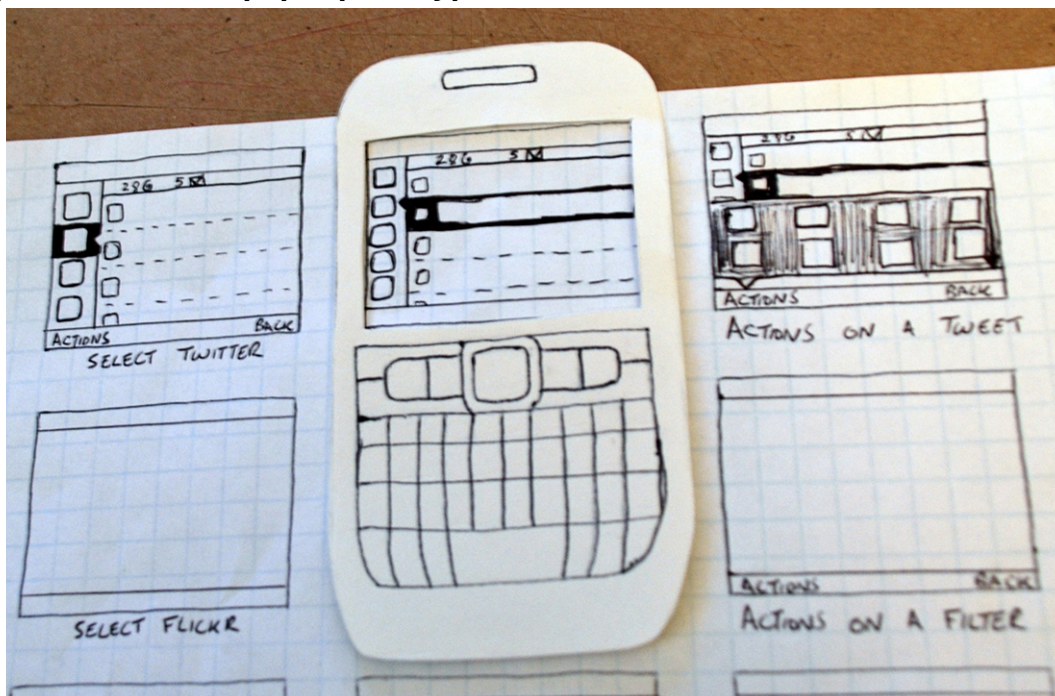
Hi-Fi and Lo-Fi

These simply stand for High-Fidelity and Low-Fidelity. This just corresponds with the level of detail that you want to include in your prototyping. Something like a sketch is classed as Lo-Fi, whereas something like a working model is considered Hi-Fi. Lo-Fi prototypes are often used to present suggestions, rather than test out ideas like a Hi-Fi prototype.

Benefits of prototyping:

1. It's cheaper to create prototypes and make changes rather than start the whole product from scratch.
2. Highlights any errors or assumptions early on during user testing.
3. Quicker feedback from users with the more detail you have leads to better suggestions and real-life behaviour of how someone will use your app.
4. Offers a visual of what the app will look like and provides common ground between teams - designers, developers and business.

Example of a (mobile) paper prototype:



USER TESTING

User testing is a method of assessing the usability of an application. It's used to observe a user's behaviour in how they use an application or a process they execute where you want your app to fit in.

Rule #1: Observe what your users do more than what they say they do. Users are better at telling you what they don't want, rather than what they do want.

For example, that 50% of survey respondents claim they would buy more from e-commerce sites that offer 3D product views. Does this mean you should rush to implement 3D on your site? No. It means that 3D sounds cool. People simply guess or rationalise how they might act or which features they'll like; it doesn't mean they'll actually use or like them in real life.

(<http://www.nngroup.com/articles/first-rule-of-usability-dont-listen-to-users/>)

Benefits of user testing:

1. An application is useless or not usable unless users say they want the idea and can use the application, so user testing highlights the pitfalls and advantages of the app.
2. Saves on redesign efforts and development when errors are caught earlier on.
3. It makes you develop for someone else rather than yourself which leads to a better user experience.
4. Testing with a range of users including those with different ages, cultural backgrounds and disabilities increases usability for everyone and creates a diverse product. (Although always keep your target audience in mind)

Example of user testing:



Be prepared with questionnaires to get what you need from a user, and often film the session.

UX MYTHS

Myth #34: Simplicity = minimalism

Myth #33: Mobile users are distracted

Myth #32: Success happens overnight

Myth #31: UX design is a step in a project

Myth #30: If you are an expert, you don't need to test your design

Myth #29: People are rational

Myth #28: White space is wasted space

Myth #27: UX design is about usability

Myth #26: Usability testing = focus groups

Myth #25: Aesthetics are not important if you have good usability

Myth #24: People always use your product the way you imagined they would

Myth #23: Choices should always be limited to 7+/-2

Myth #22: Usability testing is expensive

Myth #21: People can tell you what they want

Myth #20: If it works for Amazon, it will work for you

Myth #19: You don't need the content to design a website

Myth #18: Flash is evil

Myth #17: The homepage is your most important page

Myth #16: Search will solve a website's navigation problems

Myth #15: Users make optimal choices

Myth #14: You are like your users

Myth #13: Icons enhance usability

Myth #12: More choices and features result in higher satisfaction

Myth #11: You need to redesign your website periodically

Myth #10: If your design is good, small details don't matter

Myth #9: Design has to be original

Myth #8: Stock photos improve the users' experience

Myth #7: Graphics will make a page element more visible

Myth #6: Accessible sites are ugly

Myth #5: Accessibility is expensive and difficult

Myth #4: Design is about making a website look good

Myth #3: People don't scroll

Myth #2: All pages should be accessible in 3 clicks

Myth #1: People read on the web

[\(http://uxmyths.com/\)](http://uxmyths.com/)