

USER



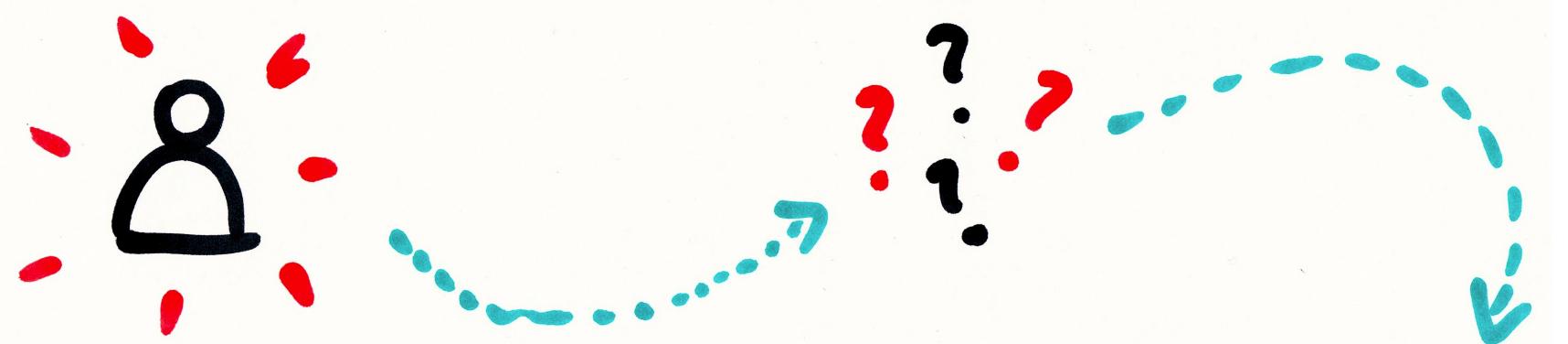
EXPERIENCE

DESIGN

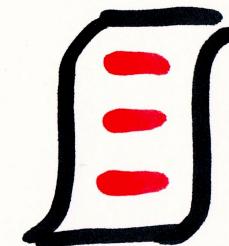
Mikolaj
Pastuszko
[@mPastuszko](https://twitter.com/mPastuszko)

1. Wrażenia

2. Po co?



Plan



3. Przepis
na UX



5. Kto za tym stoi?



4. UX w praktyce

Cel

ZACNE!

GROMKIE!

WOOOW!

SUPER!

MEGA!



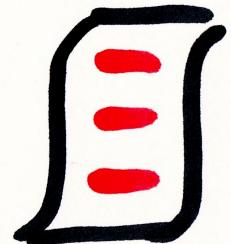
1. Wrażenia



2. Po co?



3. Przepis
na UX



5. Kto za tym stoi?



4. UX w praktyce

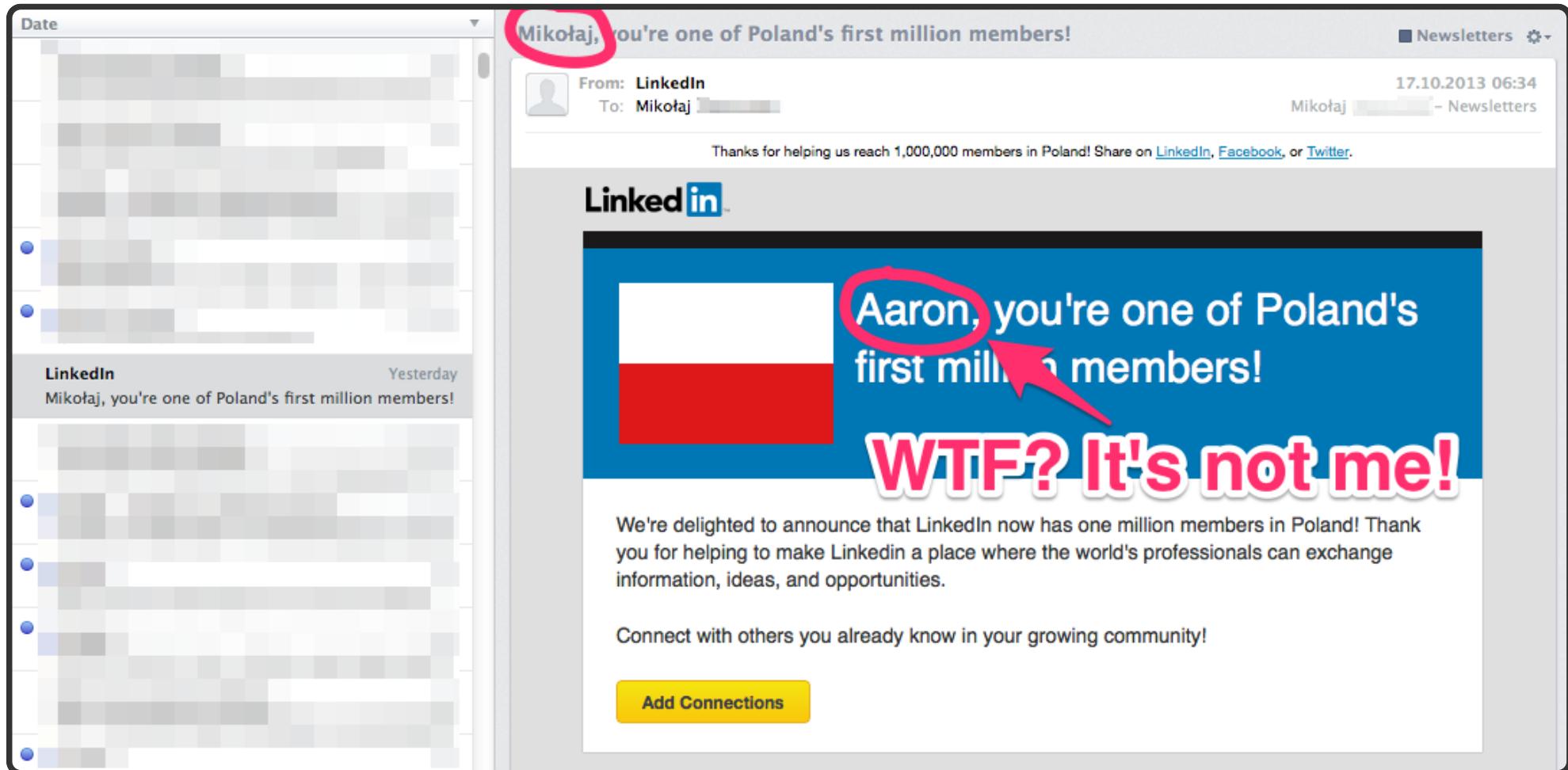








Wycieczka na Hel - marzec 2002





- [Strona główna](#)
- [Aktualności](#)
 - [Ogólne](#)
 - [Utrudnienia](#)
- [Sprawy urzędowe](#)
 - [Przetargi](#)
 - [Wyniki przetargów](#)
 - [Przetargi - zbycie nieruchomości](#)
 - [Komunikaty](#)
 - [Oferty pracy / Praktyki](#)
 - [Ogłoszenia-tryb bezprzetargowy](#)
 - [Przewodnik inwestora](#)
 - [Procedury](#)
 - [Ulgi, umorzenia, odroczenia](#)
- [Komunikacja Miejska](#)
 - [Strefa płatnego parkowania](#)
 - [Organizacja ruchu](#)
 - [Utrzymanie zieleni](#)
 - [Audyty rowerowe](#)
 - [Planowane audyty rowerowe](#)



Z powodu przeciążenia serwera, formularz do zakupu abonamentów postojowych zostaje wyłączony do odwołania.



ZIKiT - Zarząd Infrastruktury Komunalnej i Transportu w Krakowie

Organizacja ruchu w rozszerzonej Strefie Płatnego Parkowania

PRD

Program Remontów Dedykowanych

Z powodu przeciążenia serwera, formularz do zakupu abonamentów postojowych zostaje wyłączony do odwołania.



Strona 404

Strona nie została znaleziona

Poszukiwana strona zmieniła nazwę, została usunięta lub wpisano błędny adres.

Spróbuj poniższych opcji:



Wyszukaj artykuł

szukaj



Przejdz na stronę główną



Play - inna telefonia komórkowa - Microsoft Internet Explorer

Plik Edycja Widok Ulubione Narzędzia Pomoc

Wstecz Wyszukaj Ulubione Przejdz Łączka

Adres http://www.play.pl/bledy/wersja-przegladarki/

PLAY

Twoja przeglądarka jest stara jak ta skała i nie jest już obsługiwana.

Prosimy, zaktualizuj swoją przeglądarkę. Używając najnowszej wersji przeglądarki możesz znacznie zwiększyć jej funkcjonalność i poprawić poziom bezpieczeństwa.



 mozilla Firefox

 Windows Internet Explorer 8

 Opera browser

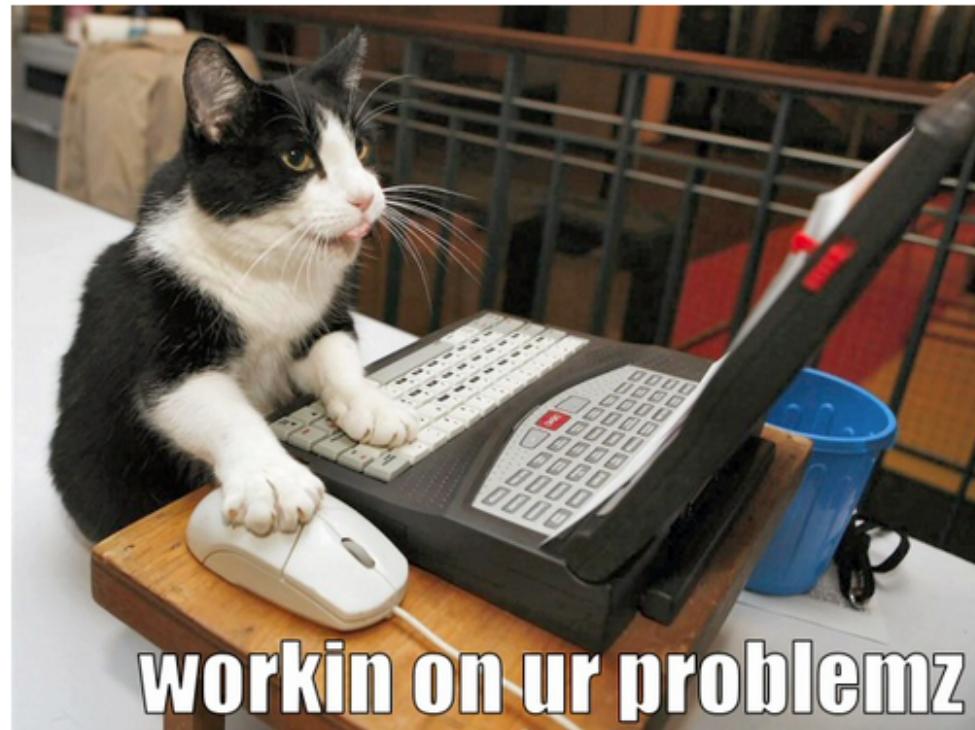
 Google chrome

 Safari

Internet

[Questions](#)[Tags](#)[Users](#)[Badges](#)[Unanswered](#)[Ask Question](#)

Oops! Something Bad Happened!



We apologize for any inconvenience, but an unexpected error occurred while you were browsing our site.

It's not you, it's us. **This is our fault.**

Detailed information about this error has automatically been recorded and we have been notified.

Yes, we do look at every error. We even try to fix some of them.

It's not strictly necessary, but if you'd like to give us additional information about this error, do so at our feedback site, <http://meta.stackoverflow.com>.

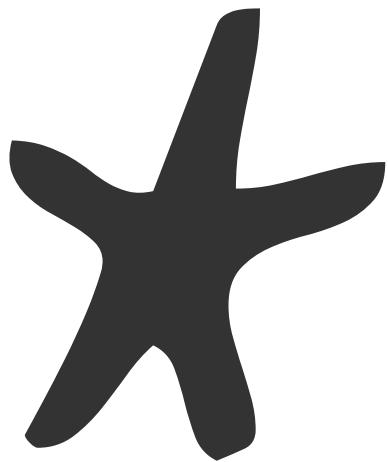




Jestem czajniczek,
w środku mam kamyczek.
Kamyczek w nereczkach –
tego Ci nie życzę.

Dlatego powtarzam –
raz który nie zliczę,
nim zrobisz herbatkę,
wypłucz swój czajniczek!





ciekawość
podekscytowanie

2



zdziwienie

rozczarowanie

2

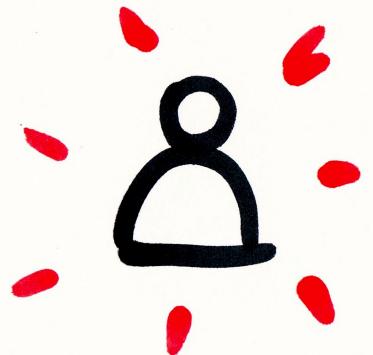


zaskoczenie
rozbawienie

Whioski

- Przedmioty wywołują wrażenia
- Na wrażenia wpływa treść oraz forma
- Wrażeniami można kierować

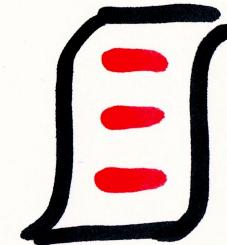
1. Wrażenia



2. Po co?



3. Przepis
na UX



5. Kto za tym stoi?



4. UX w praktyce

Beautiful things
work better.

Don Norman



Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.



Mercedes-Benz
The best or nothing.

3 czajniczki

3 poziomy przetwarzania

Poziom I

wisceralny



Poziom II

behawioralny



Poziom III

refleksyjny



A ile na tym zarobię?

45% wielokrotnych rejestracji

160 tysięcy dziennie zapomnianych haseł

75% rezygnacji

300 000 000 \$

45% więcej klientów

15 milionów \$ więcej w pierwszym miesiącu

300 milionów \$ więcej w ciągu roku

1 CLICK

wzrost konwersji
miliardy...

PREVIOUS SIGN UP PROCESS

twitter

Join the Conversation
Already use Twitter on your phone? [Finish signup now.](#)

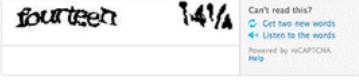
Full name

Username
Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!

Type the words above 

[Create my account](#)

By clicking on 'Create my account' above, you confirm that you are over 13 years of age and accept the [Terms of Service](#).

twitter

See if your friends are on Twitter

Your Email

Email Security
We don't store your login, your password, or any other information you've submitted securely, and we don't email without your permission.

Email Password

[Continue](#)

[Skip this step](#)

twitter

Look who else is here. Start following them!
Maybe you've heard of these Twitter users? Select the people you'd like to start following.

Select All

 Om Malik	Founder of GigaOM & a Venture Partner at True Ventures	
 CNN Breaking News	CNN.com is among the world's leaders in online news and information delivery.	
 Rachel Maddow MSNBC	I see political people...	
 KevinSmith	Fat, married, make movies, I do.	

[Finish](#)

[Skip this step](#)

29%

większa konwersja

REDESIGNED SIGN UP PROCESS

twitter

Join the Conversation
Already on Twitter? [Sign in.](#)

Full name
Your full name will appear on your public profile

Username
Your public profile: <http://twitter.com/USERNAME>

Password

Email

Let others find me by my email address
Note: Email will not be publicly displayed

[Terms of Service](#)
[Printable version](#)

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, or other materials, including, By clicking on "Create my account" below, you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

[Create my account](#)

I want the inside scoop—please send me email updates!

twitter

Find sources that interest you

1 suggestions → **2 friends** → **3 anyone** → [twitter](#)

Look who else is here! Follow the ones you like.

Art & Design Sources in Art & Design

-  **johnmeada** @johnmeada Location: Providence, RI Bio: President, Rhode Island School of Design, RISD, College, Museum, USA, 1877, Laws of Simplicity, MIT, Design, Art, Business, Technology, Life
-  **NYTimes Arts** @nytimesarts Location: New York, NY Bio: Arts and Entertainment News from NYTimes.com/Arts
-  **AIGA** @AIGAdesign Location: United States Bio: AIGA, the professional association for design, is committed to advancing design as a professional craft, strategic tool and vital cultural force.

twitter

Find sources that interest you

1 suggestions → **2 friends** → **3 anyone** → [twitter](#)

Many of your friends and colleagues already use Twitter. Find and follow them.

Find your contacts from

Your email

Email Security
We don't store your login and your password. Instead, we store email addresses from this import to help you connect with other Twitter users. We won't email these addresses without your permission. [Learn more.](#)

[Find friends](#)

twitter

Find sources that interest you

1 suggestions → **2 friends** → **3 anyone** → [twitter](#)

Missing someone? Find people, organizations, or companies that are already on Twitter.

Who are you looking for?
Examples: Bill, Bill Smith, or Whole Foods

[Search](#)

Name results for: luke

-  **Dr. Luke Doctor Luke** @TheDoctorLuke Location: Bio: Prescription Songs / Kemosabe Ent.
-  **Luke E** @Lukester Location: San Rafael, CA 94901 Bio: Twitter Support, Husband, Father, Singer, Friend
-  **Luke Russert** @lukefromnbc Location: Washington D.C. Bio: I'm a reporter for NBC News and Co-host a Sports Radio Program called 60/20 Sports on XM Radio



M

Saved

Delete

History

Share Draft

Publish



Title

Subtitle

Write your story



WHY WE BUILT IT

The key to good writing is not that magical glass of Bordeaux, the right kind of tobacco or that groovy background music. The key is focus.

What you need to write well is a spartan setting that



untitled

style.css

x

```
382 .entry-meta {  
383   margin-bottom: 15px;  
384   -webkit-font-smoothing: antialiased;  
385   -moz-osx-font-smoothing: grayscale;  
386 }  
387 .entry-meta ul {  
388   padding: 0;  
389   list-style-type: none;  
390 }  
391 .entry-meta li {  
392   float: left;  
393   margin-right: 12px;  
394 }  
395 .entry-meta  
396   color: #99  
397 }
```

elements.md – /tmp

elements.md

x

```
1 Elements  
2 ======  
3  
4 Hydrogen  
5 Helium  
6 Beryllium  
7 Carbon  
8 Fluorine  
9 Aluminum  
10 Gallium  
11 Europium  
12 Dysprosium  
13
```



nest

IN 20 MIN

72



UX Design

to projektowanie produktów i usług w taki sposób,
by rozwiązywały problemy użytkowników oraz
dostarczały wysokiej jakości pozytywnych wrażeń
w kontakcie z nimi.

UX Design

może

- **uzdrowić** produkt
- **poprawić** zadowolenie użytkowników
- **zwiększyć** zyski

UX

używalność

funkcje

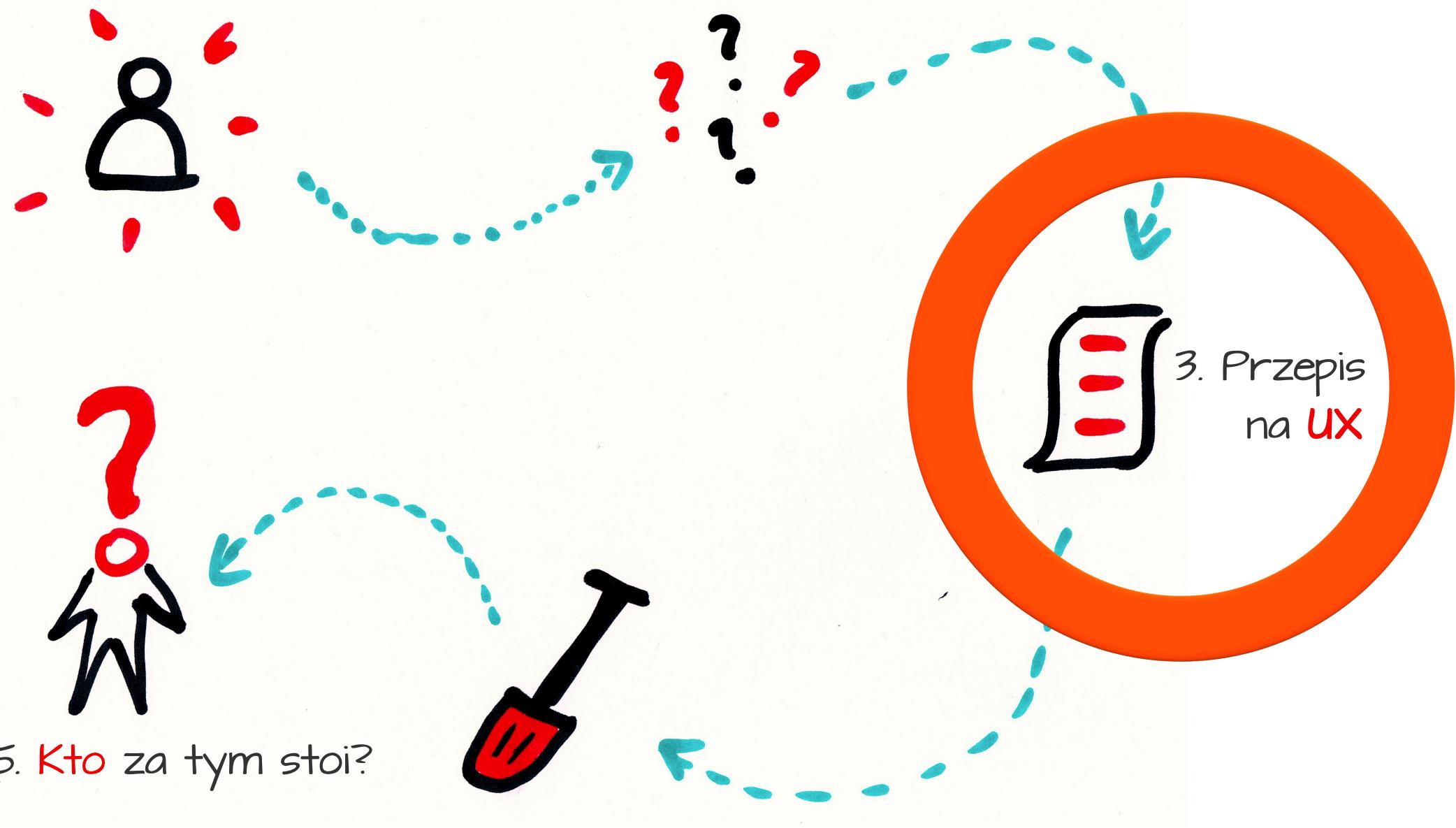
3

2

1

1. Wrażenia

2. Po co?



5. Kto za tym stoi?

4. UX w praktyce

3. Przepis
na UX

UX Design

Information Architecture

Human-Computer Interaction

Interaction Design

Human Factors Engineering

Usability

Accessibility

Visual Design

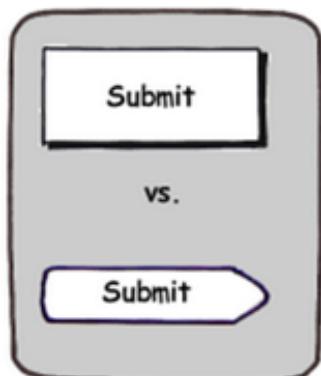
Industrial Design

Architecture

Ethnography

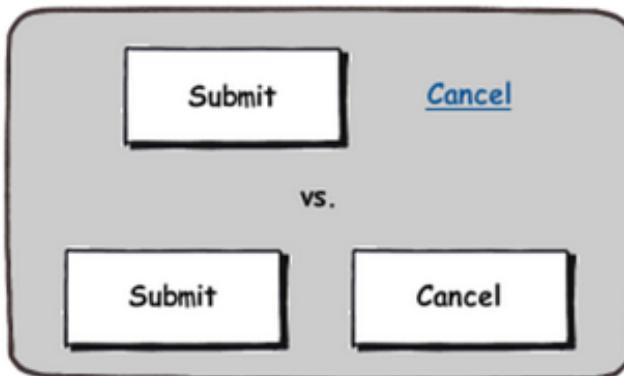
Interface Design?

UI Design



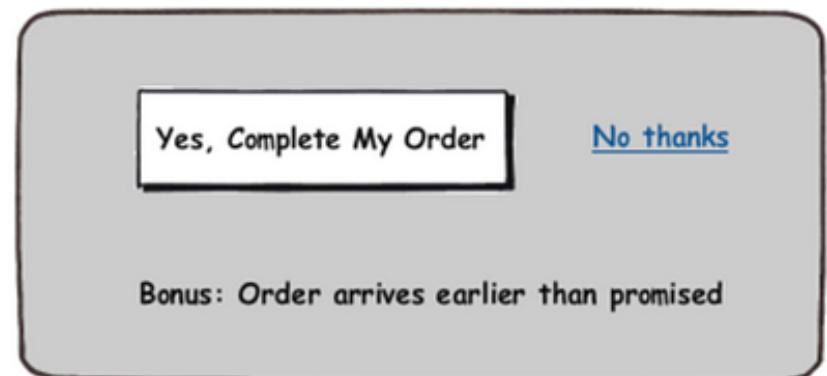
Function: It works.

Usability Design



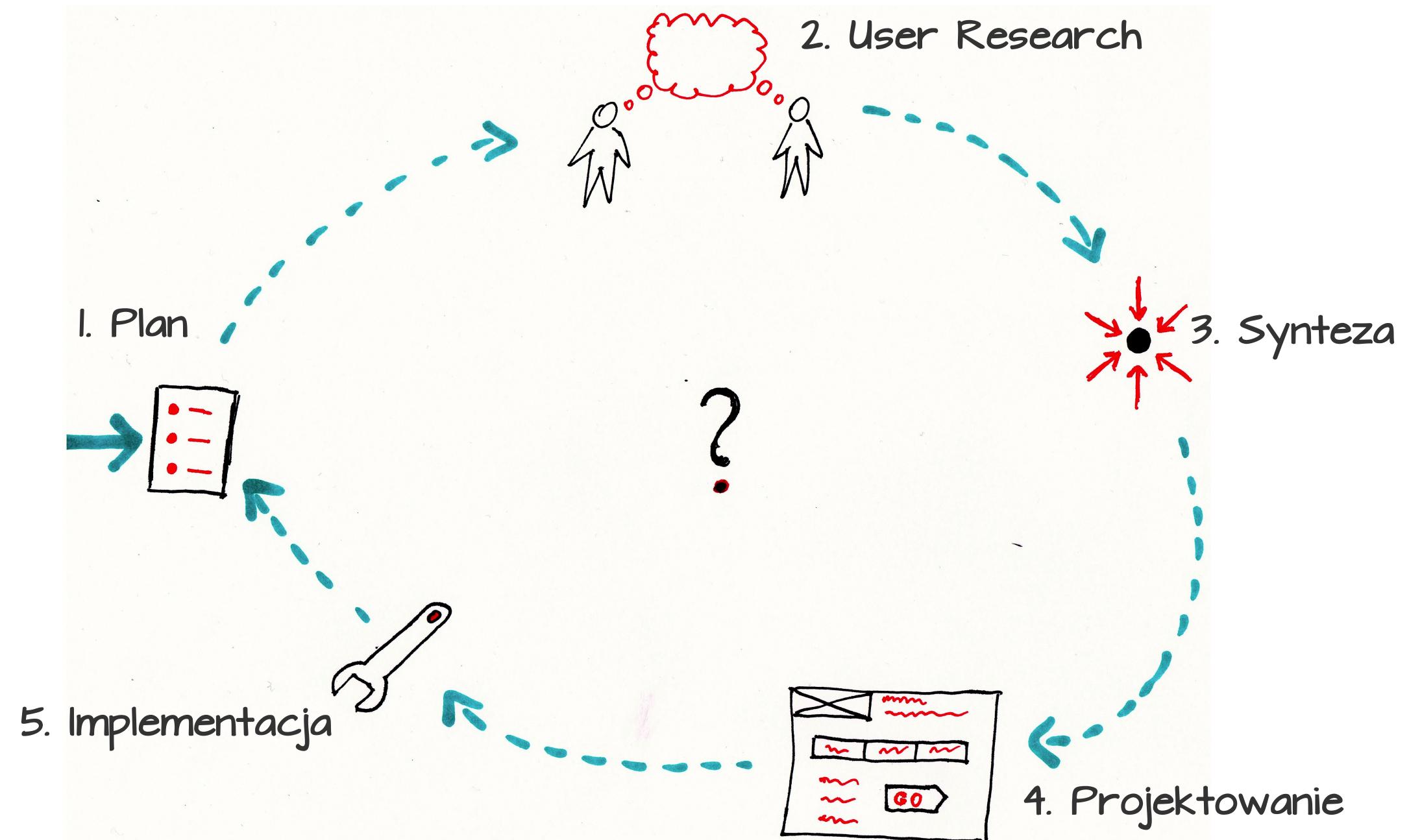
Action: It works well.

User Experience Design

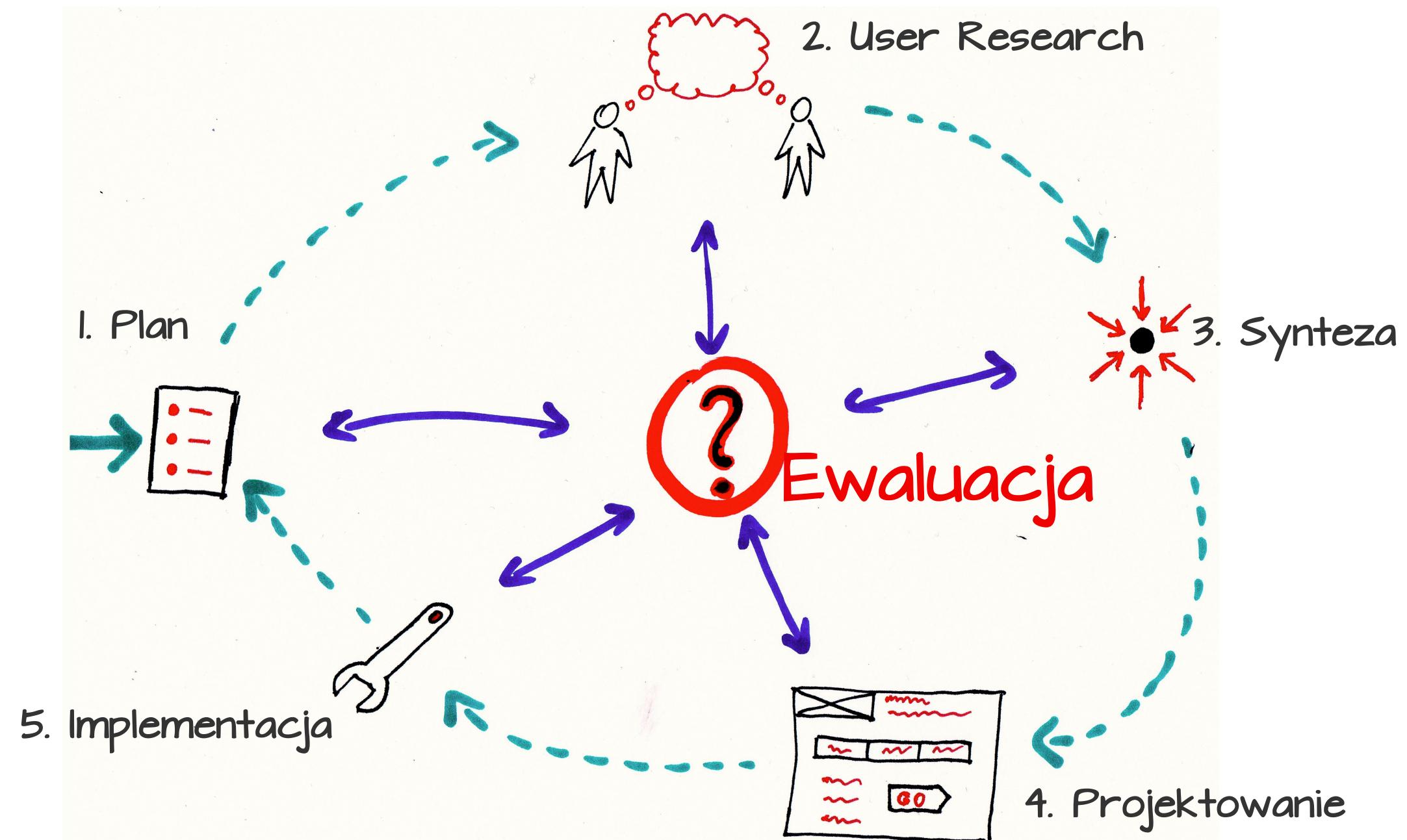


Emotion: It works well and makes me say Wow!

User Centered Design Process



User Centered Design Process



I. Plan

cel
harmonogram
narzędzia
budżet

2. User Research

Kim są użytkownicy?
Jak obecnie funkcjonują?

Ankieta

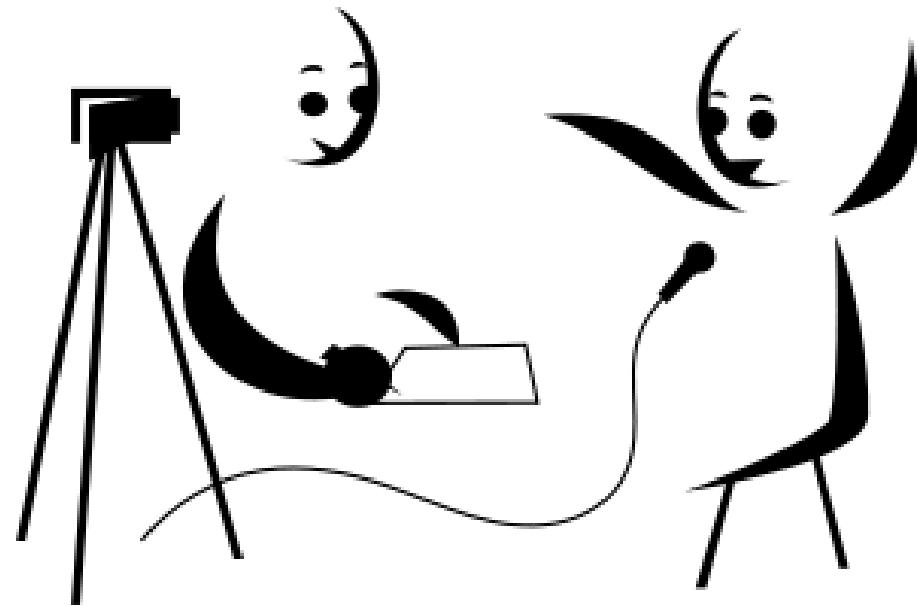
Płeć:

- Kobieta
- Mężczyzna

Co robisz w wolnym czasie?

Oceń zadowolenie z naszego produktu:

- -
 -
 -
 -
- 1 2 3 4 5



wywiady



grupy fokusowe

[Analytics Settings](#)[View Reports:](#)

www.googlestore.com

My Analytics Accounts:

Google Store

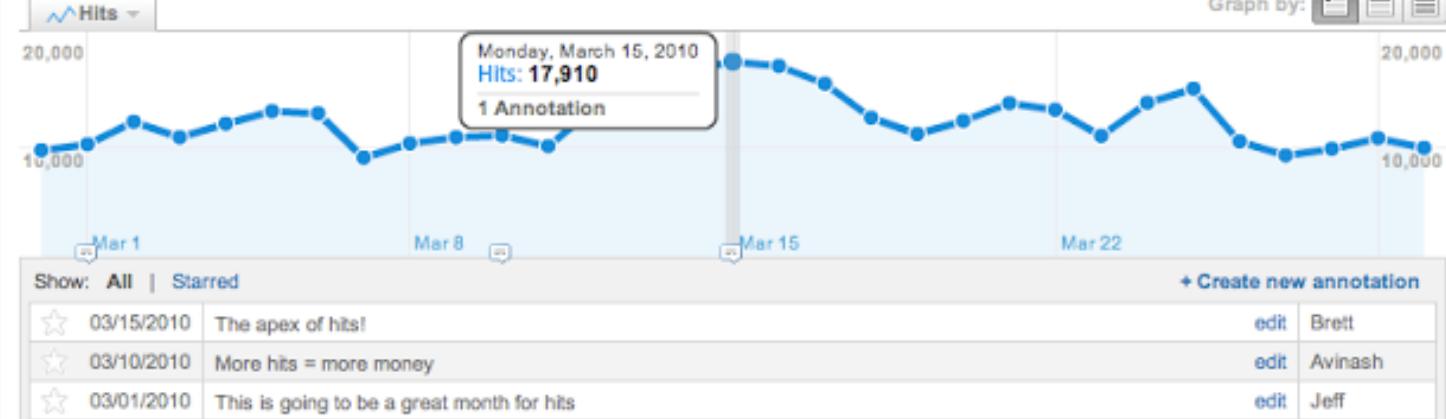
[Hits Beta](#)**Help Resources**

- (?) [About this Report](#)
- (?) [Conversion University](#)
- (?) [Common Questions](#)

Dashboard

Feb 28, 2010 - Mar 30, 2010

Graph by:



Hits

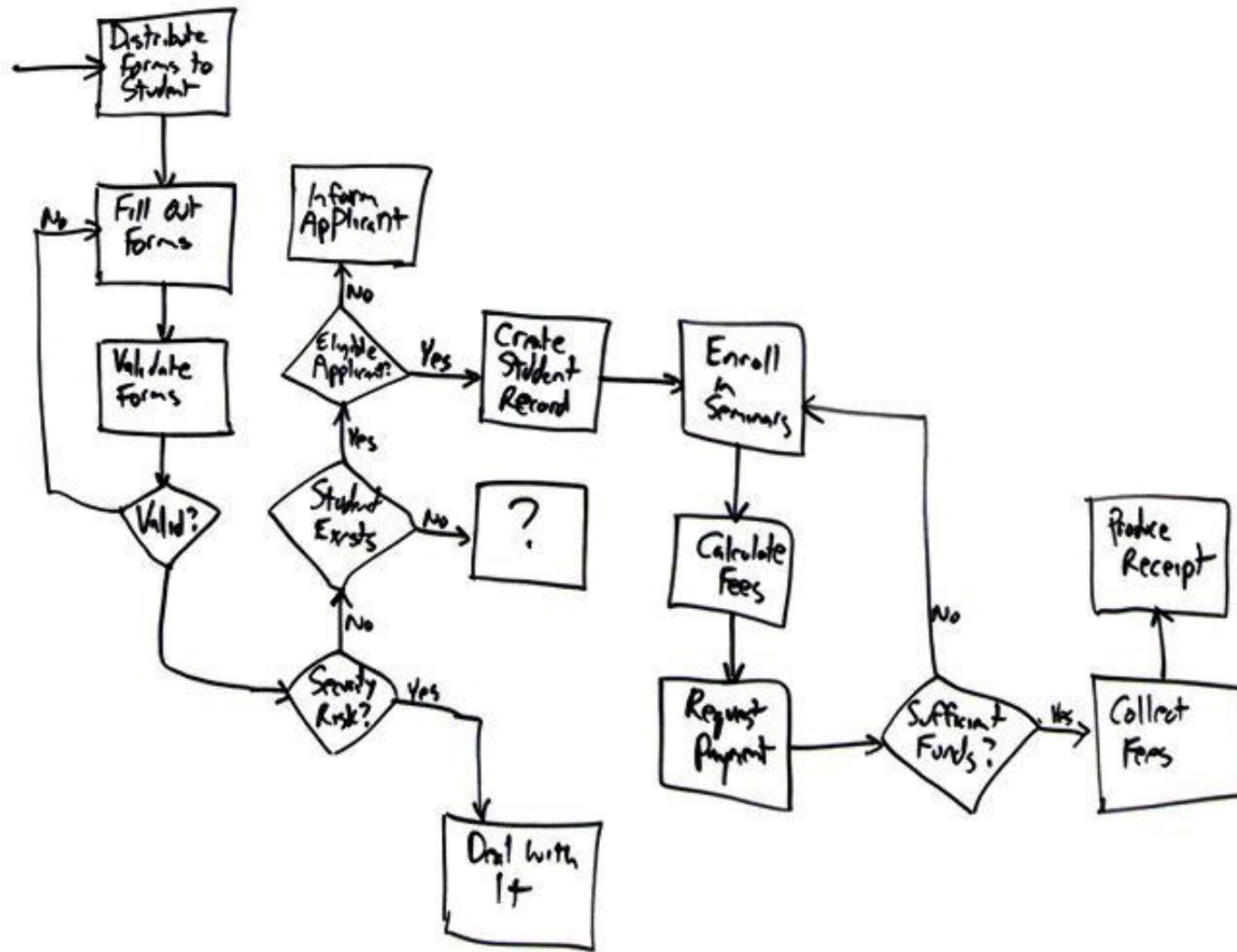
983,513 Hits

analyzy statystyk

3. Synteza

W czym możemy pomóc użytkownikom?

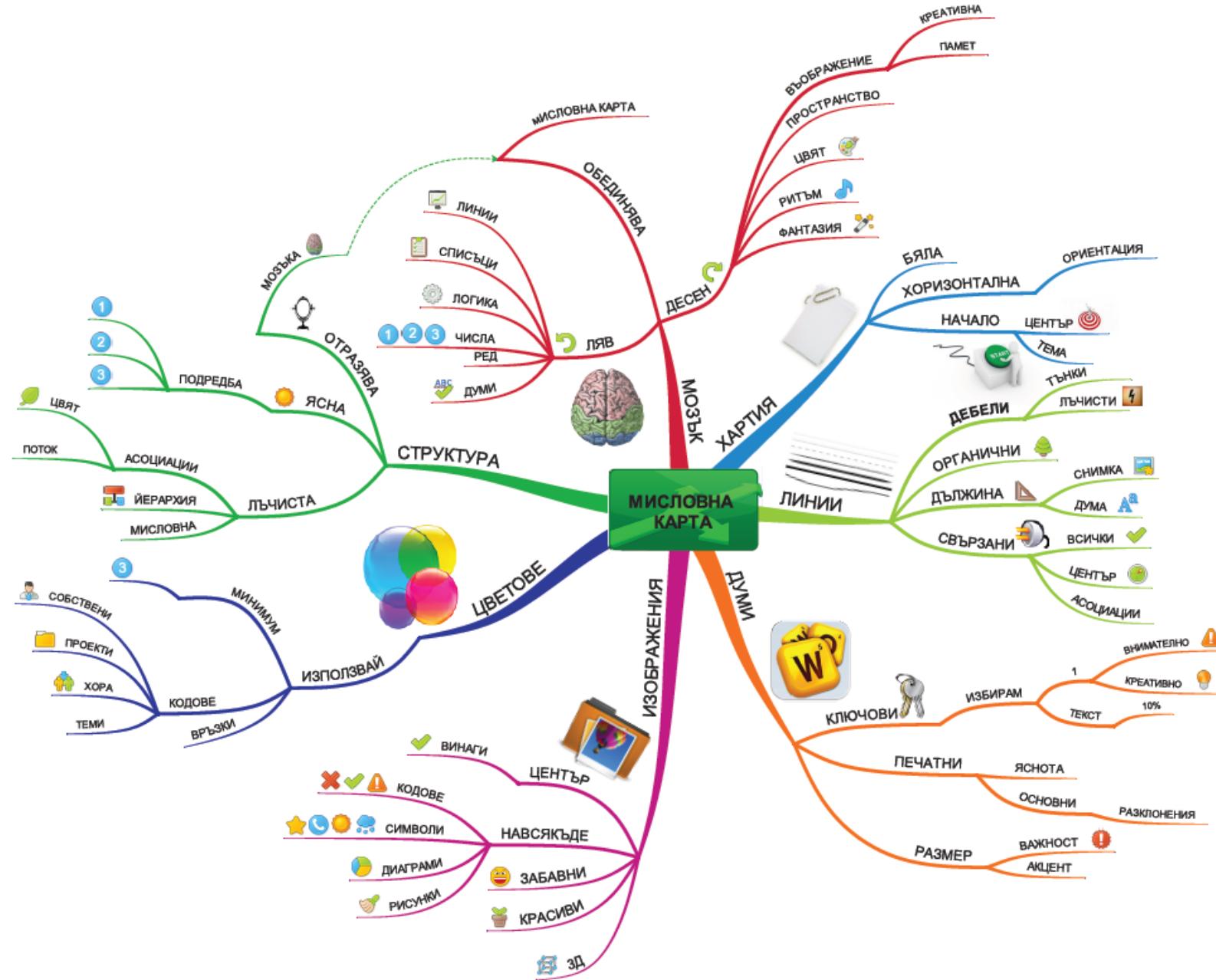
diagramy



tabele

ge	Nickname	Employee
37	Peldi	<input type="radio"/>
34		<input checked="" type="checkbox"/>
37	Patata	<input type="checkbox"/>
:)	Val	<input checked="" type="checkbox"/>
6	The Guids	<input type="checkbox"/>

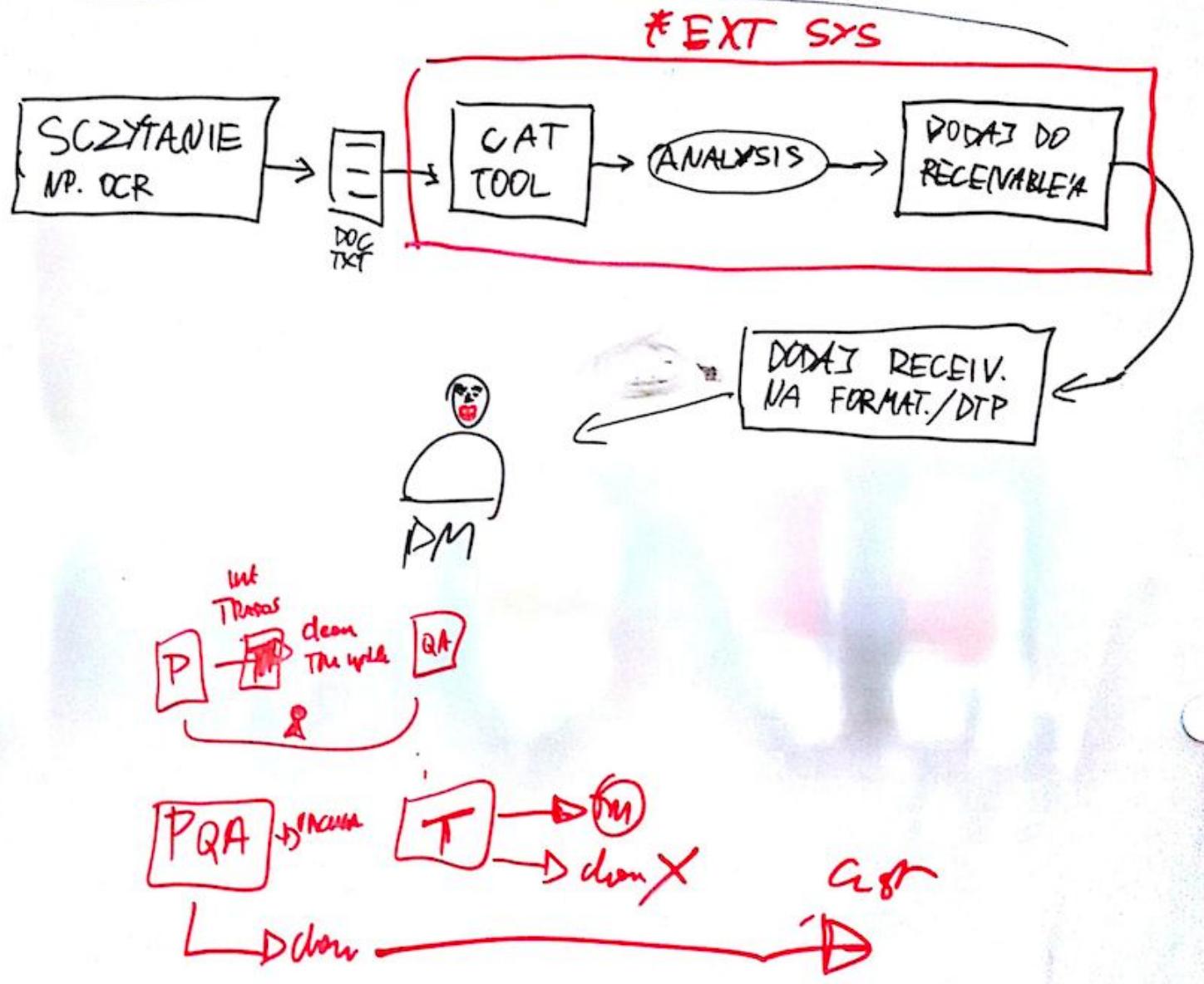
Marco Botton
Tuttofare
Mariah MacLachlan
Better Half
Valerie Liberty
Head Chef
Guido Jack Guilizzoni



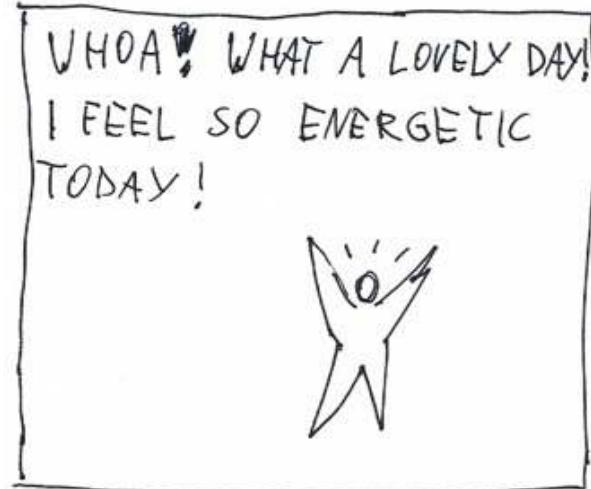
mapy myśli

mind maps

WYCENA TRUDNYCH PLIKÓW



ścieżki użytkowników user journeys



TOM IS IN A GOOD MOOD TODAY.



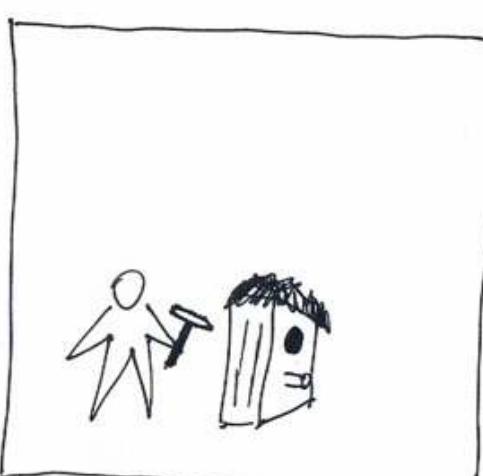
HE HAS MANY TASKS TO DO...



...BUT SOME OF THEM FIT HIS
MOOD BETTER THAN OTHERS.



TOM IS ON HIS WAY TO COMPLETE
ONE OF HIS TASKS...



...WORKS HARD FOR
ANOTHER COUPLE OF HOURS...



...AND SUCCESS!
TOM IS HAPPY BECAUSE HIS TASK
FOR TODAY WAS COHERENT WITH
HIS MOOD.

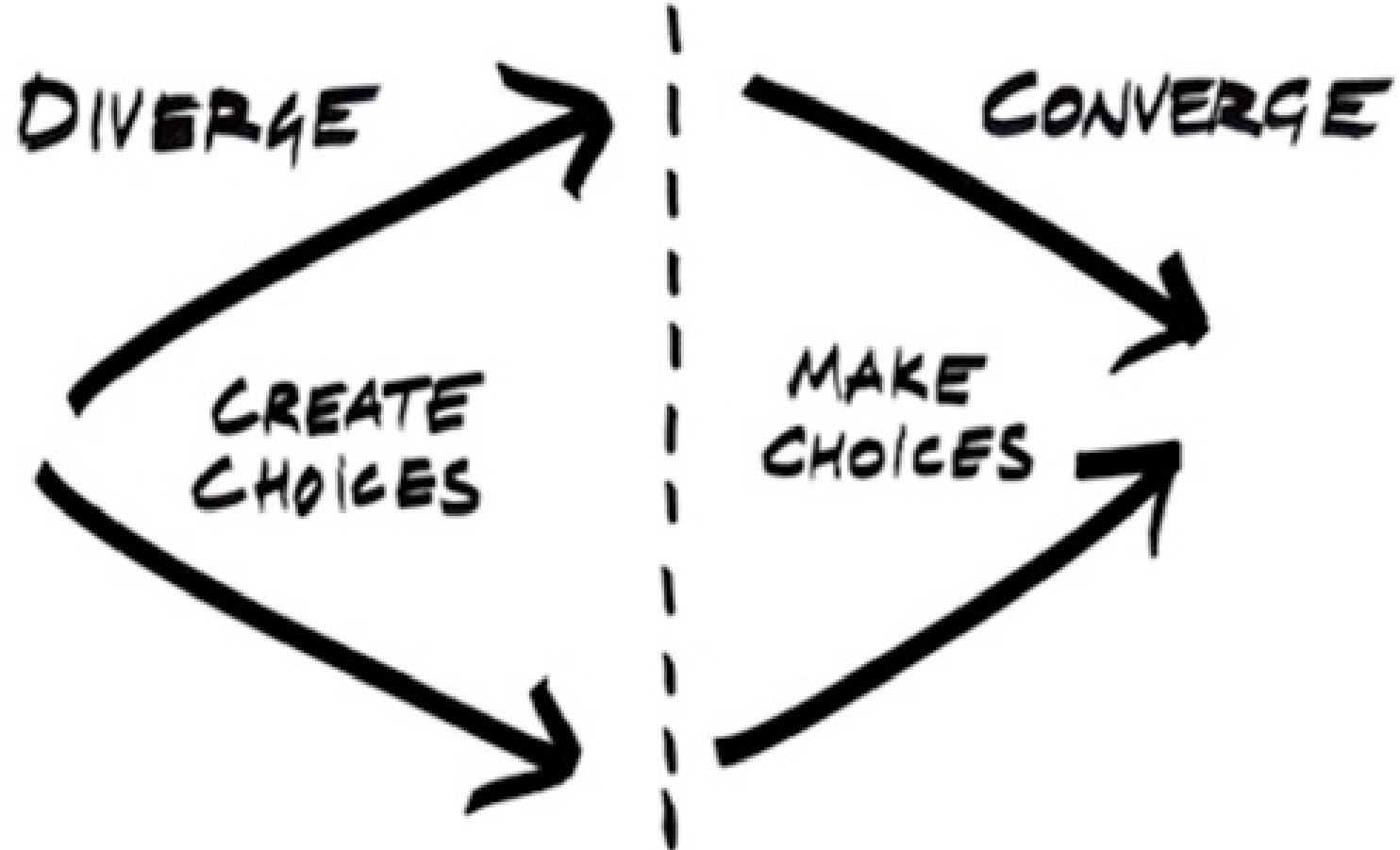
story boards



persony

4. Projektowanie

Na jakie sposoby
możemy pomóc użytkownikom?



- IA architektura informacji
- IxD interakcja + interfejs
- VD grafika

IA architektura informacji

Ankieta

Płeć:

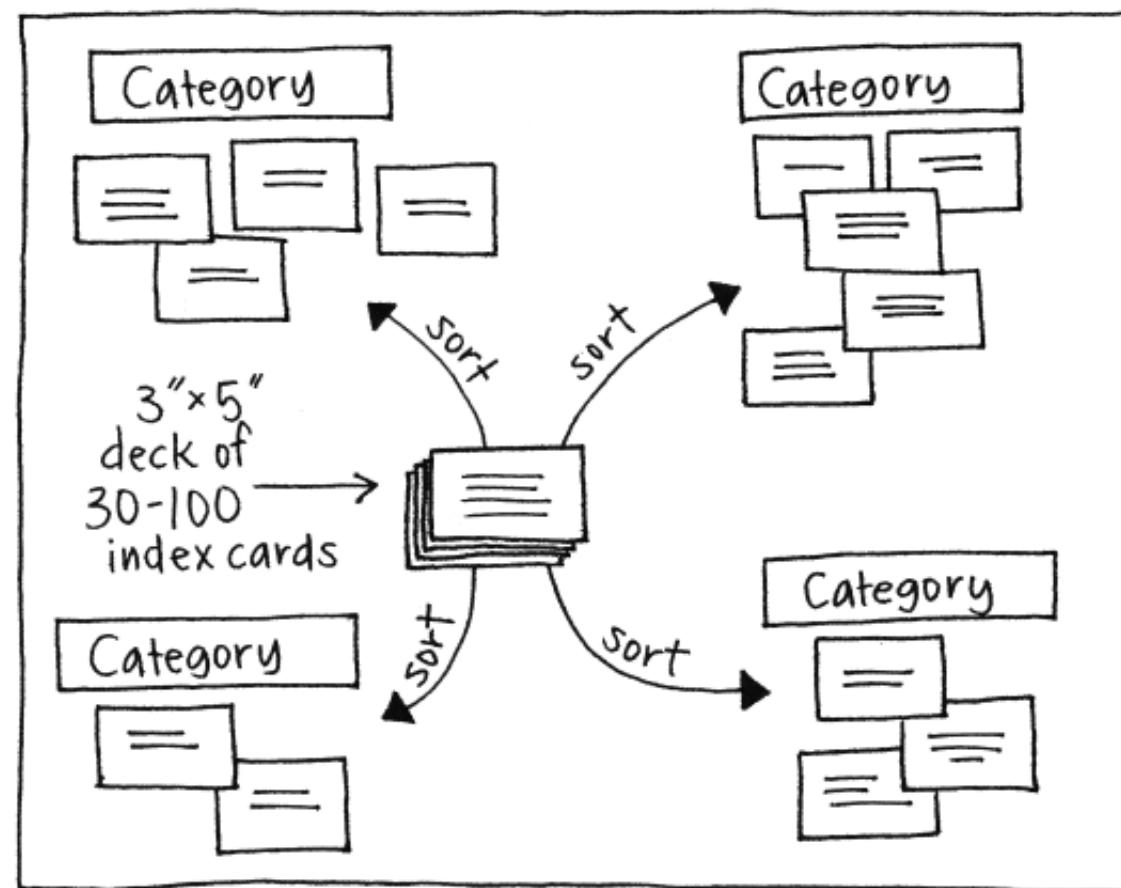
- Kobieta
- Mężczyzna

Co robisz w wolnym czasie?

Oceń zadowolenie z naszego produktu:

- -
 -
 -
 -
- 1 2 3 4 5

IA architektura informacji

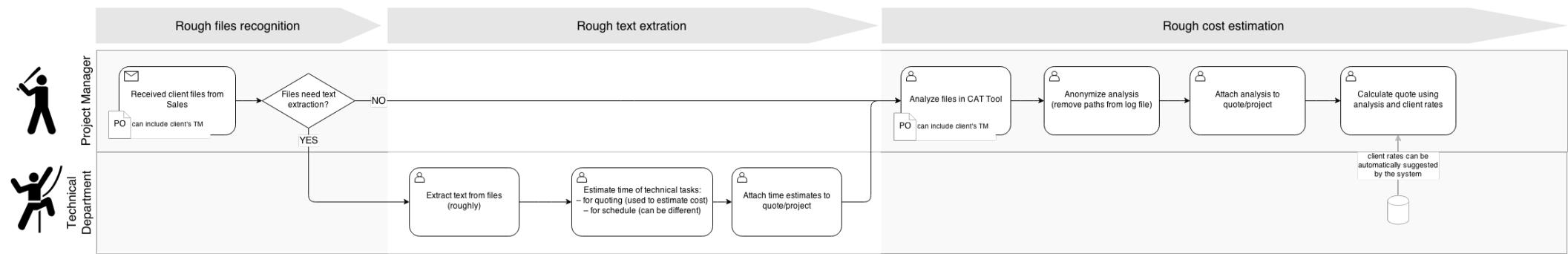


sortowanie kart

card sorting

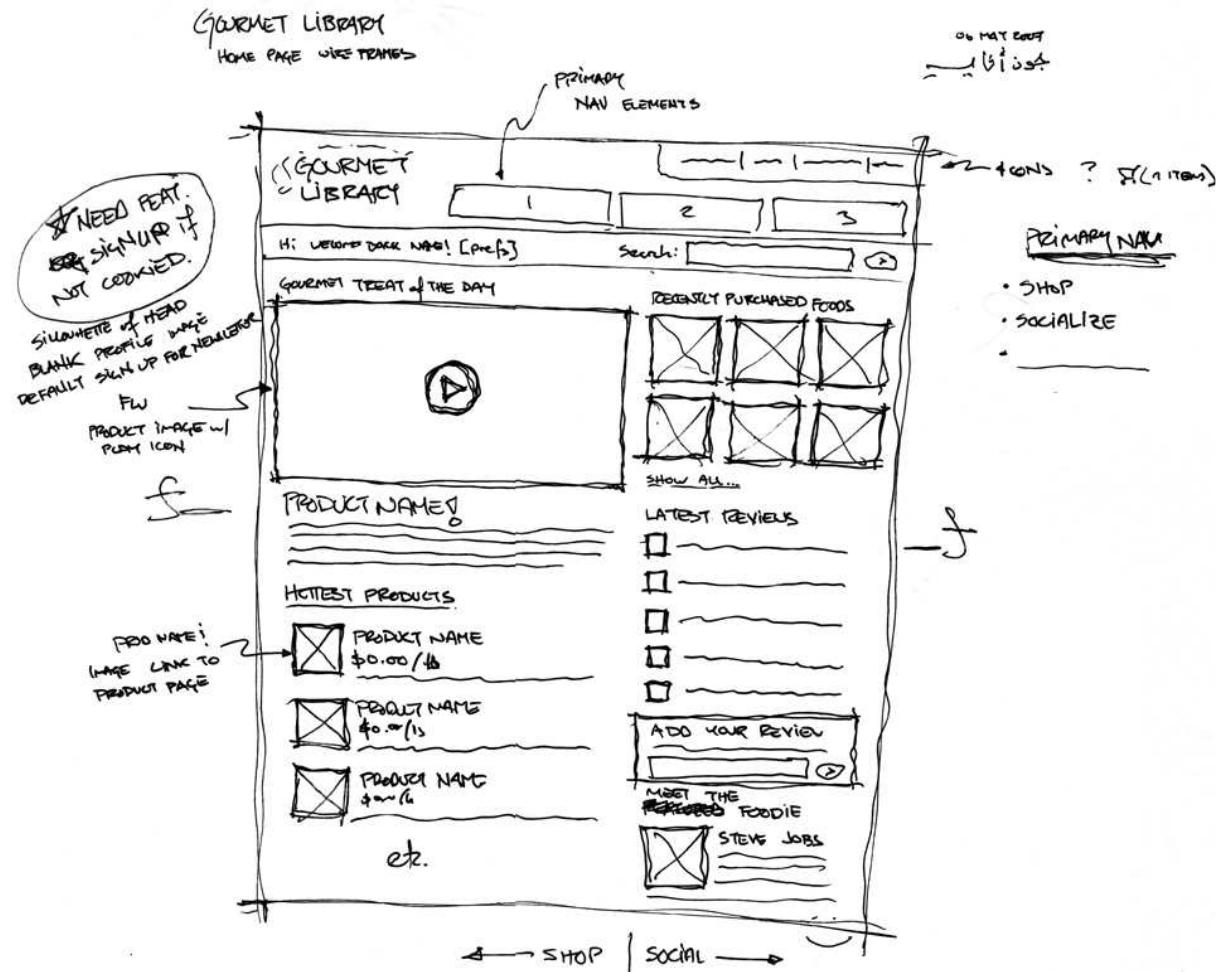
IxD interakcja + interfejs

File Analysis



przepływ zadań **task flow**

IxD interakcja + interfejs



makiety wireframes, mockups

IxD interakcja + interfejs

The screenshot shows the Duke University Libraries website. At the top, there's a dark blue header with the "DUKE UNIVERSITY LIBRARIES" logo and navigation links for "My Accounts", "Ask a Librarian", "Search & Find", "Using the Library", "Research Support", "Course Support", "Libraries", and "About". Below the header, the main content area has a light gray background. On the left, there's a sidebar with sections for "Books & More", "Articles", "All", and "Website". It includes a search bar with dropdown options like "Keywords" and "Find books, journals, movies & more", and links for "Advanced Search", "Classic Catalog", "Search TRLN", and "WorldCat". A section titled "What am I searching?" describes the scope of the search. Below this are links for "eBooks", "Online Journal Titles", "Research Databases", "Digitized Collections", and "More". In the center, there are three cards with images and descriptions: "New Exhibit: Recording the Anthropocene" (with a skull image), "New App: Get Academic Journals on Your iPad" (with a tablet image), and "New Grad Student Reading Room in Perkins" (with a room interior image). Each card has a "Read More" button. To the right, there's a sidebar titled "Perkins & Bostock Hours" showing operating times for different days. Below that are links for "Today", "Other Library Hours", and "About Public Hours". At the bottom, there's a section for "Upcoming Library Events" with three entries for CIT Office Hours. On the far right, there's a sidebar with icons and links for "Ask a Librarian", "Reserve a Room", "Research Guides", "Services for Visitors", and "Places to Study". The footer contains links for "Contact Us", "Services for...", "Use & Reproduction / Privacy", and the "Duke UNIVERSITY" logo.

prototypy prototypes

VD grafika



4. Projektowanie

+

Evaluacja

Czy rzeczywiście pomagamy użytkownikom?
Które rozwiązanie jest najlepsze?



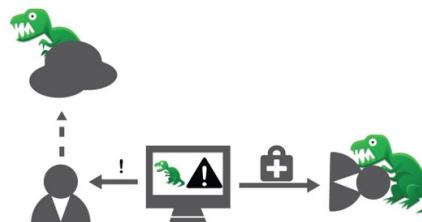
Visibility of system status



Match between system and
the real world



User control and freedom



Help users recognize, diagnose,
and recover from errors



Help and documentation



Error prevention



Flexibility and efficiency of use



Aesthetic and minimalist design



Recognition rather than recall



Consistency and standards

ewaluacja heurystyczna

1 CLICK

first click testing

Home

Ink & Toner

Paper & Pads

Office Supplies

Technology Products

Computers

Laptops

Tablets

Desktops

Computer Accessories

Select

Flash & Computer Memory

Copy & Print

tree testing

Problem

Hypothesis



Idea #1



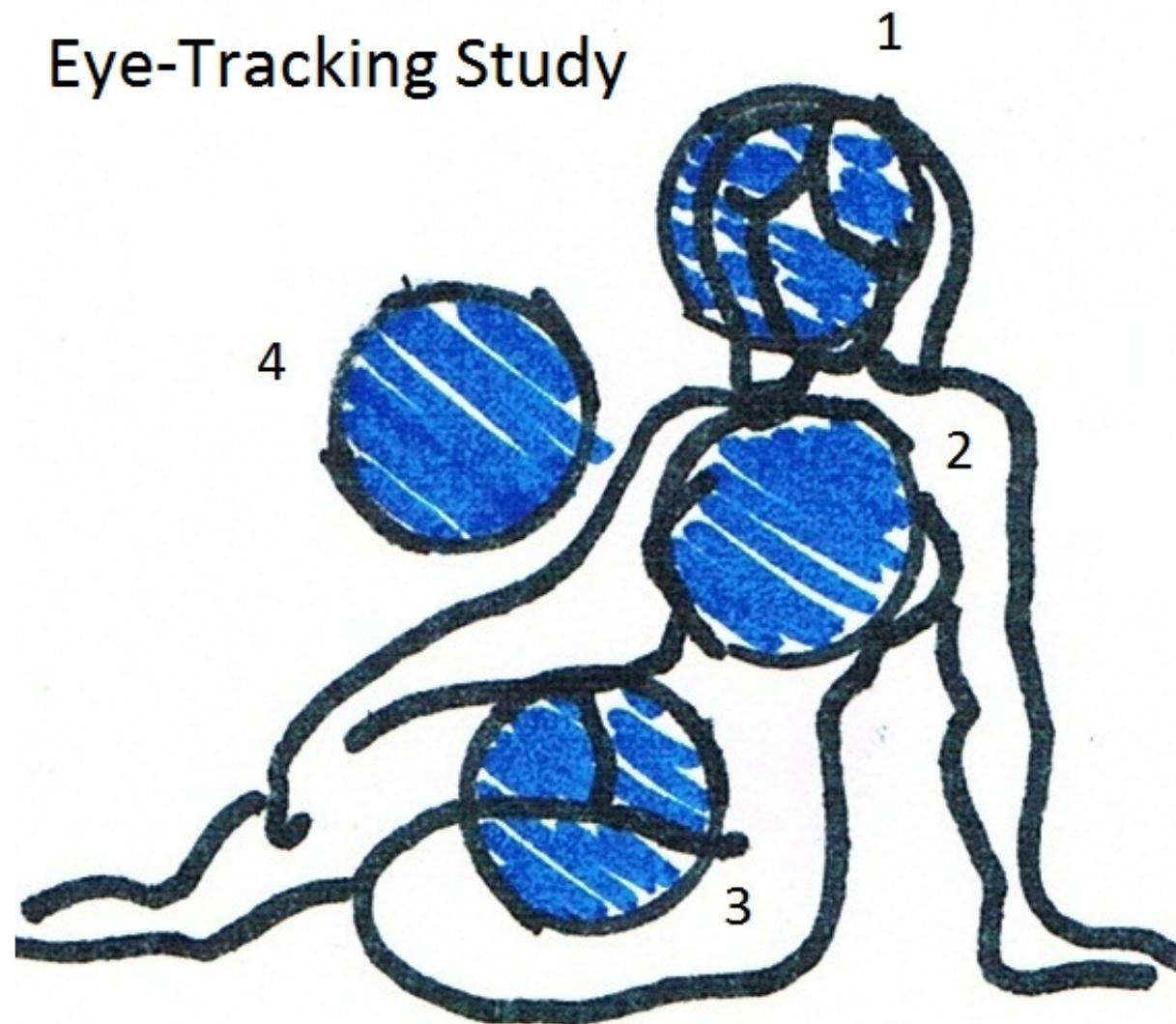
Idea #2



split testing (A/B testing)



Eye-Tracking Study



okulografia eye tracking

5. Implementacja

Jak to wykonać?

Trust me

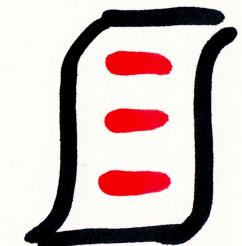
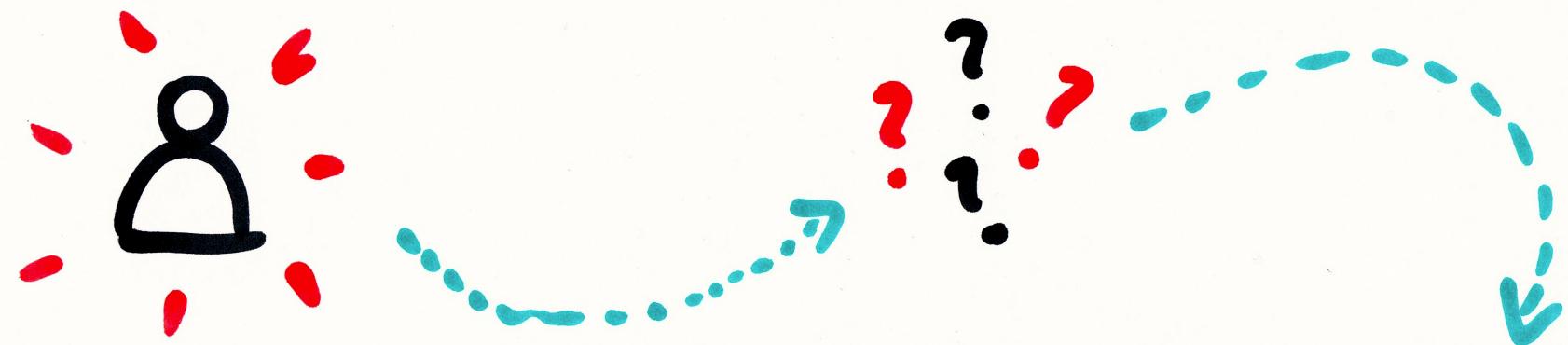


I'm an engineer

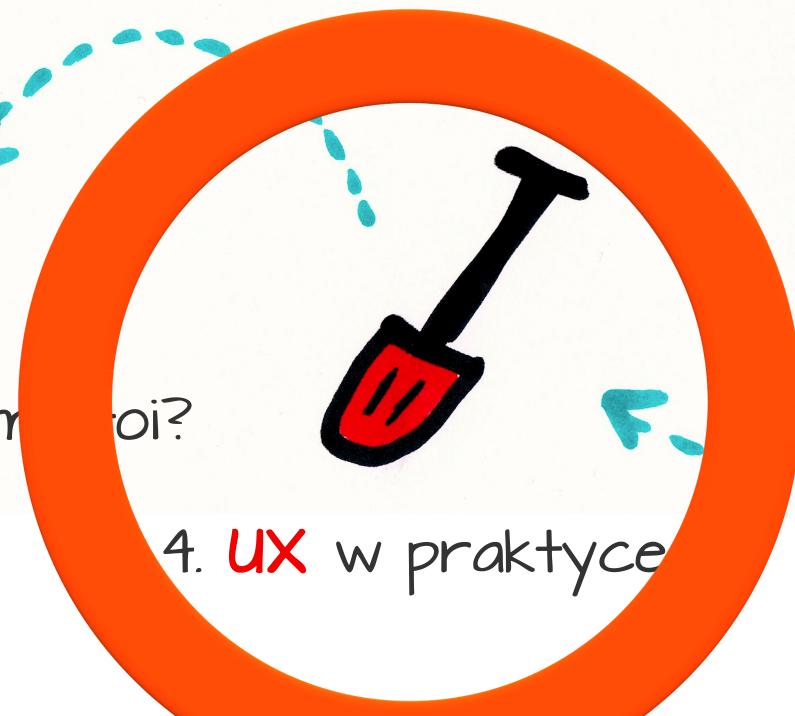
Truegif.com

1. Wrażenia

2. Po co?



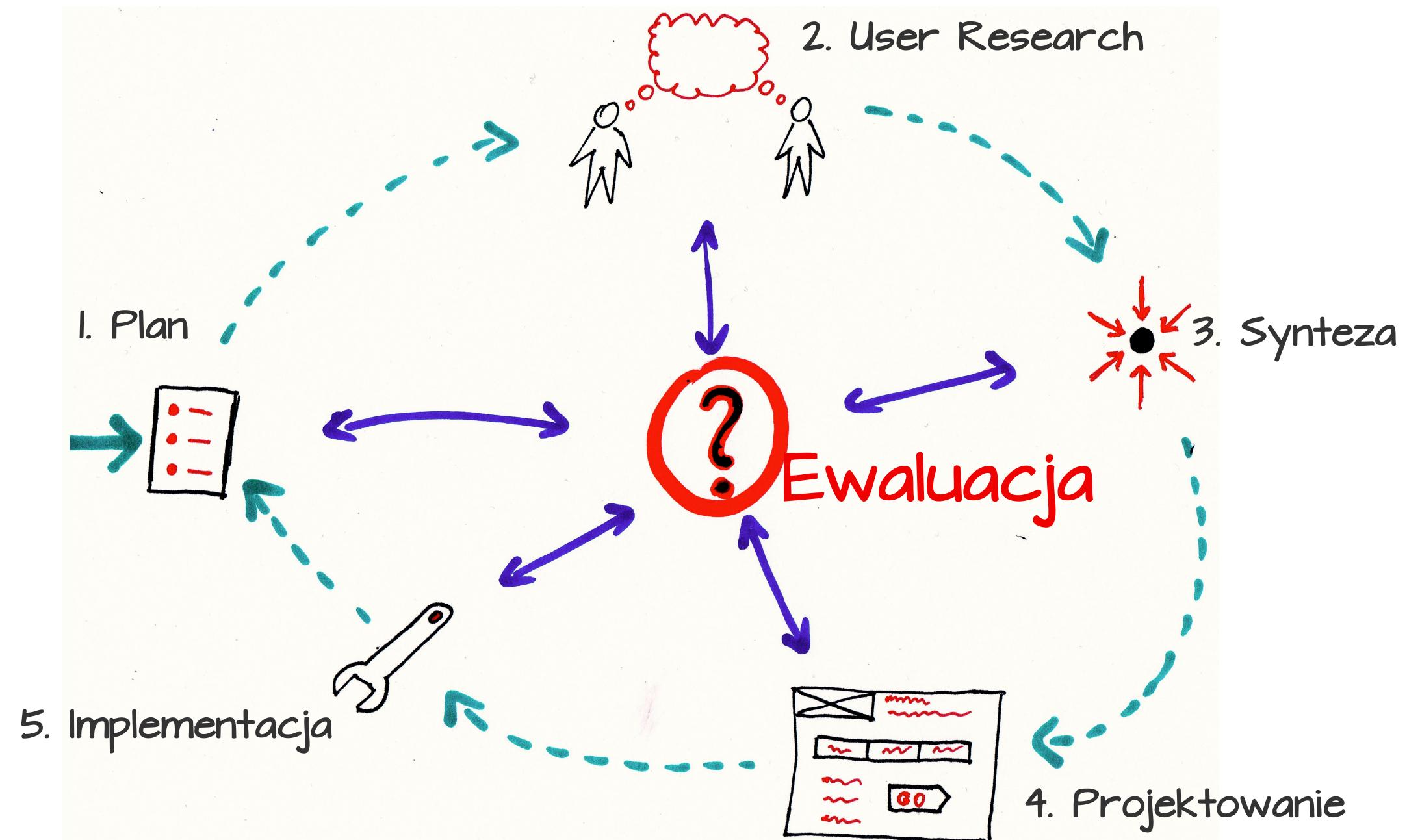
3. Przepis
na UX



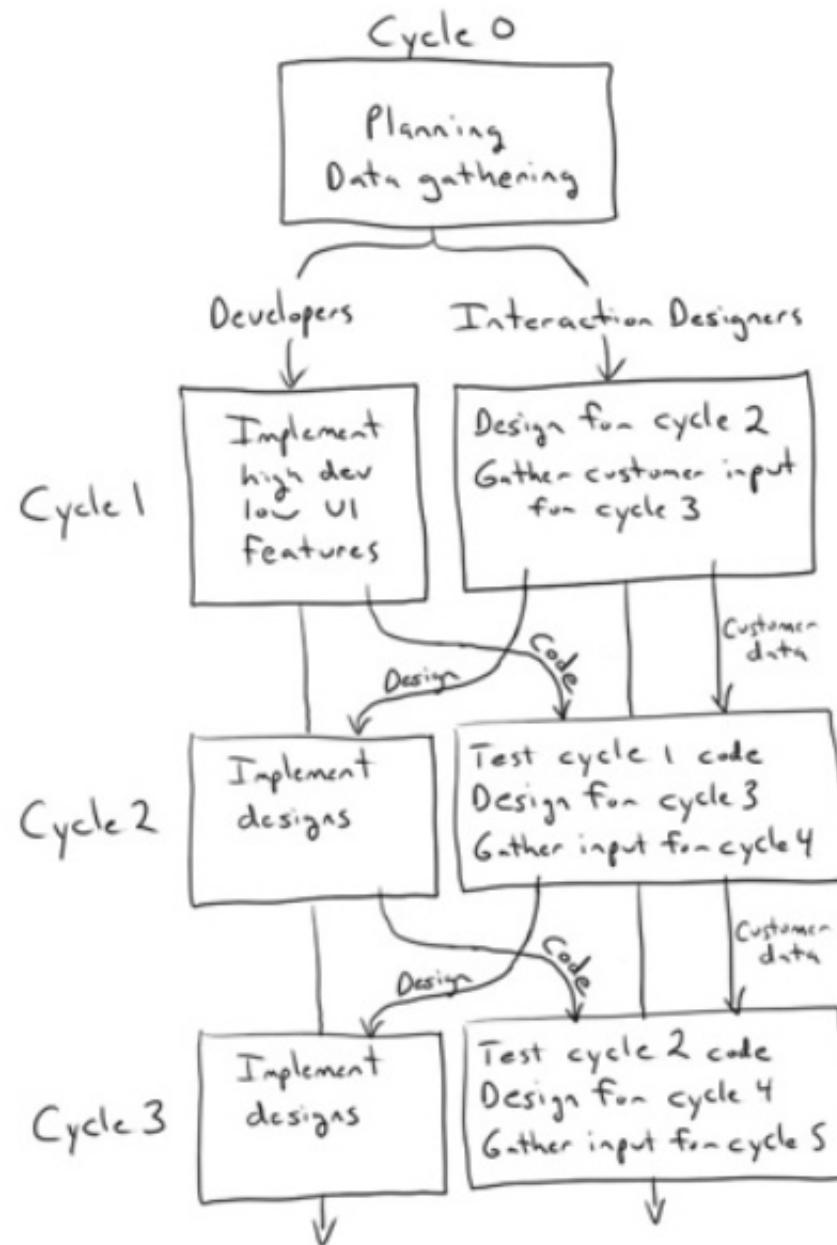
5. Kto za tym stoi?

4. UX w praktyce

User Centered Design Process



UX + Agile



UX + Agile

- UX jest częścią zespołu Product Ownera
- Research równolegle z projektowaniem
- Projekt tylko trochę wyprzedza implementację
- Prototypy niskiej jakości (mockupy)
- Prototyp jest specyfikacją

Jeff Patton

UX + Agile

EPICs:

- Specyfikacja, mockupy, grafika

User Stories:

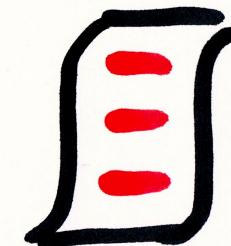
- drobnoziarniste wymagania

UX + Agile



1. Wrażenia

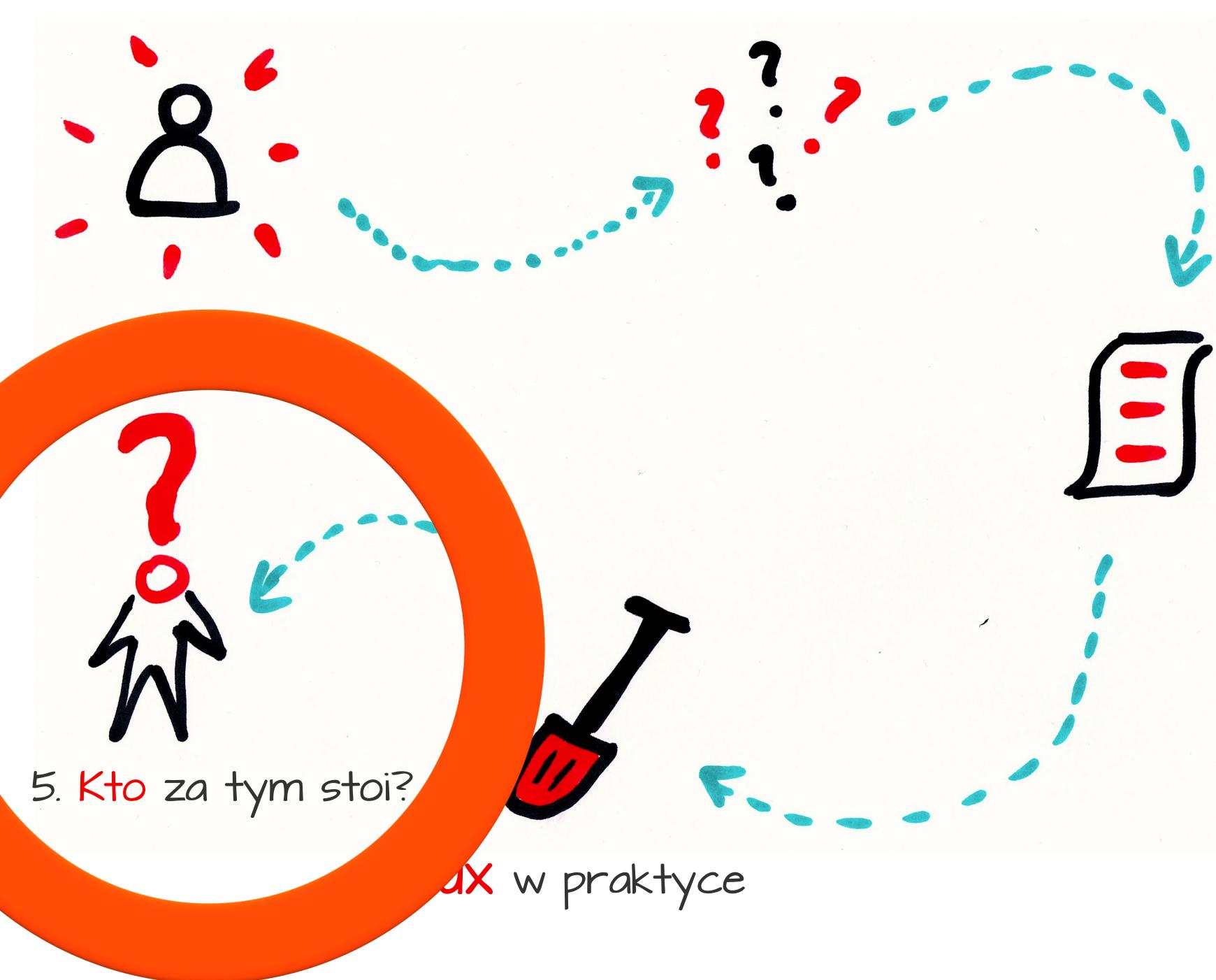
2. Po co?



3. Przepis
na UX

5. Kto za tym stoi?

UX w praktyce



UX Designers na świecie

Satyfakcja zawodowa 5,4 (1-7)

Satyfakcja z zarobków 5,2 (1-7)

Źródła niezadowolenia

- za mało ux
- za małe wsparcie kierownictwa

UX Designers na świecie

94% Websites

67% Mobile

60% Enterprise applications

54% Desktop software

78 Kategorii produktów

UX Designers na świecie

Background

- projektowanie, HCI
- psychologia
- komunikacja
- informatyka
- filologia
- historia
- chemia

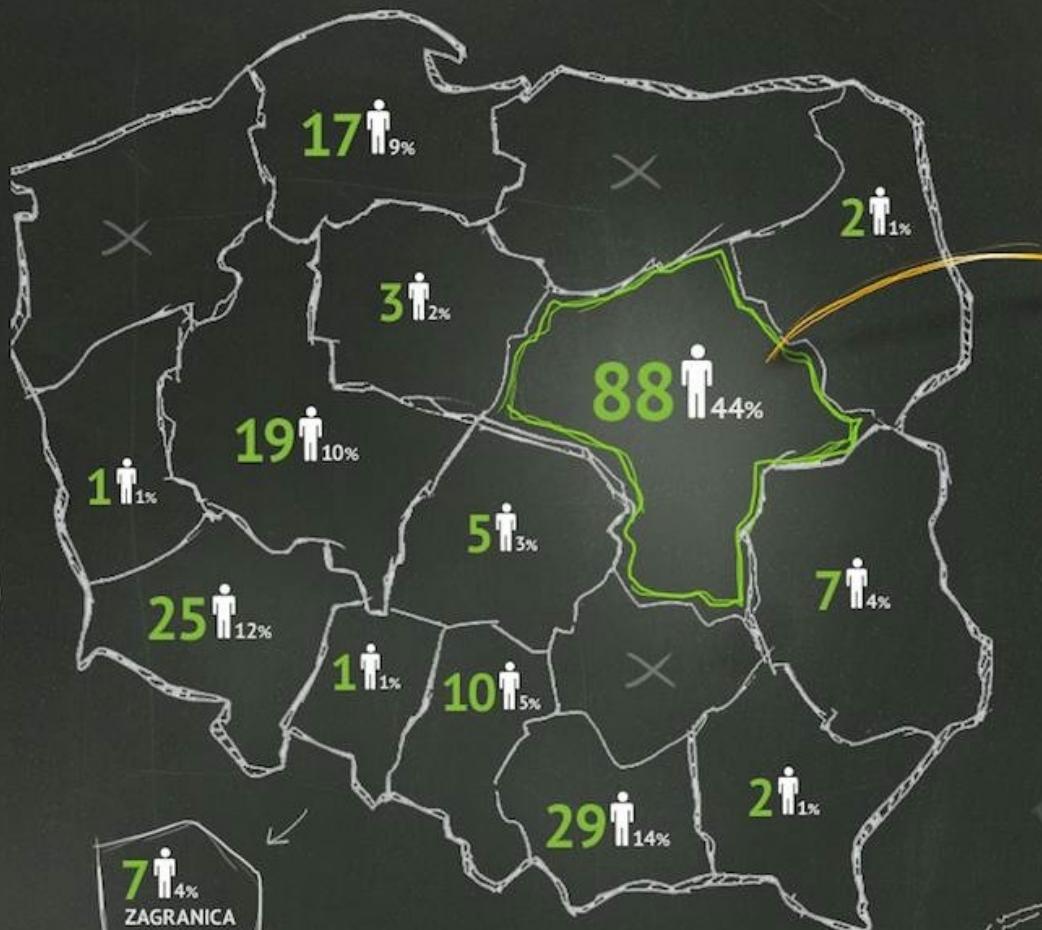
UX Designers na świecie

- Jak zaczynali?
- książki, blogi, artykuły
 - kursy
 - praktyka

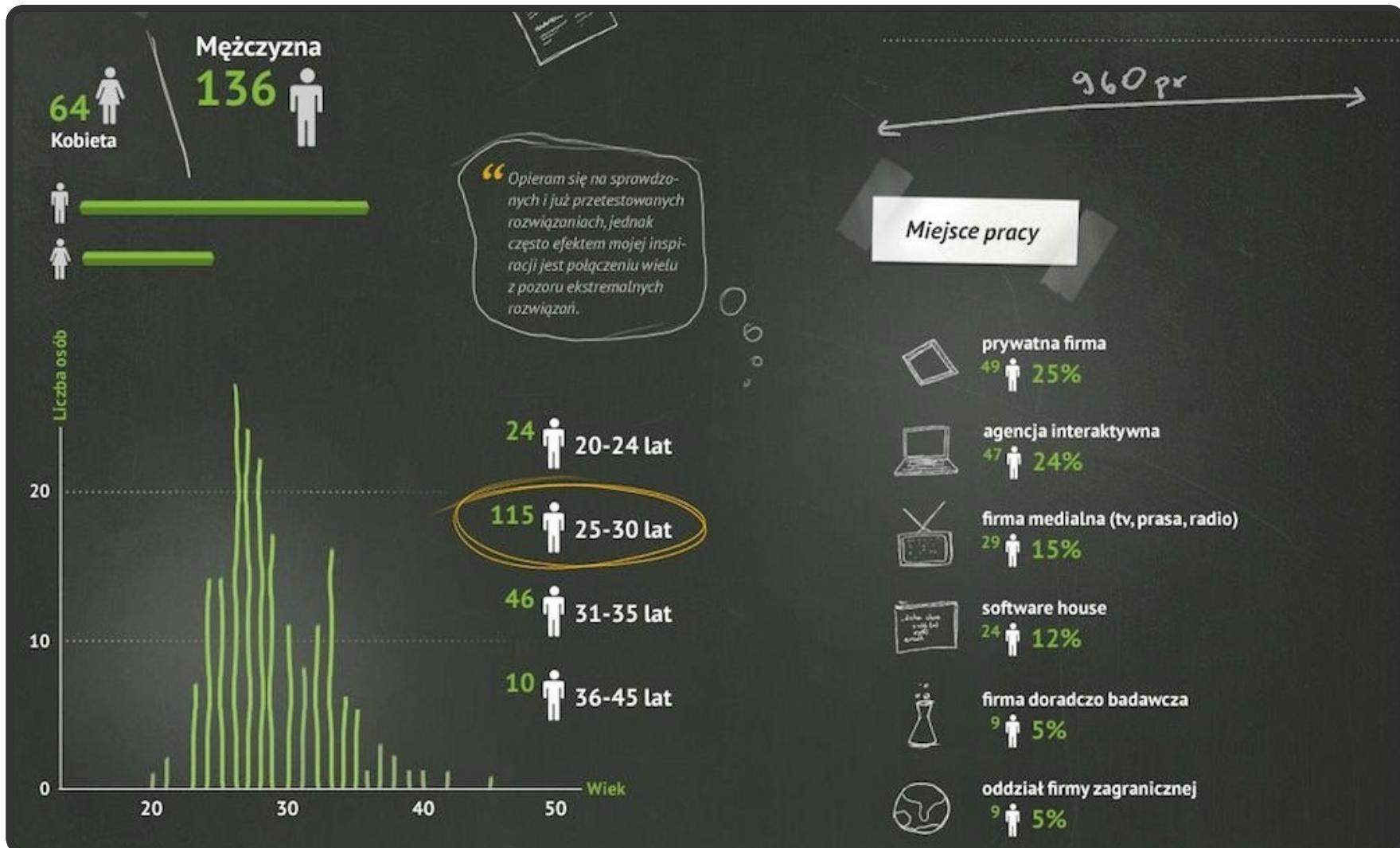
UX Designers w Polsce

PROFIL POLSKIEGO PROJEKTANTA UX

Liczba osób w poszczególnych województwach

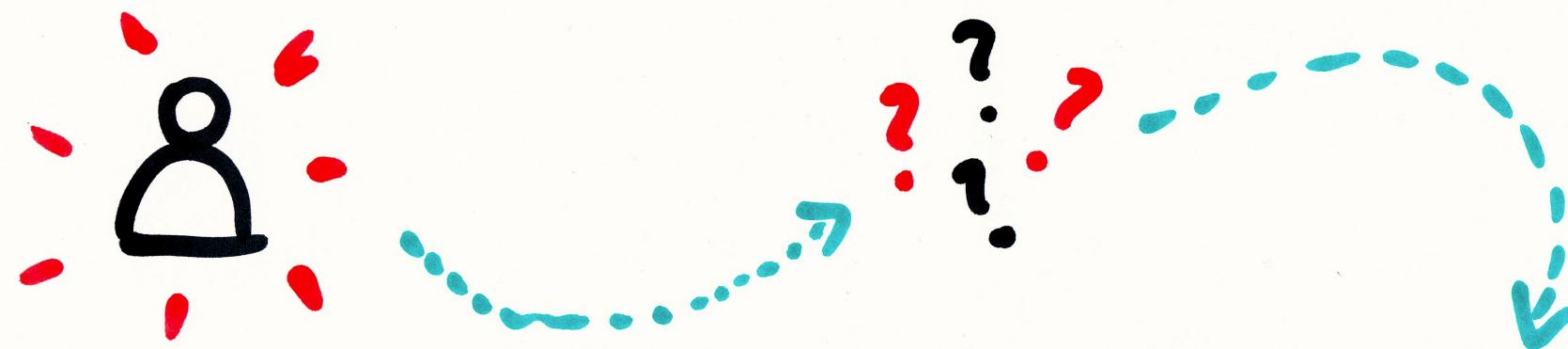


UX Designers w Polsce



1. Wrażenia

2. Po co?



5. Kto za tym stoi?



4. UX w praktyce

Zapraszam do świata UX

