



503108

UI/UX DESIGN

CHAPTER 1: THE USER EXPERIENCE PROCESS

LESSON 01 – INTRODUCTION TO UX

OUTLINE

1. What is User Experience Design
2. Good and Poor Design
3. What is Interaction Design
4. The Process of Interaction Design
5. Interaction Design and the User Experience

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1. What is User Experience Design

- The creation and synchronization of the elements that affect users' experience
 - with a particular company
 - with the intent of influencing their perceptions and behavior.
- These elements include the things a user can, hear, and even smell
- It includes the things that users can interact with in ways beyond the physical

1. What is User Experience Design

- Be sure to consider the effects of the tangible experience when designing your digital products
- The environment your users are working within matters, as do the physical products
- Tangible experiences, such as learning in a classroom increasingly being influenced by digital applications.

1. What is User Experience Design

- We focus on projects centered on the design of digital experiences
- The UX design of these products must take into account the business objectives of the project, the needs of the product's users and any limitations.

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2. Good and Poor Design

- A central concern of interaction design is to develop interactive products that are usable
- This is generally meant easy to learn, effective to use, and providing an enjoyable user experience
- Two examples of poorly designed products – a voice mail system used in hotels and the ubiquitous remote control device
- And contrast these with two well-designed examples of products that perform the same function.

2. Good and Poor Design

- Voice Mail System
- Remote Control Device



(a)



(b)

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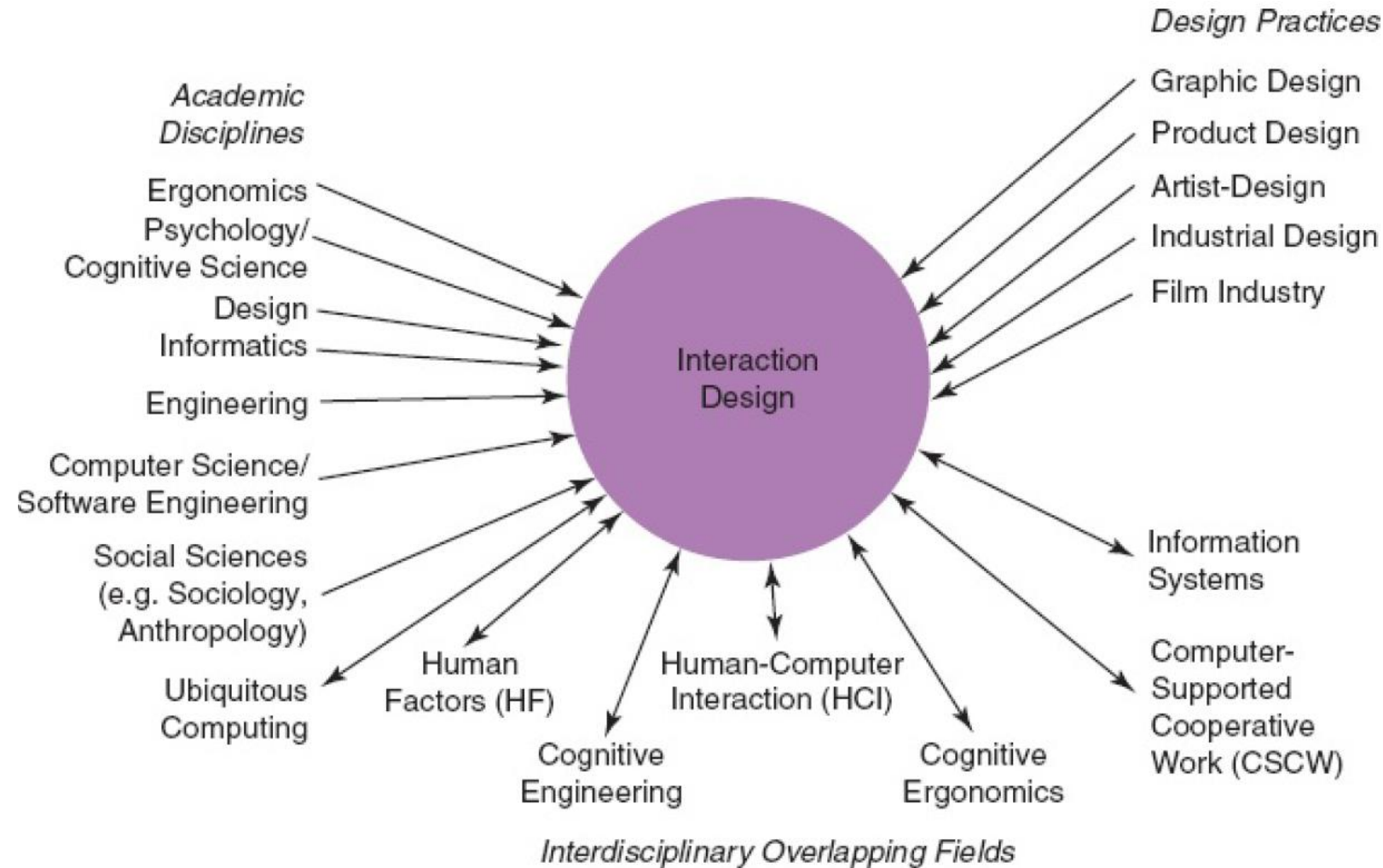
3. What Is Interaction Design

- Designing interactive products to support the way people communicate and interact in their everyday and working lives.
- Creating user experiences that enhance and augment the way people work, communicate, and interact.
- Designing spaces for human communication and interaction
- The art of facilitating interactions between humans through products and services

3. What Is Interaction Design

- User interface design
- Software design
- User-centered design
- Product design
- Web design
- Experience design
- Interactive system design

3. What Is Interaction Design



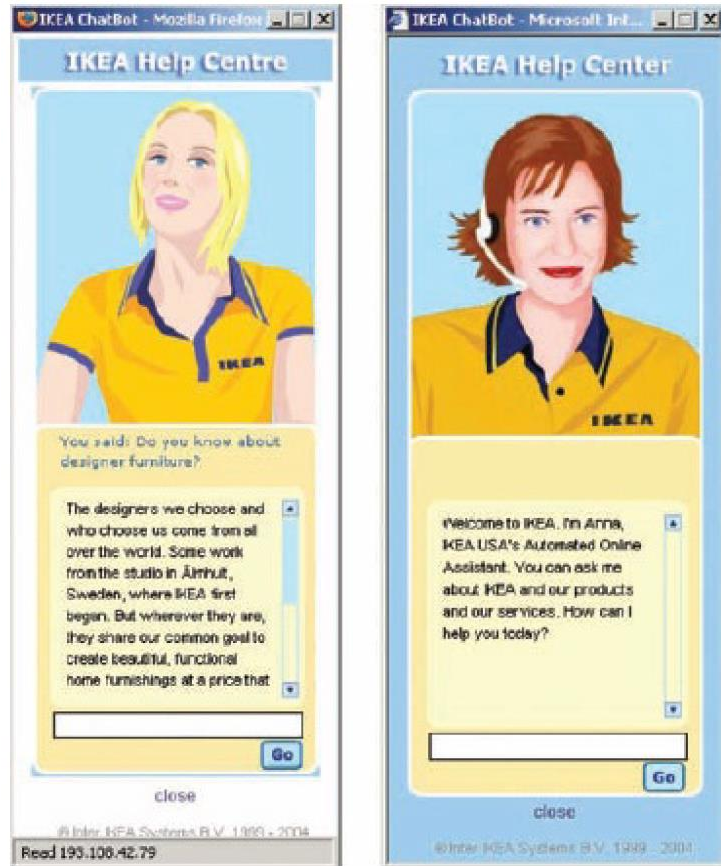
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4. The Process of Interaction Design

- Establishing requirements
- Designing alternatives
- Prototyping
- Evaluating

4. The Process of Interaction Design



OUTLINE

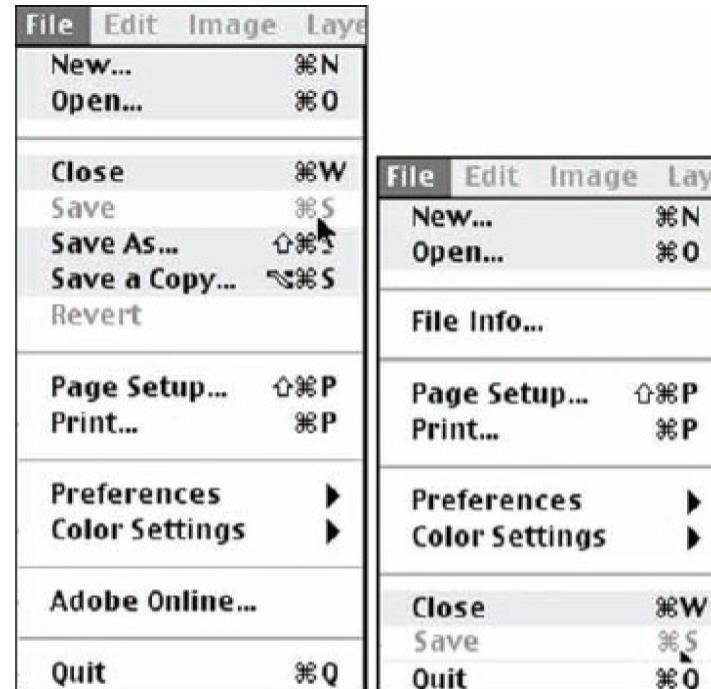
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5. Interaction Design and the UX

- Usability Goals
 - effective to use (effectiveness)
 - efficient to use (efficiency)
 - safe to use (safety)
 - having good utility (utility)
 - easy to learn (learnability)
 - easy to remember how to use (memorability)

5. Interaction Design and the UX

- Usability Goals



(a)



(b)

5. Interaction Design and the UX

- User Experience Goals

Desirable aspects		
Satisfying	Helpful	Fun
Enjoyable	Motivating	Provocative
Engaging	Challenging	Surprising
Pleasurable	Enhancing sociability	Rewarding
Exciting	Supporting creativity	Emotionally fulfilling
Entertaining	Cognitively stimulating	
Undesirable aspects		
Boring	Unpleasant	
Frustrating	Patronizing	
Making one feel guilty	Making one feel stupid	
Annoying	Cutesy	
Childish	Gimmicky	

5. Interaction Design and the UX

- Design Principles
 - Visibility
 - Feedback
 - Constraints
 - Consistency
 - Affordance