

UX

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Startup Programming Course, UVic,
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***"Costs the same to launch a new app
as it does to launch a satellite"***

<http://www.latimes.com/business/la-fi-tech-vc-space-20161027-snap-20161027-story.html>

Thinking
about the user



Simple and Usable

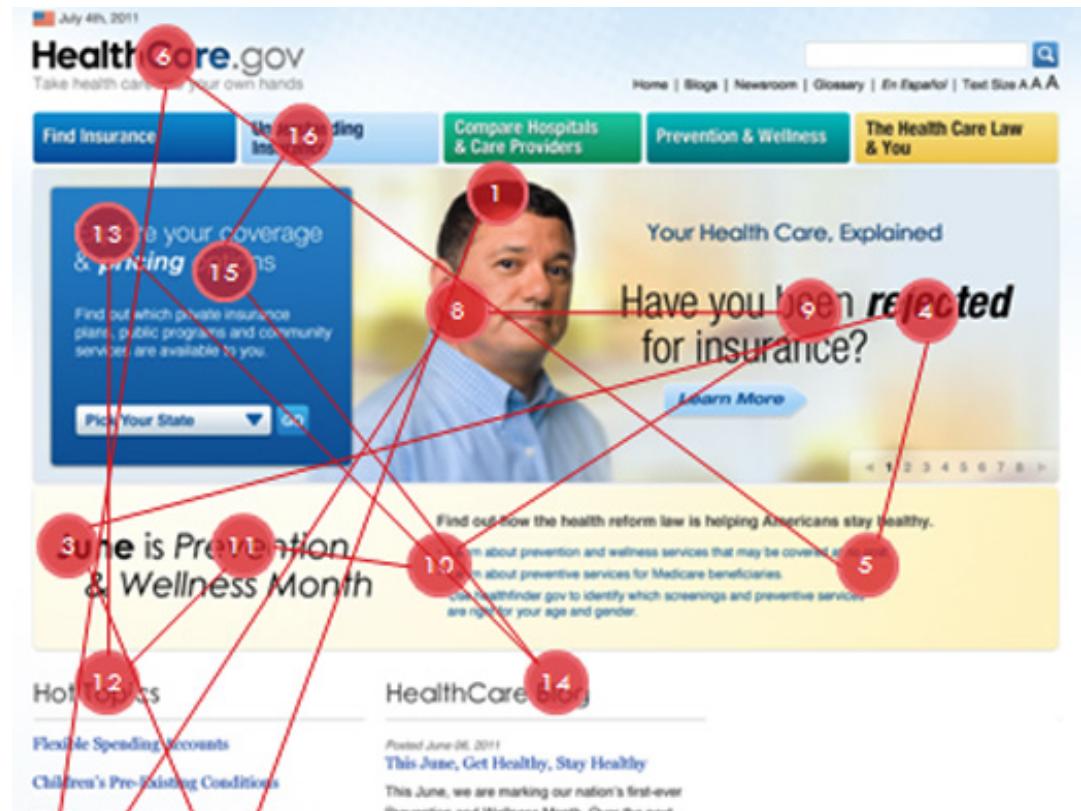
web, mobile, and interaction design

Giles Colborne

How we really use the web?

[Krug]

#1: Scanning



<https://www.youtube.com/watch?v=r2CbbBLVaPk>

How we really use the web?

[Krug]

#2: Satisficing

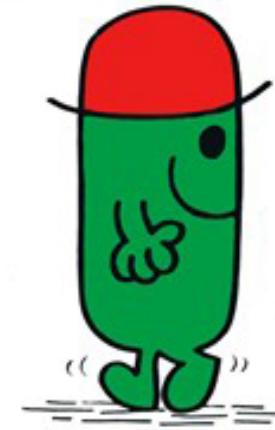


How we really use the web?

[Krug]

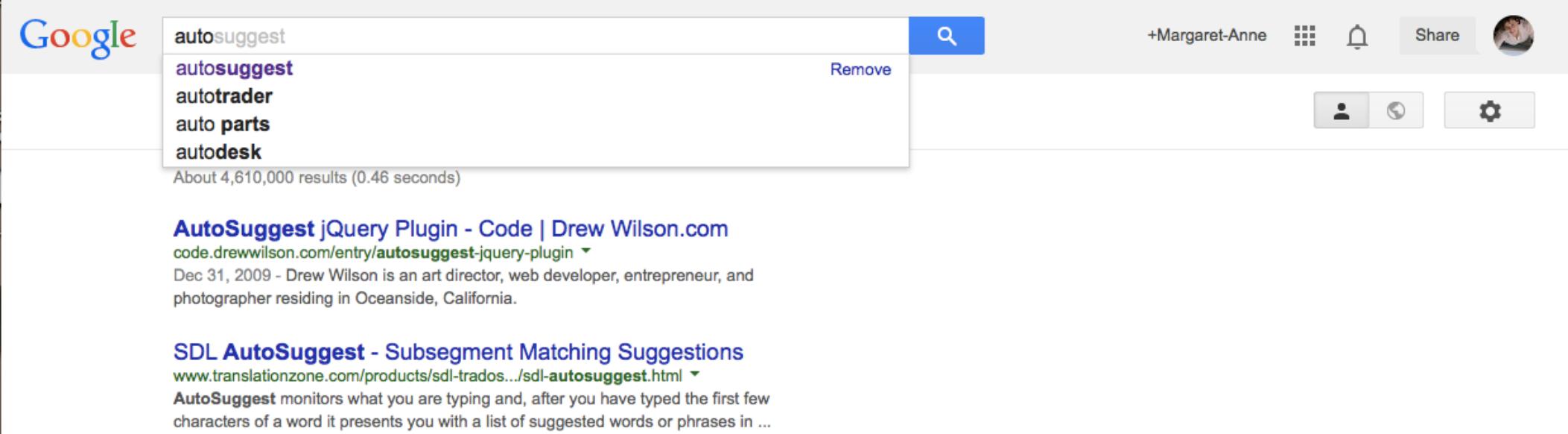
#3: Muddling through

MR. MUDDLE
by Roger Hargreaves



User expectations

Users have come to **expect features** like autosuggest, autocorrect [Krug]



A screenshot of a Google search results page. The search bar at the top contains the query "autosuggest". Below the search bar, a dropdown menu displays several suggestions: "autosuggest", "autotrader", "auto parts", and "autodesk". A "Remove" link is visible next to the suggestions. To the right of the suggestions, there is a search button with a magnifying glass icon. Further to the right, there are social sharing icons for Google+, a bell icon, a "Share" button, and a user profile picture. Below the search bar, the text "About 4,610,000 results (0.46 seconds)" is displayed. The main content area shows two search results. The first result is titled "AutoSuggest jQuery Plugin - Code | Drew Wilson.com" and includes a link to "code.drewwilson.com/entry/autosuggest-jquery-plugin". Below the link, it says "Dec 31, 2009 - Drew Wilson is an art director, web developer, entrepreneur, and photographer residing in Oceanside, California." The second result is titled "SDL AutoSuggest - Subsegment Matching Suggestions" and includes a link to "www.translationzone.com/products/sdl-trados.../sdl-autosuggest.html". Below the link, it says "AutoSuggest monitors what you are typing and, after you have typed the first few characters of a word it presents you with a list of suggested words or phrases in ...".

Human Factors

“*Don’t make me think*” [Krug]

Technology changes very quickly, but people change very slowly...

Guidelines — common sense? Once you know it!
e.g., <http://ixdchecklist.com>

Barbossa: First, your return to shore was not part of our negotiations nor our agreement so I *must* do nothing. And secondly, you must be a *pirate* for the pirate's code to apply and you're *not*. **And thirdly, the code is more what you'd call "guidelines" than actual rules.** Welcome aboard the *Black Pearl*, Miss Turner.

Designing your app

Epicentre Design

Start from the **core** of the page and grow outwards
[Getting Real]

The fastest, easiest way to plan travel



Search Flights

From

City or Airport

To

City or Airport

✈ Search



Search Hotels

Where

City

กระเป๋า Search

Regular, blank and error states

What does your user see the **first time** they visit the app? What is a helpful blank slate?

A screenshot of a travel booking website with a tropical beach background. At the top, there is a green header bar with a search bar containing "Search for a city, hotel, etc." and a magnifying glass icon. Below the header, a circular profile picture of a woman with the quote "No words needed...loved everything!" and five green stars. To the right, it says "Review by GiZaramella" and "See all 3,493 reviews of Fernando de Noronha >". In the center, the text "Plan your perfect trip" is displayed. At the bottom, there is a search form with radio buttons for "Hotels", "Flights", "Vacation Rentals", "Restaurants", and "Destinations", with "Hotels" selected. The search form includes fields for "City or hotel name" (with placeholder text "City or hotel name"), two date pickers for check-in and check-out dates, and a yellow "Find hotels" button. A small boat icon is visible in the bottom right corner.

Search for a city, hotel, etc.

"No words needed...loved everything!" Review by GiZaramella
See all 3,493 reviews of Fernando de Noronha >

Plan your perfect trip

Hotels Flights Vacation Rentals Restaurants Destinations

City or hotel name dd/mm/yyyy dd/mm/yyyy **Find hotels**

Regular, blank and error states

“Defensive design is like defensive driving”
[Getting Real]

The image shows a user interface with several input fields and a prominent error message box.

- Name:** First name (Ben) and last name (Rowe) are entered in separate text input fields.
- Gender:** A dropdown menu shows "Male" selected.
- Date:** A date input field shows "01 February 2030".
- Country:** A dropdown menu shows "Australia" selected.
- Email:** An empty text input field.
- Message:** A purple box contains the text "Can't access my" followed by a red exclamation mark icon and the question "Are you really from the future?".
- Text Area:** A large text area at the bottom left contains the letter "d".
- Buttons:** At the bottom right, there are three small buttons: a blue one with a camera icon, a yellow one with a gear icon, and a green one with a checkmark icon.

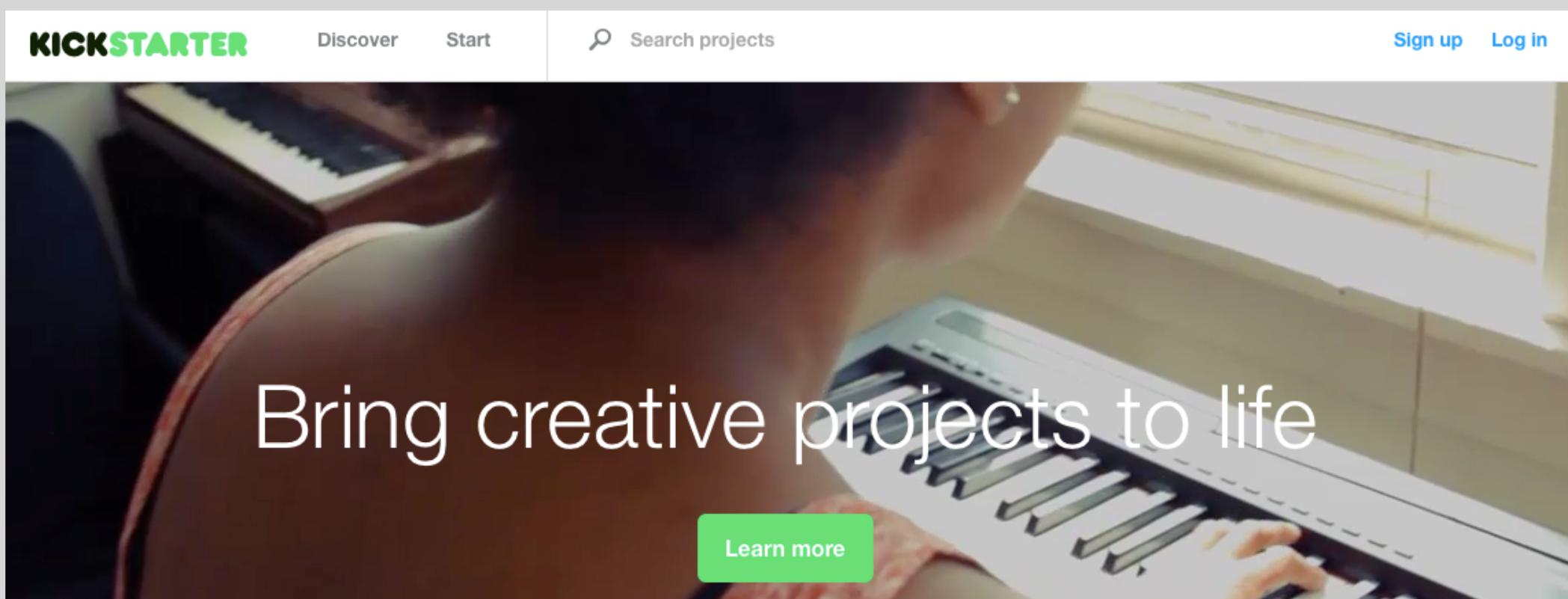
<http://uxmas.com/2012/the-4-hs-of-writing-error-messages>

Navigation

Home page

“like the North Star” of the site’s persistent navigation [Krug]

If not **self-evident**, then make it **self-explanatory**
[Krug]



Where am I?

Tell users where they are: every page should have a **visible name** in the same place (should frame the content)

The name should **match what the user clicked** to get there

Make use of **breadcrumbs**

(e.g. GitHub: > between levels, boldface the last item),

Test if your site passes the **“trunk test”** [Krug]

A screenshot of a GitHub repository page for 'alexeyza / startup-programming'. The top navigation bar includes links for 'Explore', 'Gist', 'Blog', and 'Help'. On the right, there's a profile picture for 'margaretstorey' and various repository stats: 3 forks, 3 stars, and 3 issues. Below the header, the repository name 'alexeyza / startup-programming' is displayed, along with options to 'Unwatch', 'Unstar', or 'Fork'. The main content area shows a commit history for the file 'recommended reading.md'. The first commit is by 'cliffmcc' 4 days ago, updating the file. The commit message is 'Update recommended reading.md'. At the bottom, it shows '2 contributors' with small profile icons.

Navigation controls

Main navigation may be at the **top for short lists** or
left for long lists (accordion lists for very long menus)

Top links can look like **tabs** to provide context

Account information is often on the **top right**
(users expect it there)

Minor details on the **bottom**
(e.g. contact, help, blog)

Try to associate **icons with items** in a menu
(visual recognition)

Navigation considerations

When the user **logs in**, where do they **land**?

Design for **search-dominant** and **link-dominant users**
[Nielsen]

Not just about **reducing clicks**, each one should be
unambiguous and require no thought

Browser **back buttons** should work

Be **consistent**

Design the navigation around the **core scenario**

Some Design Issues

Writing is designing

[Krug]

Every word and letter matters, **omit needless words**

Use words that match the **user's goals and lingo**, avoid jargon

Clear and **concise**

Add **information** to buttons

Choose words to suit your product's **personality**

Insert **actual text** not *Lore ipsum* [Getting Real]

Which is better? [Nathan Barry]

Delete this movie?

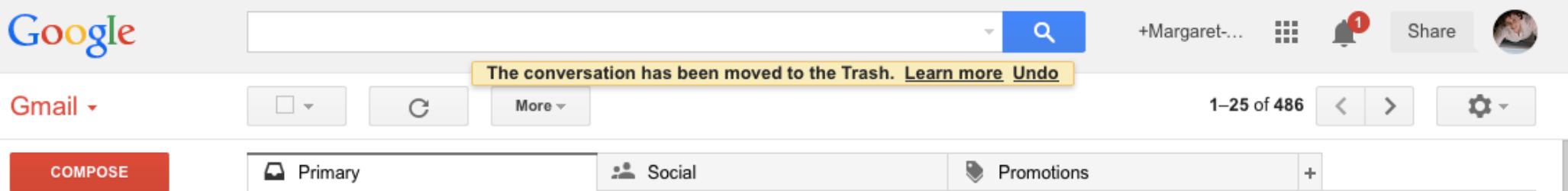
Delete?

Delete movie?

Dialogs

Avoid yes/no dialogs (users usually don't read text)

But do tell them what they just did and allow them to undo it



Preferences

If possible avoid, decide for your users [Getting Real]

The image shows a Trello board titled "LinkedLists Code Retreat". The board has several lists:

- Archive Team**:
 - Birth date of a citation
 - Creator of the citation (parent)
 - Tags related with the citation (present)
 - Implementation (1 comment)
 - Data Source=Budweiser;Initial Catalog=SOF JUL2013:Integrated
- Database Team**:
 - Test range queries against full citations table from Archive Team
 - Implement Cached Range query table
 - Implement Cached Range queries
 - Implement batch tabled updater tool/service
 - TestDatabase.cs not committed to
- Live Team**:
 - Implement event stream parser
 - Test Interface to Linked Lists post change history DB
 - Deploy parser to server
 - Calculate throttling impact on parser
 - Add a card...
- UI Team**:
 - Implement Advanced Search Panel
 - Implement more tags paging on Tags Panel
 - Move user bio to top of results on user page
 - Move tag bio to top of results on tag page
- Server Team**:
 - Create te
 - Create te
 - Deploy w
 - Deploy d
 - Setup ac
 - Setup sc

Icons

[Nathan Barry]

See **icon sets** at: Glyphish and Symbolcons

Flat icons for adding to tabs, headings and for drawing attention to buttons

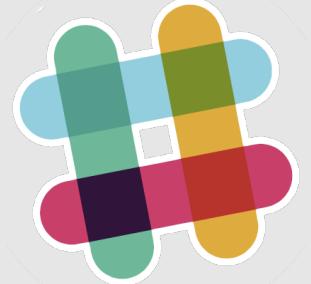
Be careful with **3D** icons!

For **small 16px square icons**, see FamFamFam or Fugue

Don't mix **icon styles**!

Have an **active version** for an active state

From designing to orchestrating experiences

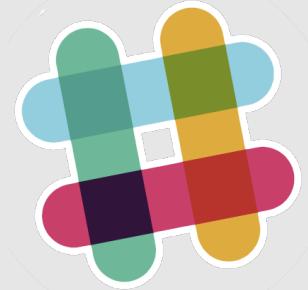


Give your design a personality lift!

Loading

You're here! The day just got better.

From designing to orchestrating experiences



“Build in forgiveness”

By using @channel, you are about to notify
113 people in 3 timezones. Are you sure?

Edit message

Send it now

Esc to edit

Return ↵ to send

Pssst... admins! [Team settings](#) control this warning

+

@channel why we should avoid this...



bold italic

What about mobile?

Tradeoffs...

Don't hide affordances but tendency towards flat designs: lose affordances



How to user test on a mobile device?

How to prioritize?

Prioritizing features

The ability to change is key, so **stay “lean”**

Watch for **“feature blight”**

Make half a product rather than a half-assed product

[Getting Real]

Be careful **not to follow the competitors** too closely [Getting Real]

Don’t fix problems you don’t have yet! [Getting Real]

What doesn’t matter? Best designers know! [Getting Real]

Just because someone asks for a feature, doesn’t mean you should add it (they will **remind** you) [Getting Real]

How to simplify?

Remove
Organize
Hide
Displace



Reveal features as needed

The Mozilla homepage features a large collage of diverse people, including staff and community members, with the slogan "We're building a better Internet" in a red box. Below this, a mission statement emphasizes openness, innovation, and opportunity. A green arrow points from the word "innovate" in the mission statement to a dictionary definition on the right, which includes the etymology and three definitions of the verb.

mozilla

MISSION ABOUT PRODUCTS GET INVOLVED

We're building a better Internet

Our mission is to promote openness, innovation & opportunity on the Web.

Mozilla is a proudly non-profit organization dedicated to keeping the power of the Web in people's hands. We're a global community of users, contributors and developers working to innovate on your behalf. When you use Firefox, or any Mozilla product, you become a part of that community, helping us build a brighter future for the Web.

in-no-vate verb (used without object)
IPA: /inə'veyt/
Spelled: [in-uh-veyt]

verb (used with object)

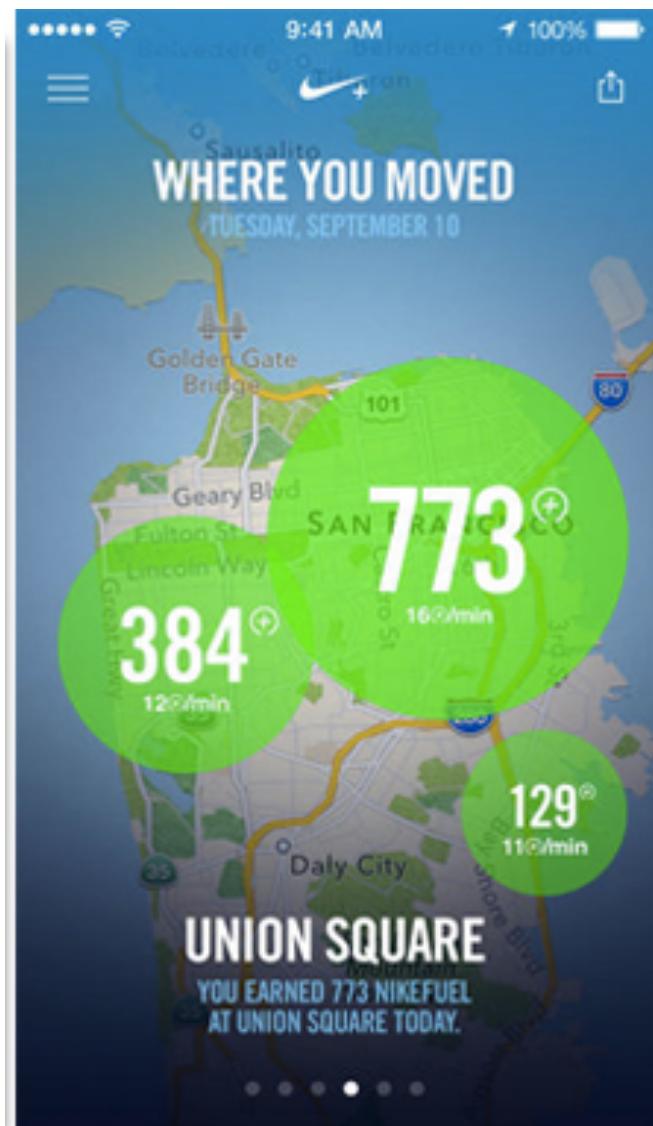
1. to introduce something new; make changes in anything established.
2. to introduce (something new) for or as if for the first time: to innovate a computer operating system.
3. Archaic. to alter.

mozilla

A video player interface is shown at the bottom, featuring a play button and a background graphic of a complex network of interconnected nodes and lines, symbolizing the web.

Displace to...

Watch, phone, computer?



Push complexity to the user

The image shows a Trello board titled "Best App Ever". The board is organized into four lists:

- To Do**: Contains cards for "Add more pizzazz" and "Flatter than a pancake design".
- Doing**: Contains cards for "More buttons", "Accelerometer calibration", and "Fix all bugs forever".
- QA Review**: Contains cards for "Widgets" and "Telepathic controls".
- Done**: Contains a card for "Come up with idea for app".

A sidebar on the right provides additional information:

- Members**: Shows a list of team members with their profile pictures.
- Add Members...**: A button to invite new members.
- Activity**: A feed of recent events:
 - Brian Cervino added Localization to To Do. just now
 - Brian Cervino archived Bad App Names. 2 minutes ago
 - Brian Cervino moved Localization for the world. from Doing to Bad App Names. 2 minutes ago
 - Brian Cervino removed Fred Jones from Telepathic controls. 2 minutes ago
 - Brian Cervino added Brant Smith to Widgets. 32 minutes ago
 - Brian Cervino added Fred Jones to Telepathic controls. 32 minutes ago
 - Brian Cervino added Fred Jones to this board. 33 minutes ago
 - Brian Cervino invited an unconfirmed member to this board. 33 minutes ago
- Menu**: A dropdown menu with various options.

Test your ideas

Watch your users

2-3 people will find 80% of the usability errors — even your target audience is a beginner at some point

Give **simple tasks**

Ask: Did they know where to start? What did they look at? Where did they click first? Did they try to click on things that aren't clickable? [Nathan Barry]

Record the interactions, share!

What do users do best?



Discussion

Greg mentioned importance of responsive design
and to follow guidelines, e.g., material design

What **challenges** are you having?

What **advice/lessons** would you share with
others?

Other resources (courtesy of Jonathan Heron, web designer in Dublin)

Favourite books for people who want to learn a UX mindset

- The Design of Everyday Things (3rd edition in particular, due to addition of [signifiers](#))
- [The Elements of User Experience](#)
- [Universal Principles of Design](#)
- [Simple and Usable](#)
- [Don't Make Me Think](#) (see above)

Diving deeper into specific areas

Social design

- [Grouped](#)

Sketching and thinking

- [Sketching User Experiences](#)

Interaction design

- About Face ([4th edition](#))
- [Microinteractions](#)
- [Web Form Design](#)

Content strategy

- [Content Strategy for the Web](#)
- [The Elements of Content Strategy](#)

Information architecture

- [Information Architecture for the World Wide Web](#)
- [Ambient findability](#)
- [A Practical Guide to Information Architecture](#)