"Products were once designed for the functions they performed. But when all companies can make products that perform their functions equally well, the distinctive advantage goes to those who provide pleasure and enjoyment while maintaining the power. If functions are equated with cognition, pleasure is equated with emotion; today we want products that appeal to both cognition and emotion."

(Norman n.d. cited in Cornette, 2011)

DON
NORMAN

UX
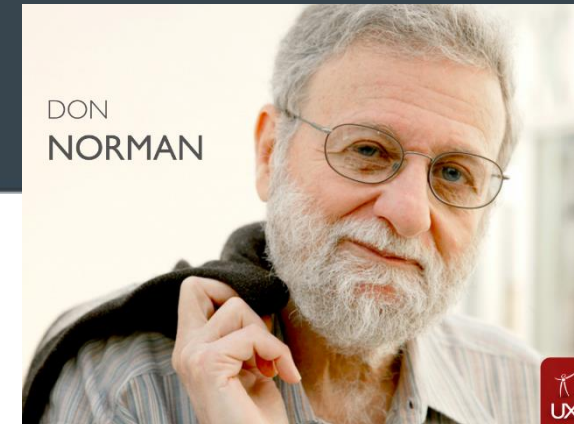
ADVANCE WEB SOLUTIONS

MOD004364

Tutorial 1

USER EXPERIENCE DESIGN

Arooj Fatima

INTRODUCTION TO USER EXPERIENCE (UX)

What do you think UX is?

In your opinion, why is UX important?

A little background…

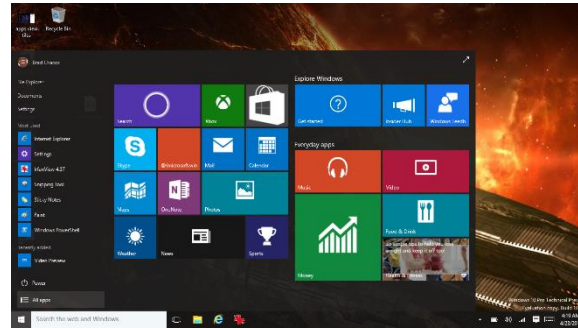# How many interactive products we use everyday?

Figure: Screenshot

Figure: Source | License

Figure: Source | License

Figure: Source

Figure: Source | License

Figure: Source | License

Figure: Source | License

Why do we like some products and reject others?

USER EXPERIENCE

☐ Ease of use

☐ Look and Feel

☐ Satisfaction

☐ Effectiveness

"every product that is used by someone has a user experience: newspapers, ketchup bottles, reclining armchairs, cardigan sweaters."
(Garrett, 2003)

Design for Experience
Figure: Source | License

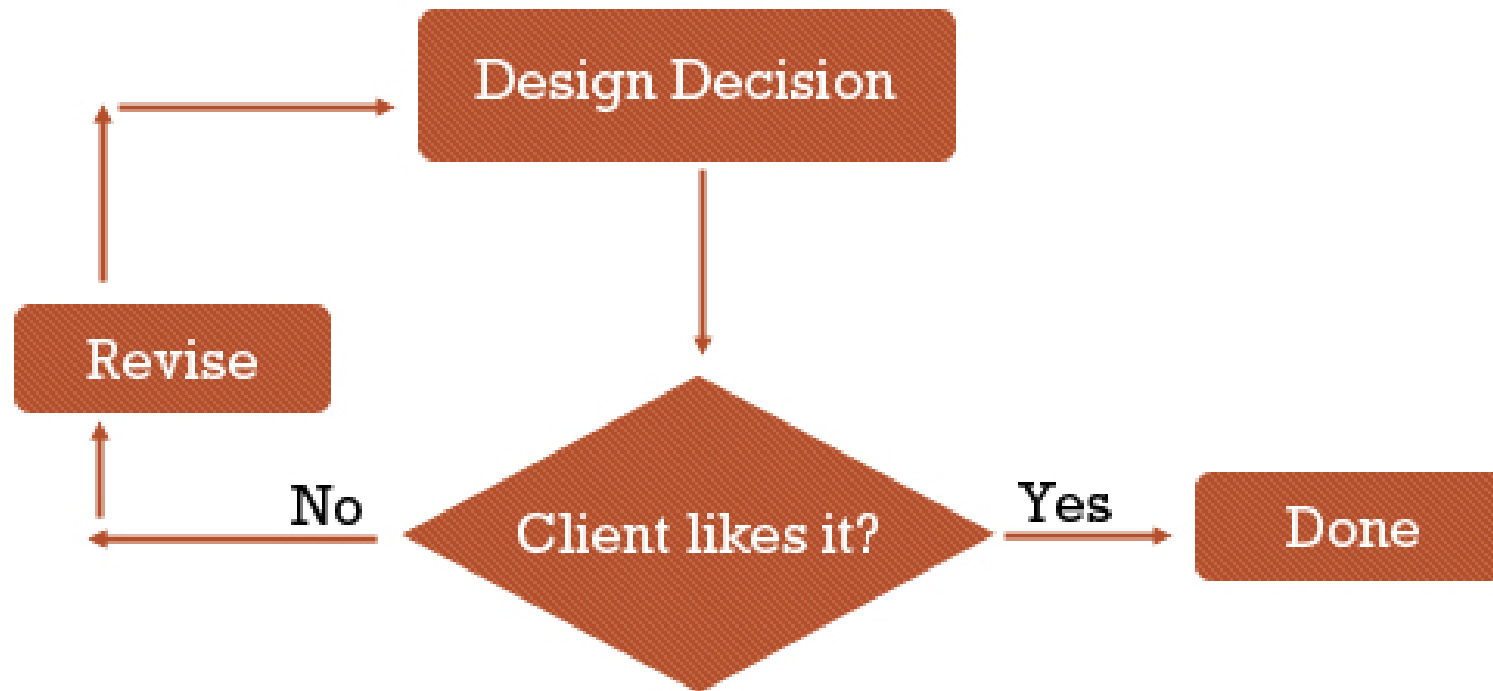**Design for Product**
Figure: Source | License

WHAT IS UX?

"User experience and interface design in the context of creating software represents an approach that **puts the user**, rather than the system, **at the centre of the process.** This philosophy, called user centred design, incorporates user concerns and advocacy from the beginning of the design process and dictates the needs of the **user   should be foremost in any design decisions**."
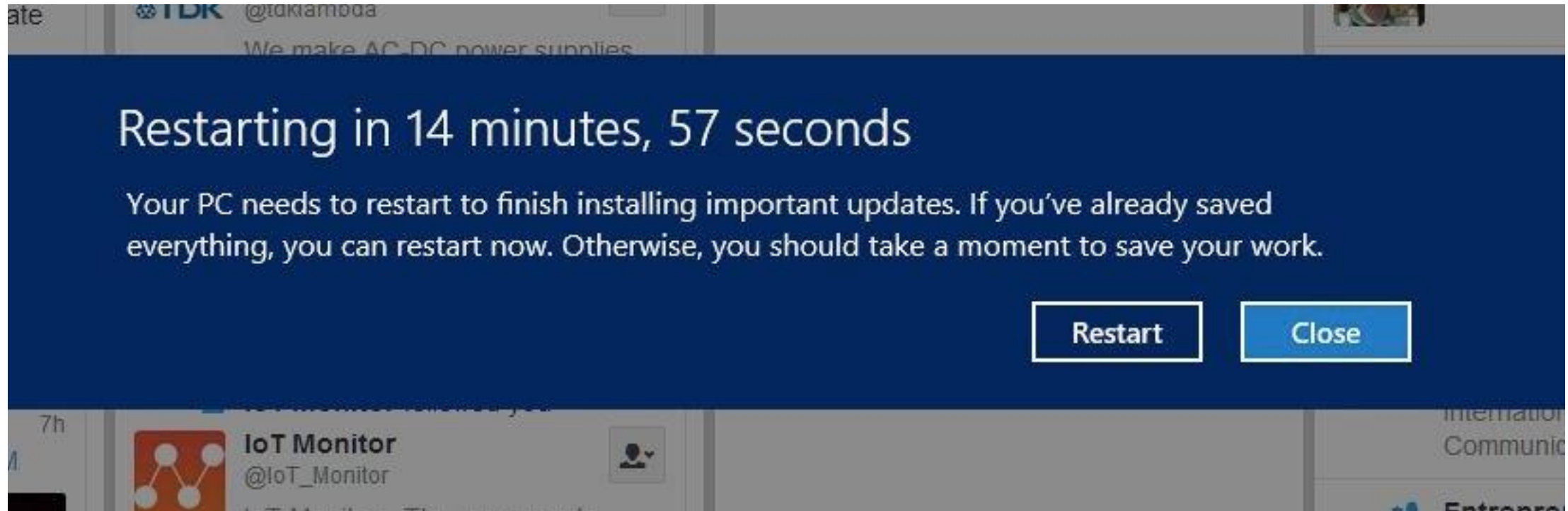
(*Microsoft)*

OLD APPROACH TO DESIGN A PRODUCT

Outdated Decision Process

Design Decision

Revise

No   Client likes it?   Yes   Done

THE 'DEVELOPER- CENTRED' WORLD?

DEVELOPER CENTERED PRODUCTS...

...ARE RUDE!

Restarting in 14 minutes, 57 seconds

Your PC needs to restart to finish installing important updates. If you've already saved everything, you can restart now. Otherwise, you should take a moment to save your work.

Restart   Close

IoT Monitor
@IoT_Monitor

Courtesy of http://www.quora.com/

...REQUIRE PEOPLE TO THINK LIKE COMPUTERS

Courtesy of http://www.quora.com/
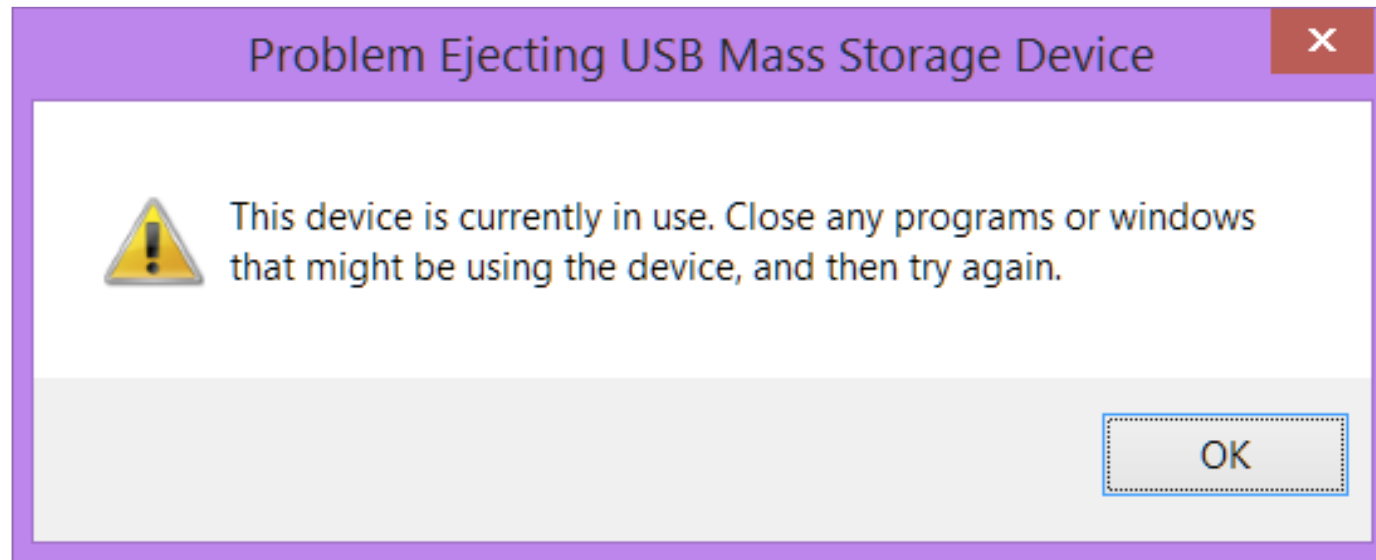
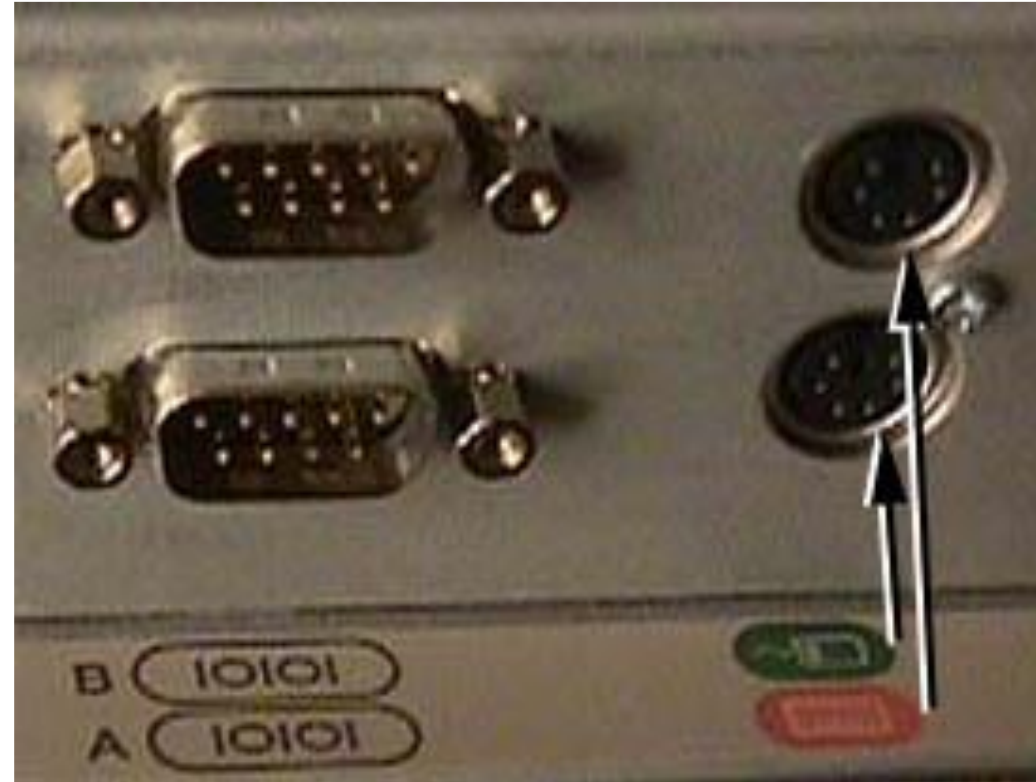# ...EXHIBIT POOR BEHAVIOR

Courtesy of http://www.quora.com/

BAD DESIGN
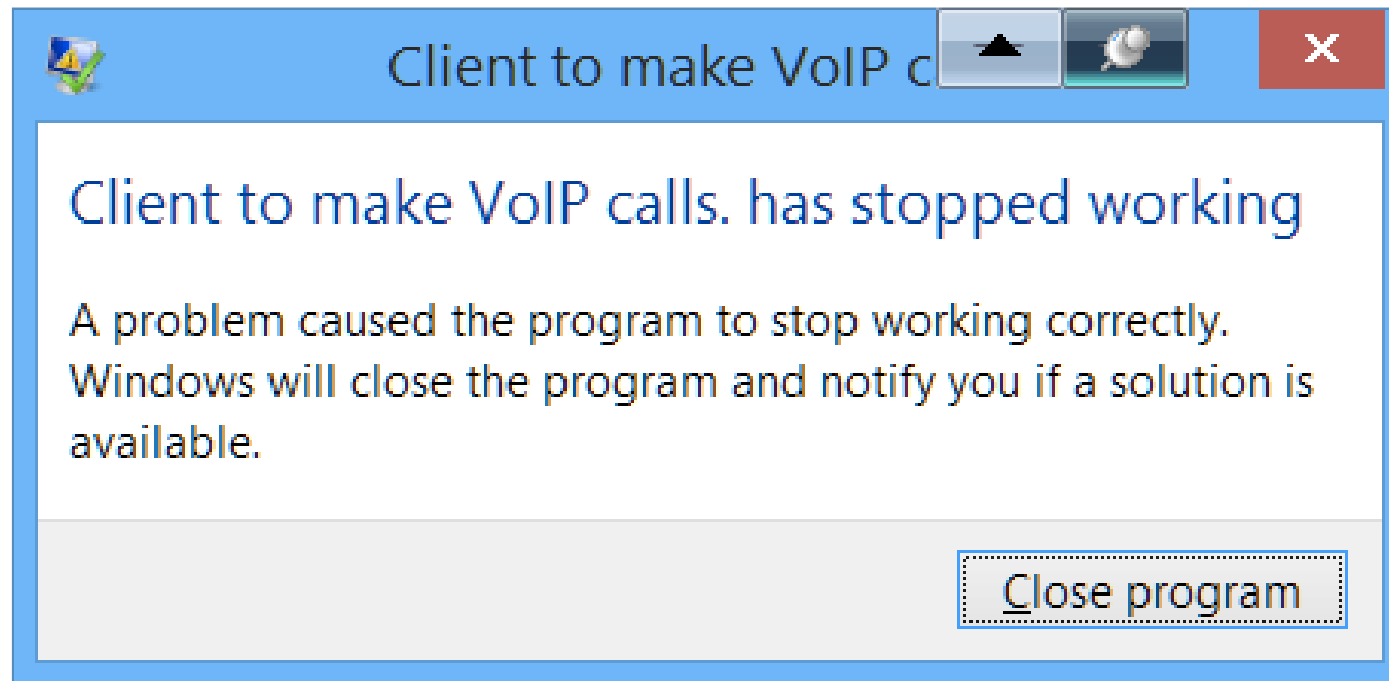
Photographs courtesy of Baddesigns.Com

BAD DESIGN?

GOOD DESIGN VS BAD DESIGN

Visible Navigation

Decreases conversion rate

✕ Bad

Hamburger Menu

Increases conversion rate

✓ Good

(Anthony, 2014)

USER EXPERIENCE DESIGN (UXD)

❏ **Process of determining…**

   ❏ how a product behaves and is used by people in the real world

   ❏ the way people feel about it and their satisfaction and pleasure when using it, looking at it, holding it, and opening or closing it

❏ **Process of enhancing…**

   ❏ user satisfaction by improving usability, visual design and interaction design

THE ELEMENTS OF UXD

USER EXPERIENCE DESIGN (UXD)

USER RESEARCH
Gathering user insights and experiences to improve product design

USABILITY
The product can be used to achieve the end goal

Design of a product or system that's based around the end-user's total experience with the system.

VISUAL DESIGN
The look and feel of the product.

INTERACTION DESIGN
Making a pleasent and non-frustrating experience.

INFORMATION ARCHITECTURE
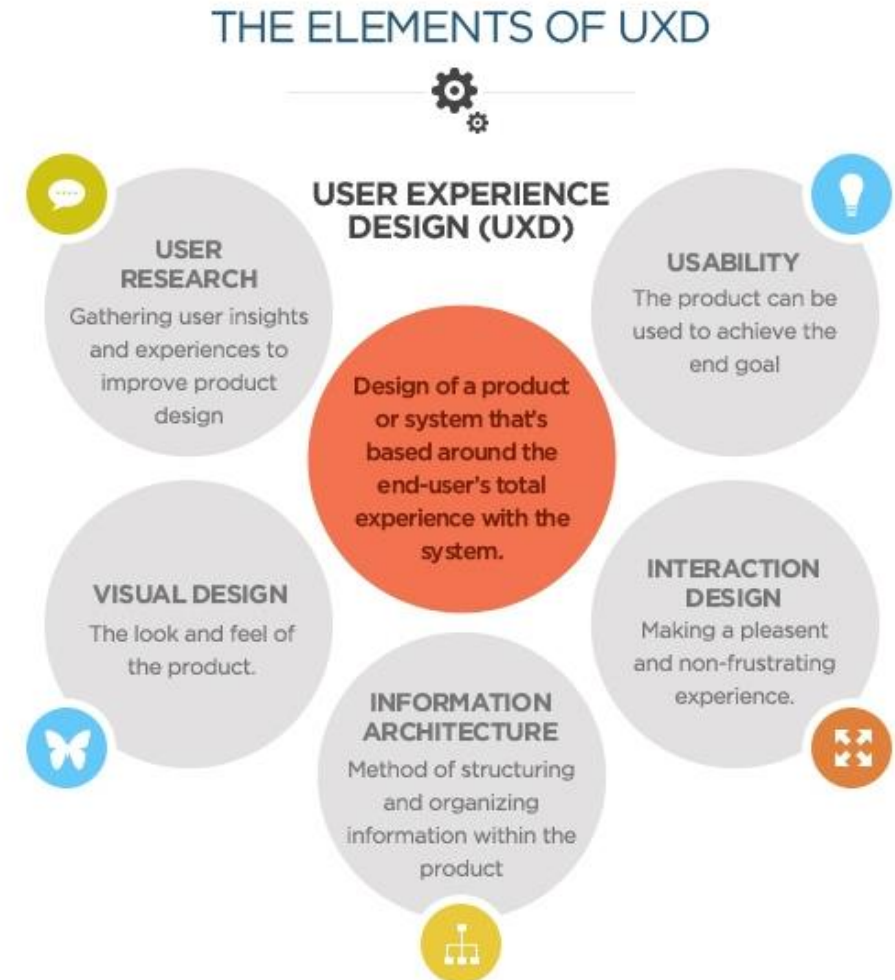Method of structuring and organizing information within the product

Figure 15: (Bhusari, 2013)

WHAT MAKES POOR UX

❑ Digital products that irritate and fail to meet user needs

❑ Don't provide an engaging or enjoyable experience

❑ Technology that makes people feel stupid

"If you intend to drive people away from your site, it's hard to imagine a more effective approach than making them feel stupid."

(Garrett, 2002)

WHO SHOULD BOTHER?

Vendors

❑ Their products will be selling more

❑ They will get higher ROI (Return On Investment)

❑ They will get more credibility

USABILITY! IT GIVES YOU HAPPY CUSTOMERS

Figure: Source (Modified) | License

WHO SHOULD BOTHER?

You... who intend to be

❑ UX Consultants

❑ Usability Consultants/Testers

❑ UI/Web Designers

❑ Interaction Design Researchers

❑ UX Designers

Figure: Source (Modified) | License

UX DESIGN AS CAREER

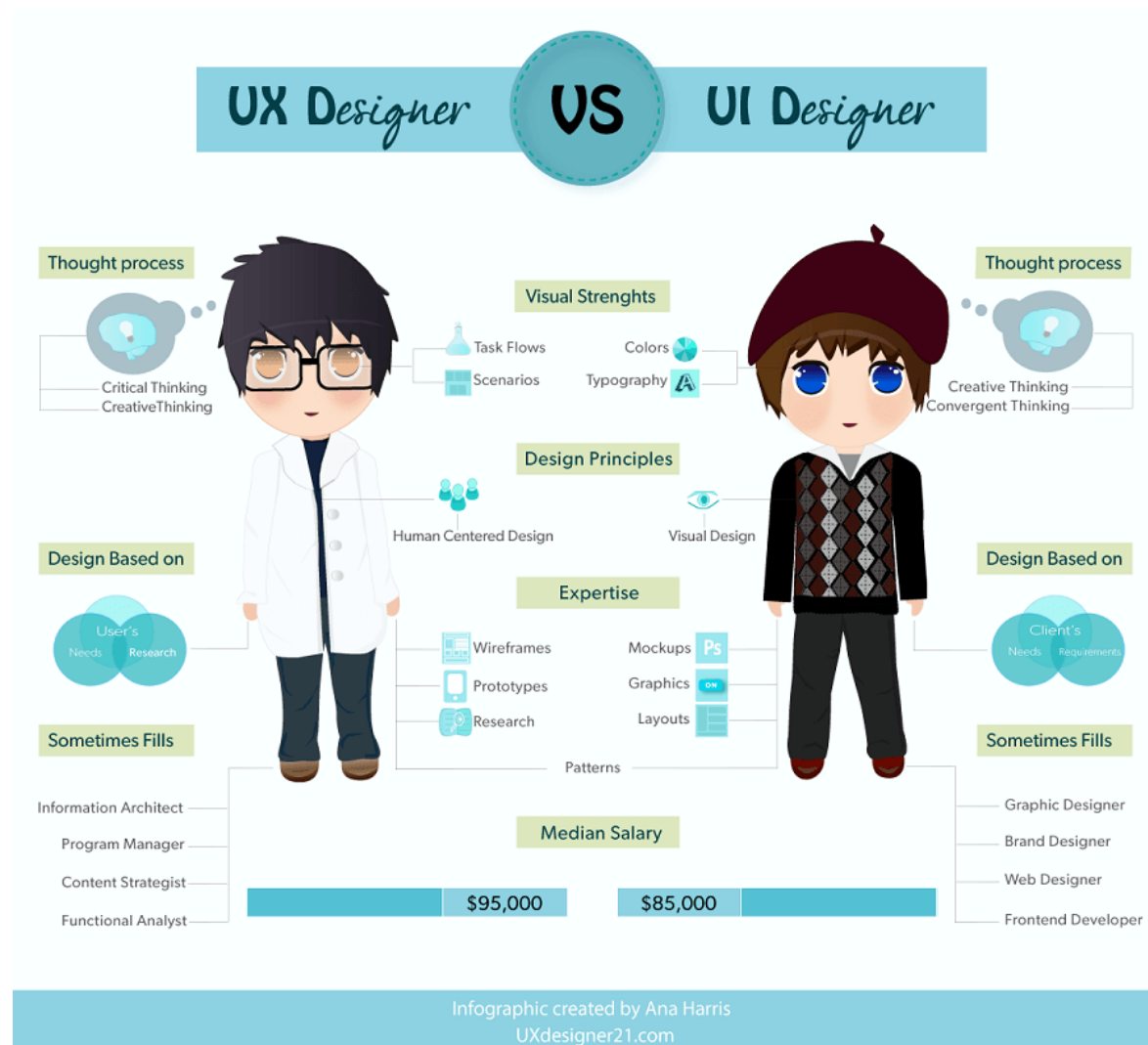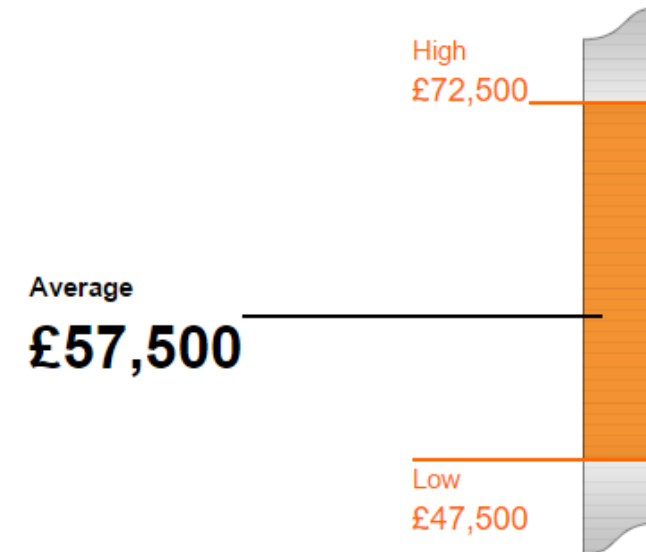Figure 28: Source (used with permission)

Figure 29: Source (screenshot)

USER EXPERIENCE DESIGN (UXD)

1. User Research

- ❑ identify product users (personas)

- ❑ basic user requirements, user journey and maps

- ❑ user need analysis and task analysis

THE ELEMENTS OF UXD

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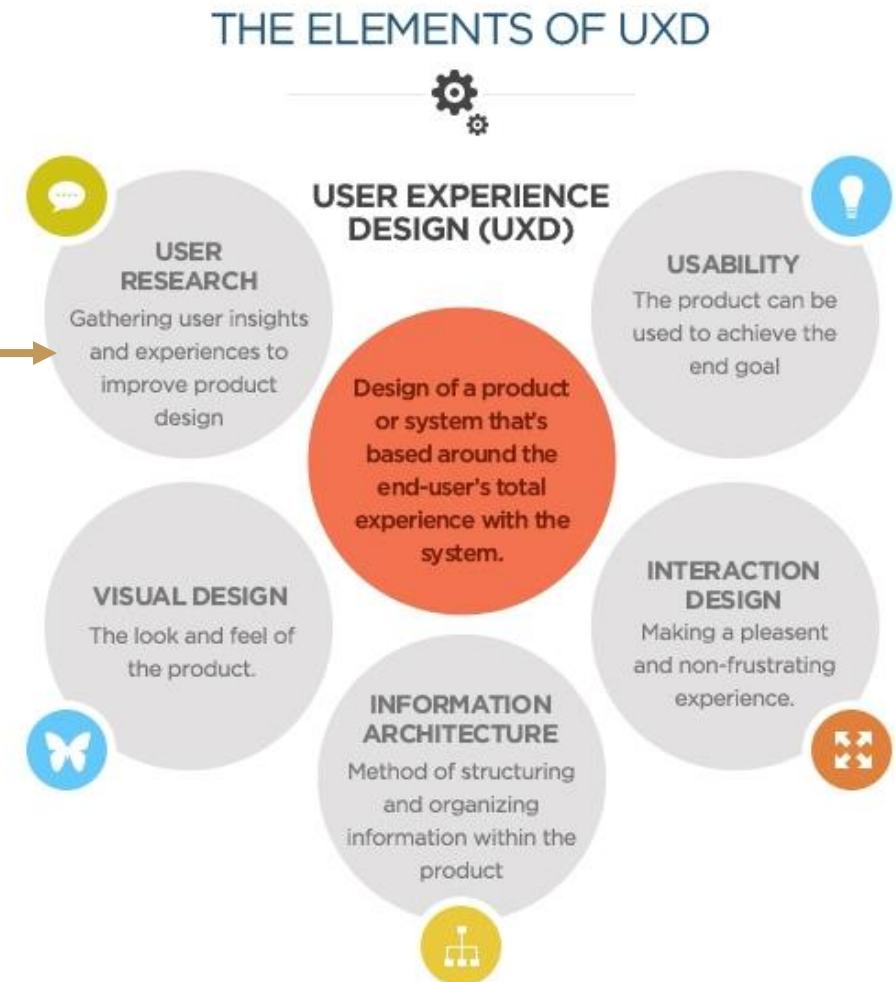
Figure 15: (Bhusari, 2013)

USER EXPERIENCE DESIGN (UXD)

2. Visual Design

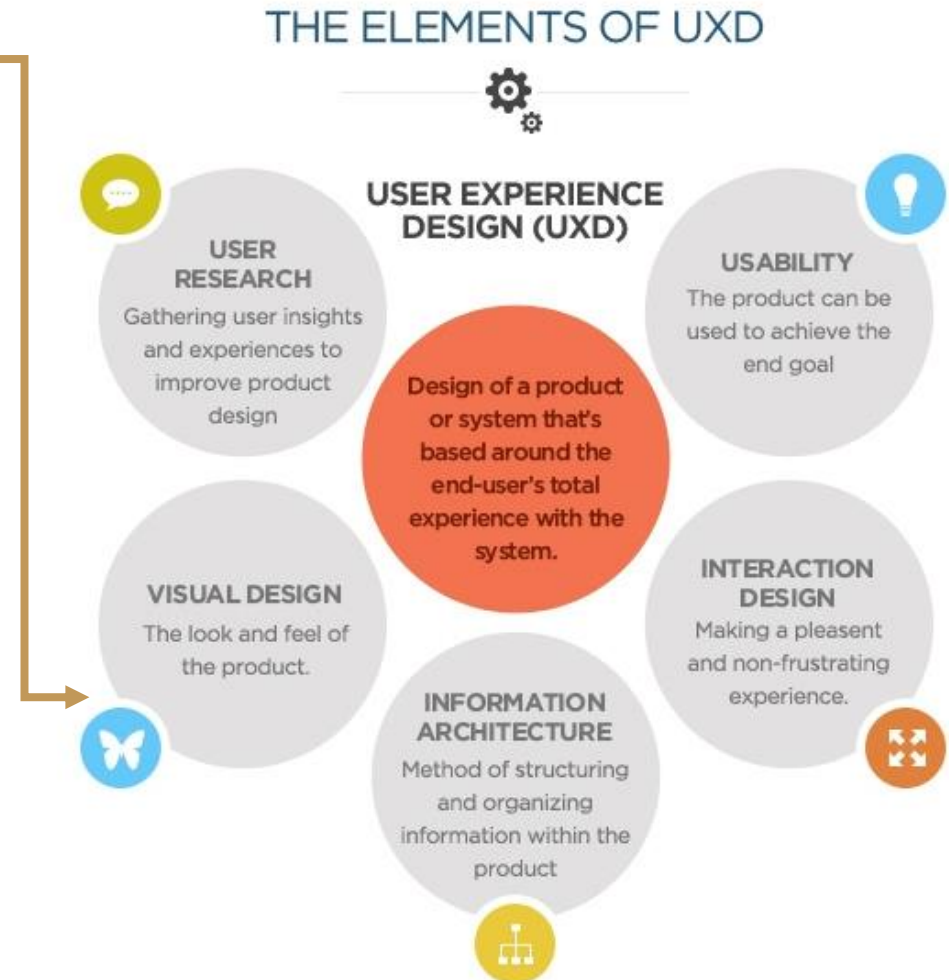- ❑ deals with look and feel of the product

- ❑ visuals and aesthetics

Figure 15: (Bhusari, 2013)

USER EXPERIENCE DESIGN (UXD)

3. Information Architecture

❑ deals with methods of structuring and organising information

❑ makes information easy to find and easily accessible

THE ELEMENTS OF UXD

USER EXPERIENCE DESIGN (UXD)

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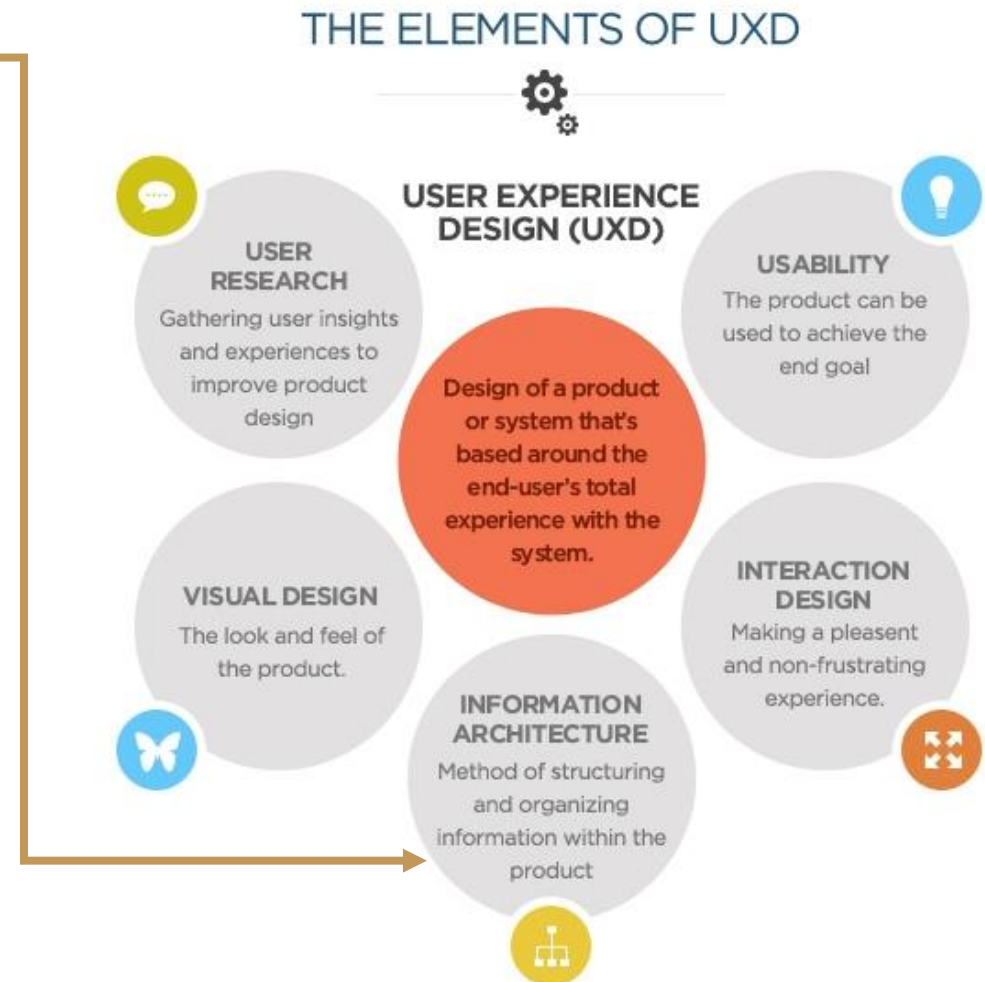
Figure 15: (Bhusari, 2013)

USER EXPERIENCE DESIGN (UXD)

4. Interaction Design

❑ Interaction Design (IxD) involves designing interactive products to support the way people communicate and interact in their everyday and working lives (Sharp et al., 2007).
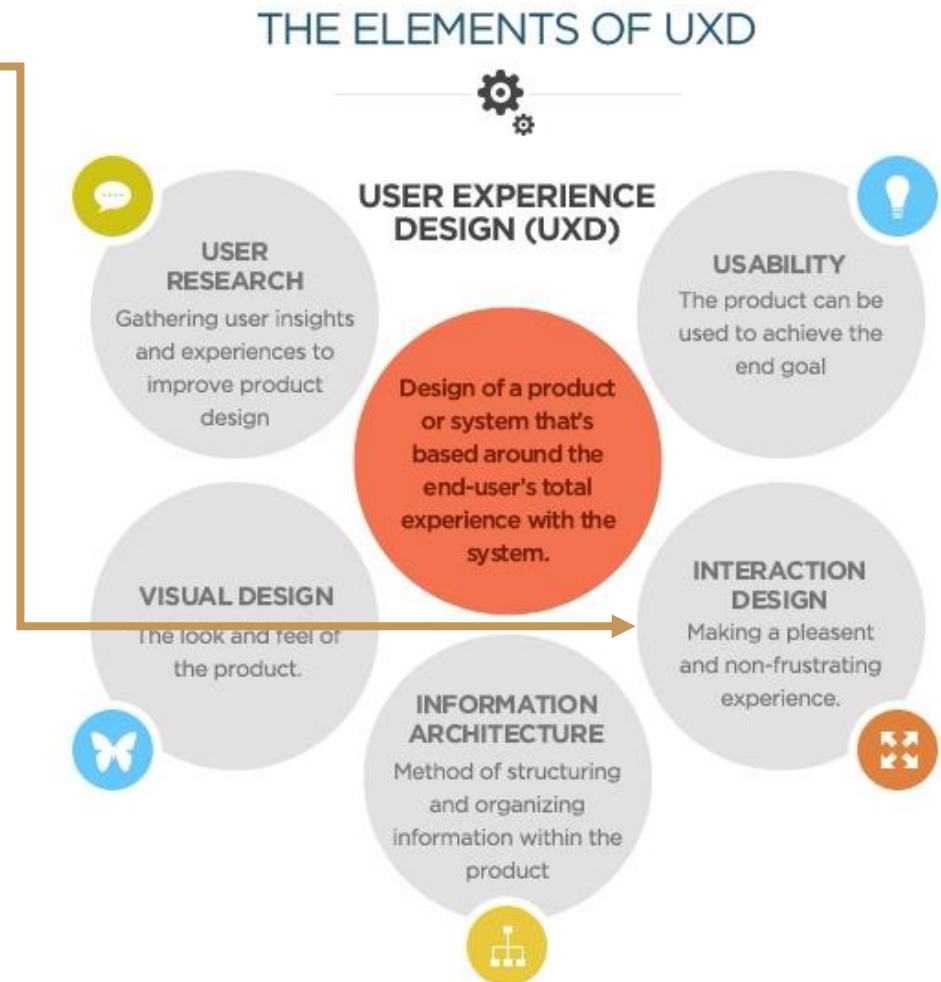
THE ELEMENTS OF UXD

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INTERACTION DESIGN
Making a pleasant and non-frustrating experience.

Figure 15: (Bhusari, 2013)

USER EXPERIENCE DESIGN (UXD)

5. Usability

❑ Is the EXTENT to which a product or application is "usable".

❑ Is the effectiveness, efficiency and satisfaction with which a specified set of users can achieve a specified set of tasks in a particular environment(International Standard Organisation: ISO 9241).
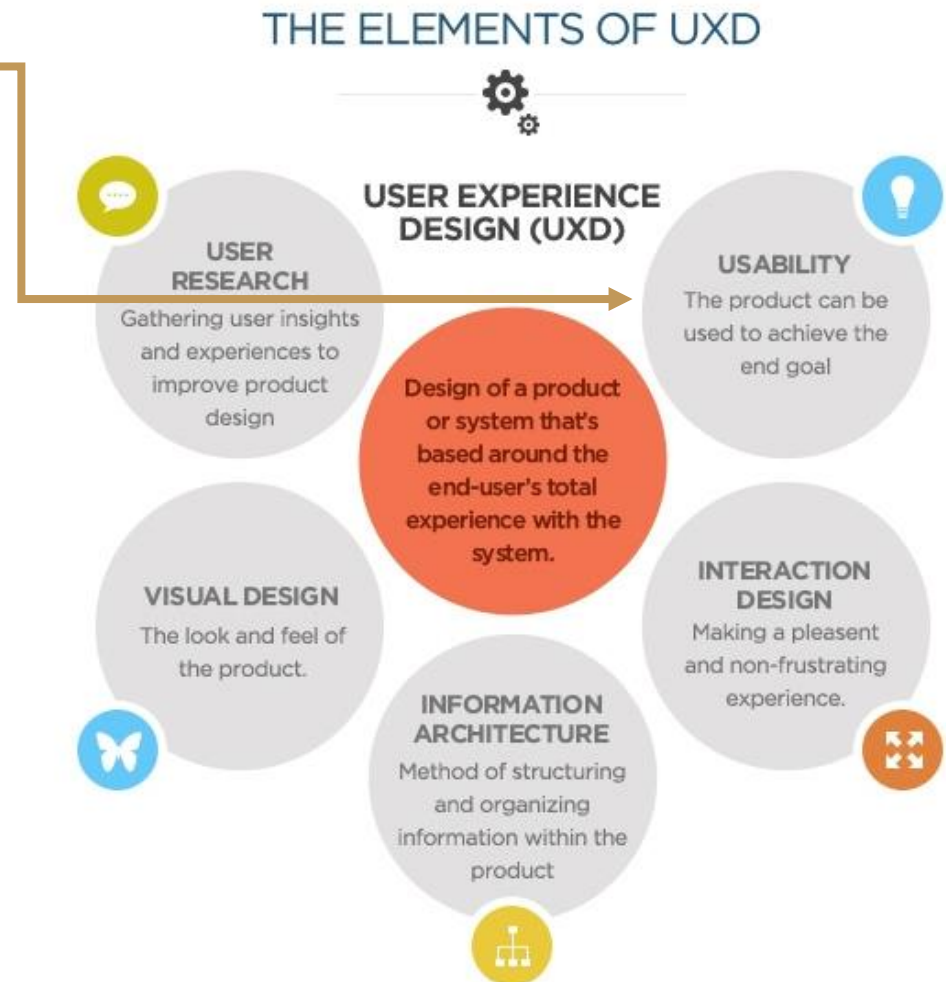

Figure 15: (Bhusari, 2013)

FEATURES OF A GOOD INTERACTION DESIGN

- ❑ Visibility
- ❑ Logical Design
- ❑ Consistency
- ❑ Affordance
- ❑ Feedback

FEATURES OF A GOOD INTERACTION DESIGN

❑ **Visibility**

Visibility refers to visible and clear controls

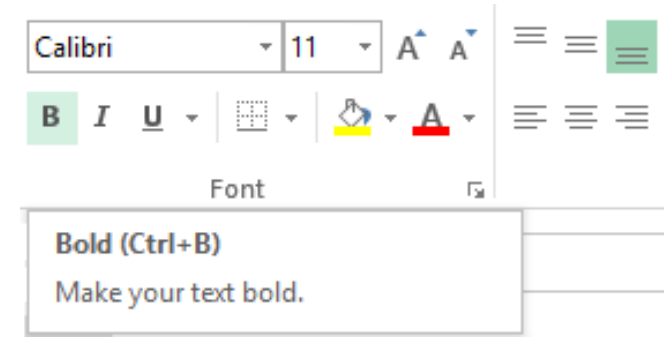❑ Logical Design

❑ Consistency

❑ Affordance

❑ Feedback

Figure 20: Source (screenshot)

FEATURES OF A GOOD INTERACTION DESIGN

❑ Visibility

❑ **Logical Design**

A design that is not ambiguous

❑ Consistency

❑ Affordance

❑ Feedback

Figure 21: Source

Figure 22: Source (capl@washjeff.edu) | Licence

FEATURES OF A GOOD INTERACTION DESIGN

❏ Visibility

❏ Logical Design

❏ **Consistency**

The interface should have similar elements for similar tasks to enhance learnability.
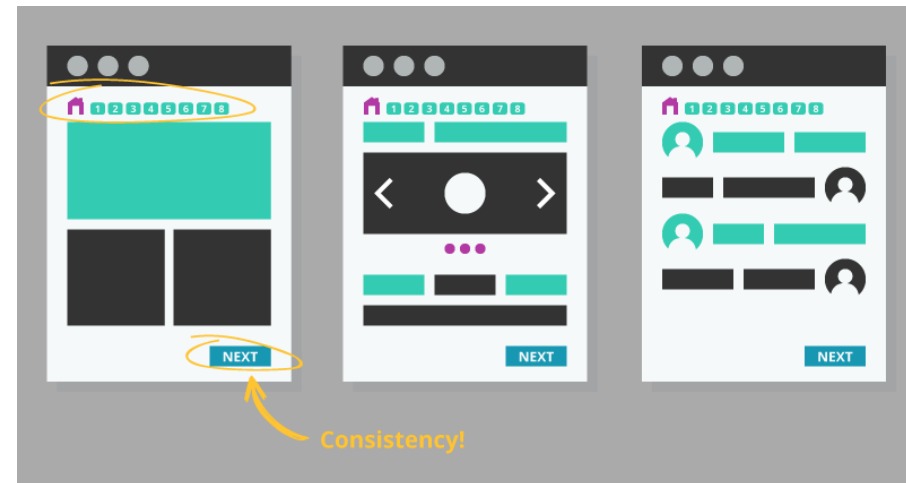
❏ Affordance

❏ Feedback

Figure 23: Source

FEATURES OF A GOOD INTERACTION DESIGN

❑ Visibility

❑ Logical Design

❑ Consistency

❑ **Affordance**

Refers to an attribute of an object that allows people to know how to use it

❑ Feedback

Figure 24: (Modified) Source:| License

FEATURES OF A GOOD INTERACTION DESIGN

❑ Visibility

❑ Logical Design

❑ Consistency

❑ Affordance

❑ **Feedback**

It refers to sending information back to the user about what has been done. It includes sound, highlighting, animation and combinations of these.
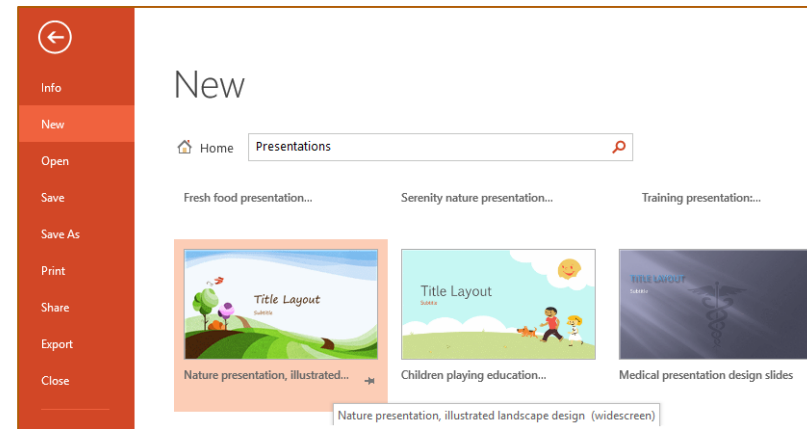

Figure 25: Source (screenshot)

ACTIVITY FOR TODAY

❑ **Research MVC frameworks**

Research MVC frameworks for PHP language and decide which framework you would like to use.

❑ **Test XAMPP on all machines**

XAMPP is a web server package that we will be using for this module. Find it in C:/xampp and try running it.

Figure 32: Source (Office Online Resources) | License

ANY QUESTIONS?