

# **UX Career Research Report**

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# **Introduction**

User experience is all about creating and synchronizing elements that influence a user's perceptions and behaviors towards a particular company.(Chandler, 2012, p. 18)

This research report will investigate an interaction design as a one of the possible career paths in UX with details of the necessary skills needed in this field, as well as explain and distinct other career opportunities. On account of understanding better user experience, another purpose of this study is to explore and detail three chosen, related UX topics.

# **Career Pathways**

There are various career paths in UX such as:

* **Service design:** is the process of planning and organisingbusiness’ resources so that they directly benefit the employees, and indirectly benefit the customers.(Gibbson, 2019)
* **Interaction design:** is the process of creating a conversation between the user and the product which might be physical and emotional becomes apparent as it interacts with design, functionality, and innovations through time. (Kolko, 2007, p. 12)
* **Visual design:** in this field typically, just the appearance of the design is considered.
* **Content design:** is about offering users with the information they require in a predictable manner. It all involves making sure data and evidence are used in the right way.
* **Technical communication:** the primary goal is to help clients who require information on accomplishing activities. It moreover benefits businesses in a variety of ways, including increased productivity and user-focus.
* **Information architecture:** gathering, arranging, and naming data in an efficient and long-term method. The purpose is to assist clients in finding information and accomplishing goals.

Chart, sunburst chart

Description automatically generated

Figure Fields of User Experience Design, by Elizabeth Bacon.

## **An overview of the Interaction Design**

An interaction designer oversees designing the functionality of an application or website in response to customer activities. This covers website flows across several views as well as interaction inside a single view. Creating task flows illustrating collaboration between pages or elements inside the site and creating wireframes displaying in-page actions, including dynamic navigation and extendable regions of information are standard tasks throughout the creation of sites or apps.

**Three Approaches to Interaction Design:**

* **A technological point of view:** Designers make it enjoyable to utilize digital technologies. As a result, the advent of software and the Internet resulted in the expansion of the area of interaction design. Interaction designers shape the raw material created by programmers into products that consumers like using.
* **A behaviorist point of view:** Concerned with identifying the behavior of items, environments, and systems. This point of view emphasizes performance and suggestions for improvement.
* **The Social Interaction Design point of view**: Fundamentally sociological, centered on allowing interpersonal interactions through products. In this perspective, technology is almost unimportant; any object or device may link consumers. These interactions can be one-to-one, as in a telephone conversation, one-to-many, as in a webpage, or many-to-many, just like with the stock market. (Saffer, 2010, pp. 4-5)

**Important character aspects as an Interaction Designer:**

* **Effective communication**: An interaction designer must know how to present data and suggestions properly to the entire team.
* **Individualism:** Most of the problems interaction designer must solve on its own.
* **Continuous self-development:** To succeed in the fast-growing tech industry interaction designer must stay on the cutting edge with all new innovations.
* **Relation management:** Interaction design spans several sectors. The designer must know how to listen and negotiate with other departments.

## **Career Options for Interaction Designers:**

* **User Interaction Designer:** concentrate on the physical and emotional interactions that people have with products in order to improve customer experience.
* **Service Designer:** focused on every component of the user's experience, particularly when it comes to assuring that a company’s products have had a beneficial influence on them. They will focus on both physical infrastructure and digital services.
* **Senior Product Designer:** oversee the whole product development process. They frequently combine the tasks of a product manager, an interaction designer, and a UX designer. They are critical in ensuring that the customer's demands are addressed during the creation of products and services.
* **Director UX Designer:** responsible for leading the entire team and for the entire department’s vision.

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# **Navigation Structure**

## **Activities in the Interaction Design model:**

* **Establishing requirements:** Identifying what an interactive product must do is critical for ensuring the experience provides the best possible match for the user, both in terms of what the user must accomplish with the product as well as what the product itself should be able to do.
* **Designing alternatives:** In this stage, authors are coming up with concepts to fit the criteria. Designing alternatives can be divided into conceptual design and physical design.
* **Prototyping:** A process during which user's experience issues can be identified and fixed. Prototyping also might be helpful in exploring different aspects of the product.
* **Evaluating:** Designers may use evaluation to determine the constraints of the project, determine how well a prototype fulfils existing needs, discover new requirements, and determine what adjustments need to be done to meet those requirements.

## **User story:**

User story is a brief description of system functionality that tends to have the following structure: I as a (role) want (function) so that (business value). User stories are made up of three elements: a card (description of the story that is being used for planning and as a reminder), conversations (about the story that help to identify the story’s specifics), and the confirmation (details-conveying and documenting tests that can be used to assess whether a user’s story is finished. (Cohn, 2004, pp. 4,81))

Graphical user interface, text, application, email

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Figure My own User Story Card Example

# **The Structure Plane**

The structural plane can be also called interaction design and it determines how features are connected. Flowcharts are used to create conceptual models in the structure plan. There are four stages in the first flow chart:

Diagram

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Figure The Structure Plane, Syahrina, A. (2020) p. 44-55

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## **Navigation Patterns**

* **Hub & spoke** is an alternative hierarchical pattern. Multiple discrete application portions or "spokes" are properly shown in the "hub.". To help the user remain focused on the task at hand, each "spoke" is utilized independently of the others. It is also a great approach to keep on-screen noise to a minimum. There should be no more than five to seven spokes in a hub.   
  A picture containing shape

  Description automatically generated

Figure 4 Hub and spoke by Roland McLain-Smith, medium.com

* **Database** is applied to material with logical content and the individual pieces of content are frequently unrelated. Consistent fields and information are used in the database design pattern, using the same template to make a new page. One of the examples can be Data Mapper. It is an architectural pattern and by using a it, we can separate our in-memory objects from our databases.

A picture containing graphical user interface

Description automatically generated

Figure 5 A Data Mapper by M.Fowler "Patterns of Enterprise Application Architecture"

* **Hypertext** is beneficial when information is generated over time and authors do not know exactly what will be created. One of the examples of hypertext might be a wiki’s pattern. The format is valuable enough to reflect a design pattern rather than only a page design.
* **Linear** displays a clear, organized endpoint destination from which the user is unlikely to stray. The user is respectively redirected to a specified page after completing a task or exiting from the called website. An example of linear navigation pattern might be a PowerPoint presentation or a book.
* **Catalogue** divides store data and catalogue groupings into customer-friendly views. It is based on the site's size and content type and mostly viewed in e-commerce. Below an example of how catalogue navigation can look like in e-commerce:

Diagram

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Figure 6 Catalogue Navigation, HCL Software,

## **Usability Concerns**

* **Learnability** refers to how efficiently people can learn to use a system, and how much they have understood during the time.
* **Efficiency** is all about how quickly users can complete the task. The effectiveness of the tools put into the website is just as essential as their appearance.
* **Memorability** refers to how simple it is for customers to restore skills after an extended period of inactivity and guarantee that a design is something that leaves a good impression on customers by providing a readable design.
* **Recoverability** it is critical to understand how many mistakes a user may commit and how simple it was for them to recover from them.
* **Satisfaction** the amount of happiness connected with using the product, which may also be related to the user's perception of the product's worth.

# **Requirements and Task Modelling**

## **Technical and content requirements**

Operating system, or language are examples of technical requirements and can be divided into two sections: functional and nonfunctional. The functional requirements define what users can do with the system. They are more practical and mandatory for system to works.

Nonfunctional requirements describe how products work. They outline general product usability, performance. They are not mandatory, but desirable.

In terms of content requirements needs to be known how often changes should be made, select proper sizes, consider the data. The author should concentrate on the content, which includes audio, text, and graphics. (Gao J., 2007, pp. 396,397)

## **Different scenario types**

Scenarios help to understand our user group. Before writing scenario, we need to specify our target user. Authors should focus on one persona per scenario. Examples of different scenarios:

* **Goal or task-based scenario:** focus on what the user would like to do. Include no information about how the user will complete the scenario.
* **Elaborated scenario:** have more user story details and can help understand better what users are expecting. It is more extended than the previous one.
* **Full scale task scenario**: can either report all the steps that users take to complete a task, or it can describe the steps you plan to set up for users in the new site.

## **Task Modelling**

Task Modelling helps the designer to understand what tasks users are doing to attain their goals and identify which user groups to focus on, determine the main tasks and why are users completing them. It allows to identify essential stages for a single action. It should always be done following some basic user research. Each task model contains a brief summary of the task, task’s preconditioning, subtasks and postcondition.

## **MoSCoW Method**

MoSCoW is an abbreviation for: **M**ust have, **S**hould have, **C**ould have, **W**on’t have this time. It works by understanding the idea that all project requirements can be considered important, but they should be prioritized to give the biggest benefits in the fastest possible time frame.

* **Must have:** These are the conditions that must be provided within the timeframe specified for everyone associated with the project to proceed.
* **Should have:** These needs aren't absolutely required for completing the project effectively, but they are the "good to have" criteria on the list.
* **Could have:** Desired in order to give a pleasant user experience, but they are not critical to the project's completion. They will only be supplied if there is adequate time and resources available to spend to them.
* **Won’t have:** Requirements that are not going to be implemented in the project because they won’t provide return on investments. They are left until they are either deleted from the criteria list or become more important to the project. (Koch, 2021, pp. 18,19)

# **Conclusion**

The aim of this report was to investigate career pathways and discuss 3 UX topics. I have selected navigation structure, the structure plane and requirements and task modeling as they were the most connected to the interaction design career pathway.

There are numerous exciting job opportunities within UX. According to LinkedIn, UX design is one of the top ten skills to have in 2020. Interaction design is one of them. To achieve an excellence in this career, a person should have a good communication and analytical skill. With all this, as a Glassdoor.com shows, ones can earn on average £33000 a year, but the salary increases adequately with the years of experience. Interaction design is a great profession and just as all IT careers are the future, so is this one.

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