

使用者經驗 了美好的一天

但是於我何干？

報導者設計 吳政達
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早上Sleep Cycle的鬧鐘無痛把我叫醒，昨晚的睡眠品質有93%

通勤的路上用Spotify聽「每週新推薦」歌單，很多歌都沒聽過，但是都很喜歡
進辦公室打開電腦，簡潔的Google首頁馬上讓我進入工作狀態，趕快搜尋待會報告用的資料
用Dropbox Paper寫了一份企劃，分享給各級主管，Slack的channel立刻同步發佈了通知訊息

中午有同事的讀書會，福委會主委用Uber eat訂了好吃的披薩

我之前都不知道這家店，而且竟然就在附近！

下午收到媽媽傳來的LINE說她又買了新貼圖，我錄了一段語音訊息跟她說想家了這週末會回去
離開辦公室前同事揪團購不小心手滑，打開記帳城市又蓋了一座房子，還好還沒超支

回到家跟著Pocket Yoga練瑜伽，通體舒暢

睡前打開Netflix看影集，昨天看到一半，還好有自動繼續播放的功能

準備睡覺，真是美好的一天！

使用者美好 / 糟透了的一天



「使用者經驗」包含了使用者與公司的產品及服務互動中的**所有面向**。

使用者經驗 User Experience / UX

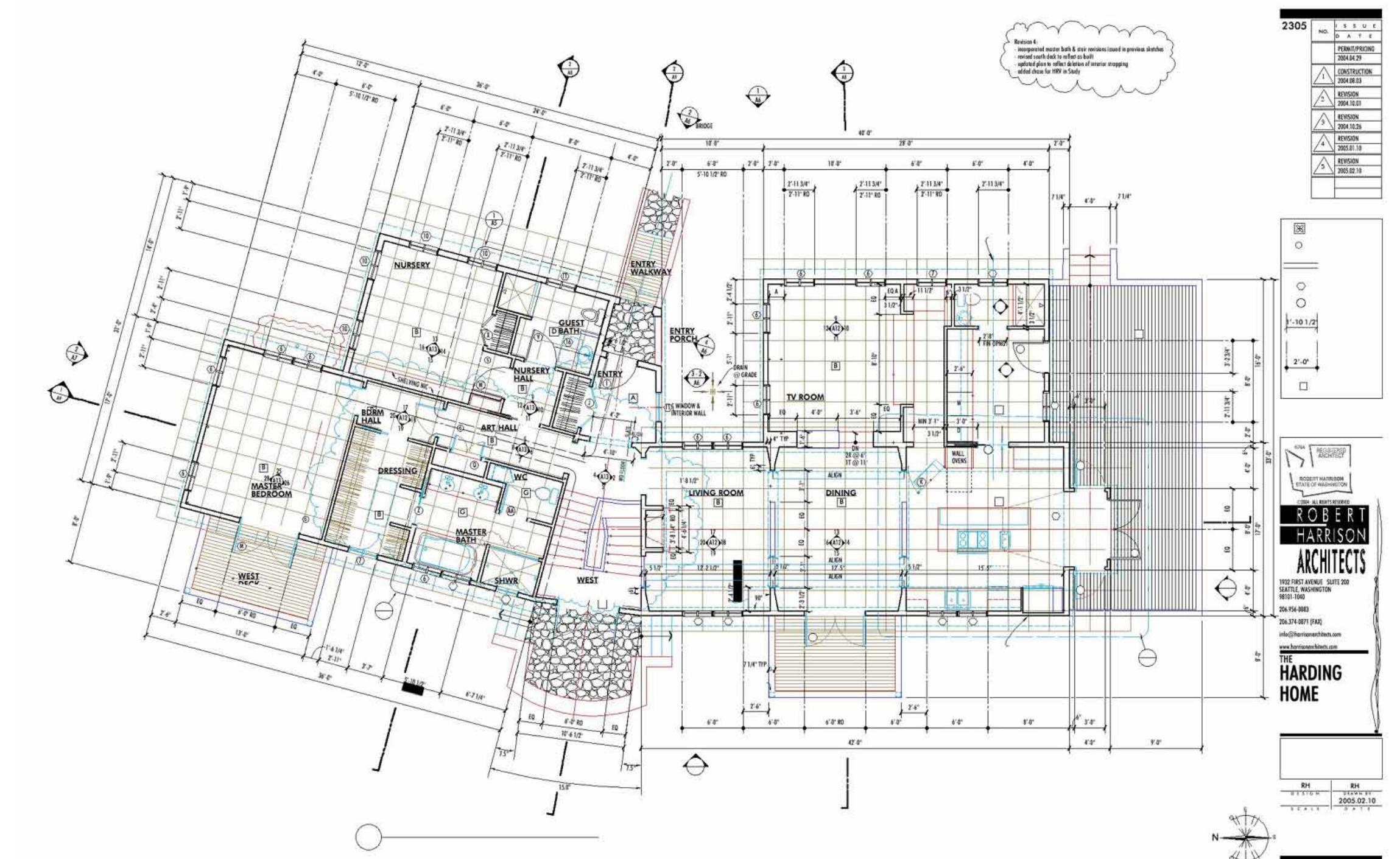
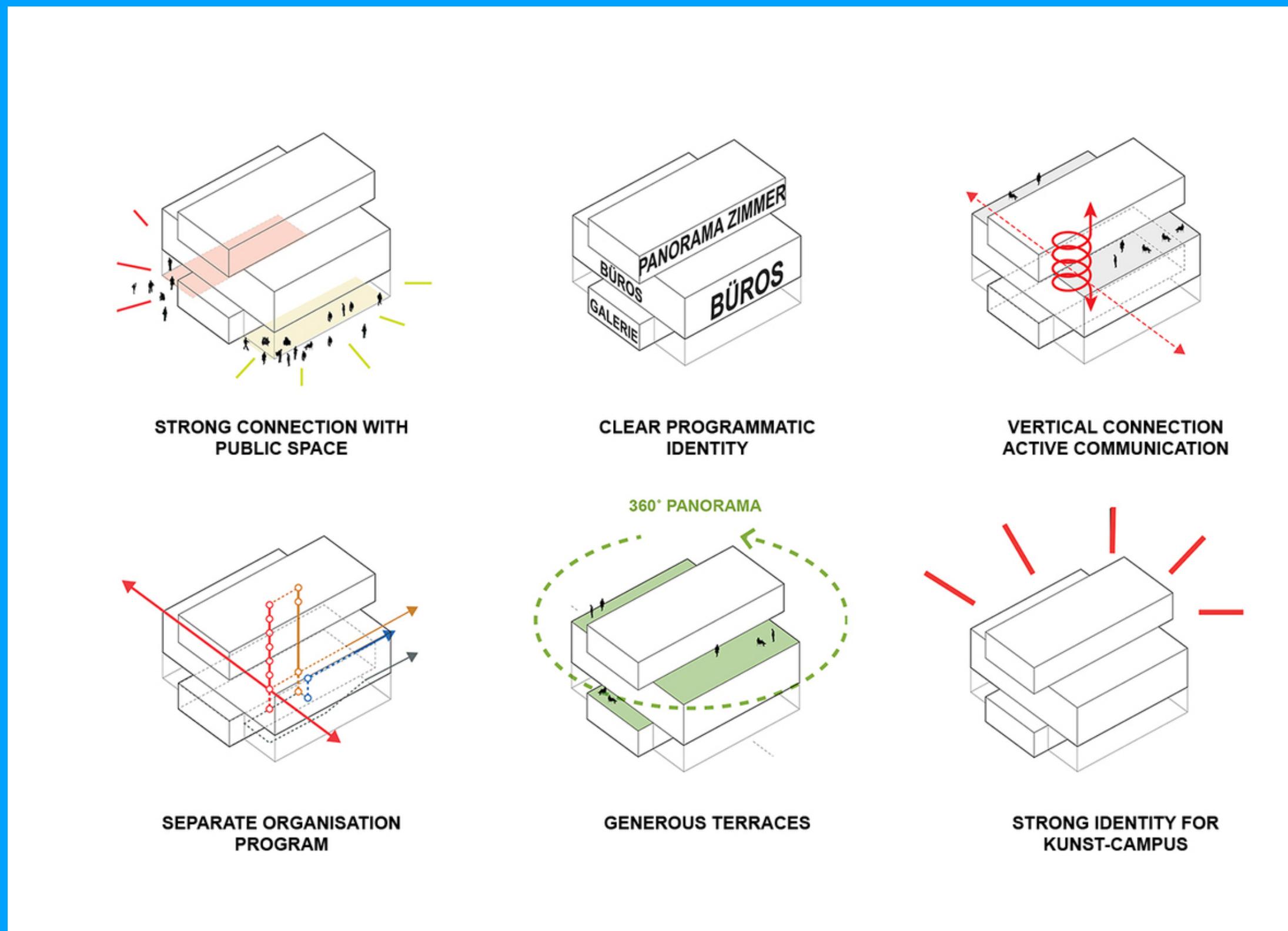
"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

— Donald Norman / Neilson Norman Group 1993



The broad outlines of function and form of something are articulated

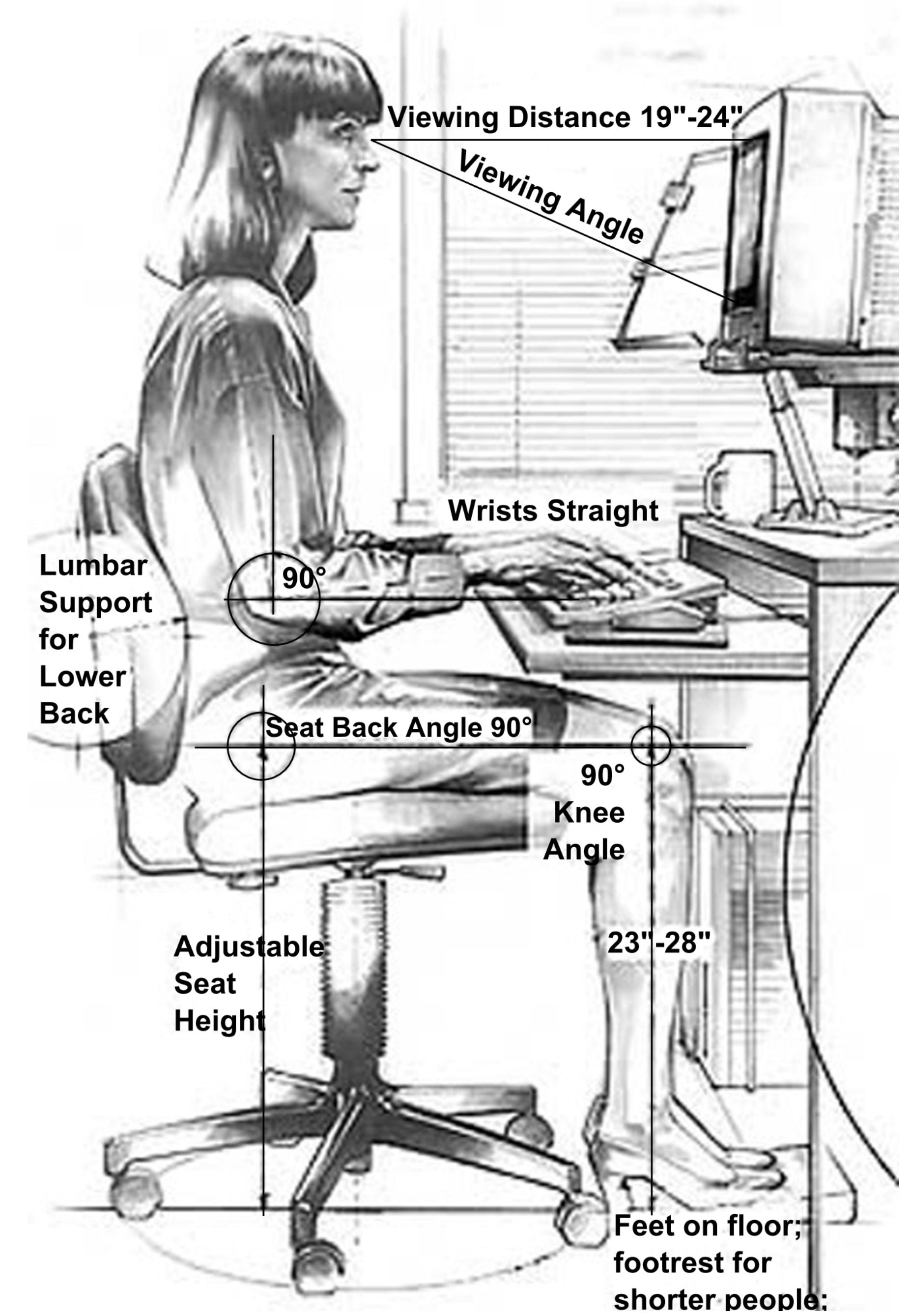
Ensuring the concept is actually feasible



研究人和機器、環境的相互作用及其合理結合，使設計的機器和環境系統適合人的生理及心理等特點，達到在生產中提高效率、安全、健康和舒適目的的一門科學。

人因工程學 Human Factors and Ergonomics

The application of psychological and physiological principles to the (engineering and) design of products, processes, and systems. The goal of human factors is to reduce human error, increase productivity, and enhance safety and comfort with a specific focus on the interaction between the human and the thing of interest.







整體環境

關於設計...

科技技術

個體需求

心理的

系統化的

環境的

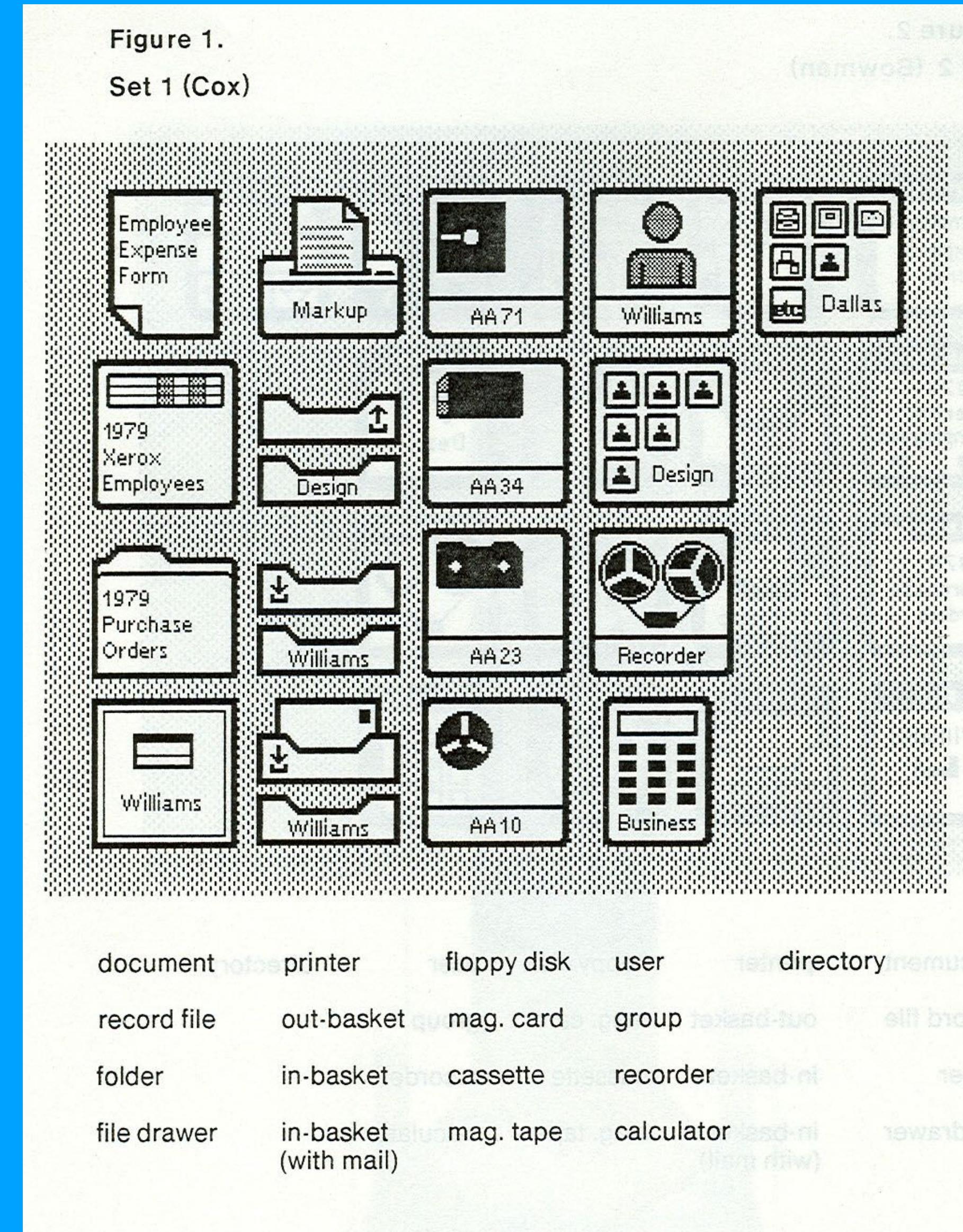
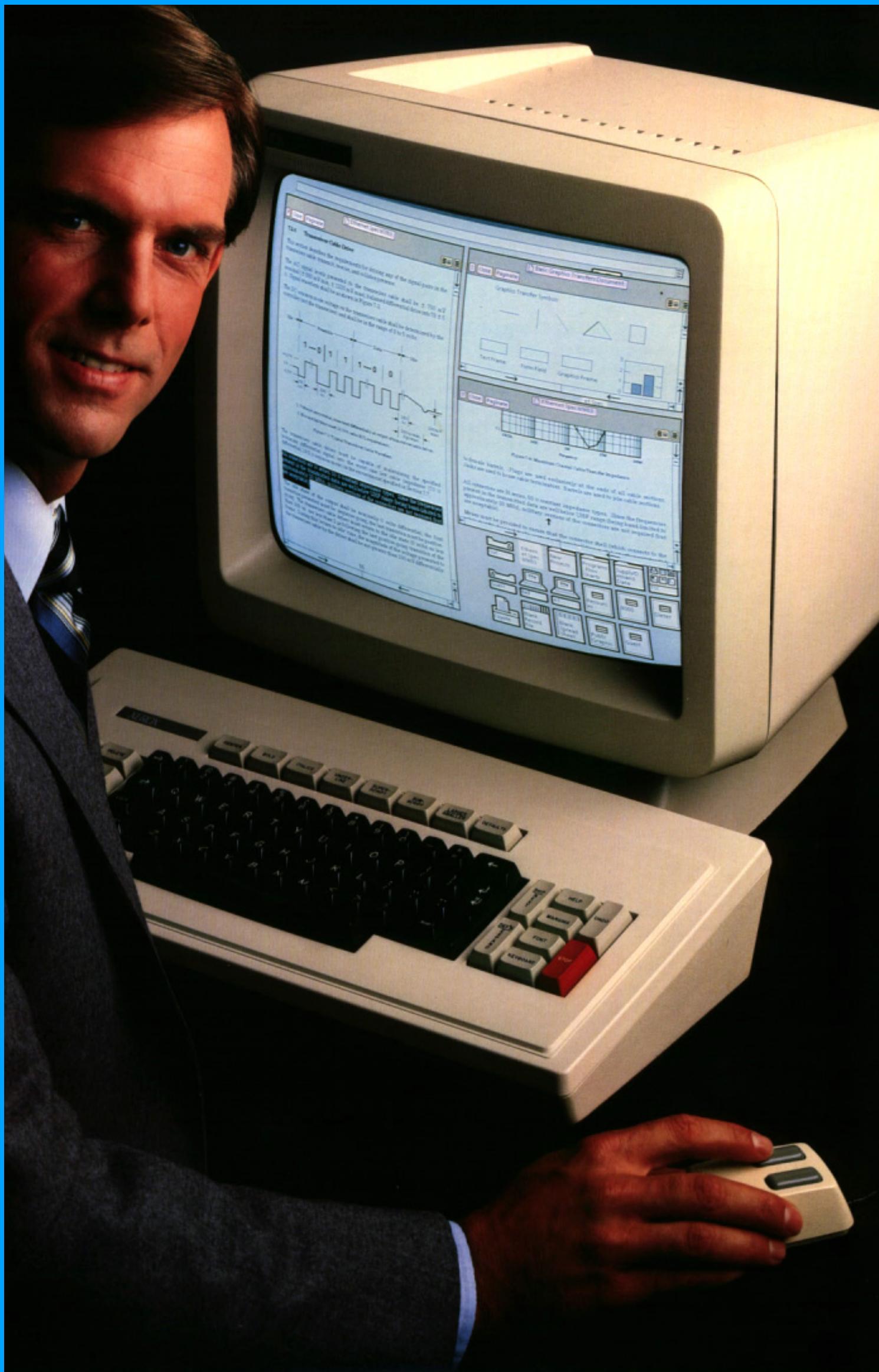
整體的

可執行的

生理的

第一款 GUI / Xerox 8010

圖像使用者介面



Stakeholders

Marketing

Engineering

人機互動

Human-Computer Interaction

User Interface Design

Interaction Design

Visual Design

Information architecture



Usability Goals / Tasks

User Characteristics

整體環境

Cultural / Language

Environment

Workflow

Learning Curves

透過提升使用者與產品互動過程中的**使用性、近用性及可欲性**，拉抬產
使用者經驗設計 User Experience Design / UXD, UED, XD

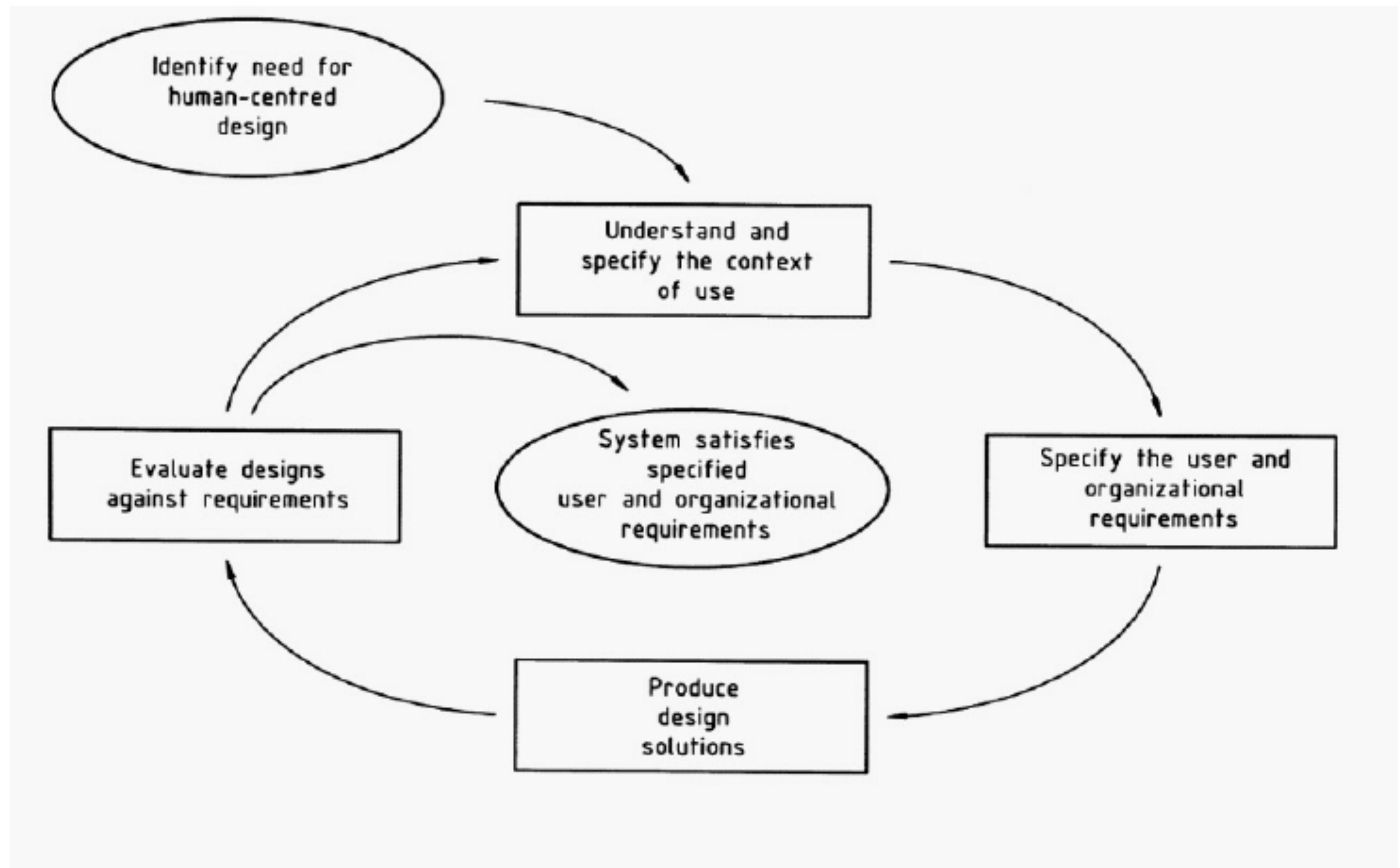
The process of enhancing user satisfaction with a product by improving
the usability, accessibility, and desirability provided in the interaction with
a product.

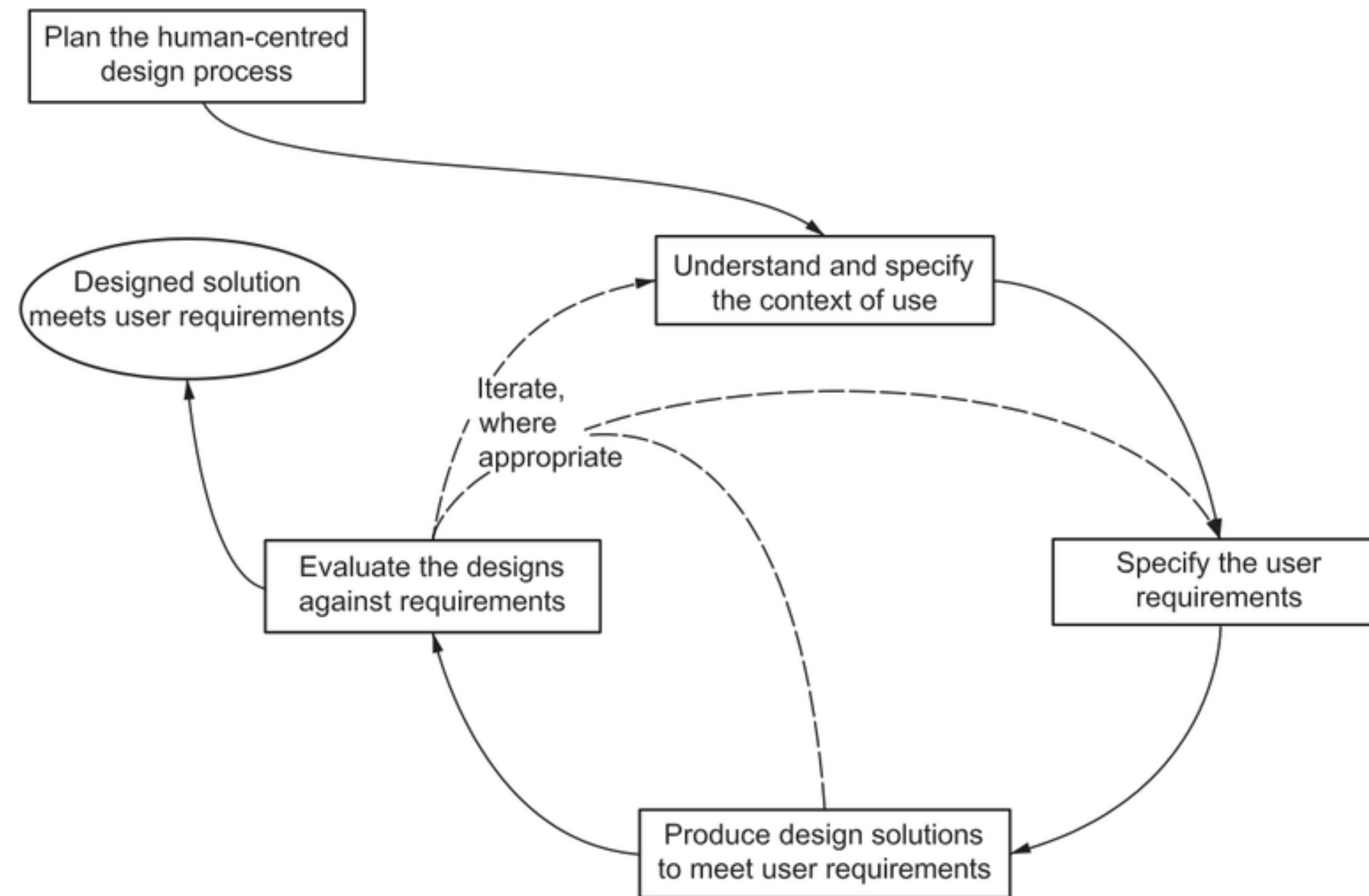
使用者實際參與並且清楚瞭解使用者需求。一套多種設計方案和考量的
流程架構。

使用者中心設計 User Centered Design / UCD

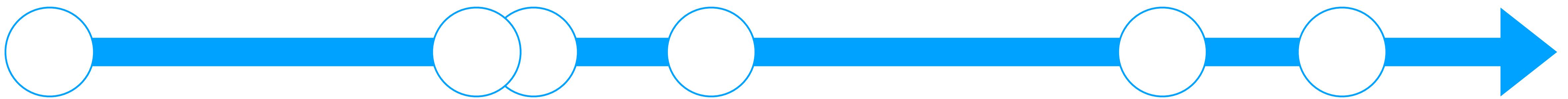
The active involvement of users and a clear understanding of user and task requirements; the iteration of design solutions; multi-disciplinary design.

—ISO 13407, 1999

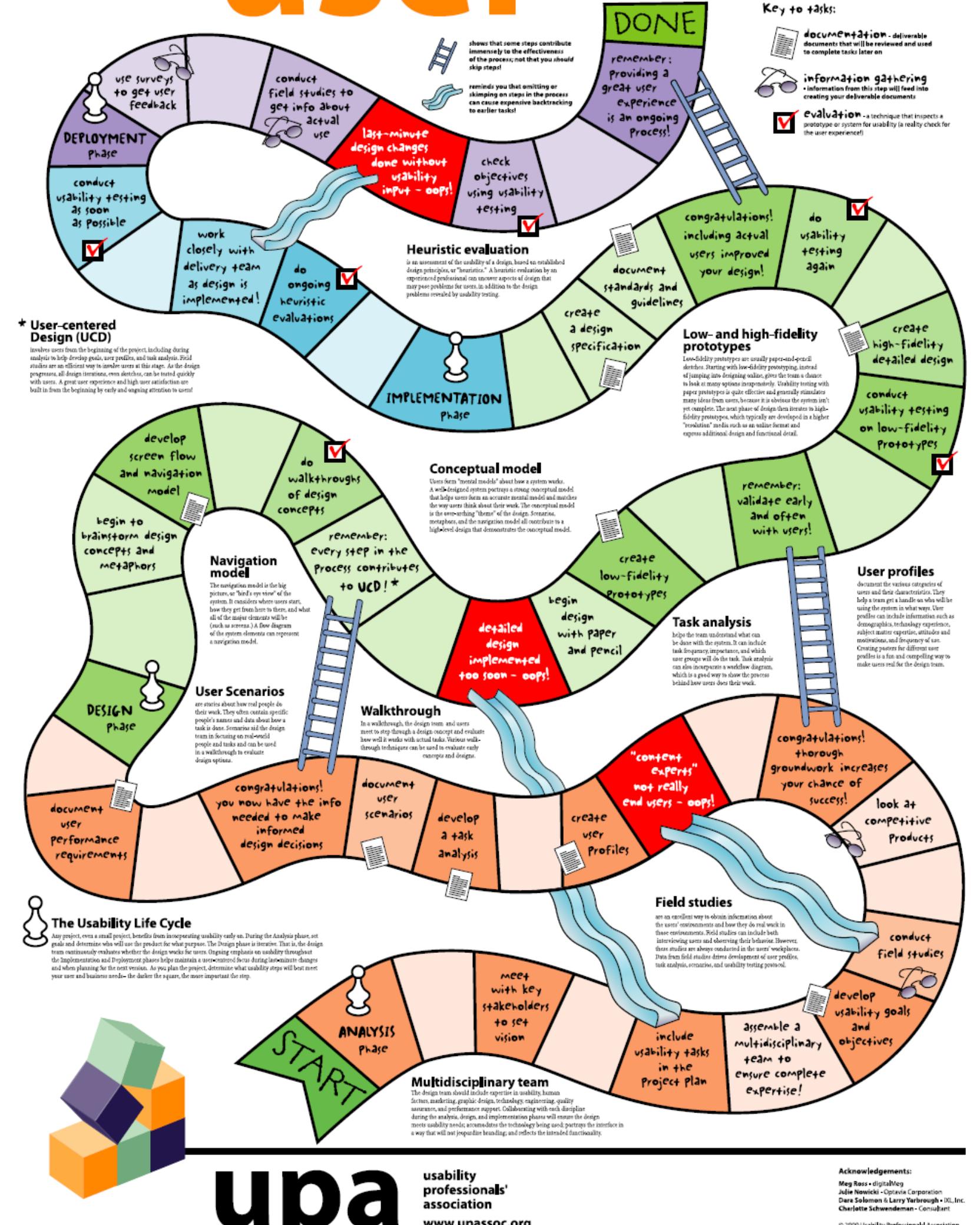




使用者如何參與其中？



designing the userexperience



By UXPA

分析

對象、競爭者、需求、情境、任務、目標...

設計

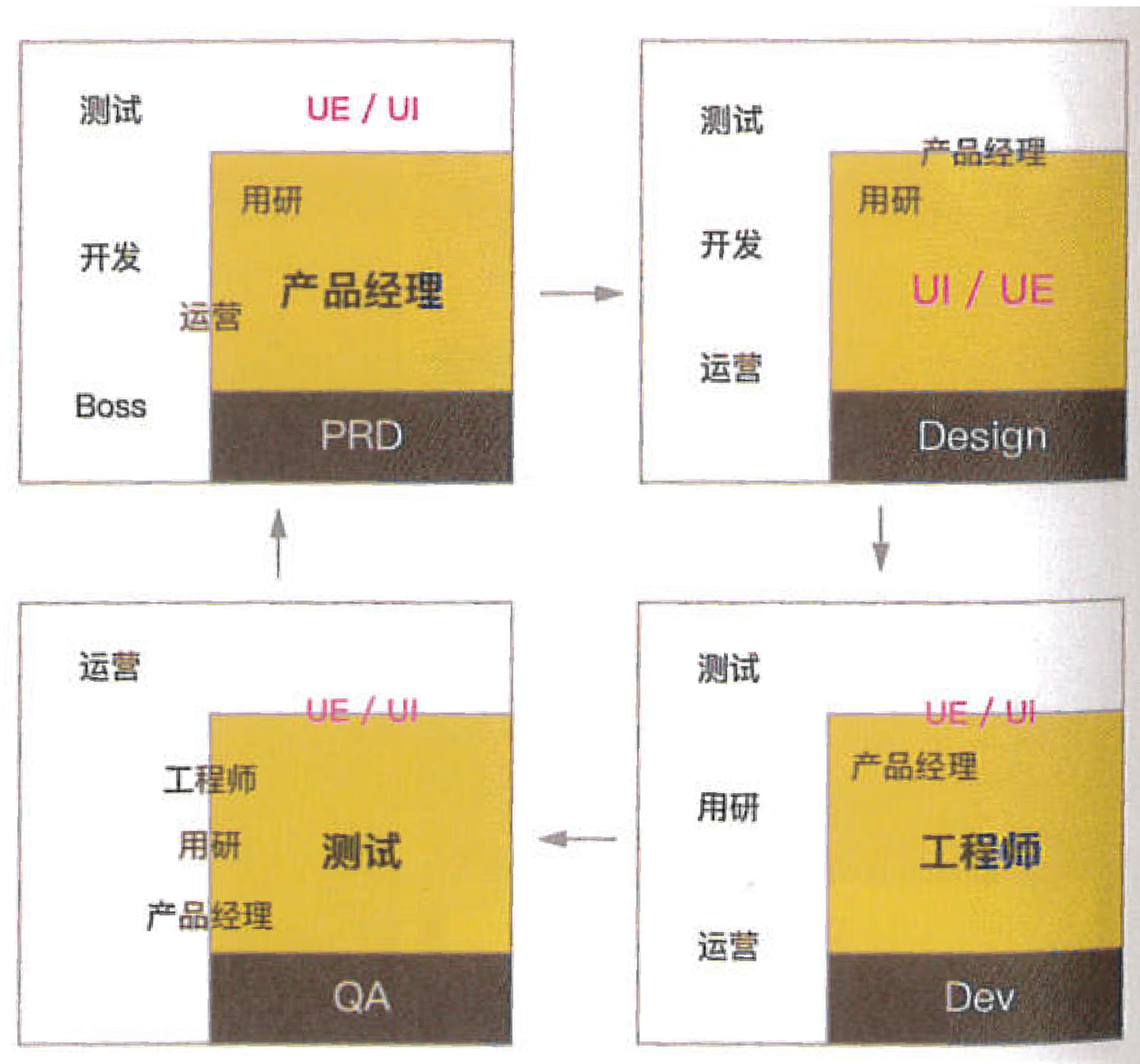
腦力激盪、草圖、原型、使用性測試...

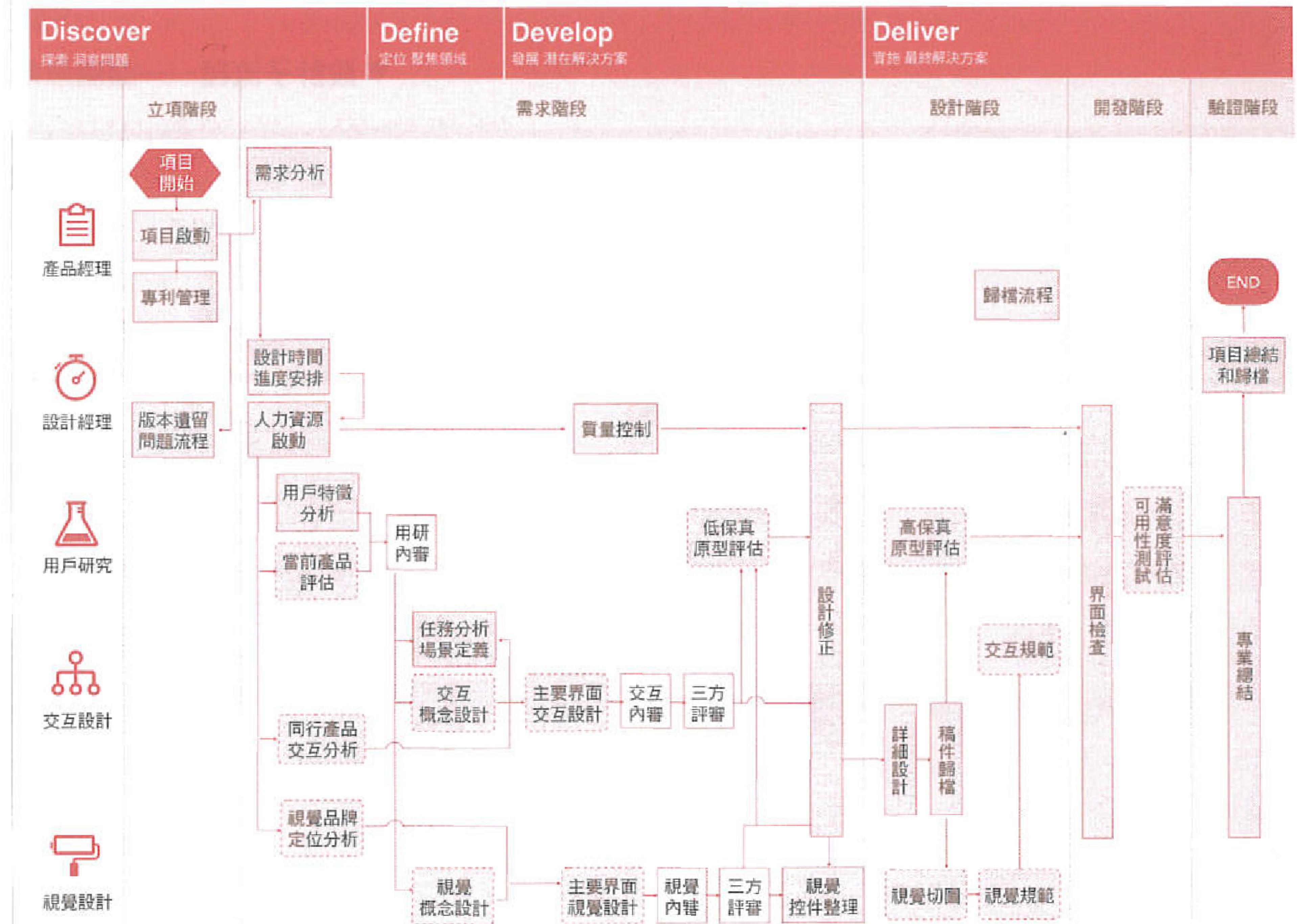
實作

開發團隊的密切合作...

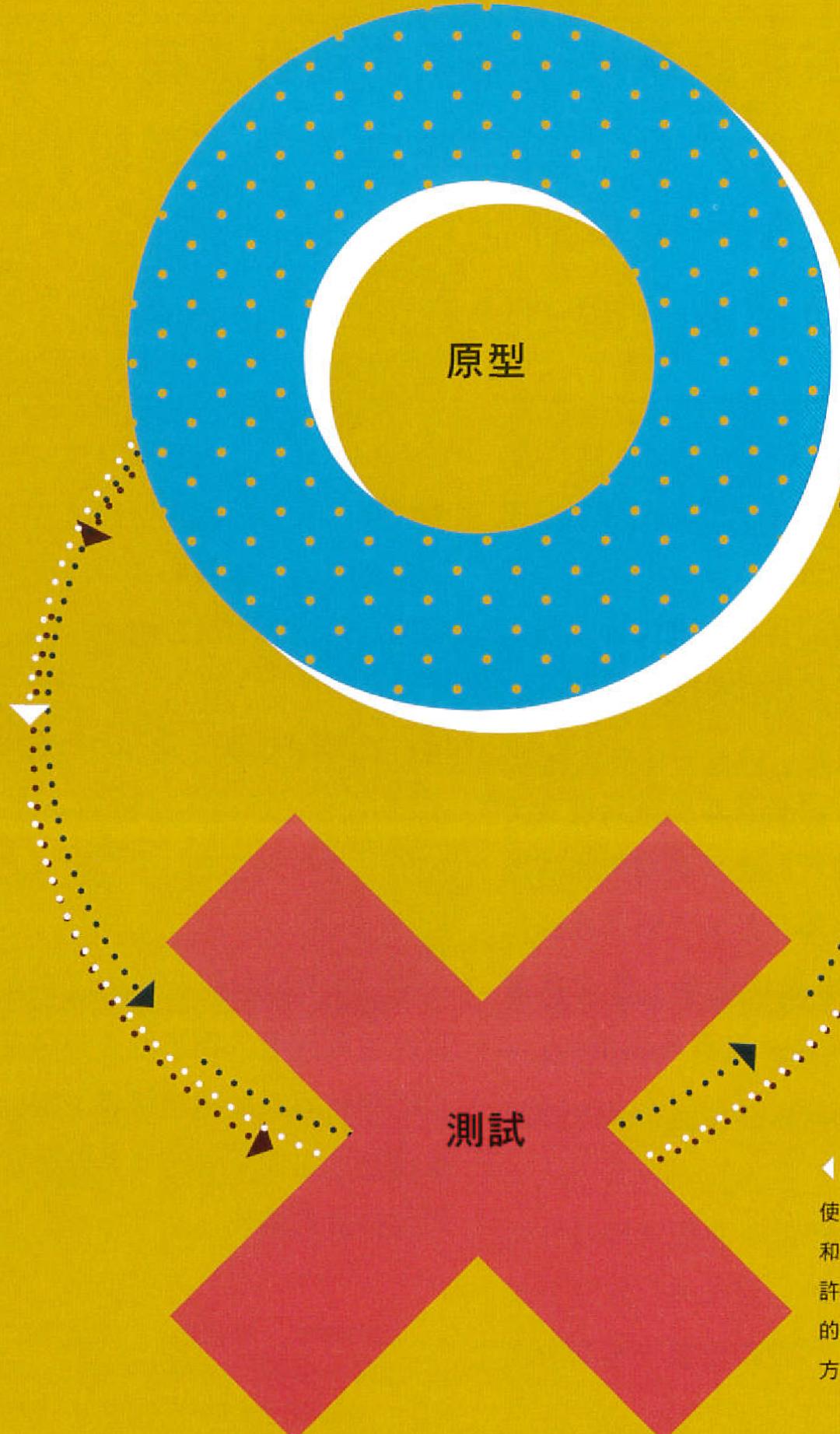
部署

回饋、真實的使用經驗、使用性測試...

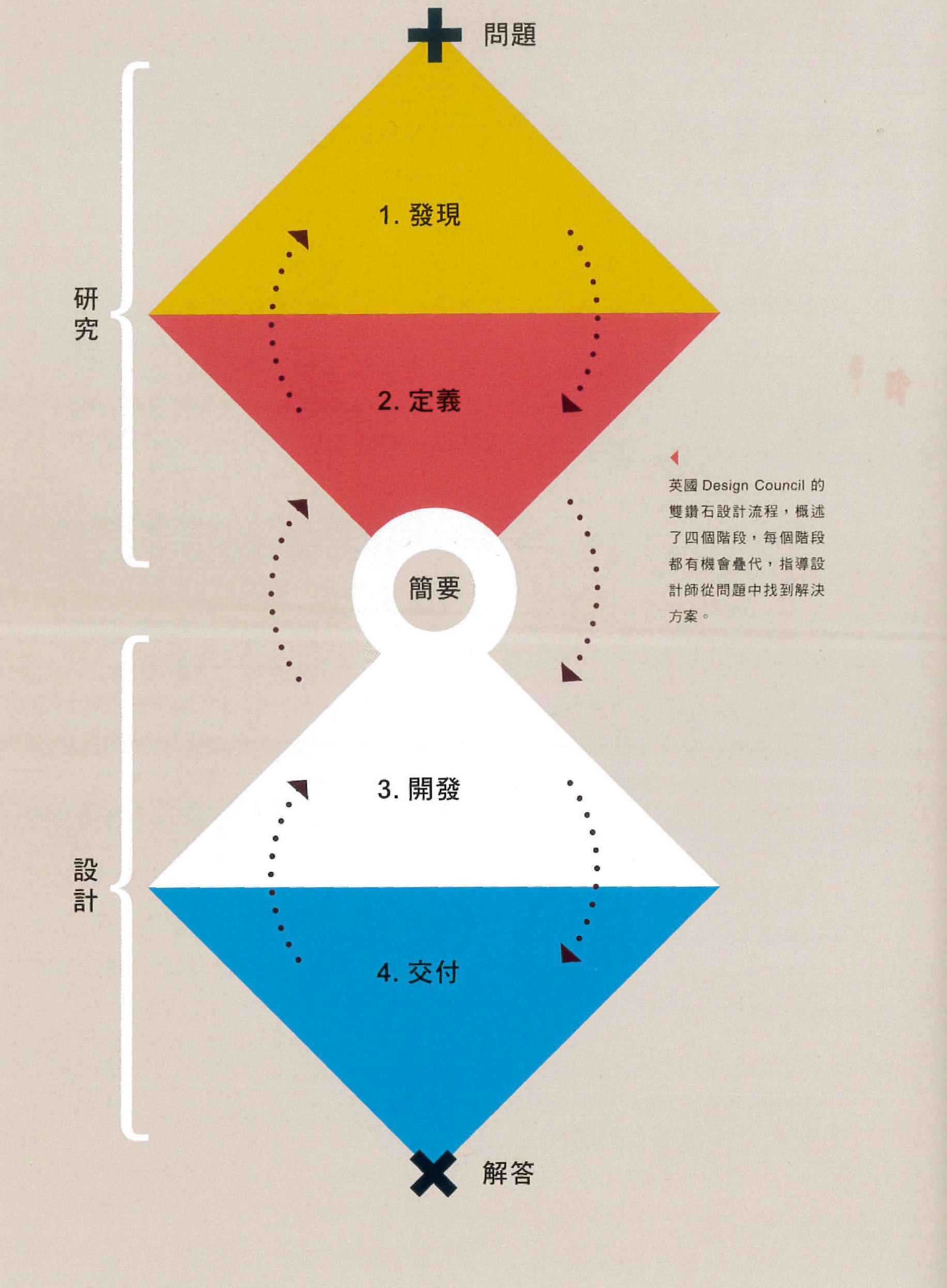


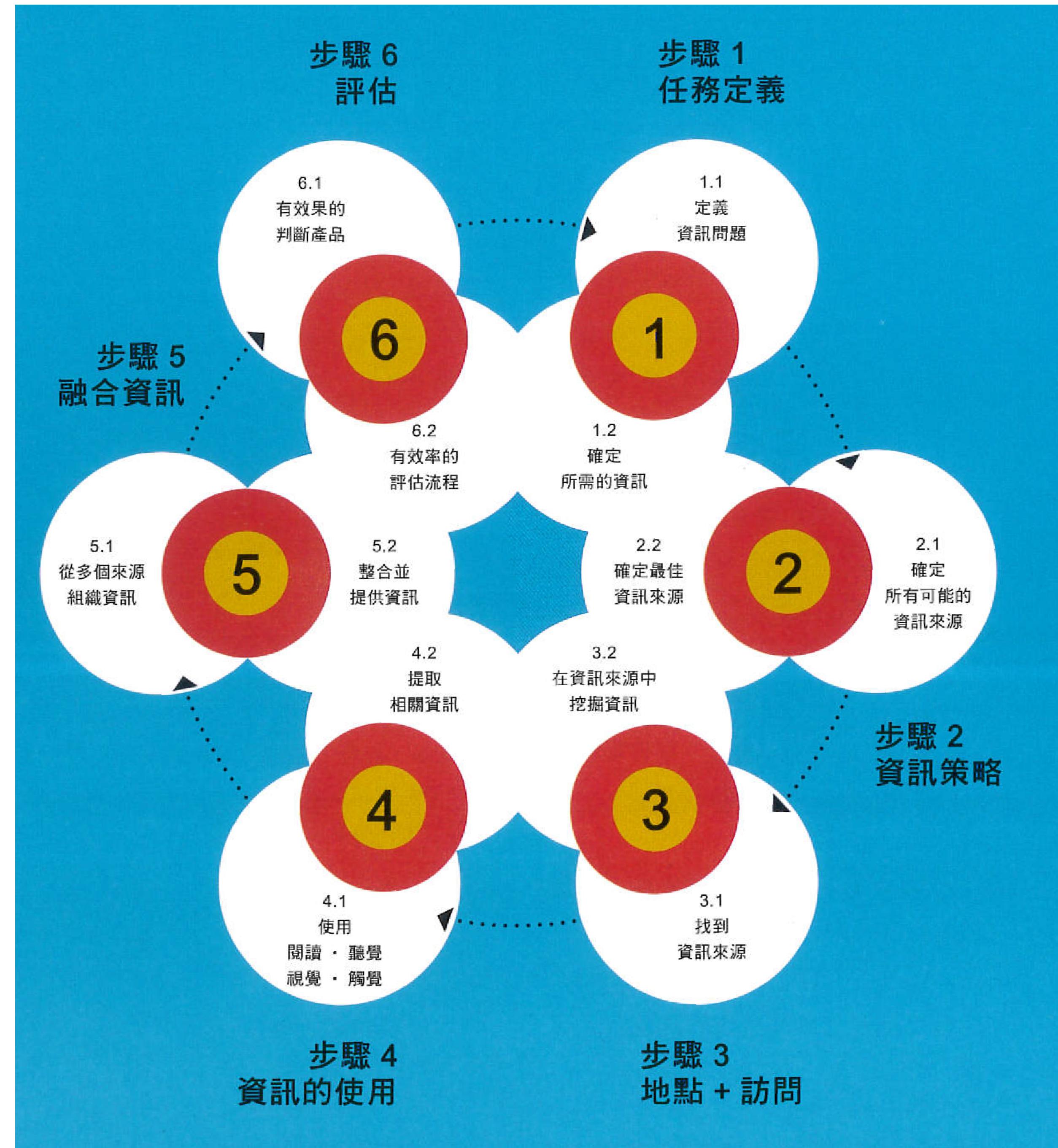


疊代式開發設計 ITERATIVE PROCESS

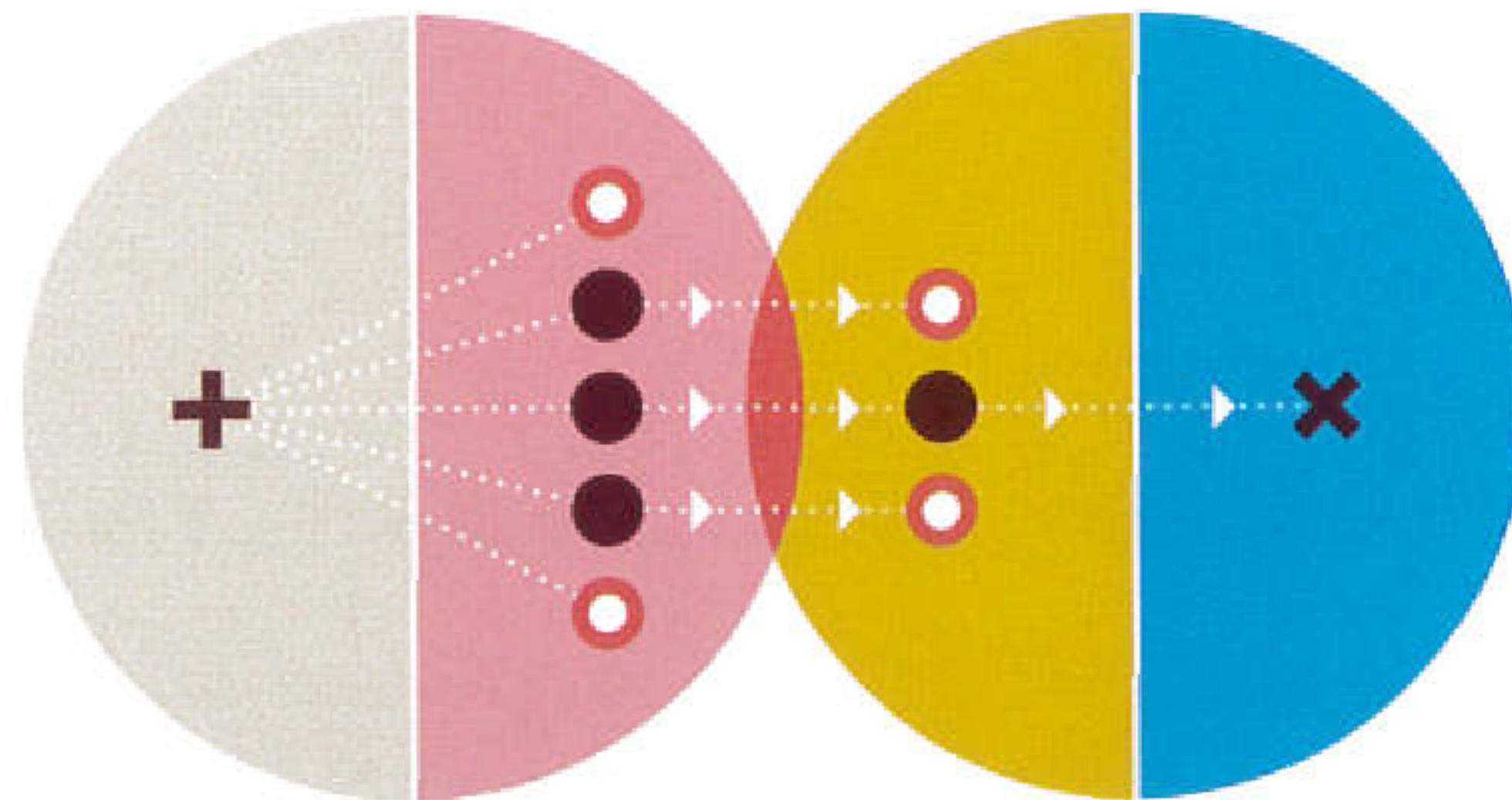


雙鑽石設計流程 DESIGN COUNCIL'S DOUBLE DIAMOND PROCESS





線性過程



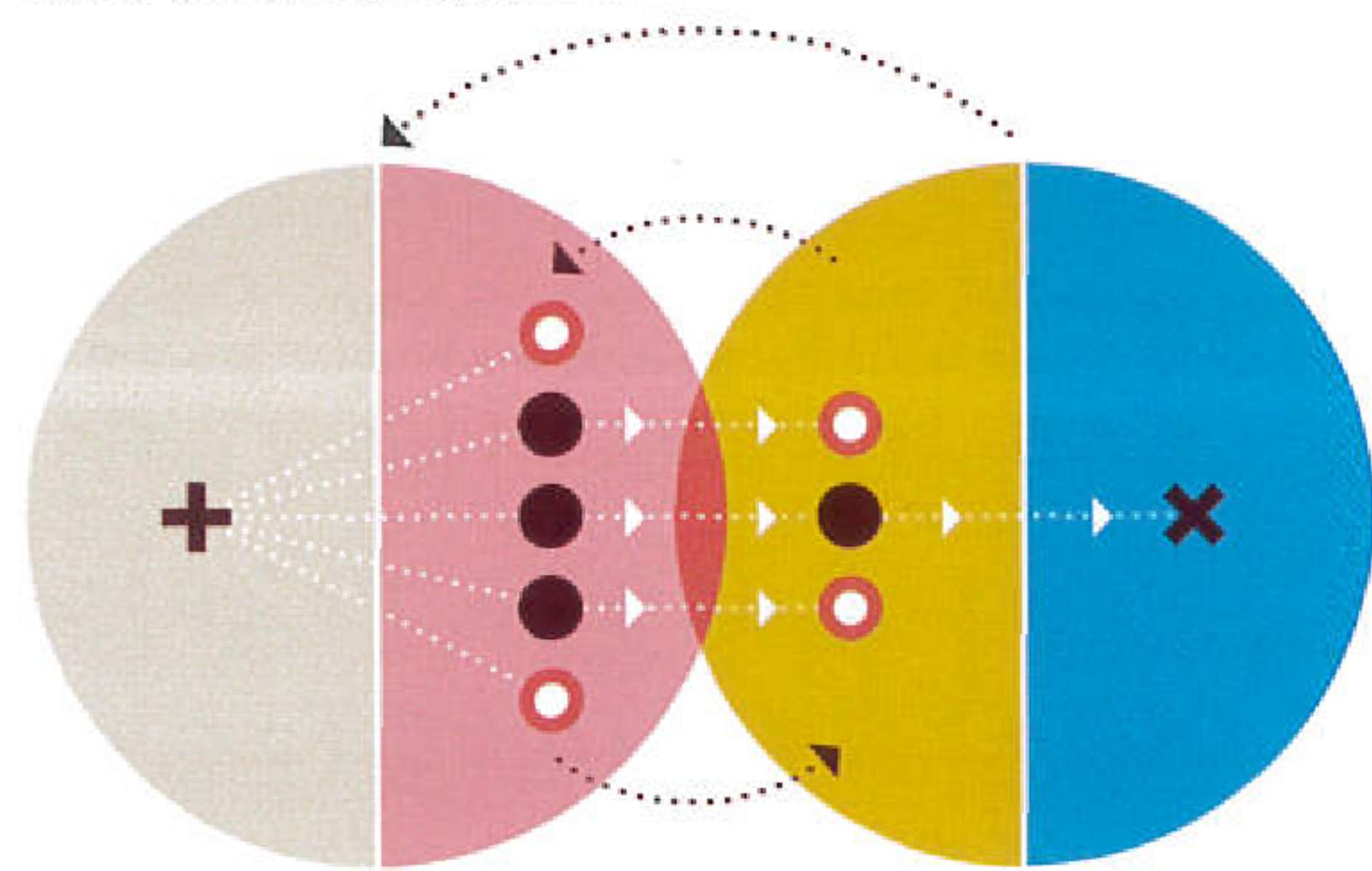
研究
(分析)

概念
(創意)

原型
(分析)

設計
(創意)

研究驅動的過程



研究
(分析)

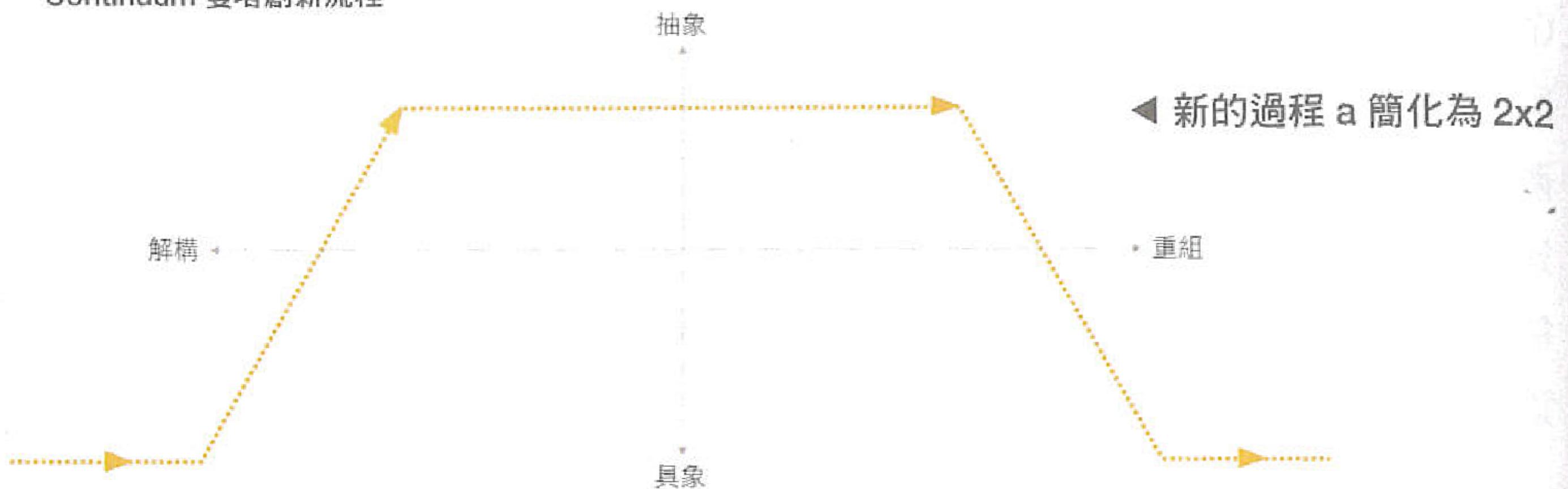
概念
(創意)

原型
(分析)

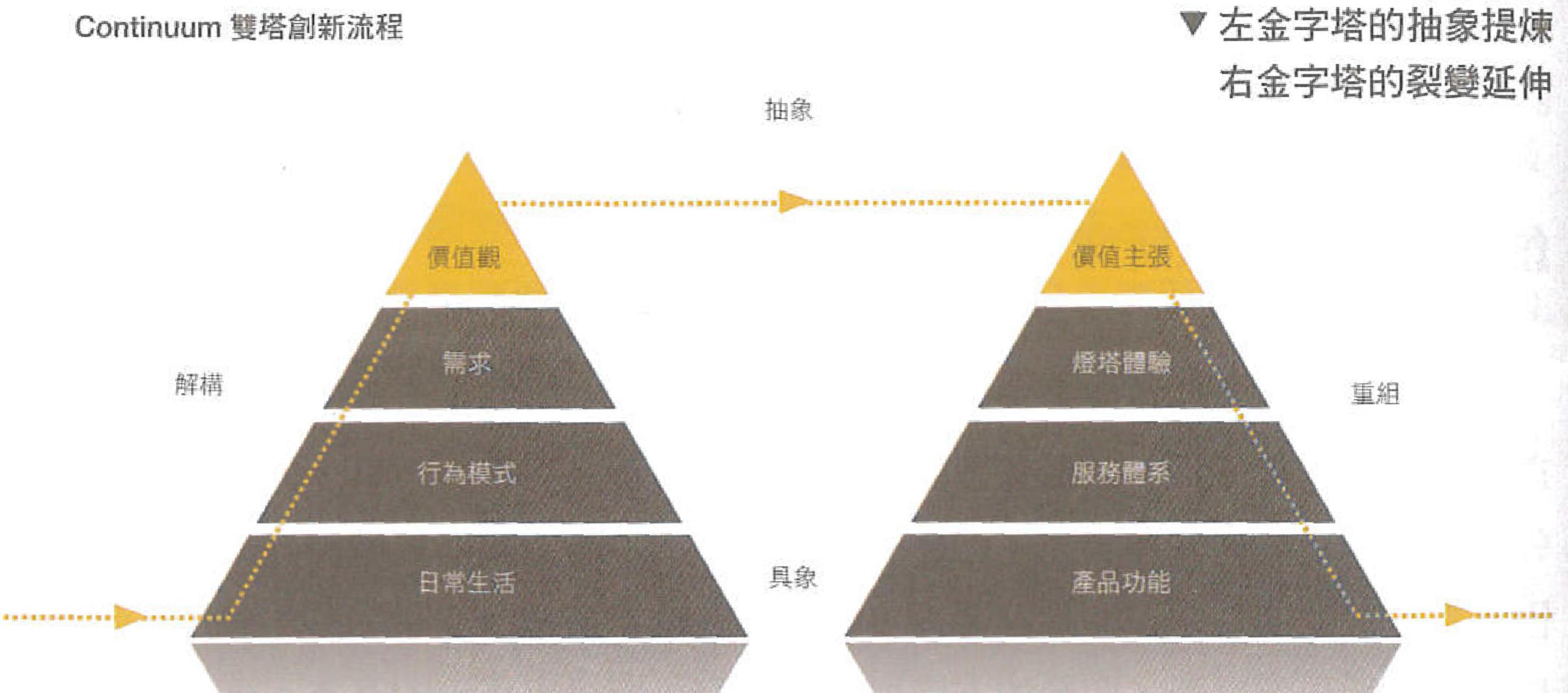
設計
(創意)

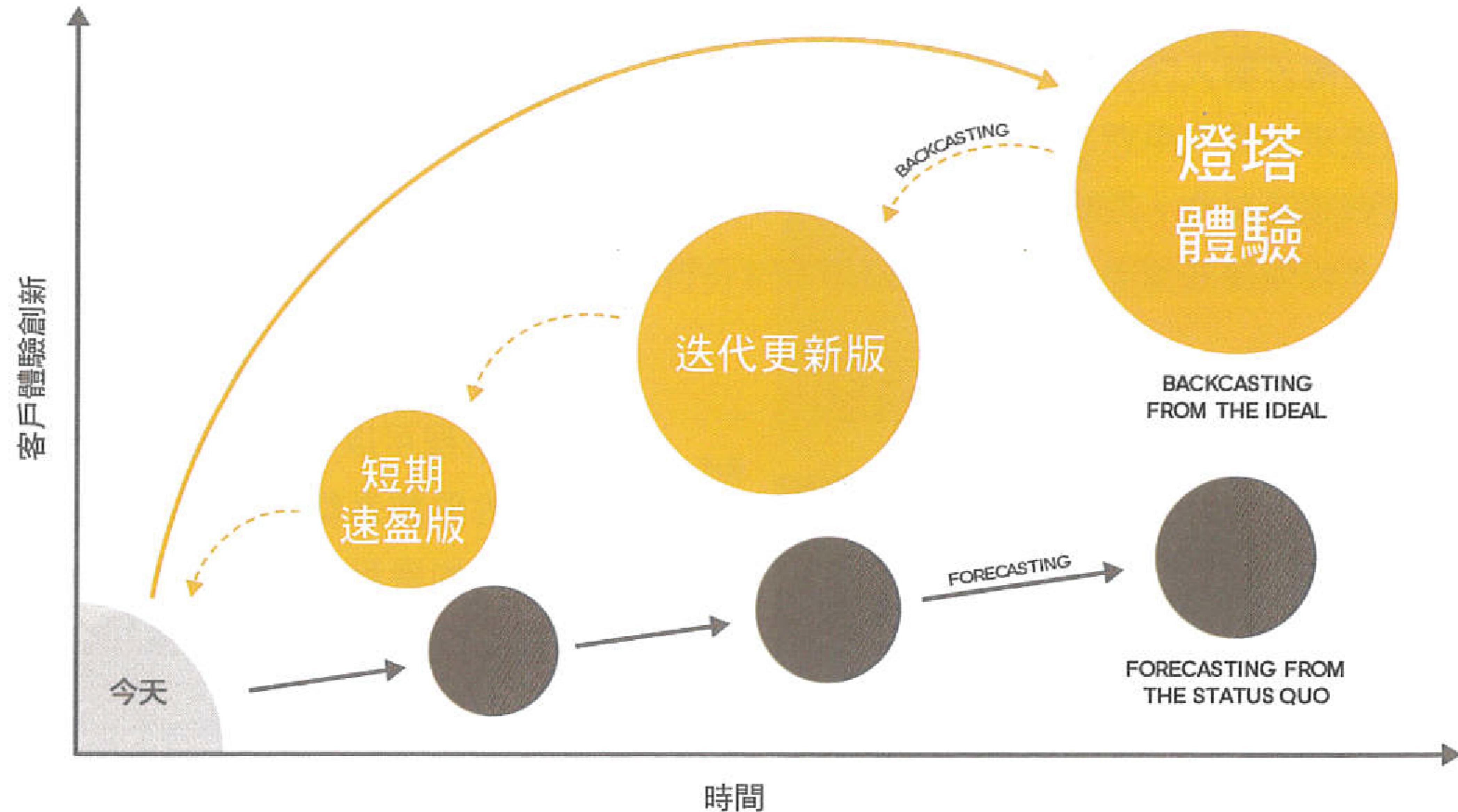
使用者研究 User Study
/ 設計研究 Design Research

Continuum 雙塔創新流程



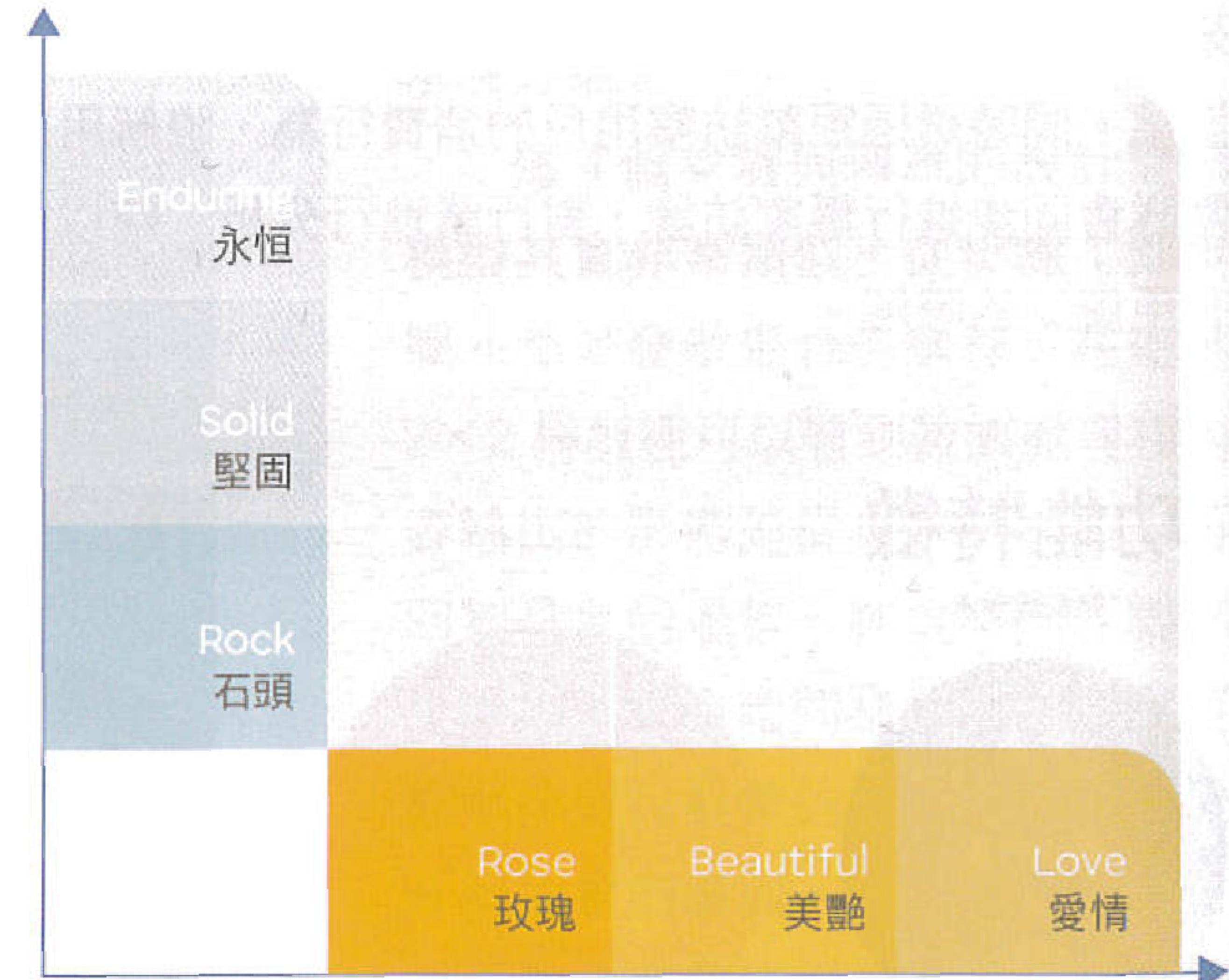
Continuum 雙塔創新流程





- 矛盾矩陣適合用來提煉用
戶真實需求

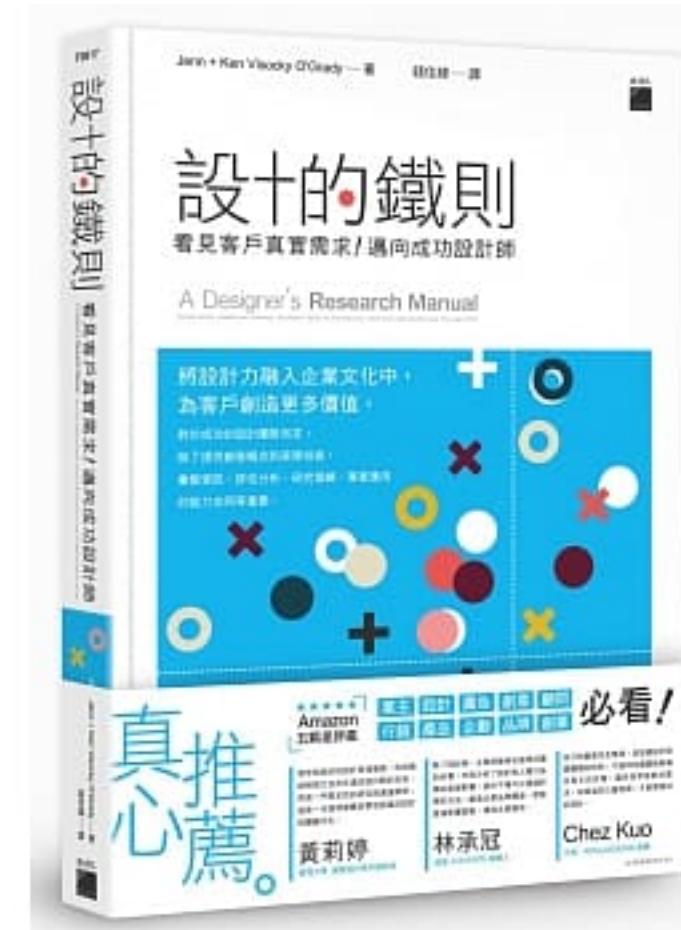
逐漸抽象對核心要素的描述



請珍惜你的「研究方法」老師

如何問到對的答案？

- 文獻回顧
- 民族誌研究
- 使用者訪談 / 無結構式訪談
- 焦點團體
- 民調與問卷
- A / B 測試
- 卡片分類
- 眼動追蹤
- 熱點地圖
- 使用性測試
- 數據分析
- ...



設計的鐵則：看見客戶真實需求！邁向成功設計師

A Designer's Research Manual

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

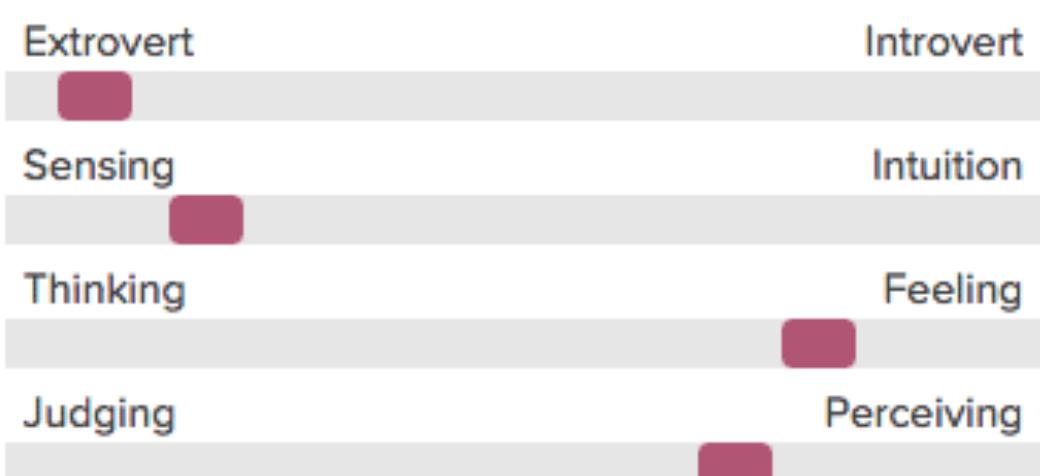
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



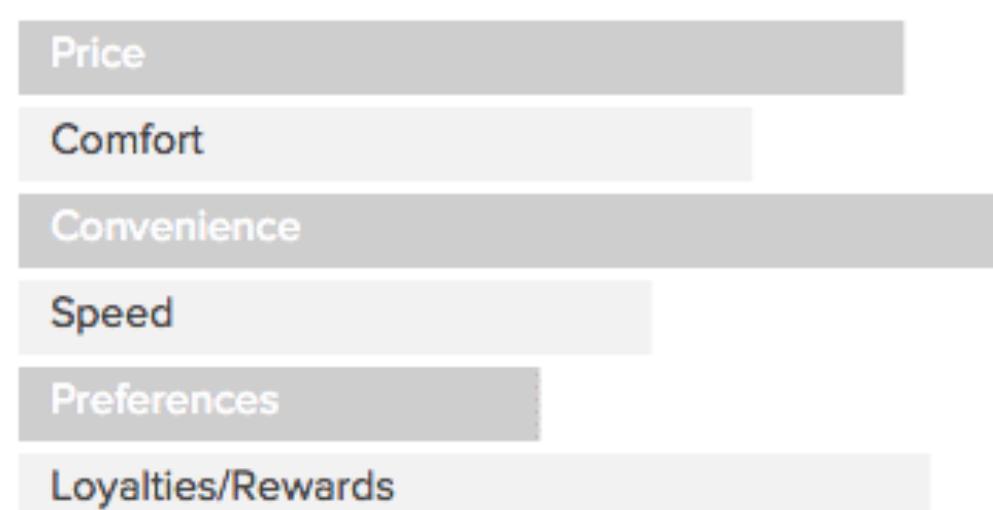
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

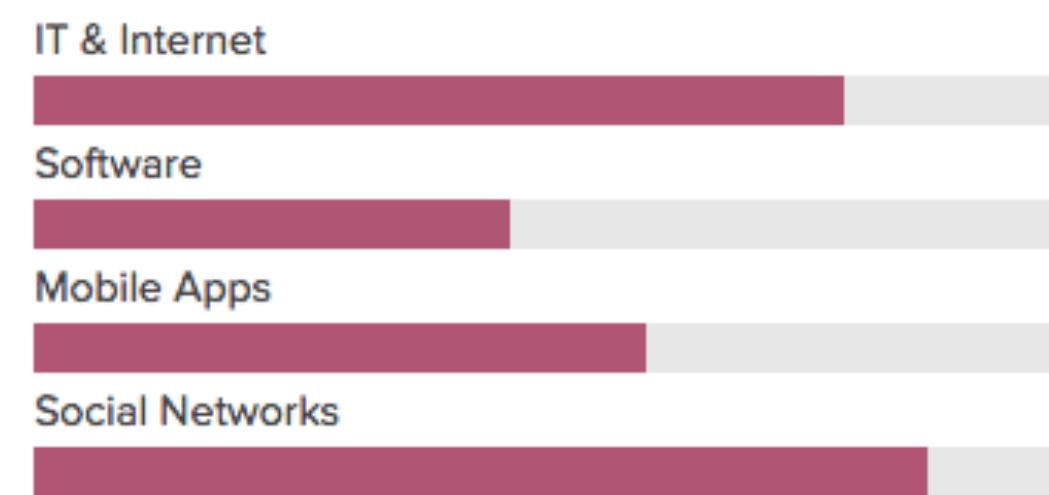
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



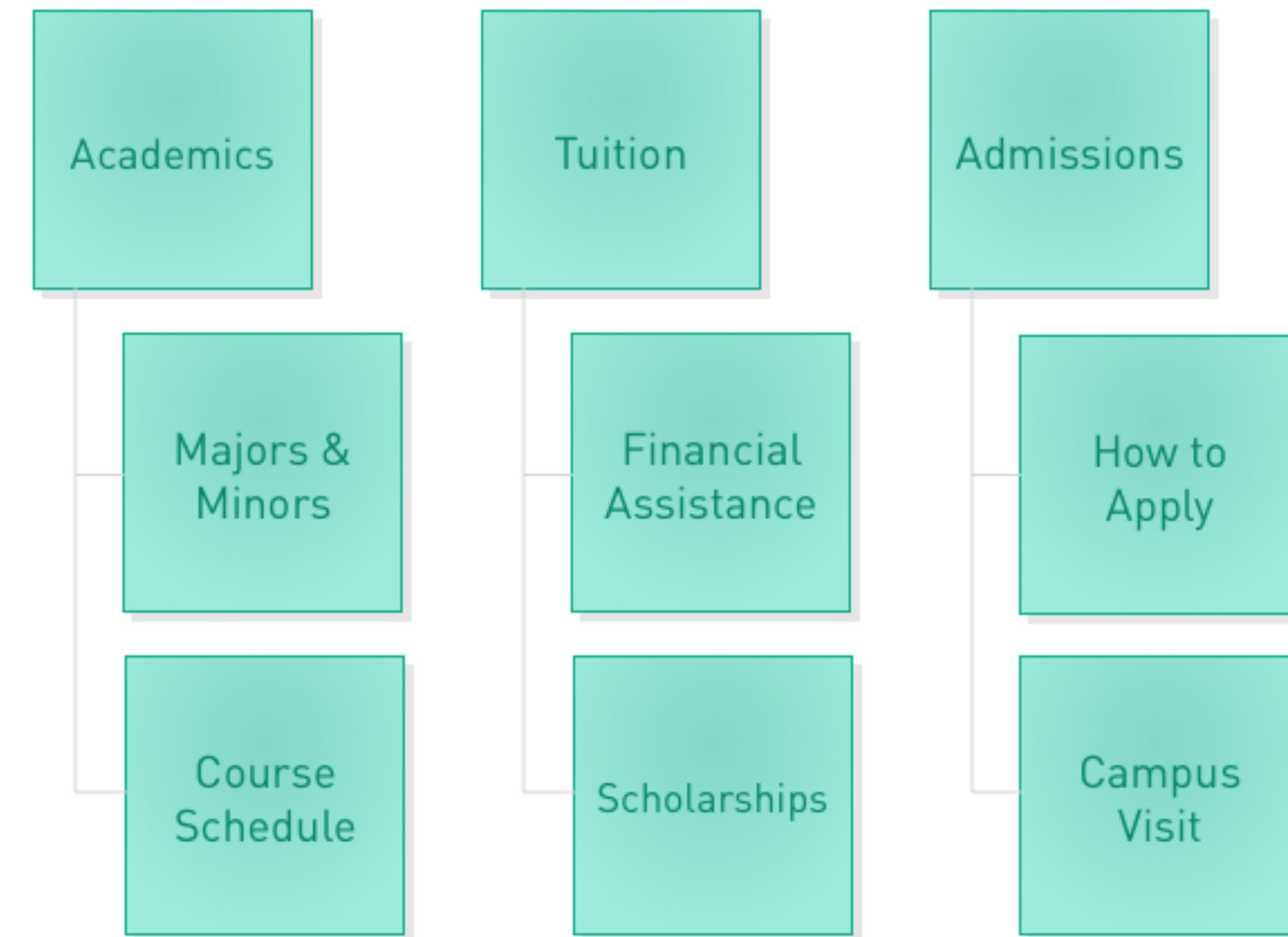
Technology



Cards to Sort



Example of Participant Sorted Cards



搜尋報表和說明

瀏覽量 對比 選取指標 每小時 天 週 月

● 瀏覽量

2018年2月26日星期一
● 瀏覽量: 10,101

瀏覽量: 267,891 | 不重複瀏覽量: 197,264 | 平均網頁停留時間: 00:00:51 | 跳出率: 40.75% | 離開百分比: 22.81%

網站內容	網頁	網頁	瀏覽量	% 瀏覽量
網站內容		1. /home	51,614	19.27%
網站速度		2. /basket.html	14,619	5.46%
站內搜尋	Brands (內容群組)	3. /google+redesign/bags	10,018	3.74%
事件	Product Categories (內容群組)	4. /google+redesign/shop+by+brand/youtube	9,955	3.72%
發佈商	Clothing by Gender (內容群組)	5. /signin.html	9,299	3.47%
實驗		6. /google+redesign/apparel/mens/mens+warm+gear	7,924	2.96%
轉換		7. /google+redesign/apparel/mens/mens+t+shirts	7,502	2.80%
探索		8. /asearch.html	7,466	2.79%
管理		9. /store.html	6,755	2.52%
		10/google+redesign/apparel	6,679	2.49%

ui-patterns.com

Dashboard

ANALYSIS

Heatmaps

Visitor Playback

Conversion Funnels

Form Abandonment

FEEDBACK

Feedback Polls

Surveys

Recruit User Testers

FEEDBACK & BUGS

Check out our Forums and FAQs.



Anders Toxboe

Go back
Front page

SHARE HEATMAP

DEVICE

XL 1,716

151

110

23



TYPE

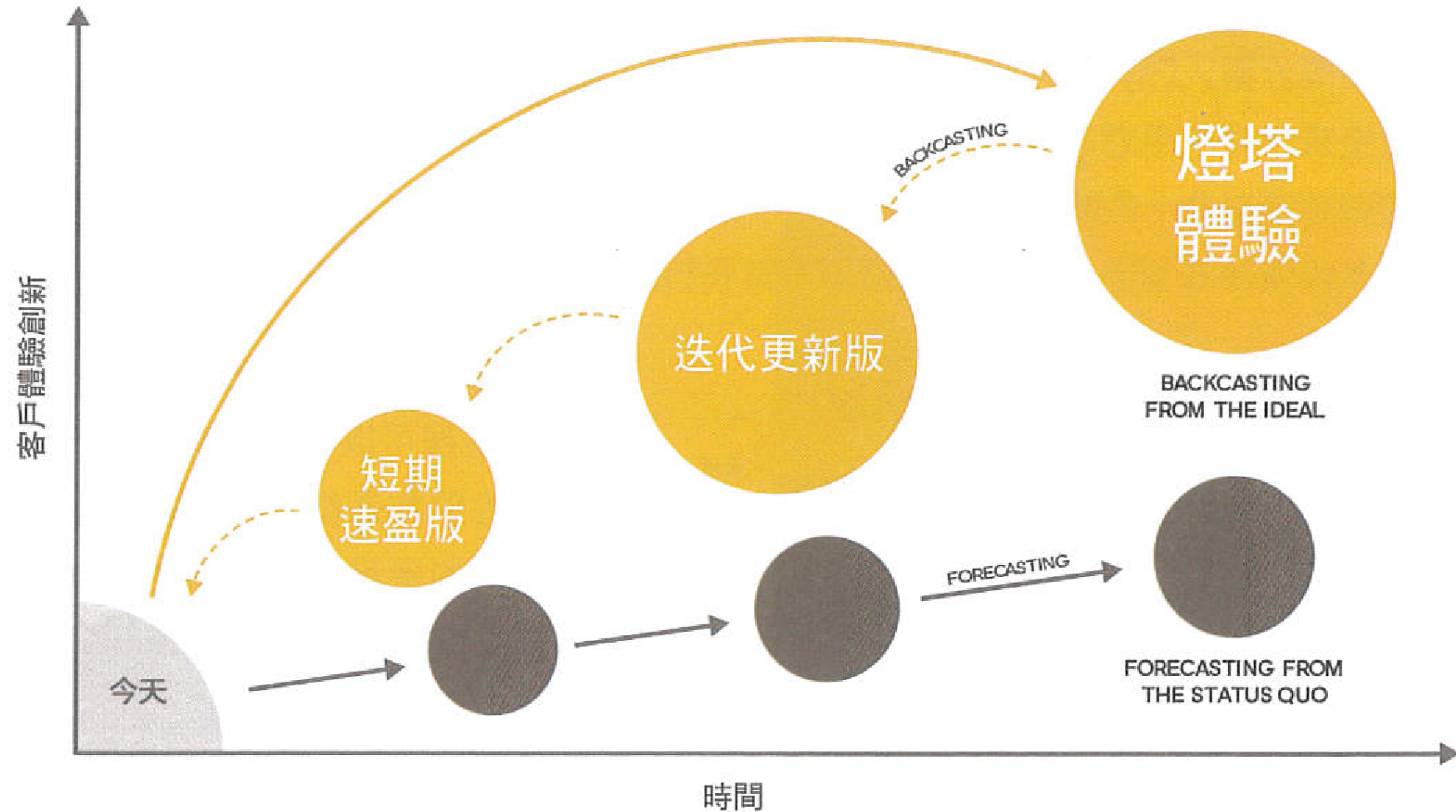
CLICK

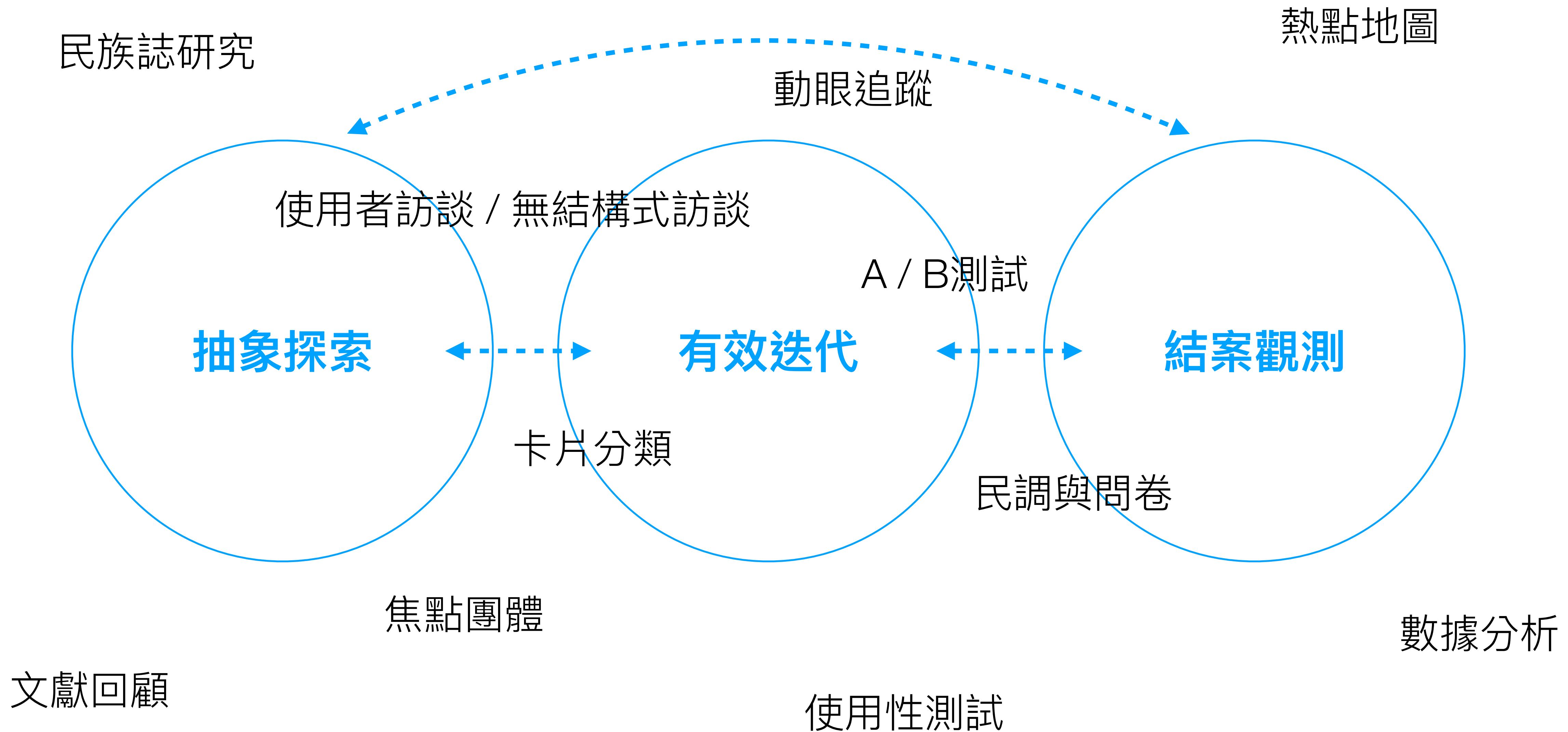
MOVE

SCROLL



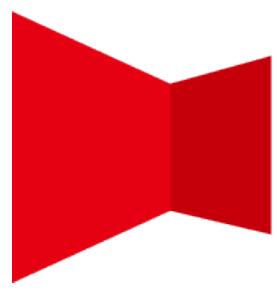
先定義對這個流程環節來說什麼是「對」





質化研究：產品成型前為設計團隊獲取靈感和驗證設計的研究，重視用戶表述和行為背後的原因。創新為目的的過程中我們會較偏向質化研究來挖掘創新機會點。

量化研究：用於在產品上線後透過數據了解用戶的偏好，比較重視聚焦性產品表現的數據分析和評估。



報導者 | 贊助

使用者經驗

UX

產品如何跟使用者
產生互動的所有面向

使用者經驗設計

UXD

為了提升整體滿意度的
各種考量面向和設計方法

使用者中心設計

UCD

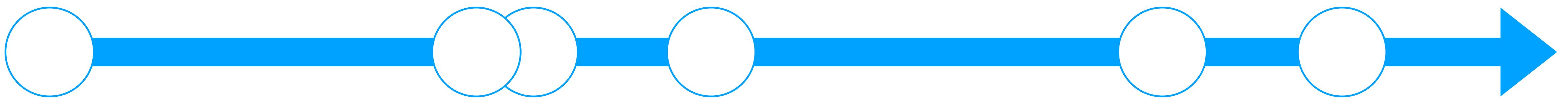
在開發過程中
落實使用者經驗設計
一套流程

使用者研究

User Study

以使用者為對象
驅動設計的各種研究

使用者如何參與其中？



「佛告須菩提：凡所有相，皆是虛妄。若見諸相非相，即見如來。」

關於使用者經驗...



做產品的你

用產品的你

你今天好嗎？

謝謝，祝你有個美好的一天

期末報告前別忘了做個使用性測試