
INTRO TO USER EXPERIENCE DESIGN

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- Practice Activity
- What is User Experience?
- Why is UX important?
- How can we design User Experience?
- Who practices User Experience Design?

PRACTICE ACTIVITY



KEY OBJECTIVE(S)

- Bond with your classmates by building a product for them
- Explore the basics of the Iterative Design Process

TIMING

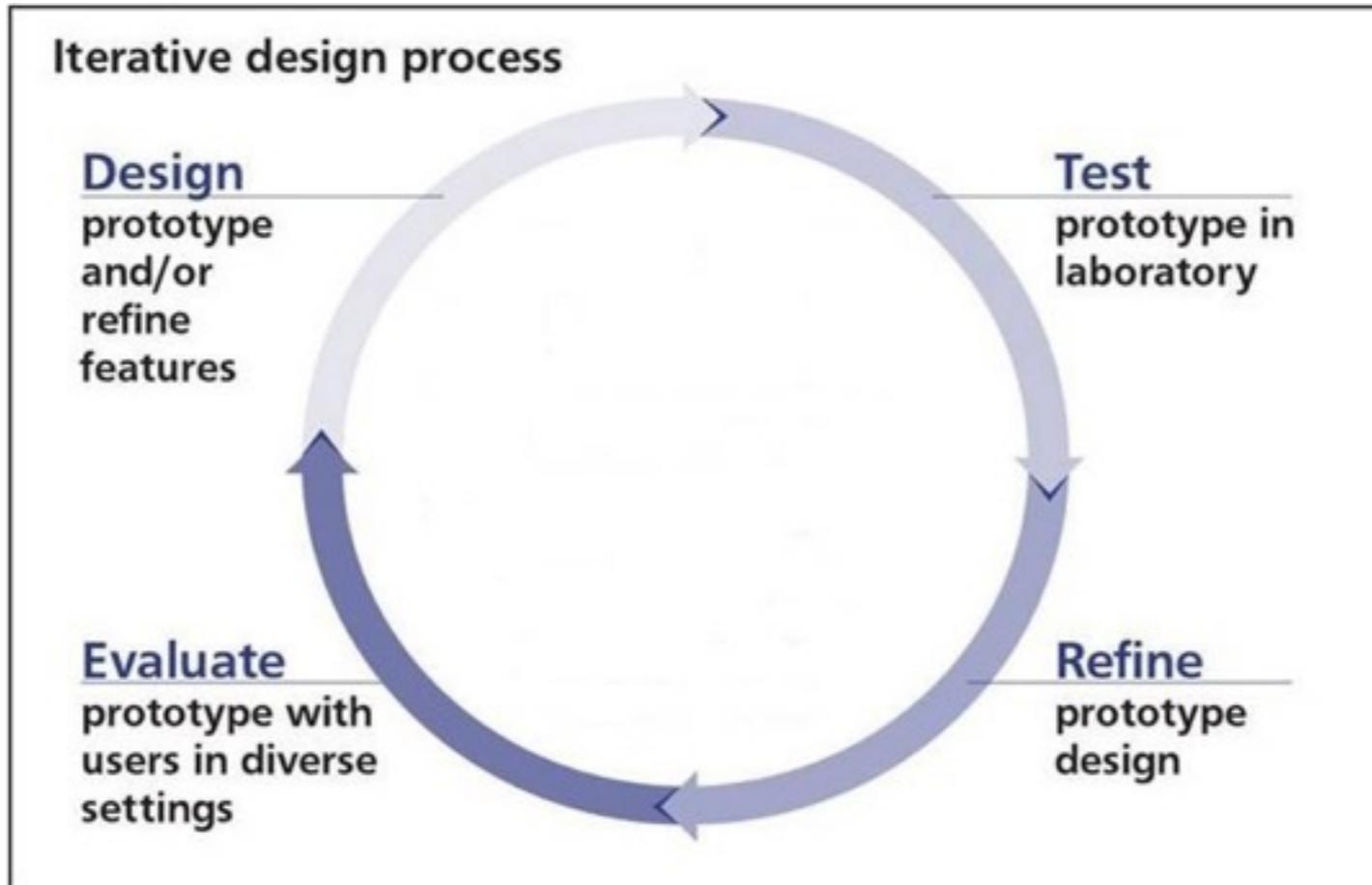
- | | |
|-----------|--|
| 6 min(x2) | 1. Interview your peer about their needs in a backpack
(Switch) |
| 8 min | 2. Evaluate the current design and contents of their current bag. Take notes |
| 10 min | 3. Redesign/Reorganize based on your peer interview. Write or draw your ideas |
| 7 min(x2) | 4. Explain your suggested redesign to peer and receive their feedback (Switch) |
| 10 min | 5. Iterate(change) the design based on that feedback |
| 5 min | 6. Summarize your findings |

A maroon-colored circle with the text "REDESIGN BACKPACK" written in white capital letters inside it.

REDESIGN
BACKPACK

DISCUSSION TIME

CONGRATULATIONS YOU JUST PRACTICED THE ITERATIVE DESIGN PROCESS!



WHAT IS USER EXPERIENCE?

DESCRIBE AN EXPERIENCE YOU LOVE

- What is it?
- Why do you love it?
- What is your favorite part?

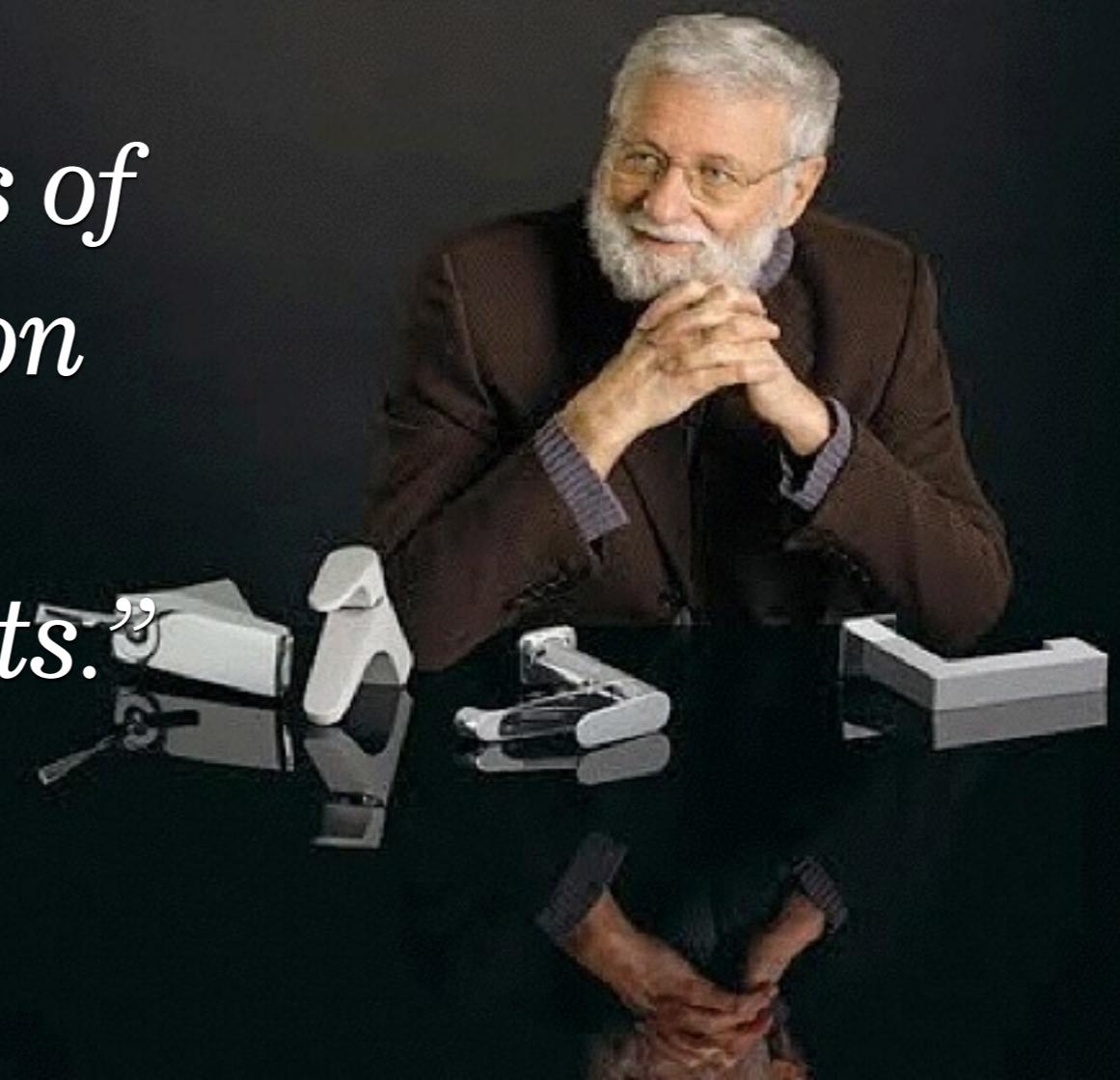
“Experience design is the design of anything independent of medium, or across media, with human experience as an explicit outcome and human engagement as an explicit goal.”

JESSE JAMES GARRET



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

DONALD NORMAN

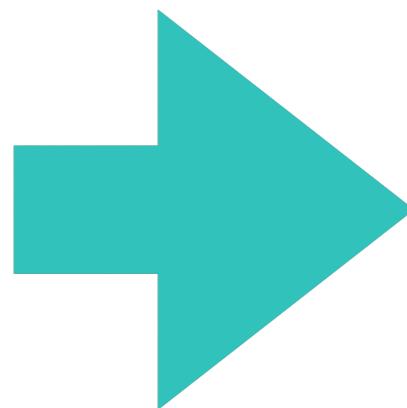




WHAT IS USER EXPERIENCE?

AMAZON

11



WHAT IS THE USER EXPERIENCE OF:



WHAT IS USER EXPERIENCE?

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UX



UI



HOW DO WE “DESIGN” THE USER EXPERIENCE?

WHAT MOST PEOPLE THINK UX IS

Field research
Face to face interviewing
Creation and administering of tests
Gathering, organizing, and presenting statistics
Documentation of personas and findings
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information Architecture
Usability

Prototyping
Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copy writing
Presentation and speaking
Working tightly with programmers
Brainstorm coordination
Company culture evangelism
Communication to stakeholders

WHAT UX ACTUALLY IS

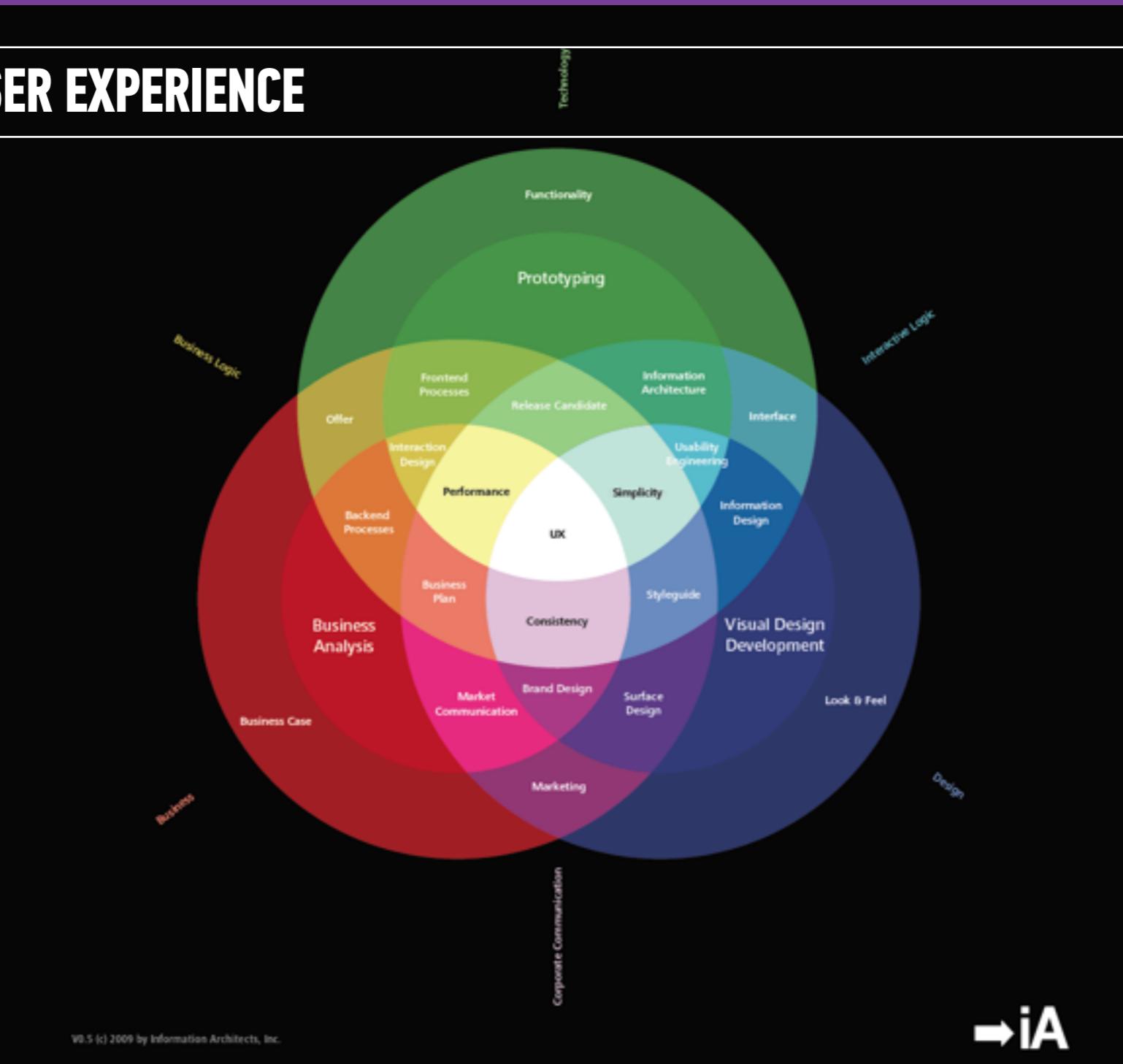
- | | |
|--|----------------------------------|
| Field research | Prototyping |
| Face to face interviewing | Interface layout |
| Creation and administering of tests | Interface design |
| Gathering, organizing, and presenting statistics | Visual design |
| Documentation of personas and findings | Taxonomy creation |
| Product design | Terminology creation |
| Feature writing | Copy writing |
| Requirement writing | Presentation and speaking |
| Graphic arts | Working tightly with programmers |
| Interaction design | Brainstorm coordination |
| Information Architecture | Company culture evangelism |
| Usability | Communication to stakeholders |

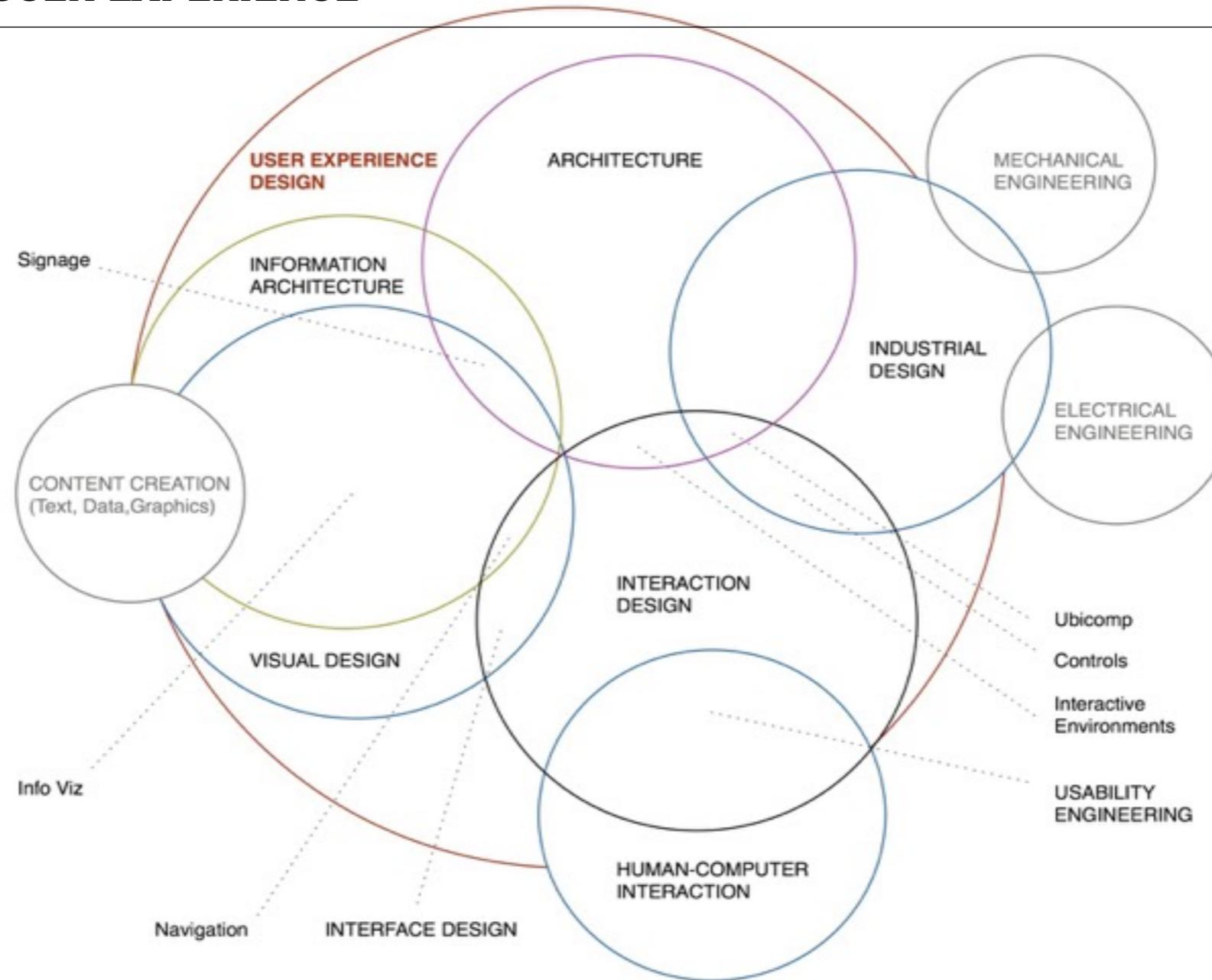
FROM THE DESIGNER'S PERSPECTIVE...

UX IS BIG!

DESIGNING THE USER EXPERIENCE

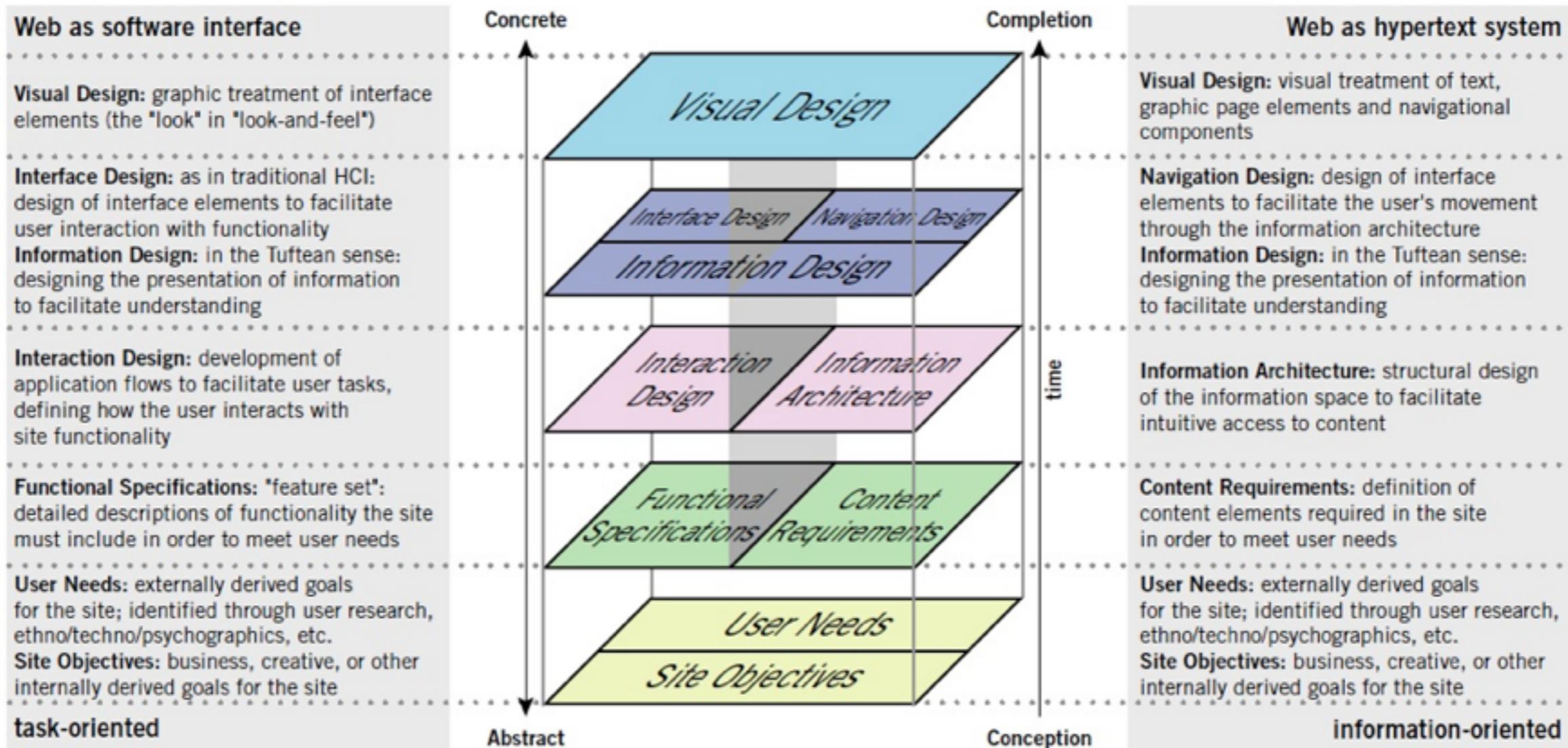
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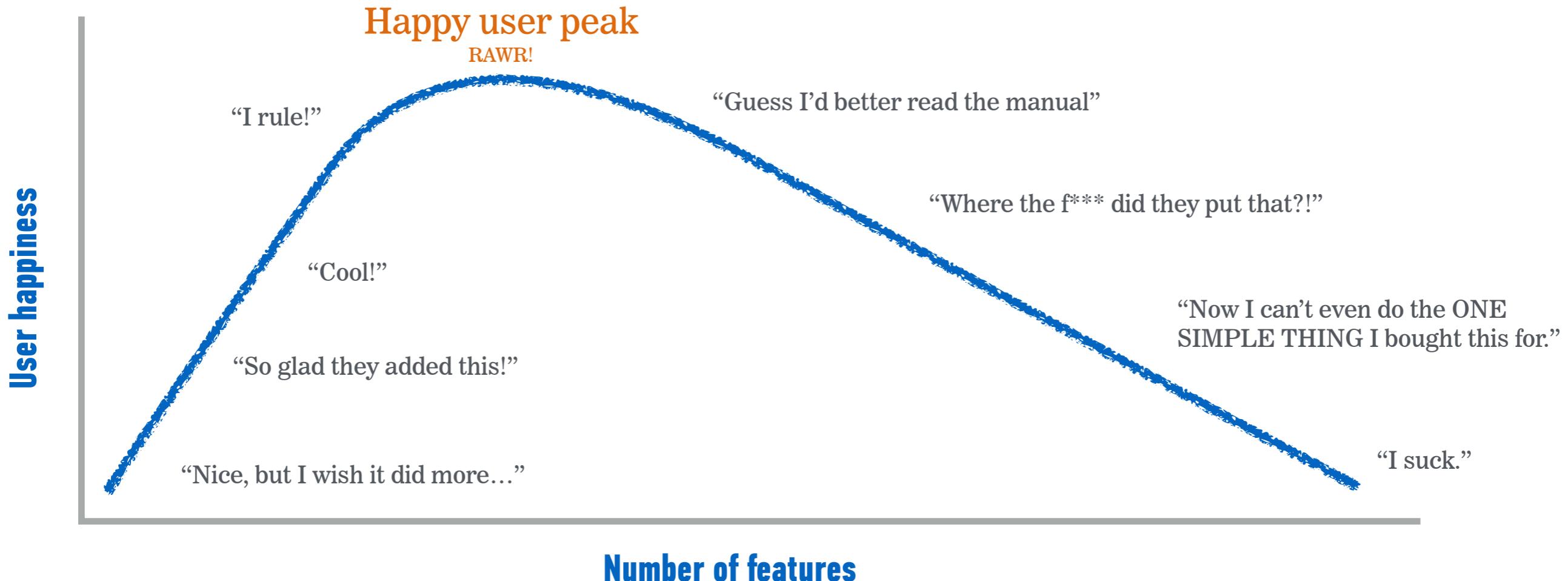
DESIGNING THE USER EXPERIENCE

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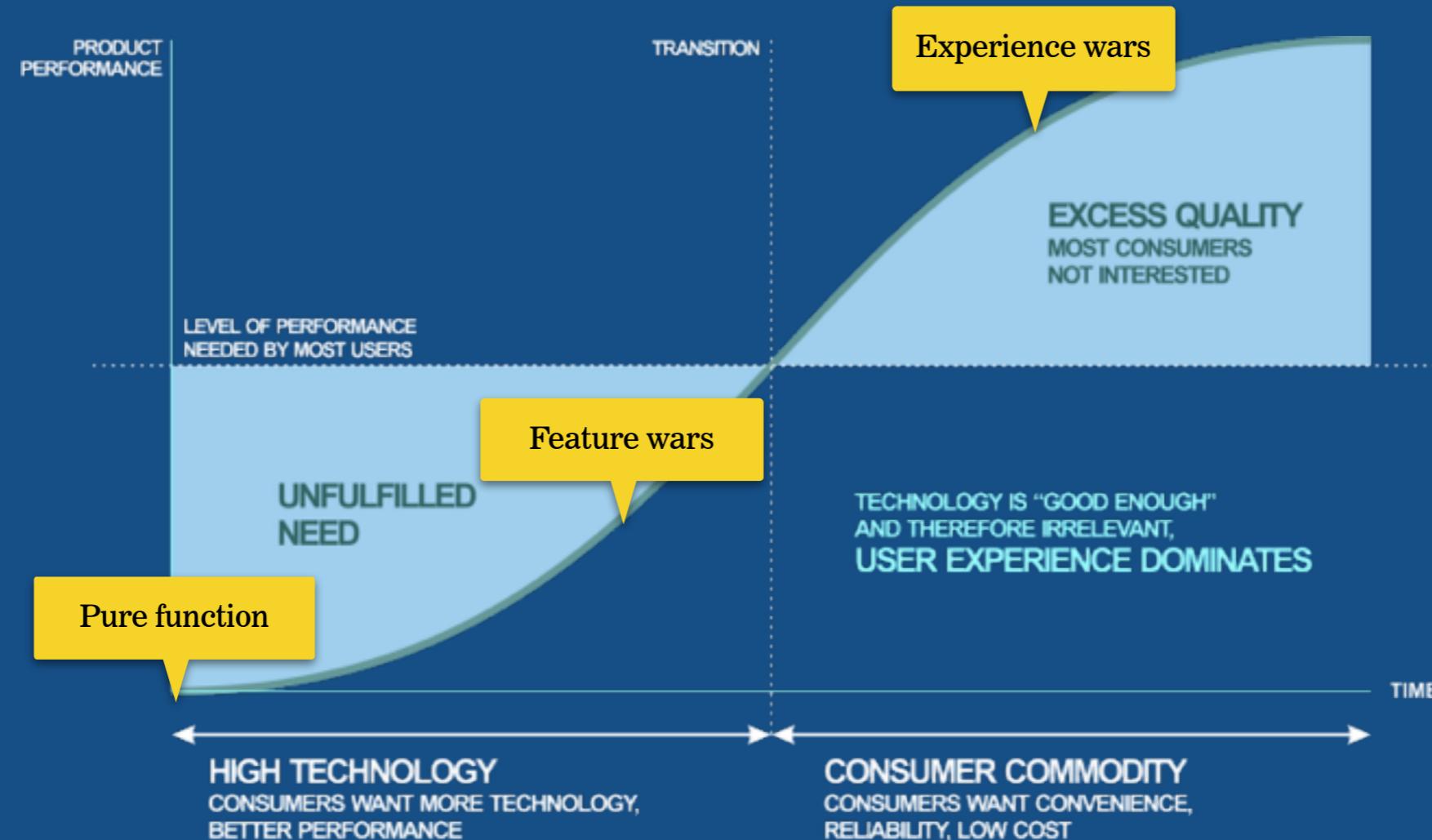


WHY IS UX SO IMPORTANT?

AVOID FEATURITIS



WIN THE EXPERIENCE WARS



WHO PRACTICES UX DESIGN?



THE DESIGN TEAM

USER RESEARCHER

DOING
(BEHAVIOR)

SEEING
CUSTOMER NOTICE
you have complaints with respect to any aspect of the
money transmission activities conducted at this location,
you may contact the California Department of Financial
Institutions at its toll-free telephone number, 1-800-622-
5220, by e-mail at consumer.complaint@dfi.ca.gov, or by
mail at Department of Financial Institutions, Consumer
Services, 1810 13th Street, Sacramento, CA 95811.
Payment instruments are not insured by the federal
government, the FDIC, or any other public
or private entity.

DEVICE

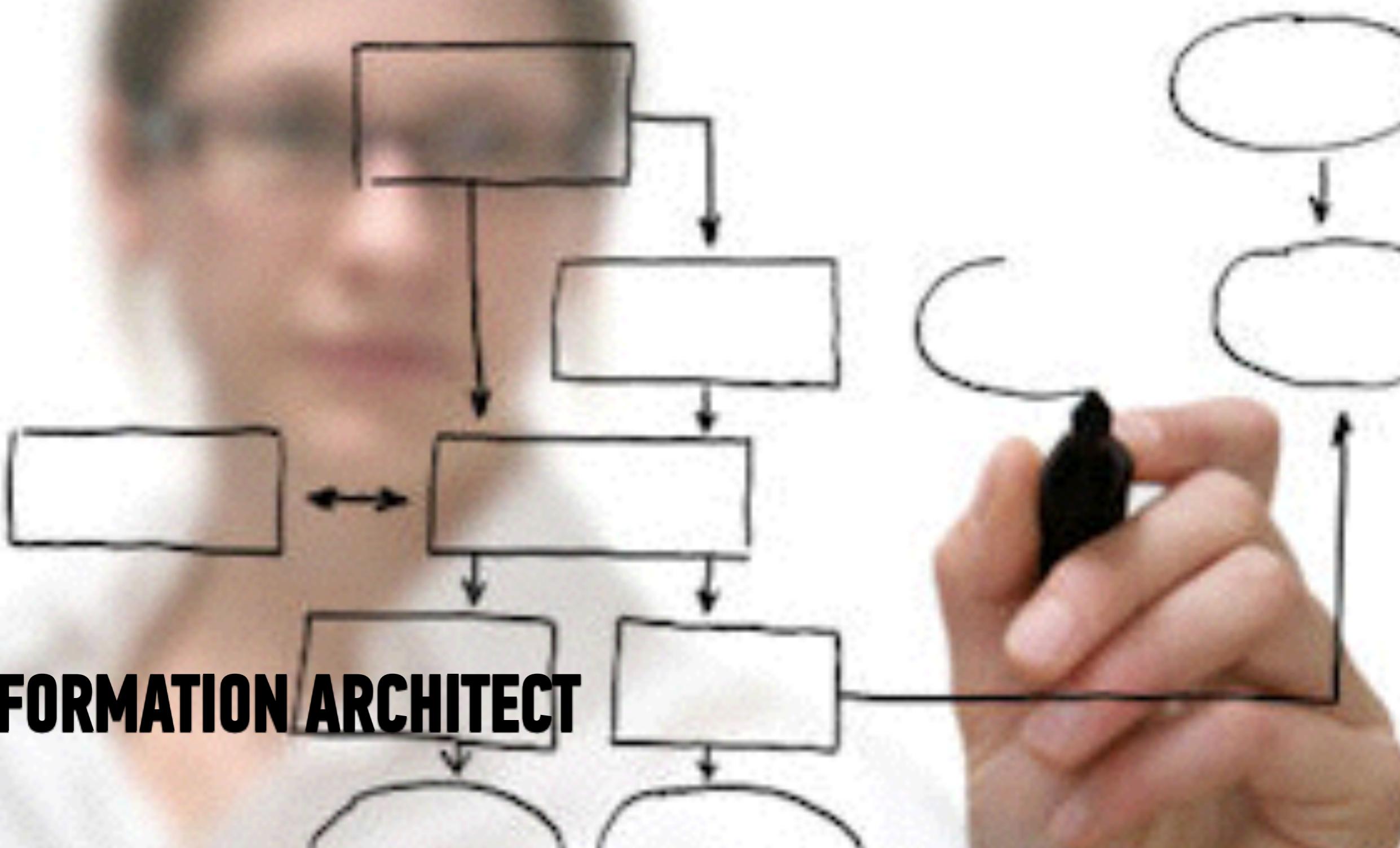
NEW RELEASE
movies & games

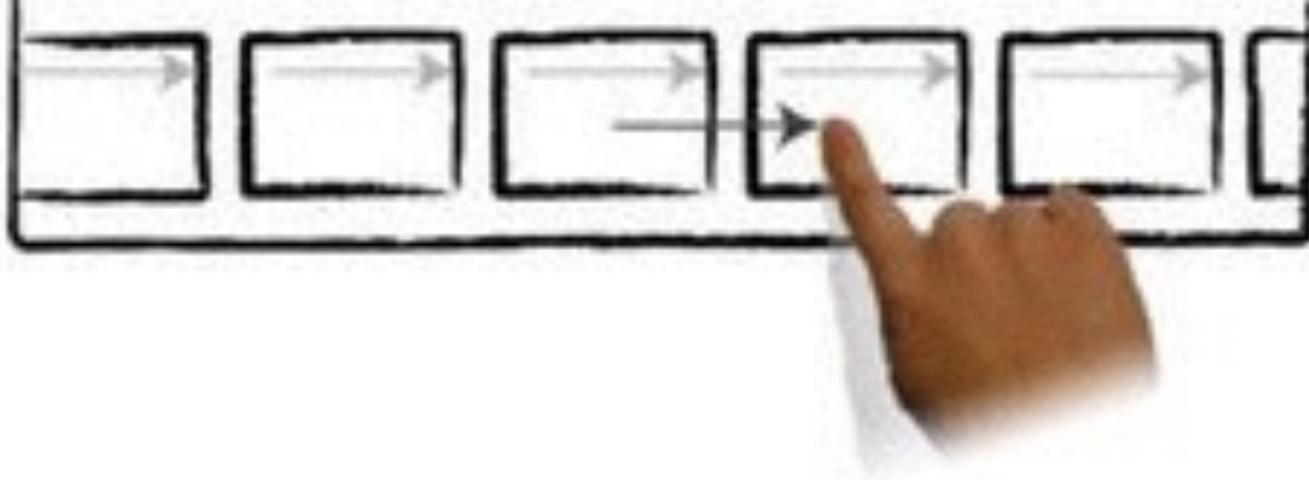
HEARING

FEELING
(MOTIVATIONS)

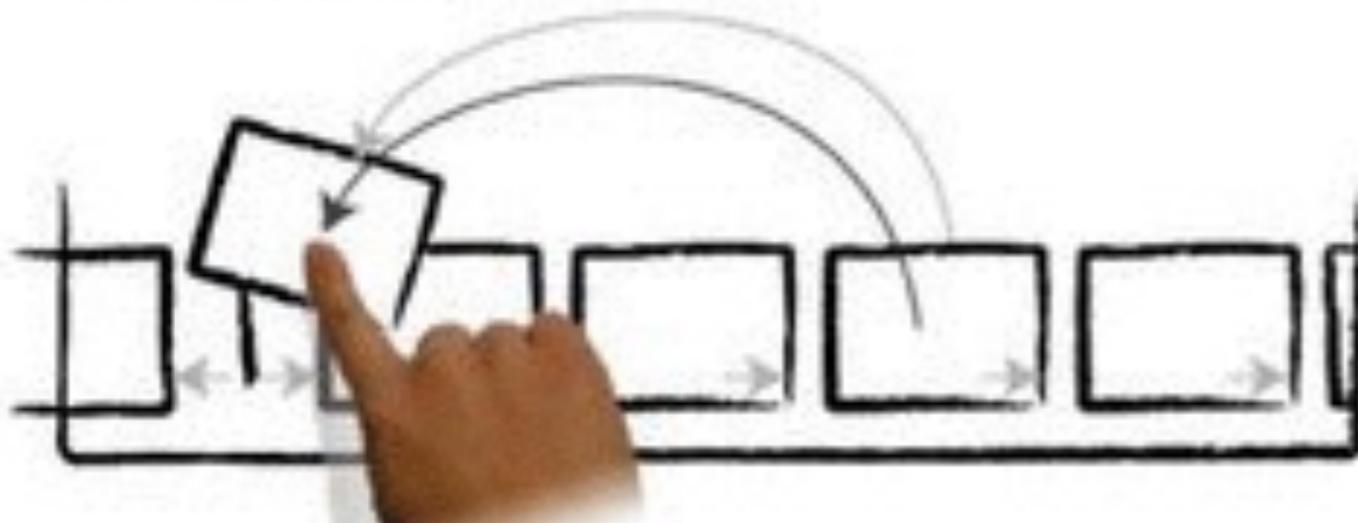
Recycle
Beverage Containers

INFORMATION ARCHITECT





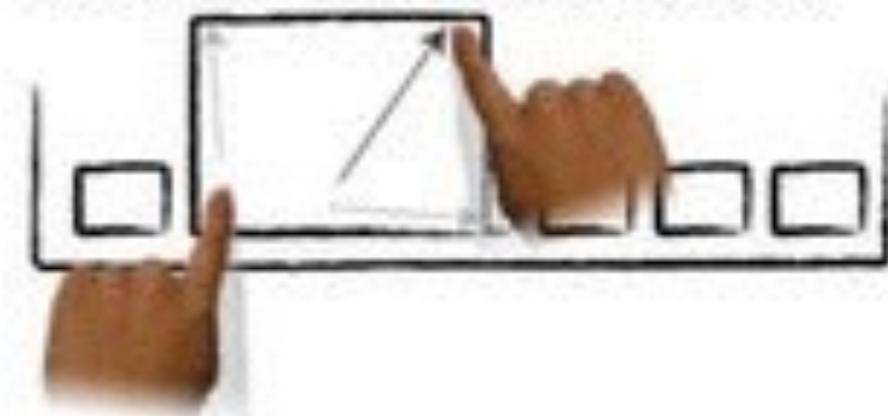
Launcher items can be dragged...



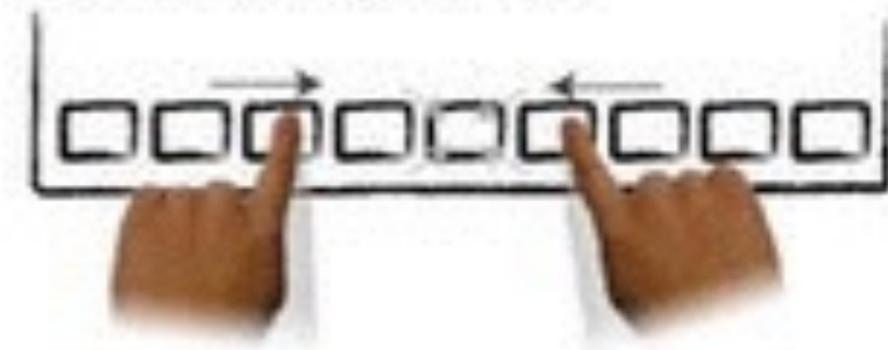
INTERACTION DESIGNER

...to another place in the sequence

Launcher items can be previewed, snap back into place



Launcher items can be scaled down...

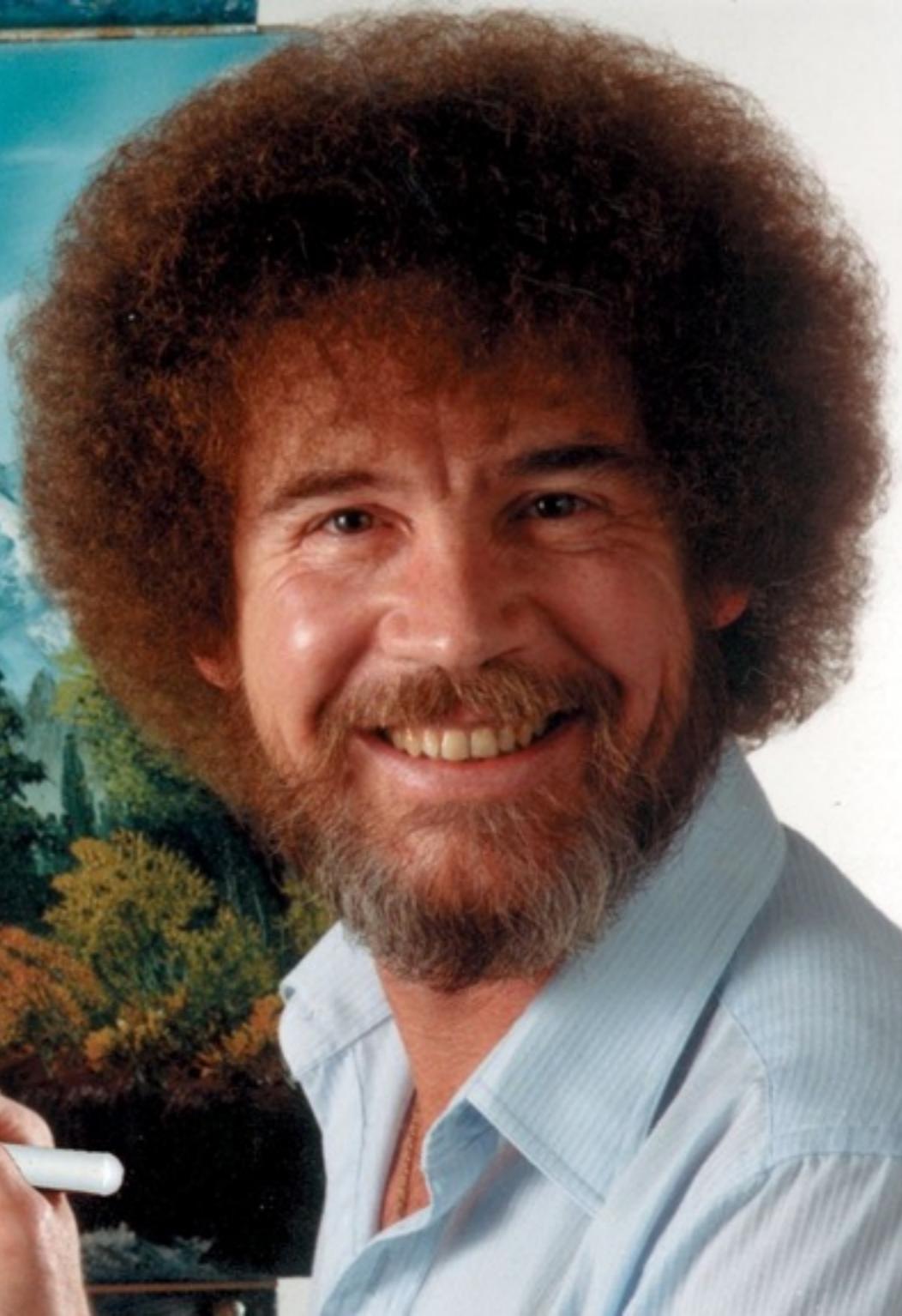


...and up



REMXED

VISUAL DESIGNER



FRONT-END DEVELOPER





CONTENT STRATEGIST



IDEA → STRATEGY

BUSINESS

MARKETING



GROWTH

PRODUCT MANAGER



COMPANY



COMPANY

BUSINESS → BRAND
↓
PROJECT



STRATEGY

MARKETING



PRODUCT → SOLUTION
MOTION → INFORMATION
RICE → VALUE
ACE → ACCESS



COMMUNICATION

WHAT STARTUPS WANT

Someone who can:

- conduct user research
- design the workflows
- write the copy
- create hi-fi mockups
- write the front-end code
- run usability tests...



THE BEST UX DESIGNERS ARE “T-SHAPED”

- have a good understanding of the different components that make up a UX
- have general business and design experience
- have deep specialization in one discipline or industry



Q&A