



# Introduction to User Experience Design

MAD9034

Introduction to  
User Experience Design

Warm-up project  
User Research | Analysis  
week 1 of 3

Warm-up project  
Ideation | Prototyping  
week 2 of 3

Warm-up project  
Testing | Presentation  
week 3 of 3

# MAD 9034 Professors



Nehmat Gereige

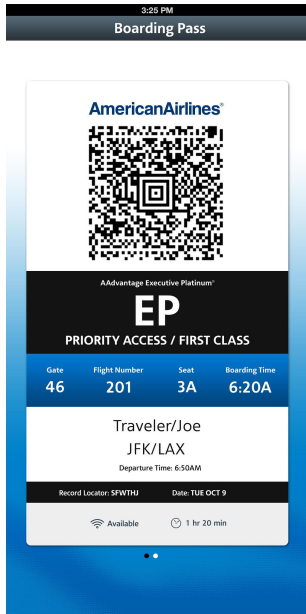


Laura Olac

# UI vs UX

## A quick glance

**User Interface** and **User Experience** are often used as interchangeable terms, but they have different meanings. With **USER EXPERIENCE** we can explore a wider scope. Not everything happens on screens.

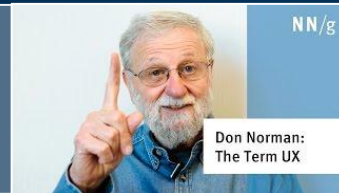


# What is UX?

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

[Nielsen Norman Group](#)

User Experience defined by Don Norman

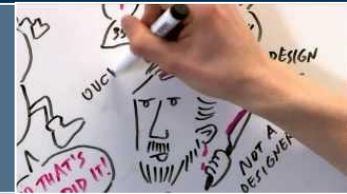


# What is UXD?

"User experience design (UXD or UED) is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product. User experience design encompasses traditional human-computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users."

[Wikipedia: User Experience Design](#)

User Experience Design in a Nutshell

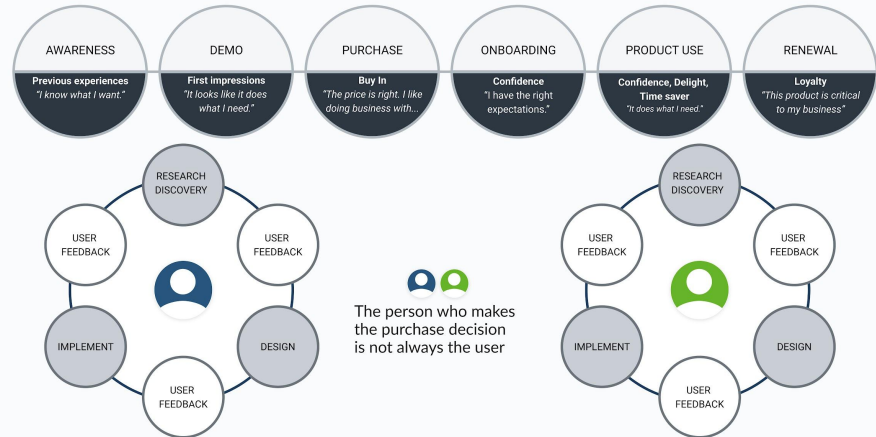


## What is UXD?

"**User experience design** (UXD or UED) is the process of **enhancing user satisfaction** by improving the **usability, accessibility, and pleasure** provided in the interaction between the user and the product. User experience design encompasses traditional human-computer interaction (HCI) design, and extends it by **addressing all aspects of a product or service as perceived by users.**"

### What might a client experience look like?

Everybody is a stakeholder in creating the best product experience.



What kind of experiences can we  
create?

## Memorable

A user experience can be memorable and leave users or participants with thoughts and feelings after the event ends.  
Examples: online games, shows, architecture, restaurants.





## Intuitive

A user experience can be aligned with the user's expectation so much that the user doesn't have to think about it while using it, or after. It just works.



Technical Resources  
for manufacturing professionals

### Trigonometry Calculator - Right Triangles

Enter all known variables (sides a, b and c; angles A and B) into the text boxes. To enter a value, click inside one of the text boxes. Click on the "Calculate" button to solve for all unknown variables.

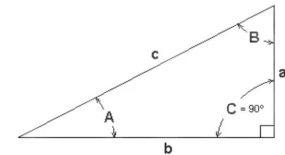
side a

side b

side c

angle A

angle B



### **Negative: intentional**

A user experience can be intentionally negative to help motivate the user to do something.

Example: the Duolingo character who is sometimes sad or angry.

duolingo



**Ben, we missed you this week!**

## Negative: unintentional

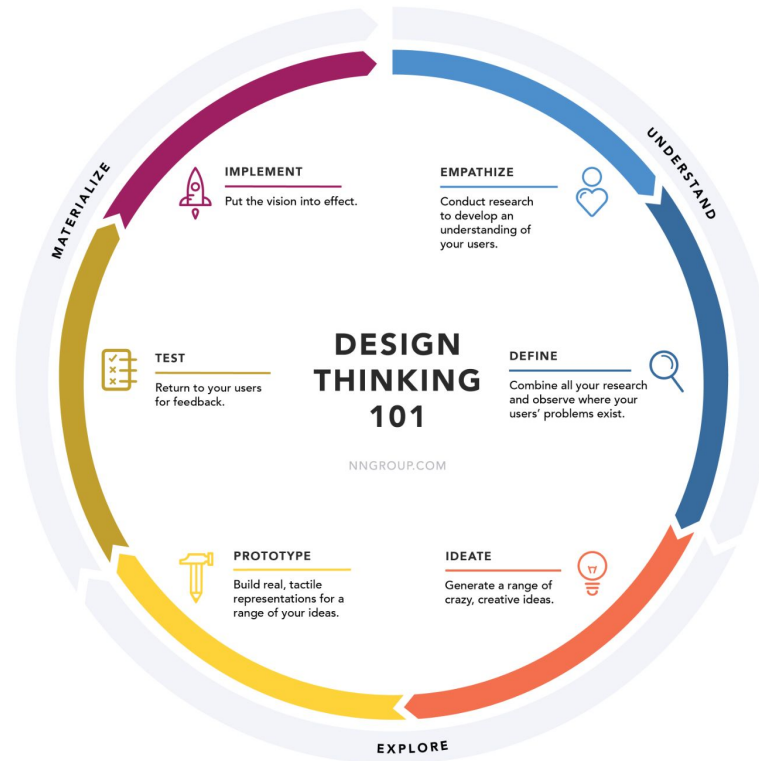
A user experience can be unintentionally negative and generate unexpected feelings.



[Image source](#)

# UX Design Process

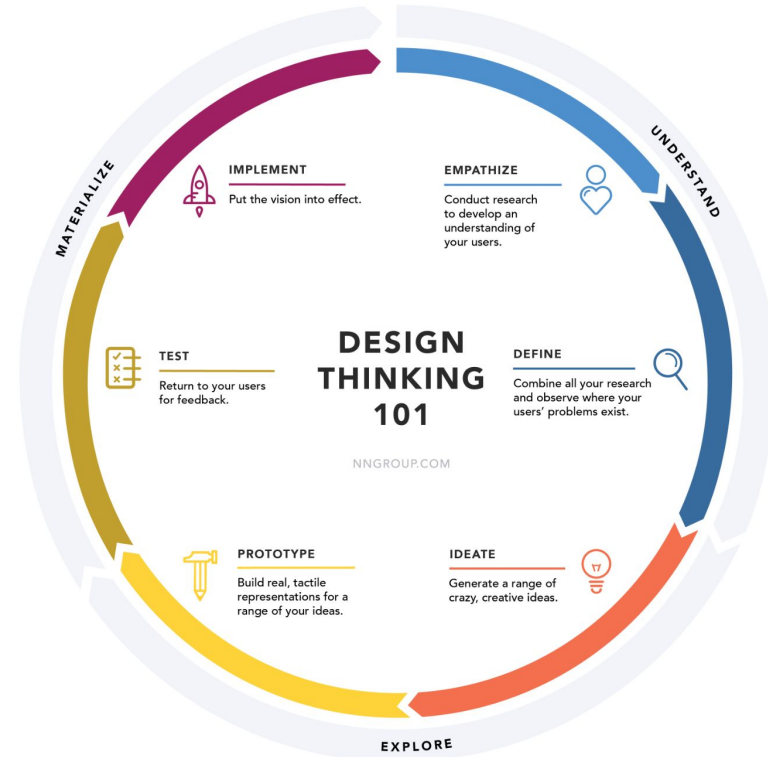
A quick glance



# UX Design Process

What is covered and what is not covered in this course

- Empathize
- Define
- Design/Ideate
- Prototype
- Test
- Implement + Measure



# UX Design Process

What is covered: Empathize

- **Empathize**

Study user behaviours, research user goals, understand client objectives

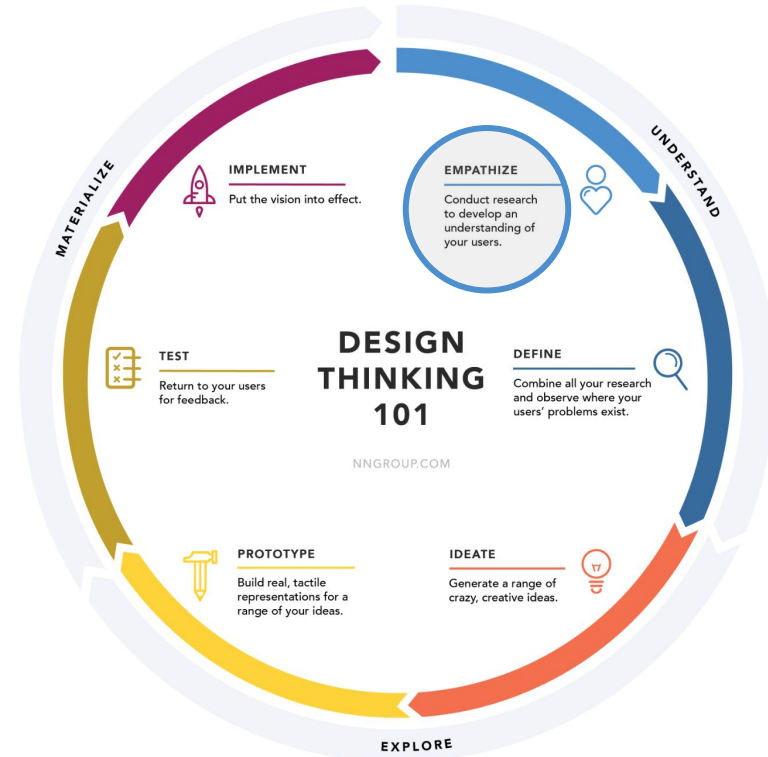
- **Define**

- **Design/Ideate**

- **Prototype**

- **Test**

- **Implement + Measure**



# UX Design Process

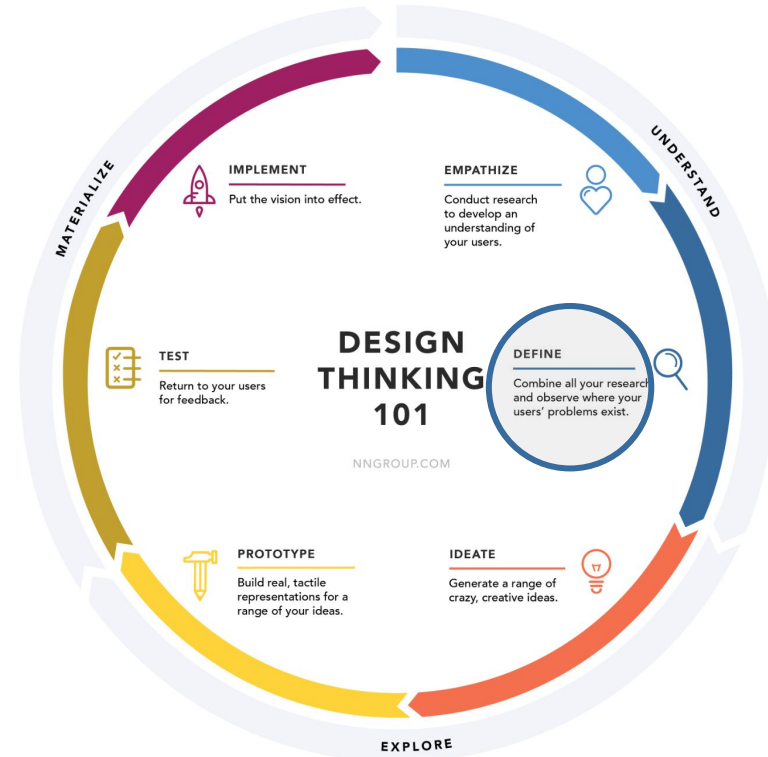
What is covered: Define

- **Empathize**
- **Analyze and Define**

Make sense of the research data

- Thematic analysis
- Define problems to solve
- Persona
- Information Architecture

- **Design/Ideate**
- **Prototype**
- **Test**
- **Implement + Measure**



# UX Design Process

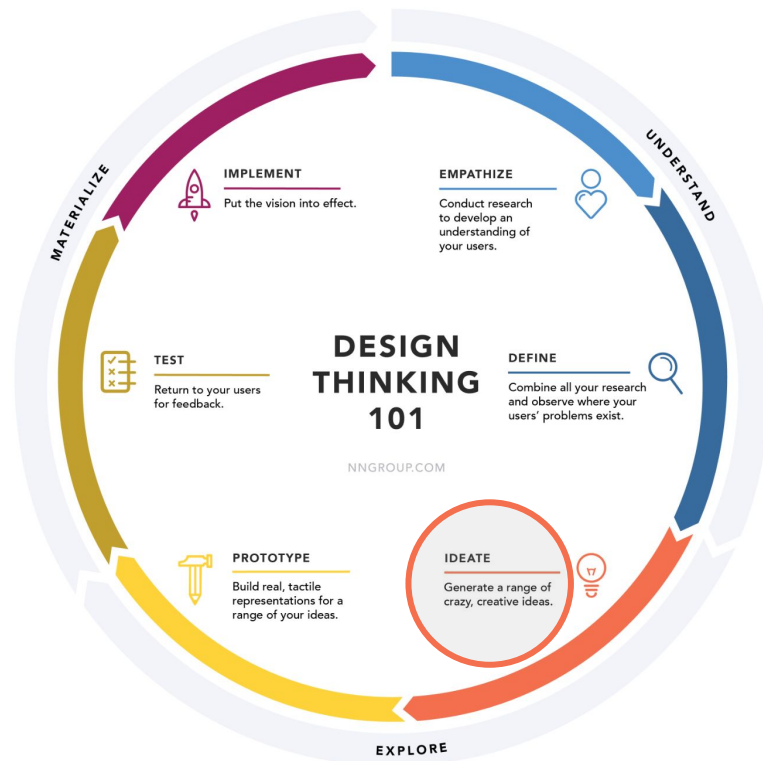
What is covered: Iterate - Design - Test

- Empathize
- Define
- Design/Ideate

Experience and explore possible solutions

- Ideation/Brainstorming/Workshops
- Scenario Mapping
- User task flow diagram
- Wireframes (UI layout/user flow)
- Interaction design
- Visual design

- Prototype
- Test
- Implement + Measure





# UX Design Process

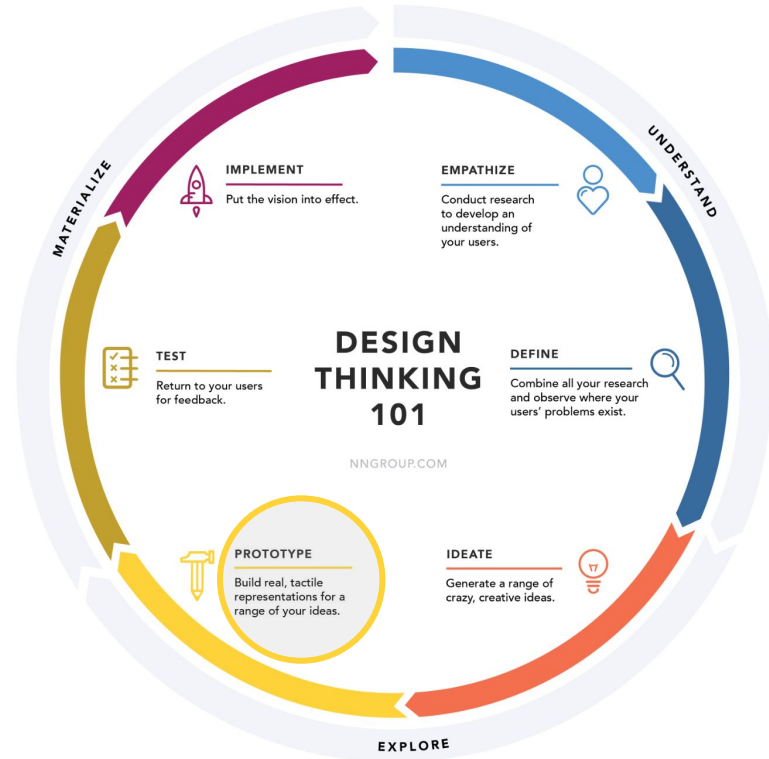
What is NOT covered: Implement and Measure

- Empathize
- Define
- Design/Ideate
- Prototype

Experience and explore possible solutions

- Ideation
- Interaction design
- **Prototype**

- **Test**
- Implement + Measure (not covered in MAD9034)
  - Application development
  - User acceptance tests
  - User surveys



# UX Design Process

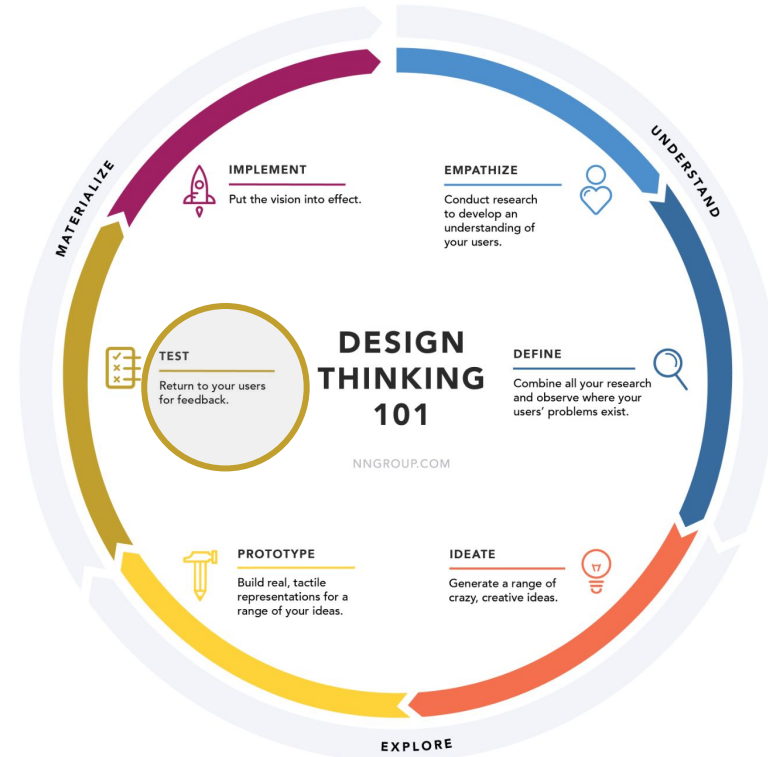
What is NOT covered: Implement and Measure

- Empathize
- Define
- Design/Ideate
- Prototype
- Test

Experience and explore possible solutions

- Ideation
- Design concept testing
- Prototype usability testing

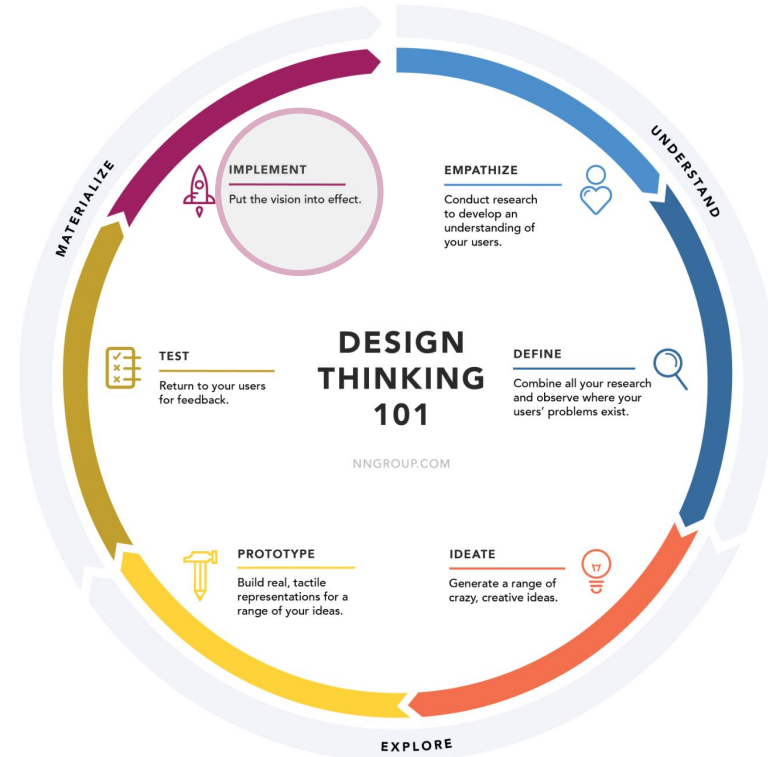
- Implement + Measure (not covered in MAD9034)
  - Application development
  - User acceptance tests
  - User surveys



# UX Design Process

What is NOT covered: Implement and Measure

- Empathize
- Define
- Design/Ideate
- Prototype
- Test
- Implement + Measure (not covered in MAD9034)
  - Application development
  - User acceptance tests
  - User surveys



# UX Design Process

## UX Design Tools and Deliverables

**Tools and Deliverables** (covered in this course)

- Personas
- Scenarios
- Information Architecture
- Wireframes
- Visual design
- Prototype
- Usability testing



# UX Design Competencies

Top 6

User  
Research

Information  
Architecture

Interaction  
Design

Visual  
Design

Prototyping

Usability  
Testing

## Remember

Before building a mobile app, you want to verify if your idea is viable and the features you intend to build meet your users' needs and wants. A User Centered Design approach will assist you in creating the best product experience and effectively fulfill your client's business objectives.

# Coming up

## User Research Methods

### Introduction to the warm-up project



# A Fun Group Exercise

5-10 minute

Uber hires you to improve the user experience of their app so that it is easier to use by seniors (60+ yrs old).

Which steps will you take to begin the UX enhancement? How? Why?

## Remember

User Experience Design is an **iterative process** and it can start at any point within these 5 steps:

- User research
- Analysis
- Design
- Prototype
- User Testing