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

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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.
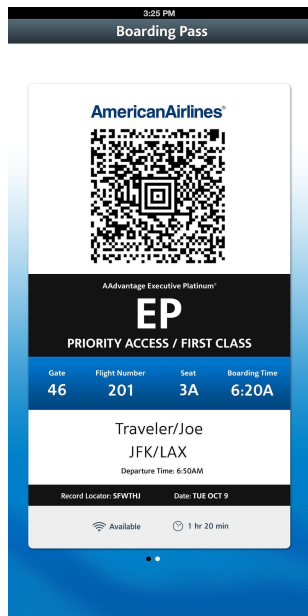
What is UX?

"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 UX**D**?

"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."

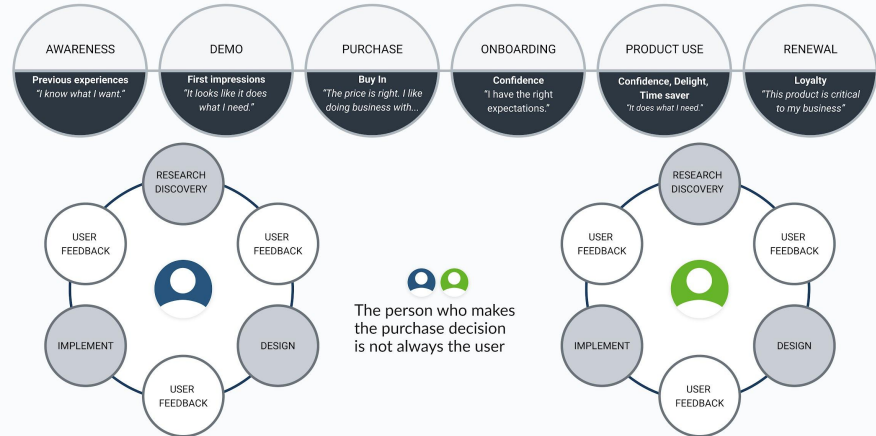Wikipedia: User Experience Design

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.

AWARENESS	DEMO	PURCHASE	ONBOARDING	PRODUCT USE	RENEWAL
Previous experiences *"I know what I want."*	**First impressions** *"It looks like it does what I need."*	**Buy In** *"The price is right. I like doing business with..."*	**Confidence** *"I have the right expectations."*	**Confidence, Delight, Time saver** *"It does what I need."*	**Loyalty** *"This product is critical to my business"*

RESEARCH DISCOVERY

USER FEEDBACK

USER FEEDBACK

IMPLEMENT

DESIGN

USER FEEDBACK

The person who makes the purchase decision is not always the user

RESEARCH DISCOVERY

USER FEEDBACK

USER FEEDBACK

IMPLEMENT

DESIGN

USER FEEDBACK

Laura's file

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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.
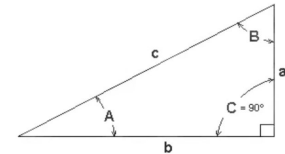
Negative: intentional

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!
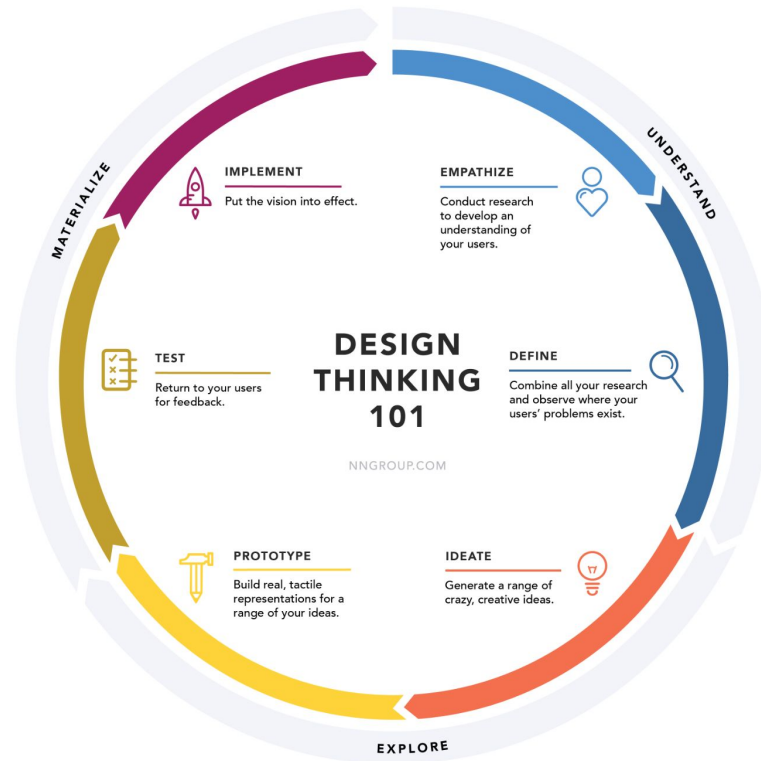
Negative: unintentional

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

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

IMPLEMENT
Put the vision into effect.

EMPATHIZE
Conduct research to develop an understanding of your users.

TEST
Return to your users for feedback.

DESIGN THINKING 101

NNGROUP.COM

DEFINE
Combine all your research and observe where your users' problems exist.

PROTOTYPE
Build real, tactile representations for a range of your ideas.

IDEATE
Generate a range of crazy, creative ideas.

UNDERSTAND
MATERIALIZE
EXPLORE

13
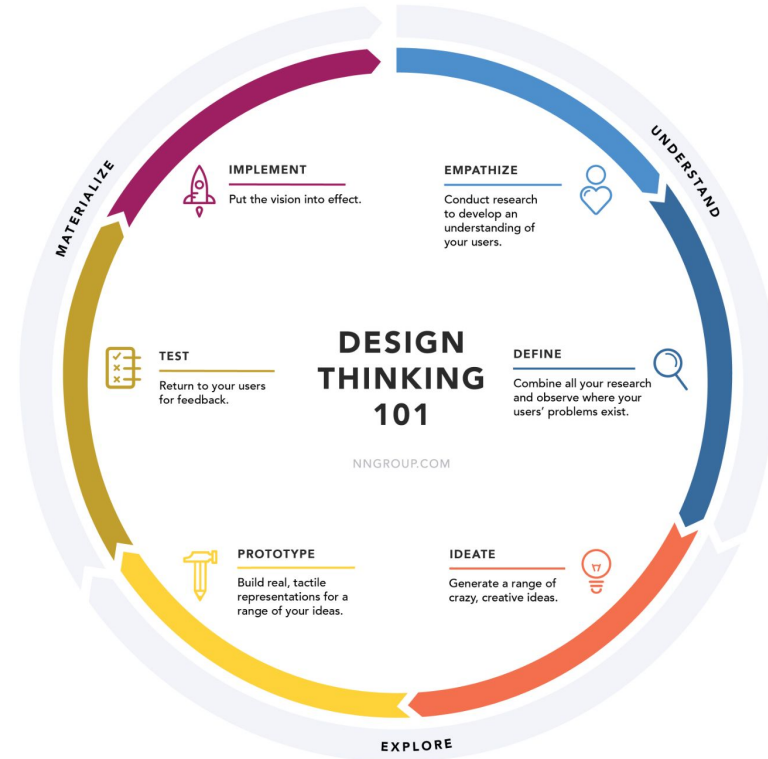
UX Design Process

What is covered: Empathize

- **Empathize**

  Study user behaviours, research user goals, understand client objectives

- **Define**

- **Design/Ideate**

- **Prototype**

- **Test**

- Implement + Measure

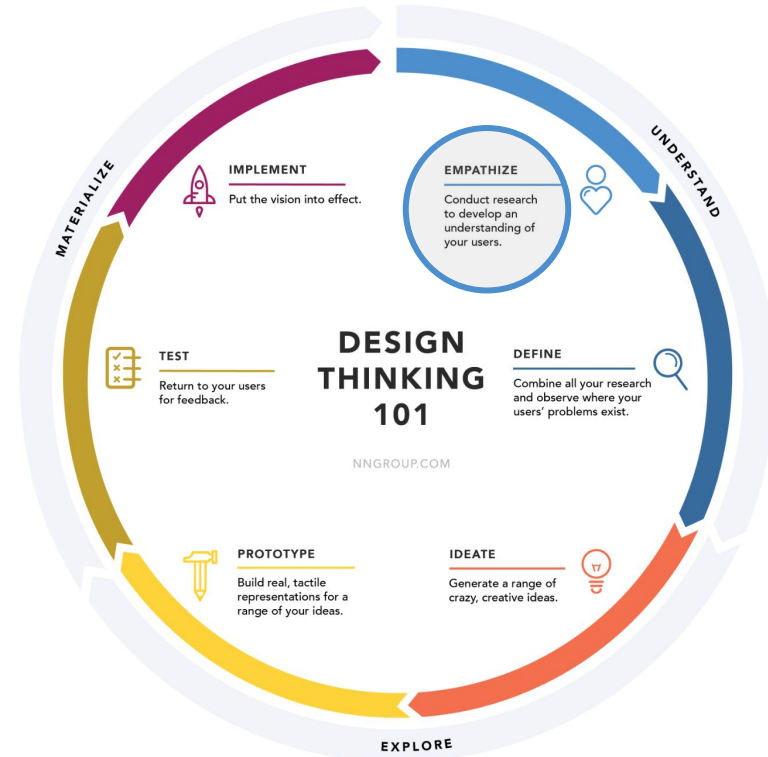Source: https://www.nngroup.com/articles/design-thinking/

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

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UX Design Process

What is covered: Iterate - Design - Test
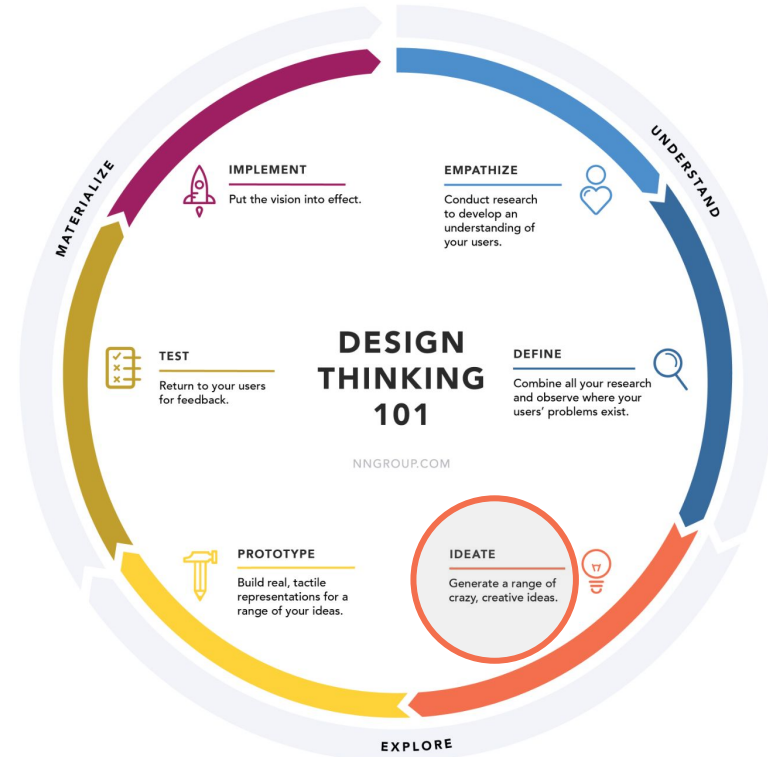
- **Empathize**

- **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

Source: https://www.nngroup.com/articles/design-thinking/

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

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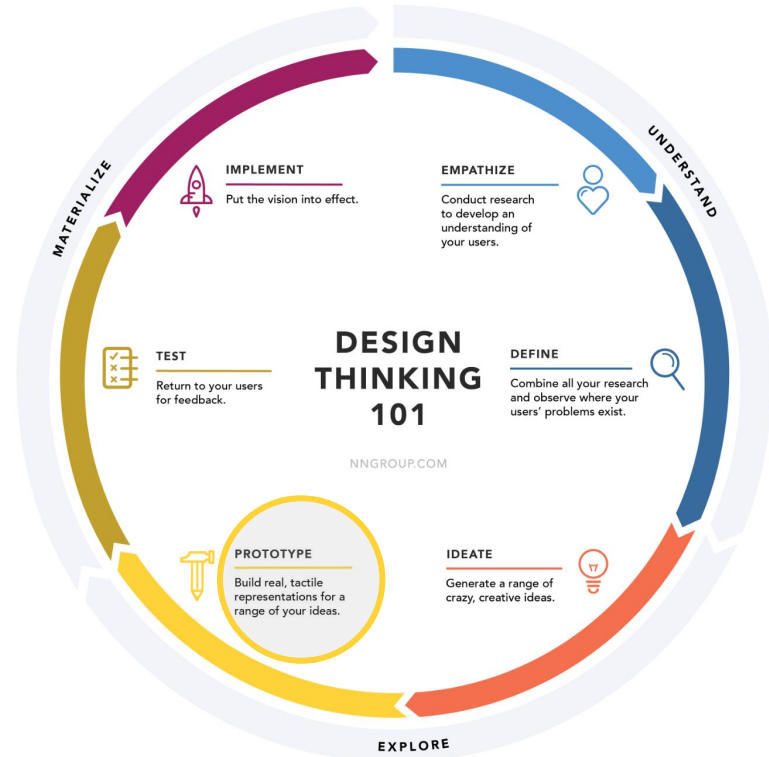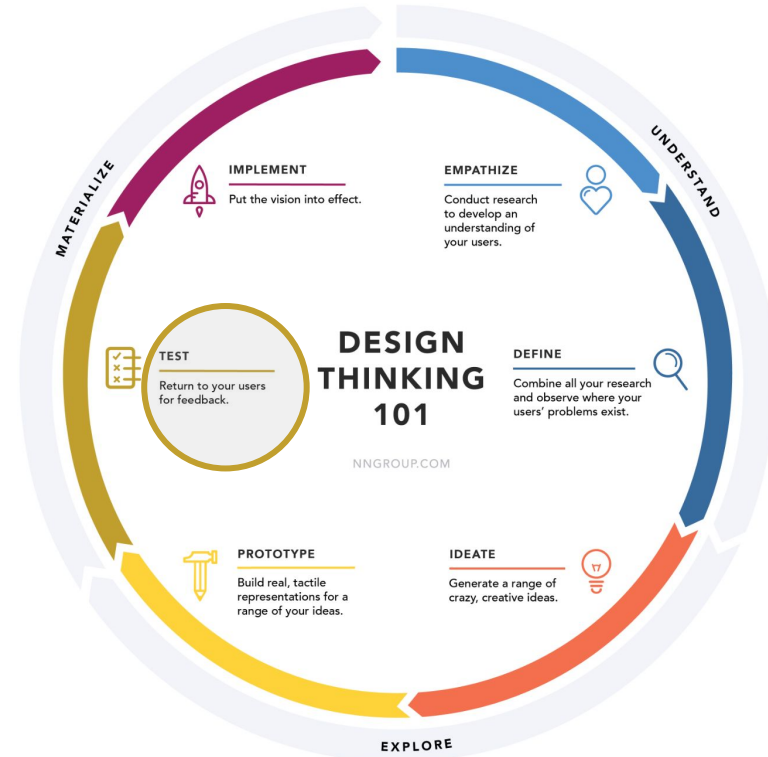
  Experience and explore possible solutions
  - Ideation
  - Design concept testing
  - Prototype usability testing
- Implement + Measure (not covered

  in MAD9034)

  - Application development
  - User acceptance tests
  - User surveys

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UX Design Process

What is NOT covered: Implement and Measure

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- **Test**
- Implement + Measure (not covered in MAD9034)
    - Application development
    - User acceptance tests
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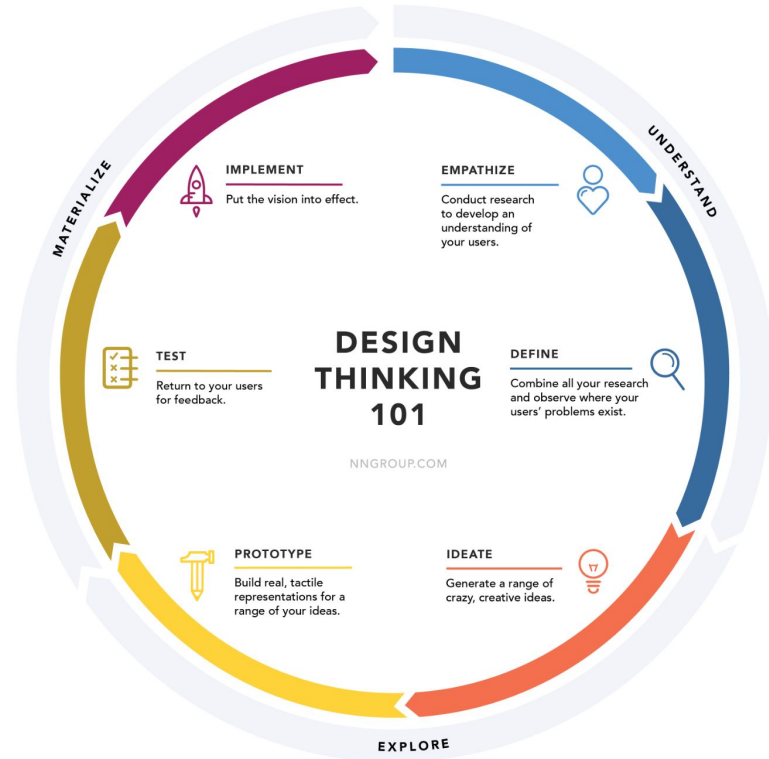Generate a range of crazy, creative ideas.

EXPLORE

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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

Source: https://www.nngroup.com/articles/design-thinking/

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

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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