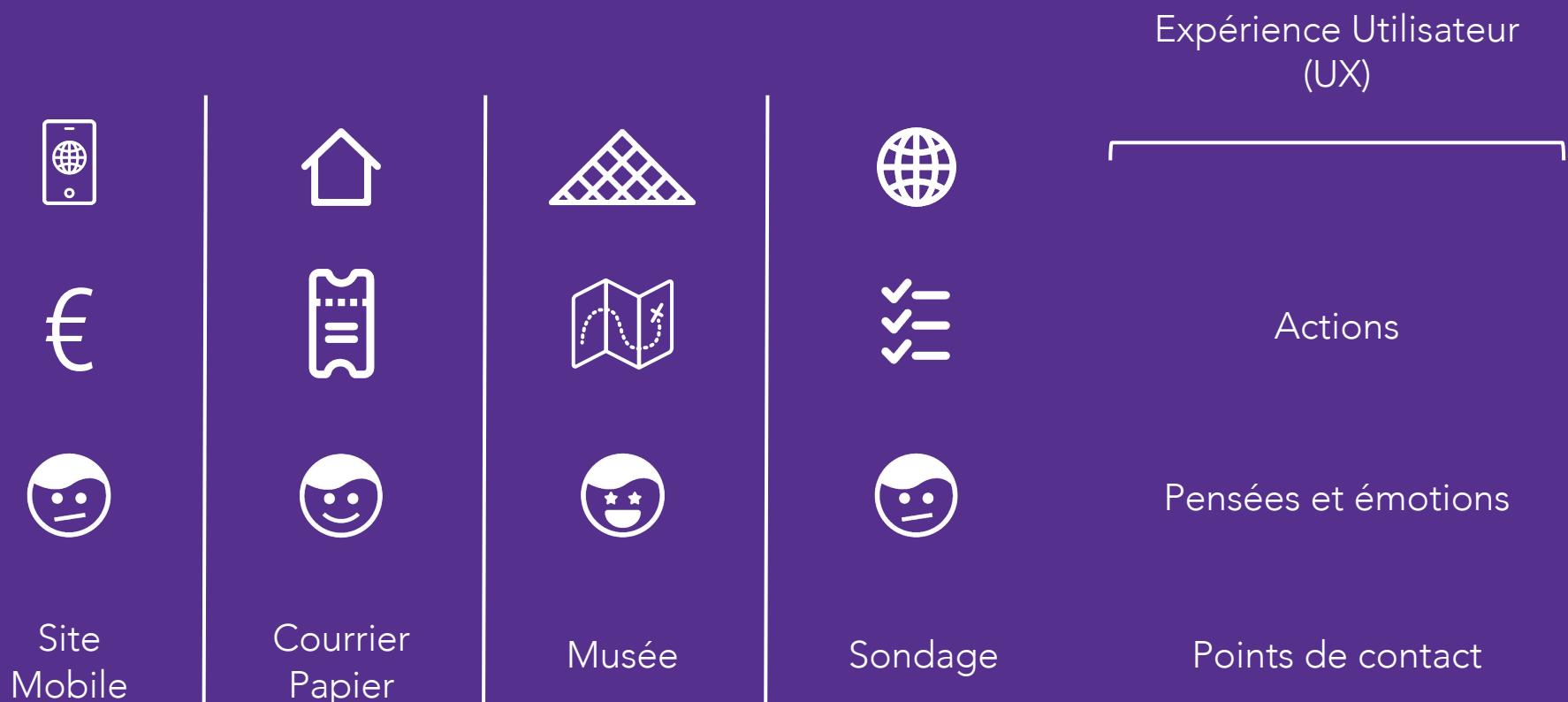


"Vingt fois sur le métier remettez votre ouvrage  
Polissez-le sans cesse et le repolissez  
Ajoutez quelquefois, et souvent effacez."

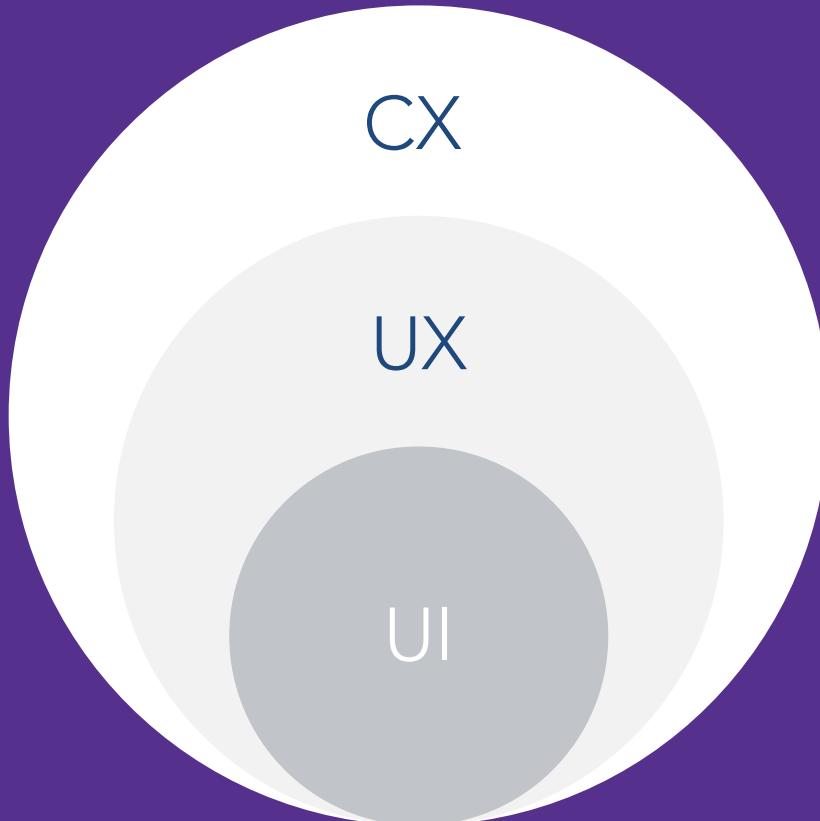
**Nicolas Boileau**

# Introduction au Design UX

# Allons visiter le Louvre



CX / UX / UI



# Conception centrée sur l'utilisateur

[http://fr.wikipedia.org/wiki/Conception\\_centr%C3%A9e\\_sur\\_l%27utilisateur](http://fr.wikipedia.org/wiki/Conception_centr%C3%A9e_sur_l%27utilisateur)  
ISO 9241

“L'expérience utilisateur englobe tous les aspects de l'interaction de l'utilisateur final avec une entreprise, ses services et ses produits.”

Bill Morridge

“Design is not just what it looks like and feels like. Design is how it works.”

Steve Jobs

“...for the user.”

Romuald T.

# Le design pour

- Résoudre un problème
- Générer des émotions...
- ...positives et qui durent

# A Quoi Ça Sert ?



# Ingénieur / Designer

Approche analytique

Orientée problème

Intégrer les contraintes

Comprendre les données

→ En tirer une solution

Approche intuitive

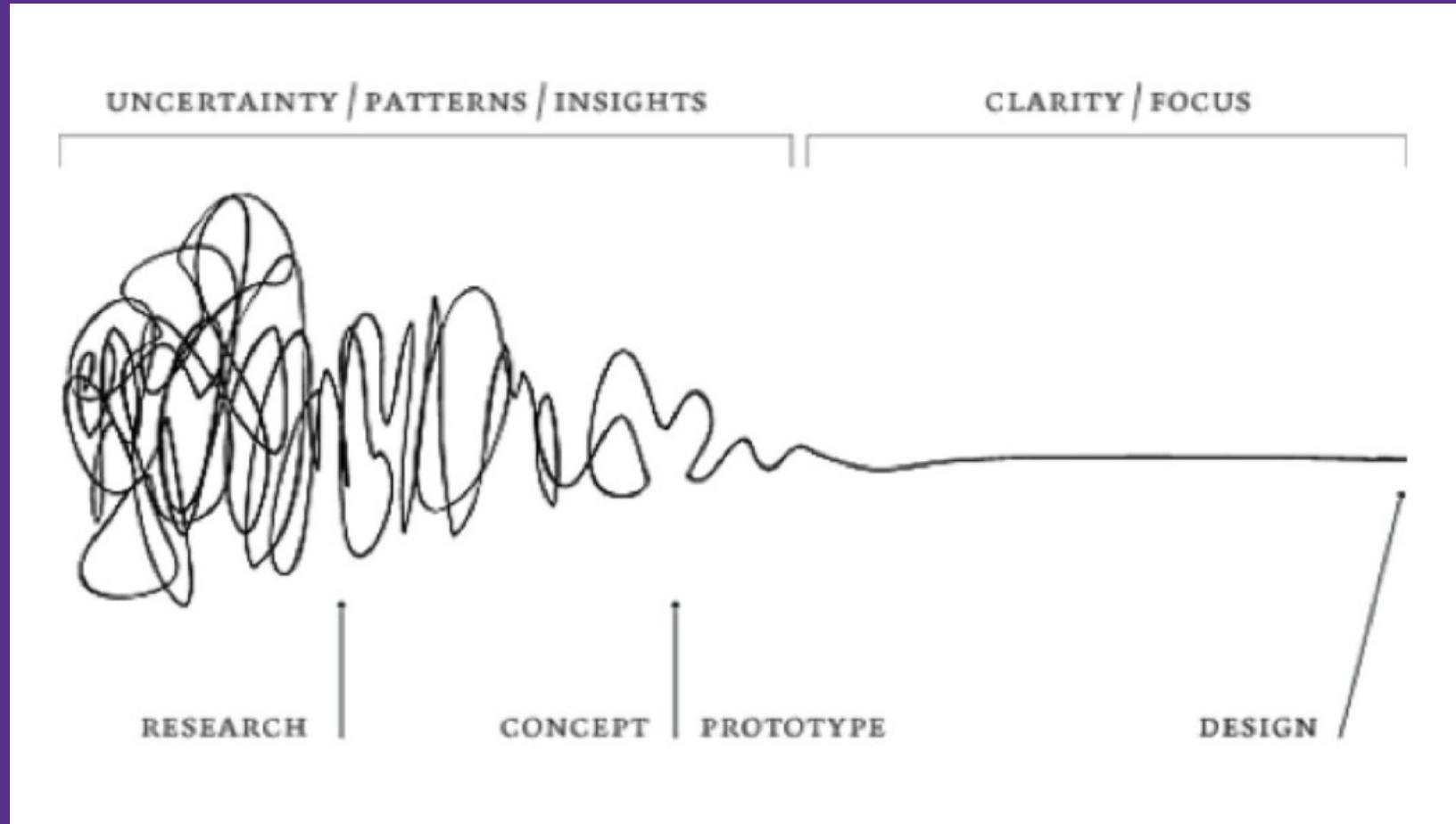
Orientée solution

S'abstraire des contraintes

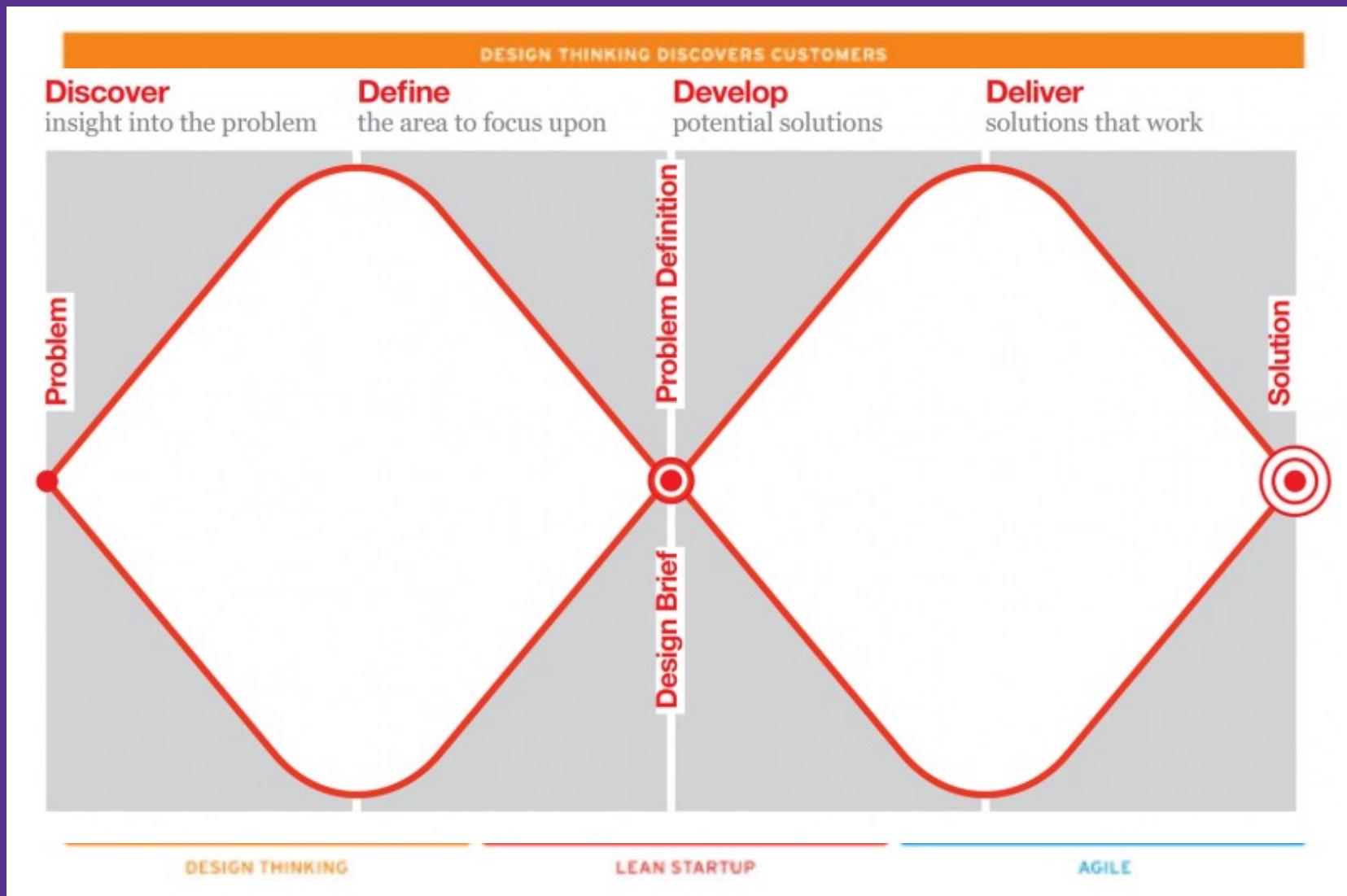
Imaginer une solution

→ « Voir » si ça marche

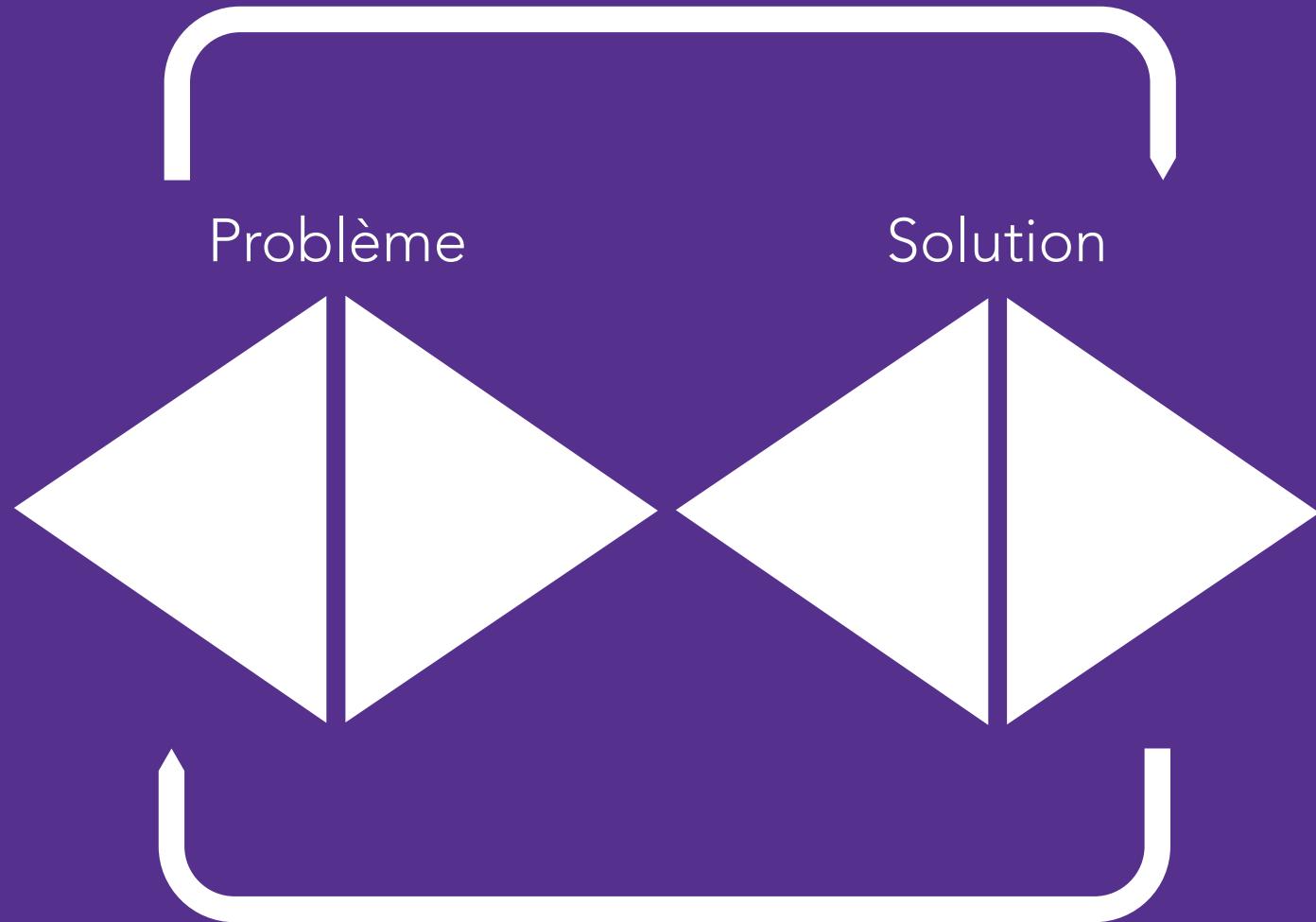
# Approche Design



# Process



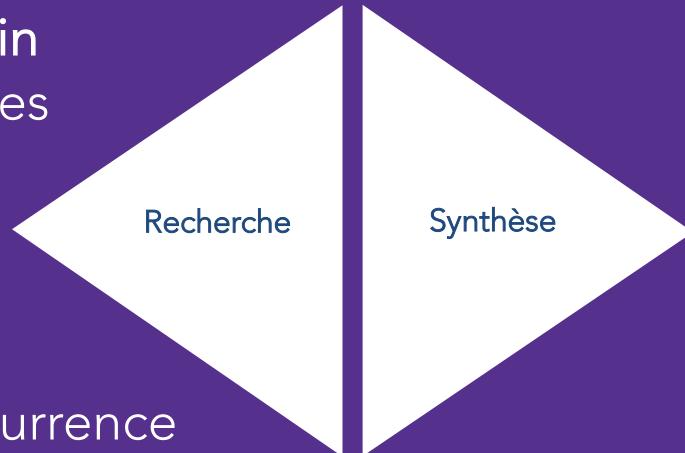
# Double diamond



# Les données du problème

## Problème

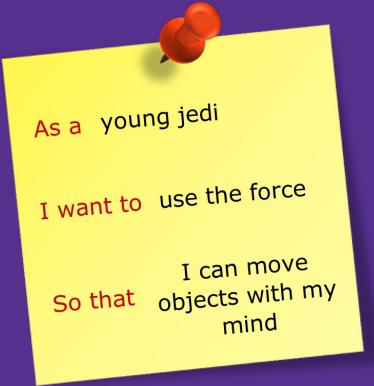
- Entretiens individuels
- Observations terrain
- Données sectorielles
- Enquêtes
- Les exigences
- Analytics
- Audit
- Analyse de la concurrence
- ...



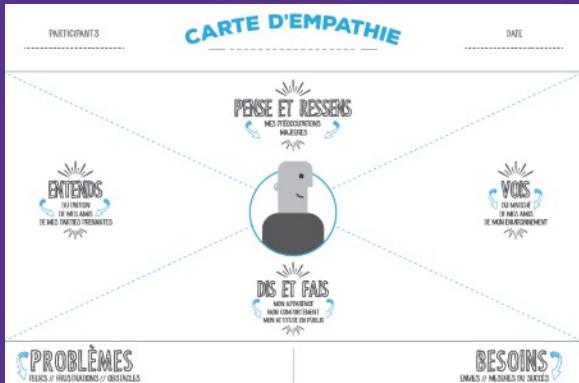
- Personae
- User stories
- Carte d'expérience
- Carte d'empathie
- Parcours
- ...

# Les éléments du problème à résoudre

## User stories



## Carte d'empathie



## Persona

**Fred Fish: Corporate Chef**  
"Get me out of the office & into the kitchen."

**Employer:** Boise Controls  
**Background:** Masters from Johnson & Wales University  
**Computer skills:** Novice

**Key goals**  
I need to get my computer skills up. He used to (literally). He stops in at all six Boise Controls sites as often as possible to stay in touch with cooks and cooking. He wants to learn computer tools, but not at the expense of managing his kitchen.

**A day in the life**  
Once a month, he meets with the head chef and to plan the menu. When they're done, he sends it to his staff and his manager. He's not a computer whiz. On a good day, he drags in some clip art and do some freehand drawing on font. Once in awhile, he'll format meetings with new editor they're on his MacBook Pro.

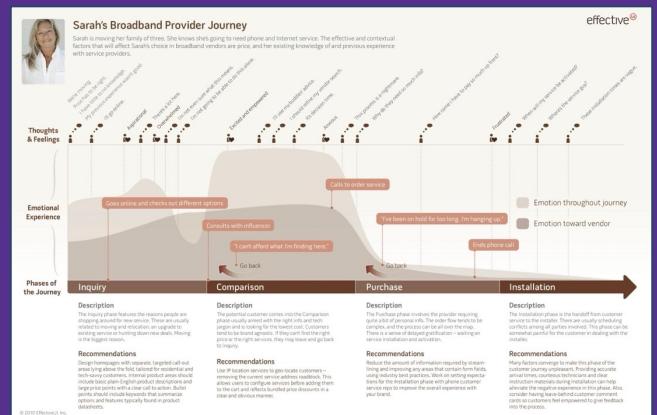
**Chefs are different from other users**  
Computers are just tools for a chef. Fred would rather use a cutting board than a keyboard.

**Photo from Flickr; some rights reserved**

**Quick take on Fred**

Computer skills	Novice
Job situation	Employee Director Manager Self-employed
Computer type	Netbook Laptop Tablet
Computer tools	Advanced features Coding tools Email Web browsing Word processing
Background	Business Engineering Marketing Management Other: cooking

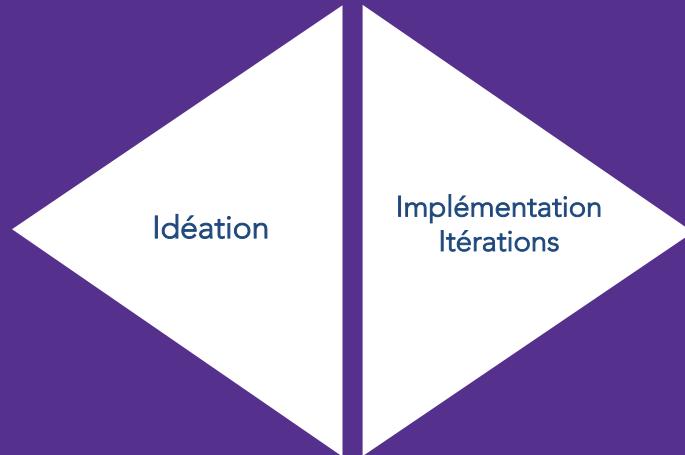
## Carte d'expérience



# Les données de la solution

## Solution

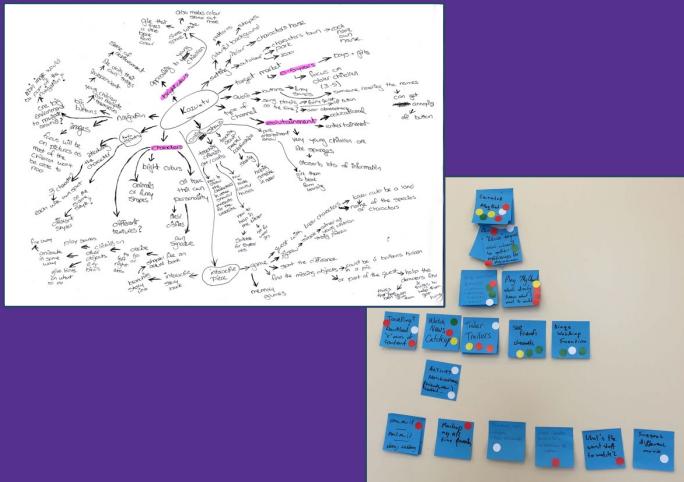
- Personae
- User stories
- Carte d'expérience
- Carte d'empathie
- Parcours
- ...



- Parcours (user flow)
- Wireframes
- Prototypes
- Rapports d'évaluation

# Générer des idées... plein d'idées...

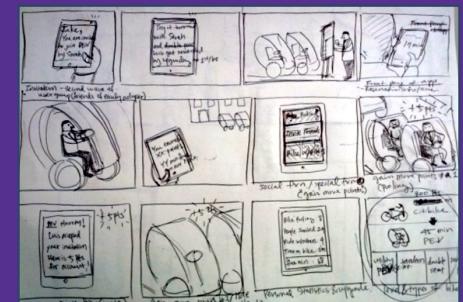
## Brainstorm



## Tri de cartes



## Storyboard



## Croquis

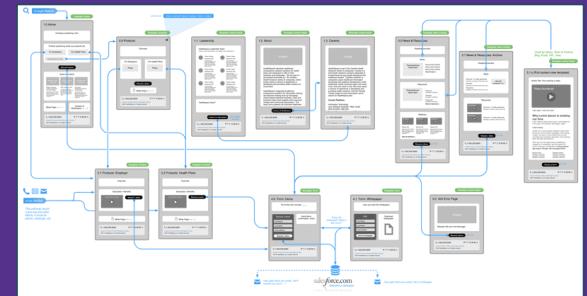


# ...pour tendre vers la bonne solution

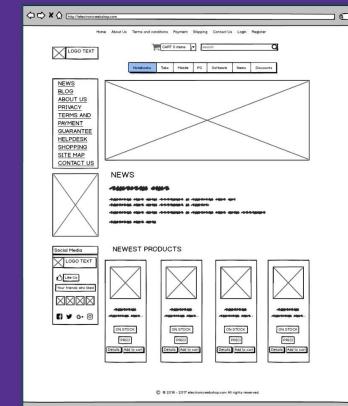
## Prototypes



## User flow



## Wireframes



Critères ergonomiques de  
Bastien & Scapin (1993)

Jakob Nielsen Usability  
Heuristics (1995)

Don Norman Principles (2002)

...et plein d'autres

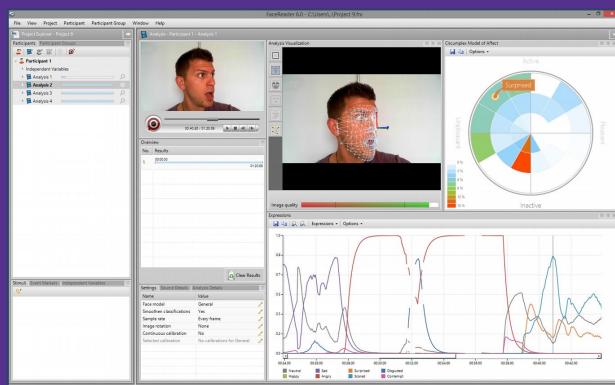
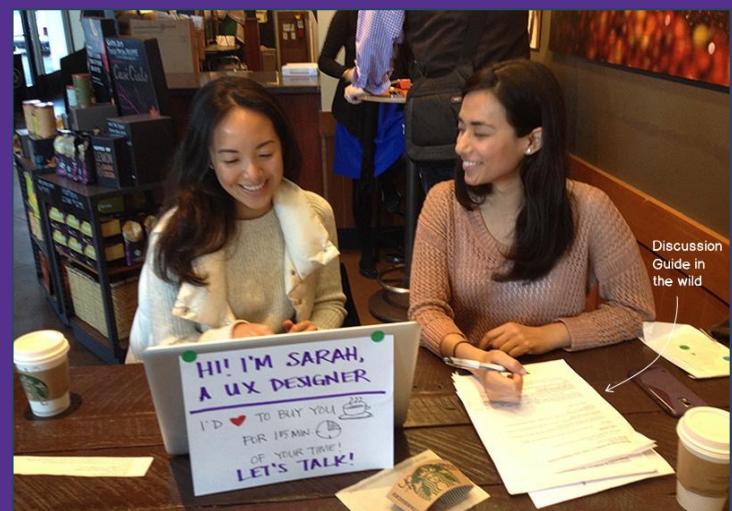
- Cohérences des interfaces
- Logique des parcours
- Retours d'information
- Prévention des erreurs
- ...

# Tester et tester encore

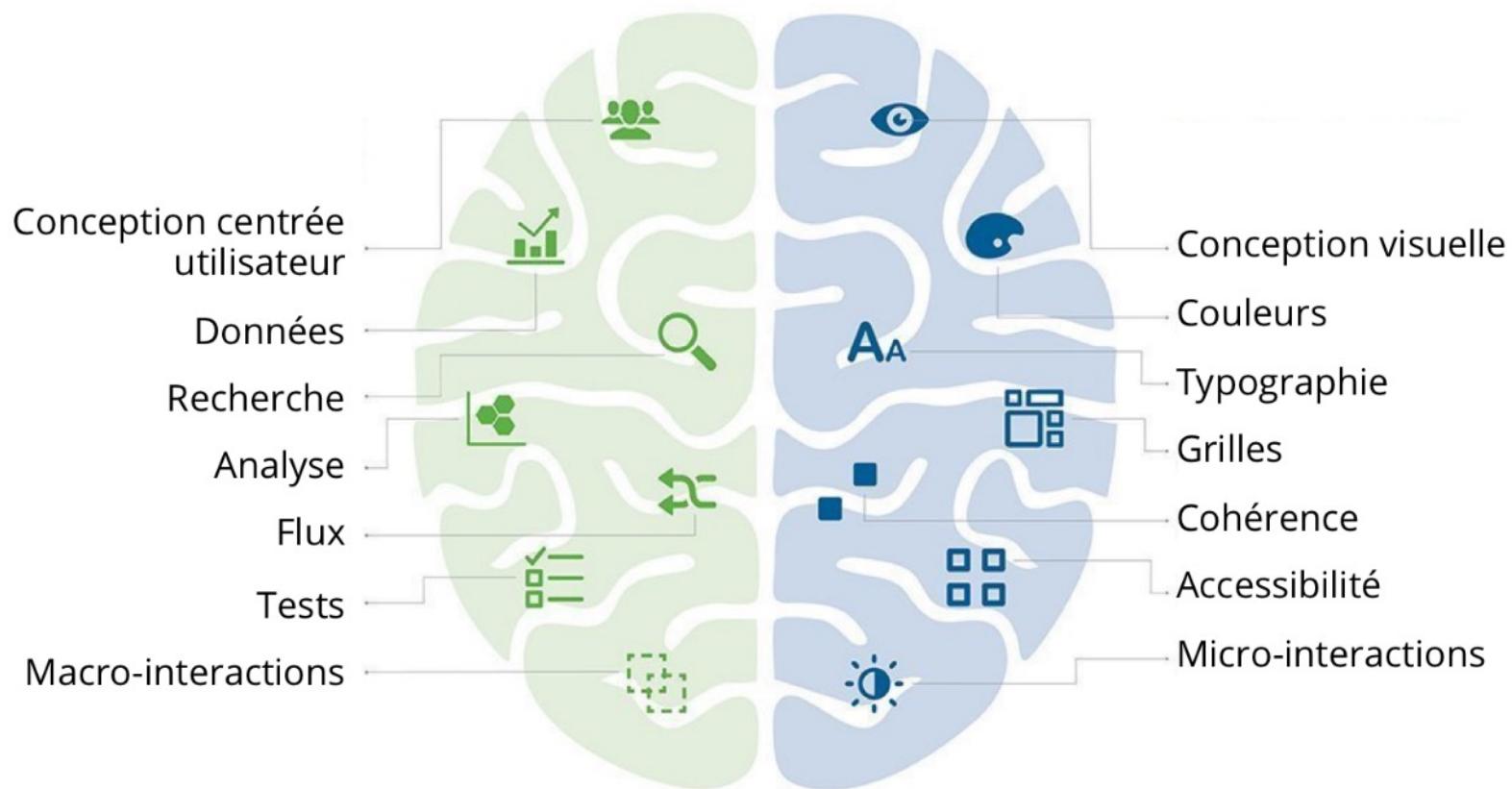
Avec un processus outillé



En mode “guérilla”



# UX UI





**Interface utilisateur**  
*Produit*



**Expérience utilisateur**  
*Produit + utilisation*



**MERCI**