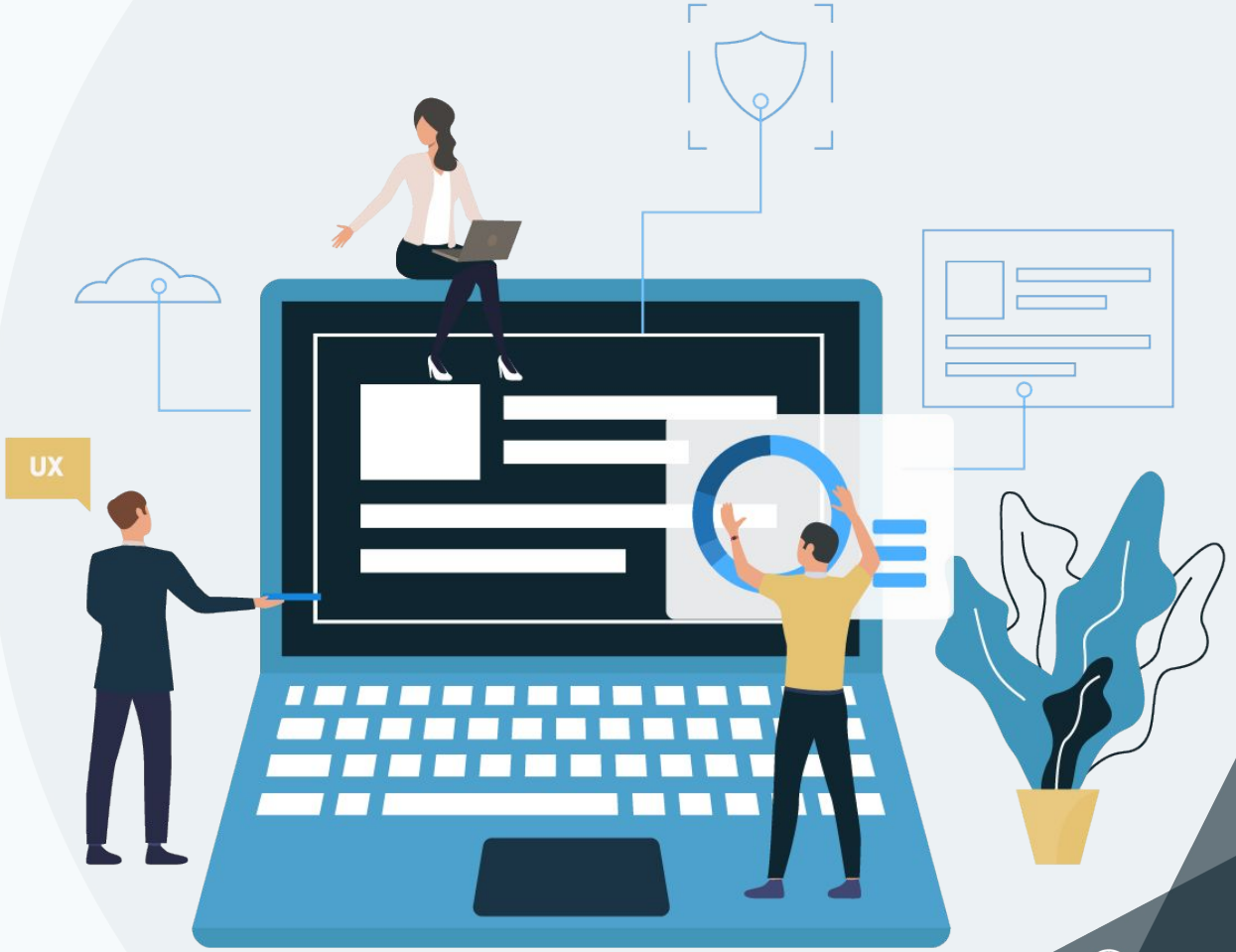
UX for developers

What is UX?

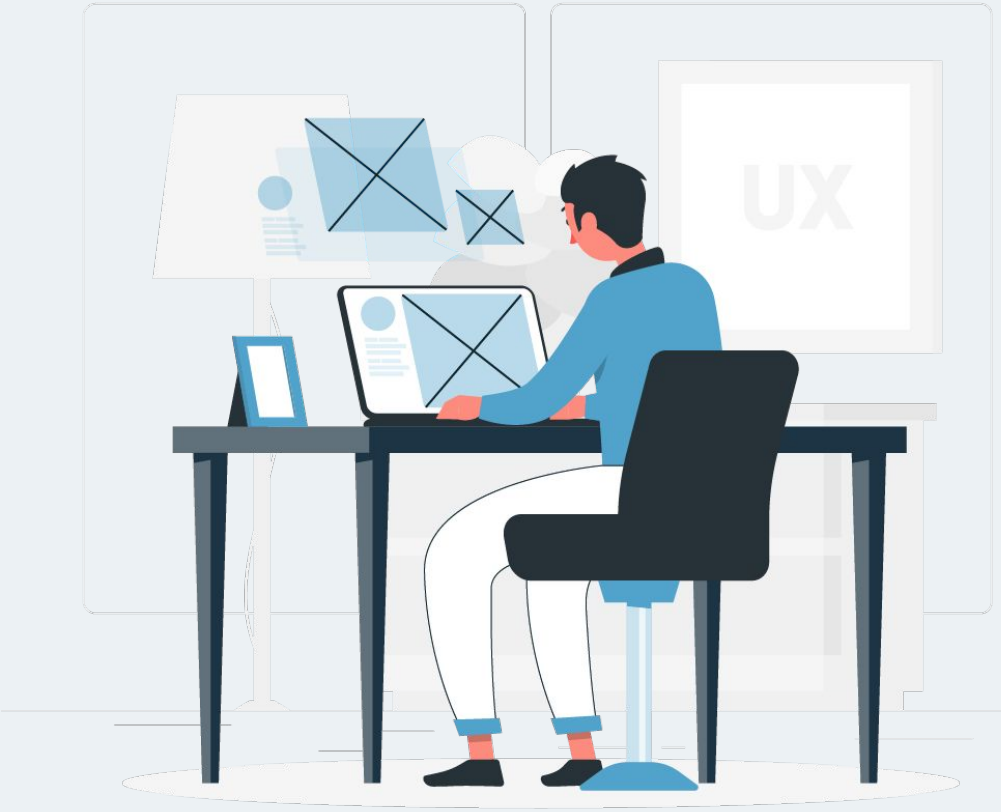
"User Experience is what it feels like to use a product, system or service."

In others words, it is about solving problems and generating positive emotions while doing so.



Why should we care?

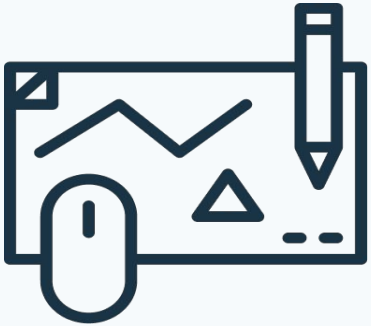
More often than not developers' primary concerns don't typically revolve around the user's needs and as a result they end up building products that nobody wants to use or knows how to use it.



The UX process

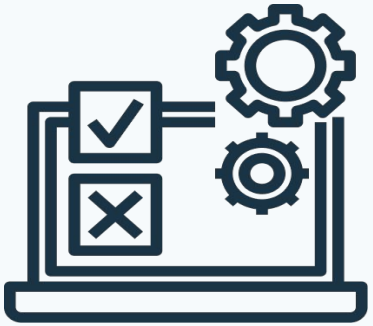
Discovery phase

As the name suggests, the Discovery Phase is where the user's needs and pain points are discovered.



Design phase

The Design phase is where you will try to answer every unanswered question from the Discovery phase - visually.



Testing phase

Finally, it's time to test all the assumptions you have made based on the previous two phases.

Discovery phase

The best products are the result of focusing on the user's needs first.

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- This phase should occur before a project is even decided.
- Everything you discover about your user can and should be used to inform project requirements.
- The user's needs should determine the business needs and the technology; not the other way around. *You cannot develop an effective solution without first understanding the problem.*

Discovering your users' needs

Existing products

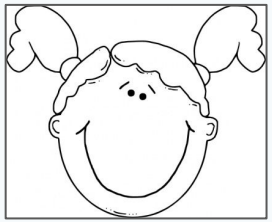
Ask users of those products to perform some tasks and observe how they behave while using the product.

Check the product's social media audience.

Google Analytics if you have access.

Personas

A persona is a **fictional, yet realistic, description of a typical or target user** of the product. A persona is an archetype instead of an actual living human, but personas should be described as if they were real people.



Suzie the Veggie

Values & Behaviours

-Likes it when picking lunch brings her joy, variety
-Does not cook, buys her food premade for convenience
-Has a sitting lifestyle, exercises very little, worries about it
-Cares about the planet and animals, hates food waste

Demographics & Characteristics

- 28 years old
- Studies at programming school, career changer
- Vegetarian, allergic to chicken
- Does not have much money

Needs & Goals

-Would like an easy and flexible way to get lunch
-Would like to eat when she wants and what she wants
-Would like to have a balanced and healthy diet
-Would like to pick lunch without fuss and wasting time
-Would like to know what cheap lunch options are available
-Would like to know which lunch options suit her allergies
-Would like to know which lunch options suit her lifestyle

Pain Points

-When she gets very little choice of veggie items: it's boring
-When she has to decide before what she'll eat: it's not spontaneous enough
-When it is not obvious which options suit her requirements

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Task

Throughout the morning we are going to work on designing a recipe app as we are very keen on cooking and sharing these recipes.

Our first approach before building anything should be to create a persona (now that we know what it is) to have a better understanding of who we will be designing our app for.

Using the template shown previously, create a persona(user) for our recipe app.

Face	Name	Values & Behaviours (WHAT DO THEY DO NOW & WHY)
Demographics & Characteristics (WHO ARE THEY)		Needs & Goals (WHAT WOULD THEY WANT & WHY)
		Pain Points (WHAT IN ABOVE ANNOYS THEM)

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Design phase

Once we have a solid grasp of the issues our users face, we'll have some ideas for how to solve them. Unfortunately, this doesn't mean we'll be able to design the best user experience in one go. The discovery phase leads to more questions than answers.

One of the best ways to get started is to observe how others have solved the same problem we're trying to solve. If the wheel is rolling just fine, then don't recreate it.

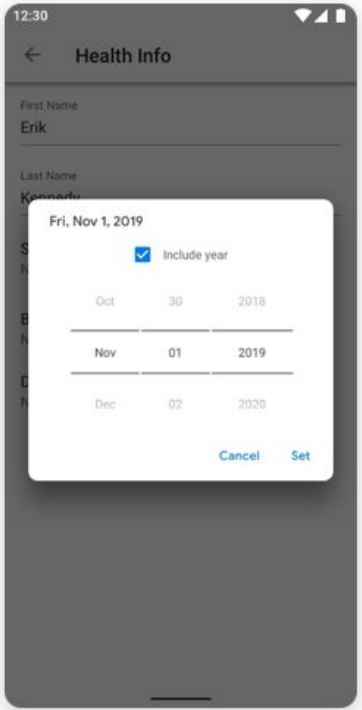
Date pickers on iOS vs. Android

iOS

Date pickers are simply spinners that can be (a) anchored to the bottom or (b) displayed inline (as shown).

Android

A totally custom control is used for picking dates.



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Design Principles

Good UX Design is...

1. Accessible
2. Consistent
3. Clutter-Free
4. Easy to Navigate
5. Hard to Make Mistakes
6. Easy to Find Help*
7. In the User's Language
8. Familiar
9. Testable

Task

1. Imagine that you are a tourist who wants to see Glencoe.
2. Visit Traveline Scotland and go for the Journey Planner.
3. Find a way of getting to Glencoe from Edinburgh.
4. Answer the following:
    a. What's good about this experience? (There is **always** something good)
    b. What's bad about this experience?
    c. Which heuristics are violated by this website?
    d. What are the most important things to get fixed first?

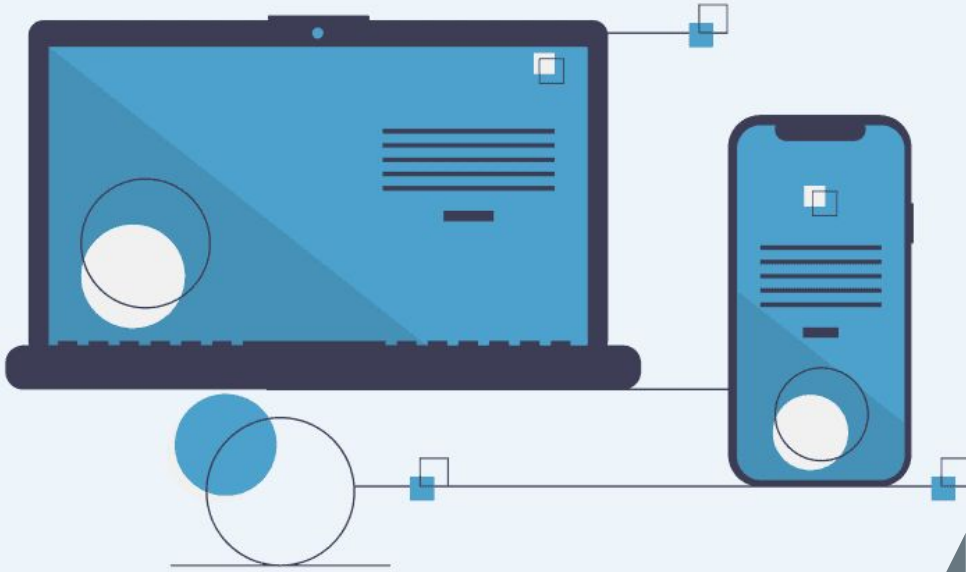
What did you learn?

Break?

UI Design Patterns

These will depend on the industry/product you are designing, but there are some general rules of thumb that we all should be aware of.

UI design patterns



Using the Right UI Design Pattern

1. Determine the problem that needs to be solved
2. Explore how others have solved the same problem
3. Examine the solution's use on other sites
4. Detail the pattern's proper usage so you can recreate it

Sketching, Wireframing, Prototyping

Different methods of interface visualisation

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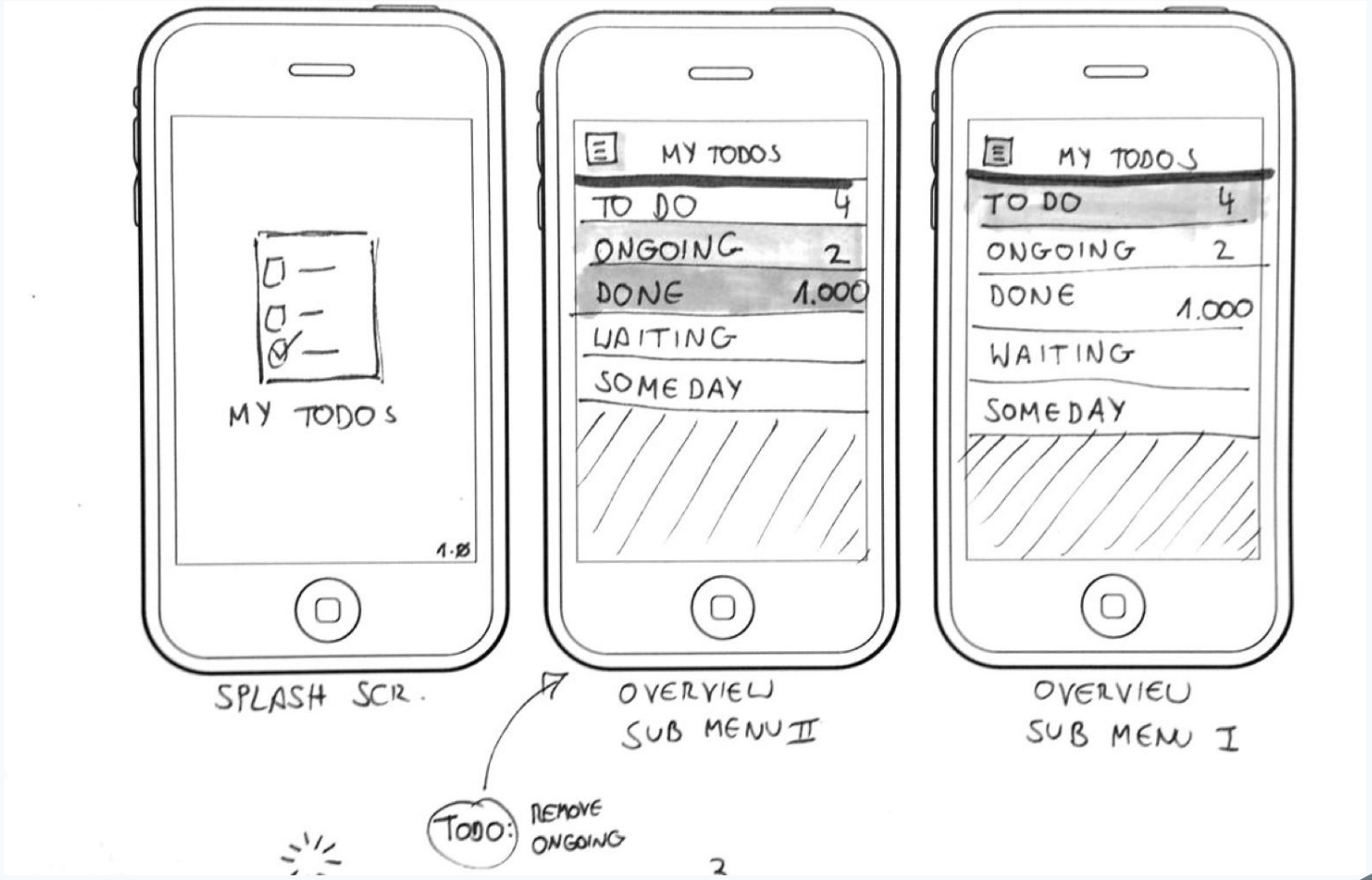
Fidelity — the degree of detail

Get your ideas in front of people, as soon as possible!

The **fidelity of your prototype** should match the **fidelity of your thinking.**

Show your prototype early and often to get feedback to guide your next decision.

1. **Sketching & Wireframes**
2. **Digital Prototyping**
3. **Native Prototyping**


MY TODOS
SPLASH SCR.
MY TODOS
TO DO 4
ONGOING 2
DONE 1.000
WAITING
SOMEDAY
OVERVIEW SUB MENU II
MY TODOS
TO DO 4
ONGOING 2
DONE 1.000
WAITING
SOMEDAY
OVERVIEW SUB MENU I
TODO: REMOVE ONGOING

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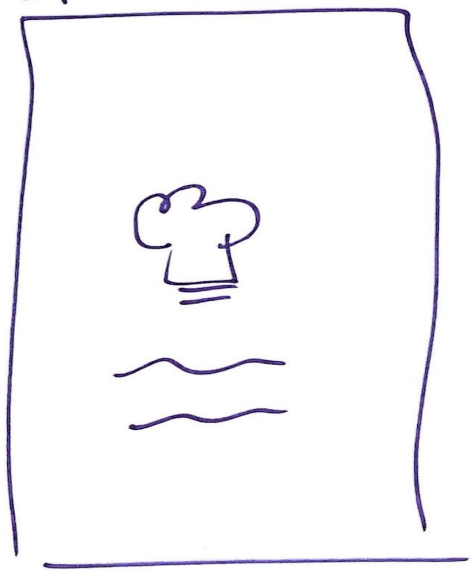
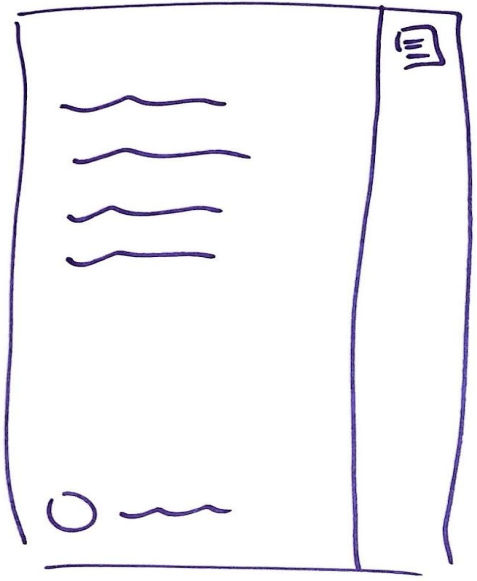
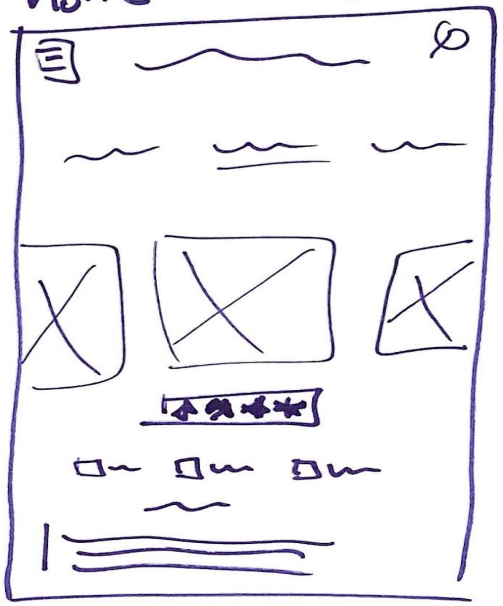
splash



menu



home-mains



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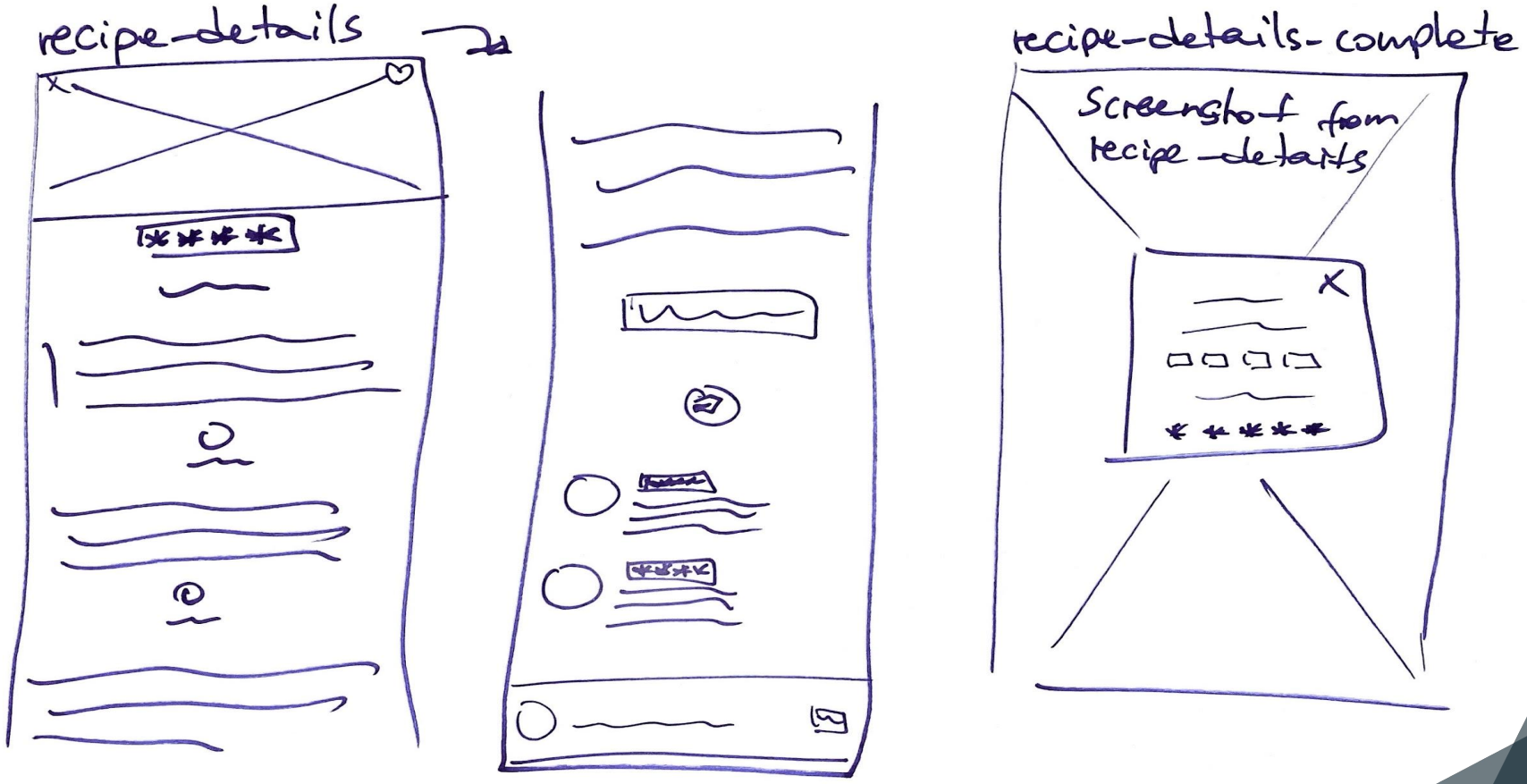

recipe-details
recipe-details-complete
Screenshot from recipe-details

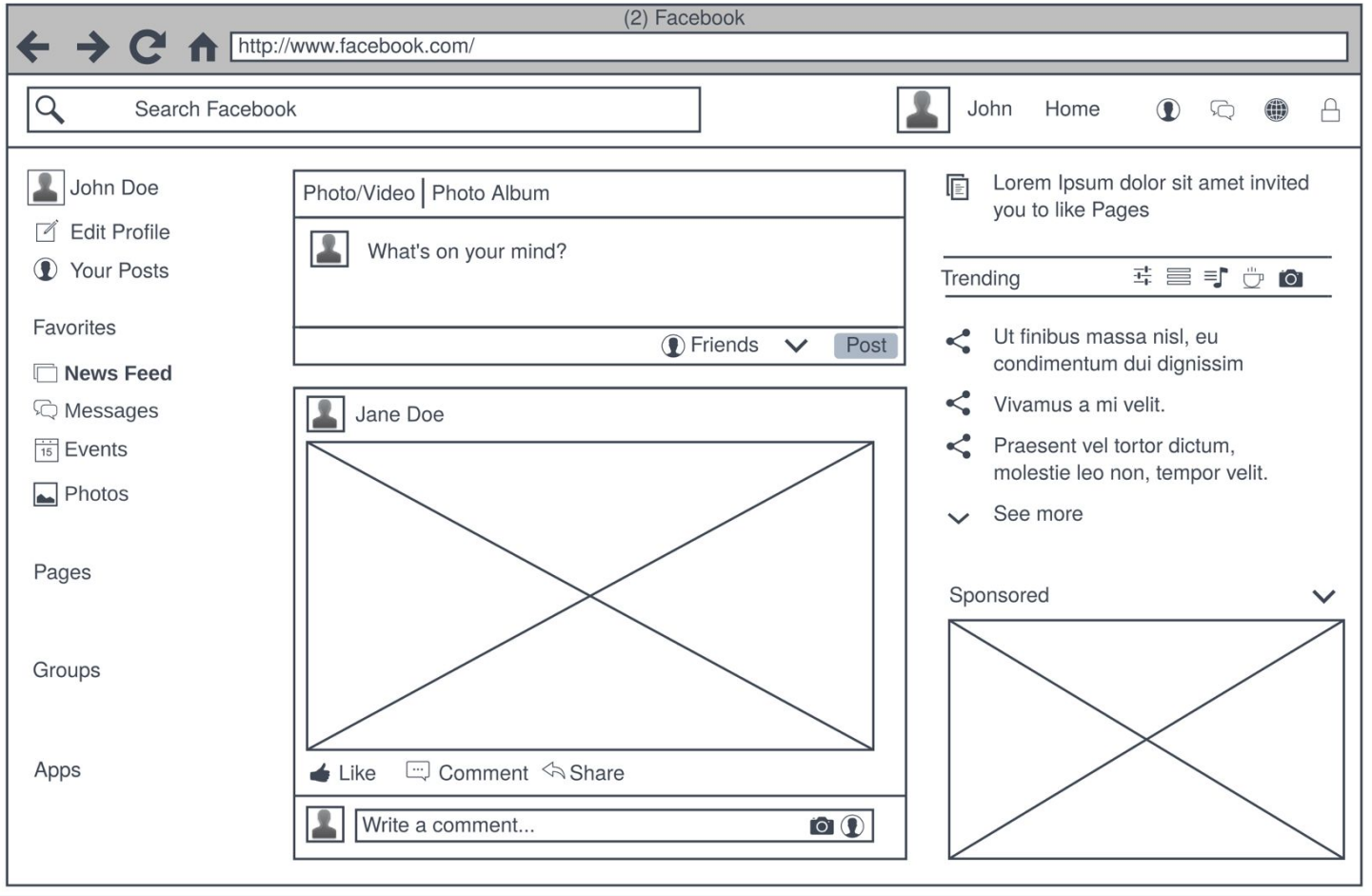
Wireframes

- Often non-interactive
- Primitive, black and white
- With real copy in place
- Quick to produce, not necessarily digital
- Stakeholders like it but it requires imagination!

Tools for early stage and wireframing

- Figma
- Marvel
- PowerPoint/Keynote
- Adobe XD
- Illustrator/Photoshop
- Affinity Designer
- Sketch

...and many others


(2) Facebook
http://www.facebook.com/
Search Facebook
John
Home
John Doe
Edit Profile
Your Posts
Favorites
News Feed
Messages
Events
Photos
Pages
Groups
Apps
Photo/Video
Photo Album
What's on your mind?
Friends
Post
Jane Doe
Like
Comment
Share
Write a comment...
Lorem Ipsum dolor sit amet invited you to like Pages
Trending
Ut finibus massa nisl, eu condimentum dui dignissim
Vivamus a mi velit.
Praesent vel tortor dictum, molestie leo non, tempor velit.
See more
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Task

Create a wireframe (on paper is fine) for an individual recipe page of our app.

- Popular recipes
- Saved recipes
- Shopping list
- Settings

Phoebe Buffay

Popular recipes

Starters Mains Puddings

★★★★★

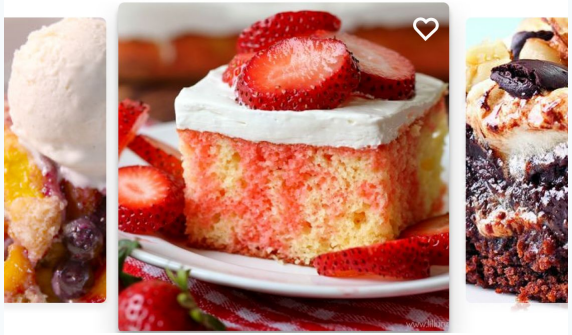
Prime Rib Roast

2HR 520 102

The Prime Rib Roast is a classic and tender cut of beef taken from the rib primal cut. Learn how to make the perfect prime rib roast to serve your family and friends. Check out What's Cooking America's award-winning Classic Prime Rib Roast recipe and photo tutorial to help you make the Perfect Prime Rib Roast.

Popular recipes

Starters Mains Puddings



★★★★☆

Strawberry shortcake

2HR 520 102

This Strawberry Shortcake Poke Cake is a delicious, cool treat topped with a cream cheese and whipped cream frosting and all topped with fresh strawberries.

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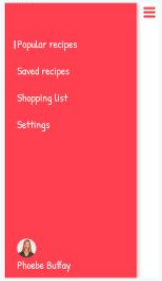
splash

menu



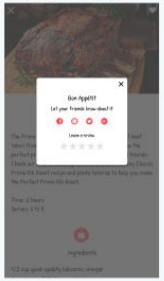
home-mains

home-starters

home-puddings

recipe-deatils

recipe-details-complete



A detailed look and feel of the app.

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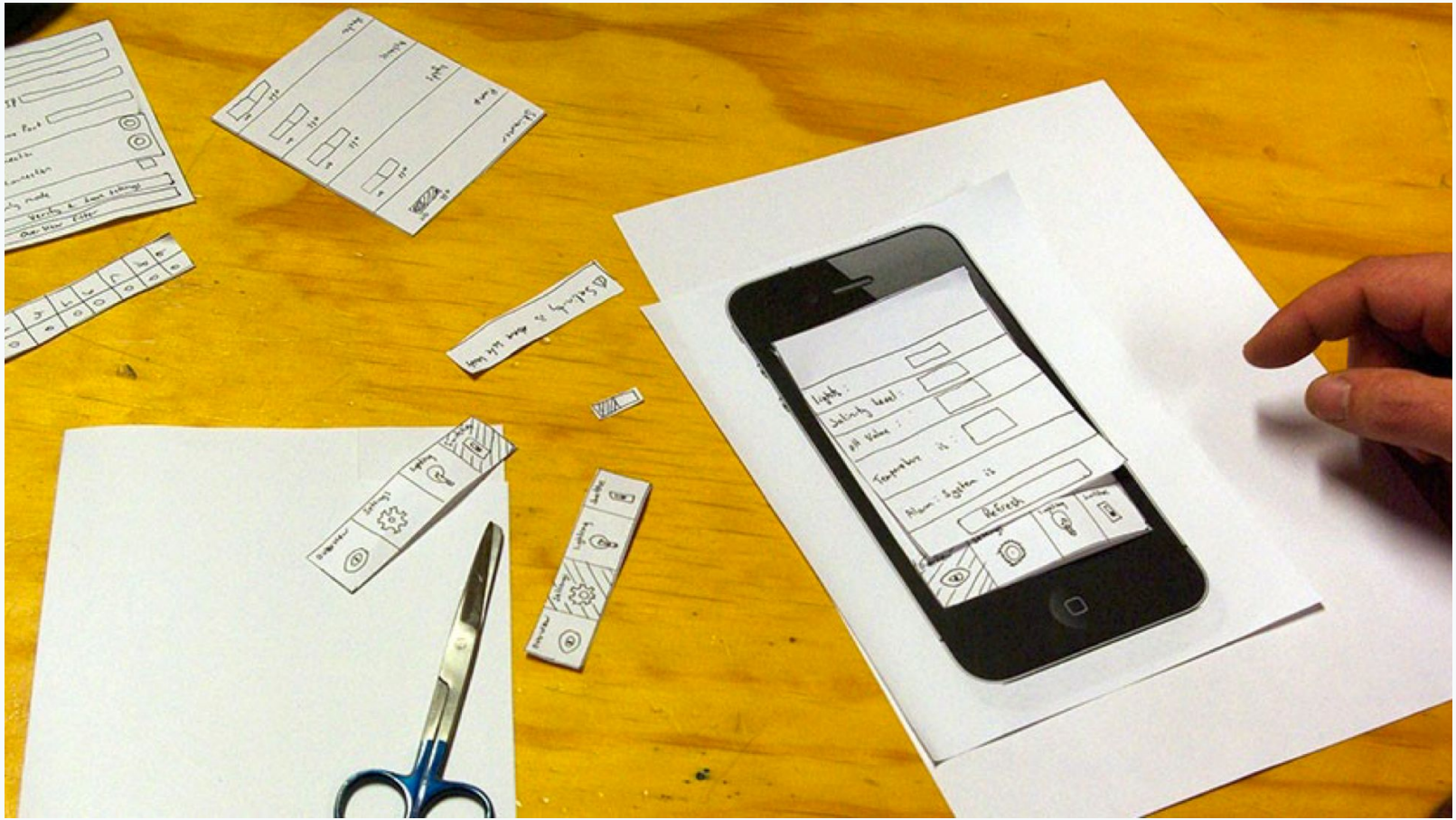
Prototypes

- Often allowing limited interaction
- Accommodating branding
- With real copy throughout
- Require significant development effort
- Great for feeding to your stakeholders

Tools allowing interaction and calculations

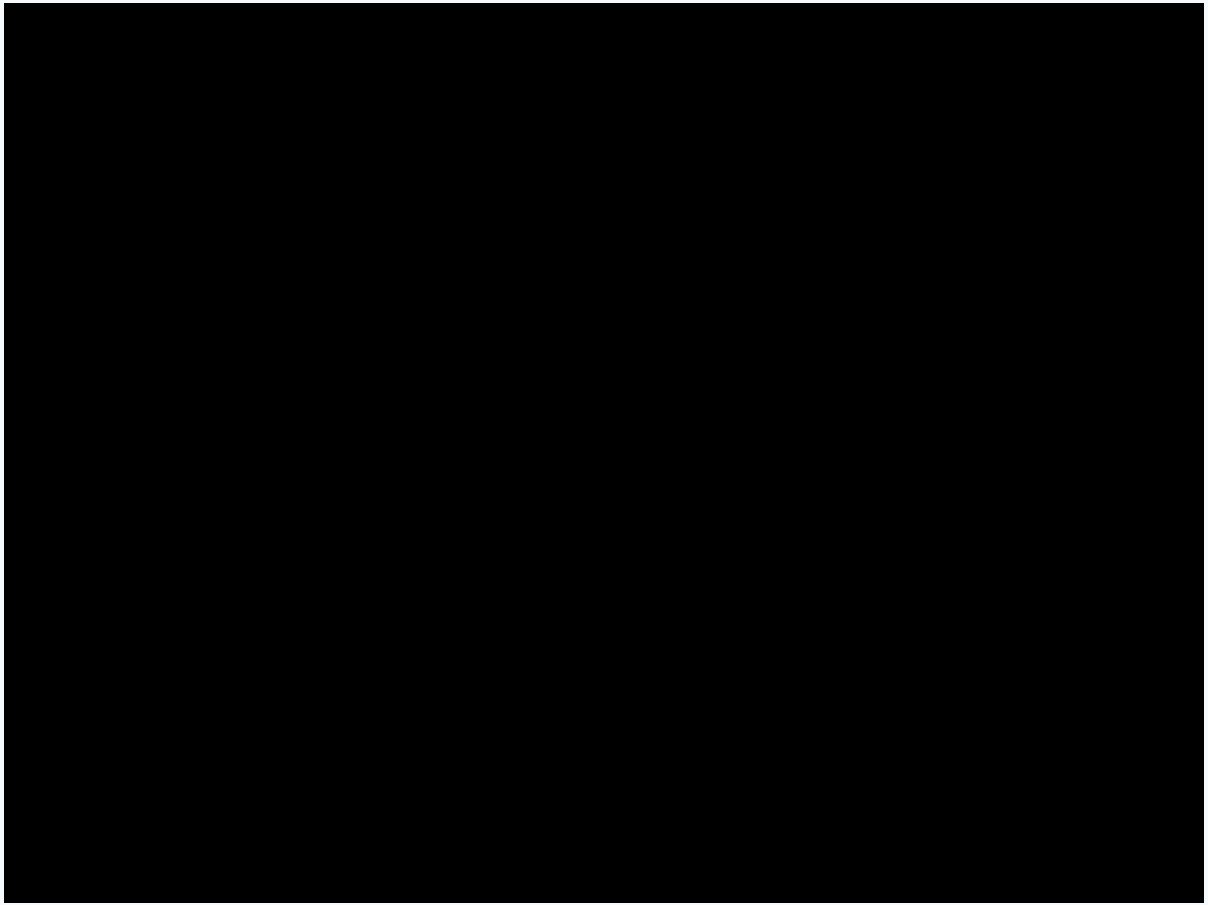
- Sketch
- Adobe XD
- Axure RP
- Indigo Composer
- Figma
- Framer X
- Invision Studio

...and many others


Light
Refresh

Paper prototype example

Digital prototype example



Q&A

That's all Folks!