

INTRO TO USER EXPERIENCE DESIGN FOR DEVELOPERS

Billie Mandel

AGENDA

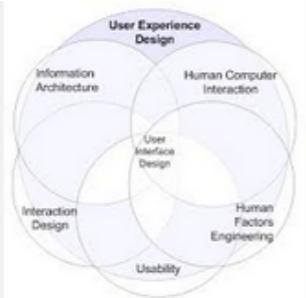
- What is user experience (UX)?
- Why is UX important?
- Why dev and design sometimes clash, and what to do about it
- Making awesomer stuff together

WHAT DO YOU THINK USER EXPERIENCE IS?

Pair up with your neighbor and spend three minutes discussing
what you think UX is.

Then we'll share.

"WHAT IS UX?"



What is UX?

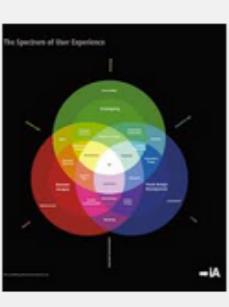
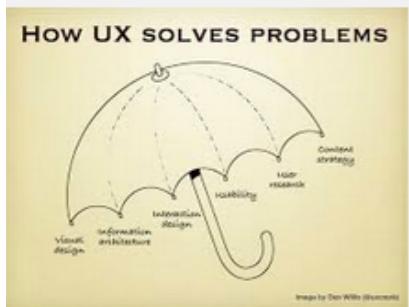
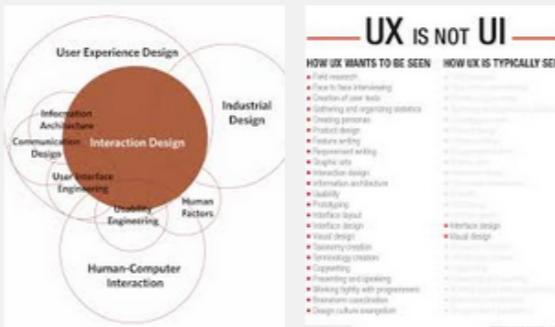
Defining User Experience

Curt Colomarwitz v.0.1



GREAT USER EXPERIENCE IS EVERYONE'S RESPONSIBILITY.

UX's ROLE IS TO ALIGN & ENSURE WE GET THERE, BALANCING THE NEEDS OF THE BUSINESS & TECHNOLOGY WITH THE NEEDS OF PEOPLE.



WHAT IS USER EXPERIENCE?

“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 GARRETT

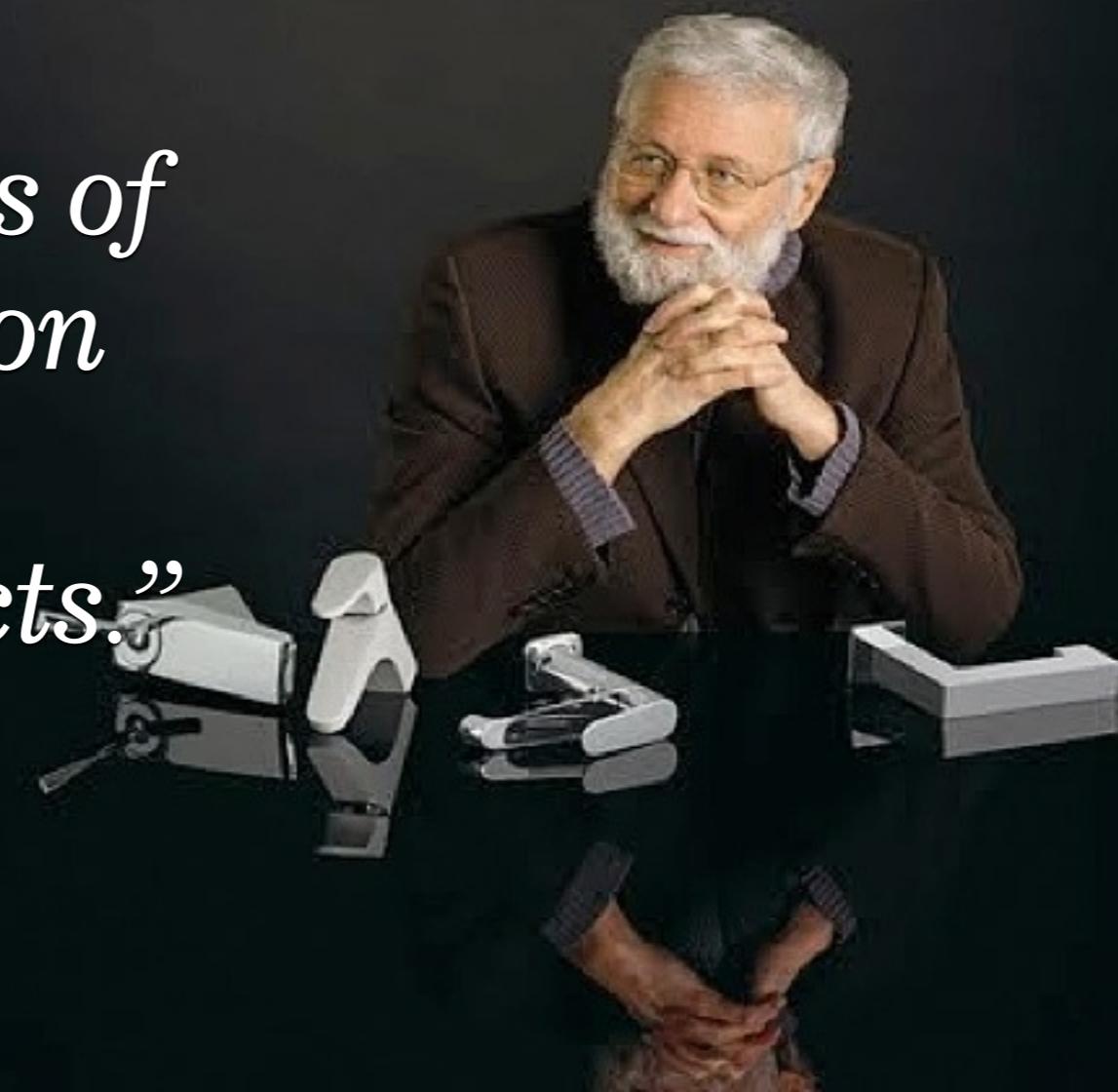


WHAT IS USER EXPERIENCE?

6

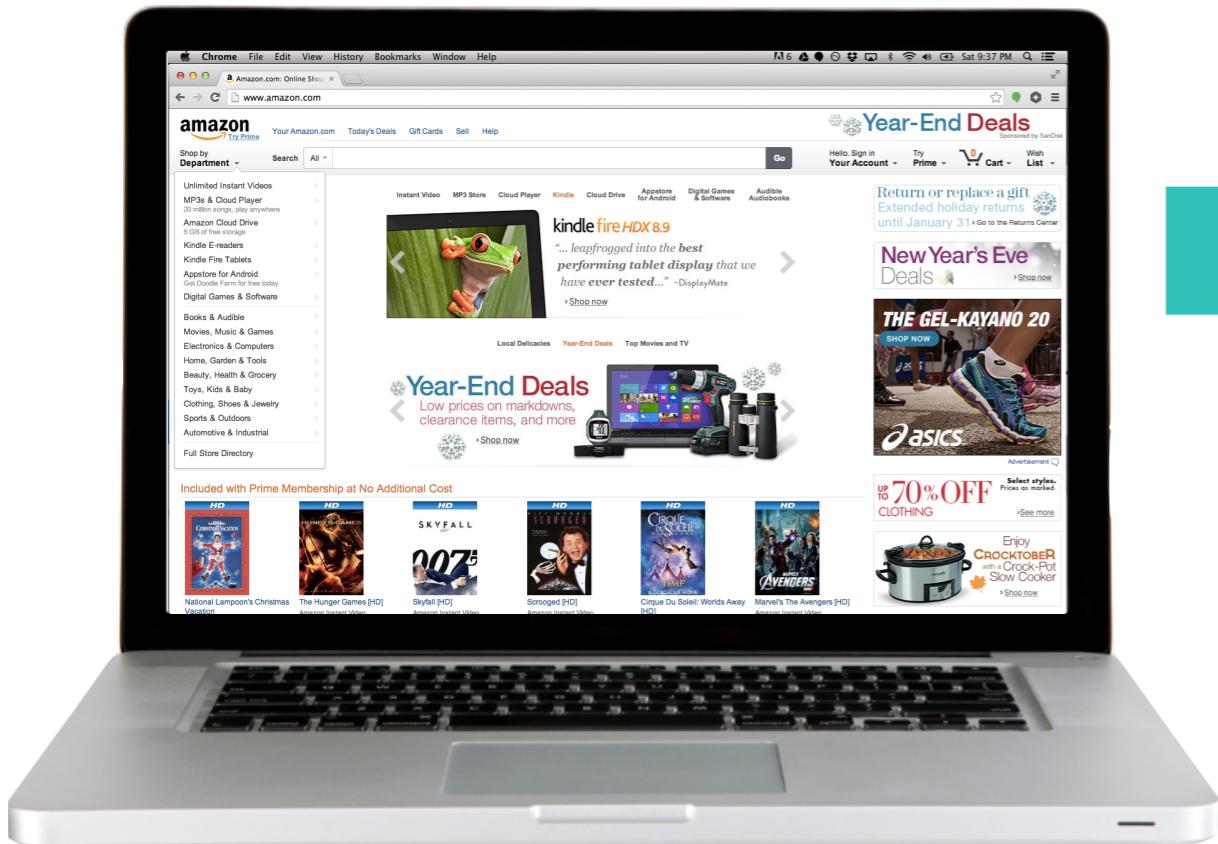
“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

DONALD NORMAN



WHAT IS USER EXPERIENCE?

AMAZON



PRODUCT VS EXPERIENCE

8

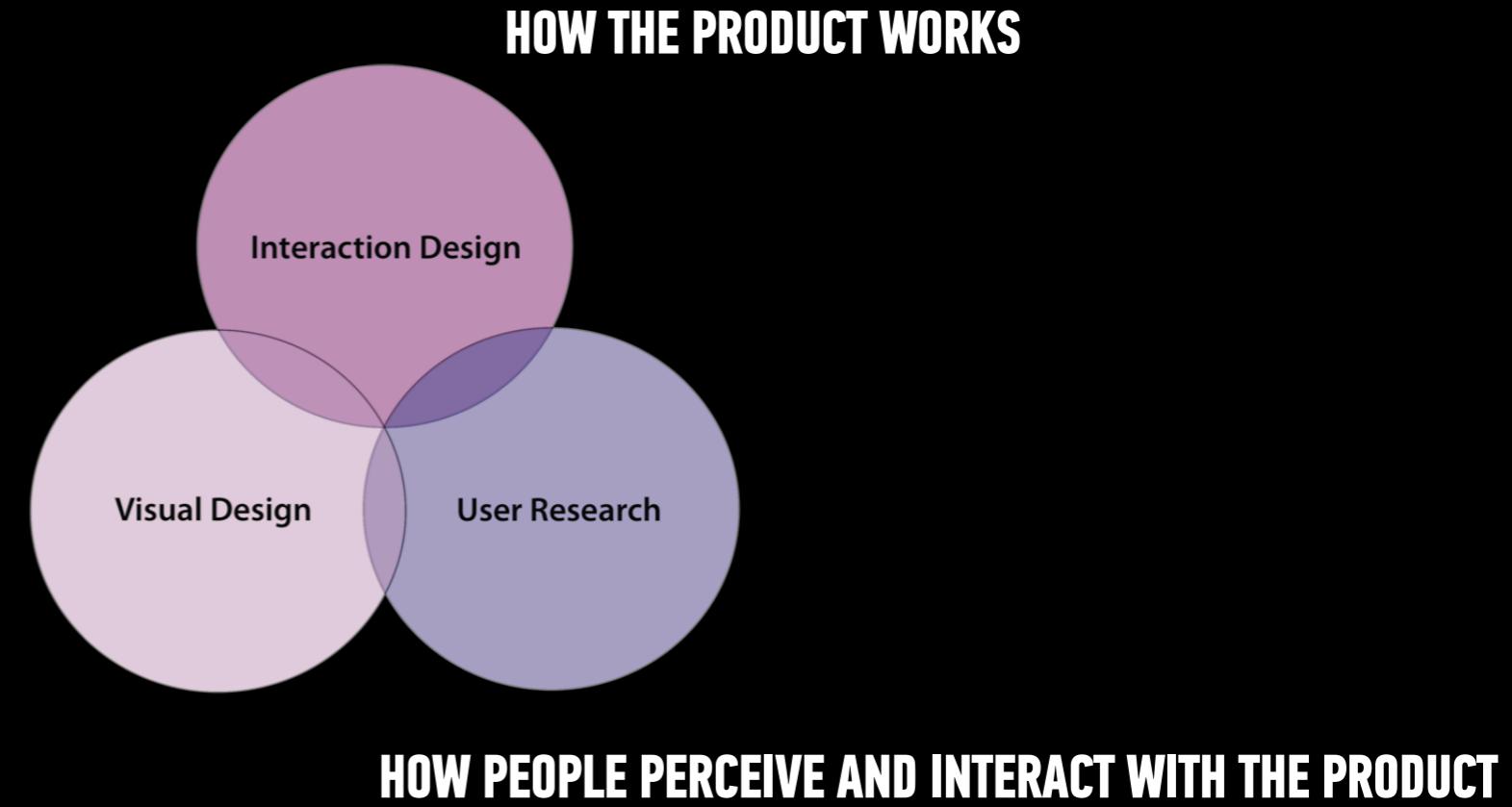


WHAT IS USER EXPERIENCE?

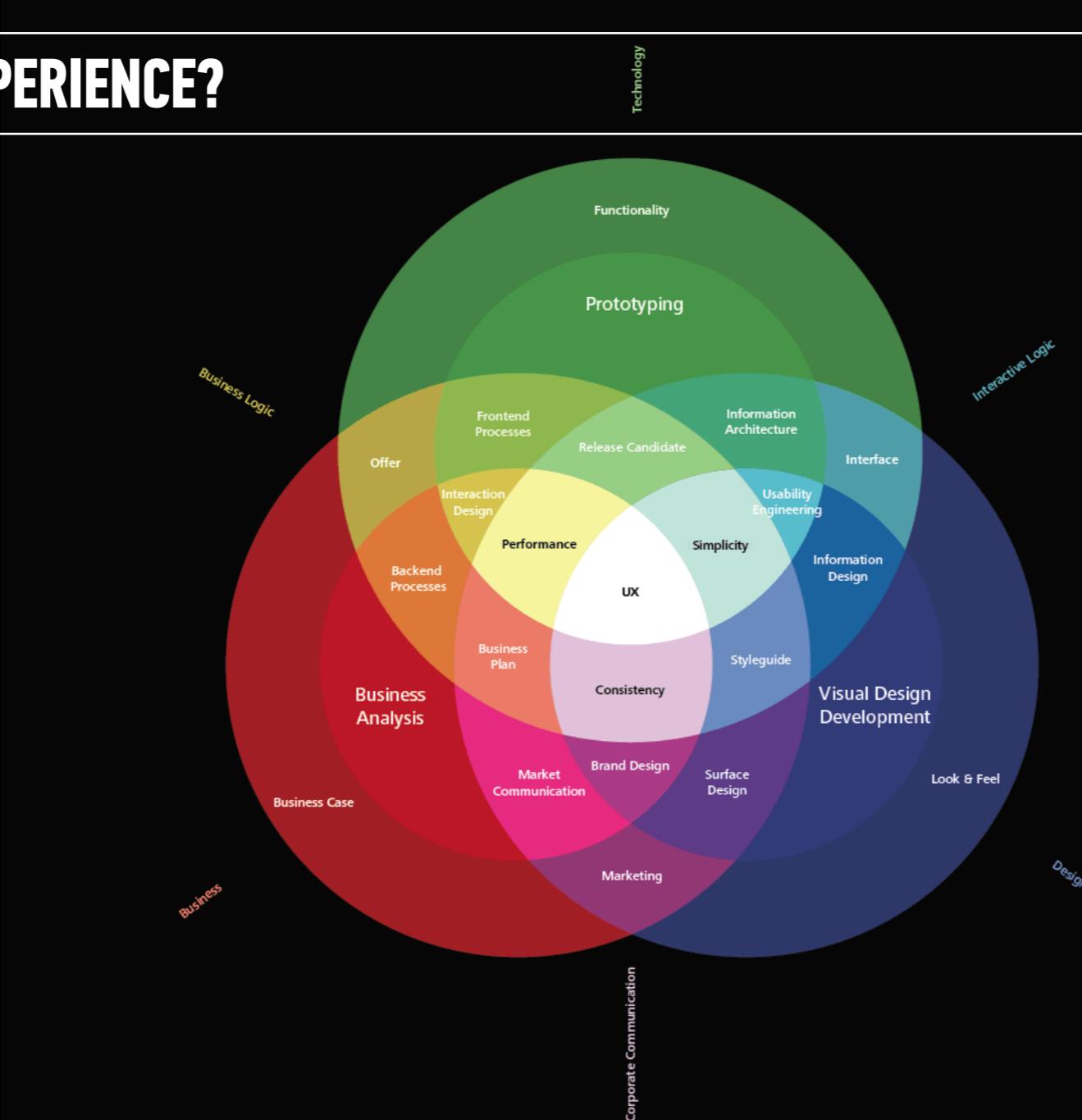
9



HOW THE PRODUCT LOOKS



WHAT IS USER EXPERIENCE?



WHAT IS USER EXPERIENCE?

WHAT MOST PEOPLE THINK A UX DESIGNER DOES

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 IS USER EXPERIENCE?

WHAT A UX DESIGNER ACTUALLY DOES

- | | |
|--|----------------------------------|
| 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 |

INGREDIENTS**Nutrition**SERVINGS
16-20YIELDS
1 cakeUNITS
US

18 1/4 ounces white cake mix, no pudding, and must be white to taste champagne

1/2-3/4 cup champagne, chilled (pink, white, sweet, dry)

Frosting

1 cup **butter**, softened

4 cups **powdered sugar**

1/4 cup **milk**

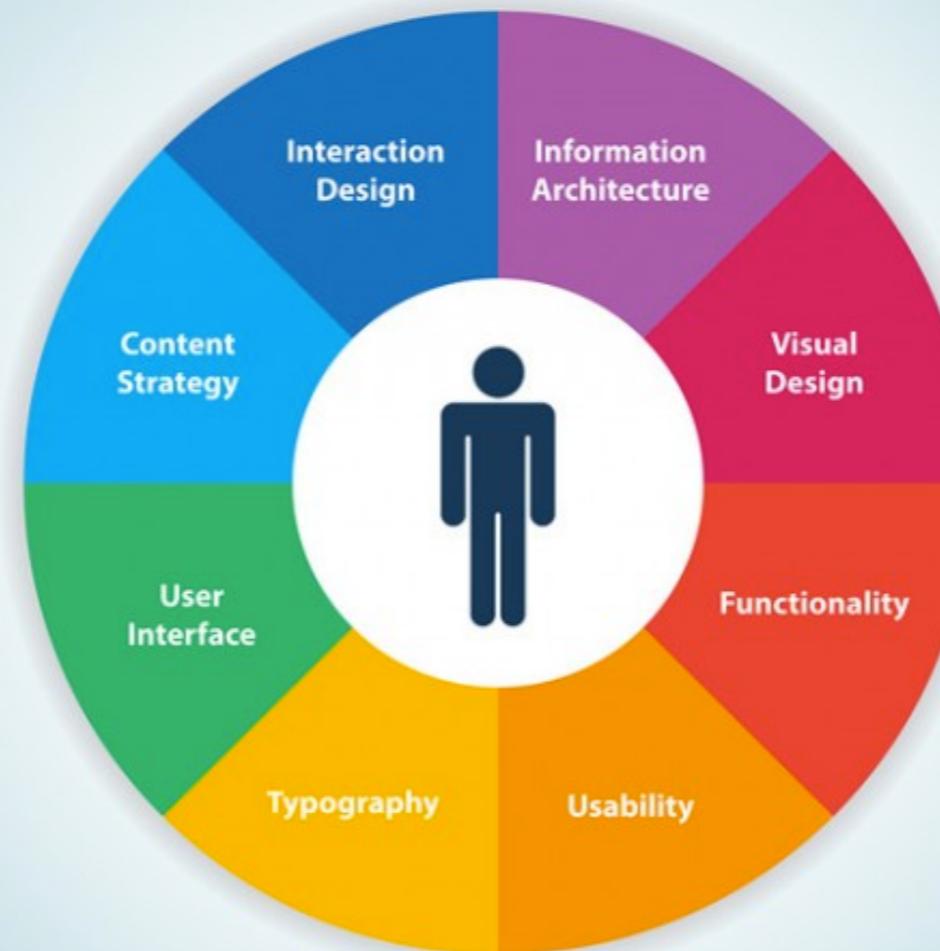
1/4 cup **champagne**

1 tablespoon **vanilla**

THE UX.**THE “UI.”****ANY QUESTIONS?**



THINGS YOUR UX DESIGNER CAN DO TO MAKE YOUR PRODUCT AWESOMER



(OR, UX-Y THINGS YOU CAN DO TO MAKE YOUR PRODUCT AWESOMER)

WHY IS UX SO IMPORTANT?

REMEMBER THIS?



How the customer explained it



How the project leader understood it



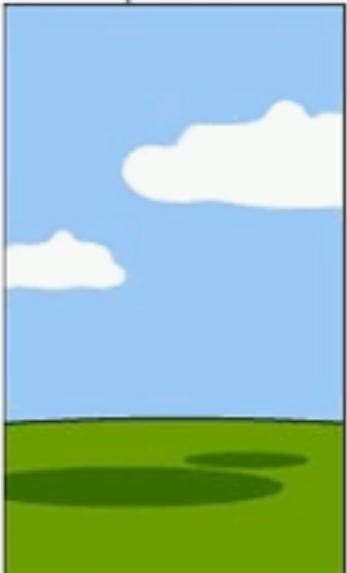
How the engineer designed it



How the programmer wrote it



How the sales executive described it



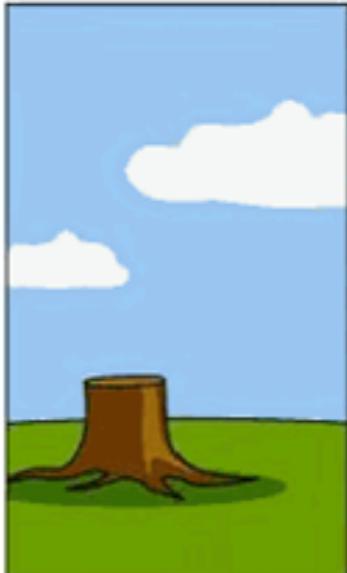
How the project was documented



What operations installed



How the customer was billed

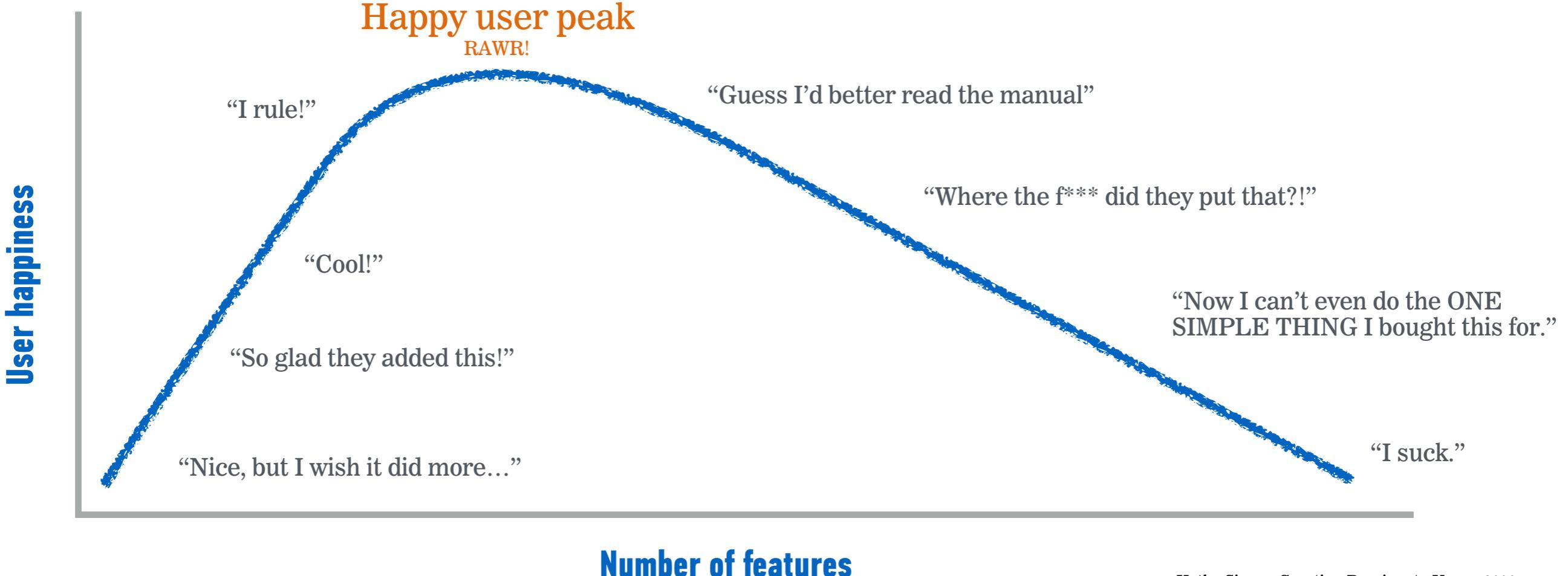


How the helpdesk supported it



What the customer really needed

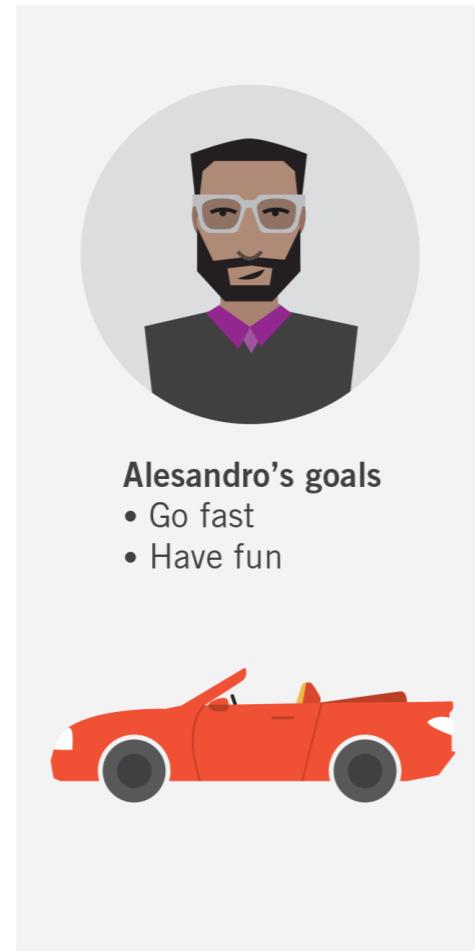
MAKING PEOPLE FEEL STUPID IS BAD FOR BUSINESS



TRYING TO PLEASE EVERYONE PLEASES NO ONE

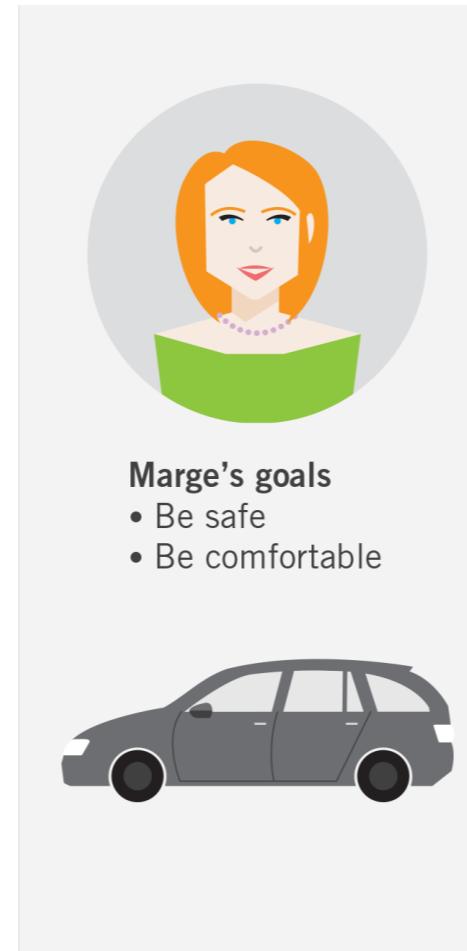


DESIGN THE RIGHT SOLUTION FOR EACH PERSON



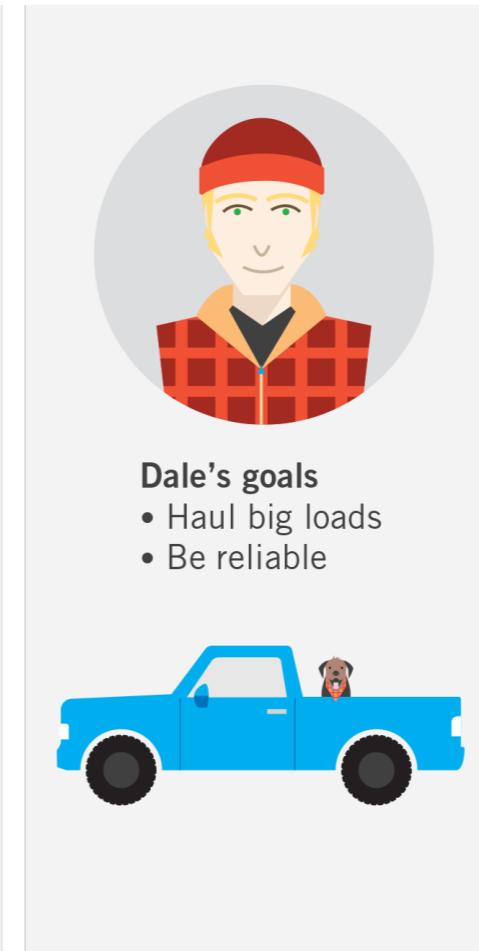
Alesandro's goals

- Go fast
- Have fun



Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



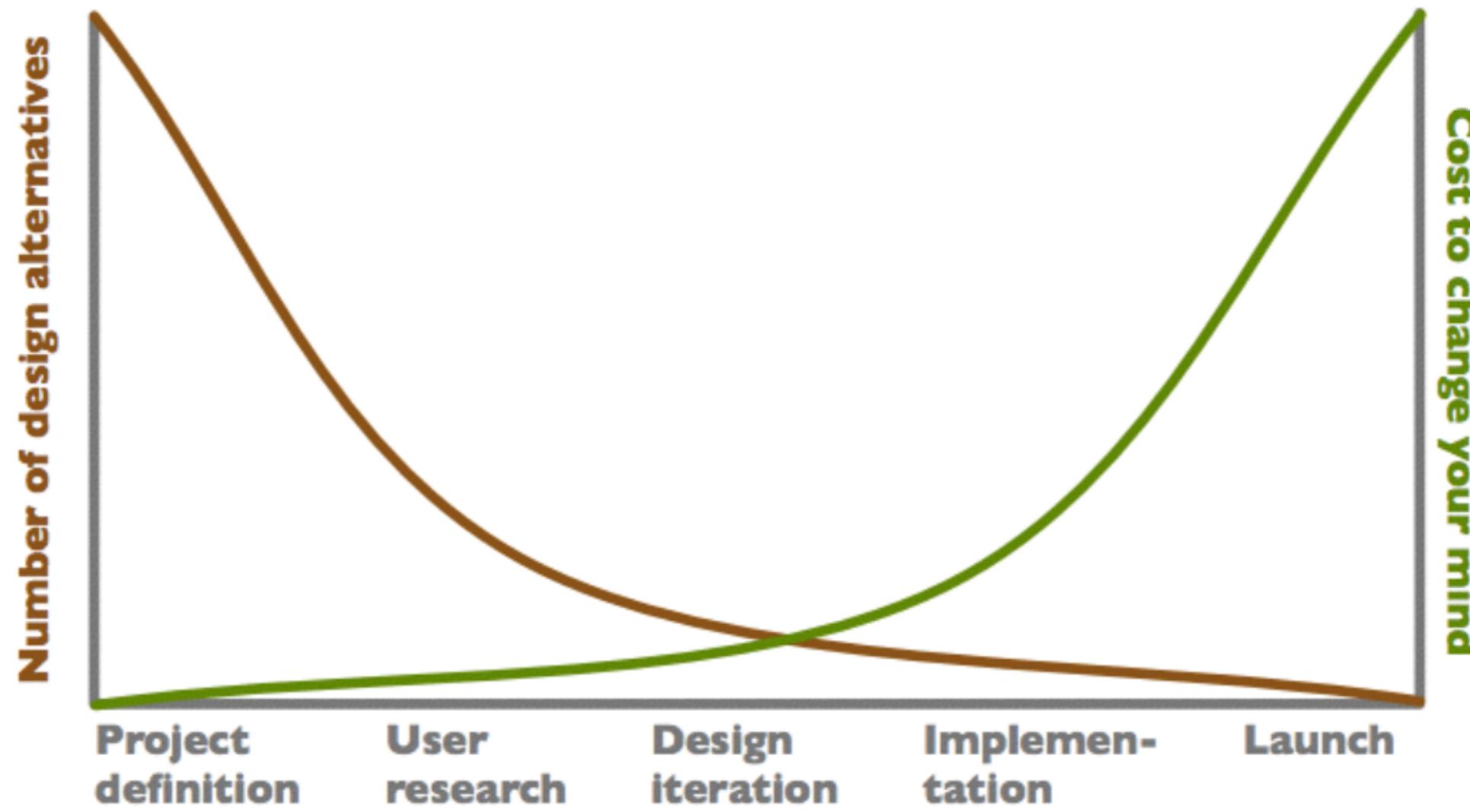
WE CAN SAVE YOU SOME F-BOMBS.



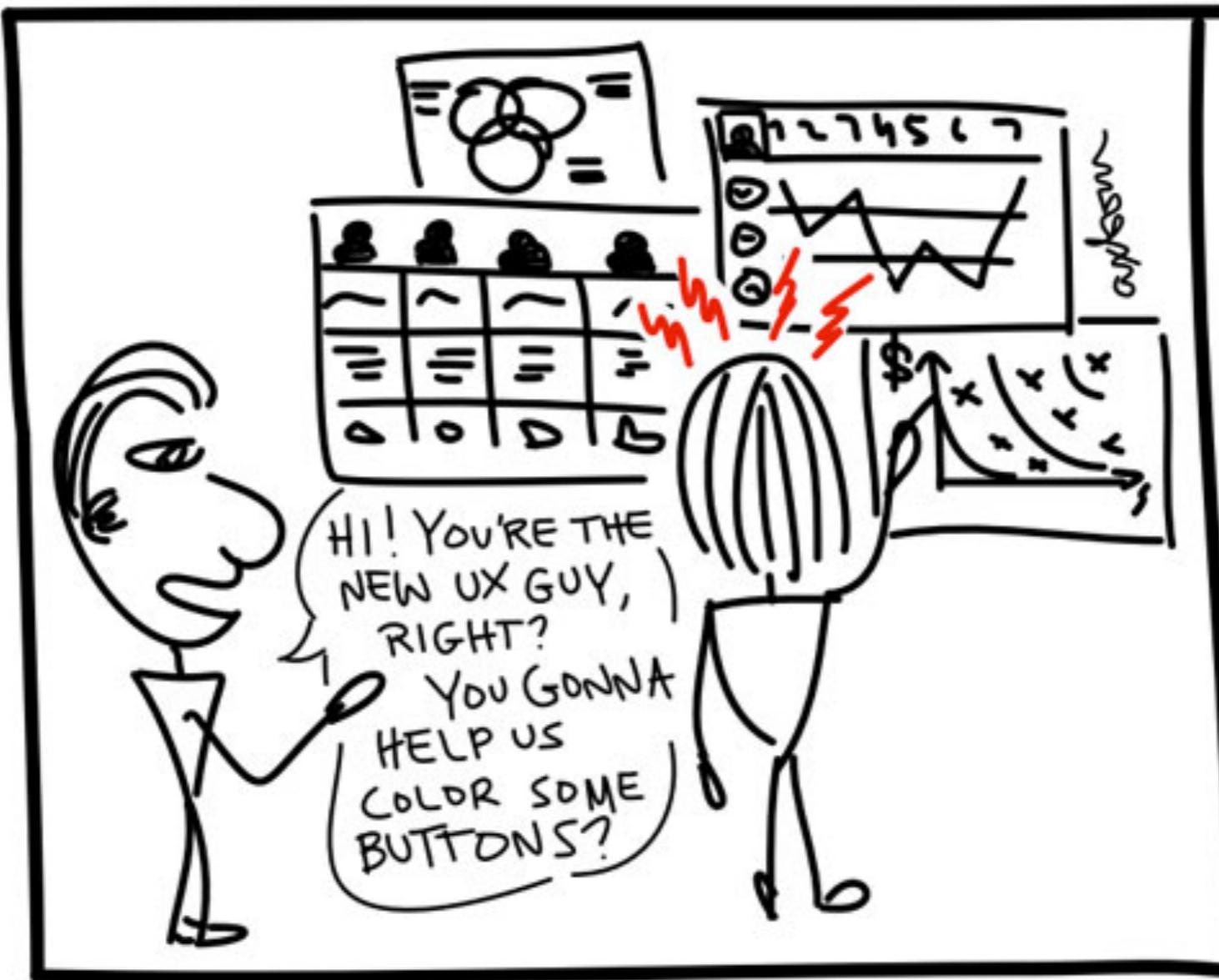
WHY DO THIS IF YOU DON'T HAVE TO?

WHY IS UX SO IMPORTANT?

22



WHY DESIGNERS HATE DEVELOPERS, OR HOW TO PISS OFF A UX DESIGNER



THE MAP IS NOT THE TERRITORY.



THIS IS NOT A PIPE.



...UX IS NOT UI. OR USABILITY. OR VISUAL DESIGN.

My idea is better

Blue is better

I think you should do it this way

This sucks

I don't think the user wants this

I hate it

This looks ick

You're an idiot

“If the wookie wins, his opinion becomes the thing you build, rather than the thing the users need being the thing you build.”

DON'T BE THE WOOKIE.



TO MAKE GOOD PRODUCTS AND COLLABORATE WELL, REMEMBER THIS:

28

**EVERYONE'S OPINION IS A
HYPOTHESIS FOR RESEARCH**

EVEN THE CEO'S. EVEN YOURS.

ALSO, REMEMBER THIS OR YOUR PRODUCTS WILL PROBABLY SUCK:

29

YOU ARE NOT THE USER.

WHY DEVELOPERS HATE DESIGNERS, OR HOW TO DEFUSE A BOMB

My idea is better

Blue is better

I think you should do it this way

This sucks

I don't think the user wants this

I hate it

This looks ick

You're an idiot

- Not understanding the impact of their design decisions
- Not explaining what went into their design decisions
- Not listening
- Thinking (or acting as if) they know better than you do
- Changing things up or adding things at the last minute
- Pitching designs over the wall
- Unclear design communication
- Insufficient understanding of tech constraints



COMMUNICATE LIKE A MOFO

- Ask questions. Care about the answer.
- Avoid jargon.
- Be willing to explain technical consequences of design decisions, and brainstorm other solutions.
- Learn how to participate effectively in design critiques

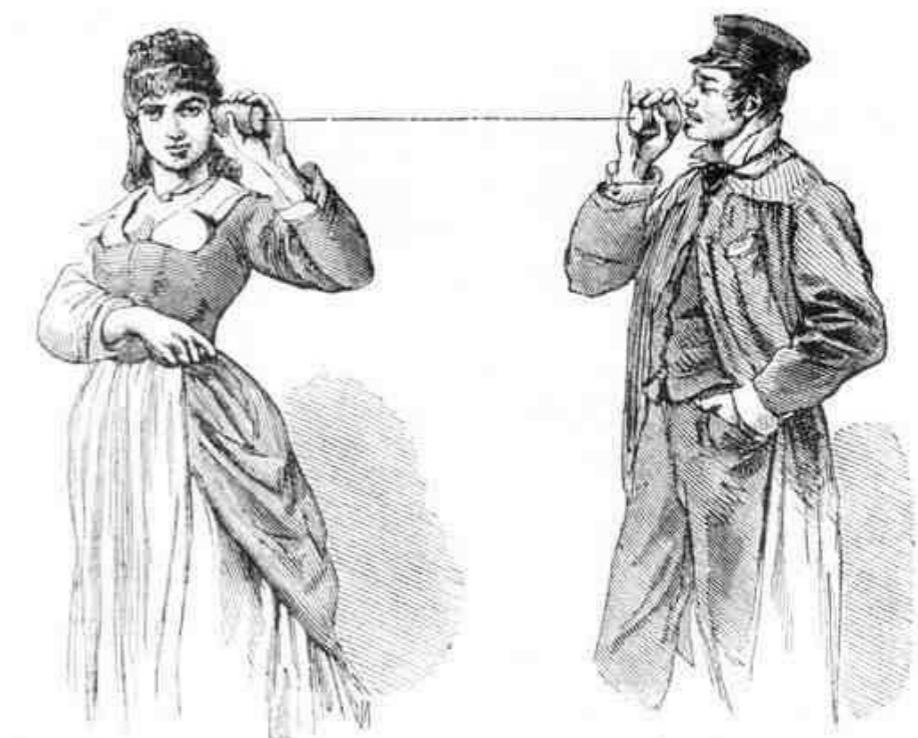
REMEMBER:

- YOU ARE NOT THE USER. Neither is your designer.
- You and the designer have shared goals.
- Feelings aren't facts. Opinions aren't actionable.
- Don't be the wookie!



THE MOST EFFECTIVE CONVERSATION YOU CAN HAVE WITH YOUR DESIGNER (AND PRODUCT MANAGER):

- * “This is hard to do, and is therefore expensive.
Let’s talk about whether the investment is worth it.”

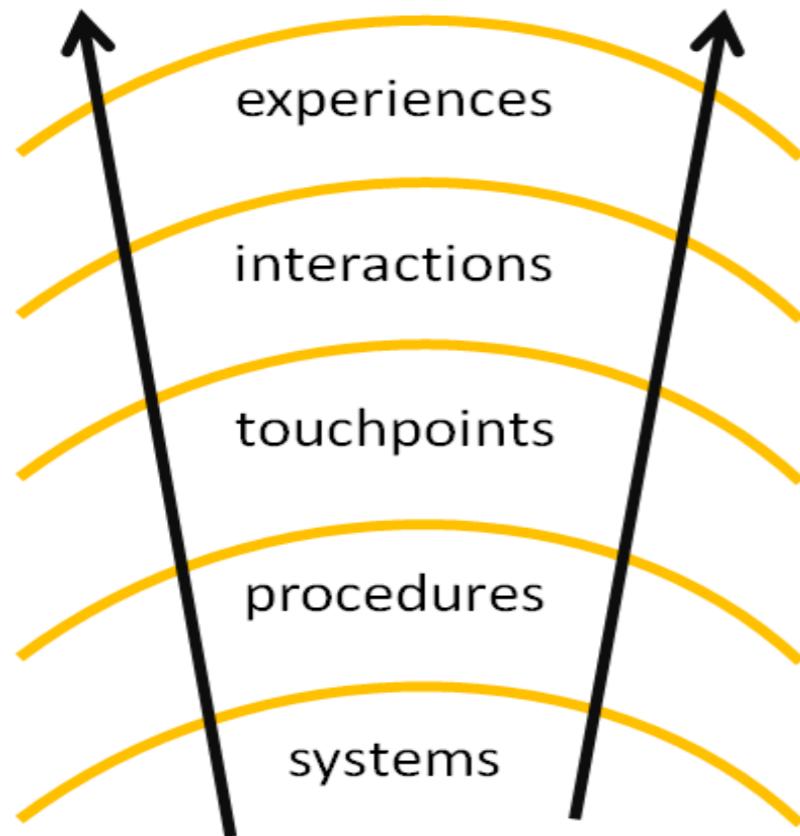


UX DESIGN FOR DEVELOPERS

HOW TO SCREW UP YOUR PRODUCT

HOW TO SCREW UP YOUR PRODUCT

MANY SOFTWARE COMPANIES DO THIS/GET IT WRONG



Most organizations think
from the inside out.

They don't explicitly design
their customer/user experiences.

HOW TO UN-SCREW UP A PRODUCT

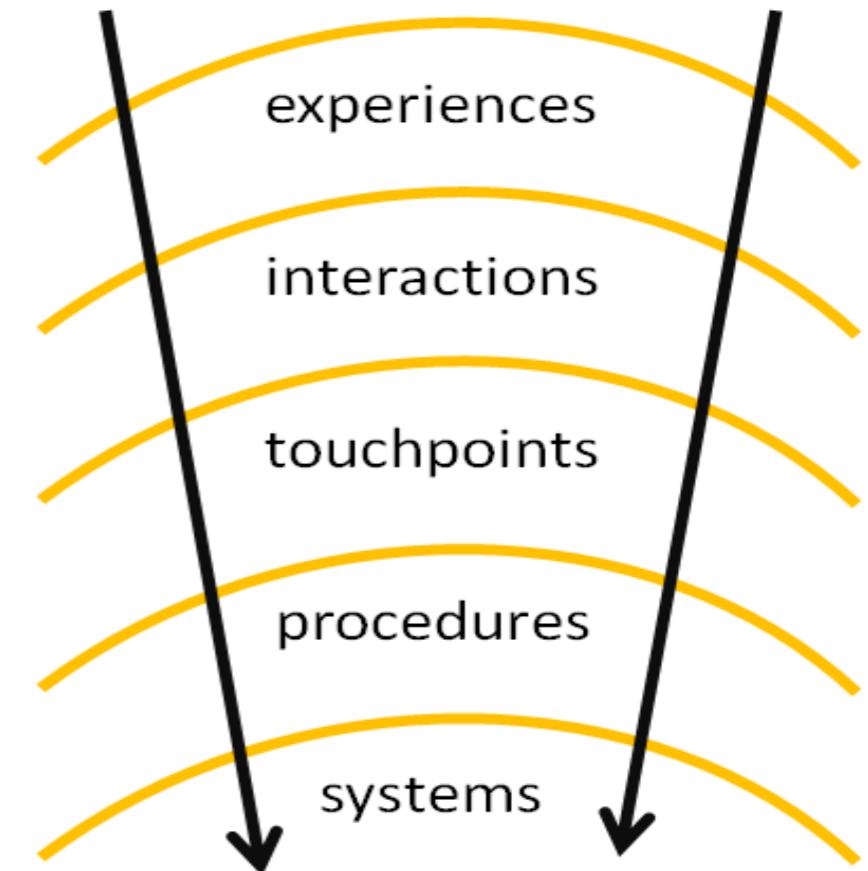
EFFECTIVE COMPANIES SHIFT PERSPECTIVE:

To make better products, think from the outside in.

Explicitly identify & design the experience first.

Then work like hell to deliver on that experience.

...Developers have LOTS of street cred in getting their companies to do this right!



HOW TO MAKE AWESOMER STUFF TOGETHER

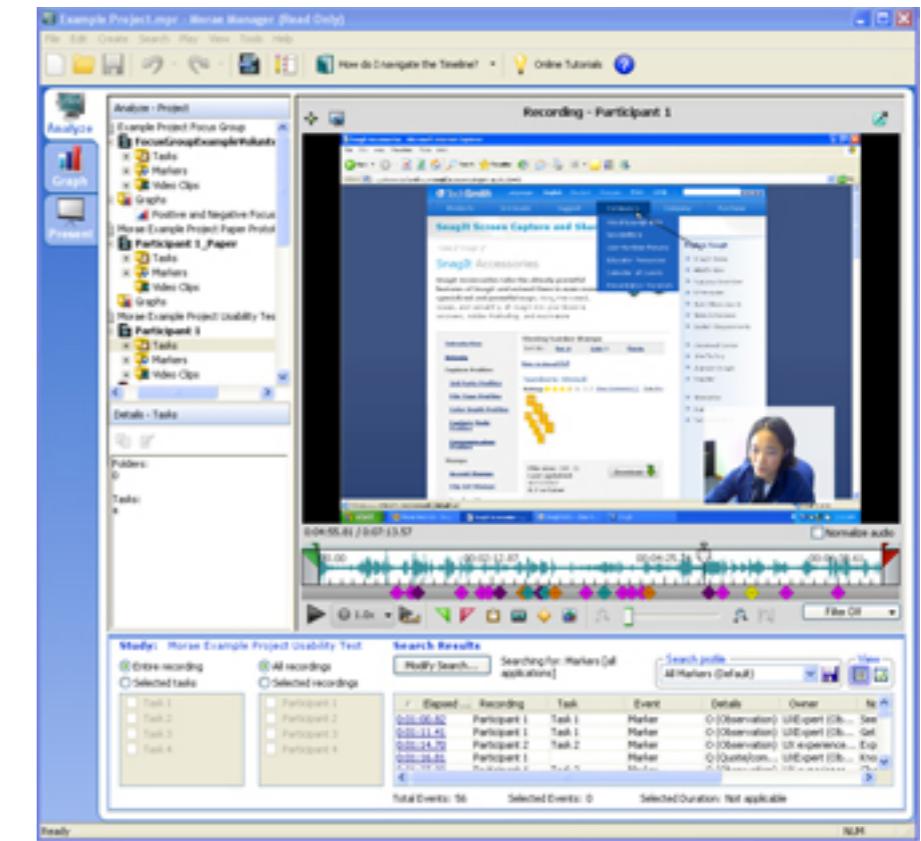
**BUT WAIT.... ISN'T UX
SLOW AND EXPENSIVE?**

MANY PEOPLE STILL THINK USABILITY TESTING IS SLOW AND EXPENSIVE. BECAUSE IT USED TO BE.



THEN.

Time Warner's usability lab



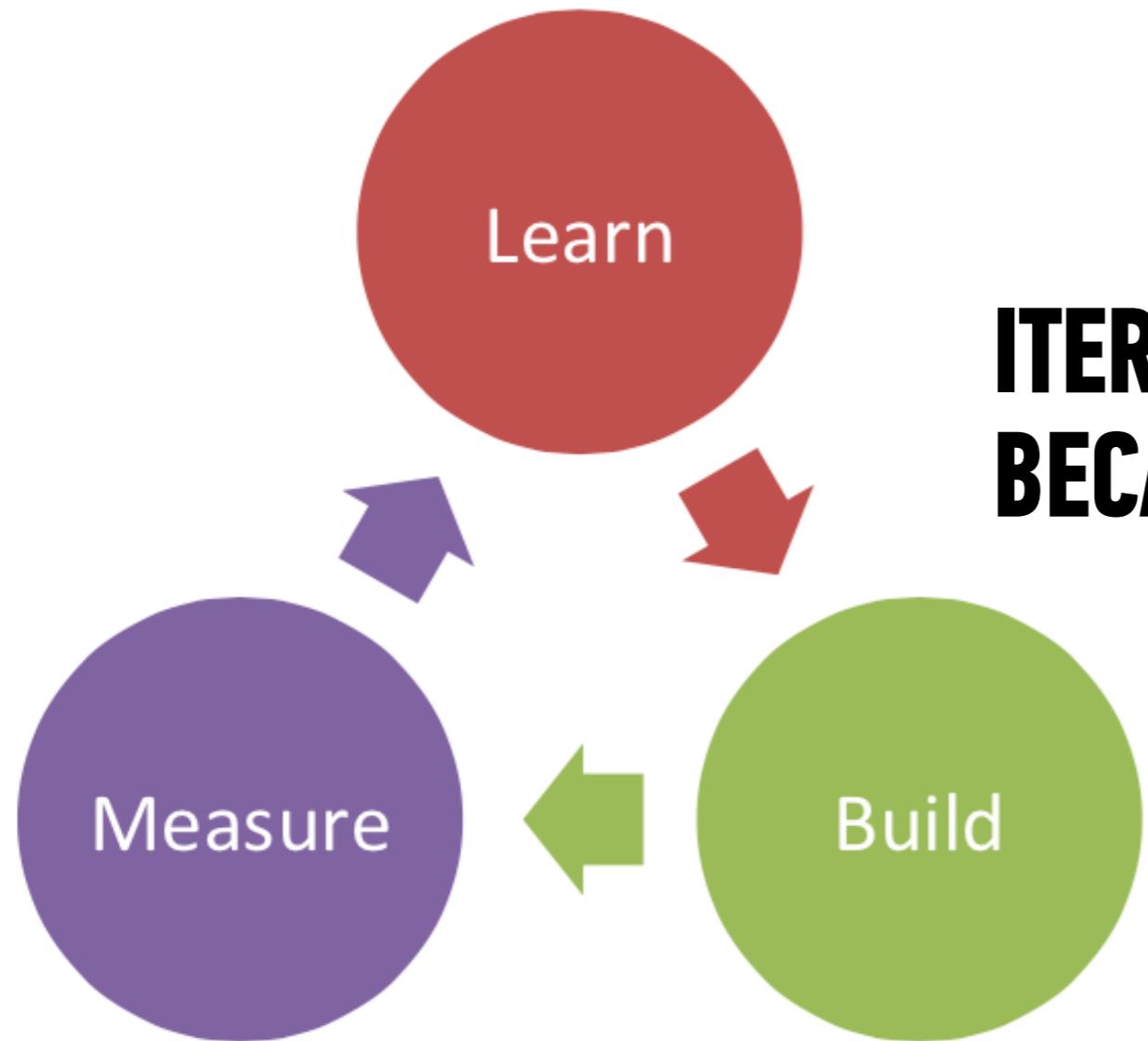
NOW.

Techsmith's Morae

REMEMBER THIS?

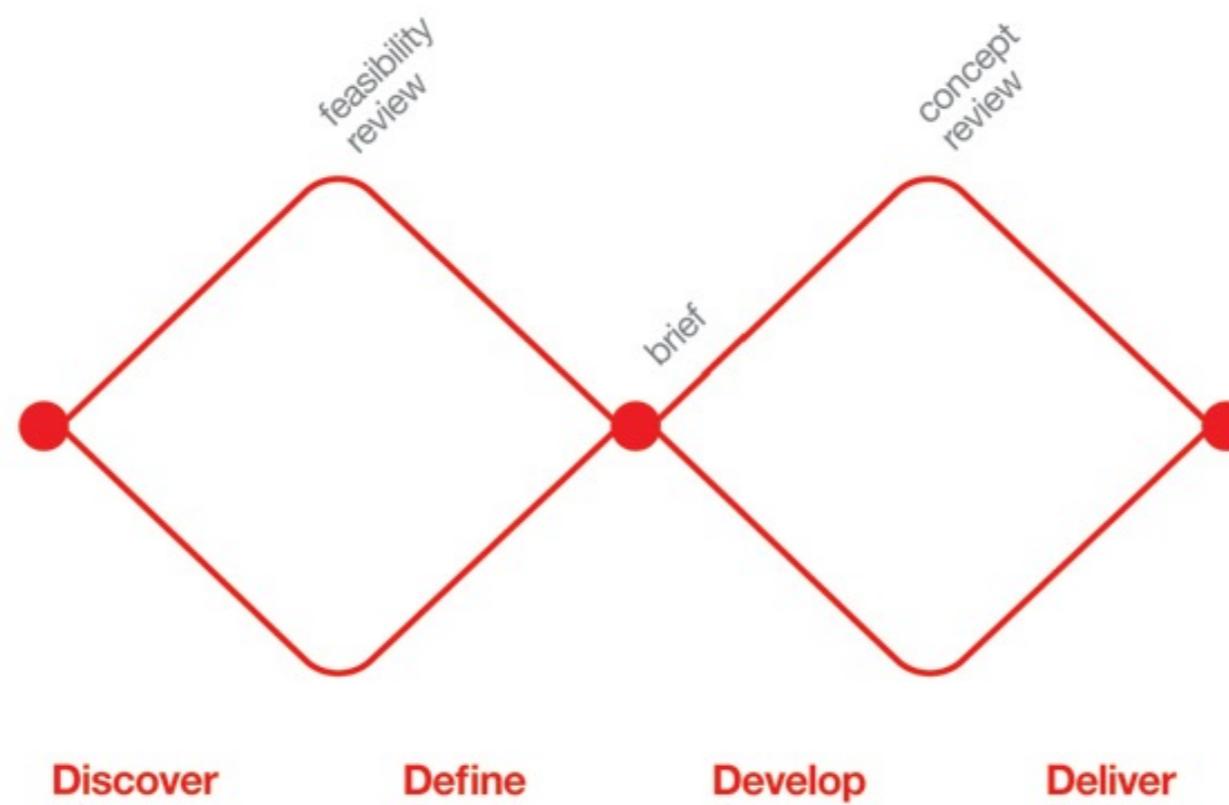


THE MOST EXPENSIVE THING YOU CAN DO IS WASTE YOUR TIME.



**ITERATION IS GOOD FOR EVERYONE,
BECAUSE IT'S GOOD FOR THE PRODUCT**

ITERATE FOR DISCOVERY, THEN ITERATE FOR DELIVERY.



THEN ITERATE SOME MORE.

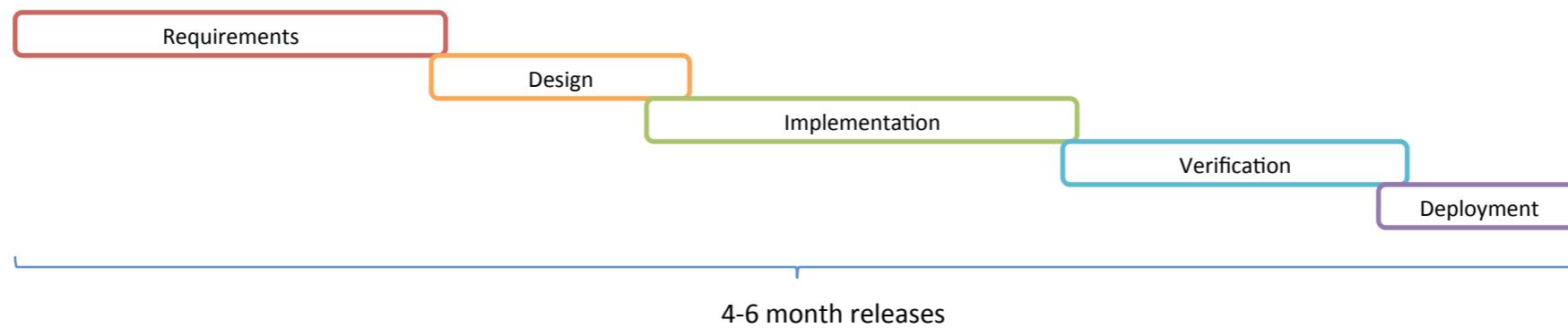
The “Double Diamond” process model

<http://www.designcouncil.org.uk/about-design/how-designers-work/the-design-process/>

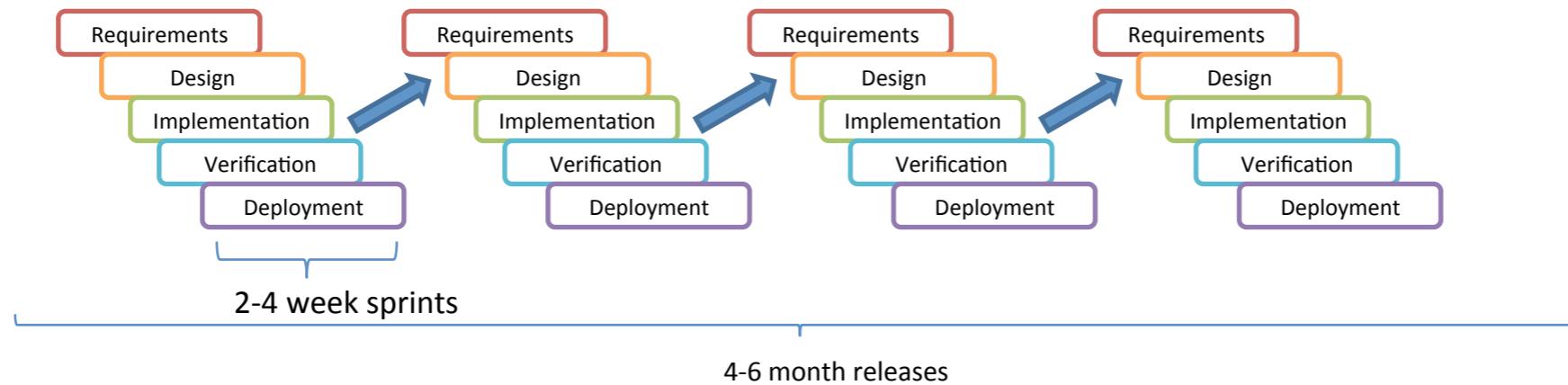
A BRIEF INTERLUDE: DEVELOPMENT AND DESIGN PROCESS

44

WATERFALL



AGILE

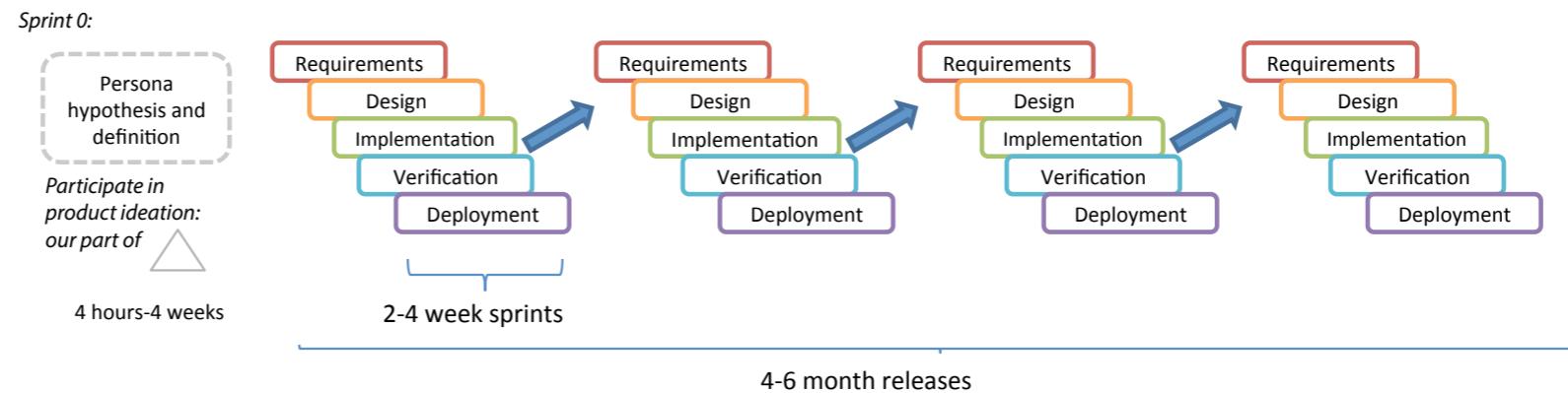


(I made these diagrams for the “Intro to UX Best Practices” presentation I gave at my last full time UX Director job, at a heavy-duty enterprise software company....)

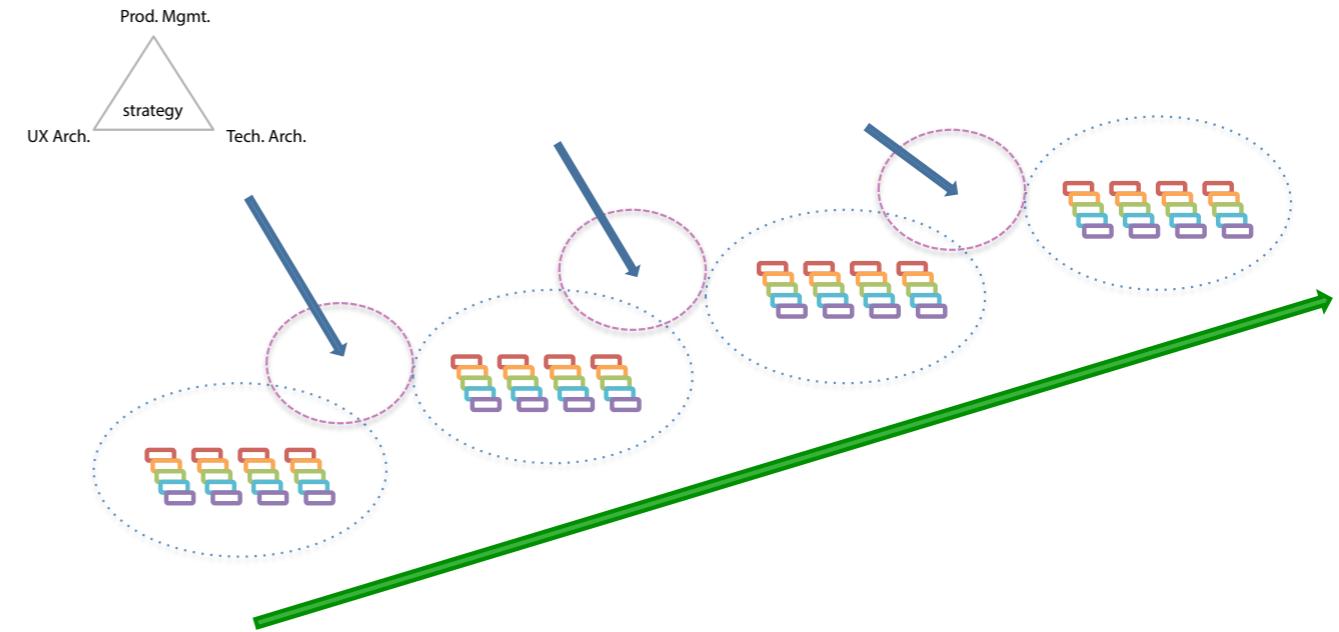
DEVELOPMENT AND DESIGN PROCESS: AGILE

45

Single release



Multiple releases



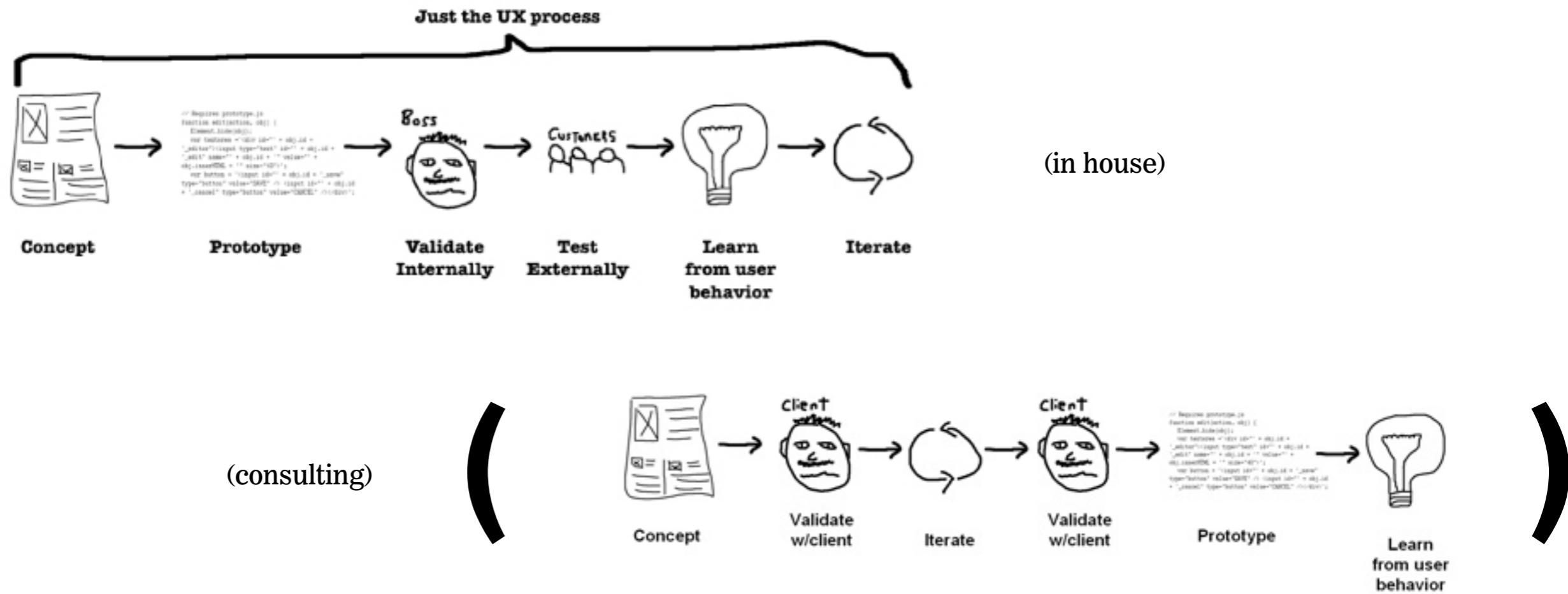
**THIS WAS SOMETHING I
STILL HAD TO EXPLAIN
TO AN ENGINEERING
DEPARTMENT IN A
PROFITABLE SOFTWARE
COMPANY.**

IN 2012, NOT 1998.

Where does UX design fit in to the development process?

- Some work is done up-front:
 - Part of product ideation process
 - Persona hypothesis and test: who is this for?
 - User mental model, experience “Big Picture”
 - Low fidelity prototypes/sketches
 - UX comparative analysis and testing
- Some gets done along the way:
 - Parallel tracks
 - Collaborate on deeper levels of design implications, solving UX issues that arise during development.
- *Much like a Technical Architect, at the beginning of the product dev cycle, the UX designer is more like a product manager. During the dev cycle, s/he is more like a developer.*

“LEAN UX”



HOW TO MAKE AWESOMER STUFF TOGETHER

WE HAVE THE SAME GOALS:

**MAKE AWESOME STUFF.
SHIP IT.
MAKE MORE.**

The Cult of Done Manifesto

There are three states of being.

Not knowing, action and completion

Accept that everything is a draft. It helps to get it done

There is no editing stage

Pretending you know what you're doing is almost the same as knowing what you are doing, so just accept that you know what you're doing even if you don't and do it

Banish procrastination

If you wait more than a week to get an idea done, abandon it

The point of being done is not to finish but to get other things done

Once you're done you can throw it away

**Laugh at perfection. It's boring
and keeps you from being done**

People without dirty hands are wrong

Doing something makes you right

Failure counts as done. So do mistakes

Destruction is a variant of done

If you have an idea and publish it on the internet, that counts as a ghost of done

**Done is the engine
of more**

MAKING AWESOMER STUFF TOGETHER...

49

...IS EASIER AND MORE EFFECTIVE WITH A BADASS TEAM.



EVEN SUPERMAN CALLS FOR BACKUP.

UX DESIGN FOR DEVELOPERS

Q&A

Got more questions? Feel free to get in touch!

Email: billie.mandel@generalassemb.ly

Twitter: [@synaesthete](https://twitter.com/synaesthete)

RESOURCE LINKS

- › <http://www.smashingmagazine.com/2011/05/13/two-cats-in-a-sack-designer-developer-discord/>
- › <http://www.thoughtworks.com/insights/blog/agile-and-user-centered-design-0>
- › <http://www.creativebloq.com/web-design/tips-creating-solid-designer-developer-relationships-11135274>
- › <http://uxpamagazine.org/building-it-right>
- › <http://www.michaelcarusi.com/why-designers-and-developers-hate-each-other-and-what-to-do-about-it/>
- › <http://blog.smartbear.com/development/designers-and-developers-why-cant-we-get-along/>
- › <http://www.slideshare.net/BillieMandel/embodied-critique>
- › Books:
 - › Alan Cooper, *About Face 4.0*, and *The Inmates Are Running The Asylum*
 - › Indi Young, *Mental Models*, and *Practical Empathy*
 - › Mike Rohde, *The Sketchnote Handbook*