

UX Core Concepts and Terminology



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Module Overview



Useful
Usable
User interface
Graphic/visual design
User research
Human-computer interaction (HCI)
Interaction design
Content strategy
Information architecture
Usability testing



Useful

A useful feature or tool allows users to “do things”; it fulfills a need.



Example: Fuel Up a Car



I need to get fuel from an underground tank into my car.



These fuel pumps make it easy. Just select the grade and start.



Example: Fuel Up a Car



I need to get fuel from an underground tank into my car.

These fuel pumps make it easy. Just select the grade and start.



Example: Updating My Address Online



I need to find information about how to update my address.

Sure! Here's a help article with the steps to take, a video, and some FAQs.



Example: Updating My Address Online



I need to find information about how to update my address.

Sure! Here's a help article with the steps to take, a video, and some FAQs.



Usable

A measure of how easy or hard it is to do something.



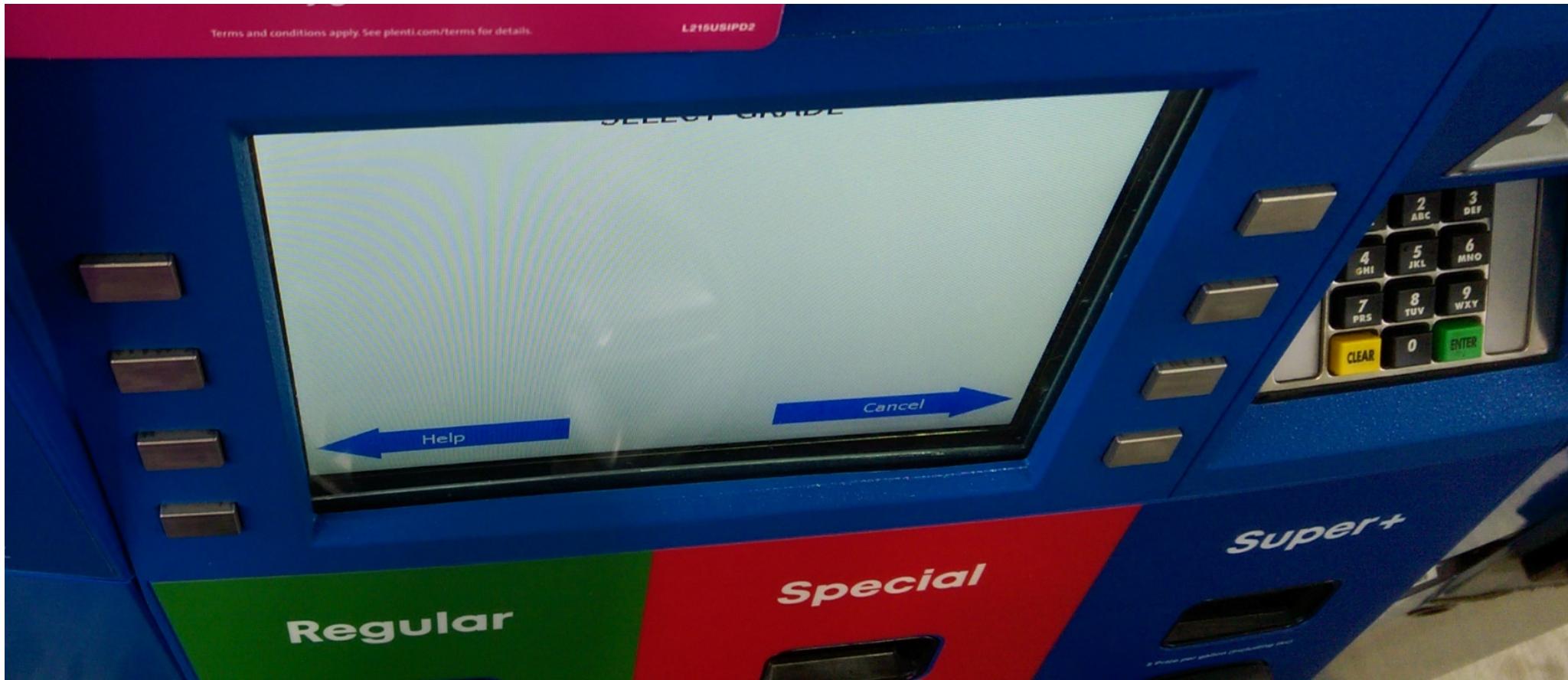
Example: Fuel Up a Car



I need to get fuel
from an underground
tank into my car.



Example: Fuel Up a Car



Example: Fuel Up a Car



Example: Updating My Address Online



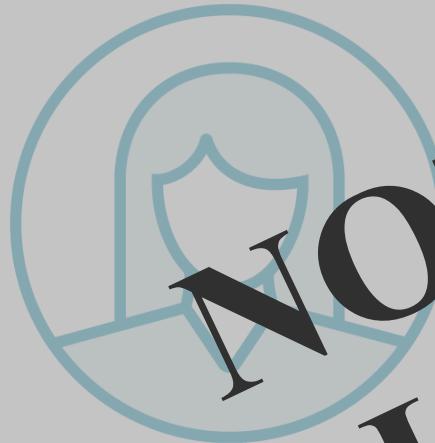
I need to find information about how to update my address.



You'll have to click 11 times, try searching, and then eventually send an email to customer service.



Example: Updating My Address Online



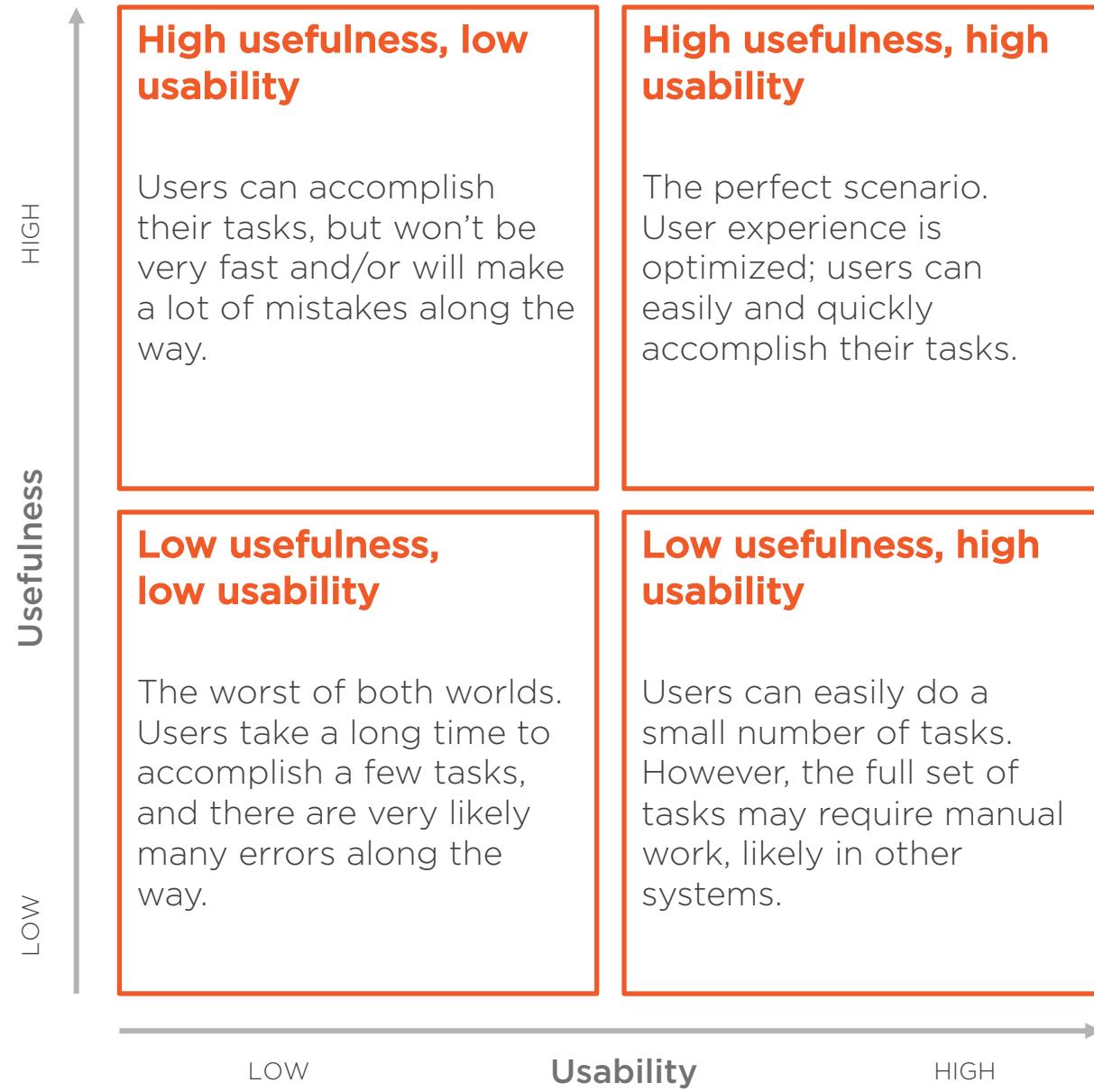
NOT VERY
USABLE



I need to find
information about how
to update my address.

You'll have to click 11 times,
try searching, and then
eventually send an email to
customer service.





User Interface (UI)

The means by which a user and computer system interact, in particular the use of input devices and software.



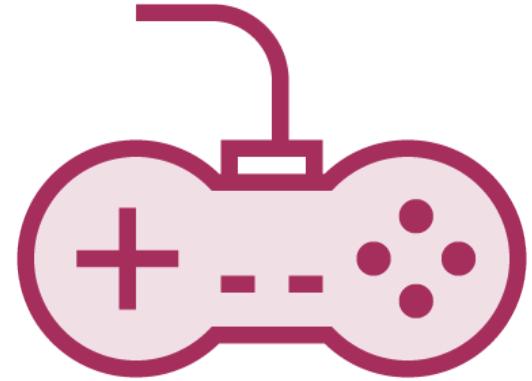
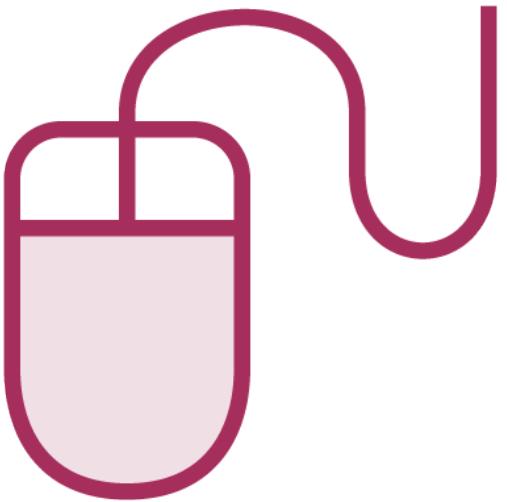
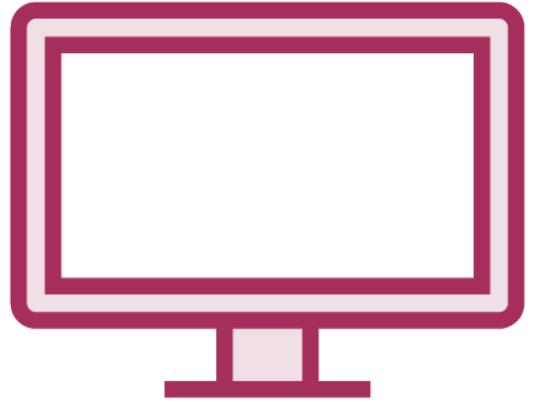
In other words, the pages, menus, images, icons and buttons you see on a screen.





SUBMIT





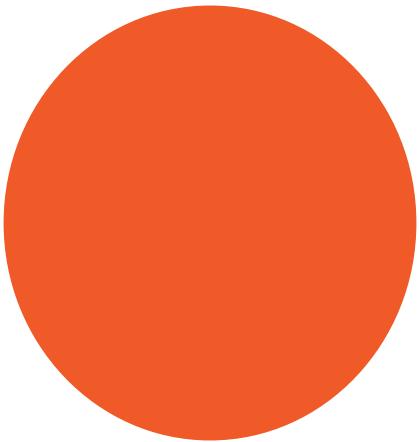
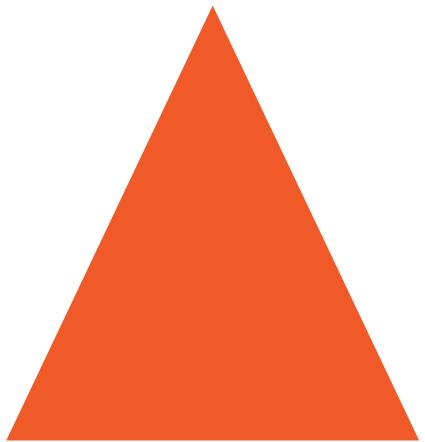
The user interface has more impact on feeling than perhaps any other part of a system



Visual/Graphic Design

Focuses on the aesthetics of a site and its related materials by strategically implementing images, colors, fonts, and other elements.

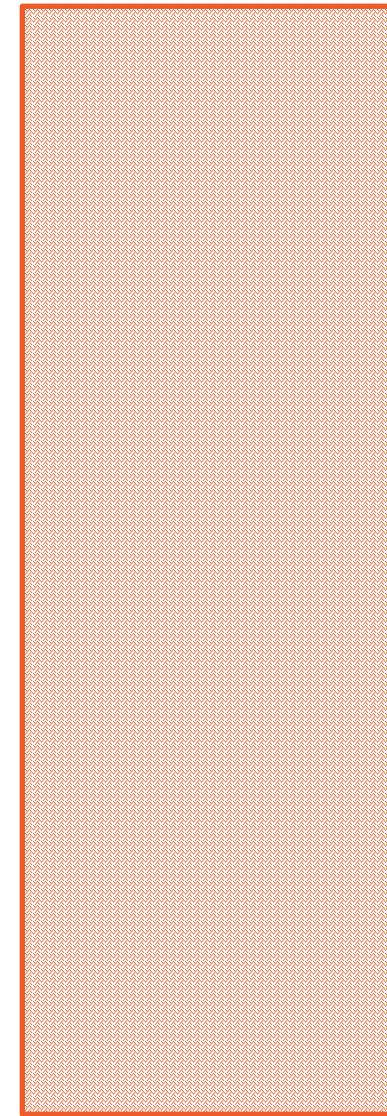
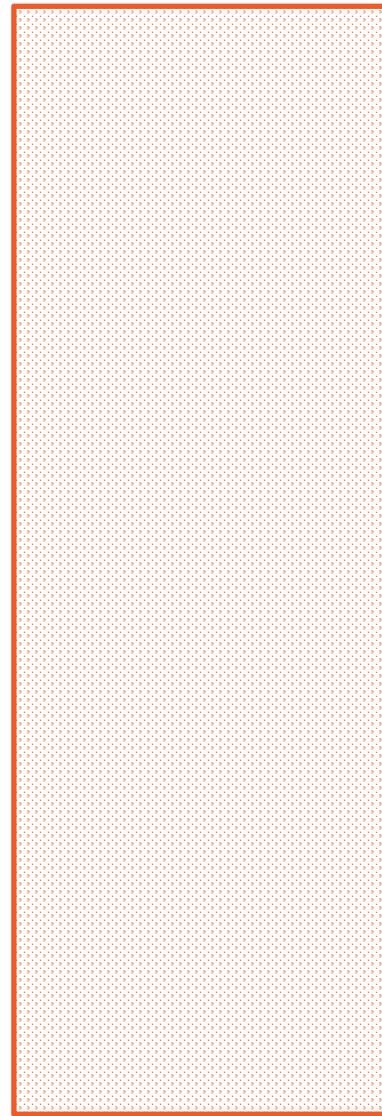
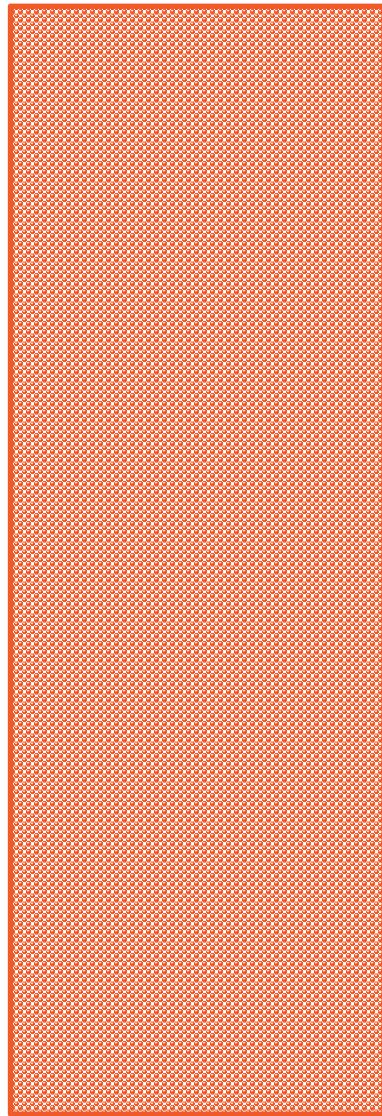






COLOR





TYPOGRAPHY

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TYPOGRAPHY



A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse and black pants, standing next to a desk. She is pointing her right index finger towards a computer monitor which is displaying a large speech bubble. The speech bubble contains the text "By the way, if you want to get a grumble from a visual or graphic designer...".

**By the way, if you
want to get a grumble
from a visual or
graphic designer...**

A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse and black pants, standing next to a desk. She is pointing her right index finger towards a computer monitor. The monitor displays a large white speech bubble containing the text. The background is a light grey.

...suggest that their
job is to “make
things pretty.”

NOT TRUE!



User Research

Focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.



Personas



Name: David
Occupation: Stock Broker
Age: 32
Location: London, UK

Bio

Goals

Frustrations



Interviews



Contextual Interviews



I'll be observing
while you complete
your everyday tasks.



Human-Computer Interaction (HCI)

The study of how people interact with computers and to what extent computers are or are not developed for successful interaction with human beings.





Very Generally Speaking...

User Experience

Informed by HCI

Heavy focus on aesthetics and operational behaviors

Mostly concerns traditional interfaces such as PC and mobile devices

Primarily used by industry

Human Computer Interaction

Broader than UX

Less focus on aesthetics

Explores new, untraditional interfaces

Primarily occupies the academic arena



Interaction Design

The practice of designing interactive digital products, environments, systems, and services; behavior is the primary focus.



A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse and black pants, standing next to a desk. She is pointing her right index finger towards a computer monitor which is displaying a large speech bubble. The speech bubble contains the text of the slide.

If I'm in the role of an interaction designer,
I have to answer several questions...

Interaction with the Interface

What can a user do to interact with the interface (e.g., mouse, finger, stylus)?

What commands can the user issue (e.g., keyboard shortcuts)?



Behavior Clues

How does the appearance change to give the user a clue about its behavior (e.g., color, shape, size)?

How do you let users know something is about to happen (e.g., labels, instructions)?



Error Messages

How do you prevent errors?

If an error happens, how does the user know what happened and how to recover?



System Feedback

What sort of feedback should the user get when they take some action (e.g., confirmation message)?

How fast should the feedback be?



Content Strategy

The planning, development, and management of content—written or in other media.





Information Architecture

The structural design of shared information environments; the art and science of organizing and labeling websites, intranets, online communities and software to support usability and findability.



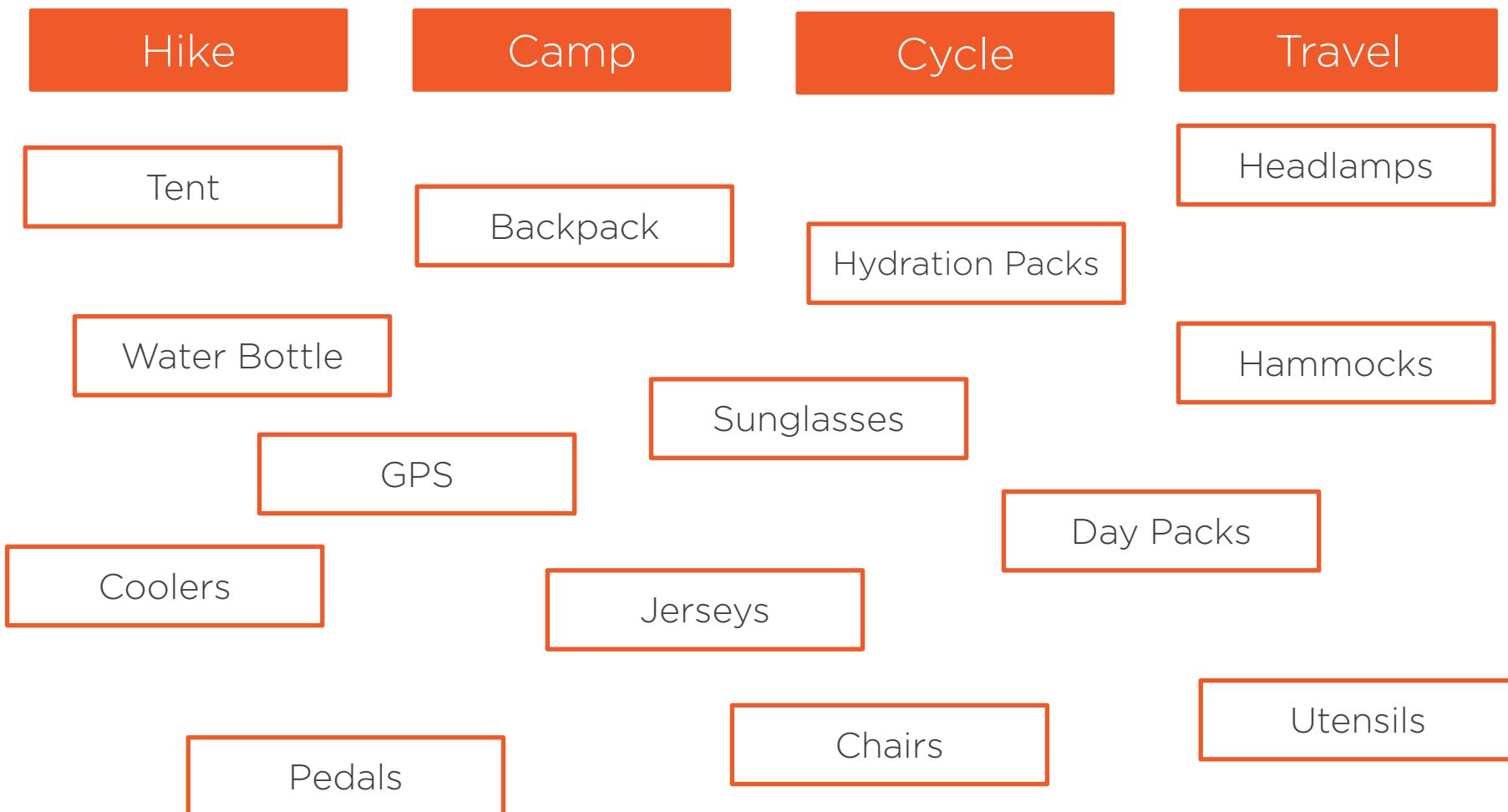
A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse and black pants, standing next to a desk. She is pointing towards a computer monitor with her right hand. The monitor displays a large white speech bubble containing the text. The background is a light grey.

A fancy way of saying the organization of a site.

A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse and black pants. She is standing next to a desk with a computer monitor. She is pointing towards the monitor with her right hand, which is holding a large key. A speech bubble originates from the monitor, containing the text "And its labeling and navigation system."

**And its labeling and
navigation system.**

Card Sorting: Step 1: Gather All Information



Card Sorting: Step 2: Categorize

Hike	Camp	Cycle	Travel
Hydration Packs	Tent	Water Bottle	Day Packs
Headlamps	Hammocks	Jerseys	Sunglasses
GPS	Coolers	Pedals	
Backpack	Chairs		
	Utensils		



Card Sorting: Step 2: Categorize

Hike	Camp	Cycle	Travel
Hydration Packs	Tent	Water Bottle	Day Packs
Headlamps	Hammocks	Jerseys	Sunglasses
GPS	Coolers	Pedals	
Backpack	Chairs		
	Utensils		



Card Sorting: Step 2: Categorize

Hike	Camp	Cycle	Travel
Headlamps	Tent	Water Bottle	Hydration Packs
GPS	Hammocks	Jerseys	Sunglasses
Backpack	Coolers	Pedals	
Utensils	Chairs		
Day Packs			



Card Sorting: Step 3: Confirm Labels

??	??	??	??
Headlamps	Tent	Water Bottle	Hydration Packs
GPS	Hammocks	Jerseys	Sunglasses
Backpack	Coolers	Pedals	
Utensils	Chairs		
Day Packs			





Search for great gear & clothing



SIGN IN



STORES



CART



Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals More REI GARAGE >



A large, white, textured text overlay reading "GET OUTSPiRED" in a bold, sans-serif font. The text is positioned in the center of the page, partially overlapping a background photograph of two climbers on a rocky mountain face.

Explore activities

OPT OUTSIDE

Usability Testing

A technique used in user-centered interaction design to evaluate a product by testing it on users.



Usability Testing



Do Tasks A, B and C, and
talk me through what
you're doing and thinking.





Search for great gear & clothing



SIGN IN



STORES



CART



Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals More REI GARAGE >



GET
OUTSPIKED

Explore activities

Imagine you're taking a hiking trip and need a new pair of women's hiking boots.

OPT OUTSIDE



Search for great gear & clothing



SIGN IN



STORES



CART



Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals More REI GARAGE

A large, scenic photograph of two climbers on a rugged, reddish-brown rock face. In the background, there are more mountains and a clear blue sky with some clouds.

GET
OUTSPIRED

Explore activities

What would you do on
this site to find the
boots? Think out loud.

OPT OUTSIDE

Summary



Useful: Able to “do things”; fulfills a need

Usable: How easy or hard it is to accomplish a task

User Interface: What you see; the devices used to interact

Visual/Graphic Design: Aesthetic design of a site

User Research: Understand your user



Summary



Human-Computer Interaction: Study of how humans interact with computers

Interaction Design: Design of interactive behaviors

Content Strategy: Planning, development and management of content

Information Architecture: Organization, labeling and navigation

Usability Testing: Hands-on testing by users



Coming up next...

