

User Experience: The Big Picture

COURSE INTRODUCTION



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We really need to focus
on user experience if
we're going to make
this project successful.



Ummm...is
that really the
best user
experience?



Oh, yeah! That's a great user experience. Well done!



So what exactly is
user experience?



I'm glad you asked!



What You'll Learn in This Course

**Course
Introduction**

**UX Core
Concepts and
Terminology**

Roles in UX

**The UX Process:
An Overview and
Case Studies**

**The UX Process:
Company and
Industry
Research**

**The UX Process:
User Research**

**The UX Process:
Information
Architecture**

**The UX Process:
Wireframing and
Visual Design**

**The UX Process:
Usability Testing**

**Course Summary
and Next Steps**



Target Audience



Prerequisites

1

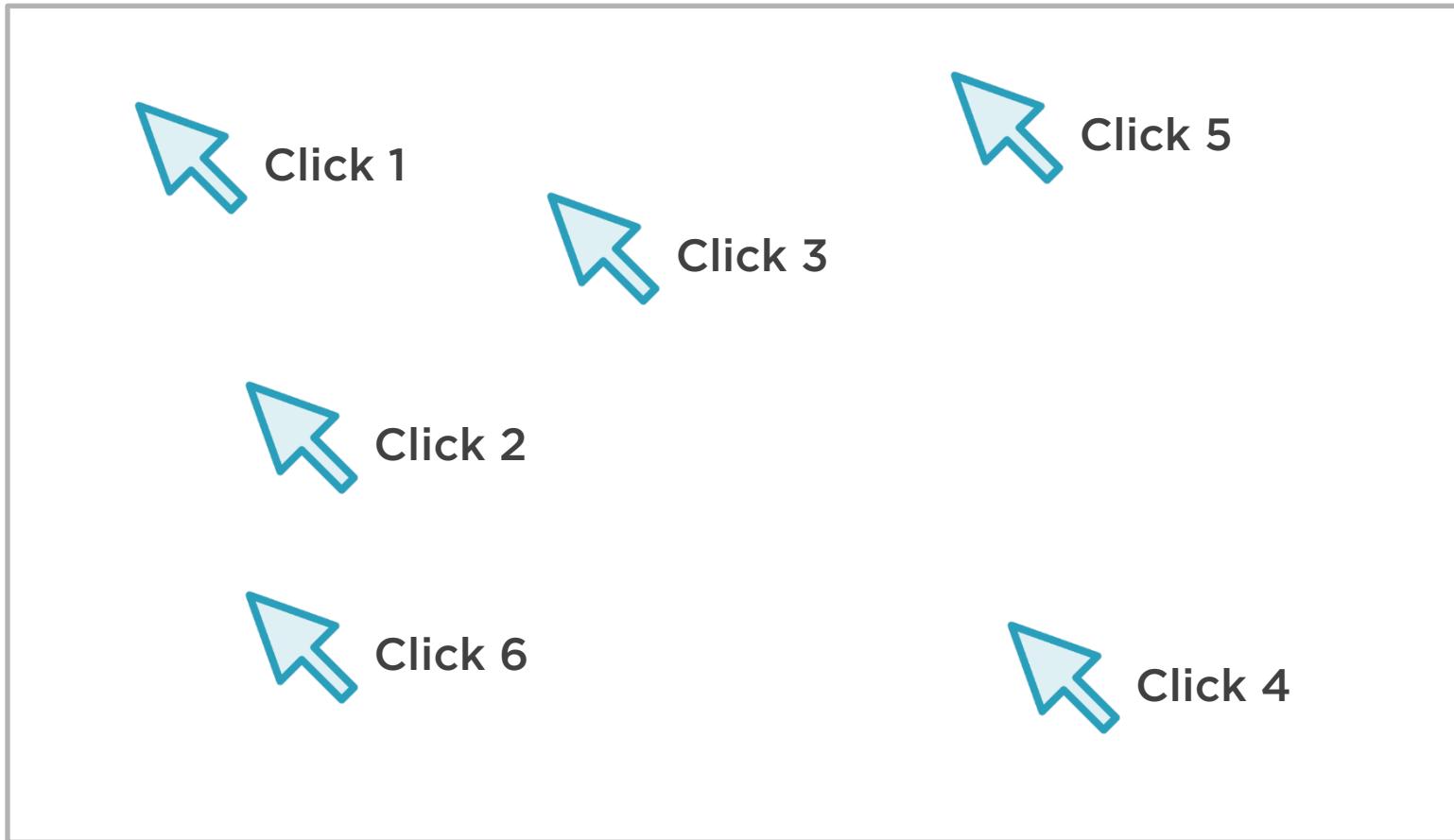
Interest in
user experience



What is User Experience?



Is This User Experience?



Yes!



Is This User Experience?

Manage Personal Information

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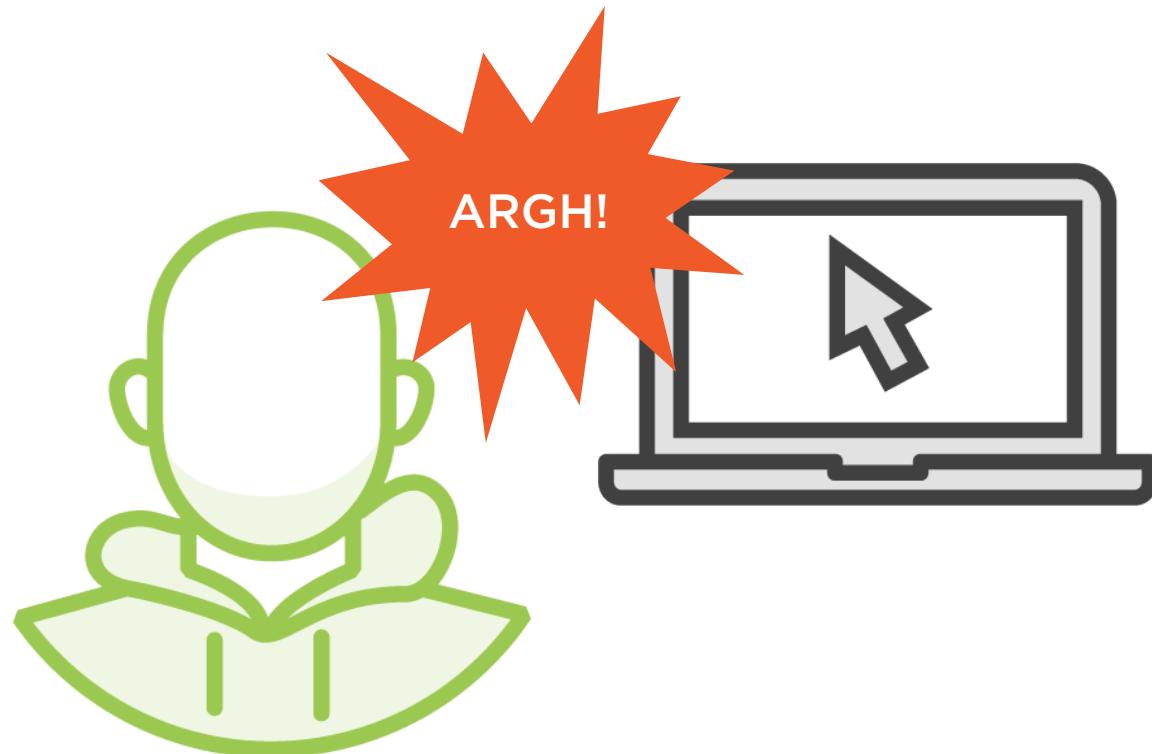
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Yes!



Is This User Experience?



Yes!



User Experience

Encompasses all aspects of the end user's interaction with the company, its services, and its products.





How does that make you feel?

In the Past...



**“It works.
Nobody said it had to be enjoyable.”**

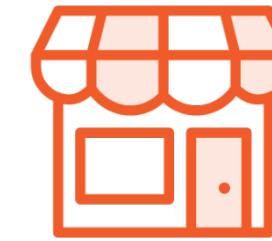


Software has to work AND
be easy and enjoyable to use!





We'll give you
up to \$600!





WIRED
WIRELESS
COMPANY



Welcome! We
have a great
deal for you!





No Windows
Phones?

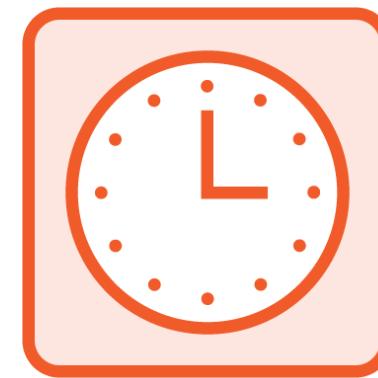


No. We don't
have those in
stock. I'll have
to order it.



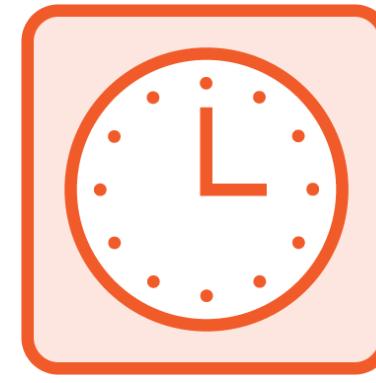


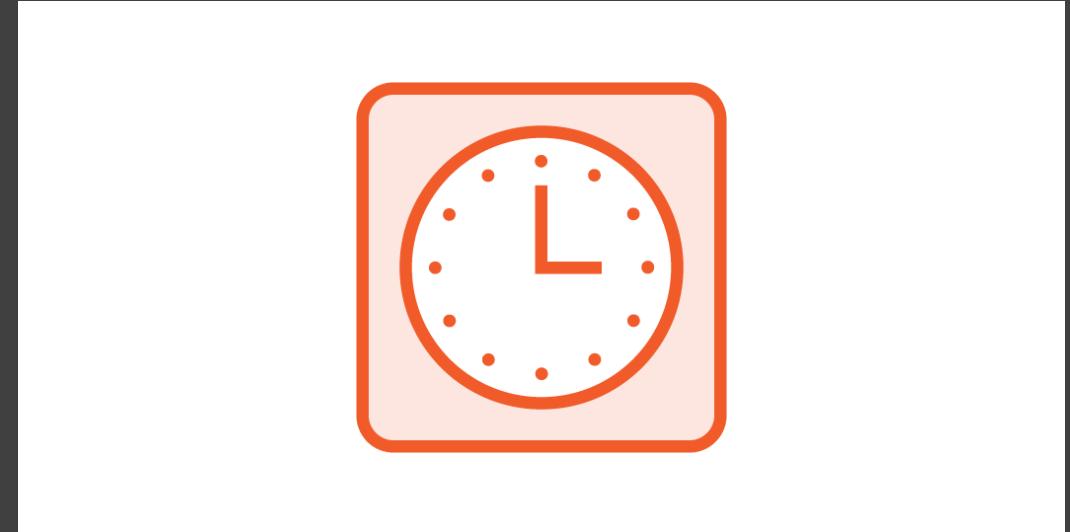
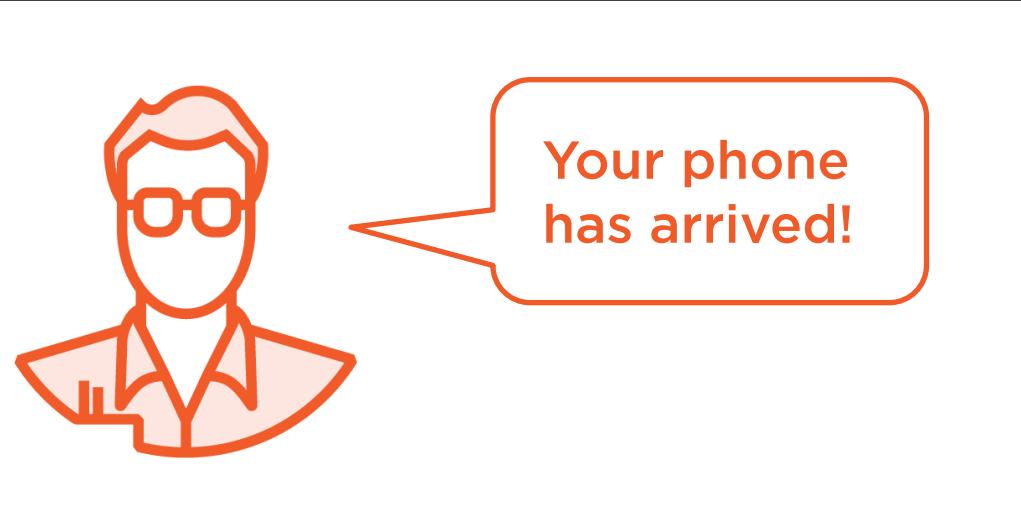
But I've never
done that
before.





Done. You'll get
a code in your
email to redeem
your \$600.





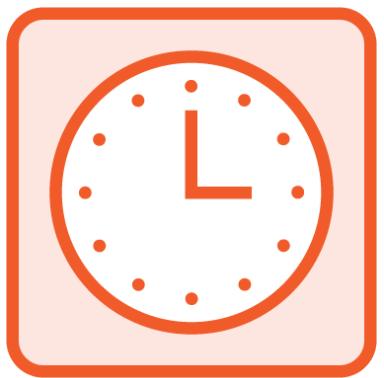


I didn't get
a code.



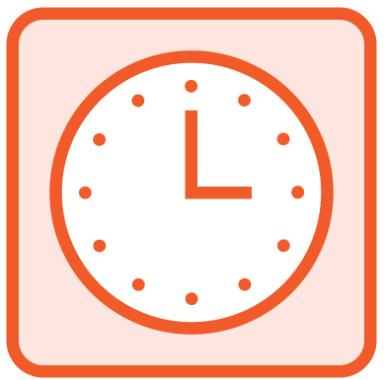
We'll need to
mail your old
phone in. I
have to order a
return box for
shipping.

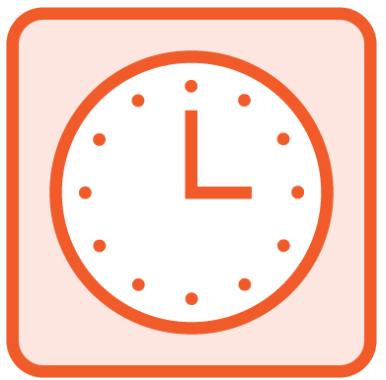




I still didn't
get a code.

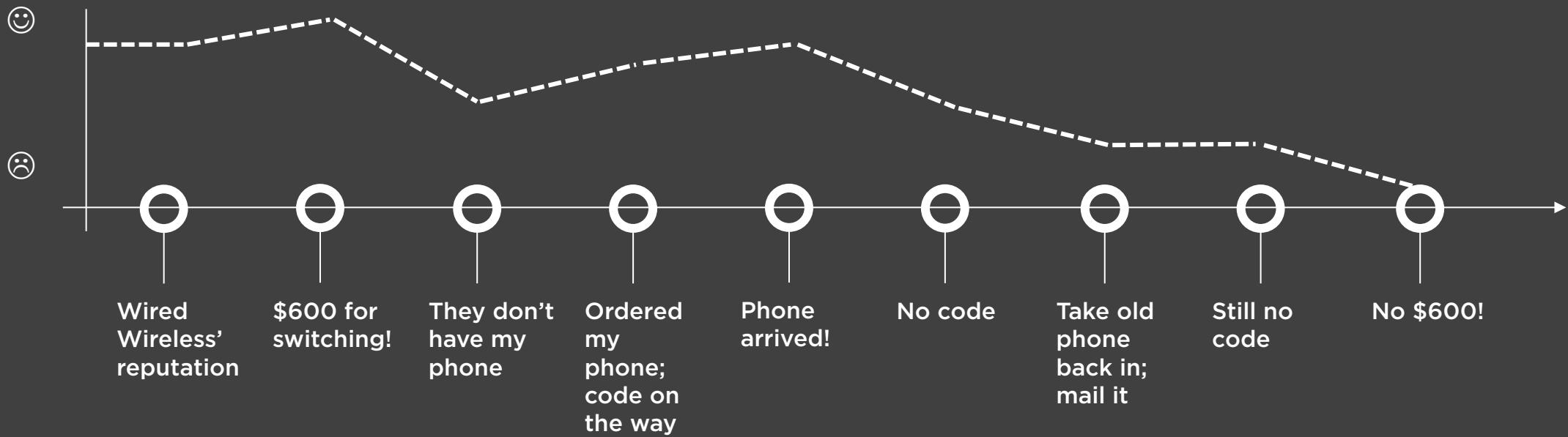


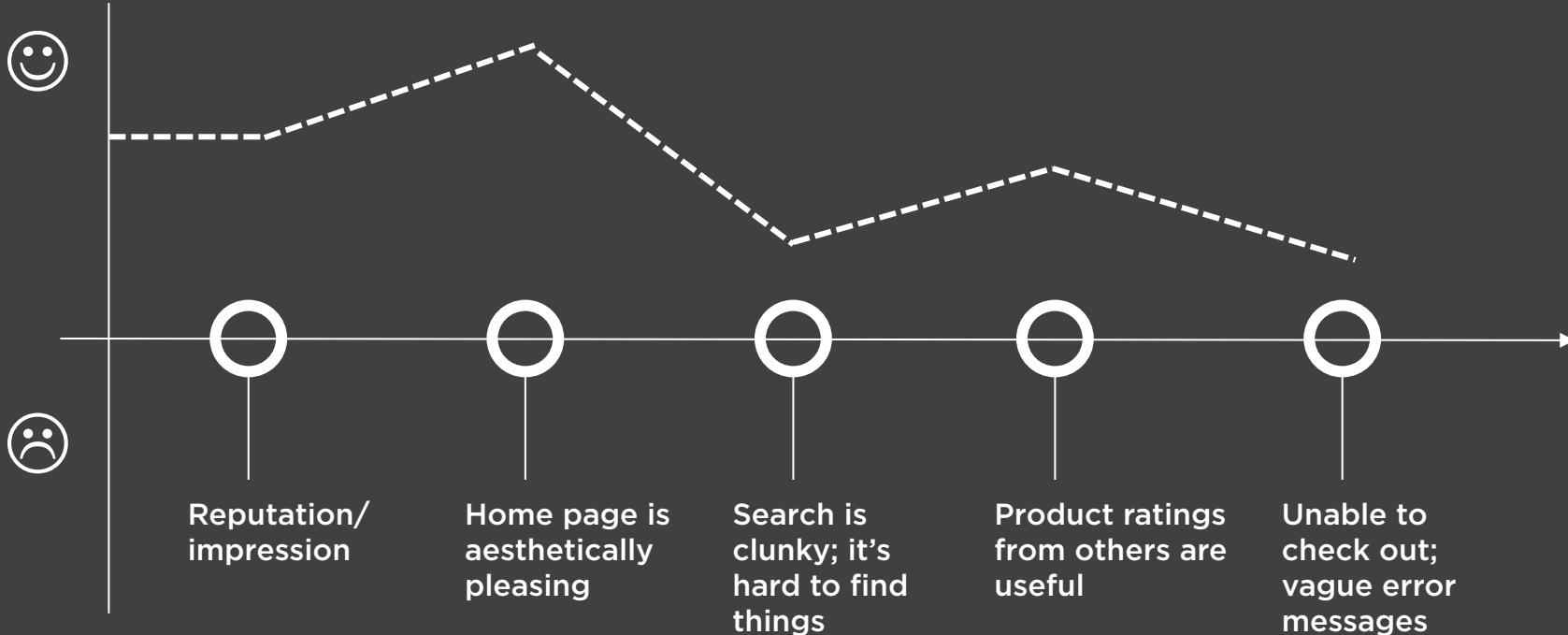




That \$600?
Not so much...



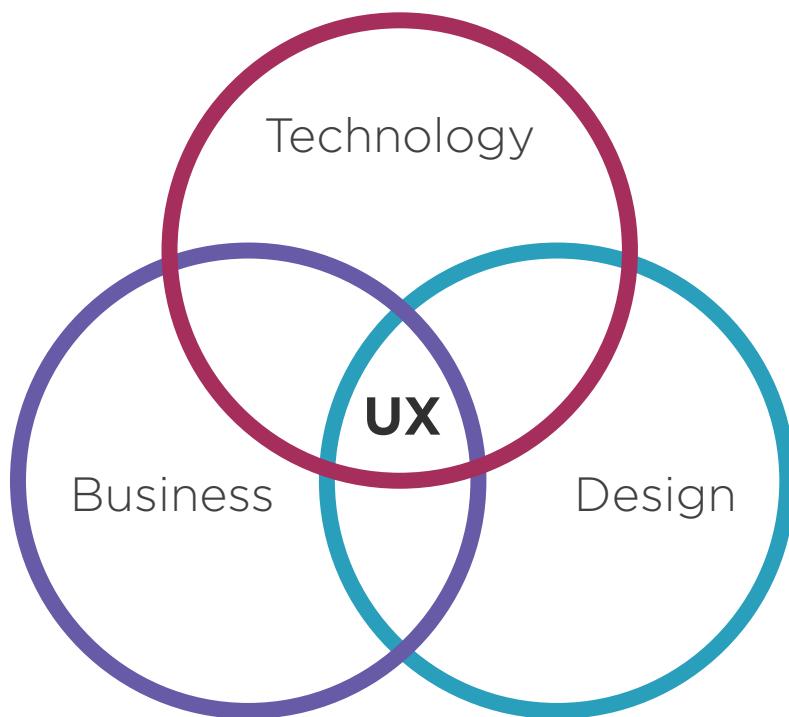




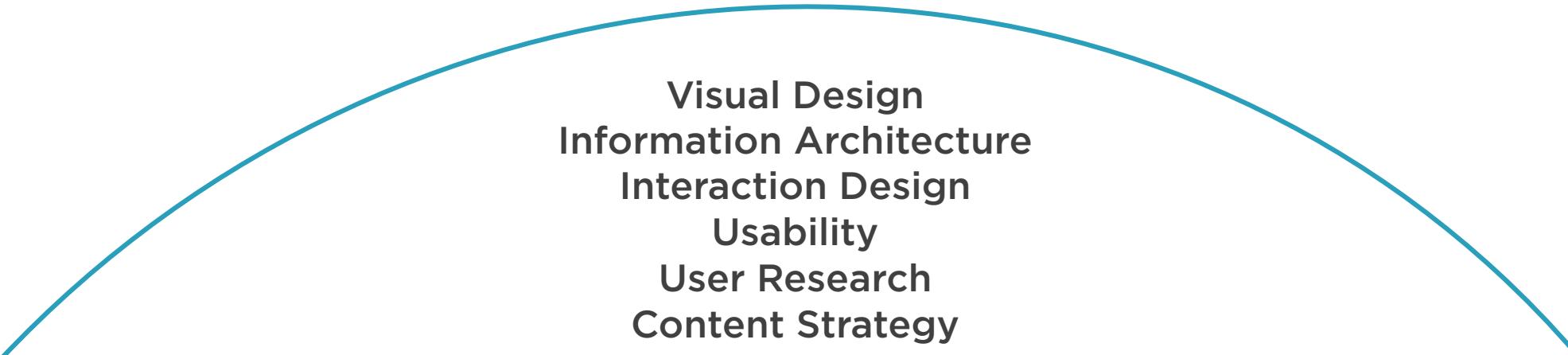
UX ≠ UI



The Three Pillars of UX



The UX Umbrella



**Visual Design
Information Architecture
Interaction Design
Usability
User Research
Content Strategy**



So What Makes a Great User Experience?

Value

Is it useful?

Usability

Is it easy to use?

Adoptability

Is it easy to start using?

Desirability

Is it fun and engaging?



Why Does UX Matter?



93%

of executives say that improving UX
is a top strategic priority

83%

increase in Key Performance Indicators
(KPIs) using UX practices

38%

of people will stop engaging with a website
if the content/layout is unattractive

UX activities can
reduce development
inefficiencies



Companies who focus on user experience perform better financially



Our Scenario: Wired Brain Coffee Company





WIRED BRAIN COFFEE

Seattle, Washington



MICHAEL

Vice President





User experience
is everything.





**Change how you're
doing development!**





OLIVIA

UX Lead

Let's get started...



Summary



User experience encompasses all aspects of the end user's interaction with the company, its services, and its products

- Feelings play a big part, and they can change over time

The ROI for UX is becoming more clear every day, with most companies now getting onboard



Coming up next...

