

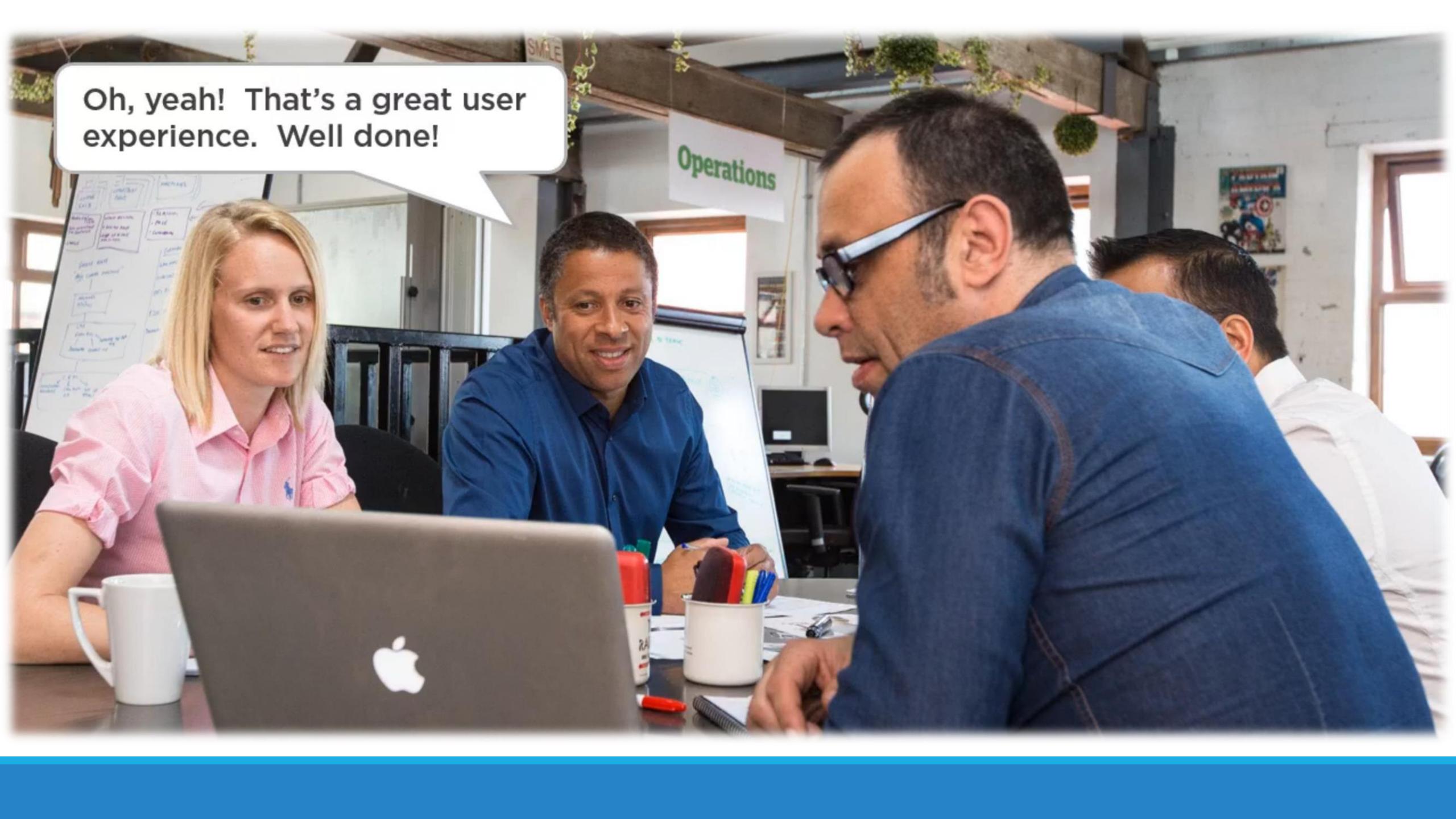
User Experience



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!

UX Core Concepts
and Terminology

Roles in UX

The UX Process

Company and
Industry Research
Overview

User Research
Overview

Information
Architecture

UX and UI
Principles

Wireframing and
Visual Design

Responsive Design

Usability Testing
Overview

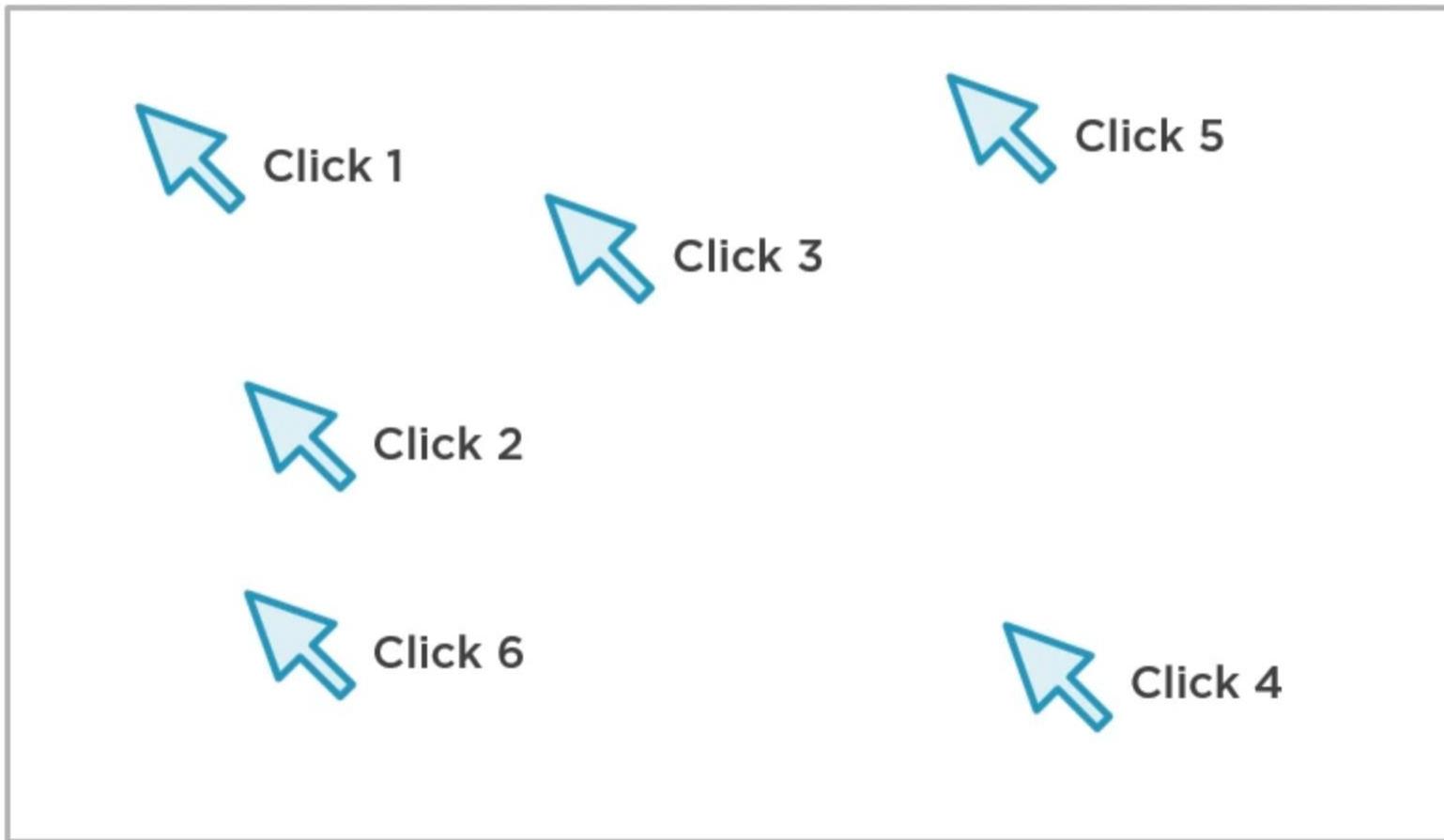
Prerequisites

1

Interest in
user experience

What is User Experience?

Is This User Experience?



Yes!

Is This User Experience?

Manage Personal Information

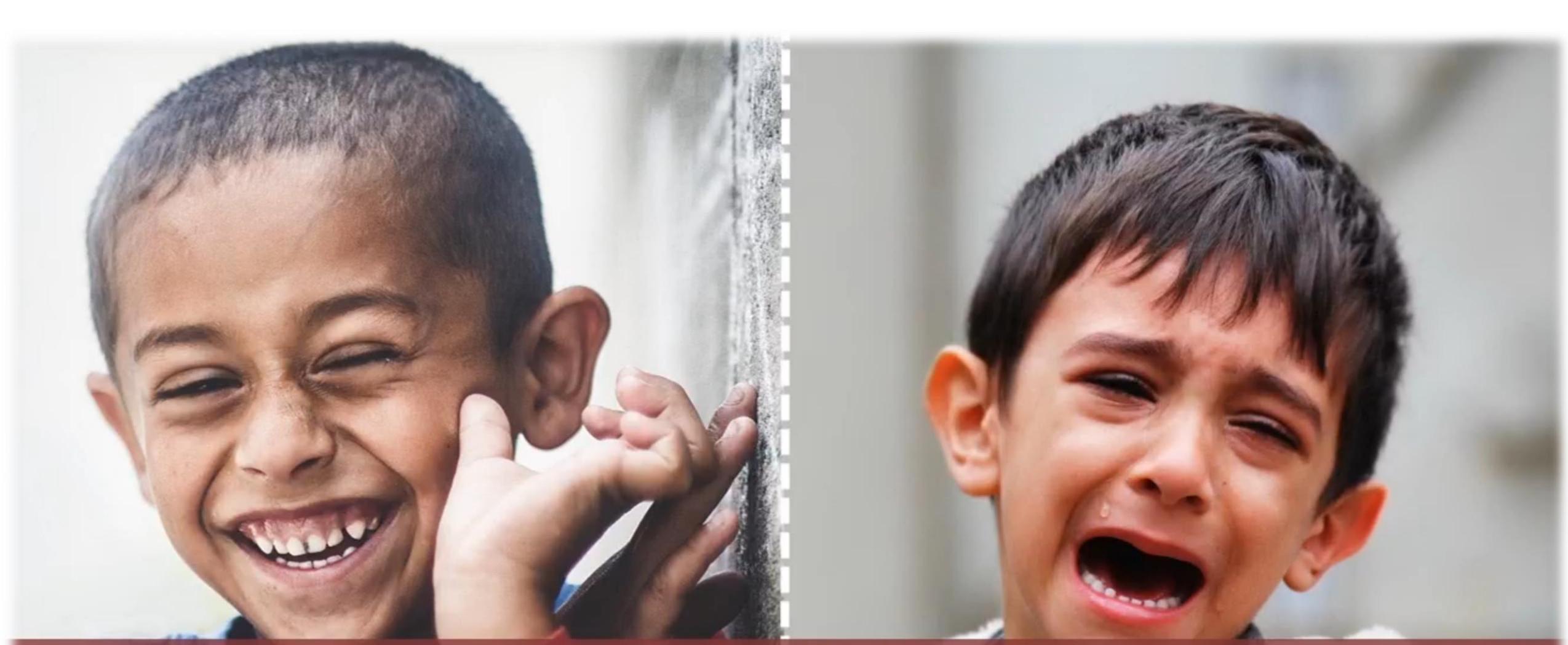
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- Sorry, an error occurred. Please try again.

Yes!

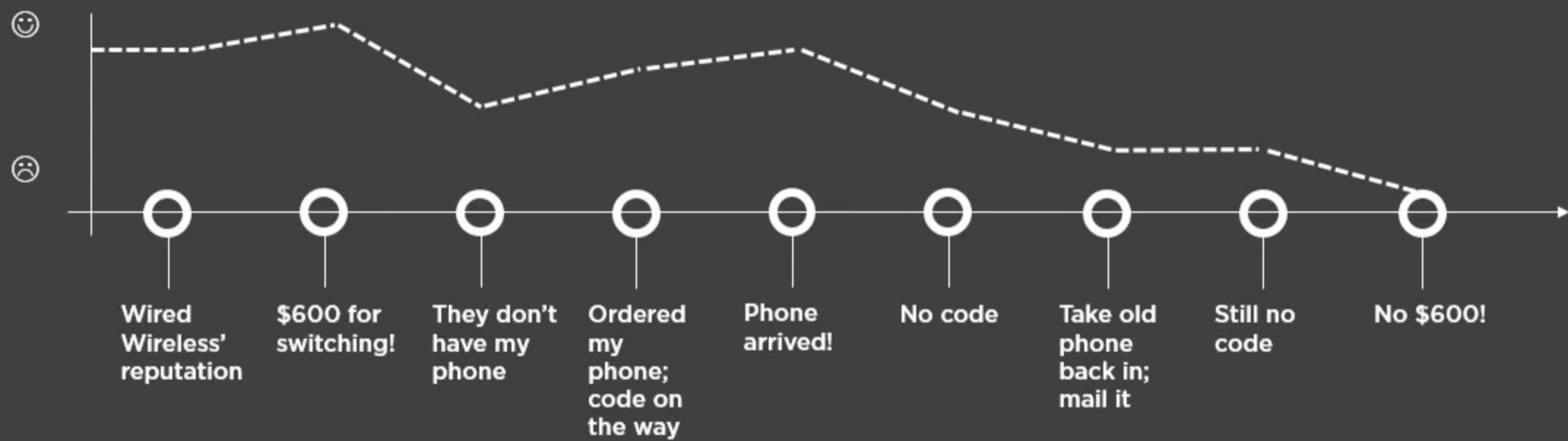
User Experience

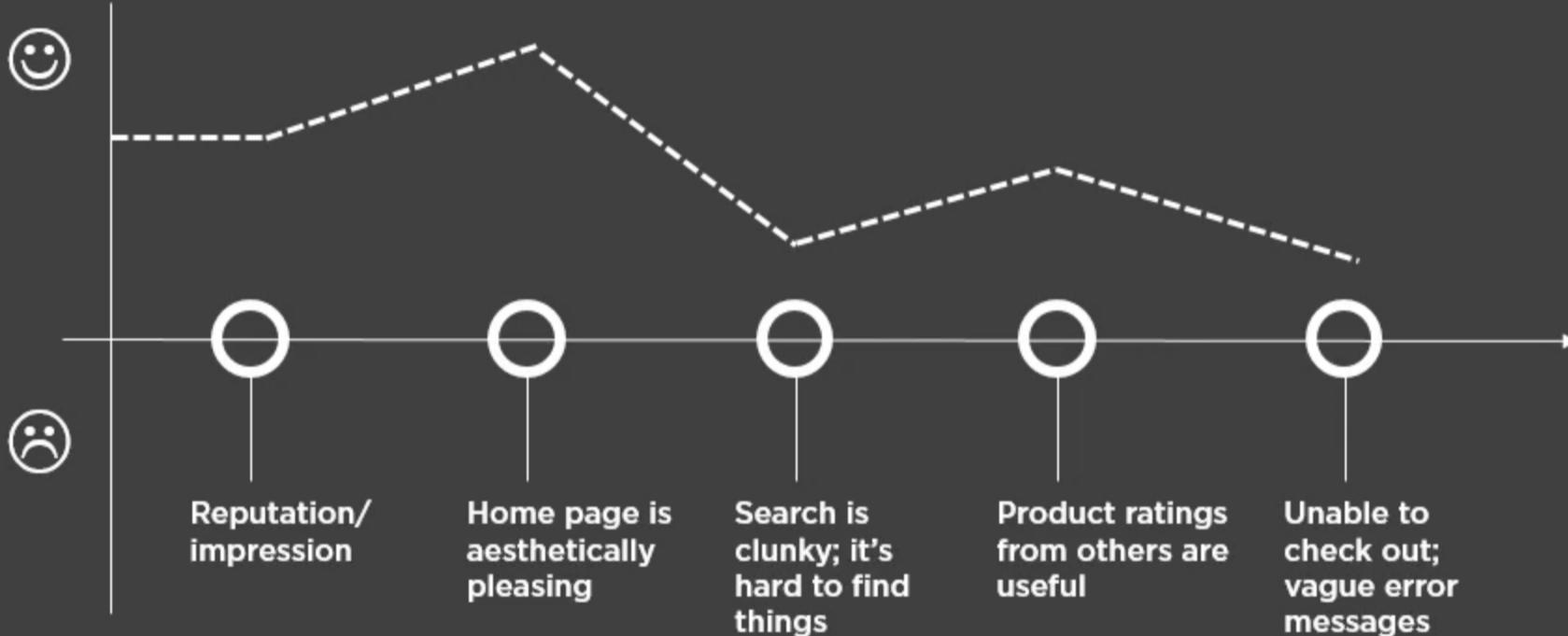
Encompasses all aspects of the end user's interaction with the company, its services, and its products.



How does that make you feel?

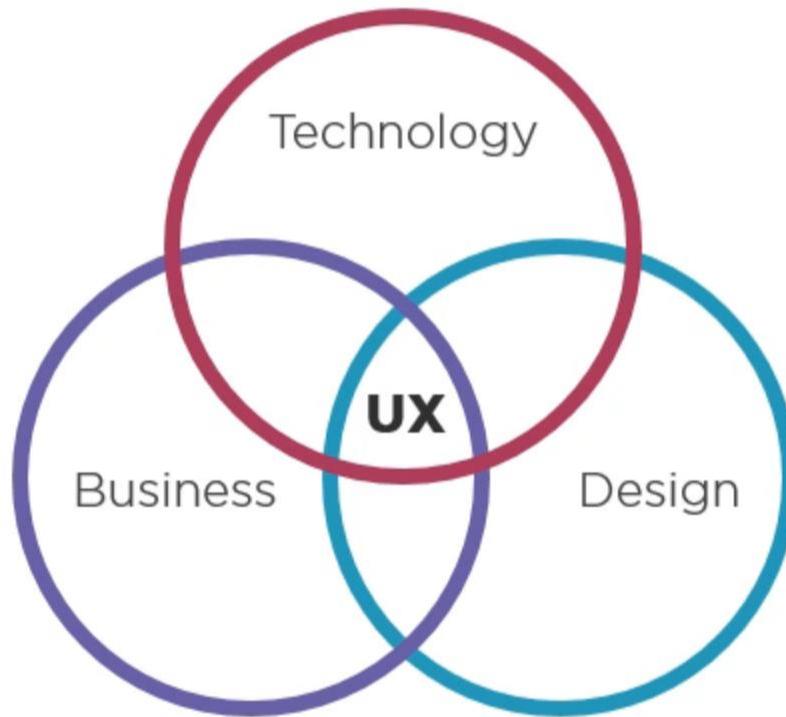
Software has to work AND
be easy and enjoyable to use!





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

UX Core Concepts and Terminology

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



USEFUL



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



Usable

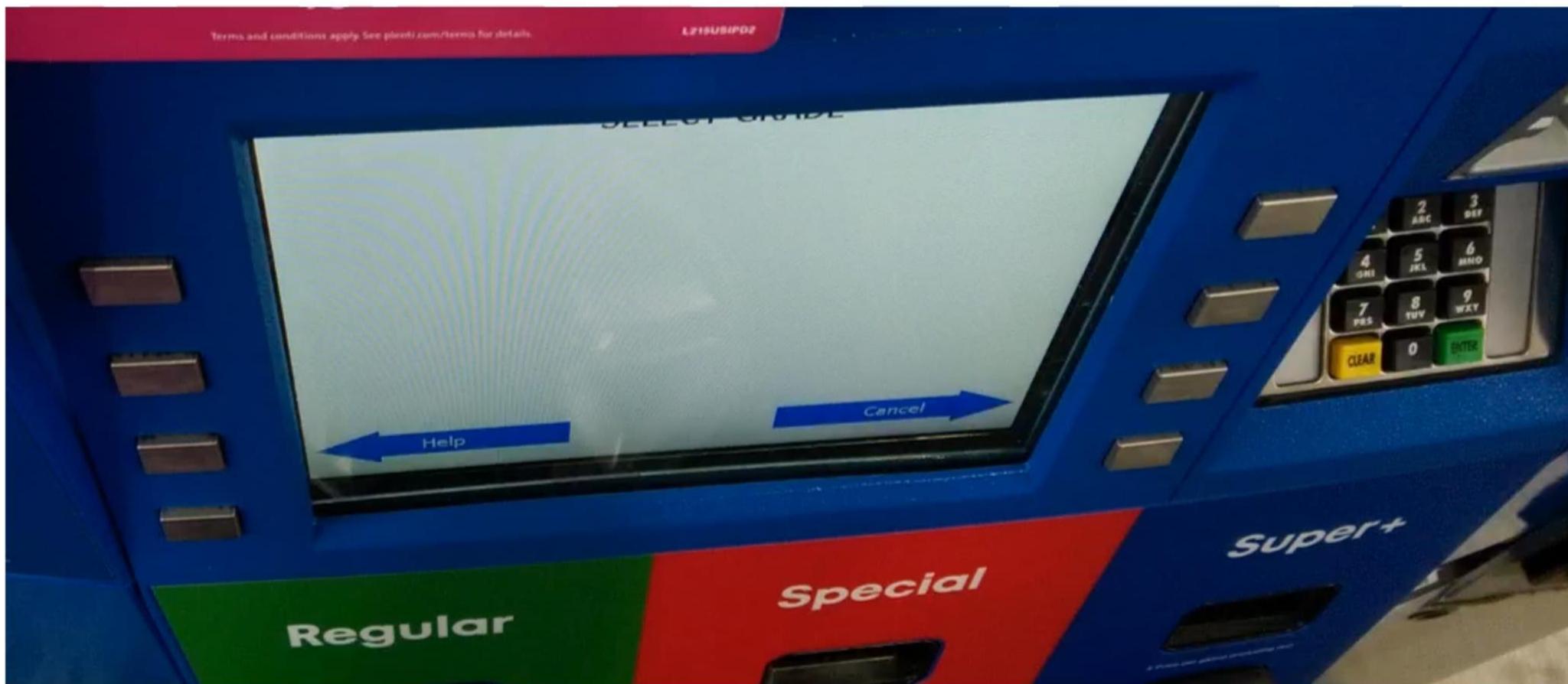
A measure of how easy or hard it is to do something.

Example: Fuel Up a Car



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

Example: Fuel Up a Car



Example: Updating My Address Online

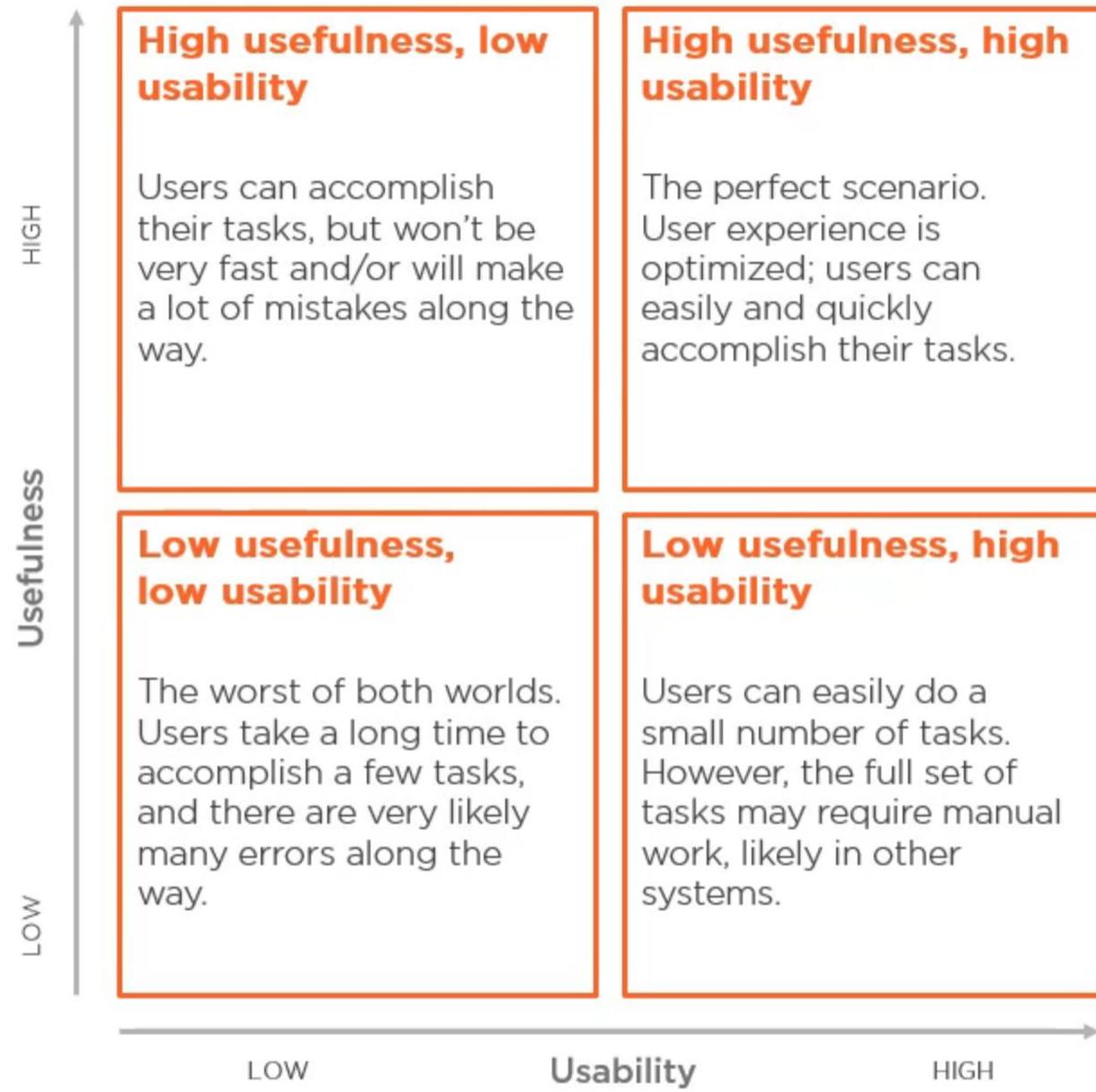


I need to find information about how to update my address.

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

Example: Updating My Address Online





User Interface (UI)

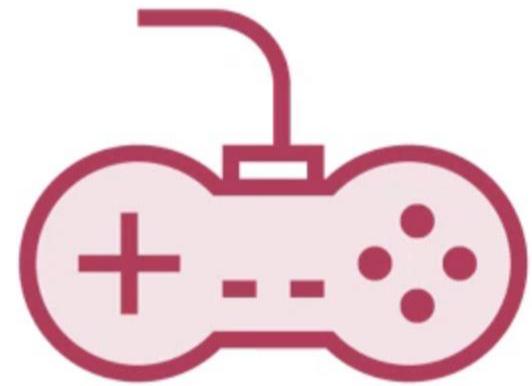
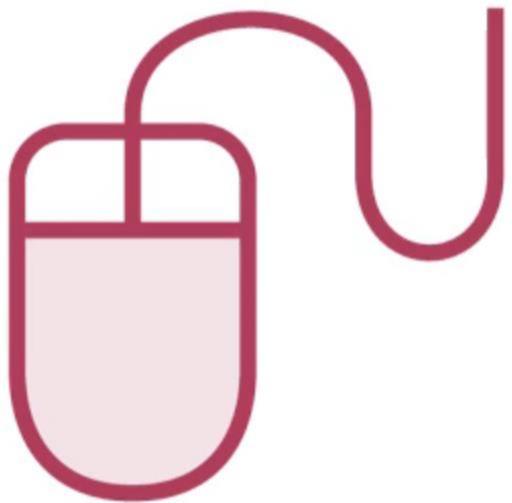
The means by which a user and computer system interact, in particular the use of input devices and software.

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





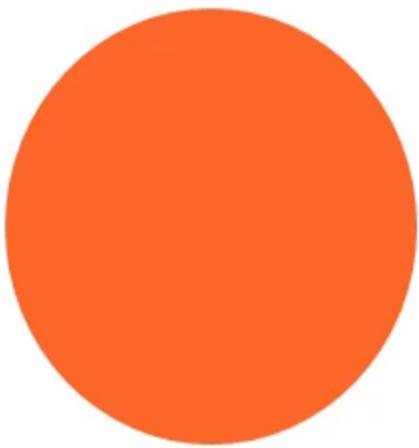
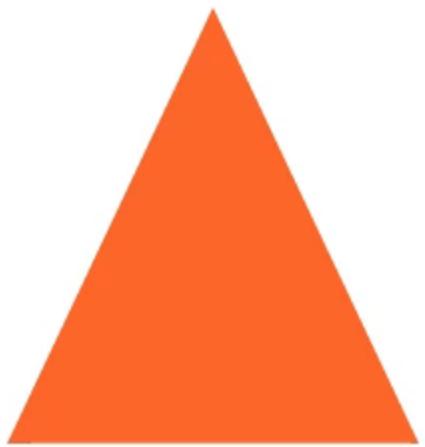
SUBMIT

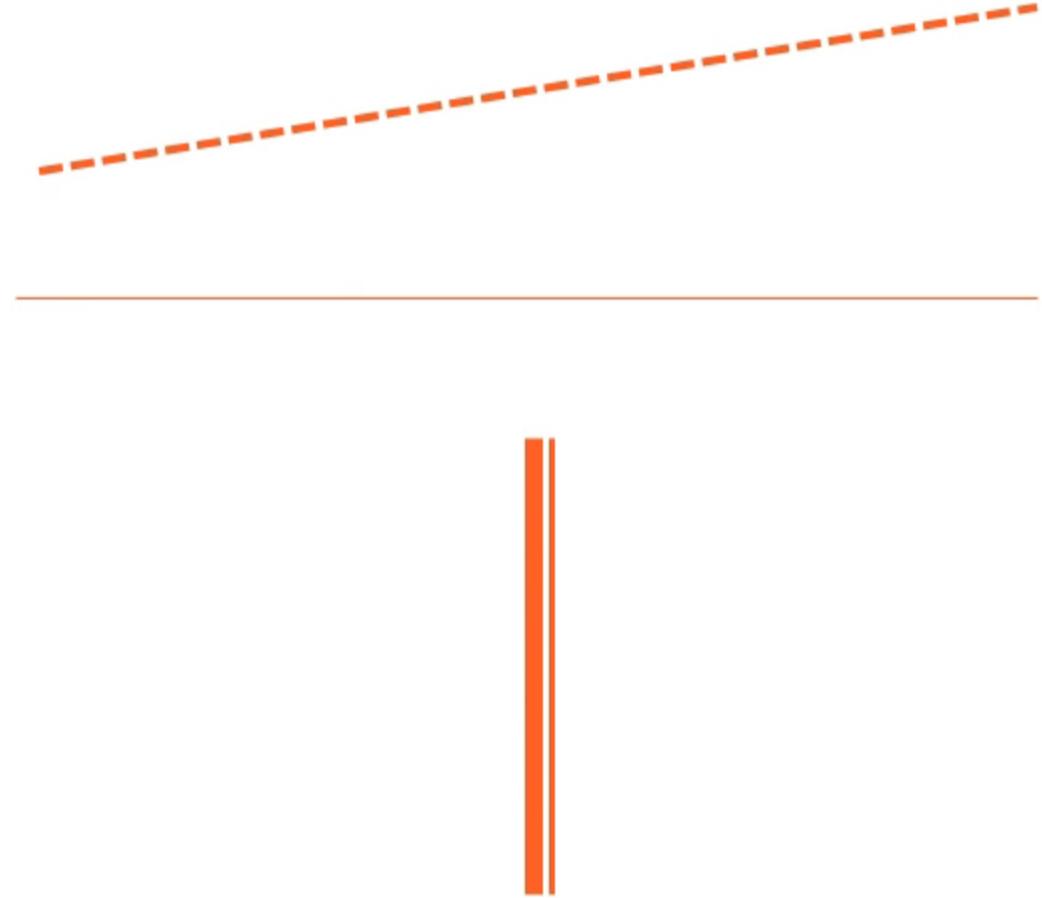


The user interface has more impact on feeling than perhaps any other part of a system

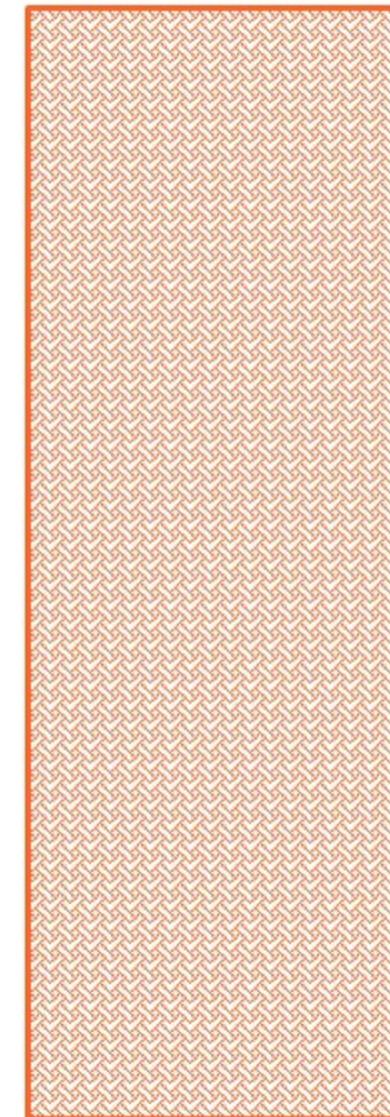
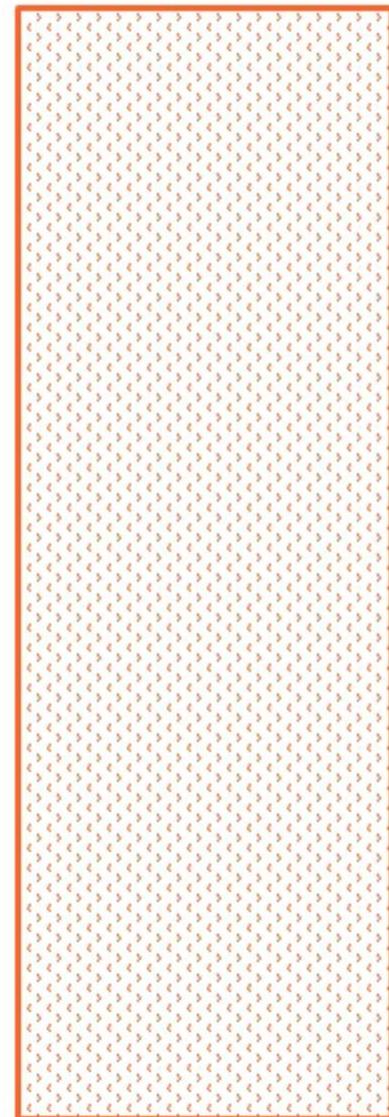
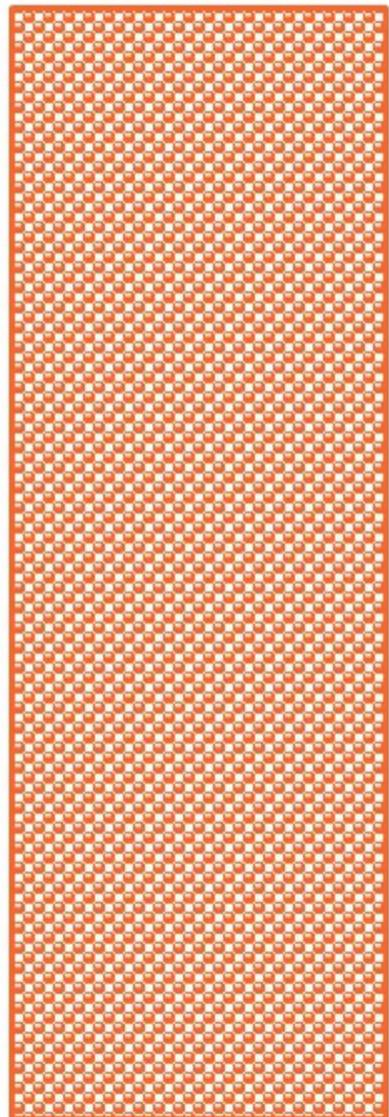
Visual/Graphic Design

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





COLOR



TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

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 displays a large speech bubble containing text.

**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 skirt, standing next to a desk. She is pointing towards a computer monitor which displays a speech bubble containing the text. The background is a modern office interior.

...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

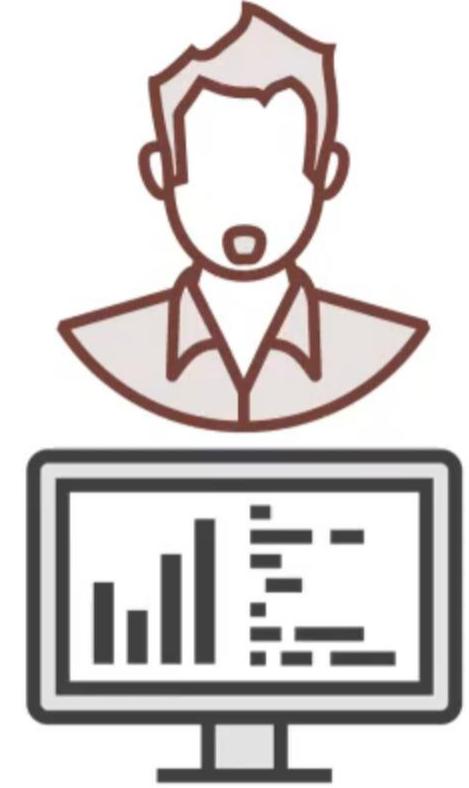
Goals

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.



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.

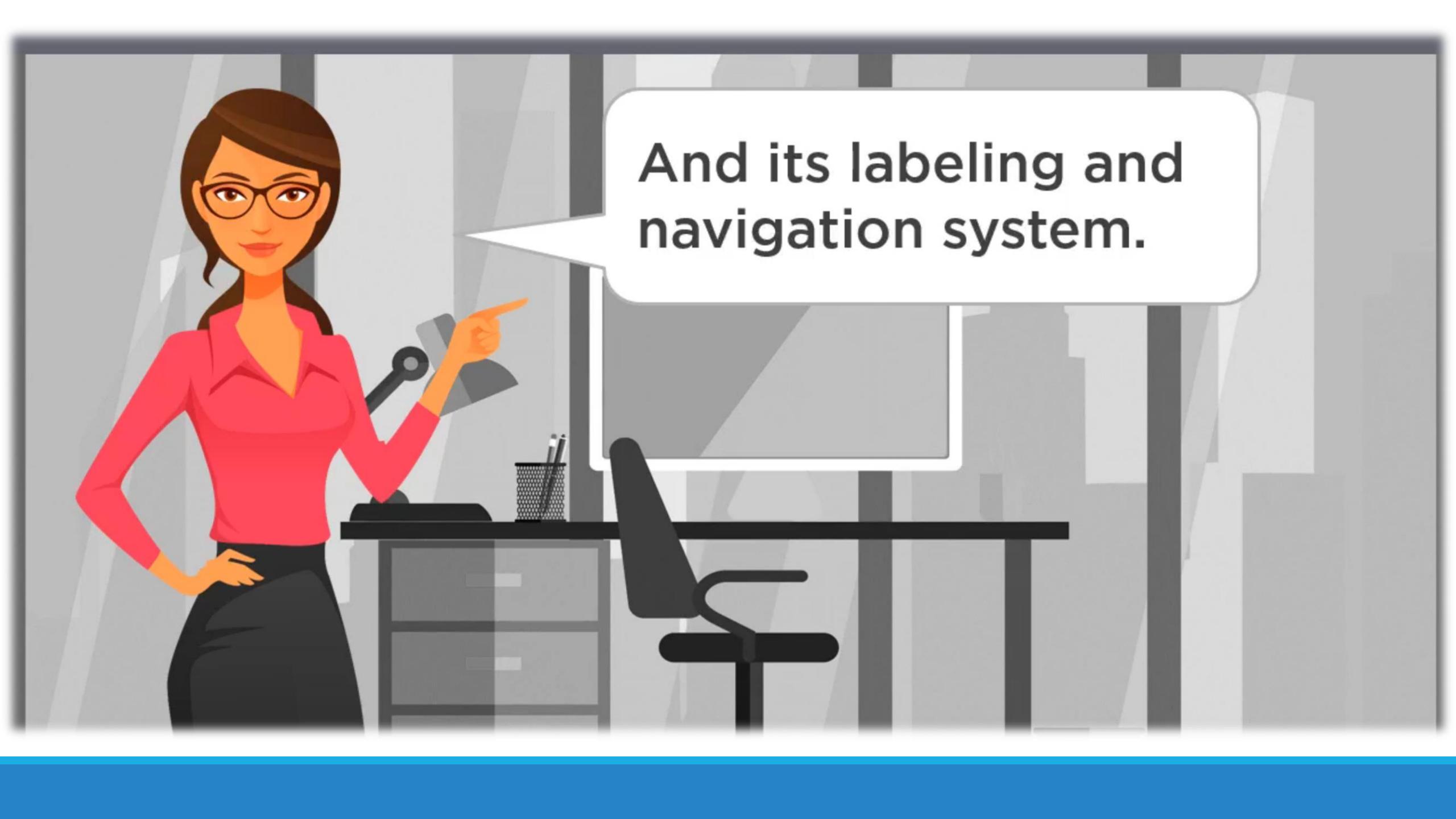


Information Architecture

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.

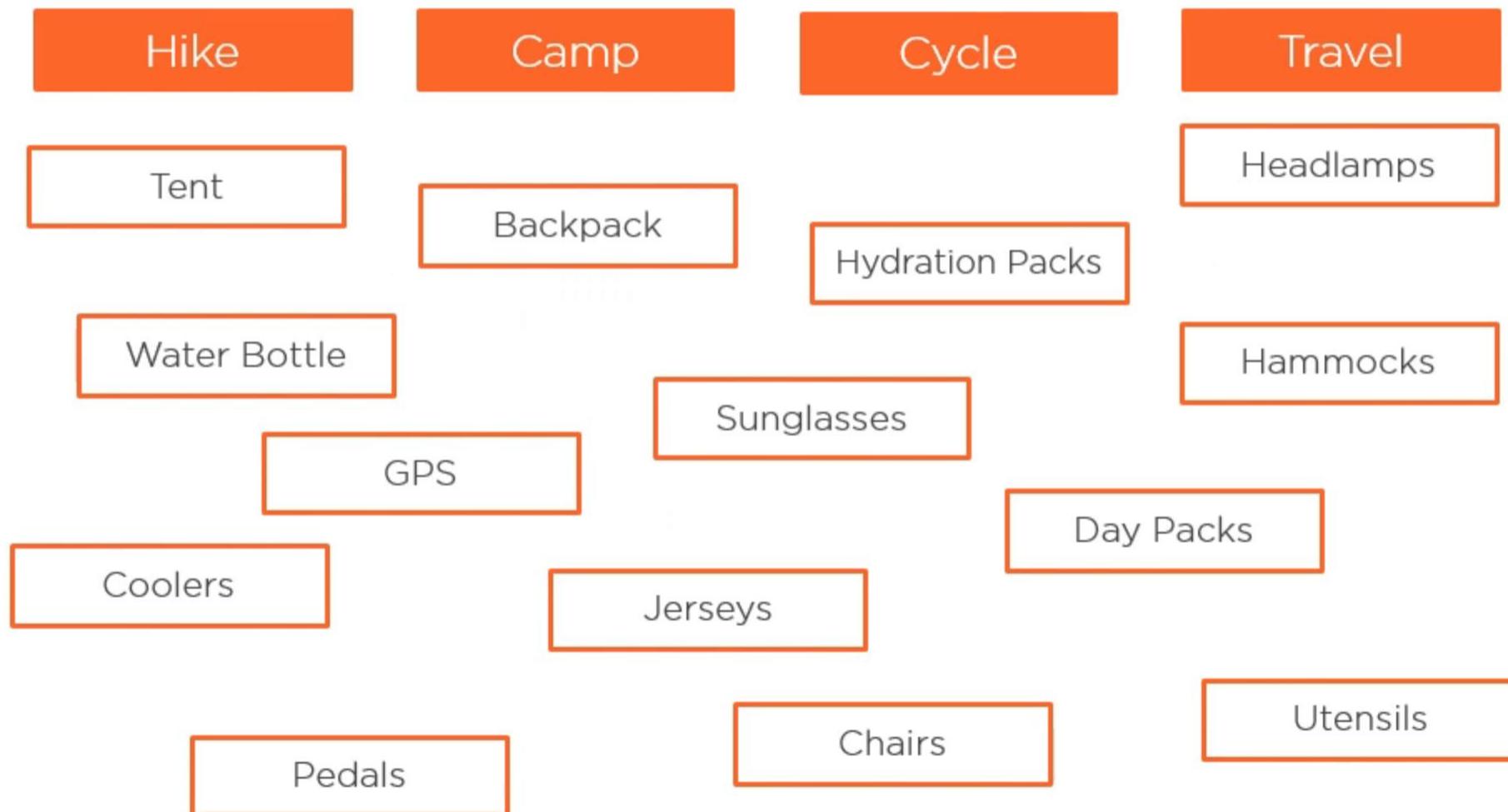
A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse and black skirt, standing next to a desk. She is pointing towards a computer monitor which displays a large speech bubble containing text.

A fancy way of saying the organization of a site.

A cartoon illustration of a woman with brown hair and glasses, wearing a red blouse and black skirt, standing next to a desk. She is pointing towards a computer monitor with her right hand. 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
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			

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.

Common Roles in UX



User Researcher



Information Architect



Interaction Designer



Visual/Graphic Designer



Front-End Developer



Project Manager



User Researcher
Champion for the user

Day in the Life of a User Researcher

RESPONSIBILITIES

Conduct user interviews

Research market data

Gather findings

Design studies

Conduct usability and A/B testing

DELIVERABLES

User personas

Usability test results

Investigative user studies

Interview results

TOOLS

Microphones

Cameras

Documents

Paper

“Based on our research, a typical user will...”

User Researcher



Information Architect
The navigator and organizer

Day in the Life of an Information Architect

RESPONSIBILITIES

Conduct a content inventory

Card sorting

Create navigation and hierarchy, including labels

Create wireframes

Data modeling

Create a sitemap

DELIVERABLES

Content inventory

Card sorting results

Wireframes

Labeling system

Sitemap

TOOLS

Paper/whiteboard

Omnigraffle

Axure

MindManager

XMind

Treejack

OptimalSort

“Our content should be organized
in a way that helps the user to...”

Information Architect



Interaction Designer
The animator

Day in the Life of an Interaction Designer

RESPONSIBILITIES

Create storyboards
Create wireframes
and prototypes of
key interactions

DELIVERABLES

Wireframes
Prototypes

TOOLS

Paper/whiteboard
Balsamiq
InVision
Omnigraffle
Patternry
Sketch
Axure
UXPin

“The button should change to dark gray for 500 milliseconds when the user clicks it...”

Interaction Designer



Visual/Graphic Designer
Pixel pusher

Day in the Life of a Visual/Graphic Designer

RESPONSIBILITIES

Create icons,
controls and visual
elements for UI

Utilize different
kinds of typography

Create and apply
styles

Create and enforce
brand principles

DELIVERABLES

Mockups
Style guide
Graphic files (PNGs,
JPGs, etc.)

TOOLS

Photoshop
Illustrator
Sketch

“That button needs to move a couple pixels to the left...”

Visual/Graphic Designer



Front-End Developer
Coder

Day in the Life of a Front-End Developer

RESPONSIBILITIES

Write code to turn
the graphic
designer's static
design into a
working, interactive
experience

DELIVERABLES

Working, functional
code (e.g., web
pages)

TOOLS

HTML
CSS
JavaScript

“The JavaScript code will make
the interface transitions smooth...”

Front-End Developer



Project Manager
Holds it all together

Day in the Life of a Project Manager

RESPONSIBILITIES

Oversee team and project from start to finish

Communicate with business stakeholders

Translate between business and UX team

Manage resources, budget and risks

DELIVERABLES

Final product

Project plan

Status updates

Various communications

TOOLS

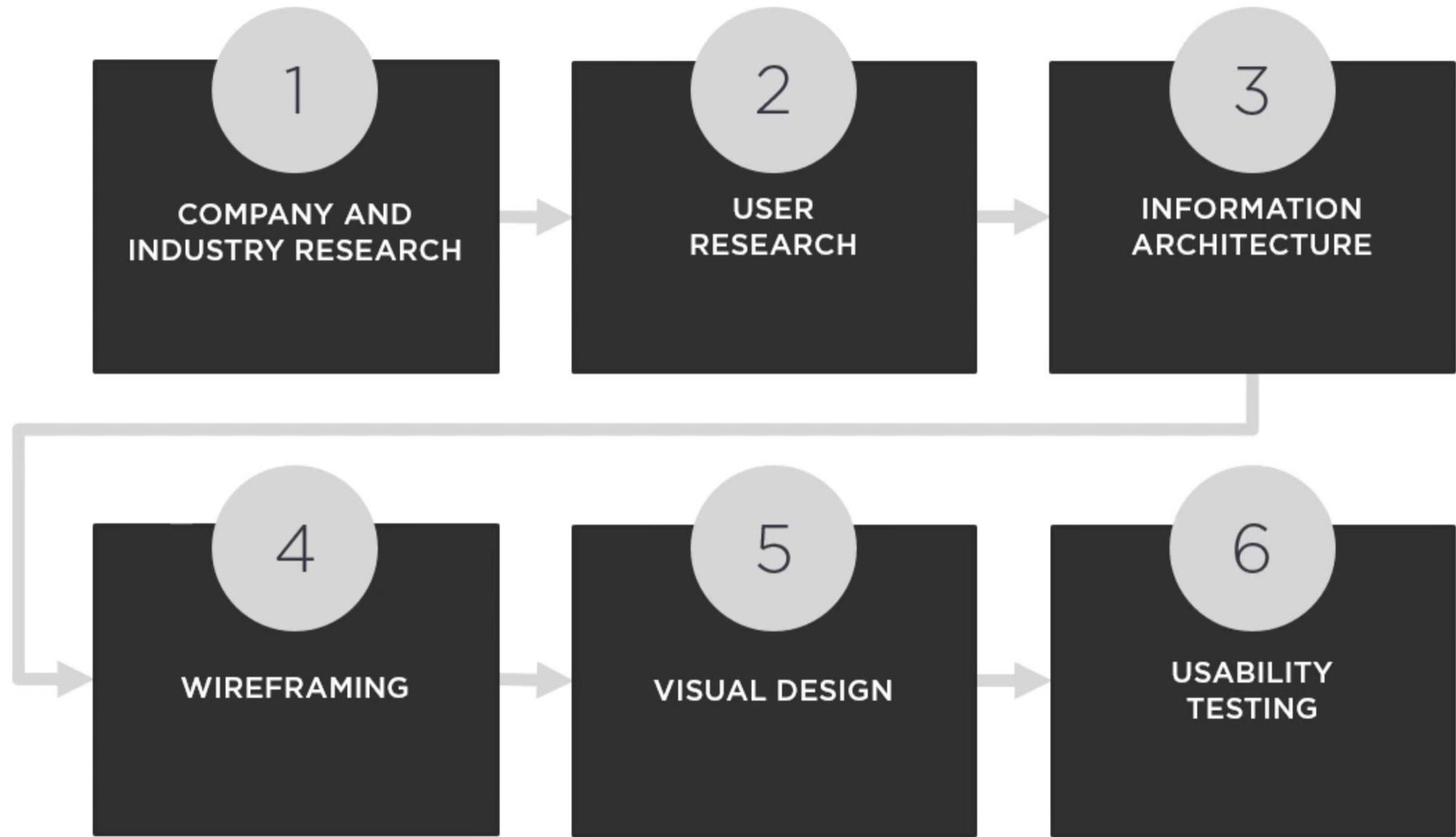
Project management software

Documents

“That new feature will extend the delivery deadline by two weeks...”

Project Manager

The UX Process

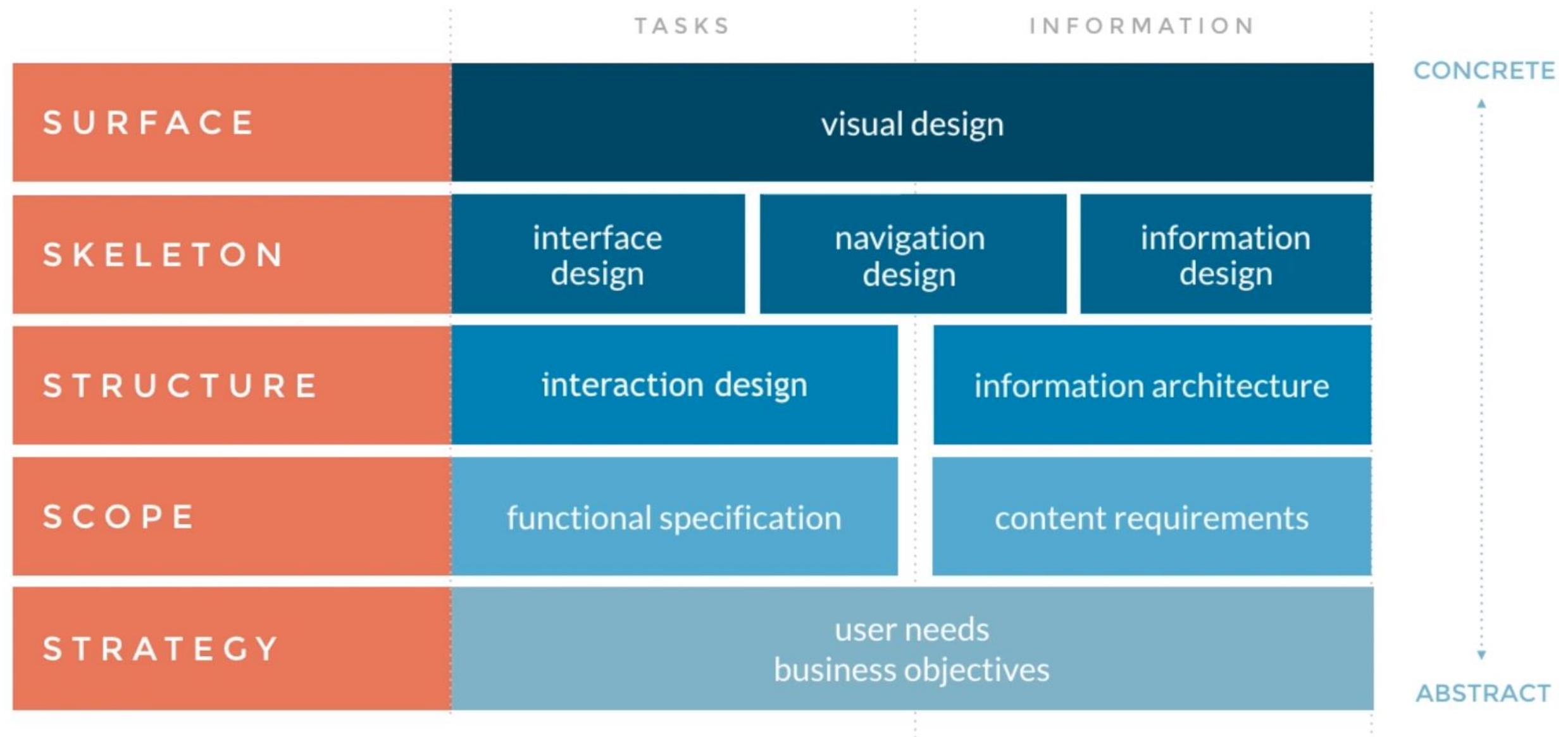


The process may vary
depending on the project



Brand

Represents the intellectual and emotional associations that people make with a company, product, or person. Brand is something that actually lies within each of us.



STRATEGY:
The site, system or app's reason for being

SCOPE:
Features and functions contained within the site, system or app

STRUCTURE:
The number of places you can go and Organized contextually

SKELETON:
The optimized organization and arrangement of visual elements

SURFACE: UI Screens: Images, text things user can interact with

Strategy

The Research
Process

Identifying
Business Goals

Identifying
B2B Goals

Identifying
B2C Goals

Scope

Defining Scope

Functional
Specifications

Content
Requirement

Generating
Effective
Requirements

Prioritizing
Specs &
Requirements

Structure

Defining
Structure

Interaction
Design

Information
Architecture

Organizing
Principles

Skeleton

Defining
Skeleton

Interface
Design

Navigation
Design

Convention
and Metaphor

Information
Design

Wireframe

Surface

Defining Surface

Visual Design Principles

Following the Eye

Contrast and Uniformity

Consistency

Colour and Typography