

Lesson three UI UX Tali notes

Even if you take a course and hate it, you've learned you never want to work in that And along the way you learn stuff, how it works etc

AI - information architecture (How we know things)

How the info is put together, which door leads to which door.

Why organize the information?

Makes easier for users to complete the tasks they can to do. To do this you have to understand how each thing (Organization, structure, labels) work together to bring them to where they want to. Why should they hunt down info, they press Buttons but it doesn't take them to where they want to go, is frustrating.

Organization helps complete tasks, locate search objectives and understand what they found.

Good IA ->effective user experience

People are not there for the experience; they are there to do something and need a positive experience to get there. They are there to listen to the music/ send an email. The good experience will make them use you and come back to you.

Websites that you need people will tolerate because you need it and you won't leave it. Therefore, they would tolerate worse websites because they need it.

As our work as UIUX professionals, it's a lot more important to be up higher on the triangle, to keep people on your app.

IA understand the users, what they Are used to doing come of the content and the context

All about usability - making it possible to use and beyond! tHE comfort, enjoyment and self-fulfillment

You can walk into a kitchen never having seen it and intuitively know where stuff would be, it makes sense.

The users will expect different thing depending on what they're used to

Things to cover to create great user experience

Useful – Intuitive Only use your able to solve its problem easily, useful, findable, valuable, desirable, **credible, accessible.**

Card sorting

Navigation - way a user goes around the website and how they find what they need

Good navigation is when you're able to avoid cognitive overload.

How much should be revealed or tucked in and only seen when selecting something.

How much is too much? Depends on users, content

Multiple front doors - Navigation has to be clear no matter what door they come in from. They may not always come in through home page

Minimizing cognitive overload:

- avoiding visual Clutter
- keep steps simple
- Keep choices/variety small (3 = magic word, not limited not too much)
- Build on existing Mental models
- Overload tasks - break up decisions making, make small steps. More likely to do more simple steps than a few very complicated ones.
- We know who our users are and what they are used to seeing and uses it
- Avoid duplicates
- Make sure nothing is forgotten