

UX Workshop

March 5, 2023

Topics for today

- An introduction to UX
- Design thinking process
- UI vs. UX
- Developing user personas
- Developing user journeys
- Developing user flows
- Designing wireframes
- Designing high-fidelity designs
- Developing prototypes



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An introduction to UX

What is UX?

- UX stands for User Experience.
- It's what the users experience as they use a product, service, system or application.
- UX design puts the users at the front and center of a product.

Four features of a good UX



Usab
le



Equita
ble



Enjoya
ble



Usef
ul

Usable

The design should be easy and clear to use.



Enjoyable

The design should delight the user. It's the cherry on top.



Equitable

The design should cater to people with different abilities and backgrounds.



Useful

The design should solve the users' problem.



A beautiful design does not always mean useful



Let's explore some examples



VOICE



Let's explore some examples



Let's explore some examples



Let's explore some examples



Design Thinking Process



Empathize



Define



Ideate



Prototype



Test

Image source : <https://public-images.interaction-design.org/literature/articles/materials/PONMo61b9QMX0GZvguvRft35nhDu3KG6Asa2Nkl3.jpg>

Empathise

Getting all the Qualitative data

- User interviewers
- Direct Observation
- Diary Study

Understand what the **REAL** users **NEED** is



Define

Define the **PROBLEM** before thinking of the Solutions

Get your **PROBLEM STATEMENT**



Ideation

Consider the wide range of potential solutions

Gather as **much Ideas** as you can



Prototyping

Drawing up solutions to represent what the end product looks like

The **skeleton/ Blueprint** of your solution.

How a page is arranged and how each piece of the product fits with the others



Test

Testing ideas so the user knows how to use the product,
and evaluate if it **meets** the users needs



UI vs UX

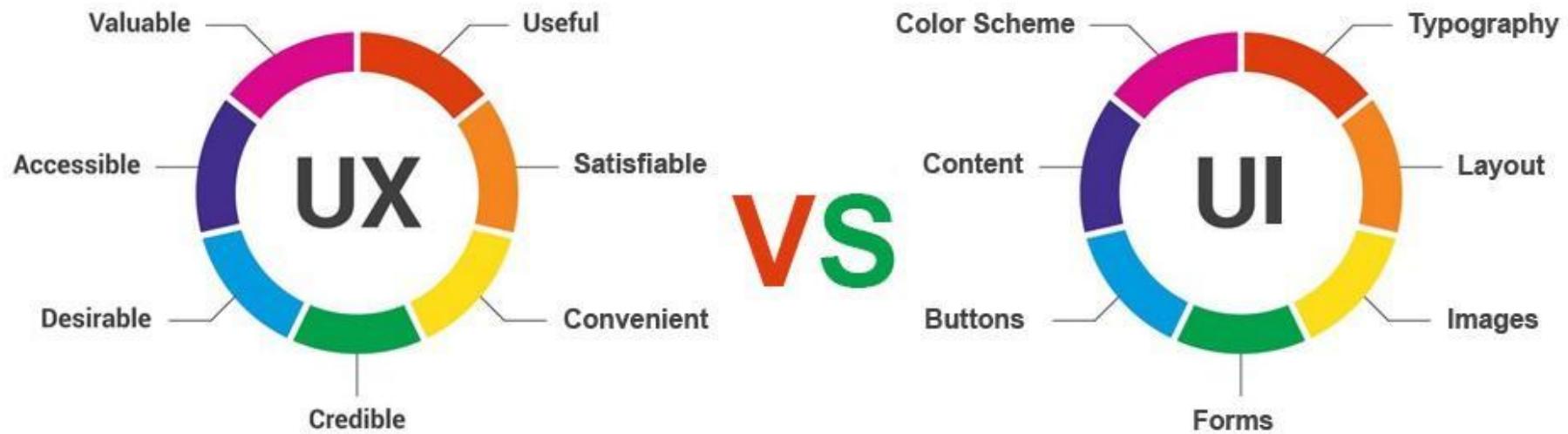
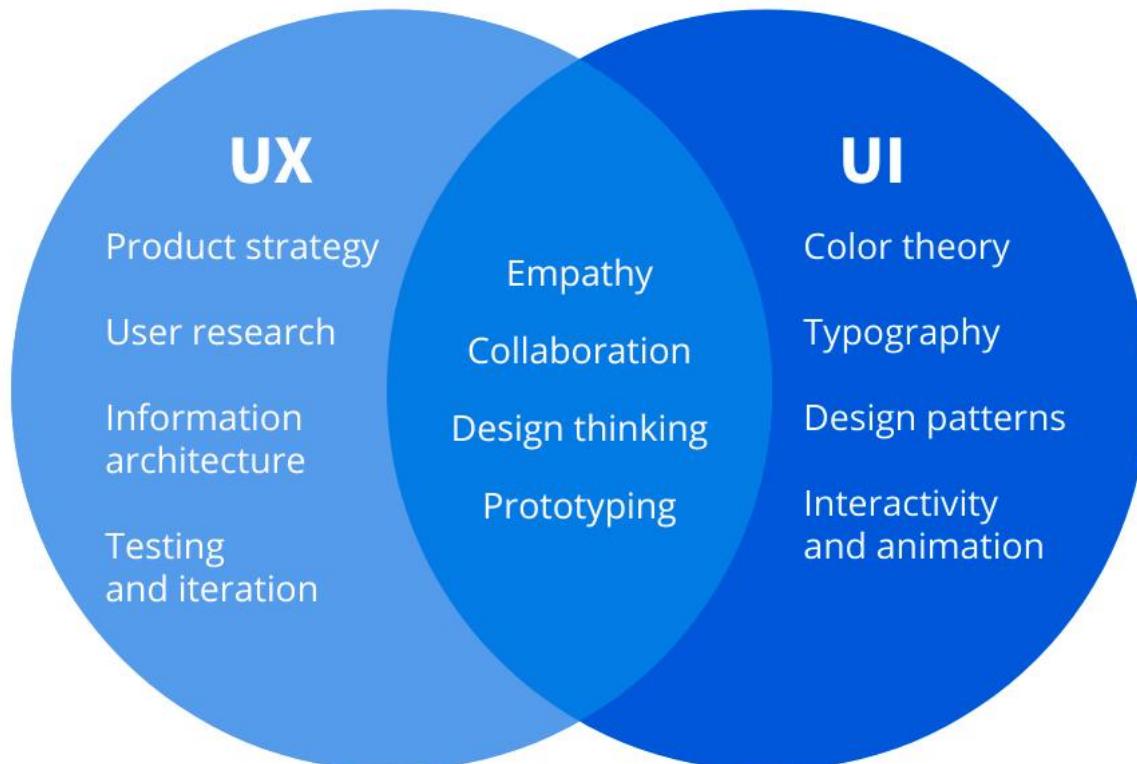


Image source :
https://miro.medium.com/max/1400/1*Ex7vnPgcrAHshx0vrJl30w.jpeg

What is important, UI or UX?



Developing User Personas

What is a User Persona?

- Personas are fictional characters whose goals and characteristics represent the needs of a large group of users.
- Created upon the findings of user research.
- Ideally 3 to 8 personas can cover a product user base.



Pro Tip: Always get your team's opinion on the product users before building the user personas

Elements of a User Persona?

Add image
that
represents
this persona

Name

Age:

Education:

Hometown:

Family:

Occupation:

“Relevant personal quote that captures the persona’s attitude and personality”

Goals

- The related objectives this person wants to successfully complete

Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona’s user journey, highlighting their goals, frustrations, and other relevant context.

Example of a User Persona



Michael

Age: 24
Education: College
Hometown: Boulder city
Family: Single
Occupation: Personal

"I always forget to drink enough water when I'm training the clients."

Goals

- Track the daily water intake
- Set reminders to drink water periodically

Frustrations

- Spends more time with the clients so often forget to drink enough water.
- Concerned about

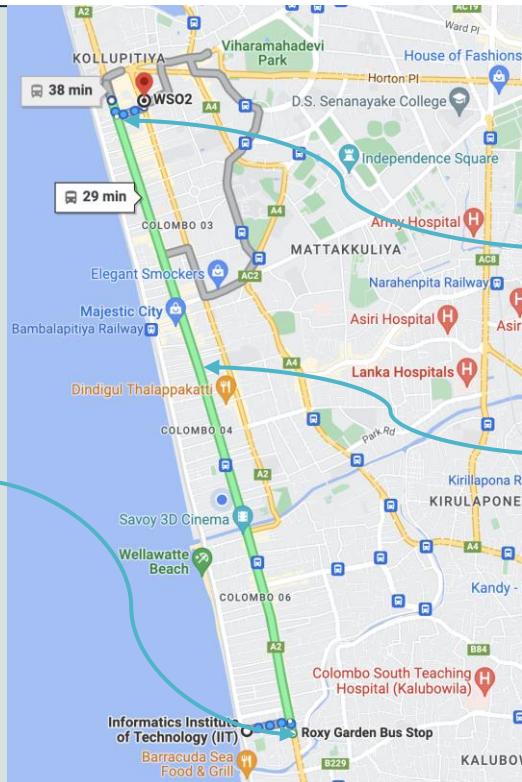
Michael is a 24 year old personal trainer from Boulder city, Nevada who spends 12-15 hours a day at the gym with the clients. Michael wants to track his daily water intake and he needs reminders to drink water to avoid dehydration.

Developing User Journey Maps

What is a User Journey Map?

- It is our users' experience with the different steps involved in achieving their goal.
- Allows us to visualize the paths users may take to complete various tasks.
- This helps us create obstacle free paths for users.
- It also helps us find rooms for improvement.

What can we learn from a journey map?



How to create a **User Journey Map?**

Persona:

Goal:

Action	Action 1	Action 2	Action 3
Task List			
Feeling Adjective			
Improvement Opportunities			

An example User Journey Map

Persona: Michael

Goal: Get reminders to drink water periodically

Action	Set the frequency	Configure notification type	Get notification
Task List	<ul style="list-style-type: none">• Select the day of the week• Set the frequency	<ul style="list-style-type: none">• Select the notification type (vibration/ringtone)• Select the day of the week	<ul style="list-style-type: none">• Snooze notification• Mark as complete• Mark as incomplete (cancel)
Feeling Adjective	<ul style="list-style-type: none">• Confused• Frustrated	<ul style="list-style-type: none">• Annoyed	<ul style="list-style-type: none">• Stressed• Unmotivated
Improvement Opportunities	Provide templates	Allow to go with system settings if available	Allow to reduce the notification frequency quickly. Offer motivational quotes to keep going.

Developing User Flows

What is a User Flow?

- It's the path taken by a user from start to finish to complete a task.
- Allows us to picture how users will move through an app or website.
- Helps make our design usable.

Shapes used in a User Flow



- Action - the actions users take.
- Screen - the screens/interfaces users see.
- Decision - Choices users can make.
- Solid arrows - forward direction.
- Dotted arrows - backward direction.

An example of a User Flow

