



WELCOME TO GENERAL ASSEMBLY





GENERAL
ASSEMBLY

INTRODUCTION TO USER EXPERIENCE DESIGN

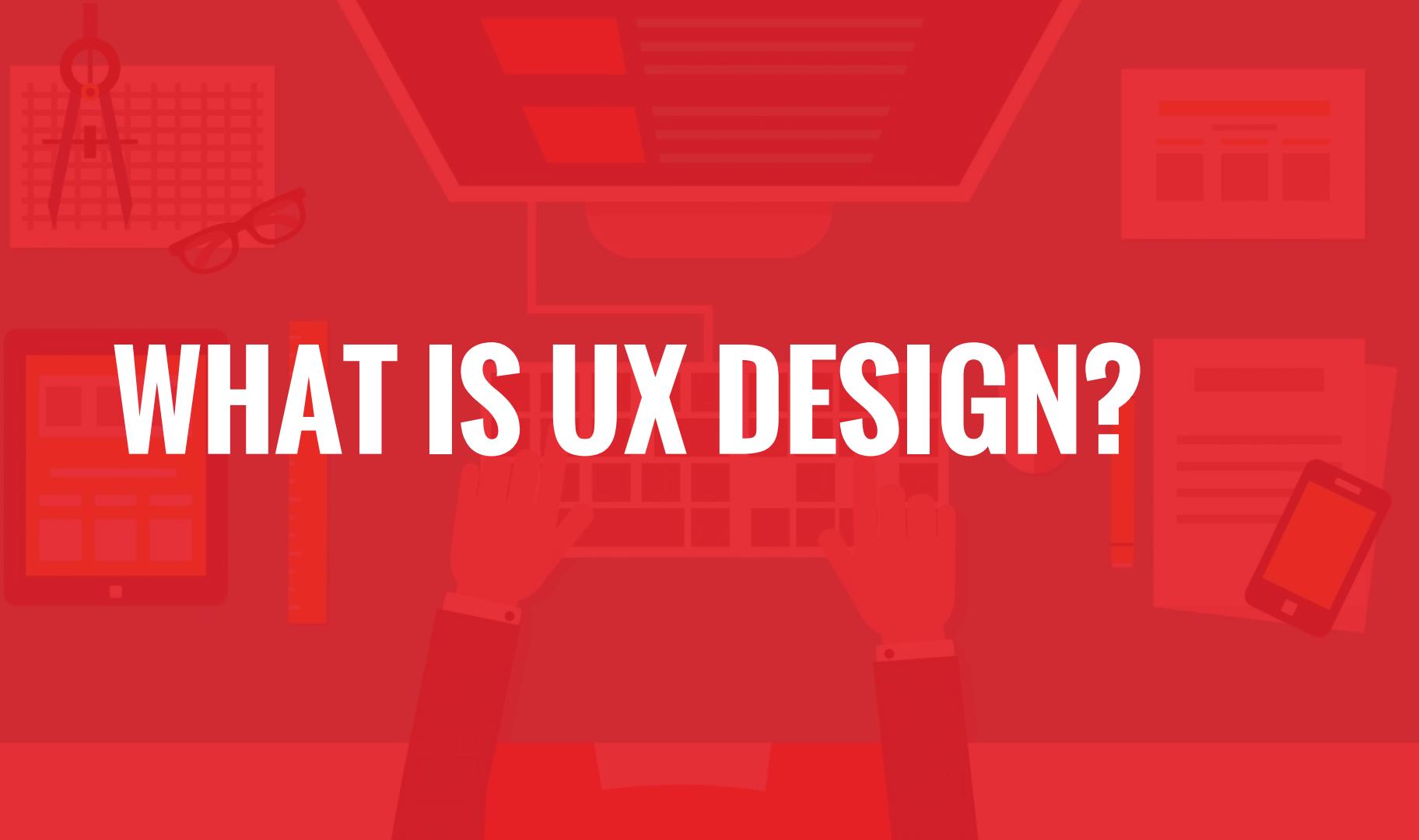
TONIGHT'S OBJECTIVES

1. What is UX?
2. What type of projects UX designers participate in.

AGENDA

What is UX Design?
The Design Process
Intro to Our Project
InVision Hands-On
Wrap-up & Questions

WHAT IS UX DESIGN?

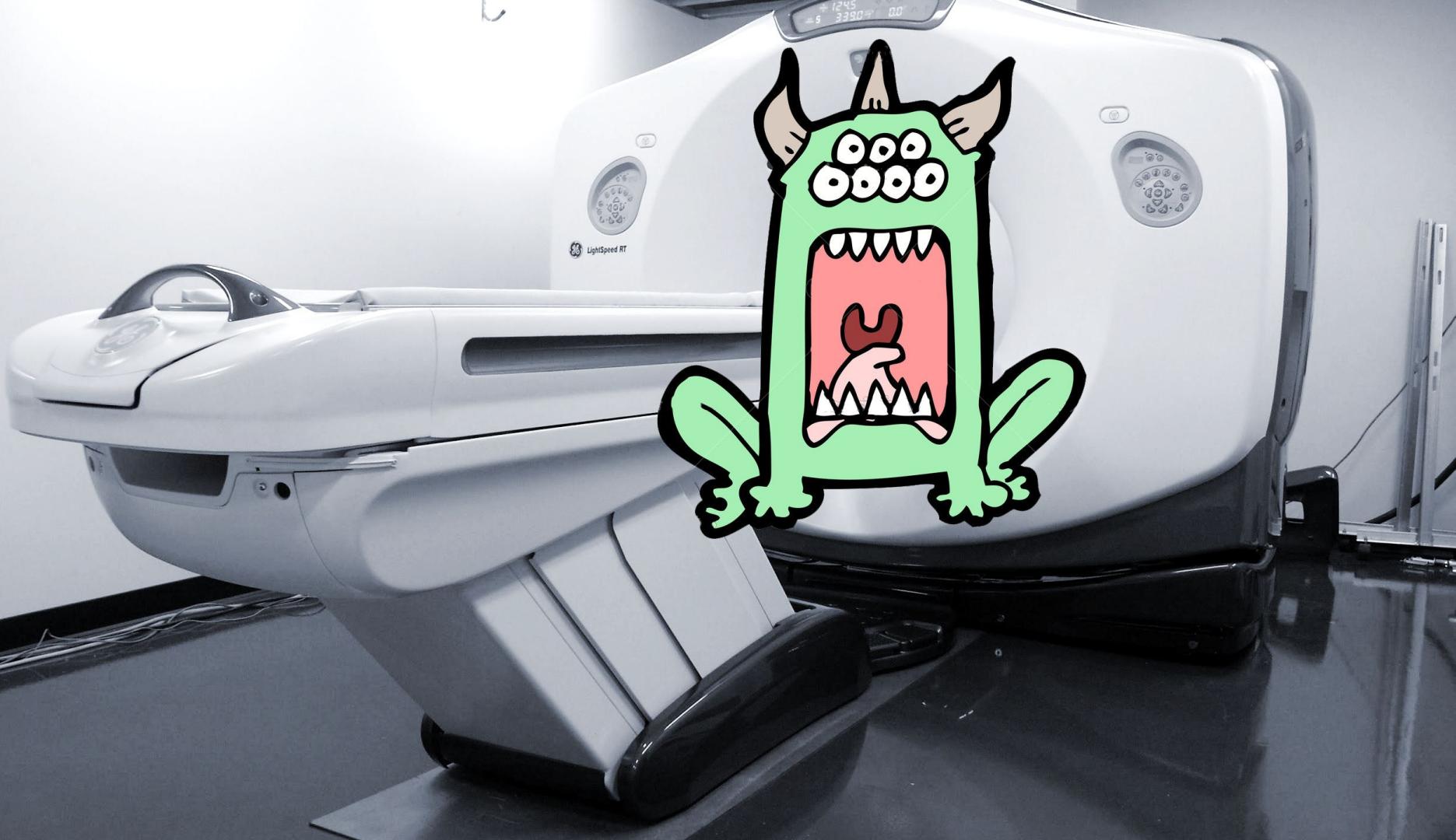


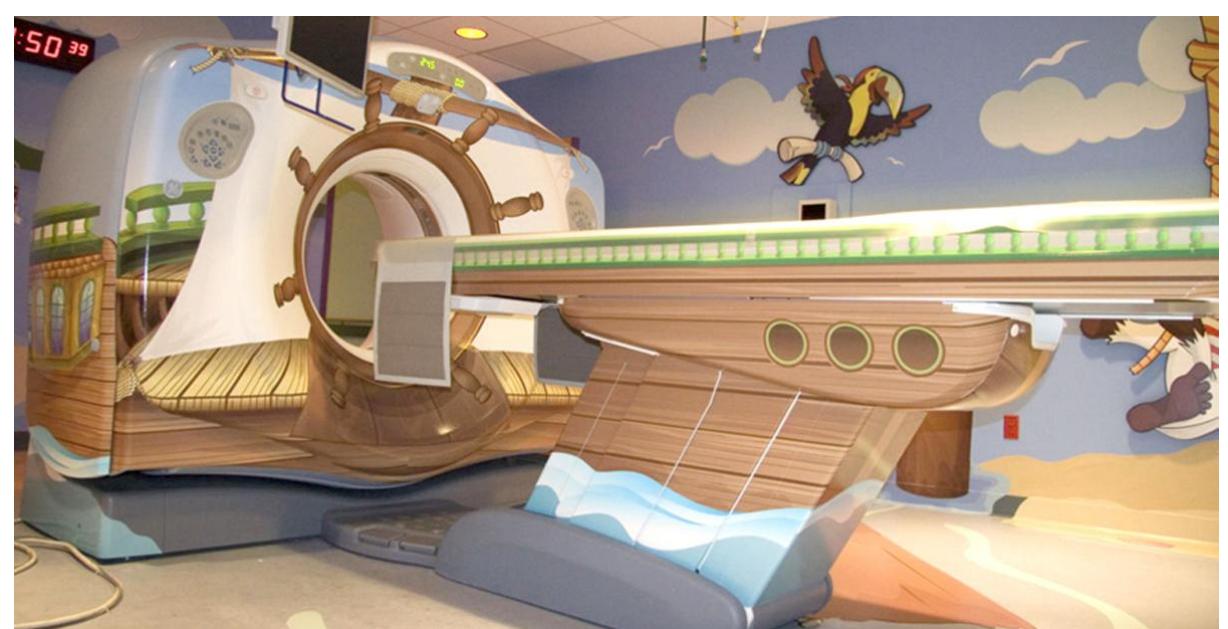
User Experience Design aims to create **positive change** in peoples' lives by focusing on the **user**.

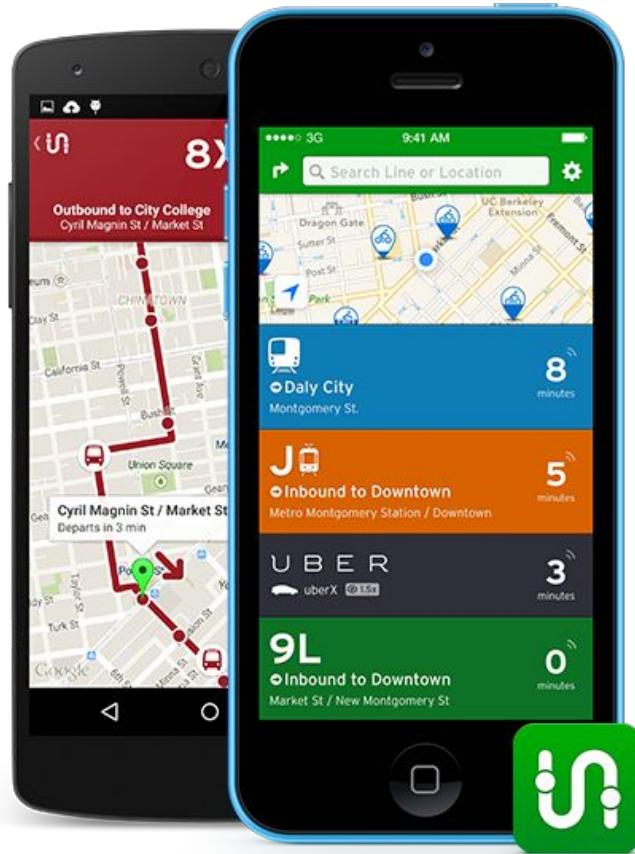
UX Design's scope of concern
covers **all aspects** of a
person's interaction with an
organization and its services
or products.











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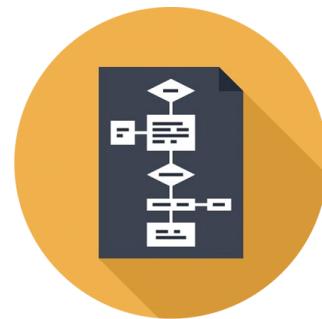
A UX DESIGNER DOES...

Visual Design **Interface Design** Interaction Design
Strategy & Planning Prototyping **User Research**
Customer Journey Mapping **Motion Design** Graphic
Design **Accessibility** Product Design **Information**
Architecture Content Strategy **Usability Testing**
Persona Creation **Copywriting** Sound Design
Sketch Sessions Stakeholder Management...

Facets of UX Design for Digital Products



User Research
(UXR)



Interaction Design
(IxD)



Visual Design
(VsD)

User Research & Planning

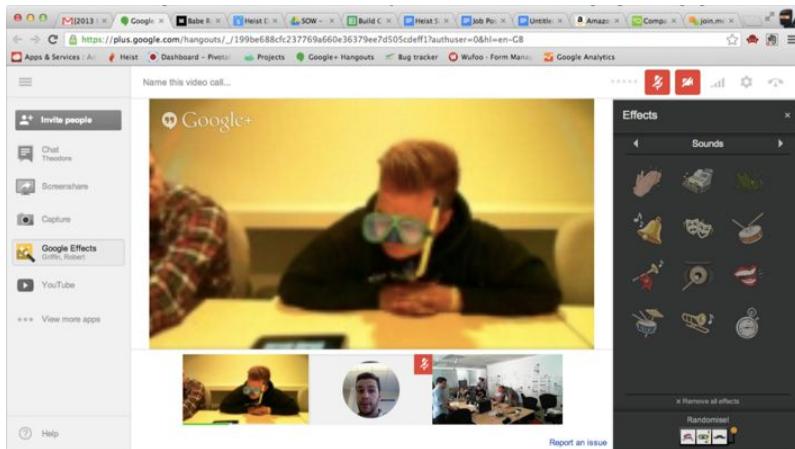


- Understanding our customers and problems
- Create a solid structural base for the project
- Ensure we build the right thing
- Interviews, user testing and validation

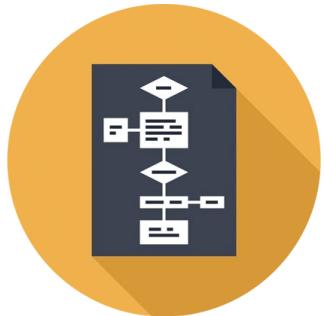
User Research
(UXR)

User Research & Planning

Used to structure the narrative and content of a product, includes researching target markets, researching business requirements, mind mapping and personas.



Interaction Design

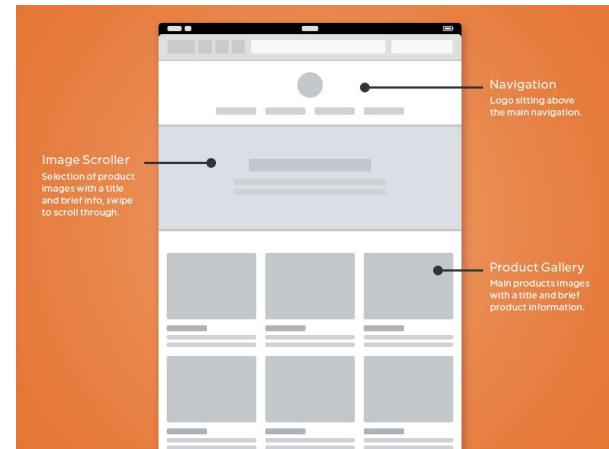
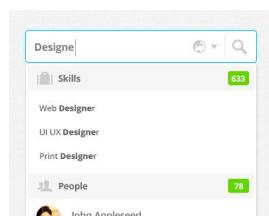
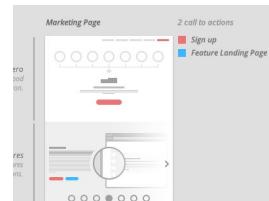


- Add function to the structure base
- Create user flows & navigation
- Organize screen real estate
- Wireframing & Prototyping

Interaction Design
(IxD)

Interaction Design

Interaction Design focuses on the usability of a product. Working through wireframing, navigation patterns, designing and utilizing interaction models, and developing hierarchy to achieve an accessible, intuitive product.



Visual & Interface Design

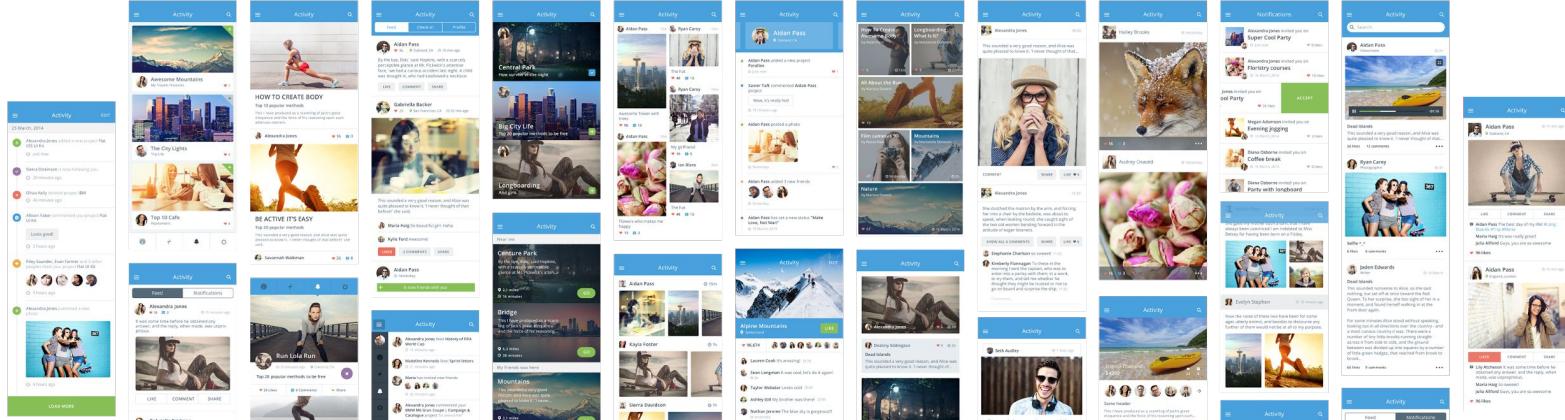


Visual Design
(VsD)

- Create personality and brand
- Ensure product feels right to use
- Use animation to add life
- Typography, layout, colour and graphics
- Create all UI elements
- Mockups & Prototyping

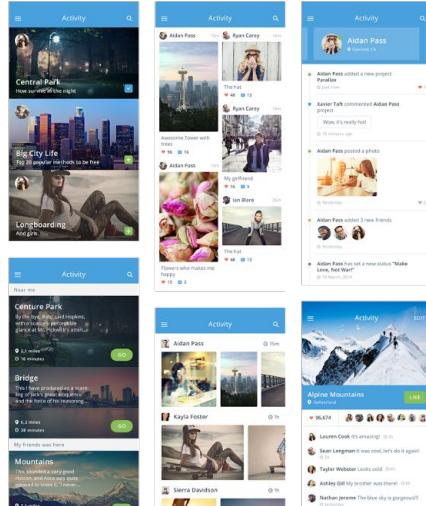
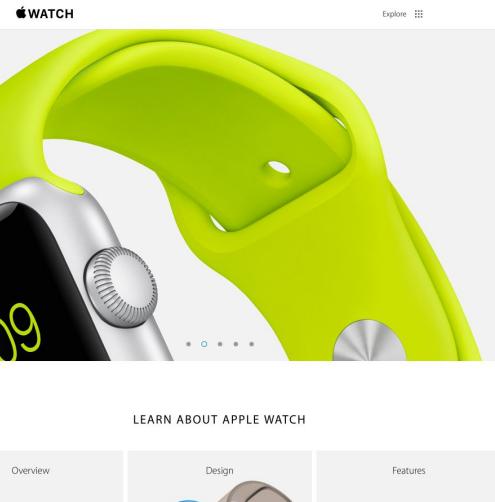
Interface Design

Interface Design is about making the main tasks actually able to be accomplished, taking the interactive elements and adding delight to create a product that is engaging and effective. Interface design also involves microinteractions that make users smile and products sticky to use.



Visual Design

Visual design maximizes the aesthetic, information-conveying capabilities of graphics and text. Building and/or utilizing a visual brand is a very important step, and usually the first thing users notice.



Dave Gamache

Previously designed Twitter & Medium. Adventuring.

FOLLOWING

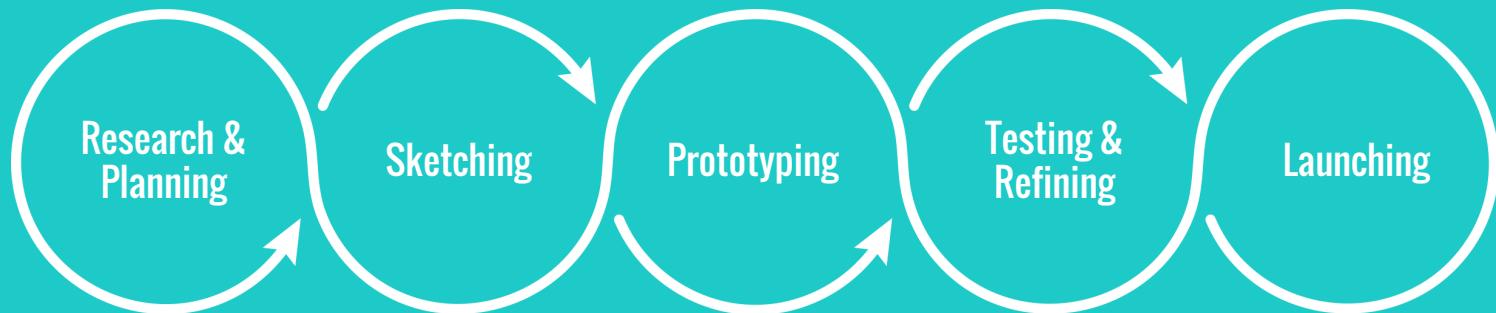
FOLLOWERS

ELSEWHERE



UX Design is a Process, Not Art

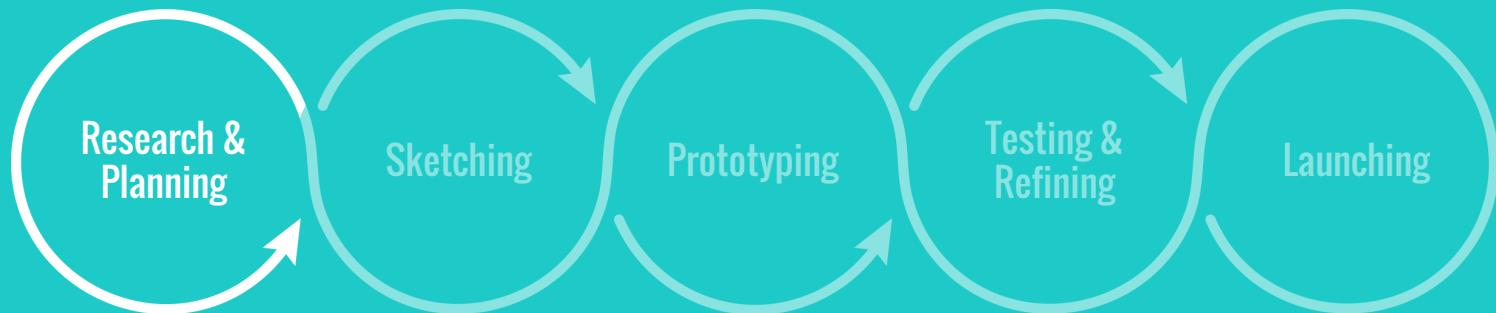




AGENDA

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DESIGN PROBLEM It's
stressful when vacation
accommodations cancel
at the last minute.



USER PERSONA

What is it and why is it important?

- Sets of characteristics that form a specific person
- Represents a significant portion of users
- Enables designer to focus on manageable and important cast of users
- Empathy for the user allowing for deeper understanding of needs
- Provides point of reference for success/failure

KELSIE MATSEN

Age

28

Occupation

Stay-at-home mom
previously an admin assistant

Status

Married with a 3 year old



Motivations

VALUES

CONNECTIONS

PERSONALIZATION

EFFICIENCY

Goals

I want to spend time with my family.
I want to budget my money wisely,
so I can provide a future for my child.

Frustrations

I am really busy.
I don't like repeating tasks.
I don't like waiting.

Bio

Kelsie is 28 years old. She married her best friend Geoff in college. They have a 3 year old son named Ethan. She gave up her job as an administration assistant to be a stay at home mom. Kelsie values a good deal and spending time with her awesome toddler. She loves taking him to explore the city.

Personality - ISFJ

"The Defender"

Outgoing Introverted

Intuitive Observant

Thinking Feeling

Judging Prospecting

Brands



Desiree Johnson



Goals

- Government way to see exactly how much water her family uses.
- Educate her family on actual water usage.
- Money saved from reduction in water usage.
- Feeling that she and her family are helping the environment.

Frustrations

- Government websites are hard to navigate.
- Water flow numbers not commonly available to public
- Info on usage from water bill is hard to understand because it's in technical terms.

Bio

Desiree is a loving mother of 2. She considers herself fairly aware of her water usage. But now with the California drought in the news everyone she is reading that she could do more. After seeking out products to help her figure out exactly how much water her family is using she is realizing that there isn't much available online. She is looking for a product that will be a product that tells her in real-time exactly how much water is being used in her home, and when.

She hopes to raise children on the importance of water conservation now to bring about change in their behavior. She hopes they will not have to experience a drought like this again in their lifetime.

Motivations

- Incentive
- Fun
- Achievement
- Growth
- Social

Brands



Preferred Channels

- Traditional TV Ads
- Online & Social Media
- Referral

Clark Andrews



Clark Andrews

AGE: 26

OCCUPATION: Software Developer

STATUS: Single

LOCATION: San Jose, CA

TER: Experiment Hacker

ARCHETYPE: The Computer Nerd

• Friendly

• Clever

• Go-Getter

Motivations

- Extravert
- Introspect
- Sensing
- Intuition
- Thinking
- Feeling
- Judging
- Pervading

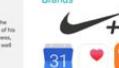
Personality

- Extravert
- Introspect
- Sensing
- Intuition
- Thinking
- Feeling
- Judging
- Pervading

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

Brands



Jack Rowland



Jack Rowland

AGE: 32

OCCUPATION: Operations/Support

STATUS: Married

LOCATION: Los Angeles, CA

TER: Primary End User

ARCHETYPE: The Authentic

• Bold

• Confident

• Determined

• Honest

• Intelligent

• Loyal

• Persuasive

• Social

Motivations

- Extravert
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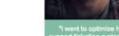
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Technology

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Brands



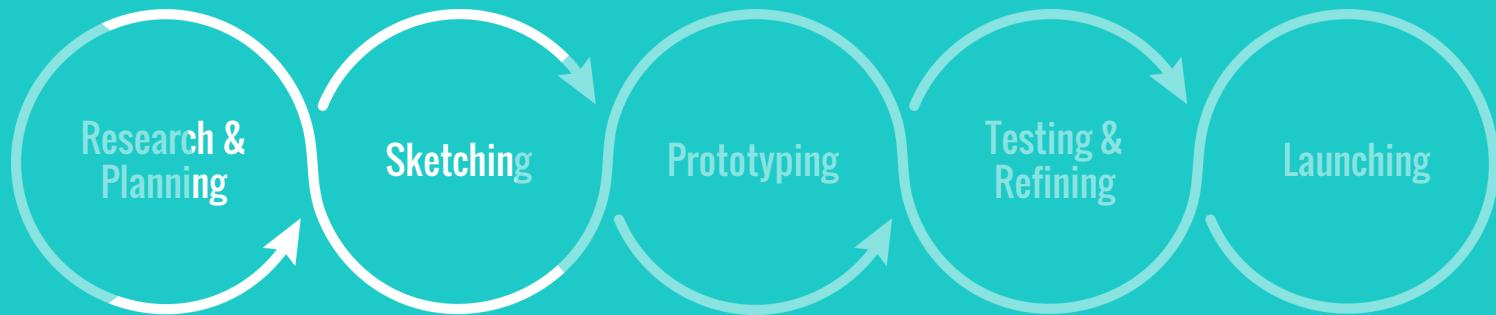
Agreeable Dependable

RESEARCH INSIGHTS

- 1 88% of travellers have children and want to spend more time with their family.
- 2 74% of travellers don't like to repeat the same tasks.
- 3 62% of travellers want simple and easy steps for booking travel.

OBJECTIVE

Design product that eases stress and makes it simple to book accommodations for “Kelsie” and her family within 15 minutes of interacting with the App.



1. See available hotels

- Stressed
- Family chaos
- Untrusting

→ 2. View hotel details

- Comparing
- in a rush

I want to
book this.

4. Review booking

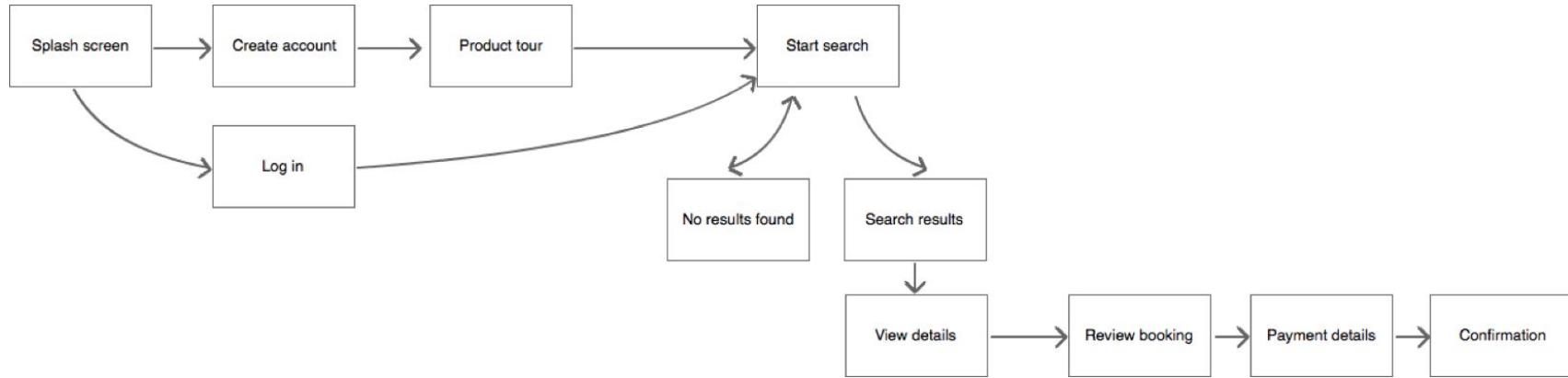
- Is this right?
- Correct credit card?

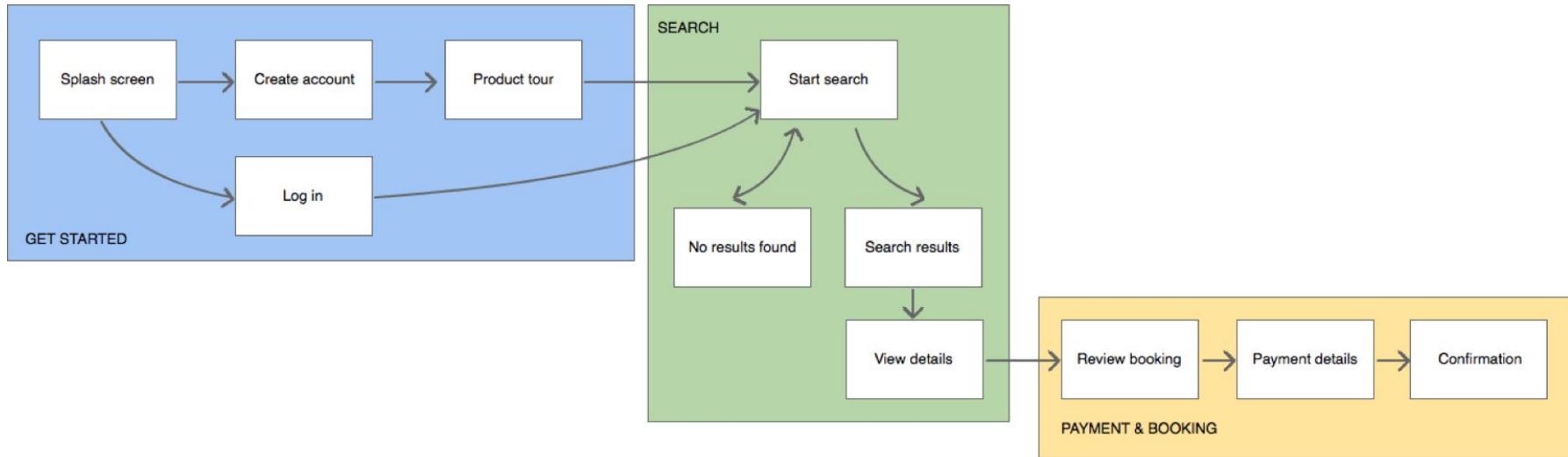
3. Account sign in/
creation

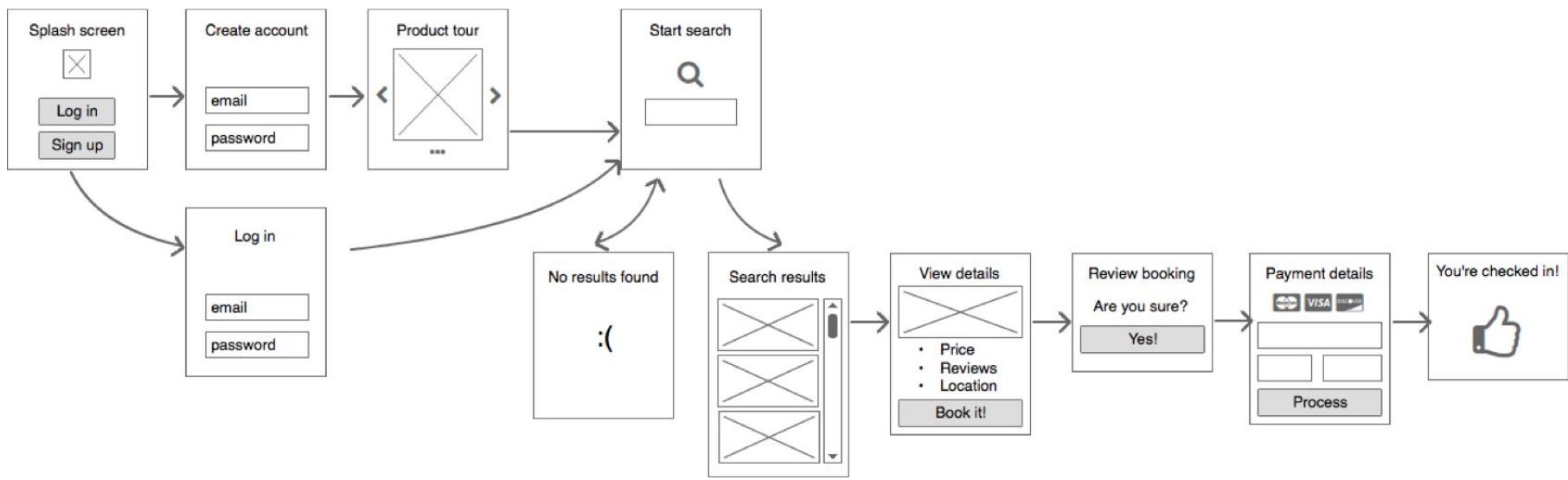
- Ugh.
- Familiar

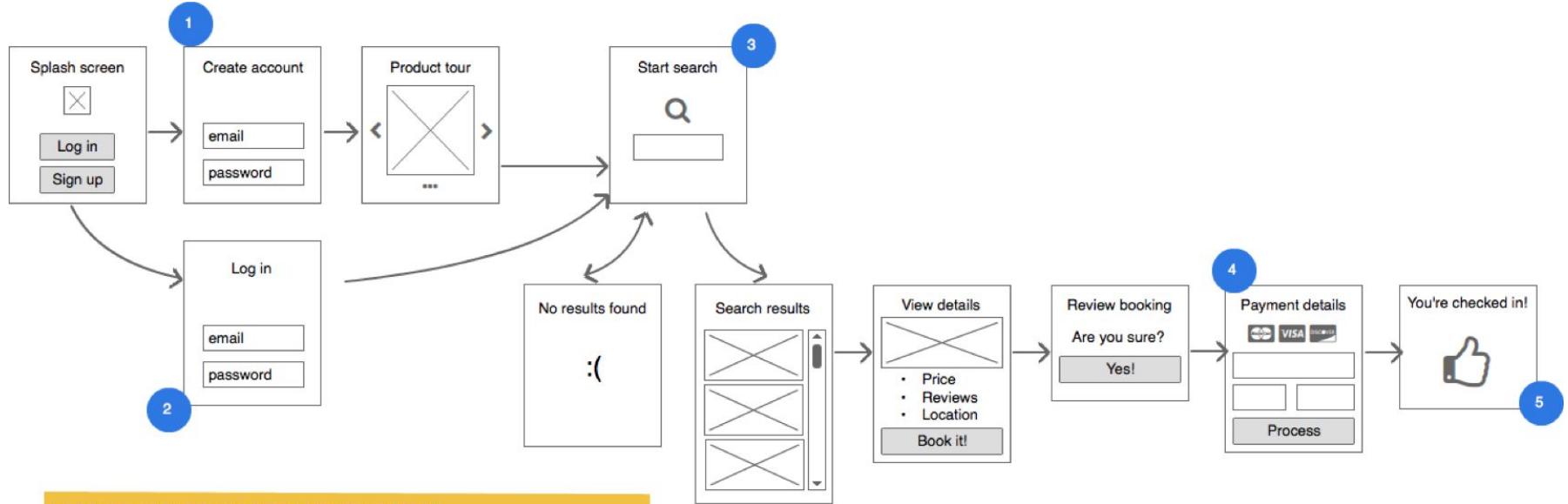
5. Booking confirmation

- Relief
- Screenshot?



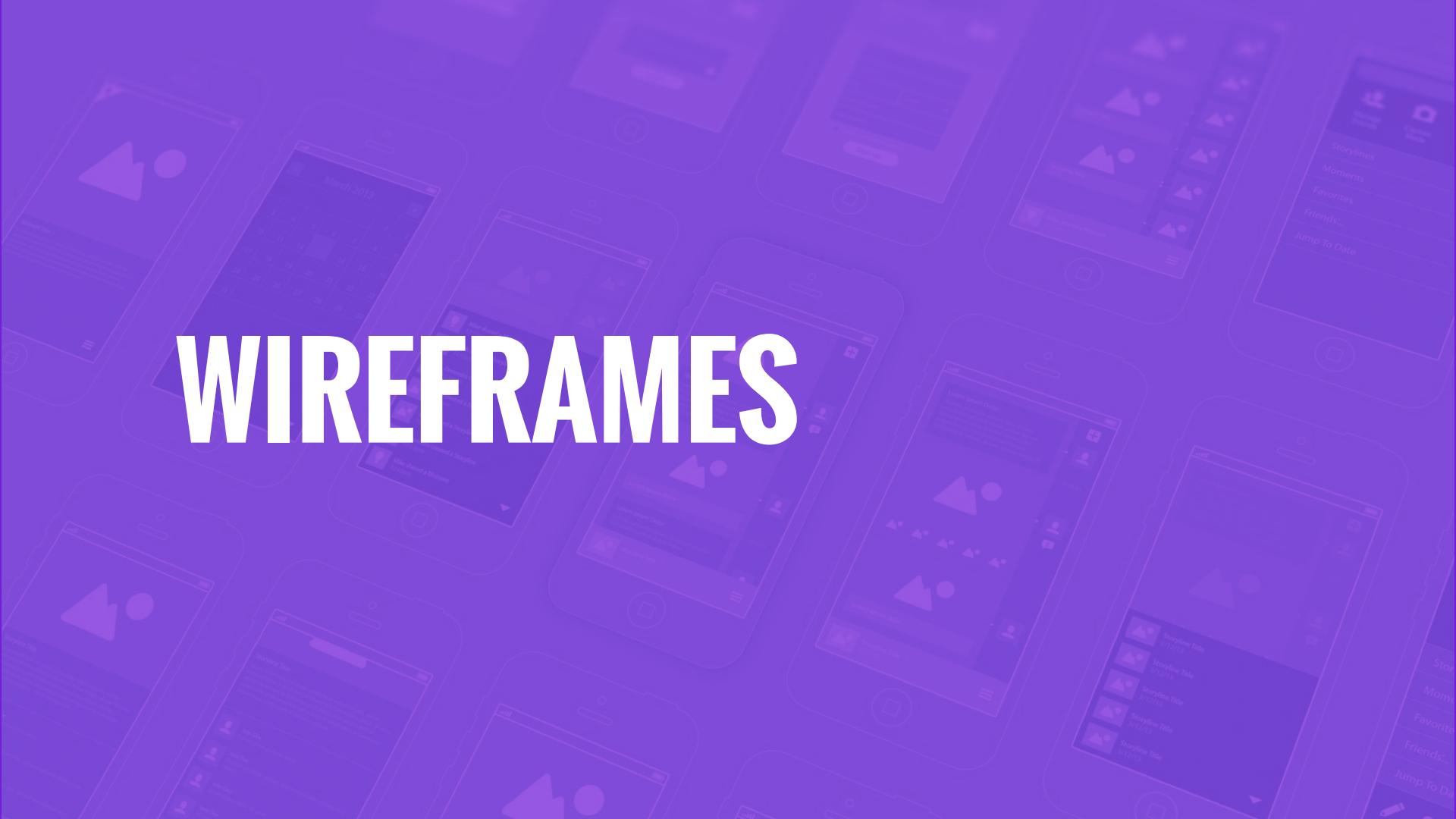






1. Do we really need login/registration up front?
2. Add in "Forgot your password" flow
3. What does the user search for? Is this just geo located?
4. Can the hotel be in this "reserved but not paid for" state?
5. How do we handle payment denied? What happens to the booking?
6. What does the user do after confirmation?

WIREFRAMES





Balsamiq

balsamiq.com

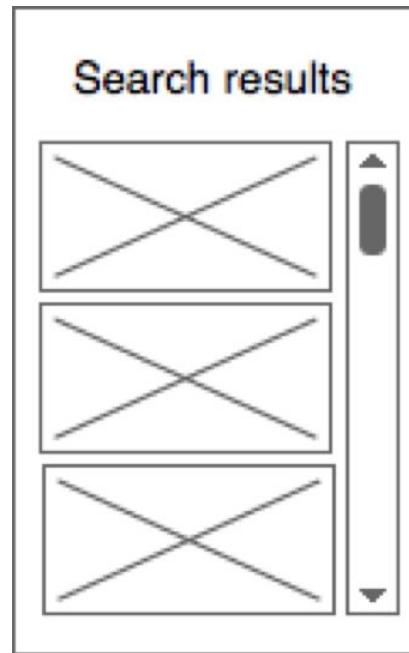
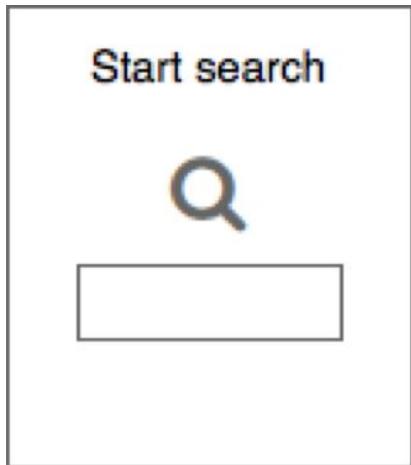


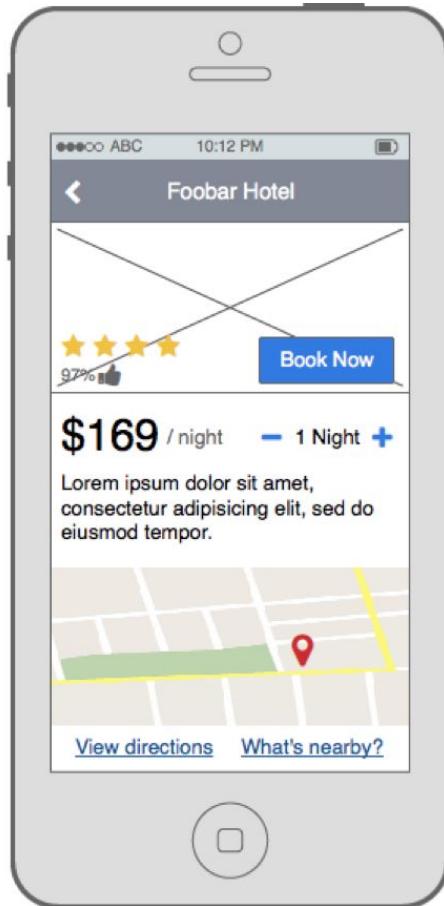
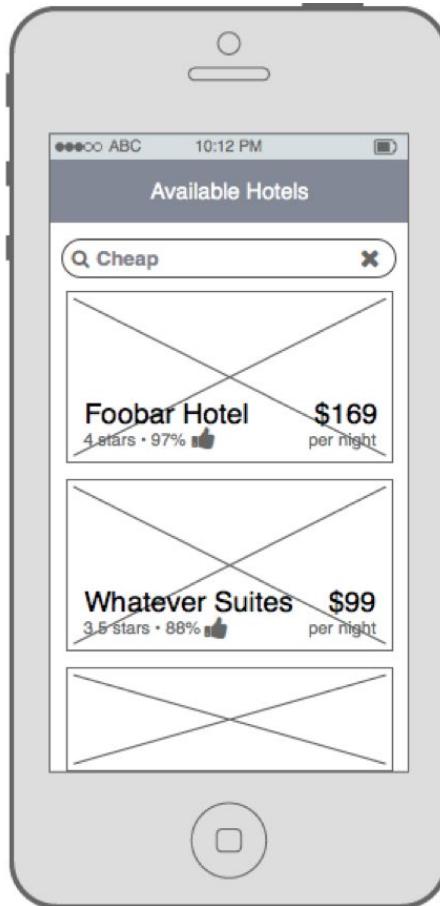
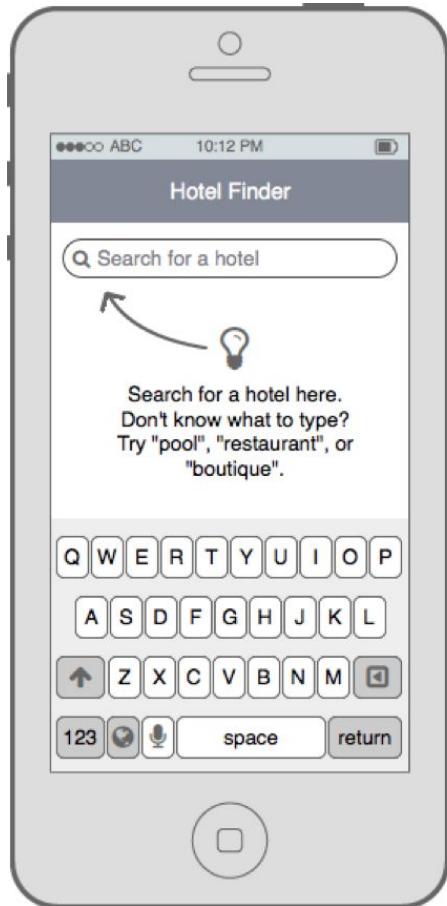
OmniGraffle

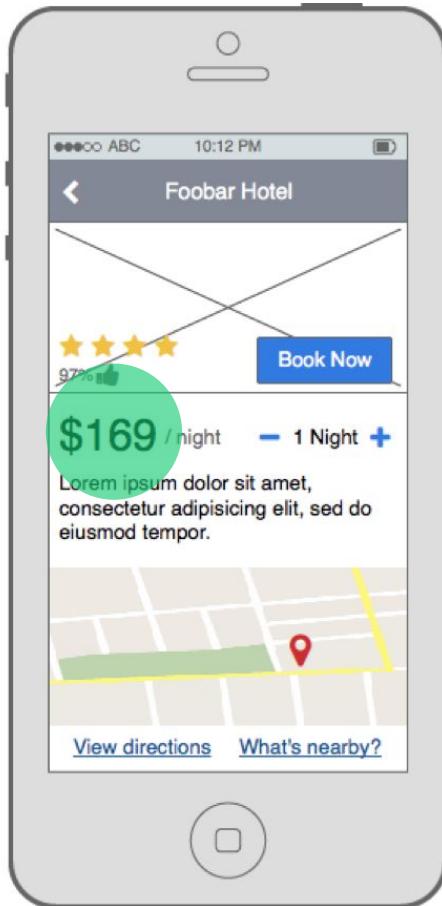
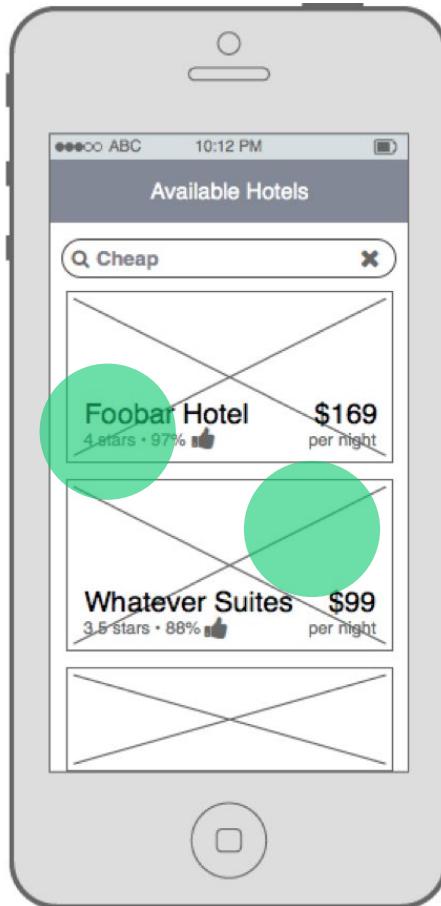
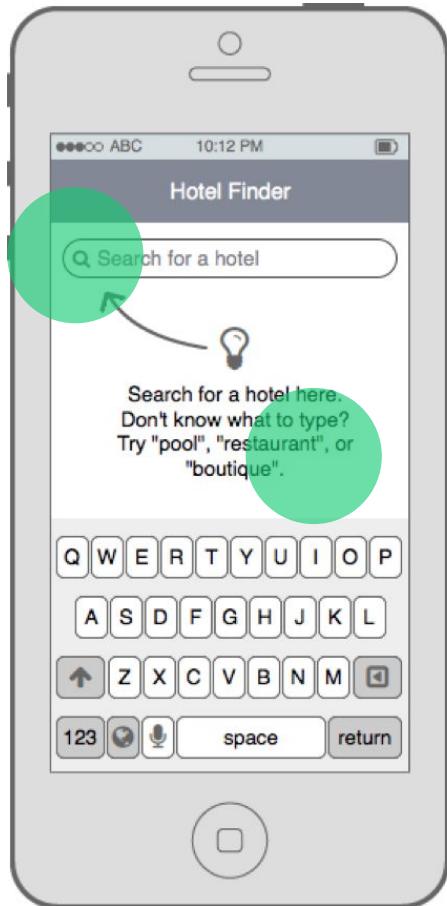
omnigroup.com/omnigraffle

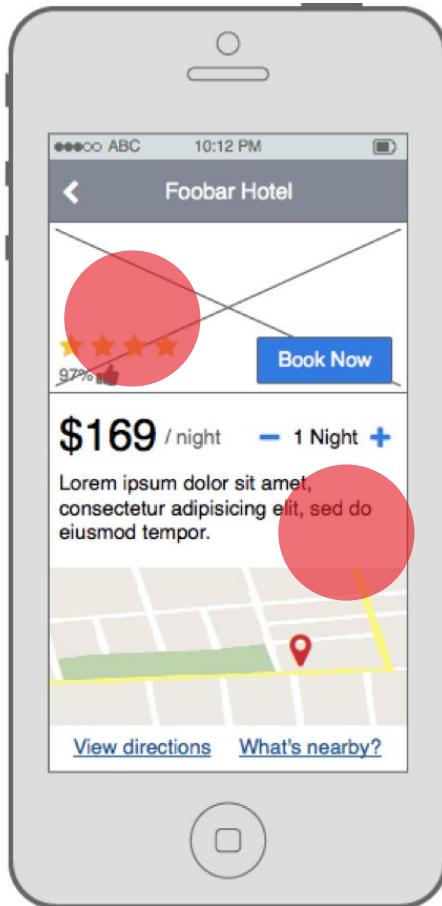
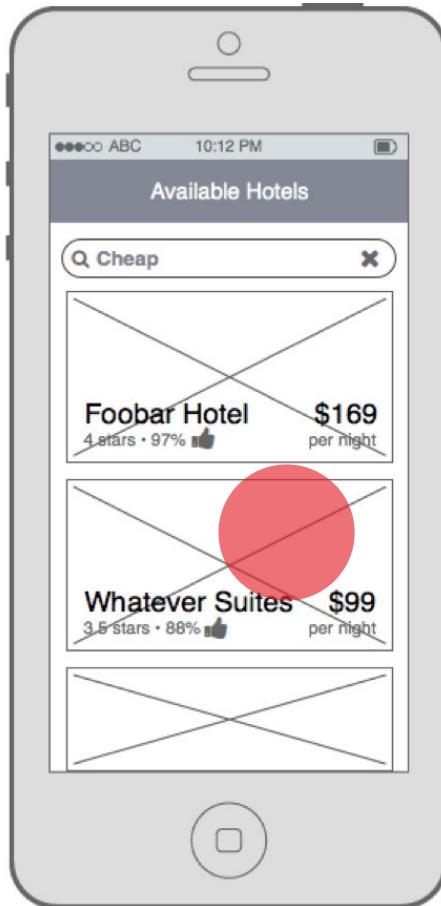
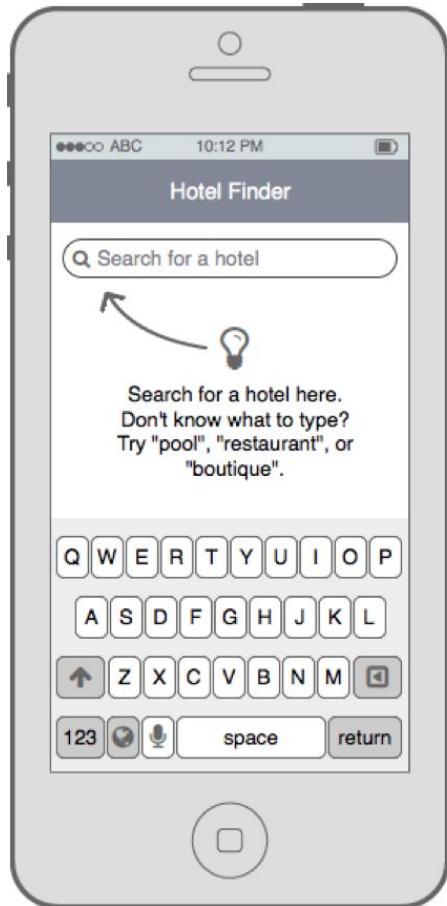
WireFrames Best Practice

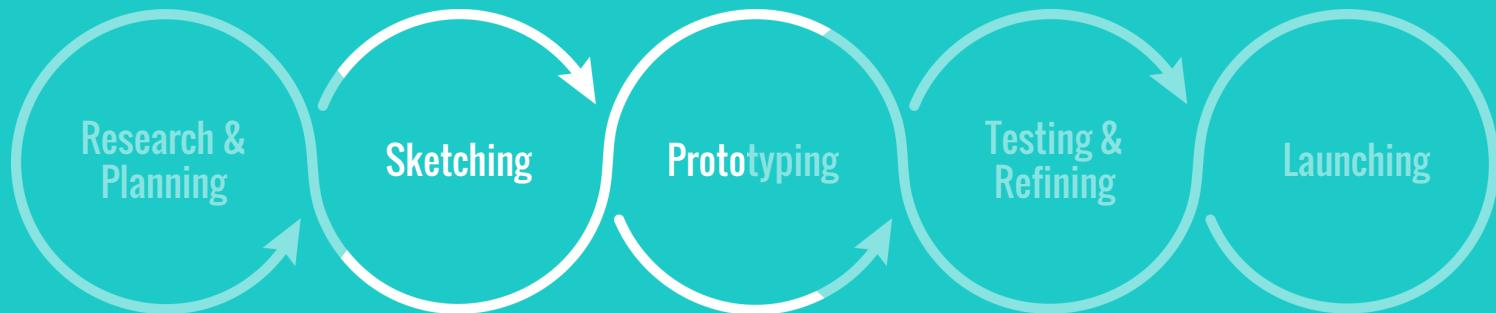
- Use common UX patterns
- Focus on the task at hand
- Delay the hard parts
- Help Users Make Decision











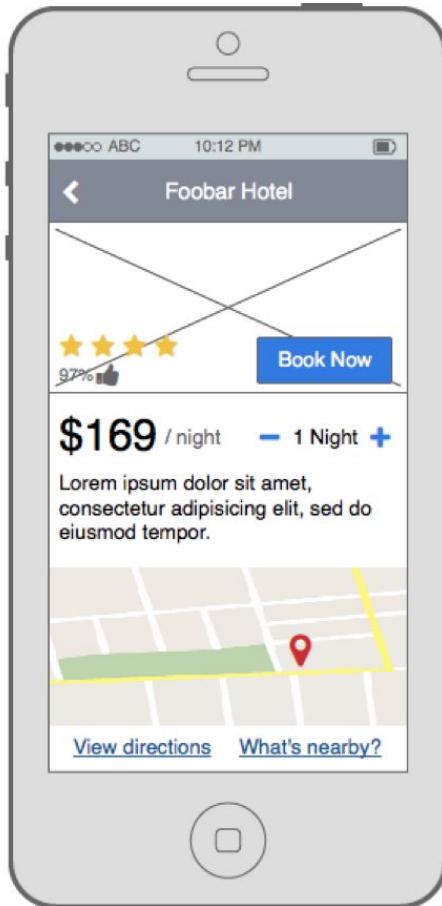
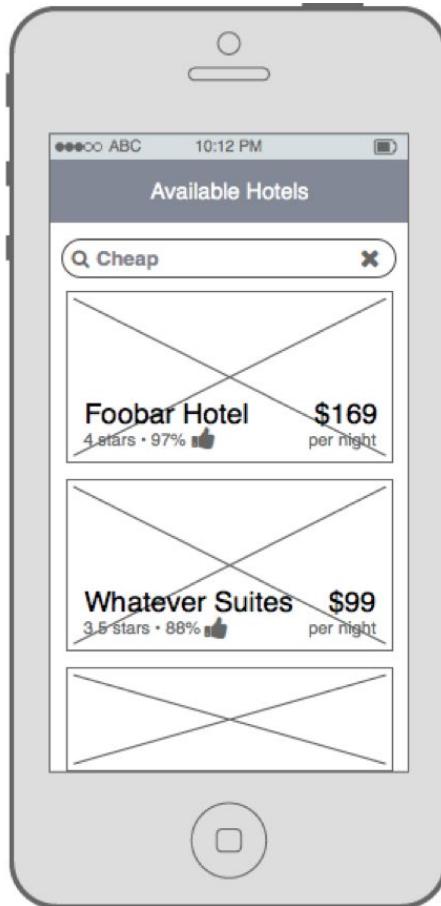
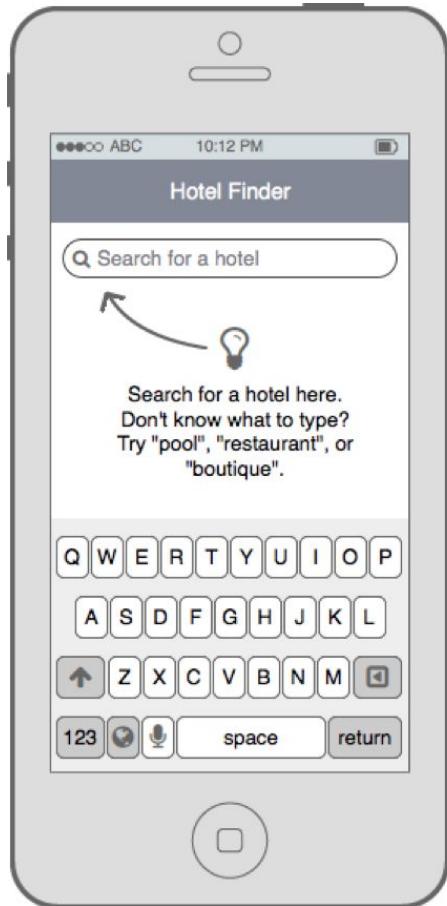
Visual Design Best Practices

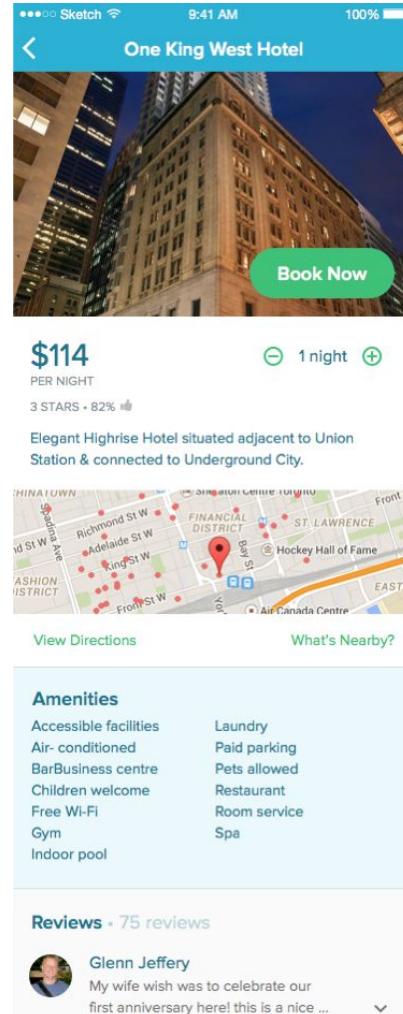
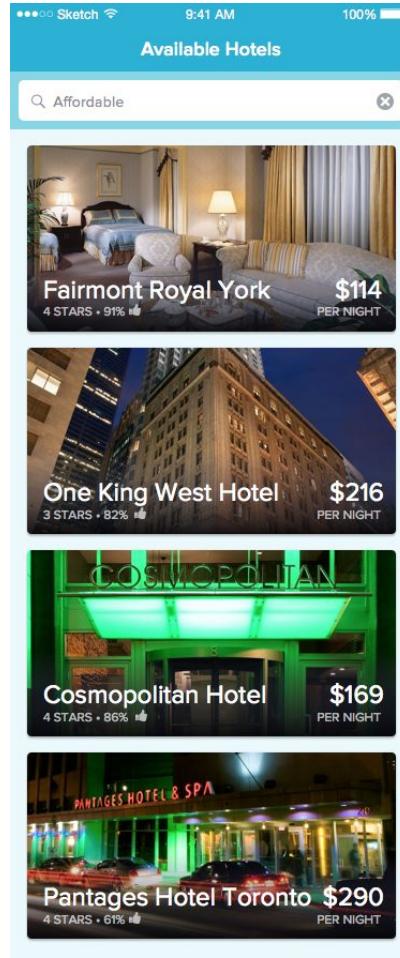
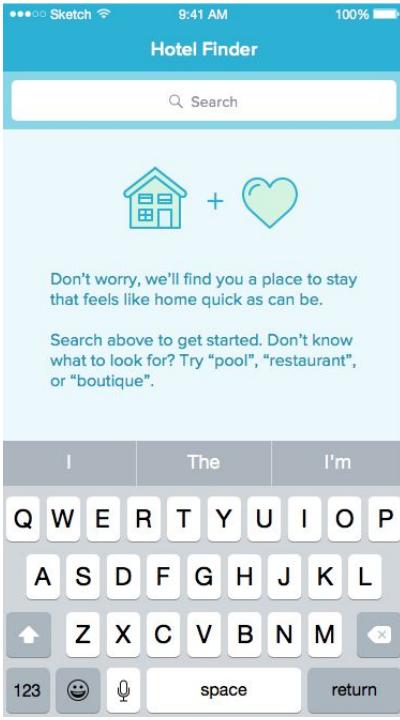
- Be Tasteful & exercise restraint
- Product Consistency
- Speak Directly
- Clear Navigation

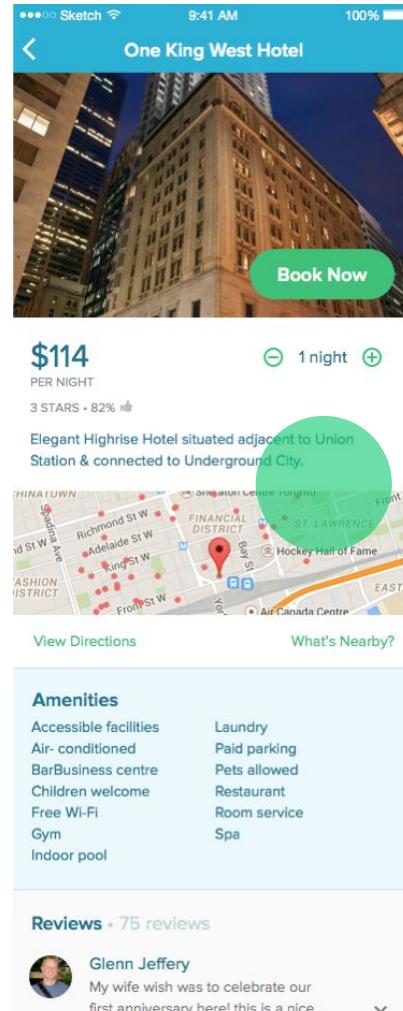
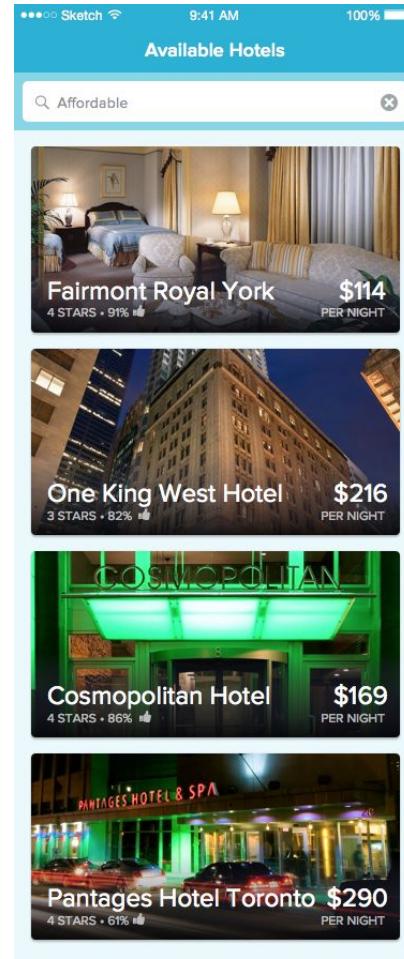
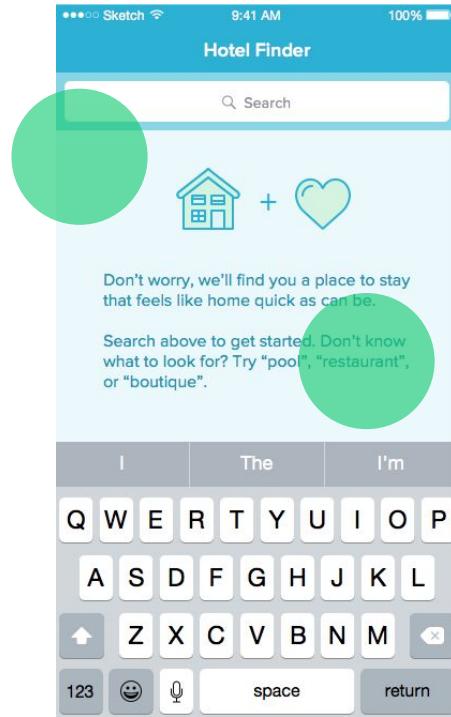


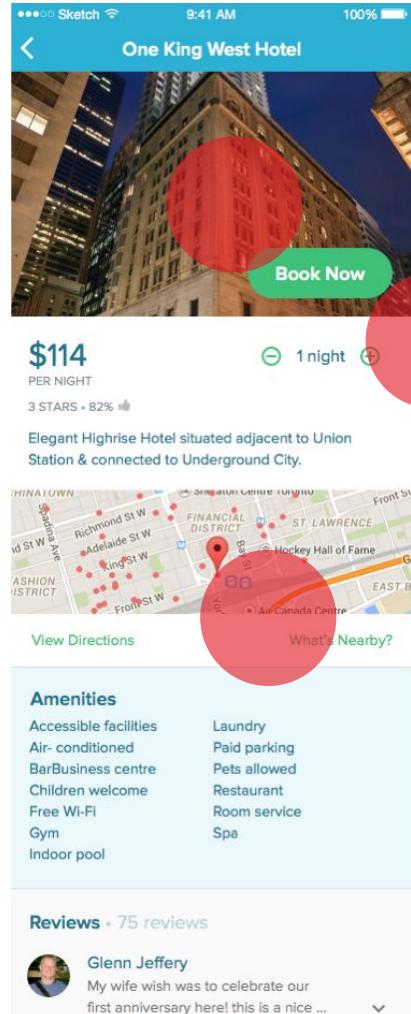
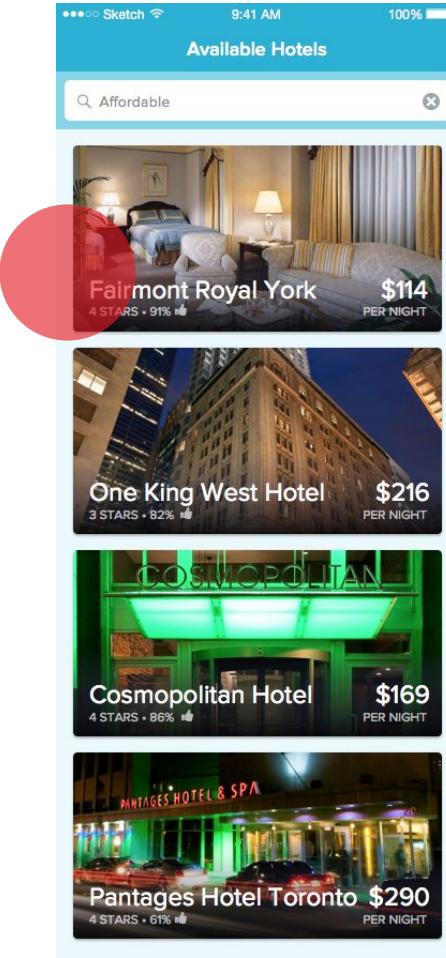
Sketch

sketchapp.com

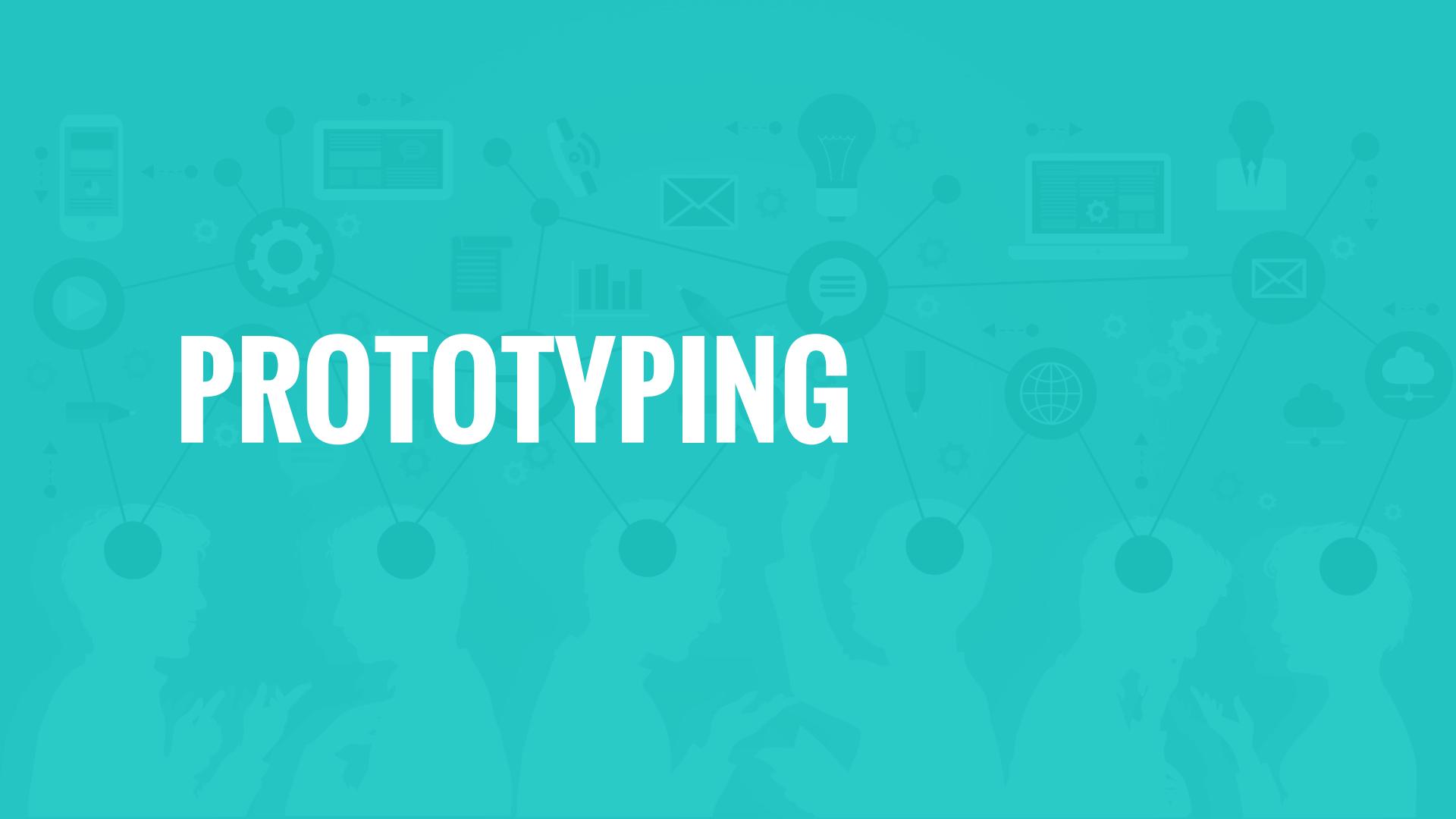


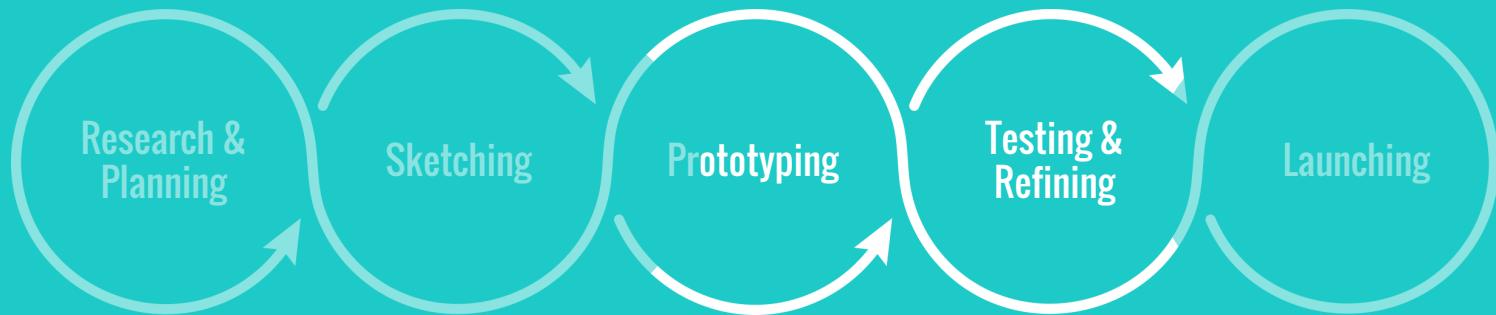






PROTOTYPING





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InVision

Invisionapp.com

<http://ga.co/2h7PxAs>