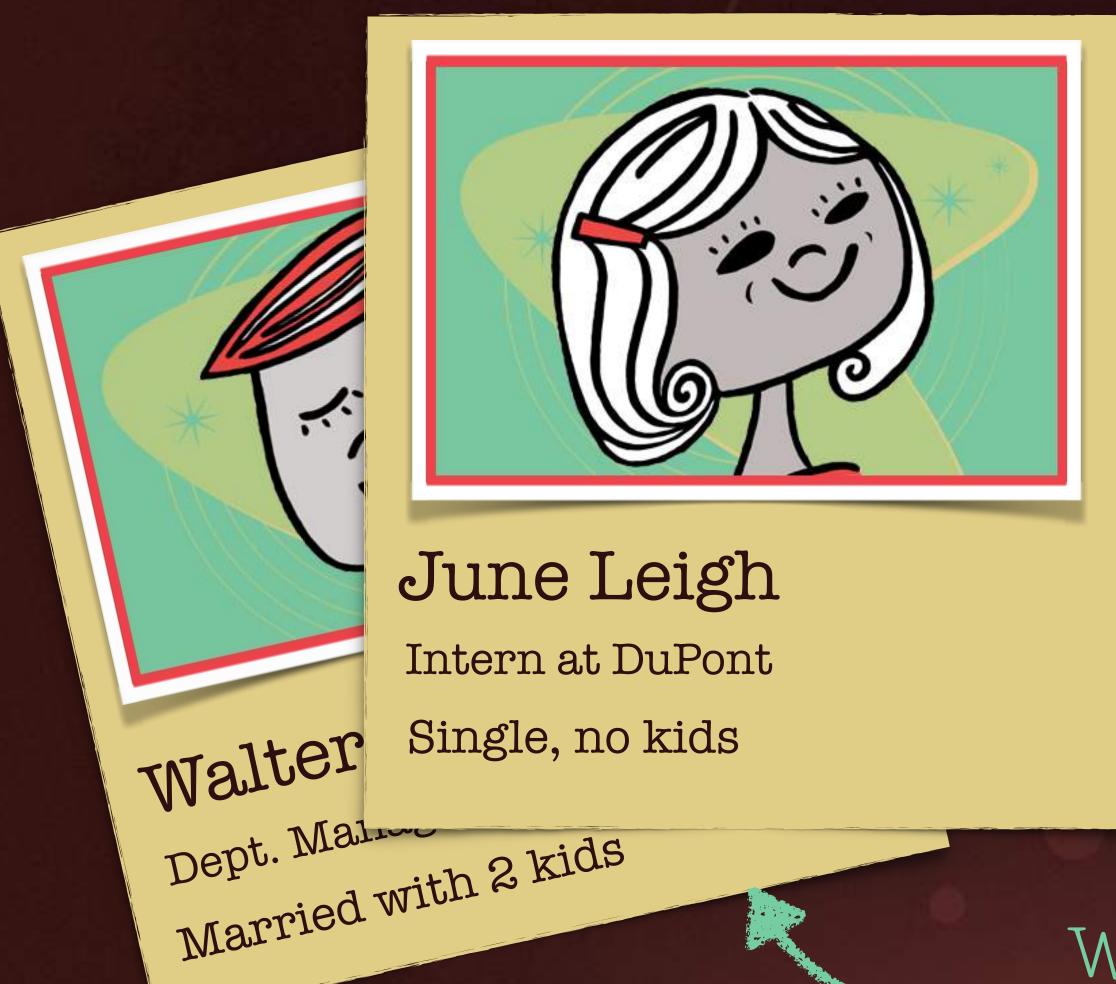
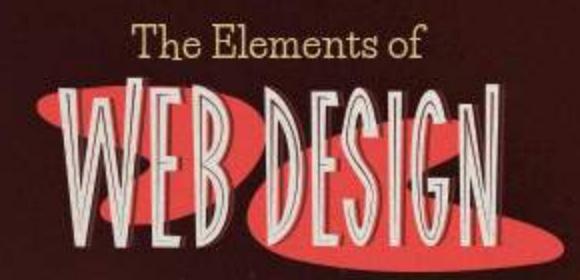
## What Is User-centered Design (UCD)?



User-centered design is a process in which the needs, wants, and limitations of a user are given extensive attention at each stage of the design process.

We've already started this process by creating personas!



## **Building and Testing Each Feature**

- Identify primary feature to build based on personas
  - Understand why the personas need this feature
- Research how other people have solved this problem
- Sketch and/or wireframe our ideas
- Test our designs with users in our target audience

### Walter's Needs

"I only have a minute."



### Walter Whalen

Dept. Manager at Wyatt Technology Married with 2 kids

### Goals

- Read about the latest trends
- Share his knowledge
- Find peer reviewers

### Concerns

- Can I co-write articles?
- Can I read on my iPad?
- Can I save articles?

The Elements of

WEBDESIGN

## June's Needs

"I want to make the next great discovery."



### June Leigh

Intern at DuPont Single, no kids

### Goals

- Follow her peers
- Get paid to peer review
- Read stories on polymer

### Concerns

- Read articles from phone
- Write articles from phone
- · Be alerted on new articles

The Elements of WEBDESIGN

## Finding Our First Feature to Build

- Users can easily find and read articles
- Users can publish and comment on articles
- Users need a dashboard with analytics
- Users need to purchase peer reviews



The Elements of WEBDESIGN

## Step Two: Understand Why Users Need This

- · Identify primary feature to build based on personas
- Understand why the personas need this feature
- Research how other people have solved this problem
- Sketch and/or wireframe our ideas
- Test our designs with users in our target audience

## Why Our Personas Want This Feature

## Feature: Find and read articles



We know Walter wants to quickly find and read the latest stories primarily on his iPad.



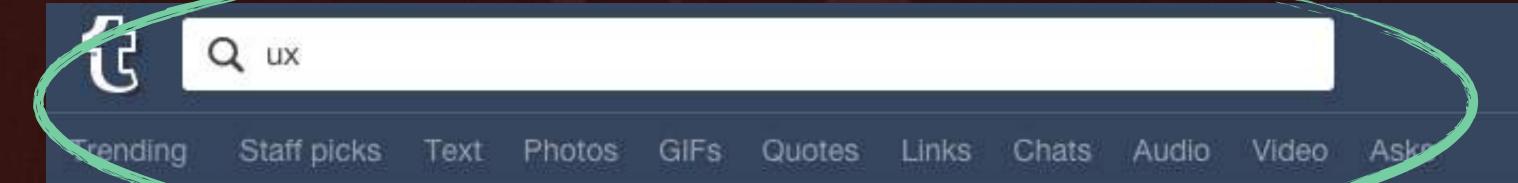
And June wants to read stories specific to her discipline and typically on her phone.

## Step Three: Research How Others Solved This

- · Identify primary feature to build based on personas
- Understand why the personas need this feature
- Research how other people have solved this problem
- Sketch and/or wireframe our ideas
- Test our designs with users in our target audience

### How Tumblr Solved This

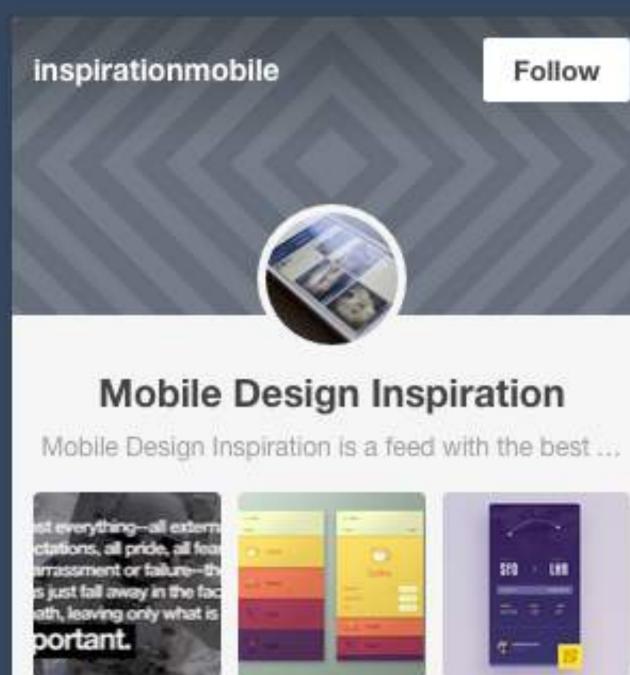
Search and category links in the top left.

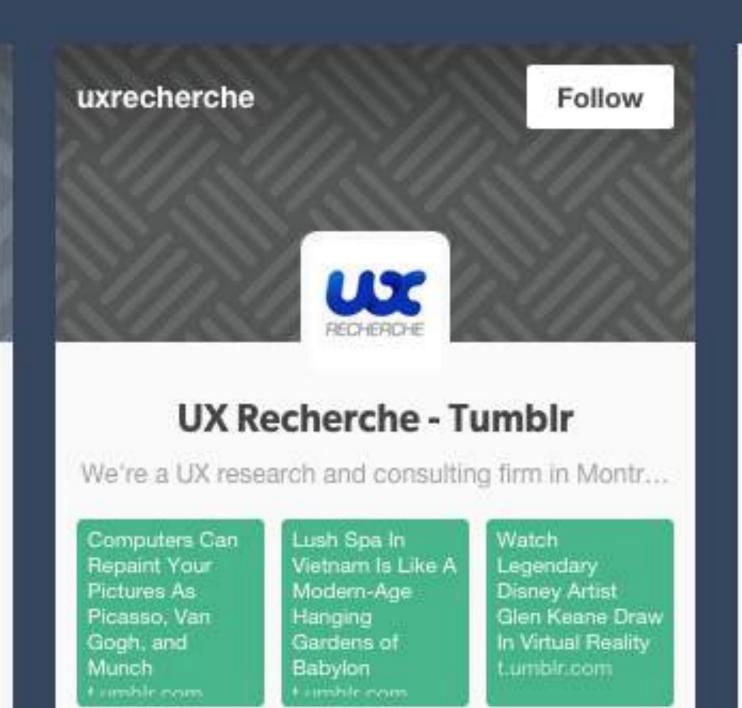


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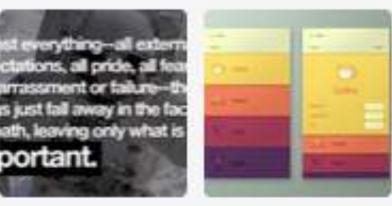
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#### **UX Recherche - Tumblr**

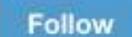
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### **UX REACTIONS**

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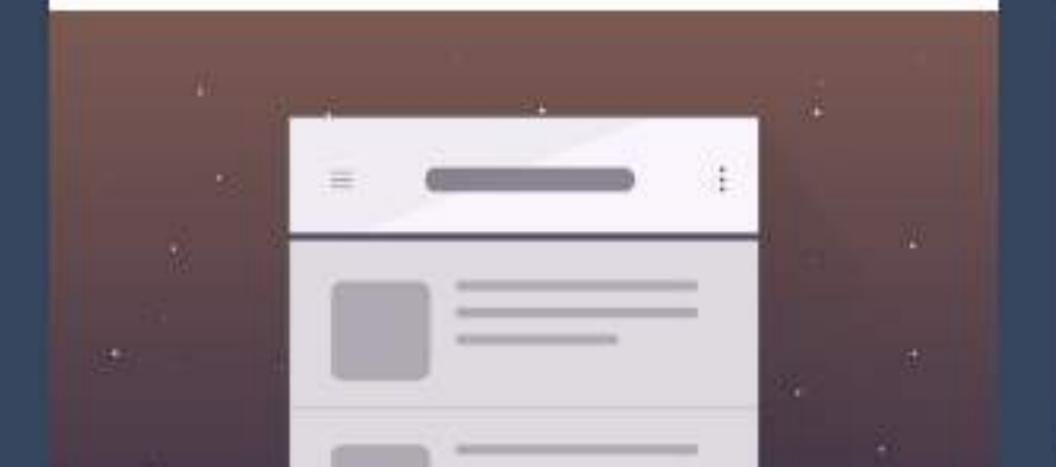
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Sorting and filtering options

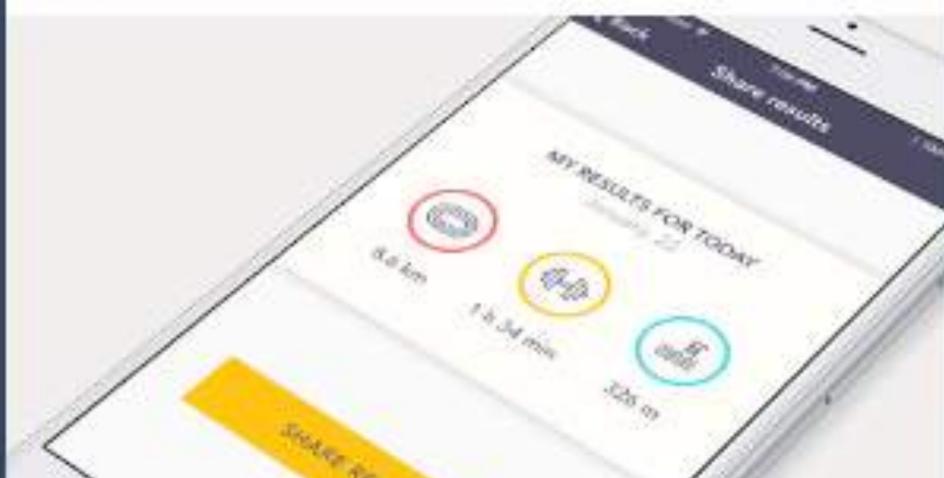


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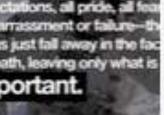
















ictures As Picasso, Van Gogh, and

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langing

Babylon

Gardens of

Disney Artist Glen Keane Draw In Virtual Reality



Four-column layout







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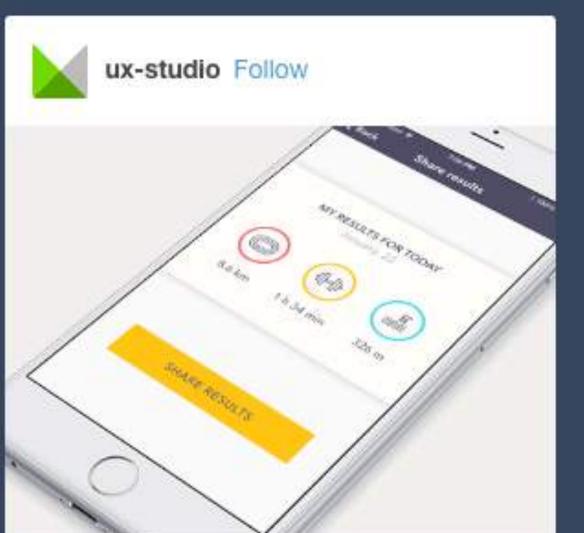


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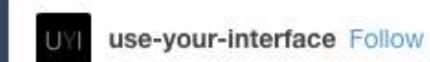








Day 049 - Movie Card http://t.co/neyMJhLEvB - #Design #UI #UX @npaulflavius http://t.co/MMB6eIF7II #Web Design #Design #Design Inspiration 12 notes





WNDRLND Web Mock Up by Visual Soldiers 👶

http://bit.ly/1gtxzX9

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#Dribbble #web design #UX #UI #interface

5 notes







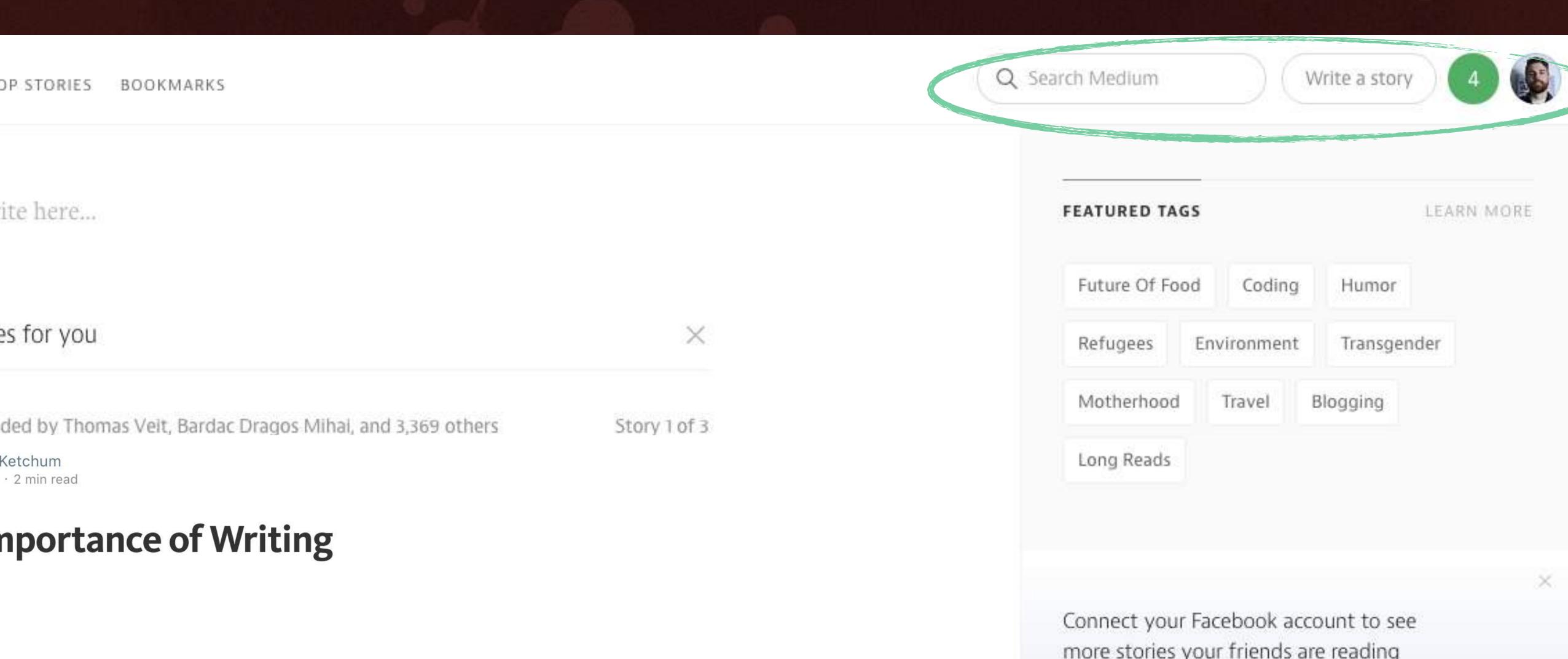
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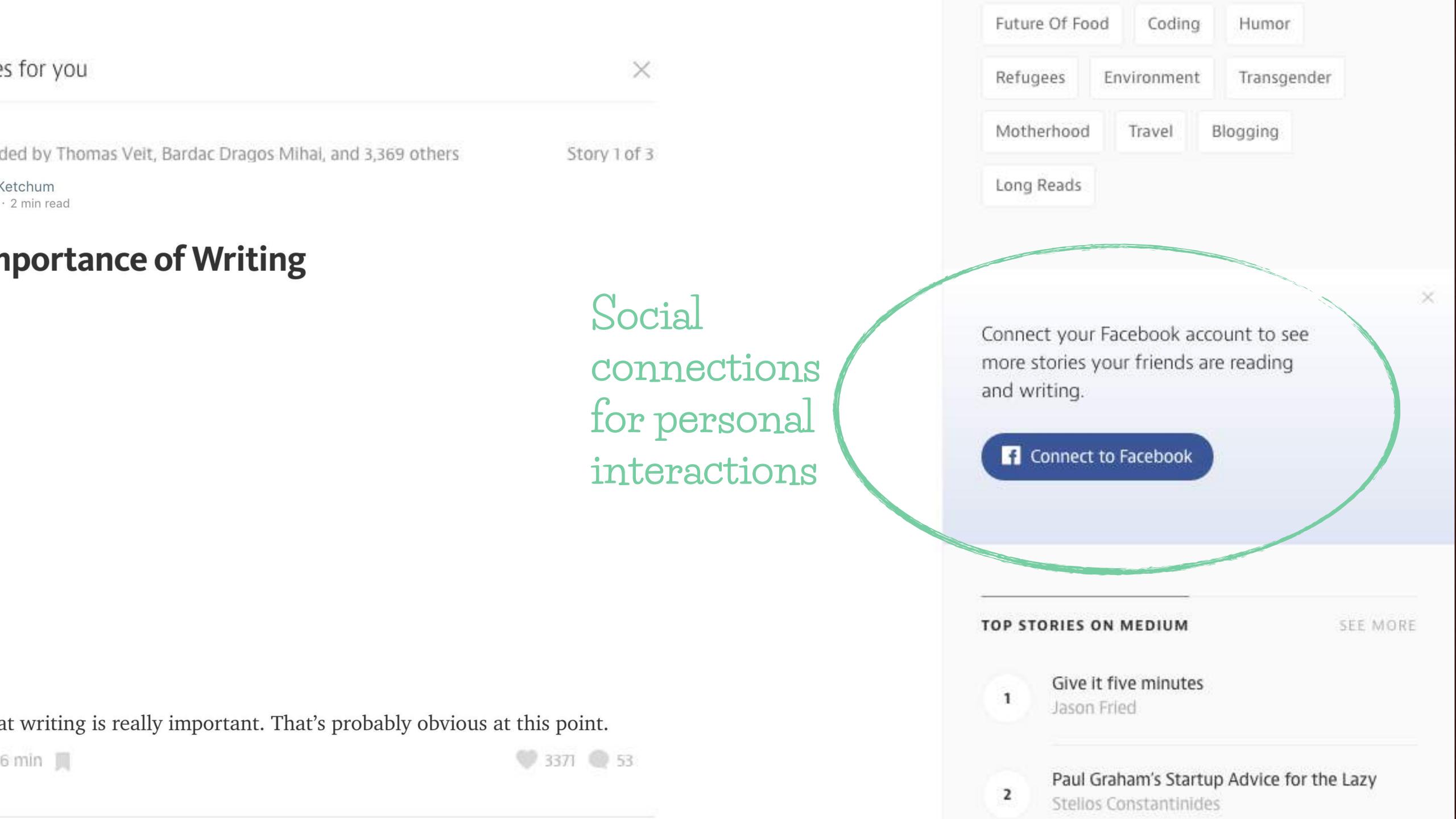




### How Medium Solved This

### User actions with search input





# Top trending content

at writing is really important. That's probably obvious at this point.

6 min 🧻







ided by Benjamin Adam, David Yarde, and 1,172 others

Story 2 of 3

ias van Schneider



Connect your Facebook account to see more stories your friends are reading and writing.



f Connect to Facebook

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James Altuener

### The Importance of Writing

Two-column layout

I think that writing is really important. That's probably obvious at this point.

Read more 6 min



9 3371 9 53



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Story 2 of 3





Connect your Facebook account to see more stories your friends are reading and writing.

f Connect to Facebook

#### TOP STORIES ON MEDIUM



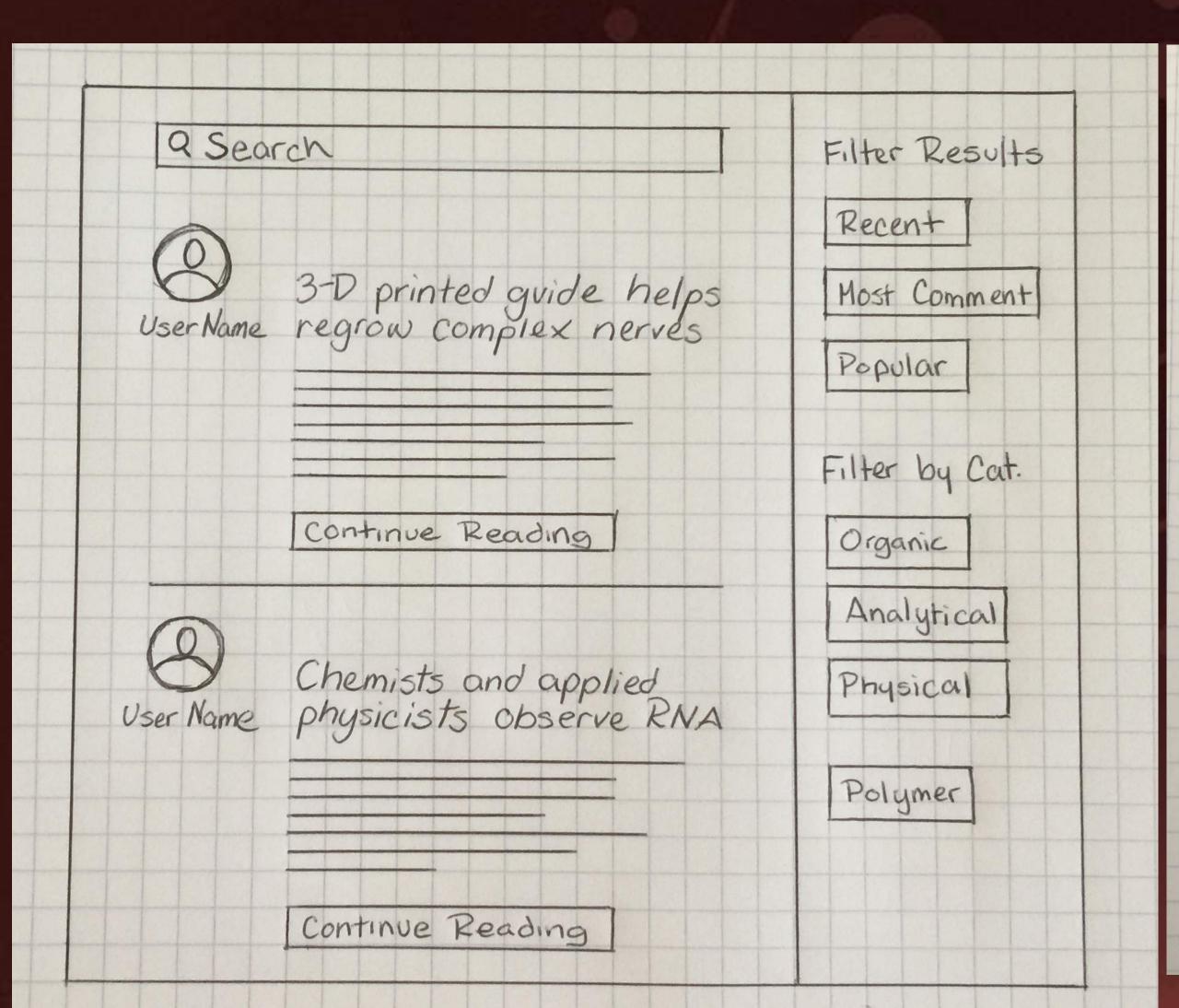
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- The Murder House Jeff Maysh

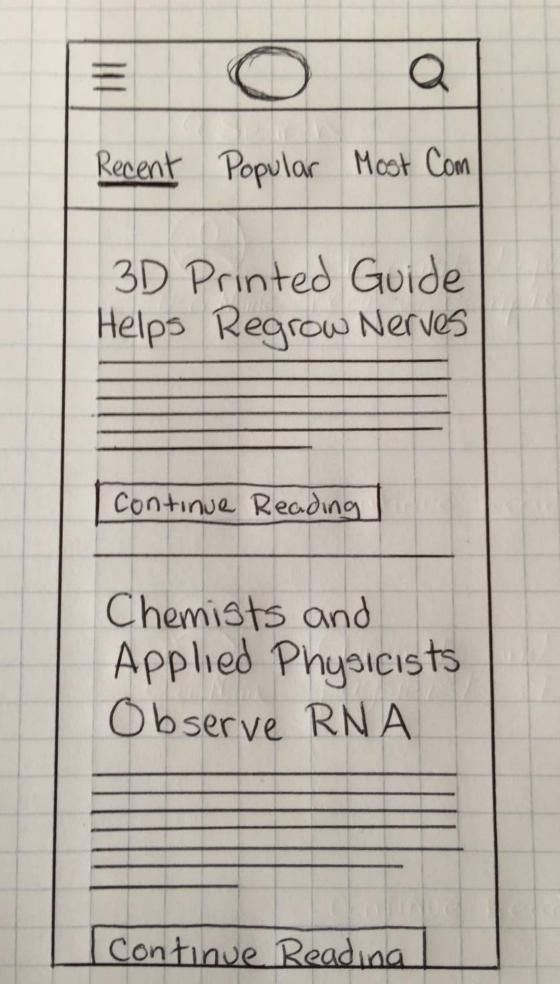
## Step Four: Sketching and Wireframing

- · Identify primary feature to build based on Personas
- Understand why the Persona's need this feature
- · Research how other people have solved this problem
- Sketch and/or wireframe our ideas
- Test our designs with users in our target audience

## Rough Sketching Your Feature

Sketching helps quickly get ideas out with less commitment.

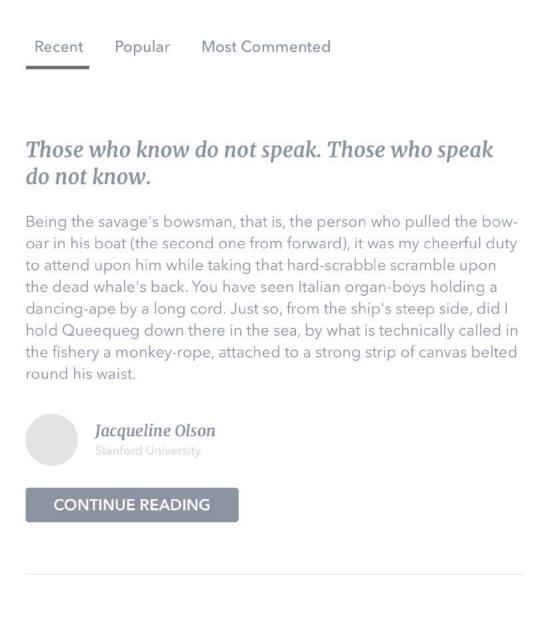




Low-fidelity sketches are great for exploring UI concepts.

## Wireframing Your Feature

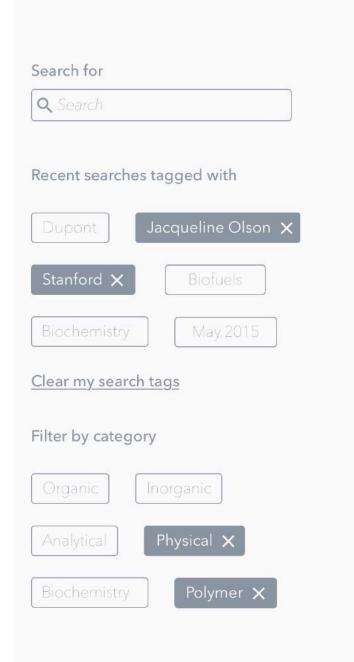
Wireframes are a higher fidelity, clear communication of ideas.

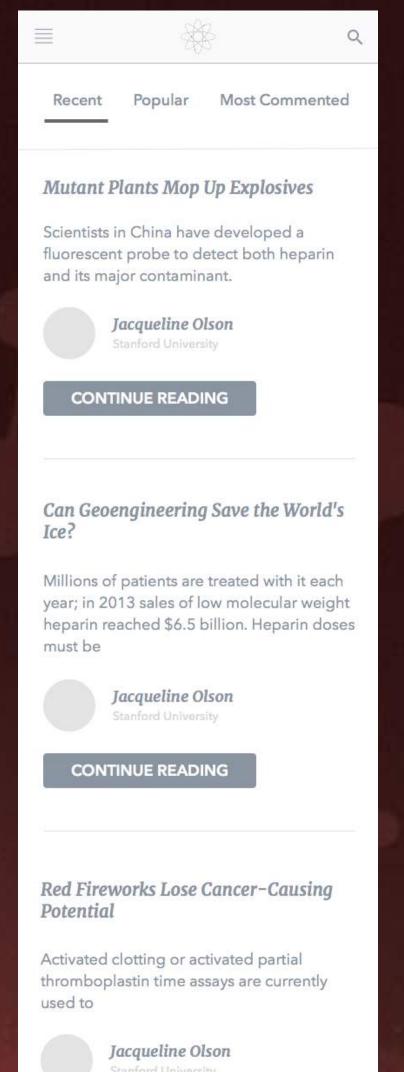


#### All streams flow to the sea because it is lower than they are. Humility gives it its power.

Being the savage's bowsman, that is, the person who pulled the bowoar in his boat (the second one from forward), it was my cheerful duty to attend upon him while taking that hard-scrabble scramble upon the dead whale's back. You have seen Italian organ-boys holding a dancing-ape by a long cord. Just so, from the ship's steep side, did I hold Queequeg down there in the sea, by what is technically called in the fishery a monkey-rope, attached to a strong strip of canvas belted round his waist.







Wireframes are good for validating overall effectiveness of the design.

## Using a Wireframing Tool



### Put Good Copy in Your Wireframe

"ugh, how am I
supposed to know
what to do? I don't
speak lipsum."

pharetra id, tempor a tortor.
eque. Ut porta viverra est, ut
... Nunc vel rhoncus nibh, ut tincidunt
tun
pharetra met bibendum nunc sit amet tortor scelerisque
luctus et sit amet mauris. Suspendisse felis sem, condimentum
ullamcorper est sit amet, molestie mollis nulla.

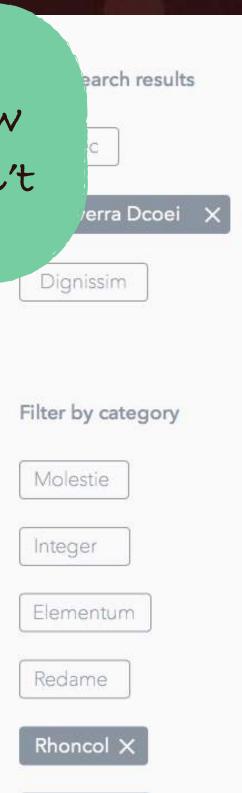
**DIGNISSIM NEQUE** 

What?

### In hac habitasse platea dictumst. Vivamus adipiscing fermentum quam volutpat.

Donec facilisis tortor ut augue lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque. Ut porta viverra est, ut dignissim elit elementum ut. Nunc vel rhoncus nibh, ut tincidunt turpis. Integer ac enim pellentesque, adipiscing metus id, pharetra odio. Donec bibendum nunc sit amet tortor scelerisque luctus et sit amet mauris. Suspendisse felis sem, condimentum ullamcorper est sit amet, molestie mollis nulla.

DIGNISSIM NEQUE



Laciniad X





### 3-D printed guide helps regrow complex nerves after injury

A national team of researchers has developed a first-of-its-kind, 3D-printed guide that the loss regrow both the sensory and motor functions of complex these after injury. The groundbreaking research has the potential to help more than 200,000 people annually who expertence nerve injuries or disease. Collaborators on the project are from the University of Minnesota, Virginia Tech, University of Markland, Princeton University, and Johns Hopkins University.

# Now I know what to look for.

CONT TUE READING



### Chemists and applied physicists observe RNA polymerase at work in real time

Eugene Robertson

Every cell in your body carries the same genetic instructions, and yet cells don't accidentally turn into bone inside your heart, and teeth don't grow in your brain. This is thanks to systems of precise control over the expression of the genes required for each type of cell, for which an enzyme called RNA polymerase II is largely responsible. Now, a multidisciplinary team of Stanford scientists has observed this enzyme transcribing DNA in real time in the highest detail ever.

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