Appendix A: UX Defender's Storyboard

I don't have time to read ALL that.

A Storyboard is a design tool that is used to visually illustrate concepts to an audience to communicate people's journeys through a system, in this case it is the journey of the UX Defender

Super Hero Profile

Name: Samson Toor
Title: UX Defender
Training: University of California, San Diego
Disciplined in Human Computer Interaction

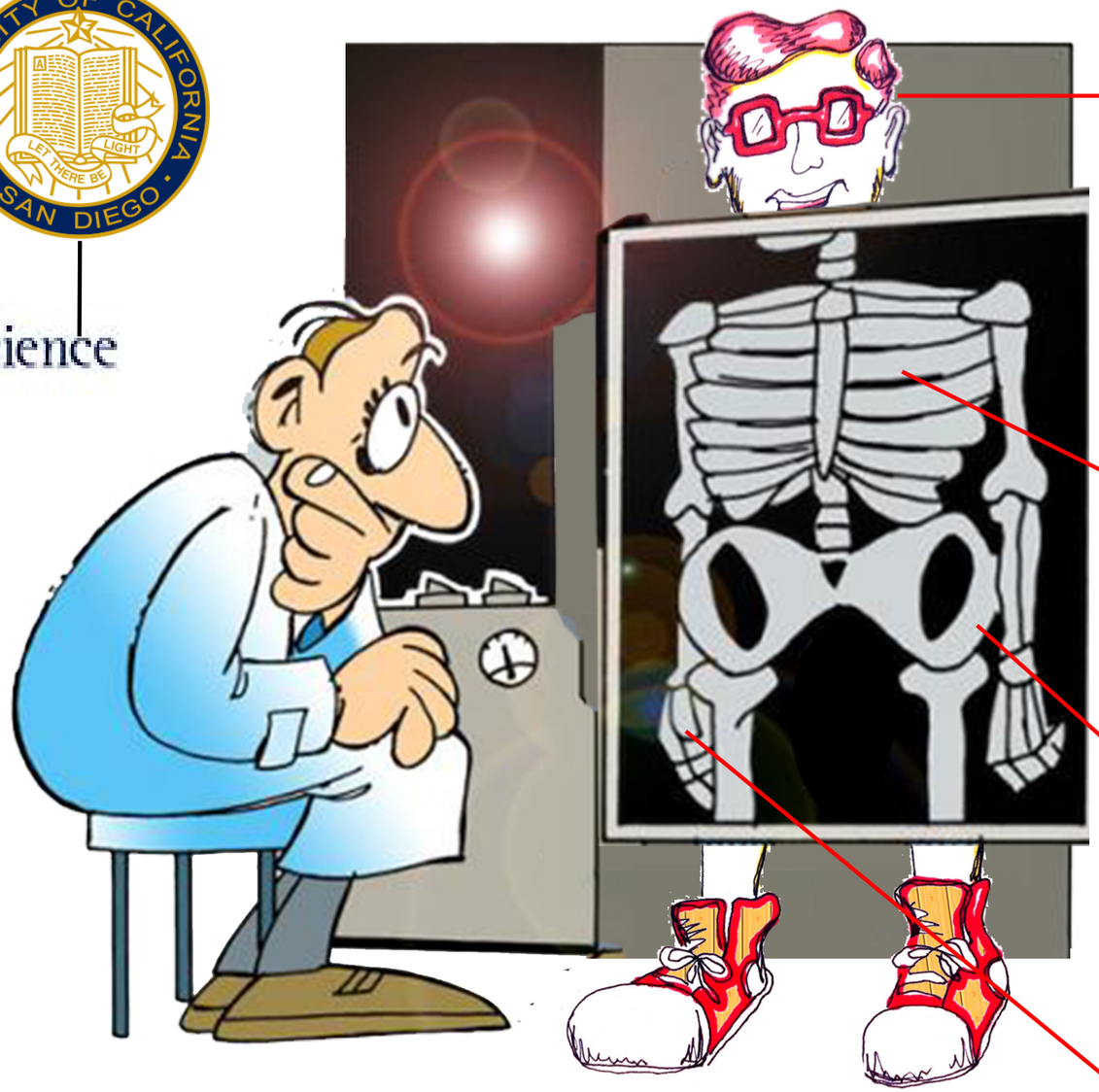
Personality

Driven, Motivated, Innovative Designer that is committed to defending his user's needs through analysis & research

Passion

Assisting Corporate America in enforcing user experiences that cater to his user's unique needs ensuring that no bad UX experience goes undetected

Patient: UX Defender
Patient Chart: X-ray of Genetic Make-Up



Chromosome Capabilities

Research Methodologies: Patient is able to apply a broad range of qualitatative and quantitative UX research and design Methods, examples of programmed techniques include:

-Interviews (in-person, remote)
-Facilitated Focus Groups
-Card Sorting
-Ethnographic Field Studies
-Usability Testing
-Heuristic Evaluations
-Best Practice Reports
-Competitive Analysis & Trend Analysis

Systems Design & Strategy: Patient pertakes in a user-centric view in regards to UX systems and crafting intinuitive experiences. This view is comprised of:

-Creative Briefs + Customer Journey
-Use Case + Scenarios
-User Persona & Storyboarding

Information Design & Information Architecture: Patient feeds off of Users very earlier in the design process and uses the information gained to analyze and build the foundation of the systems he creates, he extracts 'User Date' by:

- Sitemaps
-Information Hierarchy
-Mental Models
-Content Inventory
-Functional Specification

Interaction Design: Patient is able to create designs due to his reliance and commitment to begin with a solid framework of the system built on proper desired functionality,interactions and patterns that must be accounted for, from this he does the following:

-Experience Maps +User Flows
-System Process + Flow Diagrams

Wireframes +Rapid Low/High Fidelity Prototyping

Successful Conquests

DIRECTV

UNIVERSITY OF CALIFORNIA · SAN DIEGO · LET THERE BE LIGHT

cognitive · learning · language · interaction

UC San Diego Cognitive Science

AMGEN

UNIVERSITY OF LOUISIANA Lafayette

CALL OF DUTY: DAY IN THE LIFE OF UX DEFENDER

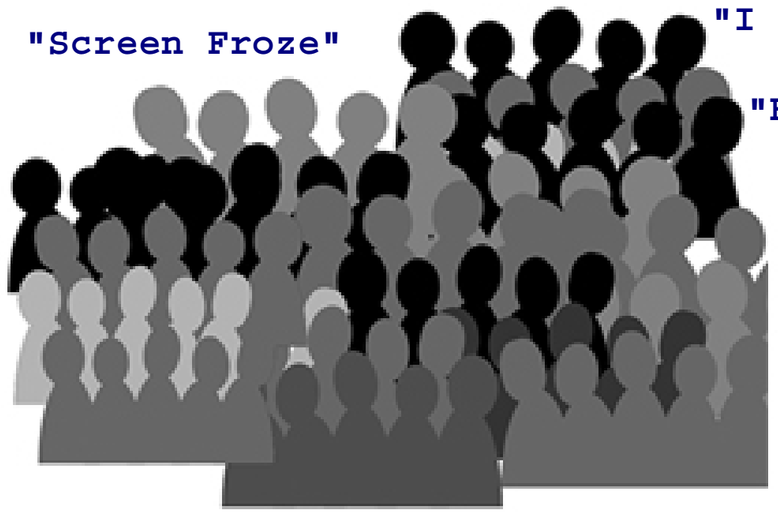
What is Wrong User Population?

"Screen Froze"

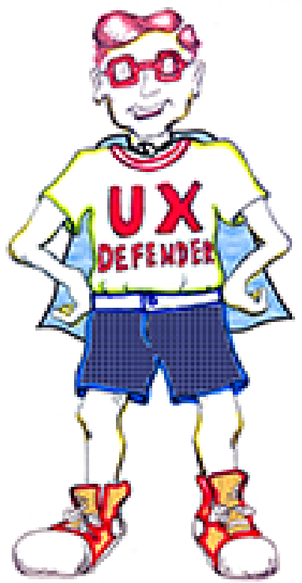
"I am confused"

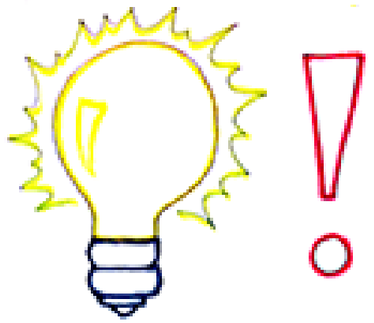
"Battery is dead!"

"I am old, buttons are too small!"

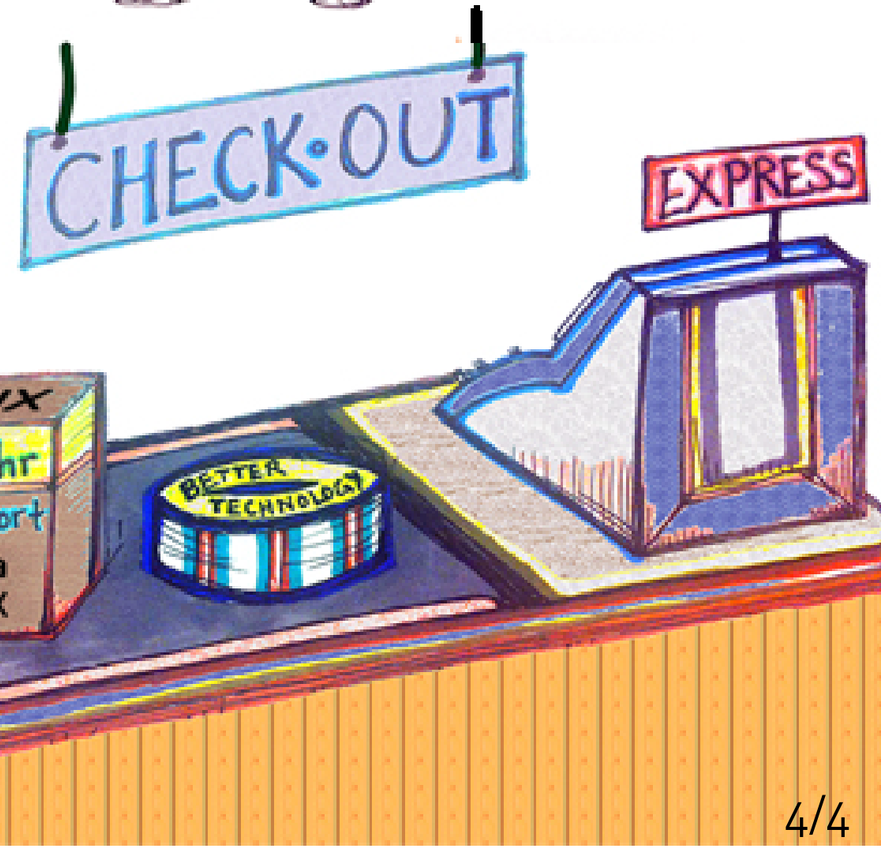


Hmmm ...





RESULTS!

Our hero creates a "grocery list" for the civilians' well being:

New & improved User Experience