



Slideshow 3

User Experience

INFO 6150
Fernando Augusto López Plascencia



In this lesson:

- User experience and usability
- The website development process
- Getting started with a website
 - Gathering requirements
 - Persona analysis
 - Journey maps



What is User Experience?

“A person's perceptions and responses that result from the use or anticipated use of a product, system or service.”

— ISO 9241-210, Ergonomics of human-system interaction—Part 210: Human-centered design for interactive systems

- Meet the exact needs of the user
- Simplicity and elegance that produce delight

Interaction Design Foundation - IxDF. (2016, June 1). What is User Experience (UX) Design?.
Interaction Design Foundation - IxDF. <https://www.interaction-design.org/literature/topics/ux-design>



What is User Experience?

Meet the exact needs of the user

- We need to understand them

Simplicity and elegance that produce delight

- Achieved through design

“No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Think through all of the stages of a product or service – from initial intentions through final reflections, from the first usage to help, service, and maintenance. Make them all work together seamlessly.”

— Don Norman, inventor of the term “User Experience.”

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Now wait a minute. Wasn't this course about frontend?

No product is successful without thinking about UX. A little investment goes a long way!

For a website or app, this is doubly so.

The earlier we know the best way to handle something, the cheaper and easier it is to implement.



Then, what is UI? What is usability?

User Interface (UI) refers specifically to the parts of the app or website that allow the user to interact with it, such as the visual components and input components. The part of UX that deals specifically with web UI is also called web usability.

A good UX considers not just the UI, but the whole experience (for example, backend considerations.)

We will go deeper into usability in a future lesson.



The website development process

- **Discovery and planning**
 - What is the problem?
 - What are we doing to address it?
- **Development**
 - Actually doing the things
- **Deployment**
 - Shipping
- **Maintenance**
 - Keeping up and measuring success

An example: Meet Martha

Martha is the owner of Bay Area Medical Care, a small private clinic in Alameda.

Martha needs a website to get word out about the clinic, as well as to allow users to make, edit and cancel appointments.

Martha, pictured here with her favorite generic lens-like round object, also wants you to know she is most definitely a real person and not an [AI generated image](#).



**First, understand the
user.**





Discovery and planning

You need to understand the following:

- **Who are the users? What are they looking for?**
 - There can be many types of users. You want to identify them, and how they may interact with the page.
- **Understand what information will there be in the site, and what functionality we need.**
 - How does the information relate to each other?



Discovery and planning

Then, you can propose a solution.

- Design how users will find the information.
- Organize the information within the pages.

We will talk more about this later.



Understanding the users

Different people behave differently. We want to provide a solution that works for all.

How is people different?

How will a person's preferred usage of the website / all change depending on the above?



Understanding the users

Different people behave differently. We want to provide a solution that works for all.

How is people different?

- Age
- Sexual identification / orientation
- Culture / language
- Familiarity with technology
- Disabilities (including temporary)
- Etc. etc.

How will a person's preferred usage of the website / all change depending on the above?



Understanding the users' context

We also want to understand the context.

How will a person's preferred usage of the website / app change depending on their current situation?



Understanding the users' context

We also want to understand the context:

- Being in a hurry (eg. need to find something / do something now)
- Poor data connection
- Urgency (is it a life-or-death situation? Not really?)
- Is this a professional setting?
- Is the person acting on behalf of someone else?
- Etc. etc.

How will a person's preferred usage of the website / all change depending on the above?



Doing discovery

To find these answers, we can do interviews first.

- Stakeholder interviews: A stakeholder is whoever wants the product to be built; a “promoter”. They are often the ones responsible for the project, from the client side.
- Field studies and user interviews: These are made to the people that will actually use the product.

In both cases, you will want to understand:

- What they want from the product,
- What pain points are there with existing alternatives (or with the product, if already built).

At this stage you may also want to do competitive testing: what have other people done? How do they do it? What can we learn from them?



Persona analysis

Create “personas”: fictitious characters that embody representations of your users. Describe who they are, what their relationship is with the website / app, what their possible contexts are, and how they would use the website / app.

Example for the Bay Area Medical Care website:

- Alice: a 72 year old lady with poor understanding of technology; she is a client of the hospital and usually does everything via phone.
- Adam: a 30 year old doctor that works for the hospital part time
- (Who else can you come up with?)

How do they use the website? Can you come up with a few use cases?

Tip: you can use a template [like this one](#).



Persona analysis

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- Adam: a 30 year old doctor that works for the hospital part time
- (Who else can you come up with?)

Tip: you can use a template [like this one](#).



What to do with personas?

The simple way:

- Try to come up with how they would interact with the website, app, or product; write down your findings.
- This will be enough for small products.

The more structured way:

- There are many tools that can help with more complex scenarios. One of them is User Journey Maps.



User Journey Maps




A tool to describe how the users may interact with the website or app in order to accomplish a goal.

Has five components:

- The person: one of your personas.
- The environment: what they will try to do. For example, “make a medical appointment”.
- Journey Phases: in general, what steps do they follow to do this. For example: “find a doctor”, “contact the doctor’s office”, “follow the appointment process”.
- Actions, Mindsets, Emotions:
 - What is the person trying to do?
 - What are they thinking?
 - How are they feeling? (Frustrated? Happy? Doubtful?) This is indicated by a line.
- Opportunities: Your ideas on how to improve each part of the process.

User Journey Maps

CUSTOMER/USER JOURNEY MAP

SPECIFIC USER + SCENARIO + GOALS		
PHASE 1	PHASE 2	PHASE 3
1. _____ 2. _____ 	3. _____ 4. _____ 5. _____ 6. _____ 	7. _____ 8. _____ 9. _____ 
OPPORTUNITIES + INTERNAL OWNERSHIP		

NNGROUP.COM **NN/g**

Source: [NNG Journey Map Example](#) by Nielsen Normal Group



User Journey Maps

Created by HideMaru
from Noun Project

Let's create a map for one of our personas.

- Who are they?
- What do they want to do? Split by phases.
- What are they thinking, how are they feeling?
- What can we do to improve this experience?



User Journey Map Example

User: Alice: a 72 year old lady with poor understanding of technology; she is a client of the hospital and usually does everything via phone.

Environment: Alice needs to change the date of her next appointment and no one answers the phone at the hospital.



User Journey Map Example

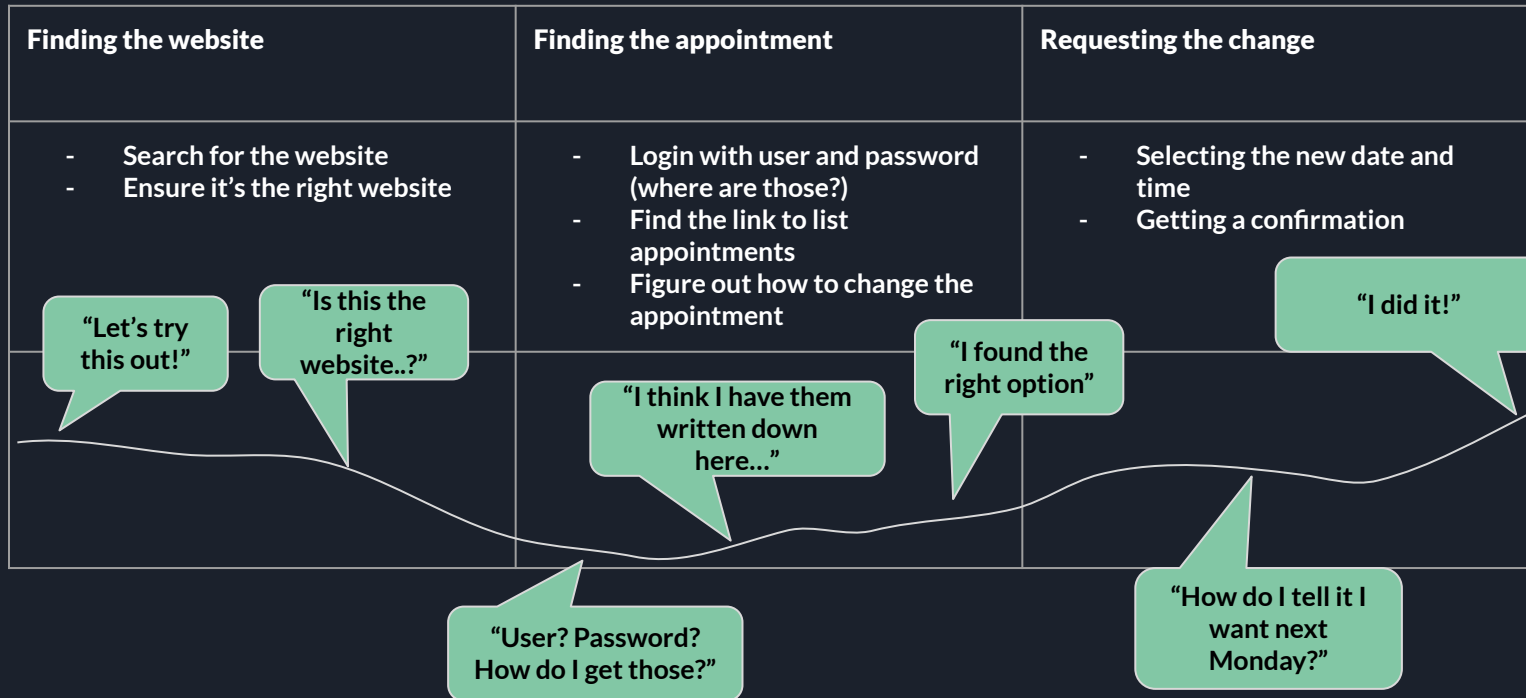
User: Alice: a 72 year old lady with poor understanding of technology; she is a client of the hospital and usually does everything via phone.

Environment: Alice needs to change the date of her next appointment and no one answers the phone at the hospital.

Phases:

Finding the website	Finding the appointment	Requesting the change
<ul style="list-style-type: none">- Search for the website- Ensure it's the right website	<ul style="list-style-type: none">- Login with user and password (where are those?)- Find the link to list appointments- Figure out how to change the appointment	<ul style="list-style-type: none">- Selecting the new date and time- Getting a confirmation

User Journey Map Example





User Journey Map Example

Opportunities:

- Make the website easy to find in Google.
- Make it very easy to recognize that this is the website for Bay Area Medical Center.
- Use big fonts and easy to understand words to find options such as appointments.
- Make sure users have help if they forgot usernames and passwords.
- Ensure the way to enter information, such as dates, is user friendly.

(but also:)

- Make sure there is 24/7 phone help



What's next?

Now that we have finished the discovery, in the next lessons we'll go through planning.