MIS 3504
Digital Design and Innovation
Class 10 – User Experience

PEOPLE

Prototyping and Design
...you will need to understand the viewpoints of a full range of people...that you can avoid the trap of designing for yourself

Bill Moggridge / Designing Interactions / Process
...designing interactions is enabled by prototyping...we arrive at good designs by prototyping early and often, ...trying out ideas as quickly and frequently as possible...by taking them to the users for responses and evaluations

Bill Moggridge / Designing Interactions / Process
...stop researching and let your tacit knowledge of the problem help you come up with design ideas, creative leaps, and first solutions

Bill Moggridge / Designing Interactions / Process
Moggridge’s Design Cycle

Evaluation → Constraints → Synthesis → Framing → Ideation → Envisioning → Selection → Uncertainty → Visualization → Prototyping → Evaluation

You are Here
What will your Persona Like?
Persona Definition

A quote

Defining characteristics

Hobbies

Age
Occupation
Location
Marital status
Children
Income
Education
Karel

„I like measuring tool. Sometimes I measure circuit where I run“.

Karel likes cycling and running but he doesn’t use tourist maps because they look so chaotic. Web map use only for searching addresses.

Age: 29
Position: Fitness coach
Family: Married, one child

Fairly comfortable with technology; use laptop with mouse; 10 hours per week online
Internet use: 100% at home

Favourite web map portal:

Mapy.cz
Process = SCENARIO
Understanding **HOW** people **will** do their work using your solution
DOCUMENT your SCENARIO in JustinMind
A well done scenario

Comments

By: Marcelo Blaz  at: 14/06/12 15:51
A success alert message alert should pop-up to the user.

By: Marcelo Blaz  at: 14/06/12 15:51
After user inputted all valid information and click the save button, system must persist all new user information on a database.

By: Marcelo Blaz  at: 14/06/12 15:50
System must show editable fields of all data inserted before by the user and validate any new information typed.

By: Marcelo Blaz  at: 14/06/12 15:40
System must validate if user login info is valid. If it is, system should open the view/edit subscriber data information page.

By: Marcelo Blaz  at: 14/06/12 15:39
If the user clicks on Subscriber Login, a new page containing a Email and Password field must open and the system must validate the entered data.

By: Marcelo Blaz  at: 14/06/12 15:39
A success alert message alert should pop-up to the user.

By: Marcelo Blaz  at: 14/06/12 15:37
After user inputted all valid information and click the save button, system must persist user information on a database and use persisted data to collect actual mailing list and statistics.

By: Marcelo Blaz  at: 14/06/12 15:35
User must be able to fill all information related to personal data, interests and demographic information and the system must validate required fields.

By: Marcelo Blaz  at: 14/06/12 15:30
If user selects to subscribe to CfEVA, a new page containing the fields for personal and demographic information must open.

By: Marcelo Blaz  at: 14/06/12 15:02
User must be able to select, on CfEVA website home page, if he wants to subscribe to CfEVA or Login (in case he already has a subscription)
1: The big picture
2: Where does the project begin and end
3: Where does Analysis and Design fit
Software Development Life Cycle

- Research
- Analysis
- Design
- Construction
- Implementation
- Maintenance
Simply **Stated**

Research – Find what inspires you
Analysis – What do you want it to do
Design – How do we do it
Construction – Build it
Implementation – Deploy it
Maintenance – Keep it running

What’s Next
What Makes a Good Design

- Do not clutter the screens
- Expand / Collapse information
- Use of icons and symbols
- Search
- Colors
- Navigation
- Controls
Do not clutter the screens
more is not better
Expand / Collapse information
Use icon symbols

Over come the language barrier
Search

Sort Method
- Newest to Oldest
- Oldest to Newest
- Alphabetical

Filter by Category
- General
- Web
- Business
- Tips
- Print

Search for photos, illustrations, video and audio

Enter Keyword(s)

- All Files
- Photos
- Illustrations
- Video
- Audio
- Flash
Colors Matter

COLOR EMOTION GUIDE

OPTIMISM, WARMTH, CHEERFUL, FRIENDLY, CREATIVE, BOLD, TRUST, PEACEFUL, BALANCE

brands: NBC, Google, Diversity, Coca-Cola, Target, eBay, Nike, McDonald's, Amazon, Dell, Sony, etc.
Solution Navigation
Intuitive Controls
Solution Evaluation Dimensions

• How well does the solution meet the sponsors objectives
• How complete is the solutions
• How correct is the solution
• Does the solution have a logical flow
• Is the solution appropriate given the assumptions and constraints

Your questions should generate constructive criticism and suggestions for improvement
Constructive Feedback

• Ask open-ended questions and follow-up on the answers
• Ask why, what, when, where, who and how
• Set a positive, helpful tone
• Identify weaknesses, discuss them and then suggest improvements
• Identify strengths, discuss them, and then offer extensions