



MIS 3504

Digital Design and Innovation

Class 10 – User Experience

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

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

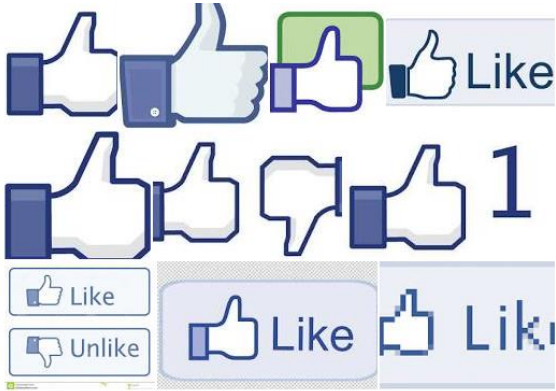
...designing interactions is enabled by prototyping...we arrive at good designs by prototyping early and often, ...trying out ideas as quickly and frequently as possible...by taking them to the users for responses and evaluations

...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





**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:



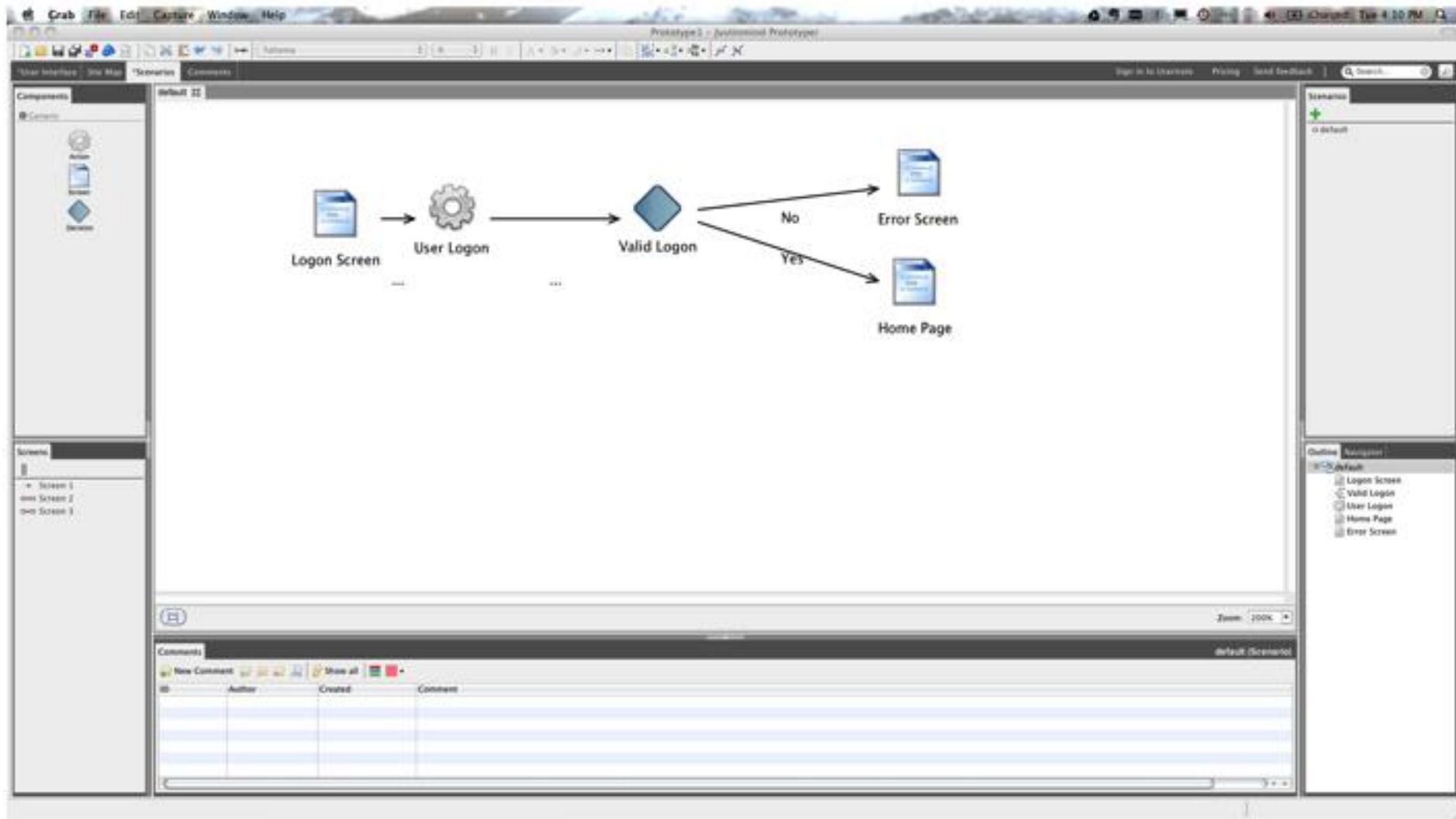
Mapy.cz

Process = SCENARIO

Understanding HOW
people will do their work
using your solution

DOCUMENT your SCENARIO
in JustinMind

Justinmind Scenarios



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

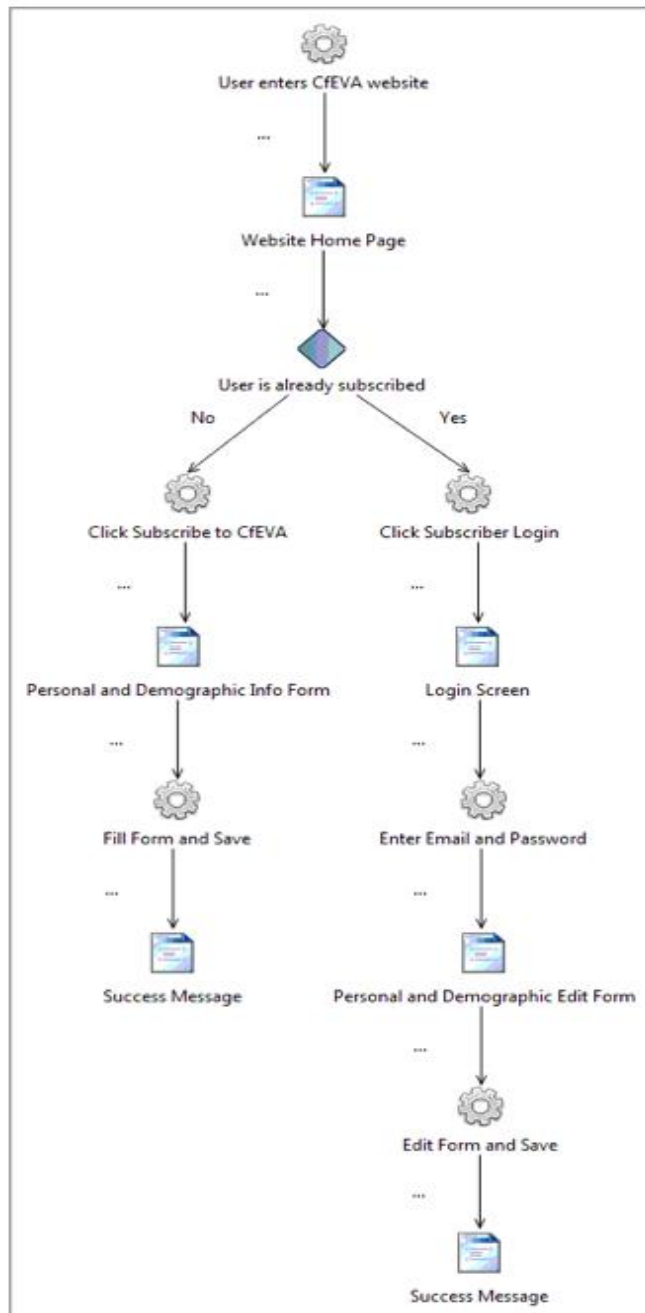
User must be able to fill all information related to personal data, interests and demographic information and the system must validate required fields.

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)



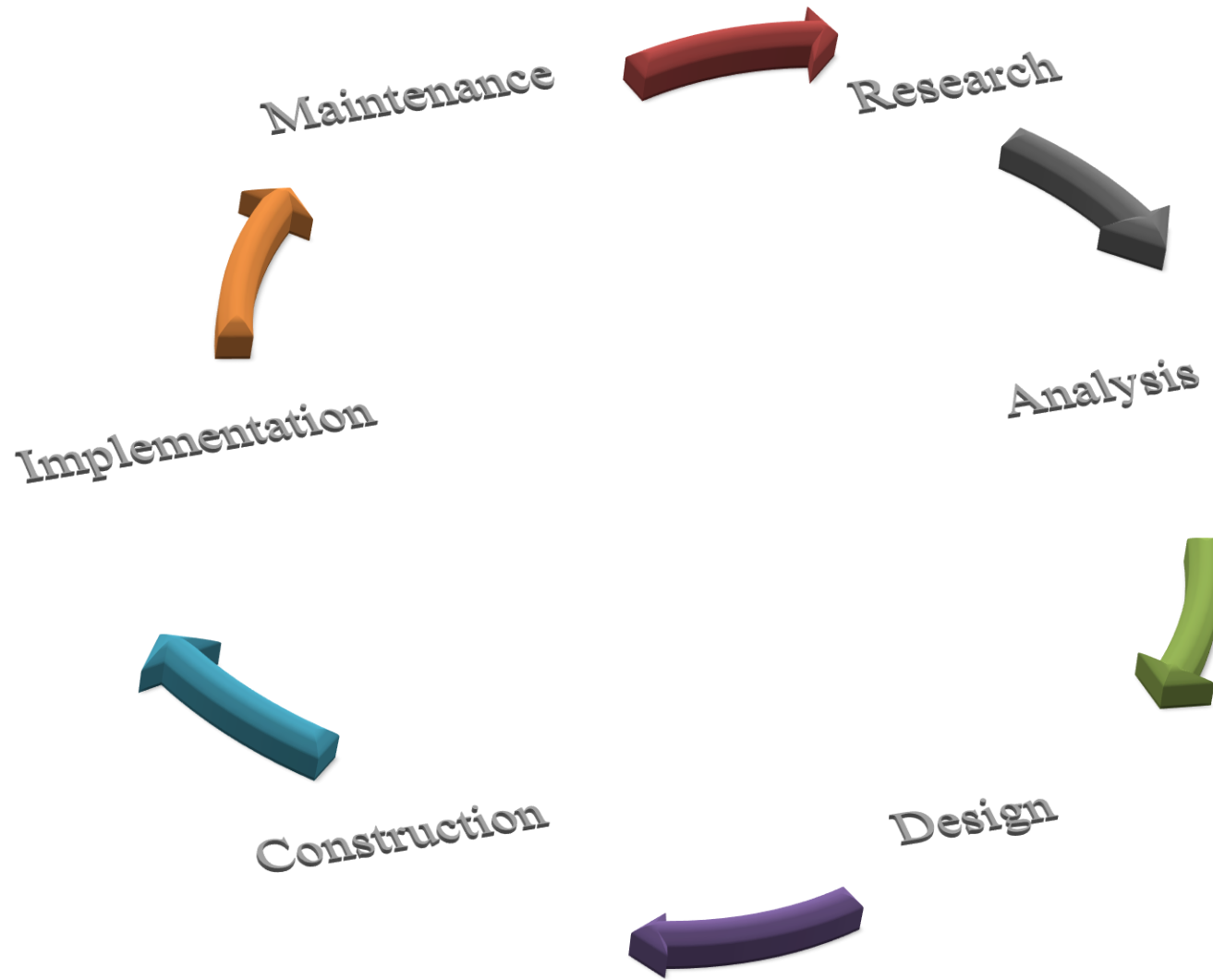
Software Solution **PROCESS**

1: The big picture

2: Where does the project begin and end

3: Where does Analysis and Design fit

Software Development **Life Cycle**



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

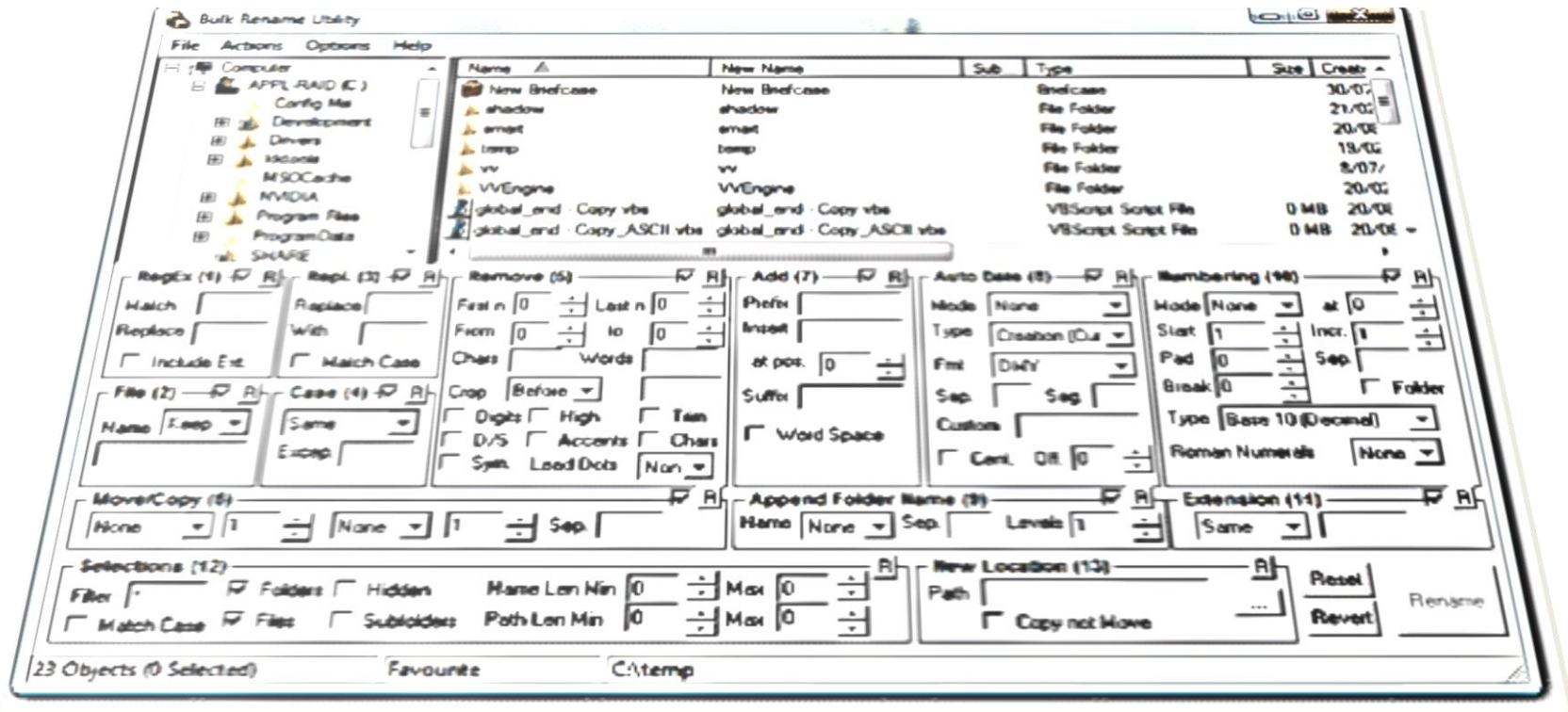
Maintenance – Keep it running

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



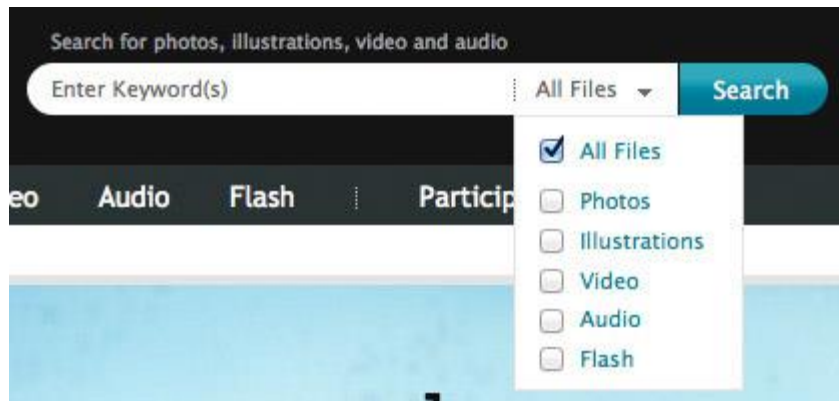
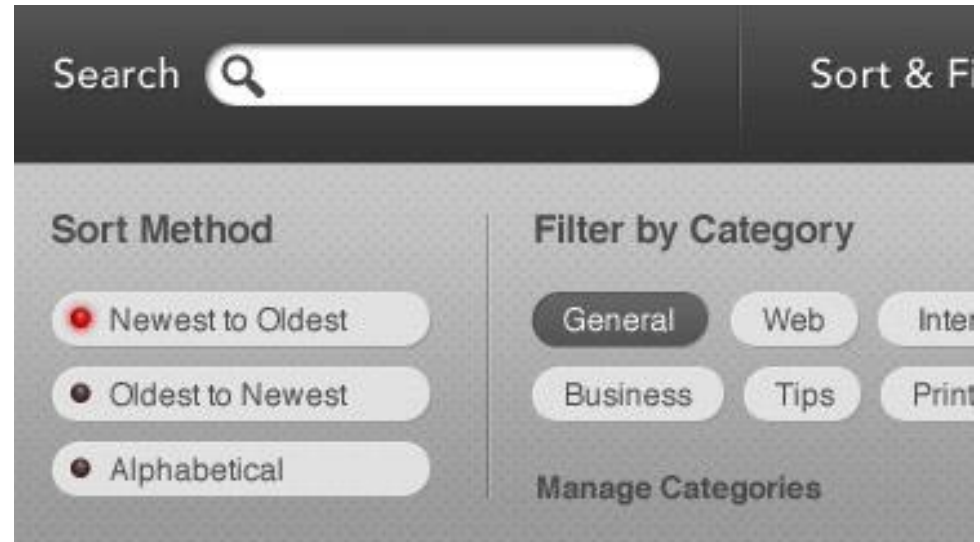


Use icon symbols

Over come the language barrier



Search



Colors Matter



[illegible]

Intuitive Controls



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Team REVIEW

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