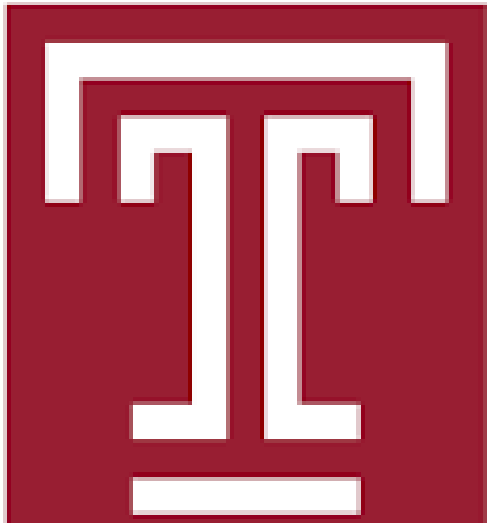
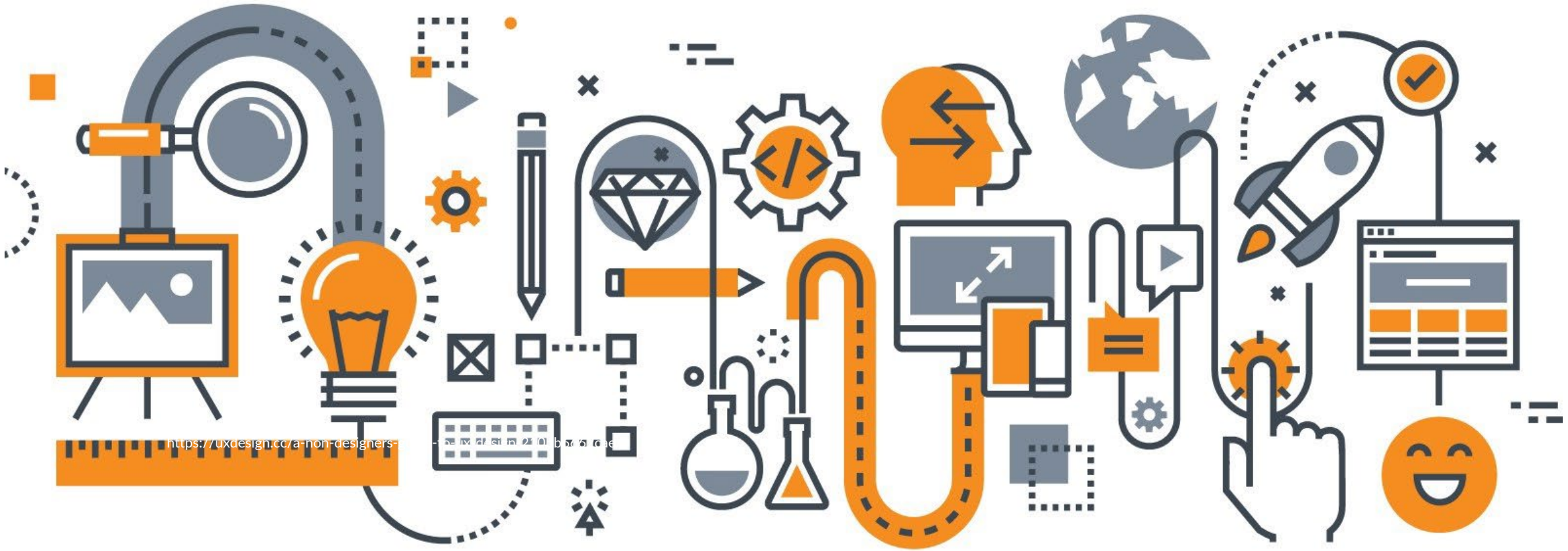
MIS 3506
User Experience Design

Amy Lavin
Professor, MIS

Fall 2023





Welcome Back

MIS 3506 Course Introduction

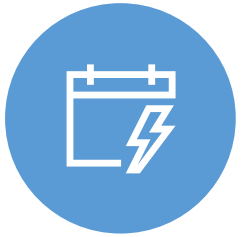
- **Education:** Temple: BBA, MBA, Ed.D
- **Background**: Marketing with a slide into Information Systems
- **Consulting Work**: PowerCAMPUS, Salesforce, Concur, Banner
- **Academics:** Director, MS-Digital Innovation in Marketing, Intro to MIS, UX, Data Analytics, Data Science, Business Intelligence, Digital Innovation Capstone, Managing with Data
- Certification: Google Analytics, Adobe

Relevant Info:

AMYL@TEMPLE.EDU

SPEAKMAN 209G

215-204-3196



OFFICE HOURS

M/W: 11:30-12

F: 10-11

BY APPOINTMENT

MARCH MADNESS

91

KWIK-E-MART
NOVELTIES

1. Introduction & Overview

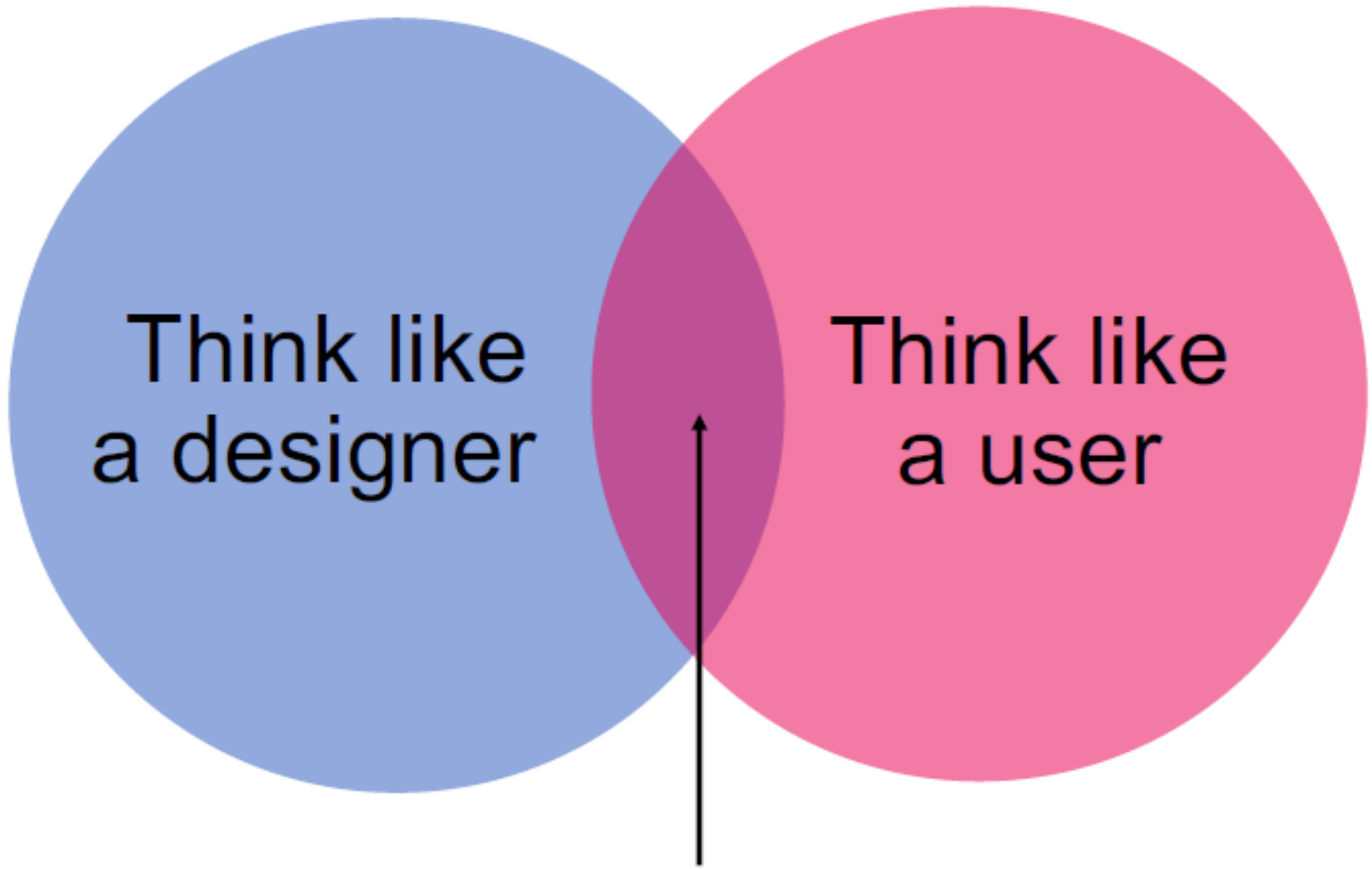
Let’s Get Started

We’re Back….

How we can all make this class great together…

- Participate and Engage in Class and In Teams
- Be Respectful and Fair
- Be Curious and Don’t Be Afraid to Make Mistakes
- Give Thoughtful and Constructive Feedback

Throughout the class you'll be challenged to…



When you start to think from BOTH perspectives you come up with a GREAT user experience

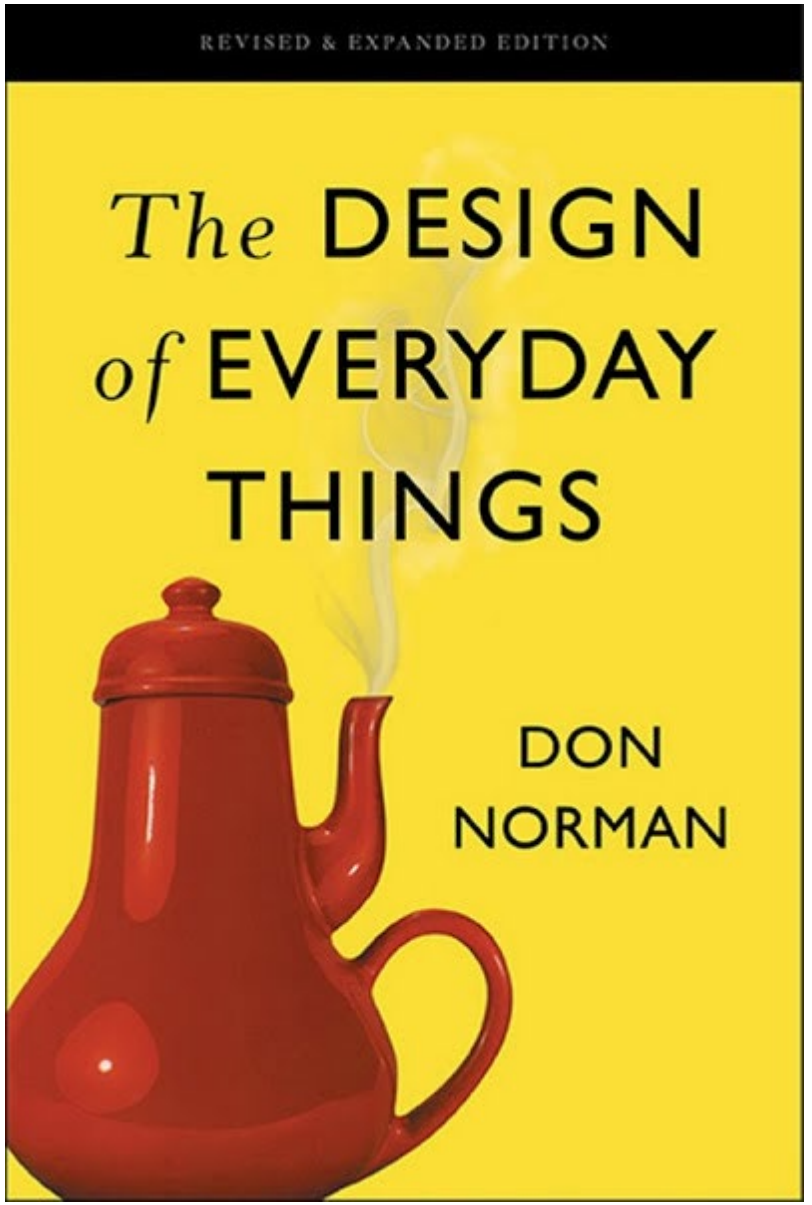
Primary Course Objectives

- Describe, scope, and build a complete user experience.
- Understand the role of usability and design principles
- Understand the role of requirements and goals
- Build innovative and pleasurable user interfaces that achieve human, social, organizational, and business model goals.
- Evaluate user experiences.

https://www.justinmind.com/blog/10-must-have-skills-for-ux-designers/

Text Book

The Design of Everyday Things
Revised and Expanded Edition 2013
(do not buy the older version)



Course Site:

https://community.mis.temple.edu/mis3506sec001fall2023

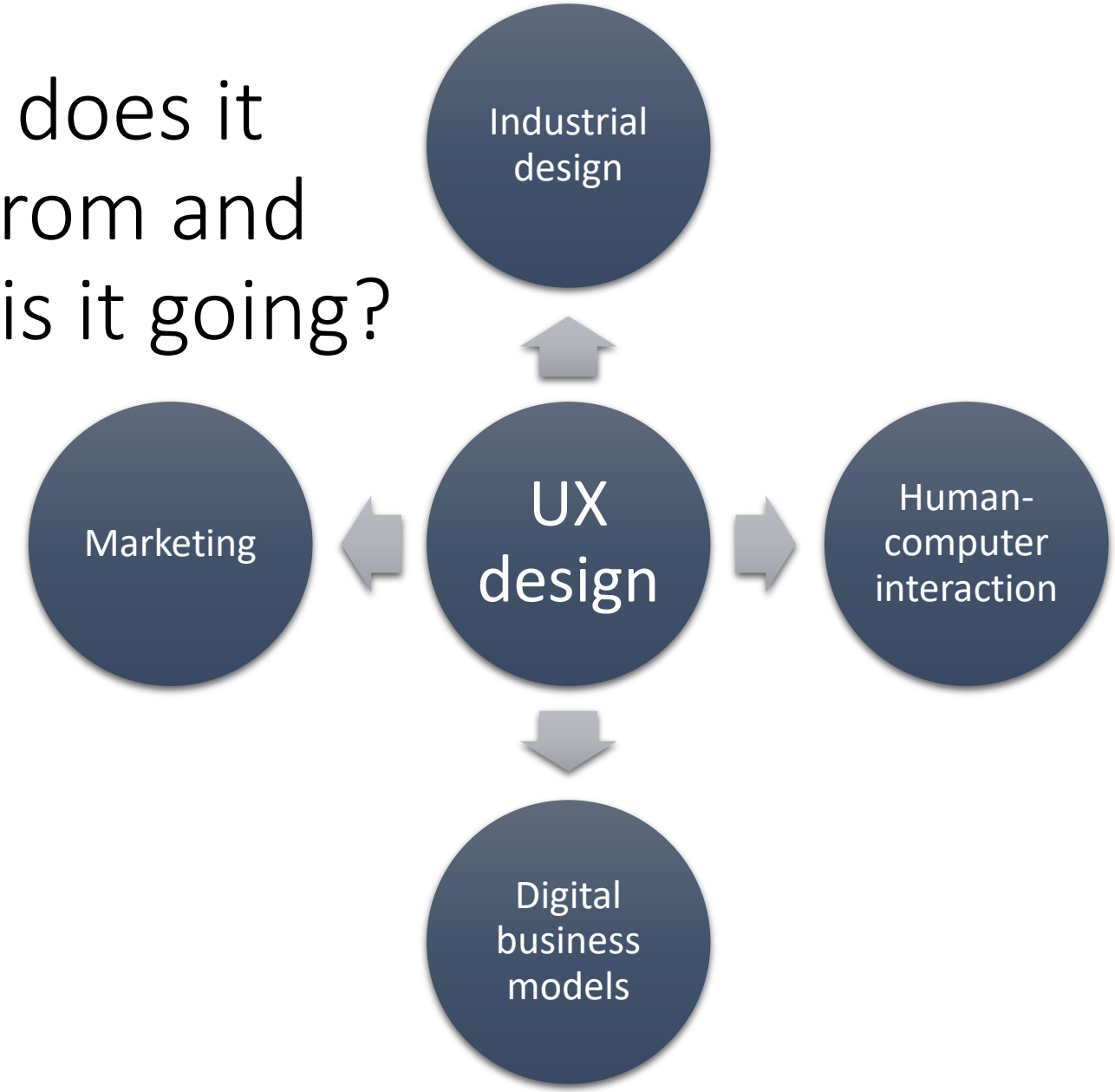
& Canvas for deliverables

The Term “UX”

Hello
my name is

What is Your User Experience?

Where does it come from and where is it going?



Digital product management

Product Manager/MIS/UX Tie In

Blending of soft and hard skills

Manage requirements

Deliver products the align with Business Goals

Balance multiple stakeholders & understand all needs

CIO Article: What is a product manager? A complex, cross-functional role in IT

Design Thinking Process (Product Manager)

Empathetic Problem Solver

Viewing from Multiple Perspectives

Brainstorming Solutions for Prototyping & Testing

"You've got to start with the customer experience and work back toward the technology, not the other way around."

- Steve Jobs

What is UX?

User Experience (UX) refers to a person's **emotions and attitudes** about using a particular product, system or service.

…the practical, experiential, affective, meaningful and valuable aspects of human–computer **interaction** and product ownership.

…a person's **perceptions** of system aspects such as utility, ease of use and efficiency.

…**subjective** in nature to the degree that it is about individual perception and thought with respect to the system.

… **dynamic** as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.

…user experience is about how the **user interacts** with and **experiences** the product.

Source: https://en.wikipedia.org/wiki/User_experience

Design Innovation is about generating ideas that are humanly desirable, technologically feasible, and financially viable. It is an idea that applies to all fields and people of all backgrounds.

Who is Responsible for the User Experience?

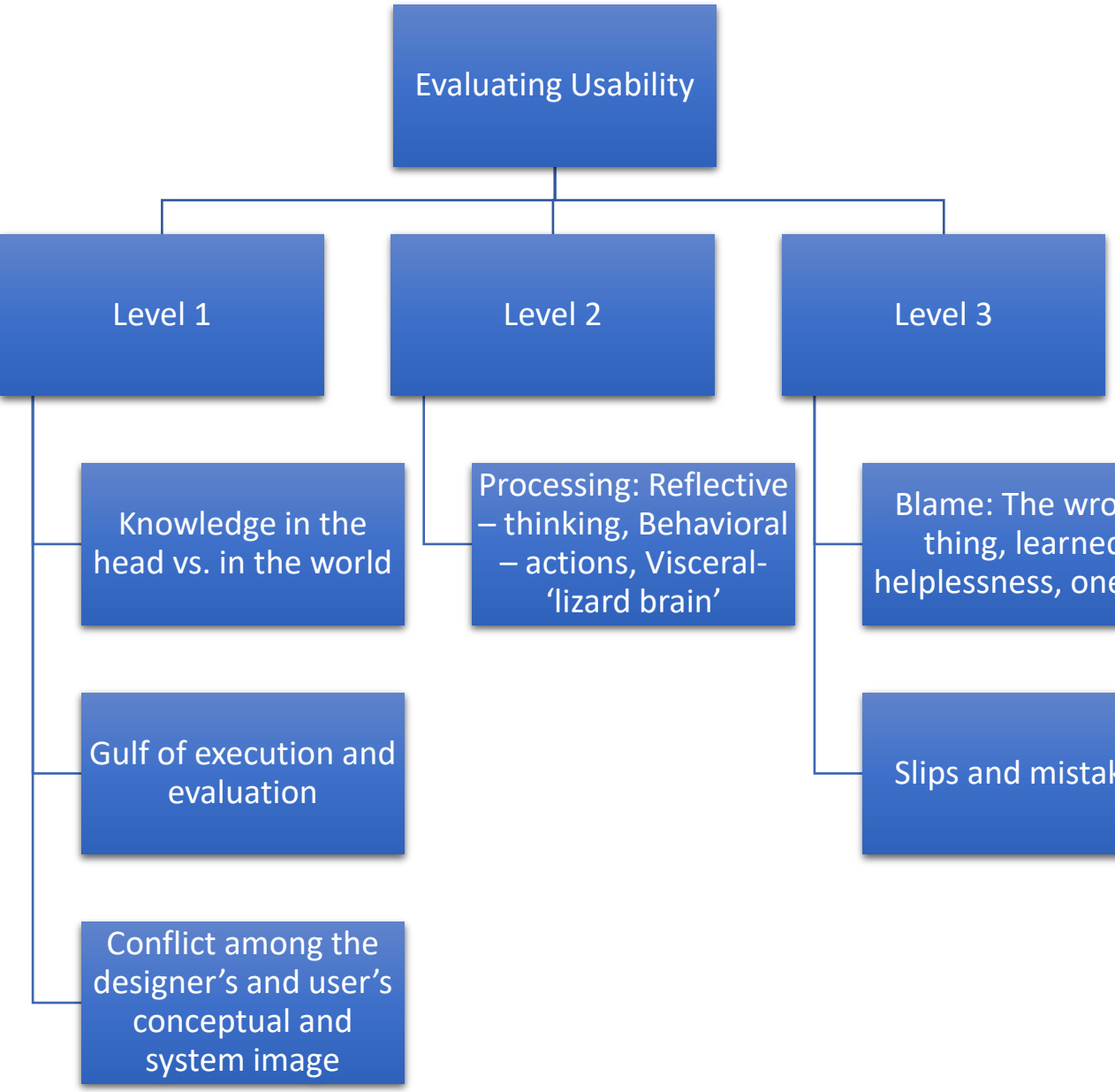
- CEO?
- Product Owner?
- UX Designer?
- Marketing?
- IT?
- Reality – Everyone! Customer should be delighted in every step of the process:
  - CEO
  - Marketing
  - User Experience
  - Customer Service
  - IT

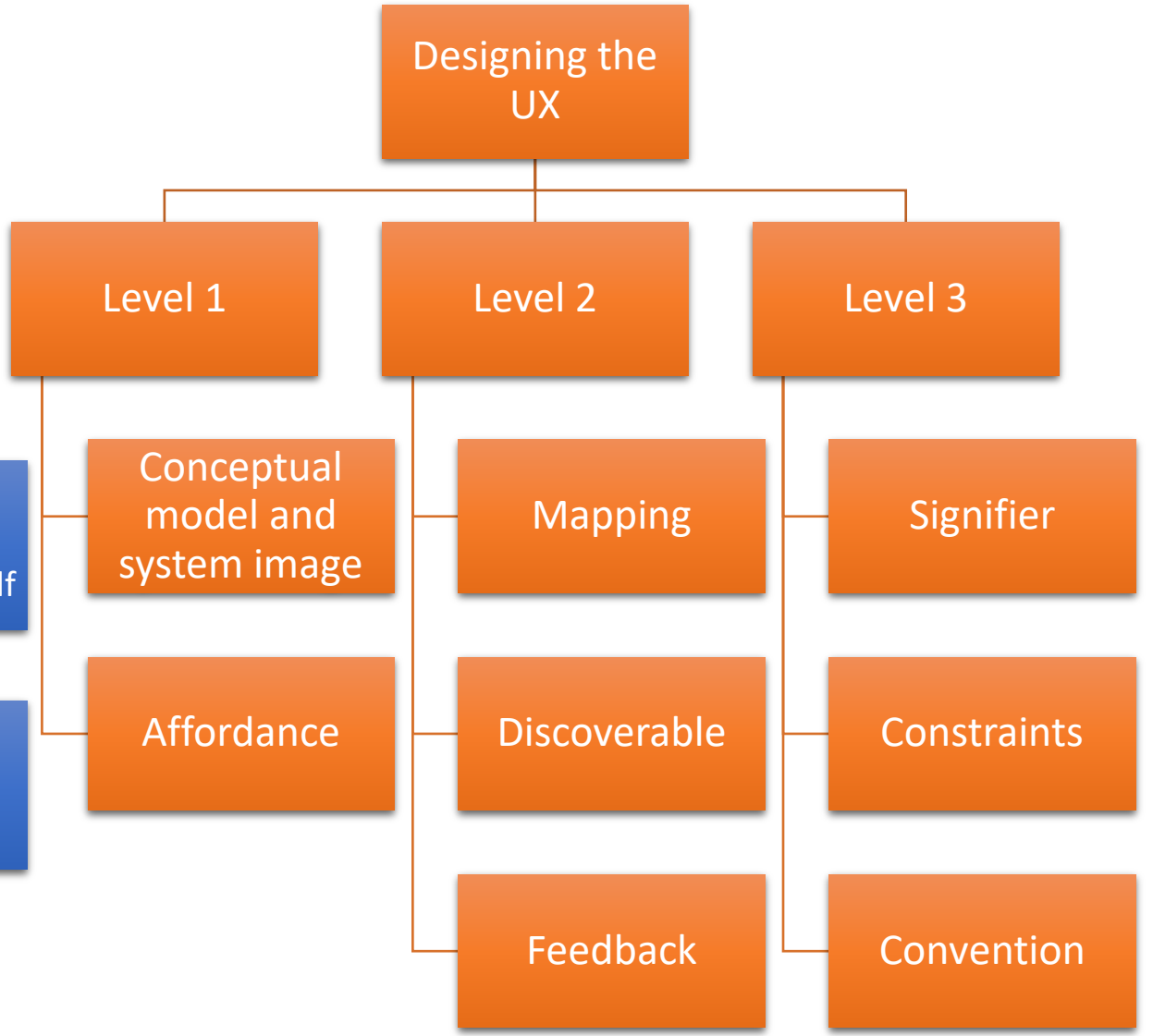
What is this course about?

Learning the UX concept

Evaluating Usability

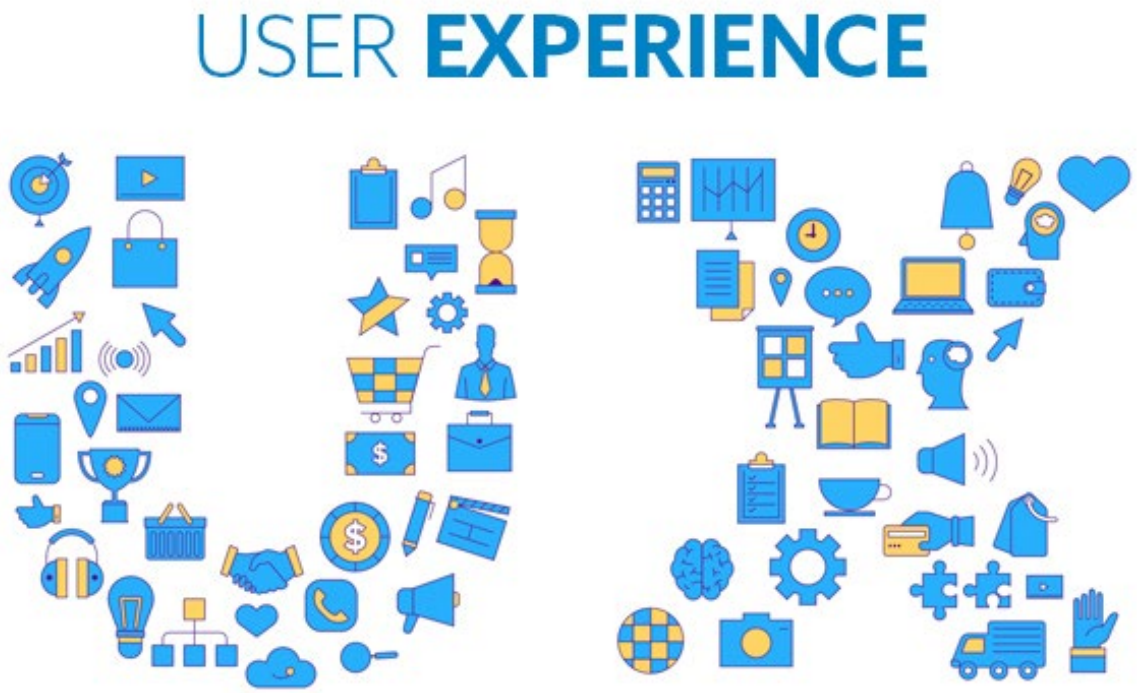
Designing the UX


Evaluating Usability
Level 1
Level 2
Level 3
Knowledge in the head vs. in the world
Gulf of execution and evaluation
Conflict among the designer's and user's conceptual and system image
Processing: Reflective – thinking, Behavioral – actions, Visceral- 'lizard brain'
Blame: The wrong thing, learned helplessness, oneself
Slips and mistakes


Designing the UX
Level 1
Level 2
Level 3
Conceptual model and system image
Affordance
Mapping
Discoverable
Feedback
Signifier
Constraints
Convention

Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.
— Donald A. Norman —
AZ QUOTES

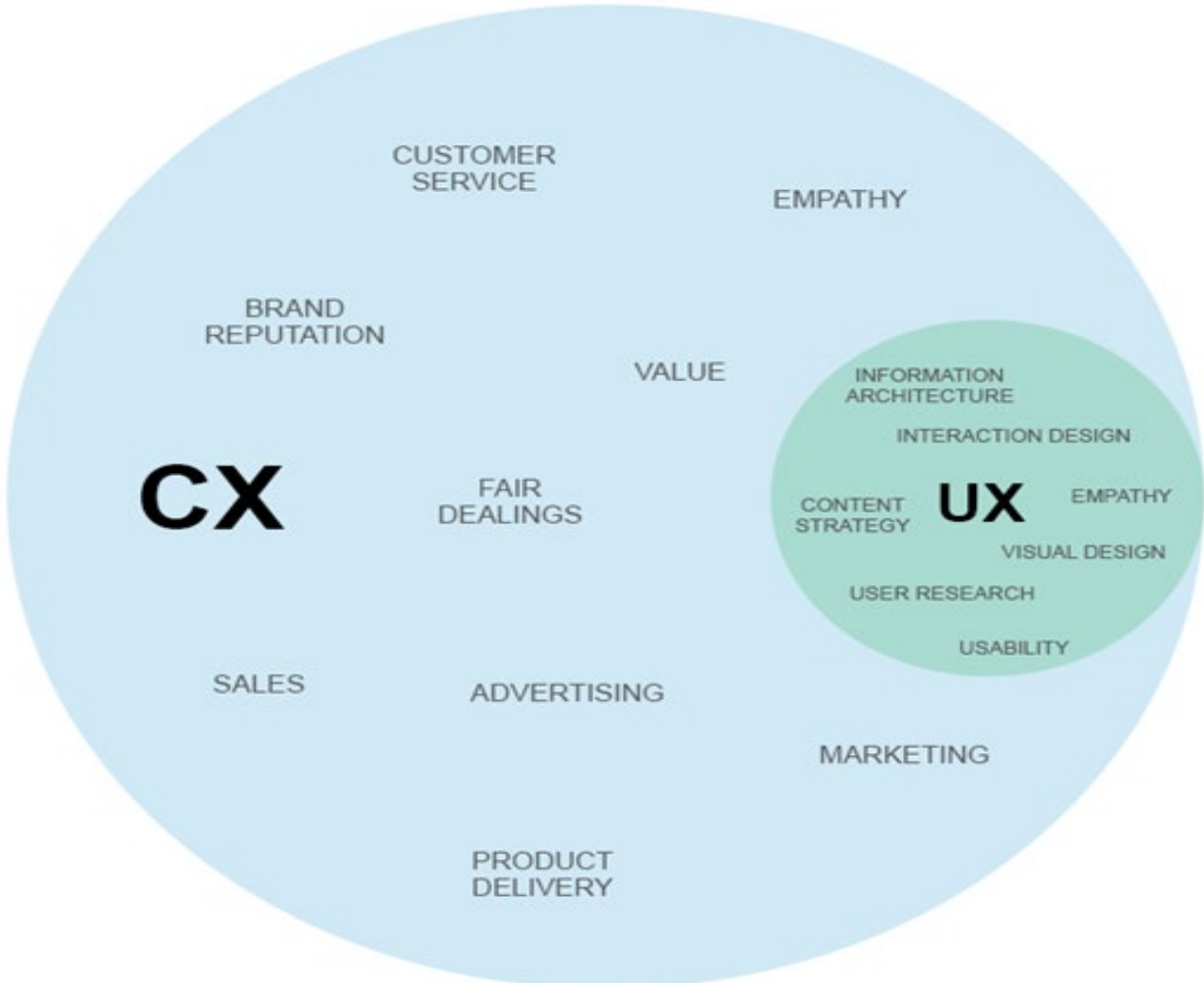
UX DESIGN
INTERFACE
NAVIGATION
STRUCTURING
DESIGN
HCI
USER RESEARCH
USABILITY
ACCESSIBILITY



A Moment of Reflection…

Think about an app or site that you have recently interacted with for the first time.

Reflect on how that experience left you feeling – what actions did you take after the experience?

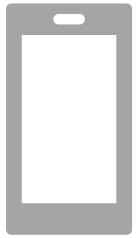

CUSTOMER SERVICE
EMPATHY
BRAND REPUTATION
VALUE
INFORMATION ARCHITECTURE
INTERACTION DESIGN
CX
FAIR DEALINGS
CONTENT STRATEGY
UX
EMPATHY
VISUAL DESIGN
USER RESEARCH
USABILITY
SALES
ADVERTISING
MARKETING
PRODUCT DELIVERY

2022 Statistics

5.1+ Billion Internet Users

Averaging 6.43 Hours on the Internet Per Day

1.9 Billion Websites



58.4% of time is spent on a mobile device

https://www.websitehostingrating.com/internet-statistics-facts/

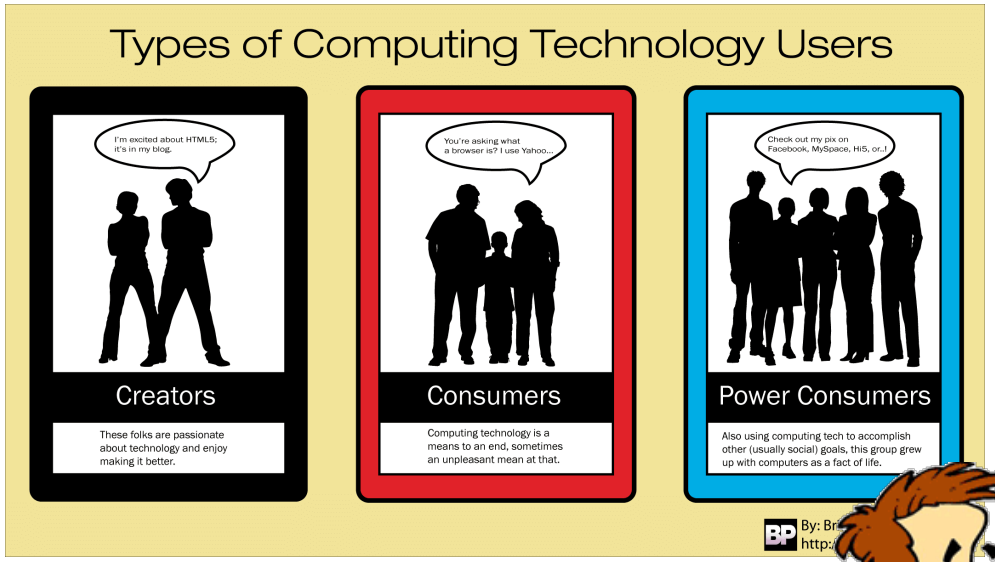
Nearly 8 out of 10 customers will STOP engaging with content that does not display well on their devices.

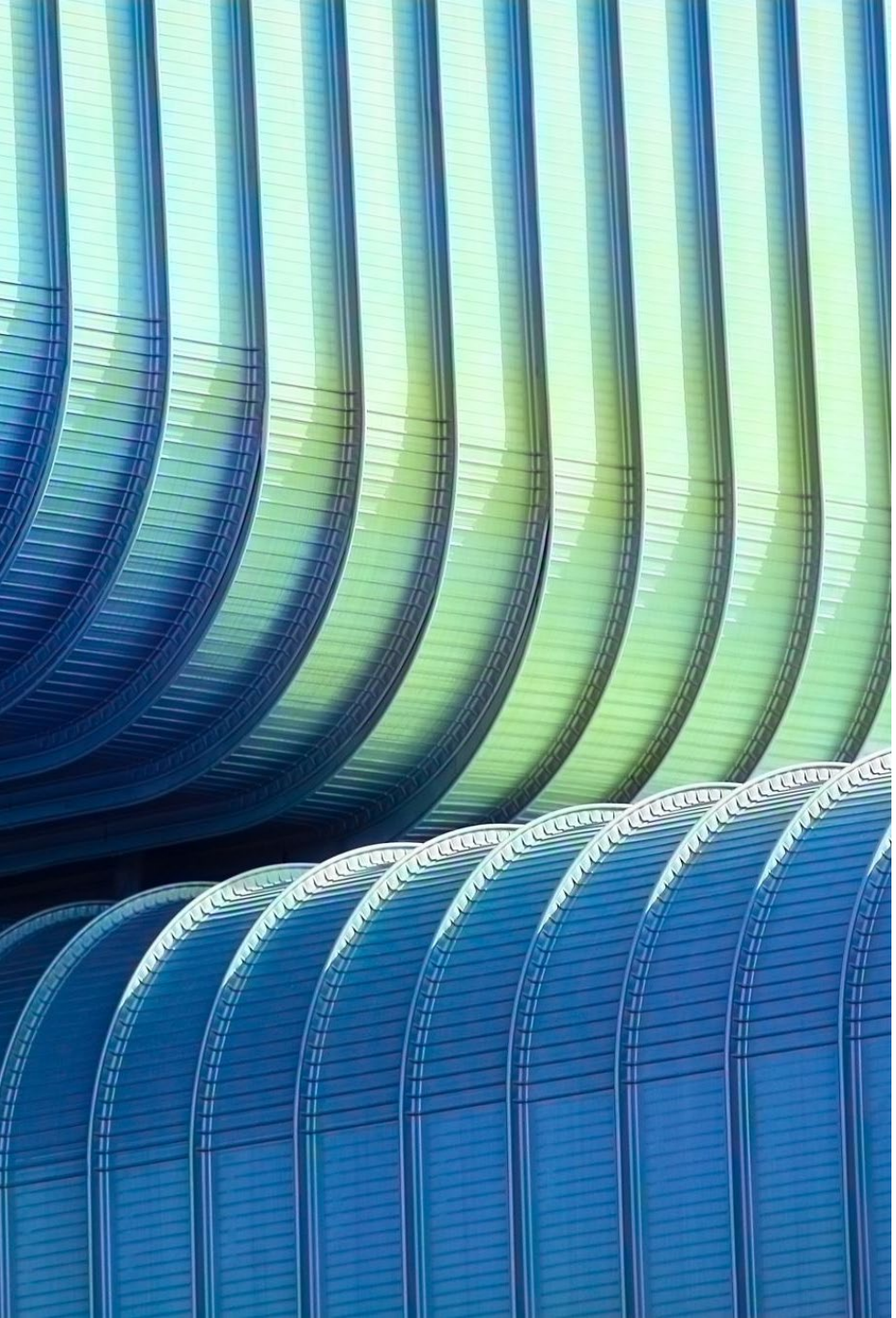
What underlies the UX?

Systems

Processes

What does UX require?





The world according to Norman

Discoverability

Affordance

Signifiers

Mapping

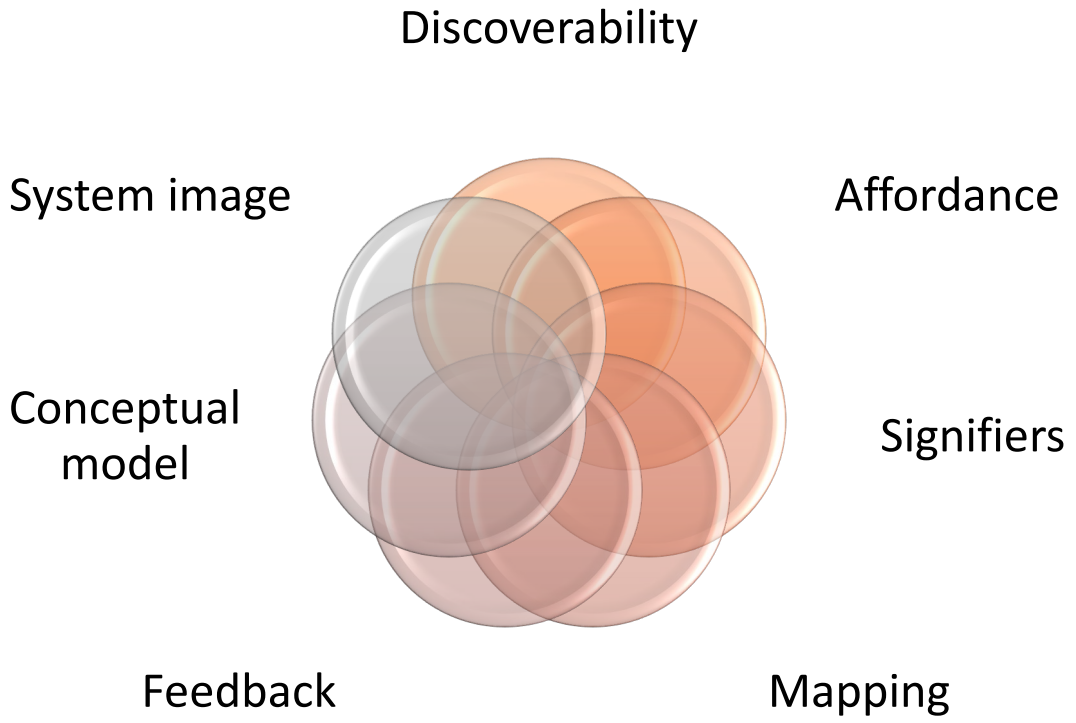
Feedback

Conceptual model

System image

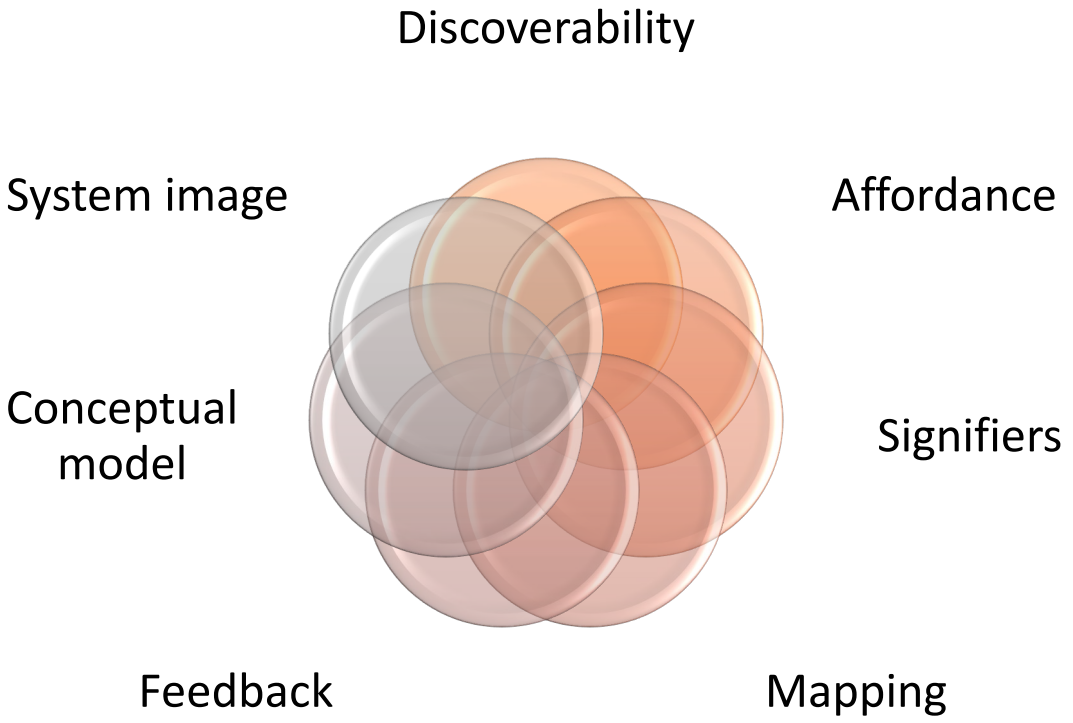
Discoverability

- Is it possible to figure out what actions are possible?
- Is it possible to figure out how to perform them?



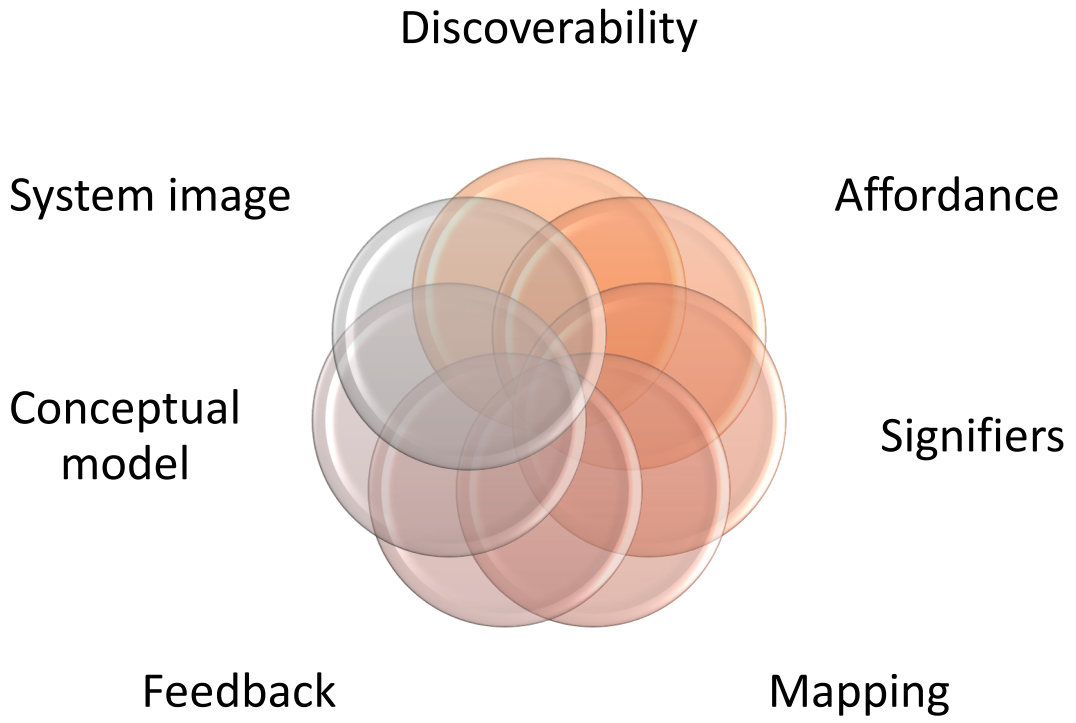
Understanding

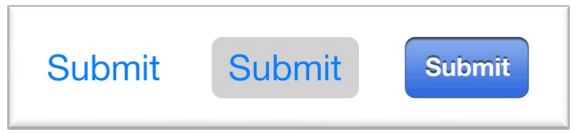
- What does it all mean?
- How is the product supposed to be used?
- What does everything mean?

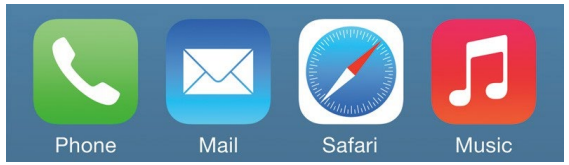


Affordances

- Relationship between properties and capabilities
- Perceivable
- Critical for designers
- Implied by the design details



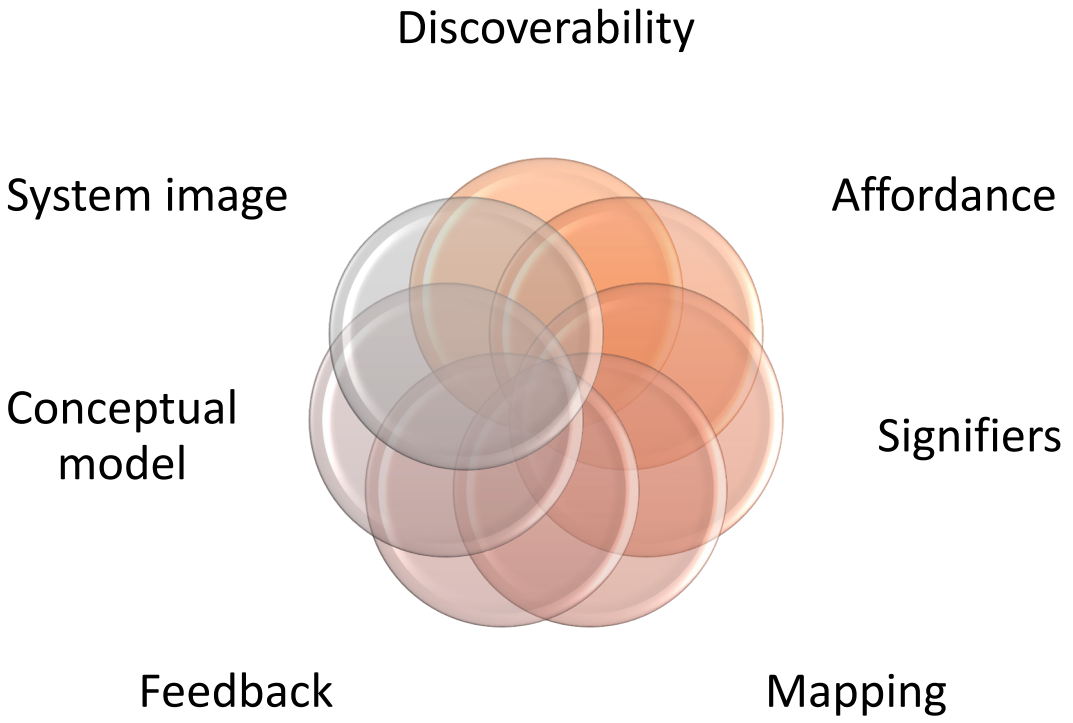


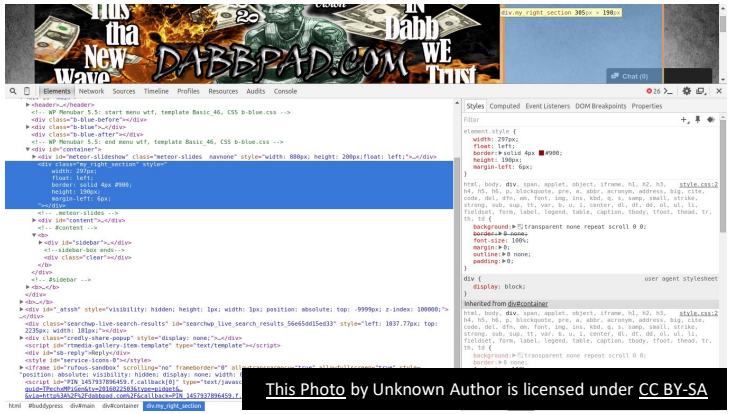


Affordance Examples

Signifiers

- Anything that may signal meaningful information
- What people need
- Any remark or sound, a perceivable indicator that communicates appropriate behavior
- Communication device





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Signifier Examples

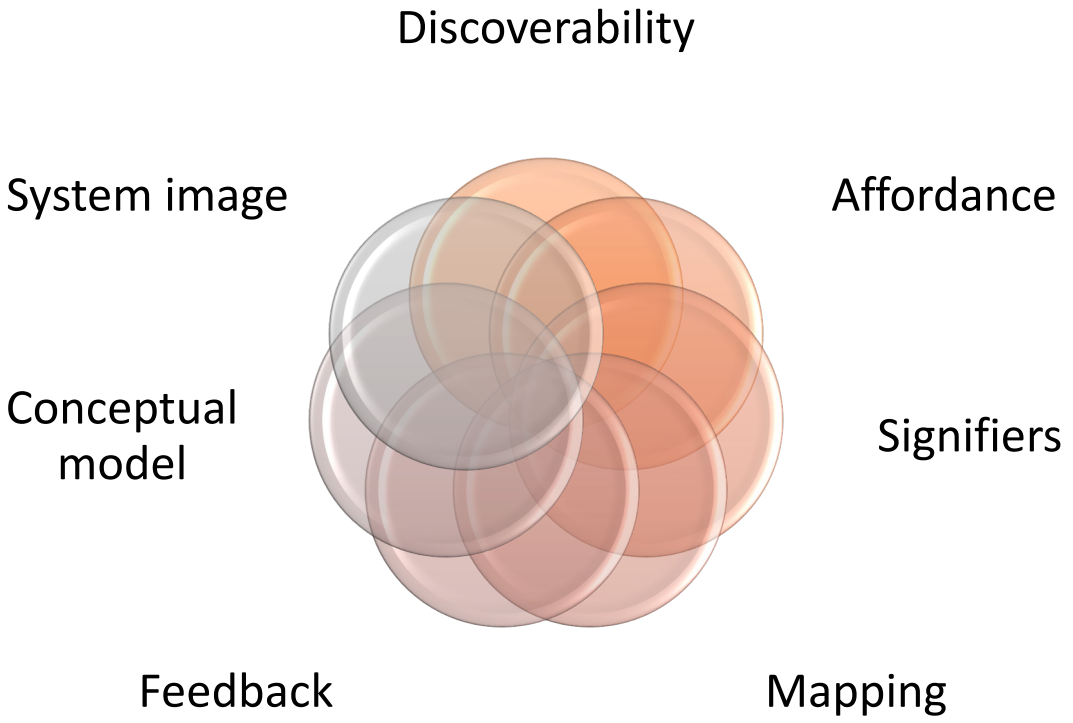
Affordances vs. Signifiers

- Affordances determine what actions are possible. *“Afford the ability to do something”*

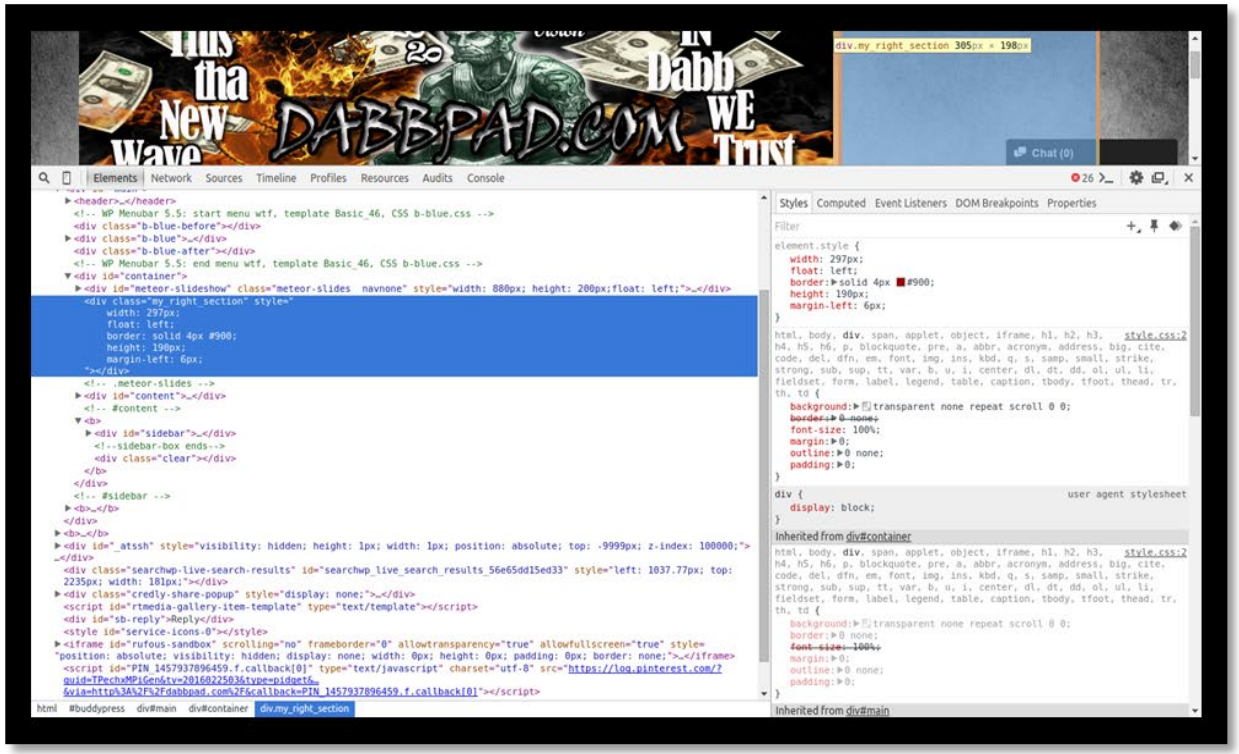
- Signifiers communicate where the action should take place. *“Signify what to do”*

Mapping

- Relationship between the elements of two sets of things
- A device is easy to use when the set of possible actions is visible

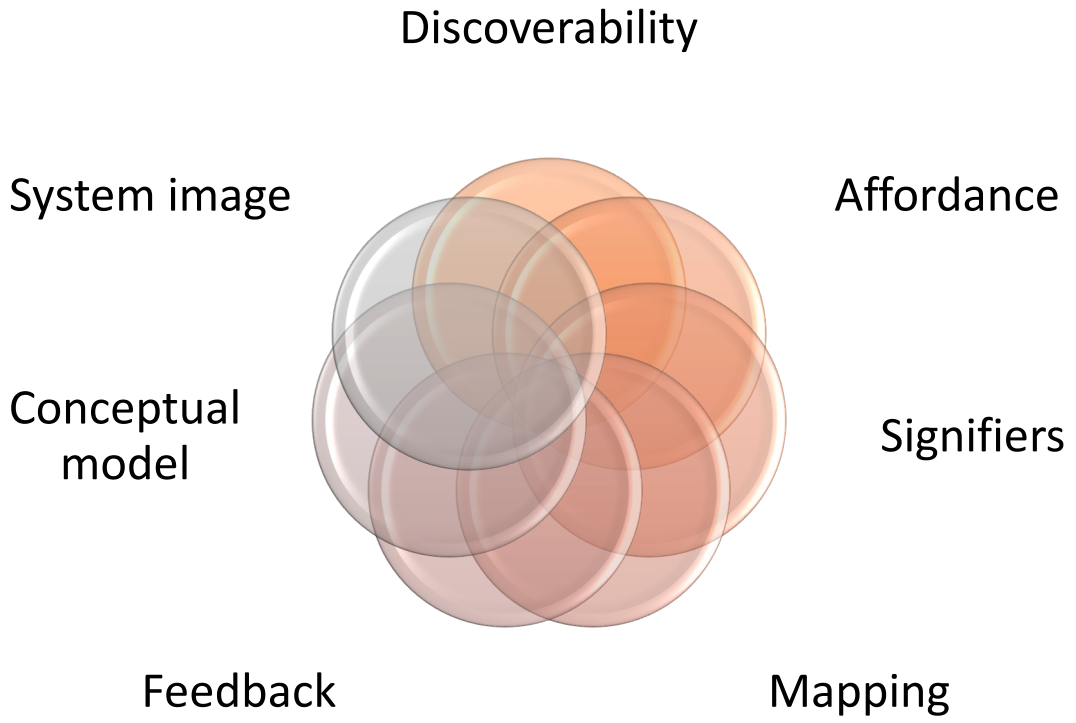


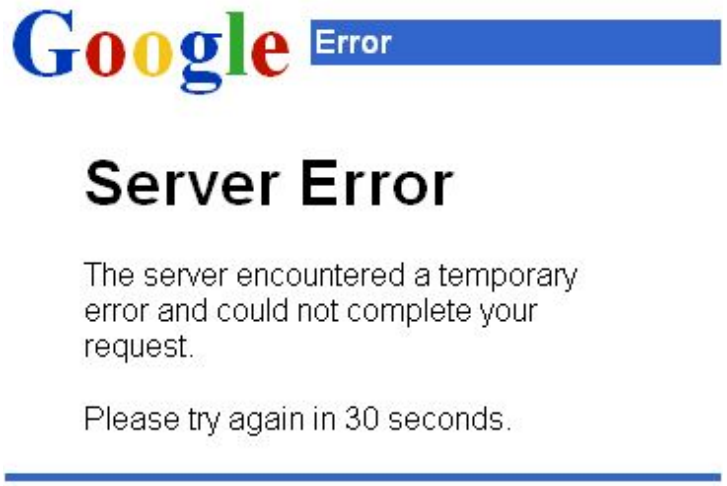
Mapping Examples

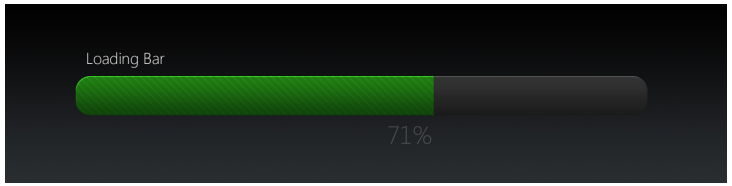


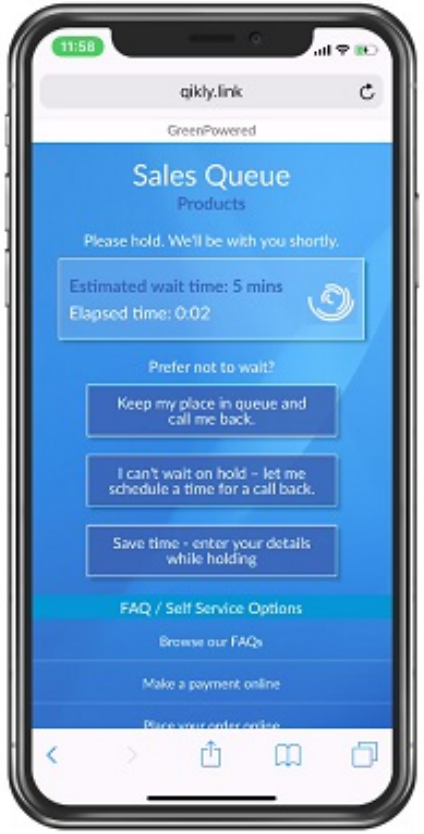
Feedback

- Communicating the results of an action
- Immediate
- Informative





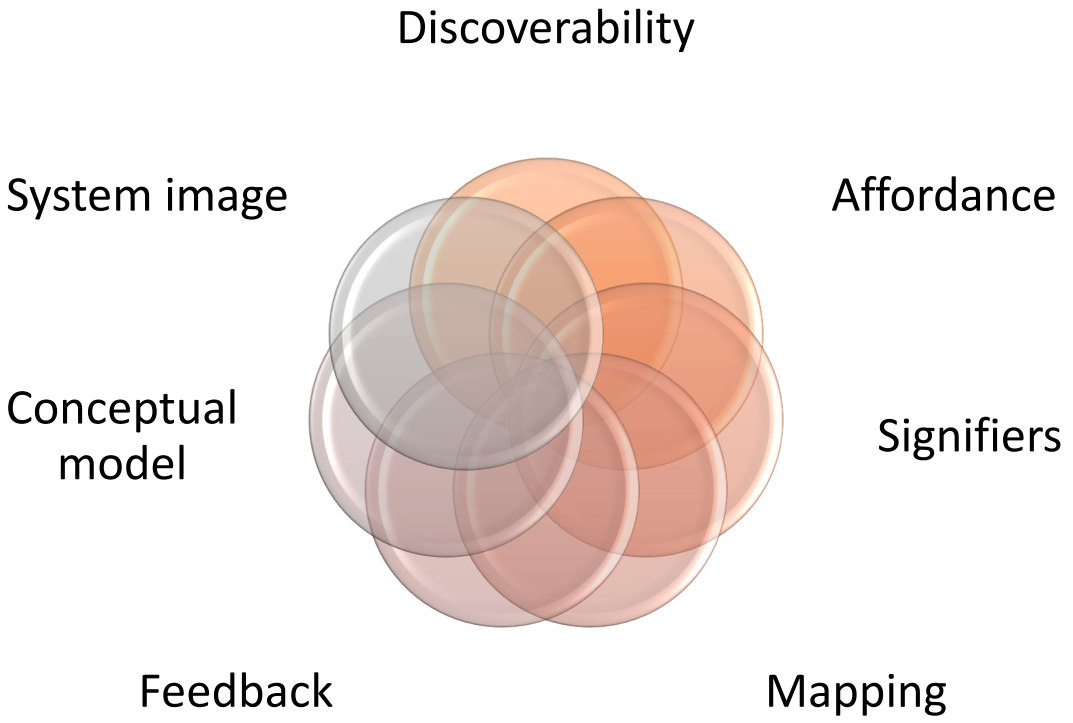




Feedback Examples

Conceptual Model

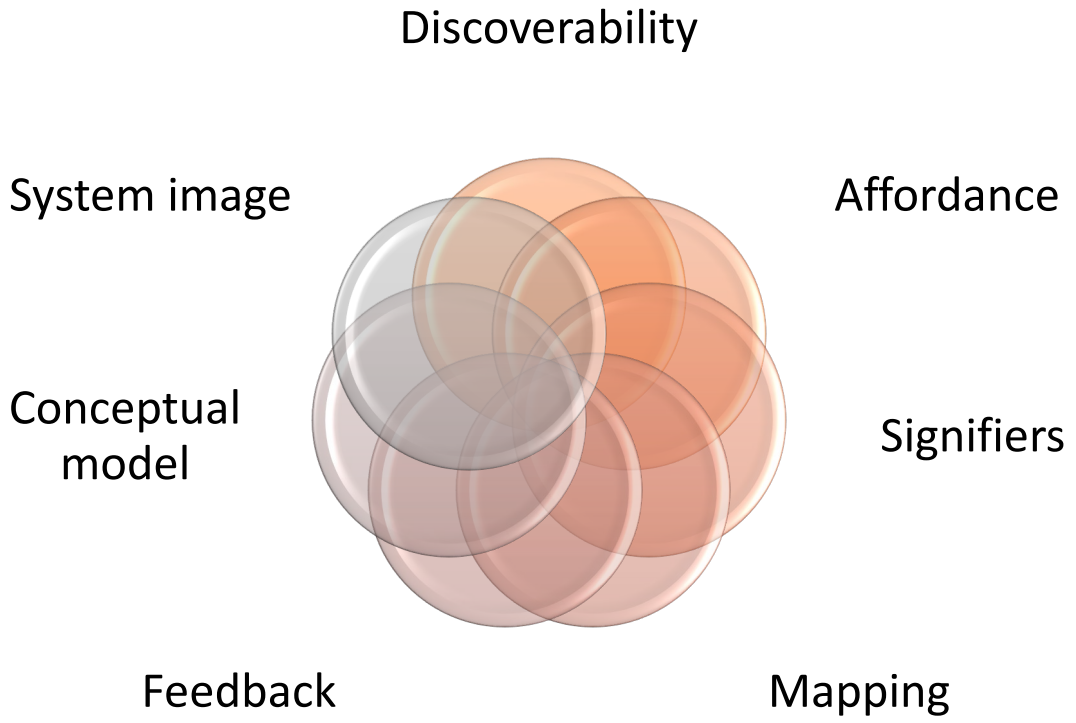
- Represent our understanding of how things work
- Framed by the affordances, signifiers, constraints and mappings
- Mental Model



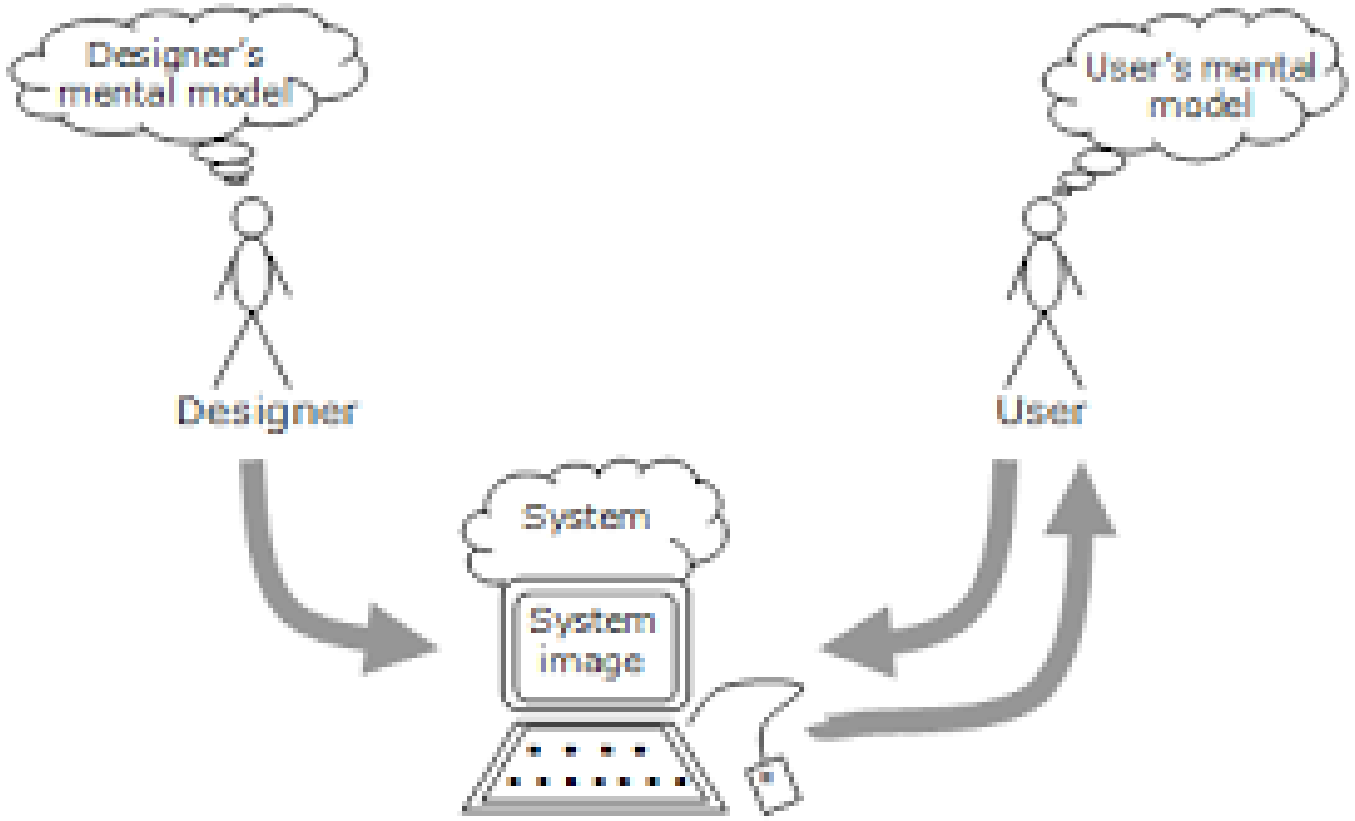
Conceptual Map Examples

System Image

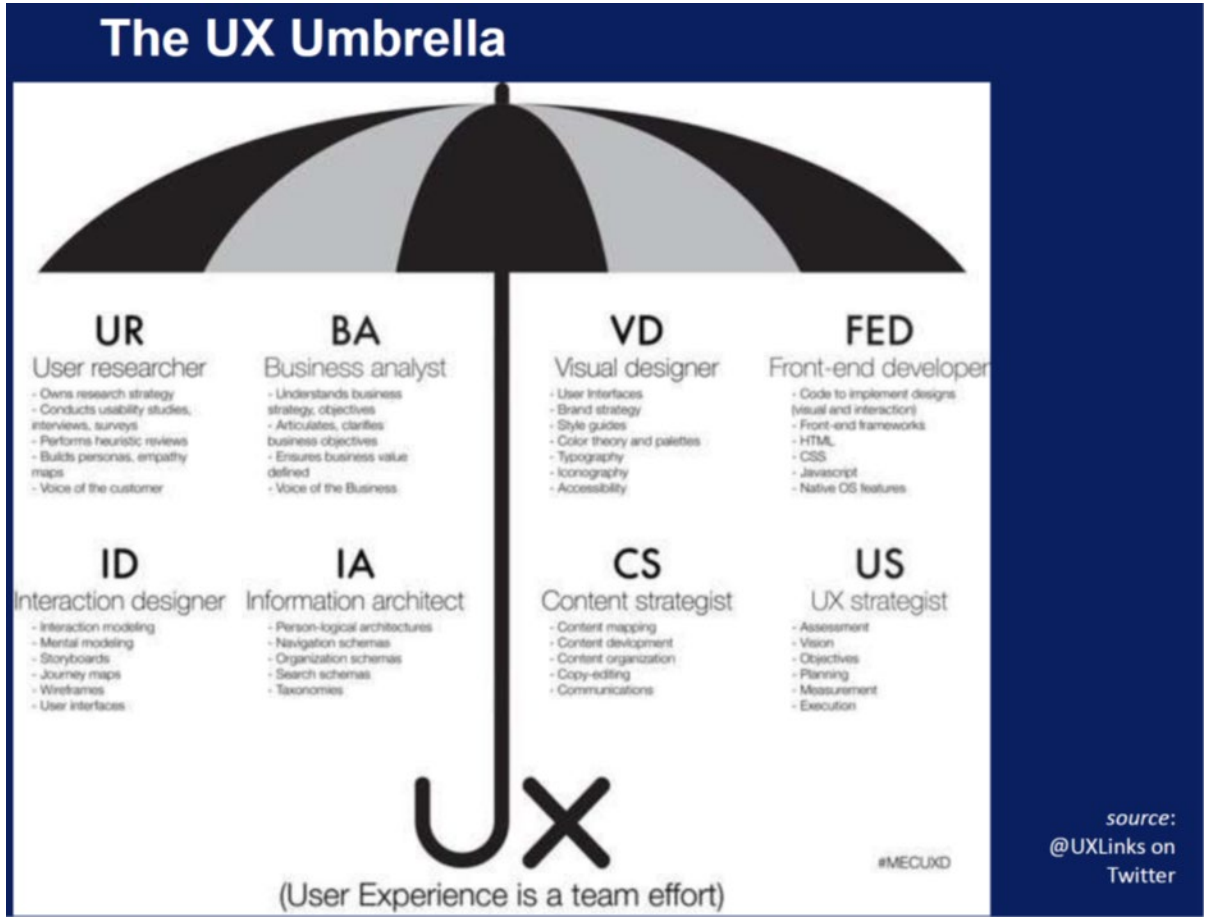
- Designer’s Concept
- User’s Concept
- Communication is the key



System Image



Why should you care?



In-class exercise questions

Where am I?

Where should I start?

Where did they put?

What are the important..?

Why did they call it that?

Take notes!