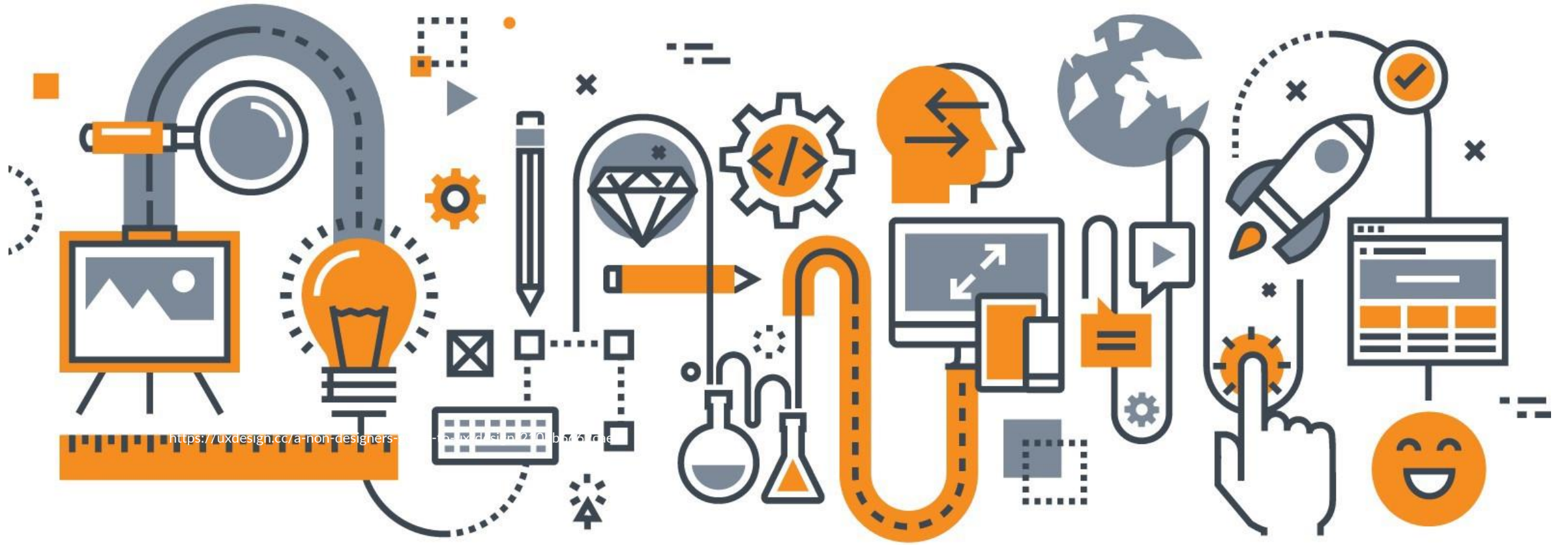


MIS 3506  
Digital Solutions Studio  
Amy Lavin  
Professor, MIS  
Fall 2022



<https://uxdesign.cc/a-non-designers>

UX Design Course Introduction

# Welcome Back

MIS 3506 Course Introduction

ME  
ME  
ME



- **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:



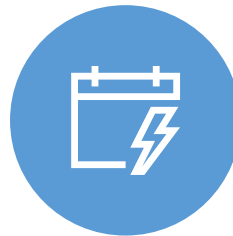
AMYL@TEMPLE.EDU



SPEAKMAN 209G



215-204-3196



OFFICE HOURS



M/W: 11-12



BY APPOINTMENT



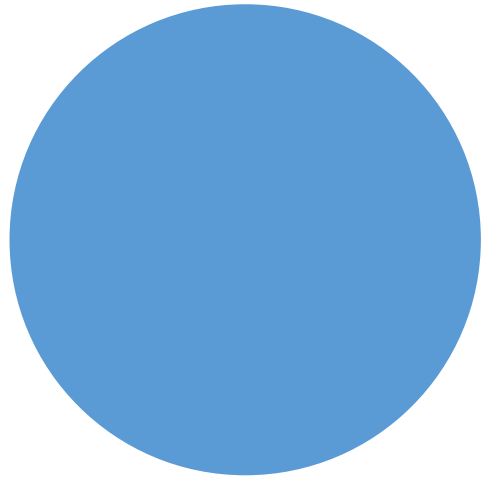




# MEET YOUR ITA!

- ABBEY HELTERBRAN
- SENIOR, MIS MAJOR
- FROM PITTSBURGH, PA
- TOUR GUIDE, AIS EBOARD
- [AHELTERBRAN@TEMPLE.EDU](mailto:AHELTERBRAN@TEMPLE.EDU)
- OFFICE HOURS FRIDAY 1-3PM





# Introduction & Overview



1.

**Let's Get Started**

We're Back....

**(and I don't know about you, but I couldn't be happier...)**





# How we can all make this class great together...

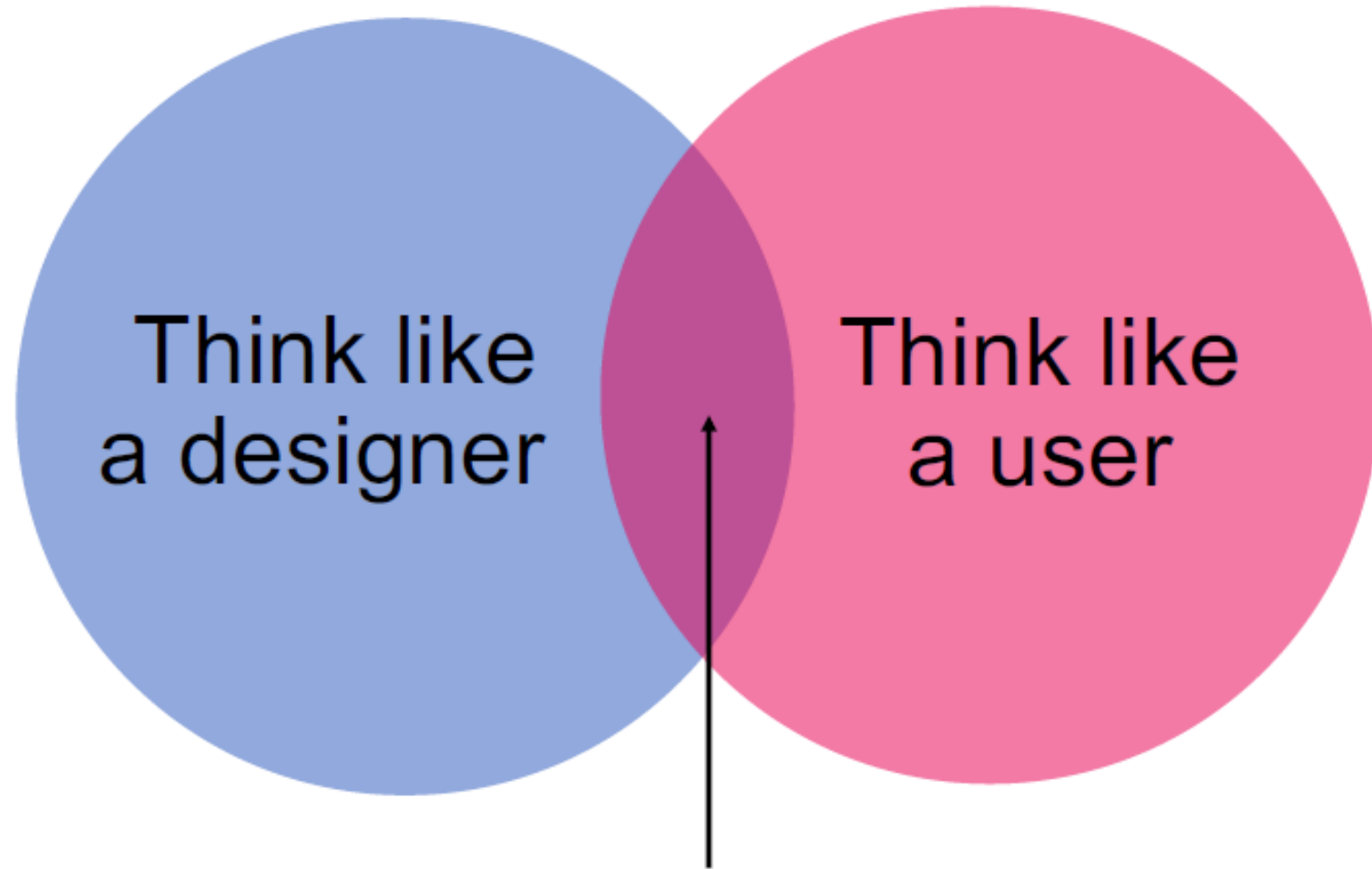
**Participate and  
Engage in Class  
and In Teams**

**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

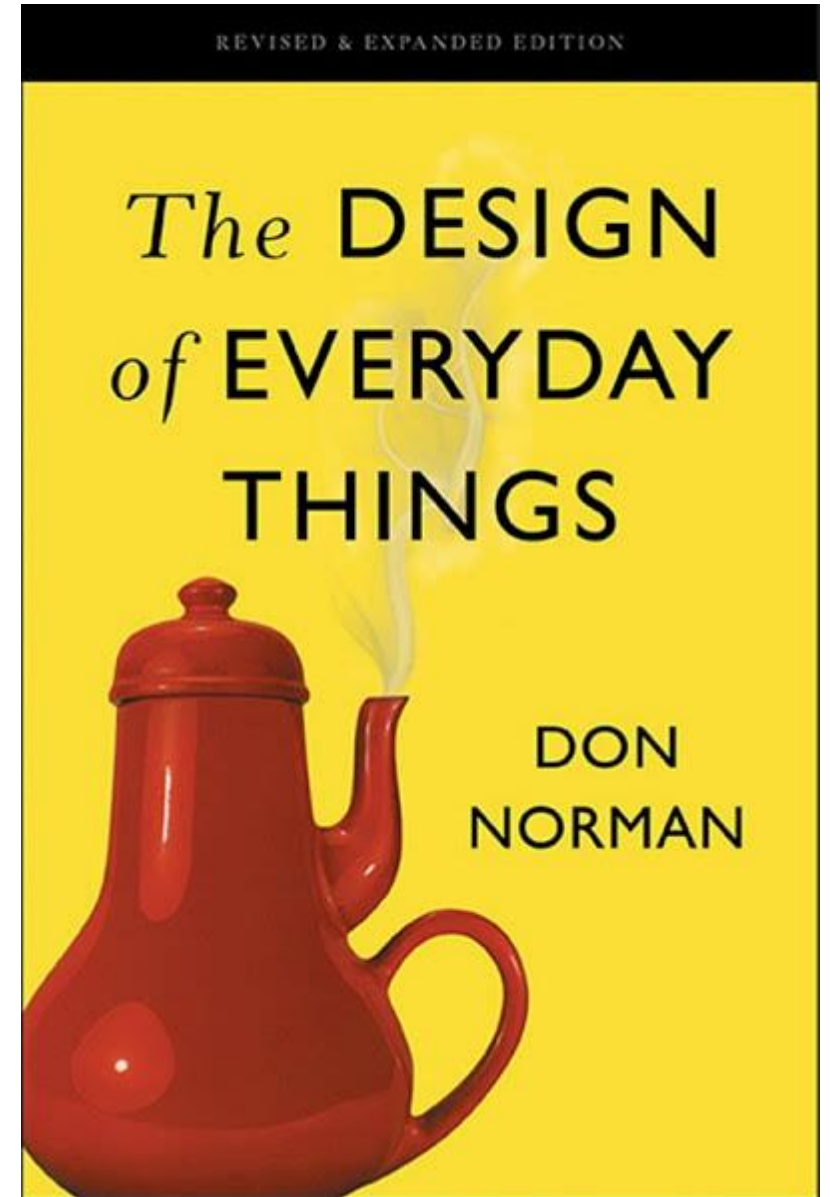
- Describe, scope, and build a complete user experience.
- Understand the role of usability and design principles
- Understand the role of requirements and goals
- Build innovative and pleasurable user interfaces that achieve human, social, organizational, and business model goals.
- Evaluate user experiences.





# 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/mis3506sec001fall2022/>

& Canvas for deliverables

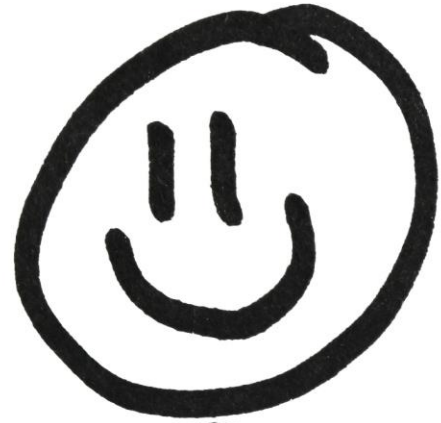
# The Term “UX”





Hello  
my name is

What is  
Your User  
Experience?



GOOD

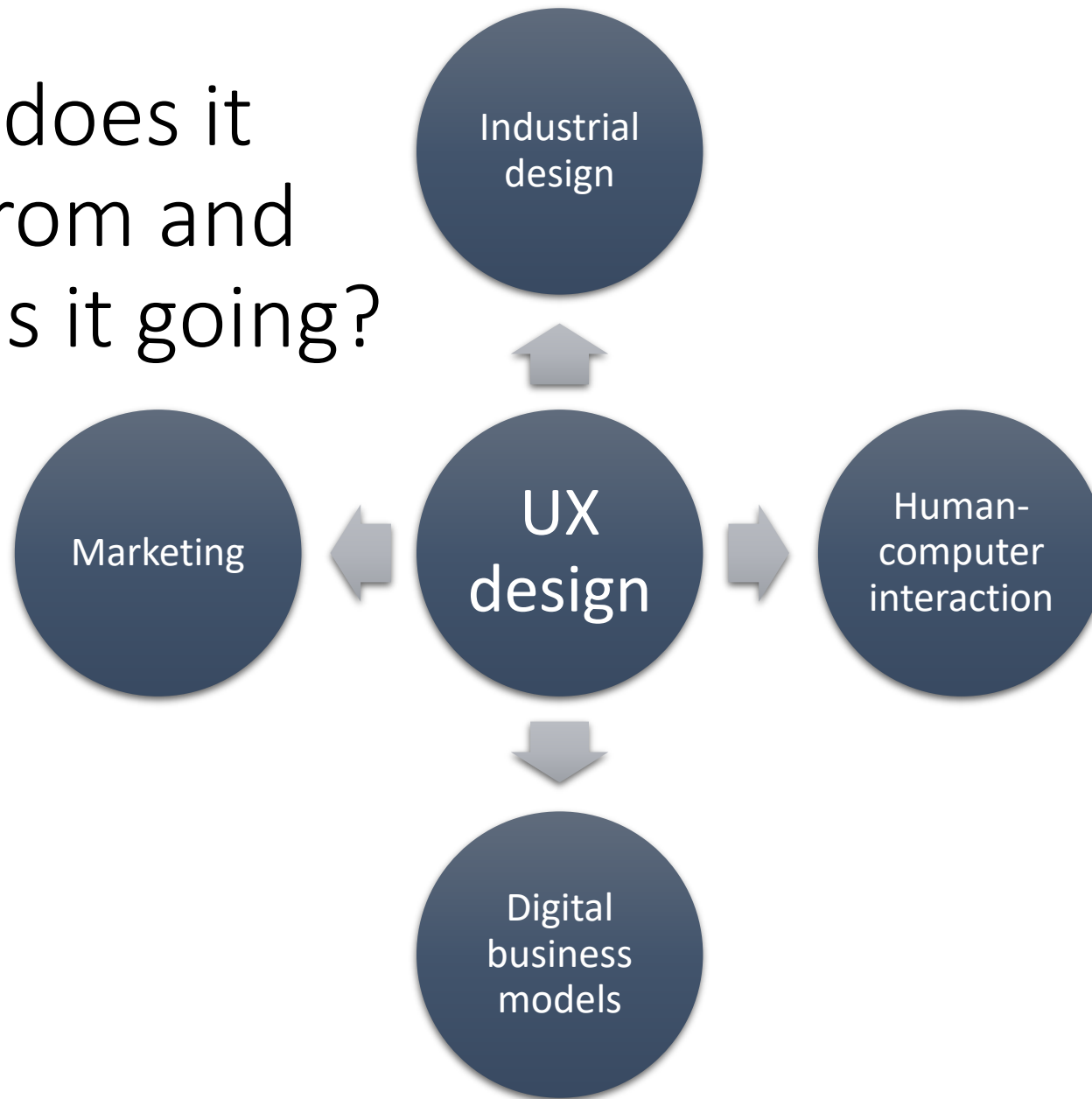


BAD



UGLY

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



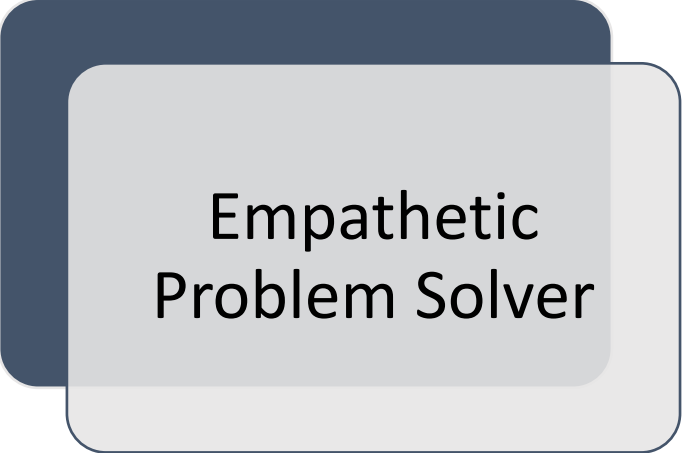
Deliver products that align with Business Goals




Balance multiple stakeholders & understand all needs



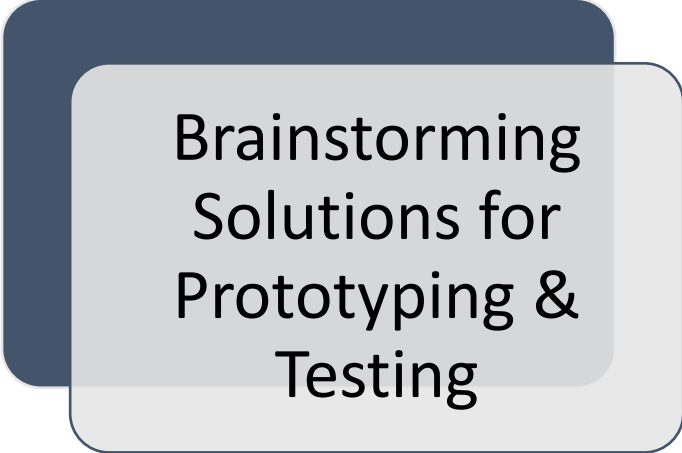
# Design Thinking Process (Product Manager)



Empathetic  
Problem Solver



Viewing from  
Multiple  
Perspectives

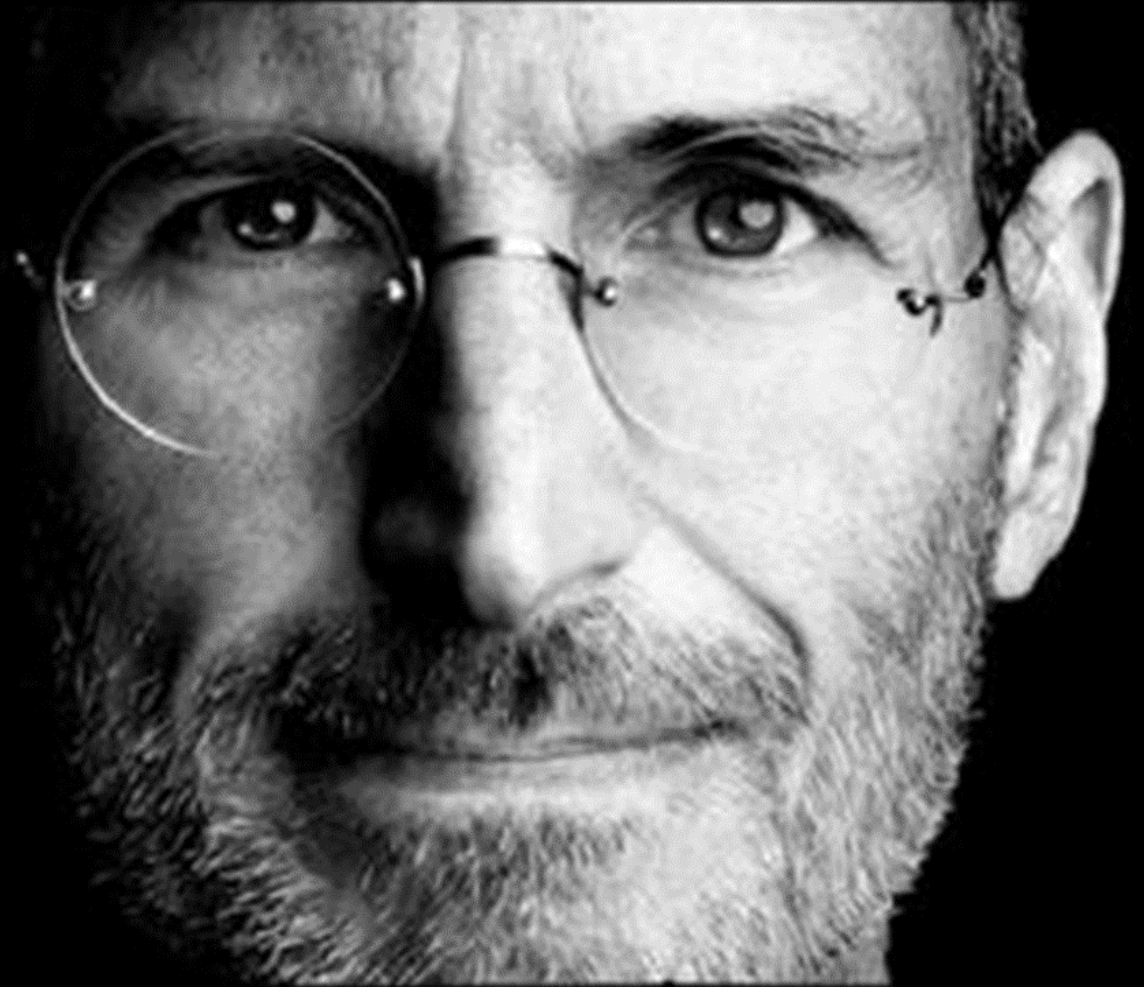


Brainstorming  
Solutions for  
Prototyping &  
Testing

---

*“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.

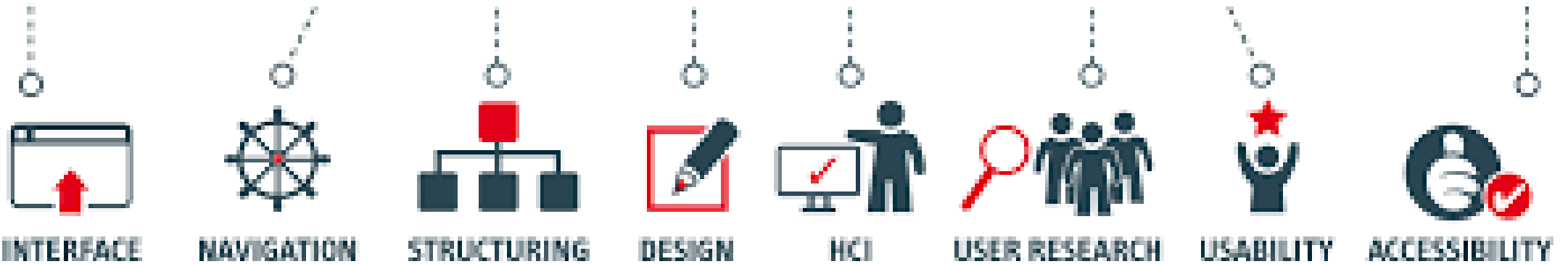


... **dynamic** as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.

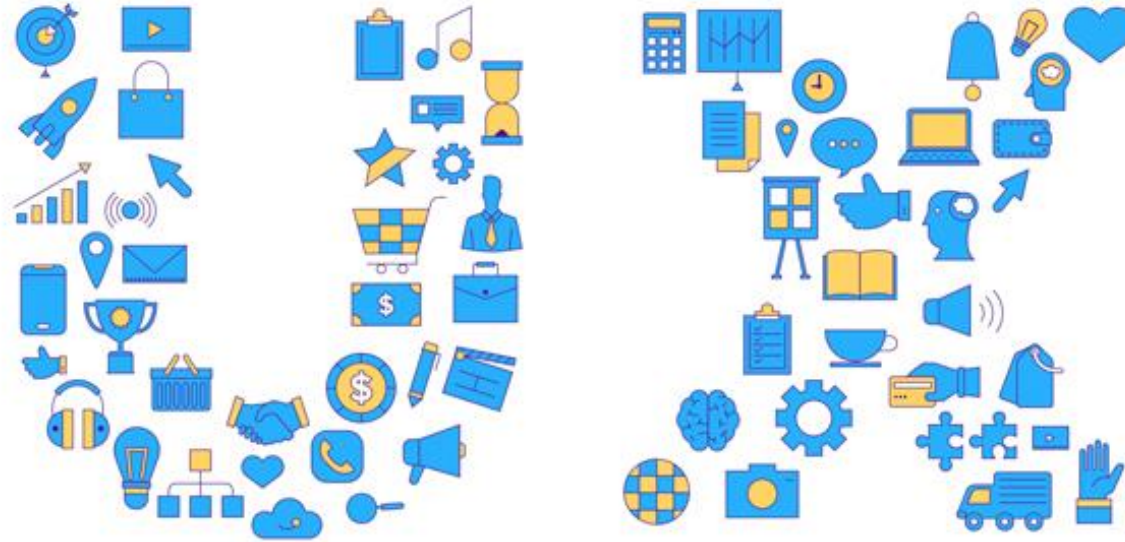


...user experience is about how the **user interacts** with and **experiences** the product.

# UX DESIGN



# USER EXPERIENCE



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

A Moment of Reflection...

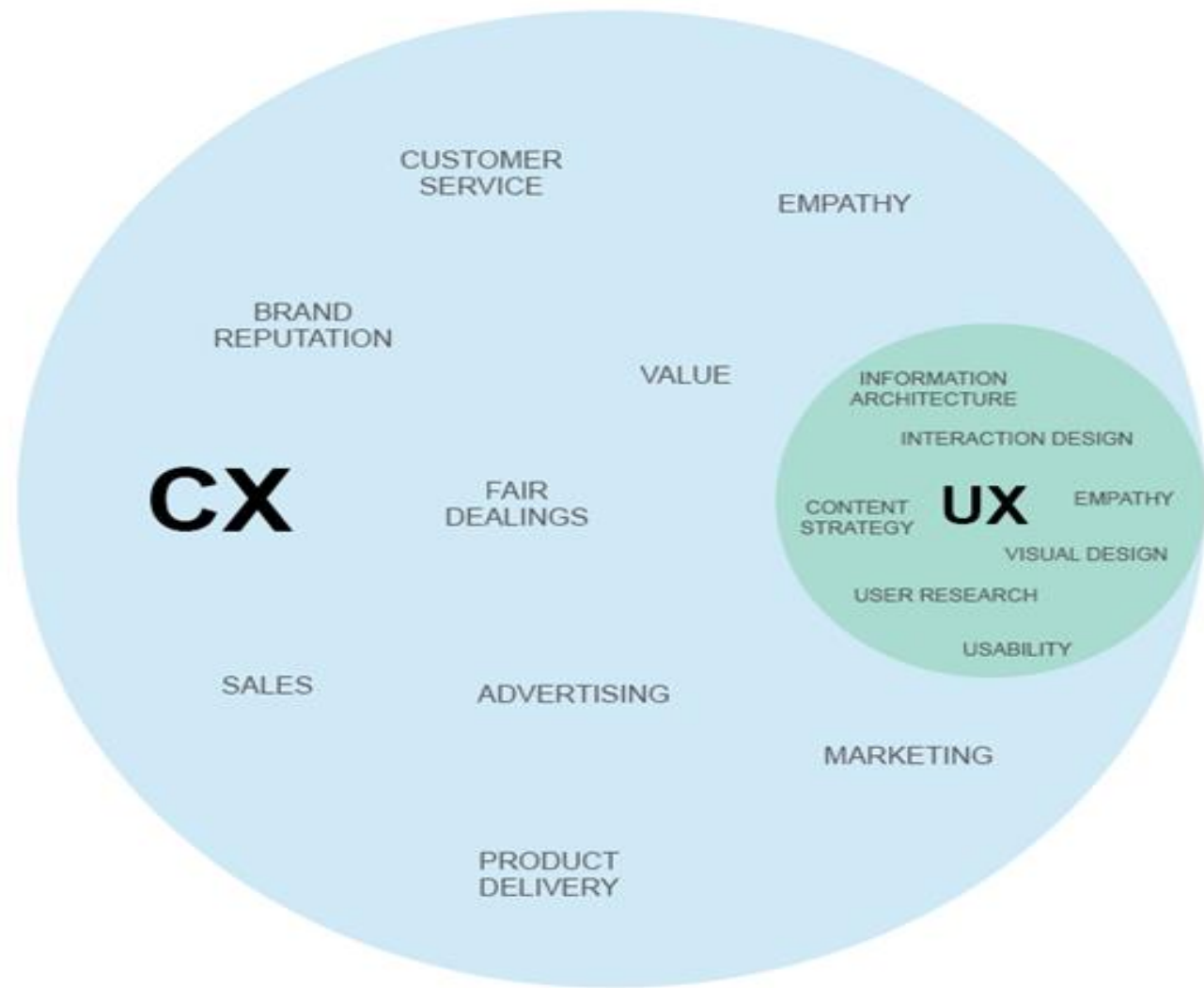
Reflect on how that experience left you feeling – what actions did you take after the experience?



# 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





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

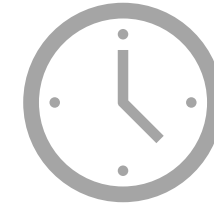
*- Steve Jobs*



# 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

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?

Types of Computing Technology Users

The infographic is divided into three vertical panels, each representing a different user type. The first panel, 'Creators', shows two silhouettes of people and a speech bubble saying 'I'm excited about HTML5; it's in my blog.' The second panel, 'Consumers', shows a family silhouette and a speech bubble saying 'You're asking what a browser is? I use Yahoo.' The third panel, 'Power Consumers', shows a group of silhouettes and a speech bubble saying 'Check out my pix on Facebook, MySpace, Hi5, or...'. Each panel has a small text box at the bottom describing the group's relationship with technology.

**Creators**  
These folks are passionate about technology and enjoy making it better.

**Consumers**  
Computing technology is a means to an end, sometimes an unpleasant mean at that.

**Power Consumers**  
Also using computing tech to accomplish other (usually social) goals, this group grew up with computers as a fact of life.

By: Br  
http:



What is this  
course about?



Learning the UX concept

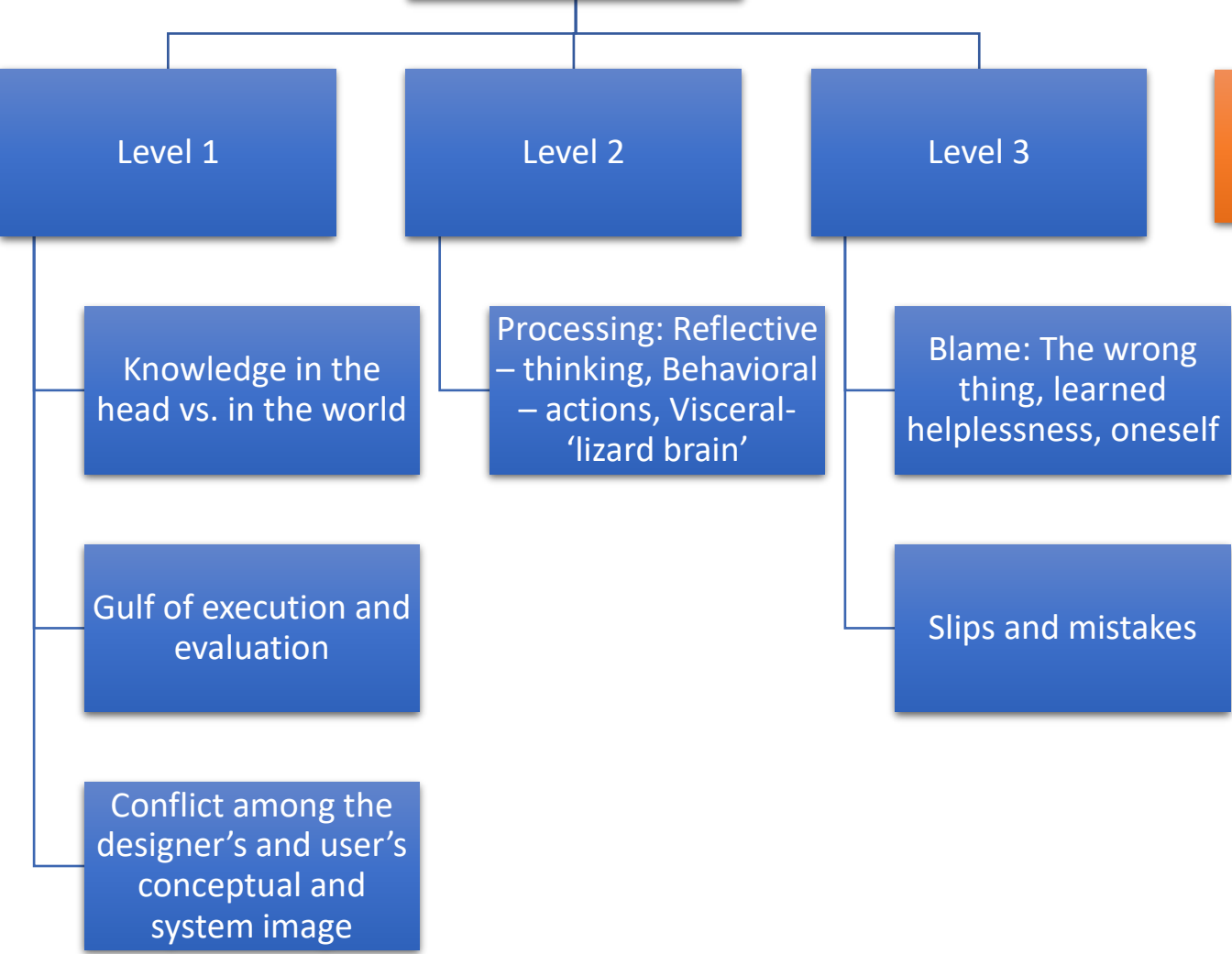


Evaluating Usability

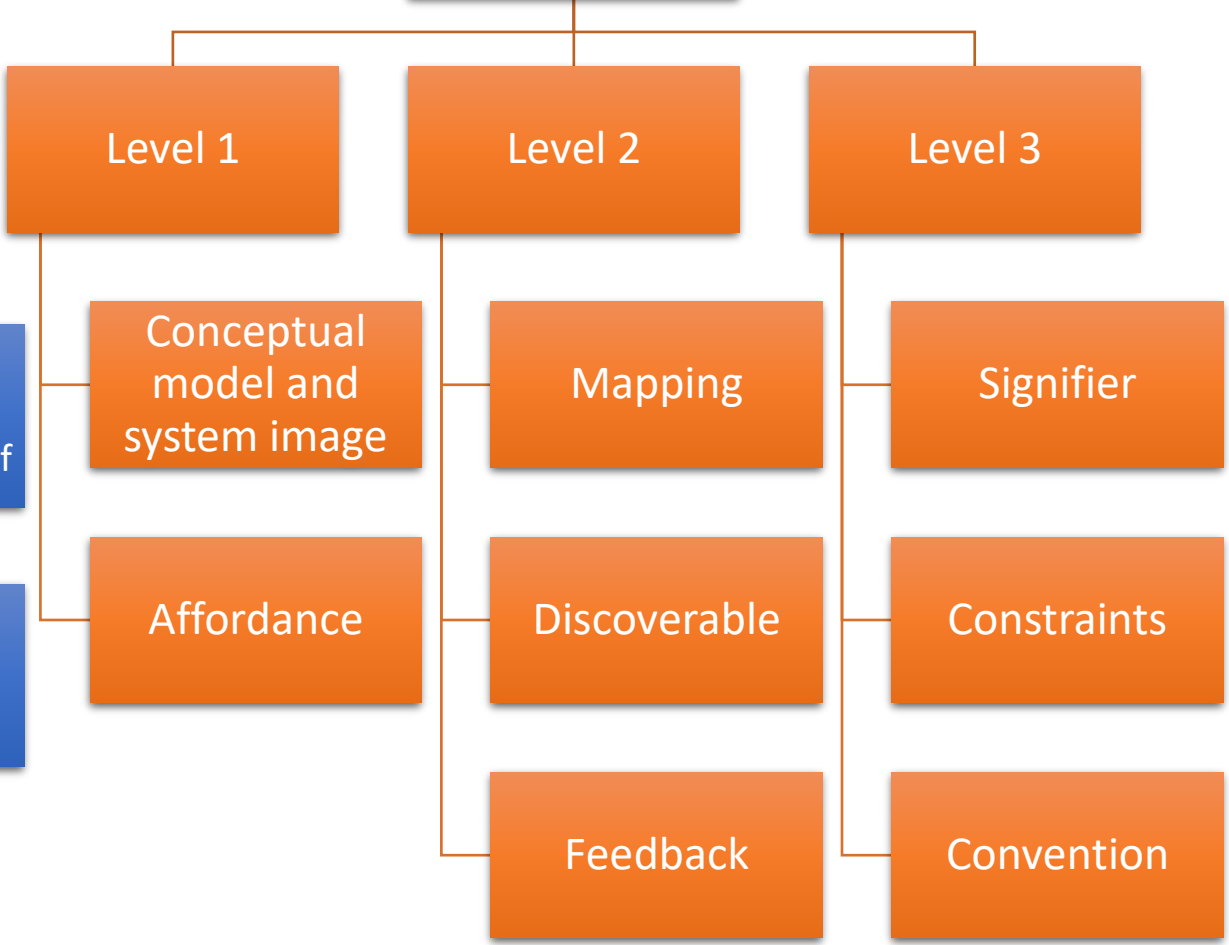


Designing the UX

# Evaluating Usability



# Designing the UX





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

# The world according to Norman

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Discoverability



Affordance



Signifiers



Mapping



Feedback



Conceptual  
model

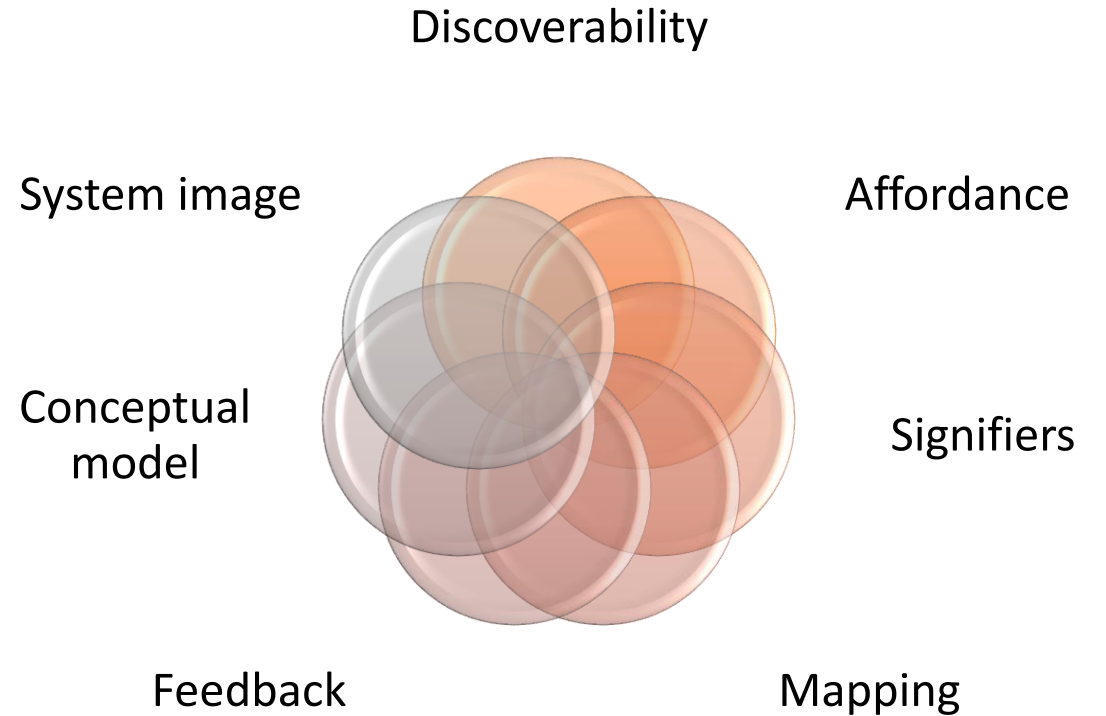


System image



# Discoverability

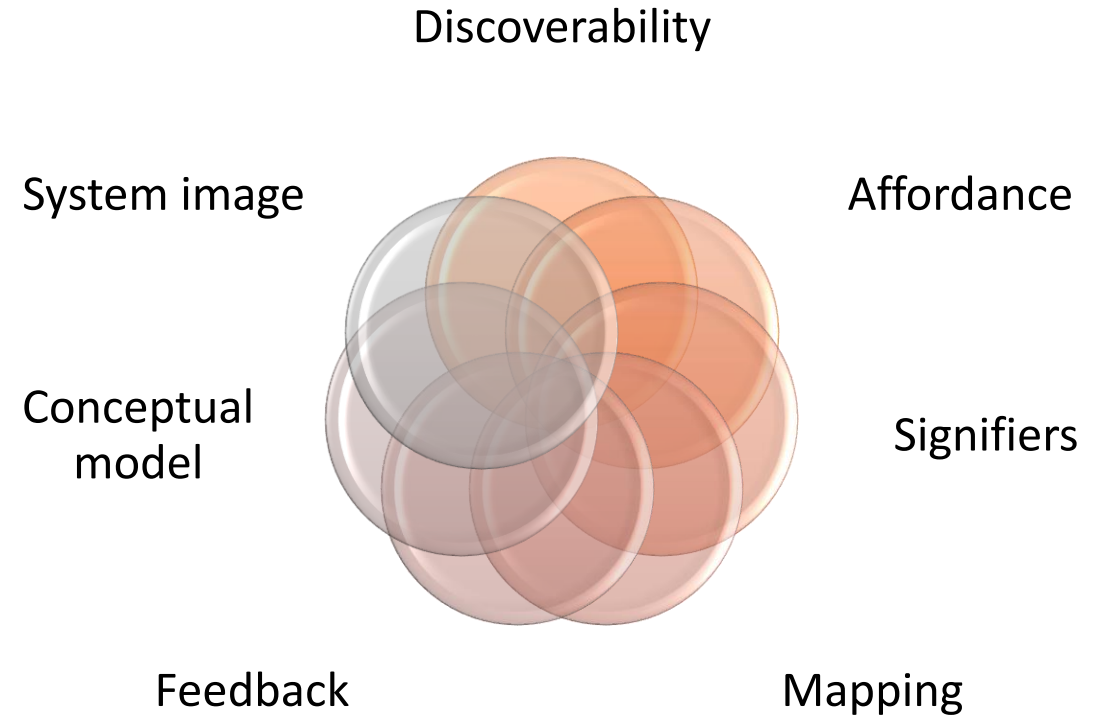
- Is it possible to figure out what actions are possible?
- Is it possible to figure out how to perform them?





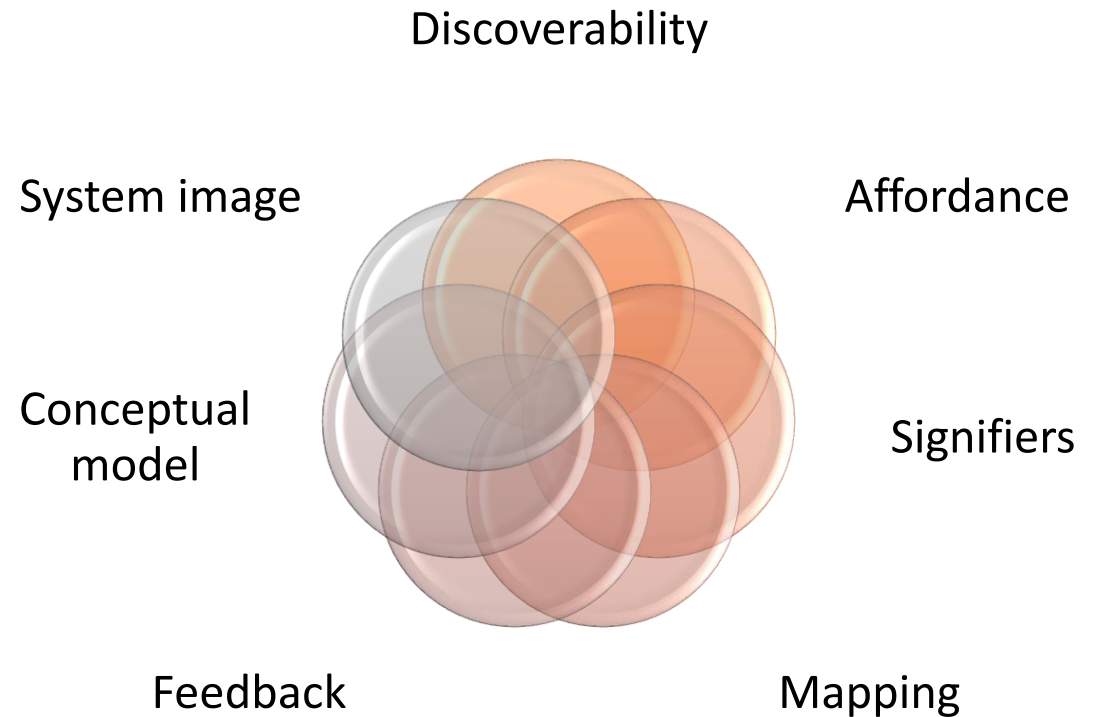
# Understanding

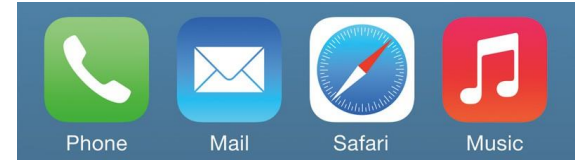
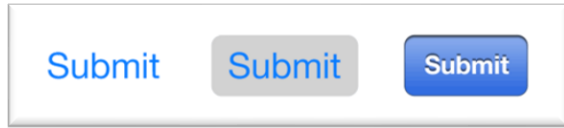
- What does it all mean?
- How is the product supposed to be used?
- What does everything mean?



# Affordances

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



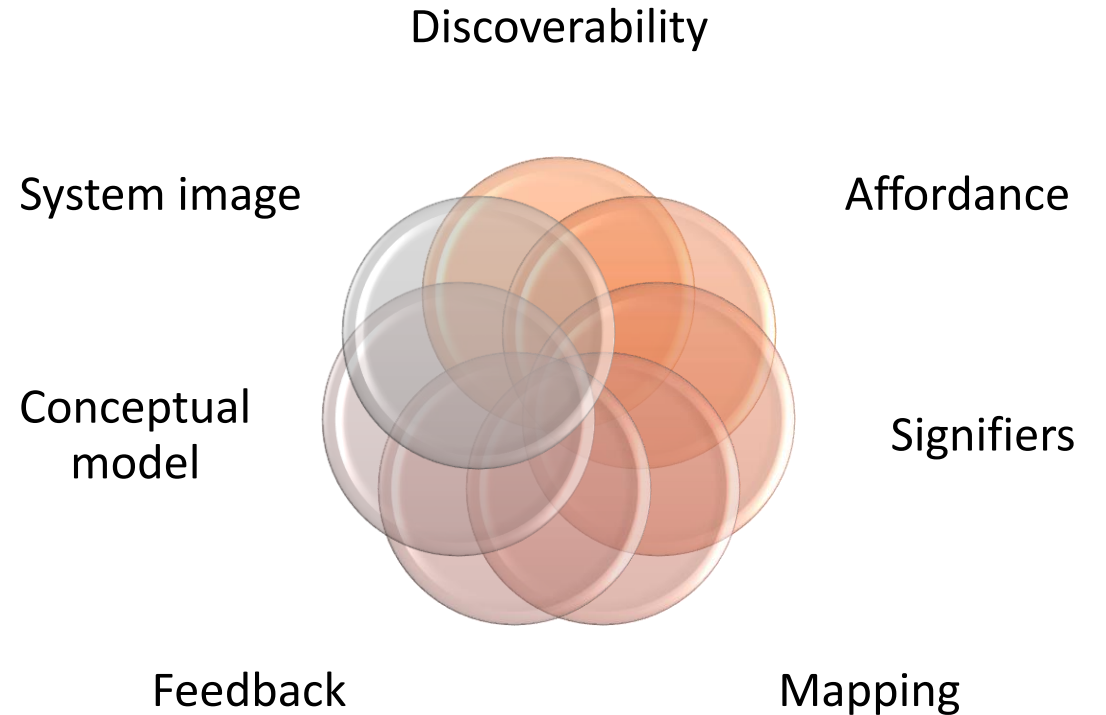


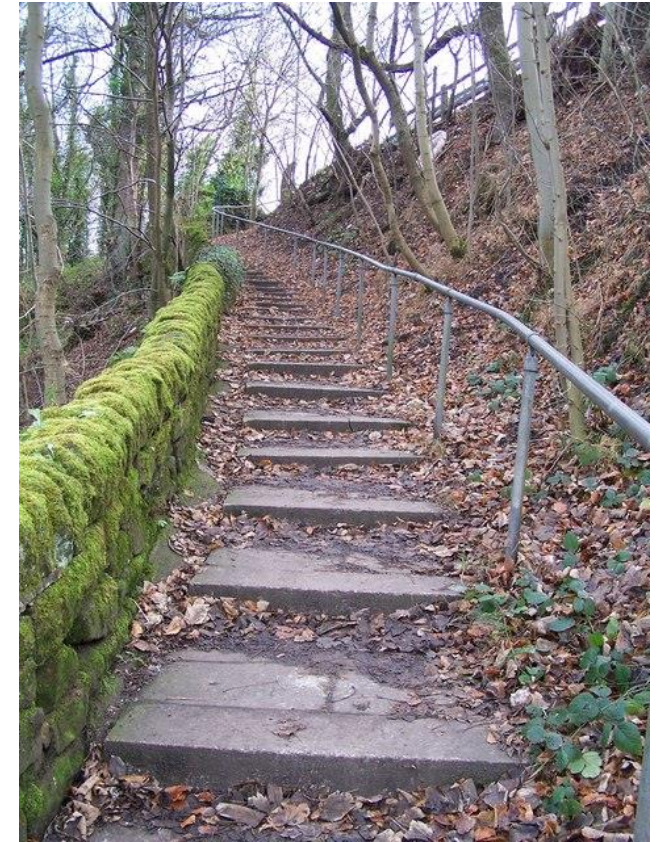
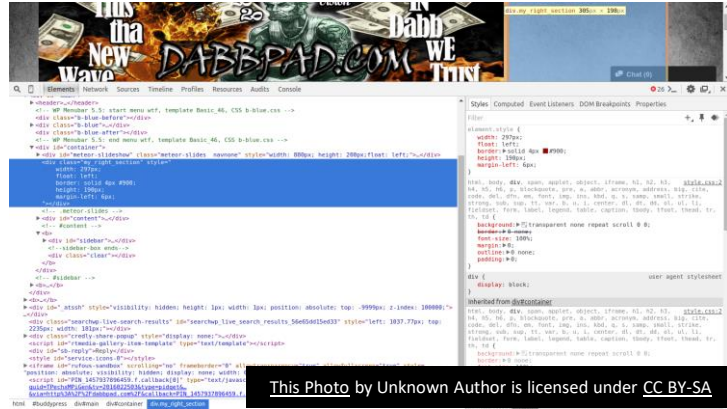
# Affordance Examples

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# Signifiers

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





# Signifier Examples



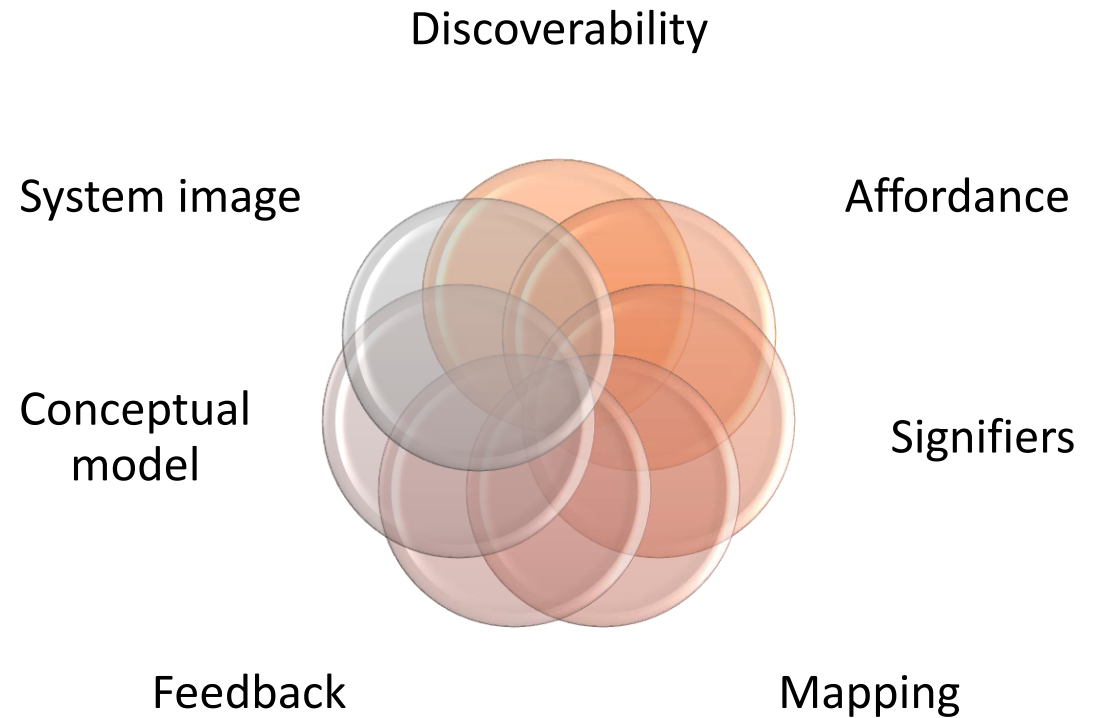
# Affordances vs. Signifiers

- Affordances determine what actions are possible. *“Afford the ability to do something”*
- Signifiers communicate where the action should take place. *“Signify what to do”*

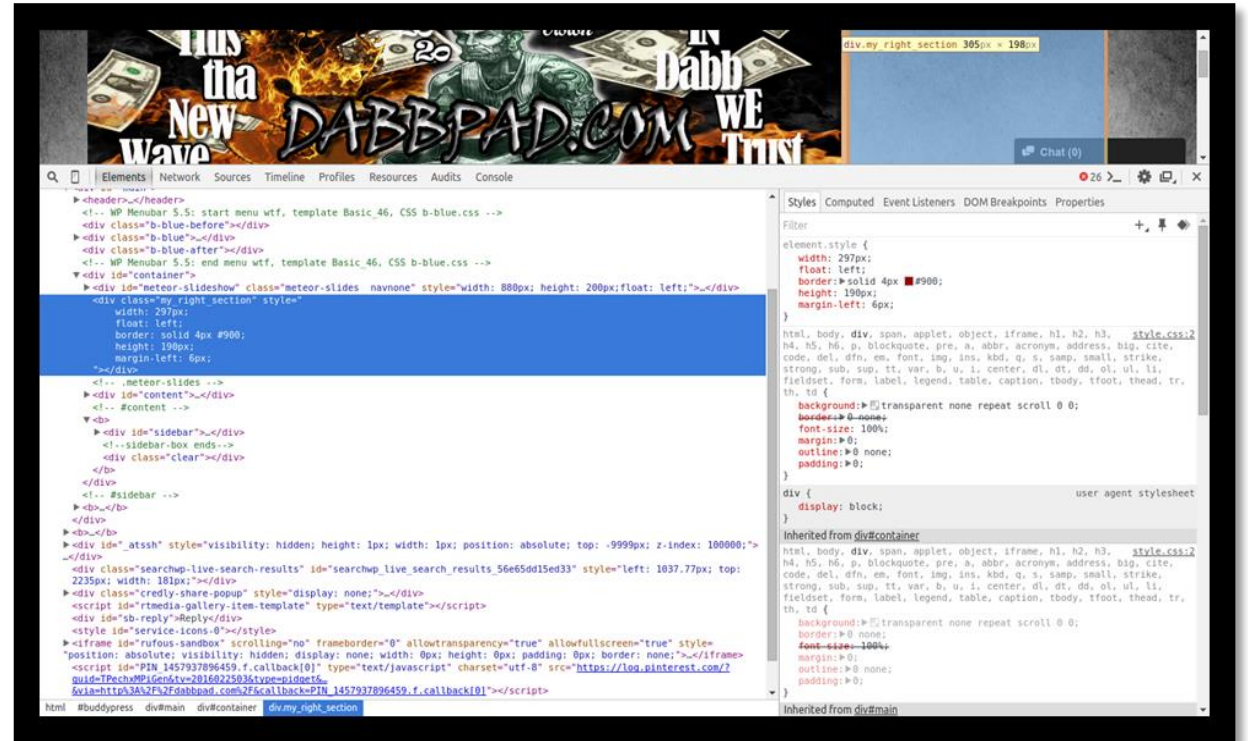


# Mapping

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

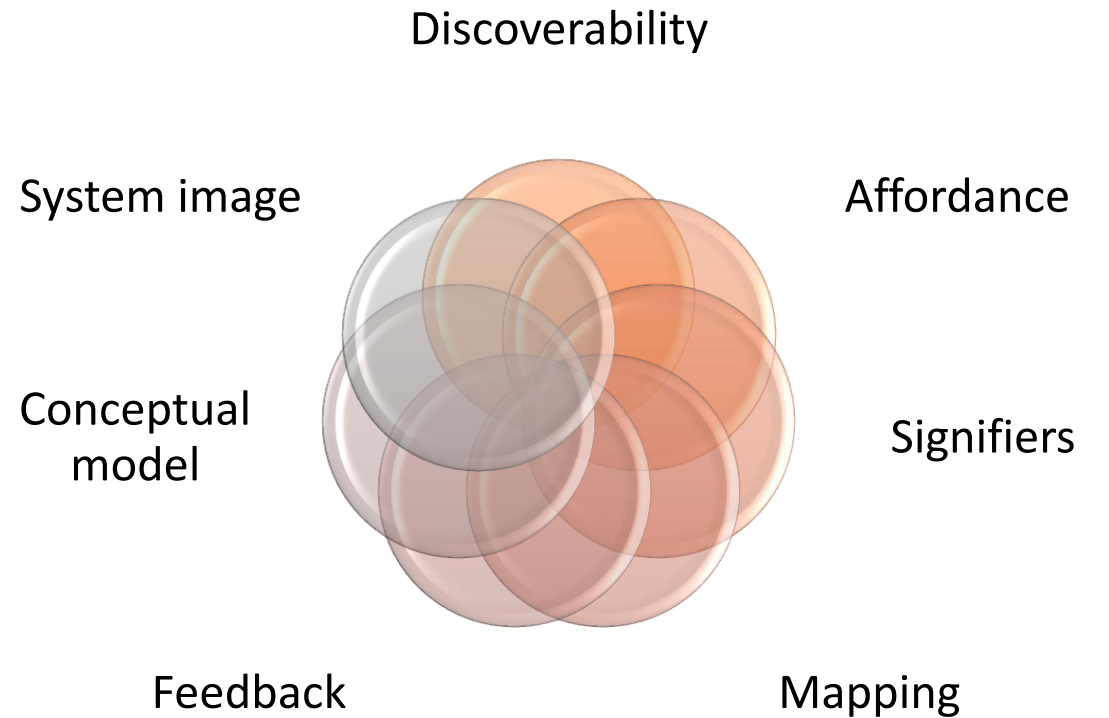


# Mapping Examples



# Feedback

- Communicating the results of an action
- Immediate
- Informative





## Server Error

The server encountered a temporary error and could not complete your request.

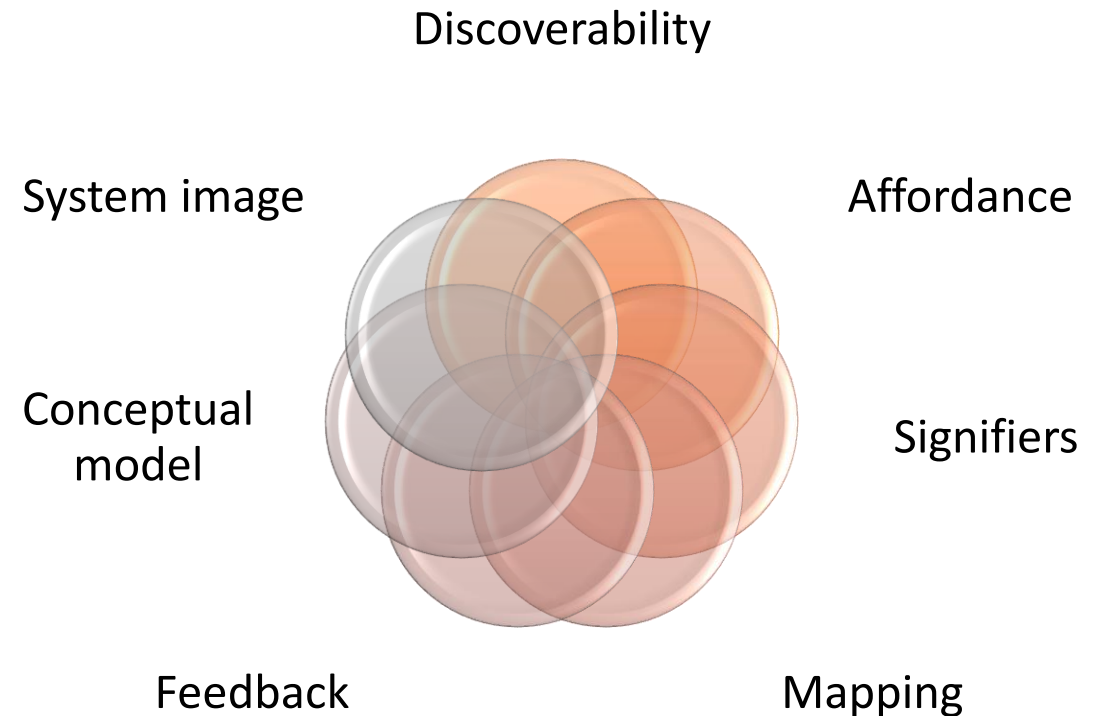
Please try again in 30 seconds.

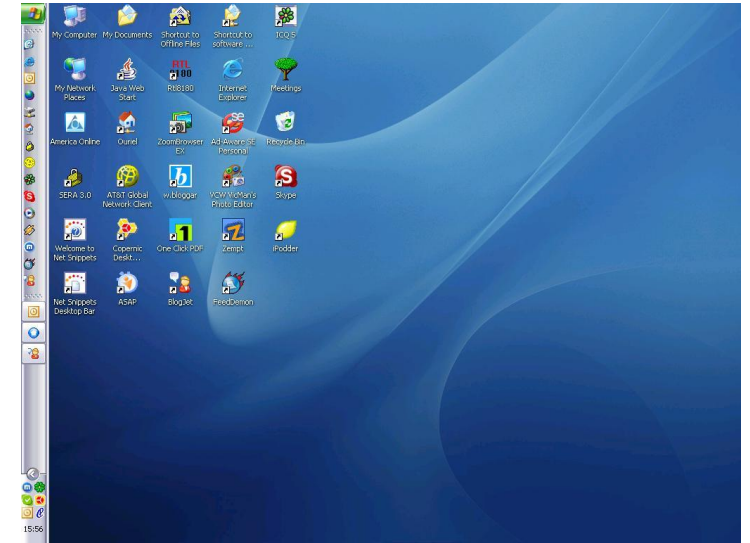


# Feedback Examples

# Conceptual Model

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



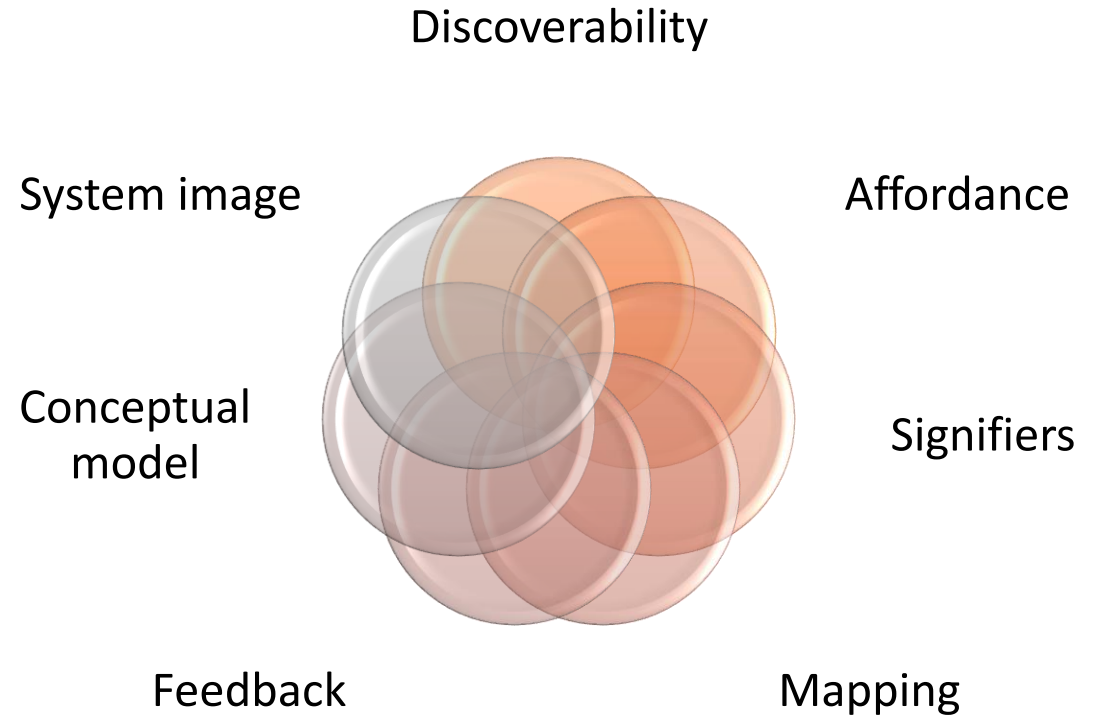


# Conceptual Map Examples

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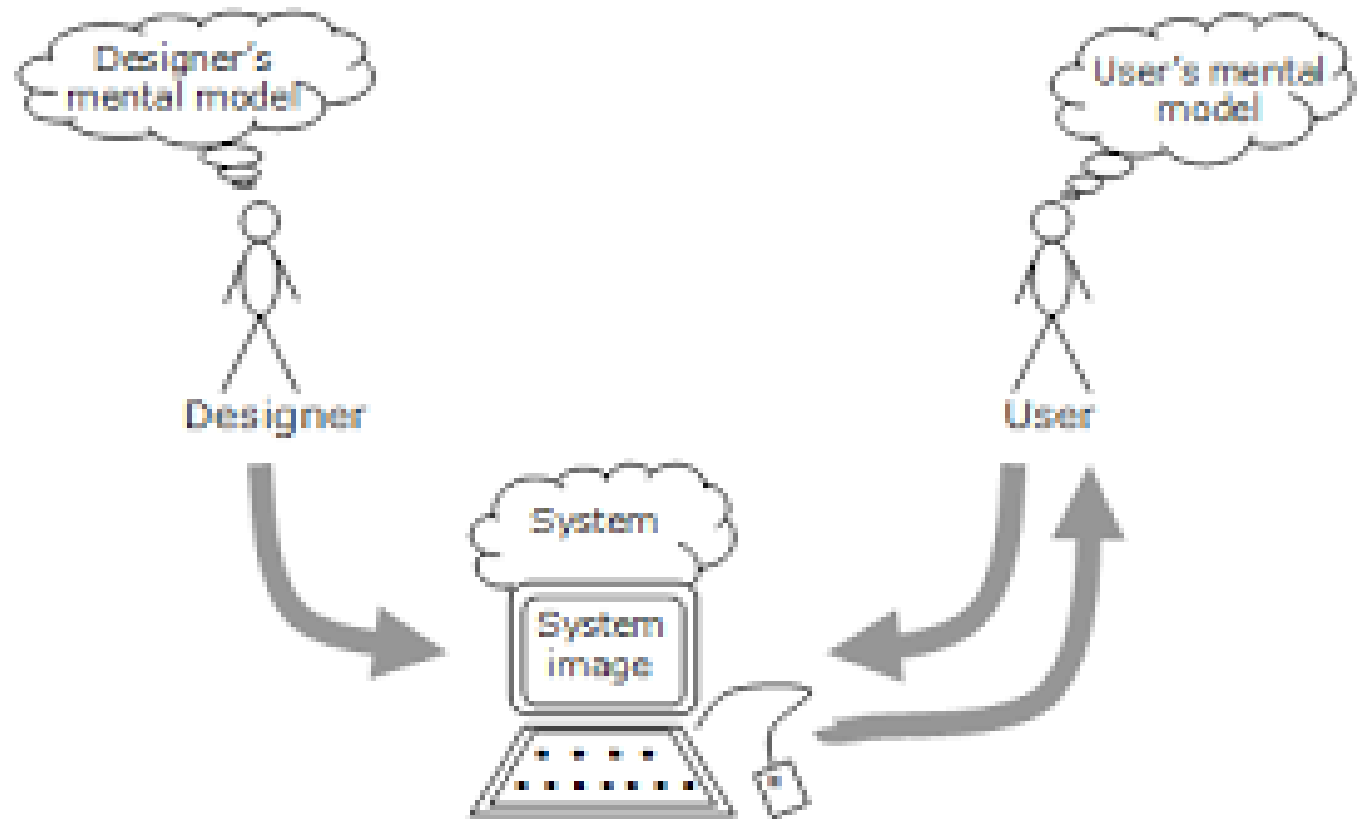
# System Image

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

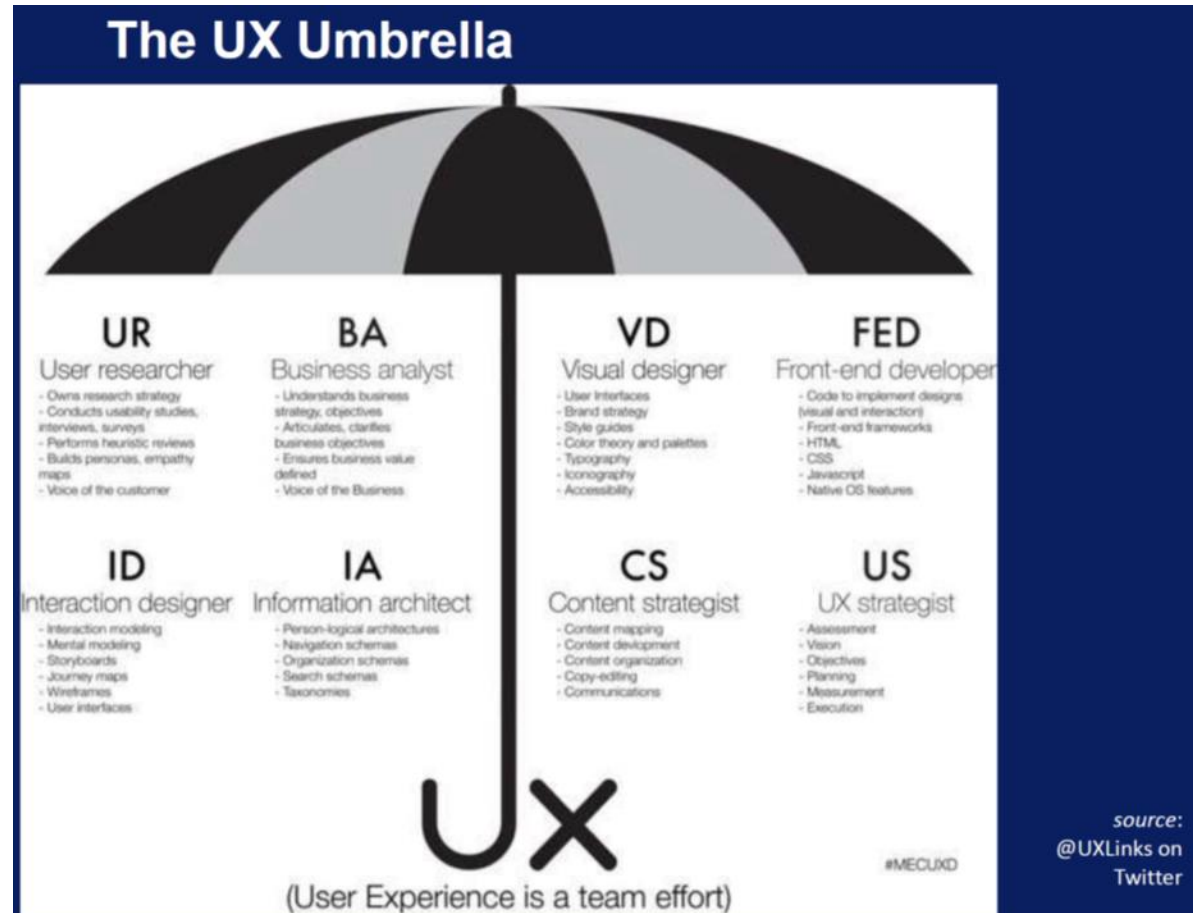




# System Image



# 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!