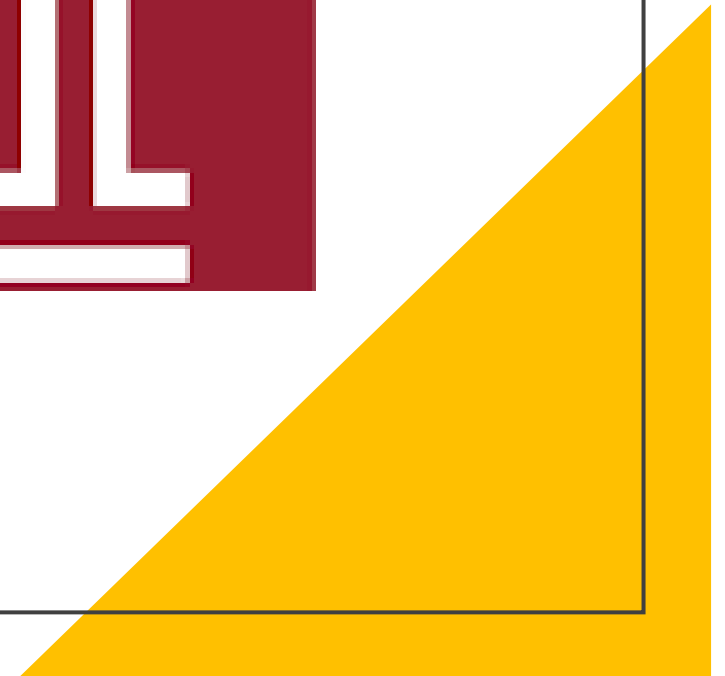
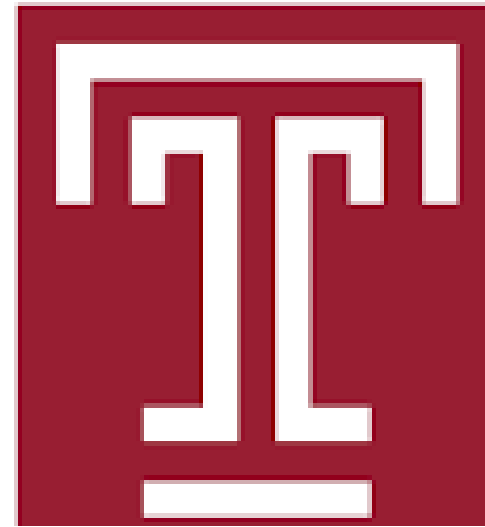


MIS 3506  
User Experience Design  
Amy Lavin  
Associate Professor, MIS  
Fall 2024





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
- EMBA, MBA Committees, Deputy Chair, MIS, Honors Faculty Fellow, Faculty Moderator – Women in Business, Newman Center
- Case Writing: L’Oreal, Jason Kelce, MedFirst India (data)

# Relevant Info:



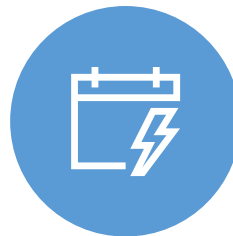
AMYL@TEMPLE.EDU



SPEAKMAN 210



215-204-3196



OFFICE HOURS



M/W: 11:30-12

F: 10-11

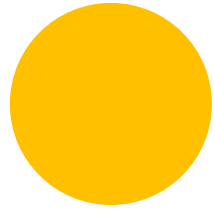
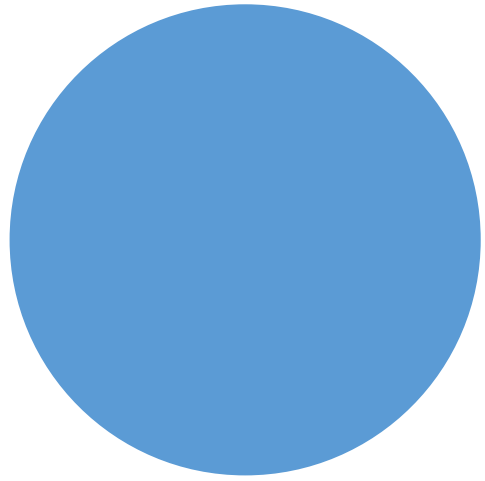


BY APPOINTMENT









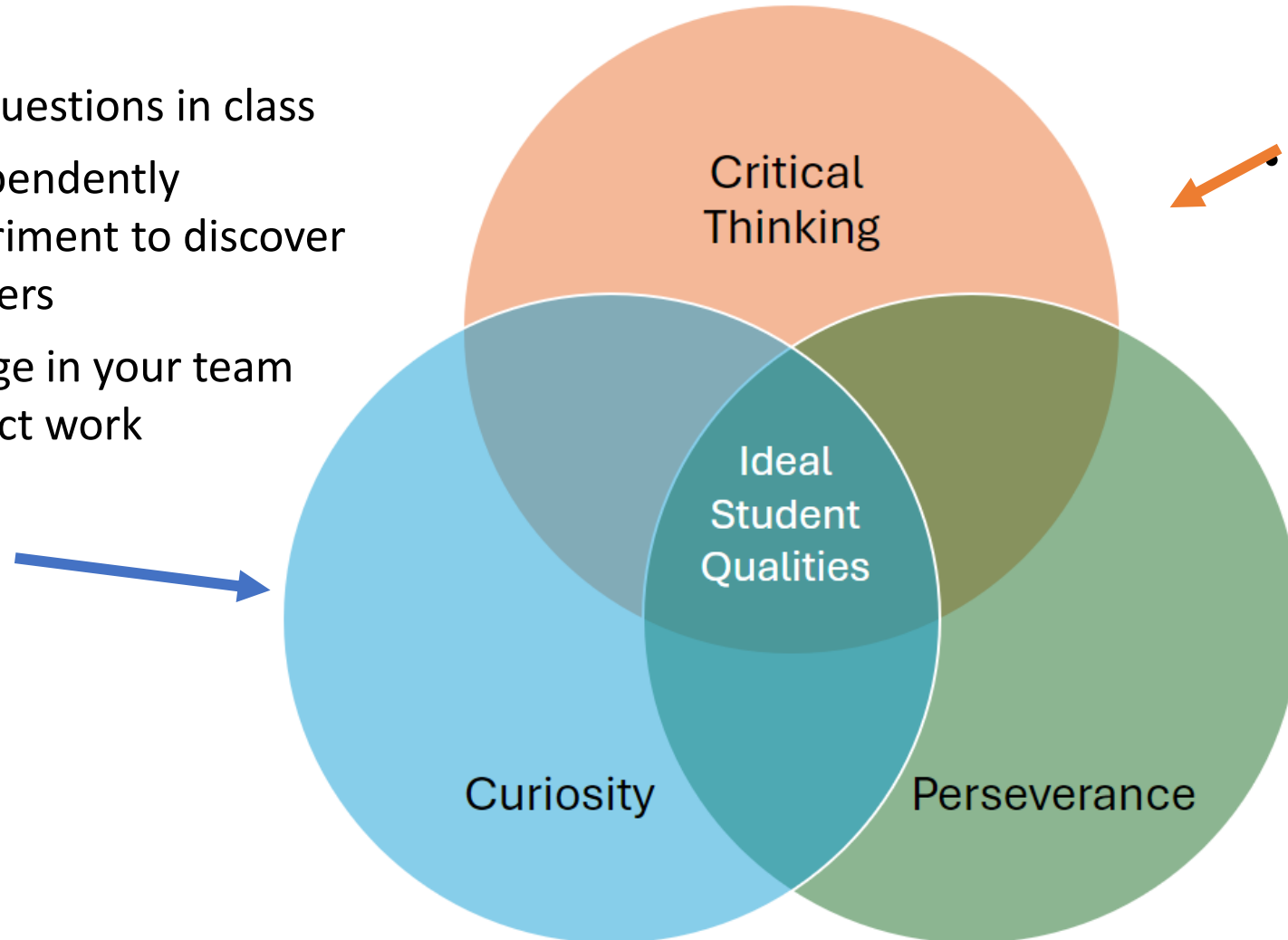
# Introduction & Overview

1.

**Let's Get Started**

# MIS Department Instructional Practices

- Ask questions in class
- Independently experiment to discover answers
- Engage in your team project work



- Break large tasks down into smaller tasks & plan (Adaptive learning)
- Relate the course concepts to your team project work



- Come to class prepared
- Take notes
- If you fail, get back up and try again – don't hesitate to seek for help!
- Participate

# Managing Expectations

- You Are Responsible for your Learning
- We are smarter together
- Disruptions take away from class time – please do not be late!
- RESPECT – yourself, your financial investment, your fellow classmates
- Feedback – welcome and appreciated!







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

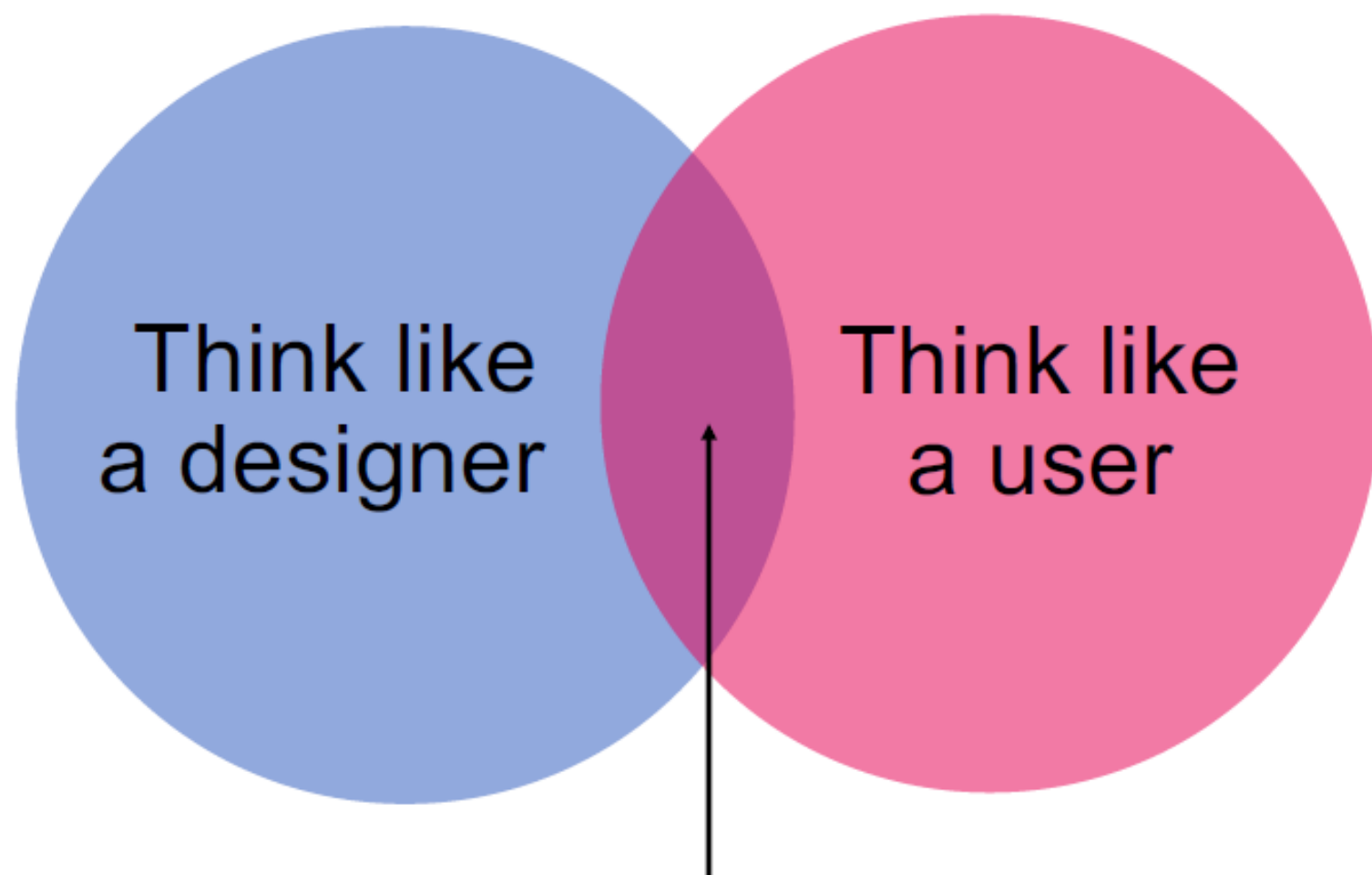
**Participate and  
Engage in Class  
and In Teams**

**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

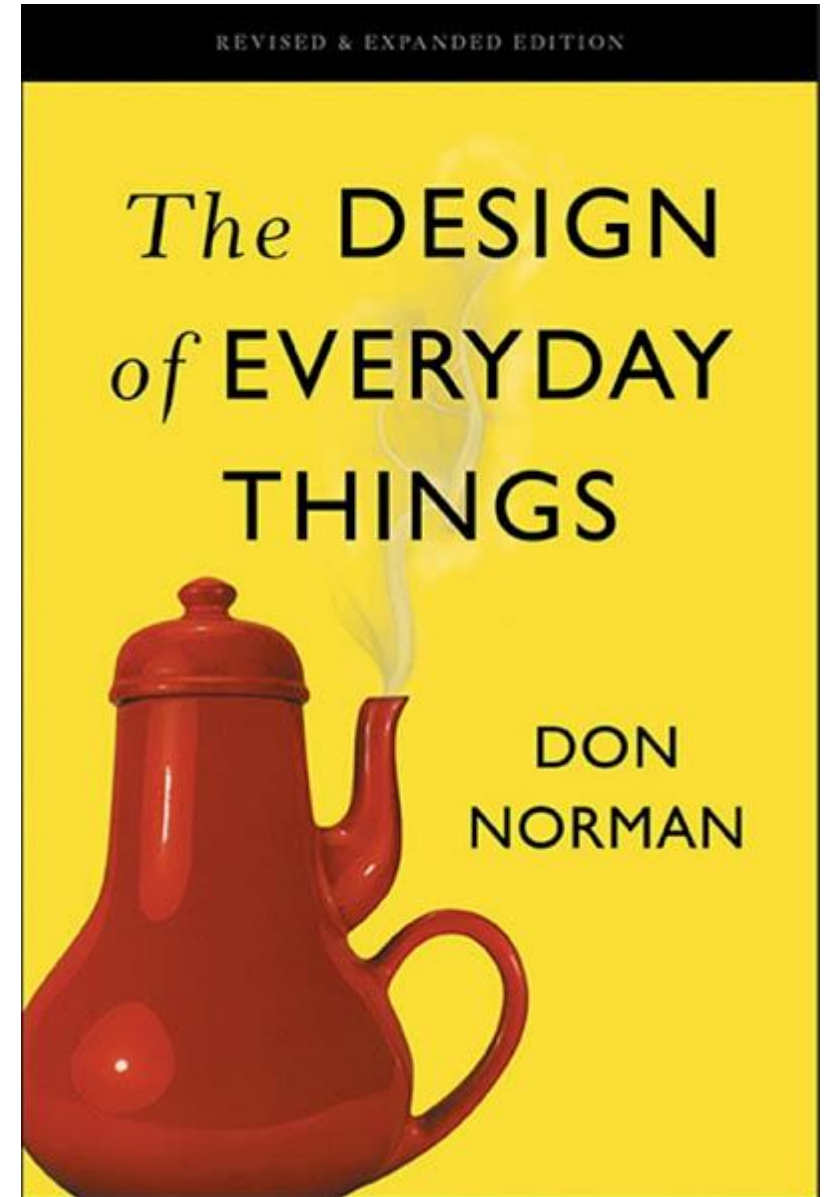
# Primary Course Objectives

- 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:

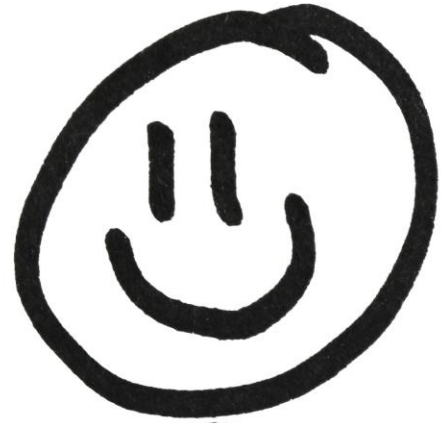
<https://community.mis.temple.edu/mis3506sec001fall2024/>  
& Canvas for deliverables

# The Term “UX”



Hello  
my name is

What is  
Your User  
Experience?



GOOD



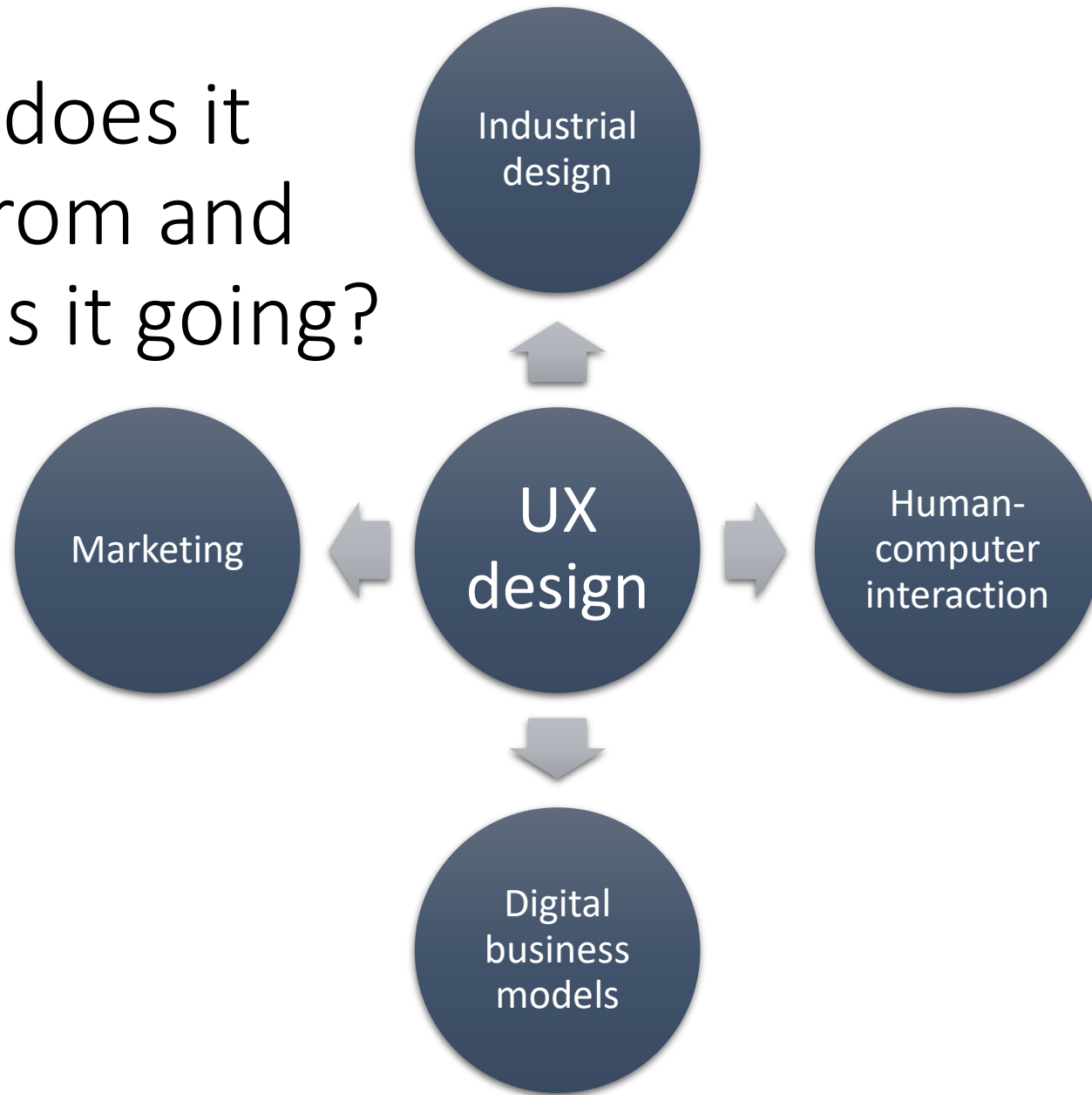
BAD



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



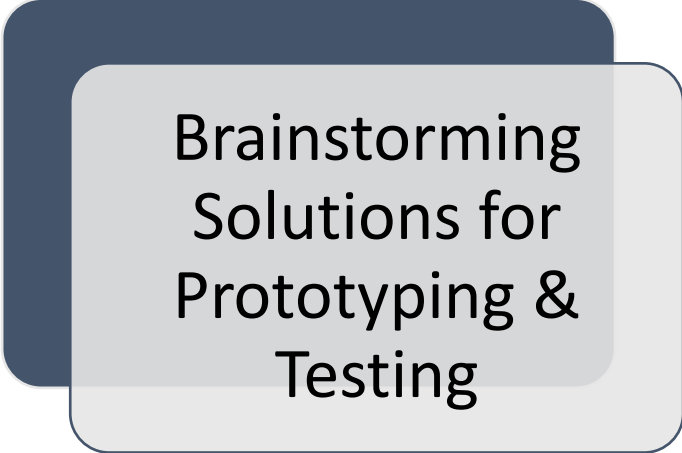
# Design Thinking Process (Product Manager)



Empathetic  
Problem Solver



Viewing from  
Multiple  
Perspectives

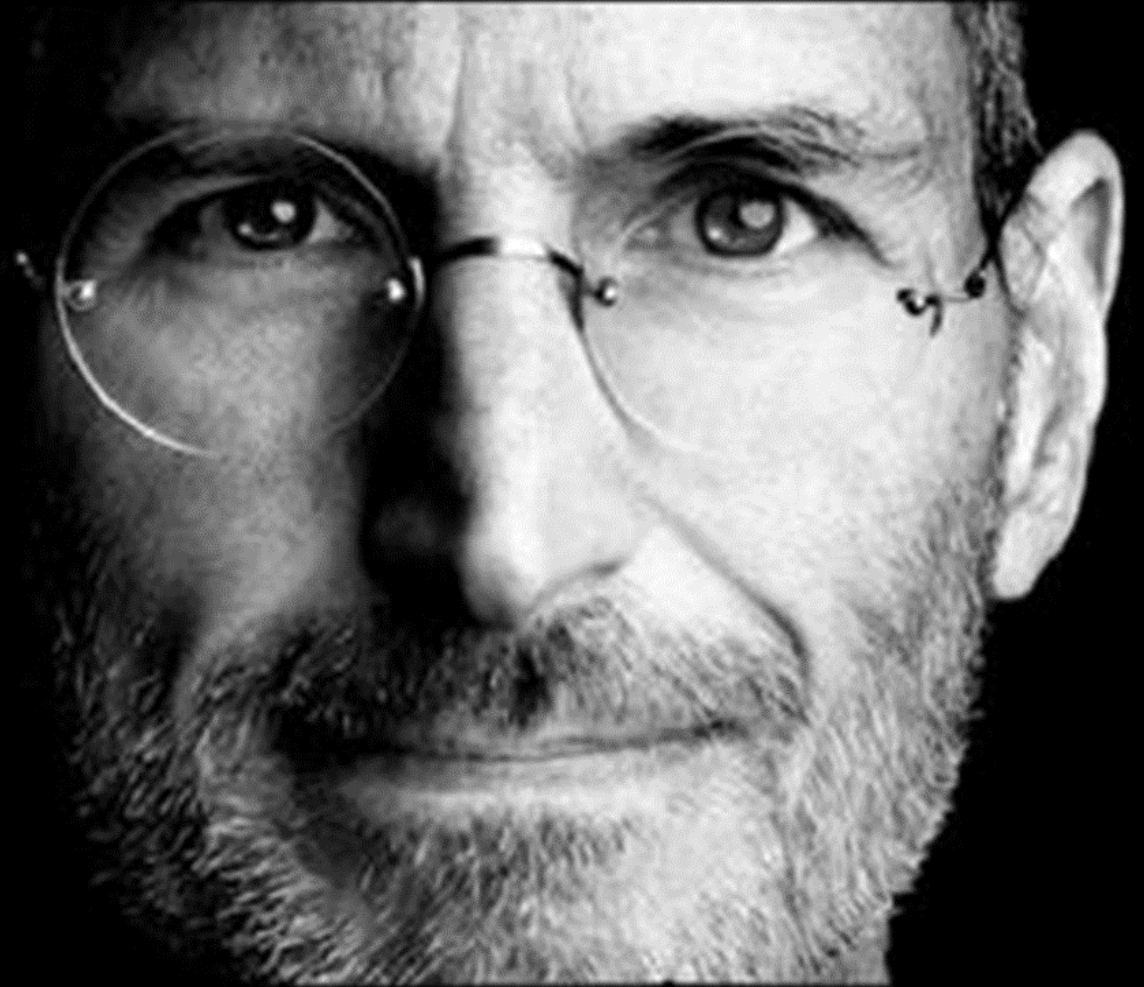


Brainstorming  
Solutions for  
Prototyping &  
Testing

---

*“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.



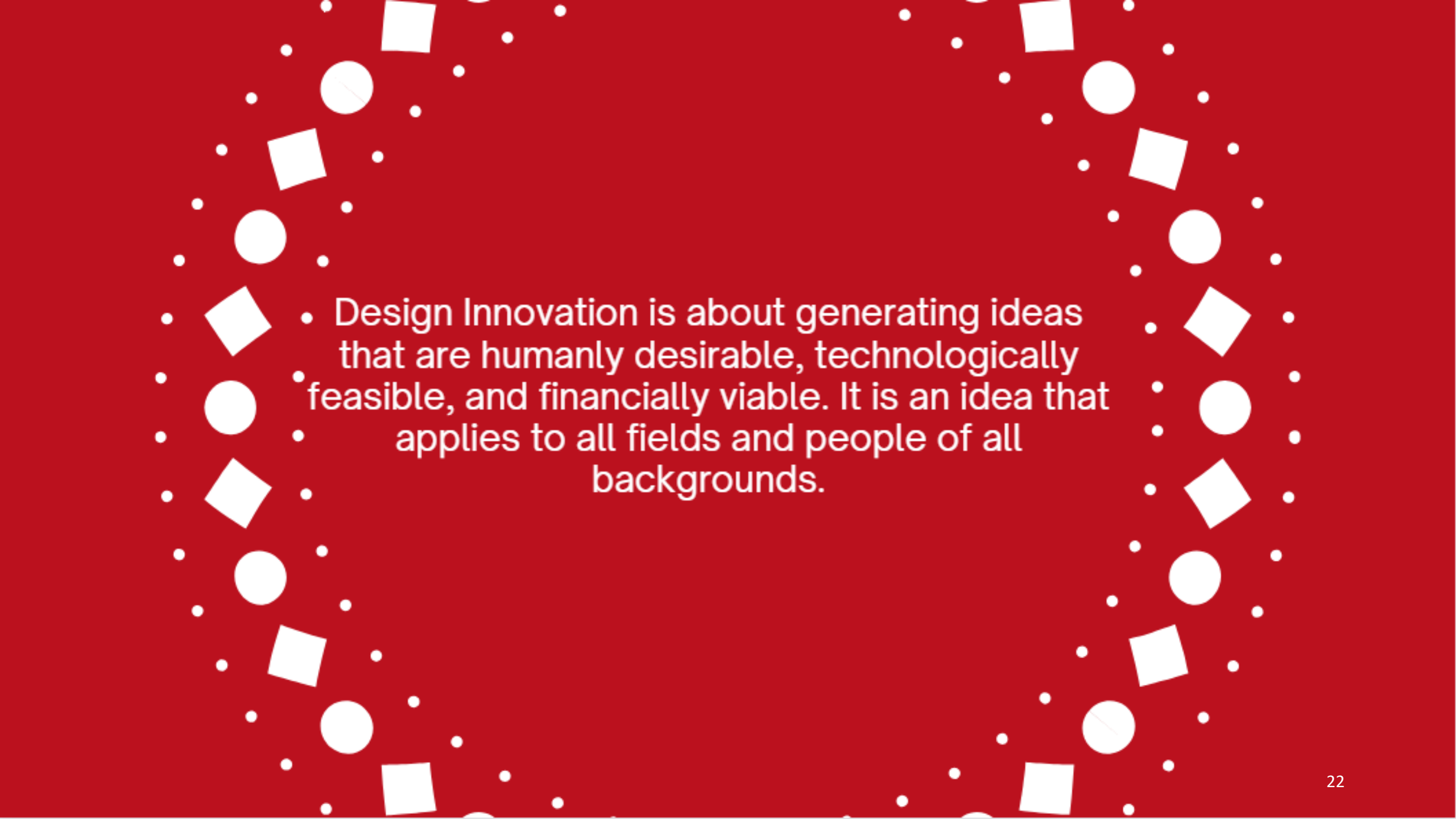
...**subjective** in nature to the degree that it is about individual perception and thought with respect to the system.



... **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.

A decorative border of white circles and squares on a red background. The shapes are scattered around the perimeter of the slide, with some overlapping. The circles vary in size, and the squares are also of different sizes and orientations.

• 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

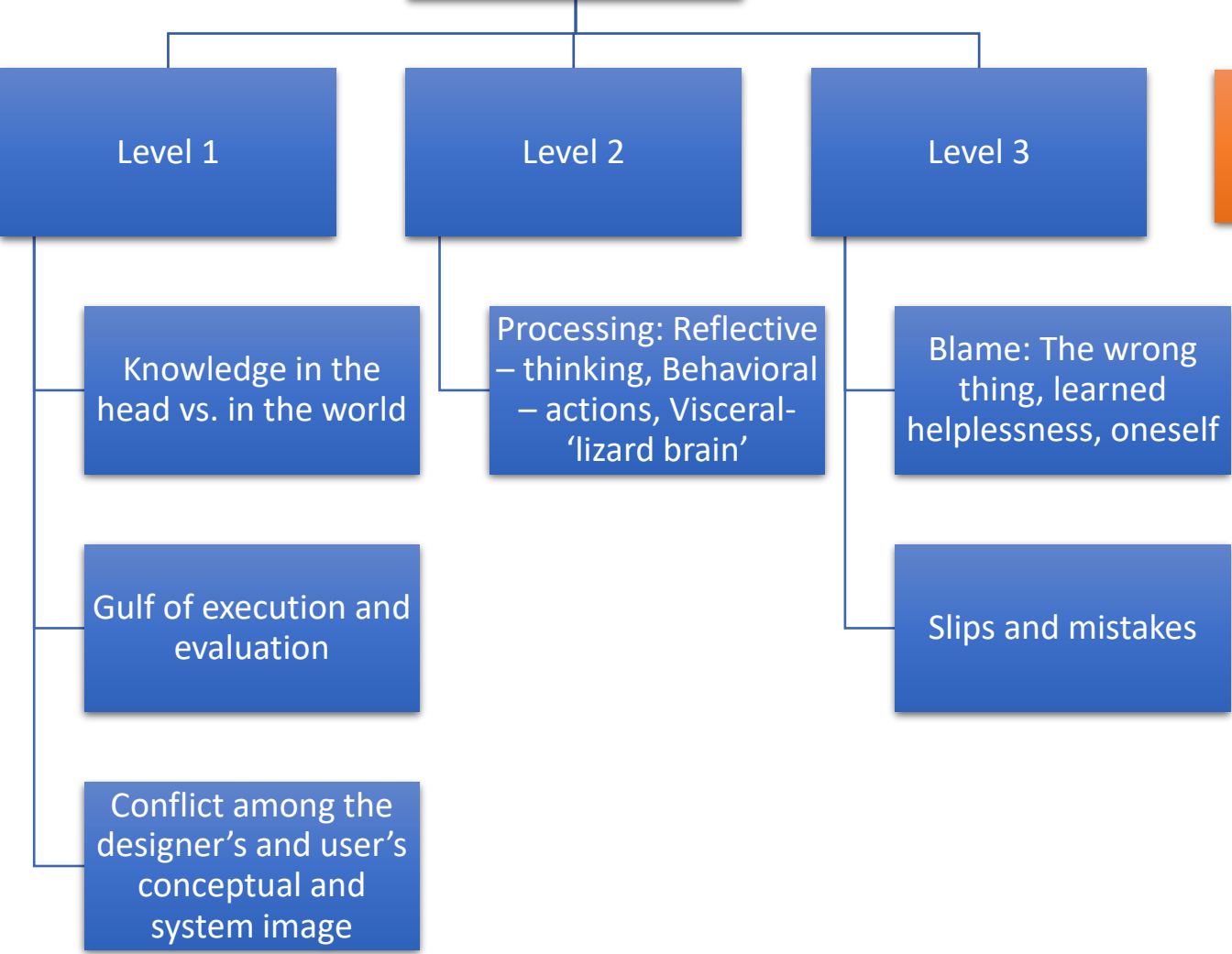


Evaluating Usability

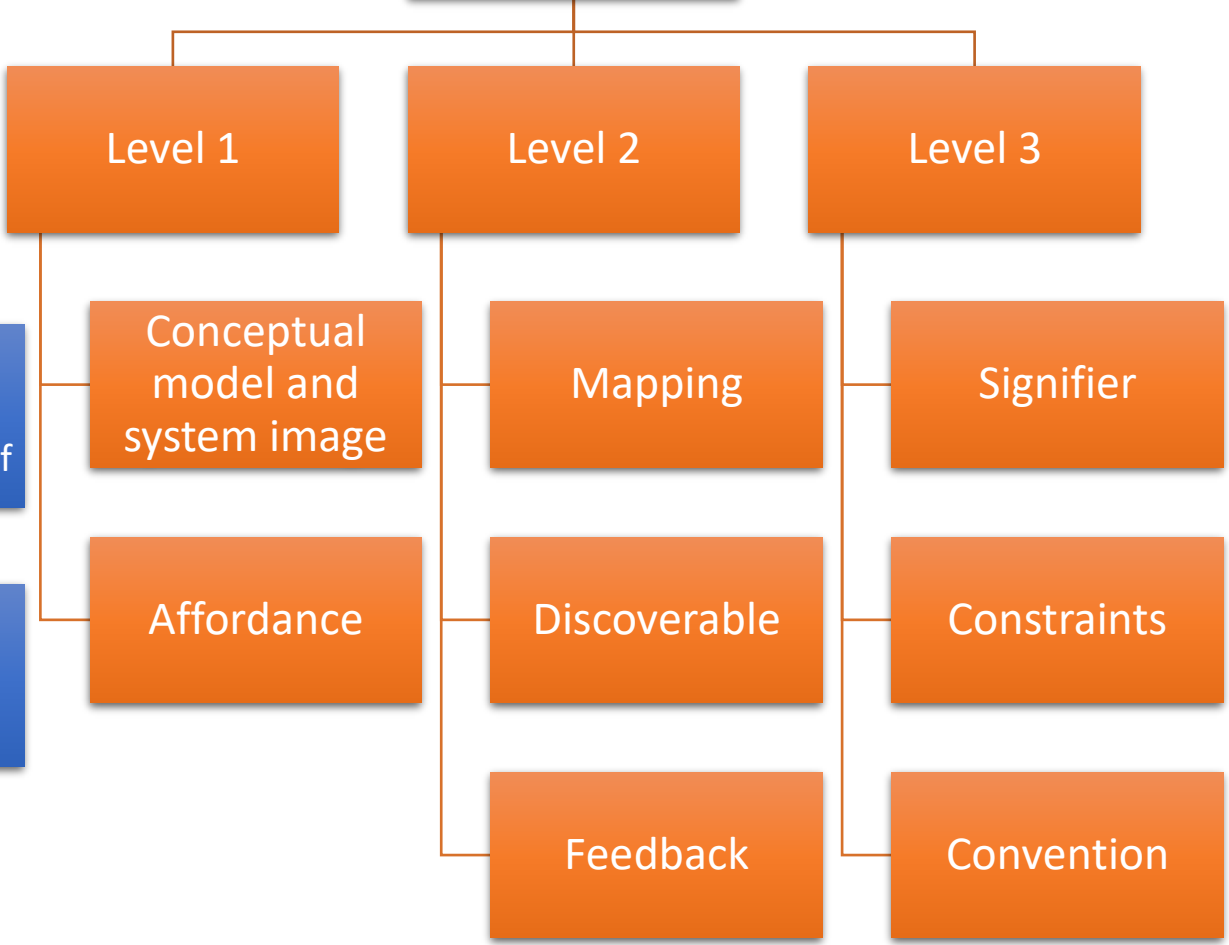


Designing the UX

# Evaluating Usability



# Designing the UX



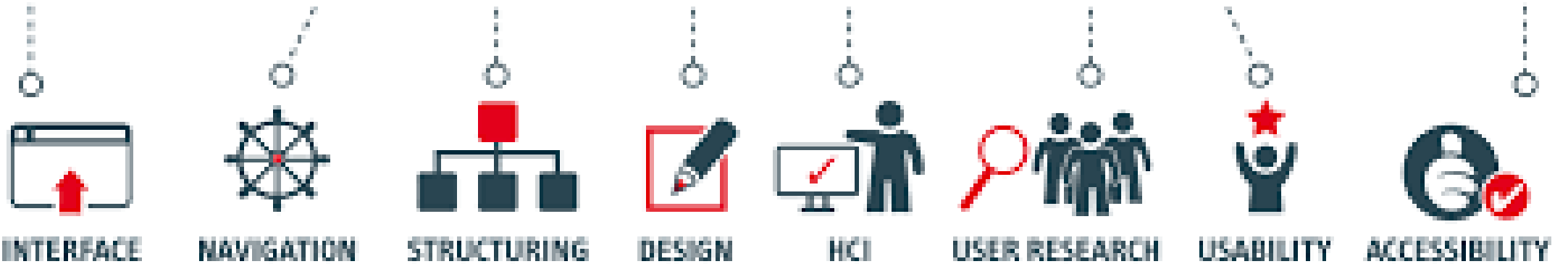


Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.

— Donald A. Norman —

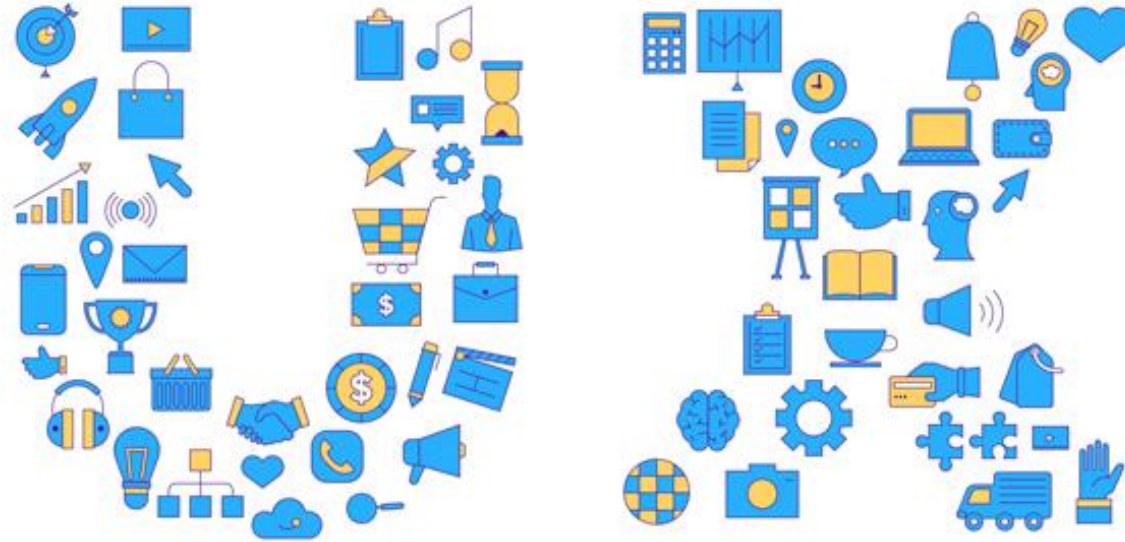
AZ QUOTES

# UX DESIGN





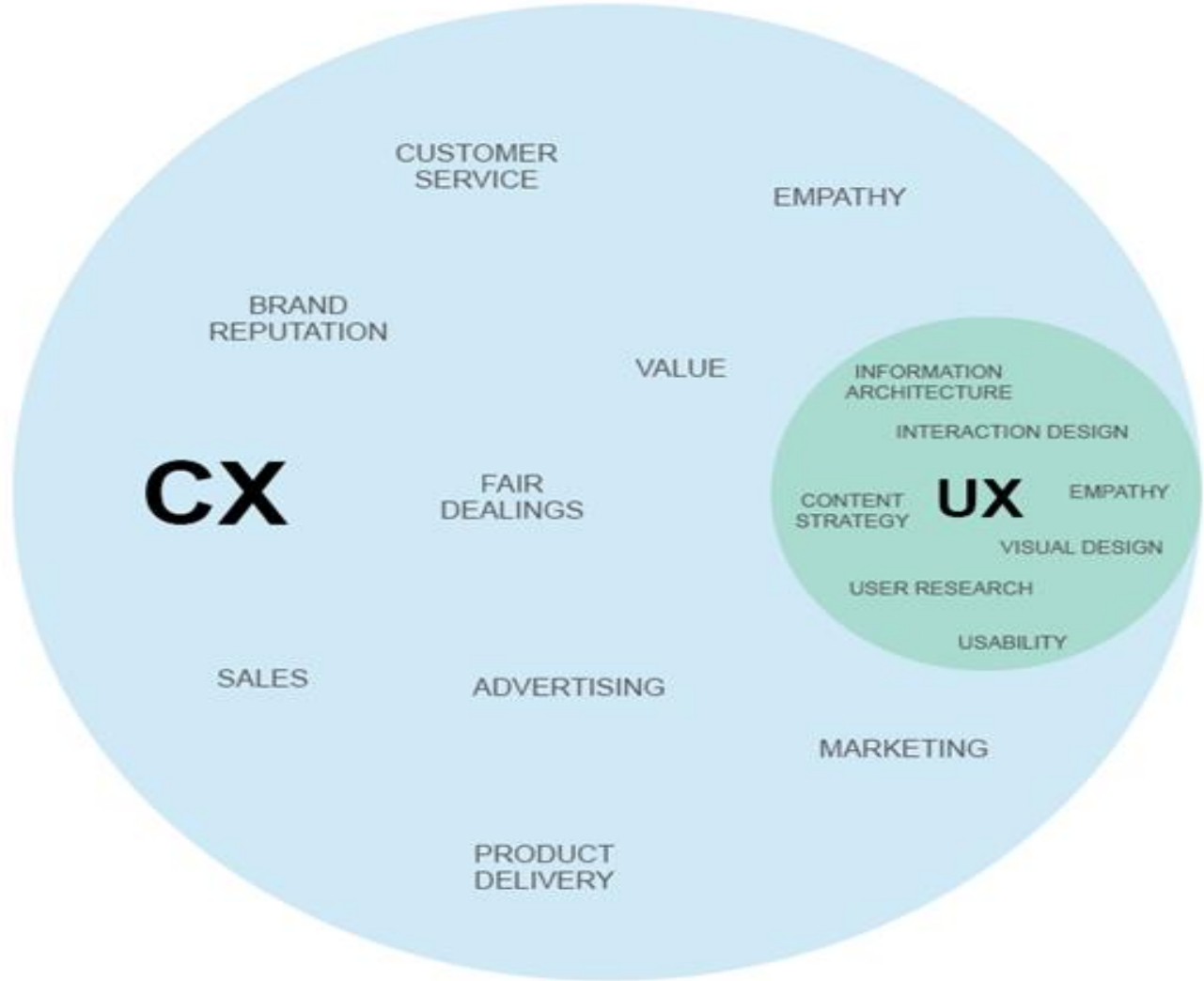
# USER EXPERIENCE



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

A Moment of Reflection...

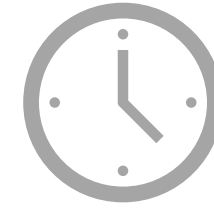
Reflect on how that experience left you feeling – what actions did you take after the experience?



# 2024 Statistics



5.3+ Billion Internet Users  
(66% of world's population)



Averaging 7 Hours on the  
Internet Per Day

1998: 10,000 daily Google Searches  
2024: 8.5 Billion daily Google Searches

How many times have you googled  
today?



1.98 Billion Websites



55% 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:



# The world according to Norman

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Discoverability



Affordance



Signifiers



Mapping



Feedback



Conceptual  
model

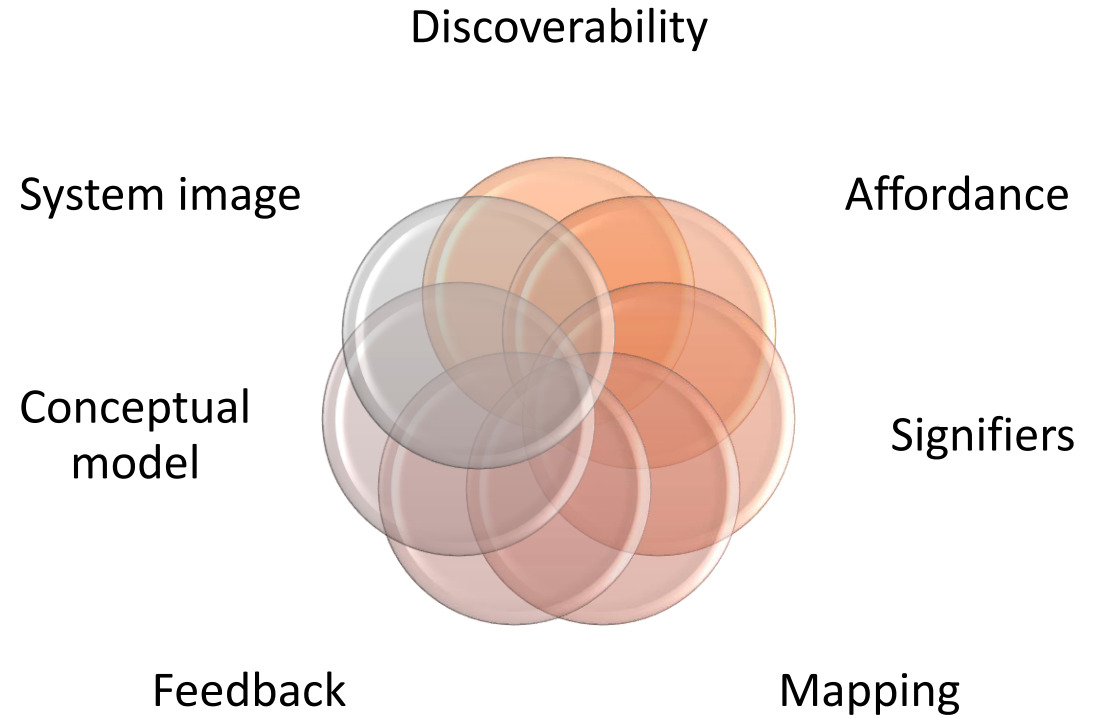


System image



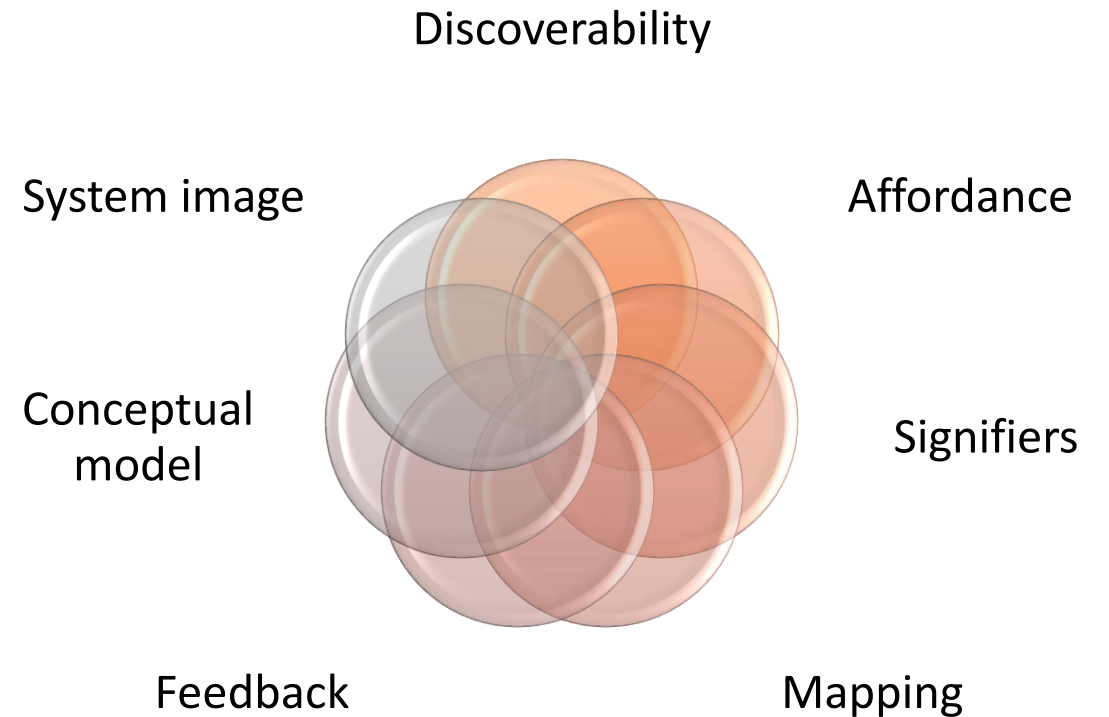
# Discoverability

- 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?

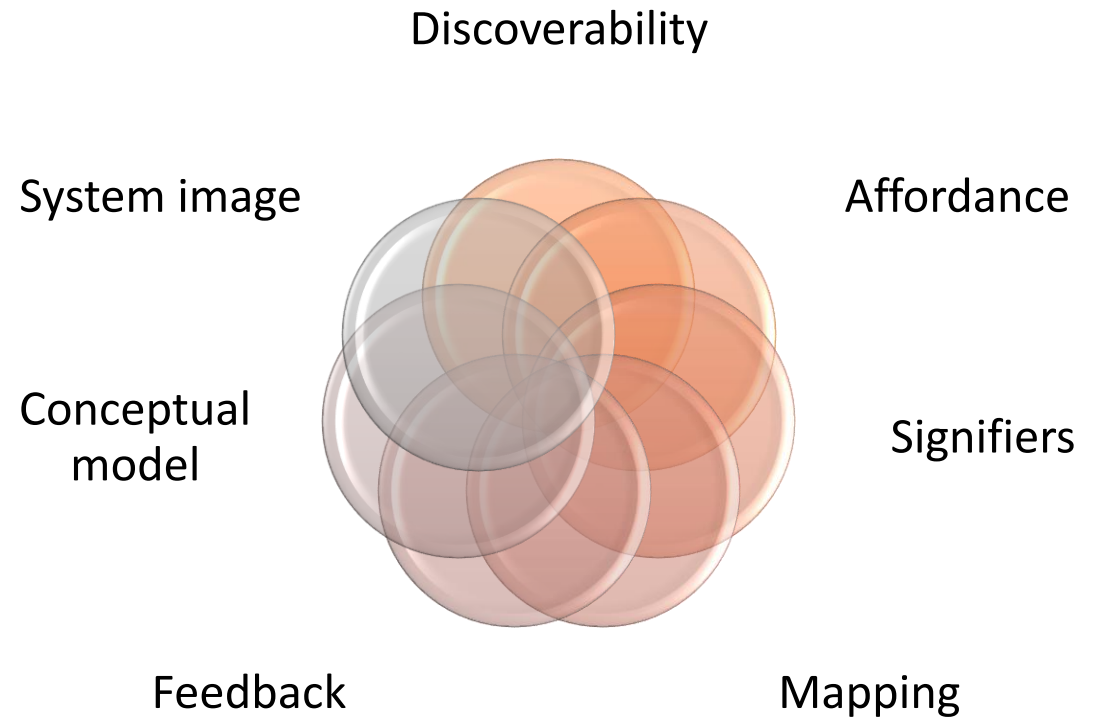


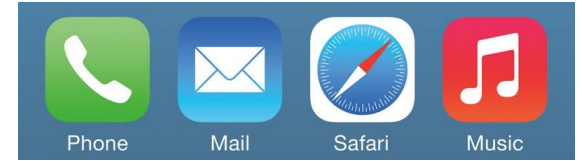
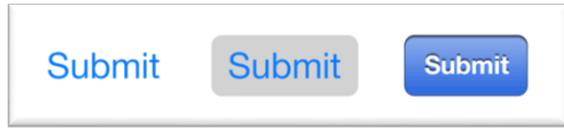
# Affordances

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

Definition: An affordance refers to the possible actions a user can take with an object based on its properties.

*A button affords pressing  
A chair affords sitting*



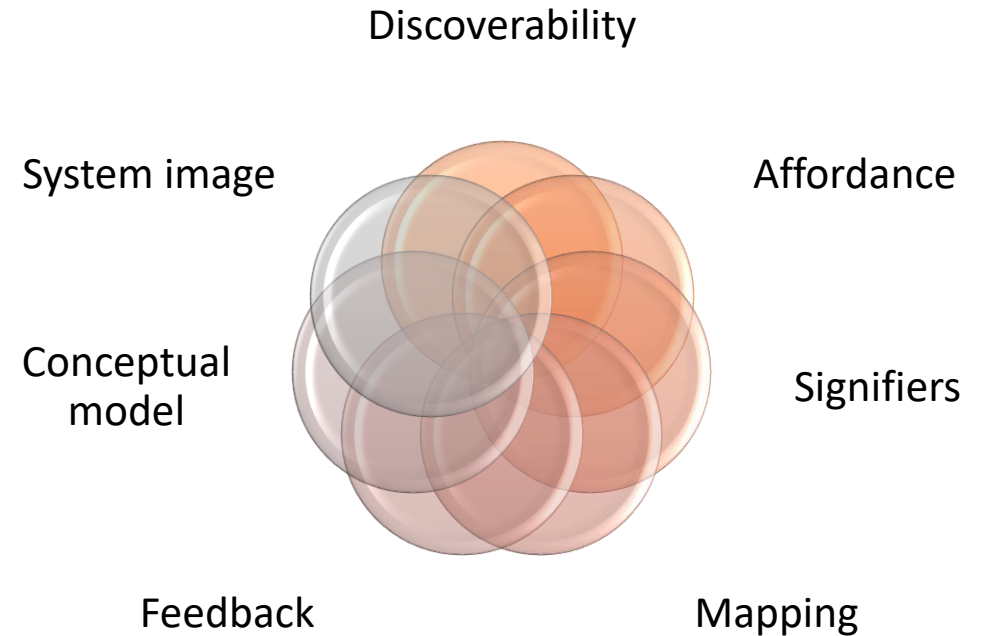


# Affordance Examples

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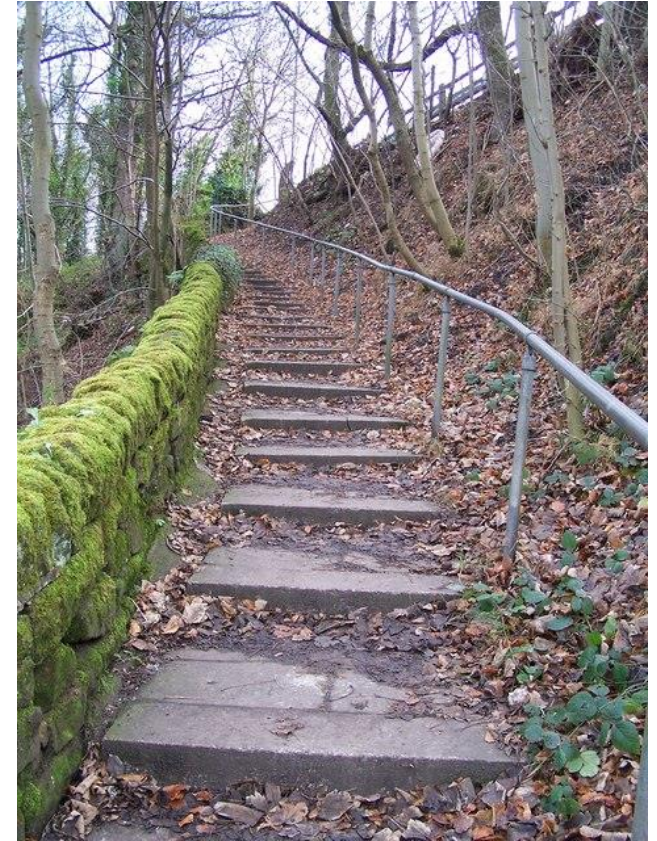
# Signifiers

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



Definition: A visual or auditory indicator that communicates to the user what action is possible.

*A label on a button that says "Click Here"*  
*A buzz on your phone when you get a new message*



# 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”*



# Applying the Concept of Affordances & Signifiers

- **Physical Object Analysis:**

- Select everyday objects and identify both affordances and signifiers.
- Discuss how the design would change if the affordances were not apparent or if signifiers were absent.

- **Digital Interface Analysis:**

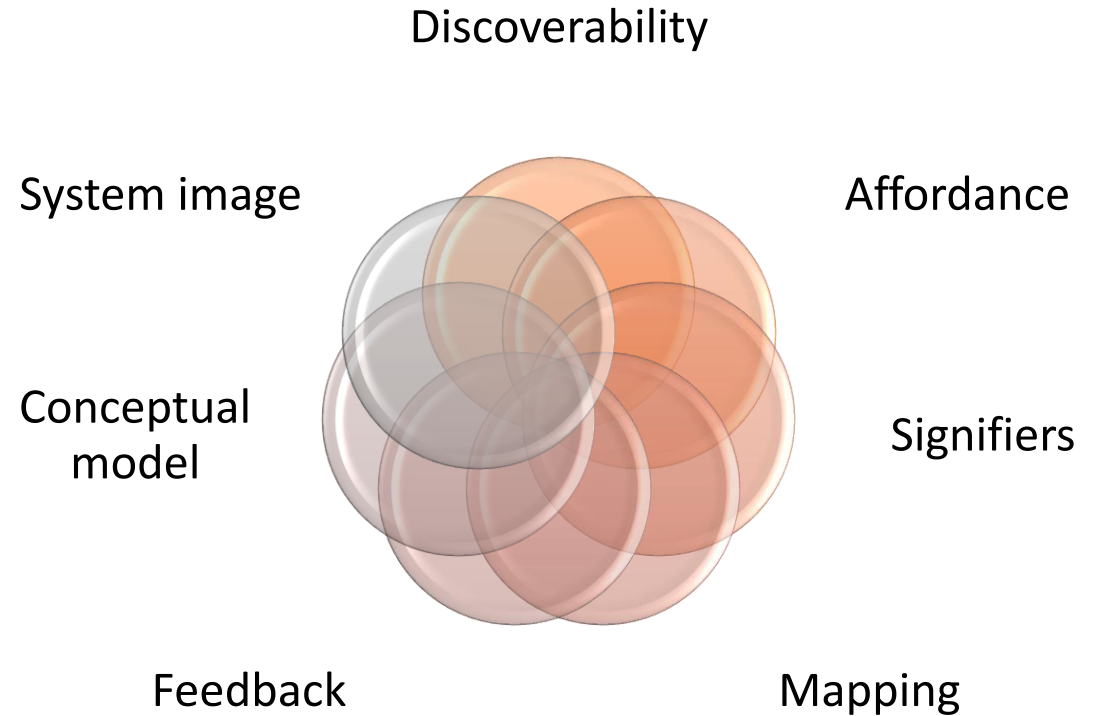
- Analyze interfaces of popular apps and websites to identify affordances and signifiers.
- Ask students to consider how signifiers help clarify or enhance the affordances.

- **Redesign Task:**

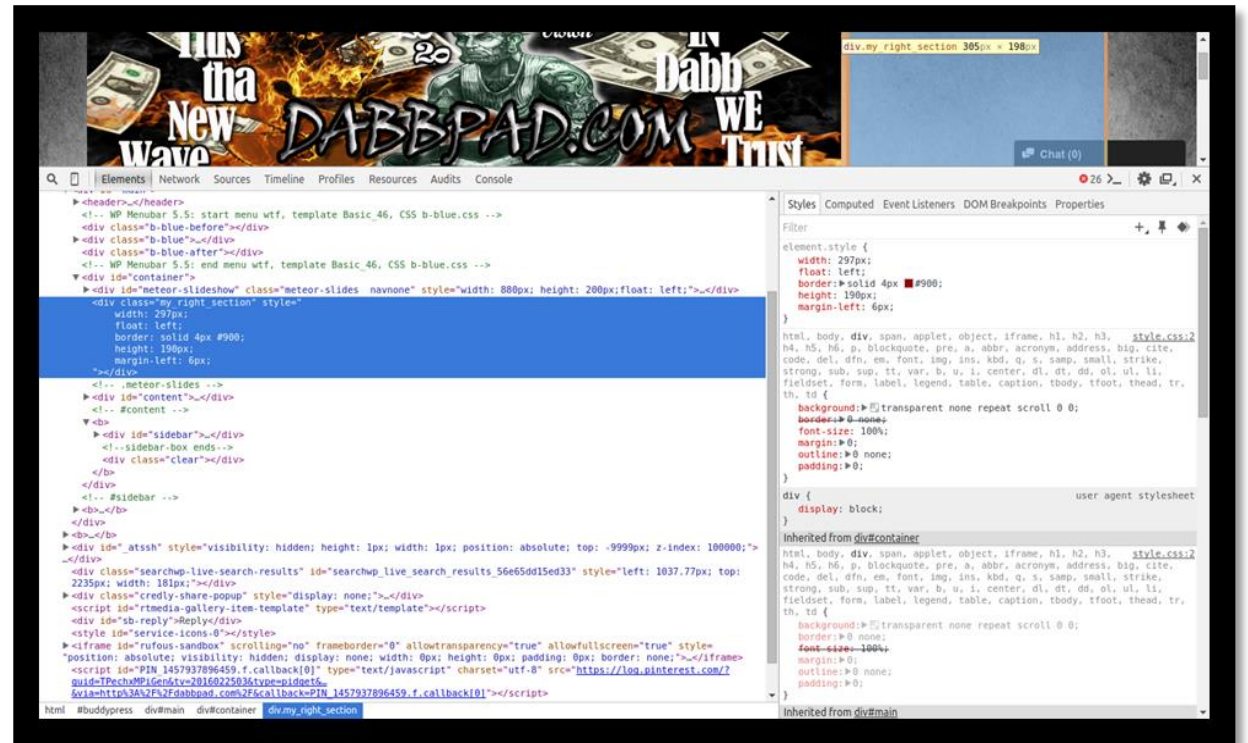
- Design a simple interface, like a remote control or a mobile app screen.
- Focus on making the affordances clear through effective signifiers.

# Mapping

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

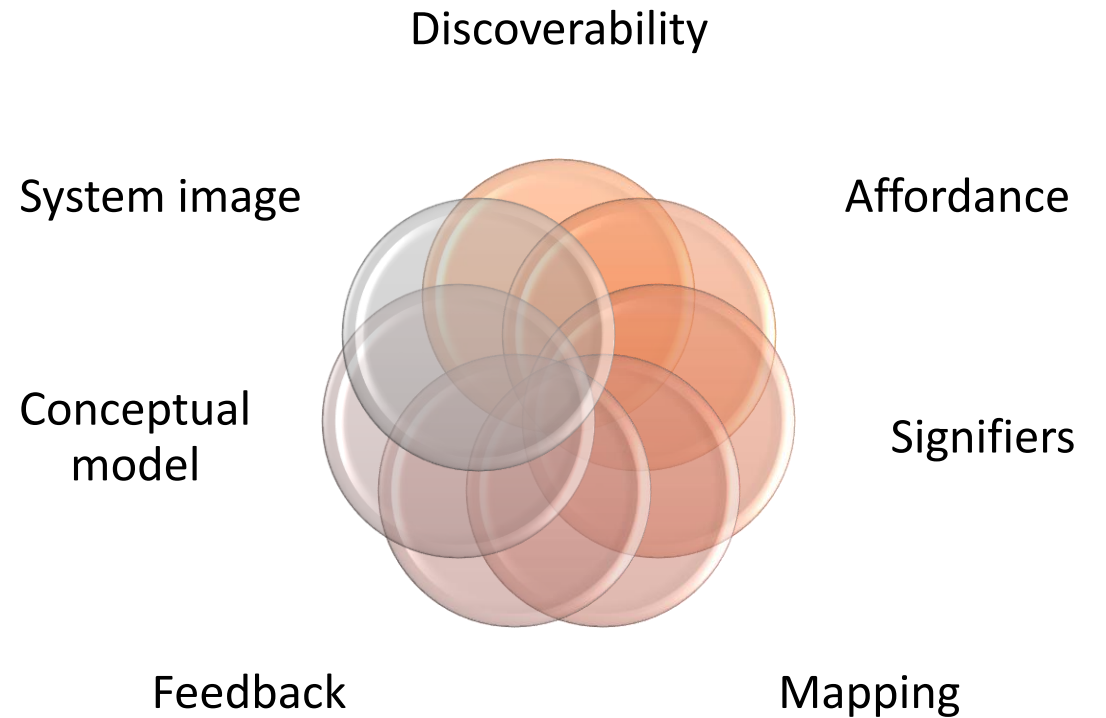


# Mapping Examples



# Feedback

- Communicating the results of an action
- Immediate
- Informative



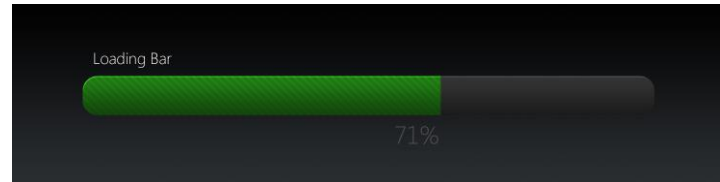


## Server Error

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

Please try again in 30 seconds.

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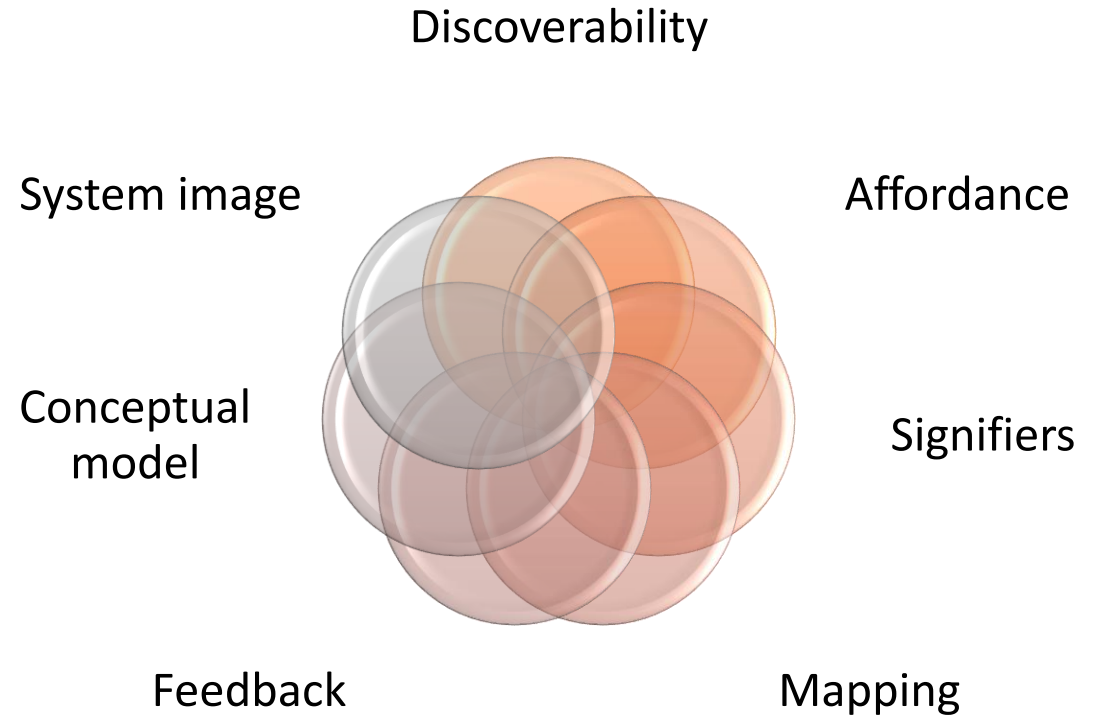


# Feedback Examples

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# Conceptual Model

- An explanation, simplified of how something works
- Framed by the affordances, signifiers, constraints and mappings
- Mental Model – conceptual models in someone's mind as to how something works
- Helpful in predicting behavior





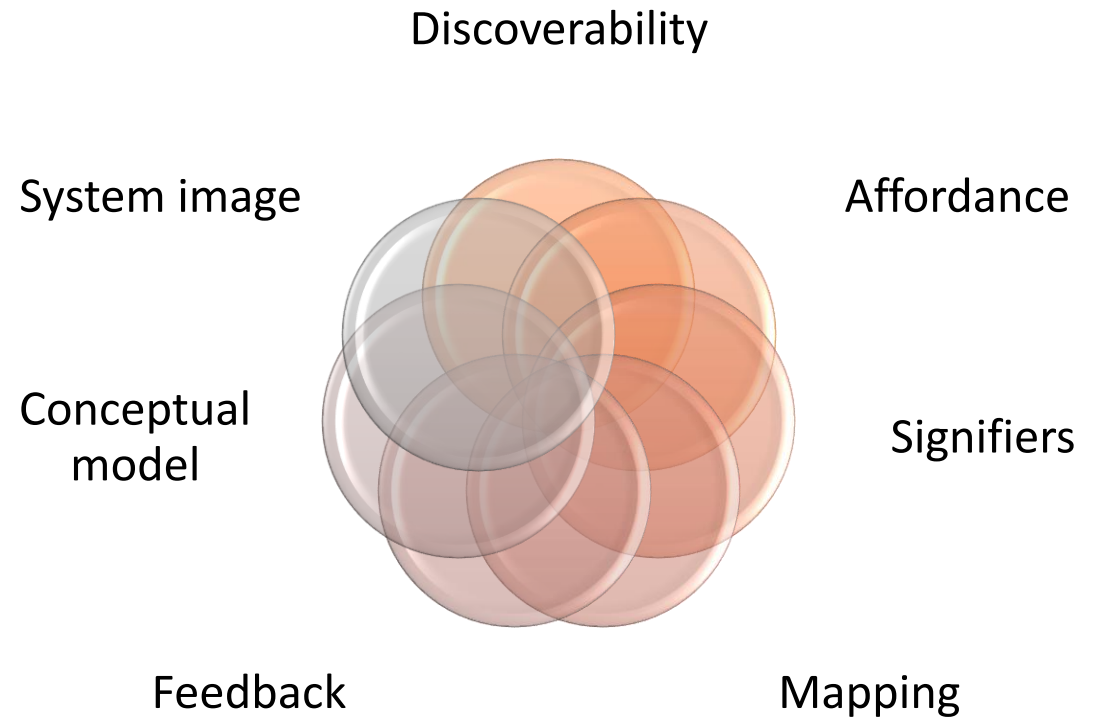
# Conceptual Map Examples

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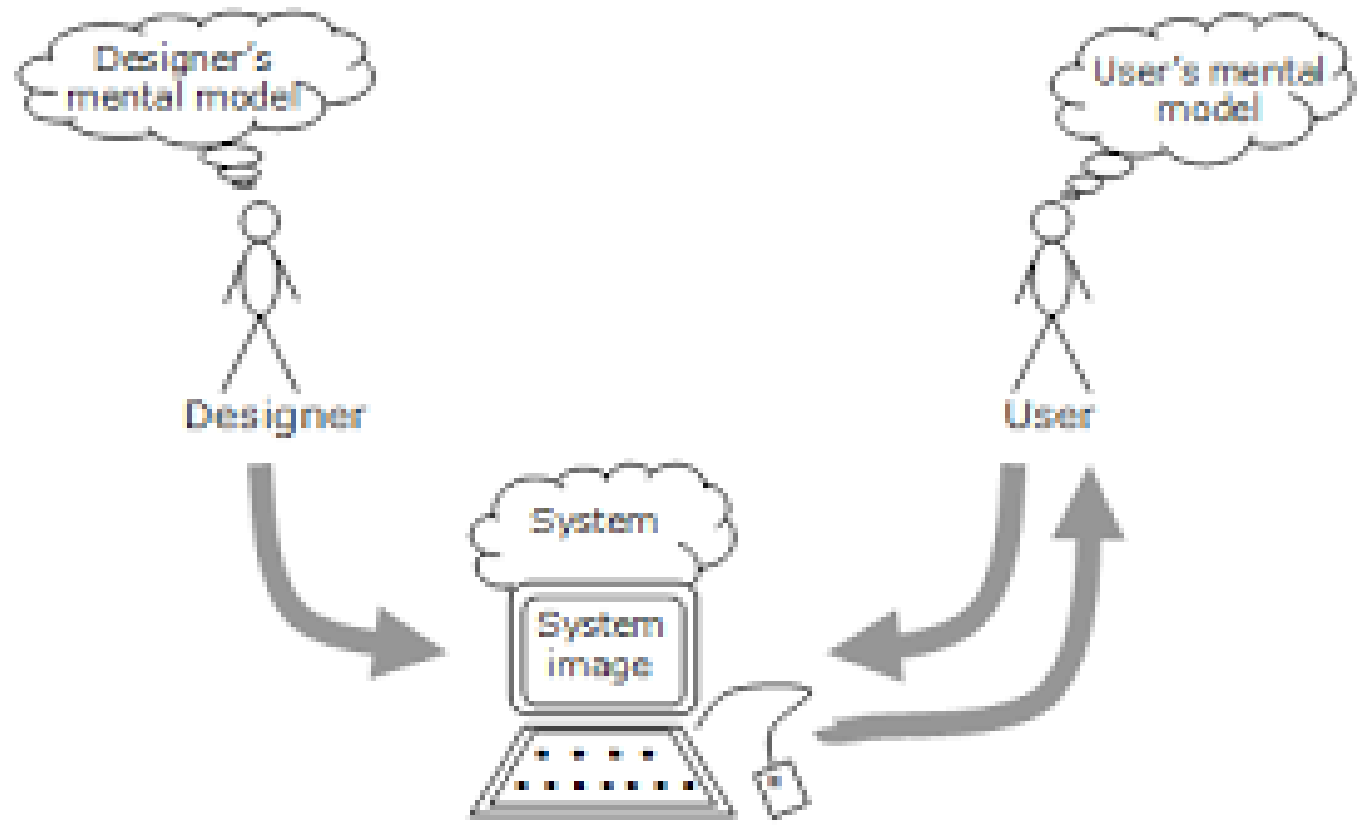


# System Image

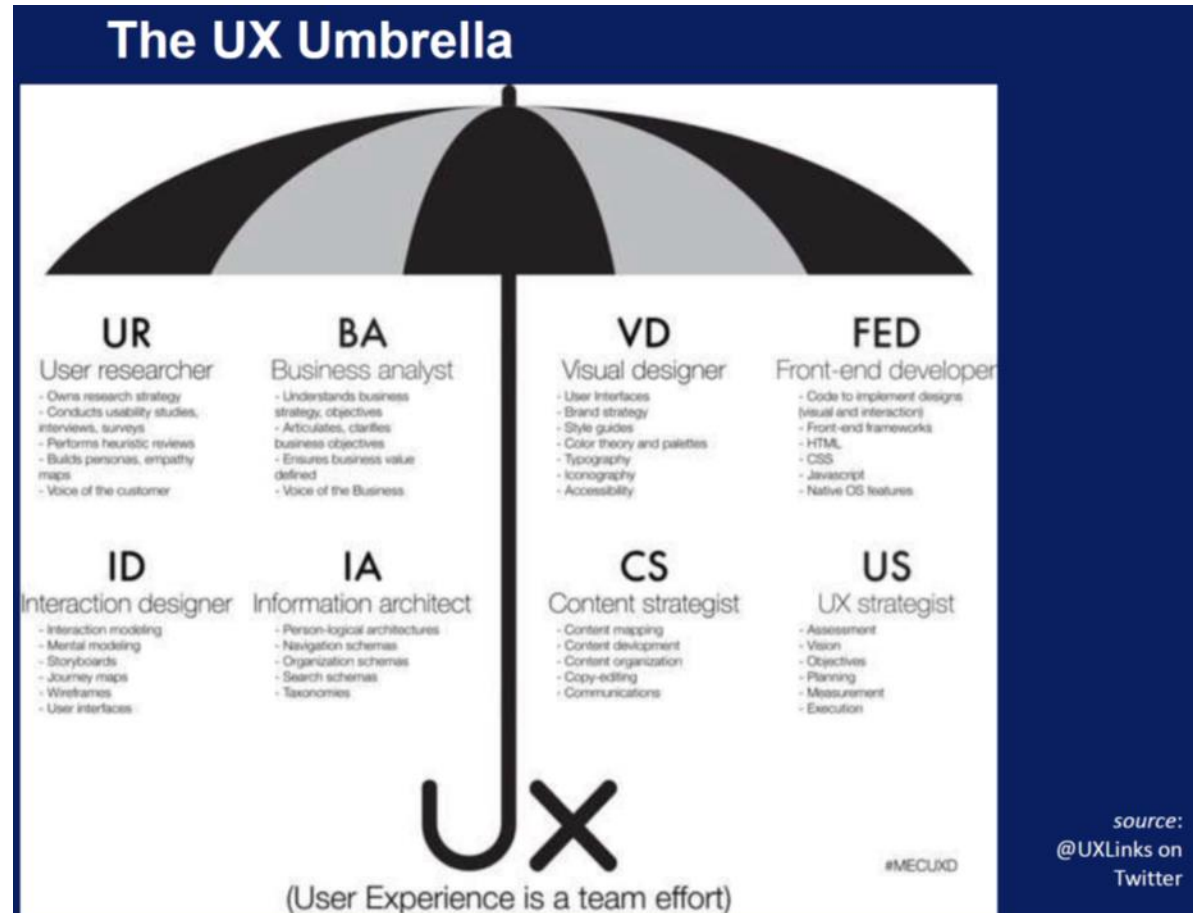
- Designer's Concept
- User's Concept
- Communication is the key



# 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!