

MIS 3506
Digital Solutions Studio
Amy Lavin
Professor, MIS
Fall 2021

ME
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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

Relevant Info:



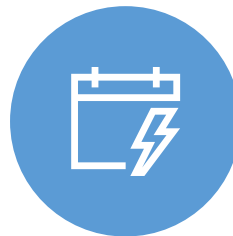
AMYL@TEMPLE.EDU



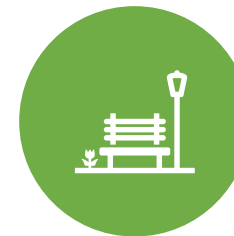
SPEAKMAN 209G



215-204-3196



OFFICE HOURS



M/F: 10-11



BY APPOINTMENT



ITA: Ariella Izbinsky

Email: ariella.izbinsky@temple.edu

Office Hours: **Thursdays 5pm-6pm and Friday 10-11am or by appointment (tentative for first 2 weeks)**

- ◎ Senior MIS Major
- ◎ Hometown: Bucks County, PA
- ◎ Risk Assurance Intern at KPMG
- ◎ Took the class last semester
- ◎ Became interested in User Experience and how it connects to everything

Please feel free to reach out 😊





Introduction & Overview

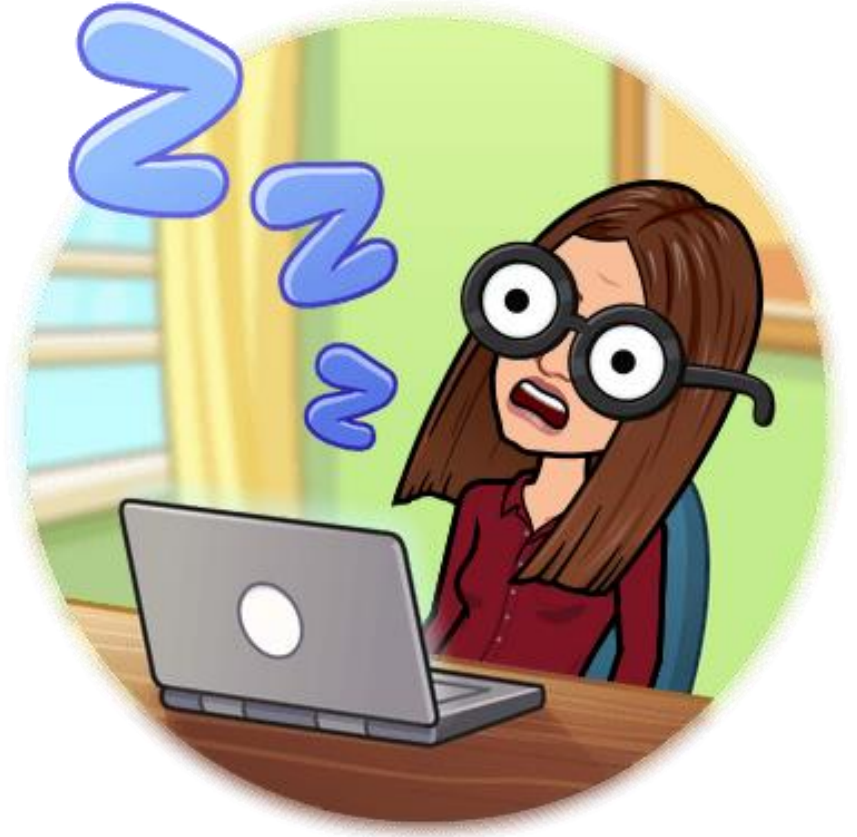
1.

Let's Get Started

Class Expectations

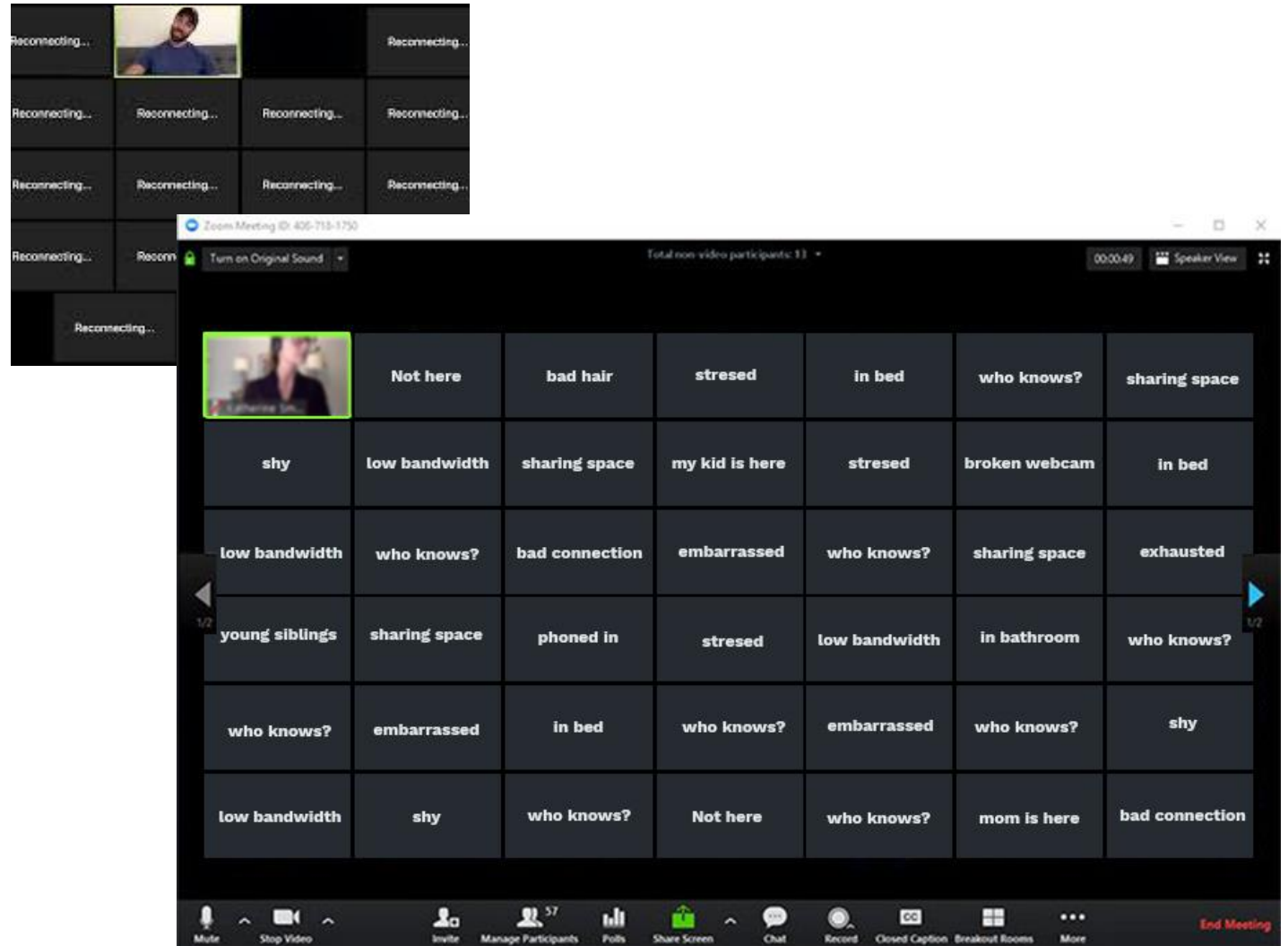
Fully Virtual

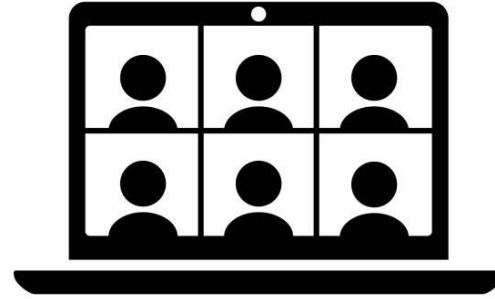
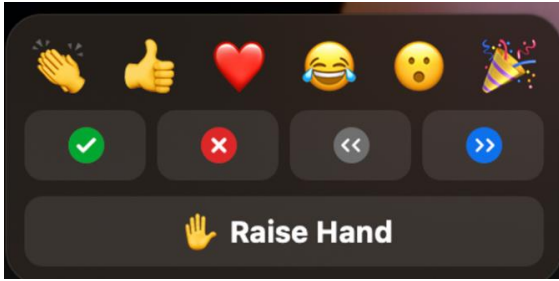
- Turn those cameras on
- Keep muted unless speaking
- Participation is **HIGHLY** encouraged
- Breakout sessions, team projects



Zoom – Camera On, please!

The MIS Department wants to ensure you have a positive, engaging online experience. Therefore, during class, you are expected to keep your webcam video on with your face clearly visible – with or without a virtual background – and your microphone muted unless you are speaking. If you do not have your video turned on during a class session, you may be removed from that session at the instructor's discretion. To request an exception to this policy, please consult your instructor.





Rules of Engagement

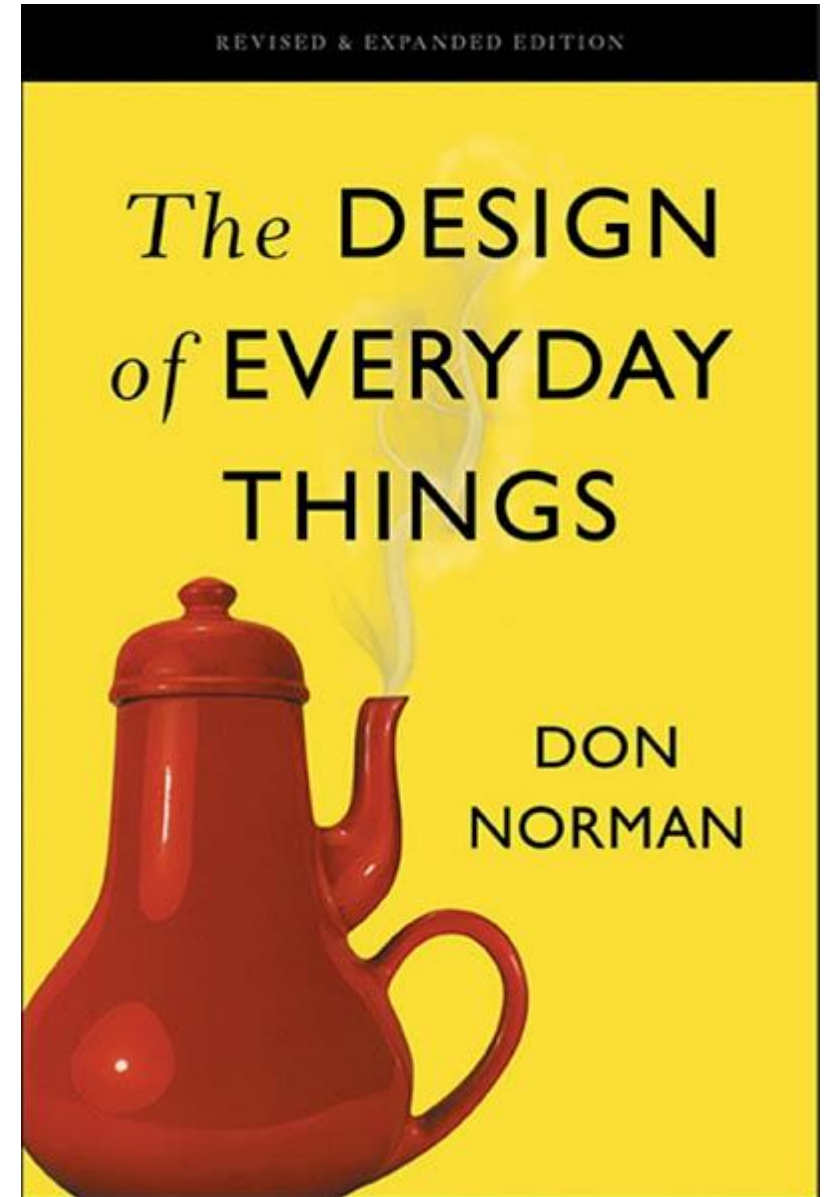
Primary Course Objectives

- 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/mis3506sec002fall2021/>

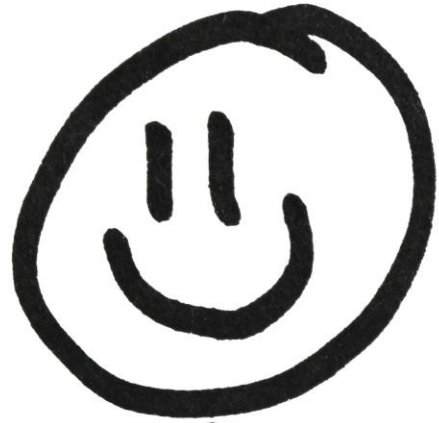
& Canvas for deliverables

The Term “UX”



Hello
my name is

What is
Your User
Experience?



GOOD



BAD



UGLY

Product Manager/MIS/UX Tie In



Blending of soft and hard skills



Manage requirements



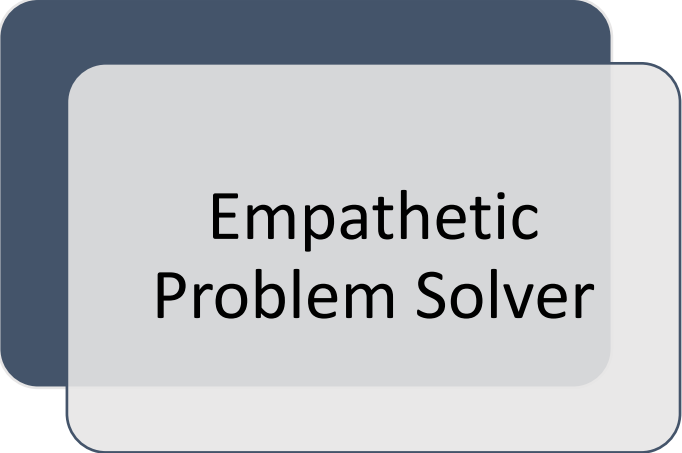
Deliver products the align with Business Goals




Balance multiple stakeholders & understand all needs



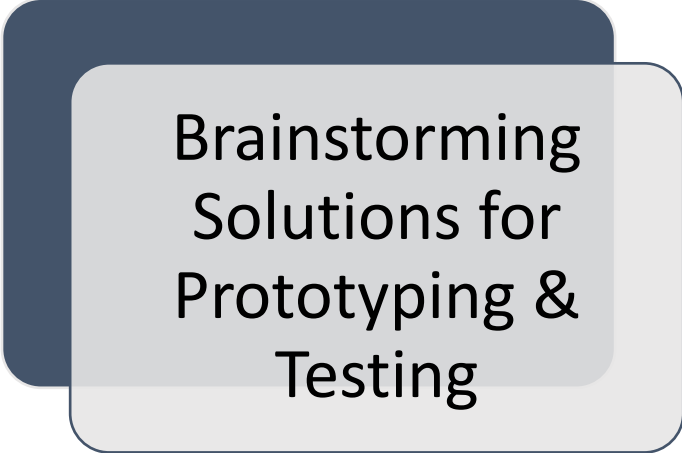
Design Thinking Process (Product Manager)



Empathetic
Problem Solver



Viewing from
Multiple
Perspectives



Brainstorming
Solutions for
Prototyping &
Testing

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.

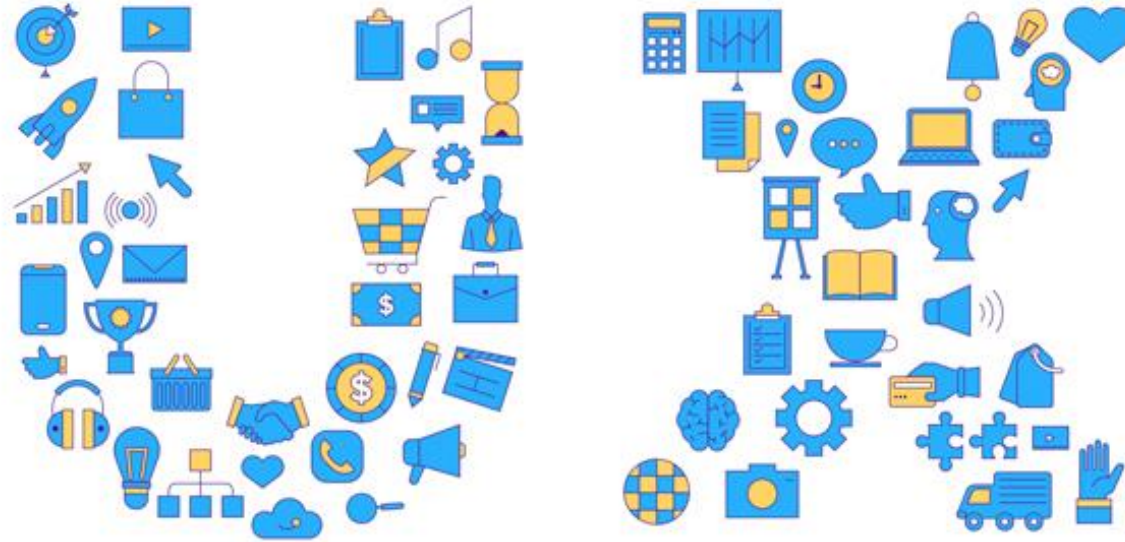


... **dynamic** as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.



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

USER EXPERIENCE



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

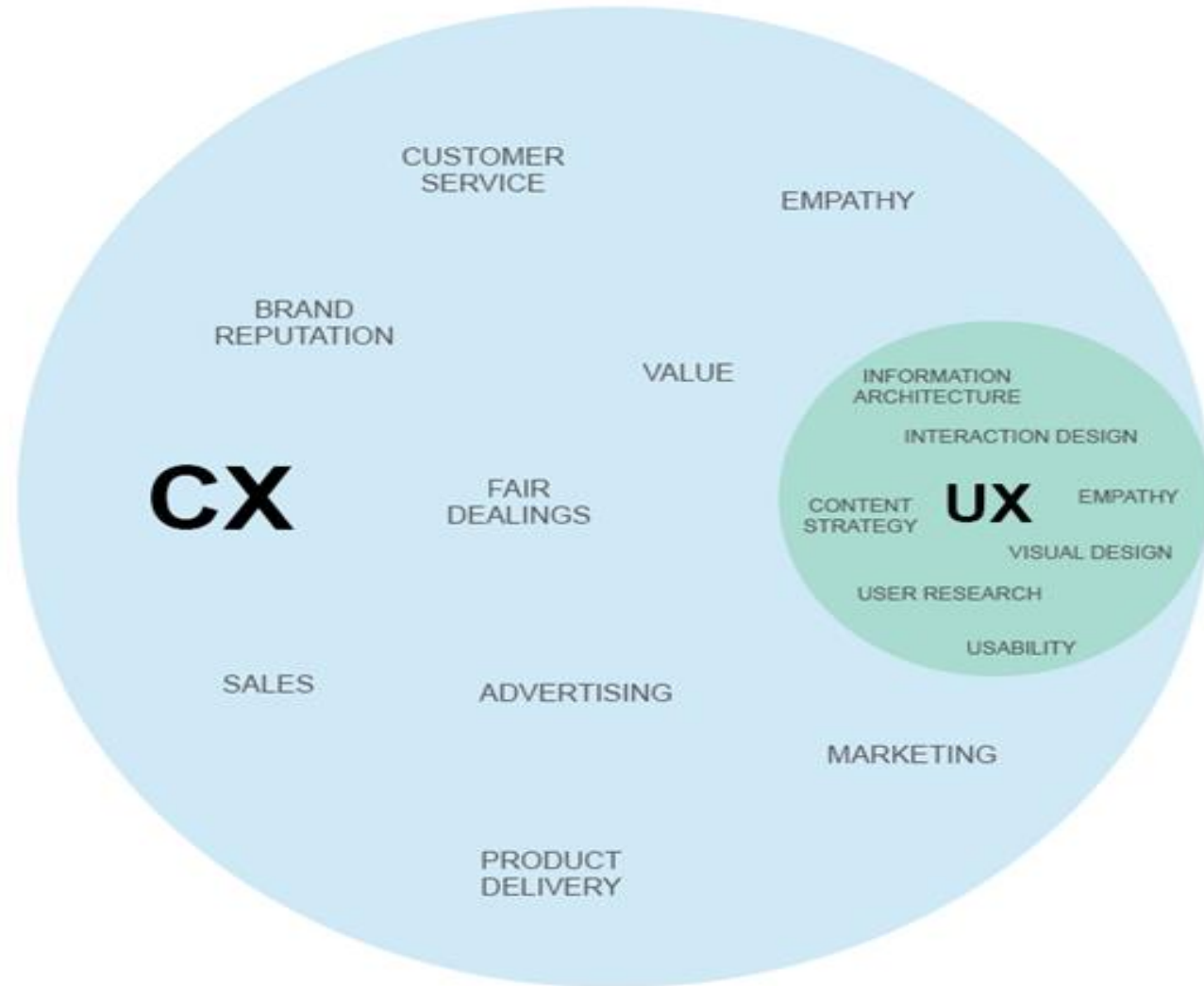
A Moment of Reflection...

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



2020 Statistics



4+ Billion Internet
Users



Averaging 6.43 Hours
on the Internet Per Day



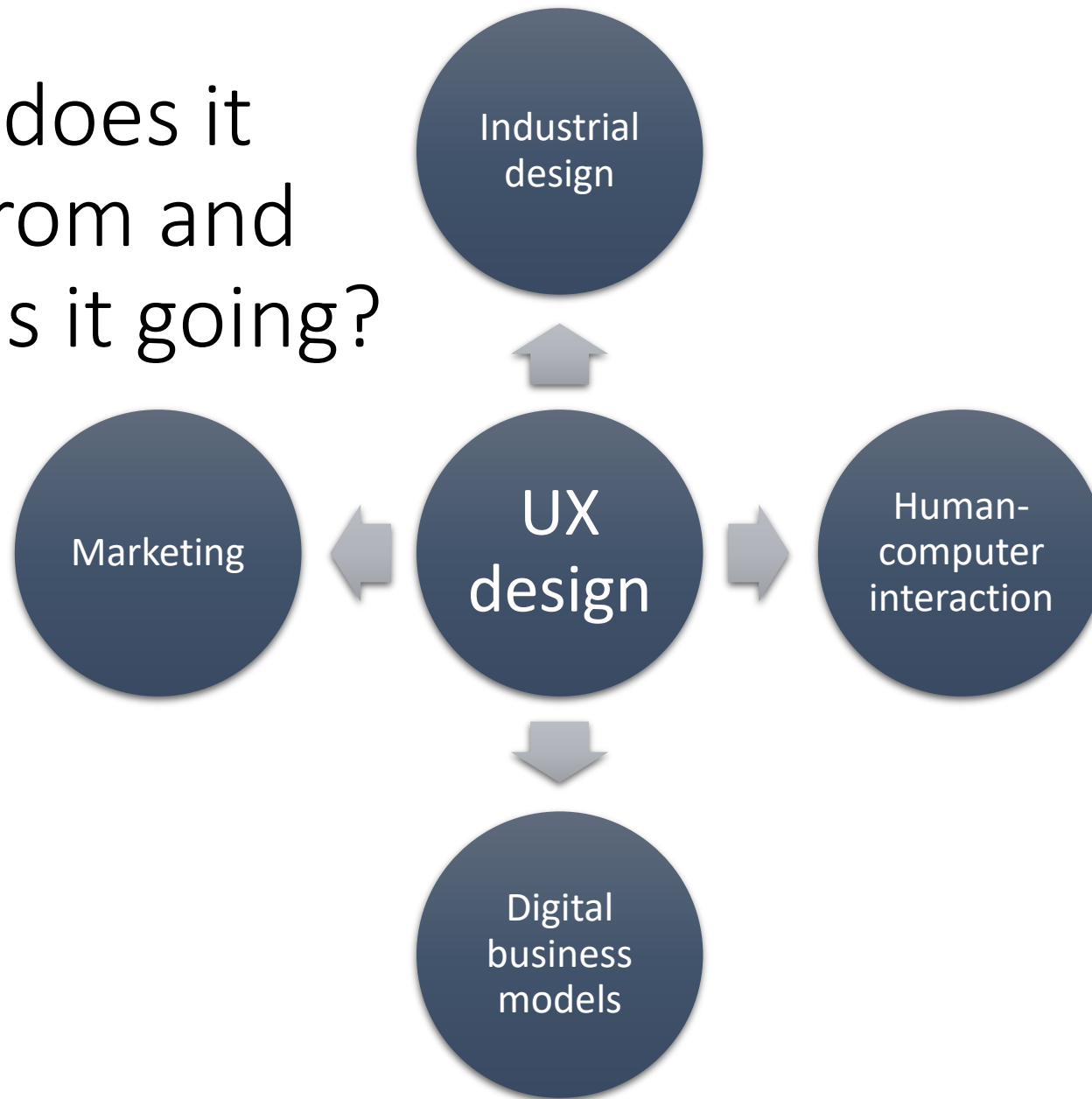
1.74 Billion Websites



50.1% 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.

Where does it
come from and
where is it going?



Digital product
management

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 that says 'I'm excited about HTML5; it's in my blog.' The second panel, 'Consumers', shows a family silhouette and a speech bubble that says 'You're asking what a browser is? I use Yahoo.' The third panel, 'Power Consumers', shows a group of silhouettes and a speech bubble that says 'Check out my pix on Facebook, MySpace, Hi5, or...'. Below each panel is a brief description of their 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

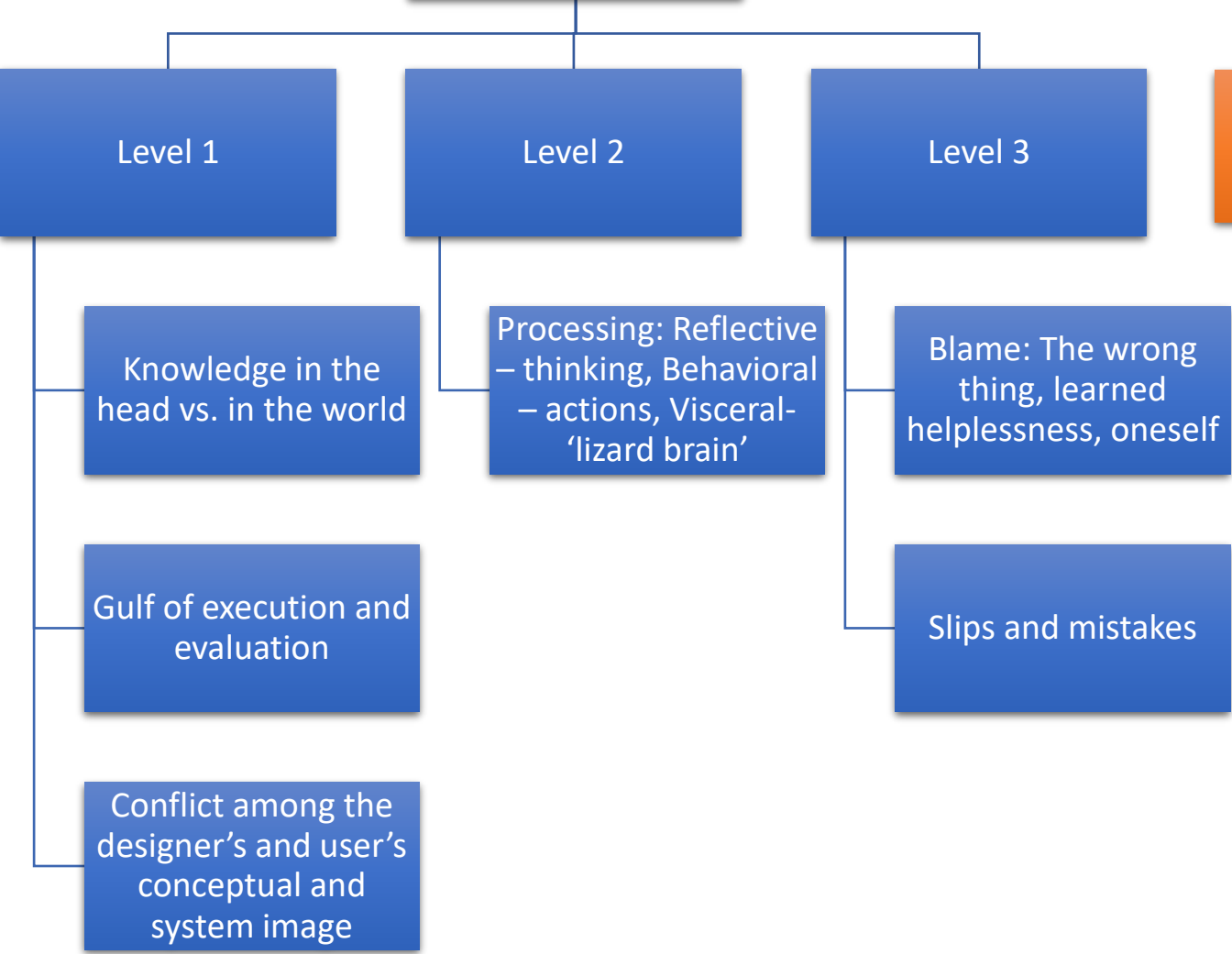


Evaluating Usability

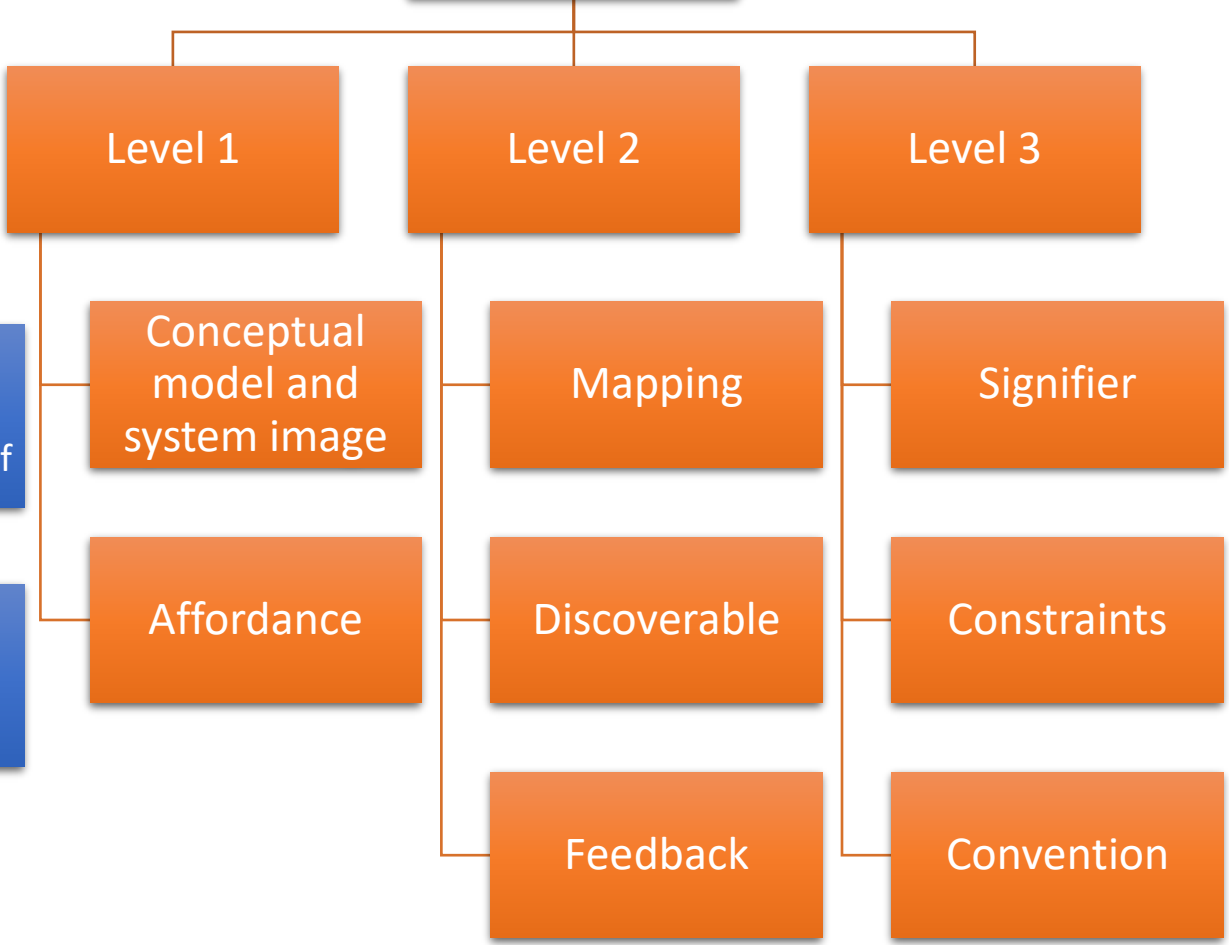


Designing the UX

Evaluating Usability



Designing the UX



The world according to Norman



Discoverability



Affordance



Signifiers



Mapping



Feedback



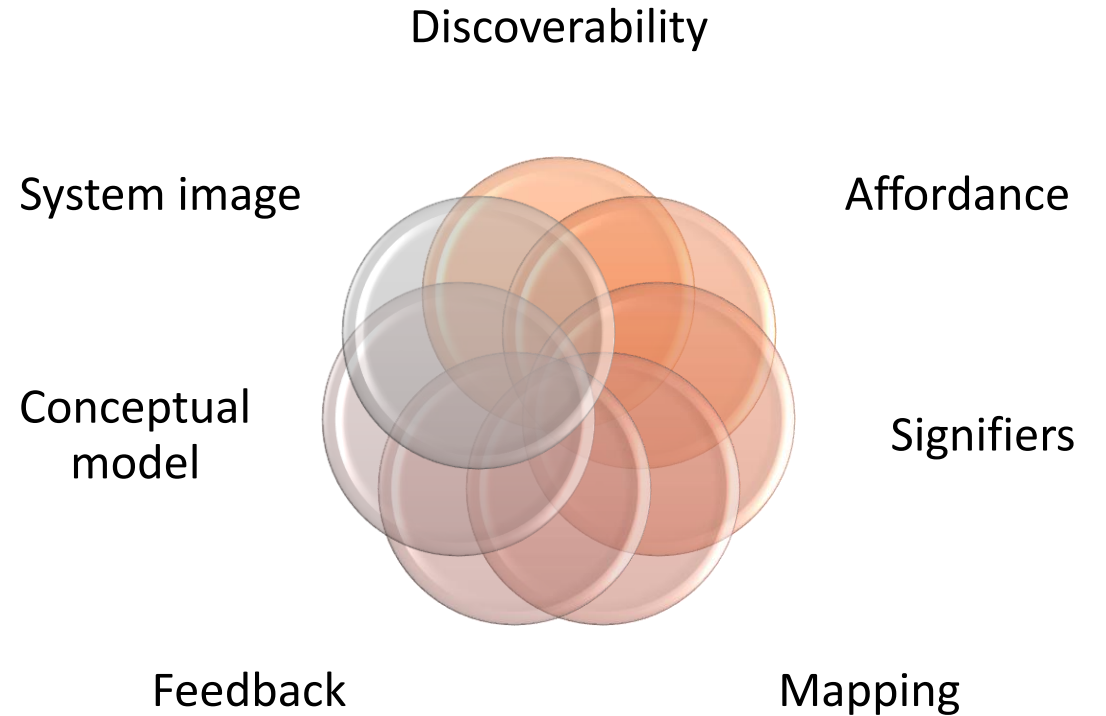
Conceptual
model



System image

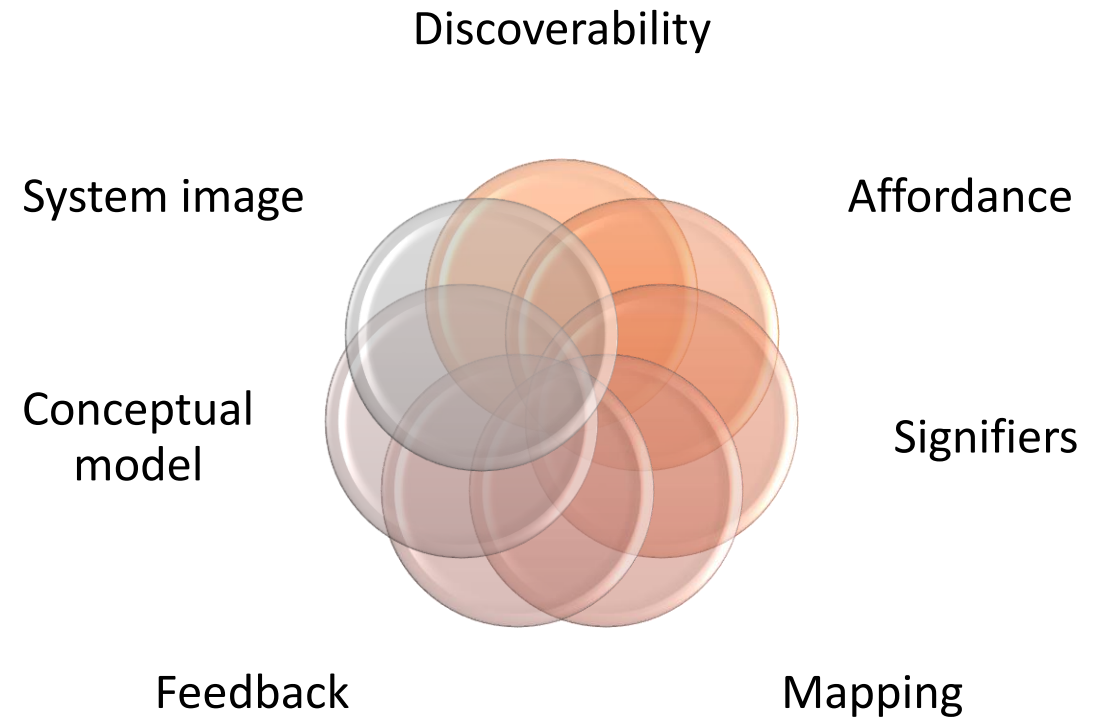
Discoverability

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



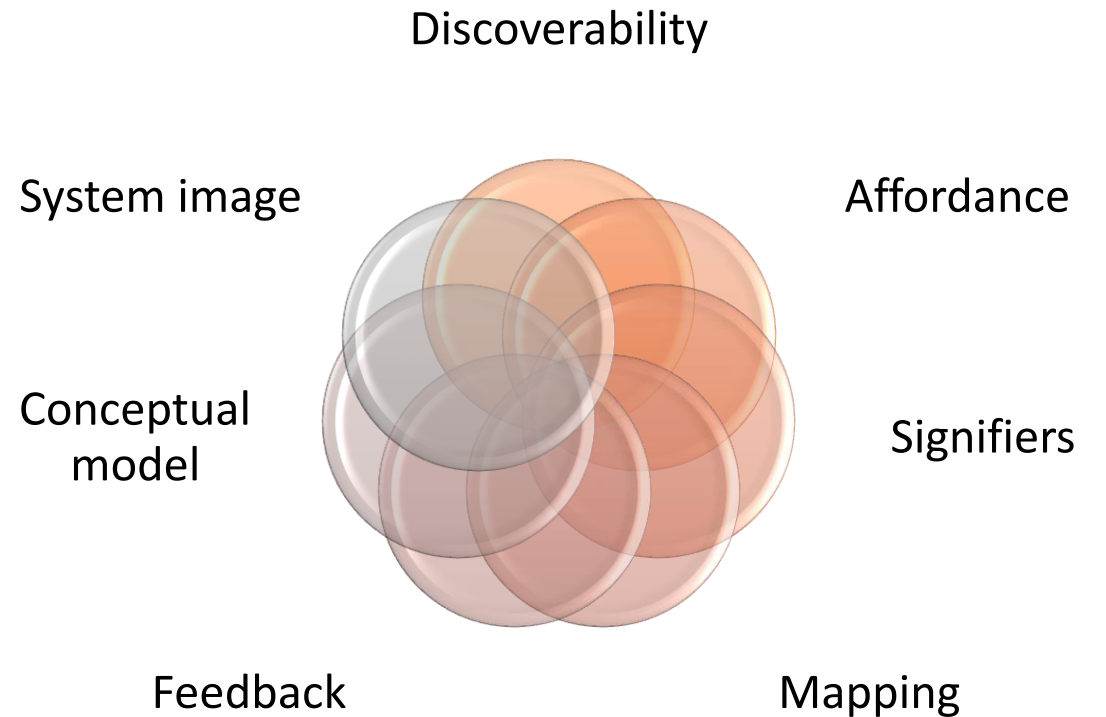
Understanding

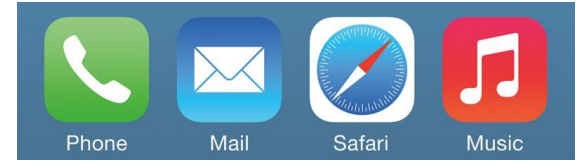
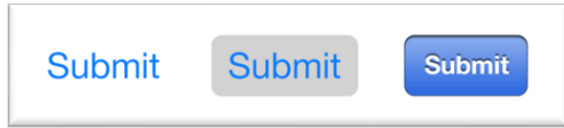
- What does it all mean?
- How is the product supposed to be used?
- What does everything mean?



Affordances

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

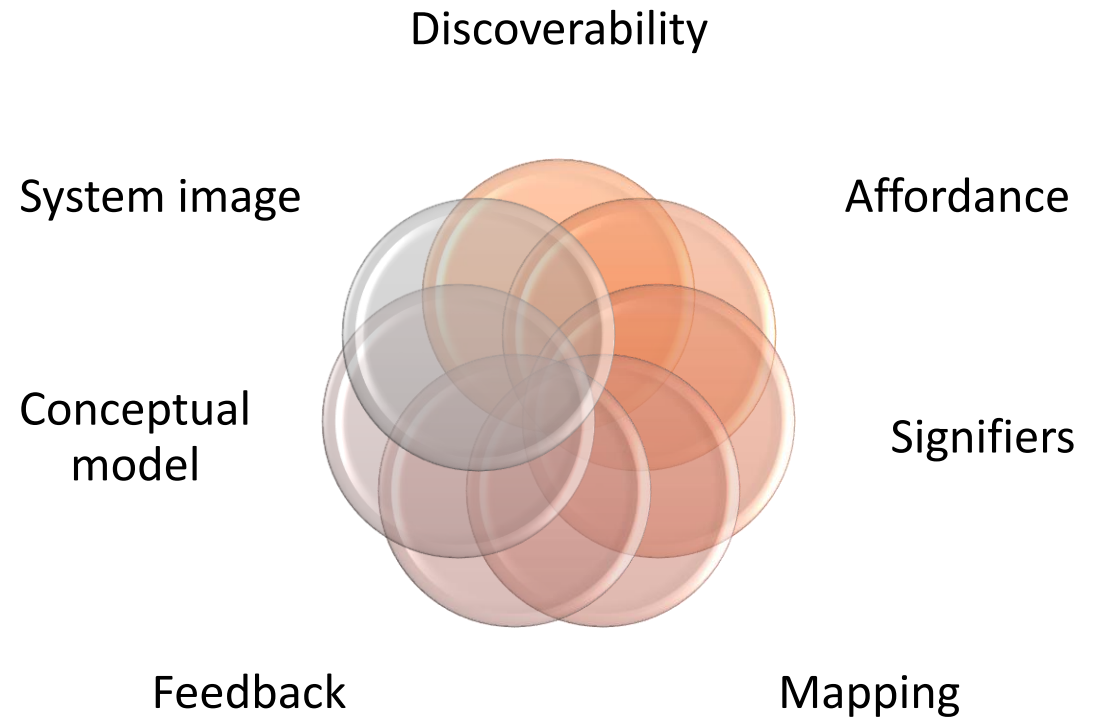


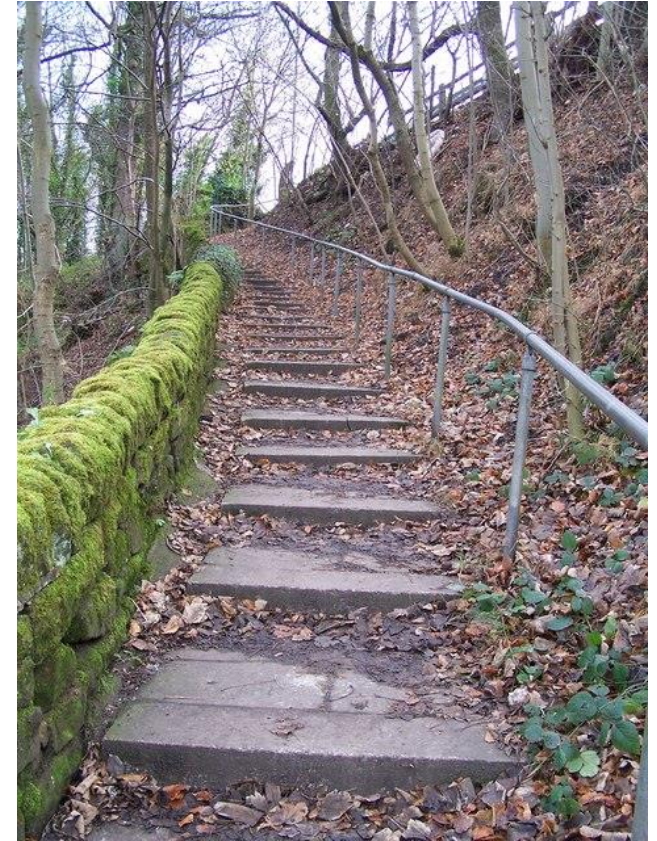


Affordance Examples

Signifiers

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



A screenshot of a web browser displaying a website with a dark theme and a banner for 'DABBYPAD.COM'. The browser's developer tools are open, showing the 'Styles' panel on the right with CSS rules for a 'div' element. A black box at the bottom of the developer tools contains the text: 'This Photo by Unknown Author is licensed under CC BY-SA'.

Signifier Examples

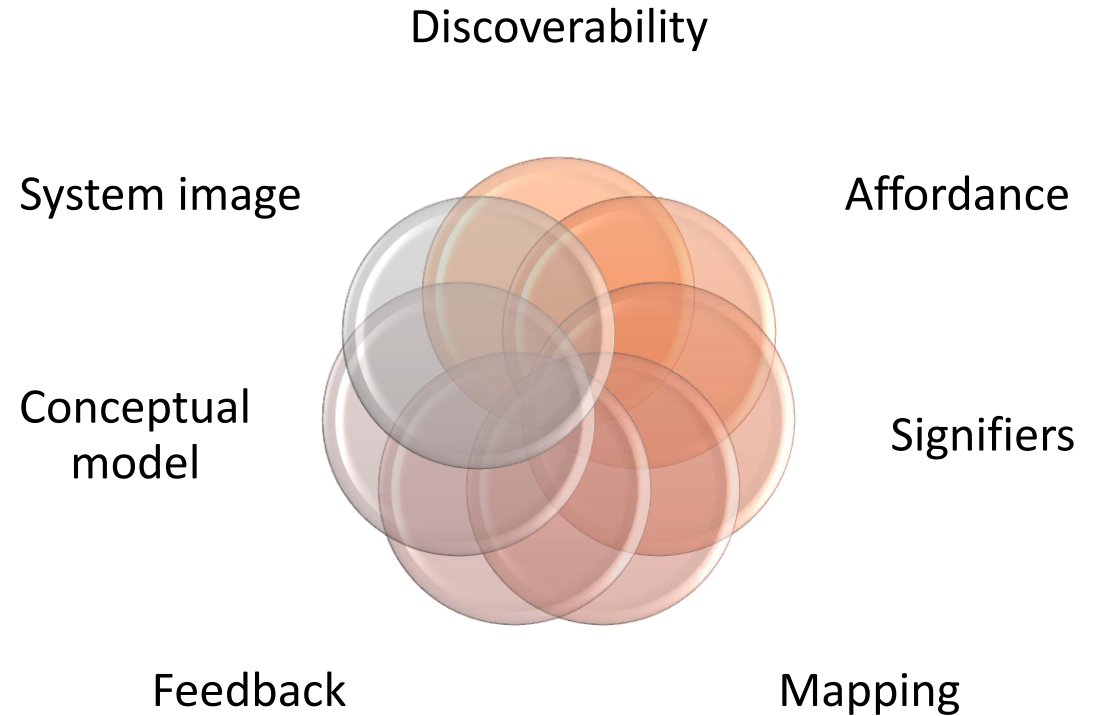


Affordances vs. Signifiers

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

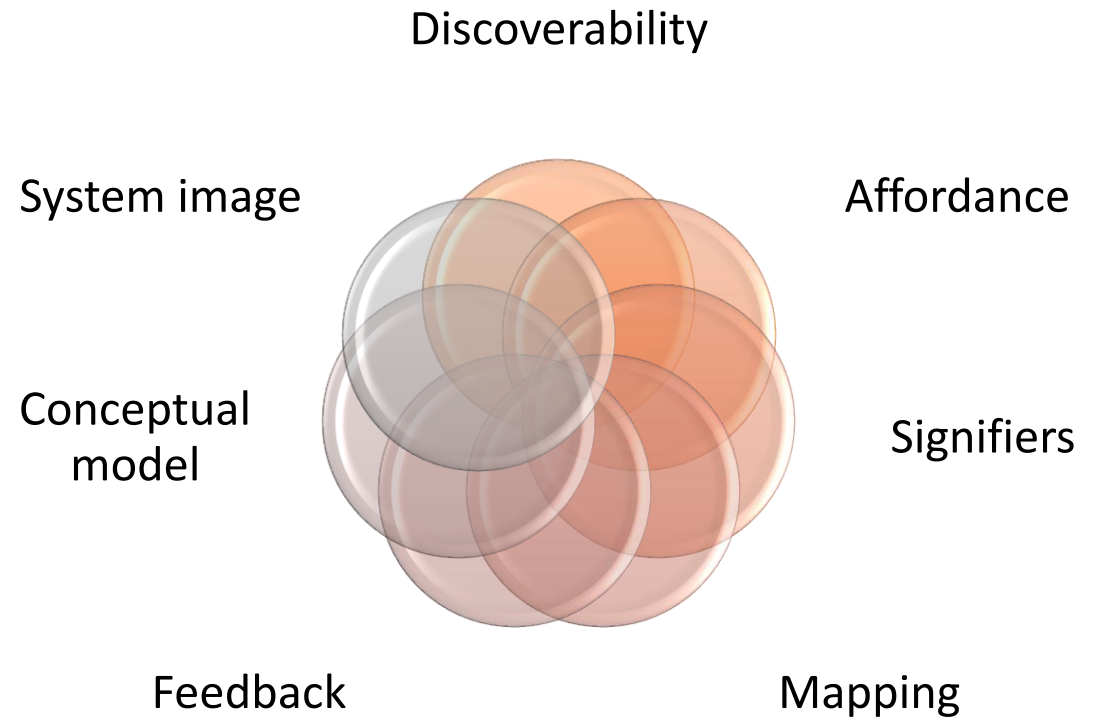
Mapping

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



Feedback

- Communicating the results of an action
- Immediate
- Informative





Server Error

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

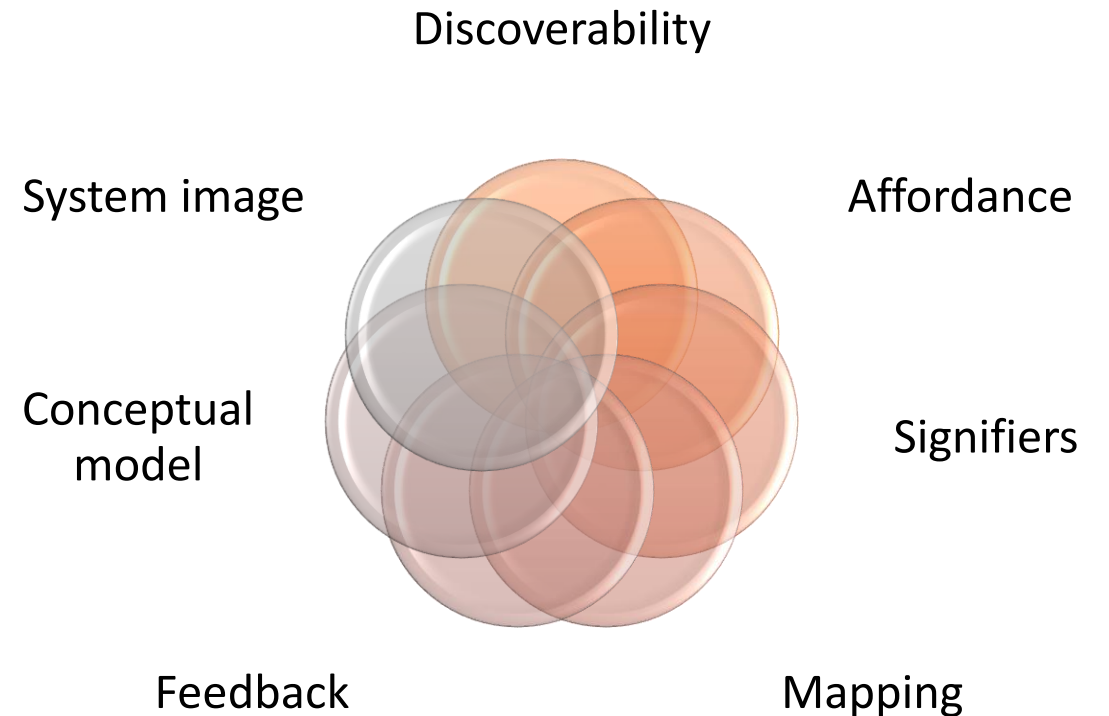
Please try again in 30 seconds.



Feedback Examples

Conceptual Model

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

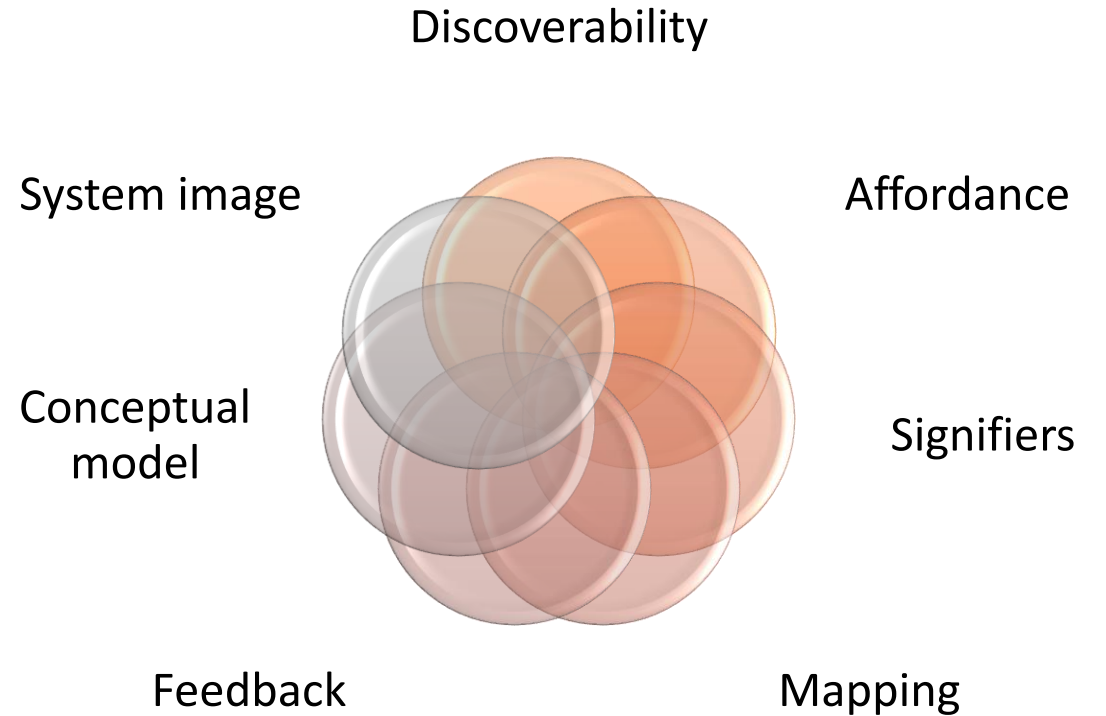




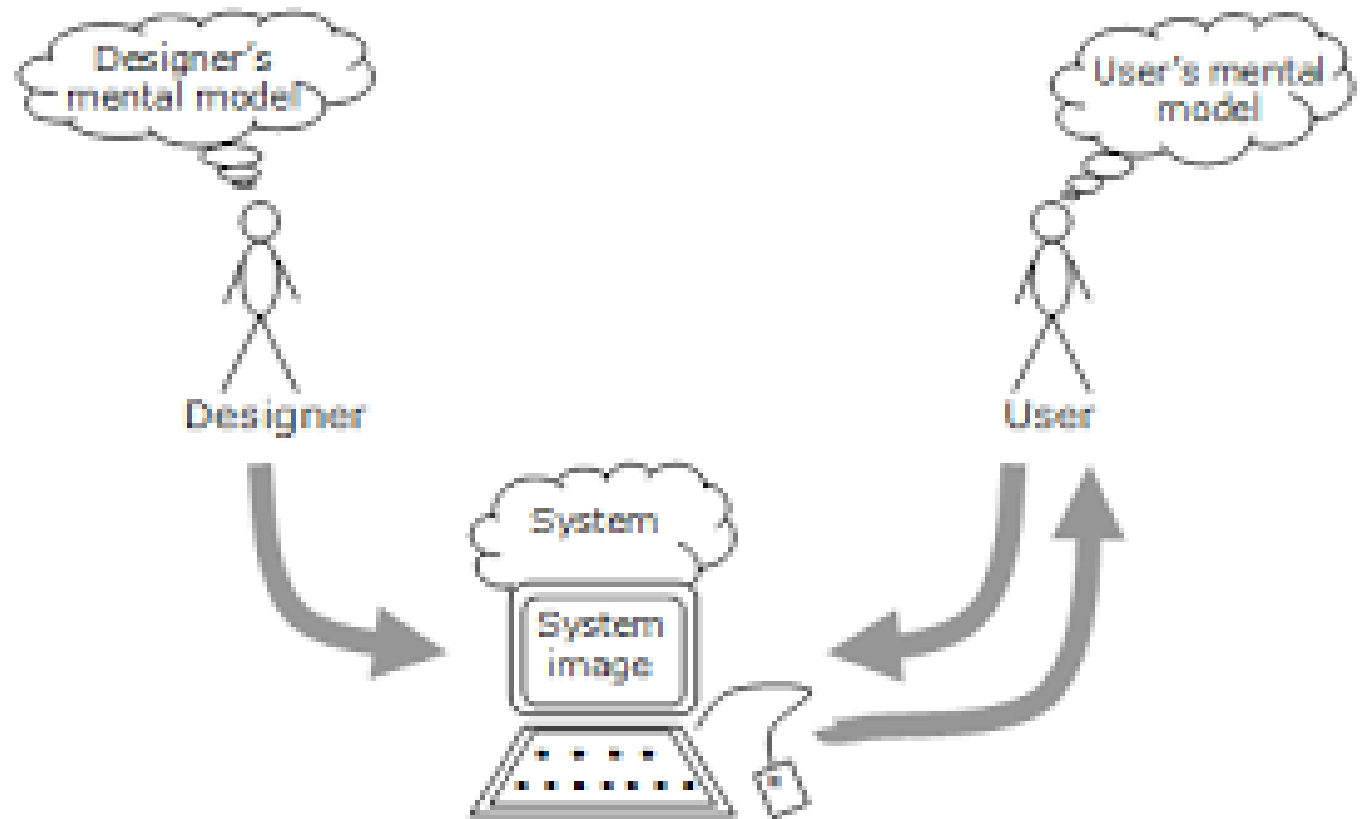
Conceptual Map Examples

System Image

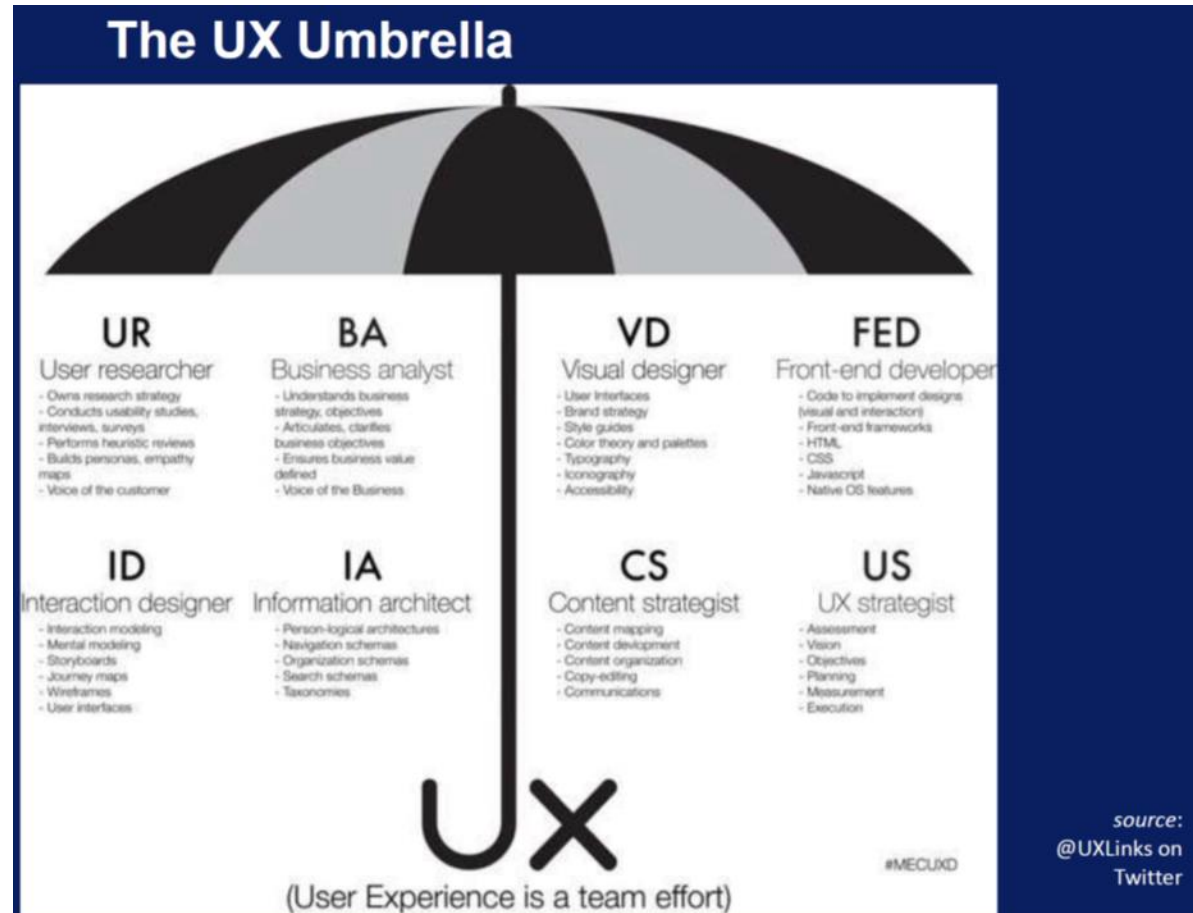
- Designer's Concept
- User's Concept
- Communication is the key



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!