

Class 1 / August 24, 2022

MIS 3506 / SECTION 2

User Experience Design: Intro to UX Principles

The background of the slide is a photograph of a person's hands drawing wireframes on paper. The wireframes are hand-drawn in blue ink and represent various UI components like buttons, text boxes, and navigation elements. Red arrows are drawn over the wireframes, indicating the flow of user interaction or the sequence of steps in a process. The overall scene is a close-up of the design process, showing the physical act of sketching and the iterative nature of UX design.

Meet Your Instructor

About Matt

- **Education:** Marywood University: B.F.A, Graphic Design, International study in Florence, Italy
- **Background:** Worked in Higher Ed MarComm, now own my own studio since 2010 doing Graphic and Website Design
- **Clients:** Higher Ed (including Temple MIS), Healthcare, Biotech, Medtech, Pharmaceutical, Skincare, Non-Profits
- **Teaching:** New to MIS but began teaching last semester at Tyler, Business of Design class



Instructor Contact Information



**PREFERRED CONTACT:
MATTHEW.WOLF001@TEMPLE.EDU**



**215-410-7485
(EMERGENCY ONLY)**



**OFFICE HOURS
BY APPOINTMENT VIA CALENDLY
TUES/THURS**



**OFFICE HOURS IN PERSON
30 MINS BEFORE & AFTER
CLASS**

Meet Your ITA's for This Course



Section 2 ITA

Anna Boykis

Email: anna.boykis@temple.edu

Office Hours: W, 11-12 / TR, 10-11

By Appointment



Section 1 ITA

Abbey Helterbran

Email: ahelterbran@temple.edu

Office Hours: F, 1-3

By Appointment

About Anna

- **Hometown: Bucks County, PA**
 - **High School: Council Rock High School South**
- **Major: Management Information Systems**
 - **Minor: Statistical Science + Data Analytics**
 - **Recently admitted to Temple's 4+1 Program**
- **Hobbies: Cooking/Baking, Painting and Traveling/Exploring new places**
- **Fun Fact: I have trained alongside Simone Biles!**



On Campus Involvement

- **Fox Honors Peer Advisor**
- **MIS Front Desk Worker**
- **ITA for MIS 2101, 3504, 3506 and 0855!**
- **Director of Corporate Relations for AIS**
- **Associate Project Manager at Optimize Consulting Group**

Internships

- **Last Summer: Business Intelligence Intern at Merck**
 - Center for Observational and Real-World Evidence
- **This Summer: Digital Technology & Engineering Intern at The Estee Lauder Companies**
- **Key Topics:**
 - User Experience Design
 - Inclusive Technology
 - Data Analytics
 - Product Management



How We Can Make This Class Great Together



Expected to come to each class and be on time



Masks not required at this time, but do what you feel comfortable with



Participation is **STRONGLY ENCOURAGED** and will be a % of your grade



Stay focused and don't be distracted with phones, computers, etc.



Participate and contribute to breakout sessions and team projects

How We Can Make This Class Great Together

**Participate and
engage in class and
with your teams**

**Be respectful
and fair**

**Be curious and
don't be afraid to
make mistakes**

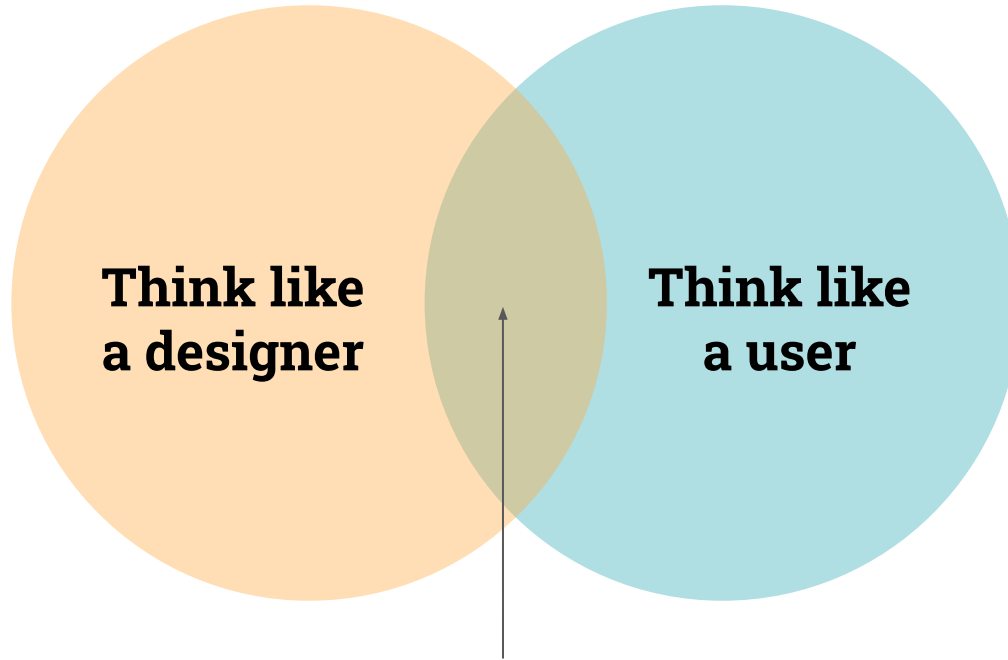
**Give thoughtful
and constructive
feedback**

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.



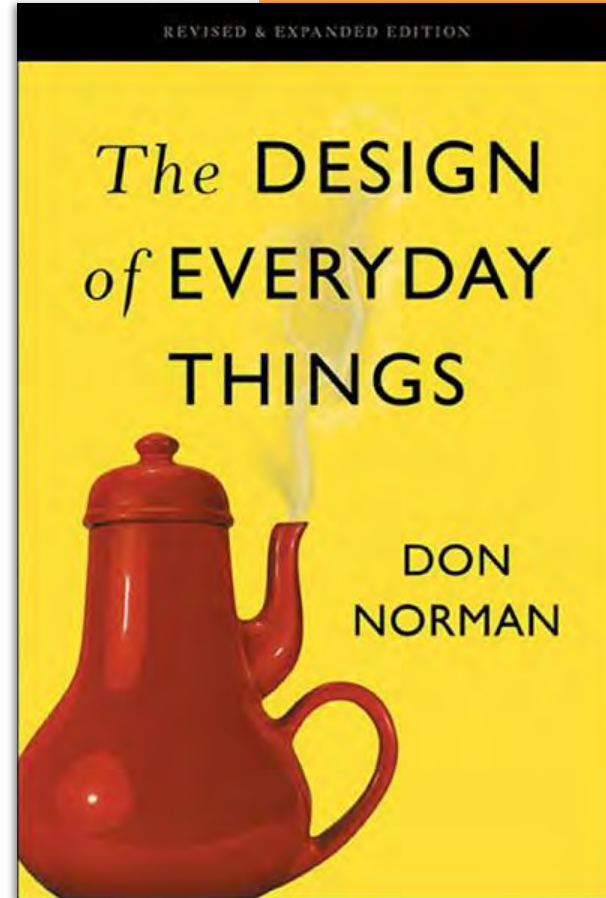
Throughout the class you'll be challenged to...



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

Required Text Book

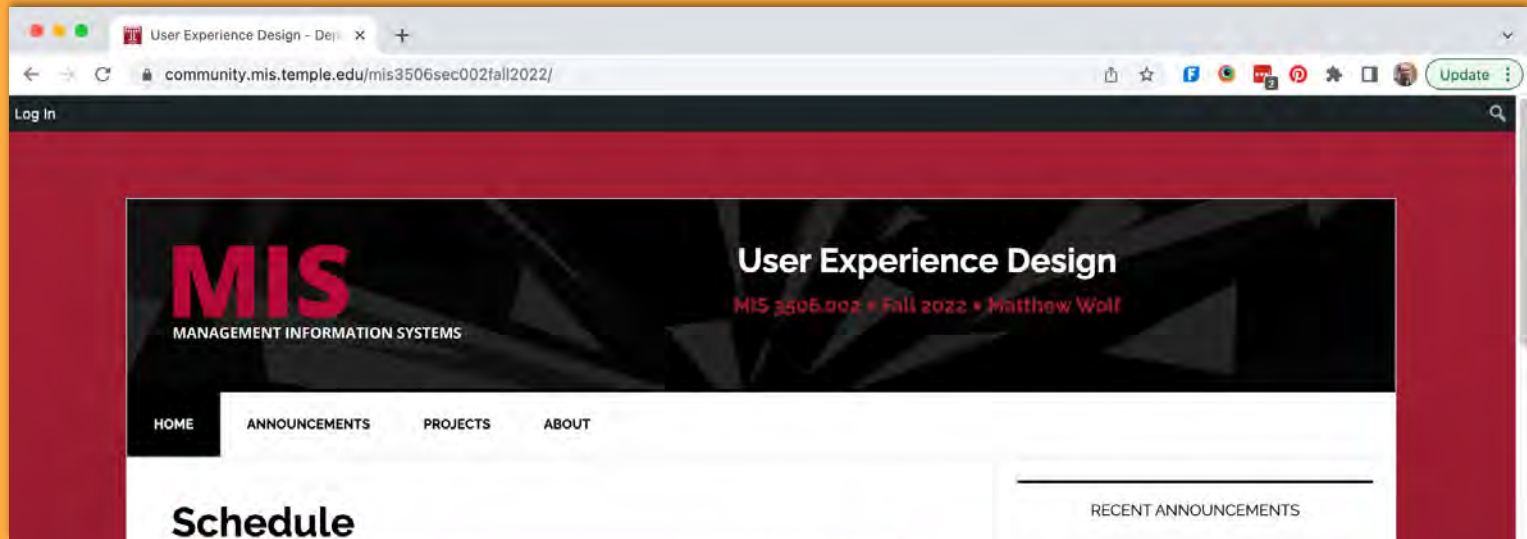
The Design of Everyday Things
Revised and Expanded Edition 2013
(do not buy the older version)



Course Site

<https://community.mis.temple.edu/mis3506sec002fall2022/>

& Canvas for deliverables



The screenshot shows a web browser window with the URL community.mis.temple.edu/mis3506sec002fall2022/. The page features a dark red header with a search icon and a "Log In" link. Below the header is a dark banner with the "MIS" logo (Management Information Systems) on the left and the course title "User Experience Design" on the right, followed by "MIS 3506.002 • Fall 2022 • Matthew Wolf". A navigation menu includes "HOME", "ANNOUNCEMENTS", "PROJECTS", and "ABOUT". The main content area is divided into two columns: "Schedule" on the left and "RECENT ANNOUNCEMENTS" on the right.

Don Norman and the Term UX



Watch Video: <https://youtu.be/9BdtGjoIN4E>

Class Introductions

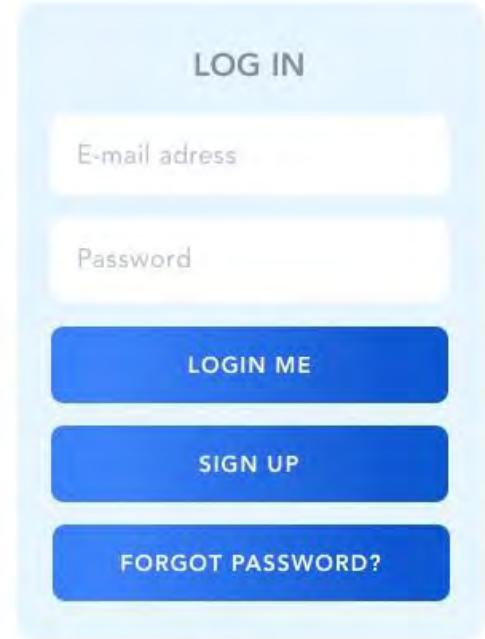
- **Name?**
- **Hometown?**
- **Why you are an MIS Major?**
- **One great piece of technology you used or encountered this summer (or really bad one)?**
- **One thing you hope to take away from this class?**

Hello
my name is

What is User Experience?

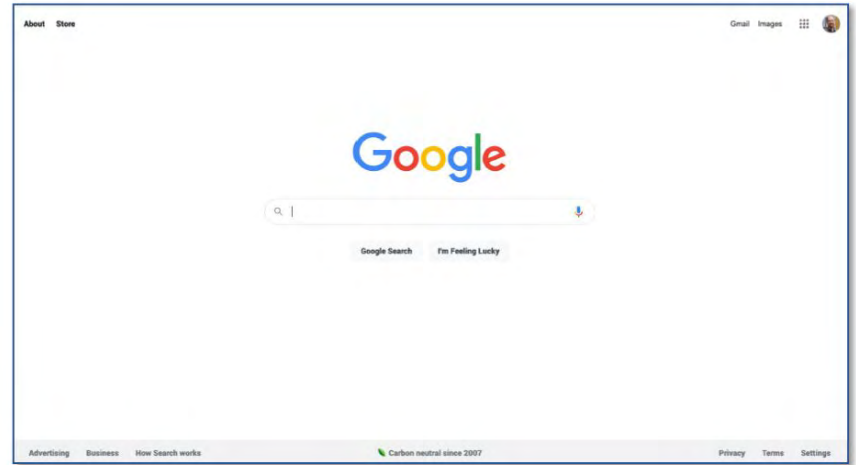


Examples of **BAD** user Experiences



A light blue login form with a rounded rectangular shape. At the top, the text "LOG IN" is centered. Below it are two white input fields: "E-mail adress" and "Password". At the bottom, there are three blue buttons with white text: "LOGIN ME", "SIGN UP", and "FORGOT PASSWORD?".

Examples of GOOD user Experiences



What is User Experience?



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.

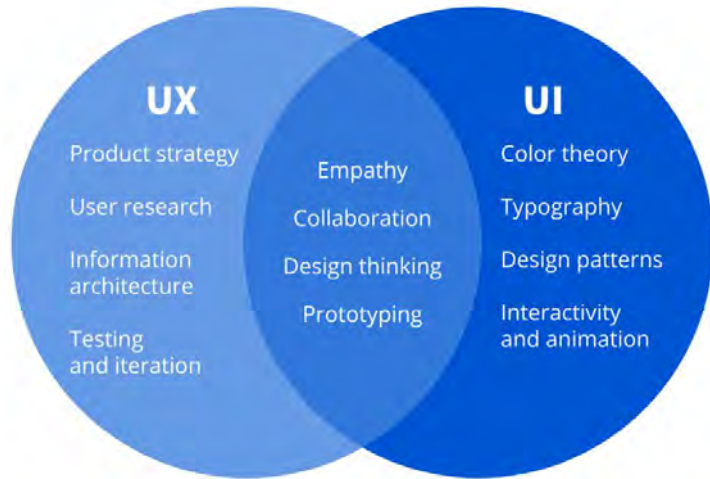










... dynamic as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.



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

User Experience (UX) vs. User Interface (UI)



UX designer	UI designer
 Interaction designer	 Visual designer
 Charts the user pathway	 Chooses color and typography
 Plans information architecture	 Plans visual aesthetic
 Expert in wireframes, prototypes, and research	 Expert in mockups, graphics, and layouts

User Experience (UX) vs. User Interface (UI)

UI



UX



UI



UI

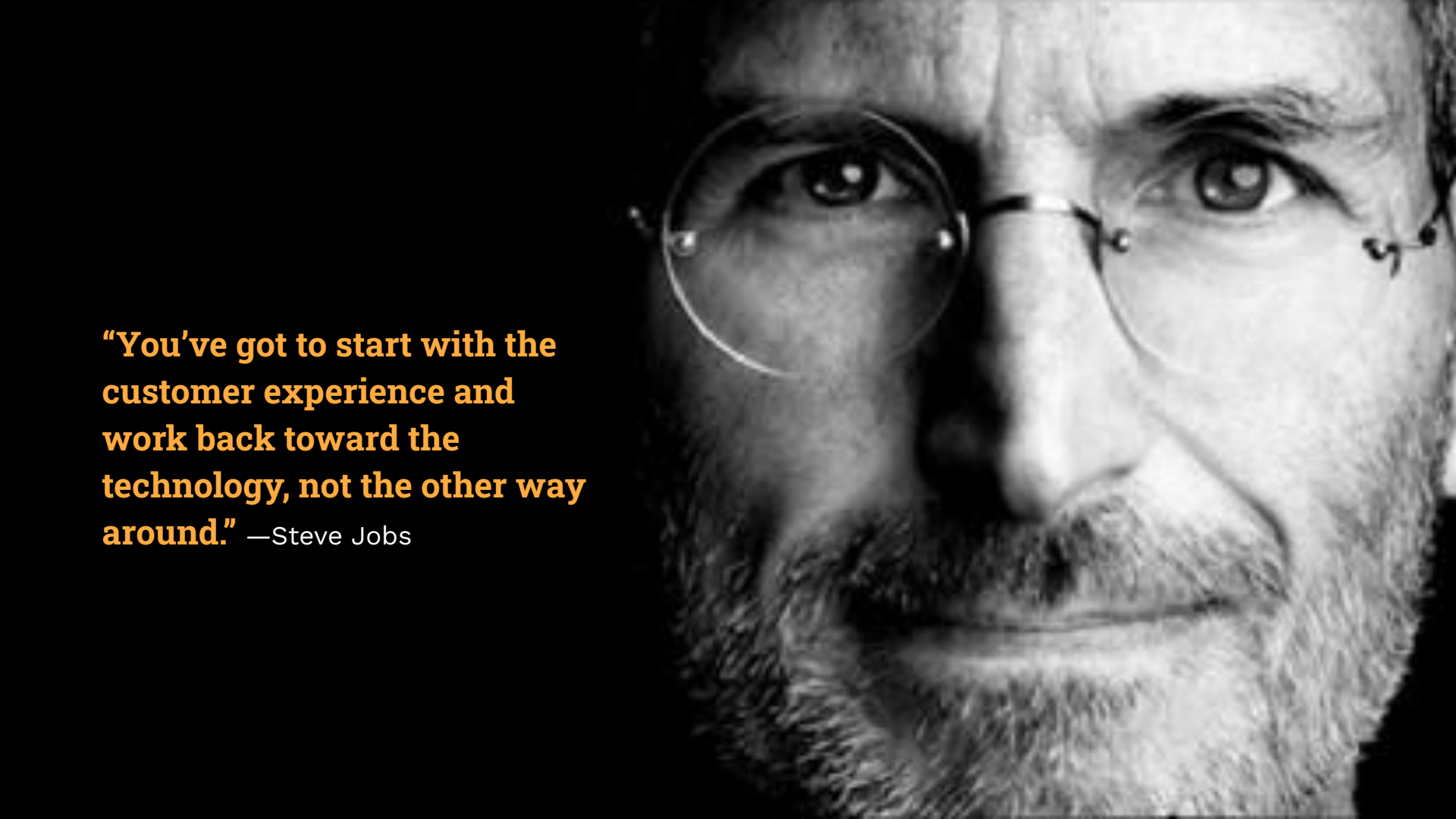


UX



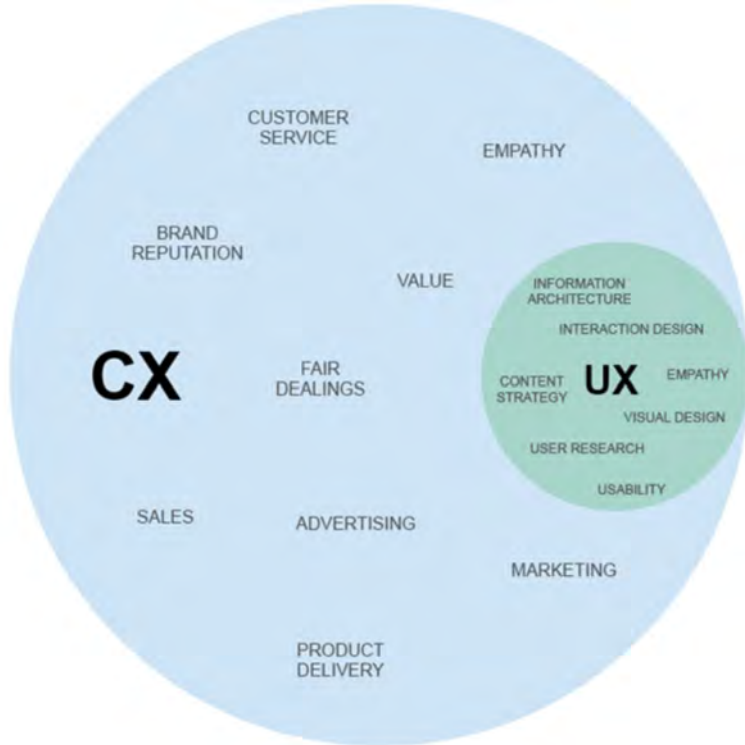
UX



A black and white close-up portrait of Steve Jobs, showing his eyes, glasses, and beard. The lighting is dramatic, with one side of his face in shadow.

“You’ve got to start with the customer experience and work back toward the technology, not the other way around.” —Steve Jobs

Customer Experience and User Experience



Who is Responsible for the User Experience?

- CEO?
- Product Owner?
- UX Designer?
- Marketing?
- IT?



Who is Responsible for the User Experience?

Everyone!

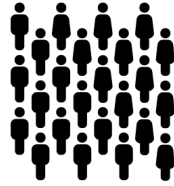
Customer should be delighted in every step of the process and that is the responsibility of:

- CEO
- Product Owner
- UX Designer
- Marketing
- IT



User Statistics

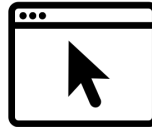
2022



**5.1+ Billion
Internet Users**



**Averaging 6.43
Hours on the
Internet Per Day**



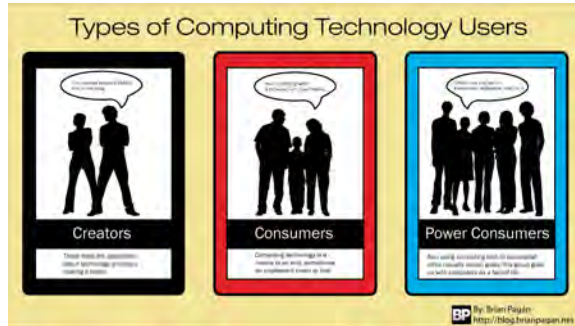
1.9 Billion Websites



**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 Does UX Require?



Understanding People



Understanding Technology



Satisfied User

How We'll Progress During this Course



Learning the UX Concepts



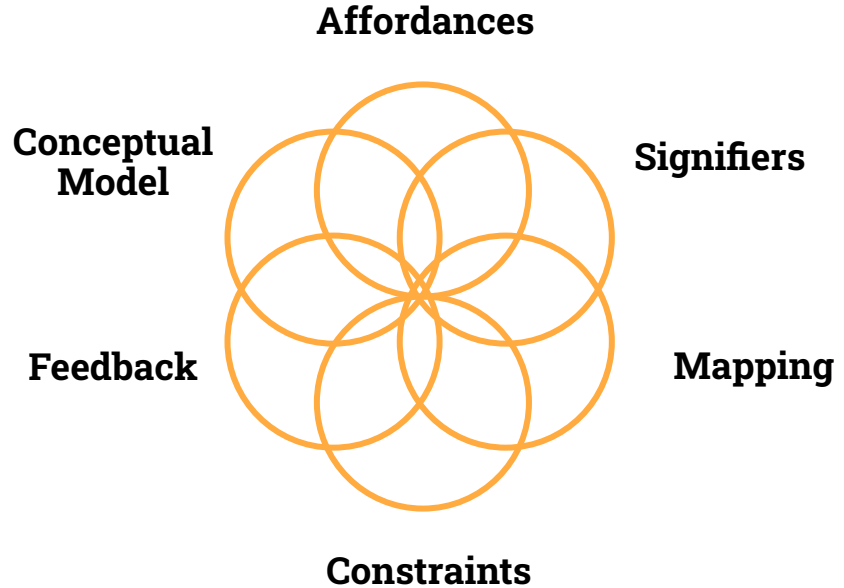
Evaluating Usability



Designing the UX

Fundamental Principles of Interaction

Start with
Discoverability & Understanding



All the combined information available to
us is the **System Image**

Discoverability

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

Hard To Understand



VS



Easy to Understand

Understanding

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

Discoverability

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



VS



Understanding

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

Affordances

- What can you do? What does this “afford” you to do?
- Relationship between properties and capabilities
- Perceivable
- Good affordance = easy to figure out
- Implied by the design details



Submit

Submit

Submit



Signifiers

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



Affordances Versus Signifiers

Affordances

determine what actions are possible. "Afford the ability to do something"

VS

Signifiers

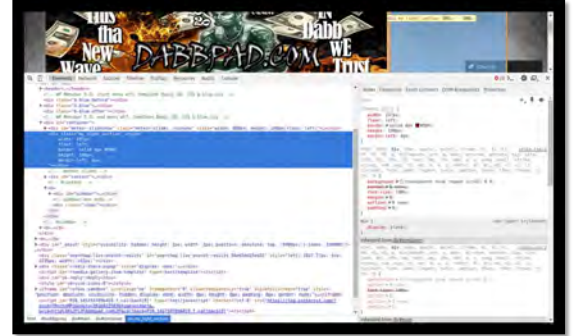
Communicate where the action should take place. "Signify what to do"

Affordances Versus 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



Constraints

- Restricts the type of interaction you may have with limitations
- Absence of constraints makes things confusing
- Logical Constraints
- Physical Constraints
- Cultural Constraints

(This will be discussed in more depth later in the semester and in Chapter 3)



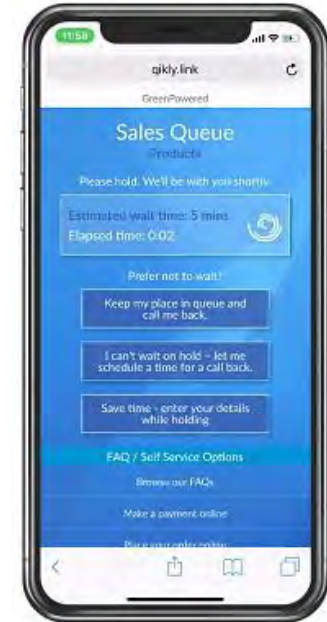
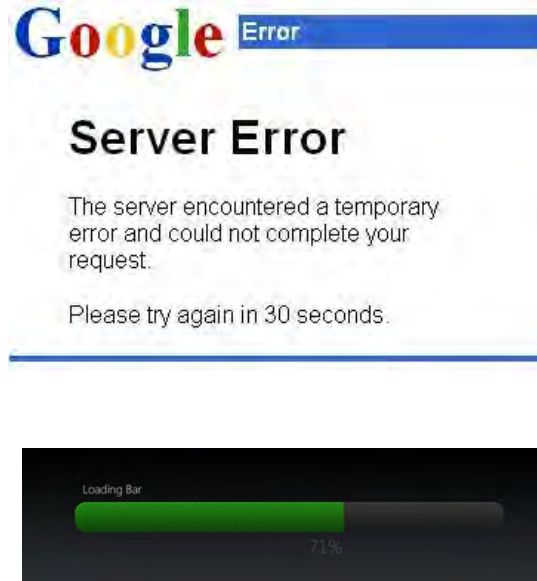
Constraints are in the wrong location so the design fails



Constraints in multiple places create a good design

Feedback

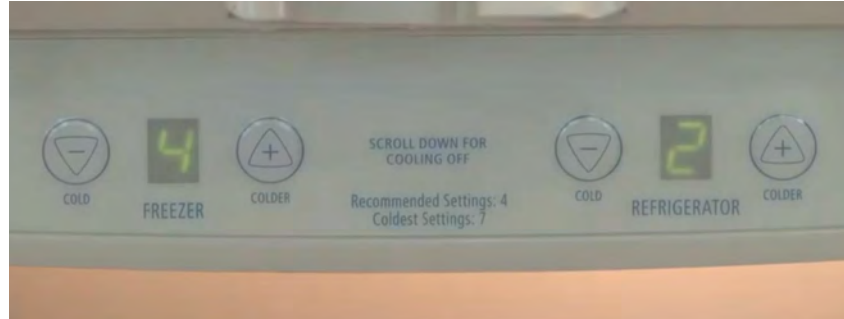
- Communicating the results of an action
- Lets you know the system is working
- Immediate
- Informative



Conceptual Model

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

Bad Conceptual Model



VS



Good Conceptual Model

System Image

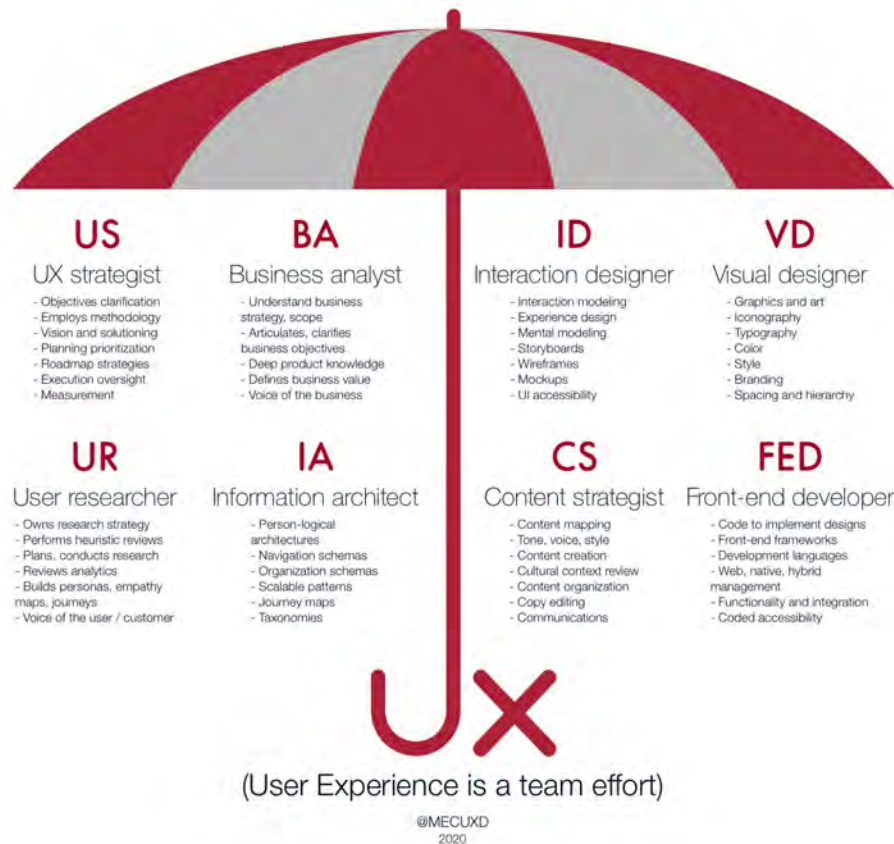
- Designer's Concept
- User's Concept
- Communication is the key



Why is this a good system image?

Watch Explanation at: <https://www.youtube.com/watch?v=q78HuhqcsKI>

Why You Should Care: The UX Umbrella, a Team Effort



Source:

<https://www.linkedin.com/pulse/ux-umbrella-2020-matthew-carroll>