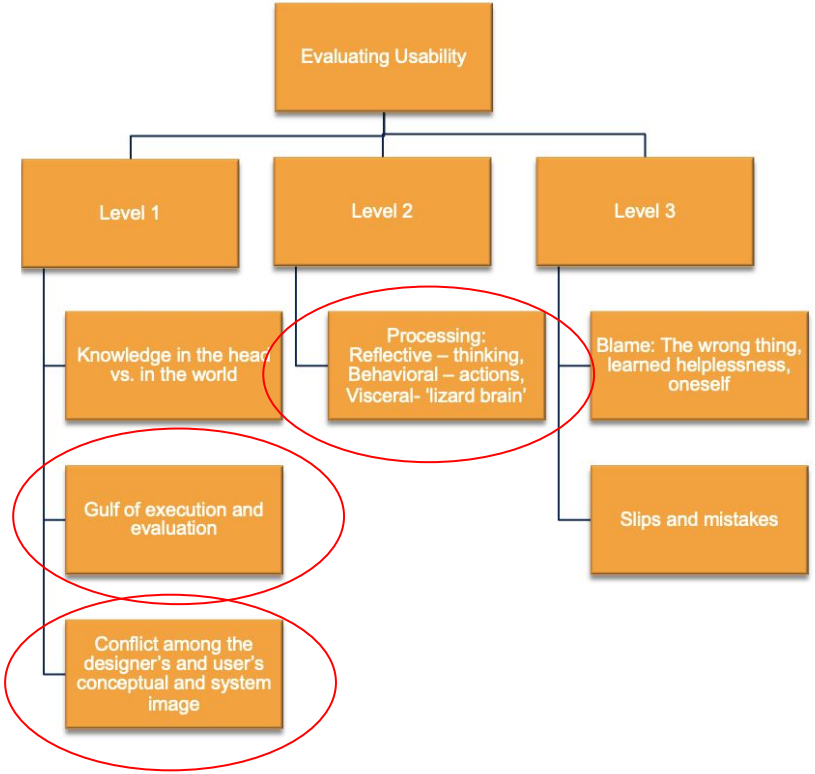
Class 5 / September 21, 2022

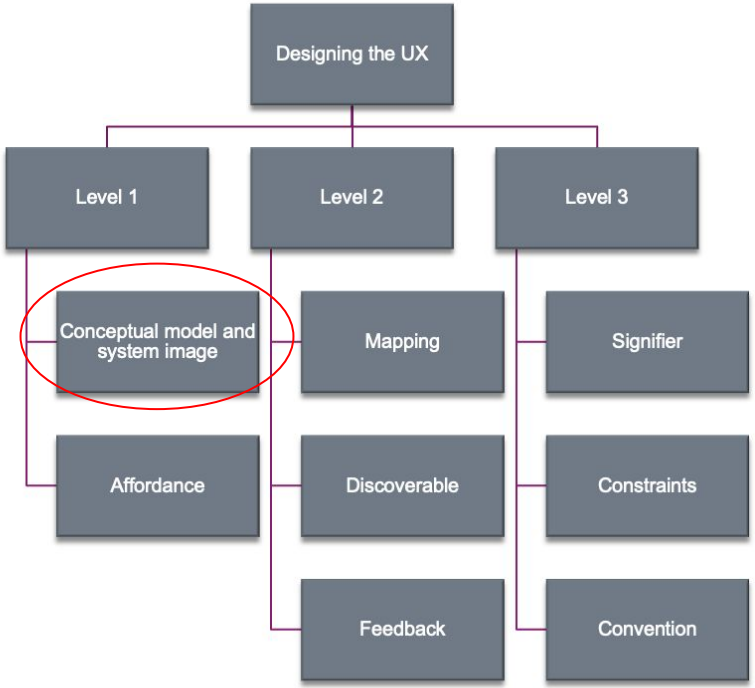
MIS 3506 / SECTION 2

User Experience Design: **Understanding Users Processes & Emotions**

Review the Foundation Principles



EVALUATION



DESIGN

Part 1

Avoid the Gulfs

Mental Representation (GOAL)
How To Use the Product (WORLD)

GOAL

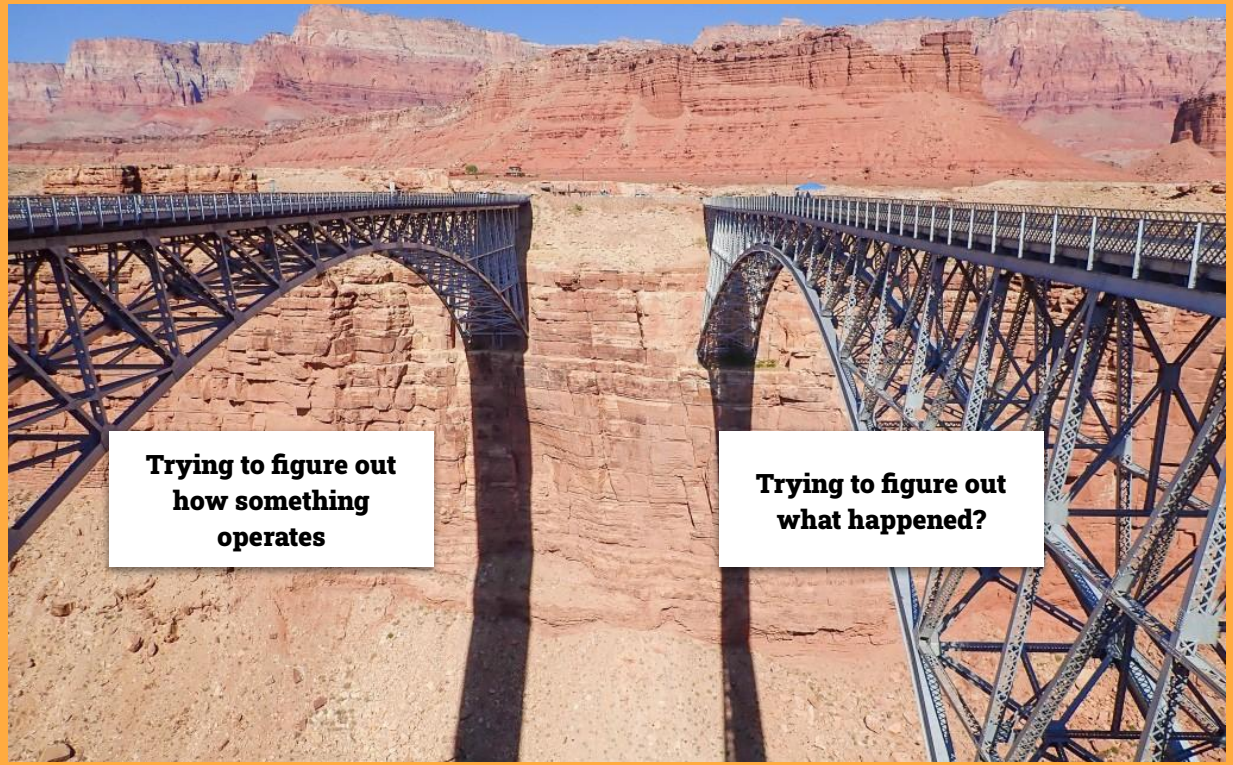
BRIDGE OF EXECUTION

BRIDGE OF EVALUATION

WORLD

GOAL

BRIDGE OF EXECUTION

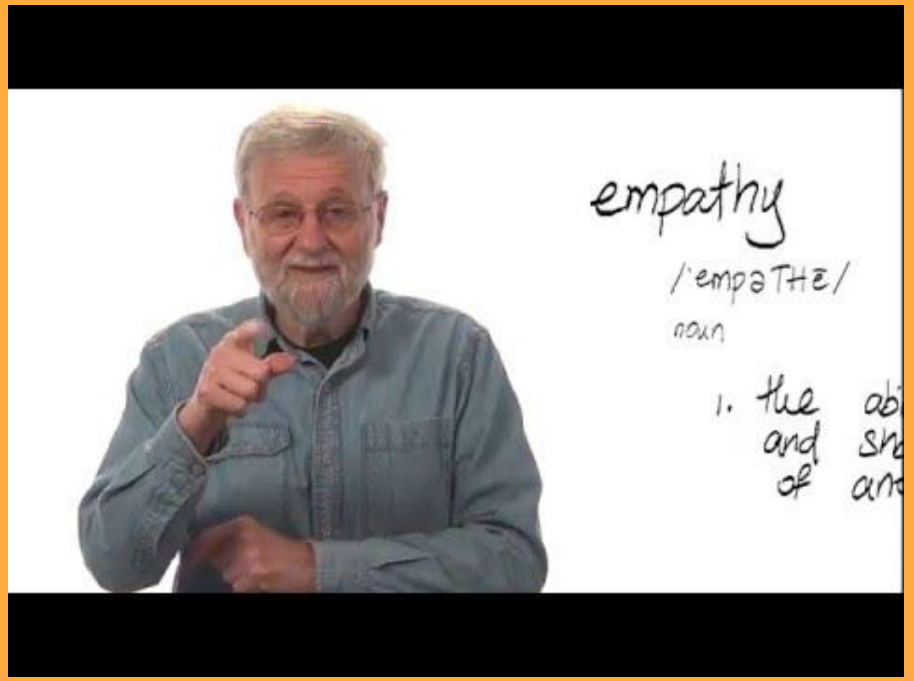


BRIDGE OF EVALUATION

WORLD

OVERVIEW:

Gulf of Expectation vs. Evaluation



Watch Video: https://www.youtube.com/watch?v=bg4UwyPPZ6U

Why Should We Care About this?

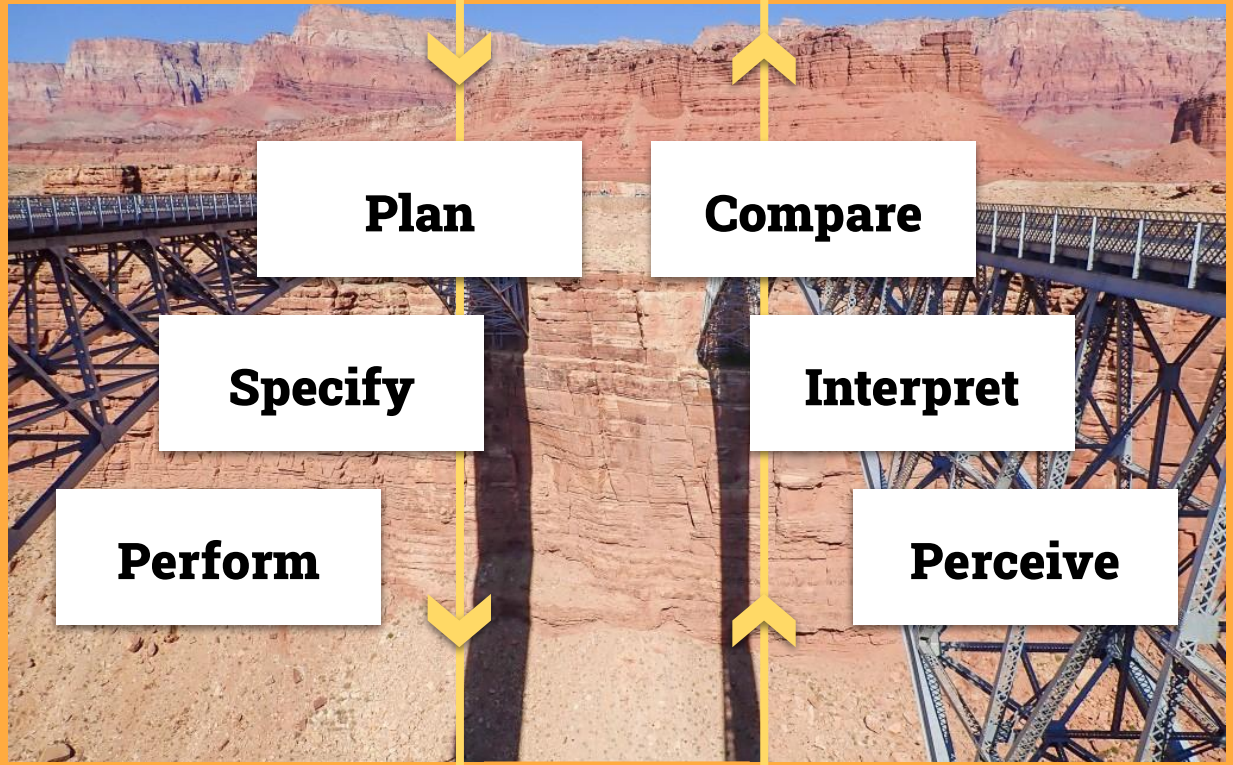
The Goal of UX designers is to make it as easy as possible to do something with the least amount of actions.

Question?

How many steps does it take to delete an email?

GOAL

BRIDGE OF EXECUTION



BRIDGE OF EVALUATION

WORLD

7 Stages of Action

GOAL	1.	Form the goal of what you want to do
PLAN	2.	Make a plan of what you will do
SPECIFY	3.	What action sequence you will perform
PERFORM	4.	The action sequence
PERCEIVE	5.	The state of the world (assess where you are)
INTERPRET	6.	Analyze and interpret things
COMPARE	7.	The outcome (where you are at) with the goal

EXAMPLE:

7 Stages of Deleting an Email

GOAL	1.	I would like to get rid of the emails that I don't need.
PLAN	2.	I would like to delete these emails.
SPECIFY	3.	I can tap on the item, or I can tap on the checkbox.
PERFORM	4.	I want to tap on delete icon.
PERCEIVE	5.	I see a notification.
INTERPRET	6.	The notification says that the mail was moved to trash.
COMPARE	7.	The email was deleted.

EXAMPLE:

Bridge/Gulf of Execution

Watch Video: https://www.youtube.com/watch?v=eNB4RPxY1gE

EXAMPLE:

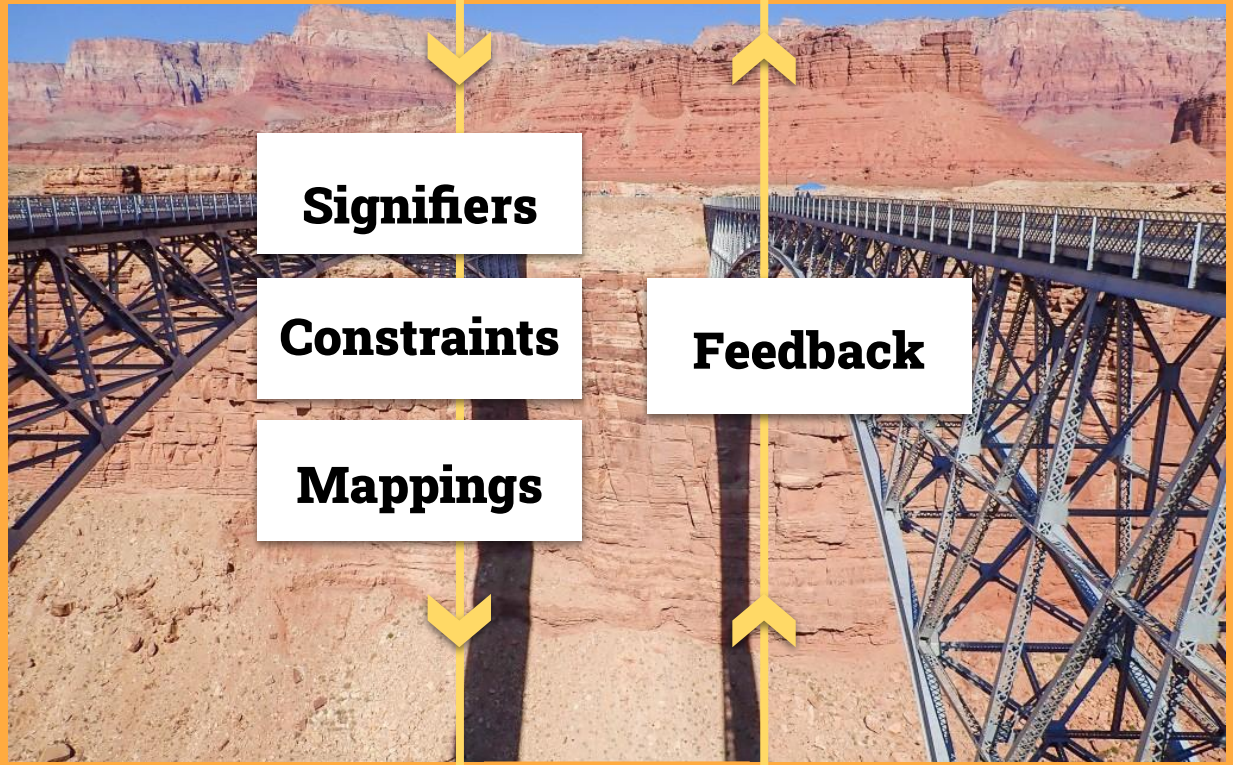
Bridge/Gulf of Evaluation

Watch Video: https://www.youtube.com/watch?v=86_cpQKvPg0

GOAL
OUTCOME

GOAL

BRIDGE OF EXECUTION



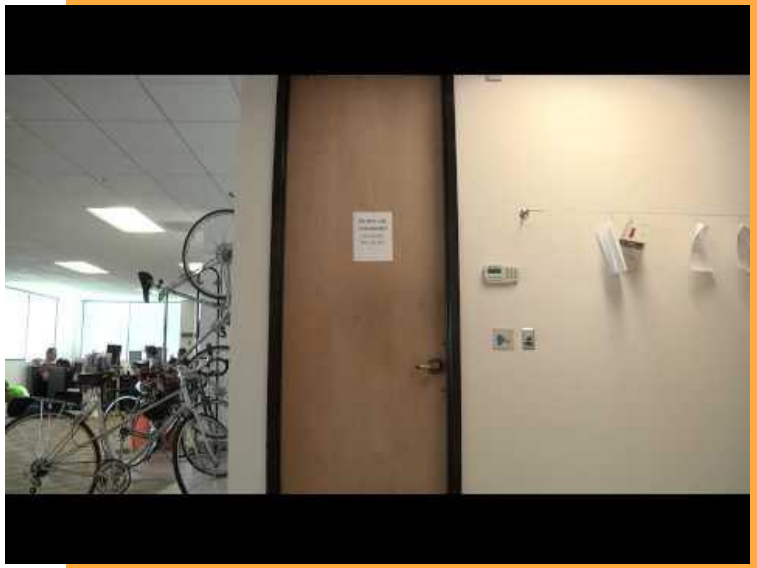
BRIDGE OF EVALUATION

WORLD

TEXT EXAMPLES TO: 215-410-7485

In Class Activity

Scavenger Hunt



Break up into groups of 2 or 3

Spend 30 minutes inside or outside finding examples

- Gulf of Execution
- Gulf of Evaluation

Share

- We'll come back to the group and share our examples.
- The group with the best example wins a prize!

Design Takeaways to Bridge or Shrink the Gulfs...

Provide Visibility of System Status

Meet the Conceptual Model of the User

Provide full and continuous feedback

Provide good Mapping

Consistency in presentation of operations and results through signifiers

Part 2

Human Thought & Processing

Type of Human Thought

Subconscious

Fast, automatic, daily skilled behavior

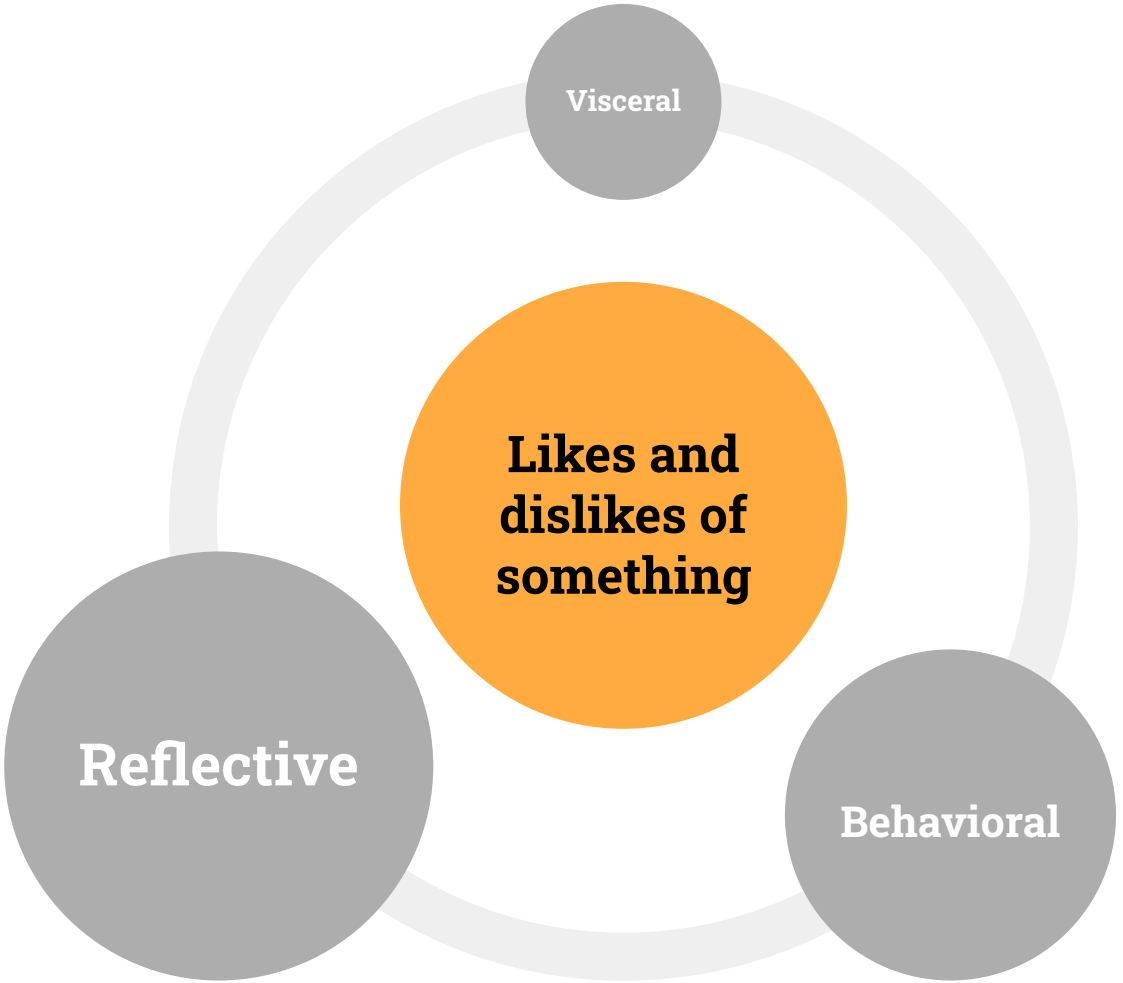
VS

Conscious

Slow, controlled, limited, infrequent

What are some examples of each?

Three Levels of Processing



Visceral

- Most basic level of processing
- Concerns itself with appearances
- Quick judgements about the environment
- Respond quickly and subconsciously – without awareness or control

This example is all about the visual quality but does not allow the user to think deeper

Behavioral

- Pleasure and effectiveness of use
- Every action is associated with an expectation
- Practical and functional aspects of a product
- Designer Goals: Positive Outcome/Expectation = Positive Experience

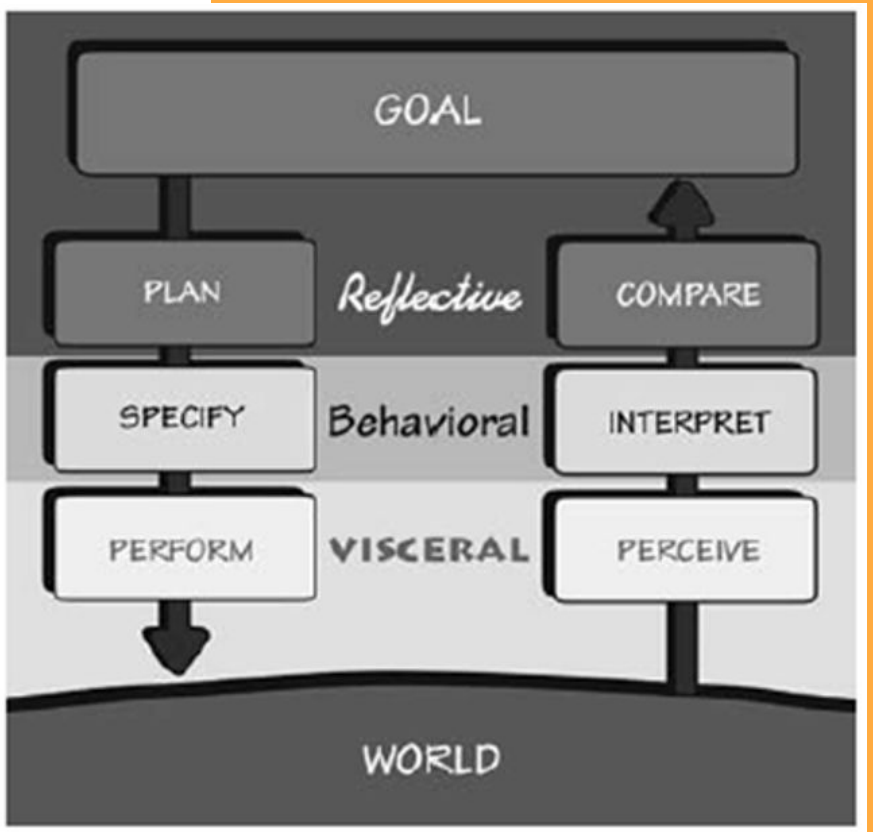
This example is all about function and creating easy, automatic subconscious actions for the user

Reflective

- Conscious cognition
- Deep understanding
- Reasoning and conscious decision making
- Evaluation of the circumstances, assessing blame or responsibility
- Highest levels of emotions

The complexity of this design allows for function, as well as a deeper level of accomplishment and pride

Seven Stages of Action & Three Levels of Processing



EXAMPLE:
Levels of processing and design

Watch Video: https://youtu.be/RlQEoJaLQRA

The BIG takeaway...

Remember when we are **designing products and experiences** to keep all these steps in mind to **bridge the gulfs and create pleasurable experiences** based on understanding our users.

Exam Review

Make sure you are familiar with the following...

- ➔ Normans UX Design Principles
- ➔ Design Processes
- ➔ User Testing
- ➔ User Personas
- ➔ Mistakes & Slips
- ➔ Human Centered Design Module
- ➔ The Gulfs
- ➔ Level of processing

Due Next Week...

Study for Exam 1

Reading (Due Wednesday for Class)

- ❑ Book: Norman, Chapter 2 (Finish the rest of the chapter)
- ❑ Dark patterns article

Project - Part 2 (Due Sat., Oct 1 @ 11:59 p.m.)

- ❑ Keep working on all items in part 2 with your group