

Class 7 / October 5, 2022

MIS 3506 / SECTION 2

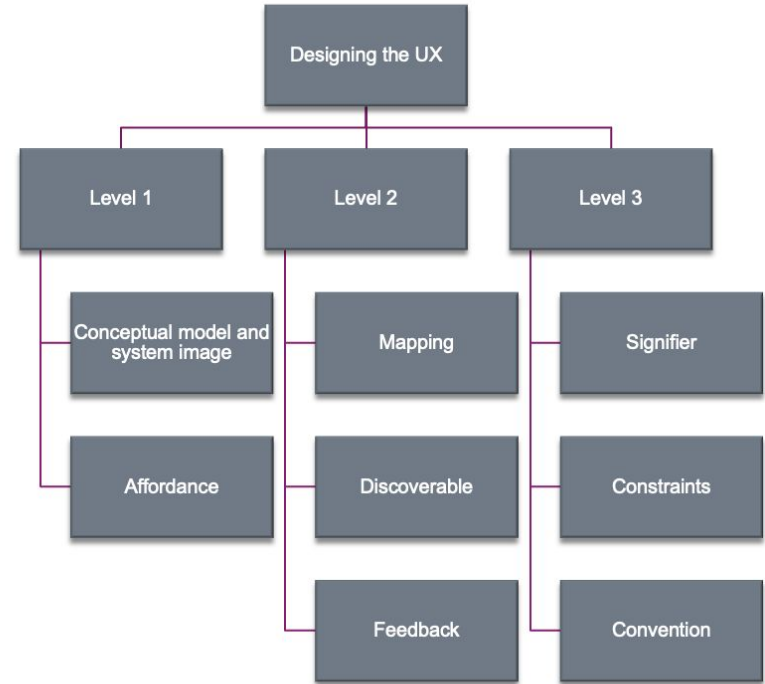
User Experience Design: **Design & Blame**



Review the Foundation Principles



EVALUATION



DESIGN

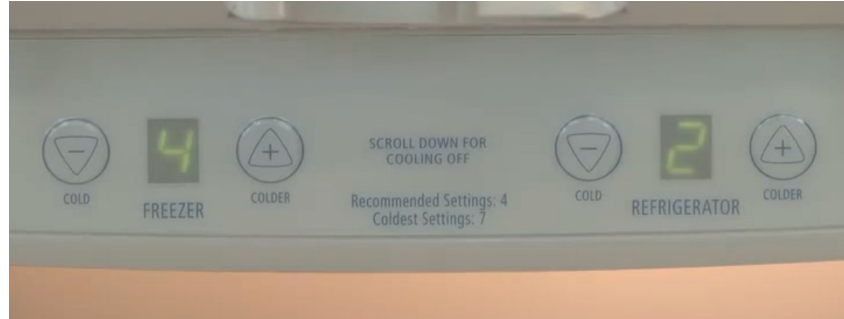
Part 1

Design & Blame

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

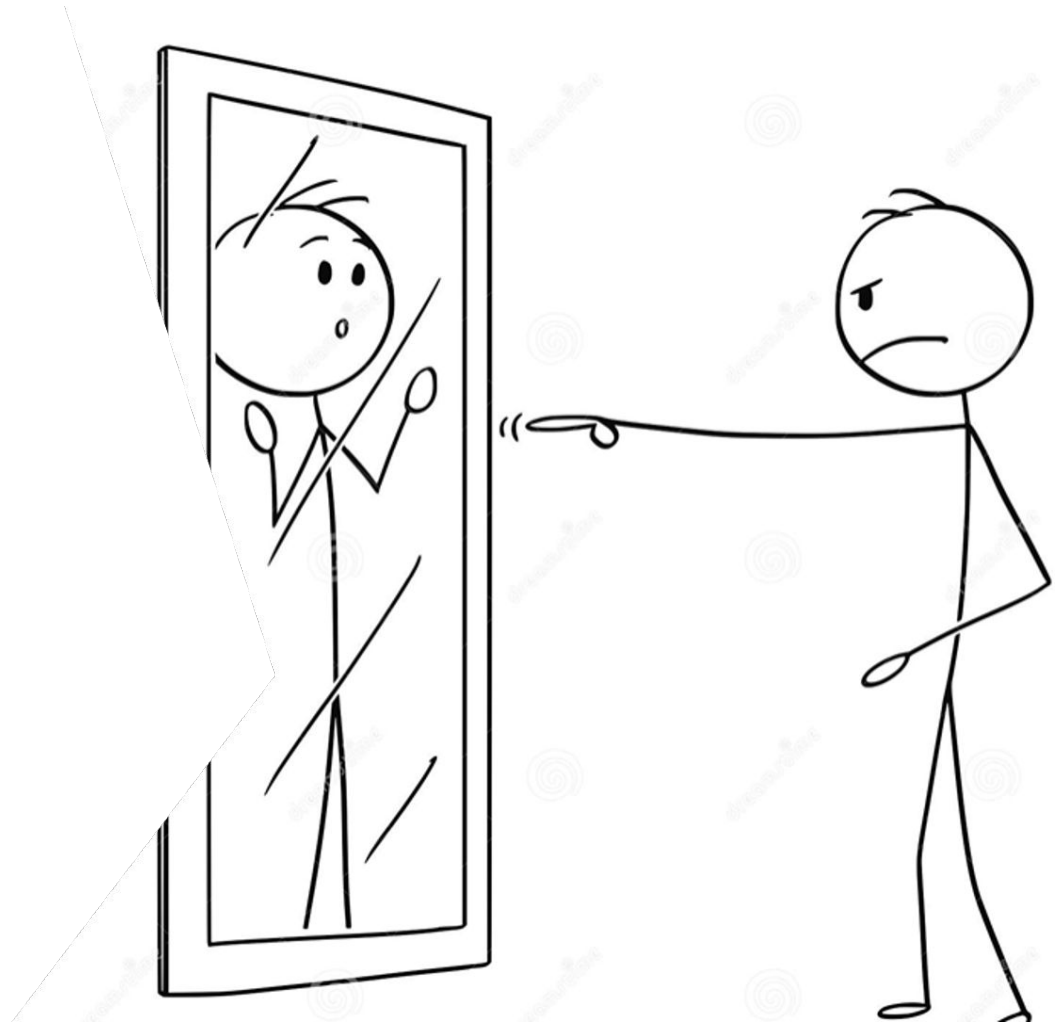
**“Everyone forms stories
(conceptual models) to
explain what they have
observed.”** —Don Norman



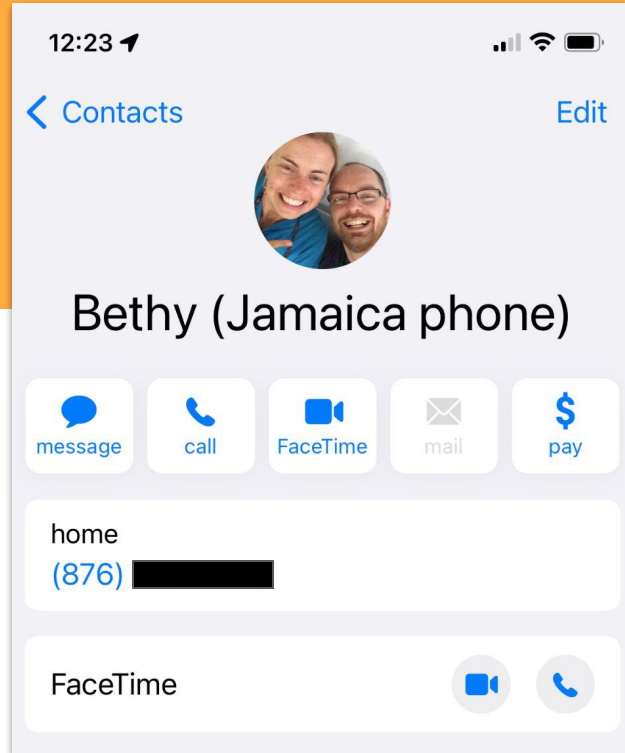
**What happens if we
(UX designers) don't create a
clear conceptual model?**

As designers, we have obligations

- **Designers have an obligation to ensure that the behavior of the machine is understandable to the people who interact with them.**
- **Strive to minimize the chance of inappropriate actions through the design framework**
- **Use affordances, signifiers, mapping and constraints to guide actions**



What's the Problem?

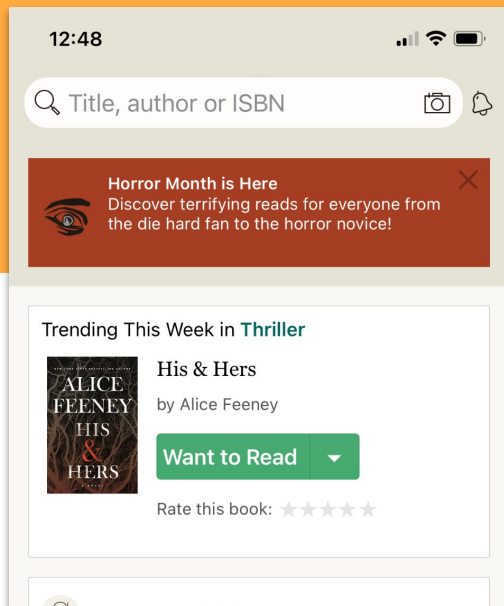


What's the Problem?

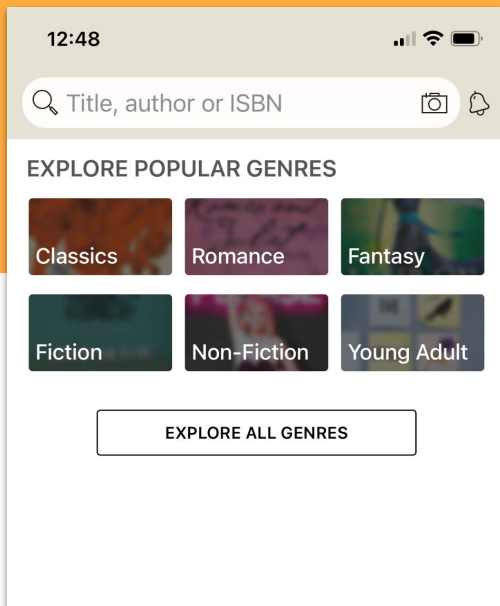
The screenshot displays a project management interface with the following elements:

- Header:** "Edit Project" on the left and "Cancel" and "Save" buttons on the right.
- Team Members:** A section titled "Team Members" containing a plus icon in a dashed circle, and two member icons labeled "MW" and "KN".
- Project Title:** "3500 - First Destination Survey Infographic Class of 2022".
- Client Card:** A card for "Kristin Eicholtz" from "DeSales University - Career D...". It includes an email address "Kristin.Eicholtz@desales..." and a phone number "(610) 282-...".
- Context Menu:** A menu is open over the client card with two options: "Edit Client" (with a pencil icon) and "Change Client" (with a person icon).
- Settings:** A "Settings" section titled "For This Project" with two rows:
 - Project Type:** "Hourly Project" with a right-pointing chevron.
 - Estimate Type:** "Total Hours" with a crown icon and a right-pointing chevron.

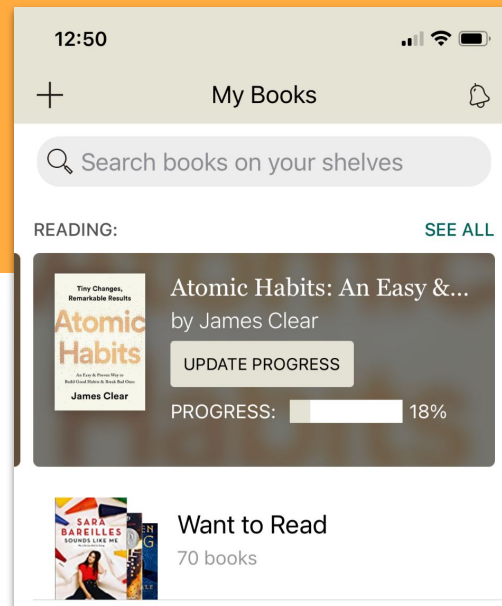
What's the Problem?



Home Screen



Explore Screen



My Books Screen

Dark Patterns

Tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something.



Opt in



Don't opt out



Don't not opt in


[Opt out all](#)



What's the Problem?

Added to Your Cart: Close






1 item(s) in cart

 Red Roses, 18 Stems with Clear Vase
Item #: 1003200V1
Quantity: 1
Price: \$64.99 ~~\$54.99~~ \$10.00 off
Earliest Delivery: Thursday Feb 8

[View Cart](#) >
[Continue Shopping](#) >

Subtotal: \$54.99
(Subtotal excludes shipping, discounts and tax.)

[checkout](#)

We accept     

Merchandise:	\$54.99
Surcharge:	\$7.99
<input type="checkbox"/> Shipping Charge:	\$14.99
Total Before Tax:	\$77.97
Estimated Tax:	\$5.97
Order Total:	\$83.94

[place order](#)

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What's the Problem?

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Intertake

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Intertake ★★★★★ 5.0/5
Review by [Robert Condorache](#) on February 2, 2022

When you have a video that needs editing, there are plenty of ways to go about it. Software applications for quick, easy editing are just as available as complex, studio-grade editing tools — all it takes is to look for them. While the renown of Premiere Pro, Final Cut, and other such programs is not without reason, other tools to achieve much the same results exist.

Intertake is a solution that is perhaps just as capable

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What's the Problem?

ZSL London Zoo Guide Book

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Chosen Date
Saturday 11th March 2017

Tickets
2 × Adult (£24.30) ⓘ Edit ✎

Discount code
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To pay today: £48.60

Remember...

**The user is
not the
problem.**

**The UX is
usually the
problem.**

Tips When Designing

**Do not blame
people**

**Take difficulties as
signifiers for
improvement**

**Eliminate error
messages – provide
help and guidance**

**Make corrections
possible**

Part 2

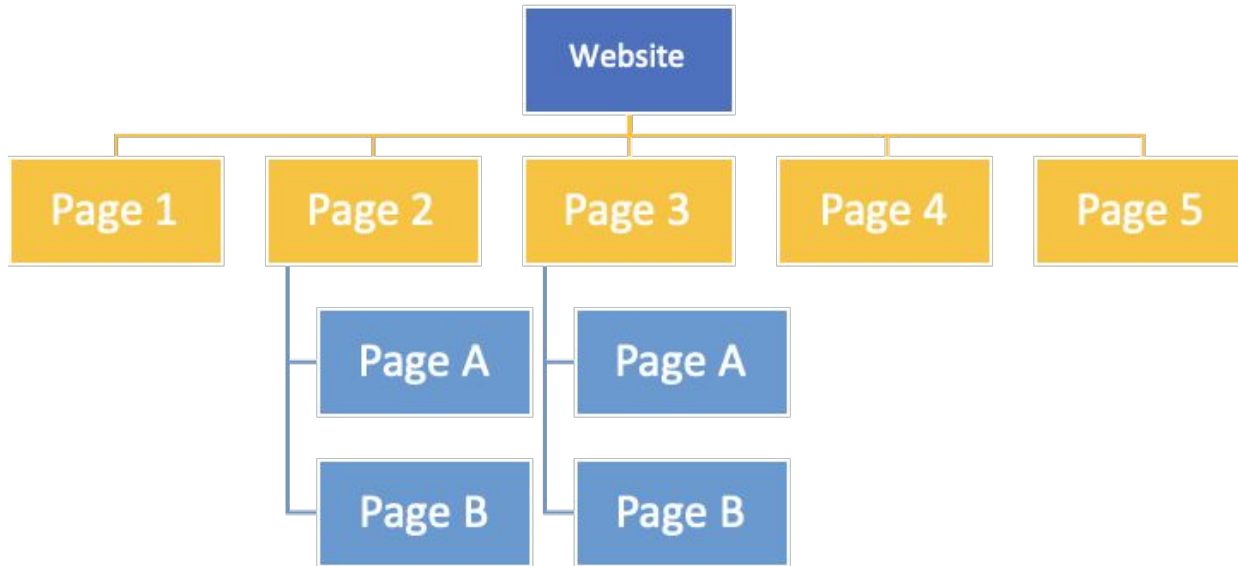
Assignment 2 Review

Who is Involved in a Website Design?

- **Client**
- **Project Managers**
- **Content Strategist**
- **Content Manager**
- **Content Creators**
 - **Writers**
 - **Designer/Illustrators**
 - **Videographers**
 - **Photographers**
 - **Interactive Designers**
- **Designers**
 - **UX Designers**
 - **UI Designers**
- **Developers**
 - **Front End Developers**
 - **Back End Developers**
- **Testing/Troubleshooters**
 - **Users**
 - **Expert**
 - **Normal**



What is a Sitemap?



How to Create a Sitemap in Excel

The screenshot shows the Microsoft Excel interface with a SmartArt diagram representing a website sitemap. The diagram is a hierarchy starting with 'Website' at the top, branching into 'Page 1' through 'Page 5'. 'Page 2' and 'Page 3' each have sub-pages 'Page A' and 'Page B'. The 'Insert' > 'SmartArt' > 'Hierarchy' menu path is highlighted.

```
graph TD; Website[Website] --- Page1[Page 1]; Website --- Page2[Page 2]; Website --- Page3[Page 3]; Website --- Page4[Page 4]; Website --- Page5[Page 5]; Page2 --- Page2A[Page A]; Page2 --- Page2B[Page B]; Page3 --- Page3A[Page A]; Page3 --- Page3B[Page B];
```

The Excel interface shows the following elements:

- Menu bar: Excel, File, Edit, View, Insert, Format, Tools, Data, Window, Help
- File Name: Sitemap Example - Saved to my Mac
- Home Tab: PivotTable, Recommended PivotTables, Table
- Office Update: To keep up-to-date
- SmartArt Menu: List, Process, Cycle, **Hierarchy**, Relationship, Matrix, Pyramid, Picture
- Diagram: Website (blue box) connected to Page 1, Page 2, Page 3, Page 4, Page 5 (yellow boxes). Page 2 and Page 3 are further connected to Page A and Page B (blue boxes).

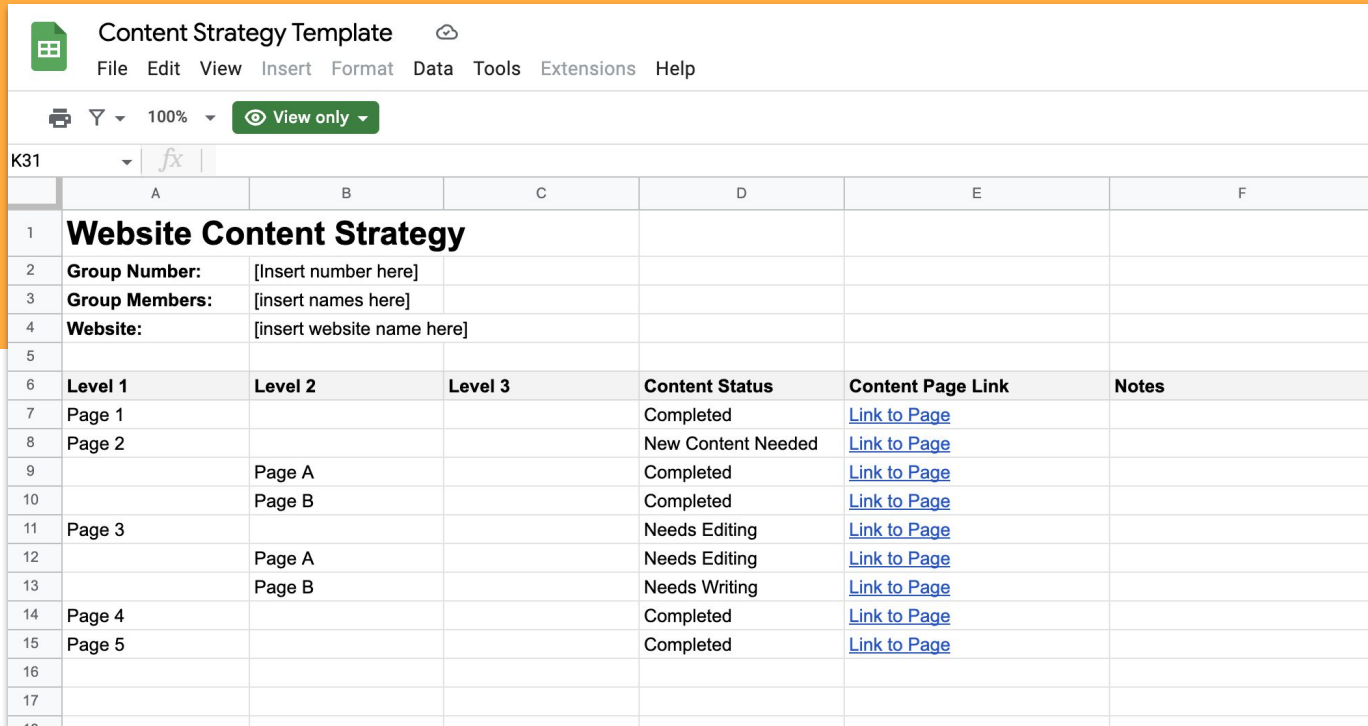
HTML Tag Overview for Text Formatting

It is important to have a basic understanding of HTML tags that are applied to all text. This will help you better understand:

- The Gutenberg Wordpress Editor functionality.
- Will help with consistency across the site in styling.
- Will be important later for Accessibility Issues.

- **<H1>**: Used only once per page for main heading.
- **<H2>**, **<H3>**, **<H4>**, **<H5>**, **<H6>**: Can be used for multiple headings per page, but always in order.
- **<P>**: Used for paragraphs of type
- ****: Unordered List (bulleted list)
- ****: Ordered List (number list)
- **<Blockquote>**: Block quote, typically has built in styling to define the look as a “quote”

How to Organize a Content Strategy



The image shows a Google Sheets spreadsheet titled "Content Strategy Template". The spreadsheet is organized into a table with columns for content levels, status, and links. The table includes a header row and several data rows. The data rows are as follows:

Level 1	Level 2	Level 3	Content Status	Content Page Link	Notes
Page 1			Completed	Link to Page	
Page 2			New Content Needed	Link to Page	
	Page A		Completed	Link to Page	
	Page B		Completed	Link to Page	
Page 3			Needs Editing	Link to Page	
	Page A		Needs Editing	Link to Page	
	Page B		Needs Writing	Link to Page	
Page 4			Completed	Link to Page	
Page 5			Completed	Link to Page	

Due Next Week...

- **Complete LinkedIn Learning Certificates**
- **Have Draft of Milestone 1 Deliverable Started for In Class One-on-One Review**