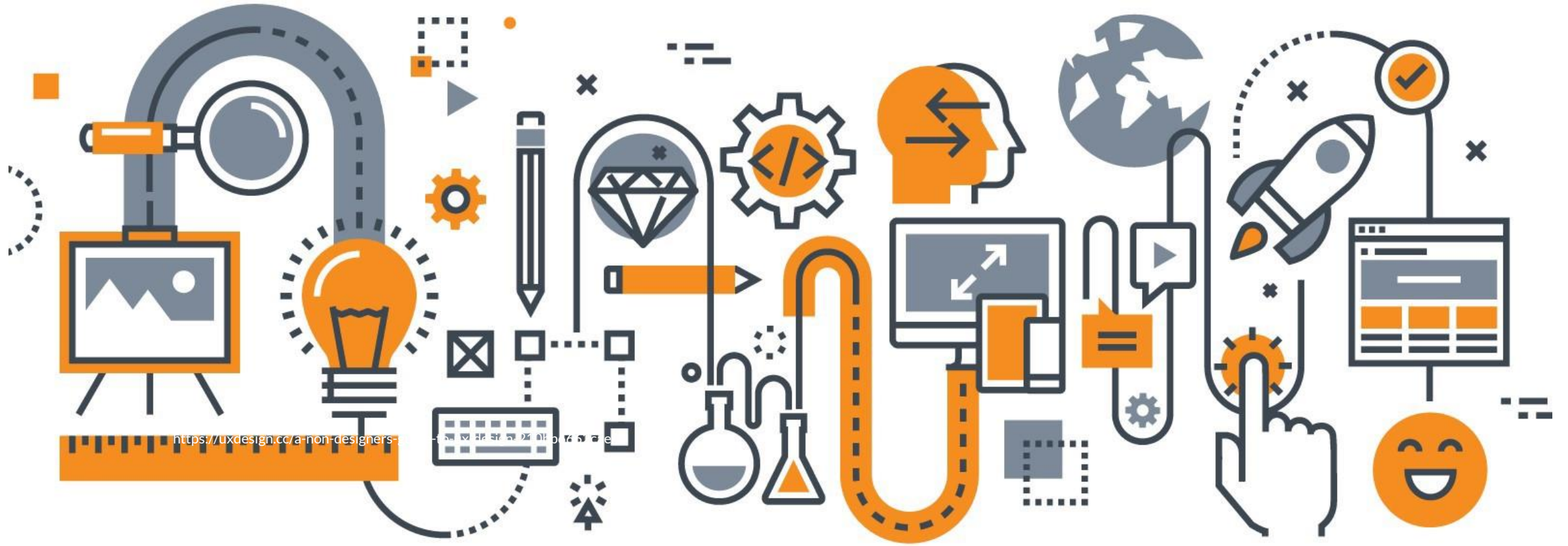


MIS 3506  
Digital Solutions Studio  
Mandviwalla, Lavin  
Professors, MIS  
Spring 2021



# Welcome Back

MIS 3506 Course Introduction

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

# Relevant Info:



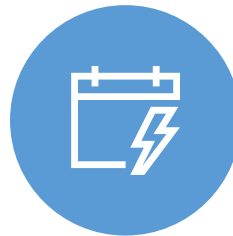
AMYL@TEMPLE.EDU



SPEAKMAN 209G



215-204-3196



OFFICE HOURS



M: 1-130, F: 10-11



BY APPOINTMENT



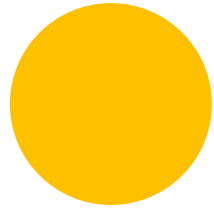
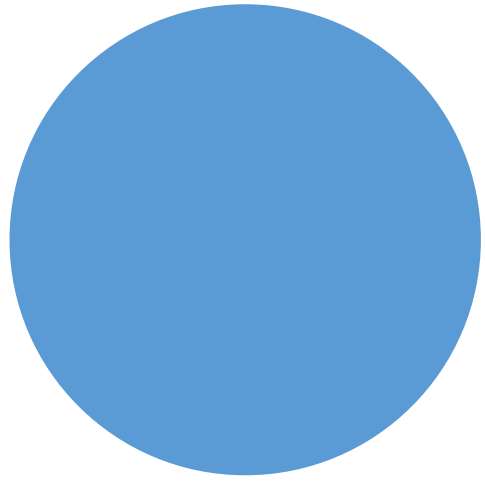
# ITA: CARLY KRZYWICKI

[carly.krzywicki@temple.edu](mailto:carly.krzywicki@temple.edu)

Office Hours: Wednesday from 1–2 or by appointment

- Senior MIS major
- Hometown: Philadelphia, PA
- HRIS Intern at Independence Blue Cross
  
- Took this course in Fall 2019
- Became super interested in UX design

**Please feel free to reach out! I'm here for you😊**



# Introduction & Overview

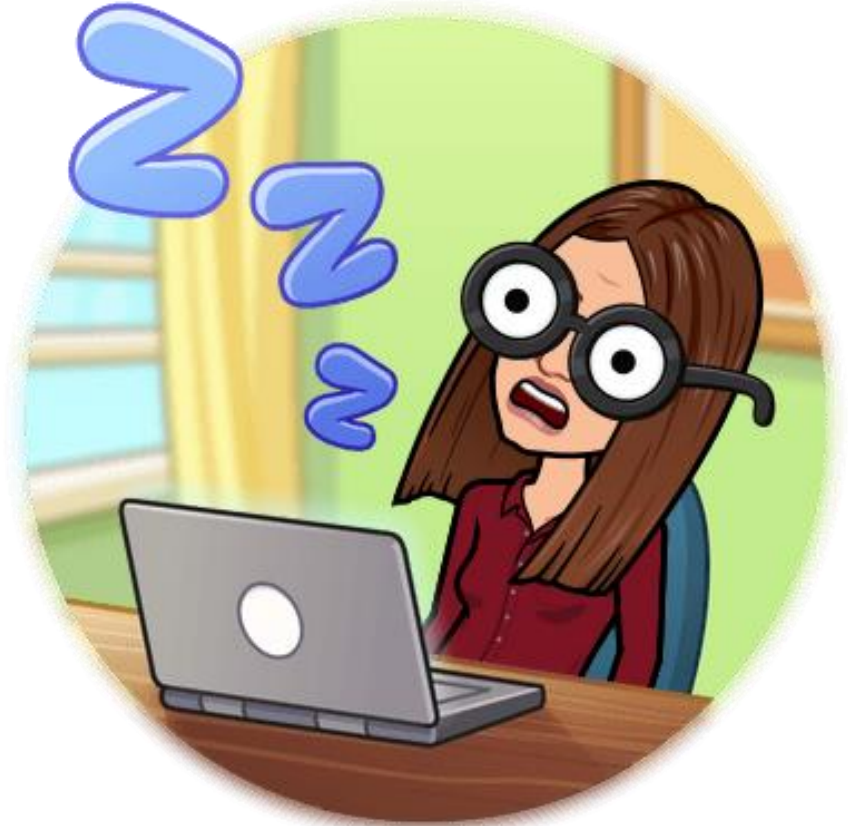
1.

**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.*





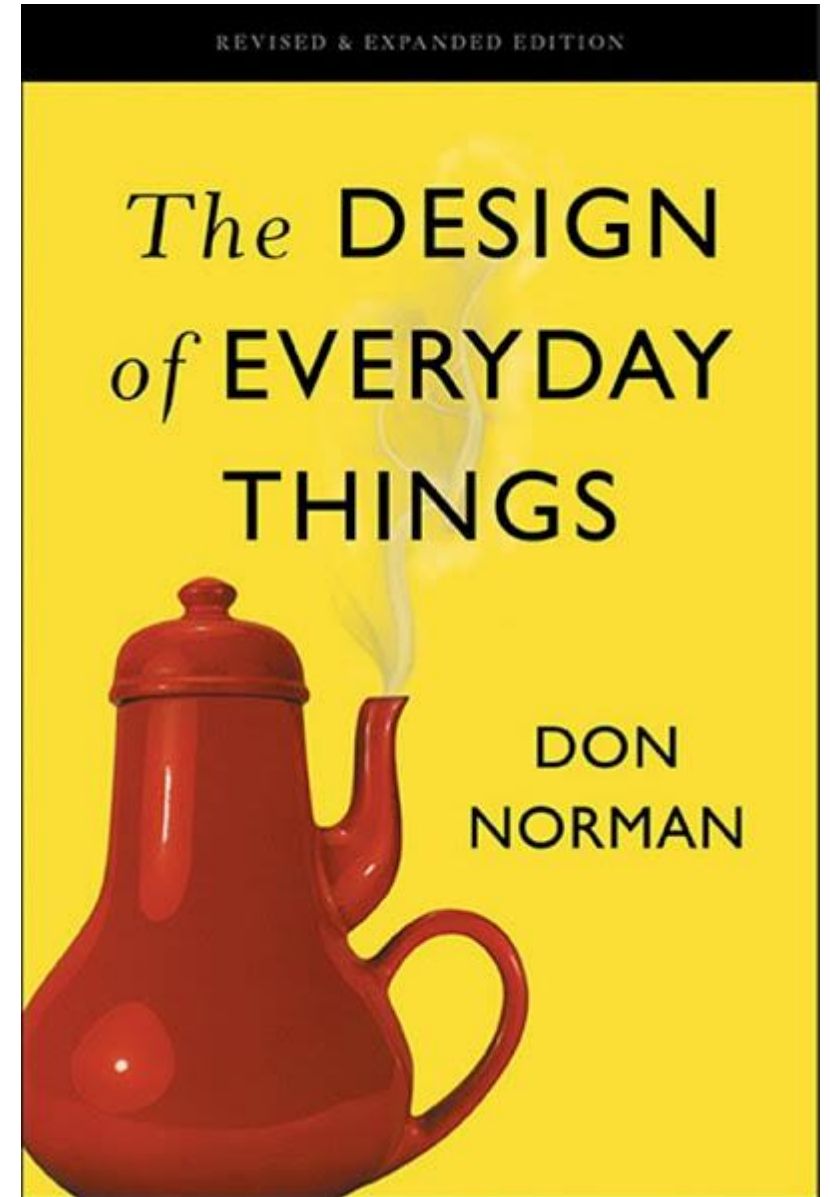
# Primary Course Objectives

- 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/mis3506sec002spring2021/>

& Canvas for deliverables

# The Term “UX”



Hello  
my name is

What is  
Your User  
Experience?



GOOD



BAD



UGLY

# 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.



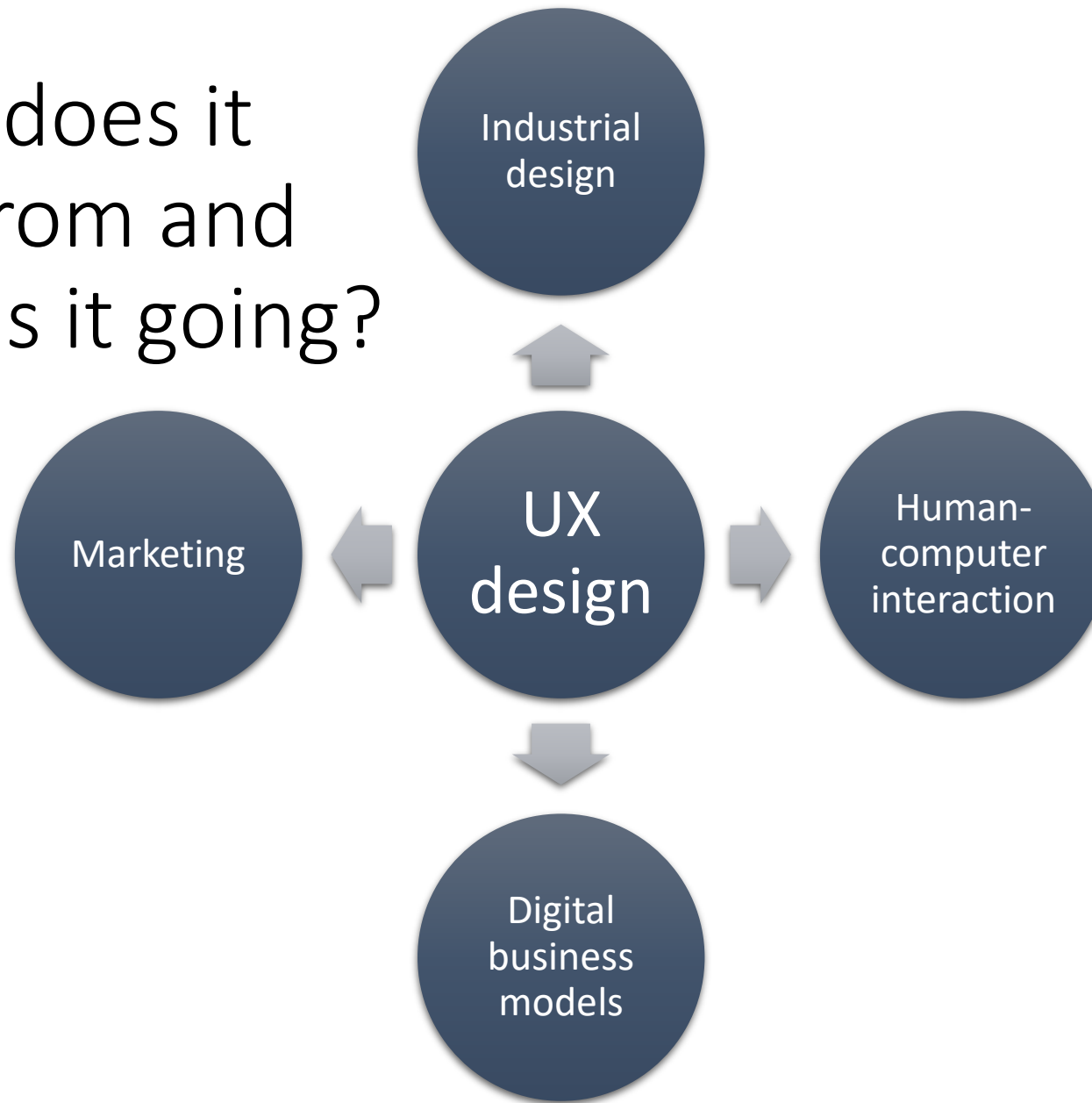
... dynamic as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.



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

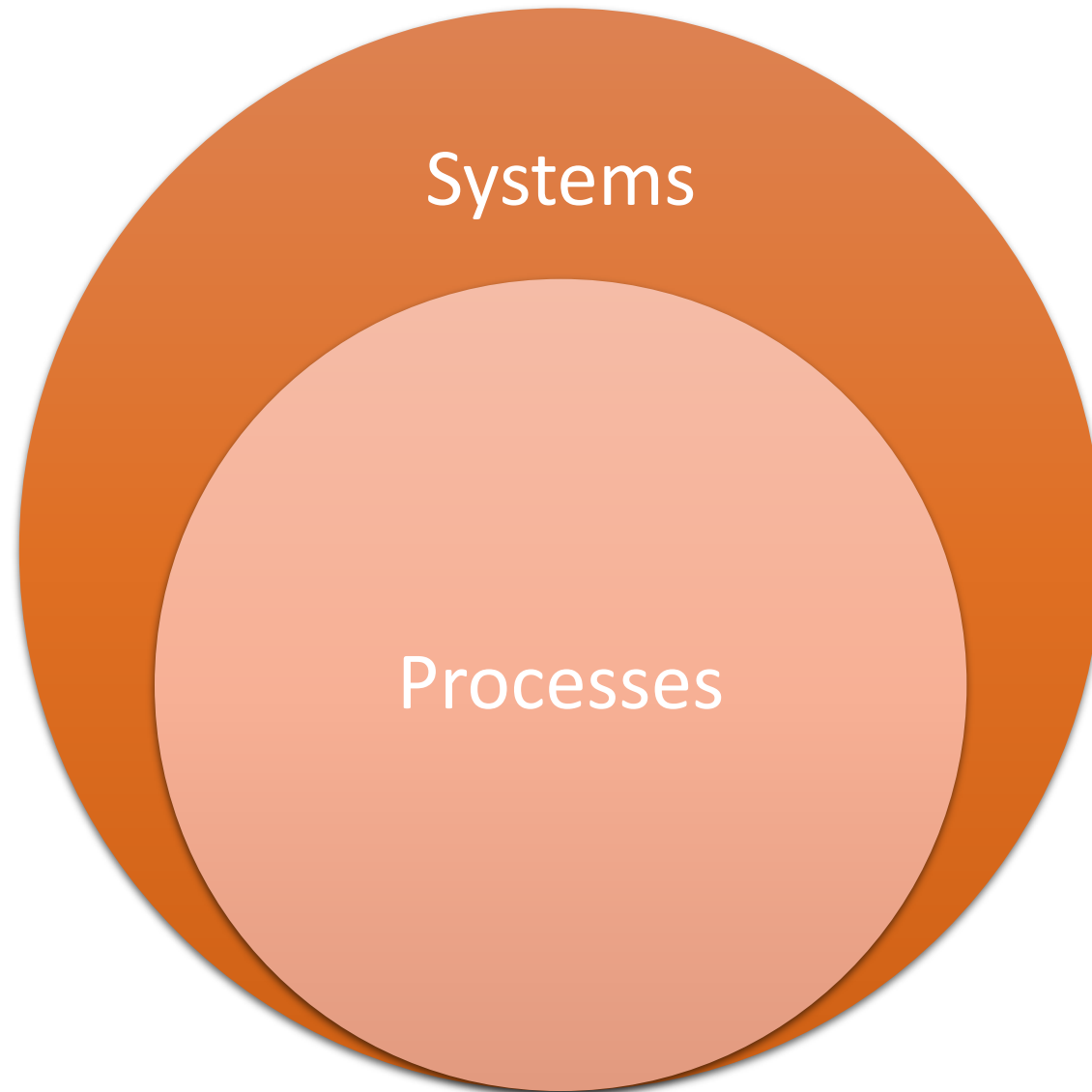


Where does it  
come from and  
where is it going?

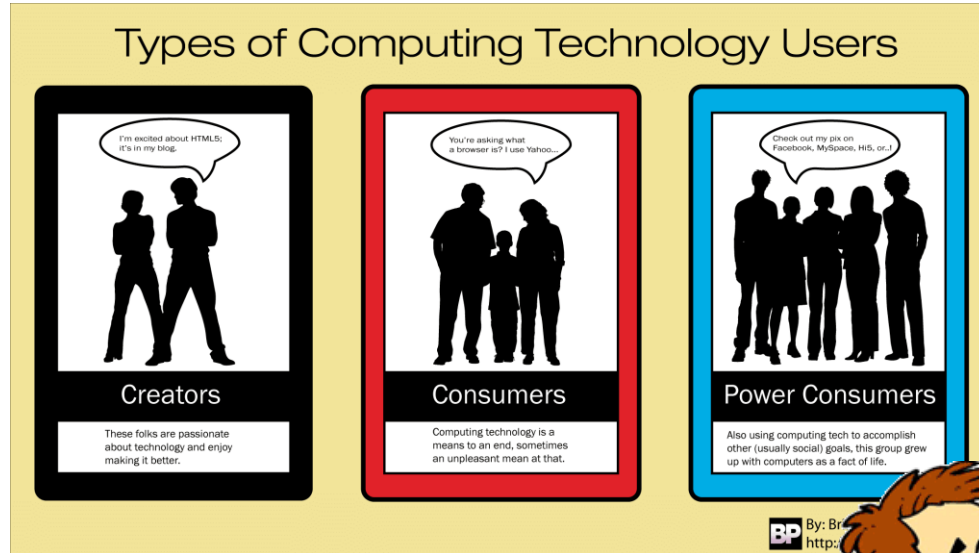


Digital product  
management

# What underlies the UX?



# What does UX require?



# What is this course about?



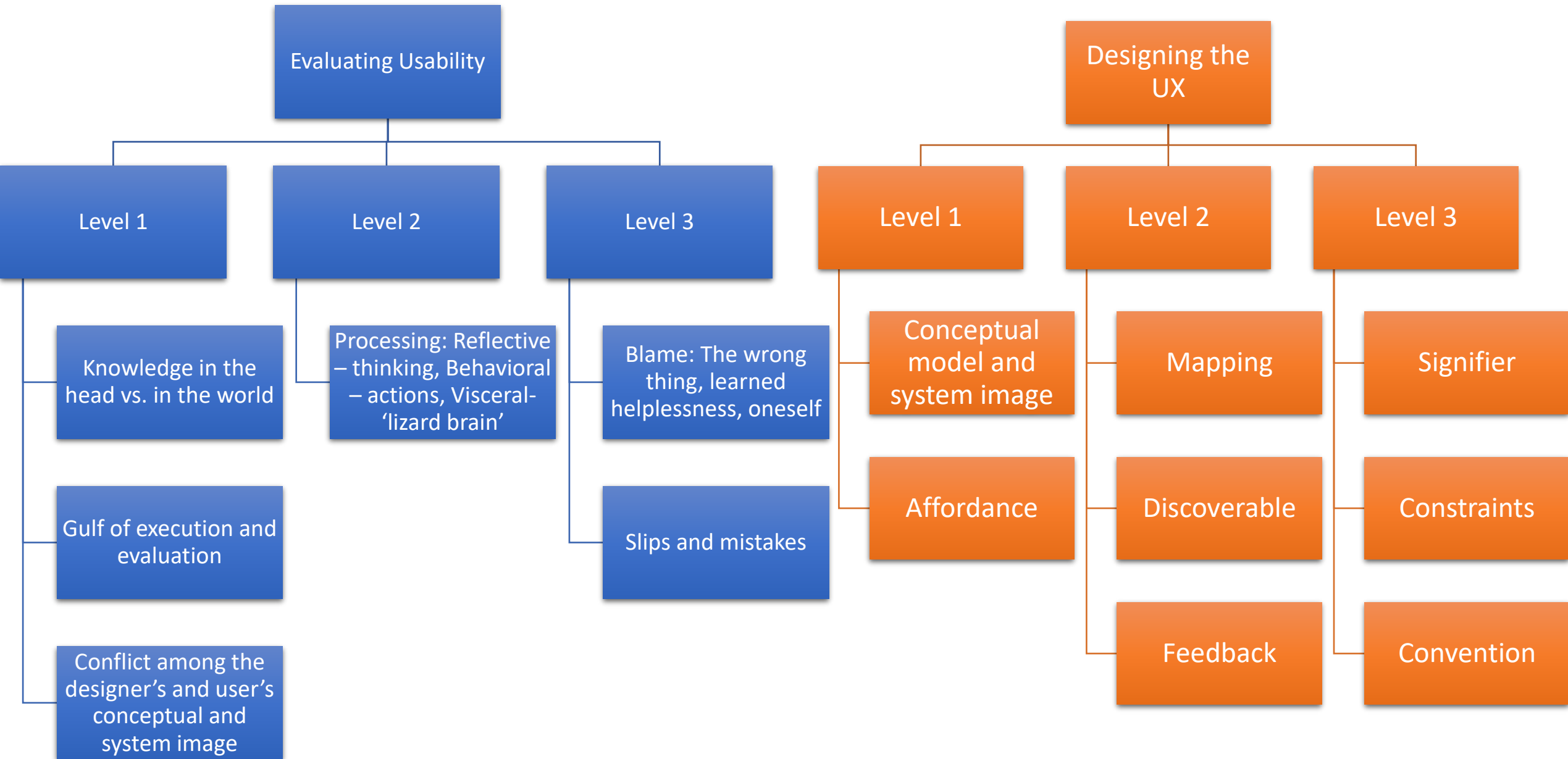
Learning the UX concept



Evaluating Usability



Designing the UX



# The world according to Norman

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Discoverability



Affordance



Signifiers



Mapping



Feedback



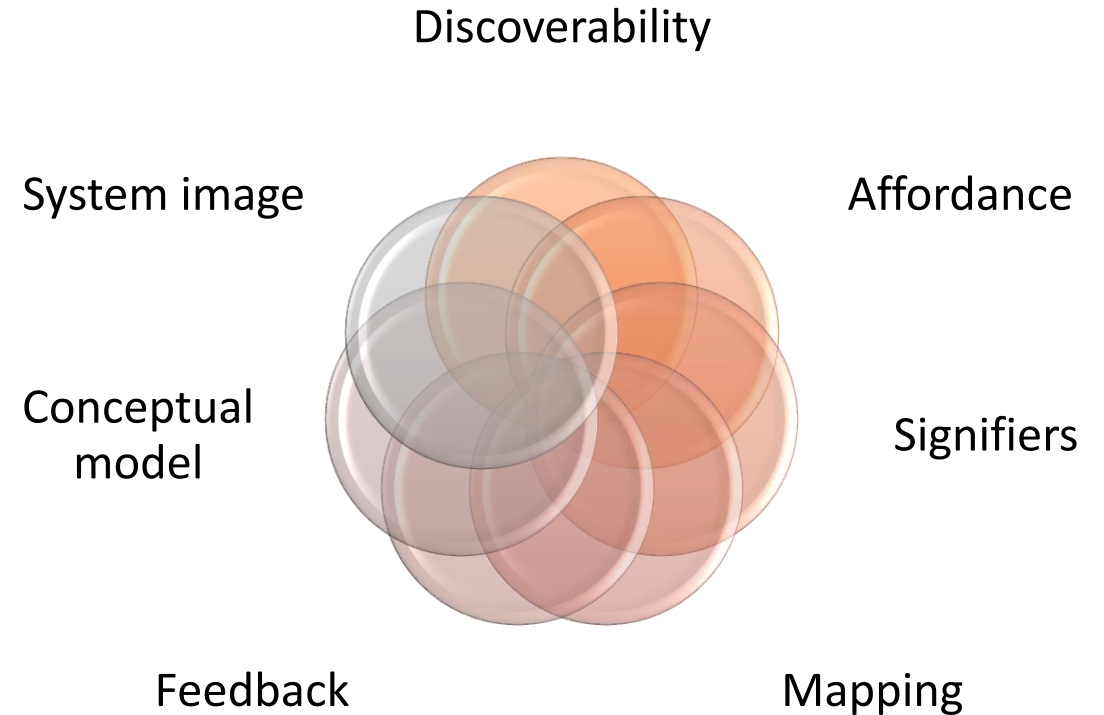
Conceptual  
model



System image

# Discoverability

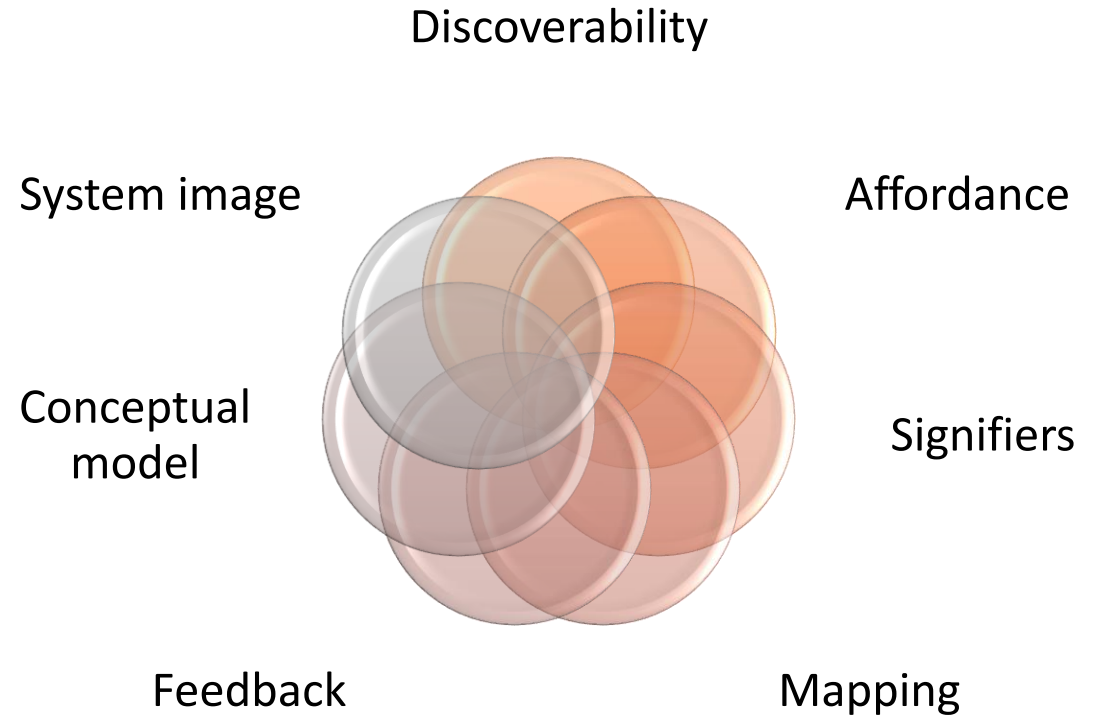
- Is it possible to figure out what actions are possible?
- Is it possible to figure out how to perform them?





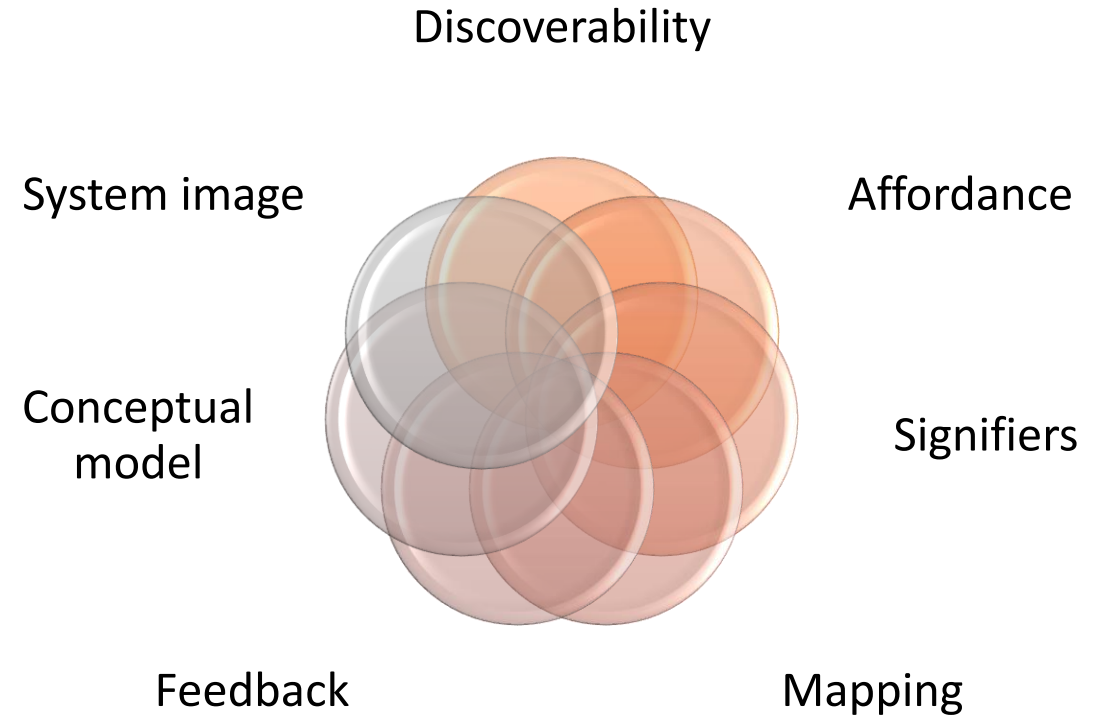
# Understanding

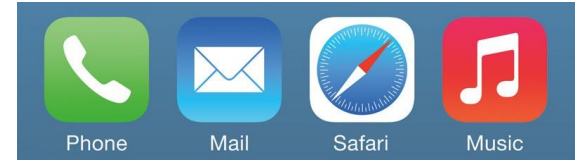
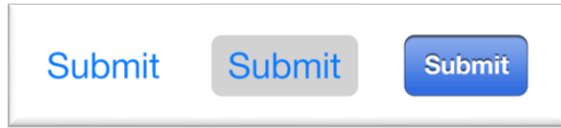
- What does it all mean?
- How is the product supposed to be used?
- What does everything mean?



# Affordances

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



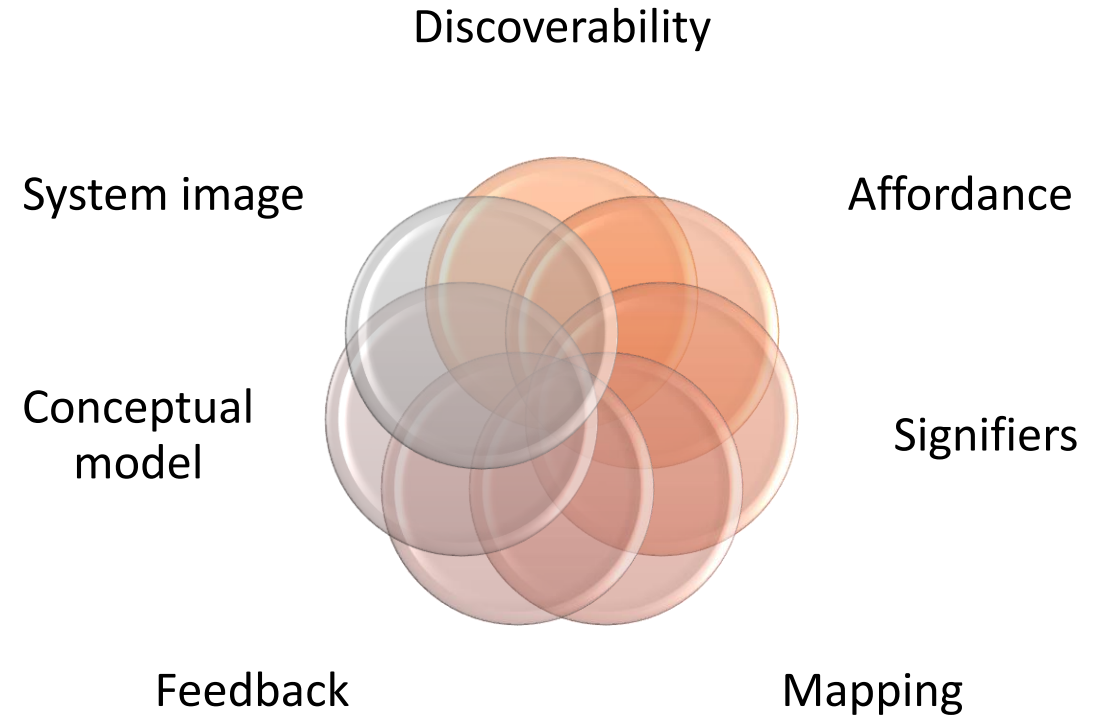


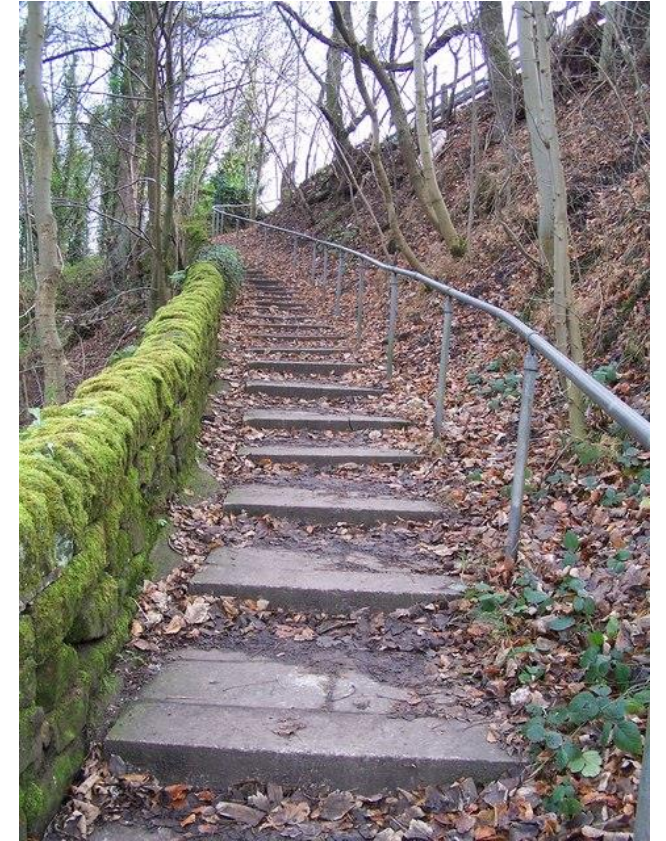
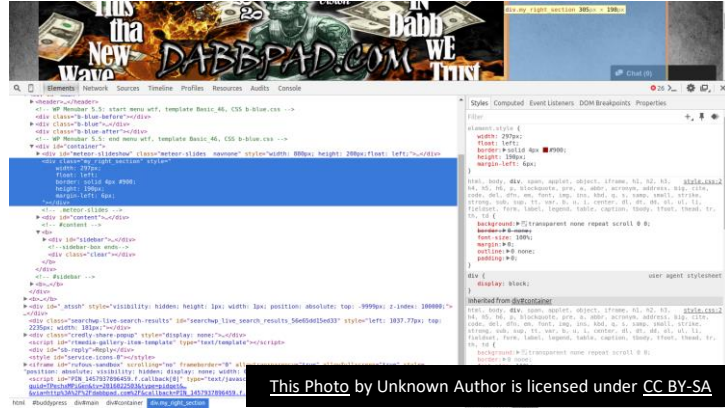
# Affordance Examples

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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





# Signifier Examples



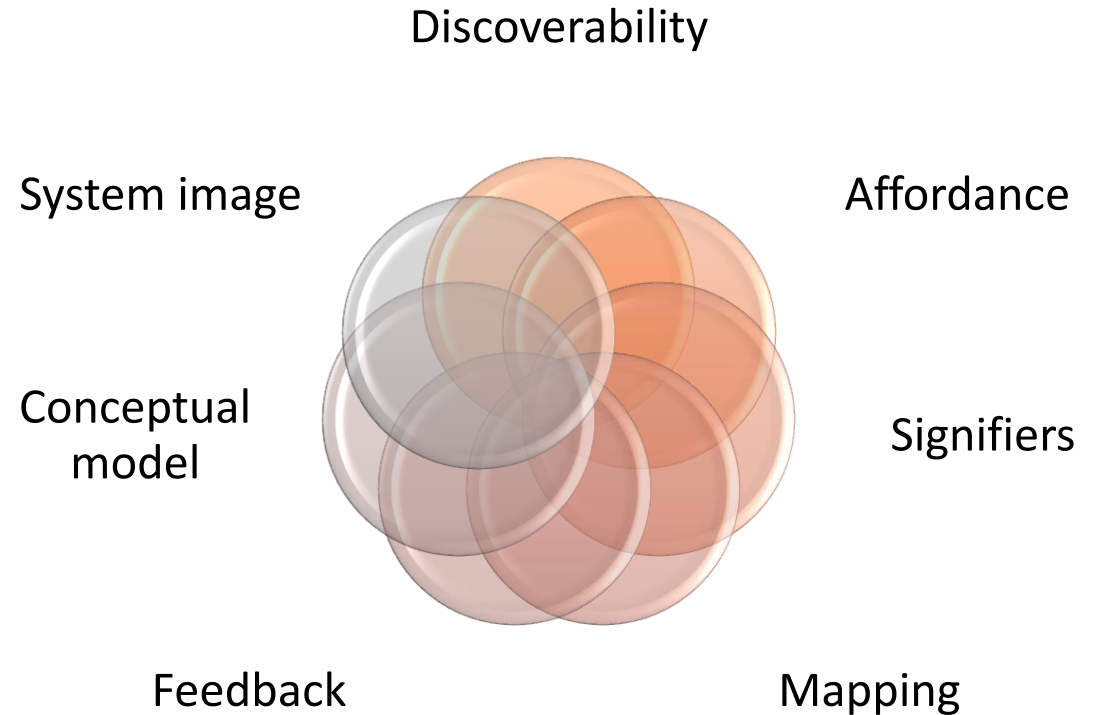
# Affordances vs. Signifiers

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



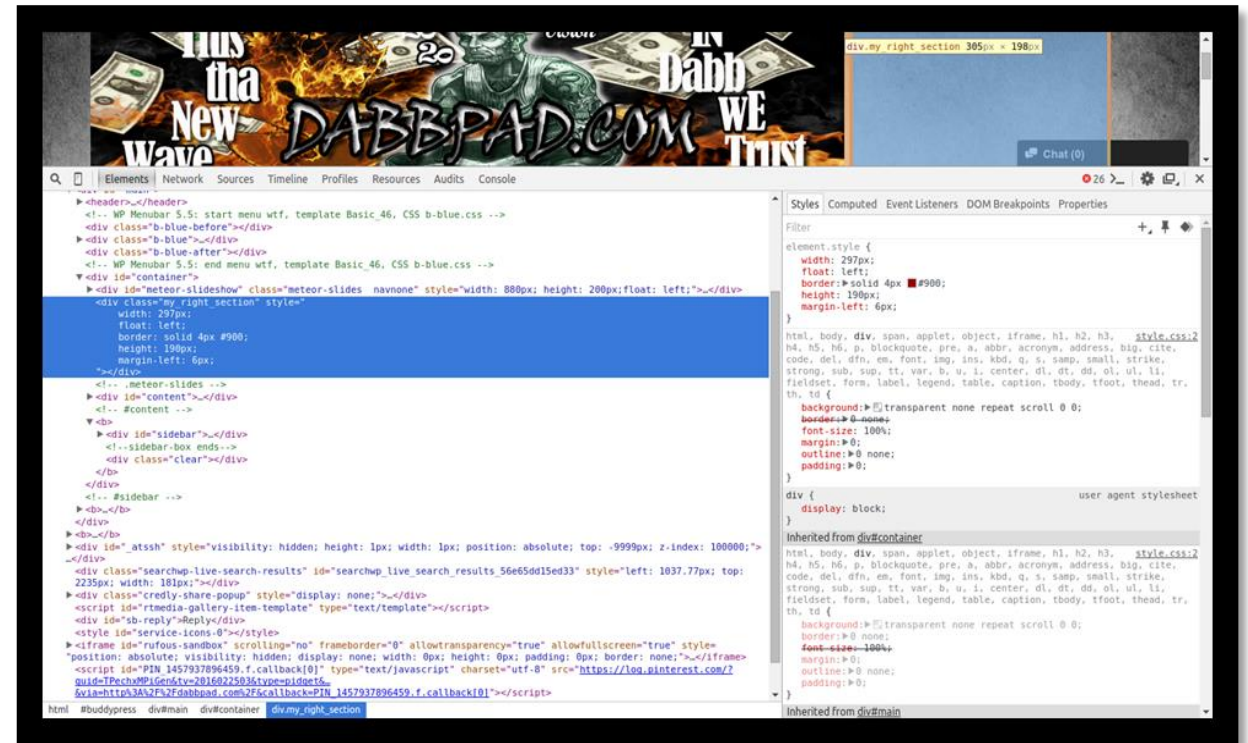
# Mapping

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



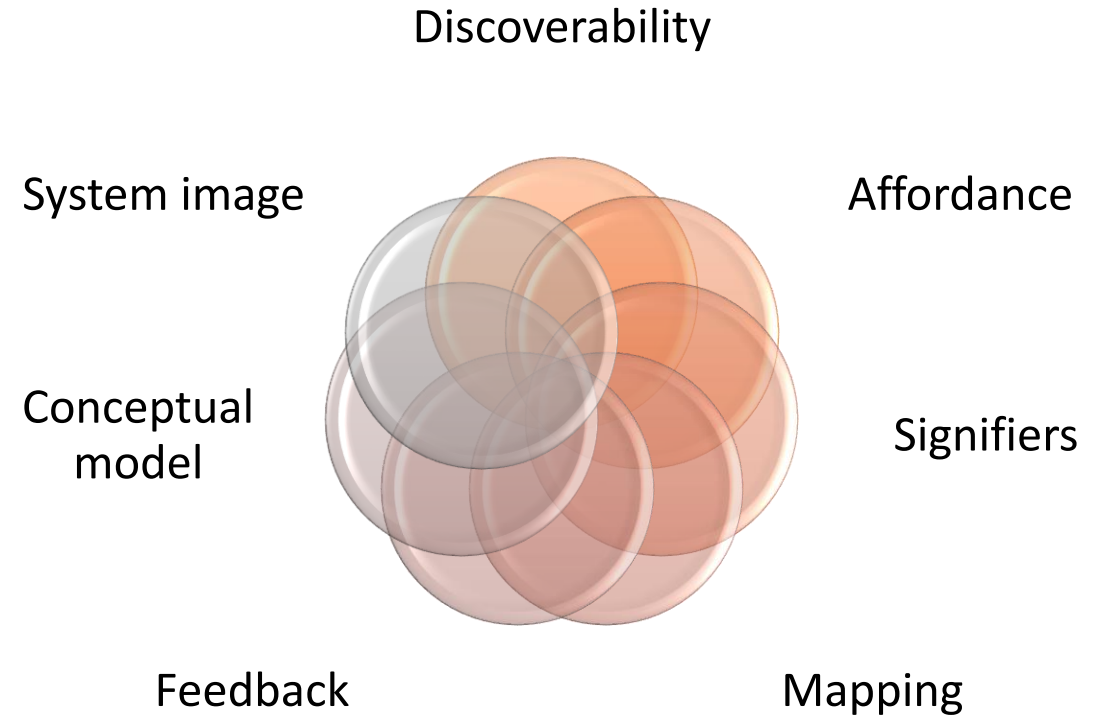


# Mapping Examples



# Feedback

- Communicating the results of an action
- Immediate
- Informative

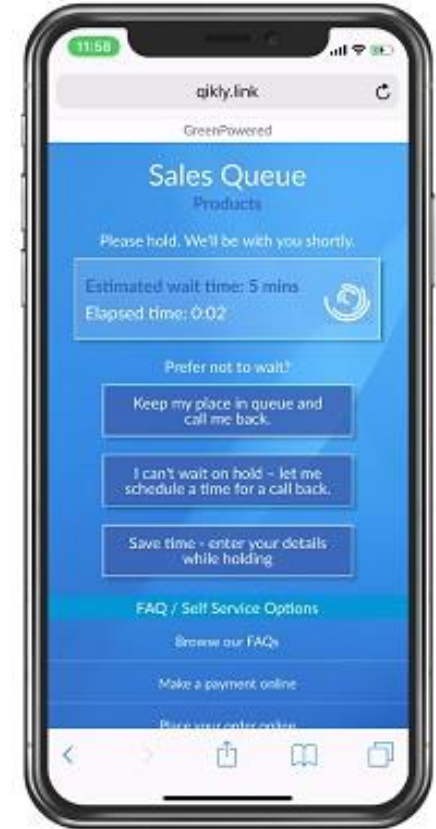
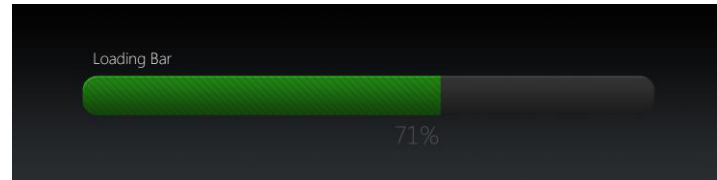




## Server Error

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

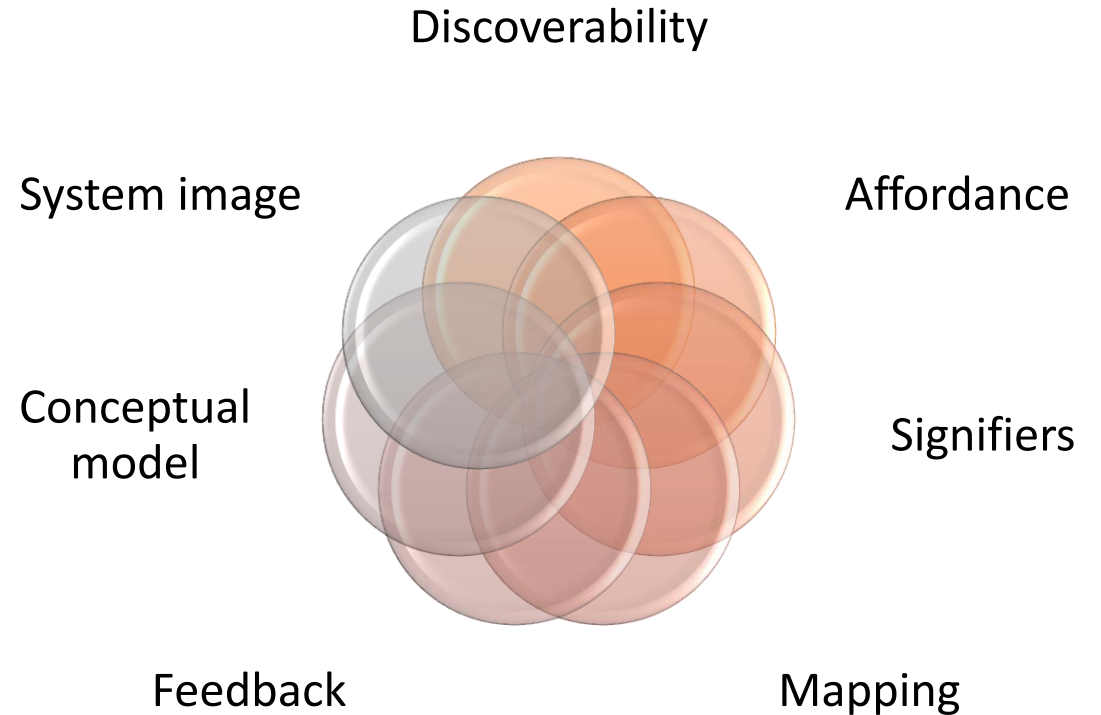
Please try again in 30 seconds.



# Feedback Examples

# Conceptual Model

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

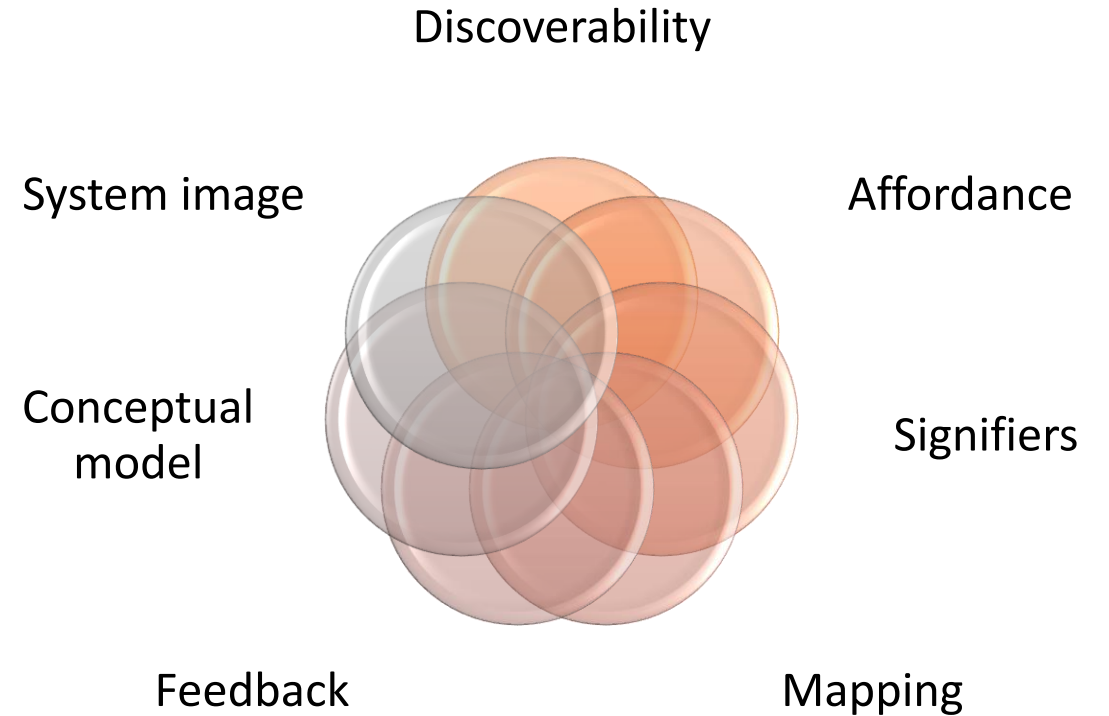




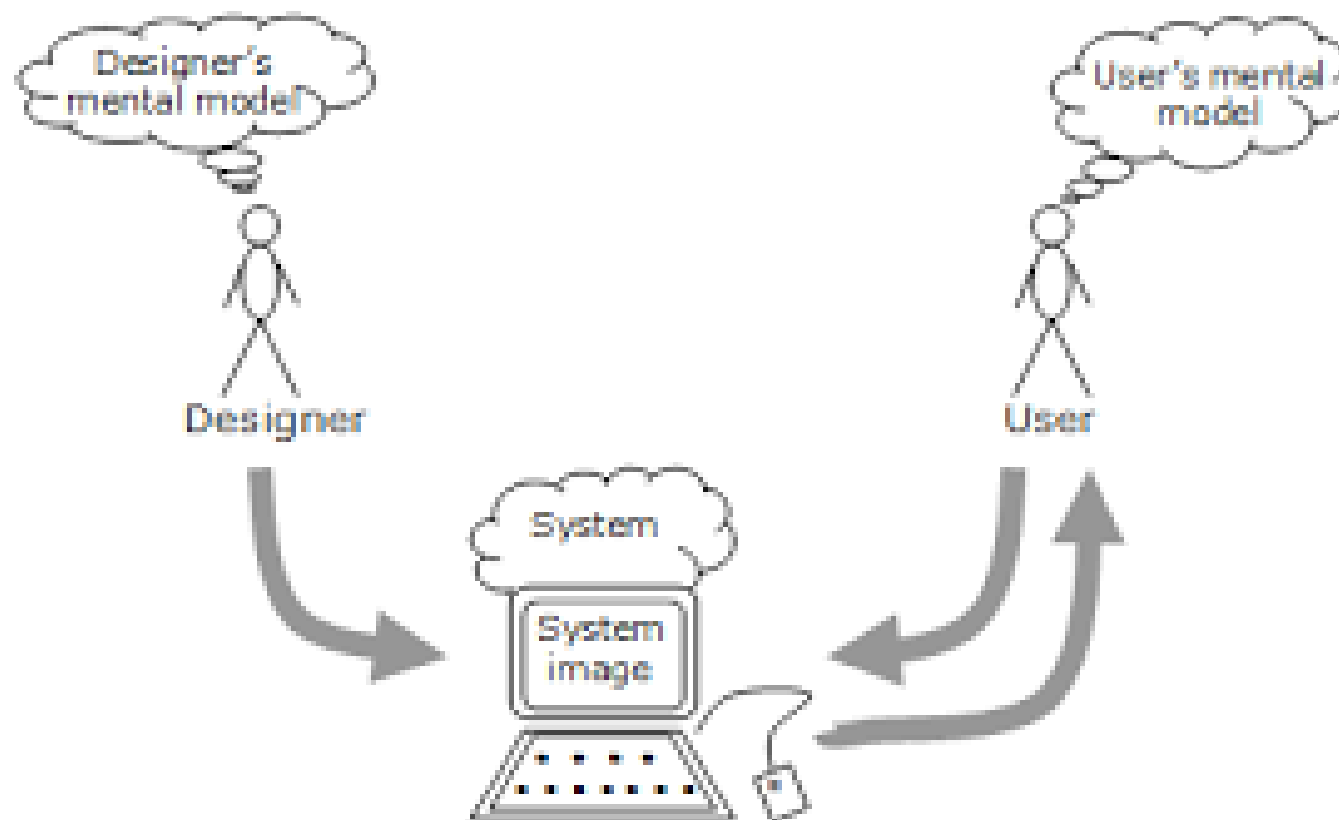
# Conceptual Map Examples

# System Image

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

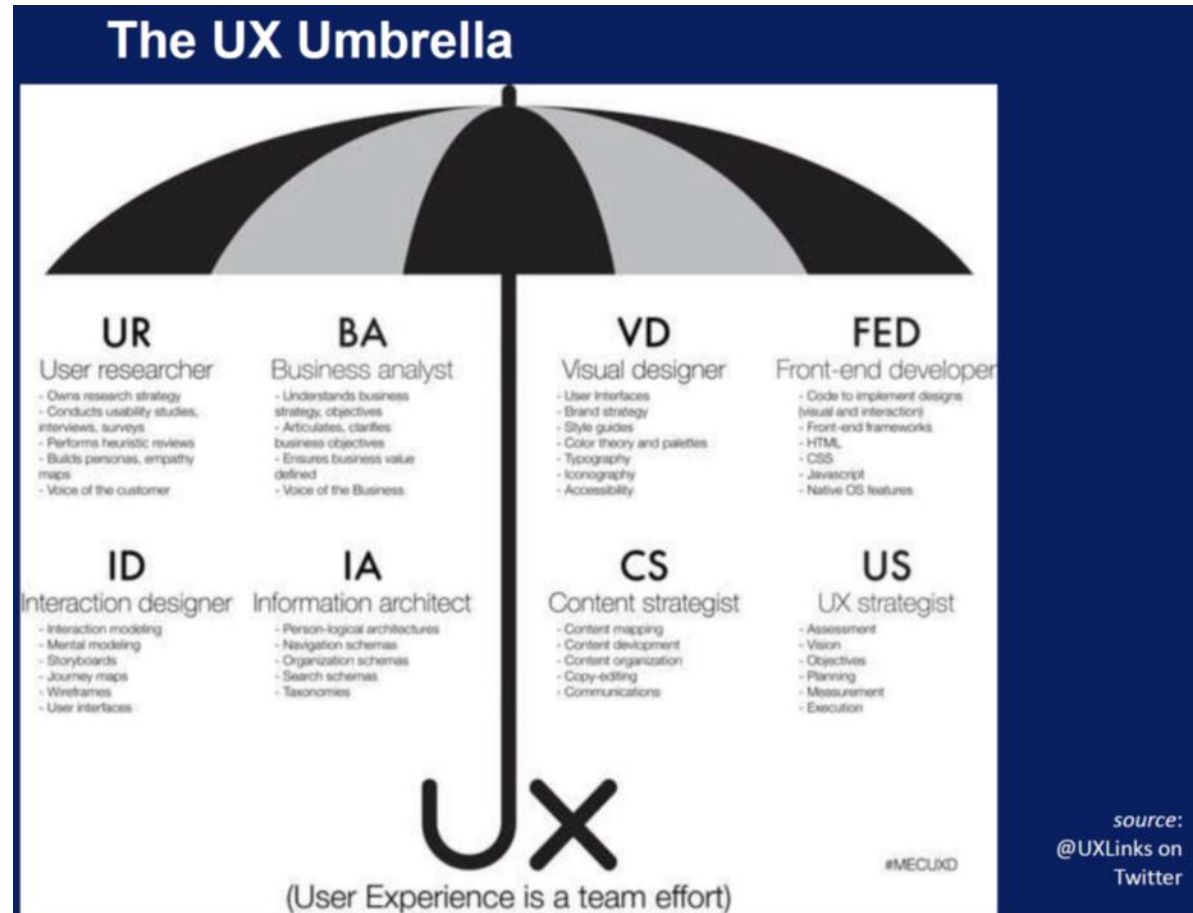


# System Image





# 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!