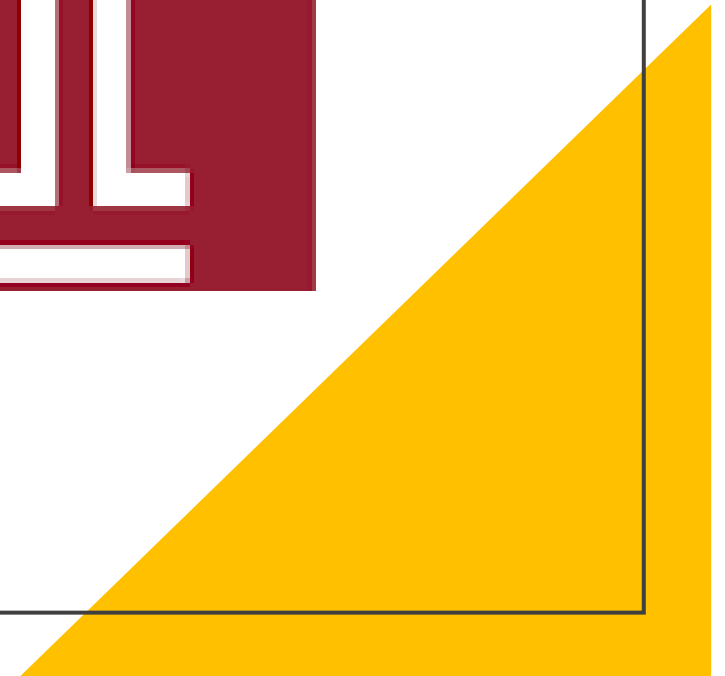
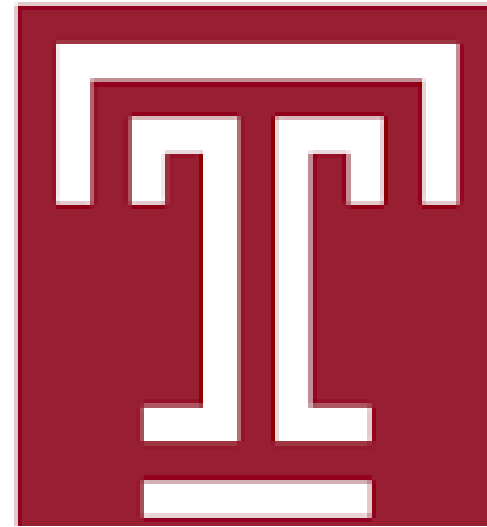


MIS 3506
User Experience Design
Amy Lavin
Professor, MIS
Spring 2024



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, Managing with Data
- **Certification:** Google Analytics, Adobe

Relevant Info:



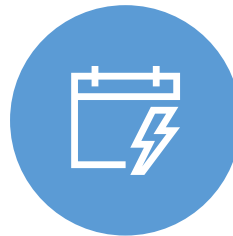
AMYL@TEMPLE.EDU



SPEAKMAN 210



215-204-3196



OFFICE HOURS

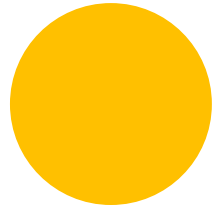
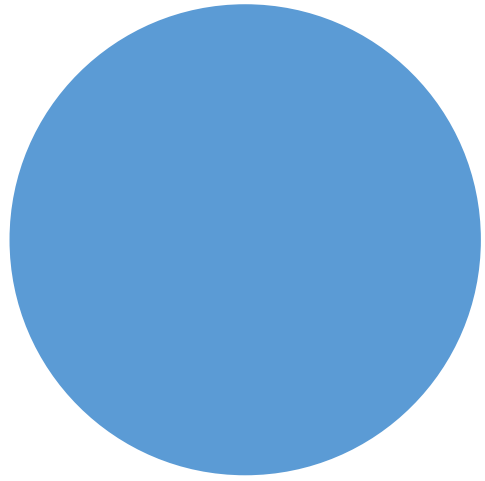


M/W: 11:00-12



BY APPOINTMENT







Introduction & Overview

1.

Let's Get Started

We're Back....



How we can all make this class great together...

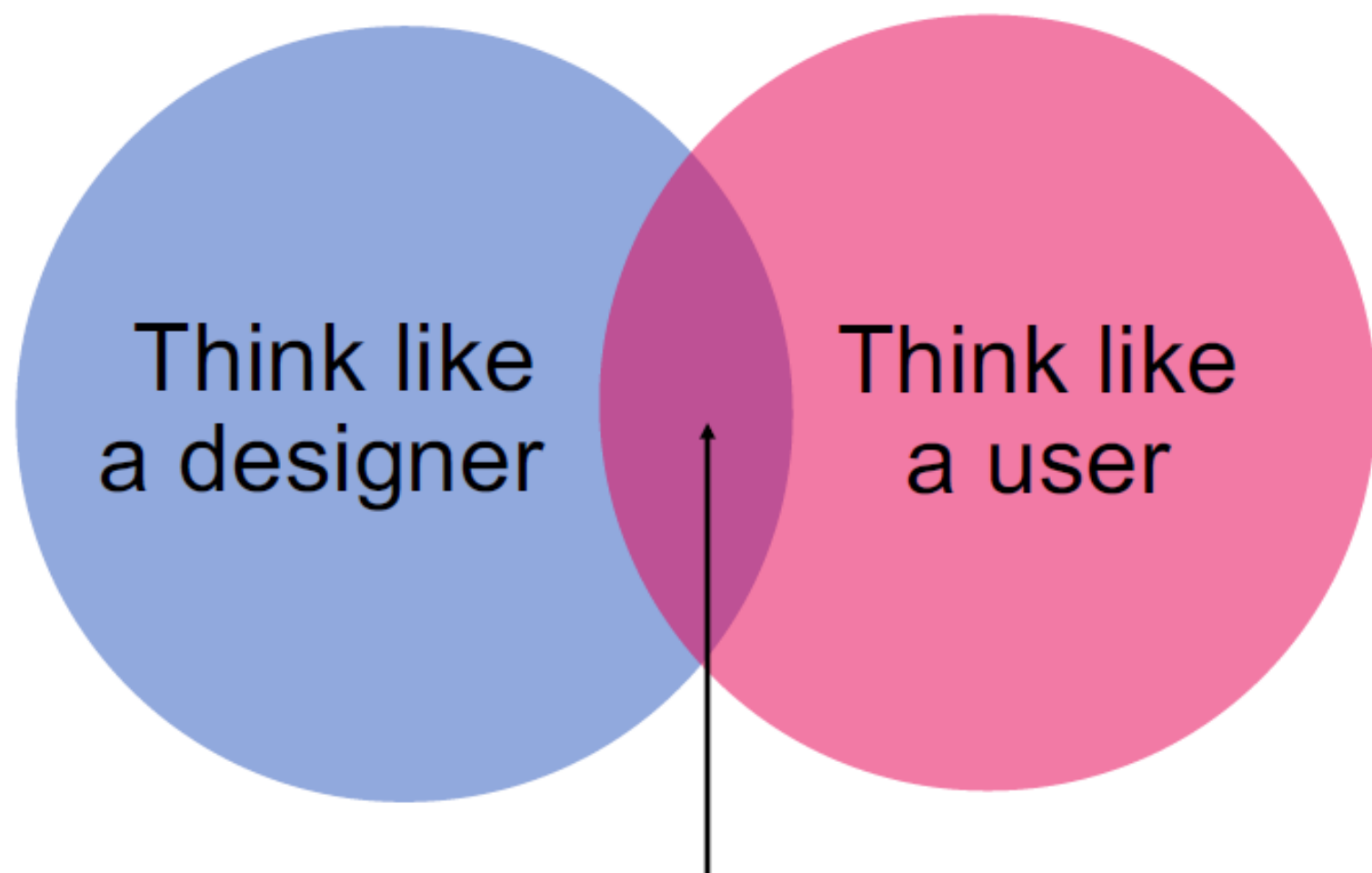
**Participate and
Engage in Class
and In Teams**

**Be Respectful
and Fair**

**Be Curious and
Don't Be Afraid to
Make Mistakes**

**Give Thoughtful
and Constructive
Feedback**

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



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

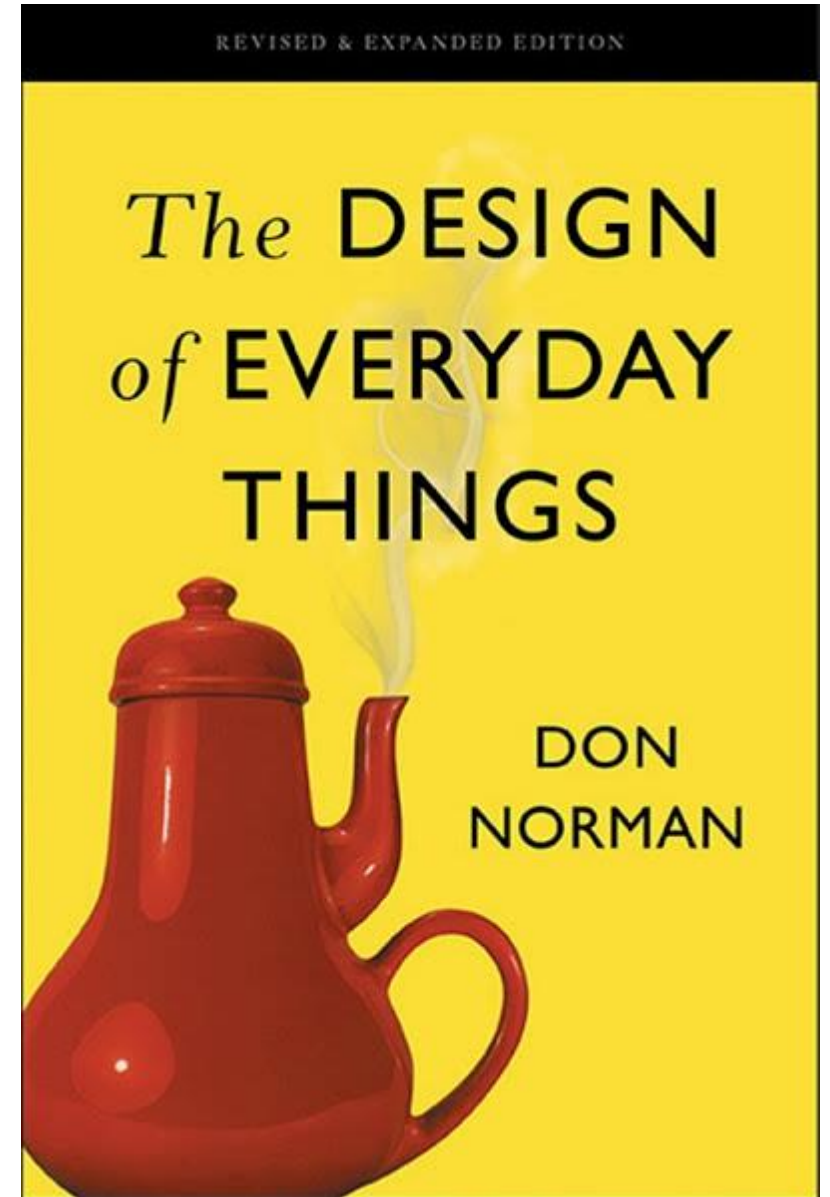
Primary Course Objectives

- 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/mis3506sec002spring2024/>

& Canvas for deliverables

The Term “UX”



Hello
my name is

What is
Your User
Experience?



GOOD

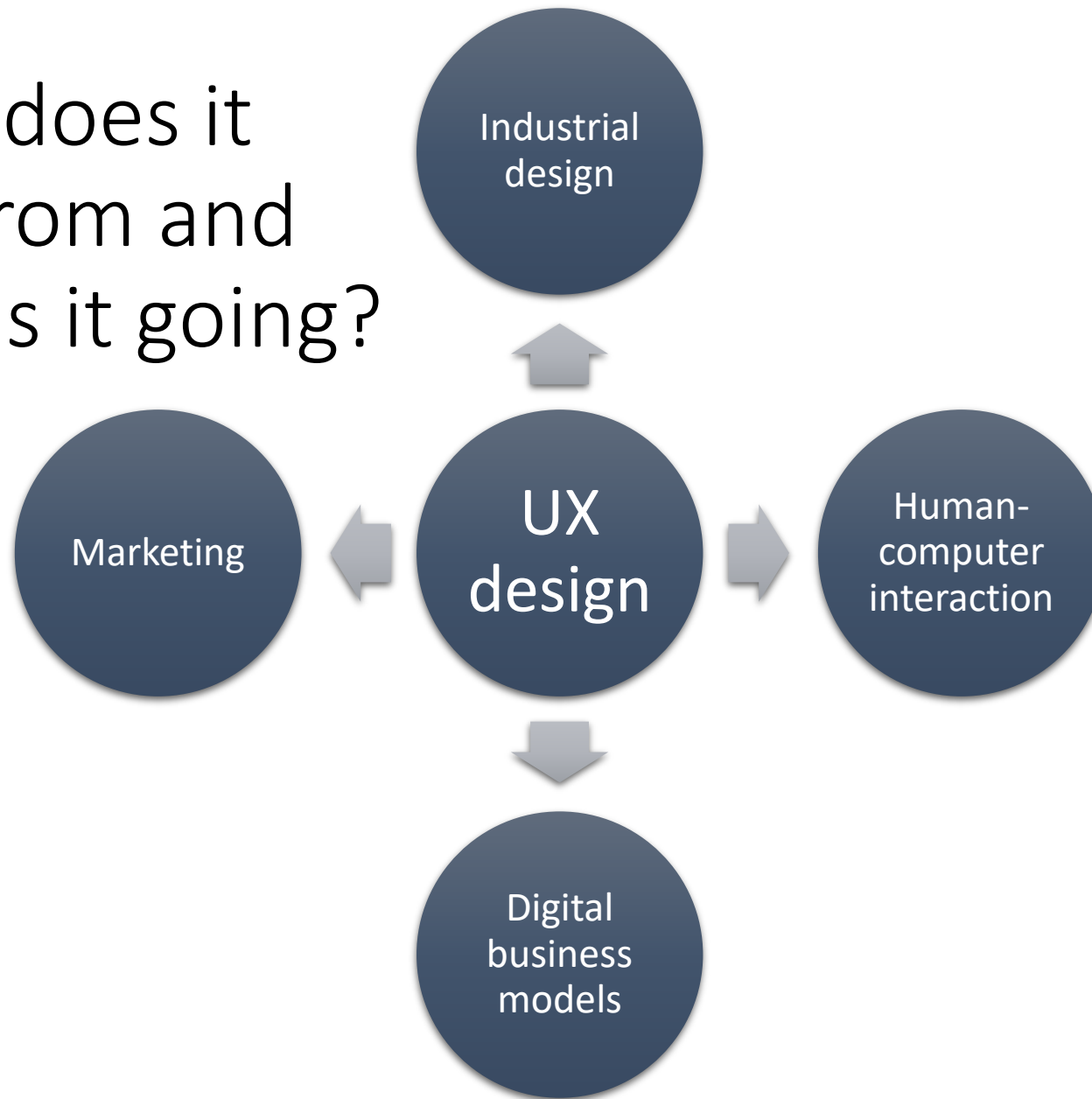


BAD



UGLY

Where does it
come from and
where is it going?



Digital product
management

Product Manager/MIS/UX Tie In



Blending of soft and hard skills



Manage requirements



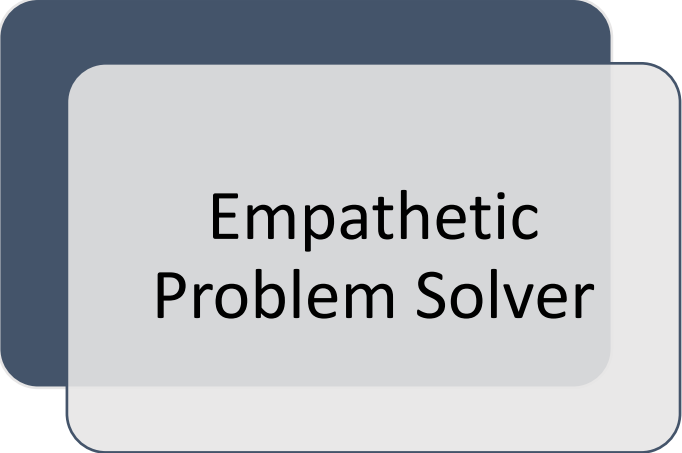
Deliver products that align with Business Goals




Balance multiple stakeholders & understand all needs



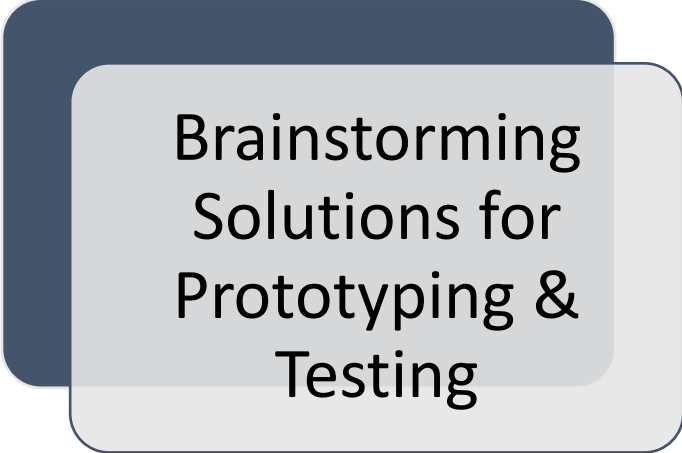
Design Thinking Process (Product Manager)



Empathetic
Problem Solver



Viewing from
Multiple
Perspectives



Brainstorming
Solutions for
Prototyping &
Testing

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

- Steve Jobs



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.



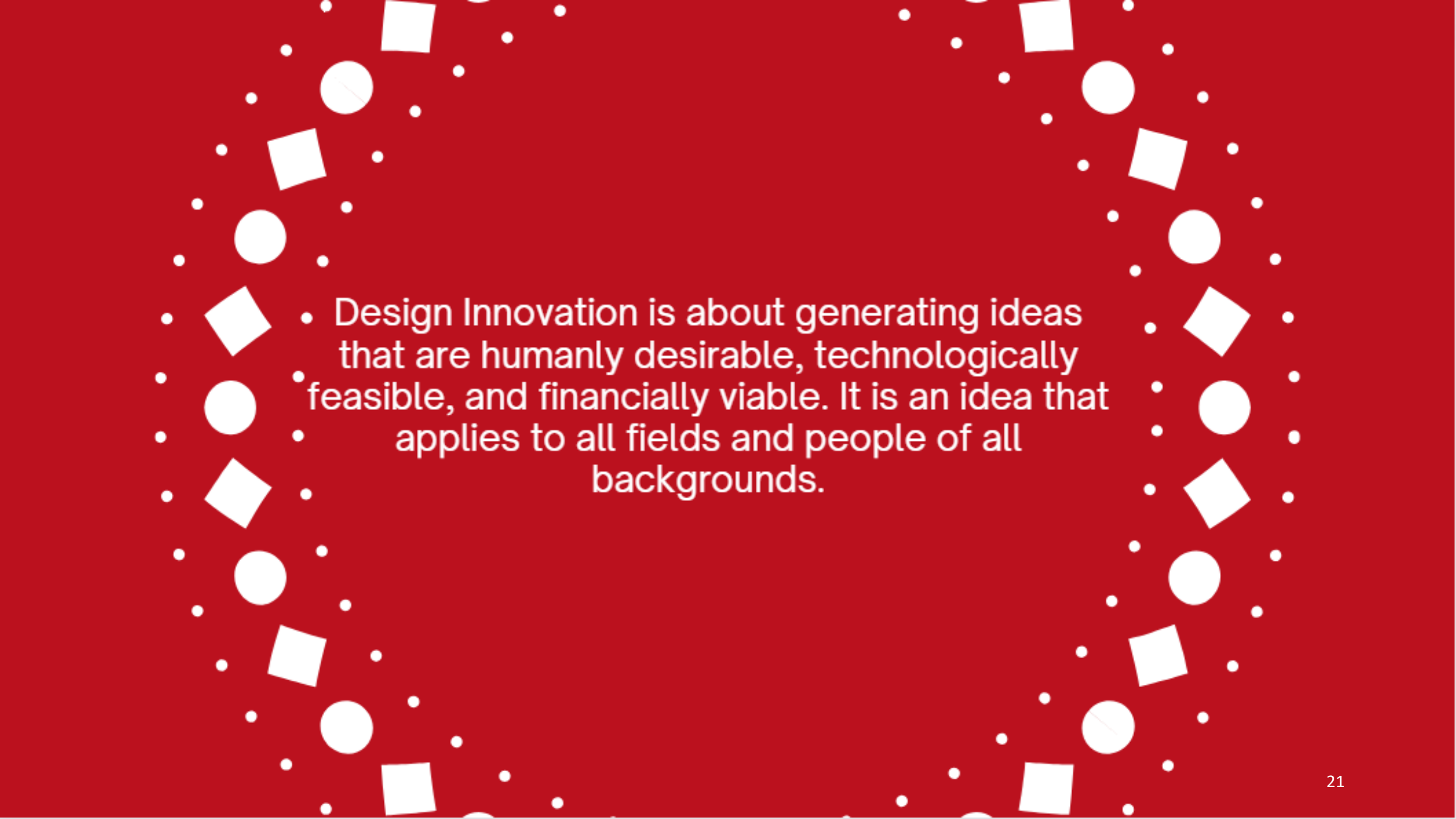
...**subjective** in nature to the degree that it is about individual perception and thought with respect to the system.



... **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.



• Design Innovation is about generating ideas that are humanly desirable, technologically feasible, and financially viable. It is an idea that applies to all fields and people of all backgrounds.

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



What is this
course about?



Learning the UX concept

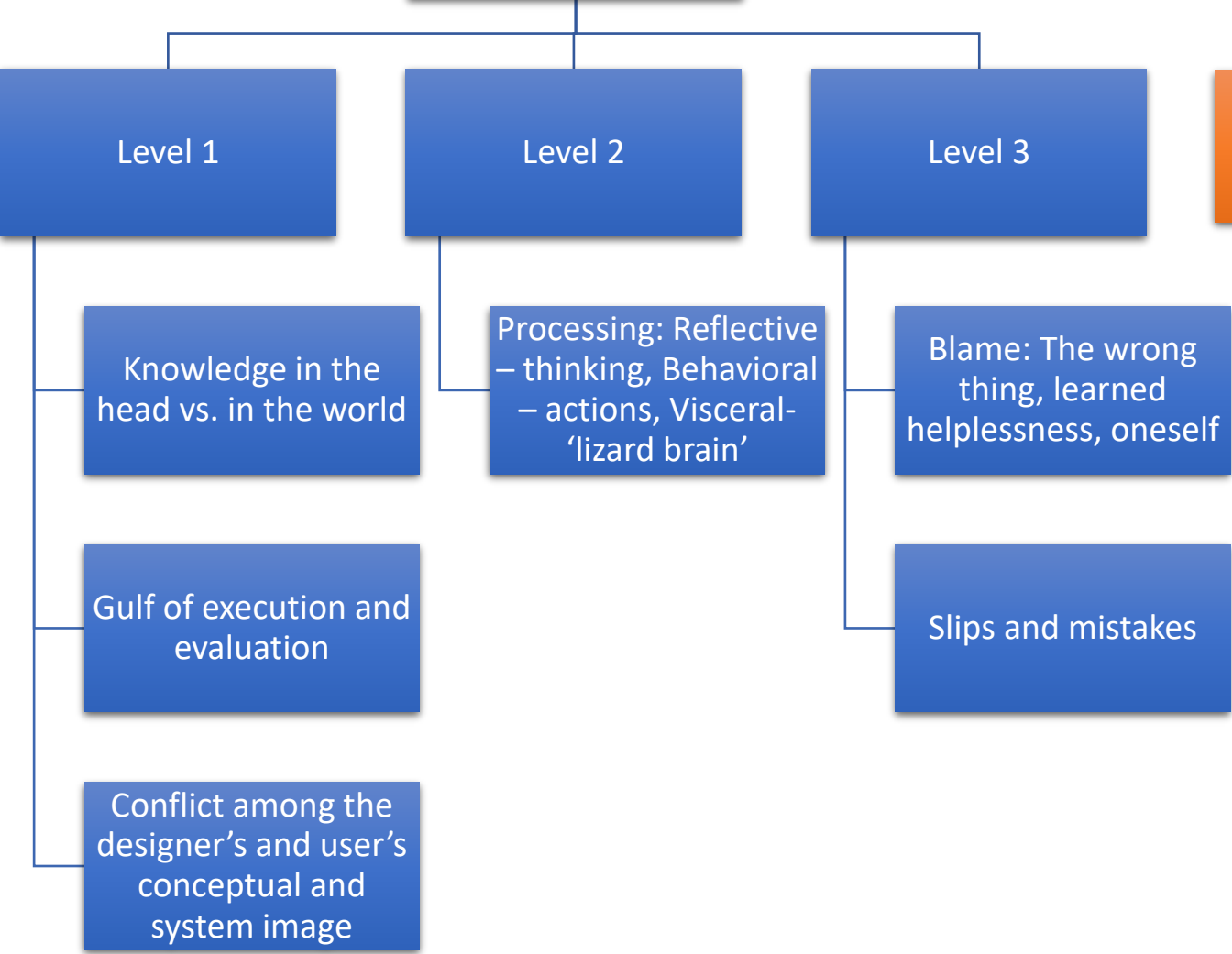


Evaluating Usability

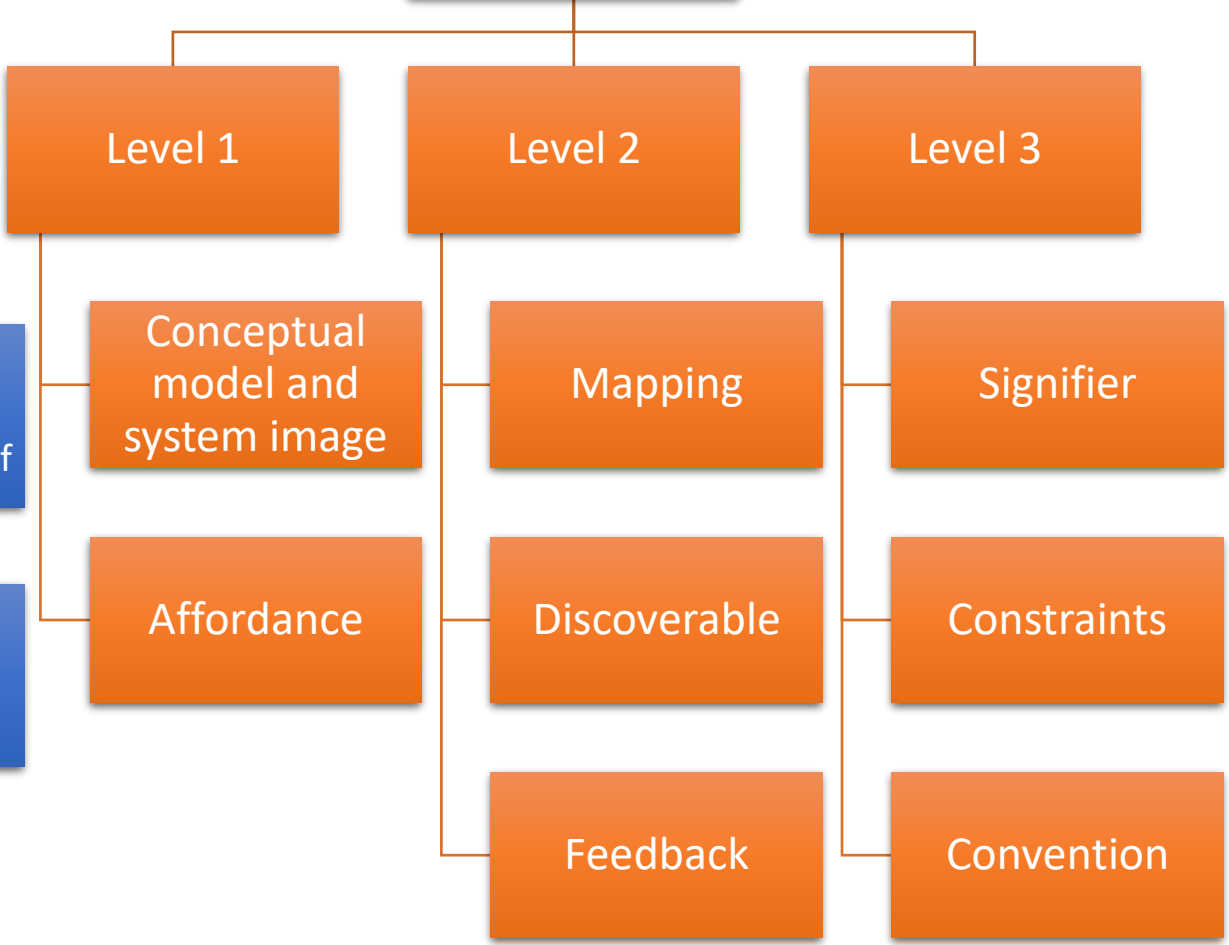


Designing the UX

Evaluating Usability



Designing the UX





Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.

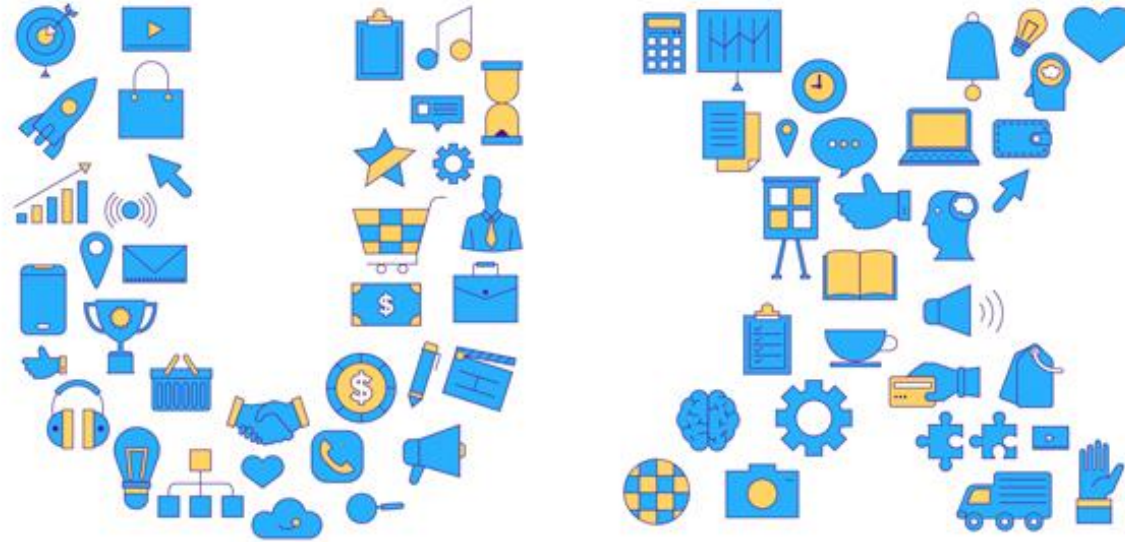
— Donald A. Norman —

AZ QUOTES

UX DESIGN



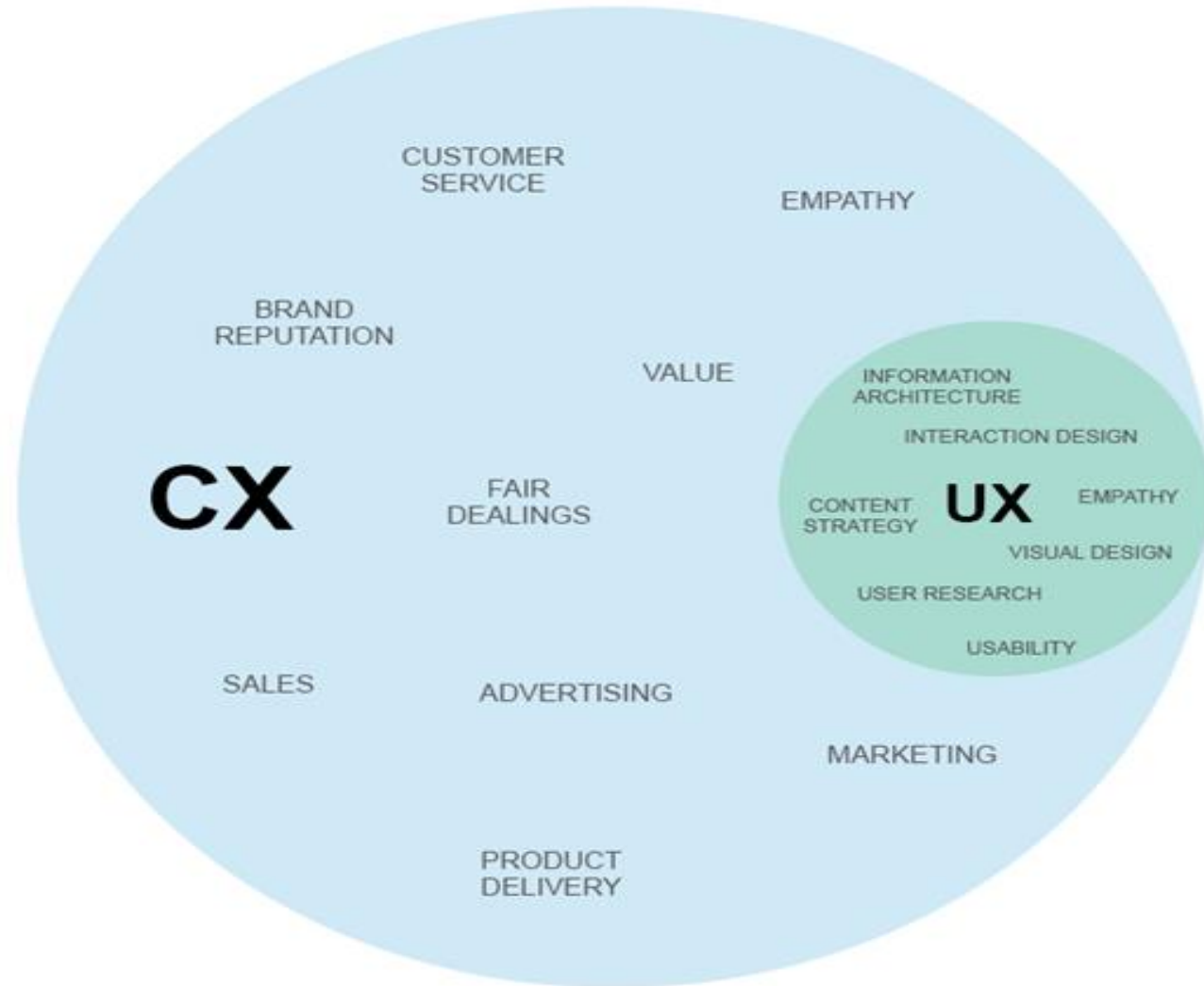
USER EXPERIENCE



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?



2022 Statistics



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 underlies the UX?

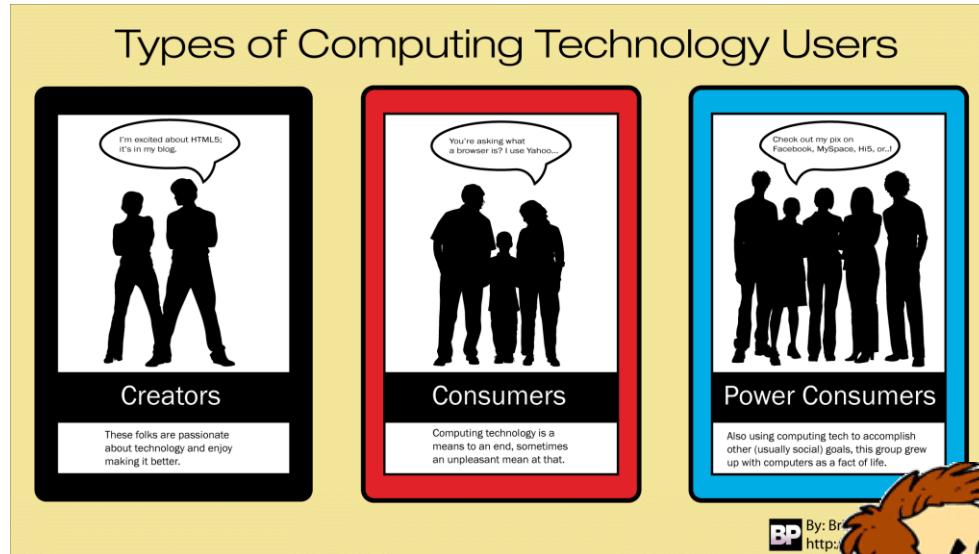


Systems



Processes

What does UX require?



The world according to Norman



Discoverability



Affordance



Signifiers



Mapping



Feedback



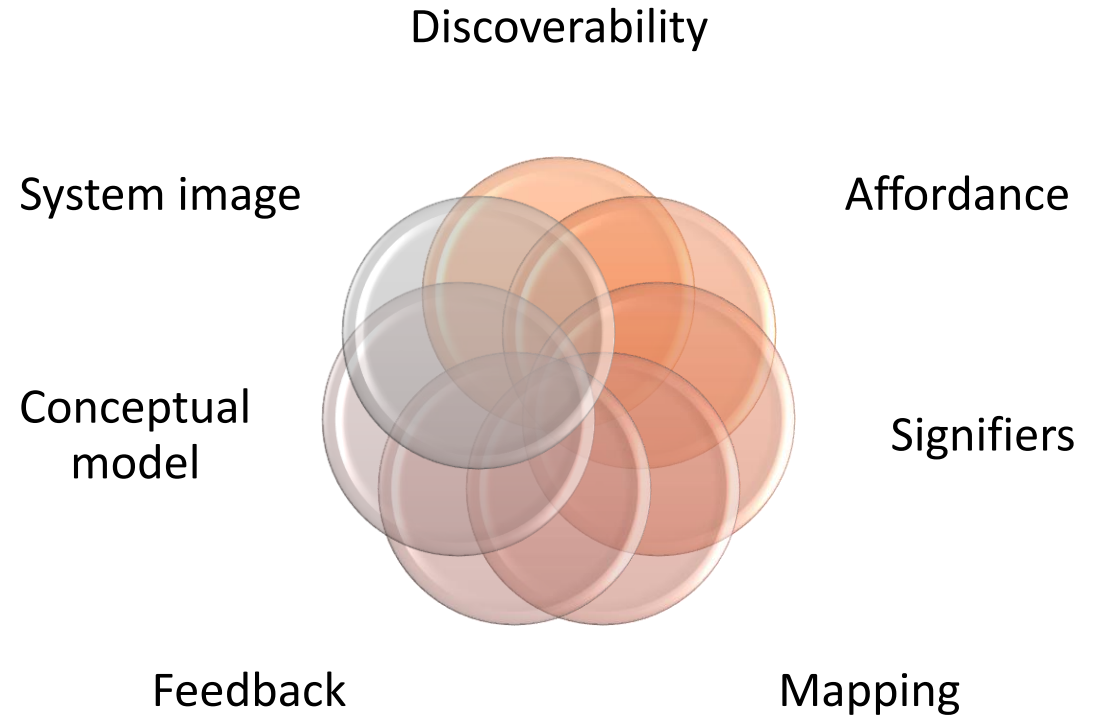
Conceptual
model



System image

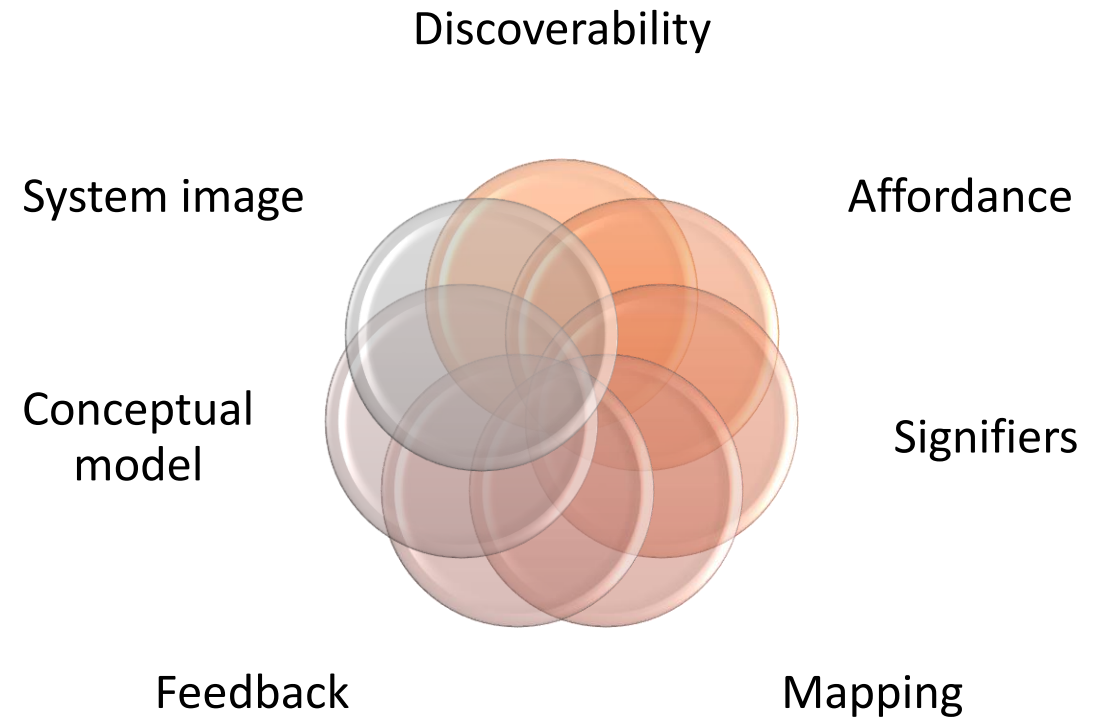
Discoverability

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



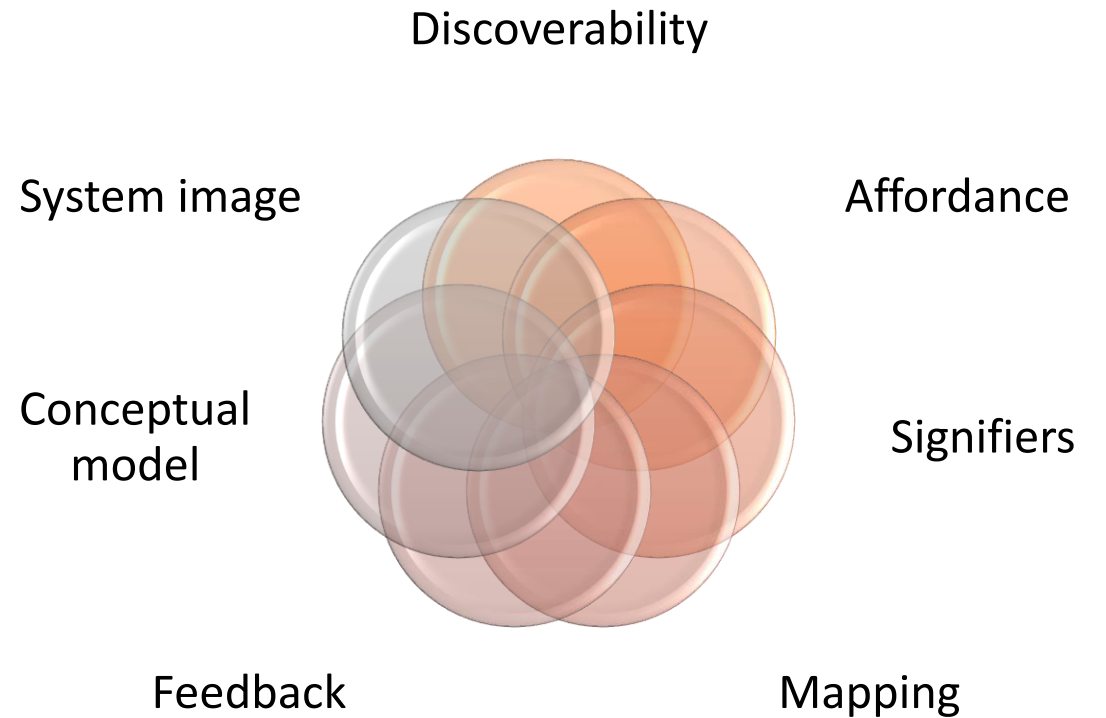
Understanding

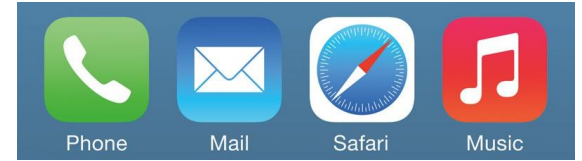
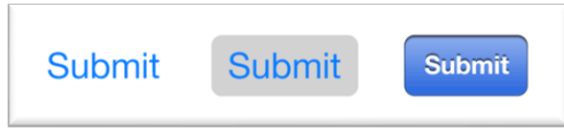
- What does it all mean?
- How is the product supposed to be used?
- What does everything mean?



Affordances

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

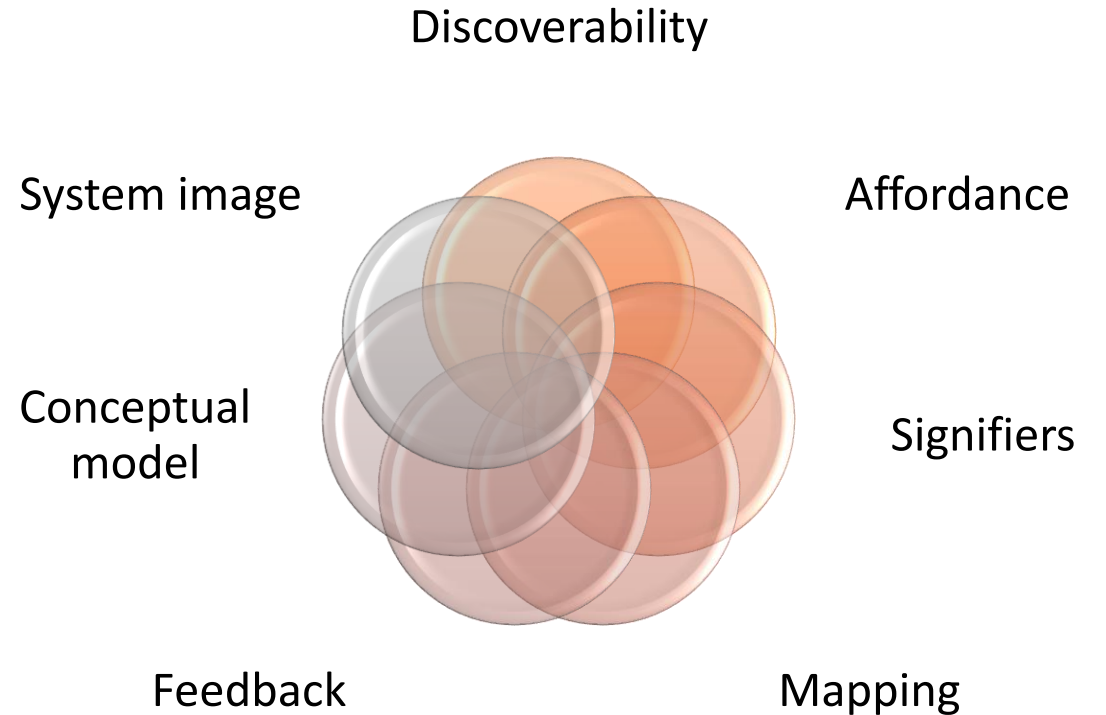


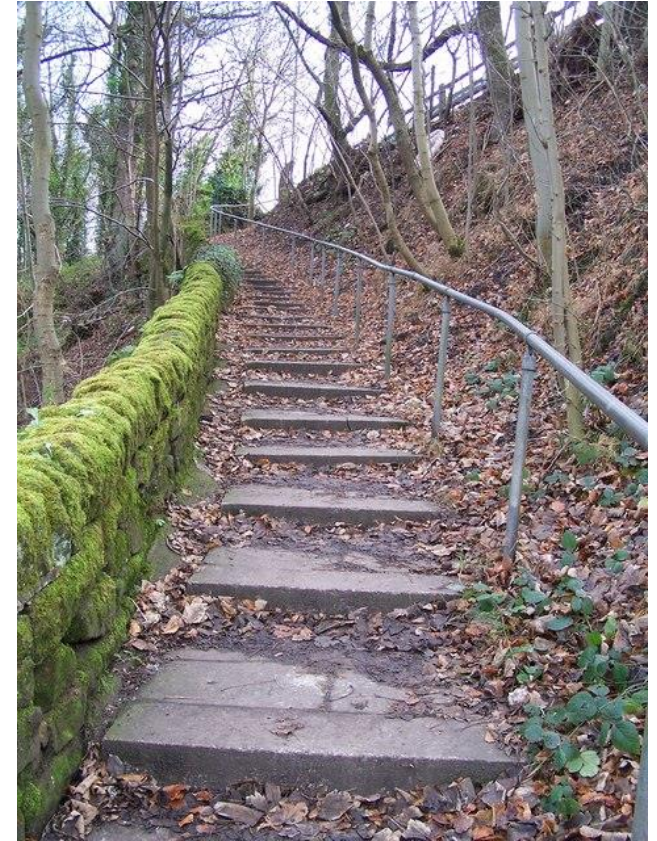


Affordance Examples

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's developer tools. The top part shows a banner for 'DABBYPAD.COM' with the text 'This is the New Wave' and 'DABBYPAD.COM WE TRIN'. Below the banner, the 'Elements' panel shows a list of HTML elements with their corresponding CSS styles. The 'Styles' panel on the right shows the computed styles for the selected element, including background, border, and display properties. A black box at the bottom of the screenshot contains the text: 'This Photo by Unknown Author is licensed under CC BY-SA'.

Signifier Examples

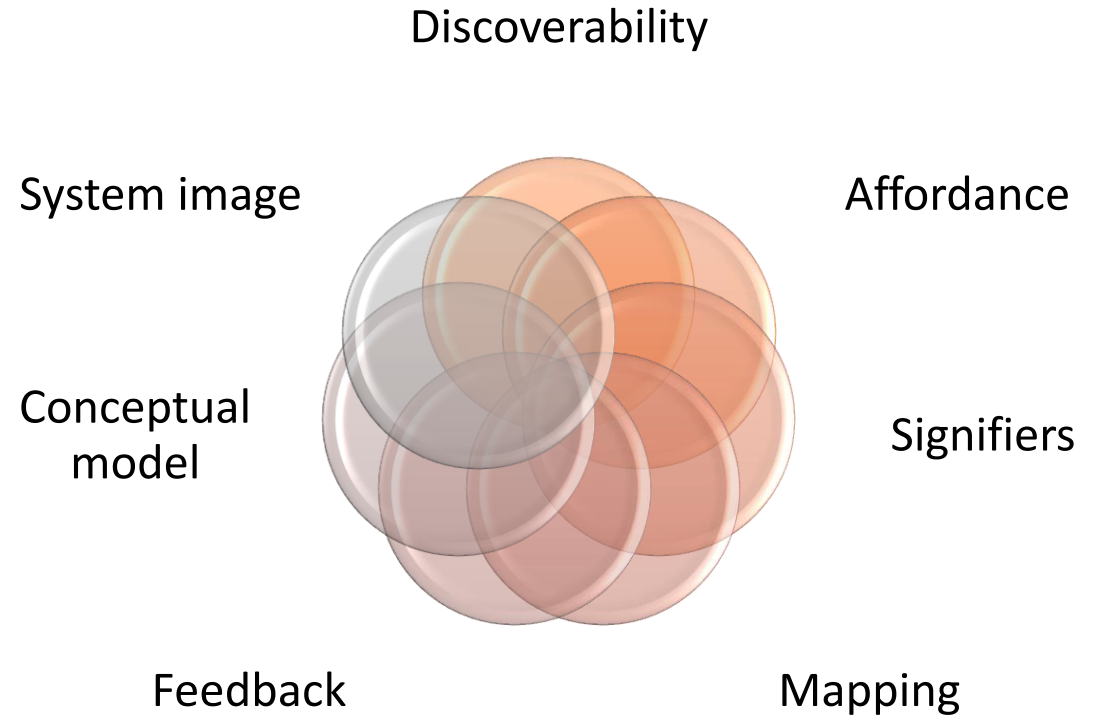


Affordances vs. Signifiers

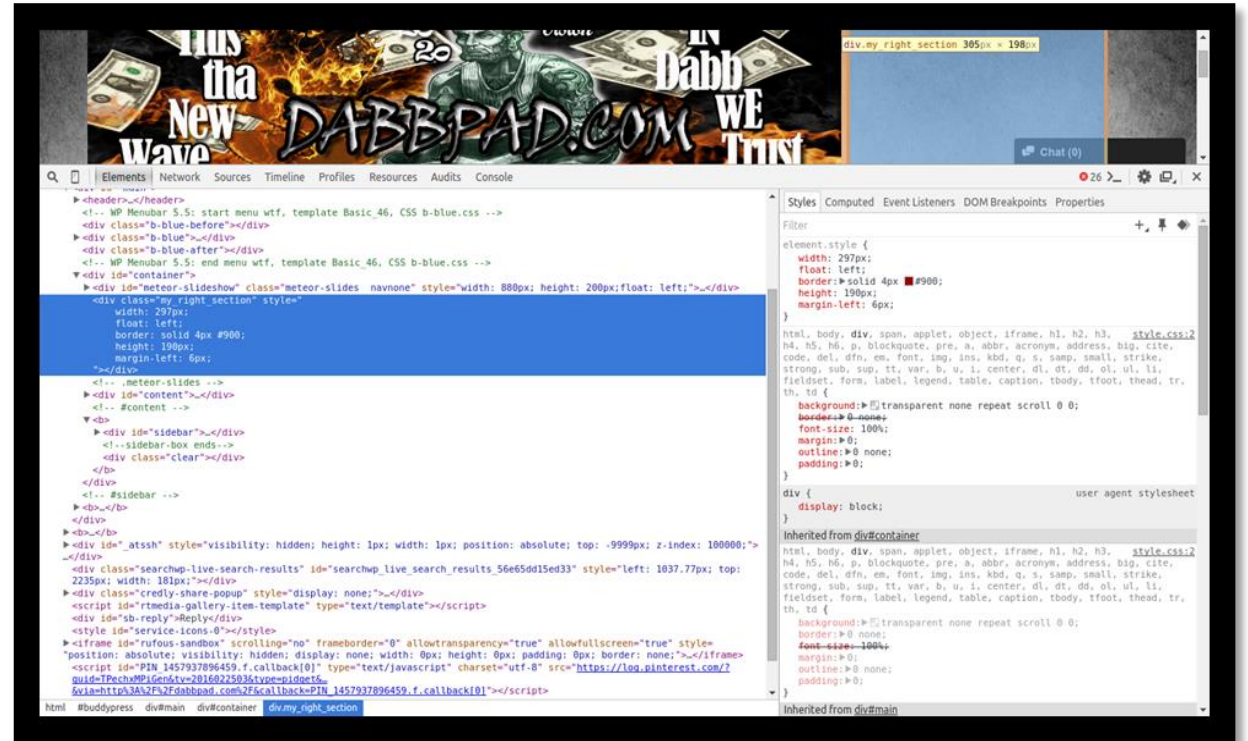
- Affordances determine what actions are possible. *“Afford the ability to do something”*
- Signifiers communicate where the action should take place. *“Signify what to do”*

Mapping

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

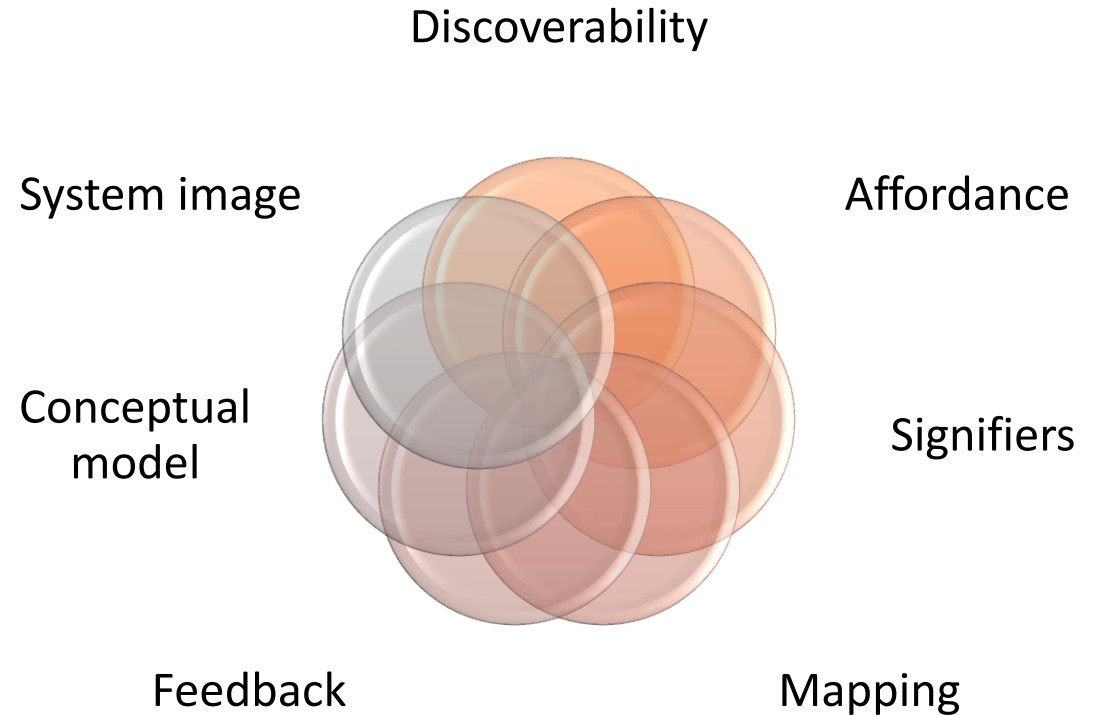


Mapping Examples



Feedback

- Communicating the results of an action
- Immediate
- Informative

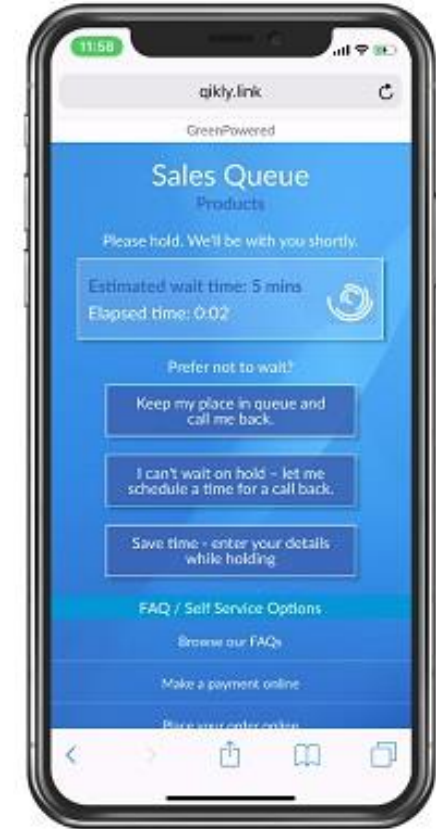
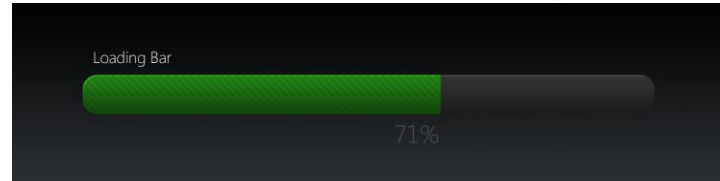




Server Error

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

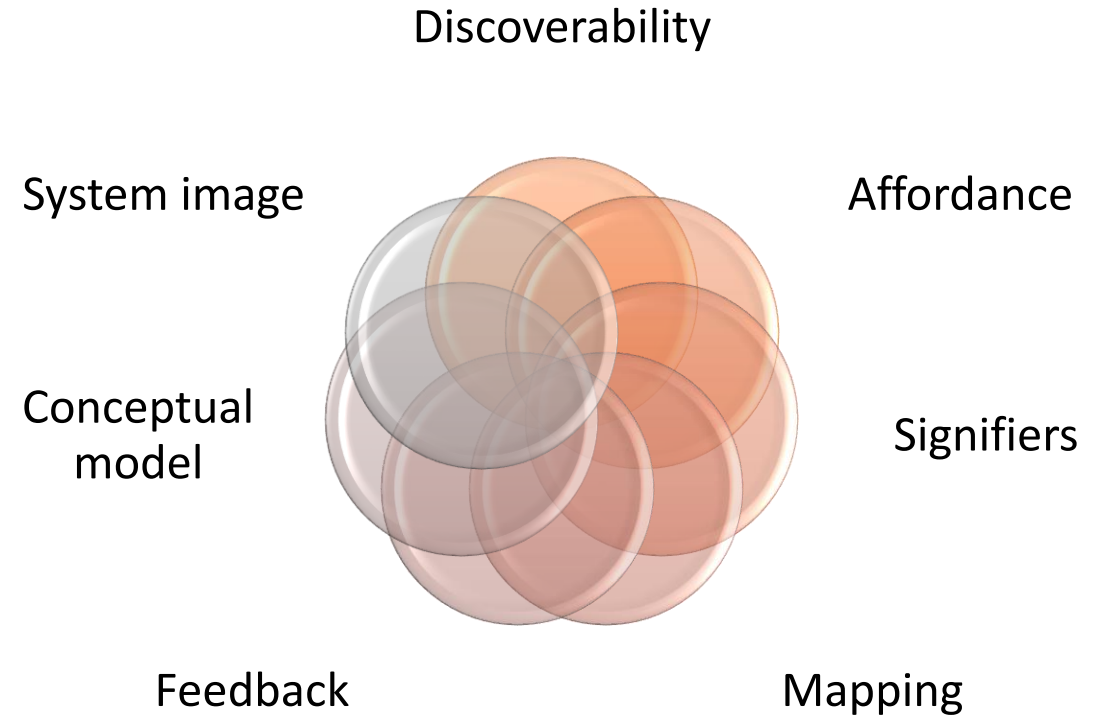
Please try again in 30 seconds.



Feedback Examples

Conceptual Model

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

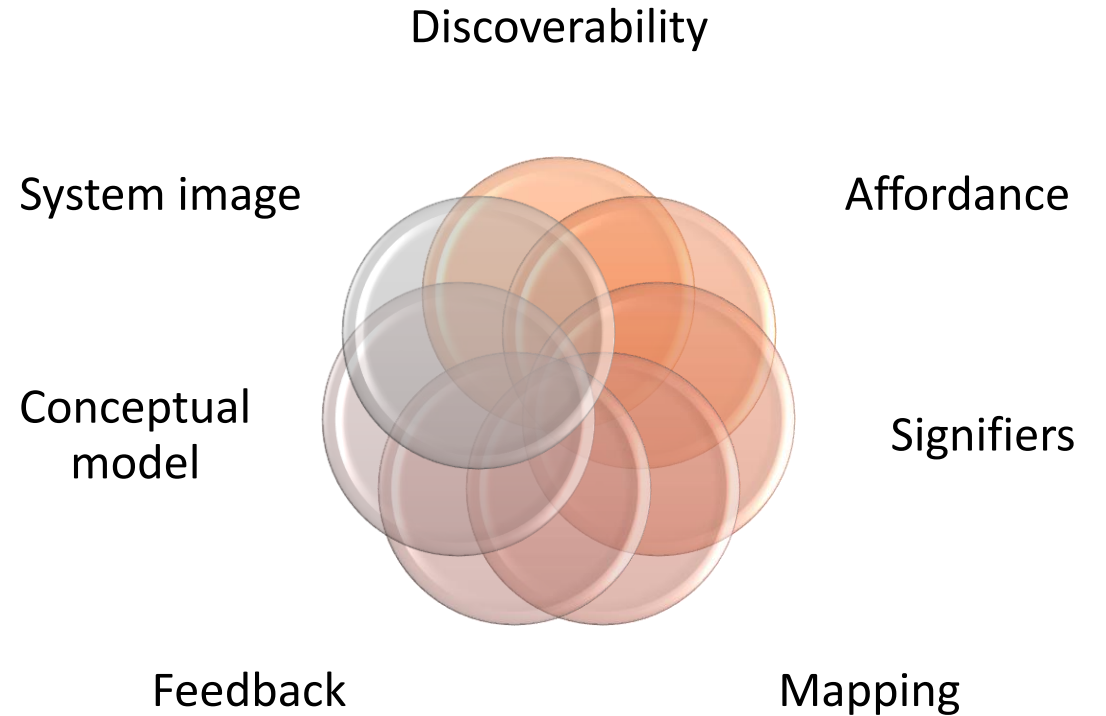




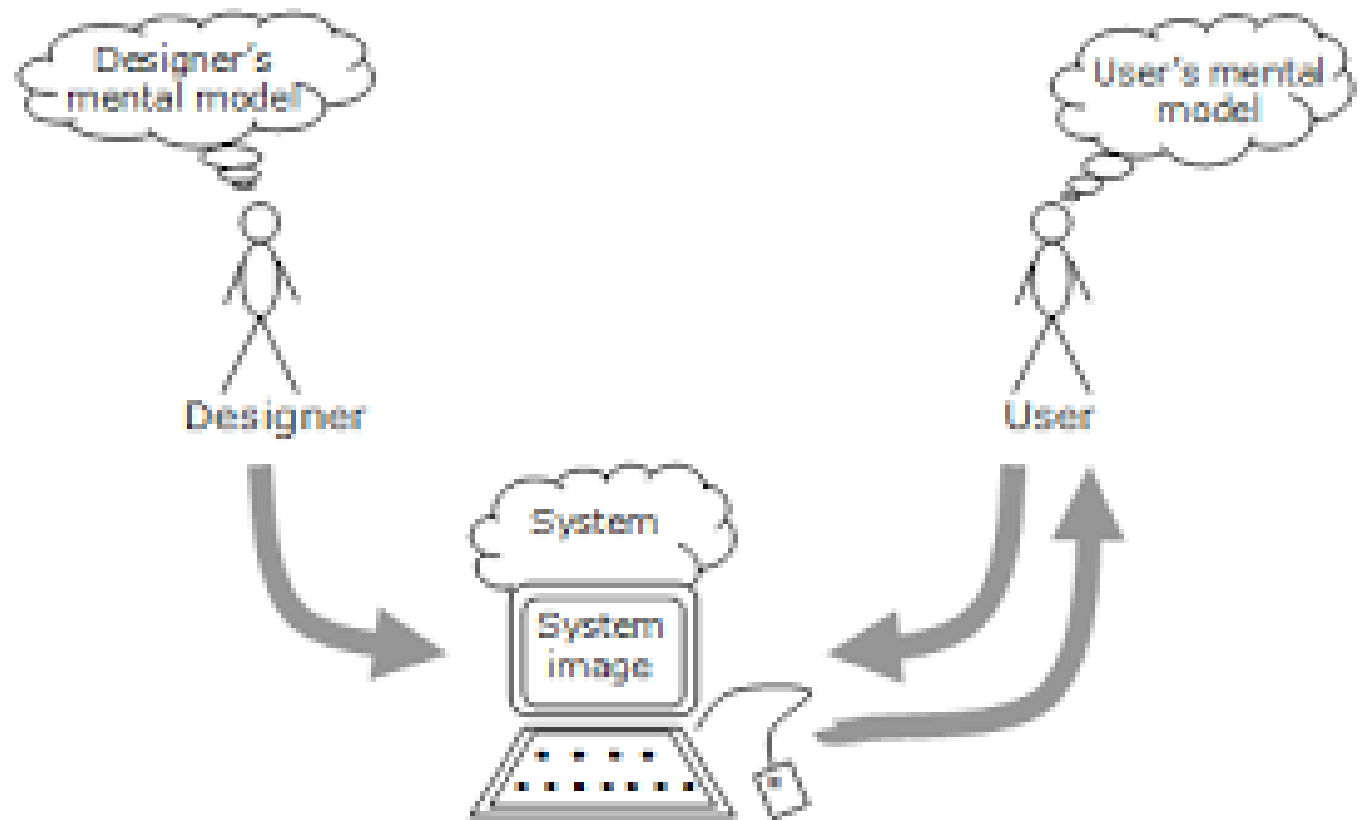
Conceptual Map Examples

System Image

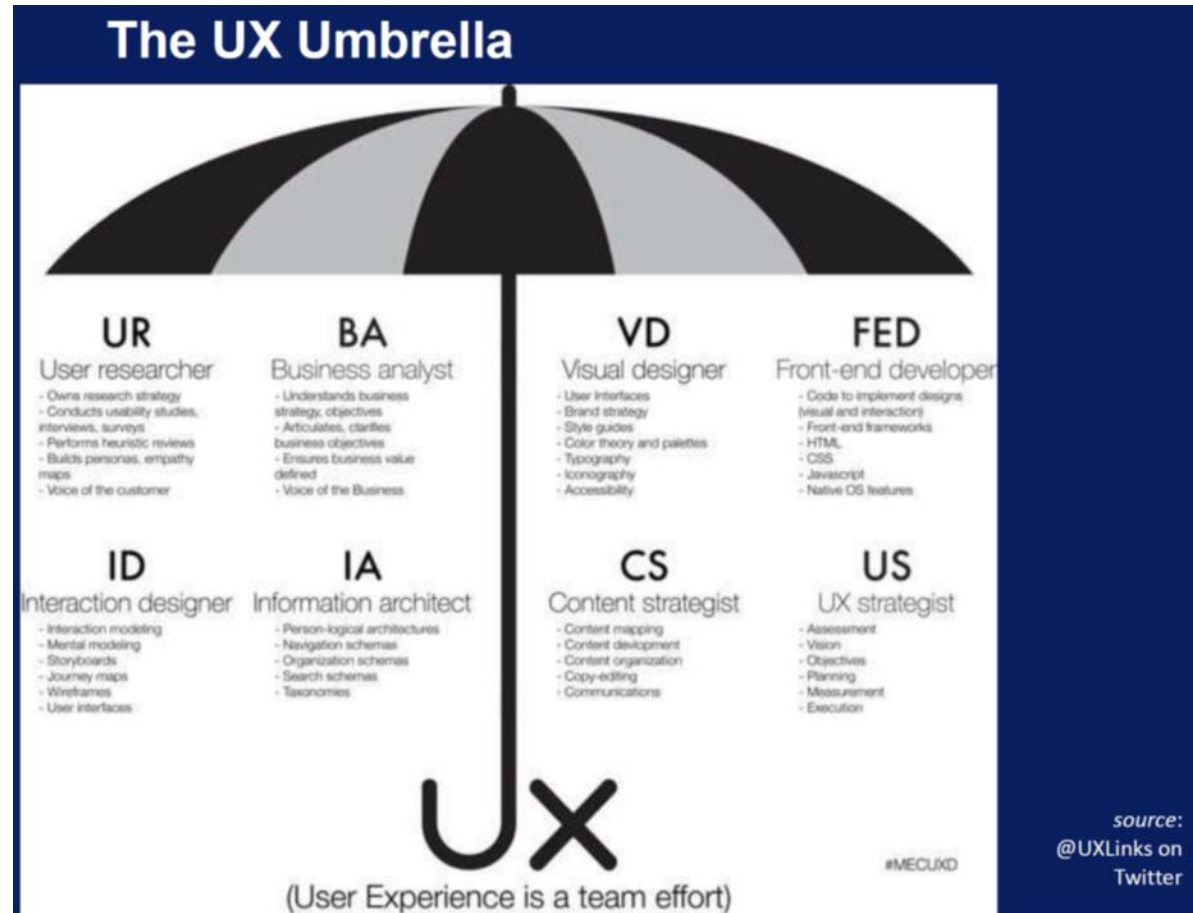
- Designer's Concept
- User's Concept
- Communication is the key



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!