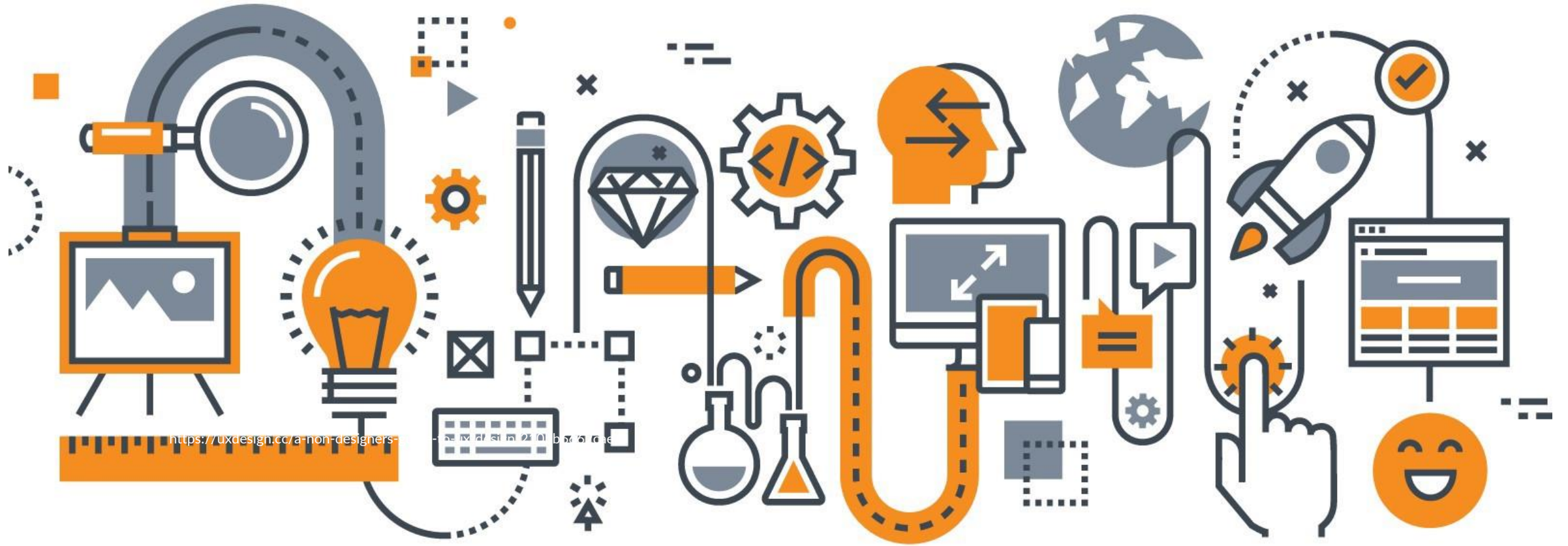


MIS 3506
User Experience Design
Amy Lavin
Associate Professor, MIS
Spring 2025



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, Managing with Data
- Certification: Google Analytics, Adobe
- EMBA, MBA Committees, Deputy Chair, MIS, Honors Faculty Fellow, Faculty Moderator – Women in Business, Newman Center
- Case Writing: L’Oreal, Jason Kelce, MedFirst India (data)

Relevant Info:



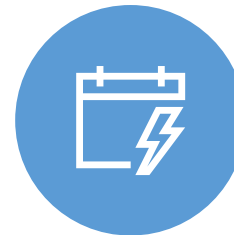
AMYL@TEMPLE.EDU



SPEAKMAN 210



215-204-3196

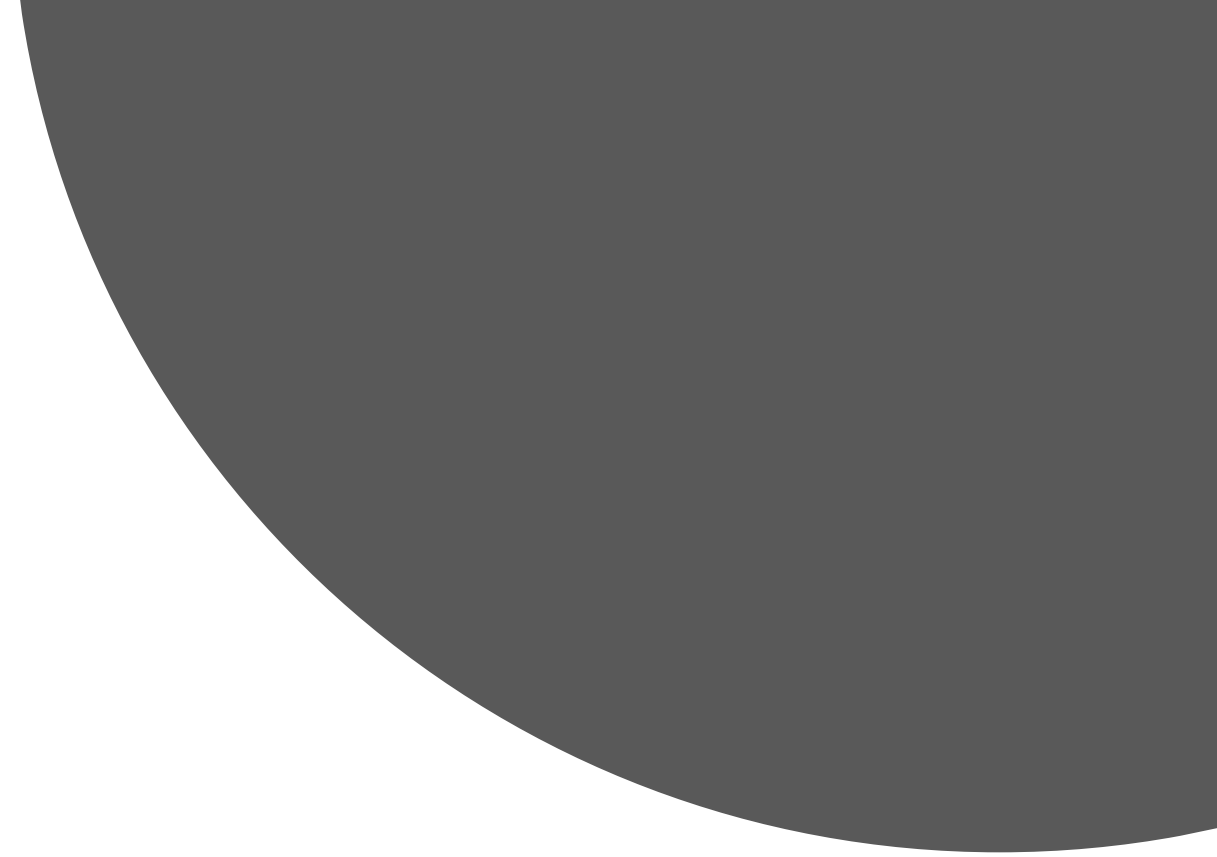
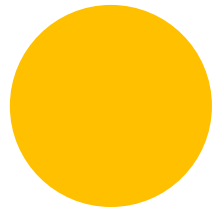
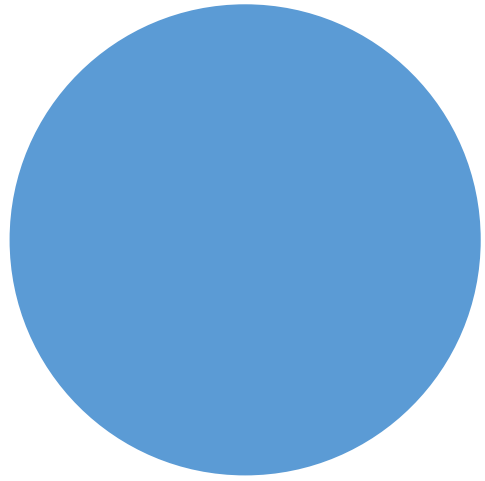


OFFICE HOURS



M/W: 11:00-12
OR BY APPT





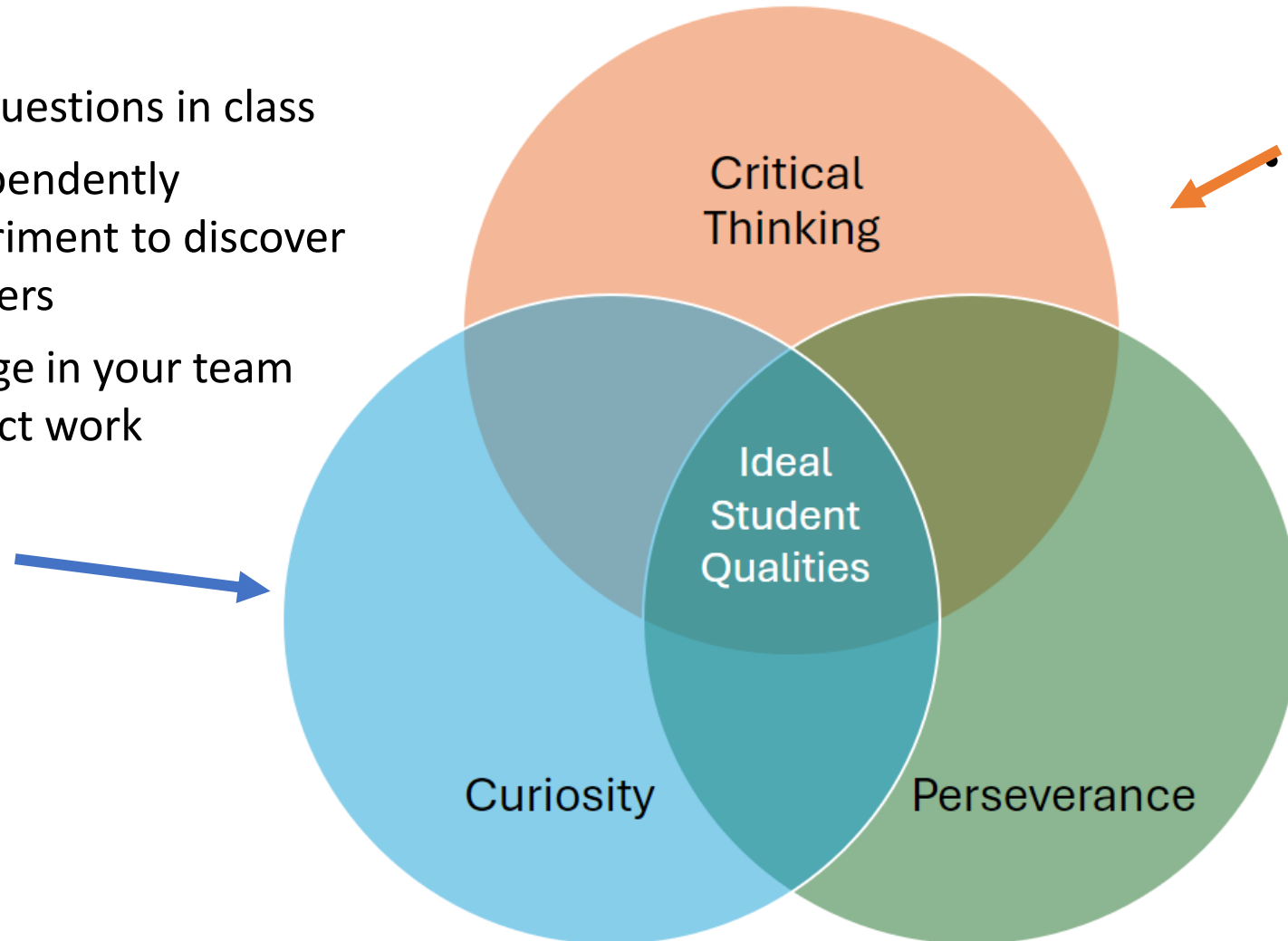
Introduction & Overview

1.

Let's Get Started

MIS Department Instructional Practices

- Ask questions in class
- Independently experiment to discover answers
- Engage in your team project work



- Break large tasks down into smaller tasks & plan (Adaptive learning)
- Relate the course concepts to your team project work

- Come to class prepared
- Take notes
- If you fail, get back up and try again – don't hesitate to seek for help!
- Participate

Managing Expectations



- You Are Responsible for your Learning
- We are smarter together
- Disruptions take away from class time – please do not be late!
- RESPECT – yourself, your financial investment, your fellow classmates
- Feedback – welcome and appreciated!



Academic Integrity

The following are unacceptable:

- Copying material directly from the Internet (or another source) without a proper citation crediting the author.
- Posting material to the Internet so that it can be used by other students who are violating this academic integrity policy (i.e. posting exam material or assignment material to Course Hero).
- Turning in an assignment from a previous semester as if it were your own and created during the current semester.
- Having someone else complete your assignment and submitting it as if it were your own.
- Fraudulently updating the attendance record.
- Use of assignments completed in one class as any part of a project assigned in another class.
- Sharing/copying any graded assignment.
- Use of any unauthorized information during an examination.



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

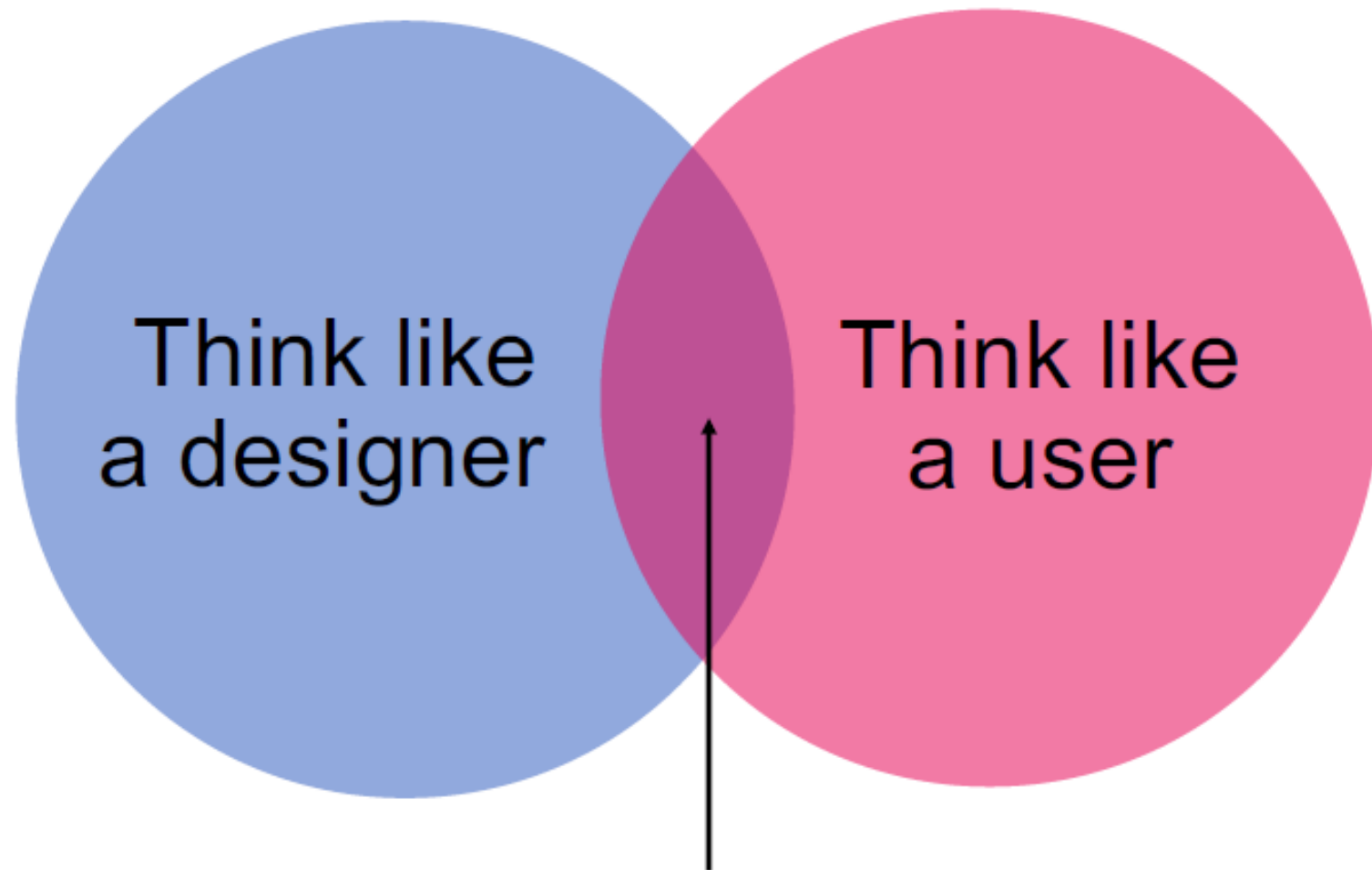
**Participate and
Engage in Class
and In Teams**

**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

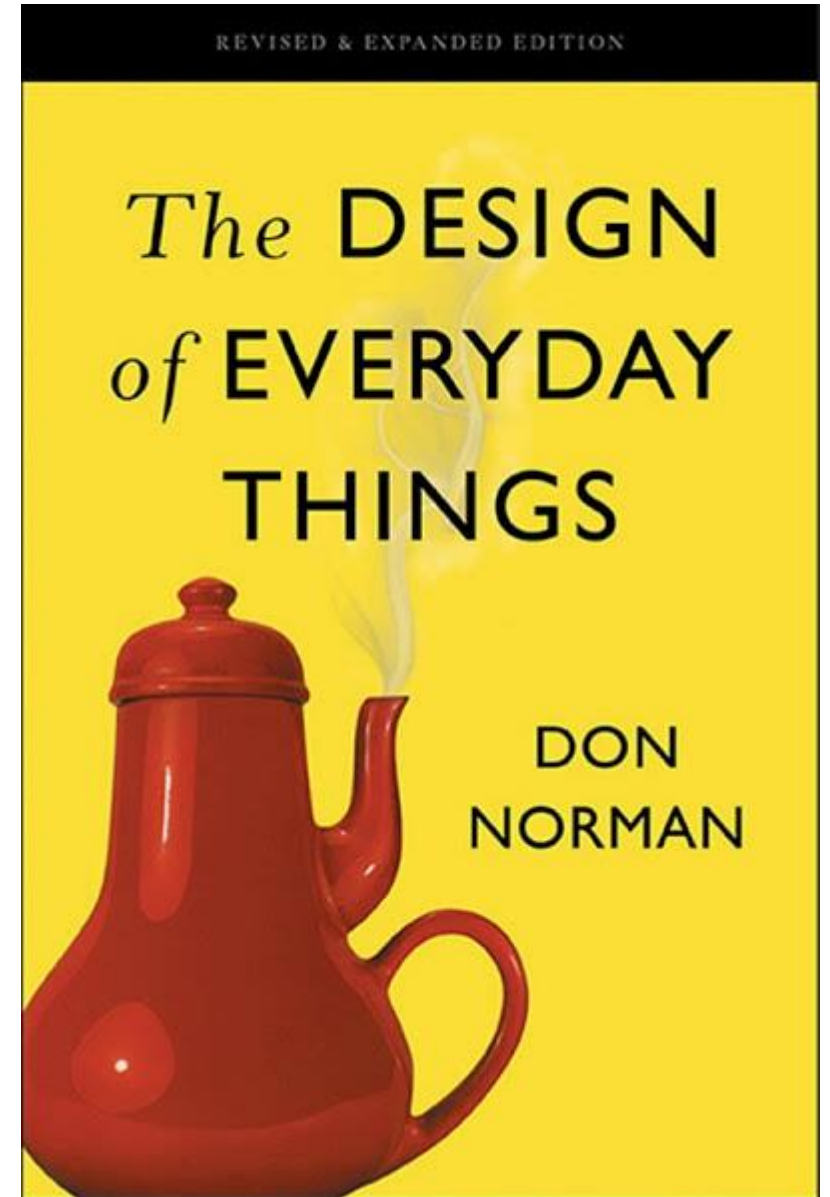
Primary Course Objectives

- 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/mis3506sec002spring2025>

& Canvas for deliverables

The Term “UX”



Hello

my name is

- Name
- Hometown
- Why you picked MIS as a Major
- Favorite Tech

What is
Your User
Experience?



GOOD

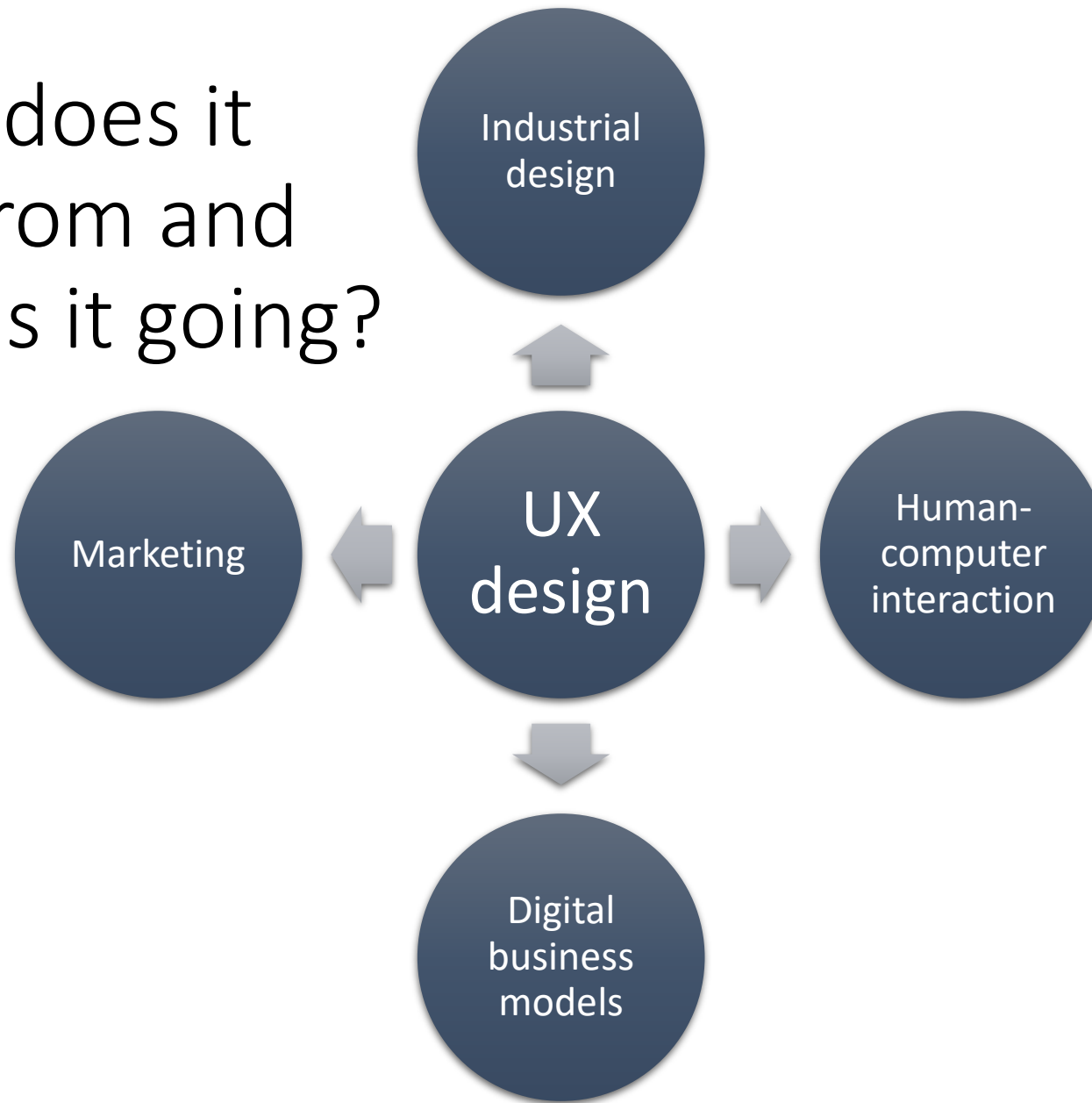


BAD



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



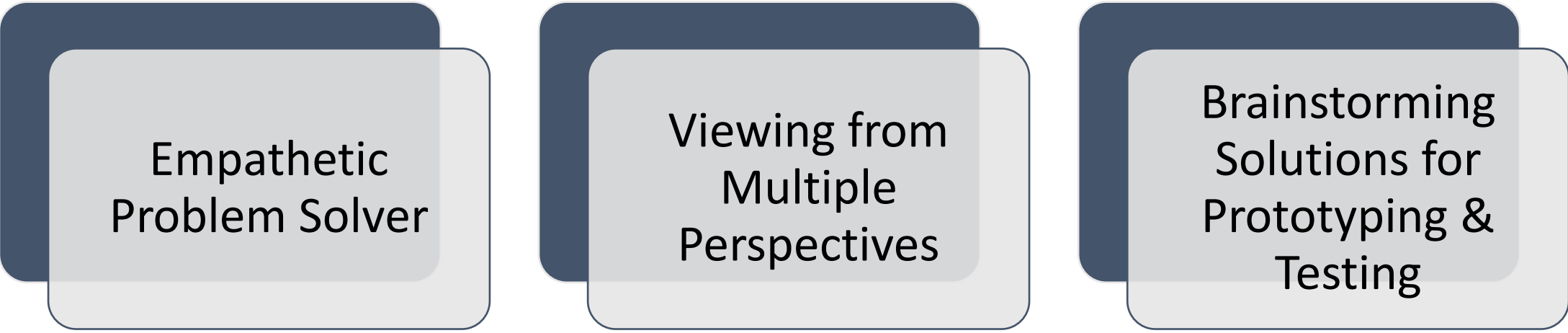
Deliver products the align with Business Goals



Balance multiple stakeholders & understand all needs



Design Thinking Process (Product Manager)



The diagram illustrates the Design Thinking Process for Product Managers, consisting of three sequential steps. Each step is represented by a light gray rounded rectangle with a dark blue shadow behind it. The steps are arranged horizontally from left to right. The first step is 'Empathetic Problem Solver', the second is 'Viewing from Multiple Perspectives', and the third is 'Brainstorming Solutions for Prototyping & Testing'. A solid yellow horizontal line is located at the bottom of the slide.

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.



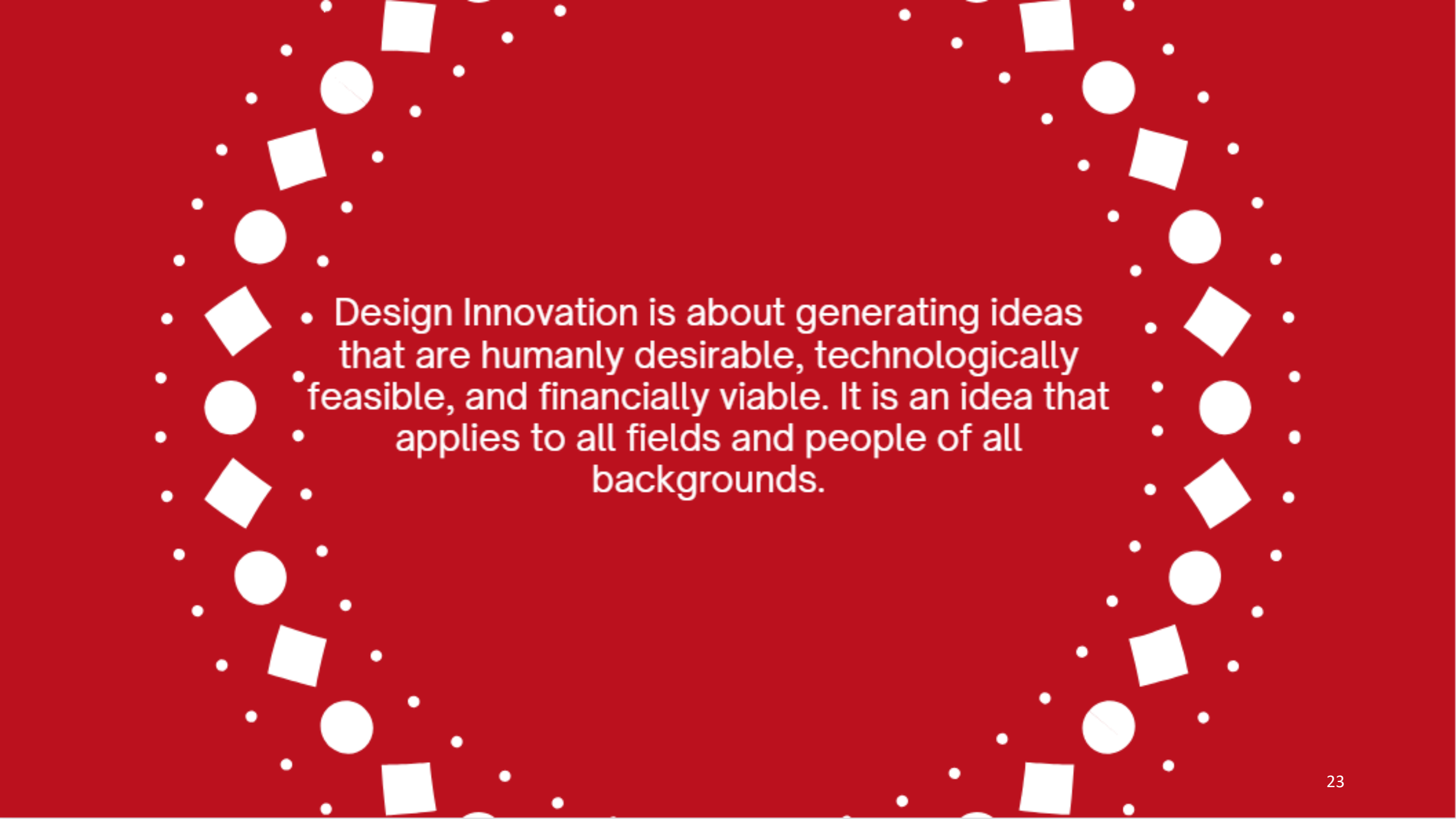
...**subjective** in nature to the degree that it is about individual perception and thought with respect to the system.



... **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?



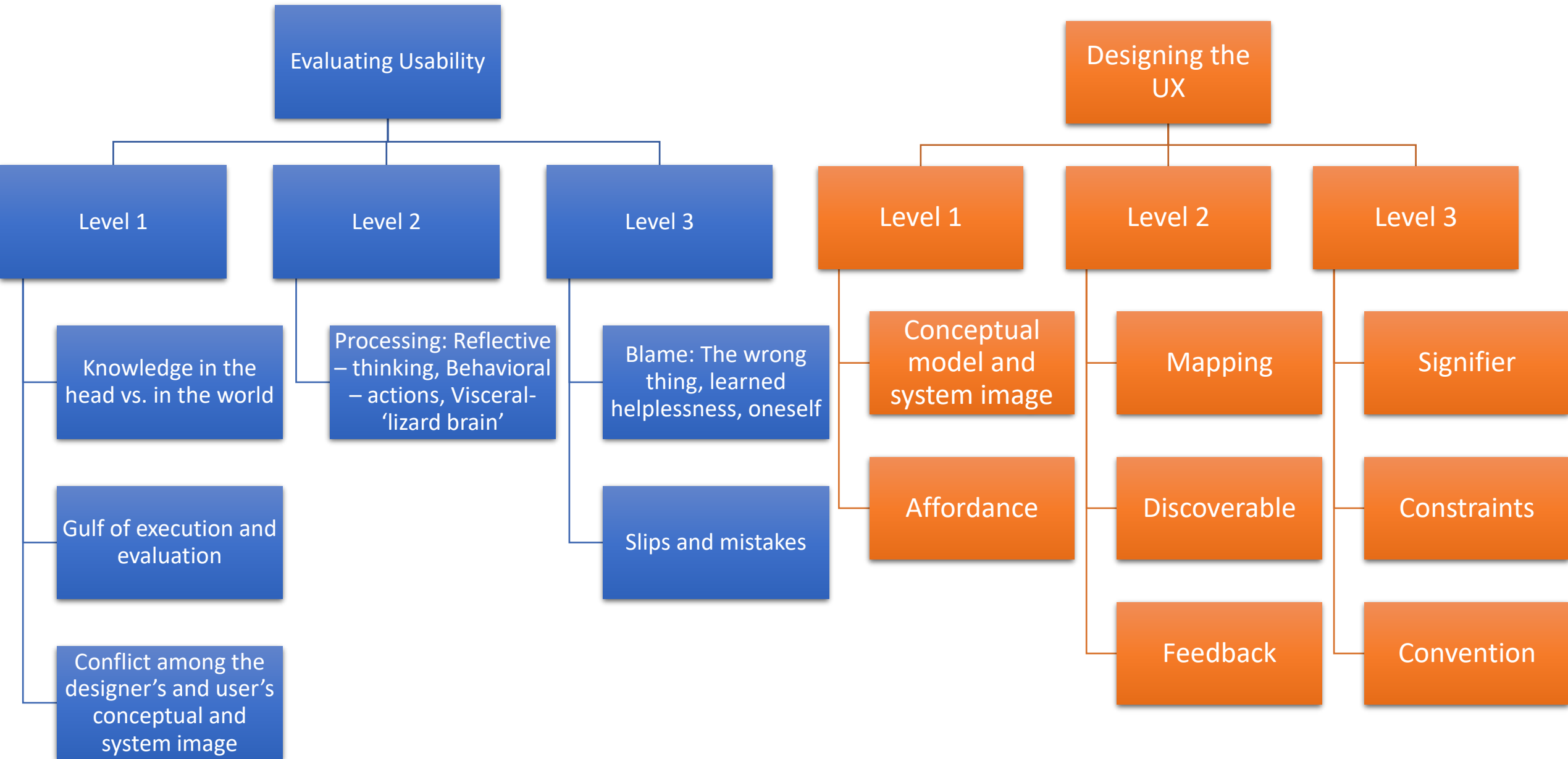
Learning the UX concept



Evaluating Usability



Designing the UX



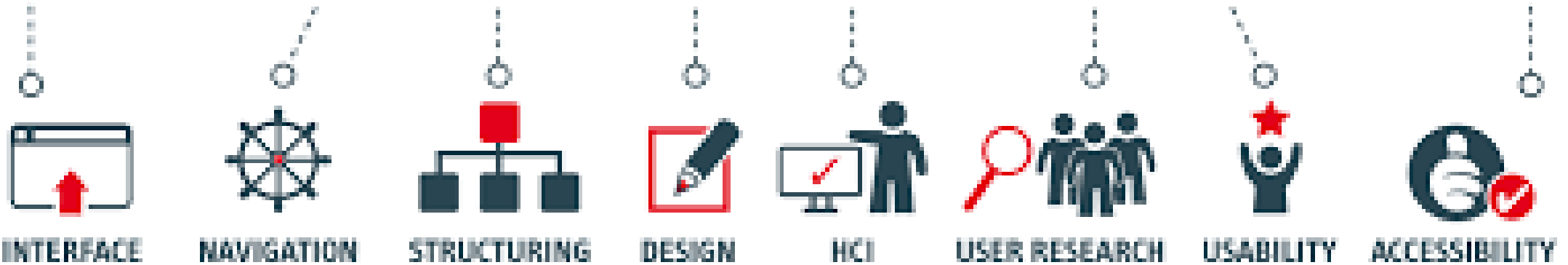


Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.

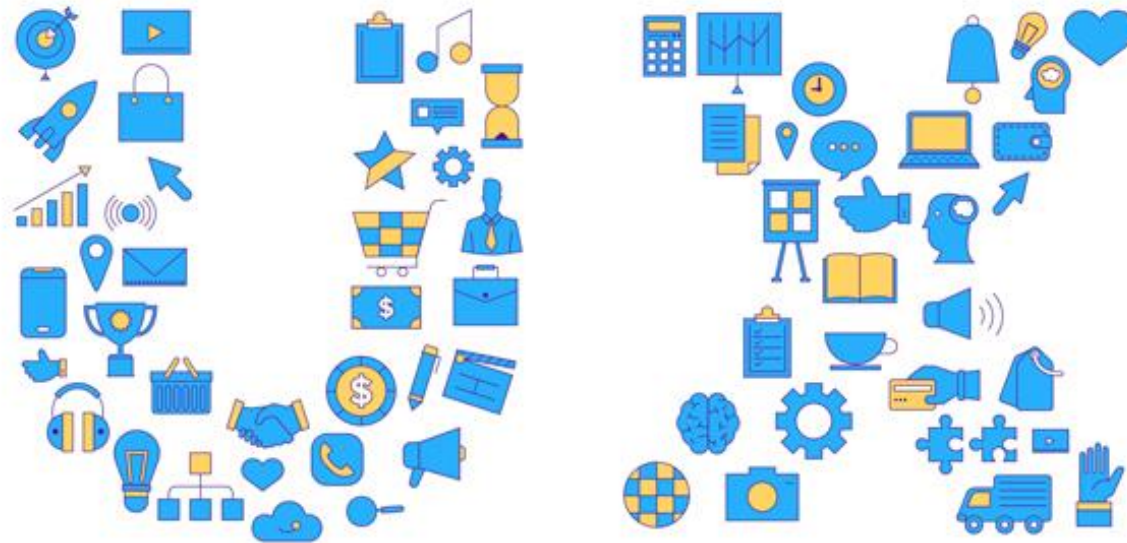
— Donald A. Norman —

AZ QUOTES

UX DESIGN



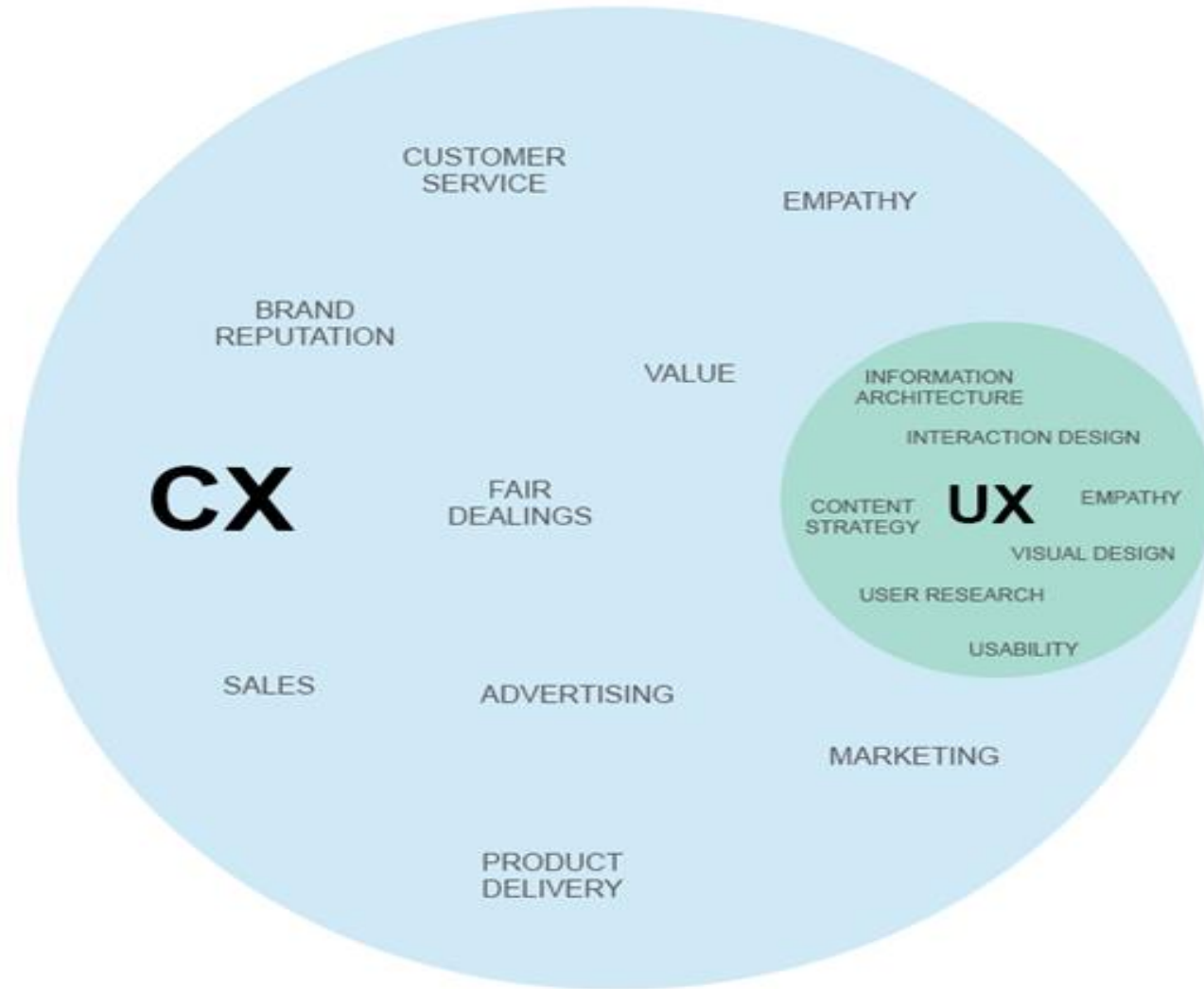
USER EXPERIENCE



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?



2024 Statistics



5.3+ Billion Internet Users
(66% of world's population)



Averaging 7 Hours on the
Internet Per Day

1998: 10,000 daily Google Searches
2024: 8.5 Billion daily Google Searches

How many times have you googled
today?



1.98 Billion Websites



55% 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?

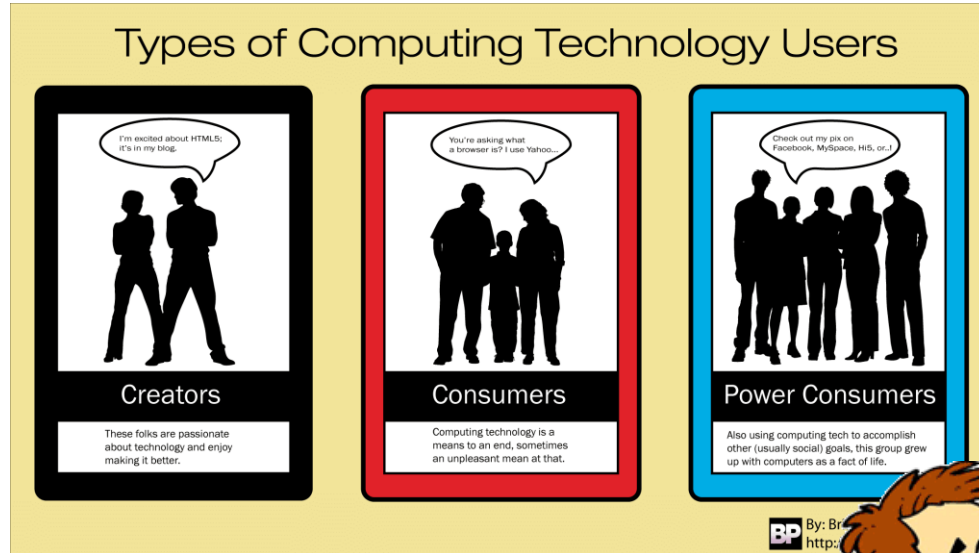


Systems



Processes

What does UX require?



The world according to Norman



Discoverability



Affordance



Signifiers



Mapping



Feedback



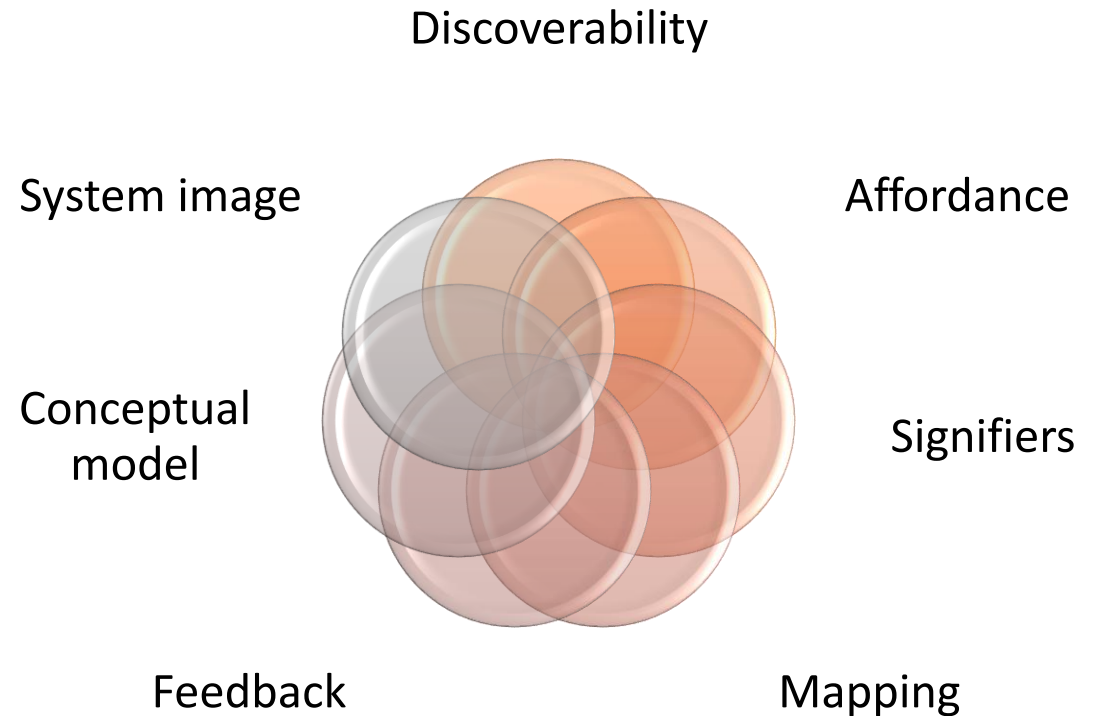
Conceptual
model



System image

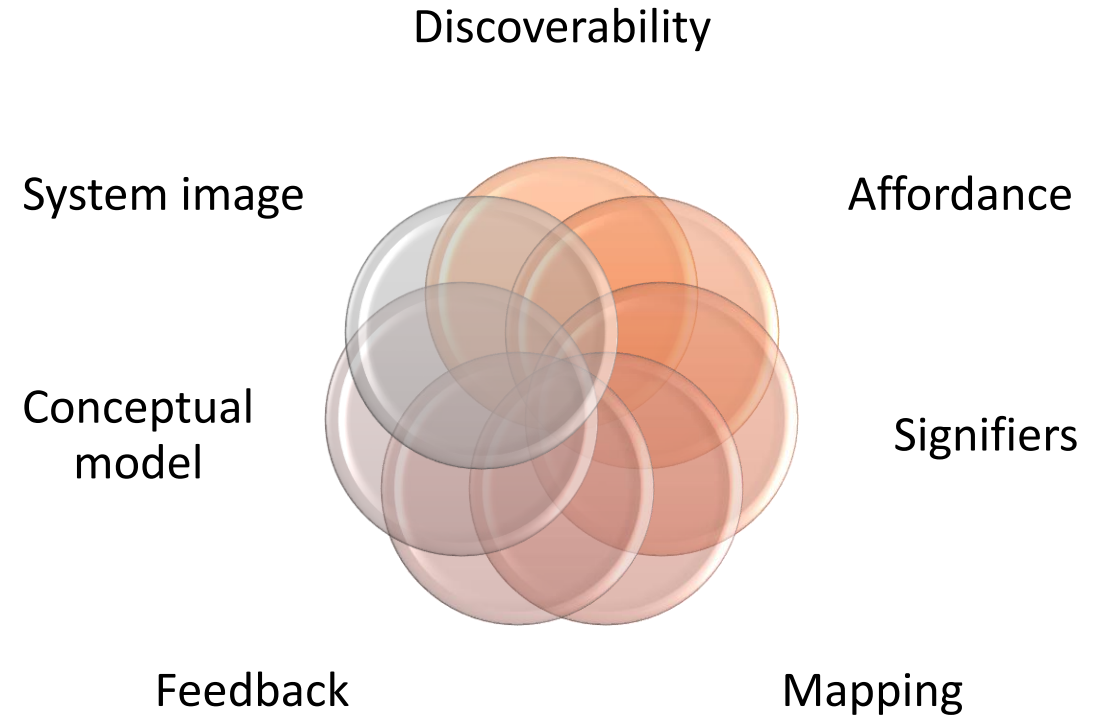
An Overall Understanding of the UX...

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



Discoverability

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

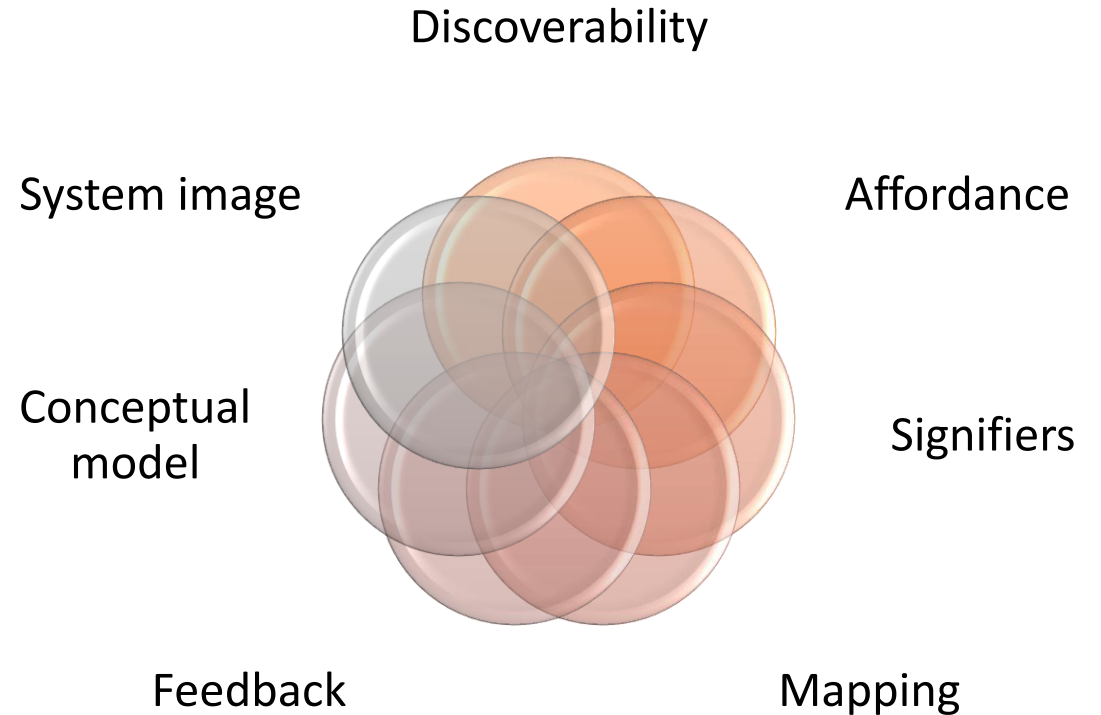


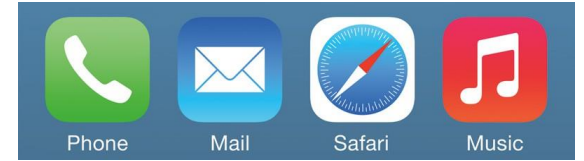
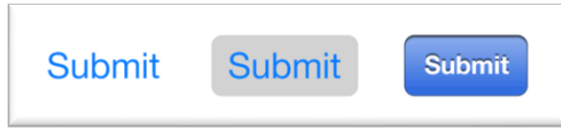
Affordances

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

Definition: An affordance refers to the possible actions a user can take with an object based on its properties.

A button affords pressing
A chair affords sitting

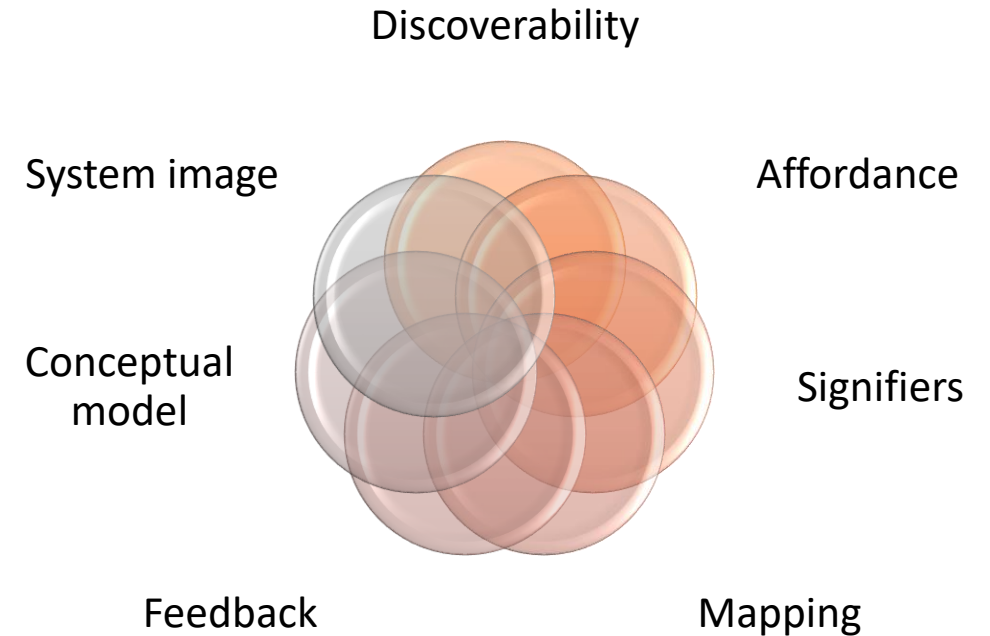




Affordance Examples

Signifiers

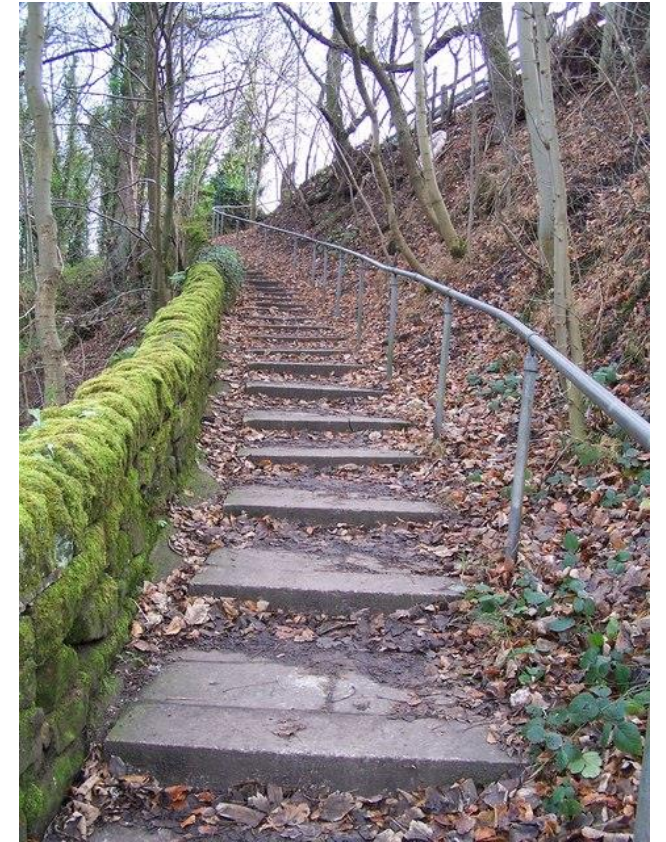
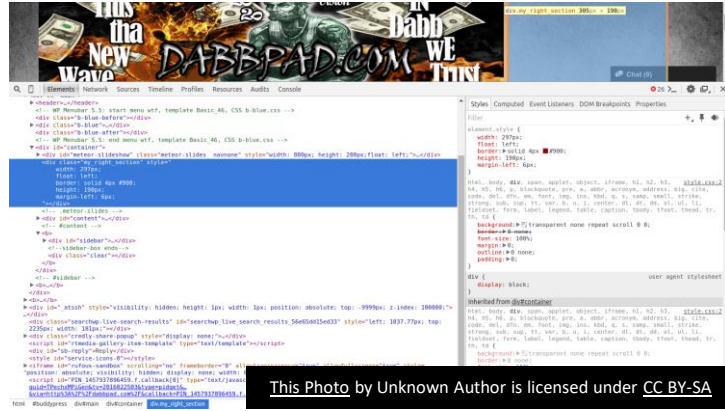
- Anything that may signal meaningful information
- What people need
- Any remark or sound, a perceivable indicator that communicates appropriate behavior
- Communication device



Definition: A visual or auditory indicator that communicates to the user what action is possible.

A label on a button that says "Click Here"

A buzz on your phone when you get a new message



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"*

Applying the Concept of Affordances & Signifiers

- **Physical Object Analysis:**

- Select everyday objects and identify both affordances and signifiers.
- Discuss how the design would change if the affordances were not apparent or if signifiers were absent.

- **Digital Interface Analysis:**

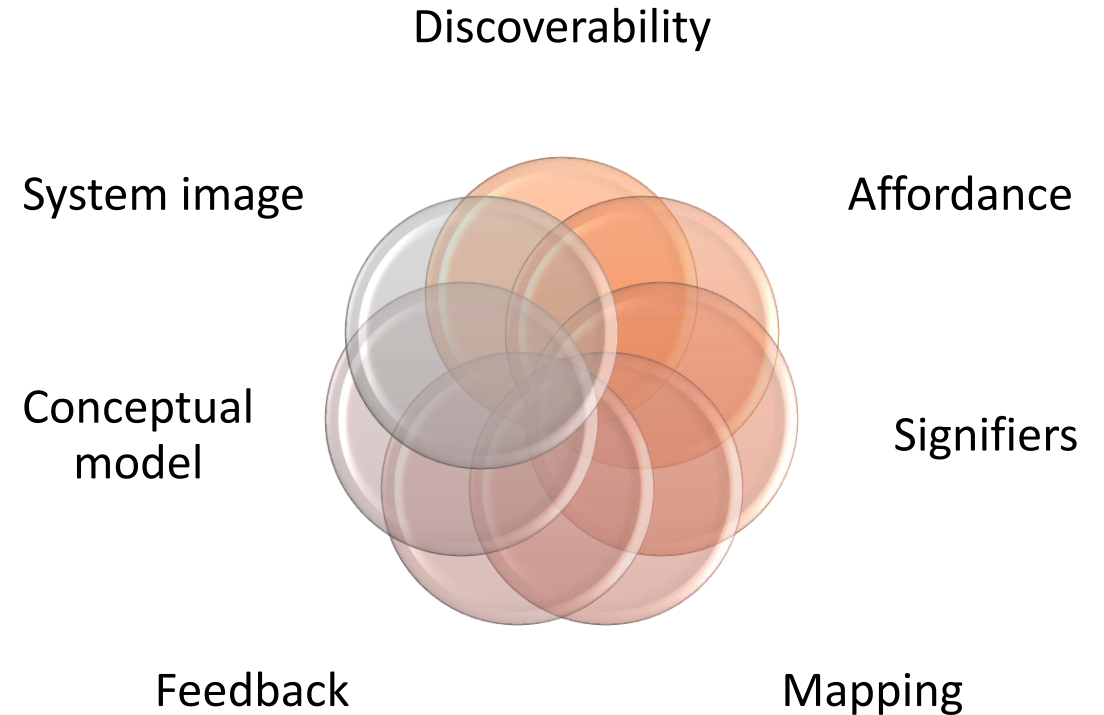
- Analyze interfaces of popular apps and websites to identify affordances and signifiers.
- Ask students to consider how signifiers help clarify or enhance the affordances.

- **Redesign Task:**

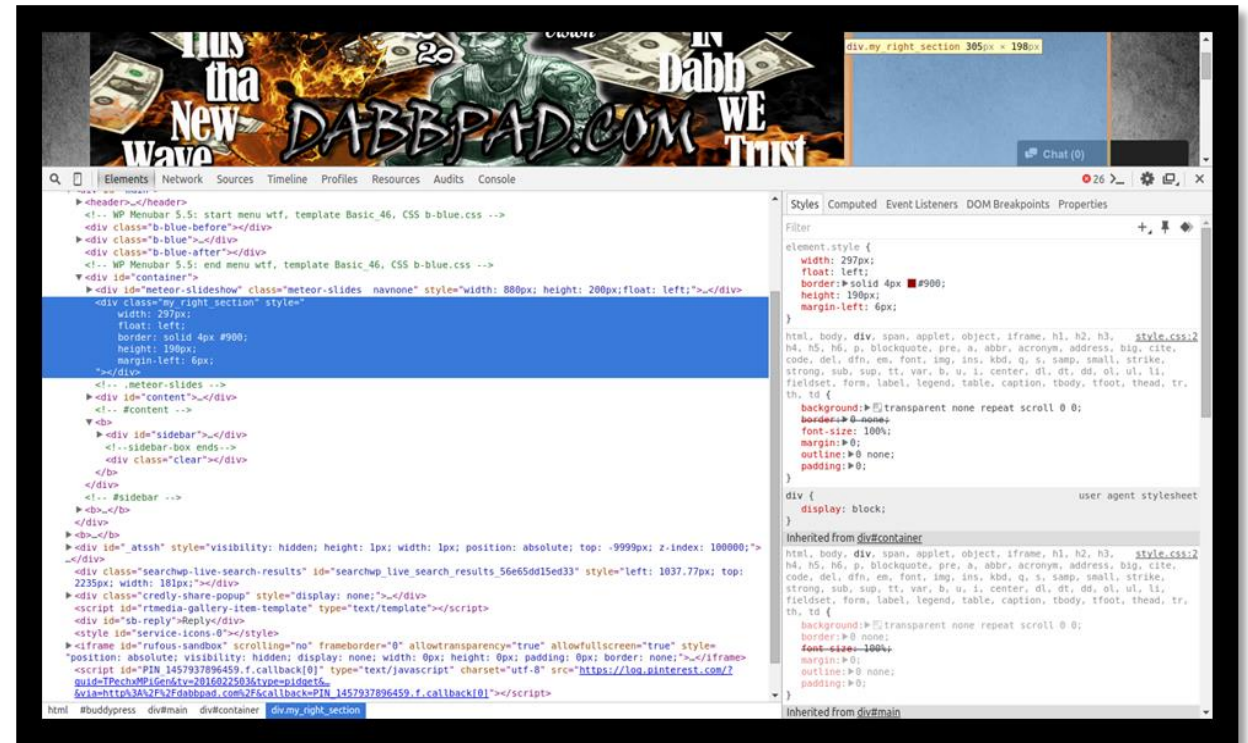
- Design a simple interface, like a remote control or a mobile app screen.
- Focus on making the affordances clear through effective signifiers.

Mapping

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

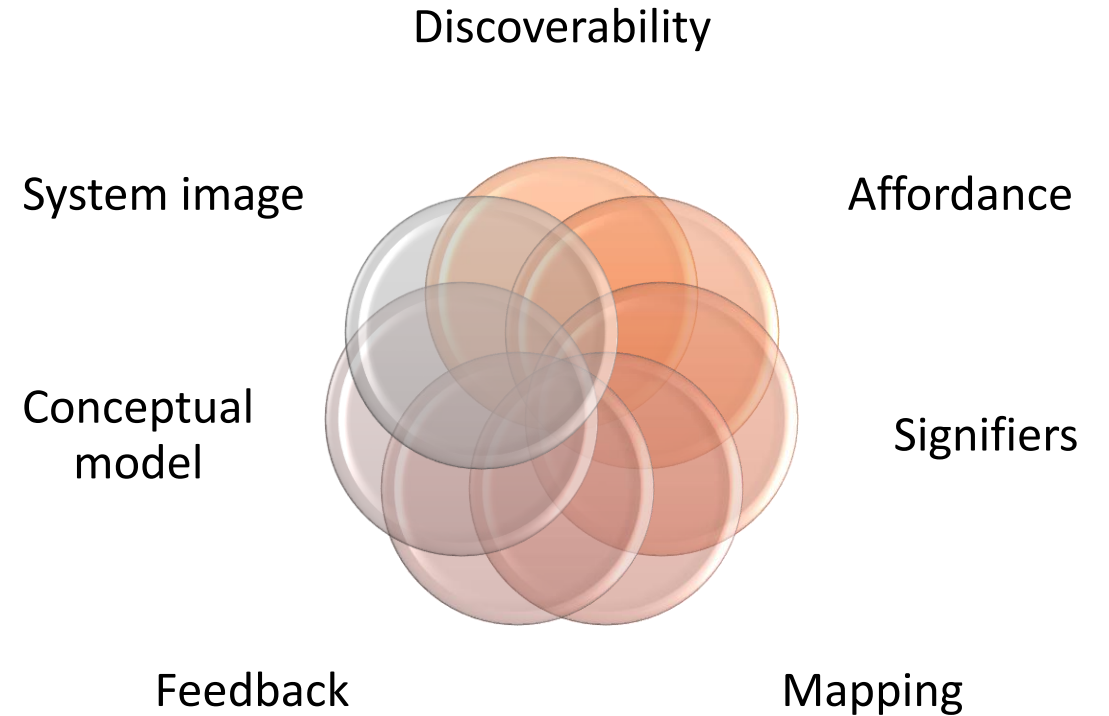


Mapping Examples



Feedback

- Communicating the results of an action
- Immediate
- Informative

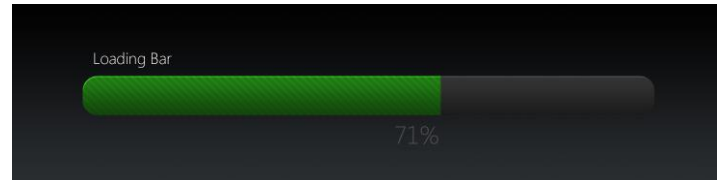




Server Error

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

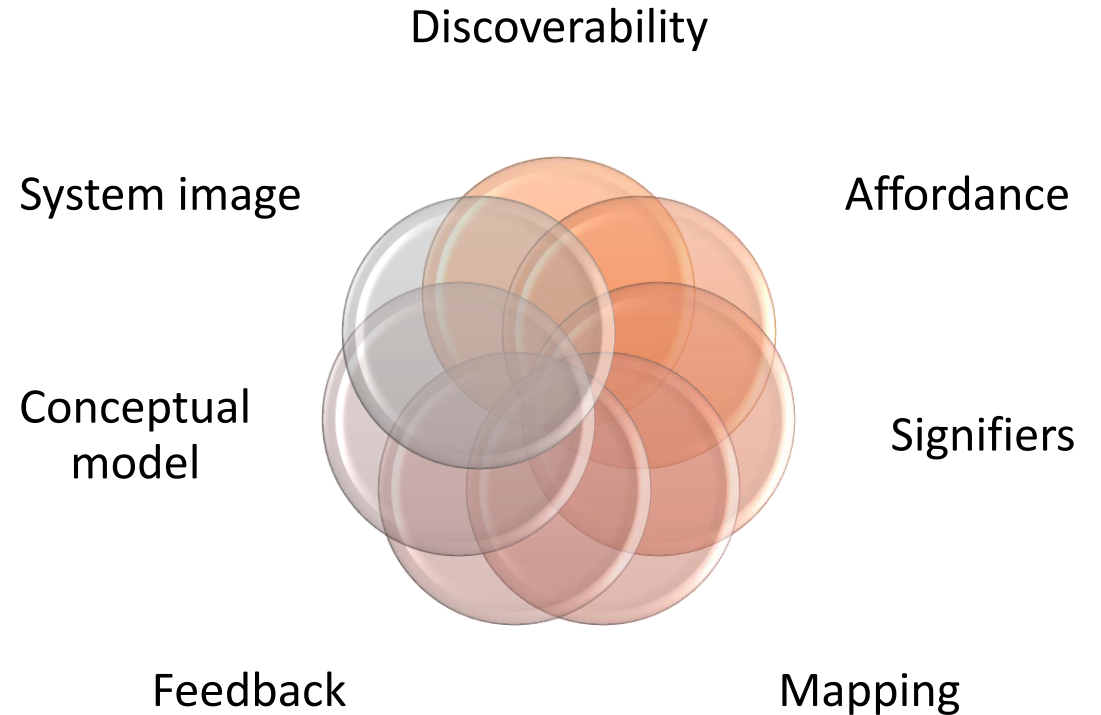
Please try again in 30 seconds.



Feedback Examples

Conceptual Model

- An explanation, simplified of how something works
- Framed by the affordances, signifiers, constraints and mappings
- Mental Model – conceptual models in someone's mind as to how something works
- Helpful in predicting behavior

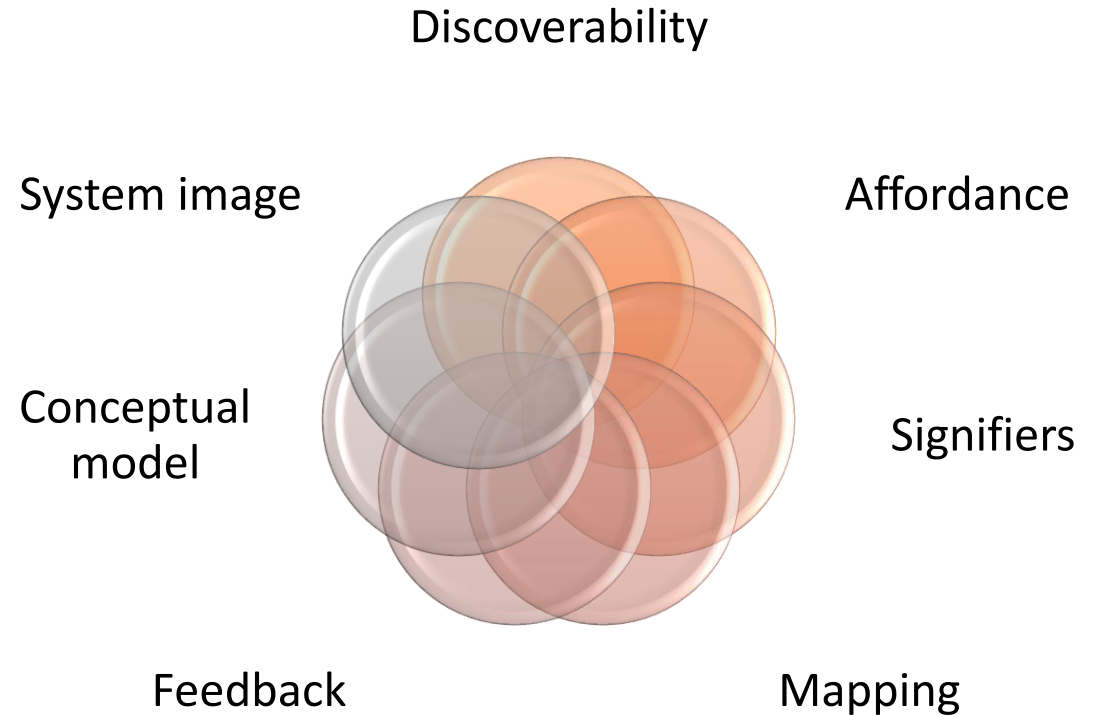




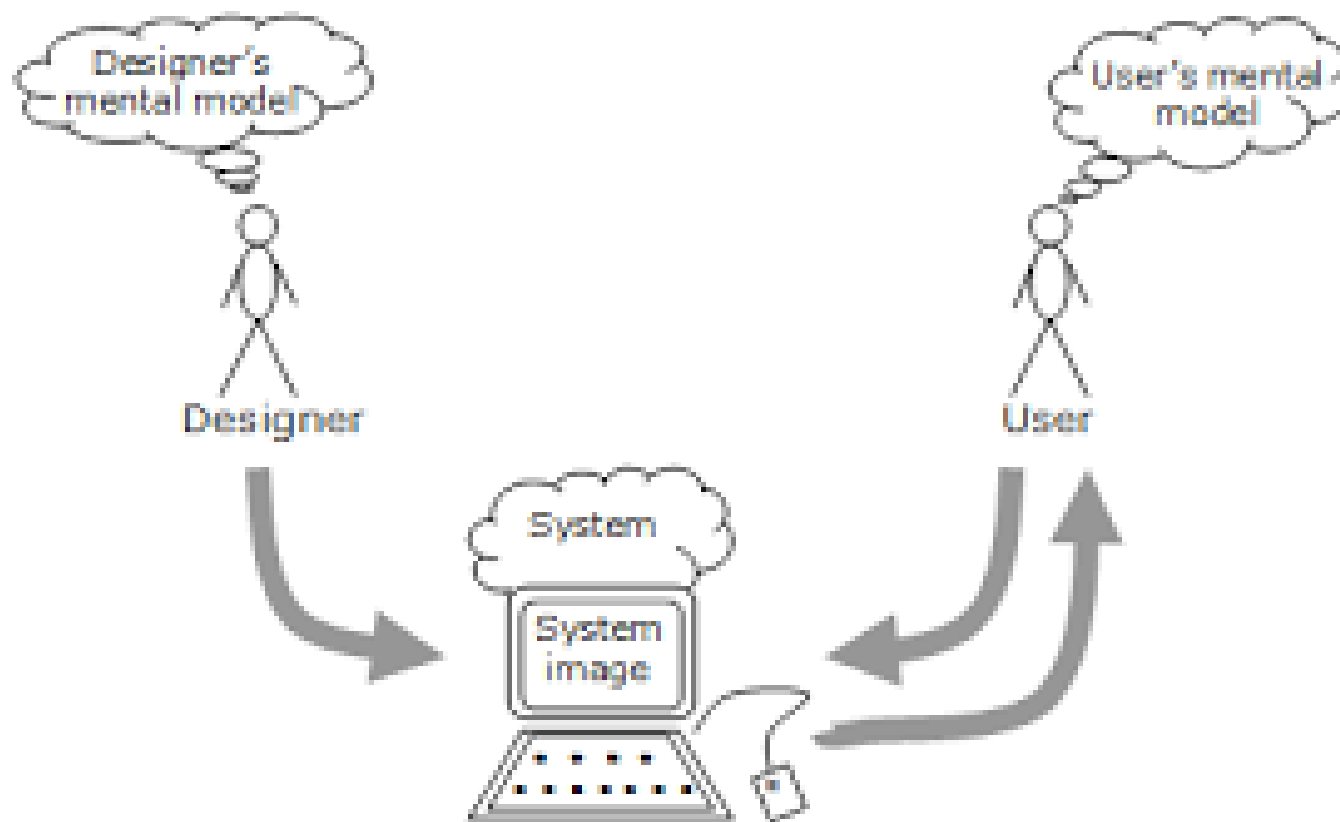
Conceptual Model Examples

System Image

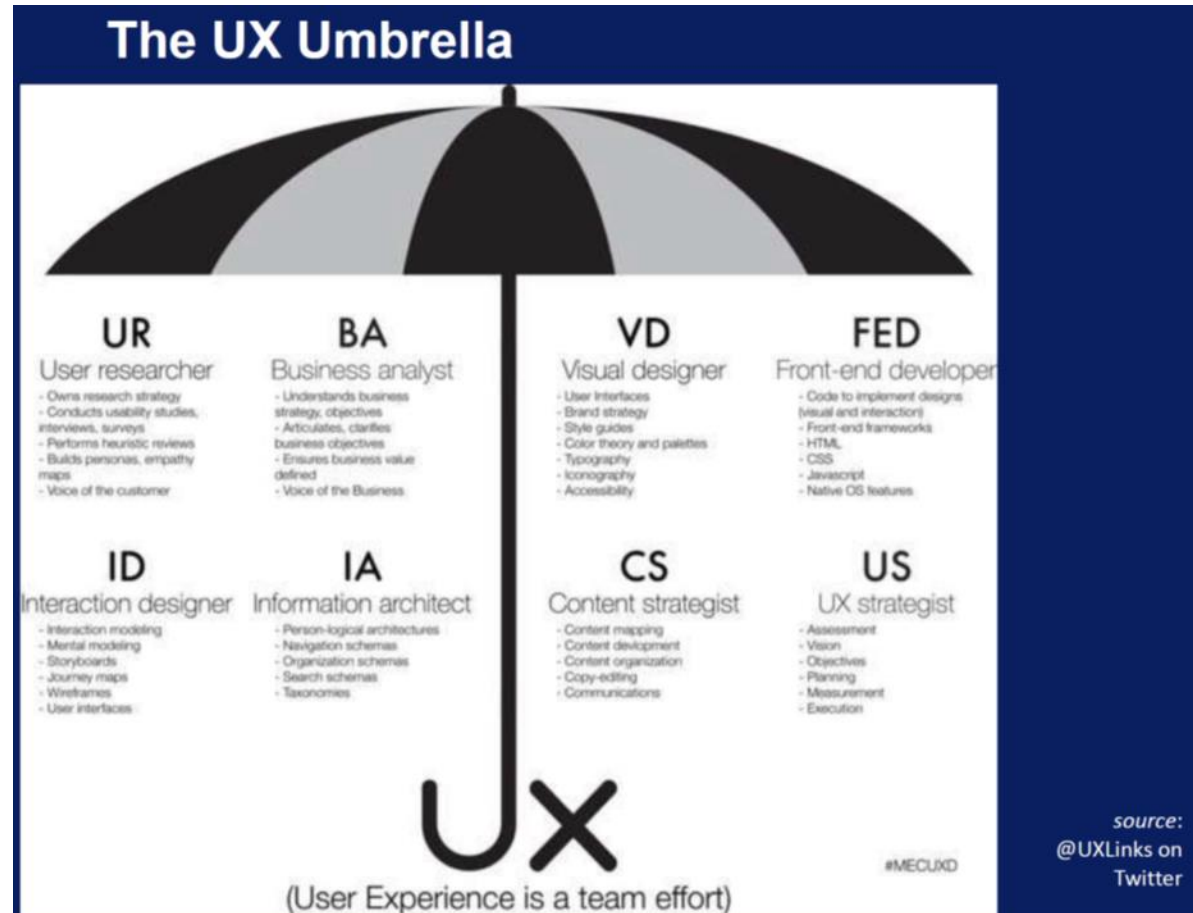
- Designer's Concept
- User's Concept
- Communication is the key



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!