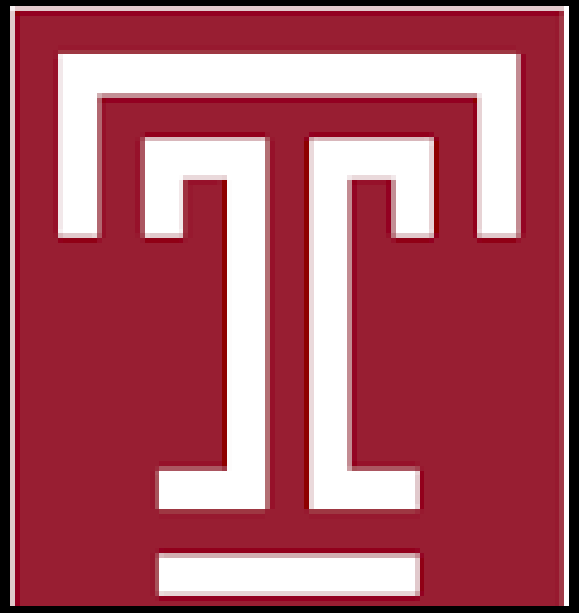
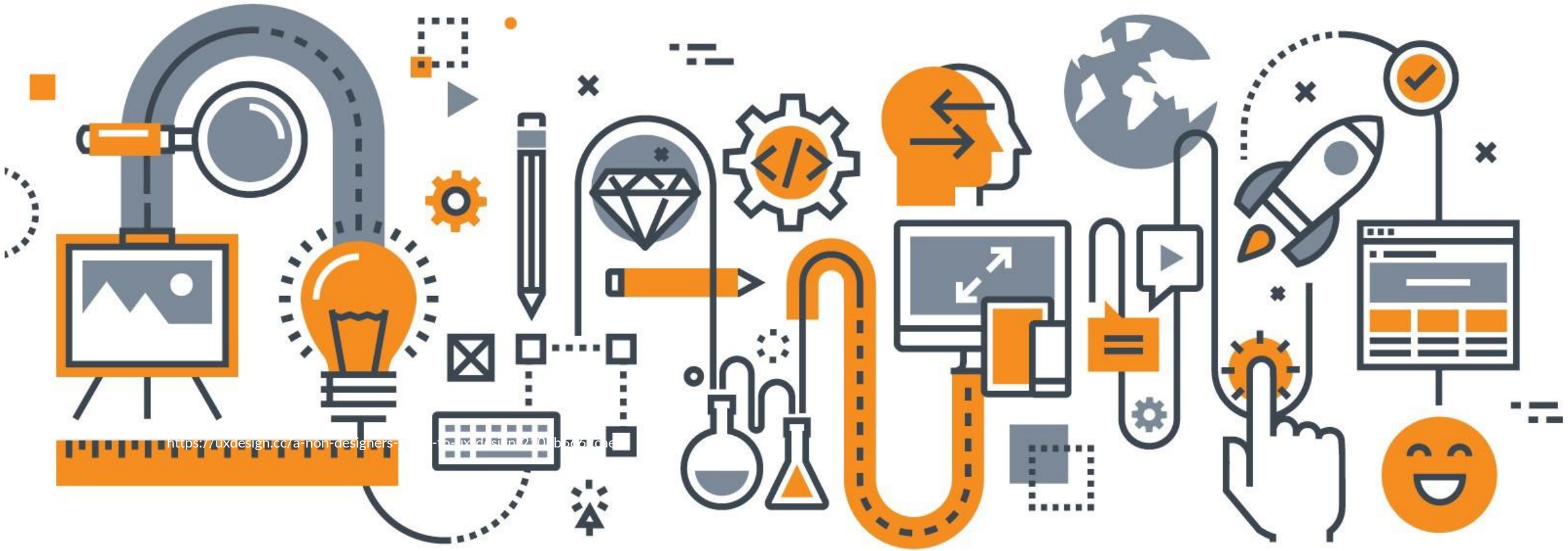


MIS 3506
User Experience Design

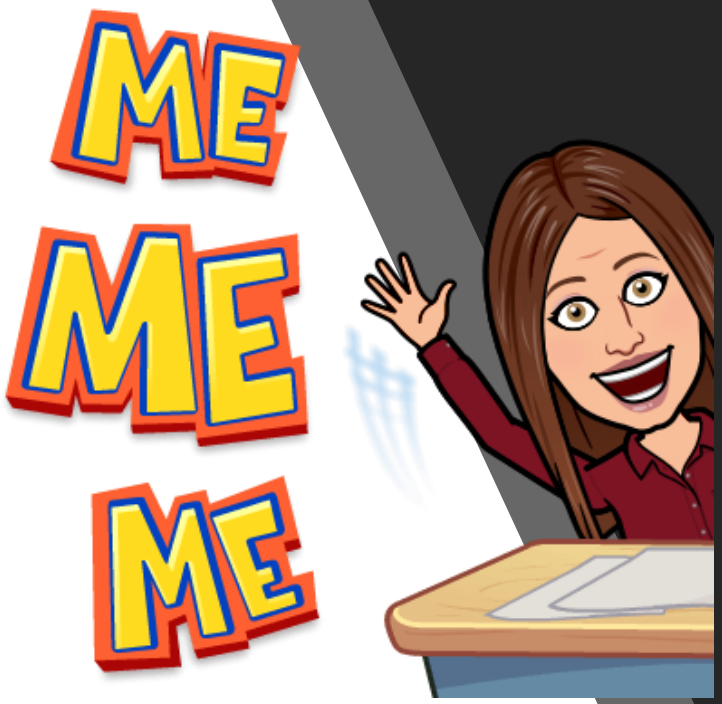
Amy Lavin. Ed.D, MBA
Associate Professor, MIS

Spring 2026



Welcome Back

MIS 3506 Course Introduction

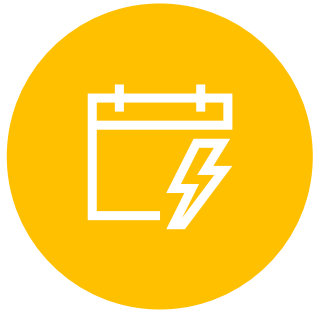


- Education: Temple: BBA, MBA, Ed.D
- Background: Marketing with a slide into Information Systems
- Consulting Work: PowerCAMPUS, Salesforce, Concur, Banner
- Academics: Director, MS-Digital Innovation in Marketing, Intro to MIS, UX, Data Analytics, Data Science, Business Intelligence, Digital Innovation Capstone, Managing with Data, AI, Analytics & Automation
- Certification: Google Analytics, Adobe, Tableau Ambassador
- 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), Doja Cat

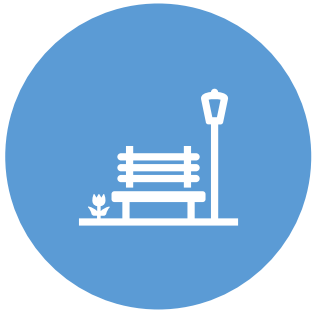
Relevant Info:

AMYL@TEMPLE.EDU

SPEAKMAN 210



OFFICE HOURS

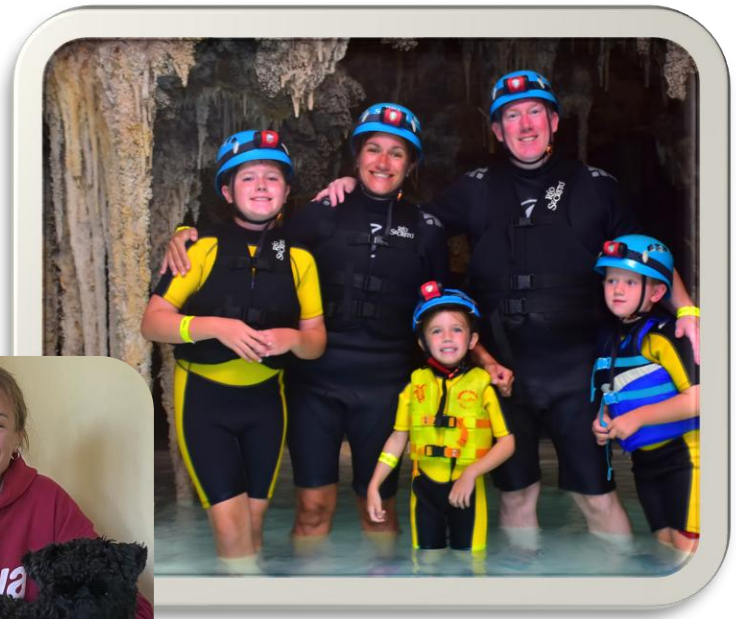


M/W: 11-12, F 11-11:30

OR BY APPT


PINTA
NA
El Faro


91




Wawa

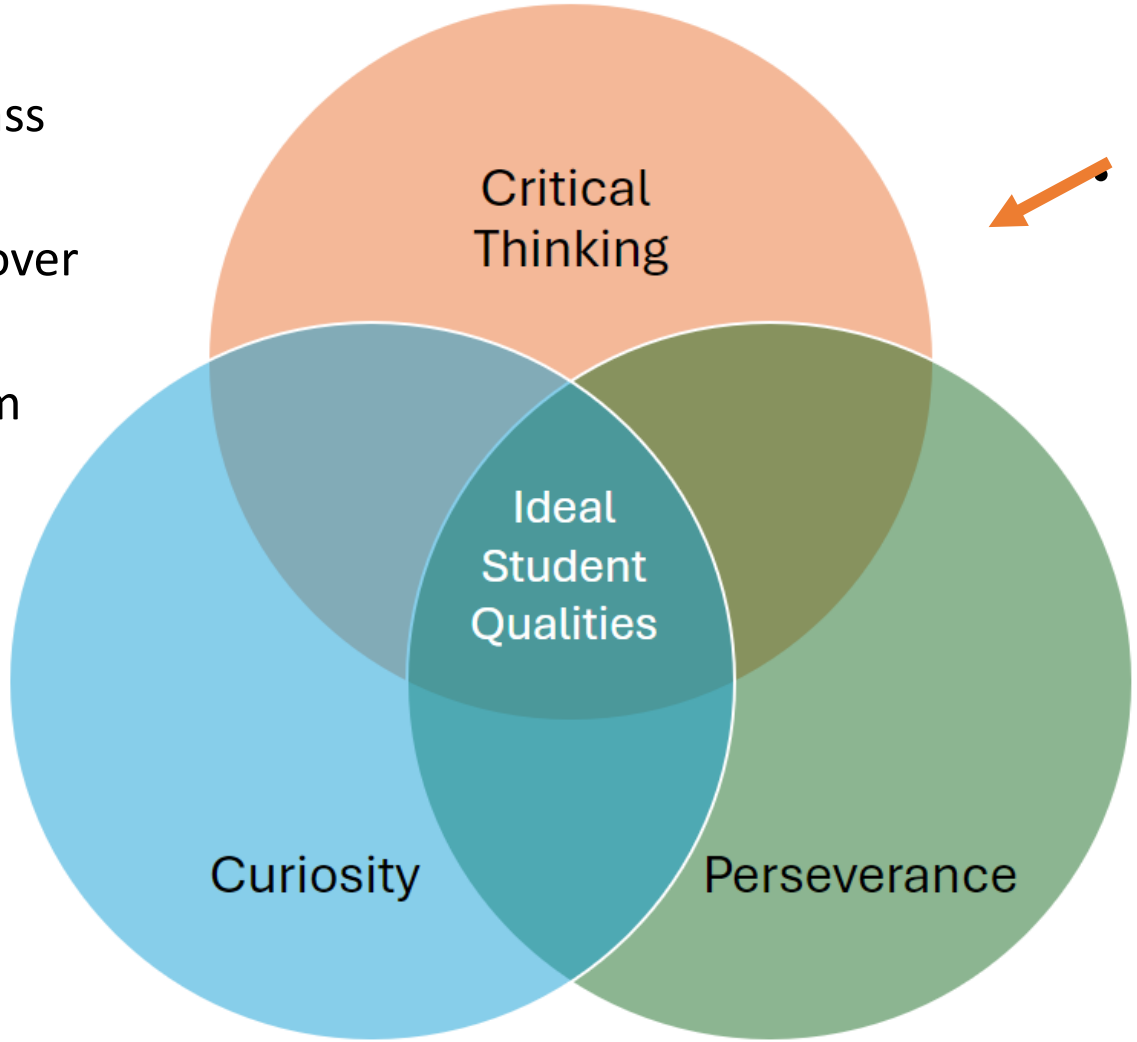

KWIK-E-MART

1. Introduction & Overview

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!

https://community.mis.temple.edu/mis3506sec002spring2026/

Academic Integrity

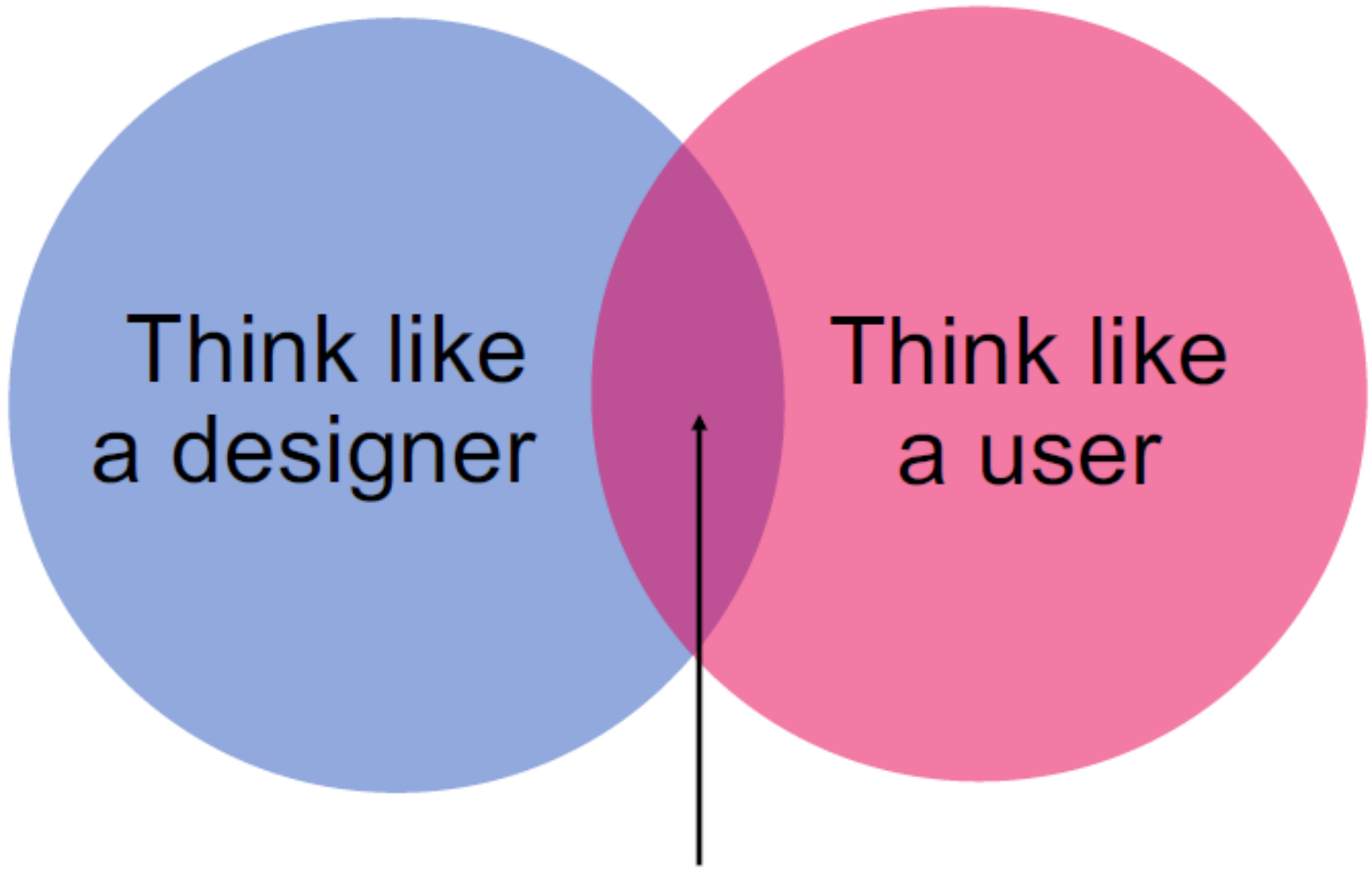
The following are unacceptable:

- 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.

https://www.justinmind.com/blog/10-must-have-skills-for-ux-designers/

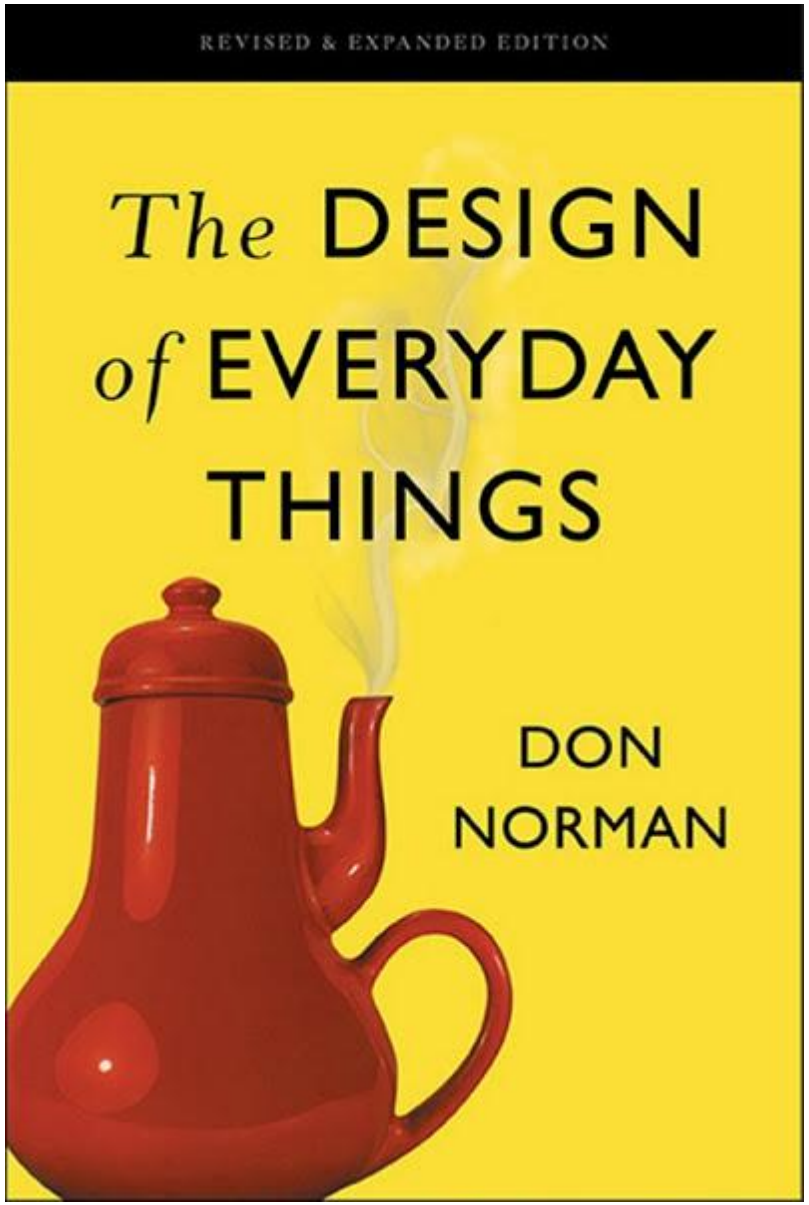
Text Book & Readings

The Design of Everyday Things
Revised and Expanded Edition 2013
(do not buy the older version)

Don't Make Me Think – Stephen Krug

Both are Available on Tulibrary!

Links & Articles on Community Site



Course Site:

https://community.mis.temple.edu/mis3506sec002spring2026/

& Canvas for deliverables

Course Deliverables

- Project 1 –20%
- Project 2 – 20%
- Exam 1 – 20%
- Exam 2 – 20%
- Course Reflections – 5%
- LinkedIn Learning Certificate – Figma Essential Training – 5%
- Participation – 10% (in-class activities, classroom engagement, feedback in studio sessions, project updates)

What does Participation Mean???

Course Reflections

Ongoing Reflections on Emerging AI Tools for UX Design

Purpose : Build critical awareness of how AI is shaping UX practice by periodically reflecting on a new or evolving AI tool, its capabilities, implications, and your own workflow.

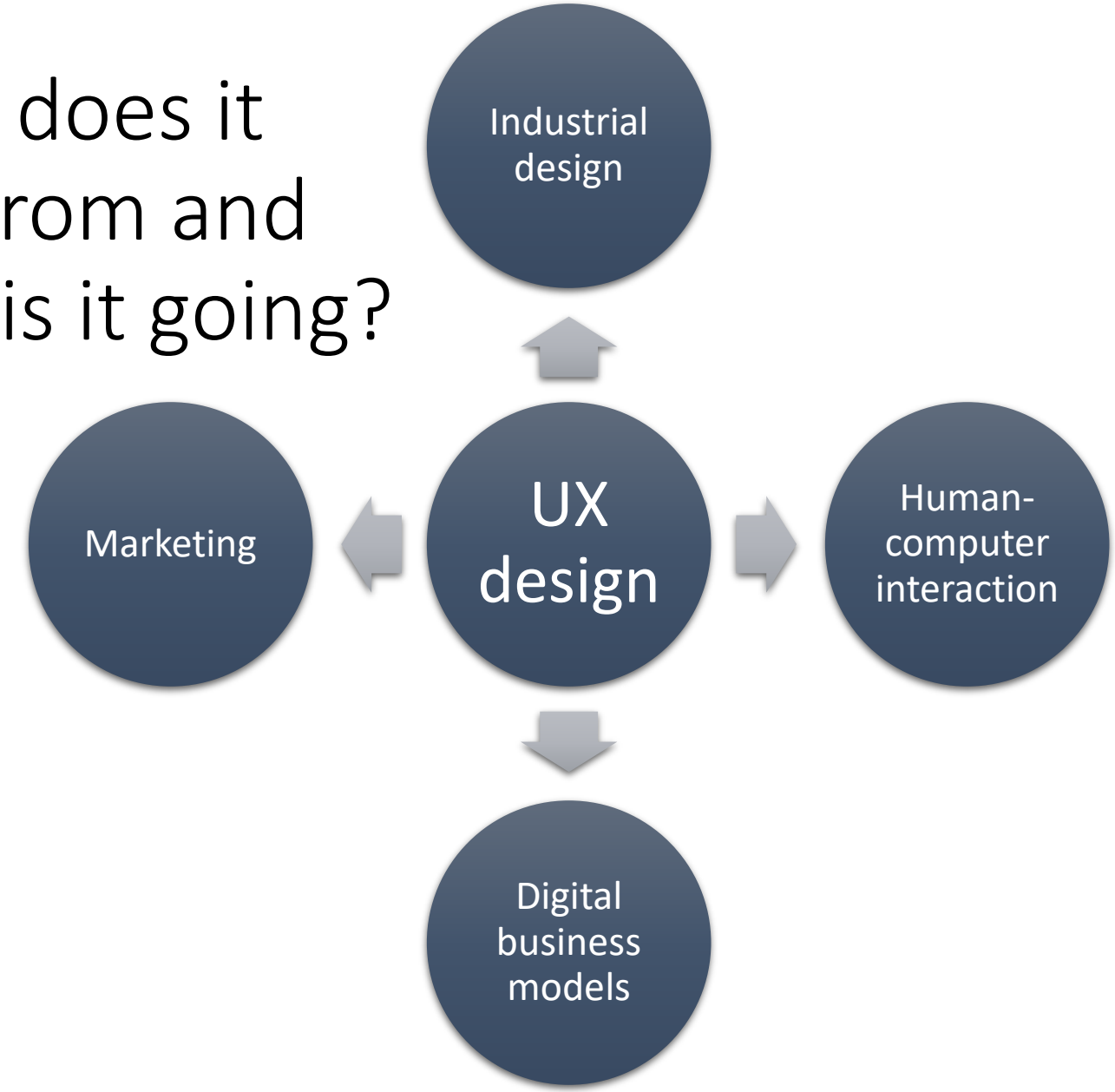
These will be done throughout the semester as we try out new UX tools – we may also try different formats – discussion board posts, ICAs…

The Term “UX”

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

What is Your User Experience?

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

[CIO Article: What is a product manager? A complex, cross-functional role in IT]

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.

Source: https://en.wikipedia.org/wiki/User_experience

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?

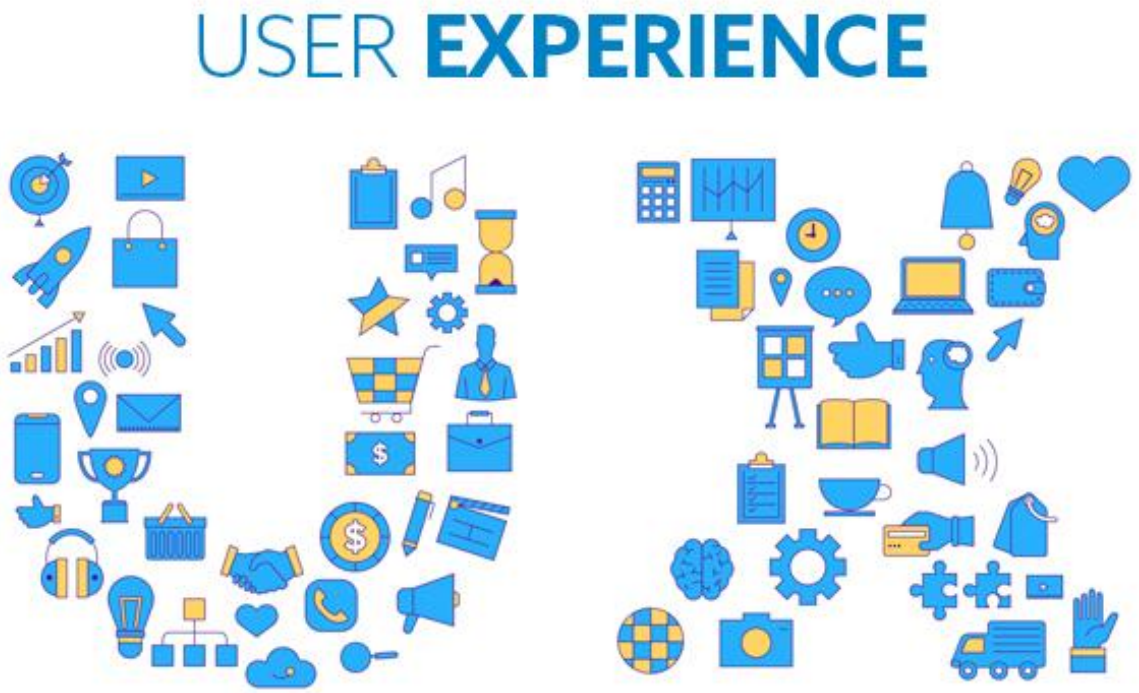
Learning the UX concept

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

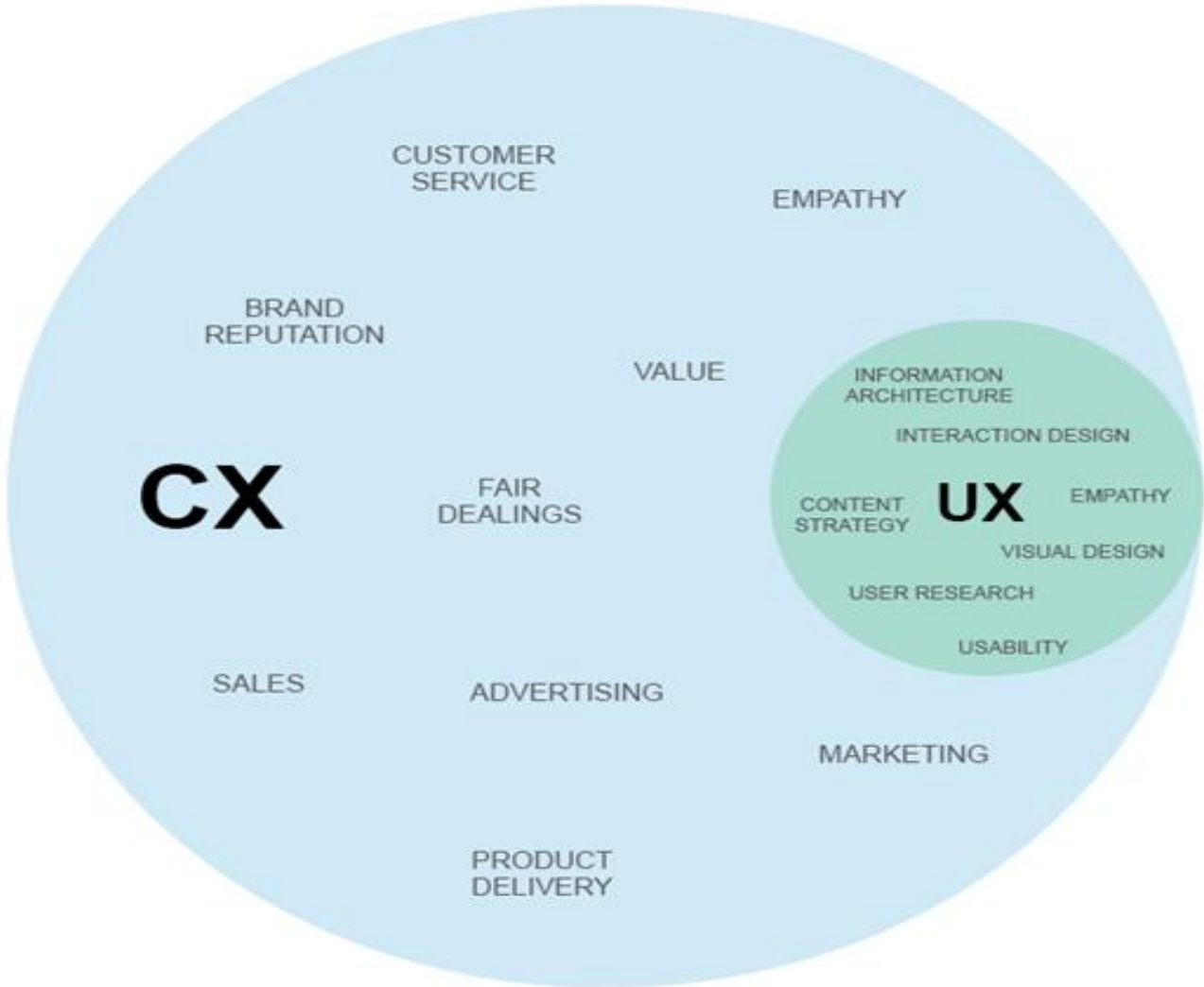

UX DESIGN
INTERFACE
NAVIGATION
STRUCTURING
DESIGN
HCI
USER RESEARCH
USABILITY
ACCESSIBILITY



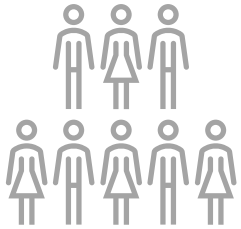
A Moment of Reflection…

Think about an app or site that you have recently interacted with for the first time.

Reflect on how that experience left you feeling – what actions did you take after the experience?


CUSTOMER SERVICE
EMPATHY
BRAND REPUTATION
VALUE
INFORMATION ARCHITECTURE
INTERACTION DESIGN
CX
FAIR DEALINGS
CONTENT STRATEGY
UX
EMPATHY
VISUAL DESIGN
USER RESEARCH
USABILITY
SALES
ADVERTISING
MARKETING
PRODUCT DELIVERY

2025 Statistics



6.04 Billion Internet Users

(73% of world's population)

Averaging 7 Hours on the Internet Per Day

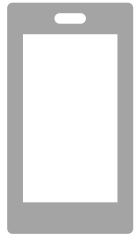
(Americans – 10+ hours)

1998: 10,000 daily Google Searches
2025: 8.5 Billion daily Google Searches

How many times have you googled today?

1.3 Billion Websites (All Time)

195-200 Million Active Websites



55% of time is spent on a mobile device

https://www.websitehostingrating.com/internet-statistics-facts/

Americans spend an average of **5 hours and 16 minutes** per day on their phones

Gen Z

6 hours and
27 minutes

Millennials

5 hours and
28 minutes

Gen X

4 hours and
48 minutes

Baby Boomers

4 hours and
19 minutes

Why do stats like this matter for UX Designers?

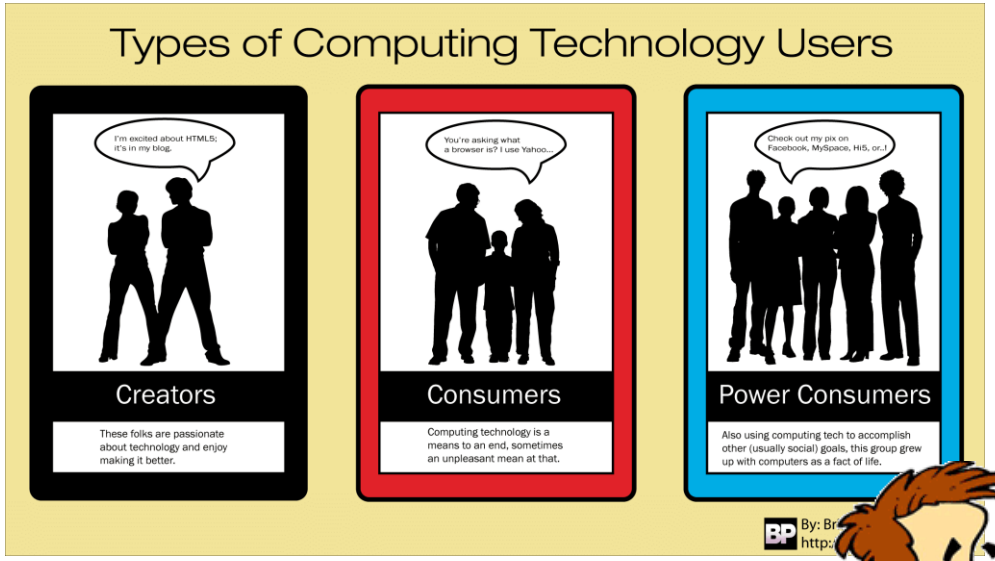
Nearly 8 out of 10 customers will STOP engaging with content that does not display well on their devices.

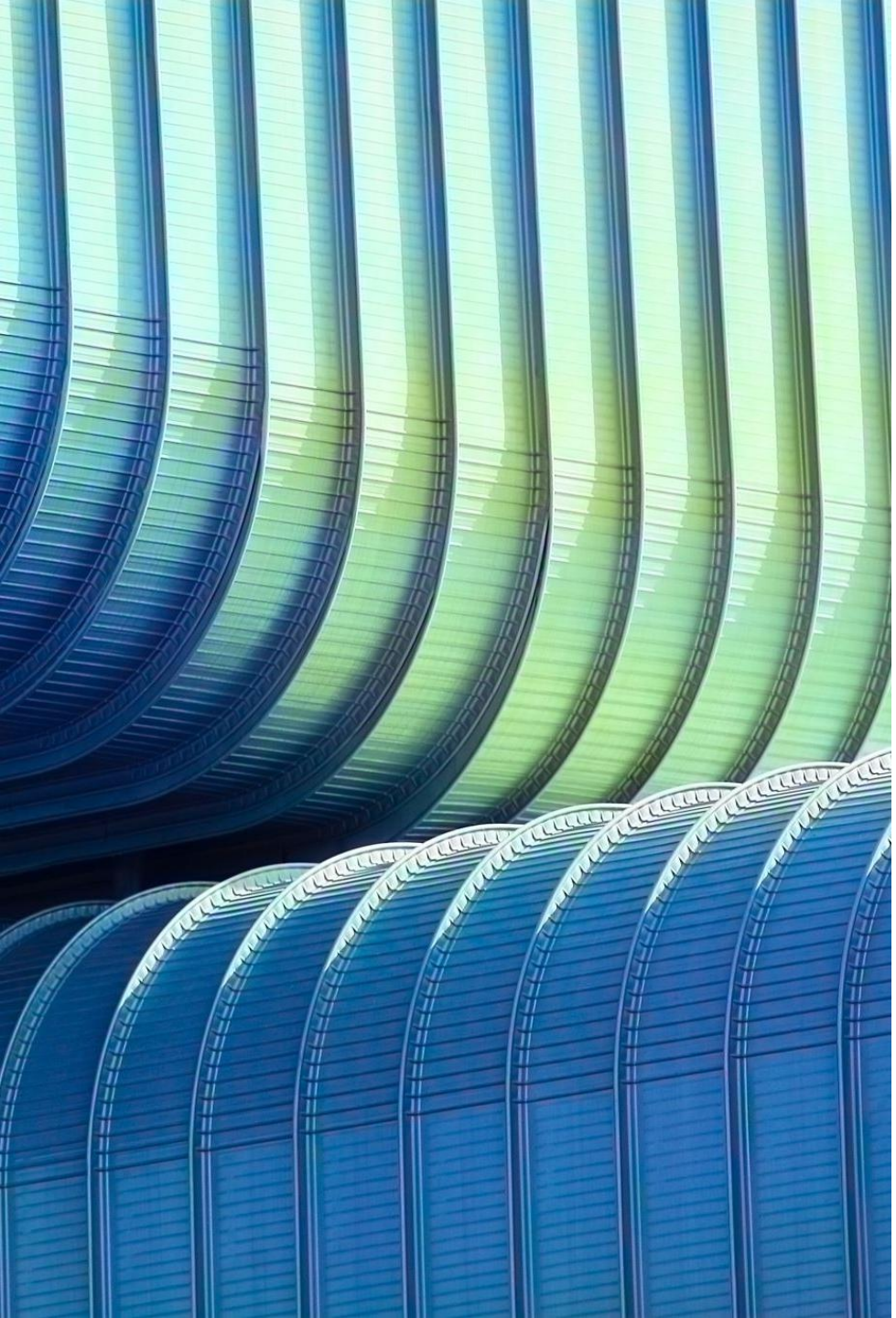
What underlies the UX?

Systems

Processes

What does UX require?





The world according to Norman

Discoverability

Affordance

Signifiers

Mapping

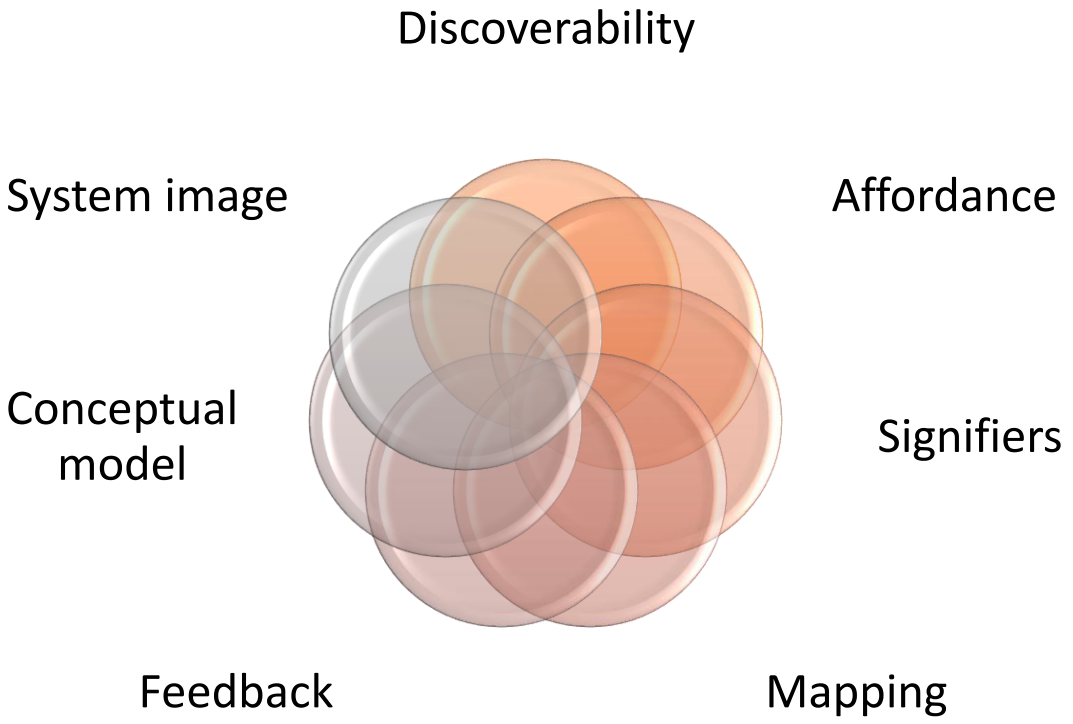
Feedback

Conceptual model

System image

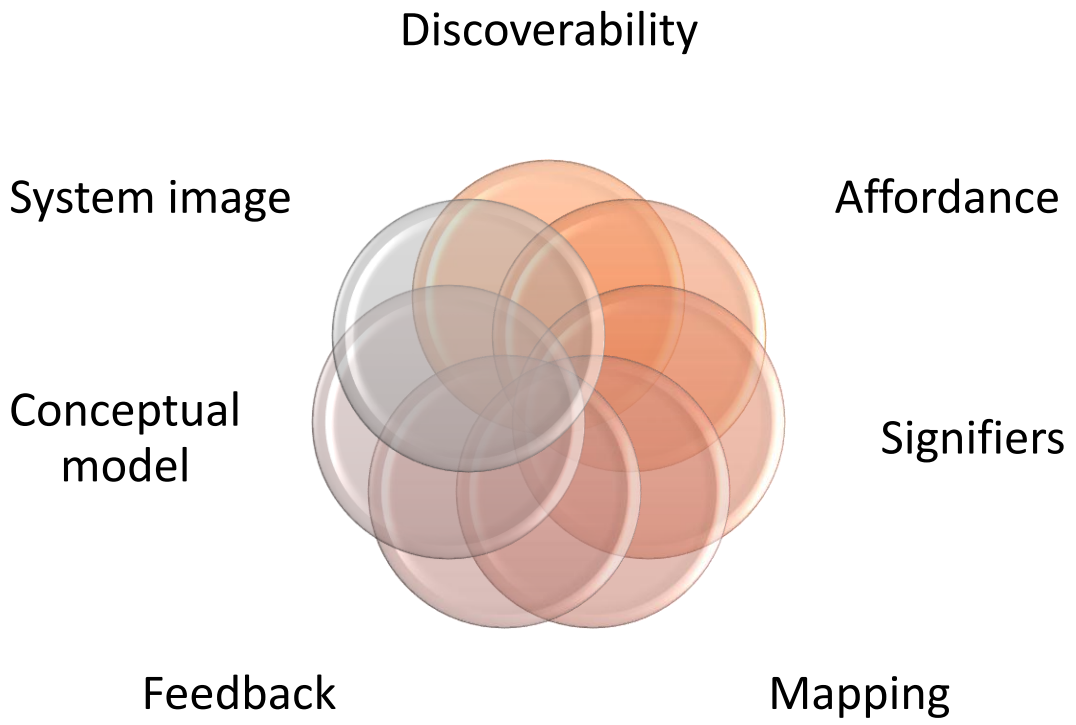
An Overall Understanding of the UX…

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



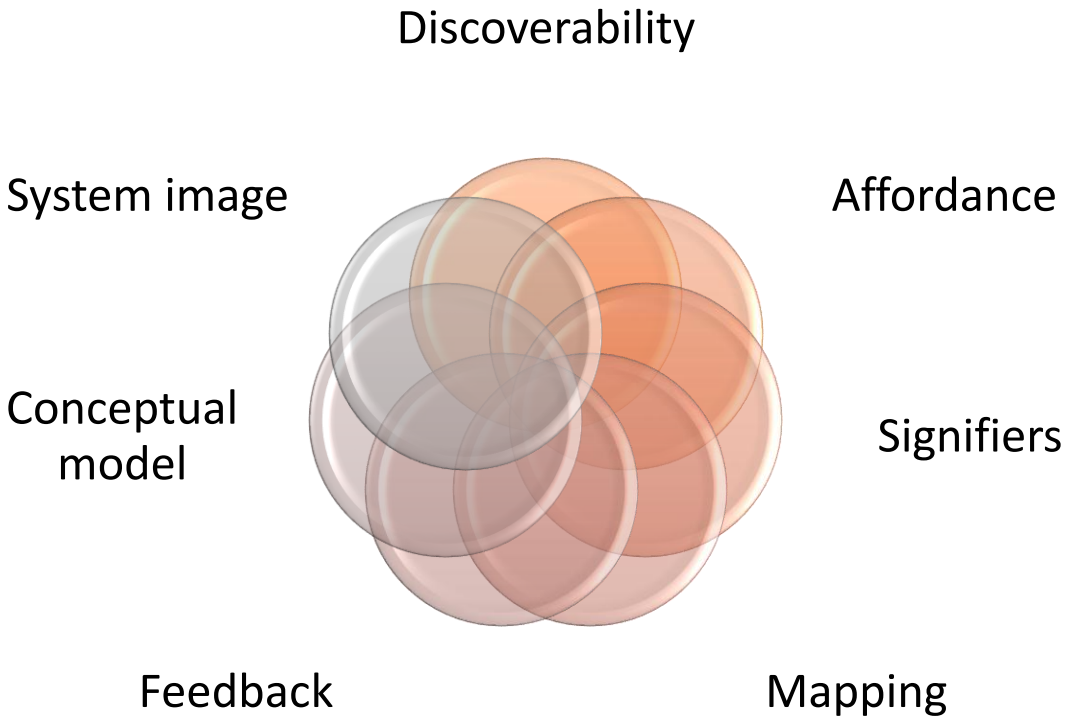
Discoverability

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



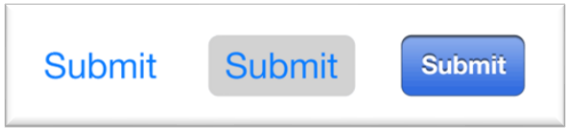
Affordances

- 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.

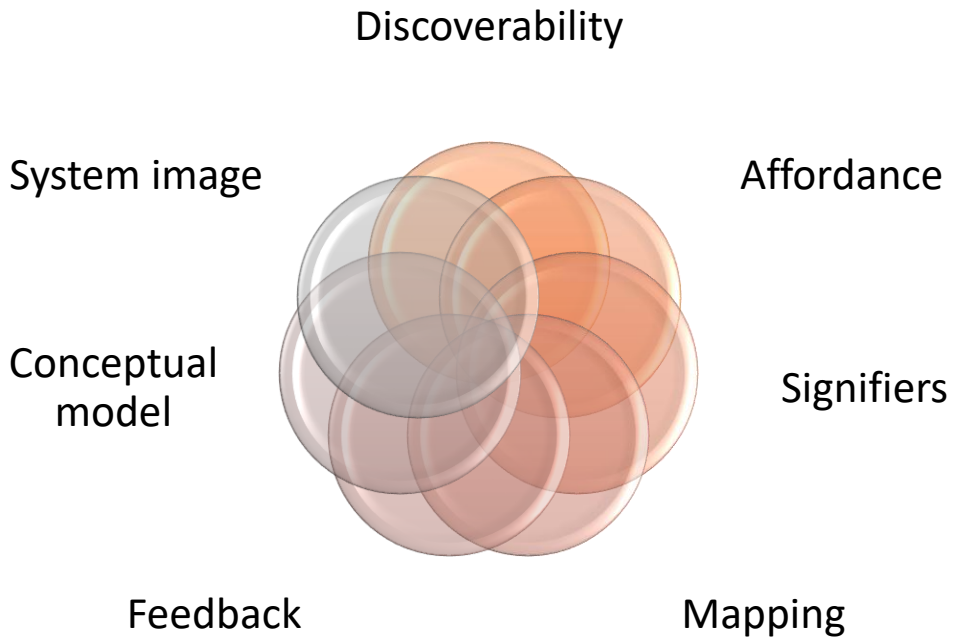
A button affords pressing
A chair affords sitting



Affordance Examples

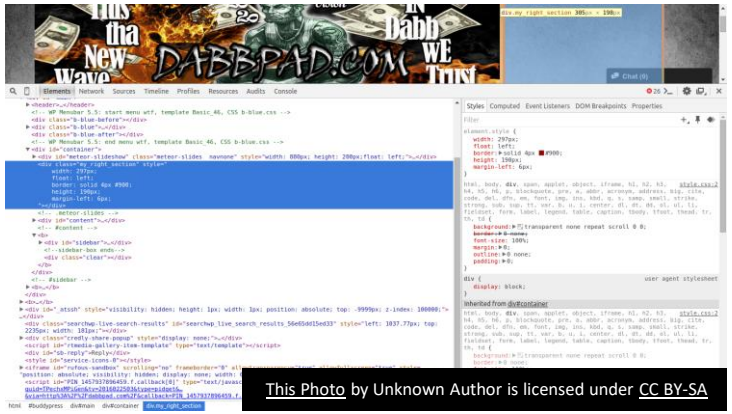
Signifiers

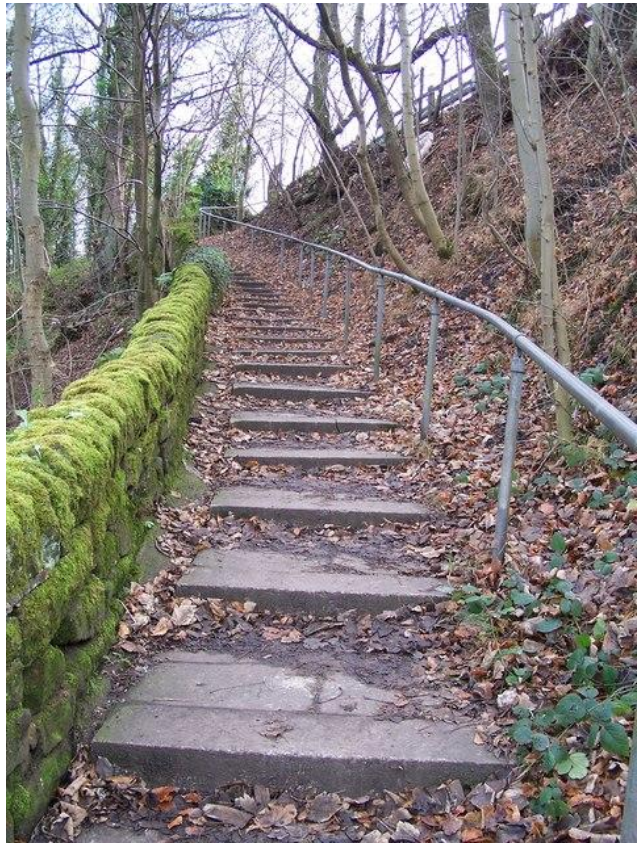
- Anything that may signal meaningful information
- What people need
- Any remark or sound, a perceivable indicator that communicates appropriate behavior
- Communication device



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

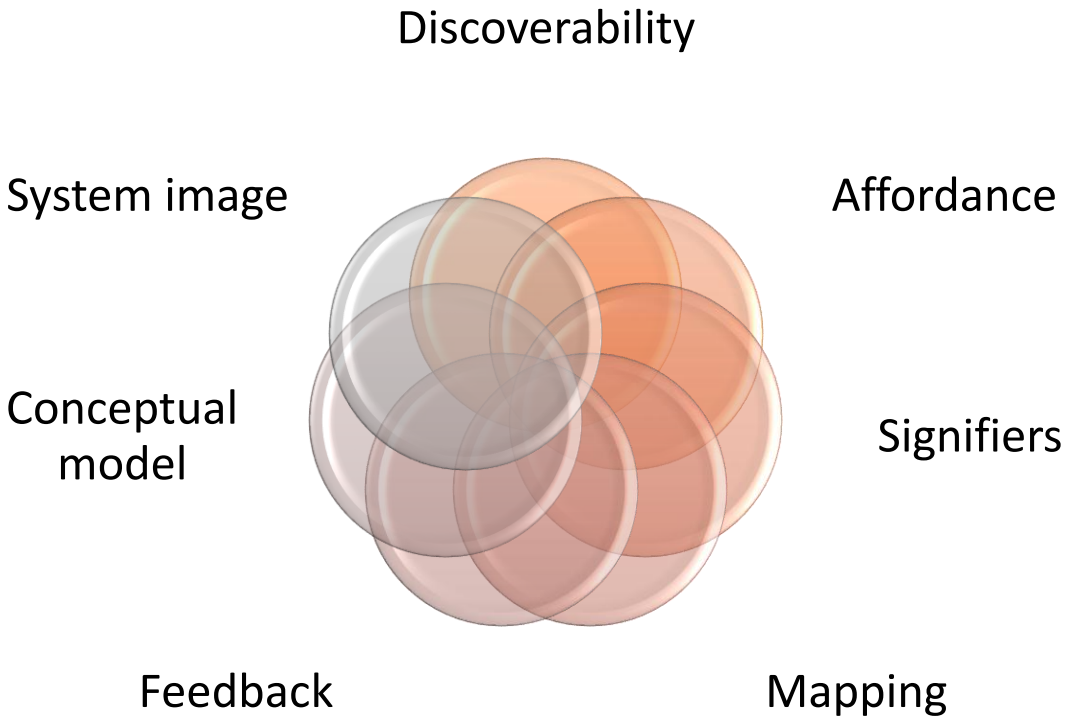
Affordances vs. Signifiers

- Affordances determine what actions are possible. *“Afford the ability to do something”*

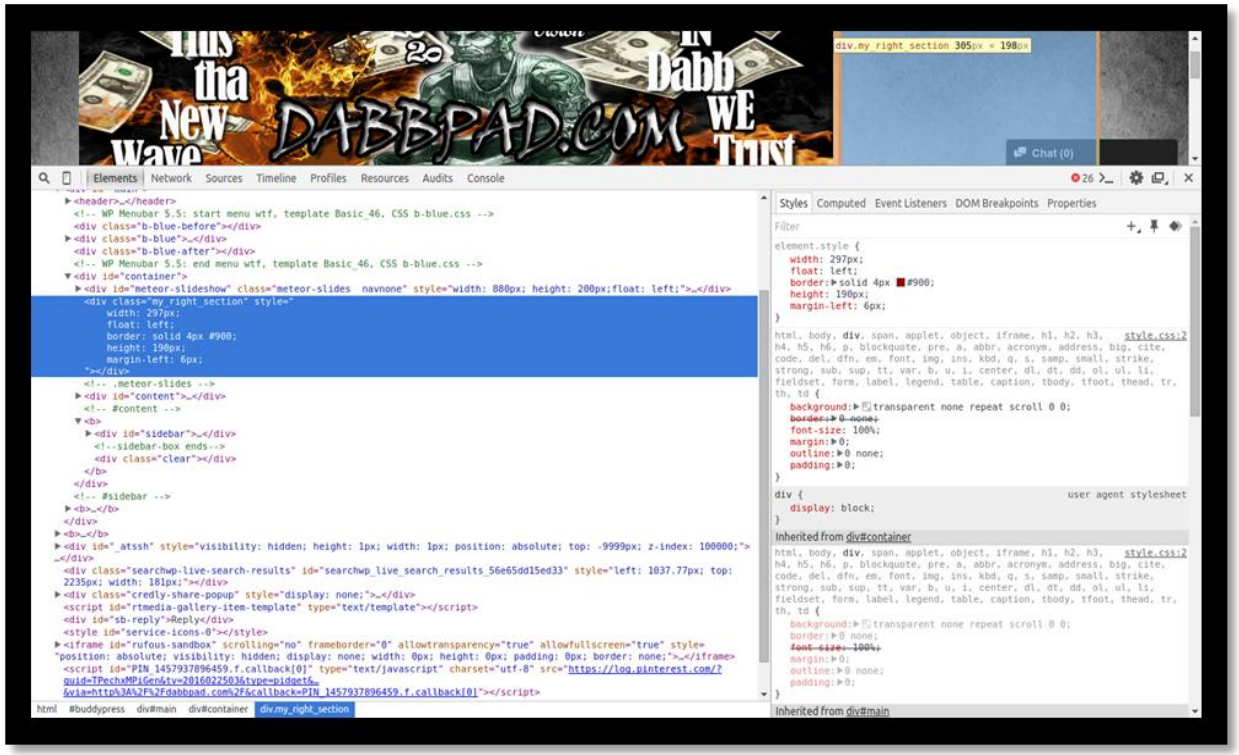
- Signifiers communicate where the action should take place. *“Signify what to do”*

Mapping

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

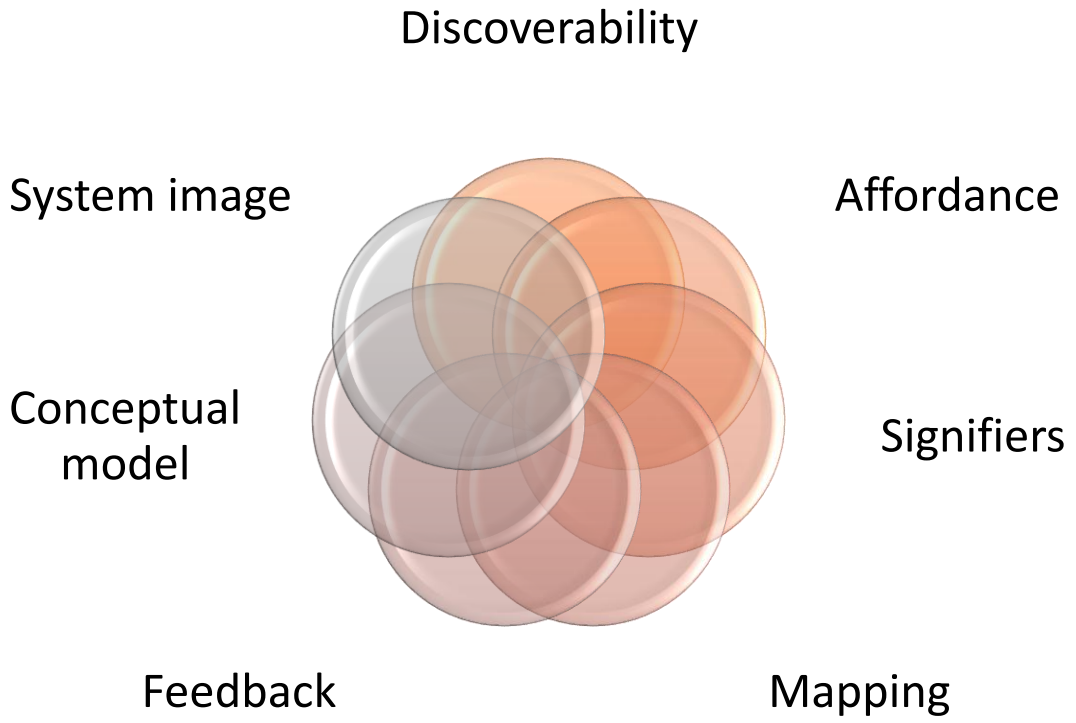


Mapping Examples



Feedback

- Communicating the results of an action
- Immediate
- Informative

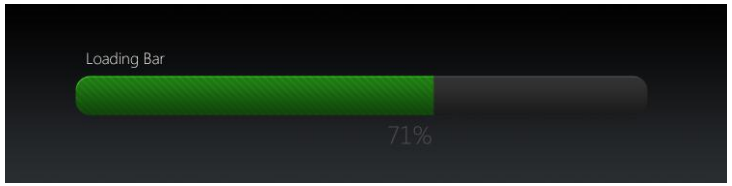


Google Error

Server Error

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

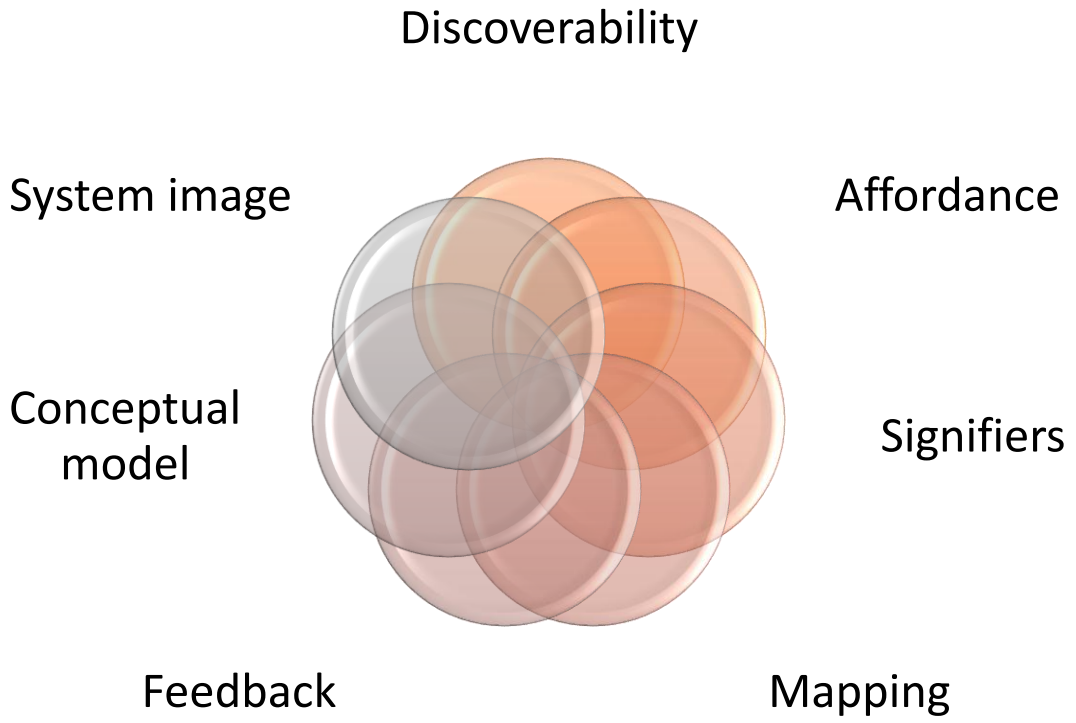
Please try again in 30 seconds.



Feedback Examples

Conceptual Model

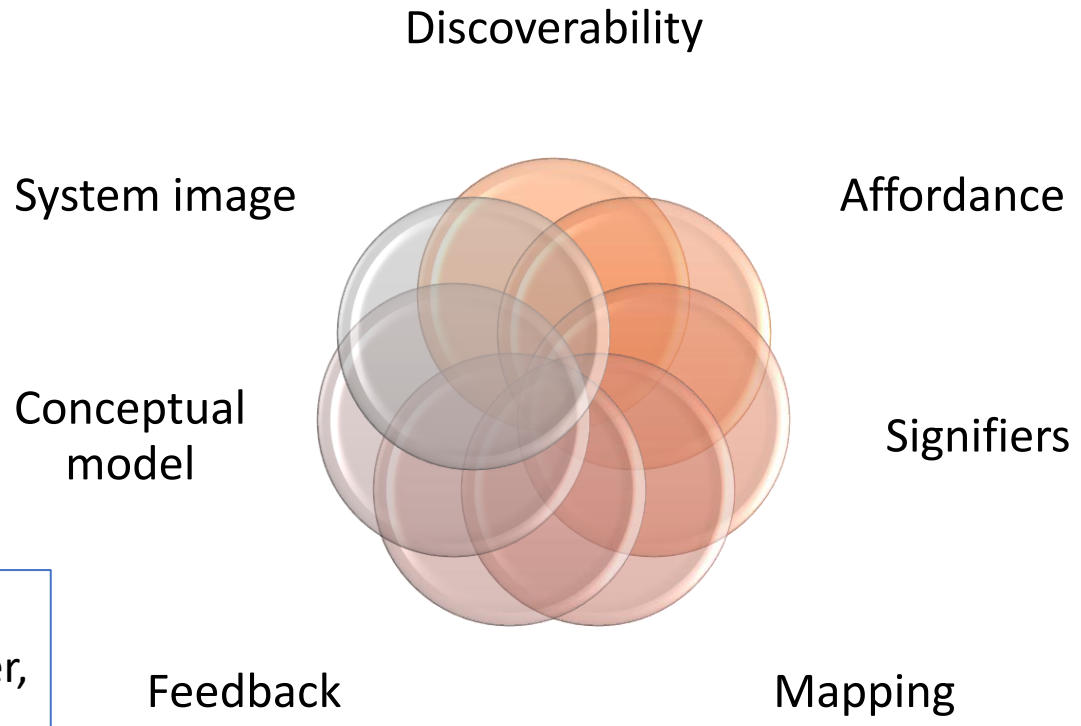
- An explanation, simplified of how something works
- Framed by the affordances, signifiers, constraints and mappings
- Mental Model – conceptual models in someone's mind as to how something works
- Helpful in predicting behavior



Conceptual Model Examples

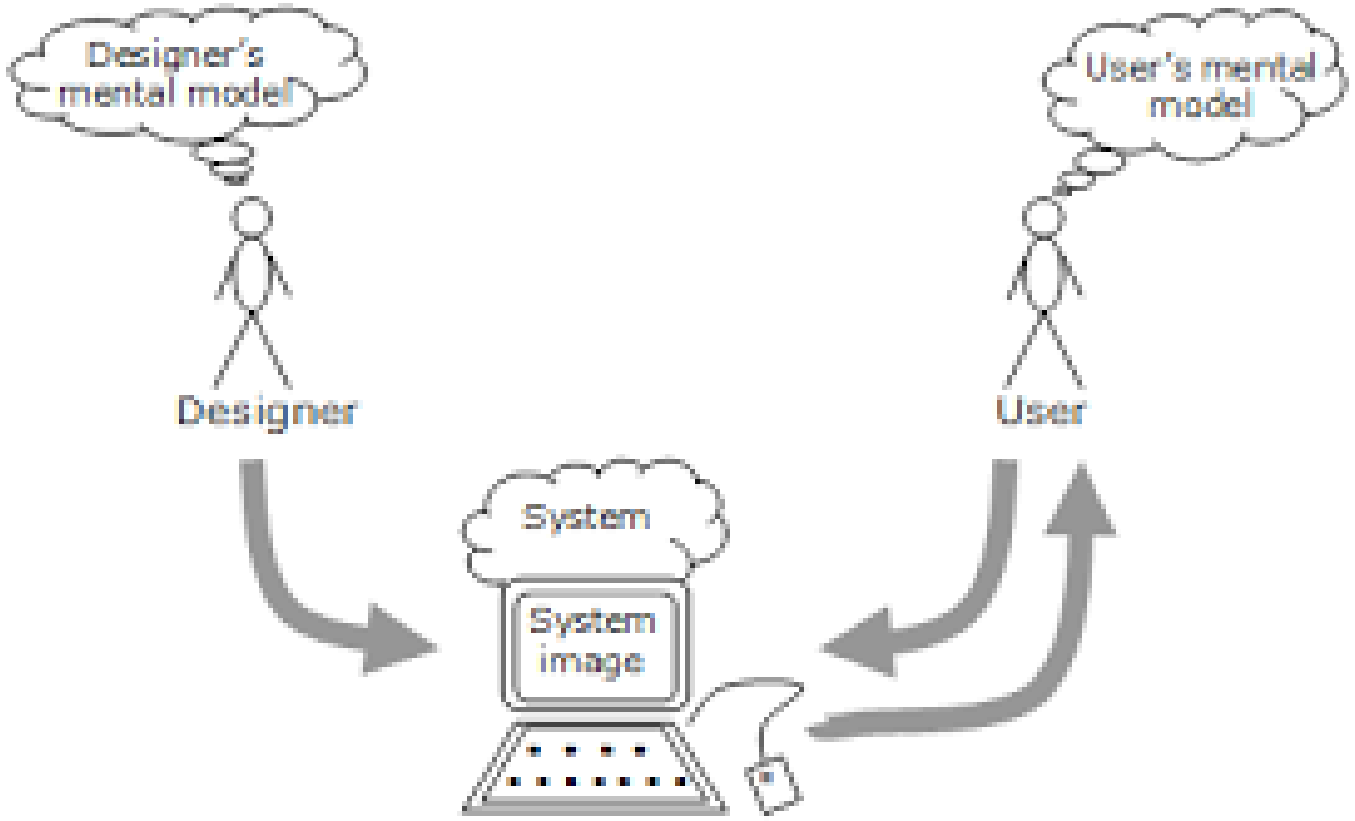
System Image

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

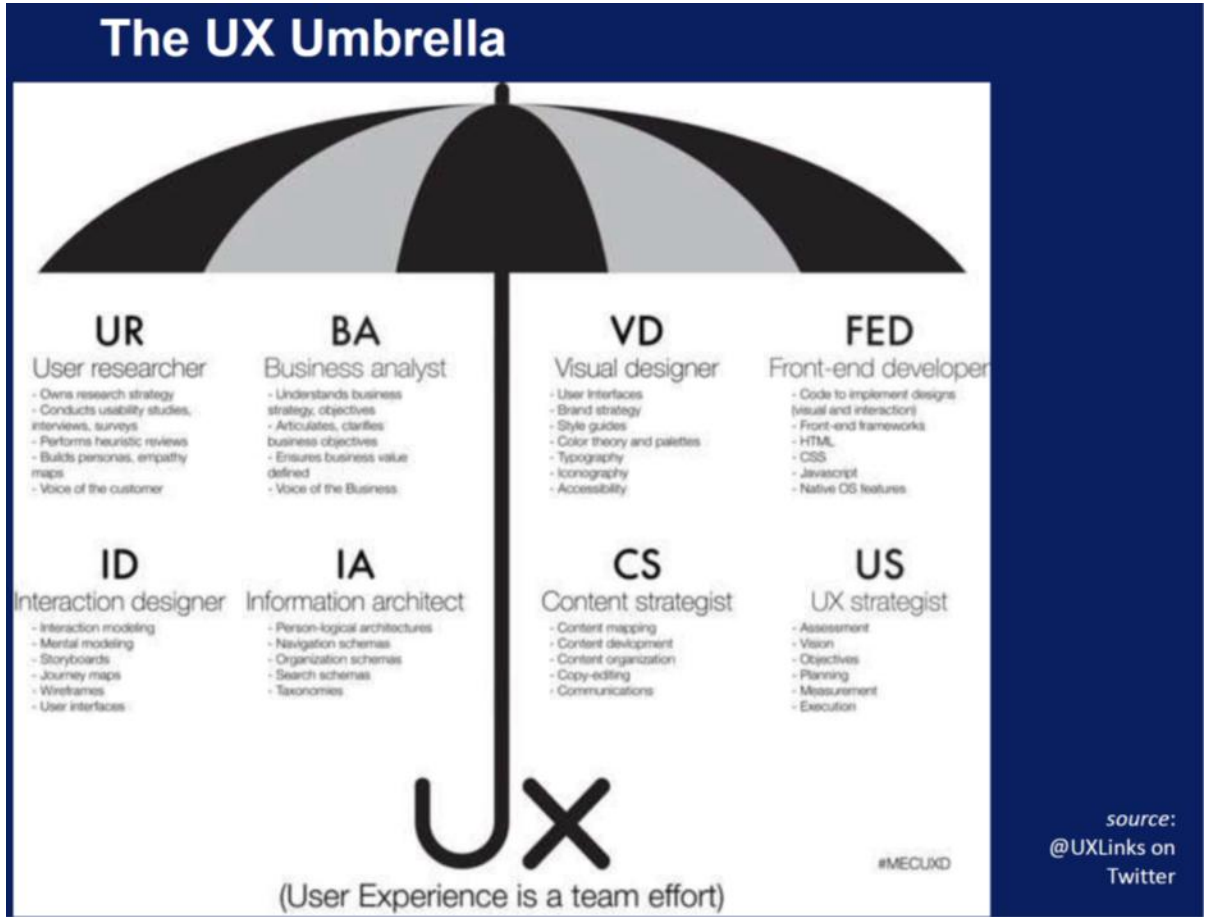


In UX, a system image is the collective set of information that conveys a product's design and functionality to the user, forming the basis of their understanding and interaction. The goal of a good system image is to communicate the designer's intended use to the user, allowing them to form an accurate conceptual model that leads to a seamless and intuitive user experience.

System Image



Why should you care?



In-class exercise questions

Where am I?

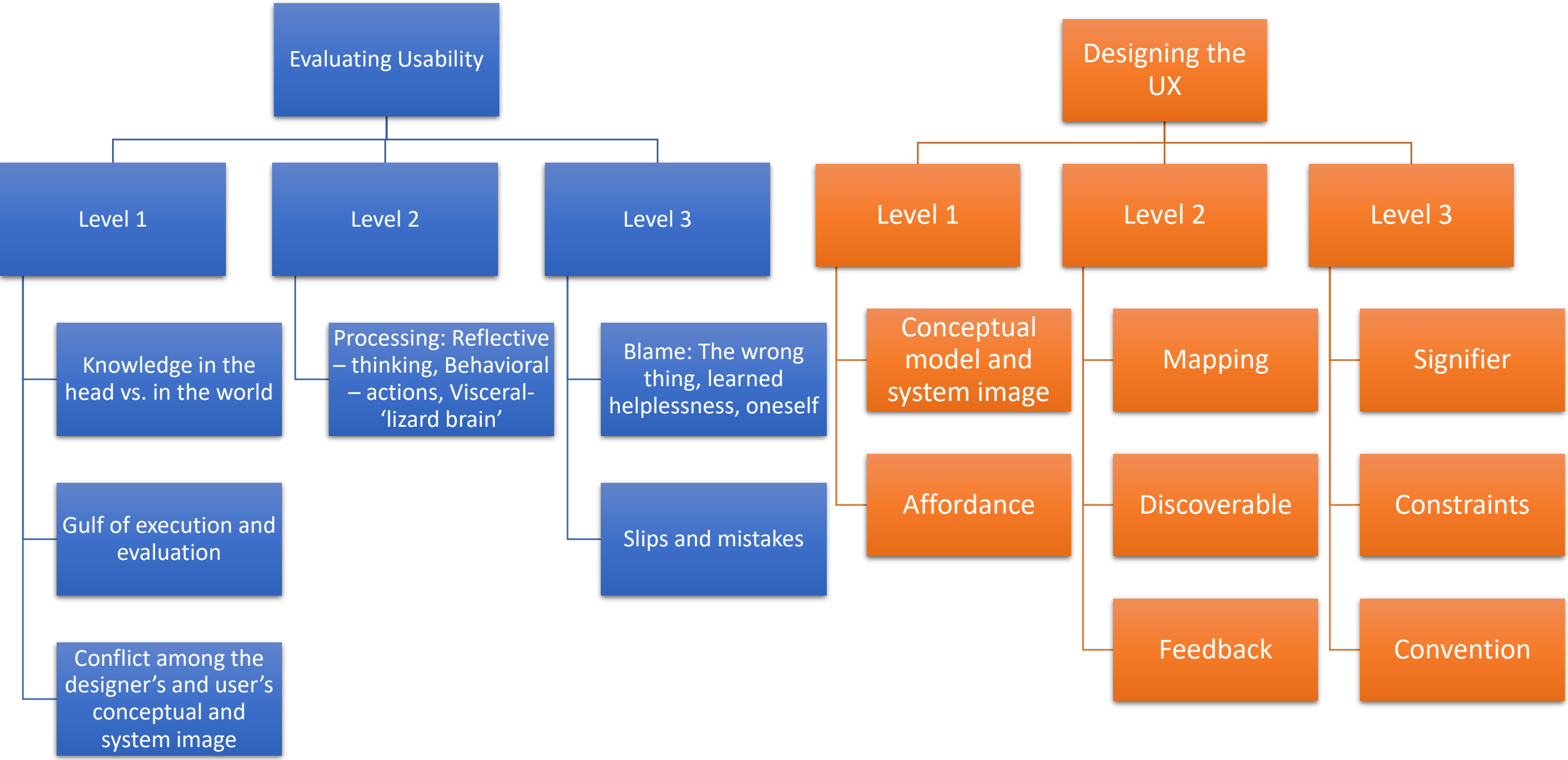
Where should I start?

Where did they put?

What are the important..?

Why did they call it that?

Take notes!


Evaluating Usability
Level 1
Level 2
Level 3
Knowledge in the head vs. in the world
Gulf of execution and evaluation
Conflict among the designer's and user's conceptual and system image
Processing: Reflective – thinking, Behavioral – actions, Visceral- 'lizard brain'
Blame: The wrong thing, learned helplessness, oneself
Slips and mistakes
Designing the UX
Level 1
Level 2
Level 3
Conceptual model and system image
Affordance
Mapping
Discoverable
Feedback
Signifier
Constraints
Convention

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.