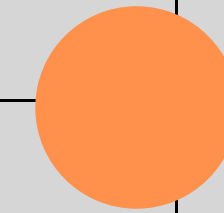


**USER  
EXPERIENCE  
DESIGN**



# COURSE INTRODUCTION

1

## INTRODUCTIONS

LITTLE BIT ABOUT ME, LITTLE BIT ABOUT YOU

2

## OVERVIEW

COURSE INTRO, COURSE SITE

3

## WHAT IS UX?

WHAT IS USER EXPERIENCE DESIGN?

4

## IN CLASS EXERCISE

5

## QUESTIONS?

# ME

**B.A - HISTORY, 2013**  
**M.S - MIS, 2016**

**ENTERPRISE  
SOLUTIONS  
ARCHITECT**

**ARTIST**  
**@jaclynhansberry**

**PICKLES**



# YOU

**PREFERRED  
NAME/PRONOUNS**

**MAJOR/MINOR**

**DREAM JOB**

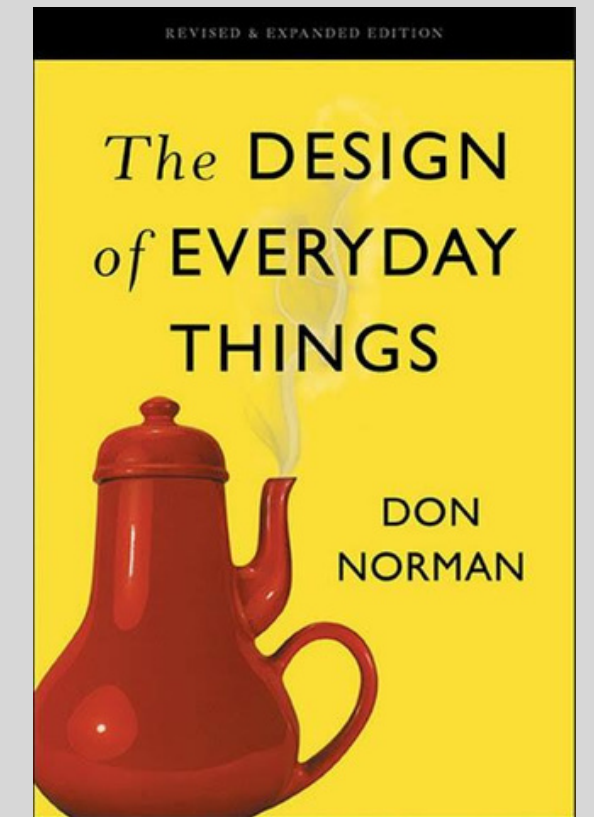
# COURSE OBJECTIVES

- 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 models
- evaluate user experiences.



# COURSE STUFF

The Design of Everyday Things  
Revised and Expanded Edition  
2013



course site: emailed

Hello  
my name is

**WHAT IS  
YOUR USER  
EXPERIENCE?**



GOOD



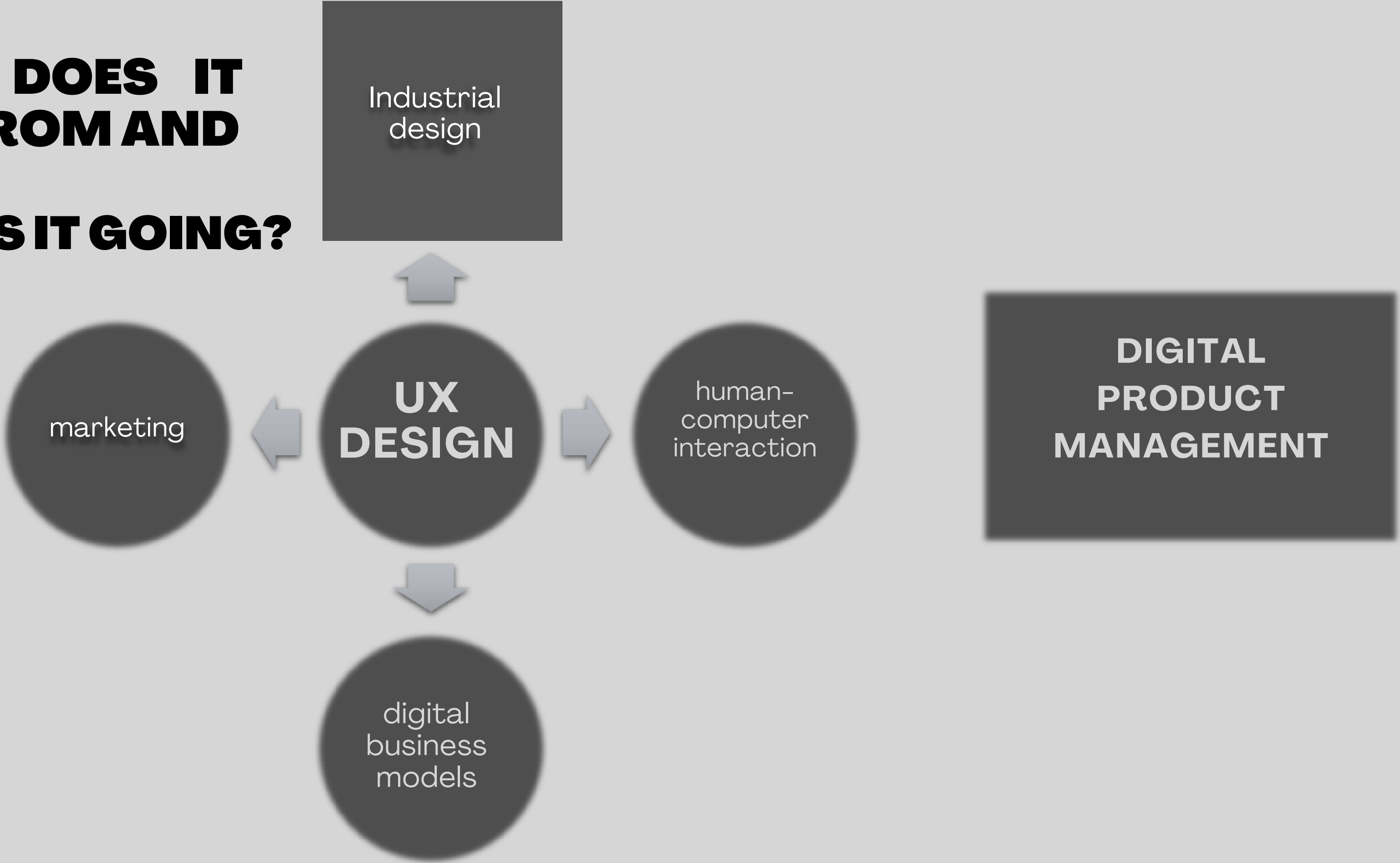
BAD



UGLY

**WHERE DOES IT  
COME FROM AND**

**WHERE IS IT GOING?**





# PRODUCT MANAGER/MIS/UX TIE IN



**blending of  
soft and hard  
skills**



**manage  
requirements**



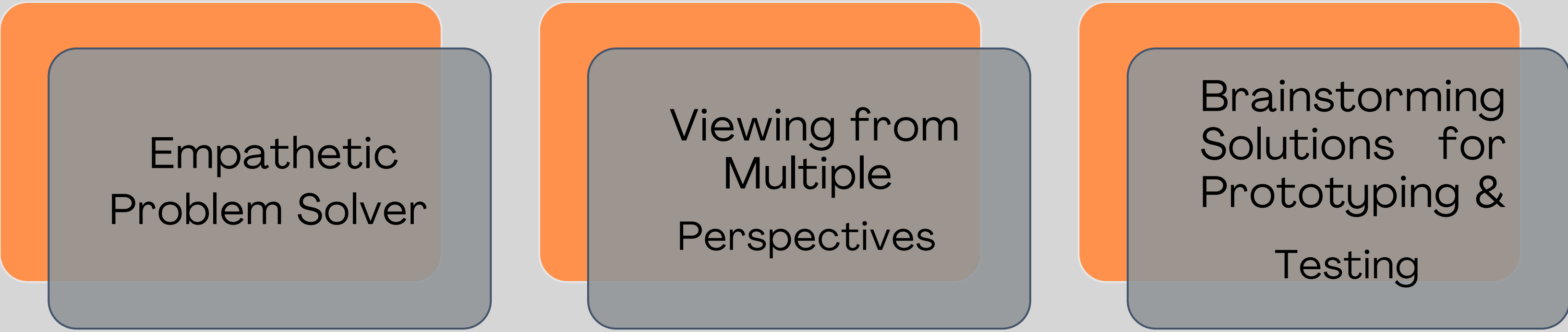
**deliver products  
that align with  
business goals**



**balance multiple  
stakeholders &  
understand all  
needs**



# DESIGN THINKING PROCESS (PRODUCT MANAGER)



Empathetic  
Problem Solver

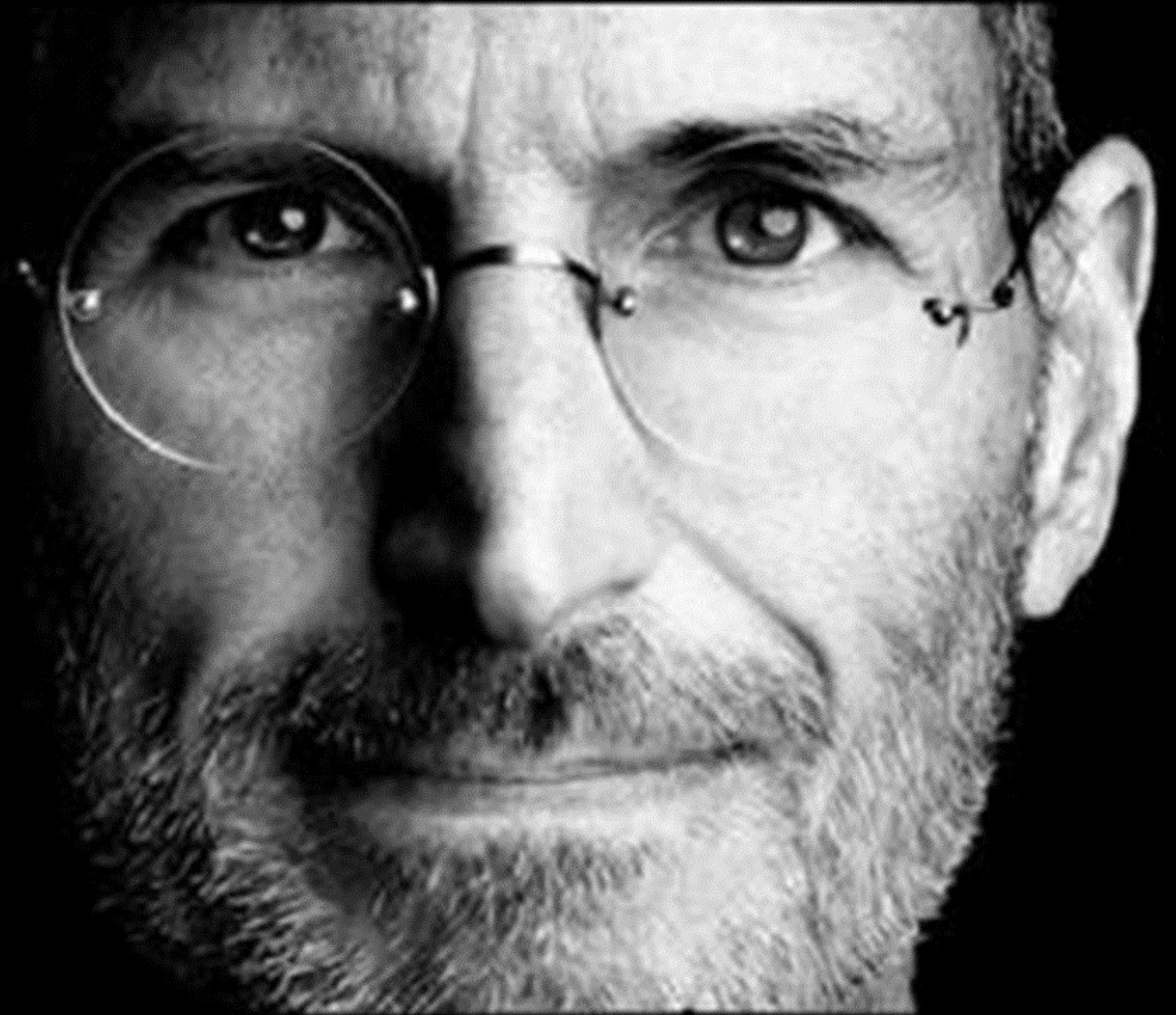
Viewing from  
Multiple  
Perspectives

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.

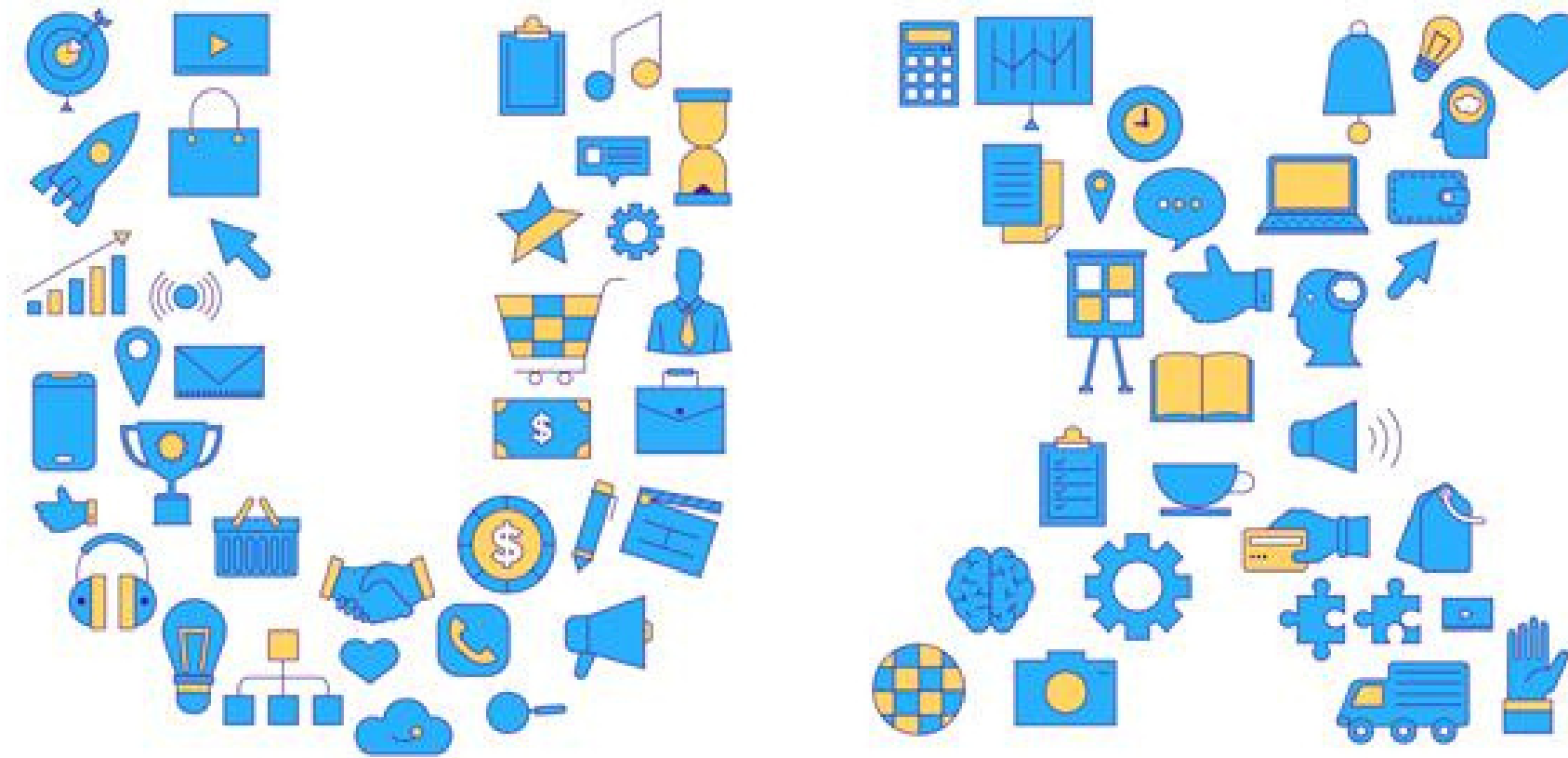


... dynamics as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.



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

# USER EXPERIENCE



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

## ***A Moment of Reflection...***

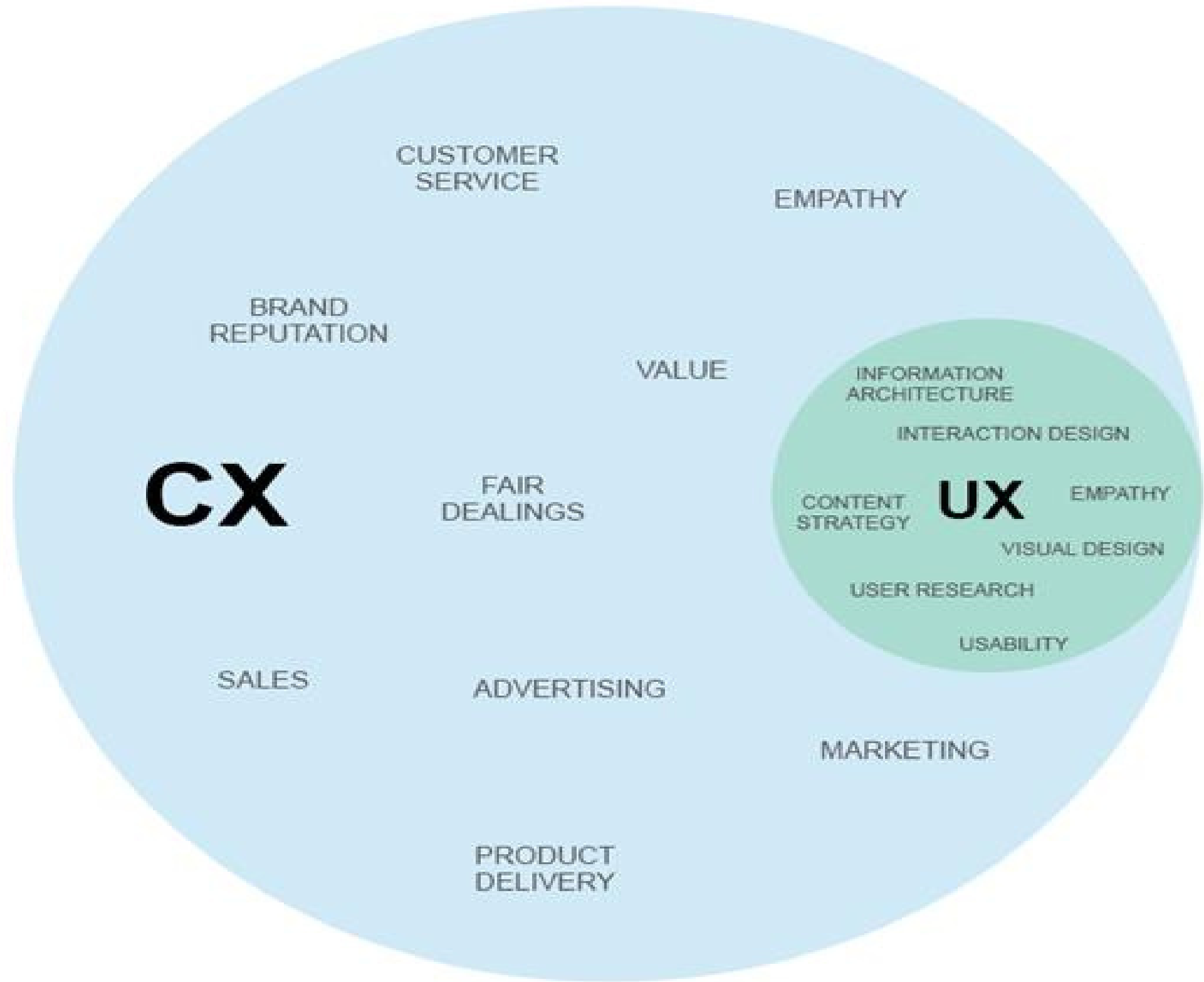
Reflect on how that experience left you feeling –what actions did you take after the experience?

**WHO IS  
RESPONSIBLE  
FOR THE USER  
EXPERIENCE?**

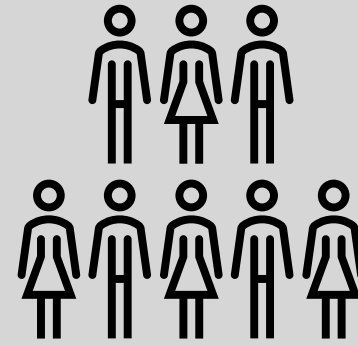
- **CEO?**
- **Product Owner?**
- **UX Designer?**
- **Marketing?**
- **IT?**
- **Reality – Everyone! Customer should be delighted in every step of the process:**

CEO  
Marketing  
User  
Experience  
Customer  
Service IT

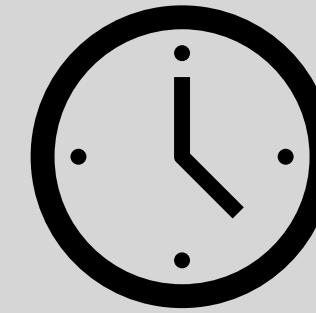




# 2022 STATISTICS



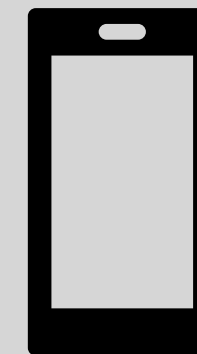
***5.1+ Billion  
Internet Users***



***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?

Types of Computing Technology Users

**Creators**  
I'm excited about HTML5; it's in my blog.  
These folks are passionate about technology and enjoy making it better.

**Consumers**  
You're asking what a browser is? I use Yahoo...  
Computing technology is a means to an end, sometimes an unpleasant mean at that.

**Power Consumers**  
Check out my pix on Facebook, MySpace, Hi5, or...  
Also using computing tech to accomplish other (usually social) goals, this group grew up with computers as a fact of life.

BP By: Bri...  
http://



# WHAT IS THIS COURSE ABOUT?



Learning the UX concept

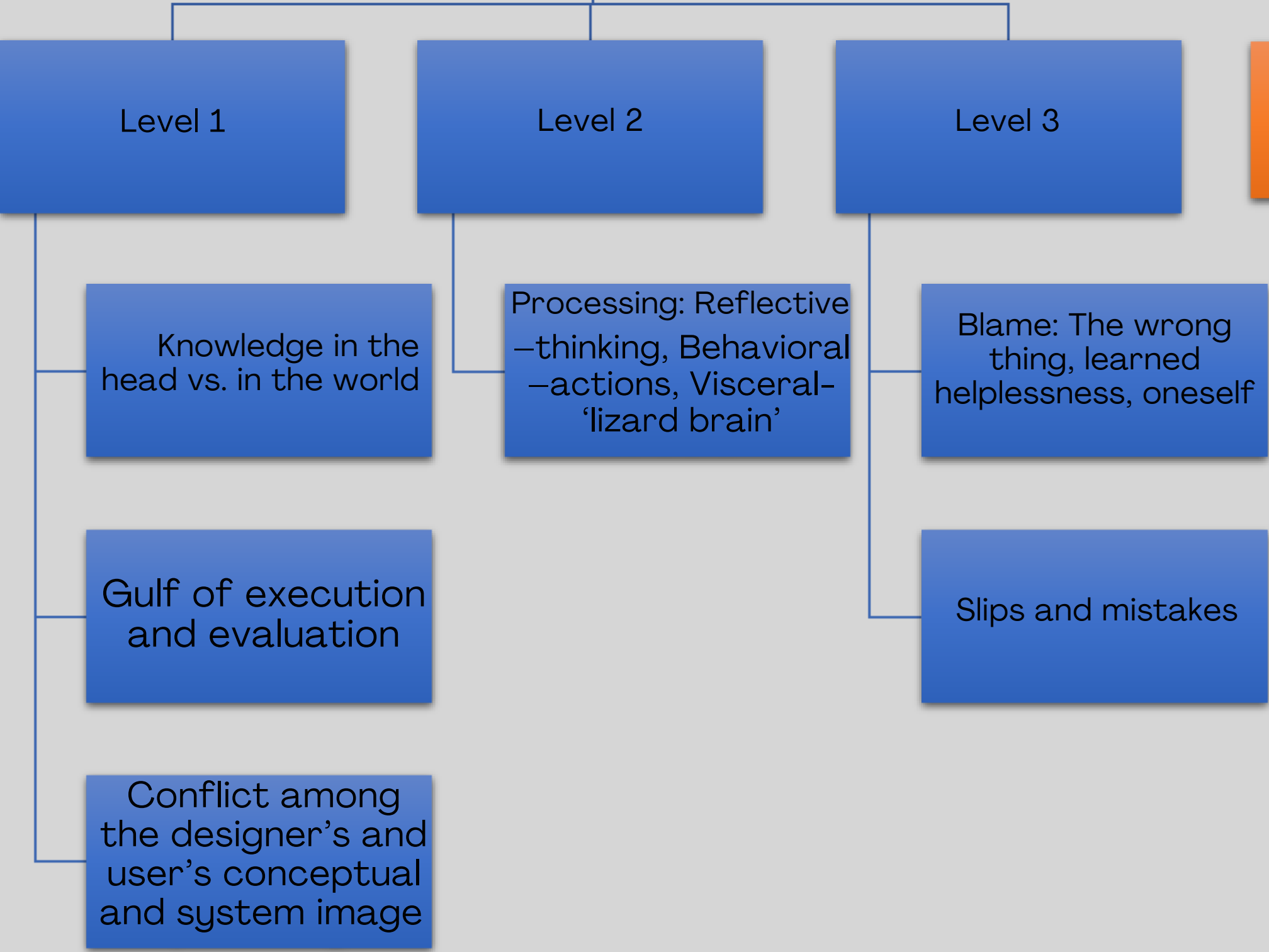


Evaluating Usability

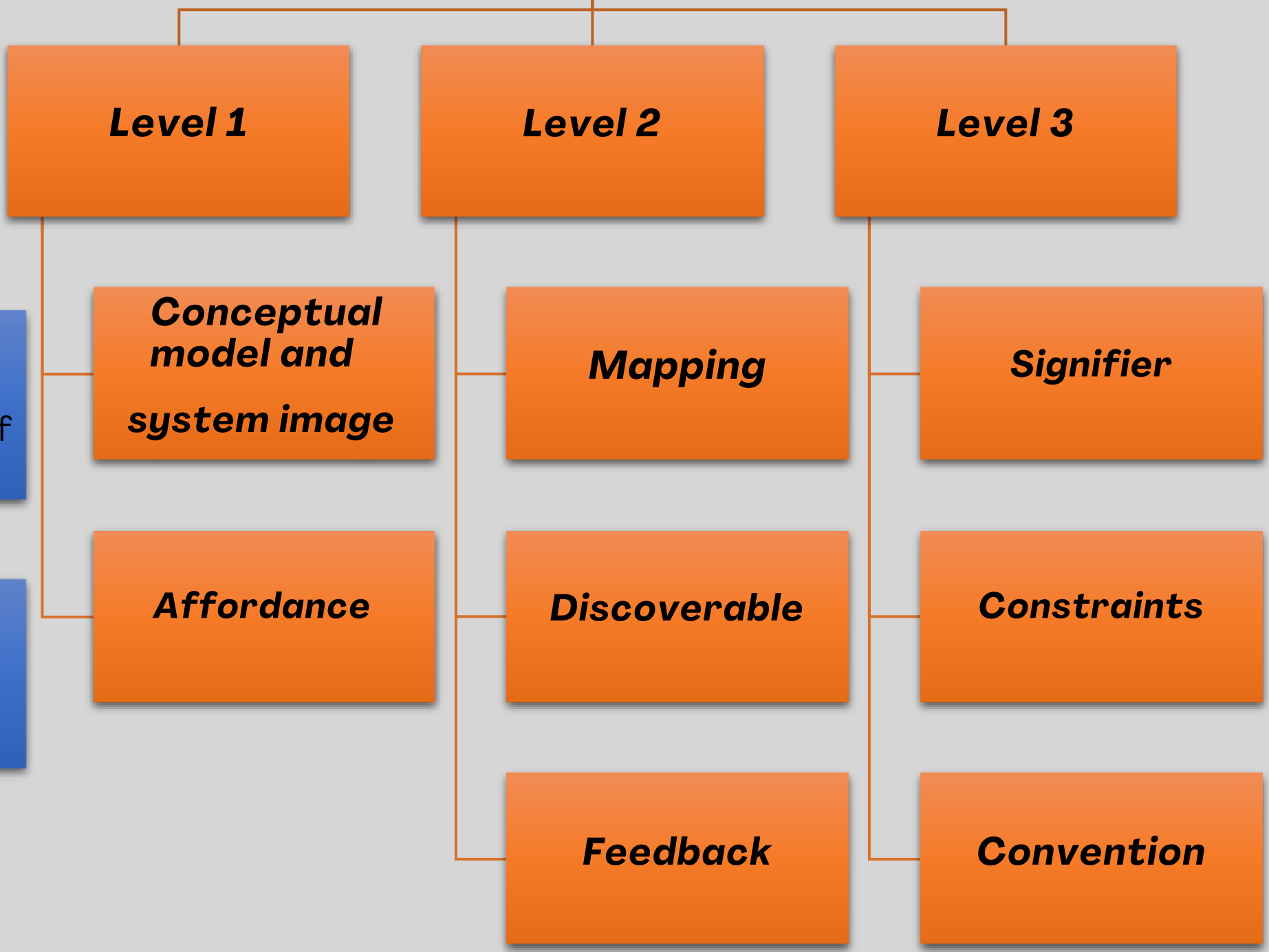


Designing the UX

# 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

# THE WORLD ACCORDING TO NORMAN

---



Discoverability



Affordance



Signifiers



Mapping



Feedback



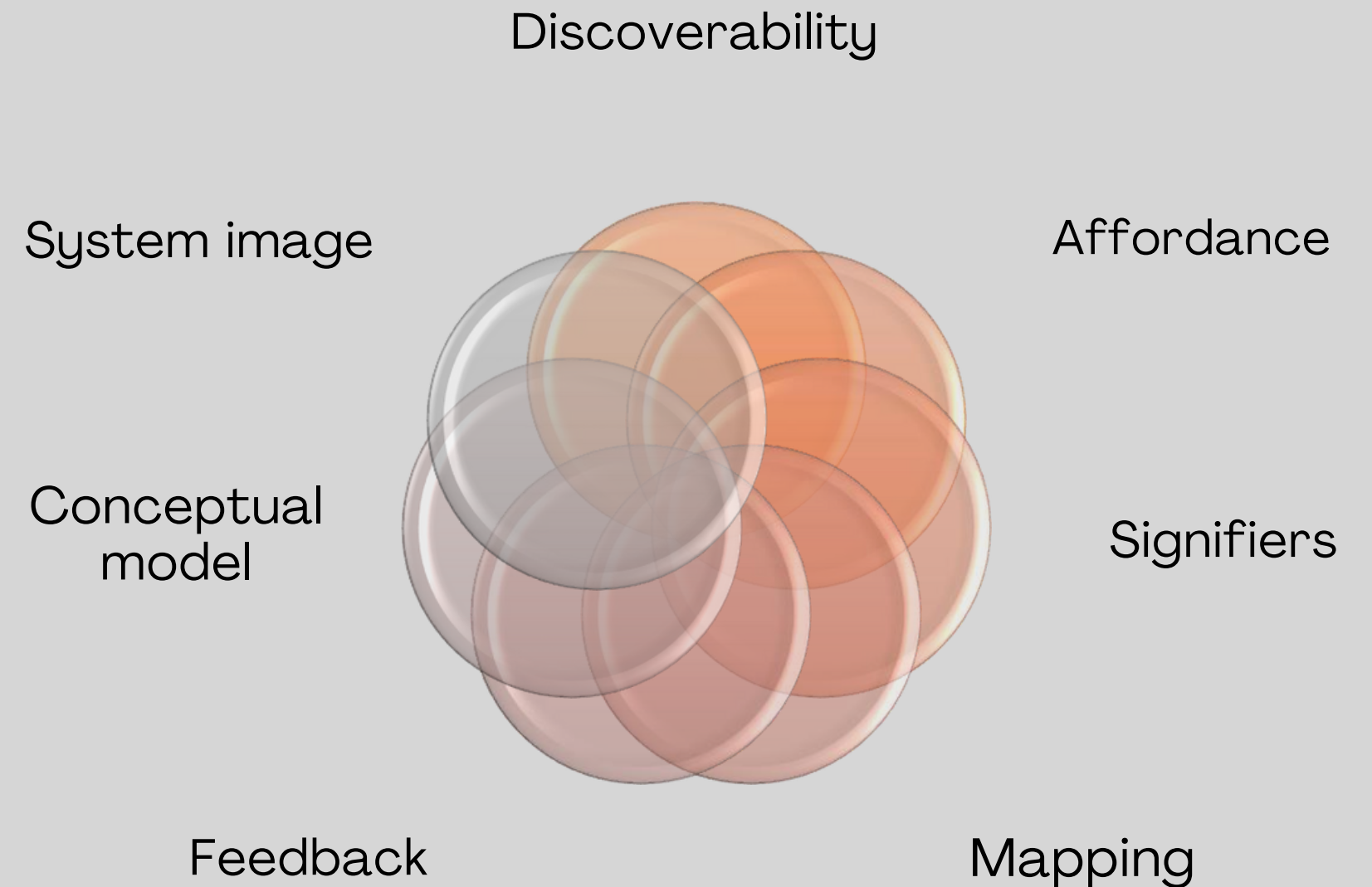
Conceptual  
model



System image

# DISCOVERABILITY

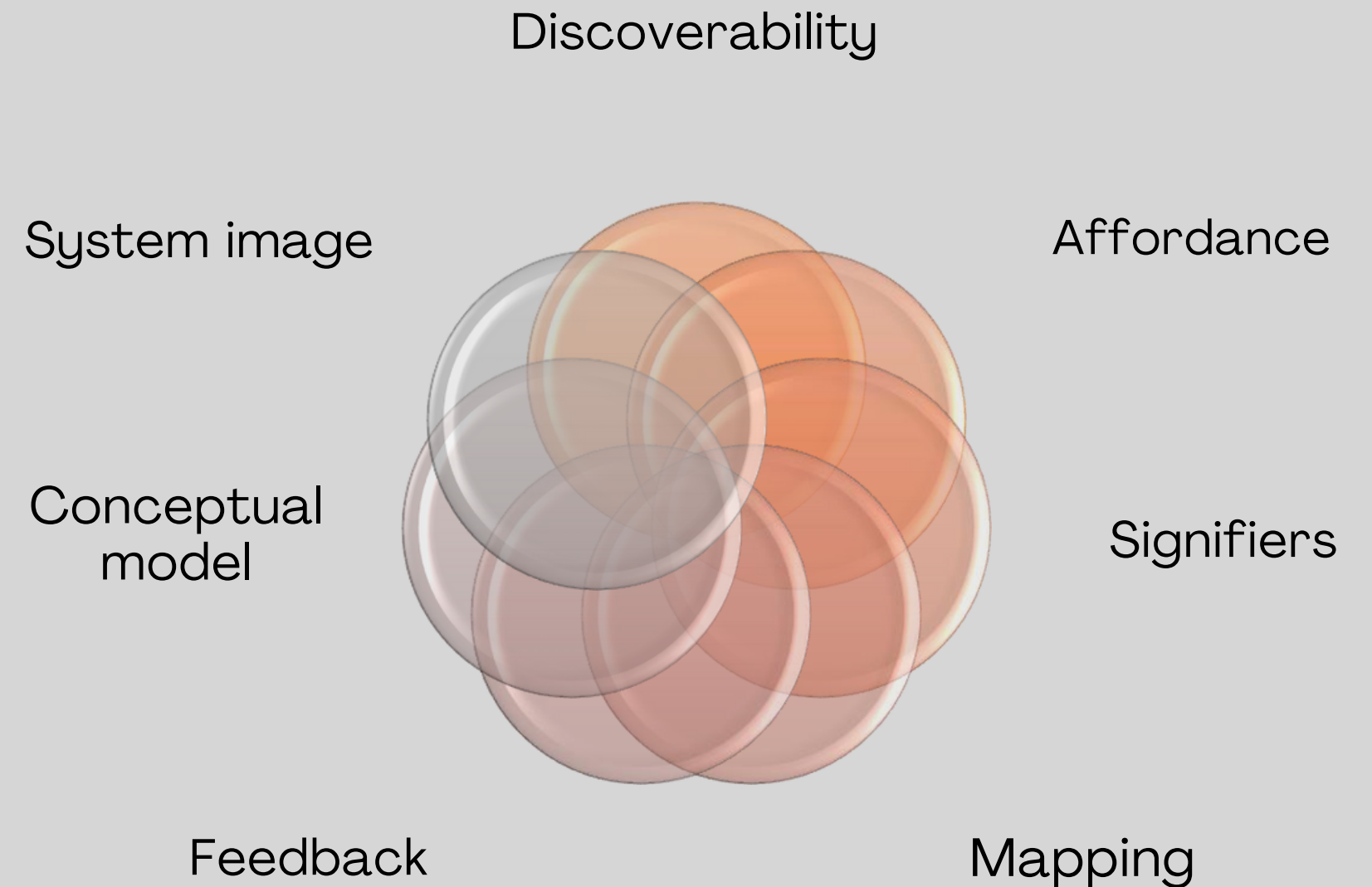
- **Is it possible to figure out what actions are possible?**
- **Is it possible to figure out how to perform them?**





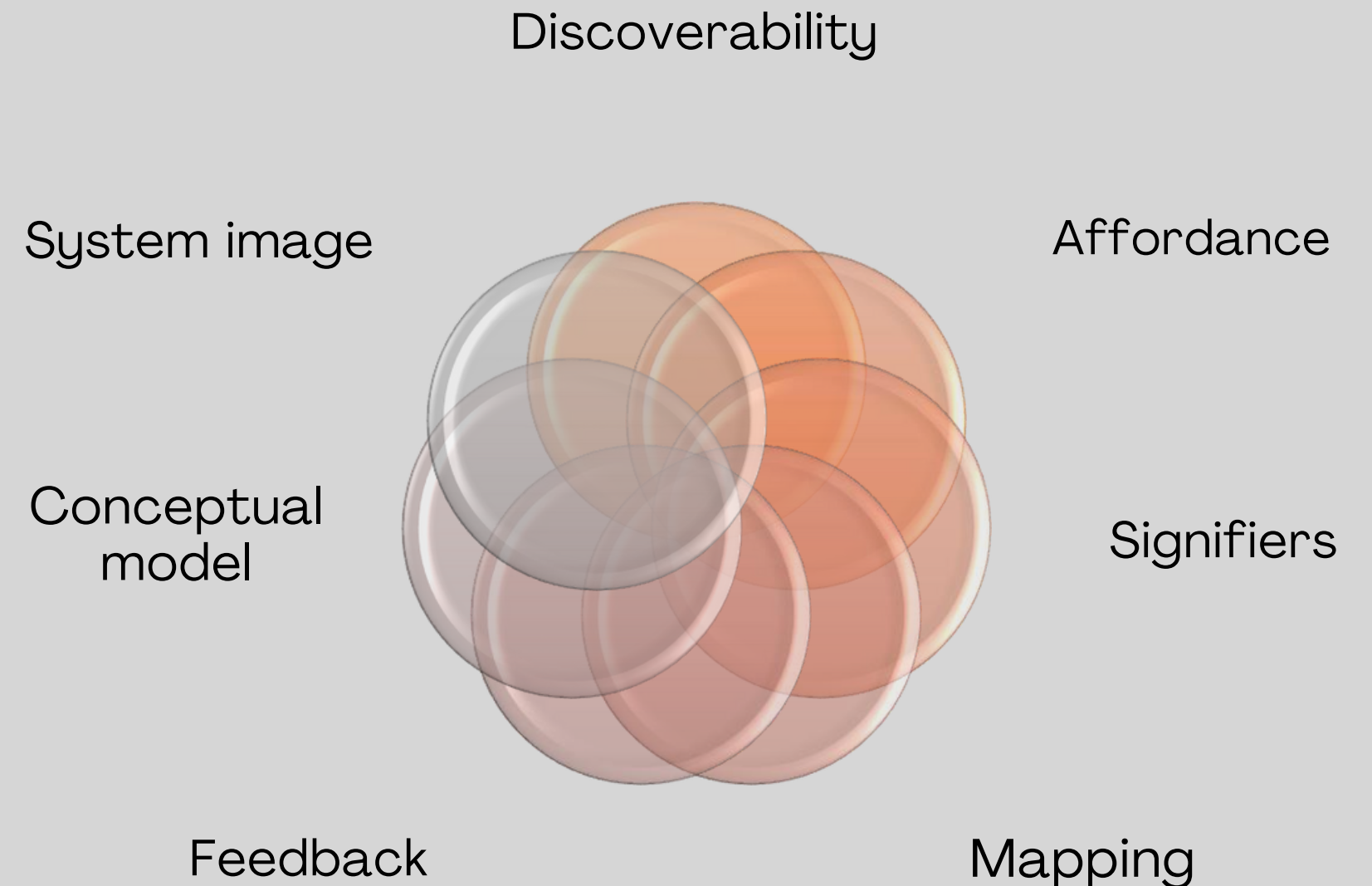
# UNDERSTANDING

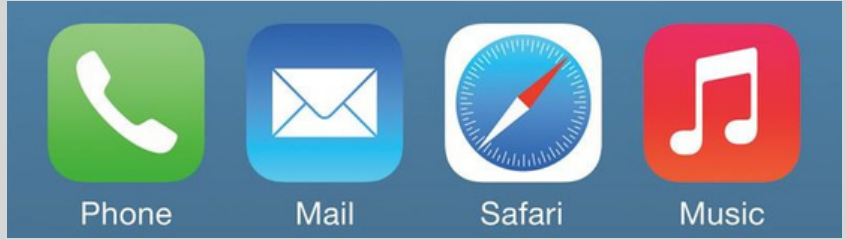
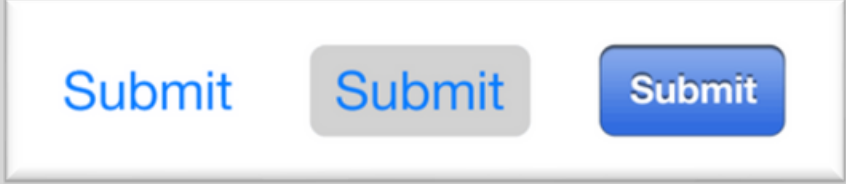
- ***What does it all mean?***
- ***How is the product supposed to be used?***
- ***What does everything mean?***



# AFFORDANCES

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



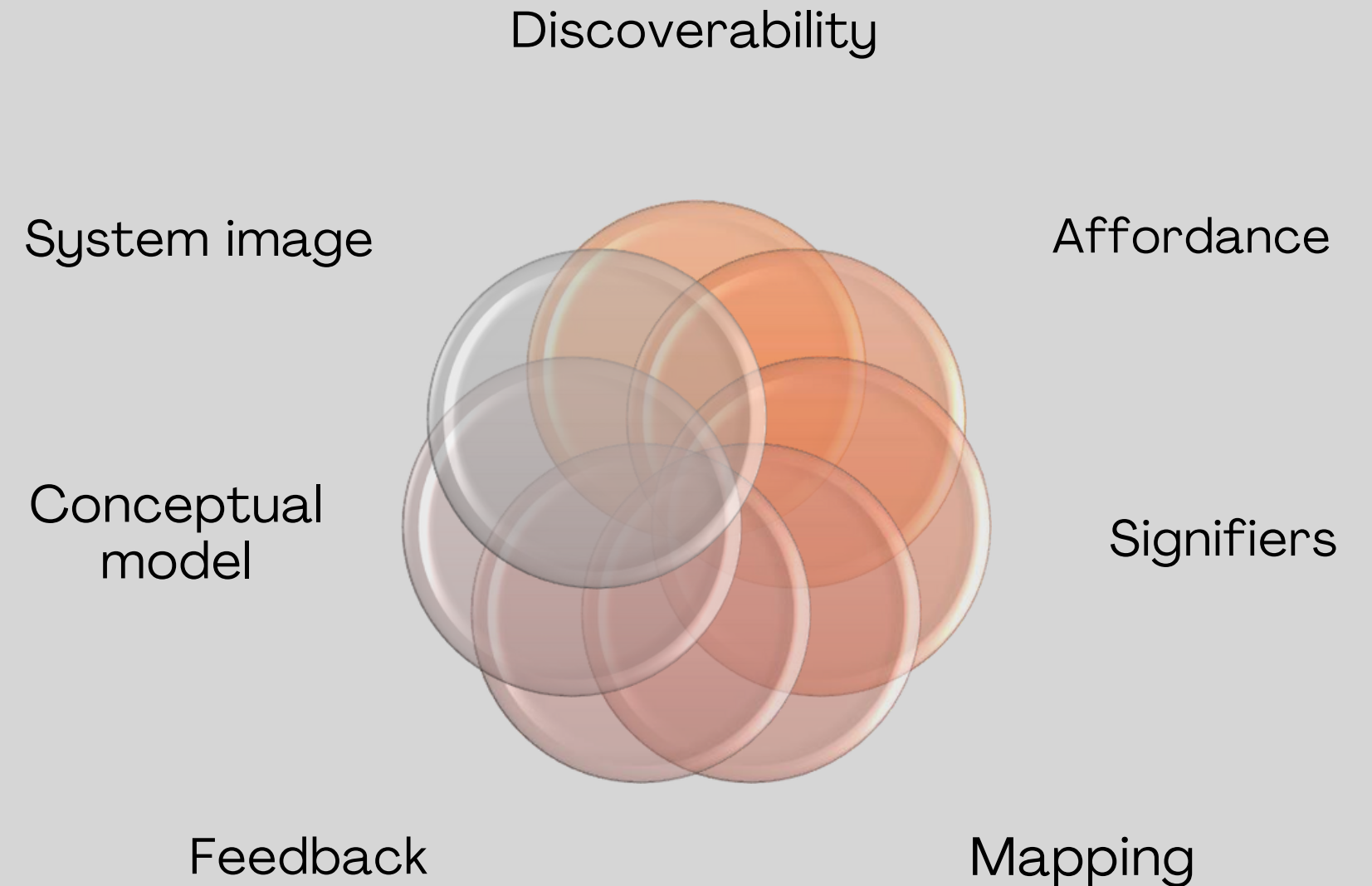


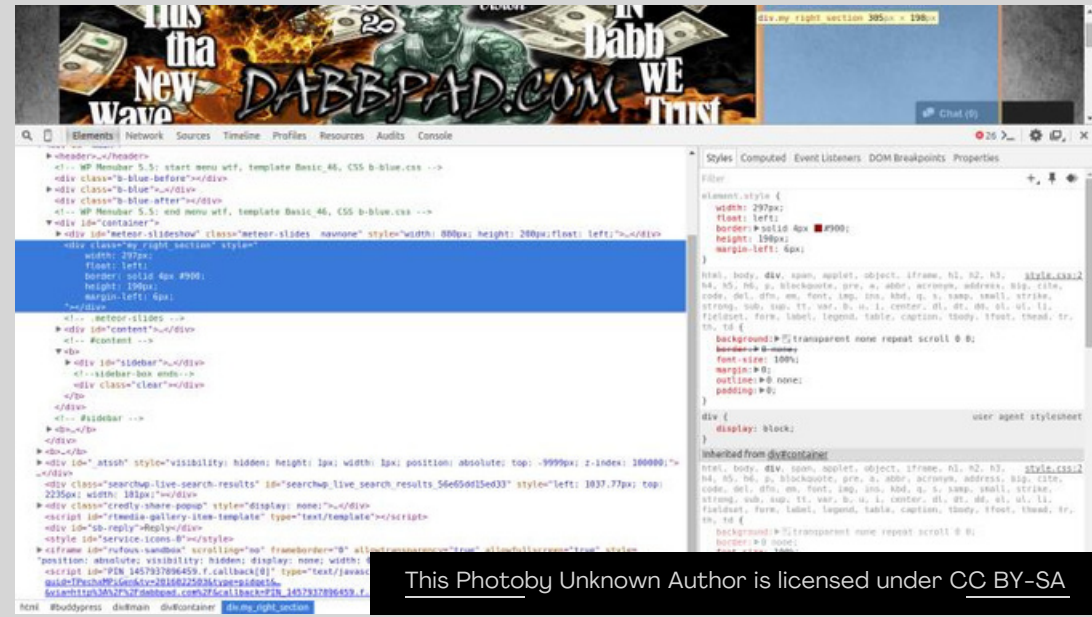
# AFFORDANCE EXAMPLES

---

# SIGNIFIERS

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





# SIGNIFIER EXAMPLES

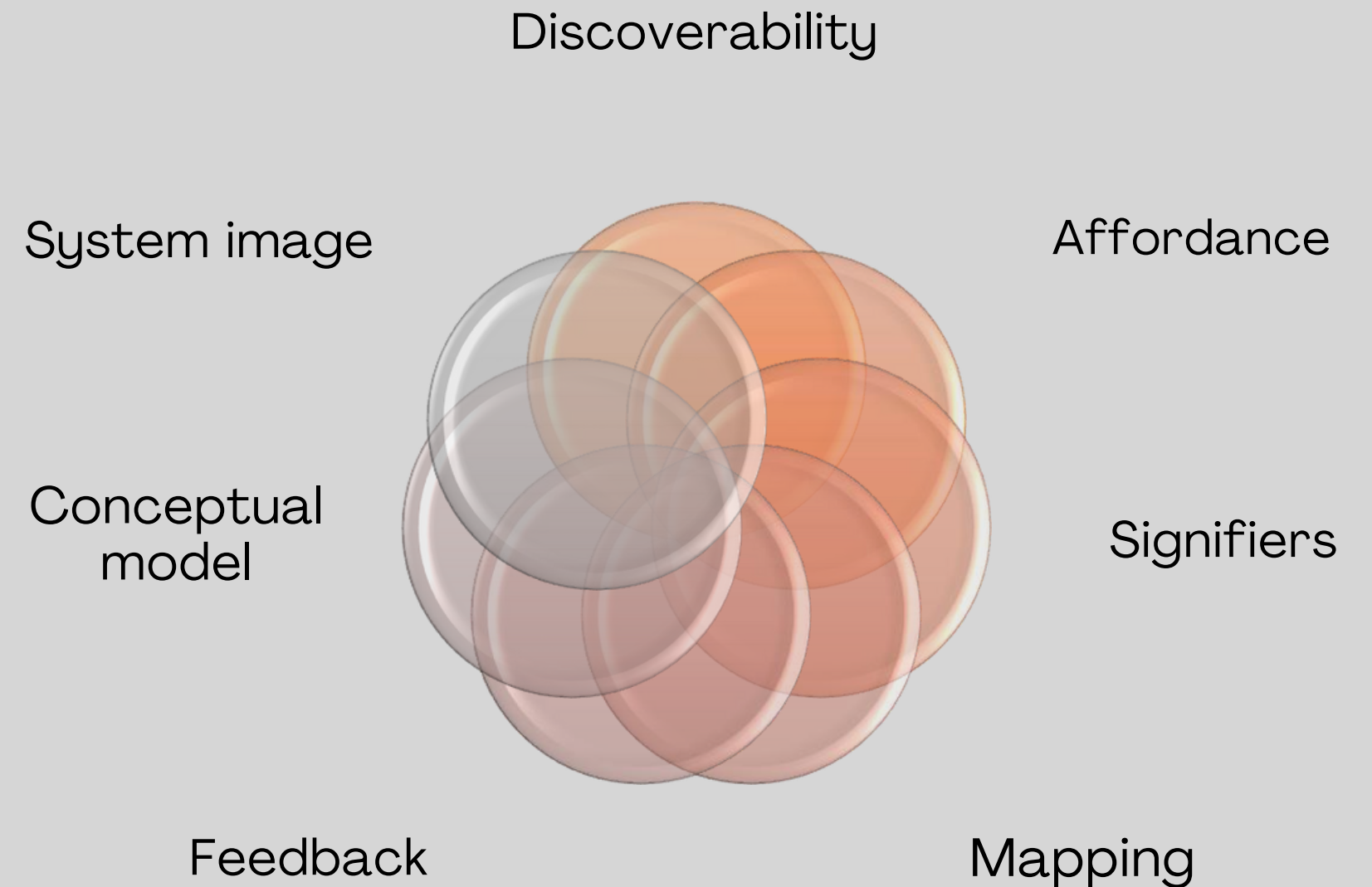


## **AFFORDANCES VS. SIGNIFIERS**

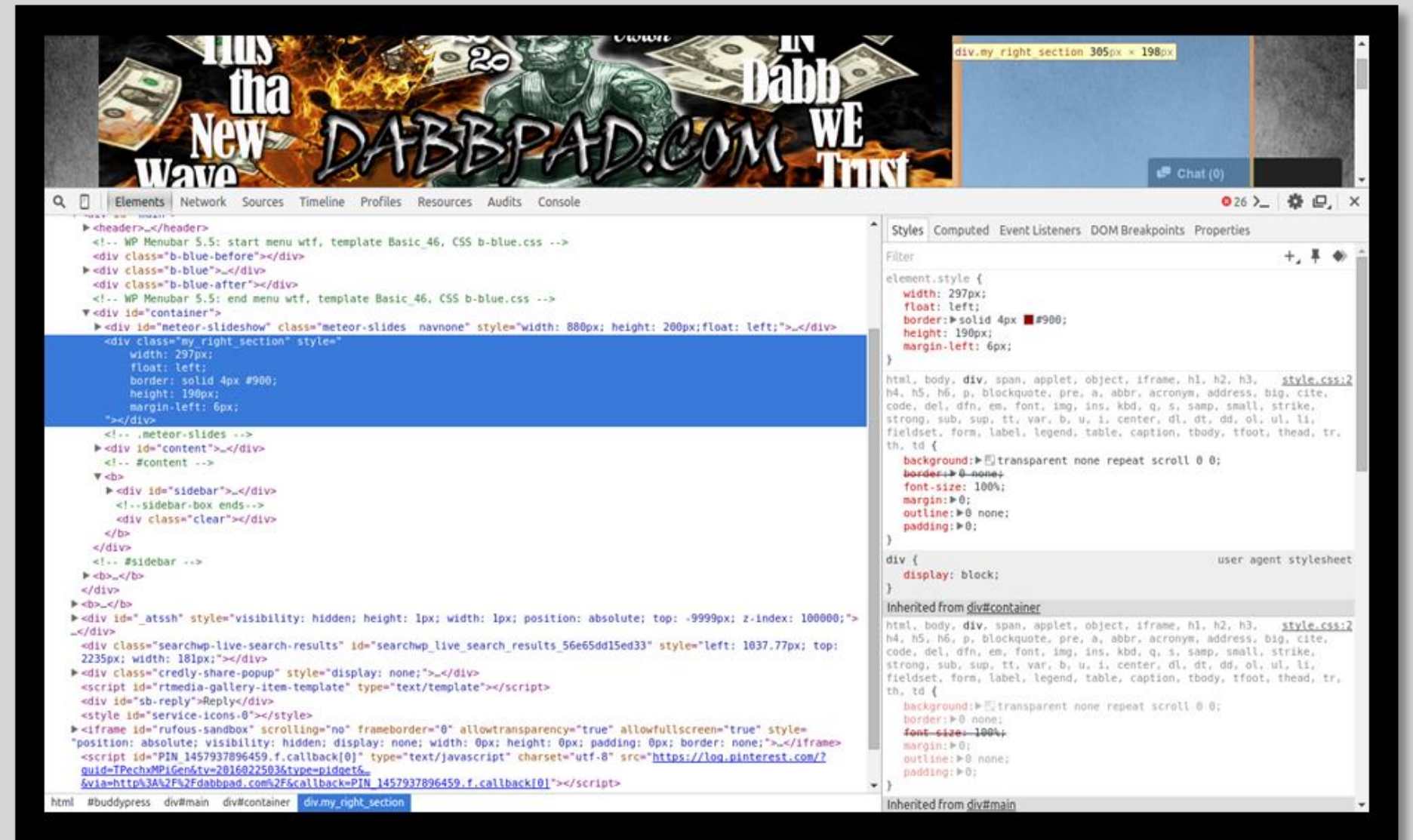
- Affordances determine what actions are possible. “Afford the ability to do something”
- Signifiers communicate where the action should take place. “Signify what to do”

# MAPPING

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



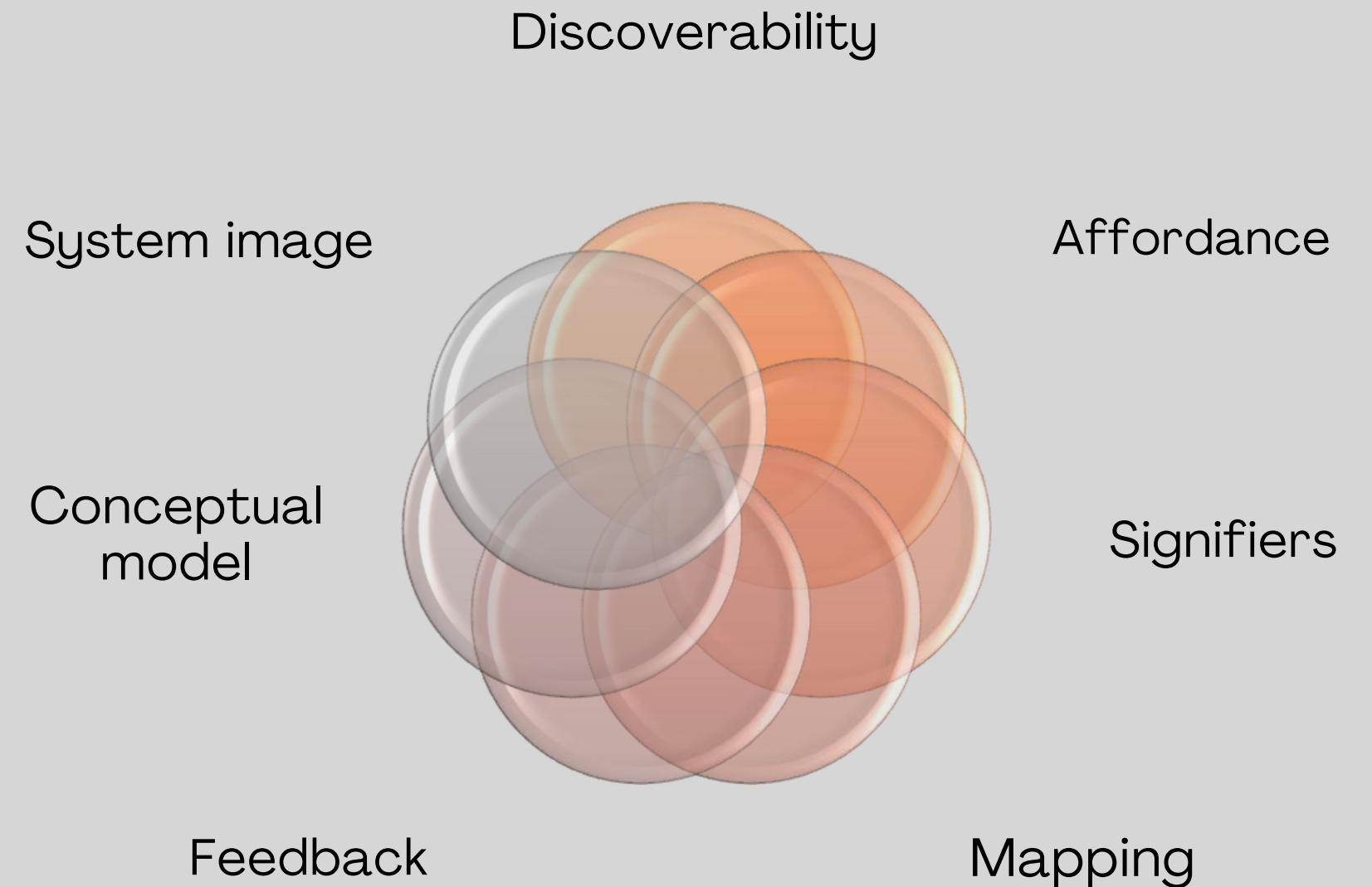
# MAPPING EXAMPLES





# FEEDBACK

- **Communicating** *the results of an action*
- **Immediate**
- **Informative**

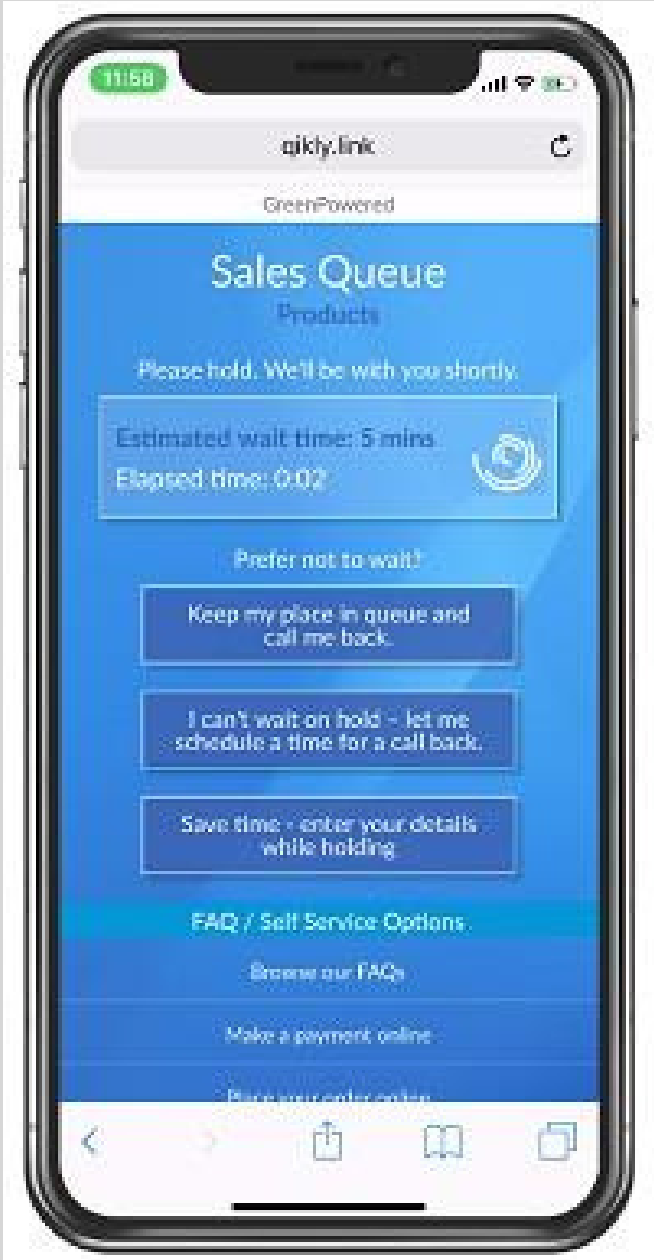


**Google** Error

## Server Error

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

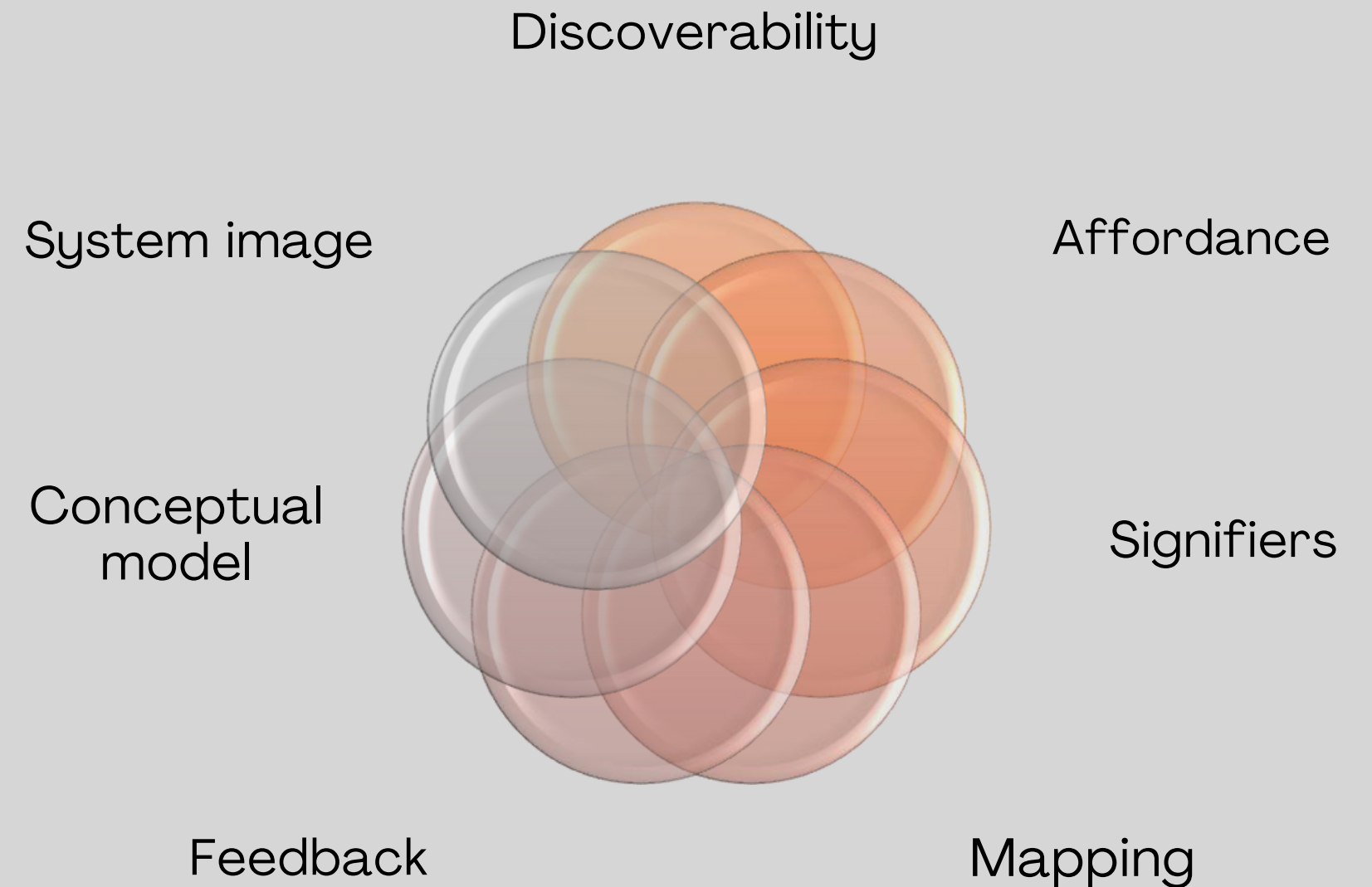
Please try again in 30 seconds.



# FEEDBACK EXAMPLES

# CONCEPTUAL MODEL

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





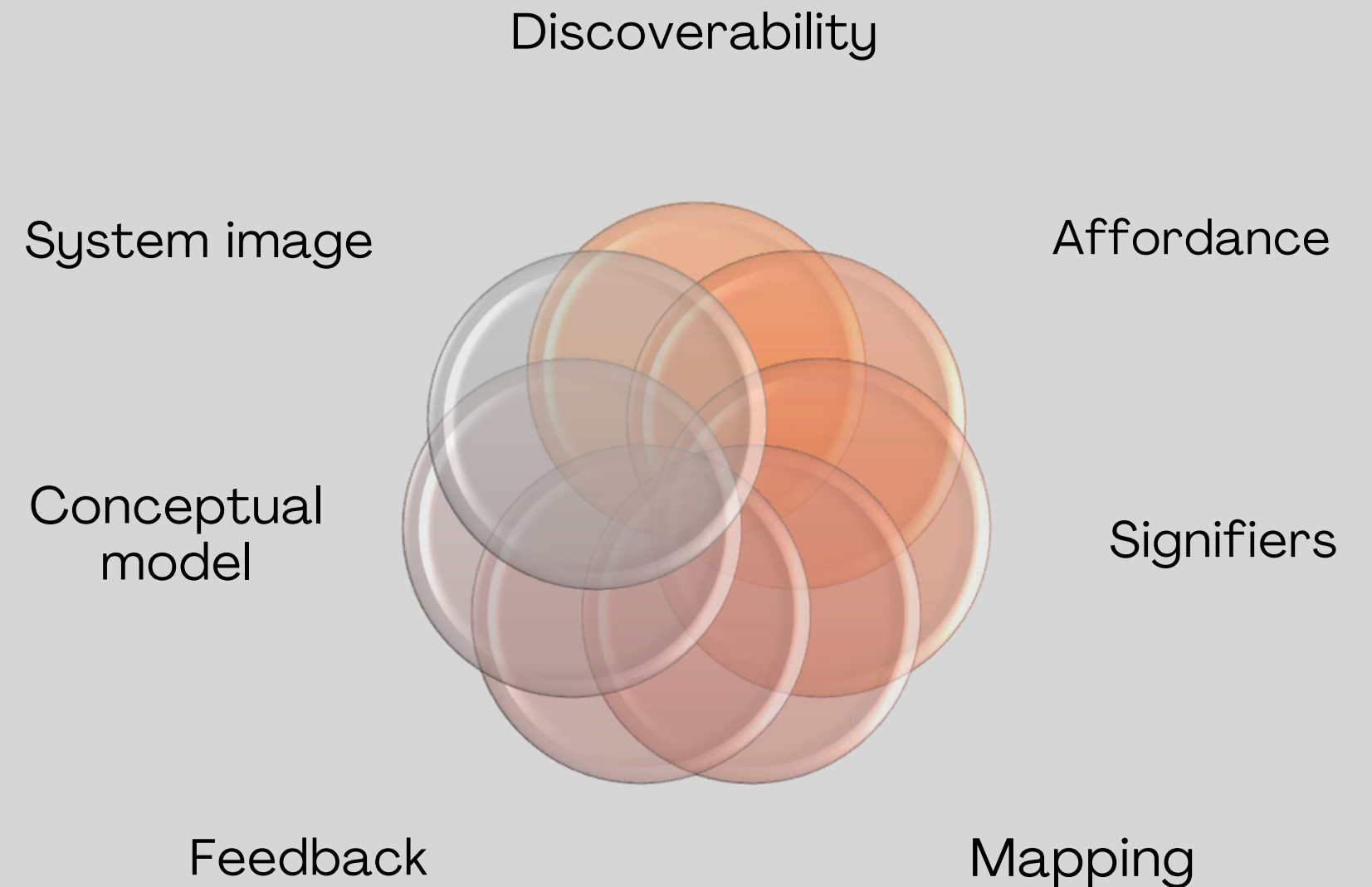
# CONCEPTUAL MAP EXAMPLES

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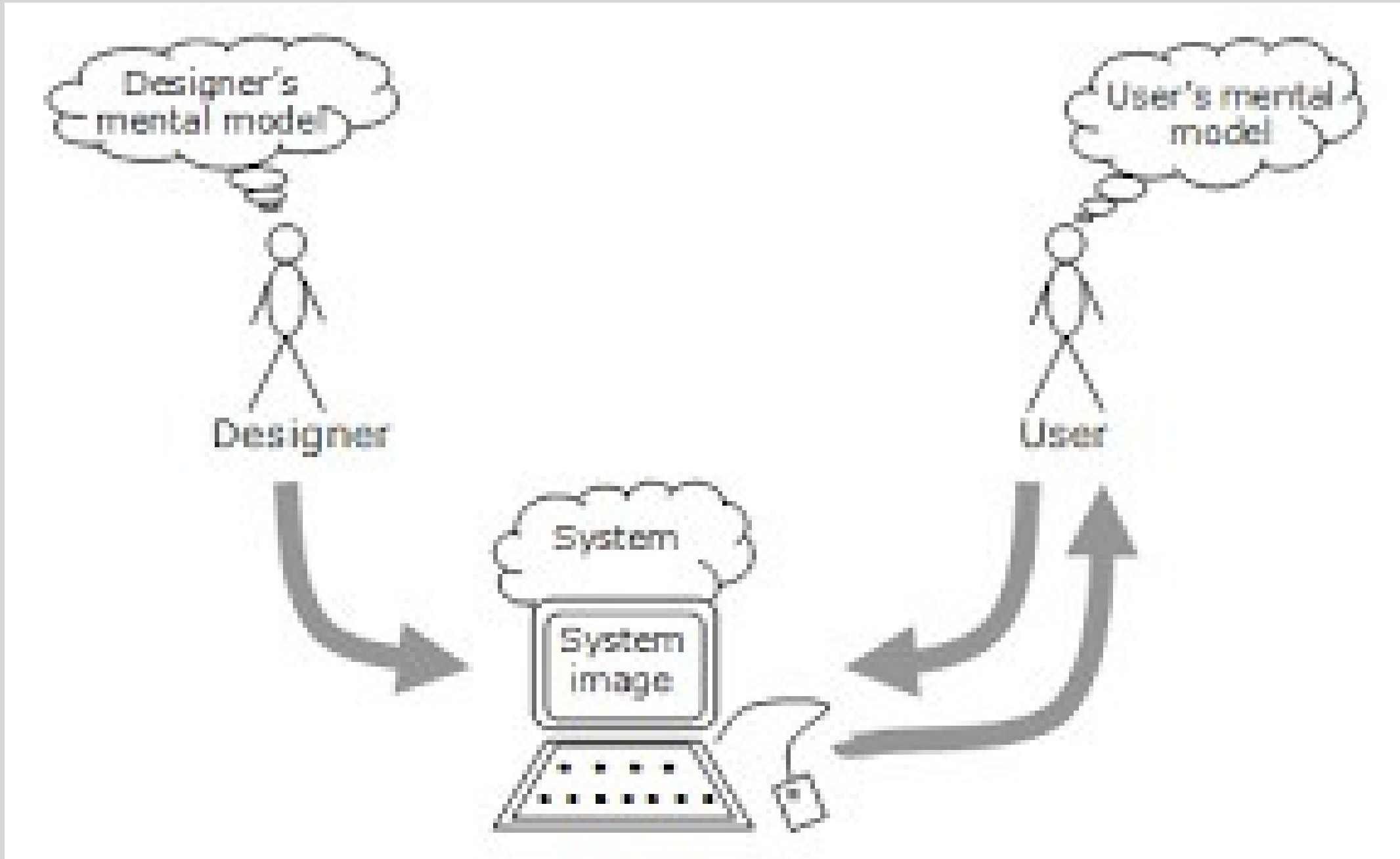


# SYSTEM IMAGE

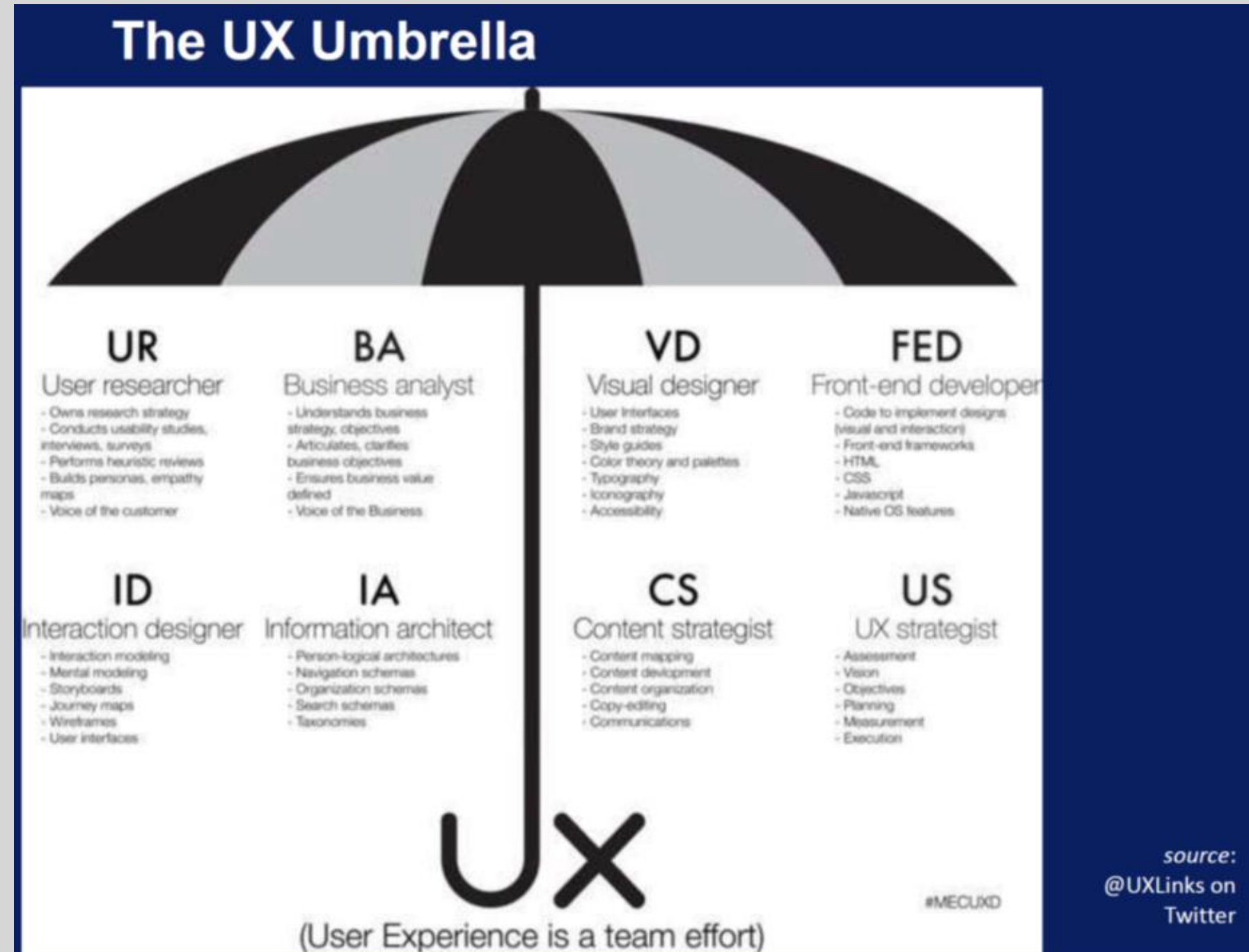
- ***Designer's Concept***
- ***User's Concept***
- ***Communication is the key***



# SYSTEM IMAGE



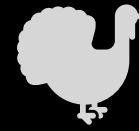
# WHY SHOULD YOU CARE?





# 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!