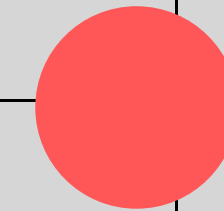
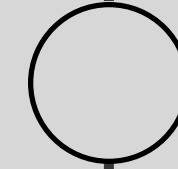


**USER
EXPERIENCE
DESIGN**

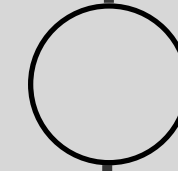


EXAM 1 REVIEW



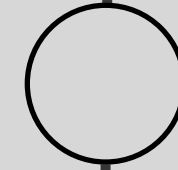
DIGITAL PRODUCT MANAGEMENT

The role in an organization in which the employee must be able to deliver products that align with business goals, balance multiple stakeholders' needs and empathize with users



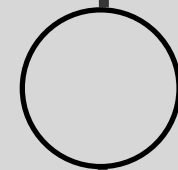
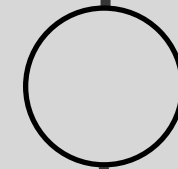
MAPPING

The Norman UX concept that represents the relationship between the elements of two sets of things, for instance the design and layout of controls and displays.

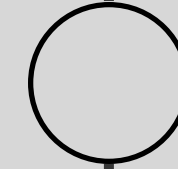


ADDITIONAL NORMAN CONCEPTS

Discoverability, affordance, conceptual model, understanding, feedback, signifier

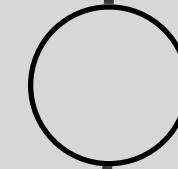


EXAM 1 REVIEW



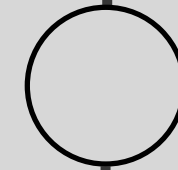
AGILE PM METHODOLOGY

Preferred to waterfall methodology in design in 2023.



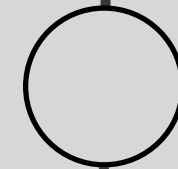
AFFORDANCES

determine what actions are possible.

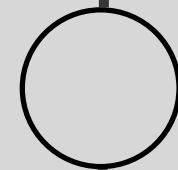


SIGNIFIERS

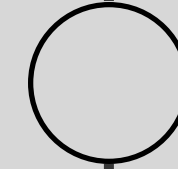
communicate where the actions should take place.



FEEDBACK, MISTAKE, SLIP

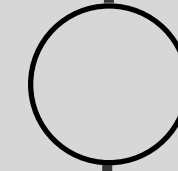


EXAM 1 REVIEW



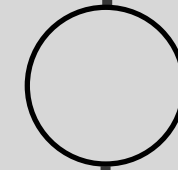
GULF OF EVALUATION

The gulf of evaluation is the degree to which the system provide representations that can be directly perceived.



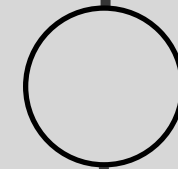
GULF OF EXECUTION

The gulf of execution is the degree to which the interaction possibilities of a system or correspond with what that person perceives Is possible to do with the system.



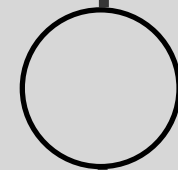
7 STAGES OF ACTION

forming the goal, forming the intention, specifying an action, executing the action, perceiving the state of the world, interpreting the state of the world and evaluating the outcome.



LEVELS OF PROCESSING

visceral - user makes quick judgements
behavioral - Learned skills triggered by situations that match appropriate patterns
reflective - Conscious cognition and deep understanding of actions



NORMAL DESIGN PRINCIPLES

1. Visibility

Users should know, just by looking at an interface, what their options are and how to access them. This is particularly important in mobile applications because it is a challenge to make everything visible within the limited screen space; hence, it is essential to include only the options that are needed. For example, a log-in screen only needs information about logging in or signing up, so cluttering it with other information would go against the visibility principle.

2. Feedback

The user must receive feedback after every action they perform to let them know whether or not their action was successful. For example, changing the icon on the tab to a spinner to indicate that a webpage is loading.

3. Affordance

Affordance is the link between how things look and how they're used. For example, a coffee mug has high affordance because you instantly know how to hold it just by looking at it. The same is true for digital applications; the design should be intuitive enough that the users know how to access their desired information just by looking at the interface.

4. Mapping

Mapping is the idea that, in a good design, the controls for something will closely resemble their effect. This is best understood with the vertical scroll bar; it tells you where you currently are, and the page moves down at the same pace and sensitivity as the vertical bar. A non-digital example is of a modern stovetop whose control knobs are arranged in the same order as the burners. This way, you will know exactly which knob operates which burner.

5. Constraints

Constraints restrict a particular form of user interaction with an interface. This is essential because the user could become overwhelmed with the range of possibilities available through an interface. An example of a constraint is an online form that does not allow users to enter letters into a phone number field.

6. Consistency

People learn new things and manage better when they recognize patterns. Consistency is key for these patterns to be recognized and learned by users. If similar-looking things do not produce a similar output, the user is bound to become frustrated. For example, if a website's buttons are protruding boxes with labels on them, then all of the website's buttons should look like that. Similarly, if a backward arrow denotes the back button, then it should not be changed to something else because that would be inconsistent with what the user has learned.

7 Stages of Action Checklist



Discoverability—is it possible to discover what actions are possible

Feedback-Full and continuous info about the actions and current state

Conceptual Model—Design projects all of the info needed and enhances discoverability and execution

Affordances—desired actions are possible

Signifiers—Ensure discoverability and feedback is well communicated

Mappings—relationships between controls and actions follow good principles

Constraints—Physical, logical semantic and cultural constraints guide actions & are easy to interpret