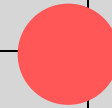


USER EXPERIENCE DESIGN



THOUGHTS...

“People invariably object and complain whenever a new approach is introduced into an existing array of products and systems. Conventions are violated: new learning is required.

The merits of the new system are irrelevant: it is the change that is upsetting. “ Norman p. 149

What happens to your knowledge when a system changes?

In the head?

In the

world?

INTERACTION DESIGN

There's a fine line between an interaction that works and one that is usable.

Great UX executes interaction well

Question:

Is it better to design an aesthetically pleasing interaction or one that works? Which will lead to better success?

INTERACTION DESIGN

Interaction design (IxD) is defined by the Interaction Design Association (IXDA) as “the structure and behavior of interactive systems. Interaction designers strive to create meaningful relationships between people and the products and services they use, from computers to mobile devices to appliances and beyond.”

Experience is critical, for it determines how fondly people remember their interactions. —Don Norman

GREAT UX

Simple clearly
defined goals

Strong purpose

Intuitive

Minimum necessary
to complete the task





Location



Bookmark



Calendar



Home



Music



Watch



Computer



Folder



File



Search



Compose



Print



Trash



Video Player



Grid View



Camera



ID



Gift



Suitcase



Success



Menu

RECOGNITION RATHER THAN RECALL

DEFINITIONS

Convention: a way in which something is usually done, especially within a particular area or activity; an established technique

Guideline: a general rule, principle or piece of advice

Standard: Used or accepted as normal, a level of quality or attainment

CONVENTIONS, GUIDELINES, STANDARDS

Conventions

Place the About menu on the right

Guidelines

Informal but widely used

Formal corporate guidelines

The logo can only be used in XXX

Standards

Association or industry body

Government

Types

Accessibility

Privacy

Networking

Others

KNOWLEDGE



In the Head

Memory

Efficient – Readily available

Requires Learning

Ease of use at first encounter is
low Designer has freedom – better
UX

KNOWLEDGE



In the World

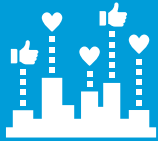
Information is Perceivable, facts & rules

Interpretation substitutes for learning

Less efficient if you have to stop to learn

Ease of use at first encounter is high

Can be ugly –requires a deep skillset



Users have a finite capacity for retention/comprehension



Knowledge in the Head may be limited



Proper planning is required (adding future features)

KNOWLEDGE IN THE HEAD
VERSUS
KNOWLEDGE IN THE WORLD

CONVENTIONS, GUIDELINES & STANDARDS

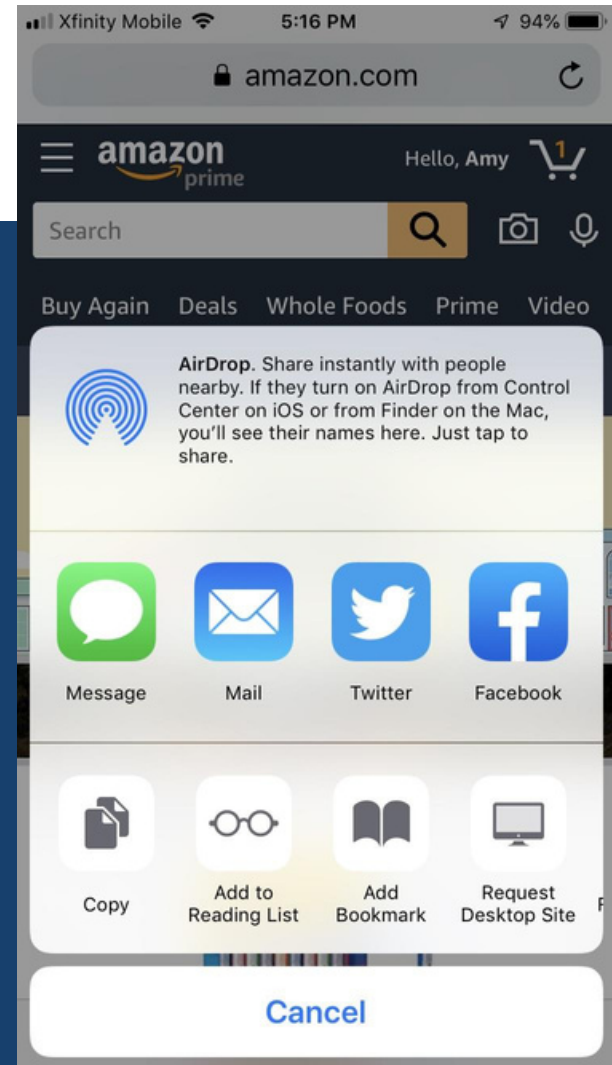
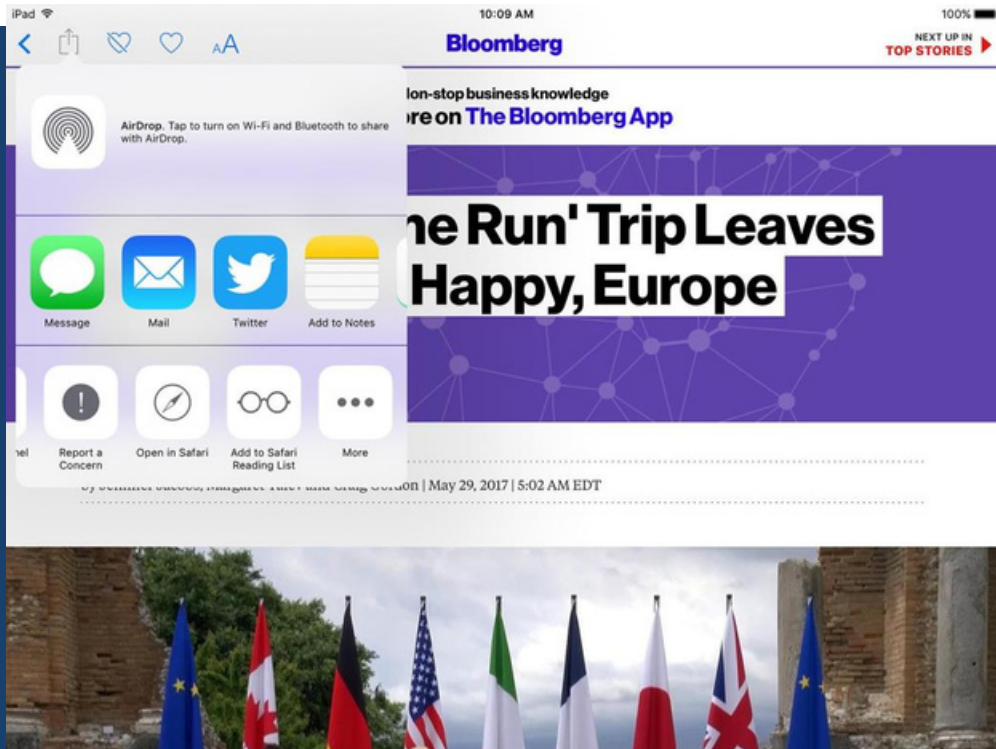
To prevent user error and make an application easy to learn, it is essential that an interaction model be consistent. Consistency improves UX, general usability, and the efficiency with which users can use digital products.

Consistency means using similar elements to achieve similar tasks, and having similar functions and behaviors throughout—a consistent interface is one that follows rules, such as using the same operation to do something.

EXAMPLES

Conforming to a *convention* for example, may be in the way a page is laid out. Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half. Therefore, a site is more likely to be profitable if it follows a conventional layout.

A *standard* could be a breadcrumb trail (an orientation and navigation device that's immediately recognizable), or a global navigation menu across the top of the page as on the [BCC site](#).



APPLE

Modal Sheets

A custom modal sheet is a full-screen view that slides over your app's current screen. Use this type of sheet when you want to present a custom interface modally. The top-left corner of the modal sheet is reserved for the Close button, which dismisses the interface. The Close button is always white.



Retitle the Close button if doing so makes sense. Apple Watch supplies a default title for the Close button, but you can change it to convey a different meaning. The most common alternate titles for this button are Done and Dismiss.



Don't use "Back" or "<" in the Close button title. You don't want your custom Close button title to mislead users into thinking that the sheet is part of a hierarchical navigation interface.



Don't use the Close button to title the page. If the Close button looks like a page or an app title, or if its title is empty, users won't know how to dismiss the modal sheet.

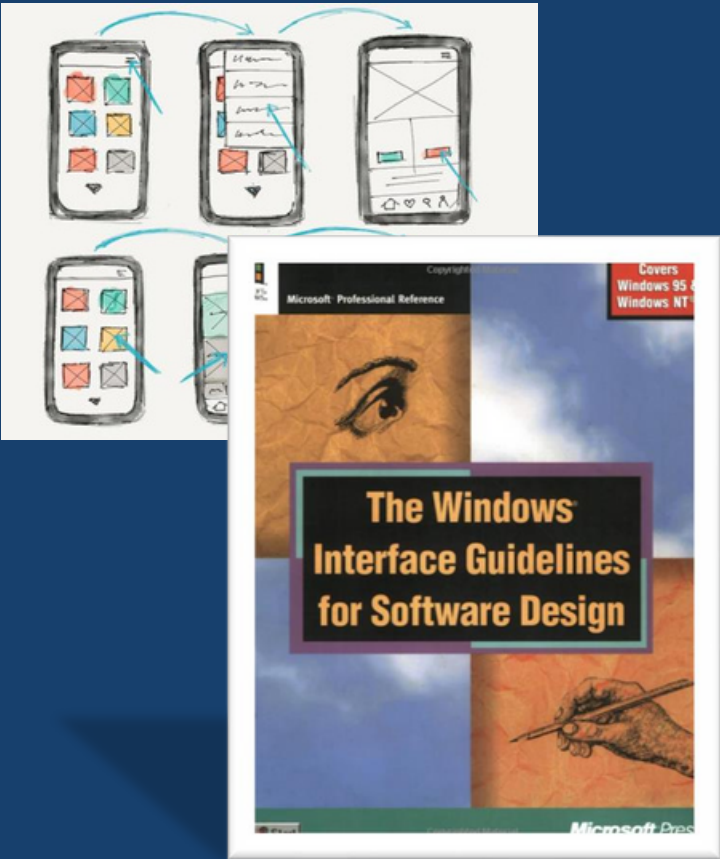


⏮ Play

Avoid displaying a second modal sheet from an existing modal sheet. When users close a modal sheet, they expect to return to the main app interface.

More examples at: <https://developer.apple.com/design/tips/>

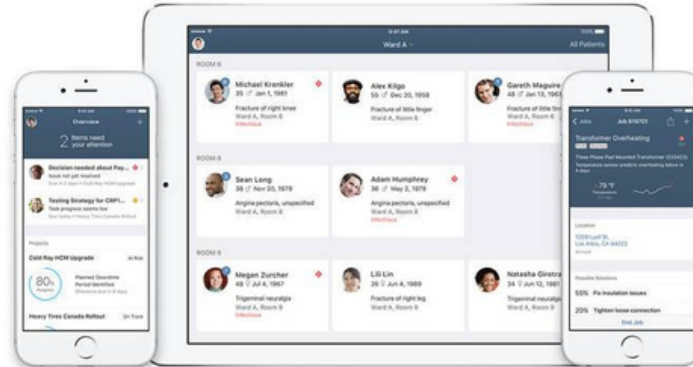
WINDOWS -GUIDELINES



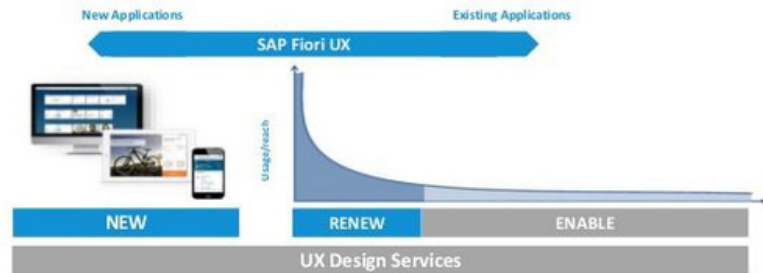
SAP

SAP Fiori for iOS

The iOS platform is one of the most advanced mobile platforms with the best native experience. It is only natural to unify the familiar experience of iOS with the best enterprise user experience of SAP Fiori.



SAP FIORI - UX Strategy and Advantages



Role Based	Responsive	Simple	Coherent	Delightful
Designed for you, your needs and how you work	Supports how and where you work at any time	Focuses on what's important	Provides one fluid, intuitive experience	Makes an emotional Connection

STANDARDS



SUBMIT

JOIN US

Log in

Register

Search

GET THE LATEST

Apply Now

Get started

Sign In

Subscribe

Create an account

SEARCH ▶

Search

LOG IN

Where's My Refund? ▶

Search

Q

SEARCH

Login



Search

Login

More

Feedback ▶

NEED HELP?

Submit

Apply

>

Search



Reset

Learn more

SEARCH



go

Login

Get Weather

Search

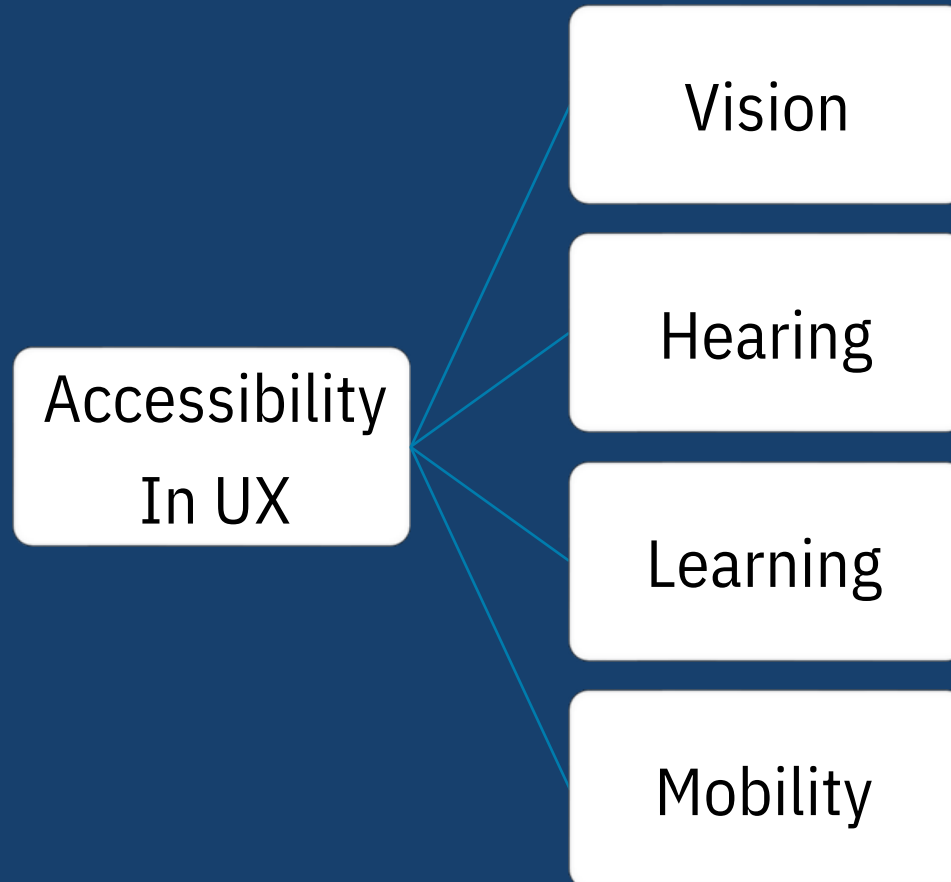
TRY OUR VISA WIZARD ▶

Search

All Outbreaks >

Search

ACCESSIBILITY



WEB CONTENT ACCESSIBILITY GUIDELINES

WCAG –required for federal agencies and their contractors

Not required by law for private companies/contractors –BUT –their sites do have to be accessible

Americans with Disabilities (1973) –most cited law in web accessibility compliance –access of a “technical standard” does not mean sites do not have to be accessible –WCAG provides reasonable accessibility

Color coding or audio signals cannot be the only way of conveying

General Rules:

- Biometrics cannot be the only method for users to identify themselves or control the system.
- Software and hardware must support user controls for closed captions and audio descriptions.

ACCESSIBILITY – WCAG PRINCIPLES

Perceivable

Operable

Understandable

Robust

ACCESSIBILITY –WCAG

Perceivable: All users must be able to perceive your content. If there is audio or video content, you should provide text alternatives. If there is text content, you should provide audio alternatives or a way that assistive technology such as screen readers can consume it for the end-user.

Ask yourself: Is there anything on my site that a deaf, colorblind, low vision or blind user would not be able to perceive?

Operable: All users must be able to operate your site. Most users with disabilities use a keyboard to surf the web using character key shortcuts along the way to navigate, interact with, and access content. Your site should be forgiving to your users if they make a mistake, offering ways to retract, correct, and confirm information.

Ask yourself: Can my site be navigated and operated solely through a keyboard? Do users have control of interactive elements on my site? Are tasks on my site able to be easily and successfully completed?

ACCESSIBILITY -WCAG

Understandable: Screen orientation, consistent layout, gesture customization, element placement and indication. Actionable elements must be clearly indicated.

Ask yourself: Is there anything on my site that a user would not be able to understand how to operate?

Robust: Keyboard functions should match the operation, zoom, captions and larger fonts must be offered.

Ask yourself: Can my site be navigated and operated solely through a keyboard? Do users have control of interactive elements on my site? Are tasks on my site able to be easily and successfully completed?

EXAMPLE

The alt attribute is the HTML attribute used in HTML to specify alternative text (alt text) that is to be rendered when the element to which it is applied cannot be rendered.

The alt attribute is used by "screen reader" software so that a person who is listening to the content of a webpage (for instance, a person who is blind) can interact with this element. Every image should have an alt attribute to be accessible, but it need not contain text. It can be an empty

QUESTION

What is the ALT
attribute?

Convention
Guideline
Standard?





Navigate to any website –
poke around



What are some standards,
conventions, guidelines that
are employed? Why? How
does this enable a
pleasurable experience?



What are some guidelines,
standards, conventions you
can use in your own design?

ICA - DISCUSSION