PROFESSOR HANSBERRY

MIS3506 SPRING 2023

USER EXPERIENCE DESIGN

EXAM 2 REVIEW

CONCEPTUAL MODELS

Formed by users to explain what they observe In the world

AGILE UX DESIGN

work is shared throughout design process

KNOWLEDGE IN HEAD

NOT EASY AT FIRST

KNOWLEDGE IN WORLD

When the user's conceptual model and designer's system image come together for good discoverability by the user, where there is a high level of ease of use at the first encounter, it is likely due to the user's KNWINWRLD

LEARNED HELPLESSNESS

The concept that represents "when people experience repeated failure in a situation and as a result decide they cannot complete the task and stop trying"

EXAM 2 REVIEW

ACCESSIBILITY

During the design phase, asking the questions "Is there anything on my site that a deaf or colorblind user would not be able to perceive?" OR "Can my site be navigated solely through a keyboard?" will ensure that your design meets

STANDARDS

breadcrumb trail, nav at top of the paqge

How does the use of **conventions, standards and guideline**s lead to a pleasurable user experience?

Provide two examples of dark patterns in design.

There are four main principles in the web content accessibility guidelines. What are they?

Agile UX Design

- Frames the UX
- Iterative
- Focus on efficiency
- Team Member Interaction
- Incremental completion

Agile UX Principles

- Designers in continuous collaboration
- Integration of feedback
- Quick huddles/meetings to keep contact
- Not a one size fits all
- Embrace feedback
- Team mentality

The Value of Agile

Individuals and Interactions over processes and tools

Working Softwareover comprehensive documentation

Customer Collaboration over contract negotiation

Responding to Change over following a plan

Agile Principles

Customer satisfaction by early and continuous delivery of valuable software.

Welcome changing requirements, even in late development.

Deliver working software frequently (weeks rather than months)

Close, daily cooperation between business peopleand developers

Projects are built around motivated individuals, who should be trusted

Face-to-face conversation is the best form of communication (co-location)

Working software is the primary measure of progress

Sustainable development, able to maintain a constant pace

Continuous attention to technical excellence and good design

Simplicity—the art of maximizing the amount of work not done—is essential

Best architectures, requirements, and designs emerge from self-organizing teams

Regularly, the team reflects on how to become more effective, and adjusts accordingly

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 ** **The designer's use of what Norman concept indicates that the user can figure out the relationships between controls and actions?**** 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 ba 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** **Physical, cultural, semantic, logical examples**
lConstraints restrict a particular form of user interaction with an interface. This is essential because the user could become overwhelmed with the rang 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 numbe 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. 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.

KNOWLEDGE IN THE HEAD
KNOWLEDGE IN THE WORLD

head - memory, efficient, requires learning

ease of use can be low at first encounter

designer has freedom = better UX

KNOWLEDGE IN THE HEAD
KNOWLEDGE IN THE WORLD

world - Info Is perceivable

interpretation substitutes for learning

ease of use Is high but requires skill set - can be ugly!

THE WORLD ACCORDING TO NORMAN

Discoverability

Affordance

Signifiers

Mapping

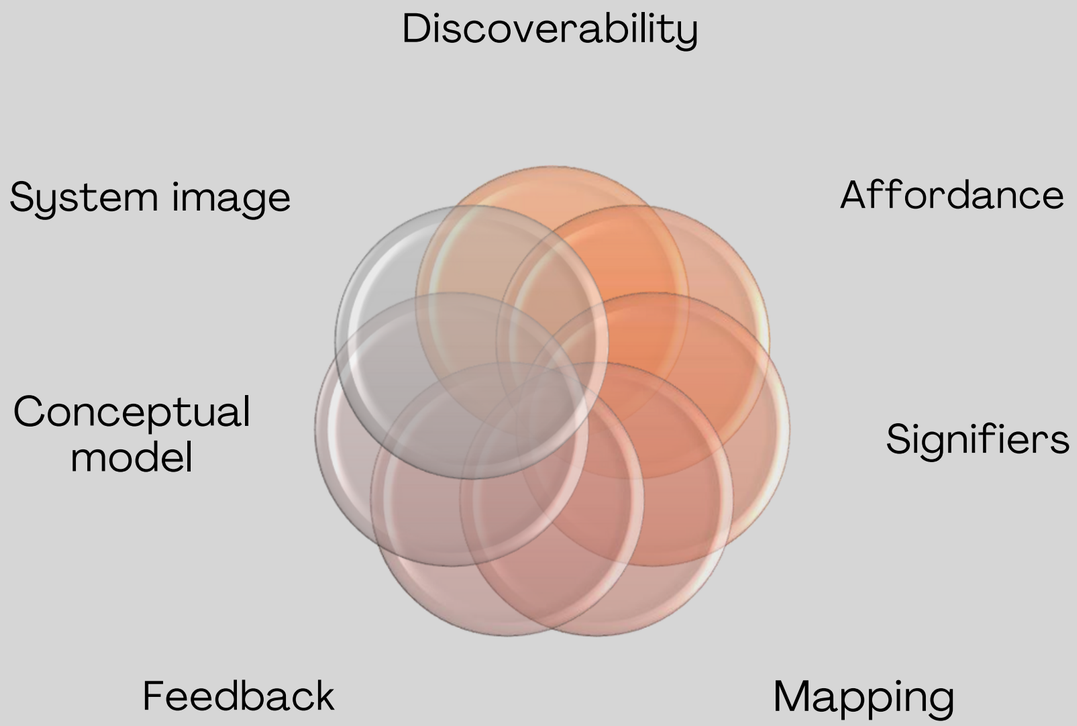
Feedback

Conceptual model

System image

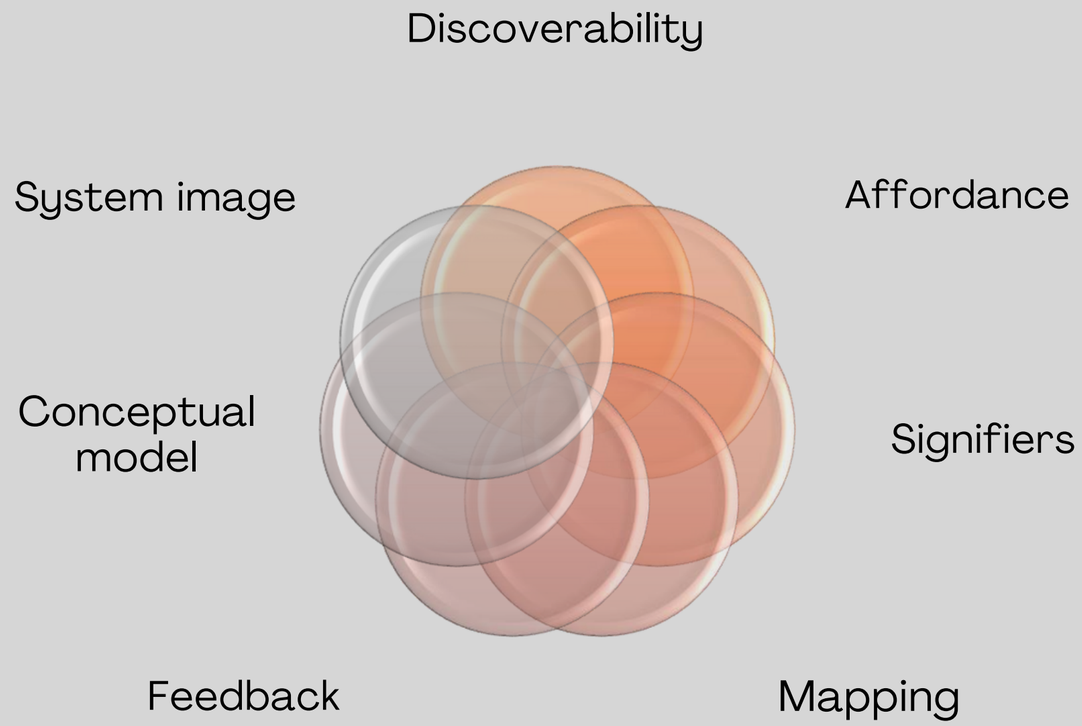
DISCOVERABILITY

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



UNDERSTANDING

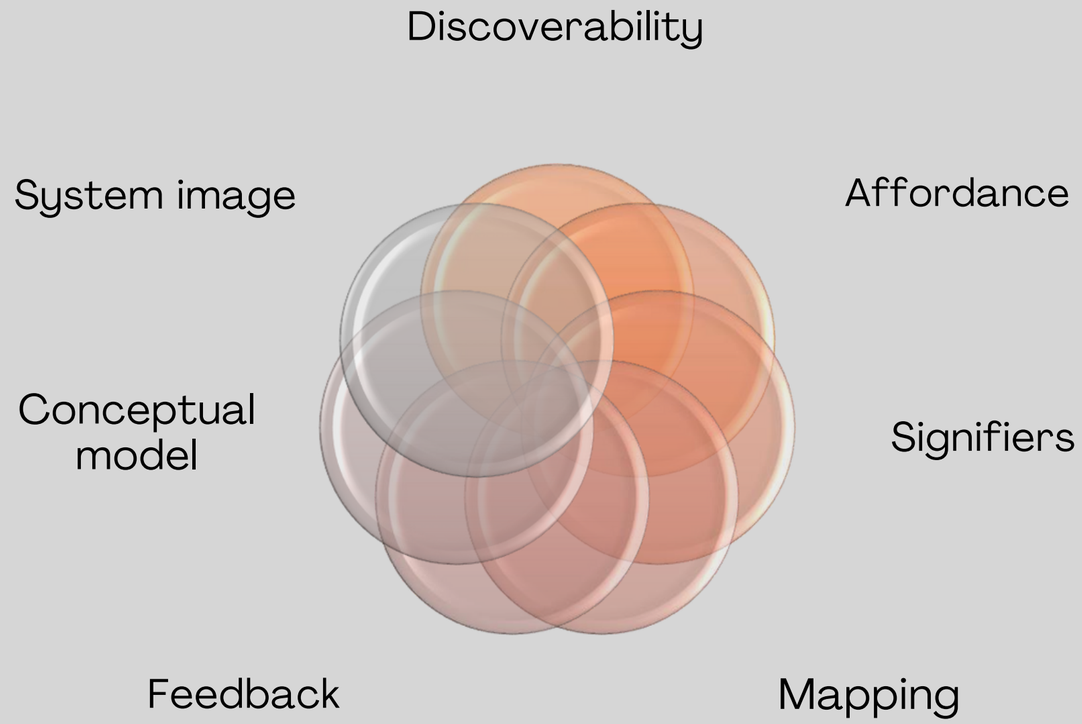
- ***What does it all mean?***
- ***How is the product supposed to be used?***
- ***What does everything mean?***

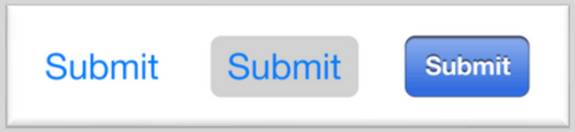


AFFORDANCES

- Relationship between properties and capabilities
- Perceivable
- Critical for designers

  Implied by the design details

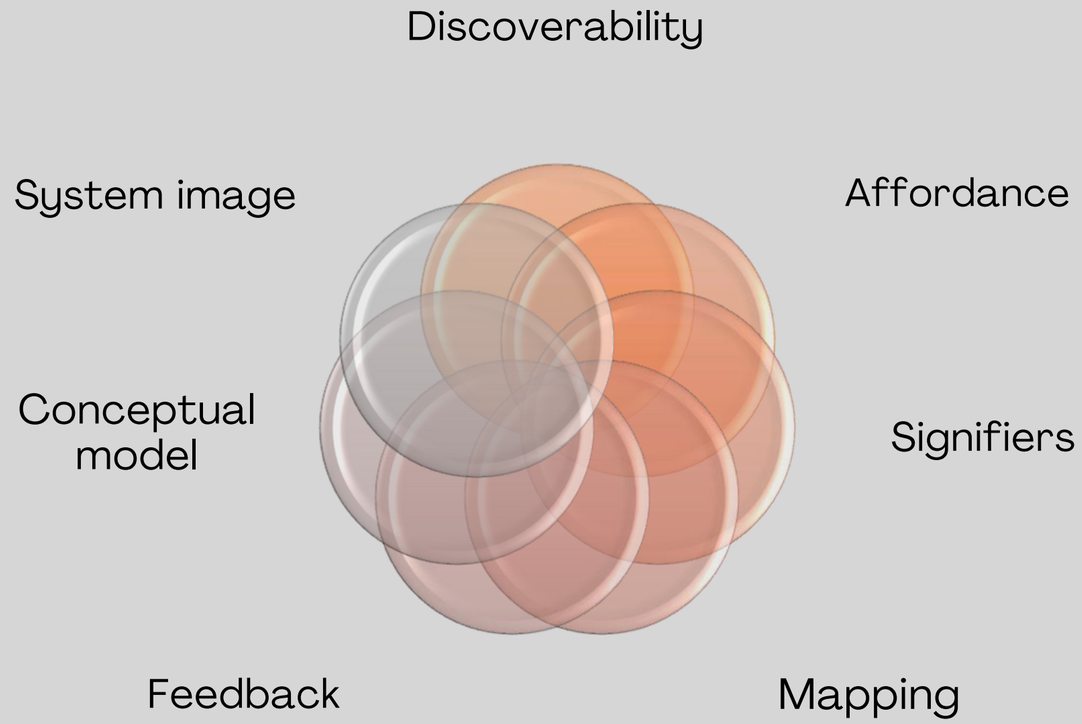


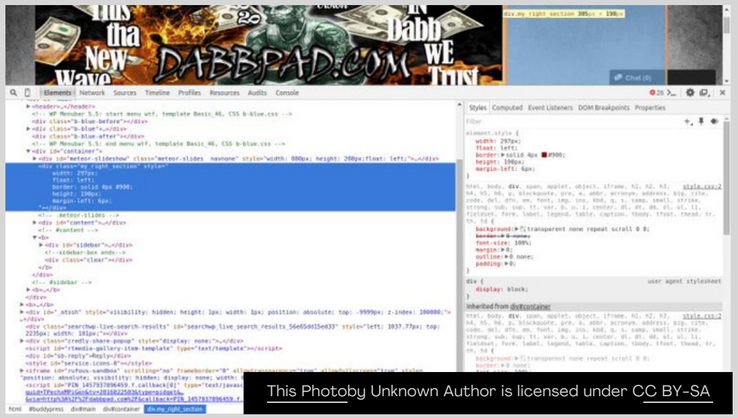


AFFORDANCE EXAMPLES

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

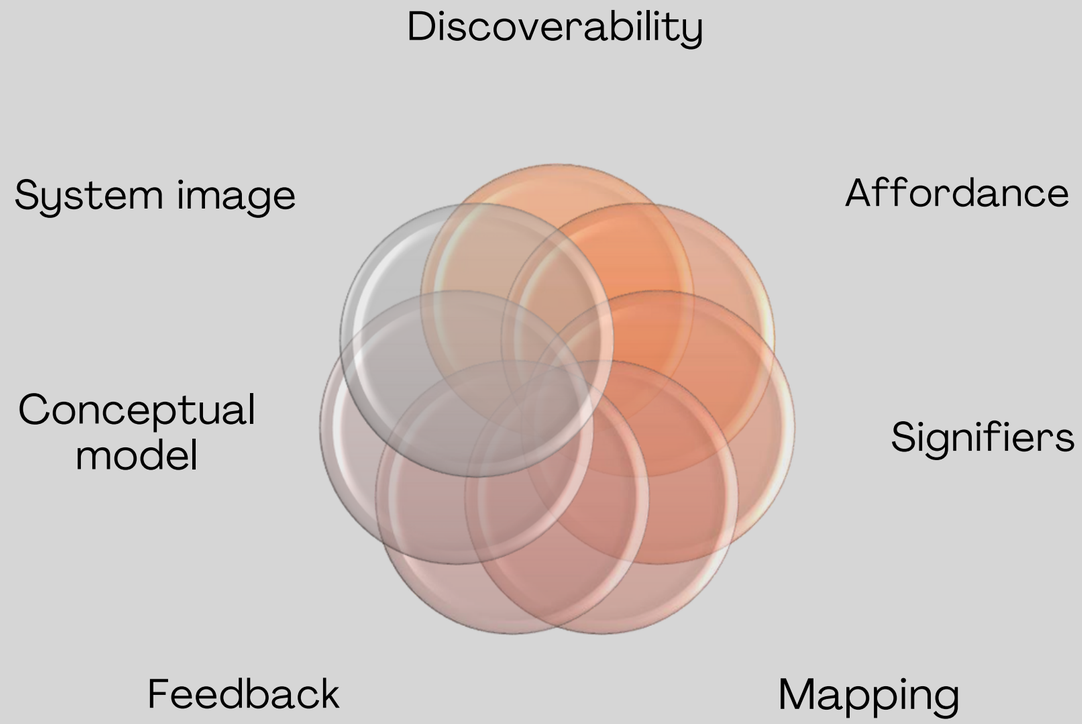
AFFORDANCES VS. SIGNIFIERS

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

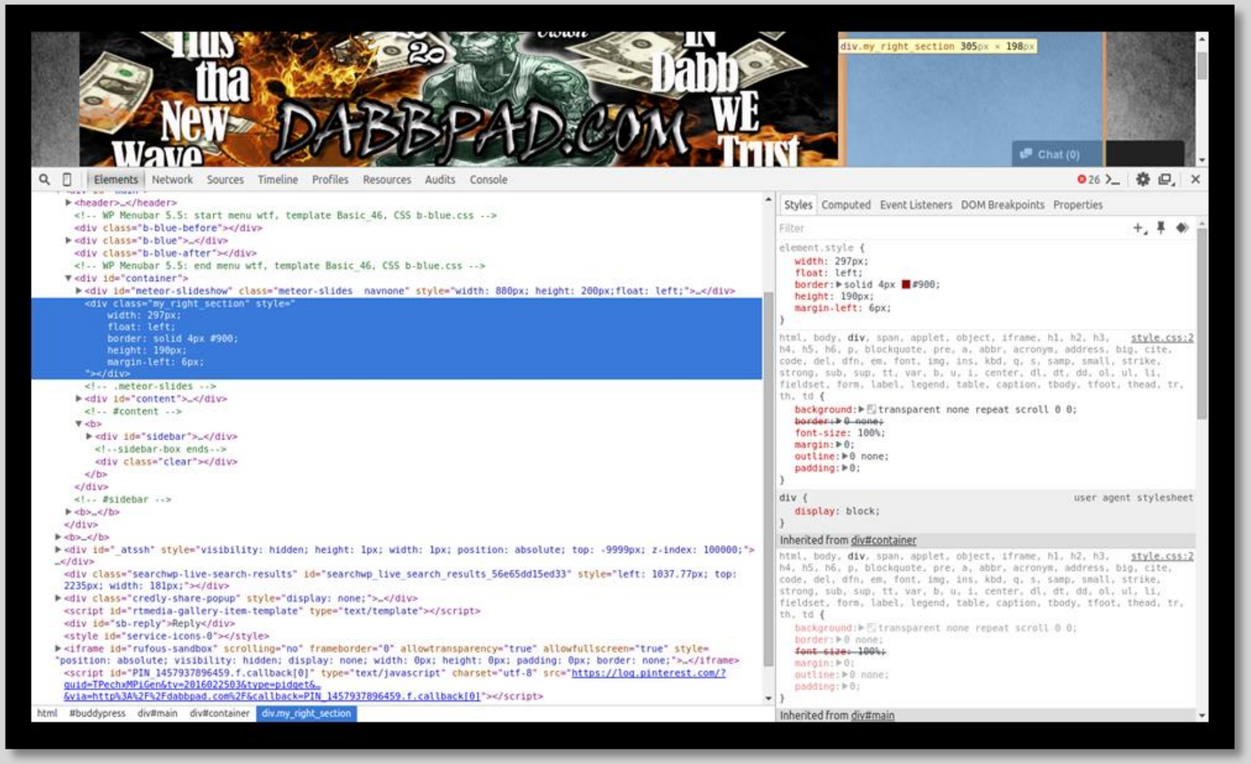
- Signifiers communicate where the action should take place. “Signify what to do”

MAPPING

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

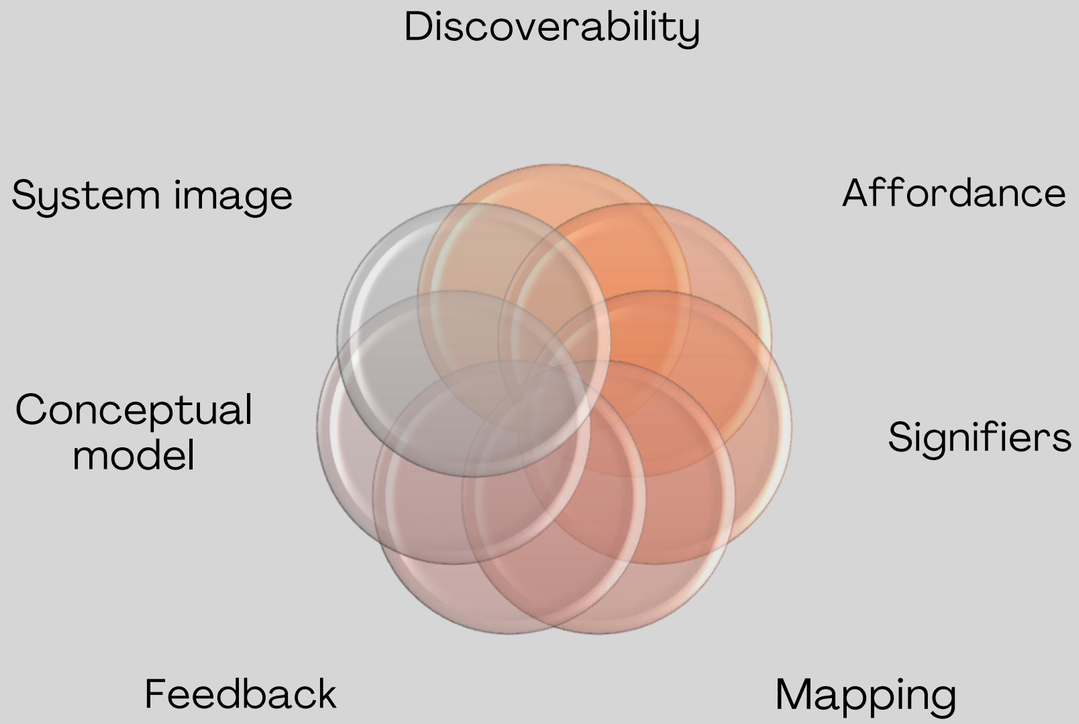


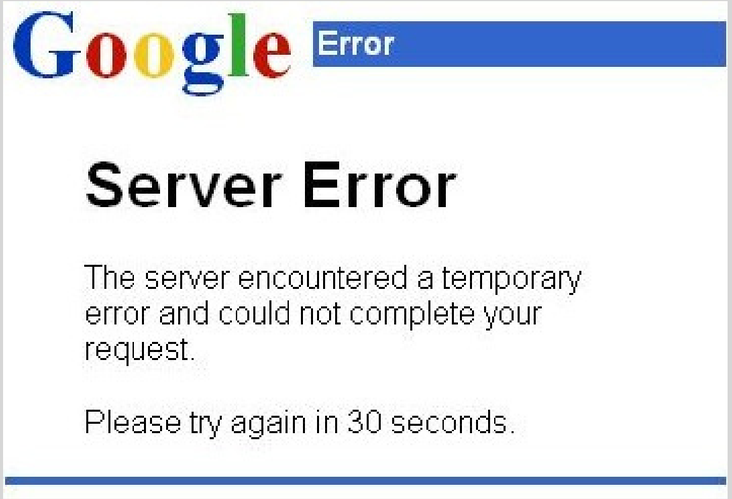
MAPPING EXAMPLES

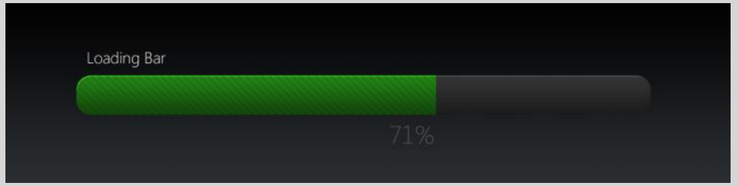


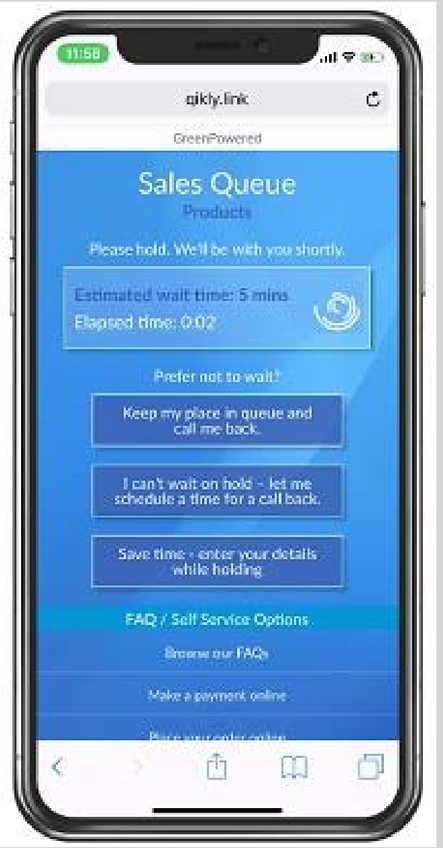
FEEDBACK

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





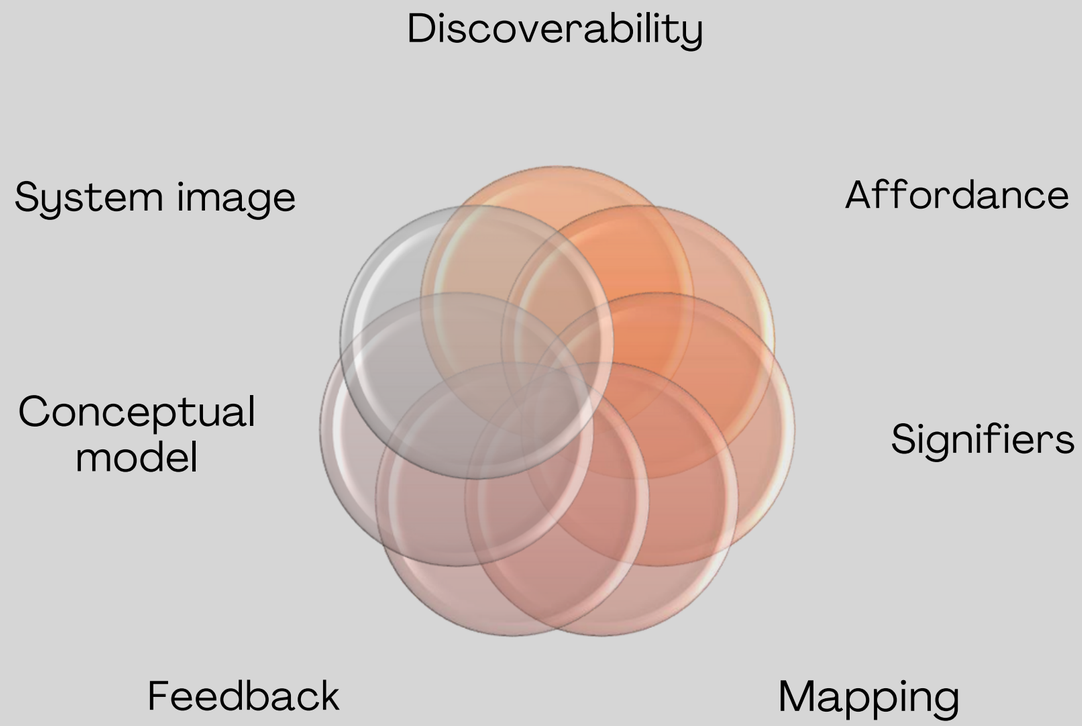




FEEDBACK EXAMPLES

CONCEPTUAL MODEL

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

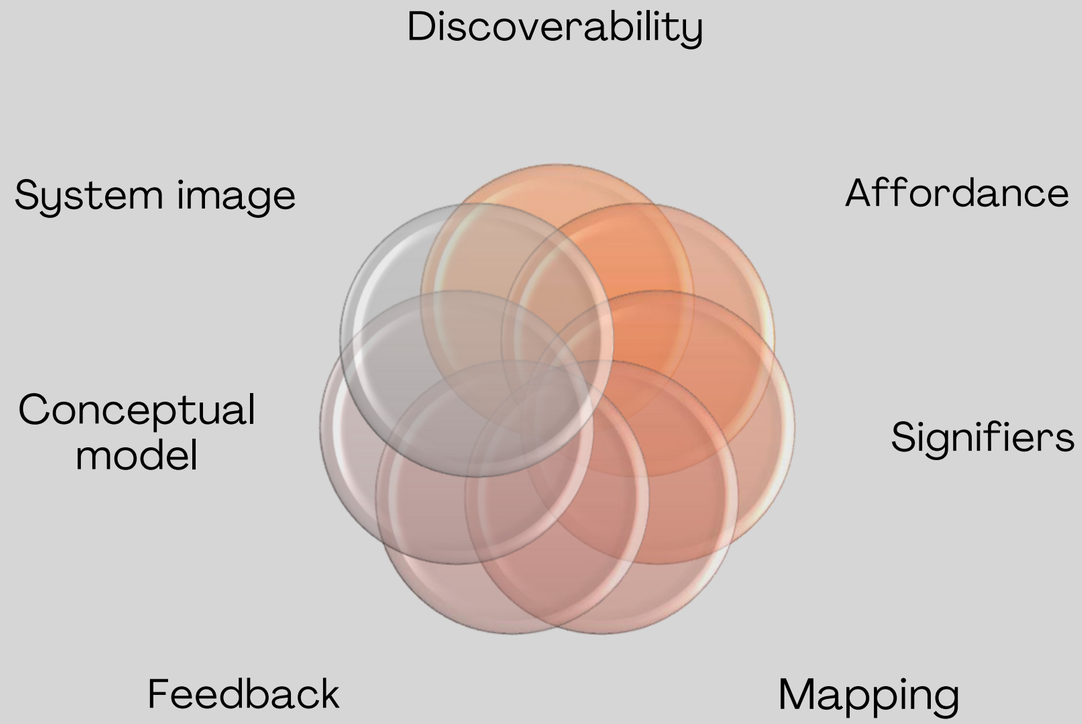


Mental Model

CONCEPTUAL MAP EXAMPLES

SYSTEM IMAGE

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



SYSTEM IMAGE