User Experience Design

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User + Experience

What does the word ‘experience’ mean to you?

UX is what, where, when, why, and how someone uses a product, as well as who that person is.

It’s important to consider the user’s experience so you can…

avoid this...

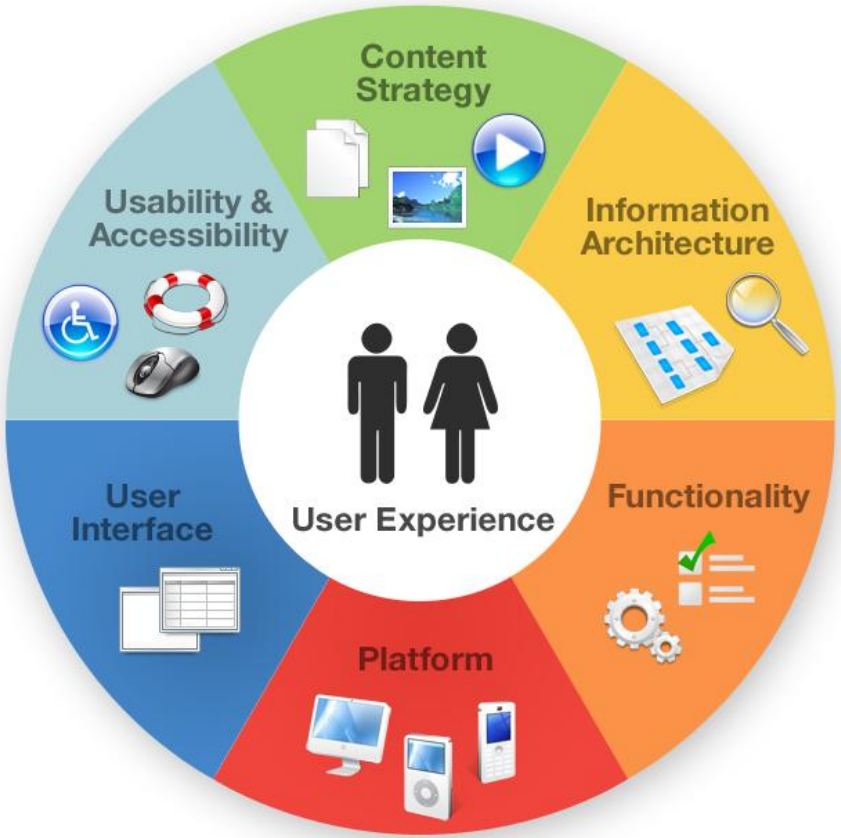
and this...

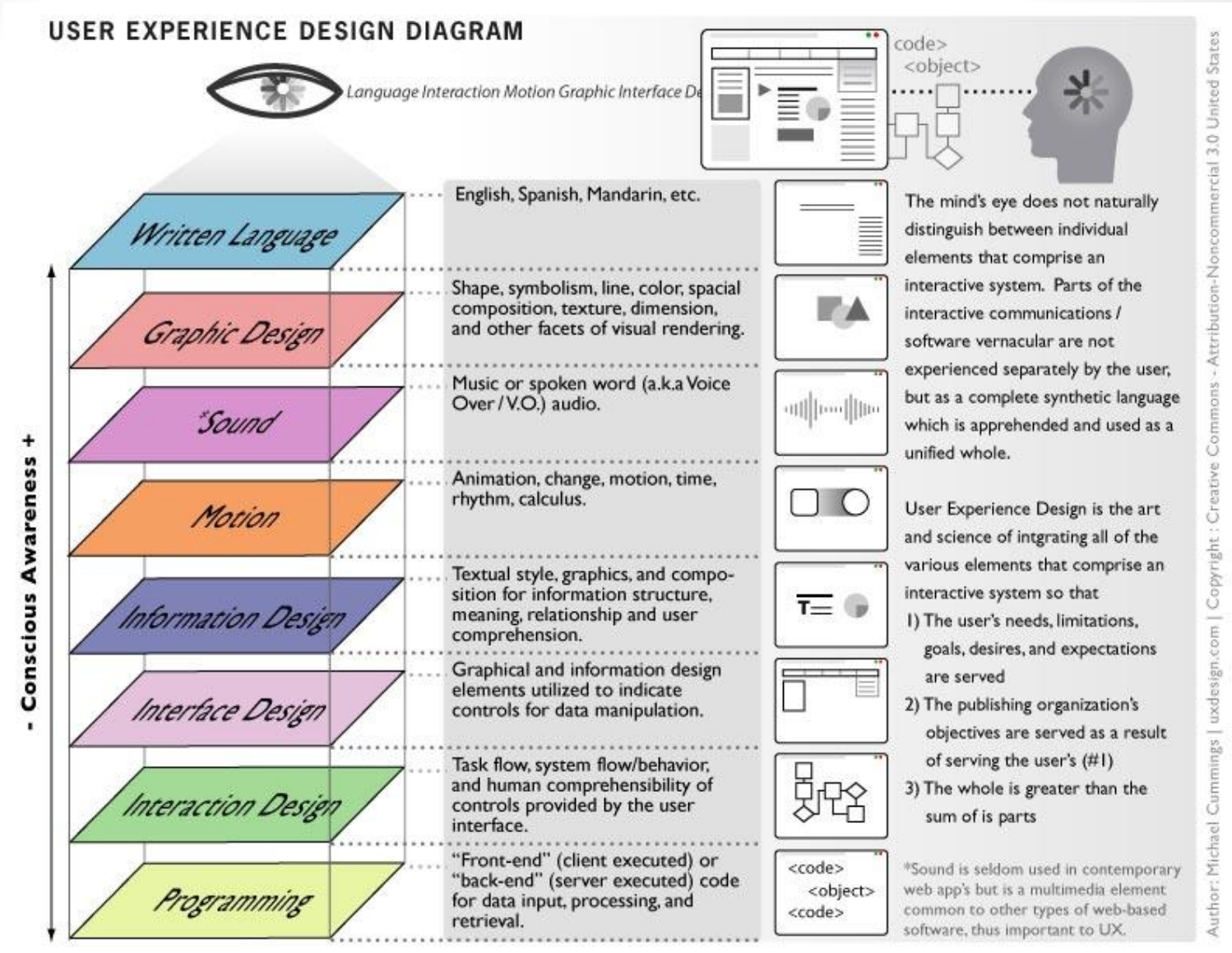
and therefore this...

User Centered Design

Taking into account the user's needs at every stage of the product life cycle.

It is an interdisciplinary process.




USER EXPERIENCE DESIGN DIAGRAM
Language Interaction Motion Graphic Interface De
code>
<object>
- Conscious Awareness +
Written Language
English, Spanish, Mandarin, etc.
Graphic Design
Shape, symbolism, line, color, spacial composition, texture, dimension, and other facets of visual rendering.
*Sound
Music or spoken word (a.k.a Voice Over / V.O.) audio.
Motion
Animation, change, motion, time, rhythm, calculus.
Information Design
Textual style, graphics, and compo-sition for information structure, meaning, relationship and user comprehension.
Interface Design
Graphical and information design elements utilized to indicate controls for data manipulation.
Interaction Design
Task flow, system flow/behavior, and human comprehensibility of controls provided by the user interface.
Programming
"Front-end" (client executed) or "back-end" (server executed) code for data input, processing, and retrieval.
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The mind's eye does not naturally distinguish between individual elements that comprise an interactive system. Parts of the interactive communications / software vernacular are not experienced separately by the user, but as a complete synthetic language which is apprehended and used as a unified whole.
User Experience Design is the art and science of intgrating all of the various elements that comprise an interactive system so that
1) The user's needs, limitations, goals, desires, and expectations are served
2) The publishing organization's objectives are served as a result of serving the user's (#1)
3) The whole is greater than the sum of is parts
*Sound is seldom used in contemporary web app's but is a multimedia element common to other types of web-based software, thus important to UX.
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Why is UX important?

- It's a competitive environment and complex life.
- You want to create a good product.
- Satisfy users. Meet their needs.
- Satisfy stakeholders. Meet business goals.

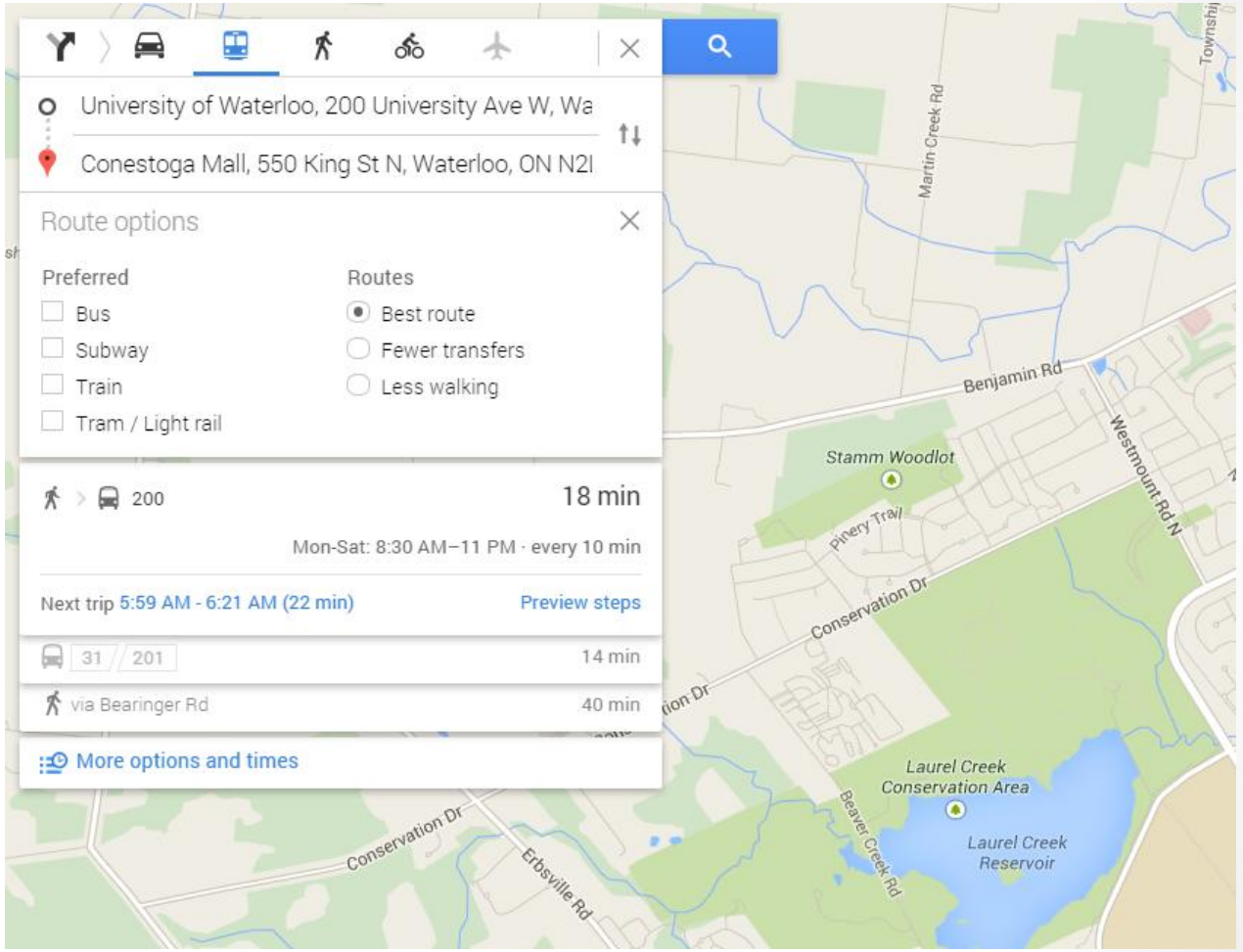
Why is UX important?

Designing a good product requires that you completely understand its potential user – needs, wants, motivations, perceptions, attitudes and behaviours.

Key principles of User Centered Design

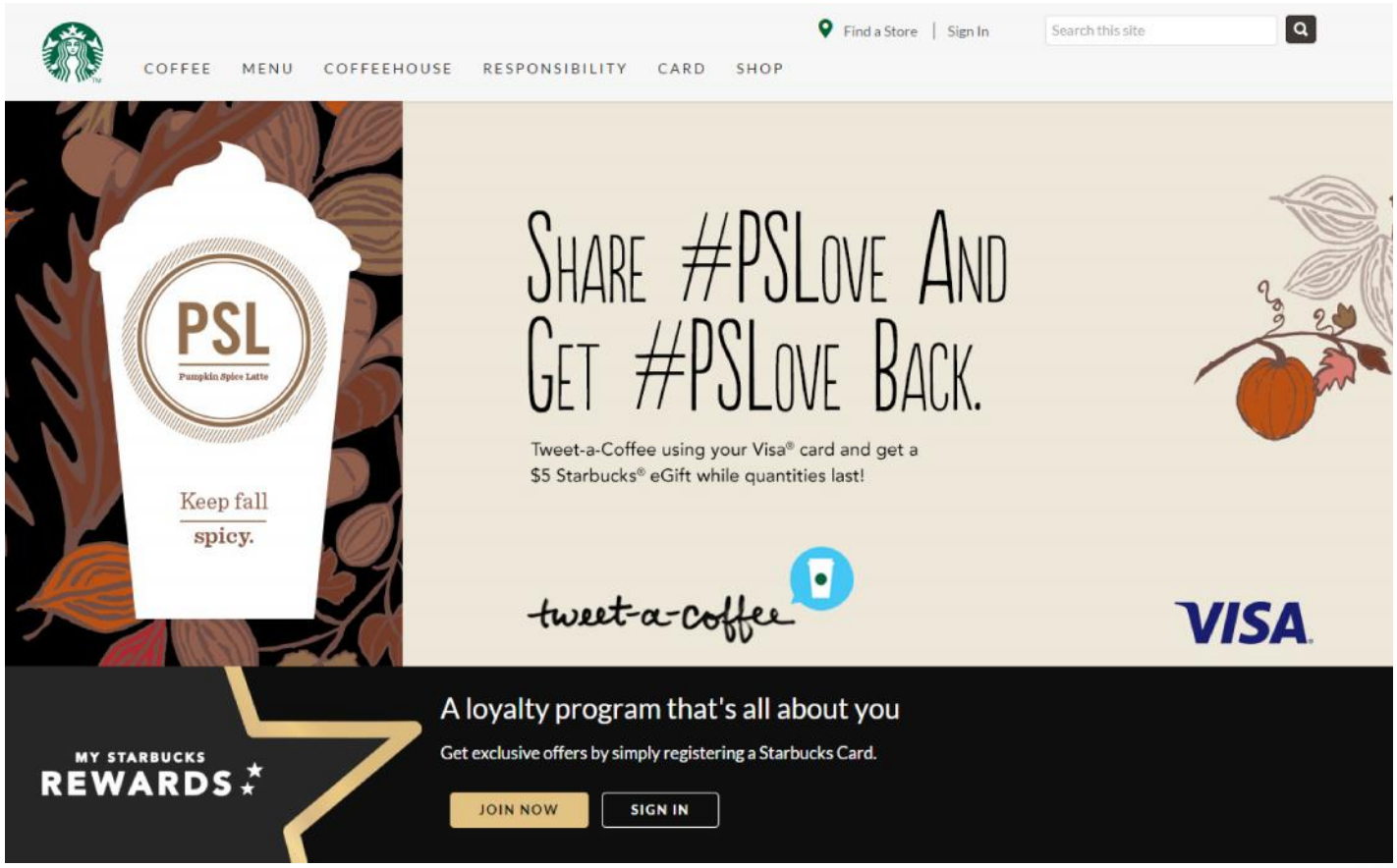
1. Design for the users and their tasks

Example:
Google Maps



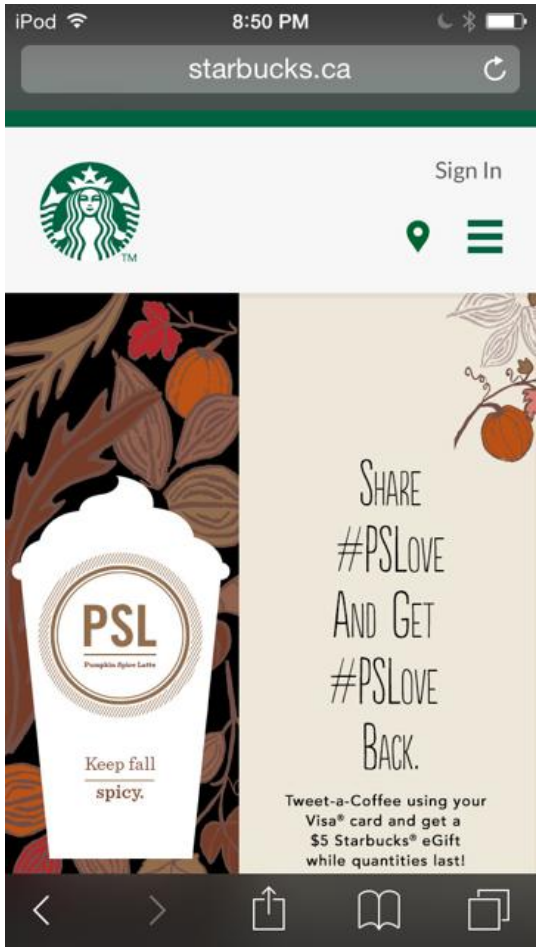
2. Be Consistent

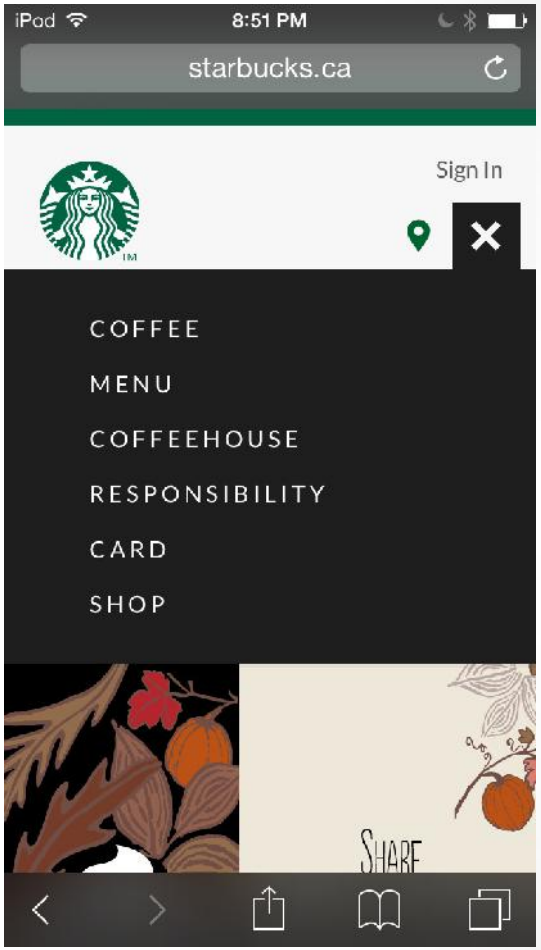
Example:
Starbucks



2. Be Consistent

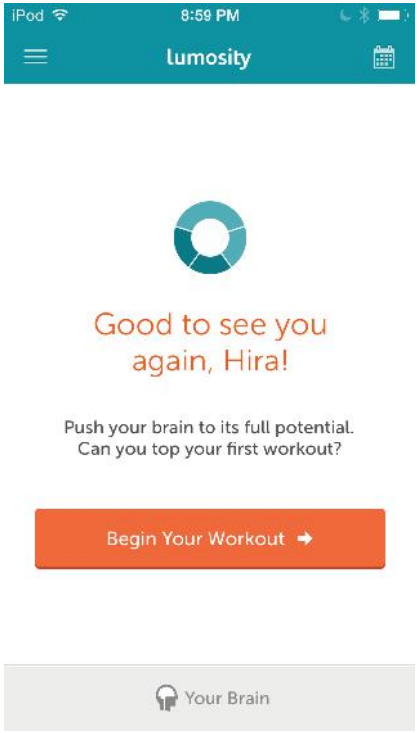
Example:
Starbucks (iOS app)

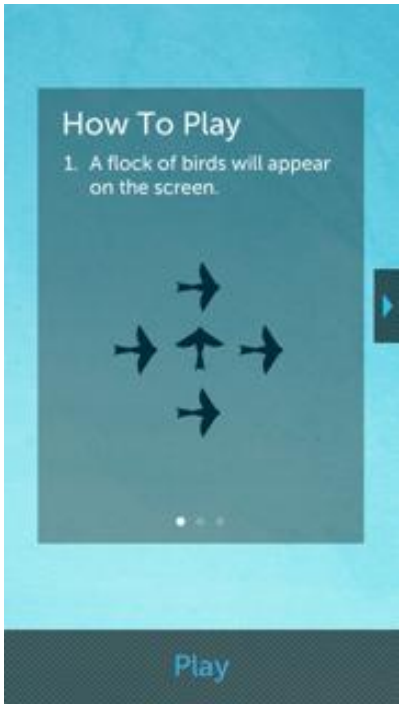


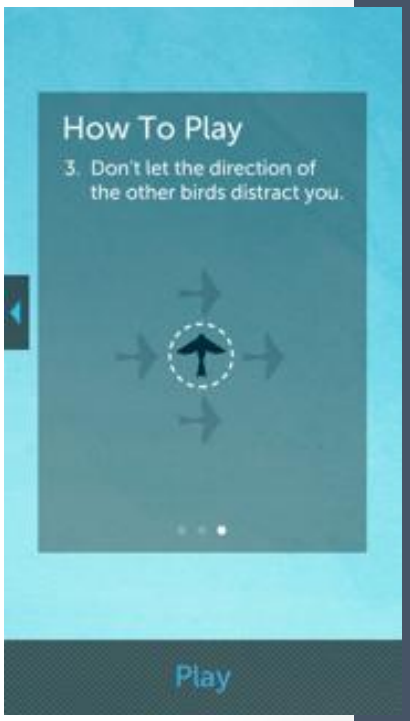


3. Use simple and natural dialogue

Example:
Lumosity (iOS app)







4. Reduce unnecessary mental effort by the user

Example:
Auto-fill

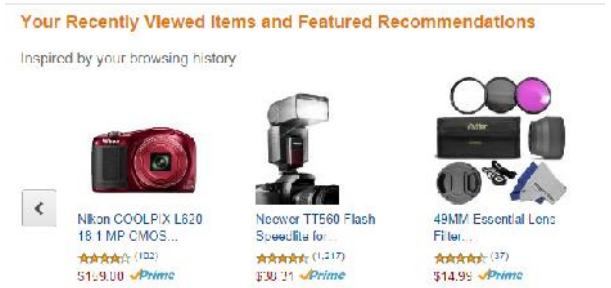
Prefix (*)
Mrs. Mr.
First name (*)
andrea
Last name (*)
saez

Optained private information

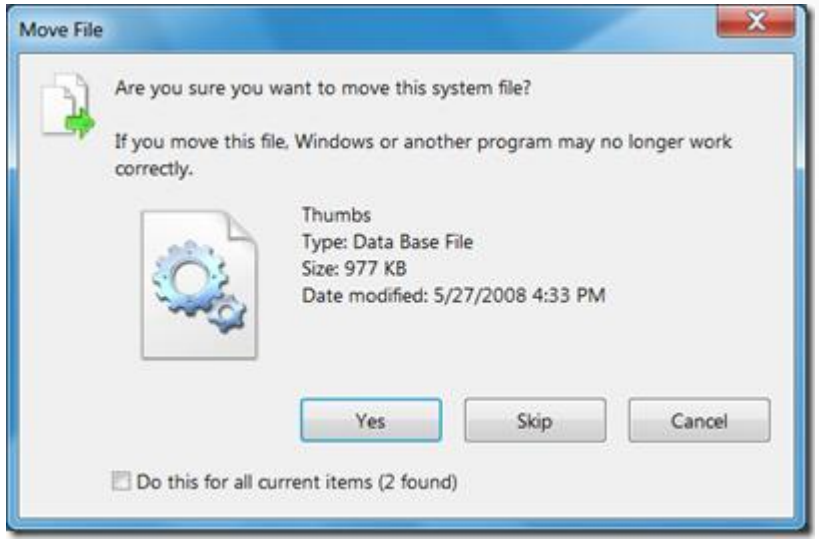
These fields are not visible to the user,

Address:
xxxxxxxx
Zip Code
xxxxxxx
City
montreal
hide hidden fields

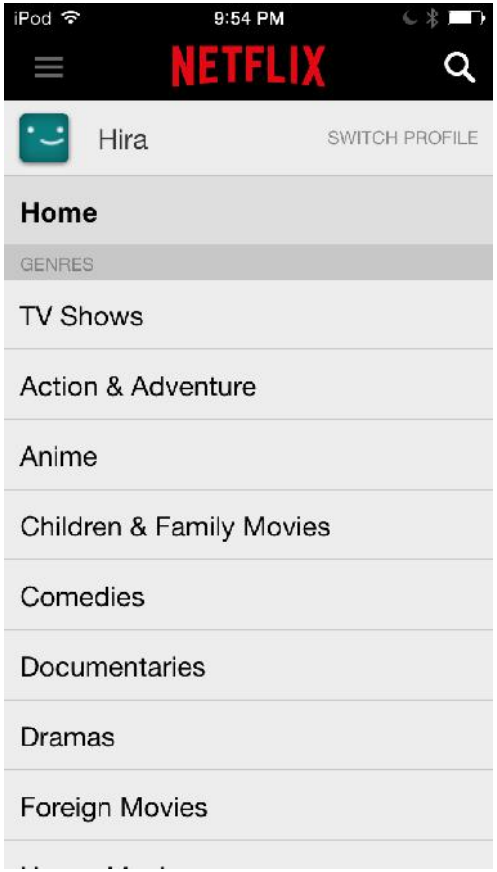
Example:
Recently viewed

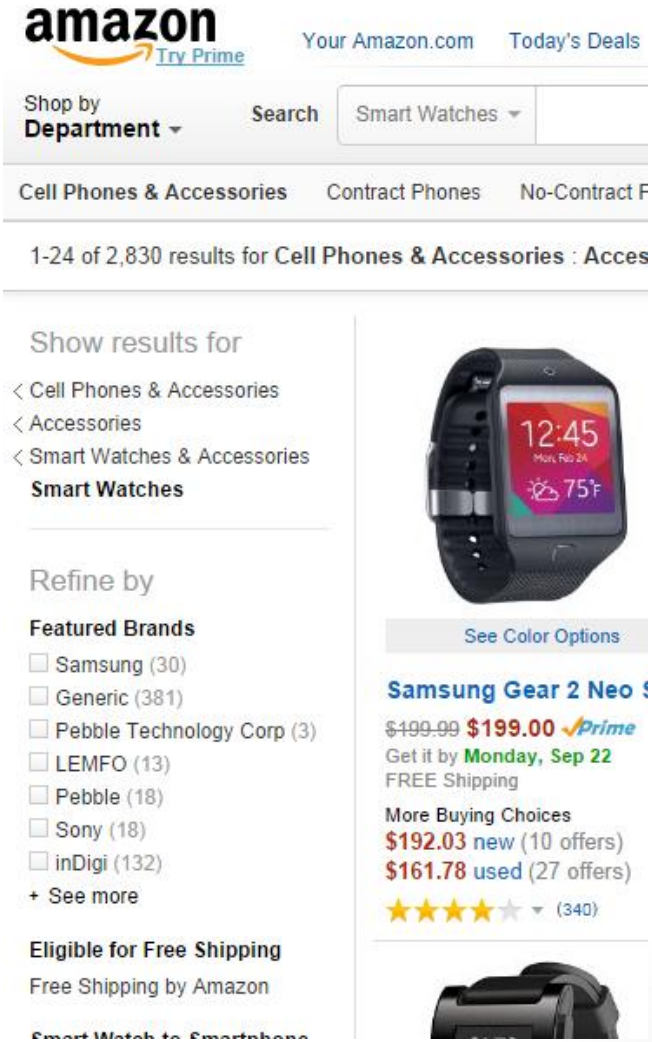


5. Provide adequate feedback



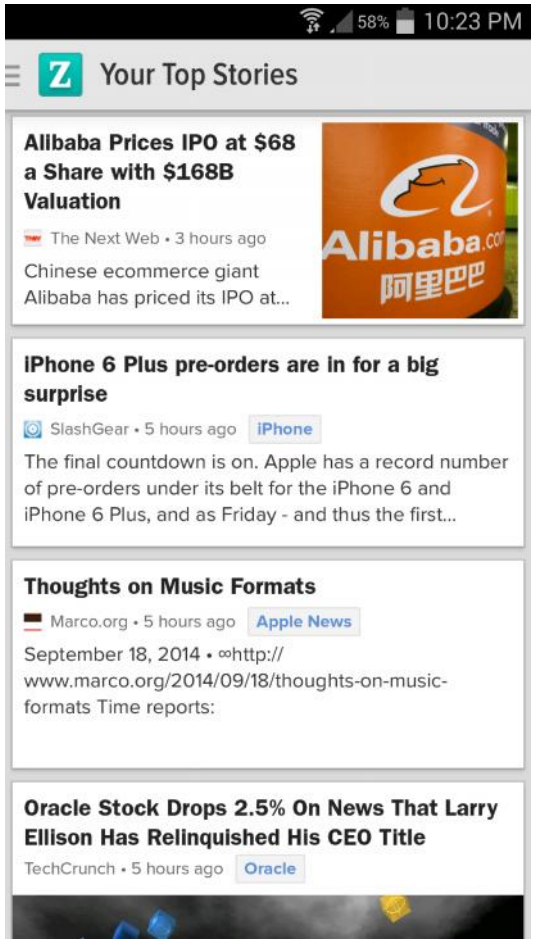
6. Provide adequate navigation mechanisms

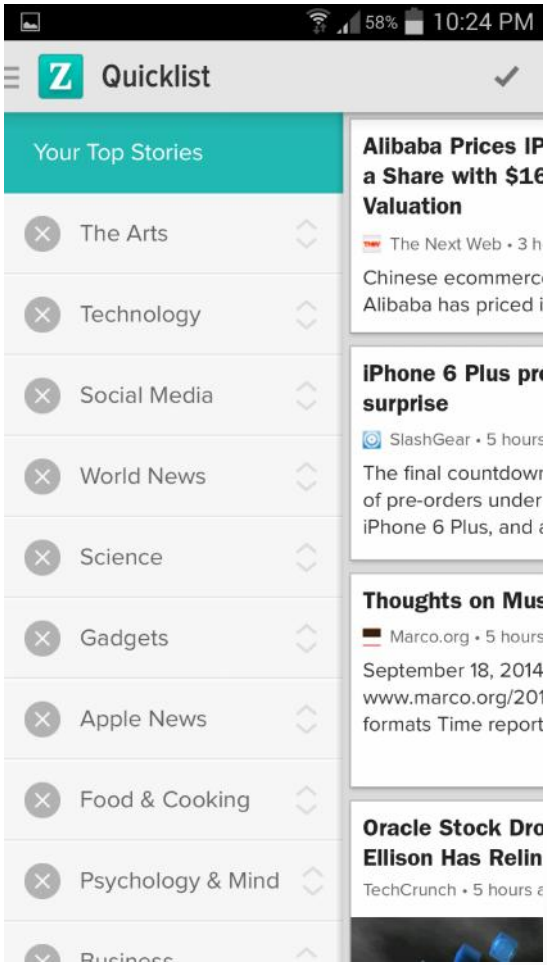




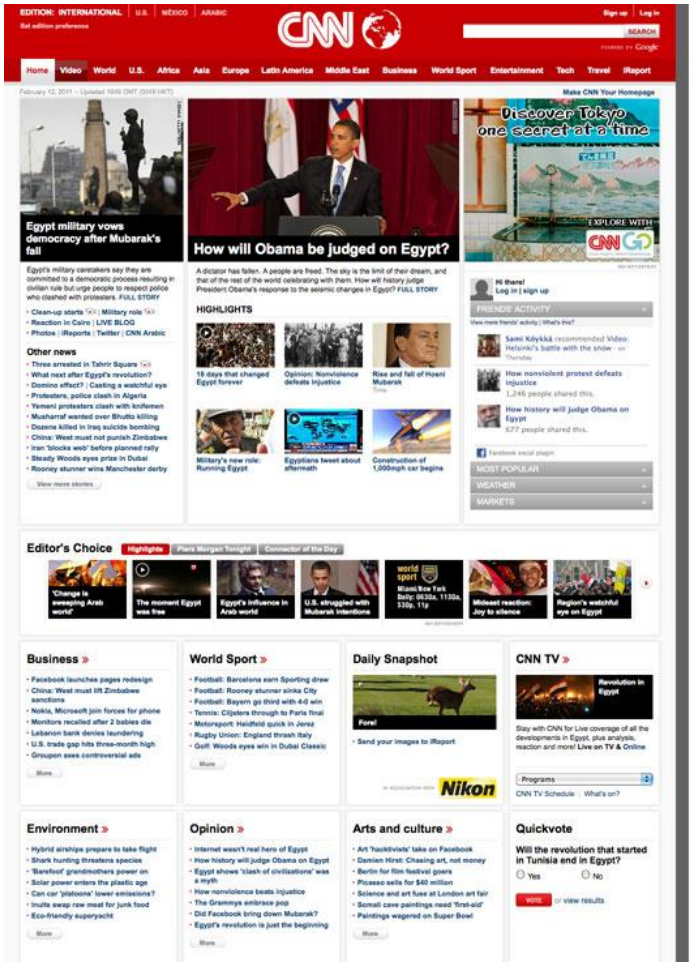
7. Let the user drive - give them control

Example:
Zite

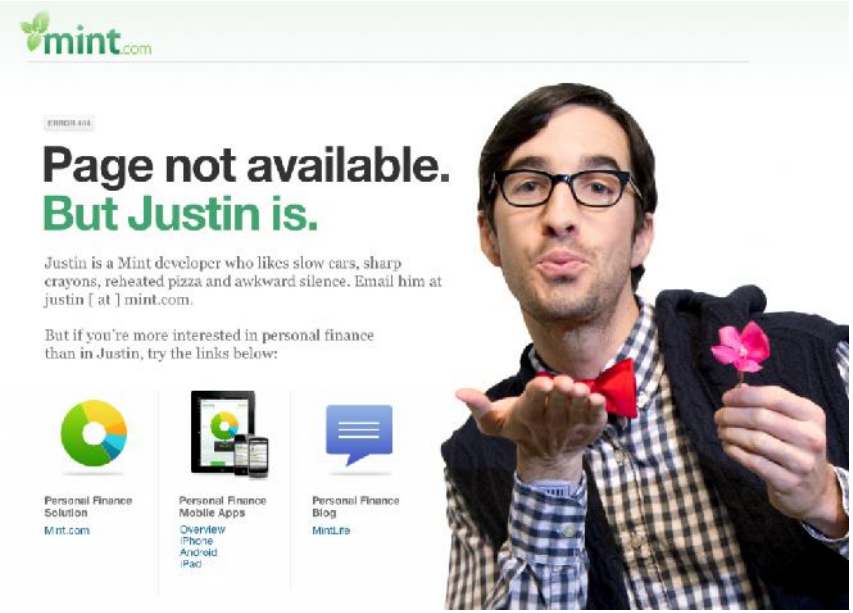


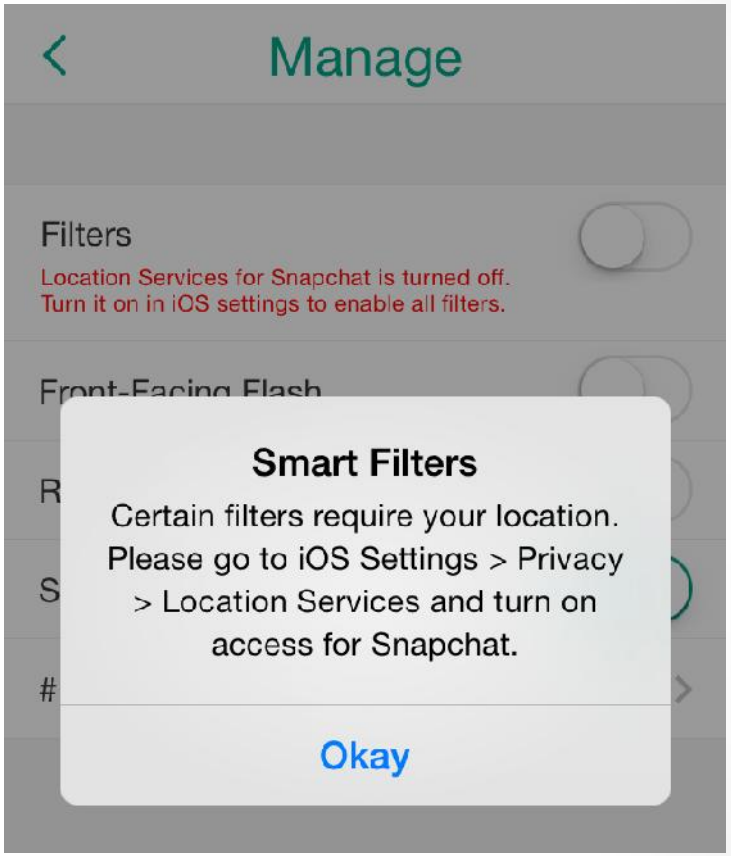


8. Present information clearly

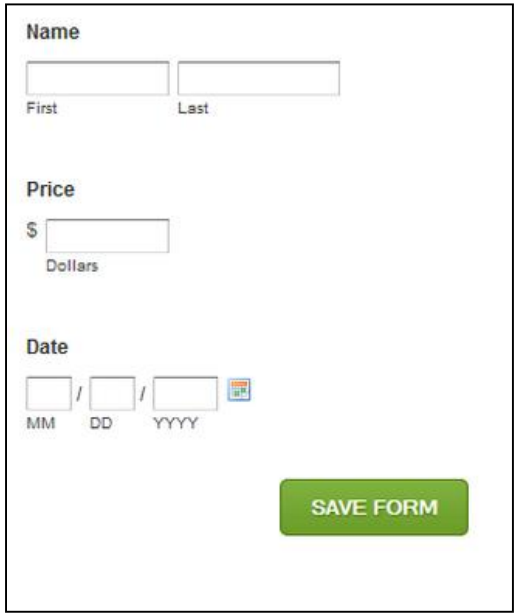


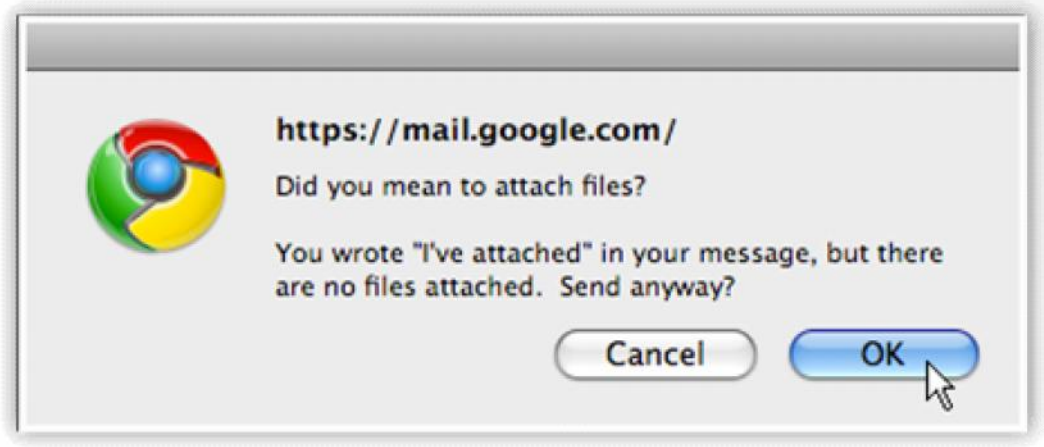
9. Be helpful

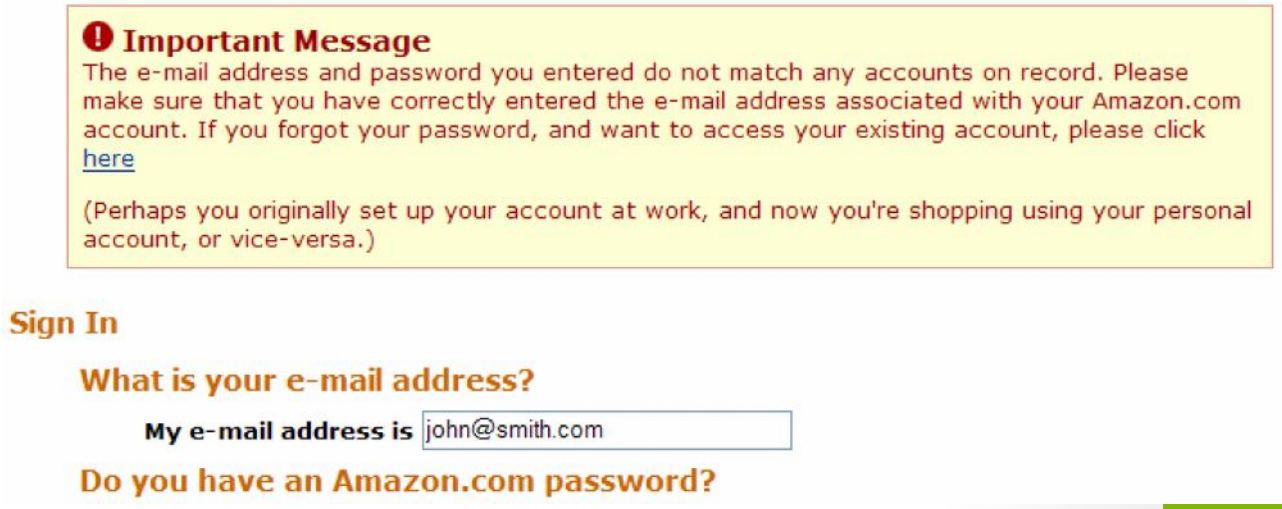

mint.com
Page not available.
But Justin is.
Justin is a Mint developer who likes slow cars, sharp crayons, reheated pizza and awkward silence. Email him at justin [at] mint.com.
But if you're more interested in personal finance than in Justin, try the links below:
Personal Finance Solution
Mint.com
Personal Finance Mobile Apps
Overview
iPhone
Android
iPad
Personal Finance Blog
MintLife


Manage
Filters
Location Services for Snapchat is turned off.
Turn it on in iOS settings to enable all filters.
Smart Filters
Certain filters require your location. Please go to iOS Settings > Privacy > Location Services and turn on access for Snapchat.
Okay

10. Reduce errors



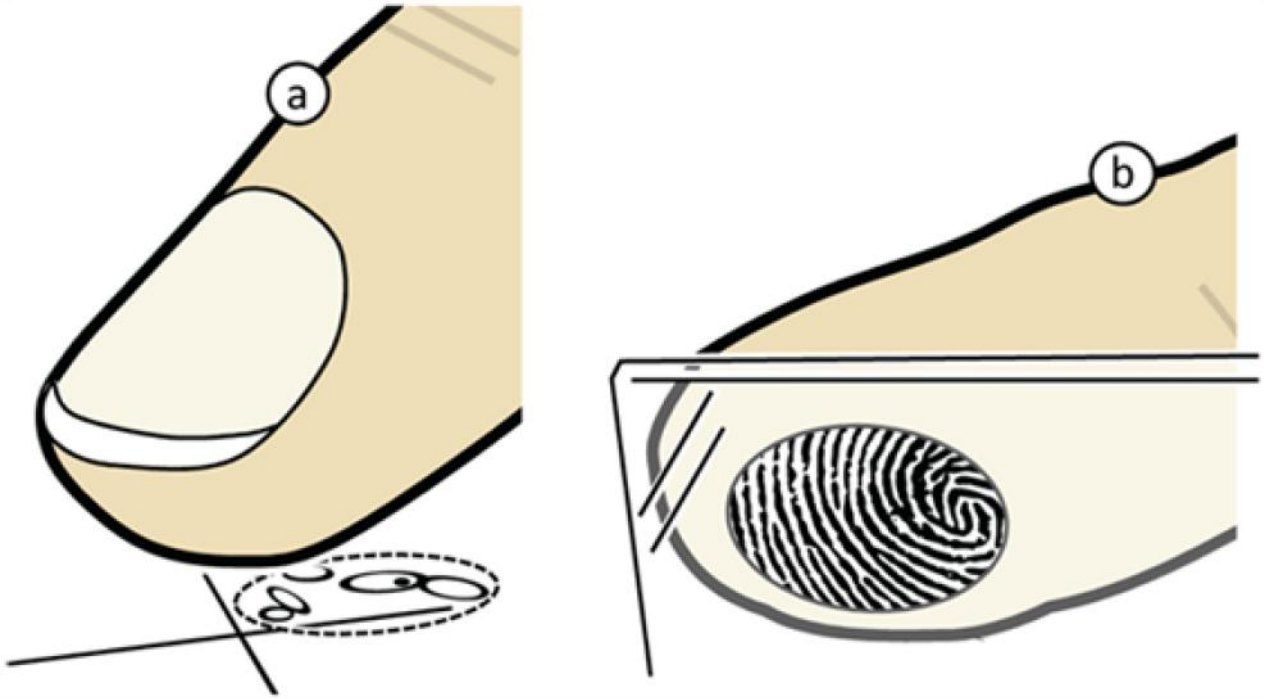




Things to consider when designing for mobile

Touch Targets

People interact with touch-based user interfaces with their fingers.



Touch Targets

User interface controls have to be big enough to capture fingertip actions without frustrating users with tiny targets and possible errors.

Touch Targets

When targets are placed too close to each other, users can easily hit the wrong one.

Index finger and **thumb** overlap on to neighboring targets when they are grouped. User can accidentally trigger unintended actions.

Touch Targets

- An MIT Touch Lab study of Human Fingertips to investigate the Mechanics of Tactile Sense found that the average width of the index finger is 1.6 to 2 cm (16 – 20 mm) for most adults.

- This converts to **45 – 57 pixels**, which is wider than what most mobile guidelines suggest.

Gestures

Gestures

- The amount of touching we do with our devices can have a physical implication and can affect the overall user experience with devices and applications.

- Gesturing can be tiring.

Gestures

- Every touch, every swipe, every pinch and every zoom requires quite a bit of physical motion.

- Your hand moves while the rest of the arm is working to stabilize the wrist, as the other arm steadily holds the device stable.

Gestures

- This is a lot of exertion compared to the mouse, where only the hand moves and the wrist rests on a wrist pad and the other hand is not used at all.

- The subtle “cost” of touching the device can have a negative impact on how users feel about the application.

Gestures

- Eliminate unnecessary gesturing and movement.
  - Remember the user's prior selection
  - Make it easy to skip ahead, especially when lists and sequences may be long.
  - Take advantage of device sensors to understand context (such as time, place, movement, light and sound levels).

Gestures

- It's important to remember that not every user will know when to user a particular gesture.

- When possible, provide cues, instructions or an alternate means to accomplish each task.

Testing your designs

Usability Testing

- Used to evaluate a product by testing it with representative users.

- In the test, these users will try to complete typical tasks while observers watch, listen and takes notes.

Usability Testing

- Goal is to identify any usability problems, collect quantitative data on participants' performance (e.g., time on task, error rates), and determine participant's satisfaction with the product.

- Effectiveness, efficiency and satisfaction.

Usability Testing

- You should test early and test often.
- Usability testing lets the design and development teams identify problems before they get coded.
- The earlier those problems are found and fixed, the less expensive the fixes are.

What is guerilla testing?

Guerilla Testing

- Quick, low cost, usability testing “in the wild”
- Can be conducted anywhere
- 3 - 5 participants
- 5 - 10 minutes each
- Low - high fidelity prototype

Why conduct guerilla testing?

To understand the users

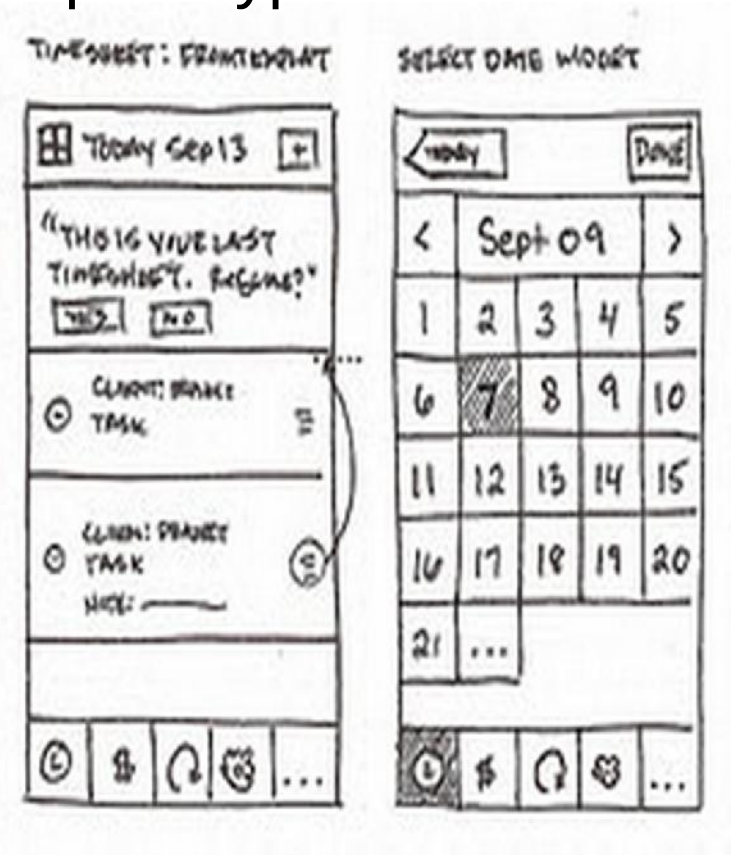
To collect feedback and evaluate design

When to conduct it?

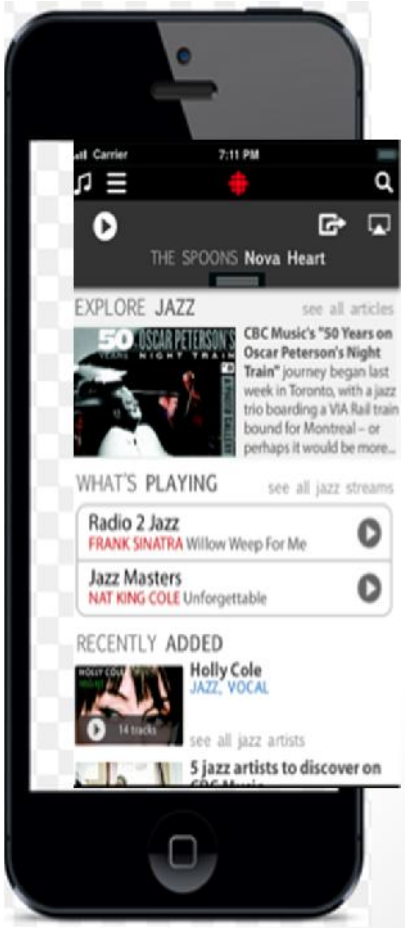
As soon as the idea is out of your head

...with any type of prototype

Low-fidelity prototype



Med to High-fidelity prototype



How to plan a guerilla test?

1. Identify test goal

- Determine what is the purpose of doing the test.

Example goal statement:
"Assess the latest version of the mobile video player."

2. Identify target participants

- Determine participant characteristics.

Example participant screener:

- Users must own a smartphone.
- Users must access mobile video content at least once a week.

3. Identify test objectives

- Determine what you're trying to learn.
- What questions are your trying to answer?

- ***Example test objectives:***
- Can users easily and effectively use the video player?
- Can users interact with the scrubber?
- Do users understand how to share a video

4. Create tasks

- Create user tasks that will allow you to assess your objectives.

Example tasks:

- Play a video and view comments
- Share a video

5. Create scenarios

- Create realistic scenarios of when users may do those tasks.

Example scenarios:

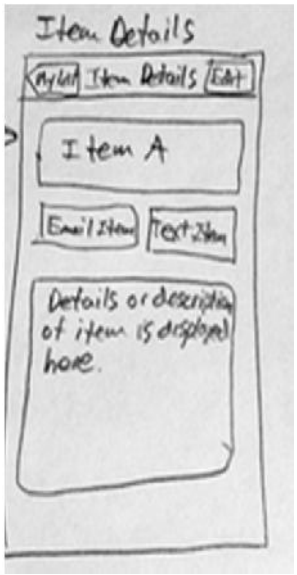
- Let's say a friend told you about a great comment Rob Ford made at the end of this video clip. Can you play the clip and go to the comment?

- You loved the clip and want to send it to another friend. Can you show me how you would do that?

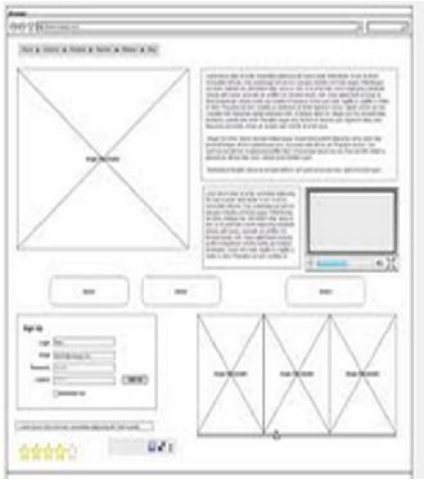
5. Prepare the prototype

- Create a prototype that can be tested.

Example of prototypes:

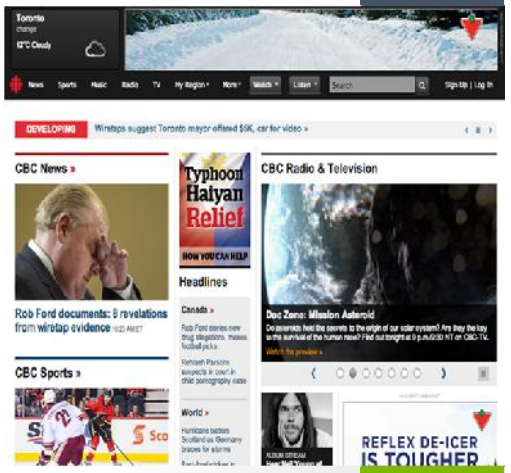


Sketches



Wireframes

Interactive prototype



Live site/app

Let’s try it!

Keep in touch!

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- Twitter: @hirajaved10
- LinkedIn: Hira Javed

Thanks and Good luck!