What’s UX

Everything from product’s look and feel to how it responds when users interact with it, to the way it fits into people’s daily lives.
Elements of UX

THE ELEMENTS OF USER EXPERIENCE

User-Centered Design for the Web

Jesse James Garrett
UX Layers

- Visual design
- Content & terminology
- Detailed interactions & UI design patterns
- Information architecture & global navigation
- Functionality
- User audience
UX Roles

- Visual Designer
- Copy Writer/Content Writer
- Interaction Designer, UI Designer
- Information Architect
- Product manager (not a UX role)
- User Researcher
Value-centered design starts a story about an ideal interaction between an individual and an organization and the benefits each realizes from that interaction.
Gathering Requirements

**Design Research**
- Observation, User interviews
- Surveys, Analytics data
- Heuristics evaluation
- Content inventory
- Competitive analysis

**Product Scoping**
- Product strategy
- Business requirements
- Functional requirements
- SEO requirements (for web)
- Technical constrains
As a UX Designer I need to know...

Application Goals

“Most business models have focused on self interest instead of user experience.”

TIM COOK
As a UX Designer I need to know...

Target Audience

“Design for somebody, alienate nobody.”

PAUL BOAG
User Personas

Claudia

“This year we’re looking to double our sales, we had a disappointing year last year and currently we’re looking to find a Network to help us find more suitable affiliates.”

Background

Was recommended by a business acquaintance to take a look at what Webgains offer to Affiliates on their network. Has some basic HTML coding knowledge but sort of understands what CSS does. Needs to know more about exactly how cookies work but gets the basic idea of them. Has been using his iPhone for the last two years waiting to upgrade when the iPhone 4S when it comes out. Uses it a lot each day, at work and in leisure time. Has heard only good things about Webgains but wants to make up his own mind so needs to check the website to fully understand how joining Webgains network would benefit his business.

Claudia works in the company office in the middle of town. The company has 200 employees throughout Europe and our eventually look to expand globally. She enjoys most of her work duties and is very thorough in her approach to matters of business. She is a very busy person and so doesn’t tend to have too much time to spare. She appreciates it when information is easily available rather than requiring more effort and time.

Key Characteristics

31 years old
Married with two kids, lives in Munich, Germany.
Affiliate Marketing expert working in retail sector (what is a typical job title?) for independent, privately run company?
4 people in the company
Has 4 years experience in the industry, 2 years in current role
He has a degree in Marketing from University
Current salary is £350,000
Monthly earning from Affiliate Marketing is 

Goals

Wants to work with Merchants (Advertisers) that offer:
Good commission level, high conversion rates, details on cookie period, high level of transparency, good data feed quality, various incentives and competitions.
Is looking for an Affiliate Network that offers: reliable tracking, impressive variety of merchants (advertisers) and reliable frequent payments.

Frustrations

Not offering enough statistics
Service doesn’t feel very personal
Don’t feel like we are improving
Communication can seem a little slow
Lack of help in connecting us with suitable merchants
No help in securing non-cps deals

Questions

Questions over WC
User Types

- Experts
- Willing adopters
- Mainstreamers
Complex Applications User Types

Domain Experts
do complex problem-solving at work

Enthusiasts
are extremely knowledgeable about a subject outside their profession
As a UX Designer I need to know...

Content and Data

“Content is king!

BILL GATES
As a UX Designer I need to know...

Context of Use

“If content is king, context must be the kingdom.”
ERIC REISS
Multi-Device Usage Examples

- Coherence
- Synchronization
- Screen sharing
- Device shifting
- Complementarity
- Simultaneity
As a UX Designer I need to know...

Input tools

- Mouse
- Keyboard
- Voice
- Stylus
- Touch
- Remote control
- Joystick
- Other technologies
Functional Requirements

The behavior you need to build into the software to meet user’s needs.

- Happy path
- Alternative paths
- Exceptions
- Edge cases
UX Design Output

Information architecture
Sitemaps
Taxonomies
Content inventories
UX Design Output

Wireframes
Low-fidelity prototypes
UX Design Output

Designs
High-fidelity prototypes
Usefulness vs. Usability
Usefulness vs. Usability

- Visual design
- Content & terminology
- Detailed interactions & UI design patterns
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- Functionality
- User audience
Mental Model vs. Concept Model
Learning Curve

- Usable
- Hard to learn
Interaction cost

- The sum of efforts — mental and physical — that the users must deploy in interacting with a site in order to reach their goals.
- Direct measure of usability – the lower the cost, the more usable the app is.
Define UX Metrics

- Set goals of the project
- Identify proper metrics
- Establish baseline
- Quantify targets
Measuring Design Success

Usability Testing

“Nothing ruins a great UI like people using it.”
IAN LURIE
Measuring Design Success

Usability Testing Metrics

- Time on task
- Time to content
- Back button clicks, pogo-sticking
- Task completion
- Errors
- Discrepancy between mental and conceptual model
- Number of clicks is not a usability metric
Thank You!

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