

The background is a stylized, isometric illustration of a city. It features various architectural elements like domes, minarets, and arches, rendered in a muted color palette of greys, browns, and light blues. A small, white, stylized figure of a person stands on a ledge in the center of the scene. The overall aesthetic is clean and modern.

# User Experience Design Fundamentals

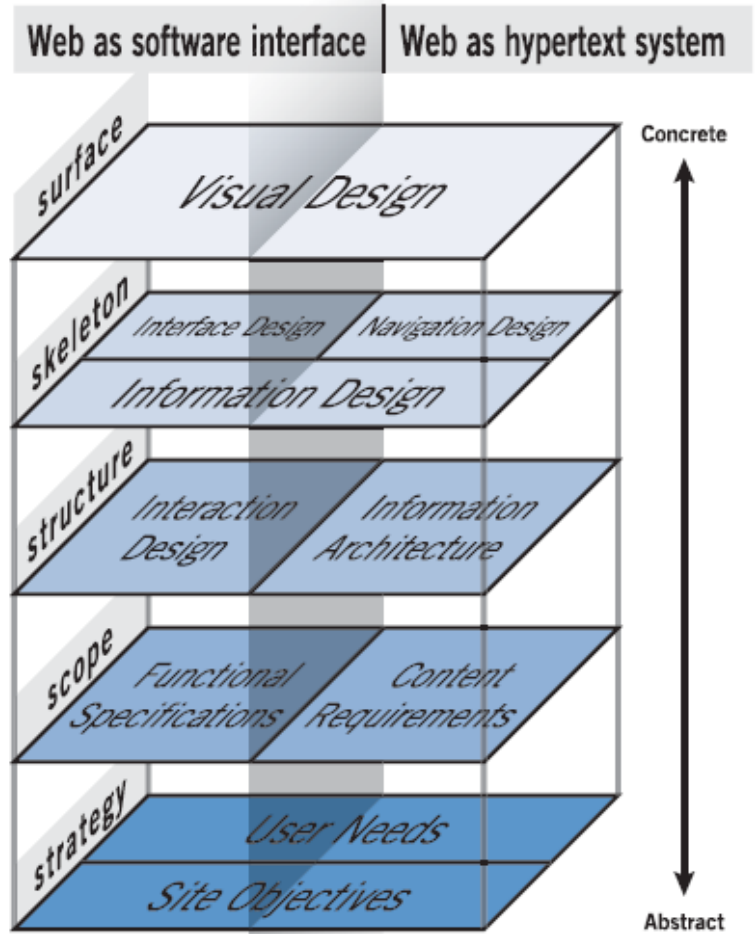
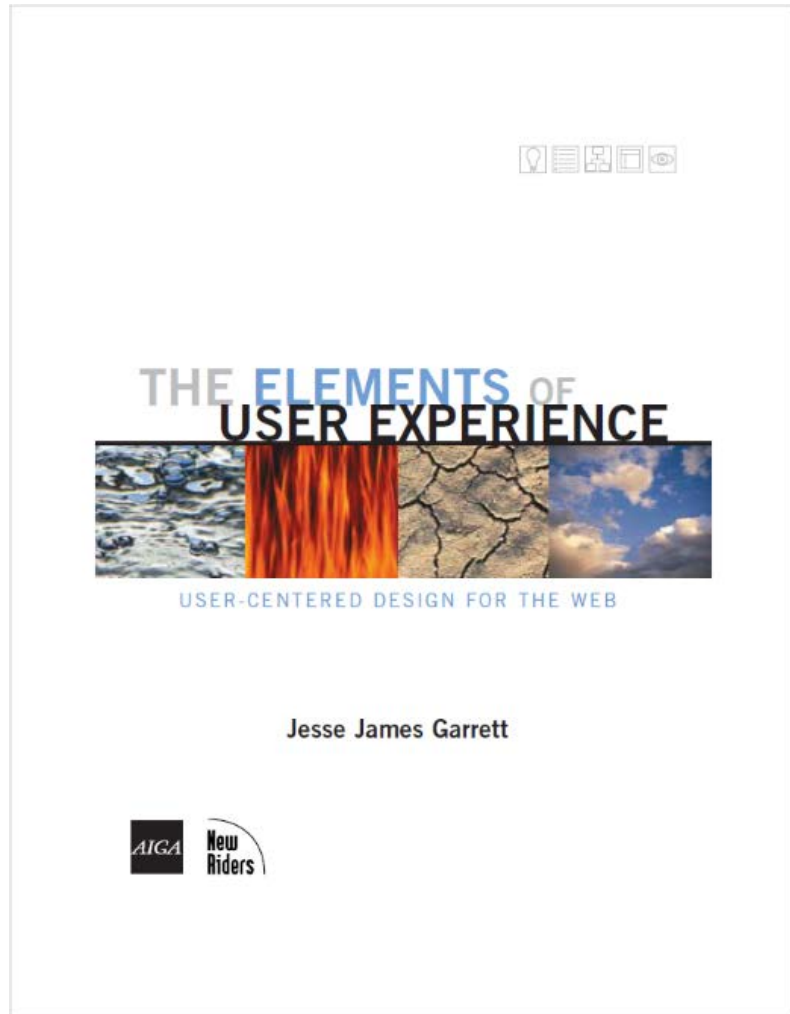
April, 2016

# What's UX

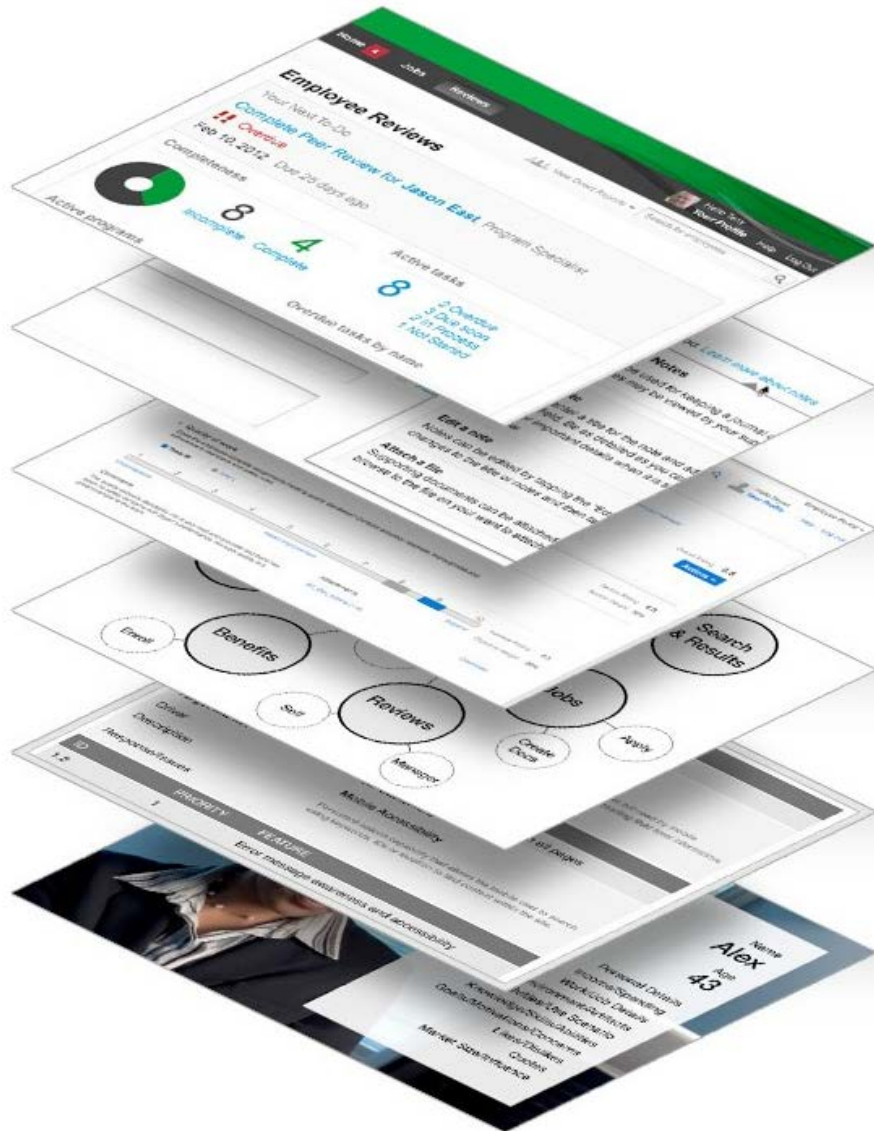
Everything from product's look and feel to how it responds when users interact with it, to the way it fits into people's daily lives.



# Elements of UX

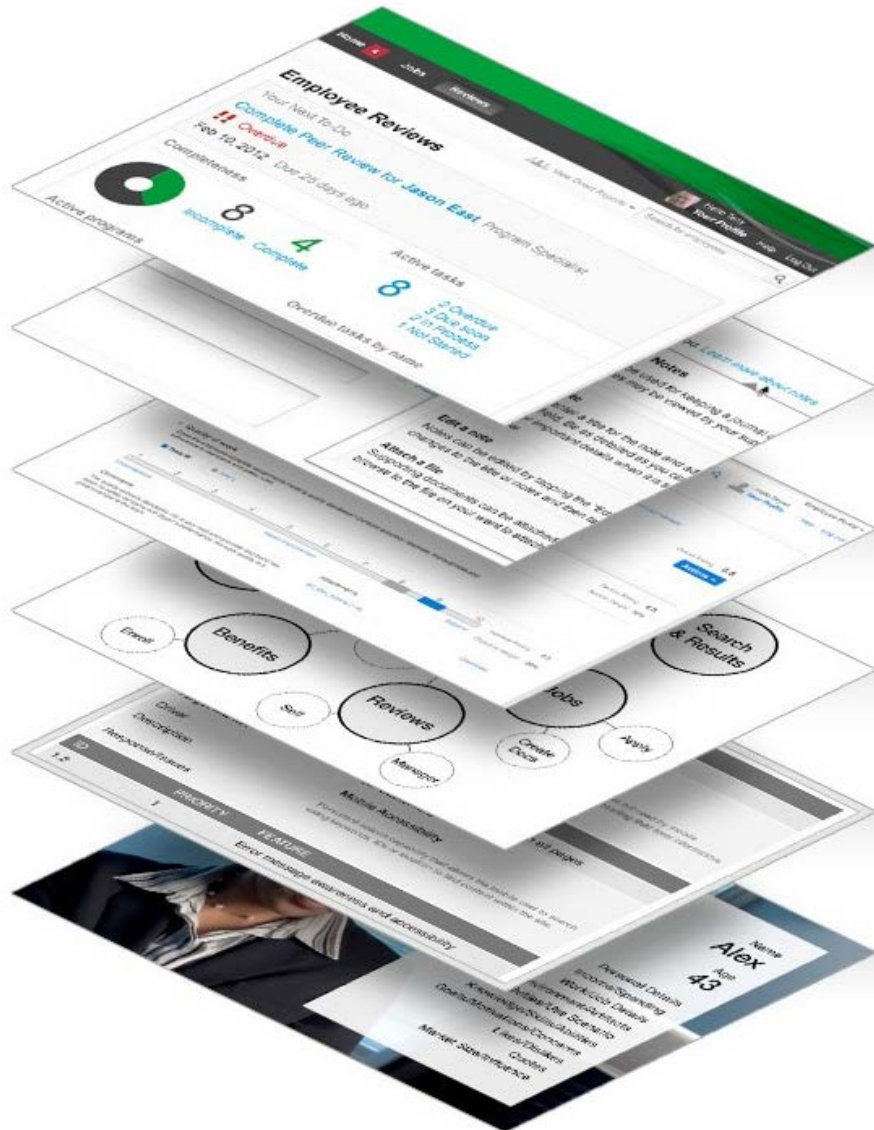


# UX Layers



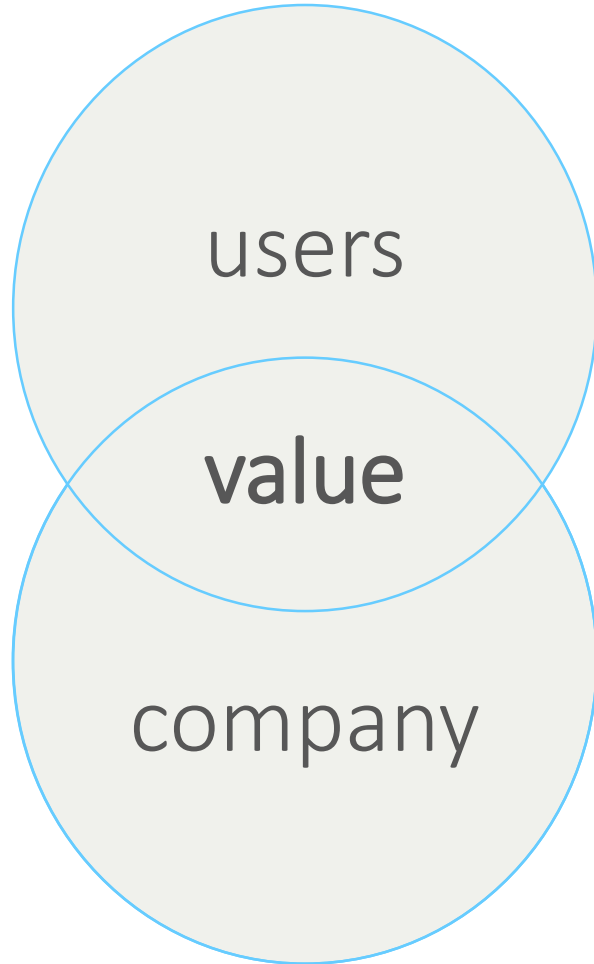
- Visual design
- Content & terminology
- Detailed interactions & UI design patterns
- Information architecture & global navigation
- Functionality
- User audience

# UX Roles



- Visual Designer
- Copy Writer/Content Writer
- Interaction Designer, UI Designer
- Information Architect
- Product manager (not a UX role)
- User Researcher

# User-Centered vs. Value-Centered Design



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

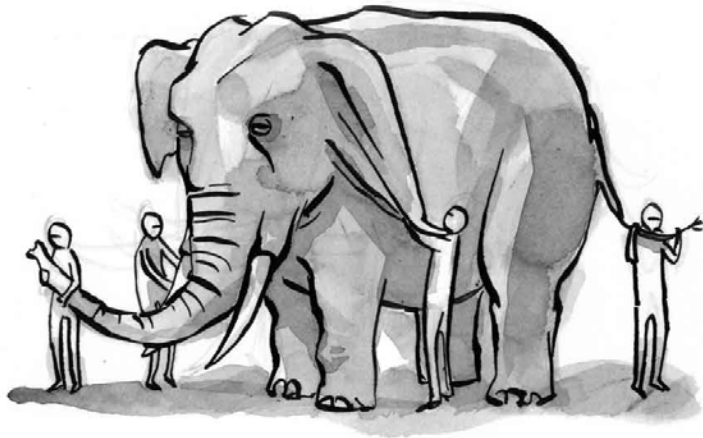
Observation, User interviews

Surveys, Analytics data

Heuristics evaluation

Content inventory

Competitive analysis



## Product Scoping

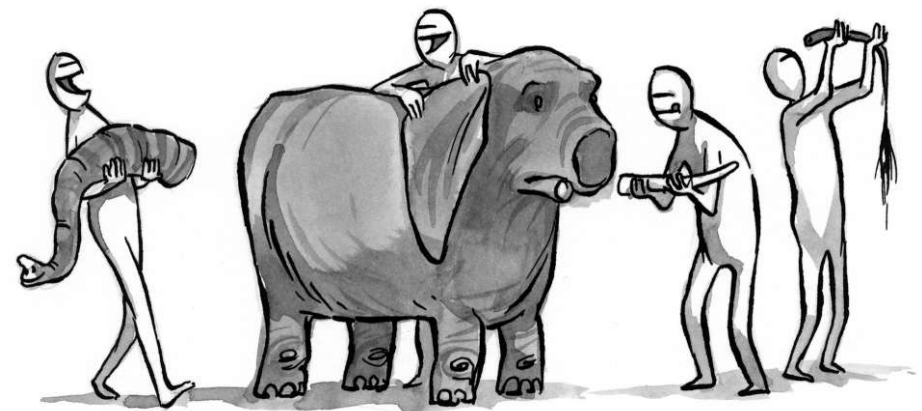
Product strategy

Business requirements

Functional requirements

SEO requirements (for web)

Technical constraints



# 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

## Merchant (first time user)



### Key Characteristics

37 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 £38,000  
Monthly earning from Affiliate Marketing is ?

## 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 and 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 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 they 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.

### Goals

Wants to work with Merchants (Advertisers) that offer:  
good commission level, high conversion rate, 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.

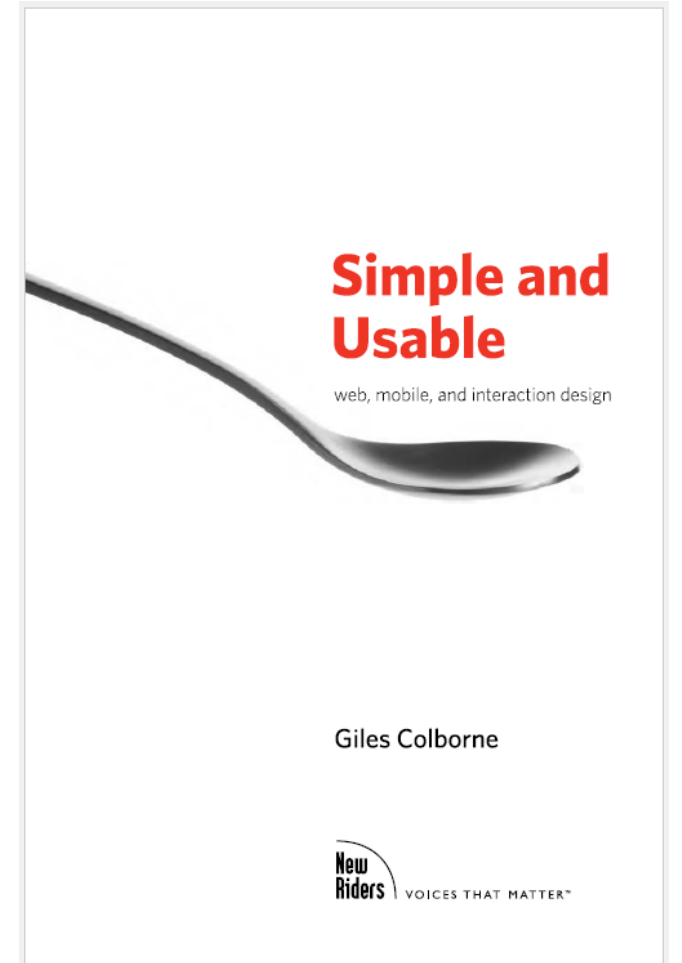
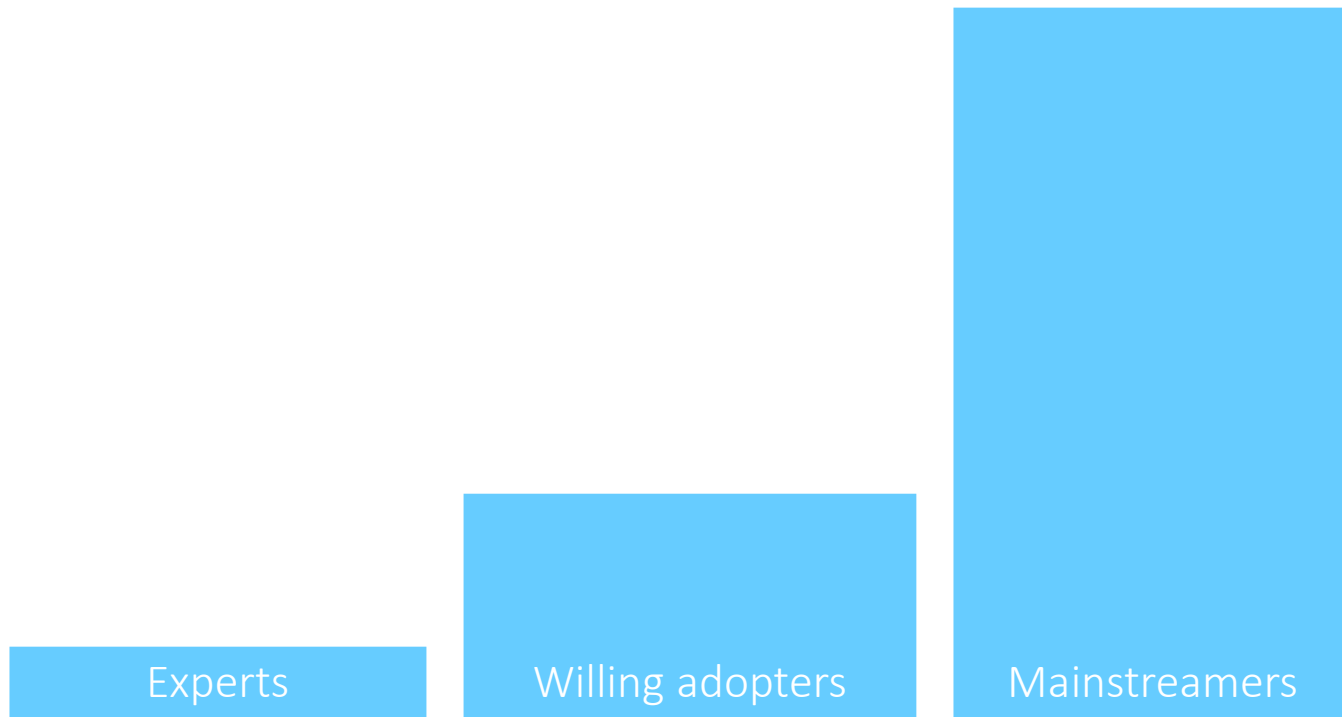
### Frustrations

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-cpa deals

### Questions

Questions over WG

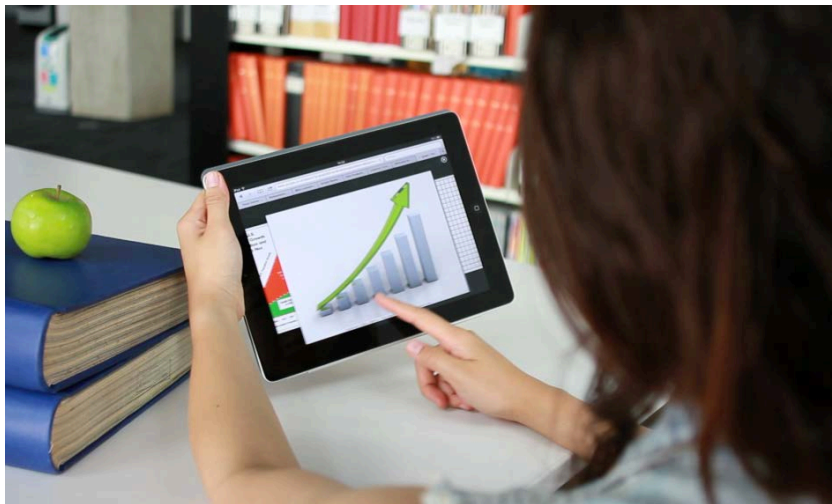
# User Types



# 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

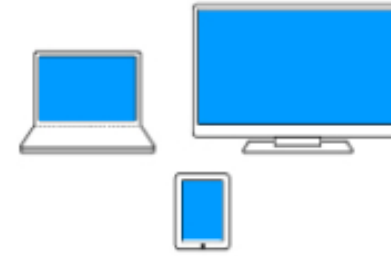
# Multi-Device Usage Examples



Coherence



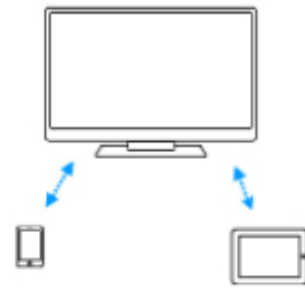
Synchronization



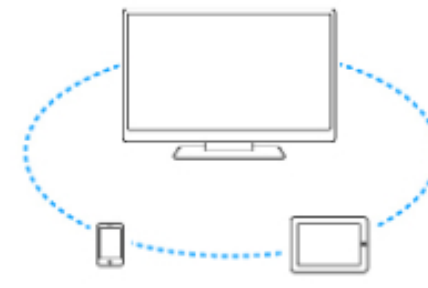
Screen sharing



Device shifting



Complementarity

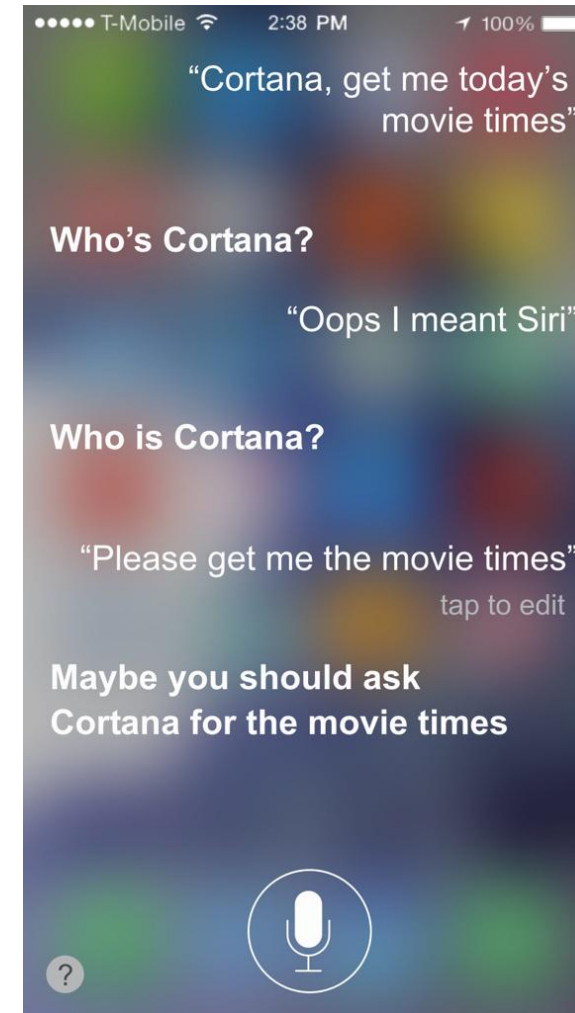


Simultaneity

# As a UX Designer I need to know...

## Input tools

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



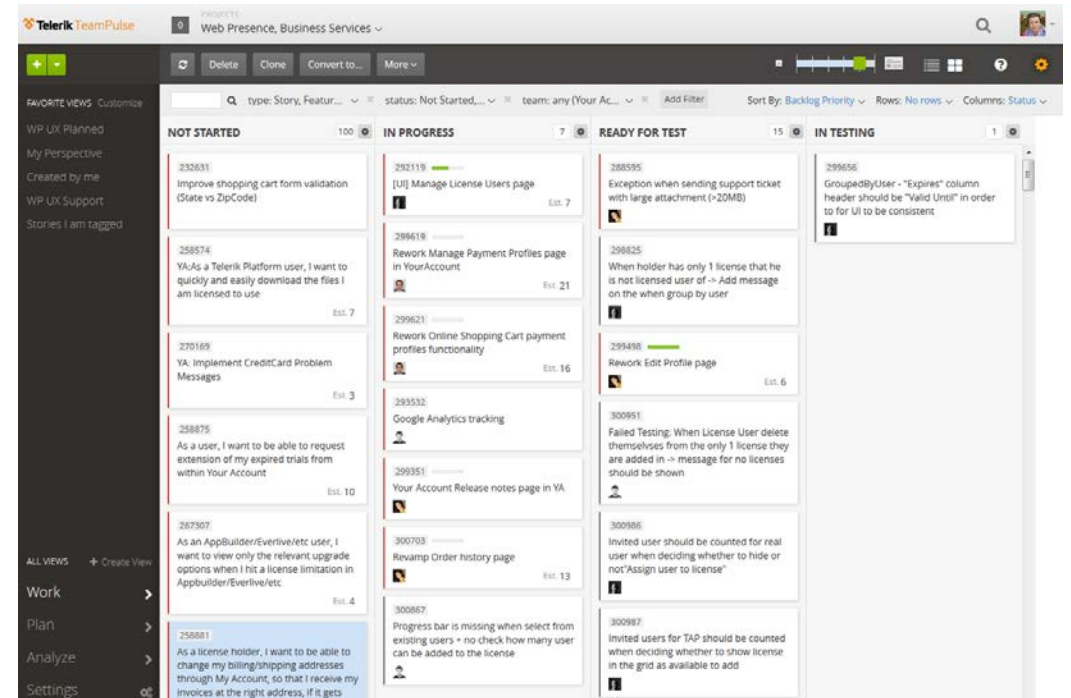


# As a UX Designer I need to know...

## Functional Requirements

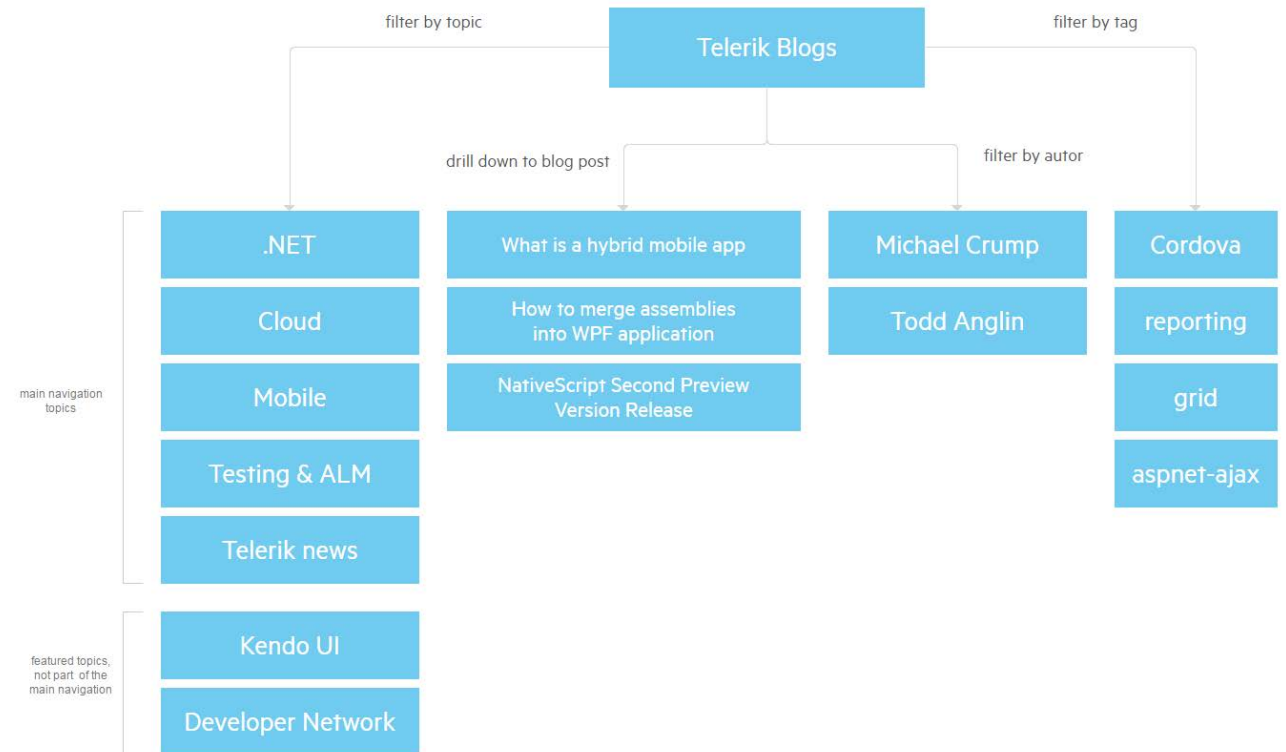
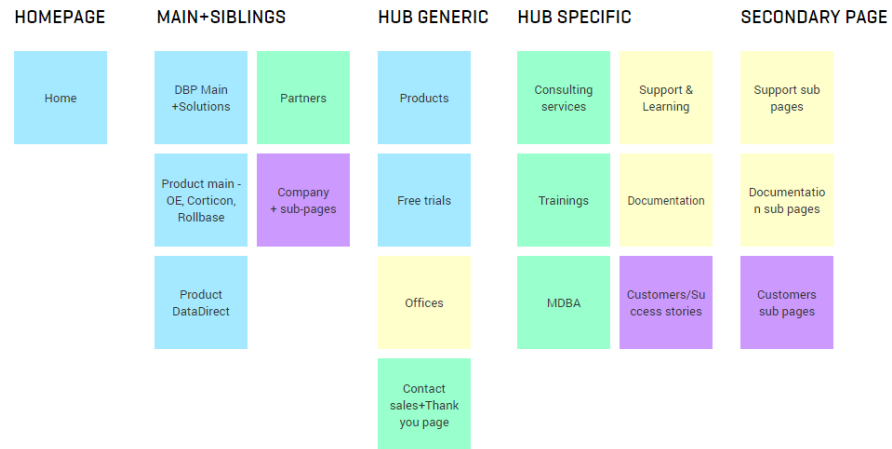
The behavior you need to build into the software to meet user's needs.

- Happy path
- Alternative paths
- Exceptions
- Edge cases



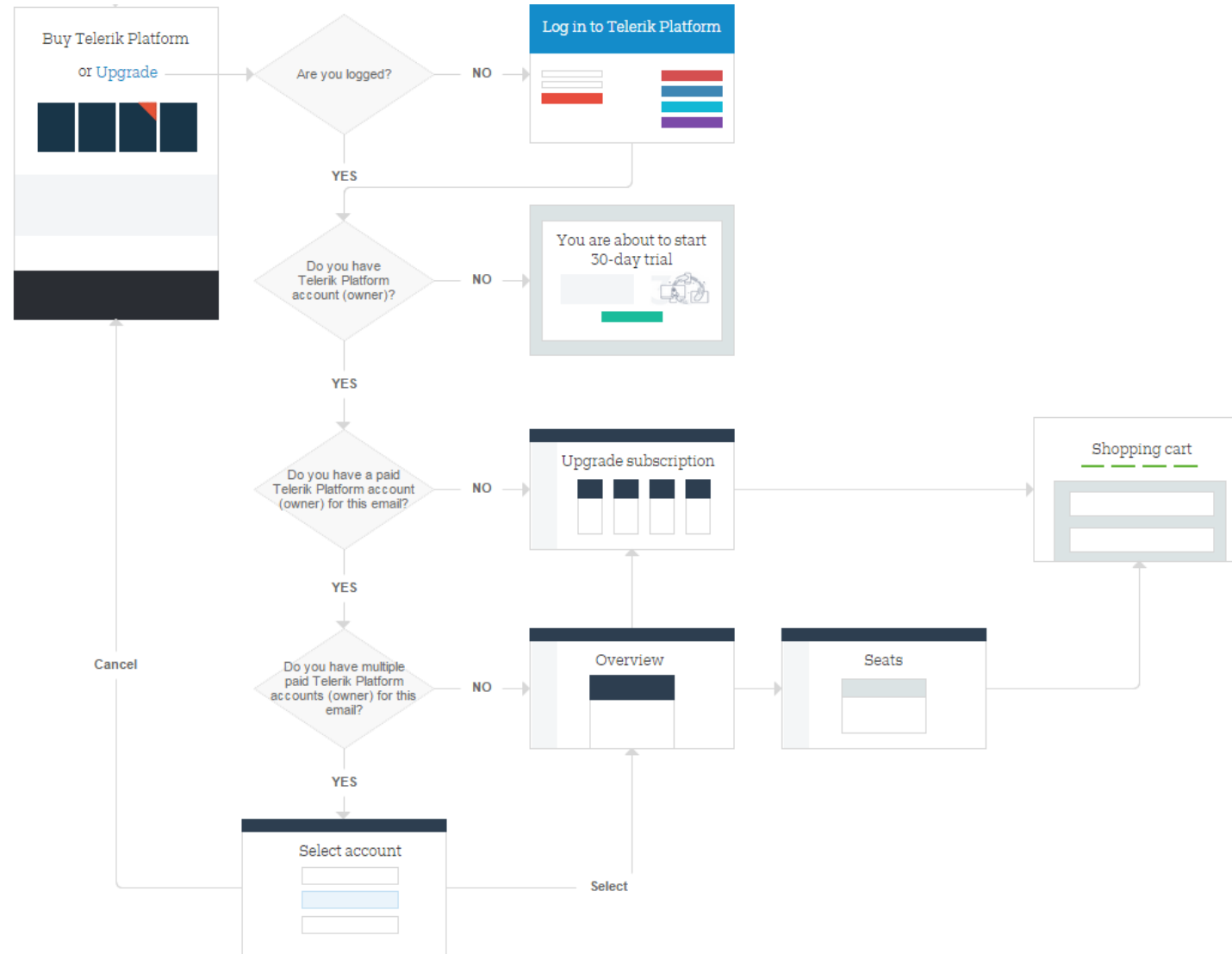
# UX Design Output

Information architecture  
Sitemaps  
Taxonomies  
Content inventories



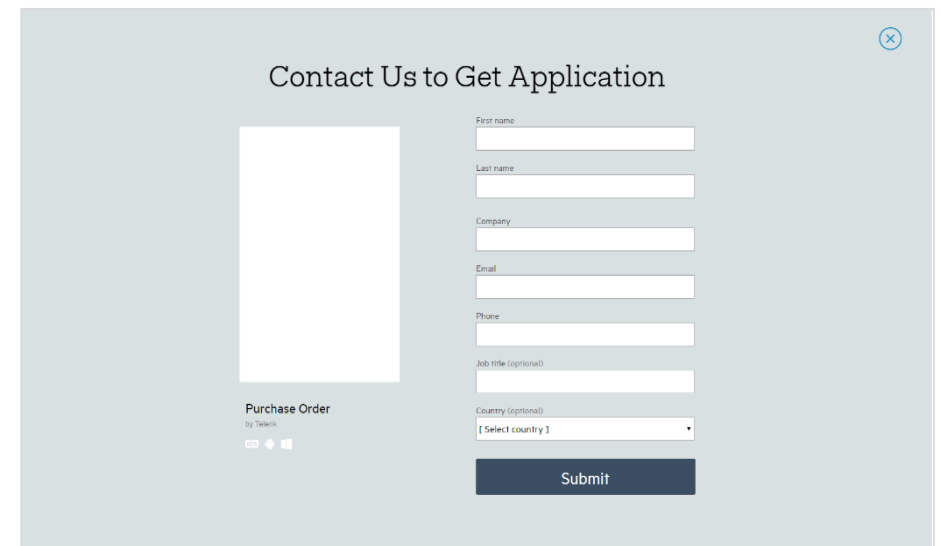
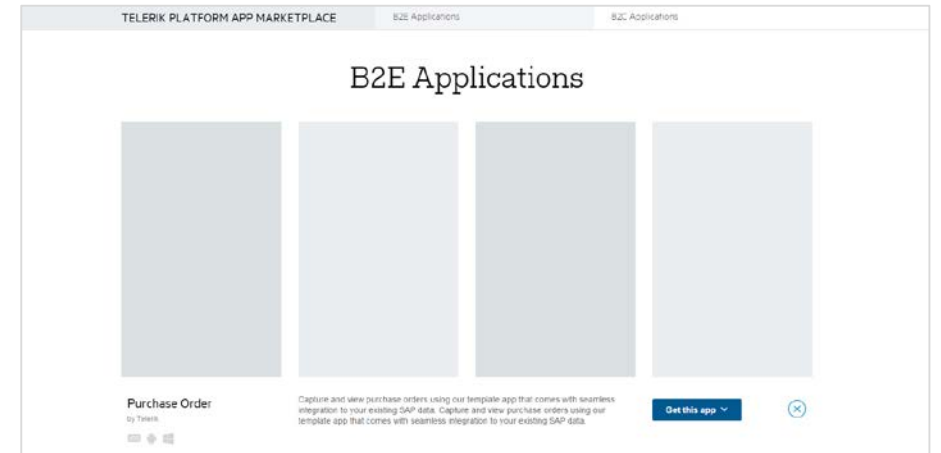
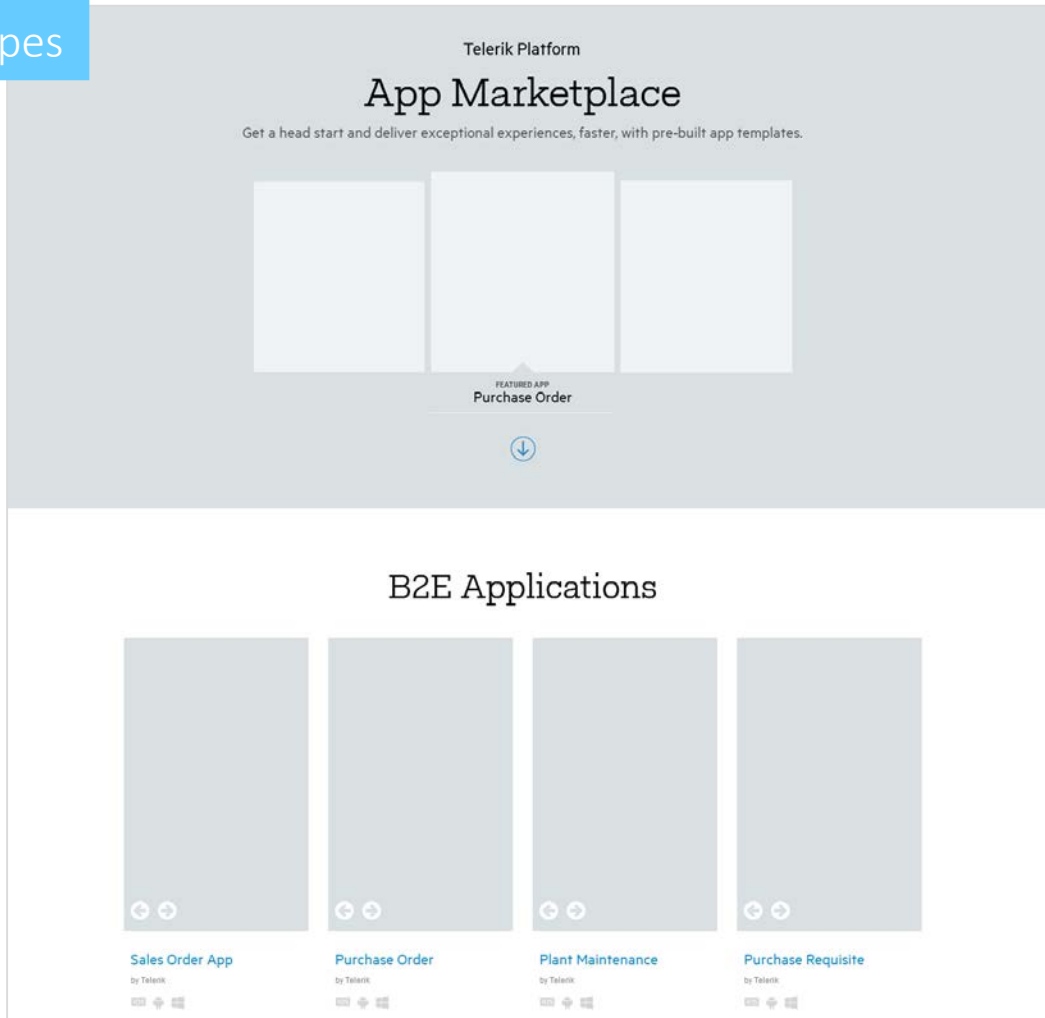
# UX Design Output

## Workflows



# UX Design Output

Wireframes  
Low-fidelity prototypes



# UX Design Output

Designs  
High-fidelity prototypes

The screenshot shows the 'Subscription overview' page. The header includes 'Phoenix Projects', 'Subscription', and user information 'Elina Racholova'. A sidebar on the left contains navigation items: Overview, Seats, Data plans, Upgrade edition, and Billing. The main content area features a dark blue card for 'Telerik Platform Developer Edition' with details: 'NEXT RENEWAL 14 Feb 2015', 'ANNUAL SUBSCRIPTION \$4,752', and 'LICENSE HOLDER Elina Racholova | elina.racholova@telerik.com'. Below this card is a table of seats: TOTAL SEATS (7), ASSIGNED SEATS (3), and REMAINING SEATS (4). At the bottom, there are two data plans: 'Backend Services Small Data Plan' (1 GB Database, 5 GB File storage, 25 GB Bandwidth / month, 2,000,000 Push notifications / month) and 'Analytics Starter Data Plan' (100 Concurrent devices). Each plan has a 'Manage' button.

The screenshot shows the 'Upgrade your subscription' page. The header includes 'Phoenix Projects', 'Subscription', and 'Upgrade edition', along with user information 'Elina Racholova'. A sidebar on the left contains navigation items: Overview, Seats, Data plans, Upgrade edition, and Billing. The main content area features a dark blue card for 'Telerik Platform Developer Edition' with details: 'Your current subscription', 'Keep it' button, 'RENEWAL PRICE \$343', and 'WHAT'S INCLUDED: Core Platform, Hybrid UI, Limited web support'. To the right, there are three upgrade options: 'Telerik Platform Professional' (Upgrade price \$733, Renewal price \$833), 'Telerik Platform Business' (Upgrade price \$1,268, Renewal price \$1,568), and 'Telerik Platform Enterprise' (Contact us button). Each upgrade option has an 'Upgrade' button and a 'WHAT'S INCLUDED' section: 'Core Platform' (Advanced cloud services, Direct App Store deployment), 'Pro Platform' (Active Directory Integration, Enterprise Data Connectors, Private App Distribution), and 'Web, Hybrid & Native UI' (Unlimited web support).

# UX Design Output

## Pattern libraries

Components > Dialogs

### Alerts with title bars

Use alerts with title bars sparingly. They are appropriate only for high-risk situations, such as potential loss of data or connectivity, or extra charges.

If a title is required:

- Use a clear question or statement with an explanation in the content area. For example, "Erase USB storage?"
- Avoid apologies and ambiguous statements or questions. For example, don't use "Warning!" or "Are you sure?"

A user should be able to skip the content completely and still have a clear idea of what choices are available based on the title and the text of the action buttons.

**Do.**  
This dialog poses a specific question, concisely elaborates on its impact, and provides clear actions.

**Don't.**  
This dialog poses an ambiguous question and its scope of impact is unclear.

vmware Starlight Pattern Library

Get Started Patterns Style Guide

Enter Keyword(s)

## Web Patterns

- Common Controls**
  - Auto Complete
  - Buttons
  - Calendar Date Picker
  - Checkbox
  - Combo Box
  - Dropdown Selector
  - Radio Buttons
  - Slider
  - Text Field
- Data Display**
  - Accordion Containers
  - Carousel - Bottom Rail 1
  - Carousel - Bottom Rail 2
  - Carousel - Hero
  - Content Rating
  - Empty State
  - Form Elements & Structure
  - Form Templates
  - Form Validation
  - Header Inline Editing
  - Inline Editing
  - Pagination
  - Tool Tip
- Messaging**
  - Password Strength
  - Product Alerts
  - System Alerts
- Onboarding**

**Buttons**  
A Command Button is a control that when clicked causes an application to...  
Updated: 3 months 2 weeks ago

**Checkbox**  
Checkbox control allows the user to select from non-mutually-exclusive choices...  
Updated: 3 months 3 weeks ago

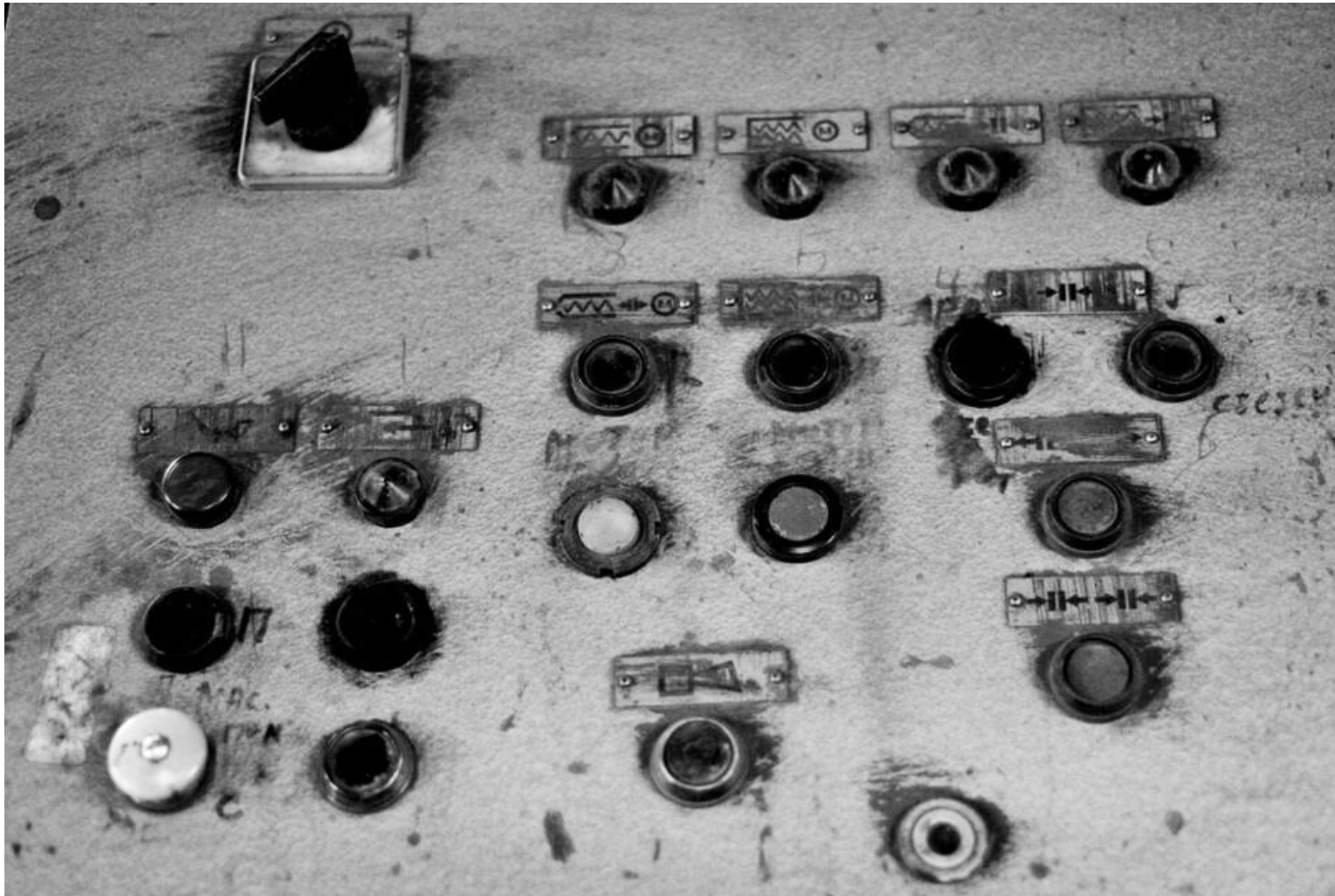
**Wizard Progress Bar**  
The Wizard Progress Bar can set expectations for process length, provide a...  
Updated: 3 months 3 weeks ago

**Table Drag & Drop**  
Table Drag and Drop allows the data row, or rows to be manually moved from one...  
Updated: 3 months 3 weeks ago

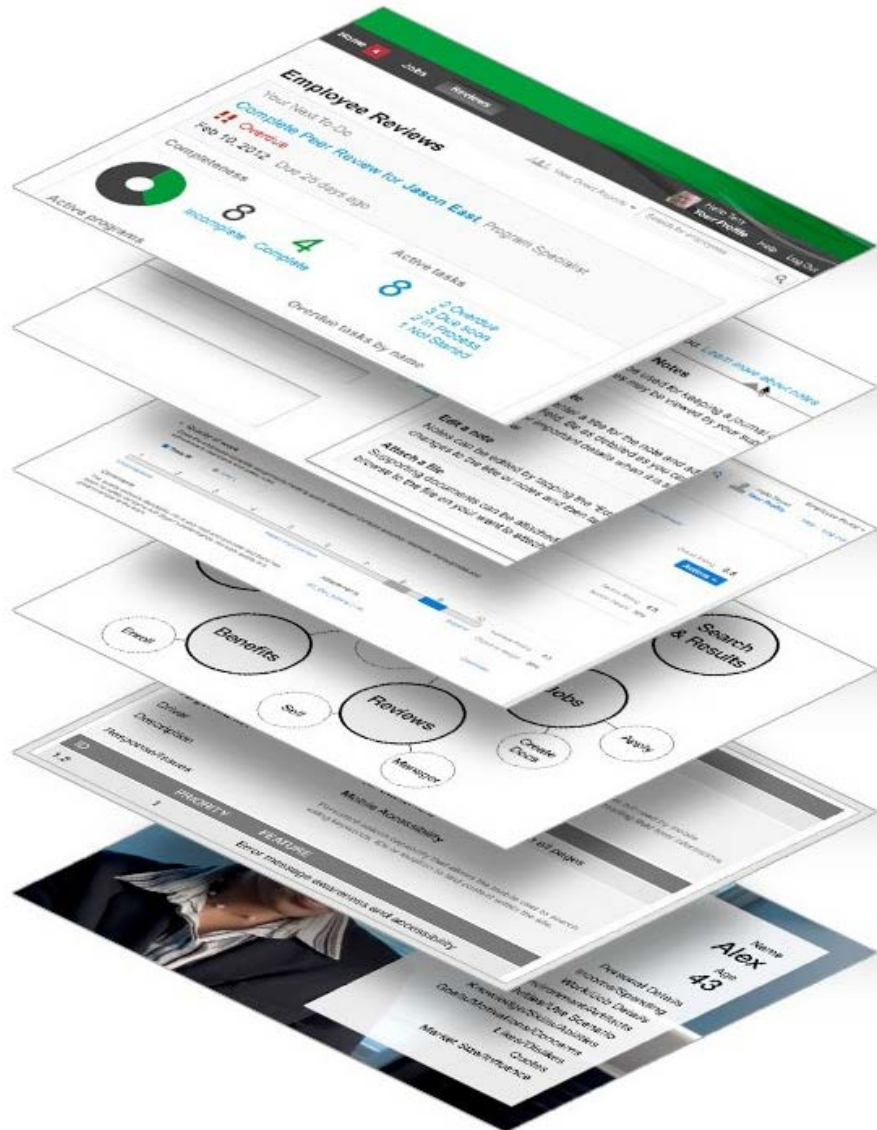
**Slider**  
A slider allows the user to choose a value within a fixed range by dragging a...  
Updated: 3 months 3 weeks ago

**Carousel - Bottom Rail 1**  
Enables a user to visually browse through a set of products which include image...  
Updated: 3 months 3 weeks ago

# Usefulness vs. Usability



# Usefulness vs. Usability



Visual design

Content & terminology

Detailed interactions & UI design patterns

Usability

Information architecture & global navigation

Usefulness

Functionality

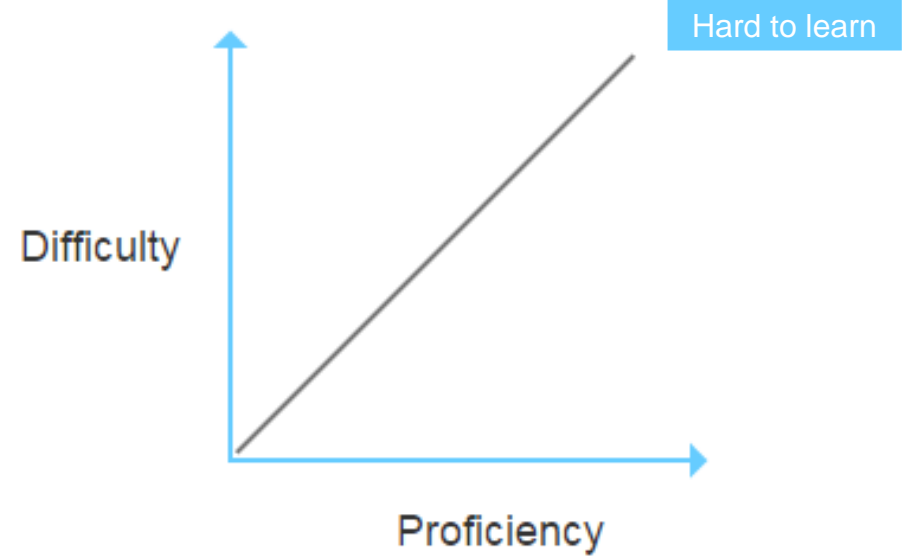
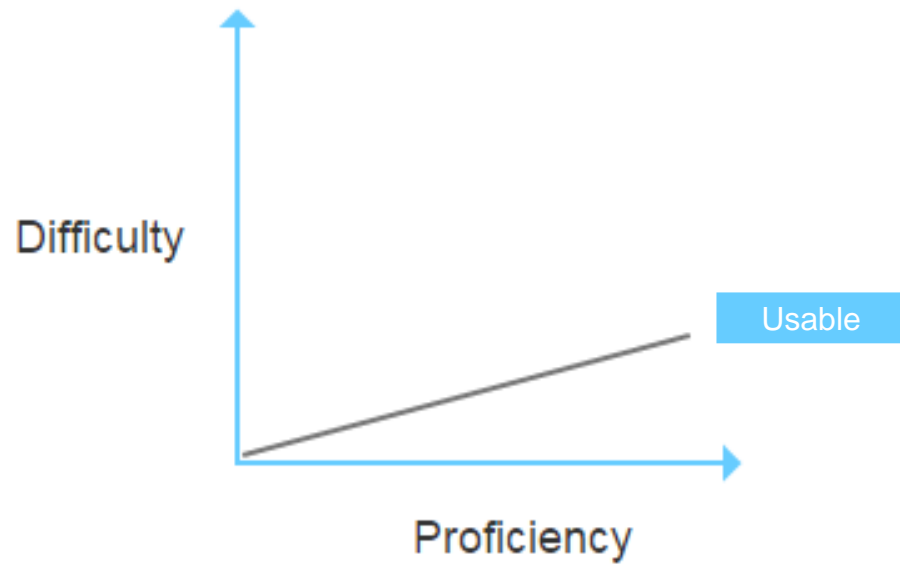
User audience



# Mental Model vs. Concept Model

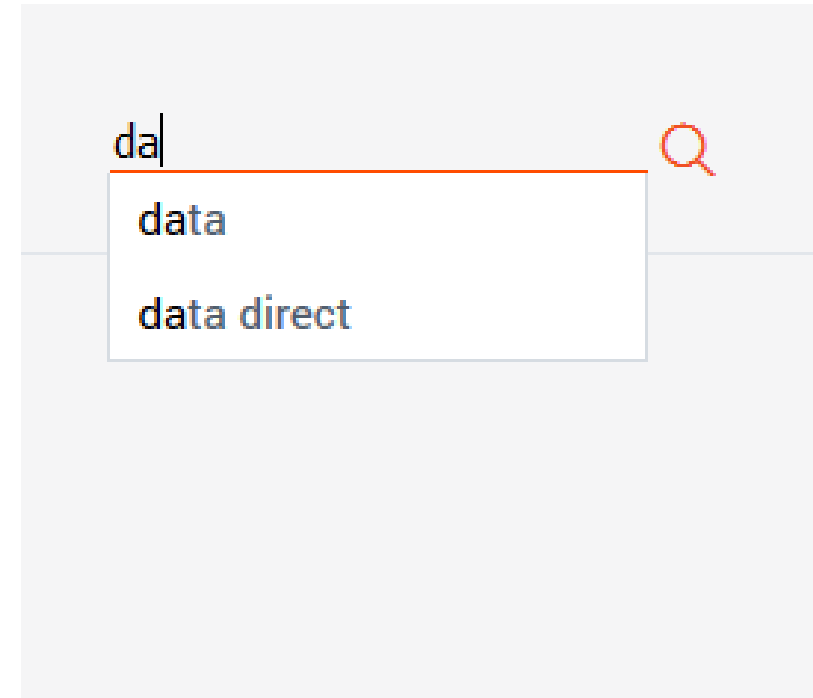


# Learning Curve



# Interaction cost

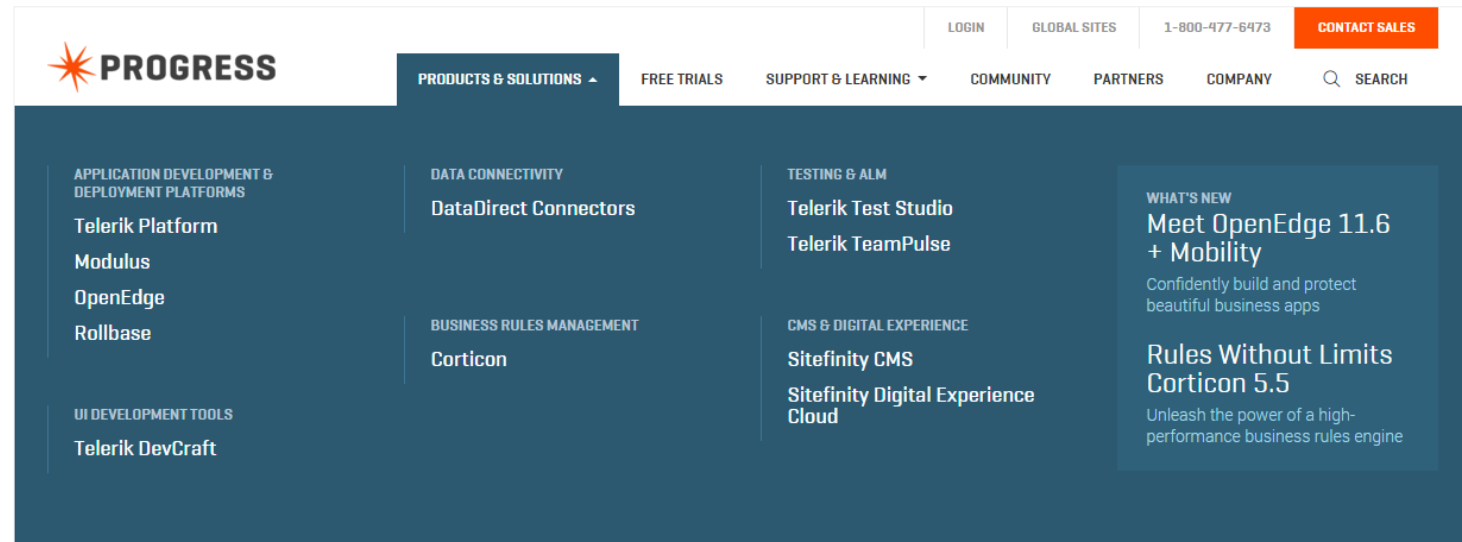
- The sum of efforts — mental and physical — that the users must deploy in interacting with a site in order to reach their goals.
- Direct measure of usability — the lower the cost, the more usable the app is.



# Measuring Design Success

## 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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