User Experience Design Fundamentals

April, 2016

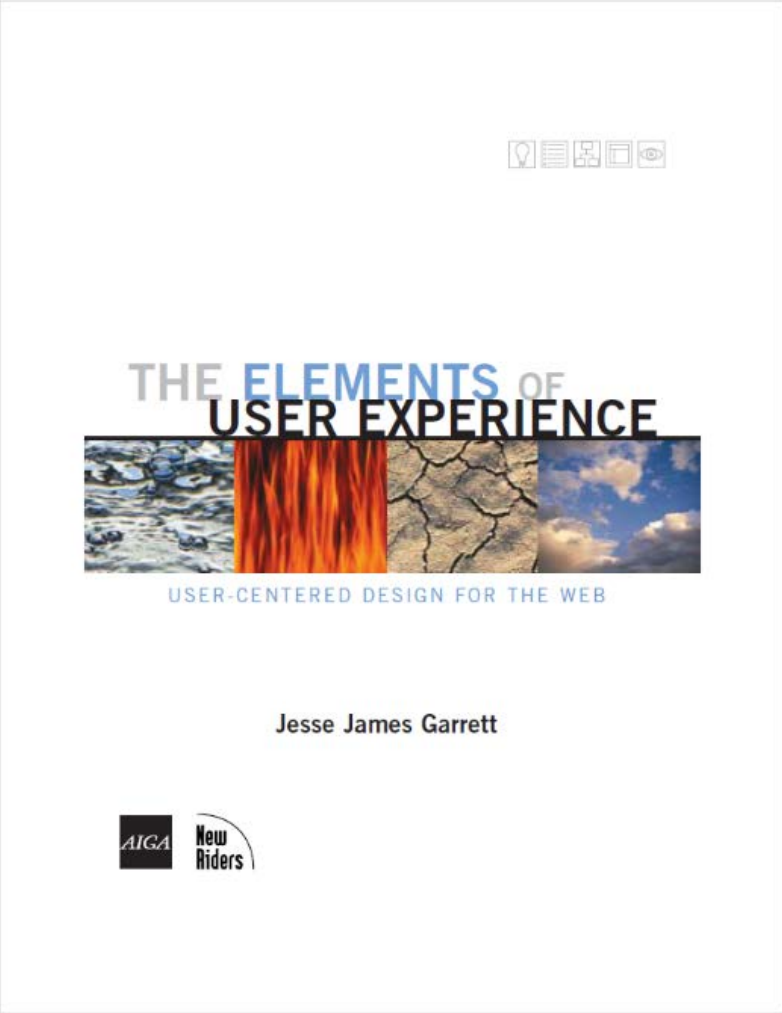
What’s UX

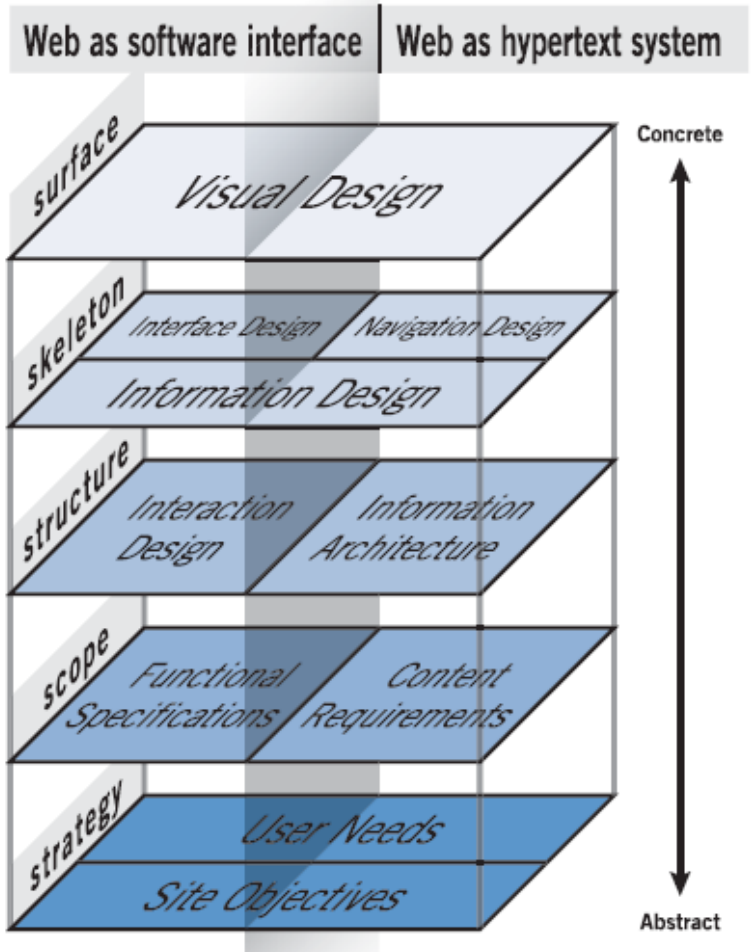
Everything from product’s look and feel

to how it responds when users interact with it,

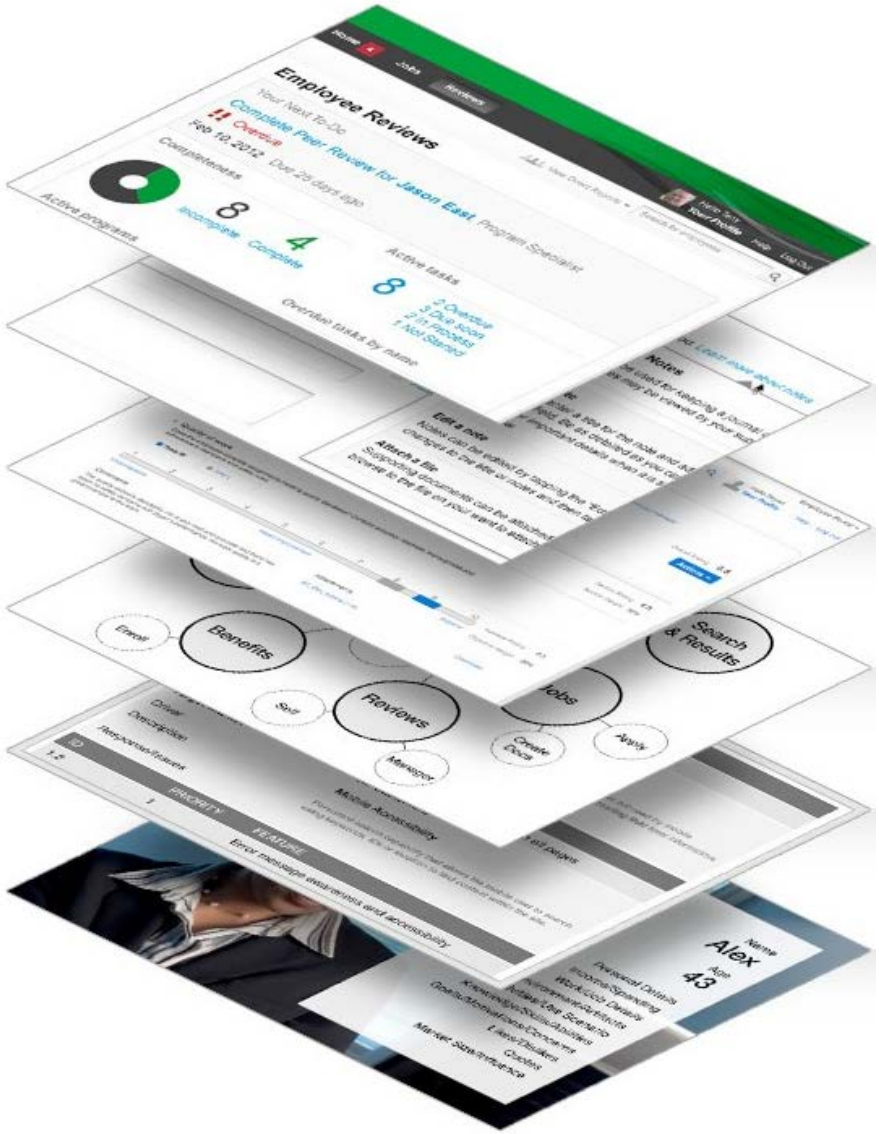
to the way it fits into people’s daily lives.

Elements of UX



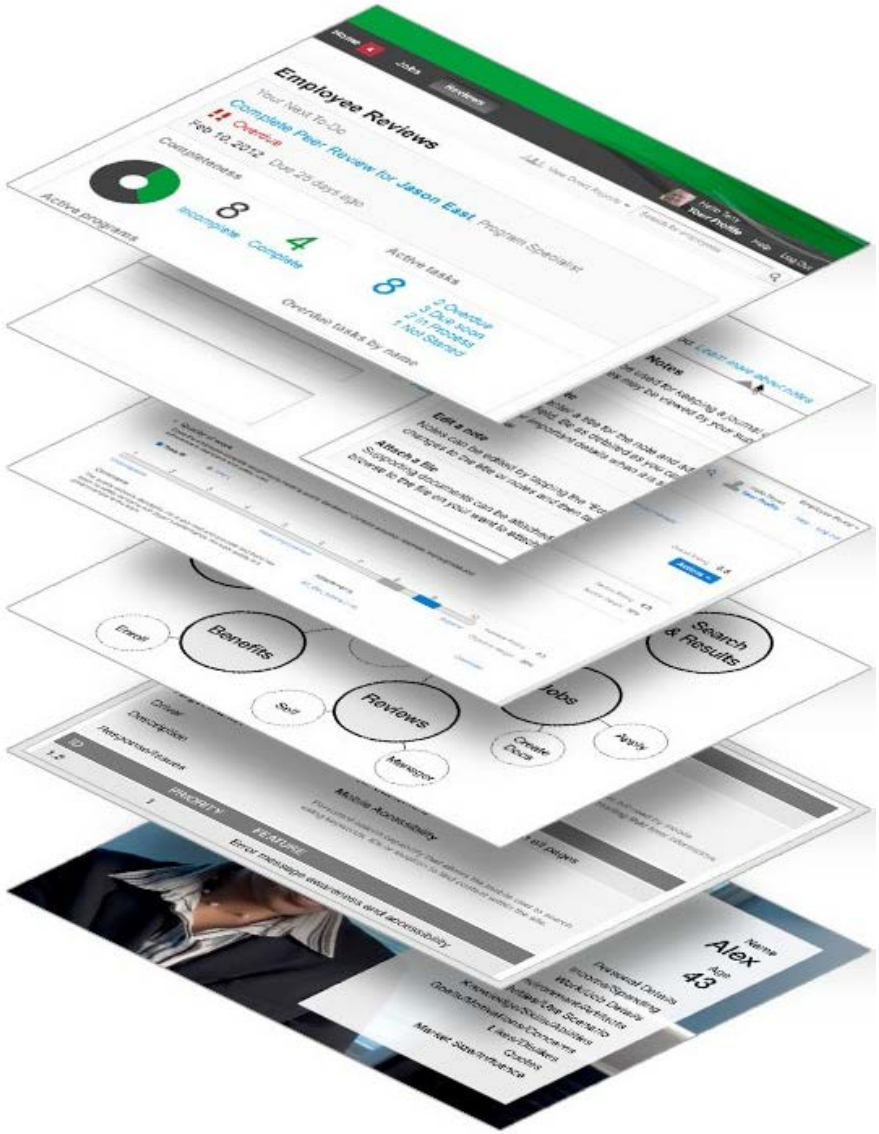


UX Layers



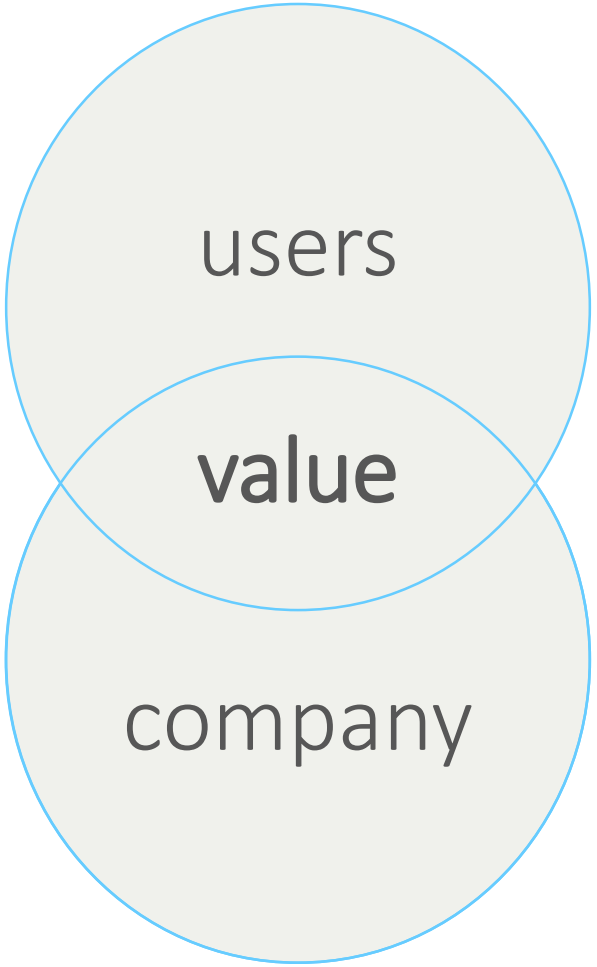
- Visual design
- Content & terminology
- Detailed interactions & UI design patterns
- Information architecture & global navigation
- Functionality
- User audience

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

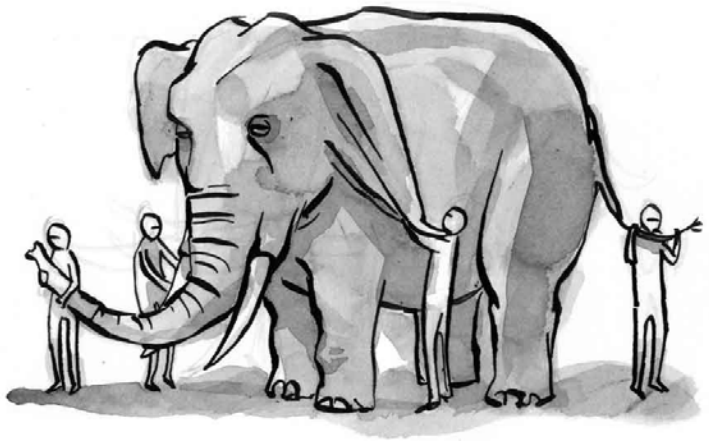
Observation, User interviews

Surveys, Analytics data

Heuristics evaluation

Content inventory

Competitive analysis



Product Scoping

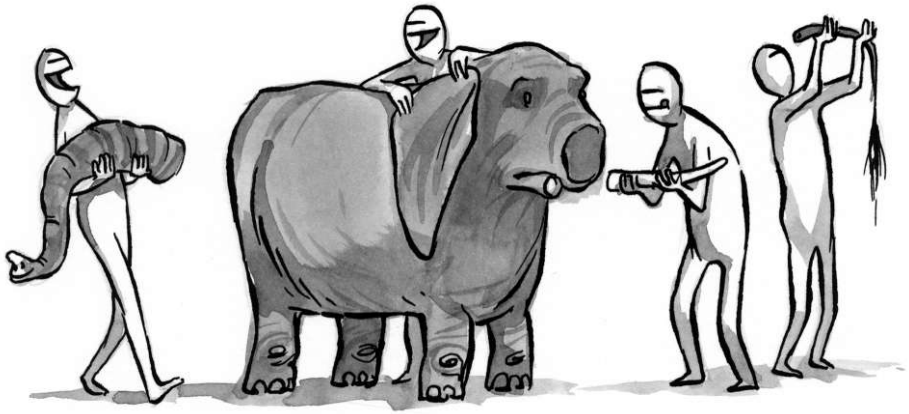
Product strategy

Business requirements

Functional requirements

SEO requirements (for web)

Technical 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

Merchant (first time user)

Claudia

"This year we're looking to double our sales, we had a dis-appointing 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 aquitance to take a look at what Webgains offer to Affiliates on their network
Has some basic HTML conding knowledge nad 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 appreci-ates it when information is easaily available rather than requiring more effort and time.

Key Characteristics

37 years old
Married with two kids, lives in Munich, Germany.
Affiliate Marketing expert working in retail sec-tor (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 ?

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.

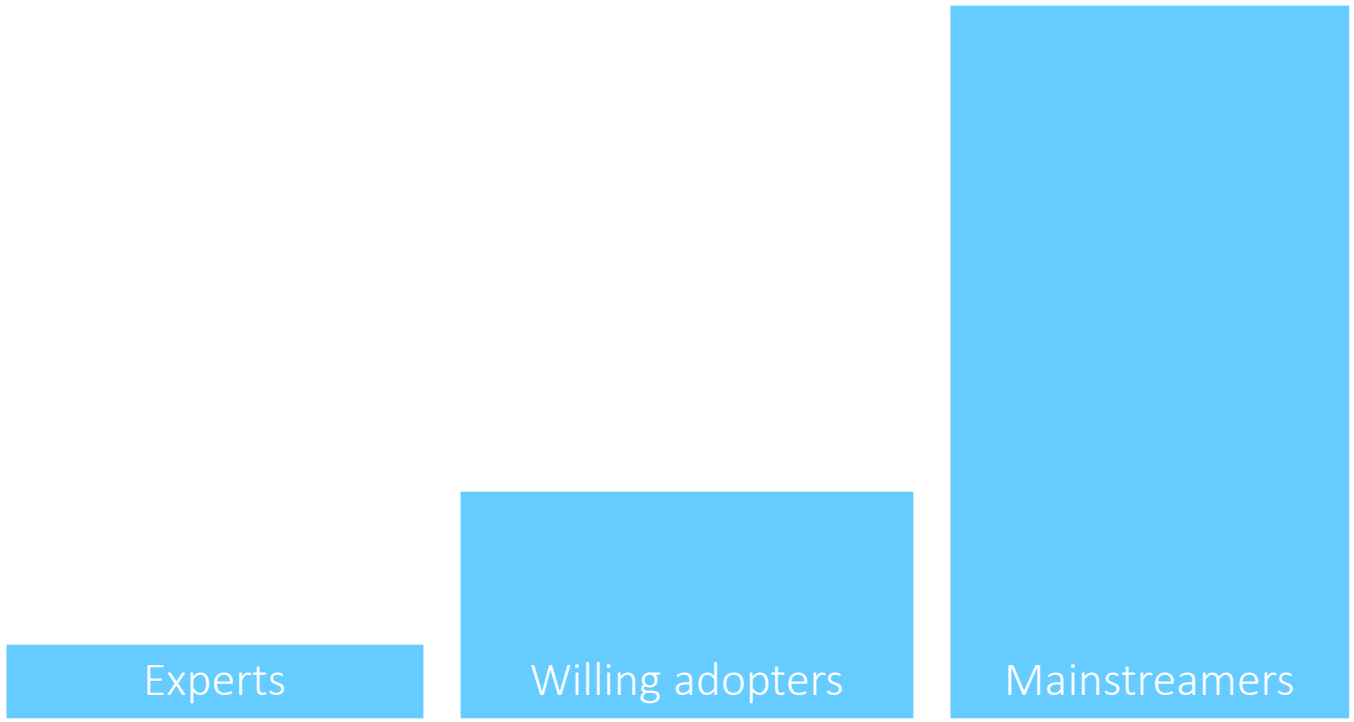
Frustrations

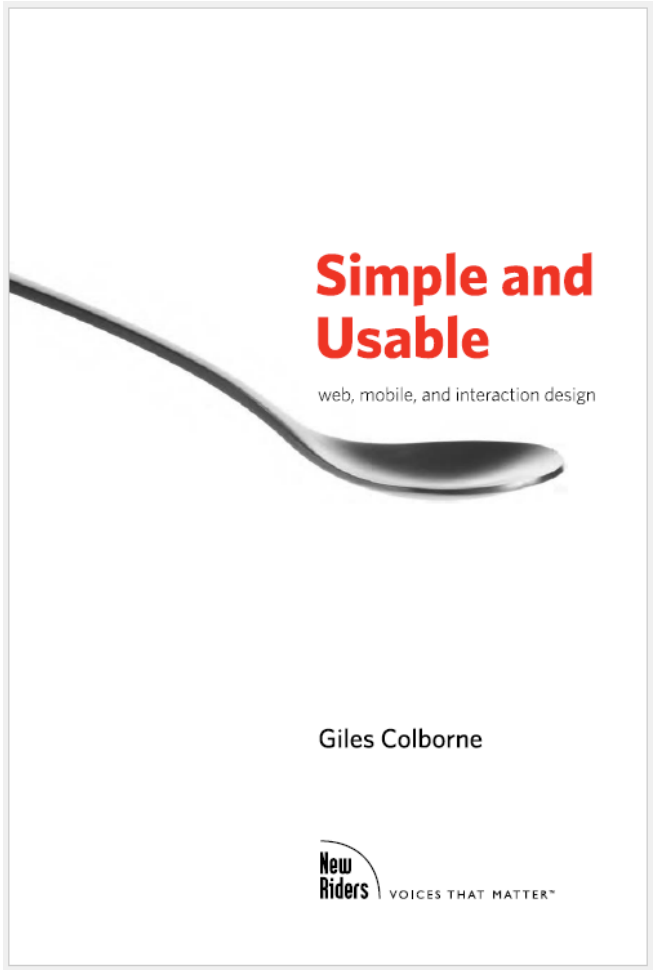
Not offering enough statistics
Service doesn't feel very personal
Don't feel like we are improving
Communication can seem a little slow
Lack of help in connectin us with suitable merchants
No help in securing non-cpa deals

Questions

Questions over WG

User Types


Experts
Willing adopters
Mainstreamers

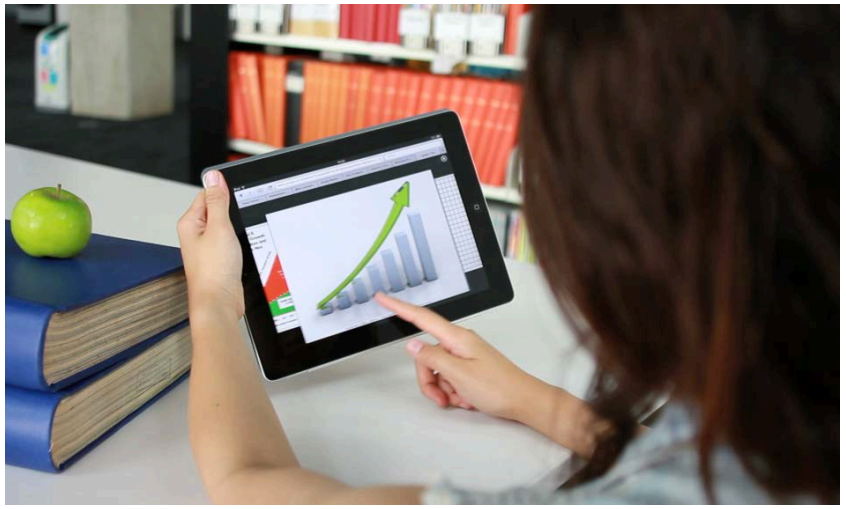

Simple and Usable
web, mobile, and interaction design
Giles Colborne
New Riders
VOICES THAT MATTER™

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

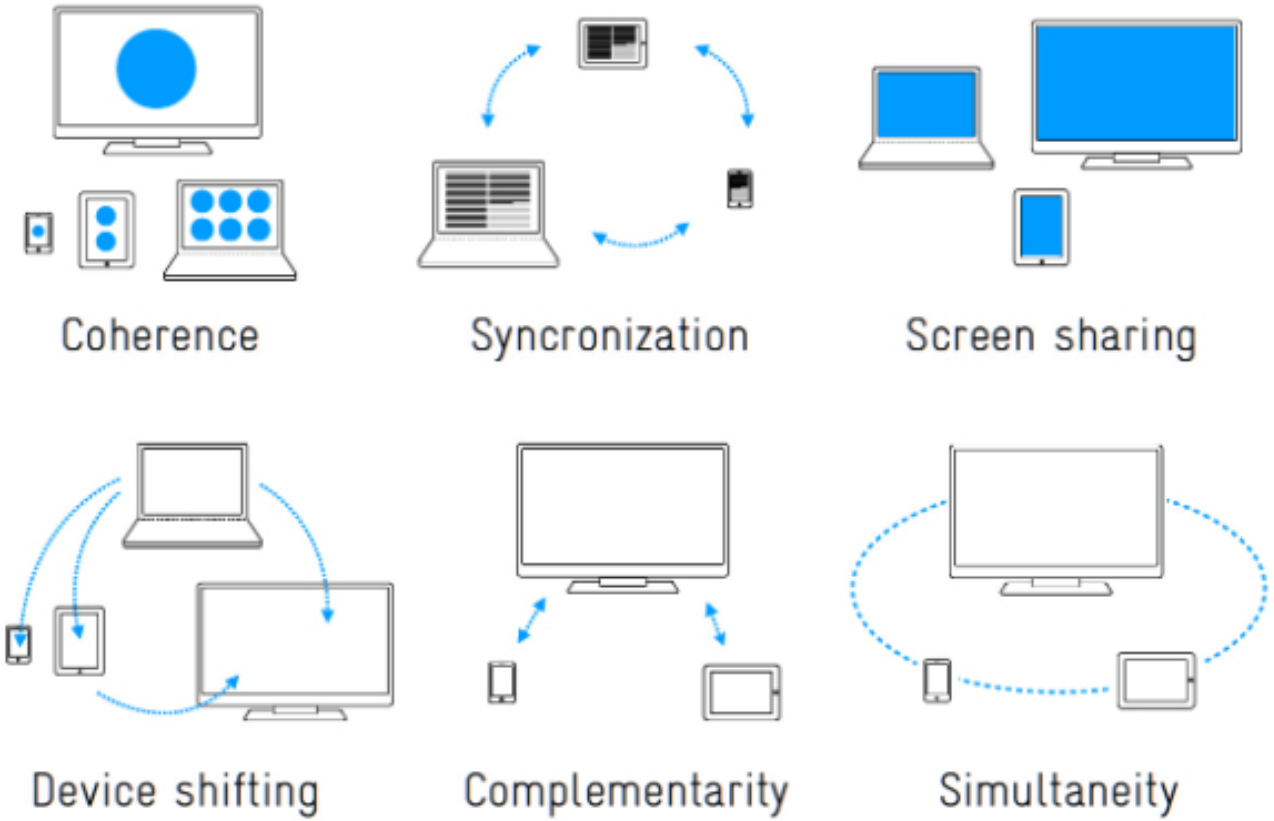
> Content is king!
>
> BILL GATES

As a UX Designer I need to know…

Context of Use

> If content is king,
> context must be the kingdom.
> ERIC REISS

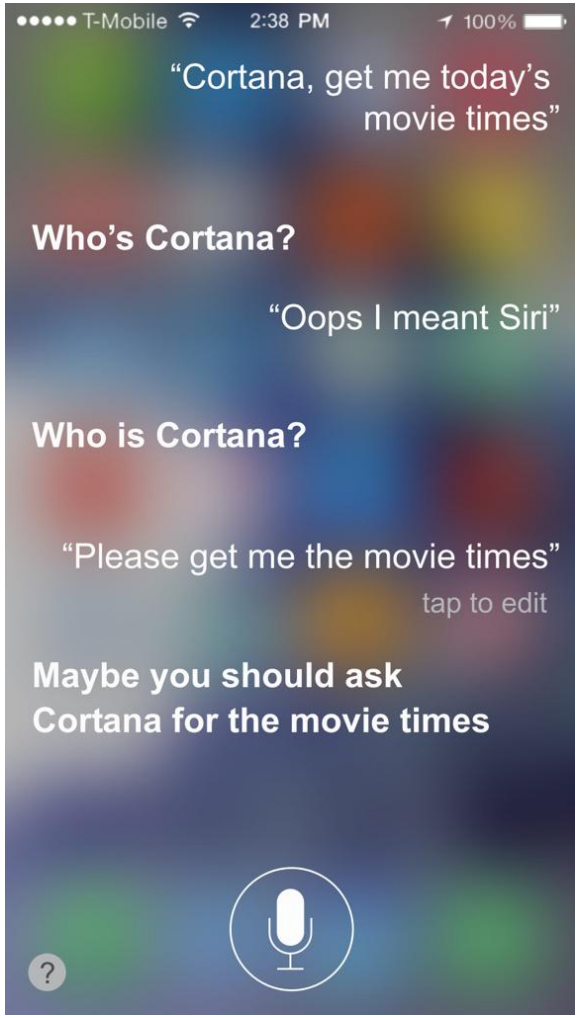
Multi-Device Usage Examples



As a UX Designer I need to know…

Input tools

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

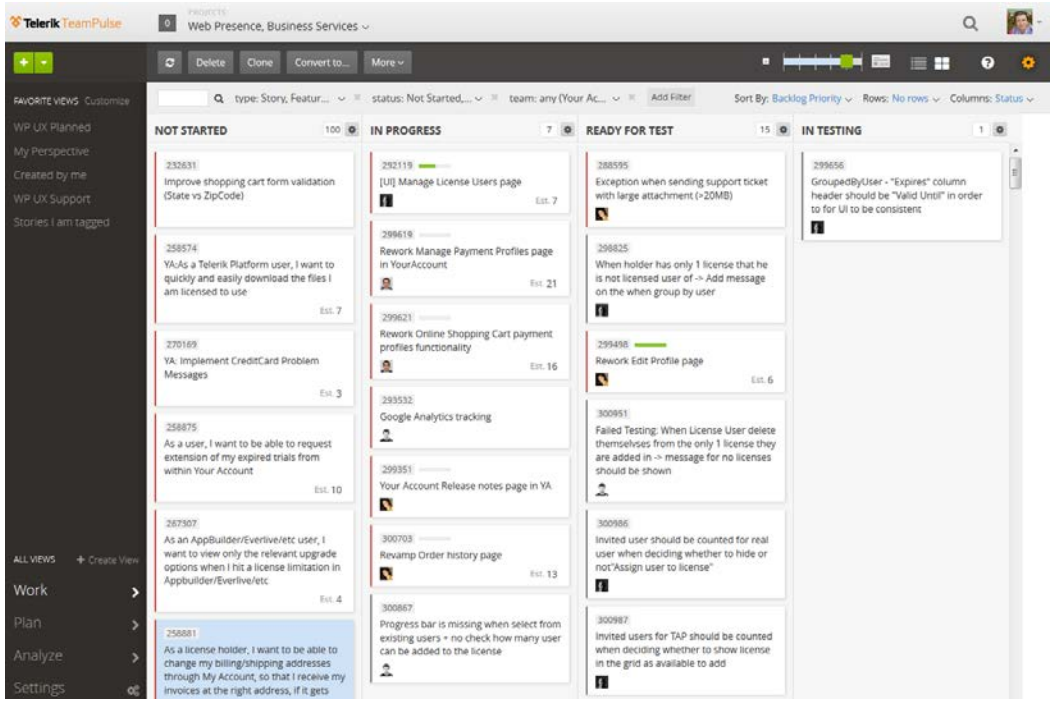


As a UX Designer I need to know…

Functional Requirements

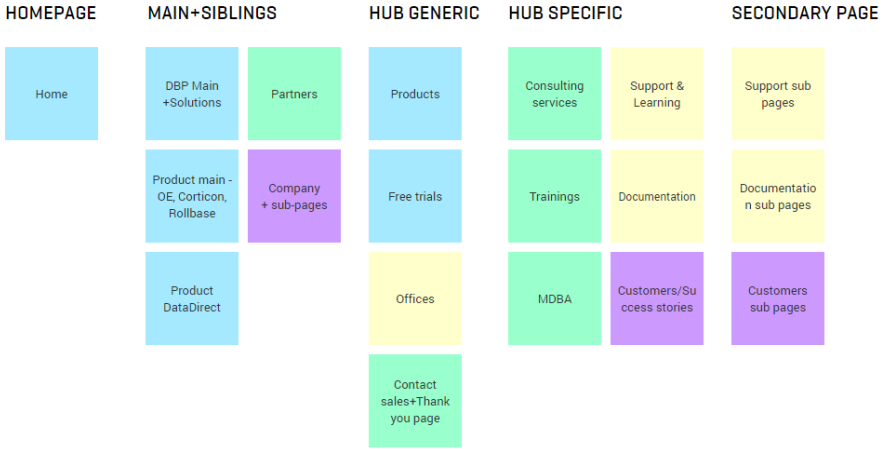
The behavior you need to build into the software to meet user's needs.

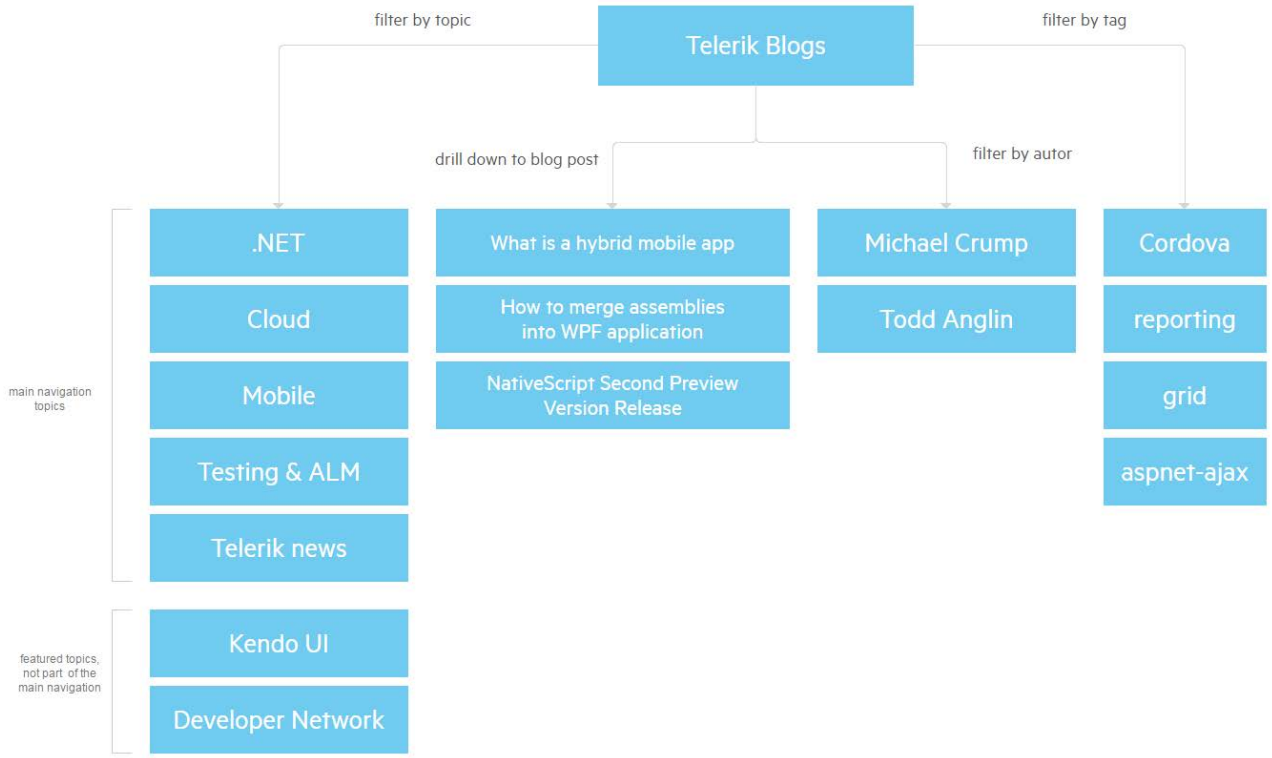
- Happy path
- Alternative paths
- Exceptions
- Edge cases



UX Design Output

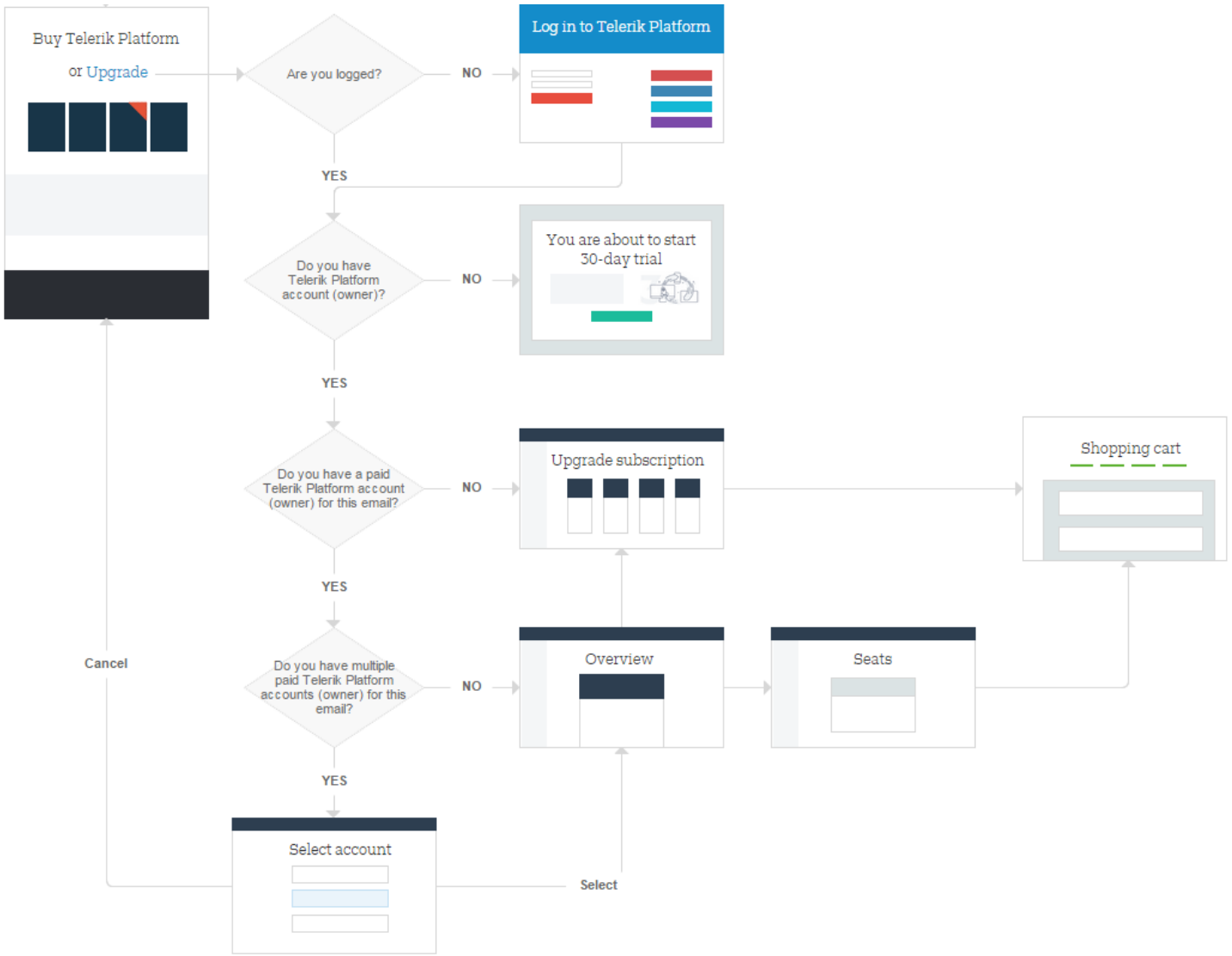
Information architecture
Sitemaps
Taxonomies
Content inventories





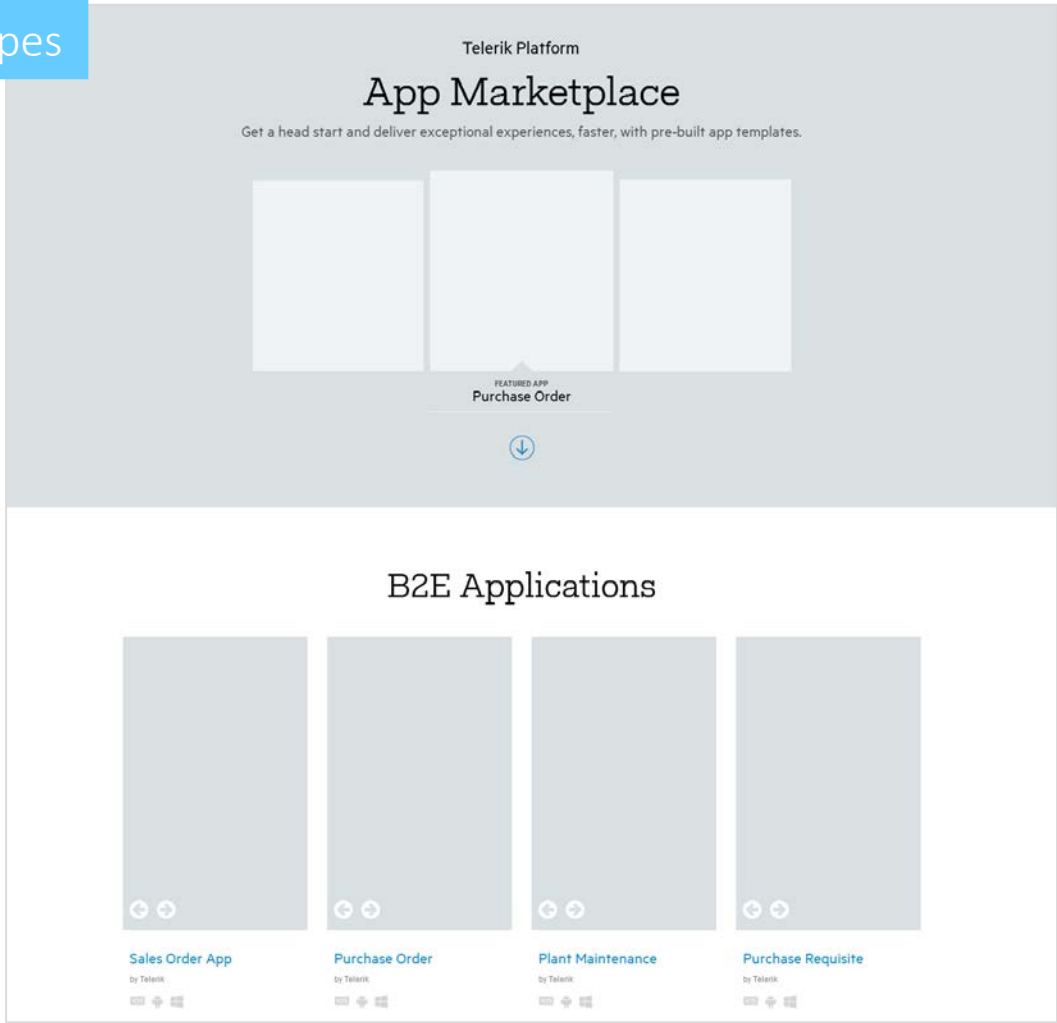
UX Design Output

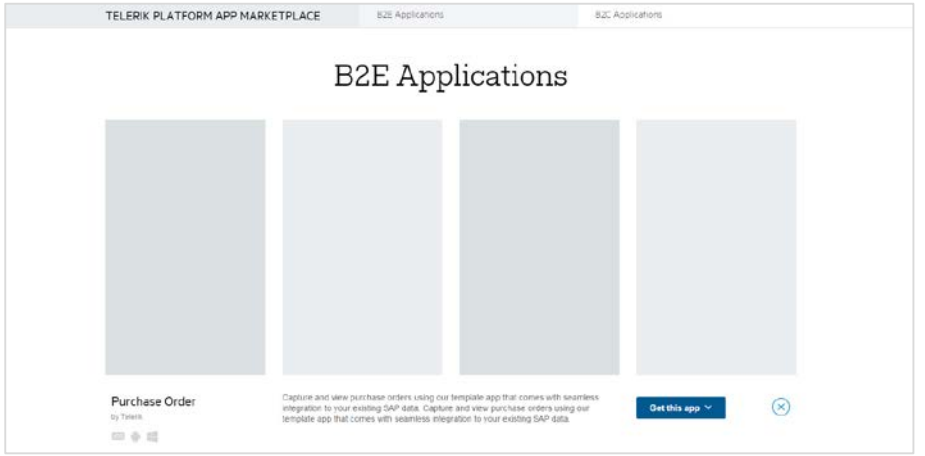
Workflows

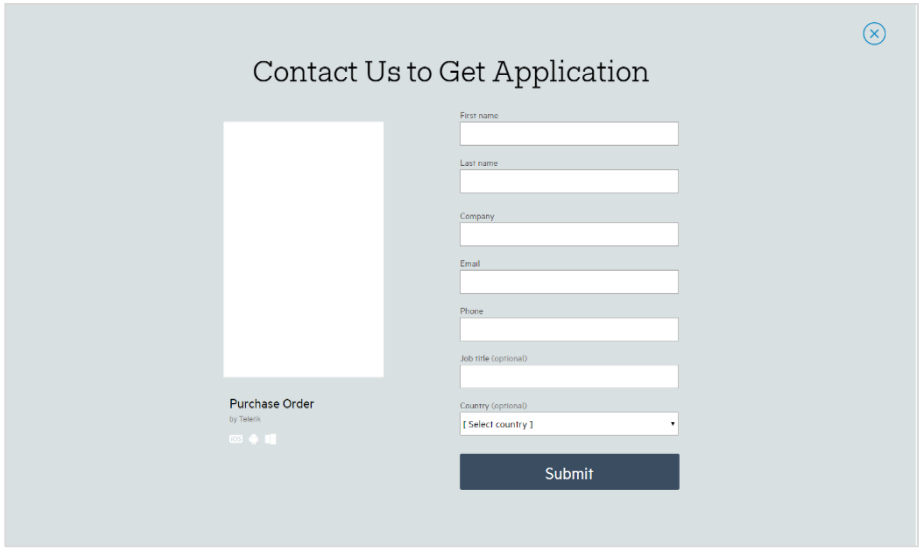


UX Design Output

Wireframes
Low-fidelity prototypes

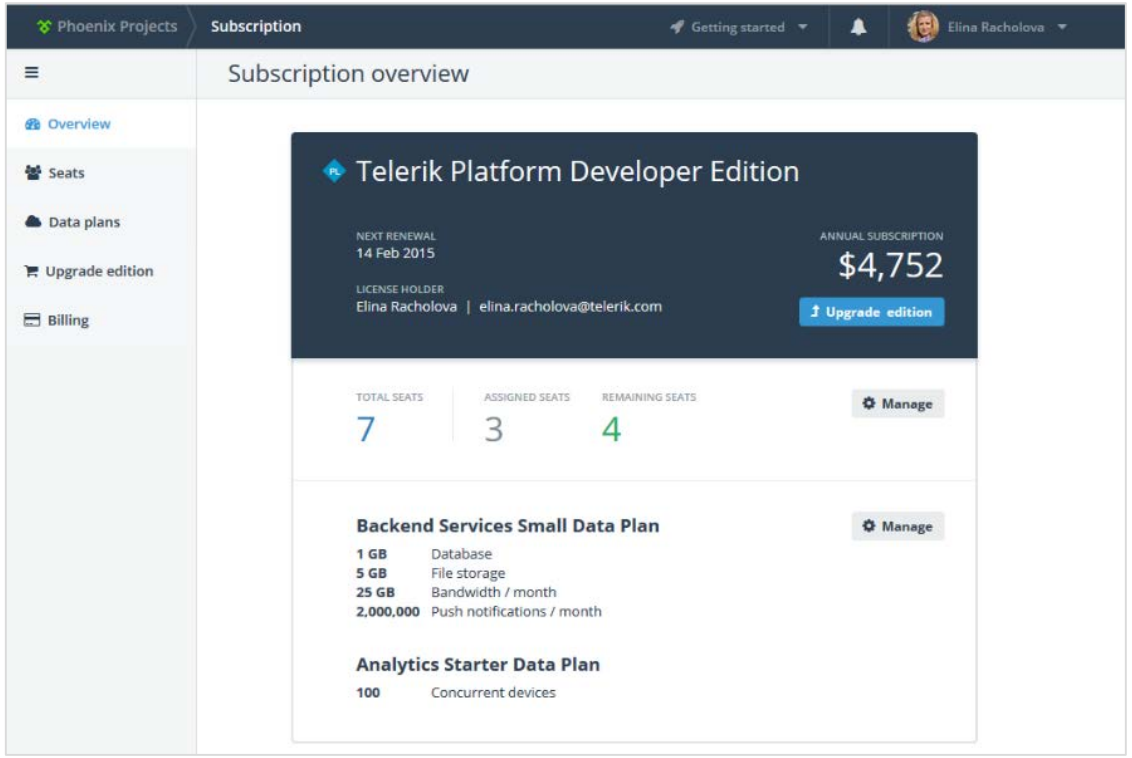


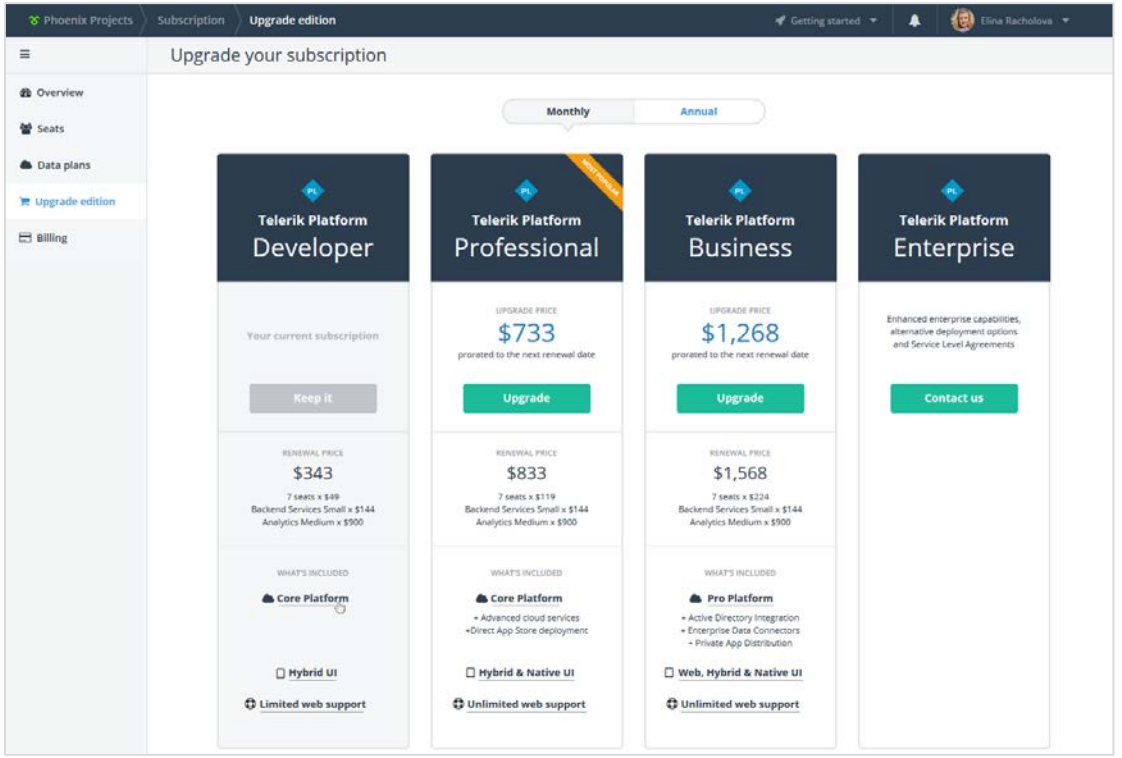




UX Design Output

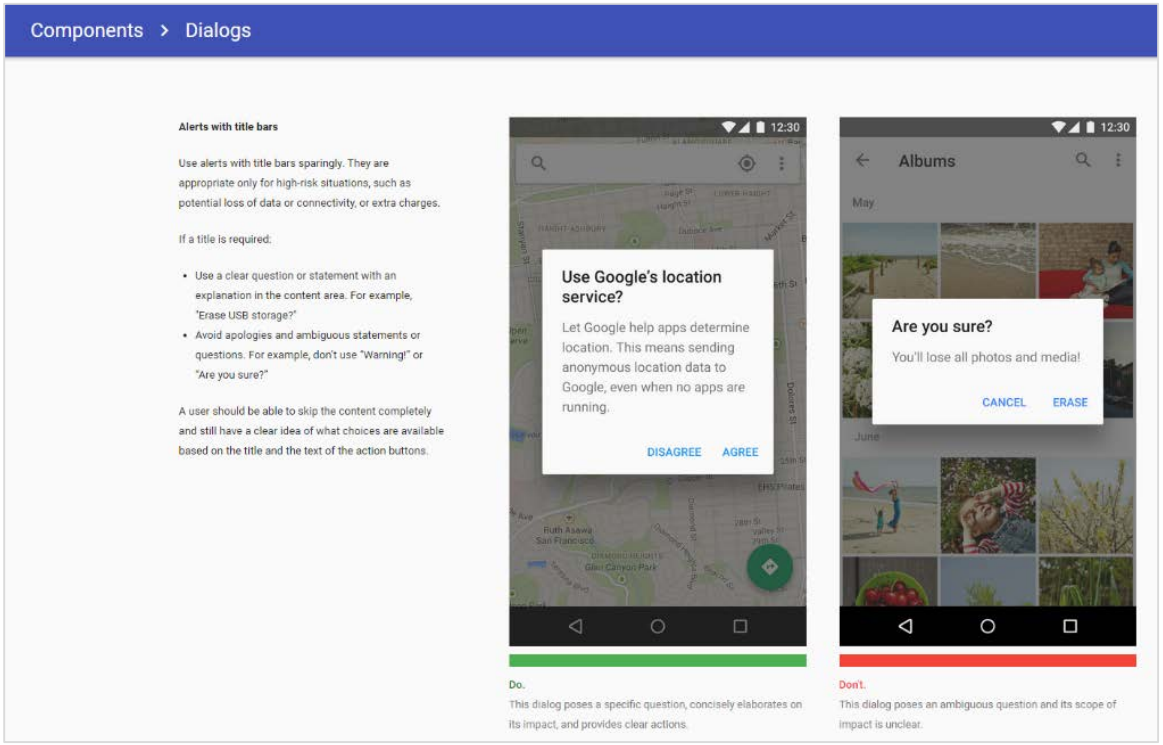
Designs
High-fidelity prototypes

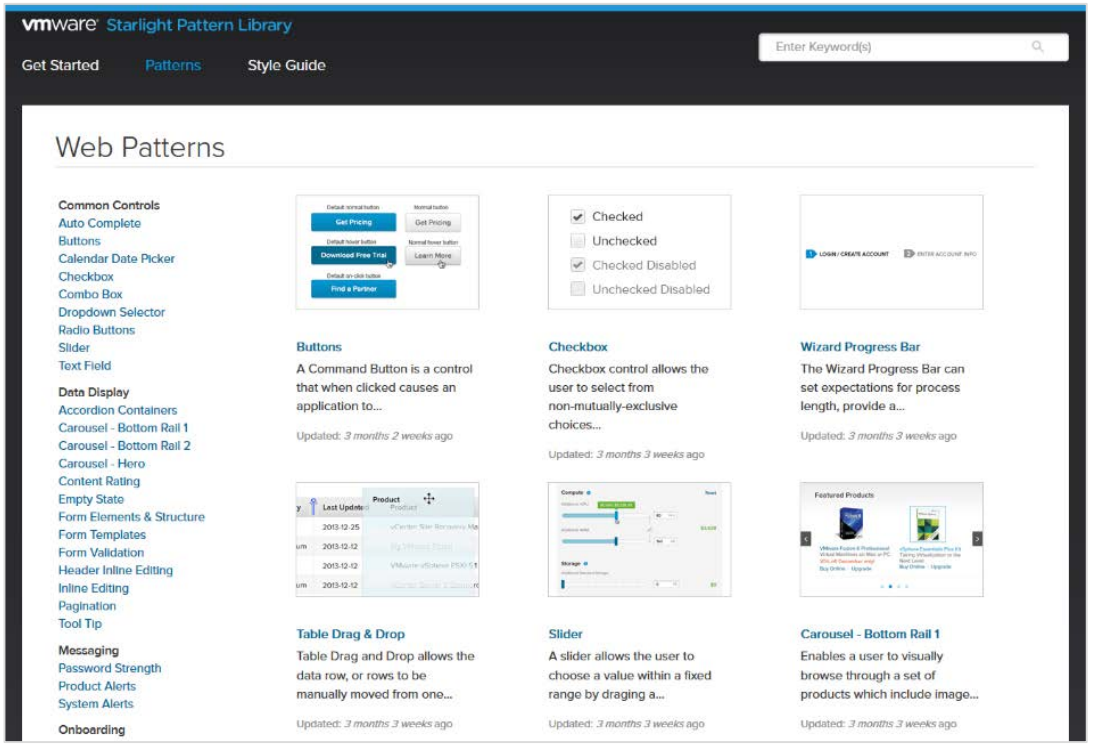




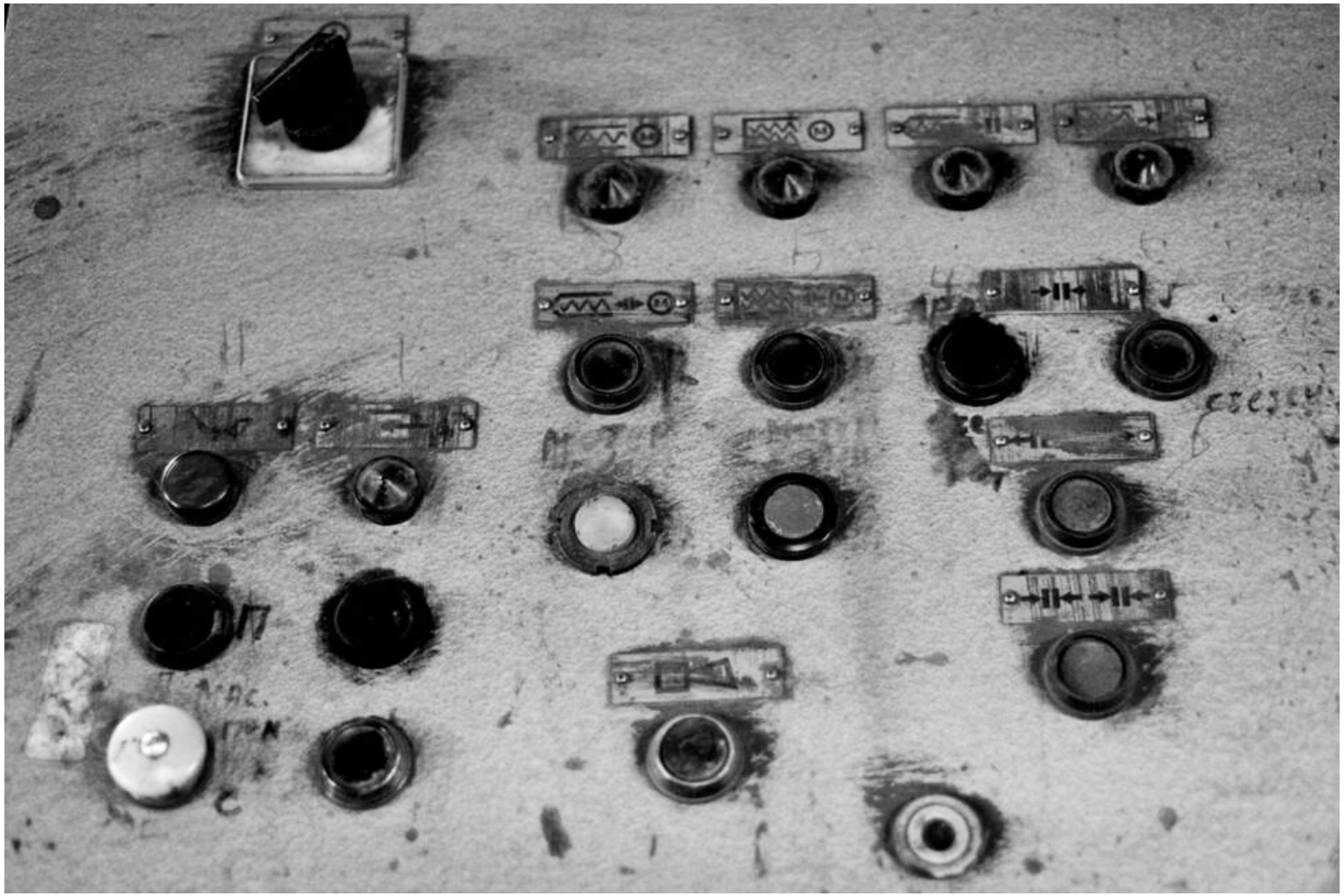
UX Design Output

Pattern libraries





Usefulness vs. Usability



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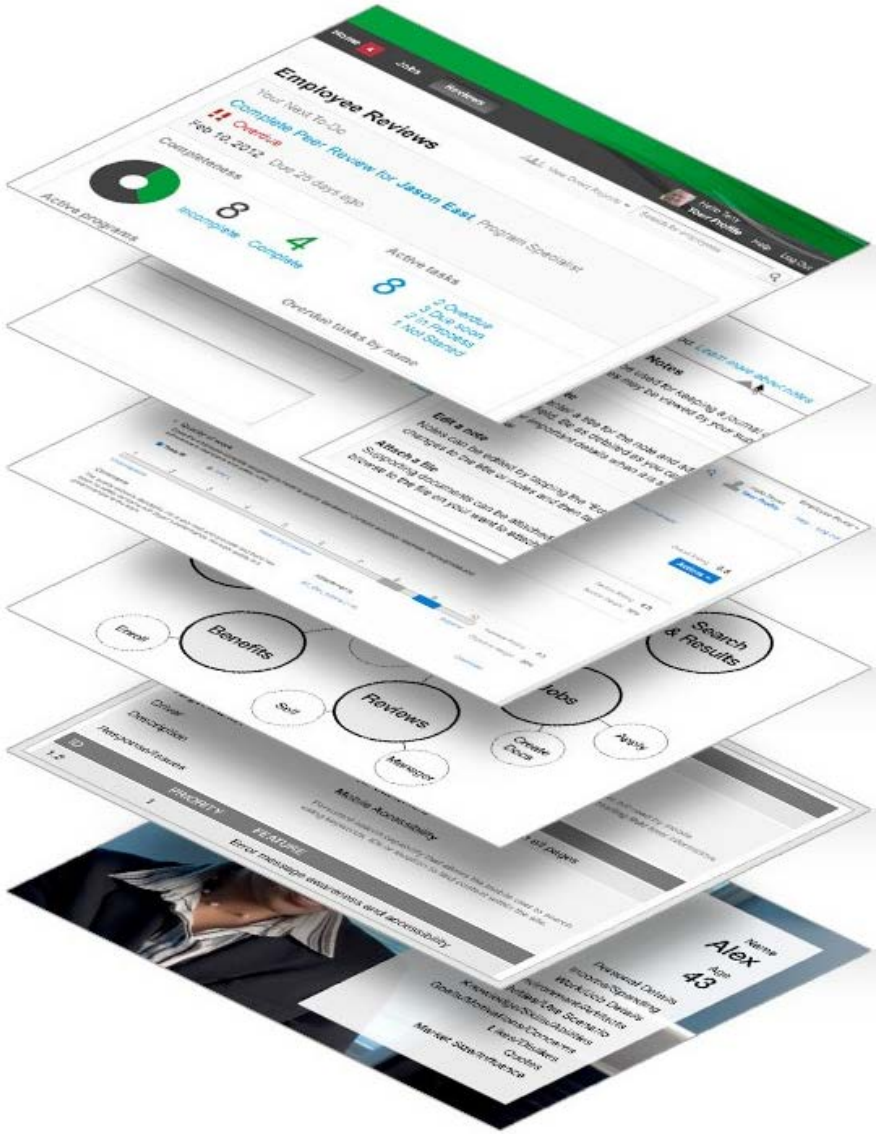


Visual design

Content & terminology

Detailed interactions & UI design patterns

Usability

Information architecture & global navigation

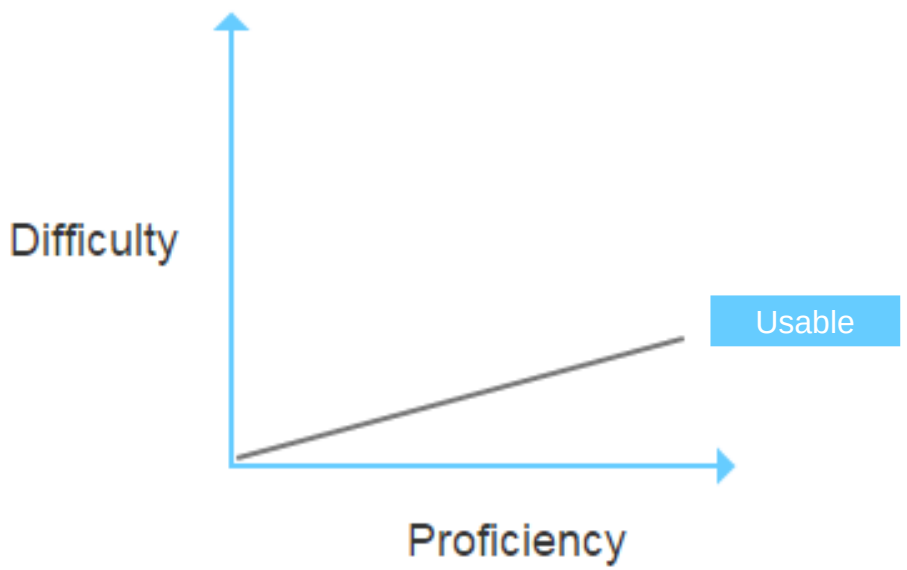
Usefulness

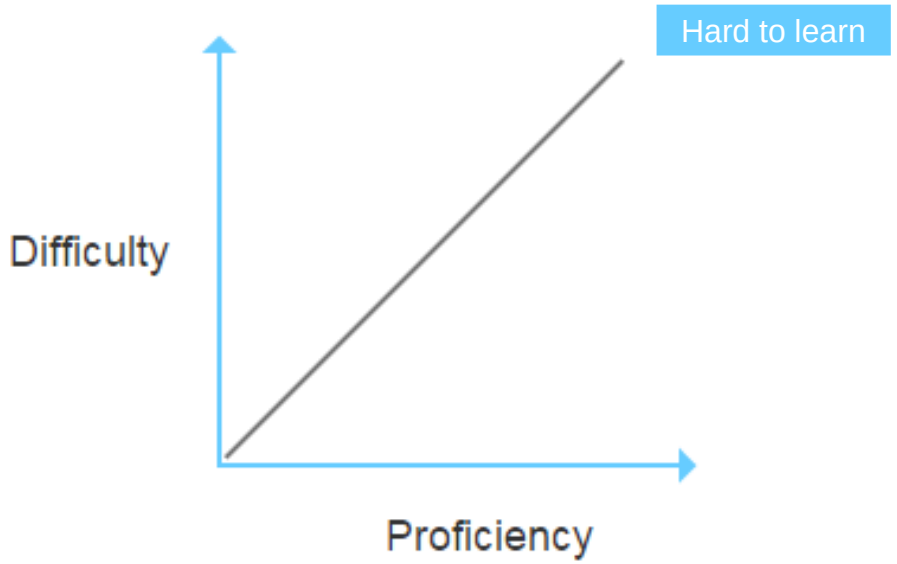
Functionality

User audience

Mental Model vs. Concept Model

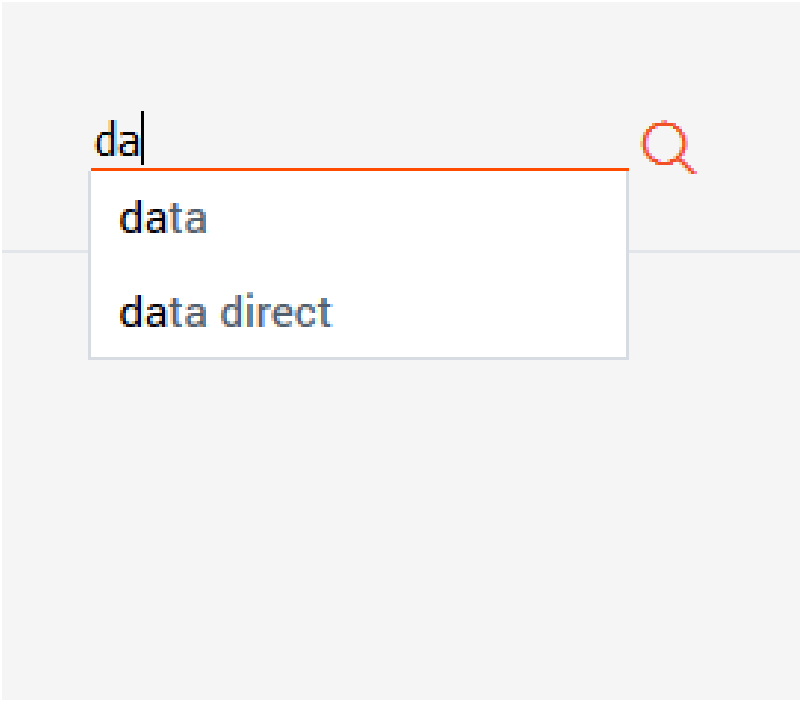
Learning Curve





Interaction cost

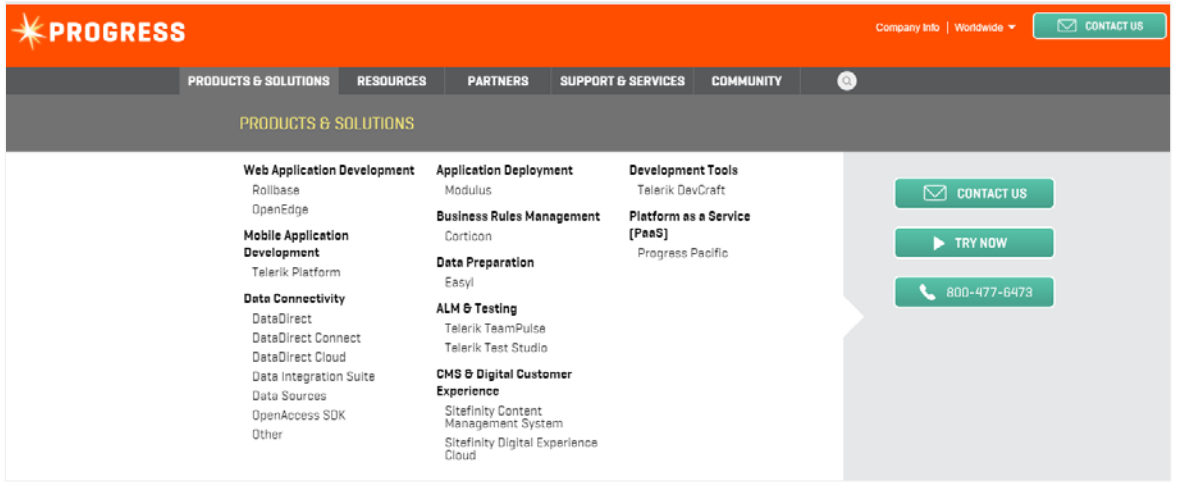
- The sum of efforts — mental and physical — that the users must deploy in interacting with a site in order to reach their goals.
- Direct measure of usability – the lower the cost, the more usable the app is.

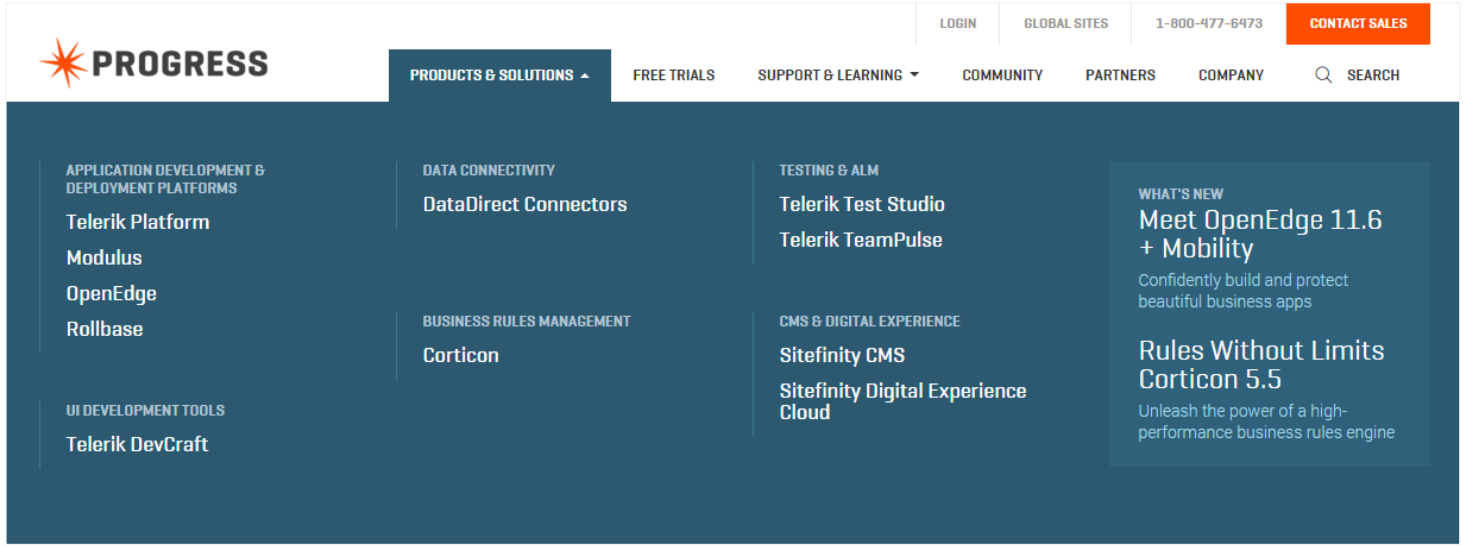


Measuring Design Success

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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