

UX & What It Means for You

An introduction to UX, it's significance, and
how to apply it

What is UX?

The Real Definition

<http://www.allaboutux.org/ux-definitions>

Why is it so hard to define?

- It's new. UX in the digital arena can be dated to about 1993.
- Different arenas/industries use it differently, quite appropriately.
- It encompasses a lot.

An Authority Speaks

“All aspects of the end-user’s interaction with the company, its services, and its products.

The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company’s offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.”

[Nielsen-Norman Group](#)

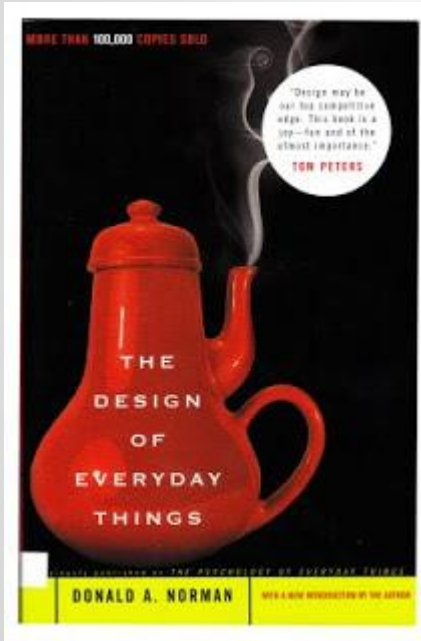
But Who Needs Authorities? Here's My Definition

UX in the digital arena can refer to: the experience of the user, or the endeavor to create the best user experience through disciplines such as user research, information architecture, usability, interaction design, and visual design.

**Just make it simple,
would ya?**

It's good planning and good testing.

Donald Norman



1988



- Popularized by Donald Norman.
- Widely considered the first User Experience Architect
- What company? Apple. 1993.

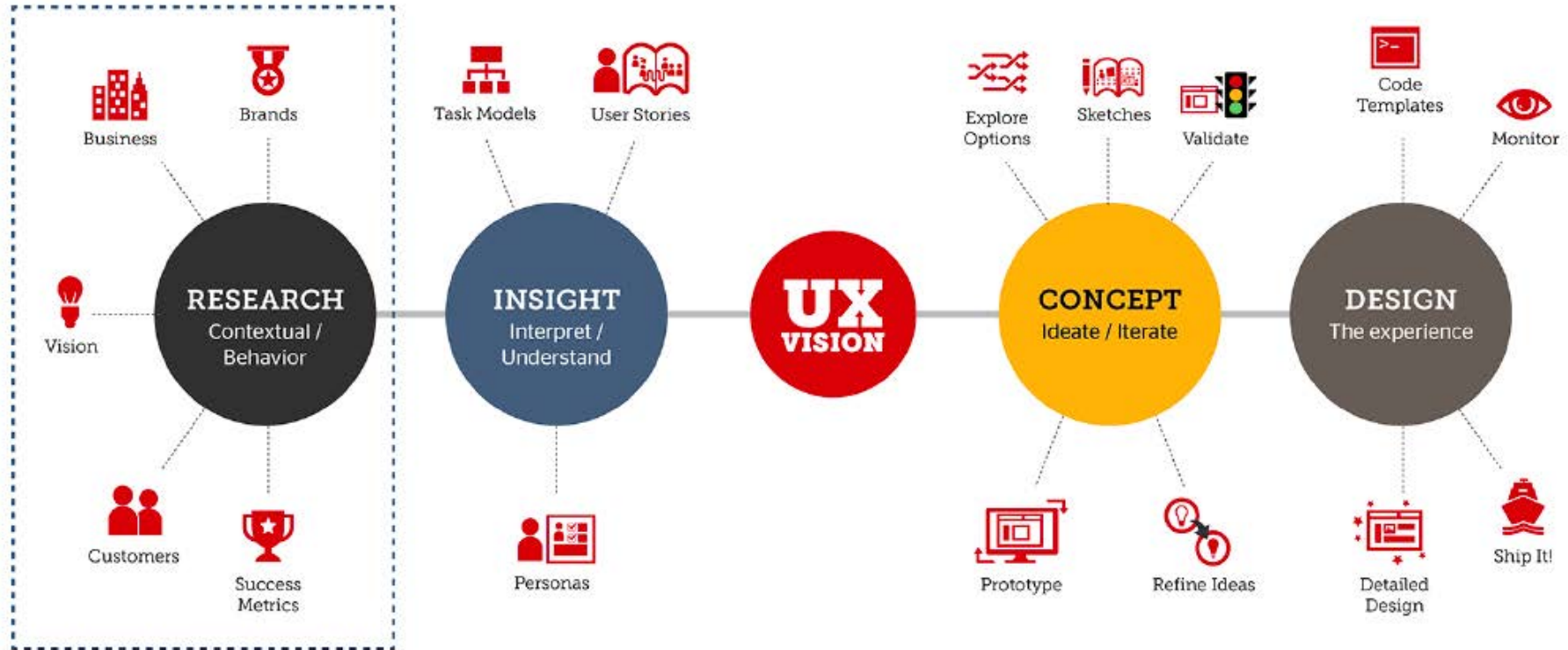
The Critics

The discipline of user experience design, though **still in its infancy and without a universally recognized definition**, remains subject to criticism. Critics of user experience design argue that:

Source: http://en.wikipedia.org/wiki/User_experience_design

- User Experience Design is a buzzword for an existing best practice, therefore bringing no additional value
- A user experience cannot be fully "designed", therefore questioning the validity of the entire practice
- A user experience cannot be fully measured, therefore questioning the ROI of the practice

Where is Graphic Design and Development in this picture?



You're Not a User Experience Designer If

Source: <http://whitneyhess.com/blog/2011/04/23/youre-not-a-user-experience-designer-if/>

1. **You don't talk to users.**

If you design entirely based on intuition without ever gathering intel from a single human being who might at some point in their life come into contact with your business, I'm sorry, but you just aren't a user experience designer.

2. **You can't identify your target audience.**

If asked *who* your site is intended for and you say anyone and everyone, you are wrong. If a product is designed for everyone, it works for no one. A user experience designer would know that and narrow the target.

3. **You don't define the problem before trying to solve it.**

If your boss tells you what to build and you don't start the project by first determining *why* — the specific pain point that people are currently experiencing that your product aims to eliminate — you're a lackey, not a user advocate. Nine times out of ten, understanding the problem changes the solution dramatically.

4. **You can't articulate your users' goals.**

Maybe you *kinda* get the problem people are having, but unless you can communicate (in your own words) the objectives your target users are trying to accomplish both in their lives and their work, how can you craft a solution that will truly support their efforts?

5. **You design in a vacuum.**

No user experience designer works alone, so if you are, you aren't one. Even a [UX team of one](#) relies on stakeholders, visual designers, developers, marketers, the guy in the next cubicle, etc. for feedback. A user experience designer knows the product isn't meant for them, and always tests its effectiveness with other people.

You're Not a User Experience Designer If

6. **You make design decisions based on your personal preferences.**

If your coworker or client asks you, “Why did you choose to use checkboxes instead of radio buttons?” and your answer is, “Because I’ve always liked checkboxes better,” please dear God don’t call yourself a user experience designer.

7. **You don’t consider the business objectives.**

Surprise! If all you want to do is protect the consumer, join the [ACLU](#). A true user experience designer understands their company’s goals just as deeply as they understand their constituents. That allows you to determine which of the constituency’s needs should be addressed by the product, and make a case to the powers that be how doing so will positively impact the business in the long run.

8. **You don’t use UX methods.**

User interviews, usability tests, personas, scenarios, card sorts, affinity diagrams, concept models, sketches, flow diagrams, sitemaps, wireframes, prototypes, web analytics, A/B tests, the [list goes on and on](#). If you don’t have a systematic approach for articulating what you learn about your users to others on your team, or even a loose process to iterate on your ideas for what they’ll experience, you might be trying but you aren’t a user experience designer.

9. **You don’t design for conditions and edge cases.**

If you map out best-case scenarios and how-we-want-it user flows, but don’t take the time to craft branches and escape hatches for alternative needs, user errors, system errors and general curiosity, you don’t understand people very well and you’re not a user experience designer.

10. **You only think about the interface.**

If you’re focused exclusively on what the user sees and does on your website/mobile app/desktop app/kiosk/whatever, but never plan for how they’ll get there, what they’ll do when they leave, how they’ll come back, and most of all, how they’ll feel about it a week later, you’re a *user interface* designer, not a user experience designer. There’s a big difference.

UX Is probably what you're already doing

But not totally.

We're going to talk about the

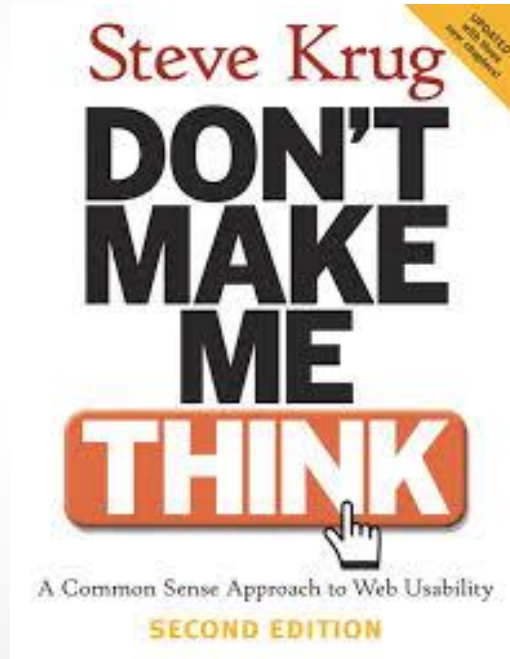
- significance of UX
- tools of UX

The Major Disciplines

- User Research
- Content Strategy
- Information Architecture
- Interaction Design
- Visual Design
- Usability

UX is a mindset.

Usability: Don't Make Me Think!



Usability:

Principles from “Don’t Make Me Think”

- Usability is not rocket science.
- Usability is so important that it is better to do it “poorly” than not at all.
- The first rule of usability is “Don’t make me think”
- The second rule of usability is “It doesn’t matter how many times I have to click, as long as each click is a mindless, unambiguous choice.”
- The third rule of usability is “get rid of half the words on each page, then get rid of half of what’s left.”

Usability:

Principles from “Don’t Make Me Think”

- There’s no substitute for testing.
- Testing one user is 100 percent better than testing none.
- Testing one user early in the project is better than testing 50 near the end.
- The point of testing is not to prove or disprove something. It’s to inform your judgment.
- Testing is an iterative process.
- Worthwhile testing can be done with just three or four people.

UX: Tools

- User Interviews
- Personas [view](#)
- User Scenarios
- Heuristic Markup [view](#)
- Comparative Assessment
- Card Sort [view](#)
- Site maps

Step 2: Attempt to Sign up

ACME Corp / Locations / Benefits / Work Resources / About Us

SEARCH

Health & Dental
Leave & PTO
Flex Spending Accounts
Fitness Program
Employee Support Services
Volunteering
Work/Life Balance Program
Corporate Discounts

Work less. Play more.
Powered by Good Life Labs

Username
Password
Sign In

Need Help?
For more information or if you're having trouble signing in, please call the benefits hotline.

FAQs
I forgot my password
How do I have to sign up?
Can I include my family in this program?
How does my data get imported?

10 Tips for Keeping It All In Balance

I guessed and ended up in the right place, but I wasn't totally certain where this would take me.

Phone number please!

what!
You're using my data?
That makes me hesitant to sign up or sign in

Is this the same as my corporate login? Can't tell...

Couldn't find this button at first. Blends in with the picture.

UX: Tools

- Wireframes [view](#)
- User Flows [view](#)
- Prototypes
- Usability Tests
- Black Hat Session
- A/B Testing [view](#)

Recommended Source

Hints From the Lazy Bear

<http://uxdesign.cc/ux-tools/>

Group Interaction

You are going to use one tool today!

This gives me a break, creates engagement (just in case this presentation wasn't completely fascinating enough on its own), and gives you experience.

What are we doing? **Card Sorts**

What does this mean for you?

- UX is a mindset
- UX provides a giant tool box
- As with most tool boxes, the tools you use are determined by the project.
- Every project is different.

In Sum

UX should come first

- User research, business needs research, content strategy, information architecture, wireframes/prototypes
- This is the **backbone** of the process

UX should continue through the creative process

- in the form of usability tests.
- As with all testing - “Do it early, do it often.”



Resources

- Donald Norman - Human-Centered Design
 - <http://www.jnd.org/>
- Norman Nielson Group
 - <http://www.nngroup.com/>
- UX Magazine
 - <http://uxmag.com/>
- Boxes and Arrows
 - <http://boxesandarrows.com/>
- Don't Make Me Think
 - [Can be purchased at Amazon.com](#)

Resources

- You're Not a UX Designer If
 - <http://whitneyhess.com/blog/2011/04/23/youre-not-a-user-experience-designer-if/>
- All UX Evaluation Methods
 - <http://www.allaboutux.org/all-methods>
- UX Cards
 - <http://nform.com/cards/>
- http://en.wikipedia.org/wiki/User_experience
- Hints From the Lazy Bear (recommended UX tools) - <http://uxdesign.cc/ux-tools/>
- UX Team of One - <http://rosenfeldmedia.com/books/ux-team-of-one/>

