

User Experience (Design)

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What is UX Design?

Is it visual design?

Is it coding?

Is it marketing?

IS IT PSYCHOLOGY?



Quick Note:



PRODUCT

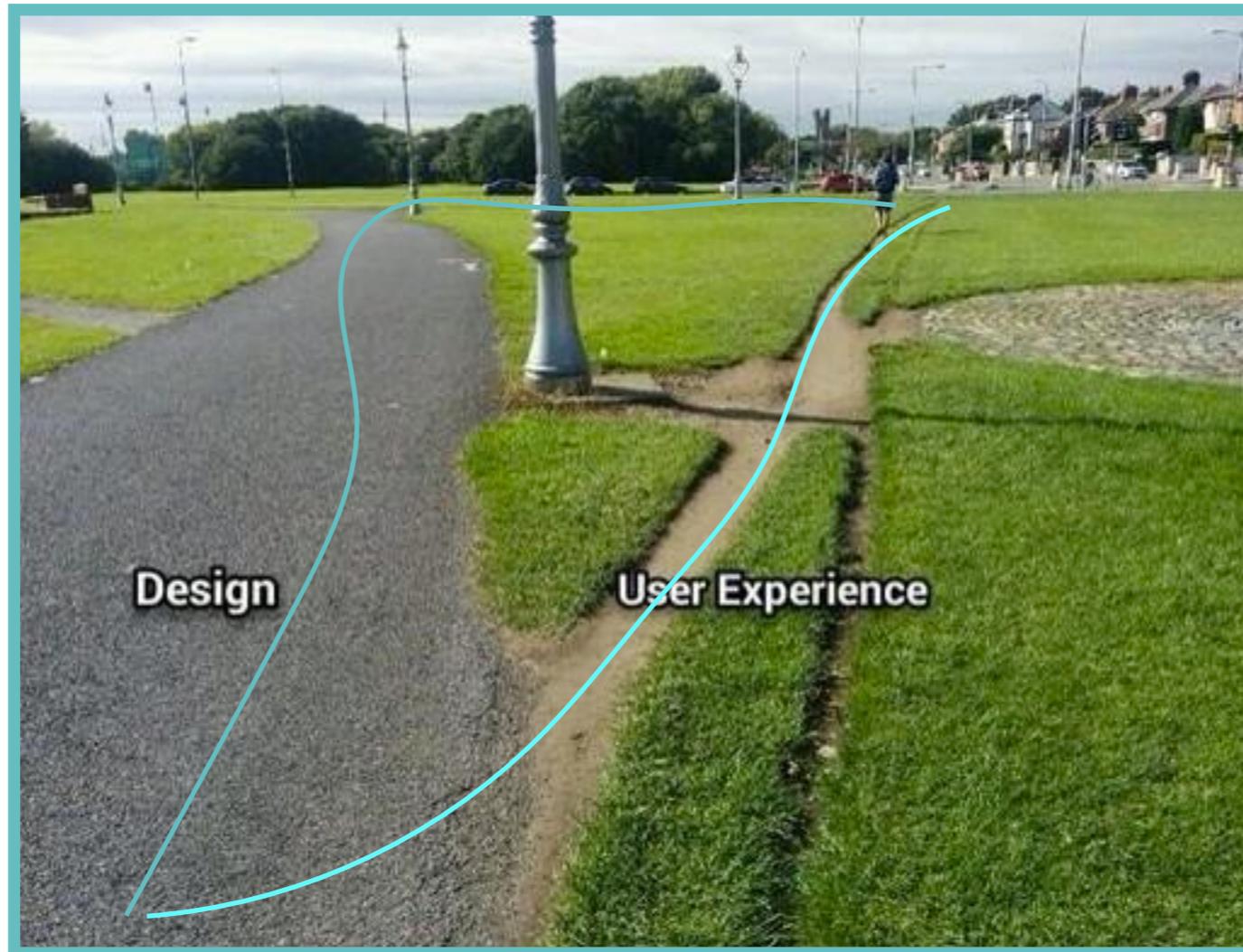
The '**product**' is anything that the user has to interact with, from websites, applications, and programs, to even the most modest features within those media.



What is UX Design?

The Reality of Human-Computer Interaction

“Design” here could be visual design, it could be the interactions, it could be the layout, it could even be the coding...

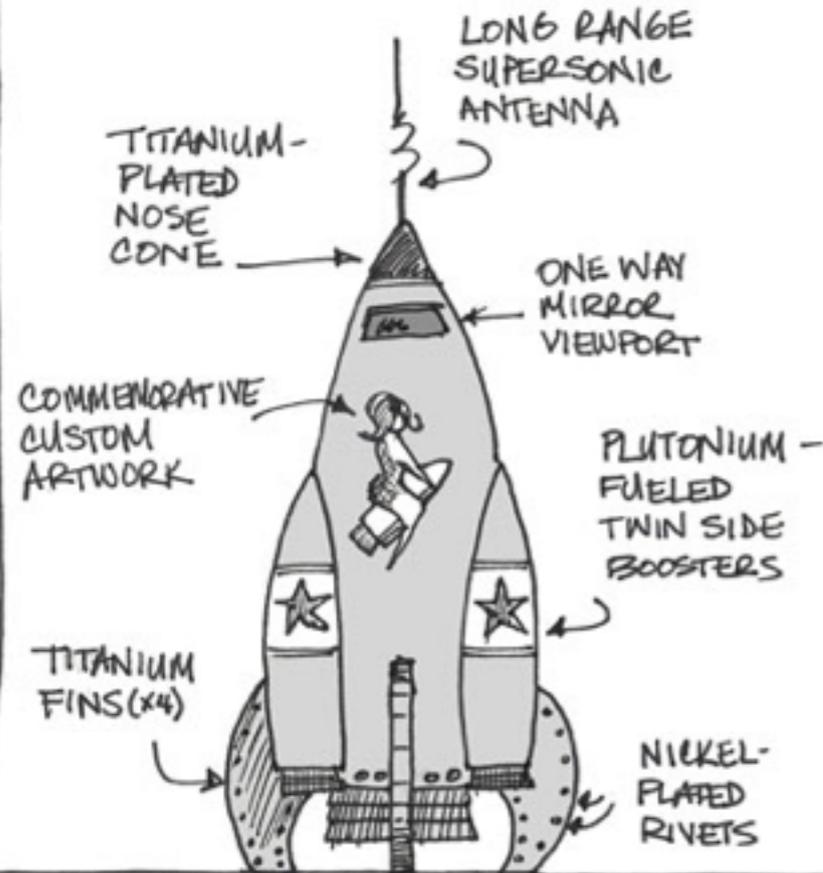


“User Experience” here could be how the user feels about their interactions, or about how they interact with the product in general.

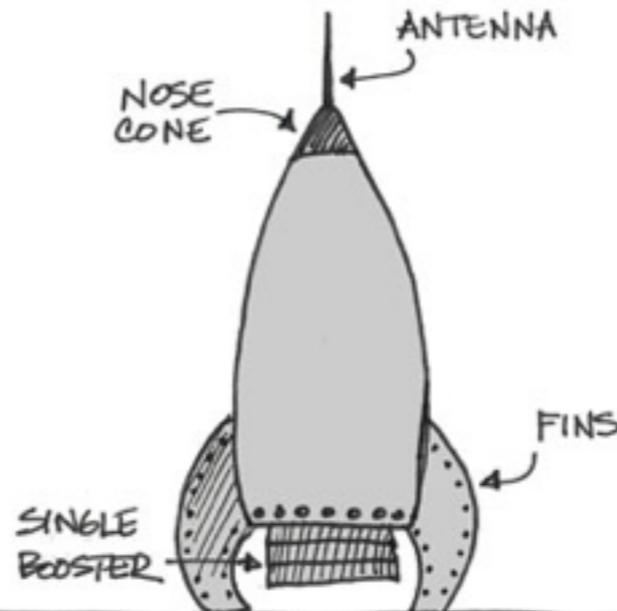


THE UX DESIGNER PARADOX

WHAT WE DREAM UP AT KICKOFF



WHAT WE SETTLE FOR AT LAUNCH



WHAT THE USER NEEDS



What is UX Design?

UX is an acronym for “user experience.” It is almost always followed by the word “design.” By the nature of the term, people who perform the work become “UX designers.” But these designers aren’t designing things in the same sense as a visual or interface designer.

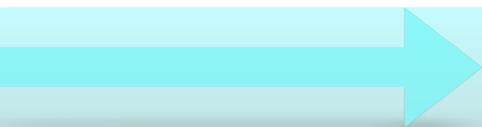
UX is the intangible design of a strategy that brings us to a solution.

What are we solving?

The inherent issues that exist between humans and computers
We **use our senses to understand** the workings of **the world** around us, but **with computers we tend to have to think differently.**

Although technology is getting better, it still requires a **new kind of communication.**

The experience we try to design tends to be more natural, making it so that **the technology bends to the human and not the other way around.**



What is UX Design?

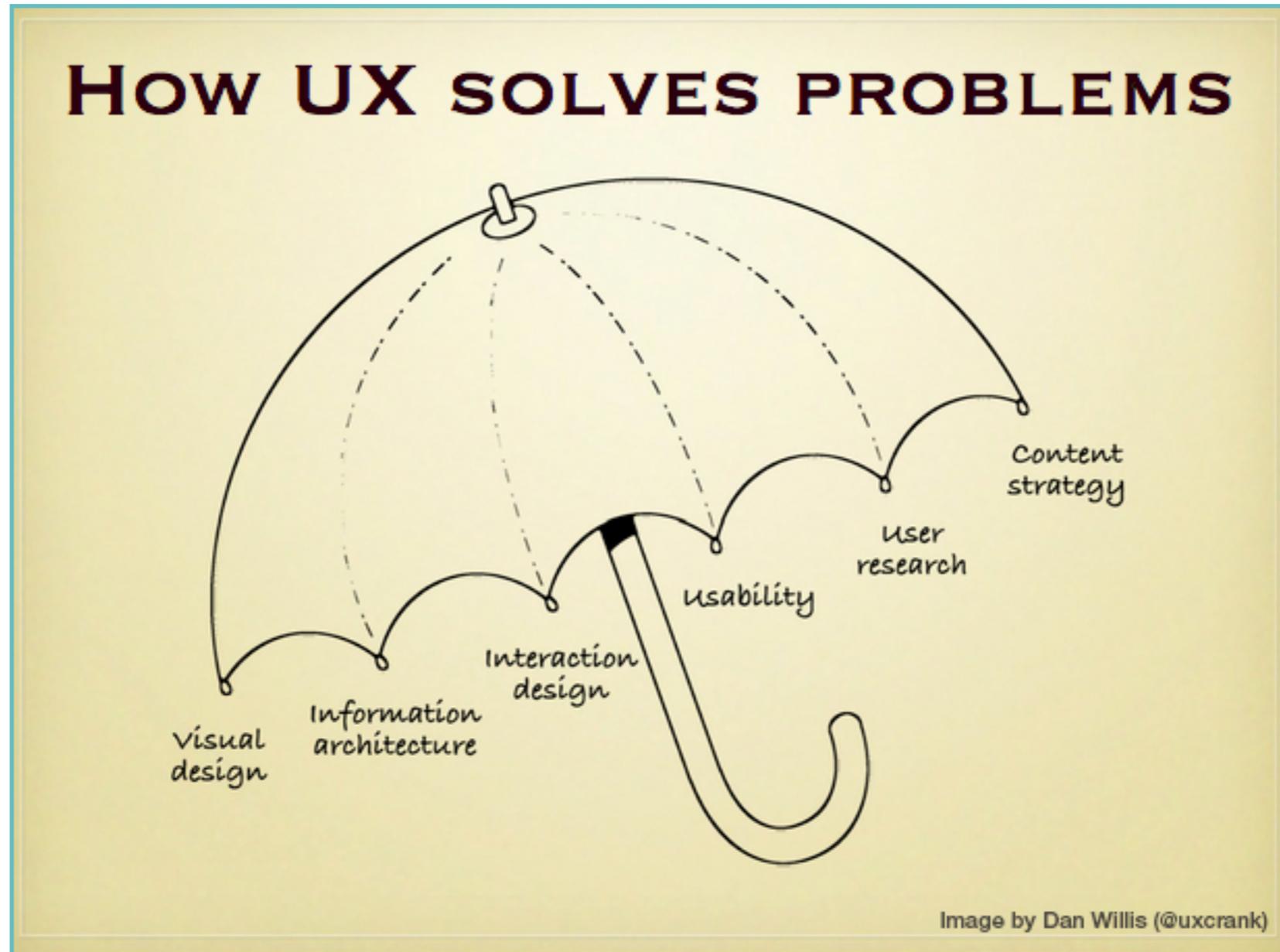
- Visual Design
- Interface design
- Field research
- Face to face interviewing
- Creating and administering tests
- Gathering, organizing, and presenting statistics
- Documenting personas and findings
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information Architecture Usability
- Prototyping
- Interface layout
- Taxonomy creation
- Terminology creation
- Copy writing
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Company culture evangelism
- Communication to stakeholders
- Content strategy

What is UX Design?

- **User Researcher:** focuses on tasks such as conducting user interviews, interviews, behaviour analysis;
- **Information Architect:** focuses on tasks such as how to organize site content, how search should work, what labels to use on menus;
- **Content Specialist/Strategist:** focuses on tasks such as copywriting, how to structure content to be deployed on different devices, microcopy on headings & buttons;
- **Interaction Designer:** focuses on tasks such as what screens should go where in an app, and how a user flows through them. Also transitions between screens, often inspired by real-world paradigms (page curls, sliding windows etc.);
- **Visual Designer:** focuses on typography, layout, colour, graphics, visual effects, imagery, texture, mood;
- **Project Manager:** focuses on planning, organizing and controlling a project and its team— including UX-related activities;
- **Front-end Coder:** focuses on writing HTML, CSS, JavaScript code to implement a visual design; and
- **Online/Digital Marketer:** focuses on marketing activities like sales copy, conversion rates of landing pages, email campaigns, web analytics, SEO, and integrating sales with blog content.

What is UX Design?

The UX Umbrella



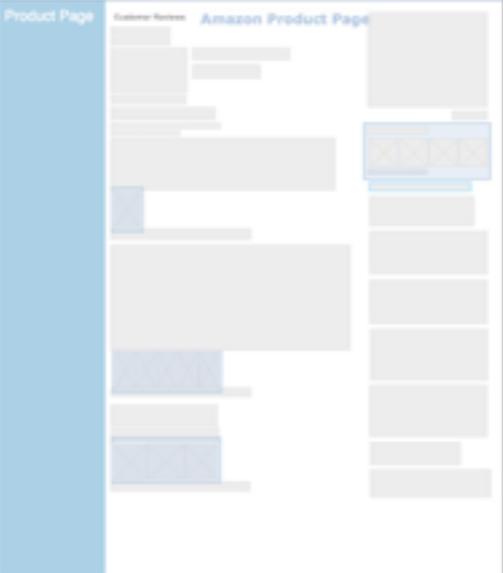
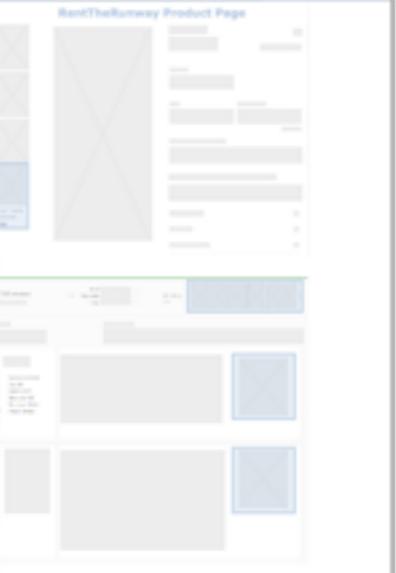
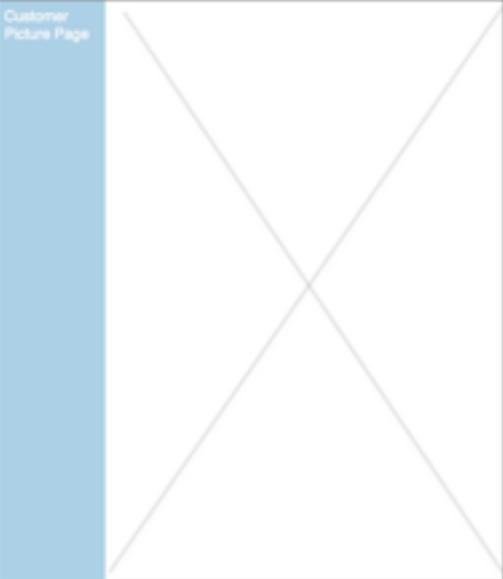
You don't have to do everything, but you typically focus on more than one item under the umbrella to be considered a UX designer and not a specialist.

The Purpose:

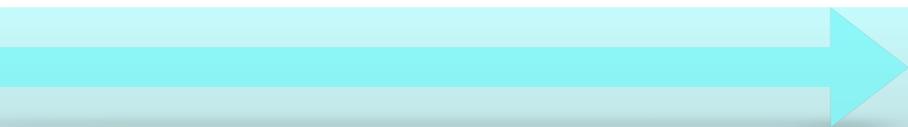


Process - Research

Layout Analysis and Comparison - Blue items are customer images.

	Amazon	ThinkGeek	ModCloth	RentTheRunway
Product Page				
Product Popup				
Customer Picture Page				

Research



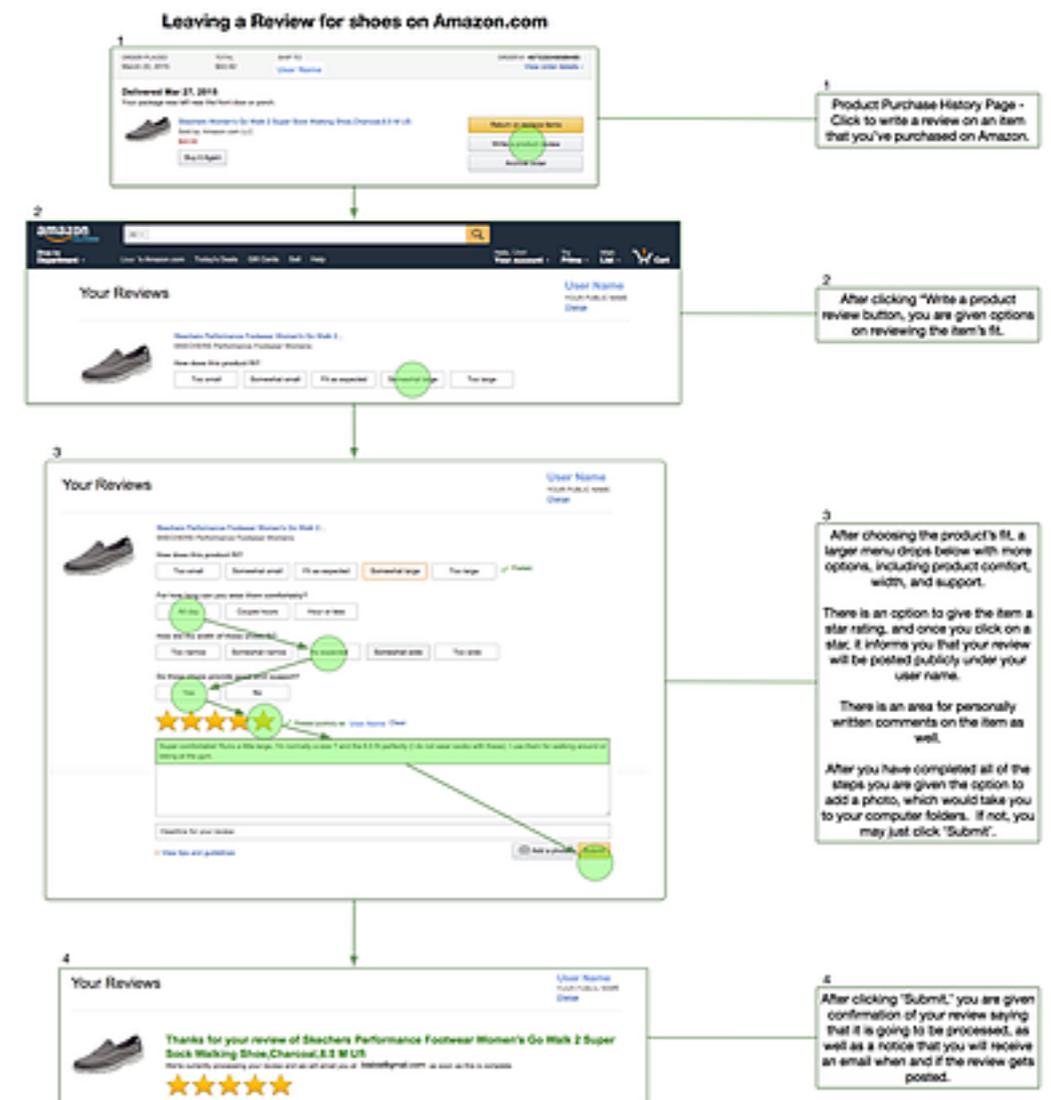
Pre-Search

Looking at the competition in terms of layout, features, and business goals. I want to make sure that I get as much information from them as I can and see where there are opportunities on which to capitalize.

- Competitive Analysis
- Competitor Analysis
- Comparative Analysis
- Feature Comparison
- Heuristic/Best Practices Evaluations
- Analytics

Compare

Customer Picture Uploads	ModCloth	RENT THE RUNWAY	amazon	THINKGEEK
Copy	"Explore & Shop Outfit Photos"	"Customer Photos"	"Customer Images"	"Customer Action Shots"
Second copy	"See more ensembles"	"How others wore it"	"View Image Gallery"	
Number of Photos	✓	✓	✗	✗
Thumbnail View	✓	✓ *Just one	✓ *Just 4	✓ *Just one
Carousel	✓	✓	✗	✗
Baseball Card	✓	✓	✓	✓
Uploader review next to picture	✗	✓	✓	✗
Uploader Size next to picture	✗	✓	✗	✗
Add to cart	✓	✗	✗	✗
Additional color options	✓	✗	✗	✗
Link to username	✓	✗	✓	✗
Other items pictured	✓	✗	✗	✗



Competitive Analysis - What makes your product unique and who wants it?

Competitor Analysis - Who is your competition and what are they offering?

Comparative Analysis - What does everyone offer (products)?

Feature Comparison - Specifically, what features do these products employ?



Heuristics/Best Practices

Jakob Nielsen's 10 general principles for interaction design. They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines.

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
(Read full article on preventing user errors.)

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
(Read full article on recognition vs. recall in UX.)

Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

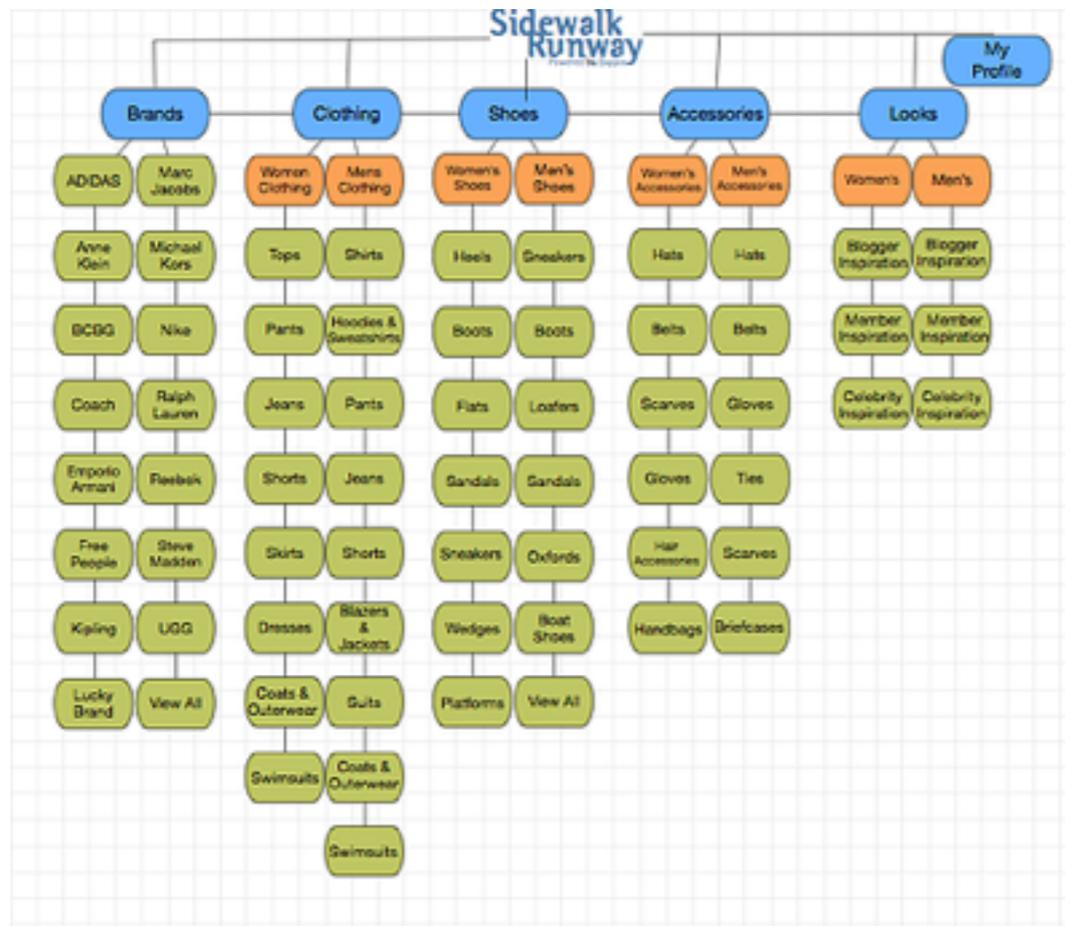
Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation

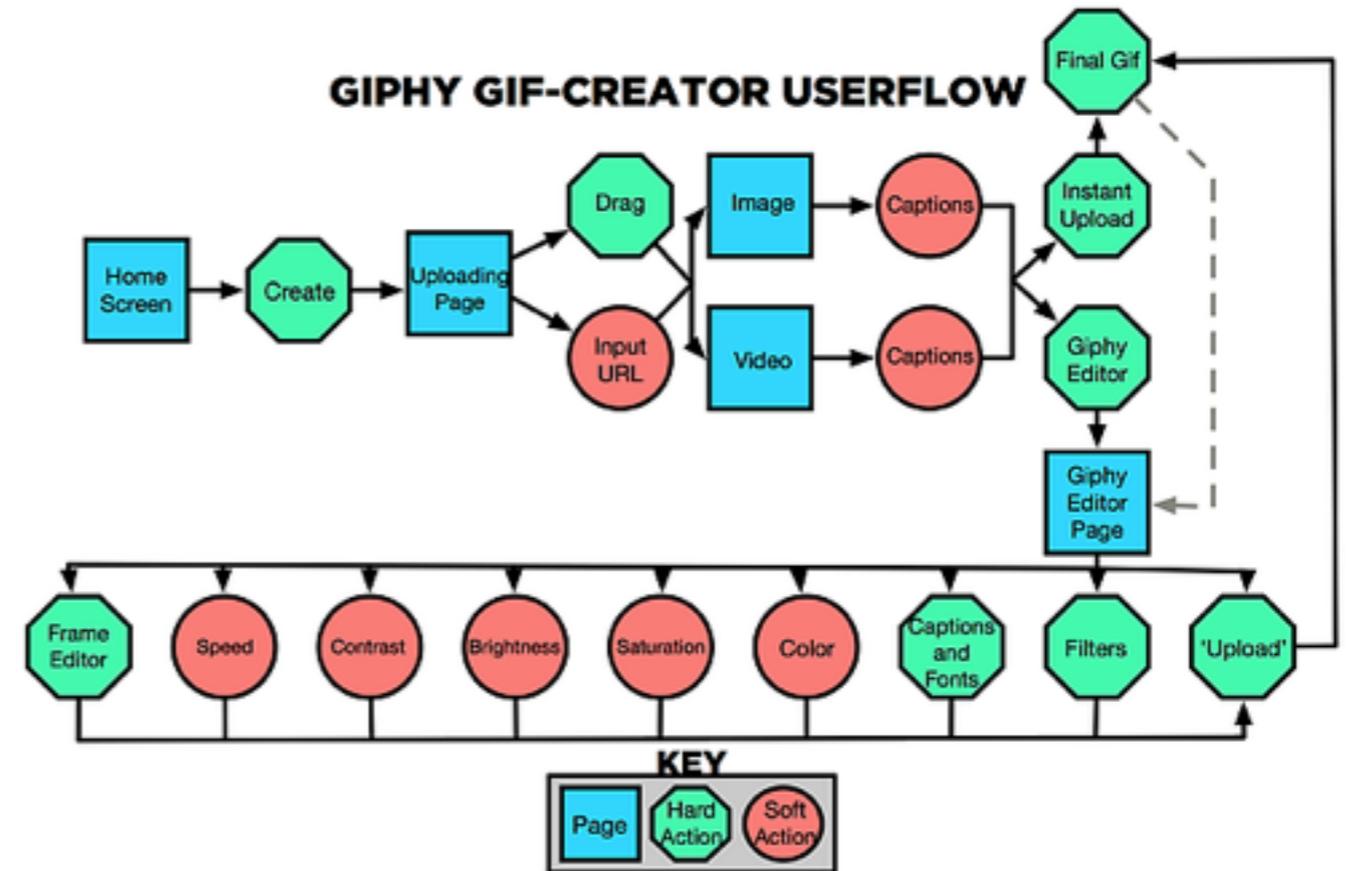
Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Document

Sitemap



Userflow



You want to get the full idea of the flow of the sites/apps/programs by documenting the content map (navigation and pages), and the user's journey from start to intended finish via user flows.

Analyze

Sessions

368,749

% of Total: 100.00% (368,749)

Avg. Session Duration

00:03:05

Avg for View: 00:03:05 (0.00%)

Screens / Session

5.93

Avg for View: 5.93 (0.00%)

Goal Conversion Rate

111.36%

Avg for View: 111.36% (0.00%)

Session Duration	Sessions	Avg. Session Duration	Screens / Session	Goal Conversion Rate
0-10 seconds	161,393 	00:00:05 	2.99 	92.60% 
11-30 seconds	92,206 	00:00:18 	5.39 	123.19% 
31-60 seconds	30,291 	00:00:43 	6.99 	107.93% 
61-180 seconds	28,124 	00:01:44 	9.30 	97.39% 
181-600 seconds	17,868 	00:05:42 	12.34 	115.69% 
601-1800 seconds	32,726 	00:20:28 	11.76 	170.38% 
1801+ seconds	6,141 	00:41:39 	20.79 	180.43% 

Google Analytics - Using Google Analytics is a great way to be able to see where users are spending most of their time and where they are dropping off. This could give you a very good idea about what pages need improvement.

It can also give you a good idea about who is using your products.



Getting Up Close and Personal with the Users



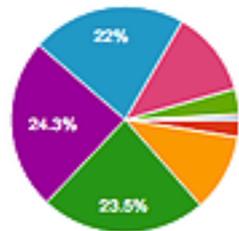
Surveys

1381 responses

[Publish analytics](#)

Summary

What is your age?



Under 12 years old	2	0.1%
12-17 years old	32	2.3%
18-24 years old	153	11.1%
25-34 years old	324	23.5%
35-44 years old	336	24.3%
45-54 years old	303	22%
55-64 years old	169	12.2%
65-74 years old	50	3.6%
75 years or older	5	0.4%
Prefer not to specify.	6	0.4%

What is your gender?

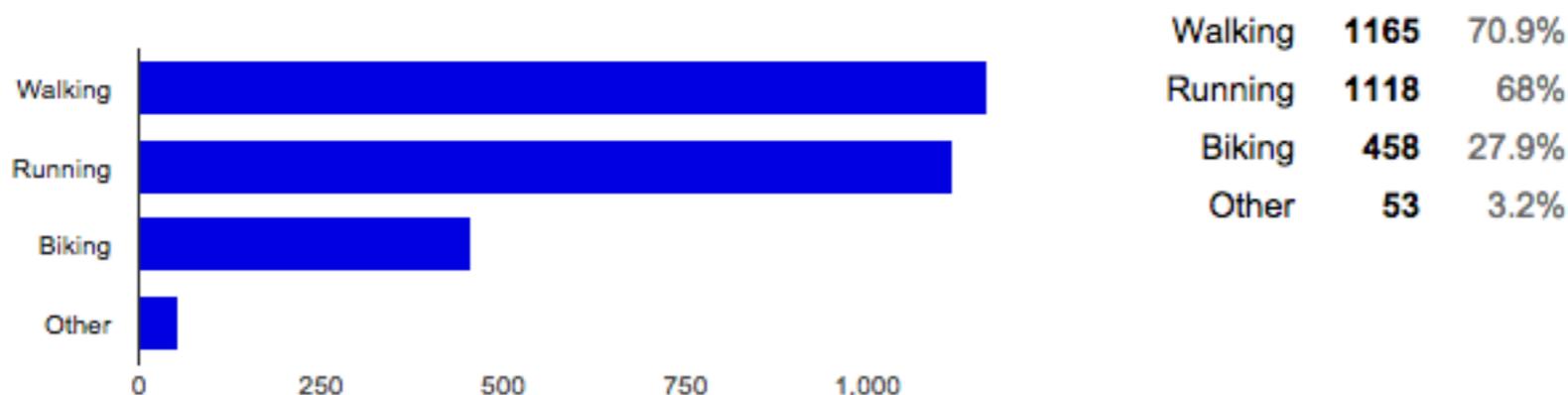


Female	1041	75.7%
Male	330	24%
Prefer not to specify.	4	0.3%

Surveys give **quantitative data**, meaning that you will be able to get a lot of **general information** but it isn't likely to be very specific and detailed.

Surveys are often used to get this basic information and to **root out possible interview candidates** based on individual answers.

2. Which activities do you use this app for? (Please choose all that apply.)



Interviews

A	B	C
Interviewee Info		
Name:	AA	BB
Gender:	Male	Male
Interview Questions		
How did you find out about Charity Miles?	Back in 2012 noticed a friend posted total miles on facebook, really motivating, ever since then I've been active	One of my colleagues at work encouraged us to use it as it was at work to exercise for a good cause/causes. We have a fit at work so she is providing p make us keep track of it.
What do you enjoy (features or otherwise) the most about the Charity Miles app?	the team feature we are in a competition at my company, we log miles and sees who wins, really motivating. The team MRN (talks to Gene) Advertising (purple vs white)	I just recently started riding a work so it's been nice to know I've been riding. I don't currently have any other fitness bracelets or this has been great.
What do you least enjoy (features or otherwise) the most about the Charity Miles app?	The finish prompts is a bit long of a process, if that could be quicker that'd be a better user experience. Extra mile is a bit much maybe if I can turn it off...	I have a limited data and battery on my phone so I'm having to turn the gps on and save battery, so I don't know if that can be changed. Android. I have, when I forget to turn it on before starting, and it reminds



F	G	H
EE	FF	GG
Male	Female	Male
ng a	One of my friends told me about it because I use MapMyRun, I'm doing the mileage so why not help out and use them for a good cause.	My wife and I are b sure we check out r lot of time doing res appstore. There are that do the same th for the iPhone about
ke that you mount	Access to multiple charities	I like the idea that it tracks your mileage and comparing it with the tracker on my phone
using more 't give you ran e.	Being restricted to doing the walk, run or bike. Exercising for Charity. I've used 2500 Miles with Charity Miles	The fact that got us was actually a direc charity - ASPCA - it vaccination or what see where our doni The crashing of it, have a 'Today Wid exercise trackers - four that we use Ir since we got new been a big deal bu processors the ap it needed that prov properly. You can today screen from can look at how m and calories burn having to dive bac available to you r would also work v - want to get to the do 10k minimum p training for half-m memorialize our le gives back, notabl Kitty cat people

Once you find the right candidates you want to talk to them individually to **get more detailed answers to the reasoning behind their survey choices.**

In-person is often the best method as you can read **body-language** as well, but video-calls, and straight phone-calls are useful as well.

Email 'interviews' can be done as well but are the least 'honest' as the person has too much time to think of their answer and you can't followup in real-time.

Affinity Mapping



This is the time-consuming process of taking all of the information from your **surveys, interviews, analyses, analytics, products, and creating personas to represent your user-base.**

These must be realistic and use your data since they will be **referred to from now on in all of your design and product decisions by everyone**, from the **visual designers to the back-end coders to the stakeholders.**

Final Product - Your User (Condensed)

DEBBIE

"As a marathon runner and supporter of the ASPCA, I want to be able to set goals and quickly see them so that I can focus on my training while feeling good that I am doing it for a good cause."

The 'Marathon Miler'

Age: 42

Job: Professor of Science

Activity level: Very High

Motivation: Supporting friends and family, Exercise.



Behavior

- Donates to local and well-known charities.
- Connected to the charities to which she donates
- Uses fitness apps daily
- Exercises indoors and outdoors
- Exercises 5-6 days a week
- Not active on social media

Behavior with Charity Miles

- Uses the app daily.
- Chooses the same charity most of the time.
- Runs and walks with the app
- Has never used the team feature.



- Likes to see summaries of her runs per month.
- Likes to see total amount raised.
- Enjoys competition and seeing others stats.
- Likes to meet people with similar interests.



- Has to go into the app to see current activity information.
- No integration with other apps.
- Not enough detail on profile/history.
- Too many steps to end a session.
- Doesn't know how the team feature works.

Needs

- "Today Widget" information on her current contribution/goal.
- Ability to set goals.
- Integration with other apps.
- Detailed log of activities on profile and in history.
- More clarity on the team feature.
- Ability to see other members profiles.

Social

- Would join people based on proximity.
- Would join groups to walk/run.



Debbie, an active and busy mother of two children, fills her time with so many things that it's hard to keep track. Between taking care of her kids and training for marathons, she barely has time to give back to the community as much as she'd like. After hearing about Charity Miles she realized that she could do something for the charities that she loves while she is training, and would use that as extra motivation to push that last mile.

Applications used:



Why do we need personas?

Not only do personas help **build empathy** for the users, but they make it easier to **condense all of the major needs** instead of looking at thousands of individual results.

From the creation of personas you can **create reliable user stories that give you a better idea on your target market** so that you're able to better customize your product for them, giving them a better experience.

For instance, Persona Debbie's story is:

“As a marathon runner and supporter of the ASPCA, I want to be able to set goals and quickly see them so that I can focus on my training while feeling good about what I'm doing for a good cause.”

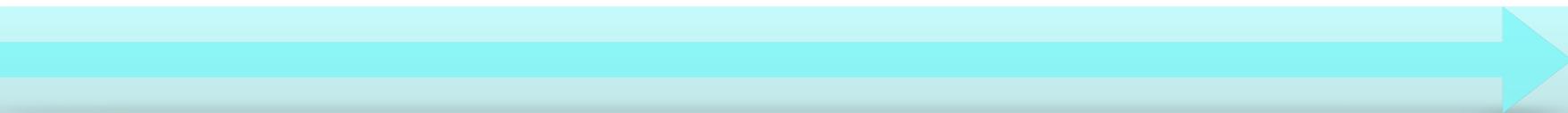
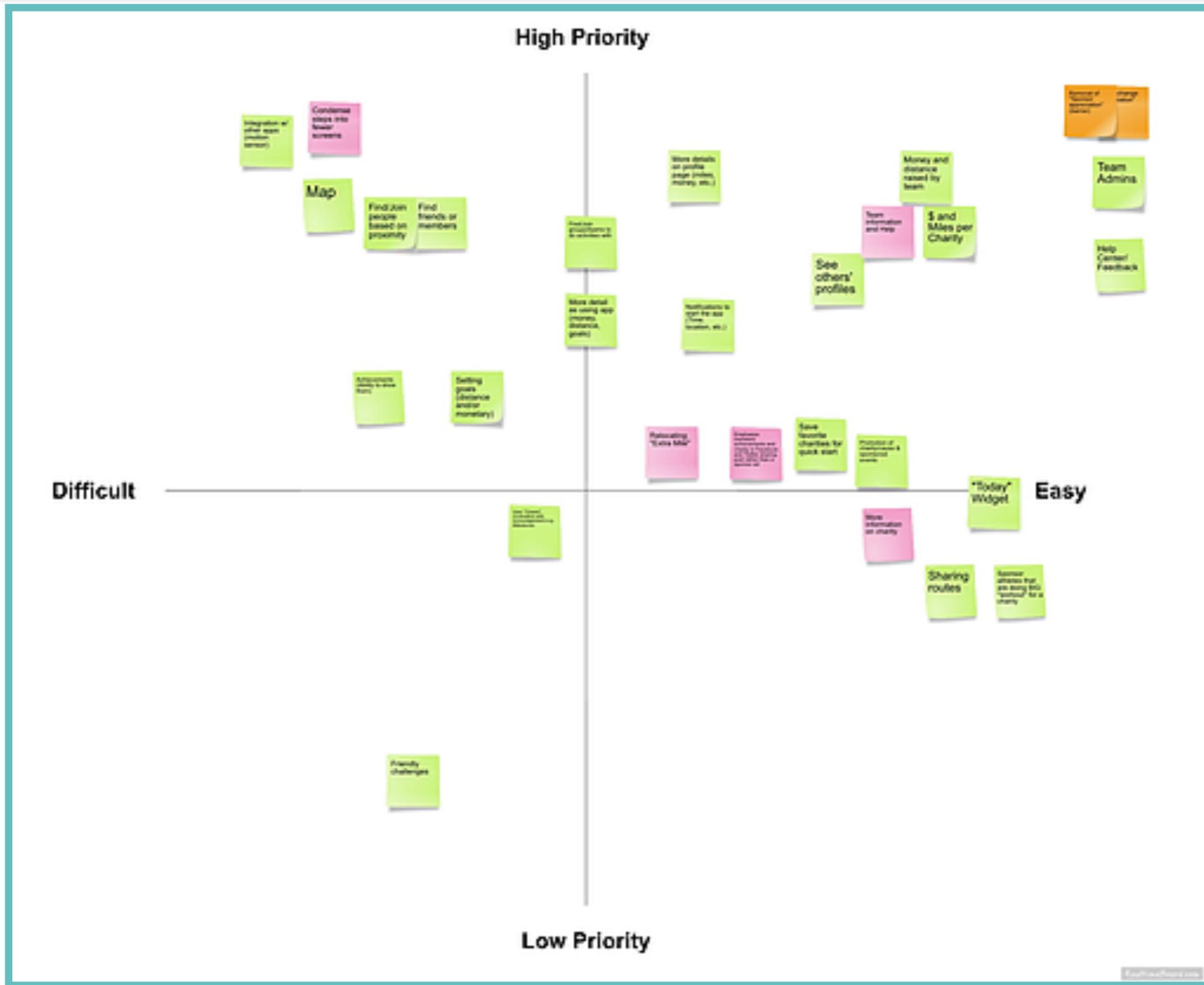
From here, we can deduce the features in which she would find most use

- The ability to set goals
- see them quickly while she is doing her activities
- to donate to ASPCA
- and to feel good about it (aka see her contribution)



Creating Products/ Prioritizing Features

Process - Features



THE MOSCOW METHOD

Users **MUST** be able to _____

Users **SHOULD** be able to _____

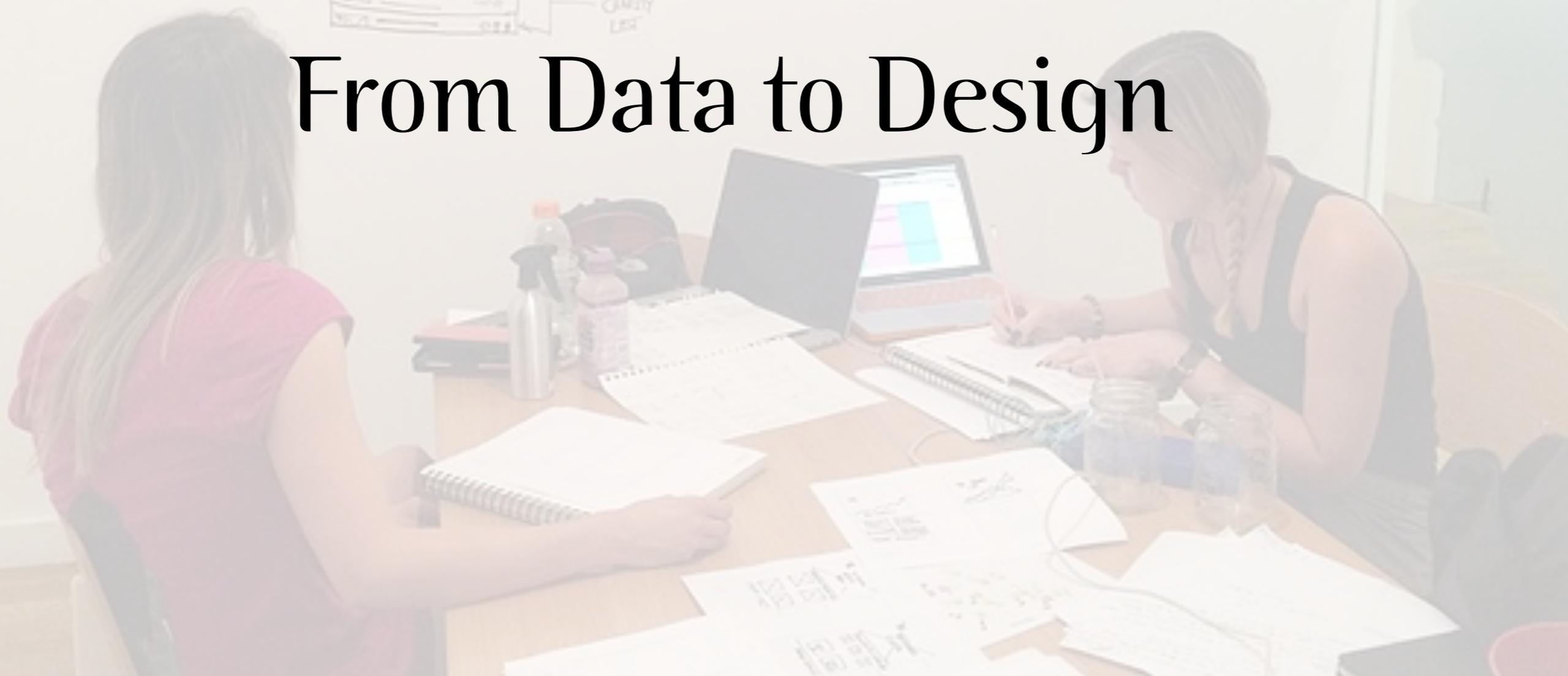
Users **COULD** be able to _____

Users **WON'T** be able to _____

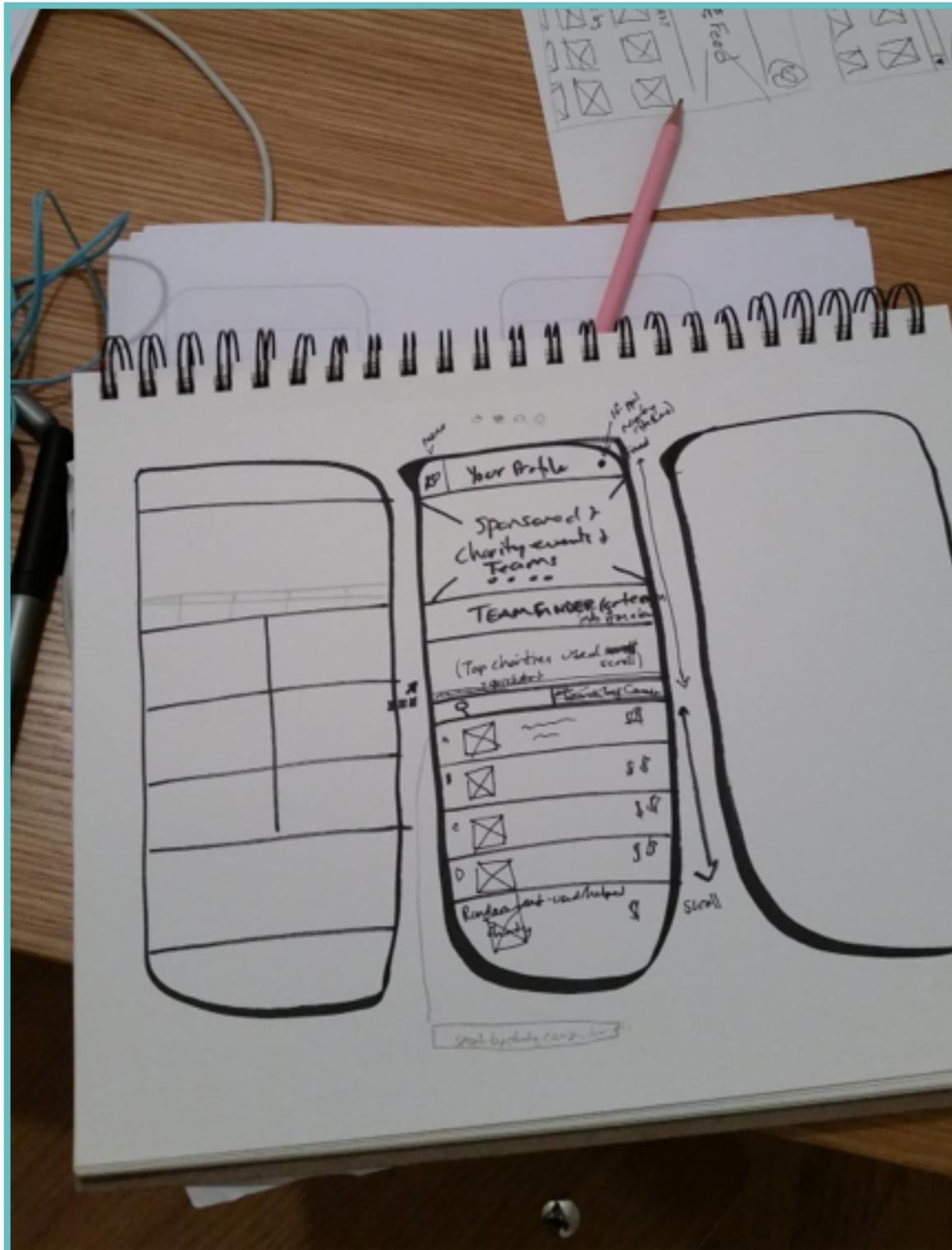




From Data to Design



Sketching and Design Studio



Now that we have our list of features it's time to **sketch out possible layouts**.

The best method is the collaborate **design studio**.

Tools most often used:

Sharpie and paper

Whiteboards

Sketch App

Adobe Photoshop

Adobe Illustrator

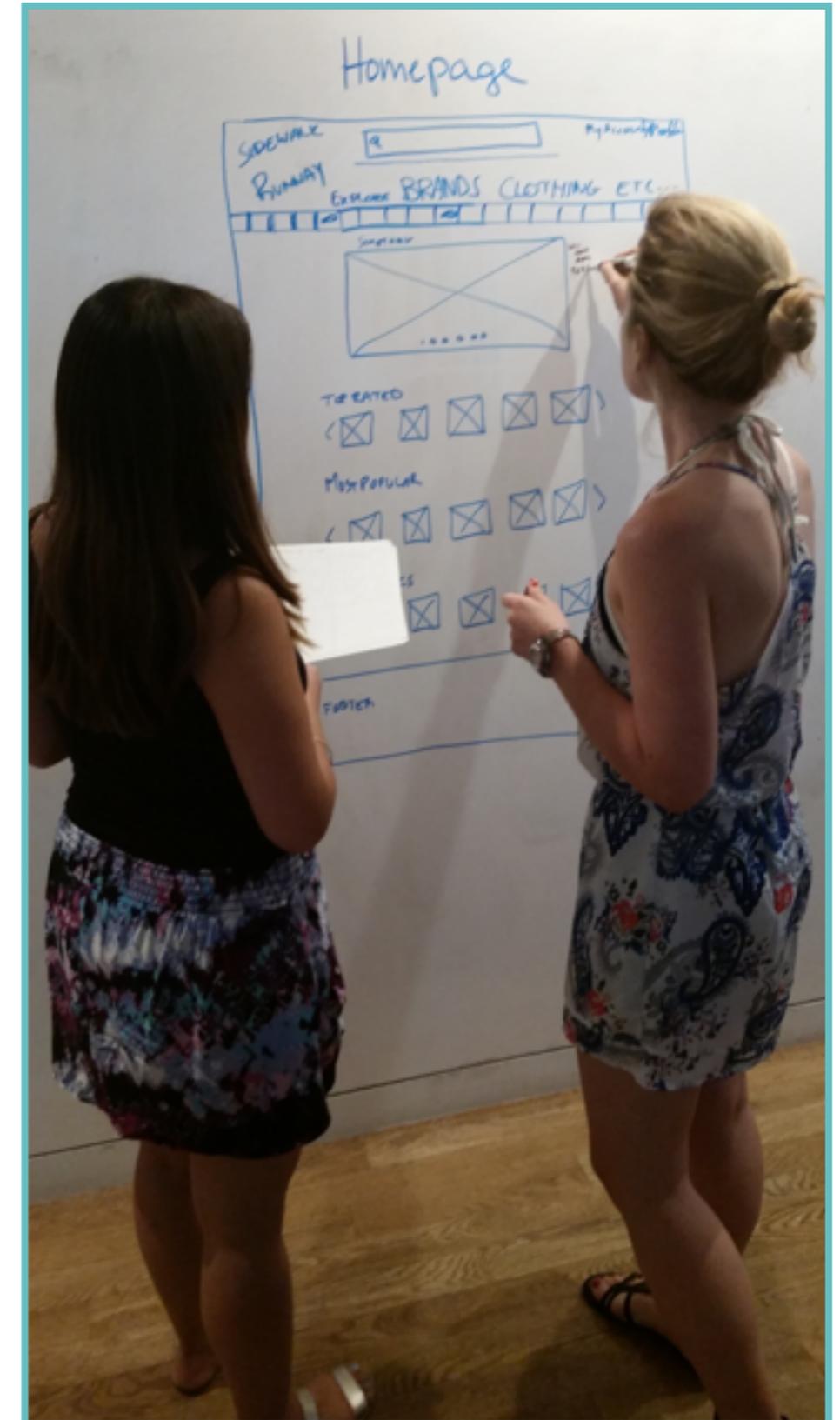
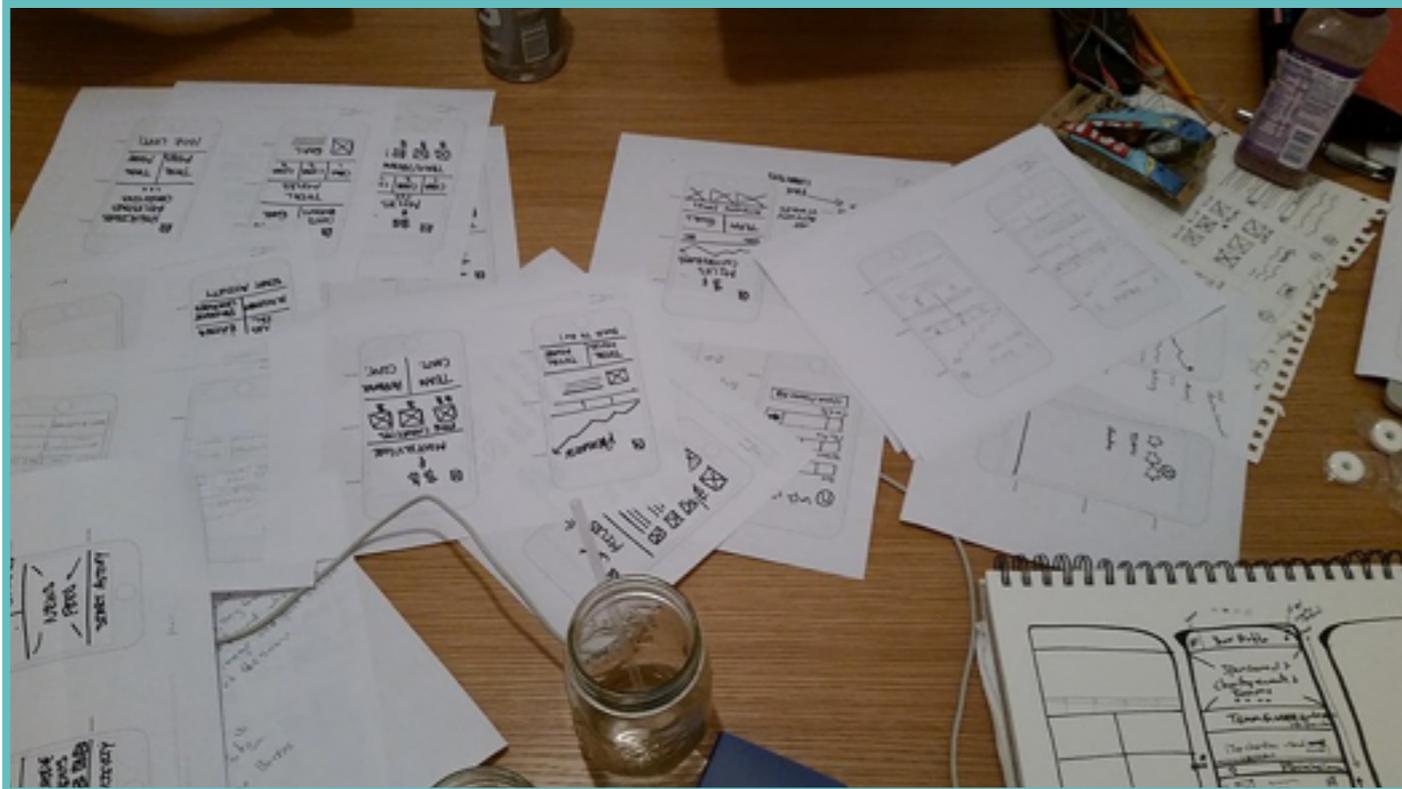
Axure

Balsamiq

Design Studio

Example design studio:

- Choose to concentrate on a website's Homepage.
- Set the timer at 5 minutes.
- Set limit of 5 different sketches.
- All work individually until timer goes off, share your designs and comment.
- Repeat the first phase.
- After this point, take it to a whiteboard and sketch it out together, incorporating the best ideas from the paper sketch phase.



Low-Fidelity Wireframes

From sketching and design studio you often go into digital wireframes, usually low-fidelity as they are quicker to create.

The reason for creating wireframes is two-fold:

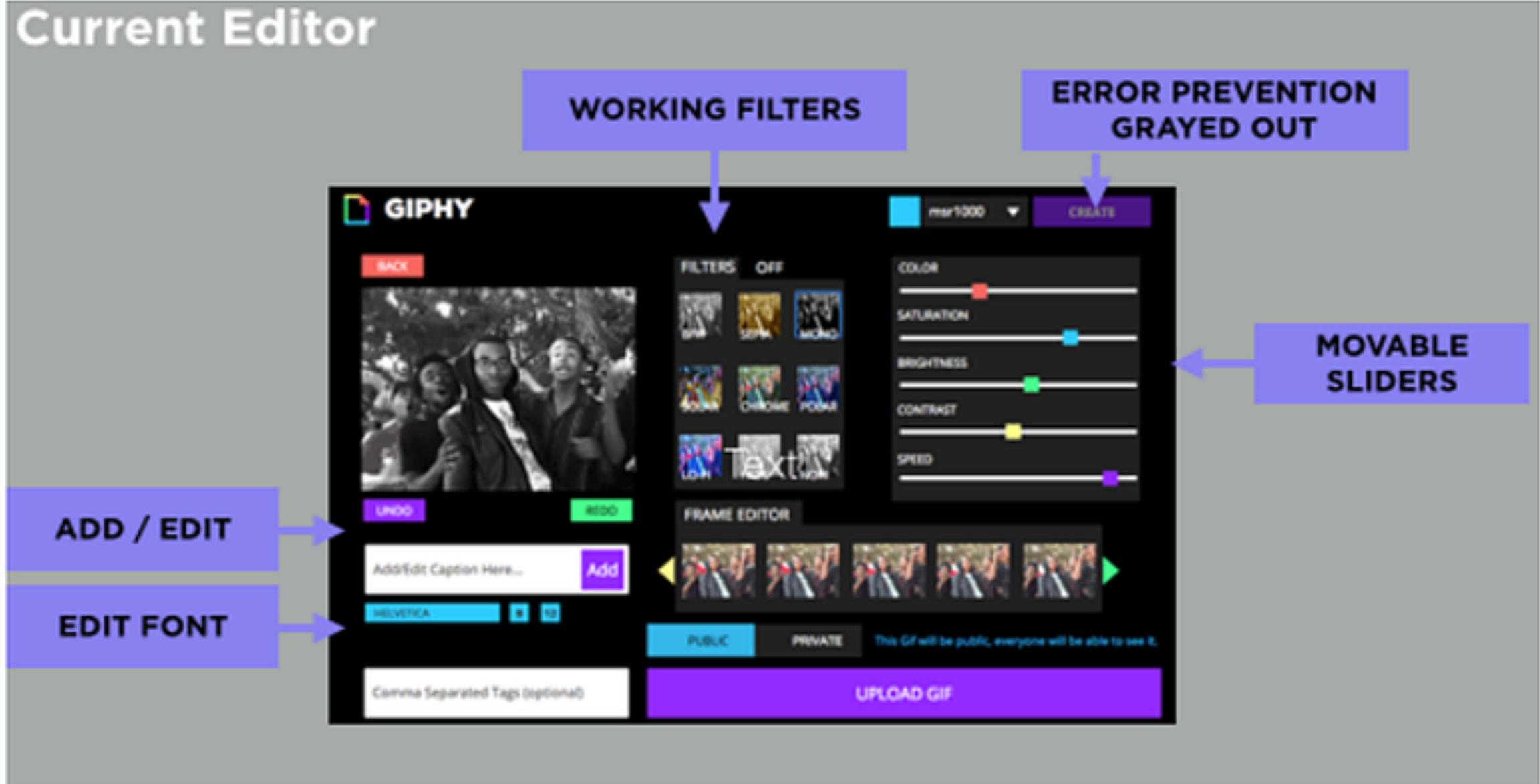
1. Even though we have data to back up our decisions, **we still need to test our work to make sure that it's useable and makes sense.**
2. We need something to **give the coders and visual designers** so they understand the layout. The stakeholders often want to see these as well.

After all, it is quicker and cheaper to create wireframe prototypes than to invest your designers and coders into something that may not work in the end.



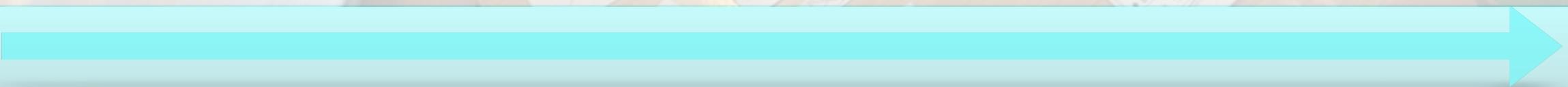
High-Fidelity Wireframes

TO



Our current editor didn't change very much from the final wireframe. We just made them useable.

Design to Testing to Iterating to
Design to Testing to ...



What are Prototypes?

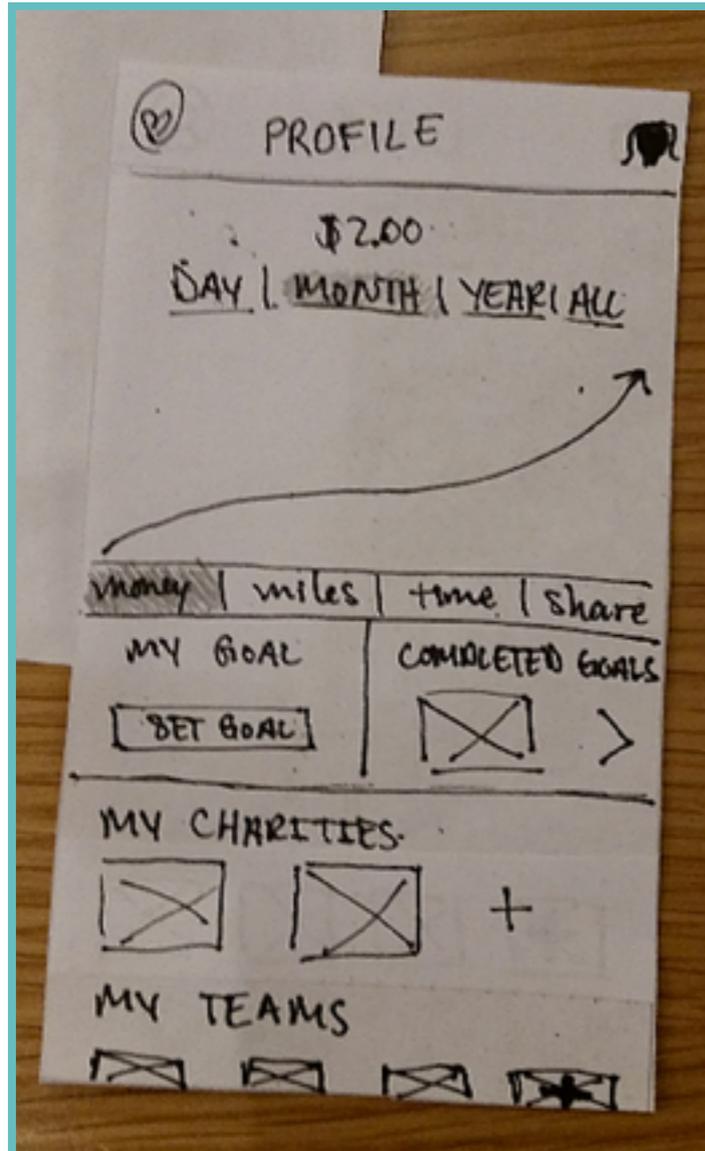
The answer: it's a simulation of the final product. It's like an interactive mockup that can have any degree of fidelity. The main purpose of building prototypes is **to test whether or not the flow of the product is smooth and consistent.**

Prototypes breathe life into any design and provide a great deal of insight into the user interaction at various levels. Not only do prototypes allow us to test the feasibility and usability of our designs before we actually begin writing code, **they also lead to unexpected discoveries and innovations that may or may not take our project beyond its initial scope.**

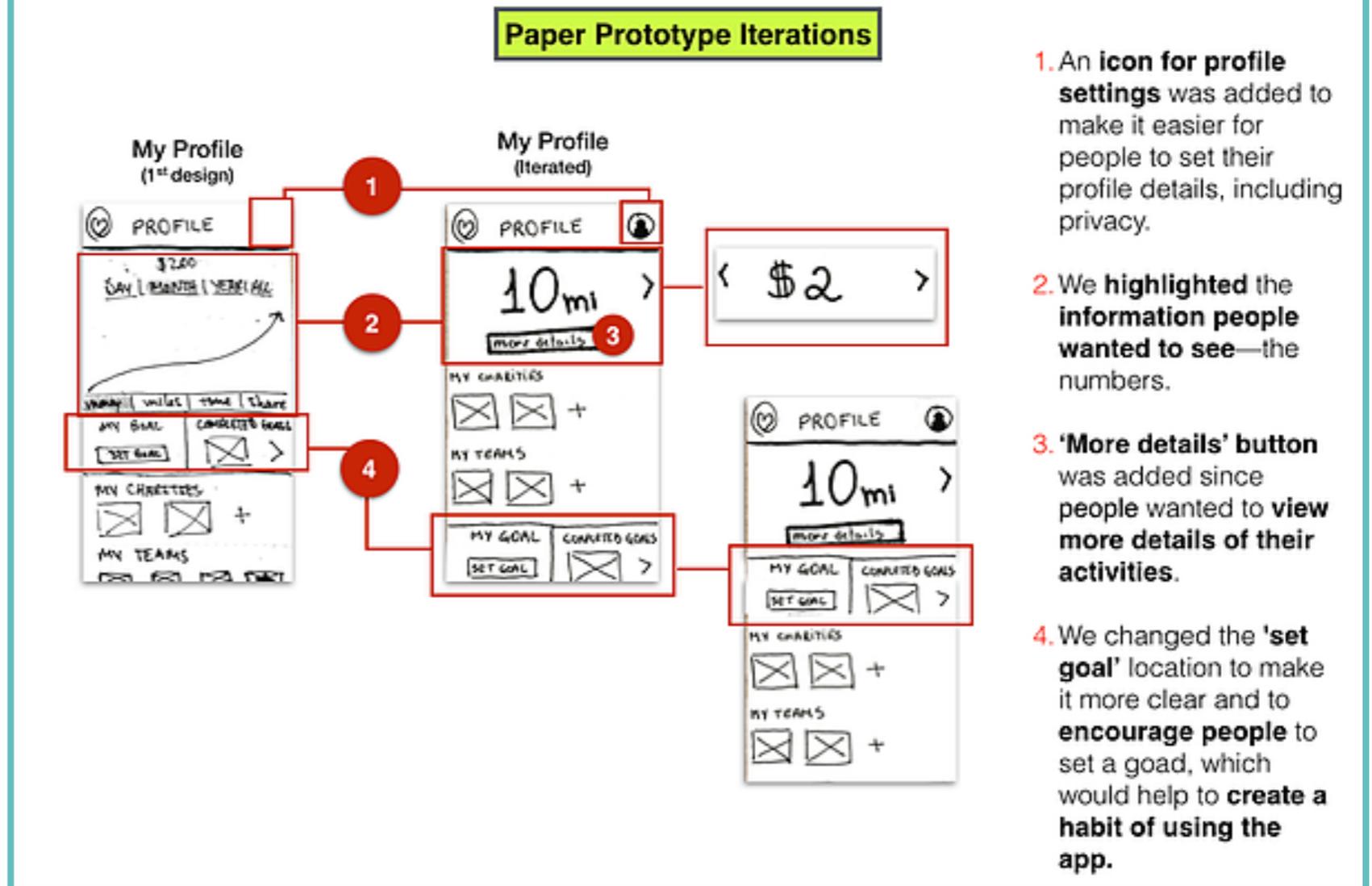
The prototype is NOT the final product.

There are many ways to prototype and many programs used to do it, from InVision, to POP app, to Principle, to Axure.

Prototyping and Testing



Charity Miles // Paper prototype iterations



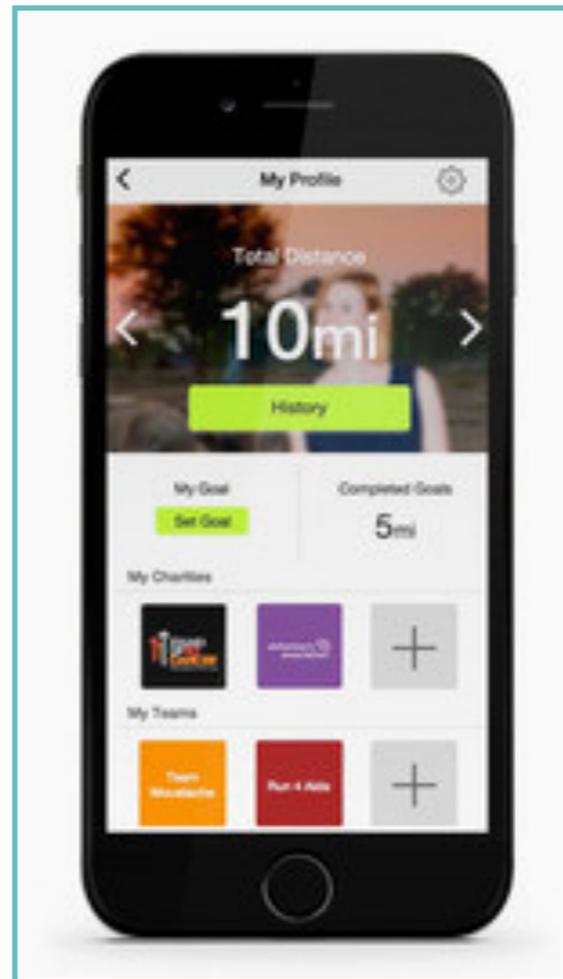
The cheapest, quickest, and easiest way to test a design is through paper prototyping.

Through this process we are able to adjust the design significantly before taking the time to go into high-fidelity digital designs.

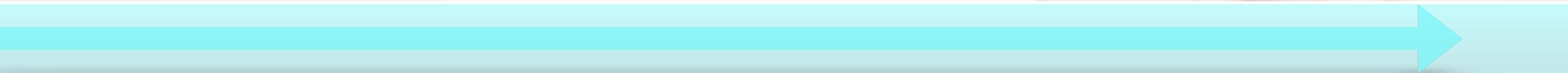


High-Fidelity Prototype Example

Charity Miles Redesign



Now What?



KPIs, Iterations, Updates, and New Features

Remember that MoSCoW method? There are always things that we could add to our product, but that we just don't have the time or the resources to complete.

Now is time to keep an eye on what you've done and see what could maybe be fixed, changed, or removed entirely, while working on updating new features that we had put on the back-burner.

The world has become very fast-moving and companies are constantly trying to stay on top of the market. This means there is always something to do to improve your product.



UX Design and the research used to fuel the results are useful to the entire team.

Take advantage of the detailed user survey/interview information and stick to those personas. If you don't have a UX designer, think about writing and sending out surveys yourself to get a better idea of the market.

Ask questions! Ask people around you what they think of things and WHY. Why do you think that this button should be blue? Why did you look over at the top left corner for the logo instead of the top right? You would be surprised at the quality of information you can get from just a few inquiries!

Remember: You are not the user. You are marketing to people who could have very different thought-patterns and feelings towards things than yourself. It's up to you to try to get to know your audience and adjust for them. Keeping that in mind will save you both time and money in the end.

Thanks for listening!
Q&A Starts Now!

Shalyn Oswald

Feel free to take down my info



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