# UX101

## — INTRODUCTION TO USER EXPERIENCE —

# Today's agenda

- What is user experience (UX)?
- Why does it matter?
- The UX Process
- Project: Designing a mobile app
- How to get a job in UX
- Resources and further learning

# Getting to know each other

- Your name
- Why you're taking this class
- What interests you about user experience

# Getting to know each other

- Your name
- Why you're taking this class
- What interests you about user experience
- **If we were at brunch, what would you order?**

# @mike_tedeschi

Owner @ Interactive Mechanics

# What is user experience?

# What is user experience?

User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their business goals and objectives, their abilities, and also their limitations.

—Usability.gov

# What is user experience?

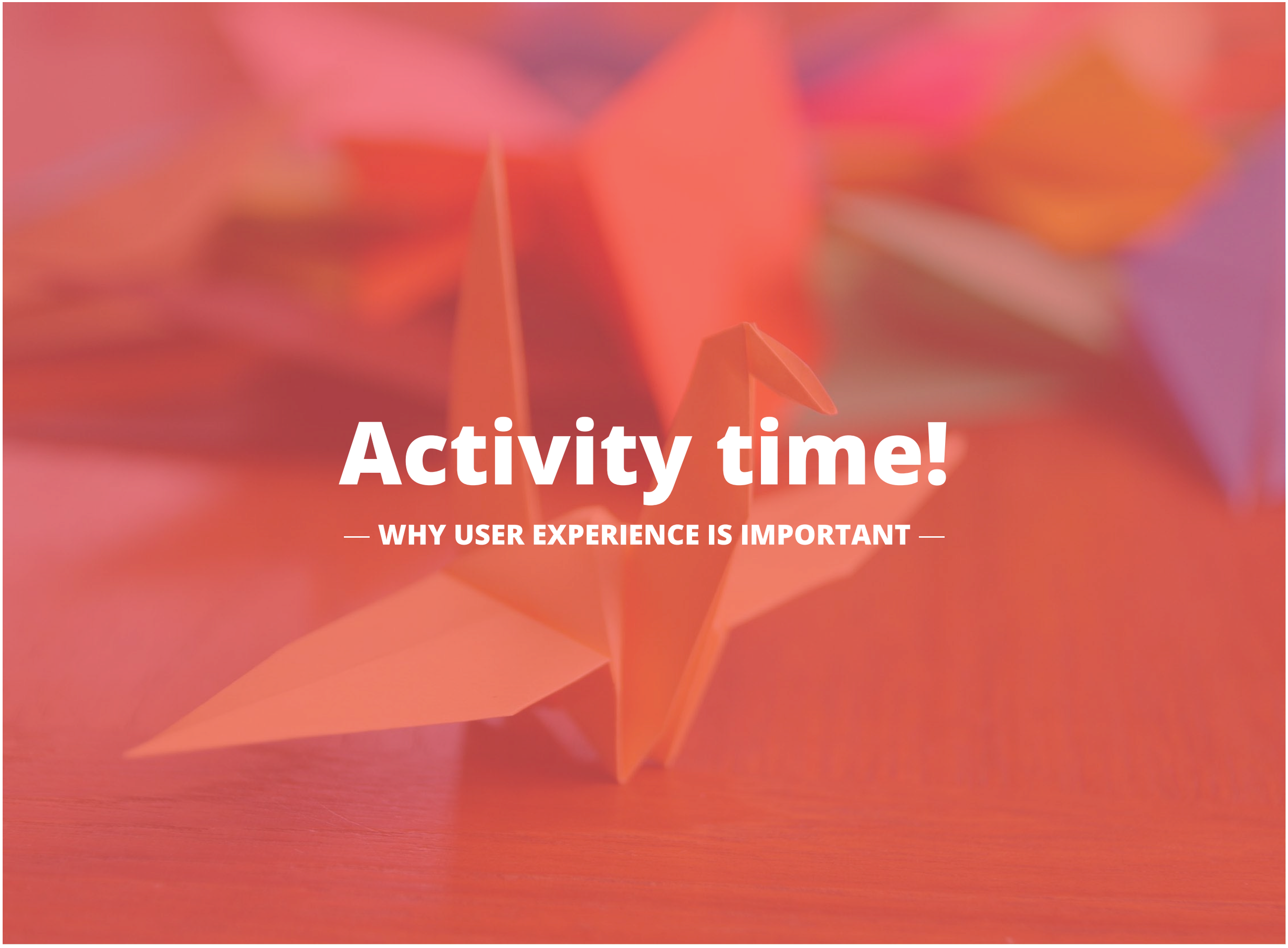
User experience encompasses all aspects of the end-user's interaction with a company, its services, and its products.

—Nielsen Norman Group

# You might also hear...

- User-centered design
- Human-computer interaction (HCI)
- Human factors or ergonomics

# We all know bad UX.



# Activity time!

## — WHY USER EXPERIENCE IS IMPORTANT —

# Creating a paper crane

- Pair up with another person: one person will be the moderator, the other person the participant
- In five minutes, follow the instructions on how to create the origami crane

# Creating a paper crane

<u>Moderators:</u>

- Your goal is to figure out how to improve the system—what instructions work, don’t work, where you need clarification. Take notes as you go through the process. No helping, no answering questions.

# Creating a paper crane

Moderators:

- Your goal is to figure out how to improve the system—what instructions work, don't work, where you need clarification. Take notes as you go through the process. No helping, no answering questions.

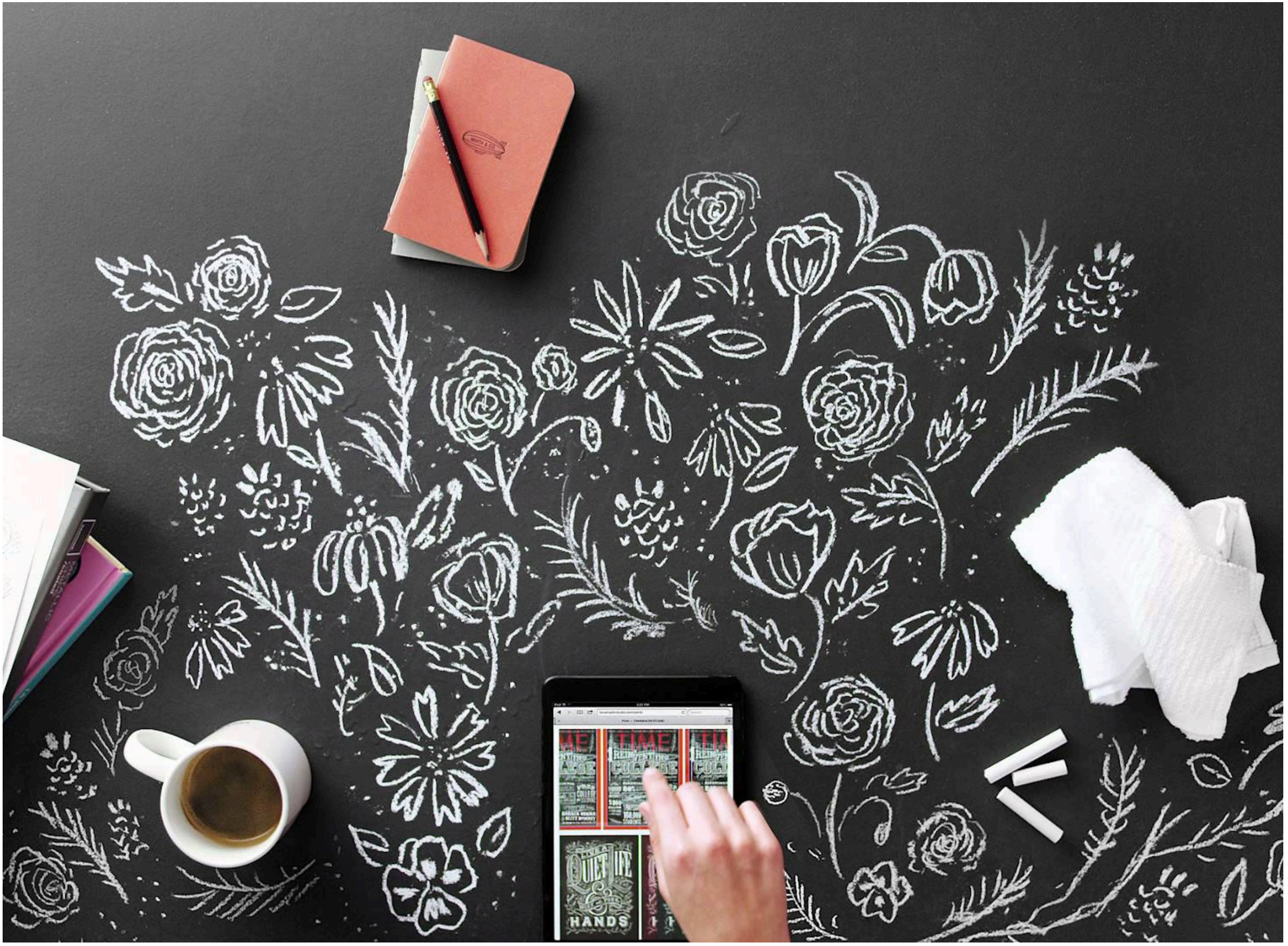
Participants:

- In five minutes, follow the instructions on how to create the swan. Note your experience out-loud—frustrations, confusion, enjoyment, other feelings.
  Ask questions and articulate.

# What did you learn?

# What is good UX?

amazon.com
amazon.com
amazon.com


TIME
QUIET
HANDS

# … but it’s not just digital.

LONGINES
iPad

BIRCHBOX
twirl
kate spade
1.5 ML
twirl
kate spade
NEW YORK
luxe
essie
13.5 ml · 46 FL OZ
tarte
lucky
LipSurgence
natural matte lip tint
KÉRASTASE
ELIXIR KULTIME
Huile sublimatrice
multi-usages
Tous types
de cheveux
Versatile
beautifying oil
All hair types
L'ORÉAL
PARIS
0.16 fl.oz.

# Can you think of good UX?

# Why does UX matter?

# Why UX is important

If people don’t enjoy their experience with what you design, then the product/service wasn’t successful. Bad user experience can ruin a brand/company, or lose customers.

# Why UX is important

People remember bad experiences—think about the last time you ate at a bad restaurant. Will you go back? Probably not.

# UXPA's 6 Benefits

- Increased productivity
- Increased sales

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- Decreased training or support costs

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- Reduced development time and costs
- Reduced maintenance costs

# UXPA's 6 Benefits

- Increased productivity
- Increased sales
- Decreased training or support costs
- Reduced development time and costs
- Reduced maintenance costs
- Improved user satisfaction

# How do I convince others?

**“That sounds like a lot of work…”**
**“We don’t have time for this.”**

## “That sounds like a lot of work…”
## “We don’t have time for this.”

There are plenty of user experience techniques that you can use to quickly.

# “That sounds like a lot of work…”
# “We don’t have time for this.”

There are plenty of user experience techniques that you can use to quickly.

Even doing something small like interviewing your real users can have a major impact on the product/ service you’re building.

# “This is going to cost a fortune.”

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UX doesn’t need to cost a lot of money.

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“Lean UX” by Jeff Gothelf takes the Lean Startup concept from a UX perspective.

# “This is going to cost a fortune.”

UX doesn’t need to cost a lot of money.

“Lean UX” by Jeff Gothelf takes the Lean Startup concept from a UX perspective.

What costs more money? Having to rebuild something that causes a bad experience, or taking the time to research and validate the “right” idea from the beginning?

# “We don’t have the team for this.”

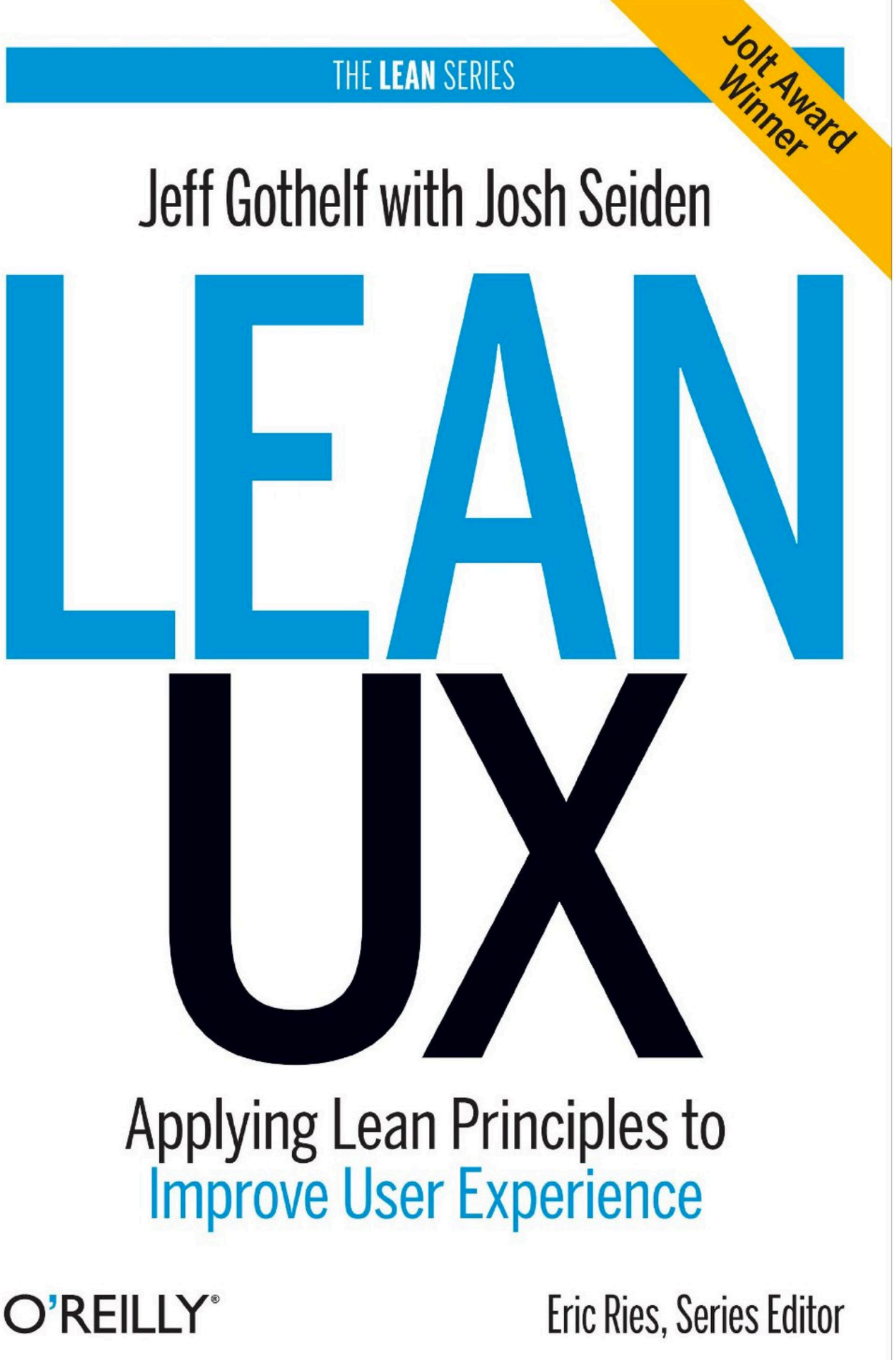
## “We don’t have the team for this.”

Good UX doesn’t require a huge team of designers and researchers.

## “We don’t have the team for this.”

Good UX doesn’t require a huge team of designers and researchers.

If you can engage people in the company to get involved, like developers, project managers, or others, you can integrate these UX concepts with their help.




*Lean UX: Applying Lean Principles to Improve Experience*

— Jeff Gothelf

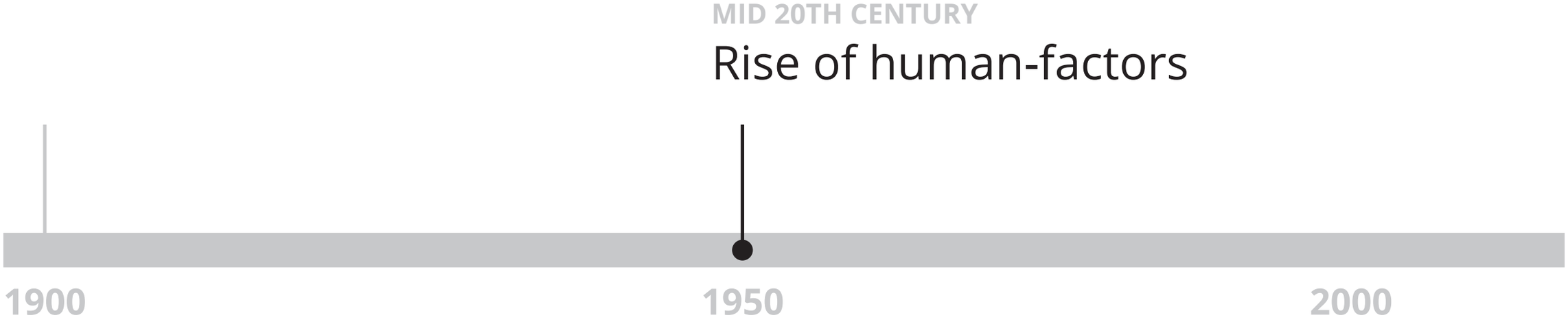
# A brief history of UX

# The History of UX

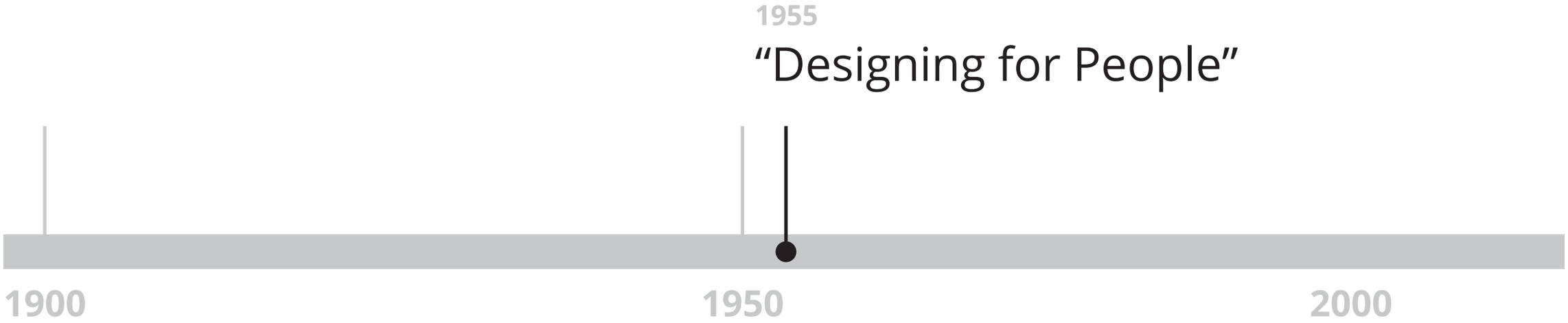
EARLY 20TH CENTURY

## The Machine Age

# The History of UX

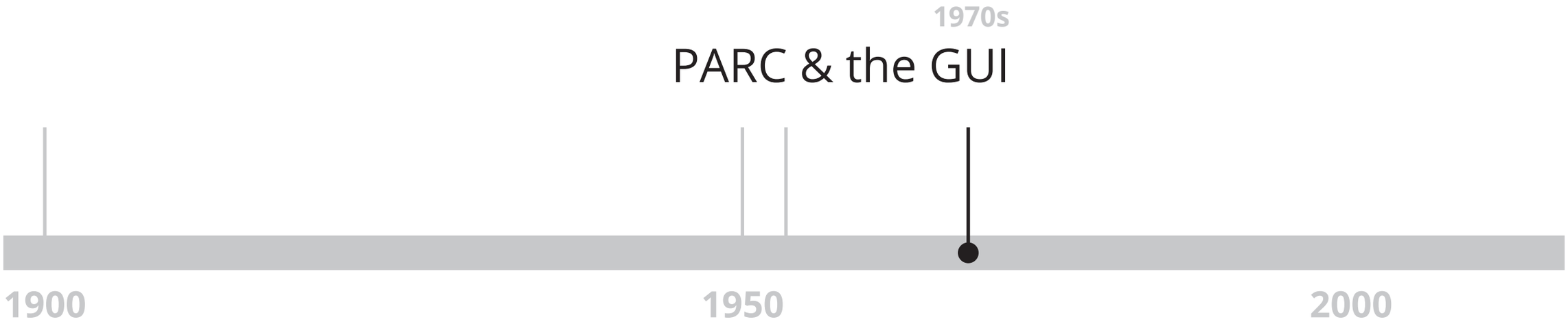


# The History of UX

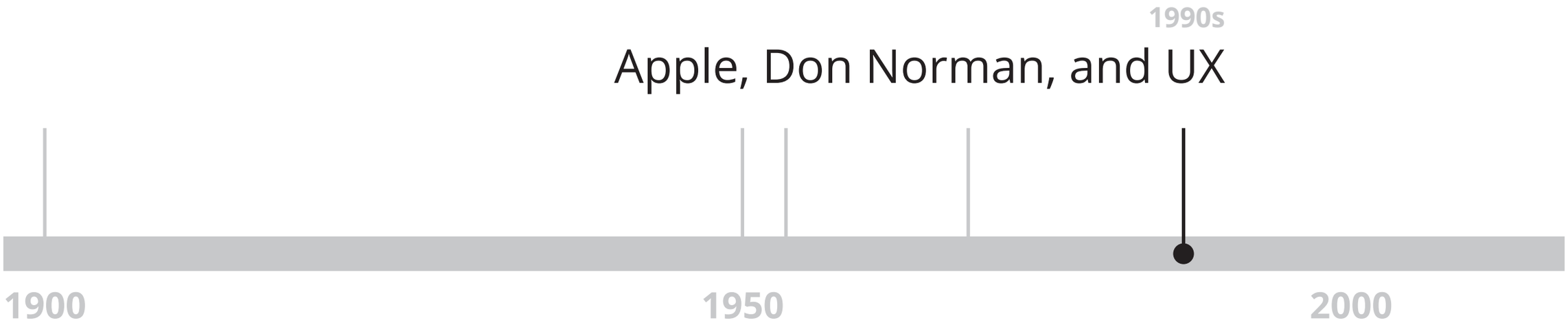


“When the point of contact between the product and the people becomes a point of friction, then the [designer] has failed. On the other hand, if people are made safer, more comfortable, more eager to purchase, more efficient—or just plain happier—by contact with the product, then the designer has succeeded.”

# The History of UX



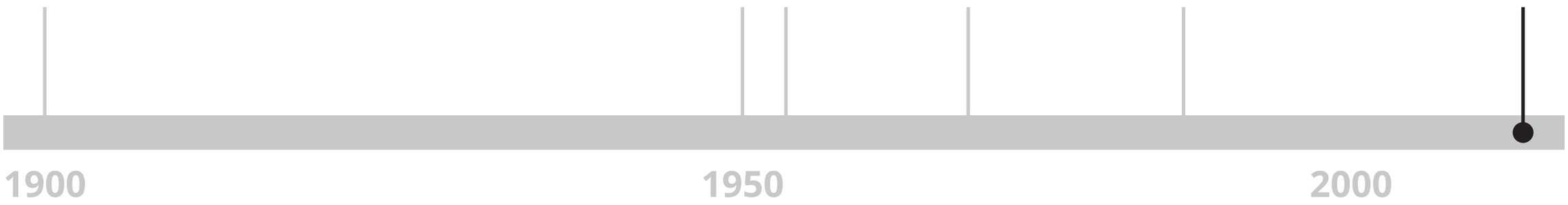
# The History of UX

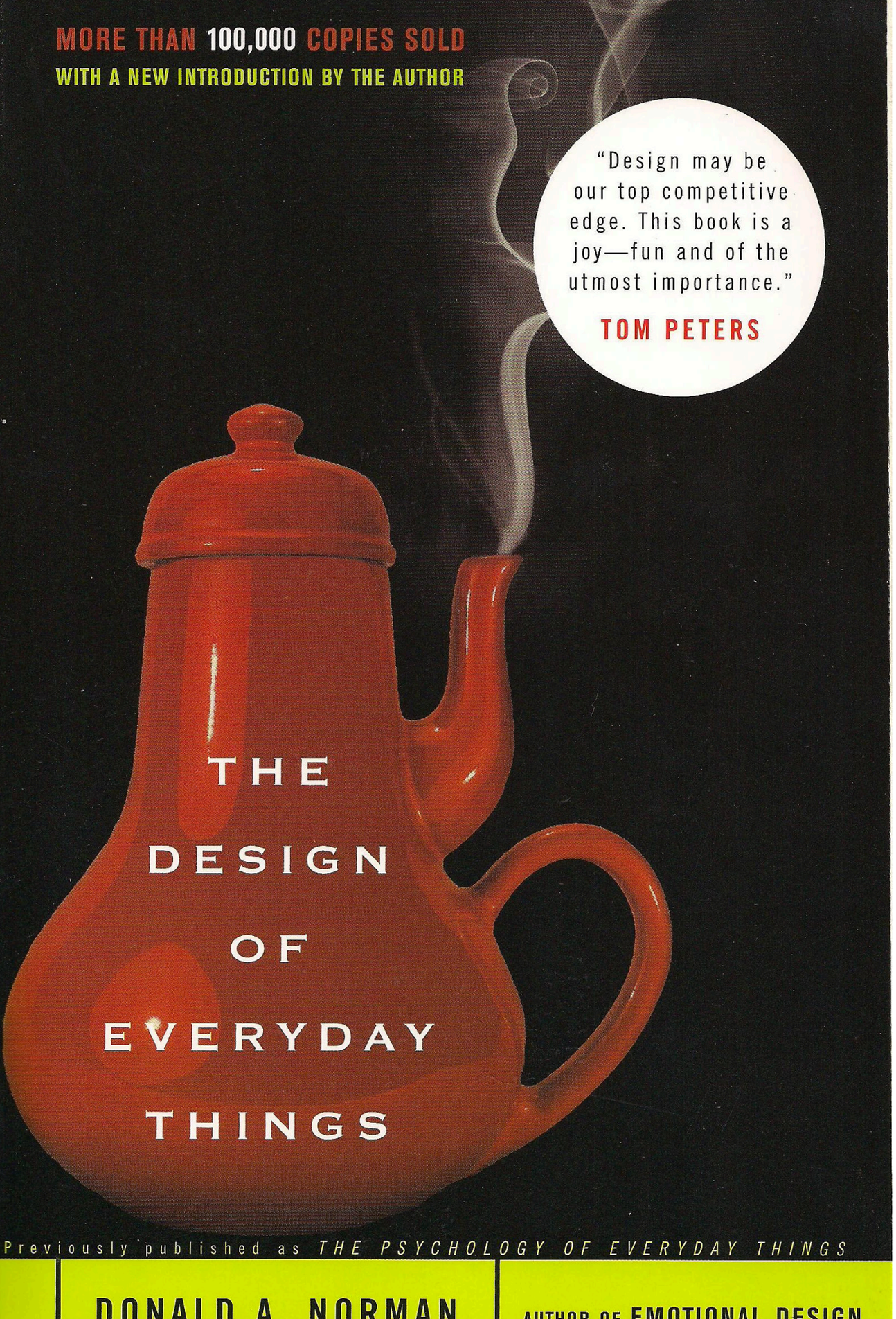


Knowing how someone will use something is essential.

—Don Norman

# The History of UX






# *The Design of Everyday Things*

— Don Norman

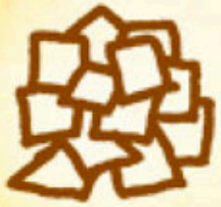
# So... what do UX experts do?

Stories

Proverbs

Personas

Scenarios

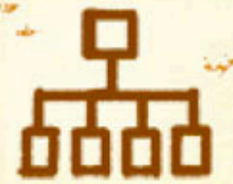


Content Inventories

Analytics

Wireframes

Process Flows



System Maps

Concept Maps

User Surveys

Storyboards

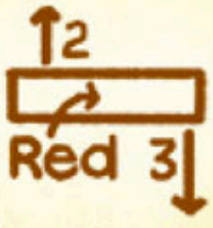
Concept Designs

Prototypes

Narrative Reports

Presentations

Design Patterns




Style Guides

Specifications

Plans

# User EXperience Treasure Map

by Jeffery Callender and Peter Morville

# UX Professionals do *a lot*.

Stories

Proverbs

Personas

Scenarios

Content Inventories

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# User EXperience Treasure Map

by Jeffery Callender and Peter Morville

# What do you *enjoy*?

- Research & analysis
- Content & architecture
- Interactivity and interfaces
- Visual design
- Coding & development
- Project management

# What do you *prefer*?

- Small or large teams
- Generalist or specialist
- Full process or one part of the process
- Lots of projects or a single product
- Type of projects you want to work on

# Some different UX roles

- User experience researcher
- User experience designer
- Information architect
- Content specialist
- Interaction or interface designer
- Visual designer

# The UX Roadmap

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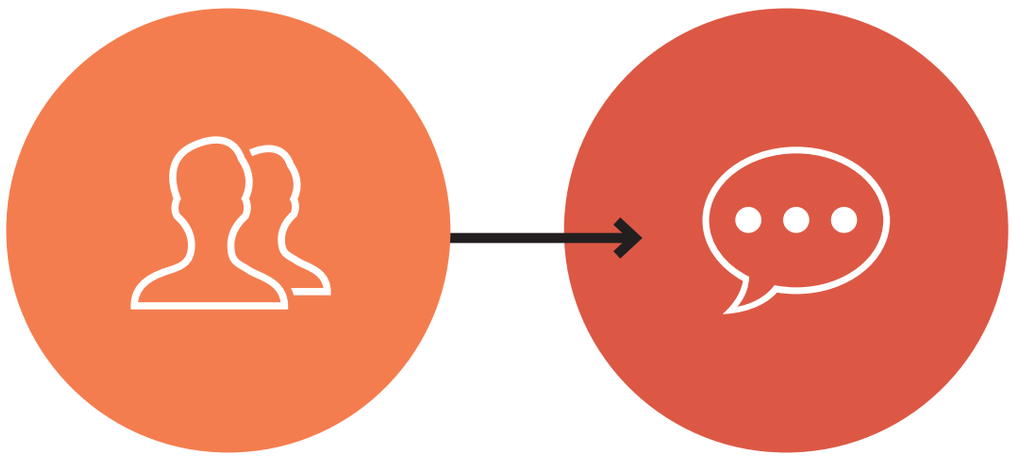
Research &
Strategy

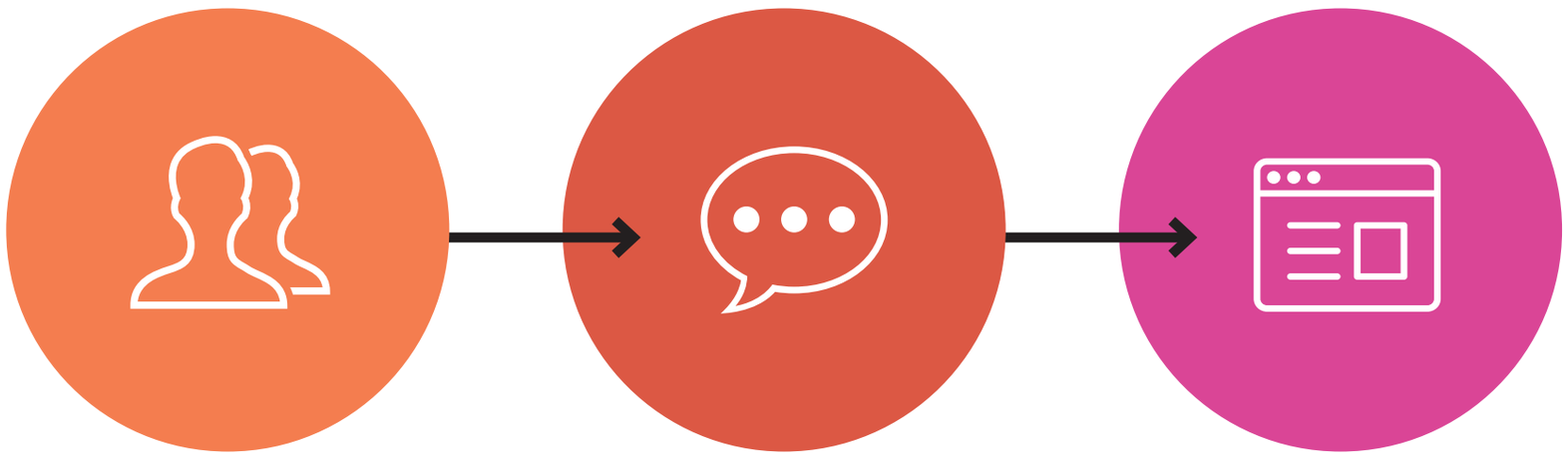
# The UX Roadmap



Research &
Strategy

Content
Development

# The UX Roadmap

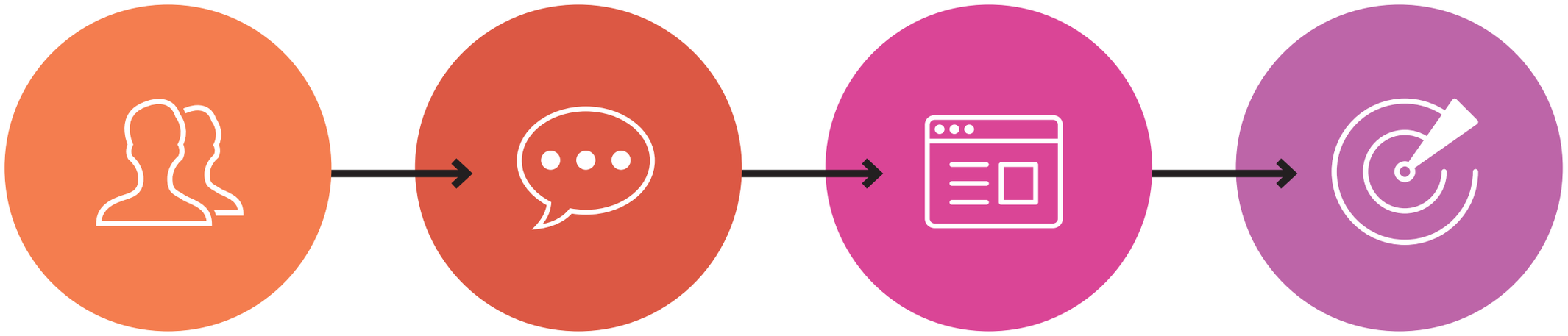


Research & Strategy

Content Development

Design & Prototyping

# The UX Roadmap



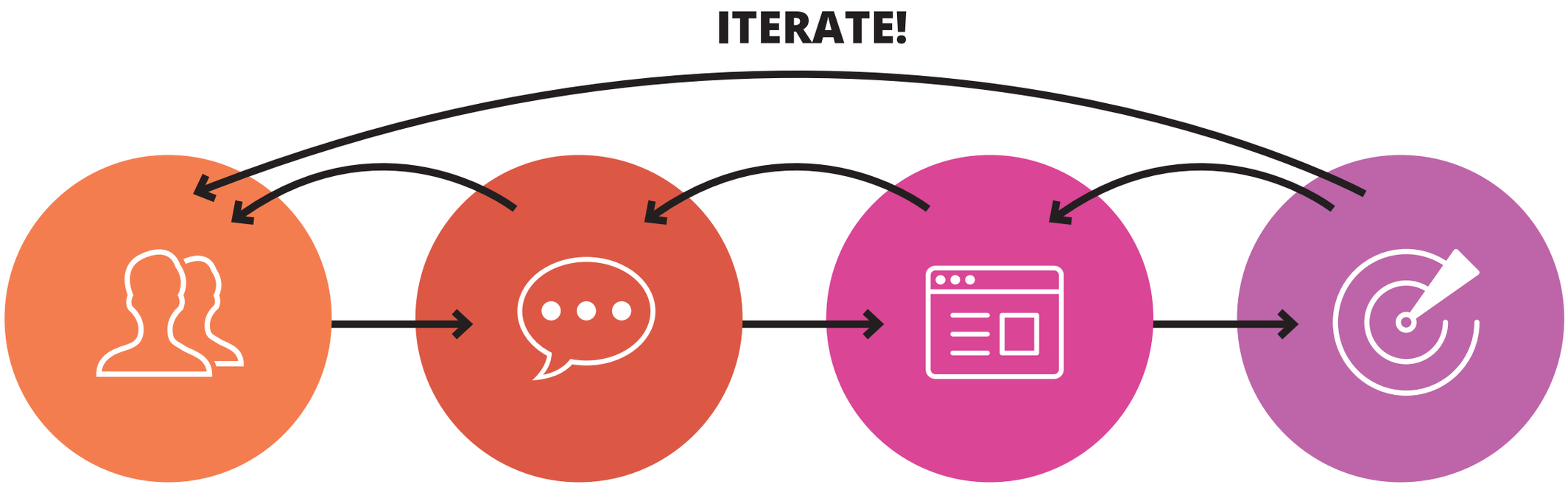
Research & Strategy

Content Development

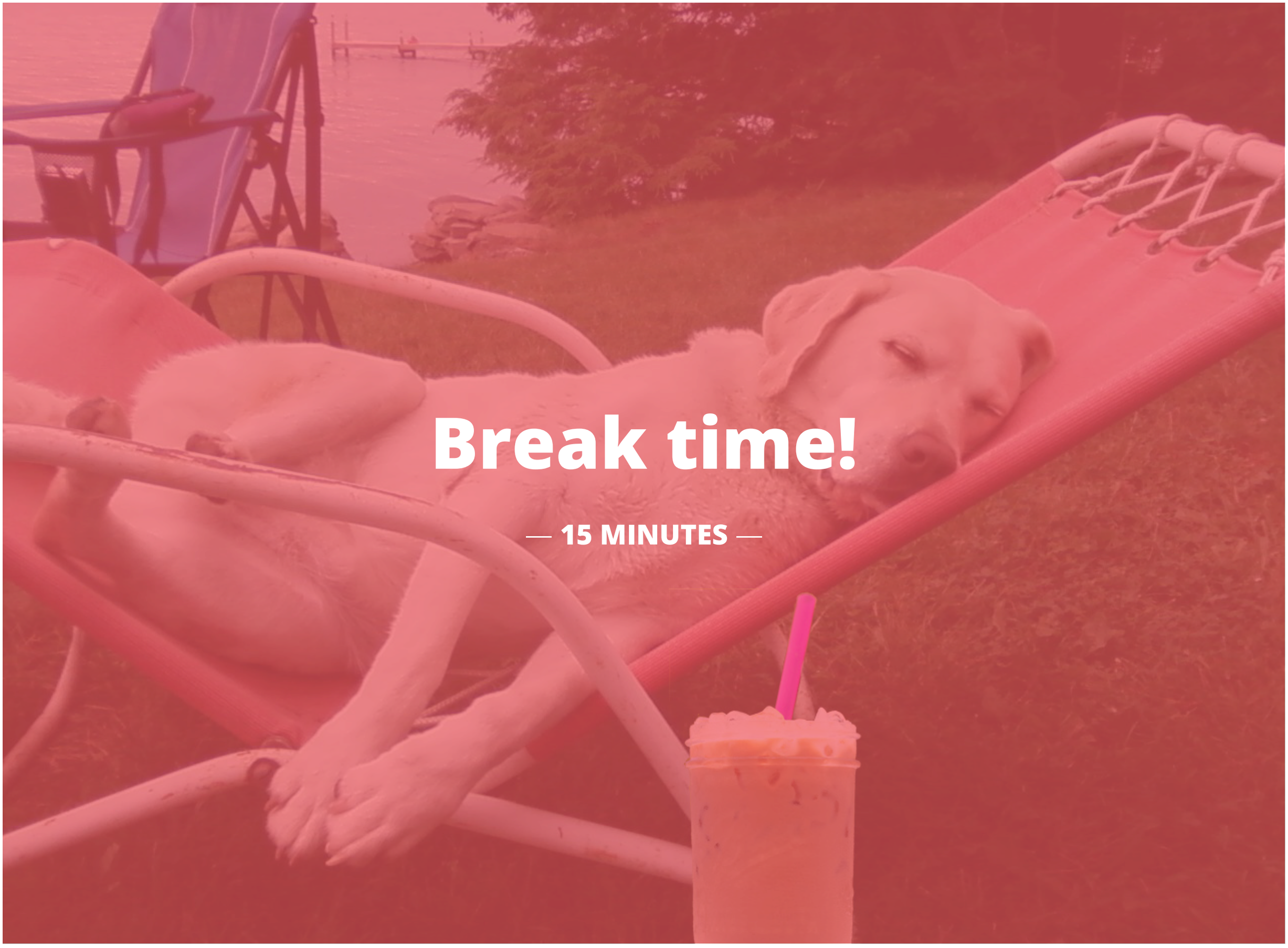
Design & Prototyping

Testing & Evaluation

# The UX Roadmap



# Questions?



# Break time!

— 15 MINUTES —

# Let’s design an app!

# Girl Develop It Mobile App

Girl Develop It is looking to build a new, stand-alone mobile app to act as the go-to resource for students and teachers on-the-go.

The new app should showcase upcoming and past courses offered (with resources) for students, important information about GDI for teachers, and ways to get involved as a supporter, donor, or partner.

# Our approach

- Task I: User research
- Task II: Personas
- Task III: Scenarios
- Task IV: Prototyping
- Task V: User testing

# Activity I: User research

# Understanding our users

User research is the foundation of a good user experience design process (we can't have "UX" without the "users", after all). Before we can start designing the new Girl Develop It app, we need to understand the people who are going to use it.

# Understanding our users

- Potential students
- Returning students
- Teachers, leaders, and teaching assistants
- Corporate and nonprofit partners
- Supporters/donors
- Media and press

# Understanding our users

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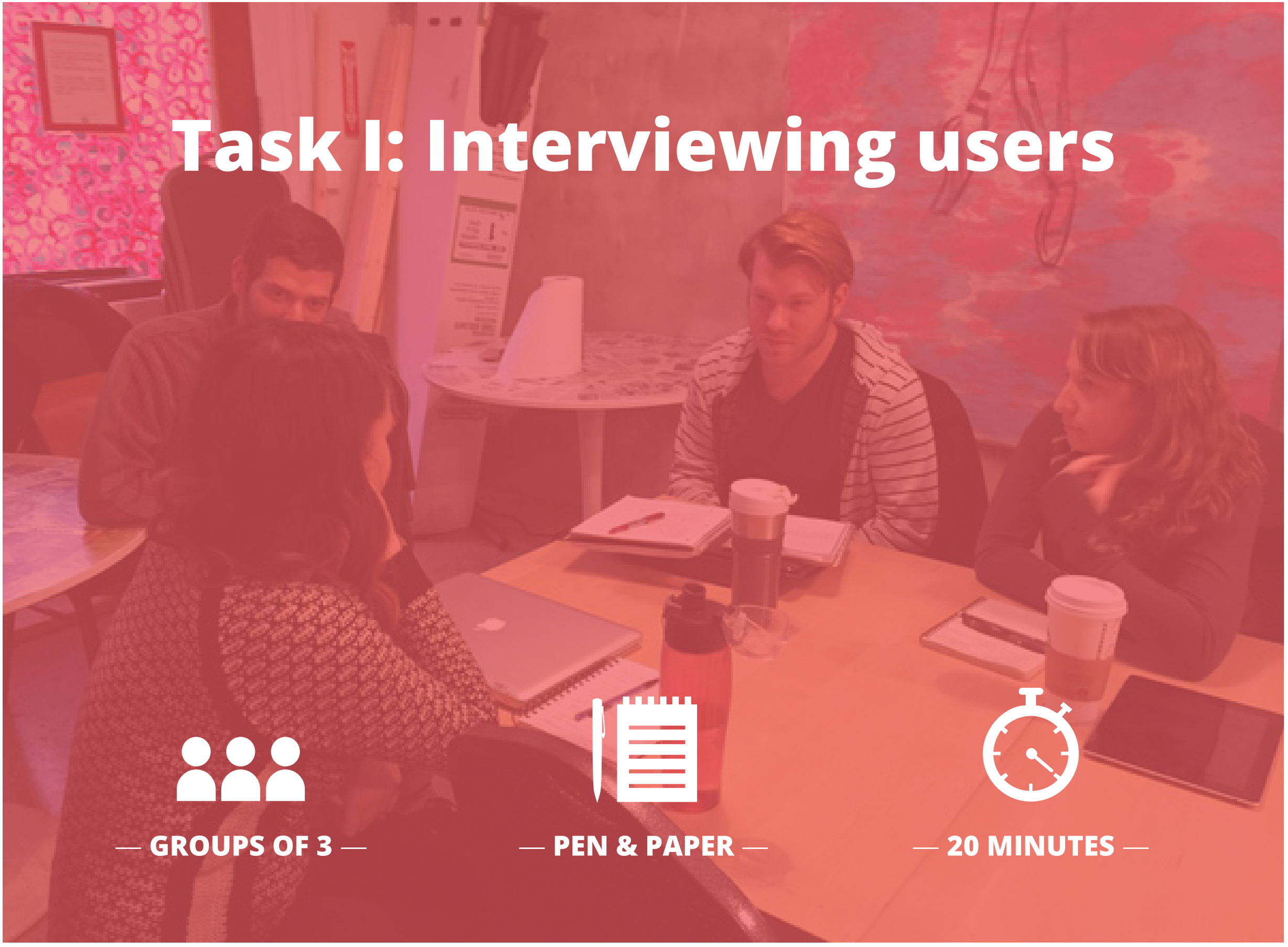
# Task I: Interviewing users



— GROUPS OF 3 —

— PEN & PAPER —

— 20 MINUTES —

# Task I: Interviewing users

- Take turns interviewing each other to learn more about our users' and their needs.
- One person should be the interviewer, participant, and notetaker.
- Spend about 5 minutes each, then switch!

# The interview process

**Explain what you’re doing.**

Be transparent and open about what the process and interview.

# The interview process

**Explain what you’re doing.**

— **USEFUL PHRASE** —

Be transparent and open about what the process and interview.

“We’re working with Girl Develop It to collect feedback to find ways to improve their website.”

# The interview process

**Make your interviewee feel comfortable.**

Get to know them to start and treat the interview like a casual conversation, if appropriate. Offer refreshments, be thankful.

# The interview process

**Make your interviewee feel comfortable.**

— USEFUL PHRASE —

Get to know them to start and treat the interview like a casual conversation if appropriate. Offer refreshments, be thankful.

“There is no ego involved here, we want to hear both positive and negative comments.”

# The interview process

**Objection: Leading question!**

Don’t ask leading questions—keep the interview questions open.

# Interview checklist

- Interview script
- Refreshments, rewards for participants
- Audio/video recording devices
- Consent forms (2 copies per participant)
- Business cards with contact information
- Pens, paper, or notetaking device

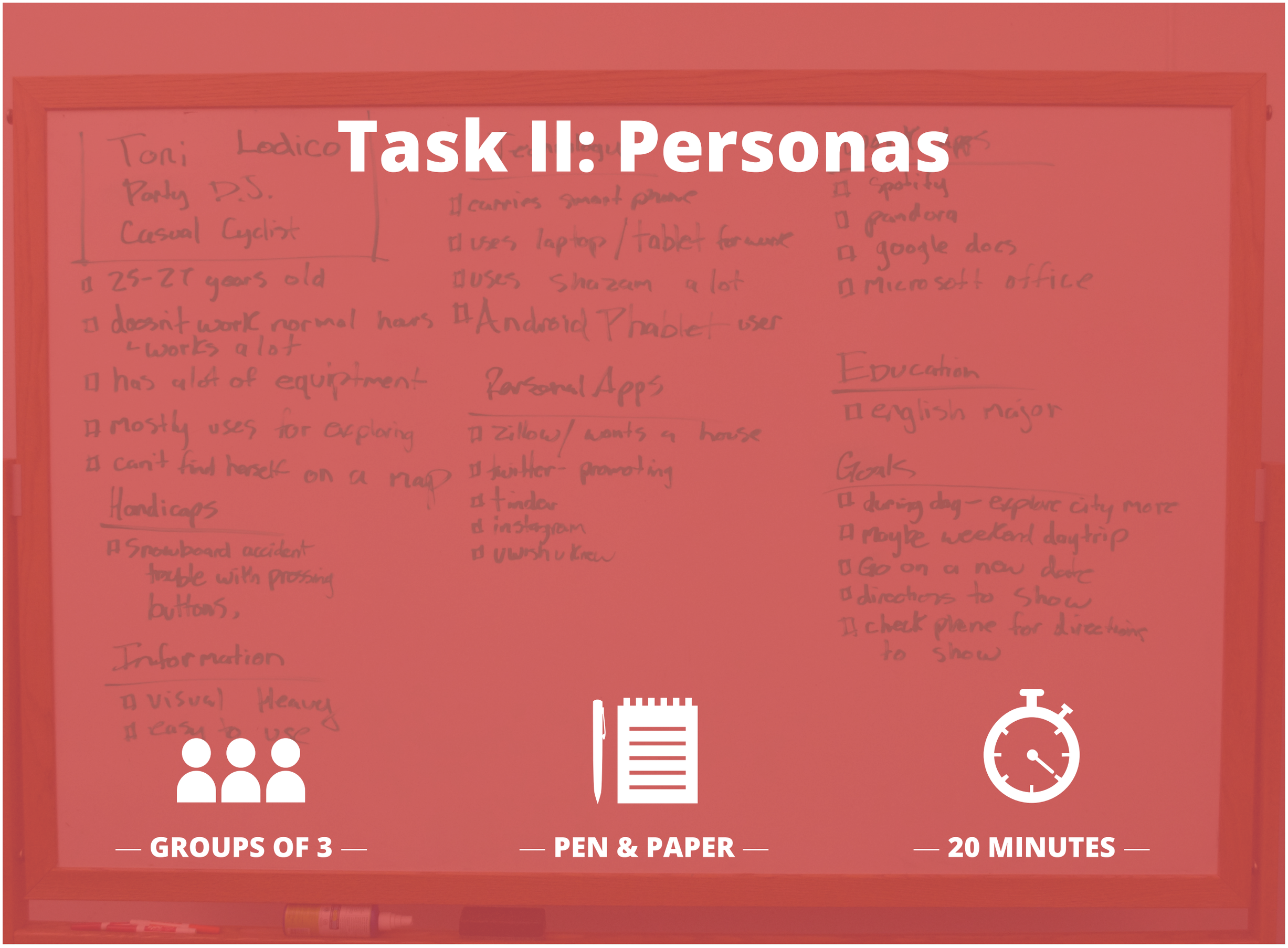
# Sample questions

- Tell us a little about yourself.
- What is your story with Girl Develop It?
- What are your goals through Girl Develop It?
- What types of technology do you use?
- How do you use the current GDI website? Meetup?
- How often do you use it?
- What is your favorite website or app?
- What have you struggled with as a GDI member?

# *Interviewing Users*

— Steve Portigal

# Task II: Personas




— GROUPS OF 3 —

— PEN & PAPER —

— 20 MINUTES —

# Task II: Personas

Personas are a way to represent our major user groups based on our research by identifying their motivations, goals, needs, expectations, values, and backgrounds.

# Task II: Personas

- Ground our decisions by having a list of goals or objectives to meet.
- Useful as reference to make sure we’re on the right track during design/development.
- Most importantly, they’re a way to connect us to our users emotionally.

# Sample topic areas

- Personal: Name, Age, Gender, Special Characteristics
- Background: Family, Professional
- Education: Highest level of education, mastery
- Technical: Types of tech, familiarity, apps/programs
- Motivation: Goals, motivators, needs, expectations
- Operational: How did they find the app?

# Samantha

Motivation: Looking to grow her skills as a developer and wants to find classes that are relevant to her. Wants to be a really great front-end developer.

Frustrations: Not able to register quickly, not able to find a class that appeals to her.

Fears: Not being competitive.

Age: 22

Profession: Student, entry-level front-end developer

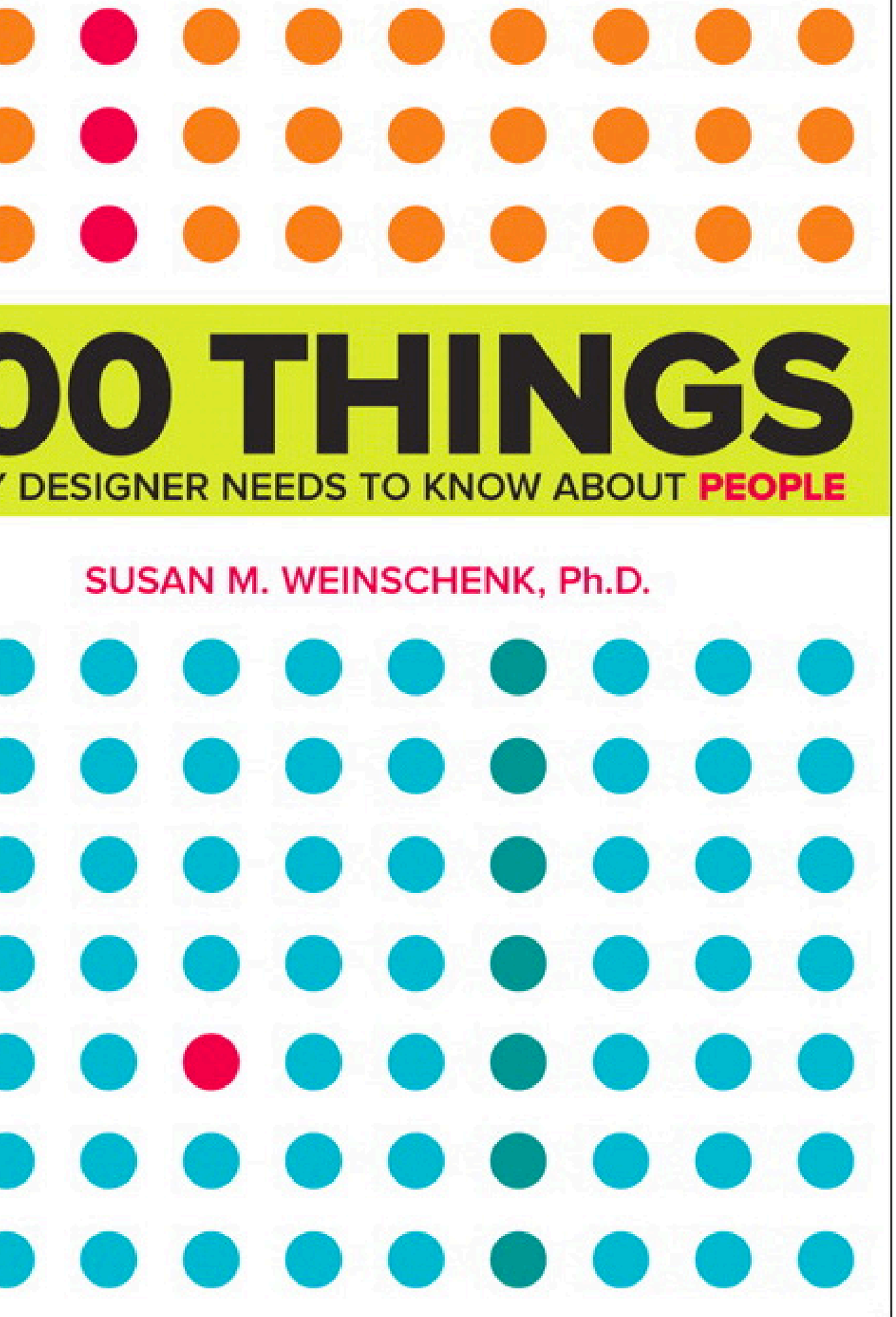
Profile: Returning student

# Developing a persona

Let’s create a persona for one of our sample users:

a new Girl Develop It student who is transitioning from one career to another.

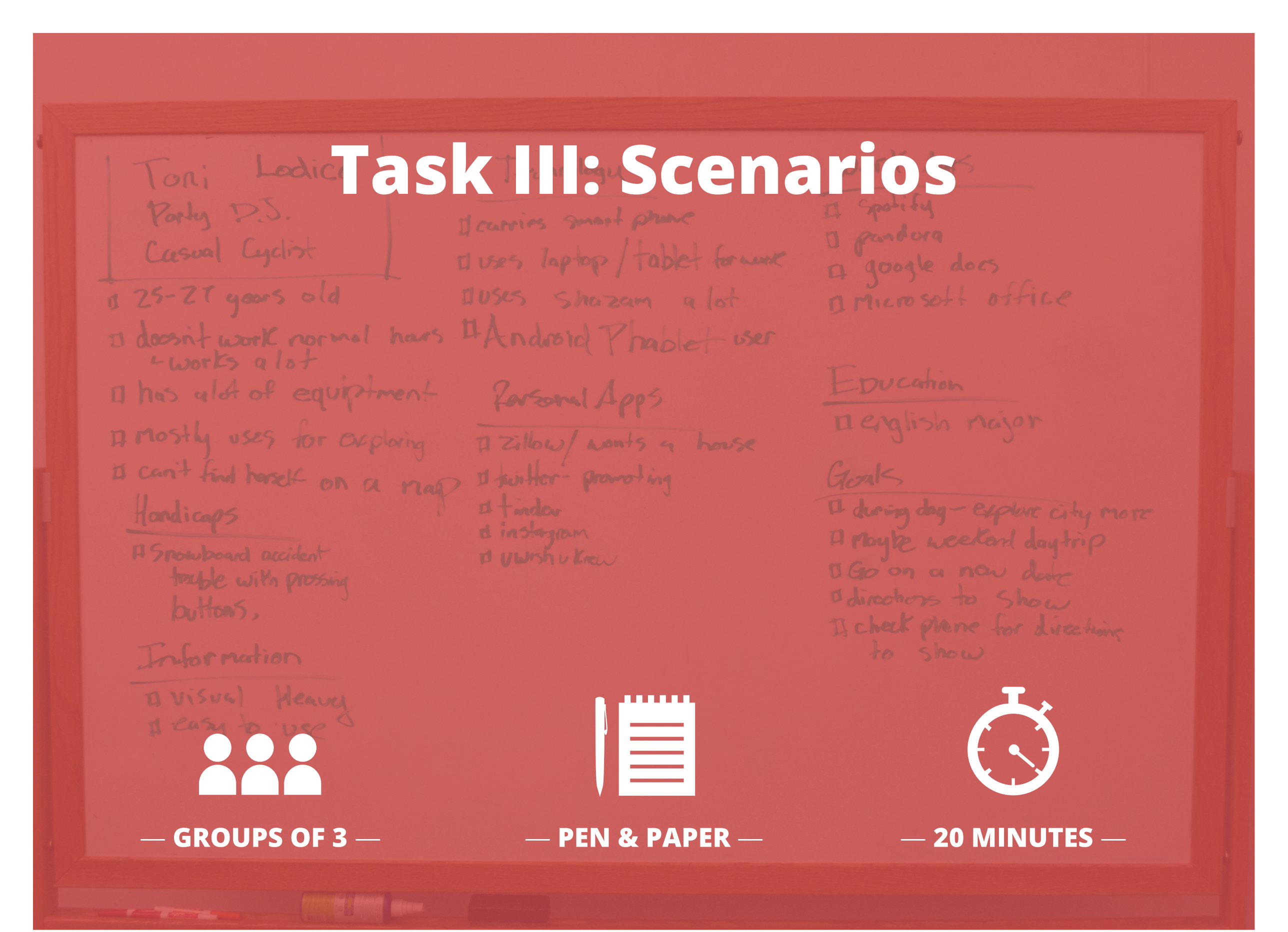
What are her goals? Her fears? What might frustrate her about the existing site? What is her background? Draw a picture or find an image for this persona.




*100 Things Every Designer Needs to Know About People*

— Susan Weinschenk

# Task III: Scenarios




— GROUPS OF 3 —

— PEN & PAPER —

— 20 MINUTES —

# Task III: Scenarios

Scenarios expand on your personas and outline the pathways that your users can take through the application or experience.

# Journey Mapping

Journey Mapping is a way to visualize these pathways by exploring what people do, how they feel, and what they're thinking each step of the way.

It's a great way to identify where people might struggle and also opportunities for improvement.

| | |
|---|---|
| Steps | |
| Doing | |
| Feeling | |
| Thinking | |

# New Student, First Class

| Steps | **Research** | **Registration** | **Attending** |
| --- | --- | --- | --- |
| Doing | | | |
| Feeling | | | |
| Thinking | | | |

# New Student, First Class

| Steps | Research | Registration | Attending |
| --- | --- | --- | --- |
| Doing | **1. User goes to Girl Develop It on Meetup.com** | | |
| Feeling | **Excited**<br><br>**Curious** | | |
| Thinking | **“I hope there is a class that’s interesting to me”**<br><br>**“I wonder how much this is going to cost.”** | | |

# New Student, First Class

| Steps | Research | | Registration | Attending |
|---|---|---|---|---|
| Doing | **1. User goes to Girl Develop It on Meetup.com** | **2. User searches the list of upcoming events.** | | |
| Feeling | **Excited**<br>**Curious** | **Excited**<br>**Uncertain**<br>**Overwhelmed** | | |
| Thinking | **“I hope there is a class that’s interesting to me”**<br>**“I wonder how much this is going to cost.”** | **“A lot of these sound interesting.”** | | |

# New Student, First Class

# Break time!

— 15 MINUTES —

# Activity II: Prototype & Test

# We know our users!

We know about our users, their goals, and how they would use our new app. The next phase of our process will focus on conceptualizing and validating the app that we're building.

Task IV: Prototyping

# Task IV: Prototyping

Prototyping is a quick way to gather feedback on your ideas—they don’t need to be beautiful, just enough to communicate and test your concepts.

# Paper prototyping

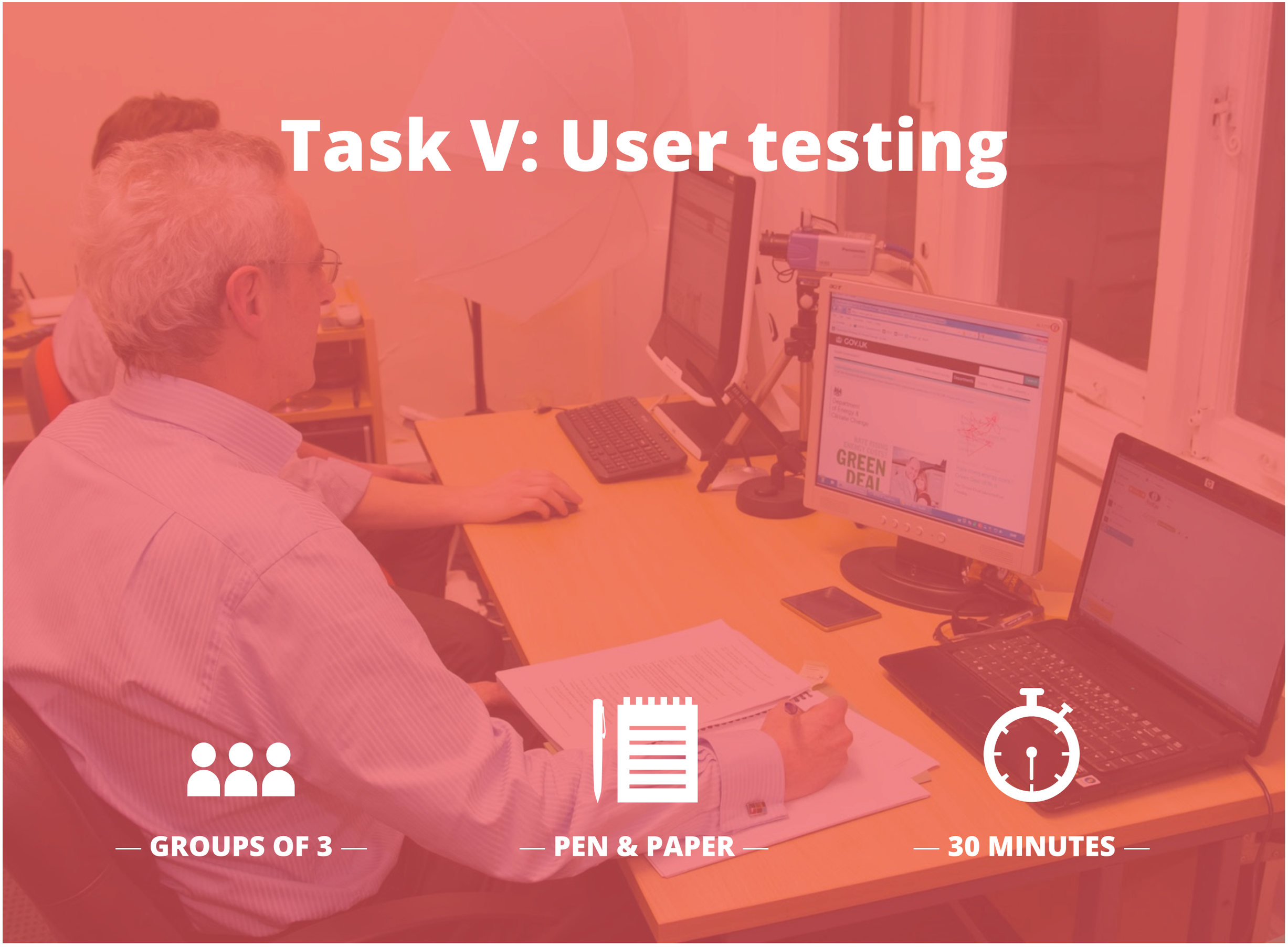
Paper prototyping (no technology needed!) is a great way to try out concepts and gather rapid feedback. Let's take a look at an example: *https://marvelapp.com/5dhc6c*

# Online prototyping tools

There are a number of online—free—prototyping tools. We use Marvel (*marvelapp.com*) and InVision (*invisionapp.com*).

You can use these tools to create clickable, animated, code-free experiences to test and demonstrate the major ideas of your app or project.

# Task V: User testing




— GROUPS OF 3 —

— PEN & PAPER —

— 30 MINUTES —

# Conducting user testing

User testing is the key to ensure we’re building something people will enjoy and actually use.

User testing doesn’t need to be expensive or time-consuming: small batches of regular testing are better than conducting one large, expensive test.

# The testing process

**Explain what you’re doing.**

Be transparent and open about what the process and interview.

# The testing process

**Make your participants feel comfortable.**

Get to know them to start and make sure the participants understand that there is nothing on the line for them. Offer refreshments, be thankful.

# The testing process

**Make your interviewee feel comfortable.**

Get to know them to start and treat the interview like a casual conversation, if appropriate. Offer refreshments, be thankful.

— USEFUL PHRASE —

"We're not testing you, we're testing the system."

# The testing process

**Make your interviewee feel comfortable.**

Get to know them to start and treat the interview like a casual conversation, if appropriate. Offer refreshments, be thankful.

— USEFUL PHRASE —

“There are no right right or wrong answers.”

# The testing process

**Make your interviewee feel comfortable.**

Get to know them to start and treat the interview like a casual conversation, if appropriate. Offer refreshments, be thankful.

**USEFUL PHRASE**

“There is no ego involved here, we want to hear both positive and negative comments.”

# The testing process

**Stage engaged!**

Acknowledge and provide feedback to your participants as they ask questions or give feedback throughout the interview.

# The testing process

**Stage engaged!**

Acknowledge and provide feedback to your participants as they ask questions or give feedback throughout the interview.

— USEFUL PHRASE —

“Mmhmm. Interesting! Okay. Right.”

# The testing process

**Ask for clarification.**

If you need to know more, ask the participant.

# The testing process

**Ask for clarification.**

If you need to know more, ask the participant.

— **USEFUL PHRASE** —

“Talk me through what happened there.”

# The testing process

**Ask for clarification.**

If you need to know more, ask the participant.

— **USEFUL PHRASE** —

"Can you explain why you did that?"

# The testing process

**Ask for clarification.**

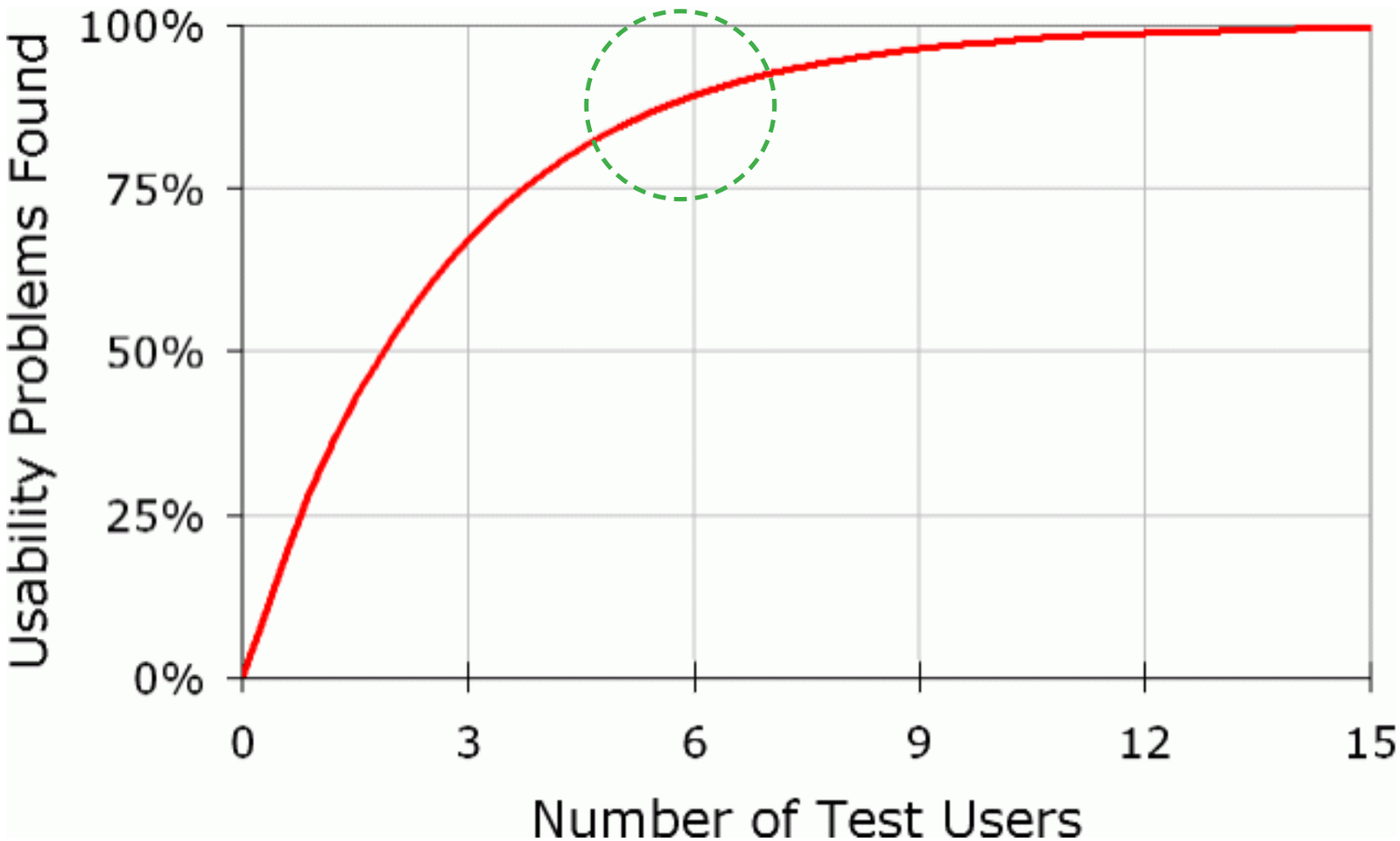
If you need to know more, ask the participant.

— **USEFUL PHRASE** —

“If you have to give this a letter grade, what would you rate it?”

# Common questions

# “How many participants do I need?”



# “Who do I recruit?”

- Look at your personas and user research!

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- Look at your personas and user research!
- Know your answers before you reach out to folks:
  - How much time will it take? When? Where?
  - Why are you doing the test?
  - What are your trying to answer?
  - Who do you represent?
  - What are you offering participants?
  - Is this anonymous? Will you use the information?

# “How do I recruit people?”

- Start with what is easy and scale up as needed.
  - Co-workers in your office, friends, or family.
  - Send out an online posting (Twitter, Craigslist)
  - Set up a testing station in the lobby of your building.
  - Go to a coffee shop and intercept people to test.
  - Use a recruiting or testing agency.

# “Do I need a consent form?”

- Best practice is to have one, even if as just a means to explain the tests.
  - If you have a consent form, explain the form and have interviewee fill it out with you. Let them provide their contact information, if they want.
  - Explain how you’ll use the information gathered.
  - Bring two copies: one for you, signed, and one for them to take home.

# “What kind of incentives?

- Do you need an incentive or gift?
- Give something that is easy to cash in on, especially if you can give it out on the spot (like a gift card or a free coffee or donut).

# “Digital vs. analog?”

- Paper prototyping is quick, easy, low-cost.
- Low-fidelity wireframes into digital prototypes.
    - Clickable PDFs
    - HTML Prototypes
    - Online Prototyping Tools
        - ***https://marvelapp.com/***
        - ***http://invisionapp.com/***
        - ***https://popapp.in***

# “Remove vs. in-person testing?”

- Being present is always better than remote.
- But there are really good user testing tools out there for conducting testing remotely or without being present.
- *https://usabilla.com/*
- *http://zurb.com/notable*
- *http://www.usertesting.com/*
- *http://www.userzoom.com/*

# But... what do I test?

# What do you want to know?

- Usability, bugs, or other issues
- Competitive or comparative testing
- Preference
- Validation

# Qualitative vs. quantitative

- Qualitative
  - Preferences
  - Language
  - Expressions, feelings, and attitude
- Quantitative
  - Time spent on a task
  - Task success
  - Errors
  - Efficiency or effort
  - Learnability

# Break time!

— 5 MINUTES —

# Finding a job in UX

# How to get a job in UX

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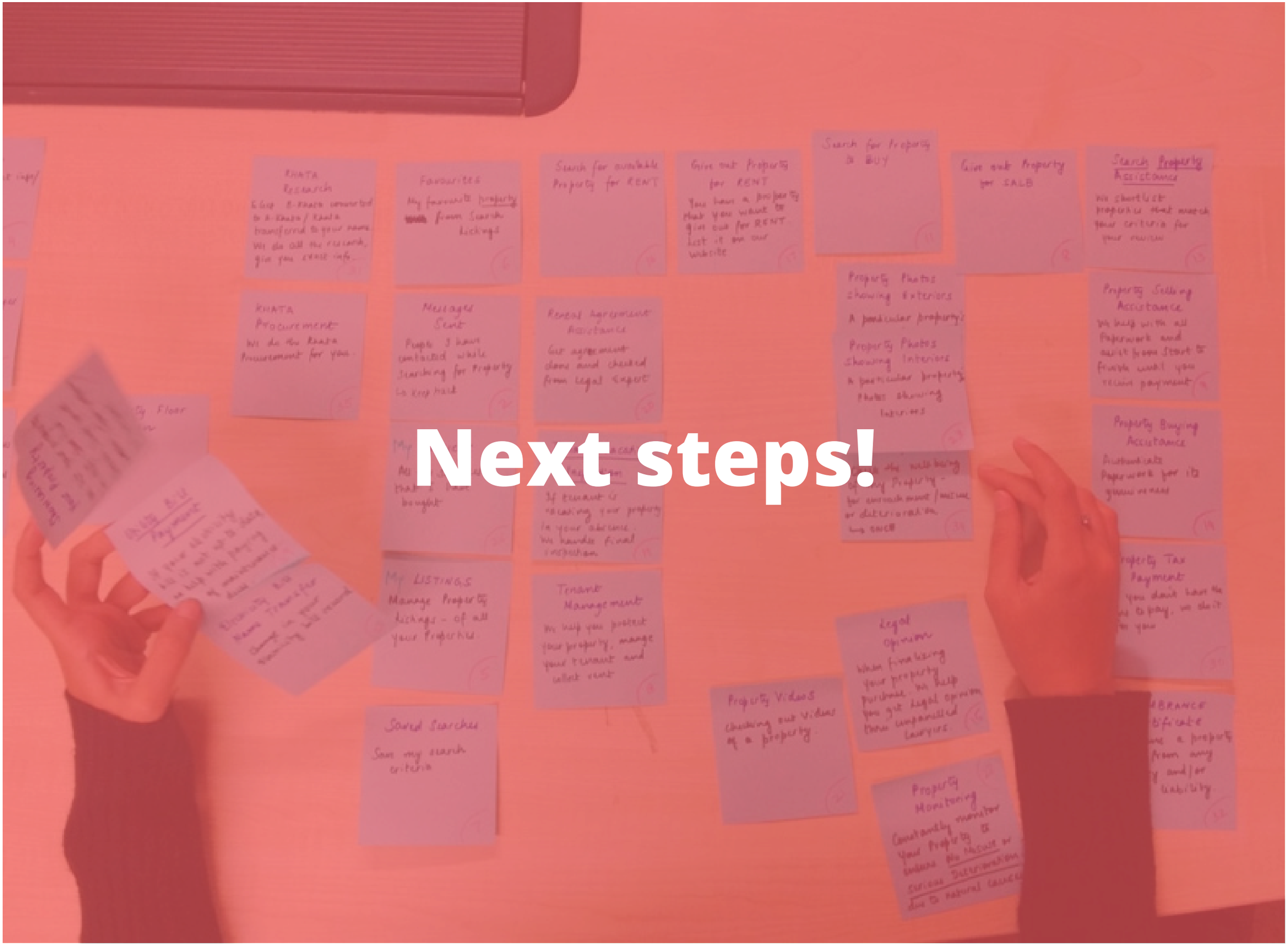
- Connect with local UX professionals.
- Join a mentorship program.
- Document your experiences and work.


Search for Property to Buy
Give out Property for RENT
Search Property Assistance
Property Photos showing Exteriors
Property Photos showing Interiors
Property Selling Assistance
Property Buying Assistance
Property Tax Payment
Legal Opinion
Property Videos
Property Monitoring
Saved Searches
Tenant Management
My LISTINGS

# Next steps!

# Online training

- Lynda.com: User Experience

  ***http://www.lynda.com***

- Susan Weinschenk Courses

  ***http://courses.theteamw.com/***

- Interaction Design Foundation

  ***https://www.interaction-design.org***

# Books

- *Elements of User Experience* by Jesse James Garrett
- *Just Enough Research* by Erika Hall
- *The Design of Everyday Things* by Don Norman
- *User Experience Team of One* by Leah Buley

# Books

- *100 Things Every Designer Needs to Know About People* by Susan Weinschenk
- *Lean UX: Applying Lean Principles to Improve User Experience* by Jeff Gothelf
- *Don’t Make Me Think* by Steve Krug

# Associations

- IxDA

  *http://www.ixda.org/*

- UXPA

  *https://uxpa.org/*

# Associations

- PhillyCHI

  ***http://phillychi.acm.org/***

- UX Book Club

  ***http://meetup.com/UX-Book-Club-Philly/***

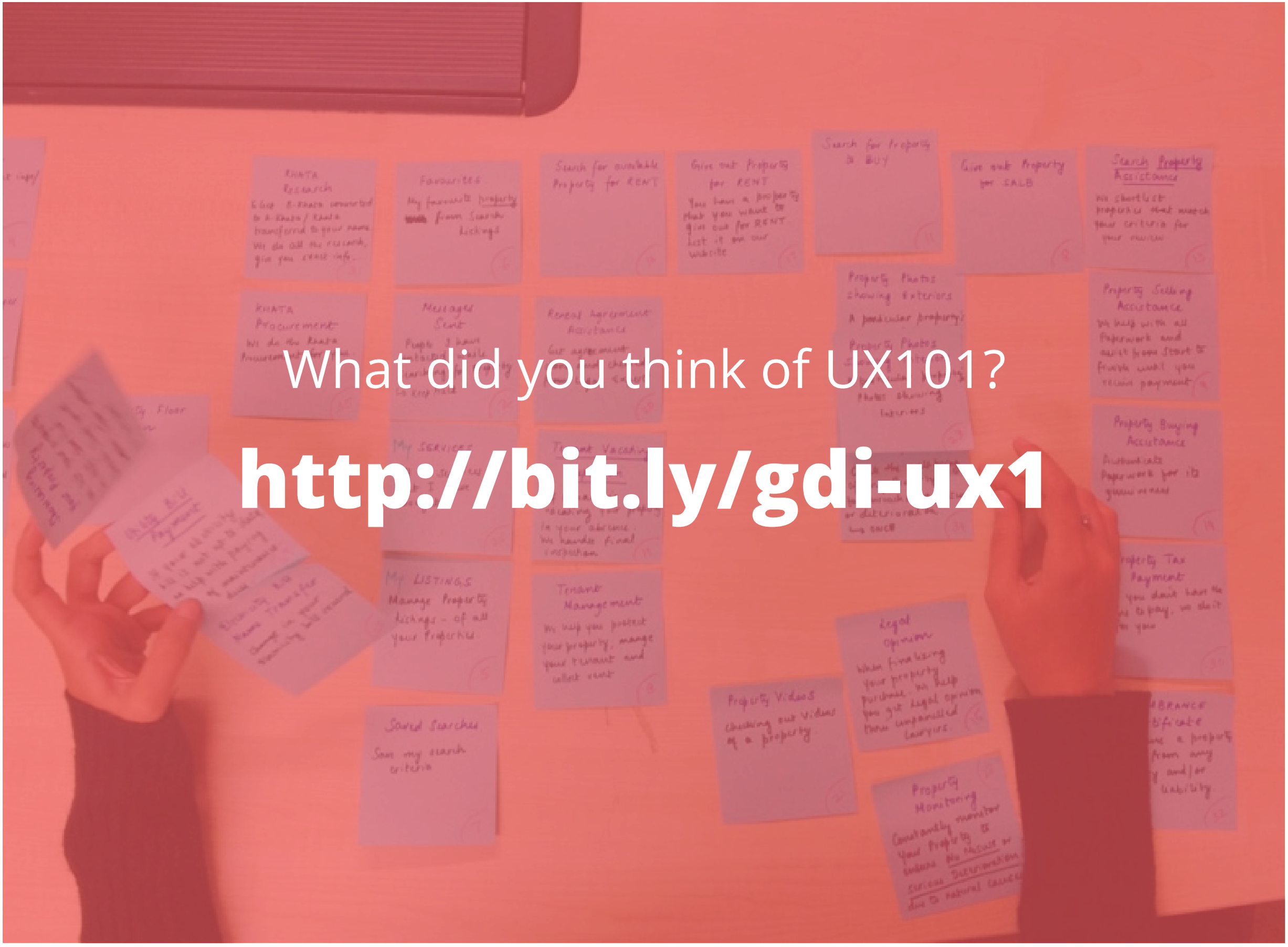
- PHLF/UX

  ***http://meetup.com/phlfux***

# @interactivemech

interactivemechanics.com

hello@interactivemechanics.com


What did you think of UX101?
http://bit.ly/gdi-ux1