

Designing the User Experience (UX)

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Introduction

- design begins with a concept or an idea & a pen and paper
- to design any product two key tasks are essential:
 - defining the goals of the product /service
 - knowing your audience
- use action verbs when defining your goals (I generally refer back to Bloom's Taxonomy, 1956):
 - to propose, to evaluate, to decide, to appraise, to plan, to predict, to solve, to identify, to conclude, to infer, to deduce, to determine, to reason, to apply, to employ, to select, to promote, to improve, to classify, to use, to explain, to describe.....
 - so in terms of assignment 2 how would we write our goals?



User Research

- user research is a process of gathering as much data as possible in order to understand user needs, wants, desires & behaviours. Research methods are generally conducted at the outset of the design process & provides rich data on what you need to know about your users:
 - contextual inquiry: essentially this refers to a variety of field study where people are observed in their natural environment & how they go about their everyday tasks. At the outset participants may be asked a set of standard questions about what they do on a daily basis in work, what are their initial tasks, what software/ tools they use to complete their tasks etc.
 - formal /structured interviews or flexible semi-structured interviews (provide rich data but are extremely time consuming).
 - surveys or questionnaires (provide rich data with while spending minimal time, however no direct interaction with respondents so limited ability to follow up). Also questions must be framed precisely.



User Research

- card sorts: used to explore the relationships between content (often used in usability testing). Provide insight into a hierarchy or category (so to speak) & used by content strategist to create site maps (generally completed as part of an interview or usability test).
- usability tests: involves asking potential or current users of a product or service to complete a set of tasks & then observing their actions & the time it takes to complete the task along with any behavioural traits (frustration or ease of use) to determine the usability of the product/service. This can be done using a live version of the site or app, a prototype or using clickable wireframes or pen & pencil.
- eye tracking technology/ devices
- web analytics: gauge traffic & trends (visits, sessions, page views, average time on page, exit rate etc.)

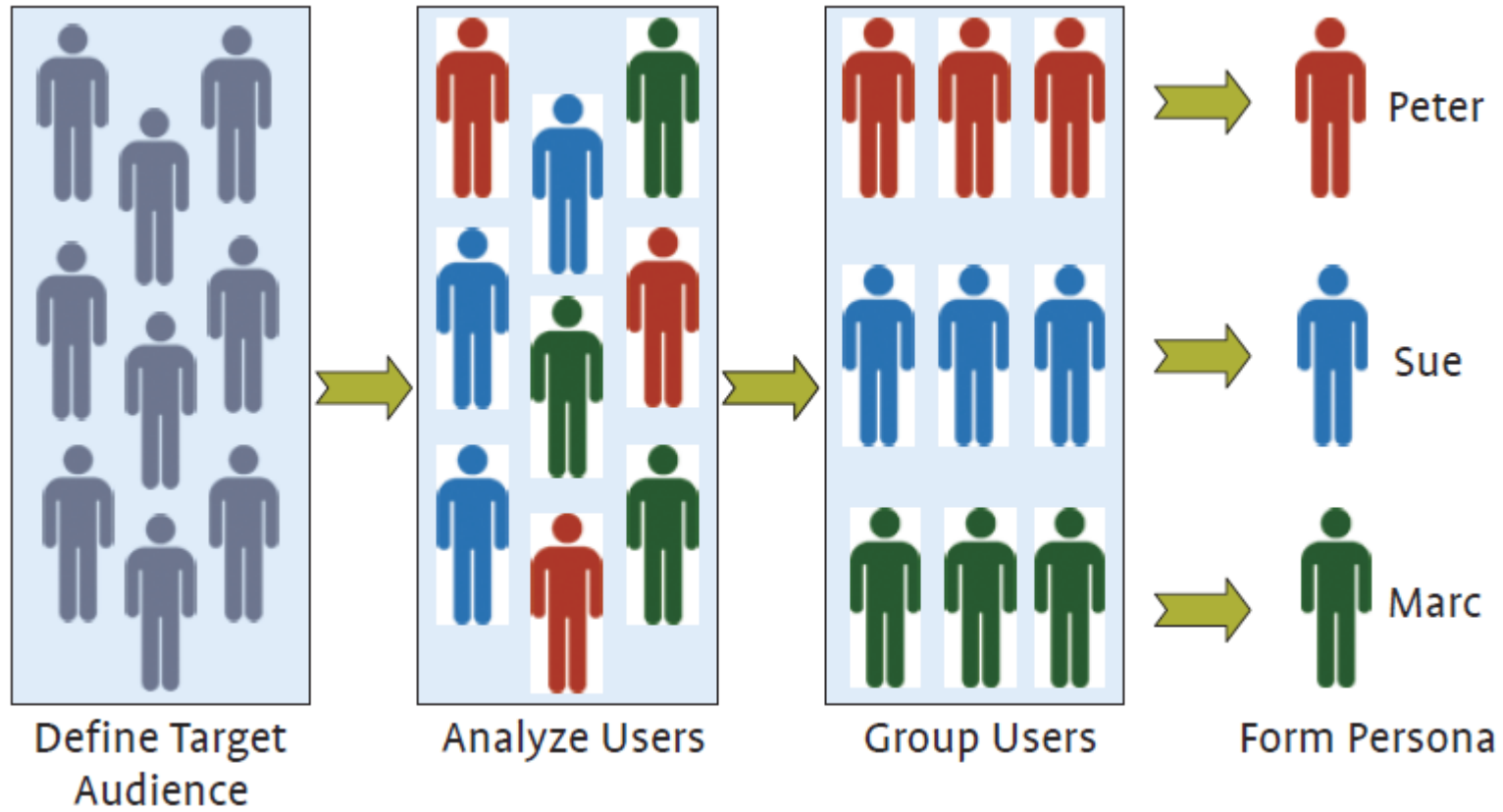


Personas

- a persona is a way to model, summarise & communicate research about individuals who have been researched or observed in some way
- while they are imaginary they represent a reliable & realistic representation of your key audience:
 - they are archetypal: the vast majority of users to your product/ service are likely to share the same behaviours & needs
 - hence their value is in the focus they give – they provide a basis for design discussions by concentrating many pieces of user data into key focus descriptions of your primary audience. They can inform site functionality, help uncover gaps or highlight new opportunities
 - which means designers can produce /deliver a streamlined product with a consistent message



Personas





Persona Example



EZ-Write primary persona: the main user type

Fred Fish: Corporate Chef

“Get me out of the office & into the kitchen.”

Employer: Boise Controls

Background: Masters from Johnson & Wales University

Computer skills: Novice

Quick take on Fred

Computer skills	Novice Expert
Job situation	Employee Director Manager Vice president
Computer type	Netbook Laptop Desktop
Computer tools	Advanced features Coding tools Email Web browsing Word processing
Background	Business Engineering Marketing Management Other: cooking

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Key goals

Fred doesn't get his hands dirty the way he used to (literally). He stops in at all six Boise Controls sites as often as possible to stay in touch with cooks and cooking.

He wants to learn computer tools, but not at the expense of managing his kitchens.

A day in the life

Once a month, he meets with the head chefs and to plan the menu. When they're done, he sends it to his staff and his manager.

He's not a computer whiz. On a good day, he can drag in some clip art and do some formatting with fonts. Once in awhile, he'll format menus with the new editor they on his MacBrook Pro.

He's figured out a lot, but not everything. He always had a problem sending a message without the attachment, or

an attachment with no message. That's annoying and embarrassing and used to keep him away from computers.

The new EZ-Write system seems to have some features to help with that. Anytime he writes something like "...see the attached menu..." the program prompts him if he doesn't attach something. If there were a Nobel Prize for software, he'd nominate the people who designed this.

Chefs are different from other users

Computers are just tools for a chef. Fred would rather use a cutting board than a keyboard.



Getting Started with Creating Personas

- describe the user:
 - what is their background, why will they use your App, how experienced are they on the topic (what your App will do), what is their level of computing experience, where (or from whom else) is this person getting information about your topic or similar Apps
 - provide a context on how they will use your App & their personal goals: how frequently will they use your App, where is it mostly used, what are they looking to do, what information do they require, is ease of use a concern, security, ease of access, is accuracy /input an issue
- what do you need to do to meet the needs of your user (designer's perspective):
 - <https://www.justinmind.com/blog/user-persona-templates/>



Persona Template



Name | Marge S.
"Motivating Clients & Keeping Fit Makes Me Feel Good"

DEMOGRAPHIC

Background Manager, Trainer, Wellness Motivator

Behaviours Doesn't always get to meet with her clients so uses the App to keep track of their progress. Would like to provide 'inspirational' quotes to inspire all members & personalise messages & recommendations to specific clients needs. Provide links to relevant blogs or advice. Perhaps on a periodic basis produce charts or reports which document progress or not on clients. Provide target training for specific areas, promote class membership & clientel.
Basic computing skills, using basic applications

GOALS & CHALLENGES

Key Goals

Key Challenges



Scenarios

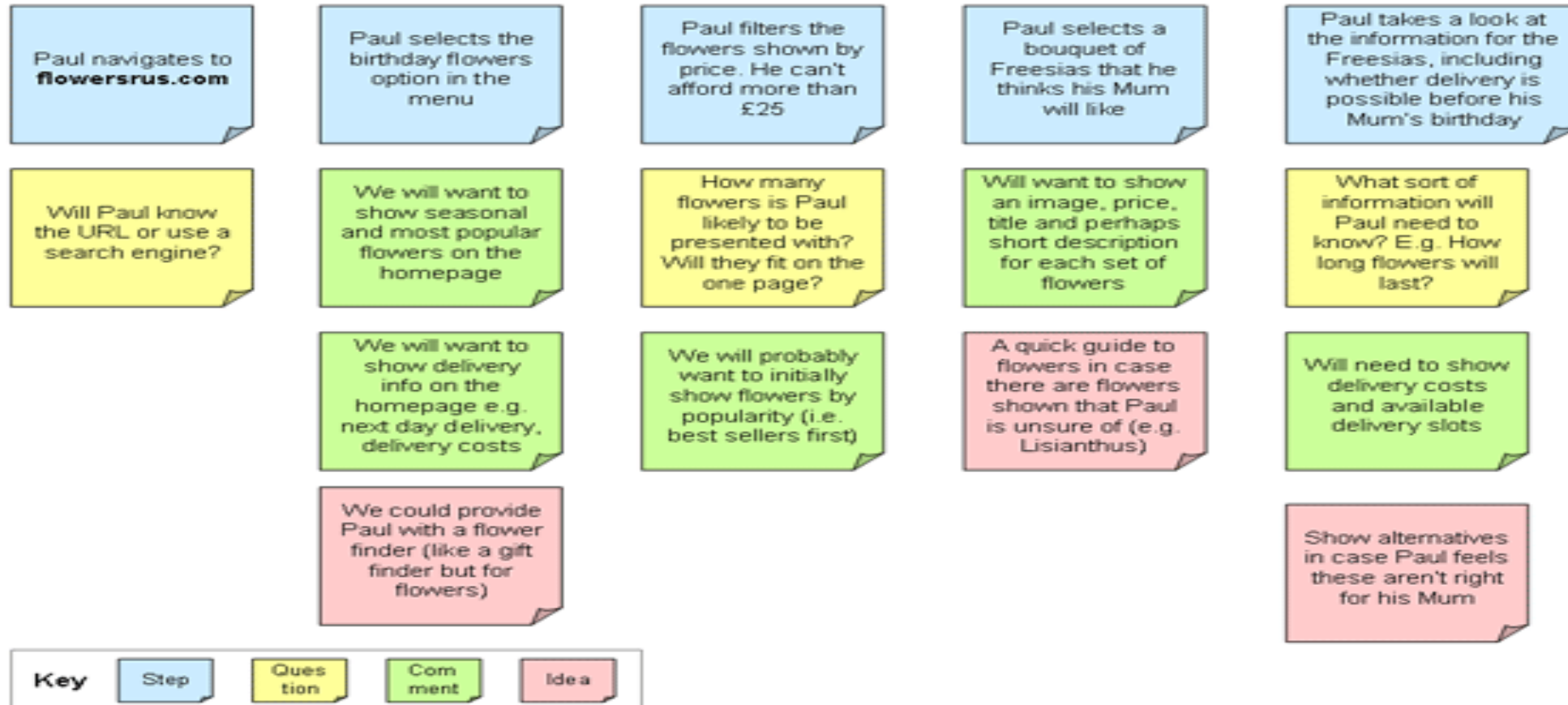
- a scenario is basically a narrative about someone (your persona/ user) carrying out a specific task within your App/ website
 - they are predictions on how your personas interact within your App to undertake a particular task
- the purpose of a scenario is to allow you as a designer to predict the goals & interactions of your potential users
 - they provide a visual cue on the steps that need to be undertaken in order to complete a task which can thereafter be written into a narrative of what is required to complete a task



Scenario Mapping



Paul - the online student Ordering flowers for his Mum's birthday





Scenario Example

- Marge is a trainer & wellness motivator at the Play Gym. She doesn't always get to meet with her clients on a daily basis so through the App she wishes to keep track of her clients. While Marge likes to keep track of each of her clients progress she also decides that she would like to set up a blog where she can provide 'inspirational' quotes on a daily basis to all clients at the gym. Marge logs on to the Play Gym App & selects 'Blog'. In here she writes her quote & also wants to include an inspirational image as part of her daily feed. She then decides that she just wants to send this first one to her own clients rather than all members of the Play Gym.



Further Reading

- Scenario Mapping

- <http://www.uxforthemasses.com/scenario-mapping/>

- Perfecting your UX with Scenarios

- <https://www.webdesignerdepot.com/2015/04/how-to-perfect-your-ux-with-persona-scenarios/>

- Value of Scenarios

- <https://articles.uie.com/when-it-comes-to-personas-the-real-value-is-in-the-scenarios/>



Content Inventory

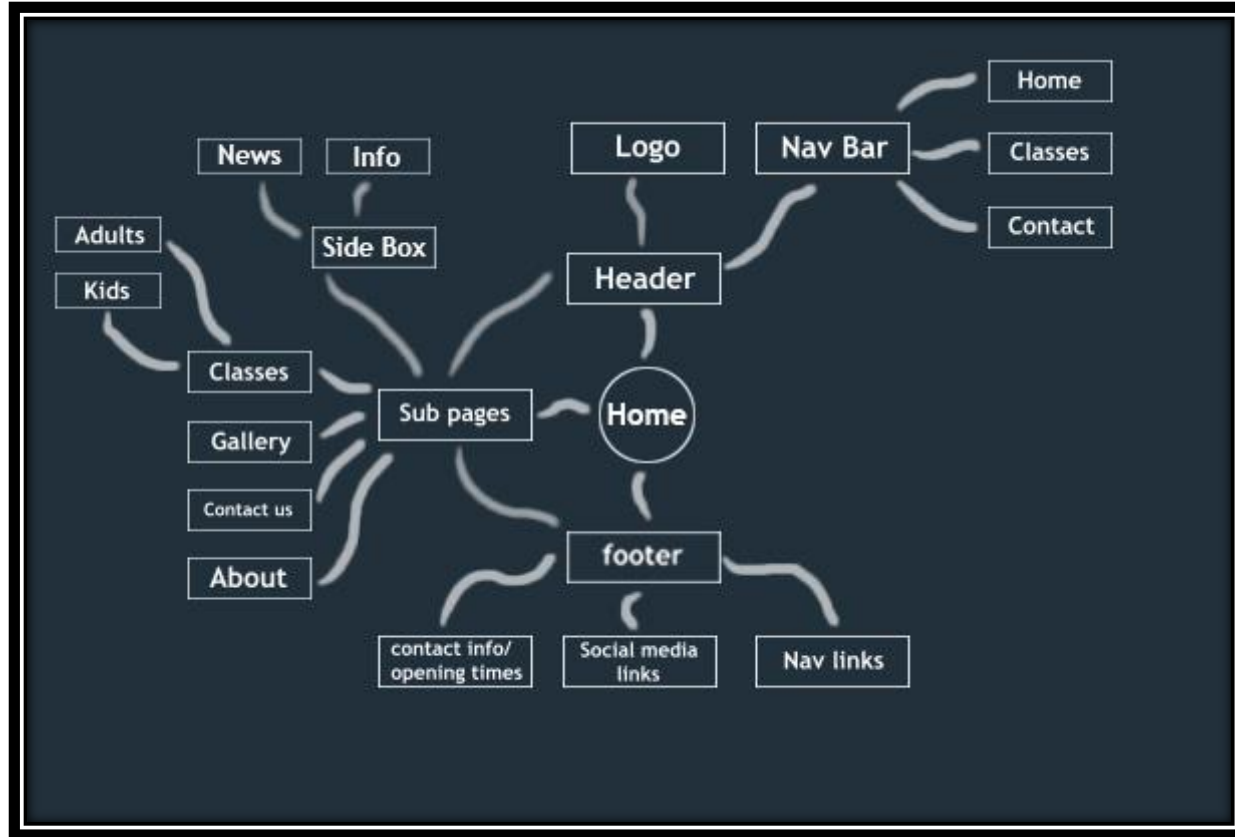


Figure 4.1: Content Inventory (Photoshop)

Ref: Donal Cowman BScIT Year 1 (2019)



Content Grouping & Labelling

1. Description of the Project/App

Short paragraph describing what the project/App is about [5 - 8 sentences]

2. Goals

- 2.1. What is the purpose of the App [bullet list, no more than 2 Goals]
- 2.2. What is the scope of the App [outline the parameters/limitations of your website]

3. User Experience

- 3.1. Personas [*2]
- 3.2. Scenarios [*3]

4. Content Structure & Navigation

- 4.1. Content Inventory [brainstorming/ mind mapping ([canva.com](#), [mindmup.com](#), [iMindMap](#), [XMind](#), [Coggle](#), [Freemind](#))]
- 4.2. Content Grouping and Labelling [Table of Contents]
- 4.3. Context Diagram [*1 Map ([WebFlow](#), [Pop](#), [Axure](#), [MockPlus](#), [UXPin](#), [Balsamic](#))]
- 4.4. Flow Diagram [*1 (as above but only if appropriate)]

5. Visual Design

- 5.1. Mock-Ups [*2 Screen Shots]

Figure 4.2: Content Grouping & Labelling (Microsoft Word)



Context Diagram

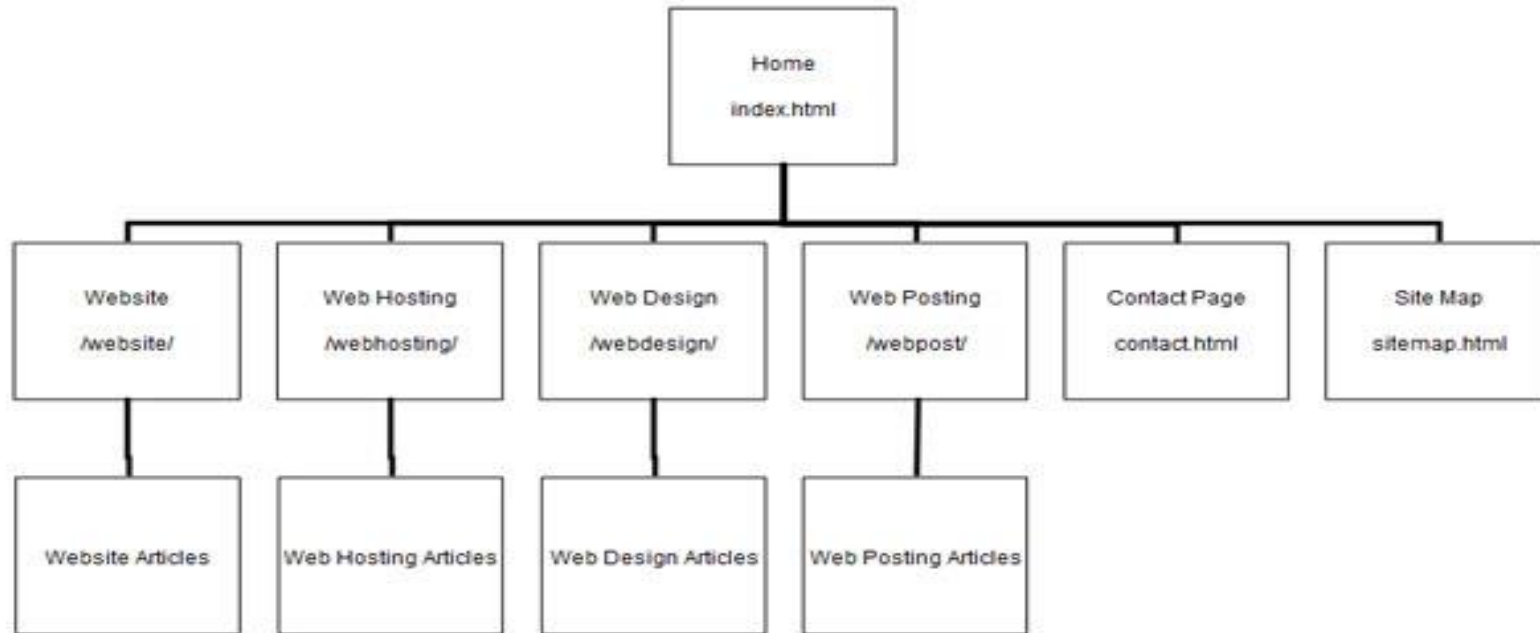


Figure 4.3: Context Diagram (Balsamic)



Design Document Summary

1. Description of the Project/App

Short paragraph describing what the project/App is about [5 - 8 sentences]

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