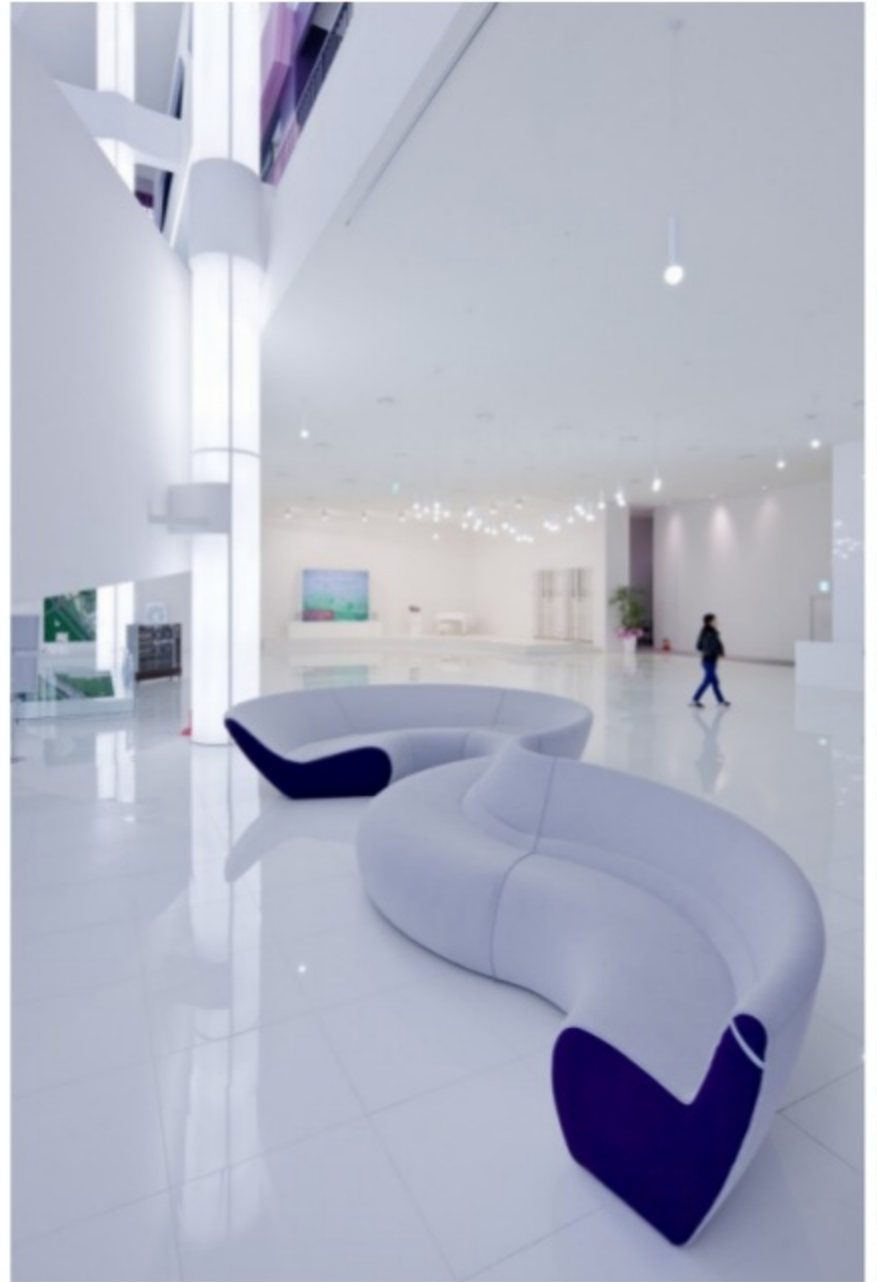# Introducing You to

The User Experience Designing

(UX, UXD, UED or XD)

A Presentation by: Ravi Bhadauria

ADMEC MULTIMEDIA INSTITUTE
www.admecindia.co.in

> "*Good design is also an act of communication between the designer and the user, except that all the communication has to come about by the appearance of the device itself.*
> *The device must explain itself.*"

Donald Norman

Don Norman
Computer science researcher

jnd.org

Donald Arthur "Don" Norman is the director of The Design Lab at University of California, San Diego. He is best known for his books on design, especially The Design of Everyday Things. Wikipedia

Born: December 25, 1935 (age 80), United States of America

Residence: United States of America

Awards: Franklin Institute Awards

Education: Massachusetts Institute of Technology, University of Pennsylvania

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Beauty and brains, pleasure and usability - they should go hand in hand.

In my opinion, no single design is apt to be optimal for everyone.

I prefer design by experts - by people who know what they are doing.

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01 The Aim of The Presentation

→ Explaining the term "user experience".

→ What is the aim of UX design?

→ How UX design relates to graphic design?

→ Examples explaining main UX design principles.

What is
User Experience
Design?

02 Explaining term "User Experience"

→ **User Experience is how users feel when using a product**

→ **if they like or dislike using it**

→ **determines if they will use it again**

User Experience (UX) is the **quality of experience** a person has when **interacting with a specific design**.

This can range from a specific artifact such as a cup, toy or website, up to larger, integrated experiences such as a museum or an airport.

User Experience Design is the **process of enhancing user satisfaction** by improving the **usability, accessibility,** and **pleasure** provided in the interaction between the user and the product.

- wikipedia

03 What is the aim of UX Design?

> " *It doesn't matter if you used a device hundred times successfully – you will remember the unsuccessful attempt.* "

Donald Norman

→ the main goal is to design a product which we will be able to use not only with a success

→ but with pleasure as well

→ to design a product that users will want to use again

04 How does it relate to Graphic Design?

→ graphic design is an integral part of the concept of the product

→ thus it is an integral part of user experience design process

" *"A picture is worth a thousand words. An interface is worth a thousand pictures."*

Ben Shneiderman

Ben Shneiderman

Computer scientist

Ben Shneiderman is an American computer scientist, a Distinguished University Professor in the Department of Computer Science, which is part of the University of Maryland College of Computer, Mathematical, ...
Wikipedia

Born: 21 August 1947 (age 69 years), New York City, New York, United States

Residence: Bethesda, Maryland, United States

Education: Stony Brook University, The Bronx High School of Science

Known for: Nassi–Shneiderman diagram, Treemapping, more

Notable student: Andrew Sears

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Designing for Effective Human/C... 1987

Analyzing Social Media Ne... 2010

The New ABCs of Research... 2016

Leonardo's Laptop 2002

From Keyword Search to... 2010

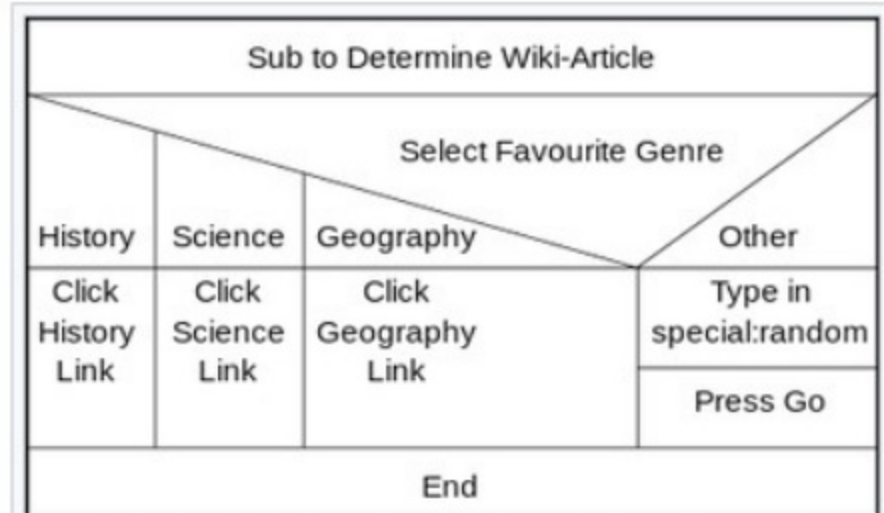Work

2.1 Nassi–Shneiderman diagram

2.2 Flowchart research

2.3 Direct manipulation interface

2.4 *Designing the User Interface*, 1986

2.5 Information visualization

2.6 Universal usability

Example of a Nassi–Shneiderman diagram

→ the user interface we create is actually a meeting plane of user's needs and product's features

→ when users see an interface, they create a "conceptual model" in their mind

→ that means they try to imagine how the product works and what they have to do to make the desired action; ie. to play a game on the mobile phone

→ designers know how the product works so they should investigate user's needs and apply these findings to the design of the user interface

→ designers are responsible not only for how the product will look but how users will interact with it

05 What does make a design successful?

" "*People think it's this veneer -- that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.*"

Steve Jobs

→ in today's society, good design is synonym for aesthetics

→ but good design is about good user experience

"*Appearance has a strong impact on functionality: An application that appears cluttered or illogical is hard to understand and use.*"

iPhone Human Interface Guidelines

→ **decisions leading to successful design aren't accidental, they are a result of strategy planning, careful research and user testing**

→ **it's very important to research who we design for - the users - what their needs and problems are, how the product is going to help them**

06 So is it just about the users?

→ we do not design only to satisfy users' needs, but to meet needs and goals of the manufacturers as well

07 What is UX Design about after all?

→ **UX is not about aesthetics - it's about understanding user´s behavior and needs**

→ **but aesthetics is important**

→ **UX is not user interface design - but designing UI is an integral part of the UX Design process**

→ **it's a design discipline concentrating on finding a solution to make a product which people will enjoy using, won't struggle and will want to use again**

08 Questions to ask

Questions I think a designer should ask before starting a design project:

→ how do we want to benefit from the project?

→ how do our users want to benefit from our project?

→ who are the users? (demographic and psychographic research)

→ what are our users needs?

09 Most important thing I have learned

Designers should learn more about:

→ how people think, behave and interact (psychology, human - computer interaction)

→ UX design and Interactive Design methods and process

→ keep learning about visual communication, typography and graphic design in general - it's very important to stay informed and up to date
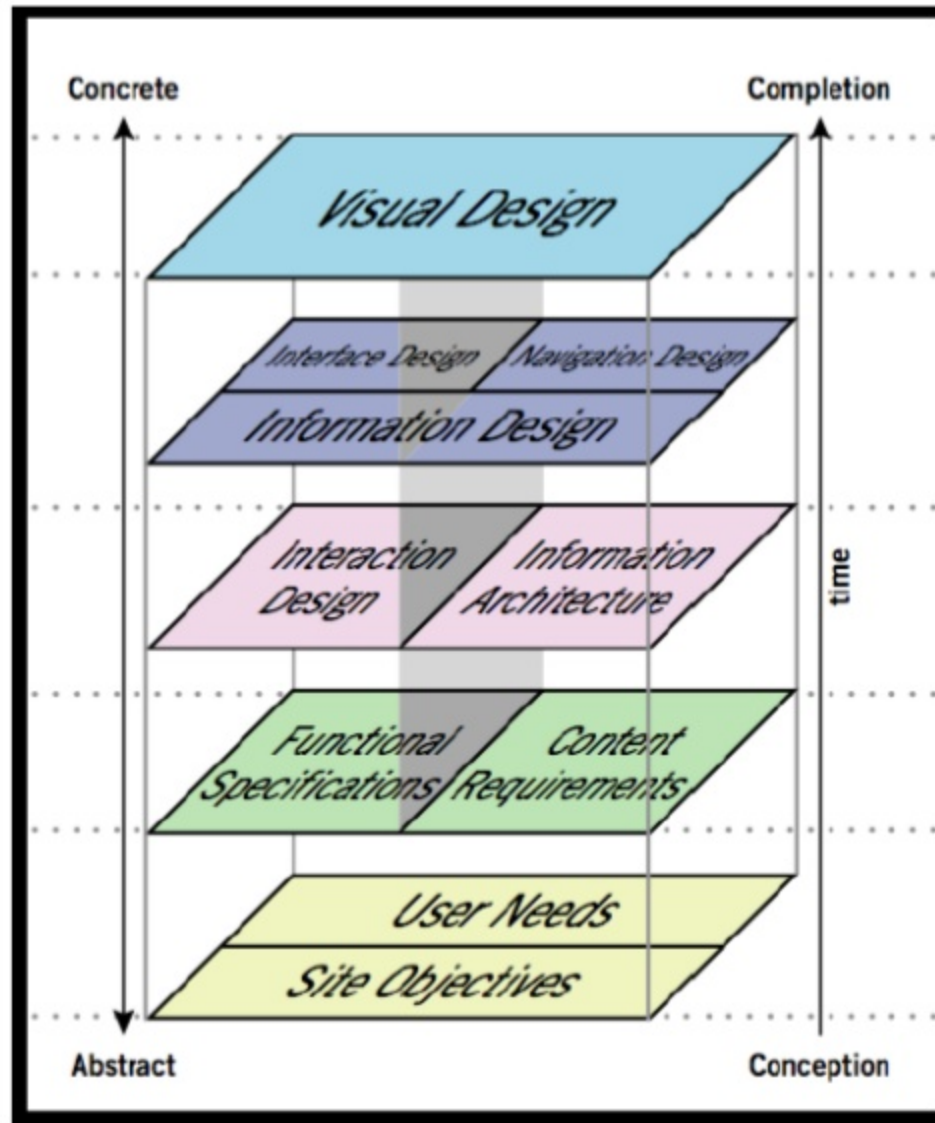
Lets Clear the Most Common
Misconceptions
About **User Experience Designing**

1. User experience design is NOT

User interface design.

"User experience isn't a layer or component of a product or service. It's really about the design of whole systems and their interconnections."

Concrete — Completion

Visual Design

Interface Design   Navigation Design

Information Design

Interaction Design   Information Architecture

Functional Specifications   Content Requirements

User Needs

Site Objectives

time

Abstract — Conception

2. User experience design is NOT

A step in the process.

"User experience design isn't a checkbox. You do it and then move on. It needs to be integrated into everything you do."

Concrete

surface

skeleton

structure

scope

strategy
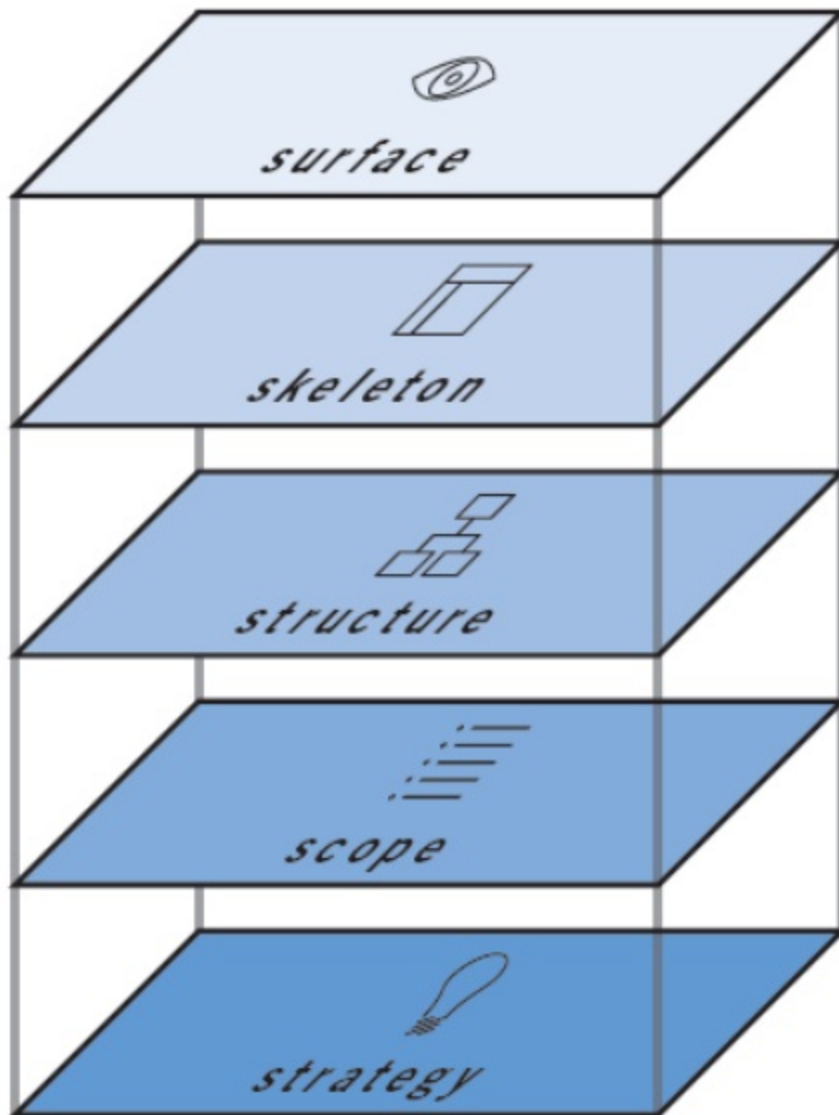
Abstract

Surface brings everything together visually: What will the finished product look like?

Skeleton makes structure concrete: What components will enable people to use the site?

Structure gives shape to scope: How will the pieces of the site fit together and behave?

Scope transforms strategy into requirements: What features will the site need to include?

Strategy is where it all begins: What do we want to get out of the site? What do our users want?

3. User experience design is NOT Just about technology.

"User experience design is not limited to the confines of the computer. It doesn't even need a screen... User experience is any interaction with any product, any artifact, any system."

4. User experience design is NOT

Just about usability.

"While usability is important, its focus on efficiency and effectiveness seems to blur the other important factors in UX, which include learnability and visceral and behavioral emotional responses to the products and services we use."
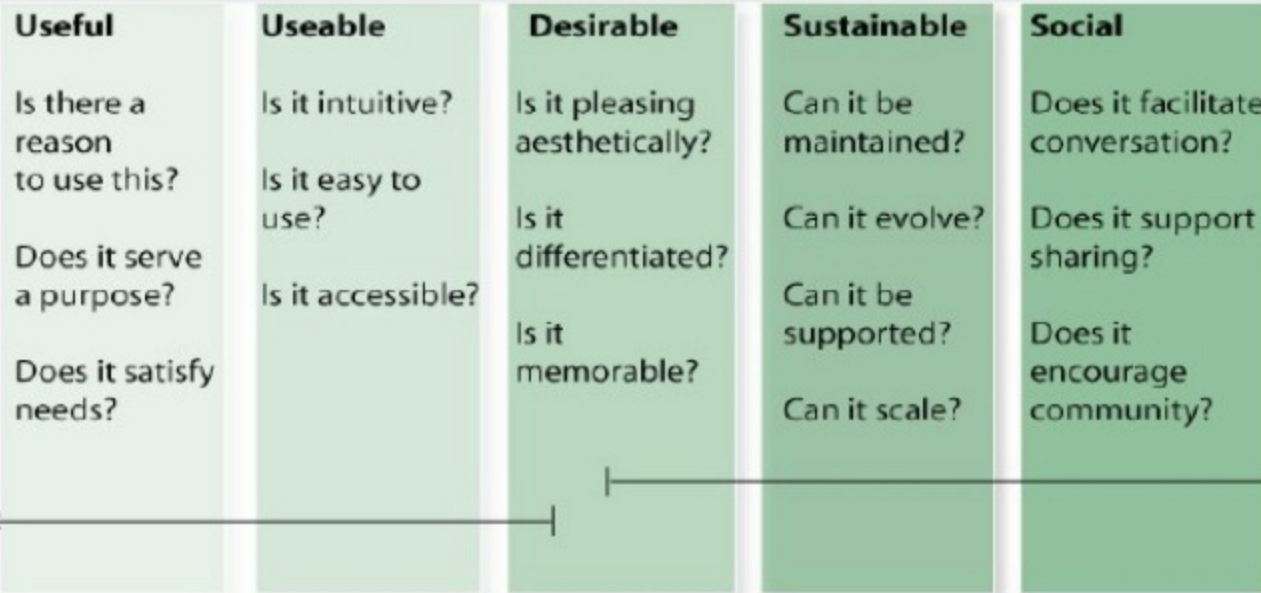
Experience Building Blocks

Great Customer Experience

Useful	Useable	Desirable	Sustainable	Social
Is there a reason to use this?	Is it intuitive?	Is it pleasing aesthetically?	Can it be maintained?	Does it facilitate conversation?
Does it serve a purpose?	Is it easy to use?	Is it differentiated?	Can it evolve?	Does it support sharing?
Does it satisfy needs?	Is it accessible?	Is it memorable?	Can it be supported?	Does it encourage community?
			Can it scale?	

Taking it further

The Basics

Users: Emotional and rational wants/needs
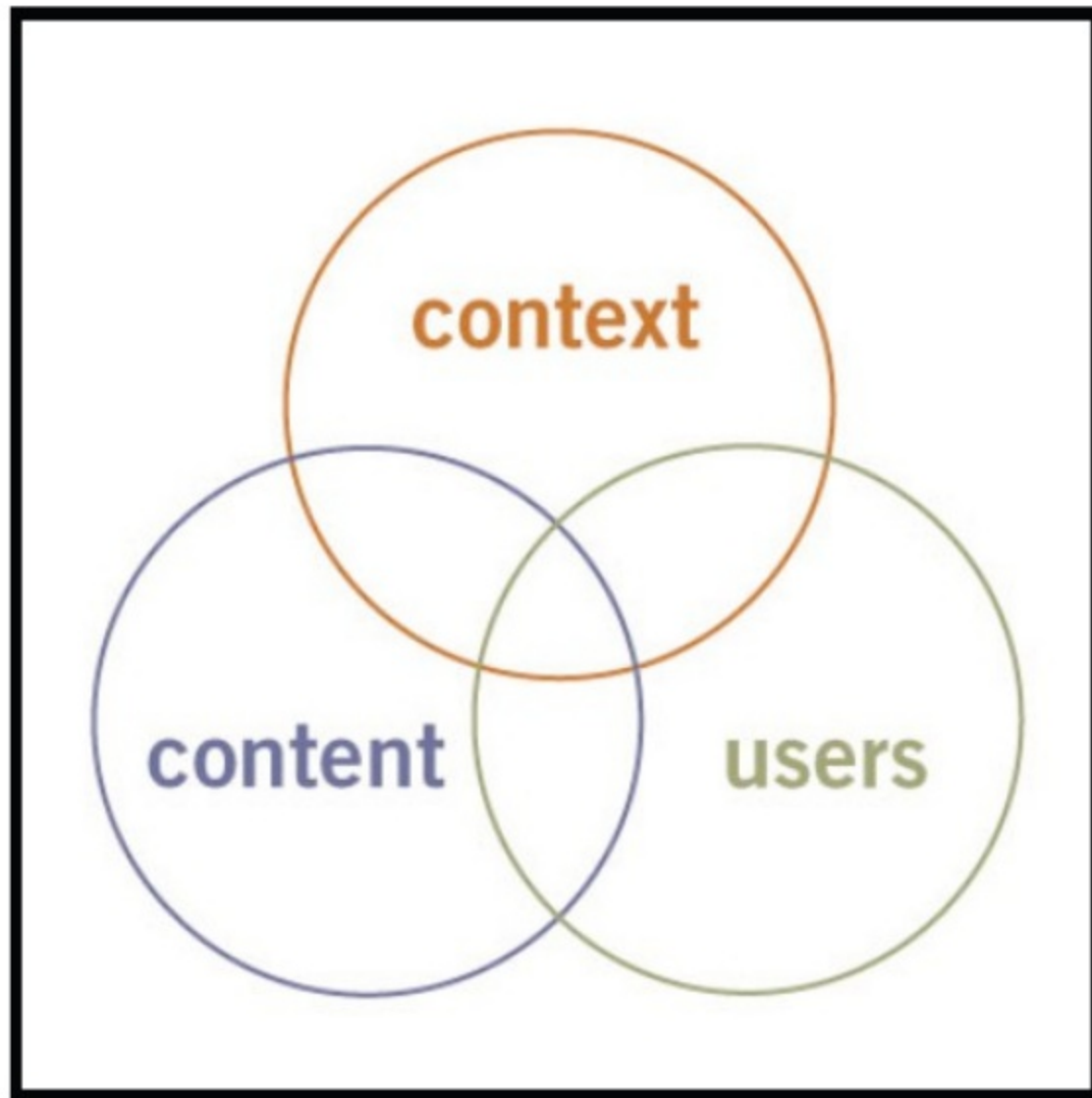**Business:** Measurable goals and objectives
Brand: Core values and brand objectives

Foundation

5. User experience design is NOT

Just about the user.

"We just can't always do what is best for the users. There are a set of business objectives that are needing to be met—and we're designing to that, as well."

6. User experience design is NOT

Expensive.

7. User experience design is NOT

Easy.

8. User experience design is NOT

The role of one person

or department.

"User experience isn't just the responsibility of a department or a person. That compartmentalist view of UX is evidence that it is not part of the organizational culture and hints to teams not having a common goal or vision for the experience they should deliver collectively."

9. User experience design is NOT

A single discipline.

"User experience may not even be a community just yet. At best, it's a common awareness, a thread that ties together people from different disciplines who care about good design, and who realize that today's increasingly complex design challenges require the synthesis of different varieties of design expertise."
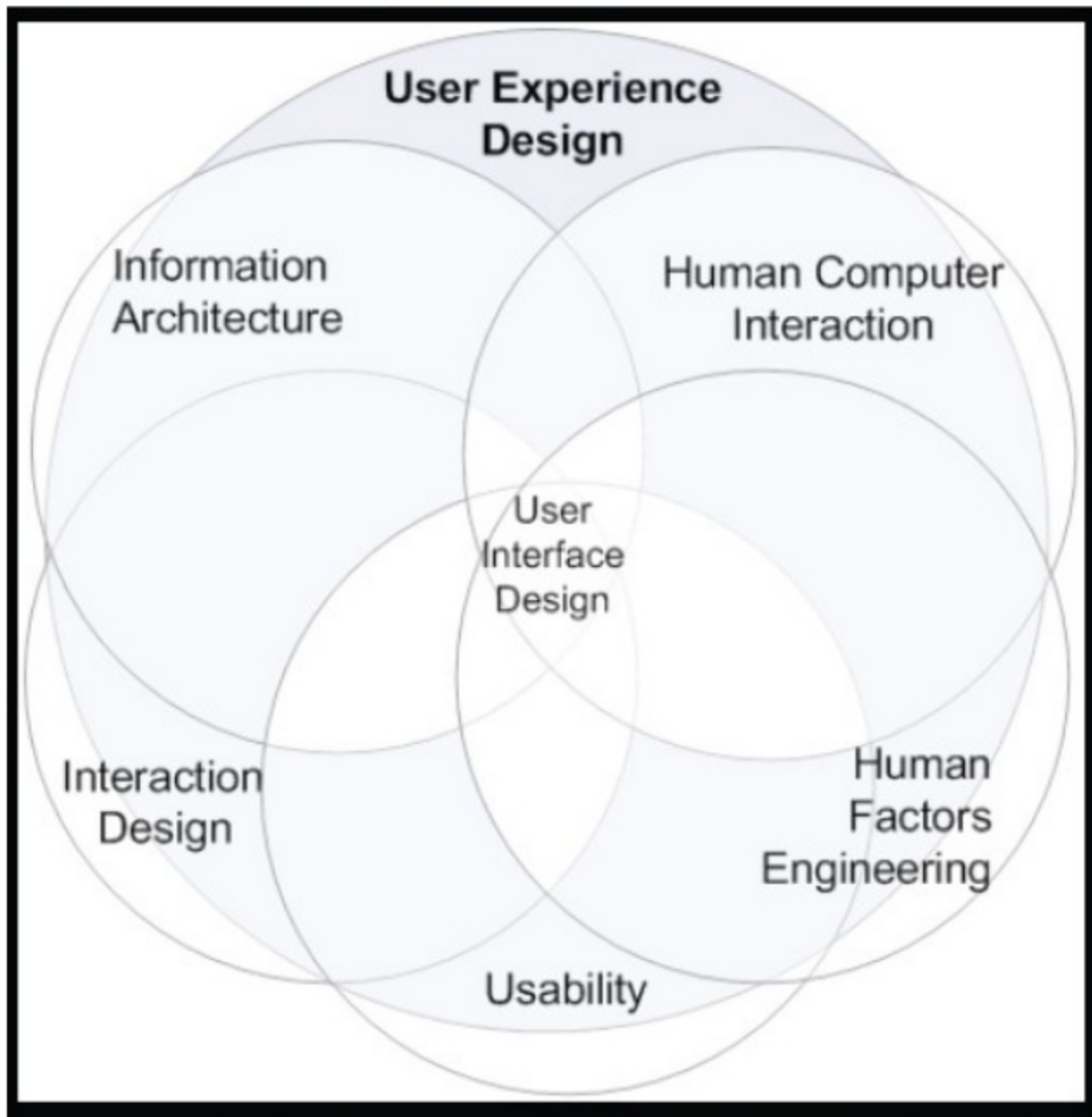
9. User experience design is NOT

A choice.

"The biggest misconception is that companies have a choice to invest in their user's experience. To survive, they don't."

Experiences happen, whether or not you plan them.

When not intentionally designed, there's a much higher likelihood of the experience being poor.

User experience design is

NOT...

1. User interface design   **It is the system**
2. A step in the process   **It is the process**
3. Just about technology   **It is about behavior**
4. Just about usability   **It is about value**
5. Just about the user   **It is about context**
6. Expensive   **It is flexible**
7. Easy   **It is a balancing act**
8. The role of one person or dept   **It is a culture**
9. A single discipline   **It is a collaboration**
10. A choice   **It is a means of survival**