

Plunging into the waters of UX

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UX vs. UI design

- ✓ UX is a journey
- ✓ UI design and technical communication are vehicles for that journey – «things» that the user can interact with

"A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper maché on it.

A great product experience starts with UX followed by UI."

Raul Varshney, Foster.fm



UX



Functions

Aesthetics

Emotions

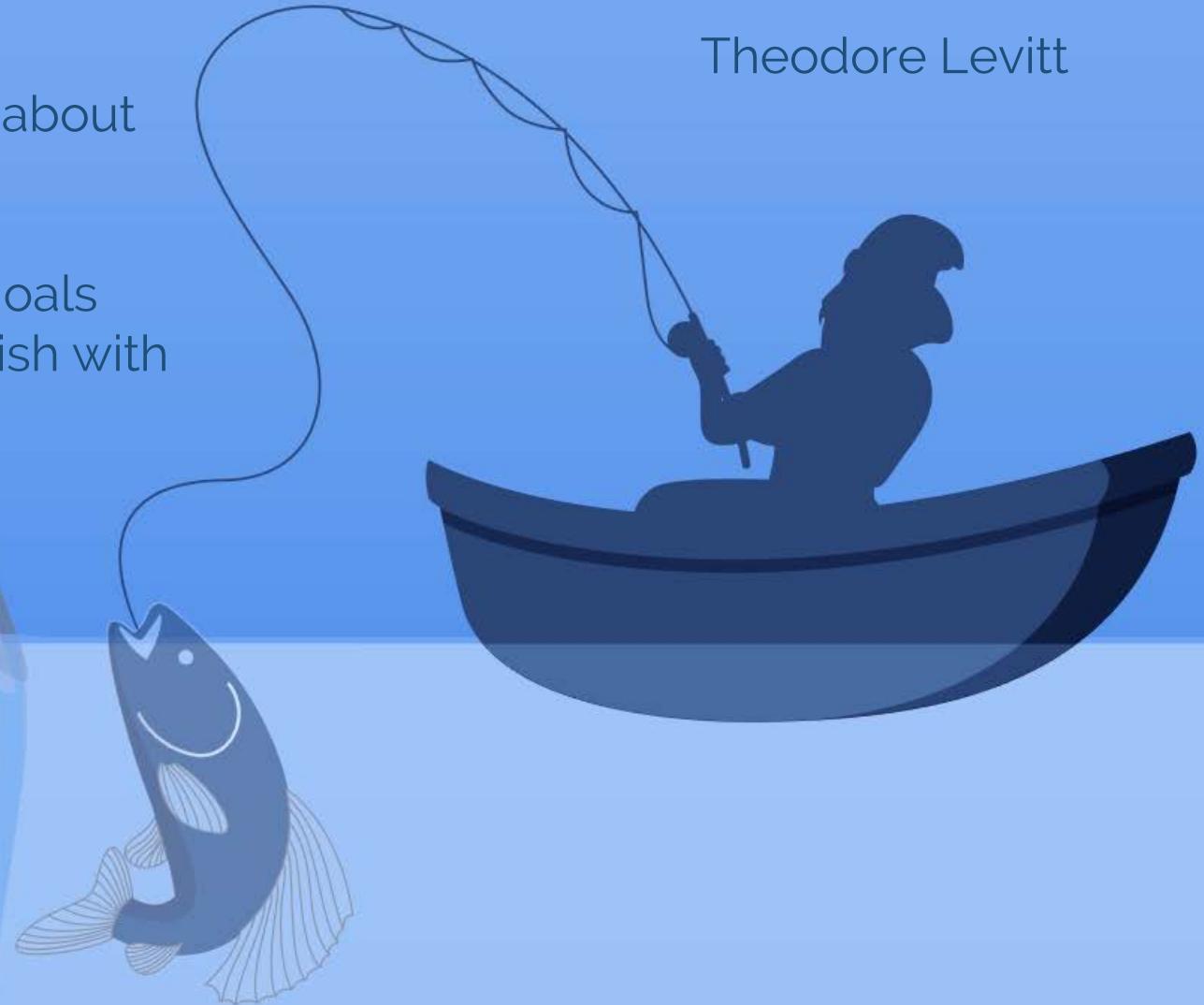


"People don't want a quarter inch drill bit. They want a quarter inch hole"

Theodore Levitt

People don't care about tools

They care about goals they can accomplish with these tools!

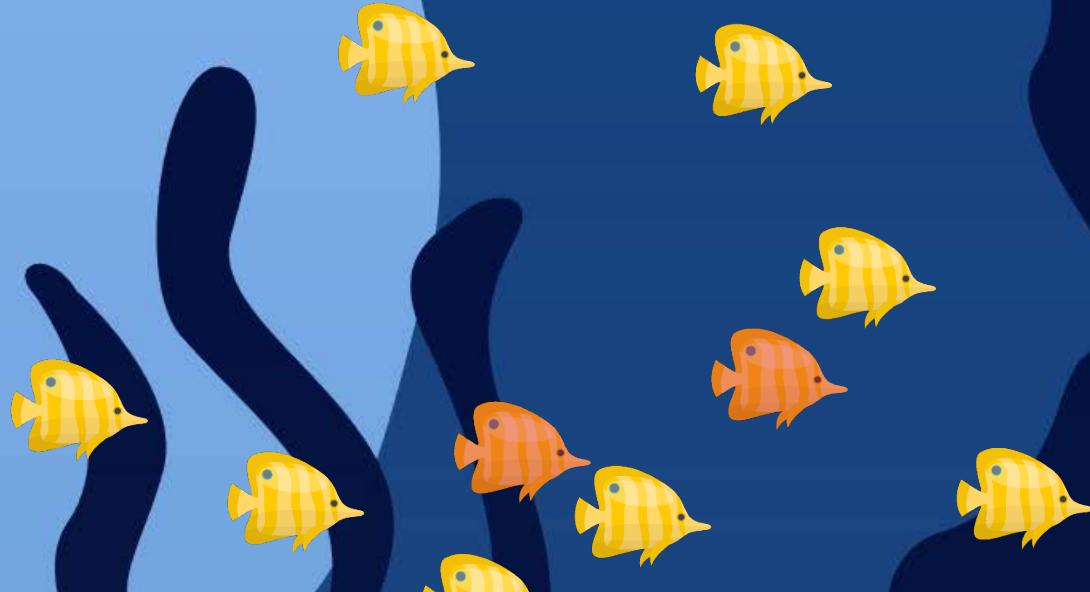


The background of the slide features a large, dark blue silhouette of a shark swimming from left to right. Below the shark, the skeletal remains of a whale are visible, showing the vertebrae and ribcage.

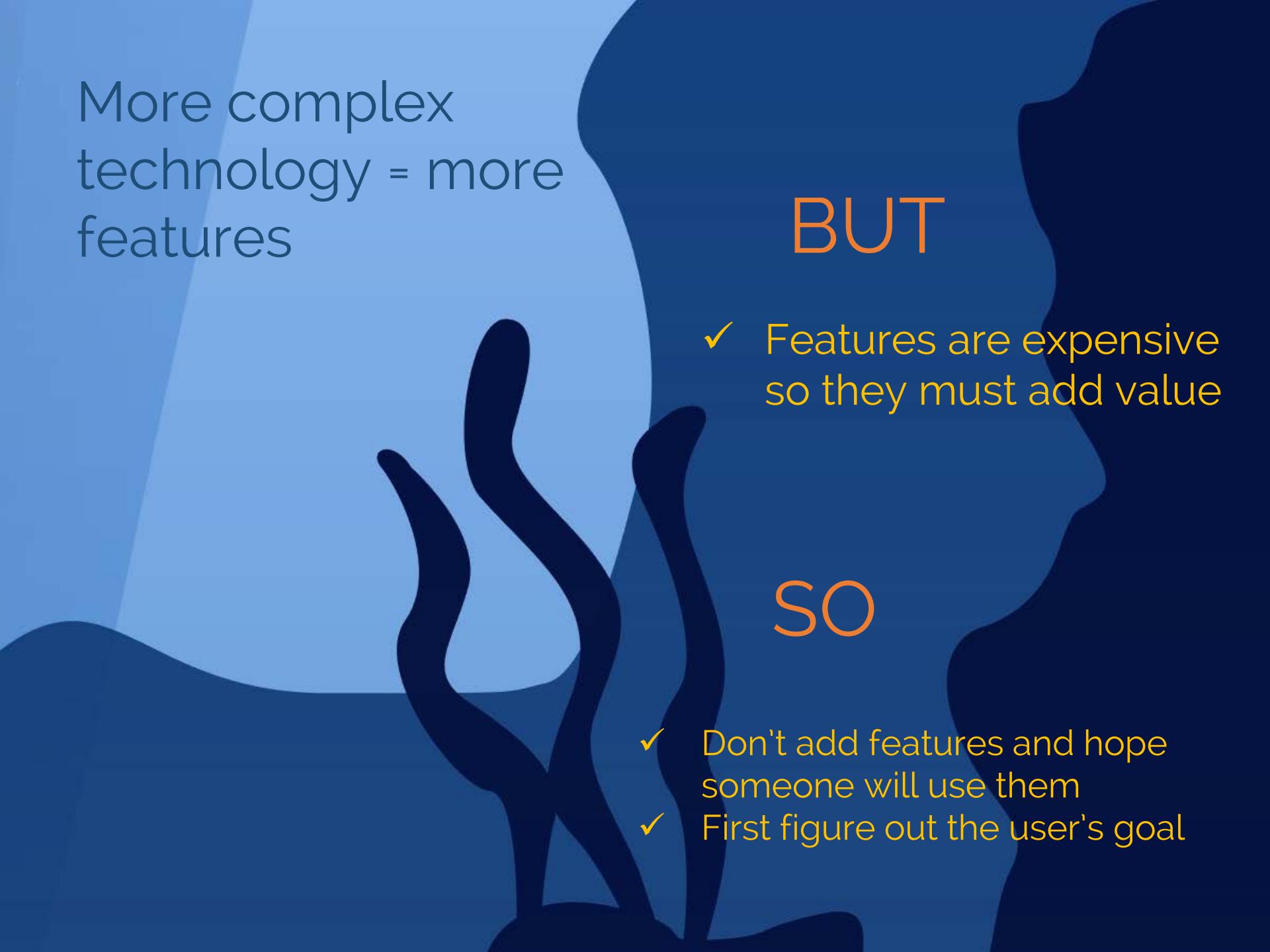
So why products fail?

- ✓ Poorly defined requirements
- ✓ Poorly articulated goals
- ✓ Poor communication
- ✓ Stakeholder interference
 - (usually happens when the first two points are badly defined)

Features vs. Goals



80% of users use 20% of features



More complex
technology = more
features

BUT

- ✓ Features are expensive
so they must add value

SO

- ✓ Don't add features and hope
someone will use them
- ✓ First figure out the user's goal

Prioritize!

If everything seems equally important

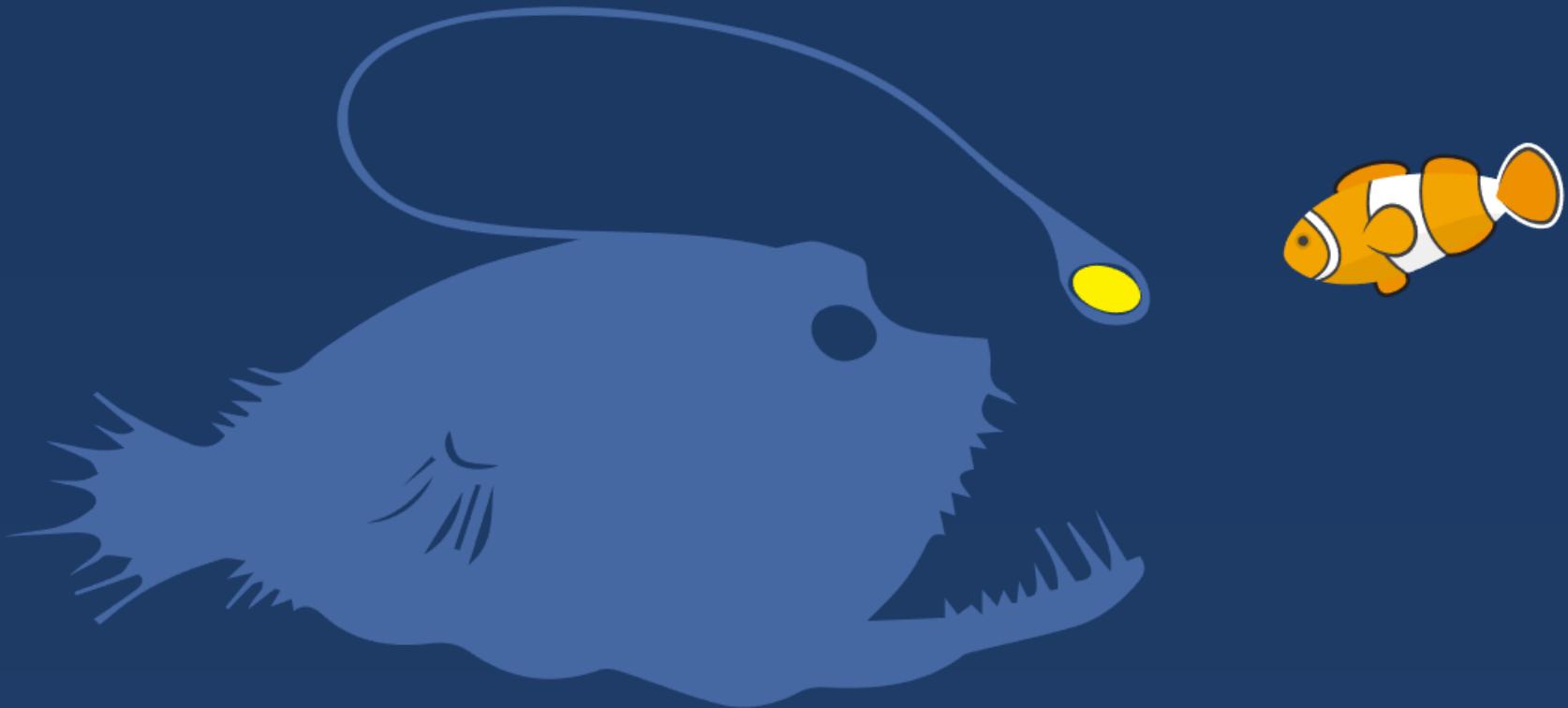
- ✓ The solutions are not problem-tailored
- ✓ Same importance given to the majority of users and edge cases

SO

Users get annoyed
and frustrated



Consider the context!



Who is the user?

What is the social and physical environment of use?

Don't assume – you're not the user



USER RESEARCH

(or at least test your assumptions)

Behavioural
(what people do)

Qualitative

Usability testing

Interviews

Quantitative

Online survey

Attitudinal
(what people say they do)

Quantitative research

Make a survey and send it to a mailing list – great starting point if you have no information at all

PROs

- ✓ reveals what happens
- ✓ easiest way to gather some info
- ✓ measureable and statistical
- ✓ cheap

CONS

- ✓ only proves theories and assumptions
- ✓ does not reveal why something happens
- ✓ large samples required

Qualitative research

Give a task to the subject and observe how they solve it

PROs

- ✓ reveals what happens and why
- ✓ great amount of detail
- ✓ small samples required
- ✓ observe user's behavior and interaction with product

CONs

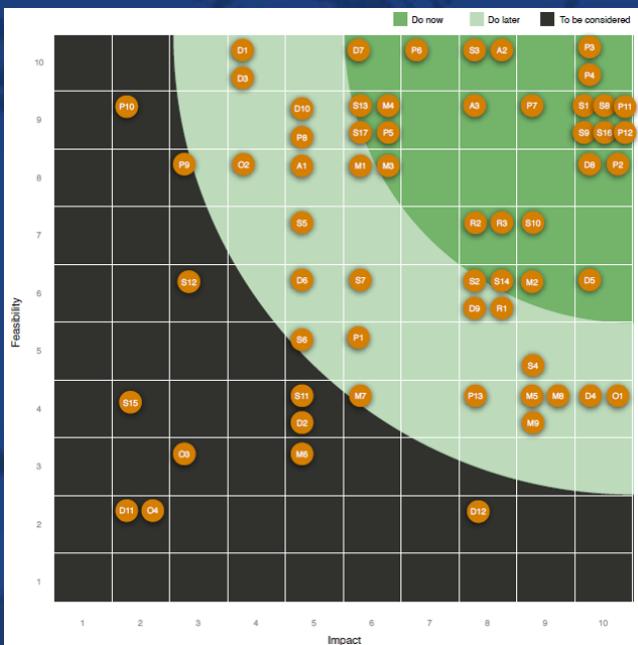
- ✓ takes time and effort to prepare, conduct and analyze
- ✓ subjective and interpretative

Research analysis



- ✓ spot behavior patterns
(focus instead of edge cases)
- ✓ identify goals and pain points (and thus problems)
- ✓ prioritize things to do
(and thus organize production)

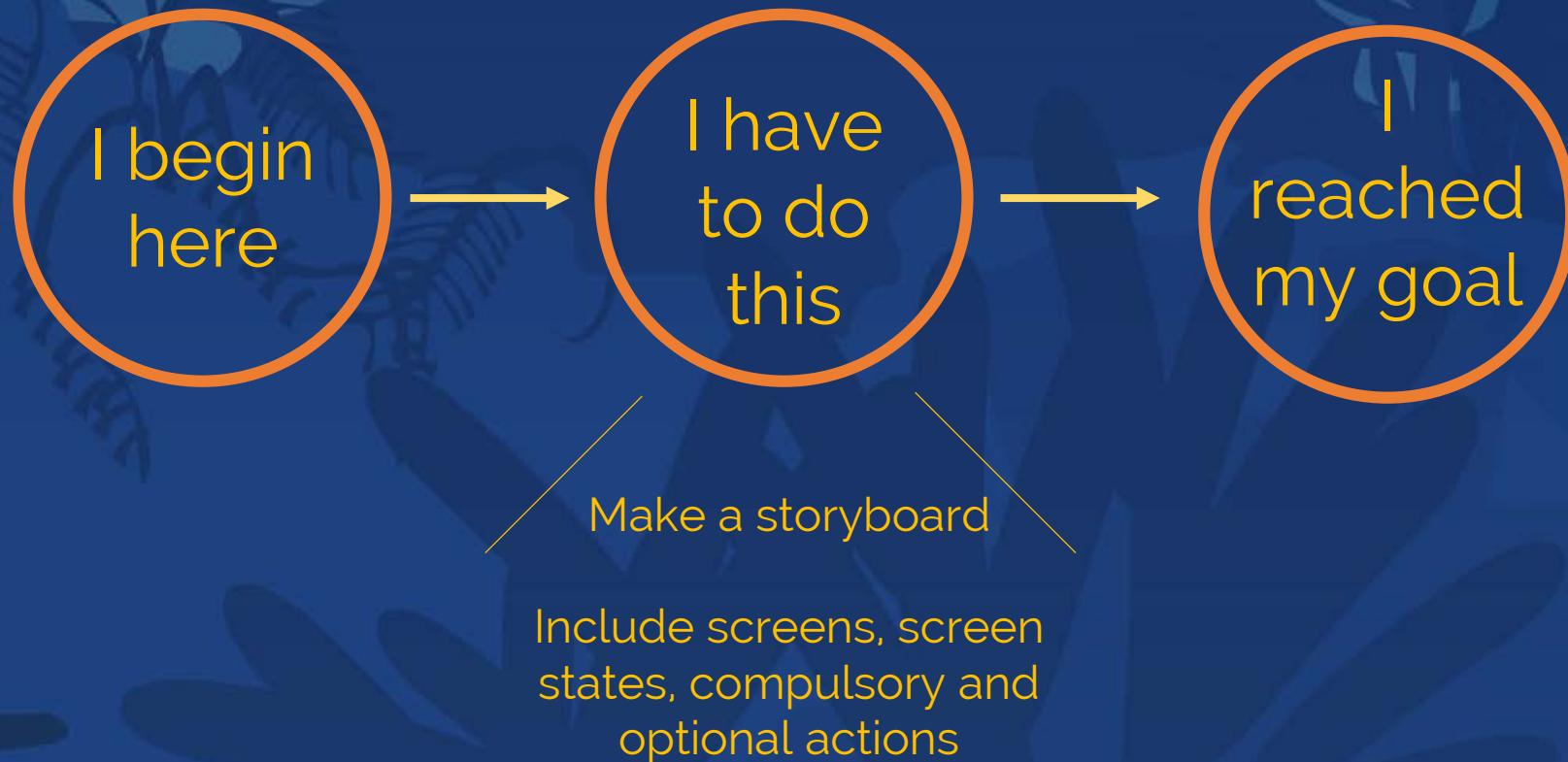
A	B	C	E	F	G	H	I
ID	Product feature		Technical feasibility	Design/UX feasibility	Impact on user	Impact on business	Overall score
Search							
S1	Lorem ipsum dolor sit amet consectetur. Lorem ipsum secuorn facet		5	4	5	5	19
S2	Bashir maer inst. Lorem ipsum dolor sit amet consectetur		4	2	4	4	14
S3	Lorem ipsum dolor sit amet consectetur. Predelorum pudeliskum		5	5	4	4	18
S4	Lorem ipsum dolor sit amet consectetur. Lorem ipsum secuorn facet		1	4	4	5	14
S5	Bashir maer inst. Lorem ipsum dolor sit amet consectetur		4	3	3	2	12
S6	Lorem ipsum dolor sit amet consectetur. Predelorum pudeliskum		3	3	3	2	11
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S10	Lorem ipsum dolor sit amet consectetur. Lorem ipsum secuorn facet		3	4	4	5	16
Totals			39	37	40	40	
Total allowed			30	30	30	30	



Prioritization matrix

- ✓ score 1-5 per feature for each column (1 =bad, 5 = good)
- ✓ features with the highest scores are the easiest to do and have the biggest impact
- ✓ total allowed points per column = number of features x 3
- ✓ if column score is higher, review points (it means you've given similar importance to everything)

Flow diagram



6 UX Design Principles

- ✓ Consistent and Conventional
- ✓ Affordances
- ✓ Perceivable and Predictable
- ✓ Fitt's Law
- ✓ Constraints
- ✓ Feedback

Consistent and Conventional

- ✓ Don't try to establish new conventions
(limited pool of users)
- ✓ Don't underestimate habits
- ✓ Reduce mental effort –
user should not be
wondering if different
actions/words mean
the same thing

Affordances

controls (for example, buttons, labels, drop-downs and similar) and visual clues that tell users how a system behaves

- ✓ Powerful – can override written instructions
- ✓ Must be discoverable and obvious



Perceivable & Predictable

What can a product do?

What do I have to do?

Where should I begin?

How long it's gonna take me?

How difficult is it?

What do I get from it?



Perceivable & Predictable

Once they learn,
make sure users
don't have to
learn the same
thing all over
again



Avoid surprises
or lack of clarity

If users can't see
a feature they
will probably not
use it

HOW?

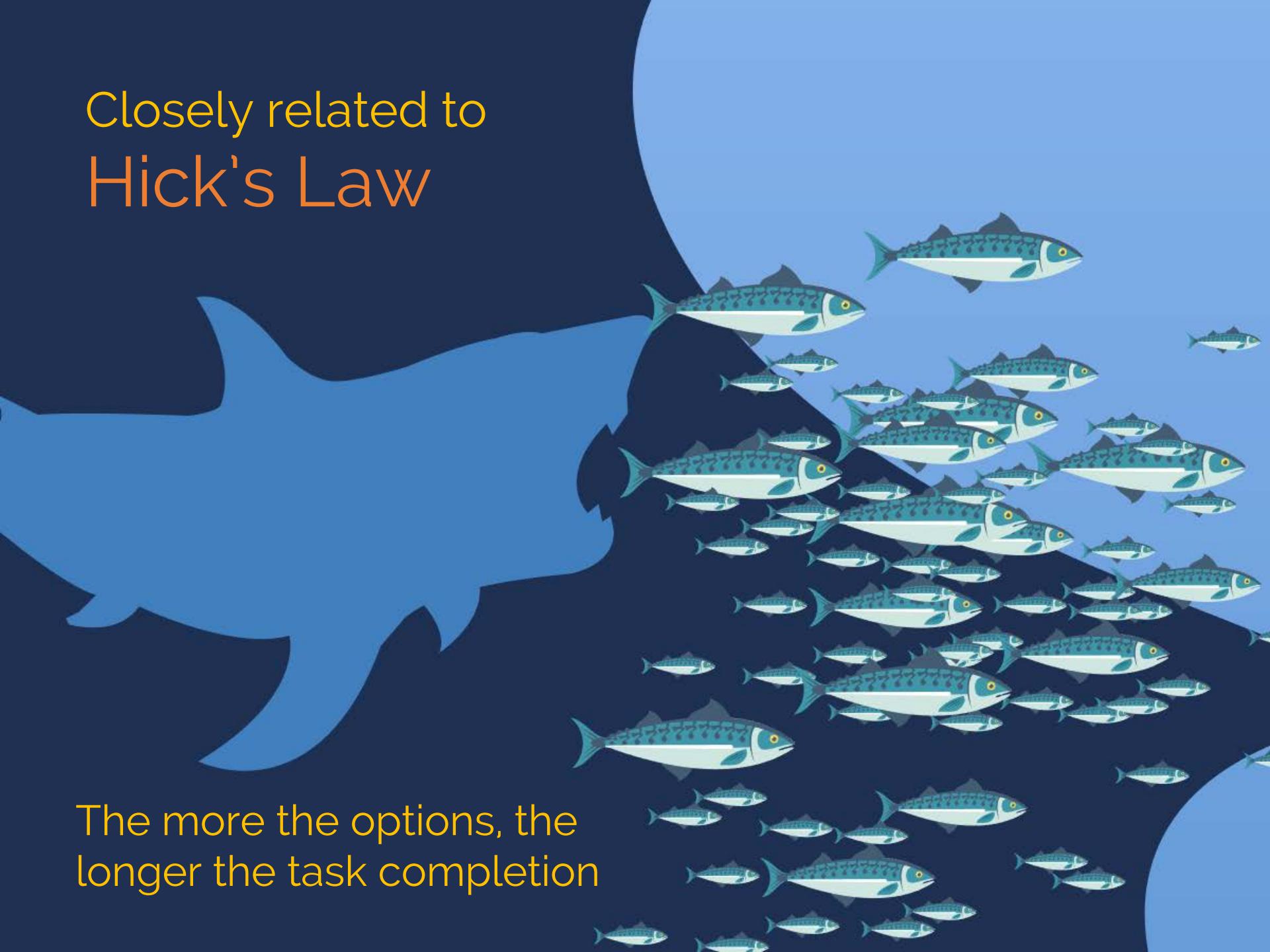
- ✓ Chunk information in smaller bits
- ✓ Use field labels
- ✓ Align everything (shortest path to completion)
- ✓ Call to action
- ✓ Visual hierarchy (size, position and colour of elements)

Fitt's Law



Easier and faster to hit larger targets closer to you than smaller targets further away

Closely related to
Hick's Law



The more the options, the
longer the task completion

Constraints (positive)



Limit the number of things the user can do and see to minimize distractions.

Each extra piece of information diminishes the importance of what is really important.

Feedback (to the user)

Let the user know whether what they are doing is ok or not, or that they can go to the next step

Users like to know what's going on

HOW?

- ✓ micro-feedback
(progress bar, breadcrumbs, hints)
- ✓ error handling
(what went wrong, where and how to fix it)



UX Design Process

Checklist

1. Research
2. Define problem
3. Prioritize
4. Map the action flow
5. Design
6. Prototype
7. Test
8. Go back to where
the test reveals
problems

A background graphic featuring two palm trees, one on the left and one on the right, set against a light gray background with large, overlapping white diagonal stripes.

UX requires
TEAMWORK

Thank you for your attention

Useful resources

- ✓ <https://material.io/guidelines/>
- ✓ <https://developer.apple.com/ios/human-interface-guidelines/overview/design-principles/>
- ✓ Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability by Steve Krug
- ✓ <https://www.uxpin.com/studio/ebooks/>
- ✓ Smashing Magazine
- ✓ Nielsen Norman Group

