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BA COMPUTER GAMES DESIGN

# USER EXPERIENCE DESIGN

Introduction



### UX Introduction

#### Lecture Contents

- ① What Is UX Design?
- ② UX Design vs. Usability vs. Interaction Design
- ③ Initial Research
- ④ Further Reading



# USER EXPERIENCE DESIGN

## UX Introduction

# UX Introduction

## What Is UX Design?

USER  
RESEARCH

WORKS

USABILITY

NAVIGATION

DESIGN

HCI

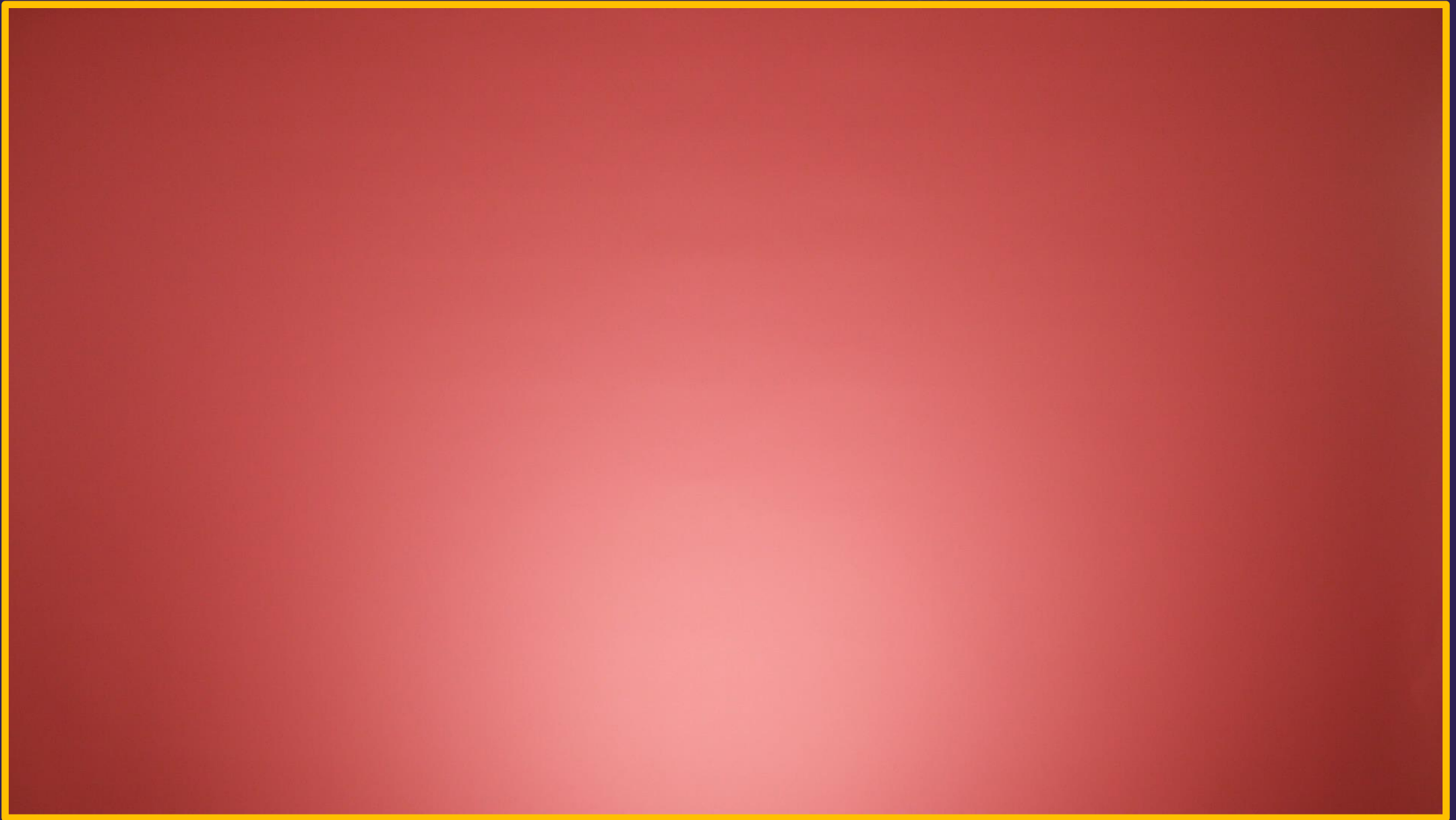
STRUCTURING

INTERFACE



# USER EXPERIENCE DESIGN

## UX Introduction





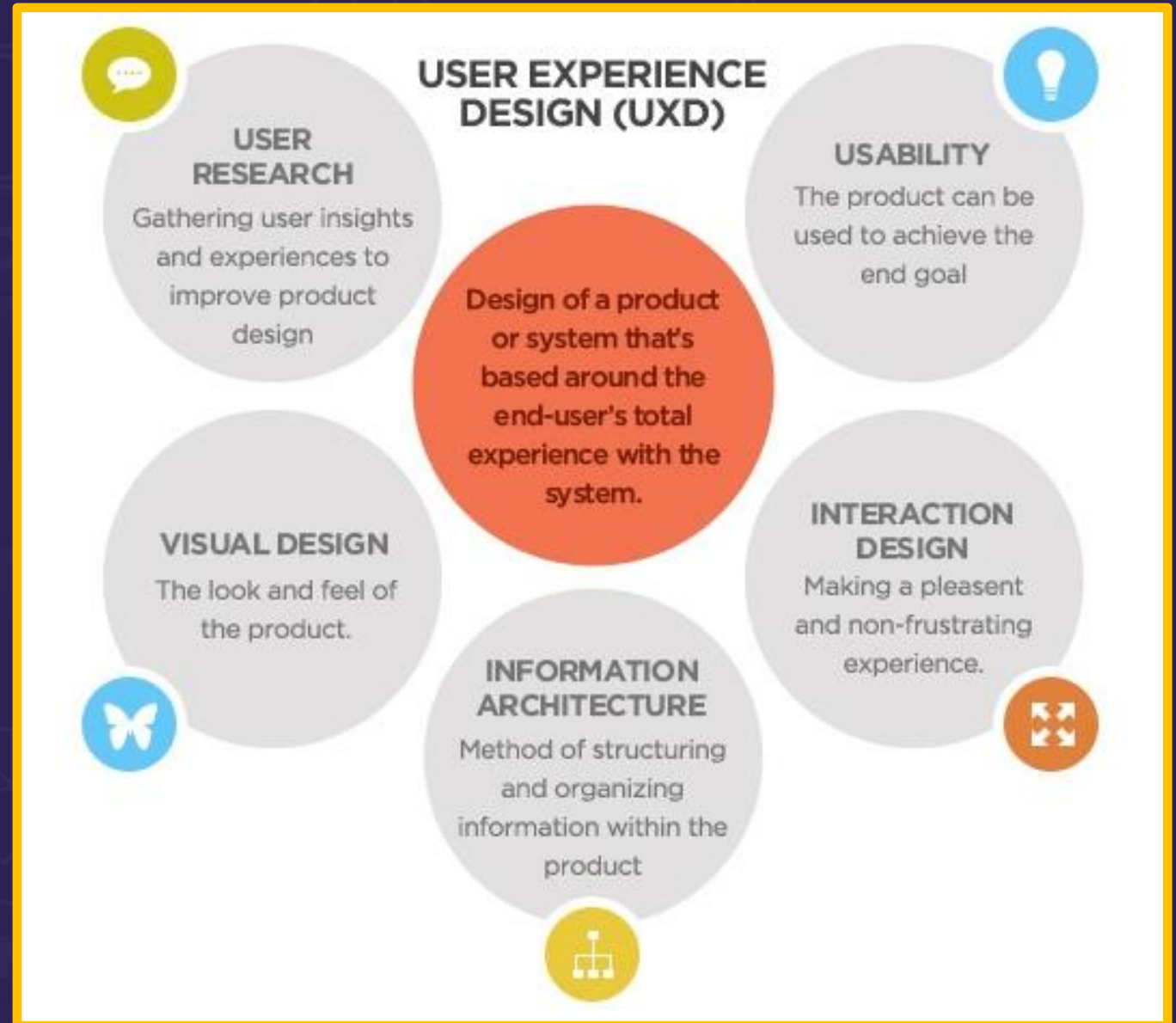
# USER EXPERIENCE DESIGN

## UX Introduction

### WHAT IS UX DESIGN?

Elements of UX Design include:

- User Research
- Visual Design
- Information Architecture
- Interaction Design
- Useability

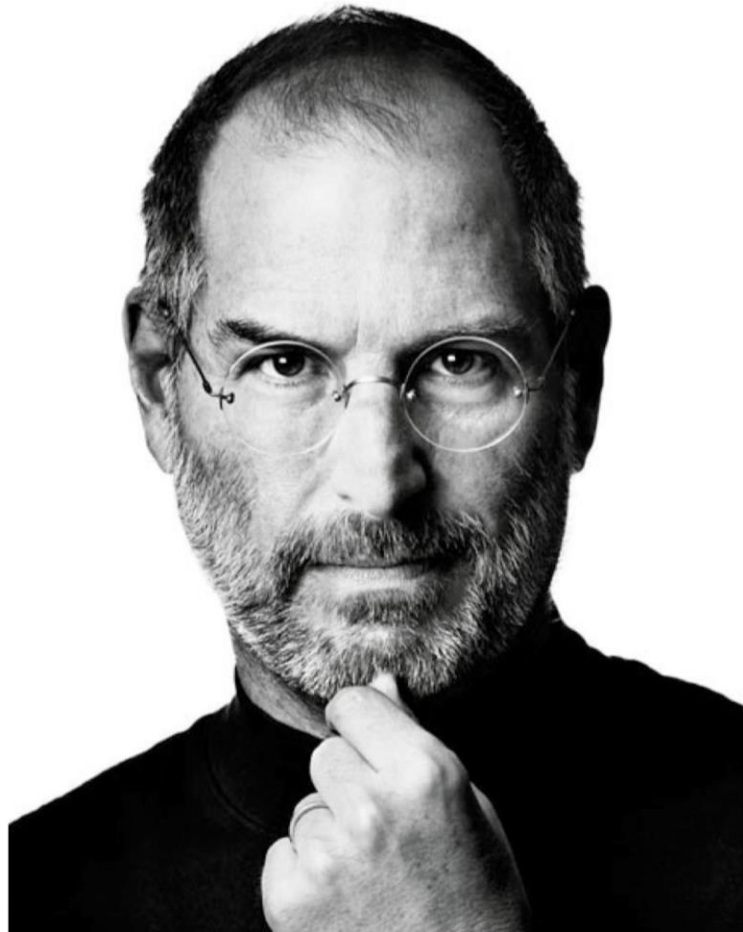




# USER EXPERIENCE DESIGN

## UX Introduction

### WHAT IS UX DESIGN?



"Most people make the mistake of thinking design is what it looks like. 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

R. Walker, The Guts of a New Machine, New York Times Magazine, Nov. 30, 2003



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UX Introduction

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UX Design vs. Useability vs. Interaction Design

DESIGN

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### DEFINITIONS

#### INTERACTION DESIGN

“...[T]he practice of **designing** interactive digital products, environments, systems, and services.”[1]

#### USER EXPERIENCE DESIGN (UX / UXD)

“The goal of user experience design in industry is to **improve customer satisfaction and loyalty** through the **utility, ease of use, and pleasure provided in the interaction** with a product.” [2]

#### USABILITY

“...[T]he degree to which a **software can be used** by specified consumers **to achieve quantified objectives with effectiveness, efficiency, and satisfaction** in a quantified context of use.” [3]

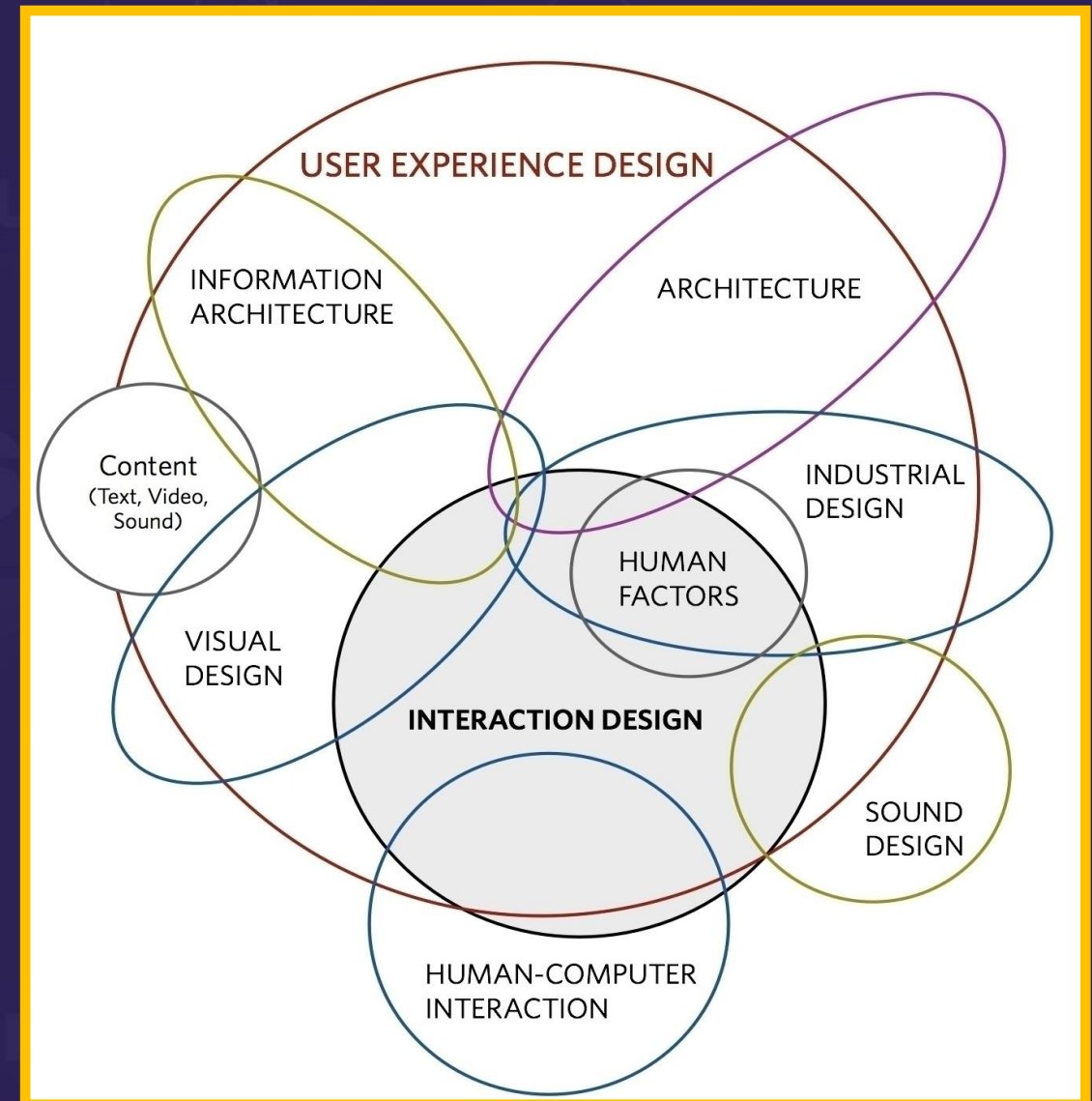


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## UX Introduction

### DEFINITIONS

- **HUMAN FACTORS** considers how people **interact with physical objects** (e.g. aircraft, chairs, guns...)
- **HUMAN-COMPUTER INTERACTION** focuses on interactions with **computers**
- **USABILITY ENGINEERING** applies a systematic approach to ensuring that software is effective, efficient and easy to use
- **INTERACTION DESIGN** focuses on **interactive digital systems**
- **USER EXPERIENCE** considers **emotional responses** to systems





# USER EXPERIENCE DESIGN

UX Introduction

## UX Introduction

### Initial Research



# USER EXPERIENCE DESIGN

## UX Introduction

### INITIAL RESEARCH

Read the Wikipedia articles on the following:

- User Experience Design
- Usability
- Usability Engineering
- Interaction Design
- Human Factors and Ergonomics
- Human-Computer Interaction



# USER EXPERIENCE DESIGN

UX Introduction

## UX Introduction

### Further Reading



# USER EXPERIENCE DESIGN

## UX Introduction

### FURTHER READING

- Krug, S. (2013), [Don't Make me Think Revisited](#). Voices That Matter.
- Beynon, D. (2013), [Designing Interactive Systems](#) (3rd Ed.). Pearson.
- Norman, D. (2013), [The Design of Everyday Things](#) (revised and expanded edition). MIT Press.

Links to these at Amazon will be available on [Moodle](#)

Reading and viewing material from other sources will also be made available via [Moodle](#)



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