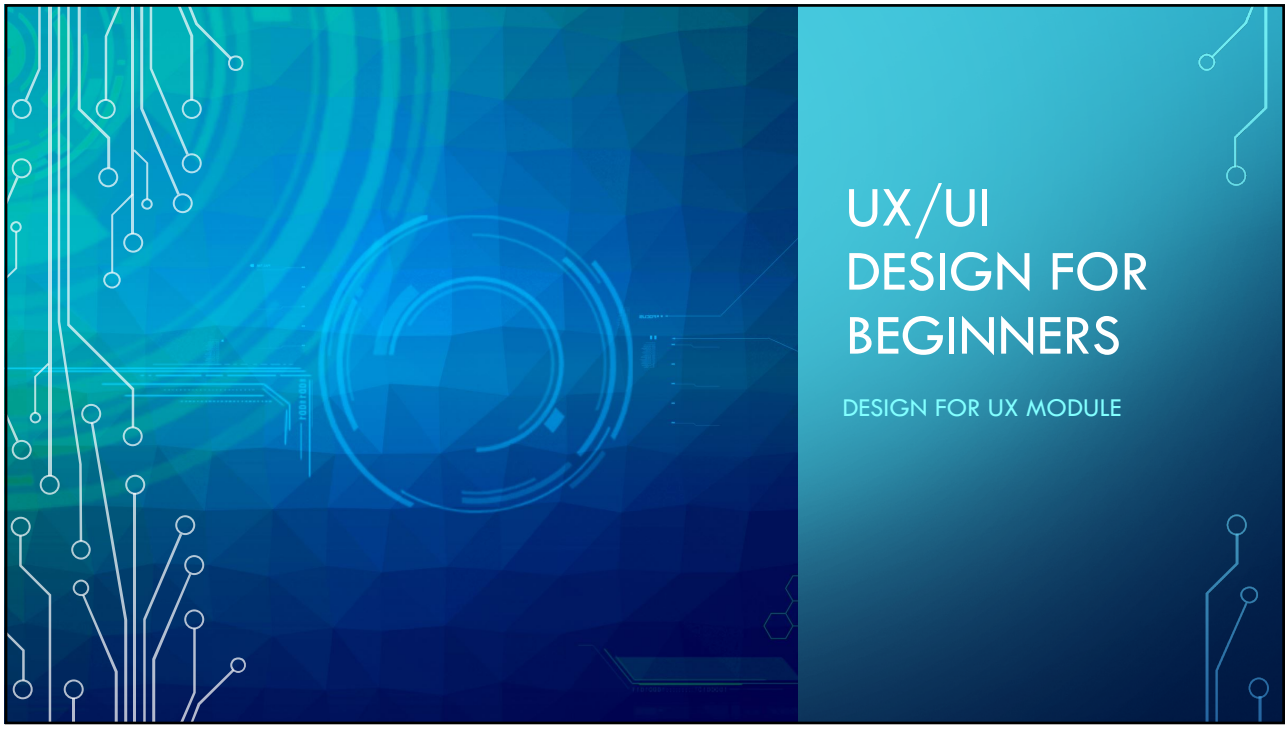


1

WHAT IS UX? (USER EXPERIENCE)

- Simply put, it is the joy, satisfaction, or frustration the user feels after using your product.
- This applies to anything that the user comes into contact with or engages with.
- Apps, websites, forms, operating systems, books, physical objects. Everything.

2

WHERE DOES UX START?

UX design expands way beyond the confines of the app/website. It encompasses EVERYTHING to do with your product.

App Example:

- Finding the app.
- The installation of the app.
- Onboarding Experience (Sign ups).
- Getting to learn the app (First Impressions).
- Performing important tasks efficiently and easily.
- Emotional impact and overall satisfaction of the user.
- Support, customer service, technical support, and frequency of updates may also be a factor.

3

UX DESIGN OUTCOMES

- UX design focuses more on the flow of information and general layout of the information.
- End products of a UX design will be detailed wireframes along with detailed specifications of the product (app/website).
- It's about planning, organising, and information management from start to finish and beyond.

4

WHAT IS UI? (USER INTERFACE)

- UI design refers to the overall look, feel, colours, typography, spacing etc. of the product (app/website).
- It is the visual skin of the product. (The bits that you are probably more familiar with).
- This is also a very important part of the job as it creates the first visual impression for the user.

5

UI DESIGN OUTCOMES

- End product of UI design will be highly finished client visuals, mock-ups and style guides.
  - Mock-ups: Final look of the product.
  - Style Guides: Tells developers about implementing the design.
- The next stage beyond UI is development. This will either be done with a dedicated developer or something that you may be doing yourself (Online Web-Builder).

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HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

User Research

Someone who conducts research and investigates user needs and behaviour. Selects users and records their interviews to gather information about how, when, and why users use certain products or features of products.

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HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

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Information Architecture

Information architect will work on the planning of the information of your app/website.

Example: What information should there be in the nav bar or how will the user reach the information. What media types are needed? Video, audio, mixed.

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HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

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Interaction Design

Works on the flow of the app/website. If someone clicks or taps, what will be the animation and which screen will it move to?

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HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

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Content Strategist

What message is being delivered to the users. How the language should be framed. The voice and tone of the product.

Content writing, compiling and how to produce content that users really need and interests them. This expands into different mediums like brand identity, website, social media, and apps.

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HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

Usability Experts

Gets the user feedback on how well the product works. Or, how satisfied the user is after conducting usability test. Results are then fed back to the designers so that updates can be made.

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HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
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Usability Experts

Depending on the size of team that you may find yourself working in, you may find that you will be doing many of these different roles.

Consider some of your previous projects. Can you identify where some of these stages have already taken place?

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USER STORIES

- User Stories help to identify the **who, what,** and **why** aspects of a product.
- In simple terms it is a stated idea of the requirements that express what the users needs are.
- This then enables content to be filtered / managed and design solutions to be implemented.

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USER STORIES: EXAMPLE 1

- As a 'customer' (who), I want 'easy access to deals' (what) so that 'I can make purchasing choices' (why).
- Design solution: Add a large clickable hero banner for deals to the home page. Ensuring that the design is clear and noticeable.

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USER STORIES: EXAMPLE 2

- As a 'customer' (who), I want 'to easy find products' (what) so that 'I can make purchasing choices' (why).
- Design solution 1: Add a visible search function to the header of each page.
- Design solution 2: Develop a logical navigation system that is easy to access.

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USER STORIES: EXAMPLE 3

- As a 'website owner' (who), I want 'to be contactable' (what) so that 'I can respond to specific questions that my customers may have' (why).
- Design solution 1: Include an email form to the contact us page.
- Design solution 2: Link all instances of the company email to the contact us page.

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USER STORIES: EXAMPLE 4

- As a 'website owner' (who), I want 'to be able to update my products' (what) so that 'I can show what I have new to offer and increase sales' (why).
- Design solution Part1: Build in a Content Management System (CMS) to the website.
- Design solution Part2: Show the website owner how to update their products via the CMS system.

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SIGNIFIERS DETERMINE ACTIONS

- It is really important to understand what you are attempting to do with your design in relation to how you want the user to respond.
- Signifiers communicate where the action should take place.
- These are the visual triggers that will encourage interaction if designed well.
- They may rely on established cultural and contextual norms.
- If they don't then they need to be made clear as to their function.

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SIGNIFIERS DETERMINE ACTIONS

Examples

- A search field (signifier) on a website tells us that we can find items by searching.
- The positioning and design (signified) of the search field determines the importance of that function.

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SIGNIFIERS DETERMINE ACTIONS

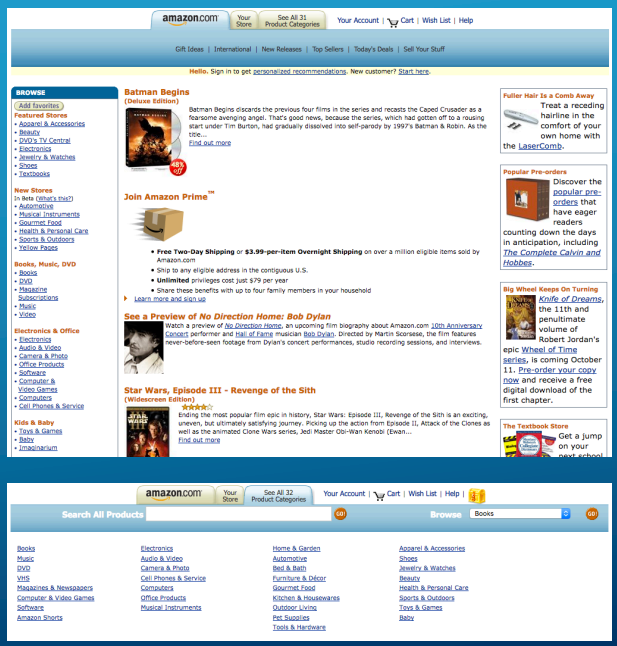
Examples

- A cog icon (signifier) in an app tells us that we can customise settings within the app.
- Three short horizontal lines (signifier) tells us that a menu can be accessed (commonly referred to as a hamburger menu).

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SIGNIFIERS DETERMINE ACTIONS

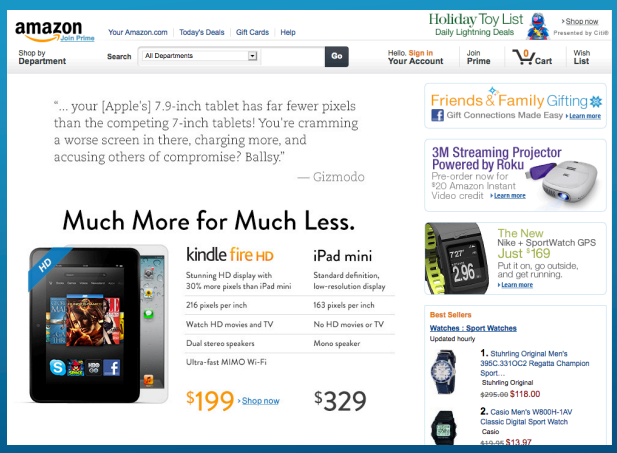
Amazon 2005



21

SIGNIFIERS DETERMINE ACTIONS

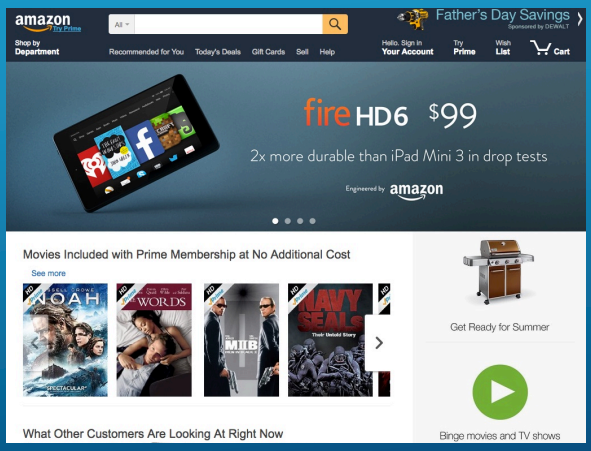
Amazon 2012



22

SIGNIFIERS DETERMINE ACTIONS

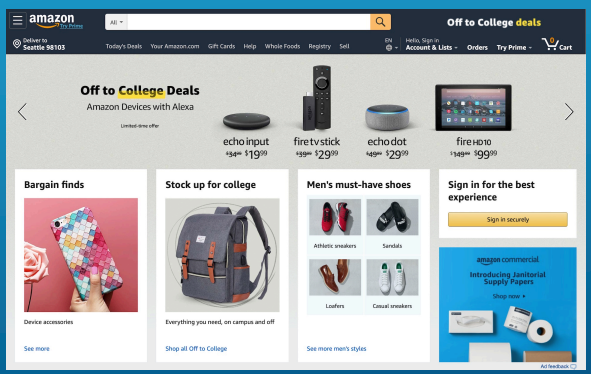
Amazon 2015



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SIGNIFIERS DETERMINE ACTIONS

Amazon 2019



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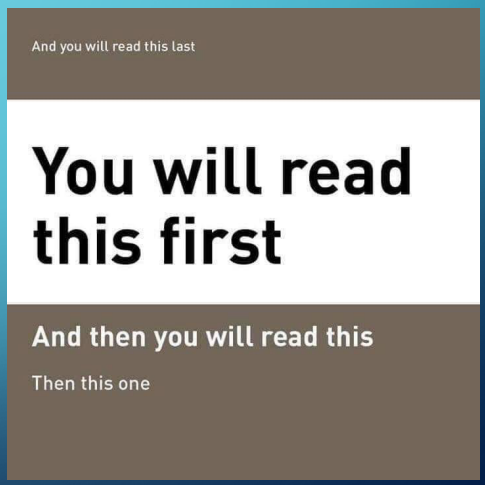
SIGNIFIERS VS DESIGN

- There is often a trade-off between signifiers and design.
- Sometimes the signifiers are muted and less visible in an attempt to enhance the design aesthetic.
- When this happens the device/object/website/app will become more difficult to use for new users.
- You will need to find the balance.

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VISUAL HIERARCHY

- You are able to draw attention through how you design.
- Though use of colour, contrast, size, and positioning.
- You are literally showing the user what you want them to engage with.



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VISUAL VOLUME

- This is particularly important for action buttons.
- The visual volume (or noise) that the button makes will either increase or decrease the confidence in what will happen when pressed.
- If you are looking for a positive outcome (a sale or sign up) you will want the 'visual volume' of the confirm button (positive outcome) to be much louder that the option to cancel (negative outcome). (https://www.thegymgroup.com)

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