

interaction designer
front end developer

today subjects

user experience and human center interaction in theory

- umbrella term
- communication
- processes
- other mumbo jumbo

user experience and human center interaction in practice

- prototyping
- things
- analysing

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products"

"The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother"

"True user experience goes far beyond giving customers what they say they want, or providing checklist features"



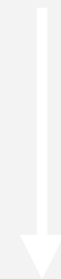
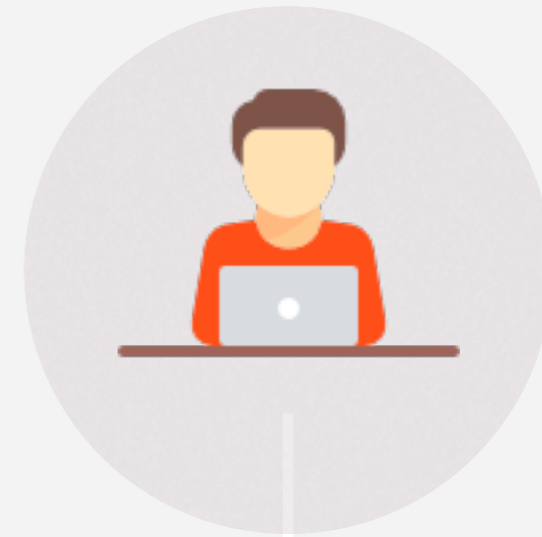
user experience as an umbrella term

- UX is a stupid word
- UX is a process not ferry dust
- UX and UI is not the same thing
- Interface engineering
- Usability Engineering

Experience can be defined as

- something holistic
- emotionell
- sensuell,
- cognitive

A relation between artefact and the way human interpret stimuli, how the brain processes it and what the outcome will be



communication between user and interfaces

Users Mental models vs Designers Mental Models



What users believe they know about a UI strongly impacts how they use it. Mismatched mental models are common, especially with designs that try something new.



Designers Mental models



Users Mental models



designing for a purpose

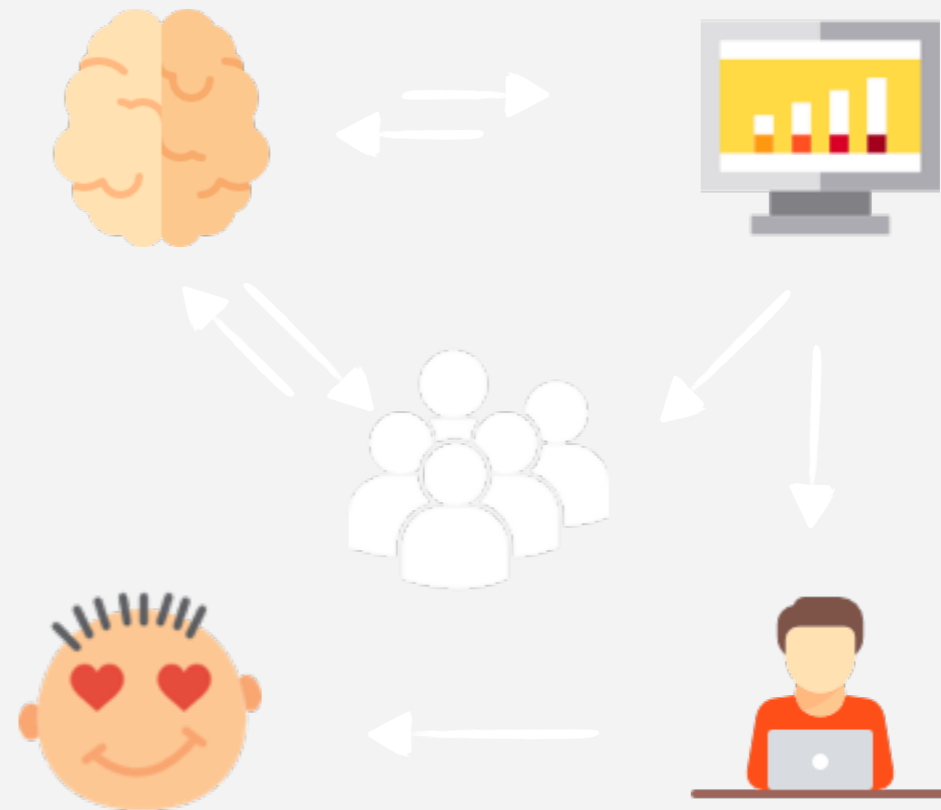
a product needs its purpose

without a purpose it can't be designed to be understood

designing for specific users, contexts and such

designers' mental models need to map to the users' mental models

client needs to be downgraded and users upgraded



In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.



what is kontext?

Positivism

- taught
- predictable
- stabile

Phenomenology

- relative
- in the moment

cultural

environmental

geographical

historical



what is experience?

consider all aspects

- physics
- sensuel
- emotionell
- cognitive

Experience

One Experience

Co-experience

“In short then, the particular quality that marks out aesthetic experience is that it is creative, enlivening, and expressive, and involves the senses and values in inclusive and fulfilling activity that is considered worth engaging in for its own sake”

“Some of the approaches take the perspective of the user, others attempt to understand experience as it relates to the product, and a third group attempts to understand user experience through the interaction between user and product”

“Etymologically, “experience” stands for an orientation toward life as lived and felt in all its particulars. It tries to accommodate both the intensity of a moment of awe and the journey that is a lifetime. These origins suggest the aesthetic potential in all experience.”

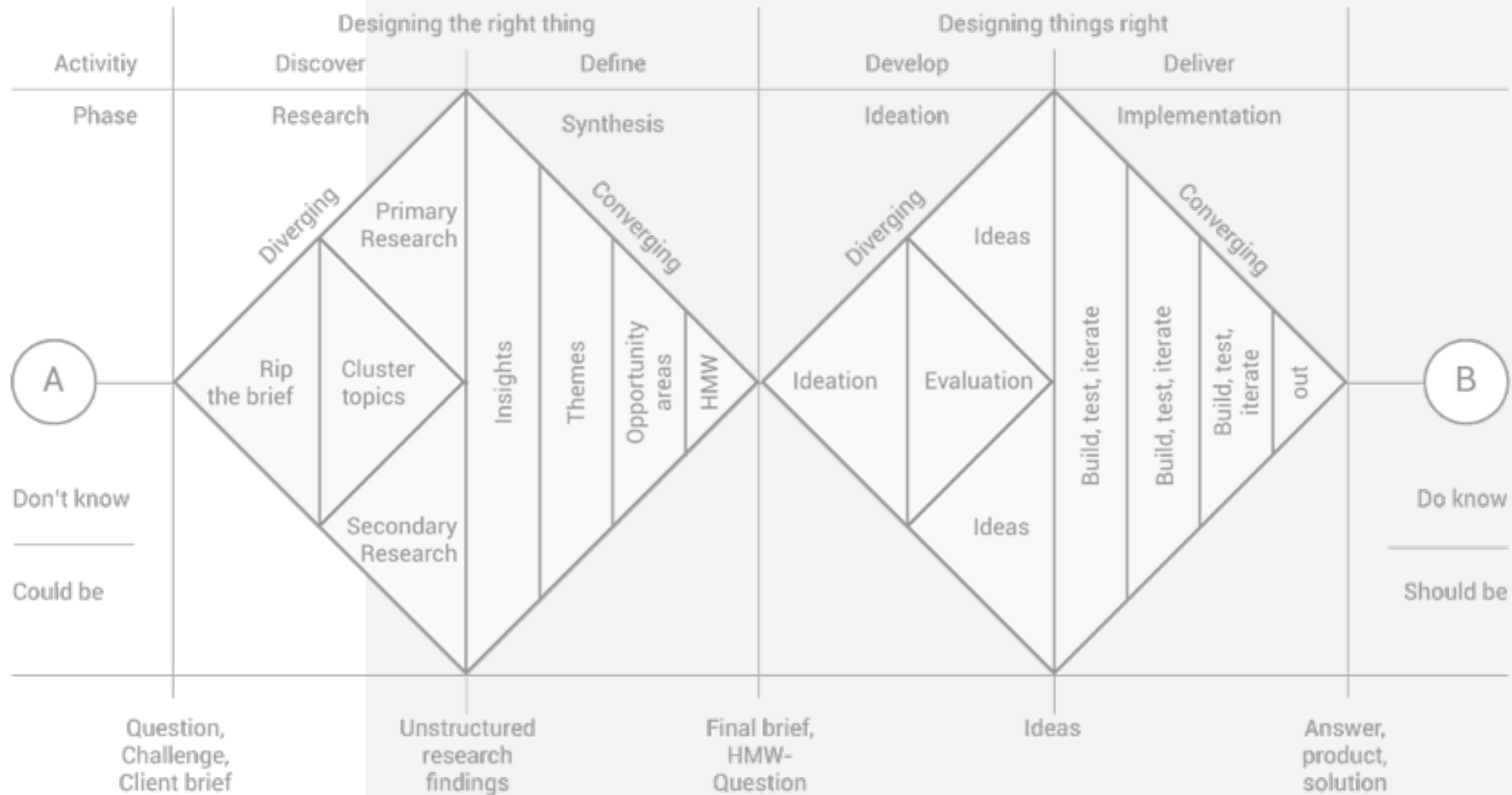


same shit different companies

Various companies, organisations and educational institutions have taken on this challenge and have therefore come up with models in order to provide structure to the process of human centred design or design thinking.



processes and what? double diamond whammy



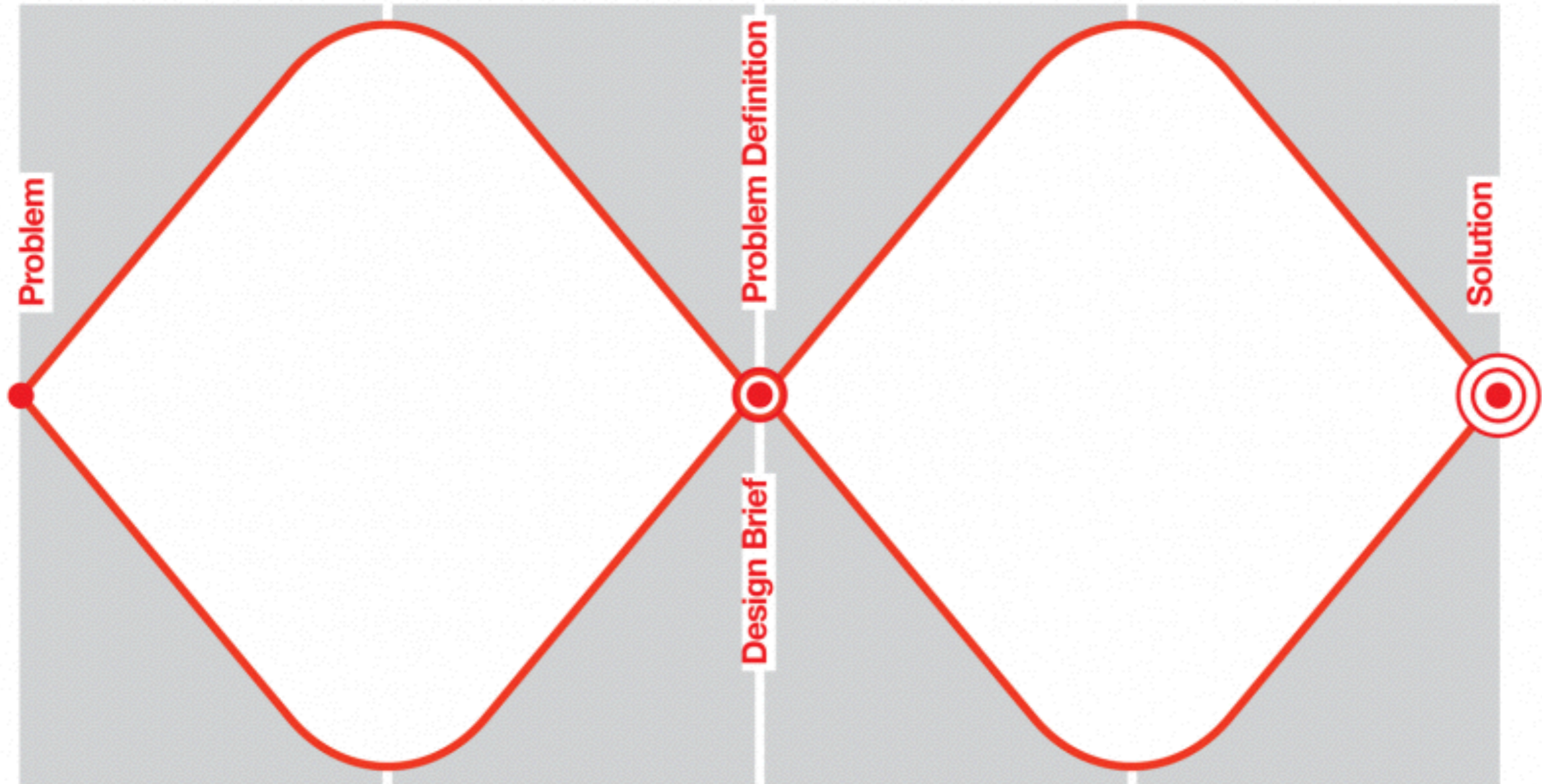
processes and what?

Discover
insight into the problem

Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work



processes and what?

INSPIRATION

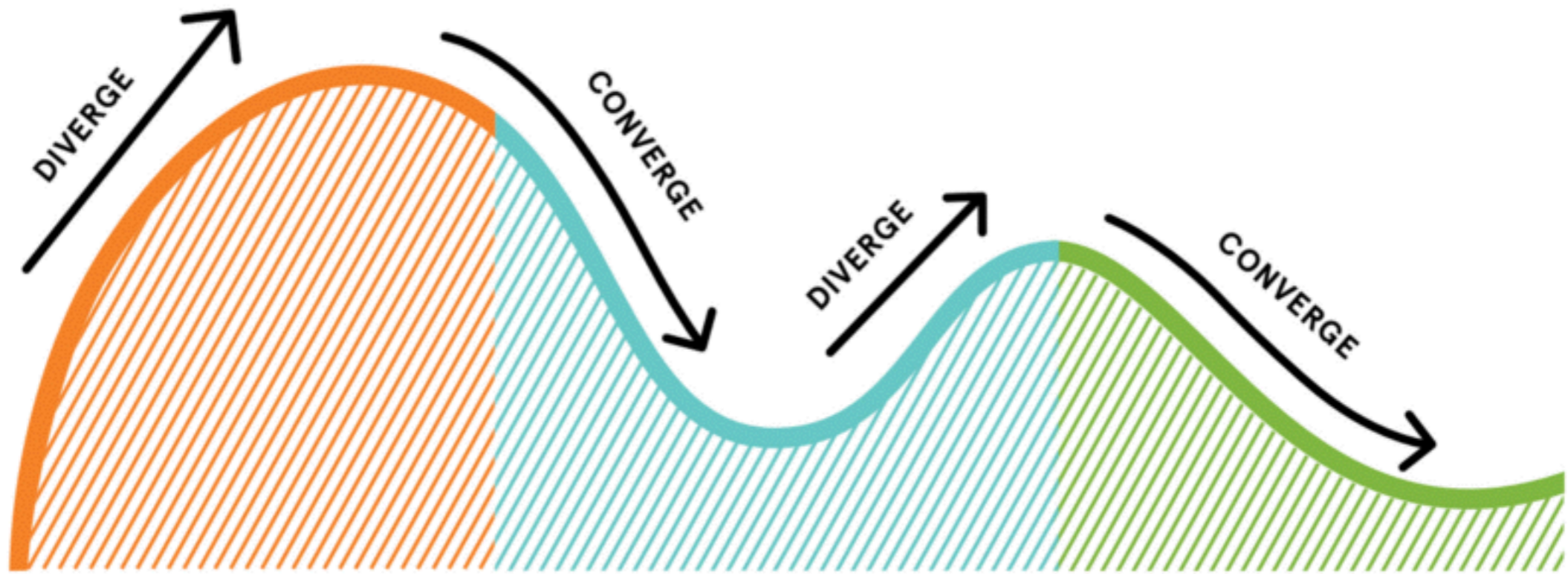
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION

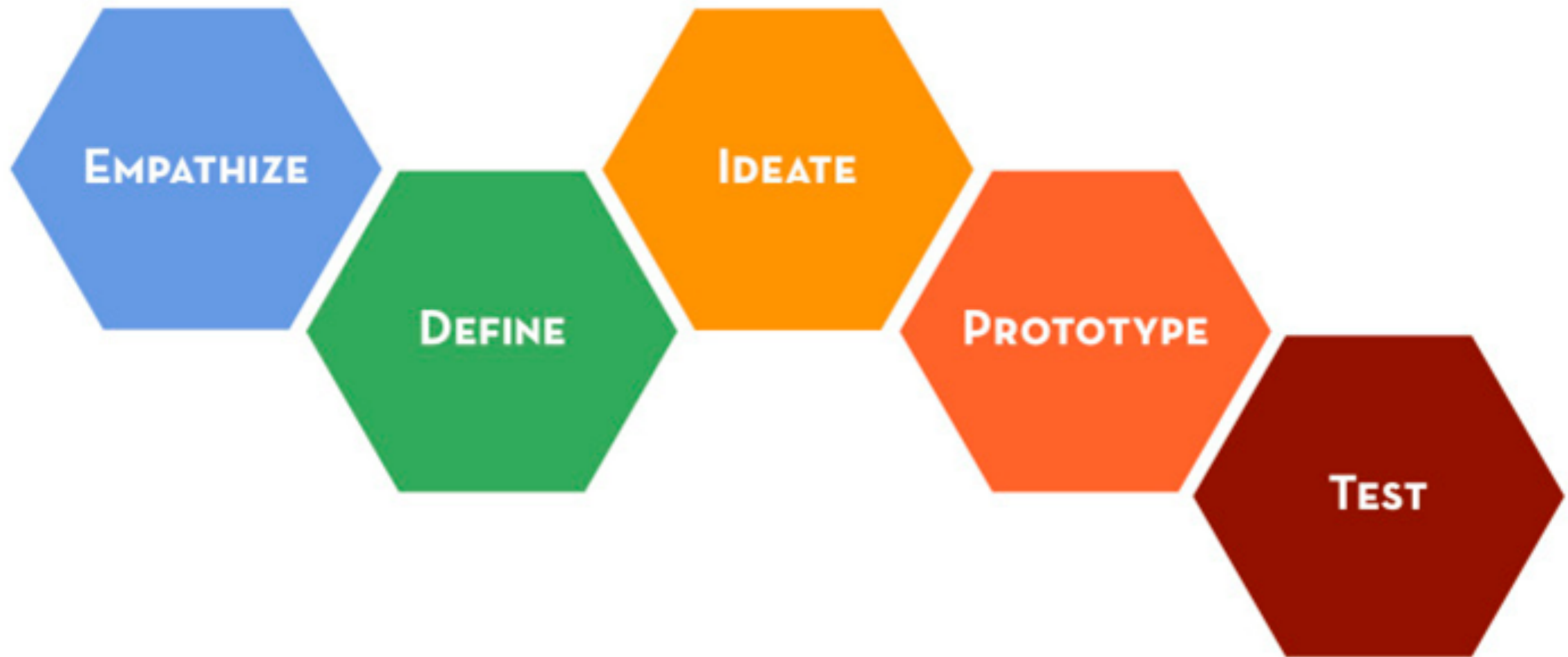
I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

IMPLEMENTATION

I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?



processes and what?



processes and what? google's design sprint

Understand

- What are the user needs, business need and technology capacities?

Define

- What is the key strategy and focus?

Diverge

- How might we explore as many ideas as possible?

Decide

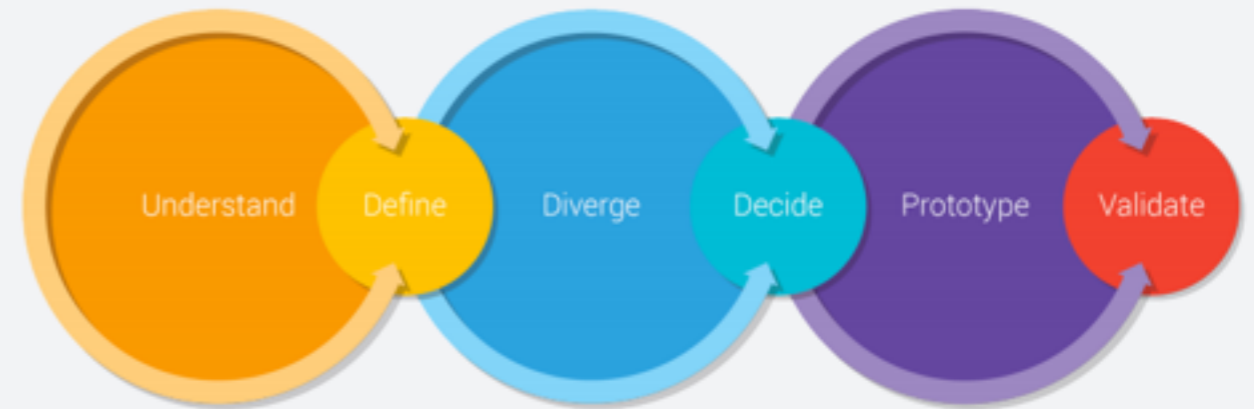
- Select the best ideas so far.

Prototype

- Create an artifact that allows to test the ideas with users.

Validate

- Test the ideas with users, business stakeholders and technical experts.



methods

the methods needs to be based on the data you need to answer your questions

fields as

- social science
- computer and system science
- psychology

perspective

the bigger picture

data gathering methods

collection of data samples

evaluation methods

evaluating your product

analysis methods

get an understanding of the data



perspective

approaches

UX (third wave)

- holistic
- accounts for the bigger picture

traditional HCI (first and second wave)

- goal oriented

“We should also distinguish UX and usability: According to the definition of usability, it is a quality attribute of the UI, covering whether the system is easy to learn, efficient to use, pleasant, and so forth. Again, this is very important, and again total UX is an even broader concept”

“In the third wave, the use context and application types are broadened, and intermixed, relative to the focus of the second wave on work”



methods for data gathering

existing documentation

observations

focus groups

surveys

interviews

“In the last few years, the design of computer application interfaces has evolved in order to improve efficiency, effectiveness, and user satisfaction by way of the usability engineering approach”

“Nowadays, the design of a device or program without taking the final users and their capacities into account would be strictly devoid of sense”



methods for analysis

analysis of the data

quantitative

- numeric
- korrelations
- significantants

qualitative

- content analysis
- thematic analysis
- narrative analysis

“Qualitative research is better suited to description. Whether dealing with meanings or with patterns of behaviour, qualitative researchers tend to rely on a detailed and intricate description of events or people”

“More than anything else the feature which sets qualitative research apart from quantitative research is the focus on words rather than number as unit for analysis”



a useful framework “use qualities”

Motiv/Motivation

- Anticipation, Playability, Seductivity, Relevance/usefulness

Immediate response

- Fluency, Autonomy, Pliability, Immersion

Social outcome

- Identity, Actability, Flexibility

Structural abilities

- Efficiency/transparency, Elegance, Functional minimalism, Surprise, Parafunctionality



let us get more handsie



some basic “rules”

- Don't make users think (obvious and self-explanatory)
- Users do not have patience (play with the service)
- Manage to focus users attention (can instantly recognise edges, patterns and motions)
- Strive for simplicity
- Don't be afraid of the white spaces (reduce the cognitive load)
- Test early and often



some basic “rules”

- 76% The website makes it easy for me to find what I want
- 10% The website has a beautiful appearance
- 9% The website offers a cutting edge interactive experience
- 5% other



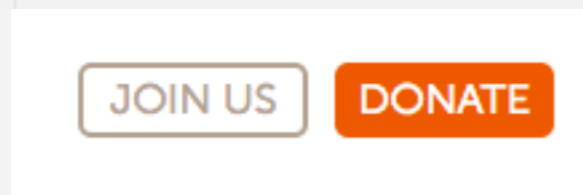
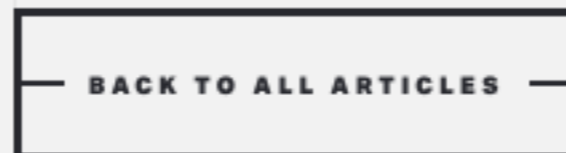
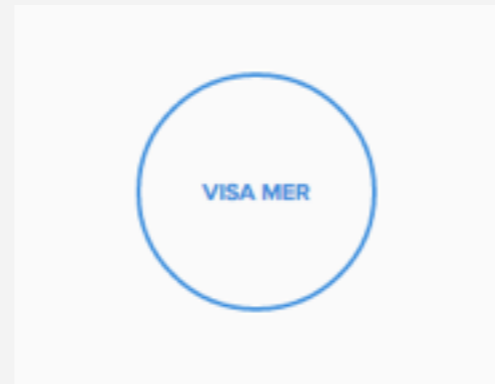
some basic “rules”

- is it trustworthy?
- is this site credible?
- does it look professional?
- How can I find what I want or need?
- Does this site make me feel welcome?
- Am i in the right place?



some other topics

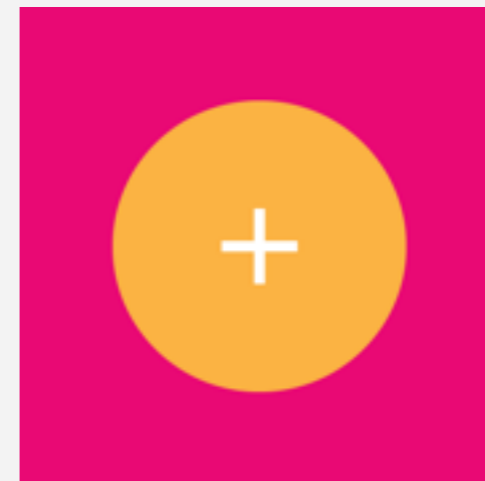
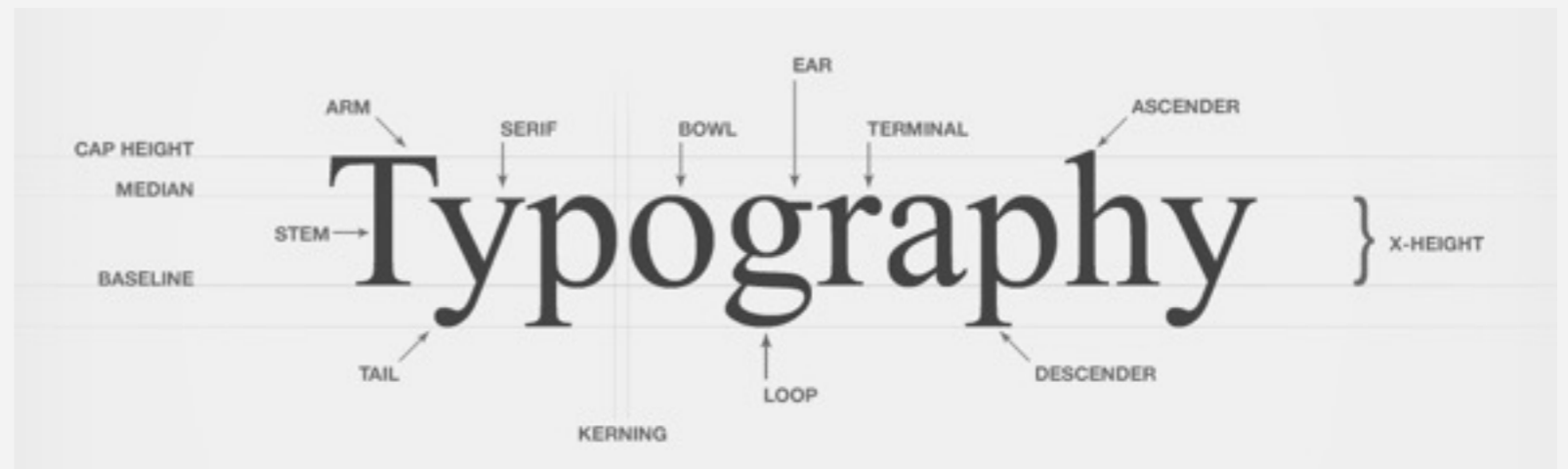
- trends
- signifiers
 - buttons
 - links



some other topics

Create a visual language that synthesizes classic principles of good design with the innovation and possibility of technology and science / google

- longterm knowledge
 - typography
 - rules for animation
 - Psychology
 - math and blah



some other topics

- content
- formats
- colors
- loading times

Great user experience needs great content

The value of writing real content before
there's an interface

Why voice and tone at each interaction is vital
to engagement

The broad-to-narrow flow for introducing
users to new content or interactions

How to apply content-first UX design and
contextual learning



prototypes

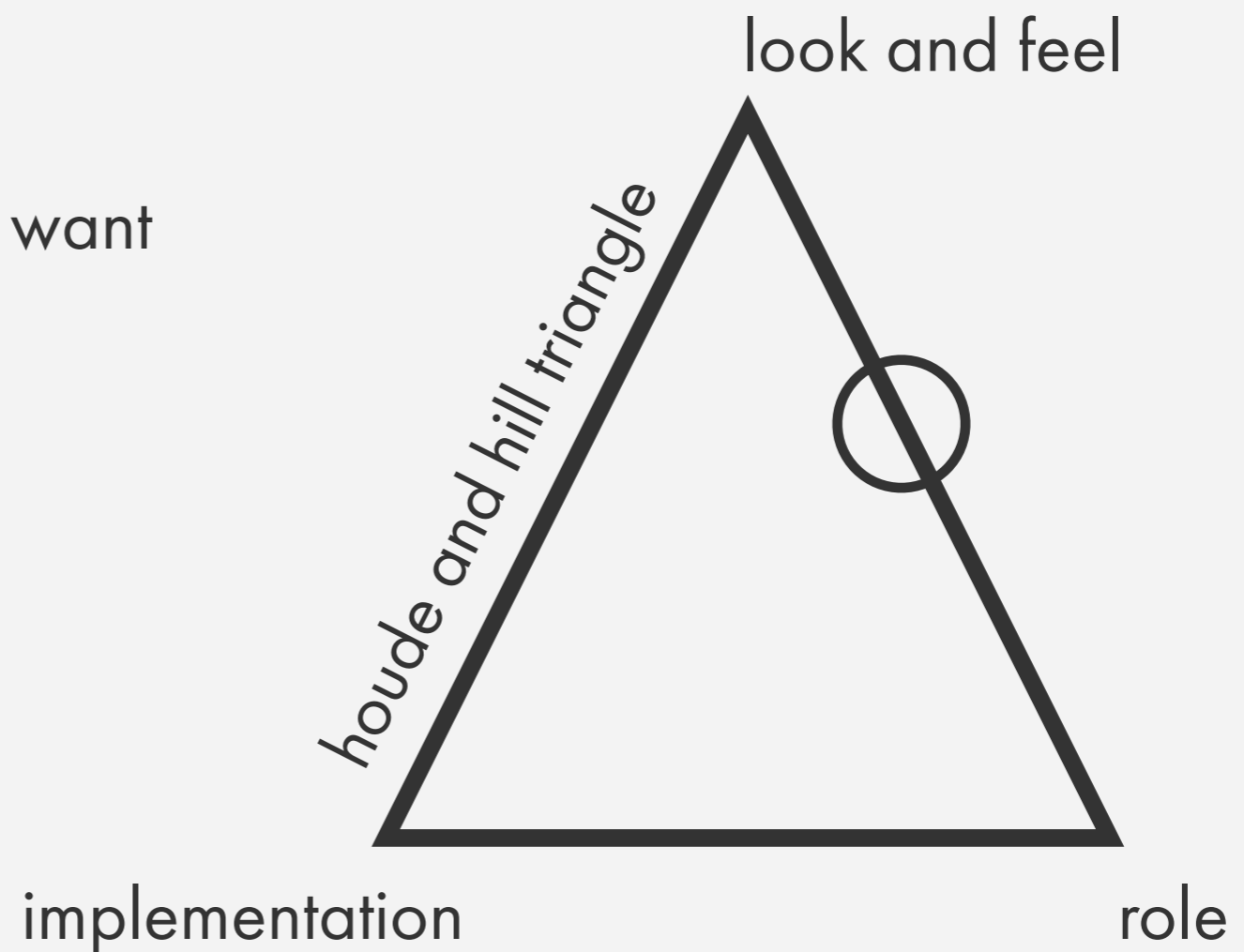
A way to test your product

what kind of feedback do you want from your prototype?

what do you want to test?

and who are you gonna test it on?

what kind of prototype is appropriate?



prototypes

Lo Fi

- Wire Frames
- Paper

Hi Fi

- Interactive

rapid prototyping

time and money?

learning curve for the program?



so does it really work

Walmart not as fast as eBay or Amazon

- For every 1 second of improvement they experienced up to a 2% increase in conversions
- For every 100ms of improvement, they grew incremental revenue by up to 1%
- A giant such as Amazon can suffer a loss of \$1.6 billion from a slowdown of page load time of just 1 second
- Shopzilla speeded up average page load time from 6 seconds to 1.2 seconds and increased revenue by 12% and page views by 25%



let us discuss

What do we really think about the future?

What is actually reality?

Where is this gonna take us?

Questions

And read more

“Design has been designed in response to demand from industry. There is currently a gap between what schools teach and what a designer needs to know to build products, services and systems in the real world”

“Some people think design means how it looks. But of course, if you dig deeper, it’s really how it works”

“what skills are required from a UX blah
blah”



articles

Tools <https://unsplash.com/>

<https://www.google.com/design/spec/material-design/introduction.html>

<https://design.google.com/>

<http://ixdchecklist.com/>

<http://tympanus.net/Development/DistortedButtonEffects/>

<http://toolbox.hyperisland.com/>

<https://developers.google.com/design-sprint/downloads/DesignSprintMethods.pdf>

Assets, icons, implementation of font icon and free images

<https://design.google.com/icons/>

<http://www.flaticon.com/>

<http://www.sitebuilderreport.com/stock-up>

<https://unsplash.com/>

UX articles

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<https://medium.com/google-design/i-o-2016-our-definitive-guide-to-design-4d64d2db7150#.kdxkdh793>

<https://medium.com/digital-experience-design/how-to-apply-a-design-thinking-hcd-ux-or-any-creative-process-from-scratch-b8786efbf812#.kss29qs1o>

Articles

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