

INSTRUCTOR NOTES

LESSON 1: DEFINING UX/UI

From Adobe Ed Ex:

According to Wikipedia **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. User experience design encompasses traditional human–computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users.

Ask students:

Give an example of a successful digital UI. What works? Why? What limitations does it have? Where does it succeed?

Give an example of poor digital UI. What fails? Why? What are the positive aspects of the design, if any?

Give an example of successful *non-digital* UI. Apple products, Tap, etc.

Give an example of poor *non-digital* UI. Doors that you push/pull.

When things **just work**, the user feels smart, in control, and it's effortless.

The company that makes user-friendly objects realize that UX is important. Users feel attached to these products and services due to their ease of use.

Designers do all the thinking up front, so no one has to think about anything, it should just make sense.

Discuss: Empathy

The proper solution should be developed with empathy towards the user. User centric research must be completed in order to *completely understand their point of view*.

4 Main Principles of Ethnography

1. **Natural settings** – study the activities of people in their everyday settings. Enter a world you don't understand
2. **Holism** – Particular behaviors can only be understood in context.
3. **Description** – Describe the actual behavior that is **observed**, not what you wish to be the desired outcome
4. **Point of view** – How do people make sense of the world around them? How do you view the world from their point of view?

Personas:

Refer to Margo Chase's Chinese Laundry when developing personas.

Refer to Smashing Magazine's Scholmo Goltz – Personas Part 1 & 2:

<https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-1/>

<https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-2/>

Refer to Jesse Snyder's Graphic Design Tactic: Persona Creation:

<http://webdesignledger.com/design-research-tactic-persona-creation/>

A persona is a summary of the system's intended users as **real people** that provide the framework for the **target audience**.

This brings the audience to life and serves as the **voice of the user**

These are fictional but are created from fact-based research you have conducted.

Reason: To understand the goals of the audience and know what is important to the end user

Assign Project: Bradford School Application

Create personas for four people that would use the application.

Handy reference: Name/personality generator: <http://character.namegeneratorfun.com/>