UX Design Process

UX = User Experience
User-centered Design

- Big picture: What does your program do?
- Who are your users?
- What specifically do they want to accomplish?
- How should the interface be designed?
- do { Implement, Test, Refine } while (!done)
Identifying users

- Often many types of users (many dimensions)
  - Sophisticated vs. Novice computer user
  - Social vs. Private
  - Individual vs. Group
  - Time/Money trade-off
  - Beginner, expert (with your application)

- Characterize space using “personas”
Pizza ordering personas

- College student:
  - Not much money, eats at irregular times, no car, orders for self or shares with group.

- Busy professional:
  - Money >> time, eats at standard dinner time, has transportation, ordering for whole family
What do these people want to do?

- Ask them!!!!

- Characterize as “tasks”
  - Receive notification of special deals, order pizza for delivery, be able to have toppings on part of pizza.
  - Order pizza from office, pick up on the way home.
Prototype!

- We’ll talk about 2 Prototyping techniques on Thursday
Inspirational Story

“The ceramics teacher announced he was dividing the class into two groups. One group would be graded on the quantity of work produced. The other on quality. The procedure was simple. On the final day of class the teacher would weigh the work of the “quantity” group to determine their grade. Those in the quality group only needed to make one pot – albeit a perfect one – to get an “A.” At the time of grading a curious fact emerged: the works of highest quality were all produced by the group being graded for quantity. It seems that while the quantity group was busily churning out piles of work – and learning from their mistakes – the quality group had sat theorizing about perfection and had little to show for their efforts other than grandiose theories and a lump of clay.”

Story borrowed from Sketching User Experiences by Bill Buxton (p.141)
Evaluation

- Give user a task to complete, with no explanation of how to accomplish the task
- Have them manipulate the interface
  - Manually make it respond appropriately
- Observe their decisions
- Allow them to ask questions as per help
- Ask for additional feedback.
  - What is missing, frustrating, etc.