UX IS A MINDSET

Katie Lee

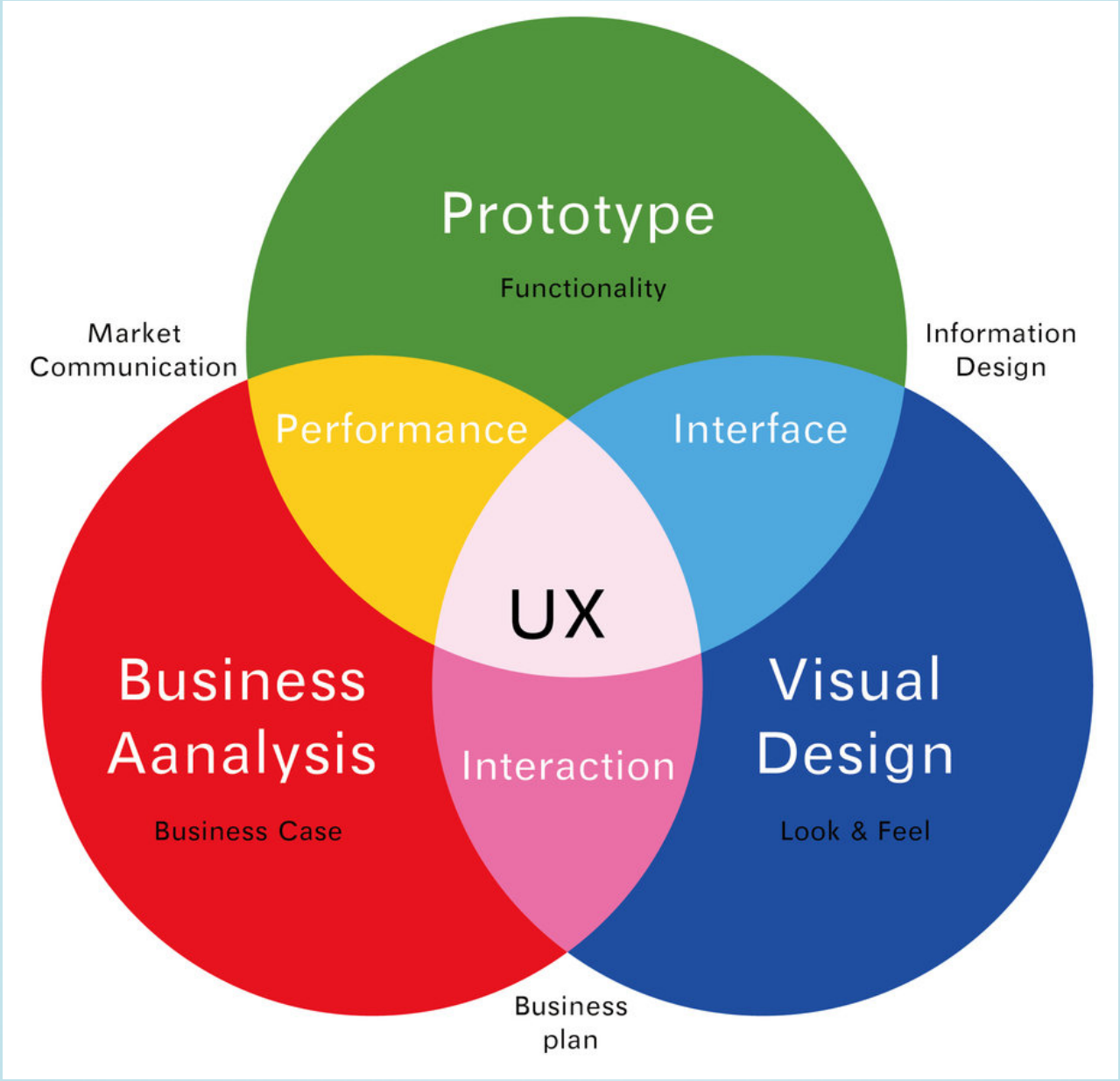
UX Lead

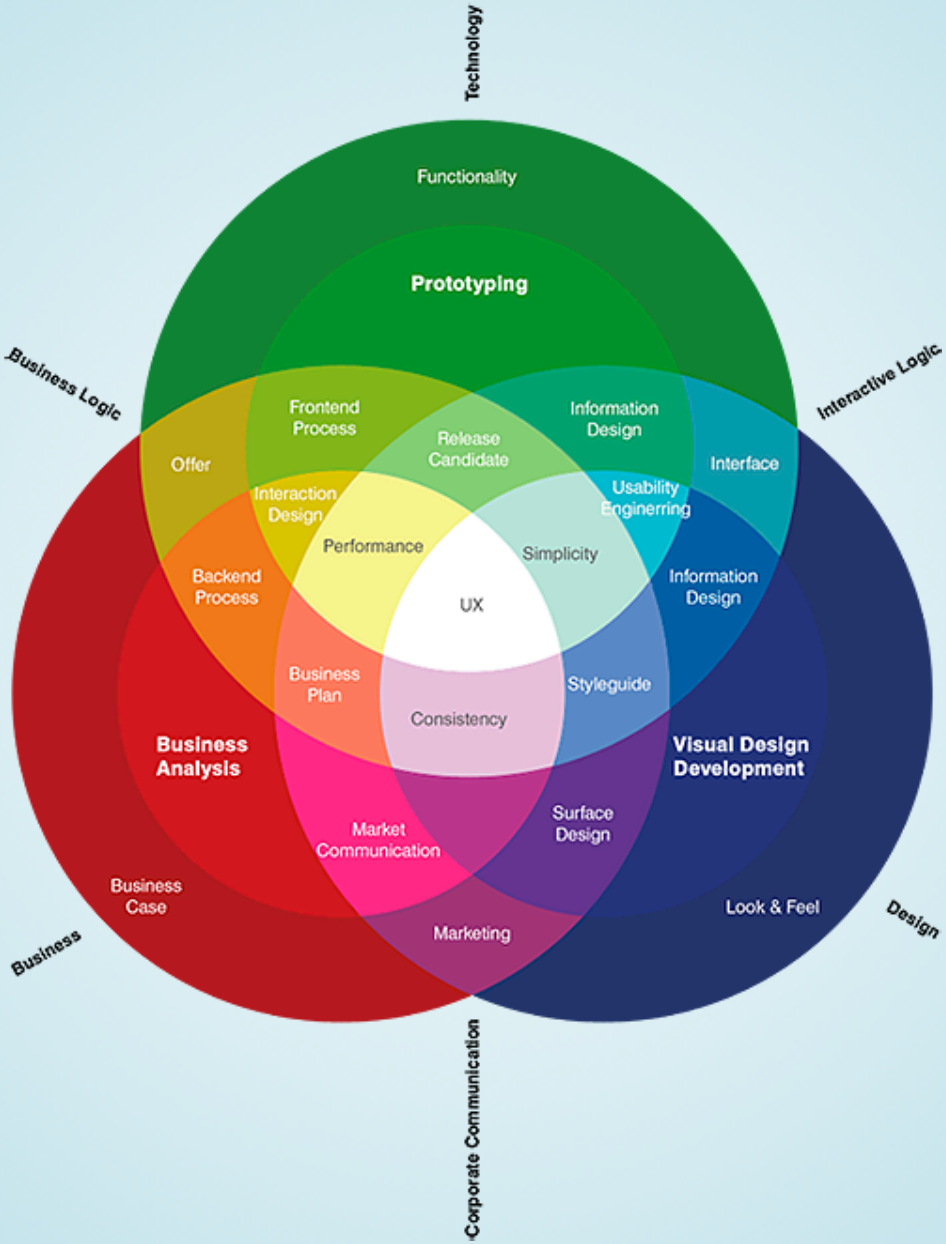
Division of Biological Sciences

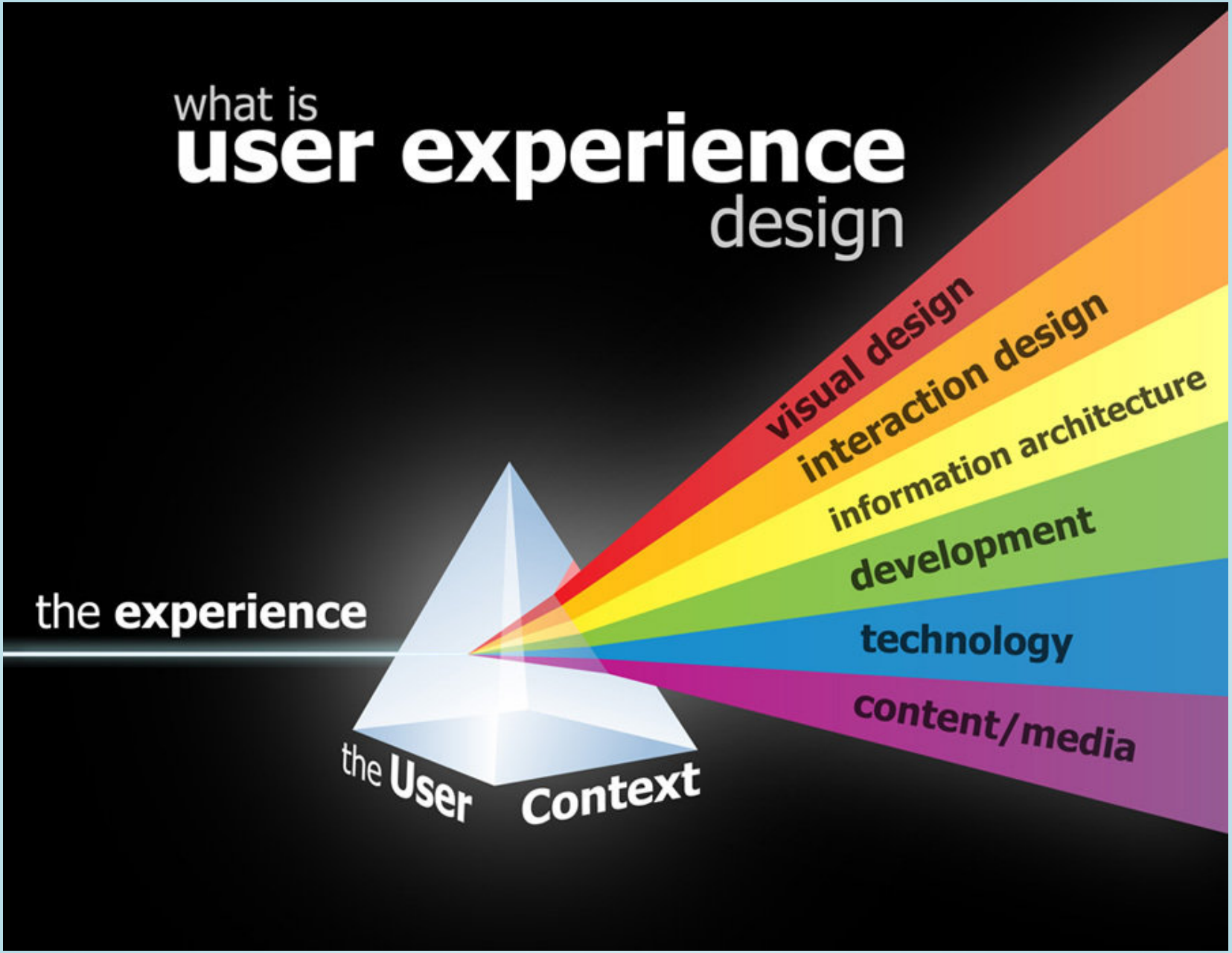
UC San Diego

UCCSC 2016

SO, WHAT IS USER EXPERIENCE DESIGN?


Prototype
Functionality
Market
Communication
Information
Design
Performance
Interface
UX
Business
Aanalysis
Business Case
Interaction
Visual
Design
Look & Feel
Business
plan


Technology
Functionality
Prototyping
Business Logic
Interactive Logic
Frontend Process
Information Design
Release Candidate
Offer
Interface
Interaction Design
Usability Engineering
Performance
Simplicity
Backend Process
Information Design
UX
Business Plan
Styleguide
Consistency
Business Analysis
Visual Design Development
Market Communication
Surface Design
Business Case
Look & Feel
Marketing
Business
Design
Corporate Communication


what is
user experience
design
visual design
interaction design
information architecture
development
technology
content/media
the experience
the User
Context

USER EXPERIENCE DESIGN

the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.

- Wikipedia

*the **process** of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.*

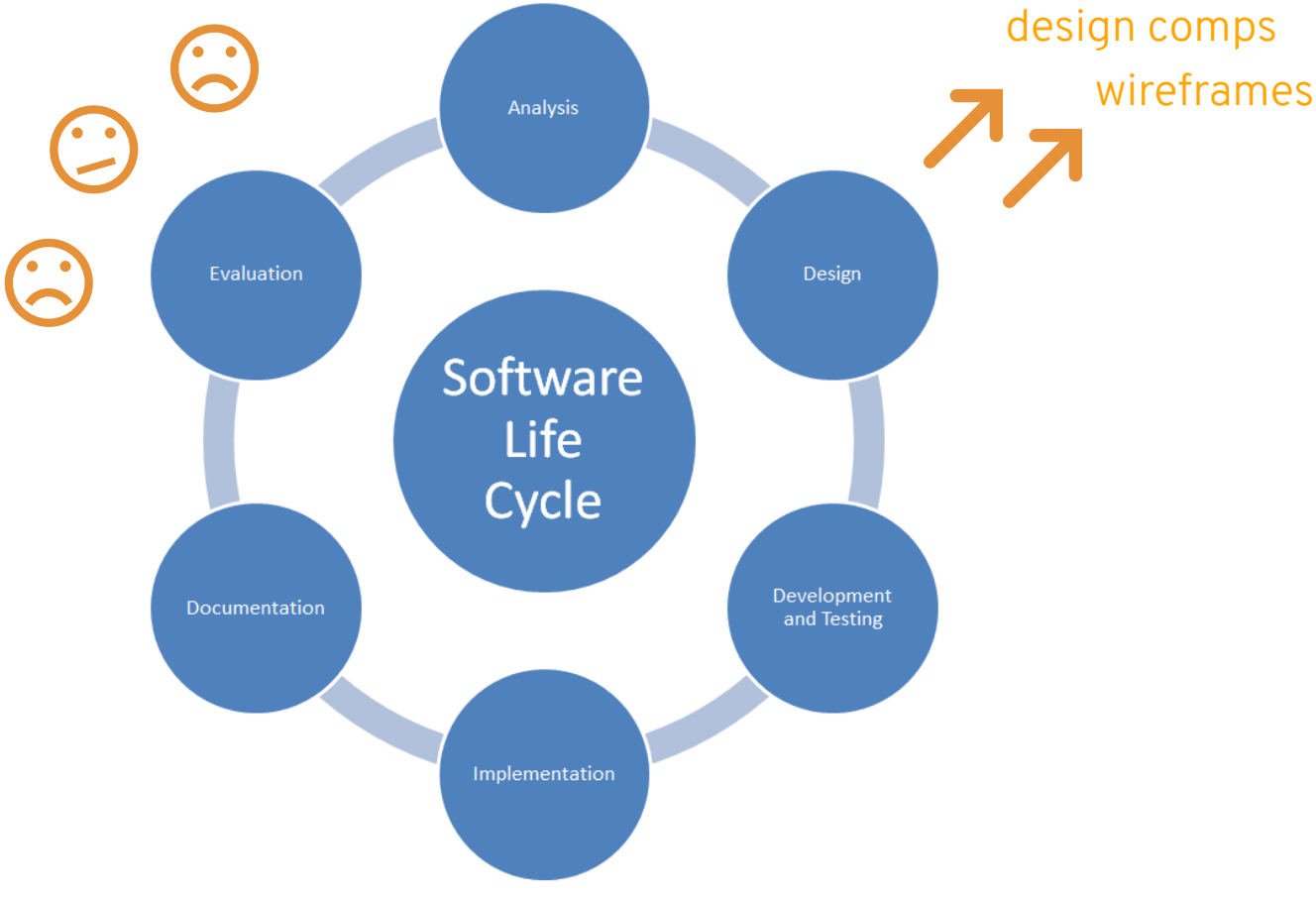
- Wikipedia

TOOLS OF THE TRADE

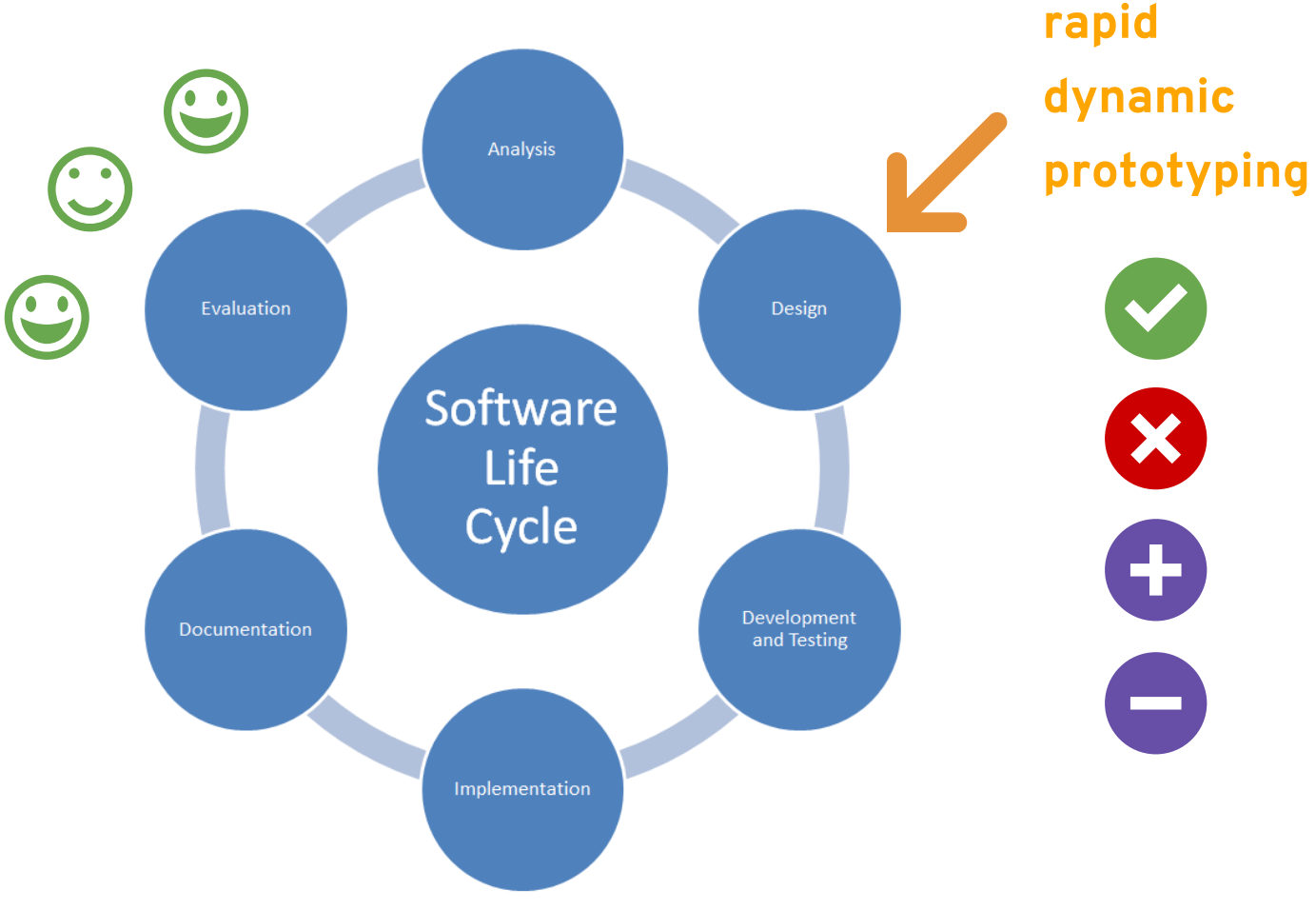
- Personas
- Interviews
- Cardsorting
- Sitemaps
- Affinity Diagrams
- Scenarios
- User Story Mapping
- Static Wireframes
- Flow Diagrams
- Dynamic Prototypes
- Web Analytics
- A/B Testing
- User Tests

EARLY WIREFRAMES

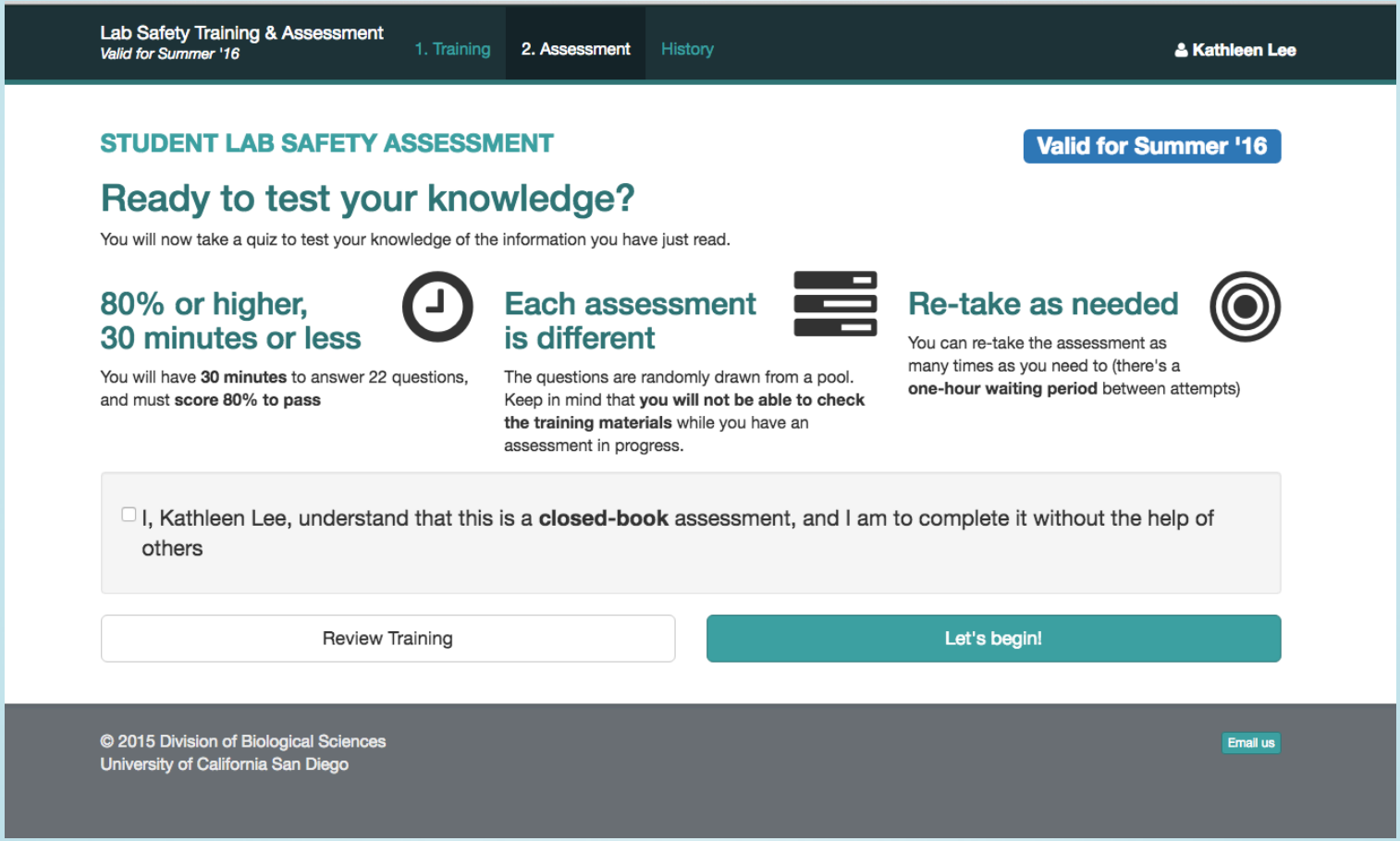
TRADITIONAL WATERFALL DEVELOPMENT



AGILE DEVELOPMENT



LEAD TO BETTER FINAL DESIGNS



the process of ***enhancing user satisfaction*** *by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.*

- Wikipedia

*"I expect the **best graduate programs** to have the **best websites** and it is extremely **frustrating** when a program's website is **obviously old and stale**..."*

the process of ***enhancing user satisfaction*** *by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.*

- Wikipedia

IMPROVE:

- Usability
- Accessibility
- Pleasure

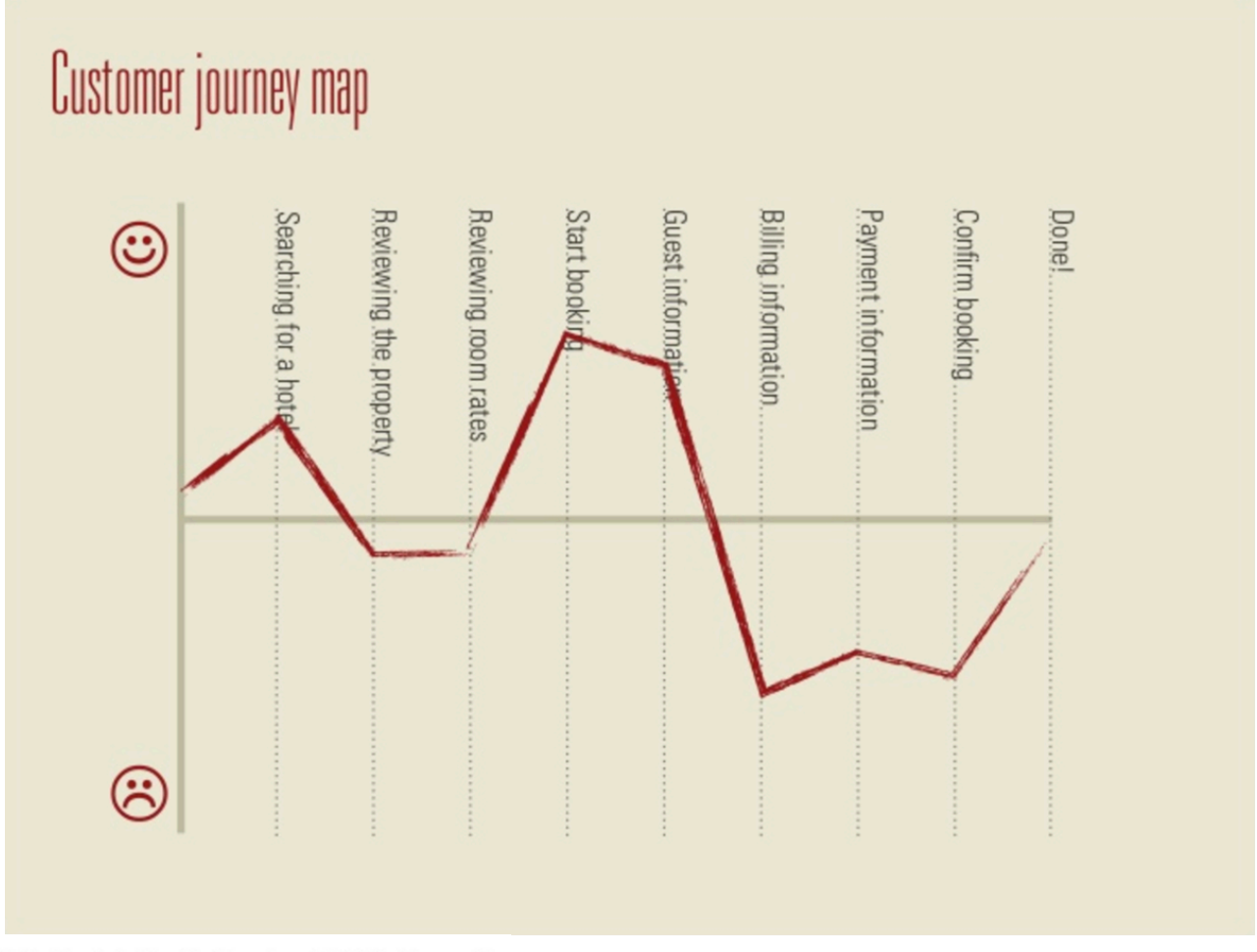
the process of enhancing user satisfaction by improving the ***usability****, accessibility, and pleasure provided in the interaction between the user and the product.*

- Wikipedia

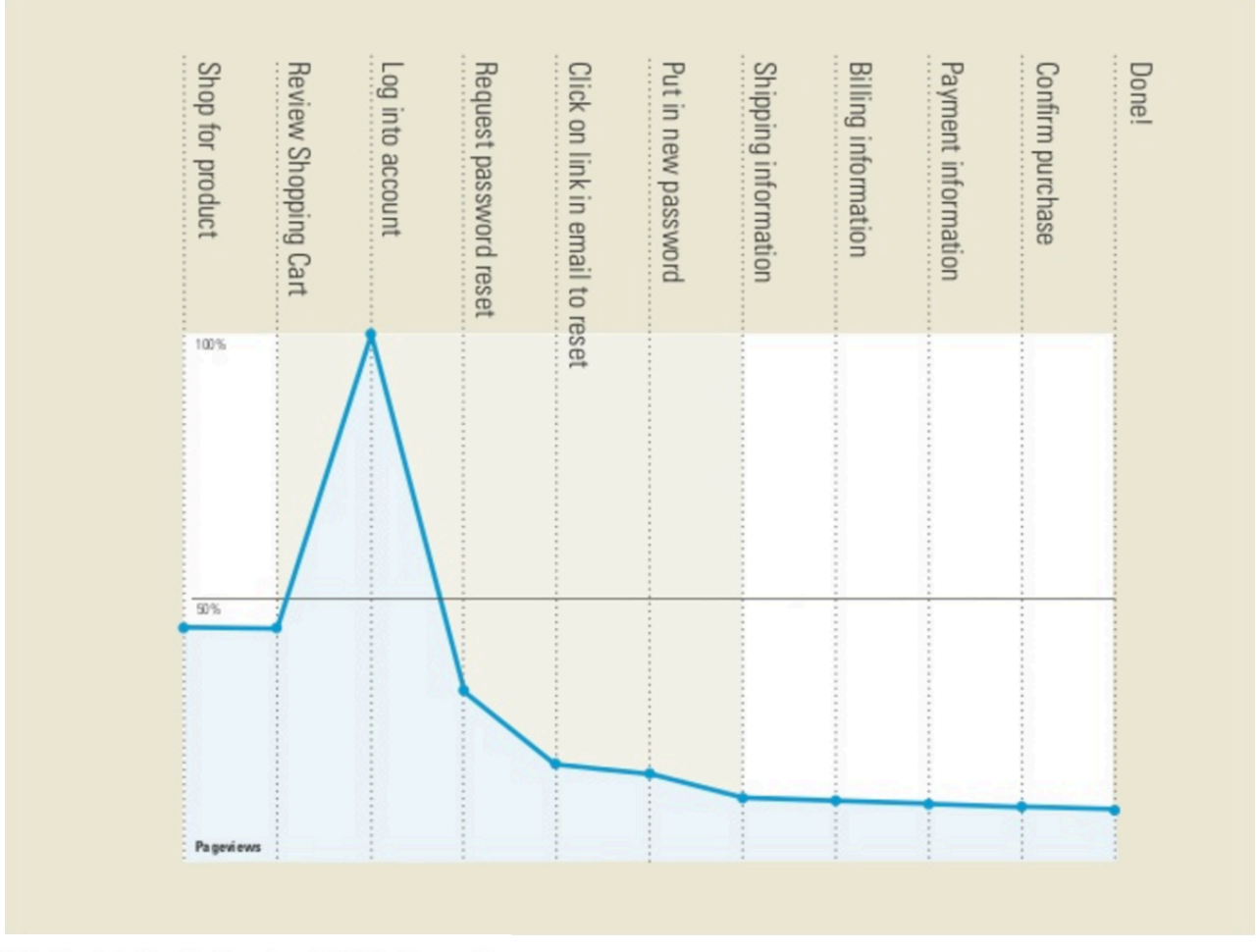
- **Who** are the users?
- **Why** are we doing it?
- **What** improvements do we want to make?
- What **goals** do we have for the end product?
- What are the **features** that will achieve those goals?
- **How will we measure our success?**

HOW DO WE MEASURE SUCCESS?

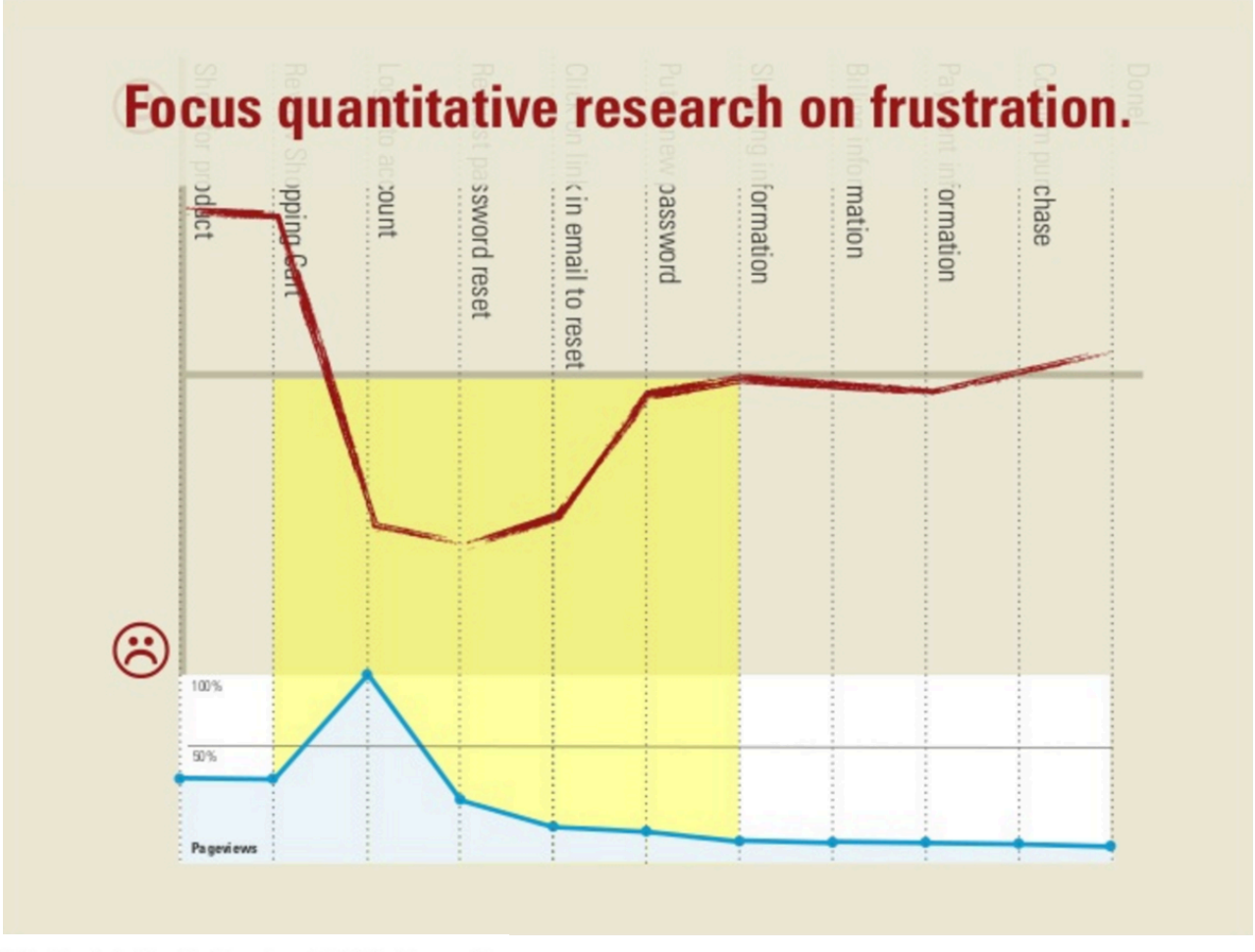
- Completion Rate
- Task Abandoment
- External Metrics
- UX Metrics



© Copyright 2015, User Interface Engineering. All Rights Reserved.



© Copyright 2015, User Interface Engineering. All Rights Reserved.



© Copyright 2015, User Interface Engineering. All Rights Reserved.

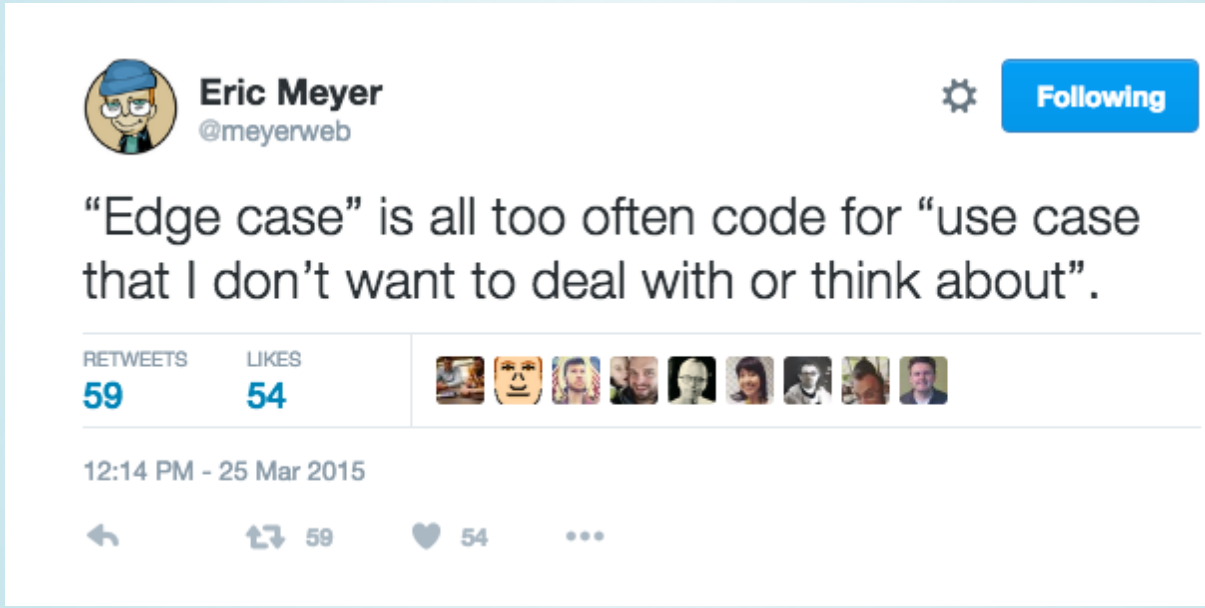
© Copyright 2015, User Interface Engineering. All Rights Reserved.

HOW DO WE MEASURE SUCCESS?

- Completion Rate
- Task Abandoment
- External Metrics
- UX Metrics

the process of enhancing user satisfaction by improving the usability, ***accessibility****, and pleasure provided in the interaction between the user and the product.*

- Wikipedia


Eric Meyer
@meyerweb
Following
“Edge case” is all too often code for “use case that I don’t want to deal with or think about”.
RETWEETS
59
LIKES
54
12:14 PM - 25 Mar 2015
59
54

David Storey @dstorey · 1 Oct 2015

"By designing for someone with a permanent disability, someone with a situational disability can also benefit."

1.8K 1.6K

the process of enhancing user satisfaction by improving the usability, accessibility, and ***pleasure*** *provided in the interaction between the user and the product.*

- Wikipedia

WIGGLE BREAK

UX IS NOT UI

USER INTERFACE DESIGN IS PROGRAMMABLE

- Visual Design
- Graphic Elements
- Interactivity

USER EXPERIENCE DESIGN IS A GOAL

- to enhance user satisfaction

IT'S NOT ABOUT YOU

WHO HAS TIME FOR UX?

KEEP IT SIMPLE, STUPID

- **Who** are the users?
- **Why** are we doing it?
- **What** improvements do we want to make?
- What **goals** do we have for the end product?
- What are the **features** that will achieve those goals?
- **How will we measure our success?**

CRUX

CAMPUS RESOURCES FOR USER EXPERIENCE DESIGN

crux-ucsd.slack.com

REAL LIFE EXAMPLES

UX IS A MINDSET...

SO THINK ABOUT IT!

HOMEWORK

In the next week,

talk to someone who uses a product you've created.

THANKS!

Katie Lee

UX Lead, Division of Biological Sciences, UC San Diego

katielee@ucsd.edu

@katiedangerlee

crux-ucsd.slack.com