Elements of User Experience Design

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libraryux.wordpress.com
bit.ly/jmu-ux
Elements of User Experience

Concept, Execution, Assessment

- **User Requirements**
  site objectives and needs assessment

- **Usability**
  ease of use assessment and refinement

- **User Experience Design**
  site design and site architecture

- **Content Strategy**
  content inventories, templates, messaging
What is User Experience?

User Experience employs user research and user-centered design methods to holistically craft the structure, context, modes of interaction, and aesthetic and emotional aspects of an experience in order to facilitate satisfaction and ease of use.
User Requirements

What Do We Want to Know?

Organizational and Scholarly Objectives

User Objectives
User Requirements

Tools for Understanding User Needs

- **Focus Groups**
  strengths, weakness, and priorities

- **Surveys**
  general user info (problems, not solutions)

- **Competitive Testing**
  best practices for a specific problem

- **Card Sorting**
  section groupings and system architecture

- **Analytics**
  current use patterns and popularity
Design Principles

Short & often abstract concepts, based on assessment data, that will drive design.

Example Principles (from Virgo)

- Separate search streams
- Re-think “home”
- Easy decisions first
User Experience Design
**What is it?**

**Software Interface vs. Hypertext System**

<table>
<thead>
<tr>
<th>Web as software interface</th>
<th>Concrete</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visual Design:</strong> graphic treatment of interface elements (the &quot;look&quot; in &quot;look-and-feel&quot;)</td>
<td>Visual Design</td>
<td>Visual Design</td>
</tr>
<tr>
<td><strong>Interface Design:</strong> as in traditional HCI: design of interface elements to facilitate user interaction with functionality</td>
<td>Interface Design</td>
<td>Interface Design</td>
</tr>
<tr>
<td><strong>Information Design:</strong> in the Tuftean sense: designing the presentation of information to facilitate understanding</td>
<td>Information Design</td>
<td>Information Design</td>
</tr>
<tr>
<td><strong>Interaction Design:</strong> development of application flows to facilitate user tasks, defining how the user interacts with site functionality</td>
<td>Interaction Design</td>
<td>Interaction Design</td>
</tr>
<tr>
<td><strong>Functional Specifications:</strong> &quot;feature set&quot;: detailed descriptions of functionality the site must include in order to meet user needs</td>
<td>Functional Specifications</td>
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</tr>
<tr>
<td><strong>User Needs:</strong> externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.</td>
<td>User Needs</td>
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</tr>
<tr>
<td><strong>Site Objectives:</strong> business, creative, or other internally derived goals for the site</td>
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<table>
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<tr>
<th>Web as hypertext system</th>
<th>time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visual Design:</strong> visual treatment of text, graphic page elements and navigational components</td>
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</tr>
<tr>
<td><strong>Navigation Design:</strong> design of interface elements to facilitate the user's movement through the information architecture</td>
<td>Navigation Design</td>
</tr>
<tr>
<td><strong>Information Design:</strong> in the Tuftean sense: designing the presentation of information to facilitate understanding</td>
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<td><strong>Content Requirements:</strong> definition of content elements required in the site in order to meet user needs</td>
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This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.
Prototype, Prototype, Prototype, Prototype
Finding the Right Balance

- Fidelity
- Interactivity
- Expediency

?
Designing User Experiences: Sketches & Storyboards

Expressing principles, foregrounding implementation

- **Sketching**
  idea generation, layouts, interaction design, collaborative thinking, experimentation

- **Storyboards**
  establishing narrative context

- **Simple tools**
  pens, pencils, whiteboards, post-its

- **Abstract methods**
  Conceptual sketching, mood boards

www.ugleah.com/ux-team-of-one/
Mood Boards

Take the full tour.

Create your free wedding website.

baby

soft

handmade

Our boy

sweet
Wireframes

Intentional inattention to detail
What's Included?
Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque. Full list.

Getting Started
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Next Steps
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global warming

New viewing: Catalog results  Switch to: All results  Article results  Start over

Results for "Global Warming" - 1 to 20 of 1,240

Format: Book  x
Library: Alderman  x

Previous  1  2  3  4  5  Next

Usual Virgo Stuff

Didn't find what you're looking for?  Search the catalog only  Search articles only  Start over  Elsewhere  Databases  Journal Finder  Subject Guides
Tools of the Trade

Wireframing

- Mockingbird  https://gomockingbird.com
- Balsamiq  http://balsamiq.com
- Cacoo  http://cacoo.com
- Axure  http://www.axure.com

Sharing

- ScreenGrab  http://www.screengrab.org
- Skitch  http://skitch.com
- InVision  http://www.invisionapp.com/
- CloudApp  http://getcloudapp.com/
Color Mock-ups
Pixel-perfect or work-in-progress?
Color Mock-ups

Pixel-perfect or work-in-progress?

Tools

- Good ol’ HTML & CSS
- Adobe Fireworks
- Adobe Photoshop or similar tools
Improving Designs
Predictability vs. Expressivity

Steve Krug

Don't Make Me Think

A Common Sense Approach to Web Usability

Foreword by Roger Black

Another example: On most bookstore sites, before I search for a book I first have to think about how I want to search.

**MOST BOOKSTORE SITES**

- Quick Search
  - Keyword
- Title
- Author
- Publisher

Let's see, "Quick Search." That must be the same as "Search," right?

Do I have to click on that drop-down menu thing?

All I know about the book is that it's by Tom Clancy. Is Clancy a keyword?

(What is a keyword, anyway?)

I guess I have to use the menu.

Clicks on the arrow

"Title. Author. Keyword." Oh, I want "Author."

Clicks "Author"

Types "Tom Clancy" Clicks "Search"
Predictability vs. Expressivity

Welcome to Anthem.

It’s not just insurance. It’s your key to health and wellness.
Predictability vs. Expressivity
Matters of Taste
and Best Practice

Layout – Typography – Color – Graphics

- Visual hierarchy & priority
- Clarity & consistency
- Contextual and universal standards
Eyes on the Horizon, 
Feet on the Ground.

One Body, Many Heads

Hydra is a Community

Hydra is a large, multi-institutional collaboration. The project gives like-minded institutions a mechanism to combine their individual repository development efforts into a collective solution with breadth and depth that exceeds the capacity of any single institution to create, maintain or enhance on its own. The motto of the project’s partners is “if you want go fast, go alone. If you want to go far, go together.”

Hydra is a Technical Framework

Hydra is an ecosystem of components that lets institutions deploy robust and durable digital repositories (the body)

News & Events

Hydra at OR11
From June 8th through June 11th, you can find numerous Hydra partners and developers at the Open Repositories Conference on the campus of the University of Texas in Austin, TX. Public events include: Tuesday, June 7th, 2-4pm: LibDevConX mini: An Introduction to Hydra and the Read More...

Get Involved

- Hydra on Github
- Hydra Wiki
- Hydra JIPA
- Hydra Continuous Integration
Design Tools

- 960 Grid System
  960.gs

- Twitter Bootstrap
  twitter.github.com/bootstrap

- Adobe Kuler
  kuler.adobe.com

- Elements of Typographic Style Applied to the Web
  webtypography.net
Information Architecture

Contexts, navigation, narratives, and goals.

- **Personae**
  profiles of archetypal system users, based on survey or analytics data

- **Site maps**
  visual representations of the site’s structure

- **User stories**
  short tales of discrete tasks

- **Things we already use**
  Storyboards, card sorting activities, analytics
The Inevitable Argument

Why can’t we do it this way?

- Ask for problems, not solutions
- Allow every expert his or her expertise
- Tell the whole story
  - Align principles with implementation
  - Proactively reinforce design decisions
  - Keep focus on user and organizational goals

Assessment > research > theory > genius
Read on!

- UX Myths
  uxmyths.com

- UIE Brain Sparks
  www.uie.com/brainsparks

- Alertbox
  www.useit.com/alertbox

- A List Apart
  www.alistapart.com

- Smashing Magazine UX
  uxdesign.smashingmagazine.com
Thanks!

- The Role of Assessment
- User Studies & Usability
- User Experience Design

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