UX IS A MINDSET

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SO, WHAT IS USER EXPERIENCE DESIGN?
what is user experience design

the experience

the User Context

visual design
interaction design
information architecture
development
technology
content/media
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

Software Life Cycle

- Analysis
- Design
- Development and Testing
- Implementation
- Documentation
- Evaluation

Design comps wireframes
AGILE DEVELOPMENT

Software Life Cycle

Analysis
Design
Development and Testing
Implementation
Documentation
Evaluation

rapid
dynamic
prototyping
LEAD TO BETTER FINAL DESIGNS

STUDENT LAB SAFETY ASSESSMENT

Ready to test your knowledge?
You will now take a quiz to test your knowledge of the information you have just read.

80% or higher, 30 minutes or less
You will have 30 minutes to answer 22 questions, and must score 80% to pass

Each assessment is different
The questions are randomly drawn from a pool. Keep in mind that you will not be able to check the training materials while you have an assessment in progress.

Re-take as needed
You can re-take the assessment as many times as you need to (there’s a one-hour waiting period between attempts)

☐ I, Kathleen Lee, understand that this is a closed-book assessment, and I am to complete it without the help of others

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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 Abandonment
- External Metrics
- UX Metrics
Customer journey map

- Searching for a hotel
- Reviewing the property
- Reviewing room rates
- Start booking
- Guest information
- Billing information
- Payment information
- Confirm booking
- Done
Focus quantitative research on frustration.
$300,000,000

Qualitative usability research
+ Quantitative custom metrics

Most important custom metric:
Unrealized shopping cart value from password issues.
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- Wikipedia
“Edge case” is all too often code for “use case that I don’t want to deal with or think about”.

Eric Meyer
@meyerweb

12:14 PM - 25 Mar 2015

59 Retweets 54 Likes
“By designing for someone with a permanent disability, someone with a situational disability can also benefit.”
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?
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?

KEEP IT SIMPLE, STUPID
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!

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🐦 @katiedangerlee

⚡️ crux-ucsd.slack.com