UX, UI, Product Design

for mobile app development

UX IS NOT UI

HOW UX WANTS TO BE SEEN	HOW UX IS TYPICALLY SEEN
Field research	Field research
Face to face interviewing	Face to face interviewing
Creation of user tests	Creation of user tests
Gathering and organizing statistics	Gathering and organizing statistics
Creating personas	Creating personas
Product design	Product design
Feature writing	Feature writing
Requirement writing	Requirement writing
Graphic arts	Graphic arts
Interaction design	Interaction design
Information architecture	Information architecture
Usability	Usability
Prototyping	Prototyping
Interface layout	Interface layout
Interface design	Interface design
Visual design	Visual design
Taxonomy creation	Taxonomy creation
Terminology creation	Terminology creation
Copywriting	Copywriting
Presenting and speaking	Presenting and speaking
Working tightly with programmers	Working tightly with programmers
Brainstorm coordination	Brainstorm coordination
Design culture evangelism	Design culture evangelism

www.uxisnotui.com

https://www.nngroup.com/articles/design-thinking/

Empathize

Research Methods

Qualitative:

- Interviews
- Observation

Quantitative:

- Survey

User Interviews

Contextual Inquiry: users are first asked a set of standard questions and then observed and questioned while they work in their own environments

Recommended structure: 1 interviewer, 1 note taker, audio recording

Focus on concrete facts, user motivation and feelings

“Could you describe the last time you...?”

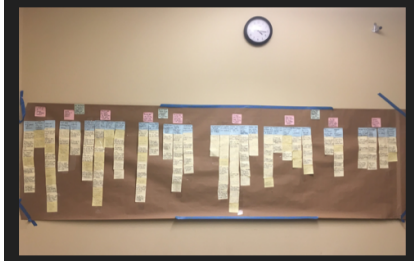
Better for exploring and gaining a broad understanding of a set of users & activities

What to ask

- Background (such as ethnographic data)
- The use of technology in general
- The use of the product
- The user’s main objectives and motivations
- The user’s pain points

How to conduct user interviews: https://www.interaction-design.org/literature/article/how-to-conduct-user-interviews

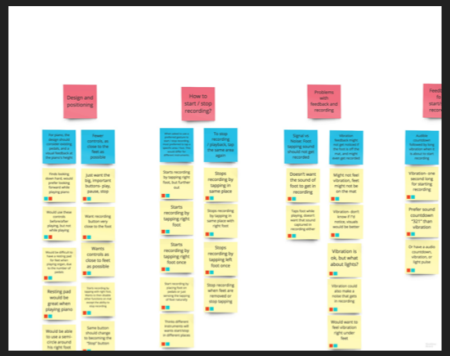
Qualitative Data Analysis: Affinity Mapping



Mural, Realtime Board

- Write your observation, interview notes down on yellow notes (add tags if necessary)
- Each note should be **one statement**
- Group notes into columns by their natural relationships
- Summarize each column with a statement on blue notes as column headers
- Group columns into larger clusters and summarize with statements on pink notes
- Further group the clusters into larger themes and name them with green notes (green notes can just be loose themes instead of summarizing assertions)
- What you write on blue and pink notes are most important, they are key insights from your data

Affinity Mapping with Realtime Board



SI 612 Fall 2017 Musi - Anand Doshi, Chelsea Miller, Wei Cai, Shu Zhou

Surveys

A systematic way to gather quantitative data about a population via sampling

Things to measure:

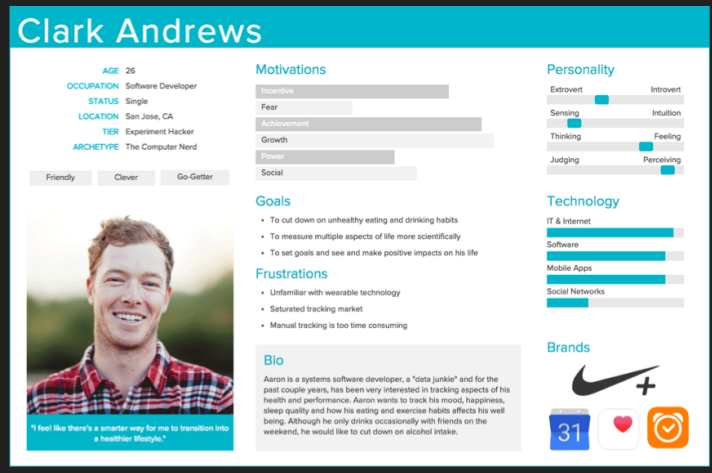
Factual (characteristics), Attitude, Behavior

Better for making strong claims about narrow phenomena

Persona

“Never ever think you are the user”

3 is enough



Define

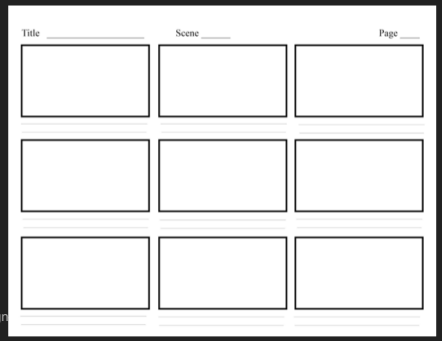
Scenarios, Storyboarding

Start with text and arrows

Add emotion 😆😝😞😠

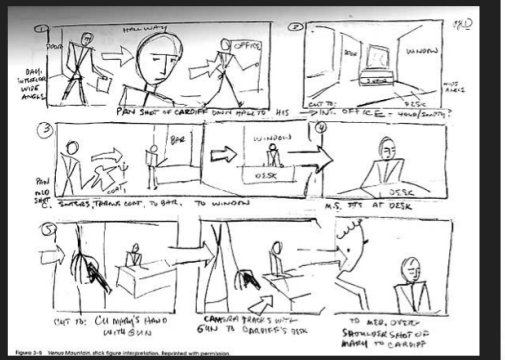
Turn each step into a storyboard frame

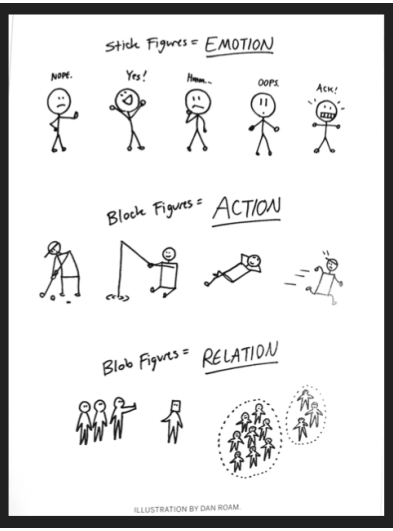
Design a clear outcome



Storyboarding in UX Design: https://uxplanet.org/storyboarding-in-ux-design

Don’t be afraid of sketching





https://accad.osu.edu/womenandtech/Storyboard%20Resource/

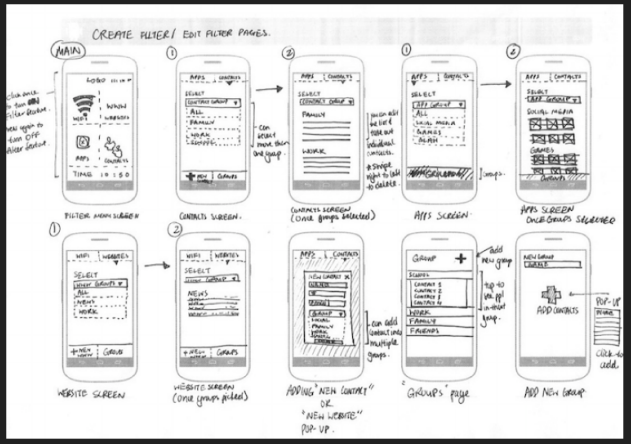
Book: Creative Confidence

Ideate & Prototype

Brainstorming and Sketching

The more the better

Sketches are meant to be messy



https://www.uxpin.com/studio/blog/practical-look-using-wireframes/

Paper prototype

Cheap

Lo-fidelity

Good for testing general ideas and features

[Demo]

Digital Design

Sketch

Adobe Illustrator, photoshop

Digital Prototyping

Powerpoint / Keynote [magic move]: https://vimeo.com/100377108

Invision

Proto.io

Animation:

Principle

Form

Framer: Uses coffee script, full control of animation and interactions

Hybrid Tools

Figma

Marvel

Demo

Usability Testing

Design scenarios

Write down your key question

Write pre-test questions (demographic, behavioral, etc.) and debriefing questions (overall impression, specific interactions)

Write a script which includes asking users if you can video record

Ask users to “think aloud”

Color

Usually one primary, one accent is sufficient

Try to introduce as few colors as possible

Color contrast is important

Material color picker

Typography

Pick one typeface

Design a type hierarchy and stick to it

More Resources

The iOS Design Guidelines
Apple Human Interface Guidelines

Google Material Design

User Research vs Comparative Analysis

Research:

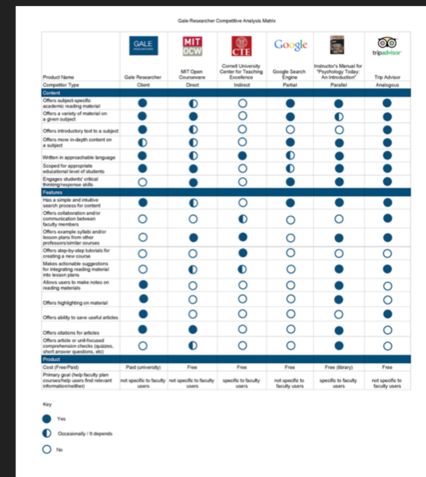
- Why people use competitors' products
- What they like, dislike
- How people use competitors' products
- How many people in a population use different products
- Are people using multiple products at once
- How do people perceive the products

User Research vs Comparative Analysis

Analysis:

- Involves "research" in the form of learning about various products
- Reading about them
- Using them (when possible)
- Reading what others (including users) have said

- Product hunt



Gale Researcher Competitive Analysis Matrix

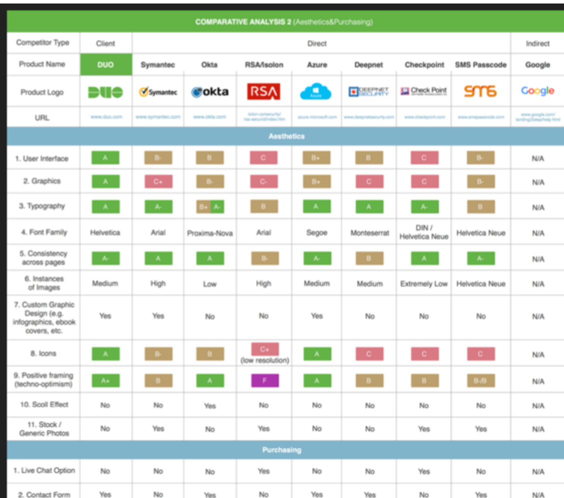
Product Name	Gale Researcher	MIT Open Courseware	Cornell University Center for Teaching Excellence	Google Search Engine	Instructor's Manual for "Psychology Today: An Introduction"	Trip Advisor
Competitor Type	Client	Direct	Indirect	Partial	Parallel	Analogous
Content						
Offers subject-specific academic reading material	●	◐	○	●	●	●
Offers a variety of material on a given subject	●	●	○	●	◐	●
Offers introductory text to a subject	●	◐	○	○	○	●
Offers more in-depth content on a subject	◐	◐	○	●	●	●
Written in approachable language	●	◐	●	◐	●	●
Scoped for appropriate educational level of students	●	●	○	◐	●	●
Engages students' critical thinking/response skills	○	●	○	●	●	●
Features						
Has a simple and intuitive search process for content	●	◐	○	●	●	●
Offers collaboration and/or communication between faculty members	○	○	◐	○	○	●
Offers example syllabi and/or lesson plans from other professors/similar courses	○	●	●	○	●	●
Offers step-by-step tutorials for creating a new course	○	○	●	○	○	○
Makes actionable suggestions for integrating reading material into lesson plans	○	◐	◐	○	●	●
Allows users to make notes on reading materials	●	○	○	○	●	○
Offers highlighting on material	●	○	○	○	●	○
Offers ability to save useful articles	●	○	○	○	○	●
Offers citations for articles	●	●	○	○	●	○
Offers article or unit-focused comprehension checks (quizzes, short answer questions, etc)	○	◐	○	○	●	○
Product						
Cost (Free/Paid)	Paid (university)	Free	Free	Free	Free (library)	Free
Primary goal (help faculty plan courses/help users find relevant information/neither)	not specific to faculty users	not specific to faculty users	specific to faculty users	not specific to faculty users	specific to faculty users	not specific to faculty users

Key

● Yes

◐ Occasionally / It depends

○ No



COMPARATIVE ANALYSIS 2 (Aesthetics&Purchasing)

Competitor Type	Client	Direct							Indirect
Product Name	DUO	Symantec	Okta	RSA/Isolon	Azure	Deepnet	Checkpoint	SMS Passcode	Google
Product Logo									
URL	www.duo.com	www.symantec.com	www.okta.com	[illegible]	azure.microsoft.com	www.deepnetsecurity.com	www.checkpoint.com	www.smspasscode.com	www.google.com/landing/2step/help.html
Aesthetics									
1. User Interface	A	B-	B	C	B+	B	C	B-	N/A
2. Graphics	A	C+	B-	C-	B+	C	C	B-	N/A
3. Typography	A	A-	B+ A-	B	A	A	A-	B	N/A
4. Font Family	Helvetica	Arial	Proxima-Nova	Arial	Segoe	Monteserrat	DIN / Helvetica Neue	Helvetica Neue	N/A
5. Consistency across pages	A-	A	A	B-	A-	B	A	A-	N/A
6. Instances of Images	Medium	High	Low	High	Medium	Medium	Extremely Low	Helvetica Neue	N/A
7. Custom Graphic Design (e.g. infographics, ebook covers, etc.	Yes	Yes	No	No	Yes	No	No	No	N/A
8. Icons	A	B-	B	C+ (low resolution)	A	C	C	C	N/A
9. Positive framing (techno-optimism)	A+	B	A	F	A	B	B	B-/B	N/A
10. Scoll Effect	No	No	Yes	No	No	No	No	No	N/A
11. Stock / Generic Photos	No	Yes	No	Yes	No	No	Yes	Yes	N/A
Purchasing									
1. Live Chat Option	No	No	No	Yes	No	No	Yes	No	N/A
2. Contact Form	Yes	No	Yes	No	Yes	Yes	No	Yes	N/A

http://amybennett.info