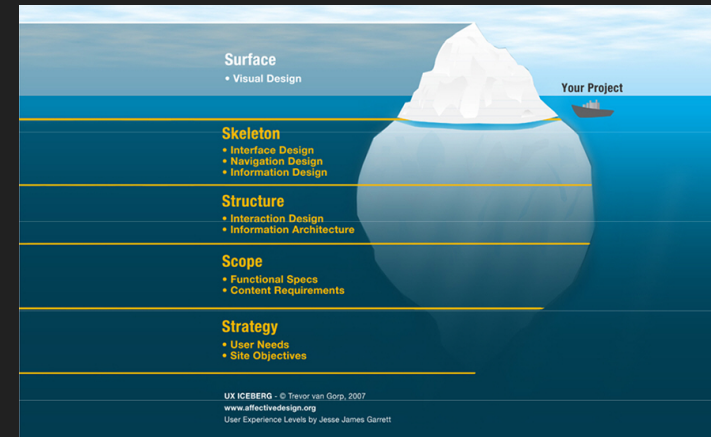


UX, UI, Product Design

for mobile app development



UX IS NOT UI

HOW UX WANTS TO BE SEEN

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

HOW UX IS TYPICALLY SEEN

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www.uxisnotui.com

http://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



- Write your observation, interview notes down on sticky notes
- Each note is one statement
- Group notes into columns by affinity
- Summarize each column with a statement
- Group the summaries into larger themes

[Mural](#), [Realtime Board](#)

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

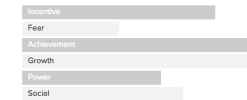
Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

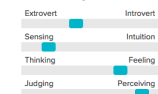
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology

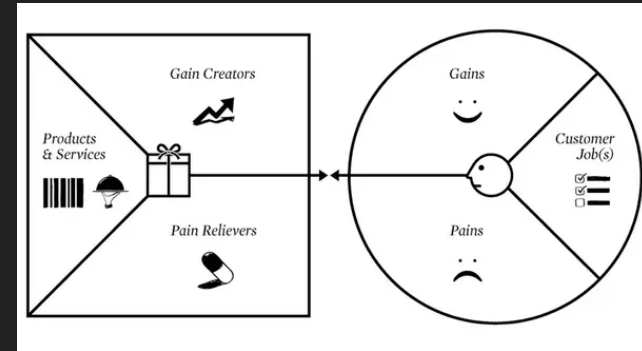


Brands



Define

Value Proposition Canvas



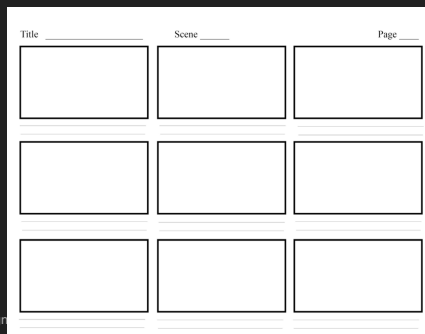
Scenarios, Storyboarding

Start with text and arrows

Add emotion 😊 😞 😠 😡

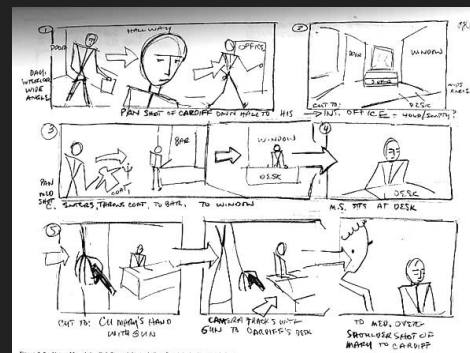
Turn each step into a storyboard frame

Design a clear outcome

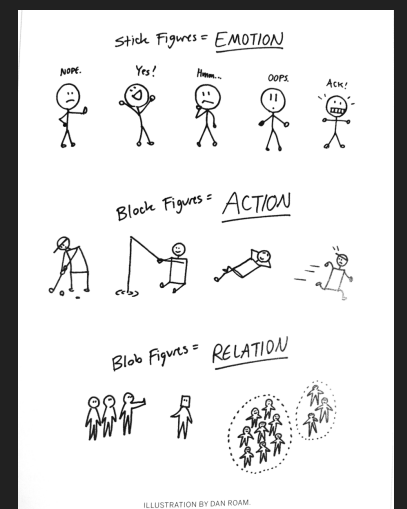


Storyboarding in UX Design: <https://uxplanet.org/storyboarding-in-ux-design>

Don't be afraid of sketching



<https://accad.osu.edu/womenandtech/Storyboard%20Resource/>
Book: Creative Confidence

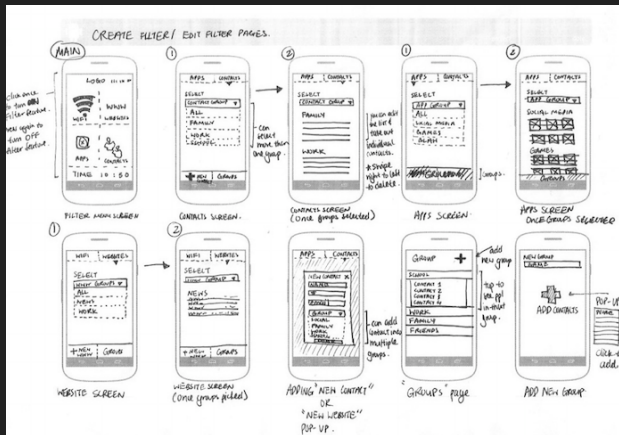


Ideate & Prototype

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](#)



Rapid Prototyping

Part 1: Paper Prototyping

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 font

Design a type hierarchy and stick to it



More Resources

[The iOS Design Guidelines](#)

[Material Design](#)