UX DESIGN

USER EXPERIENCE DESIGN

Steven Moore

USER EXPERIENCE

DESIGNER

Content

- (UXD) User Experience Design defined
- Why UX Design matters
- Who gains the most from UX Design
- A typical UX Design Team
- The 5 planes of UX
- UX Design process defined
- Process variables

User Experience Design Defined

USER EXPERIENCE DESIGN (UXD)

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

A **positive** user experience results when the **goals** of the user and the organization that created the product are met.
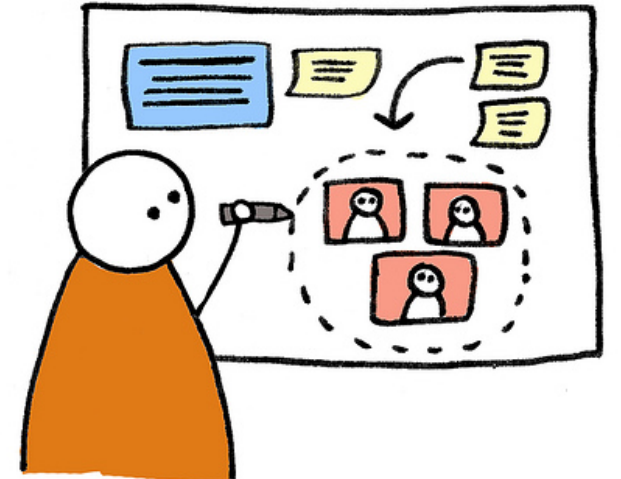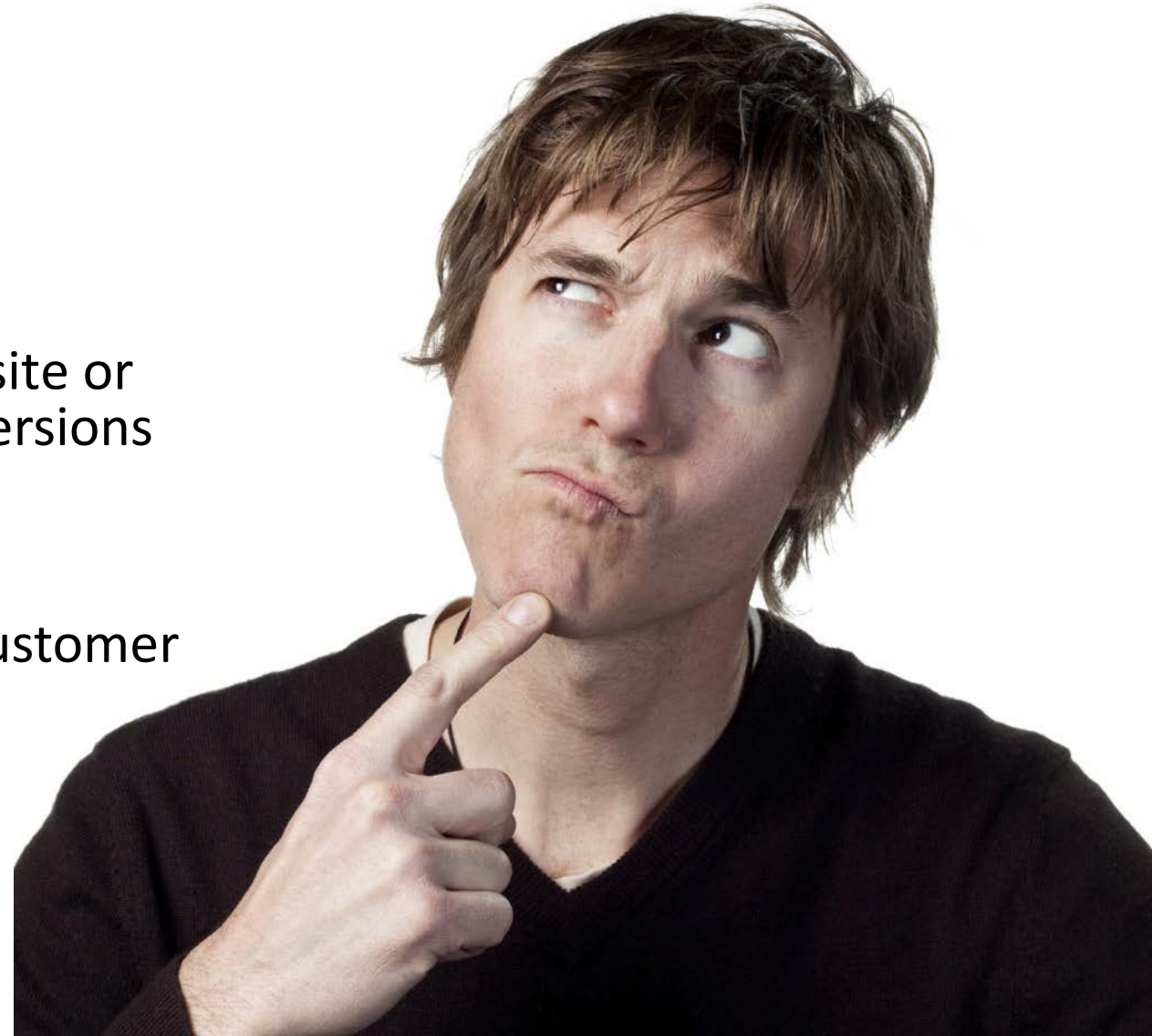
Why UX Matters

WHAT CAN BE GAINED FROM THIS?

A good user experience will:

- Positively effect how they feel about your site or product which will increase sales and conversions

- Increase repeat visits from your users and encourage recommendations to others

- Reduces support costs – generate higher customer satisfaction – improved brand perception

Who gains the most from UX Design?

WHO NEEDS THIS?

- Teams that are building complex rich web apps and Ecommerce sites with transactional elements

- START -UPS with few wearing many hats

- Existing professionals who want to integrate UX into their projects

- Any stakeholders involved in any applicable project will learn techniques that will help them work more effectively

Typical UX Design Team

UX TEAM

Multiple disciplines

- **Experience Director**
  Converts business strategies to UX Design solutions (working with team)

- **Content Strategists**
  Determines content for a particular initiative

- **Visual Designer**
  Develops color pallets, buttons and other elements

- **Information Architects**
  Creates taxonomies, user flows and schematics

- **Front-end Developers**
  Coding the front-end using html, Drupel, WordPress etc.

- **Usability Specialist**
  Uses tools and tasks to determine site usability. Is the site usable and what are the issues?

- **User Testing Moderators**
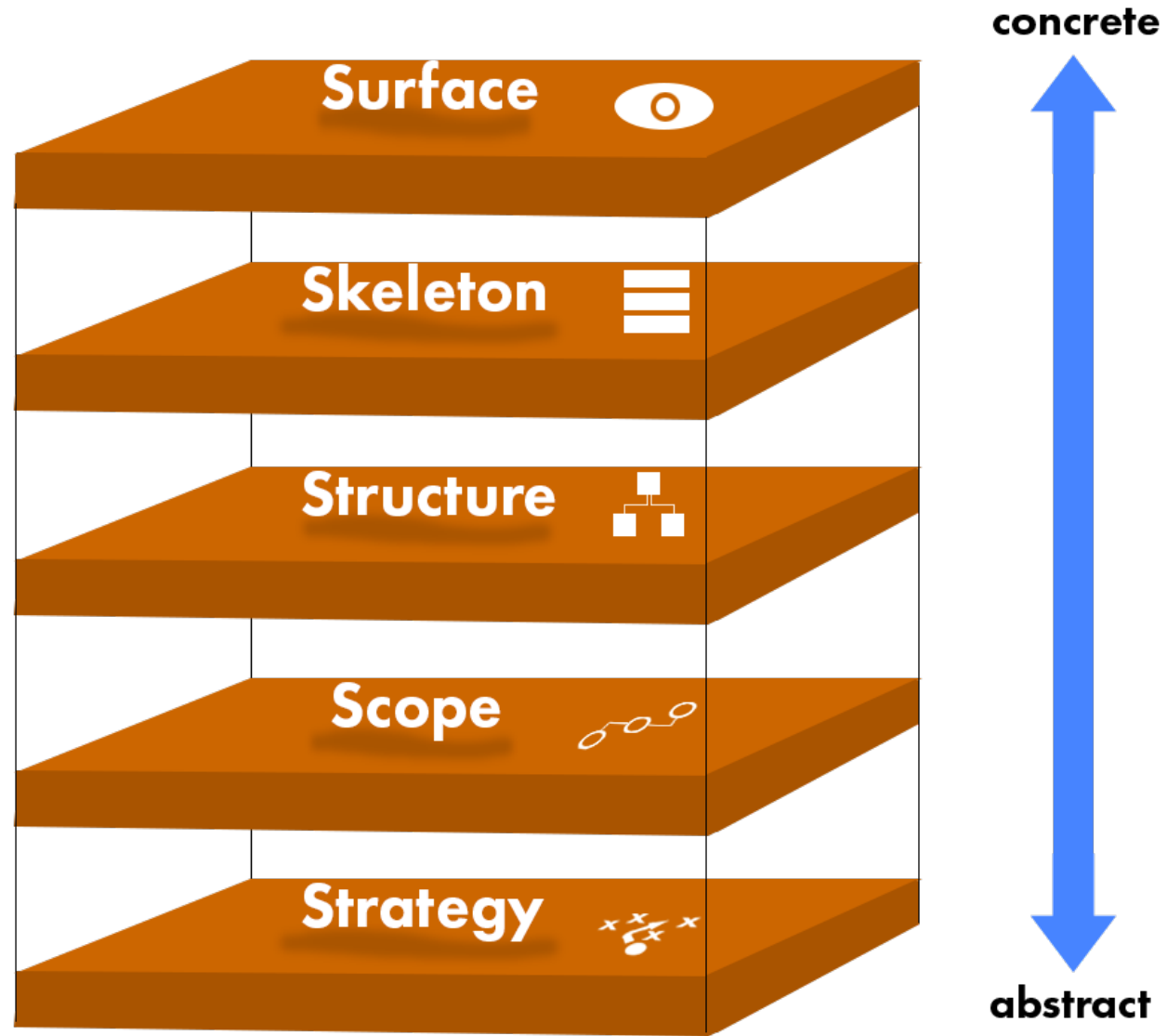 Works with test team to gather user test data
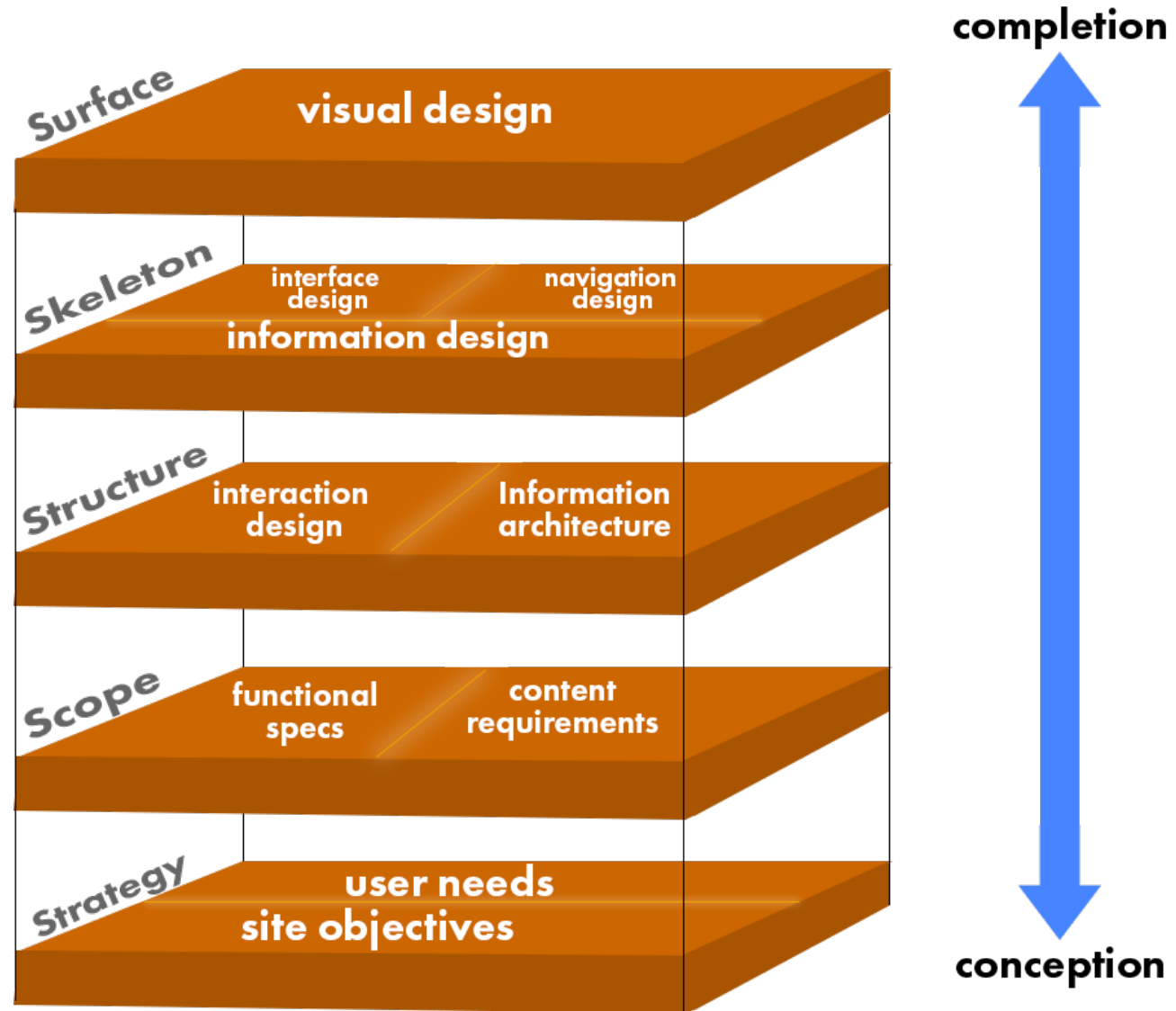
The 5 Planes of UX DESIGN

The 5 planes of UX

The 5 planes of UX

completion

Surface
visual design

Skeleton
interface design   navigation design
information design

Structure
interaction design   Information architecture

Scope
functional specs   content requirements

Strategy
user needs
site objectives

conception

The 5 planes of UX

STRATEGY

- What is the big goal or purpose?
- Define what the users want
- Define what the business wants

The 5 planes of UX

SCOPE

- The migration of strategy into requirements
- Developing tasks and user stories – what tasks should users be able to accomplish to help them reach their goal
- Knowing the user and providing the right tasks will effect profit
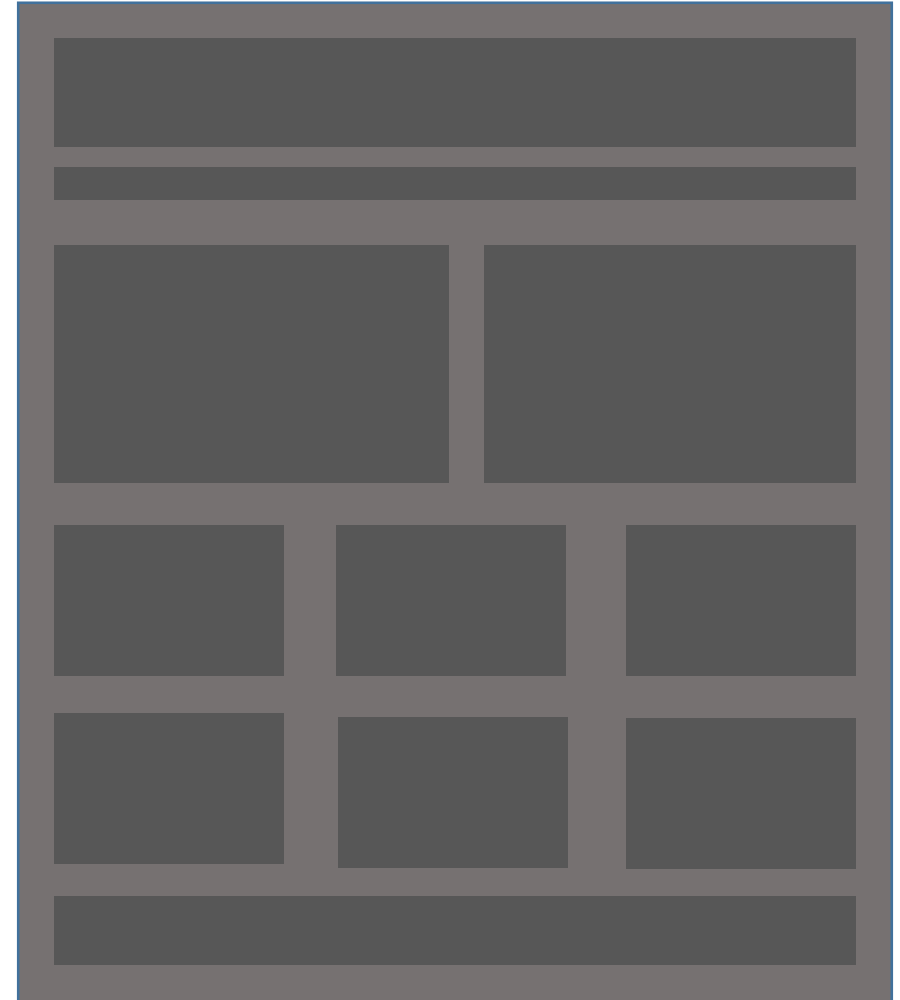
The 5 planes of UX

STRUCTURE

- This is where we start to develop the taxonomy
- How do all the pieces start to fit together and behave?
- How does the user find what they're looking for in an intuitive way?
- What's the flow of actions and interactions?
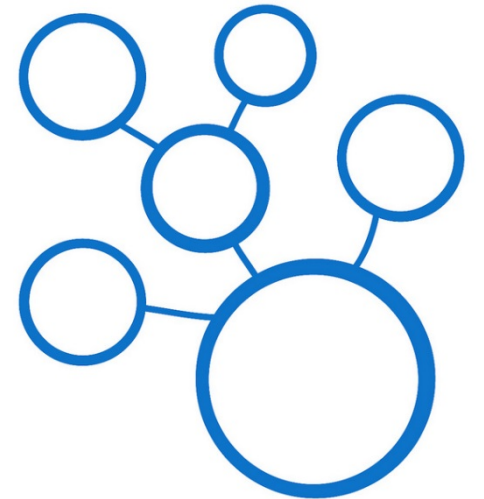
# The 5 planes of UX

SKELETON

- This is where we solidify the structure – what elements how are they positioned?
- How much copy is there?
- What types of call to actions are there?
- Wire-frames are "blueprints" for a site and are void of design
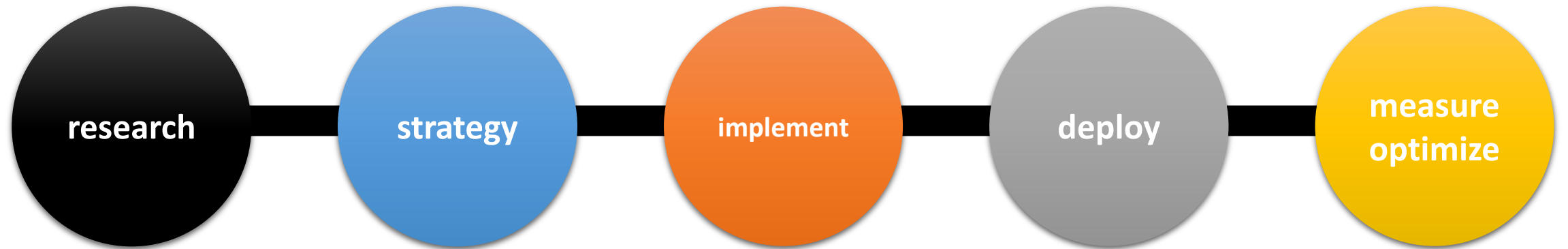
The 5 planes of UX

SURFACE

- Visual interface layer that ties all the other components together
- Content and tone
- Color and typeface
- Brand and personality
- Imagery … buttons…
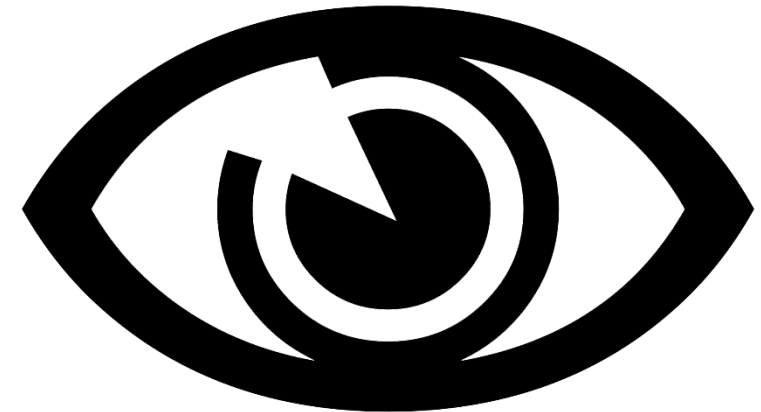
UX Design Process Defined

UX PROCESS

UX PROCESS

Analyze customer and User behaviors and goals
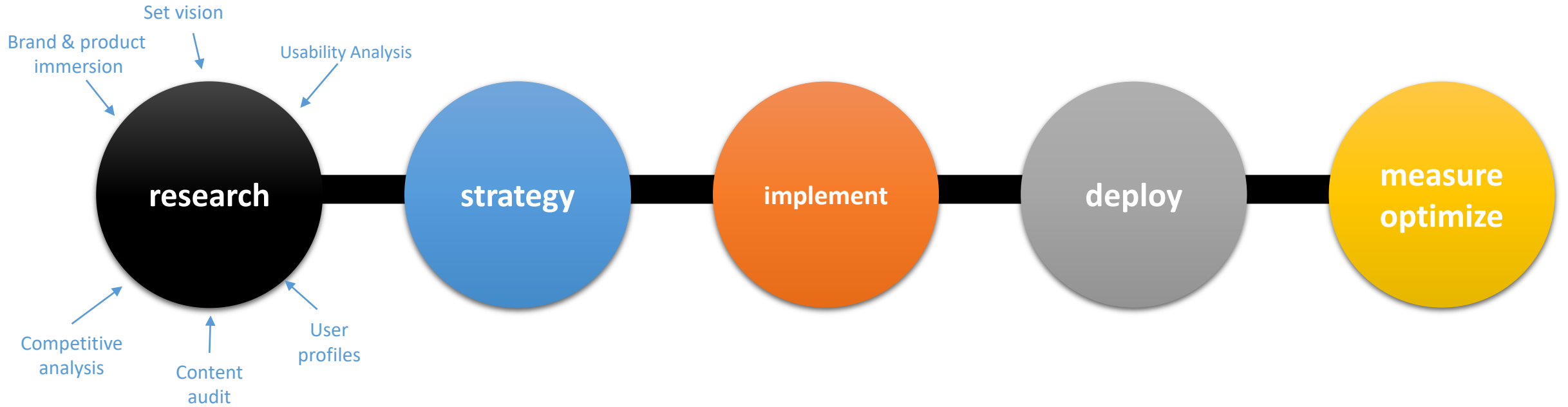
Set vision

Brand & product immersion

Usability Analysis

research   **strategy**   **implement**   **deploy**   **measure optimize**

Competitive analysis

Content audit

User profiles

UX PROCESS

Analyze customer and User behaviors and goals

Translating strategic vision Into requirements

Prototype, iterate build and design

Ideation working sessions

UX strategy

Requirements gathering

Set vision

Development

Storyboarding

Brand & product immersion

Usability Analysis

research

strategy

implement

deploy

measure optimize

Competitive analysis

Content audit

User profiles

User flows, stories & tasks

Persona development

Visual design

Prototypes / concepts

Information architecture

UX PROCESS

Analyze customer and User behaviors and goals

Translating strategic vision Into requirements

Prototype, iterate build and design

Test, review and launch

Ideation working sessions

Set vision

UX strategy

Requirements gathering

Development

Brand & product immersion

Usability Analysis

Storyboarding

Beta testing

Review objectives

research

strategy

implement

deploy

measure optimize

Competitive analysis

User profiles

Persona development

Visual design

User interviews

Usability testing

Content audit

User flows, stories & tasks
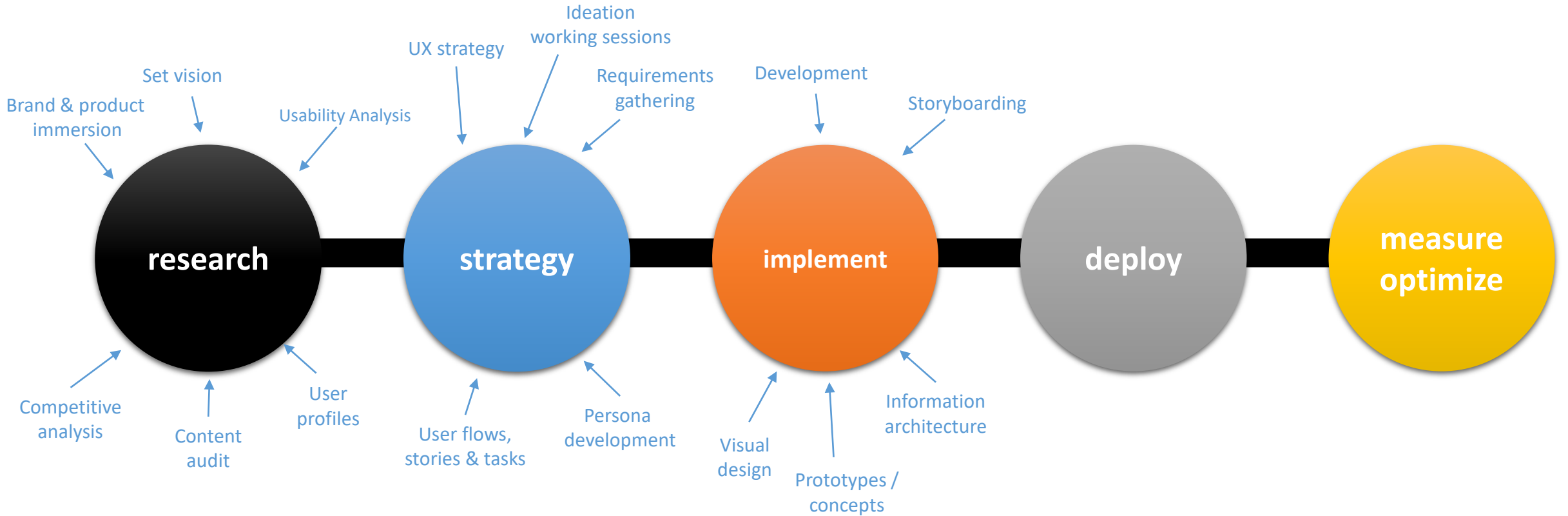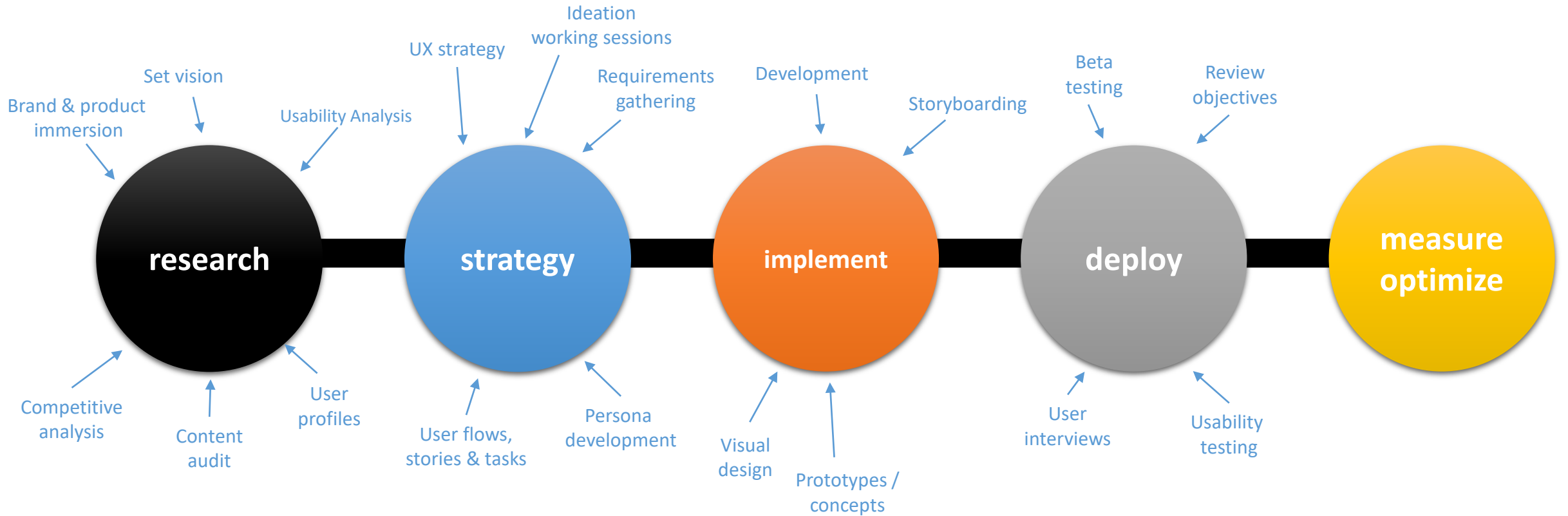
Prototypes / concepts

UX PROCESS

Analyze customer and User behaviors and goals

Translating strategic vision Into requirements

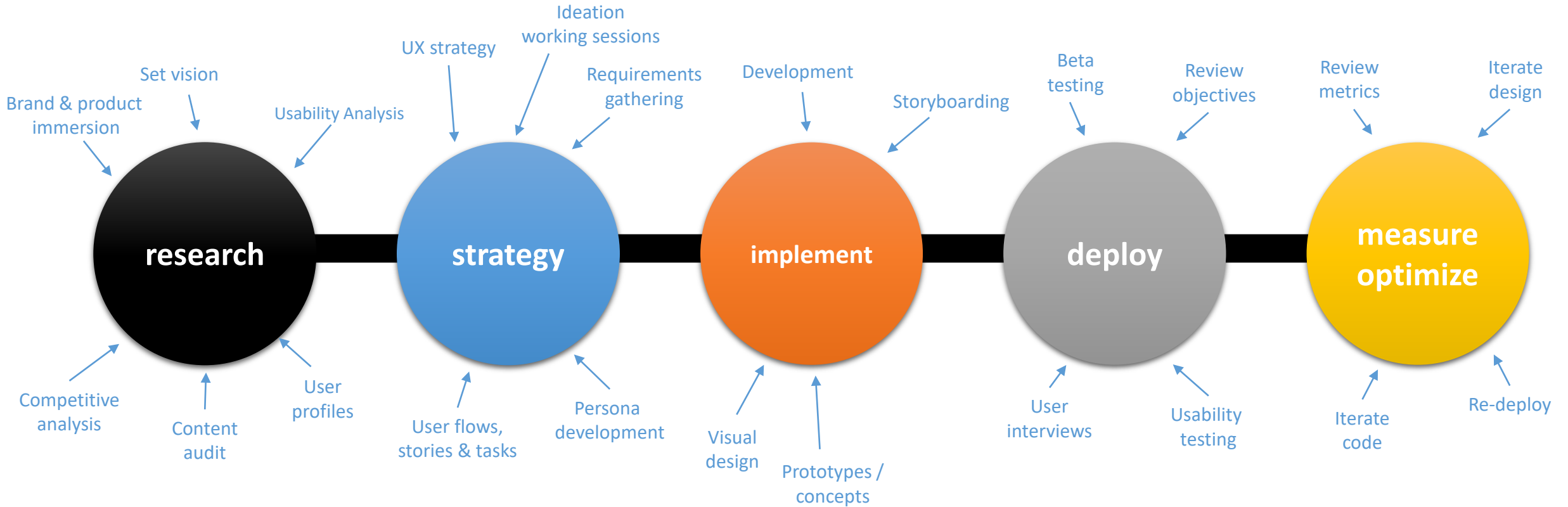**Prototype, iterate build and design**

Test, review and launch

Measure, iterate and re-deploy

Brand & product immersion

Set vision

Usability Analysis

UX strategy

Ideation working sessions

Requirements gathering

Development

Storyboarding

Beta testing

Review objectives

Review metrics

Iterate design

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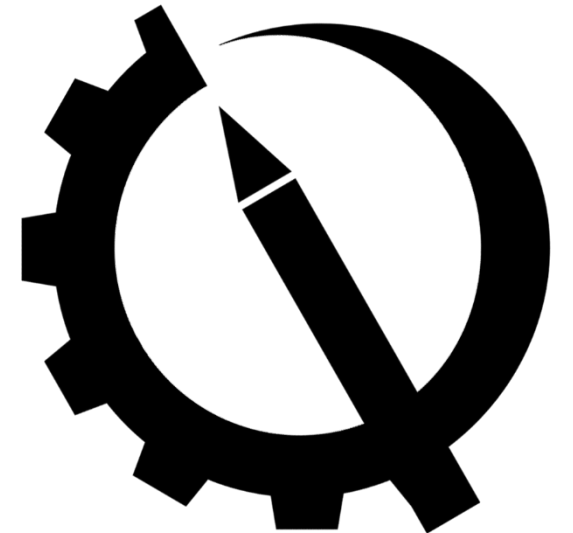Prototypes / concepts

User interviews

Usability testing

Iterate code

Re-deploy

Process Varies

Depending on the type of project the process will be slightly different

- **Depends on**
  - Type of experience
    - Service
    - Product
    - Digital
- **Terminology differs**
  - Research sometimes called Analysis
- **Varied approach**
  - Some tools used, some not so much
  - New site vs. existing site

Sources

Listed below are the sources for the content provided in this presentation

- *Jesse James Garrett, Elements of the User Experience excerpt from Chapter 2 - Meet the Elements (22-23)The Five Planes*
  By Jesse James Garrett

- *Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition*
  by Steve Krug

THE END

Thank you for reviewing this content. It is my hope that you find it useful and that it may provide some help on your next project.

I can be contacted at steve@stevewmoore.com

Best wishes!