

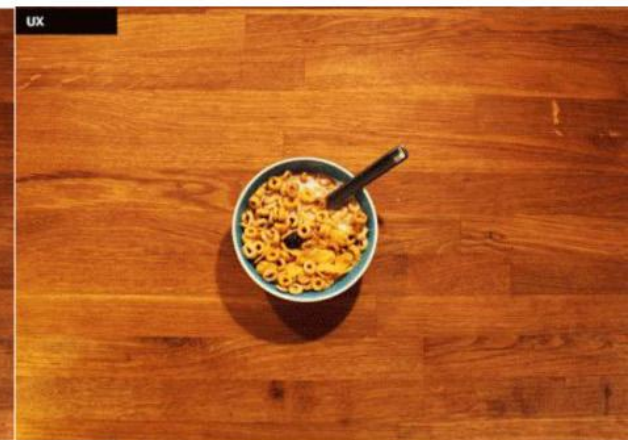
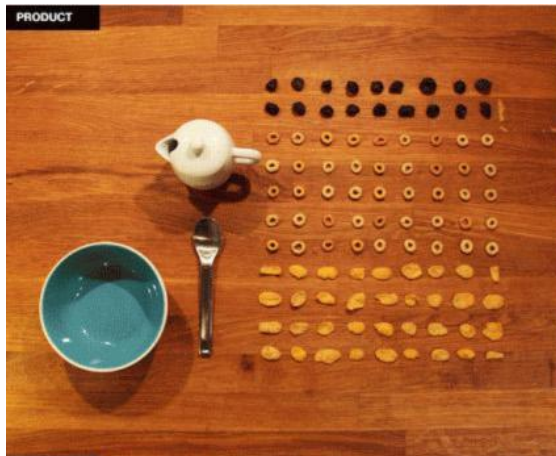


User Experience

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Version 1.0.0

Quick Analogy

- Products
- User interface
- User Experience



Quick Example of UX : UPS

The image displays two overlapping browser windows from the UPS website. The background window shows a dropdown menu with a list of countries and their languages, including Sweden - Swedish, which is highlighted. The foreground window shows the tracking page for a package with tracking number 1Z9R717Y0394709195. The page is in Swedish and indicates the package is 'Levererad' (Delivered) on Tuesday, August 11, 2015, at 13:15. The delivery location is 'Veranda'. The carrier is 'UPS Ground'. A yellow arrow button labeled 'Fortsätt' (Continue) is visible at the bottom. The page also includes a search bar, navigation tabs, and a footer with copyright information.

Shipping, Freight, Log...
www.ups.se

St. Eustatius - English
St. John - English
St. Kitts and Nevis - English
St. Lucia - English
St. Maarten - English
St. Thomas - English
St. Vincent and the Grenadines - English
Suriname - English
Swaziland - English
Sweden - Swedish
Sweden - English
Switzerland - English
Switzerland - German
Switzerland - French
Syria - English
Taiwan - Chinese
Taiwan - English
Tajikistan - English
Tanzania - English
Thailand - English
Select your location

Remember this

Copyright © 1994-2015 United States Postal Service
Web Site Terms of Use

UPS: Sökningsinform...
wwwapps.ups.com/WebTracking/track?track=yes&trackNums=1Z9R717Y0394709195&loc=sv_se

Sverige
Ny användare | Logga in | Byter språk | Sök

Min UPS | Sända | Sökning | Frakt | Platser | Support | UPS Solutions

Sändningsnummer Sök [Logga in](#) för ytterligare sökningsinformation. Andra sökningsalternativ

Sökningsdetaljer

1Z9R717Y0394709195 Uppdaterad: 21.08.2015 9:27 Östkusttid

Levererad ✓

Levererade den:
tisdag, 11.08.2015 på 13:15

Lämnad vid:
Veranda
[Leveransbekräftelse](#)

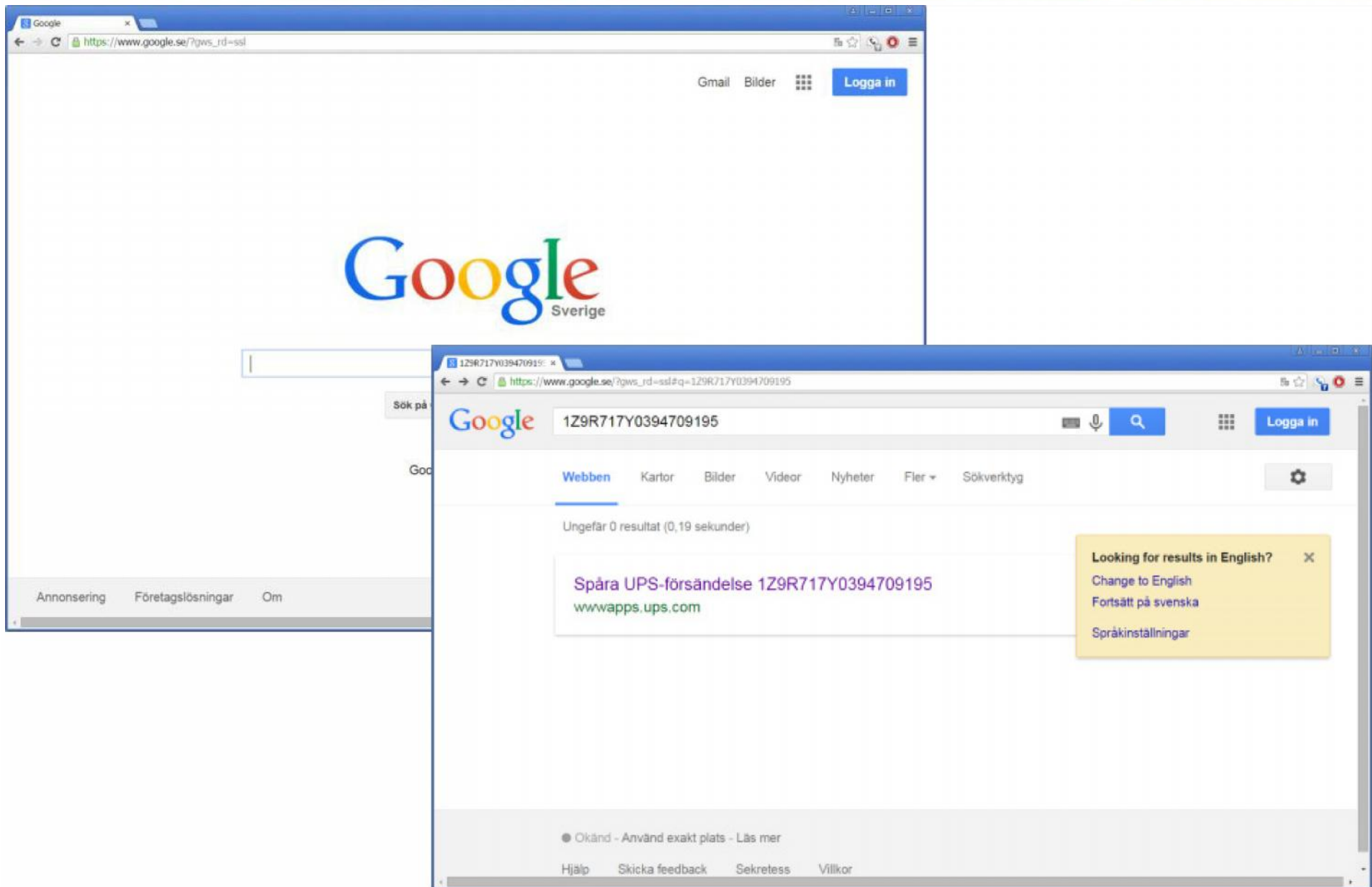
Kan du inte vara hemma?
Omboka ditt paket redan innan första leveransförsöket. Klicka på

Sändningsinformation
Till:
IPSWICH, MA, US

Sänt av
UPS Ground

Få reda på när ditt paket är på väg

Quick Example of UX : Google



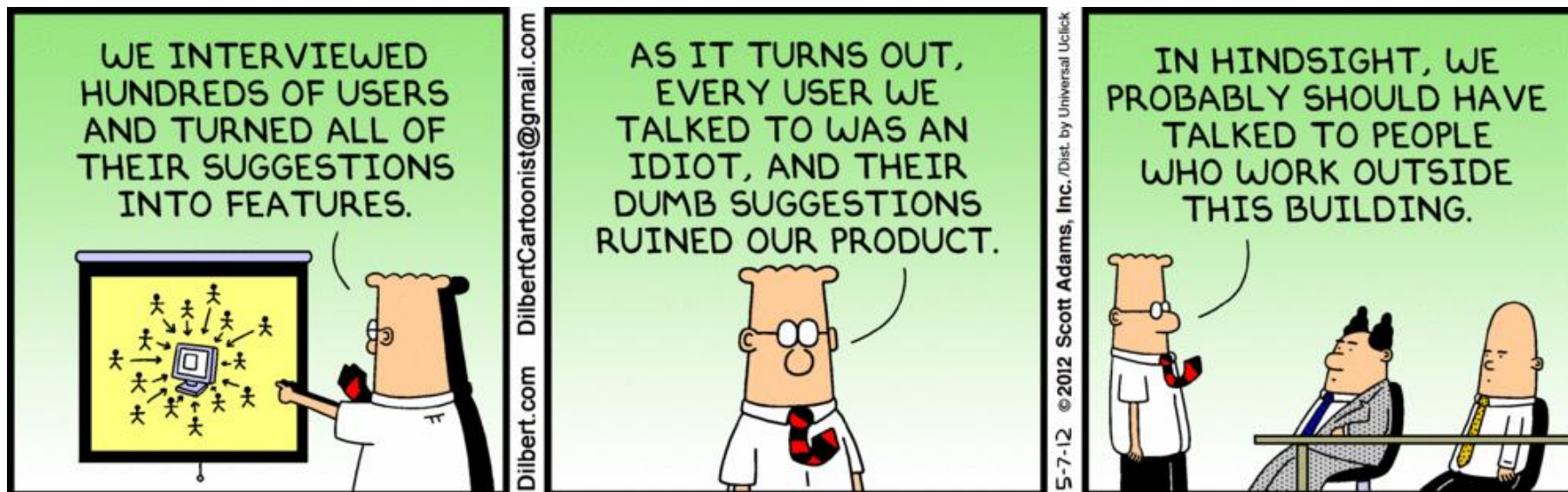
The Basic Idea of UX

- Not only graphics
- Not only fonts and colors
- Not only decoration of design



Platt's First Law about UX

- Know The User, For He is Not They
 - makes your user happier or more productive.
 - solve a specific problem or pleasurable
 - pleasurable state as quickly as they can and stay there as long as they can



UX Case Study (Backup Software)

The image shows a screenshot of the Genie Backup Manager Home Edition 7.0 Backup Wizard. The window is titled "Backup Wizard Layout" and contains two main panes. The left pane, titled "GENIE-SOFT", prompts the user to "Please choose the layout you're later from the global preferences" and offers two options: "Normal Layout" (selected) and "Easy Layout". Below this is a "Description" section for the Normal Layout, which states: "4-Step Backup. You can c job name, select storage r compression level and sup". The right pane, titled "Backup Settings", contains several sections: "Backup Steps" (Main page, Job Info, Where to Backup, What to Backup, Settings, Start Backup, Save Job, Schedule, Online Backup), "Job Summary" (Job Name: New Backup Job, Media Type: Local/LAN, Backup Type: Normal, Compression: Yes, Security Type: No Security, Selected data: Estimated size: N/A, Estimated items: N/A), "Backup Type" (Normal selected, Increment, Mirror), "Compression" (Use compression (zip format) selected, Compression level: Default), "Security" (No security selected, Zip password protection, AES Encryption (128 Bit)), "[SwiftRestore] Self-Restorable" (Enable self-restorable backup unchecked), and "Purge Settings" and "More Settings..." links.

Backup Wizard Layout

GENIE-SOFT

Please choose the layout you're later from the global preferences

Normal Layout

Easy Layout

Description

4-Step Backup. You can c job name, select storage r compression level and sup

GENIE BACKUP MANAGER Home Edition 7.0

File Tools Help

Backup Settings

Backup Steps

- Main page
- Job Info
- Where to Backup
- What to Backup
- Settings
- Start Backup
- Save Job
- Schedule
- Online Backup

Job Summary

Job Name: New Backup Job
Media Type: Local/LAN
Backup Type: Normal
Compression: Yes
Security Type: No Security
Selected data: Estimated size: N/A
Estimated items: N/A

Backup Type

- Normal
- Increment
- Mirror

Enable Rollback

Compression

- Backup without compression
- Use compression (zip format)

Compression level: Default

Security

- No security
- Zip password protection
- AES Encryption (128 Bit)

Password:

Confirm Password:

[SwiftRestore] Self-Restorable

- Enable self-restorable backup (Recommended for CD/DVD medium)

[More Info?](#)

[Purge Settings](#) [More Settings...](#)

UX Case Study (Backup Software)



Understanding Users

- The bedrock principle of all user experience design is understanding who the users of this particular app really are
- Understanding User = Creating Persona
 - Persona are fictitious, specific, concrete representations of target users

Persona Benefits

Personas make assumptions and knowledge about users explicit, creating a common language with which to talk about users meaningfully.

Personas allow you to focus on and design for a small set of specific users (who are not necessarily like you), helping you make better decisions.

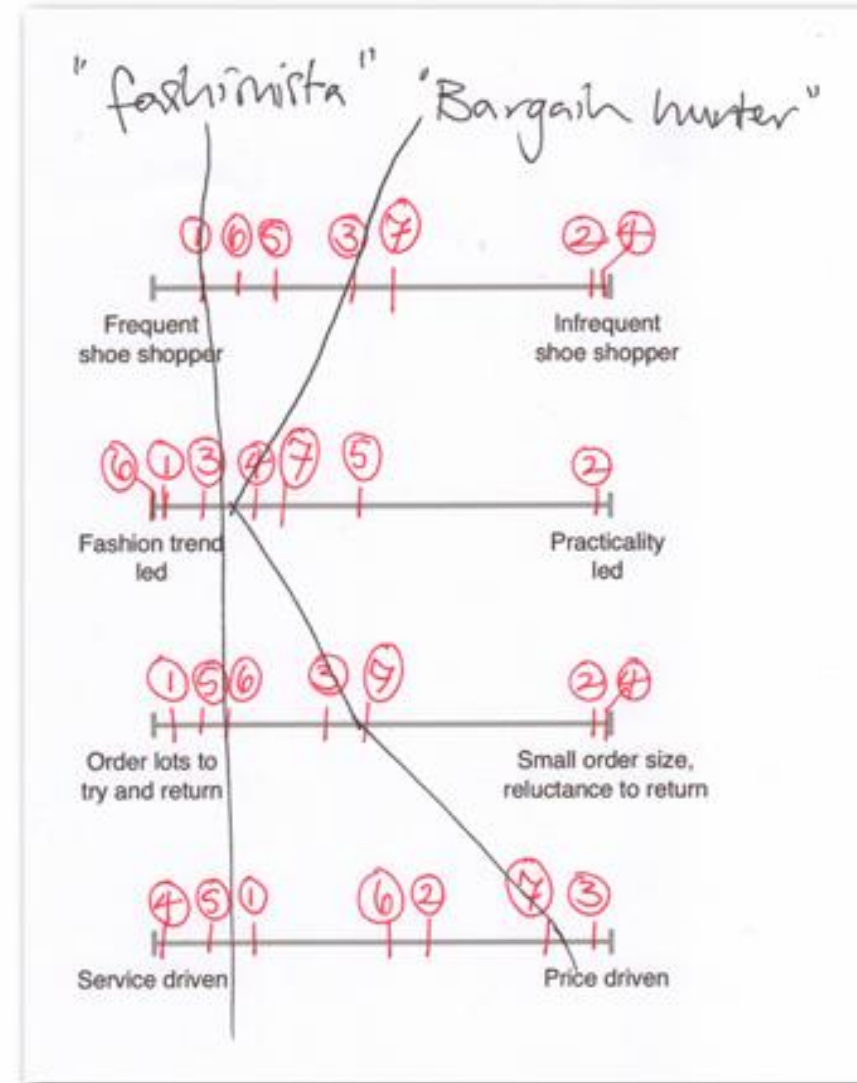
Personas engender interest and empathy toward users, engaging your team in a way that other representations of user data cannot

Steps to Create Persona

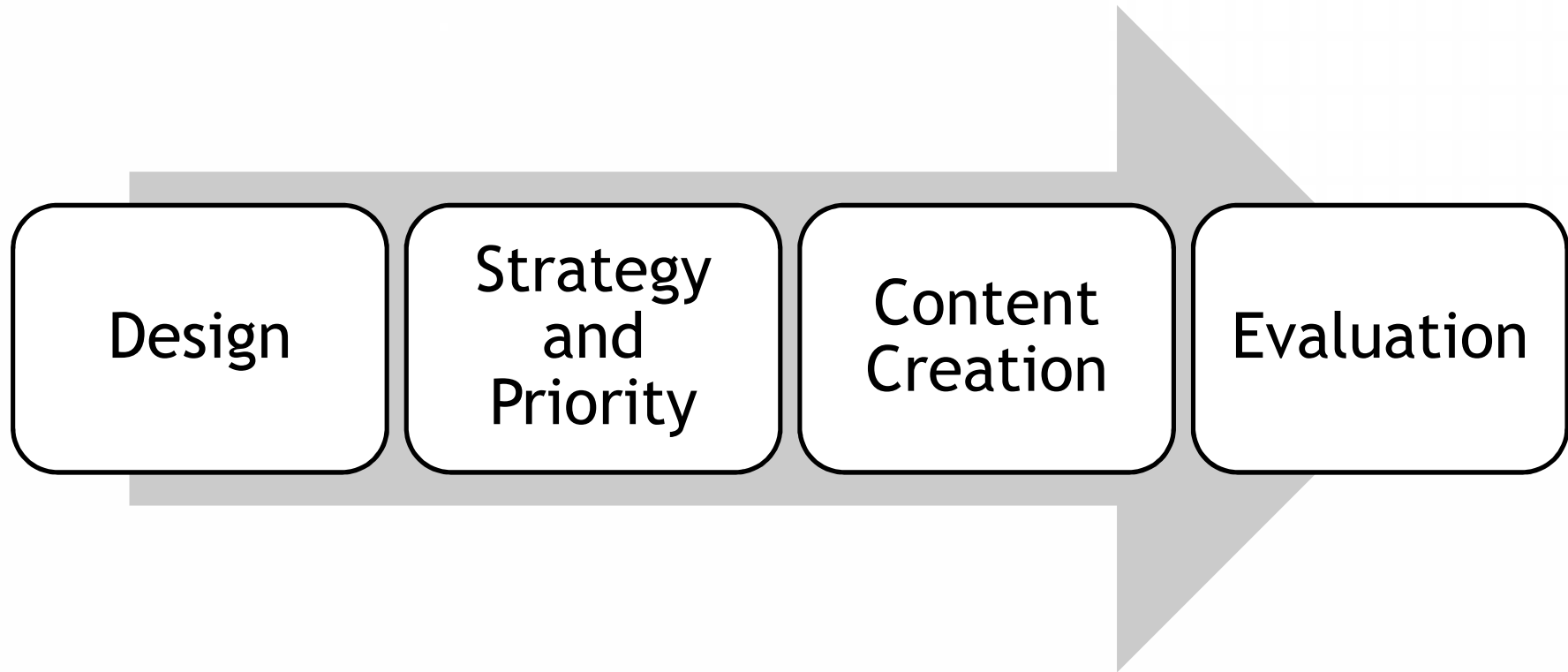
- Understand your product's users with research and statistics
- Examine your data for themes and patterns
- Distill those patterns into individual characters that embody your findings
- Bring the characters to life with biographical information and imagery

Data Source to Persona Development

- User Testing
- Analytics
- Customer Data
- Customer Surveys
- Social Media
- Contextual Research



How to use Persona



The Information Architecture

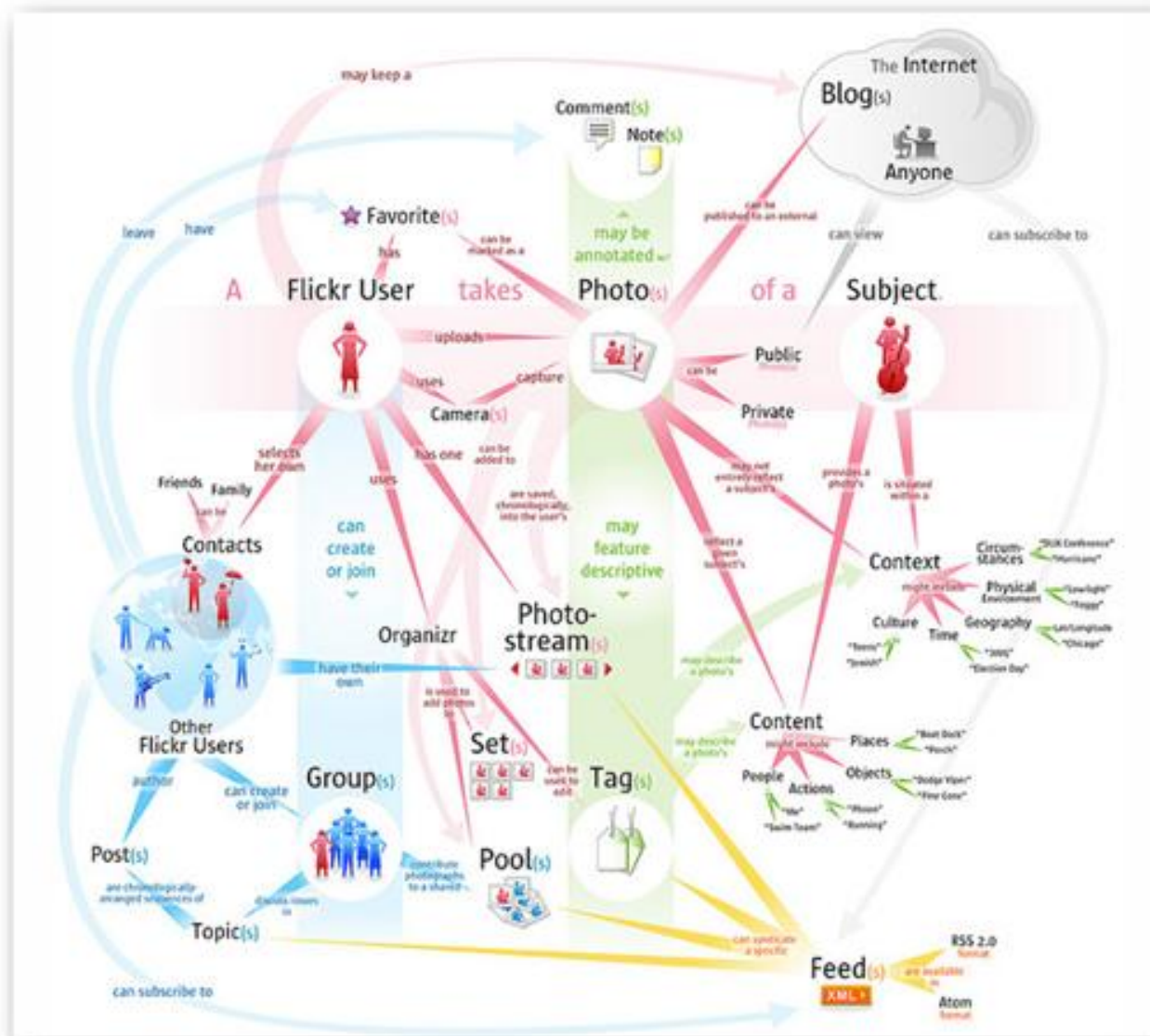
- Persona tells about the ‘user’ but what they need about the app?
- Solving a problem quickly can be supported by the information on the application
- A technique to create an usefull information that displayed into the app is by creating “Information architecture”
- A good information architecture will allow people to find what they want without really giving it much thought

Information architecture benefits

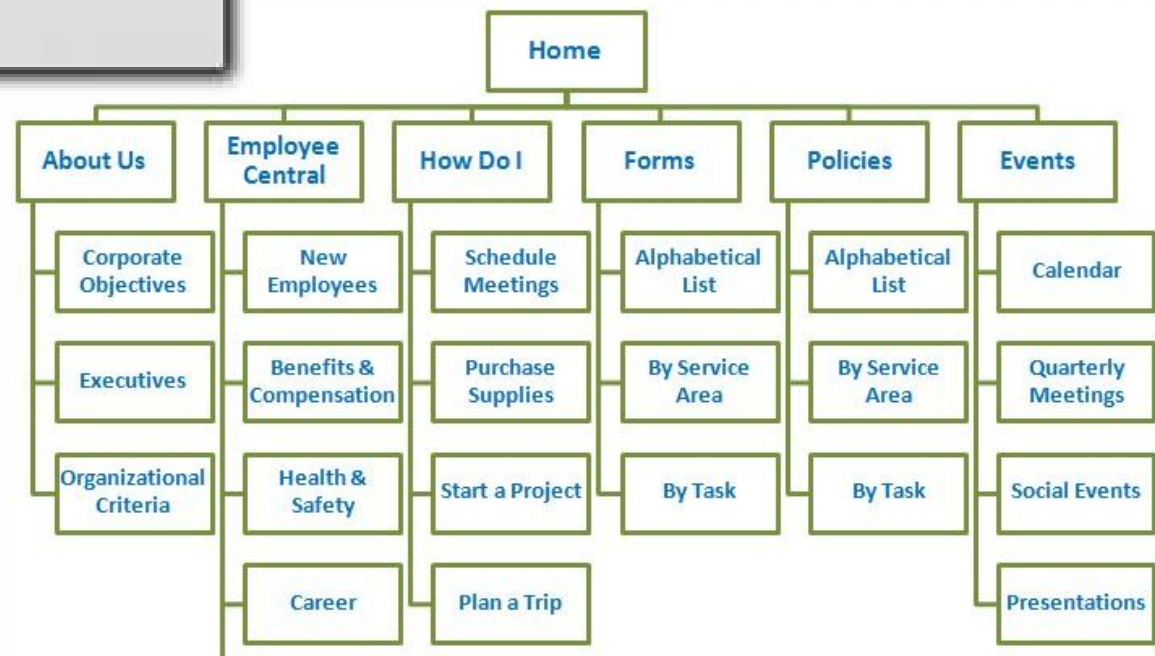
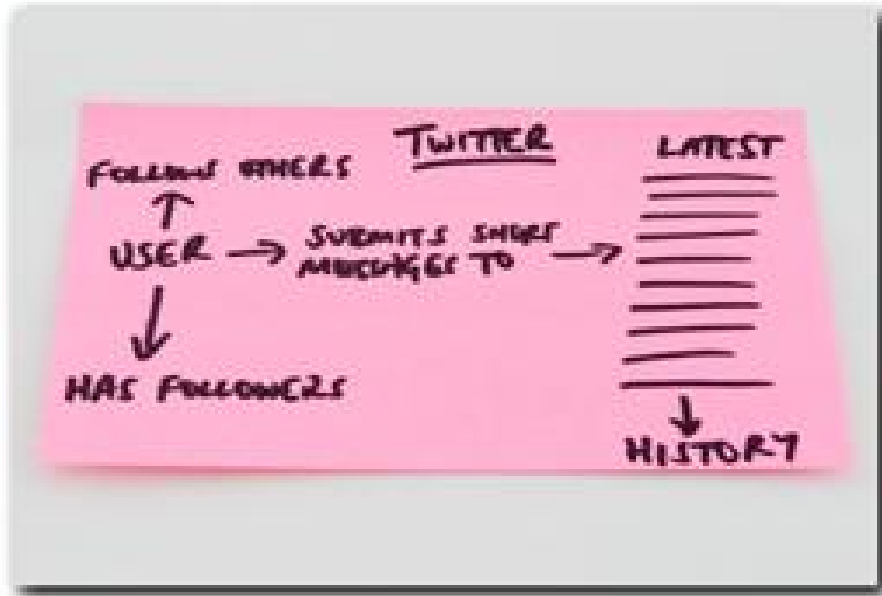
- Requirements engineering
- Designing process
- Planning Content
 - Pages
 - Navigation
 - Structures
 - Search Experience



Example Information Arch (IA)

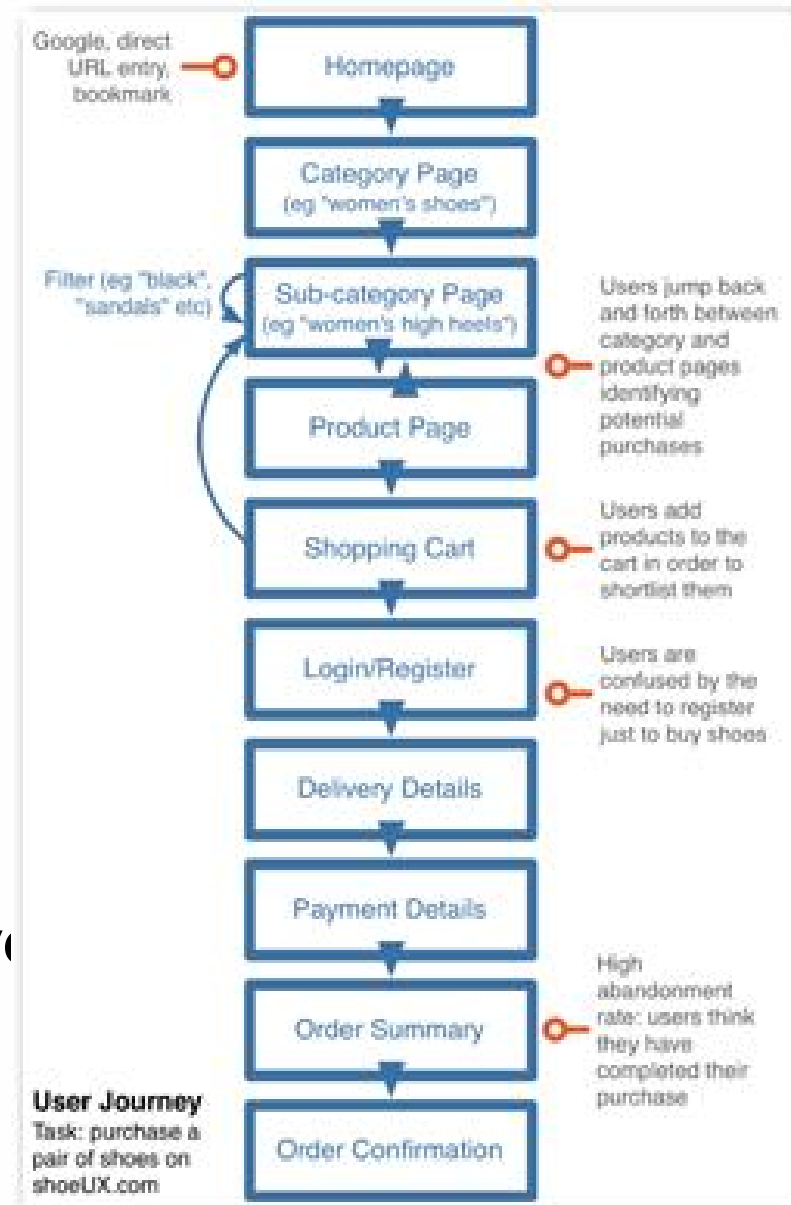


Example Information Arch (IA)



Steps to build

- Tasks Decomposition
- Design your IA
 - Location
 - Alphabet
 - Time
 - Category
 - Hierarchy
- Usability Test
 - Closed and Open Cards
 - Qualitative and Quantitative
- Site maps / IA



User Interface Development

Pencils
before
Pixels

Wireframing

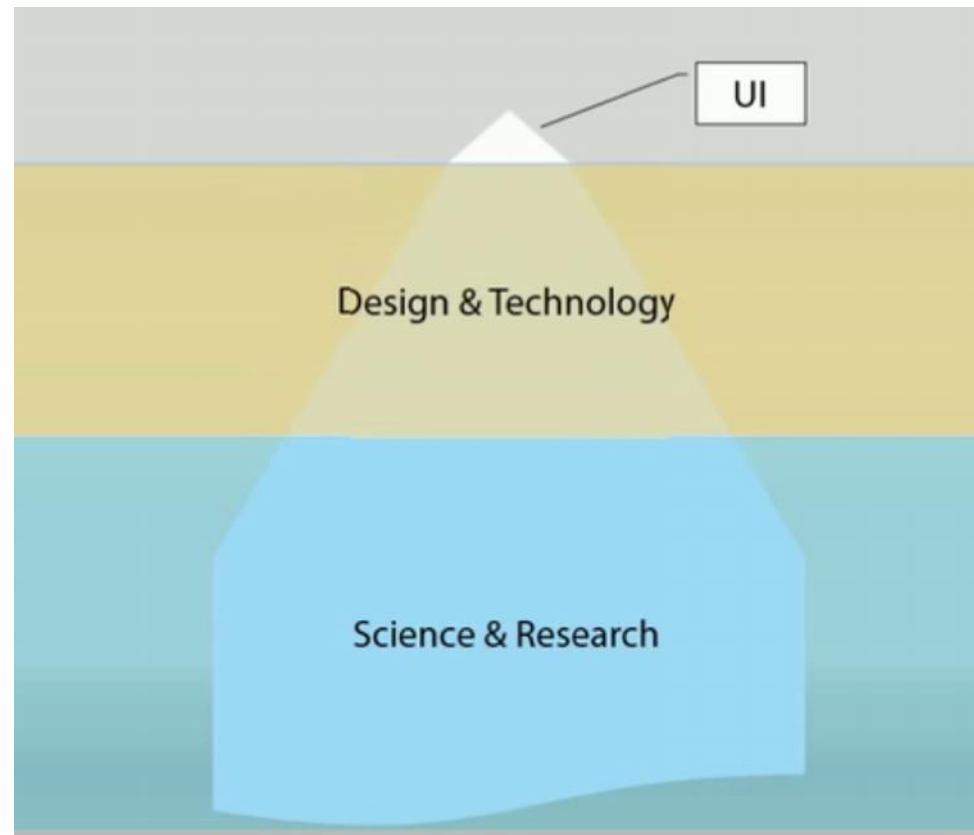
Prototyping

Testing User
Interfaces

The Ice berg



UX is way bigger than UI



UX and CX



UX = feel the products

CX = feel the brands

UI Examples



Match: House

Match: Curtains

Match: Handle

Match: Door Panels

Match: Steps ■

Building UI using Hack Vision

- Hack Vision: better ui means low brain activity in term of user vision
- Hack Vision Types
 - Central Vision (High Brain Activity)
 - Peripheral Vision (Low Brain Activity)
 - Visually Scan (Highest Brain Activity)

Example

The screenshot displays the Bulk Rename Utility application window. The interface includes a file tree on the left, a central table of files with columns for Name, New Name, Sub..., Type, Size, Created, and Mo. Below the table are several configuration panels for renaming rules, such as RegEx, Repl., Remove, Add, Auto Date, and Numbering. At the bottom, there are options for Selections and New Location, along with buttons for Reset, Revert, and Rename.

Name	New Name	Sub...	Type	Size	Created	Mo
01-delhi-erstes-photo.JPG	01-delhi-erstes-photo.JPG		JPG F...	2 MB	21.11...	11.
02-delhi-embau.JPG	02-delhi-embau.JPG		JPG F...	3 MB	21.11...	11.
03-delhi-eis.JPG	03-delhi-eis.JPG		JPG F...	2 MB	21.11...	11.
04-delhi-ventilator.JPG	04-delhi-ventilator.JPG		JPG F...	3 MB	21.11...	11.
05-delhi-northern-palace-fe...	05-delhi-northern-palace-fens...		JPG F...	3 MB	21.11...	11.
06-delhi-northern-palace-ve...	06-delhi-northern-palace-versi...		JPG F...	3 MB	21.11...	11.
07-delhi-humuyans-tomb.JPG	07-delhi-humuyans-tomb.JPG		JPG F...	2 MB	21.11...	12.
08-delhi-eichhoemchen.JPG	08-delhi-eichhoemchen.JPG		JPG F...	2 MB	21.11...	12.

187 Objects (0 Selected) Favourite D:\bilder\2010-Max-Indien\dia-abend.blog

Creating Whitespace

Bulk Rename Utility

File Actions Options Help

Name	New Name	Sub.	Type	Size	Create	M
01-delhi-erstes-photo.jpg	01-delhi-erstes-photo.jpg		JPG	2	21.11.	11
02-delhi-imbau.jpg	02-delhi-imbau.jpg		JPG	2	21.11.	11
03-delhi-eis.jpg	03-delhi-eis.jpg		JPG	2	21.11.	11
04-delhi-ventilator.jpg	04-delhi-ventilator.jpg		JPG	2	21.11.	11
05-delhi-northern-palace-	05-delhi-northern-palace-		JPG	2	21.11.	11
06-delhi-northern-palace-	06-delhi-northern-palace-		JPG	2	21.11.	11
07-delhi-humuyans-	07-delhi-humuyans-		JPG	2	21.11.	11
08-delhi-eichhoemchen.jpg	08-delhi-eichhoemchen.jpg		JPG	2	21.11.	11

Regular Expression

File

Search and Replace

Case

Remove

Move/Copy

Add

Auto Date

Append Folder Name

Numbering

Extension

Selections

New Location



Replace

With

Match Case

Reset

Grouping Information

RegEx	Replace
<input checked="" type="checkbox"/> ON 	<input type="checkbox"/> OFF 
Match <input type="text"/>	Replace <input type="text"/>
Replace <input type="text"/>	With <input type="text"/>
<input type="checkbox"/> Include Extensions	<input type="checkbox"/> Match Case

Alignment The UI

Remove (5) R

First n Last n

From to

Chars Words

Crop

Digits High Trim
 D/S Accents Chars
 Sym. Lead Dots

Left Aligned

First n

Last n

From

To

Chars

Words

Crop

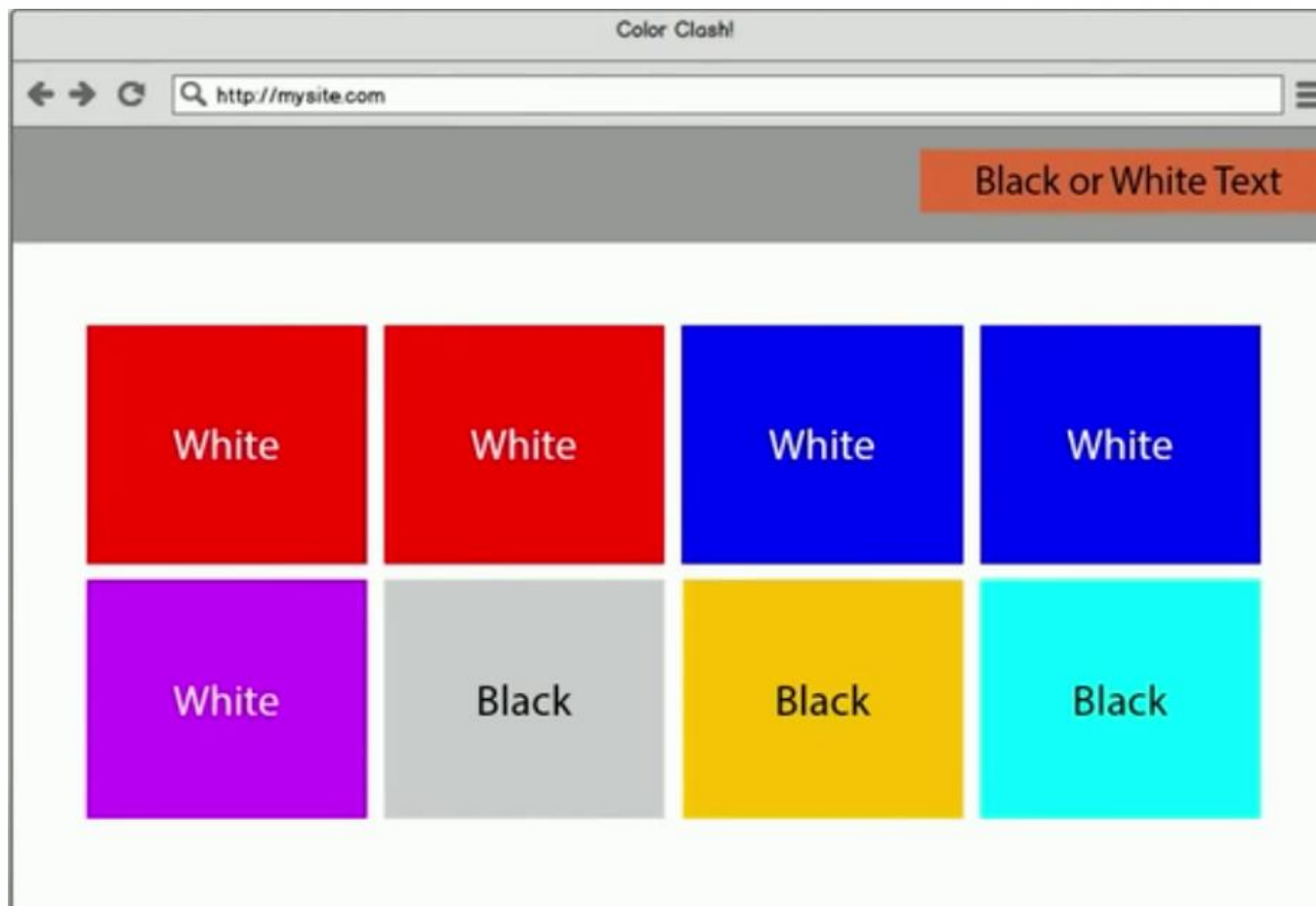
Lead Dots

Digits
 D/S
 Symbols
 High
 Accents
 Trim
 Chars

Attention

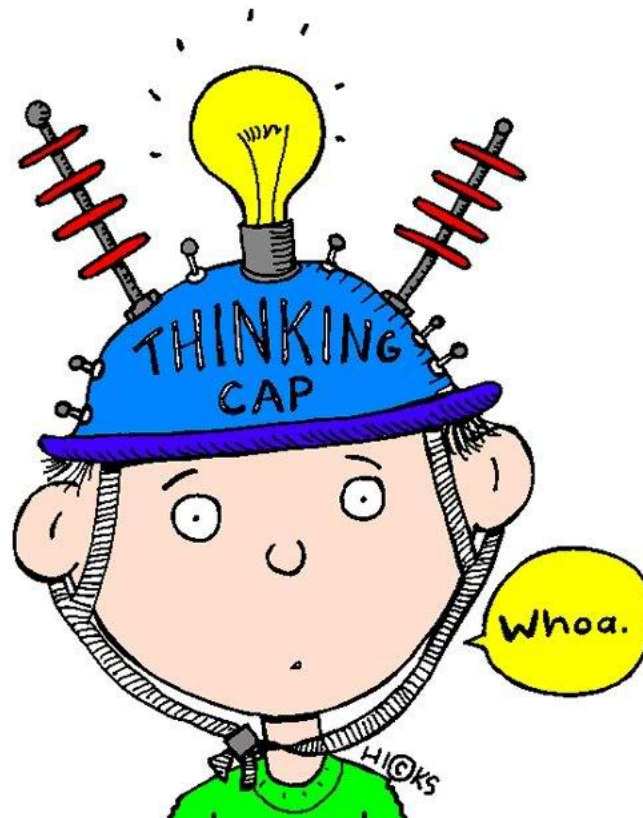
- Focus need for your UI
 - Movement UI is distracted
 - Keep UI simple (display what they need)
- Attention UI
 - Movement UI will help

Choosing a color



Building UI using Mind Vision

- Mind Vision: better ui means low brain activity in term of user mind



Leading Information

Bulk Rename Utility

File Actions Options Help

① Select the files and folders you want to rename.

Name	New Name	Sub.	Type	Size	Create	M
01-delhi-erstes-photo.jpg	01-delhi-erstes-photo.jpg		JPG	2	2111..	11
02-delhi-imbau.jpg	02-delhi-imbau.jpg		JPG	2	2111..	11
03-delhi-eis.jpg	03-delhi-eis.jpg		JPG	2	2111..	11
04-delhi-ventilator.jpg	04-delhi-ventilator.jpg		JPG	2	2111..	11
05-delhi-northern-palace-	05-delhi-northern-palace-		JPG	2	2111..	11
06-delhi-northern-palace-	06-delhi-northern-palace-		JPG	2	2111..	11
07-delhi-humuyans-	07-delhi-humuyans-		JPG	2	2111..	11
08-delhi-eichhoemchen.jpg	08-delhi-eichhoemchen.jpg		JPG	2	2111..	11

② Select a renaming action.

- Regular Expression
- File
- Search and Replace
- Case
- Remove
- Move/Copy
- Add
- Auto Date
- Append Folder Name
- Numbering
- Extension
- Selections
- New Location

③ Setup your renaming action and see a preview above. Click Rename to apply :)

Replace

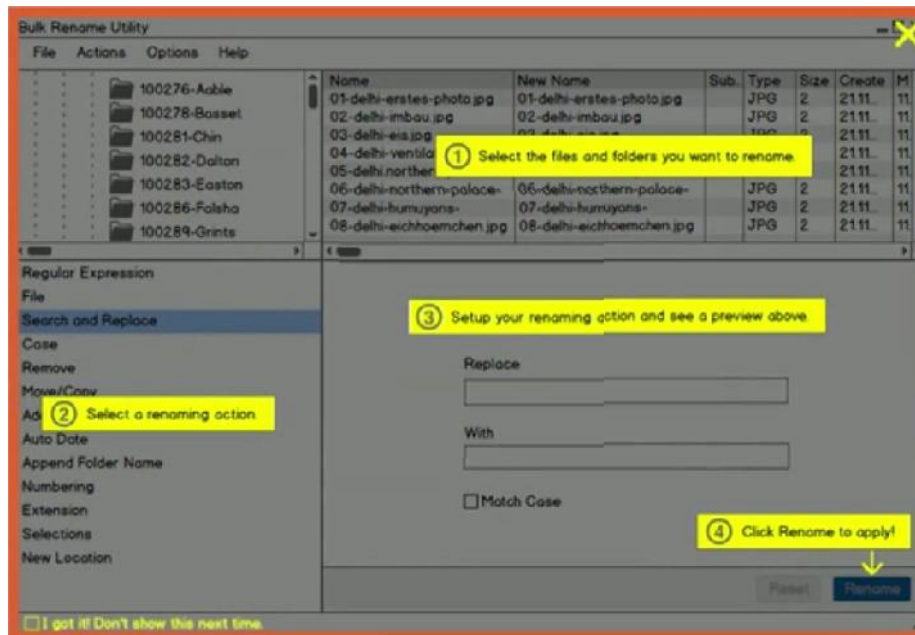
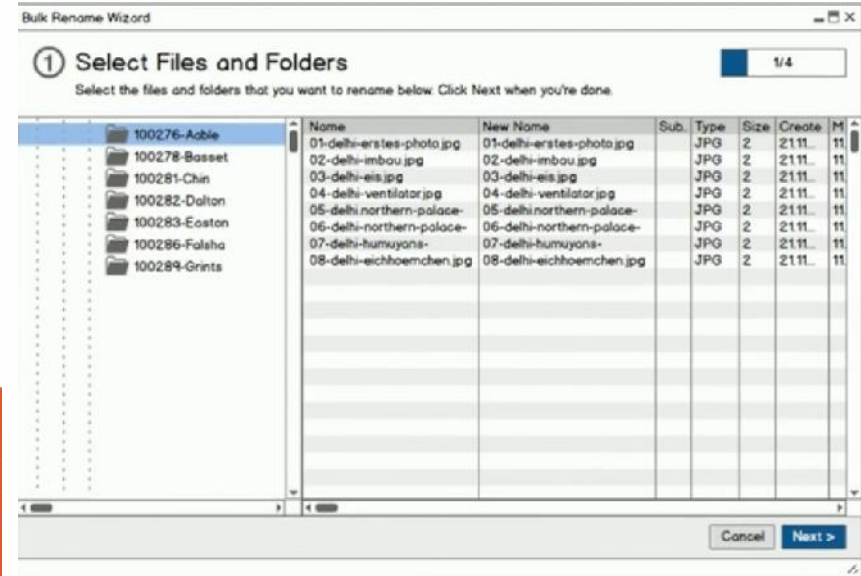
With

Match Case

Reset Rename

Leading Information Type

- Instructional text
- Onboarding Overlay
- Wizard



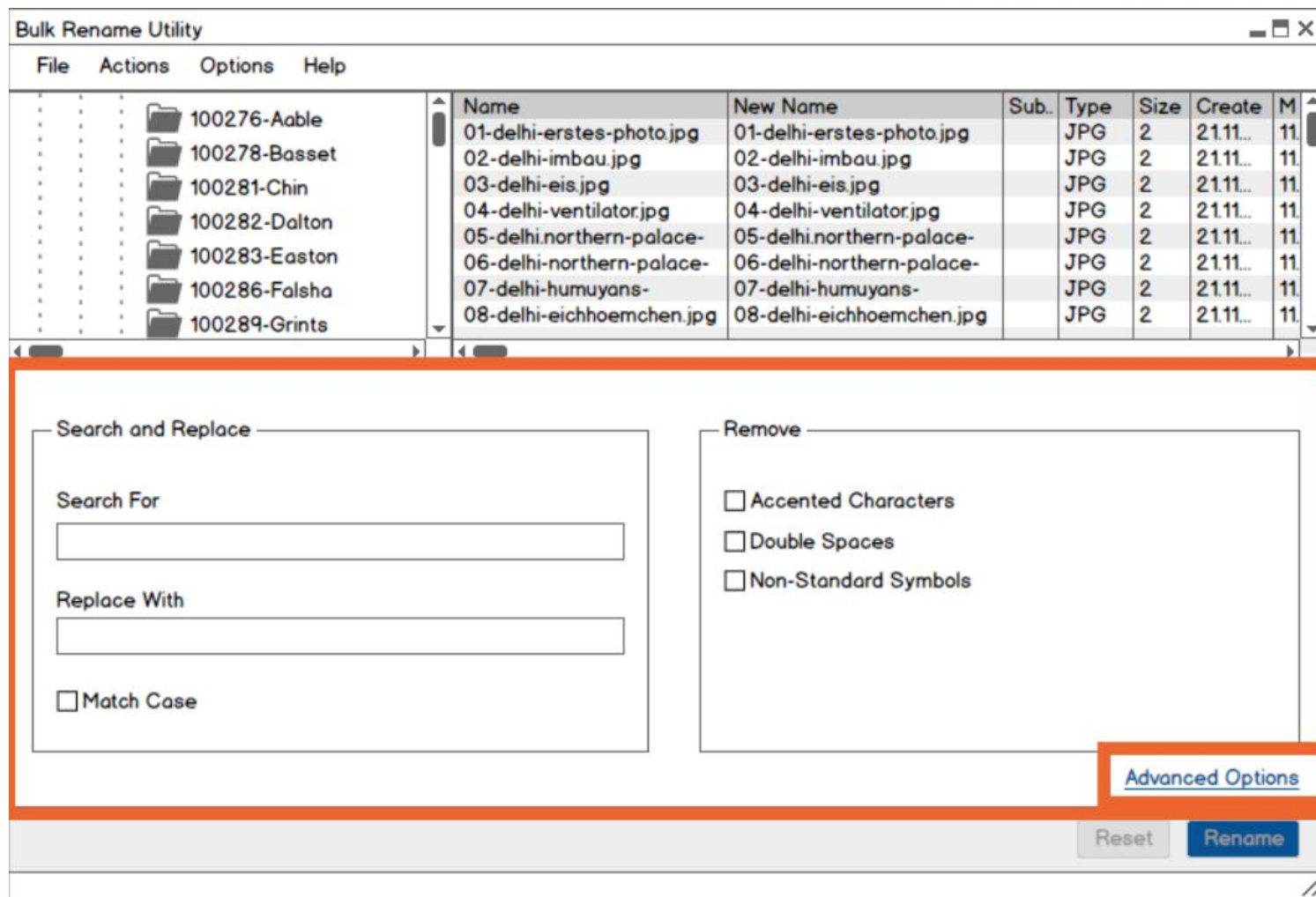
Recall vs Recognition

Name	Date	Type	Size	Tags
2004-09-05 20.00.53.jpg	9/5/2004 3:00 PM	JPEG image	2,717 KB	
2004-09-05 20.01.04.jpg	9/5/2004 3:01 PM	JPEG image	2,650 KB	
2004-09-05 20.01.21.jpg	9/5/2004 3:01 PM	JPEG image	2,222 KB	
2009-09-12 14.00.00.jpg	9/12/2009 9:00 AM	JPEG image	1,840 KB	
2009-09-12 14.08.52.jpg	9/12/2009 9:08 AM	JPEG image	1,554 KB	
2009-09-12 14.09.12.jpg	9/12/2009 9:09 AM	JPEG image	1,348 KB	
2009-09-12 14.09.34.jpg	9/12/2009 9:09 AM	JPEG image	1,764 KB	
2009-09-12 14.12.34.jpg	9/12/2009 9:12 AM	JPEG image	1,579 KB	
2009-09-12 14.13.02.jpg	9/12/2009 9:13 AM	JPEG image	1,385 KB	
2009-09-12 14.13.12.jpg	9/12/2009 9:13 AM	JPEG image	1,657 KB	
2009-09-12 14.14.20.jpg	9/12/2009 9:14 AM	JPEG image	1,872 KB	
2009-09-12 14.17.07.jpg	9/12/2009 9:17 AM	JPEG image	1,112 KB	
2009-09-12 14.17.21.jpg	9/12/2009 9:17 AM	JPEG image	1,556 KB	
2009-09-12 14.17.47.jpg	9/12/2009 9:17 AM	JPEG image	1,502 KB	
2009-09-12 14.17.58.jpg	9/12/2009 9:17 AM	JPEG image	1,653 KB	
2009-09-12 14.19.40.jpg	9/12/2009 9:19 AM	JPEG image	1,223 KB	
2009-09-12 14.19.50.jpg	9/12/2009 9:19 AM	JPEG image	1,178 KB	
2009-09-12 14.22.01.jpg	9/12/2009 9:22 AM	JPEG image	1,350 KB	
2009-09-12 14.22.14.jpg	9/12/2009 9:22 AM	JPEG image	1,794 KB	
2009-09-12 14.22.21.jpg	9/12/2009 9:22 AM	JPEG image	1,797 KB	
2009-09-12 14.22.34.jpg	9/12/2009 9:22 AM	JPEG image	1,739 KB	
2009-09-12 14.22.53.jpg	9/12/2009 9:22 AM	JPEG image	1,181 KB	
2009-09-12 14.23.16.jpg	9/12/2009 9:23 AM	JPEG image	1,814 KB	
2009-09-12 14.23.58.jpg	9/12/2009 9:23 AM	JPEG image	1,813 KB	



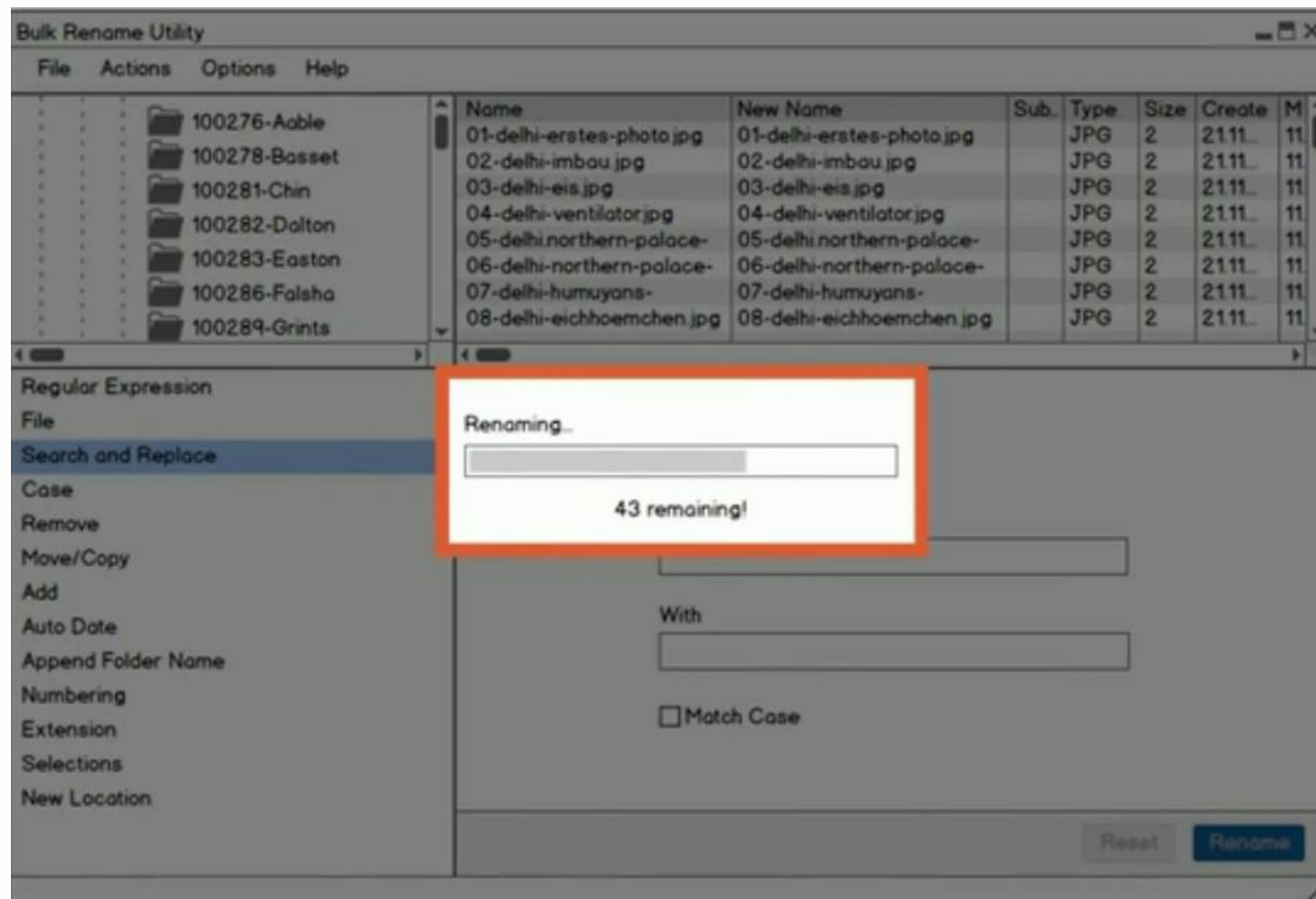
Progressive

- Only show what they need to see



Status

- Showing a valuable status of the task



Key points

- Building UX can be done by following
 - Persona Development
 - Information Architecture Development
 - UI development
- UI, UX, and CX to build “killer apps”
- UI design recommendation
 - Hack Vision Strategy
 - Mind Vision Strategy

References

- David Platt. *The Joy of UX: User Experience and Interactive Design for Developers*. Addison-Wesley Professional, 2016
- Tamara Adlin. *The Essential Persona Lifecycle: Your Guide to Building and Using Personas*. Morgan Kaufmann. 2010
- Keith Harvey. *Hacking the user experience*. Pluralsight. 2014