

User Experience 101

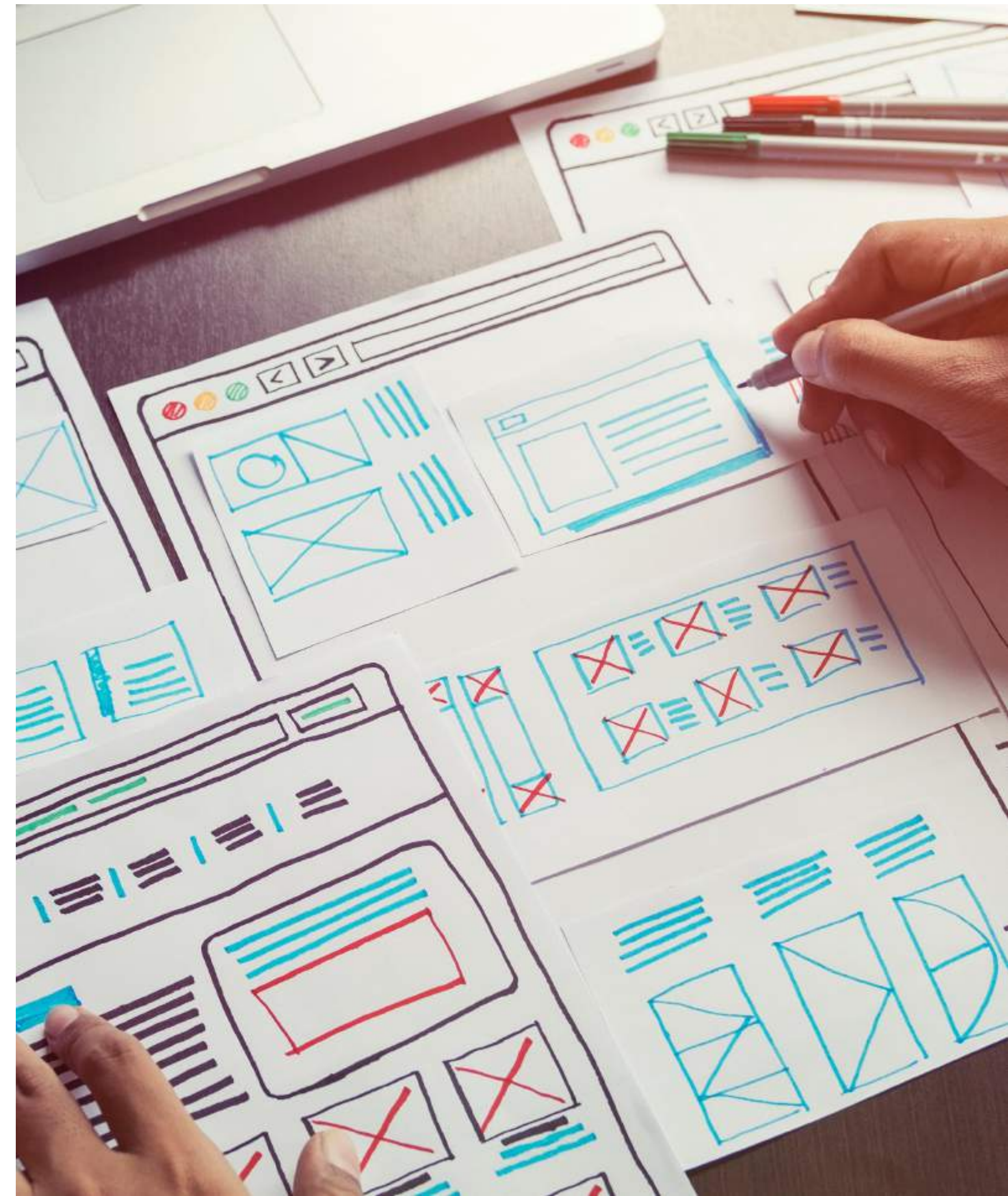
A user interface is like a joke. If you have to explain it, it's not that good.

SW05

Information Technology

March 21, 2023

FH Zentralschweiz



About me



Experience

- Research Assistant with focus on UX (User Experience), Immersive Realities of Lucerne University of Applied Sciences and Arts
- Junior UX-Engineer, exanic baar
- Web developer, go4web lucerne

Education

- Start of my master's in Human Factors in October 2023, Technical University of Berlin or Chemnitz
- Bachelor of Science in Computer Science with Major in Human Computer Interaction Design, Lucerne University of Applied Sciences and Arts

Today's schedule

15:30 – 15:50	Overview User Experience, Human Computer Interaction
15:50 – 16:00	TIME FOR A BREAK
16:00 – 16:30	Customer Persona, Journey, Paper Prototyping store pages and copywriting (Ala)
16:30 – 16:50	Group work: Paper Prototyping (individual break)
16:50 – 17:10	Wireframing Figma Basics
17:10 – 17:50	Group work (& Homework): Wireframing

What the heck is...

Usability

Ergonomics (cognitive)

Human-Computer-Interaction (HCI)

User Experience (UX)

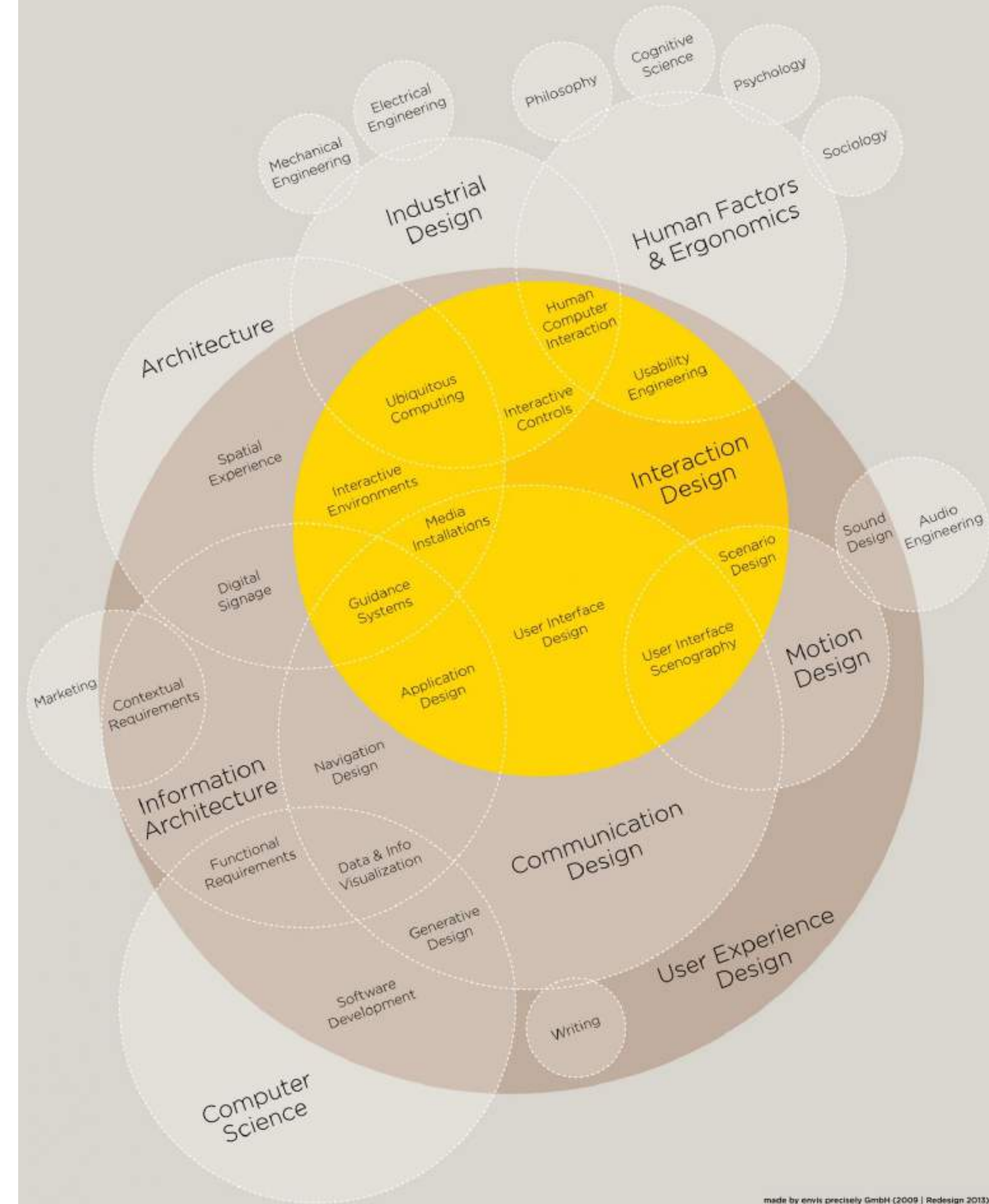
User Interface (UI)

Man-Maschine-Interaction (MMI)

Human Centred Design (HCD)

Software Ergonomics

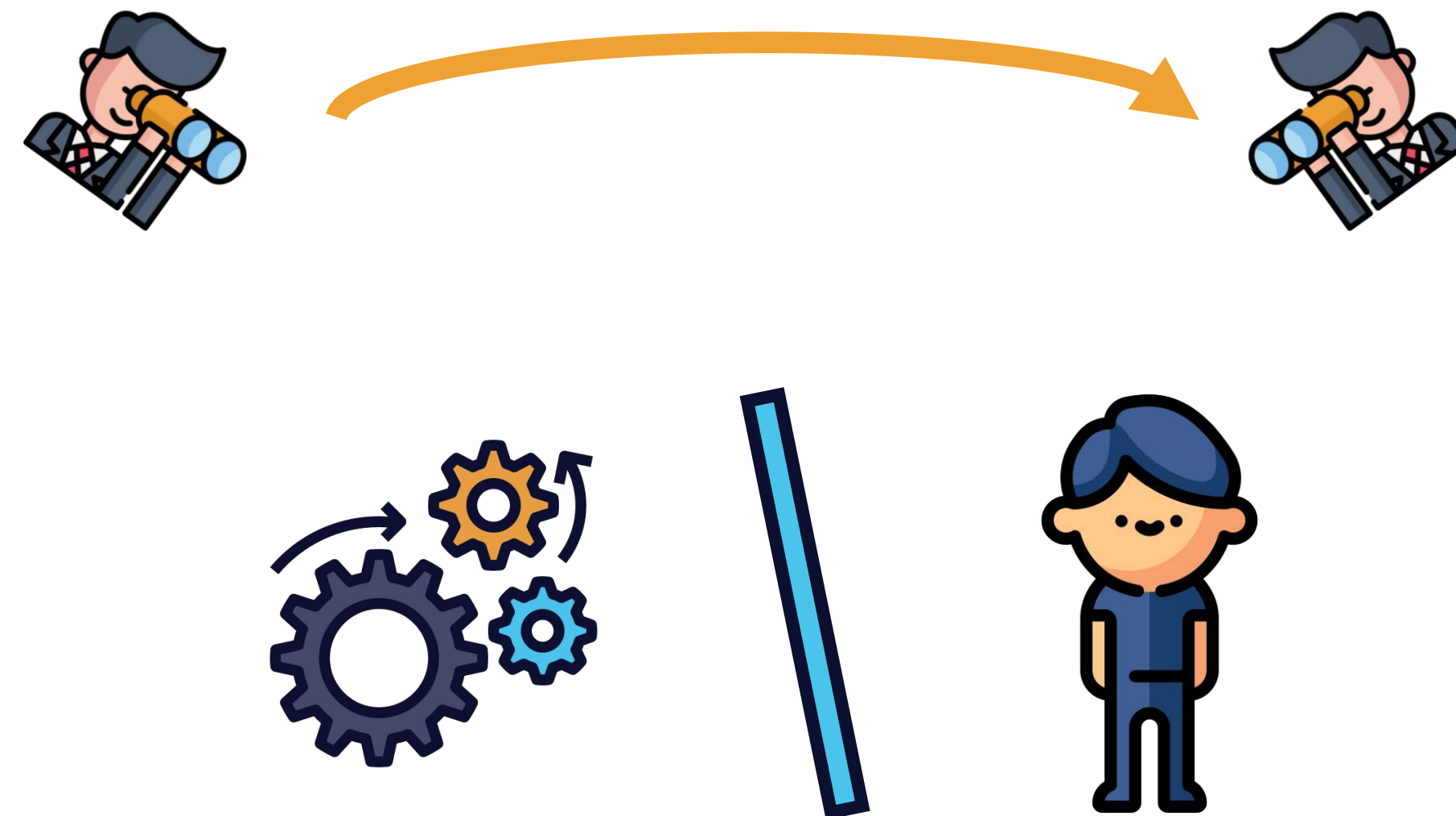
The Disciplines of User Experience Design



Of machines and people

„The difference lies in whether people are regarded as extensions of the machine, or the machine is designed as an extension of people.”

Czaja (1987)



Why HCI – Usability - UX?

formerly

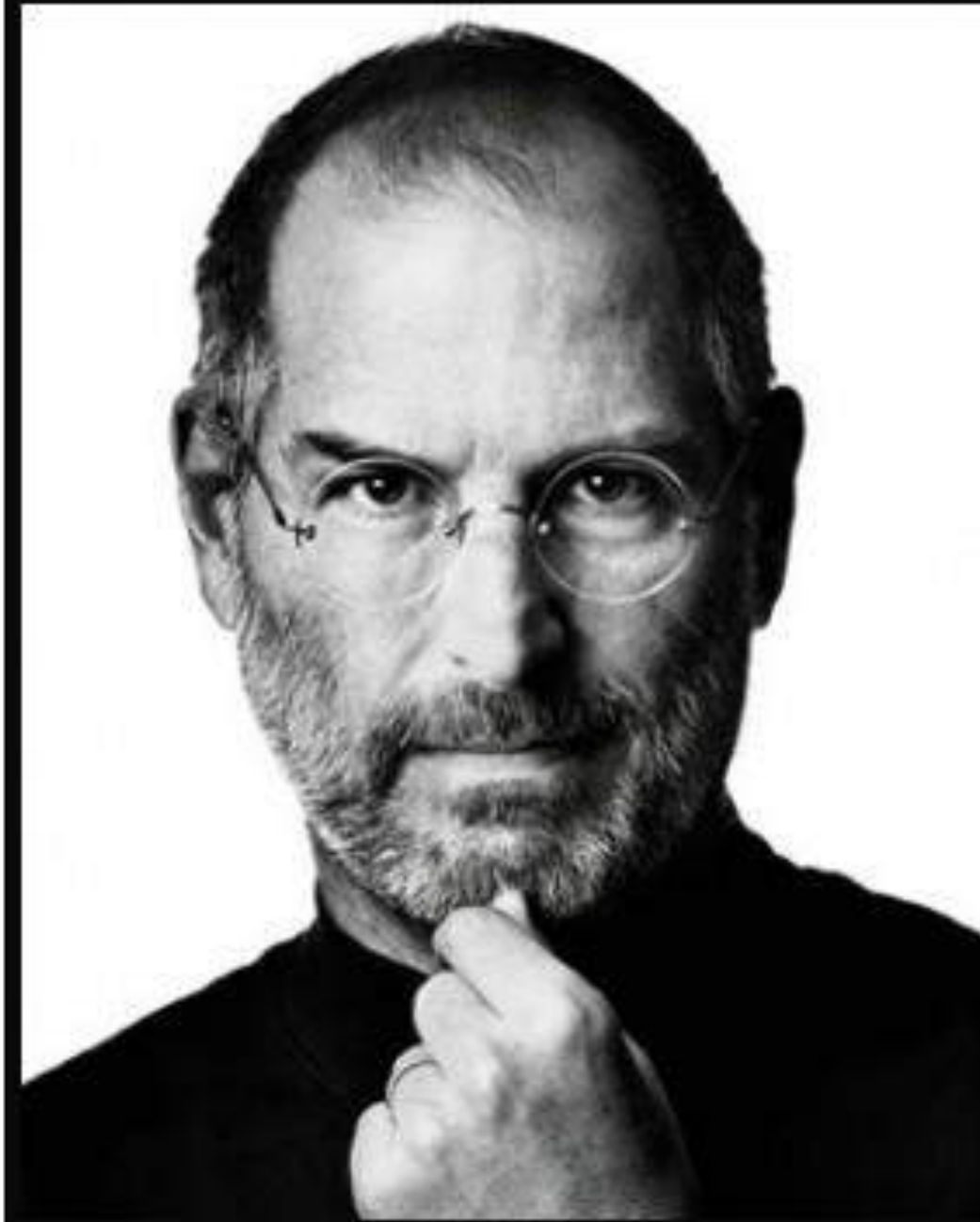


- Higher complexity (more products)
- Higher user requirements
- More users
- More security
- ...

nowadays



Already Steve said ...



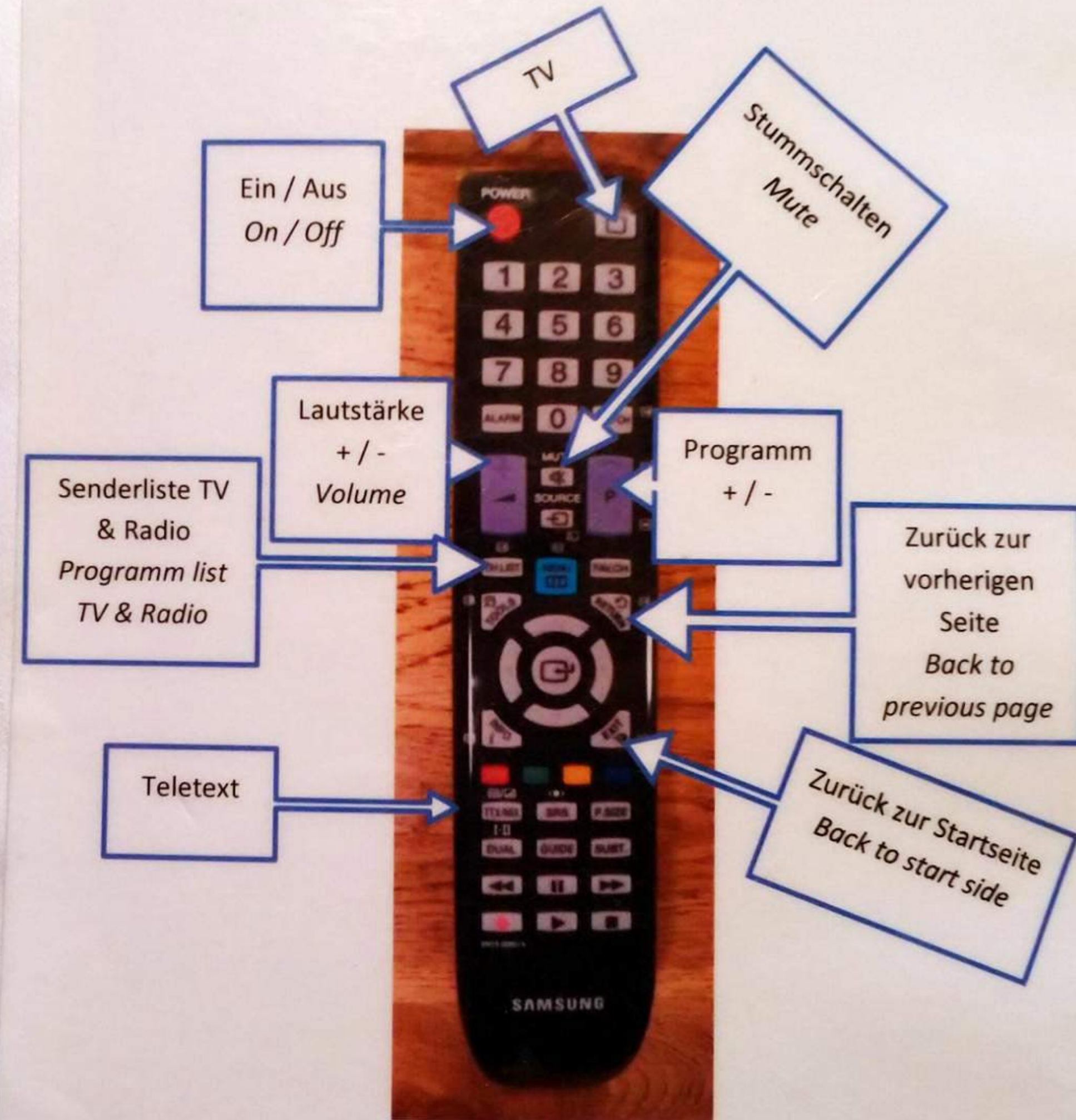
You've got to start with the customer
experience and work back toward the
technology - not the other way around.

(Steve Jobs)

izquotes.com



Bedienung Fernseher mit integriertem Radio









How do we do that?

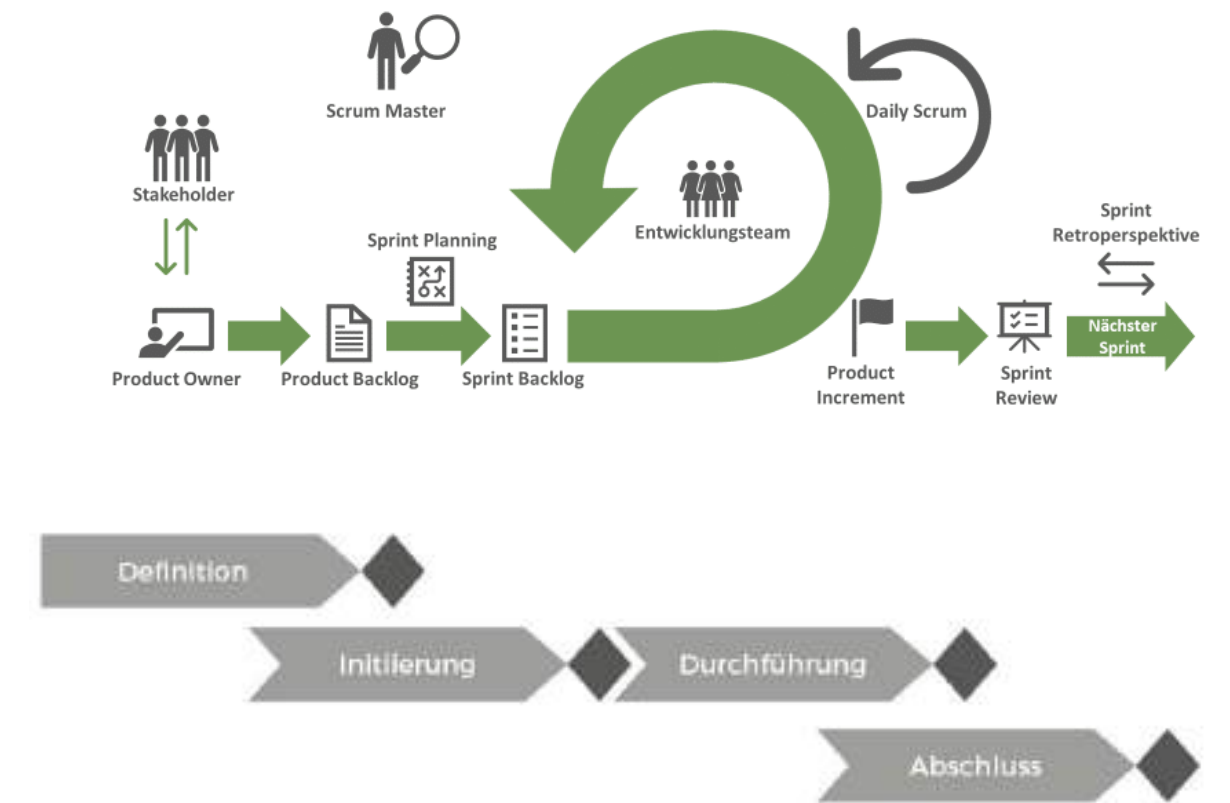
Three important points



Users are involved



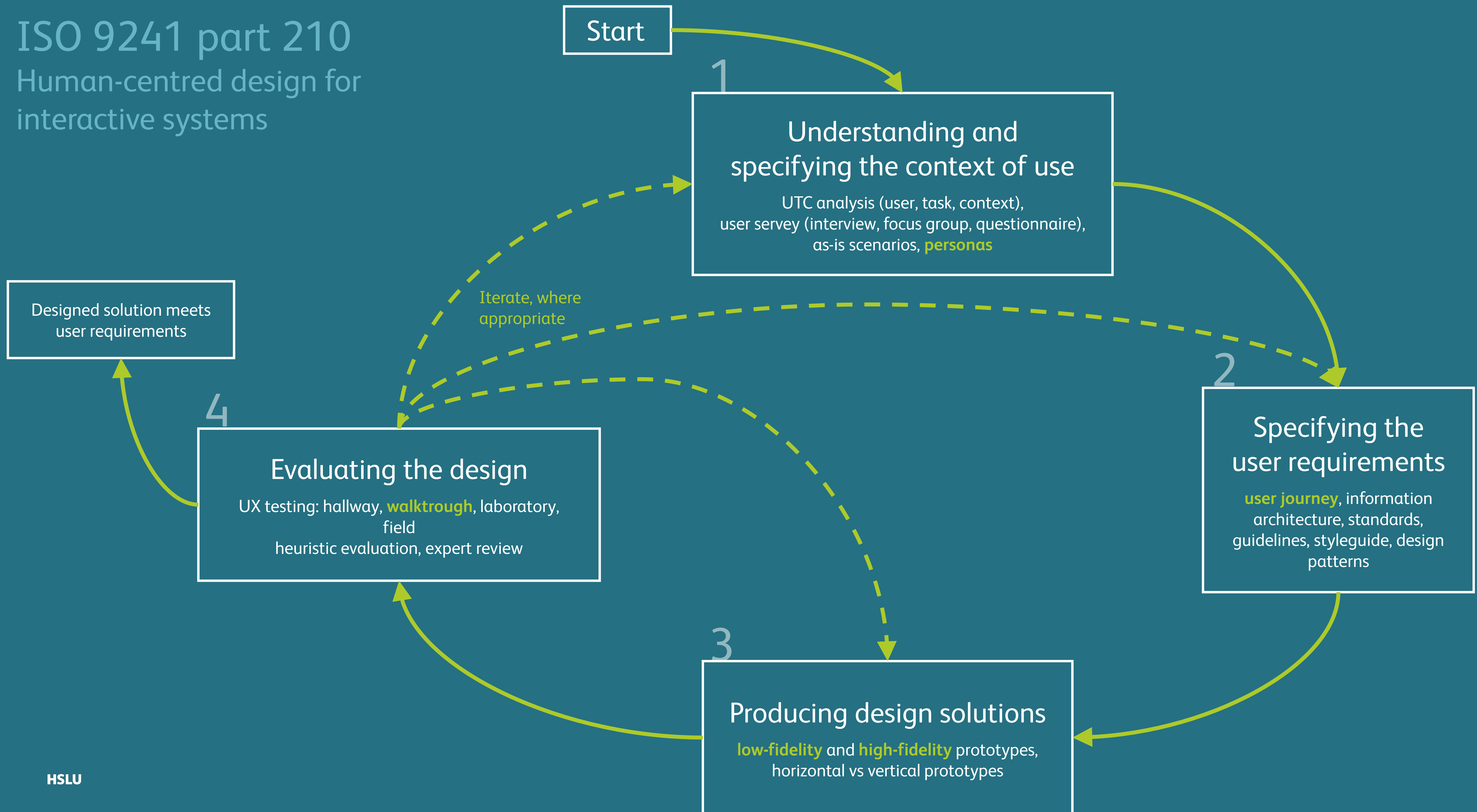
Iterative



Easy project integration

ISO 9241 part 210

Human-centred design for interactive systems



Personas



MARK, 22

DEMOGRAPHICS

 Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.	 Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
 Recently single and using dating apps. An only child and rescued a puppy 4 months ago.	 Graduated with a B in Health Sciences from UNCW. Owes \$28,000 in private loans.

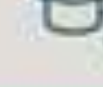
BEHAVIORAL IDENTIFIERS

 Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.	 Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
 Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.	 Shops online between 7pm-5am. Buys during pay periods at the end of the month and often uses promo codes.
 Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.	 Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
 Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.	 Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.



JUSTIN, 31

DEMOGRAPHICS

 Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.	 Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.
 Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.	 Graduated from a community college with honors and held office in 3 on-campus clubs.

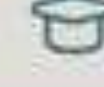
BEHAVIORAL IDENTIFIERS

 Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.	 Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.
 Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.	 Shops online between 8am-5pm and makes multiple returns. Uses Paypal at checkout.
 Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.	 Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
 Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.	 Cooks very healthy and with local products. Has great self care and is very active.



MAGGIE, 52

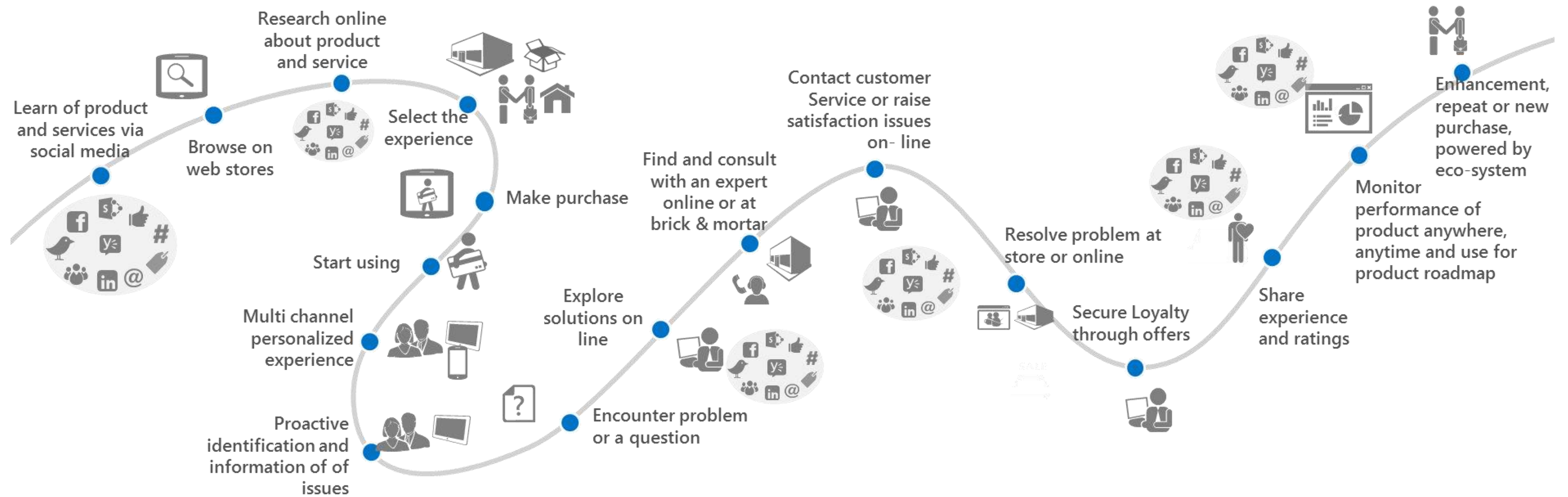
DEMOGRAPHICS

 Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.	 Human Resource Director of a small media company for 5 years with a \$88,000 salary.
 Happily married for 12 years with 2 sons and a house hold income of above \$220,000.	 Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

 Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.	 Strong need for customer service and support. Values face to face communication and rewards systems.
 Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.	 Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
 Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.	 Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.
 Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.	 In very good health but very busy and often stressed. Visits group exercise programs.

User Journey

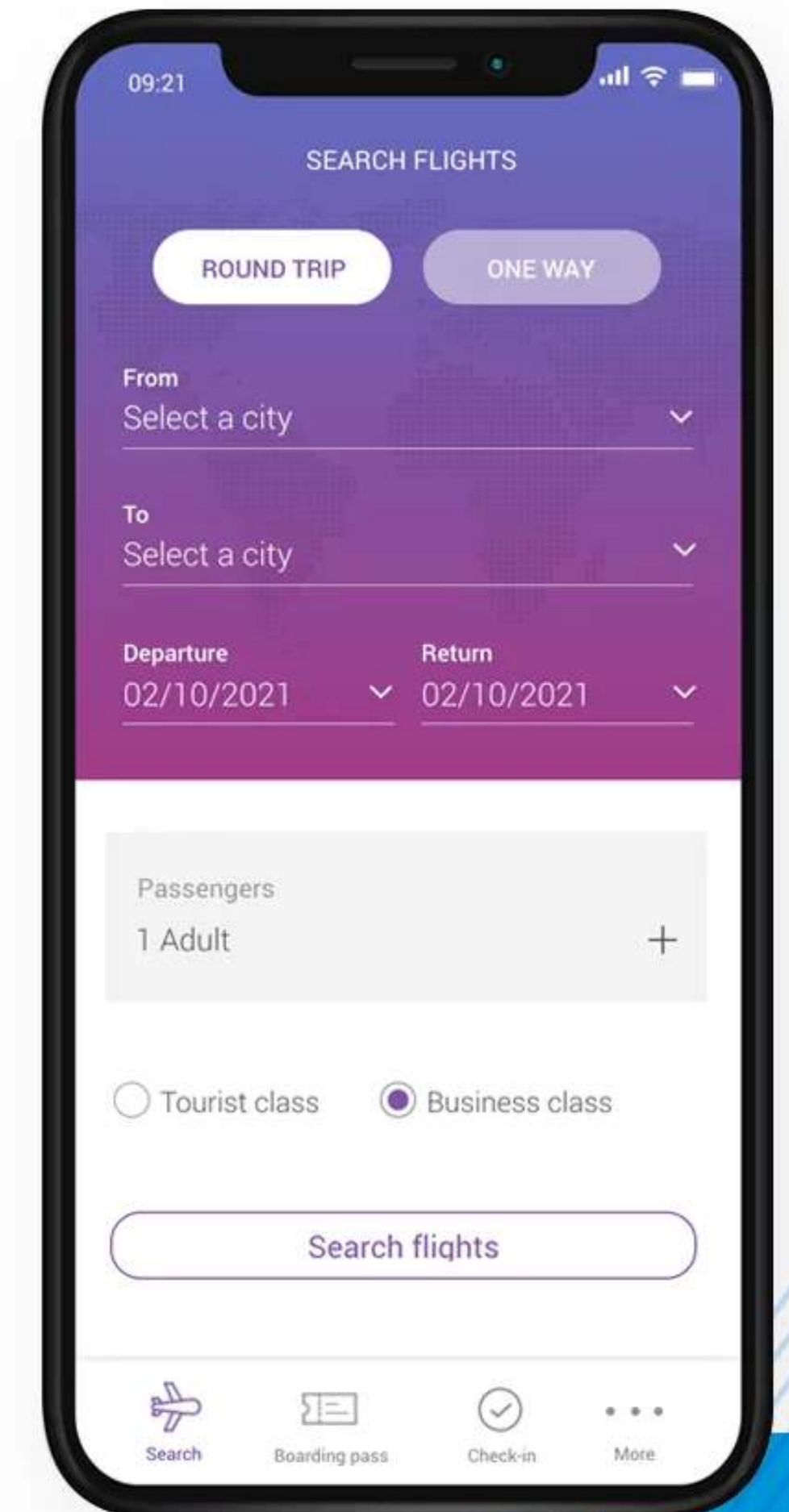
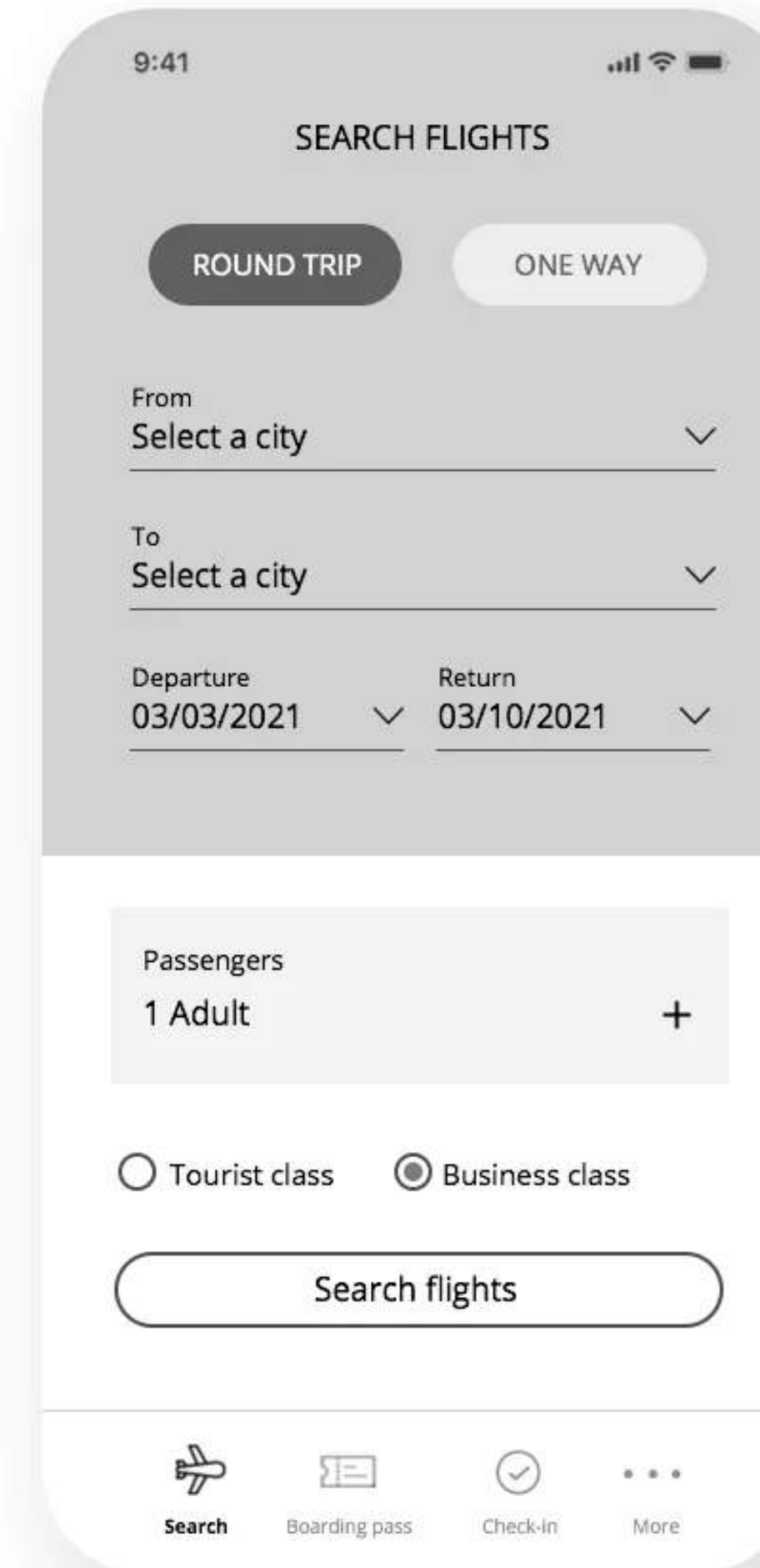
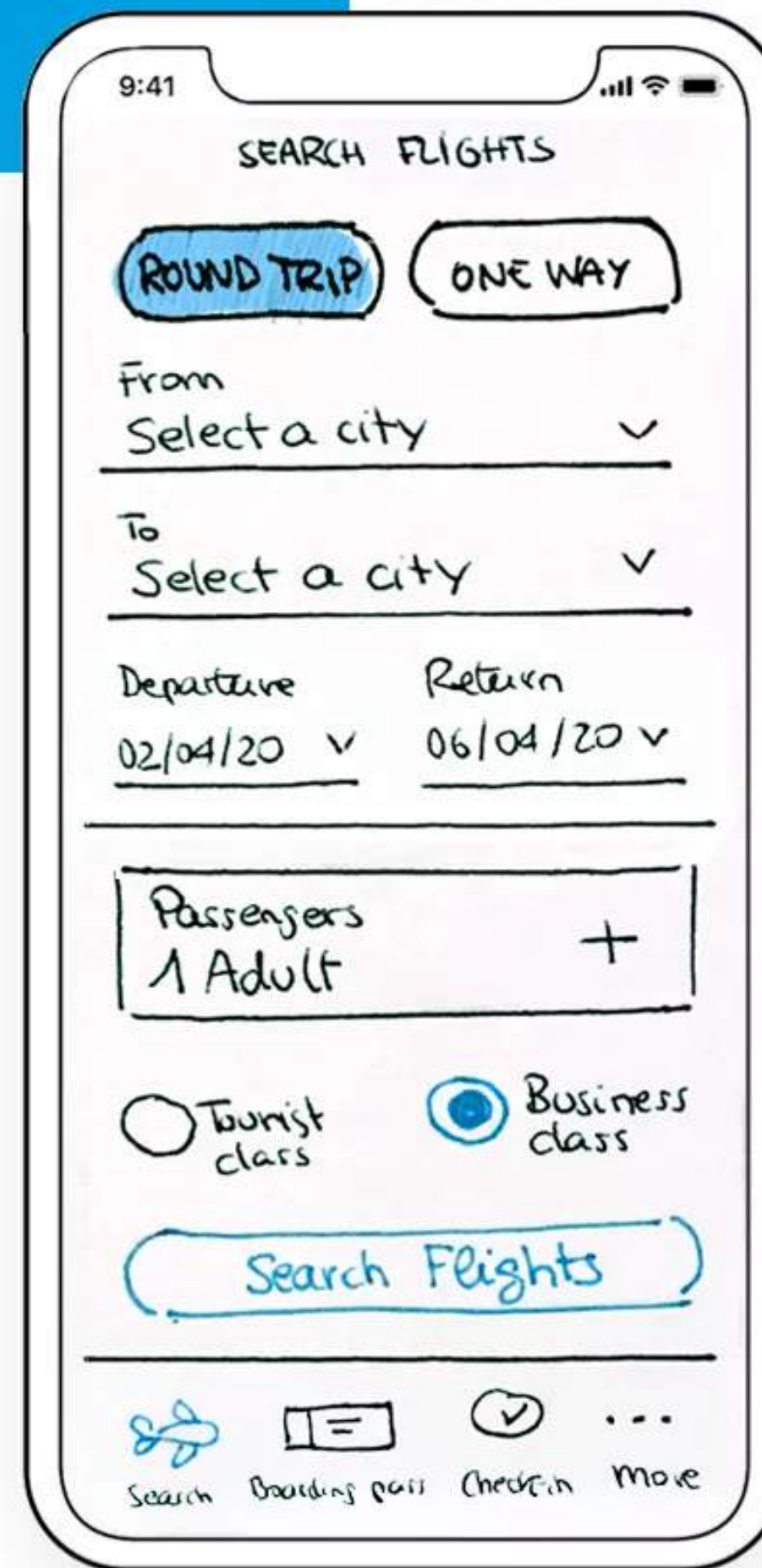


User journey: a concrete e-commerce example

	PURPOSE	SEARCH PROCESS	PRODUCT EVALUATION	PURCHASE
ACTIVITIES	Plans to buy a gift for a friend.	Searches the products via online search engines. Clicks on the first ad result.	Opens the webpage to check the product details. Checks more products to compare the information.	Proceeds towards the checkout page to pay for the product.
EXPERIENCE	Happy and excited to give a surprise to the friend.	Confused due to the availability of numerous options. Happy with the provided information.	Annoyed due to less information.	Satisfied with the seamless shopping experience. Unhappy because of the wait time.
EXPECTATIONS	Product information on the go.	User-friendly search engine. More yet clear search results.	More information, good discounts, and higher quality products.	Fast website speed and more payment choices.
OPPORTUNITIES	Offer comprehensive product data so that the user can make the decision with ease.	Work on providing better search results from queries.	Provide more discounts and incentives to first-time buyers.	Work on providing a faster website speed and loading time.

Prototyping Lo-Fi & Hi-Fi

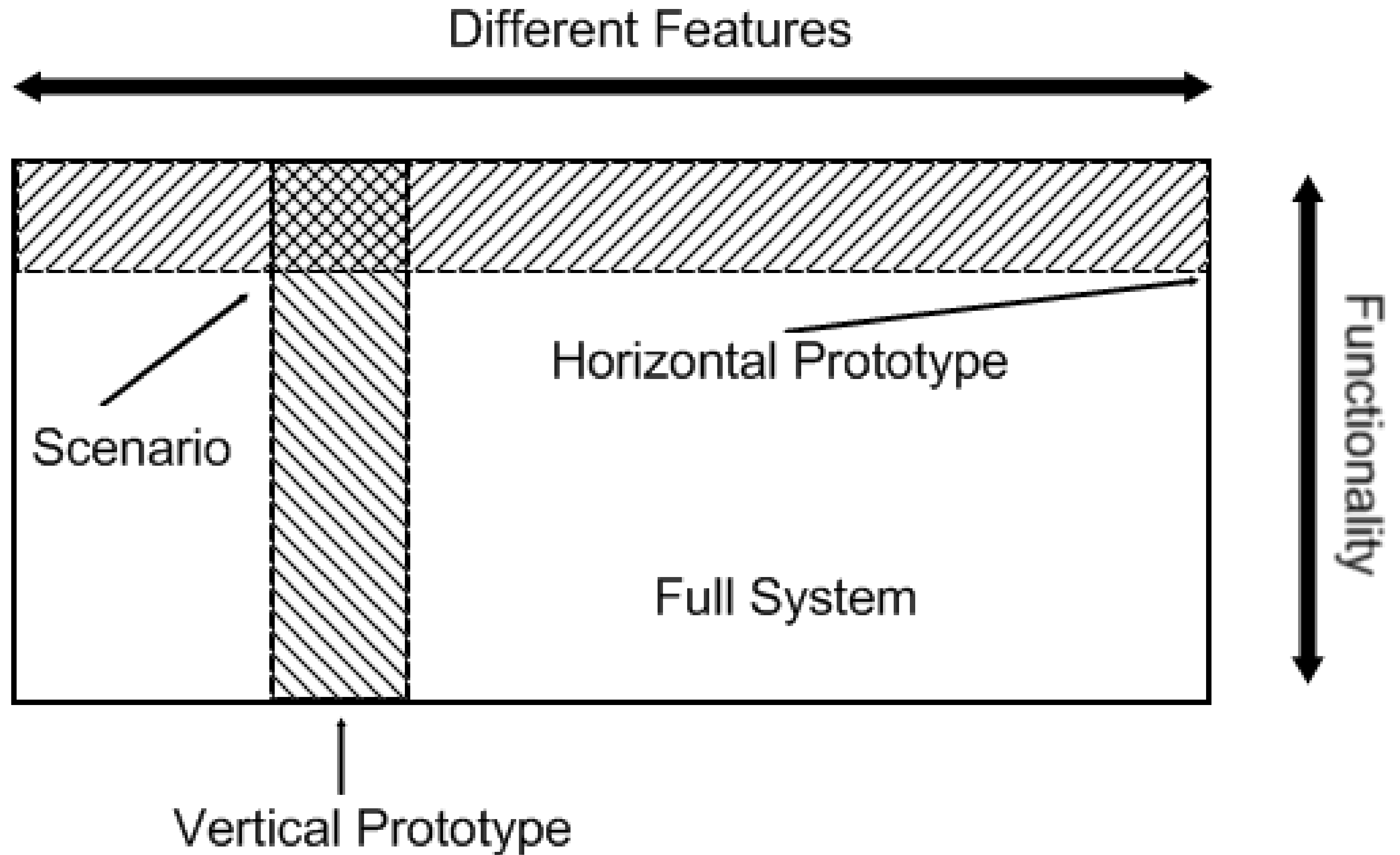
- Low-fidelity prototypes (Lo-Fi) with Paper & Pencil or tools like balsamiq
- High-fidelity prototypes (Hi-Fi) with dedicated tools (Figma, Adobe XD, ...)



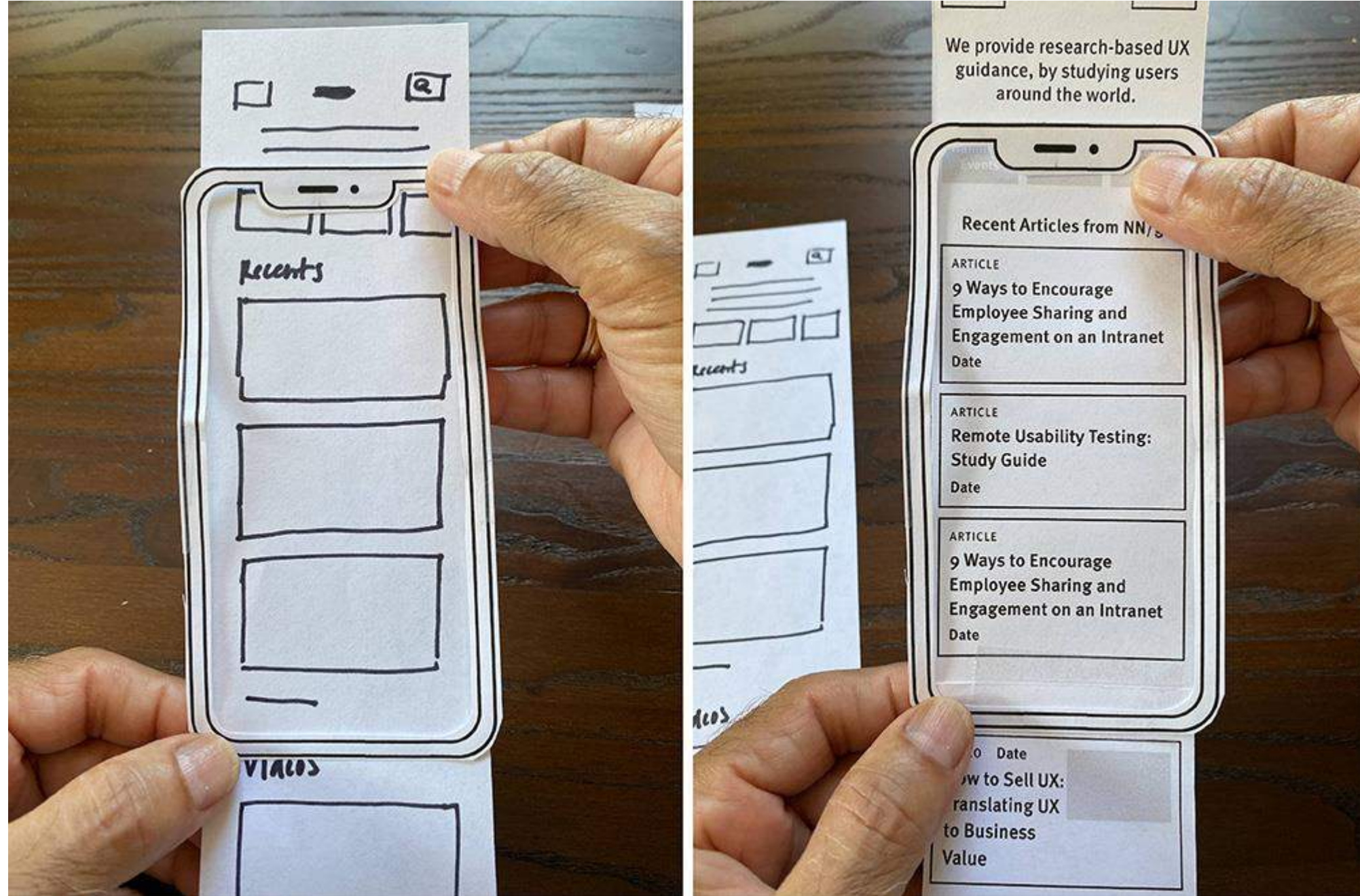
Prototyping

Horizontal vs vertical

- Horizontal: many features, but only superficial implementation
- Vertical: a specific feature implemented in detail



Paper Prototypes



store pages
&
copywriting

Group work: Paper prototyping (20')

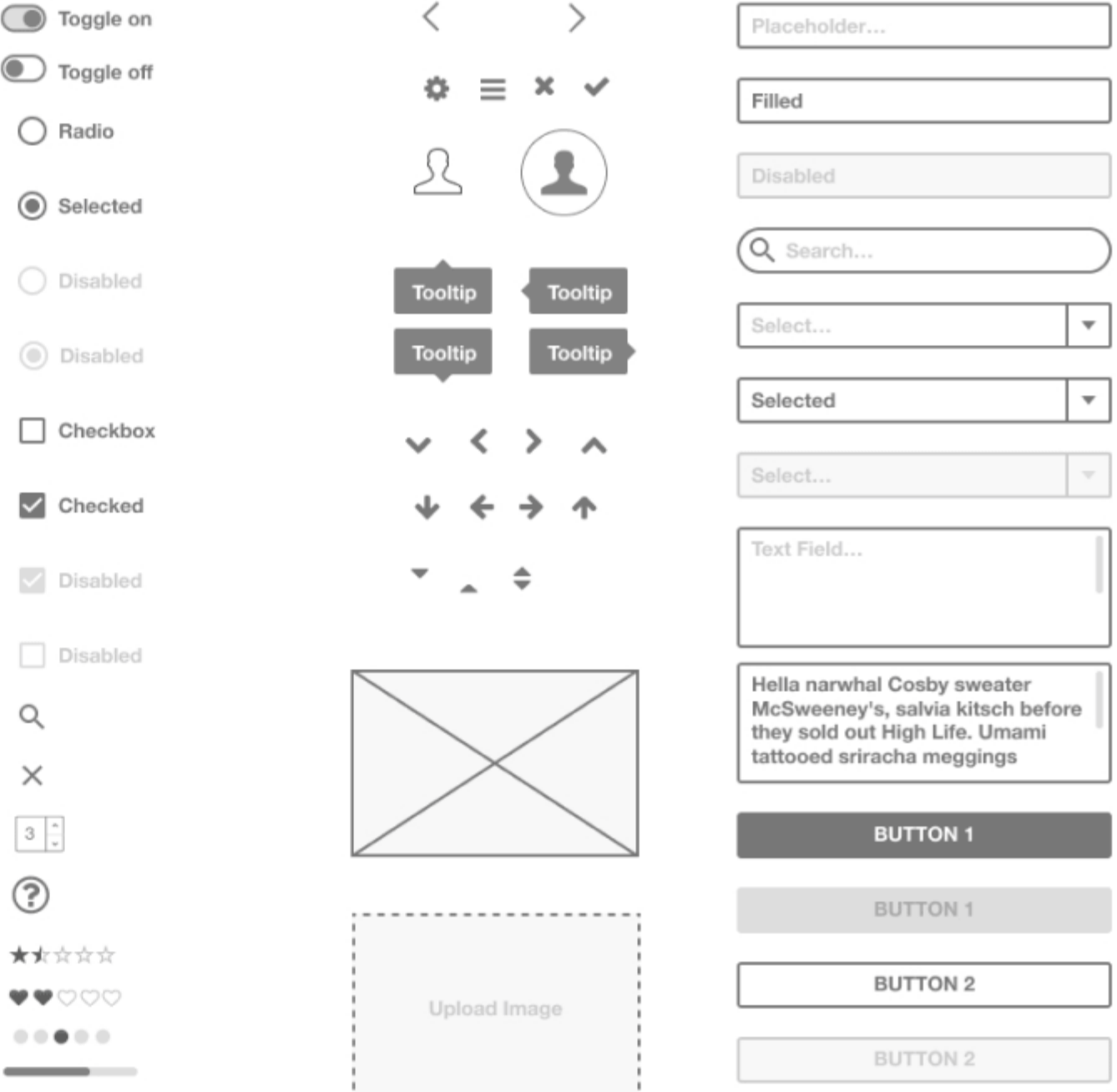
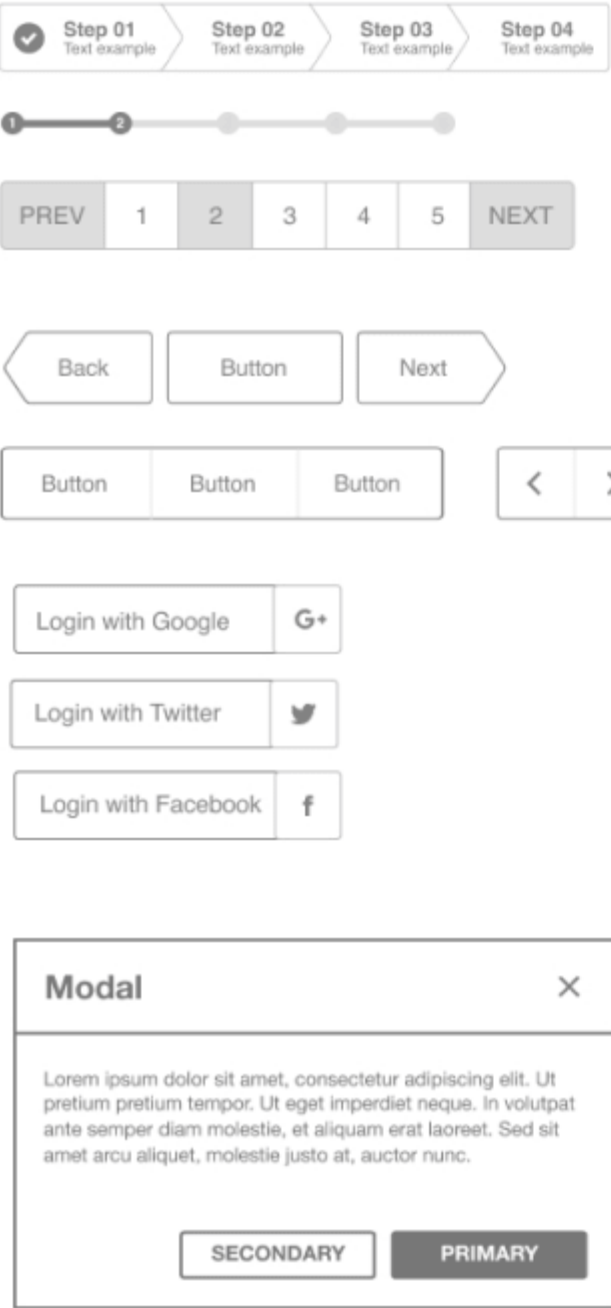
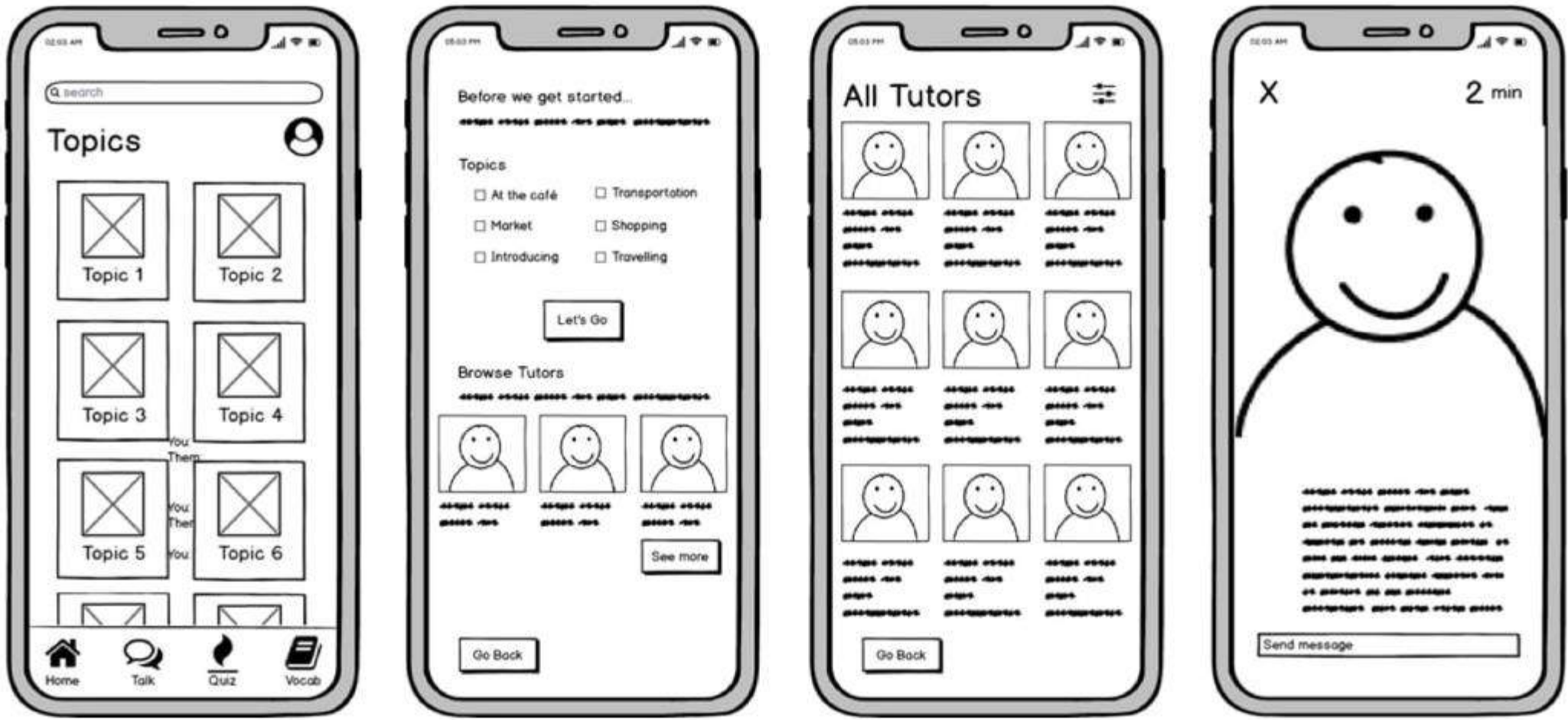
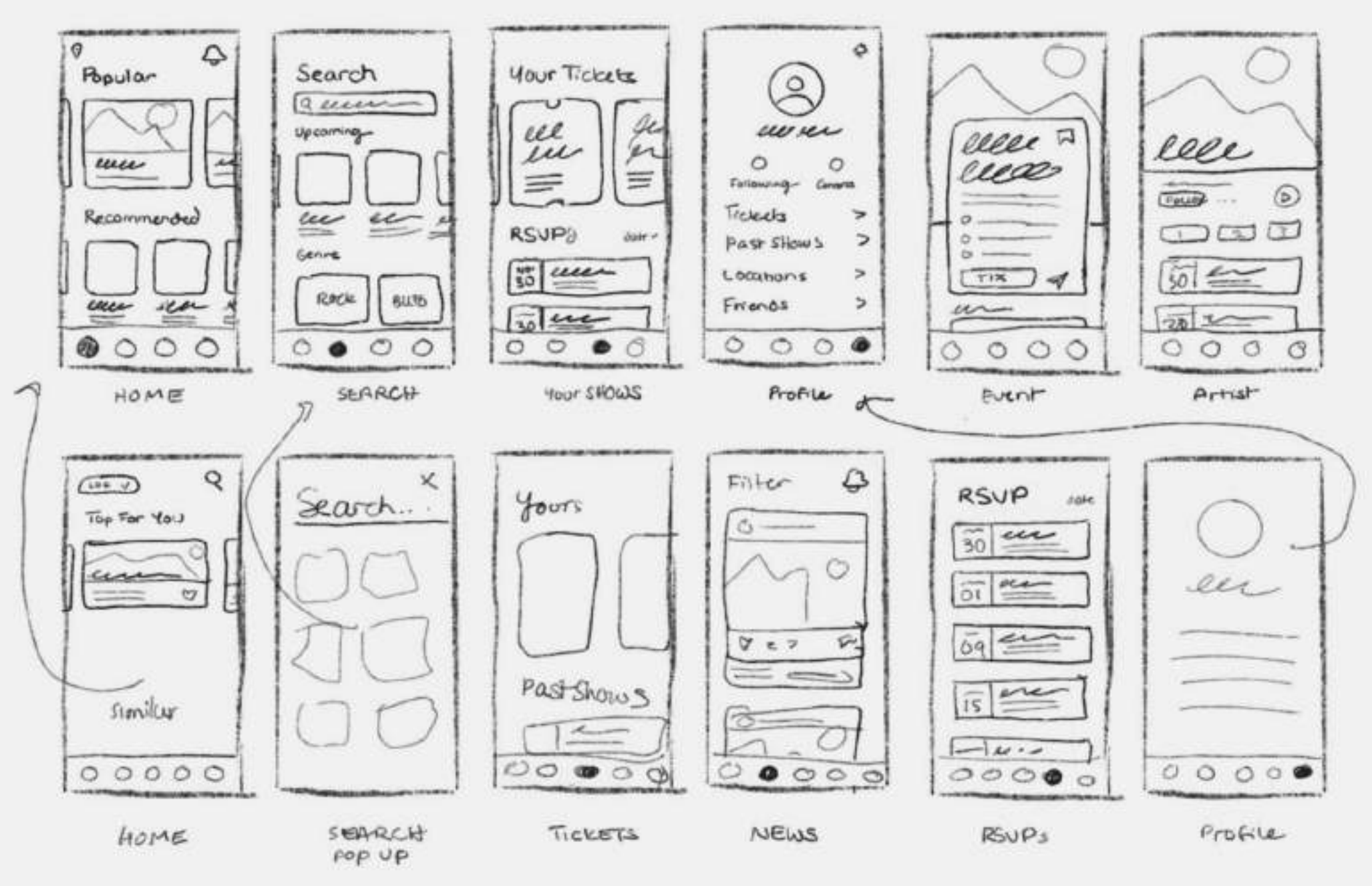
In your teams

- Create paper prototypes (each for themselves)
- Spark Ideas within your group
- No need for a joint solution
- Pages (only desktop needed):
 - Home
 - Shop
 - Product
 - Cart
 - (Check-out)
 - (My Account)

COPY, PASTE & MODIFY
IS ALLOWED

A picture
is worth a thousand words

Wireframes



Wireframing Tools

- Pen and Paper
- Balsamiq (balsamiq.com) → the standard
- PowerPoint
- Miro
- (Figma)
- (Adobe XD)
- ...

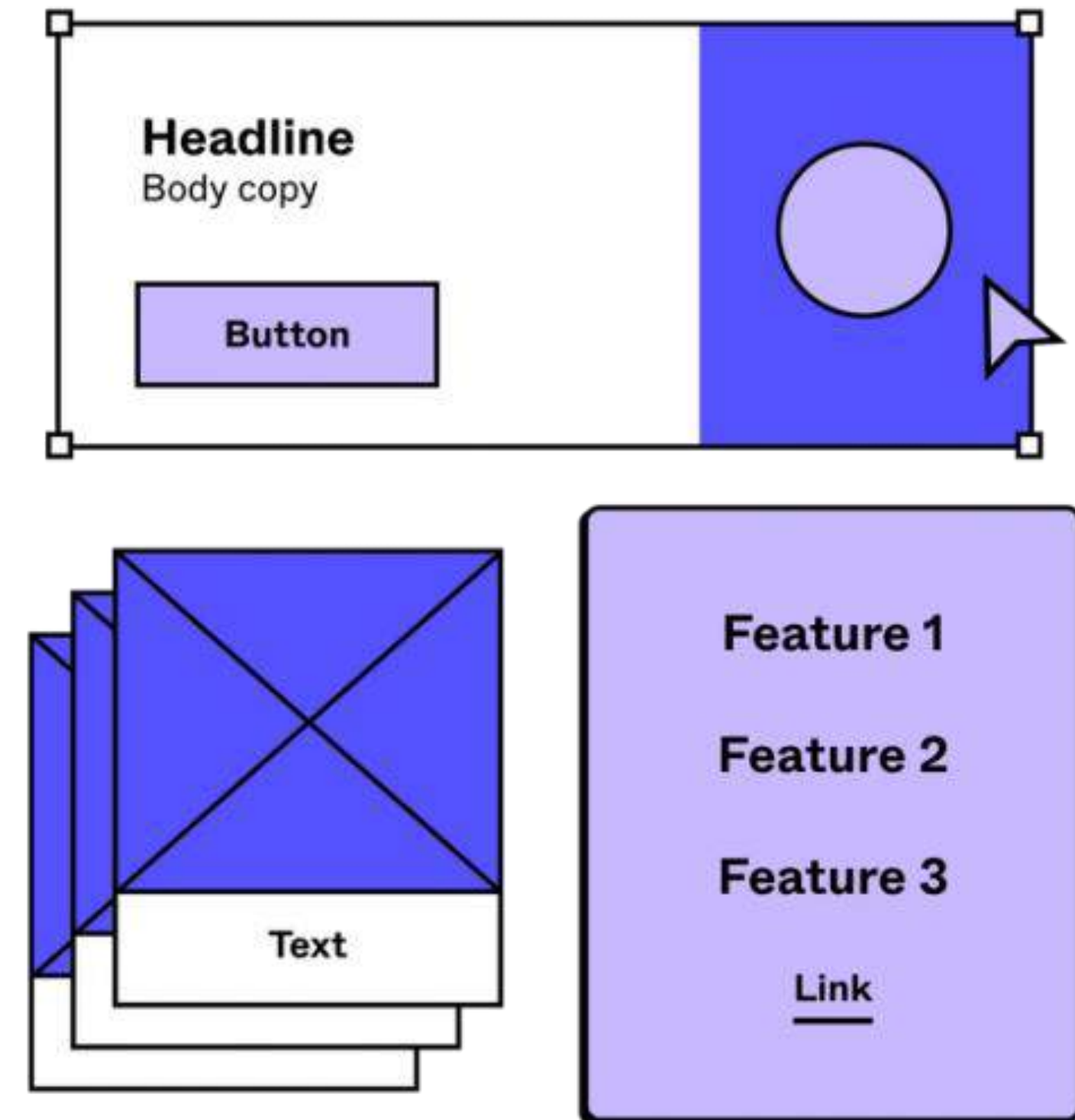
➤ The simpler the tool, the better



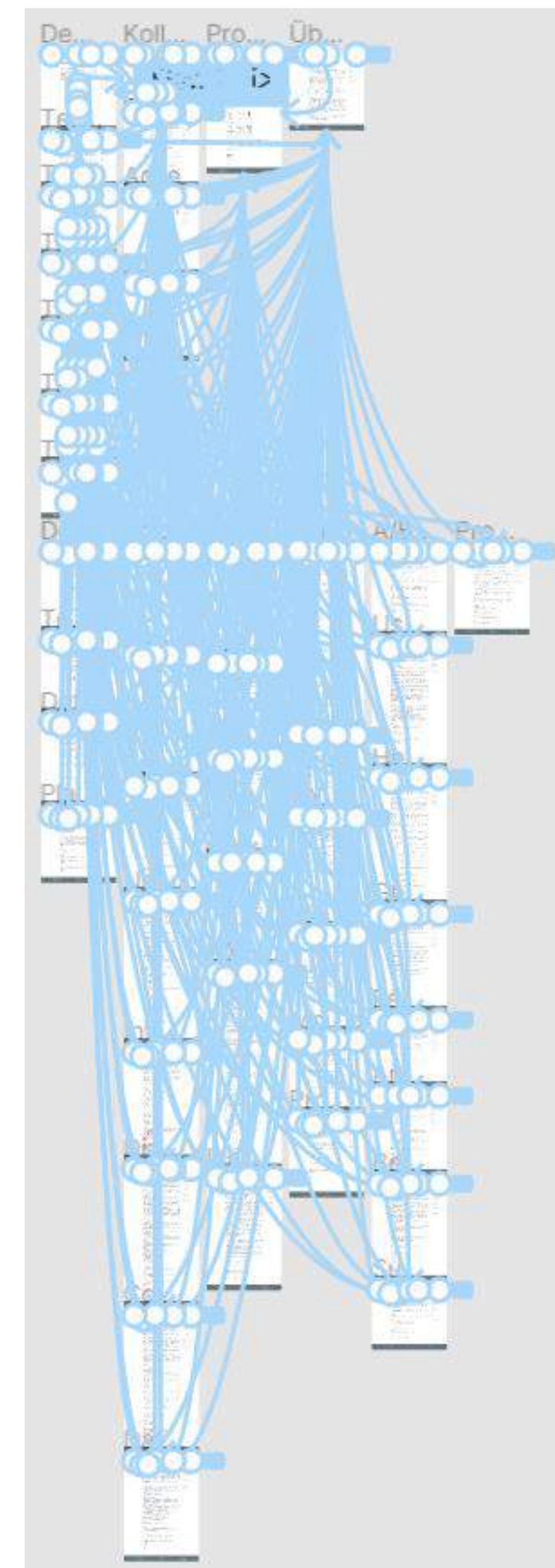
Figma Basics

- Free education account (figma.com/education)
- Collaboration
- Areas
- Frames
- Elements
- Wireframe Kit
- Copy Components
- Connections

Wireframe Kits



<https://www.figma.com/templates/wireframe-kits/>

HSLU

Group work: Wireframing

HOMEWORK
UNTIL MARCH 27TH

For yourself

- Get in touch with Figma and play around (make sure, you stick on the basis, there is no need for details)
- We will dive deeper in the features of figma next week

In your teams

- Create a common wireframe for the group (consisting of several screens)
- Stick to simple screens. No visuals (no colors, no pictures, no special fonts, no animation, ...)
- Next week, we conduct a user test (how to test an interface will follow)
- Pages (only desktop needed):
 - Home
 - Shop
 - Product
 - Cart
 - (Check-out)
 - (My Account)

**BE LAZY.
IN A WAY.**

About next week

- Theory about Ustertests
- Group work: Conducting ustertests
- Figma in detail
- Group work: Playing with Figma
- Theory: Gestalt Principles, Guidelines, Design Patterns, ...
- ...?

Thank you!

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Research

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