UX ESSENTIALS
for Business Tour

Presented by Jon Deragon, Senior UX Consultant

Speaking Events

- #SharingAtConclave, Conclave Co-Working Space
- Startup Istanbul 2016 Webinar Series
- UX Essentials Talk at Universitas Indonesia
- LiveLife Presents UX Essentials for Business

UX Obstacles

Businesses Face Many Challenges

Limited budget

Limited resources

Limited people

Limited time

Limited know how

Limited accessibility

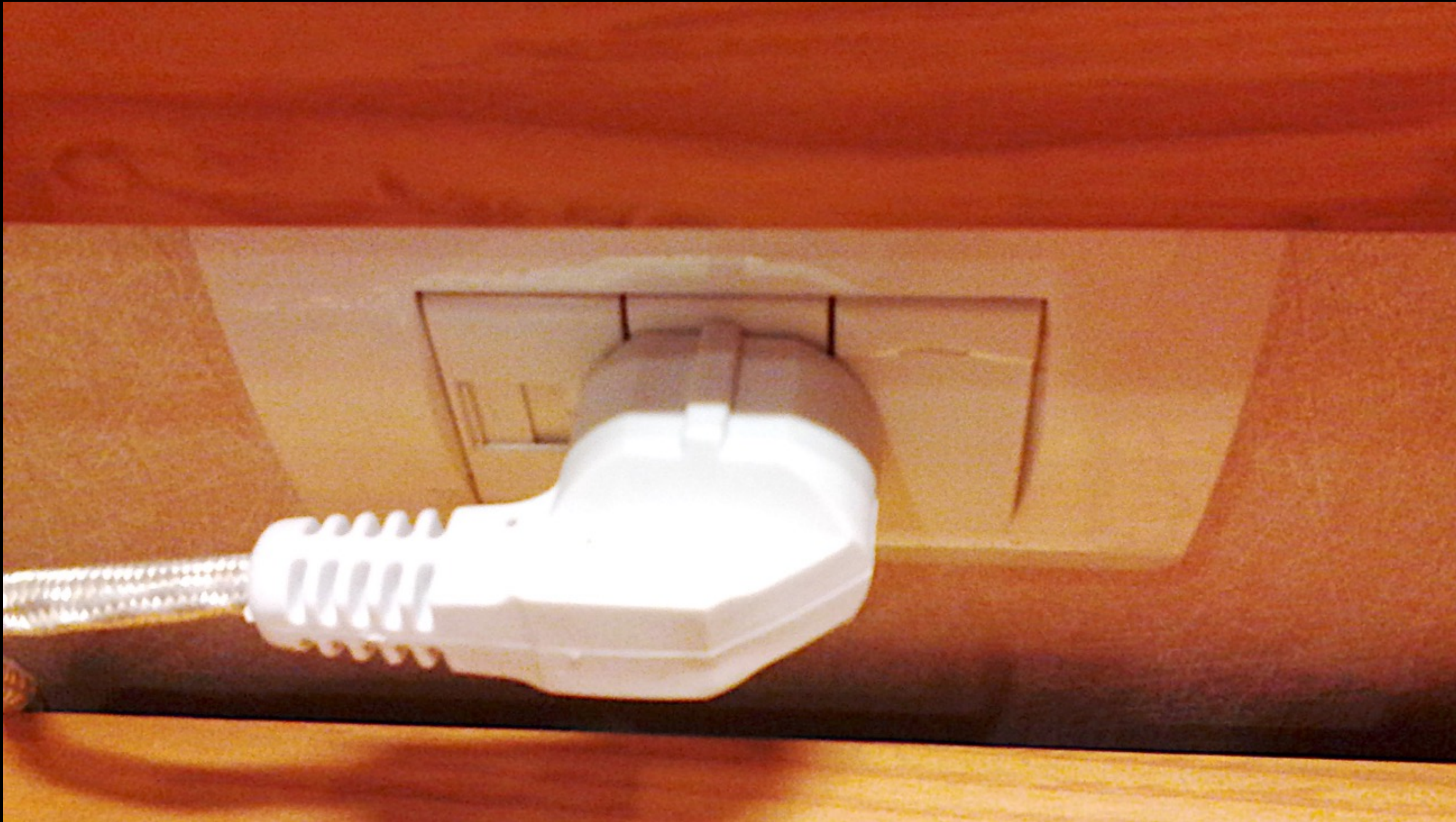Limited experience

Case Study (Real World)
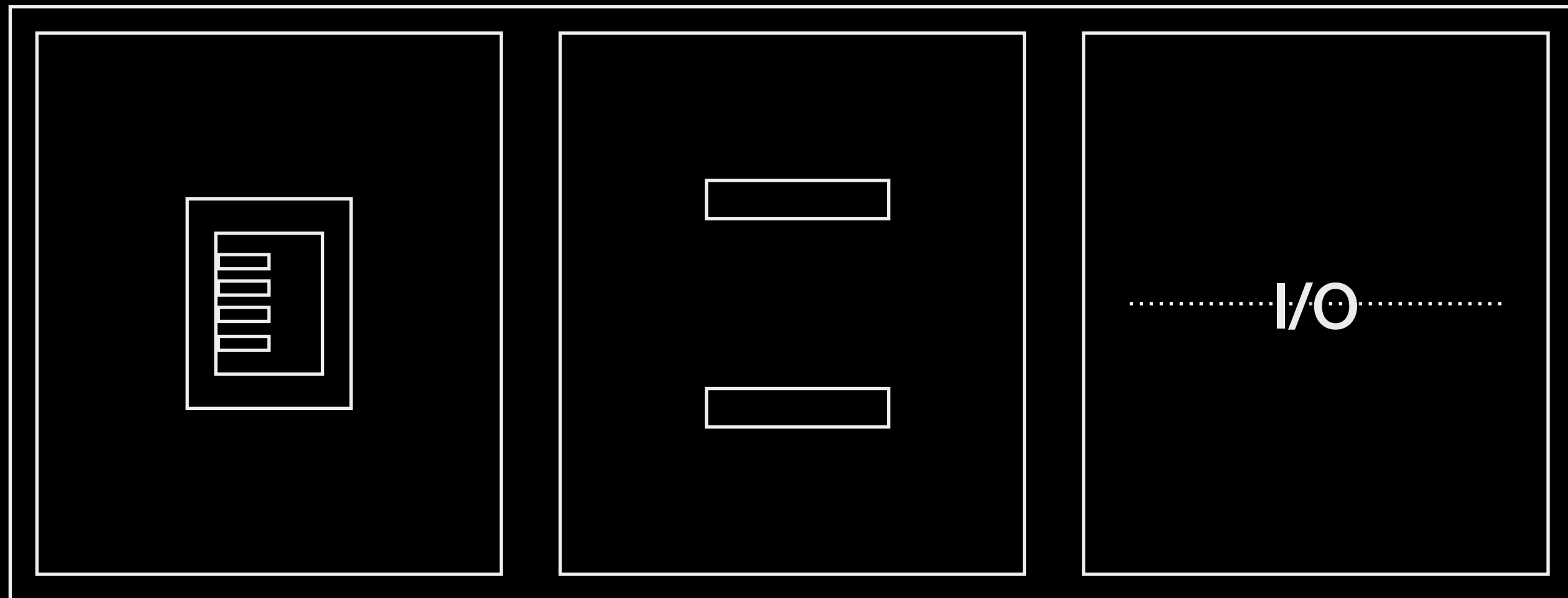
Case Study (Real World)

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# Case Study (Real World)

Discovery & Research

- What is the diameter of plug head typically used

- Typical adaptor weight and suitability of socket

- Requirements, light function and plug independence

Usability Testing

- Observe people inserting plug and light coming on

- Difficulties in people turning light on and off

- Long term analysis sees socket suitability issue

Case Study (Real World)
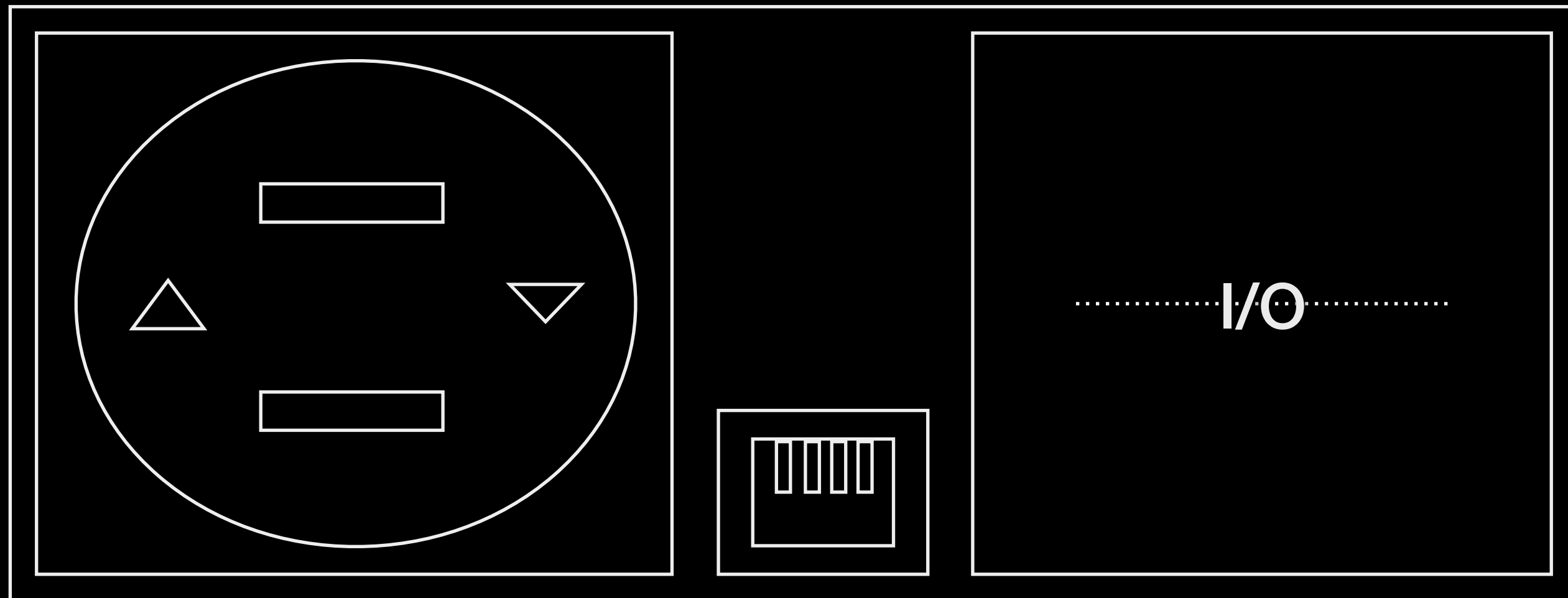
Design Improvements

- Large area to plug diameter, lessens obstruction of elements

- Rotatable plug to accommodate various configurations

- Phone jack middle bottom as cable typically goes downward and not impacted by right aligned

- Larger power switch for easier low light condition use
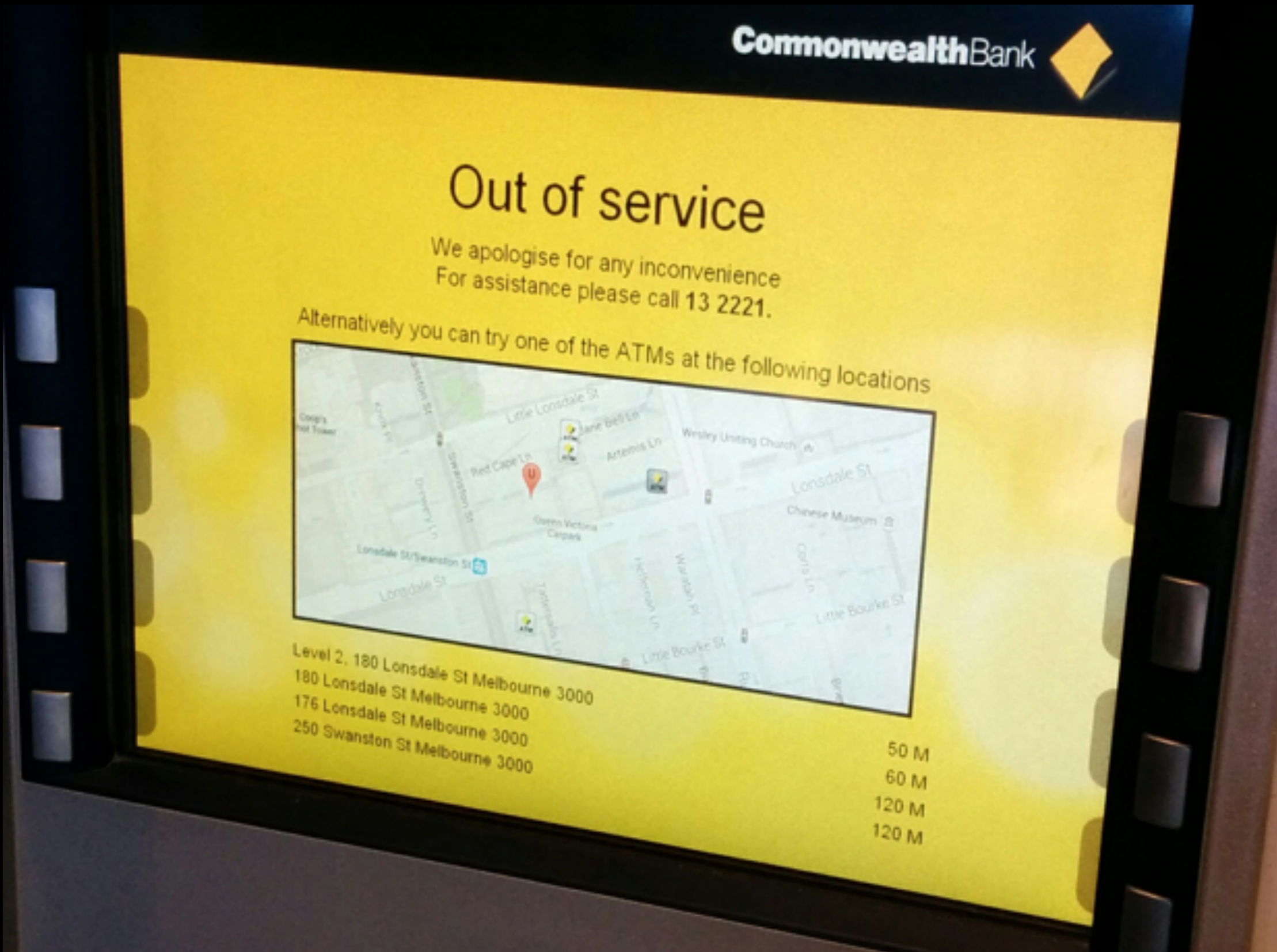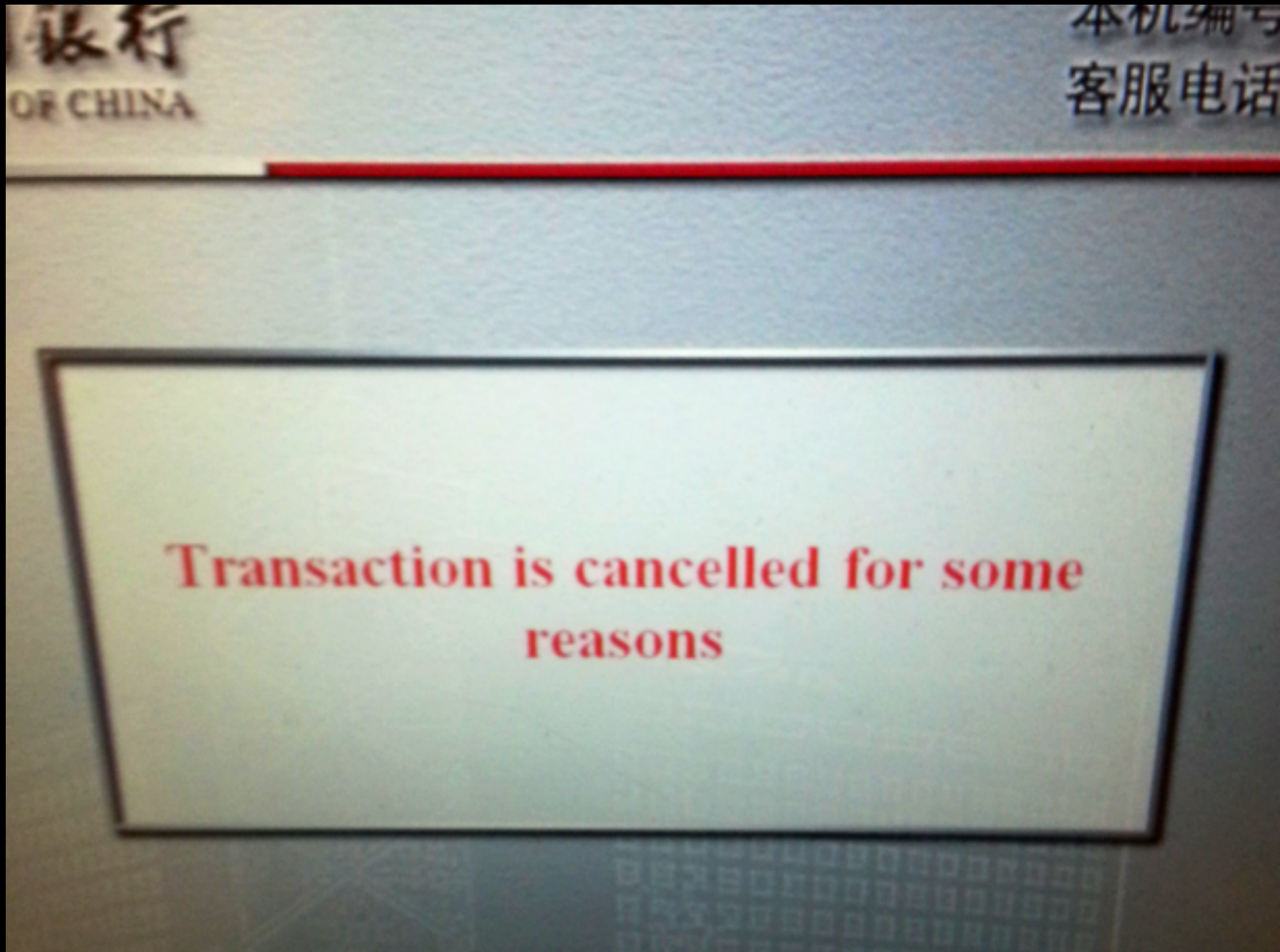
Case Study (Real World)
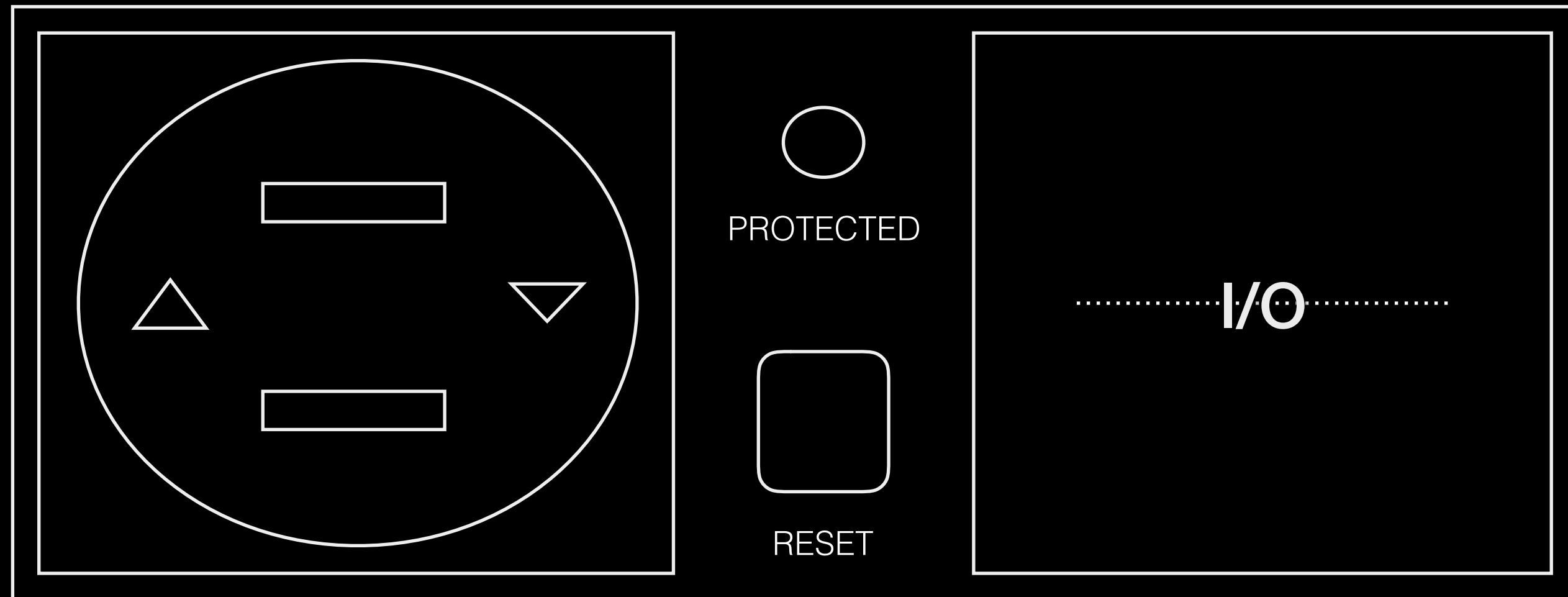
Design Justification

- Observe real world use in the field and correct design accordingly

- Each design decision should be based on data, not assumptions

- Continual review of product ensures it remains relevant and aligned to your users

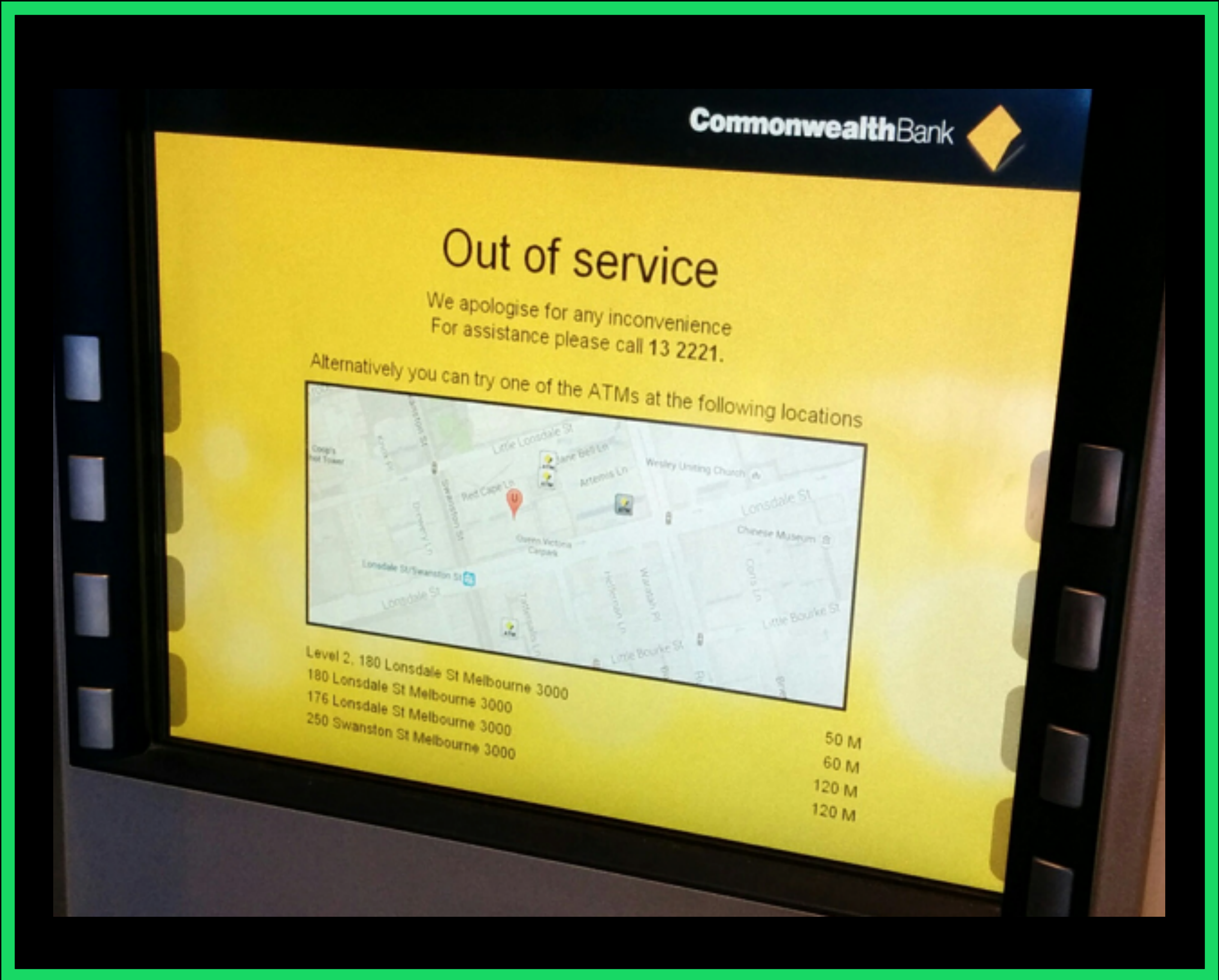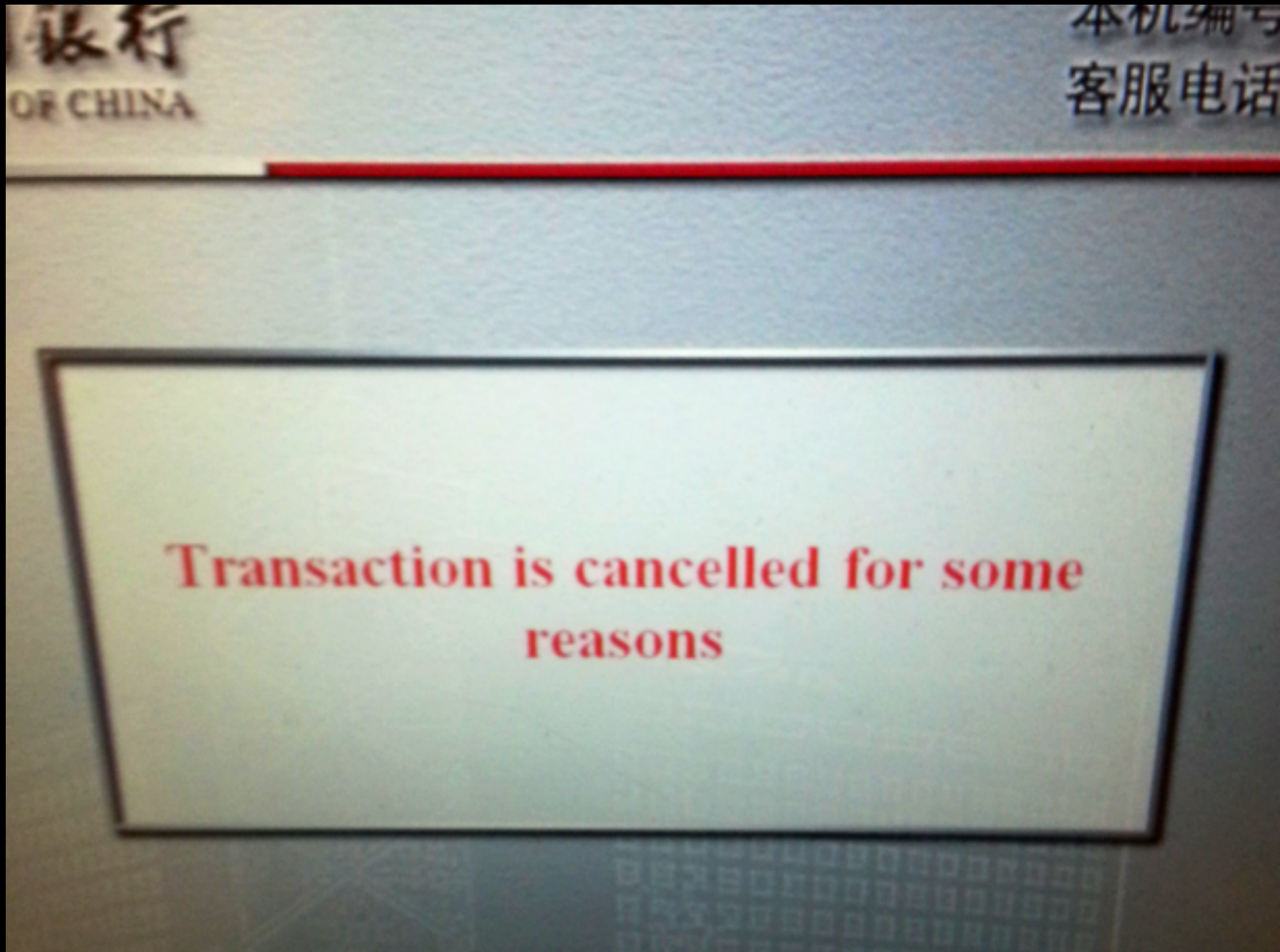- Keeping designs minimal with every feature needing justification

Case Study (Hybrid)
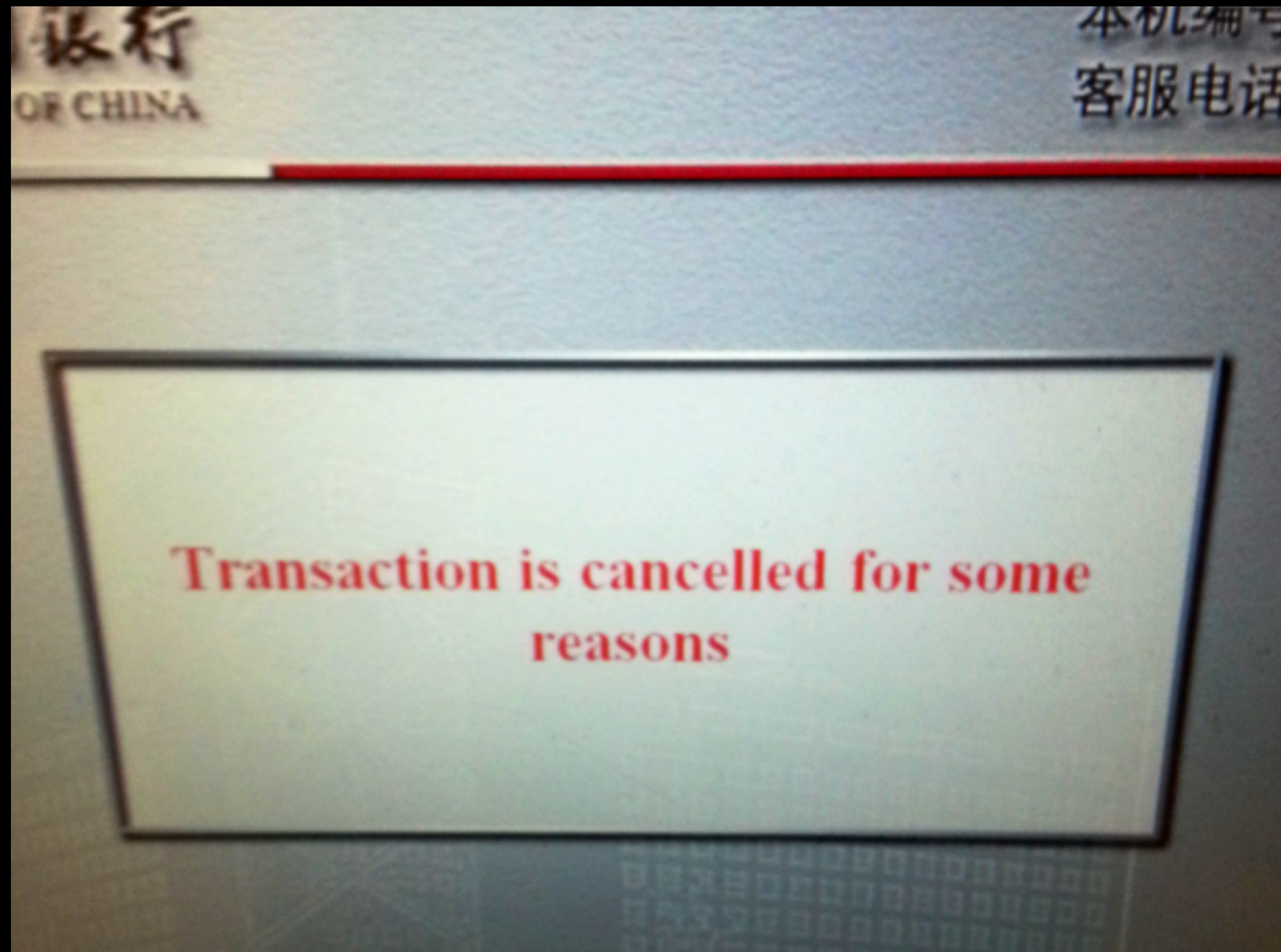
Case Study (Hybrid)

Case Study (Hybrid)

Case Study (Digital)

Case Study (Digital)

Case Study (Digital)

Case Study (Digital)

Case Study (Digital)

Case Study (Digital)

What Is UX

"It's about **people** designing with **people**, for **people**."

UX and Visual Design

UX

User-centred design thinking and process to determine optimal experience and usability of a product.

It's the architecture and infrastructure of a building.

Visual Design

Applies brand driven aesthetically pleasing yet functional design to the layouts determined in UX.

It's the interior decorating and land scaping.

The UX Difference

Design Visual Mockups → **Revisions & Approval** → **Handover to Engineers**

Visual Design Centric

User Insights

+

Brand Language → Design → Validation → Engage Engineering

+

Market Research & Strategy

User-Centered Design

The UX Difference

Design Visual Mockups → **Revisions & Approval** → **Handover to Engineers**

User Insights

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Brand Language

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Market Research & Strategy

→ **Design** → **Validation** → **Engage Engineering**

Visual Design Centric

User-Centered Design

The UX Difference

Strategy & Scope → Input → **UX** → Output → Prototype & Specs / Style Guide / Content Guide → Product

UX branches: Information Architecture, Content Strategy, Interaction Design, Usability Testing, Research, Visual Design
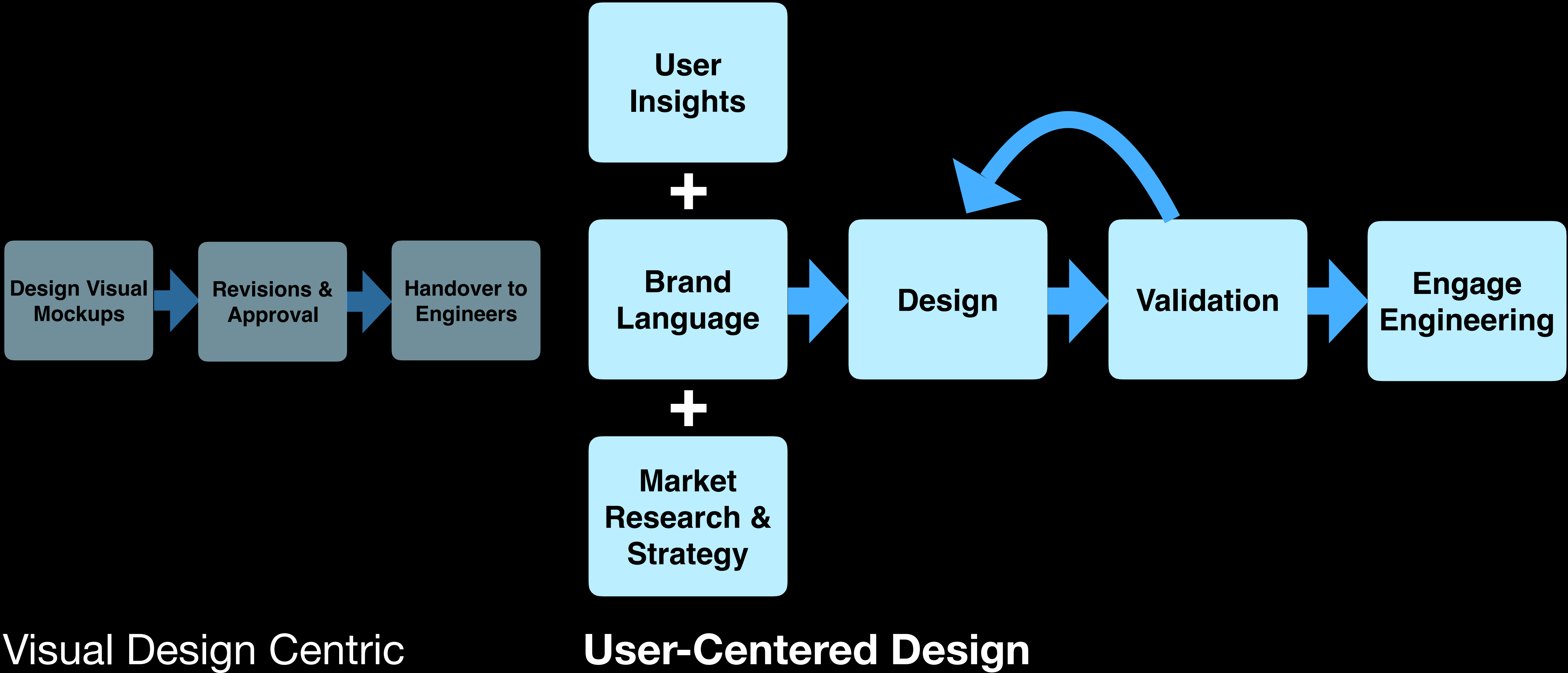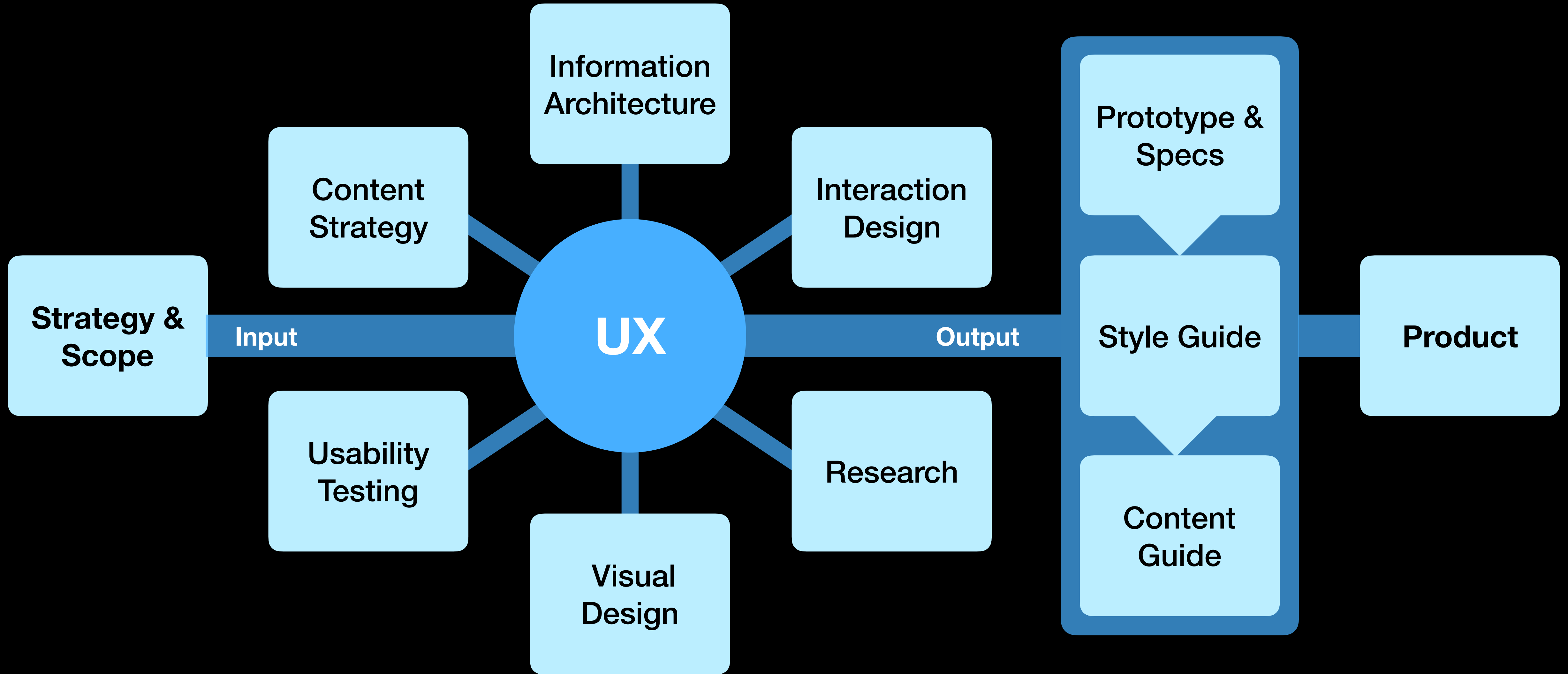
UX Process

Why does this product exist? For whom to use where and when?

- Strategy definition

- Business requirements gathering

- Research market and users

- Competitive analysis

- Identify and fill knowledge gaps

- Scope the functions and features

- Personas

- Initial sketching

Discovery + Research + Workshops	Prototype Design + Visual Design	Validation & Revision Cycle	Engineering
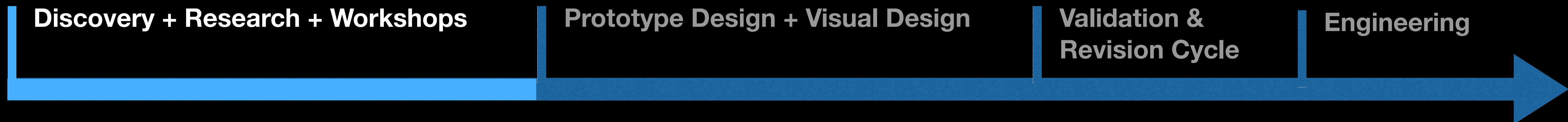
UX Process

Create the structures, define the journey and craft the optimal experience.

- Journeys, flows and mapping
- Information architecture
- Sketching higher fidelity
- Build out wireframes

- Interactive prototypes
- Specifications and annotations
- Develop style guide / pattern library
- Visual design screens

Discovery + Research + Workshops

Prototype Design + Visual Design

Validation & Revision Cycle

Engineering
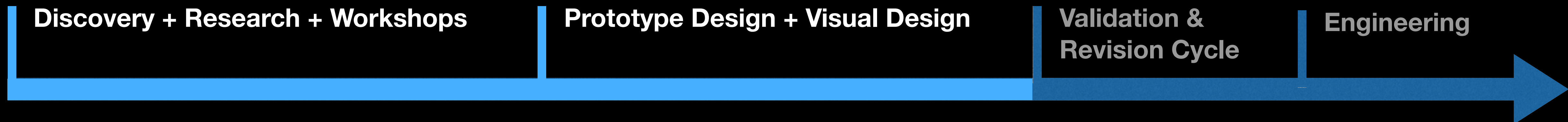
UX Process

Test your research, assumptions and outputs of UX design.

- Usability testing

- Field research

- Contextual inquiry

- Compile, trend and shortlist data

- Rework problem areas

- Deploy lite or limited release

- Intercept feedback

- Survey users

| **Discovery + Research + Workshops** | **Prototype Design + Visual Design** | **Validation & Revision Cycle** | **Engineering** |
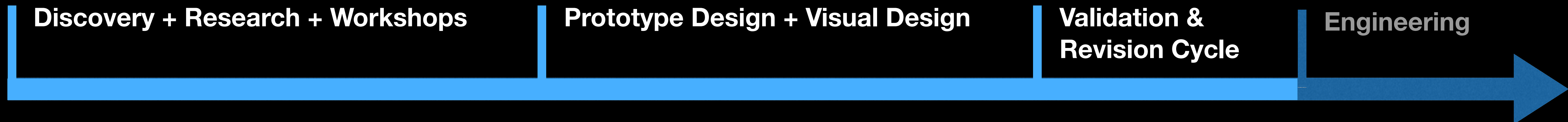
UX Process

Make Engineering's life easy… you're all on the <u>same team!</u>

- Be constantly integrated

- Present walk-through and Q&A

- Sit down with Engineering lead

- Bundle "Engineering Pack"

- Audit staging version for consistency

- Be part of optimisation process

- Always evaluating tech feasibility

- Show 'n tell throughout design process

| Discovery + Research + Workshops | Prototype Design + Visual Design | Validation & Revision Cycle | Engineering |
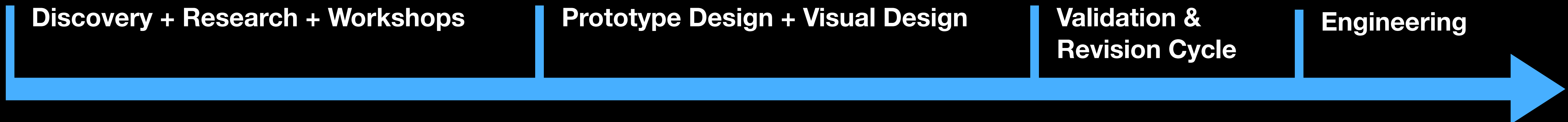
The UX Advantage

⭐ Clarity and understanding of business requirements

⭐ Looks at the pieces together as a whole

⭐ Drives true understanding of user needs, thinking and behaviours

⭐ Creates a hub for decision making, brings everyone together

The UX Advantage

⭐ Takes guess work out of design and architecture matters

⭐ Allows rapid product emulation without building it

⭐ Validate your concept with real users

⭐ No guess work, gives developers detailed specifications to follow

Everyone Can Benefit
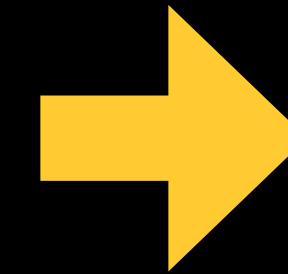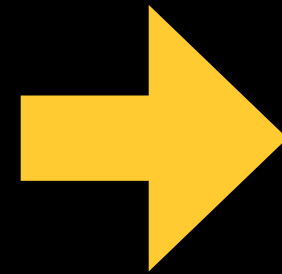
We're still working on our product

Perfect time to harness the full end-to-end UX process. Intimately understand your target audience and fit in the marketplace before release, through in-depth research.

Our product newly exists in the market

Great… you'll start getting qualitative (feedback) and quantitative (statistics) data back to analyse. Perform usability testing and field research on the live product.

Our product has matured

Finely tune conversion optimisation of product. Evaluate style guide, audit content and architecture. Continuous feature and design alignment with marketplace.

UX Maturity

6 Woven into fabric of business

5 Critical to business and strategy

4 Committed, integral to design process

3 Valued and supported in limited capacity

2 Awareness and valued, lacks support

1 Not recognised, scepticism or misunderstood

UX Maturity - Typically Observed

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UX Maturity - Winning Opportunity

6 Woven into fabric of business

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1 Not recognised, scepticism or misunderstood

Factors UX Encourages

Empathy

Understanding of human behaviour

Abreast of design and tech trends

Big picture thinking

Strong communications

Team cohesion

Potential

Mediation and presentation skills

Energetic

Attuned to good design

Problem solving

Vision

Creativity

Clarity

Innovation

Attention to detail, consistency

Thought leadership

Market understanding

UX Team Tools

Axure
Justinmind
Balsamic
UXPin
OmniGraffle Mockplus

Sketch
SnagIt

Silverback

Diagramming Wires + Prototypes Visual Design + Caps Usability Testing

Use the right tools, the outcome is worth it.

UX Team Tools

Trello
Slack
Jira
Zeplin
Dropbox

Collaboration

Plenty whiteboard space, markers
Post-It notes
Pads of paper, pens
Desk and wall space
Dedicated area (if possible)

Ideation and Workshops

Learning UX

Mentors

Groups

Websites

Social Channels

Videos

Associations

Books

Events

Online Courses

Classroom

Good UX professionals love to mentor and share with people. Don't be afraid to ask for help, and get different perspectives from different practitioners.

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Look for local events and regular meet ups on Meetup, LinkedIn and Facebook. Join chatrooms like "User Experience Design" on Slack, to ask questions.

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UX Magazine (uxmag.com)

UX Mastery (uxmastery.com)

UX Matters (uxmatters.com)

UX Movement (uxmovement.com)

UX Booth (uxbooth.com)

Usability Post (usabilitypost.com)

Nielsen Norman Group (nngroup.com)

Smashing Magazine (smashingmagazine.com)

Medium (medium.com)

Pulse (linkedin.com/pulse)

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LinkedIn

- UX Professionals
- UXPRO - User Experience Professionals Network
- UI/UX User Experience Interaction Design
- UX Thought
- UXID

Facebook

- UX Indonesia
- CHI UX Indonesia
- UI/UX Designer Group

Twitter

- @uxdesigntop
- @uxdesignweekly
- @uxdinsights
- @uxmastery

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YouTube (youtube.com)

Vimeo (vimeo.com)

Search for UX, User Experience, Interaction Design, etc
FREE, Indonesian viewing restrictions

UIE All You Can Learn (aycl.uie.com)

Subscription based library of UX presentations
Regular free video of the day

Uideo (uideo.net)

Massive library of design and UX videos and presentations
FREE, Indonesian viewing restrictions

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UXPA
(User Experience Professionals Association)

IxDA
(Interaction Design Association)

IAI
(The Information Architecture Institute)

SIGCHI
(Special Interest Group on Computer-Human Interaction)

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The User Experience Team of One
By Leah Buley

Designing Products People Love
By Scott Hurff

The Design of Everyday Things
By Don Norman

Don't Make Me Think
By Steve Krug

Usable Usability
By Eric Reiss

The UX Book
By Rex Harrison and Pardha Pyla

Simple and Usable
By Giles Colborne

100 Things Every Designer Needs to Know About People
By Susan M. Weinschenk Ph.D

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UXPA (Worldwide)

UX STRAT (USA)

UX Book Club (Worldwide)

ConveyUX (USA)

Interaction (Amsterdam)

UX Malaysia (Kuala Lumpur)

UX Australia

UXSG (Singapore)

UX Intensive by Adaptive Path (USA)

UX Week (USA)

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Classroom

Udemy (Low Cost)

- User Experience (UX): The Ultimate Guide to Usability
- UX Design Fundamentals
- UX & Web Design Master Course
- Become a UX Designer

Coursera (Free University Materials)

- User Experience: Research & Prototyping
- Interaction Design
- Information Design
- Design Principles: An Introduction
- Content Strategy for Professionals: Engaging Audiences

Lynda (Subscription)

- UX for Business
- Persuasive UX: Influencing Behaviour Patterns
- UX Research Fundamentals
- Foundations of UX: Multidevice design

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edX (Free or Low Cost)

- UX Design
- UX: Understanding Your User Needs
- UX: Principles of Designing for Humans
- UX: Usability Testing
- Introduction to UX Research

The Next Web (Low Cost)

- UI & UX Design Bootcamp Bundle

UXTraining

Webinars & Email Lists (Free)

- UXPA
- UserZoom
- Studio by UXPin
- UX Booth

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General Assembly

User Experience Design Immersive Course (10-Weeks Full Time)
User Experience Design (10-Weeks Part Time or 1 Week)
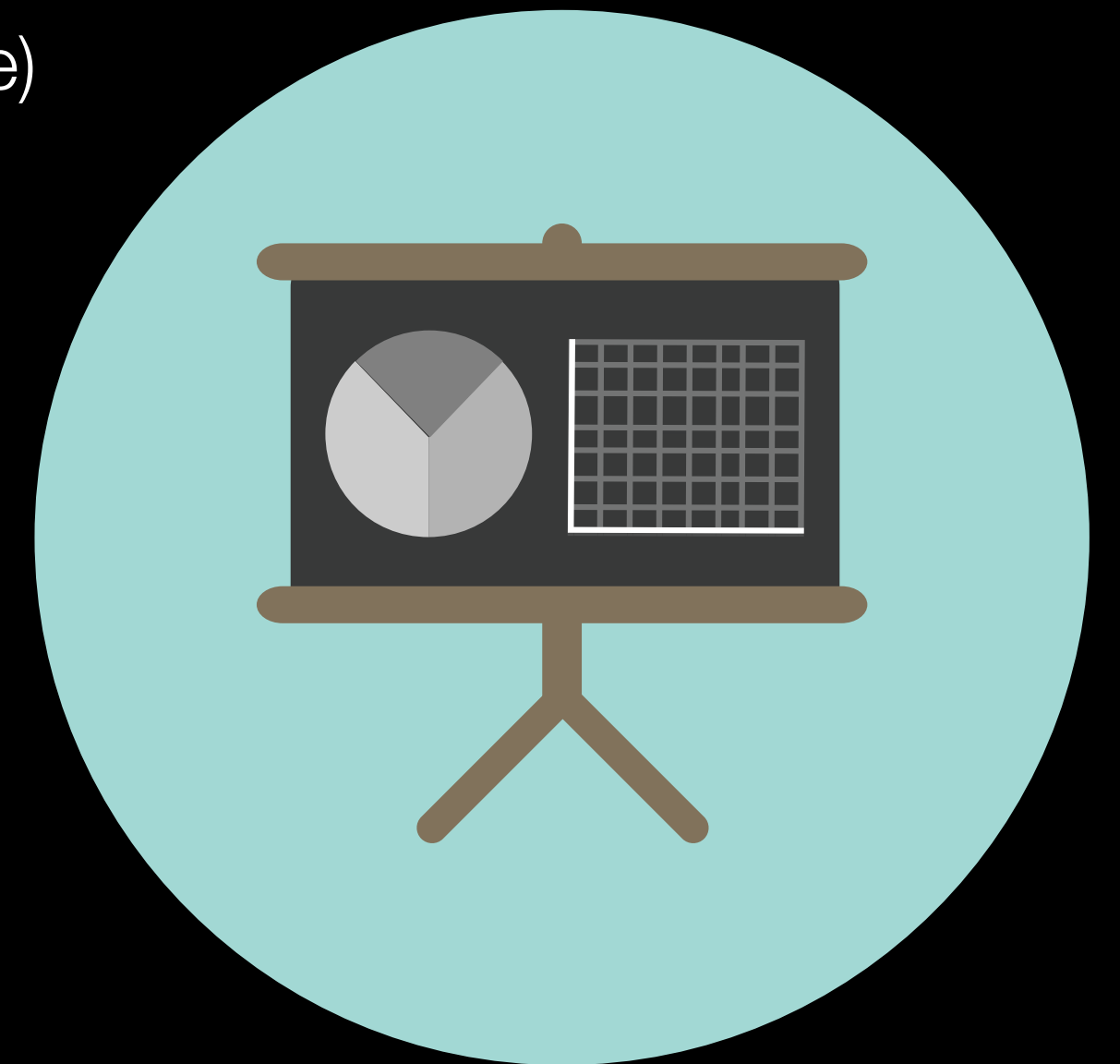
Neilson Norman Group

UX Certified Master
UX Certified

Human Factors International

Certified Usability Analyst (CUA)
Certified User Experience Analyst (CXA)

Elements with Greatest Returns

Strategy & Scope Definition

Firm understanding of the who, what, why and where and how goes a long way. Know the market and your competitors.

Personas & User Journeys

Have a guiding light of who you're designing for. Be able to shape and visualise critical product journeys.

Site Mapping & Card Sorting

If your users can't find, search or navigate to products they want, you're really in trouble.

Validation by Moderated Testing

Get your product in front of people and observe your assumptions getting tossed around.

Producing Style Guide to Encourage Consistency

Constructing Prototype Before Building

Specifications and Annotations for Development

UX Adoption Plan

⭐ Learn and get caught up on basics, hire help if possible

⭐ Get everyone onboard with "design thinking"

⭐ Who will do what, how will ideas flow, who approves?

⭐ Start incorporating UX into design and project processes

⭐ Measure, validate, test, refine, repeat

The Guiding Light of UX

Don't assume about your customers, **KNOW** about your customers.

The product
will be **INFINITELY** better for it.

Thank You

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LinkedIn www.linkedin.com/in/jonderagon