

User Experience Design & Usability

Week 12

TCNJ Web 2

Jean Chu

Now you have something that **YOU** have produced...

Let's try to think as another person, as a **USER**

User Experience \neq Usability

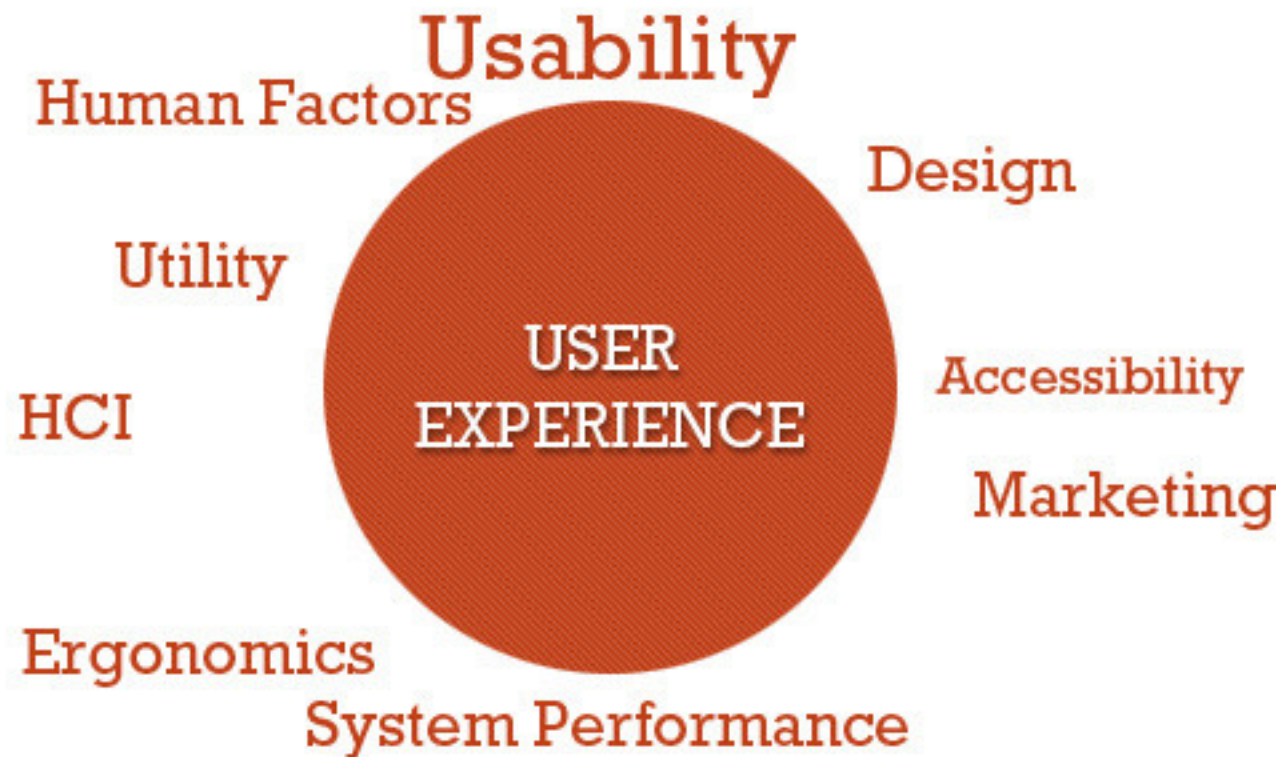
User Experience

How the User Feels,
What service to provide

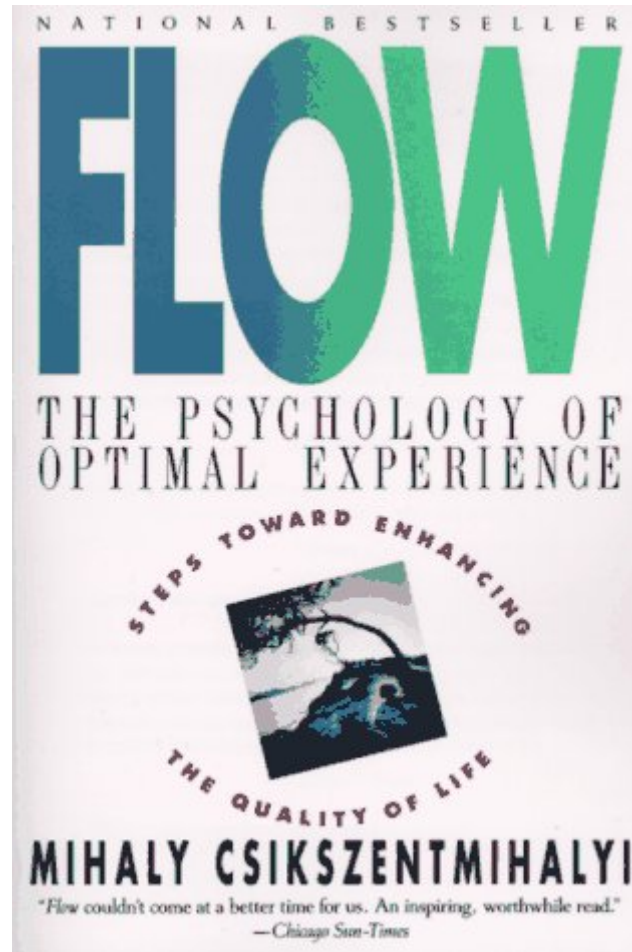


Usability

User Friendliness &
Efficiency of the
Interface



Flow : The Psychology of Optimal Experience



According to “Flow” ...

- **Flow** : "being completely involved in an activity for its own sake."
- People enter a flow state when they are fully absorbed in activity during which they lose their sense of time and have feelings of great satisfaction.

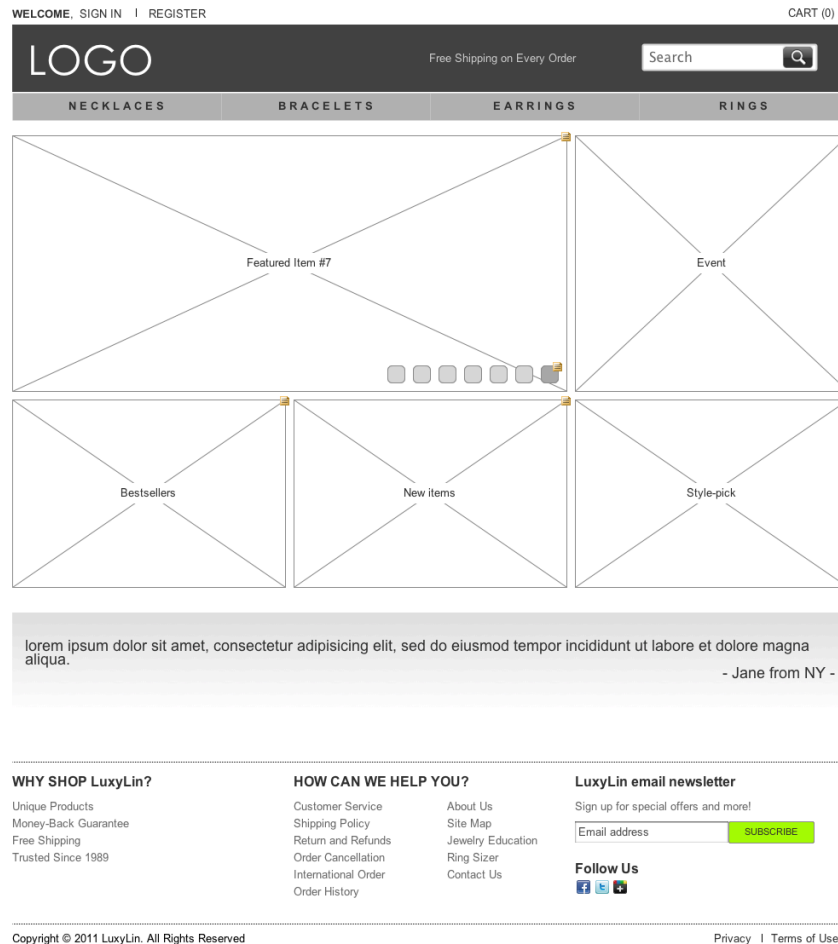
According to “Flow” ...

How does it feel to be in "the flow"?

- Completely involved, focused, concentrating - with this either due to innate curiosity or as the result of training
- Sense of ecstasy - of being outside everyday reality
- Great inner clarity - knowing what needs to be done and how well it is going
- Knowing the activity is doable - that the skills are adequate, and neither anxious or bored
- Sense of serenity - no worries about self, feeling of growing beyond the boundaries of ego - afterwards feeling of transcending ego in ways not thought possible
- Timeliness - thoroughly focused on present, don't notice time passing
- Intrinsic motivation - whatever produces "flow" becomes its own reward

TECHNIQUES OF UX DESIGN

Wireframing



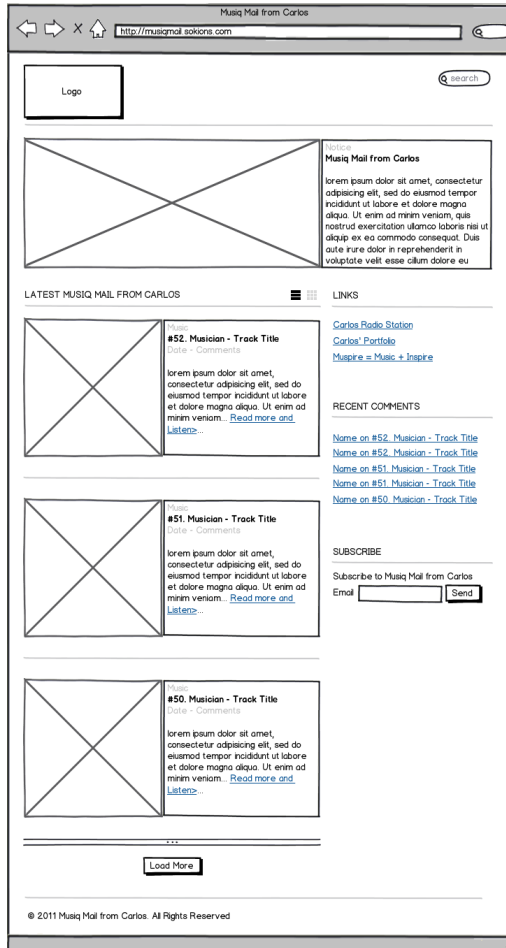
<http://sokions.com/>

Wireframing



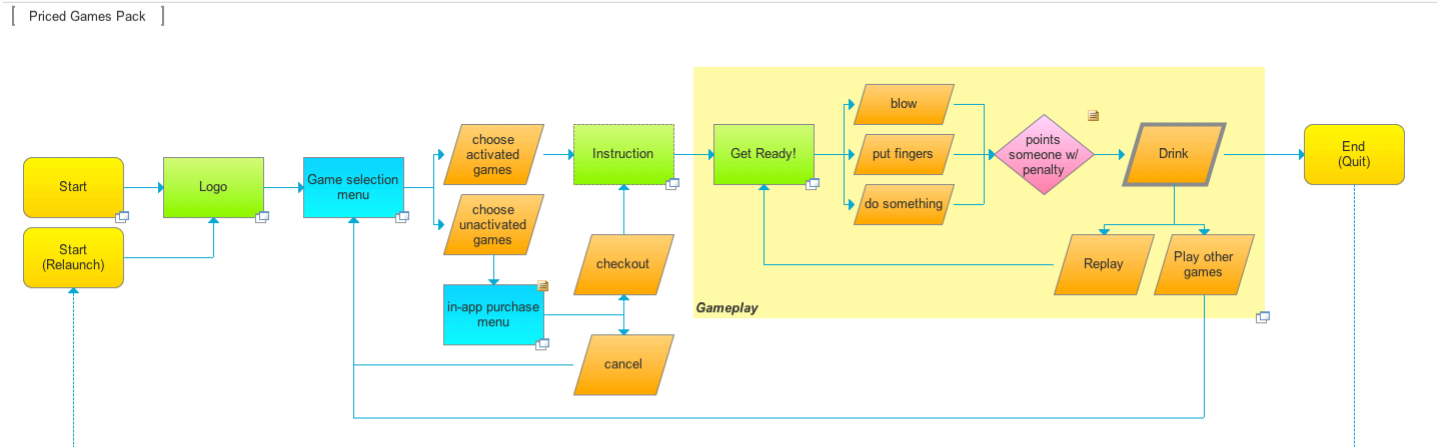
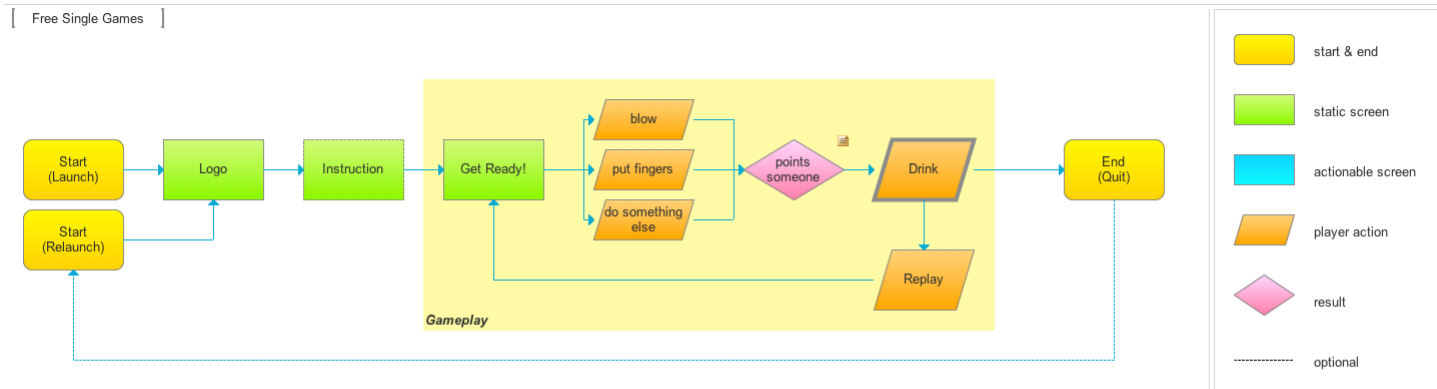
<http://sokions.com/>

Wireframing



http://sokions.com/

User Flowchart

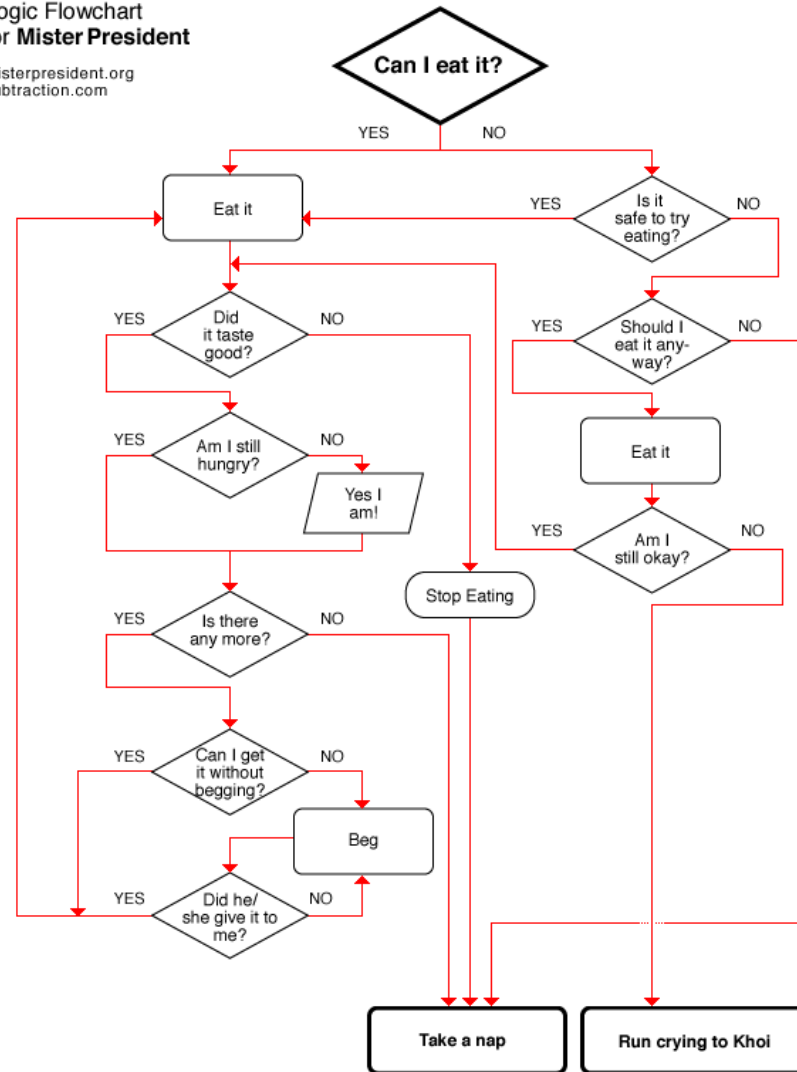


Drink, Play, Drink

Example : Think like a dog (Khoi Vinh)

Logic Flowchart
for **Mister President**

misterpresident.org
subtraction.com



Personas & User Scenarios

- User 1 : Jenny, 20 year old female

- She has 10 browsers open and texting with her friend, listening to itunes. She saw someone talking about the website random.com and came to your website. She thinks it would be fun to use it. She tries to sign in, but suddenly got distracted since, one of her friend talks to her messenger.....

.....

.....

.....

.....

.....

.....

Personas & User Scenarios



LARS ALEXANDERSSON
SEARCH AND RESCUE SPECIALIST

“ URGENT! WE NEED TO LOCATE AND RESCUE THEM ASAP. ”

Disaster Class:	Sudden Raid	Location:	Area 23
Disaster Intensity:	LEVEL III	Other Intel:	Roads blocked
Number of Casualties:	Unknown		Cell towers destroyed

Key Characteristics

- Search and rescue operation in a catastrophic emergency
- No cellphone reception
- Moving constantly

Goal

- Search casualties
- First aid if available
- Report their condition and location to medics on the team

Influencers

- Portable weight and size
- Responsiveness
- Intuitive User Interface
- Durability
- Battery Life

Frustrations & Pain Points

- Teams lose each other frequently
- No cellphone reception
- Difficult to control devices while moving

The remote mountain town in Area 23 had been devastated by the surprise attack, and all roads leading in or out had been rendered impassible or destroyed entirely. Drop-shipments of medical supplies and clean water had been delivered by gyrocopter easily enough, but with nowhere to land, Home Base was unable to deliver qualified medical personnel or aid workers via the same means, and reaching the town on foot would've taken days. It had been determined that the only option was for my team to deliver ourselves via off-road motorized cycles through mountain wilderness over rugged terrain, with the occasional foot path as the closest thing resembling a road for too many miles. And since this was an area outside of network coverage, with all other lines of communication having been wiped out by the Ironhead army, we'd be using the *DRADIS* (Direction, Range, and Distance) suite of applications and hardware.

Before heading out from the sendoff point, I switched on *The Arrow of Apollo*, entered the GPS coordinates of the town into the proprietary Android application, and soon the familiar bright green directional arrow appeared on the ground in front of me, pointing toward the global position of the town – which happened to be about 20 clicks due south of our position. Without further ado, I hit the dirt leading the way.

The Arrow of Apollo is a shoulder-mounted unit which operates on a simple premise – that the quickest way from point A to point B is a straight line. Its key feature is that

green arrow. It floats, turns, and spins in response to the wearer's personal heading, never pointing away from the very direction in which you need to go. In a situation where roads are non-existent or your eyes and hands are constantly occupied, all other forms of navigational devices are out of the question. We'd first used the device during rescue operations in and around a submerged city. The streets disappeared under ten feet of water, but with *The Arrow of Apollo* pointing the way, we saved valuable time in getting where we needed to be as quickly and directly as possible via steamboat. In yet another part of the country aboard snowcomotives, *The Arrow of Apollo* enabled us to cross frozen tundra to locate and rescue injured adventurers using coordinates determined by their mobile devices.

This time, we were heading up the side of a mountain in Area 23 to give humanitarian aid to a town torn apart by marauding Ironheads. Once under way, following the directional arrow as best I could, we soon came upon a wide mountain stream, angry and bloated from seasonal rainfall, and moving too swiftly to be safely crossed. We decided to head west, following the stream as closely as possible. My sense of urgency was heightened when I began moving in the opposite direction to which *The Arrow of Apollo* pointed. Fortunately, we found a foot bridge upstream and were able to safely cross with the cycles, and then once again heading in the right direction with a bright green arrow pointing the way, we eventually made it to the town.

Personas & User Scenarios

Librarian

John



Age: 27-65

“We want to teach about the world by teaching our neighborhoods to kids.”

Philadelphia is a city of cultural diversity. There is a lot of events and places you might be interested. World-famous festivals like Mummers Parade and vivid murals all over the city are just to name a few. Also, Philadelphia has a very good public library system, Free Library of Philadelphia, with over 50 branches in every corner of the city. These are great assets we already have, and yet to be rediscovered.

We want to teach the world by teaching our diverse neighborhoods to kids. For this mission, we'd like to provide digital experience that introduces the city that is educational, informative and engaging. Remember, it is for kids. But also remember, kids don't come to the library alone. Likewise, they don't go to these destinations alone. It should make kids and their parents want to go to those places.

It is very desirable to make good use of our library resources: books, eBooks, CDs, DVDs, pictures and so on. Our collection is huge. The problem is, it is too huge to find something. It often times requires quite a scavenger hunt. Featuring appropriate resource as recommendation will be helpful.



Key Characteristics

- Wants innovative ways of teaching kids using relevant technology.
- Unfamiliar with the process

Goals

- Utilize the vast collection in the library
- Find and use appropriate technology
- Connect people to their diverse neighborhoods
- Push people to the featured communities

Questions

- How much will it cost?
- How long will it take?
- Can I update data when needed?
- What kinds of technology will work?
- Is it durable?
- What options do I have for final deliverables?

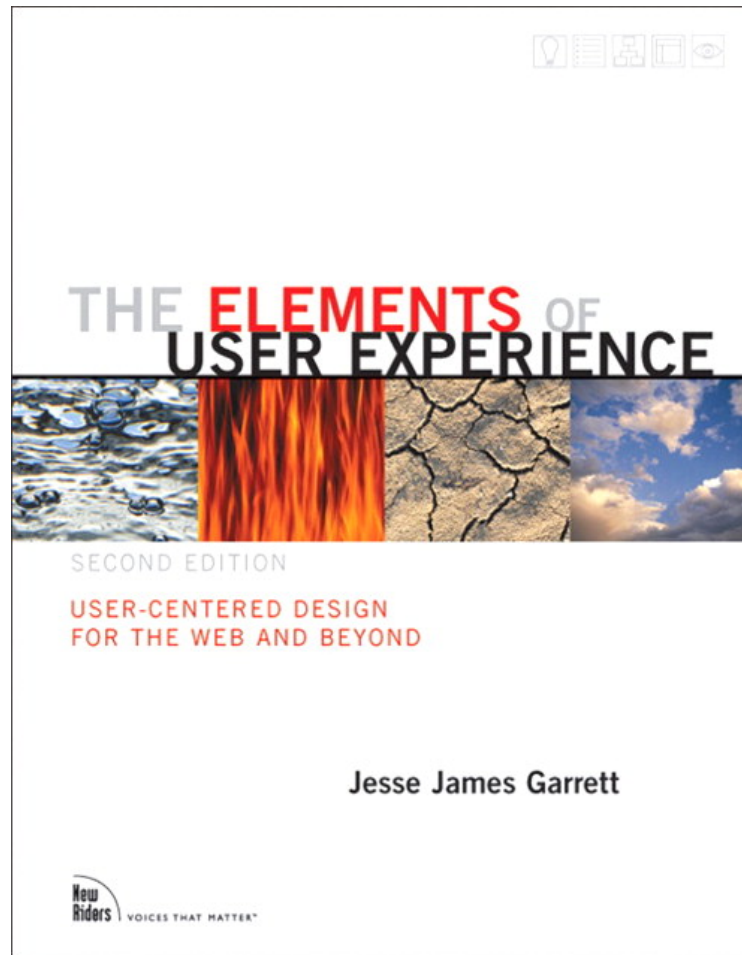
Influencers

- Price
- Durability
- Quality of Deliverables
- Maintenance

Frustrations & Pain Points

- Hard for kids to find relevant library resources
- Many kids tend to think libraries are boring.
- Not knowing what to do while seeing great potential and having no one to talk about it
- A book can't be in two spaces.
- Resources in a physical space(library) are scattered. Need some way to flexibly organize them.

Reference : The Elements of User Experience



HCI Methods

What I can do

Communication Design
Typography

Wireframes
Think Aloud
Heuristic Evaluation

Storyboards
Cognitive Walkthrough

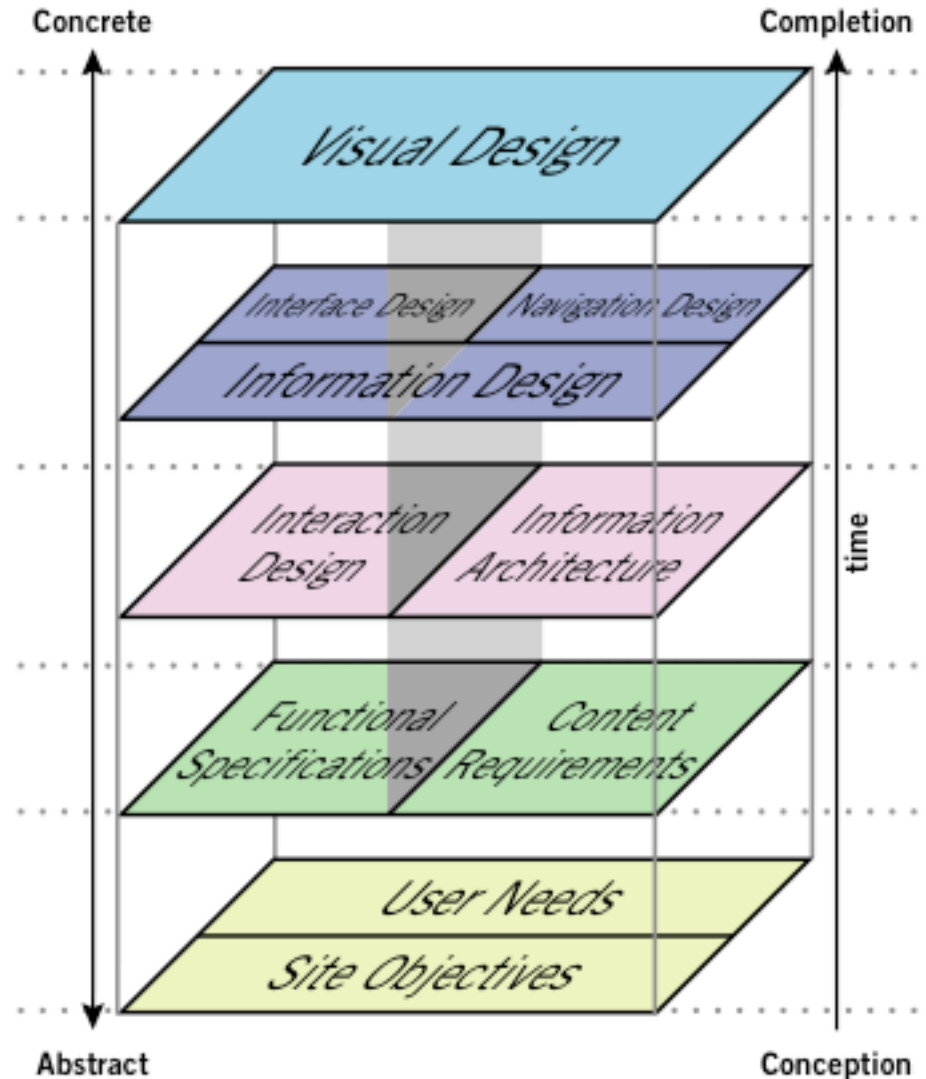
Contextual Design
Affinity Diagrams

Contextual Inquiry
Interviews
Focus Setting

Julian Missig, 2006

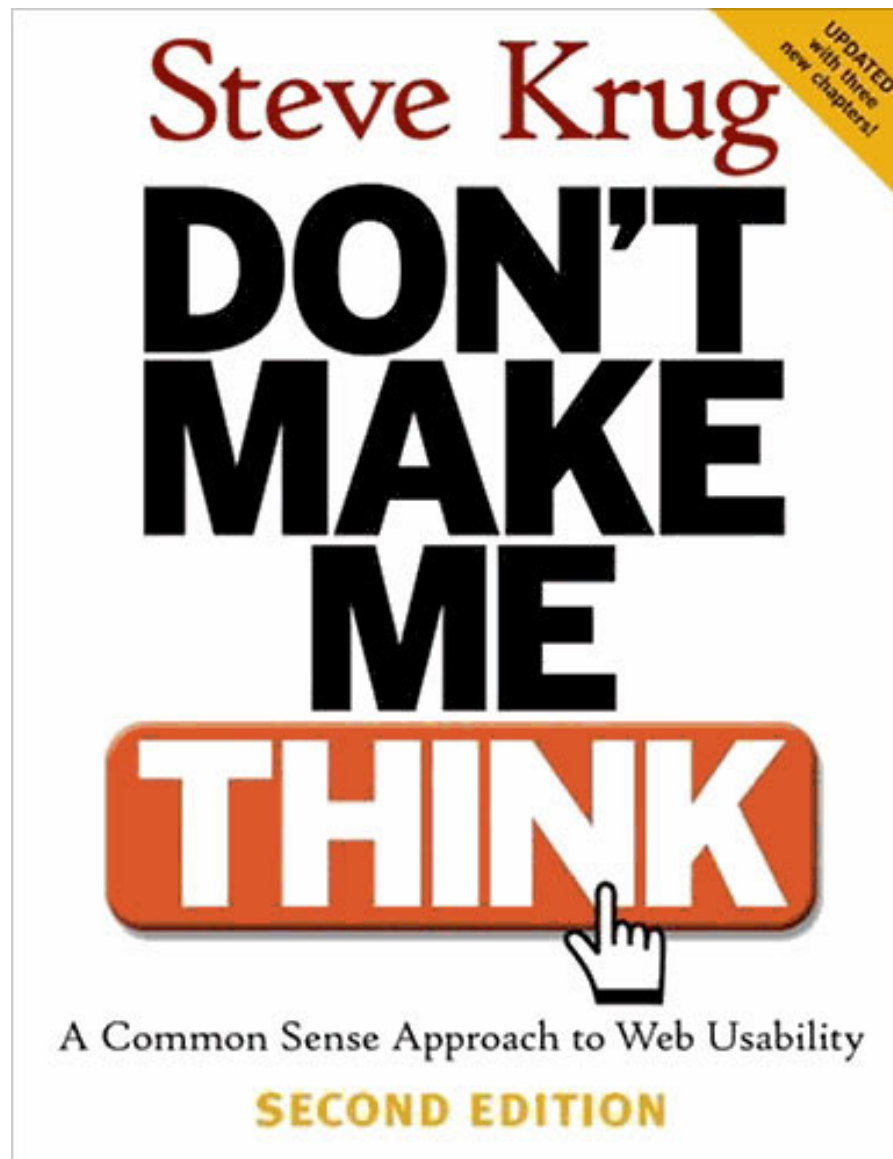
Elements of User Experience

Jesse James Garrett, 2000



USABILITY

Don't Make me THINK



According to “Don’t make me THINK”

- **We don’t read pages. We scan them.**
- **We don’t make optical choices. We satisfice.**



So how should we design the page?

- **Create a clear visual hierarchy**
- **Keep the noise down to a dull roar.**
- **Omit Useless words**
- **Break up pages into clearly defined areas.**
- **Make it obvious what’s clickable**
- **And more...**