INTRODUCTION TO UX DESIGN

February 26, 2014
AGENDA

- Introductions
- Overview of Konrad Group
- What is UX?
- What makes a good UX? A bad one?
- Konrad Group’s process
- Why is UX important?
- Best Practices
- Questions
DAVID OFFIERSKI

• President of Konrad Group Canada
• Founder of Clip Mobile, Canada’s 1st location based coupon network
• Client engagement with companies ranging from startups to Fortune 100 brands.
INTRODUCTION

MICHAEL CLARKE

• VP, Project Management at Konrad Group
• UofT, B.Sc.
• Oversaw the build out and design of dozens of mobile applications.
• Worked on projects for large companies such as: Deloitte, TD, Bell, McDonalds and CBC
INTRODUCTION

KENNETH HOU

• UX / UI Designer at Konrad Group.
• Bachelor of Design with Honours at York University
• Bring designs from idea conception to prototypes to production.
• Clients range from banks like RBC and TD, to independent mobile games.
WHERE WE ARE

MOBILE PLATFORMS

Toronto
New York
Chicago
San José

USER EXPERIENCE DESIGN
DIVERSE CLIENT BASE

MTV  Nestle  Deloitte  Rogers  CBC

Bell  Fairmont Hotels & Resorts  CTV  RE/MAX  McDonald’s

salesforce.com  Canpar  STAPLES  CAA  Discovery Channel
WHAT IS UX?

The Quality of Experience an end user has when they interface with a system.
WHAT IS UX?

1. FUNCTIONALITY
2. DESIGN
3. USER CENTRIC DECISIONS
WHAT IS GOOD UX?

KNOW YOUR USERS

• Who are your users?
• What are their habits?
• What are their goals?
• What environment will they be using the app in?
WHAT IS GOOD UX?

INTUITIVE DESIGN

- Ease of Use
- Three Tap Rule
- MAYA Principle

AESTHETICS

- Visual language that speaks to Users
WHAT IS GOOD UX?

ELIMINATE FRICTION

• Do you have any barriers to entry?
• Guest functionality
• Social Login

COMMUNICATION

• Error Messaging
• Strong Copy Writing
• Task Oriented Language
WHAT IS GOOD UX?

GAMIFICATION

- Integrate game theory into your app

SIMPLICITY

- Do one thing really well
- Simplicity vs. Minimalism
WHAT IS GOOD UX?

3 UXD LESSONS FROM SOCIAL MEDIA

• Always make it look like the app is doing something
• Order content based on importance
• Anticipate a user’s move
WHAT IS GOOD UX?

3 UXD LESSONS FROM SOCIAL MEDIA

• Always make it look like the app is doing something
• Order content based on importance
• Anticipate a user’s move
WHAT IS GOOD UX?

3 UXD LESSONS FROM SOCIAL MEDIA

• Always make it look like the app is doing something
• Order content based on importance
• Anticipate a user’s move
WHAT IS GOOD UX?

3 UXD LESSONS FROM SOCIAL MEDIA

• Always make it look like the app is doing something
• Order content based on importance
• Anticipate a user’s move
WHAT IS GOOD UX?

3 UXD LESSONS FROM SOCIAL MEDIA

• Always make it look like the app is doing something
• Order content based on importance
• Anticipate a user’s move
WHAT IS A BAD UX?

FUNCTIONALITY

DESIGN

USER CENTRIC DECISIONS
WHAT IS A BAD UX?

- Inconsistent navigation
- Hard to scan homepage
- Sidebar is unorganized
WHAT IS A BAD UX?

- Inconsistent navigation
- Hard to scan homepage
- Sidebar is unorganized
WHAT IS A BAD UX?

- Inconsistent navigation
- Hard to scan homepage
- Sidebar is unorganized
WHAT IS A BAD UX?

- Inconsistent navigation
- Hard to scan homepage
- Sidebar is unorganized
WHAT IS A BAD UX?

- Inconsistent navigation
- Hard to scan homepage
- Sidebar is unorganized
WHAT IS A BAD UX?

- Not knowing your users
- Inconsistency
- Not giving the users what they want.
WHAT IS A BAD UX?
WHAT IS A BAD UX?

THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE
- Campus Photo Slideshow
- Alumni In the News
- Promotions for Campus Events
- Press Releases
- Statement of the School's Philosophy
- Virtual Tour

THINGS PEOPLE GO TO THE SITE LOOKING FOR
- List of Faculty Phone Numbers and Emails
- Campus Address
- Academic Calendar
- Department/Course Lists
- Usable Campus Map
- Parking Information
- Application Forms
- Campus Police Phone Number
- Letter from the President

FULL NAME OF SCHOOL
FRAMING THE OPPORTUNITY

PROBLEM DEFINITION

STATEMENT OF INTENT

KEY SUCCESS CRITERIA
PROBLEM DEFINITION

Pain points for each User Type
FRAMING THE OPPORTUNITY

PROBLEM DEFINITION
What Are We Trying to Solve?
STATEMENT OF INTENT
Who? What? Why?
“Provide client service professionals with convenient access to consume, track and manage personalized learning content that enables continuous professional development.”
KEY SUCCESS CRITERIA
What are the Indicators of Success (KPIs)?
THE CURRENT LANDSCAPE

OUR USER → PROCESSES → CONTENT → TECHNOLOGY
THE CURRENT LANDSCAPE

OUR USER

Historical Usage / Metrics
Survey Results
What would they change about the existing process?
THE CURRENT LANDSCAPE

PROCESSES

Business Processes
Components Currently Leveraged
Who is Using Them and How?
THE CURRENT LANDSCAPE

CONTENT

Location
Type
Integrity
THE CURRENT LANDSCAPE

TECHNOLOGY LANDSCAPE

Existing Technical Solutions
Preliminary Architecture
Integration Points
PERSONAS & USER ROLES

PERSONAS
Different Users, Attitudes, and Expected Behaviors

USER ROLES
Function(s) in the Solution (User, Admin, etc.)
USER STORIES

User stories capture a user’s needs or what they do to complete a job/task.

They describe who it is for, what the desired functionality is, and why it is useful.

Each story is Independent, Valuable and Small
USER STORIES

EXAMPLE

“As a [User Role], I want [Function/Feature], so that [benefit from implementing feature]”

INDEPENDENT
Each user story should be as independent as possible

SMALL
Keep it short and concise

VALUABLE
Valuable to the user/owner of the solution. Should be features, not tasks
How the User Engages with the Product from Start to Finish
1. USER ROLE
Who we’ve identified, their role, a new journey map for each one (completed first)

2. EPICS
The grouping of similar user stories (complete last)

3. USER STORIES
Where each user story fits in with the interaction (completed second)
WIREFRAMES & MOCKUPS
**Annotations**

1. **Travel Guides Icon** Upon selection, this icon opens the Travel Guides pop up window.

2. **Close** This closes the pop up window and reveals the map.

3. **Featured Trips** This section displays a large banner image of a primary featured trip and two smaller images of secondary featured trips.

4. **General Destination Cards** These cards display a short description and a thumbnail image of a highlight on the trip.
PROTOTYPING
PROTOTYPING

Triptik® Travel Planner

Travel Guides

Orlando Florida Guide

Niagara Region Guide

Unites States

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Canada

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sightseeing Regions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

National Parks

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
WHY DOES UX MATTER?

USER FEELINGS → REPEAT USAGE → ADOPTION → REDUCE SUPPORT
BEST PRACTICES

USER ORIENTED  \rightarrow  CONSISTENT  \rightarrow  RELEVANT
UX BEST PRACTICES

INPUTS

• Prioritize
• Instant Feedback
• Ergonomic
• UI Elements
UX BEST PRACTICES

INPUTS

• Prioritize
• Instant Feedback
• Ergonomic
• UI Elements
UX BEST PRACTICES

INPUTS

- Prioritize
- Instant Feedback
- Ergonomic
- UI Elements
UX BEST PRACTICES

INPUTS

- Prioritize
- Instant Feedback
- Ergonomic
- UI Elements
UX BEST PRACTICES

INPUTS

• Prioritize
• Instant Feedback
• Ergonomic
• UI Elements
UX BEST PRACTICES

INPUTS

- Prioritize
- Instant Feedback
- Ergonomic
- UI Elements
UX BEST PRACTICES

TYPOGRAPHY

• Legible
• Readable
• Appropriate
• Look to Web Fonts
UX BEST PRACTICES

TYPOGRAPHY

- Legible
- Readable
- Appropriate
- Look to Web Fonts

TRADE GOTHIC

Some typefaces were designed to be used large, such as in headlines. Usually these typefaces are less readable at smaller sizes and should not be used for body copy. These are called display faces.
UX BEST PRACTICES

TYPOGRAPHY

- Legible
- Readable
- Appropriate
- Look to Web Fonts

Roboto

Other typefaces are designed specifically to be used in large areas of smaller body copy. These are called text or body faces.
UX BEST PRACTICES

TYPOGRAPHY

• Legible
• Readable
• Appropriate
• Look to Web Fonts

Comic Sans
UX BEST PRACTICES

TYPOGRAPHY

- Legible
- Readable
- Appropriate
- Look to Web Fonts
UX BEST PRACTICES

COLOURS

• Appropriate
• Less is better
• Set a Palette
UX BEST PRACTICES

COLOURS

- Appropriate
- Less is better
- Set a Palette
UX BEST PRACTICES

COLOURS

- Appropriate
- Less is better
- Set a Palette
UX BEST PRACTICES

GENERAL

• Consistent Navigation
• Avoid Crashes
• “Is this step necessary?”
• Recovery instead of warning
• Guest Checkout / Trial / Linked accounts
QUESTIONS?