

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

INTRODUCTION

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



DIVERSE CLIENT BASE



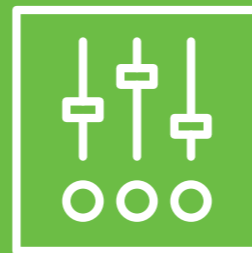
WHAT IS UX?

The Quality of Experience an end user has when they interface with a system.

WHAT IS UX?



FUNCTIONALITY



DESIGN



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?

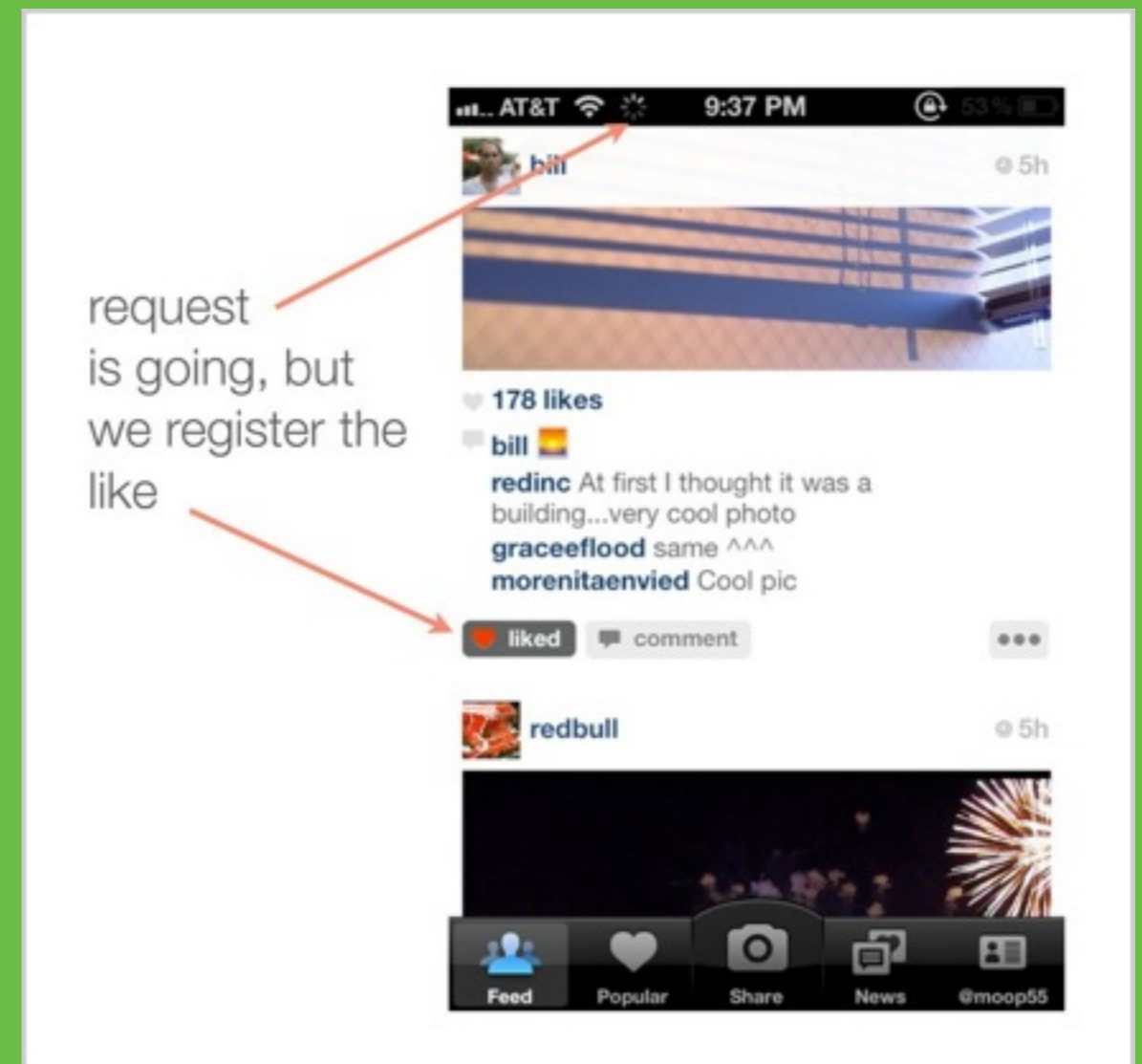
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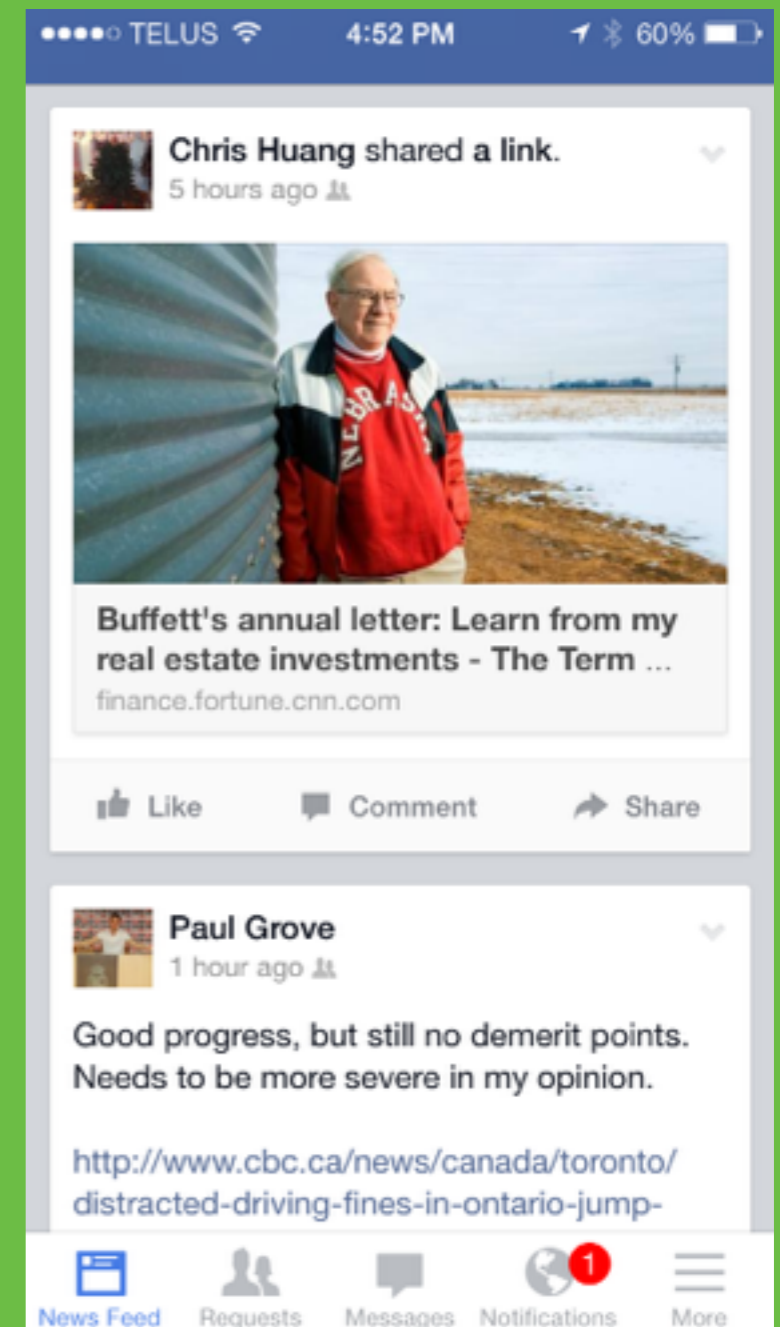
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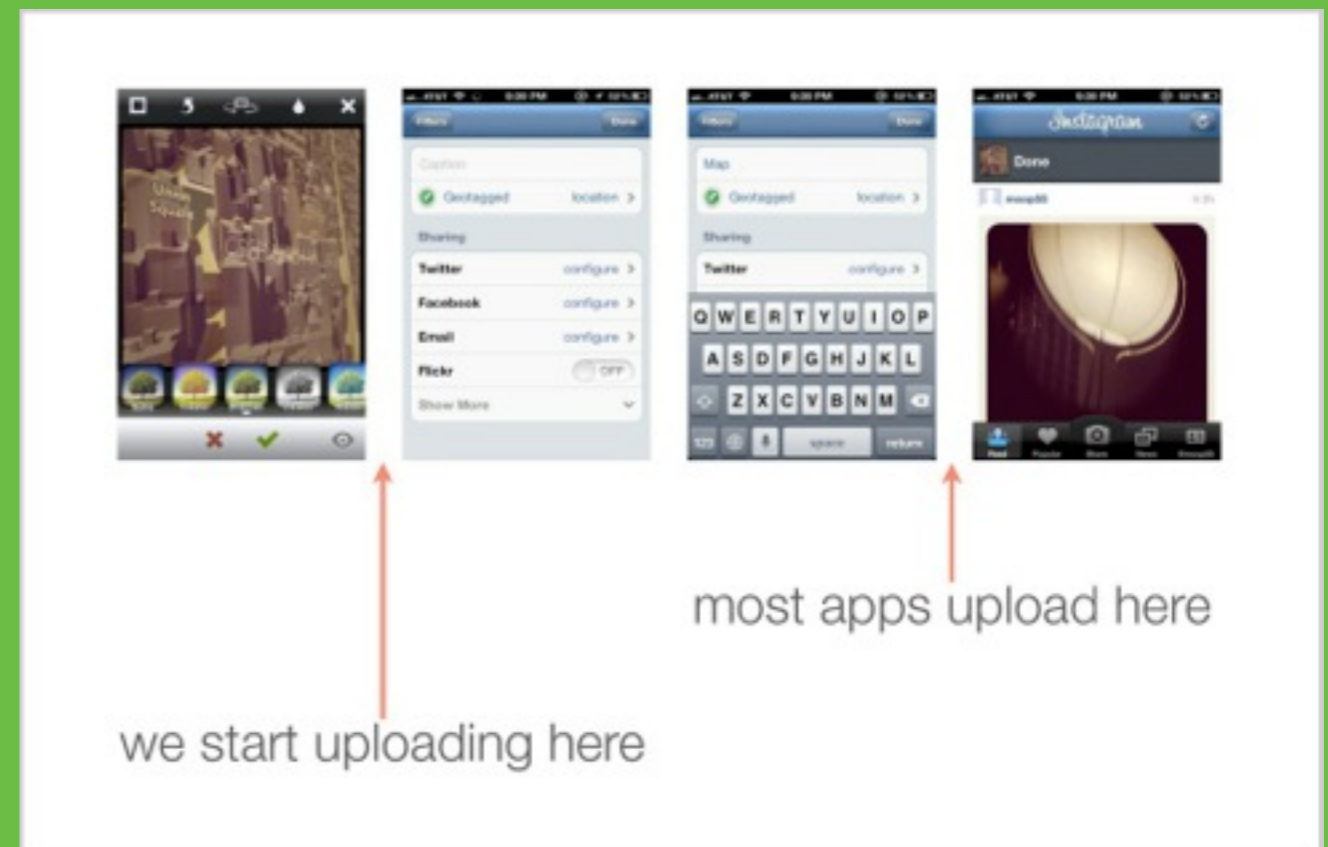
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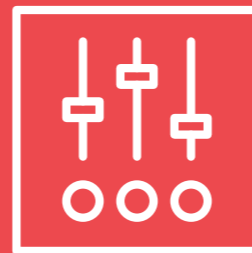
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WHAT IS A BAD UX?



FUNCTIONALITY



DESIGN



USER CENTRIC DECISIONS

WHAT IS A BAD UX?

- Inconsistent navigation
- Hard to scan homepage
- Sidebar is unorganized

toronto ^w tor drh yrk bra mss oak

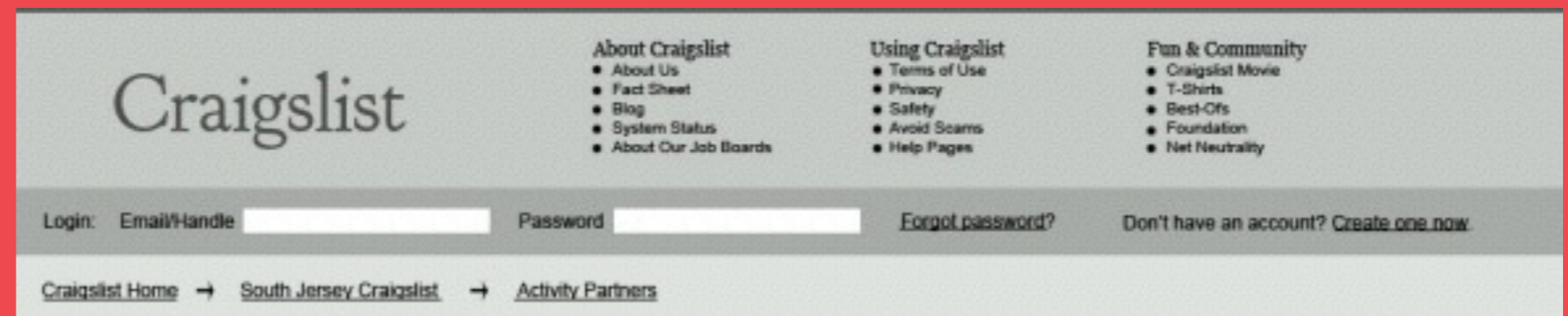
[CL](#) > [toronto](#) > [community](#)

[all toronto](#) [city of toronto](#) [durham region](#) [york region](#) [brampton](#) [mississauga](#) [oakville](#)

[CL](#) > [toronto](#) > [mississauga](#) > [all community](#) > [musicians](#)

WHAT IS A BAD UX?

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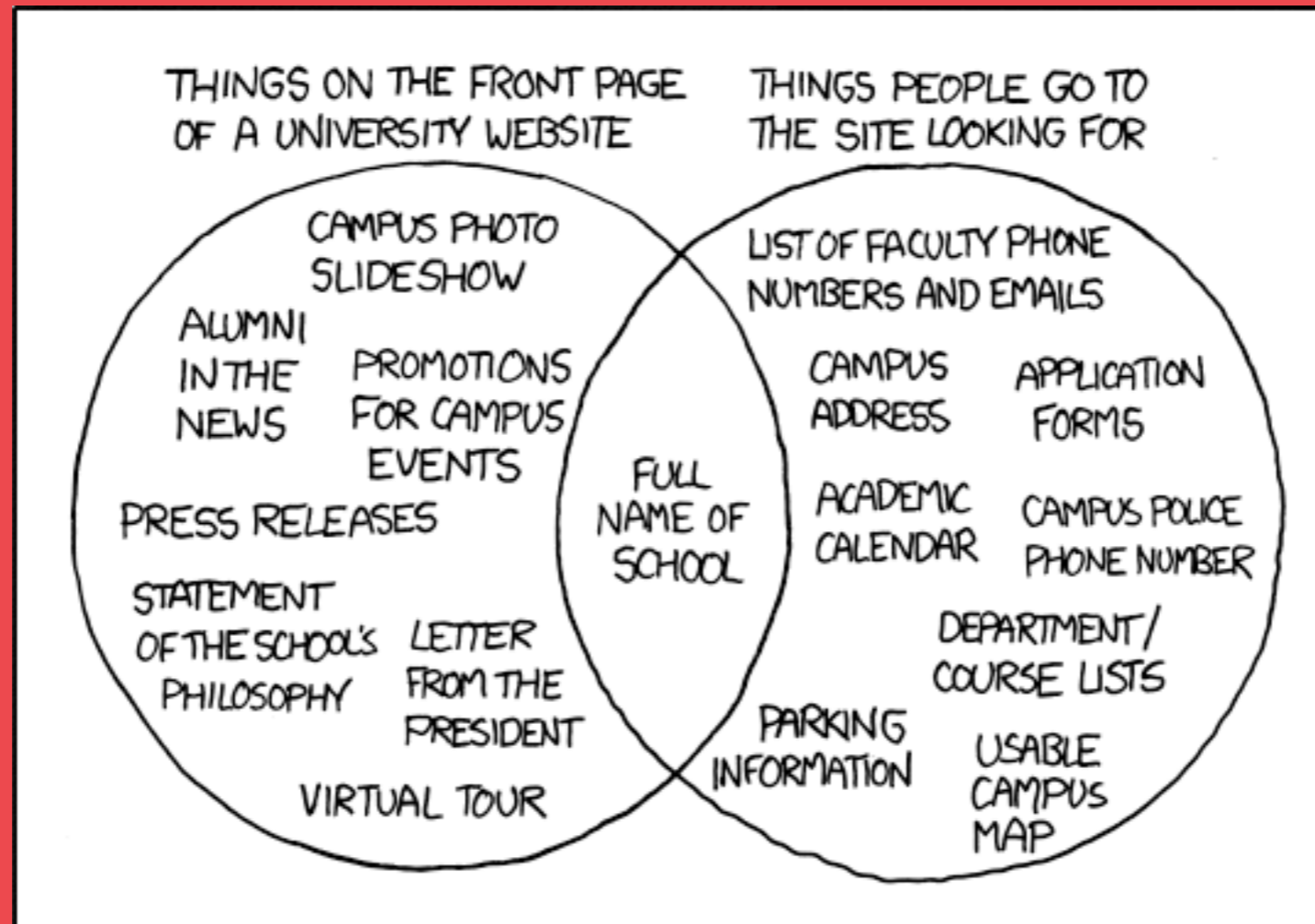
- Not knowing your users
- Inconsistency
- Not giving the users what they want.

WHAT IS A BAD UX?

The screenshot shows the University of Toronto website with the following elements:

- Header:** University of Toronto logo and name on the left; navigation links (Webmail, Portal, ROSI, Contacts, Maps, A-Z Index) and a search bar on the right.
- Navigation Bar:** A horizontal bar with dropdown menus for Admissions, Programs and Areas, Research, Campuses, Libraries, Alumni, Giving, About U of T, and President.
- Banner:** A large banner for TEDx UofT with the text "JOIN THE GLOBAL MOVEMENT MARCH 1, 2014" and "Take it to the next dimension".
- @UOFT NEWS:** A section with news items, including "The genetic link between feeding behavior and animal dispersal" and "Dean Mayo Moran appointed the 15th Provost of Trinity College".
- ANNOUNCEMENTS:** A section with a photo of a woman and the text "Dean Mayo Moran appointed the 15th Provost of Trinity College".
- ACADEMIC LIFE & RESEARCH:** A column with links to Programs and Areas, Research, Graduate & Postdoctoral Programs, Continuing Studies, International Activities, and Course Calendars & Listings.
- CAMPUS LIFE:** A column with links to Athletics & Recreation, Clubs & Extra-curricular Activities, Health & Wellness, Housing & Residence, Arts & Culture, Campus Safety, and Student IT Services.
- RESOURCES:** A column with links to Important Dates, Social Media Directory, Portal, ROSI, Webmail & Scheduling, and Quick Facts About U of T.
- STUDENT GUIDES:** A column with links to Discover U of T, Apply to U of T, Start at U of T, Life at U of T, and Graduation & Beyond.
- ADMINISTRATION:** A column with links to Tuition & Student Finance, Loans, Grants & Scholarships, Financial Planning, Student Jobs & Career Planning, and Human Resources & Equity.
- INFORMATION FOR:** A column with links to Media, Faculty, Researchers, Staff & Faculty, and Parents and Families.

WHAT IS A BAD UX?



Konrad

OUR PROCESS

FRAMING THE OPPORTUNITY



PROBLEM DEFINITION



STATEMENT OF INTENT



KEY SUCCESS CRITERIA

FRAMING THE OPPORTUNITY



PROBLEM DEFINITION

Pain points for each User Type

FRAMING THE OPPORTUNITY



PROBLEM DEFINITION

What Are We Trying to Solve?

FRAMING THE OPPORTUNITY



STATEMENT OF INTENT

Who? What? Why?

FRAMING THE OPPORTUNITY

STATEMENT OF INTENT

WHO

EXAMPLE

WHAT

“Provide client service professionals with convenient access to consume, track and manage personalized learning content that enables continuous professional development.”

DESIRED OUTCOME

FRAMING THE OPPORTUNITY



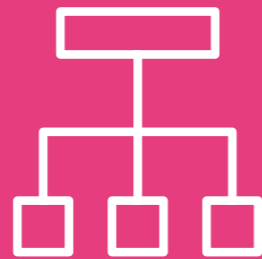
KEY SUCCESS CRITERIA

What are the Indicators of Success(KPIs)?

THE CURRENT LANDSCAPE



OUR USER



PROCESSES



CONTENT



TECHNOLOGY

THE CURRENT LANDSCAPE



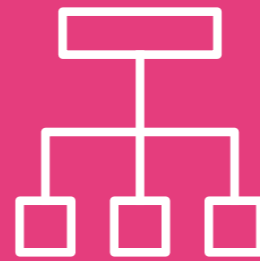
OUR USER

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

JOURNEY MAP

How the User Engages with the
Product from Start to Finish

JOURNEY MAP

EXAMPLE

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)

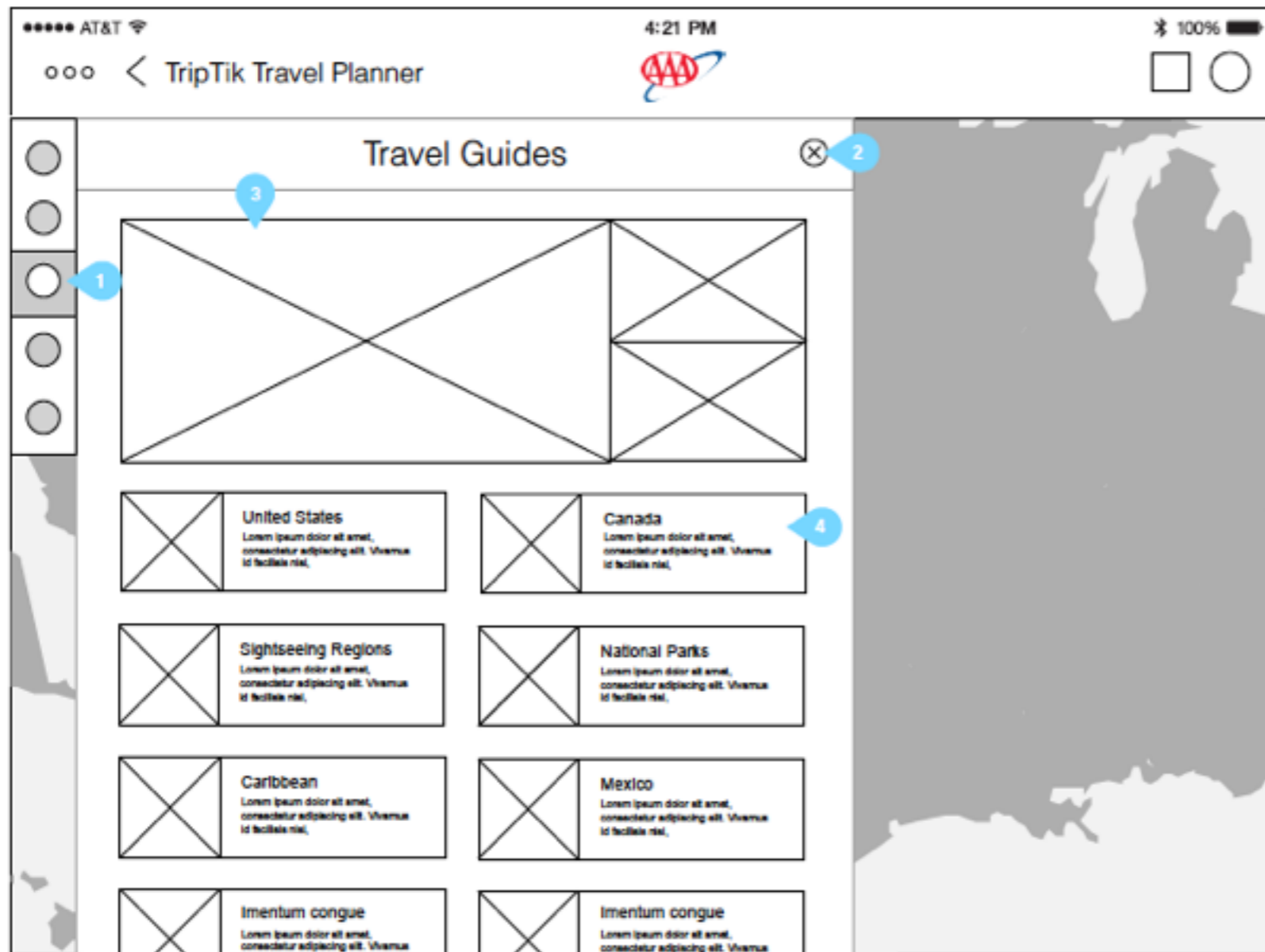
3. USER STORIES

Where each user story fits in with the interaction (completed second)



WIREFRAMES & MOCKUPS

WIREFRAMES & MOCKUPS

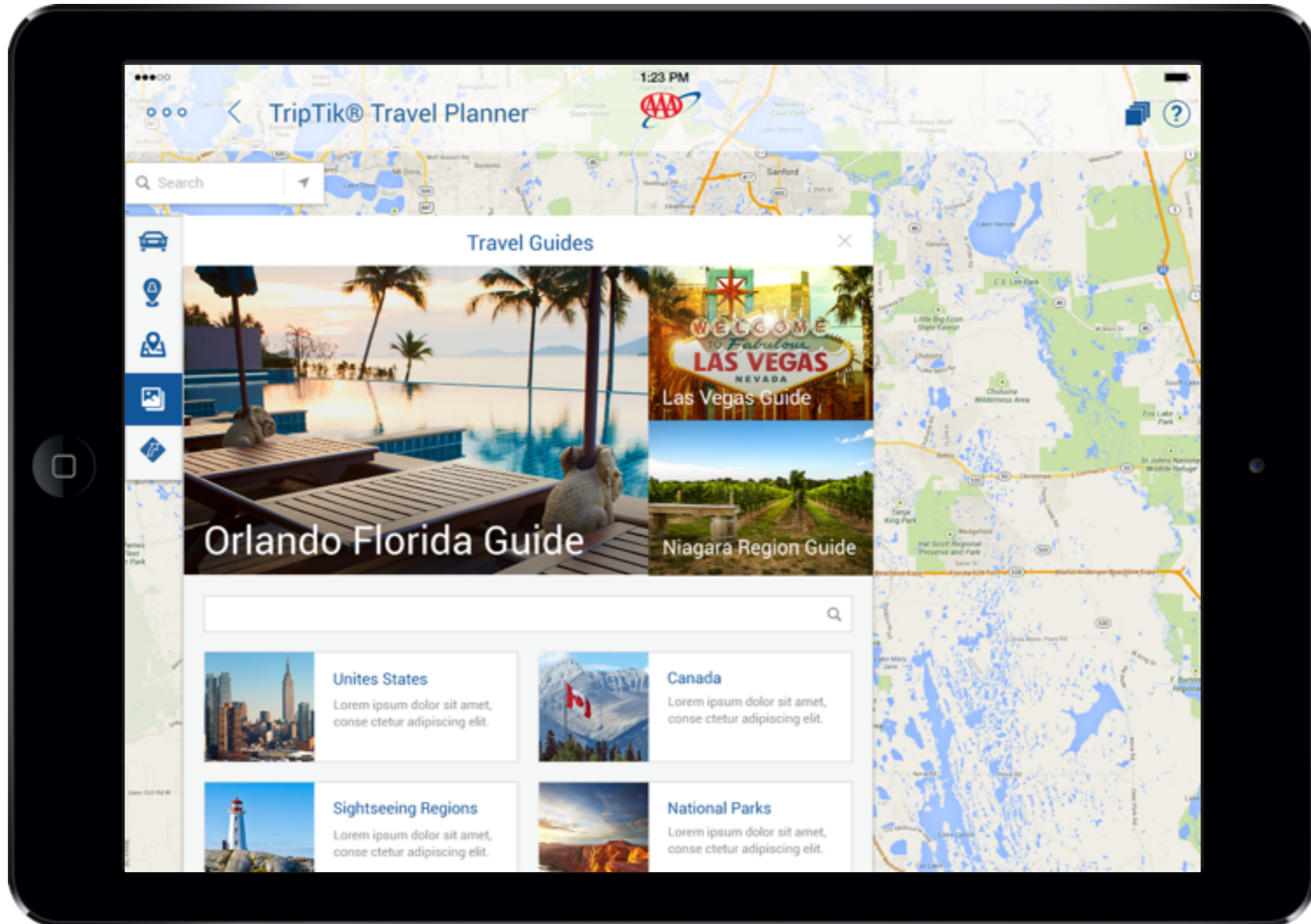


ANNOTATIONS

- 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



WHY DOES UX MATTER?



USER FEELINGS



REPEAT USAGE



ADOPTION



REDUCE SUPPORT

BEST PRACTICES



USER ORIENTED



CONSISTENT



RELEVANT

UX BEST PRACTICES

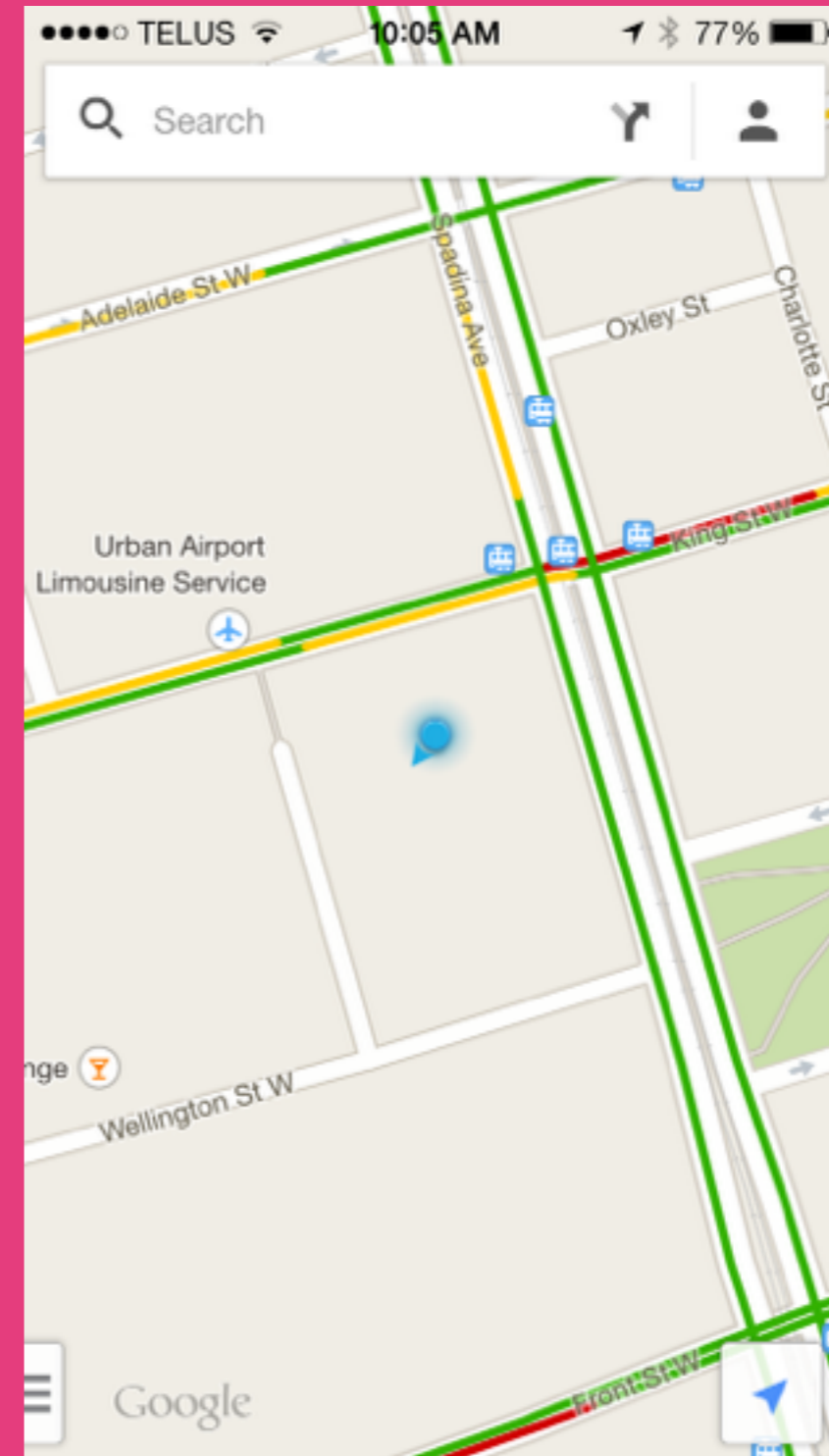
INPUTS

- Prioritize
- Instant Feedback
- Ergonomic
- UI Elements

UX BEST PRACTICES

INPUTS

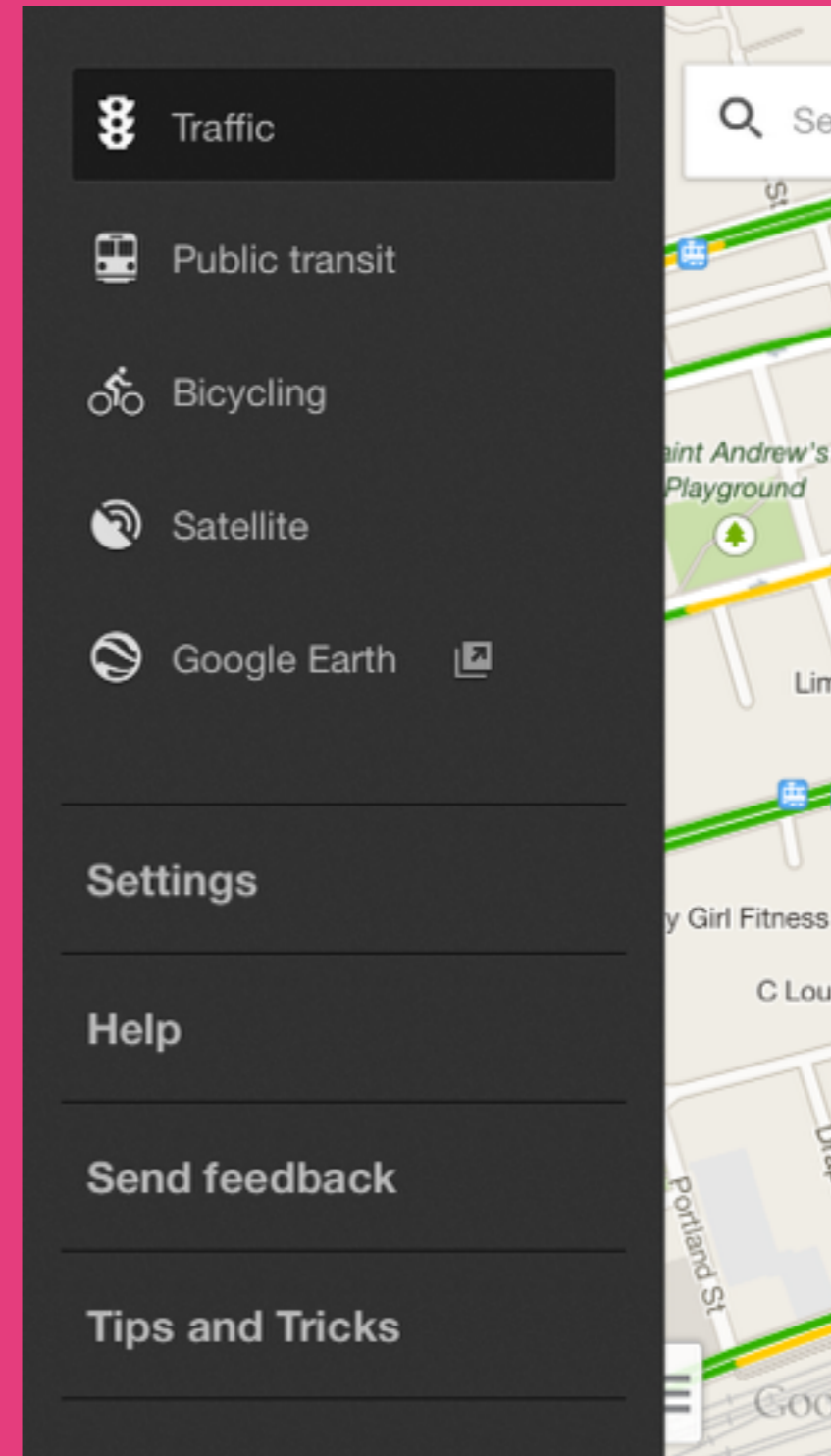
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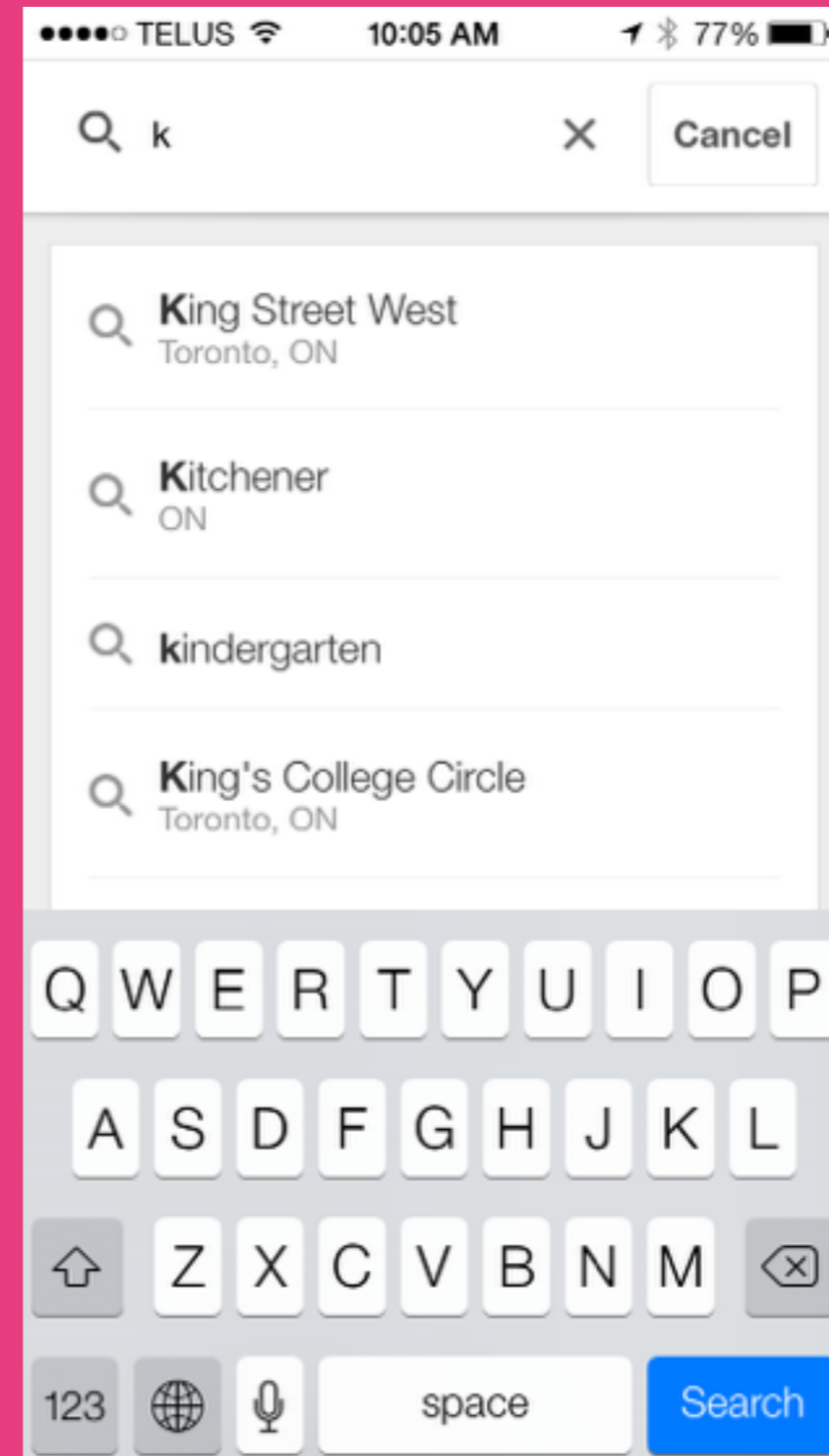
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UX BEST PRACTICES

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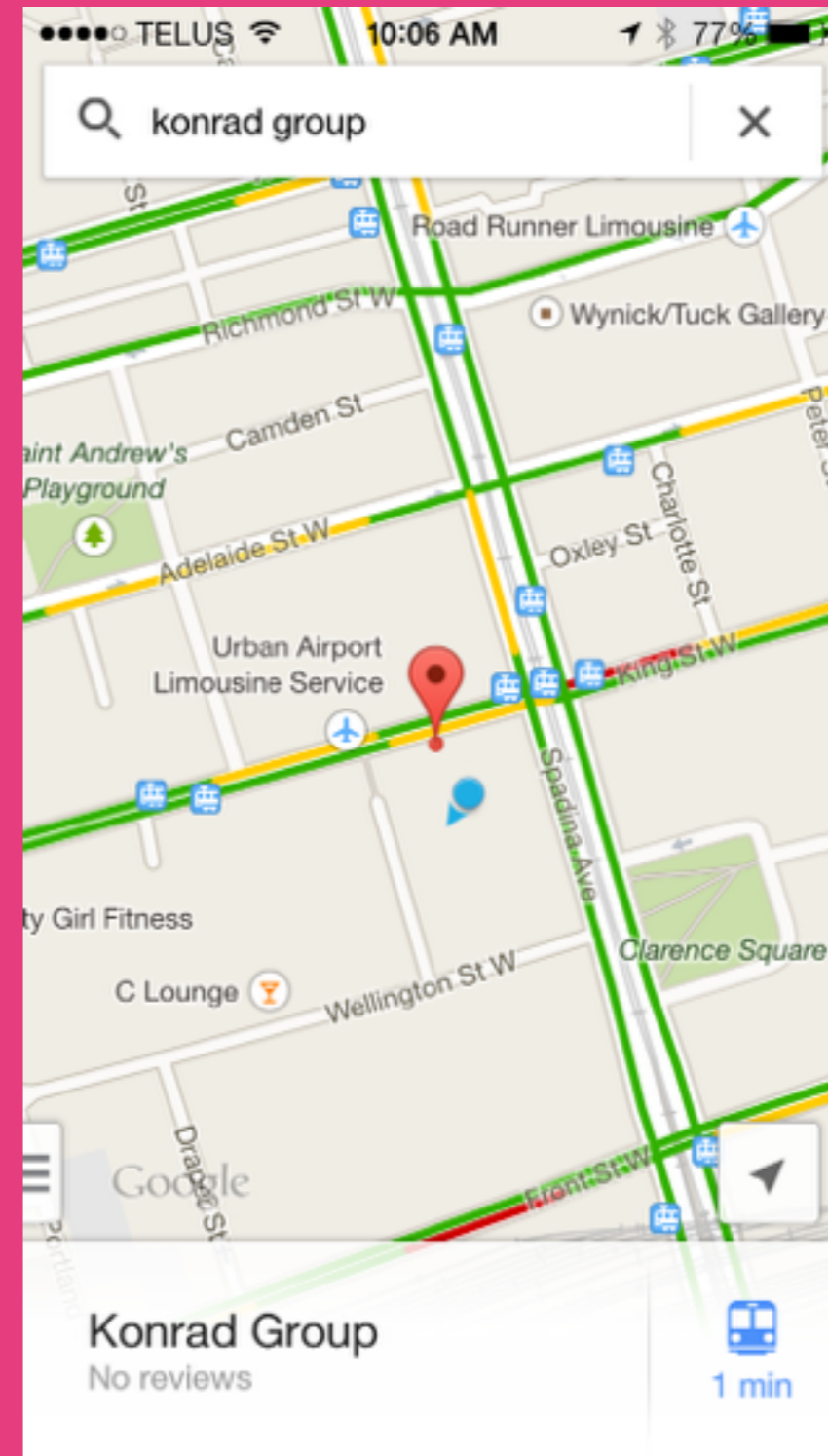
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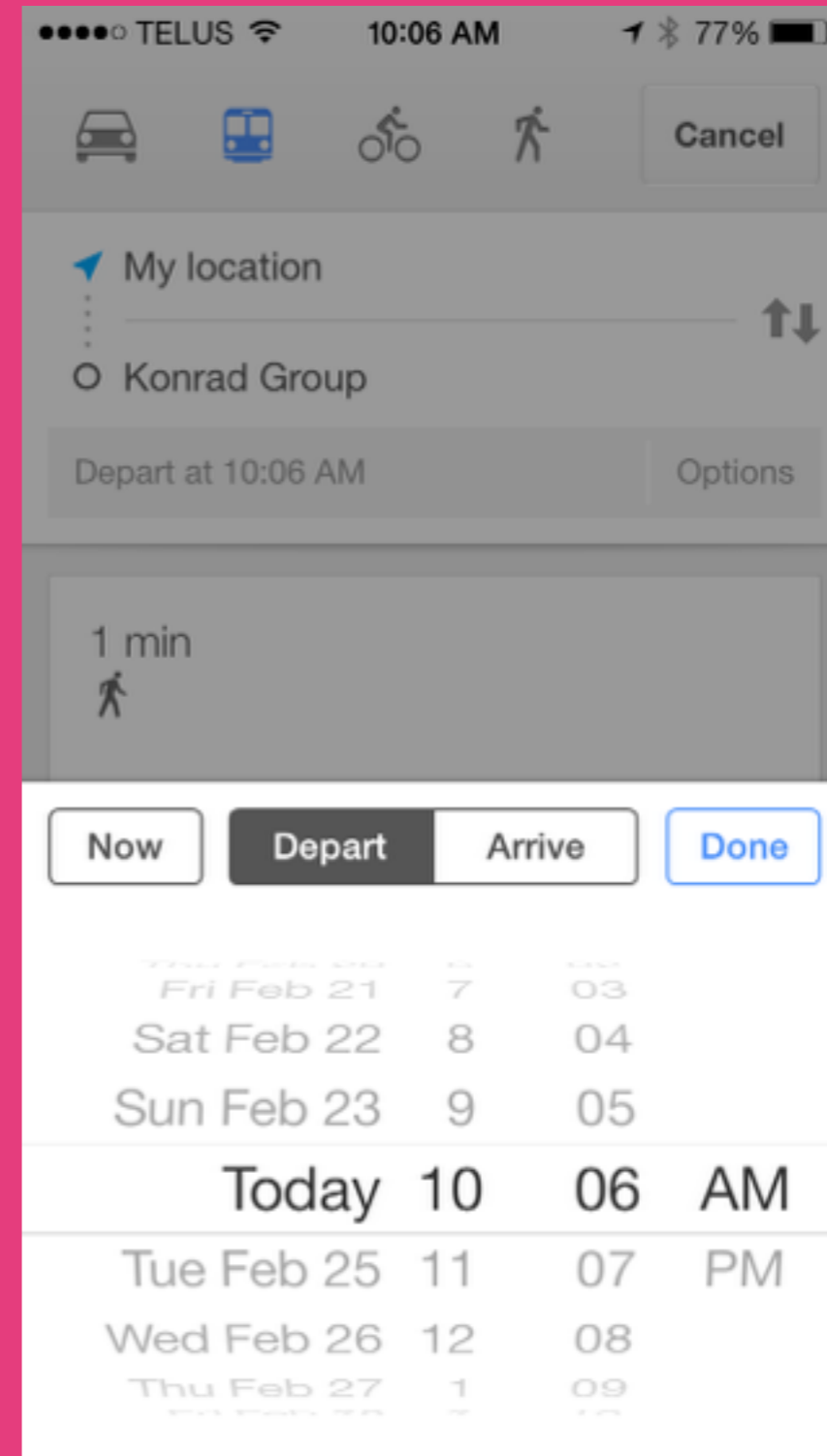
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UX BEST PRACTICES

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UX BEST PRACTICES

TYPOGRAPHY

- Legibile
- Readabile
- Appropriate
- Look to Web Fonts

UX BEST PRACTICES

TYPOGRAPHY

- Legibile
- Readabile
- 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

- Legibile
- Readabile
- 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

- Legibile
- Readabile
- Appropriate
- Look to Web Fonts

Comic Sans

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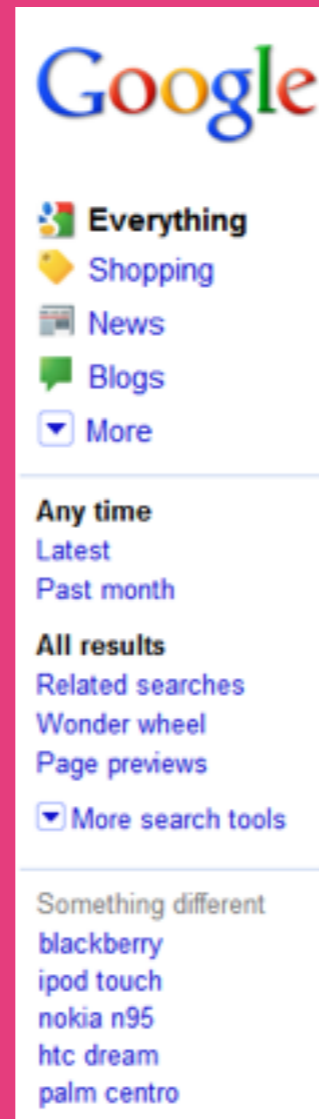
COLOURS

- Appropriate
- Less is better
- Set a Palette

UX BEST PRACTICES

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UX BEST PRACTICES

COLOURS

- Appropriate
- Less is better
- Set a Palette

The image shows a screenshot of a color palette website. On the left is a sidebar with the Google logo and navigation links: Everything, Shopping, News, Blogs, and More. Below these are filters for 'Any time' (Latest, Past month), 'All results' (Related searches, Wonder wheel, Page previews), and 'More search tools'. At the bottom of the sidebar are search suggestions like 'blackberry', 'ipod touch', 'nokia n95', 'htc dream', and 'palm centro'. The main content area displays four color swatches, each with a title, creator name, hex and rgb codes, and engagement metrics.

Color Name	HEX	RGB	Comments	Favorites	Views	Loves
Google Blue	1851CE	24,81,206	0	1	259	4
Google Red	C61800	198,24,0	1	3	363	10
Google Yellow	FFCF00	255,207,0	2	2	477	6
Google Green	31B639	49,182,57	0	2	194	4

UX BEST PRACTICES

GENERAL

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

QUESTIONS?