

Prezentace informací na internetu

1.



“A designer is a business professional who develops solutions to commercial needs that require the balancing of technical, commercial, human and aesthetic requirements.”





BETWEEN MINDS

AN ONGOING TAXONOMY OF TEAM DYNAMICS



PROCESS INFO IN A LINEAR MANNER

PROCESS INFO HOLISTICALLY

IDENTIFY IMPORTANT DETAILS

SEE END RESULT WITH CLARITY



ANALYTICAL

CREATIVE



MOVE IN A SEQUENTIAL ORDER

MOVE RANDOMLY FROM TASK TO TASK



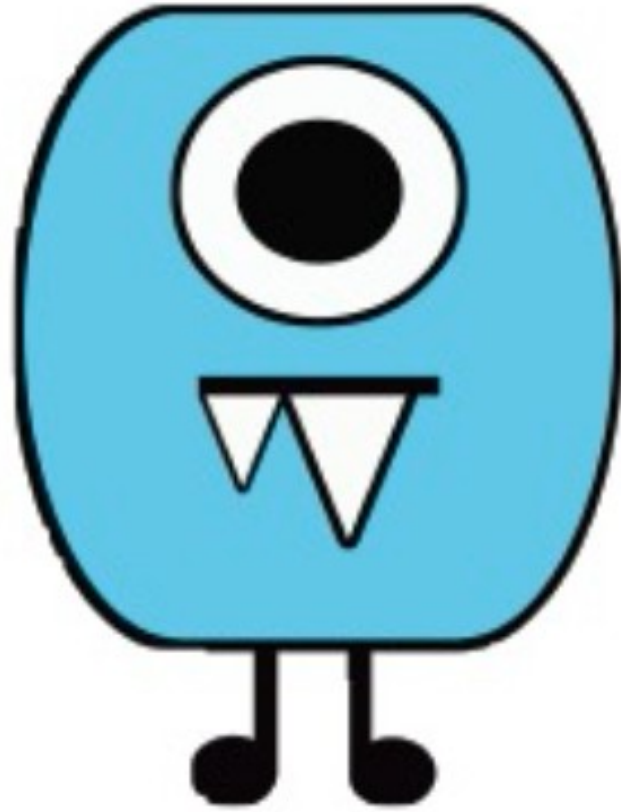
USE LOGIC TO SOLVE PROBLEMS

USE INTUITION TO SOLVE PROBLEMS

- INFO PROCESSING
- PROJECT ENGAGEMENT
- PERCEPTION
- WORKFLOW
- PROBLEM SOLVING

poskytnout	=	dát	dovolit	=	nechat
bezplatný	=	zdarma, gratis	doporučení	=	rada
následující	=	tento, tuto, toto	riziko	=	nebezpečí
dozvíte se	=	zjistěte, odhalte	uspíšit	=	zrychlit
učinit, zhotovit	=	(u)dělat	pěkný	=	lákový
překážka	=	háček, zádrhel	obtížný	=	těžký
zabránit	=	přestat	rozlehlý	=	velký
pořídit	=	koupit	oznámit	=	říct
obdržet	=	dostat	opomenout	=	vynechat
zvolit	=	vybrat	potěšený	=	šťastný
zřetelně	=	jasně	kvalitnější	=	lepší
příležitost	=	výzva, šance	zprávy	=	novinky
			uplatnit	=	využít
			bezprostředně	=	právě teď

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Choose your own adventure



- Edward de Bono, 6 Thinking Hats.
- There isn't only one way to view a problem.
- Different people have different perspectives and approaches in solving problems.
- How we identify our world depends upon our perceptions and experiences.

UX design?

User experience (UX) involves a **person's behaviors, attitudes, and emotions** about using a particular product, system or service. User experience includes the practical, experiential, affective, meaningful and valuable aspects of human-computer interaction and product ownership.

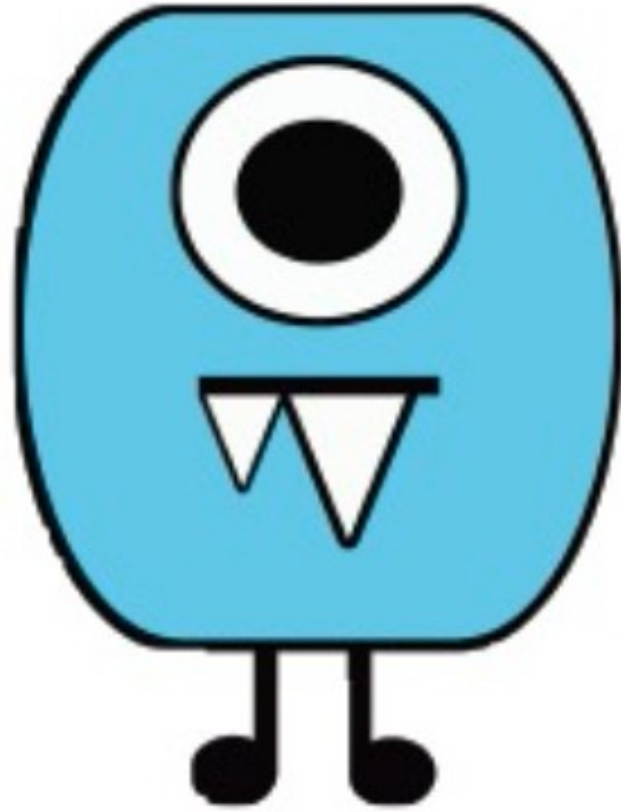
CX design

Customer experience (CX) is the **sum of all experiences** a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier. This can include awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy.

Service Design

Service design is the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers.

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Customer



Design for user experience

- We're supposed to *delight* our users, even provide them with *magic*, so that they love our websites, apps and start-ups.
- UX Cannot Be Designed!
 - You cannot design the user
 - You cannot design the situation
- You can design FOR user experience
 - You can design the product or service, that's all
- Usability, Emotional Design

How to design for UX



UX is not design

us·er ex·pe·ri·ence

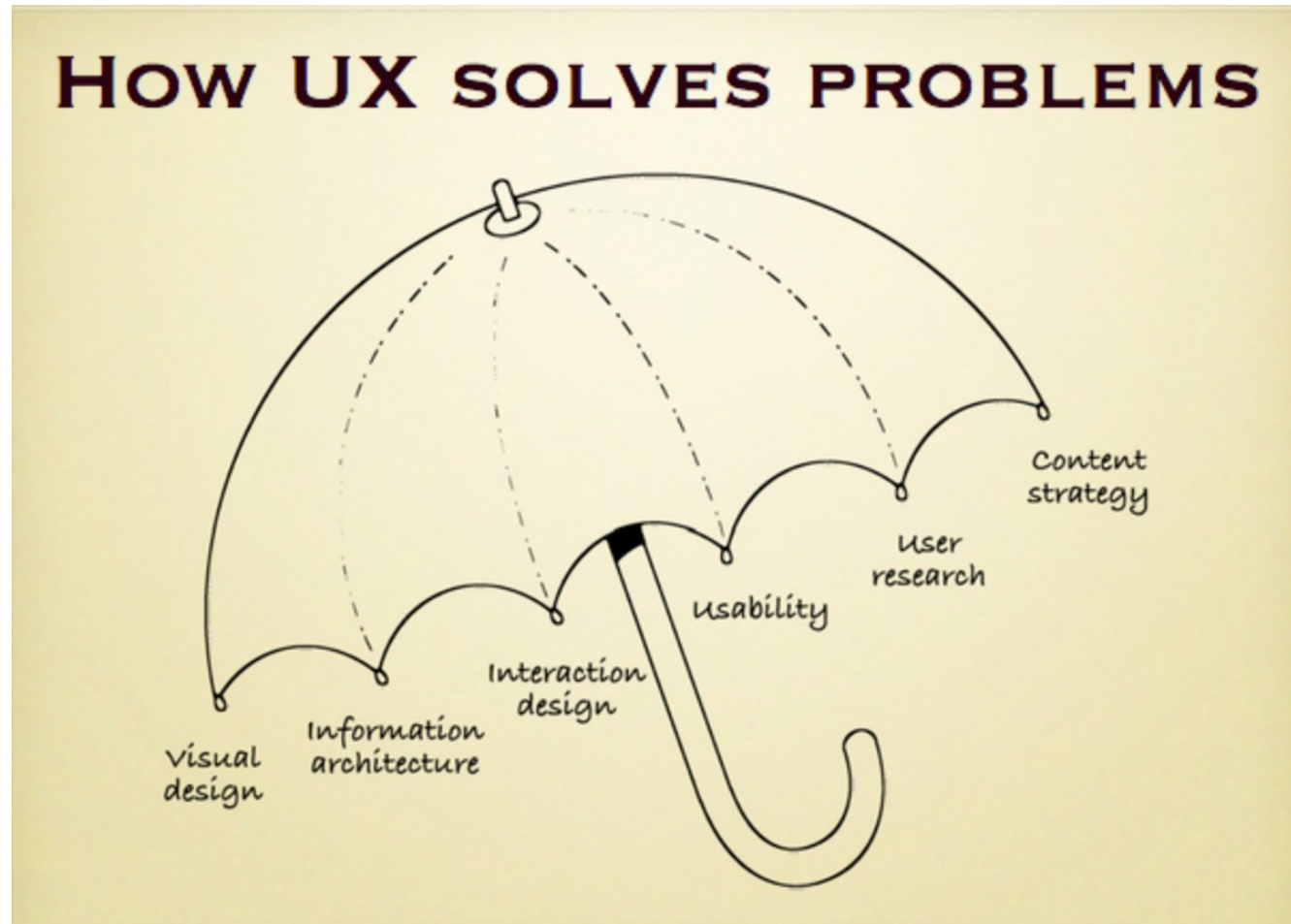
noun

noun: user experience; plural noun: user experiences

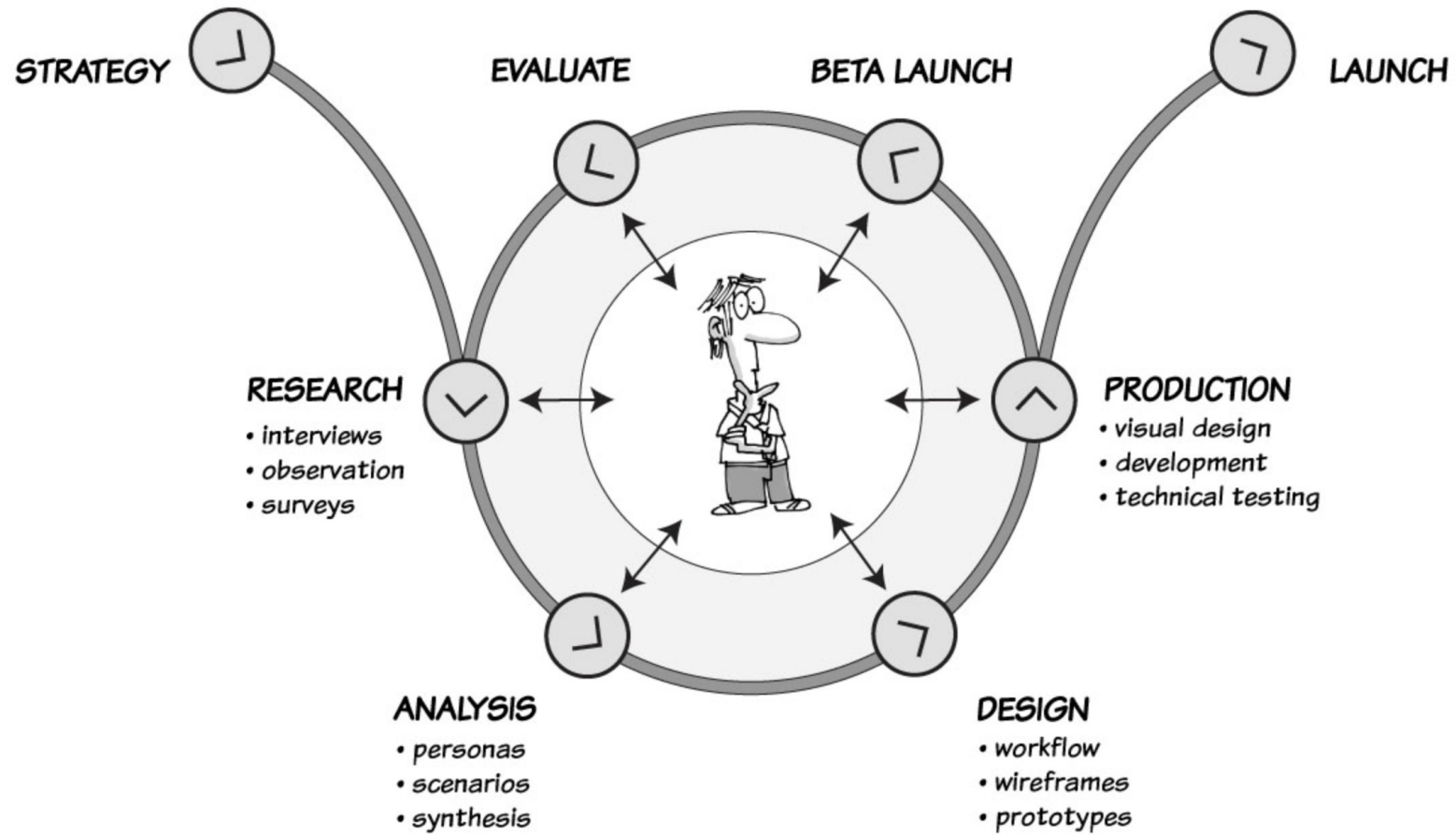
1. the overall experience of a person using a product such as a website or computer application, esp. in terms of how easy or pleasing it is to use.
"if a website degrades the user experience too much, people will simply stay away"

- UX is an umbrella term.
- UX is a movement.
- UX is a process.
- UX is a role.
- UX is a discipline.
- UX is an industry.
- UX is a philosophy.
- UX is a collection of techniques.

Umbrella term



Process



- Waterfall
- Agile
- Lean

Collection of techniques



the body fold



the towel twist



the tail pull



the head-n-tail stretch



the arm tug of war

10 ways to kill a cat

THE ILLUSTRATED GUIDE BY SALMAN



the whisker swing



the ear yank



the limb dislocation



the feline slingshot



the one-hair hang

Research

- Competitor analysis
- Surveys
- Stakeholder Interviews
- Content audit
- Diary study
- User interviews
- Heuristic Review
- User testing

Analysis

- Card Sorting
- Use Cases
- Storyboards
- Personas
- Scenarios
- Job stories
- Mental models
- Experience map

Design

- Collaborative Design
- Workflow diagram
- Sitemap
- Wireframe
- Paper prototype
- Mood board

Does anyone care?



What we want them to see

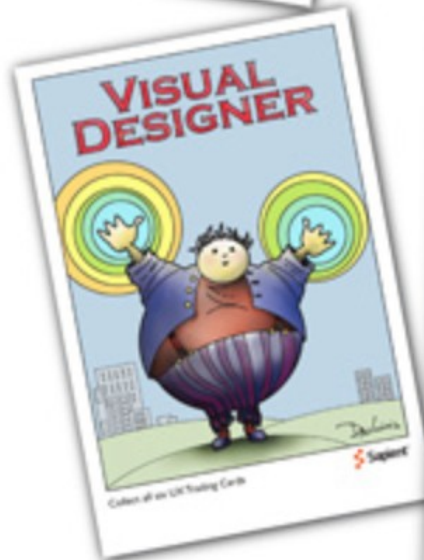
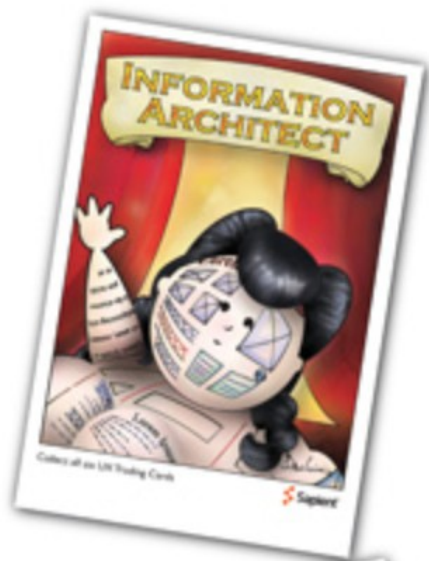
- Field research
- Face to face interviewing
- Creation and administering of tests
- Gathering, organizing, and presenting statistics
- Documentation of personas and findings
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information Architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copy writing
- Presentation and speaking
- Working tightly with programmers
- Brainstorm coordination
- Company culture evangelism
- Communication to stakeholders

What they typically see

- Field research
- Face to face interviewing
- Creation and administering of tests
- Gathering, organizing, and presenting statistics
- Documentation of personas and findings
- Product design
- Feature writing
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- Graphic arts
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UX roles

UX roles



- Designer
 - Creative designer
 - Interaction designer
 - UI designer
 - Visual designer
- Researcher
- Information architect
- UX architect
- Usability Analyst/Tester
- UX manager
- Director of UX
- Chief Experience Officer



UX designer

Designer

- Designing screens and interactions, and involves a lot of sketching, documentation, and refining.

Researcher

- Person that researches people – what they like, dislike, need, and do.

Information architect

- Is responsible for creating the information hierarchy that is used in a system or a site.

UX architect

- UX architect will define the “high-level” blueprint of how a system should work, including the interaction patterns and controls used and the content strategy/tone of voice.

Usability Analyst/Tester

- Testing designs with users.

UX manager

- Is more focused on mentoring and project management than actually “hands-on.” A UX manager recruits, hires, and mentors user researchers and designer and oversees their performance.

Director of UX

- UX Director is someone who helps define process and sometimes manages multiple teams (A design team, research team, usability test team, etc.).

Chief Experience Officer

- Strategic role. Executing a user-centered vision and process throughout the organization.

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