ICT393
Advanced Business Analysis and Design

Topic 3
User Experience Design

Readings and Resources

- Online video: *Rochelle King: The Complex Relationship Between Data and Design in UX*. Also available from: https://www.ted.com/watch/ted-institute/ted-bcg/rochelle-king-the-complex-relationship-between-data-and-design-in-ux

- Benyon, D. (2010) Experience Design. *In Designing Interactive Systems.* Addison Wesley. Chapter 5

Learning Objectives

After completing this topic you should be able to:

- Discuss what user experience design is, and differentiate it from user interface design
- Identify what is important to know about people when designing products
- Describe the high-level skills needed to be a user experience designer
- Discuss the role of data in user experience design
- Describe several methods used to create the design for a new product

What is User Experience Design?

User experience relates to how people feel when interacting with a system

User experience (UX) design involves evaluating how users feel about a system (or potential system) and improving user satisfaction by improving the ease of use, the efficiency of performing tasks and the pleasure associated with the interaction

User interface (UI) design is just one part of UX design
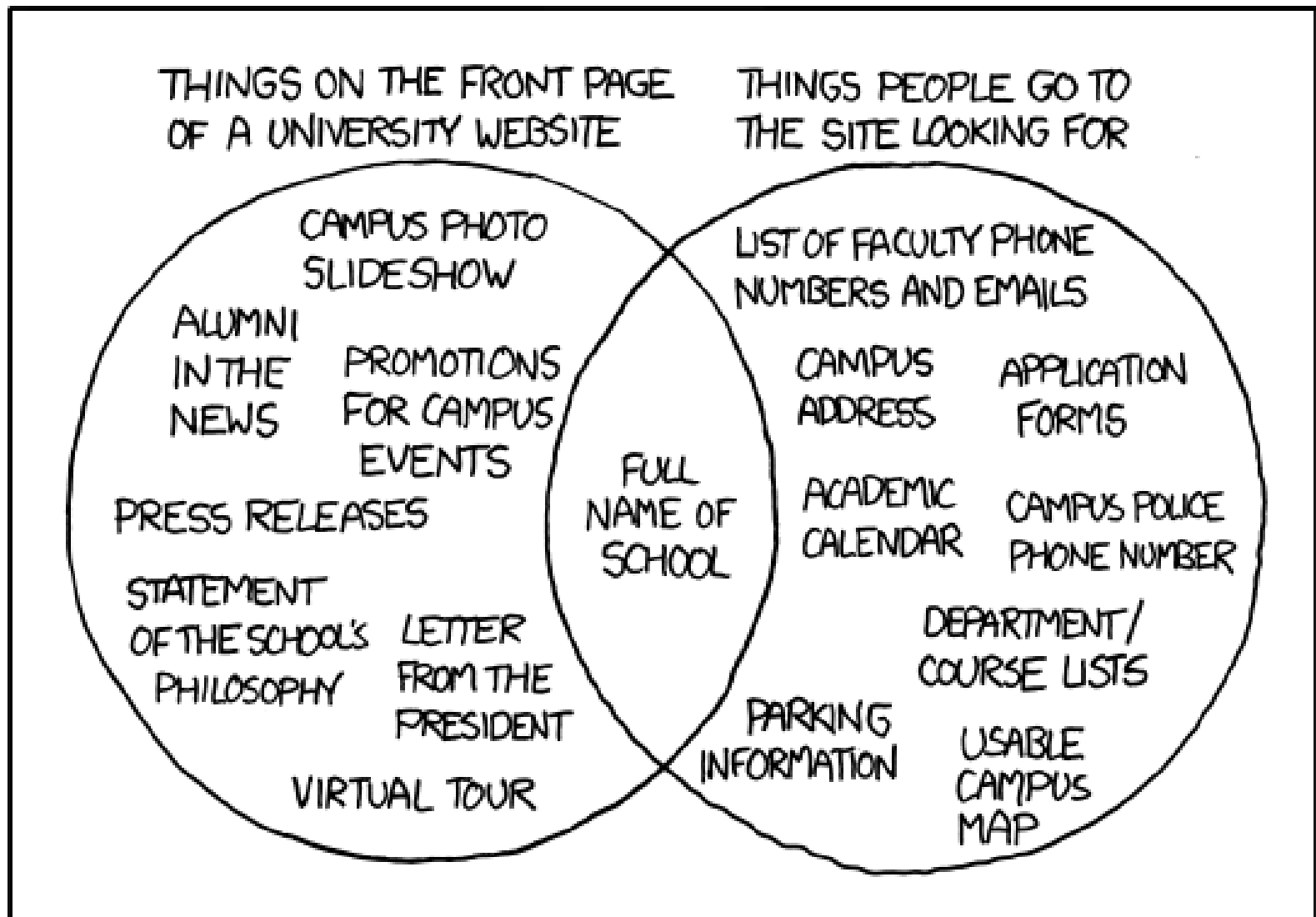
What is the Difference between UX and UI?

Don Norman and Jakob Nielsen (2016) describe the difference as:

> *It's important to distinguish the total user experience from the user interface (UI), even though the UI is obviously an extremely important part of the design.*

> *As an example, consider a website with movie reviews. Even if the UI for finding a film is perfect, the UX will be poor for a user who wants information about a small independent release if the underlying database only contains movies from the major studios*

Ref: Norman, D. & Nielsen, J. (2016). *The Definition of User Experience*. Retrieved from: https://www.nngroup.com/articles/definition-user-experience/

Example

Source: xkcd - http://xkcd.com/773/

What is User Experience Design?

UX encompasses all aspects of the end-user's interaction with the company, its services, and its products including:

- The process they go through to discover the product

- Their interaction with the interface

- The thoughts and feelings they have as they try to accomplish their task

- The impressions they take away from the interaction as a whole

What do You Need to Know about People When Designing for Them?

Emotion

Physiology
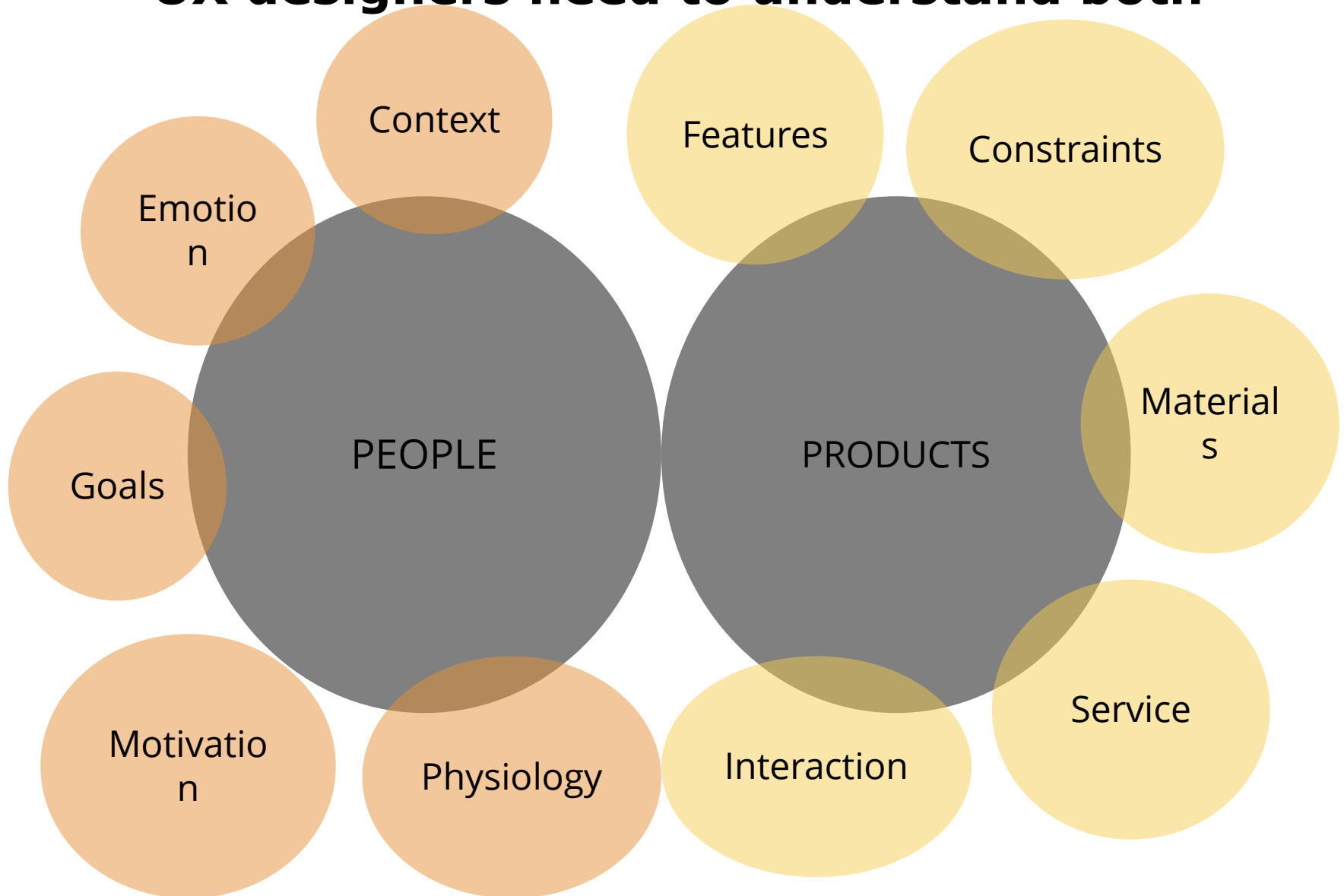
Context

PEOPLE
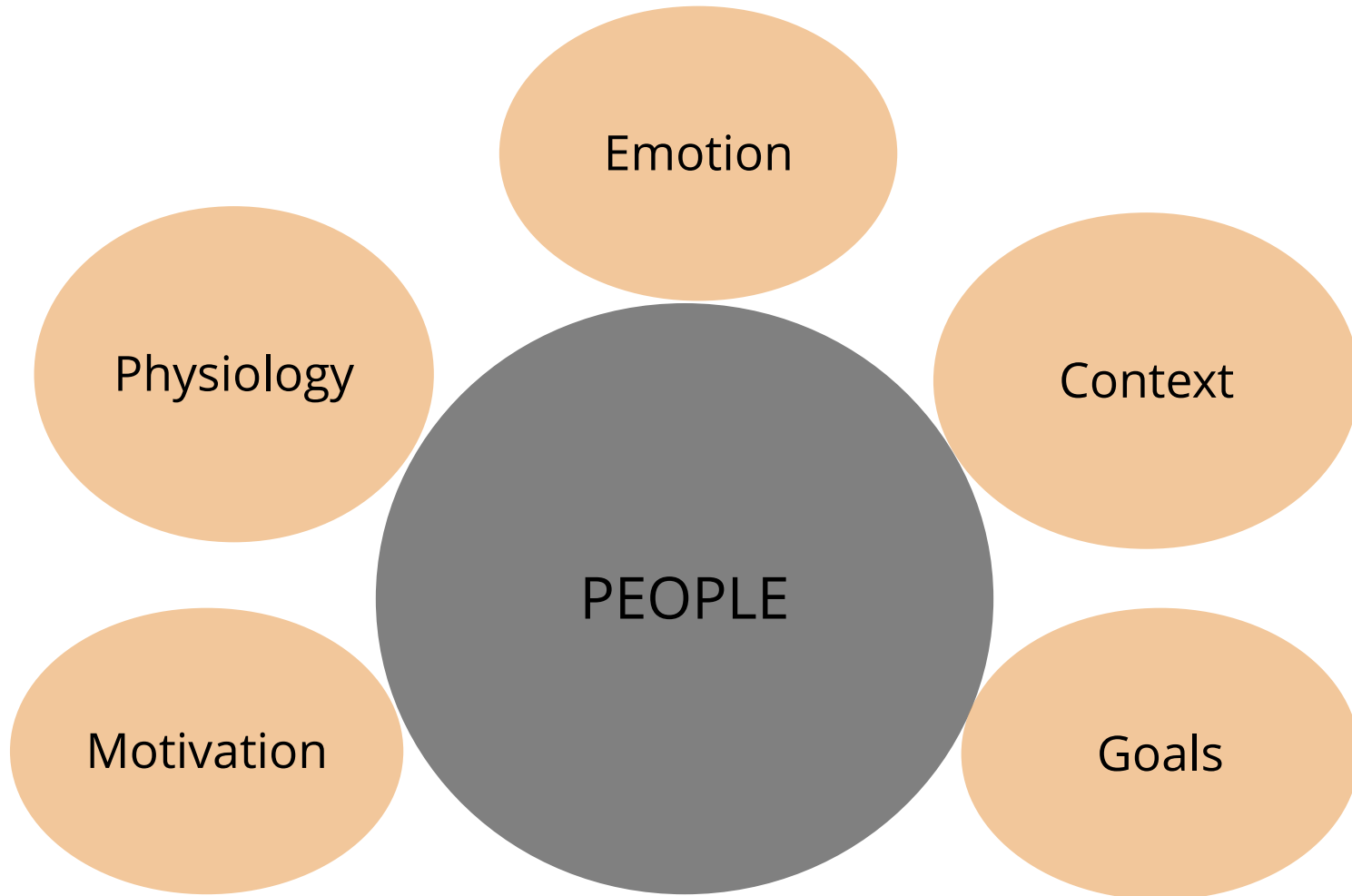
Motivation

Goals

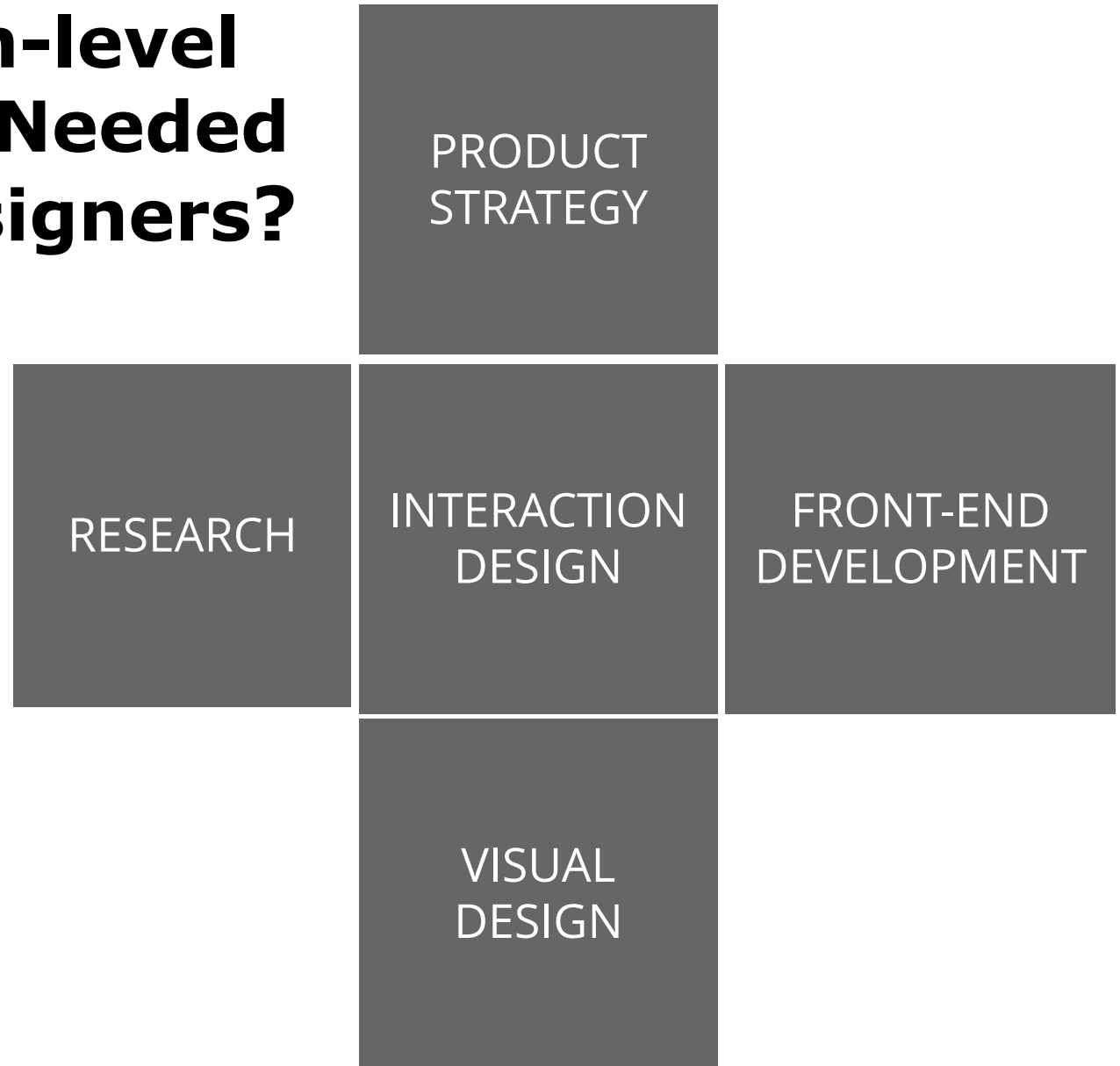# What do You Need to Know about People When Designing for Them?

- Emotion – understanding of the emotions that the product invokes in the potential users

- Context – where will they be using it?

- Goals – what do they need it to do?

- Motivation – why will they use it?

- Physiology – are there considerations about the human body that are important to the design – e.g. vision or hand size?
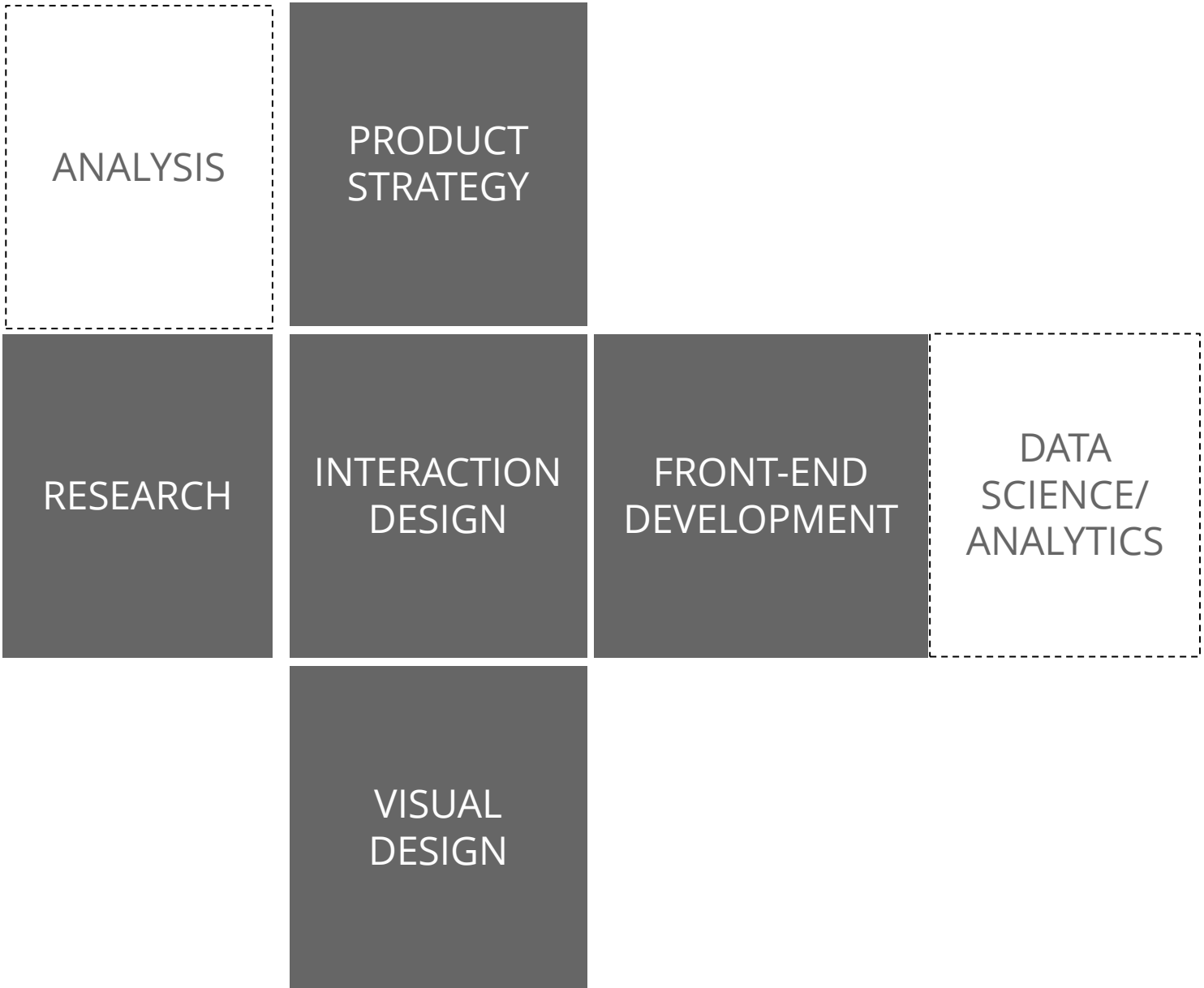
UX Includes People and Products
– UX designers need to understand both

What High-level Skills are Needed by UX Designers?

PRODUCT STRATEGY

RESEARCH

INTERACTION DESIGN

FRONT-END DEVELOPMENT

VISUAL DESIGN

ANALYSIS	PRODUCT STRATEGY		
RESEARCH	INTERACTION DESIGN	FRONT-END DEVELOPMENT	DATA SCIENCE/ ANALYTICS
	VISUAL DESIGN		

Traditional Design Processes

Brief	Research	Concept	Over the wall to build team	Build

DESIGN TEAM

BUILD TEAM
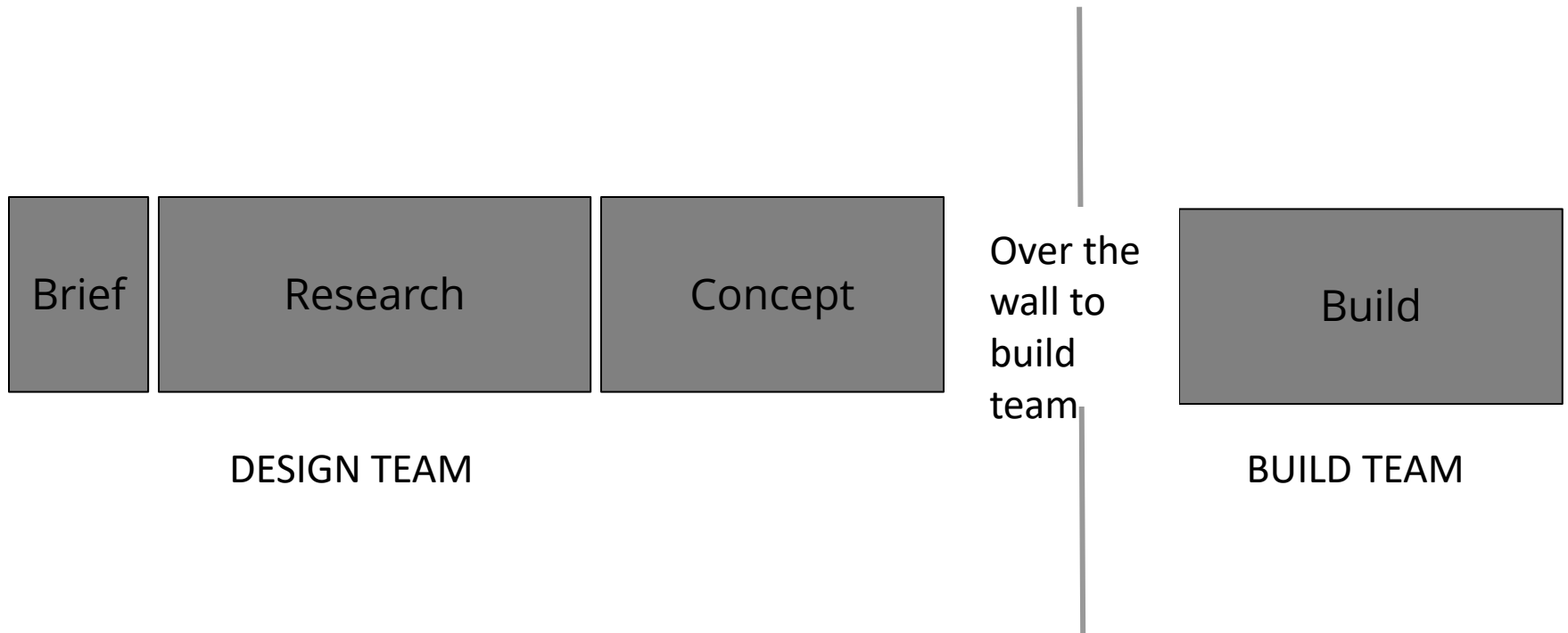
Question: Why might this kind of process be problematic?

Example Agile Design Process
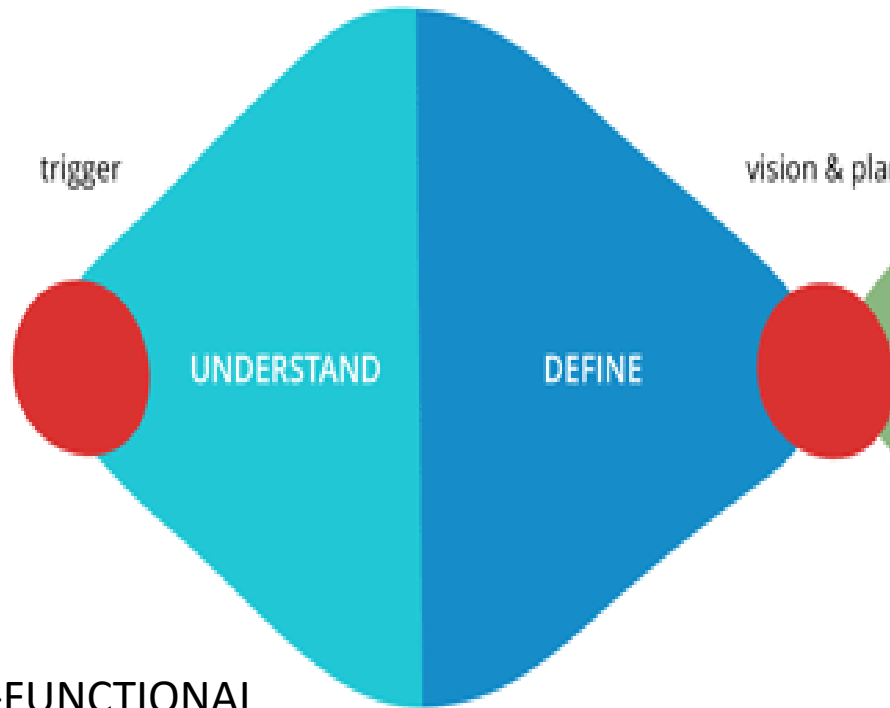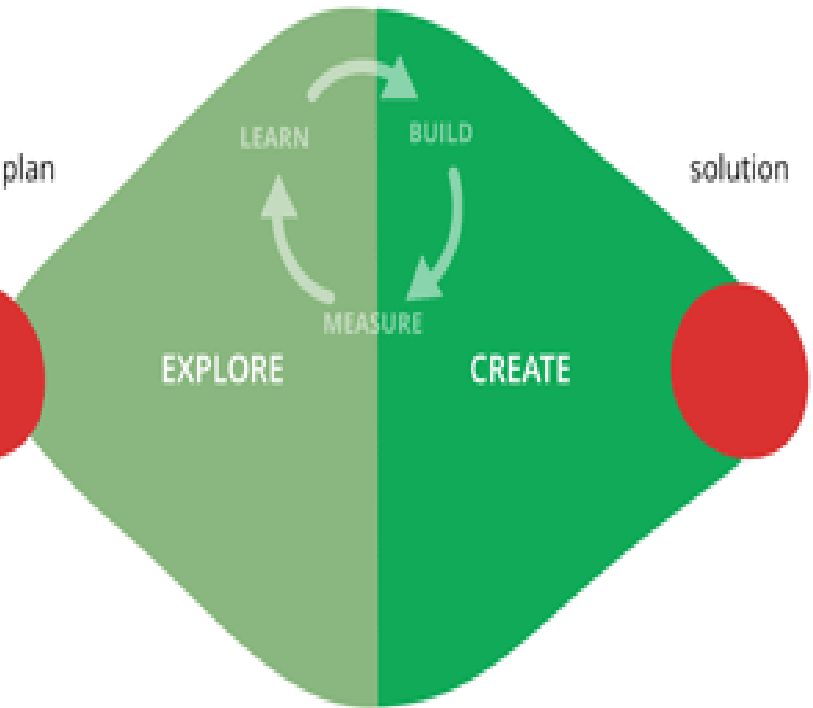
CROSS-FUNCTIONAL
TEAM THROUGHOUT

Methods that can be used in UX design include ....

USER RESEARCH		DESIGN		TESTING THE DESIGN	
STORY-TELLING	JOURNEY MAP	SKETCHING	IDEATION	USER TEST	OBSERVA-TION
USER TEST	OBSERVA-TION	CO-DESIGN	USER TEST	ANALYTICS *(Once launched)*	
CUSTOMER INTERVIEW	CO-DESIGN	PROTOTYPE	INSPIRA-TION		
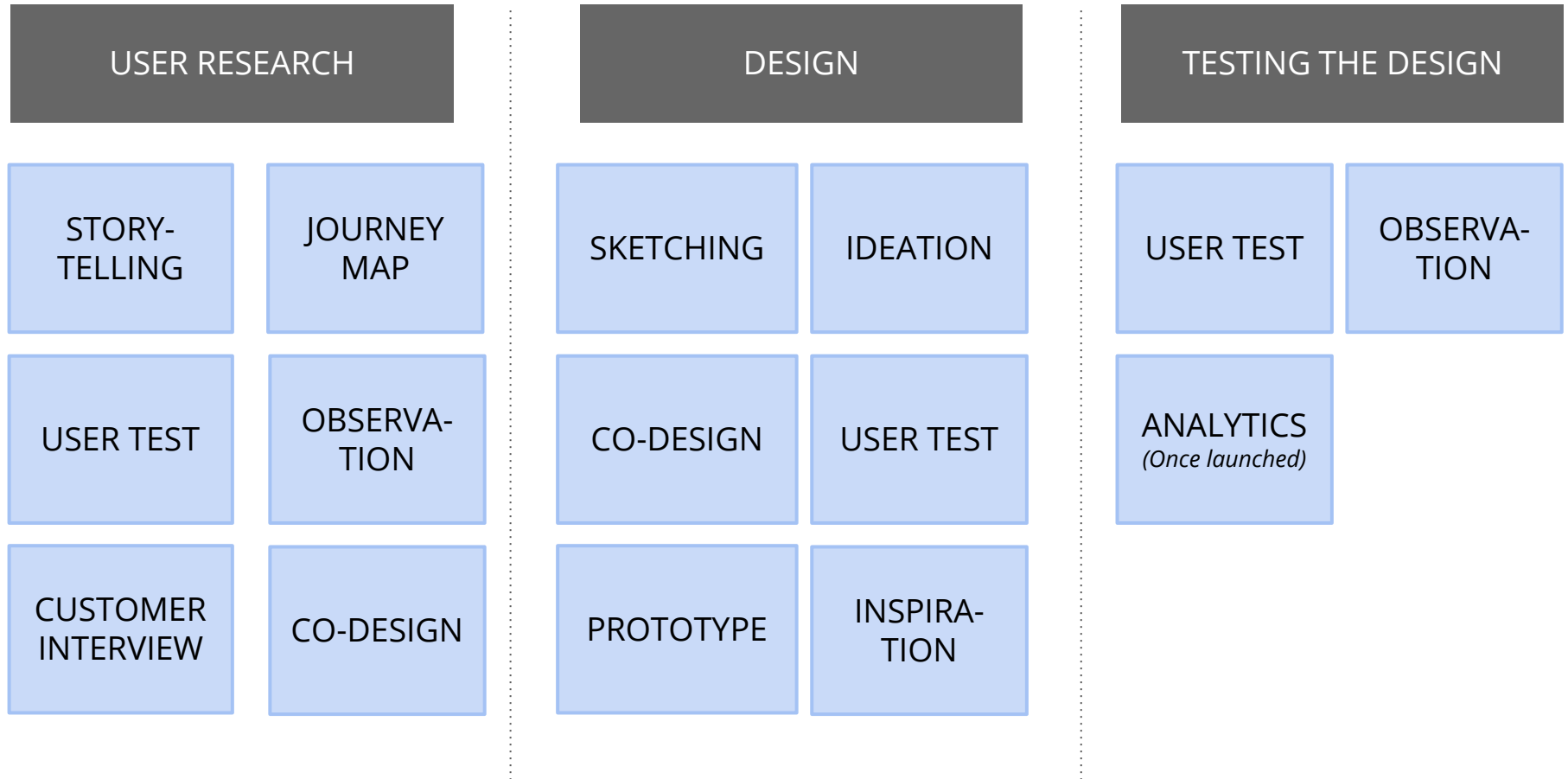
See IDEO.ORG's list of methods: http://www.designkit.org/methods for more examples

EXAMPLE
WALL OF
IDEAS

SKETCH
WALL

Image credit: https://www.thoughtworks.com/insights/blog/adjusting-agile-ux-workflow

EXAMPLE SKETCH WALL

SKETCH WALL

Data and UX Design

Use data to make design decisions:

- Small data – obtain using user research methods – attitudinal, qualitative, high quality - why

- Big data – analytics – quantitative, high volume – what

- Watch Rochelle King video for examples of use of big data in UX

Examples of Sources of Data

DATA FROM CUSTOMER ACTIONS

DIRECT WITH CUSTOMERS

Business data

Customer interactions

Analytics

In-home visits

Talk to customers

Field study

Focus groups

Social media

Via Brokers

Branch visits

Advisers

Call Centre

DATA FROM THIRD PARTY

COLLEAGUES WHO TALK TO CUSTOMERS

Rochelle King: The complex relationship between data and design in UX

https://www.ted.com/watch/ted-institute/ted-bcg/rochelle-king-the-complex-relationship-between-data-and-design-in-ux

About this speaker

Rochelle is Global VP of User Experience and Design at Spotify, where she manages the teams that are responsible for user research and designing the product experience at Spotify. Prior to Spotify, Rochelle was VP of User Experience and Product Services at Netflix, where she managed the Design, Enhanced Content, Content Marketing and Localization teams. Collectively, these groups were responsible for the UI, layout, meta-data (editorial and visual assets) and presentation of the Netflix service internationally across all platforms. Rochelle has over 14 years of experience working on consumer facing products.

About this event

TED@BCG Berlin was a TED-curated event featuring a diverse group of speakers from across the BCG community. Jointly produced by TED and BCG, the event put a spotlight on how technology is shaping business and society through speed, scale and pervasiveness.

Have You Achieved the Learning Objectives?

When you have achieved the learning objectives for this topic you should be able to answer the following questions:

- What is the difference between user experience design and user interface design?
- What is it important to know about users when designing products for them?
- What are some of the high-level skills needed to be a user experience designer?
- How is data used in user experience design?
- Name several methods that can be used to create the design for a new product.

Additional Resources

UX Apprentice
  http://www.uxapprentice.com/design/
Introduction to User Experience Design (Lesson 9)
  https://hackdesign.org/lessons/9
IDEO.ORG. Methods
  http://www.designkit.org/methods