

A green chalkboard with two pieces of pink chalk and some faint white chalk drawings. The chalkboard is the background for the text. The two pieces of pink chalk are positioned in the lower-left quadrant. There are some faint white chalk drawings, including a circle on the left and a large, stylized shape in the center.

The UX Process

Human-Computer Interaction

by Prof. Enrico G. Dacanay

How to Make Great UX



How to make UX easy?

- Follow an *iterative prototyping* process
- Apply *user-centered* research and design methods
- Understand a bit of *human behavior*
- Apply *common sense*



Fail Fast

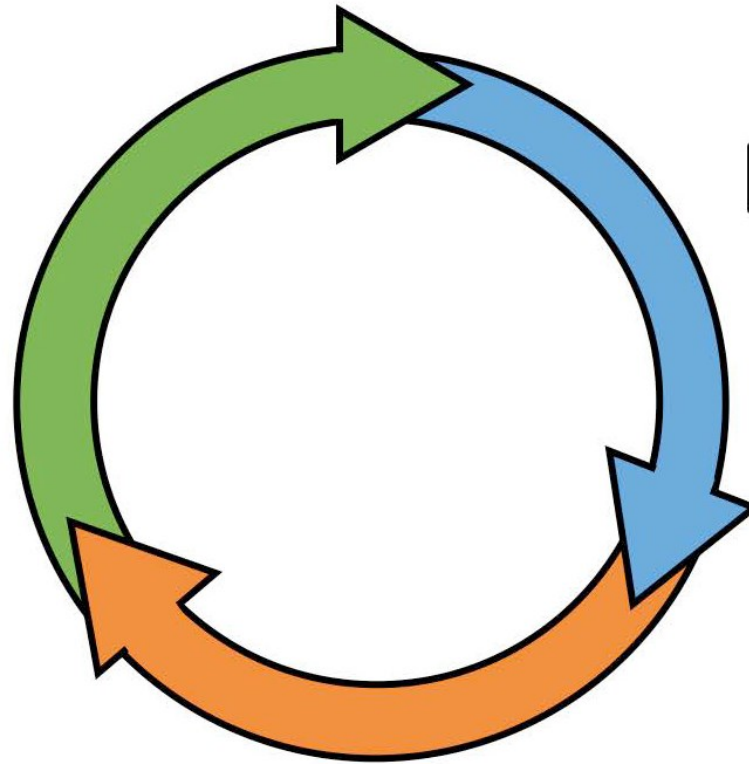
- You won't get it right
- Get it wrong as quickly and as often as possible
- Learn from mistakes
- Get it *less wrong* each time



Iterative Design

Assess

Design

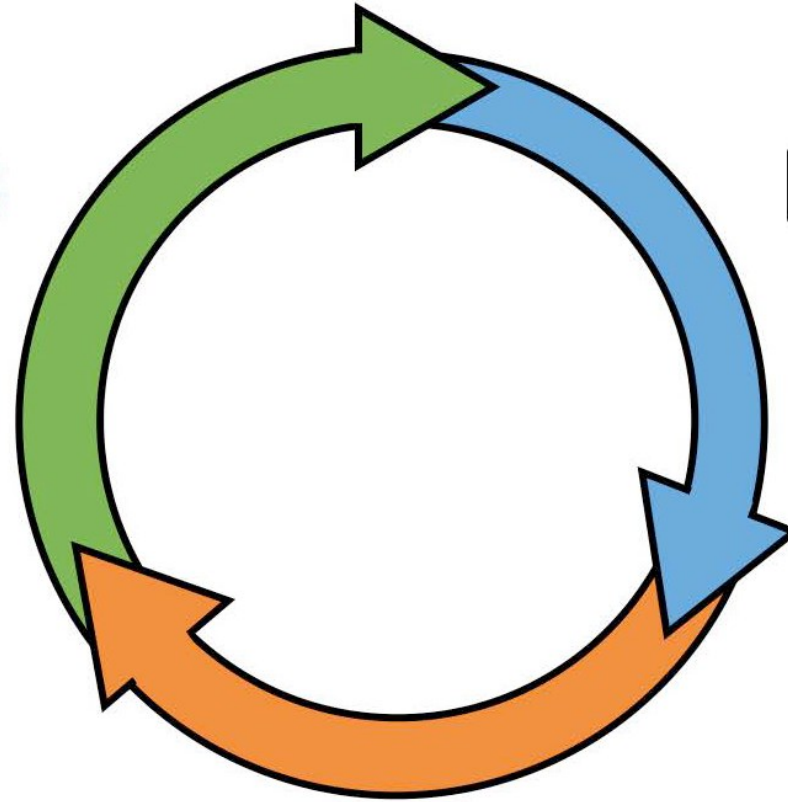


Build

Iterative Design

Assess

Design

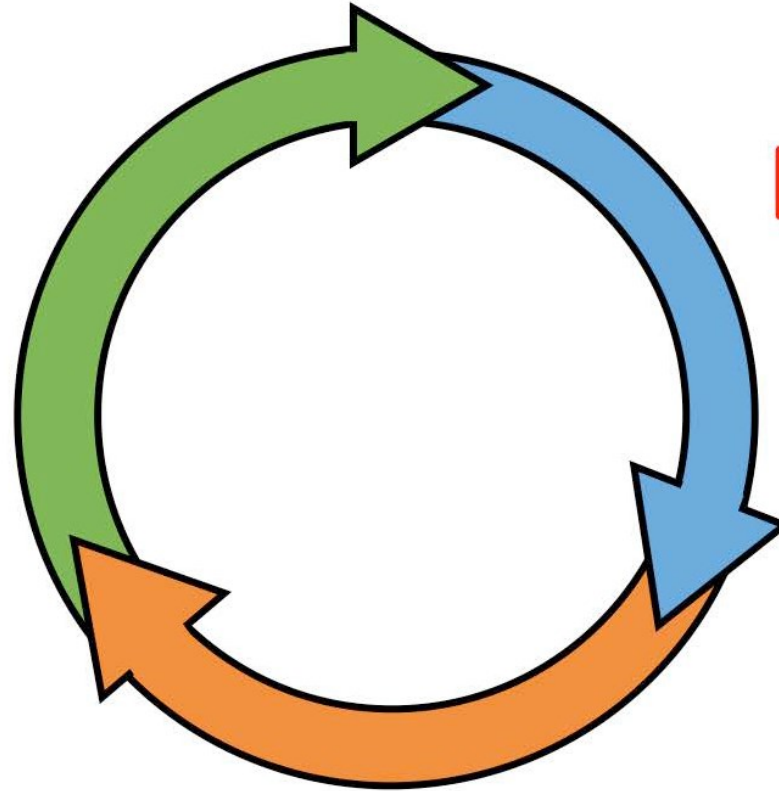


Build

Iterative Design

Assess

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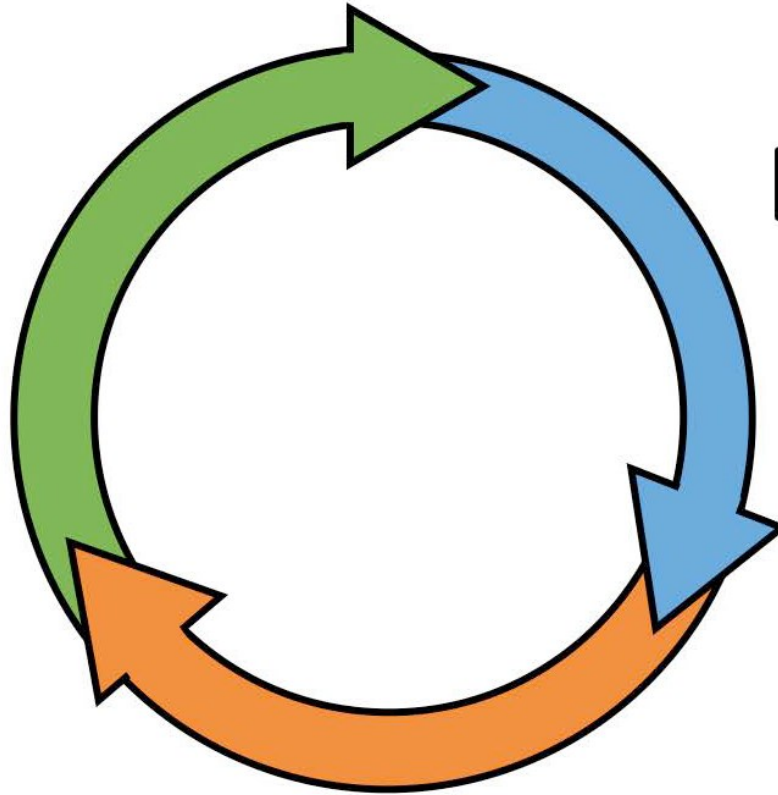


Build

Iterative Design

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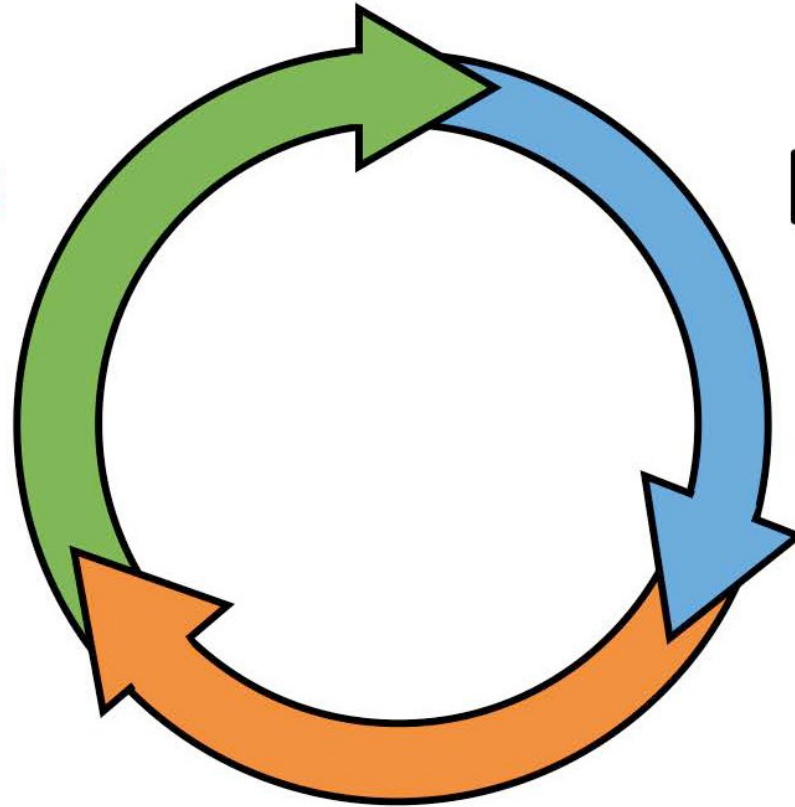


Build

Iterative Design

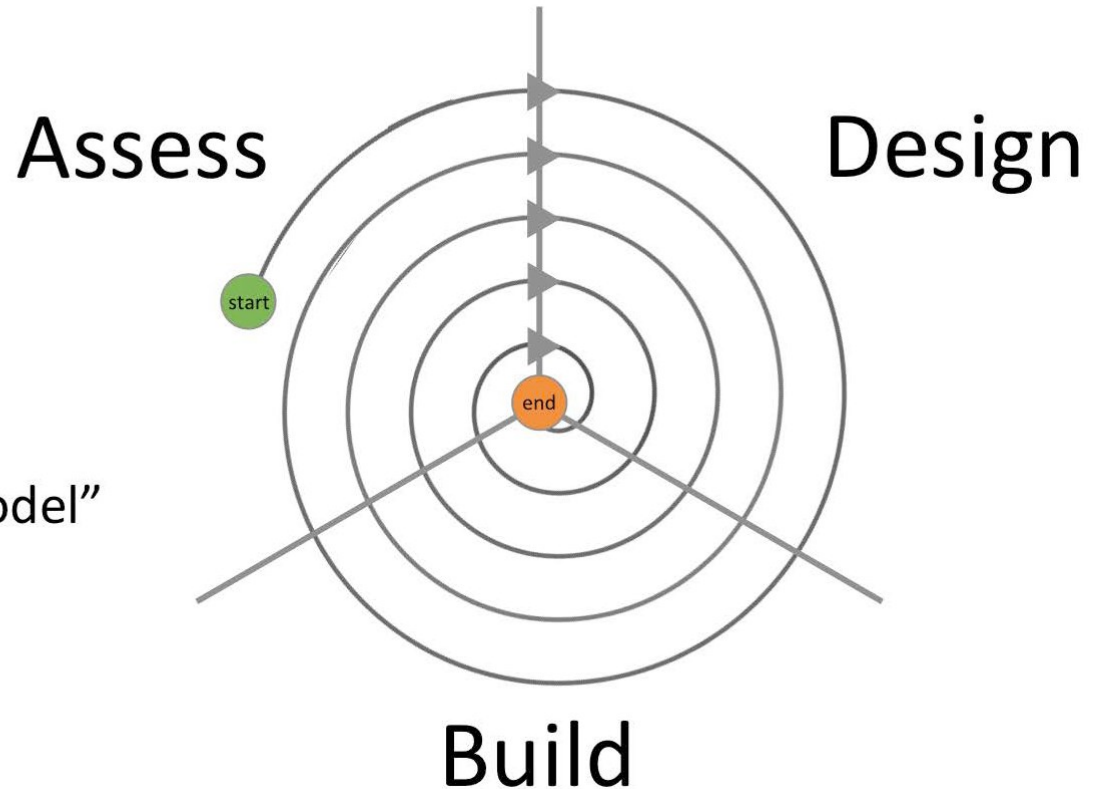
Assess

Design



Build

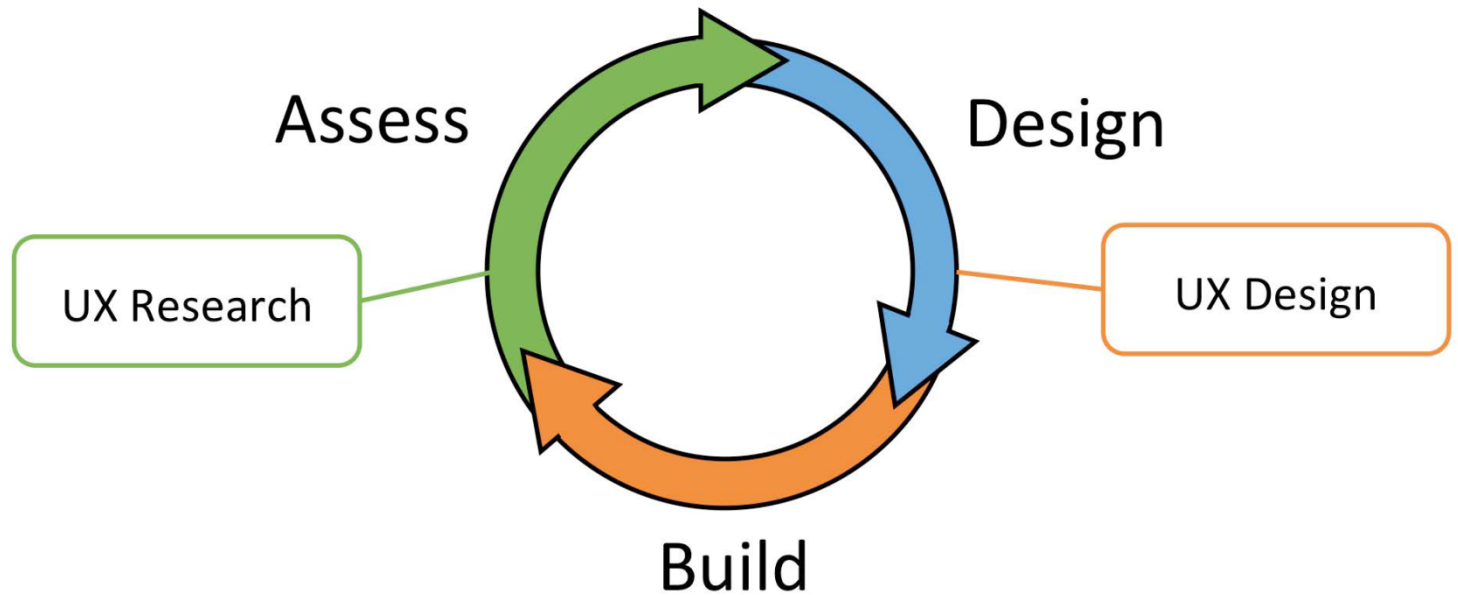
The Progression of Iterative Design



The "Spiral Model"



Integrate Research and Design



Key Methods: UX Research

- Interviews
- Observations
- Surveys
- User Testing
- Inspection Methods



Key Methods: UX Design

- Personas, Scenarios, User Stories
- Sketching and Ideation
- Storyboarding
- Mapping and Navigation Design
- Comparative Research
- Lo-, Mid- and Hi-Fidelity Prototyping



Understand how people work

- What can people perceive?
 - *How do people extract information from visual stimuli?*
- How do people do things?
 - *How do people decide how to act in the world, and how they process information about the results of their actions?*
- How does emotion play a role?
 - *How, when and why does emotion affect decision-making, and what role does emotion play in user experience?*



Common Sense

- A process that puts you in touch with
 - *User needs and practices*
 - *User responses to possible design*
- . . . will allow you to see what works and what doesn't



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