

UX

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Startup Programming Course, UVic,
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***"Costs the same to launch a new app
as it does to launch a satellite"***

<http://www.latimes.com/business/la-fi-tech-vc-space-20161027-snap-20161027-story.html>

Thinking
about the user

A silver spoon is positioned diagonally across the cover, with its handle extending from the left edge and its bowl pointing towards the right. The spoon is highly reflective, showing highlights and shadows that give it a three-dimensional appearance.

Simple and Usable

web, mobile, and interaction design

Giles Colborne

How we really use the web? [Krug]

#1: Scanning



<https://www.youtube.com/watch?v=r2CbbBLVaPk>

How we really use the web? [Krug]

#2: Satisficing



How we really use the web? [Krug]

#3: **Muddling** through

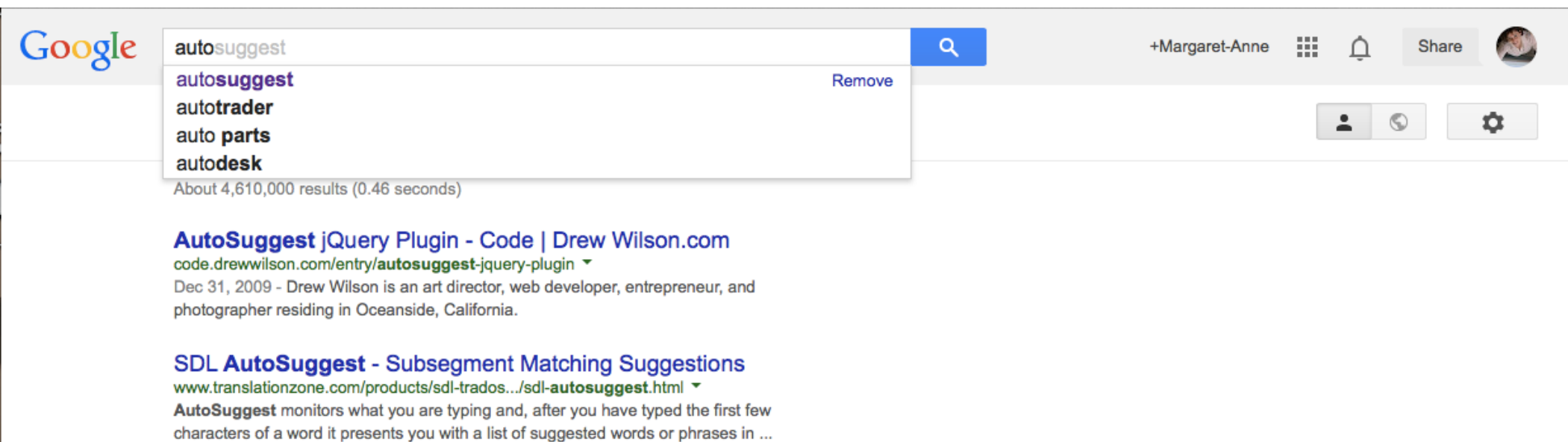
MR. MUDDLE

by Roger Hargreaves



User expectations

Users have come to **expect features** like autosuggest, autocorrect [Krug]



Human Factors

“*Don’t make me think*” [Krug]

Technology changes very quickly, but people change very slowly...

Guidelines — common sense? Once you know it!
e.g., <http://ixdchecklist.com>

Barbossa: First, your return to shore was not part of our negotiations nor our agreement so I *must* do nothing. And secondly, you must be a *pirate* for the pirate's code to apply and you're *not*. **And thirdly, the code is more what you'd call "guidelines" than actual rules.** Welcome aboard the *Black Pearl*, Miss Turner.

Designing your app

Epicentre Design

Start from the **core** of the page and grow outwards
[Getting Real]

The fastest, easiest way to plan travel



Search Flights

From

To

✈ Search



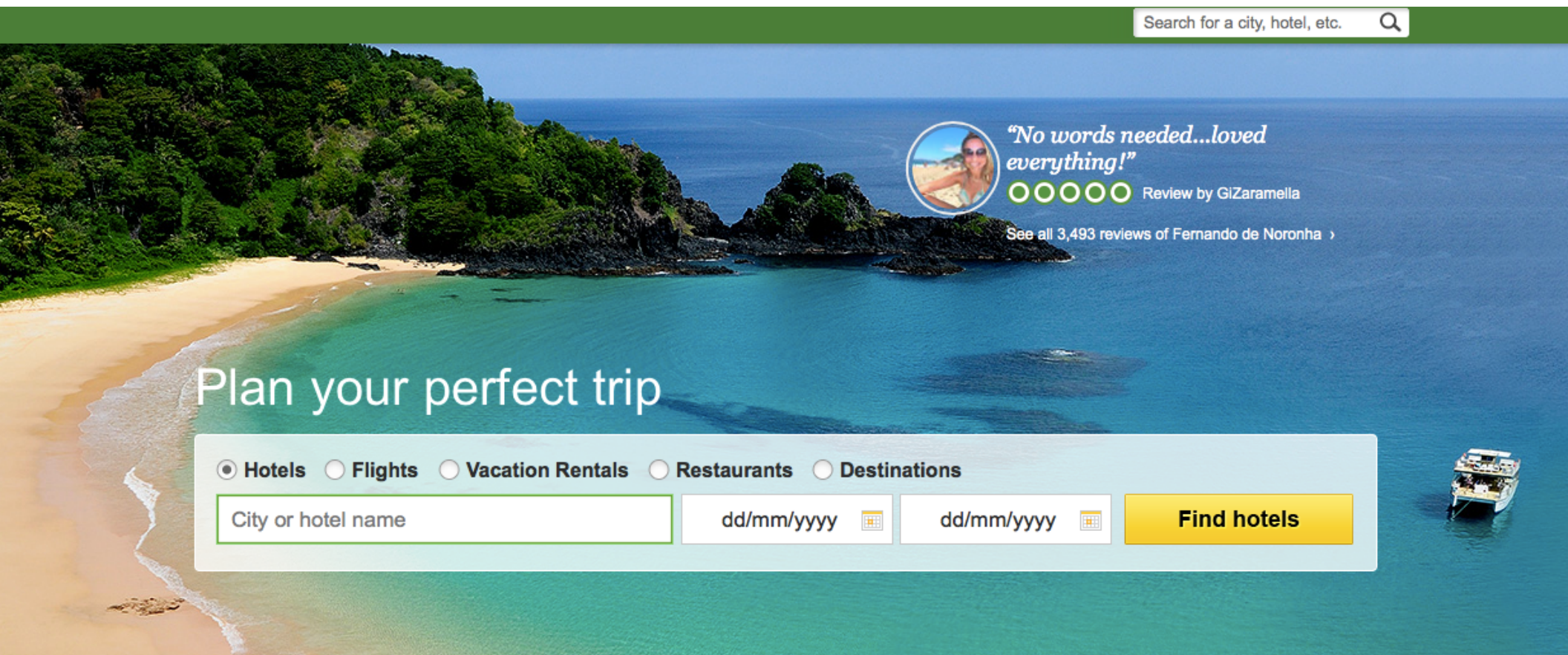
Search Hotels

Where

🧳 Search

Regular, blank and error states

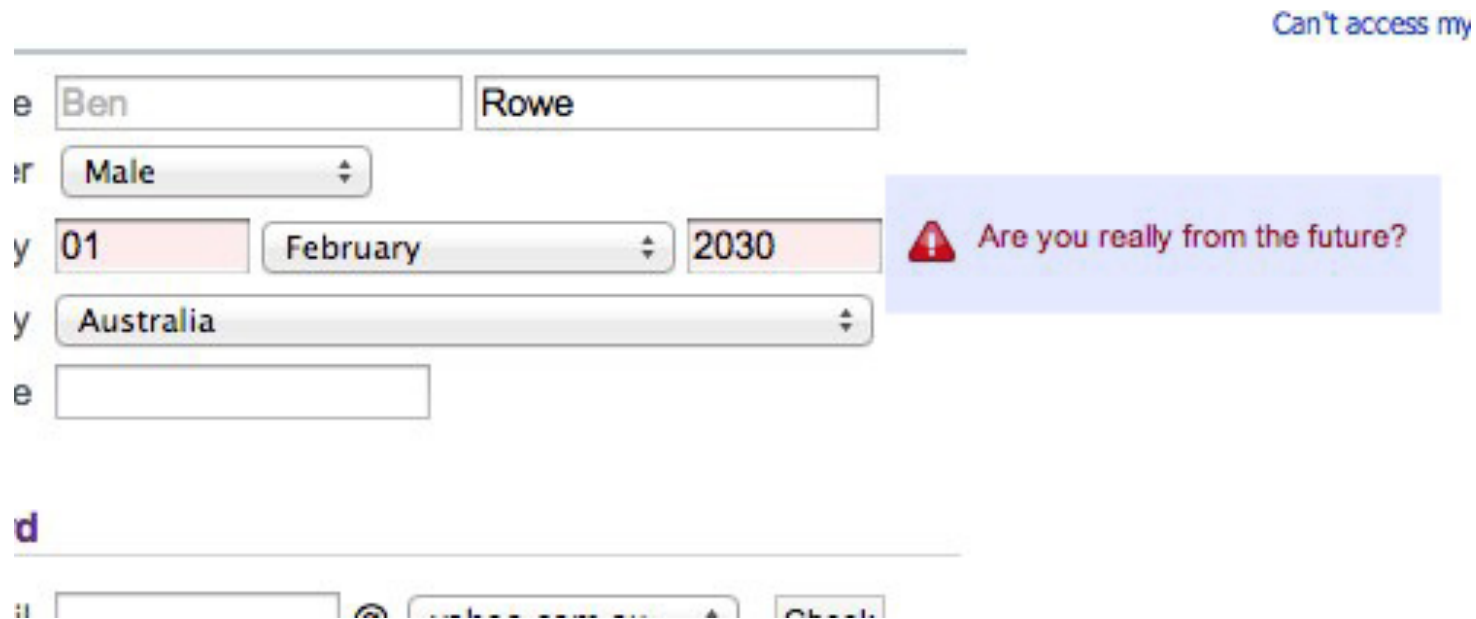
What does your user see the **first time** they visit the app? What is a helpful blank slate?



Regular, blank and error states

“Defensive design is like defensive driving”

[Getting Real]



The image shows a portion of a web form. At the top right, there is a link that says "Can't access my". Below this, there are several input fields: a text field with "Ben" and another with "Rowe"; a dropdown menu with "Male"; a date field with "01", "February", and "2030"; and a dropdown menu with "Australia". To the right of the date field, there is a red warning icon and the text "Are you really from the future?". Below the date field, there is a text field with "e". At the bottom, there is a text field with "d".

<http://uxmas.com/2012/the-4-hs-of-writing-error-messages>

Navigation

Home page

“like the North Star” of the site’s persistent navigation [Krug]

If not **self-evident**, then make it **self-explanatory**
[Krug]

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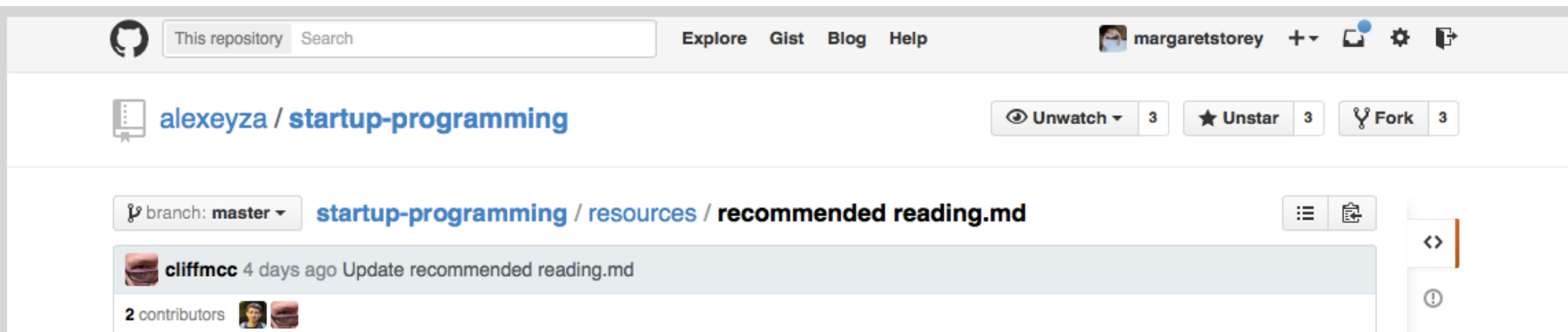
Where am I?

Tell users where they are: every page should have a **visible name** in the same place (should frame the content)

The name should **match what the user clicked** to get there

Make use of **breadcrumbs**
(e.g. GitHub: > between levels, boldface the last item),

Test if your site passes the **“trunk test”** [Krug]



Navigation controls

Main navigation may be at the **top for short lists** or **left for long lists** (accordion lists for very long menus)

Top links can look like **tabs** to provide context

Account information is often on the **top right** (users expect it there)

Minor details on the **bottom** (e.g. contact, help, blog)

Try to associate **icons with items** in a menu (visual recognition)

Navigation considerations

When the user **logs in**, where do they **land**?

Design for **search-dominant** and **link-dominant users**
[Nielsen]

Not just about **reducing clicks**, each one should be unambiguous and require no thought

Browser **back buttons** should work

Be **consistent**

Design the navigation around the **core scenario**

Some Design Issues

Writing is designing [Krug]

Every word and letter matters, **omit needless words**

Use words that match the **user's goals and lingo**, avoid jargon

Clear and **concise**

Add **information** to buttons

Choose words to suit your product's **personality**

Insert **actual text** not *Lorem Ipsum* [Getting Real]

Which is better? [Nathan Barry]

Delete this movie?

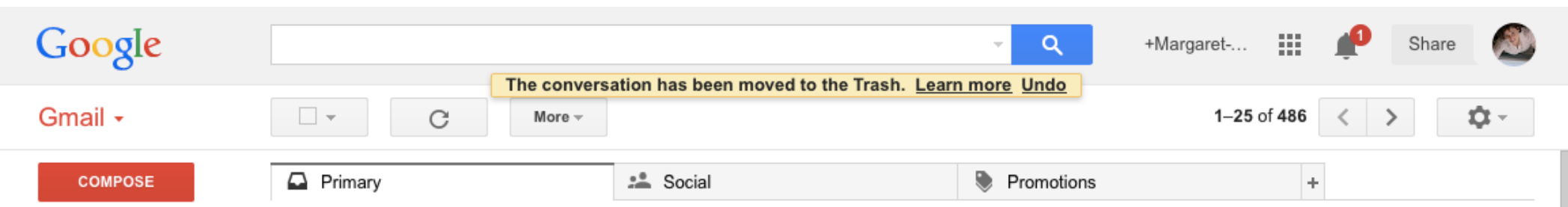
Delete?

Delete movie?

Dialogs

Avoid yes/no dialogs (users usually don't read text)

But do tell them what they just did and allow them to undo it



Preferences

If possible avoid, decide for your users [Getting Real]

The screenshot shows a Trello board interface for a project named 'LinkedLists Code Retreat'. The board is organized into columns representing different teams: Archive Team, Database Team, Live Team, UI Team, and Server Team. Each team column contains a list of tasks or items. The top navigation bar includes the Trello logo, a search icon, and the user profile of Margaret-Anne Storey. The board header shows the board name, a star icon, and a link to show the sidebar.

Boards Margaret-Anne Storey

LinkedLists Code Retreat Chisel ☆ Org Visible [Show sidebar](#)

- Archive Team**
 - Birth date of a citation
 - Creator of the citation (parent)
 - Tags related with the citation (present)
 - Implementation
 - 1
 - Data Source=Budweiser;Initial Catalog=SOF JUL2013:Intearated
- Database Team**
 - Test range queries against full citations table from Archive Team
 - Implement Cached Range query table
 - Implement Cached Range queries
 - Implement batch tabled updater tool/service
 - TestDatabase.cs not committed to
- Live Team**
 - Implement event stream parser
 - Test Interface to Linked Lists post change history DB
 - Deploy parser to server
 - Calculate throttling impact on paser
 - Add a card...
- UI Team**
 - Implement Advanced Search Panel
 - Implement more tags paging on Tags Panel
 - Move user bio to top of results on user page
 - Move tag bio to top of results on tag page
- Server Team**
 - Create te
 - Create te
 - Deploy w
 - Deploy d
 - Setup ac
 - service
 - Setup sch

Icons [Nathan Barry]

See **icon sets** at: Glyphish and Symbolcons

Flat icons for adding to tabs, headings and for drawing attention to buttons

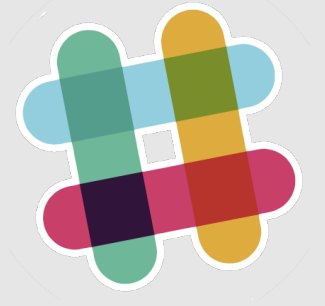
Be careful with **3D** icons!

For **small 16px square icons**, see FamFamFam or Fugue

Don't mix **icon styles**!

Have an **active version** for an active state

From designing to orchestrating experiences

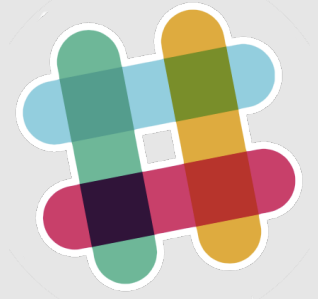


Give your design a personality lift!

Loading

You're here! The day just got better.

From designing to orchestrating experiences



“Build in forgiveness”

By using @channel, you are about to notify
113 people in 3 timezones. Are you sure?

Edit message

Send it now

Esc to edit

Return ↵ to send

Pssst... admins! [Team settings](#) control this warning



@channel why we should avoid this...

bold *italic*

What about mobile?

Tradeoffs...

Don't hide affordances but tendency towards flat designs: lose affordances



How to user test on a mobile device?

How to prioritize?

Prioritizing features

The ability to change is key, so **stay “lean”**
Watch for **“feature blight”**

Make half a product rather than a half-assed product

[Getting Real]

Be careful **not to follow the competitors** too closely [Getting Real]

Don't fix problems you don't have yet! [Getting Real]

What doesn't matter? Best designers know! [Getting Real]

Just because someone asks for a feature, doesn't mean you should add it (they will **remind** you) [Getting Real]

How to simplify?

Remove
Organize
Hide
Displace



Reveal features as needed

The image is a screenshot of the Mozilla website with several annotations. A green arrow points from the word 'innovate' in the mission statement to a definition box. Another green arrow points from the word 'innovate' to a video player.

mozilla

MISSION ABOUT PRODUCTS GET INVOLVED

We're building a better Internet

Our mission is to promote openness, innovation & opportunity on the Web.

Mozilla is a proudly non-profit organization dedicated to keeping the power of the Web in people's hands. We're a global community of users, contributors and developers working to **innovate** on your behalf. When you use Firefox, or any Mozilla product, you become a part of that community, helping us build a brighter future for the Web.

in-no-vate

IPA: / ɪn əˈveɪt /
Spelled: [ɪn-uh-veyt]

verb (used without object)

1. to introduce something new; make changes in anything established.

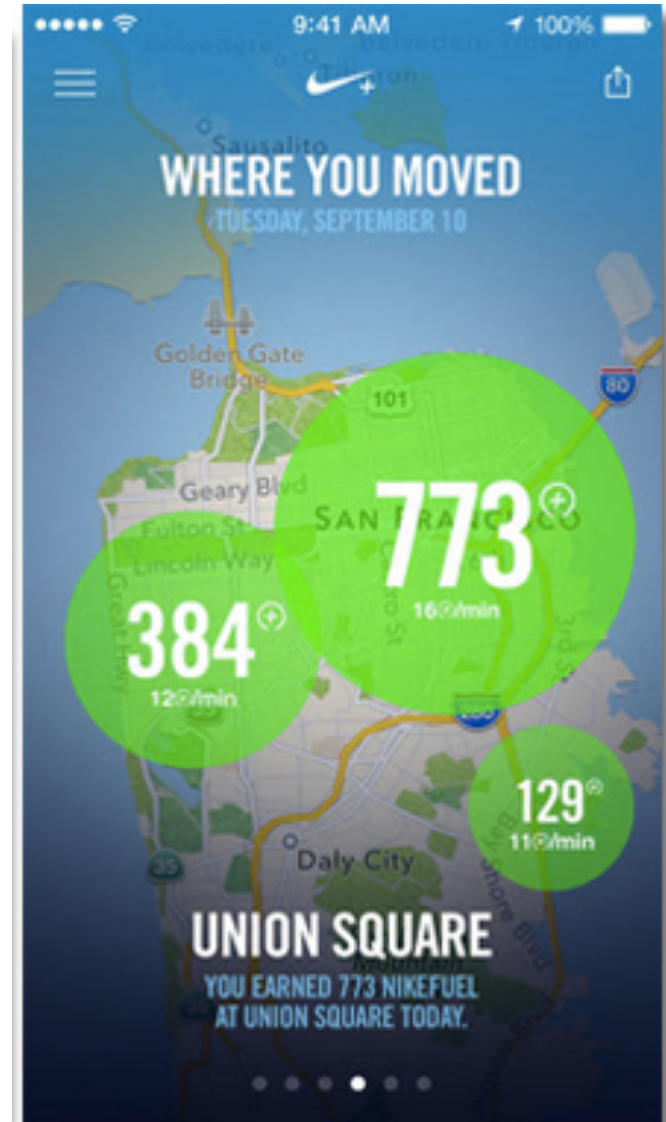
verb (used with object)

2. to introduce (something new) for or as if for the first time: to innovate a computer operating system.
3. Archaic. to alter.

mozilla

Displace to...

Watch, phone, computer?



Push complexity to the user

The screenshot displays a Trello board named "Best App Ever" by Misty River Software. The board is organized into four columns: "To Do", "Doing", "QA Review", and "Done".

- To Do:** Contains cards for "Add more pizzazz", "Flatter than a pancake design", "Camera integration/support", "Viral marketing campaign", and "Localization".
- Doing:** Contains cards for "More buttons", "Accelerometer calibration", and "Fix all bugs forever".
- QA Review:** Contains cards for "Widgets" and "Telepathic controls".
- Done:** Contains a card for "Come up with idea for app" marked with a green checkmark.

The right sidebar shows the "Menu" with "Members" and "Activity". The "Activity" log tracks actions by Brian Cervino, such as adding "Localization" to To Do, archiving "Bad App Names", moving "Localization for the world" from Doing to Bad App Names, removing "Fred Jones" from Telepathic controls, adding "Brant Smith" to Widgets, adding "Fred Jones" to Telepathic controls, adding "Fred Jones" to this board, and inviting an unconfirmed member to this board.

Test your ideas

Watch your users

2-3 people will find 80% of the usability errors — even your target audience is a beginner at some point

Give **simple tasks**

Ask: Did they know where to start? What did they look at? Where did they click first? Did they try to click on things that aren't clickable? [Nathan Barry]

Record the interactions, share!

What do users do best?



Discussion

Greg mentioned importance of responsive design and to follow guidelines, e.g., material design

What **challenges** are you having?

What **advice/lessons** would you share with others?

Other resources (courtesy of Jonathan Heron, web designer in Dublin)

Favourite books for people who want to learn a UX mindset

- The Design of Everyday Things (3rd edition in particular, due to addition of [signifiers](#))
- [The Elements of User Experience](#)
- [Universal Principles of Design](#)
- [Simple and Usable](#)
- [Don't Make Me Think](#) (see above)

Diving deeper into specific areas

Social design

- [Grouped](#)

Sketching and thinking

- [Sketching User Experiences](#)

Interaction design

- About Face ([4th edition](#))
- [Microinteractions](#)
- [Web Form Design](#)

Content strategy

- [Content Strategy for the Web](#)
- [The Elements of Content Strategy](#)

Information architecture

- [Information Architecture for the World Wide Web](#)
- [Ambient findability](#)
- [A Practical Guide to Information Architecture](#)