UX Fundamentals

Week 2: What is User Experience?

Feb 1 2021
# UX IS NOT UI

**How UX wants to be seen**
- Field research
- Face-to-face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

**How UX is typically seen**
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[www.uxisnotui.com](http://www.uxisnotui.com)
CONTEXT & MINDSET
HUMAN CENTERED DESIGN

Observation

SAY

DO

THINK

FEEL

Empathy
My background and career in user experience design
SCD Mission

To practice, model, and teach design thinking, using human-centered design to re-imagine our campus, community, and collective world.
MECHANICAL Brides

WOMEN AND MACHINES FROM HOME TO OFFICE
DOT COM BOOM
DOT COM BUST
IDEO
LET'S DESIGN A BETTER WAY TO VOTE, TOGETHER
A few concrete examples of designing for user needs
So how are we going to apply all this to the course this semester?
An Approach to Human-Centered Design:
Learning to use the Design Thinking Spaces.

Divergent spaces create opportunities and convergent spaces support iterative decision making.
Each space is made up of four processes, that support progression to the next design thinking space.
The syllabus overlay on the process

**Weeks 1-3**
- Understand
  - Select a popular app that you would like to improve / for which you want to develop new features
  - Initial assumptions
  - Secondary research
  - Plan and conduct user research

**Weeks 4-5**
- Synthesize
  - Download and synthesize interview insights
  - Identify patterns and themes from research
  - Apply frameworks to make meaning

**Weeks 7-8**
- Ideate
  - Develop concepts based on prioritized opportunity area for design

**Weeks 9-12**
- Prototype
  - Prototype the user experience
  - Conduct evaluation sessions with users

**Weeks 14-15**
- Implement
  - Final refinement, based on learnings from feedback
  - Create final presentation

**W6**
Presentation of insights and opportunity areas

**W13**
Presentation of insights from feedback sessions

**W16**
Final presentation
Connecting the process to your course deliverables outlined on your Miro board

- Select a popular app that you would like to improve / for which you want to develop new features
- Initial assumptions
- Secondary research
- Plan and conduct user research
A note about the class project vs your own personal projects
Getting started on Deliverable 1.
Understanding Users (Deliverable 1A)

**Context Setting**
- What do you know about your client (the business)?
- What do you know about the problem space?
- What services/apps exist in this space?

**Initial Research Question / Topic**

**Assumptions + Biases**
Make a list of assumptions and biases before beginning research and interviews. Your team will co-create a list that focuses on your beliefs about characteristics and behaviors of people within the university during a pandemic context of your choice.

**Group Members Self Reflection**
While conducting qualitative research, it’s important that we understand how our own identities can influence what we observe, interpret, and dictate whom people and situations. How will your meatl identities and their intersectionality influence the research you conduct? Consider elements of your identity such as age, race, socioeconomic status, gender, etc.

**Secondary Research Notes**
- Academic Journals
- News + Journalism
- Social Media

**Early Insights + Refining Project Focus**
GROUP MEMBERS SELF REFLECTION

While conducting qualitative research, it's important that we understand how our own identities can influence what we observe, interpret, and elicit from people and situations. How will your various identities and their intersectionality influence the research you conduct? Consider elements of your identity such as age, race, socioeconomic status, gender, etc.

CONTEXT SETTING

What do you know about your client (the business)?

What do you know about the problem space?

What services/apps exist in this space?
ASSUMPTIONS + BIASES

Make a list of assumptions and biases before beginning research and interviews. Your team will co-create a list that focuses on your beliefs about characteristics and behaviors of people within the university during a pandemic context of your choice.
Introducing your groups for the semester!
**Group One:**
1. Zhaofu Zhang
2. Marlene Robles
3. Skyler Do

**Group Two:**
1. Maria Goldshtein
2. Samah Quadri
3. Katie Li

**Group Three:**
1. Lijiang Fu
2. Gio Auricchio
3. Joseph Isaac

**Group Four:**
1. Yalin Li
2. Dev Kumar
3. Lily Huang

**Group Five:**
1. Faithful Oladeji
2. Mackenzie Kirkham
3. Sophia Ng

**Group Six:**
1. Jarrod Barnes
2. Tredayne Cabanlit
3. Justin Pinsky
4. Ben Fiden

**Group Seven:**
1. Amrutha Kumaran
2. Hanyu Zhu
3. Priyanka Chopra
Breakout Room time!

1. Get to know your group members
2. Pick a name for your group
3. Start to decide what app you’re going to work on for the semester
4. Find a set time you can meet each week for at least an hour outside of class
Things to do this week:

1. Each **group** should **contribute at least one suggested reading** to the **#week-2-discussion** channel, about the topic of **User Research**.

2. Complete **Deliverable 1A** in your group’s Miro board by midnight on Sunday 2/7.

What to expect next week:

1. We’ll talk about preparing for and conducting user interviews

2. We’ll discuss your work so far, and your progress arriving at an initial research question.

3. You’ll need to complete **Deliverable 1B** - your interview guide - by **Sunday 2/14** - but we should have time for you to get started on it in class next week.