



UX Fundamentals

Week 2: What is User Experience?

Feb 1 2021

Siebel
Center
for
Design

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

- 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

USER

EXPERIENCE



**at a
coffee
shop**

**in your
car**

**walking
around**



**sitting at
a desk**

**while
traveling**

**grocery
shopping**



**trying on
shoes**

**at a
museum**

**drinking
a beer**

CONTEXT & MINDSET

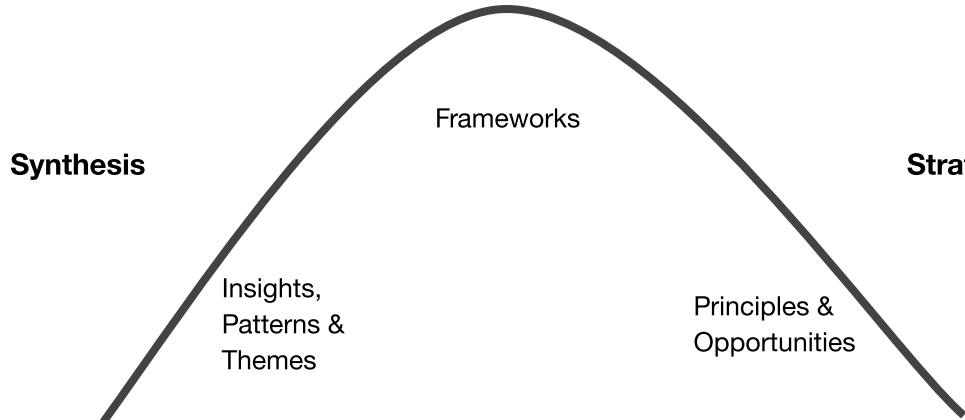
HUMAN CENTERED DESIGN



Observation

Empathy

Abstract



Observations

Frameworks

Insights,
Patterns &
Themes

Principles &
Opportunities

Strategy



Solutions

Concrete



My background and career in user experience design

University of
Illinois
at Urbana-Champaign

SWITZKY RACHEL DIANA

Rachel Switzky





SCD Mission

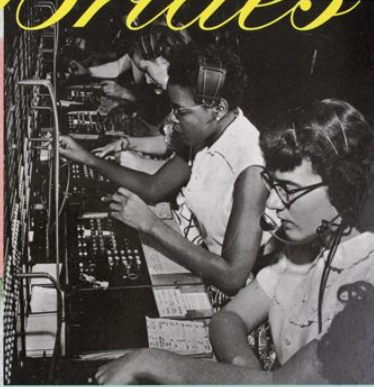
To practice, model,
and teach design thinking,
using human-centered design
to **re-imagine** our campus,
community, and collective world.

COOPER HEWITT



Smithsonian Design Museum

MECHANICAL *Brides*



WOMEN
AND
MACHINES
FROM
HOME
TO
OFFICE





X-girl

X-Large
151 Avenue A

Liquid Sky
241 Lafayette

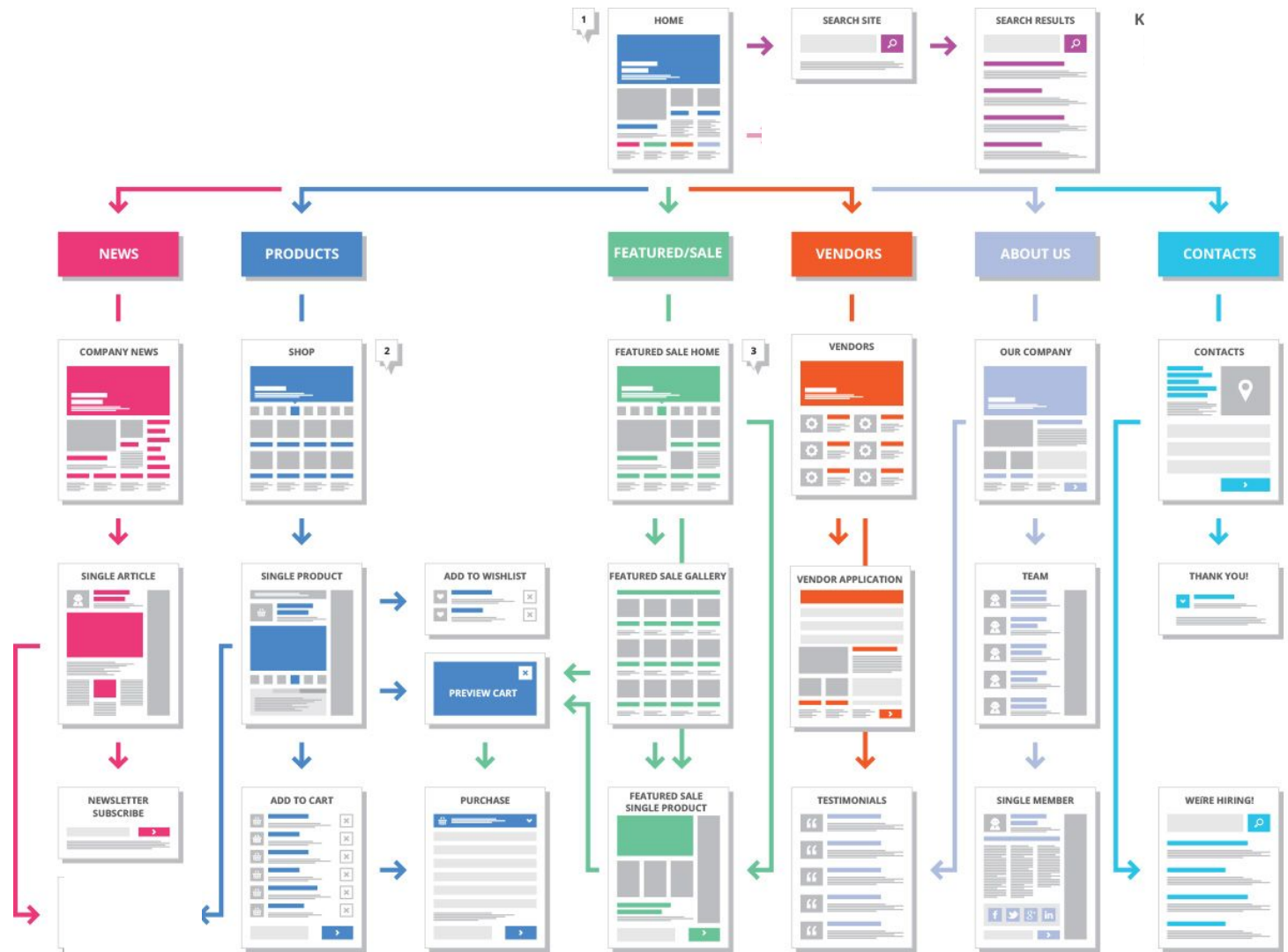


**THEY
MIGHT
BE
GIANTS**

**JOHN
HENRY**

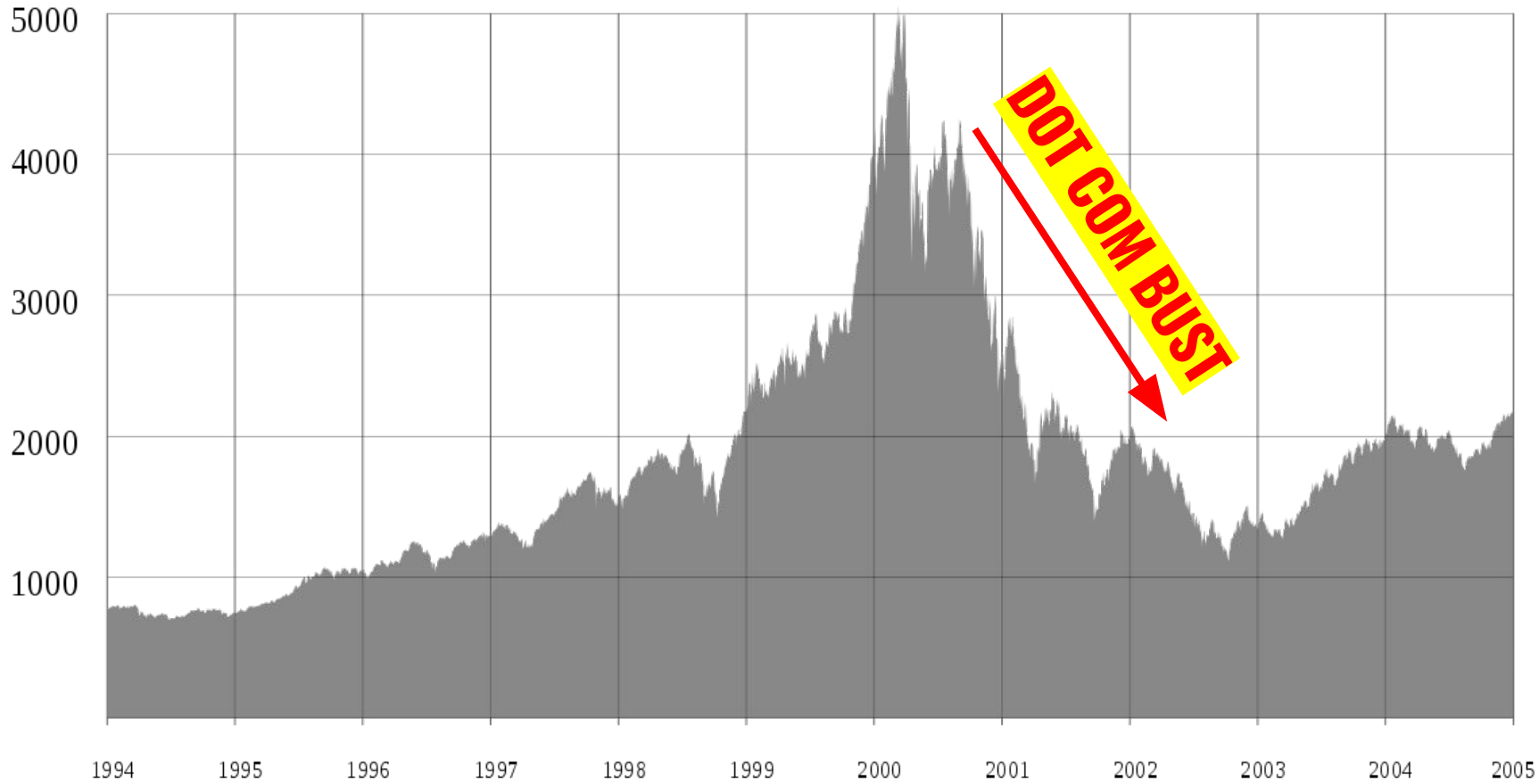
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K





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IDEO





CHLOE F. BOBBS

NIKE AIR MAX 270 LOW FLYING FOOTWEAR





A few concrete examples of designing for user needs



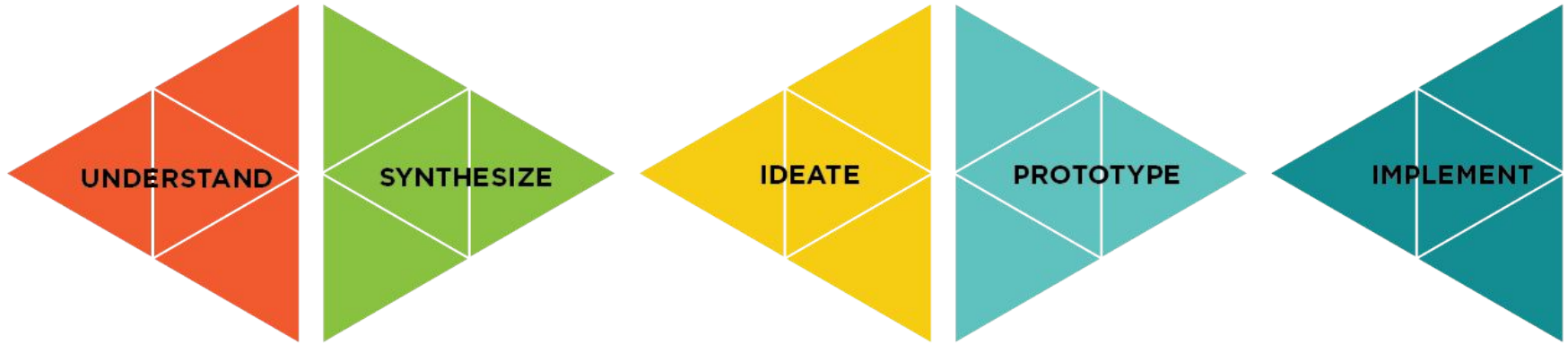




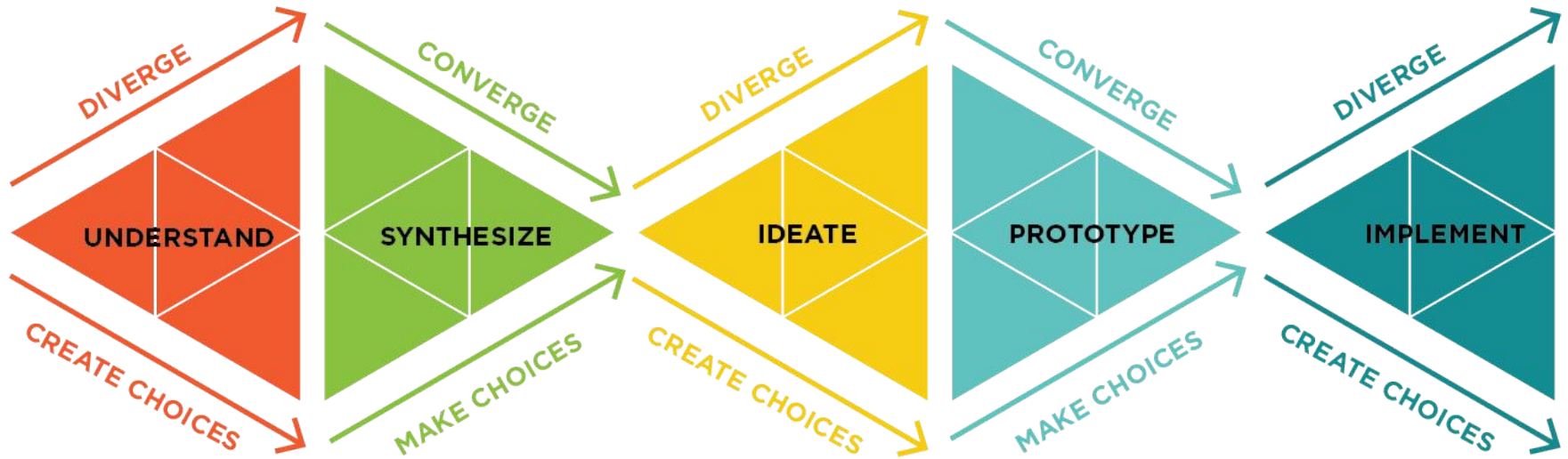
**So how are we going to apply
all this to the course this semester?**

An Approach to Human-Centered Design:

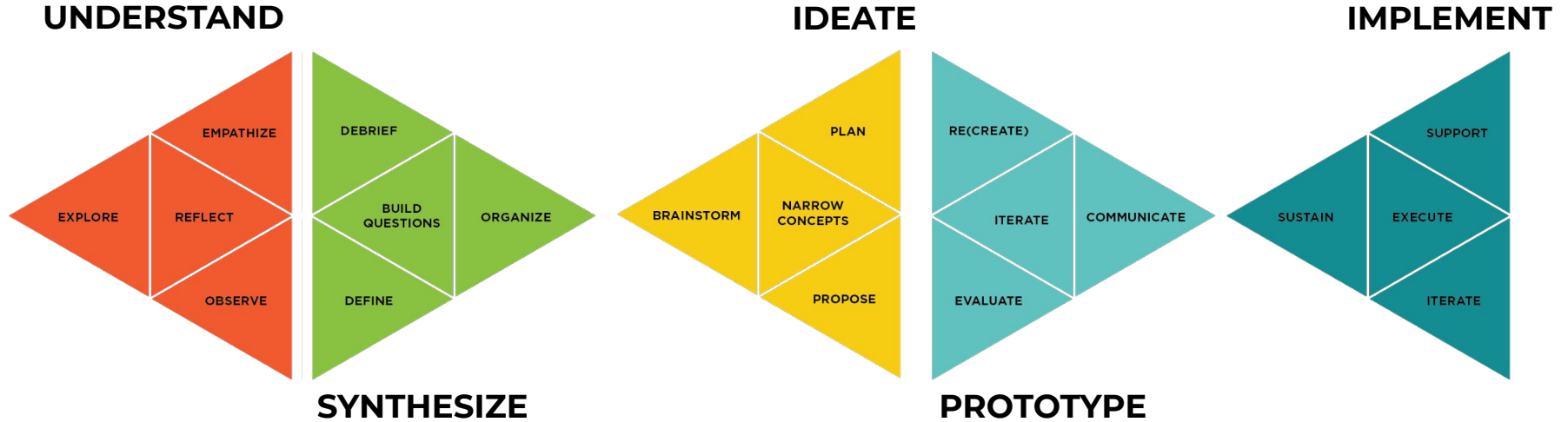
Learning to use the Design Thinking Spaces.



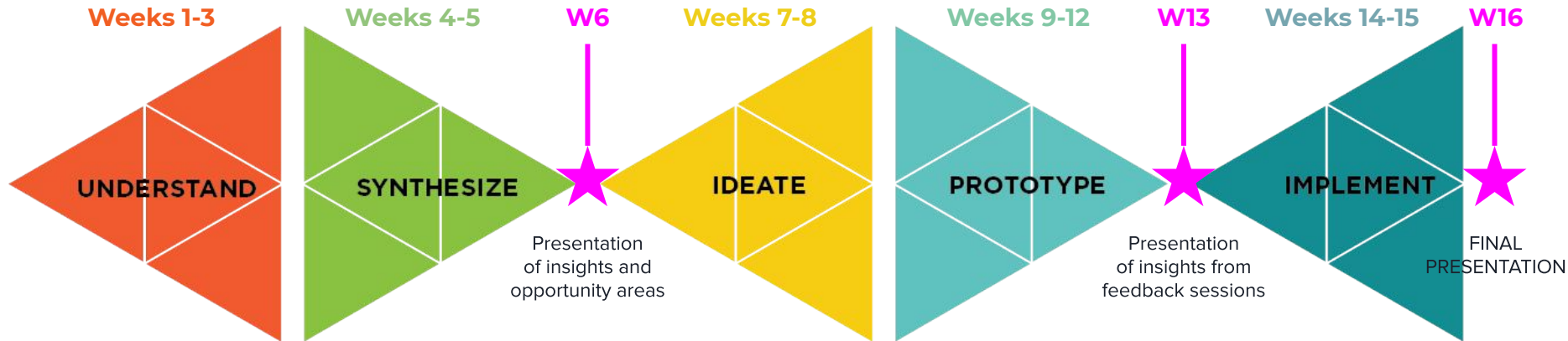
Divergent spaces create opportunities and convergent spaces support iterative decision making.



Each space is made up of four processes, that support progression to the next design thinking space.



The syllabus overlay on the process



- 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

- Download and synthesize interview insights
- Identify patterns and themes from research
- Apply frameworks to make meaning

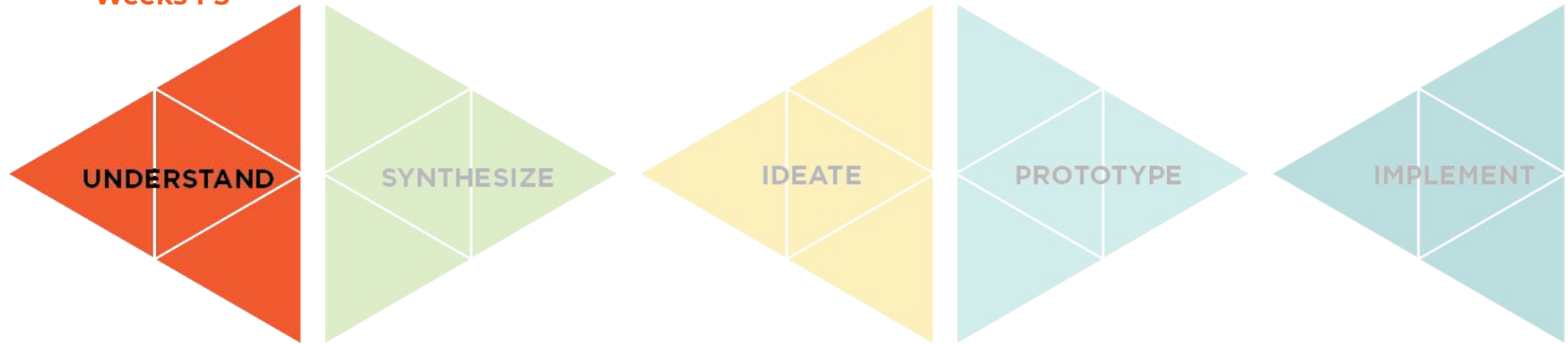
- Develop concepts based on prioritized opportunity area for design

- Prototype the user experience
- Conduct evaluation sessions with users

- Final refinement, based on learnings from feedback
- Create final presentation

Connecting the process to your course deliverables outlined on your Miro board

Weeks 1-3



- Select a popular app that you would like to improve / for which you want to develop new features
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- Secondary research
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**A note about
the class project
vs
your own personal
projects**

Getting started on Deliverable 1.

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?

① Double-click on these boxes to enter text within them.

Or drag sticky notes over and slide on them - whatever works best for you.

Hold down the 'alt' key (option on Mac) while clicking and dragging any object to make a copy of it.

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.

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.

SECONDARY RESEARCH NOTES

Academic Journals

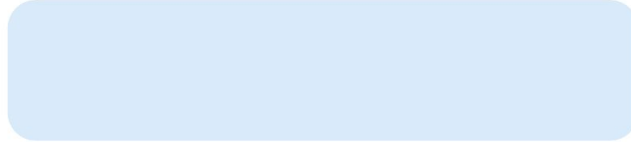
News + Journalism

Social Media

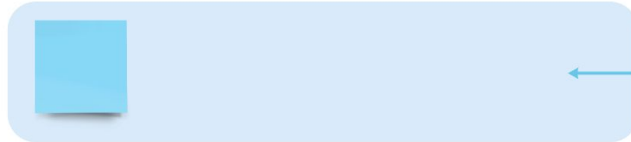
EARLY INSIGHTS + REFINING PROJECT FOCUS

CONTEXT SETTING

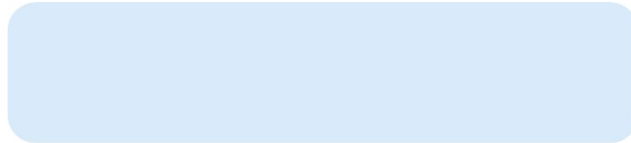
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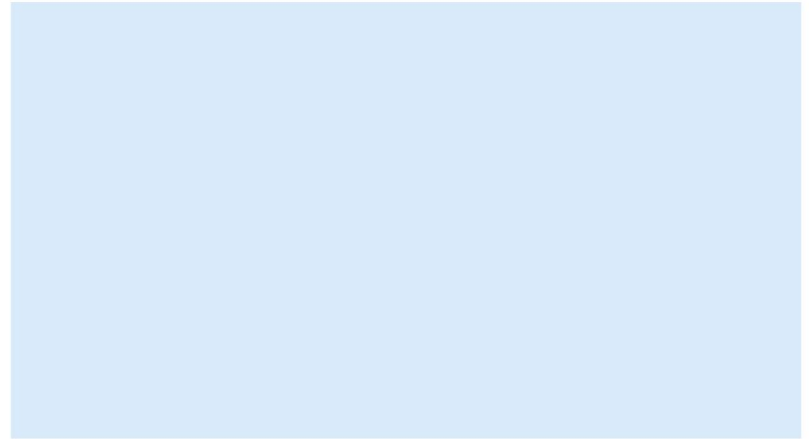
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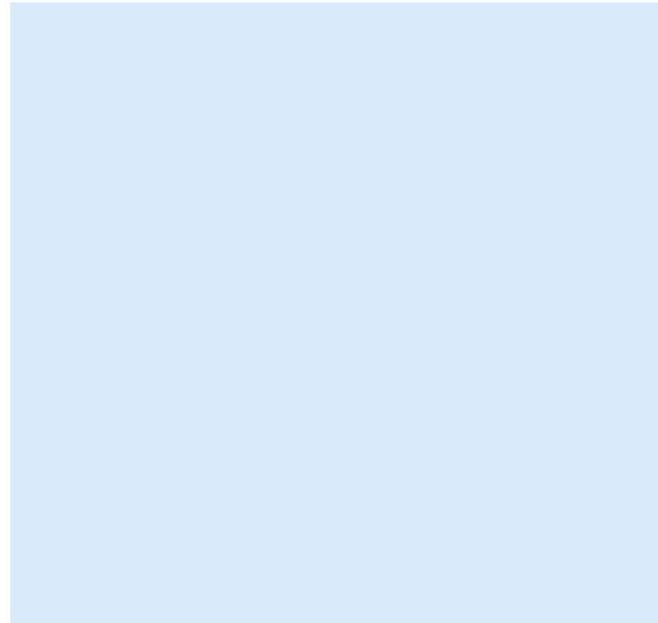


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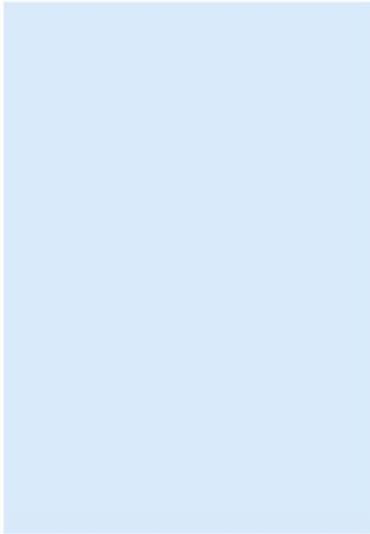
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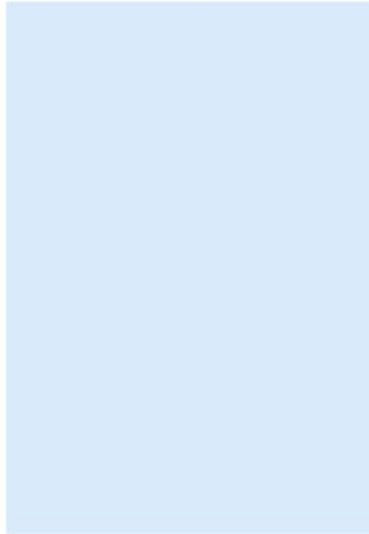


SECONDARY RESEARCH NOTES

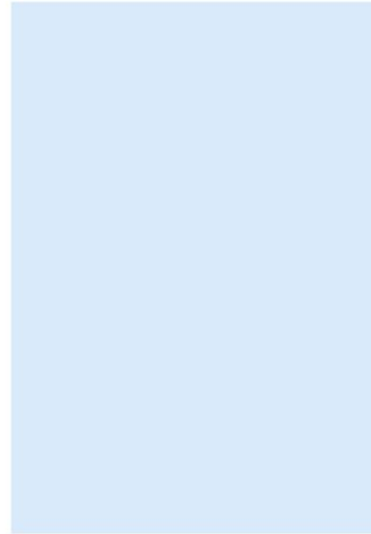
Academic Journals



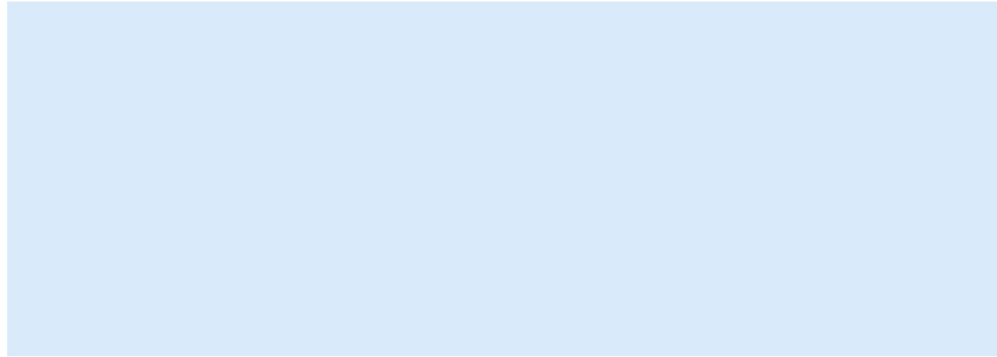
News + Journalism



Social Media



EARLY INSIGHTS + REFINING PROJECT FOCUS



**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.