UX Fundamentals

Weeks 9-10: Generative + Evaluative Feedback

Mar 22 2021
Today’s Agenda:

● **10:05 - 10:30AM**
  Lecture

● **10:30 - 11:50AM**
  Breakout rooms + open work time and discussion with Rachel and Nancy (as needed)
Storyboarding & Sketching - what did you think?
Where we are in the process

**Weeks 1-3**
- Initial assumptions
- Secondary research
- Plan and conduct user research

**Weeks 4-5**
- Identify patterns and themes from research
- Apply frameworks to make meaning

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

**Weeks 9-11**
- Prototype the user experience
- Conduct evaluation sessions with users

**Weeks 13-15**
- Final refinement, based on learnings from feedback
- Create final presentation

**Weeks 16**
- Final presentation
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W6
Presentation of insights and opportunity areas

W12
Presentation of insights from feedback sessions

W16
Final presentation

W18
Final presentation
Get feedback from extreme users + experts!

Once your group has created a representation of your ideas - ask extreme users or experts their thoughts! Allow this feedback to shape the final iteration of your prototype.
Processes + Practices

PROTOTYPE (Create)

(Re)Create
● Create prototypes of their proposed physical, digital, or experiential concept

Engage
● Communicate their proposed product or concept to users, teammates, or design team

Evaluate
● Get feedback from stakeholders, teammates, or outsiders
● Diagnose problems and describe behaviors
● Reflect on feedback to propose iteration
● Provide others with feedback
User Experience Research Framework

- **Identify and understand current experience and users’ unmet needs**
- **Evaluate usefulness and problem-solution fit of new features and experiences**
- **Measure and improve the usability of the design solution**

- **Right Problem**
- **Right Solution**
- **Done Right**

- **Generative**
- **Evaluative**
- **Validative**
Generative Research

- Unknown unknowns
- Known unknowns
- Pain points
- Existing hacks or solutions
- Attitudes towards design systems

Evaluative Research

- What works well? Why?
- What needs improvement? Why?
- Are problems painful enough that users will adopt a design system?
- How much are people using the design system? Why?
- How well do users follow the design system’s guidelines? What barriers do they encounter?
Assignment for the next 2 weeks:
User Feedback Research!

- Complete **3-5 feedback sessions with your users** by **Sunday 4/4**.
- Each group should contribute to the **#week-9-discussion** channel, on the topic of **generative + evaluative feedback**.
- **Next week we won’t have a lecture** - we will use class time for office hours + group work time. As you conduct your evaluative research, start thinking about synthesizing what you learn and how it will inform your concept development.