

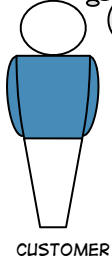
USER EXPERIENCE (UX). HOW CAN IT HELP?

BEFORE THERE WAS USER EXPERIENCE THERE WAS FRUSTRATED USERS, MISUNDERSTOOD REQUIREMENTS, AND WASTED DEVELOPMENT EFFORT...



RESEARCH!

GOOD QUESTION. WHAT DO I WANT?



CUSTOMER

CONTEXTUAL INQUIRY

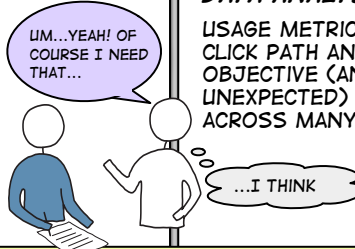
OBSERVING USERS CARRYING OUT TASKS IN THEIR OWN ENVIRONMENT PROVIDES A DEEPER UNDERSTANDING OF UNDERLYING NEEDS AND GOALS.

ANALYZING RESULTS ACROSS USERS CAN UNCOVER ESSENTIAL PROBLEMS AND SOLUTIONS THAT MAY BE OVERLOOKED WHEN FOCUSING ON BUSINESS OR TECHNICAL DEVELOPMENT.



INTERVIEWS

THE UNRELIABILITY OF CERTAIN SELF-REPORT DATA MEANS THAT RESEARCHERS NEED TO KNOW WHICH DATA THEY SHOULD COLLECT IN INTERVIEWS, AND WHICH THEY SHOULD COLLECT USING OTHER METHODS.



DATA ANALYSIS

USAGE METRICS SUCH AS CLICK PATH ANALYSIS REVEAL OBJECTIVE (AND OFTEN UNEXPECTED) PATTERNS ACROSS MANY USERS.



CUSTOMERS DON'T ALWAYS KNOW WHAT THEY WANT. RESEARCH METHODS EXIST FOR COLLECTING OBJECTIVE USER DATA AND CREATING DESIGN REQUIREMENTS PRIORITIZED BASED ON FREQUENCY AND IMPORTANCE. SUCH RESEARCH CAN SUPPORT DECISION-MAKING AND IDENTIFY OPPORTUNITIES FOR MARKET DIFFERENTIATION.



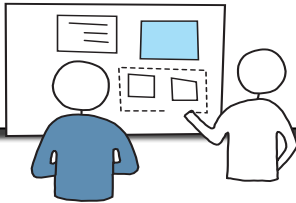
DESIGN!

DESIGN IS A PROCESS OF SOLUTION EXPLORATION, COMMUNICATION AND CONSENSUS GATHERING. TECHNIQUES HAVE BEEN DEVELOPED TO HELP MAKE THE PROCESS EASIER AND MORE EFFECTIVE - TO CREATE THE PERFECT SOLUTION THAT CUSTOMER DIDN'T KNOW THEY WANTED.

MODELING & SKETCHING

MODELING USER REQUIREMENTS SUPPORTS A SHARED UNDERSTANDING OF A PROBLEM SPACE AND PROVIDES A FRAMEWORK FOR FUTURE DESIGN REVIEWS AND TESTING.

SKETCHING AN INTERFACE ALLOWS DESIGNERS TO RAPIDLY WORK THROUGH OPTIONS AND INNOVATE WITHIN THE ULTIMATELY FLEXIBLE MEDIUM OF PEN AND PAPER.



STYLE GUIDES & STANDARDS

COMPLYING TO USER INTERFACE STANDARDS LEVERAGES EXISTING USER EXPECTATIONS AND HABITS, AS WELL AS BEST PRACTICES WITHIN THE USER EXPERIENCE COMMUNITY.

A STYLE GUIDE DEFINED FOR EACH PRODUCT OR PRODUCT GROUP ENSURES THAT THE USER EXPERIENCE CREATED IS FOCUSED AND CONSISTENT.

EXPERIENCE STRATEGY

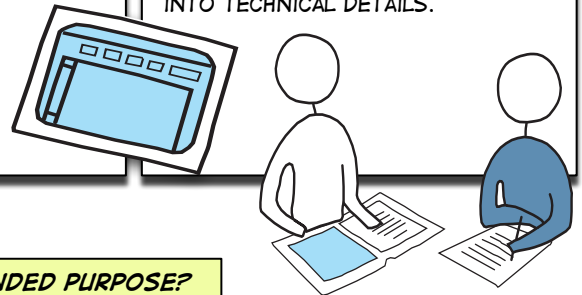
DESIRABILITY? PLAY? EASE OF USE? PERFORMANCE?

WHAT NON-FUNCTIONAL REQUIREMENTS WILL ENSURE YOUR PRODUCT STANDS OUT?

PAPER PROTOTYPING

ROUGH SKETCHES AND WIREFRAMES CAN BE TAKEN TO USERS AND STAKEHOLDERS TO GET EARLY FEEDBACK ON THE INTERFACE AS A WHOLE.

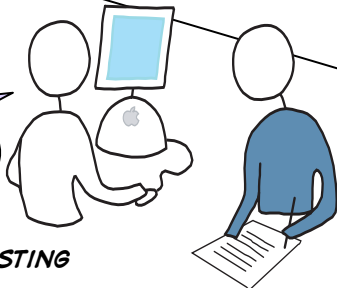
SUCH TESTING CAN ENSURE THE VALIDITY OF THE BASIC CONCEPT BEHIND A DESIGN BEFORE JUMPING INTO TECHNICAL DETAILS.



EVALUATION!

HOW DO WE KNOW IF SOFTWARE FULFILLS IT'S INTENDED PURPOSE? HOW DO WE KNOW WHEN SOFTWARE MEETS USER NEEDS? IT'S IMPORTANT TO GATHER FEEDBACK ONCE SOFTWARE IS CREATED.

I HAVE NO IDEA WHAT THIS THING DOES. BUT YOU KNOW, ALL I REALLY NEED IS...



USABILITY TESTING

TESTING SOFTWARE WITH *USERS* ALLOWS QUICK RESOLUTION OF TRICKY DESIGN ISSUES. ASSUMPTIONS MADE DURING DEVELOPMENT CAN BE TESTED, AND THE DEVELOPMENT TEAM CAN FOCUS ON FIXING REAL USER PROBLEMS.



NIELSEN'S FIST OF FURY!

HEURISTIC ANALYSIS

INTERNAL SOFTWARE REVIEWS BASED ON USABILITY RULES OF THUMB ARE A QUICK AND EASY WAY TO ENSURE A DESIGN MEETS BASIC USABILITY NEEDS.

AGILE - PROVIDE THE MOST BUSINESS VALUE IN THE LEAST AMOUNT OF TIME.

LUX - DESIGN EXACTLY THE RIGHT PRODUCT (THAT PEOPLE LOVE TO USE).

...SURELY WE CAN ALL GET ALONG?

CHECK OUT THE LUX STAGE FOR MORE!

STAY TUNED, THERE'S SO MUCH MORE...