

# User Experience

So you wanna be on our UX team?

ARTD 4050

October 14, 2010

Keith Instone

keith<year>@instone.org

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# Who am I? What do I do? Why am I here?

- IBM > CIO > Web > User experience (team)
- Computer science > Human-computer interaction > Hypertext > Web usability > Information architecture > User experience
- Telecommute to work from Maumee
  - Worldwide extended teams
- BGSU grad 86 & 88, staff until 97
  - AIGA Toledo



## Welcome to BGSU

### Special Feature

Preview Day

### Academics

Departments, libraries, continuing education, schedule of classes, research centers.

### Admissions

Graduate and undergraduate applicants can explore majors and requirements. Prospective [undergraduates](#) and [graduates](#) can apply online.

### Alumni

More than 115,000 people worldwide call BGSU their alma mater.

### Athletics

Intercollegiate and recreational sports: schedules, scores, athletic facilities.

### Administration

Includes administrative and service offices, committees, councils.

### Calendar of Events

A comprehensive, searchable calendar that includes everything from sports to workshops.

### Media Resources

Lists radio and television stations, newspapers, press releases, University press.

### People and Places

Search the online directory for phone numbers and email addresses.  
See the campus map and virtual tour.

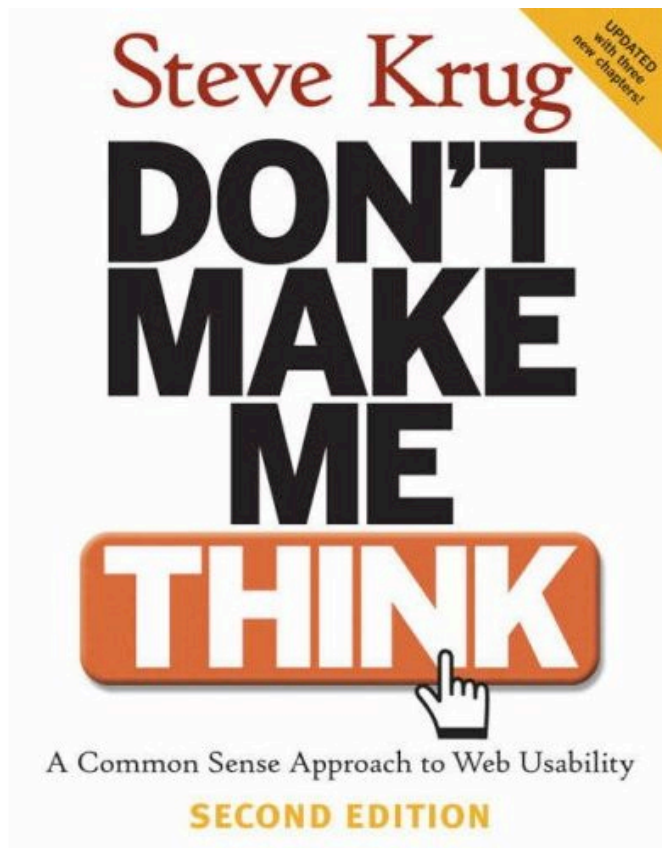
### Student Life

There's more to college than books and classes.

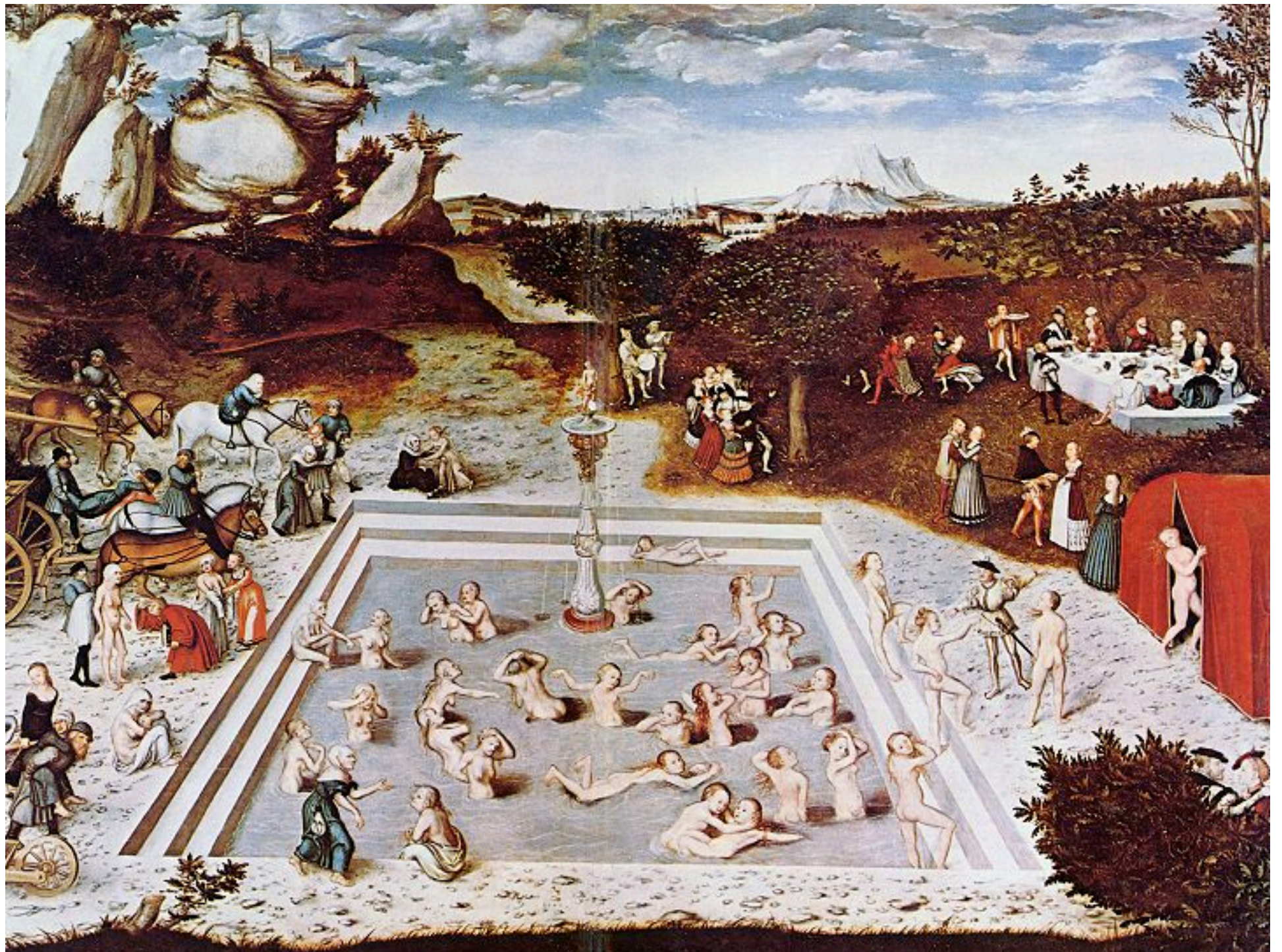
[About BGSU](#) | [Campus Tour](#) | [Search](#) | [What's New](#) | [BGSU Explorer](#) |

**Bowling Green, Ohio 43403; +1-419-372-2531 (switchboard)**

# Web usability old fart (like Steve Krug)



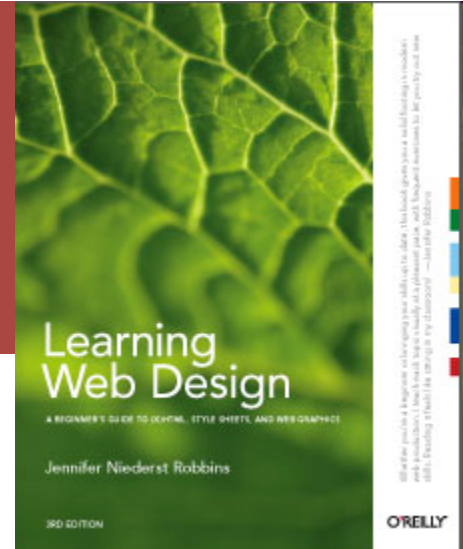
Baltimore Maryland, March, 16, 2002



# Who are you? What are you doing?

- ARTD 4050  
**Interactive Graphic Design** - Fall only.
- Continued exploration and application of design principles and techniques, with specific focus on the *digital realm*.
- Specific introduction to, exploration and application of:
  - *information architecture theory,*
  - *user interface design principles,*
  - pixel-based typography,
  - and experimental, sequential and interactive modes of communication.
- Five studio hours. Prerequisites: ARTD 3050 and ARTD 3060. Extra fee. 3.0 credit hours.
- UX + Kiosk UI design + Social media + Mobile app design

# Learning web design



## PART I | Getting Started

Chapter 1 | Where Do I Start?

**Chapter 2 | How the Web Works - "Let go of the details and go with the flow"**

Chapter 3 | The Nature of Web Design

## PART II | HTML Markup for Structure

Chapter 4 | Creating a Simple Page (HTML Overview)

Chapter 5 | Marking up Text

Chapter 6 | Adding Links

Chapter 7 | Adding Images

Chapter 8 | Basic Table Markup

Chapter 9 | Forms

Chapter 10 | Understanding the Standards

## PART III | CSS for Presentation

Chapter 11 | Cascading Style Sheets Orientation

Chapter 12 | Formatting Text (Plus More Selectors)

Chapter 13 | Colors and Backgrounds (Plus Even More Selectors and External Style Sheets)

Chapter 14 | Thinking Inside the Box (Padding, Borders, and Margins)

Chapter 15 | Floating and Positioning

Chapter 16 | Page Layout with CSS

Chapter 17 | CSS Techniques

## PART IV | Web Graphic Production

Chapter 18 | Web Graphics Basics

Chapter 19 | Lean and Mean Web Graphics

## Chapter 20 | The Site Development Process

- Conceptualize and Research
- Create and Organize Content
- Develop the "Look and Feel"
- Produce a Working Prototype
- Test It
- Launch the Site
- Maintain the Site
- The Development Process in Review



## THE CHALLENGE

- Focused look at how a graphic designer should approach “user experience”
  - Things to know, consider, be aware of, etc.
- If this was the only 40 minutes on the topic that they ever had previous to graduation, what you want them to know?
- Tall order!

# Scenario

- You have graduated – congratulations!
  - You have applied for some jobs
  - You hear back from one application
- “Your resume and portfolio are impressive. We would like to talk to you about a spot on our user experience team.”
- What questions should YOU ask during the interview process?
  - To look “smart” (to BE smart)
  - To “interview them” (to see if they are worthy)
  - (Similar to questions you should ask every day, things you should do/know before you apply, etc.)
- I have many “starter” questions. You can ask more.
- I will answer one of two ways. “Good” or “bad” answers. Can you tell the difference?

## “Basics”

- What is your definition of user experience?
- Within the company, who “owns” the experience with the customer (consumer, citizen, constituent, partner, ...) Does anyone think they own it?
- Which channels does the team focus on – only web? Is mobile “hot” or “huh”?

## About the team

- Who else is on the UX team? What are their backgrounds? Who specializes in what things, which activities are shared?
- What would my role on the team be? Would I specialize in the graphic design work? How much technical work would I do? Would there be an opportunity for me to branch out into other UX activities?

## How the team works

- How does the UX team collaborate with other parts of the business (such as stakeholders and technical teams)? Tell me a story of a typical engagement for the UX team.
- Is this a single, centralized UX team, or is it one of several UX teams distributed throughout the company? Is this a “project” team or a “manager” team (which works on many projects)?
- What UX methods does the team use? Do you have a “methodology” or just “methods”? Agile or waterfall? How would you compare your idea of the “complete method” (all of the steps needed to design for a good experience) compare with the actual methods the team has time/resources to do in practice?

## Work atmosphere, culture

- What professional development opportunities are there? Does our team participate in any local UX communities?
- What does the team read (together)? Do team members write/contribute regularly?
- Do we have time to “innovate” (try out new ideas)? Or just heads down and do the basics? Are we rewarded for failing?

## The business

- Who are the users? What are their goals? What specific tasks does the team design for? What is an example of some recent user research you did? Was it focus groups, a survey, ethnographic, remote usability testing?
- What are some of the specific business goals that the UX team is designing for? How does the team UX strategy support the strategic direction of the company?
- How is the team measured?

## Missing questions? (Does not have to be part of the “job interview” scenario)

- IA theory?
- UI design principles?
- ...
- ...
- ...
- ...



## Possible answers (both good and bad)

# What is our definition of “user experience”? (Microsoft, 2004)

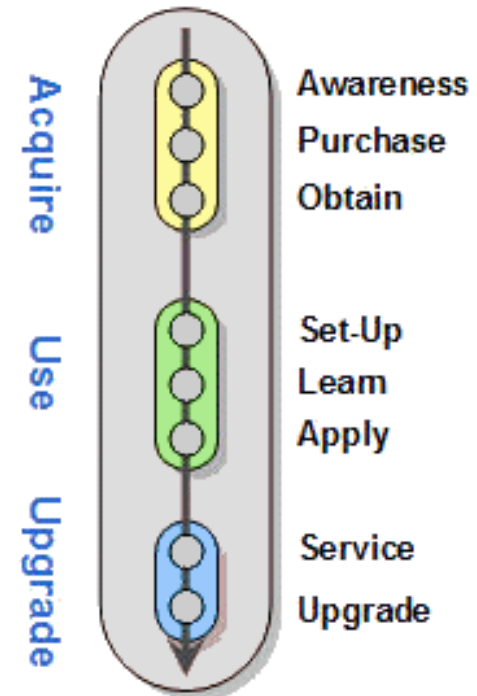
- User experience...represents an **approach** that **puts the user**, rather than the system, **at the center of the process**...incorporates user concerns and advocacy from the beginning of the design process and dictates **the needs of the user** should be foremost in any design decisions

# What is our definition of “user experience”? (IBM, 2004)

## User Experience **Design**

addresses the user's initial awareness, discovery, ordering, fulfillment, installation, service, support, upgrades, and end-of-life activities

Complete lifecycle

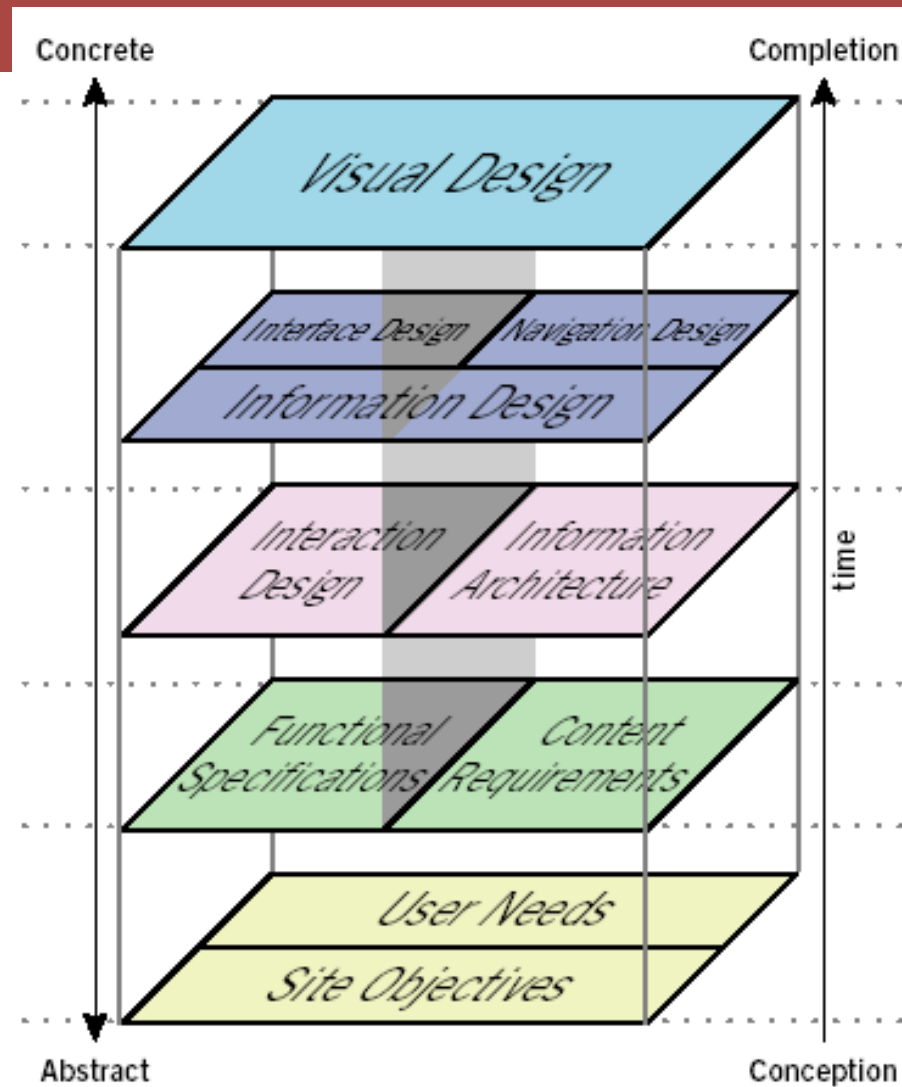


# What is our definition of “user experience”? (UXnet, 2008)

User Experience (abbreviated: UX) is the quality of experience a person has when **interacting** with a **specific design**. This can range from a specific **artifact**, such as a cup, toy or website, up to larger, **integrated experiences** such as a museum or an airport.

# What is our definition of "user experience"?

from <http://jjg.net/elements/>



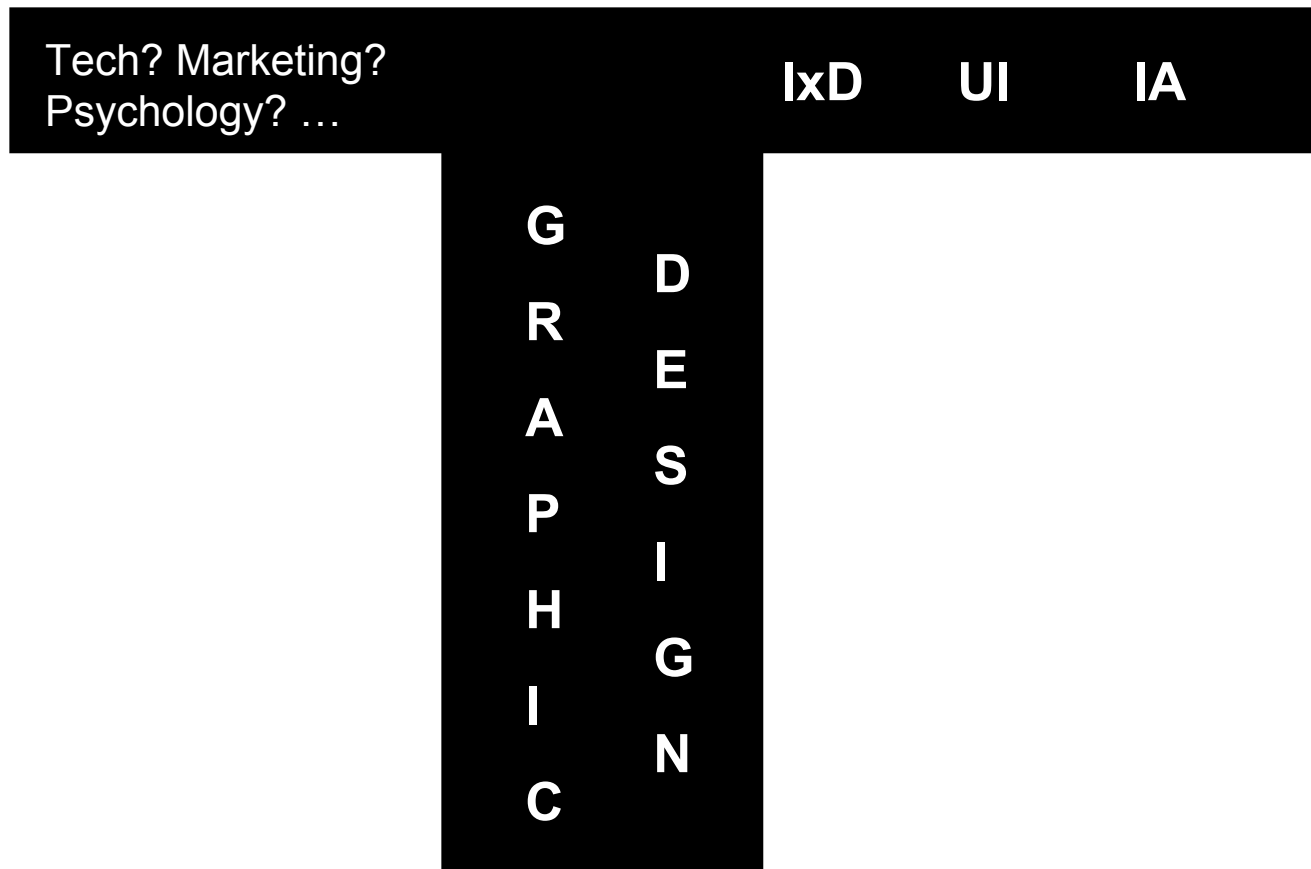
## More possible definitions (debates)

- Design: communication design, product design, motion design, interaction design, experience design (AIGA)
- Experience design vs. user experience
- Information architecture vs. UX
- Service design vs. UX
- Interaction design vs. UX

# Who is on the user experience team? (large team)

- Business lead
- Project manager
- UE lead
- Business analyst
- User researcher
- UE designer
  - Information architect, interaction designer, user interface designer
- Visual / graphic designer
- UE evaluator
- Content specialists (editors, writers, ...)
- Developers (technical architects, front end/UI programmers, back end programmers, code testers, ...)

# How are people's skills/interests divided across the UX team?





## Ways to organize UX teams

- One-(wo)man-band Programmer/writer/designer/therapist
- Client – agency model
- Development team (with perhaps a usability/design consultant)
- Multidisciplinary (which ones? too many?)
- End-to-end vs. waterfall model

Regardless: “User experience” is a good label for the team to gather under

# What does the team read (together)? Do they contribute?

- [Johnny Holland](#)
- [Boxes & Arrows](#)
- [UXmatters](#)

What professional development opportunities are there?  
Does our team participate in any local UX communities?

- AIGA, IxDA, IAI, UPA, ACM/SIGCHI, ...
- Interaction, IA Summit, IDEA, UPA, CHI, World Usability Day, sooo many more....

# Last resort for something to talk about: Do you read Smashing Magazine?

- <http://www.smashingmagazine.com/2010/10/05/what-is-user-experience-design-overview-tools-and-resources/>
- What Is User Experience Design? Overview, Tools And Resources, October 5
- Definition
- Why important
- When to “do it”
- Criticisms as “profession”
- Task, techniques
- Tools
- More info
- Comments
- Summary: Some is spot on, some is wrong (IMHO, splitting hairs with his over simplification), but that is a pretty much what being in the “UX community” is about right now.
- Talking about UX everywhere: gotta love that!