

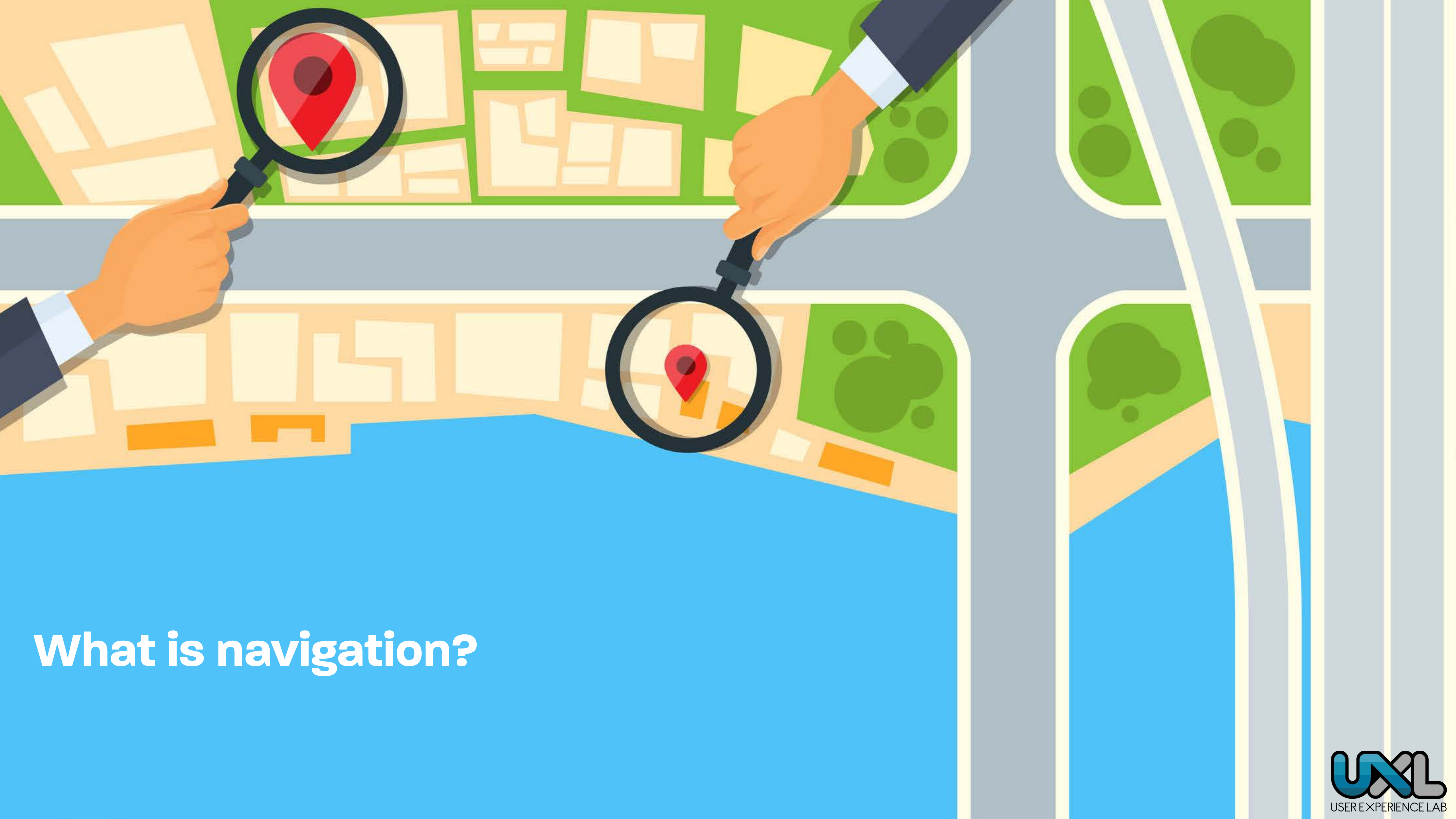


Navigating

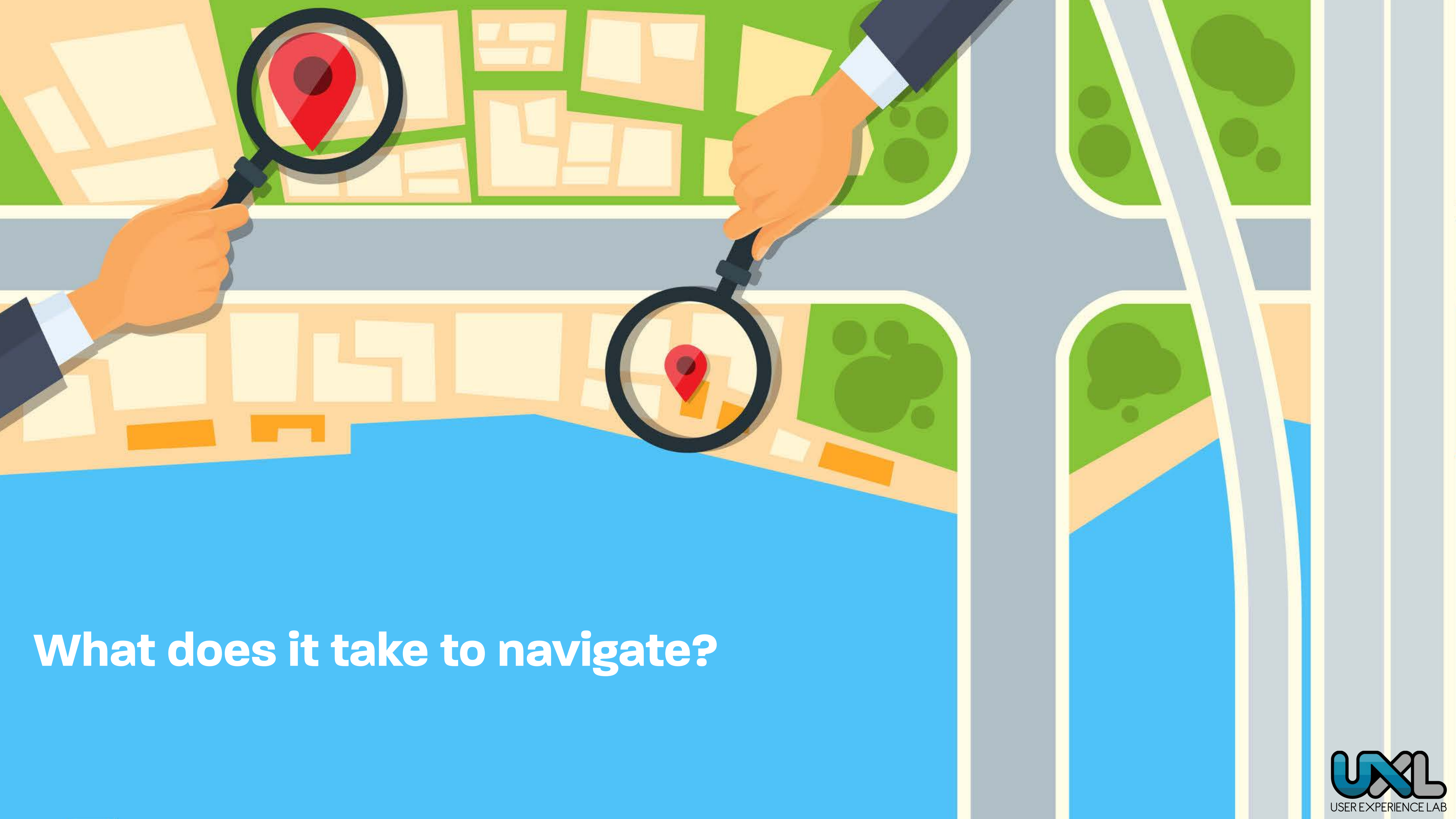
The World of UX

Darren Hood, MSUXD | April 2018





What is navigation?



What does it take to navigate?



What is your perspective?

Examples of Perspective



UX Professional



Product Owner



Stakeholder

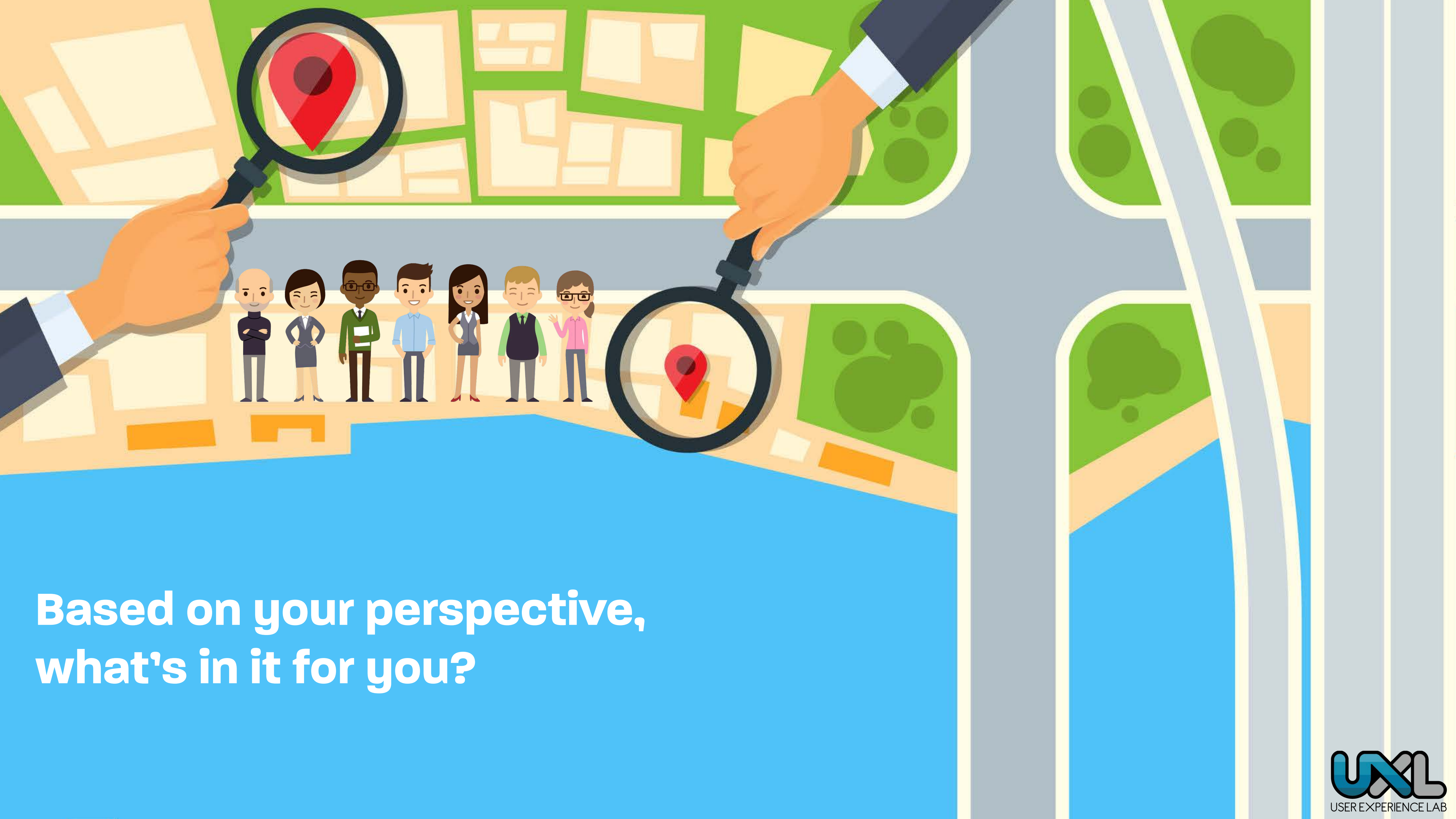


Aspiring UXer



General Interest





**Based on your perspective,
what's in it for you?**

Faceted Search
 Suggestive Search
 Nomenclature
 Information Foraging
 Wayfinding
 Taxonomies
 Information Management
 Site Maps
 Pattern Libraries
 Wireframes
 Task Flows

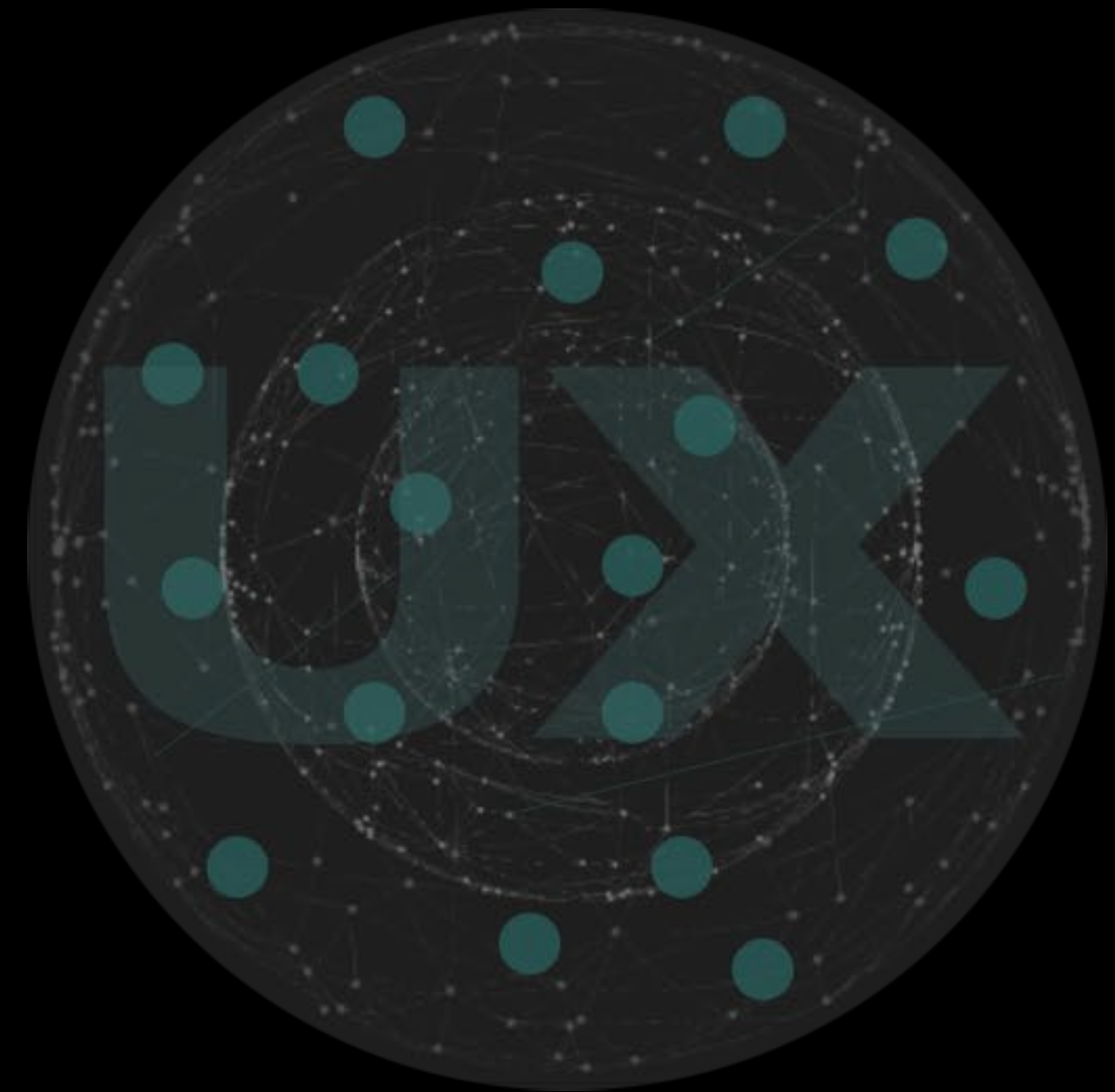
Information Architecture

Persuasive Design
 Findability
 Scenarios
 Fitts' Law
 Personas
 Navigation
 Copywriting
 Semiotics
 Information Visualization
 Metadata
 Information Scents
 Design Thinking
 Storyboarding
 Journey Mapping
 UX Strategy
 Typography
 Interactive Voice Response (IVR)
 Content Strategy
 Cognitive Load
 E-Commerce
 Iconography
 Aesthetics
 Gestalt Theory
 Contrast
 Spatial Memory
 Prototyping
 Mockups

Interface & Interaction Design

Visual Design
 Color Psychology
 Responsive Design
 Mobile Design
 Adaptive Design
 Human-Computer Interaction
 Tactile Interaction
 Visual Communication

Brand Experience (BX)
 Customer Experience (CX)
 Interactive TV
 Lean UX
 Vendor Management
 Email Marketing
 Agile Methodologies
 Risk Mitigation
 Iterative Design
 Emotional Design Impact
 Innovation
 Statistics



Analytics
 Online Advertising
 Instructional Design
 Emotional Intelligence
 Blended Learning
 Ergonomics
 Client Management
 Internet of Things
 Pictorial Realism
 Cognitive Psychology
 Mental Models
 Design Sprints

Autonomy
 Error Recovery
 Accessibility
 Scannability
 Readability
 Common Convention
 Consistency
 Cognition
 System/Real World Match
 Intuition
 Efficiency
 Recognition

Heuristics/Usability

Clarity
 Minimalism
 Learnability
 Simplicity
 Delight
 Ease of Use
 Transparency
 Affordances
 Sound Design
 Augmented Reality
 Virtual Reality
 Empathy
 Key Performance Indicators
 Gamification
 Content Inventory
 Annoyances
 Eyetracking
 Affinity Diagramming
 Guerilla Research
 Focus Group Moderation
 Survey Design
 Ethnography
 Qualitative Research
 Qualitative Research
 Diary Studies
 Needs Analysis
 Task Analysis

Research

Interviewing
 First Click Testing
 Heat Maps
 Data Synthesis
 Data Analysis
 Competitive Analysis
 Remote Testing
 Contextual Inquiry
 Field Studies
 Intercept Surveys
 Multivariate testing
 Mixed Method Research
 Card Sorting

Faceted Search
Suggestive Search
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Information Foraging
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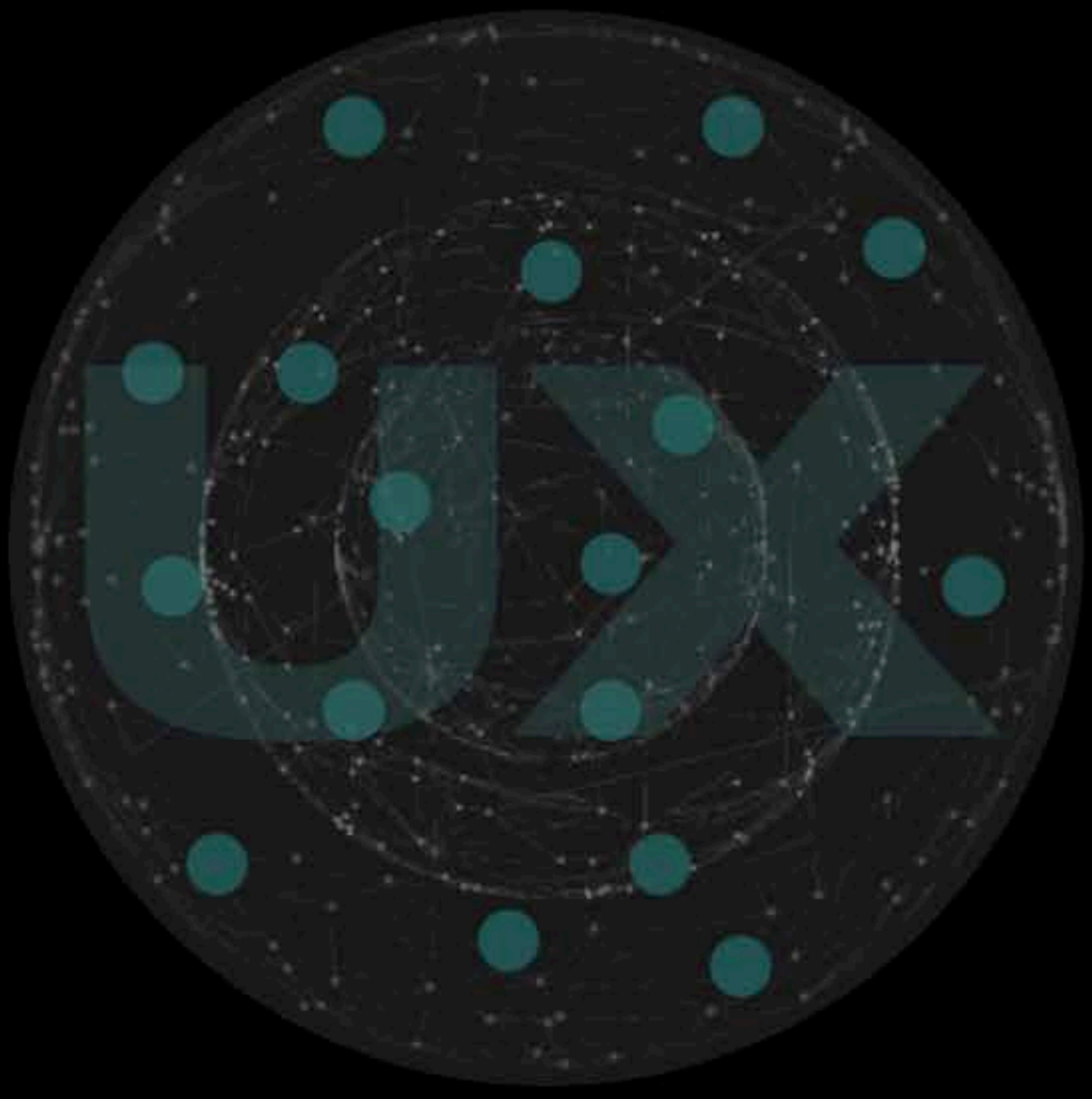
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Interface & Interaction Design

Visual Design
Color Psychology
Responsive Design
Mobile Design
Adaptive Design
Human-Computer Interaction
Tactile Interaction
Visual Communication



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Suggestive Search

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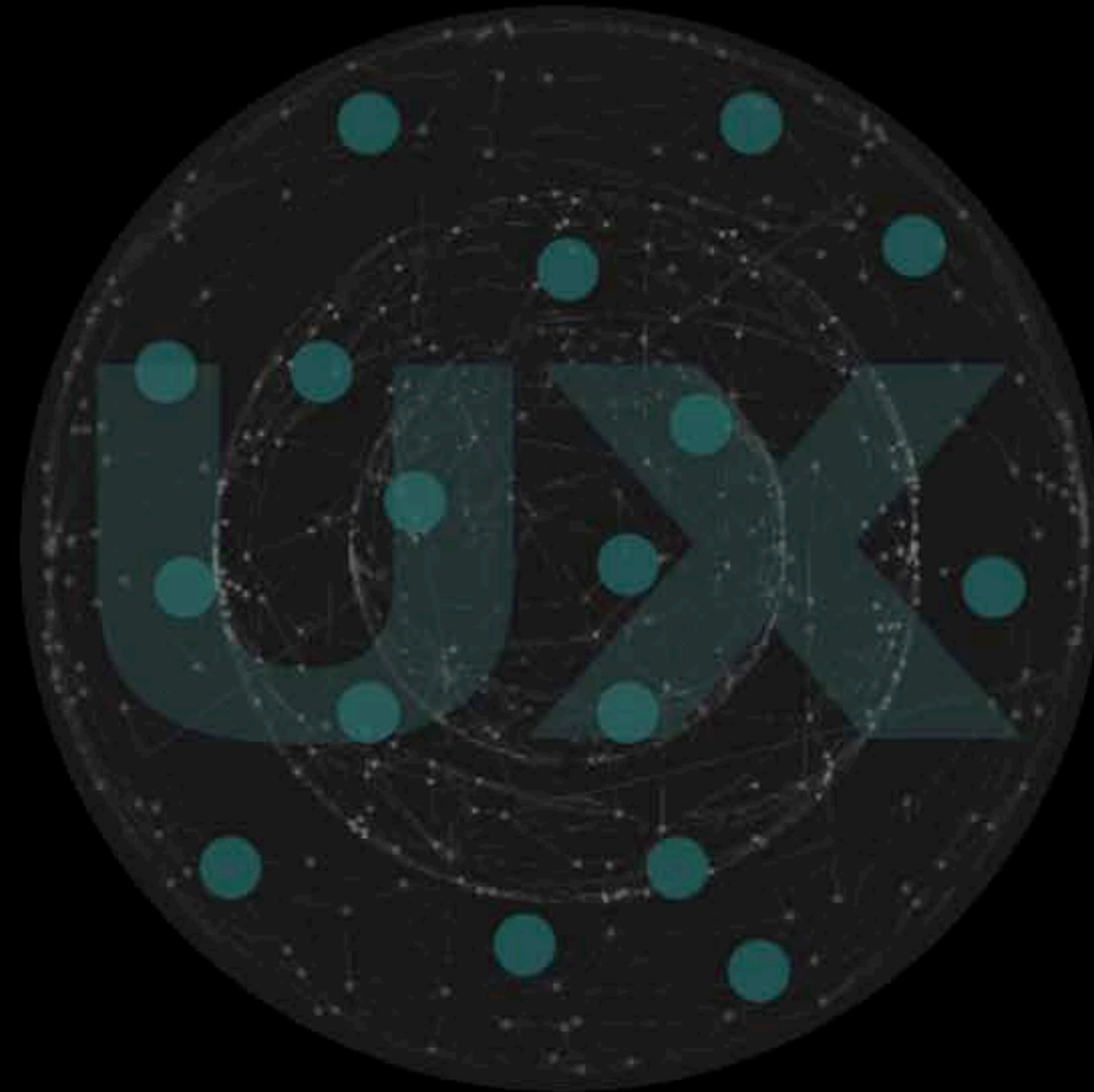
Copywriting

Semiotics

Information Visualization

Metadata

Information Scents



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Information Architecture



Methods & Points of Focus

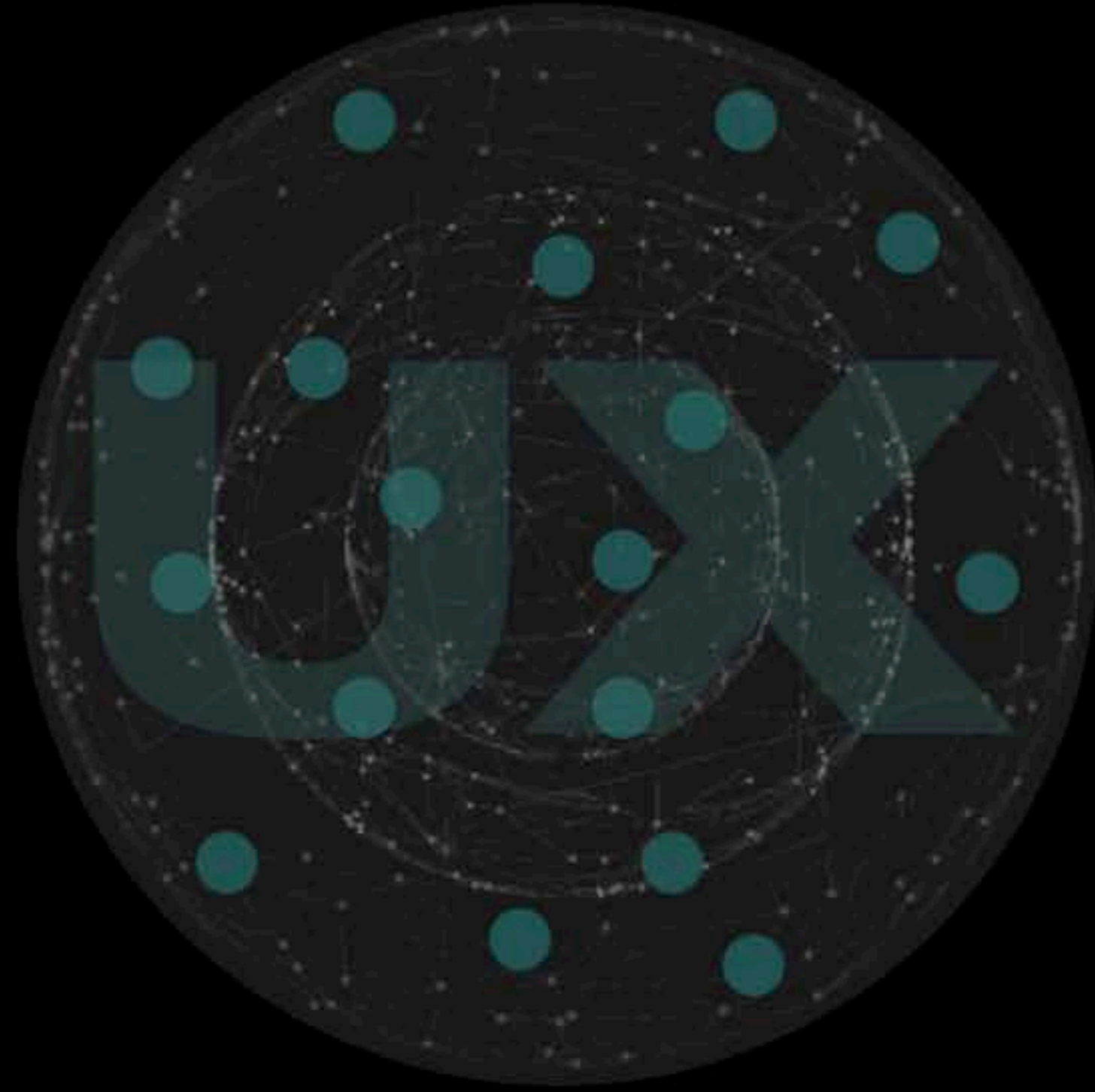
- Nomenclatures
- Taxonomies
- Information foraging

Deliverables & Artifacts

- Site maps
- Content inventories
- Wireframes

Benefits

- Provides structure and organization
- Fosters communication of design direction
- Optimizes findability of content by users



- Autonomy
- Error Recovery
- Accessibility
- Scannability
- Readability
- Common Convention
- Consistency
- Cognition
- System/Real World Match
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- Efficiency
- Heuristics/Usability**
- Recognition
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- Affordances

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Heuristics/ Usability



Methods & Points of Focus

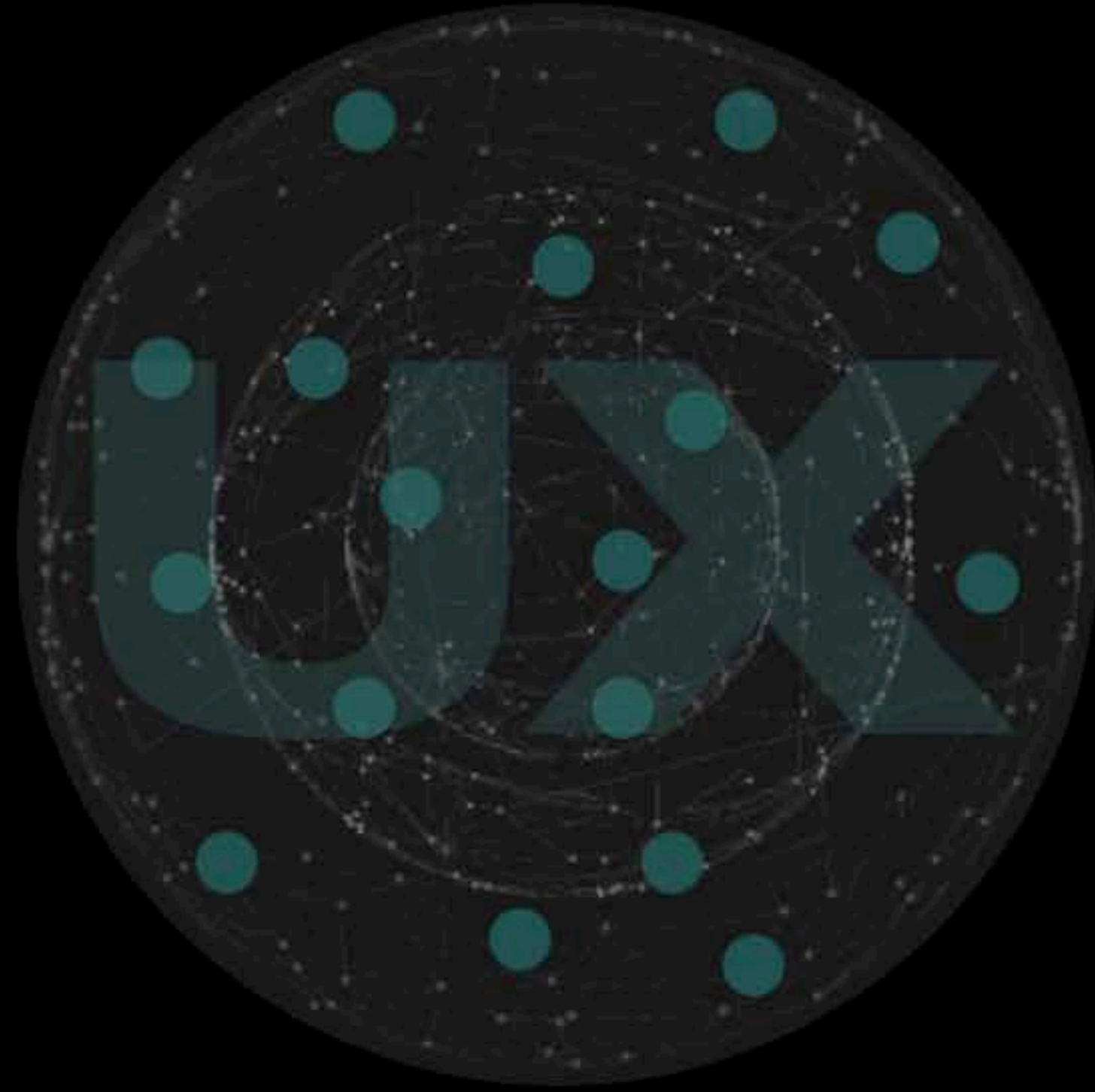
- Ease of use
- Heuristic analysis
- Cognitive load

Deliverables & Artifacts

- Readability index report
- Task grids/flows
- Usability reports

Benefits

- Identifies up to 90% of design issues
- Highlights low-hanging fruit within an experience
- Eliminates impact of bias within the team



E-Commerce Iconography Aesthetics
Gestalt Theory Contrast
Spatial Memory Prototyping Mockups

Style Guides **Interface & Interaction Design**

Visual Design Color Psychology
Responsive Design Mobile Design Adaptive Design
Human-Computer Interaction Tactile Interaction Visual Communication

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Interaction & Interface Design



Methods & Points of Focus

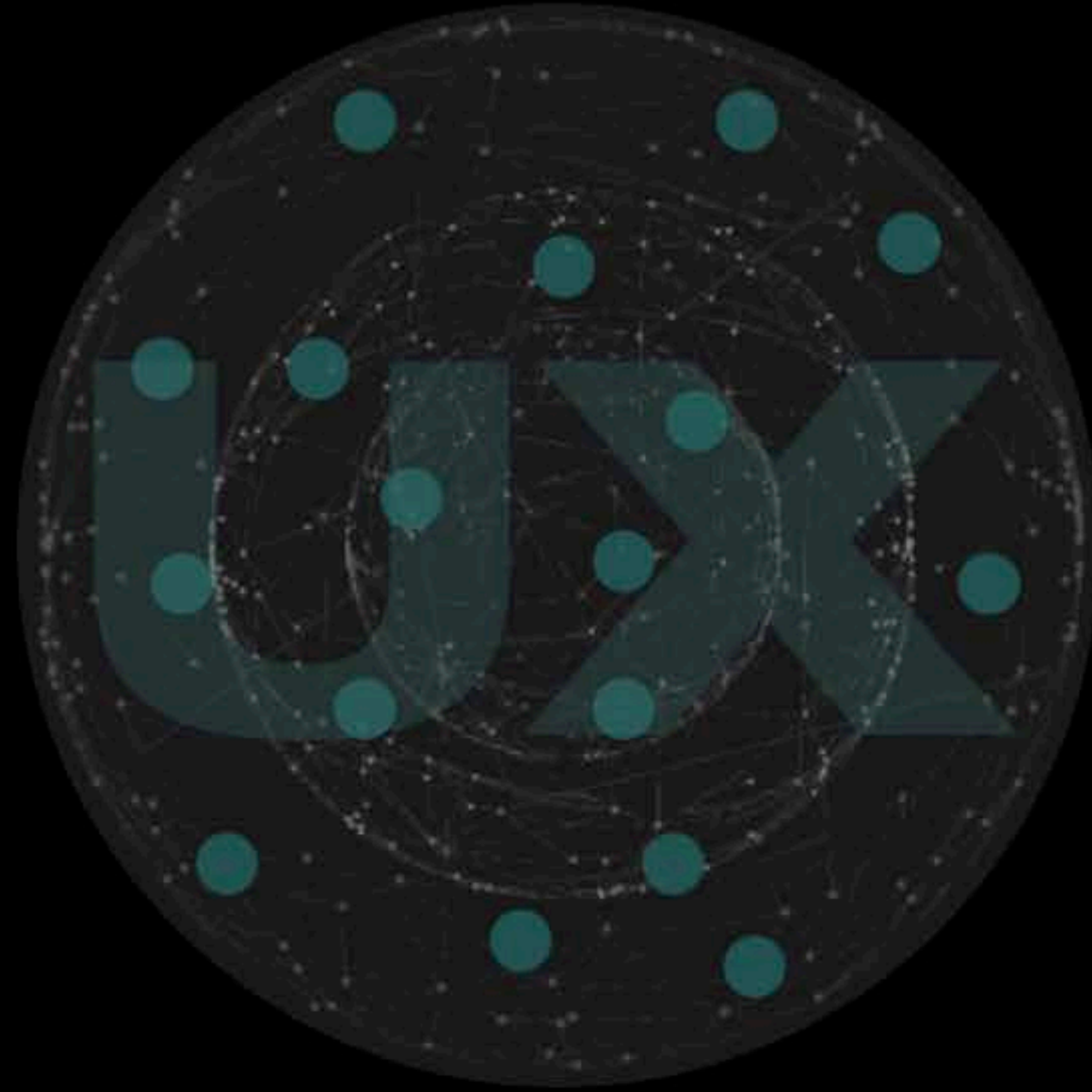
- Visual design
- Color psychology
- Iconography

Deliverables & Artifacts

- Style guides
- Pattern libraries
- Mockups

Benefits

- Fosters better brand alignment, consistency, and uniformity of designs
- Provides first-hand look at designs while minimizing the associated costs
- Optimizes communication efforts during project to help confirm buy-in



Eyetracking Affinity Diagramming

Guerrilla Research Focus Group Moderation Survey Design

Ethnography Qualitative Research Qualitative Research

Diary Studies Needs Analysis Task Analysis

Interviewing **Research** First Click Testing

Heat Maps Data Synthesis Data Analysis Competitive Analysis

Remote Testing Contextual Inquiry Field Studies

Intercept Surveys Multivariate testing Mixed Method Research

Card Sorting

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Research



Methods & Points of Focus

- Interviews
- Competitive analyses
- Usability testing

Deliverables & Artifacts

- Point-of-view report
- Mental models
- Journey maps

Benefits

- Confirms touchpoints, user needs, and pain points
- Identifies design issues (hopefully) early
- Fosters understanding of strategic innovation and direction



WITH THIS INFORMATION, YOU ARE NOW...

- More aware of “the trip”
- Better equipped to use the correct means
- More perceptive about what’s in it for you



Discussion Time

UX MYTHS

Zoltán Gócza / Zoltán Kollin

uxmyths.com

UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true.

And you don't have to take our word for it, we'll show you a lot of research findings and articles by design and usability gurus.

ALL PAGES SHOULD BE ACCESSIBLE IN 3 CLICKS

Usability tests have long challenged the so called three-click rule. Contrary to popular belief, people don't leave your site if they're unable to find the desired information in 3 clicks. In fact, the number of necessary clicks affects neither user satisfaction, nor success rate.

That's right; fewer clicks don't make users happier and aren't necessarily perceived as faster.

What really counts here is ease of navigation, the constant scent of information along the user's path. If you don't make the user think about the clicks, they won't mind having a few extra clicks.

MYTH 02

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UX Myths



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DESIGN IS ABOUT MAKING A WEBSITE LOOK GOOD

Many people regard web design as decoration; the art of making a website look good. However, design is more about how something works than how it looks. Design is about both form and function. In contrast with art, good design is not only visually and emotionally appealing but is made for use.

The goal of design is to efficiently solve problems. Design is based on the understanding of how users see the world, how they think and behave. And the toolset of the designer is broader than just colors and font-styles, as it also includes user-research, prototyping, usability testing, and more.

MYTH 04

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UX Myths



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UX DESIGN IS A STEP IN A PROJECT

Many think that user experience design is confined to sketching the interfaces. However, UX design is a much broader process that - ideally - starts at the strategy level and affects the whole lifecycle of a project or a business. UX design begins by learning about the business model, doing user research and understanding how a service can fit into the users' lives in a meaningful way.

Thus UX design has a crucial part in defining the business strategy, providing baselines for business decisions with such design deliverables as personas or user stories. A UX-driven process doesn't end with the UIs either, it's also about testing with people, supporting development, making ongoing adjustments even after the launch.

MYTH 31

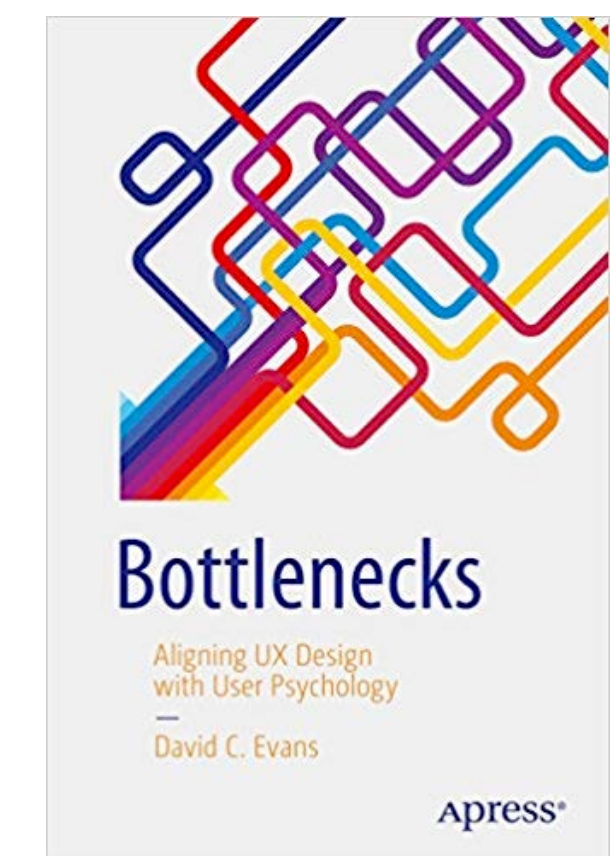
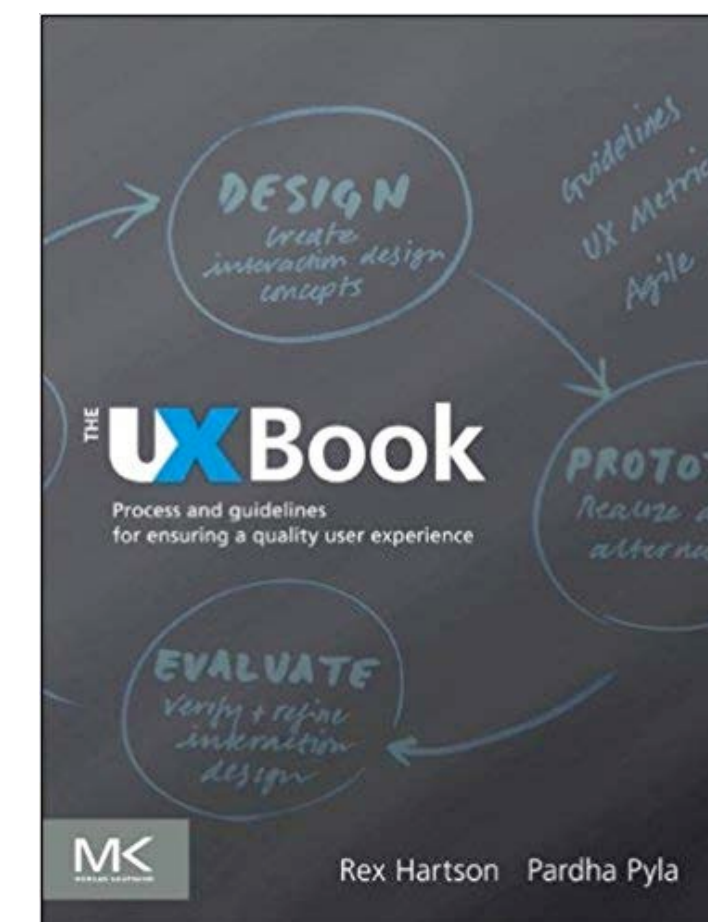
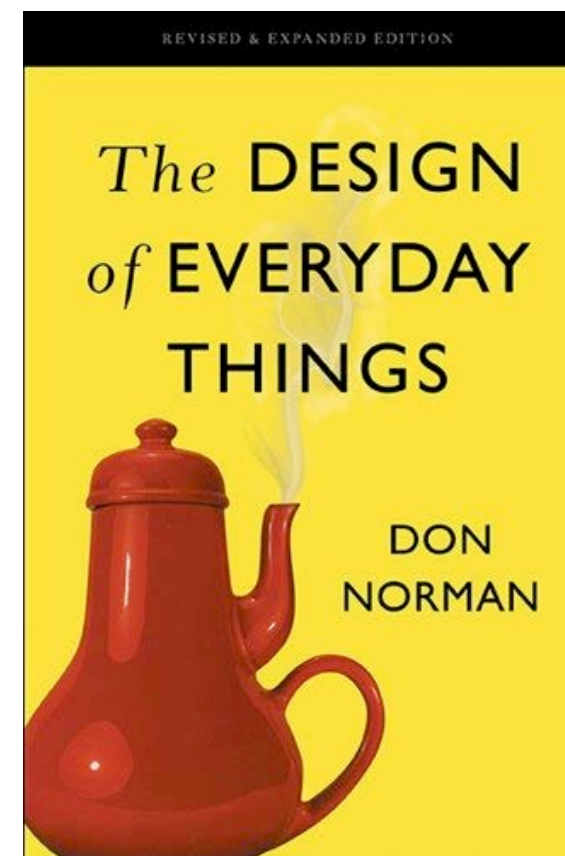
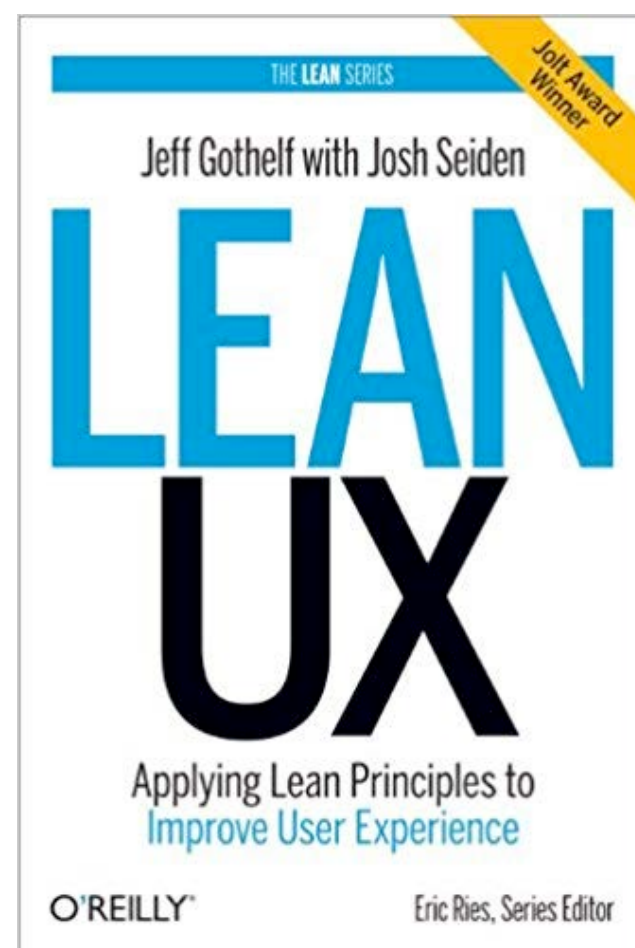
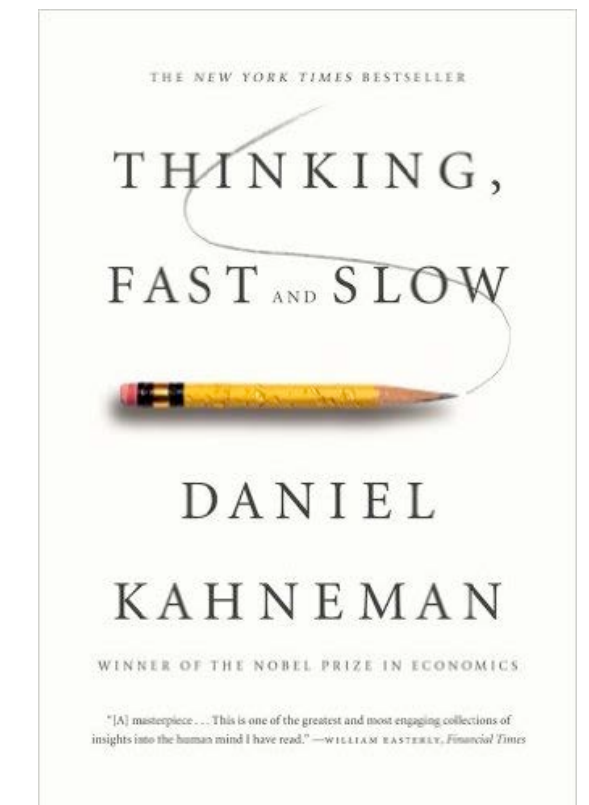
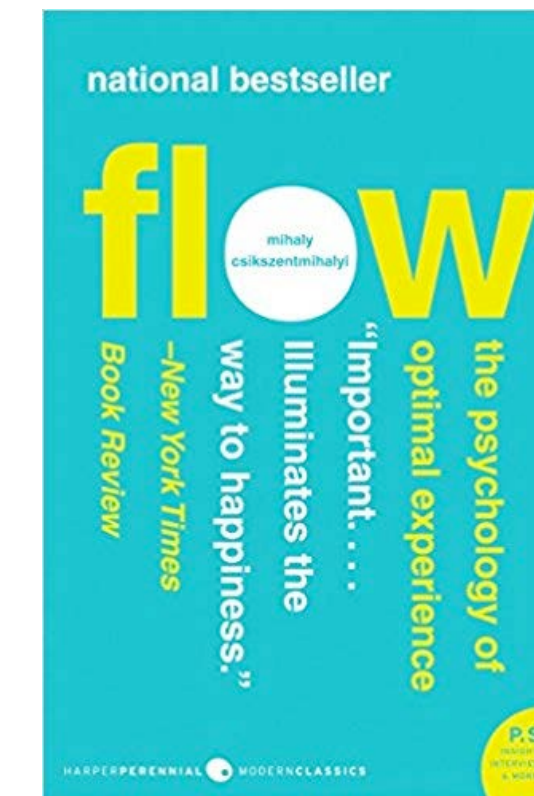
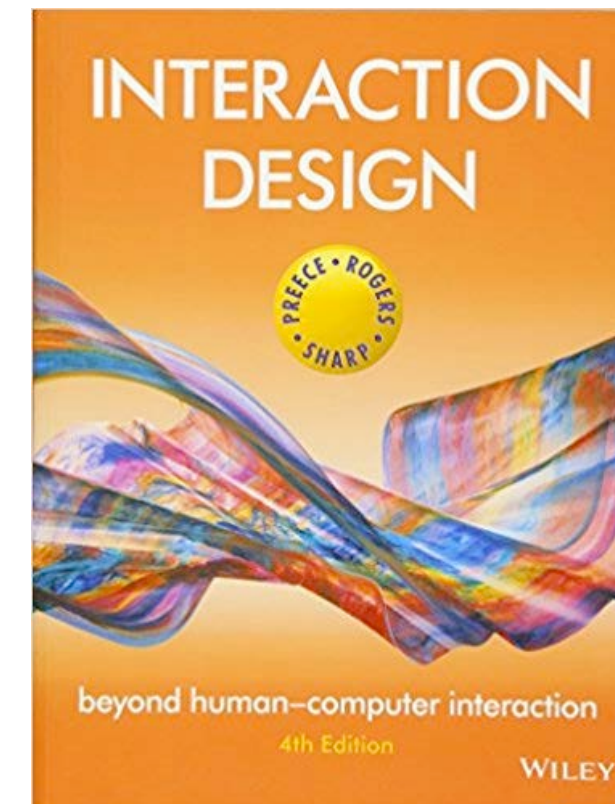
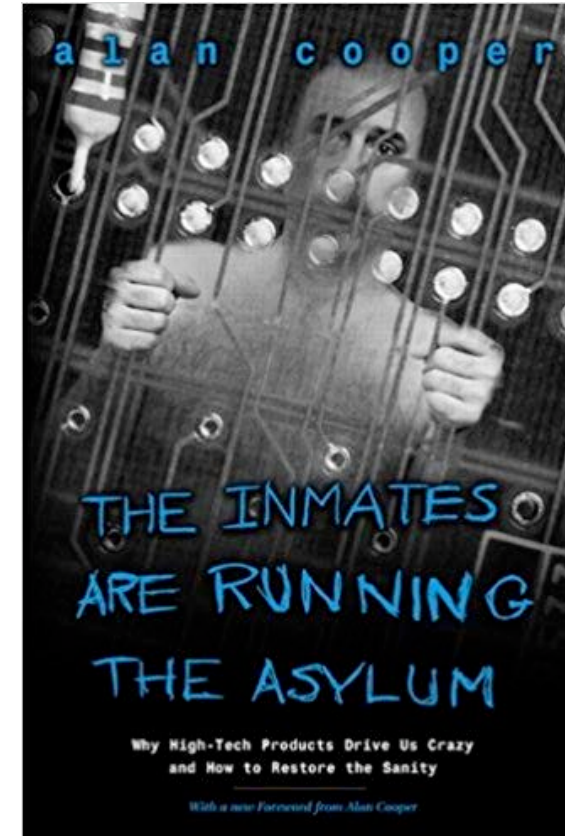
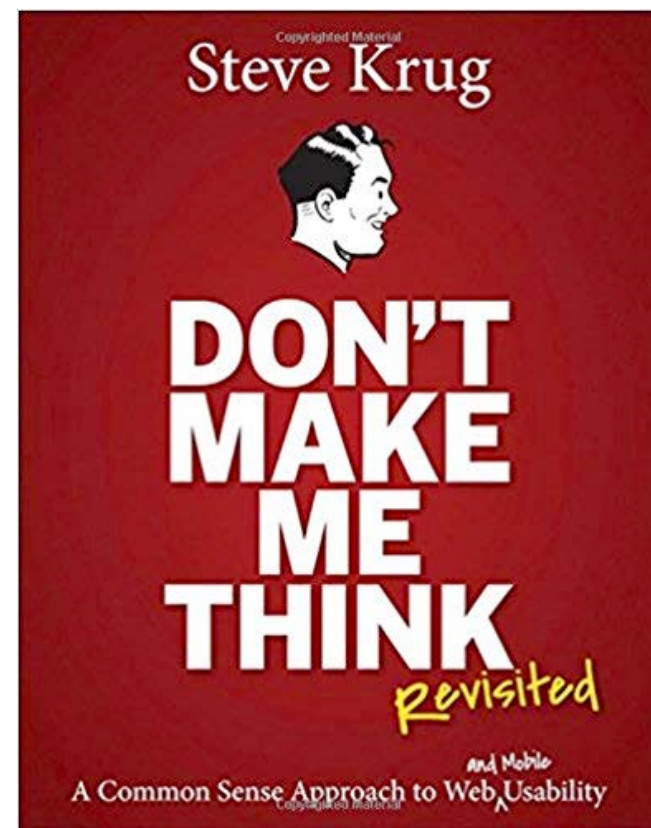
creativity by www.alessandrogiammara.com

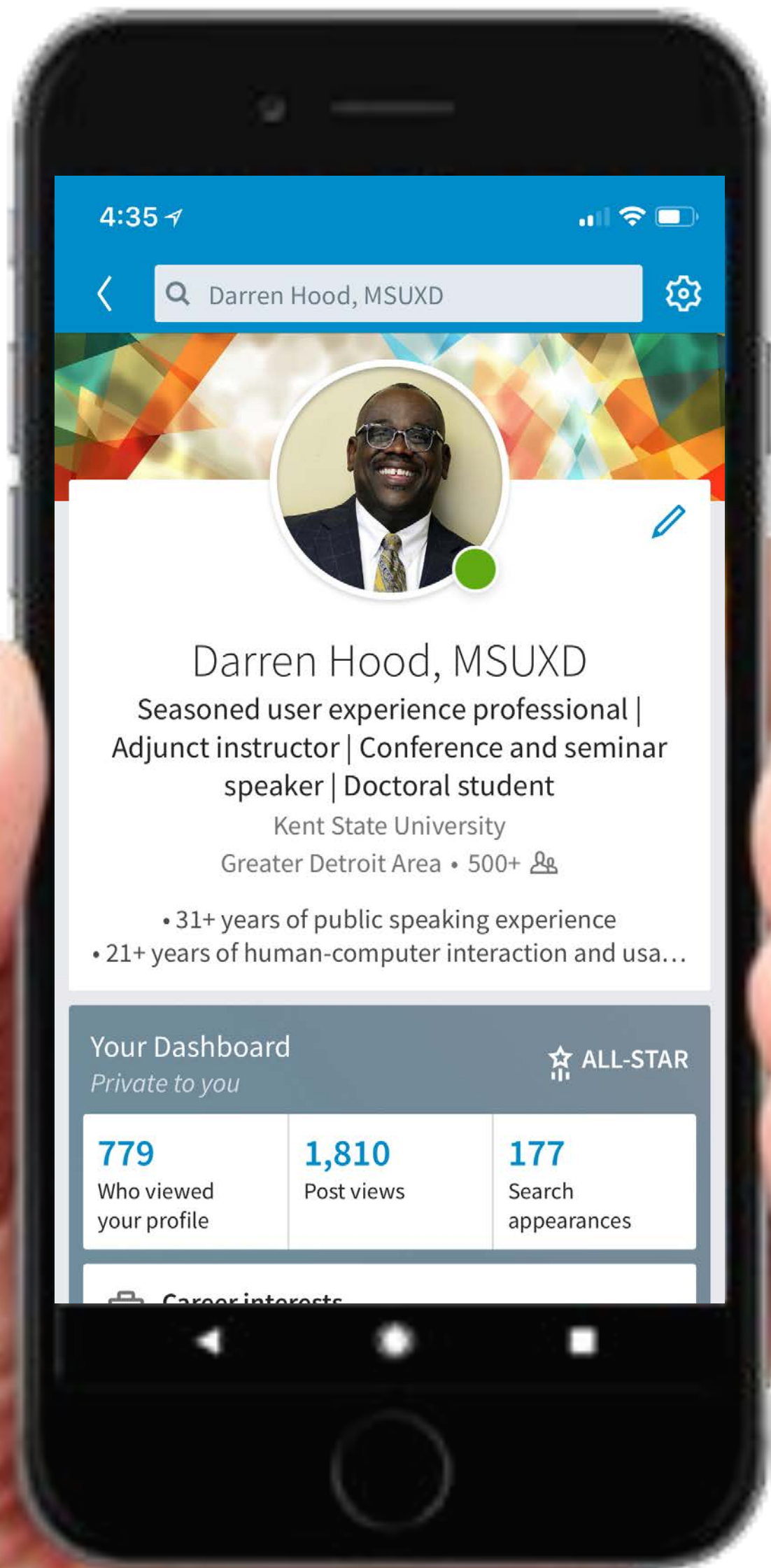
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UX Myths



Books





thank you.

darrenhood@quickenloans.com