

User experience

Who am I?

Mária Šviriková

- ▶ Senior interaction designer
- ▶ 5 years in Red Hat
- ▶ Working on cloud based open source projects
- ▶ Coach at the nonprofit organization Czechitas

What will we discuss today

- ▶ Introduction
- ▶ What is UX, UX vs UI
- ▶ UX examples
- ▶ What can YOU do?
- ▶ Usability principles
- ▶ Design thinking and process
- ▶ Activity?
- ▶ Final word

Activity

Imagine...



What is user experience?

Activity



Think about the last
time you took a tram

User experience

The user experience is how a user interacts with and experiences a product, system or service (even company). It includes a person's perceptions of utility, ease of use, and efficiency. Also, all the emotions and feelings before and after that are connected to the product, system or service.

UX Design

The process of creating end to end experience between user and a product/service/system

“Most people make the mistake of thinking design is what it looks like. People think it’s this veneer - that the designers are handed this box and told, ‘Make it look good!’ That’s not what we think design is. It’s not just what it looks like and feels like. Design is how it works.”

Steve Jobs
1955-2011





Remind Me



Message



End & Accept



Decline



Hold & Accept

Office Tower

SL

SL

10

10

9

9

8

8

7

7

6

6

5

5

4

4

3

3

2

2

1

1

G

G

Ground Floor

DOOR OPEN

DOOR OPEN

ALARM

ALARM

ALARM

Don't make me think!

- users



User experience

Design



“Everything is designed.

Few things are designed well.”

- Brian Reed



www.ARNGREN.net el-biler til barn (Fra 07.11.2004) < Entfjøl i sin Fly-Bil

el-Kjøretøy Teknologi & Gadgets el-retur el-Kjøretøy

el-fatbike 750w 9.998,-
12.998,-

el-fatbike 4WD 4998,-
12V 24V 48V fra kr. 1.798,-

el-ATV til Barn & Voksne. fra kr. 3998,-

el-Bil-3-hjul Nyhet! el-Sykkel 1.599,-
el-Scooter & Bil el-Sykkel-1, 2 Fatbike-el

el-Bil : Cross-Rider fra kr. 89.998,-

Fatbike-500w

el-sykkel med skivebrems fra 9.998,-

Luft-jekk (4.2 tonn) til Bil eller Båt. fra kr. 998,-

3-hjuls el-sykke. Designet & Produsert i Danmark. Store-hjul. Meget-stabil. fra kr. 15.998,-

6,7hk

Ingen aldersgrense. el-scooter-sykkel 9.998,-

Biler til barn

el-scooter 4WD Land Rover 3.999,-

El-Biler til Barn, Ungdom & Voksne

3-hjuls moped-bil CabEasy. Godkjert for : 3-personer. Fart : 45km/t Range 70 km

el-bil (Sertifikat-fri) 3-hjul kr. 39.998,-

Torro RC Tank. Metall 65 cm med Luftkanon fra kr. 2.998,-

Kikkert 20-144x, Teleskop 2998,-

el-Fatbike Litium-batteri fra 14.998,-

Elektrisk-Fat-bike (1000w)

el-fatbike Sammenleggbar 12.998,-
750w/48V

el-sykkel 7.998,-
Fatbike-1500w 16.998,-

el-bil kr. 79.998,-

el-ATV

el-Moped 12.998,-

Pedal-GoKart Mercedes

el-ATV - Roboter

el-biler til barn/ungdom

Solcelle-produkter

Forbruker Elektronikk el-Sykkel & el-Moped

Batterier & Ladere, etc

RC-produkt - Rakett

Stor 12V/24V med Gummihjul 2-seters 4WD 4.998,-

Biljardbord, Spisebord i ett kr. 5.998,-

100km/t Elektrisk-ATV 6000 watt kr. 89.998,-

EL-Scooter 5000 watt kr. 29.998,-

Styreenhet & Fordelelere til Bil fra kr. 2998,-

Fotball-Trener fra 2.998,-

Kikkert- Zoom & Teleskop Fra 20x til 125x 2x80 mm lysåpning. Lengste & Kraftigste. fra kr. 2998,-

el-ATV

AMG

Gratis Mobiltil.-Spil

Elektrisk Porsche Toppfart : 250 km/t 0-100 : 4,9 sec. 300 km Fra kr. 399.890,-

Luft-jek til Bil eller fra kr. 998,-

Litium eller Bly-Batteri

el-Moped. kr. 12.998,-

3-Hjuls el-sykkel

Værhane-Fly (60cm) med Lys og Solceller fra kr. 998,- Nyhet!

el-Kjøretøy.

el-Fatbike Sammenleggbar. 48V/750w, 500w, eller 250w. Børsteløs-motor, med Litium-batteri. Pris fra kr. 12.998,-

Bygg ditt eget 2-seters Helikopter. kr. 398.000,-

Kikkert med Digital-Kamera & LCD skjerm. kr. 1598,-

Search el-retur el-Kjøretøy Slik Betaler du

DOKLAD (POTVRZENÍ) O ZAJIŠTĚNÍ UBYTOVÁNÍ

podle zákona č. 326/1999 Sb., o pobytu cizinců na území České republiky
a o změně některých zákonů, ve znění pozdějších předpisů

Já, ubytovatel (jméno a příjmení): _____

datum narození: _____

číslo dokladu totožnosti (např. občanského průkazu): _____

adresa hlášeného trvalého pobytu: _____

potvrzuji, že poskytnu ubytování na území České republiky

na dobu od *) _____ do _____ nebo

na dobu bez omezení*)

na adrese:

č. bytu

ulice + č.p.

PSČ + obec

vztah k nemovitosti, např. vlastník, spoluvlastník, nájemce,
společný nájemce, podnájemce: *) _____

cizinci:

jméno a příjmení: _____

datum narození: _____ státní příslušnost: _____

cestovní doklad: _____

POUČENÍ:

Bude-li v tomto dokladu o zajištění ubytování uveden nepravdivě požadovaný údaj, může to mít za následek nevyhovění žádosti, o které se vede řízení podle zákona č. 326/1999 Sb., o pobytu cizinců na území České republiky a o změně některých zákonů, ve znění pozdějších předpisů

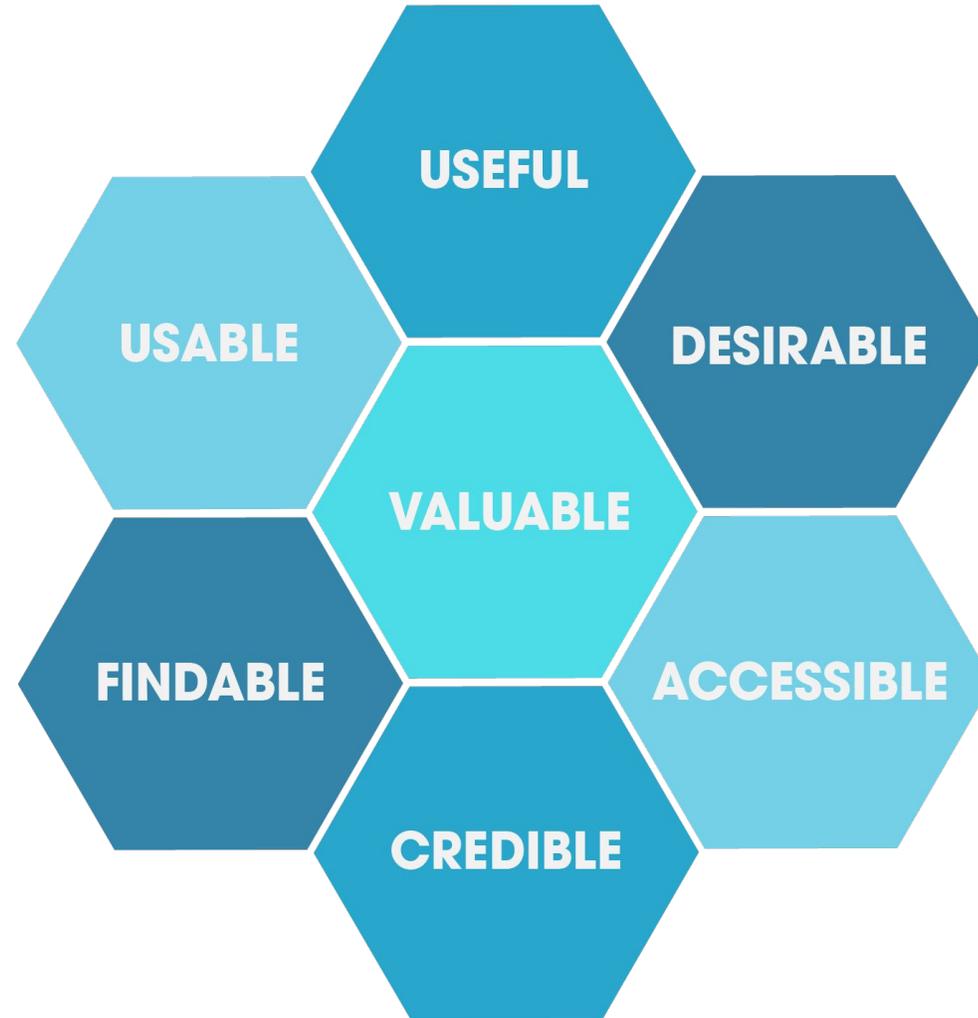
V _____ dne _____

Vlastnoruční podpis poskytovatele ubytování: _____

(v případě dlouhodobého víza, dlouhodobého pobytu a trvalého pobytu musí být podpis úředně ověřen nebo musí být doklad podepsán před pověřeným zaměstnancem Ministerstva vnitra)

*) Nehodící se škrtněte.

UX honeycomb



User interface

User interface (UI) is the space where interactions between humans and machines occur.

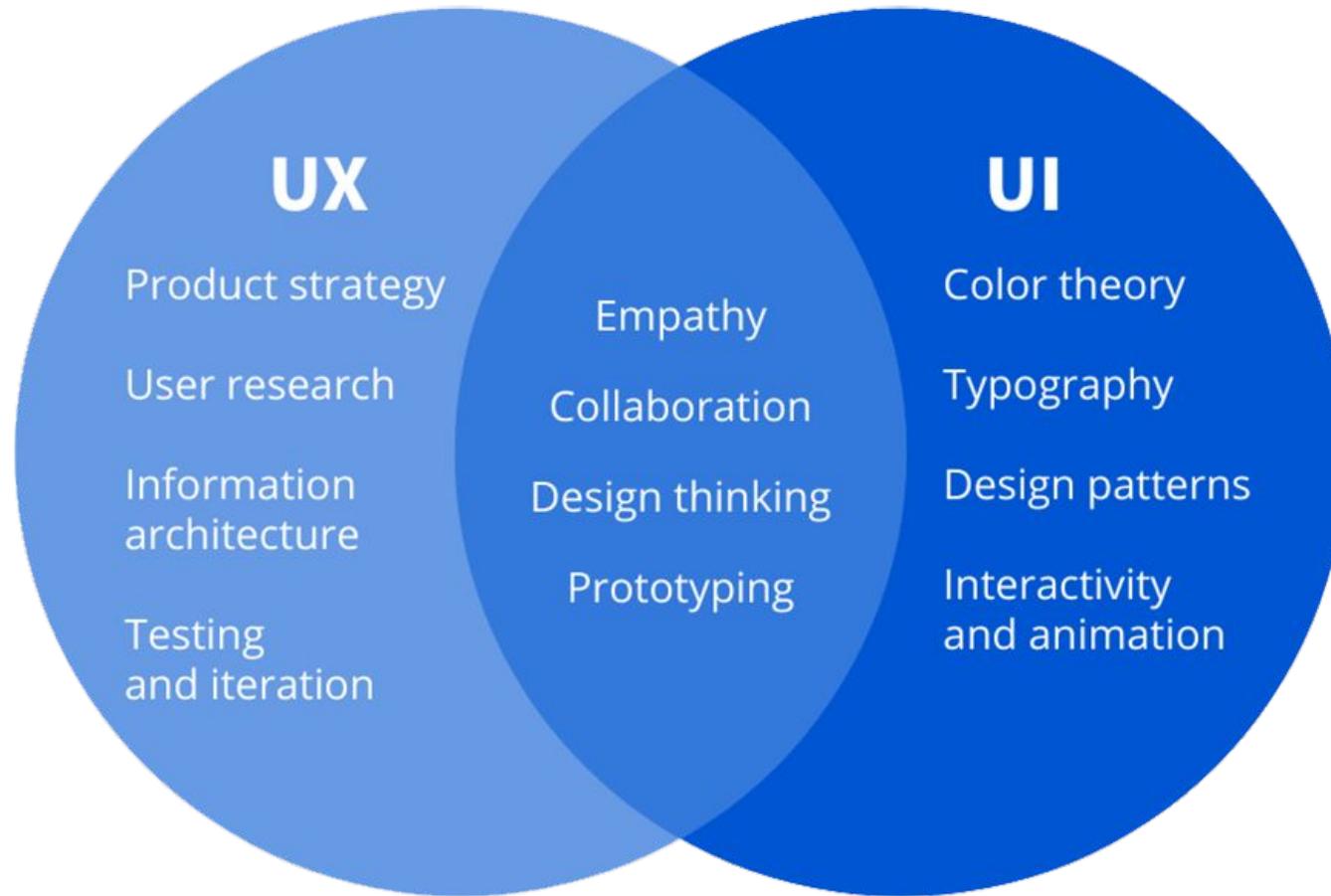
When do I select
the amount of the sugar?

How do I know
the selected amount?





UX vs UI

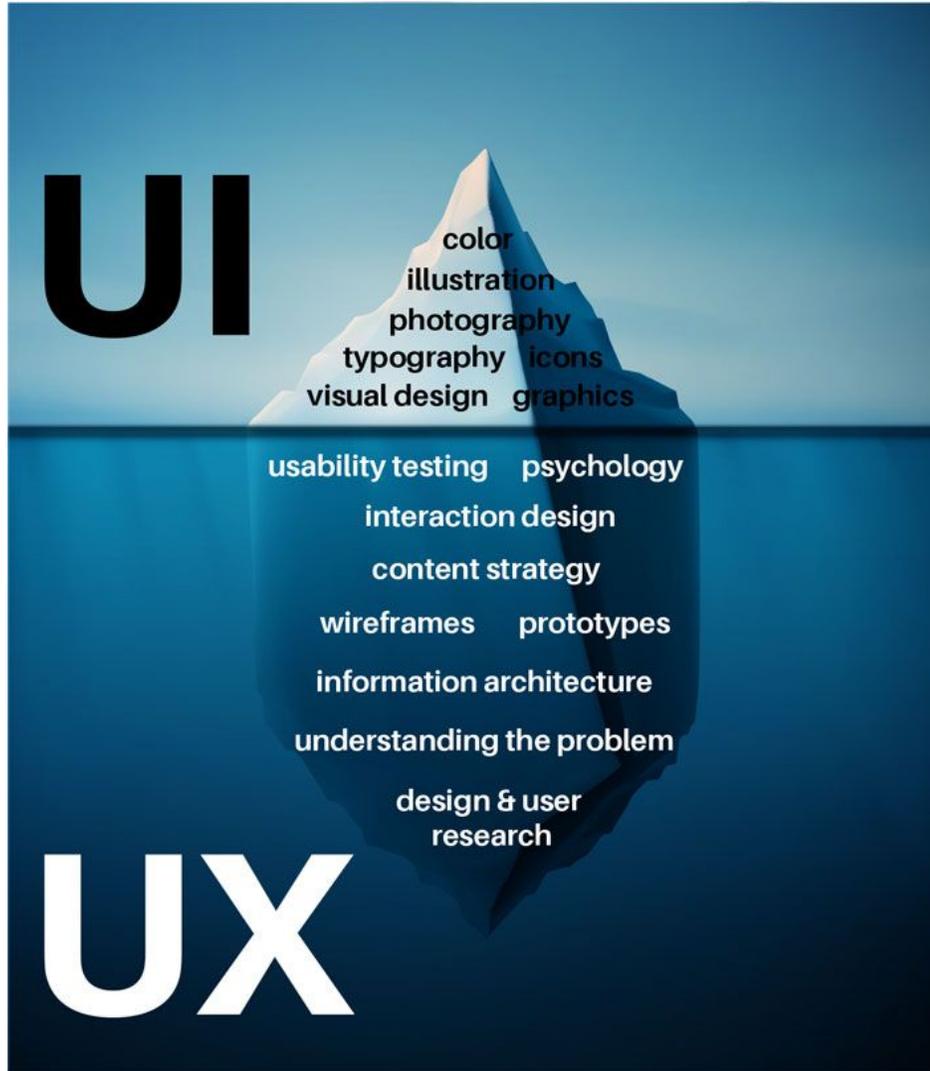


UI

color
illustration
photography
typography icons
visual design graphics

usability testing psychology
interaction design
content strategy
wireframes prototypes
information architecture
understanding the problem
design & user
research

UX



1000000

1000000

UXers in 2017

<https://www.nngroup.com/articles/100-years-ux/>

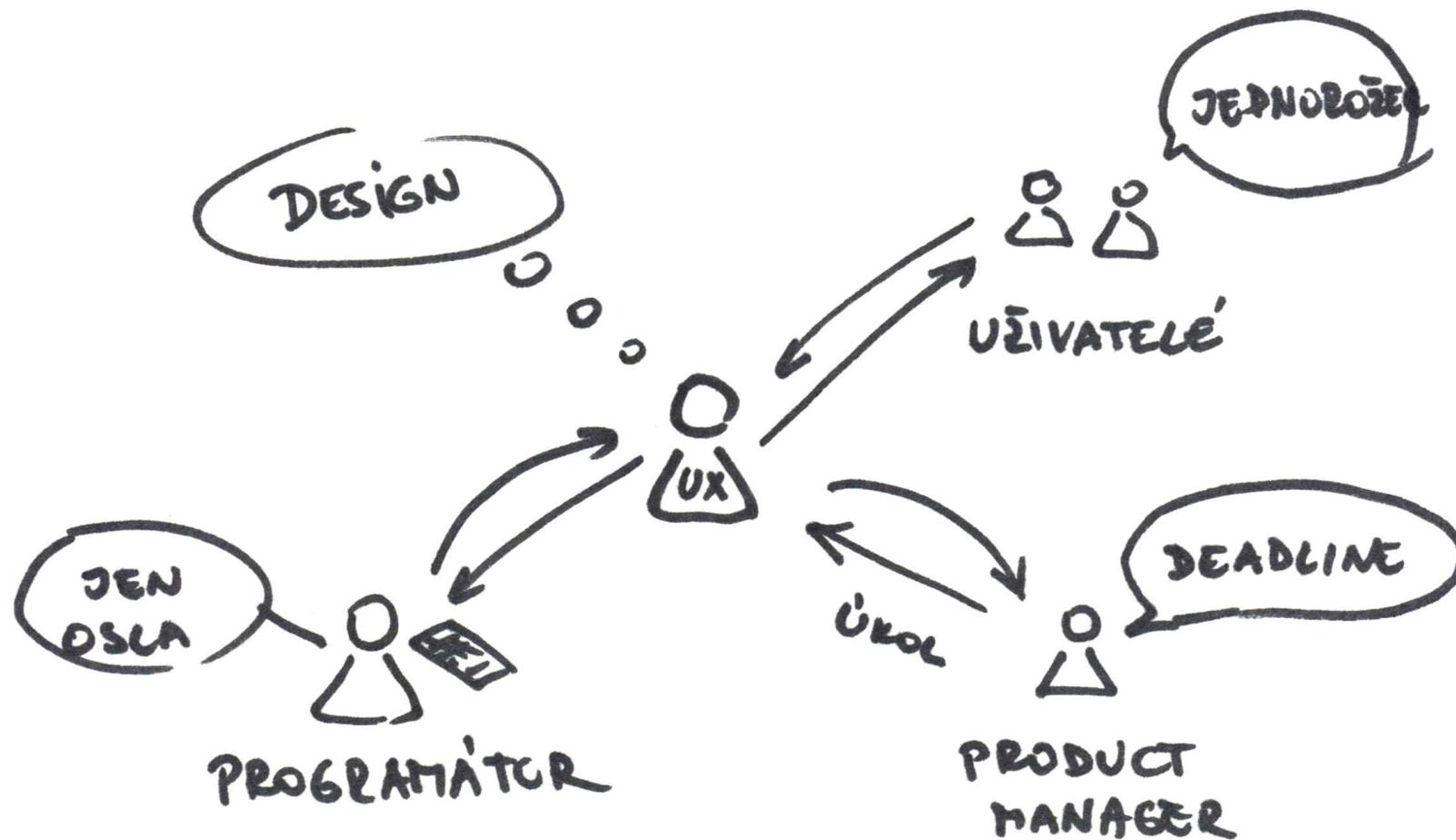
UX jobs

Doing

- UX Designer
- UI Designer
- UX Researcher
- Interaction Designer
- Visual Designer
- UX Writer
- Product Designer
- Content Strategist
- UX Engineer
- User Interface Developer
- Service Designer
- Motion Designer

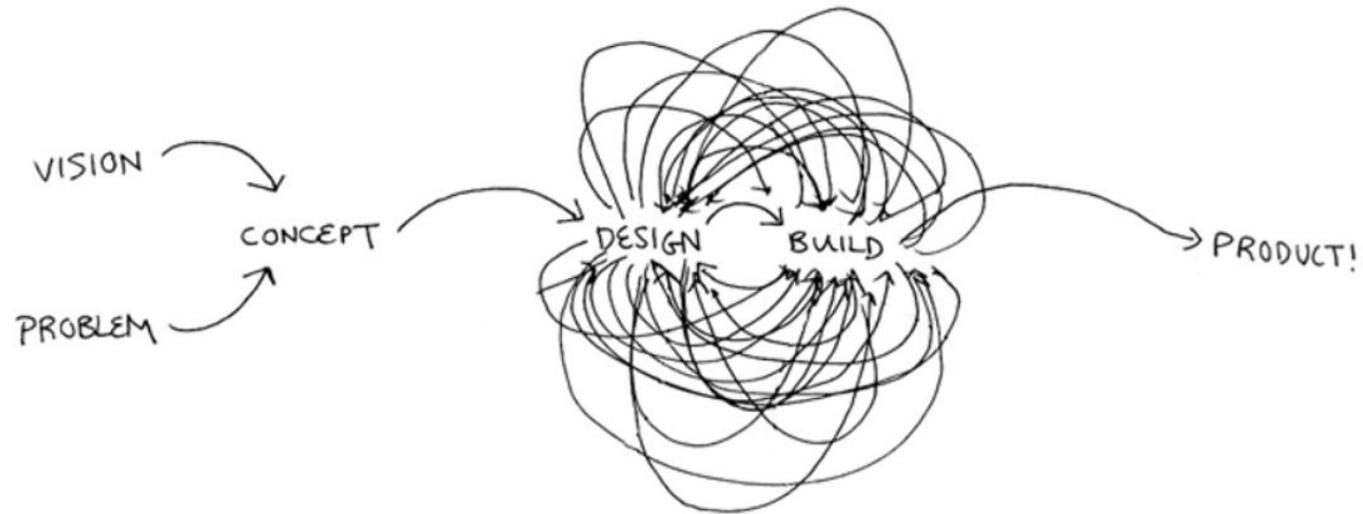
Leading

- UX Manager
- UX Strategist
- User Experience Director
- UX Product Manager





Design process



3 minutes



Design thinking

- An approach used for practical and creative problem-solving
- Design Thinking can also be applied to any field; it doesn't necessarily have to be design-specific
- It is extremely user-centric
- Understand people's needs and come up with effective solutions to meet those needs

DESIGN THINKING



Empathize

Understanding people



Define

Figuring out the problem



Test

Refining the product



Ideate

Generating your ideas



Prototype

Creation and experimentation



INSPIRATION

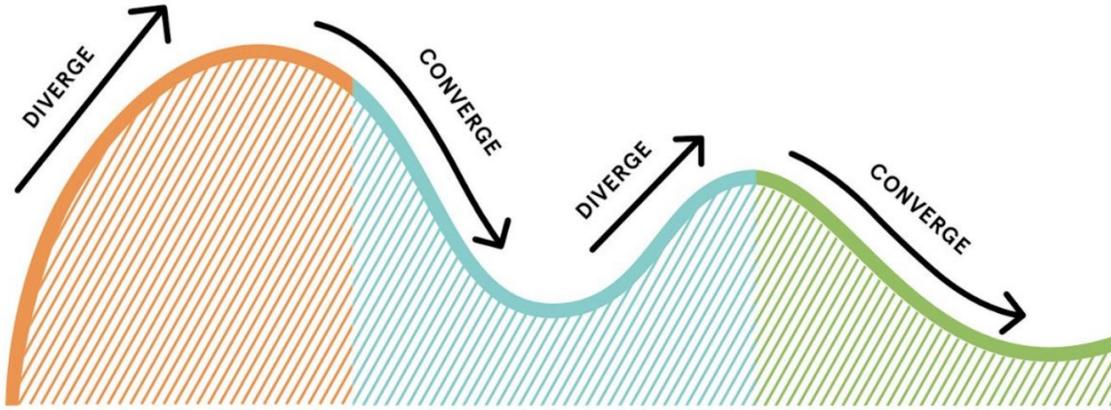
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION

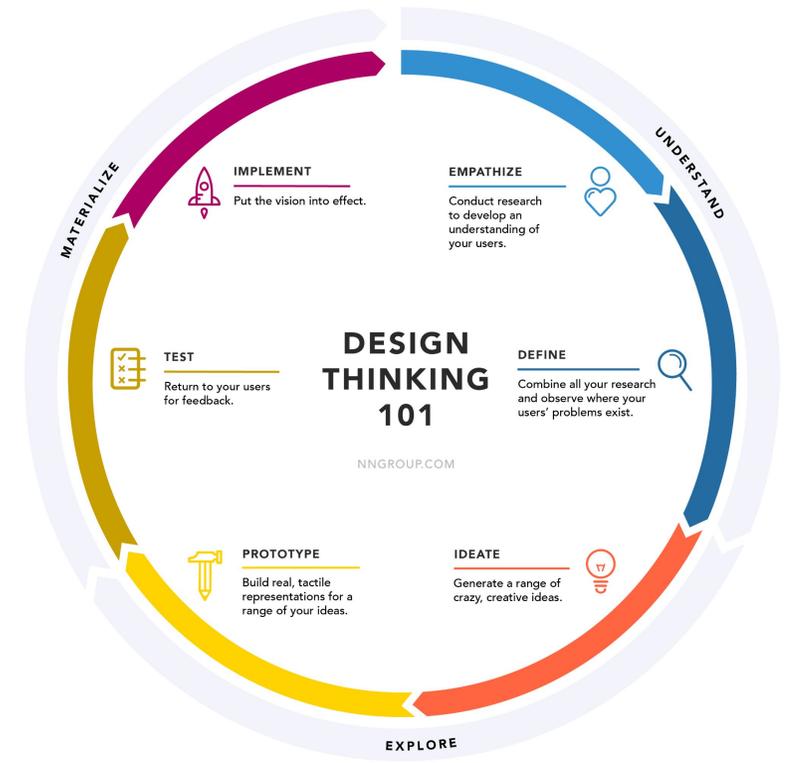
I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

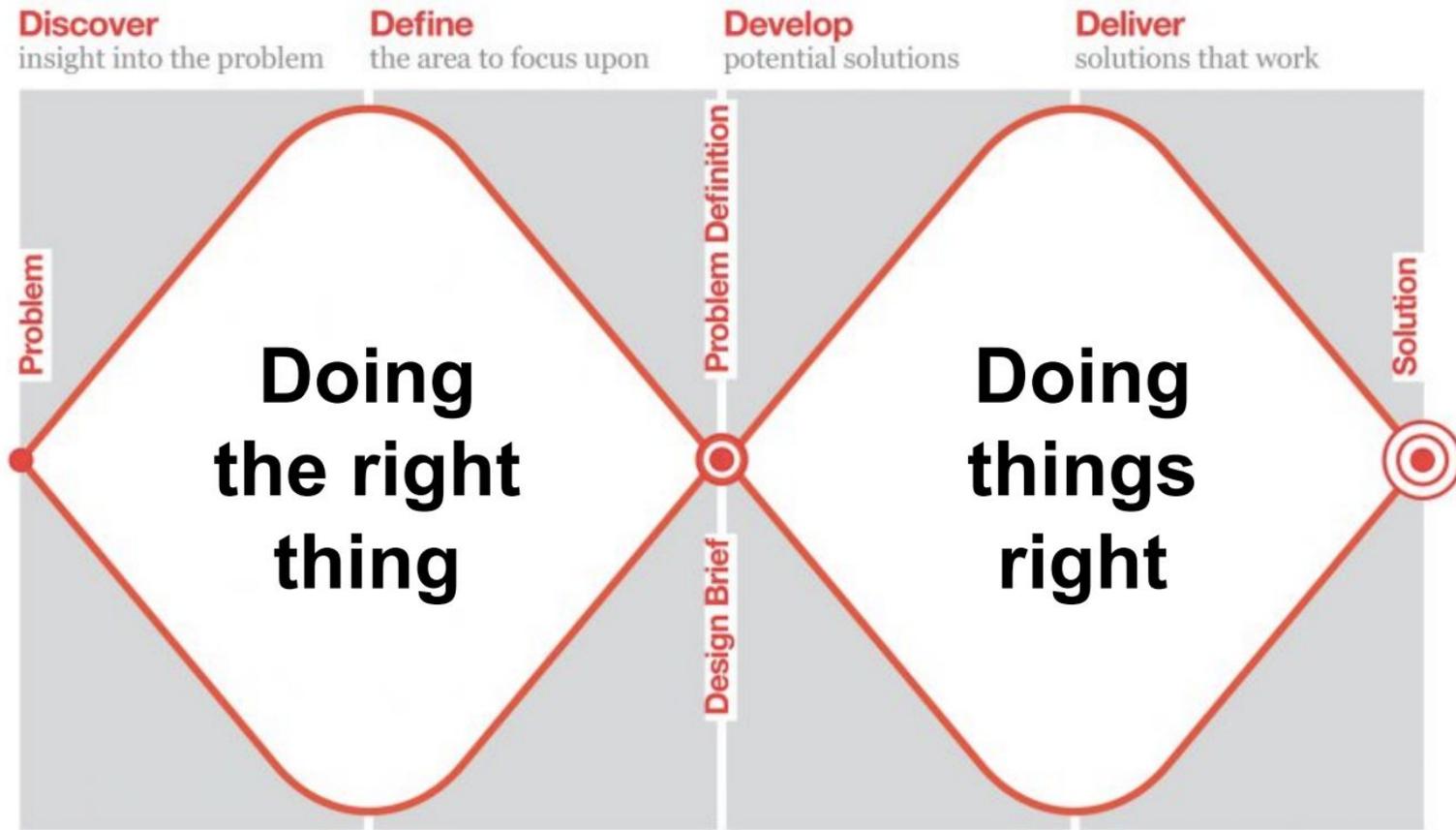
IMPLEMENTATION

I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?



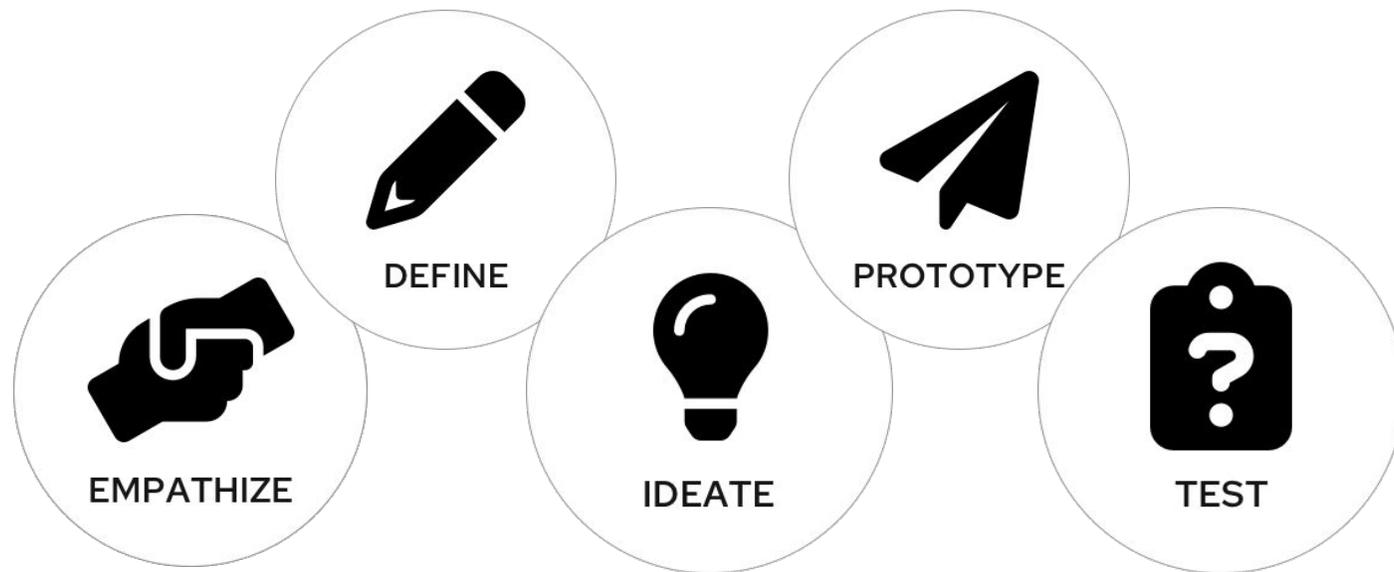
IDEO





British Design Council

Design thinking





START

Idea for a new service



EMPATHIZE

Desk research (reported problems, previous research)

Identifying missing opportunities

Identify potential users and create assumptive personas

Create potential user journey



DEFINE

Defining a problem with a team



IDEATE

Generating ideas how to solve the problem/ need



PROTOTYPE

Creating the first prototype



TEST

Test with users and get more information about their behaviour



EMPATHIZE



DEFINE

Redefine problem, incorporate feedback and new findings



IDEATE

Discussing iterations with the team



PROTOTYPE

Improving a prototype



TEST

Testing a prototype, gathering feedback

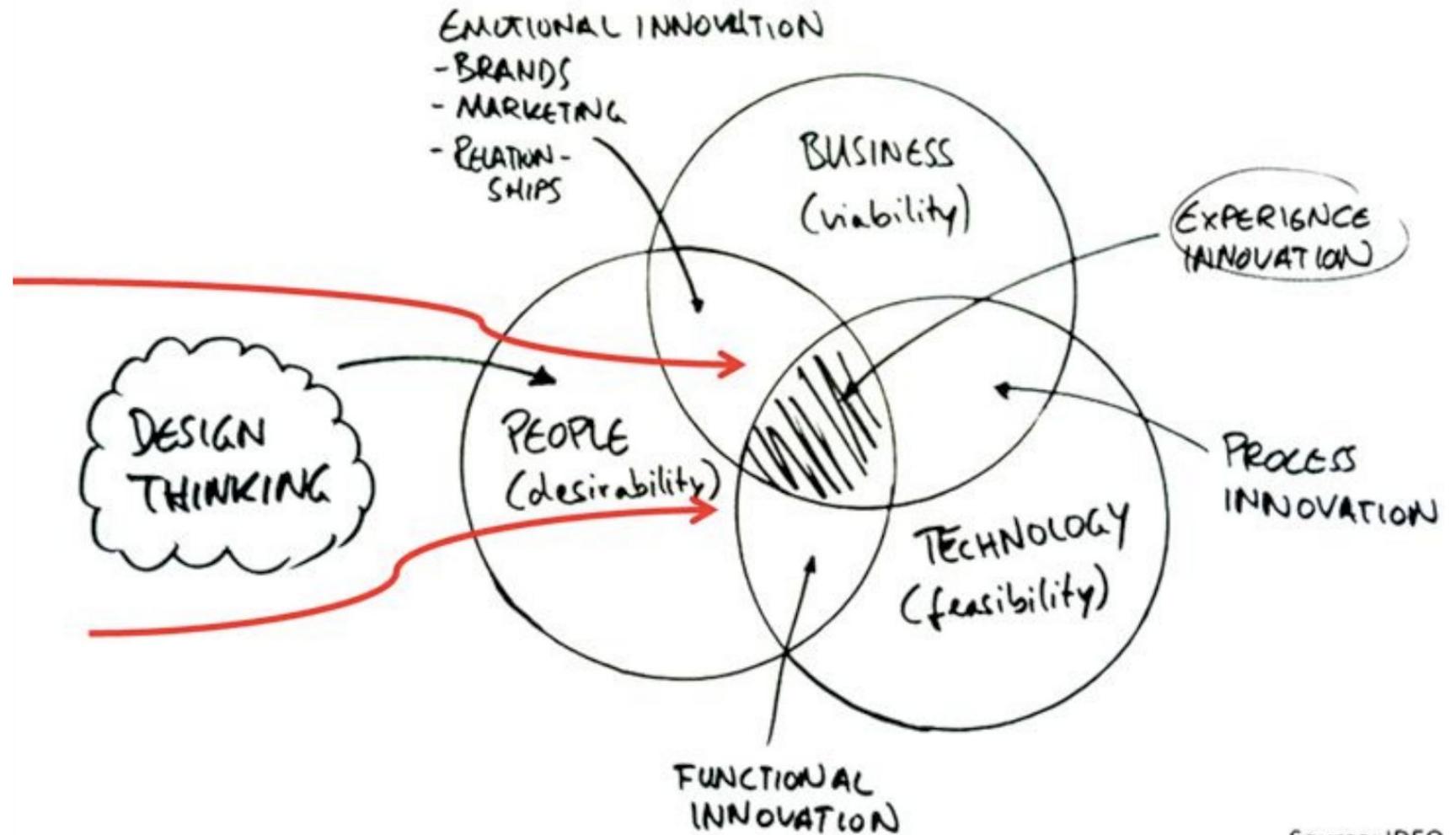


FINAL

User centered design solution

Overlap of:

- ▶ Desirability
- ▶ Viability
- ▶ Feasibility



Source: IDEO

5 usability principles

- **Learnability:** How easy is it for users to accomplish basic tasks the first time they come across the design?
- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- **Errors:** How many errors do users make, how severe are the errors, and how easily can they recover from the errors?
- **Satisfaction:** How pleasant is it to use the design?

The good

Good design:

- Is innovative
- Makes a product useful
- Is aesthetic
- Makes a product understandable
- Is unobtrusive
- Is honest
- Is long-lasting
- Is thorough down to the last detail
- Is environmentally friendly
- Involves as little design as possible

Problem: People don't brush their teeth regularly

Think of as many different ways as possible

Go crazy, go wild

**AI usage in UX / UI
and research**



Adobe Firefly

Object ⓘ

Upload

Prompt

students in a big office meeting room learning about UX

Clear

Art x



Leonardo.Ai

AI Image Generation 🔔 Legacy Mode

📘 Note that image guidance is on and will be affecting your output.

🎮 high school students in a big meeting room learning about UX Generate 🔔 4

🖼️ Finetuned Model 📏 1024x768 📄 Leonardo Style 🌀 Add Elements 🆕 New 🚫 Add Negative Prompt

Usage

- learning + role playing
- synthetic research
- wireframes + prototyping
- data analysis
- tech support
- critique
- test concepts and ideas

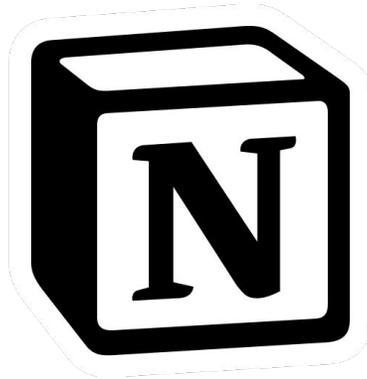
- summarize things
- analysis of text
- meeting notes
- image generation
- video + infographics
- coding
- idea generation

 Permissible special characters are `{{zero}}`.

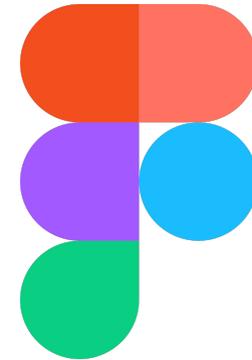
Tools



openai.com



notion.so



[Figma plugins](#)

ChatGPT

- Assists with brainstorming design ideas, writing UX copy, and generating user scenarios.
- Provides quick answers to design-related questions.
- Provides design assistance: wireframing, prototyping, accessibility checks.
- Helps with usability testing: writing plans and scenarios, synthetic testing, analyze feedback.
- And much else...

Notion AI

- Generate design ideas and inspiration by providing creative prompts
- Organize and manage design projects with task lists and timelines
- Collaborate by allowing team members to comment and provide feedback in real-time
- Create user personas and journey maps through templates and AI-generated content
- And much else...

Midjourney,
Adobe
Firefly,
Leonardo AI,
Etc etc

The best AI image generators

- [DALL-E 3](#) for an easy-to-use AI image generator
- [Midjourney](#) for the best AI image results
- [Stable Diffusion](#) for customization and control of your AI images
- [Adobe Firefly](#) for integrating AI-generated images into photos
- [Generative AI by Getty](#) for usable, commercially safe images

[source](#)

Let's try it -
create a logo
and a name

looka.com

The screenshot shows the Looka website interface. At the top left is the Looka logo. A search bar contains the word "Pizza" and a placeholder "Add a keyword". To the right of the search bar is a "0" with a heart icon. Below the search bar is a dropdown menu set to "Any length". Underneath, there are "Related terms" including Pizzeria, Calzone, Pie, Slice, Pepperoni, Meatball, and Restaurant. The main content area is titled "Traditional names · tasteful, creative, and modern." and displays a grid of domain suggestions, each with the name and "Domains available" below it. The suggestions are: Pie High, Sweet Pies, Slicing And Dicing, Pie In The Sky, Pizza Pros, First Pies, Pizza Love, Yum Yum Pizza, Divine Digs Pizzeria, Mario's Cousin Pizza, Slice Of Life (highlighted with a white background and a "Check availability" link), and Say Cheese!. A blue circular icon with a question mark is in the bottom left corner of the content area. At the bottom of the page are three black circles.

Looka

Pizza Add a keyword

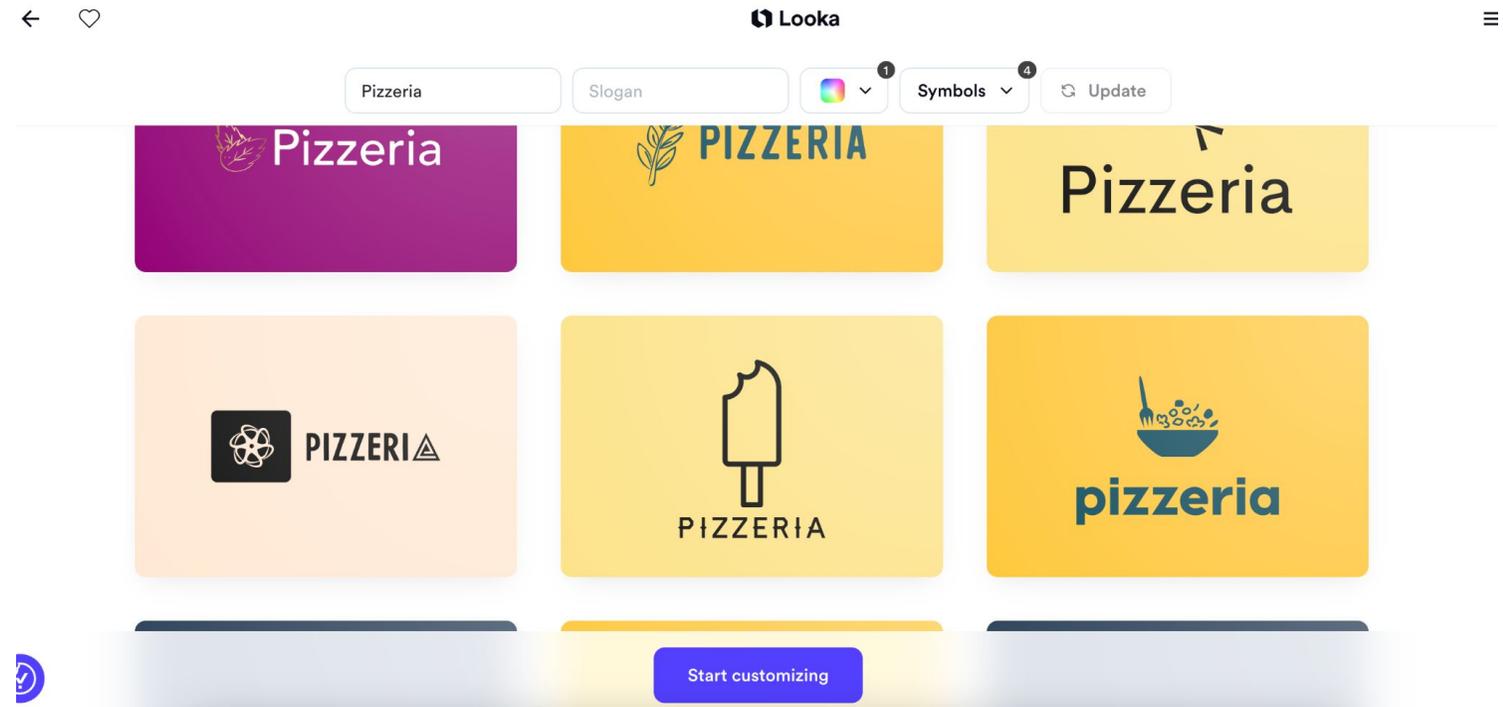
Any length

Related terms: Pizzeria Calzone Pie Slice Pepperoni Meatball Restaurant

Traditional names · tasteful, creative, and modern.

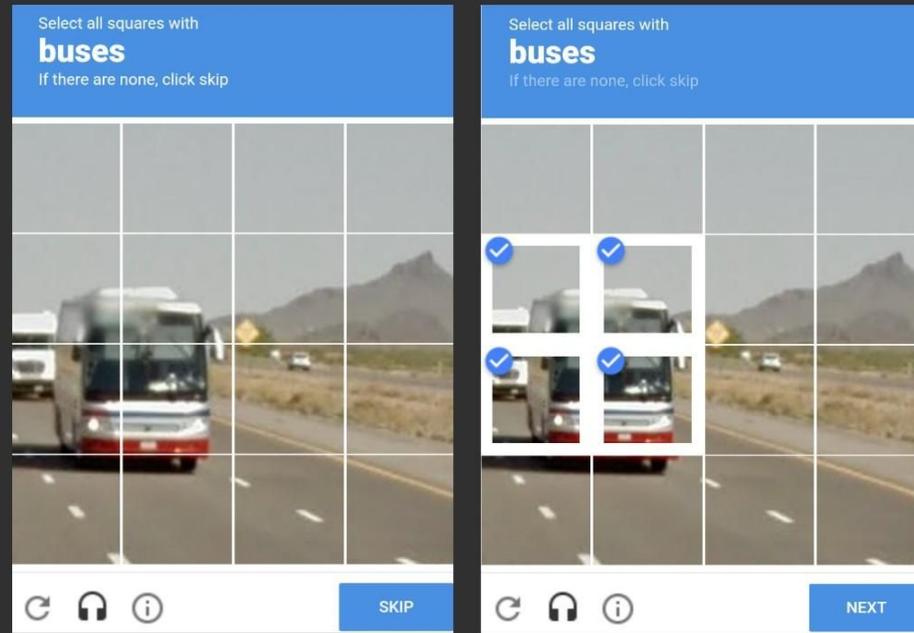
Pie High Domains available	Pizza Pros Domains available	Divine Digs Pizzeria Domains available
Sweet Pies Domains available	First Pies Domains available	Mario's Cousin Pizza Domains available
Slicing And Dicing Domains available	Pizza Love Domains available	Slice Of Life Check availability
Pie In The Sky Domains available	Yum Yum Pizza Domains available	Say Cheese! Domains available

Try it - create
a logo and a
name



looka.com

Website: Solve captcha to continue



Me: Should I select the Tyres?





DESIGNING THE
PRODUCT



DESIGNING THE
EXPERIENCE

THANK YOU