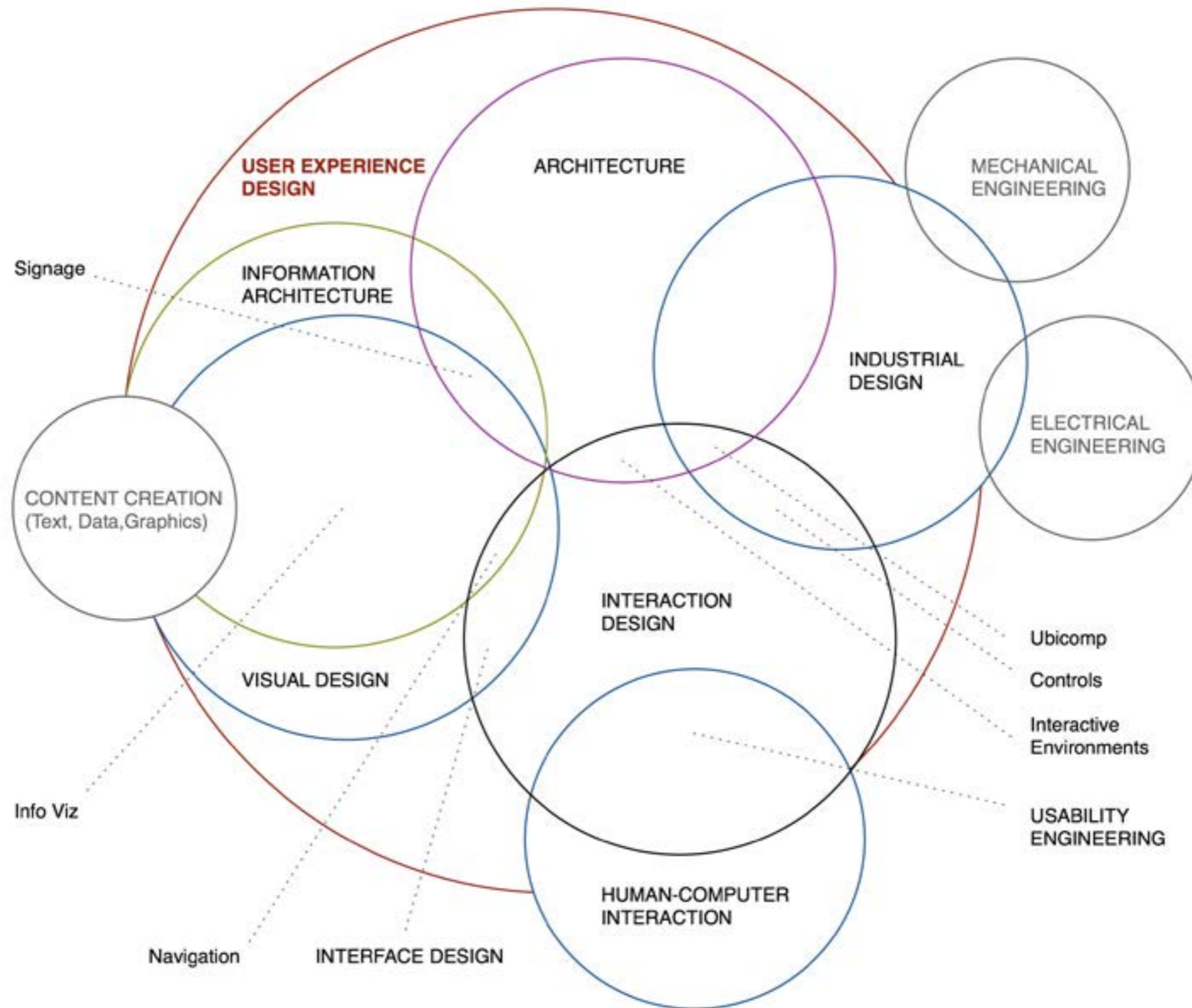


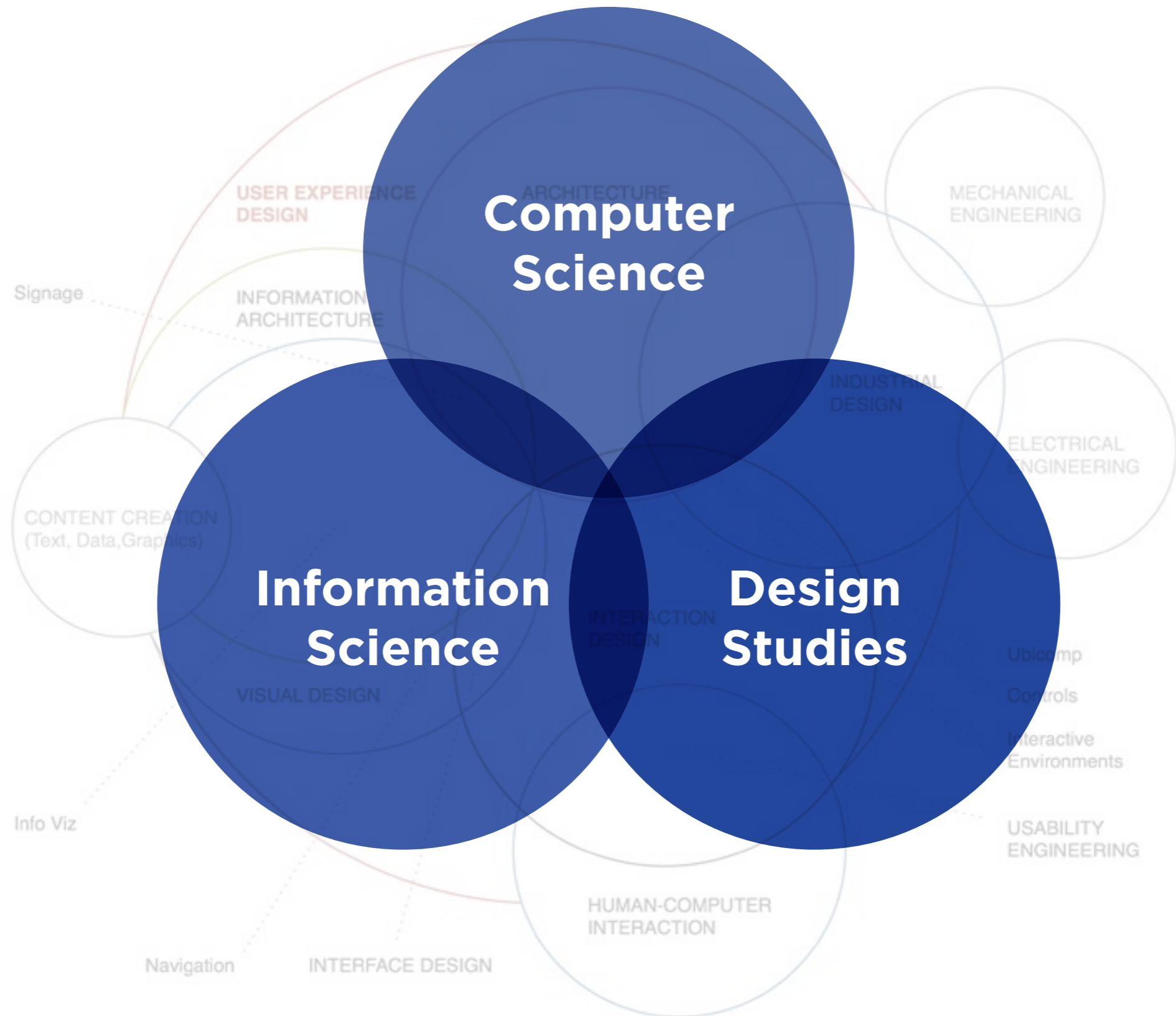
AN INTRODUCTION TO

Using Methods from User Experience Design

A Quick Intro to User Experience



A Quick Intro to User Experience



Research & Design Share Process



<https://blog.gfk.com/2011/11/so-are-you-a-ux-researcher-or-ux-designer-part-1/>

A Breakdown of my work



strategy



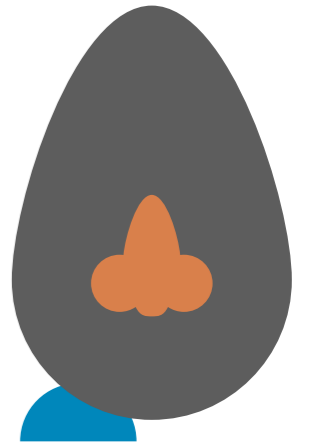
research



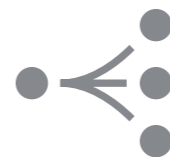
prototyping



design



accessibility



UX Methods for Your Use



Personas

Humanistic representations of your users
and the germane information about them.

ProQuest User Profiles



User profile comparison

	Gen Req'er	Domain Learner	Apprentice	Seasoned Scholar
Research duration	days ↔ few weeks	days ↔ weeks	weeks ↔ months	years
Frequency	once or twice per term	2-3 times per term	On-going, all term	On-going
Doing	<p>Selecting topic for 1st year required General Ed course</p> <p>Tend to store only sources temporarily</p>	<p>Identifying resources that are credible and relevant in their field (may be a well-known database e.g. Pub-med, PsycInfo, or specific journal titles)</p> <p>Learning to mine references for key journals, related articles</p>	<p>Comprehensive literature reviews</p> <p>Organizing references Mine references for key contributors to the field, citation chaining</p> <p>May be working as a research assistant</p>	<p>Contributing to the discourse in their field.</p> <p>Mentoring research assistants</p> <p>Social: establishing collaborative relationships; track what peers are doing; tracking their own work and who is citing it</p> <p>Keeping references</p> <p>Finding papers to use in their classes</p>
Level of ownership	Non existent	Moderate	High	High

Using Personas



The screenshot shows the top of a web browser displaying the UX Booth website. The header includes the 'UX BOOTH' logo, navigation links for 'ARTICLES', 'SUBSCRIBE', 'ABOUT', and 'CONTRIBUTE', and a search icon. Below the header, a teal banner features the article title 'Creating Personas' and the author's name 'Eeva Ilama'. A dark banner below the teal one contains an Adobe Stock advertisement with the text 'St Adobe Stock. Make a masterpiece with Adobe Stock.' and a 'See how' button. The main content area has a white background with a paragraph of text about Cooper and Eeva Ilama. To the right, there is a 'SUBSCRIBE FOR UPDATES' section with a text input field and a 'SUBSCRIBE' button. At the bottom right, there is a small thumbnail image of a man and a woman.

UX BOOTH

ARTICLES SUBSCRIBE ABOUT CONTRIBUTE

RESEARCH > ARTICLES

Creating Personas

JUNE 9TH, 2015

WRITTEN BY
Eeva Ilama
Author

St Adobe Stock
Make a masterpiece with Adobe Stock. See how

Cooper, co—founded by industry giant Alan Cooper and his wife Sue, is a leading user experience and service design consultancy based in San Francisco. The company helps businesses uncover product, service and business opportunities and offers training in topics such as product and service design, brand strategy and leadership. When Eeva Ilama, a Senior Interaction Designer at [Tango Me](#) attended their workshop on personas, she came away with a clearer understanding and new strategies for developing her own personas. This article is Eeva's first hand account.

After having attended some of Cooper's highly reputable interaction and visual interface design courses a few years back, I was beyond thrilled when I saw that UX

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<http://www.uxbooth.com/articles/creating-personas/>



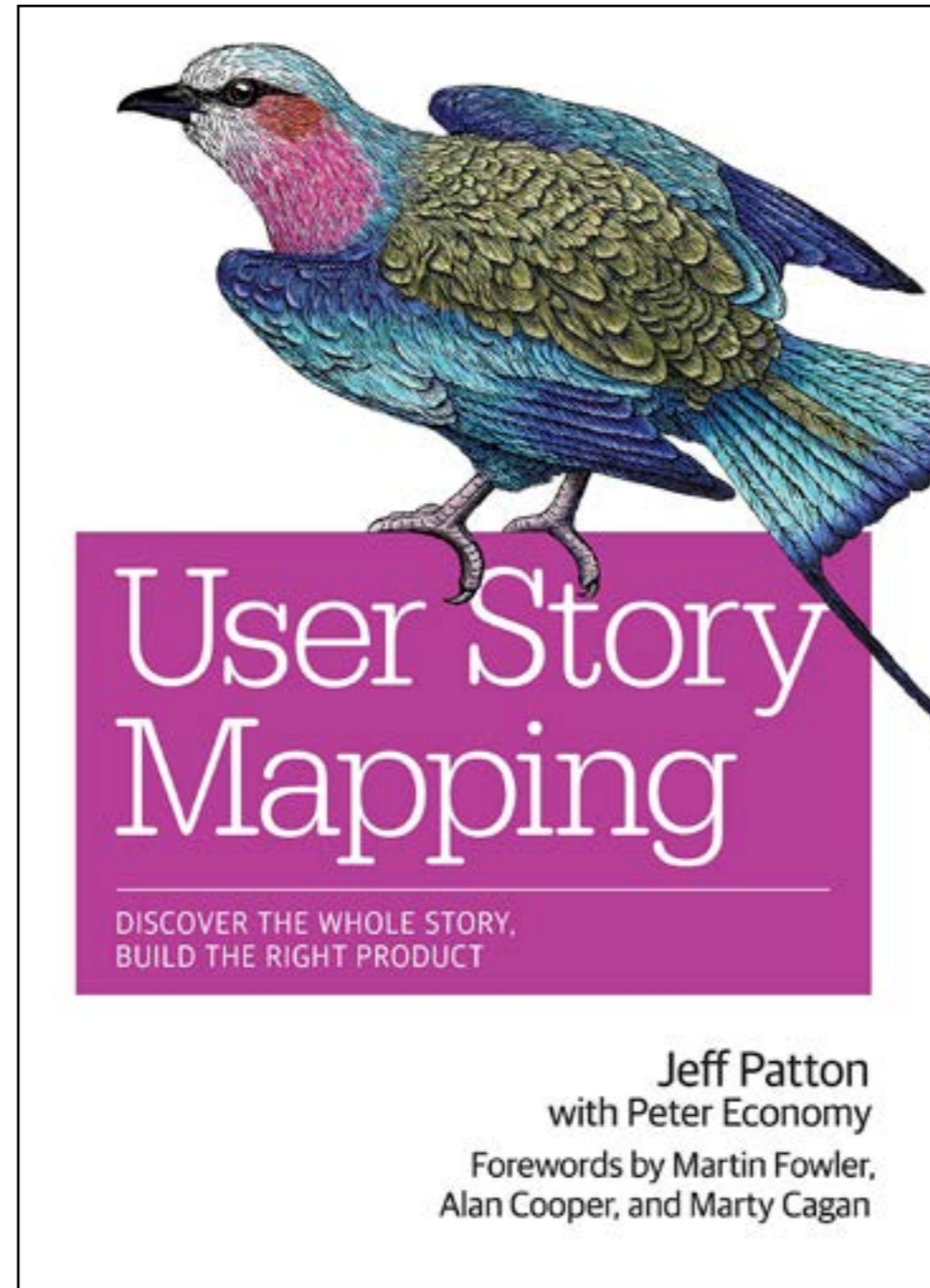
User Story Map

“a story about a type of person doing something to reach a goal.”

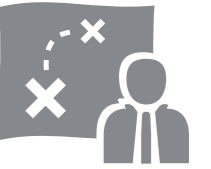
ProQuest K12 Team Strategy



Learn User Story Mapping



<http://jpattonassociates.com/user-story-mapping/>



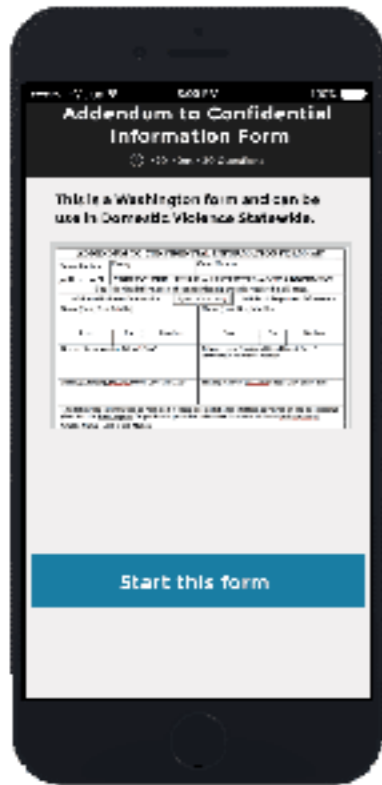
User Scenarios

...“the goals and questions to be achieved and sometimes define the possibilities of how the user(s) can achieve them”

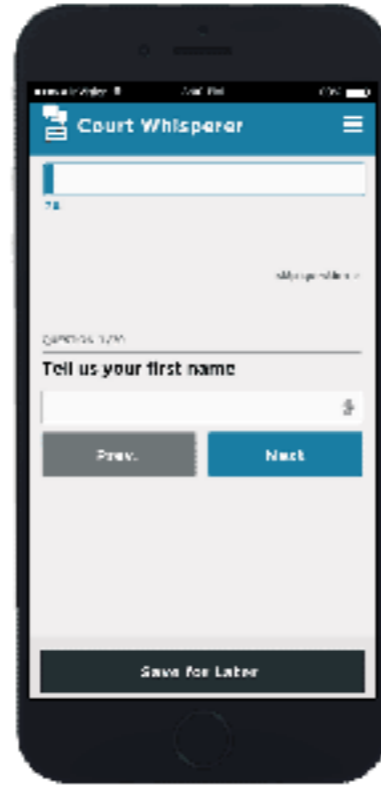
Court Whisperer



Reviews form in app



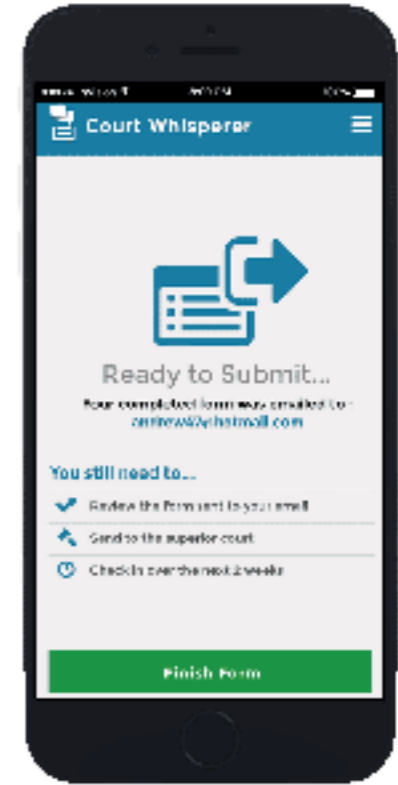
Fills in form as prompted



Reviews information



Mails completed form



<http://www.courtwhisperer.org/>

Study User Scenarios



The screenshot shows a web page layout for a Usabilla blog post. At the top left is the Usabilla logo and a search icon. A blue 'SUBSCRIBE' button is next to it. On the top right, there are links for 'ABOUT USABILLA' and 'OUR PRODUCTS', along with a hamburger menu icon. Below the navigation, the article is categorized under 'THEORY | USER EXPERIENCE'. Social media sharing icons for LinkedIn (65 shares), Facebook (27 shares), and Twitter are visible. The main title of the article is 'How User Scenarios Help To Improve Your UX', dated 'on July 18, 2011 / by Sabina Idler'. The first paragraph of the article discusses the importance of user scenarios in understanding user goals and motivations. A blue 'Feedback' button is located in the bottom right corner of the article content area.

usabilla BLOG

SEARCH

SUBSCRIBE

ABOUT USABILLA

OUR PRODUCTS

THEORY | USER EXPERIENCE

in 65

f 27

Twitter

...

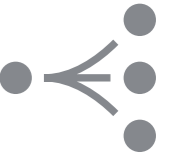
How User Scenarios Help To Improve Your UX

on July 18, 2011 / by Sabina Idler

Why would I take the effort to write a user scenario? I know my target group—is that not enough to design for them? Knowing your target group is important and working with personas definitely helps to ‘get to know’ your users. What personas do not tell you is why users come to your site, what exactly they are looking for and how they go about it. A good user scenario helps you grasp your users goals and design your product to perfectly match them. Get to know your users, understand their motivation for visiting your site and then start designing. Let’s have a look at how working with user scenarios can help us to achieve a high user experience.

Feedback

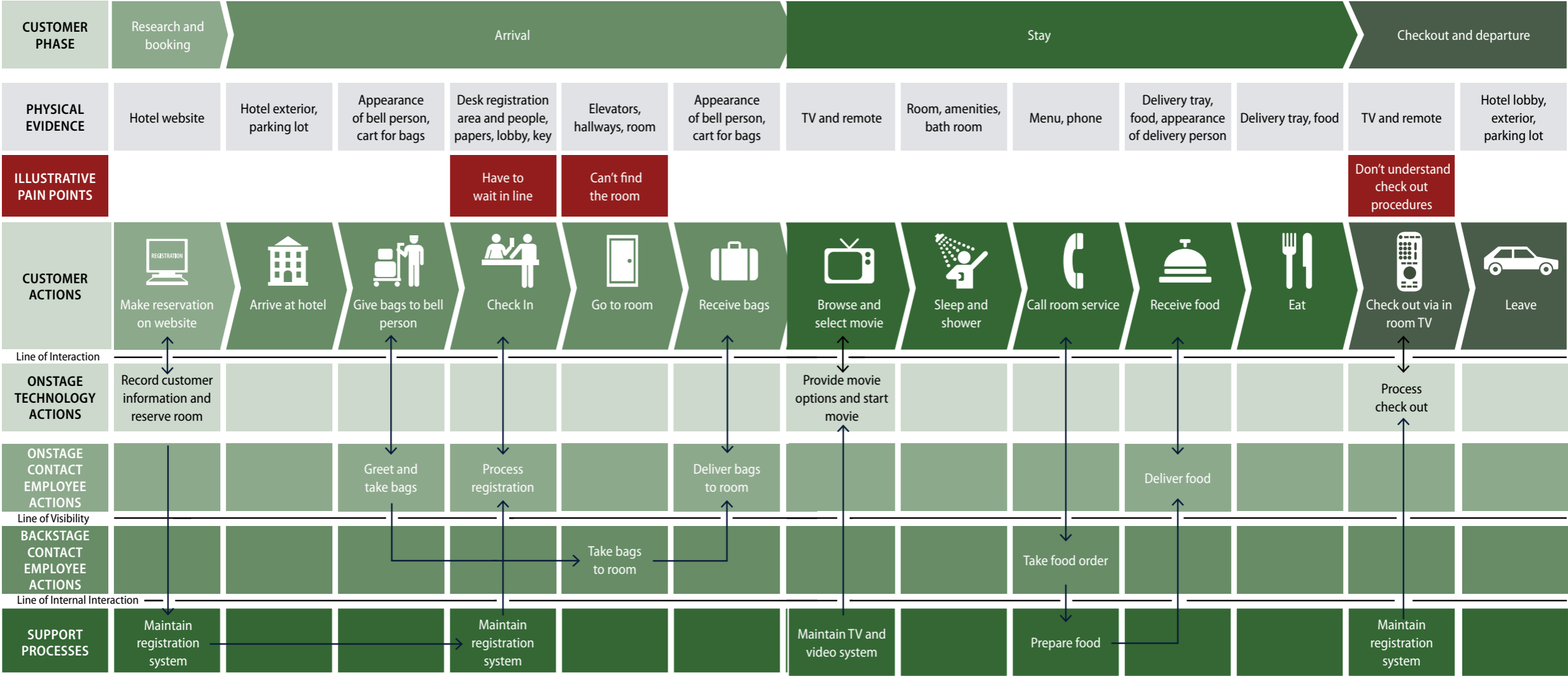
<http://blog.usabilla.com/how-user-scenarios-help-to-improve-your-ux/>



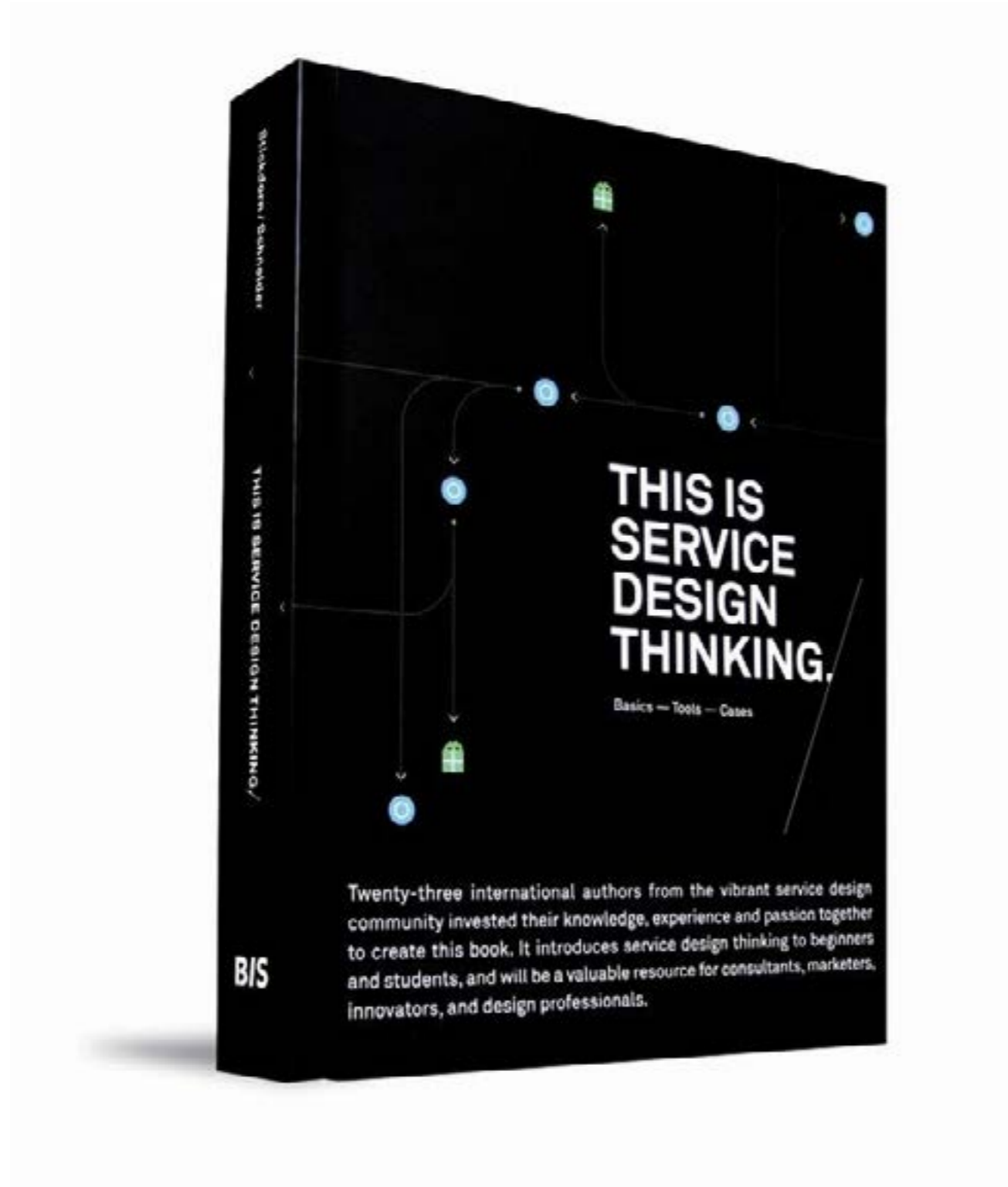
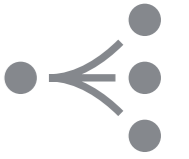
Service Blueprint

...“how a service will be provided, specifying the physical evidence, staff actions, and support systems / infrastructure needed to deliver the service across its different channels.”

Rethinking High Education



Explore Service Design



<http://thisisservicedesignthinking.com/>



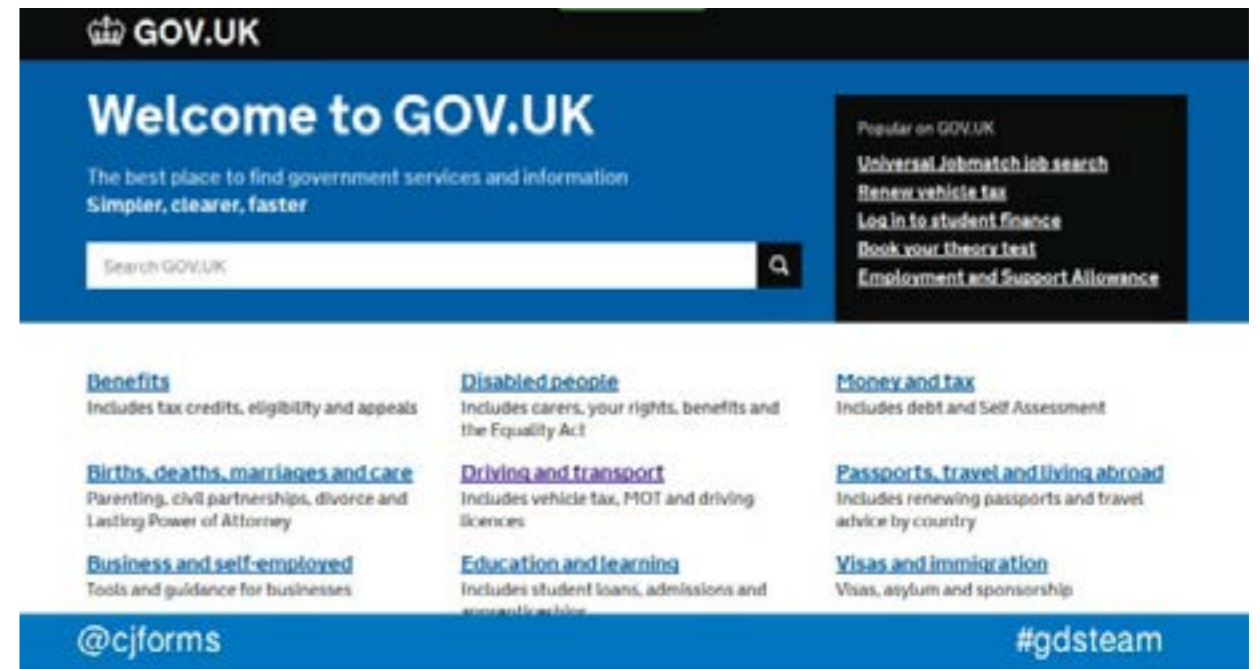
Usability Testing

“evaluating a product or service by testing it with representative users.”

UK.gov Example



2006



2012



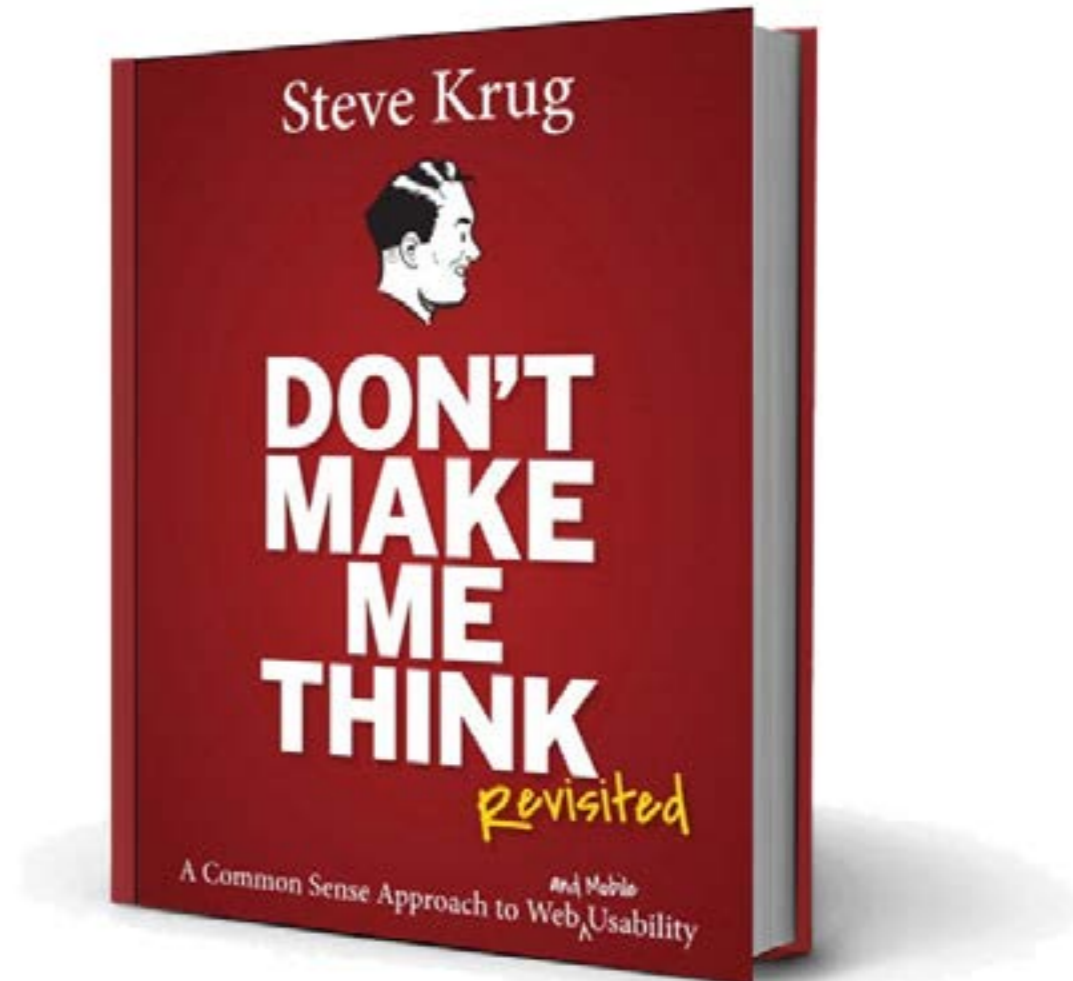
2016

UK.gov Example



**find
what
works
not
what's
popular**

Try Usability Testing



<https://www.sensible.com/dmmt.html>

<https://www.usability.gov/how-to-and-tools/methods/usability-testing.html>

Thank you.

 **@mathiasburton**