designing the___ Disclaimer: Digital or hard copies of this file may be distributed for personal, internal corporate, or classroom use provided that cop are not made or distributed for profit or commercial advantage. Copies must bear this notice and the UPA logo. Any other use requires specific permission from UPA. <u>serience</u> Key to tasks: DONE documentation - deliverable shows that some steps contribute immensely to the effectiveness of the process; not that you *should* documents that will be reviewed and used to complete tasks later on remember: providing a information gathering -information from this step will feed into creating your deliverable documents use surveys conduct reminds you that omitting or skimping on steps in the process can cause expensive backtracking to earlier tasks! great user field studies to to get user experience get info about feedback **evaluation** - a technique that inspects a prototype or system for usability (a reality check for the user experience!) is an ongoing actual last-minute Process! use DEPLOYMENT design changes Phase done without check usability objectives conduct input - oops using usability usability testing testing as soon congratulations! as possible work usability including actual closely with **Heuristic evaluation** testing users improved is an assessment of the usability of a design, based on established design principles, or "heuristics." A heuristic evaluation by an delivery team again document your design! experienced professional can uncover aspects of design that may pose problems for users, in addition to the design as design is ongoing standards and problems revealed by usability testing. guidelines implemented! heuristic crea+e evaluations ★ User-centered crea+e a design Low- and high-fidelity Design (UCD) high-fidelity specification involves users from the beginning of the project, including during analysis to help develop goals, user profiles, and task analysis. Field studies are an efficient way to involve users at this stage. As the design progresses, all design iterations, even sketches, can be tested quickly with users. A great user experience and high user satisfaction are built in from the beginning by early and ongoing attention to users! prototypes Low-fidelity prototypes are usually paper-and-pencil sketches. Starting with low-fidelity prototyping, instead of jumping into designing online, gives the team a chance to look at many options inexpensively. Usability testing with detailed design paper prototypes is quite effective and generally stimulates conduct IMPLEMENTATION many ideas from users, because it is obvious the system isn' yet complete. The next phase of design then iterates to high-fidelity prototypes, which typically are developed in a higher "resolution" media such as an online format and express additional design and functional detail. usability testing Phase on low-fidelity develop Prototypes screen flow **Conceptual model** and navigation walk+hroughs Users form "mental models" about how a system works. A well-designed system portrays a strong conceptual model that helps users form an accurate mental model and matches remember: model of design validate early the way users think about their work. The conceptual model is the over-arching 'theme' of the design. Scenarios, metaphors, and the navigation model all contribute to a high-level design that demonstrates the conceptual model. concepts and often begin to with users! brainstorm design remember: concepts and every step in the crea+e Navigation metaphors process contributes **User profiles** model low-fidelity document the various categories of users and their characteristics. They help a team get a handle on who will be using the system in what ways. User profiles can include information such as demographics, technology experience, subject matter expertise, attitudes and motivations, and frequency of use. Creating posters for different user profiles is a fun and compelling way to make users real for the design team. The navigation model is the big picture, or "bird's eye view" of the system. It considers where users start, how they get from here to there, and what to UCD! * Prototypes begin design all of the major elements will be (such as screens.) A flow diagram Task analysis detailed with paper of the system elements can represent a navigation model. helps the team understand what can be done with the system. It can include design be done with the system. It can include task frequency, importance, and which user groups will do the task. Task analysis can also incorporate a workflow diagram, which is a good way to show the process behind how users does their work. and pencil implemented too soon - oops User Scenarios are stories about how real people do Walkthrough DESIGN their work. They often contain specific people's names and data about how a task is done. Scenarios aid the design In a walkthrough, the design team and users meet to step through a design concept and evaluate how well it works with actual tasks. Various walk-Phase congratulations! team in focusing on real-world people and tasks and can be used in a walkthrough to evaluate design options. through techniques can be used to evaluate early thorough concepts and designs content groundwork increases experts your chance of not really document congratulations! user end users - oops success! you now have the info look a+ document scenarios needed to make crea+e develop competitive informed a +ask user Products performance design decisions Profiles analysis requirements Field studies are an excellent way to obtain information about the users' environments and how they do real work in those environments. Field studies can include both interviewing users and observing their behavior. However, these studies are always conducted in the users' workplaces. Data from field studies drives development of user profiles, task analysis, scenarios, and usability testing protocol. The Usability Life Cycle Any project, even a small project, benefits from incorporating usability early on. During the Analysis phase, set goals and determine who will use the product for what purpose. The Design phase is iterative. That is, the design team continuously evaluates whether the design works for users, Ongoing emphasis on usability throughout the Implementation and Deployment phases helps maintain a user-centered focus during last-minute changes and when planning for the next version. As you plan the project, determine what usability steps will best meet your user and business needs—the darker the square, the more important the step. conduct field studies with key develop stakeholders usability goals to set assemble a and ANALYSIS include vision multidisciplinary objectives Phase usability tasks team to in the ensure complete project plan Multidisciplinary team The design team should include expertise in usability, human factors, marketing, graphic design, technology, engineering, quality assurance, and performance support. Collaborating with each discipline during the analysis, design, and implementation phases will ensure the design meets usability needs; accommodates the technology being used; portrays the interface in a way that will not jeopardize branding; and reflects the intended functionality. expertise!

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