# The life & times of a UX Designer

LCC Student Presentation (24 November 2011)

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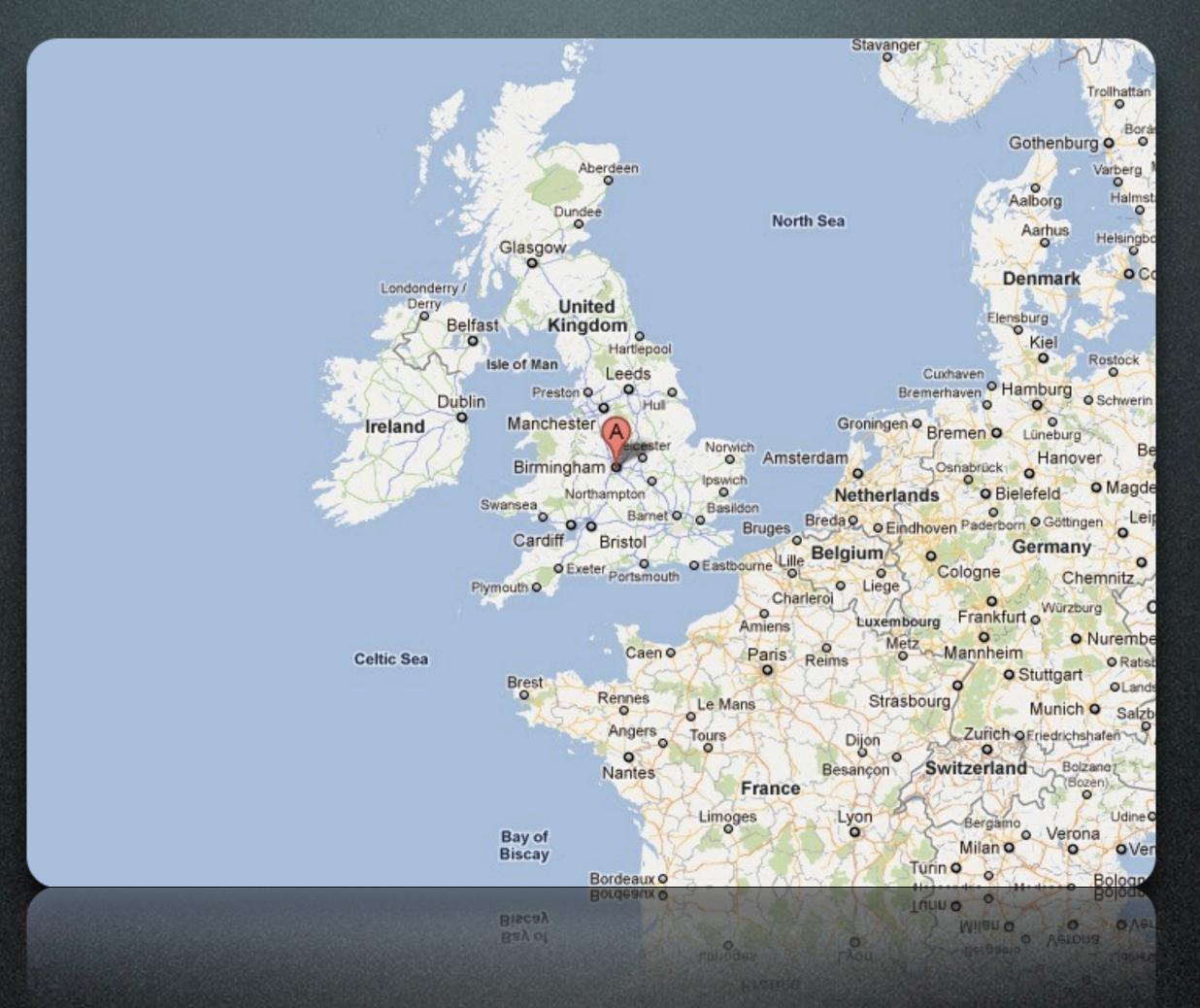


# What we'll cover today

- Background
- What is UX Design?
- Why is it important?
- What does a UX Designer do?
- Tools of the trade?
- What makes a good UX Designer?

- Show me the money!
- Break...
- Website review
- Reading list & links
- Questions...

Background



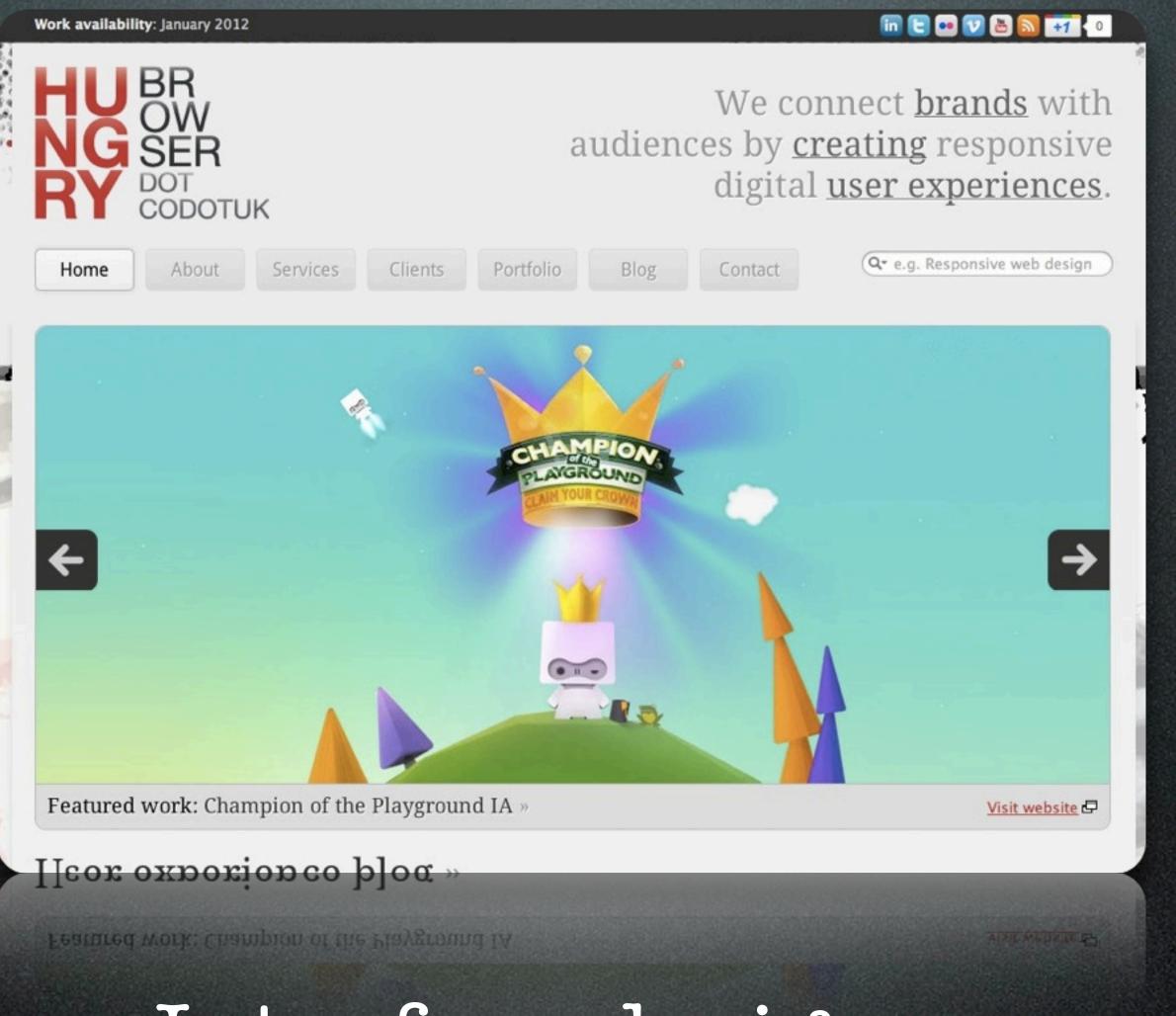
Geography graduate

# Boom/Bust

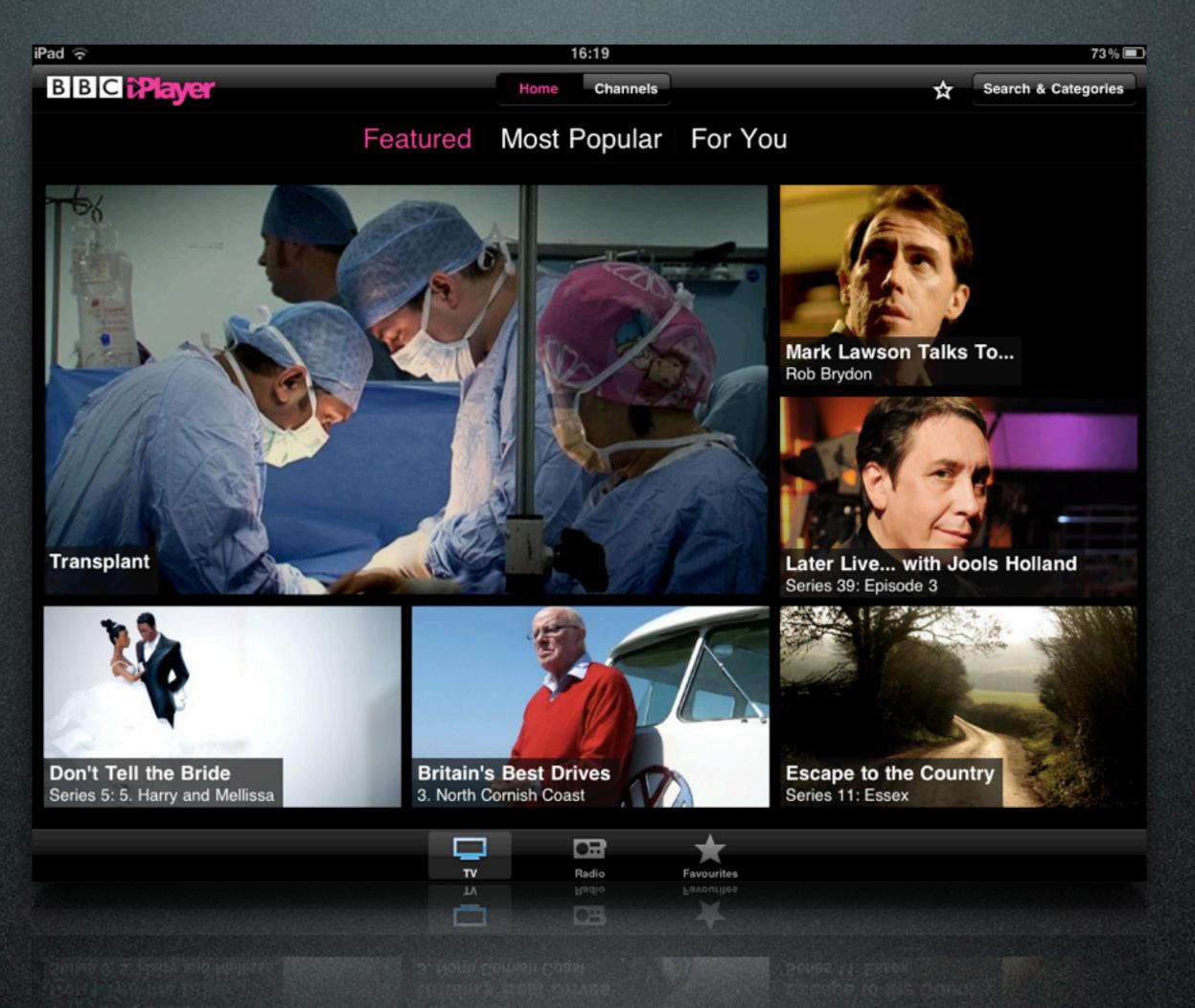
```
92
    a {
        color: #2b4f76;
93
94
        text-decoration: none;
95
        cursor: pointer;
        -webkit-transition: background 0.3s ease, color 0.3s ease, opacity 0.3s ease;
96
        -moz-transition: background 0.3s ease, color 0.3s ease, opacity 0.3s ease;
97
        -o-transition: background 0.3s ease, color 0.3s ease, opacity 0.3s ease;
98
        -ms-transition: background 0.3s ease, color 0.3s ease, opacity 0.3s ease;
99
        transition: background 0.3s ease, color 0.3s ease, opacity 0.3s ease;
100
101
102
    a:hover, a:focus {
103
        color: #0094dc;
104
105
        text-decoration: underline;
106
107
108
    a:active {
109
        color: #002b5a;
110
111
    section p a {
112
113
        text-decoration: underline;
114
115
    /* PDF */
116
117
118
    a[href$='.pdf'] {
         background: url(../img/icon-pdf.png) center left no-repeat;
119
         padding: 5px 0px 5px 30px;
120
121
122
    /* Word link */
123
```

ratherd link a

## Web developer



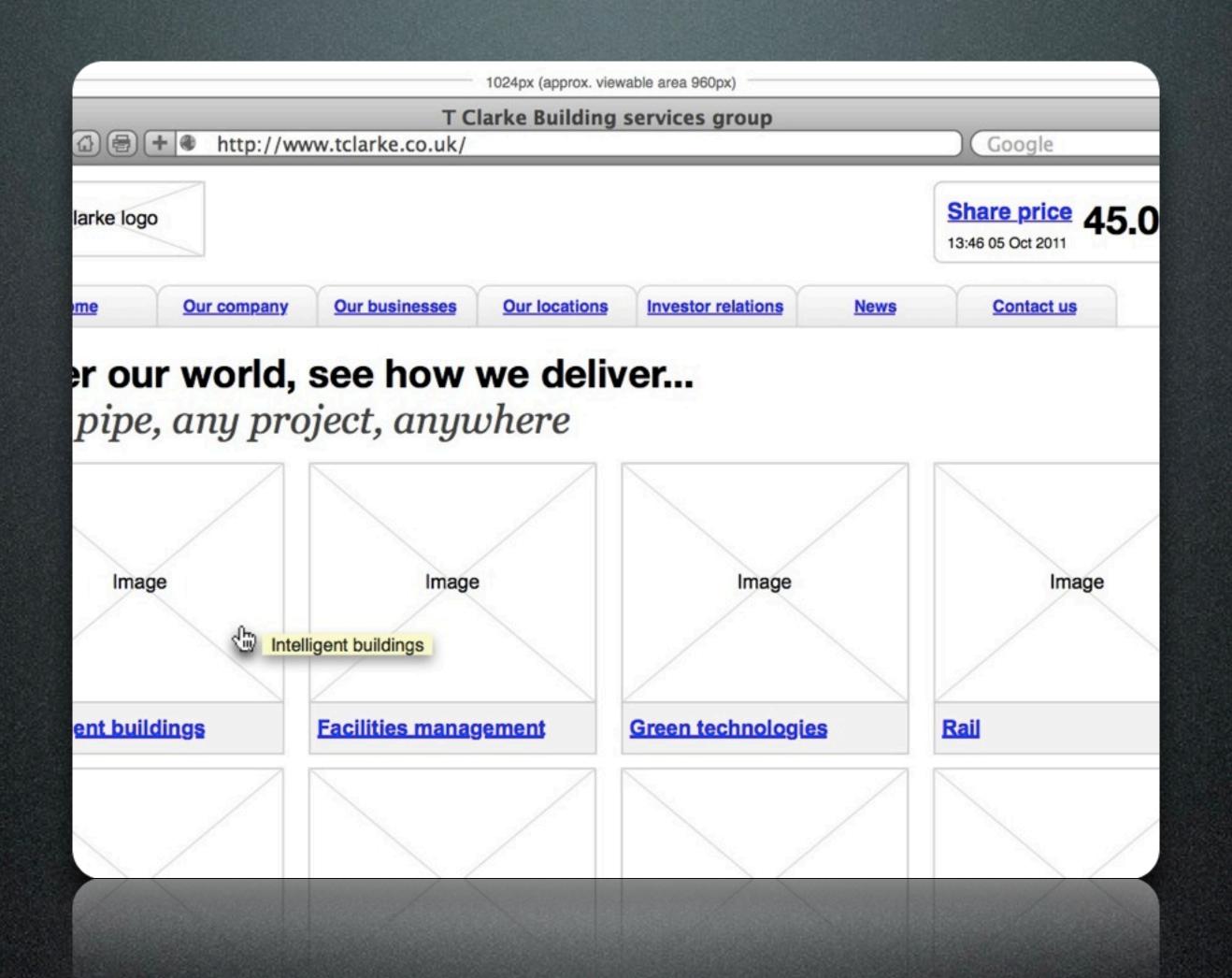
Interface designer



Tech geek



Fitness freak



## UX Consultant

# What is User Experience Design?

# The Elements of User Experience

Visual Design

Interface Design

Navigation Design

Information Design

Interaction Design

Information Architecture

Functional Specifications

Content Requirements

User Needs

Site/Business Objectives

# Isn't UX Design the same as Information Architecture?



Depends on who you talk to!

# What's the difference?

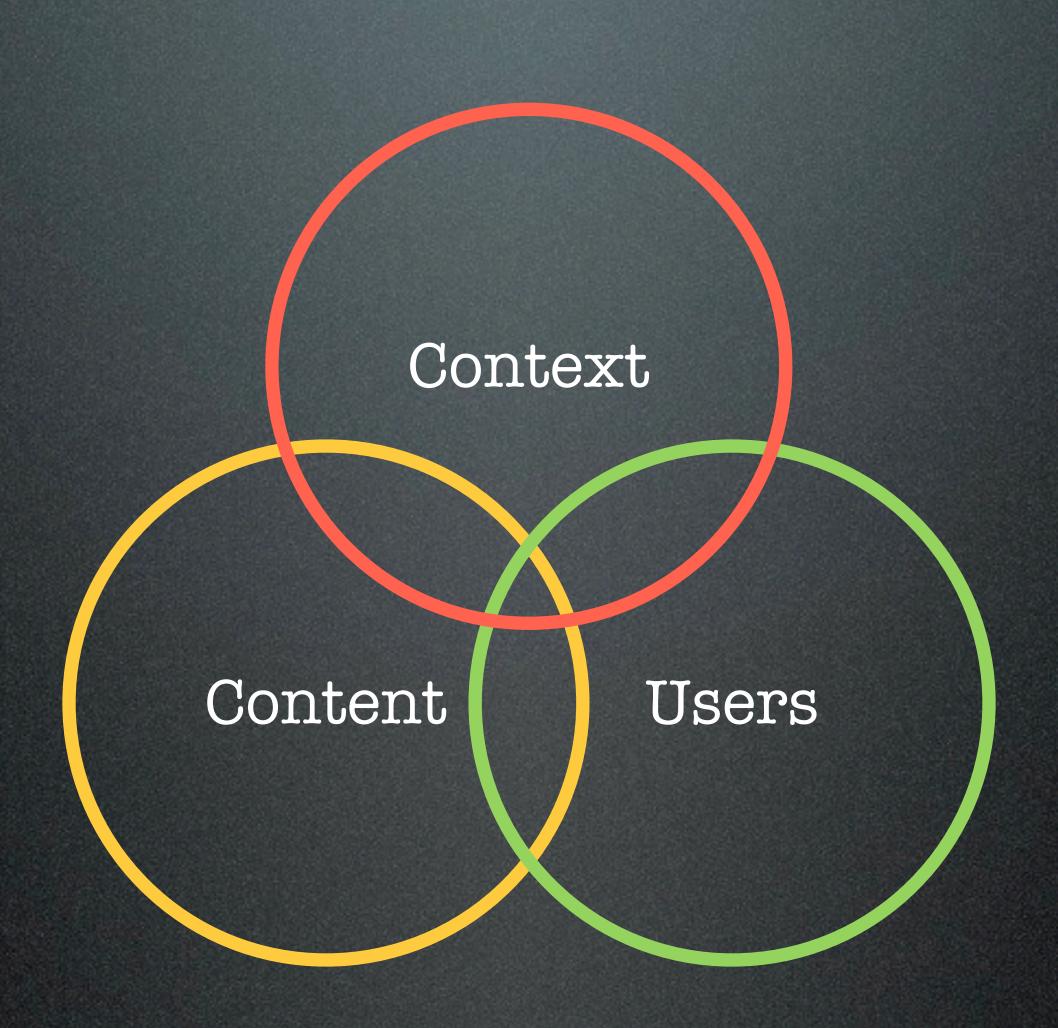
- UX Design is a holistic approach to designing digital user experiences (e.g. websites) that encompasses more than one discipline
- Information Architecture is one facet of UX Design primarily concerned with organising information so people can quickly & easily find what they are looking for

# What's the difference?

- Two terms interchanged within industry
- A traditional IA may lean more towards usability principles & the organisation of information
- A UX designer might lean more towards a creatively lead brand experience

Why is it important?

# A balancing act



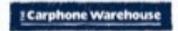
# The benefits

- Provides a clear blueprint for business owners and project stakeholders
- Provides a roadmap for design & development teams
- Provides a framework for user testing
- Better balance business goals & user needs
- Creates more relevant, usable, contextual & memorable user experiences

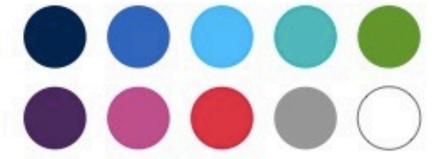
# What does a UX Designer do?



#### 1 - Homepage



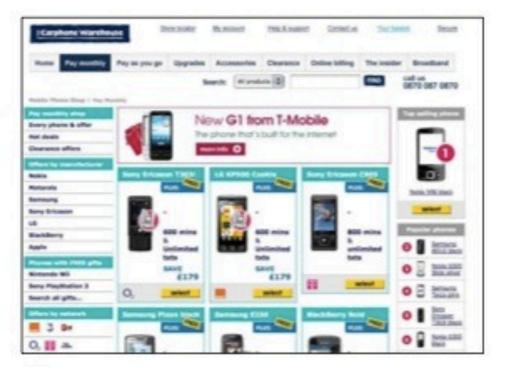
#### Colour pallet



#### URI

http://www.carphonewarehouse.com

URL http://www.carphoneware.house.com



#### 2 - Pay monthly

#### Critique

#### Visual Desig

- · Primary use of different shades of blue as an extension of the logo colour pallet
- Different colours are used to highlight different sections within the site, although the main navigation doesn't reflect this
- · Compact design for header
- · Lack of rollovers to provide interactivity on navigation and buttons
- · Clearly compartmentalised homepage
- Toned down interface, feels slightly more sophisticated than phones4u.co.uk
- Consistent design of CTAs/banners etc.
- Emphasis on FREE or best value for customers, "exclusive", "perfect gift", "new", "popular"
- · Overall design execution is better than phones4u.co.uk

#### Information Architecture

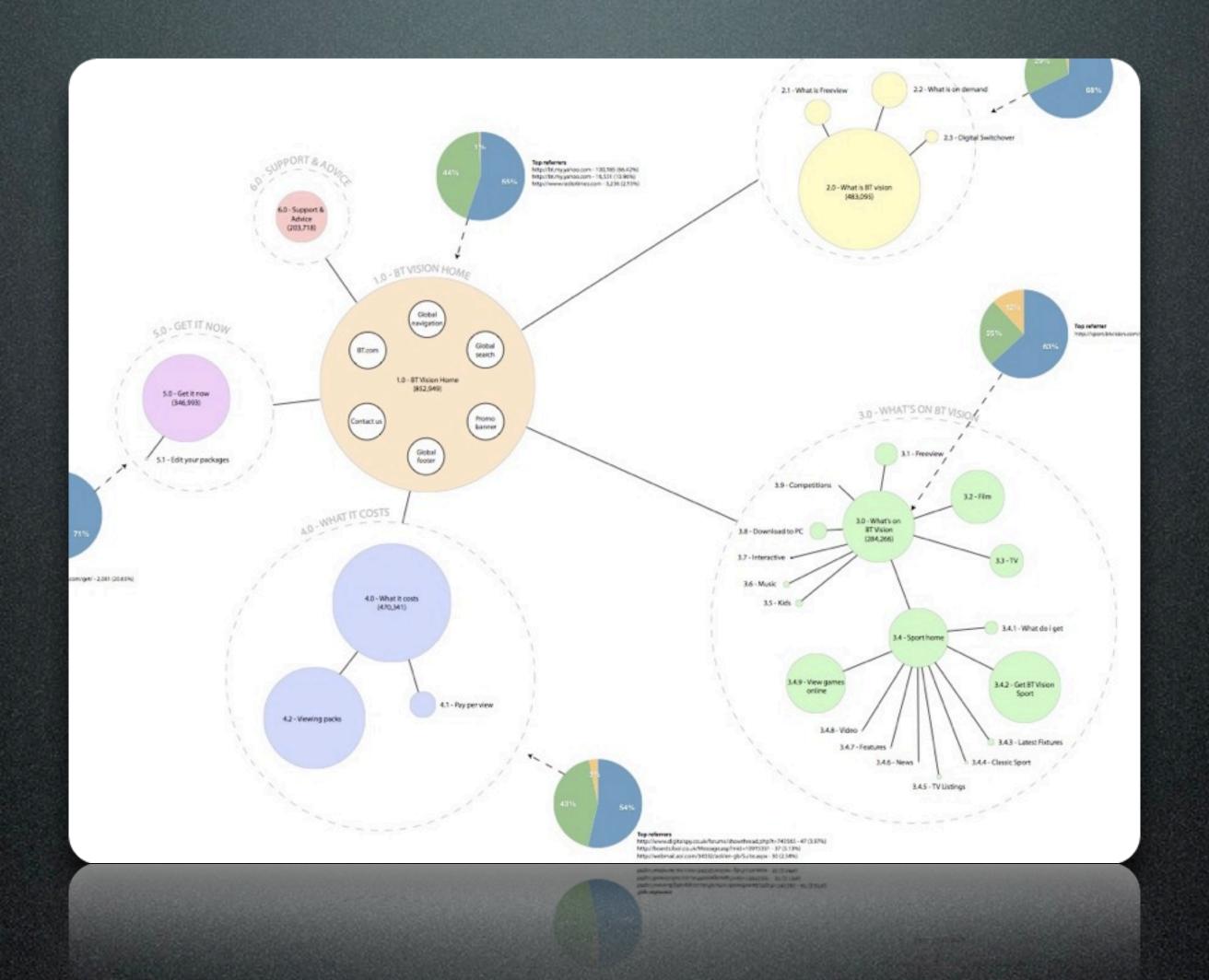
- Relatively clean homepage has provides less chance of users being overwhelmed with too many choices
- · Easy route into order journey
- Site uses common language and industry standard terms to categorise content e.g. "Pay as you go" vs. Pay monthly
- Good labelling of interface elements allows users to use the site immediately
- "Pay as you go" vs. Pay monthly

  Good labelling of interface elements allows users to use the site immediately
- Easy route into crder yourney.
   Site uses common language and industry standard terms to calegorise content e.g.
- wo rico many encicus

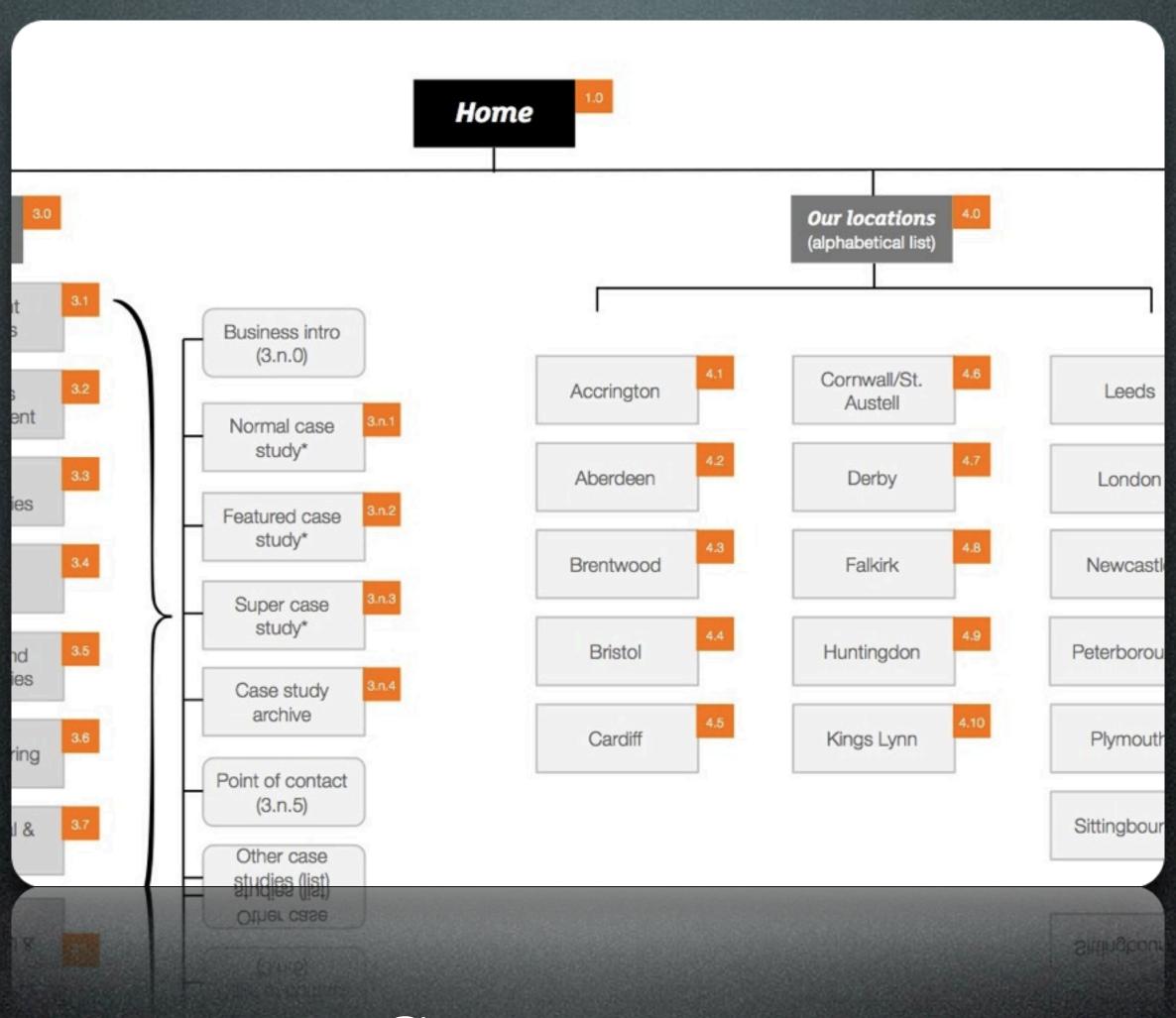
## Competitor reviews

Site Level	0	1	2	3	URL
1.0	Home				http://www.access.sconul.ac.uk
2.0		My SCONUL Access			http://www.access.sconul.ac.uk/users_info/my_htm
3.0		Using SCONUL Access			http://www.access.sconul.ac.uk/users_info/index_h
3.1			How do I join		http://www.access.sconul.ac.uk/users_info/how_htr
3.2			Application form		http://www.access.sconul.ac.uk/users_info/applicat
3.3			Registering with other libraries		http://www.access.sconul.ac.uk/users_info/register
3.4			Using other libraries		http://www.access.sconul.ac.uk/users_info/what_ht
3.5			Using Computers		http://www.access.sconul.ac.uk/users_info/access
3.6			FAQ		http://www.access.sconul.ac.uk/users_info/faq_use
3.7			User guide		http://www.access.sconul.ac.uk/users_info/guide_h
3.8			Useful links		http://www.access.sconul.ac.uk/users_info/links_ht
4.0		Where do you want to go?			http://www.access.sconul.ac.uk/members
4.1			Access Rights		http://www.access.sconul.ac.uk/members
4.2			Search		http://www.access.sconul.ac.uk/members/search.h
4.3			Results		
4.4			Details		Later I a set Market
5.0		Library staff			http://www.access.sconul.ac.uk/libraries_info
5.1			What is SCONUL Access		http://www.access.sconul.ac.uk/libraries_info/index
5.2			How can my library join		http://www.access.sconul.ac.uk/libraries_info/how_
5.3			FAQs		http://www.access.sconul.ac.uk/libraries_info/faq_li
5.4			Alphabetical list of member libraries		https://www.sconul.ac.uk/access/contacts_info/azro
5.4.1				Page for each institution	
5.5			Procedures and job descriptions		http://www.access.sconul.ac.uk/libraries_info/proce
5.6			Providing access to electronic resources		https://www.sconul.ac.uk/access/contacts_info/ukc
5.7			Statistics collection instructions		http://www.access.sconul.ac.uk/libraries_info/stats.
5.8			Stationery		http://www.access.sconul.ac.uk/libraries_info/statio
5.9			Enquiries		http://www.access.sconul.ac.uk/libraries_info/enqui
5.10			SCONUL Access steering group		http://www.sconul.ac.uk/groups/access/
5.11			Useful links		http://www.access.sconul.ac.uk/libraries_info/links
6.0		SCONUL Access contacts			http://www.access.sconul.ac.uk/contacts_info
6.1			Contacts home page		https://www.sconul.ac.uk/access/contacts_info/inde
6.2			Feedback		https://www.sconul.ac.uk/access/contacts_info/feed
6.3			Alphabetical list of member libraries		https://www.sconul.ac.uk/access/contacts_info/azro
6.3.1				Page for each institution	http://www.access.sconul.ac.uk/members/institution
6.4			Standard headings for emails		https://www.sconul.ac.uk/access/contacts_info/star
6.5			Good practice guidelines		https://www.sconul.ac.uk/access/contacts_info/surv
6.6			Guidelines for external reader webpages		https://www.sconul.ac.uk/access/contacts_info/surv
6.7			Update your contact details		https://www.sconul.ac.uk/access/contacts_info/orde
6.8			Order stationery / publicity		https://www.sconul.ac.uk/access/contacts_info/orde
6.9			Annual meetings for contacts		https://www.sconul.ac.uk/access/contacts_info/con
6.10			Providing access to electronic resources		https://www.sconul.ac.uk/access/contacts_info/ukc
6.12			Statistics collection instructions		http://www.access.sconul.ac.uk/libraries_info/state
6.12			Statistics collection instructions		http://www.access.sconul.ac.uk/libraries_info/state
6.10			Providing access to electronic resources		https://www.sconul.ac.uk/access/contacts_info/ukc
6.9			Annual meetings for contacts		https://www.sconul.ac.uk/access/contacts_info/con
6.8			Order stationery / publicity		https://www.scenul.ac.uk/access/contacts_info/ord/

# Content audits



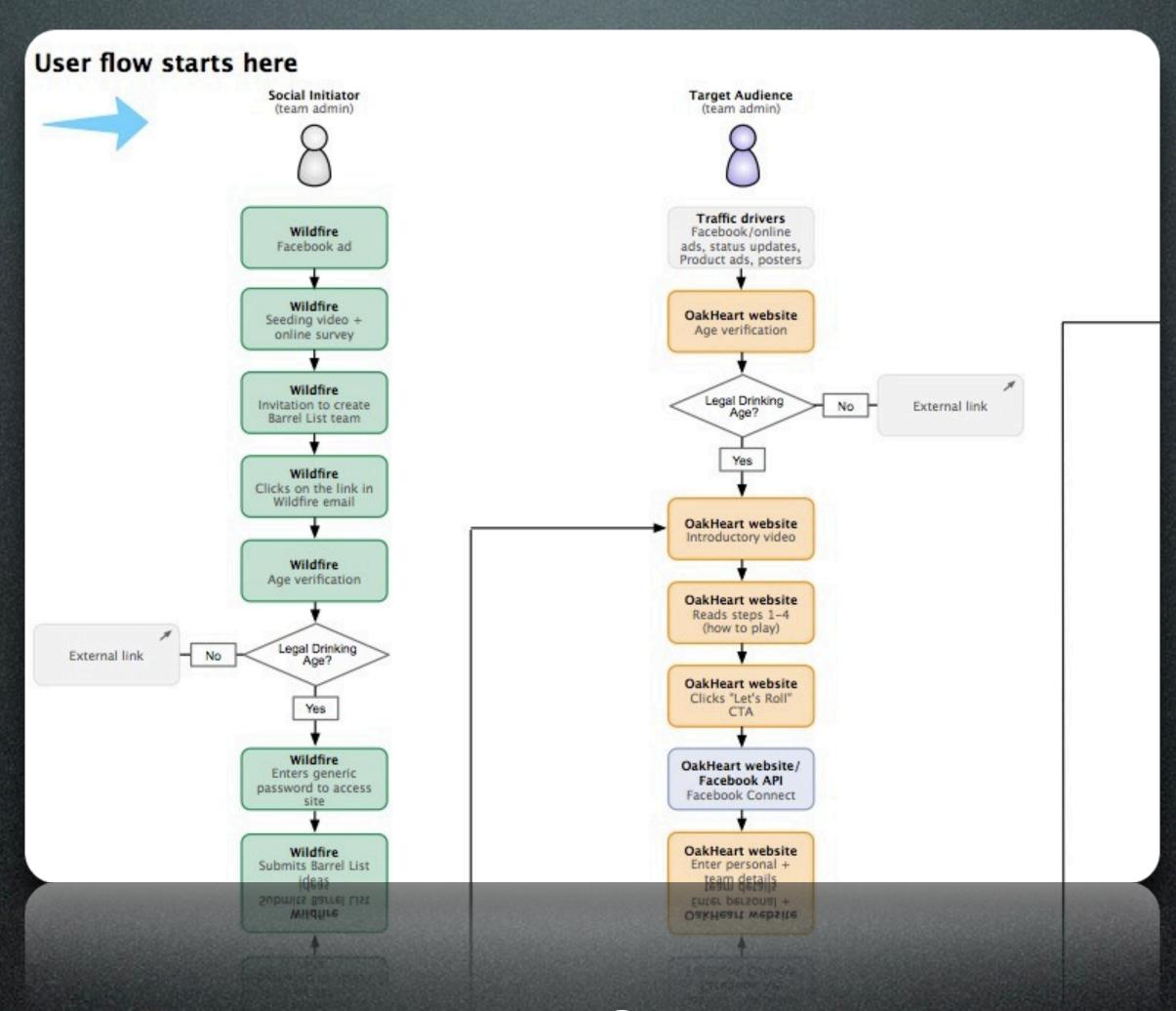
# Traffic analysis



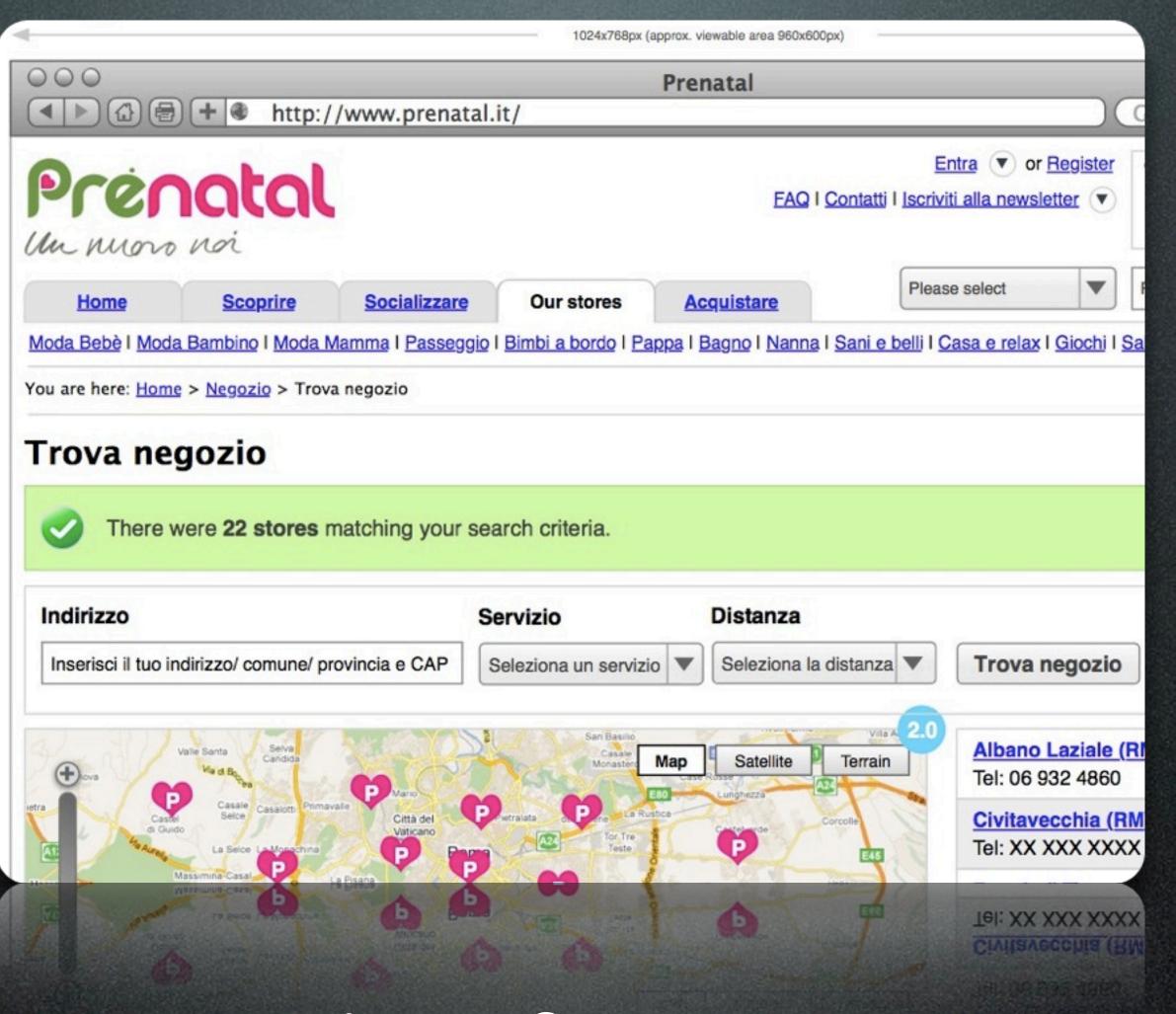
Sitemaps

	Alexis Gallagher	Leon Butler	William Tian	
Audience/	Investment (Private)	Investment (Institutional)	Industrial (B2B)	G
Age	32	49	45	4
Gender	Male	Male	Male	N
Occupation	Investment Advisor, Private investment management	Pension Fund Manager, Scottish Widows	Business Development Manager, Biotechnology industry	A
Technology	Windows XP, Internet Explorer, Broadband, Blackberry	Windows XP/Vista/7, Internet Explorer, Blackberry	Windows Vista, Firefox, Broadband, Blackberry	٧
	Case for gold     Investor digest	Case for gold     Quarterly publications	To understand gold's use in the biotech industry	1 2
	3. Market analysis/demand trends	3. Gold demand trends	<ol> <li>Identify new business opportunities in gold nanotechnology</li> </ol>	3
	Investment opportunities     Industry insight	Investment stats     Performance stats	<ol><li>Research business partners, affiliates etc.</li></ol>	5
	6. How to buy gold	6. Research pension funds	4. Keep up to date on the latest sector-specific news	a
	6. How to buy gold	6. Research pension funds	4. Keep up to date on the latest	
	5. Industry insight	5. Performance stats	3. Research cusiness partners, affiliates etc.	5 a

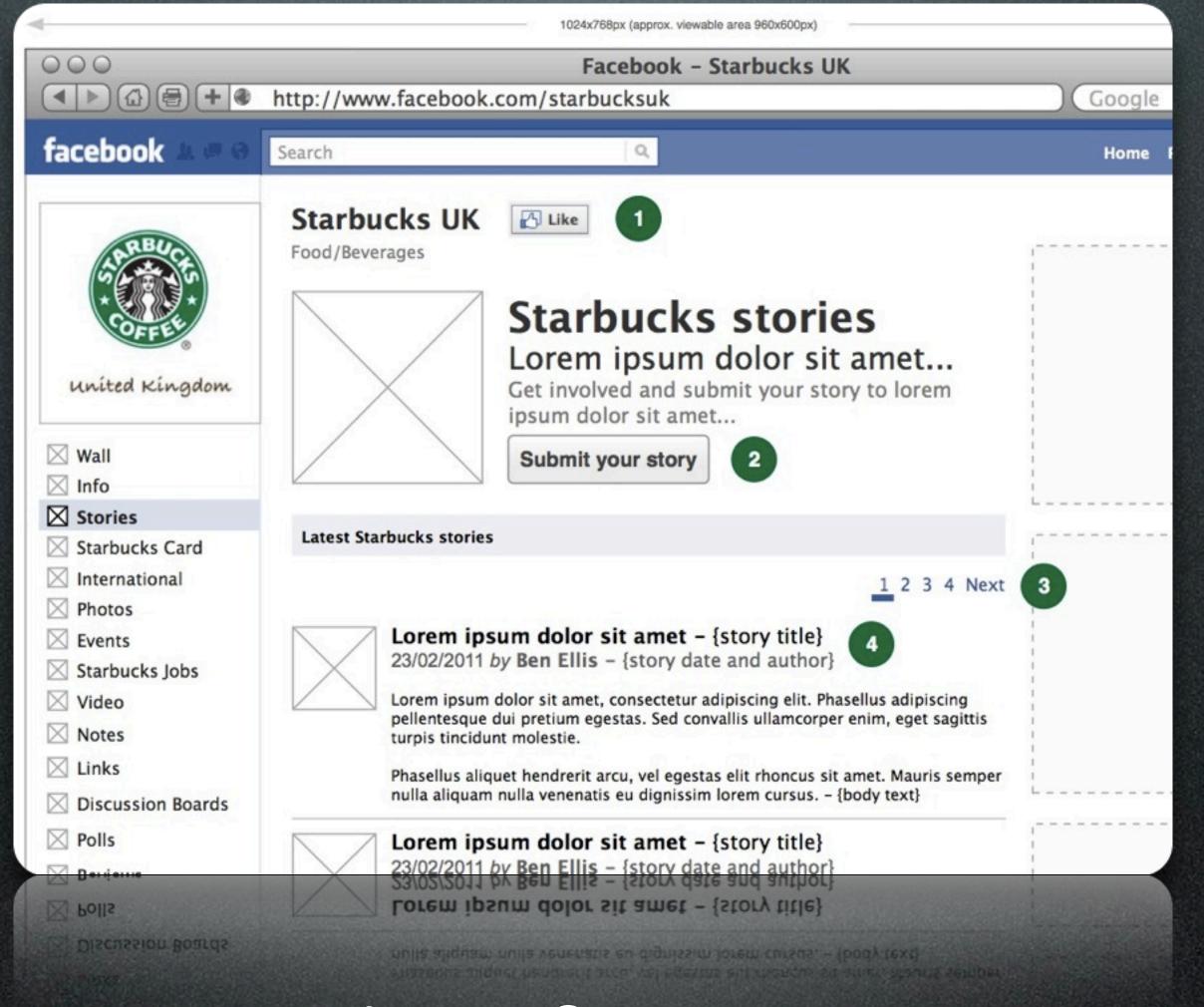
# Personas



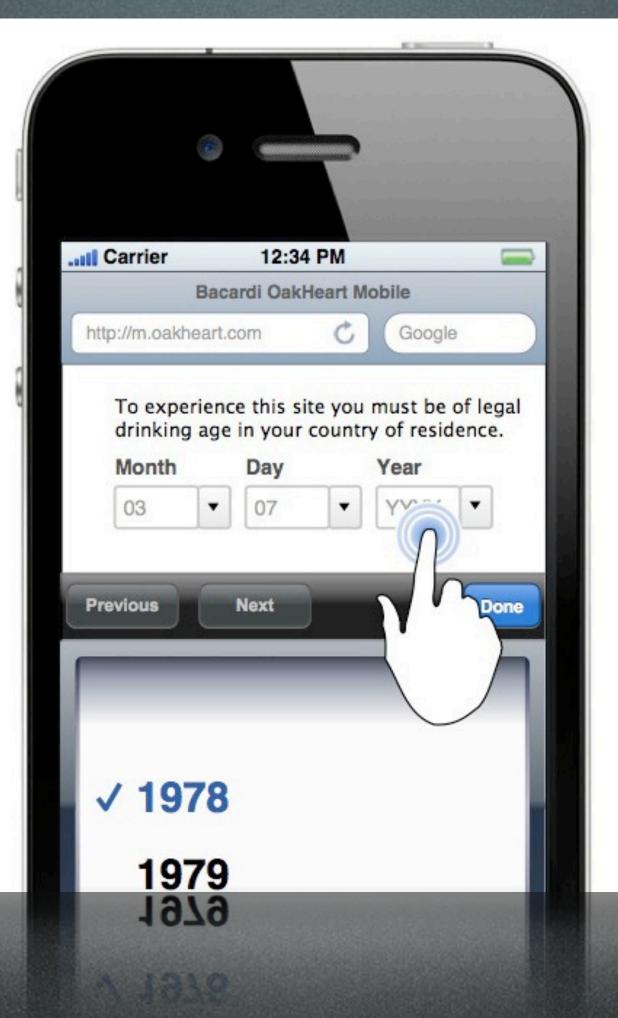
## User flows



Wireframes



## Wireframes



Wireframes

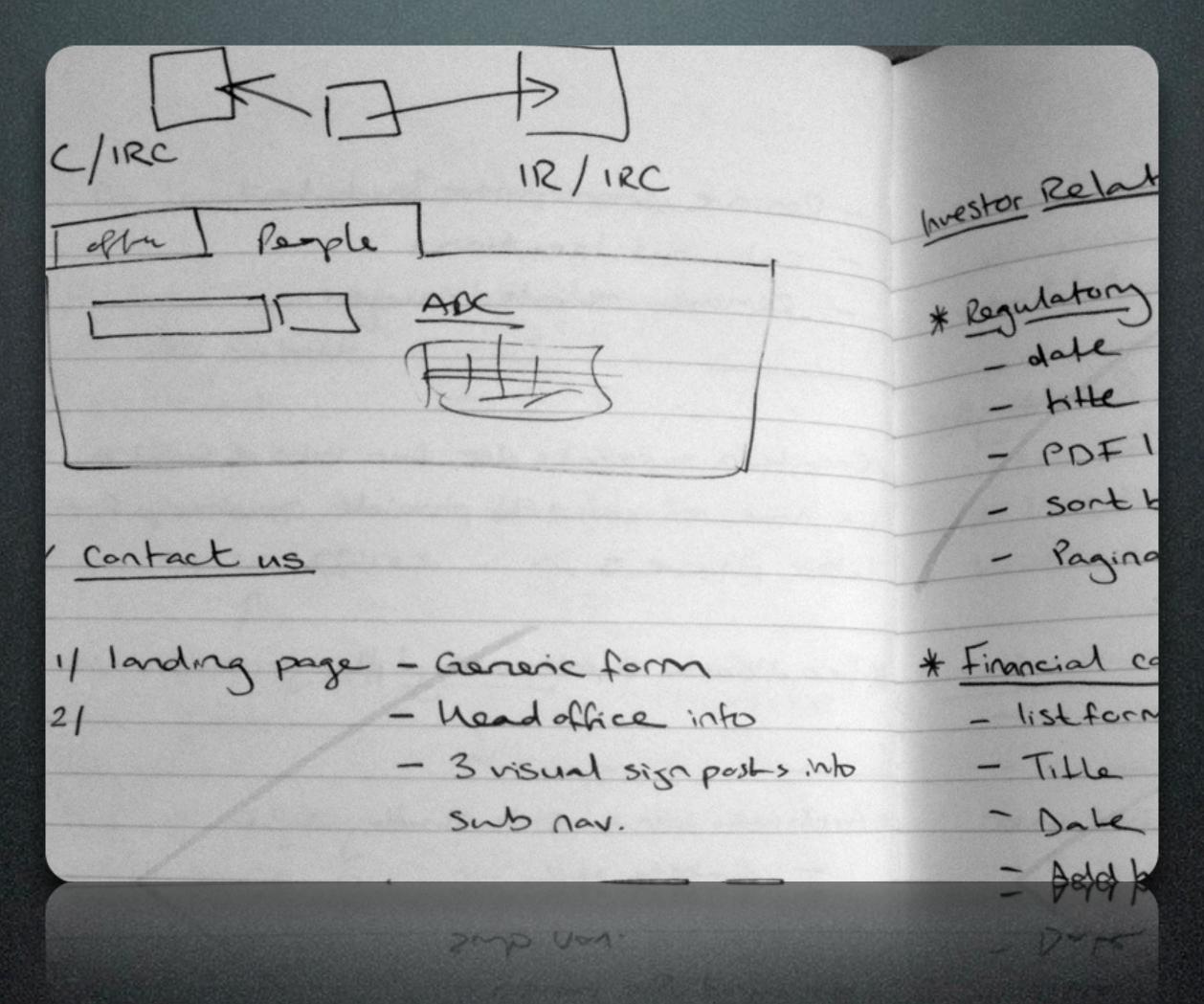
#### Request a tailor-made holiday Our holiday suggestions are individually designed to suit your personal requirements. The more information you provide in completing this should be a suit your personal requirements. If you prefer you can call us on 0844 804 0020 to discuss your requirements. -Personal details -Surname \* Title \* First Name \* City/town \* Postcode \* Address \* State/Province Daytime Phone No. (inc. STD code) \* Email \* Please retype email \* -Marketing details-We will use your e-mail address only to contact you regarding your enquiry. If you WOULD also like to receive our occasional (no more the please tick this box. E-newsletter opt-in How did you hear about us?\* Please specify Holiday interests Holiday interests Please select any or all that you are interested in. Mull & Iona Other islands Foodie breaks Touring Romantic breaks Skye Classic car touring Gardens Wildlife Islay Cruises Steam trains Outer Hebrides □ Special places to stay □ Seaplanes Walking Whisky breaks Flydrive holidays Island-hopping Orkney Further details Please provide further details of anything else about Scotland that has particularly inspired you or interested you. <u>[tinomus dotoi]</u>o

# Prototypes

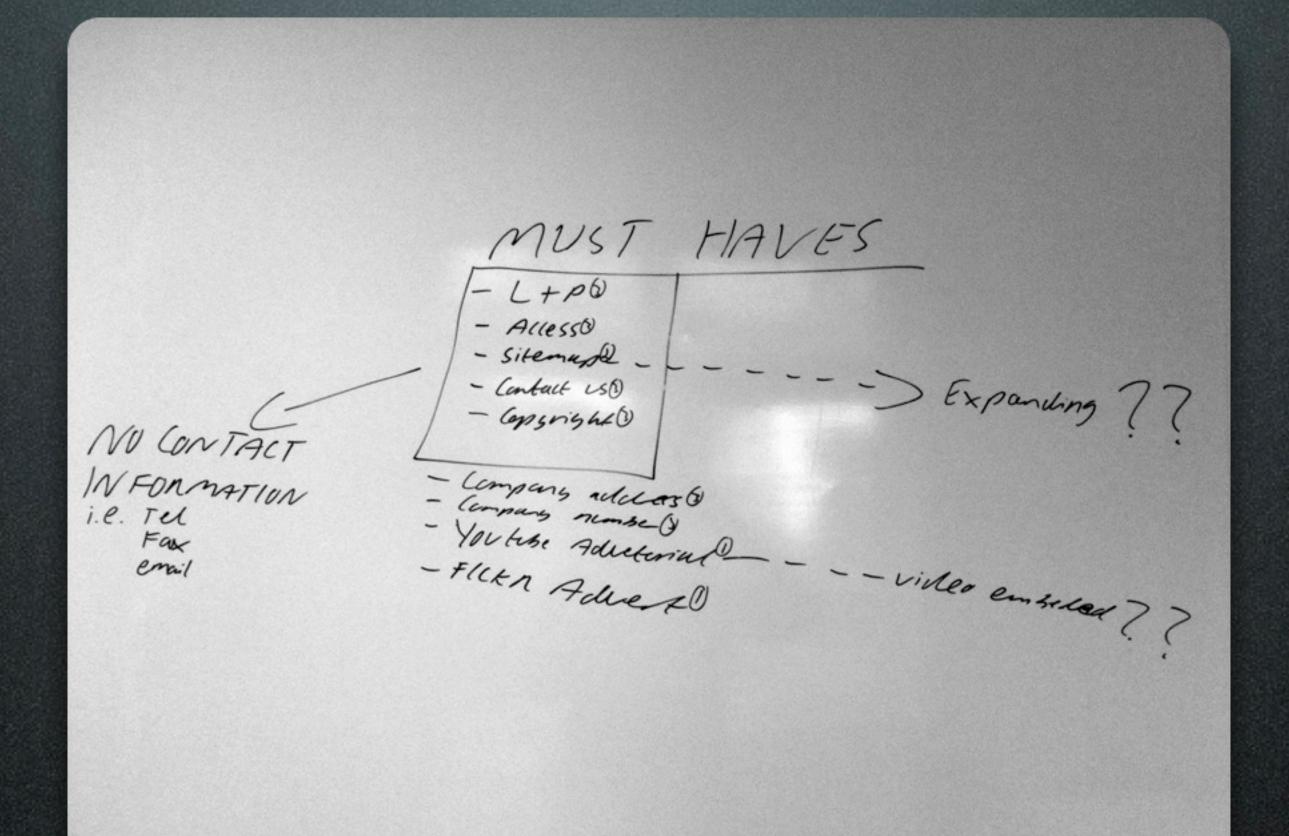
> Request a tailo				
	e individually designed to suit yo als will be right for you.	ur personal requirements. The	more information	n you provide i
you prefer you can call u	us on <b>0844 804 0020</b> to discuss	your requirements.		
Personal details				
Title *	First Name *	Surname *		
Address *	City/town *	State/Province	Postcode *	
			Please retype email *	
Daytime Phone No. (inc. STD	code) *	Email *	Please rety	pe email *
We will use your e-mail ad	dress only to contact you regarding seeing Scotland differently, please	your enquiry. If you <b>WOULD</b> also	like to receive our	
We will use your e-mail ad newsletter, with our tips on	dress only to contact you regarding	your enquiry. If you <b>WOULD</b> also tick this box.	like to receive our	
We will use your e-mail ad newsletter, with our tips on	dress only to contact you regarding	your enquiry. If you WOULD also tick this box. How did you hear about u	o like to receive our	
We will use your e-mail ad newsletter, with our tips on E-newsletter opt-in	dress only to contact you regarding seeing Scotland differently, please	your enquiry. If you WOULD also tick this box. How did you hear about u	o like to receive our	
We will use your e-mail ad newsletter, with our tips on E-newsletter opt-in  Holiday interests  Please select any or all that	dress only to contact you regarding seeing Scotland differently, please	your enquiry. If you WOULD also tick this box. How did you hear about u	s?*	occasional (no
We will use your e-mail ad newsletter, with our tips on E-newsletter opt-in	dress only to contact you regarding seeing Scotland differently, please at you are interested in.	your enquiry. If you WOULD also tick this box.  How did you hear about under a specify  Other islan	o like to receive our	occasional (no
We will use your e-mail ad newsletter, with our tips on E-newsletter opt-in  Holiday interests  Please select any or all that a Touring  Romantic breaks	dress only to contact you regarding seeing Scotland differently, please	your enquiry. If you WOULD also tick this box. How did you hear about u Please specify	o like to receive our	occasional (no
We will use your e-mail ad newsletter, with our tips on E-newsletter opt-in  Holiday interests  Please select any or all that	dress only to contact you regarding seeing Scotland differently, please at you are interested in.	your enquiry. If you WOULD also tick this box.  How did you hear about under a specify  Other islan  Classic car	ds touring	occasional (no

# Prototypes

# Tools of the trade



Pencil/pen & paper



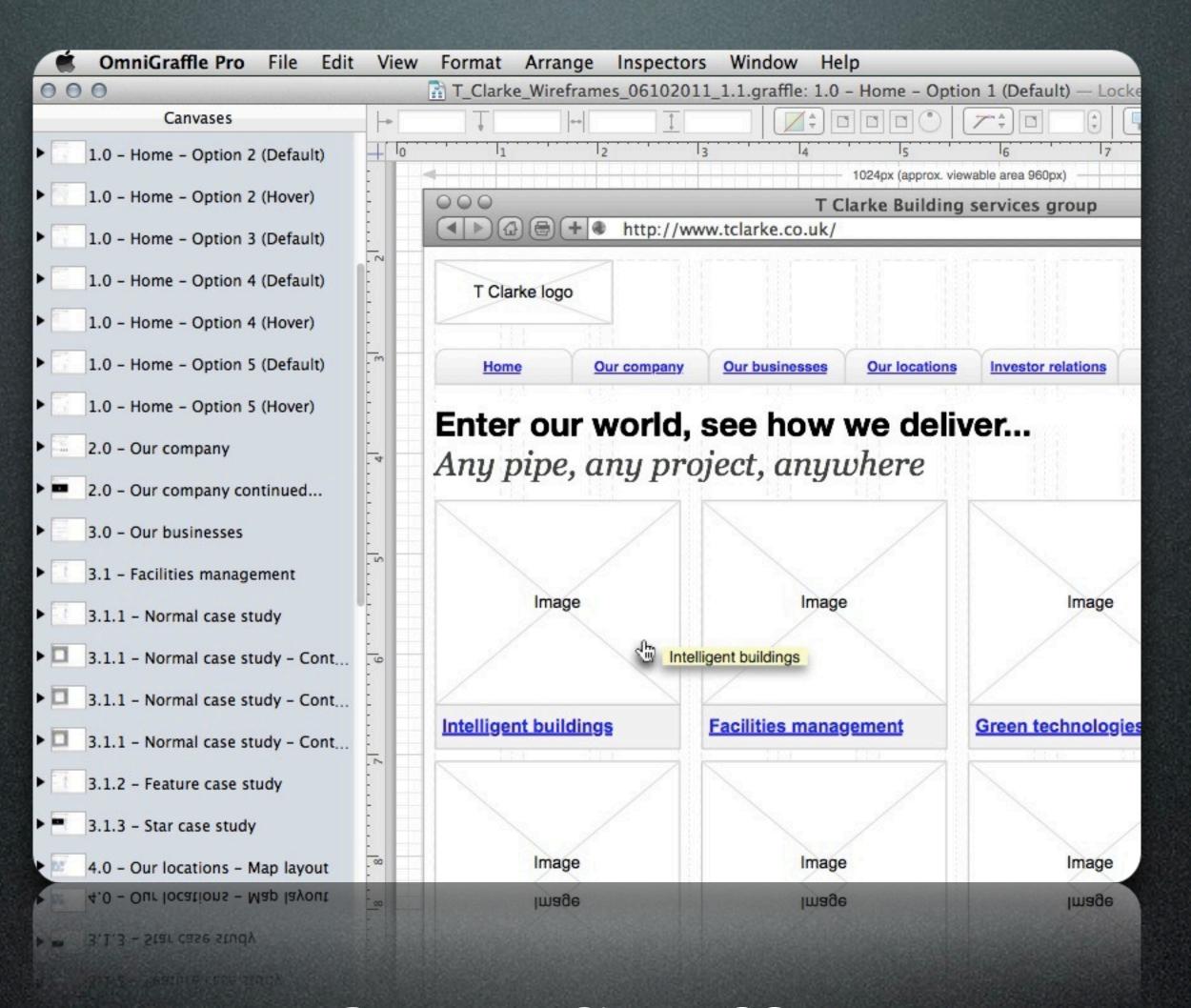
Whiteboards



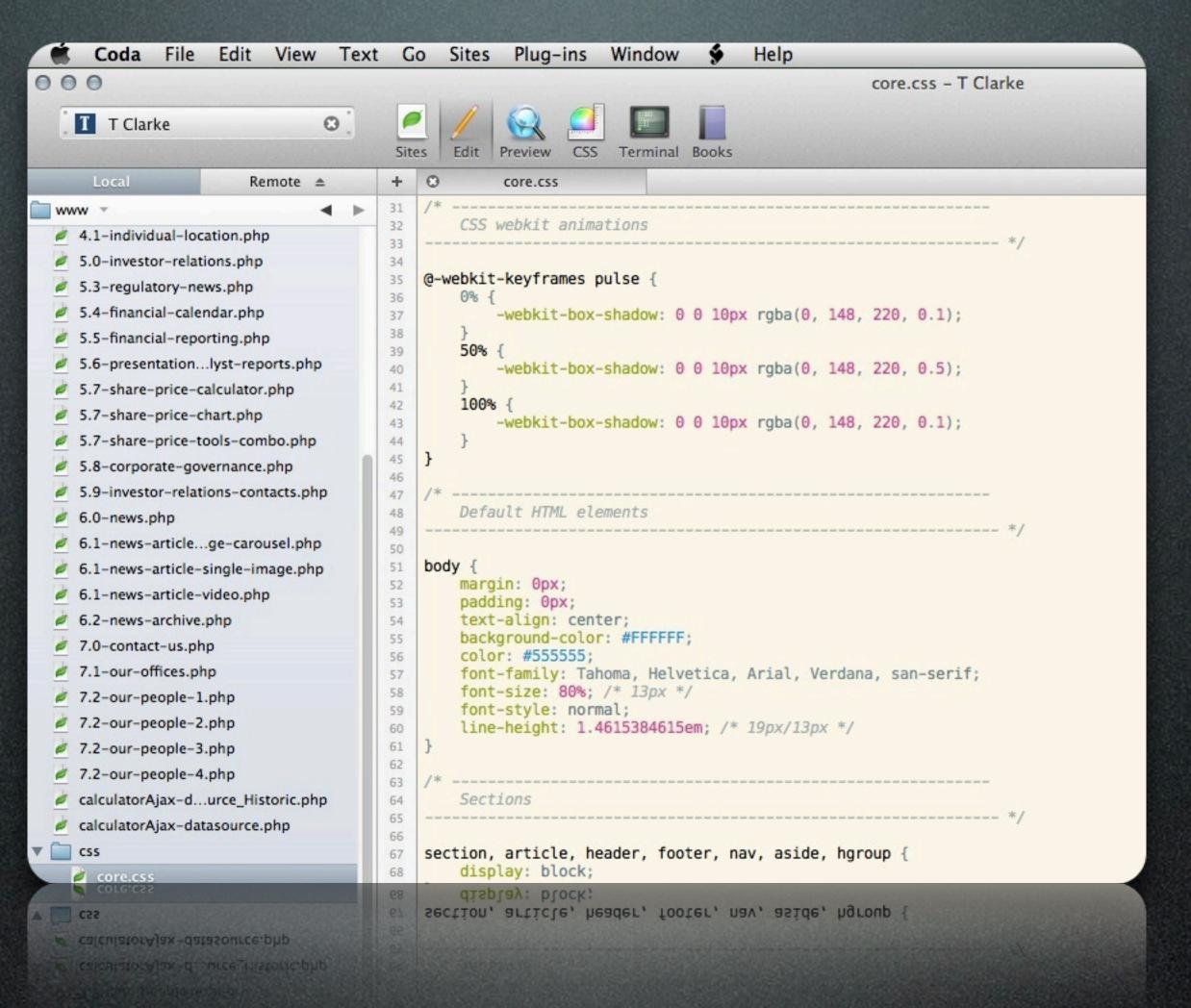
Sticky notes



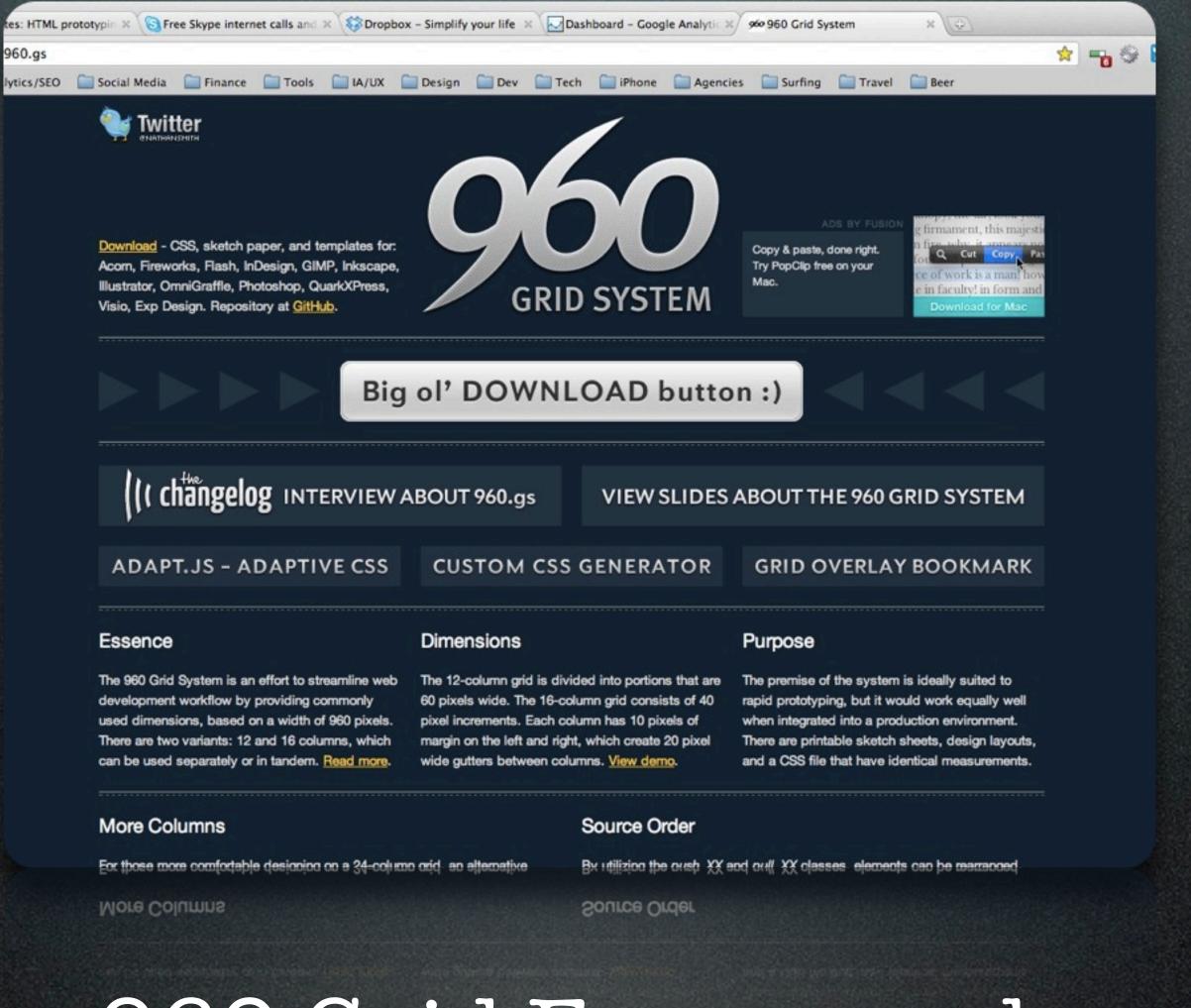
Smart phone



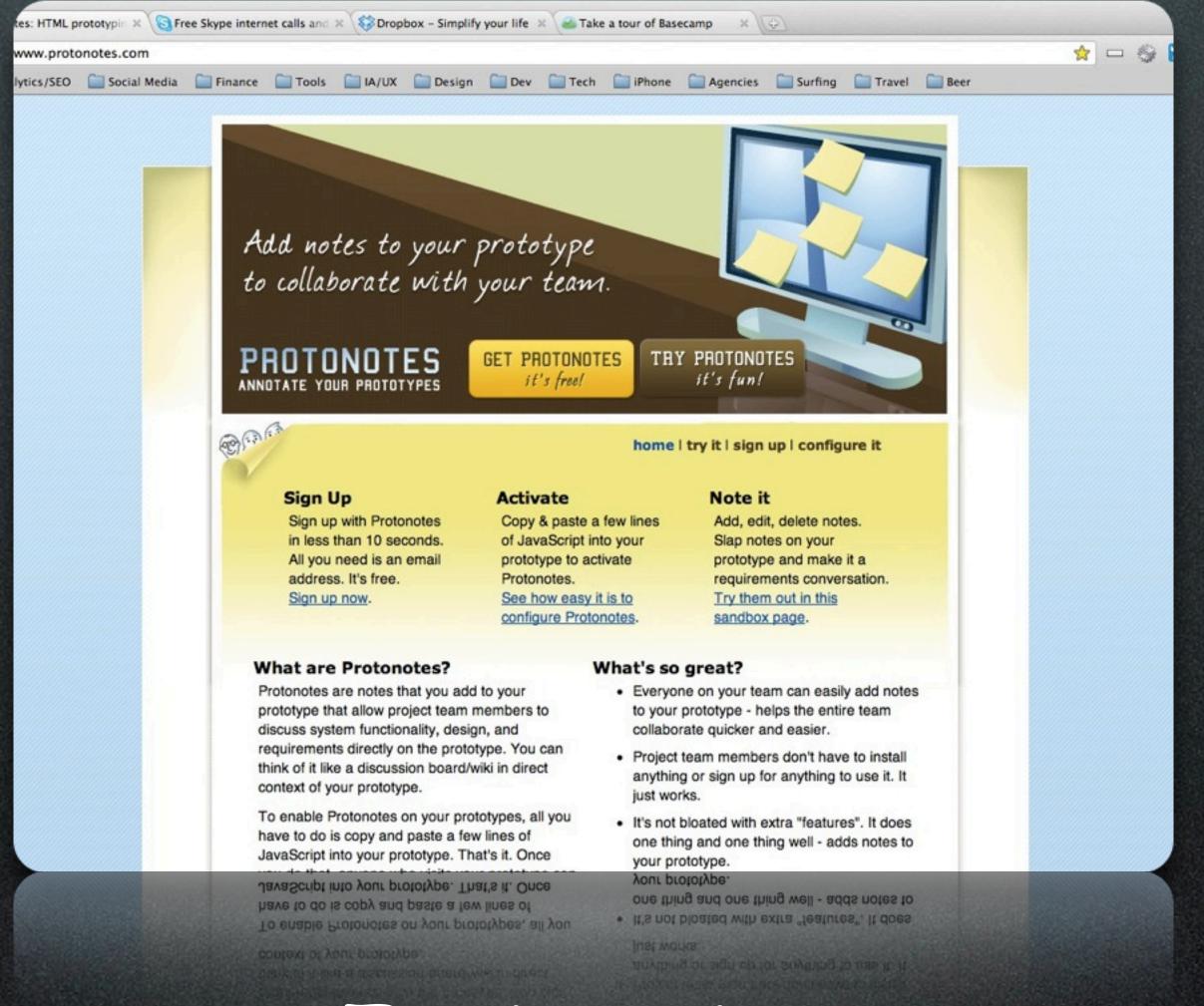
# OmniGraffle



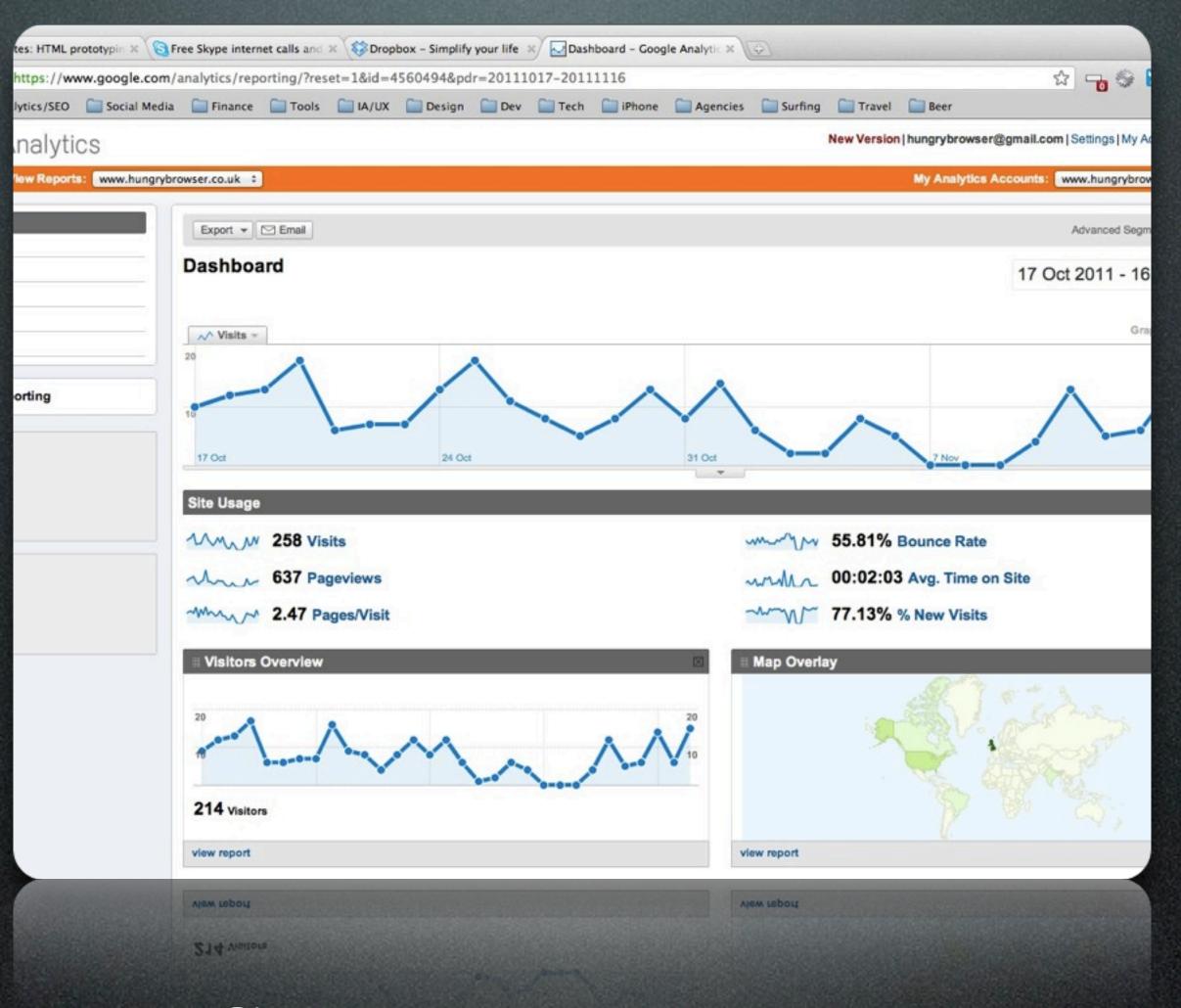
# HTML/CSS/JS



## 960 Grid Framework



Protonotes



Google Analytics





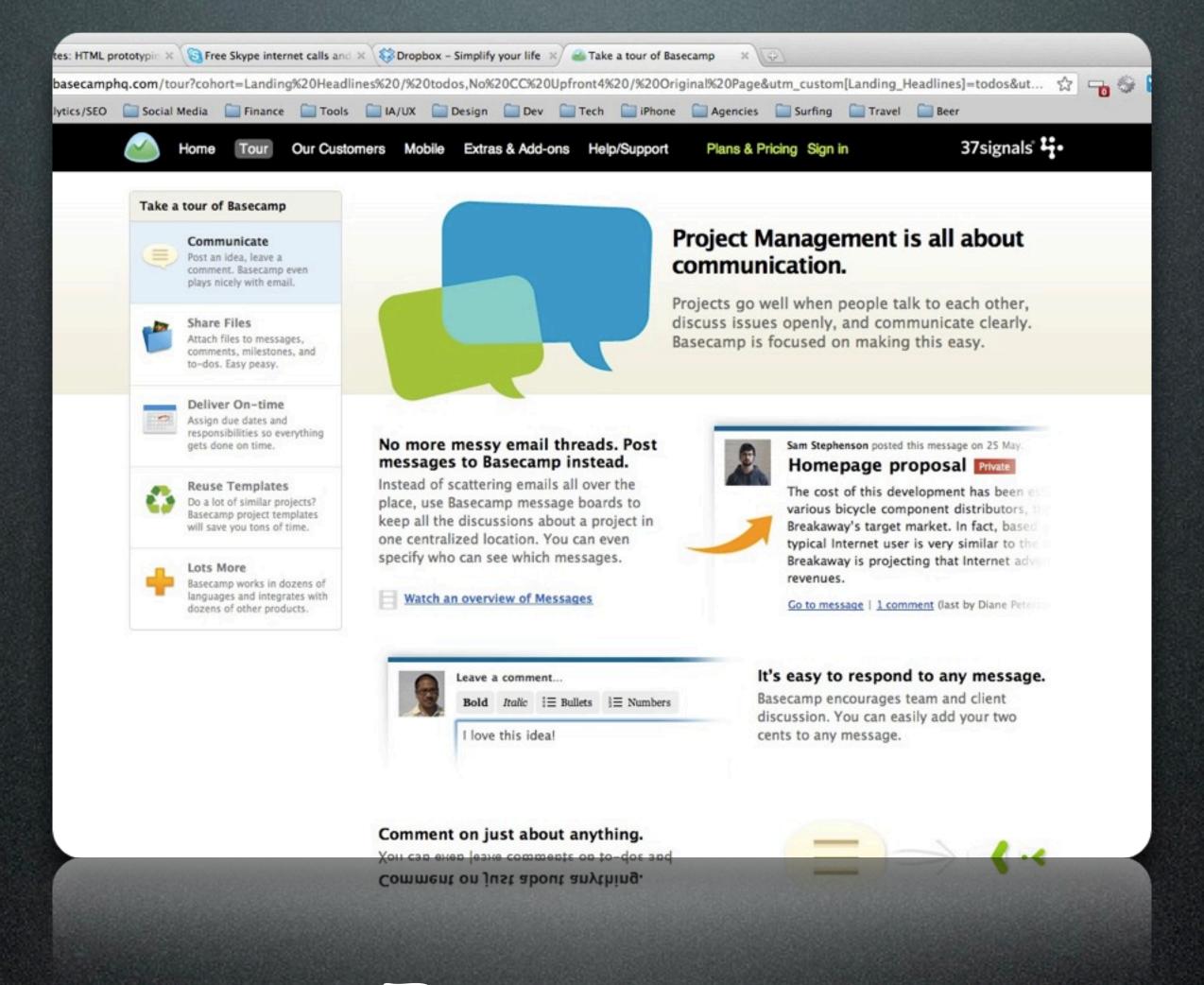


Watch a Video

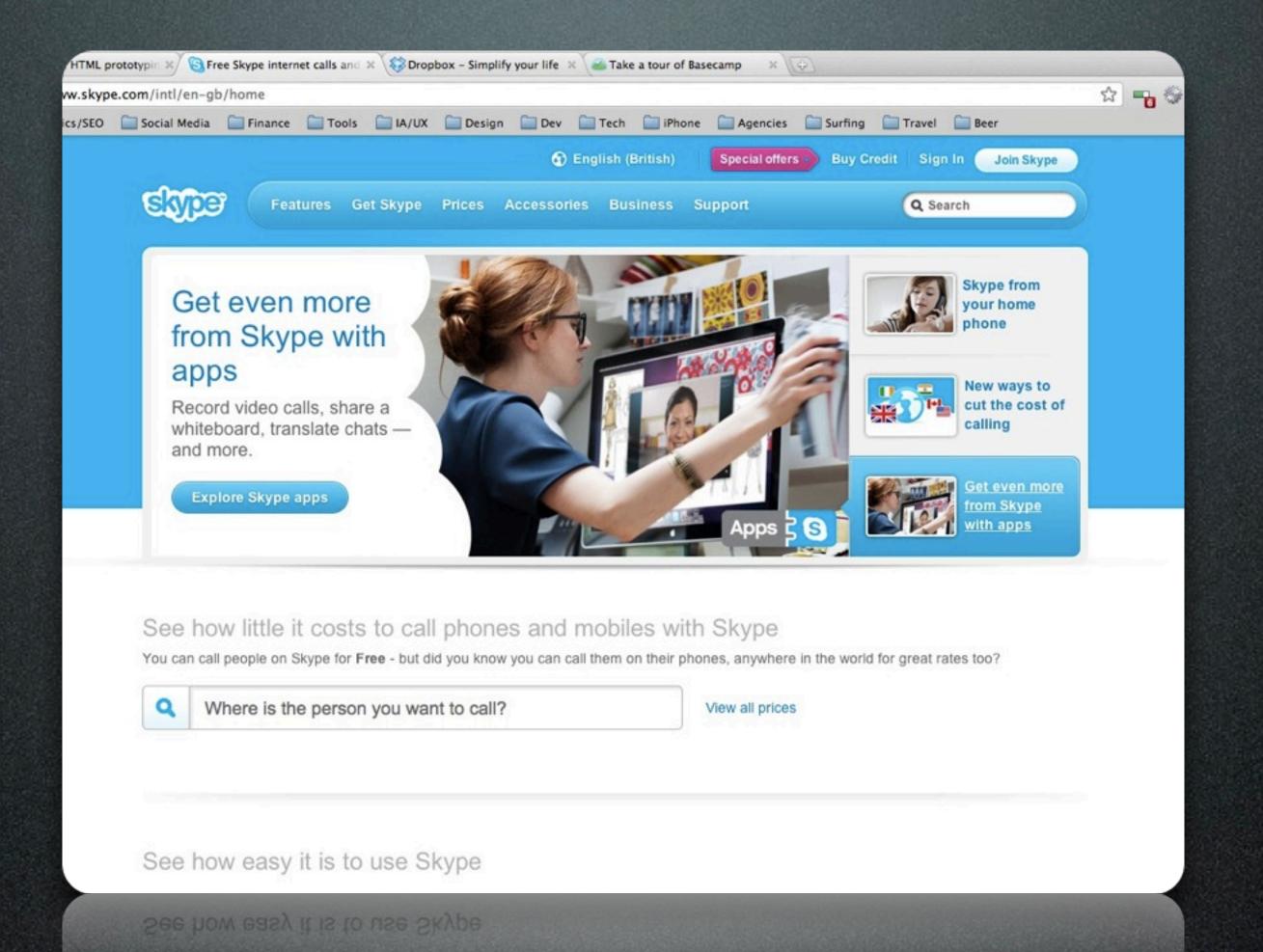


Free for Windows, Mac, Linux, and Mobile

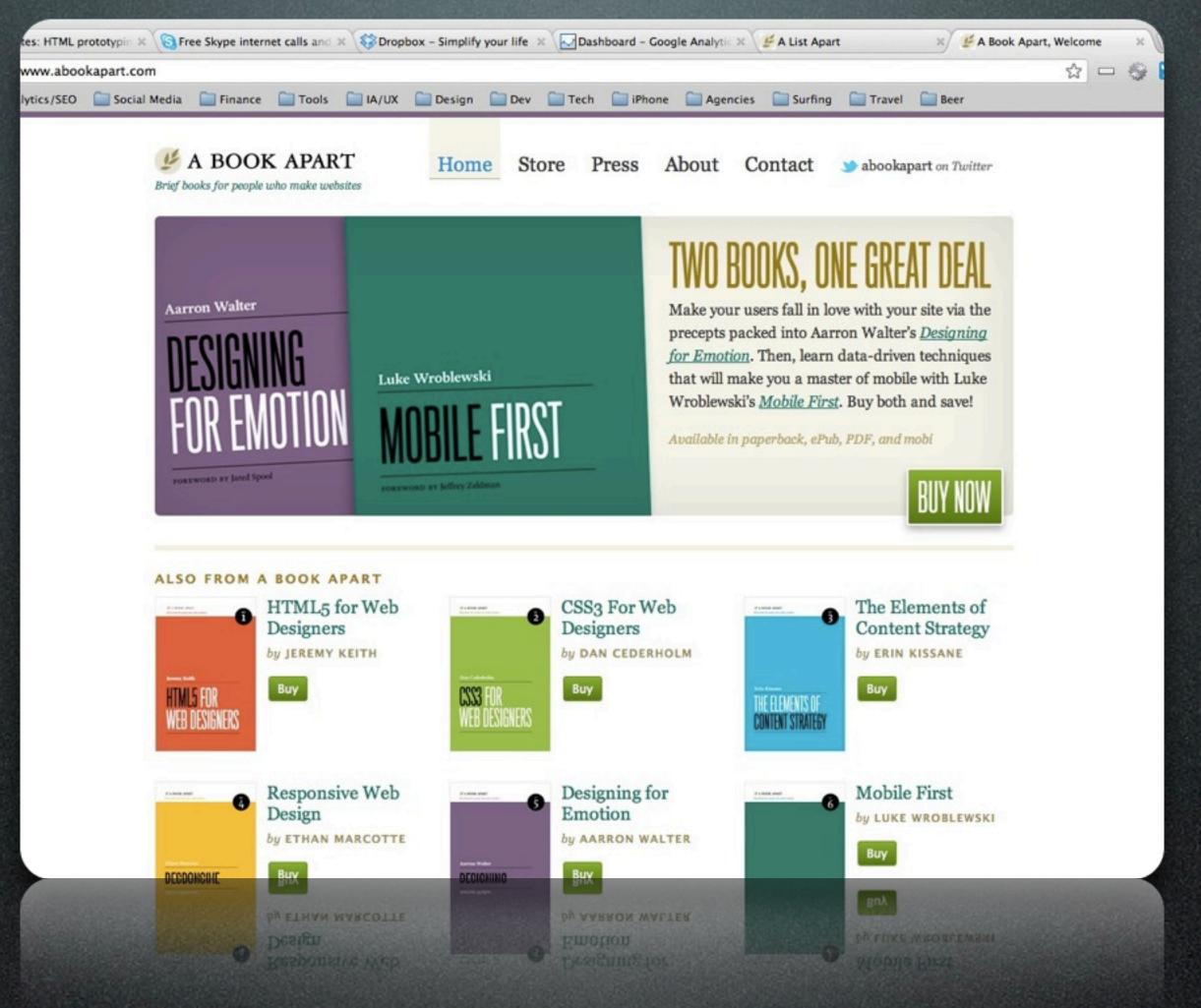
Dropbox



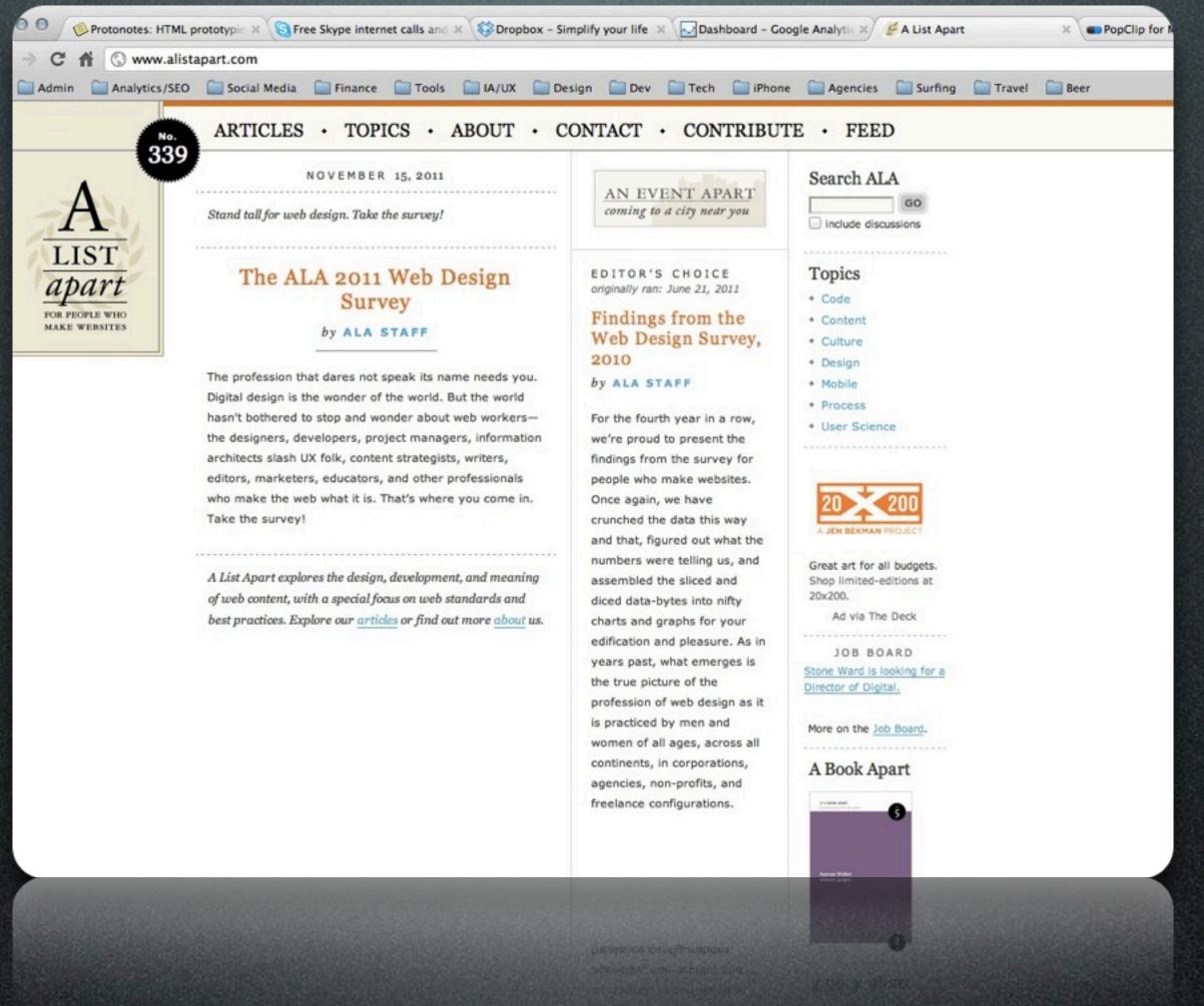
# Basecamp



Skype



# Books



### The web

# Other tools

- UX Sticky notes
- GUI Magnets
- UXPin App
- Adobe Indesign
- Adobe Fireworks
- Adobe Proto
- Axure RP Pro
- Visio

- Balsamiq Mockups
- Protoshare
- Justinmind Prototyper
- Handcraft
- Invision
- iPlotz
- Keynote/Powerpoint

# What makes a good UX Designer?

# Dispelling the myths

- No such thing as a typical UX Designer
- Many backgrounds
- Cross disciplinary skill set
- Some are better than others

# The checklist

- Understanding the medium
- Love for technology
- Research skills
- Presentation skills
- Design skills
- Technical skills

- Inquisitive
- Adaptable
- Realistic
- Attention to detail
- Personable
- Open & co-operative
- Willingness to learn/share

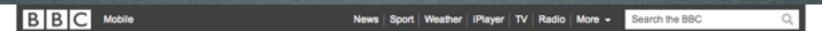
Show me the money!

# Show me the money!

Title	Full Time	Freelance (day rate)
Head of User Experience	£70k+	£550 +
Senior User Experience Architect	£55k to £70k	£350 to £450
User Experience Architect	£35k to £55k	£250 to £350
Junior User Experience Architect	£20k to £35k	£150 to £250
Usability Consultant	£30k to £45k	£250 to £350
Senior Interaction Designer	£50k to £65k	£375 to £450
Interaction Designer	£40k to £50k	£250 to £350

Source: http://www.cogsagency.com/2011/10/digital-salary-benchmarking-for-london-20112012/

# Website review



\_\_\_\_\_

FBI downplays water supply

Russia in Europe

Stranded Mars probe sends signal

Pakistan appoints new

missile threat

envoy to US

Slow paracetamol

overdose warning

'hack'

#### Top News story »

#### **UN condemns** Egypt protest



#### News »



#### 'Excessive force used' in Bahrain

The Bahraini authorities used "excessive force" during a crackdown on protests earlier this year, an independent commission says.

#### Business »

#### Nokia Siemens to cut 17,000 jobs

Chinese manufacturing output dips

Marketwatch (min delay 15 mins) # Marketwatch Ticker

11329.30 7 -164.42 -1.43% **Dow Jones** 2474.36 7 -46.92 -1.86% Nasdag FTSE 100 5152.43 7 -54.39 -1.04% 5505.52 -31.87 -0.58% Dax 2845.96 V -24.72 -0.86% Kubica will not make 2012 start Cac 40

### Gingrich

gambles on immigration Rising Republican

presidential frontrunner Newt Gingrich risks his recent poll gains with a moderate stance on immigration at the latest TV debate.

#### Sport »

#### Pakistan cricketers' appeals reaction



The latest on the appeals by Pakistan cricketers Salman Butt and Mohammad Amir against their sentences

Live - Tipsarevic v Berdych I was not driven by money - Moody We must do a better job - McLaren

#### Entertainment & Arts »



#### Spotlight

#### **Business of Energy**



#### Pipe dream?

capturing CO2 and burying it under the ocean? Energy efficiency: How to cut fuel bills Troubled waters; Cuba's nascent oil industry Battle for gas drives up energy prices

Can we really save jobs and keep the lights on by

#### Most Popular in News

Shared	Read	Watched/Listened	
Crash pilot avoids serious injury			
Tsunami wave sweeps inland		2	
Pilot escapes after wing breaks off plane			3
China dog mounts graveside vigil			4
Nasa ready	for bigg	est Mars mission	5

#### Weather »

London

Min: 8°C

Edit my location

Min: 10°C Detailed forecast

# bbc.co.uk

### Top News story »

### **UN condemns** Egypt protest

UN human rights chief Navi Pillay condemns "excessive use of force" by Egypt's security forces, as protesters and riot police in Cairo agree a truce.





#### News »



#### 'Excessive force used' in Bahrain

The Bahraini authorities used "excessive force" during a crackdown on protests earlier this year, an independent commission says.

#### Business »

Nokia Siemens to cut 17,000



#### Gingrich gambles on immigration

Rising Republican presidential frontrunner Newt Gingrich risks his recent poll gains with a moderate stance on immigration at the latest TV debate.

#### FBI downplays water supply 'hack'

#### Russia in Europe missile threat

Stranded Mars probe sends signal

Pakistan appoints new envoy to US

Slow paracetamol overdose warning

### Sport »

Pakistan cricketers' appeals

### **Spotlight**

#### **Business of Energy**



#### Pipe dream?

Can we really save jobs and keep the lights on by capturing CO2 and burying it under the ocean?

Energy efficiency: How to cut fuel bills

Troubled waters; Cuba's nascent oil industry

Battle for gas drives up energy prices

### **Most Popular in News**

Shared Read Watched/Listened

Crash pilot avoids serious injury Tsunami wave sweeps inland

Pilot escapes after wing breaks off plane

China dog mounts graveside vigil

Nasa ready for biggest Mars mission

#### **Business** »

### Nokia Siemens to cut 17,000 jobs

#### Chinese manufacturing output dips

Marketwatch (min delay 15 mins) Im Marketwatch Ticker					
Dow Jones	11329.30	•	-164.42	-1.43%	
Nasdaq	2474.36	•	-46.92	-1.86%	
FTSE 100	5152.43	•	-54.39	-1.04%	
Dax	5505.52	•	-31.87	-0.58%	
Cac 40	2845.96	•	-24.72	-0.86%	

### Sport »

### Pakistan cricketers' appeals reaction





The latest on the appeals by Pakistan cricketers Salman Butt and Mohammad Amir against their sentences for spot fixing.

#### Live - Tipsarevic v Berdych

I was not driven by money - Moody

We must do a better job - McLaren

Kubica will not make 2012 start

### **Entertainment & Arts** »



### Opera performer Sena Jurinac dies

Opera singer Sena Jurinac, one of the most celebrated sopranos of the post-war period, has died in Germany at the age of 90.

National taking Leonardo action Critics praise England riot drama Newsround to receive Bafta honour

Prouvost wins women's art prize

Williams to receive film plaudit

Honours for Branagh and Fiennes

Willoughby to present The Voice

Cast set for BBC Poliakoff drama

Su Pollard has Strictly Christmas / Health

Technology

Science & Environment

China dog mounts graveside vigil

4

Nasa ready for biggest Mars mission

5

#### Weather »

London

Wednesday

Sunny Intervals Max: 11°C Min: 8°C Sunny Intervals

Thursday

Intervals
Max: 13°C
Min: 10°C

Edit my location



Sunny Intervals Max: 13°C Min: 5°C



Sunny Max: 12°C Min: 10°C

**Detailed forecast** 

Toronto

### Travel »

# Underground tango in Buenos Aires

After the touristy dinner shows conclude each night, the dancers migrate to community centres and dance halls to join in one of multiple milongas taking place.





### BBC in your language »

Spanish El rincón en internet donde el anonimato está garantizado	Chinese 土库曼斯坦将增加 对中国天然气供应	Arabic تقرير لجنة تقصي الحقائق: التعذيب مورس بشكل متعمد ضد المعتقلين في البحرين	Persian  اشواهد صریحی مبنی بر  دخالت ایران در  ناآرامیهای بحرین وجود  ندارد'
More languages			
Azeri AZƏRBAYCAN	Bangla বাংলা	Burmese ြန်မာ	French AFRIQUE
Hausa HAUSA	Hindi हिन्दी	Indonesian INDONESIA	Kinyarwanda GAHUZA
Kirundi KIRUNDI	Kyrgyz КЫРГЫЗ	Nepali नेपाली	پښتو Pashto
Portuguese BRASIL	Russian HA PYCCKOM	Sinhala ଞିଂଷଡ	Somali SOMALI
Swahili SWAHILI	Tamil தமிழ்	Turkish TÜRKÇE	Ukrainian УКРАїНСЬКА
اردو Urdu	Uzbek O'ZBEK	Vietnamese TIÉNG VIỆT	

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# Website review

- Use of hero content to promote top stories
- Clear messaging/content hierarchy/grid structure
- Content organised by topic/social functions
- Common design patterns e.g. tabbed content/carousels to reduce clutter & scrolling
- High contrast typography increase readability
- Right-hand column space becomes redundant
- Removal of page customisation functions

# Reading list & links

# Reading list

- Information Architecture for the World Wide Web by Peter Morville & Louis Rosenfeld
- Communicating Design by Dan M. Brown
- Designing Interfaces by Jenifer Tidwell
- A Practical Guide to Information Architecture by Donna Spencer
- Prototyping: A Practitioner's Guide by Todd Zaki Warfel
- Sketching User Experiences by Bill Buxton
- Designing with Web Standards by Jeffrey Zeldman
- HTML5 For Web Designers by Jeremy Keith
- CSS3 For Web Designers by Dan Cederholm
- Responsive Web Design by Ethan Marcotte

# Links

- http://alistapart.com/
- http://uxmag.com/
- http://konigi.com/
- http://www.boxesandarrows.com/
- http://wireframes.linowski.ca/
- http://www.ixda.org/
- http://iainstitute.org/
- http://960.gs/
- http://cssgrid.net/
- http://www.webdesignerdepot.com/
- http://www.smashingmagazine.com/
- http://webdesignledger.com/

Thanks

Questions?