HEY LAUNCHBOX:
USER EXPERIENCE REALLY MATTERS
INTRODUCTIONS
We work here
@barn

BRIAN WILLIAMS
CEO & President of News Operations
That's "Michael"

M. JACKSON WILKINSON
User Experience Strategist & Music Director
WHAT IS UX?
IMPROVING THE USER’S PERCEPTION OF A PRODUCT THROUGH GREAT ARCHITECTURE AND INTERACTION DESIGN
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FINDING WHAT YOU NEED
SOLVING A PROBLEM
IMPORTANT?
ONE WORD:
DESPITE SHORTCOMINGS

- copy & paste
- no MMS
- at&t
- no Flash
- no video camera
We’ve learned and struggled for a few years here figuring out how to make a decent phone. PC guys are not going to just figure this out. They’re not going to just walk in.

Ed Colligan
CEO, Palm
EXPERIENCE
But even in version 1.0, the iPhone is still the most sophisticated, outlook-changing piece of electronics to come along in years. It does so many things so well, and so pleasurably, that you tend to forgive its foibles.

David Pogue
The New York Times
We've summized 46,057,869 opinions across the web

Find reviews and sentiments on millions of items

Discover what people like and dislike

4 results for motorola s9

Motorola MOTOROKR S9 Bluetooth Active
Reviewed by 6 bloggers, 198 users

... I figure if any of them are high quality this one is. I'm definitely going to buy a Bluetooth headset. I've never owned one, I figure I should try it out, they're not... — Dave Whet

Motorola Bluetooth Active Headphones S9 -
Reviewed by 21 voters

I have waited for some time to pick up a Bluetooth headset. Most have been miserable, or had small, battery sized rectangles of plastic attached to the earbuds with cords, which seemed to defeat... - Alan R. Marten

Motorola Wireless Active Headphone Kit for...
Realtime Twitter Sentiment

Enter a topic in the box below. We use our search engine to find up-to-the-second tweets about this topic, then automatically analyze the attitudes expressed in those tweets.

bravia

Try: obama, BSG, iphone.

Analyzing attitudes...

The overall sentiment on this topic is swell.

Join the conversation and express your own attitudes!

The colors indicate the sentiment of words and phrases found in tweets:
- green: great words
- yellow: swell words
- red: wretched words
- black: no sentiment
Sign In

Please sign in to Your Account. If you do not have an account, create one now.

*Required fields.

*E-Mail Address

Password (6 to 30 characters)

Forgot your password?

SIGN IN
$300 MILLION
QUESTIONS?
WHERE IS UX?
VISUAL DESIGN
VISUAL DESIGN

USER EXPERIENCE PLANNING
UX PLANNING

a user-centric approach to determining our goals and how we can best achieve them

(UX: User Experience)
DESIGN RESEARCH

determines goals, needs, omissions, & pain points through a variety of lenses
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STRATEGY

drafts broad objectives to satisfy established needs and goals within established parameters
TACTICAL ANALYSIS
determines methods that execute the strategy for the project in the most effective way reasonable
INTERACTIVE ARCHITECTURE

structures the final product based on the tactics and strategy developed previously, aiming to provide the best user experience
VISUAL DESIGN

A brand-centric approach to projecting the appropriate visual personality for the project
BRAND RESEARCH establishes the brand’s personality and any parameters on its use for this project.
BRAND RESEARCH

establishes the brand’s personality and any parameters on its use for this project

BRAND GUIDELINES
BRAND RESEARCH
establishes the brand’s personality and any parameters on its use for this project
BRAND DESIGN EXPLORATION

conceptualizes multiple possible design directions from one or more designer based on the established brand personality & the project context
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DESIGN DIRECTION

synthesizes feedback from the design exploration to yield a single direction for the design of the project
INITIAL DESIGN
a first–take at a synthesis between the established visual design direction and the interactive architecture provided by the user experience planning process
FINAL DESIGN

a completed refinement of the initial design based on feedback from clients, stakeholders, and often users themselves.

to build
QUESTIONS SO FAR?
PRINCIPLES
FOCUS ON HUMANS
STRIVE FOR SIMPLICITY
EMBRACE THE CURVE
CONTEXT IS KING
ESTABLISH TRUST
CREATE DELIGHT
It is not enough that we build products that function, that are understandable and usable. We also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people’s lives.

Donald Norman
The Design of Everyday Things
BE HUMAN
QUESTIONS?
UX IN PRACTICE
USER RESEARCH
Warrior X-Fit Audience Groups & Personas
Primary audience types using the site and their behaviors

Master Peck: The Instructor

"Student and teacher walk side by side, sharing their destiny, until they part ways..."

Master Peck has been teaching martial arts for twenty years, and had gotten away from his fitness routine for the last few. He is now looking to get back into it, and is adopting the Warrior X-Fit program alongside his students as one part of his fitness program.

Master Peck is a teacher devoted to his students, and seeks to guide and help them reach their goals as much as he can.

Entry Point
Master Peck was told about Warrior X-Fit by the ATA.

Reason to Return
Both requirements and his teaching responsibilities, as well as exercise.

Goals
Wants to keep in shape, or get back into shape, to serve as a role model.
Wants to track the progress of his students who are using the program.
Wants his students to realize an achievable daily fitness regimen.

Pain Points
May disagree with some technical aspects of the program or videos.

Doesn't use his computer too often – it's not part of his routine.

Doesn't want to chase away his students with "unrelated" homework.

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Persona Diagram Modified: Mon Oct 13 2008
Contact: Carolyn Hack (703) 891-0670
CONCEPT MODELING
RateltAll Concept Model
USER STORIES
USERS SHOULD BE ABLE TO UPLOAD MULTIPLE PHOTOS AT ONCE
USER FLOWS
User Edits an Item

System uses item title to identify similar items on the fly.
WIREFRAMES & PROTOTYPES
User Dashboard

Welcome Back, XTrainerStar!
You're close to a green belt - stay focused on your goals!

Ready for your next Fight?
Take a peek at your upcoming fight:
- Start your workout using our console:
- Enter totals for a fight you've already done:

Your Status:
Submit

Your Progress:
September 12
November 2

Your Goals:
Weight: [Enter Goal]
Distance Run: [Enter Goal]
Calories: [Enter Goal]
New:

Challenge:
- Whatso challenged you 10/31
- Accept or Decline
- Barn challenged you 10/29
- Accept or Decline
- [Challenge a Friend]

Record:
8-4

Recent Group Activity
- Whatso posted: "Tracking your results" in Nerd Warriors
- BScofield commented on: "Tracking your results" in Nerd Warriors
- BrettHard posted: "The Hitman Needs some Challengers"
- Barn posted: "Has anyone actually beaten Whatso?"

Page Notes
1. User is shown her latest performance, compared to a win, and also compared to data from the previous month, if available. Hover would show a given date’s total.

2. Users can upload progress photos, and are shown their first and most recent at any time.

3. Premium users (?) may set goals for themselves, and track against them. This is a very simple feature, simply tracking one number against a goal number.

4. Recent friend activity shows just that. It would be reasonably long (a dozen or more items) and could be paginated.

5. The fight area allows the user to prep, go directly into the fight, or log previous fight data.

6. Challenges shows the user’s pending challenges as well as overall fight record.

7. Recent group activity shows postings on group message boards associated with the user.

Warrior X-Fit
Wireframes
Modified: Mon Mar 23 2009
Contact: Carolyn Hack
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NC GIVES - Stories

- "Learn How" button
- About text - what are these stories?
- List of stories (most likely need to be paginated)

First Last: Title
Wraps around city, state
Start description

- Could probably be bigger
- We could also show the "gifts" the person gave here (if info is available)
- eg: time, talent
USER RESEARCH
QUICK TIPS
SPEED MATTERS. PERCEPTION MATTERS MORE.
Beware of Cognitive Overload
CONSIDER TERMS YOUR USERS WILL USE
TRIGGER WORDS
PROVIDE SENSIBLE DEFAULTS
TRY BEFORE YOU BUY
Welcome to Netvibes!

This is your personalized page, you can now modify everything: move modules, add new RSS/ATOM feeds, change the parameters for each module, etc. Your modifications are saved in real-time and you'll find your page when you get back on Netvibes.com. If you want to be able to access your page from any computer, you can sign in (at the top right) with your email and a password.

The content is available from the "add content" button at the top left of this page.

Feel free to check the Netvibes blog to stay tuned about new features on the site.
TAKE ADVANTAGE OF HUMAN NATURE
FAIL WITH FEEDBACK
VOLUNTEERS
FOR A QUICK LIVE AUDIT
QUESTIONS?
FIN