Apply User Experience (UX) Design Principles to Enhance Learning
AGENDA

01 User Experience & Design
02 Usability
03 Validating the design
04 Guiding principles
05 Resources
06 Q&A
ICE BREAKER

Question
What is the difference between an entomologist and an etymologist?
ICE BREAKER

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What is the difference between an entomologist and an etymologist?

Answer
Only the etymologist knows.
PRETTY DUMB JOKE, RIGHT?
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A USER INTERFACE IS LIKE A JOKE. IF YOU HAVE TO EXPLAIN IT, IT’S NOT THAT GOOD.
FROM THE MASTER HIMSELF…

“Pay attention to what users do, not what they say.”
— Jakob Nielsen
1. What is UX?
2. Importance of Empathy
3. What makes up a UX team?
4. Why everyone should focus on UX
UX Designer

What my mom thinks I do

What my co-workers think I do

What my friends think I do

What society thinks I do

What I think I do

What I really do
SO WHAT IS UX ANYWAY?

• First off, UX is not the same thing as “usability”
• User Interface (UI) versus User Experience (UX)
• Usability is simply a part of the UX universe

• Design the experience, NOT the product
BUILDING EMPATHY

• Great UX comes from having empathy for your users
• Empathy is the ability to understand and share the feelings of other people
• Build empathy through understanding your users, thru research and user testing
ROLES IN A UX TEAM

- Creative (or design) directors
- UX managers
- Product designers
- UX designers
- Service designers
- UX strategists
- Visual designers
- Graphic designers
- Information architects
- Content strategists
- Front end developers

- User researchers (this is where the usability people usually are)
WHY FOCUS ON UX?

• If you understand what users want, you’ll build better products
• Your users are happier
• They will trust, and invest, in your brand
• Shows your users that you care about them
• Investment upfront saves money in the end
• Reduce development costs
• Cuts down on training costs
• Closer relationship with your users
02 USABILITY

1 What is Usability?
2 Why is it important to UX?
2 Avoid these mistakes
3 Avoiding bad UX
WHAT IS USABILITY?

“Good designers want to be proved wrong, bad designers hope to be proved right.”

— Andy Budd
WHAT IS USABILITY?

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“If you think good design is expensive, you should look at the cost of bad design.”
— Dr. Ralf Speth, CEO Jaguar
WHAT IS USABILITY?

Usability really just means that making sure that something works well: that a person of average (or even below average) ability and experience can use the thing - whether it's a Web site, a fighter jet, or a revolving door - for its intended purpose without getting hopelessly frustrated.

— Steve Krug, Don't Make Me Think, 2000, p. 5
ASK YOURSELF THESE THINGS…

• Can people use your product the first time they see it?
• How quickly can they perform basic tasks?
• Will they remember how to use it after being away from it for a period of time?
• How many errors will they make? How severe are those errors?
• Do they like using the product or website?
• Does it do what users need it to do?

Usability testing is the best way to answer these questions
AVOID THESE KEY MISTAKES

• Prioritizing visual design over functionality
• Not considering legibility
• Having confusing layouts
• Not being able to handle traffic
• Placing ads in bad places
• Designing disruptive experiences
• Not understanding differences between browsers and devices
• Not thinking about tone of voice
A FEW EXAMPLES OF BAD USABILITY

- Long intros
- Click, Click, Click
- Complex navigation
- Data entry
- Too much info
- Too green
- Too slow
- Words on screen, closed captions
- Completion criteria (e.g. rolling credits, navigation)
03 VALIDATING THE DESIGN

1. What is a usability test?
2. Why do we validate designs?
3. Why doesn’t everyone test?
4. How do you get started?
5. What types of products can be tested?
WHAT IS A USABILITY TEST?

• Let’s go thru a recent Skillsite Case Study (see notes)
HOW DID WE GET STARTED?

How we conduct UX Testing for UniversitySite

1. Create a script
2. Solicit users
3. Coordinate schedules
4. Conduct Testing
5. Review observations
6. Categorize and prioritize changes
UNEXPECTED OUTCOMES

Improved Attitudes

When you bring a usability problem to a developer they often become defensive or combative, the human tendency is to assume the user is the problem not the software, but when developers observe users struggle first hand, they naturally shift into problem-solver mode often embracing the challenge with excitement and optimism.

Discovery
Difficultly adding new items
REASONS EXCUSES FOR NOT TESTING

• Not knowing you should test your product
• No resources
• Budget constraints
• Don’t have time
• Insufficient facility
• Don’t have buy-in
WHAT TYPES OF PRODUCTS CAN BE TESTED?

Websites
Applications
Web apps
Documentation
E-Learning systems
Products (e.g. lawnmower, sprinkler system control panel, thermostat, flight systems)
Technology (e.g. virtual reality, conceptual products)
UX DESIGN VALIDATION FOR E-LEARNING

Design

1. Make it relevant to viewers. Answer the question: Why should I care?
2. Keep it light and fun – not overly serious.
3. Keep it neat and clean. Use voice-overs, not closed captions. Don't be fancy.
5. Keep it short.
6. Appeal to tech savvy users
UX DESIGN VALIDATION FOR E-LEARNING

Validation

1. Did you learn anything?
2. Did you find the video format to be more enjoyable than other eLearning you have viewed?
3. Does this video appeal to tech savvy attorneys and staff?
4. Could it be shorter? If so, how?
5. Could the rate of speed be faster? If so, where?
6. Would you recommend it to your peers, attorneys, or staff?
04 GUIDING PRINCIPLES

1. Users are your most important asset
2. People don’t read
3. Fail gracefully
4. Affordances are critical (make sure to explain what an affordance)
5. Testing a single user is better than nothing
05 RESOURCES

1. Books
2. Websites
3. Courses
4. Services
BOOKS (JUST TO GET YOU STARTED)

• Don’t Make Me Think – Steve Krug
• Design of Everyday Things – Donald Norman
• Rocket Surgery Made Easy – Steve Krug (great for learning usability testing)
• Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests – Jeffrey Rubin & Dana Chisnell
WEBSITES I LIKE

• www.smashingmagazine.com
• www.uxmag.com
• www.uxmovement.com
• www.uxbooth.com
• www.uxmyths.com
• www.boxesandarrows.com
• www.usabilitygeek.com
• www.uie.com
• www.nngroup.com
• www.lynda.com
RECOMMENDED EDUCATION

- User Interface Engineering, Andover, MA
- Nielsen/Norman Group, Freemont, CA
- D School, Stanford University, Stanford, CA
- General Assembly, 12 campuses nationwide
- Human Factors International, Nationwide
- Bentley University, Waltham, MA
USER TESTING RESOURCES

- www.usertesting.com
- www.userlytics.com
- www.surveymonkey.com (maybe not relevant… find the Chalkboard site)
- www.loop11.com
- www.usabilityhub.com
- www.theuserisdrunk.com
“Design is not just what it looks like and feels like. Design is how it works.”
— Steve Jobs
06 Q&A