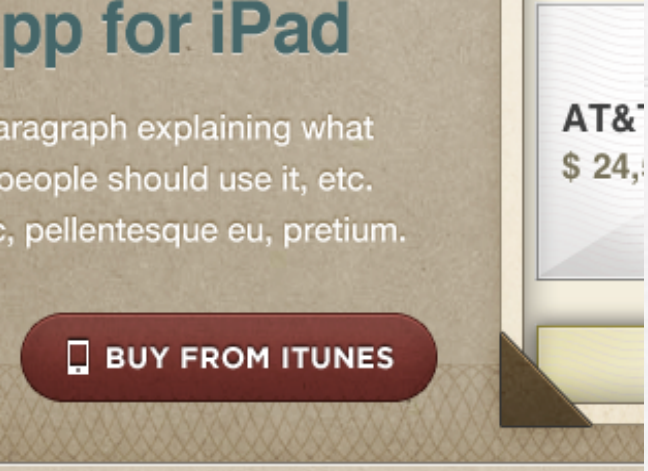
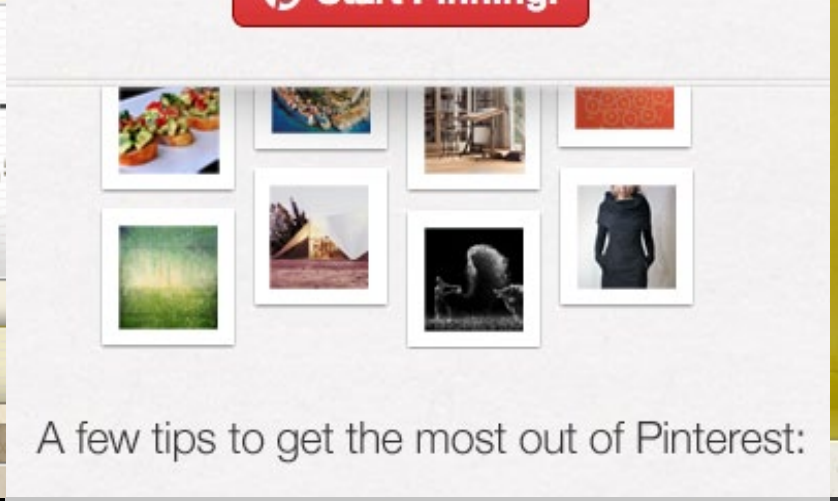
Make it Shine, user experience design

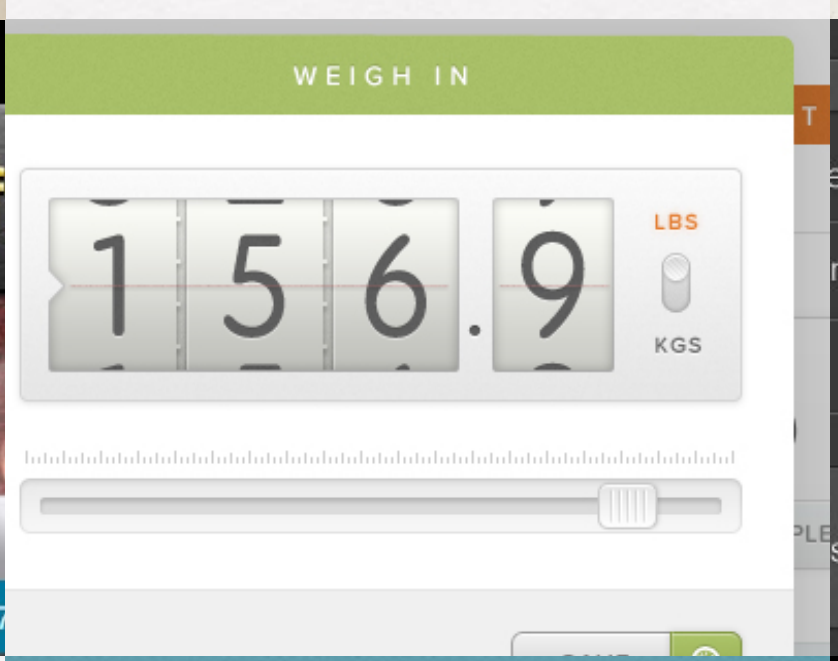
@courtneyBolton

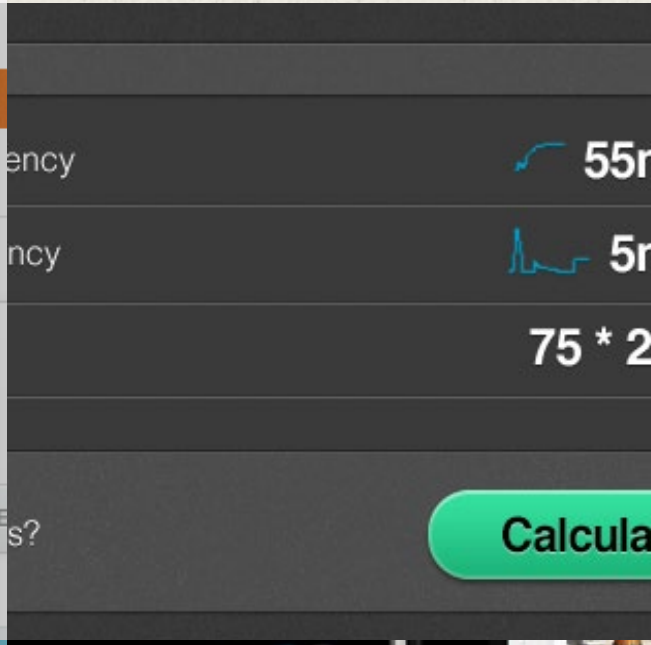

pp for iPad
aragraph explaining what
people should use it, etc.
, pellentesque eu, pretium.
BUY FROM ITUNES


A few tips to get the most out of Pinterest:

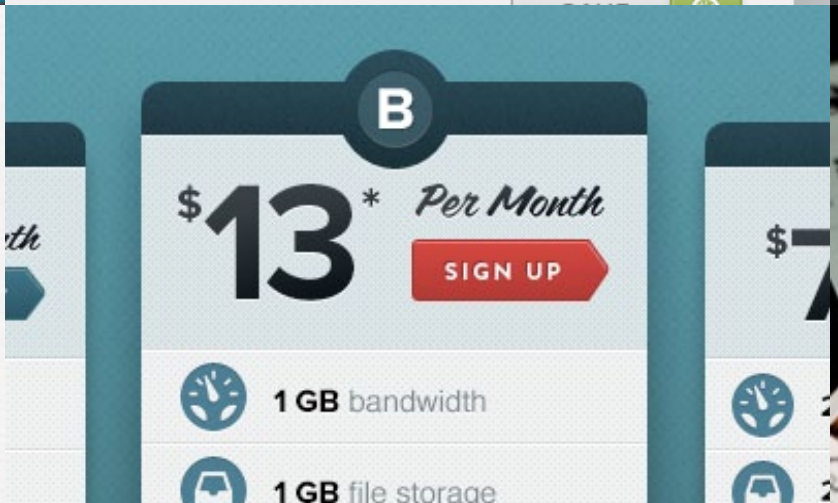
Vintage Herman Miller
Molded Chair
PRICE

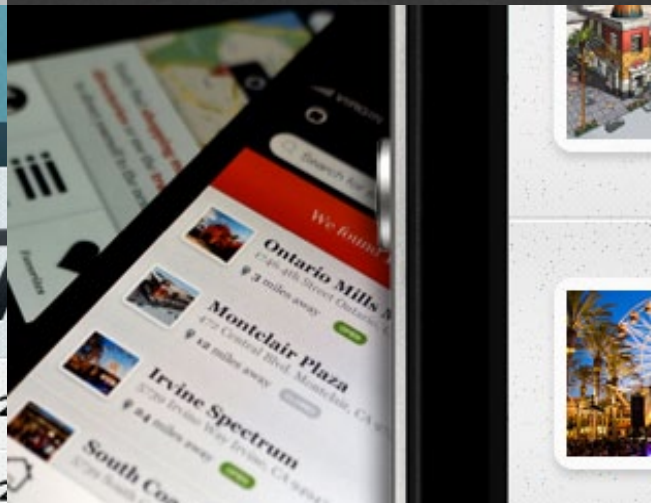
1:59 PM
mashup.f


WEIGH IN
156.9
LBS
KGS


Calcula

OFF
ON


B
$13* Per Month
SIGN UP
1 GB bandwidth
1 GB file storage


Ontario Mills
Montclair Plaza
Irvine Spectrum

What is this,
user experience design?

A User research

B Interaction design

C Visual design

D Content strategy

E Usability studies

User Research

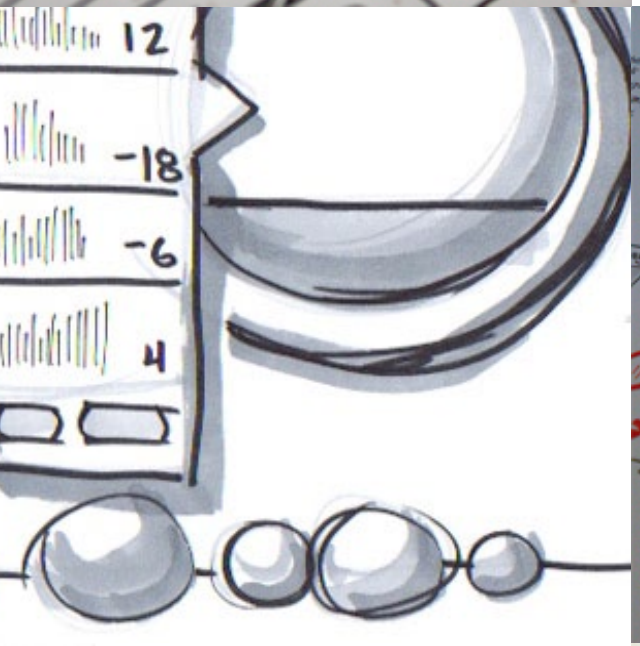
- Personas
- Competitive research
- Audience needs
- Goals
- Success metrics
- Usability studies

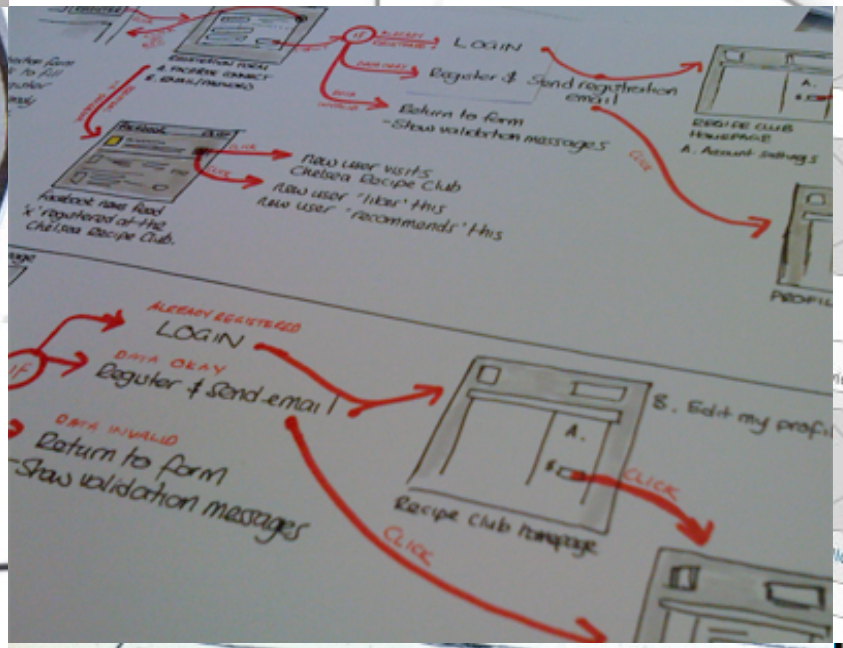
Interaction Design

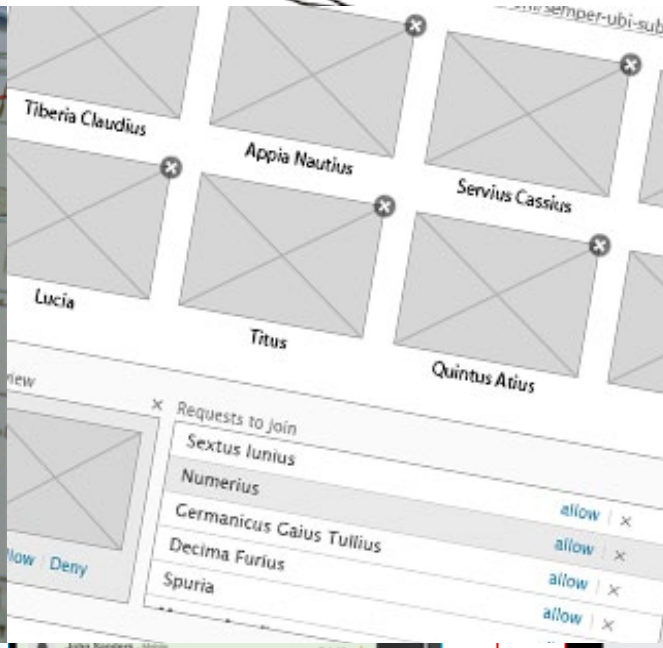
- Features, functionality
- Task Flows
- Diagrams, maps, interactions
- Wireframes
- Future vision
- Paper prototypes

FULL
LEFT
RIGHT
LEARN
2X
DOUBLE
garlic
pineapp

PROPERTIES
Featured Properties
Region
NE WI
NW WI




LOGIN
Register & Send email
Return to form
-Show validation messages
ALREADY REGISTERED
LOGIN
DATA OKAY
Register & Send email
DATA INVALID
Return to form
-Show validation messages
Recipe club homepage
CLICK

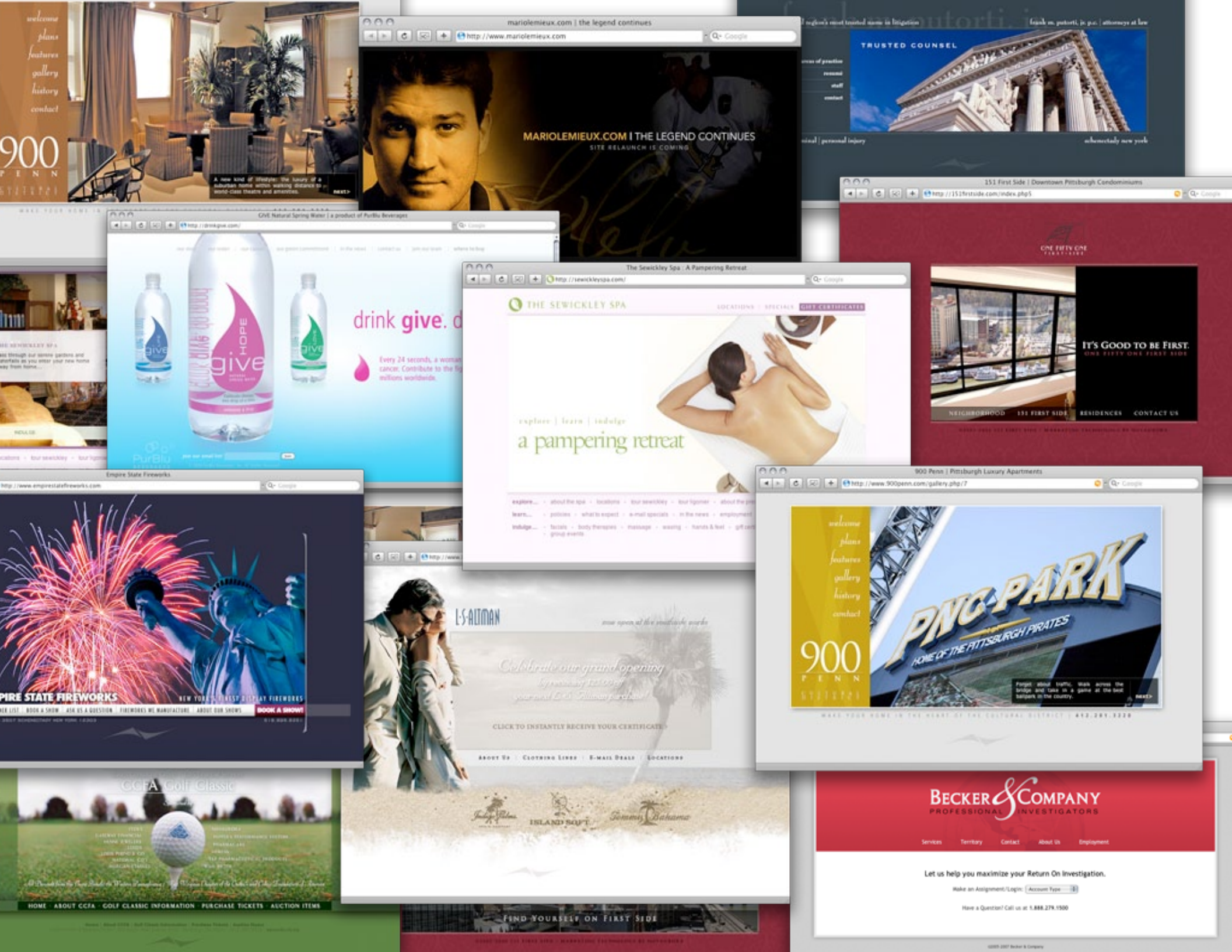

Tiberia Claudius
Appia Nautius
Servius Cassius
Lucia
Titus
Quintus Atius
Requests to join
Sextus Iunius
Numerius
Germanicus Gaius Tullius
Decima Furius
Spuria
allow
Deny

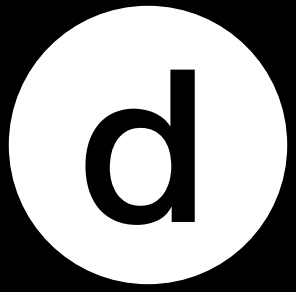
StreamWIDE

C

Visual Design

- Branding
- Look & Feel
- Emotional impact
- Polish
- Consistency
- Motion, movement


welcome
plans
features
gallery
history
contact
900
PENN
mariolemieux.com | the legend continues
http://www.mariolemieux.com
MARIOLEMIEUX.COM | THE LEGEND CONTINUES
SITE RELAUNCH IS COMING
TRUSTED COUNSEL
151 First Side | Downtown Pittsburgh Condominiums
GIVE Natural Spring Water | a product of PurBlu Beverages
drink give.
HOPE
give
The Sewickley Spa | A Pampering Retreat
THE SEWICKLEY SPA
explore | learn | indulge
a pampering retreat
IT'S GOOD TO BE FIRST.
NEIGHBORHOOD
151 FIRST SIDE
RESIDENCES
CONTACT US
Empire State Fireworks
PIRE STATE FIREWORKS
BOOK A SHOW!
L.S.ALTMAN
CLICK TO INSTANTLY RECEIVE YOUR CERTIFICATE
ISLAND SOFT
900 Penn | Pittsburgh Luxury Apartments
PNC PARK
HOME OF THE PITTSBURGH PIRATES
CCFA Golf Classic
HOME · ABOUT CCFA · GOLF CLASSIC INFORMATION · PURCHASE TICKETS · AUCTION ITEMS
FIND YOURSELF ON FIRST SIDE
BECKER & COMPANY
PROFESSIONAL INVESTIGATORS
Services
Territory
Contact
About Us
Employment
Let us help you maximize your Return On Investigation.



Content Strategy

- Brand messaging, tone
- Error messages
- FAQ / Help sections
- Customer service scripts
- Lead generation

Usability Studies

- Ease-of-use
- Spots market opportunities
- Speed
- Responsiveness
- Desired outcome?

Start with the problem.

Ask why until you can’t anymore.

Know your audience.

Understand who your users are.

- Who’s buying your product?
- What do they want?
- What do they need?
- Exceed their expectations.

Think Critically.

Where do other products fail?

Think Creatively.

What will make yours better?

Talk to your users.

What do they love?

Which parts do they hate?

Where are things difficult?

What do they need?

Understand,

What makes you unique?

VOTIZEN

Kayak, *for* Apparel

Jetsetter, *for* Beaches

TurboTax, *for* Relationships

Klout, *for* Video Games

“We’re the next Facebook.”

“Like Quicken, but Better.”

Mint, for **Personal Finance**

mint.com

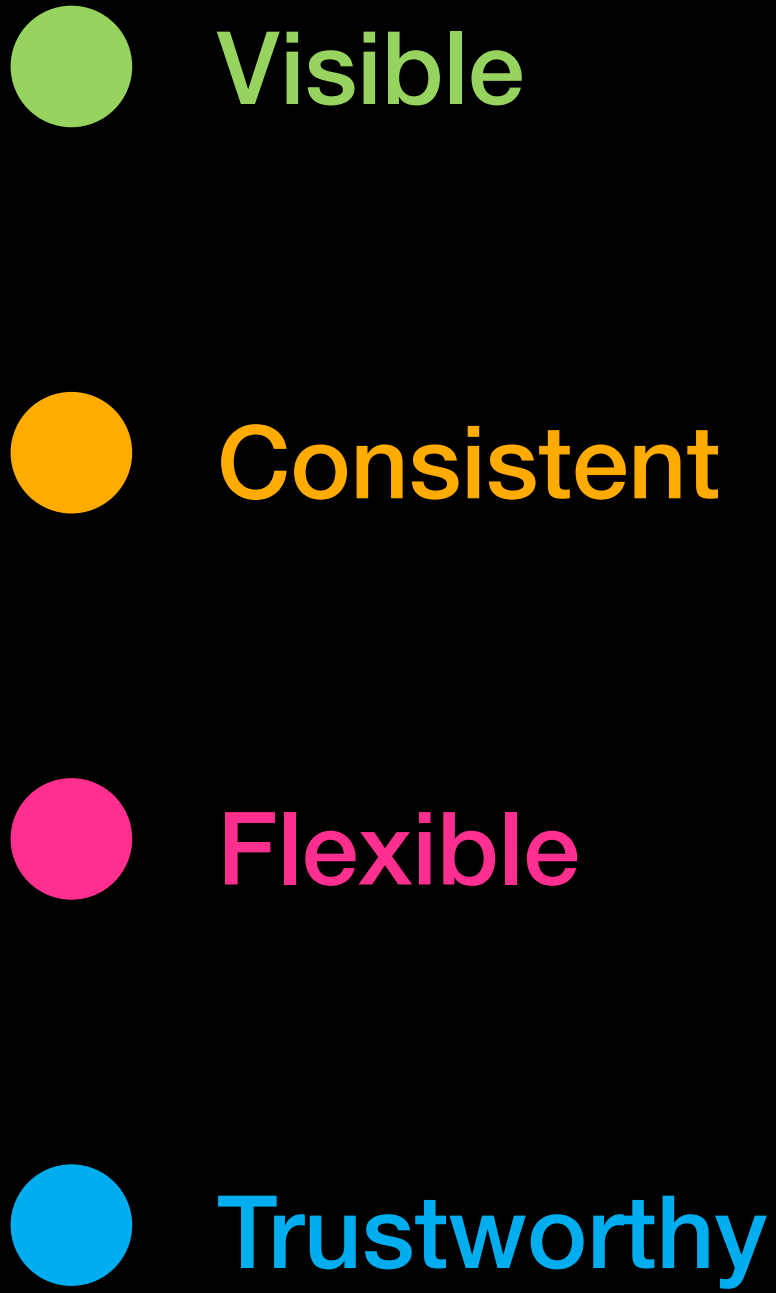
@peterme
Peter Merholz

Mint.com has 35 employees. Sold for $170MM. That's $5MM per. That's the value of UX. #uxweek

User Experience

Design Principles

Make it Memorable.


Visible
Consistent
Flexible
Trustworthy

Design Principle
Visibility

(**can I see it**?)

Design Principle
Feedback

(**is it responsive**?)

3

Design Principle
Affordance

(**does it look like I can effect it**?)

Design Principle
Consistency

(**do I know what to expect**?)

Design Principle
Constraints

(**what are my constraints**?)

6

Design Principle
Mental Maps

(**where am I** & **where can I go**?)

Design Principle
Flexibility

(**does it play well with others**?)

8

Design Principle
Beauty

(**is it pretty**?)

Design Principle
Interoperability

(**is it modular, re-useable**?)

Design Principle
Trustworthy

(**do I trust it**?)

Eyes
1
Visibility
Feedback
Affordance
Touch
4
Consistency
Design Constraints
Mental Maps
Sensing
7
Flexibility
Beauty
Interoperability
*
Trustworthy

Thank you!

(Questions?)

@courtneyBolton