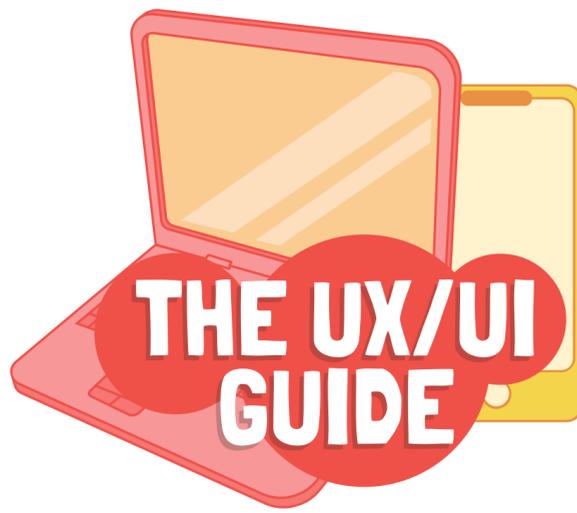


FROM THE SERIES  
**UX/UI TALKS**



**THE UX/UI  
GUIDE** VOL. 1

OVERCOME THE IMPOSTOR SYNDROME



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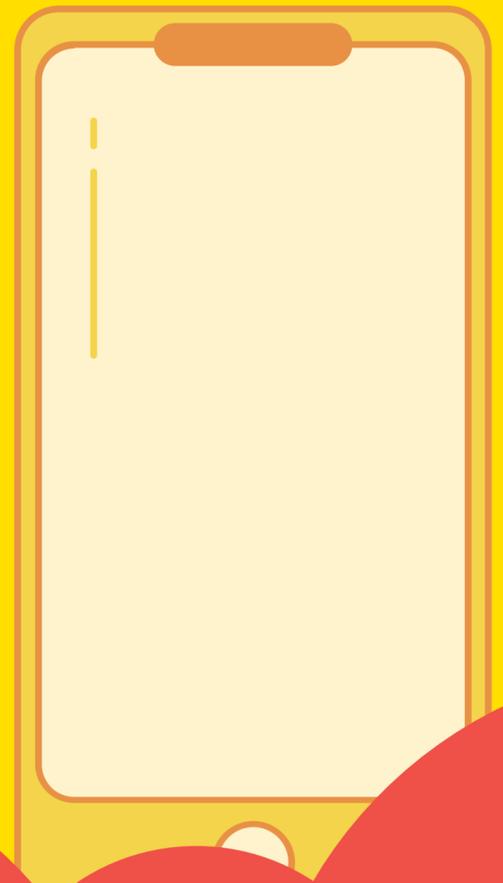
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## UX

UX stands for user experience, true user experience goes **far beyond giving customers** what they say **they want**, or providing checklist features



# UX / UI DIFFERENCE



## UI

UI user interface is **anything a user may interact with** to use a digital product or service. This includes everything from screens and touchscreens, keyboards, sounds, and even lights



## OBSERVATION

1

"Good designers never start by trying to solve the problem given to them: they start by trying to **understand what the real issues are**" - Don Norman

### Why this book has an emphasis on the design thinking process?

Design thinking provides two powerful tools: **human-centered design** and the double-diamond diverge-converge model of design, both of them, especially HCD ensures that people's needs are met.

HCD process is **iterative**, meaning the process does not end once you reach the testing phase. UX/UI design process is very similar, once you start the process there will **always be space for improvement**. As a UX/UI designer with an entry-level job, these phases will stick with you.

The observation stage of the Design Thinking process involves developing a sense of **empathy towards the people** you are designing for, to gain insights into what they need, what they want, how they behave, feel, and think, and why they demonstrate such behaviors, feelings, and thoughts when interacting with products in a real-world setting.



## OBSERVATION

1

### How can I deliver an observation phase during the design thinking process?

The design researcher will go to the **potential customers**, observing their activities, attempting to understand their interests, motives, and true needs.

In this phase, you will end up with a competitive analysis and applied ethnography of potential users. There are many types of research but these two processes will work.

#### Competitive analysis

It is very likely your idea has already been done in one way or another, there is no need to feel bad. In fact, you can take advantage of that.

By doing a competitive analysis you can take a look at other companies with a similar model of your idea.

► **Look for big, medium, and small sizes companies.** Big companies will allow you to see how to maintain a good UX experience, medium-size companies can help you look for new ways of experience and small companies can make you understand better innovations.



## OBSERVATION

1

### Competitive audit report

This format allows you to get to know your competition, you just have to answer the next questions:

- Competitive audit goal(s):
- Who are your key competitors? (description)
- What are the type and quality of competitors' products? (description)
- How do competitors position themselves in the market? (description)
- How do competitors talk about themselves? (description)
- Competitors' strengths (list)
- Competitors' weaknesses (list)
- Gaps (list)
- Opportunities (list)

### Applied ethnography

This is a method adapted from the field of anthropology, it consists of observing how the potential users interact with everyday things. It is essential to understand the real situations that they encounter.

## REFLECTIVE

Reflection is cognitive, deep and slow. The highest levels of emotions come from the reflective level

## BEHAVIORAL

This level of processing is **subconscious**. Here, feedback is critical to managing expectations

# THE THREE LEVELS OF PROCESSING

## VISCERAL

Is about immediate preception, great designers use their aesthetic sensibilities to drive these visceral responses



## GENERATION

# 2

Once the observation stage is done, you now have to generate potential solutions. Don Norman established three main rules for this phase:

- **Generate numerous ideas:** It is dangerous to become fixated upon one or two ideas too early in the process.
- **Be creative without regard for constraints:** Avoid criticizing ideas.
- **Question everything.**

To get into the ideation or generation phase you need to put on paper all the information that you have discovered, there are many ways you can do this but in this book, we covered **personas, user journey, sitemaps, information architecture, and wireframes**

### Personas

▶ A user persona helps **understand** your target audience and brings to life the target **user**.

### How to create a user persona?

First, you gather the data, then you analyze it, find similarities and then prioritize it.



## GENERATION

# 2

### What should a persona contain?

- **Name:** Helps to remember that you are designing for real people
- **Photo:** Photos make user archetypes come across as real people.
- **Quote:** Written in the voice of the user, what does the user need/want?
- **Basic demographics:** Relevant details of the persona: income level, location, age...
- **Customer segmentation:** How does this persona map to other models of customers used within the business?
- **Key needs or goals:** How does your user accomplish tasks?
- **Key pain points:** What causes problems for your persona in getting him to accomplish his goals?
- **Brand Affinities:** What relevant brands does this persona purchase today?
- **Technology profile:** What technology uses? (laptop, mobile phone or tablet)



## GENERATION

### 2

- **General description:** How would you describe this user?

### User journey

Includes the end-to-end process a user follows to complete a particular task. User journeys provide the **most logical steps a user takes to complete the task**, they also enable you to set a benchmark on the types of processes and tasks a user will undertake to achieve a goal.

In a user journey, user personas and scenarios (what a user does to complete a task and his primary motivation behind doing so) are taken into consideration.

For delivering specific content to an end-user based on a specific context we use personalization.

For personalization in user journeys, take into consideration the different states of users within a personalization framework, the various states include:

- **Anonymous:** nothing is known about the user.
- **Recognized:** The user is recognized but not known.
- **Known:** The user is known on the website.



## GENERATION

2

- **Influencer:** The user is known and she shares the experience with others.
- **Repeater:** The user is an existing customer who continues to give repeat patronage.

### Sitemaps

➤ A **sitemap** is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.

You might need a sitemap if:

- **Your site is really large.**
- **Your site has a large archive of content pages that are isolated or not well linked to each other:** If your site pages don't naturally reference each other, you can list them in a sitemap.
- **Your site is new and has few external links to it.**
- **Your site has a lot of rich media content (video, images).**

### Information architecture (IA)



## GENERATION

## 2

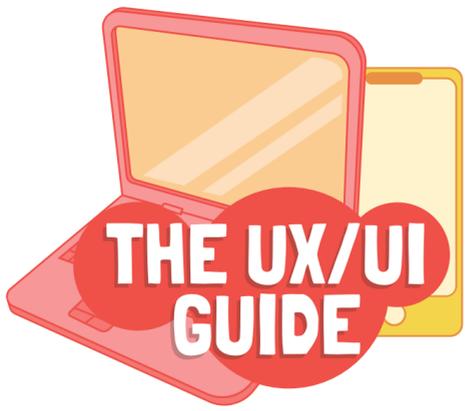
IA Organizes content to help users **understand** where they are in a product and **where** the **information** they want is. Helps understand how to organize the data

Every IA has:

- **Organization**: How information connects within a site.
- **Hierarchy**: This is where a larger category is placed at the top and specific categories related to the overall category are placed underneath.
- **Sequence**: Enables users to move through an app using certain orders or steps.

### The 8 principles of IA

- **Object**: View your content as “living” and as something that changes and grows over time.
- **Growth**: The amount of content in a design will grow over time.
- **Front door**: People will usually arrive at a homepage from another website.
- **Focused navigation**: There must be a strategy and logic behind the way navigation menus are designed.



## GENERATION

### 2

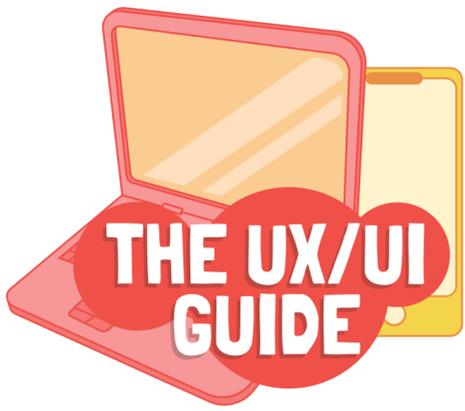
- **Multiple classifications:** People have different ways of searching for information
- **Disclosure:** Information should not be unexpected or unnecessary.
- **Choice:** People need fewer choices that are well-organized.
- **Exemplar:** Humans put things into categories and group different concepts together.

## Wireframes

Is just a **schematic representation of a page**, intended to illustrate page contents, functionality, and features.

### Components of a wireframes

- **Navigation and masthead:** Enable users to visit the main sections of your site.
- **Branding element, and company logo:** In its simplest form, the logo must be represented by a box
- **Content modules:** Where will your different sections of copy, content and functionality appear?



## GENERATION

2

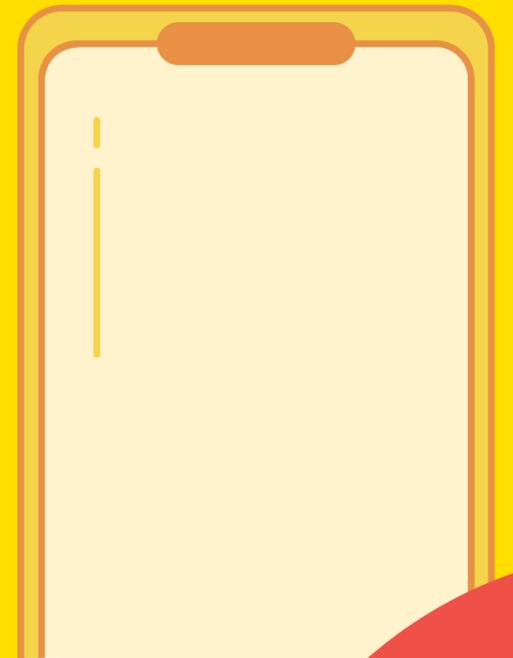
- **Search boxes, user login areas, and other utilities:**  
These are any tools the user would use

## DELIGHTERS

Some apps reward expert users for their expertise, and expert users take pride in knowing things that ordinary users don't.

## INEVITABLE DISCOVERABILITY

You don't need discoverability if it's a distraction and there's no way users can not find the commands.



# SHOULD EVERYTHING BE INTUITIVE?

NO! HERE ARE 3 REASONS WHY

## SIGNIFICANT, DESTRUCTIVE, IRREVERSIBLE ACTIONS

They require thought-and lots of it. They shouldn't be efficient.





## PROTOTYPE

3

The only way to really know whether an idea is reasonable is to test it. One popular prototype is called "Wizard of Oz" and can be used to mimic a huge, a powerful system long before it can be built. Now that you have gathered the information, had brainstormed ideas and built wireframes and sitemaps it is time for prototyping!

A major thing in this phase is taking into consideration the intuitiveness of your product, so here lies all you need to know about it.

### Intuitive UI

An intuitive UI is immediately self-explanatory to its target user, you know an interaction is smooth when:

- The user completes a task successfully on the first try.
- Users make very few mistakes along the way.
- Users maintain their flow, without awkward pauses to think things through or experiment.



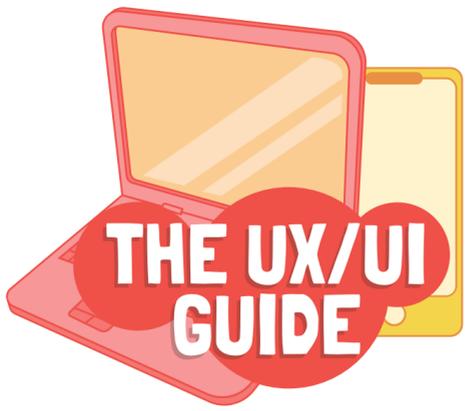
## PROTOTYPE

3

### The eight attributes of intuitive UI

You know your design has intuitive UI if the **user can get through all the steps** of an interaction lifecycle without reasoning, experimentation, memorization, documentation or training.

- **Discoverability**: Helps users find the elements they need.
- **Affordance**: A visual property that suggests how to interact with an element.
- **Comprehensibility**: This makes the user understand the meaning and effect of an element.
- **Responsive feedback**: It's a clear, accurate, immediate indication of the status of an interaction.
- **Predictability**: When a user can predict the results of an interaction.
- **Efficiency**: When the user can achieve a goal without unnecessary interactions.
- **Forgiveness**: Prevents mistakes and allows the user to fix them.



## PROTOTYPE

3

- **Explorability:** When a user feels confident and can interact without fear of getting lost.

One way to test if your prototype has an intuitive UI is to do a usability test.

## INTUITIVE

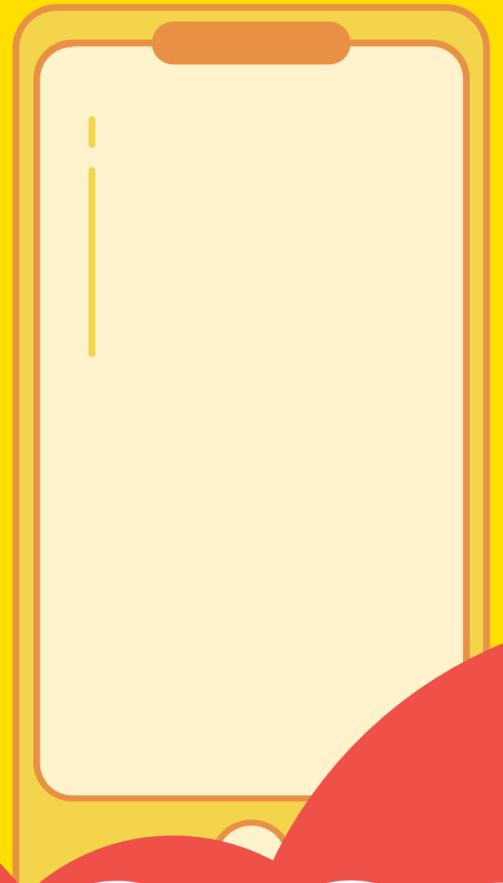
Self-explanatory interactions, Users can achieve their desired outcomes without any extra help.

## SENSIBLE

Interactions often lack discoverability and affordance, but users figure them out through deduction and experimentation.

## LEARNABLE

The interactions seem more advanced and require learning. Some users learn them quickly



# THE LEVELS OF INTUITIVENESS

## GUESSABLE

The interactions require experience to find and use because they are nonstandard and missing multiple intuitive attributes

## TRAINABLE

These interactions require documentation and training for users to perform successfully the first few times because they are non standard

## BEYOND HOPE

These interactions are so poorly designed that even documentation and training can't redeem them





## TEST

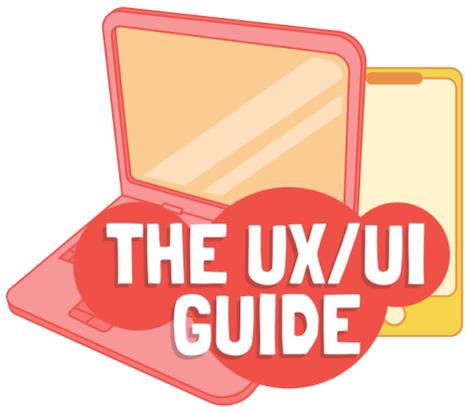
# 4

Gather a small group of people who correspond as closely as possible to the target population. Have them use the prototypes as nearly as possible to the way they would actually use them.

When the study is over, get more detailed information about the people's through the process by reacting their steps, reminding them of their actions, and questioning them

### **That's great! but... how can I conduct a test?**

- **Step 1:** Welcome (4 min) Explain to the participant what is to come.
- **Step 2:** The questions (2 min) Ask the participant about themselves.
- **Step 3:** Home page tour (3 min) Show the participant to look around and tell you what they make of it.
- **Step 4:** The tasks (35 min) Watch the participant try to perform a series of tasks.
- **Step 5:** Probing (5 min) Ask the participant about what happened during the test.



## TEST

## 4

- **Step 6:** Wrapping tour (5 min) You thank the participant.

### Usability testing

This test how intuitive your product is, during the test you look for: see if your users can complete a task by themselves, see how users perform and feel as they try to complete the tasks, and see how much users enjoy using it.

- **Step 1:** Define what and how you want to test. With a clear hypothesis, you'll have the exact aspect you want to test.
- **Step 2:** Prioritize the most important tasks with realistic goals and create scenarios where users can try to use the design naturally.
- **Step 3:** By using forms, advertise and offer incentives. You can find suitable candidates in community groups.
- **Step 4:** Set up testing in a suitable environment. Ask users to think aloud and tell you how they feel as they go through the test.

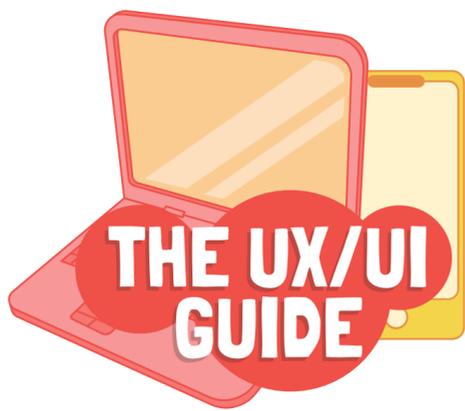


## TEST

# 4

- **Step 5:** Create a test report – Review video footage and analyzed data. Clearly define design issues and best practices. Involve the entire team.

From this test, you will obtain both **quantitative data** (time users take on a task, success and failure rates, effort) and **qualitative data** (users' stress responses, subjective satisfaction, and perceived level of effort/difficulty)



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