A quick review of the course requirements
Structure: TOPICS

L1. INTRO: MIS 5102 AND MIS 5109
   M1. Intro to Justinmind: Set Up

L2. AN INTRODUCTION TO USER EXPERIENCE
   M2. Memorial Day Holiday

L3. USER RESEARCH: Understanding user needs and behaviors
   M3. Intro to Justinmind: Getting started

L4. PRINCIPLES OF UX DESIGN+PROTOTYPING
   M4. Intro to Justinmind: Advanced Visuals

L5. ITERATIVE UX DESIGN / PROTOTYPING / TESTING
   M5. Intro to Justinmind: Prototyping with Logic

L6. ASSESSING PROTOTYPES AND TESTING
   M6. Intro to Justinmind: Troubleshooting

L7. Final Project Presentations
INDIVIDUAL Preparation:

Essential preparation for class discussions and your team projects [Not graded]

- Weekly Reading Summaries (4)
- Participation Assignments (3)
- Research and Prototyping
INDIVIDUAL

Learn IT! Assignments:

Developing Essential Skills [graded A-F]

- Analytical and Assessment Skills
- Prototyping and Use Cases
- Applying skills to Analyze + Assess another team’s prototype
TEAM Project:
-Same project for both courses
-Prototyping a solution for the process improvement project in 5102
-Presentation
-Project Prototype + Report
Grading Breakdown:

- Class preparation and participation 30%
  - Weekly Reading Summaries (4)
  - Participation Assignment (3)
  - Class Participation
- Learn IT! Assignments (3) 30%
- Team project 25%
- ePortfolio 15%
Any questions?
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Agenda:

An overview of User Experience Design
User Experience vs Usability
Roles
Foundation Principles of Interaction
Developing a critical eye
User Experience as a system
What is **User Experience**
“User experience” encompasses all aspects of the end-user's interaction with the company, its services, and its products.”

- Don Norman & Jakob Nielsen

From https://www.nngroup.com/articles/definition-user-experience/
What is Usability?
“Usability” is a quality attribute that assesses how easy user interfaces are to use”

- Jakob Nielsen

What do we mean by easy?
What are Nielsen’s 5 QUALITY COMPONENTS of USABILITY

**Learnability**: How easy is it for users to accomplish basic tasks the first time they encounter the design?

**Efficiency**: Once users have learned the design, how quickly can they perform tasks?

**Memorability**: When users return to the design after a period of not using it, how easily can they reestablish proficiency?

**Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

**Satisfaction**: How pleasant is it to use the design?
Let’s look at ROLES
WHO does WHAT

- User Experience (UX) Designer
- User Interface (UI) Designer
- Visual Designer / Graphic Designer
- Interaction Designer (Motion Designer)
- UX Researcher
- Front End Developer
We know who does what.

Now let’s look at design fundamentals.
What would Norman say?
- Affordances
- Signifiers
- Constraints
- Mappings
- Feedback
What is a CONCEPTUAL MODEL?
What is DESIGN THINKING?
“Thinking like a designer can transform the way you develop products, services, processes – and even strategy”

- Tim Brown, IDEO

From Design Thinking
AT FIRST DESIGN THINKING WAS RADICAL
THE EVOLUTION OF DESIGN THINKING

Origins 1960’s: Herbert Simon’s book *The Sciences of the Artificial*

**3 stages of decision-making**
1. intelligence gathering:
   search environment for decision calling for action
2. design: possible course of design invent/develop/analyse
3. choice: select particular choice

1973: Robert McKim’s book *Experiences in Visual Thinking*

- focused on ways in which perceptual thinking skills can be observed, utilized and improved
- how powerful these skills are in their “capacity to change your world of ideas and things.”

THE EVOLUTION OF DESIGN THINKING

1978: roots of IDEO

1980’s: Stanford’s Rolf Faste expanded on McKim’s work
• defined and popularized the concept of “Design Thinking” ¹
• pioneered as a 'whole person' approach to problem solving centered on the perception of needs²

1991: IDEO founded

2004: Stanford’s Hasso Plattner Institute for Design / the "d.school” founded

#DesignInTech Report

John Maeda, Design Partner
Kleiner Perkins Caufield & Byers

DESIGN IN BUSINESS IS NOW MAINSTREAM

>2015

Harvard Business Review

THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE.

Bjarke Ingels: Building Planet Google

>2016
THE LEADING BUSINESSES KNOW THIS...

Industry's Indication of Design's Value sits at the Very Top in the Old (and New)

1. Wal-Mart Stores, Inc.
2. ExxonMobil
3. Chevron
4. BP
5. Shell
6. Apple
7. General Motors
8. Ford
9. Exelon
10. Google

Source: @Kpcb @johnmaeda @fortunemagazine #designinTech

...SO DO THE NEXT BUSINESS LEADERS

Students in Business Schools are embracing Design wholeheartedly

<table>
<thead>
<tr>
<th>BusinessWeek (US) 2014</th>
<th>Rank</th>
<th>FT (Global) 2015</th>
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<tbody>
<tr>
<td>Duke (Fuqua)</td>
<td>1</td>
<td>Harvard</td>
</tr>
<tr>
<td>Pennsylvania (Wharton)</td>
<td>2</td>
<td>London Business School</td>
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<tr>
<td>Chicago (Booth)</td>
<td>3</td>
<td>Pennsylvania (Wharton)</td>
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<td>Stanford</td>
<td>4</td>
<td>Stanford</td>
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<td>Columbia</td>
<td>5</td>
<td>INSEAD</td>
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<td>Yale</td>
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<td>Columbia</td>
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<tr>
<td>Northwestern (Kellogg)</td>
<td>7</td>
<td>IESE Business School</td>
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<tr>
<td>Harvard</td>
<td>8</td>
<td>MIT (Sloan)</td>
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<td>Michigan (Ross)</td>
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<td>Chicago (Booth)</td>
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<tr>
<td>Carnegie Mellon (Tepper)</td>
<td>10</td>
<td>Berkeley (Haas)</td>
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</tbody>
</table>

Almost unanimously
7 out of 10 in the BW Top Ten US Business Schools have student-led design clubs
7 out of 10 in the FT Top Ten Global Business Schools have student-led design clubs and/or design partnerships.

Source: @kpcb @jschoe @johnmaeda @wsj @dukernbadesign @lbs #DesignInTech

Why is DESIGN THINKING relevant to USER EXPERIENCE?
BASIC PRINCIPLES OF DESIGN THINKING

Tim Brown’s Traits of a Design Thinker
• Empathy with users
• Integrative Thinking
• Optimism
• Experimental
• Collaborative

The Process is
• Ambiguous
• Requires a tolerance for risk and failure
• Iterative
• Makes ideas Visible and Physical - Prototyping
Take a 5 min BREAK

After the Break, we will begin our conversation with our guest.
Guest Speaker

Ajinkya Joglekar, Director, Digital Marketing at Comcast

What do you want to learn from Jinx?
Take a 10 min BREAK

After the Break, I will assign you into groups to discuss your Interface Assessment assignments.
Session 2.1: Participation ASSIGNMENT #1

Participation Assignment.
1. Select a website
2. complete an online process
3. document your user experience in detail from beginning to end
   - making a purchase
   - searching for a specific product or information
   - completing an online registration form
   - tracking the status of a purchase or service
4. Assess your experience and the interface using:
   - Norman’s criteria (Affordance, Signifiers, Mapping, Feedback)
   - Nielsen’s usability criteria (Learnability, Efficiency, Memorability, Errors, Satisfaction).
5. Using screenshots of the interface and annotations in Powerpoint, document your analysis

Additional considerations:
- When does the experience begin and end?
- What do you need to document it effectively?
- Are there other metrics that are important?
- What tools, methods, media will you use?
- How will you represent the experience to communicate it to others?
Breakout: Assessing a User Interface

In groups, share your individual assessments of the online PROCESS you completed.

Discuss how they reflect the criteria presented by

1. Norman (Affordance, Signifiers, Mapping, Feedback)
2. Nielsen (Learnability, Efficiency, Memorability, Errors, Satisfaction)

3. Identify examples in your group that best represent successes and failures for each. Be prepared to present and provide reasoning.
Who will SHARE an EXAMPLE
Affordances
Signifiers
Constraints
Mappings
Feedback
What does it mean to think of **User Experience** as a **SYSTEM**?
MIS 5109: NEXT CLASS
Guest Speaker

Lauren McEwen, Research Lead, LiquidHub

What do you want to learn from Lauren?
Readings: Links and eReserve (Through Blackboard)
Weekly Reading Summary

Participation Assignment.
1. Using the user experience you identified in Participation Assignment #1, conduct research on the subject with the intent on improving the design of the interface.
2. Create a journey map of the experience using the template provided.
3. Identify key areas in the experience that can be improved and provide reasoning why. Directly reference components of the interface design in your reasoning.
This is an customer journey
The Customer Journey Canvas

Pre-Service Period

Advertisement/Public Relations
How is the service proposition communicated by the service provider?

Social Media
Which pre-service information can people access through social media?

Word-of-Mouth
What do friends, colleagues and family actually communicate about the service and/or service provider?

Past Experiences
Which experiences do people have with (similar) services and/or service providers?

Service Period

Service Journey
Which touchpoints do customers experience during the service journey? Are there any critical incidents, i.e., touchpoints customers experience as especially good or bad?

Post-Service Period

Customer Relationship Management
How does the service provider follow-up with customers?

Social Media
What do customers communicate about the service and/or service provider through social media?

Word-of-Mouth
What do customers tell their friends, colleagues and family about the service and/or service provider?

Experiences
What are the individual experiences customers have with the service and/or service provider during the service period?

Satisfaction/Dissatisfaction
Customers individually assess the service by comparing service expectations with their personal service experiences.
We can do better than that.

11:05 am

Contract

£

Book of prices

10 minutes:
minimum amount of time to fill out a contract.

"Hello, SVL"

"Do you have a few minutes?"

CONFIRM:
- Principal type
- Meter readings
- Standard payment amount
- Meters on contract
- Date sign
- End date
- Payment plan
- Payment method
- Amount of security

CONFIRM:
- DDT
- Meter reading
- Meter Serial no.
- COT
- Any questions

Thank you for your patience.

Thank goodness this is over! Hope to see you soon...

Maximum time on hold to SVL.

"Fantastic deal on your electricity"

12:05 am

Credit check

Investigation

Paperwork & contact

Thank you.
Any questions – contact me
jamescm@temple.edu