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
Agenda:

Design Principles for Web and Mobile
Storyboarding
Low, Medium and High Fidelity Prototyping
Paper
Wireframes

Amod Dange, Business Systems Manager for UX
Facebook Enterprise Engineering

Breakout/Review participation assignments
LEARN IT ASSIGNMENT #1 DUE.

Analyze the User Experience and Interface of Webex Breakout Sessions:

Initiate a Breakout session in Webex. Schedule the session, invite participants, run the session and terminate it.


How did this go?
Successes?
Challenges?

Create a prototype in Justinmind, (Powerpoint or another approved software), to improve the interface
What is Prototyping
A Prototype is “a product that is designed and built to test a new design. The prototype is used to correct mistakes and make [the design] more user friendly”

From Wireframes & Prototypes: Is There Really a Difference?
http://community.protoshare.com/2010/12/wireframes-prototypes-is-there-really-a-difference/
A prototype can tell a story of use
What is a Wireframe
“A Wireframe is a visual illustration of one Web page. It’s simply meant to illustrate the features, content and links that need to appear on a page so that your design team can mock up a visual interface and your programmers understand the page features and how they are supposed to work. One of the main purposes of a wireframe is to show you where each item should be placed on a page.”

From Wireframes & Prototypes: Is There Really a Difference?
http://community.protoshare.com/2010/12/wireframes-prototypes-is-there-really-a-difference/
Wireframe
Annotated Wireframe

From http://blog.mockupbuilder.com/wp-content/uploads/2013/06/Thanx-locations-wireframes.png
What is the VALUE of a Wireframe?
How does Justinmind differ from a Wireframe?
What are examples of Low Fidelity Prototypes?
What is a storyboard?
Meet Joe Smith!
He is unemployed & never went to college.

He lives in North Philly with his wife and two kids.

Catchchurch His Pastor explains GoOut System - GO OUT, MEMBERS DOWNSKILLS TO SIGN UP & RESUME WORKSHOP

Joe signs up & walks into McDonalds Portal CANE

McDonalds

MEMBERShips上岗 WORKSHOPS will be located & spread around the city

How to Write a Resume...

Joe attends RESUME WORKSHOP

GOT 3 WEEKSHOPS...

1 New Message!
CONGRATULATIONS!
You have 10 points,
You are eligible to buy 1 interview outfit!

EMPLOYER receives email about opportunity & recognizes tax break incentive & added value

Joe Smith
(Med)
(View resume)

Mary Johnson
(Big)
(View resume)

Bill Johnson
(Big)
(View resume)

10 POINTS

Hi, Employer!

Refine Search:

Employer interviews Joe, who has a new resume & impressive interview clothes.

Joe gets the job!
Take a 10 min BREAK

After the Break, I will assign you into groups to discuss your Journey Map assignments.
Guest Speaker

Amod Dange, Business Systems Manager for UX
Facebook Enterprise Engineering

What do you want to learn from Amod?
Take a 5 min BREAK

After the Break, I will assign you into groups to discuss your Journey Map assignments.
Session 4.1: Participation ASSIGNMENT #3

Post an example of an app or website (screenshot) illustrating a strength or weakness regarding design principles referenced in the readings

What did you find?
Breakout: UX Design

In groups, compare your screen shots and discuss how they reflect either good or bad practices for UX design:

1. What rules/concepts are displayed by the example?
2. Does the example reflect a success or failure of the rule/concept? Why
3. How would you improve it?
Who will SHARE an EXAMPLE of UX Design rules/concepts
Guest Speaker: 6/28

Brian Lynn, Director of User Experience Design, LiquidHub

What do you want to learn from Brian?