MIS 5109 Summer 2017
User Experience Design
Learnathon 3:
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:

The importance of User Research
Types of User Research
  contextual
  ethnographic
  field study
User experience and business systems
Prototyping introduction: Justinmind
What is **User Research**?
User research focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.

What are 3 ways you researched (or could research) the user experience you documented in Participation Assignment 1?

What did you do that was unexpected, unusual or immersed you in the problem domain?

How do these methods relate to the methods in the readings?

How does user research differ from traditional business research methods?
How do you conduct User Research

• Context of Use
• Ethnographic Methods
• Field Study Methods
When is the best time in a project to conduct RESEARCH?
What are the different TYPES of RESEARCH

• GENERATIVE
• EVALUATIVE
• PREDICTIVE
What is a **JOURNEY MAP**?
What are some of the important **DIMENSIONS** to track

Actions / Motivations / Questions / Barriers
Why is research essential to create a JOURNEY MAP?
This is an customer journey
Take a 10 min BREAK

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

Lauren McEwen, Research Lead, LiquidHub

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

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

Create a journey map of the experience.

Identify key areas in the experience that can be improved and provide reasoning why. Directly reference components of the interface design in your reasoning.

Templates: There is no single “right way” to design a journey map. It is best to select a structure that suits your needs.
Breakout: Mapping a Journey

There is no single “right way” to design a journey map. It is best to select a structure that suits your needs.

In groups, compare your journey maps and identify the following:

1. What dimensions / metrics / structure is most effective to map the experience?
2. How easy is it to visualize the process and identify opportunities?
3. Are opportunities identified supported by evidence-based reasoning?
Who will SHARE an EXAMPLE of a JOURNEY MAP
NEXT CLASS
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.


Create a prototype in Justinmind, (Powerpoint or another approved software), to improve the interface
Guest Speaker: 6/21

Brian Lynn, Director of User Experience Design, LiquidHub

What do you want to learn from Brian?