

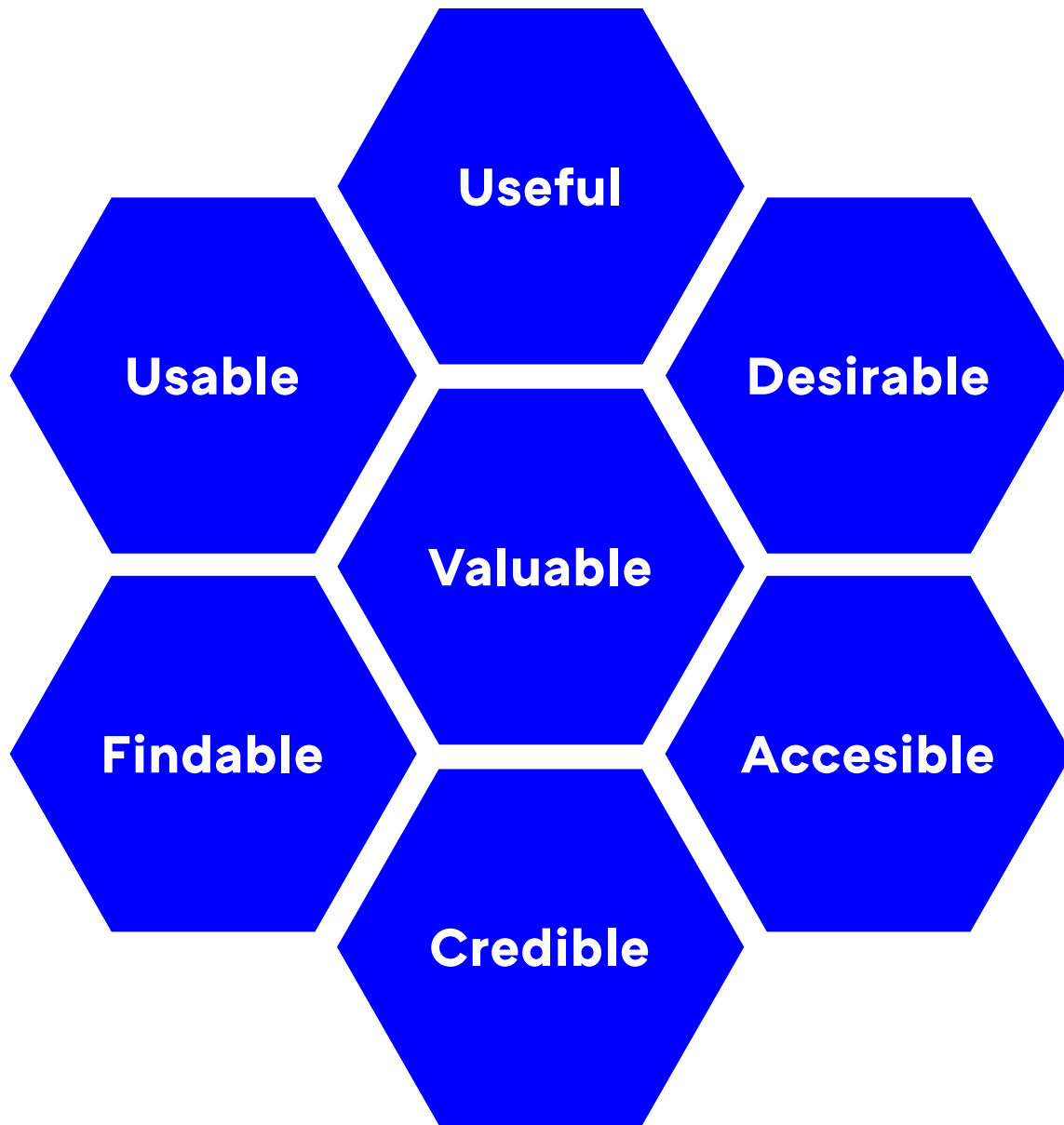
Spring 2018 — ar589.github.io

Week 6

Interactive Design

User Experience
Process & Practice

**User experience
is something
you design.**



**Factors
that
influence
user
experience**

**A successful
design helps
the user achieve
their goals.**

**Give the user the
appropriate information
at the appropriate time.**

The Process

Understand

Research
Interviews
Strategy

Plan

Content
**Information
Architecture**
Prototyping

Design

Interface Design
Interaction Design

Understand

What do we need to know?

- What is the content?
- What is the competitive landscape?
- Who is the audience?
- What is the goal?

**Do Your
Research First**

Become an Expert

- Get as invested as you can in the content.
- Audit any existing copy and imagery.
- Check out related communities online.
- Read as much as you can.

Basic Assumptions

- The user is an actual person.
- They are looking for something specific.
- They don't know anything about the content.
- They have more important things to do.

**Understand
the Audience**

**A designer's
most important
skill is asking
good questions.**

User Interviews

- What are their motivations?
- What is their background?
- What do they care about?

Strategize a Solution

**Find where the
user's needs and the
content overlap.**

Make Recommendations

- Document findings
- Present a plan
- Build consensus

Avoid Pseudo Science

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations

Motivation	Level
Price	Low
Comfort	Medium
Convenience	High
Speed	Medium
Preferences	Low
Loyalties/Rewards	Medium

Personality

Personality Trait	Level
Extrovert	Low
Introvert	High
Sensing	Low
Intuition	High
Thinking	Low
Feeling	High
Judging	Low
Perceiving	High

Brands

KAYAK Basecamp Outlook enterprise IHG

Technology

Technology	Level
IT & Internet	High
Software	Medium
Mobile Apps	Medium
Social Networks	Medium

Demographics

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Attributes

Attribute	Level
Organized	High
Practical	Medium
Protective	Low
Hardworking	Medium

Document Your Findings

- Make a concrete deliverable that you can refer back to.
- This will remind you of the goals and be a guiding light for later decisions.

Plan

**Anyone can
make a thing.**

**Designers make
the right thing.**

**Figure out what you
have to work with.**

Content Strategy

- Identify what already exists.
- Connect goals to information.
- Use content to it's maximum effect.
- Propose new content to support your goals.

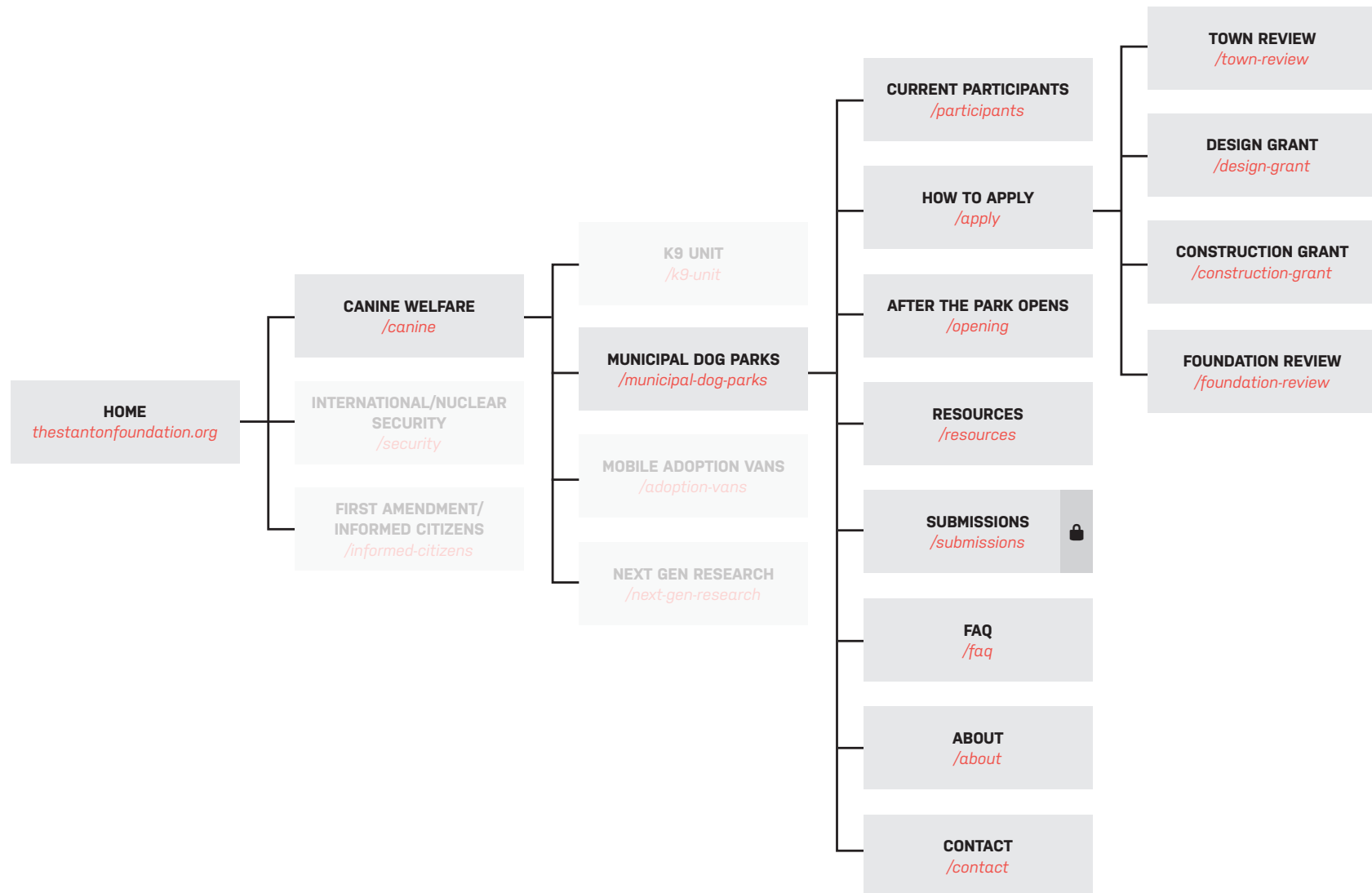
Map it out.

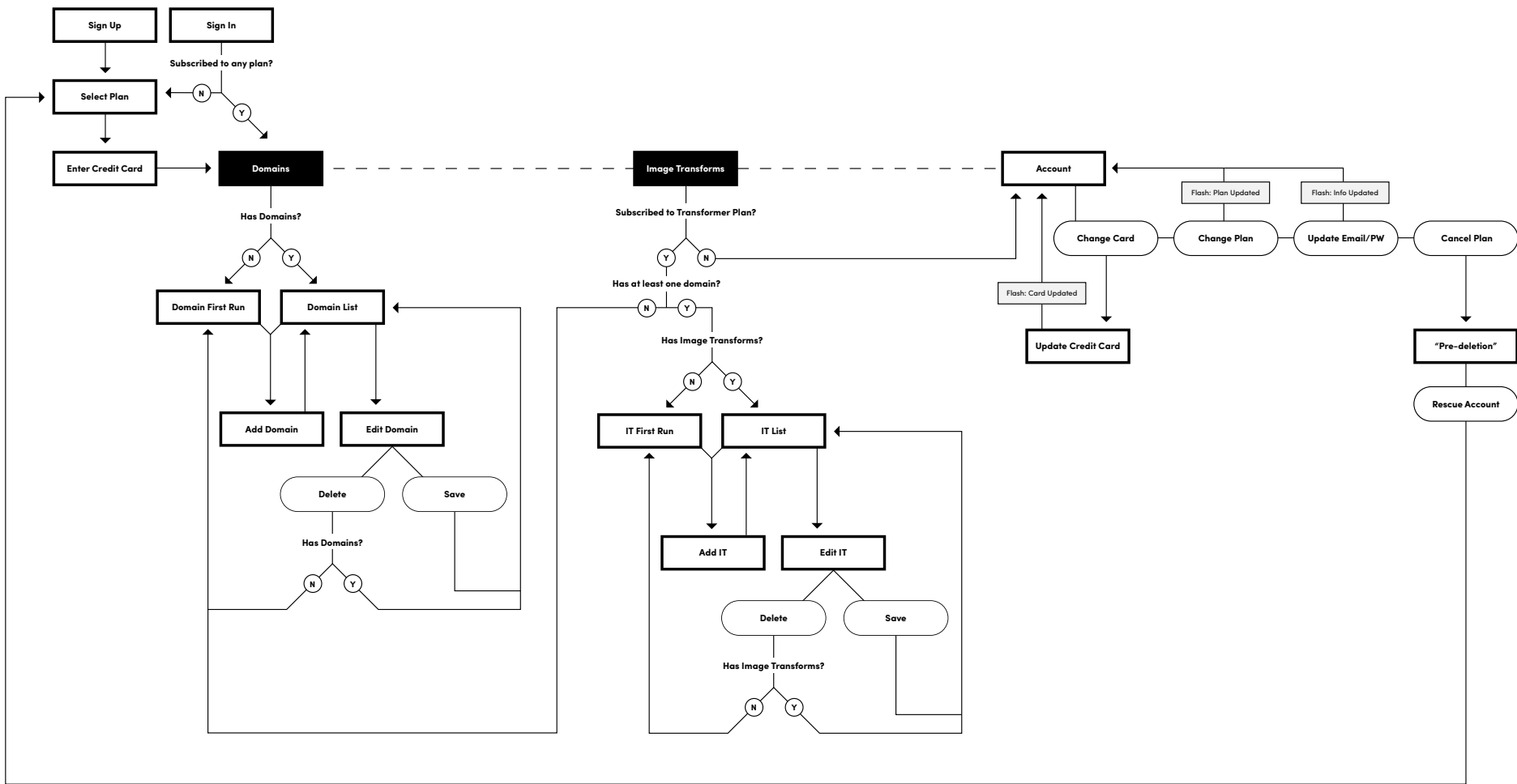
Information Architecture

- Build a mental model of your content.
- Your site should be intuitive and organized in a way that anticipates the user's needs.
- Get users to content as quickly as possible.
- Navigation is a powerful storytelling tool.

Municipal Dog Parks Program

<http://thestantonfoundation.org/canine/municipal-dog-parks>





**Design is how
it works.**

Prototyping

- Start building a “wireframe” in HTML / CSS with real content as soon as possible.
- Iterate until you are confident in the structure of your design.

Design

Reconnect to the Goals

- Tie design decisions like color, art direction, and typography back to your strategy.
- Visual design can be emotional.
Don't let that derail your process.
- Involve stakeholders to build consensus.

**Create an informed
look and feel.**

PURE & SIMPLE
perfectly designed

Minimal, pared-back, and clean, this direction turns the dial up on health, clean eating, organic lifestyle, and removing excess like waste, packaging, and shipping with a secondary focus on design.

Scandia Regular

Aa Bb Cc Dd Ee

abcdefghijklmnopqrstuvwxyz

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0123456789

Pressura Mono Regular

Aa Bb Cc Dd Ee

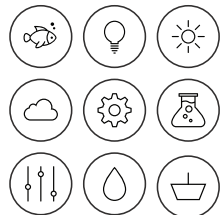
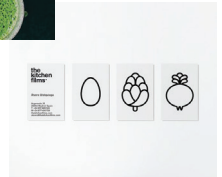
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0123456789



made in
the USA



midnight
#333030



slate
#68646e



evergreen
#456632



sprig
#6da843



cloud
#ffffff

GARDENING DESIGNED
FOR YOUR HOME

Lots of white space, straightforward typography, a simple, refined color palette of predominantly black, white, and green with highlights of orange. Photos with dark backgrounds and dramatic close-ups or overhead shots of plants.

Natural & Wholesome

DIY BY DESIGN

Familiar and authentic, this look and feel has a heavy focus on nature, outdoors, and gardening balanced by modern elements.



MADE IN
THE
USA



What will you grow?

Friendly slab serif headlines paired with a clean, modern sans serif for body copy. A soft, neutral color palette and photos that make use of natural lighting with background textures like concrete and wood.

PRODUKT REGULAR

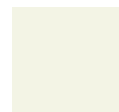
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GRAPHIK REGULAR

Aa Bb Cc Dd Ee

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Clothesline
#f2f2e4



Grove Orange
#f68526



Petal
#f7c2a1



Pebble
#e9cb99



Soil
#484443



Stone
#7c8185



Pond
#a9c7c7

Fresh and Vibrant

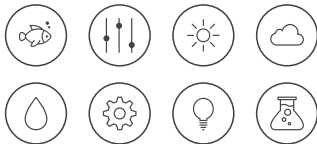
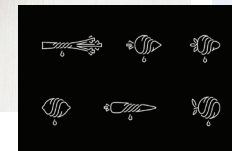
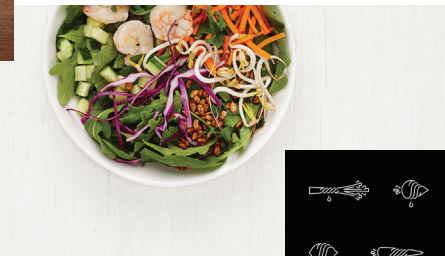
HARVEST STORIES

Active, energetic, and humanist, this style highlights food with a slight focus on cooking - the ultimate result of gardening.



Get growing.

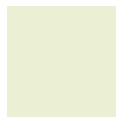
Bold graphic elements borrowed from nutrition labels paired with a bright, saturated color palette and a modern, quirky typeface. Light and airy photography with natural textures or white - but not isolated - backgrounds.



STEEL
#7c8185



CHARCOAL
#484443



GINGER
#ebefd4



GROVE ORANGE
#f68526



PAPAYA
#f38363



KALE
#4a6637



GREEN APPLE
#68b045

WALSHEIM PRO REGULAR

Aa Bb Cc Dd Ee

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

WALSHEIM PRO MEDIUM

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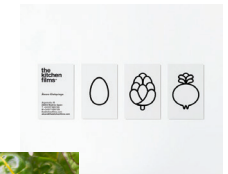
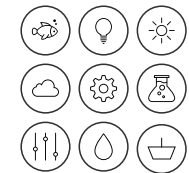
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Pure and Simple

PERFECTLY DESIGNED

Minimal, pared-back, and clean, this direction turns the dial up on health, clean eating, organic lifestyle, and removing excess, with a heavy focus on design.



SCANDIA REGULAR

Aa Bb Cc Dd Ee

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SCANDIA MEDIUM

Aa Bb Cc Dd Ee

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Evergreen
#456632



Papaya
#f38363



Grove Orange
#fc8620



Midnight
#333030



Slate
#68646e



Sprig
#68b045



Natural
#e6d8b8



Twine
#f2f2ef

Gardening designed for your home.

Lots of white space, friendly typography, and a refined color palette of black, greens, and a mix of both warm and cool neutrals with highlights of orange balance high-end design with approachability. Photos with dark or white backgrounds and full-frame close-ups of plants create a dramatic but natural scene.

**Design an
intuitive system.**

Create a World

- Build a consistent visual language that the user can understand.
- Create hierarchy to move the user through content efficiently.
- Use design elements to draw attention to the most important pieces of content.

Add Impact

- Make the most out of the assets you create.
- Drive home your point with clear calls to action.

Things to Remember

Simple > Complex

**The details are
key to a good
user experience.**

**Bring others along
for the ride.**

**Be respectful
of the user.**

Assignment 2

Movie App Interface

Create a responsive multi-page experience that will guide a user through selecting from a list of movies and purchasing tickets.

Due March 23

Design Challenge

Start thinking about your goals for your app and document your process.

- Define your audience and consider their intent.
- Create a sitemap of your website.
- Create a content inventory.
- Build out the structure of your app in HTML.