

User Experience Design and Strategy

Chava Canolli

UNIV 103, Freshman Seminar
Friday, October 10/2014



CAPCO

Today's Agenda

- What is user experience?
- User experience deliverables
- Project

What is User Experience?





Try FREE:

1. Sharing Transformations Make-Money Affiliation
2. Chakra/ColorAlchemy
3. Feng Shui SOULutions Consistent RESULTS
4. http://bit.ly/JamiLin_Radio
5. http://bit.ly/NEWS_opt-in

Inner Balance - Outer Beauty

60 yrs young
do what I do!

ageless-skin-care.com

Jami's  Jami Lin | Feng Shui | ColorAlchemy | House Astrology | Interior Design | Ageless Youthful Skin Care | Chakra Rainbow Transfers | Crystal Transfers | Affiliate Sharing Transformations 

Jami Lin's Musings | Jami LIVE! | Exclusive Products | FREE Secrets | About & Services

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Jami Lin's audio & video welcome

Today's Special YOU! 

Do-it-Yourself Results 

Learn Mastery 

Exclusive Solutions 

Master Jami's Consults 

May my passions also become yours...

I love, Love, LOVE helping you evolve and raise you consciousness with...

- | | |
|-------------|--|
| New! | Sharing Transformations: MAKE MONEY Affiliate Program and YOUR Personal Web Site! |
| 1. | |
| 2. | Jami's Store: Sharing Transformations/Venice, FL |
| 3. | Jami Lin's opening ceremony at Earth Dance inspires personal and global transformation. |

Jami Lin's EarthDance 2013 keynote 



Jami Lin's calendar

58 years young!
My age is my testimony please check out [your ageless-skin-care](http://ageless-skin-care.com)



"Good design, when it's done well, becomes invisible. It's only when it's done poorly that we notice it. Think of it like a room's air conditioning. We only notice it when it's too hot, too cold, making too much noise, or the unit is dripping on us. Yet, if the air conditioning is perfect, nobody say anything and we focus, instead, on the task at hand."

- Jared Spool

What is User Experience (UX)?

Comprises of:

- Interaction design

Shaping digital things for people to use

- Information architecture

Structural design of shared information

- Visual design

Visual communication and problem solving

- Usability

Ease of use and learnability of a human made object

- Content strategy

The planning, development and management of content



Deliverables

- Strategic Business Priorities
- Competitive Analysis
- User Personas
- Style Guide
 - Mood Boards
 - Typography
 - Functional Diagrams
- Site Maps and User Flows
- Wireframes
- Prototype and User Testing

Business Strategy

- Growing business by customer accumulation
- Growing business by attrition
- Cross-selling methods
- Influence customers to bring others



Competitive Analysis

- Assessment of the strengths and weaknesses of current and potential competitors
- Provides both an offensive and defensive strategic context to identify opportunities and threats
- Should be done quarterly





1 Identifying Competitors

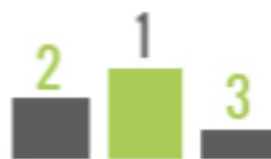


2 On-page Analysis

3 Backlink and PR Analysis



4 Rankings of Competitors



5 Competitor Traffic Analysis



6 Benchmarking Competitors

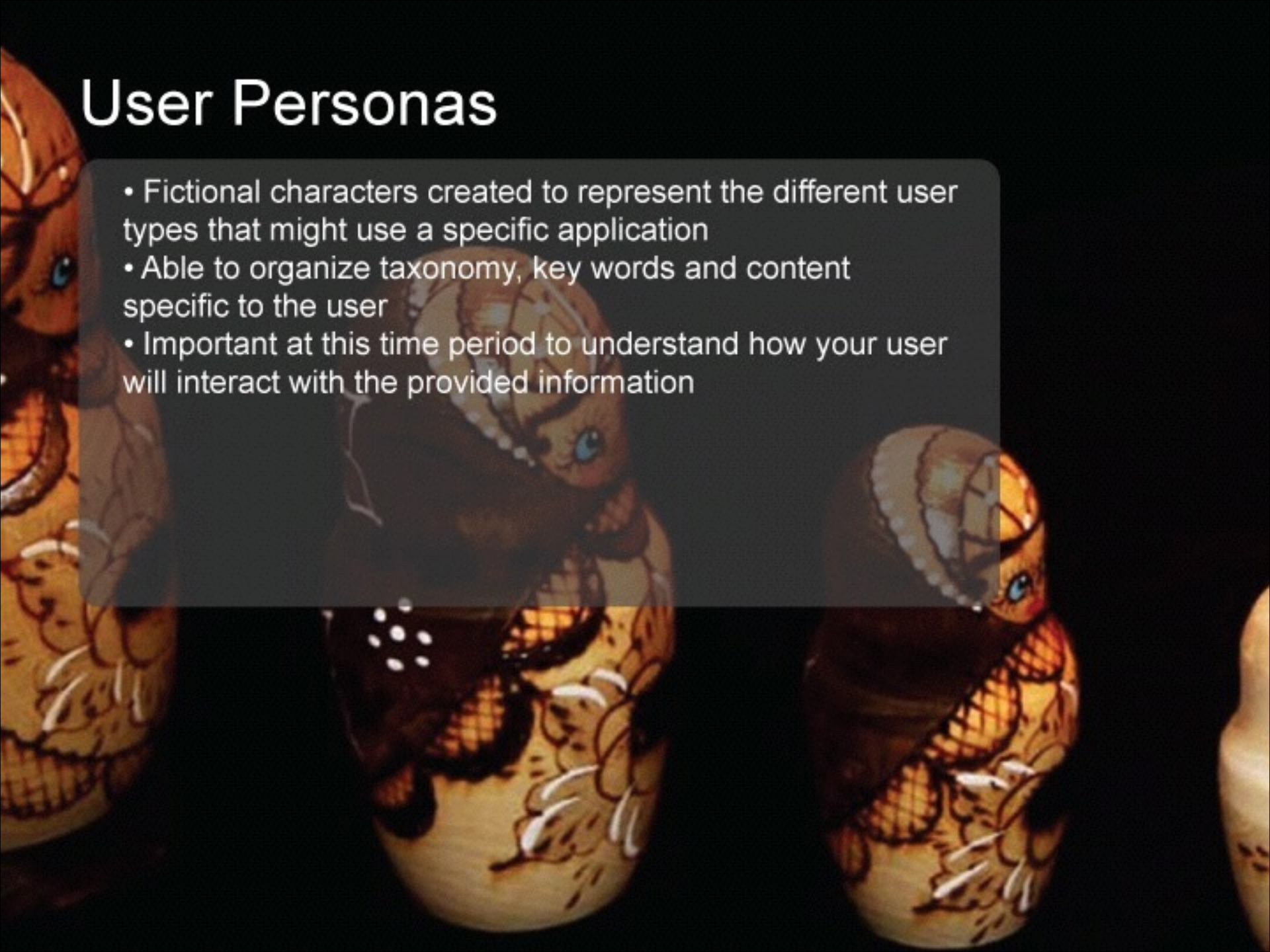


COMPETITOR ANALYSIS



User Personas

- Fictional characters created to represent the different user types that might use a specific application
- Able to organize taxonomy, key words and content specific to the user
- Important at this time period to understand how your user will interact with the provided information



Marketing Cristina | BUYER PERSONA

Demographic Information

Cristina lives in São Paulo, she is 30-45 years old. She is not married but is in a serious relationship and is not sure about kids. She is an undergraduate from ESPM and is considering an extension course. She makes R\$ 108.000,00/yr.

Job Description

She works as a Marketing Manager in a mid-size company and reports directly to the C.E.O. She also oversees the Sales Department which comprises most of her staff. Her success is measured by Sales performance. Food Industry.

A day in her life

Marketing Cristina wakes up around 6 a.m., checks her Facebook and personal e-mail and, after having breakfast, goes to the gym. Upon arriving at the office, she checks her corporate e-mail and sets the schedule for the day. She gets reports from her staff both by e-mail and in meetings. At the end of the day she usually reports and meets her boss.

Pain Points

She is overwhelmed with work and has almost no time to plan things throughout the day. She feels the company is being pushed by the market instead of setting a course. She also thinks the company could benefit more from Digital Marketing but doesn't know how.

How do we help her solve them

Outsourcing her Digital Marketing efforts and being able to show the ROI over it. Free some time.

What does she value the most

She loves to take care of herself and believes her life should be balanced. She wants honest business partners that can deliver.

What experience is she looking for

She wants to be constantly informed about the project status and to be able to see results on a weekly basis. She wants to be able to see the impact on KPI by herself.

Where does she go for information

meioemensagem.com.br , "Nova", "Claudia", "Marie Claire" Magazines. Also "Exame" and Google searches for specific topics.

Her goals

To raise sales and be acknowledged as a great employee. She loves the concept of spirituality and practices Yoga to remain calm.

Most common objections to our service

She never heard about inBound Mkt and thinks that most Digital Marketing efforts results cannot be measured.



Style Guide

- Set of standards for the writing and design of documents, either for general use or a specific publication, organization or field.
- The implementation of a style guide provides uniformity in style and formatting within a document and across multiple documents.
- Consists of
 - Mood Boards
 - Iconography
 - Typography
 - Functionality

Mood Boards

- Type of collage consisting of images, text and samples of objects in composition
- Can be physical or digital, and are great presentation tools.



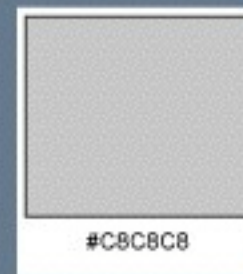
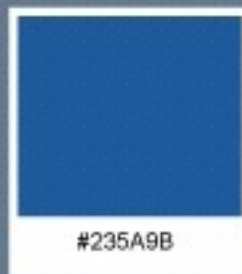
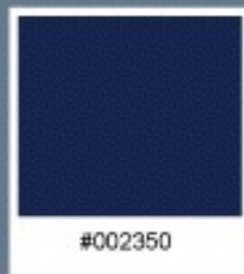
Color

The color palette provides functional clarity for users, while reinforcing the core brand.

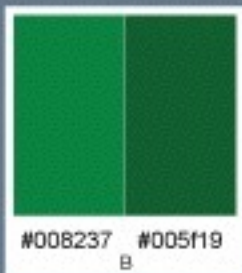
Color should not be used superfluously; by using a classic palette with strategic use of bold colors we can assist users with navigation, legibility, findability and orientation.

This color palette is specific to user interface elements such as type, icons, strokes and backgrounds. When editing HTML or creating new HTML use this color palette for your color selection. The colors enclosed by a box are the primary colors, however, you can use any of the tints presented in this color palette for maximum versatility.

PRIMARY COLORS



WIDGET COLORS



Typography

- Legibility
- How you read something on screen and digest it is an important aspect of usability
- Increases understanding of page hierarchy.

Typography

Arial is approved for use throughout the application. Sample styles are outlined below with specifications that should be used when creating elements within custom HTML components.

PAGE HEADER

Font-Size: 24px Font-Weight: Bold Color: #000000

This is the typography

FIELDS/HYPER-LINKS/DROP DOWNS

Font-Size: 13px Font-Weight: Regular Color: #000000

This is the typography

PRIMARY NAVIGATION (NOT SELECTED)

Font-Size: 16px Font-Weight: Bold Color: #000000

THIS IS THE TYPOGRAPHY

APPLICATION TITLE

Font-Size: 16px Font-Weight: Bold Color: #FFFFFF

THIS IS THE TYPOGRAPHY

BUTTON LABEL

Font-Size: 13px Font-Weight: Bold Color: #000000

This is the Typography

PRIMARY NAVIGATION (SELECTED)

Font-Size: 16px Font-Weight: Bold Color: #FFFFFF

THIS IS THE TYPOGRAPHY

SECONDARY NAVIGATION

Font-Size: 16px Font-Weight: Bold Color: #FFFFFF

This is the typography

Component Visual Design & Functionality

The background of the slide is a collage of various mechanical and electronic parts. In the top right, there's a close-up of a gear with numbers like 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Below it is a large, multi-layered lens or optical component. In the center, there's a metal plate with various holes and a small blue component. In the bottom left, there's a circuit board with yellow traces and red wires. The overall color palette is dark with blue and purple tones.

- Define visual design
- Define functionality
- Define icons

Buttons and Icons

A button is a small outlined area that a elicits a command.

BUTTON LAYOUT



Unless otherwise noted in wireframes and the specification document, the button naming convention utilizes the exact functional command.



Color.F

BUTTON ASSOCIATED ICONS



BUTTON NON-ASSOCIATED ICONS



NON-BUTTON ICONS



Form Behavior

FIELDS

Fields should be laid out in a 12 column grid with the labels positioned above the input

FIELD TYPES

Input:

Standard HTML Component

[Name]

Checkbox:

Standard HTML Component

Customize

Select:

Standard HTML Component

[Name]

Selectize:

Select box which allows for users to add acceptable values

Date:

Input box with a calendar button

- Input - tabbing into the field will allow user to input the date via the keyboard
- Click - the button will bring up a calendar component which allows the user to navigate from month to month then select a date - the calendar component is only hidden once the user selects a date or on blur of the field
- Validation - check the date is the same value once it is converted to a new Date()

[Date]



CALENDAR						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Site Maps & User Flows

- Determines early on what actions users should take when they arrive at a client site.
- Sets the layout and organization of the site or application.
- Understand the need for content strategy, what information to provide to the user and when

Wireframes

- Blueprint prior to the visual design used to illustrate the flow of information
- Document all objects to be included on the page
- Show the behavior and states of some of these objects



Trends (2.0)



Components

1. Tapping on an image will take the user to a detail page.
2. Trends are swiped left to right.
3. User can "Like" to instagram, save to favorites or share.
4. User can read comments or add their own comment. (*refer to page 16)

Only 20 images at once are displayed until the user chooses to reload.

If the user taps on the Instagram "Like" button, increases both here and on Instagram dynamically.

The Trends section is pulled from an external CMS (Instagram). Images, related caption and number of Facebook likes are pulled in.

If the user is not connected to the internet, an error of "no connection" is displayed. The cached icons are displayed. If the user taps on an icon, the error message is displayed.

Prototype & User Testing

- Prototype

Can be done either on paper, a quick prototyping tool like Axure or iRise, or coded.

- Usability test

A technique used in user-centered interaction design to evaluate a product by testing it on users.

Provides direct input on how real users use the system.

- Heuristic evaluation involves evaluators

- Field testing

- Lab testing

 - * Morae Software

 - * A/B testing

Project

- UX Strategy Presentation
 - Our overall game plan is to become (blank)
 - In practice for our UX, this means (3 statements)
 - This application will align with business priorities by (3 statements)
 - This application will meet the deepest customer needs by (3 statements)
 - This application will differentiate from competitors by (3 statements)
 - We will know it works by (3 statements)

About the Speaker

Chava Canolli

- User Experience Lead
- chava.canolli@capco.com

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