

# User Experience Design

Julie Grundy

Information Architect, Duke Web Services





# Duke WEB SERVICES

The Duke University's in-house web group based in the Office of Information Technology. We specialize in custom-designed responsive web solutions for the Duke University community.

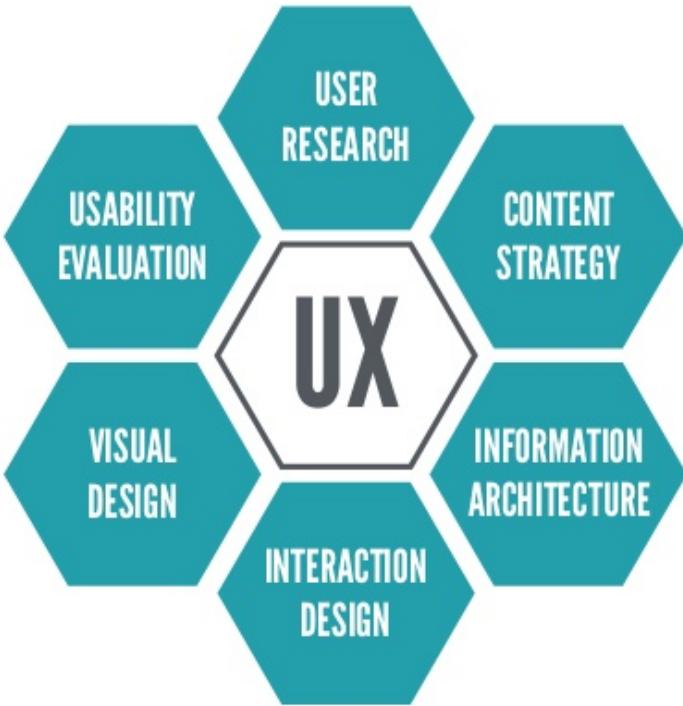
# What we will cover today

- Overview and Why
- Usability Principles
- Workflow of a UX designer
- Tactics and Tools
- How to get involved

# What is User Experience?

“User experience is a discipline focused on **designing the end-to-end experience** of a certain product.”

- from Rui Barroca, Product Designer



*Graphic credit: Rui Barroca, Product Designer*

# UX Design

UX Design encompasses = Visual Design, Content Messaging, and How Easy it is for a User to Accomplish a Task.

As people, we all have different mental models to define our world.

# What is Usability?

Usability has to do with:

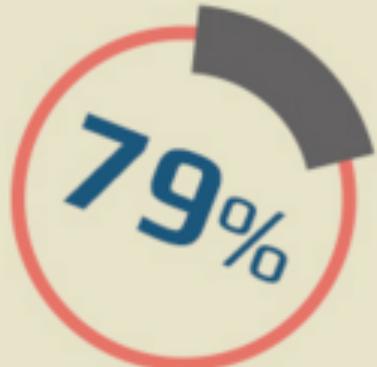
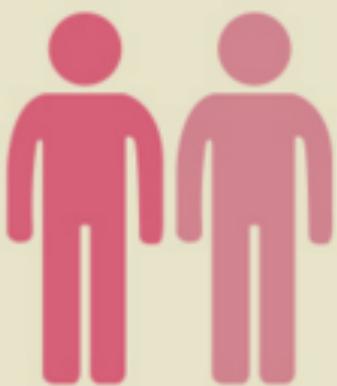
- **Effectiveness** - can users complete tasks, achieve goals with the product
- **Efficiency** - how much effort do users require to do this?
- **Satisfaction** – what do users think about the products ease of use?

# Why does UX matter?

*Every dollar invested in UX will bring \$2 to \$100 in return.*

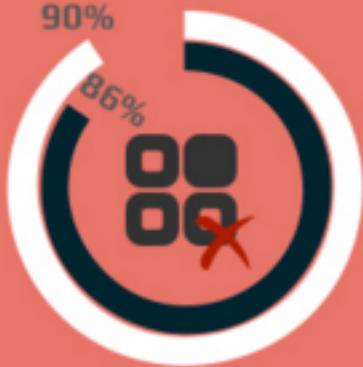
- Fast Company Design article  
<http://www.fastcodesign.com/1669283/dollars-and-sense-the-business-case-for-investing-in-ui-design>

3



Of people who don't like what they find on one site will go back and search for another site<sup>2</sup>





**90%** of users reported they stopped using an app due to poor performance and **86 %** deleted or uninstalled at least one mobile app because of problems with its performance.<sup>17</sup>

**84%**



Of companies expect to increase their focus on customer experience measurements and metrics.<sup>7</sup>





*- March 18, 2015 Infographic from Frank Spillers published on Experience Dynamics; <https://www.experiencedynamics.com/blog/2015/03/30-ux-statistics-you-should-not-ignore-infographic>*

# How?



# Get to Know Your User



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# Rule #1

You are not the user.

# Roles of a UX Person

Different job titles:

- UX Designer
- Information Architect
- Experience Designer
- Interaction Designer
- UX Strategist
- Creative Director
- UI Designer

Great resource:

<http://www.uxbeginner.com/how-to-navigate-the-ocean-of-ux-job-titles>

# Ground Work: Usability Principles



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*Courtesy of Bob Ross*

# Nielsen's 10 Usability Principles

## 1. Visibility of System Status

Keep users oriented and clear about where they are in the system or where they are up to in a process.

“I know what’s going on.”



HOTELS FLIGHTS CARS PACKAGES TRIPS 1

Create a price alert

**Stops**

- nonstop
- 1 stop \$841
- 2+ stops \$860

**Times**

Take-off Raleigh (RDU)  
Sat 6:00a - 8:30p



Take-off Reykjavik (REK)  
Sat 1:00a - 5:00p



Show landing times ▾

**Airlines**

Carrier | Alliance

RDU ↔ REK

22 of 22 flights

Jun 4 → Jun 18

Saturday Saturday

Economy cabin

1 traveler

Change

Sort by: price (low to high) ▾

Round-trip | Segment NEW

Check Rates

JustFly, Up To 80% Off Flights

Save big on flights to Reykjavik with up to 80% Off Flights. For A Limited Time Only.

Select

[www.justfly.com](http://www.justfly.com)



\$841



KLM

4:30p

RDU

→ 6:55a

KEF

10h 25m

1 stop (JFK)

8:35a

KEF

→ 3:36p

RDU

11h 01m

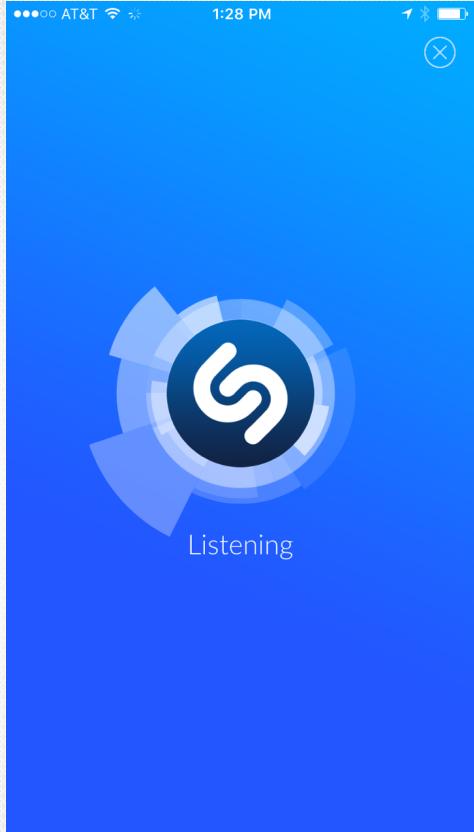
1 stop (JFK)

Select



Economy

Delta operates flight 6056, 6057.  
Endeavor Air DBA Delta Connection operates flight 5869, 6772.



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# Nielsen's 10 Usability Principles

## 2. Match between the System and the real world

Follow real-world conventions, making information appear in a natural and logical order.

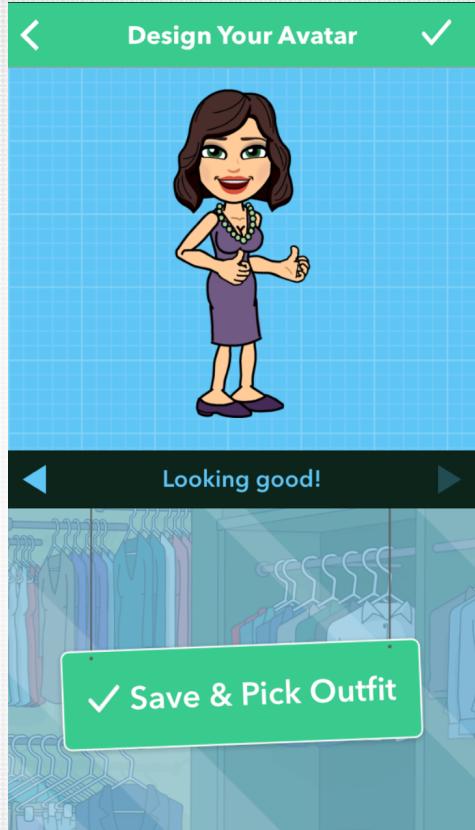
“I know what you’re talking about.”



#### Thanks For Signing Up!

Please check your email and click **Activate Account** in the message we just sent to [julie.grundy@duke.edu](mailto:julie.grundy@duke.edu).

Once your account is activated, we'll send you an email with some information to help you get started with MailChimp.



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# Nielsen's 10 Usability Principles

## 3. User Control and Freedom

Users should be free to select and sequence tasks (when appropriate), rather than having the system do this for them.

“Oops, let me out of here.”

The LinkedIn interface shows a user's profile page. At the top, there is a search bar and navigation links for Home, Profile, Connections, Jobs, and Interests. A banner for an Online MS in Analytics is displayed. Below the banner, a modal window is open, asking the user about their responsibilities when they were an Information Architect at Duke University. The modal includes a text input field, three buttons (Save, Skip, Does not apply), and a close button. To the right of the modal, there is a circular progress bar labeled 'Strength' with an arrow pointing towards it. Below the progress bar, there is an advertisement for Microsoft Cloud.

When your title was Information Architect at Duke University, what were your responsibilities?

Recruiters are more likely to reach out to members with a job description.

My responsibilities include...

Save

Skip

Does not apply

57

1

21



Strength

All-Star



## Julie Grundy

Information Architect / Content Strategist

Durham, North Carolina | Online Media

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**"Your name will be public" is very important information - great timing on providing it!**

The Portland, Oregon Lean Startup Circle Meetup page on Meetup.com. The page features a red header with the group's name. Below the header, there's a navigation bar with links for Home, Members, Photos, Pages, Discussions, and More. A "Join us!" button is located in the top right corner.

The main content area includes a bio section with a circular diagram, a "Portland, OR" summary box, and a "People in this Meetup are also in:" sidebar. The sidebar lists other local meetups such as "Small Business Owner's Networking Lunch", "The Portland Hiking Meetup Group", and "Nerd Nite Portland".

A large orange arrow points from the text "Your name will be public" to the "Sign up" form. The sign-up form has fields for "Your name", "Your email", and "Pick a password", along with "Sign up" and "Sign up using Facebook" buttons. A note at the bottom of the form states: "By clicking "Sign up" or "Sign up using Facebook", you confirm that you accept our Terms of Service & Privacy Policy".

The "Recent Meetups" section shows an event titled "Customer development" with details like "Upcoming 1", "Suggested 1", "Post", and "Calendar". The "What's new" section displays a video thumbnail of a presentation.

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• 100%

Sent

UNDO



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# Nielsen's 10 Usability Principles

## 4. Consistency and Standards

Follow platform conventions. Principle of least surprise.

**“Seems familiar, makes sense.”**

w.linkedin.com/profile/view?id=AAIAAAD3EUQBErx6Vt\_-pLI0QhIVOQByJ477-iE&trk=nav\_responsive\_tab\_profile\_pic

The screenshot shows a LinkedIn profile page for Julie Grundy. At the top, there's a navigation bar with links for Home, Profile, Connections, Jobs, and Interests. Below the navigation is a banner for an 'Online MS in Analytics' program. To the right is a sidebar titled 'Account & Settings' containing Julie's profile picture, her name, a sign-out link, and account information showing 'Account: Basic' with a 'Try Premium' option. There's also a prompt to 'Add a background photo'.

Alumni Association Basecamp Classic Projects

New features [Sign out](#)

The screenshot shows a Basecamp dashboard for the 'Duke Alumni Network' project. It includes a sidebar with links for 'New stuff!', 'Projects', 'Calendar', 'Everything', 'Progress', and user accounts for 'Everyone' and 'Me'. A search bar at the top right allows jumping to projects or people. The main area displays a task from a to-do list under the 'Profile - Sprint' section, which is checked and labeled 'User signup wizard'. There are edit and delete options for this task.

## Duke Alumni Network

From the to-do list: [Profile - Sprint](#)

User signup wizard

[Edit](#)

[Delete](#)

The screenshot shows the SoundCloud website interface. At the top, there's a navigation bar with icons for Home, Collection, Search, Upload, and a user profile for Julie Grundy. Below the search bar is a large orange button labeled "Explore tracks". To the right of the search bar is a vertical navigation menu with links like About Us, Legal, Copyright, Mobile Apps, On SoundCloud, Blog, Jobs, Developers, Help Forum, Help Center, Keyboard Shortcuts, Subscription, Settings, and Sign out. A red arrow points from the bottom right towards the "Sign out" link.

Julie Grundy  
Kygo Awesome Mix

1 year 59:58

Liked Playlist Share

1 Kygo – Kygo – BBC Guest Mix For Diplo&Friends

Natural High Music t teejaygrun  
Télépopmusik - Smile (Natural High Remix) (2012)

1 year #Electro-hop 3:11

Like Repost Add to playlist Share 219K 3,283 822 78

 Duke Translational  
Medicine Institute



 Menu

FEATURED NEWS 

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# Nielsen's 10 Usability Principles

## 5. Help Users Recognize, Diagnose, and Recover From Errors

Error messages in plain language. Give users understanding of how they will solve the problem in plain language.

“I know what went wrong, I can fix it.”

## Facebook Login

**Please re-enter your password**

The password you've entered is incorrect. [Forgot Password?](#)

[Forgot your password? Request a new one.](#)

Login as:



**Julie Grundy**

juliepgrundy@yahoo.com

[Not Julie?](#)

Password:

 \*

Keep me logged in

**Log In** or [Sign up for Facebook](#)

[Forgot your password?](#)

[English \(US\)](#) [Español](#) [Français \(France\)](#) [中文\(简体\)](#) [العربية](#) [Português \(Brasil\)](#) [Italiano](#) [한국어](#) [Deutsch](#) [हिन्दी](#)

...

WHOOPS!



## IT'S LOOKING LIKE YOU MAY HAVE TAKEN A WRONG TURN.

Don't worry... it happens to the best of us.

If you typed in the address, check your spelling. Could just be a typo.

If you followed a link, it's probably broken. Please contact us and we'll fix it. Apologies for the inconvenience.

If you're not sure what you're looking for, start at the homepage using the links above or the search box.

# Nielsen's 10 Usability Principles

## 6. Error Prevention

Even better than good error messages is a careful design that prevents a problem from occurring in the first place.

“Glad I didn’t do that.”

Send to 1334 recipient(s)

Send test to julie.grundy@duke.edu

Save & close

Delete draft

[Back to edit](#)

### Email preview

Send to: 1334 recipients

2 contacts excluded due to archived or disabled emails.

Reply to: Triangle UXPA <julie.grundy@duke.edu>

Link tracking: Enabled (until 01 Feb 2016)

Subject: (TriUXPA) Updates, Events and Jobs

Preview for: [Mobile \(300 px\)](#) | [Mobile and desktop \(600 px\)](#) | [Desktop \(1000 px\)](#)

## Triangle User Experience Professionals Association (Triangle UXPA)

### Weekly updates, events, and jobs

*Week of November 2, 2015*

#### Triangle UXPA Survey - Please take!

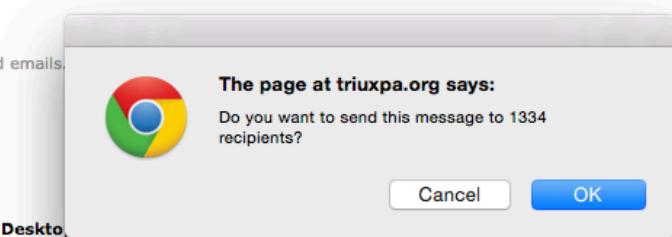
If you have around 5 minutes, please take this survey on upcoming workshops we might offer: <http://bit.ly/1PUs7eF>

#### PhD Opportunities at University of North Carolina

The School of Information and Library Science (SILS) at the University of North Carolina at Chapel Hill invites applicants to the PhD program for start in August 2016. The doctoral program provides intensive, highly flexible and customizable preparation for a range of careers including those in academia and research centers. Funding (tuition, stipend and health insurance) is available. [More information about the PhD program](#).

#### "Launching your UX Career" Panel at UNC on November 4

Triangle UXPA and the UNC School of Information and Library Science (SILS) are facilitating a panel discussion, "Launching your UX





## Get started with a free account

Sign up in 30 seconds. No credit card required.

Already have a MailChimp account? [Log in here](#)

Email

julie.grundy@duke.edu \*

Username

juliegr8

Password

.....| \*

Show

- One lowercase character
- One uppercase character
- One special character
- One number
- 8 characters minimum

[Create My Account](#)

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).



<https://mail.google.com/>

Did you mean to attach files?

You wrote "I've attached" in your message, but there  
are no files attached. Send anyway?

Cancel

OK

●●●○ AT&T

2:15 PM



Enter Passcode

Cancel

Enter your passcode

— — — — —

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	✖

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# Nielsen's 10 Usability Principles

## 7. Recognition Rather than Recall

Make objects, actions, and options visible.

“I know what I need to do here.”



HOTELS FLIGHTS CARS PACKAGES TRIPS 

Login 

# Hotels



Sat 6/4



Sat 6/18

1 room, 1 guest

[More options▼](#)Compare vs. KAYAK [all](#) | [none](#) Booking.com  Travelocity  Hotels.com  HotelPlanner  Expedia

Arno Pro

Ayuthaya

Baghdad

✓ BANK GOTHIC

Baskerville

Baskerville Old Face

Bastion

Batang

# Nielsen's 10 Usability Principles

## 8. Flexibility and efficiency of use

Cater the system to the inexperienced and expert user. Encourage exploration.

**“Allow me to do more or less.”**



dogs in hats



Web Images Videos Shopping News More Search tools

Size Color Type Time Usage rights More tools



Halloween

✓ Any size

Large

Medium

Icon

Larger than...

Exactly...



Party



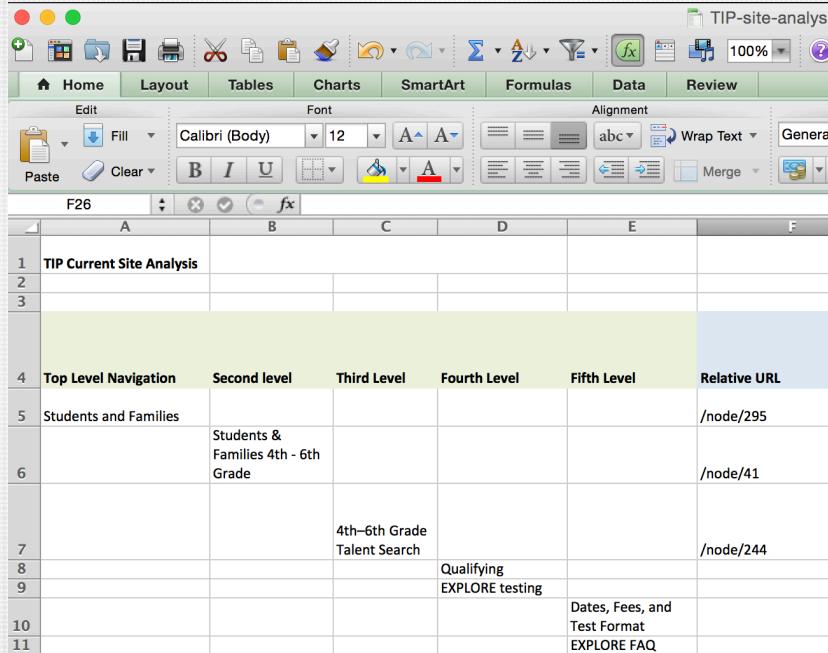
Winter



Clicky picture



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A screenshot of a Microsoft Word document titled "TIP-site-analysis". The document contains a table with 11 rows and 6 columns. The columns are labeled A through F at the top. Row 1 contains the header "TIP Current Site Analysis". Rows 2 and 3 are empty. Row 4 contains the column headers: "Top Level Navigation", "Second level", "Third Level", "Fourth Level", "Fifth Level", and "Relative URL". Rows 5 through 10 contain data entries, with row 10 being the last row of the table. The "Relative URL" column for each row is listed below the table.

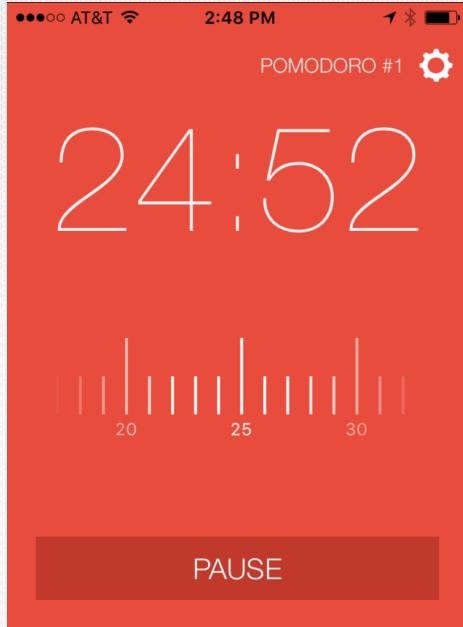
TIP Current Site Analysis					
Top Level Navigation	Second level	Third Level	Fourth Level	Fifth Level	Relative URL
Students and Families	Students & Families 4th - 6th Grade	4th-6th Grade Talent Search	Qualifying EXPLORE testing	Dates, Fees, and Test Format EXPLORE FAQ	/node/295  /node/41  /node/244

# Nielsen's 10 Usability Principles

## 9. Aesthetic and Minimalist Design

Dialogues should not contain information that is irrelevant or rarely needed. Simplicity.

“Looks good, works beautifully.”



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# Nielsen's 10 Usability Principles

## 10. Help and Documentation

Integrate help with the system. “How do I...?”

“Okay, I need help.”

← → C https://us12.admin.mailchimp.com

Julie Duke Web Services Help

Campaigns Templates Lists Reports Automation

Dashboard

Get started

Create and send a campaign

Campaigns are emails sent to subscribers in a list. Try your hand at email design by creating and sending a test campaign. [learn more](#)

If you're gearing up for holiday sending, check out [All About Holiday Campaigns](#).

Create a list

Lists are where you store your contacts (we call them subscribers). Create one master list.

 Create A Campaign

 Create A List

A large orange arrow points from the top right towards the "Create Campaign" button.

## Help

[Documentation](#)

[Ask Support](#)

## General Info

[FAQs](#)

[Video Tour](#)

[Terminology](#)

## Accounts

[Login](#)

[Account Manager](#)

[User Management](#)

[Activity Log](#)

## Forms

[Form Manager](#)

[Form Builder](#)

[Entry Manager](#)

[Share](#)

[Notifications](#)

[Rule Builder](#)

[Payment Settings](#)

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## Reports

[Report Manager](#)

[Report Builder](#)

[Widget Manager](#)

## Themes

[Theme Designer](#)

[CSS Keywords](#)

## The API

[REST API](#)

[Templating](#)

[URL Modifications](#)

# Wufoo Help Center

## Search Answers

## General Questions

1. [What is Wufoo?](#)
2. [How secure is Wufoo?](#)
3. [Who are the people behind Wufoo?](#)
4. [Is Wufoo right for me?](#)

## Forms & Email

1. [How do I integrate my Wufoo form into my website?](#)
2. [How do I have an email sent to me each time a form is completed?](#)
3. [Why am I not receiving any email notifications?](#)
4. [Why can't I see the submit button?](#)
5. [How do I duplicate a form?](#)
6. [Why's my form saying "only one submission per user"?](#)

## Themes

1. [How do I change the logo?](#)
2. [How do I remove the Wufoo branding and ads?](#)
3. [How do I customize the look of my form?](#)
4. [How do I make my fields sit next to each other side-by-side?](#)

## Billing & Accounts

1. [How do I cancel my account?](#)
2. [What if I exceed my entry limit?](#)
3. [What types of payment do you accept?](#)
4. [How do I view my invoices?](#)
5. [Can I change my account name/subdomain?](#)

## Data & Reports

1. [How do I view and access my entries?](#)
2. [Can I print a report/graph?](#)
3. [How can I access the files uploaded through my forms?](#)
4. [Why is all of the data being exported even if it is not visible in the report?](#)
5. [How do I export my data?](#)
6. [How do I delete my entries?](#)
7. [How do I create a report based on specific dates?](#)
8. [How long do you keep my information?](#)

## Payment Integration

1. [How do I accept payments through my Wufoo form?](#)
2. [Can I set up quantities for items?](#)
3. [When I view an entry or report, why isn't the payment status being correctly updated?](#)

# Test Time

Which principles are violated?



Home

## Flight Information Search

Search for flights by Flight Number or by City

[Search by Flight](#)[Search by City](#)

UA931

The field Flight number must be a number.

Departure Date:

Thu., Jan. 10, 2013

[Search](#)[Sign in](#) | [Home](#) | [Text Version](#)[Full Site United Airlines](#) | [Download iPhone App](#)[Legal Information](#) | [Privacy Policy](#)



NEW TODAY

LAST CHANCE

SHOP BY CATEGORY ▾

SHOP BY SIZE ▾

Search



◀ back to new today

Ends in 15 hours



♥ Rec

Inspired by the beauty of the American landscape, our colorful kitchen towels are perfect for adding a fresh sense of fun to your kitchen.

## DAILY DEALS UP TO 70% OFF!

SIGN UP FOR FREE AND START SHOPPING

email address

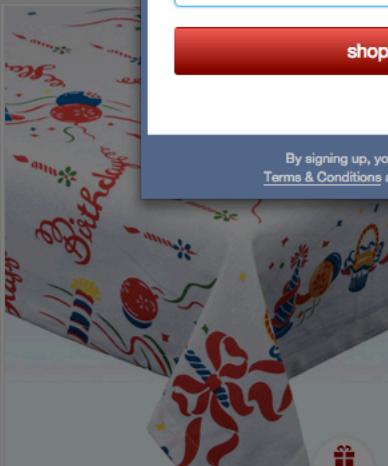
enter an email address \*

shop now!

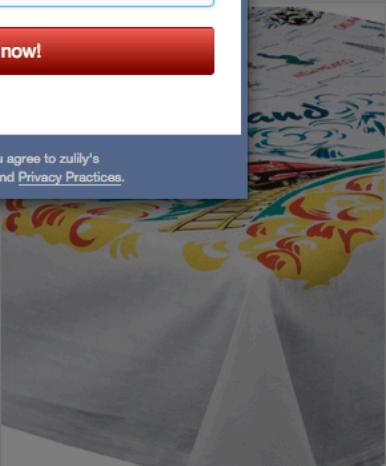
By signing up, you agree to zulily's  
Terms & Conditions and Privacy Practices.



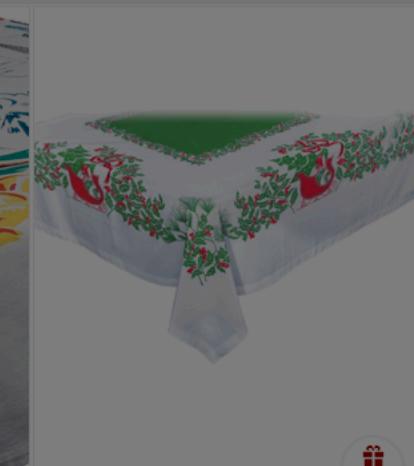
'Texas' Flour Sack Towel -



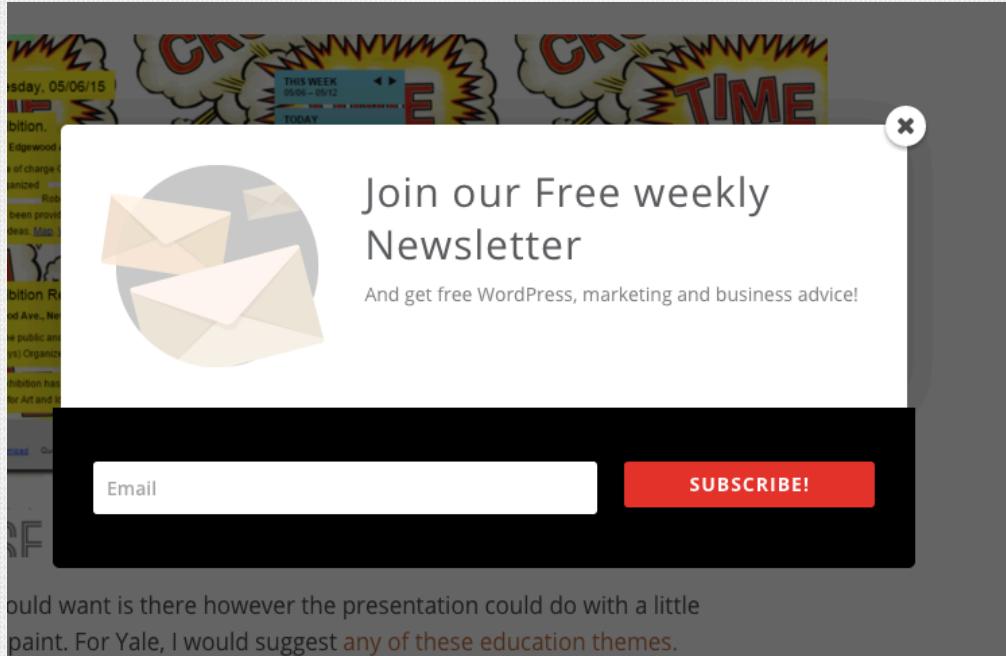
Party Hat 'Happy Birthday'



'Vacationland' Tablecloth



Red Sleigh tablecloth



ould want is there however the presentation could do with a little paint. For Yale, I would suggest any of these education themes.

www.lingscars.com

Note: I live Inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

# LINGSCARS.COM

UK CONTRACT HIRE CARS FROM LING VALENTINE

version 238.20150909 You can trust me! ... In 2014 I rented over £75 million of cars (at RRP)!

## CAR LEASING - CONTRACT HIRE - CHEAP LEASE CAR

CAR LEASING Want a cheap new lease car? Start HERE!

My cheapest leasing deals! Click to chat is closed

ABARTH CAR LEASES 595 595 Convertible

ALFA ROMEO LEASING Giulietta Mito

AUDI LEASE CARS A1 A3 A3 Cabriolet A3 Saloon A4 A4 Avant A5 A5 Cabriolet A5 Coupe A6 A6 Avant A7

Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY Christine full rep

FEAR FREE CHICKS

Search Cars Here Go

@LINGsCARS Follow Me LING'S LIVE TWITTER FEED

smell WAH! 1500+letters

LIVE WEB CAM

...IN THE WORLD!

INTRO FILM NEWS BLOG OFFICE TV CONTACT MOAN LINKS PLAY QUIZ PRIVACY POLICY GOOGLE VISITORS

"JUST CLICK!" THE BEST...

You can't find a car? Apply for a CAR QUOTE

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her budget friendly rates."

Duncan Bannatyne - "I wanted to invest... but ye turn'd me doon!"

Deborah Meaden "Harrumph! I'm out!"

AS SEEN ON TV TWO DRAGONS DEN

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAY STUPID CRASH GAME! CHEAP INSURANCE

Google Spider Food ---->

View LIVE visitors 37 online

Hi! I am Ling WAH! from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Renault Trafic 1.6 dCi 16v (115bhp) SL27 SWB Business Van 1598cc Diesel at £241.90 inc VAT at 14:43 today - Ling

I'M HAVING A LINGSCARS WEBSITE SPRING CLEAN!

# What does this UX person do?

- Research
- Information Architecture
- Interaction Design

## PLANNING AND DISCOVERY METHODS

Goal: Find out WHAT you  
are trying to accomplish  
and for WHOM.

# UX Questionnaire

## Ask the product owner or client these questions:

What is the primary goal of the site/app? Secondary goal?

Is this part of a larger marketing plan? If so, please briefly describe.

Why is the website being redesigned?

Who is the primary demographic? Secondary demographic?

What is the most likely user scenario? (Example: X visits the site, clicks on Y, which translate into action Z.)

What is your ideal user scenario? (What *should* they do when they come to the site?)

Who are your peer schools/programs?

What existing content/functionality must stay?

Is there any content that you'd like to add?

What content needs to be moved to the new site? All? Does it need to be edited/updated?

Is there any content that should be added? Created?

Is there any content that can be removed?

If yes, to any of the above, what is the timeline for content creation?

How will we evaluate if the project is successful?

Who are your key stakeholders? Is there any one else I should talk to?

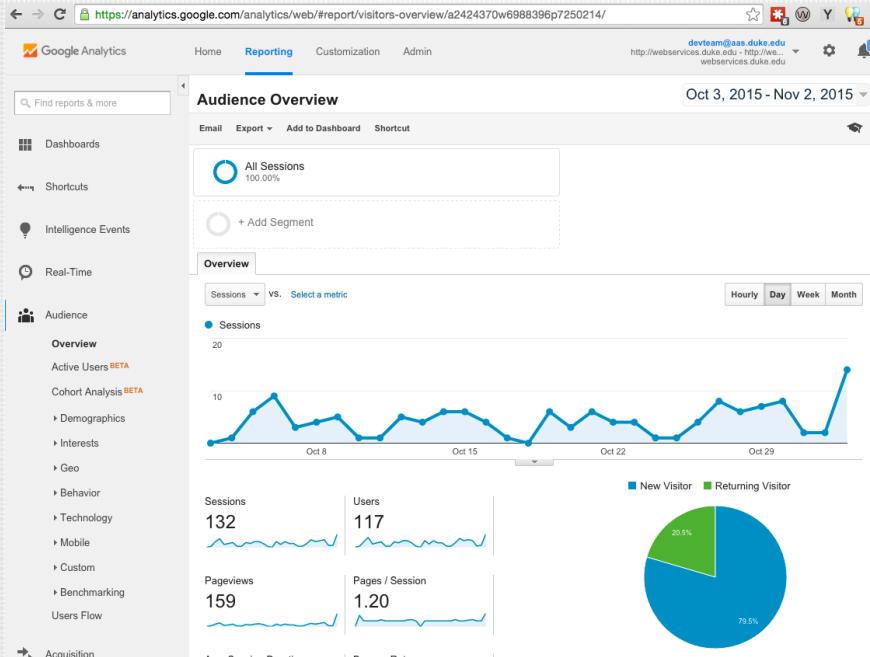
## UX Questionnaire

<p><b>Team.</b> Who needs to be involved?</p> <p>The diagram shows a central circle labeled "DEV TEAM" containing "Front End Dev", "Back End Dev", "Database Admin", and "Dev Manager". To the left is "Erin Product Manager" and to the right are "Kevin / Chris Content writers". Above the central circle are "Cap", "Tom", and "Bob". To the right of the central circle are "Jen / Jaime Sales / Marketing" and "Joe Trainer". A dashed red oval encloses the "DEV TEAM" and "Erin Product Manager". An arrow points from the "APPROVERS" section down to the "Jen / Jaime" and "Joe" boxes.</p> <p><b>APPROVERS</b></p> <p><b>Strategy.</b> Why will people choose us over the alternative?</p> <p>Three interconnected circles represent competitive advantages: "Great Content", "Data Import and Integration", and "Our Track-Record". Below them is the note: "(need to confirm through competitive analysis)".</p>	<p><b>Business Goals.</b> Are we targeting measurable outcomes?</p> <p>No idea! Talk to Joe.</p> <p><b>Users Goals.</b> What do we know about our target users?</p> <p>A drawing of a man and a woman. A bracket labeled "Our assumptions..." points to a list: "Busy Jobs", "Have Kids", "Upwardly Mobile Professionals", "Life Optimizers", and "Possibly skewing more female?". A bracket below the list points to the text: "Until we know more about the users, we won't know if these are the right tasks. Need to do user research!"</p>
<p><b>Tasks &amp; Scenarios.</b> What are the key work flows?</p> <p>Track How I Spend Time</p> <p>Two boxes: "Manual Entry" and "Data Import" connected by a horizontal line with "or" in the middle.</p> <p>Get Ideas</p> <p>Three boxes: "View Suggestions", "Add to My List", and "Check Off when Done" connected by arrows.</p> <p>Review My Progress</p> <p>Two boxes: "View Dashboard" and "Read Daily Email" connected by a horizontal line with "or" in the middle.</p> <p>Until we know more about the users, we won't know if these are the right tasks. Need to do user research!</p>	

# Listening Tour

- To help define “the what.”
- Stakeholder interviews

# Analytics Analysis



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# Competitive Review

A competitive analysis is used to evaluate how a given product's competition stacks up against usability standards and overall user experience.

# User Research

- The most important thing we can do.
- Understanding who.
- Step 1: Who are our users, what do they care about, why are they coming here, what is important to them?
- Step 2: Is this effective?

# Four Approaches

- Organizational Research
- Competitive Research
- User Research
- Evaluative Research

# Organizational Research

- Organizational research is learning about those individuals and rules that make up an organization.
- Identify and interview stakeholders, do analysis

# Competitive Research

- Who also competes for your user's attention to fill a need?
- In most of our cases, it is examining peer schools or products.
- Tactic: Competitive Audit (strengths, weaknesses, opportunities, threats)

# User Research

- User Research is ethnography, the study of humans in their natural environment.
- Understanding how and why they behave is very different than gathering opinions.
- Goal: to identify patterns/behaviors and develop empathy.

# User Research

BIG WIN!



# User Research

- Talk to humans: one-on-one interviews
- Contextual inquiry: observe users in their natural environments



# Evaluative Research

- Evaluative Research is assessing the merit of your design.
- Answering our question: Is this effective?
- Tactics:
  1. Heuristic Analysis (UX Expert Review)
  2. Usability Testing

# What can you test?

- What can you test?
  - Existing site or application before it's redesigned.
  - Competitors service or product.
  - Early sketches and prototypes.
  - Final product (eee!)

# Usability Testing

- Is watching the user trying to do something so you can detect what confuses or frustrates them.
- Main point: You watch people actually use the thing you are working on versus talk about it.
- Three key people: Facilitator, participant, note taker

# Proto-Personas

- Technique to provide empathetic, customer-oriented thinking without necessarily requiring you to do exhaustive customer research or have loads of statistical data to underpin your thinking.

## "Mary"



## Behaviors

- Has a housecleaner
- Buys take-away 3 nights/wk
- Frequently feels overwhelmed when she "forgets" something

## Demographics

- Working mom
- 34 years old
- Lives in Reading, works in London
- Married, 2 kids
- Household 125k/yr

## Needs & Goals

- Help! Running errands, managing kids, keeping things running
- Time for her girlfriends
- To feel like she "has it sorted"
- "To clone herself"

# The Next Phase of UX



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# Information Architecture

Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks.

- Wikipedia

# Creating Logic

- Sitemaps
- Content Analysis/Patterns/Chunking
- Content relationships
- Functional Requirements and Scope

# Sitemap

- Architecture of a site, or the hierarchical structure of an app
- Shows relationships

## Sitemap



File Edit View Insert Format Data Tools Add-ons Help Last edit was on October 7



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Arial

-

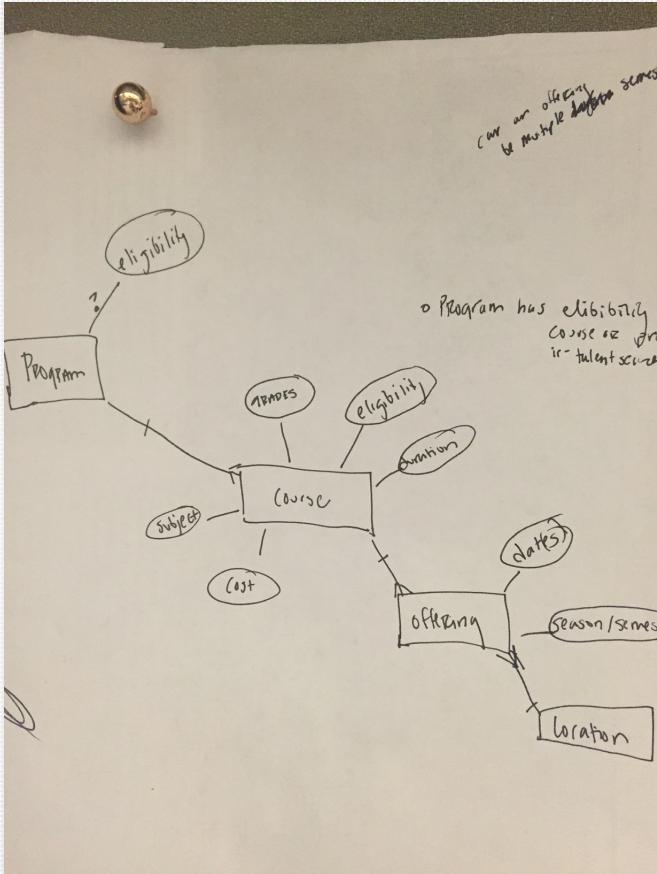
10

-



fx First Level

	A	B	C	D	E	F
1	First Level	Second Level	Third Level		Content Annotations	Functional Needs
2	Homepage				Find Program Button, TIP Overview, Video, Activity Feed, Resources Feed	
3						
4	About				Landing page with promo video, overview text	Landing Page
5		History			History of TIP	BP
6		Partnerships			Partners	BP
7		Employment Opportunities			Information about employment opps, subpages if necessary	BP
8		Equal Opportunity Policy			EO Policy, remove from each program page as it is now, have it globally	BP
9		International Activities			overview of welcoming, linking to specific programs	BP
10		Students with Disabilities			Content from the "Students with Disabilities" blurb repeated throughout the current site. <a href="https://tip.duke.edu/node/202">https://tip.duke.edu/node/202</a>	BP
11		News from TIP			Alumni profiles, press releases, marketing announcements, new pr	View of Posts
12			Individual Posts			
13		TIP Key Dates			Key Dates landing page, listing in chronological order. Filterable by program	View of dates, with program filter.
14	Programs				Program landing page first answers the question, how do I get involved? Followed by "Find a Program" search	Find a program faceted search
15						



# Content Analysis/Patterns

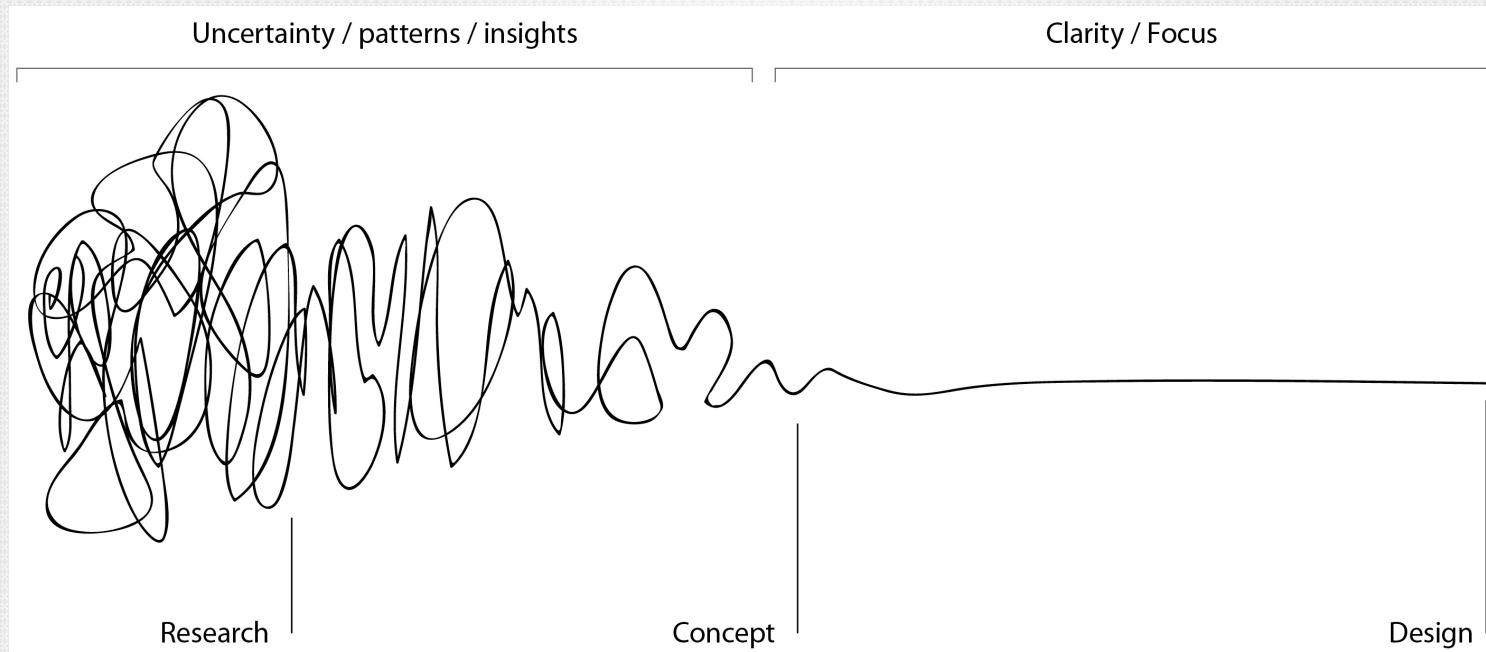
- content matrix that separates out each piece of content type = content modeling
- includes recommendations, attributes, and suggestions.

Types of Content	
<b>Post</b>	
Published Date	
Title	
Summary	
Body	
Featured Image or Video	
Related Program	
Select: TIP Tip, DGR, or News	
<b>Programs</b>	
Title (from Tax term list)	
Duration (from Tax term list)	
Grade (from Tax term list)	
Need to be enrolled in 7th grade talent search?	
<b>Courses</b>	
Related Program	
Grade (from tax term list)	
Eligibility	
Cost	
Subject	

# Content Priorities

- A priorities list of most important types/pieces of content.
- Example: Registration button, about paragraph, key dates, news articles, directory of people, resources

# DESIGN

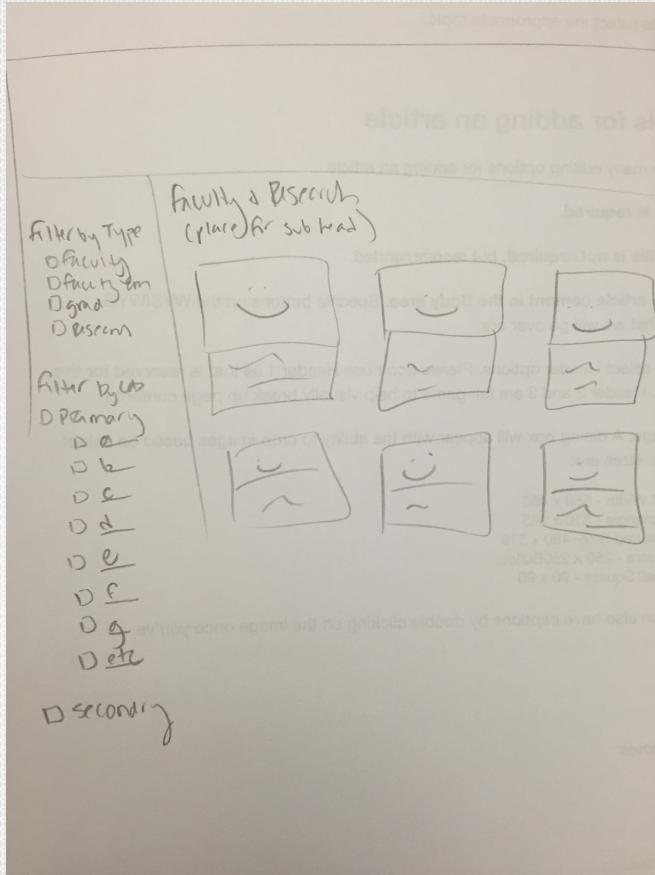


# Design Brief

- Describes at a high level the target design solution, the features/personality of the product, and who it is designed for.
- Principles: What should the experience of using the product feel like the user?

# Sketching

- What are some different forms the product form can take?
- Low-tech



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# User Story Mapping

- User Story Mapping is a dead simple idea. Talk about user's journey through your product building a simple model that tells your user's story as you do.
  - Jeff Patton

# User Story Mapping



- Jeff Patton

# Wireframes

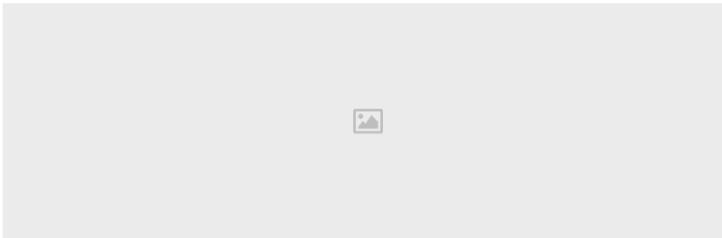
- Shows how the product will look and function in detail.
- The “meat and potatoes” of UX Design.
- A lot of the work up until this point has been to make educated decisions in this phase.

# Wireframing Tools

- UXPin
- Adobe Photoshop
- Balsamiq or Axure
- PowerPoint or Keynote
- Omnigraffle
- Visio

# Steps

1. Pick your tool
2. Consult sketches and all the research you've done
3. Create a wireframe list: what do you need to wireframe to communicate the product?
4. Go for it. Think about: sequences and states, content priorities and chunks, design principles, user story and flow, error messages, design principles.
5. Get feedback from team & users
6. Iterate

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## Professional Development

- [Programs](#)
- [Courses](#)
- [Events](#)
- [Career Resources](#)
- [Mentoring and Teaching Awards](#)
- [Blog](#)

[Home](#) > Professional Development

## Professional Development (Page Title)

Professional development is a flagship component of the Duke University Graduate school experience. It encompasses many elements; your coursework, research, presentations, and publications form just one component. Professional development also includes elements of personal development such as career development, self-awareness, leadership, and professional adaptability.

Professional development opportunities available through The Graduate School include one-time events, workshop series, peer-to-peer mentoring, formal coursework, and certificate programs.

### Upcoming Events

APR  
17**Blue Devil Days**

April 17, 2014 - 10:00 am to April 18, 2014 -

3:00 pm

Bryan Center Schaefer Mall

### From the Blog

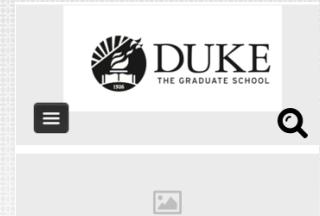
**New Professional Development Series**

By First Name Last Name on April 17, 2014



Dr. Evelyn F. Murphy,  
the first woman to hold  
constitutional office in  
Massachusetts, has

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[Home](#) > Professional Development

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### Upcoming Events



# Duke Commencement 2014

Q Search

Schedule (of activities)

Traditions & Memorabilia

Students

Families & Guests

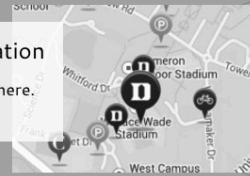
Faculty

## Graduates: Don't forget

Day of Checklist for graduates.

## Parking & Transportation

Where to park, how to get there.



## Speaker Announcement

Who

## Diploma & Other Ceremonies

Get your personalized schedule based on your school or affinity group.

## Commencement Weekend: May 9 – 11, 2014

Join us for an unforgettable weekend celebrating the 124th graduating class of Duke University. Festivities include baccalaureate, other activities, diplomas and other ceremonies. The commencement ceremony will take place on Sunday, May 10th at [Wallace Wade Stadium](#) in historic Durham, North Carolina. Get the [full schedule](#).

### Announcements

Order your 2013 Commencement Photos & DVDs

Listen to the Beach Week Spotify Playlist

Image of people on their phones.

### #DukeGrad2014

- [Tagboard](#)
- [Twitter](#)
- [Facebook](#)
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UNIVERSITY

Commencement 2014

≡     

**Graduates: Don't forget**  
Day of Checklist for graduates.

**Speaker Announcement**  
 Who

**Parking & Transportation**  
Where to park, how to get there.

**Diploma & Other Ceremonies**  
Day of Checklist

# Testing and Validating

Get it in front of users.

# 5 Second Test

- What impression is formed in 5 seconds?

Duke Global

Global Learning Offices Resources Global Initiatives Duke in the World News

See Activity by School or Institute: Select

## Global Activities Map

Sierra Leone  
8 Scholars Researching  
9 Scholars Teaching  
8 Scholars with Expertise  
[See List of Scholars](#)

## Duke in the World

Built to facilitate communication, encourage collaboration and enable the sharing of resources by faculty, staff and students here at Duke, this interactive map allows visitors to see country specific information on program, unit and school activity; partnerships and agreements; faculty areas of interest; traveler and alumni information as well as highlighting activity in a specific country.

**Scholars Search**  
If you know a faculty member's name, visit the Scholars@Duke people page for [full profile information](#).

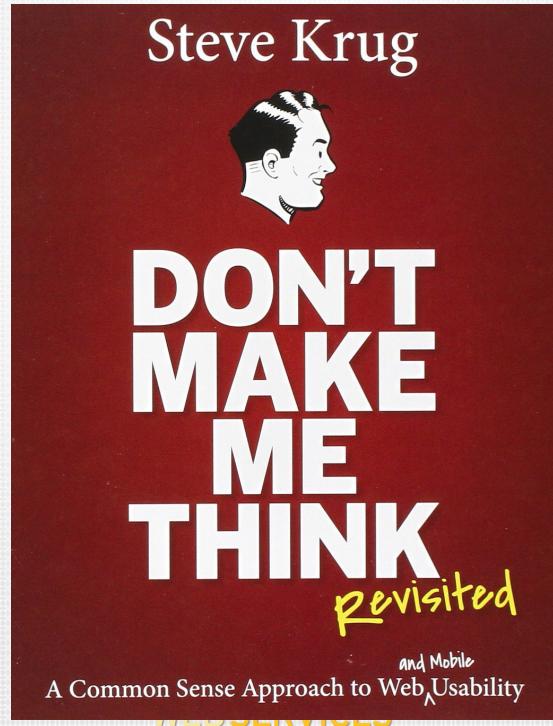
**Duke in the World**

- North America
- Europe
- Russia and Eurasia
- East Asia
- North Africa and the Middle East
- Sub-Saharan Africa
- Australia and Oceania
- Southeast Asia
- South Asia
- Latin America and the Caribbean

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# Guerrilla Usability Testing

- Directly from Steve Krug



# Group Exercise

Mock Usability Test

<http://bit.ly/jpguxtest>

# Congratulations!



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# Evangelism



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# Things to Care About

- reducing cognitive stress
- making it easy
- making it accessible

# Local Organizations

- Triangle UXPA Professional Association
- Ladies that UX Durham
- Get on the American Underground List serve

# If you forget everything I said

Remember to put time, budget, and energy into researching the what and who to greatly increase your chance of success.

Most importantly, TALK TO USERS and constantly ask yourself IS THIS EFFECTIVE?

# Questions?

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[@julie\\_away](https://twitter.com/julie_away)

# Thank you!

