User Experience for Business Analysts

Parker Malenke
What is User Experience Design?
Users
An Experience
But is it Designed?
UXD is...

...the *purposeful* construction...

...of a *complete* experience
User Research
Information Architecture
Interaction Design
Usability
Visual Design
Content Strategy
Accessibility
Development
User Research

- Contextual Inquiry
- Personas
- Analytics
- Top Tasks
- Card Sorting
- Tree Testing
- Usability
<table>
<thead>
<tr>
<th>Action Figure</th>
<th>Ice Scraper</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chewing Gum</td>
<td>LEGO Set</td>
<td>Home &amp; Office</td>
</tr>
<tr>
<td>Christmas Sweater</td>
<td>Music Album</td>
<td>Kids</td>
</tr>
<tr>
<td>Computer Monitor</td>
<td>Printer</td>
<td>Electronics</td>
</tr>
<tr>
<td>Cough Drops</td>
<td>Scarf</td>
<td>Automotive</td>
</tr>
<tr>
<td>Digital Watch</td>
<td>TV</td>
<td>Clothing</td>
</tr>
<tr>
<td>Driving Gloves</td>
<td>Video Game</td>
<td></td>
</tr>
<tr>
<td>DVD Player</td>
<td>Water Bottle</td>
<td></td>
</tr>
<tr>
<td>Headphones</td>
<td>Windshield Wipers</td>
<td></td>
</tr>
</tbody>
</table>
User Needs, Preferences, Desires
Information Architecture

Organization Schemes
Controlled Vocabulary
Taxonomies
Navigation Systems
Search
Mental Models
Interaction Design

User Flows
Layout
Grid Systems
Responsive Design
Wireframes
Style Guides/Pattern Libraries
Interactive Elements
Action Acknowledgement
Blank States/Onboarding
Interaction Tips & Tricks

No silver bullet 😞

Consistency is key

Obvious always wins

Rubber duck it

Flee group think

Computers are supposed to make things easier

Below the fold works

Carousels limit engagement

Design for thumbs (reach and precision)
Interaction Tips & Tricks

https://redbooth.com/blog/hamburger-menu-iphone-app
Solid Foundation for Visuals
Usability

Heuristic Review
Qualitative Interviews
Task Completion
Time on Task
Difficulty
Confidence
Heuristics

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimal design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Validate the Experience
Visual Design

Color
Typography
Aesthetics
Animation
Desirability Testing
Personality, Desirability
Content Strategy

Editorial Strategy
Copywriting
Voice & Tone
Content Warehouse
Email Strategy
Community Management
Personality, Build a Relationship
Accessibility

Vision
Motor
Cognitive
Contrast
User Control
WCAG, ARIA
Section 508
Respect Every Person
Development

Page Load
1s = $1.6 billion
0.4s = 8 million searches

Optimistic Updates
Reliability
Feasibility of Design
Following the Design
Accessibility

Turning Design Into Reality
Takeaways for BAs

Consider the complete experience
Be intentional
Build relationships with design, development, etc.
Inform requirements with user research
Business requirements ≠ specific solutions
Incorporate heuristics when wireframing
Consider investing in a style guide
No silver bullets, must understand users
Working With Designers

Start Early

Specify the problem, not the solution

More information = better designs

Allocate time for research, IA, usability, etc.

Make a plan for gathering stakeholder feedback

Collaborate with developers
**Books**

*Undercover User Experience Design*, by Cennydd Bowles and James Box (Good introduction, covers a variety of topics)

*How to Make Sense of Any Mess*, by Abby Covert (Information Architecture)

*The Design of Everyday Things*, by Donald Norman (Design Thinking)

*Designing Interfaces*, by Jennifer Tidwell (Collection of design patterns)

*Responsive Web Design*, by Ethan Marcotte

**Websites**

[www.uxbooth.com](http://www.uxbooth.com), general user experience articles

[www.nngroup.com](http://www.nngroup.com), general usability

[www.alistapart.com](http://www.alistapart.com), wide-ranging articles on design, IA, content strategy, development, and more

[www.voiceandtone.com](http://www.voiceandtone.com), Mailchimp's style guide for web writing

[www.useronboard.com](http://www.useronboard.com), onboarding deep dives

[www.styleguides.io](http://www.styleguides.io), detailed set of resources for styles guides and pattern libraries

[www.measuringu.com/blog.php](http://www.measuringu.com/blog.php), user research (especially quantitative)

[www.medium.com/the-year-of-the-looking-glass](http://www.medium.com/the-year-of-the-looking-glass), general design thoughts (more practitioner focused)

[www.frankchimero.com/writing/](http://www.frankchimero.com/writing/), general design thoughts (a little more on the theory side)

**Meetups**

Denver UX Bookclub, [https://groups.google.com/forum/#!forum/ux-bookclub-denver](https://groups.google.com/forum/#!forum/ux-bookclub-denver)
Q & A
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