

UX DESIGN

BY JULIA MITELMAN

TOPICS

- **Why should we care?**
- **Usability Heuristics**
- **It's all about Context**
- **The Visual**
- **Applied Psychology**
- **The Pursuit of Product Design**

**WHY
SHOULD WE
CARE?**

(IT'S ALWAYS THE DESIGNER'S FAULT)

HOW DO YOU USE THESE?



FUNCTIONS

Turn Signal

- Left
- Right

Headlights

- Regular
- High Beams On
- High Beams Flash
- Hazard Lights?

Windshield wipers

- Off
- Slow
- Fast
- Fastest
- Manual
- Cleaning Spray

WHAT WERE THEY THINKING?

(probably)

Drivers need to be able to do a lot of things really fast.

So let's put all these functions together!

Drivers can take advantage of muscle memory.

So it's okay if there's a learning curve!

PROBLEMS

Too many functions with subtle distinctions on the same pair of handles.

Annoying

- “I basically just try everything until it works.”

Dangerous!

- What if it's a rental/borrowed car?
- Need fast reaction times on the road

SELF-SERVE PARKING



PRETERM PLANNING: IMPROVED?



{PTP} Pre-Term Planning



Main

Undergraduates

FAQs

Graduates

Faculty/Administrators

To submit your PTP Information, visit the **Student Planning Portal** on the [Registrar's Office website](#) and select the PTP tab.

If you have questions about PTP, visit the [Frequently Asked Questions](#).

How:

Tutorials – There are [online tutorials](#) available to watch on the Registrar's website that demonstrate how to use the tool.

What:

The information that students submit will be used for planning purposes only and will not affect your opportunity to sample a variety of courses during the first week of classes. Your choices are non-binding and you may change any or all of the courses during the first week of classes, before study cards are due. At the same time, choices communicated during this process will not give students

When:

Students must submit their PTP information by the indicated below. Please consult the [Handbook for Students](#) for additional information.

Planning for Spring 2012

	PTP opens
All undergraduates	Nov. 2

PRETERM PLANNING: LOL JK!

 HARVARD COLLEGE
OFFICE OF THE REGISTRAR Student Planning Portal

[FAQ](#) [Logout](#)
Welcome Julia Mitelman

Navigation

[FAQ](#)

[Logout](#)

[Review Labels](#)

▼ [Planning Worksheets](#)

[Psychology - Psychology](#)

[Browse/Label Courses](#)

Click on a tab that best describes the action you want to perform:

[Home](#) [Pre-Term Planning](#) [Create Planning Worksheet](#) [Plan of Study](#) [Browse Courses](#) [Print and Publish](#) [My Course History](#) [Help](#)

Select Action

WELCOME TO THE STUDENT PLANNING PORTAL!

Pre-Term Planning:
Indicate the courses that you plan to take in the next term.

Create Planning Worksheet:
Identify your concentration and requirements.

Plan of Study:
Indicate the courses you have taken or plan to take to complete your concentration and requirements.

Browse Courses:
Select courses you plan to take to complete your concentration, requirements and electives.

Print and Publish:
Print your forms for signatures and publish your 8-term Tentative Plan of Study to the Advising Network Portal.

My Course History:
Review the courses you have taken or are currently taking.

YALE'S ART SCHOOL SHOWS US HOW IT'S DONE

Yale University School of Art
1136 Chapel Street, New Haven, Connecticut
06510-2200

SEE ALSO: [HELP](#) [TRAVEL DIRECTIONS](#) [PROGRAM](#) [HISTORY](#) [FACILITIES](#)

ABOUT THIS SITE

About this site
Admissions
Alums
Calendars
Courses
Current students
Facilities
Faculty and staff
Financial aid
Gallery
Recent changes
Study areas
Summer programs
Undergraduate
Visiting
Everything else
Home

This website is the continuously evolving effort of many people from many disciplines within the Yale School of Art and its wider circles. It is a [wiki](#), meaning that every graduate student, staff person, and faculty member of the School can change this website's content or add to it at any time. (Logins for other friends, alums, and members of the school are coming soon.)

When you click "Edit this page" on any page, you'll be prompted to log in using your Yale ID. Then you can proceed to make changes or additions to that page, which everyone else will see.

For practical reasons, not everyone in or associated with the School has access to edit every part of every page. For example, while students may offer their views on a course's page, or add information or resources, they cannot create official course descriptions. (At the moment, locked areas and content types are the exception rather than the rule.)

That said, we, as a collaborative community, are confident that the information on this website is as reliable as that on any website and more open to diverse voices and perspectives than most. In order that it remains so the site's interactivity is to be used freely but widely. As you move through it you may, in consequence of such openness, encounter content that surprises you or with which you don't agree. That will be the sign that this website reflects life in our institution in all its heterogeneous

FEEDBACK

**Send email to
art.website@yale.edu:mai

Thank you!*

Last edited by: Unknown
Edit access: Sysop

Visitor: Log in
Edit this page
Page history

Page last changed by:
Eric Hu
Background by:
Eric Hu
Page editable by:
Everyone



foo-

ARE WE DOOMED?

**How can we avoid
usability disasters?**

USABILITY HEURISTICS

(THE TEN COMMANDMENTS OF USER EXPERIENCE)

VISIBILITY OF SYSTEM STATUS

The system should always **keep users informed** about what is going on, through **appropriate feedback** within reasonable time.



12:38



Phone

A blue square tile for the Phone app. It features a white telephone handset icon and the number '2' in the top right corner, indicating two missed calls. The word 'Phone' is written in white at the bottom.



People

A blue square tile for the People app. It contains a collage of four small photos of people. In the top right corner, there is a white Facebook 'f' logo. The word 'People' is written in white at the bottom.



Text

A blue square tile for the Text app. It features a white speech bubble icon and the number '3' in the top right corner, indicating three text messages. The word 'Text' is written in white at the bottom.



Outlook

A blue square tile for the Outlook app. It features a white envelope icon and the number '20' in the top right corner, indicating 20 unread emails. The word 'Outlook' is written in white at the bottom.



MATCH BETWEEN SYSTEM AND THE REAL WORLD

The system should **speak the users' language**, with words, phrases and concepts familiar to the user, rather than system-oriented terms.

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

Table Help

Insert table ▶

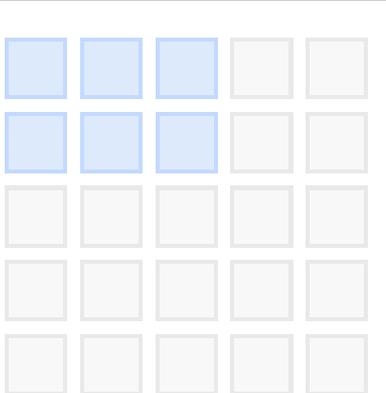
Insert row above

Insert row below

Insert column left

Insert column right

Delete table



3 x 2

expressions, comm

AT&T 3G 10:54 AM 63%

Cancel

11:09

Options



Hampton Roads Belt

USER CONTROL AND FREEDOM

Users often choose system functions by mistake and will need a clearly marked "**emergency exit**" to leave the unwanted state without having to go through an extended dialogue.

Support **undo** and **redo**.

Windows Explorer window showing a folder named "New Folder". The interface includes a menu bar with "Organize", "Views", and "Burn". A progress dialog box is overlaid on the file list, displaying the following information:

54.9% done (15 MB / s): 10 MB

E:\Download\pb241le_nt_1.exe 34 of 64

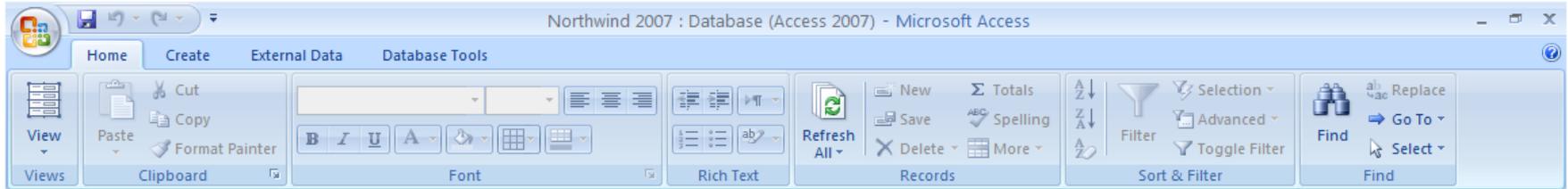
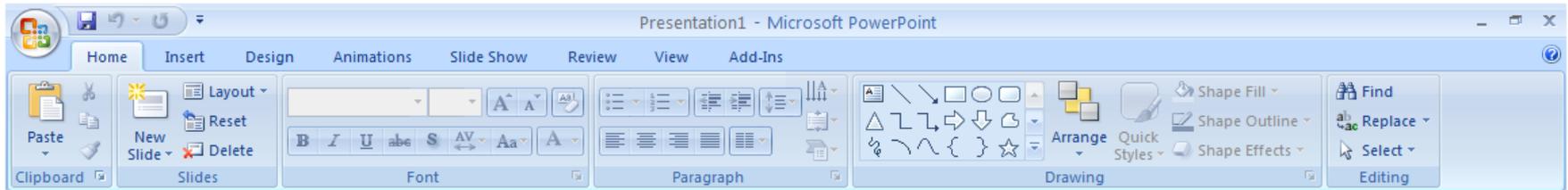
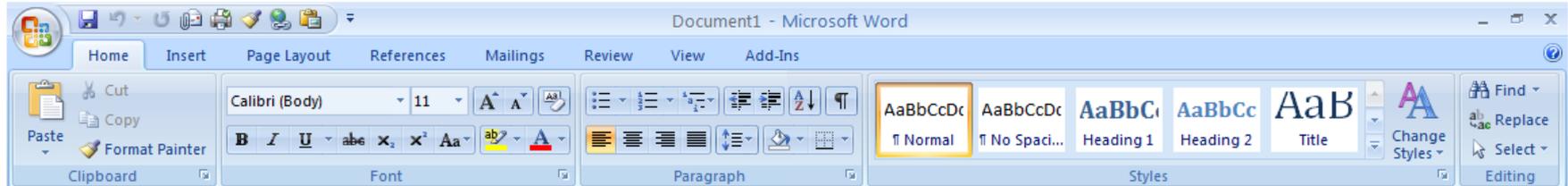
Total: 166 MB of 303 MB - 12:00:09

Buttons: More, Pause, Skip, Cancel

Name	Date modified	Type
NDWGeoTag.zip	4/3/2007 11:09 AM	Compressed
PaintDotNet_3_05_Sky...	3/31/2007 12:03 PM	Application
php-5.2.1-win32-instal...	3/31/2007 12:01 PM	Windows Inst

CONSISTENCY AND STANDARDS

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow **platform conventions**.



ERROR PREVENTION

Even better than good error messages is a careful design which **prevents a problem** from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a **confirmation option** before they commit to the action.

Delete Confirmation

You are about to delete this item.
It cannot be restored at a later time! Continue?

Yes

No

Are you sure?

Allowing instant personalization will give you a richer experience as you browse the web. If you opt-out, you will have to manually activate these experiences. Please keep in mind that if you opt out, your friends may still share public Facebook information about you to personalize their experience on these partner sites unless you block the application. [Learn more.](#)

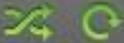
Adobe Flash CS4

 Are you sure you want to delete the Internet?

RECOGNITION RATHER THAN RECALL

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. **Instructions** for use of the system should be **visible or easily retrievable** whenever appropriate.

	Added	User
stant	Wed Mar 16	You
	Wed Apr 6	You
This To Memory...	Thu Apr 7	You
on Transmission	Thu Apr 7	You
gacy: Reconfigured	Wed Apr 13	You
gacy: Reconfigured	Thu Apr 14	You
Sonna Go Far, Kid	Thu Apr 28	You
Pieces	Wed May 4	You
ify (From the Ga...	Wed May 4	You
White Snowboardi...	Sun May 8	You
	Tue May 10	You
r Spectacular	Sat May 14	You
ights	Sun May 15	You
The Bend - Ep	Mon May 16	You
Heart	11 days ago	You
n Fire	9 days ago	You
lgarbage	8 days ago	You
2.0	8 days ago	You
Fiction	3 days ago	You
History	1 hour ago	You
	2 minutes ...	You



Aficio MP C6501SP

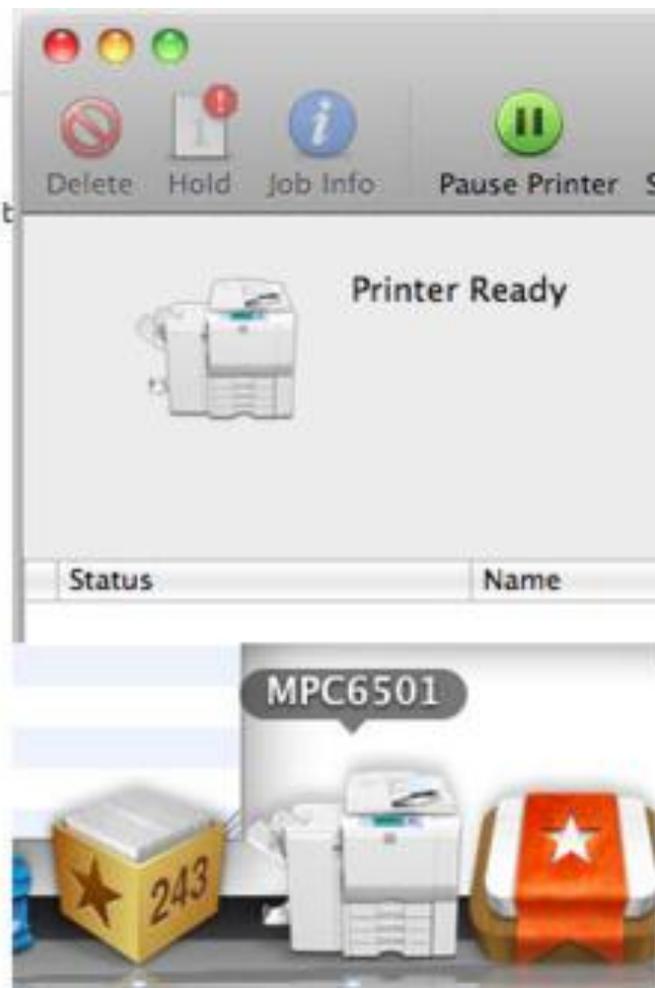
Color Copier with Simple to Use Operation

This color copier prints up to 60 ppm in full color and 65 ppm in black and white. It is associated with supporting multiple color printers.



Image
Gallery

View (+)



FLEXIBILITY AND EFFICIENCY OF USE

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can **cater to both inexperienced and experienced users**. Allow users to **tailor frequent actions**.

Following 0 people

[Customize](#) / [Open](#) →



Lindsey:

Welcome to Tumblr!

To get started, why don't you try uploading a photo you took recently, or just add a text update about what you did today.

(Then I'll show you some other neat things!)



Text



Photo



Quote



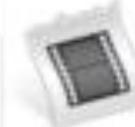
Link



Chat



Audio



Video

AESTHETIC AND MINIMALIST DESIGN

Dialogues should **not contain information** which is **irrelevant** or **rarely needed**. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

Error messages should be expressed in **plain language** (no codes), precisely indicate the problem, and constructively **suggest a solution**.



PCNL surgery bangalore

Search

Search results for **PCNL surgery bangalore**

Filter ▾

 No video results for "PCNL surgery bangalore"

Results for: [PCNL surgery bangalore](#)

Oops! Google Chrome could not connect to movies.netflix.com



Try reloading: movies.netflix.com/WiHome

Other users are also experiencing difficulties connecting to this site, so you may have to wait a few minutes.

Additional suggestions:

- Go to netflix.com
- Search on Google:

HELP AND DOCUMENTATION

Even though it is **better if the system can be used without documentation**, it may be necessary to provide help and documentation. Any such information should be **easy to search, focused** on the user's **task**, list concrete **steps** to be carried out, and not be too large.

Codex

Codex tools: [Log in](#)

Main Page

Welcome to the **WordPress Codex**, the online manual for WordPress and a living repository for WordPress information and documentation.

What You Most Need to Know About WordPress

[WordPress Features](#)[Download WordPress](#)[Installing WordPress](#)[Current WordPress Version](#)[WordPress News](#)[WordPress Support Forums](#)[Troubleshooting](#)[About WordPress](#)[Glossary](#)

Contents

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- 2 [Learn How to Use WordPress](#)
- 3 [Working With Themes](#)
- 4 [Write a Plugin](#)
- 5 [Contribute to Development](#)
- 6 [Give Back](#)

[Home Page](#)[WordPress Lessons](#)[Getting Started](#)[Working with
WordPress](#)[Design and Layout](#)[Advanced Topics](#)[Troubleshooting](#)[Developer Docs](#)[About WordPress](#)

Codex

Resources

[Community portal](#)[Current events](#)[Recent changes](#)[Random page](#)[Help](#)

Learn How to Use WordPress

- [Getting Started with WordPress](#)
- [New To WordPress - Where to Start](#)
- [Creating and Using Posts](#)
- [Creating and Using Pages](#)

**IT'S ALL
ABOUT
CONTEXT.**

(THAT'S WHY WE CALL IT EXPERIENCE)

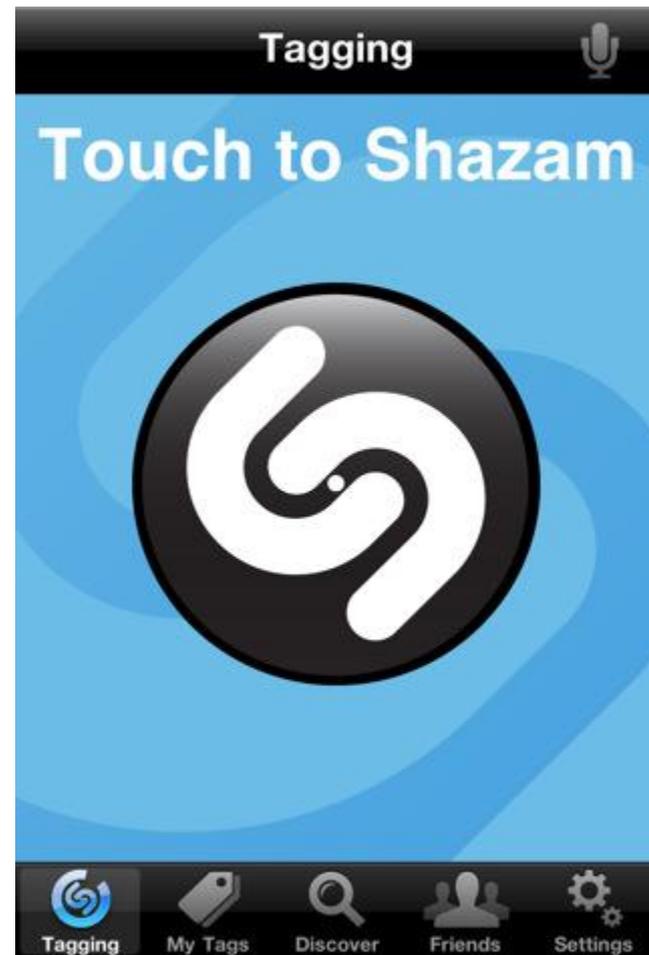
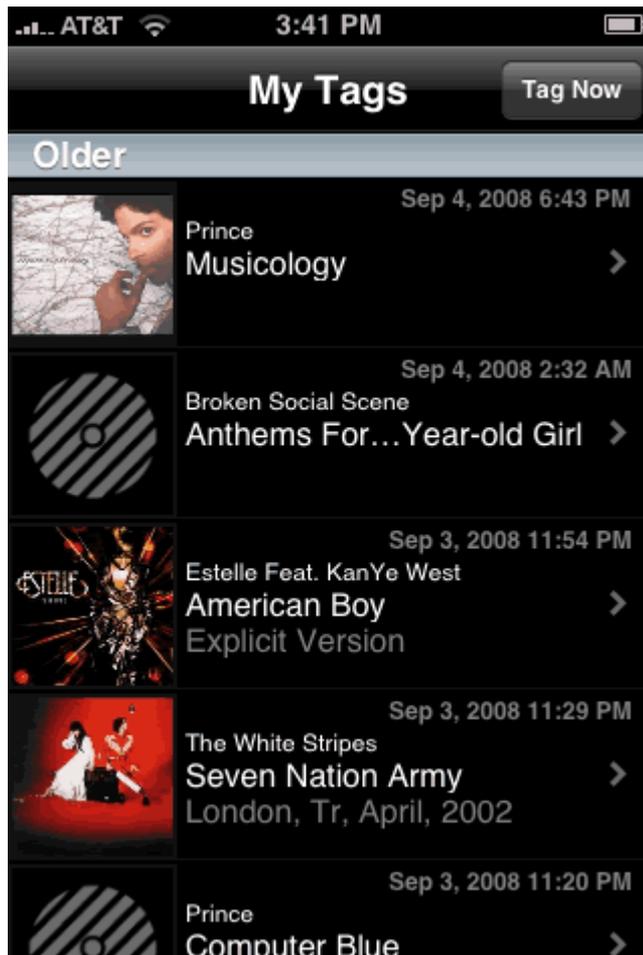
THE ENVIRONMENT

Users who are walking/running are able to hit points slower and less accurately.

How do we cope with this?

THE ENVIRONMENT

Make the buttons bigger!



DESIGN FOR THE EXTREMES

How would
users with
arthritis peel
potatoes
comfortably?



THE VISUAL

(OOOH PRETTY)

Minimalism.

VISUAL POPOUT

**Make things that matter
stand out.**

Works when:

- People expect it
- Don't consciously notice (subtle)

UMM WHAT?

YOGA
PANTS & SHORTS
SKIRTS
DRESSES
ACCESSORIES
FRAGRANCE
SLEEP
BRAS & UNDIES
SALE
CLEARANCE

SUPER SKINNY



THE A&F SUPER SKINNY
\$78



THE A&F SUPER SKINNY DESTROYED
MID-RISE WAIST
\$88



THE A&F SUPER SKINNY
\$78



THE A&F SUPER SKINNY
\$78



THE A&F SUPER SKINNY SELVEDGE
FLAGSHIP STORE EXCLUSIVE
\$150



THE A&F SUPER SKINNY
MID-RISE WAIST
\$88

NICE.

tumblr.



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30 reasons you'll love Tumblr

EVEN WITH A LOT OF INFO:

The screenshot shows the Vimeo website's pricing page. At the top, the Vimeo logo is on the left, and navigation links for 'Join Vimeo', 'Log In', 'Explore', and 'Help' are on the right. A search bar is also present. The main heading is 'Which Vimeo is right for you?'. Below this, two plans are compared: 'Plus' (blue background) and 'Basic' (green background). The Plus plan is priced at \$59.95/year or \$9.95/month, while the Basic plan is free. Each plan lists its features and target audience.

vimeo Join *vimeo* Log In Explore Help Search Videos

Which Vimeo is right for you?

NOW ACCEPTING **PayPal**

Plus

(for creators who need the best)

\$59.95 / year
or \$9.95 / month

- Even higher quality video
- 5GB/week upload space
- Unlimited HD uploading/embedding
- Advanced statistics
- Faster, priority uploading
- Original file storage and downloading
- Super-customizable video player
- Privacy with domain-level control

Basic

(for the casual creator)

Free!

- High quality video
- 500MB/week upload space
- Upload 1 HD video/week
- 3 albums, 1 group, 1 channel
- No bandwidth or time limits
- Basic video player customization
- Password-protected videos

APPLIED PSYCH.

**(THIS ONE GOES OUT TO ALL YOU
NON-CS CONCENTRATORS)**

HUMAN BEHAVIOR

- **Attractive people are believed to be nicer and smarter.**
 - [halo effect]
- **If you ask someone for a favor, they'll like you more.**
 - [cognitive dissonance]
- **Peer pressure is one of the best persuasive tactics.**
 - [normative social influence]
- **Groups often make poorer decisions than individuals.**
 - [unshared information in group decision making]

INSPIRATION

Use psychological thinking to figure out why users behave the way they do.

Make inferences on how they'll behave with your product.

Always keep emotions and the situation of the user in mind: how do they feel at each moment?

THE PURSUIT OF PRODUCT DESIGN.

(= HAPPINESS)

CS179: DESIGN OF USABLE INTERACTIVE SYSTEMS

Where it all begins.

PRODUCT DESIGN FIRMS

IDEO / IDEO.org / OpenIDEO

- Apple's first mouse
- Palm PDA

Continuum Innovation

- Swiffer
- One Laptop Per Child

Check out their TED talks!

IN EVERYTHING

Startups

Projects

Creations

REFERENCE

(BECAUSE WE ALL NEED INSPIRATION)

A FEW SOURCES

- **Core77.com:** best design magazine ever
- **Littlebigdetails.com:** Your Daily Dose of UI Inspiration
- **Usability Heuristics:**
http://www.useit.com/papers/heuristic/heuristic_list.html
- **CS179:** introducing you to the world of product design

**THANK
YOU!**

GO DESIGN SOME COOL STUFF.