

User Experience Design

Duration : 4 months

Overview of Course

- › The characteristics of user experience design, usability, and user centred design
- › The factors that influence interface design, and how to balance these requirements
- › Human Interface Guidelines
- › The design streams that impact interface design, and design techniques from each stream:
 - › Information Design
 - › Interaction Design
 - › Visual Design
- › How branding is an important part of user experience
- › The importance of accessibility online
- › The importance of knowing your users and:
 - › What you need to know
 - › How to learn about them
 - › How to communicate your findings
- › Key usability evaluation techniques, including:
 - › Walkthroughs
 - › Usability testing
 - › Competitor analysis
- › Designing Website, Website App, Mobile App in Scientific and Artistic Manner

We will also help you to create UX portfolio and placement assistance, this course train you theoretically and practically

Tools : Balsamiq, mockflow, Photoshop, Illustrator, Invision

1. What is UX

Introduction to UX

Brief History about UX Design, The origins of UX Design, and how the principals of UX can be applied

Modern Day UX

Understanding Software as a Physical Building

› Core of the field

› Objectives

› ROI

Obsess on user

Difference between UI/UX

Guiding Principles

User Research Methods

Illustrating the Context of Use

Measuring Usability

Interaction Design

Visual Design

Visual Design Principles

Elements of design

Visual Weight and Depth

Typography

Color

Repetition and Patterns

Alignment and Proximity

Tools and Software use in Visual Design.

Usability Evaluation

Information Architecture (IA)

What is IA (Information Architecture)

Common skills that information architects use

The card sort activity

Real World IA Examples

2. User-Centered Analysis

Introduction to UCA

- › Process of discovering
- › Collecting data
- › Mental models
- › Knowing how the user works
- › UCA vs UT
- › UCA Techniques
- › ROI—justifying the right process

Exercise: Calculate ROI

Creating a Design Strategy

- › Business Goals
- › Target users
- › General Taks
- › Technological constraints
- › Marketing and Branding Goals
- › Critical success factors

Exercise: Develop a design strategy

Profiles and Personas

- › User groups
- › User Profiles
- › Task Profiles
- › Environmental Profiles
- › Personas

2. Web and Application Design

- › Scientific models in user-centered design (UCD)
- › Definition of UCD
- › Characteristics of usable designs
- › UCD Benefits

Design Patterns Navigation

- › Characteristics of usable navigation
- › Primary navigation systems
 - Hierarchical models
 - Persistent design systems
 - Sequential navigation
 - Search › Supplemental navigation
 - Index
 - Breadcrumbs
 - Quick links › Multiple systems navigation design

Exercise: Select appropriate navigation models

Presentation

- › Visual-cognitive processing
 - Eye movement and eye tracking
 - Gestalt principles of visual design
- › Layout Exercise: Evaluate and redesign a cluttered screen
- › Color
- › Graphics
- › Text

Content

- › Printed vs. digital content
- › Writing for clarity
 - Writing style
 - Word choice
 - Mechanics › Methods that facilitate scanning
 - Writers' pyramid
 - Headings, bulleted and numbered lists

Interaction

- › Factors that influence interaction design
- › User interface controls
 - Data entry and selection
 - Navigation and action
 - Multi-function controls

Exercise: Selecting appropriate UI Controls

- › Error handling and prevention
- › Feedback Exercise: Design an effective feedback message

Screen Elements and Wireframing

- › Screen elements
- › Wireframing
 - Low fidelity
 - High-fidelity
- › Effective prototyping strategies

Exercise : Build a paper wireframe

Accessibility

- › Why design for accessibility
- › Types of disabilities
 - Vision
 - Hearing
 - Motor
 - Cognitive
- › Assistive technologies
- › Accessibility laws
- › Accessibility guidelines
 - Section 508 Guidelines
 - Accessibility Guidelines (WCAG 2.0)
 - Web Accessibility Initiative (WAI)
- › Evaluating for accessibility Exercise: Conduct a site review for accessibility

Internationalization

- › Internationalization and Localization
- › Multicultural considerations

- › Internationalization design process and usability testing

3. Practical Usability Testing

Introduction

- › Why Test Usability
- › Usability testing is an essential form of feedback
- › Why even good designers get it wrong the first time
- › Benefits of testing early and often

Exercise : Conduct a mini usability test on a Website

Usability Test

- › Types of usability tests
- › Summative vs. formative tests
- › How to formulate a solid test strategy
- › The right number of participants
- › Writing tasks for a usability test
- › Overview of the testing process
 - planning
 - conducting
 - analyzing
 - sharing & implementing results

Early Prototype Testing

- › What can you gain from an early prototype test
- › Purpose and advantages of prototypes

- › Reverse card-sort technique
- › Performance-based testing
- › Testing the brand and affordance

Exercise : Hands - on exercise performing an early prototype test

Exercise : Visual affordance test

Exercise : Brand design test

Exercise : Reverse card sort

Advanced Prototype Testing

- › What can you gain from an advanced prototype test?
- › Setting usability criteria and performance metrics
- › Using performance rating instruments

Exercise : Hands - on exercise performing an advanced prototype test

Analysis and Reporting

- › Capturing session data
- › Compiling and tabulating data
- › Analyzing findings
- › Creating recommendations
- › Presenting data
- › Techniques to convince

Exercise : Prioritize test findings

Remote Testing

- › When to do remote testing
- › Major obstacles to overcome

› Real benefits

› Available online tools

Exercise : Performing un moderated and moderated remote tests

Comparative Studies

› Purpose of comparison studies

› Overview of how to conduct a within-subjects and between-subjects comparison study

› How to analyze results from a comparison study

Live Site Analysis › How to make the most out of Web logs and server data

› Taking advantage of direct user feedback

Refining your Technique

› Enhancing your moderating techniques

› Responding to difficult testing situations

› What makes a good moderator

Exercise : Rewriting probing usability testing questions

Ten-Point Usability Checklist

› Practical points for conducting a usability test

› Allows you to:

- eliminate the risk of testing and not getting answers to your questions
- focus on the question and not the implementation of the test
- maximize your effort and leverage your budget

Exercise : UT scoping Case problem using the 10 - point checklist

