

"we learn to describe the things we see, but we also see the things we can describe." – David Womack, Print Magazine

"much more to design than looks"  
web aps should be more simple than desktop apps

### Practical Design For Developers – Adaptive Path

## The Elements of User Experience

### Notes Know who your users are

you must know and design for ALL of your users

- know their
  - context
  - motivations
  - challenges

### Surface

- What will the finished product look like
  - there are design issues, purely cosmetic
  - attractiveness really influences the appeal
  - "even if a website is highly usable and provides very useful information presented in a logical arrangement, it may fail to impress a user whose first impression of the site was negative." – Dr. Gitte Lindgaard, Clareton University
- Design is not just cosmetic
- Personality
  - "flickr" arrgh our tubes!
  - really adds to the experience
  - flickr feels very friendly
- Visual Design
  - "The Non-Designers Design Book" Robbin Williams
  - C contrast
  - R repetition
  - A alignment
  - P proximity
  - even simple improvements make a huge difference

### Skeleton

- what components will enable people to use the site?
  - discoverability
    - make finding things easy
      - icq = bad
      - blogger = good
      - farecast – good example of easily finding relevant information
    - make examples of what you can do
      - picture
      - video
      - etc
  - recoverability
    - make finding things easy actions should be without cost
      - don't make it hard for the user
      - user shouldn't have to enter information twice
      - help make them not make errors in the first place
      - observer fields for fields
        - correct password
        - matching password
        - etc
    - make queries rather easy
      - don't have to go back to query, modify from search results
  - context
    - a sense of time, place, and meaning
      - breadcrumb
      - amazon breadcrumb on shipping, shipping, payment, giftwrap, place order indicator
      - adding to cart, and a dropdown "cart" showing cart
        - don't have to go to a new page displaying the cart
  - feedback
    - how the system responds
      - error messages
        - (message 1045, lol – orbitz) if you need #'s for cs, cross reference w/ cs not the user
        - written for the users
      - indicate an action has been done
        - loader, highlight fade, etc
        - provide feedback the app has seen / done an action the user has done
      - action at a distance
        - do something that updates multiple things
        - provide feedback that the user gets to see
        - don't get crazy, the user may not notice all the changes
- what can you do to make things easier for people to use your site
  - these guidelines really can enhance the user experience

### structure

- how will the pieces of the site fit together?
  - interaction design
    - how the user moves from one process to the next
  - interaction frameworks
    - pages?
    - popups?
    - ajax?
    - layers?
    - behavior?
  - think modularly
    - About Face 2.0: The Essentials of Web Design (book)
  - Information Architecture
    - not just for sites that have lots of information
    - Granularity
      - apple
      - pear
      - anana
      - fruit
        - apple
        - pear
        - banana
    - labeling
      - human resources
      - employment opportunities
        - jobs
          - <--- simple word to describe, think from user point of view
    - consistency
      - about us
      - bout
      - our company
      - his company
      - who are we
      - who are we?
      - just use one!
        - choose something, then keep using that something

### scope

- what features will the site need to include?
  - Functional Specifications
    - what the site must include
    - graph on features
      - flickr e.g vs everything else kodak, etc., – took the opposite ends, prob why they are popular
      - "don't try to be everything to everybody"
  - implementation plan
    - make a promise to your users and deliver on it
    - rank the features, difficulty, etc
      - launch plan
      - get users features first
    - select
      - core features
    - fulfill
      - enrich entire feature set
    - expand
      - move into new areas
    - "potential" features for after launch

### strategy

- what do we want to get out of the site? what do our users want?
  - generally build a site because you want somebody else to use it
  - Your Goals – Your users needs
  - Know your stakeholders
    - stakeholder is anyone who has an interest in the outcome of a project.
  - Site Objectives:
    - Know the purpose of the site
  - Your Users
    - identify all of them
    - talk to them
    - how do they use it
    - even if you think you know who your users are, take an extra step to possibly learn more
    - observing the user experience (book)