Teachers as UXers

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MAY 6TH, 2017
LEARN-IT CONFERENCE
UNIVERSITY OF MISSOURI, COLUMBIA
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 – 2:00</td>
<td>Introductions, Ice Breakers and Overview</td>
</tr>
<tr>
<td>2:00 – 2:20</td>
<td>Exercise #1</td>
</tr>
<tr>
<td>2:20 – 2:45</td>
<td>Interactive Discussion and Overview</td>
</tr>
<tr>
<td>2:45 – 3:10</td>
<td>Exercise #2</td>
</tr>
<tr>
<td>3:10 – 3:20</td>
<td>Product Presentations &amp; Interactive Discussion</td>
</tr>
<tr>
<td>3:20 – 3:30</td>
<td>Wrap-Up and Closing Thoughts</td>
</tr>
</tbody>
</table>
What is User Experience (UX) Designer

*User experience* (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations.

UX is how a person feels when interfacing with a system. The system could be a website, a web application or desktop software and, in modern contexts, is generally denoted by some form of human-computer interaction (HCI).

*Gube, J. (2010)*

[www.usability.gov](http://www.usability.gov)
What is User Interface (UI) Designer

User Interface (UI) designer is in charge of designing each screen or page with which a user interacts and ensuring that the UI visually communicates the path that a UX designer has laid out.
UX vs UI

- usability testing
- wireframes
- layout
- visual design
- branding
- user guides
- personas
- experience maps
- research
<table>
<thead>
<tr>
<th>Uxers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy and Content</strong></td>
</tr>
<tr>
<td>User Analysis</td>
</tr>
<tr>
<td>Content Development</td>
</tr>
<tr>
<td><strong>Product Structure &amp; Strategy</strong></td>
</tr>
<tr>
<td>Wireframing</td>
</tr>
<tr>
<td>Prototyping</td>
</tr>
<tr>
<td>Testing/Iteration</td>
</tr>
<tr>
<td><strong>Development Planning</strong></td>
</tr>
<tr>
<td>Execution &amp; Analysis</td>
</tr>
<tr>
<td>Coordination with UI Designer(s)</td>
</tr>
<tr>
<td>Coordination with Developer(s)</td>
</tr>
<tr>
<td>Tracking Goals and Integration</td>
</tr>
<tr>
<td>Analysis and Iteration</td>
</tr>
</tbody>
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Requirement Analysis

- Business Requirements
  - Sponsor point of view
  - Scope of the project
  - Business Objectives

- User Requirements
  - User point of view
  - User Goals
  - User inputs & Outputs

- System Requirements
  - Functional
    - What the system does
  - Non-Functional
    - How well the system does it
User Persona

Clark Andrews

**Motivations**
- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

**Goals**
- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

**Frustrations**
- Unfamiliar with wearable technology
- Satuated tracking market
- Manual tracking is too time consuming

**Bio**
Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekends, he would like to cut down on alcohol intake.

**Personality**
- Extrovert
- Introvert
- Sensing
- Intuition
- Thinking
- Feeling
- Judging
- Perceiving

**Technology**
- IT & Internet
- Software
- Mobile Apps
- Social Networks

**Brands**
User Experience Map

RENTER OR BUYER EXPERIENCE MAP

**1. DEFINE**
- Define priorities: Determine what the users want and how they will finance the home.
- Define location: Decide on the desired location and property types.

**2. SEARCH**
- Search for properties: Gather information about facilities, amenities, security, size, floor plans, price, area, etc.
- Search for options: Decide on the desired location and property types.

**3. COMPARE**
- Compare locations: Compare the property, the building, the price, etc.
- Compare features: Compare amenities, security, size, floor plans, price, etc.

**4. CHOOSE**
- Make informed choice: The right choice will depend on the user's needs, especially the location.
- Finalize choice: Understand the process and agree on the contract.

**5. CONTRACT**
- Review the contract: Understand the process and agree on the contract.
- Sign contract: Understand the process and agree on the contract.

**6. MOVE**
- Move into new home: Understand the process and agree on the contract.
- Finalize move: Understand the process and agree on the contract.

**TODAY POINTS**
- Use the internet to learn about properties, agents, and the area.
- Visit properties to gather more information.

**SATISFACTION LENS**
- How satisfied the user is with their quality of life.
- Feedback on the user-friendly experience.
Information Architecture

This area will be to display the successes of Adopt-A-Classroom. Through "testimonials" from the students who have been helped, a place where awards for AAC can be displayed, and a place for highlighting benefactors who have helped AAC.

The Get Involved section is about ways in which people can get involved with AAC via volunteering, donating, seeing a wish list of items AAC has, and a place to explain the need and the search for board members to help work along with Ellen Kiss.

The Contact Database Aggregation section will contain a central point for all forms of contact, ensuring that all inquiries are directed to the appropriate person or department.

Each page will consist of a description of the program and some pictures from previous events generally related pictures. Most of these pages will be static in content but the pictures may need to be updated.
Prototype
UX vs UI

UX (80%)
- Critical Thinking
- Research
- Prototyping
- Testing

UI (20%)
- Design
- Coding

Product
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Before you start designing, you should step back and think first.

• What is the problem?
• What am I going to design?
• Who is my target audience?
• What do they need?
• What are their expectations?
• Which technology should I use?
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- Personal Experiences
- Literature Review
- Survey
- Observation
- Subject Matter Experts
- Research, Research and Research
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Once you identified the problem
Propose solutions
Fill the gap
Make your design more meaningful

Go back to previous step as necessary
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User Experience is an umbrella term that encompasses a range of disciplines and skills which are relevant to anyone embarking on a creative project that involves interacting with users or simply with a passion for great design.
Teacher as UXers

What are teachers’ responsibilities as UX Designers?
Teacher as UXers

YOU ARE A NATURAL

UX DESIGNER
User Experience (UX) Design

UX DESIGN IS BEYOND THE WEB SITE DESIGN

#1 UX Strategy:

NEVER BLAME THE USER!
Exercise #1
Exercise #1

You are a 3rd grade teacher.

You will design a one-page weekly newsletter/flyer for your students and for their parents.

What information should you include?

Use sticky notes for your every single idea
Discussion

What information did you include in your flyer? And What Did NOT?
Why?
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Sketch your thoughts

Use paper and pen before you launch the software

Prototype

Let your research findings inform your design

Go back to previous step as necessary
I have a lot to say, but how can I organize my thoughts?

What Makes a Good and Bad Design?
What is important to your target audience?

What Makes a Good and Bad Design?
What is your main message?

What Makes a Good and Bad Design?

VS

What Makes a Good and Bad Design?

Call Josh at 555-0101

$10 per half hour lesson

Call Josh at 555-0101

$10 per half hour lesson

Check out www.w4kbq.org

CQ CQ

Calling all stations

145.230

178.9 PL

Welcome to the Pennington Folk Music Festival

First Annual "Pennington" Hamfest

Outdoor tables are available - PCs

No fees to enter or setup

Food and drinks will be available

Princeton, KY

Fire Training Center

Exit 12 off WK PKWY

2001 HWY 62 WEST

June 2nd, 12 7:00 AM till Noon

Princeton Ham Radio Club and Caldwell Co ARES
What is your product for?

What Makes a Good and Bad Design?

We are artists who specialize in branding and packaging design. We help brands present...
Visual Design Principles

Lines

Straight lines can evoke order and neatness, wavy lines can create movement, and zig-zagged lines can imply tension or excitement..

Scale

Scale can help us make sense of designs and images. i.e. A mouse is smaller than an elephant.
Visual Design Principles

Color

Color creates specific moods, atmospheres, channels emotions and each shade has certain specific connotations associated with it. In short, color can make or break your design.

Repetition

Repetition is a crucial element in terms of keeping your branding consistent and in terms of tying your items together.
Visual Design Principles

Negative Space

Negative space is the ‘space in-between’, the area between or around other elements that form its own shape.

Symmetry

Symmetry is used to create a harmonious and balanced design.
Visual Design Principles

Transparency

Transparency allow elements to interact together

Texture

Texture gives tactility and depth to otherwise flat designs
Visual Design Principles

Hierarchy

Hierarchy helps signal the importance of each element

Contrast

Contrast creates emphasis via light vs. dark, thick vs thin, etc.
Visual Design Principles

Balance

Balance ensures no one element overpowers the others.

Framing

Framing helps to highlight, crop or decorate elements.
Visual Design Principles

Typography <h1>

What comes first <h2>

One of the most important in design <h3>
Exercise #2

You are a 3rd grade teacher. You will design a one-page weekly newsletter/flyer for your students and for their parents.

Use a sketch paper and pencil to sketch your ideas.
Inform your design with the research findings from Exercise #1.
Discussion

What are the challenges?

What did you include in your design? What did NOT?

Why?
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Today’s Take Aways

Teachers are natural UX Designers
UX requires much more effort than UI
Teachers, as Uxers, should research before start designing
Following basic design principles, anyone can design effective outcomes
Uxer’s Journey

WHAT IS UX?

WE LIKE UX!

WE MUST HAVE UX!
Thank You!

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