

UX and OE Design Tools

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User Experience (UX) is the process of creating products that provide meaningful and relevant experiences to users

What do our users want to do?

administrators

students

What do our ~~users~~ want to do?

professors

teaching assistants

foreign students

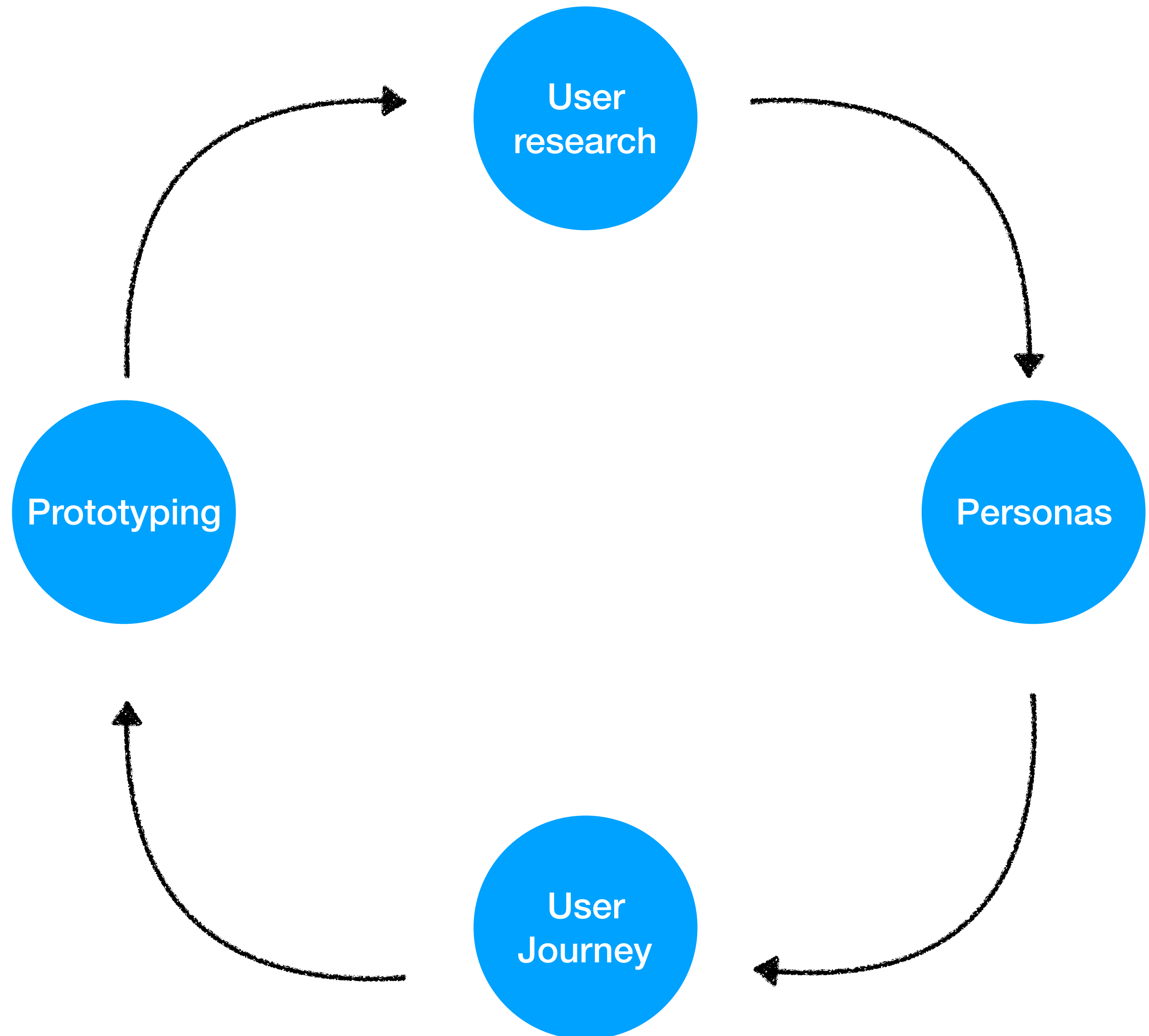
high school students

What do our ~~users~~ want to do?

researchers in the field

activists

**Language creates culture
around our products and
services**



User
research

Personas

User
Journey

Prototyping

Initial User Research

- Surveys
- Focus Groups
- Net Promoter Score like system

* How likely are you to recommend our company to a colleague or friend?

Not at all likely Extremely likely

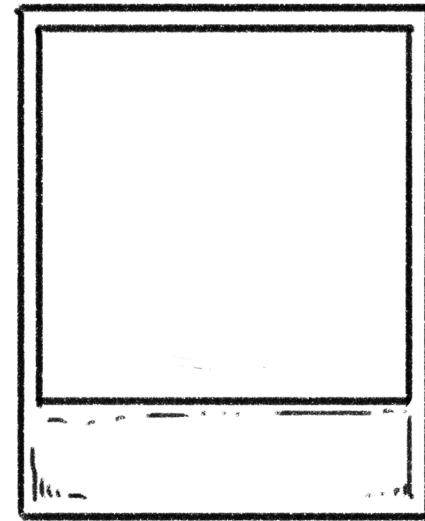
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UX Tool: Personas

A persona is a representation of the needs, thoughts and goals of the target user.



Example Persona card



QUOTE:

interests:

powers:

name:

goals:

daily routine:

age:

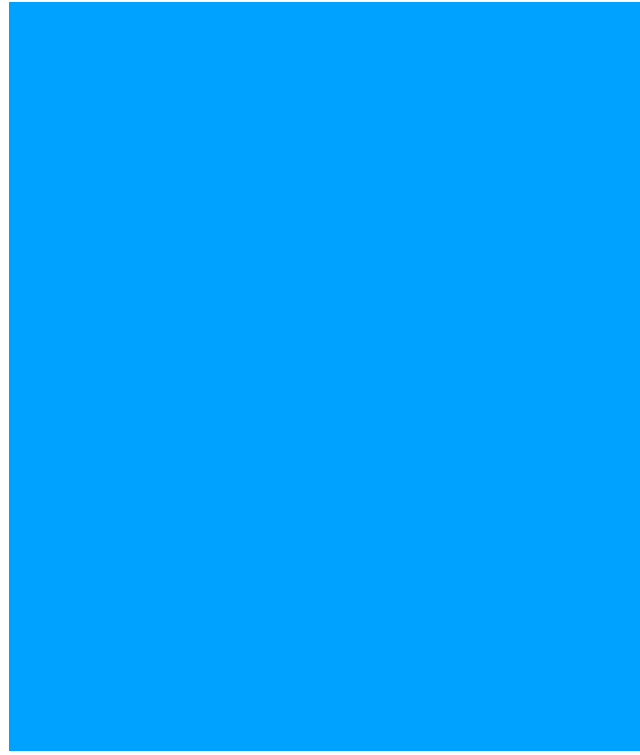
profession:

bio:

likes/dislikes:

motivation:





Name (age)

Bio:

Goals:

Devices:

Disabilities:



Tina (17)

Bio:

High-school student from Maribor. Currently studying for high-school Chemistry competition.

Goal:

Would like to review advanced chemistry concept that is covered by your class.

Devices:

Modern laptop with Windows 10, Android Tablet. High-speed internet.

Disabilities:

Dyslexic.



Mark (35)

Bio:

Docent Professor teaching Food Processing technology.

Goal:

Looking for review materials in the area of Organic Biology to assign it as optional reading materials to students.

Devices:

Window 7 Laptop with slow Internet at home.

Disabilities:

Color blind.



Personas

- Result of your research (surveys, interviews, focus groups)
- Don't be afraid to have a lot of different personas
- Separate them into primary, secondary and tertiary based on business goals
- More resources:
 - <http://opendesignkit.org/methods/personas/>
 - <https://wiki.fluidproject.org/display/fluid/Persona+Creation>

UX Tool: Journey Mapping

A happy path for our personas

- **Mark** types into search engine on site: Organic Chemistry
- Search engine returns 75 results. Because this is too much, he uses filter on the sidebar to narrow results to undergraduate levels.
- He finds Intro to Organic Chemistry course and clicks on it
- Looking at the course, he sees a listing of all the lessons. He find a lesson called "Concept Review" in PDF, clicks it and discovers that it's exactly what he needs.
- He downloads PDF and will use it in his class.

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Journey Mapping

- Journey towards defined goal
- Find a balance between how specific interactions you define
- More resources:
 - <http://opendesignkit.org/methods/journey-maps/>

Inclusive Design

*Ensuring that our services can be used by
as many people as possible*



Why

- We all need help some times
- We consume content on different devices and Internet connections
- Our usage changes depending on a context

Context changes

- On their phone while commuting (e.g. on a bus)
- Hands free with just headphones (e.g. while taking care of the child, walking the dog)
- On a bad connection - they preload content before travel
- Bright light changes contrast / reduces colors
- With different assistive technologies and online tools
- Through note taking

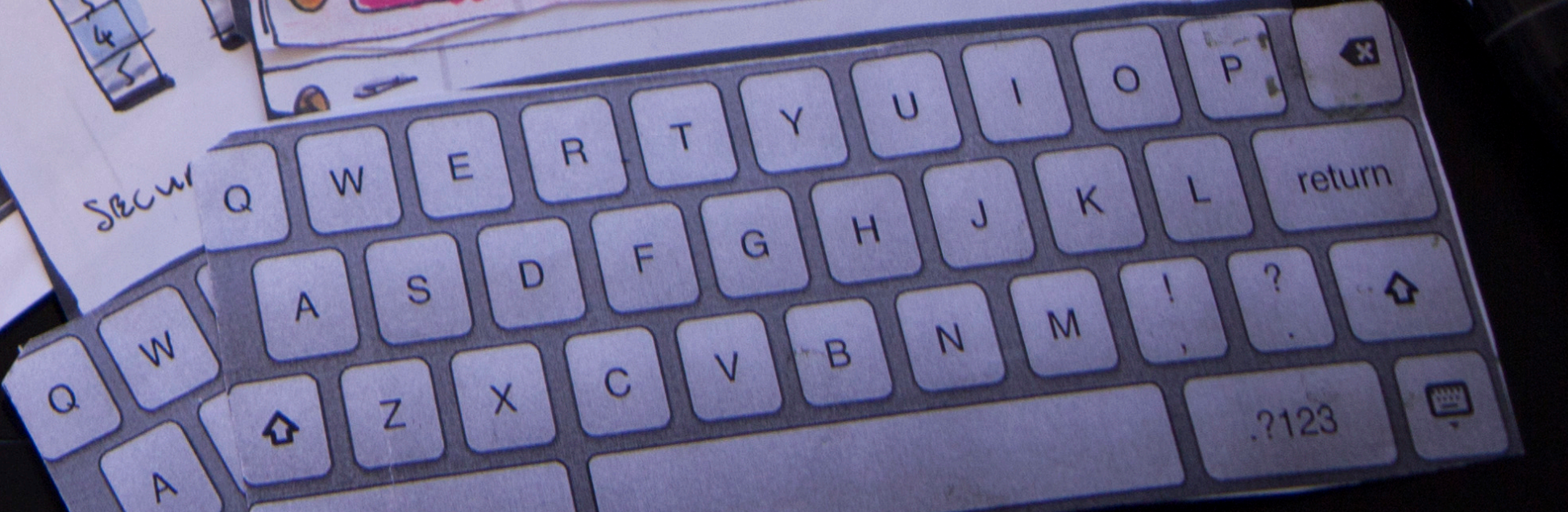
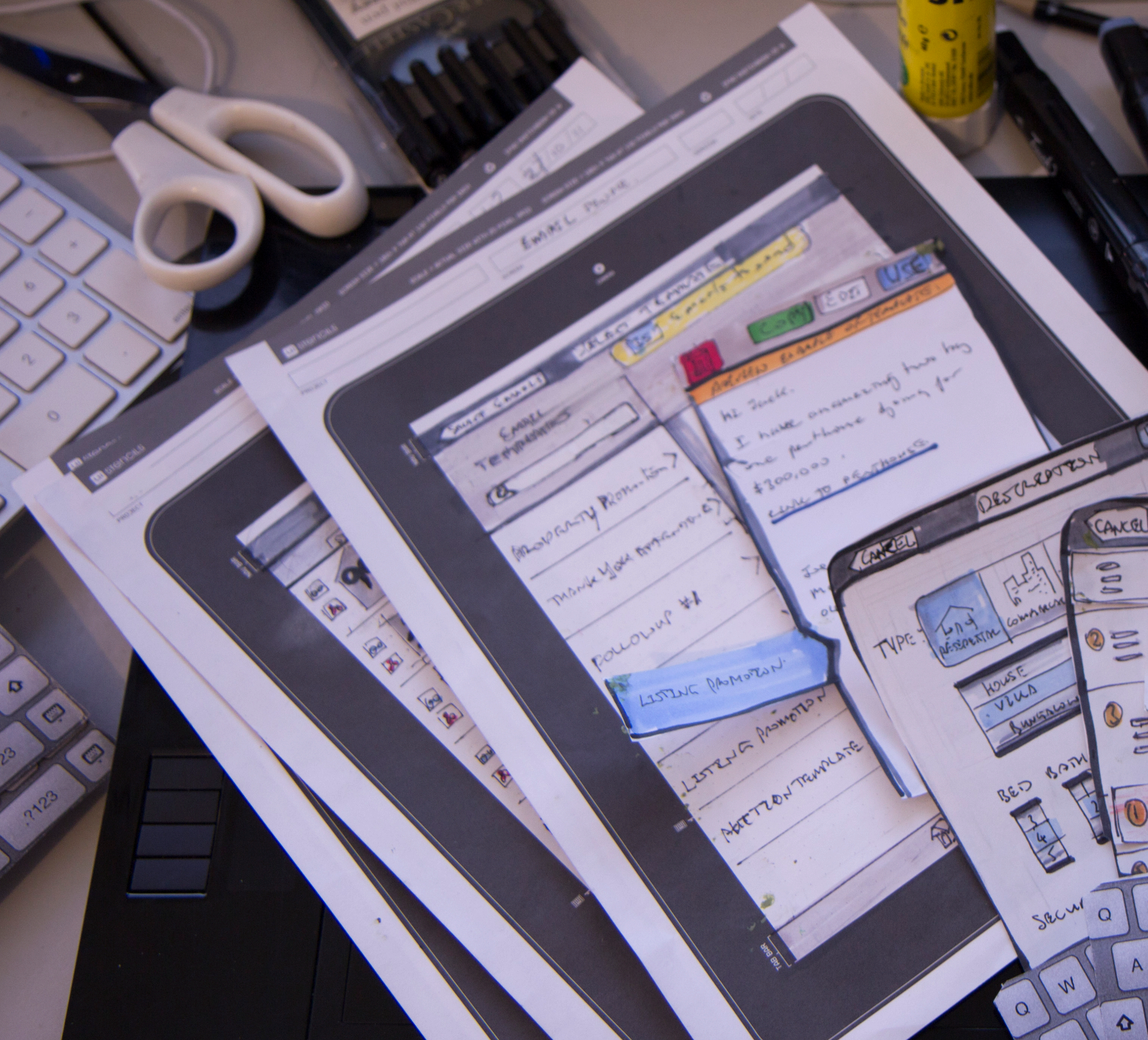
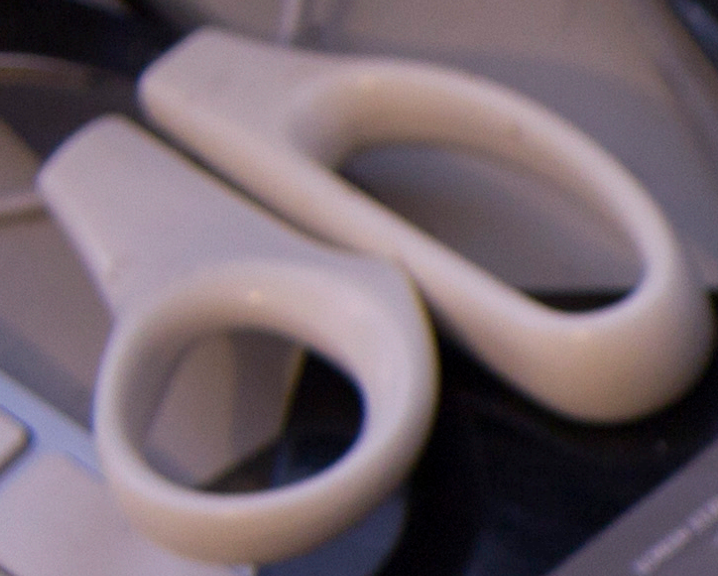
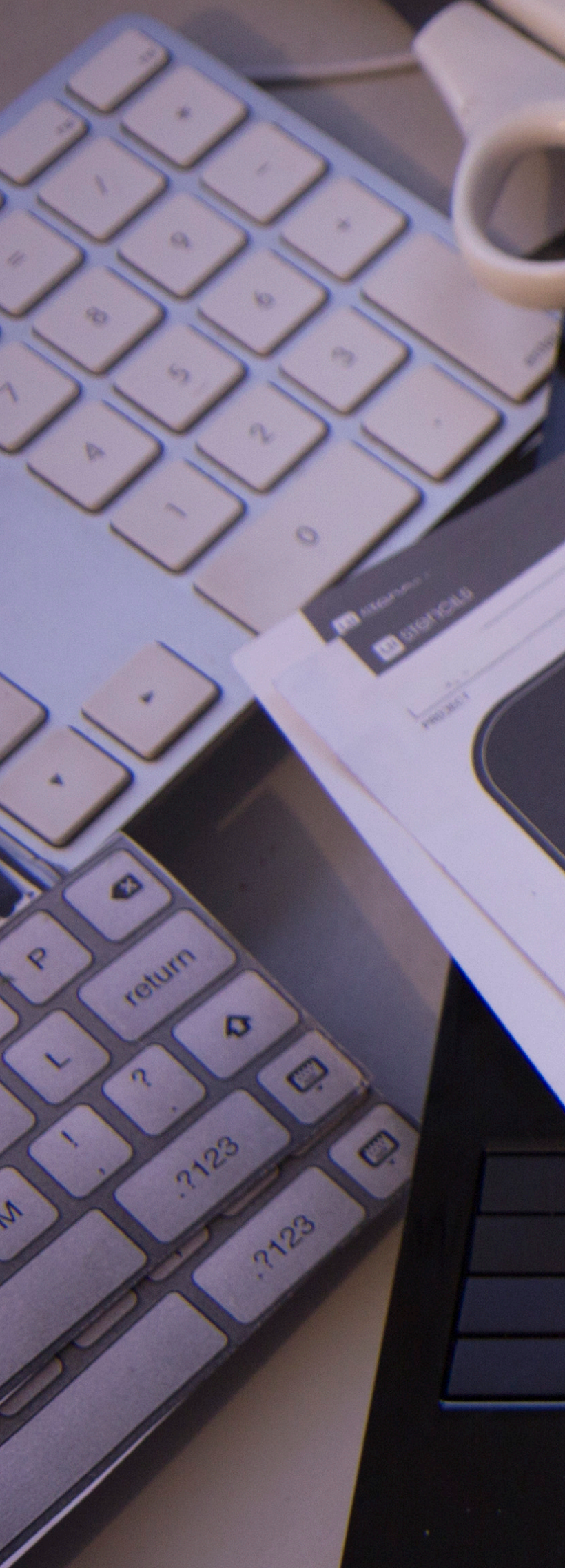
Resources

- <https://guide.inclusivedesign.ca/>
- <https://idrc.ocadu.ca/>
- <https://floeproject.org/>
- Inclusive Design Patterns by Heydon Pickering (2016)
<https://www.smashingmagazine.com/inclusive-design-patterns/>

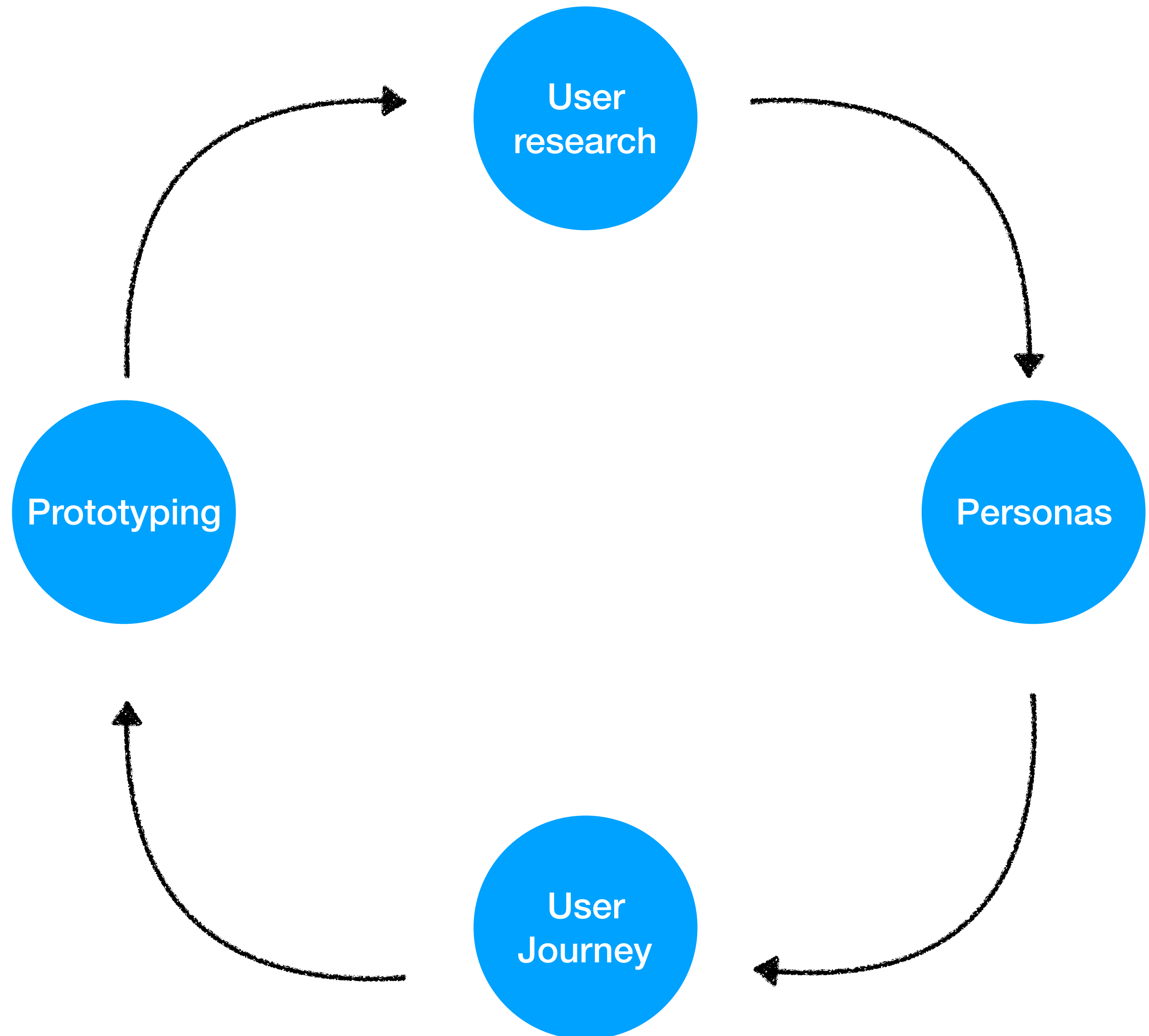
Prototyping

Hands On User Research

- Paper prototyping
- Technical prototypes
- User Testing with Actual Users



Putting it all together again



Examples for discussion

- <http://openupresources.org/>
- <https://openstax.org/>
- <https://www.khanacademy.org/>

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