



Module 1

Introduction to UX design

Introduction

The first module on the course, Introduction to UX Design, gives you a strong understanding of user-centred design and the mindset required to create high quality software products.

You'll develop a clear understanding of the user experience design process, the steps in the process, the importance of each step and how they build on each other as the process unfolds.

You'll understand the very fundamentals of UX Design - that's it's a problem-solving discipline focused on building products that will solve problems for end-user. And that the term 'experience' refers to the emotions of end-users and what differentiates great products is that they will create positive emotions for the end-users while they are solving their problems.

This module will also introduce you to the fundamental idea that UX is a research-based discipline and that design teams should always make decisions based on research carried out with end-users. Research is everything. If you're not doing research, you're not doing UX. This will be explored fully in the next module, User research.

As this is an introductory module, there is no project contained in this module. It's a good time to get organised and we suggest that you add our recommended books to your reading library. Set aside time each week to read them as they'll help solidify critical concepts in your mind.

Amongst the recommended reading for this module is *The Inmates Are Running the Asylum* - it's one of the most influential books not just in the UX community but in the tech industry in general.

Another title, *The Design of Everyday Things*, must be the most quoted, reviewed and respected book in software design. It's not always an easy read (which is ironic, given the subject matter). But definitely one for your bookshelf to dip in and out of throughout your career.

For each video lesson in this module, please use the note sheets below to capture the key concepts in your own words. This will help with your memory retention.

Topics covered include:

- User experience
- Functional design
- Product integrity
- Product desirability
- UX design process
- Process benefits
- UX and Agile process
- User interface design
- Humans v machines
- Feature overload
- Shortcuts
- Prototyping
- Prioritisation
- Goals, behaviours, context
- Paradox of specificity
- Mental models

Recommended reading

The Element of User Experience

Jesse James Garrett

@jjg

The Inmates are Running the Asylum

Alan Cooper

@MrAlanCooper

The Design of Everyday Things

Donald Norman

@jnd1er

Additional resources

- [IDEO](#)
- [The Design Sprint - Google Ventures](#)
- [Doing UX in an Agile World - NN/g](#)
- [More choices and features result in higher satisfaction - UX Myths](#)
- [How to predict technology flops - Intercom blog](#)
- [How to speak a UX Revolution - Smashing Magazine](#)
- [Simple and Usable](#) by Giles Colborne
- [Design Thinking for PMs and entrepreneurs](#)
- [Mental models explained on NN/g](#)
- [How we made the typeface Comic Sans - Paradox of Specificity](#)

Note taking

User experience

emotional experience
what users feel

Confidence in their interaction with system - generate positive emotion
↳ what it does ↳ what does it look like.
functional design - aesthetic design
experience design.

↳ what does it feel like,
↳ deliberate and intentional.

Problem solving discipline

↳ solve problems and generate positive emotions

Why experience matters

Intuitive design?
Function + aesthetic cannot save
bad experience

Great products need all three types of design.

People don't notice good design as much as bad design

↳ good design just works!

UX is a state of mind

Customers notice the details.

↳ they want that great experience. → talk about it.

Competitive edge in your UX.

Product integrity

Internal obstacles?

↳ not worried about user yet

→ UX designer as representative for user and product

→ If you damage the experience or product, are features worth it?

Product desirability

Balance between viability, feasibility and desirability

★ Desirability matters

Is there a problem?

Are we solving it with a great experience?

UX vs. outcomes of UX

↳ communicate benefits

↳ inputs leading to outputs

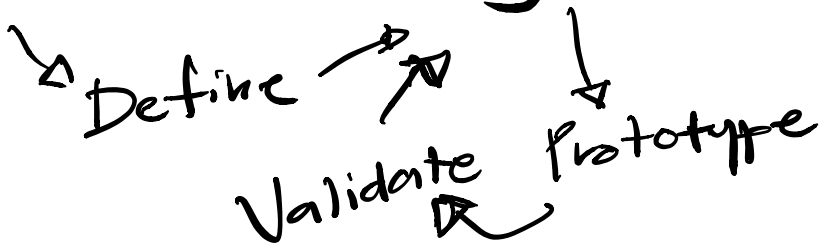
UX is a process

- ↳ business benefits
 - increase revenue - customer retention.
 - reduce costs.
 - reduce time to market.

↳ Research - find out what will make the change

↳ costs vs revenue

Research → Design → Build → Test



Benefits

↳ vision is clear

↳ process has a natural structure.

↳ success factors are given equal weight.

Agile

- Continuous improvement cycle.
- Follow process, but shorter timeline.
 - ↳ more, faster releases
 - ↳ Still following process.

Danger of features

Humans are not computers.

It's designer to make the machine behave better

↳ less of a clash with an emotional being.

Features aren't always a good thing.

Features add complexity.

Because you can add a feature, should you?

Features must be designed.

Features crowd out simple functions.

↳ Are they needed?

↳ What is the trade off?

↳ What are the costs?

People don't buy technology

People buy solutions to problems

Features v goals

Think about the solution, not about the product & user goals.

↳ Make the solution easier.

→ Be sure that there is actually a problem to solve.

Taking shortcuts

→ No clear vision

→ Ignoring the process.

→ Don't start with the build.

→ Research and design skipped because they don't understand the process

↳ No immediate results.

Define problem → solve problem
(Understand problem) (Design solution)

Build Solution

Low fidelity design

See, touch and interact with product

↳ prototype before production

Prototypes → high fidelity designs

→ Can be tested

→ Reduce ambiguity

→ Time and space to validate

→ Reduce cost

Prioritisation

Use cases over edge cases.

"What if?" → Not always a great question.

Progressive disclosure

↳ More features further down the line.

Edge case users can work a little bit harder for their features

Design targets

Design target — Goals
— Behaviour
— Context

Design target \neq Target audience

Goals, behaviours and context

Context

↳ where

Goals

↳ for what

Behaviours

↳ doing what while using.

Understand the user's context,
goals and context

No guess work.

Paradox of specificity

Less work to design for smaller market

↳ reduce product bloat

↳ appeals to larger audience

→ keep focus as narrow as possible

↳ great at one thing

Mental models

Intuition because of previous use of something similar.

↳ usability testing to see if mental model and design model aligns.