UX talk on
PWA Sommer School

A Different Perspective

Agenda and Goals

Time	Activity
08.45	Brief crash course on UX
09.00	UX of PWAs
09.15	Tool to build prototypes
09.30	Questions

- Familiarize with UX and understand the reason we want mobile apps in general.

- Become aware of specific benefits and considerations when designing PWAs.

- Get introduction to design and mock-up tools for building prototypes.

Exercise in Groups (10 min)

-When was the last time you asked about someone's User Experience?

-When was the last time you had a User Experience and why was it an experience?

What do you mean by UX?

UX stands for user experience.

UX can refer to:

- The phenomenon i.e. the users state of mind – the experience(What).

- Those abstract, loosely defined requirements of an it-system, that developers have no idea how to fulfil, test or evaluate(Why).

- The Methods and tools adopted by those who call themselves UX Designers(How).

UX as a phenomenon

"User experience is not about the inner workings of a product.

User experience is about how it works on the outside, **where a person comes into contact with it.**

When someone asks you what it is like to use a product, they're asking about the user experience"

– Jesse James Garret

UX as a phenomenon - Cognition

What happens when a person comes into contact with an artefact can be understood from several different angles; *cognitive, aesthetic, and emotional*.

From a cognitive perspective we can understand what happens as processes on three different levels:

- *The Visceral level*

- *The Behavioral Level*

- *The Reflective level*

"I am a cognitive designer"

UX as a phenomenon - Cognition

At the visceral level Seeing distance and instilling per reflex the fear of falling. Caution and alertness is active and motivates or immediate response.

At the behavioural level Leaning back, grapping a hold of something, and maybe taking a step back. Seeing the handle and _understanding_ were to place my hand and how to operate it.

At the reflective level Convince myself that fear must be overridden in order to control the window. Fear is close to excitement. Knowledge that a co-worker is nearby and wanting to seem brave.

UX as a phenomenon - Aesthetics

From an aesthetic perspective we can understand what happens as a recognition and recollection initiating a certain emotion (valance and arousal). The aesthetic experience is a response to certain visual, acoustic and **interactive qualities** of the artefact.

Aesthetic = sensed (that which is picked up by/speaks to our senses)

Aesthetic means a certain style or posture, that is recognizable (Both at a conscious and sub concise level).

UX as a phenomenon - Aesthetics

The first images is Manga. We recognize it because of the big eyes and attributes, black and white, the way the hair is drawn - and in general the way it is drawn.

The second image is a Iphone. We recognize it because of the rounded corners, the thickness, the way the light reflects of it and the placement of camera and lines.

Exercise in groups – 2 minutes

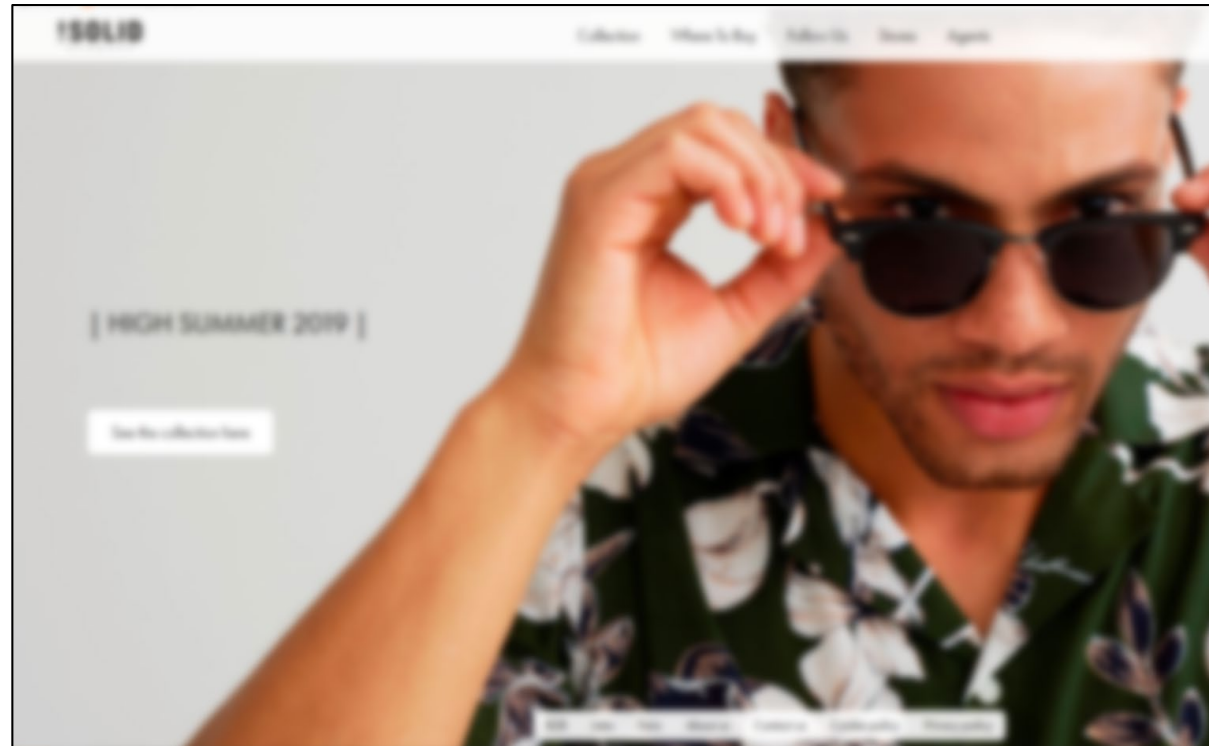What Industry or type of company does the website belong to and why?

Exercise in groups – 2 minutes

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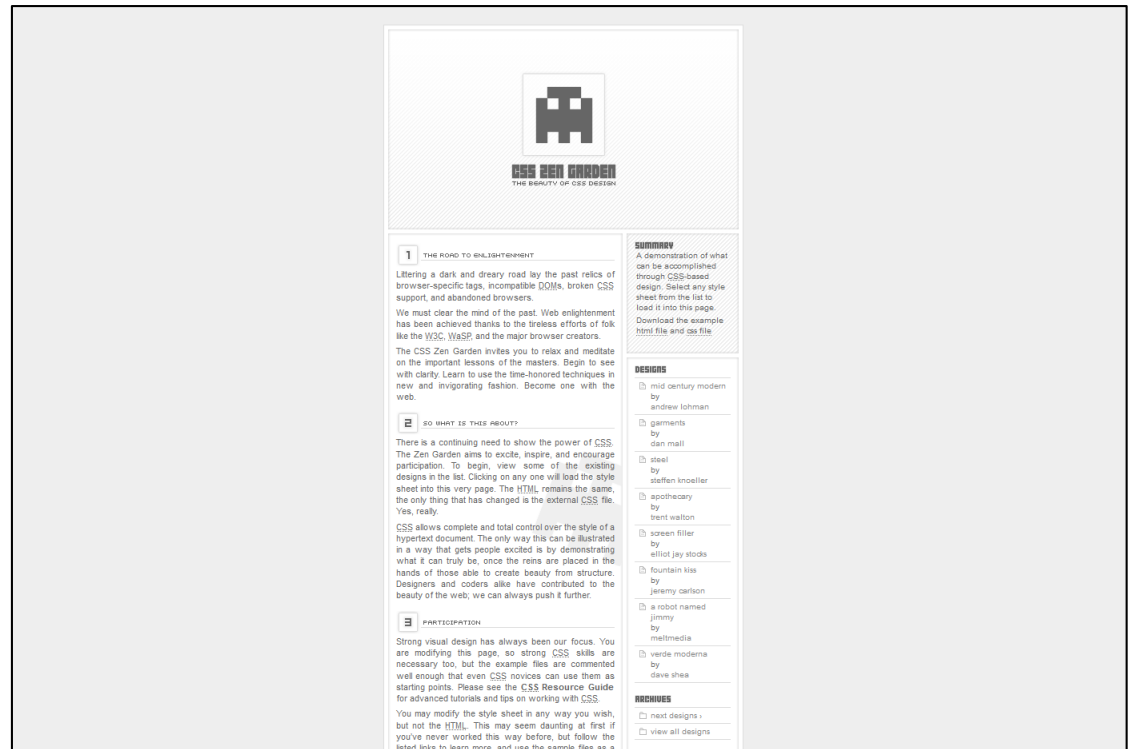
UX as a phenomenon - Aesthetics

Prof. Jonas Löwgren:

"We have mistakenly used the concept to only describe layout and left out the interaction."

We could perhaps recognize the phone, just by interacting with the native apps and the OS? The interaction has a certain aesthetic.

Pointe: If you are not building a website or app or a tool – Make it feel like that is what it is!

UX as a phenomenon

UX is a word used to describe something very, very abstract - a state of mind – the users state of mind and how it is affected by the aesthetics of the situation (including the interaction). To understand the state of mind, we have to work with cognitive, aesthetic and *emotional* perspectives.

UX as a requirement

When we use the word it is often to point out a requirement of the system we are building:

- The system must make our employee able to solve a specific task.

- The systems must integrate system A and B.

- The system must be highly secure, due to the data type.

- **The system must be satisfactory to use.**

UX as a requirement

Models like these miss the point:

User experience is not an objective quality, nor is it defined by any number of "standard" variables.

UX is a description of what effect the system should have on the user. UX is the systems end-requirements, and therefore different from system to system.
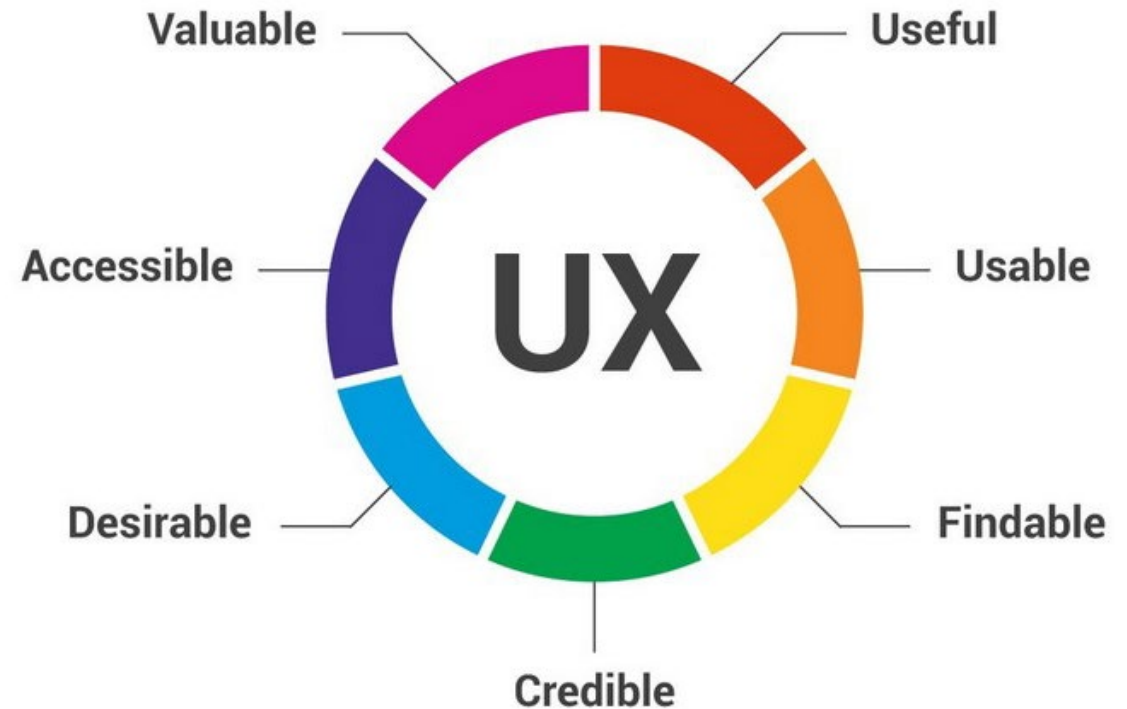
Exercise in groups (10 min)

A parking app, allowing the user to set time, pay and get notifications about their parked car. The app uses GPS to locate the user and car.
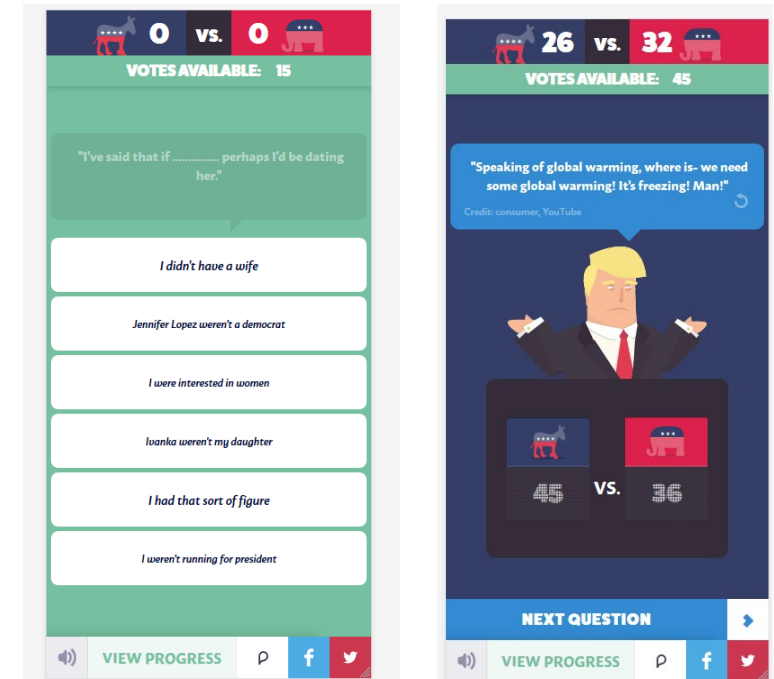
A game where you choose the answer that completes each of Trump's comments. Wrong answers gain points for the Republicans and Right answers gain points for the Democrats

UX as a requirement

Be a "servant" that provides overview, update and report, without expecting any input. Trustworthy and in communication with the "Parking officer". Robust and with out fault, but ultimately it must be forgettable.
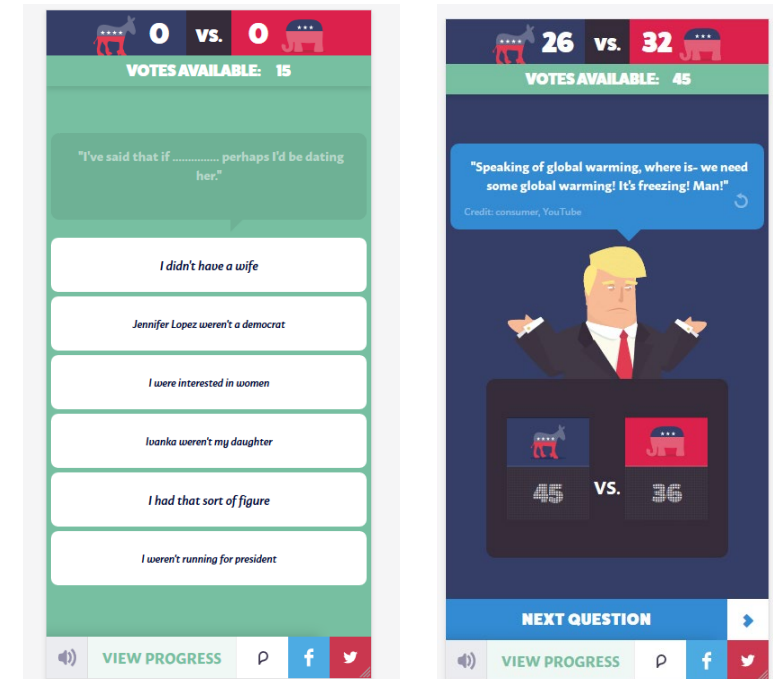
Be a memorable and fun "friend" that makes you laugh and ideally supports social interaction with IRL friends. Discovery of app depth over time is not a problem, and it should prompt me to interact and "fail".

UX as a science and tools

Stanford d.school Design Thinking Process

- Interviews
- Shadowing
- Seek to understand
- Non-judgmental

EMPATHIZE

- Share ideas
- All ideas worthy
- Diverge/Converge
- "Yes and" thinking
- Prioritize

IDEATE

- Mockups
- Storyboards
- Keep it simple
- Fail fast
- Iterate quickly

DEFINE

- Personas
- Role objectives
- Decisions
- Challenges
- Pain Points

PROTOYPE

TEST

- Understand impediments
- What works?
- Role play
- Iterate quickly

https://dschool.stanford.edu

Design thinking aims to solve wicked Problems by…

…uncovering new perspectives by building prototypes to learn.

UX as a science and tools

The goal-directed design process takes place within a larger software development process.

UX as a science and tools (Deep dive)
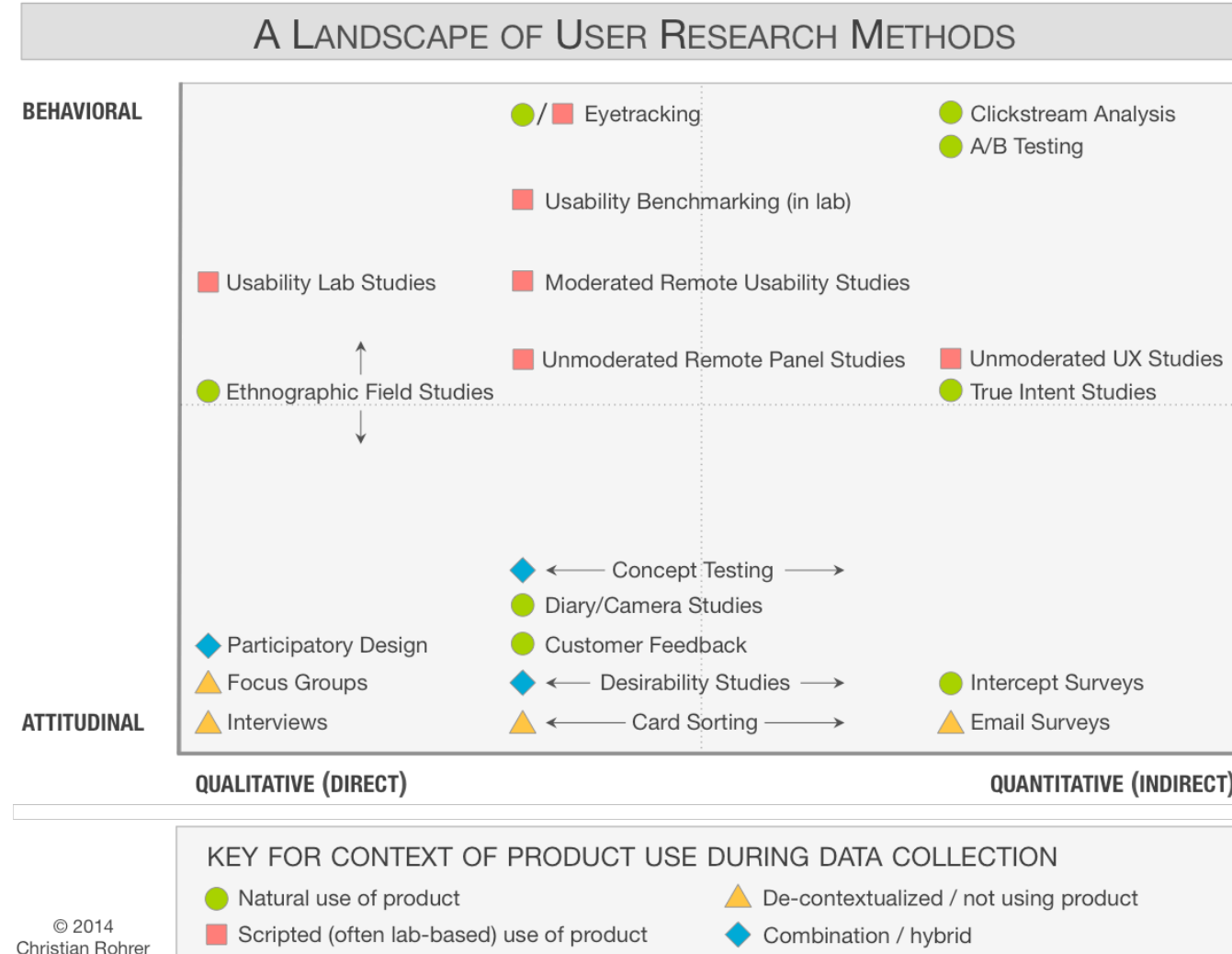
A LANDSCAPE OF USER RESEARCH METHODS

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Perspectives

My opinion:

UX is not really that useful a concept. It is to broad.

Good UX is the product of a dedicated team and a specific process that has been decided upon at a strategic level.

Essentially – if management has not decided to develop Software using a UX process you can't make UX.

… but you can make Interaction design!

Perspectives

Interaction design is focused specifically on:

1) how the users sees and talks to the software

2) how the software sees and talks to the users.

The loop between the two is the basic in-put/out-put feedback loop that lies at the core of the computer.
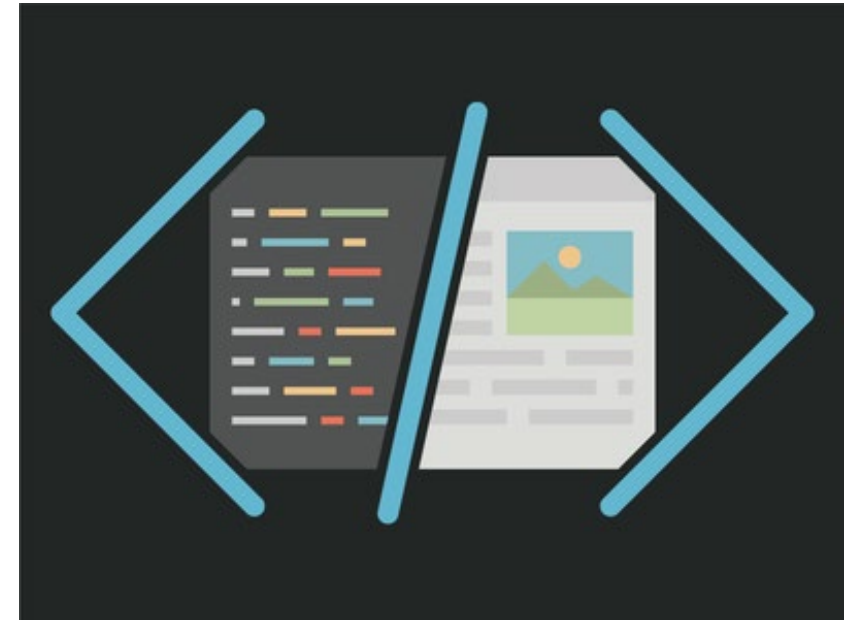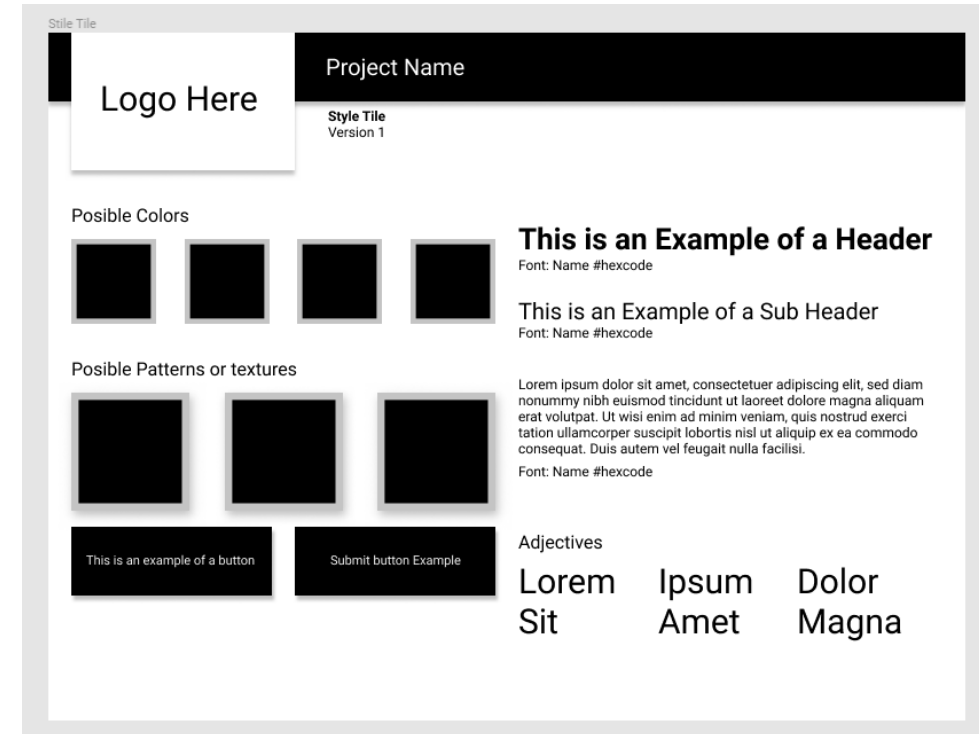
What are the benifits of PWAs?

What are some of the performance benefits of building PWAs?

List them in your groups.

Figma.com + Styletil.es

You are creating a style tile – Don't worry about the specifics – just fill out the style tile as you think it should be. It is a first iteration, and you will learn about color etc. later.

Have it done by next week and **print it out** before class!

What is good design?

Really good design – is bad if the user dos not understand it. What is good is defined by social laws – its abstract – its negotiable – **its changeable.**

"A designers most important task is to develop her judgment, by critically and independently formulating her own assumptions and beliefs." – JL & ES