Accommodating content with UX design

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How does content influence your UX design process?
What exactly is UX?
What exactly is UX?
User experience refers to:

“All aspects of a person’s experience with the system including industrial design, graphics, the interface, the physical interaction and the manual.”

Don Norman
Elements of experience

Culture

Zeitgeist

Environment

External

Internal

Physical

Cognitive

Emotional
What exactly is UX design?
User centric design

- User
- Interface design
- Ethnographic research
- Business analysis
- Context
- System

UX
User centric design

User

Ethnographic research

Interface design

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Business analysis

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UX
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https://www.flickr.com/photos/diamondace/14796579717
UX methods
Usability studies only need 5 users

Jakob Nielsen: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

http://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users
BROAD

NOVICE

EXPLORER

EASILY DISTRACTED
UNDERGRADUATE

MATT

BROAD
NOVICE
COURSE-DRIVEN
EXPLORER
EASILY DISTRACTED

TOOLS

DIGITAL
ANALOGUE

TRIGGER

STARTING POINT

SOCIAL

PROCESS

CONTEXT

MEDIA

DEVICES

Kindle
Smartphone
Tablet
Laptop
Desktop

Novice
Intermediate
Expert

MICROPAYMENTS
STUDY
DIRECT
VLE

JSTOR
NOTEBOOK
GOOGLE

NORD/EXCELL
LIBRARY

FACEBOOK
HEALTH

HIGH TABLET USAGE

WORK/PLAY/DIVISION

KEYWORD
SEARCH
COURSE
DIRECT
VLE
Card sorting

https://www.flickr.com/photos/yandle/907946548
Tree testing
UX is scalable
UX is ubiquitous
Content tells stories
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