User-Centered Analysis and Conceptual Design

Course Outline

Strategy

1 Introduction to UCA

› Mental models
› Knowing how the user works
› Which UCA steps to perform
› Obstacles of user-centered analysis
› ROI—justifying the right process *Exercise: Evaluate task flow Exercise: Calculate ROI*

2 Creating a Design Strategy

› Components of a design strategy
› Site strategy drives design strategy
› Where to get strategy information
› Mining existing documentation
› Working with brand objectives
Exercise: Develop a design strategy

Uncovering the user's conceptual model

3 Profiles and Personas

› The value of profiles and personas
› User profiles
› Task profiles
› Environment profiles
› Personas
Exercise: Develop user profiles

Exercise: Develop high-level task / content list

Exercise: Create task prioritization diagram

Exercise: Create environmental profile

Exercise: Develop personas

4 Field Studies

› Data gathering methods
› Choosing the right method
› Elements of the field interview
› Developing good interview questions
› Good and bad interview technique
› Conducting a user observation *Exercise: Write interview questions Exercise: Conduct interviews*

5 Complementary Data Gathering Methods

› Value of complementary methods
› Focus groups

- › User group meetings and usability roundtables
- › Facilitated workshops and JAD sessions
- › Using surveys and other indirect methods
- › Online surveys
- › Using multiple methods

Exercise: Create online survey

Exercise: Choose the best data gathering method to use

Deriving the user experience model

6 Scenario and Task Analysis

- › The power of a scenario
- › Scenarios vs. use cases
- › Determining the level of detail
- › Scenarios drive priorities
- › Identifying functions and tasks
- › Common errors and challenges in task analysis
- › Characterizing the new task design

Exercise: Develop scenarios

Exercise: Fix task flow

7 Primary Noun Architecture

- › Value of primary nouns
- › Identifying primary nouns
- › Describing primary nouns
- › Primary noun views
- › Defining primary noun details
- › From primary nouns to navigation *Exercise: Determine primary nouns and views Exercise: Develop primary noun table Exercise: Create high-level navigation diagram*

8 Information Architecture

- › Costs of poor organization
- › Basic organization schemes
- › Hybrid schemes
- › Shallow vs. deep structures
- › Labeling systems
- › Affinity diagrams and card sorting techniques
- › Card sorting tools

Exercise: Conduct and analyze a card sort

Exercise: Create high-level information architecture

9 Getting Ready for Design

- › Getting sign-off on the contract for design
- › Using concept sketches to drive out requirements
- › Setting usability criteria

Exercise: Develop usability criteria