

User Experience (UX) Foundations

Course Outline

1 Understanding user experience

A panoramic overview of UX

- › History
- › Core of the field
- › Objectives
- › ROI
- › Methods
- › Institutionalization

2 Visual

You do not see the way you THINK you see

- › It is NOT like a camera
- › Visual link analysis
- › Wiggly things are distracting
- › Objects are inferred and distance is relative

3 Intellectual

You do not make decisions the way you THINK you do

- › No, you can't do three things at once (and neither can your user)
- › Design for human speed
- › Using signal detection theory
- › Design for arousal and stress

4 Memory

You do not remember the way you THINK you do

- › It is NOT like a tape recorder
- › Design so that they don't have to remember
- › Helping users remember
- › Engineering schemata
- › The power of expectation and bubbles

5 Motor

You do not move the way you THINK you do

- › No, your movement is not always voluntary and under conscious control
- › But how can you walk and talk at the same time?
- › Motor programs
- › Movement speed
- › Train wrecks with proactive inhibition
- › Designing for biomechanics and anthropometry

6 Know thy user

Designing for users, not yourself

- › What are things you need to know about your user? (Free dinner for two if you can add to our list!)
- › Accessibility is not just about vision and making Jaws work
- › Careful! the icons you choose may have varied mean-ings around the world

7 Research

You need to read the research literature, but you need to KNOW what to believe

- › Sources
- › Can you believe it?
- › Lies, damn lies, and statistics

8 Summary

Every successful journey needs a roadmap

- › Options for learning more
- › Professional level courses
- › Certifications
- › A lifetime of achievement