

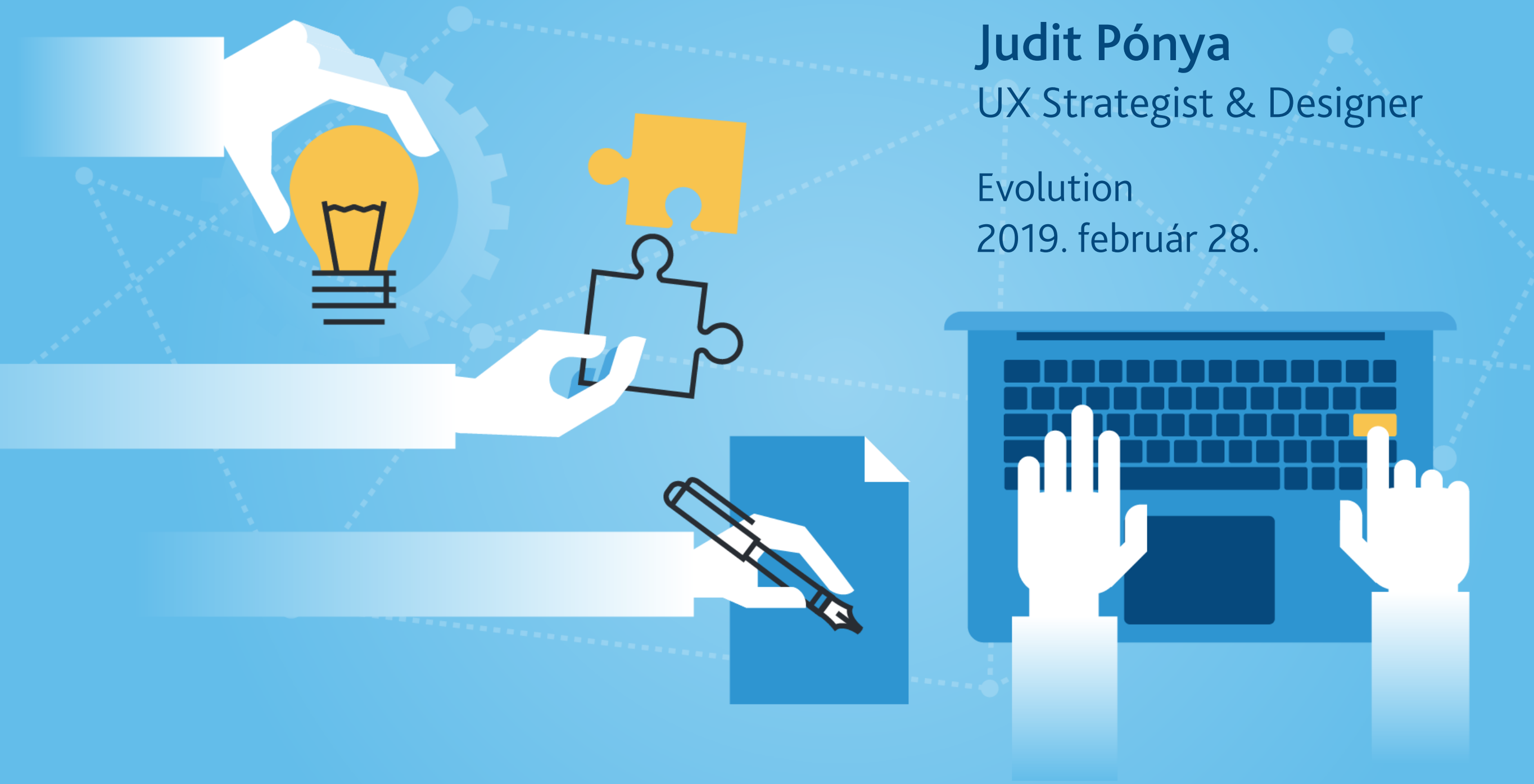
UX útikalauz

Judit Pónya

UX Strategist & Designer

Evolution

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AIT-BUDAPEST



BP



FatDUX
Designing valuable
User eXperiences

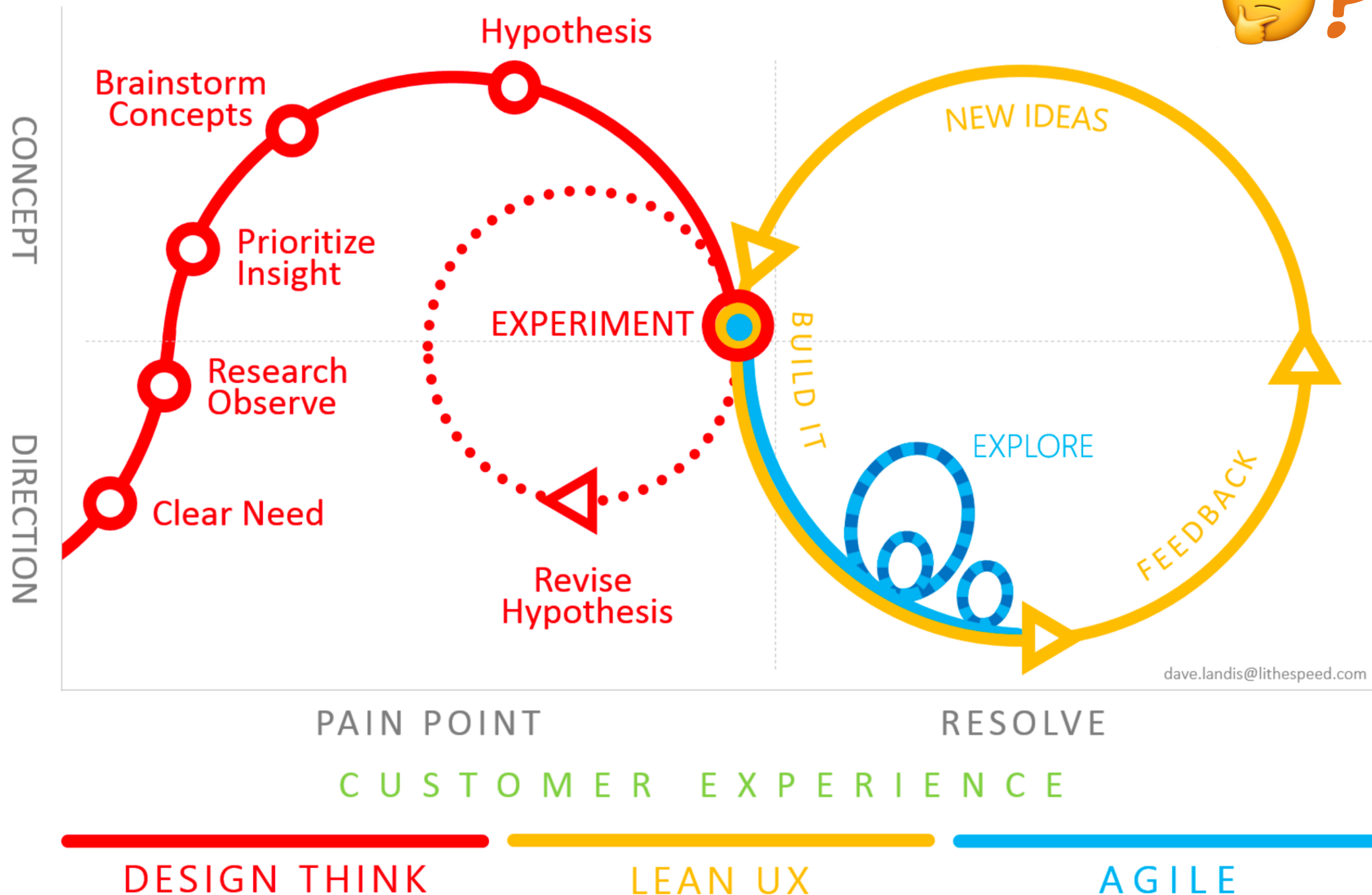
képző
ui
*academy

FLUXON

UX tervezés

- *design Folyamat*
- *projekt scope*

Tervezési folyamat



Tervezési folyamat



- bizonytalanság elfogadása
- informált döntések

UX tervezési döntések



Milyen mélyen nyúlhatunk a rendszerbe?



UX kutatás

- *informált döntésekhez*
- *csapatsport*



A webergonómia első szabálya?

Ne hallgass a felhasználókra

“To design an easy-to-use interface,
pay attention to what users do,
not what they say.”

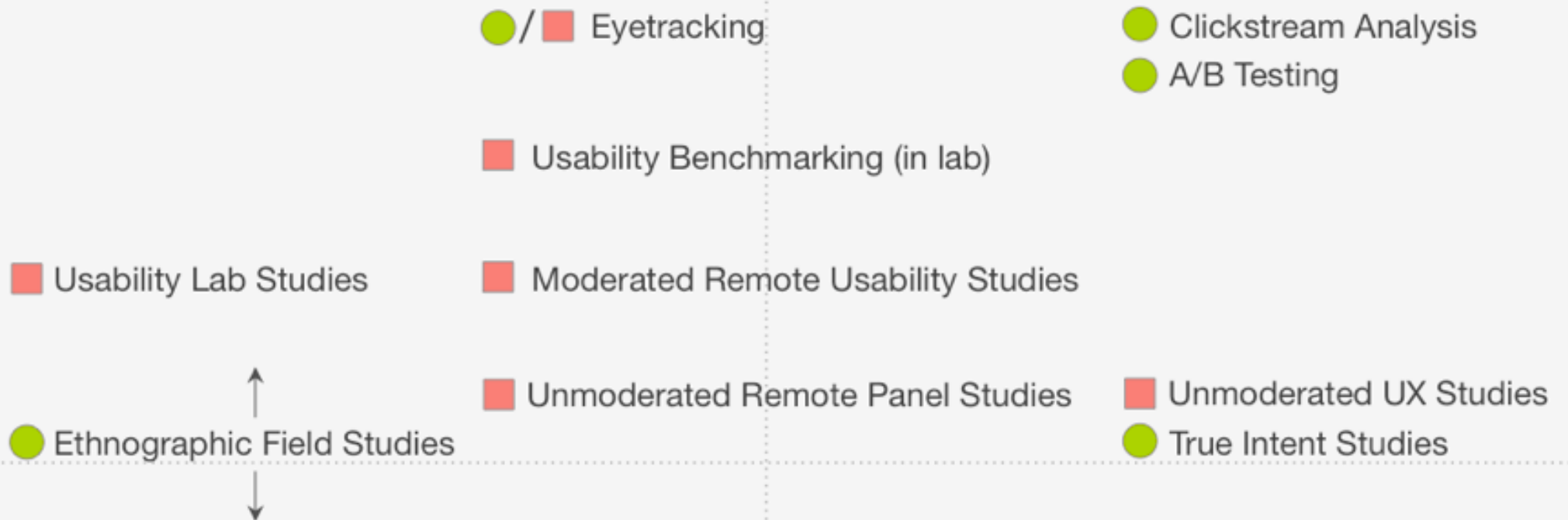
Self-reported claims are unreliable,
as are user speculations about future behavior.”

(Jakob Nielsen)

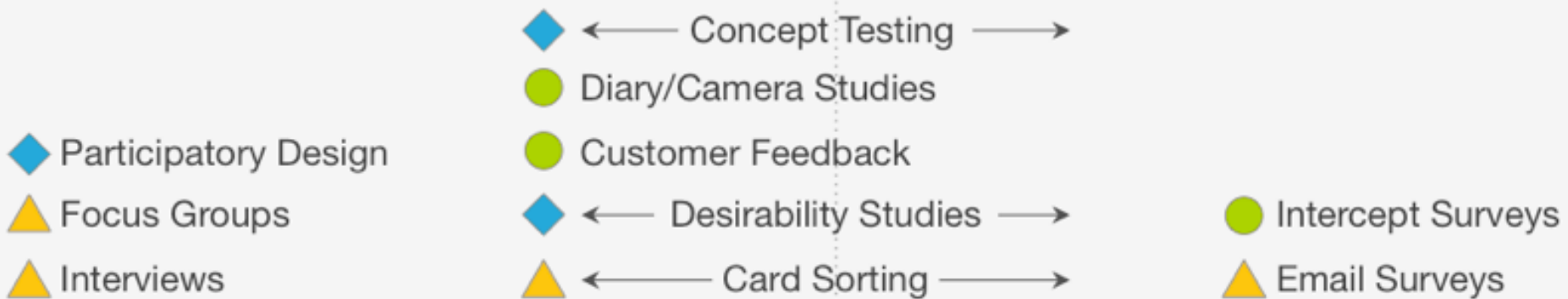
<http://www.useit.com/alertbox/20010805.html>

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



ATTITUDINAL



QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

● Natural use of product

■ Scripted (often lab-based) use of product

▲ De-contextualized / not using product

◆ Combination / hybrid

mit csinál?

viselkedés

döntési pontok

prioritások

szándék

fennakadások

értékek

valós szituáció

valós reakció

kontextus

*minél kevesebb fikció
feltételezés, találgatás*

UX kutatás

~~NPS~~

~~kérdőívvezetés~~

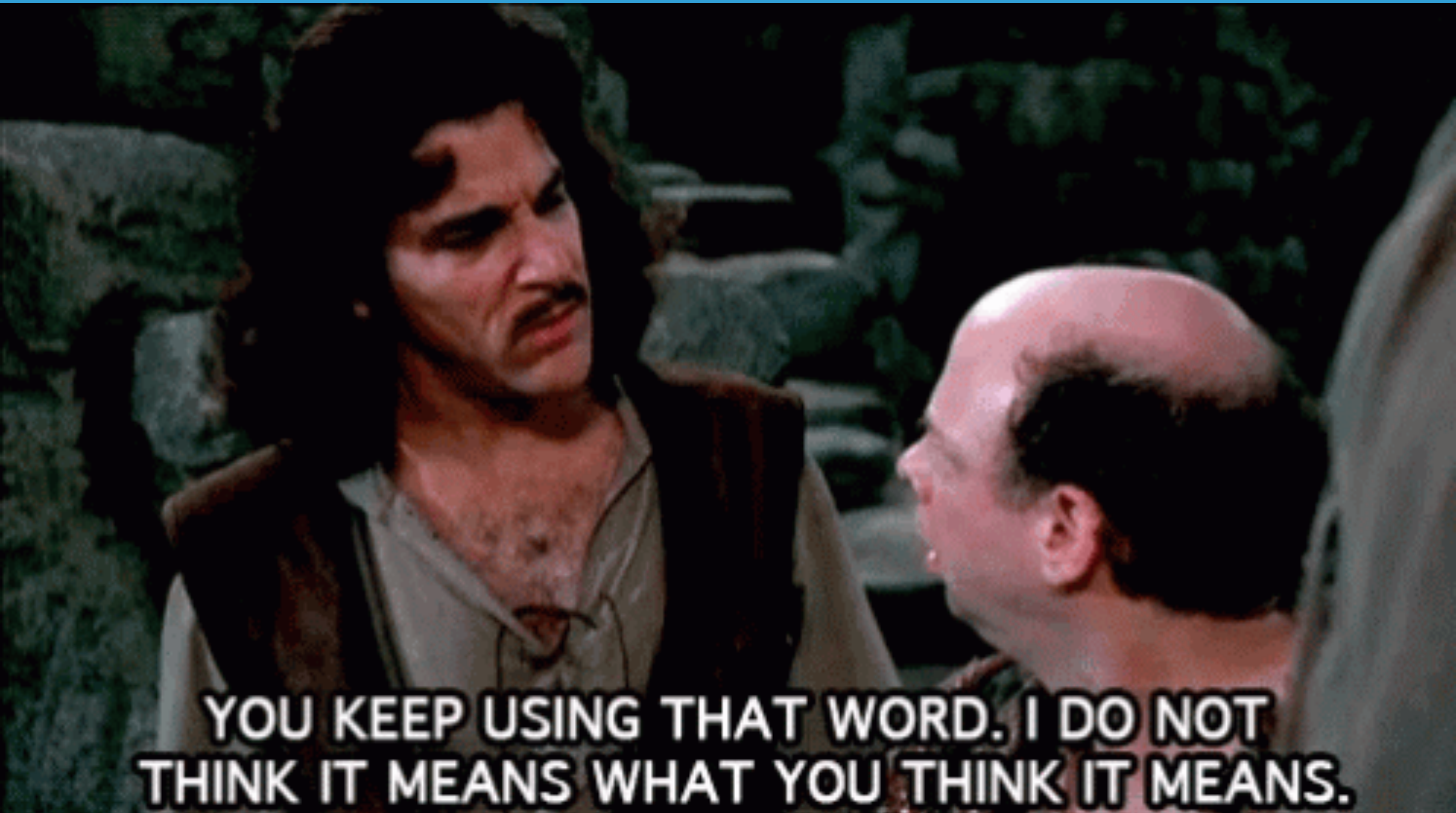
~~fókuszcsoport~~

- helyszínelés
- tanúkihallgatás

UX audit

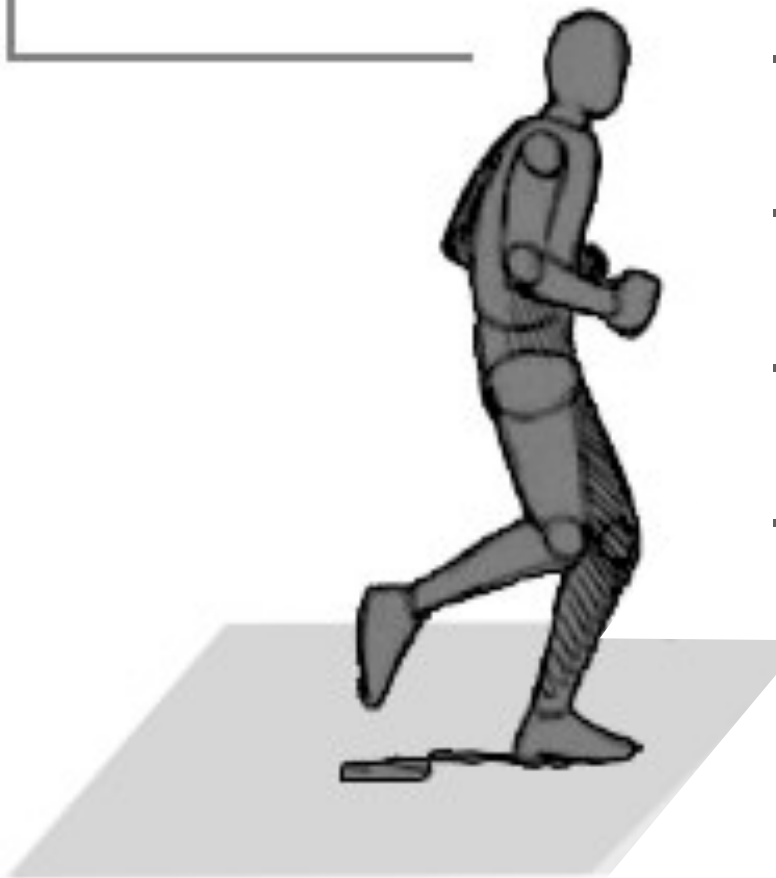


Persona



1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.



- a sztorim főhőse
- kutatási adatok alapján
- mindenki ismeri a háttérsztorit
- döntéseknél segít

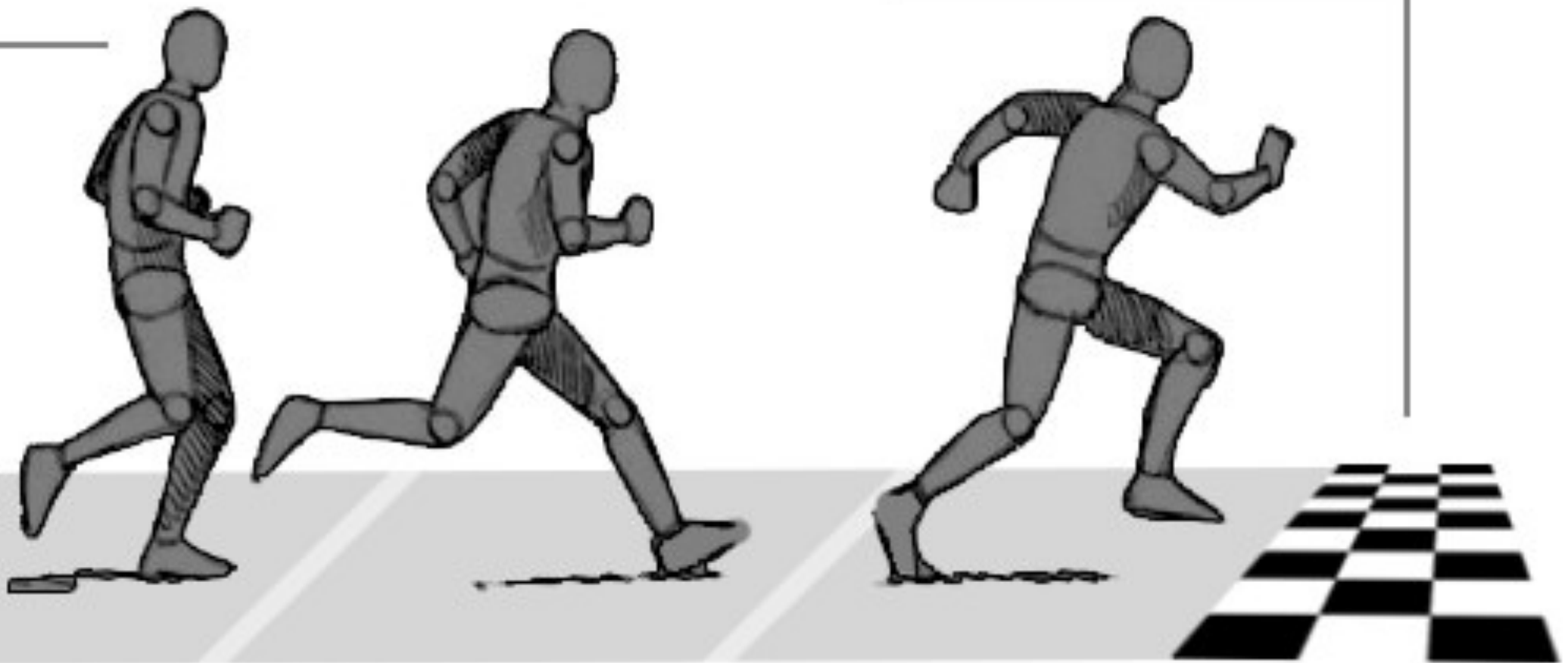
*kutatási info összefoglalója,
hogy az a csapat számára
könnyen fogyasztható
legyen a projekt során*

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

*Nekem már ne
is emlegessék a
personákat*

*miért készült
26 persona?*

*Küldjete UX tervezés
árajánlatot, de ilyen
personák meg journey
map ne legyen benne*

*túl sok rossz tapasztalat
"template zombies"*

pretepersona

*csakis kutatási
adatokra alapozva!*

jobs to be done

KEY CHARACTERISTICS

Roles for simplifying access management AND Billing	GUESTS are always non-verified users. They can have editing capabilities to onboard anyone quickly	Access control (View, Comment, Edit) for stakeholder needs	Unique Mural Link (URL) to invite new GUESTS (not new team members)	Fine grain Privacy settings (Sign in / Preview)
TEAM MEMBERS are not automatically added when the user invites to collaborate	OPTIONAL: Links expire automatically every 7 days			

ROLES

TEAM MEMBER	GUEST (NON VERIFIED USER)
CAN: - Edit rooms they were invited - Invite other users as guest or full members to the rooms/boards they access - Export - Invite full members - Create Rooms - Discover/See rooms they were not invited to	CAN: - Edit rooms they were invited - Invite other users as guest (?) to the rooms/boards they access - Export (?) CAN'T: - See Dashboard - Create boards - Invite full members - Create Rooms - Discover/See rooms they were not invited to
	PRICING Your plan (if that's even being) include Guests

JOBS TO BE DONE

When	I want	So I can
When I need to drive consensus around design decisions my team makes along the creative process	I want to be able to include a stakeholder easily (without asking for them to create an account or pay for it)	So I can easily engage further, obtain input/feedback and move forward
When I need to make a demo of my methods to a client	I want to be able to include my client in an activity without friction	So I can engage them by focusing on the value
When I finish a session with a lot of people	I don't want them on my account	So I don't need to pay for them
When I need a big amount of people to add contributions to a session	I want to have them easily onboard and allow them to add content quickly	So that there is no friction and I can take out the best of the session
When I plan workshops with different people pretty frequently	I want to have a flexible plan that allows to invite people to collaborate easily	So that I can forget about extra administration tasks after each workshop
When I'm about to start a brainstorming with my team	I want to be able to invite everyone quickly	So that everyone can start adding ideas right away

Összefoglalva

UX tervezési döntések



**viselkedés
kontextus**



persona

jtbd

Köszönöm!

Judit Pónya

UX Strategist & Designer

@ptxster

judit@fluxon.hu

