

INTRO TO UX

NIRISH SHAKYA

HUMAN-CENTRED DESIGN LEADER, EDUCATOR & COACH

WHO AM I?



NIRISH SHAKYA

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[@NirishShakya](https://twitter.com/NirishShakya)

I'm a Principal UX Designer at Red Badger and a Design Thinking Educator / Coach. I have done and taught UX Design in companies of all shapes and sizes across 4 continents over the past 14 years.

ABOUT GENERAL ASSEMBLY



**GENERAL ASSEMBLY'S MISSION IS
TO EMPOWER PEOPLE TO PURSUE
WORK THAT THEY LOVE.**



Agenda

WHAT WE'LL COVER

- What is UX?
- Why bother with UX?
- The UX Design process
- Becoming a UX designer
- Working with UX designers
- Further learning
- Q&A

WHAT IS UX?

WHAT IS UX?

EVERYDAY UX



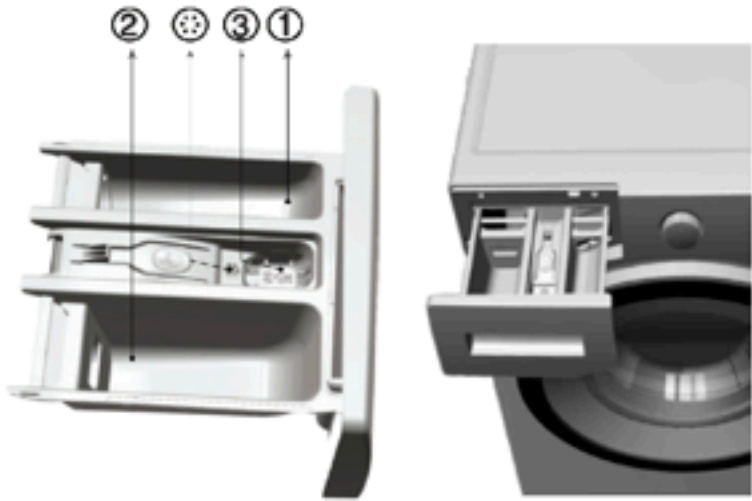
WHAT IS UX?

EVERYDAY UX



WHAT IS UX?

EVERYDAY UX



The detergent drawer is composed of three compartments:

- (1) for prewash
- (2) for main wash
- (3) for softener
- (⌘) in addition, there is a siphon piece in the softener compartment.

WHAT IS UX?

EVERYDAY UX



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WHAT IS UX?

EVERYDAY UX



WHAT IS UX?

EVERYDAY UX



WHAT IS UX?

EVERYDAY UX



Join "The Cloud"

Date of Birth *

Gender

☐ Female

☐ Male

Email *

Password *

Confirm Password *

Memorable Question *

☐ What was the name of your first Pet?

☐ What is your mother's maiden name?

☐ What is your favourite place?

service.thecloud.net Cancel



Join "The Cloud"

Memorable Question *

☐ What was the name of your first Pet?

☐ What is your mother's maiden name?

☐ What is your favourite place?

Answer *

Sky WiFi Roaming Service

You can use the Sky WiFi Roaming service according to Sky WiFi's terms.

Sky WiFi Roaming allows your device to be recognised automatically when connecting at other venue owner locations who will be given access to your personal data.

The Sky WiFi Roaming Service will be provided to you in accordance with our Terms and Conditions below.

Your account information will be collected by Sky WiFi for the purposes set out in our Privacy notice below.

Sky WiFi (and our advertising partners) may use your account and usage information to provide you with tailored advertising.

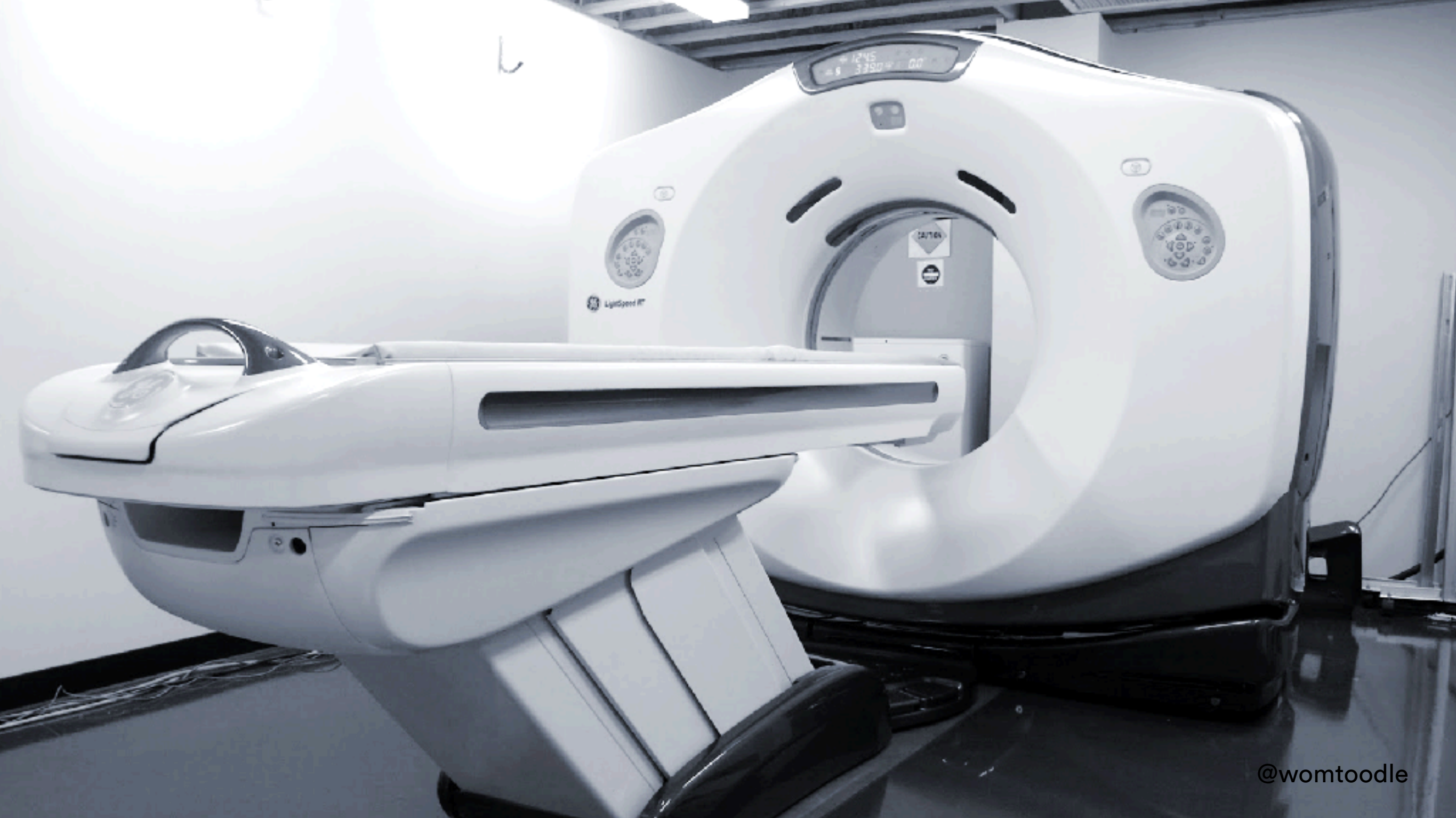
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“

“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

Donald Norman

NNGroup





INTRO TO UX

WHAT MOST PEOPLE THINK UX IS

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organising, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

Graphic arts

Interaction design

Information Architecture

Usability

Prototyping

Interface layout

Interface design

Visual design

Taxonomy creation

Terminology creation

Copy writing

Presentation and speaking

Working tightly with programmers

Brainstorm coordination

Company culture evangelism

Communication to stakeholders

INTRO TO UX

WHAT IT ACTUALLY IS

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organising, and presenting statistics

Documentation of personas and findings

Product design

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WHY BOTHER WITH UX?

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BETTER UX INCREASES TRUST AND LOYALTY



Information & Management

Volume 43, Issue 1, January 2006, Pages 1-14



The role played by perceived usability, satisfaction and consumer trust on website loyalty

Carlos Flavián , Miguel Guinalíu, Raquel Gurrea

 Show more

<https://doi.org/10.1016/j.im.2005.01.002>

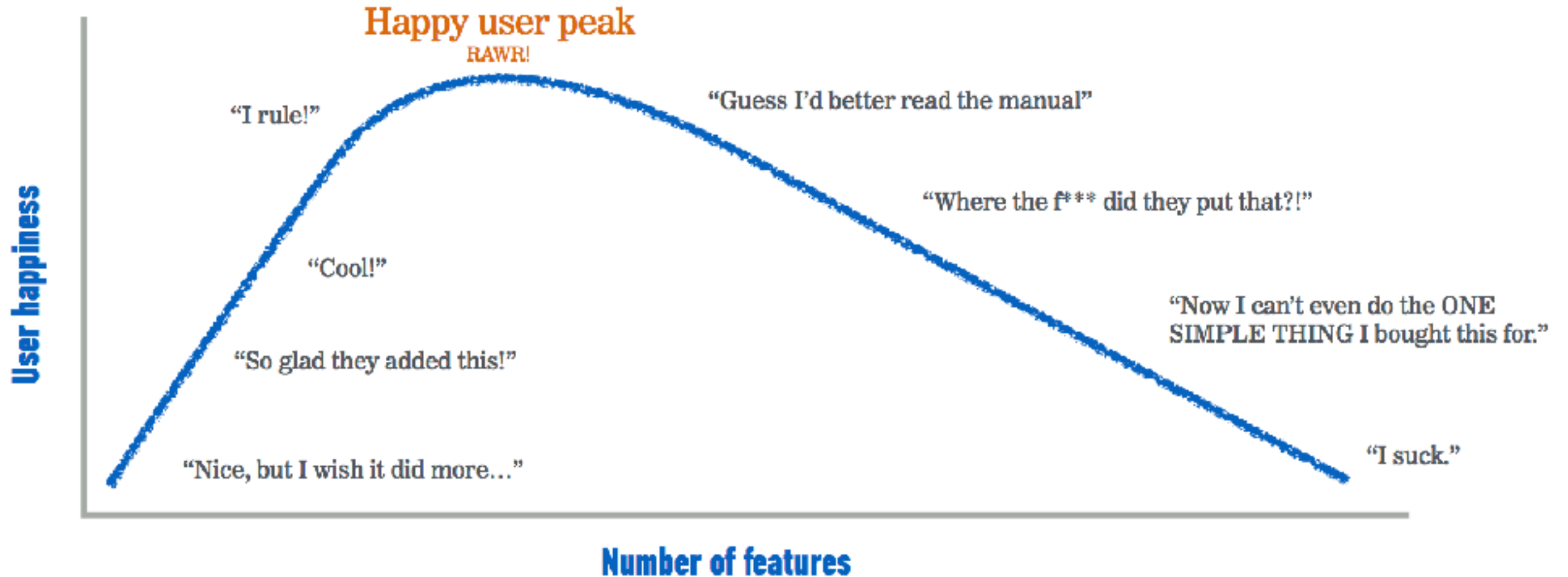
[Get rights and content](#)

Abstract

We performed a study to determine the influence that perceived usability has on the user's loyalty to websites that they visit. The results of the empirical analysis confirmed that the trust of the user increases when the user perceived that the system was usable and that there was a consequent increase in the degree of website loyalty. In the same way, greater usability was found to have a positive influence on user satisfaction, and this also generated greater website loyalty. Finally, it was found that user trust was partially dependent on the degree of consumer website satisfaction.

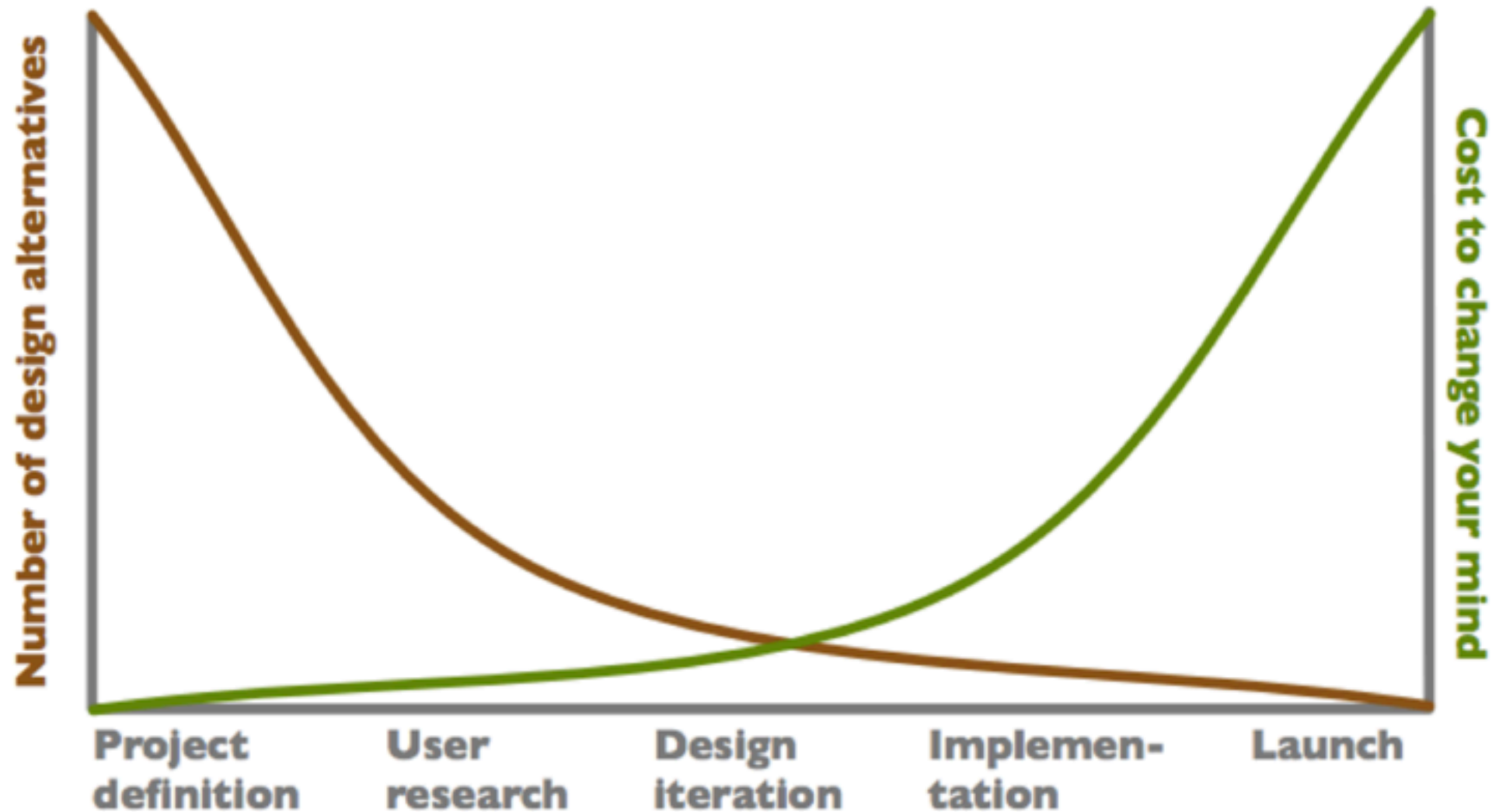
WHY BOTHER WITH UX?

IT HELPS TO AVOID FEATURITIS



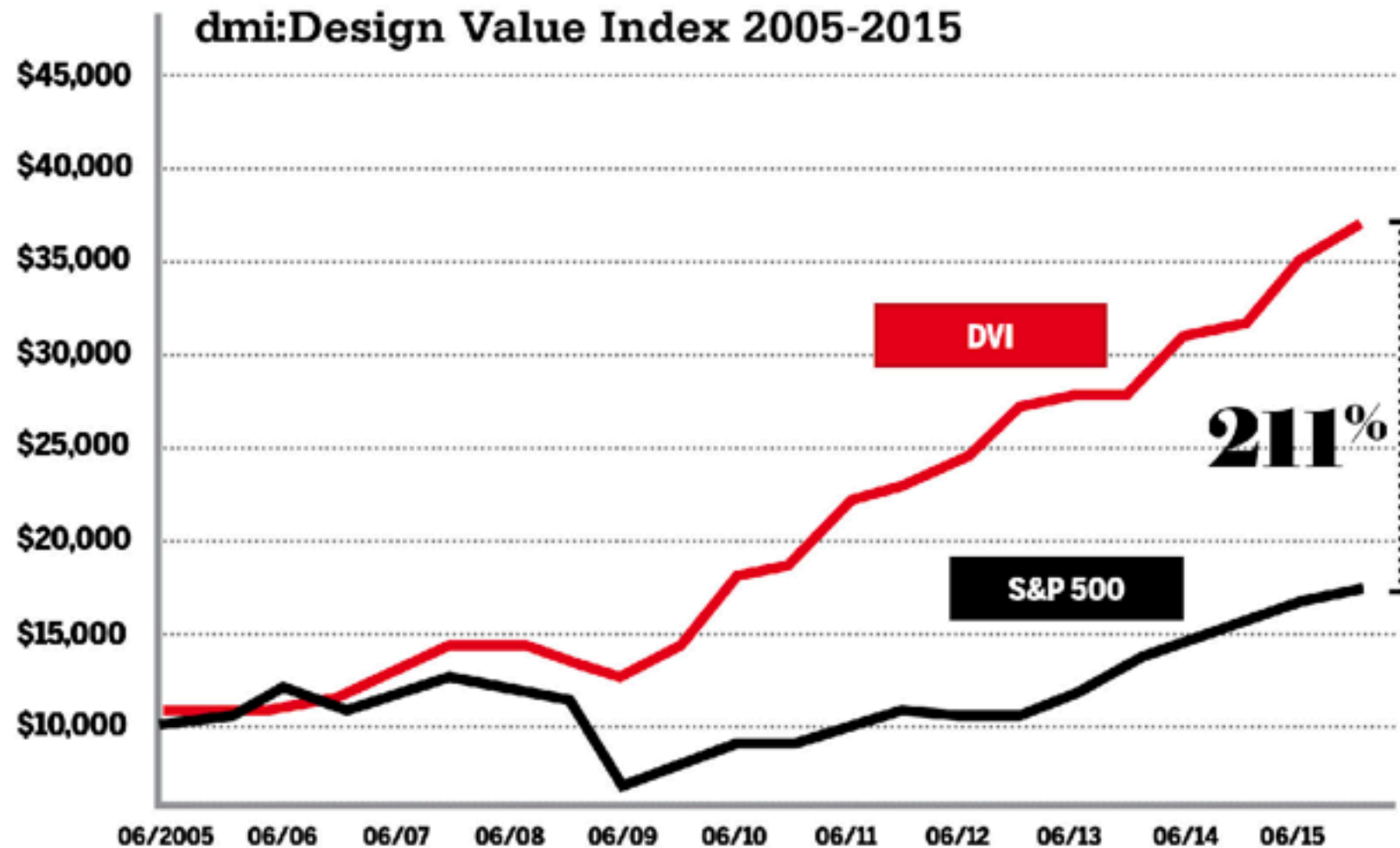
WHY BOTHER WITH UX?

IT MITIGATES RISKS



WHY BOTHER WITH UX?

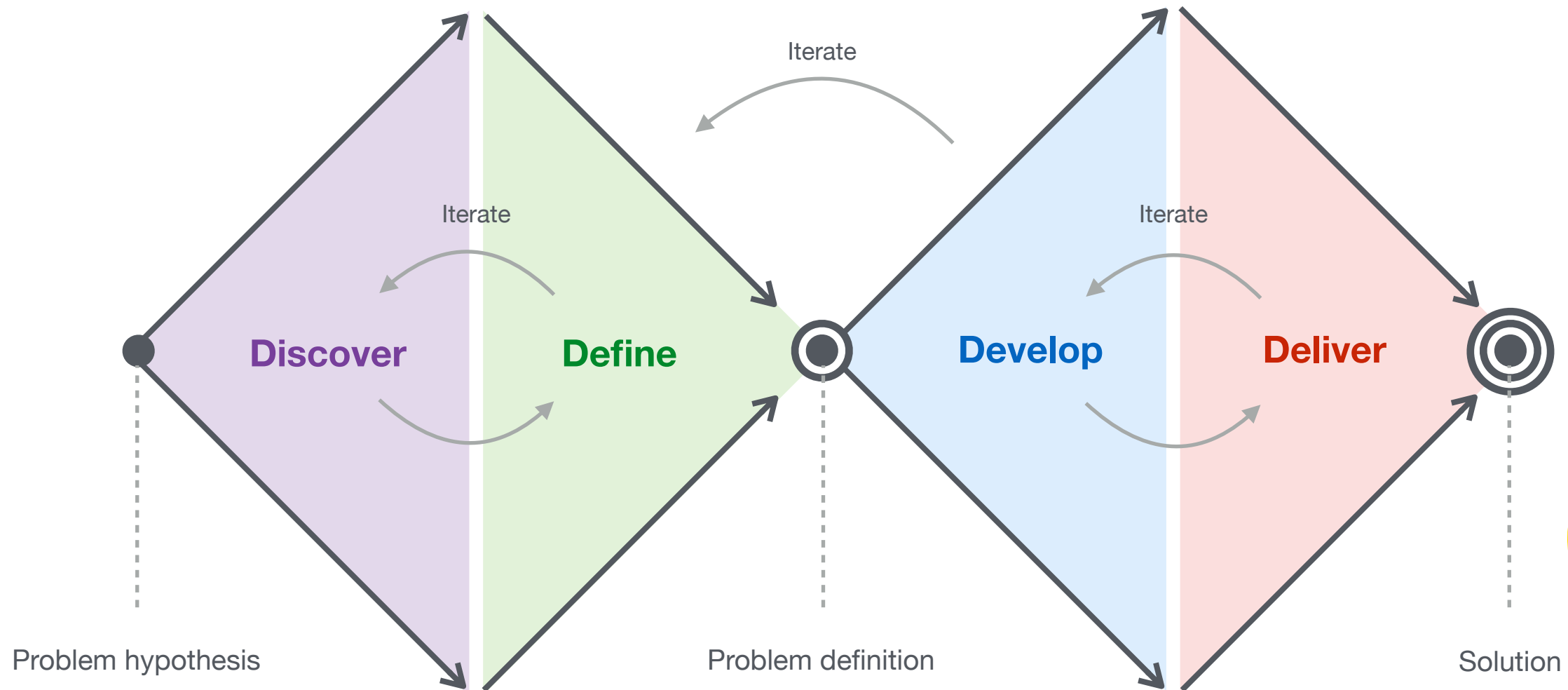
IT MAKES BUSINESSES **MO' MONEY**



THE UX PROCESS

THE UX PROCESS

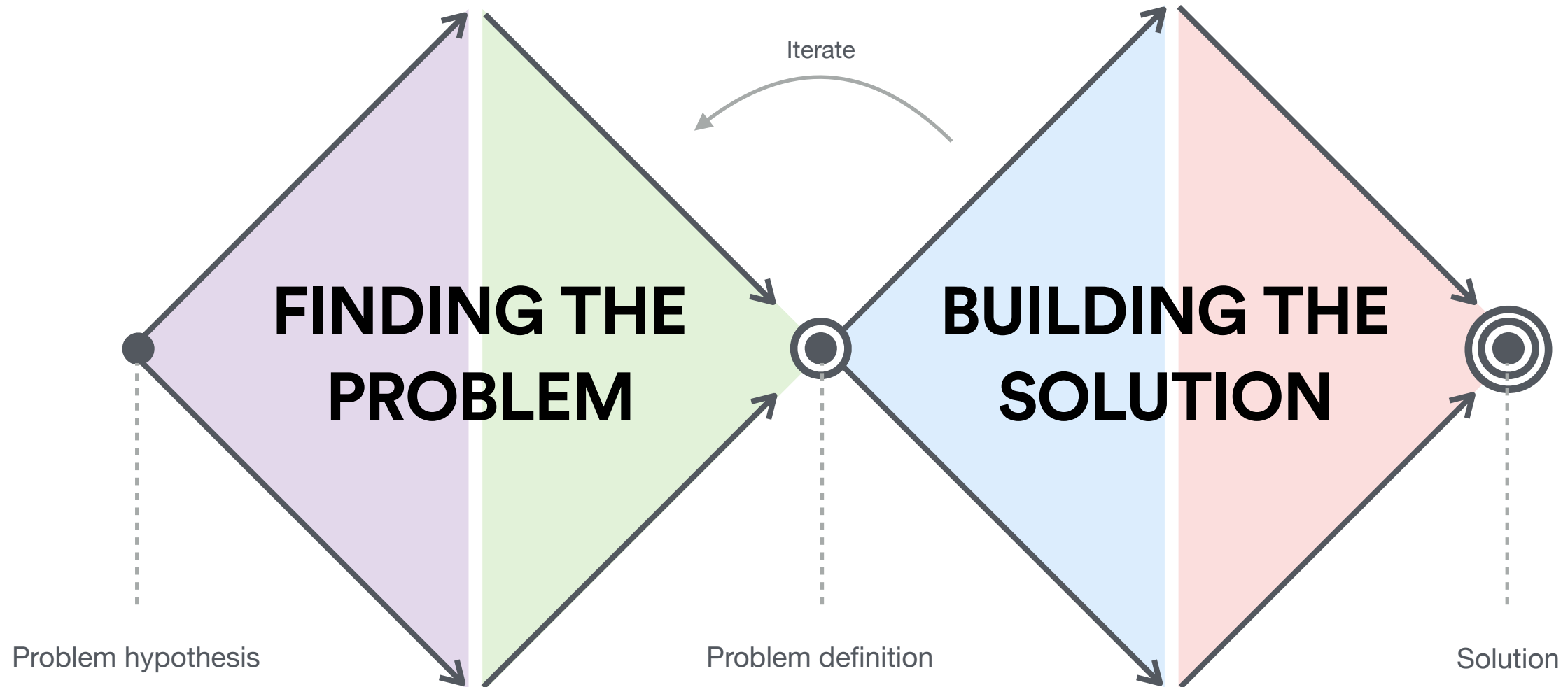
DOUBLE DIAMOND DESIGN PROCESS



Google
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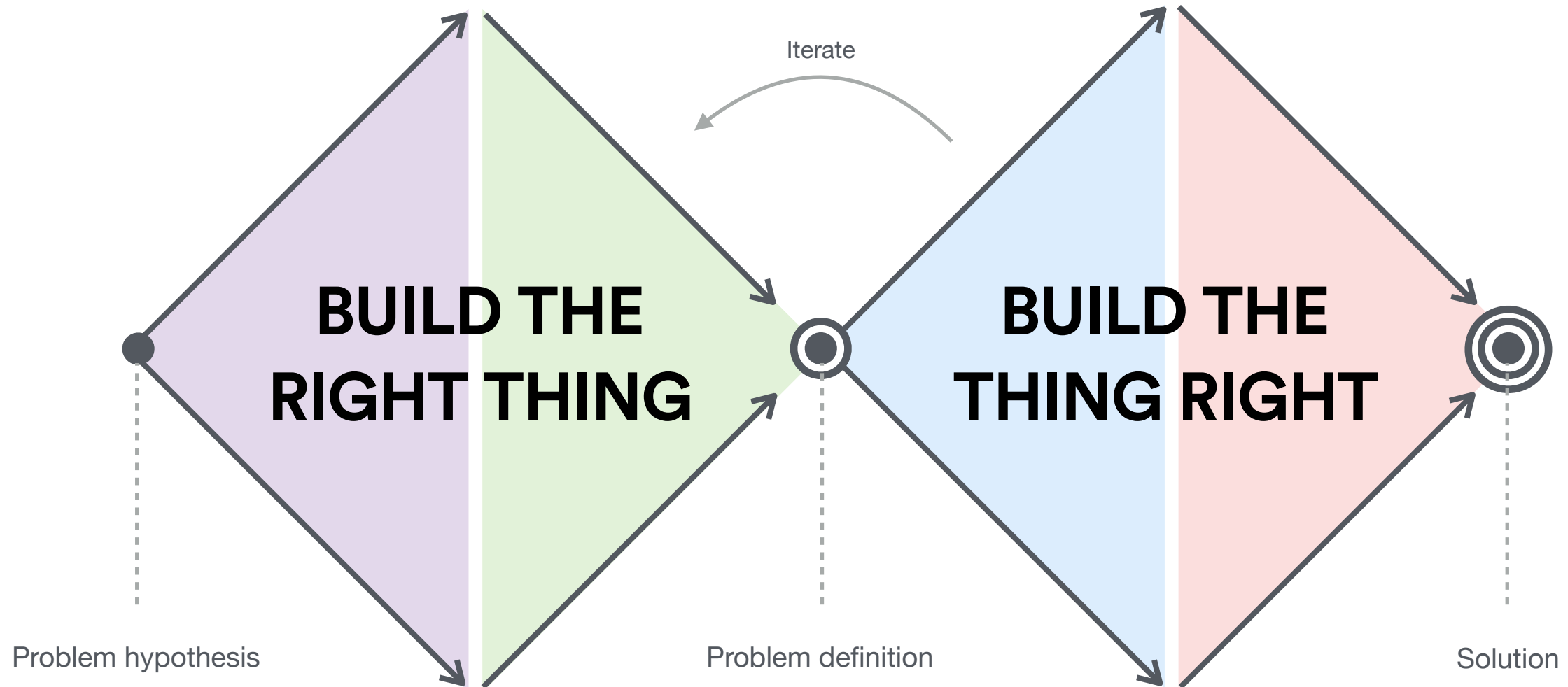
THE UX PROCESS

DOUBLE DIAMOND DESIGN PROCESS



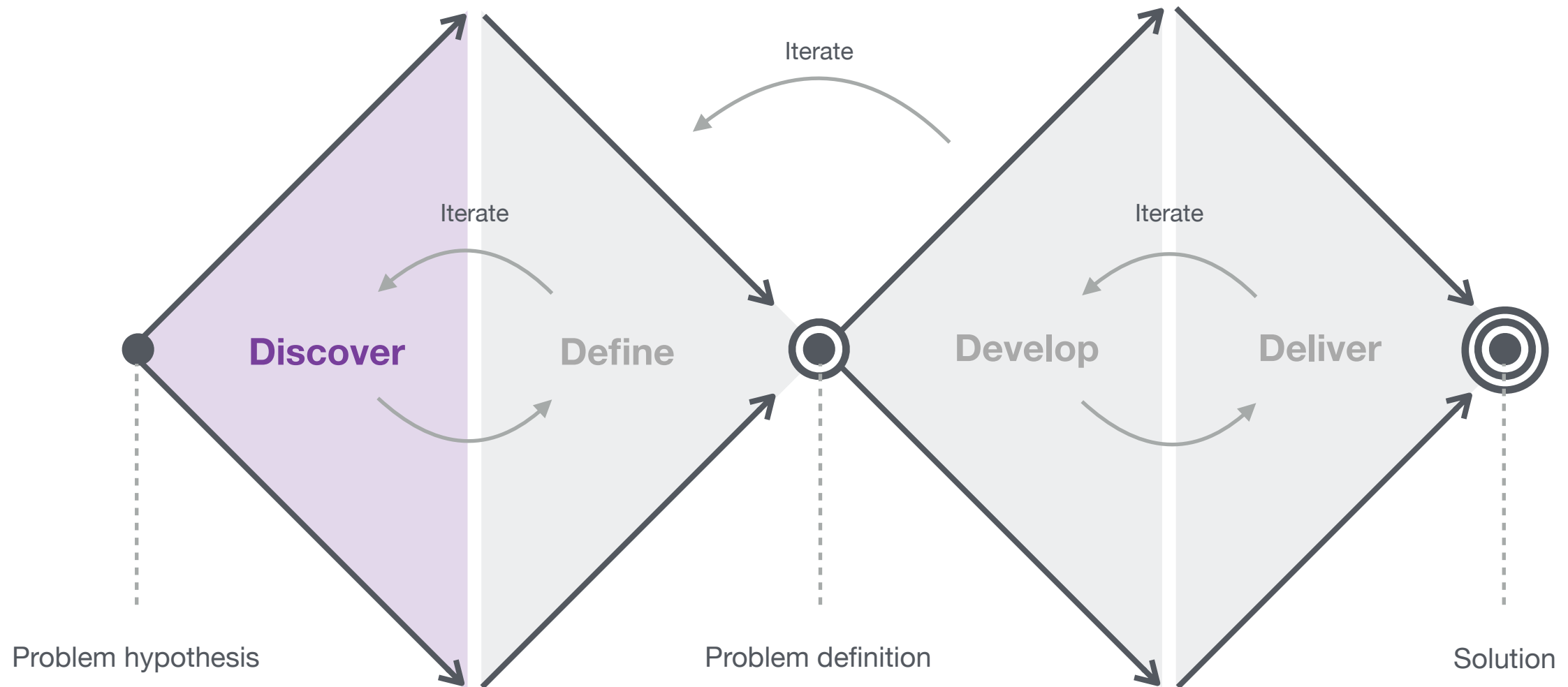
THE UX PROCESS

DOUBLE DIAMOND DESIGN PROCESS



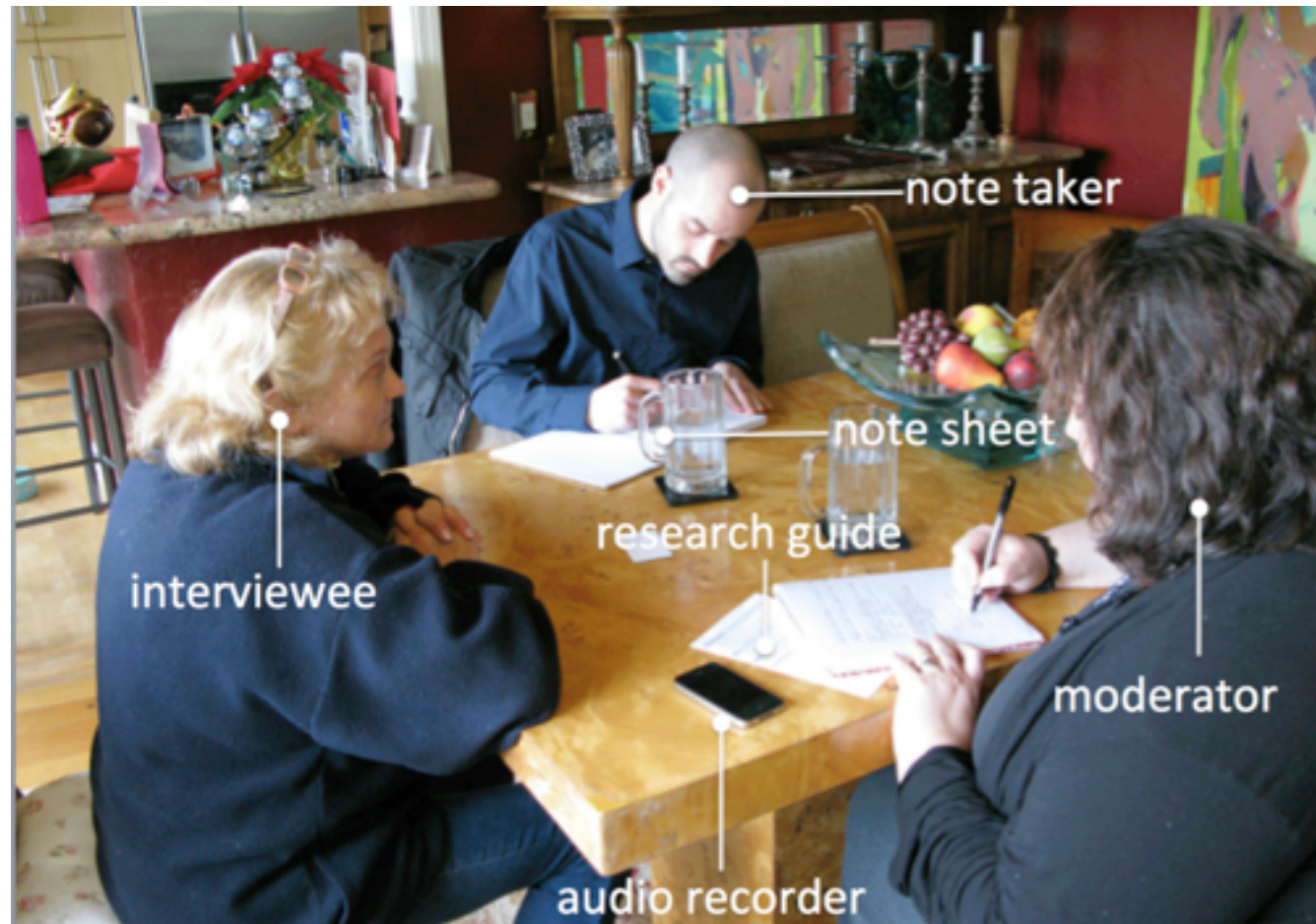
THE UX PROCESS

DISCOVER NEEDS



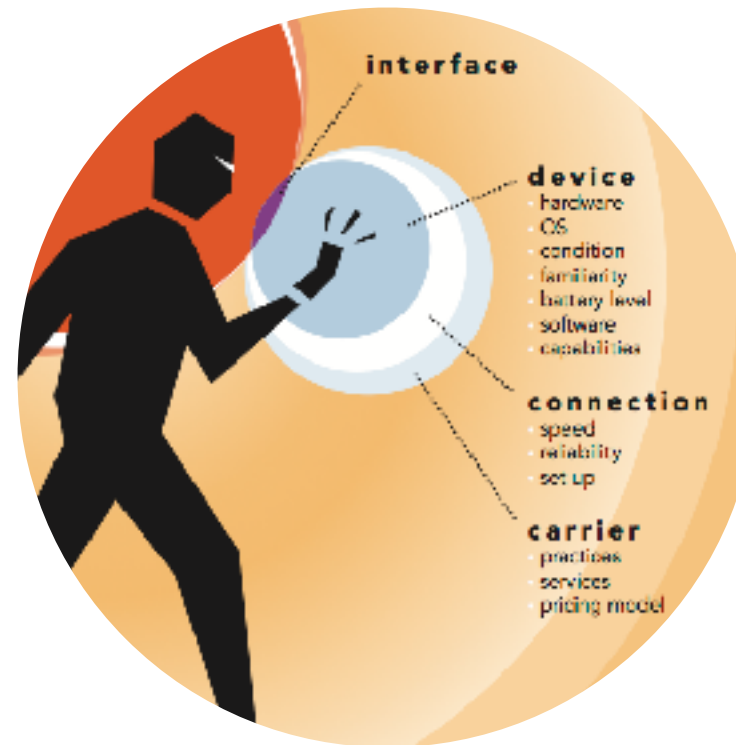
THE UX PROCESS

USER RESEARCH



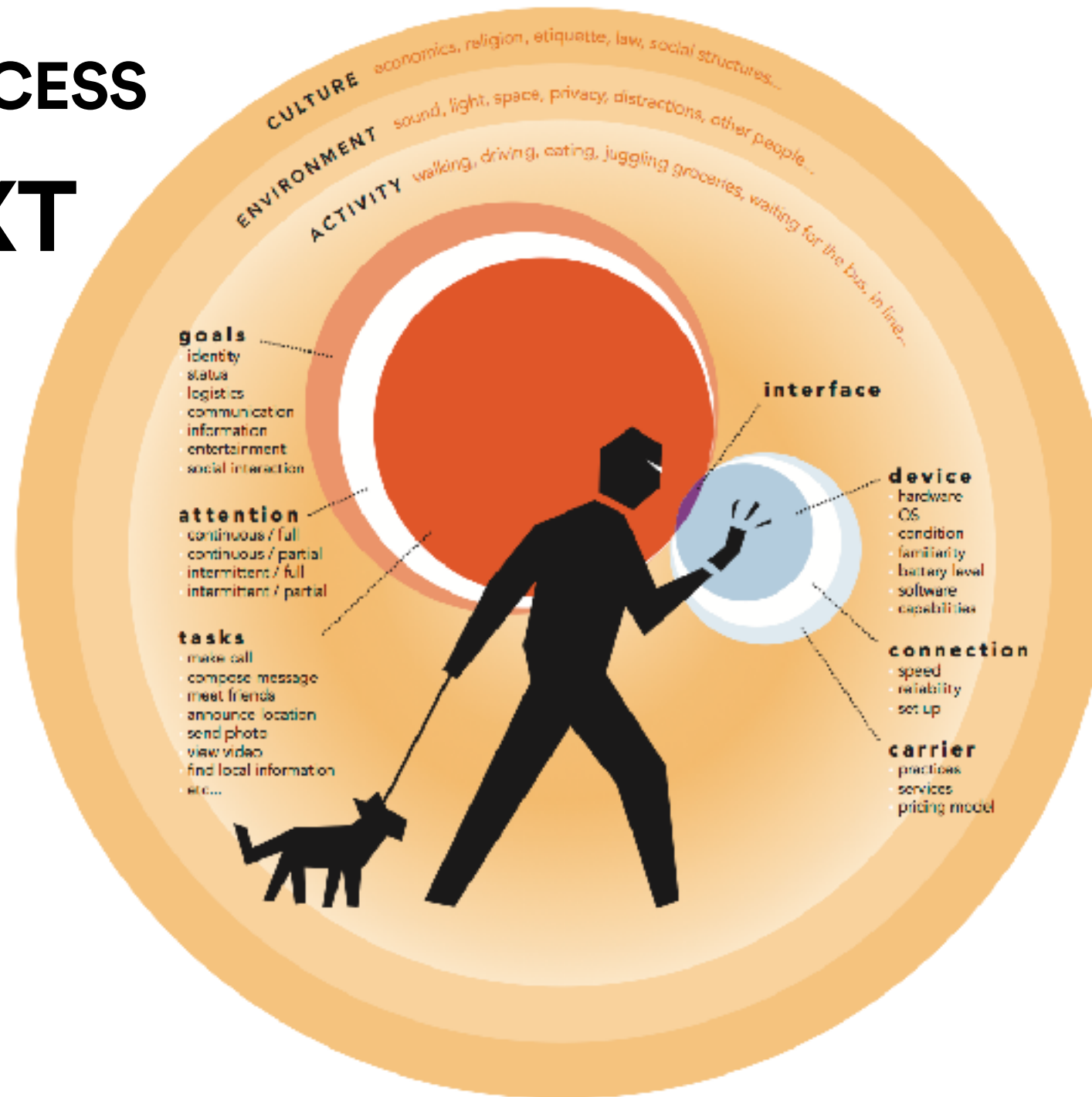
THE UX PROCESS

CONTEXT



THE UX PROCESS

CONTEXT



“

**Every digital experience takes place
in a physical world.**

THE UX PROCESS

WHAT USER RESEARCH TELLS US



GOALS

What is the user trying to do and why?



CONTEXT

When and where are they trying to do it?



BARRIERS

What problems do they face when doing it?



TOOLS

What tools are they using to do it?

THE UX PROCESS

WHAT WE CAN CHANGE



GOALS

What is the user trying to do and why?



CONTEXT

When and where are they trying to do it?



BARRIERS

What problems do they face when doing it?



TOOLS

What tools are they using to do it?

DEFINE OPPORTUNITIES



AFFINITY MAPPING



**Google
this!**

PERSONAS

What to include

- Profile and demographic information
- Behaviours, attitudes and motivations
- Needs, pain points, opportunities



Richard, 40
Senior Learning +
Development

"How to use technology - being better placed to utilise what's available"

Purchase Power

Pain Points

Background

- Trained in HR and Occupational Psychology
- 8 years in role
- Reports to HR Director

- Keeping up with new technology
- Measuring ROI
- Integration Data
- Measuring Usage (Kirk Patrick)

Design Imperatives

- Case Studies ROI
- Demo
- How does it help users?
- Whats the outcome?
- Highlighting staged roll out
- How much more work will there be for me?
- Buddy Support
- Theories, Expertise and Frameworks used.

Sources:

Josh Bersin

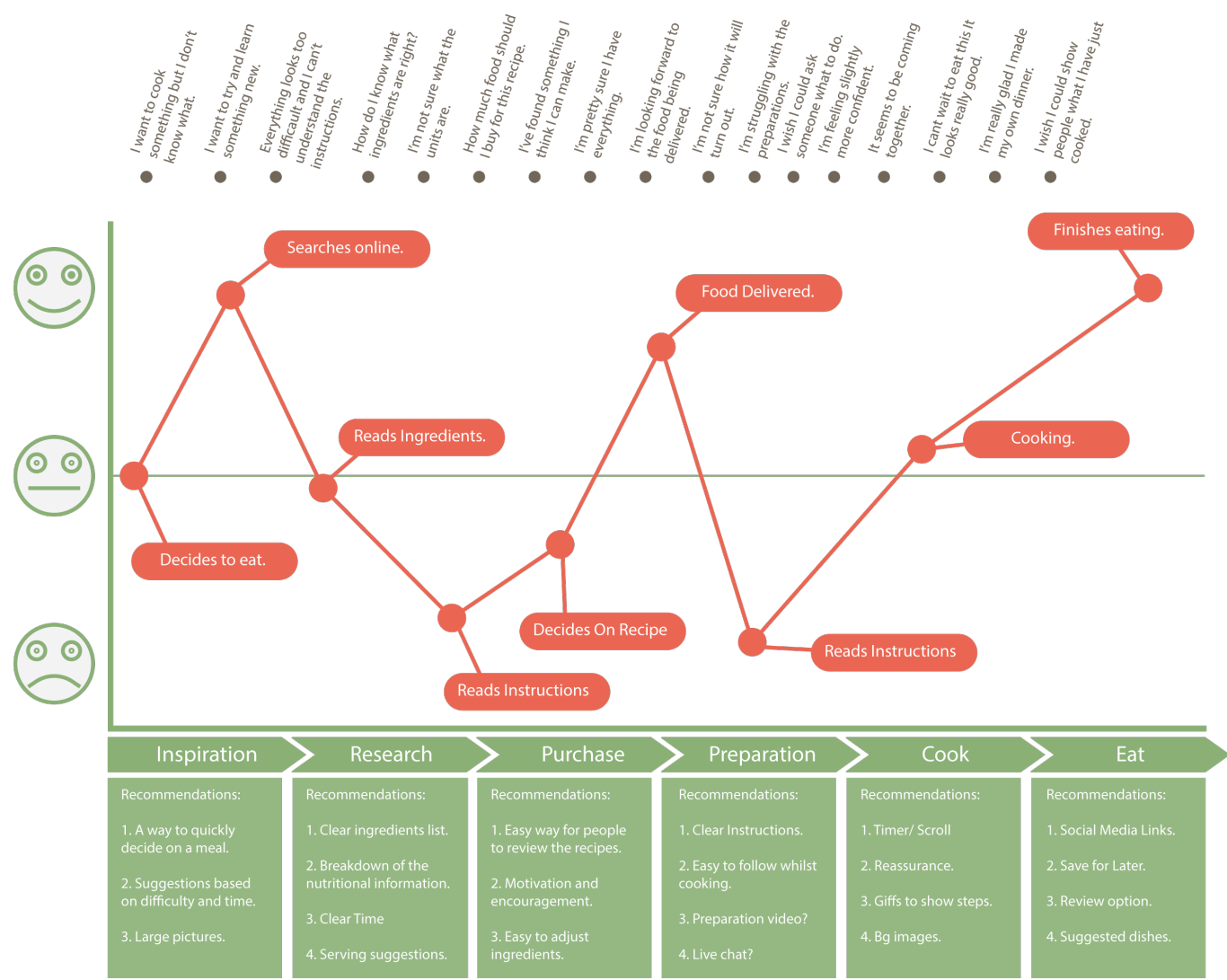
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User Journey

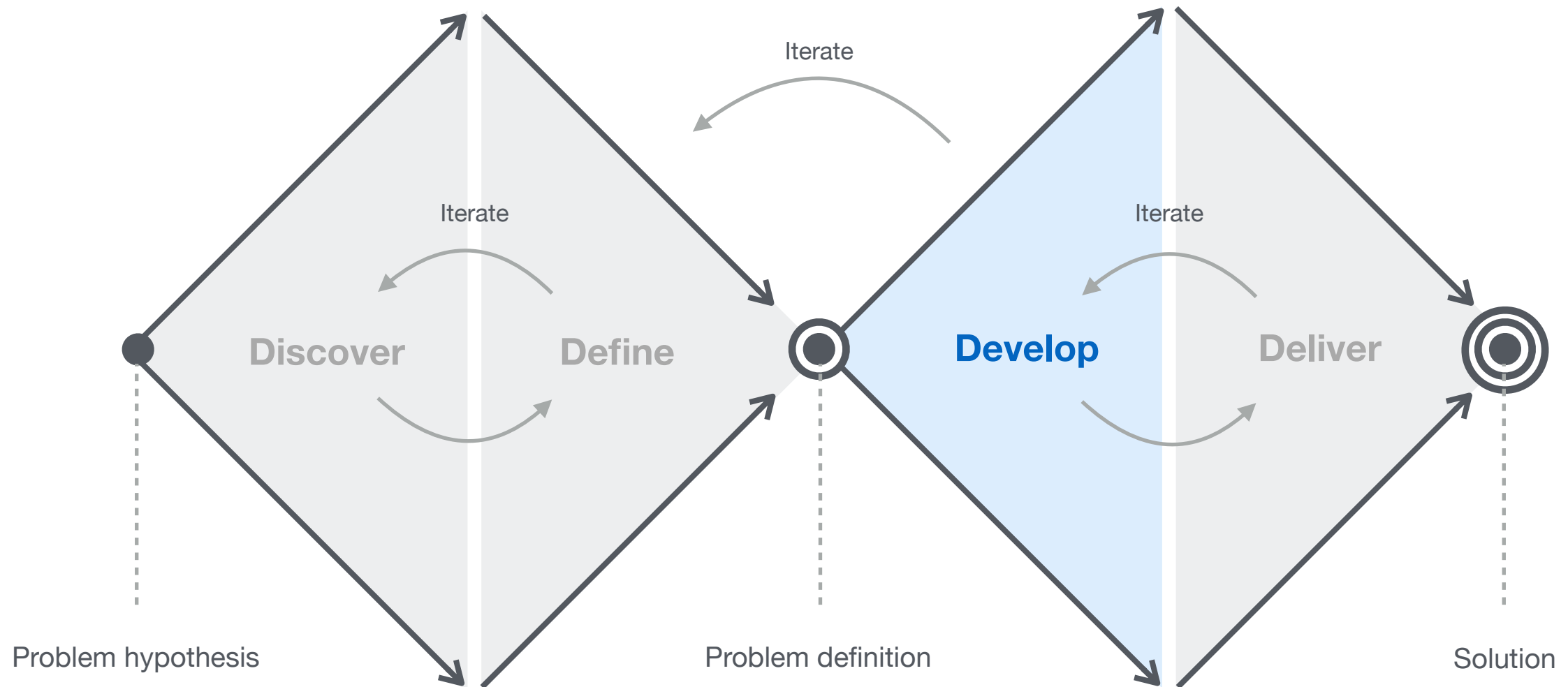
Why do them:

- Maps the steps a user may take through a journey
- Maps experience - highs and lows
- Highlights key touchpoint and pain points
- Helps with prioritisation

User Journey for Gilbert: Finding and purchasing ingredients for a meal he wants to learn how to cook.



DEVELOP IDEAS



THE UX PROCESS

DESIGN STUDIO WORKSHOP



Google
this!

THE UX PROCESS

CRAZY 8s



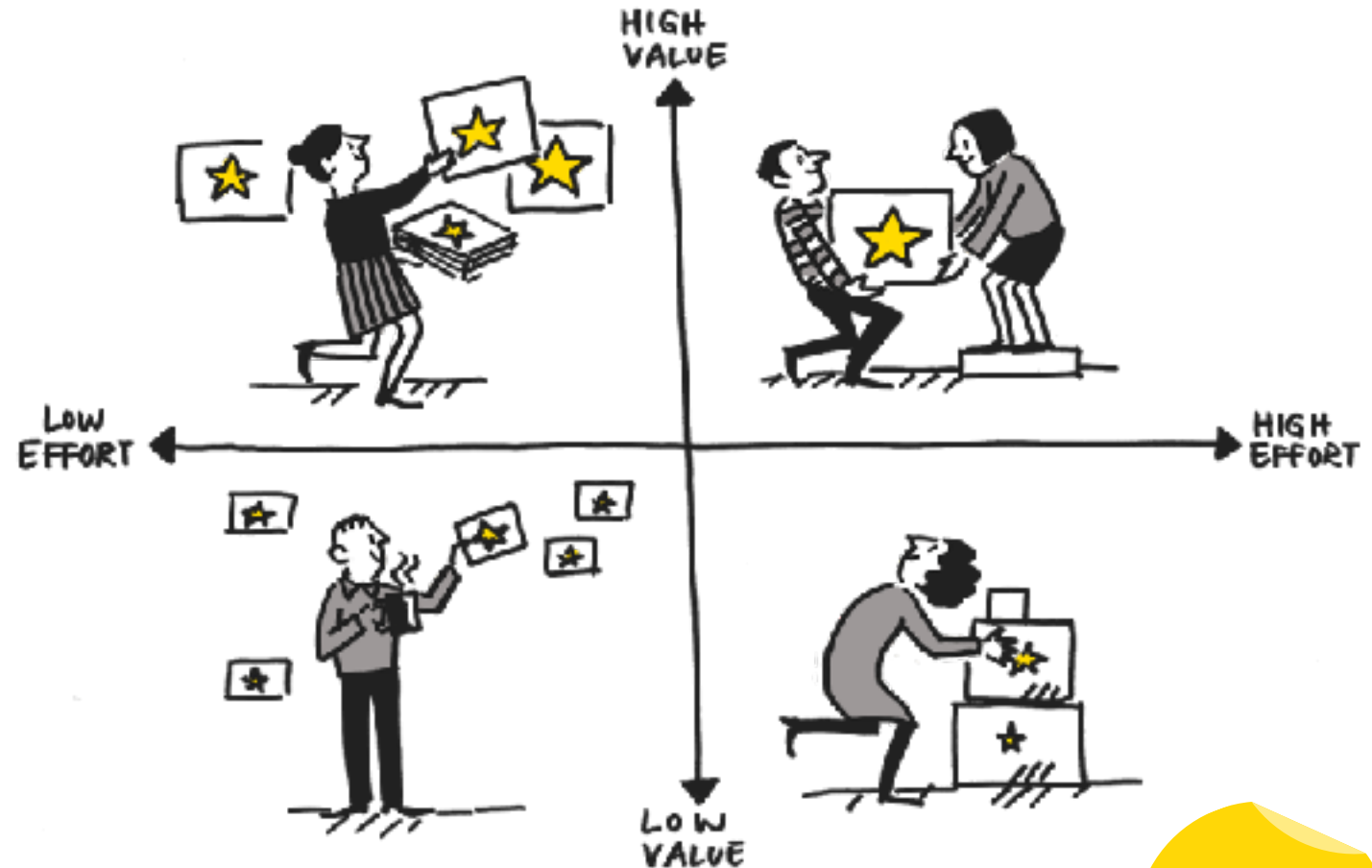
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THE UX PROCESS

PRIORITISATION: IMPACT-EFFORT MATRIX

Why do it:

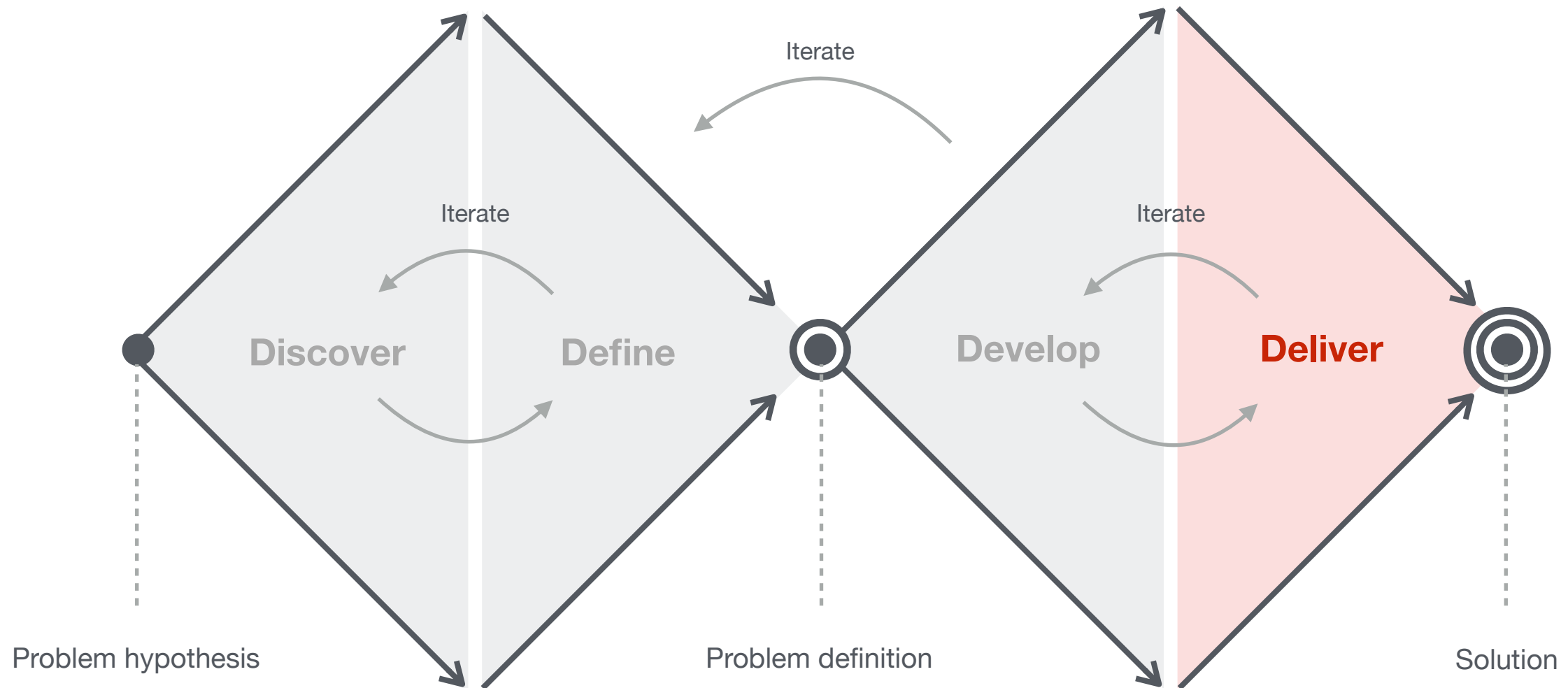
- Focus on easy to implement and maximum impact features
- Create a roadmap for continuous delivery of features
- Keep to a realistic budget



Google
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THE UX PROCESS

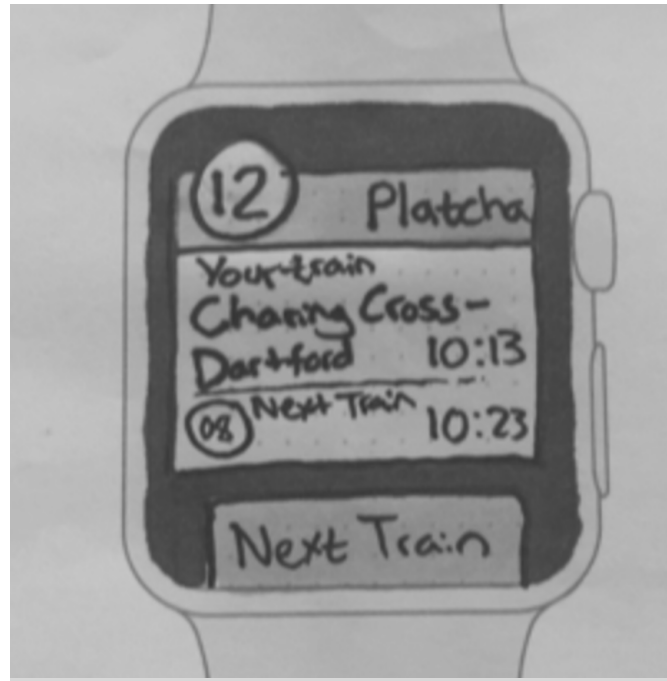
DELIVER SOLUTION



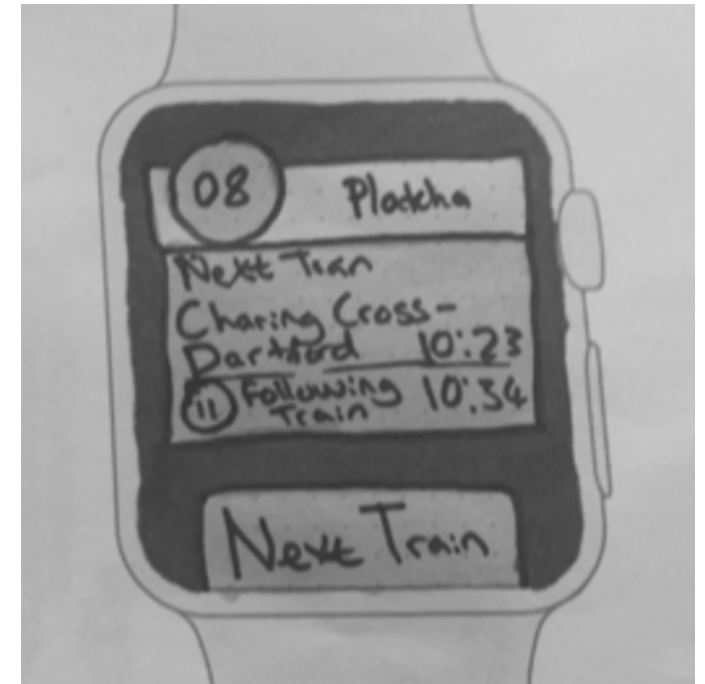
LOW FIDELITY



- ▶ Get real feedback from users
- ▶ Share with the product team and stakeholders



- ▶ Check the user journey
- ▶ Test interactions



- ▶ Save money it's only paper!

HIGH FIDELITY



- ▶ Real content
- ▶ Image & interaction guidelines



- ▶ Consider multiple devices
- ▶ Identify issues early through user testing and iterations



- ▶ Test visual design

INTERACTIVE PROTOTYPE



**“If a picture is worth 1000 words,
a prototype is worth 1000 meetings.”**

TOM & DAVID KELLEY, IDEO



PROTOTYPING TOOLS

Low fidelity



High fidelity



Pen & paper



Balsamiq



Marvel



Abstract



Adobe XD



Sketch



InVision



Figma



Principle



Framer

THE UX PROCESS

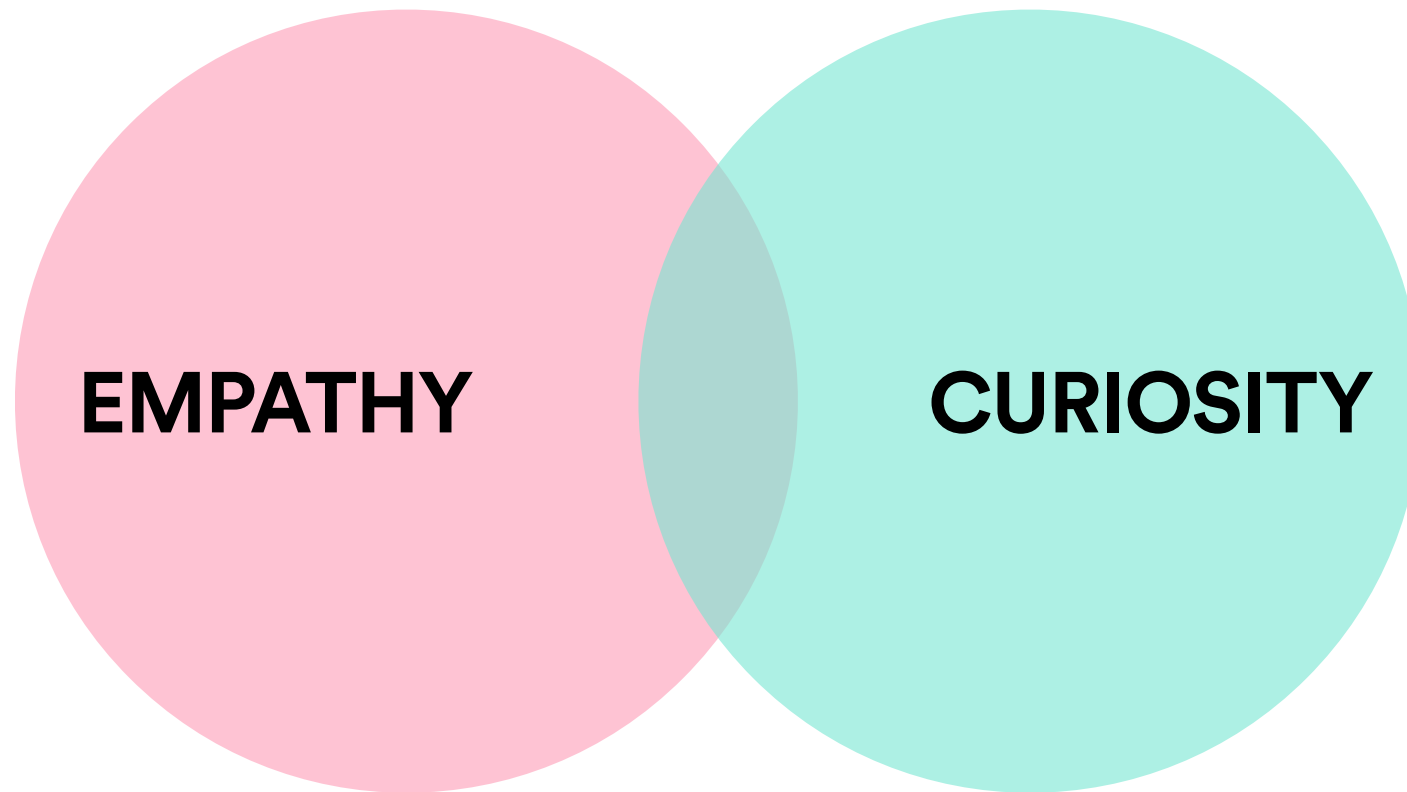
USER TESTING



BECOMING A UX DESIGNER

BECOMING A UX DESIGNER

MUST-HAVES



BECOMING A UX DESIGNER

PATHWAYS TO UX

SELF-STUDY

Read books
Listen to UX podcasts
Attend UX events
Do online courses

UNIVERSITY

Undergraduate and
postgraduate courses

LEARN FROM INDUSTRY EXPERTS

Eg. General Assembly!

BECOMING A UX DESIGNER

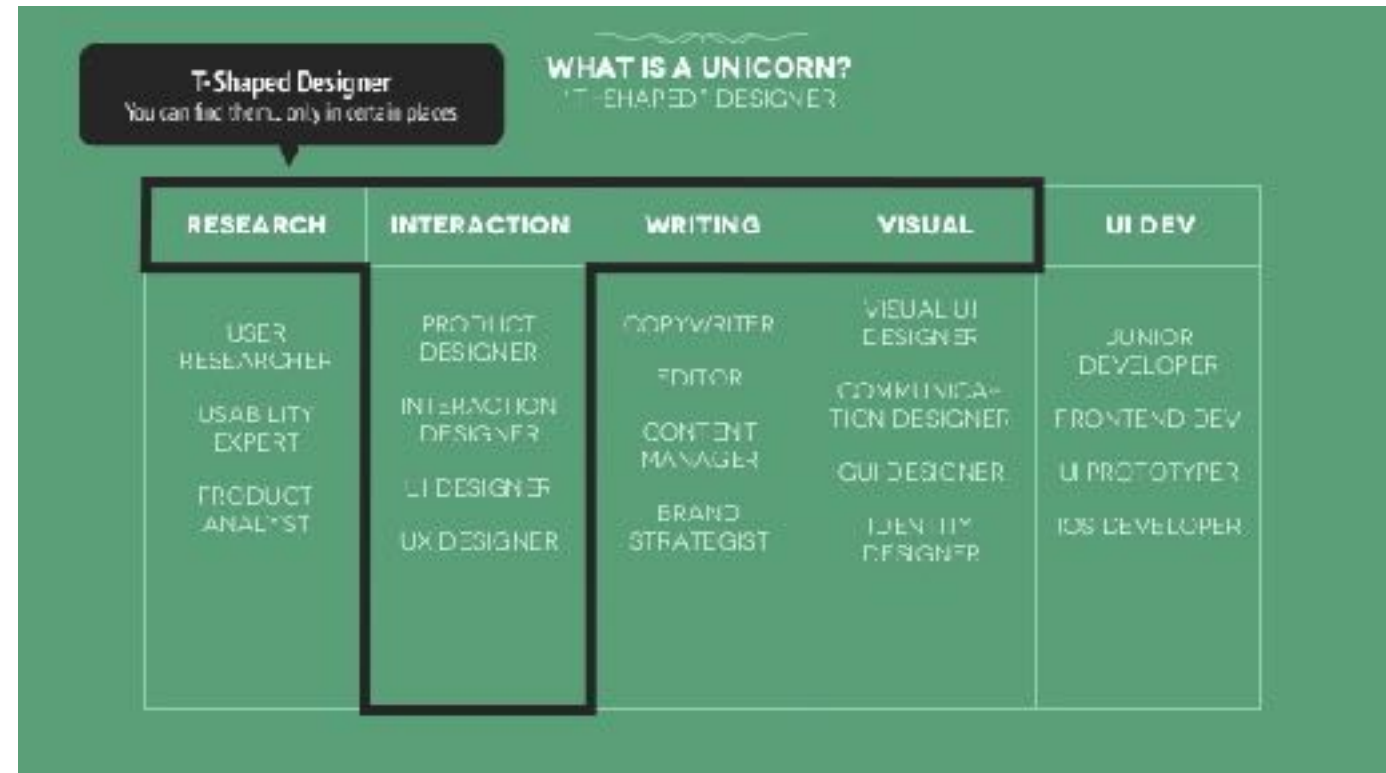
THE BEST DESIGNERS ARE T-SHAPED



BECOMING A UX DESIGNER

THE BEST DESIGNERS ARE T-SHAPED

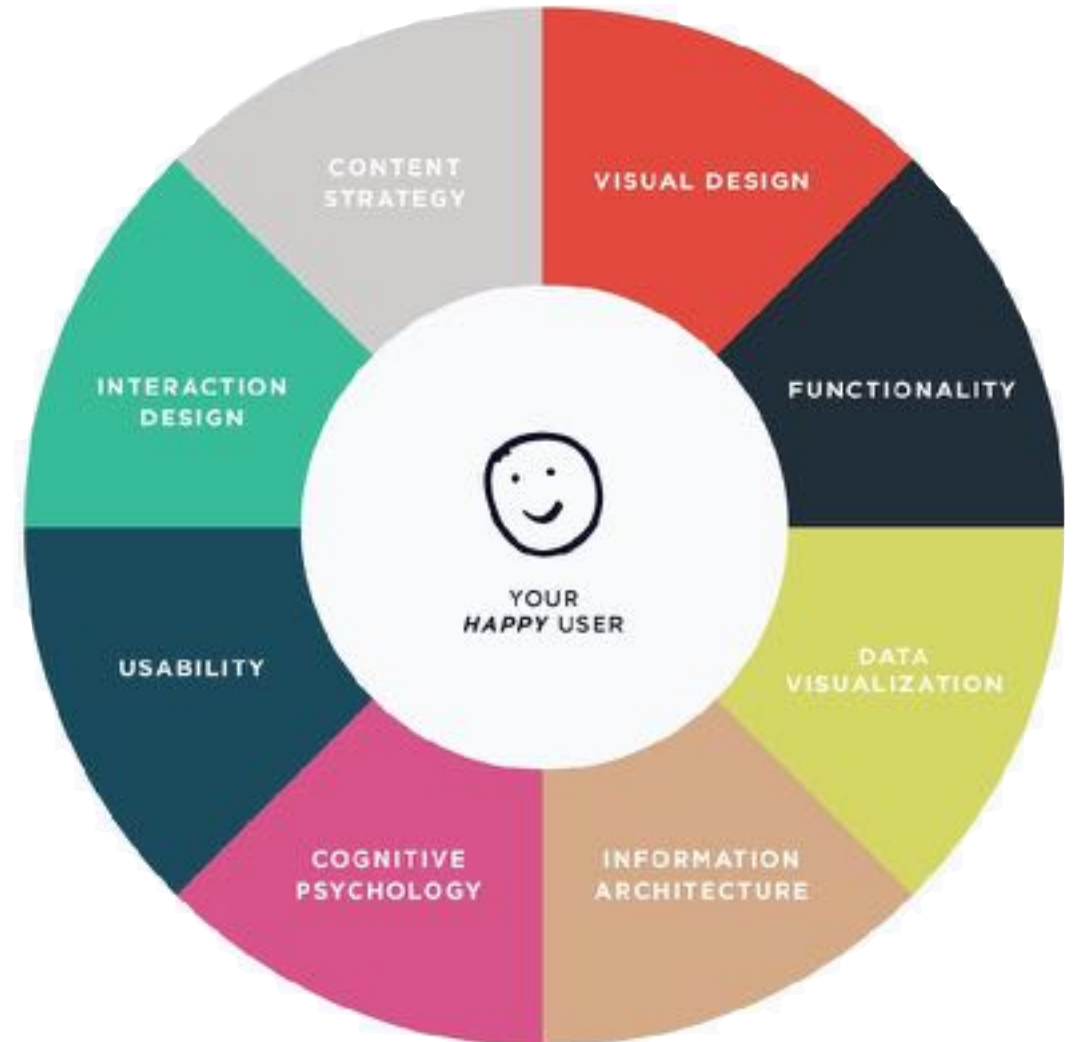
- Solid understanding across the entire design process
- Good understanding of business and tech
- Deep specialisation in one discipline or industry



BECOMING A UX DESIGNER

SO WHAT'S YOUR THING?

- What are you already good at?
- What could you be good at in the future?
- What do you want to do every day?



WORKING WITH UX DESIGNERS

WORKING WITH UX DESIGNERS

THINGS TO DO

QUESTION THEIR DESIGN DECISIONS

Why did you design
it like that?

ATTEND USER RESEARCH

It's the best way to
build empathy!

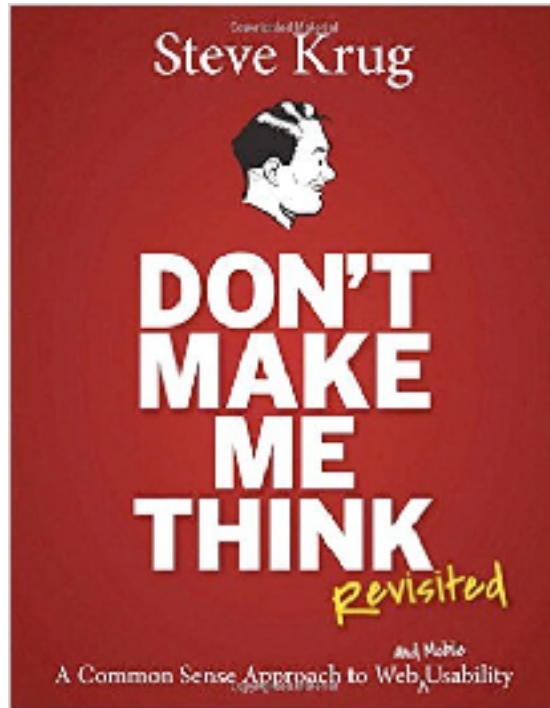
ASK: WHAT WOULD THE USER(S) DO?

You are not the user.
Neither is the
designer.

FURTHER LEARNING

FURTHER LEARNING

SOME BOOKS TO START OFF WITH



<http://amzn.to/2ltT25J>



<https://www.thesprintbook.com/>



<http://www.designkit.org/resources/1>

FURTHER LEARNING

SOME UX PODCASTS



UIE Podcast



The Crazy One With
Stephen Gates



The Product Breakfast Club

FURTHER LEARNING

SOME UX MEETUPS IN LONDON



Interaction Design Association
London Chapter



UX Crunch



UX for Change

FURTHER LEARNING

UX AT GENERAL ASSEMBLY GA.CO



**Full-time
Accelerator**
(1 week, 10
weeks)

**Part-time
evenings**
(10 weeks)

Bootcamps
(1-2 days)

**Classes &
Workshops**

INTRO TO UX

Q&A

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- Why bother with UX?
- The UX Design process
- Becoming a UX designer
- Working with UX designers
- Further learning



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