

# week::one

## Research, Personas, Task Flows, & Wireframes

### Key Areas of Design Principles for UX Design

#### Visual Design

- Visual design principles regarding the relationship between elements in a view (such as a web page). This includes concepts such as unity, hierarchy, and balance. They provide focus on how users may see your product.
  - Unity and Variety
  - Hierarchy and Dominance
  - Economy of Elements
  - Proportion and Balance

#### Interaction Principles

- Interaction principles regarding the way users move through the site's spaces. This includes flows within a page (such as through an online form), and navigation. They provide focus on how users may act within your product.
  - Associations and Affordance
  - Economy of Motion
  - Response

#### User Psychology

- Psychology principles affecting the way users may perceive and engage with your design. This includes common perceptions that may influence if they trust your information, their engagement with other users, and their motivation to learn. They provide focus on how users may feel when using your product.
  - The Emotional Effect of Attractive Design
  - Flow & Game Design
  - Social Proof

SOURCE: *A Project Guide to UX Design* (Unger & Chandler)

### User-Centered Design

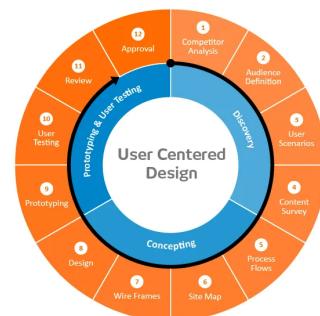
#### Defined

- User-centered design is a product development methodology based on actual user needs, behaviors, abilities and perceptions.
- It is the practice of creating engaging, efficient user experiences.
- The concept of user-centered design is very simple: Take the user into account every step of the way as you develop your product.
- Jesse James Garrett says:
 

*“Everything the user experiences should be the result of a conscious decision on your part. Realistically, you might have to make a compromise here and there because of the time or expense involved in creating a better solution.”*

*“But a user-centered design process ensures that those compromises don’t happen by accident. By thinking about the user experience, breaking it down into its component elements, and looking at it from several perspectives, you can ensure that you know all the ramifications of your decisions.”*

SOURCE: *Elements of User Experience* (James Garrett)



## User Research

### Techniques for getting to know your visitors:

<b>User Interviews</b> A one-on-one conversation with a participant who belongs to one of the site's primary user groups	<b>Focus Groups</b> A group discussion where a moderator leads participants through questions on a specific topic.
<b>Contextual Inquiry</b> An on-site visit with participants to observe and learn about how they work in their normal, everyday environment	<b>Card Sorting</b> Participants are given items (such as topics) on cards and are asked to sort them into groups that are meaningful to them.
<b>Surveys</b> A series of questions consisting of mainly closed-end answers (multiple choice) used to identify patterns among a large number of people	<b>Usability Testing</b> Users try to perform typical tasks on a site or application while a facilitator observes and, in some cases, asks questions to understand users' behavior.

## Personas

### Defined

- A **persona** is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design. — *Kim Goodwin*
- Consolidates complex information into an (easy to remember) abstraction.
- Must still remember that these are *people*.

### Why Use Personas?

- Personas put a human face on the amorphous “user” because they are based on actual user needs. They save time by focusing development toward real use cases and away from unlikely “edge” cases.
- Helps give **Focus** to the project, gain **Empathy** for the user, and **Gaining Consensus** about features and direction.



### Goals in Developing Personas

- Focuses on understanding:
  - Who are the users? What are their goals?
- Goals drive a person's actions
- Tasks are things a person does in order to accomplish his goals
  - What are their pain points? What are their motivations?

### Tools

- Consider using ChatGPT to create personas based on a small set of criteria.

### Persona Dos and Don'ts

Should:	Should Not:
<ul style="list-style-type: none"> <li>• be based on user research</li> <li>• be based primarily on qualitative research</li> <li>• be focused on users' goals</li> <li>• be based on common behavior patterns</li> <li>• be specific to your design context or problem come to life, and seem like real people</li> </ul>	<ul style="list-style-type: none"> <li>• be focused on stereotypes or generalizations</li> <li>• be an 'average' of observed behavior patterns</li> <li>• be based only on user roles</li> <li>• be based only on information gathered from subject matter experts, as they cannot completely represent end users</li> </ul>

SOURCE: [https://wiki.fluidproject.org/download/attachments/1707985/Personas\\_7-1-08\\_v6SakaiPost.pdf](https://wiki.fluidproject.org/download/attachments/1707985/Personas_7-1-08_v6SakaiPost.pdf)

## Task Flows

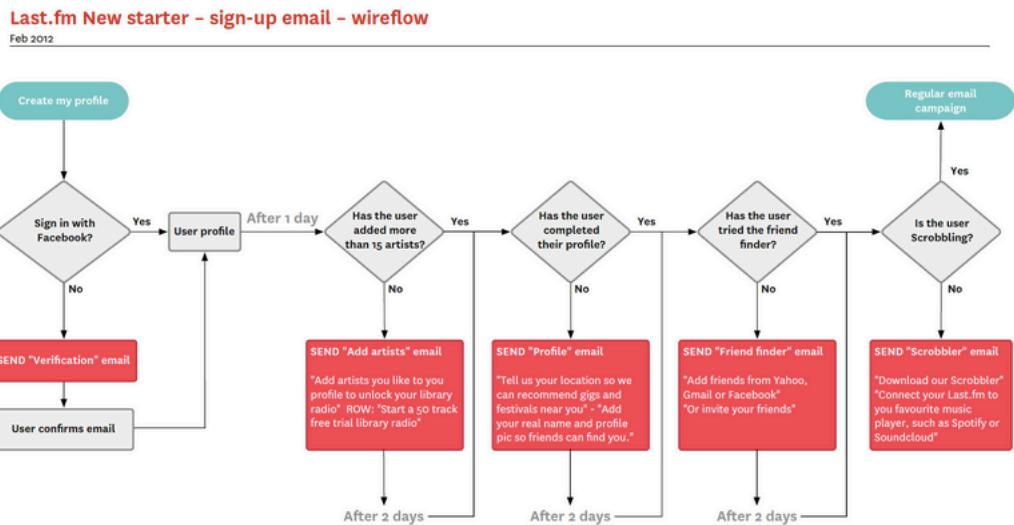
### Defined

- Task flows identify paths or processes that users will take as they progress through a website or application.
- They detail the options presented to users and the paths they will be able to take while using a website.
- Can be created in Figma, InDesign, Illustrator, or any flow chart diagramming application.
- Must have an understanding of the **user's objective** (the use case) before creating.
  - *Task Flow* is perhaps just a fancy name Web designers use for *flow charts*

### Uses

- Identify and define complex processes.
- In conjunction with a site map, can show how a user arrives at a particular page.
- Can demonstrate how a specific user type (persona) would expect to transverse a website.

### Example



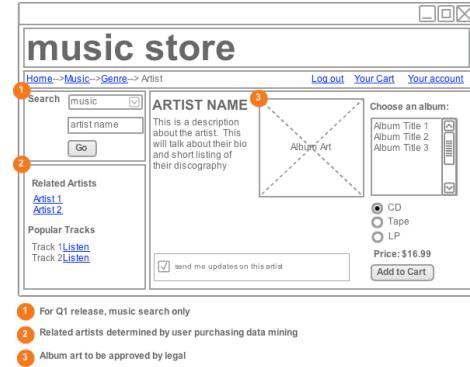
### Common Elements of Task Flow Diagrams

	Represents a <b>starting</b> or <b>stopping</b> point..
	Represents a <b>single page</b> or <b>application state</b> .
	Represents a <b>decision point</b> . Used to indicate a place where the user has a choice to make.
	Use arrows to indicate user <b>path</b> movement or progress through a process.

## Wireframes

### Defined

- A low-fidelity prototype of a Web page or application screen.
- Used to identify the elements that will be displayed on a page and indicate their general arrangement and hierarchy.
- Allows you to quickly mock-up a design and elicit feedback from a client early in the project, validating the inclusion or placement of page elements and features.



### How They Are Used

- *Project managers* use wireframes as discussion points in meetings with the team and with the client.
- *Visual Designers* use wireframes as a blueprint for their designs. They provide an accounting of page elements and behaviors that must be included in a design.
- *Developers* often use wireframes, in conjunction with other documentation, to determine expected functions and behaviors.
- *End-Users* sometimes are shown wireframes as part of early usability testing to gauge how well a design might work for them.

### Characteristics of a Wireframe

- Generally created in black and white or shades of gray.
- Use placeholders for images
- Does not specify specific typefaces, though some sizing is applied to present hierarchy.
- Can be as plain or detailed as required by the page.
- Does not present the visual design: Color, typography, embellishment, photography, etc.. These are all saved for the visual design phase.

### Common Elements of Wireframes

- Navigation
- Content section
- Imagery and/or media needs and space requirements
- Form elements
- Call to actions
- Annotations
  - Explanations and notes about an element or an interaction on a wireframe.
  - They are typically **numbered**, then referenced in a legend with the explanation.

### Resources

- **Figma** (surprise!) can work as an excellent online wireframe tool.
  - <https://www.figma.com/files/project/196289193>
- There are some **InDesign** and **Illustrator** templates available online.
- **Adobe XD** is well-suited for creating wireframes, and several wireframe templates are available online. That is, if you want to use a dying product...

SOURCE: A Project Guide to UX Design (Unger and Chandler)

## Persona Example:

### Home Owner — Significant Event

Paul and Helen

**“I guess we can put anything in there. I’m just not sure how much will fit.”**



Age: 24-65

Helen's mother died a few weeks ago and they're just now getting around to emptying the house. They plan on selling the house, but there's quite a bit they'll need to clean out first. The house also needs some renovation work in the master bathroom.

The basement is filled with stuff Helen's mother collected over the past couple of decades. She never threw anything away. She has newspapers and Time magazines from the past 20 years. There are a few things Helen wants to keep. Most of the clothing and furniture will be donated to Goodwill. Unfortunately, most of her mother's “collectables” have been ruined from water and mildew. She also has paint cans, but Paul and Helen don't know if the paint contains lead or not.

This is the first time Paul and Helen have gone through something like this. They don't even know where to begin. They just want this to be as easy as possible. They know they need a dumpster, but aren't sure how much it will hold. And then assume just about anything can go in the dumpster, unless someone tells them otherwise. Their only other concern is that dumpsters tend to be unsightly. They're hoping to find a company who won't make the front yard look like a construction zone or ruin the yard when they deliver or pick up the dumpster.

**Key Characteristics**

- Single event like acquisition of a family estate or small remodeling job (e.g. bathroom).
- Little if any past experience with acquiring a dumpster.

**Goals**

- Get a dumpster quickly.
- Get rid of all the stuff they aren't keeping or donating.
- Avoid destruction to the property during the process.
- Avoid an unsightly dumpster.
- Get rid of the dumpster quickly once it's filled.

**Influencers**

- Available when needed
- Price
- Vendor leaves the property how they found it
- Having the container size needed available
- Speed of setup and pickup once contacted
- Quality and cleanliness of equipment
- Familiar brand

**Questions**

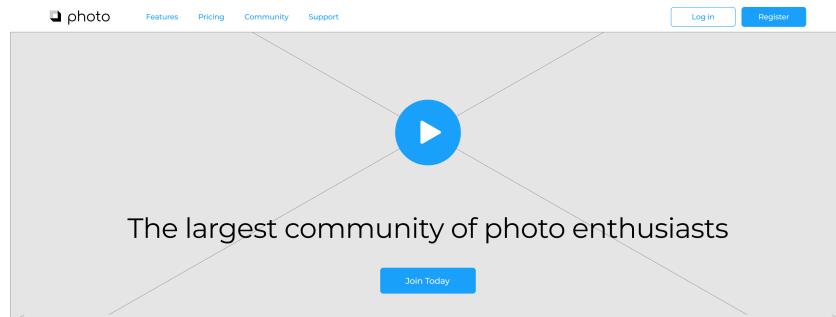
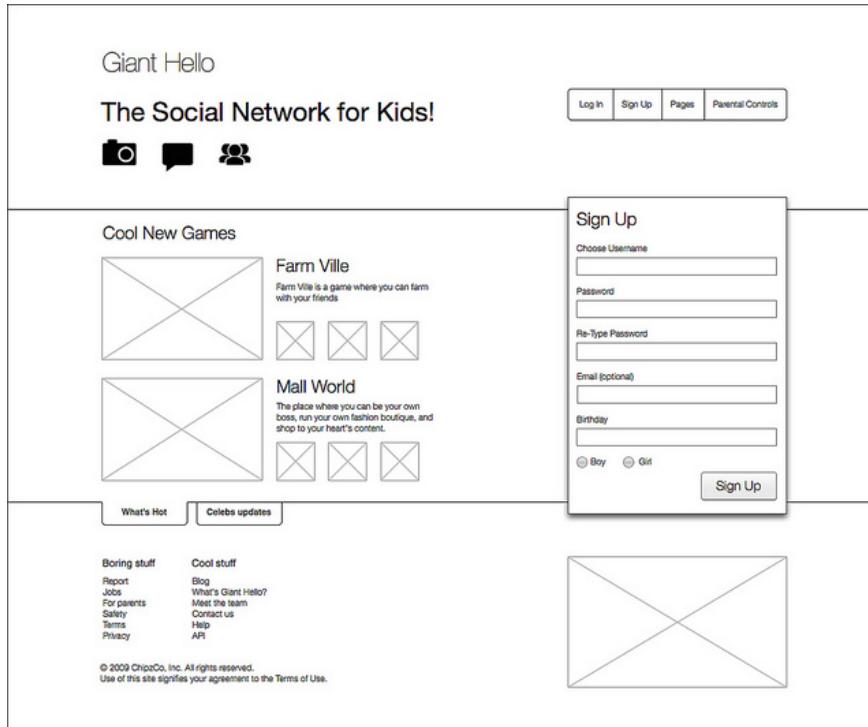
- Is there anything that can't go in?
- How quickly can they deliver and pick up?
- Will they leave the property in the condition it was originally?
- How does this work?
- Is there a permit required?
- How much will it cost?
- How easily can I get a hold of someone if I need to?

**Key Frustrations & Pain Points**

- Initial sticker shock
- Unfamiliar with the process
- Don't know what they don't know
- Making an applies to applies comparison between vendors

— Lecture Outline —

## Wireframe Examples:



Snap photos and share like  
never before

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