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Introduction to User Experience



# Coding Bootcamps

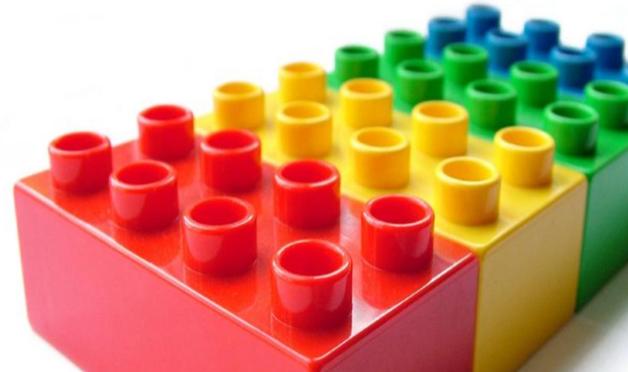
By Grayson Doub from [Coding Bootcamps](#)

# UX High Level Roadmap

Session 1

# Prerequisite

None



# UX High Level Roadmap

- Discover
- Plan
- Explore
- Create
- Finalize
- Analyze



## Discover

- **Current situation analysis**
- **Competition analysis**
- **Find and talk to users individually**
- **Use quantitative techniques to gather data about users and their needs**

## **Current Situation Analysis**

If the product is the continuation of the previous one, gather and interpret existing data from tools like analytics software. Use usability testing to gather more information about what can be improved on an existing product.

# Competition Analysis

Take a look at similar products which already exist on the market and are successful. Take notes of what works for them.

## PHYSICAL SERVICES

## DIGITAL SERVICES

	Assortment	Home Delivery	Store Pickup	Drive Pickup	Website Experience	Mobile App	Payment	Loyalty program (earn points)	Geography	Customer Support
<b>Competitor N.1</b>	Food not available for online purchase	Available under payment	In 3-5 working days.	Not available	★★★★★ Many domains, overwhelming exp.	1 app: ABC	Online (cards, Paypal) & in store	Optional	X out of Y regions 180 stores	★★★★★
<b>Competitor N.2</b>	Everything	Available only in XYZ location CAP at €X	Not available	Active in few locations	★★★☆☆	Not available	Online only For drive pickups, pay at parking	Optional	A & B cities (Drive in only at 5 stores)	
<b>Competitor N.3</b>	Everything	Available in multiple locations CAP at €Y	Not available	Active in XYZ within Z hours	★★★☆☆ Not modern Can see price only when logged in	2 apps:XYZ and ABC	Online (multiple cards) & cash/cheque	Mandated loyalty program	X out of Y regions	

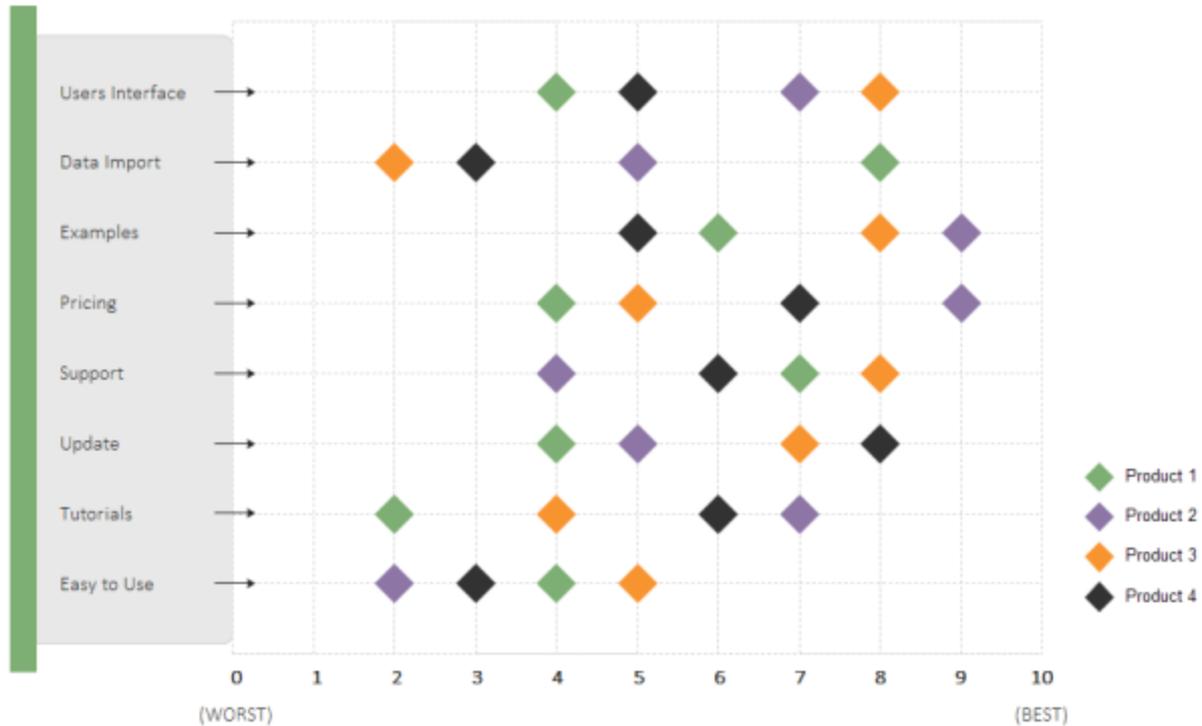
# PERCEPTUAL MAPPING

© Alexa an Amazon company





## Product Competitive Analysis



# Find and talk to users individually

*How Can We Do This?:* Recruit people!  
Friends, family, strangers at coffee shops,  
social media.

*What Can We Do When We Find Users?:*  
Usability tests, user interviews such as  
surveys or aural questions

Our goal is to find 5-12 relevant users to interview. First use must gather their feedback, by carefully preparing a script and asking open ended questions.

# Use quantitative techniques to gather data about users and their needs

*What Techniques Can We Use?:* Quantitative Usability Testing  
(Benchmarking)

- Web Analytics (or App Analytics)
- A/B Testing or Multivariate Testing
- Card Sorting
- Tree Testing
- Surveys or Questionnaires
- Clustering Qualitative Comments
- Desirability Studies
- Eyetracking Testing

## Plan

- **Create personas**
- **Create user scenarios**
- **Create user flows**
- **Identify red routes**

## Create Personas

After learning about users, create personas by using the phrase “User is a \_\_\_\_\_ who wants to \_\_\_\_\_”. Find a matching picture to identify and empathize with each persona. Personas give an answer about **WHO is the product for.**



Adam

User Experience Designer



*I know people whose planning ideas get shut down and they don't want to be a part of it anymore.*

### Demographic

Age: 25  
Location: New York City  
Occupation: User Experience Designer  
Family: Single

### Bio

Adam is a dedicated user experience designer working at a tech company. He works a busy schedule on weekdays but tries to find time for happy hours with his coworkers. On the weekends, he finds himself hanging out with his friends where they would explore local clubs, bars and restaurants. Occasionally, he and friends get together and plan weekend getaways as a way for them to temporarily escape the city life.

### Frustrations

- Had to cancel plans because his friends lost interest
- Loses track of the people he wants to invite to events
- Experiences disagreement with his friends on deciding on what activities to do

### Goals

- Plan activities that he and his friends will be happy with
- Plan events where all of his friends are able to attend
- Receive input from his friends when planning events

### Needs

- Have enough time for planning events
- Plan events around his friends' schedules
- Consider his friends' budgets when exploring possible activities

### Platforms



# PERSONA WORKSHEET

NAME	SCENARIO & BEHAVIORS	
PHOTO	GOALS	NEEDS
DEMOGRAPHICS / BIO	PAIN POINTS / FRUSTRATIONS	
QUOTE		

# Create user scenarios

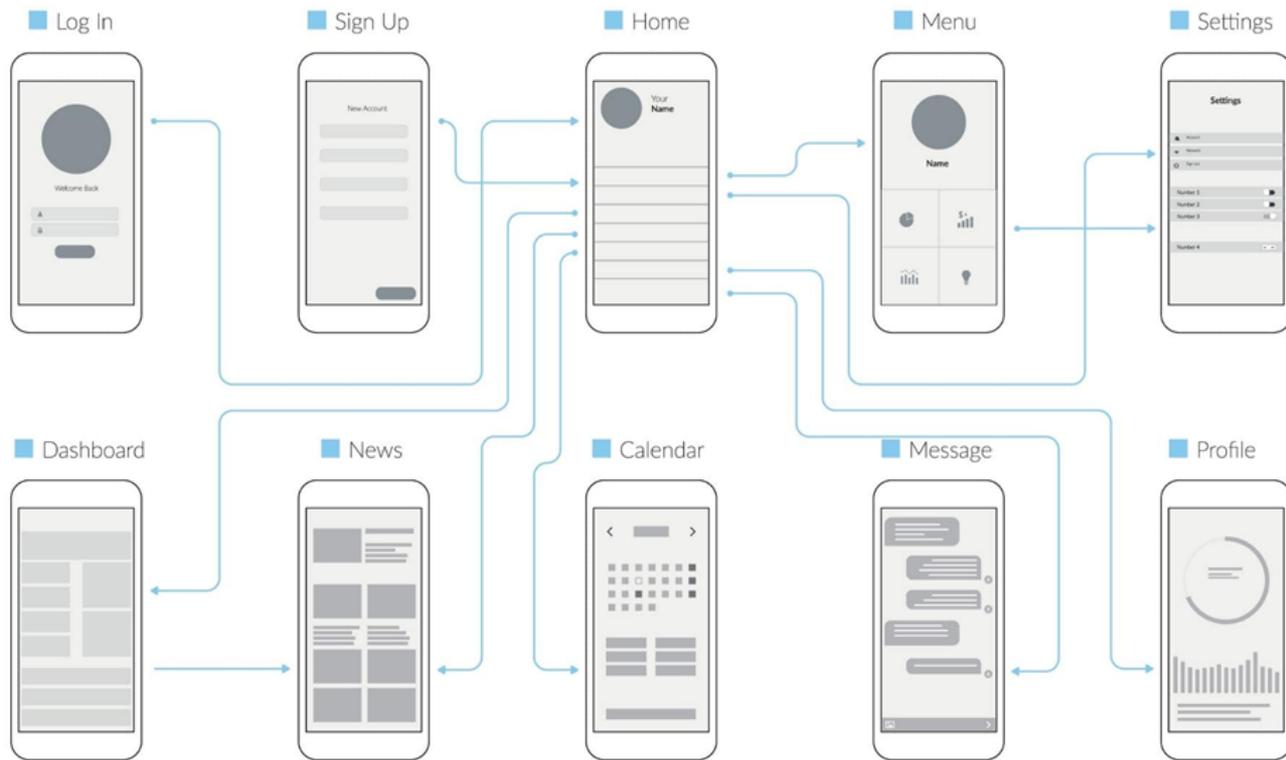
After identifying users, write down a sequence of events to match them with their objectives and goals. User scenarios answer a question about **WHAT is the product about.**

# Create user flows

By using the scenarios, describe through diagrams the user's journey when interacting with the product.

User flows answer a question about **HOW will product work.**

# UX FLOWCHART VECTOR SCHEME



# Identify red routes

Red routes are the key activities that people expect to be able to complete with the system: these are the reasons why people have purchased it. Defining them helps us avoid obstacles on key user journeys. If the red routes aren't obstacle-free, it will be hard to convince users to continue using the system.

## Explore

- **Information architecture**
- **Sketch**
- **Wireframe**

# Information Architecture

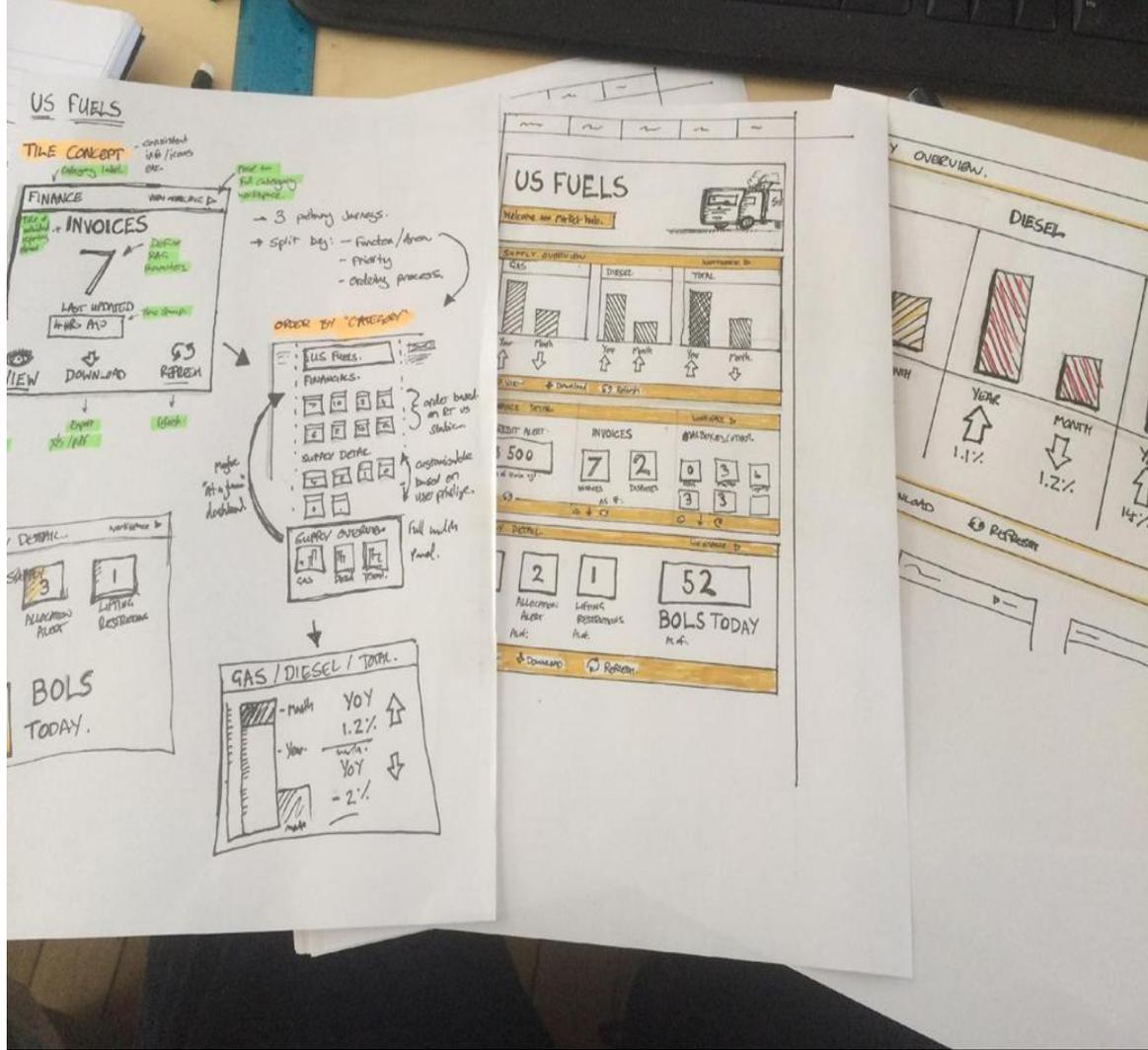
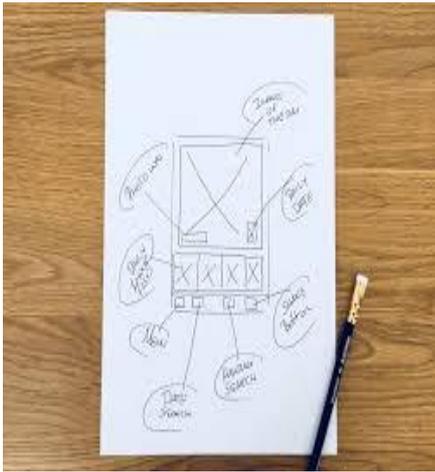
The image shows a screenshot of the Samsung website's product page for a 50-inch LED H6400 Series Smart TV. The page is annotated with three green callout boxes highlighting specific information architecture features:

- INFORMATION IS WELL LAYERED AND UNCLUTTERED.** This callout points to the left-hand navigation menu, which lists categories: OVERVIEW, ABOUT, SPECS, REVIEWS, COMPARE, and ACCESSORIES.
- AVAILABILITY IS CLEAR ON PAGE** This callout points to the 'ADD TO CART' button, which is prominently displayed in a large green box.
- ADD TO CART BUTTON IS UNMISSABLE** This callout points to the 'ADD TO CART' button, emphasizing its visibility and placement.

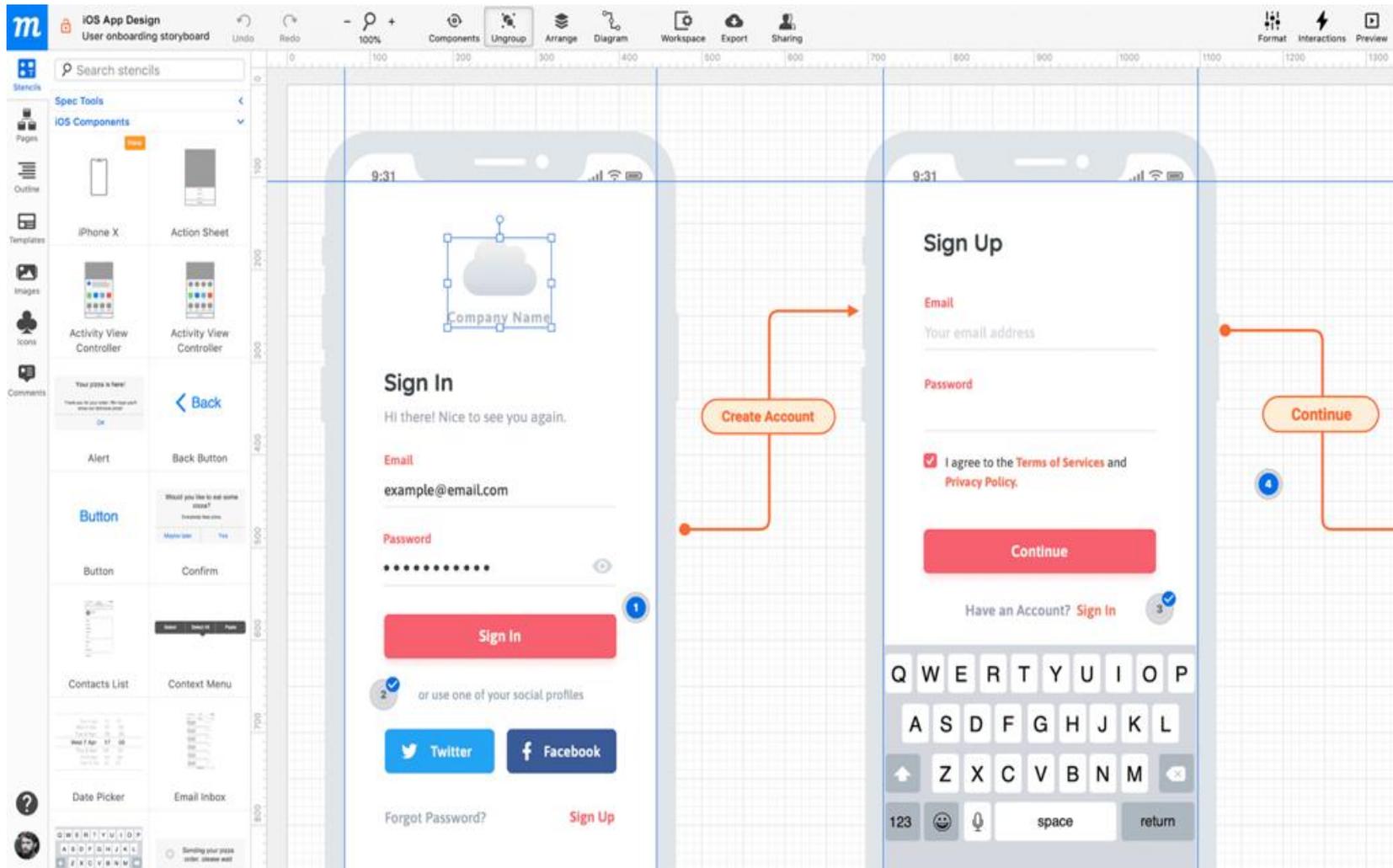
The product page content includes:

- Navigation:** Home > Shop > TVs > LED TV > UN50H6400AFXZA
- Product Title:** LED H6400 Series Smart TV - 50" Class (49.5" Diag.)
- Model Number:** UN50H6400AFXZA
- Size Selection:** SIZE: 65" 60" 55" **50"** 48" 40"
- Key Features:**
  - Samsung H6400 Smart LED TV Delivers both Vivid Color and Dramatic Contrast.
  - Upgraded Smart Hub is Easier to Use and More Intuitive than Ever.
  - Discover Whiter Whites and Deeper Blacks with Micro Dimming.
  - Enjoy Amazing Image Clarity with 1080p Full HD Resolution.
- Price:** SUGGESTED RETAIL: \$1,699.99; YOUR PRICE: **\$999.99**; YOU SAVE: **\$700**
- Shipping:** with Free Shipping Ships in 1 to 3 business days
- Buttons:** ADD TO CART, Find Online or Locally
- Offer:** Price includes \$700 Instant savings - now through 9/13/14 ONLY!!
- Ownership Section:** Product Support, Register this Product, Exclusive owner benefits, Owner's Manual

# Sketch



# Wireframe



## Create

- **Language-** Think about branding, user's culture and context in which the product is to be used.
- **Color palette-** Use a good color scheme, Adobe Kuler is helpful
- **User Interface Mockup-** Create guidelines and continue using the same UI elements throughout the process
- **Prototype-** Choose mockups and their specific parts and add layers of interaction by linking them through. To create clickable mockups use tools like InVision or technologies like [HTML/CSS](#).
- **Compatibility with target devices-** Do you want this to work on a computer screen? Which sizes? What about an Iphone vs Android or even a smart watch or TV. You must design for your intended use.

## Finalize

- **Define guidelines & hierarchy for typography** -12 point font is recommended, use a limited number of fonts on a page. Make sure they complement each other.
- **Optimize & improve the existing designs** -If there are any alternatives to consider, now it's the time to do so. Finalize the designs and make them presentable to customers.
- **Copywriting** -Optimize the wording throughout the project.
- **Give feedback to users inside the product** -Show when something is loading/ when a user needs to wait. Use error messages if something went wrong, give feedback of successful user's actions, etc.
- **Pass the designs to the development team** - Along with documents and specs to have everything ready to be turned into code. Make sure your checking in throughout the design process to make sure work is doable for the development team.

# Analyze

- **Set up KPI-s** – Based on the project goals, define key performance indicators to track for the product. -what's been working, what hasn't. Make sure your making changes
- **Create A/B testing plan** – Make a short roadmap of possible improvements and changes that can be made on the product.
- **Continuously test the product** – Observe and learn with usability testing, A/B tests, surveys, etc.
- **Sync with the development team** – Talk and inform the development team about the performance indicators changes and test results and decide on the changes to be made.

# Recap

What we have learned so far?

# Next Session

- 5 Practical Guides for User Experience and User Interface



# **Web Design Private Coaching Sessions**

Web design and development tutoring sessions- Weekly and monthly plans



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Thank you



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END