

An Introduction to User Experience & Design Thinking

Nicole Capuana - August 2020



Nicole Capuana

20 years designing software &
leading teams for startups to
Fortune 100 companies

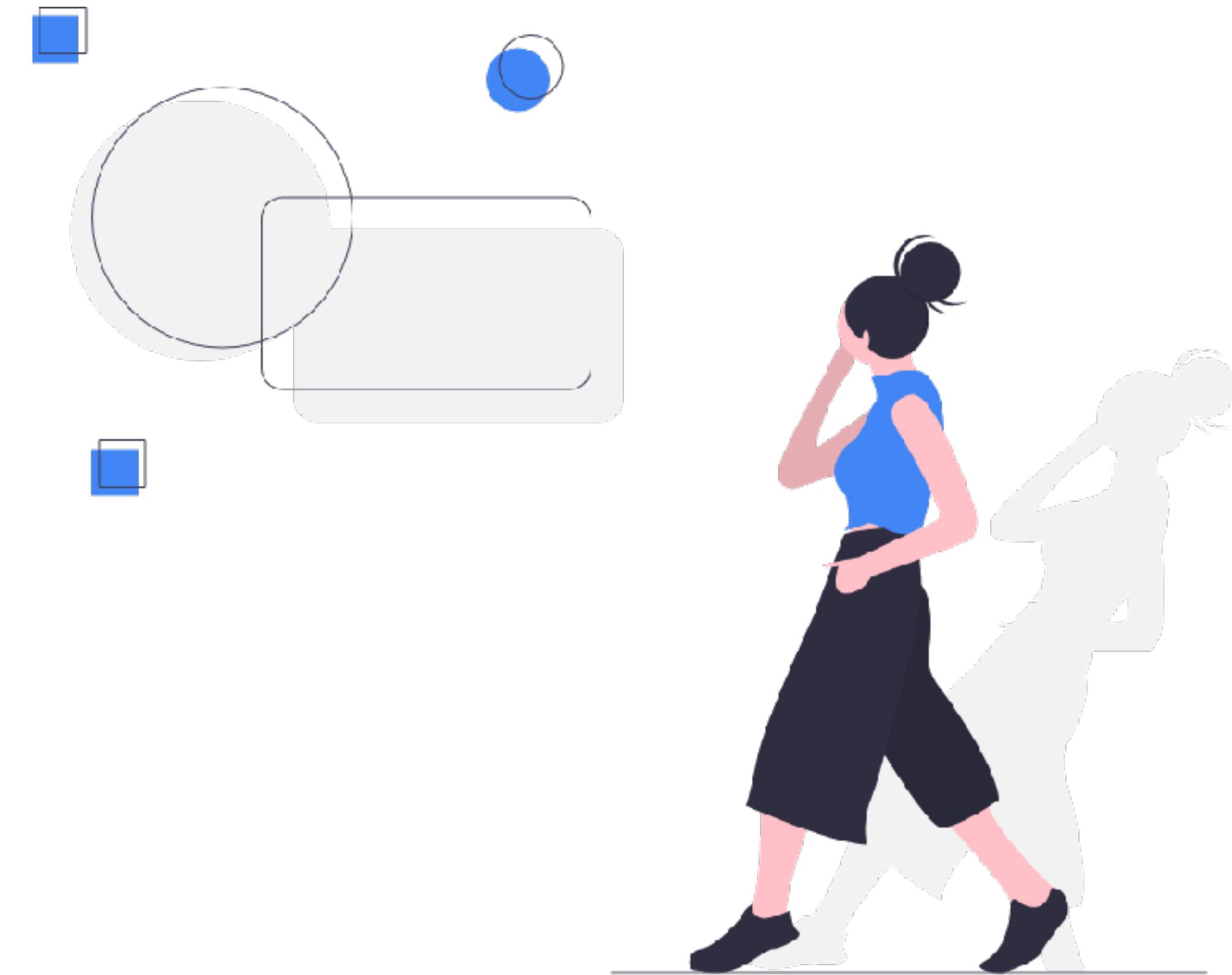


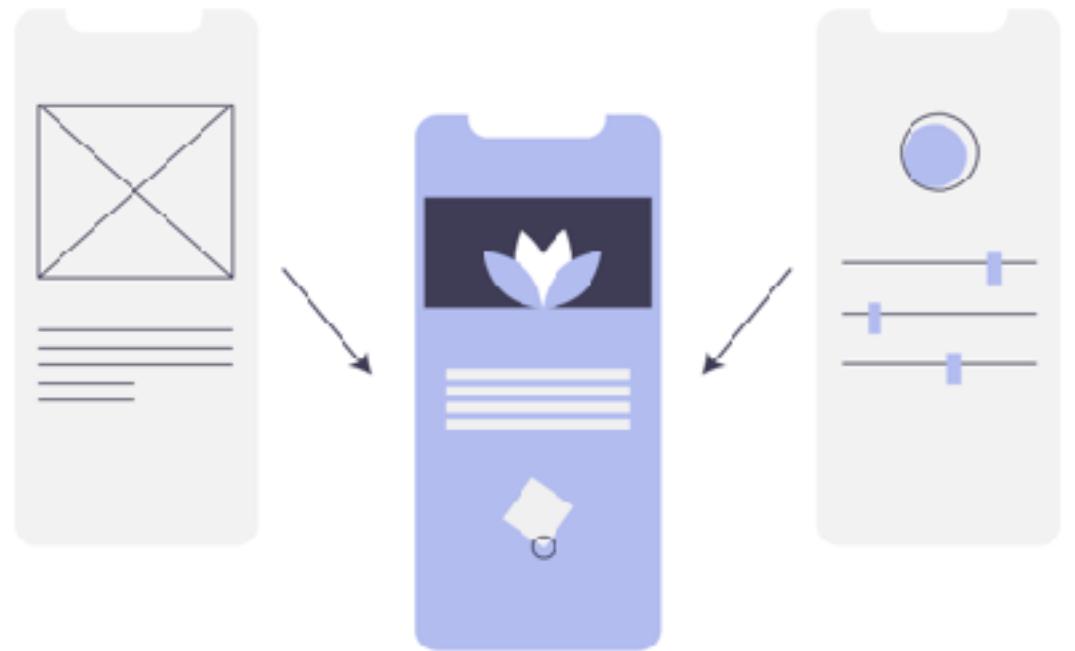
I have:

- Worked for large and small companies
- Built a design and development agency
- Ran an independent consulting business
- Founded a startup
- Written a book - LeanDog's Agile Discussion Guide
- Co-founded a non-profit

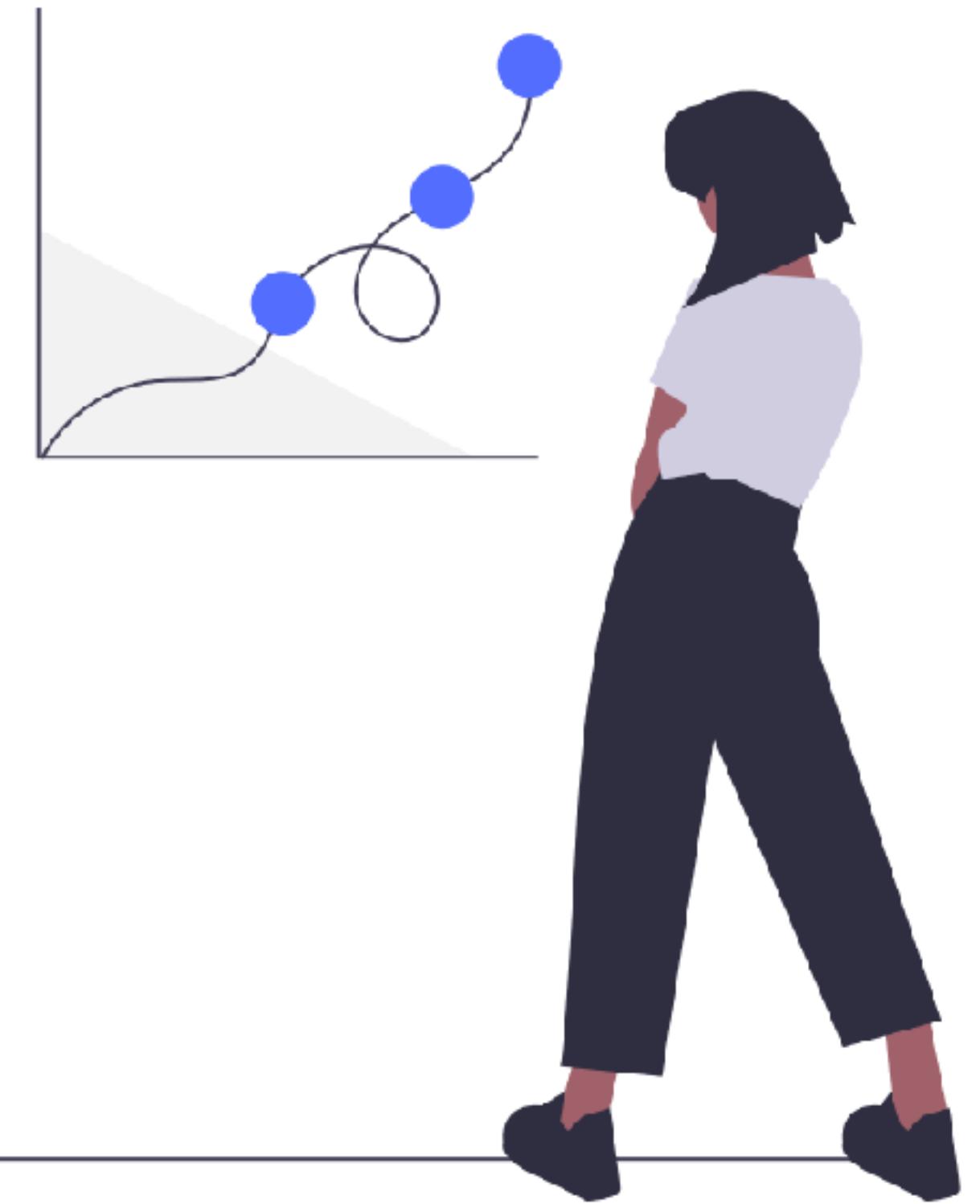
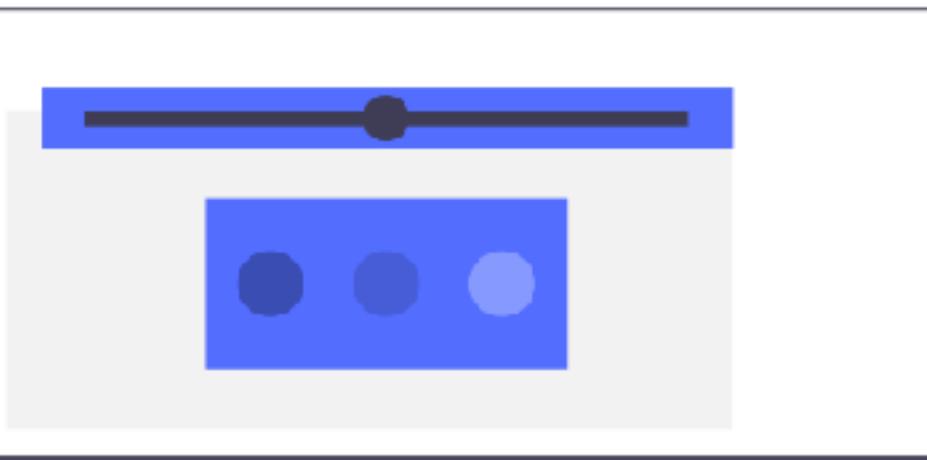
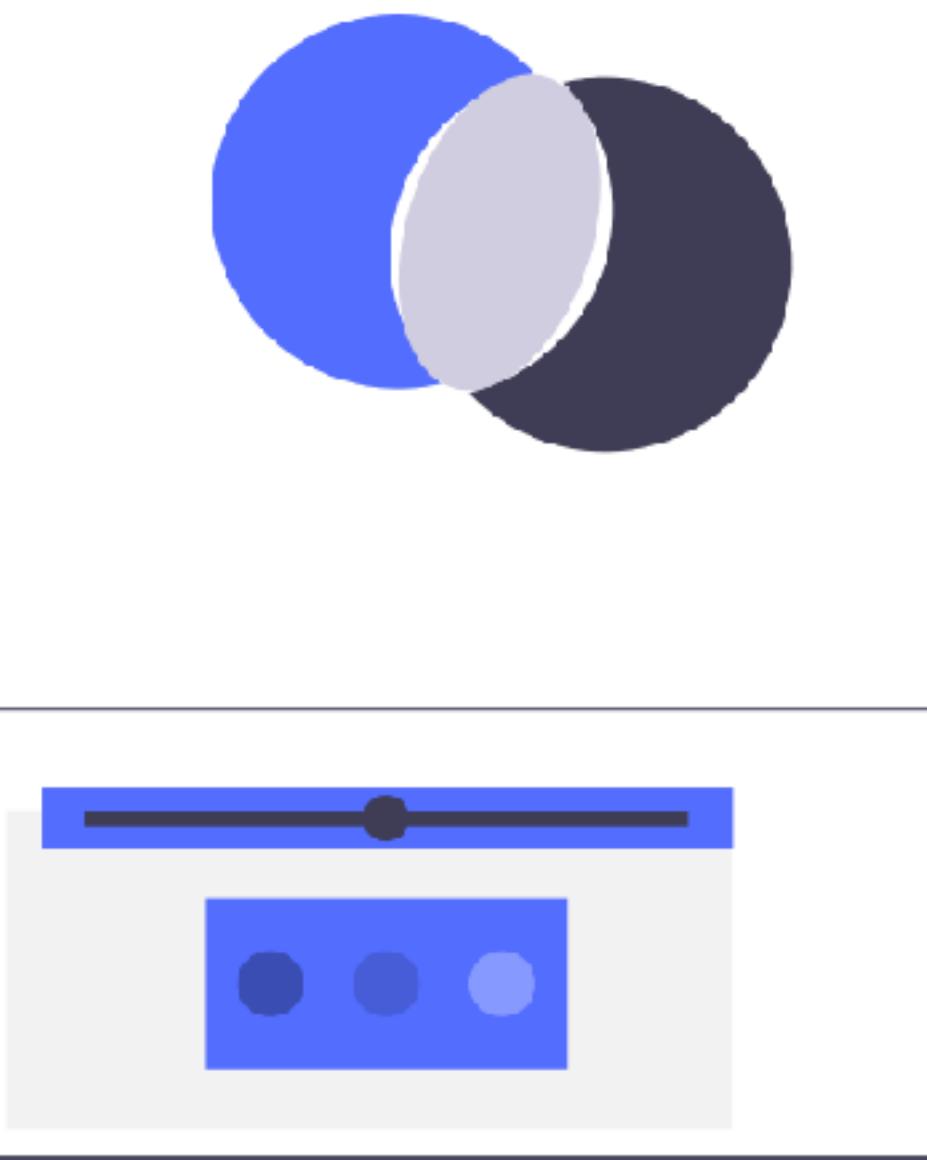
Our time together today will cover

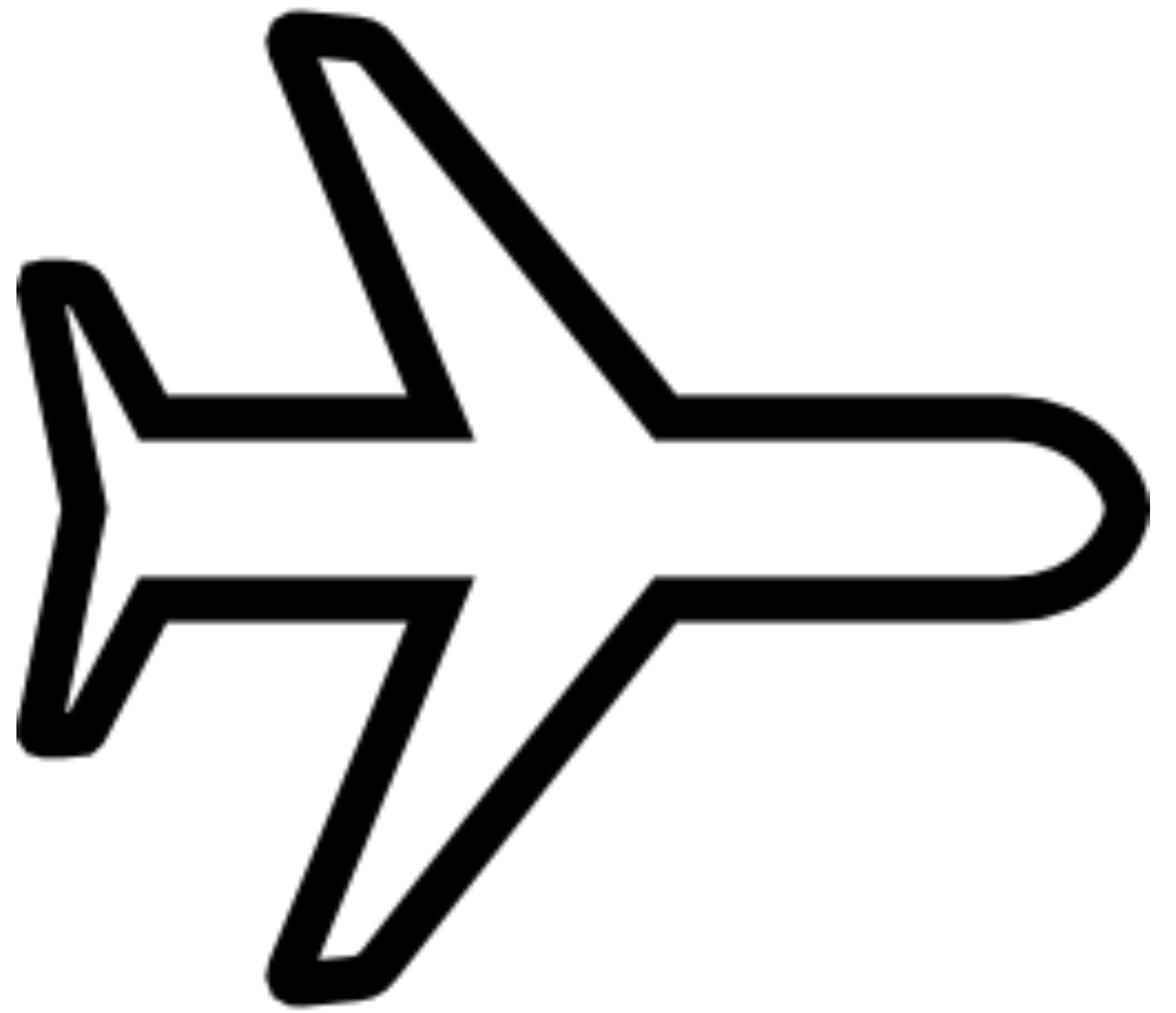
- What **user experience** is ...and what it's not
- How **design thinking** works and why it **unlocks creativity**
- Practical tips you can use to **make your work better** right away





User Experience







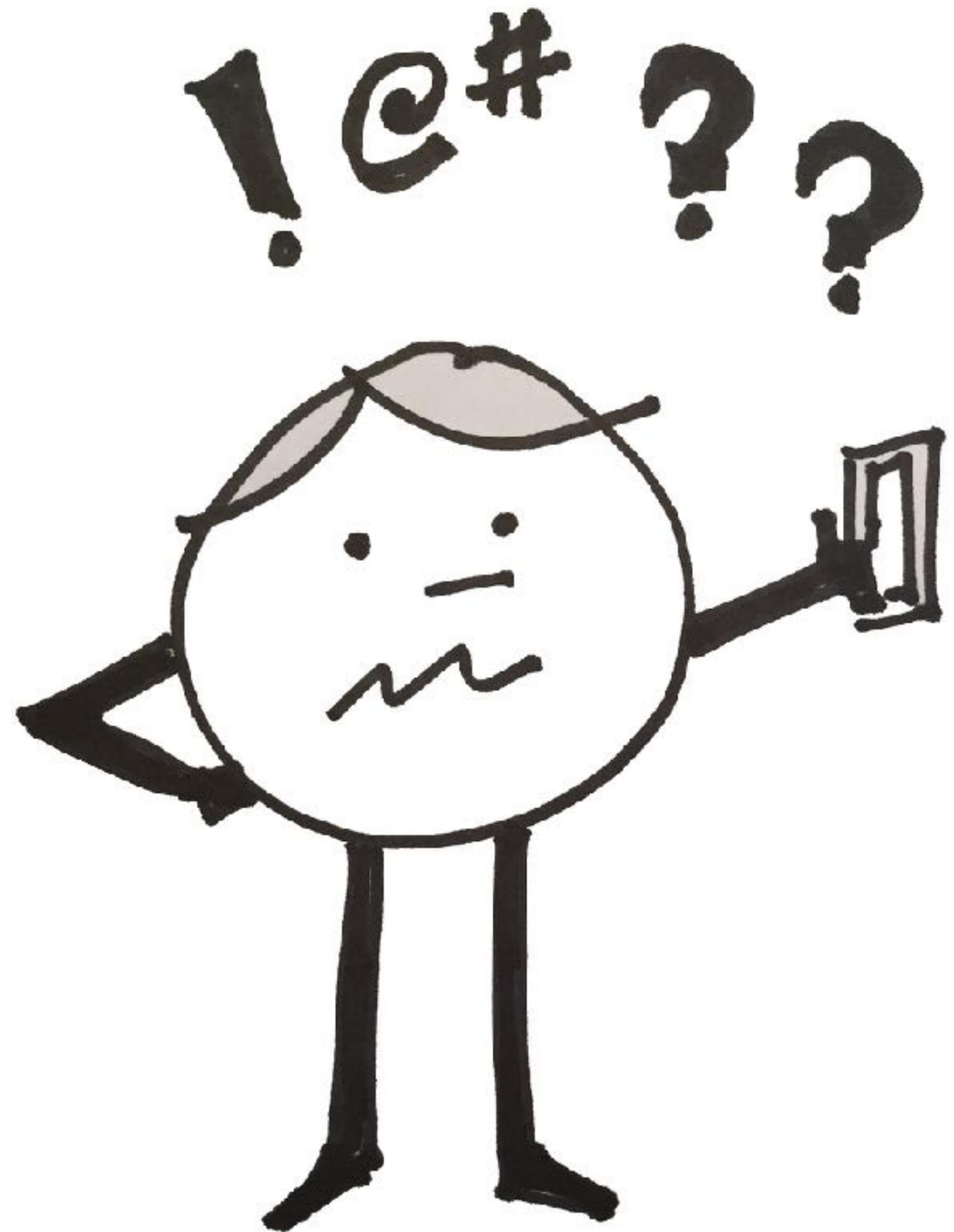
UX is not UI

HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

HOW UX IS TYPICALLY SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
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Have you ever...

- Sworn because you're so frustrated?
- Felt you can't figure it out?
- Wondered if you did it correctly?

**Good design starts with
people**

**And we have to solve a
problem...worth solving**

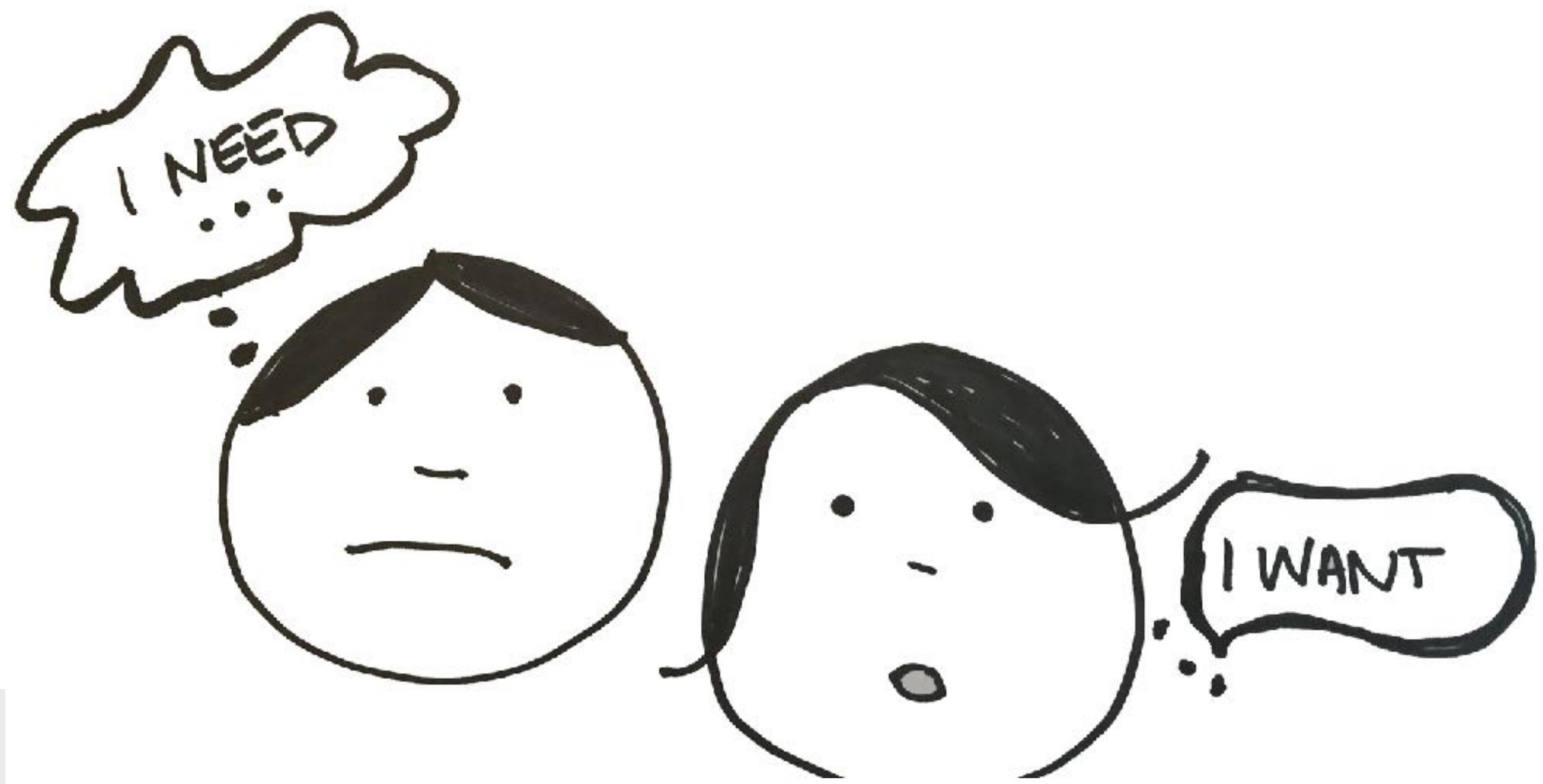


Human centered Design

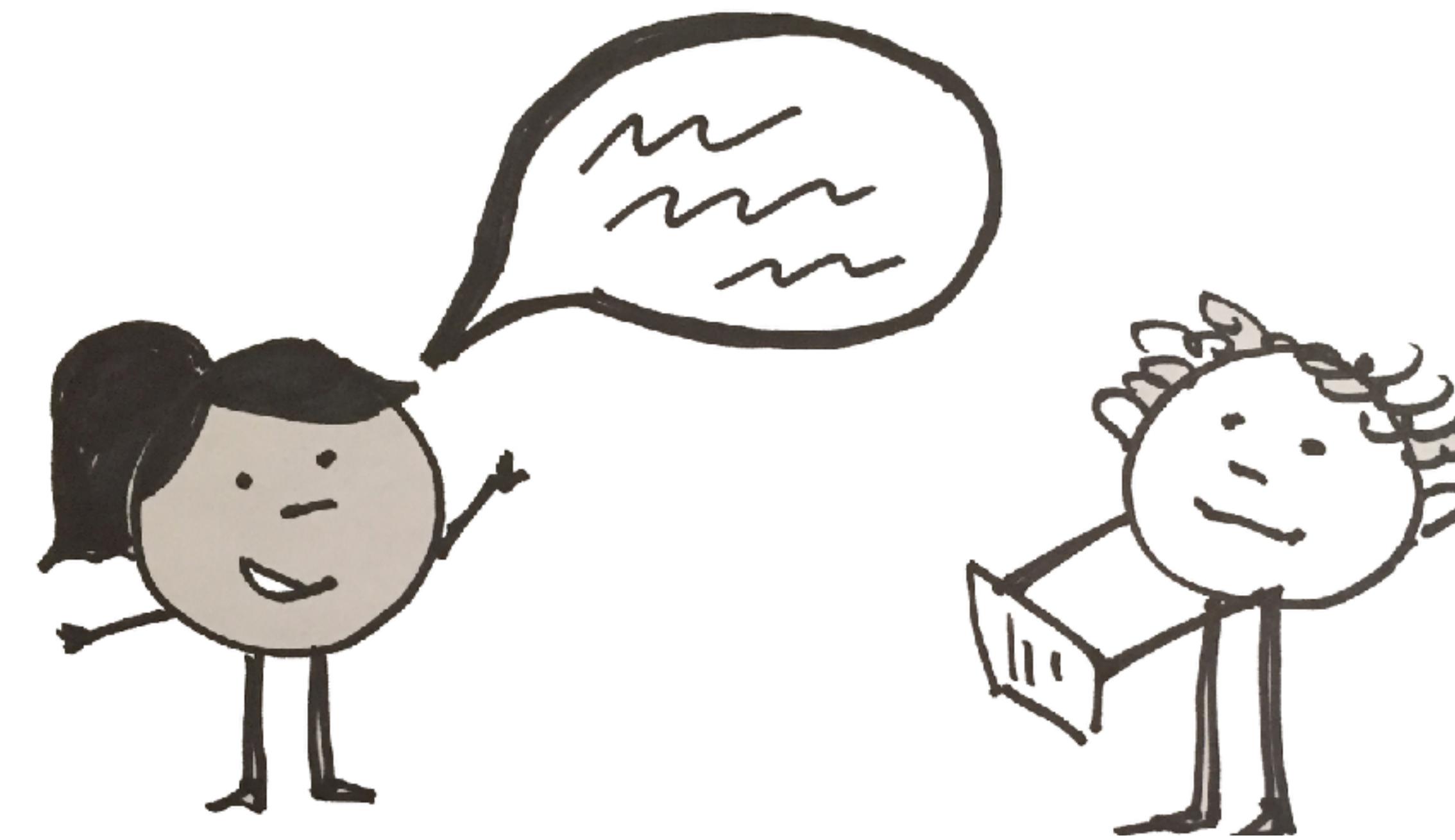
Relentlessly focused on making people's lives better and truly meeting their needs and desires by understanding why

When we design it's not about you or me

we don't have the answers



We talk to people to find
out what they need and
why



Get the stories out

- Tell me...
- What happened the last time?
- Can you show me?
- Why was that?
- How did you feel?
- Why?



avoid the woulds



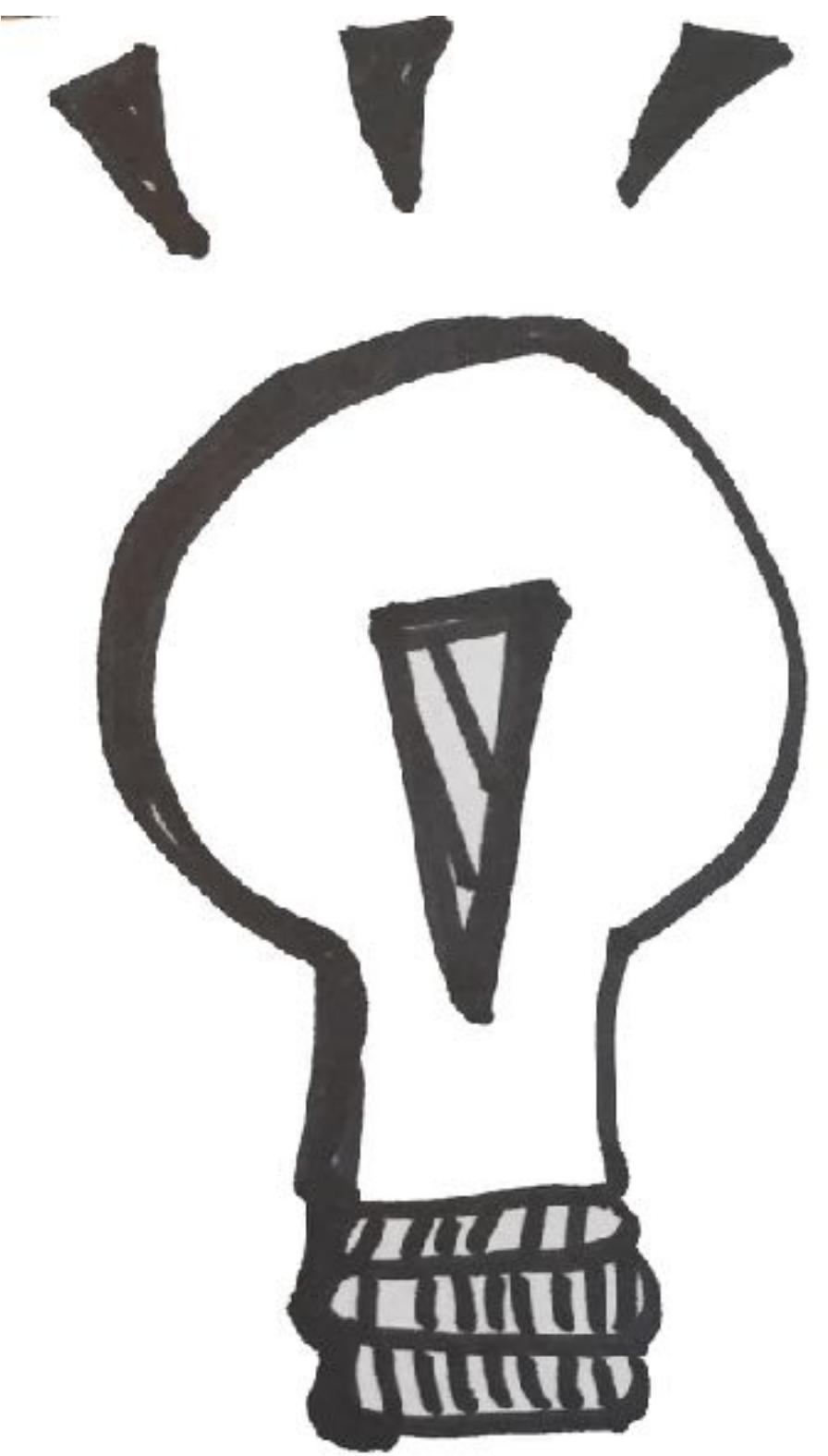
99% said they
washed their
hands

32% of men and
64% of women
actually did

do vs. say

Observe when you can

We get Insight through
empathy



**Test with target users
+ try the “Lisa” test**



**Testing with 5-8 people
will find most usability
issues**

simple is never easy

It takes many iterations to balance elegance, clarity, and intuitiveness

Magic takes:

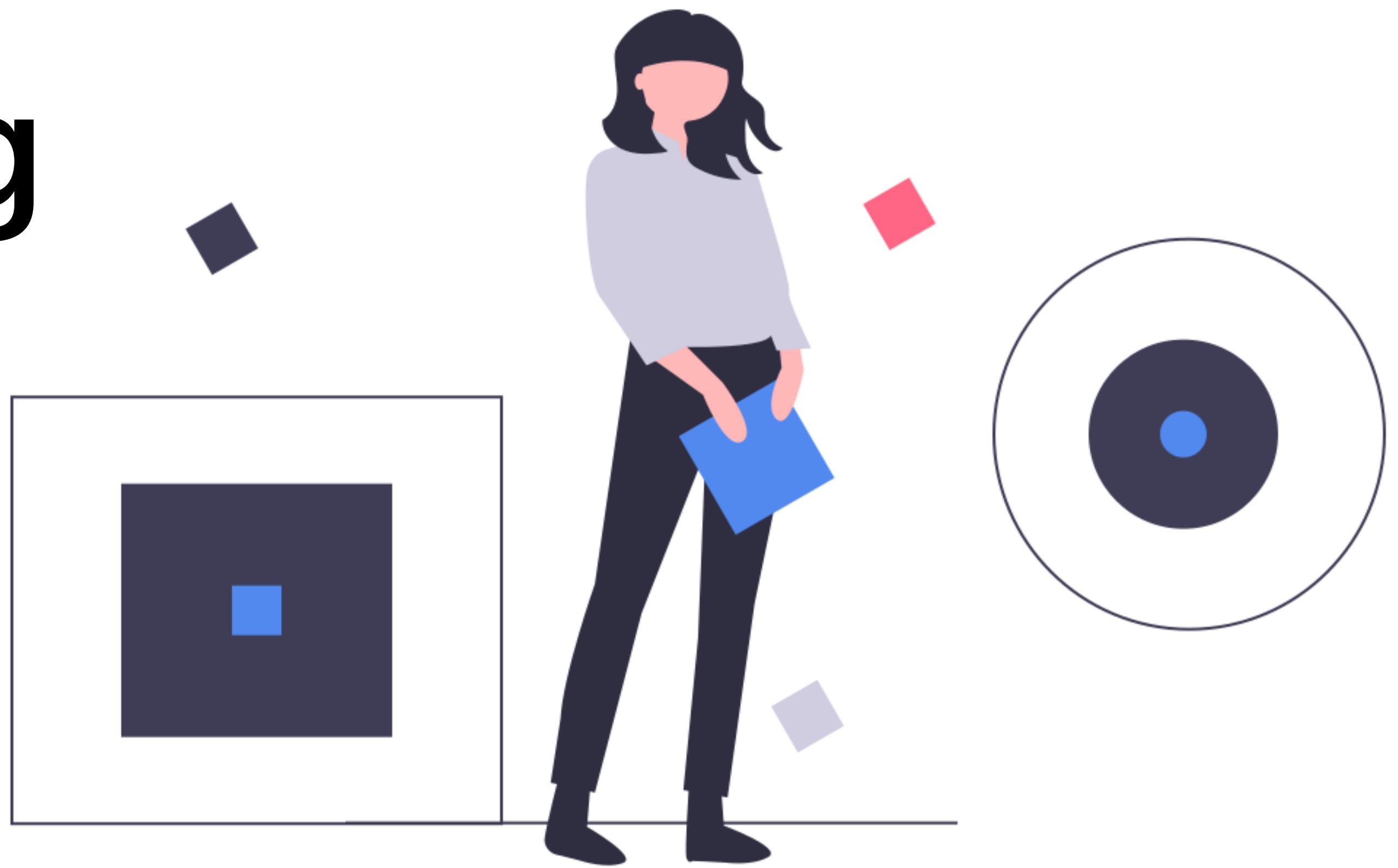
- **Years**
- **1000 people**
- **1 Billion \$**

Wired article



Photo credit: <https://www.flickr.com/photos/77423179@N02/12929003595/>

Design Thinking



Day to Day Management

Known operating process

Clear objectives

Consistent functional staff

Make existing work better

Problem dictates a predictable solution

Solutions tend to focus down into the organization

Solutions are organizationally constrained

Leading a Design Change

Unknown outcomes

Fuzzy problems

Cross-functional team

Design a new way of doing things

Outcome is unpredictable

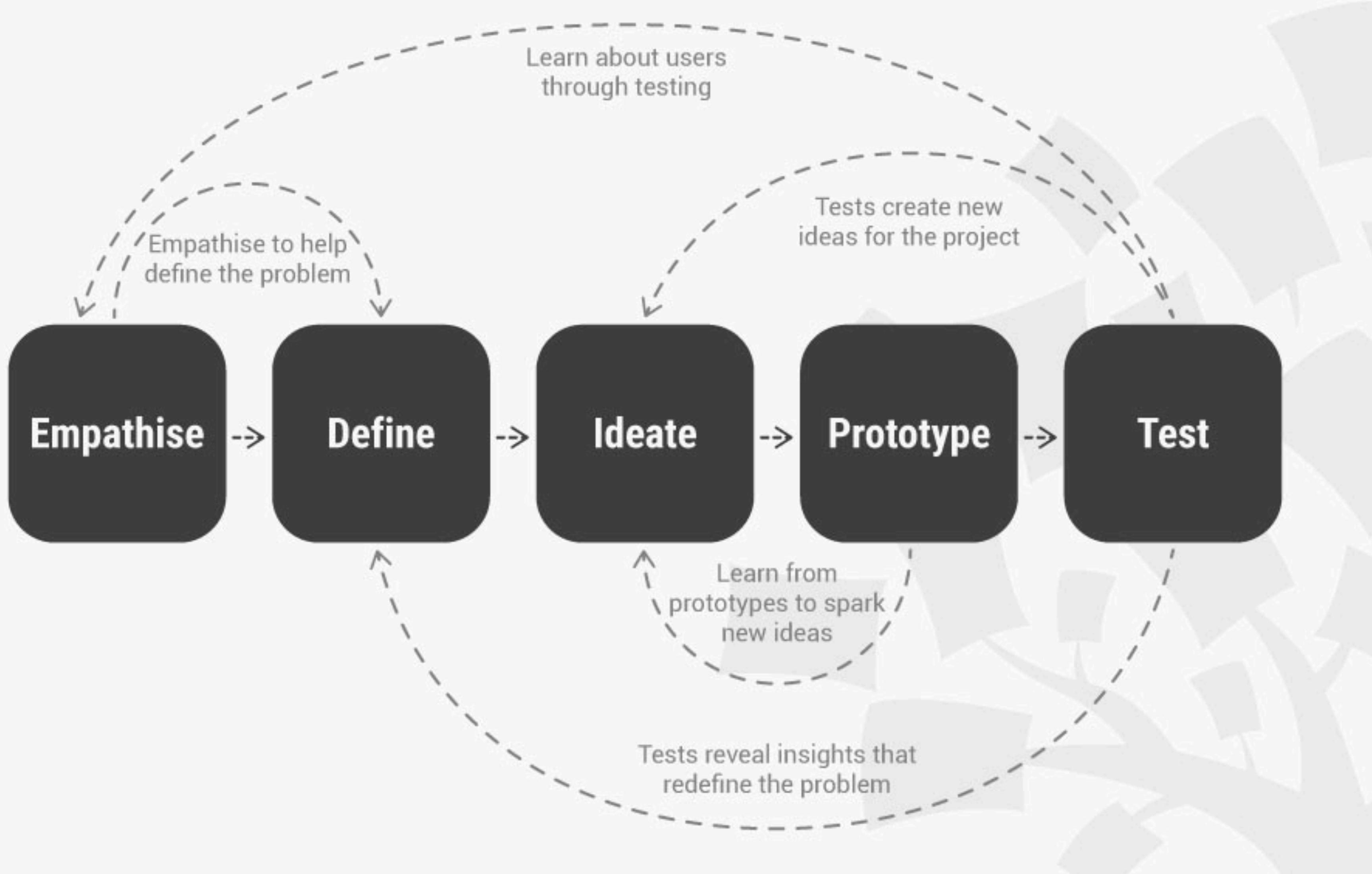
Solutions look up and out

No constraints



An iterative process to **understand the user, challenge assumptions, and redefine problems** in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. It is a way of thinking and working as well as a collection of hands-on methods.

DESIGN THINKING: A NON-LINEAR PROCESS

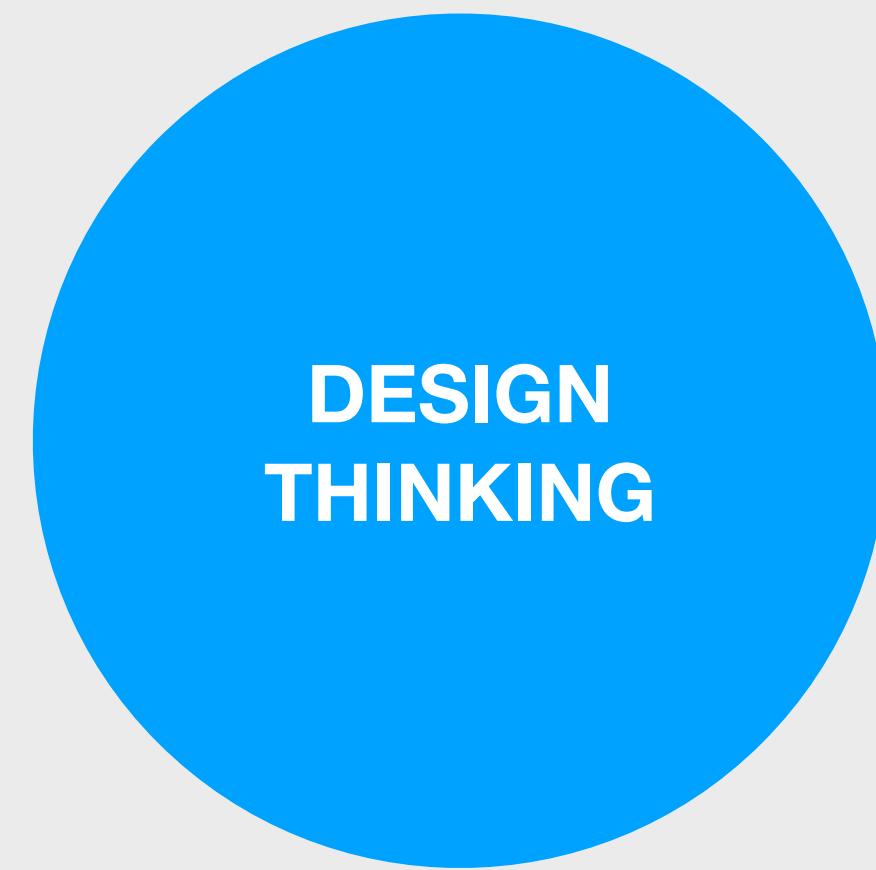


Don't jump to the solution.

**Look at the problem from
different perspectives**

Reframe the problem

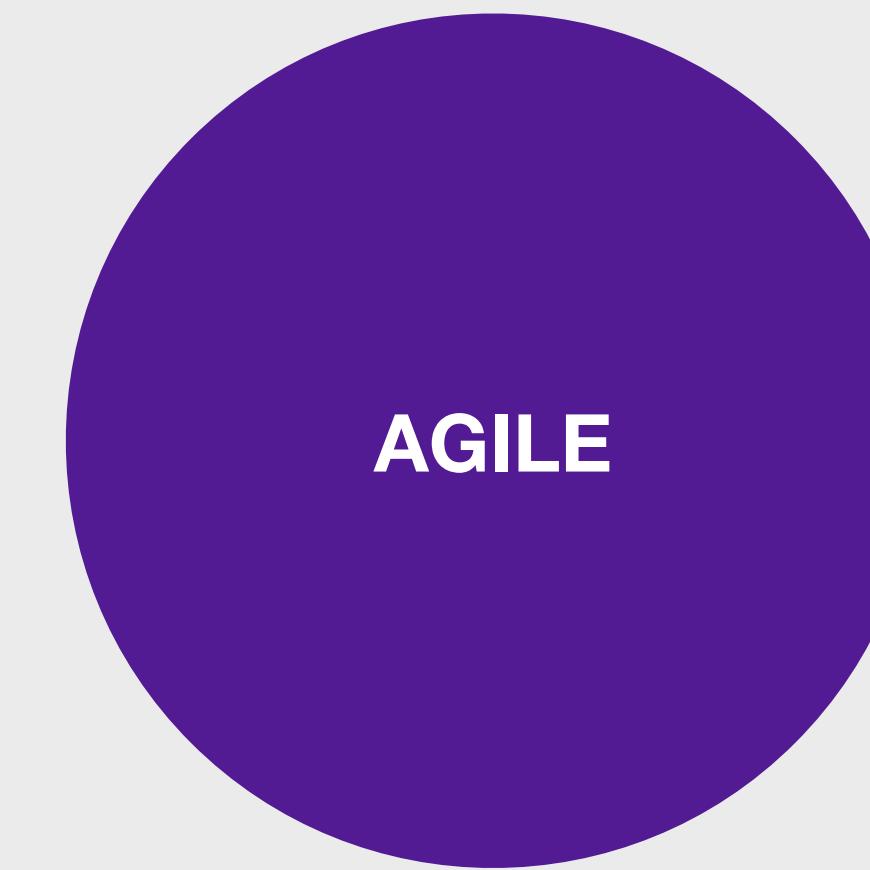
Tablets vs. Space



+



+



Explore the problem

Build the right things

Build the thing right

+ always finding better ways



Tips



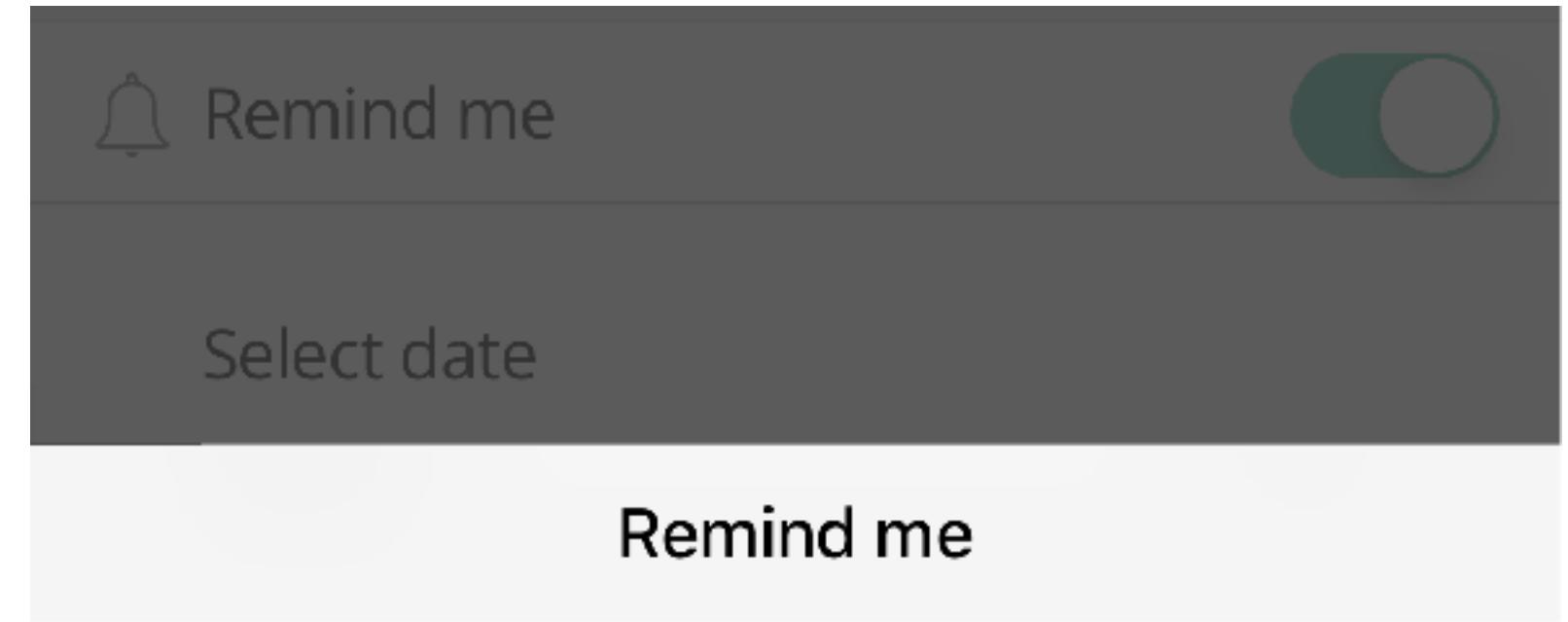
Get to core value right away!



One clear action

**No one reads anything - make it
simple, clear, concise + scanable**

Design for the least cognitive load



Give it breathing room -
white space makes it easier
to consume

Words matter

Second Named Insured?

(SNI)

Yes

No

Can Jane cancel the policy?

(Second Named Insured - SNI)

Yes

No

**Instill confidence + help
users recover easily**

Help Me!

I can't work, come find
me when you have a
minute

Solve in
simplest way



People first, not technology

**Leverage what you know about
your user - do it for them**

**Look for friction points - remove
them, reduce the barriers**

**Designs should speak without
color (contrast is important for
accessibility)**

**Do not rely on color alone - always
have a secondary indicator**

**Form fields should have
labels outside of the field
(they can start inside)**

Remember empty states - what happens the first time when there is no data

Good visual hierarchy

Design for 80%
(not the extreme edge cases)

The good news is that examples of
thoughtful design are all around

Books + links that will help you make better experiences

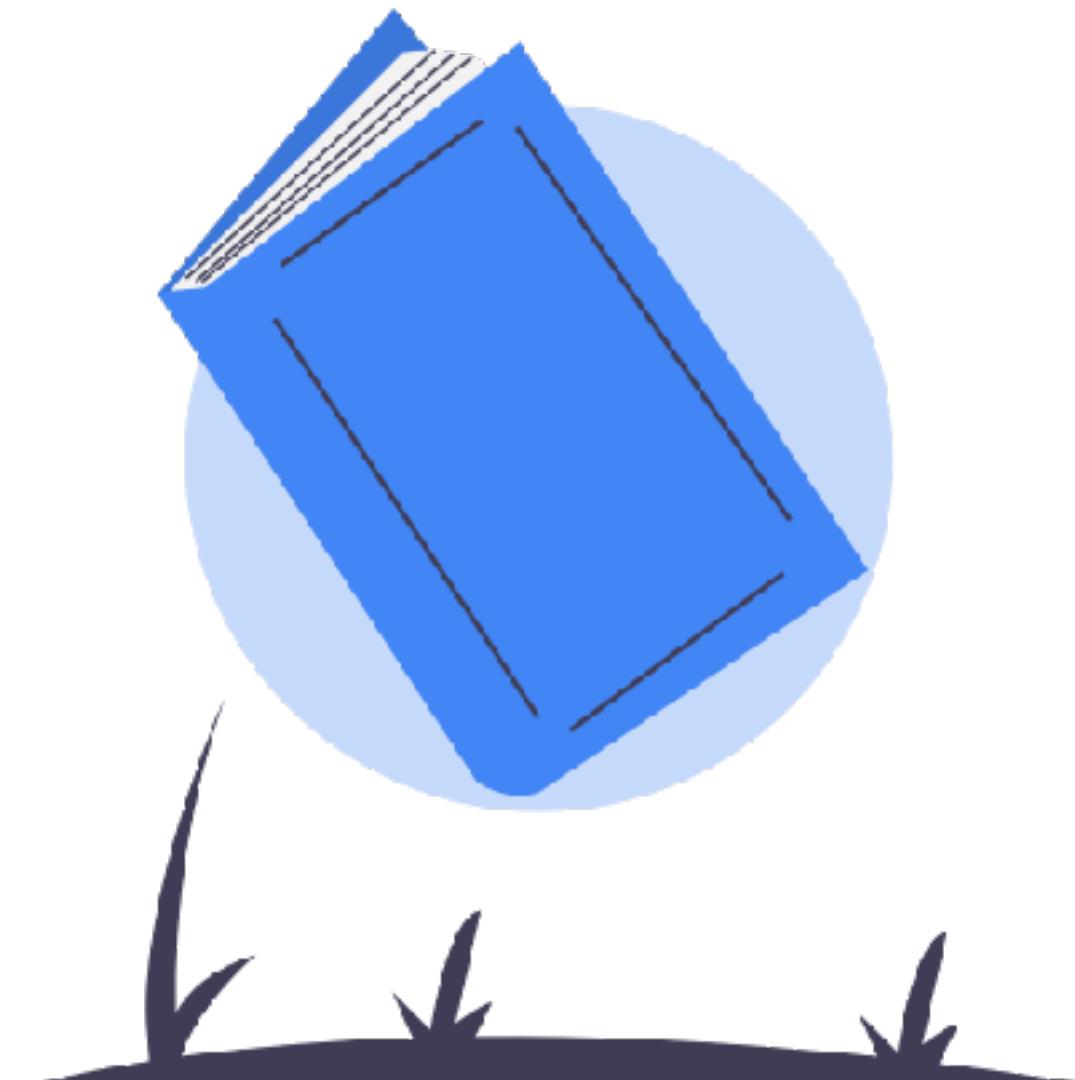
- DON'T MAKE ME THINK - STEVE KRUG
- LEAN UX - JEFF GOTHELF AND JOSH SEIDEN
- USER STORY MAPPING - JEFF PATTON
- LEAN CUSTOMER DEVELOPMENT - CINDY ALVAREZ
- MISBEHAVING: THE MAKING OF BEHAVIORAL ECONOMICS - RICHARD H. THALER
- MAPPING EXPERIENCES - JAMES KALBACH
- PLATFORM GUIDELINES (IOS + ANDROID)

<https://www.interaction-design.org/literature/topics/design-principles>

<https://www.interaction-design.org/literature>

<https://firstround.com/review/>

Sign up for newsletter <https://grasshopperherder.com/>



Questions



Credits



- Icons from TheNounProject:
<https://thenounproject.com/>
- Illustrations from unDraw:
<https://undraw.co/>
- Hand drawings done by me -
Nicole Capuana

Thanks!