

UX DESIGN WORKSHOP

Welcome.

Get into groups of three people on tables next to each other.

This will be your design team for the day.

UNIVERSITY OF GREENWICH 2022

UX DESIGN WORKSHOP.

Hi, I'm Chris

@chrishow



I design at
Clearleft



Activity

Take 3 minutes to find 3 things you have in common with your team.

Try to get beyond the obvious.

Nominate one person to share with the room.

Activity

Post-it[®] note portraits.

Draw the person to your left.

Add their first name to your picture.

You have 2 minutes.

By the end of today you will have . . .

- Followed a UX / UCD / design thinking process
- Turned your research into design guidance
- Framed the problem to solve
- Generated a range of imaginative ideas
- Pitched your ideas

How we'll do this

In your teams we'll tackle a fun design challenge through practical activities.

It will be rapid but stick with it.

The shape of the day

1.

What is UX
design?

2.

Analysis &
synthesis

3.

(Re) Framing
the problem

4.

Mapping the
system

5.

Content
requirements

6.

Ideation &
prototyping

7.

Pitching your
idea

1/7

WHAT IS UX DESIGN?



One definition

User-centered design (UCD) is an iterative design process in which designers focus on the users and their needs in each phase of the design process.

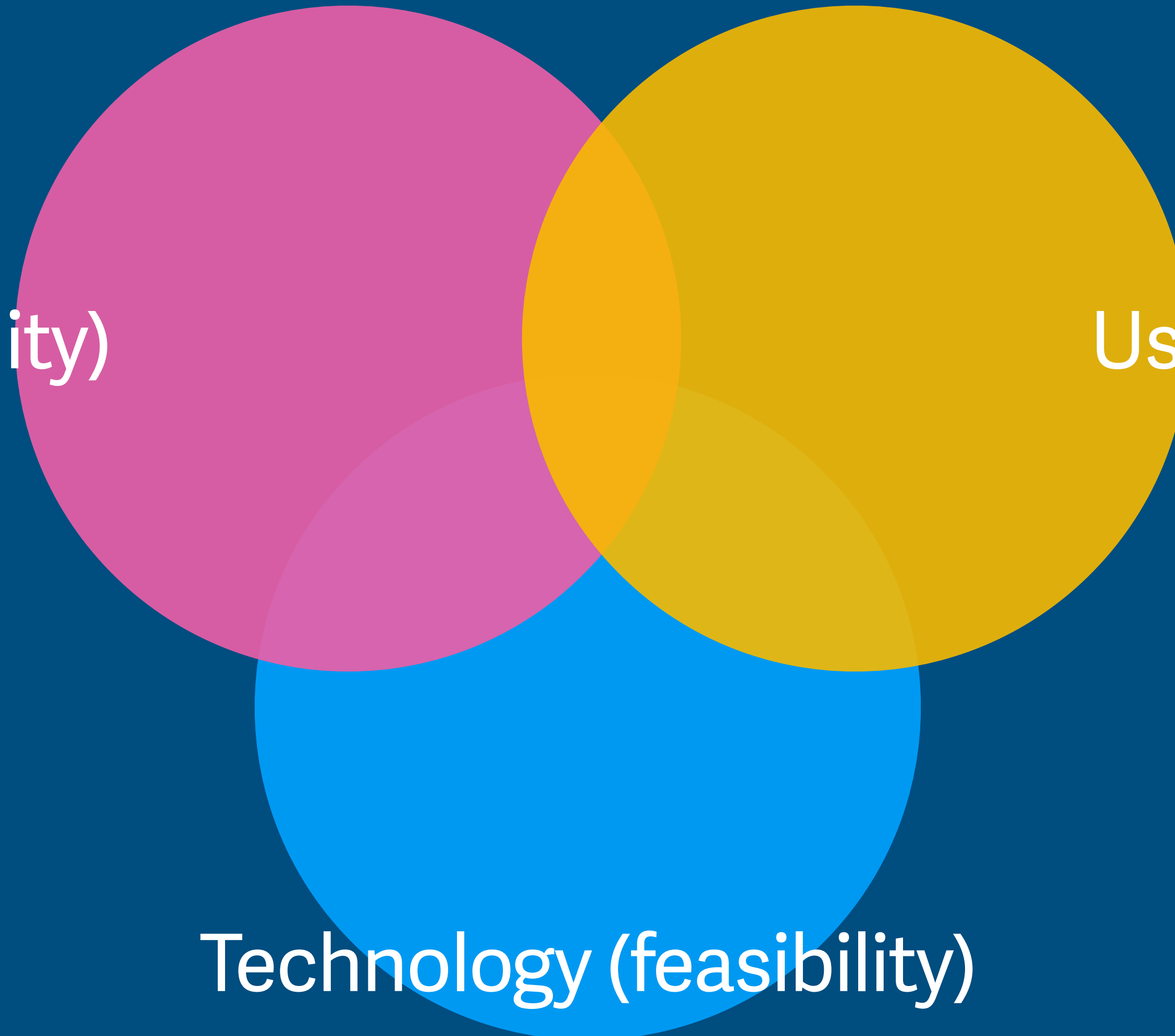
UCD calls for involving users throughout the design process via a variety of research and design techniques so as to create highly usable and accessible products for them.

Three factors

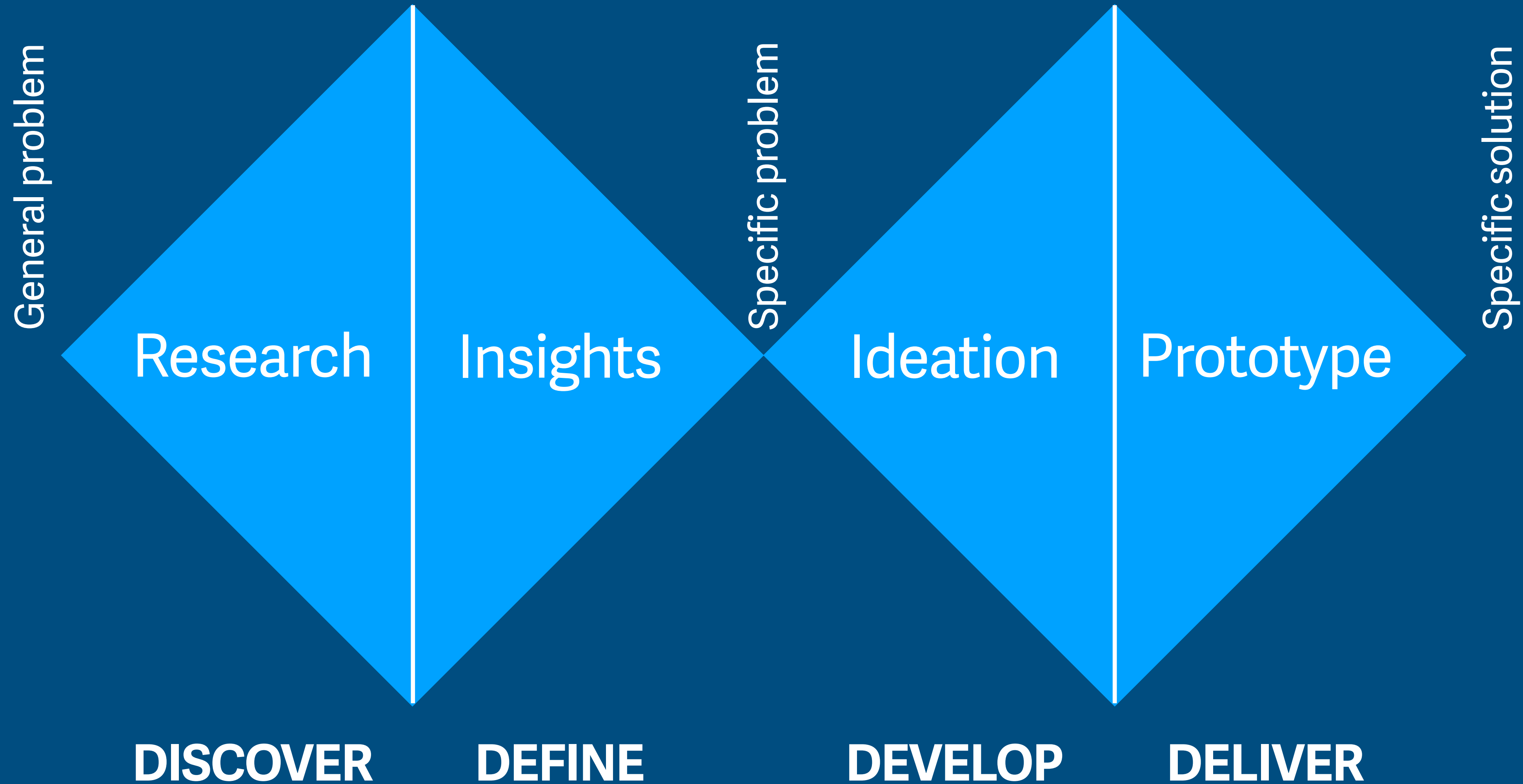
Business (viability)

User (desirability)

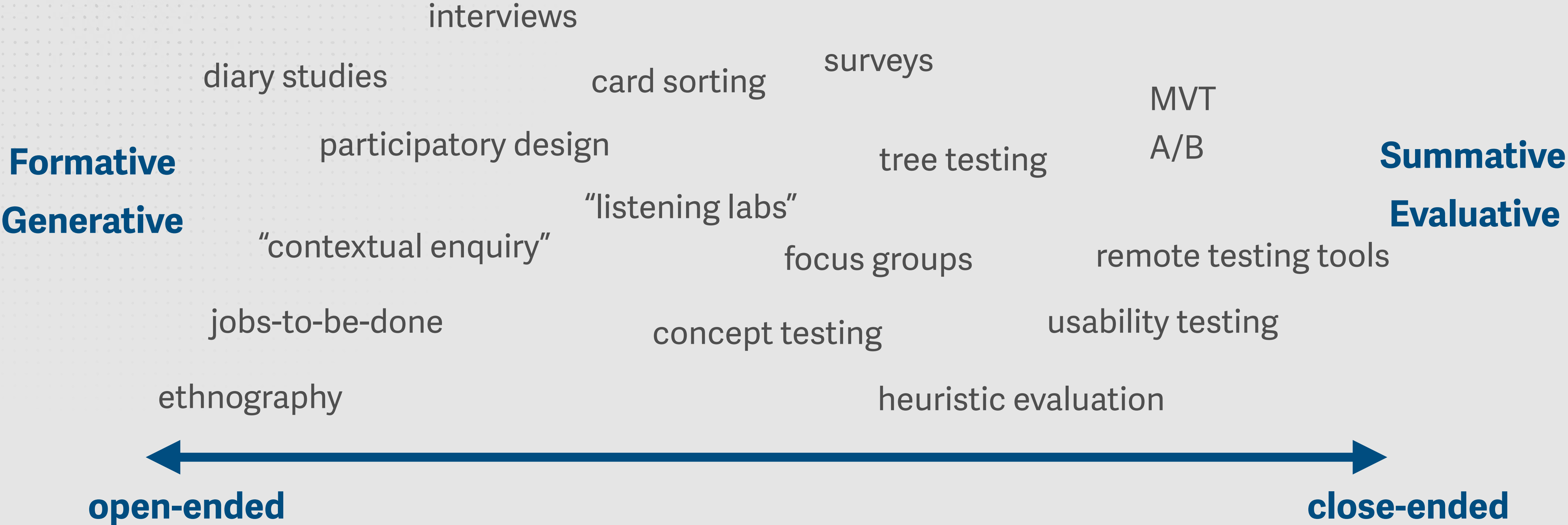
Technology (feasibility)



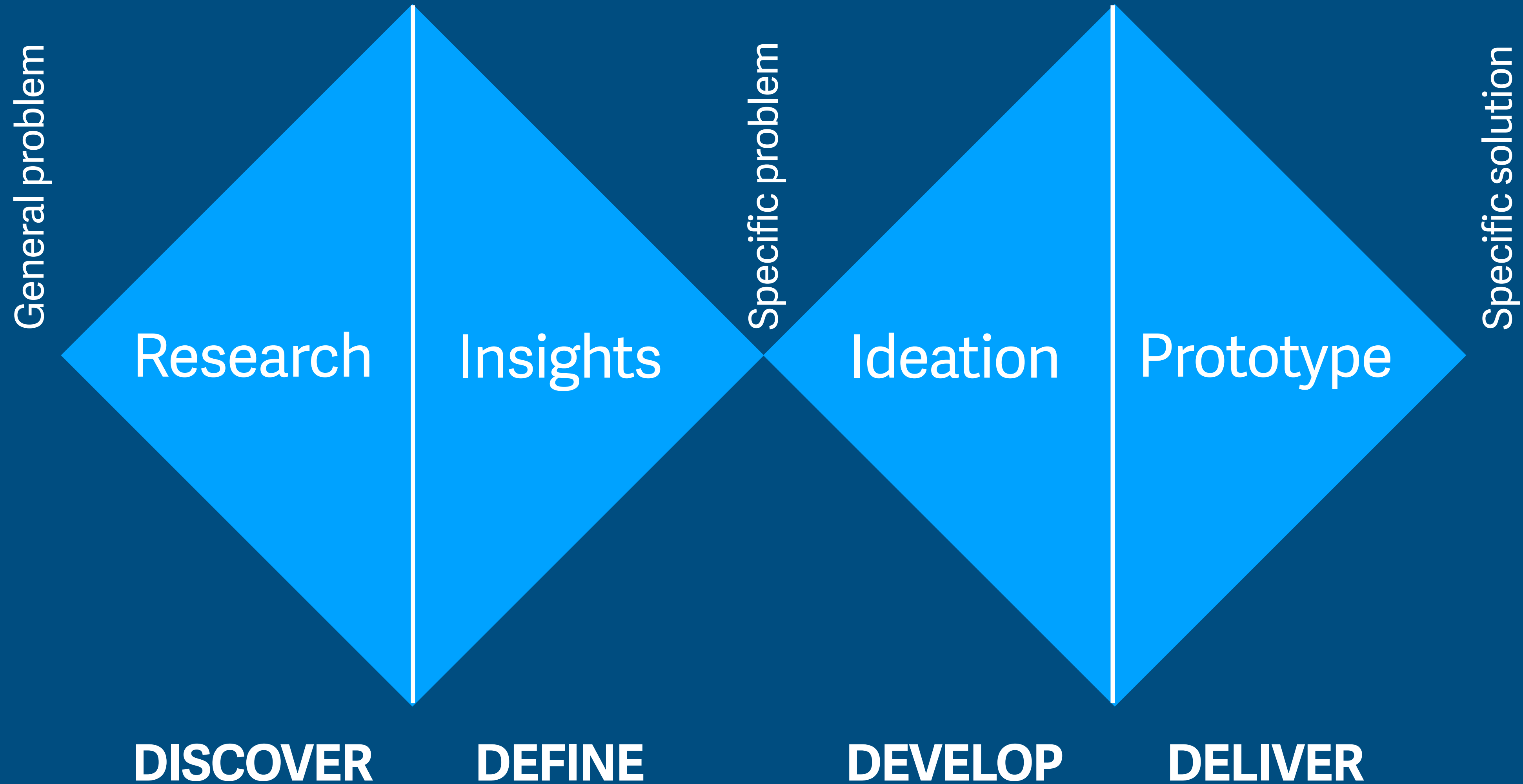
Double diamond



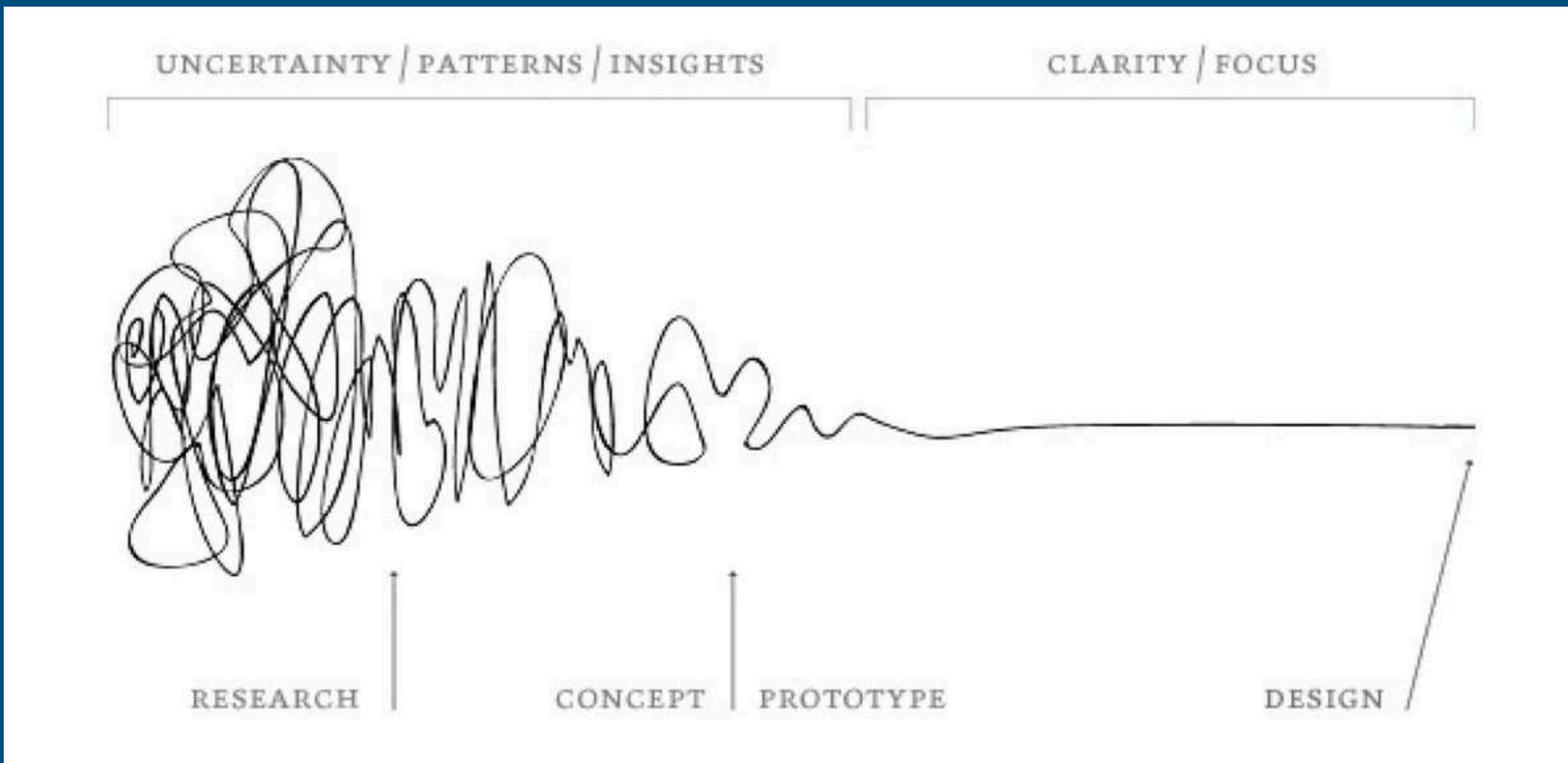
What kind of research?



Double diamond



The design squiggle





PAY PARKING HERE

TOWNSVILLE HOSPITAL
CAR PARKING FEE OPTIONS
\$5 FOR 24 HOUR PASS
\$10 FOR 7 DAY PASS
A \$50 3 MONTH PASS
IS AVAILABLE FROM THE
CASHIER'S DESK IN THE
MAIN FOYER

STEP 3
CHOOSE MULTI USE PASS



Press For Assistance

STEP 2
INSERT TICKET



STEP 1
60 MINUTES FREE PARKING
PAYMENT NOT REQUIRED
USE ENTRY TICKET TO EXIT

STEP 5
COLLECT TICKET
↓

↑
COLLECT TICKET

INSERT COIN
INSERT CARD
ACCEPTED CURRENCY
CREDIT CARDS
VISA & MASTERCARD ONLY

STEP 4
PAY FOR YOUR PARKING

INSERT NOTE
\$5 \$10 \$20 \$50 \$100

COLLECT CHANGE

SCHENKELMANN

EU Settlement Scheme

Submitted: 09 August 2019

Unique application number:
3434-7393-4901-0565

Provide requested evidence or photos

[▶ If you want to withdraw this application](#)

EU Settlement Scheme

Submitted: 03 April 2019

Unique application number:
3434-4638-0043-1603

Provide requested evidence or photos

[▶ If you want to withdraw this application](#)

Choose a different application



Pittsburgh Arts Centre

Enter the registration number of the vehicle

Registration number (number plate)

For example, CU57ABC

Continue

[Home](#)

Service

Thank you

Please join the NHS Organ Donor Register.

If you needed an organ transplant would you have one? If so please help others.

[Join](#) or [Find out more](#)

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In summary – UX design

- Uses design to investigate and solve problems
- Finds imaginative solutions to identified needs
- Creates elegant human-centred solutions
- Goes beyond the obvious



“Design thinking can help us chart a path into the future.”

Tim Brown

Activity – framestorming

What questions do you have about UX Design?

3 minutes.

1 question per Post-it[®] note.

Recap on last week

What was your research question?

What research did you do?

What format is the research in?

Today's design challenge

You've just been employed by a new startup. The CEO is focused on minimising single-use plastic bottles, and they are open to developing new products, or services to support their vision. You will also have to think about how this product/service generates revenue for the company.

Today, you will take the insights from your research and following a design process turn these into an imaginative solution to pitch to the CEO.

Your design solution will need to be good for the user, as well as for the business.

2/7

ANALYSIS & SYNTHESIS



Visualise your findings



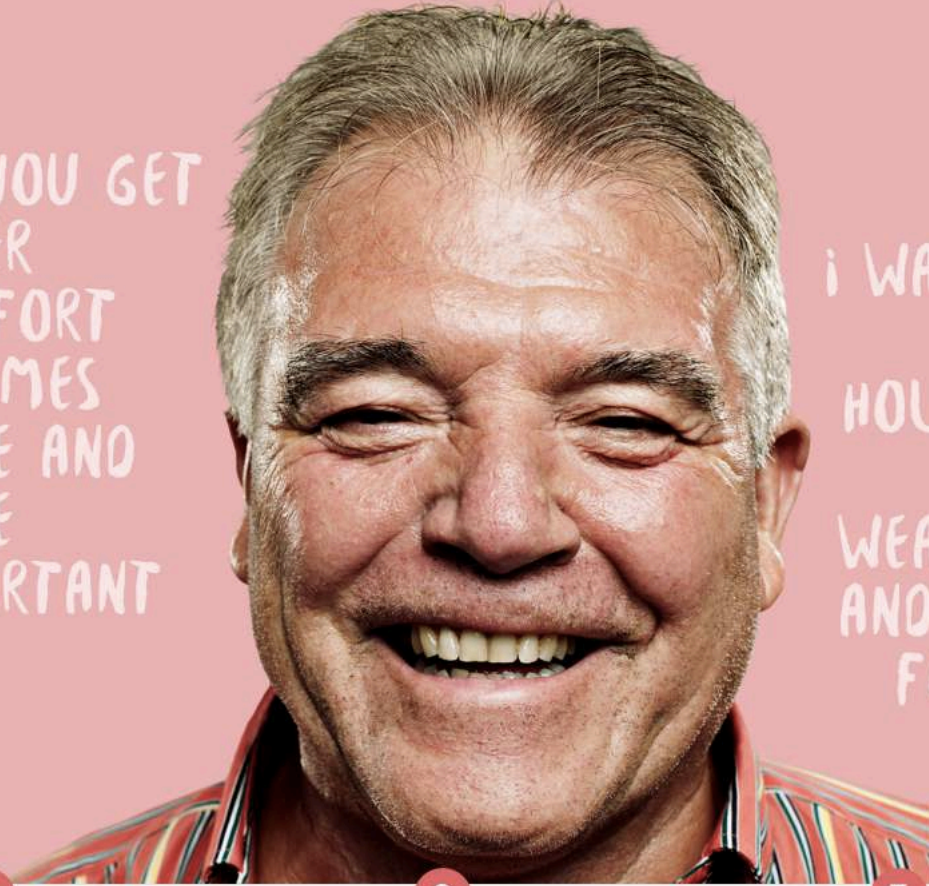
Personas

The image displays four vertical panels, each representing a different customer persona for Virgin Holidays. Each panel has a distinct background color and contains the following elements from top to bottom: the Virgin Holidays logo, a title describing the persona in a cursive font, a horizontal line, the name and age of the persona, and a portrait of the persona.

Persona Title	Name and Age
<i>The budget bound experience seeker</i>	Maya, 29
<i>The apprehensive parent</i>	Hannah, 33
<i>The family memory maker</i>	Andy, 46
<i>The detail driven comfort hunter</i>	Colin, 59

Personas

“AS YOU GET OLDER COMFORT BECOMES MORE AND MORE IMPORTANT”



I WANT A SAFE HOLIDAY, NICE WEATHER AND NICE FOOD”



The detail driven comfort hunter

Colin, 59

Property Manager, Romford Essex

1

Seek comfort

Colin is all about luxury and Comfort. Colin and his wife have travelled a bit over the years and have decided that comfort is more important to them now they're getting a bit older. They have experienced a luxurious holiday before (on a big anniversary) and now won't accept anything less.

2

Find out the details

He wants to know the detail so that he can make sure he'll be as comfortable as he can be. He's a driven researcher and will ask people questions on social media to make sure he has the full, up to date picture of the room and hotel facilities.

3

Channel hop to get the best price

Once he has found a few holidays he's interested in he will spend time comparing across sites to see if he can get the same holiday for a better price, he will also visit the same provider across channels to see if he can get a deal that way.

4

Gain confidence about destination safety

When choosing a destination he is conscious of world events and health risks - he will reject possible destinations if he feels it may be 'unsafe'. Doing his 'homework' helps him to feel secure in his choices.

5

Plan and book holidays regularly

He plans and books his holidays on an annual cycle. They aim to be on holiday the same time each year - their birthdays and wedding anniversary.



Colin, 59

Property Manager for a small firm

Budget flexibility



Comfort seeking



Destination flexibility



Date flexibility



Detail driven



Device usage

Research



Booking



Colin likes to look for holidays on the desktop or his laptop (if it's already open), he prefers the bigger screen. When he finds something he wants to share, he shows Joyce on the tablet.

He always books on his desktop so that he can print the confirmation.

Lives in Romford, Essex with his wife of 30 yrs, Joyce. They have 2 grown up children, Sam (25) & Nicola (28). Sam has just moved back in after finishing University.

Colin and Joyce have travelled on long haul package holidays quite a lot in their 30 years together. As they've got older (and the kids moved out) they've found they can take more holidays. They prefer long haul holidays and travel on them regularly (2-3 times a year).

They like to have their holidays for the year planned in early so they've got something to look forward to. They like the excitement of long haul travel - seeing new places and experiencing new cultures. They associate long haul with good customer service - they want the best service available.

Goals & needs

- I want as much luxury as I can get within our budget - we deserve it
- I want a holiday planned in - I want something to look forward to
- We know what we like, we want to repeat that somewhere new.
- I want to know the detail, so that I can make sure the service levels available meets my expectations
- Customer service, good food and dining choices are very important to me, I need to know the details about these before I can choose a holiday.
- Seat comfort, leg room, customer service and sitting together are important for my flight choice - I know which type of aircraft I prefer.
- I want to see what MY room will be like - I want to know the detail
- I want to see the 'reality' as well as the glossy - I want the details.
- It's got to be the best price for what I'm buying - Joyce and I will work together to compare it to make sure.

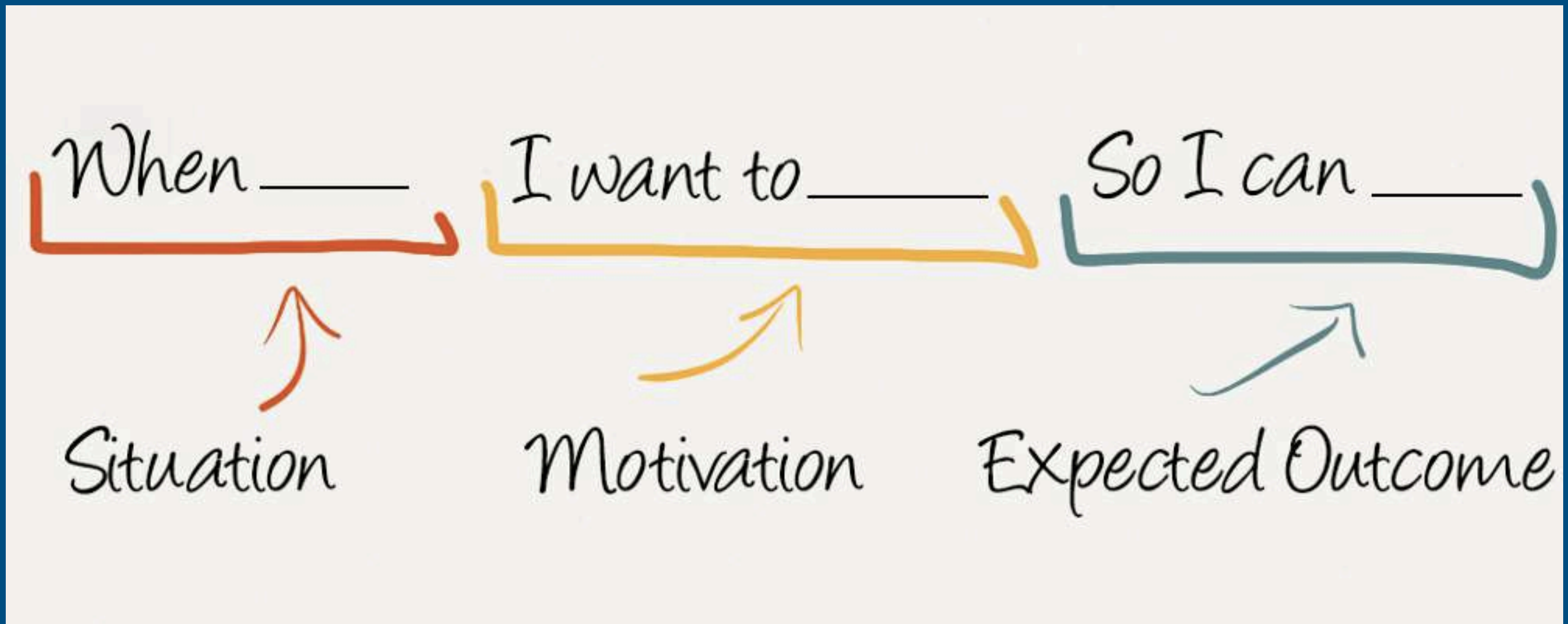
Pains & concerns

- The world is a scary place right now, is this destination safe, are there health risks?
- What's the customer service like?
- I don't trust what the site says on it's own, I want to hear from someone who has been there recently so I can find out the details that are important to me.
- The pictures aren't showing me what it's really like, I want to see the reality too (and in detail).
- I want good food, I don't want buffet style dining every night. I want to know about the restaurants.
- I want a good airline with a comfortable aircraft - I know which one's I trust.
- I don't want to be spend an 8hr flight stuck in a seat with no leg room.
- We have to sit together on the plane.
- I love luxury but it still needs to be a good deal, I have a price range to stick to.
- Can I get the same holiday somewhere else cheaper?

“AS YOU GET OLDER COMFORT BECOMES MORE IMPORTANT”



Job statements



User journey map

GUIDING PRINCIPLES

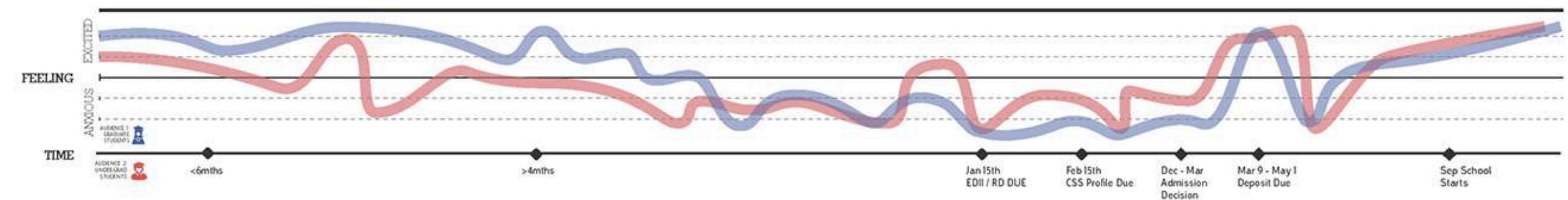
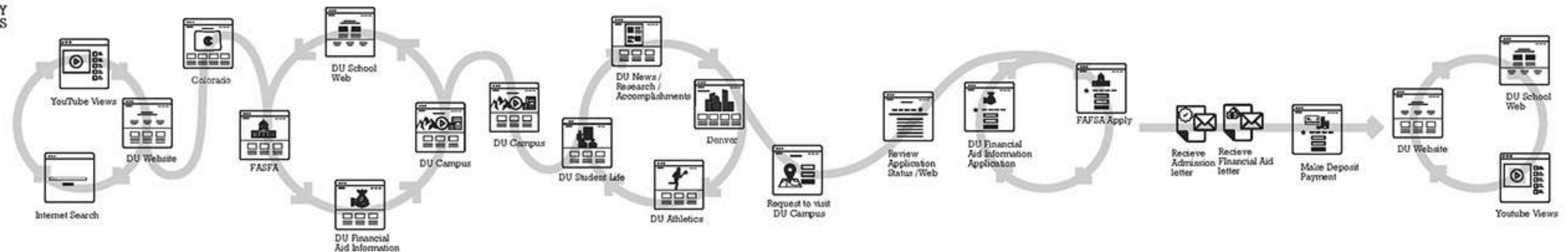
Simple & Guided People choose to go to a college website because it is convenient, affordable and helpful.	Connected & Communal College request information is the beginning of the process. User should feel connected to the school.	Attentive & Personal Prospective students have a need to be supported and interacted with during the visits.	Crafted & Efficient Students who want to apply want a clear and efficient process.
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EXPERIENCE MAP



KEY ACTIVITIES



STUDENT QUESTIONS	How much is it going to cost / What am I going to get?	Can I afford it? Can I get financial aid?	What is it like at DU? What should I study? How is DU unique?	I want to check the place out. How do I visit?	Is this the place for me? Should I apply?	Where should I apply? Common App? Pioneer App? Do I need to submit any other work?	How long will it take to know? Did I get in?	I got accepted! When do I have to accept?	Accepted Deposit is in. What is next?	What is the first day going to be like?
STUDENT FEELING	• I am excited to find where I belong • Will I be able to afford it? • I don't want to make the wrong choice	• It's hard to trust college sites. Everyone is so positive • Keeping track of what is unique is confusing • Am I sure I want to even go to college?	• Website is making it easy and friendly • Keeping track of what is unique is confusing • I really am interested in this school?	• This place looks amazing! want to visit • I hope I learn more about DU • Excited to see the campus	• Applying should be easy • I hope I have all my requirements completed	• Nervous about not knowing • Excited to hear back	• Awesome what's next • I'm nervous about the first day • What do I have to move in	• Excited to be successful	• Excited to get started	

OPPORTUNITIES

GLOBAL	VISTING / APPLYING / FINANCIAL AID	POST ACCEPTANCE / DEPOSIT / ATTEND THE UNIVERSITY OF DENVER
Communicate in a clear and consistent voice to your audience • Stage : Global Offer a clear value and educational proposition	Empower audience with information that becomes actionable • Stage : Global Support audience using a path and sequence of steps	Proactively engage with accepted students • Stage : Acceptance Communicate Status of deposit at all times
Help people get what they need • Stage : Global Utilize social media to engage audience at the right time	Enable audience to plan, execute and track their visit plans over time • Stage : Visit Planning Support Audience with timeline, due dates and time countdown	Accomodate planning / moving and starting classes • Stage : Attend DU Proactively help students deal with questions / change and next steps

Empathy maps

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Written: _____

The diagram is a stylized profile of a person's head, facing right. It is divided into seven numbered sections, each with a specific question and sub-questions. The sections are: 1. WHO are we empathizing with? (top left), 2. What do they need to DO? (top right), 3. What do they SEE? (middle right), 4. What do they SAY? (bottom right), 5. What do they DO? (bottom center), 6. What do they HEAR? (middle left), and 7. What do they THINK and FEEL? (center). The 'THINK and FEEL' section is further divided into 'PAINS' and 'GAINS'. The 'DO' section has a line for 'What other thoughts and feelings might motivate their behavior?'. The entire canvas is framed by a large envelope shape.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

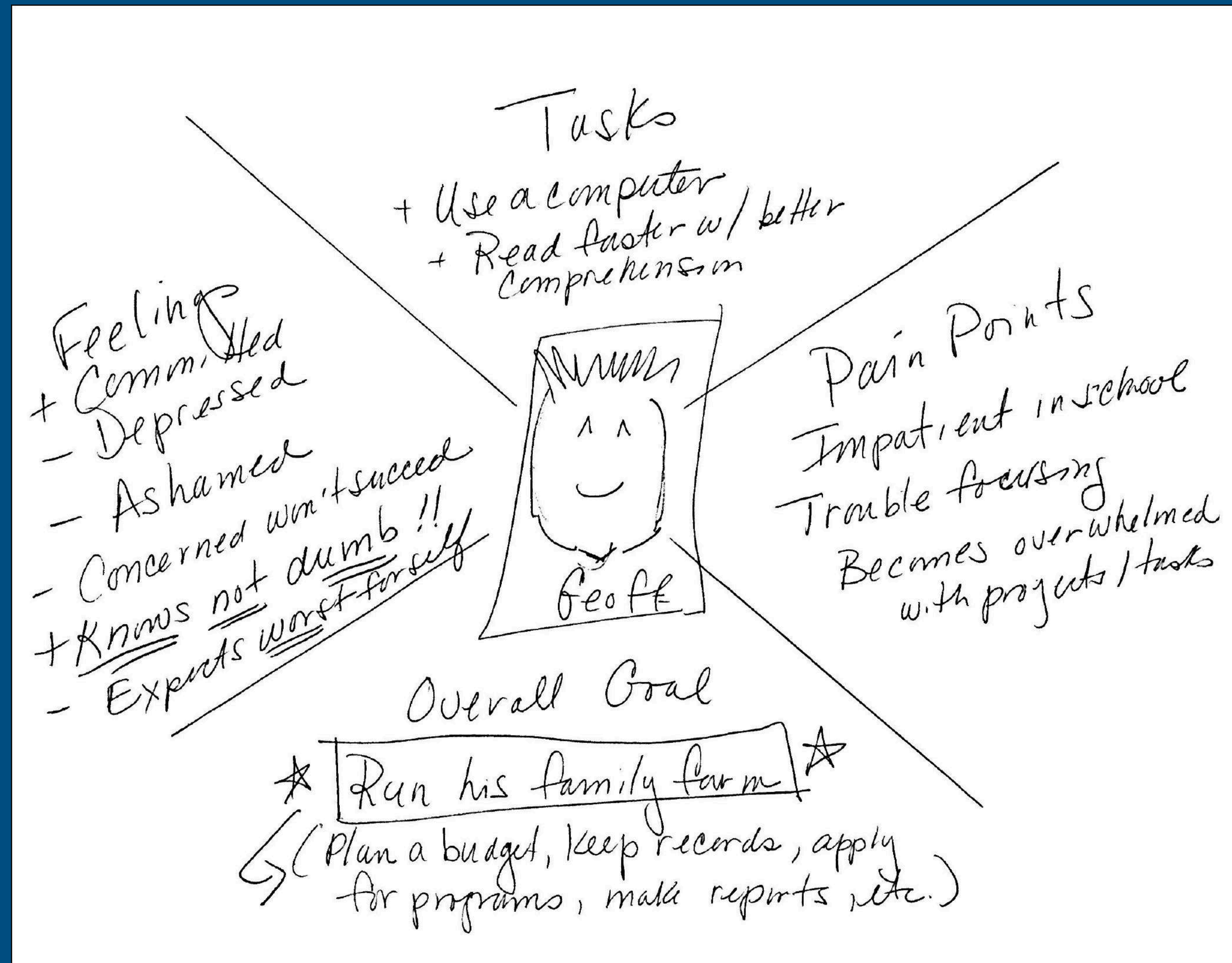
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

GOAL

Last updated on 16 July 2007. Download a copy of this canvas at <http://www.generation.com/ux/empathy-map/>

© 2017 Dave Gray, octane.com

Empathy maps



Activity - empathy maps

In your groups consider two key and different users for your solution.

These are the people you'll be designing for so make them interesting.

You have 20 minutes.

3/7

(RE)FRAMING THE PROBLEM





“Don’t look for a great idea. Look for a good problem.”

Greg Satell

Today's design challenge

You've just been employed by a new startup. The CEO is focused on minimising single-use plastic bottles, and they are open to developing new products, or services to support their vision. You will also have to think about how this product/service generates revenue for the company.

Today, you will take the insights from your research and following a design process turn these into an imaginative solution to pitch to the CEO.

Your design solution will need to be good for the user, as well as for the business.

How might we . . . ?



HMW help
passengers
make choices
and ~~decide~~ take
actions at
the right time?

HMW provide
a predictive
checklist
for passengers?

HMW...
make passengers
aware of the
choices they
have as they
become available

HMW
Make seating
allocations easier
for customers.

HMW...
ENSURE PAX
have correct
USA / ENTRY
REQUIREMENT

HMW...
Help co
underst
when to
check
the proc

Activity - problem statement

In your teams find and reframe your design focus.

Refer to your key users. Find the area of interest.

Reframe as a single 'How might we ...?' statement.

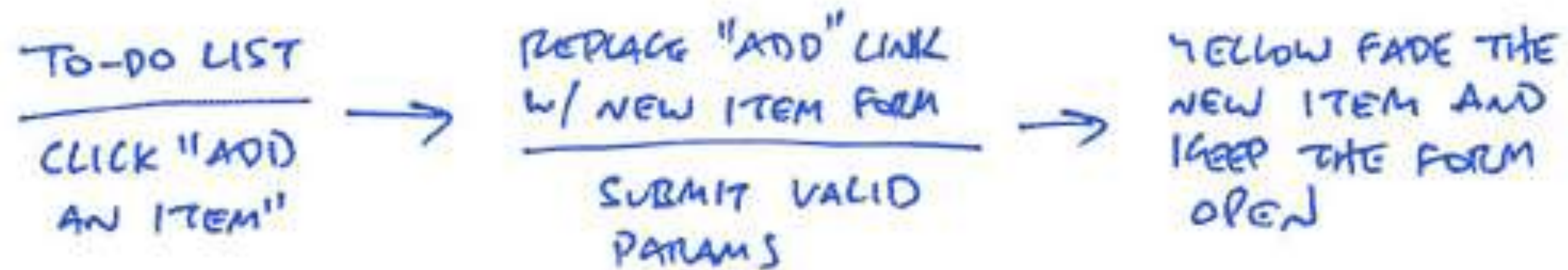
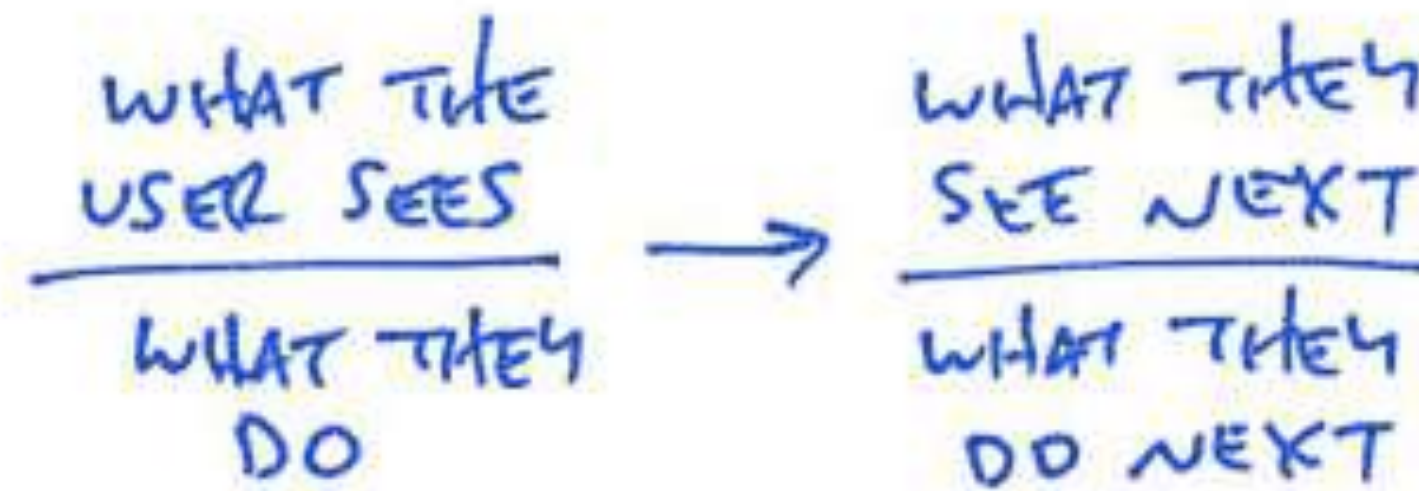
You have 20 minutes.

4/7

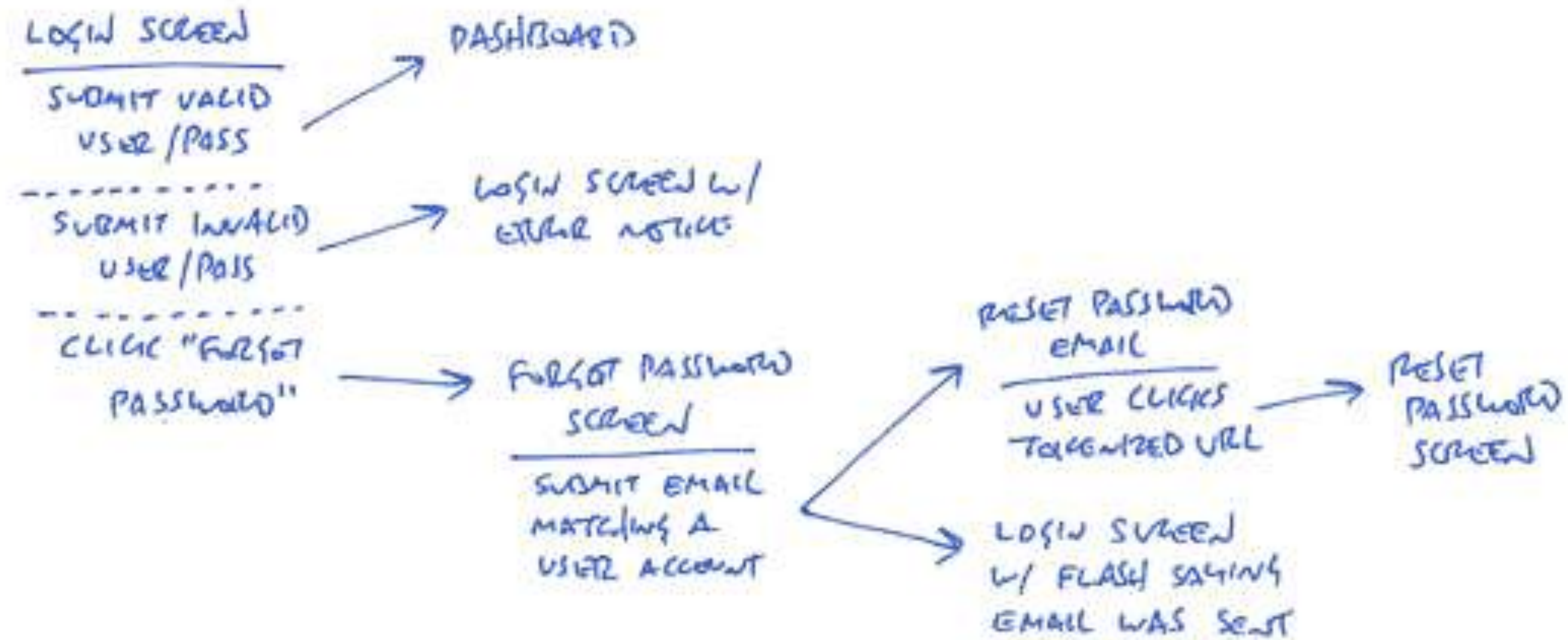
MAPPING THE SYSTEM



UI flows



UI flows



Activity – UI flows

Individually, sketch the flow through your system.

Start at the end and work backwards. Think of the key pages and touch points.

What the user sees / What they do.

You have 15 minutes.

The shape of the day

1.

What is UX
design?

2.

Analysis &
synthesis

3.

(Re) Framing
the problem

4.

Mapping the
system

5.

Content
requirements

6.

Ideation &
prototyping

7.

Pitching your
idea

Activity – free your mind

‘Intermediate impossibles’.

What’s the worst experience you can create for minimising single-use plastic bottles? What would make this really difficult or frustrating?

You have 5 minutes then we’ll share with the room.

5/7

CONTENT REQUIREMENTS



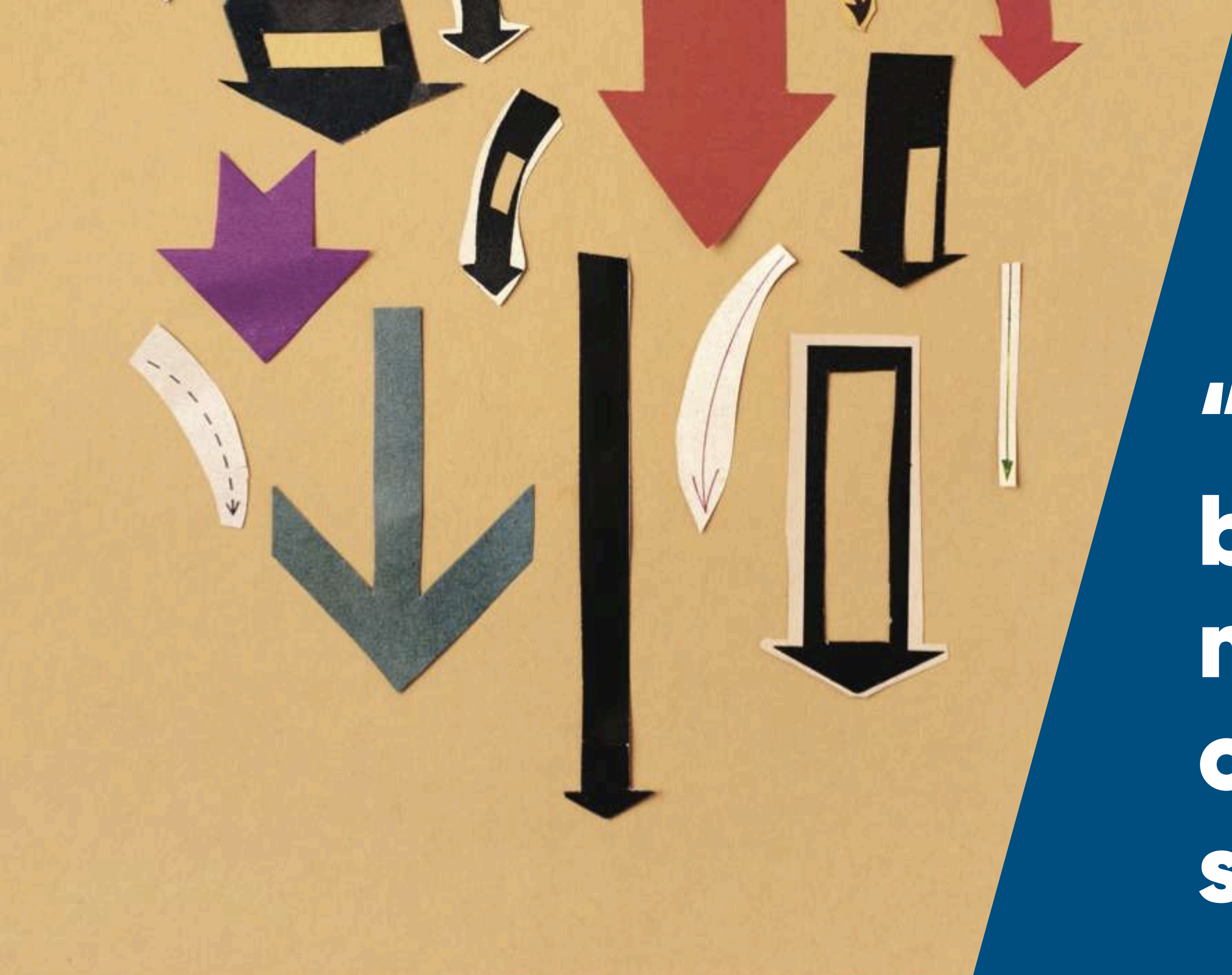
Activity – key content

What does the user want /need to do?		What do we want them to do?	
Do	Want	Do	Want

6/7

IDEATION & PROTOTYPING





**“If we only test
bottle openers, we
may never realise
customers prefer
screw-top bottles.”**

WHY WE FAIL

Learning from Experience Design Failures

by **Victor Lombardi** Foreword by Don Norman

Victor Lombardi



**“Upgrade your user,
not your product.”**

**Don’t build better
cameras, build
better
photographers.”**

Kathy Sierra

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Today, you will take the insights from your research and following a design process turn these into an imaginative solution to pitch to the CEO.

Your design solution will need to be good for the user, as well as for the business.

①
NOTES



Gather key info

②
CRAZY BS

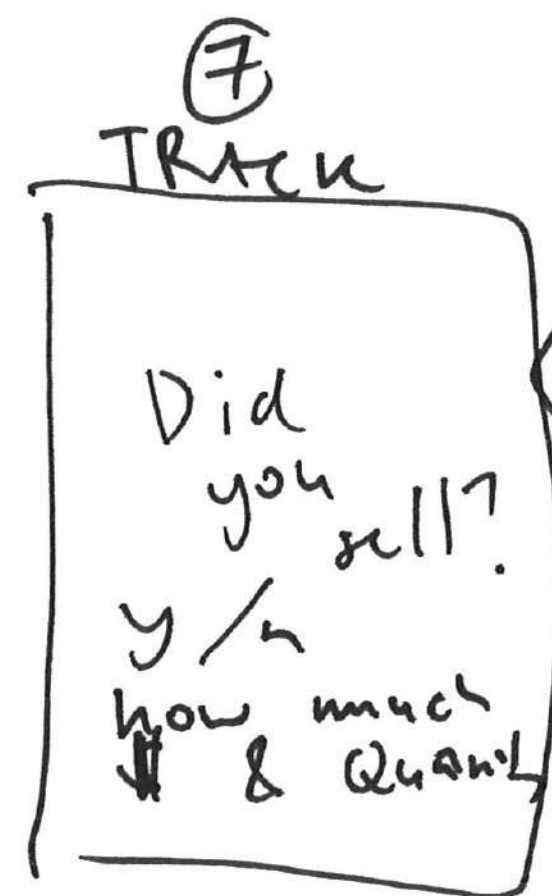
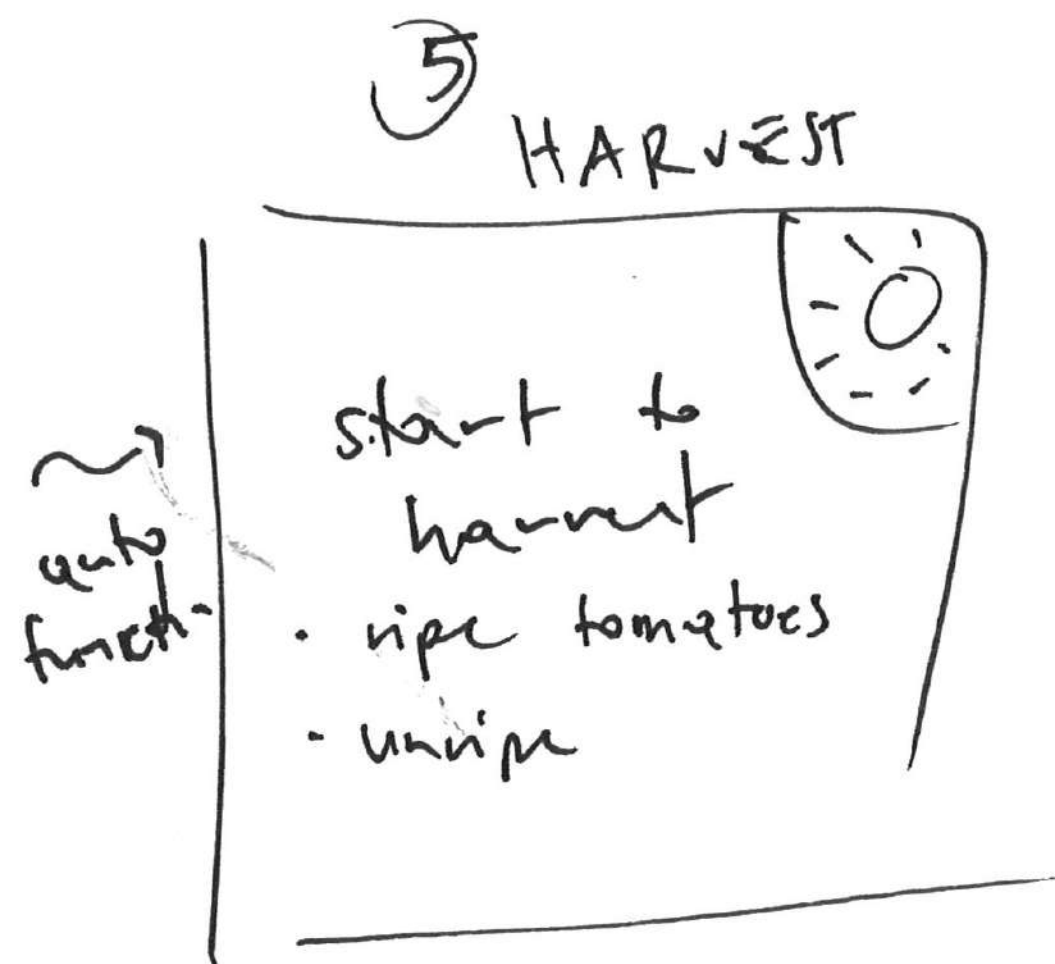
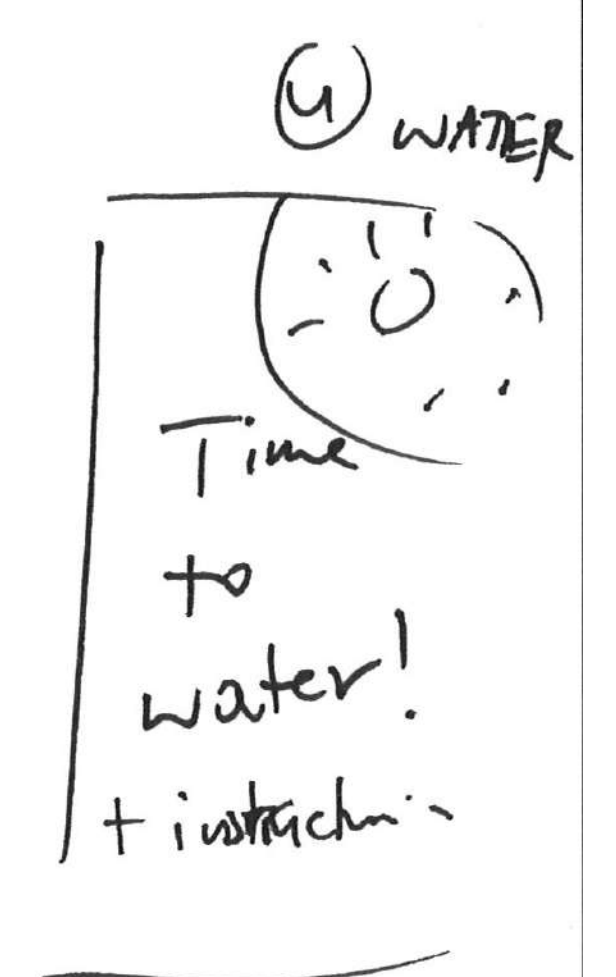
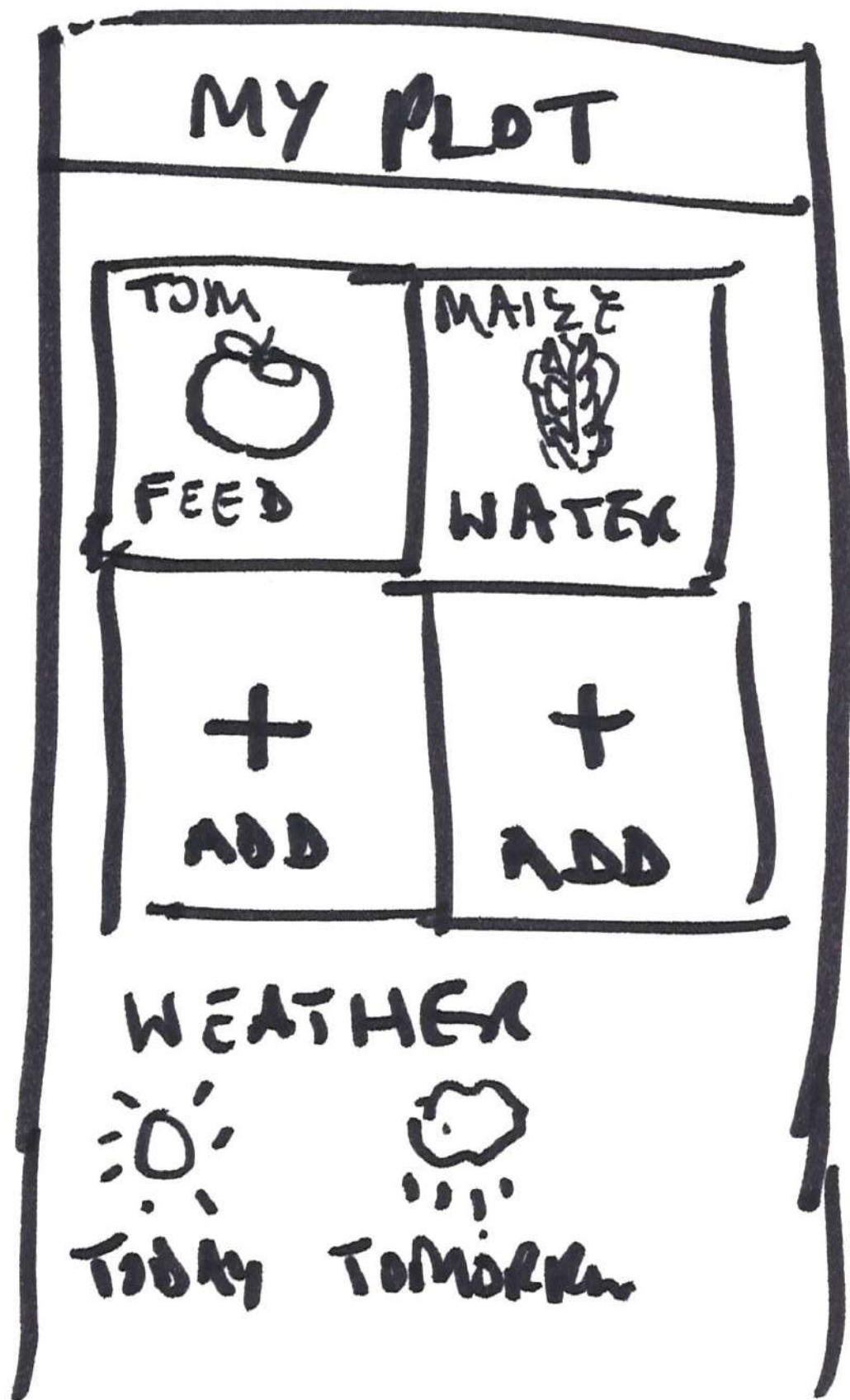


Try rapid variations

③
SOLUTION SKETCH

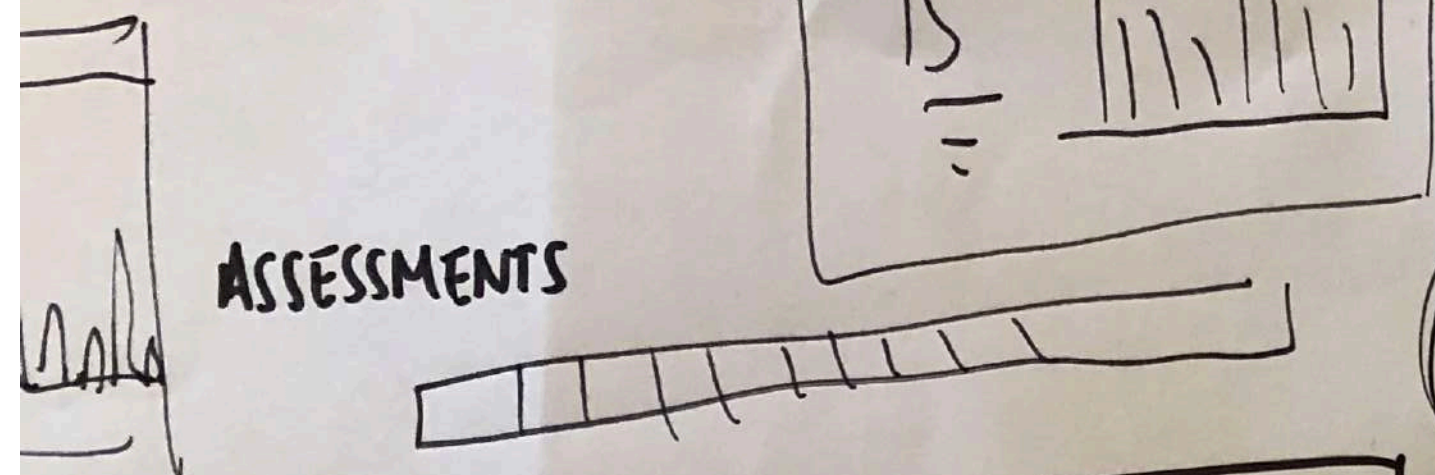


Figure out the details



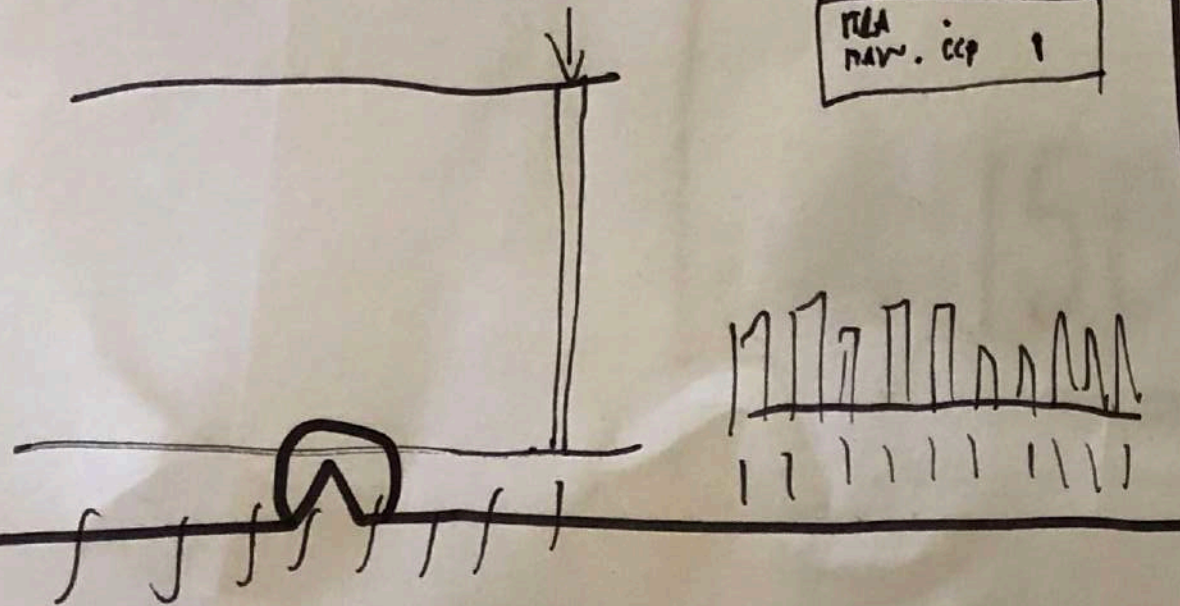
Speed = more ideas

ASSESSMENTS



11 datas fees
15 DUE WITHIN NEXT 7 D
1 2! 3! 4! 5!
SR
OU

60



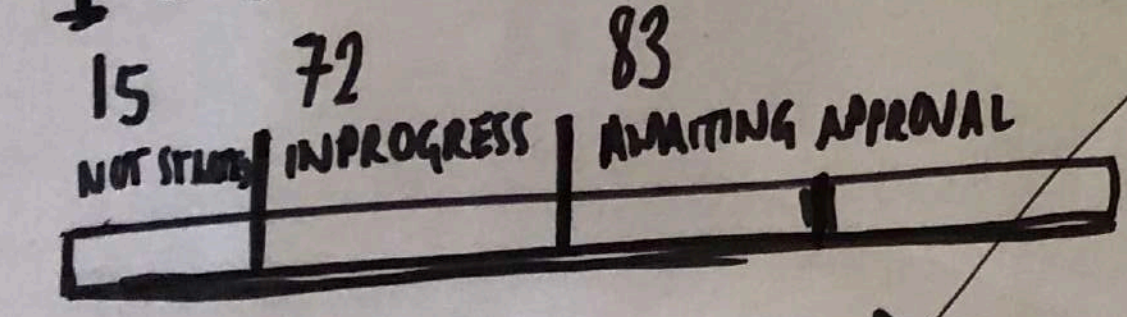
ASSESSMENTS

TASKS

SPEND
ITAU UNIBANCO, CCP
XXXX

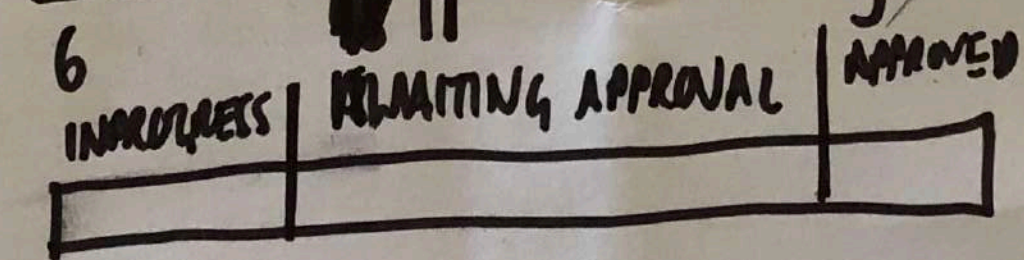
NO. OF INFLIGHT

150



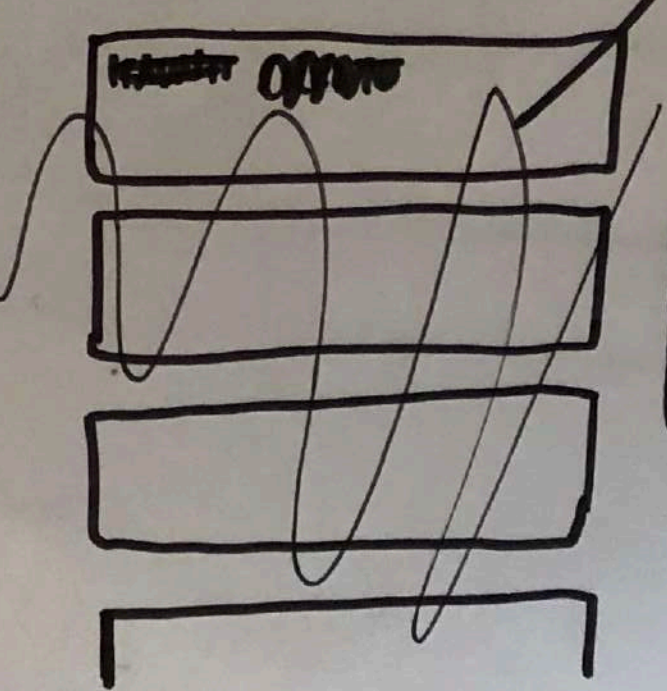
DUE THIS MONTH (March 2019)

22



EXPIRED DATA SOURCES

15

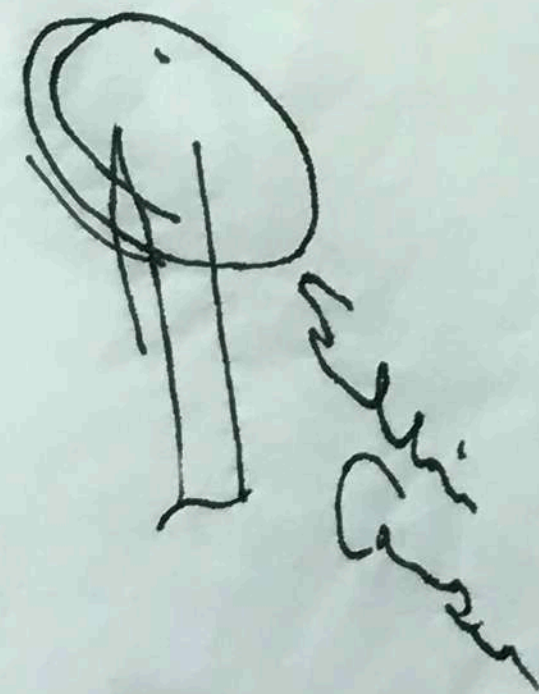


EXPIRE
5
NEW
3
ITVA
new
XXXX

Speed = more ideas

3 reported
1 pending

It seems to have started one sleepless night in Stuttgart when a Seattle businessman Eddie Carlson sketched a shape and under it wrote the words, "Space Needle."



Eddie Carlson
Seattle

Think big, sketch quick

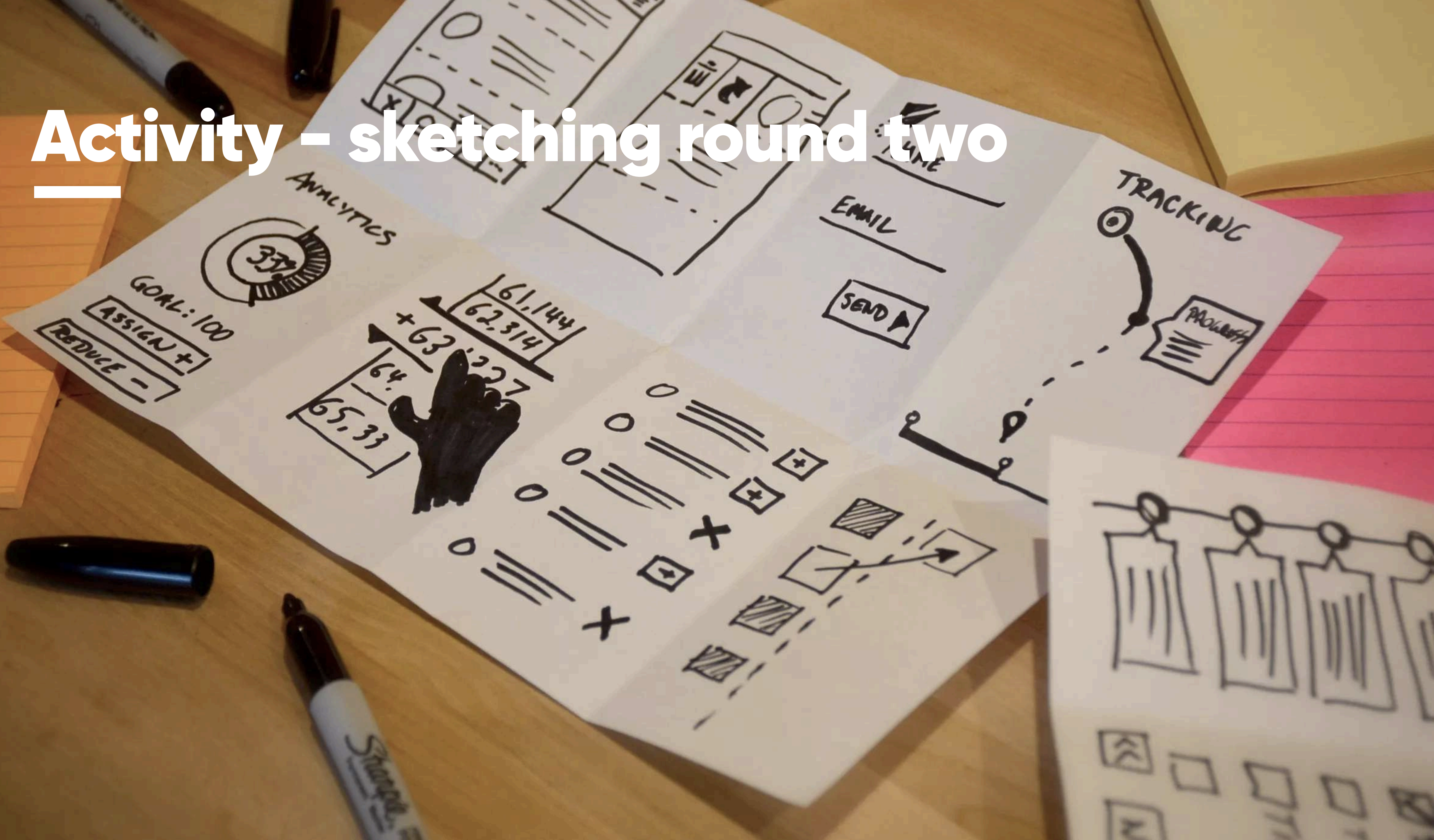
Activity - sketching round one



Even better if . . .



Activity - sketching round two



Pushing ideas in new directions

Substitute

Combine

Adapt

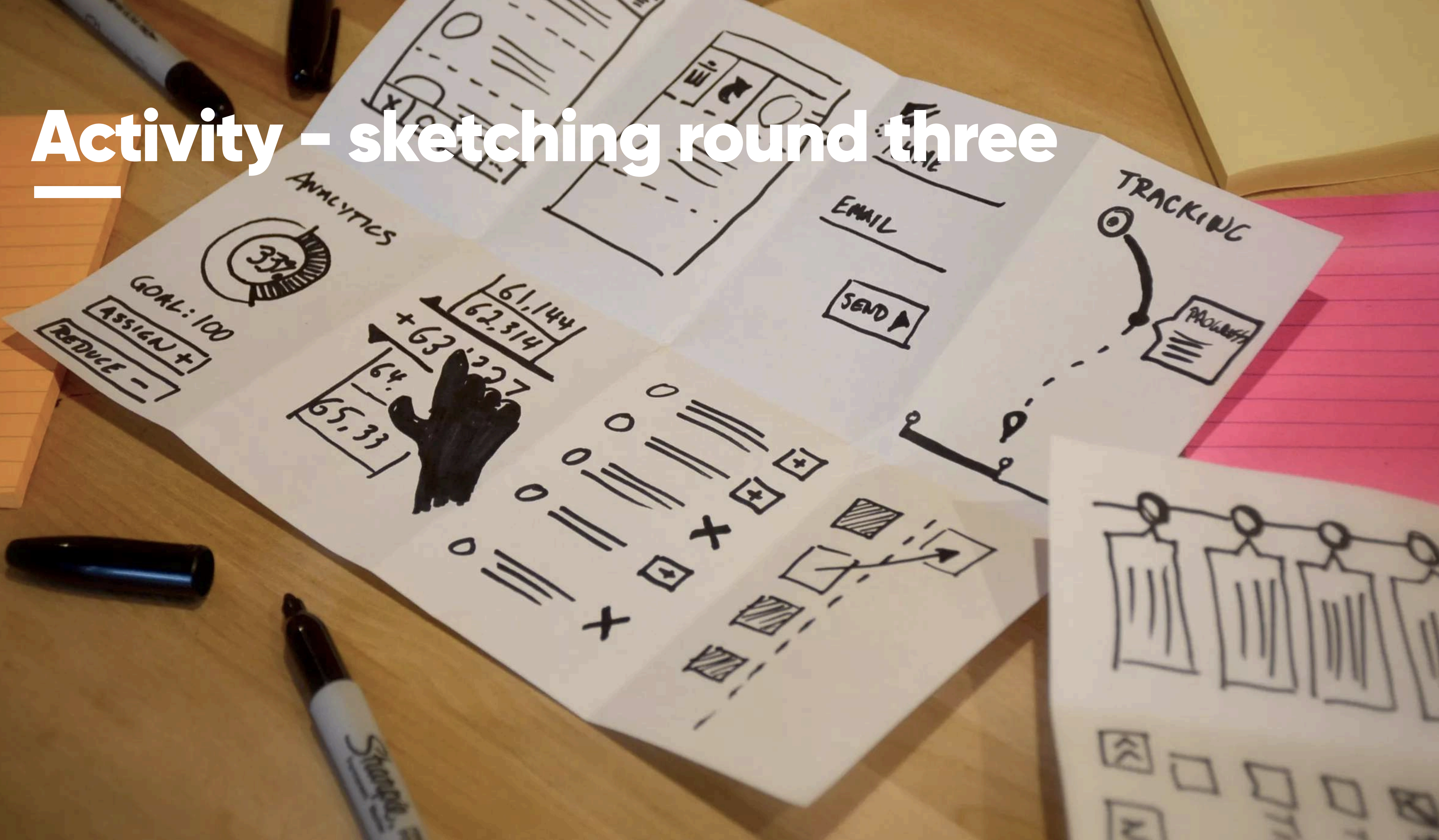
Modify

Put to other uses

Eliminate

Rearrange

Activity - sketching round three



Your strongest ideas



Name of product
HMW statement

Sketch of
product/service

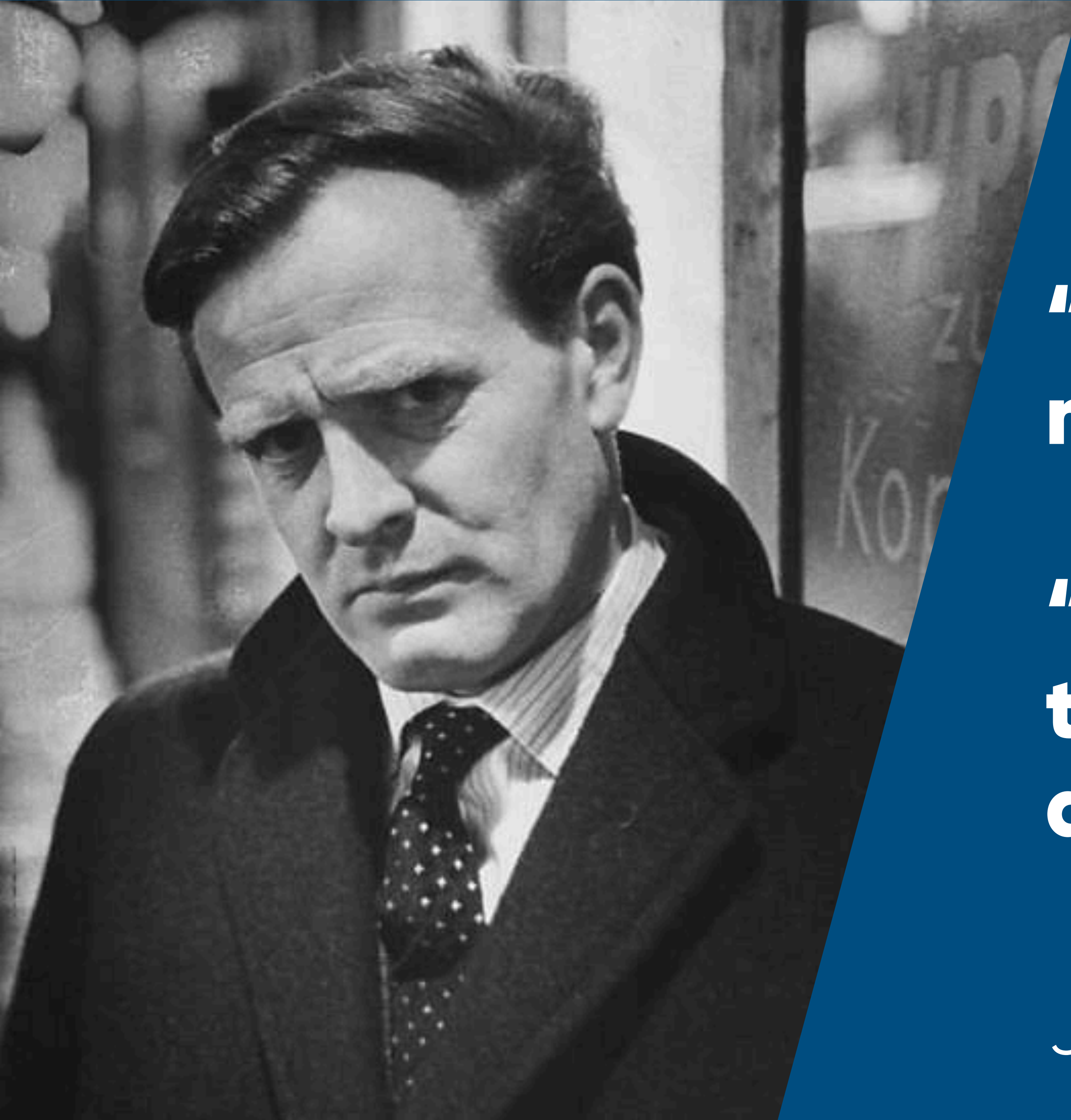
Product in use by
your persona

Sketch of key
feature

7/7

PITCHING YOUR IDEAS





“The cat sat on the mat” is not a story.

“The cat sat on the dog's mat” is a story.

John le Carré

5 tips on pitching

1. Tell a story
2. Communicate the problem
3. Explain how your idea meets the design challenge
4. Tell the audience why it's a good solution
5. Include the impact your solution will have

Activity – prepare your pitch

You'll have no more than 2 minutes as a team to pitch your idea.

Create a pitch to showcase your idea.

Have a run through.

You have 10 minutes.

Activity – pitching your idea

Each team has 2 minutes.

After all teams have pitched you'll get to fund the ideas you most like.

You can't fund your own idea.



What you've done today

1.

What is UX design?

2.

Analysis & synthesis

3.

(Re) Framing the problem

4.

Mapping the system

5.

Content requirements

6.

Ideation & prototyping

7.

Pitching your idea

6 tips for better UX design



You are not the user

Be curious about your users and customers and their behaviours and needs.



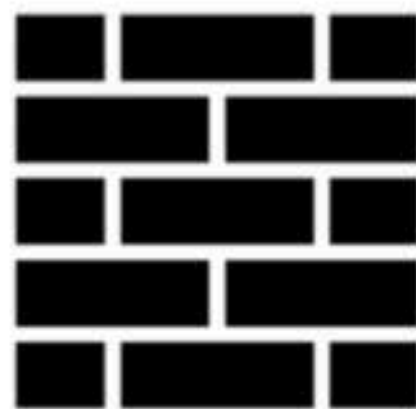
Ask Why

Always dig deeper and question the real reason behind what you see on the surface.



Collaborate

Collaborate with stakeholders regularly to get early buy-in.



Brainstorm on walls

Use your walls to write and sketch ideas with your team. They make ideas more visible.



Start on paper

Filter out the bad ideas as early as possible and spend more time on the good ones.



Validate your assumptions

All your designs are just assumptions until you validate them. Test early and often.