

# Kickstarting User Experience

Tools and Practices

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# What is User Experience?

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Even the ones you don't want.

# A Good Experience

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Engages the user

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Is made up of conscious decisions

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Is made up of conscious decisions

Directly impacts the success of your product

What is it Not?

UX is Not Interface Design

UX is Not Interface Design  
just

# UX is Not <sup>^</sup>Interface Design just

Design is one part of a good user experience.

UX is Not A Check Box

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It's a part of the entire process, from conception to workflows to wireframes to designs to development to testing to launch to maintenance.

UX is Not “Usability”  
just

# UX is Not “Usability” just

There are many components in addition to usability and simplicity, including learnability, emotional impact and aesthetic appeal.

UX is Not About the User  
just

# UX is Not <sup>^</sup>Just About the User

A balance must be struck to between the users' needs and the goals of the business.

UX is Not Cut & Dry

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Every project is different, and while you can reuse many processes, each project presents new and unique problems to solve.

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Isn't that cool?!

# Who is Responsible for UX?

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That someone should be able to translate for the geeks, the suits and the creatives.

And they damn well better have a thick skin, a bit of ego and a sense of which battles are worth fighting.

# My Processes

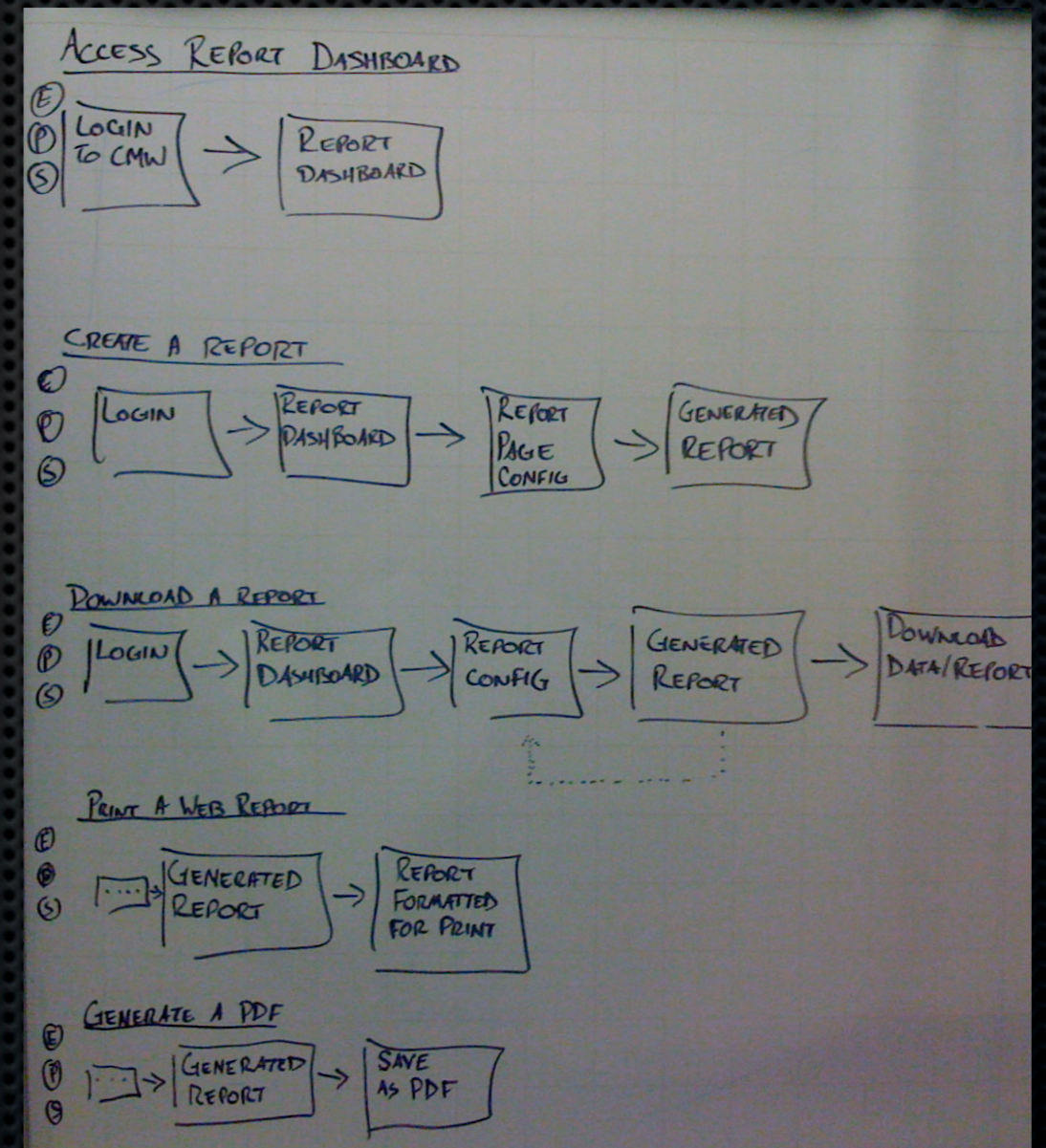
# Big Projects

# Big Projects

- ✦ Define the feature and sketch workflows with the Product Manager(s) and Engineers

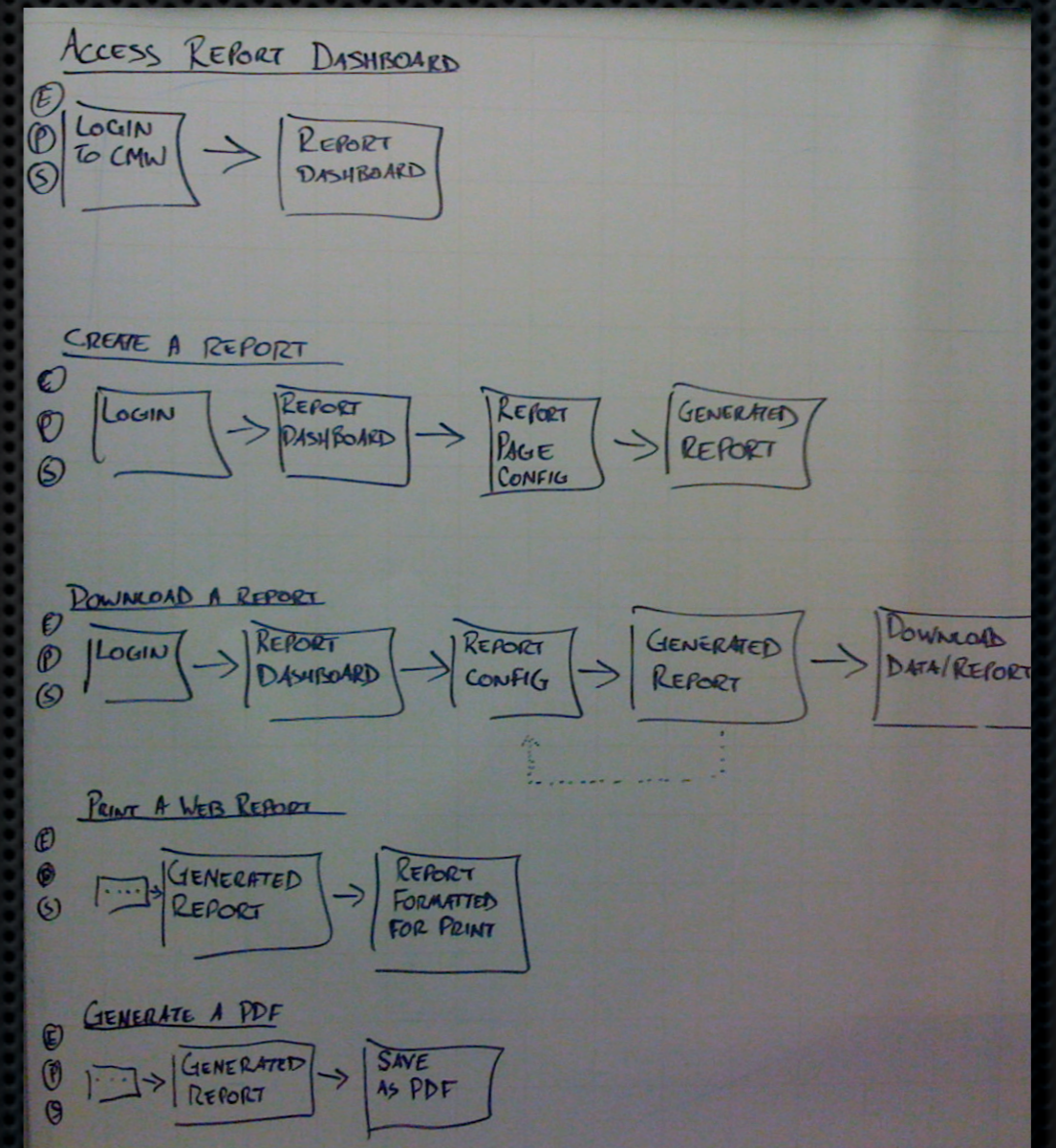
# Big Projects

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# Big Projects

- ✦ Define the feature and sketch workflows with the Product Manager(s) and Engineers
- ✦ Document new or modified workflows, screens and interactions



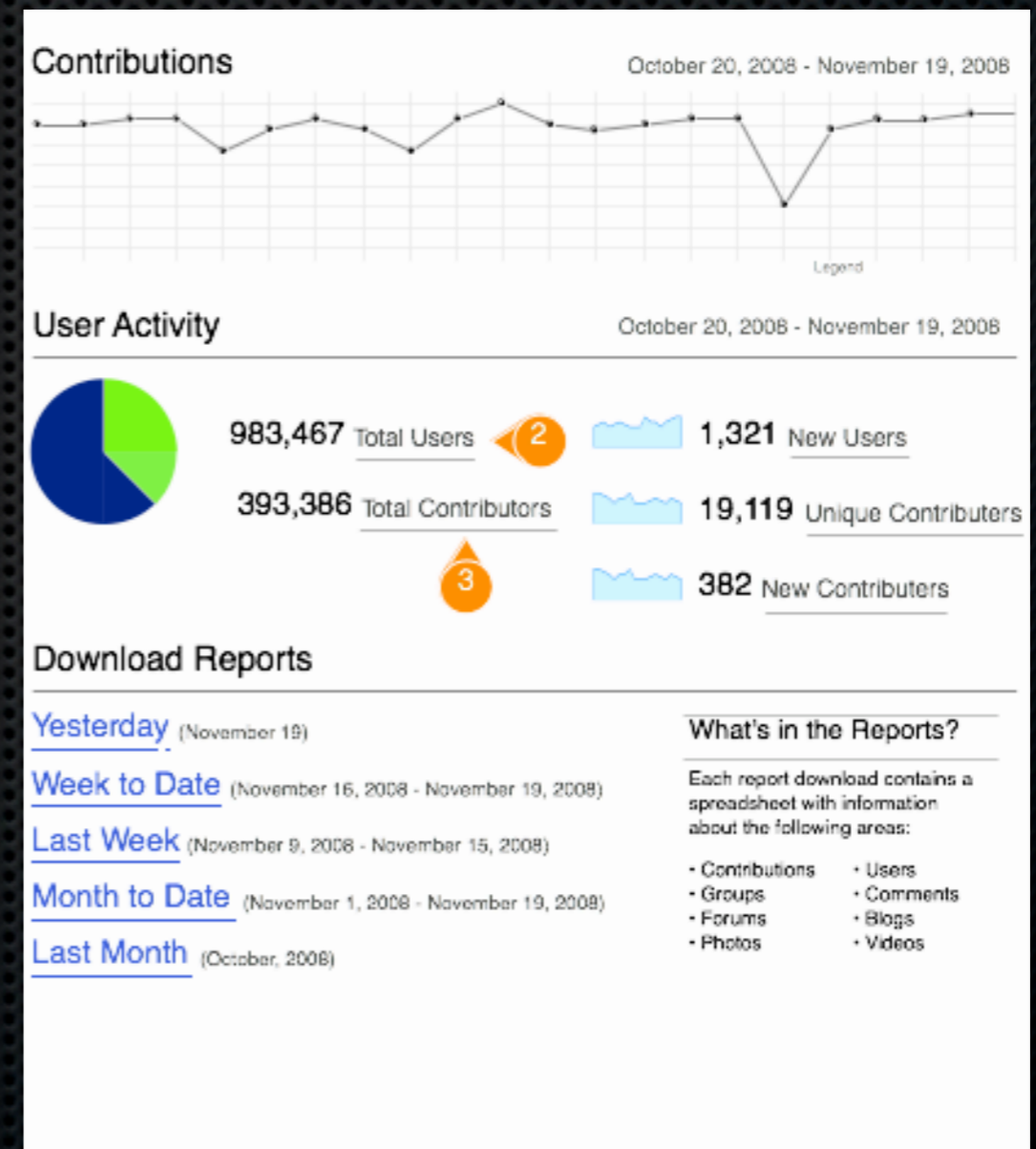
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- ✦ Create first set of wireframes for new and changed interactions and screens

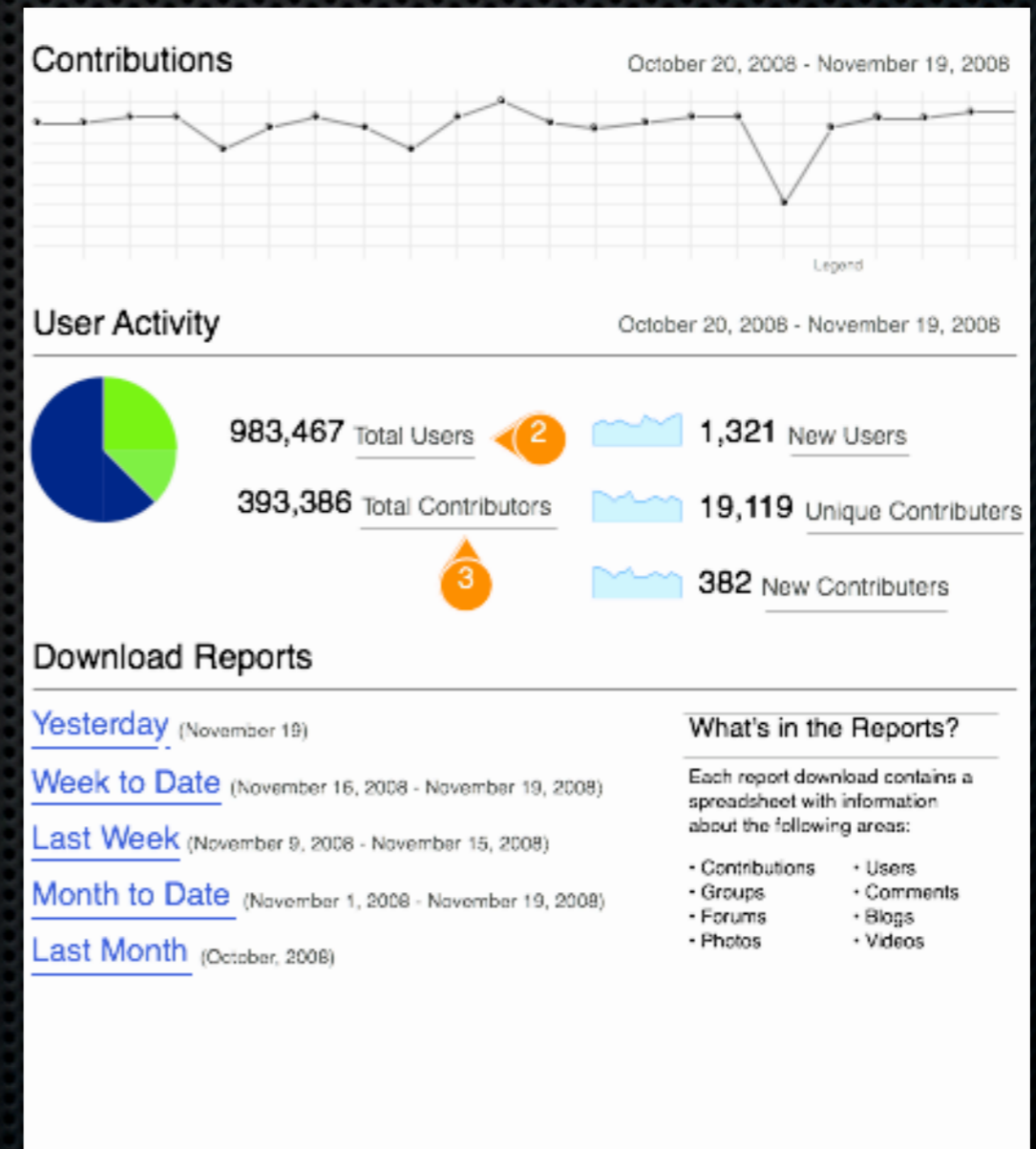
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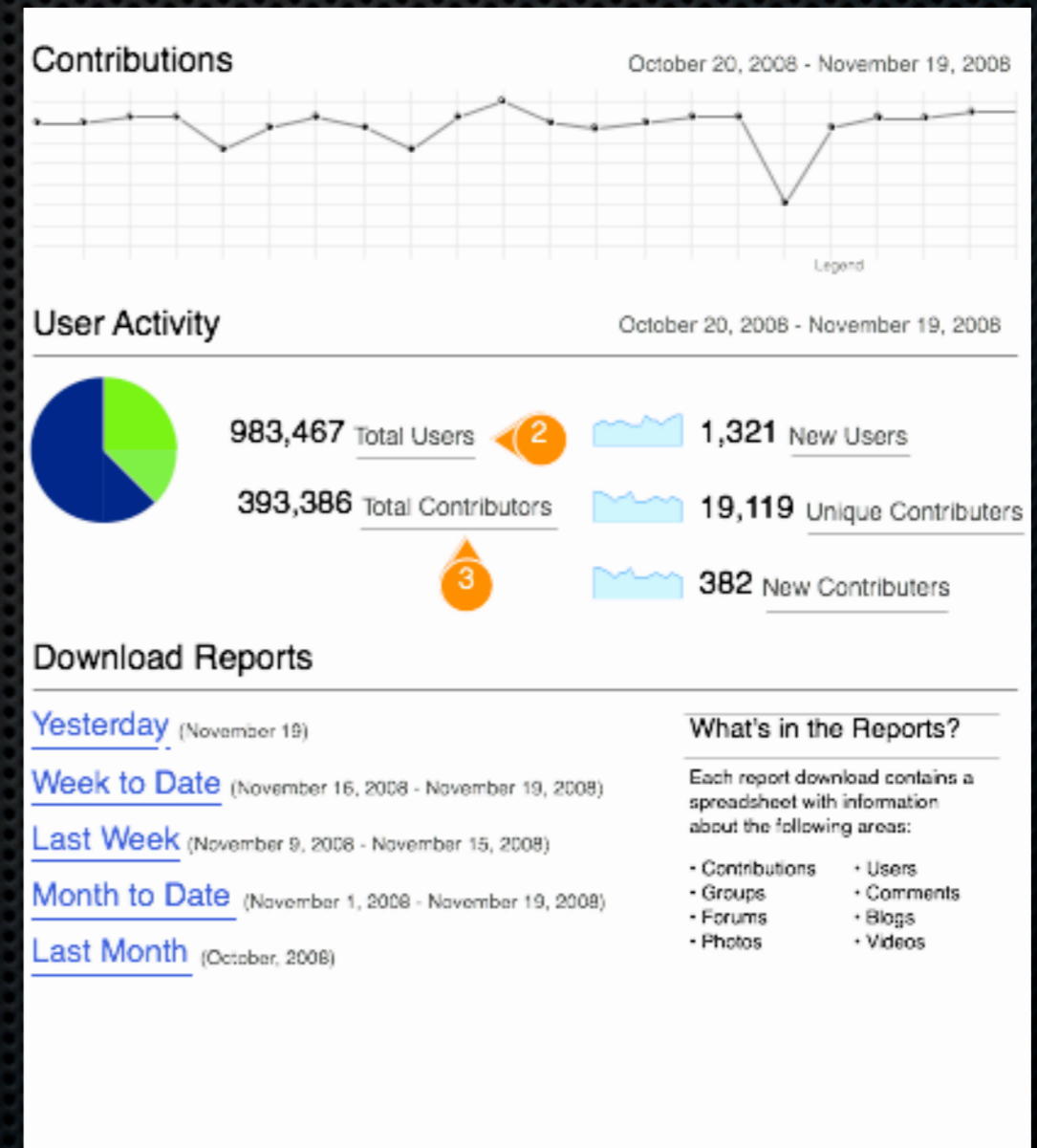
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- ✦ Review wireframes with PMs, Engineering & QA



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- ✦ Review wireframes with PMs, Engineering & QA
- ✦ Revise (rinse & repeat)



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- ✦ Work with Engineers as they implement, answering questions and tweaking interactions and features when needed

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- ✦ Work with Engineers as they implement, answering questions and tweaking interactions and features when needed
- ✦ Work with QA to ensure they understand the workflows and expectations.

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I do as little as possible upfront.

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Dive into the problem - trust yourself. Trust your team.

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If I have to do something prior to sitting down with an Engineer or Designer, it's comprised of:

- Quick sketches on paper or a whiteboard
- Annotated screenshots
- Wireframes on rare occasions

# Small Projects

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If you need to do more, then this isn't a small project.

Step back and reassess the feature and your timeline.

# Tools & Resources

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## Workflows & Wireframes

- Pencil & Paper / Whiteboards
- OmniGraffle (OS X)
- Visio (Windows)
- Axure (Windows)
- Fireworks (OS X & Windows)
- Balsamiq (Web-based)

# Tools & Resources: Yahoo

Yahoo Design Patterns

Yahoo Stencil Kits

(OmniGraffle, Visio, PNG, SVG)

Form Elements Auto Complete YUI Code Design Pattern

**Field Label:**   
Instructional text associated with this field

**Field Label:**  **Error Title**  
Instructional text associated with this field  
Recovery instructions appear in this space

**Spinner:** 16

**Select Field:** - Select One -

**Combo Box:**

**Multi-select:**

| Full List |   | My Items |
|-----------|---|----------|
| Item 1    | > | none     |
| Item 2    | < |          |
| Item 3    |   |          |
| Item 4    |   |          |

**Radio Button Array:**  Option 1  Option 2  Option 3  Option 4  Option 5

**Checkbox:**  What checking this box means

**Checkbox Array:**  Option 1  Option 2  Option 3  Option 4  Option 5

**City, State, Postal Code:**  - State -

**Date:**

# Tools & Resources: [Konigi.com](https://konigi.com)

- ✦ Printable graph paper templates
- ✦ OmniGraffle stencils and templates



# Tools & Resources

- ✦ [Austin UX](#)
- ✦ [Austin UX Book Club](#)
- ✦ [LinkedIn: Austin UX](#)
- ✦ [My UX Links on Ma.gnolia](#)

What Tools Do You Use?

Thanks for Coming