



UX Primer

Lecture 6
IML 499



Baudrillard: System of Objects

- Each student share their example.
- Post a photo of the object on Slack.
- Define its logic values accordingly.



User Experience

What is it? How did it start?



Bill Moggridge

Designer

https://www.youtube.com/watch?v=DAHSS_Wgfl





Brief History of User Experience Design Practices

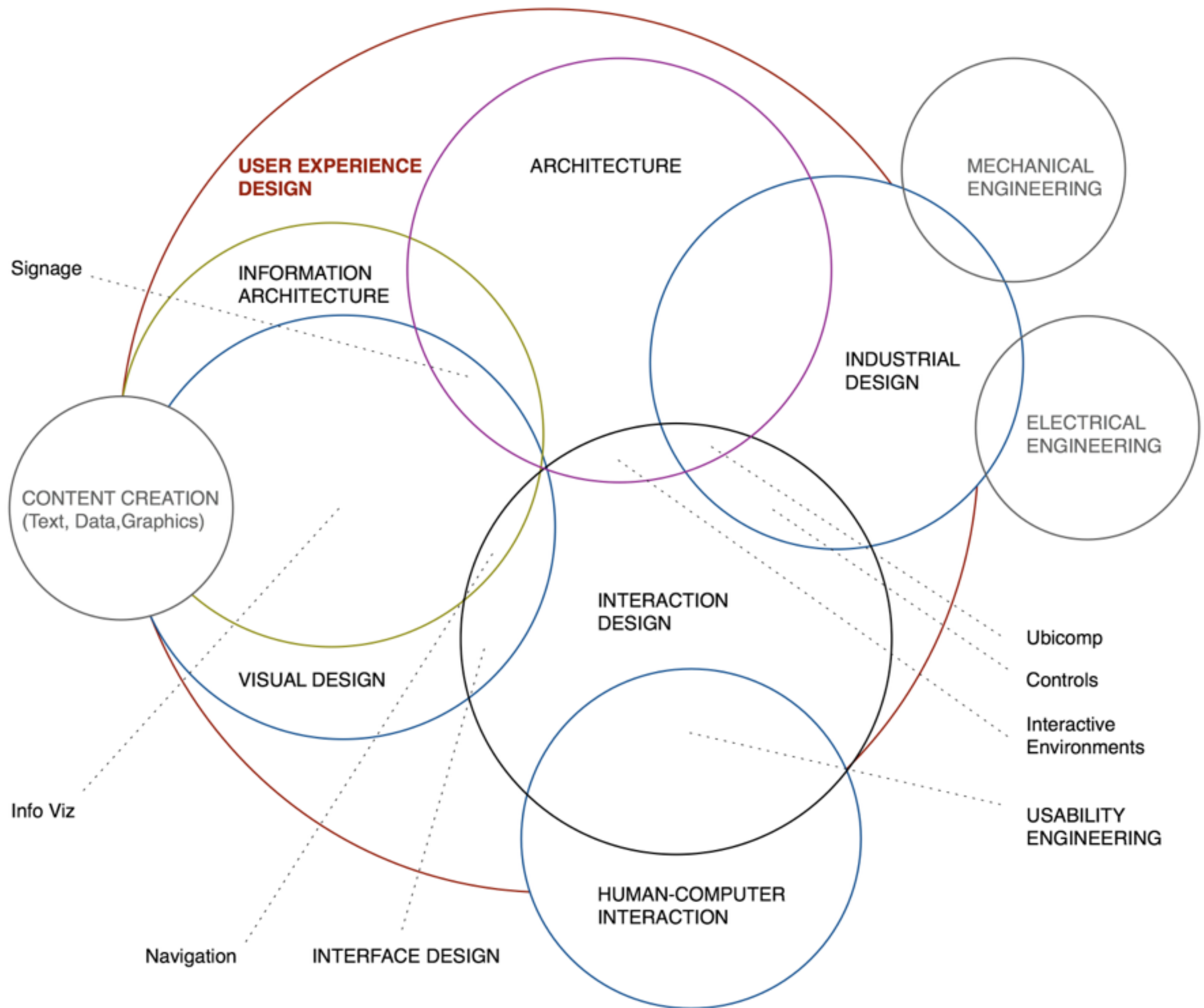
- 1430 - Da Vinci designs kitchen
- 1900 - Frederick Winslow Taylor writes “The Principles of Scientific Management”
- 1948 - Toyota captures research from its employees
- 1955 - Dreyfuss’ *Designing for People*
- 1966 - Disney World
- 1970s - Xerox PARC Research Lab
- 1995 - Don Norman
- 2007 - iPhone





“I invented the term because I thought Human Interface and usability were too narrow: I wanted to cover all aspects of the person's experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.”

–Don Norman on the term ‘User Experience’





UX Basics

- UX = **U**ser e**X**perience
- The fabric of a **digital product**
- Encompasses both aesthetics and usability



UX IS NOT

- Web design
- User-centered design
- Graphic design
- Human factors engineering
- User interface (UI) design
- Information architecture (IA)
- Interaction design (IxD)
- Usability testing
- Customer satisfaction
- Marketing

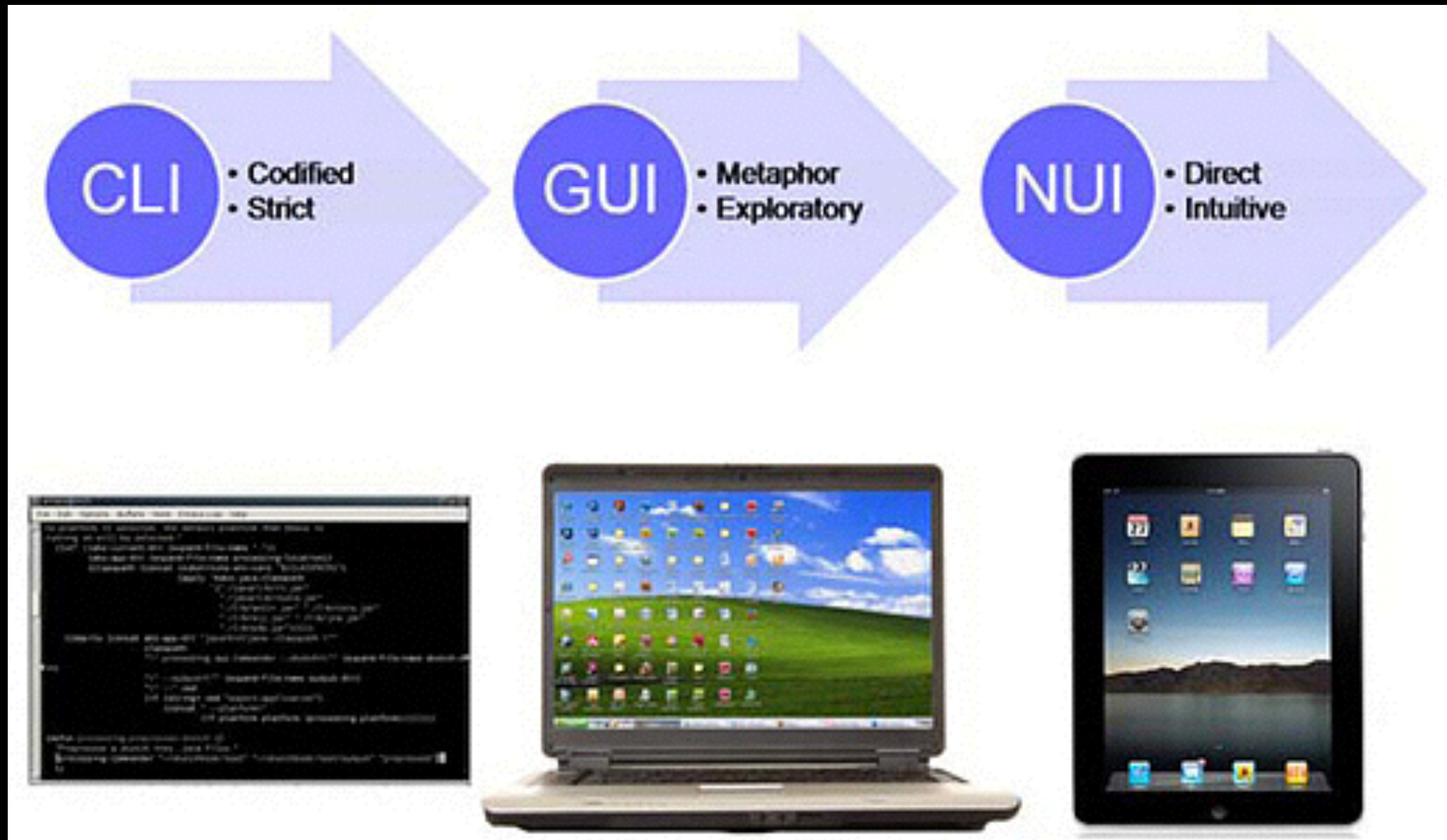
See <http://uxisnotui.com/downloads/8x11.pdf> for more info



Goals of a UX Designer

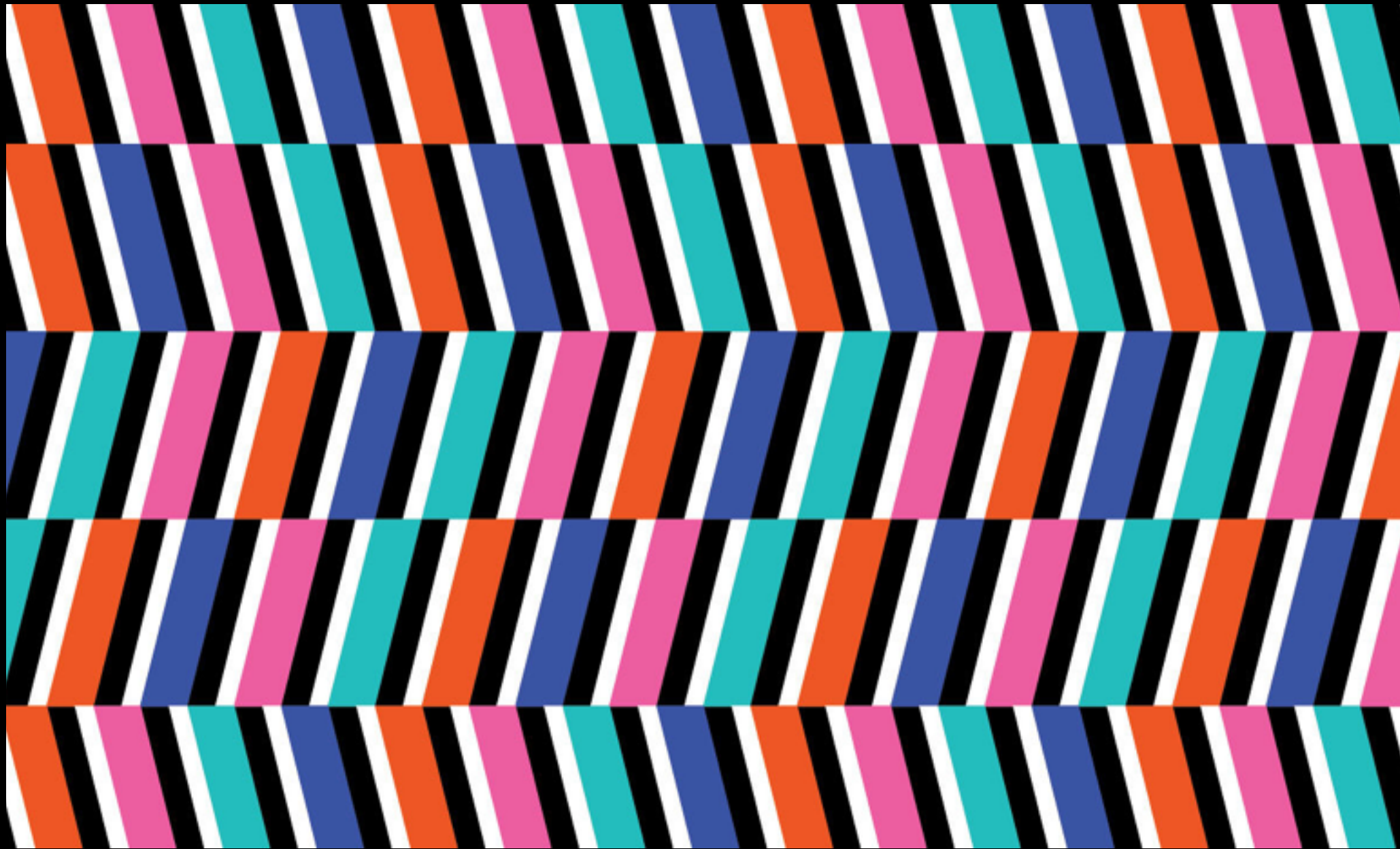
1. Meet the exact needs of the user.
2. Distill the experience to its simplest form.
3. Add delight to the experience.
4. Act as a liaison among different disciplines including engineering, marketing, graphic/industrial design and interface design.

See <http://uxdesign.com/assets/Elements-of-User-Experience.pdf> for more info



UX for Non-Designers

<https://channel9.msdn.com/Events/MIX/MIX09/C30M>



UI, UX: Who Does What? A Designer's Guide To The Tech Industry

[FastCompany Article](#)



For next class...

Watch the following Ted talk by Andrew Stanton on *The Clues to a Great Story*: <https://www.youtube.com/watch?v=KxDwieKpawg>

- In what way is storytelling crucial to a UX professional?
- Browse through the [Apple HIG](#), [Google Material Design Guidelines](#), [IBM Design Language](#)