

# 1



## What is user experience design? 1

- Designing interactive experiences 2
- Life's experiences 4
- Activity #1* The big picture 6
- Roles in User Experience Design (UX) 8
- Today's multidisciplinary teams 10
- Methods and background 12
- Stakeholders 14
- Activity #2* Designing for others 14

# 2



## Users 19

- User research 20
- The user's world 22
- Co-experience 24
- Activity #3* Listening and learning 26
- Emotional responses 28
- Memory 30
- Fallibility 32
- Expectation 33
- Motivation 36
- Activity #4* The journey concept 38

# 3



## Experience design 43

- Competitive advantage 44
- Brands 46
- Productivity 48
- Activity #5* Quantifying sentiment 50
- Fun 52
- Usability 54
- Simplicity 56
- Challenge 56
- Gestalt theory 59
- Semiotics 61
- Narrative 62
- Constraints 64
- Activity #6* Recognizing intuition 66

# 4



## Design process 71

- The life of a project 72
- User involvement 73
- Personas 75
- Scenarios 77
- Activity #7* Scenario mapping 79
- Design requirements 81
- Communication and planning 83
- Design standards 85
- Digital Service Standards 87
- Activity #8* A design problem 89

# 5



## Design constraints 95

Aesthetics 96

Meeting the requirements 100

Semantic design 101

Design patterns 104

*Activity #9* Recognizing UI patterns 106

Layout 108

Responsive design 111

Image 113

Type 117

Accessibility 119

*Activity #10* Onboarding 121

The online companion for this book offers easy access to learning resources for students and teachers of UX Design. The short link shown alongside this © symbol can be entered into your web or mobile browser for direct access to further information and downloadable content.

# 6



## Mindset and toolset 125

Platforms and technologies 126

Communications and organizations 128

Empathy 130

Ideation 132

Problem solving 134

*Activity #11* Visualizing data 136

Maps and flows 138

Working with users 141

Prototypes 142

*Activity #12* Simple prototyping 144

Evaluating tools and resources 147

Conclusion 149

Further reading 150

Glossary 154

List of image credits 158

Index 160

### Figure 1 Frontispiece

Working with Beau Cacao, Adam Gill created an elegant design for their fine chocolate bars. As well as providing the practical grid to aid snapping of the bar, the tessellating pattern evokes the Malaysian origin of the ingredients. In the mould, an undulating specular surface to the bars is formed, stimulating the senses of touch and sight as well as taste. What factors has Adam controlled in order to change a commodity into a pleasurable experience?