
User centered approach for web design

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1

Empathy

Go out and learn about the user.

Research the the user's background and of course also the clients and stakeholders background.

Try to discover new things and behaviours.

Be the user, get into the users "enviroment".

Research

Interviews



Read more
at the next
pages

What are the user's expectations and motivations visiting the website?

How does the current website meet this expectations?

What are the staktholders/clients goals and expectations for the outcome of the project?

Usability tests

Test the current website as well as the competitors website. One way to do this is by eye and mousetraking (You can use a software for this e.g. [http://silverbackapp.com/.](http://silverbackapp.com/))

Observe your own or a potential user's emotions and physical reactions while testing the website.

Test the design prototype before, during and after the projekt.

Interview tips

Don't start an interview with "Would you use "our products" feature XY?"

When the user doesn't know what the interview is about, you'll get the most honest and least biased insights.

Focus on facts, not opinion.

Prepare more questions than you'll be able to ask. This way, the conversation won't end prematurely.

1.2

Split the questions into two groups: general questions and questions more specific to the domain.

Interview directions

General questions

Learn about the daily life, general schedule, tedious and enjoyable errands, habits and patterns. You are looking for potential pain points, so the strokes should be broad. A good way to start an interview is to ask, “What does your typical day look like?” Depending on the context, the questions could be about life in general or just business.

Domain specific

Start with general questions, and then get more specific when you see there’s room to probe. For instance, ask, “What have you bought on the Internet lately?”... “And before that?”... “And before that?” Then ask for more detail about each experience, such as onboarding, findability and the checkout process. Remember to give every experience the same level of attention. Don’t focus too much on one particular experience; rather, try to identify patterns. With business interviewees, start with, “What was your most recent project?”... “And before that?” Then, unearth the patterns there.



See an example at the next pages

Personas

A persona is an archetype that represents the needs, behaviors and goals of a particular set of users.

In order to build something for someone, you must first put yourself in their state of mind; this is one of the definitions of empathy.

A persona doesn't necessarily be backed up with data but can be build right out of your guts.

You create personas to attach a face to the actual navigation flows and interactions in a website but also to elicit empathy in our client. It's important to get them to feel the precise emotions their users felt so that they'd be willing to change the product for the better.



Consider that even a product or a brand can be visualized as a persona

User journeys

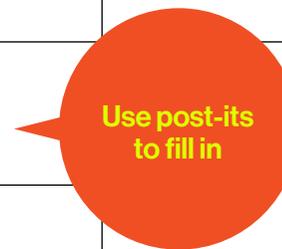
Map out the user's activities, thoughts, feelings, touch points, pain points and opportunities.

Be as objective as possible by gathering enough data about users (via website analytics, user testing, surveys and interviews).

2.1

User journeys chart exemple

	Before	During	After
Activities Planning a family trip, asking friends, Googling top destinations, visiting websites, sharing photos, etc.			
Thoughts For example, "Is this the right product for me?"			
Feelings Frustration, delight, anxiety, relief, etc.			
Touch points A friend, a TV commercial, the home page, a product page, etc. Be as detailed as needed.			
Pain points Landing on the wrong landing page; not finding shipping details; etc.			
Opportunities For example, populate the form with data that you can assume based on the visitor's session data, such as location and currency.			

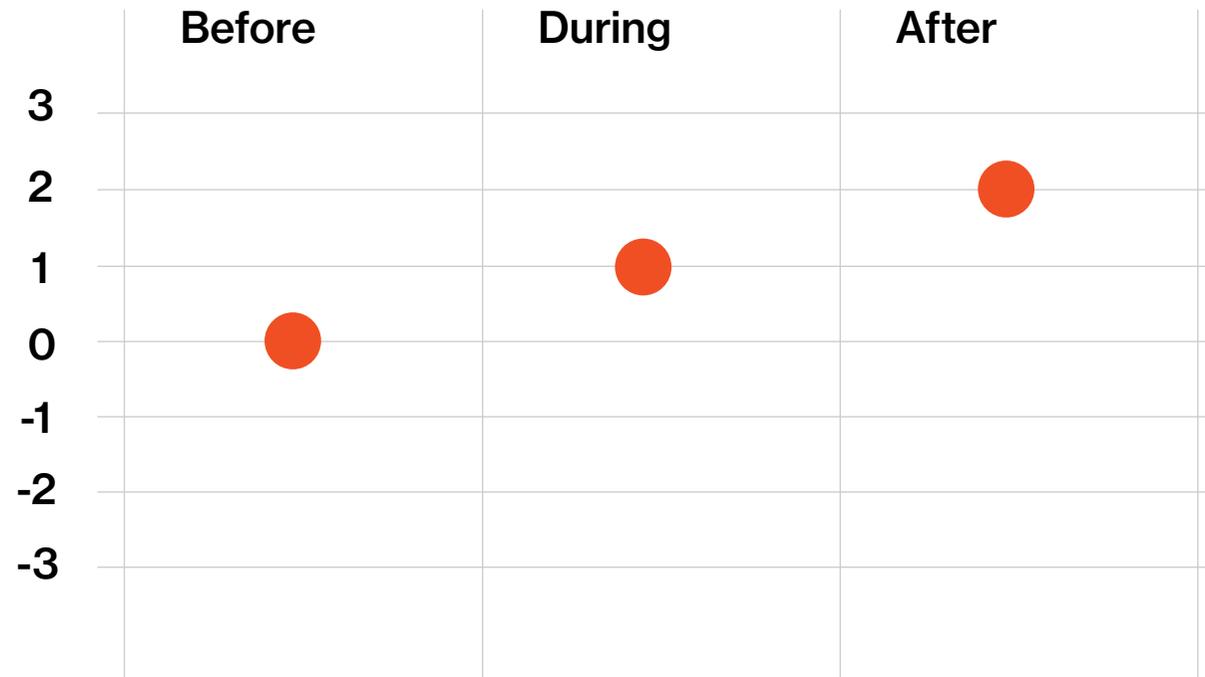


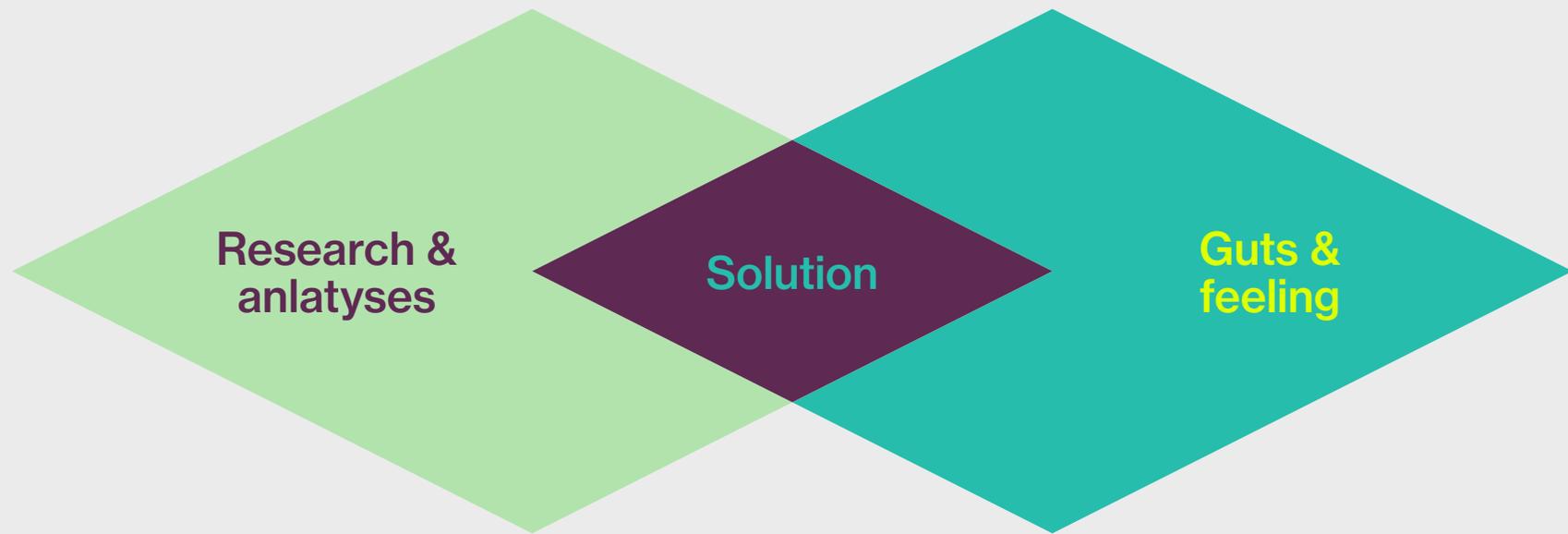
2.2

User journeys graph exemple

Activity: Find a certain information in a webpage

How does the user feel?





3



Ideation work-shops in a team

Try to stay analog: Paper, pens and skissor to quickly create very generic sketches.

This stage is not about documenting; it's about artistic fury and creative explosion. Right out of your guts.

Use a sketchboard: <http://luvit.me/1cYPnRX>

Ideation/Design

Information architectur and content strategy

Never mind the form at this point; focus on the content.

What is the purpose of every page and what are the keymessages that convey that purpose to the user.

- Think digital!
- SEO
 - Sitemap, navigation, and taxonomies
 - Microcopy (instructional copy)

Design strategy

Outline the brands personality and character.

Set the goals you want to achieve with your design then shape and focus all the design elements towards meeting those goals.

Remember: Design strategy isn't only about the visual outcome of the website but how we document and argument our design decisions.

1.2

Ideation workshops in a team

The sketchboard

The sketchboard is a low-fi technique that makes it possible for designers to explore and evaluate a range of interaction concepts while involving both design and interaction.

Unlike the process that results from wireframe-based design, the sketchboard quickly performs iterations on many possible solutions and then singles out the best user experience to document and build upon.

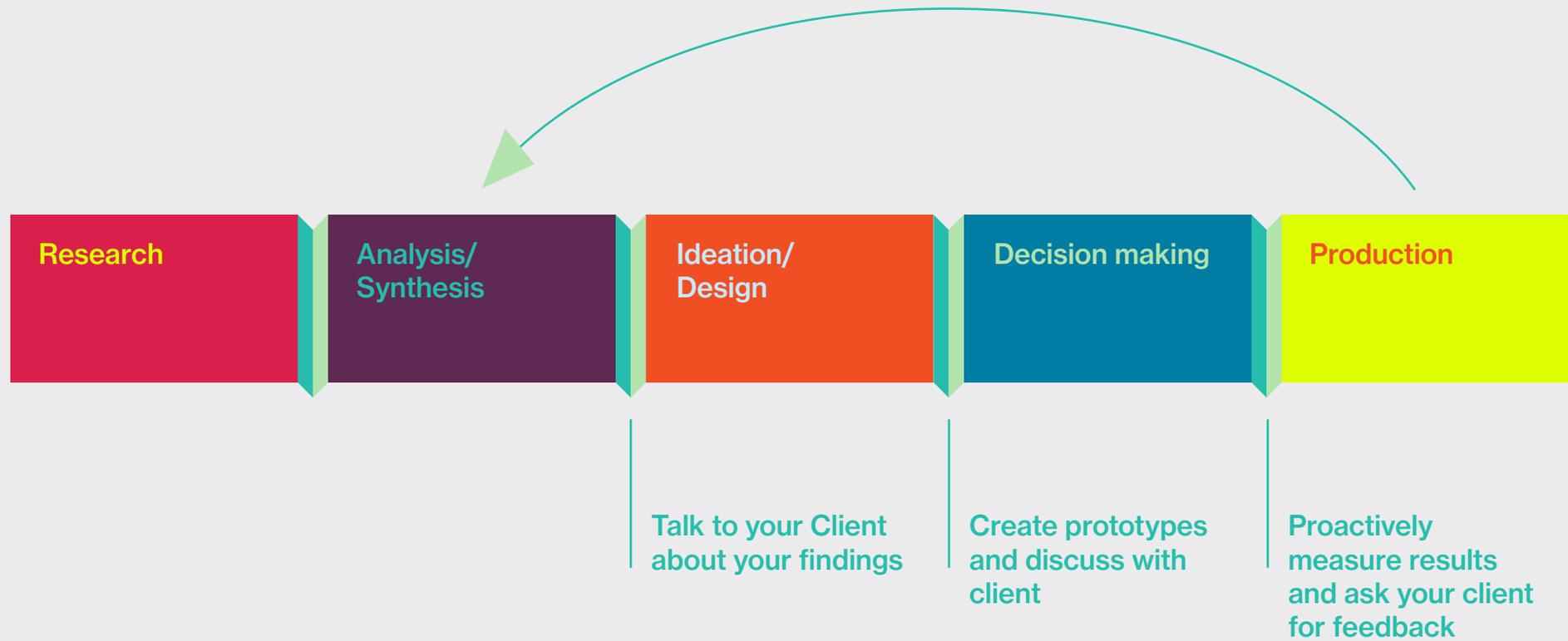
It starts with a big sheet of paper that forms a large canvas on which we can explore, share and iterate on ideas.

We roughly organize our problems and constraints. We might paste up personas that we're designing; stages of a user process; functional requirements; research findings, or screenshots of relevant real-life examples. This brings whatever elements that should be driving or inspiring us onto the same playing field.

Read more about this technique here: <http://yaythis.me/1fyt6Ln>

3

Delivering and measuring



3

Getting clients on board

The final presentation is still important. But talking to your client about your research, syntheses and findings as well as showing prototypes will lead to a more productive, successful project for everyone.

The more a client feels part of the project, the more likely the solutions will be accepted.

Delivering and measuring

Aesthetic usability effect

Functional objects that look appealing inspire confidence in users, imparting in the users a higher tolerance for faults, a higher likelihood of overcoming learning curves.

The more appealing the delivery, the more likely the solutions will be accepted.

That's why we make it pretty.

Measure results

Have the objectives of your web project in mind and make a plan on how to measure success.

If you do collect feedback, look for patterns; see if there are common issues that crop up and deal with those.

Reflect and start from the beginning :)

Thank you