

User Experience (UX) – A Summary

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What makes a great technology product? Successful applications of information technology aren't only good at solving tasks and providing information, they do so in a way that is focused on providing a good experience for the user. The field of **User Experience** (commonly referred to as **UX**) focuses on researching **the ways in which people interact with technology** and methods for creating new and innovative technology tools.

Career Opportunities

The average base pay of a UX Designer is \$107,800 a year (Glassdoor, 2018).

Most large companies have multiple teams of employees focused on the user experience. Management positions are commonly available in the field.

UX designers often need to be a 'jack of all trades', with technical experiences in multiple areas such as web development, application development, information systems, and graphic design.

UX is a creative process, the end product must follow good design principals and be visually appealing for the user.

The UX Process

Conducting Product Research

- Understand the behavior of users and the goal of the product.
- Look at competitors and other stakeholders of the product to find areas where designers should focus their time and effort.
- Conducted through interviews with users, surveys, and focus groups.
- Many companies have teams of UX researchers focused primarily on product research.

Envisioning Scenarios

- Understand how users will interact with your product.
- Develop Personas (fictional characters who represent users).
- Create storyboards and act through the processes a user will take using the product.

Information Architecture

- Create a flowchart depicting the overall flow of information through the system.
- Understand the database system, back-end administrative system, and front-end user systems.

Developing Wireframes

- Wireframes are low-definition templates of what the product will look like.
- They provide a wide number of options for how the product may function.
- They are used to “gather feedback on design in initial research” (Babich, 2017).
- Must follow UX guidelines for whichever computing platform the product will be using.

Prototyping

- A more in-depth and photo-realistic version of a wireframe to be used for product testing.
- Paper prototypes, Photoshop examples, Power Point slides, Adobe Experience Designer file, or prototype Website.

Product Testing

- UX designers sit down with potential users to understand how people naturally react to their product.
- Find any areas where a user may encounter a problem

Revision

- Insight collected from product testing is used to go back and make changes to prototypes.
- UX designers need to update their designs to ensure they work on modern hardware and software.
- Look ahead to new ideas and platforms to ensure that your product remains both relevant and interesting to users

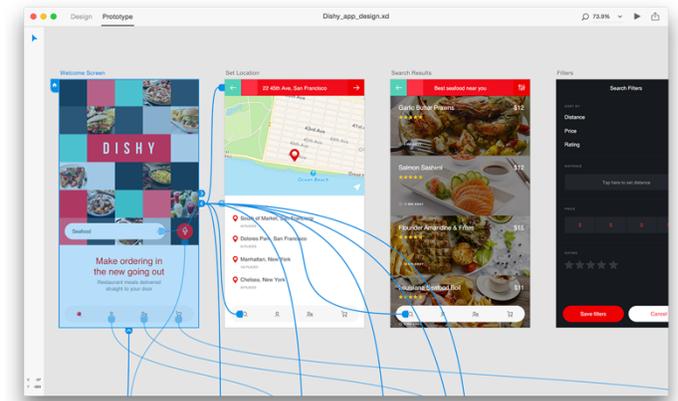


Figure 1 | Example of Prototype

Works Cited

Adobe. (2017, August 25). Figure 1. *Example of Prototype using Adobe Experience Designer*. Adobe.

Babich, N. (2017, August 25). *What Does a UX Designer Actually Do?* Retrieved from Adobe Blog: <https://theblog.adobe.com/what-does-a-ux-designer-actually-do/>

Glassdoor. (2018, November 29). *User Experience Designer Salaries*. Retrieved from Glassdoor: https://www.glassdoor.com/Salaries/user-experience-designer-salary-SRCH_K00,24.htm