Create Design Ideas

Design

- Signifier
- Affordance
- Constraints

Conceptual Model

Feedback
- Discoverability
- Mapping
Create Design Ideas

Feedback - conveys effects of user’s actions

Location: where am I?
Current status: what’s happening?
Future status: what’s next?
Outcomes: what just happened?

By David M. Hogue

Time: How long is going to take?
Reasons: why you do what you do?
Presence: Are you even there?
Create Design Ideas

Feedback - conveys effects of user’s actions

Feedback loop

Speed:
Influence decisions

Measurability:
Provide comparisons

Context:
Meaning of your feedback

Motivation:
Should correspond
Create Design Ideas

Design

**Signifier** - indicators of any type that communicate the action needed so the affordance can take place

**Affordance** - the possible use for an object when interacting with it

**Constraints** - restrictions that limit the possible actions available with an object

**Feedback** - conveys effects of user’s actions
Create Design Ideas

**Discoverability** - whether it’s possible to figure out how to use an object by interacting with it

**Findability** - whether it’s easy to find content

**Learnability** - whether it’s easy to learn how to use functionality
Create Design Ideas

**Discoverability** - whether it’s possible to figure out how to use an object by interacting with it

**Findability** - whether it’s easy to find content

**Learnability** - whether it’s easy to learn how to use functionality

- Make use of existing practices and familiar interactions
- Build around existing cognitive models
- Make use of signifiers and affordances

**F-Shaped Pattern For Reading Web Content**
Create Design Ideas

Design

**Signifier** - indicators of any type that communicate the action needed so the affordance can take place

**Affordance** - the possible use for an object when interacting with it

**Constraints** - restrictions that limit the possible actions available with an object

**Feedback** - conveys effects of user’s actions

**Discoverability** - whether it’s possible to figure out how to use an object by interacting with it
Create Design Ideas

Mapping - indication of the relationship between objects (often controls)

- Make use of spatial gestalt principles
- In some cases culture-specific
- Build around existing cognitive models
Create Design Ideas

Design

- **Signifier** - indicators of any type that communicate the action needed so the affordance can take place
- **Affordance** - the possible use for an object when interacting with it
- **Constraints** - restrictions that limit the possible actions available with an object
- **Feedback** - conveys effects of user's actions
- **Discoverability** - whether it's possible to figure out how to use an object by interacting with it
- **Mapping** - indication of the relationship between objects
Create Design Ideas

Design

- **Signifier** - indicators of any type that communicate the action needed so the affordance can take place
- **Affordance** - the possible use for an object when interacting with it
- **Constraints** - restrictions that limit the possible actions available with an object
- **Feedback** - conveys effects of user’s actions
- **Discoverability** - whether it’s possible to figure out how to use an object by interacting with it
- **Mapping** - indication of the relationship between objects
- **Conceptual Model** - user’s understanding of how the system works
Create Design Ideas

Create Ideas

1. Preparation
2. Provocation
3. Incubation
4. Eureka moment
5. Verification
6. Realization
Create Design Ideas

- Sketches
- User stories
- Wireframes
Create Design Ideas

Supports brainstorming

Doesn’t have to look good

Fast and simple

Supports communication

Speeds up your work

Tells a story

Sketches
- illustration of how the basic concept works

Idea: An app that makes time tracking easy.

The idea translated into user interface form.

Image:
http://uxmovement.com/wireframes/why-its-important-to-sketch-before-you-wireframe/
Create Design Ideas

Sketched Wireframes 5

APG Website
Create Design Ideas

Hashlove Friends Invite

OnlyJames Wireframe Sketch
Create Design Ideas

Dinosaurs

Taykt Wireframe
Create Design Ideas

Sketches
- illustration of how the basic concept works

User stories

Wireframes


The idea translated into user interface form.
Create Design Ideas

User stories
- description of a feature from an end-user perspective

As a user / <persona>, I want / need <action> so that I can <user goal>.

“As a user I want to send an email.”
“As a user I need to type in an email address”
“As a user I want to type in an email subject”
“As a user I want to type in an email text”

Keep it simple
Keep breaking them down
Have acceptance criteria

A communication tool
Keep them visible
Prevent dead-ends
Create Design Ideas

**Sketches**
- illustration of how the basic concept works

**User stories**
- description of a feature from an end-user perspective

**Wireframes**

As a user / <persona>,
I want / need <action>
so that I can <user goal>.

The idea translated into user interface form.

Image:
http://uxmovement.com/wireframes/why-its-important-to-sket
Create Design Ideas

- Quick, cheap and easy
- Used as the documentation
- Using pixelated widgets

Wireframes
- static representation of the UI layout and user flow

Main groups of content
- Structure of content
- Only basic visualization

Image: https://www.behance.net/gallery/13421913/Wireframes-Restaurant-App
Create Design Ideas

UX Wireframes for Online Grocery Shopping Mobile App

Wireframe for Acura’s Subscriber page on Youtube
Create Design Ideas

**Sketches**
- illustration of how the basic concept works

**User stories**
- description of a feature from an end-user perspective

**Wireframes**
- static representation of the UI layout and user flow

As a user / <persona>, I want / need <action> so that I can <user goal>.


Image: [https://www.behance.net/gallery/13421913/Wireframes-Restaurant-App](https://www.behance.net/gallery/13421913/Wireframes-Restaurant-App)
- Creativity:
  - What is it and how it works
  - 6 stages of creative process and relevant enhancing techniques
- Design theory:
  - Interface
  - Semiotics and the concept of sign
  - 7 fundamental concepts by Don Norman (signifiers, affordances, constraints, feedback, discoverability, mapping, conceptual model)
- Ideation and visualisation tools:
  - Sketches
  - User stories
  - Wireframes