UI vs UX

User Interface

User Experience

CS349

CS449
You know what to build
You build a **nice and clear** interface

You don’t know what to build
You **explore & build (new)** functionalities

**UI vs UX**

User Interface

User Experience
What is **User eXperience**?

**User Experience** is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device.

- Marc Hassenzahl (2013): *User Experience and Experience Design*

I invented the term because I thought **human interface** and **usability** were too narrow.

- Don Norman
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Group project:

- Groups of 3-4 students
- Designing a digital solution
Mobile first design:

Progressive enhancement → Content-focused approach for UI → Translates to other devices

See: What is Mobile First Design? Why It's Important & How To Make It?

“Phones are so much more personal and satisfying. The phone is no longer just a phone, it’s your alter ego – it’s fundamental to everything you do.”

Eric Schmidt, Google’s then-CEO at The Mobile World Congress in 2010

The Telegraph
Group project:

- Groups of 3-4 students
- Designing a digital solution
- Groups and topics must be finalized by Thursday, January 11

https://www.student.cs.uwaterloo.ca/~cs449/w18/

Related deliverables:

- Assignments & Final Report - Policies
- Two poster presentations
- Video demo of the high-fidelity prototype
Design thinking

- Primary luminaries
- Major movements in HCI
- User-centered interaction design

- Identifying user needs
- Prototyping designs
- Usability testing
Assignment 1

1. Understand your users
2. Translate needs into functionalities
3. Create design ideas
4. Prototype design
5. Test & Evaluate
6. Build final version
Your product ideas

- Market research
- Academic research
- Life experience
- Creativity

Project area

↓
1. Identify key objectives and desired outcomes
2. Identify corresponding critical aspects of the user experience
3. Identify the design work that can be done
Value Proposition

A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.

Often reflected in slogans:

- “Relationships Matter”
- “Watch TV programmes and films anytime, anywhere.”
- “Connect with friends and the world around you on Facebook”
- “Broadcast Yourself” (2005–2012)
- “The simpler, safer way to get paid.”
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What do you do?  How will it help?

Who is it for?  Why you?
Value Proposition

A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.

- **What do you do?**
- **Who is it for?**
- **How will it help?**
- **Why you?**

**Assignment 1:**
- Description of the project
- Target user groups & personas
- Goals and Hypotheses
- Description of the project