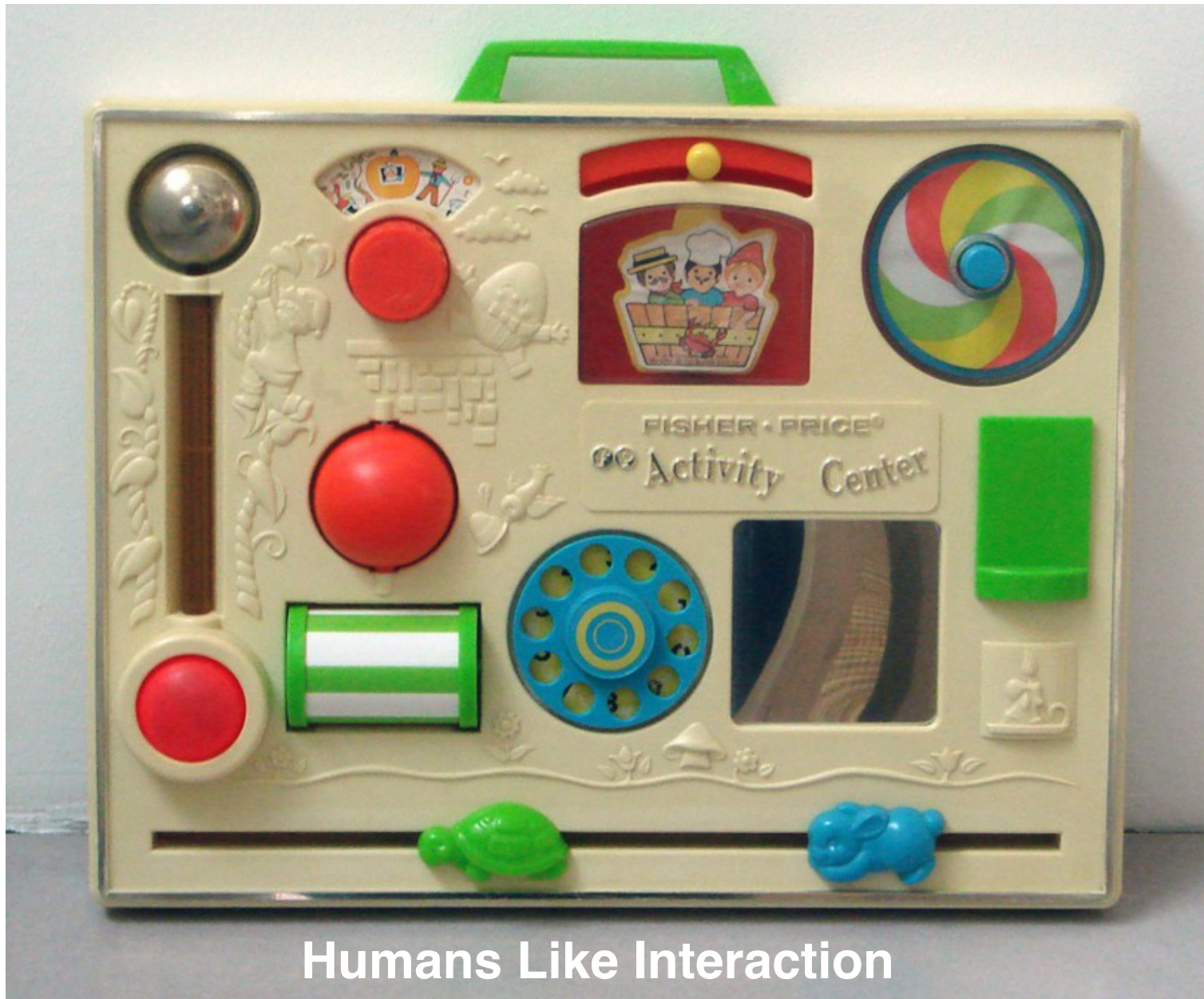


# User Experience Design (UX)

The overall experience of the user when interacting with a website, app, kiosk, or any other interactive design



Humans Like Interaction



QZ  
1

ABC  
2

DEF  
3

ENTER  
X

GHI  
4

JKL  
5

MNO  
6

CLEAR

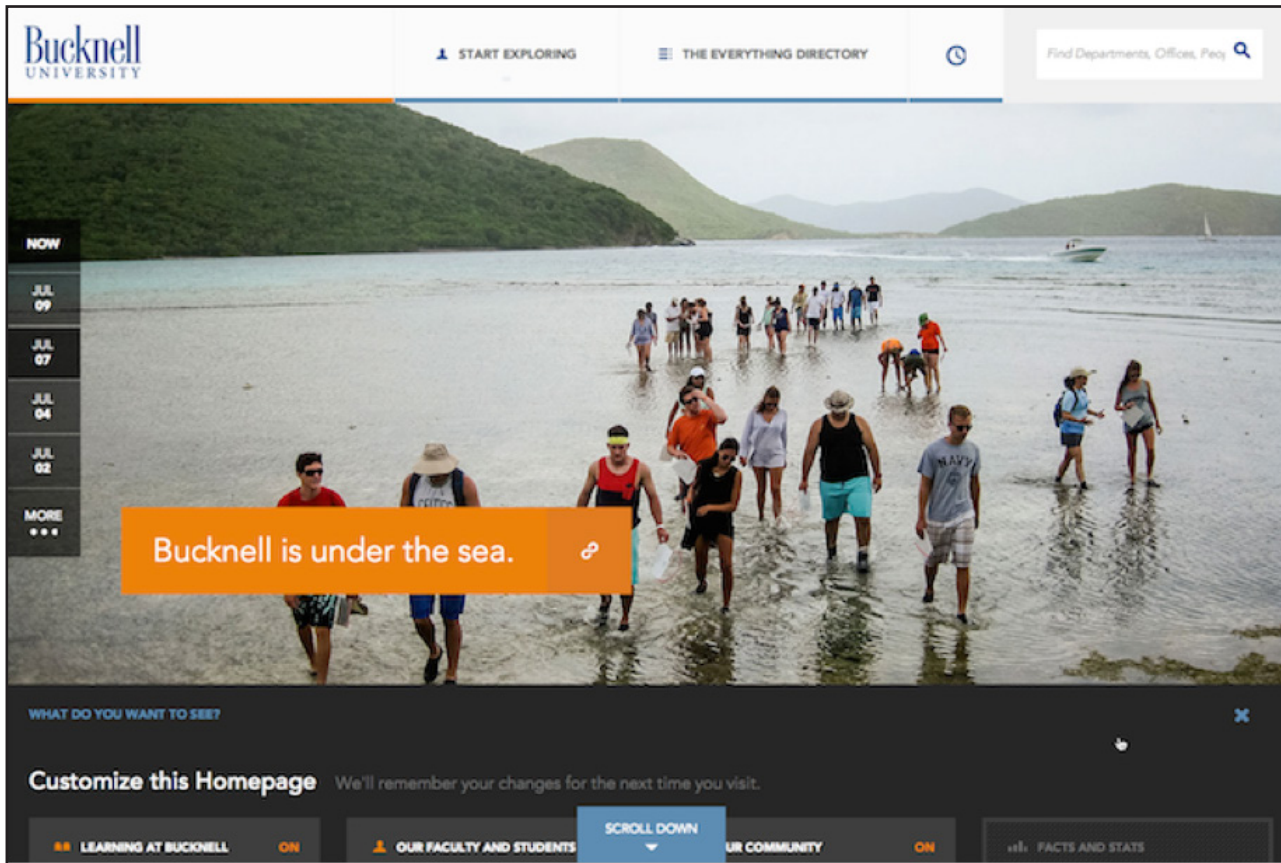
PRS  
7

TUV  
8

WXY  
9

CANCEL

0



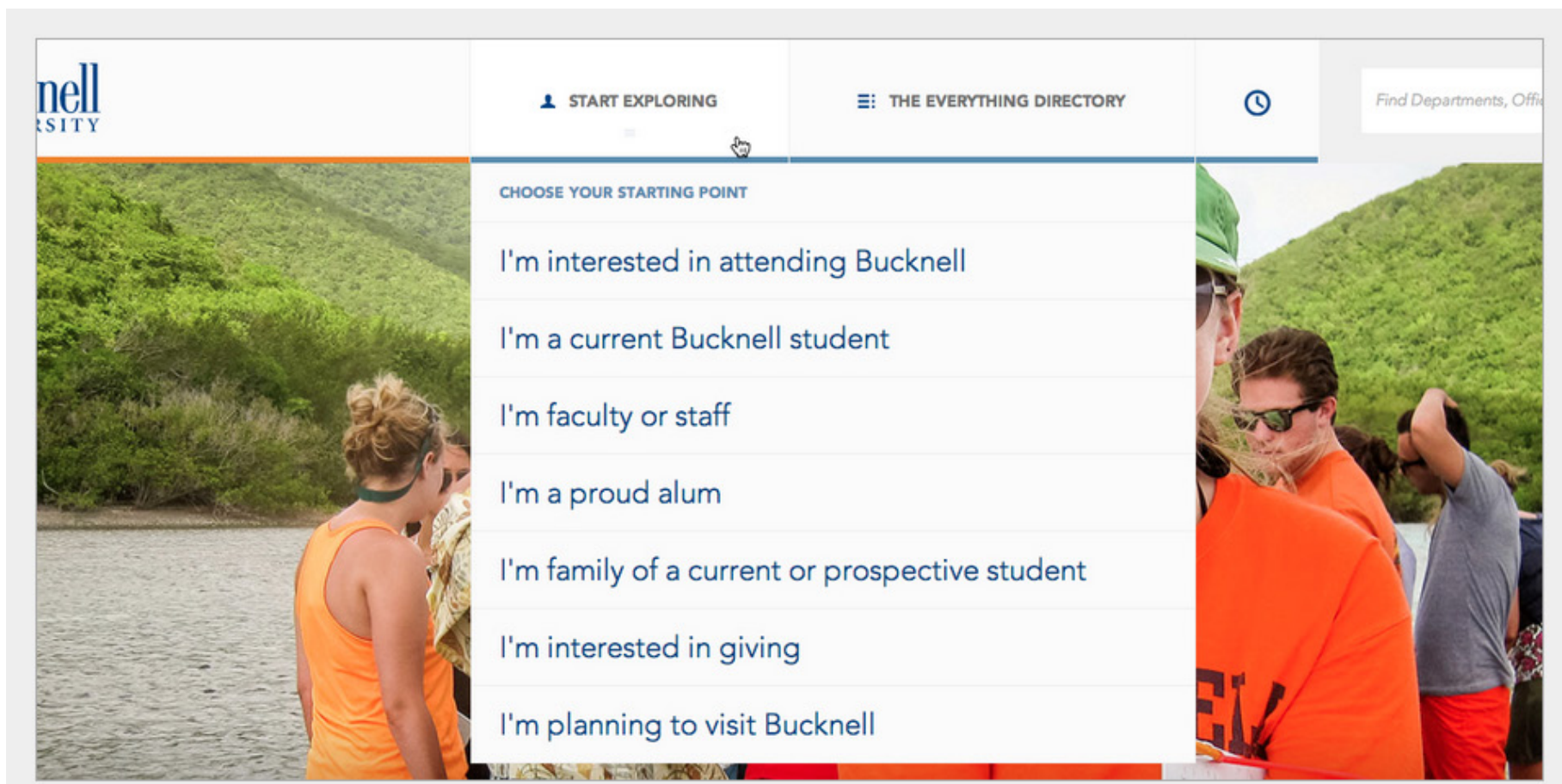
- In the top line, what does the round icon between *The Everything Directory* and the search box symbolize? What will you get if you click it?
- Also on that top line, what will you get when clicking *Start Exploring*?
- In the left margin, what will you get if you click one of the dates?
- What information is on the other side of the link “Bucknell is under the sea” within the big photo? (Did you recognize this as a link and not just a caption?) Would you click this if you were considering applying to this university?

## Everybody complained about the navigation; they all wanted to see more categories.

Deep hierarchy and vague categories.

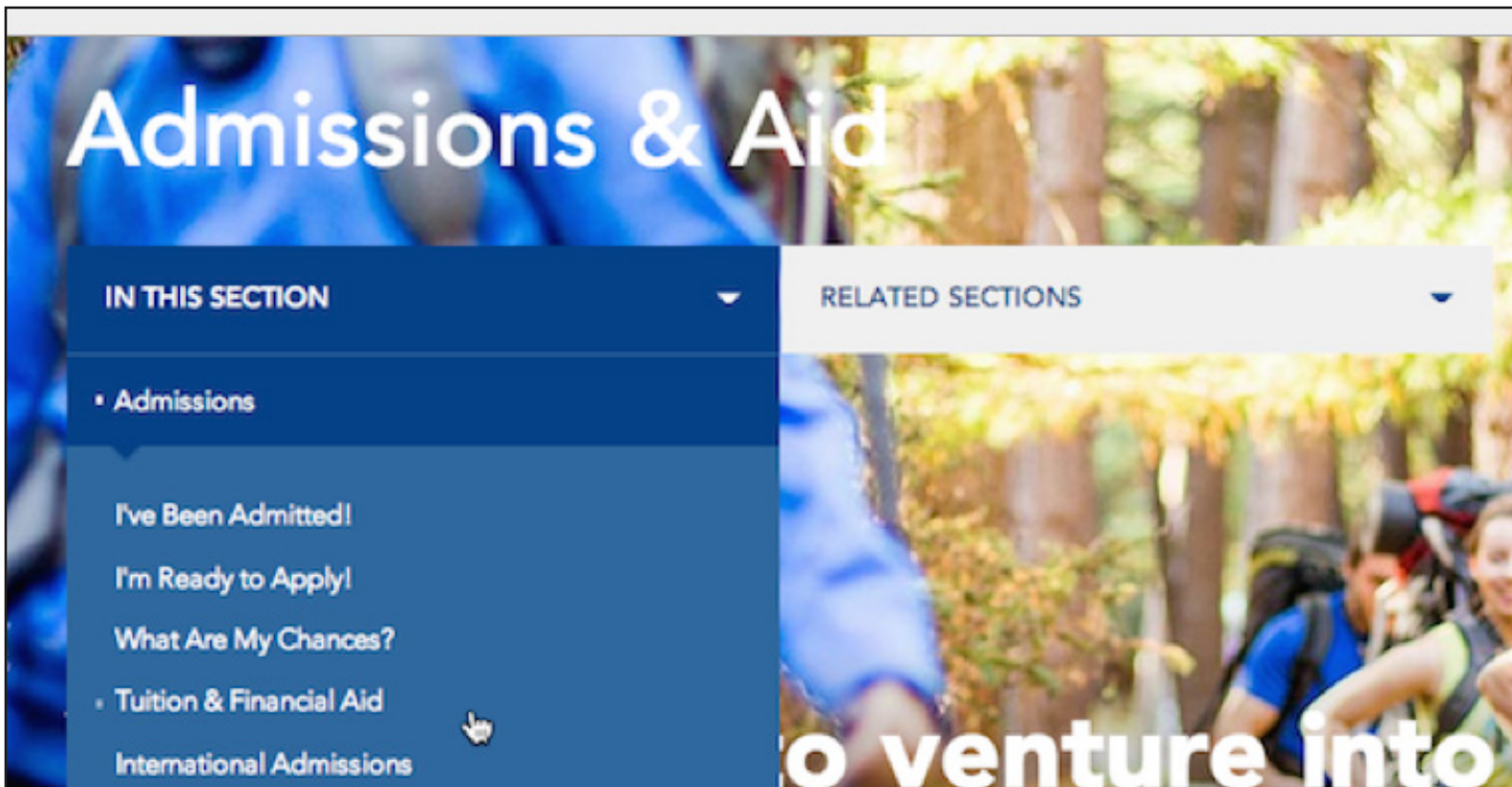
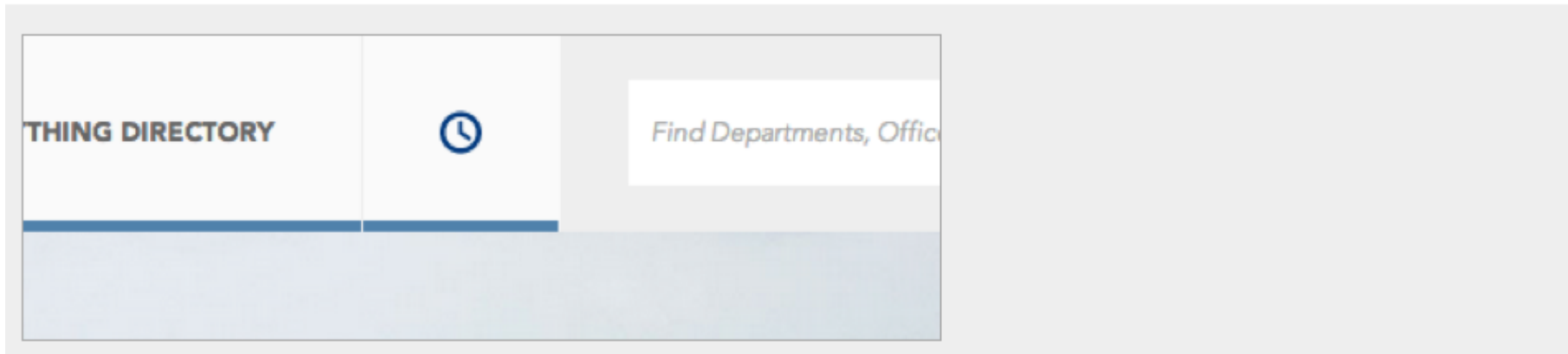
Hidden navigation.

Reliance on search as primary navigation.



**Breaking Web Design Conventions = Breaking the User Experience**

- **None of the users noticed or interacted with the *Recently viewed pages* tool.** This tool is represented by the clock icon in the global navigation. The icon didn't harm or get in the way of any of the users' experience, but it didn't enhance it either. Users likely were not drawn to click the icon, because the image of a clock isn't familiar on websites, it doesn't look actionable, and there is no label indicating its purpose.





UI  
Designing the product



UX  
Designing the experience

super ideal

# THE UX DESIGN PROCESS

1

## CLIENT & INDUSTRY RESEARCH



2

## USER RESEARCH



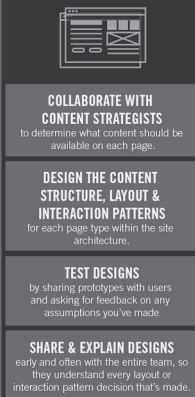
3

## INFORMATION ARCHITECTURE



4

## PAGE TEMPLATE DESIGN (WIREFRAMING)



5

## VISUAL DESIGN



6

## SITE ANALYTICS & USABILITY TESTING



## Avoid Confusing Navigation

# RSVP

KINDLY RESPOND BEFORE

*July first two thousand seventeen*

M \_\_\_\_\_

WILL ATTEND

WILL NOT ATTEND

PLEASE INDICATE EACH GUEST'S ENTRÉE SELECTION:



\_\_\_\_\_ CHICKEN



\_\_\_\_\_ BEEF



\_\_\_\_\_ KIDS