UX Design for Developers

Tech Talk & Workshop

Nazmul,
Developer

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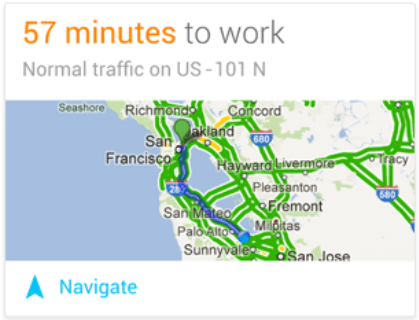
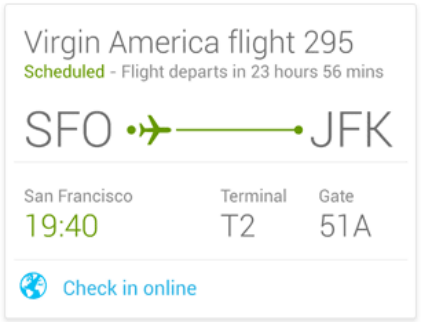
Designer

Build better products not more features

Build better products; not more features

- Your code drives the experience for the user
- UI != UX
- Good UX = moments of delight



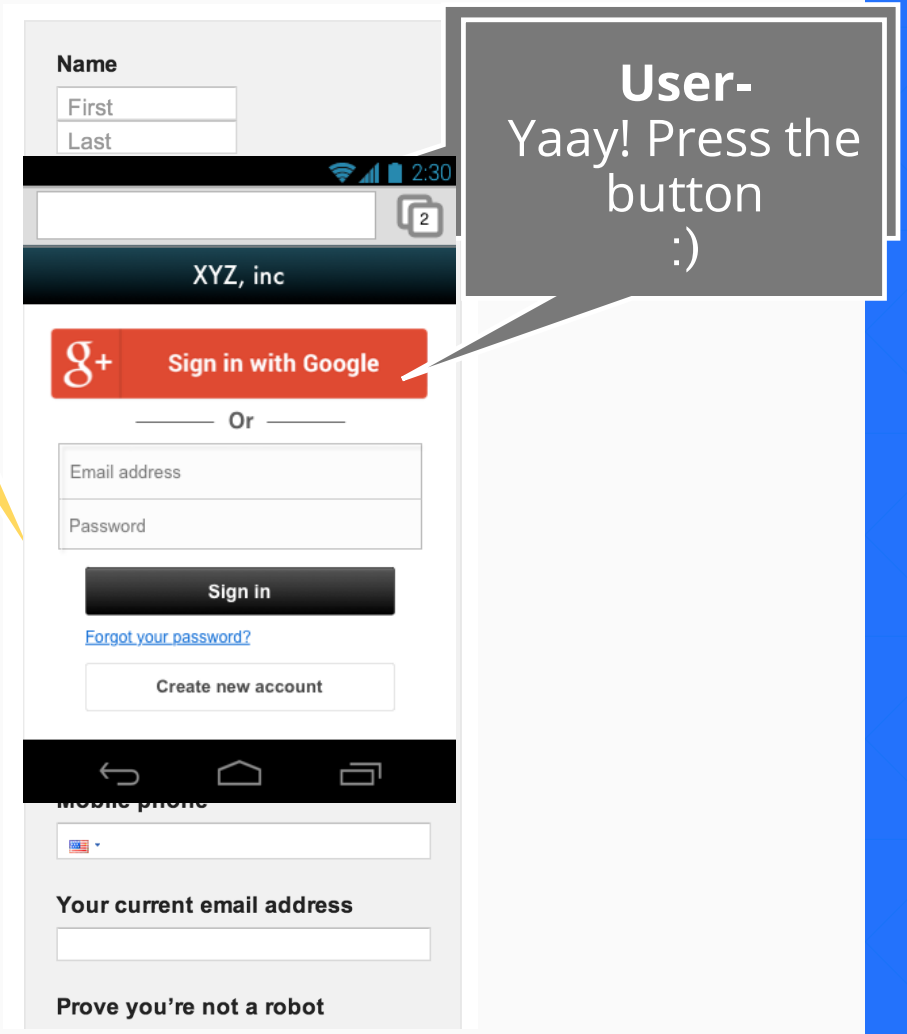


Users have great expectations

- Smartphone revolution ensured this
- Embrace design to stay relevant
- Success is driven by good UX design

UI != UX

Developer-
Nice form! :)



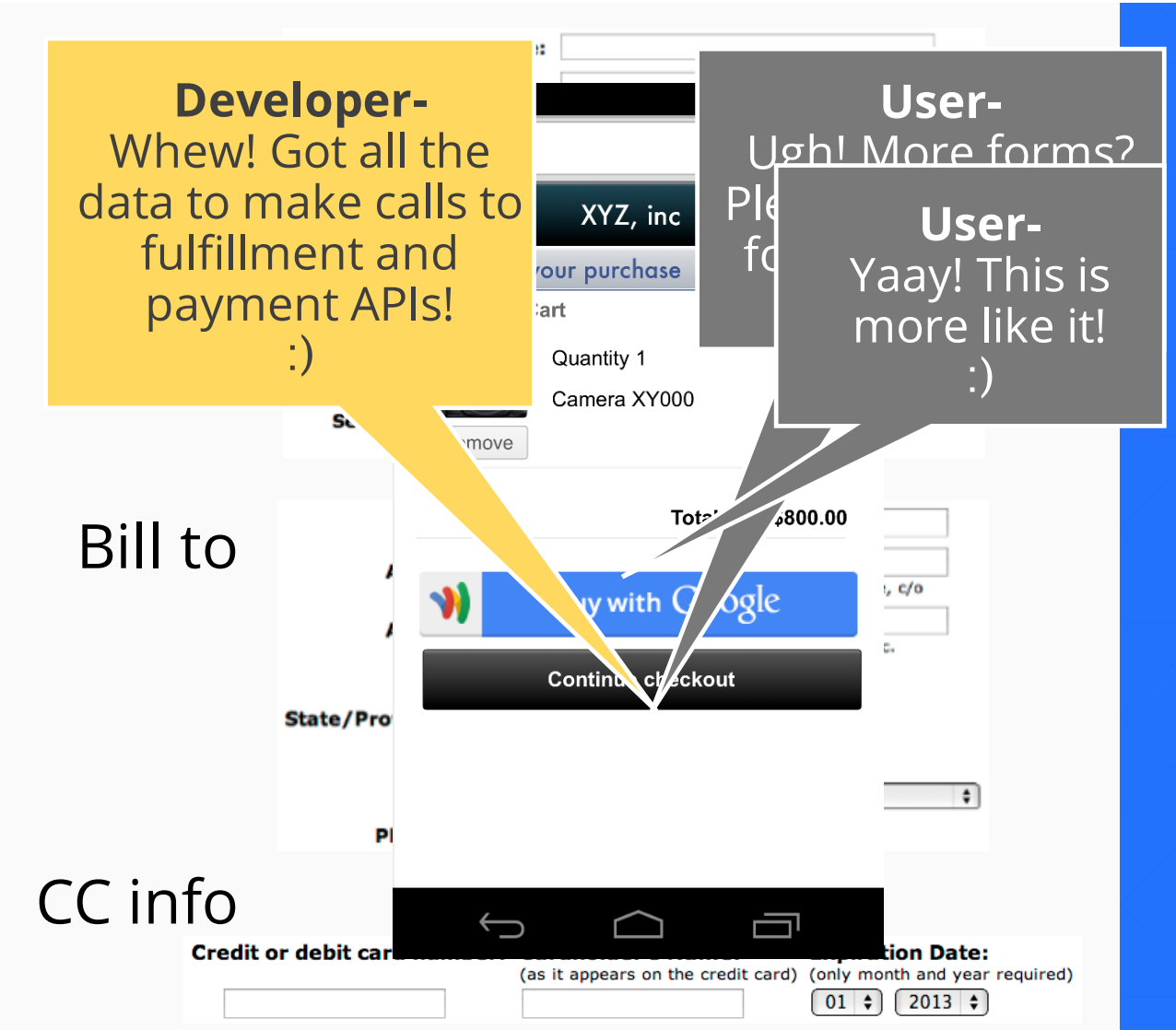
User-
Yaay! Press the button
:)

UI!=UX

Login Flow

Good UI

Bad UX



UI!=UX

Checkout Flow

Good UI

Bad UX

A few more UX best practices

- Design for crappy networks
- Design for short attention spans
- Pre-fetch more data
- Cache already fetched data

The design process

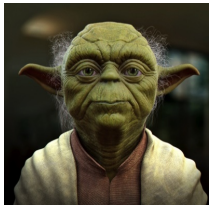
Learn how to deliver delight

The design process

- User research
- Persona
- Use case
- Persona → Use case → Feature(s)

Design for personas

"Casey Googler"

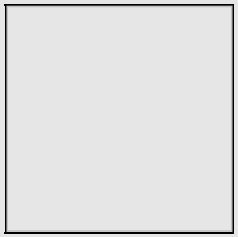


"Darth Storm"

- Don't denature a persona
- Don't support too many personas

Design for use cases

“Casey Googler”



- Tech Savvy
- Has credit card
- Has kids
- ...

Use cases

- Kids are hungry
- Working late
- Game night

Features

- Quick ordering
- Kid’s menu
- Family combo meals

Where we fit in this process

Where we fit in this process

- Ground designs in reality
- Bring amazing designs to life
- Team = Developers + Designers + PM
- Design, prototype, iterate (a lot). Then Build.

Hands On Part 1

Design an app; not a random collection of features

- Let’s think differently
- Why?
- Who? When, where, how?
- Flow

Workshop Part 1

Design mobile app

Order pizza

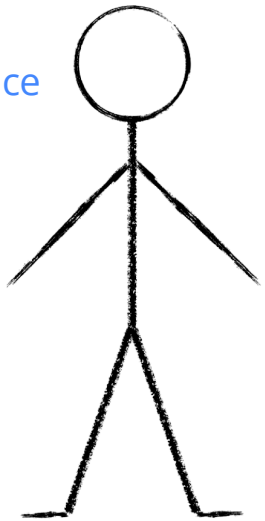
From one parlor

PERSONA NAME

<Your name here>

PERSONA ATTRIBUTES

1. Convenience > Price
2. Has credit card
3. No dairy
4. Mobile shopper
5. Tech savvy



Workshop Part 1

Create a persona

This persona represents you

List 5 of your attributes

Use case # 1 – Working late, delivery

When – After work, it is late

Where – On a train, going home

How– Custom order; in-app payment

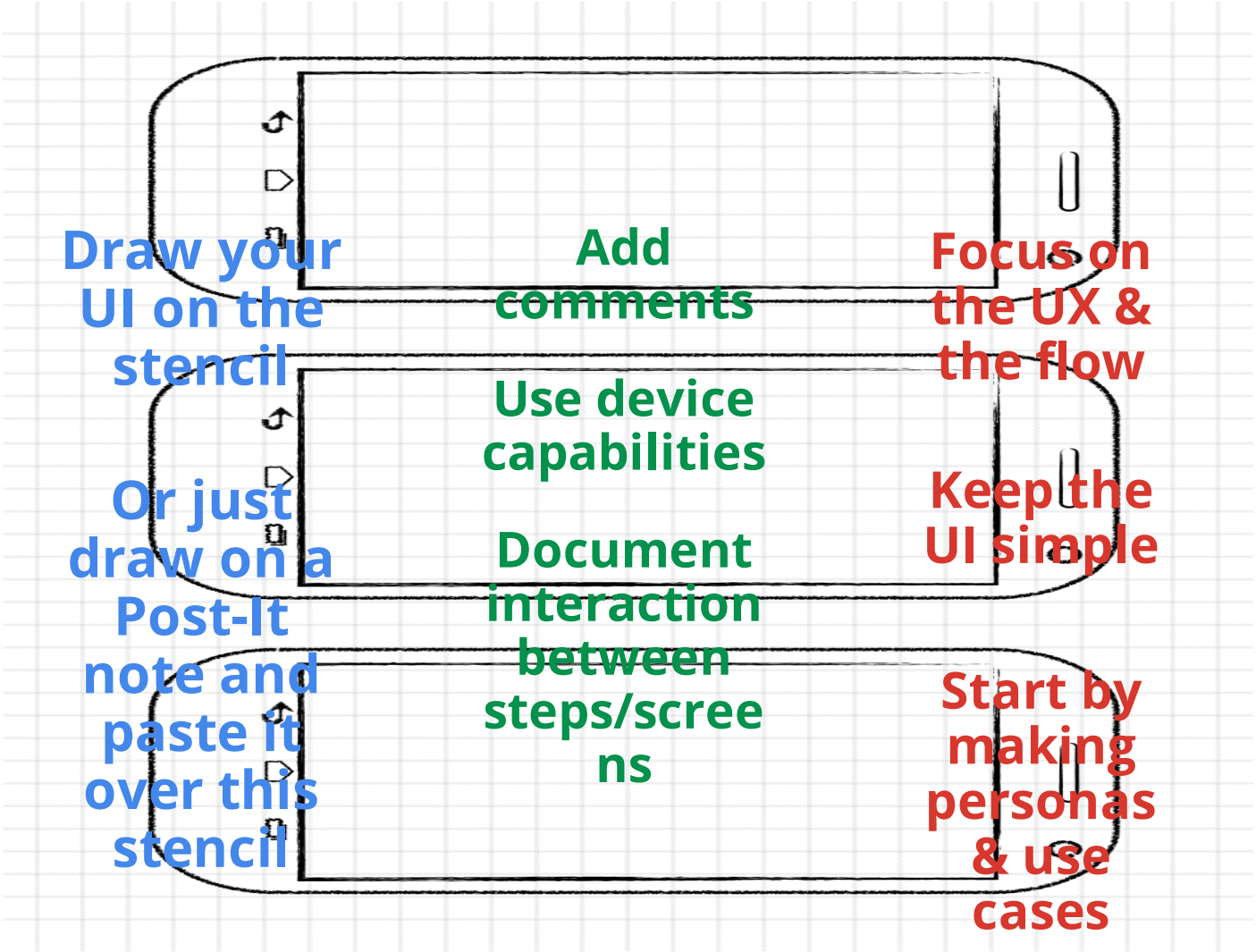
Workshop Part 1

Create < 3 use cases

Flow for ordering pizza

Workshop Part 1

Focus on flow


Draw your UI on the stencil
Or just draw on a Post-It note and paste it over this stencil
Add comments
Use device capabilities
Document interaction between steps/screens
Focus on the UX & the flow
Keep the UI simple
Start by making personas & use cases

- You will work alone in Part 1
- You have 30 mins
- Open your “Part 1” envelopes
- Have fun!

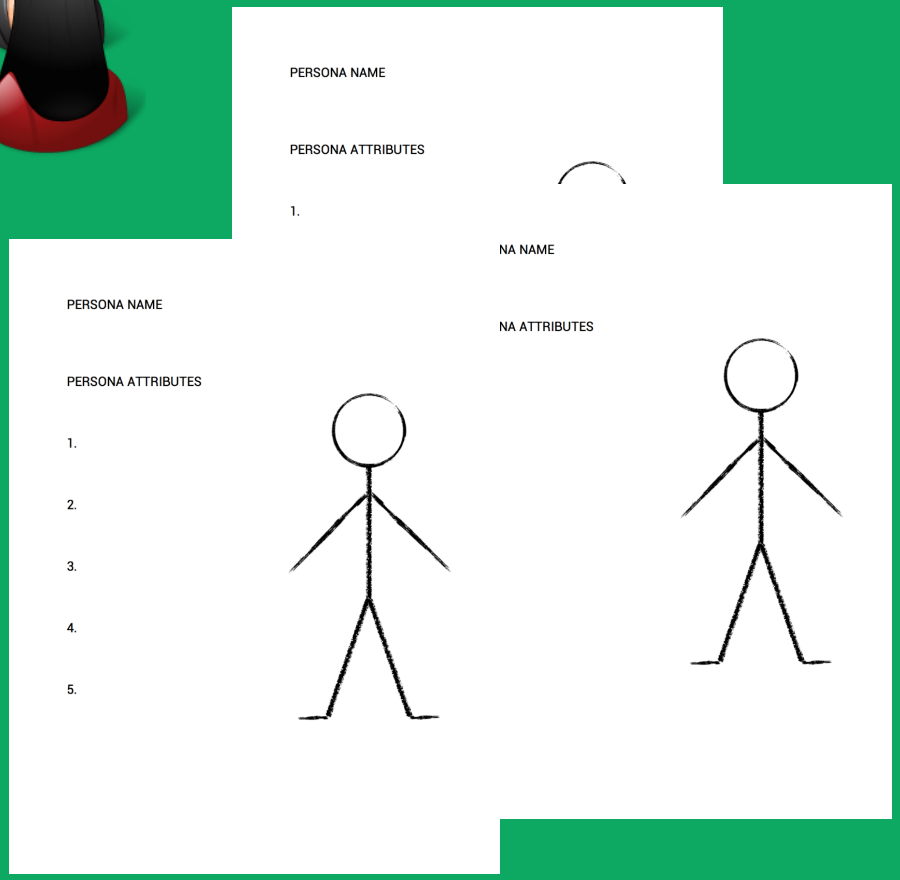
Remember the flow + Focus on UX (!UI) + Don’t focus on implementation details

Individual Activity | 30 mins

Create a persona
Create < 3 use cases
Design app < 9 screens

Hands On Part 2

Design for more than one persona



Workshop Part 2

Work as a team

Design 3 personas

Design 1 use case per persona

Redesign app

- Form groups (of up to 4 people)
- Introduce yourself to your neighbors
- Open your “Part 2” envelopes
- You have 50 mins
- Have fun!

Team Activity | 50 mins

Create < 3 personas
Create 1 use case per persona
Re-design app < 9 screens

Wrap up

You ARE a part of the design process

- Build products; not features
- Don’t design for everyone; think personas & use cases
- Own the delight!
- Join us @ bit.ly/uxcommunity

<Thank You!>

Don’t forget to OWN THE DELIGHT!

Join us @ bit.ly/uxcommunity