



UX Design for Developers

Tech Talk & Workshop

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Developer

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Designer

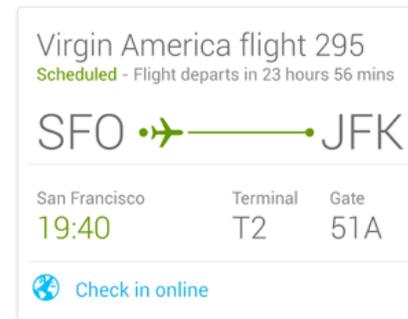
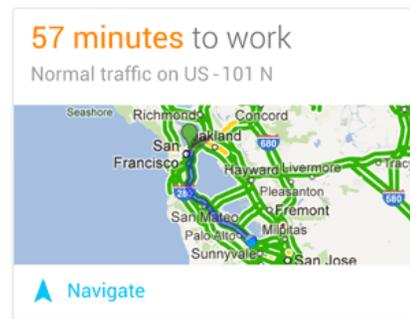




Build better products
not more features

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 \neq UX

Developer-
Nice form! :)

The image shows a mobile application interface for a login flow. At the top, there is a 'Name' section with two input fields for 'First' and 'Last'. Below this is a dark header bar with the text 'XYZ, inc'. The main content area features a red button with the Google+ logo and the text 'Sign in with Google'. Below the button is the text 'Or' followed by two input fields for 'Email address' and 'Password'. A black 'Sign in' button is positioned below the password field. Underneath are two links: 'Forgot your password?' and 'Create new account'. At the bottom of the screen, there is a section for 'mobile phone' with a dropdown menu, a field for 'Your current email address', and a 'Prove you're not a robot' checkbox. The entire interface is displayed on a mobile device screen with a status bar at the top showing signal strength, Wi-Fi, and the time 2:30.

User-
Yaay! Press the
button
:)

UI!=UX

Login Flow

Good UI

Bad UX

Developer-
Whew! Got all the data to make calls to fulfillment and payment APIs!
:)

User-
Ugh! More forms?

User-
Yaay! This is more like it!
:)

UI!=UX

Checkout Flow

Good UI

Bad UX

Bill to

CC info

Credit or debit card
(as it appears on the credit card) (only month and year required)
01 2013

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

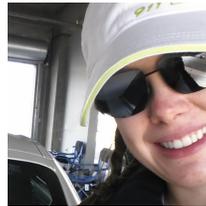
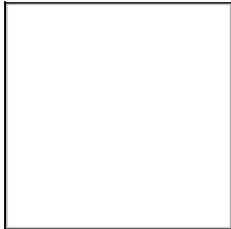
- User research
- Persona
- Use case

• Persona → Use case → Feature(s)



Design for personas

“Casey Googler”



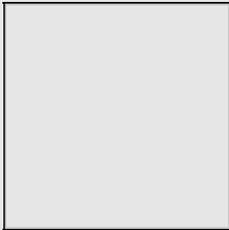
“Darth Storm”

- 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

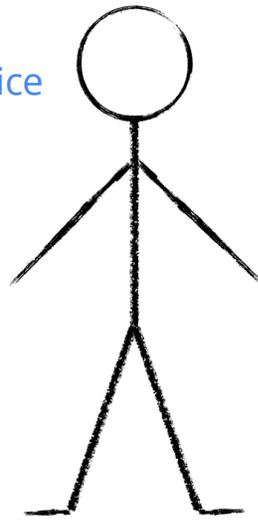
From one parlor

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

Add comments

Focus on the UX & the flow

Or just draw on a Post-It note and paste it over this stencil

Use device capabilities

Document interaction between steps/screens

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



PERSONA NAME

PERSONA ATTRIBUTES

1.

NA NAME

NA ATTRIBUTES

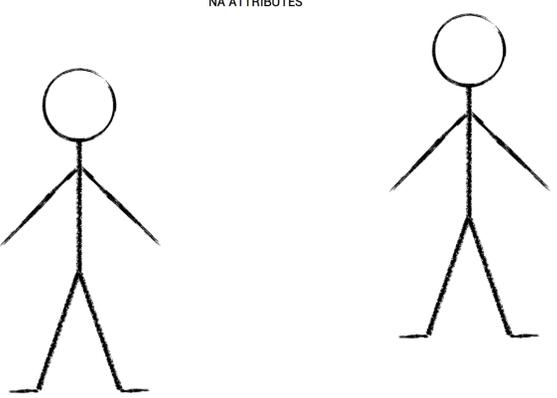
1.

2.

3.

4.

5.



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

